

PRESS RELEASE

Tokyo, Japan / July 17, 2025 / LIVE BOARD, INC.

The logo for Live Board, featuring the words "Live Board" in white sans-serif font on a blue parallelogram background.

## **Conclusion of Sponsorship Agreement for the World Athletics Championships Tokyo 25**



### **OFFICIAL EVENT SUPPLIER**

LIVE BOARD, INC. is pleased to announce that it has entered into a sponsorship agreement with the Local Organising Committee of World Athletics Championships Tokyo 25 for World Athletics Championships Tokyo 25.

The World Athletics Championships were established in 1983 and are now one of the world's largest sporting events, bringing together approximately 2,000 athletes from around 200 countries and regions. This will be the third time the event has been held in Japan, following Tokyo in 1991 and Osaka in 2007.

LIVE BOARD will deliver the engaging video content of World Athletics Championship Tokyo 25 through our digital OOH network, working to realize a prosperous society through the value of sports.

#### **■Comment from Mitsugi Ogata (President, the Local Organising Committee of World Athletics Championships Tokyo 25 for)**

We are delighted to welcome LIVE BOARD, INC. as an Official WCH Tokyo 25 Supplier.

LIVE BOARD is one of the leading advertising companies in the digital out-of-home (digital OOH) market. Digital OOH serves as a connection point between people and cities, and is also part of the infrastructure that offers unexpected encounters with information. LIVE BOARD's media coverage includes high-visibility locations such as Shinjuku and Shibuya, where the Japan National Stadium is located, as well as major transportation hubs. We are confident that promoting World Athletics Championships Tokyo 25 in these areas will further enhance the Event's visibility. With less than two months remaining until the Event, we will work closely with LIVE BOARD, our powerful new partner, to build momentum and strive to achieve a full stadium.

#### **■Comment from Tomohiro Takagi (President & CEO, LIVE BOARD, INC.)**

LIVE BOARD is honored to be an Official Supplier of the World Athletics Championships Tokyo 25 and to support

this event. We believe that the excitement and inspiration generated by sports has the power to create a sense of unity throughout society. We aim to build excitement around the event by delivering engaging video content through our digital OOH network. Going forward, LIVE BOARD will continue to serve as a platform that connects real-world spaces, people, businesses, and content through digital OOH, bringing inspiration to communities while contributing to the creation of a more vibrant society.

## ■ Contract Summary

Sponsorship Classification: World Athletics Championships Tokyo 25 Supplier

Contract Category: Digital OOH

## ■ World Athletics Championships Tokyo 25

Organizer: World Athletics (WA)

Period: September 13 (Sat) to 21 (Sun), 2025 (9 days)

Venue: JAPAN NATIONAL STADIUM (marathon and race walking will be held in Tokyo)

Number of participating athletes: Approximately 2,000

Number of participating countries and regions: Approximately 200 countries and regions

Number of events: 49 events

Official website: <https://worldathletics.org/jp/competitions/world-athletics-championships/tokyo25>

## ■ About LIVE BOARD, INC.

**An operator of a digital OOH ad network that achieves data-driven targeting and effectiveness verification.**

LIVE BOARD is the first company in Japan to achieve impression (VAC)-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

Company Name: LIVE BOARD, INC.

Business Details: DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales

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