

LIVE BOARD signs contract with the Japanese Olympic Committee as “TEAM JAPAN Official DOOH Media Supplier”



LIVE BOARD, INC. has signed a contract with the Japanese Olympic Committee to become the official DOOH media supplier for TEAM JAPAN.

LIVE BOARD has long been an official supporter of TEAM JAPAN, having broadcast the inspiring performances and achievements of the Japan Olympic Team “TEAM JAPAN” at the Olympic Games Paris 2024 through our nationwide DOOH vision network. *1 We will continue to convey valuable information to consumers through our vision network and strive to promote and advance various sports.

*1 [LIVE BOARD signs "TEAM JAPAN Official Supportership Agreement \(DOOH information provision service\)" with the Japanese Olympic Committee.](#)

<Contract Overview>

1. Contract Program : TEAM JAPAN Official Supporters DOOH Media Supplier Special Program
2. Contract Period : Until December 31, 2028
3. Rights Utilization Target : Trademarks and naming rights related to the “TEAM JAPAN”

*The following are international multi-sport events in which TEAM JAPAN is scheduled to participate.

<2026>

XXV Olympic Winter Games Milano Cortina 2026

20th Asian Games Aichi-Nagoya 2026

<2028>

The Games of the XXIV Olympiad Los Angeles 2028

4. Territory : Within Japan



■ **Comment from Seiko Hashimoto (President, Japanese Olympic Committee)**

We are delighted that LIVE BOARD, INC. will continue to support TEAM JAPAN as an official supporter.

LIVE BOARD, INC. has been a partner in the outdoor and transportation DOOH media category, helping to convey the inspiring journeys of athletes competing in the Olympic Games Paris 2024 and the power of sports to many people, thereby contributing greatly to building enthusiasm for TEAM JAPAN.

Sports connect people and give each of us the courage to take that first step together. Moving forward, we will continue to work with LIVE BOARD, INC. and athletes to share TEAM JAPAN's challenges with many people and contribute to building a better society through sports, aiming toward the Milano Cortina 2026 Winter Olympics and beyond.

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

LIVE BOARD has recently signed a contract with the Japan Olympic Committee to become the official DOOH media supplier for TEAM JAPAN. We are delighted to continue supporting TEAM JAPAN. LIVE BOARD has been striving to become a media platform that inspires the world with energy and courage through sports, starting with its support for TEAM JAPAN. This includes utilizing DOOH vision to broadcast highlights of the MLB opening game in March 2025. Going forward, we will continue to strive to amplify the enthusiasm for events such as the Olympic Winter Games Milano Cortina 2026 and the Olympic Games LA 2028 by disseminating the passionate aspirations of TEAM JAPAN athletes across the nation.

■ **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)^{*2}-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.

* 2 LIVE BOARD uses impressions that take into account the visibility rate based on visibility surveys (VAC = Visibility Adjusted Contact / total number of people who saw the ad), as recommended in the OOH Global

Measurement Guidelines. Of the number of people in the viewing area of a medium (OTS = Opportunity to See), the number of people who may come into contact with an OOH ad (OTC = Opportunity to Contact / takes into account the direction of movement within the viewing area and the presence of obstacles) is defined. The number of people who are likely to actually see the advertisement (VAC) is estimated by adding the visibility rate for each media to this number.

Company Name: LIVE BOARD, INC.

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

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