

News Release

D.A.C Consortium Inc.

DAC takes part in managing **“Zero-One Grandslam” a nationwide elementary school** **programming tournament** **~Entries being accepted now for the final tournament in July~**

Tokyo, March 30, 2020 --- D.A.C Consortium Inc. (DAC) is pleased to announce that it will take part in managing Zero-One Grandslam, a nationwide programming tournament for elementary school pupils that will be held from May to July 2021 (organizer: Programming Promotion Partners for Juniors).



URL : <https://01-grandslam.jp>

With programming becoming a compulsory subject in elementary school, the Zero-One Grandslam tournament was borne from the desire to create a fun, friendly and engaging programming environment that piques pupils' desire to master programming. While programming is often an activity done alone, this tournament utilizes a competition format where children must work together as a team, much like in sports.

In support of this concept, DAC has joined Shogakukan Inc., Shogakukan-Shueisha Productions Co. Ltd., and TV Tokyo Corporation to form the Zero-One Grandslam Executive Committee, which will take charge of the tournament's management. With the support of companies that provide entertainment for elementary school children, the committee seeks to make Zero-One Grandslam a tournament that children will aspire to participate in.



■ Zero-One Grandslam outline

The tournament will begin on Friday, May 7, 2021, with 30 children with exceptional grades selected from the WEB qualifying process. These children will progress to the East and West Japan block tournaments to be held in June. The block tournaments will have teams of three children utilizing Scratch, Minecraft and other programming software to compete against each other. A total of four teams comprising the top two teams of each block tournament will move to the final tournament to be held in July to determine the tournament's first champion team. The tournament will be reported on TV Tokyo's "Oha Suta."

※The tournament will implement novel coronavirus infection prevention measures but depending on the spread of the disease, the implementation method and date of the tournament may be subject to change.

Name of event: Zero-One Grandslam
Organizer: Programming Promotion Partners for Juniors
Management: Zero-One Grandslam Executive Committee
Participation fee: Free of charge
Entries accepted: Starting Monday, March 22, 2021, through the official website
<https://01-grandslam.jp>

WEB qualifying period: Friday, May 7, 2021 ~ Sunday, May 23, 2021

Block tournament day: West Japan block tournament : Sunday, June 13, in Osaka
East Japan block tournament: Sunday, June 20, in Saitama
Final tournament: Saturday, July 17, in Tokyo

Through participation in the management of Zero-One Grandslam, DAC hopes to promote the development of elementary school programming education, achieve one of its SDG goals to provide high-quality education for everyone, and in turn, contribute to the growth of the digital business industry, which DAC is a part of.

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<Corporate Information>

■ D.A.Consortium Inc. <https://www.dac.co.jp/english/>

Since its establishment in 1996 during the early days of online advertising, DAC is leading the industry in market formation and growth as it steadily expands its operations with the digital transformation of information and lifestyles.

Currently, DAC operates advertising and marketing businesses centered on digital technology both in Japan and overseas. The company provides comprehensive support, from consulting and planning to ad space purchasing, selling, management and results analysis. With a firm understanding of the characteristics of different media, DAC also produces creative, develops and provides solutions that bridge its wealth of data with advanced technologies, and supports global promotional initiatives.

With the mission, "**Empowering the digital future,**" DAC will continue to be at the forefront in creating new forms of advertising and marketing and providing new value to society.

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Established : December 1996
Business : Online media transaction related business, Solution business,
Ad Operations Business

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Empowering the digital future

デジタルの未来に、もっと力を。