



## Internet Radio Sumo Coverage begins

*by Chris Gould*



History was made on the first day of the Osaka Basho as SFM's editorial duo of Mark Buckton and Chris Gould brought sumo coverage to the internet radio waves. The stars behind the project were Japan Visionary Broadcasting (JVB), a team of DJs from London who are experimenting just as much with their sports coverage as they have so marvellously done with their music. Visionary, they certainly are, and you can tune in too at: <http://www.livestream.com/thejvb>

Many names on the ailing Sumo Forum tuned in to interact with Mark and Chris as the bouts dramatically unfolded. Listeners to the show emailed information they wanted read out beforehand, and were even able to send text messages to the hosts via the JVB live stream, and receive answers live on air. It is difficult to find such an interactive fan show in any medium, and credit to Mark for constantly checking his PC to read out all the messages he could!

The overall aim was to create a comfortable listening environment using a more relaxed, colourful and humorous style than more established broadcasting media, putting a human face on sumo if you like.

Four live broadcasts were aired in total on days 1, 8, 10 and 15 of the Osaka tournament, with several hundred people tuning in at various points. Mark Buckton pulled off a Herculean task in fronting the show by himself on Days 8 and 15, with Chris providing statistical and informative support via Twitter. The inevitable negative reviews emerged from certain sections of sumo fandom, but a fantastic number of positive reviews was also noticeable. Recorded versions of the broadcasts can be found at: <http://mixlr.com/jvb/showreel>

JVB were so encouraged by the initial response that they have decided to extend the show for the May Basho, with live broadcasts

already scheduled in for days 1 and 15. More days will be added in as the schedule becomes clearer, and the latest JVB Sumo updates can be found on the JVB Sumo Facebook Page, created on the final day of the Osaka Basho, <http://www.facebook.com/JVBSumoCoverage>. It has already received dozens on "likes" in its comparatively short existence thus far. At least two guest stars have agreed to come on the show, one of them an ex-makuuchi man who aims to breathe extra fire into our matchday analysis, and the other an experienced amateur with a sharp, sharp mind.

The concept is already expanding fast, with Mark also fronting a Friday afternoon show on all things Japanese (including sumo) between 1600 and 1800 Japan Time (0800-1000 in the UK). Tune in and help spread the word about the sport we all love to watch.