

CONTENT TOKYO 2017

CONTENT TOKYO 2017 concluded with a great success!

From June 28 to 30, 2017, CONTENT TOKYO 2017 <http://www.content-tokyo.jp/en/> was held at Tokyo Big Sight, Japan which gathered 1,418 exhibitors, 38,746 trade visitors from 36 counties/regions, 10,335 conference attendees and 397 press visitors.

Content Tokyo consists of 7 exhibitions, specialising in the areas of VR/AR, entertainment content creation, distribution, licensing, interactive technology, service and marketing. As content business is changing and content such as TV/films, games, books, music, apps, web and mobile are becoming borderless, Content Tokyo is quite unique in providing comprehensive platform to find new clients, partners and inspiration for future business.

This year, "The Trilateral Cultural Contents Industry Forum of Japan, China & Korea" was concurrently held with the CONTENT TOKYO 2017 to collaborate with the Japan's largest content business exhibition.

This Forum is an international conference operated jointly by governments and private sectors including Ministry of Economy, Trade and Industry (Japan), Ministry of Culture (China), Ministry of Culture, Sports and Tourism (Korea) and industry groups of the three countries. It aims to continuously exchange information on the industry policies and trends, and create business opportunities through the trilateral cooperation.

CONTENT TOKYO must be drawn much more attention among CONTENT Business.



CONTENT TOKYO 2017 consists of 7 powerful fairs

From entertainment content creation, distribution to VR/AR, all genres of the content industry are covered by 7 exhibitions.



At **3rd Advanced Content Technology Expo**, the latest technologies such as interactive technologies, robotics technologies, 3D printers, etc. gathered. One of the main highlights this year was **1st VR/AR World**, the latest VR/AR technologies also all gathered. The next edition's title will change to **Advanced Digital Technologies Expo** and **VR/AR World** would be **VR/AR/MR World** to focus on more and more related digital and interactive technologies .

"We recognise augmented reality and mixed reality are good technologies for Japanese big enterprises. Of course I have secured a booth for next year."

- WEAR S.R.L., Italy



LICENSING JAPAN is Japan's LARGEST trade show for character & brand licensing business. The show welcomed the record number of exhibitors. The key feature of this show was the huge range of properties. In addition to major Japanese characters such as DETECTIVE CONAN, Peko, Rirakkuma, Monchichi, Kanahei's Small animals and Puyo Puyo, Brands & Arts were also gathered such as GUNS N' ROSES, Peter MacArthur, Ed Hardy, HANSHIN Tigers, Automobili Lamborghini and Christian Riese Lassen.

Positive feedbacks from exhibitors

"As this is our second time exhibiting at LICENSING JAPAN, we had 200 meetings in a day and was interviewed by Japanese media such as World Business Satellite. I am sure exhibiting at this show is the best way to penetrate in the Japanese market."

-Fresh Taiwan, Taiwan

We had meetings with merchandisers of stationary and toys and license agents. We will continue exhibiting LICENSING JAPAN and expand business in Japan.

-Gyeonggi Content Agency (GCA), Korea

This is my first time to exhibit at LICENSING JAPAN, I was surprised that each meeting I had was concrete. I think it is better to exhibit at LICENSING JAPAN once rather than exhibiting at other exhibitions five times.

-DOKUTOKU460 Inc., Japan



Japan has been the world's third largest market for licensed products.

The next edition will be 1.5 times larger of 2017 edition and it will be held concurrently with Japan's largest fashion trade show, FASHION WORLD TOKYO. LICENSING JAPAN will serve as the best venue to seek characters and brands from across Japan, Asia and the world.

Content Marketing Expo is Japan's leading exhibition gathering various solutions for content marketing such as graphics, webpages, podcasts and videos. The show effectively attracted visitors, and lively business discussions were held among exhibitors and professionals throughout the show period.

Graphic Design Expo was the first edition this year. It gathered advertising, web, editing production companies.

Video & CG Production EXPO is Japan's leading exhibition for video, CG, anime, content production companies.

Content Distribution & Management Expo is a cross-border showcase for solutions in content creation, management, distribution and interaction. Its wide range of exhibits attracted numerous professionals from every sector of entertainment/media industry in Japan and other Asian countries.

“By exhibiting CONTENT TOKYO, we could meet buyers we were looking for, in fact we had meetings with 500 buyers for two days, and we also could build brand in content business.”

- SkillUp Video Technologies Corporation, Japan

Creator's Expo gathered 700 individual creators of various genres such as authors, cartoonists, illustrators, photographers, game developers, etc. The exhibition is a brilliant base to find creative skills, content & co-producing partners.



Industry leaders spoke at Conference!

As the rare opportunity to learn the latest technology and know-how, the **Conference** attracted 10,335 attendees in total.

Mr. James Farrell, Head of Content, Asia-Pacific, Amazon Prime Video shared with the audience examples of successful shows such as HITOSHI MATSUMOTO Presents Documental, as well as recent viewer trends and an overall Japan/Asia content strategy to reveal a glimpse of what's to come. Mr. Genki Kawamura, Film Producer, known for "Your Name", Mr. Marc-André Baril, Director, Tokyo Office, Moment Factory, Mr. Yoshiyuki Sadamoto, comic artist/designer, GAINAX Co., Ltd. and Mr. Hiroaki Takeuchi, Animation Producer revealed their insights at the conference.

"I'm impressed by the number of exhibitors and participants at Content Tokyo 2017 - from Japan and all over Asia. I did not expect such a large exhibition and I think the quality products, creations, innovations and talents should be shared abroad."

- Mr. Marc-André Baril, Moment Factory, Canada

"CONTENT TOKYO is held with a new and amazing concept, gathering 7 different fairs together. That let people such as creators and engineers who usually do not encounter to interact one another.

I am sure this new concept will lead the next Japanese content business."

- Mr. Hiroaki Takeuchi, Animation Producer, Japan

"I think CONENT TOKYO is a very significant show to visit because the show let us to see all solutions related to content business.

CONTENT TOKYO provides us opportunity to meet new solutions or new partners that leads new business chance. I hope more people would utilize this show to make their business enhance."

- Mr. Toyoura, COCA-COLA Company Ltd., Japan



Next Year's CONTENT TOKYO

CONTENT TOKYO is planned to be powered up and return at the next April. The next edition would be 1.5 times larger of 2017 edition. Do not miss that!

CONTENT TOKYO 2018

Dates: April 4 (Wed) – 6 (Fri) ,2018

Venue: Tokyo Big Sight, Japan Organised by: Reed Exhibitions Japan Ltd.

Shows held within CONTENT TOKYO 2018:

6th Video & CG Production Expo <CREATIVE JAPAN>

7th Creators' Expo

4th Advanced Digital Technology Expo

4th Content Marketing Expo

2nd Graphic Design Expo

6th Content Distribution & Management Expo

8th LICENSING JAPAN

Concurrent show of CONTENT TOKYO 2018:

2nd AI EXPO Artificial Intelligence Exhibition & Conference

Based upon the positive feedbacks from exhibitors, most of the exhibitors have already booked their spaces for the next editions during the show period and new applications were also made by new faces. Therefore, even though the size of the show would be larger than this edition, the entire CONTENT TOKYO is expected to be sold out at an early stage. For those who are considering exhibiting at the next show, immediate booth reservation is highly encouraged to secure the limited exhibit spaces in time. If you are interested in exhibiting, please contact Show Management .

For further information, visit the official show website <http://www.content-tokyo.jp/en/> or contact Show Management.

Contact:

Exhibiting Inquiries: <http://www.content-tokyo.jp/en/ex/>

Visiting Inquiries: <http://www.content-tokyo.jp/en/inv/>

Press Inquiries: <http://www.content-tokyo.jp/en/shuzai/>

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