

# Preliminary Report of Visitor Count

## CONTENT TOKYO 2017

7th LICENSING JAPAN  
5th Video & CG Production Expo  
3rd Advanced Content Technology Expo  
1st Graphic Design Expo  
[Concurrent Show] 1st AI EXPO - Artificial Intelligence Exhibition & Conference

6th Creators' Expo  
5th Content Distribution & Management Expo  
3rd Content Marketing Expo

July 3, 2017

### The Solemn Declaration of No Inflated Numbers

We consistently count visitor registration numbers clearly and stringently based on the following philosophy and principles.

#### Fundamental Philosophy of the Total Visitor Number Announcement

1. The number of visitors will be stated honestly and will not be inflated. This is our duty to exhibitors.
2. The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors.
3. The number of visitors and also the counting method will be stringently announced in writing shortly after the exhibition.

#### Three Major Principles of the Counting Method

1. One business card submitted at the on-site registration counter is counted as one visitor.
2. Once registered, a visitor is counted only once, no matter how many times and days they enter the exhibition.
3. Counting the visitors each time they pass through the entrance is regarded as an actual inflation of the figures; therefore, this counting method is prohibited.

#### 1) On-site Registrants

- Only visitors who completed registration on site are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

#### 2) VIP Registrants

- Only VIP badge holders who completed registration on site are counted. Also, registrations are counted only once, no matter how many repeat days a visitor attends the show.

#### 3) Special Guests

- Government related visitors, embassy officials, members of the related associations are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

### VISITOR FIGURES

	June 28 [Wed]	June 29 [Thur]	June 30 [Fri]	Total
1) On-site Registrants	10,417	12,364	12,576	35,357
2) VIP Registrants	1,181	1,155	1,007	3,343
3) Special Guests	35	4	7	46
<b>Number of Visitors</b> (Sum of above 1 – 3)	<b>11,633</b>	<b>13,523</b>	<b>13,590</b>	<b>38,746</b>
4) Number of AI EXPO Visitors	10,757	13,809	17,111	41,677
<b>Total Number of Visitors</b> (Sum of above 1 – 4)	<b>22,390</b>	<b>27,332</b>	<b>30,701</b>	<b>80,423</b>

All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.

	June 28 [Wed]	June 29 [Thur]	June 30 [Fri]	Total
Number of CONTENT TOKYO Seminar Attendees	2,461	4,034	3,840	10,335
Number of Press Registrants	216	95	86	397

\* These figures are preliminary and they are subject to change after confirmation.