

*3,848 increase in visitor number,  
compared with that of the previous edition!*

## Preliminary Report of Visitor Count

# CONTENT TOKYO 2018

8th LICENSING JAPAN                      7th Creators' Expo  
6th Video & CG Production Expo    6th Content Distribution & Management Expo  
4th Advanced Digital Technology Expo    4th Content Marketing Expo  
2nd Graphic Design Expo

April 9, 2018

### 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

	April 4 [Wed]	April 5 [Thur]	April 6 [Fri]	Total
1) On-site Registrants	11,598	12,031	14,961	38,590
2) VIP Registrants	1,639	1,154	1,211	4,004
3) Special Guests	0	0	0	0
<b>Total Number of Visitors</b> (Sum of above 1 – 3)	<b>13,237</b>	<b>13,185</b>	<b>16,172</b>	<b>42,594</b>

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

	April 4 [Wed]	April 5 [Thur]	April 6 [Fri]	Total
Number of CONTENT TOKYO Seminar Attendees	4,113	2,870	4,284	11,267
Number of Press Registrants	212	131	106	449

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