

CONTENT TOKYO 2019

April 3 (Wed) – 5 (Fri), 2019 at Tokyo Big Sight, Japan
 Organised by: Reed Exhibitions Japan Ltd.



Japan's Largest* Trade Show for Content Business concluded with another great success!

CONTENT TOKYO 2019 was successfully held from April 3 to 5, 2019 at Tokyo Big Sight, Japan. As the Japan's largest comprehensive trade show for content business, it gathered 1,242 exhibitors, 48,549 visitors, 17,182 conference attendees and 375 press members from 39 countries/regions.

CONTENT TOKYO has firmly established itself as an ideal place to appeal services/technologies for content creation, production and distribution in Japan and Asia.

CONTENT TOKYO 2019 Exhibition Outline

Exhibition Title	CONTENT TOKYO 2019	
Dates	April 3 [Wed] - 5 [Fri], 2019	
Venue	West Halls, Tokyo Big Sight, Japan	
Organised by	Reed Exhibitions Japan Ltd.	
Consisting Shows	<ul style="list-style-type: none"> - 3rd PR Design & Branding Expo - 7th Content Distribution & Management Expo - 5th Advanced Digital Technology Expo - 9th LICENSING JAPAN 	<ul style="list-style-type: none"> - 7th Production/Studio Expo - 5th Content Marketing Expo - 8th Creators' Expo
	[Special Exhibit Zone] VR/AR/MR World	

■ Key Figures

1,242 Exhibitors



48,549 Visitors
- **5,955** increase
from the previous edition!



17,182
Conference Attendees



■ Satisfaction Speaks! – Exhibitors' Achievements (excerpts)

"Presented a demonstration of our world's first MR technology. We had over 500 meetings with decision makers, which we expect to lead JPY 20 million sales."
DataMesh Japan

"Displayed head mounted displays for VR, and exchanged business cards with 1,200 visitors from game companies, etc. We have already achieved JPY 3.5 million for 1 month after the show and expect even more sales."
Pico Technology Japan

"We had meetings with TV stations, OTT media service providers, etc., and are now expecting JPY 5 million sales. We exhibit at CONTENT TOKYO every year for new customer acquisition."
WebStream

"We conducted meetings with 400 visitors about video production for ad/web/TV commercials, and some of them reached contracts on site. JPY 30-40 million sales is expected eventually."
SKYTOP



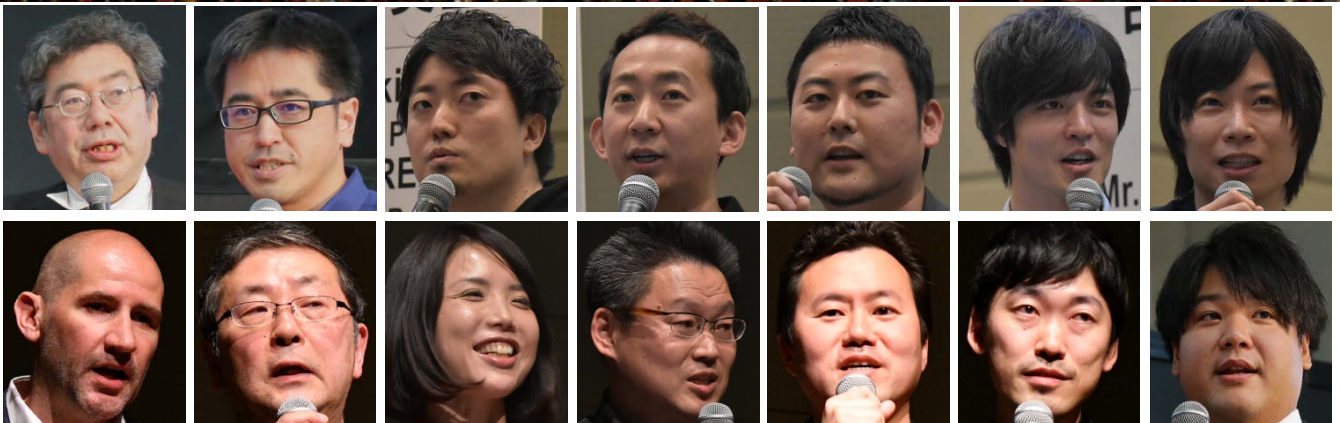
■ Various Zones featuring Hot Topics

In addition to “VR/AR/MR World,” which has been previously existing, “V Tuber (Virtual YouTuber) Zone” and “Blockchain Zone” were newly launched. There, visitors could experience the advanced technologies for themselves and discuss the details with exhibitors for introduction.



■ Concurrently held Conference

The conference invited the industry key persons as the speakers. The sessions covered various themes, such as “Advanced Entertainment with VR/MR,” “The Future Driven by Vtubers,” “Next-generation Contents Creation with AI,” etc. 17,182 industry players attended there to learn the cutting-edge of content creation. *To see the program >>>* <https://www.content-tokyo.jp/en-gb/about/previous/conference.html>



■ Strong Expectations for the Next Edition

Backed up with this edition's success, CONTENT TOKYO is expected to become a must-attend show for those involved in content business. If you are considering to exhibit, please contact Show Management as soon as possible. Exhibiting space is filling up quickly.

CONTENT TOKYO 2020 - For Content Creation, Production & Distribution -

Dates	April 1 [Wed] - 3 [Fri], 2020
Venue	West Halls, Tokyo Big Sight, Japan
Organised by	Reed Exhibitions Japan Ltd.
Consisting Shows	<ul style="list-style-type: none">- 4th PR Design & Branding Expo- 8th Production/Studio Expo- 8th Content Distribution & Management Expo- 6th Advanced Digital Technology Expo- 6th Content Marketing Expo- 10th LICENSING JAPAN- 9th Creators' Expo [Special Exhibit Zone] VR/AR/MR World

CONTENT TOKYO Show Management, Reed Exhibitions Japan Ltd.

TEL: +81-3-3349-8507 Website: <https://www.content-tokyo.jp/en/>

>> For Exhibiting

Online Registration: https://www.content-tokyo.jp/ex_en/

or contact: content-tokyo.eng@reedexpo.co.jp

>> For Visiting (Visitor Registration for the next show)

Online Registration: https://www.content-tokyo.jp/inv_en/

or contact: visitor-eng.content@reedexpo.co.jp

>> For Press Inquiries (Coverage on the show, Media Partnership etc.)

mailto: visitor-eng.content@reedexpo.co.jp

* "Largest" in reference to the exhibitor number of trade shows with the same concept.

CONTENT TOKYO Show Management
ATTN: Ayumi Senoo (Ms.), Sun Joo Hong (Ms.), Huimin Yuan (Ms.)
Reed Exhibitions Japan Ltd.
18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku, Shinjuku-ku,
Tokyo, 163-0570, Japan
TEL: +81-3-3349-8507 / FAX : +81-3-3344-8400
Web: <https://www.content-tokyo.jp/en/>