

*5,955 increase in visitor number,  
compared with that of the previous edition!*

## Preliminary Report of Visitor Count

# CONTENT TOKYO 2019

9th LICENSING JAPAN

8th Creators' Expo

7th Production/Studio Expo

7th Content Distribution & Management Expo

5th Advanced Digital Technology Expo

5th Content Marketing Expo

3rd PR Design & Branding Expo

April 8, 2019

### Reed Japan's Solemn Declaration of Non-Inflated Numbers

**1. The reason for not inflating the visitor numbers**

Inflating visitor numbers is a misrepresentation of the exhibition's content, and a fraudulent act toward the exhibitors. Therefore, Reed will not commit such an act.

**2. The visitor number counting method**

Every visitor is to submit one business card at the visitor registration counter on-site, and will be counted as one visitor based on their business cards no matter how many times he/she re-enters the show.

**3. Visitor numbers will be verified by an external party**

Once the exhibition is completed, all the business cards submitted at the visitor registration counter will be presented to a certified accountant, who will verify that they are the same number as the number of visitors announced by the organiser. Random checks will be conducted through phone calls to the persons on the business cards to confirm that they had attended the exhibition.

**4. Written official announcement of the visitor count**

Immediately following the exhibition, the visitor number will be announced alongside the counting method, in written form.

**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 3 [Wed]	April 4 [Thur]	April 5 [Fri]	Total
1) On-site Registrants	11,983	14,749	17,222	43,954
2) VIP Registrants	1,713	1,515	1,352	4,580
3) Special Guests	8	0	7	15
<b>Total Number of Visitors</b> (Sum of above 1 – 3)	<b>13,704</b>	<b>16,264</b>	<b>18,581</b>	<b>48,549</b>

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

	April 3 [Wed]	April 4 [Thur]	April 5 [Fri]	Total
Number of CONTENT TOKYO Seminar Attendees	5,159	6,189	5,834	17,182
Number of Press Registrants	174	104	97	375

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