

Preliminary Report of Visitor Count

CONTENT TOKYO 2020

10th LICENSING JAPAN

9th Creators' Expo

8th Production/Studio Expo

8th Content Distribution & Management Expo

6th Advanced Digital Technology Expo

6th Content Marketing Expo

4th PR Design & Branding Expo

Oct. 26, 2020

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				
	Oct. 21 [Wed]	Oct. 22 [Thur]	Oct. 23 [Fri]	Total
1) On-site Registrants	6,028	6,310	5,901	18,239
2) VIP Registrants	1,088	1,012	758	2,858
3) Special Guests	4	0	0	4
Total Number of Visitors (Sum of above 1 – 3)	7,120	7,322	6,659	21,101

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

	Oct. 21 [Wed]	Oct. 22 [Thur]	Oct. 23 [Fri]	Total
Number of CONTENT TOKYO Seminar Attendees	3,703	3,329	1,505	8,537
Number of Press Registrants	66	35	53	154

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