

CONTENT TOKYO

Consisting Shows

- LICENSING JAPAN**
- Brand Co-Creation Expo**
- Special Area** **Creators' Expo**
- Special Area** **CONTENT Hub**
- Special Area** **Short Video & Short Drama ARENA**

June 23 [Wed] – 25 [Fri], 2027

Venue: Tokyo Big Sight, Japan

Organiser: RX Japan GK

Supported by (tentative):

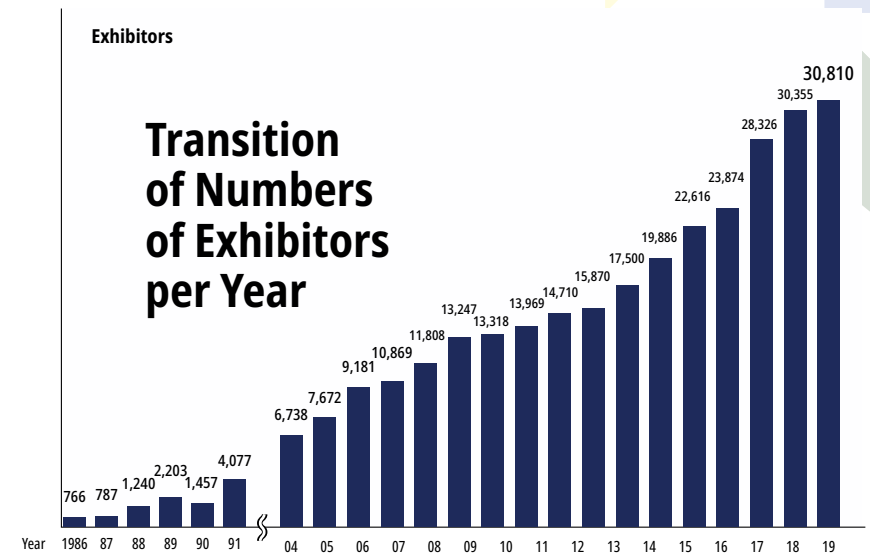
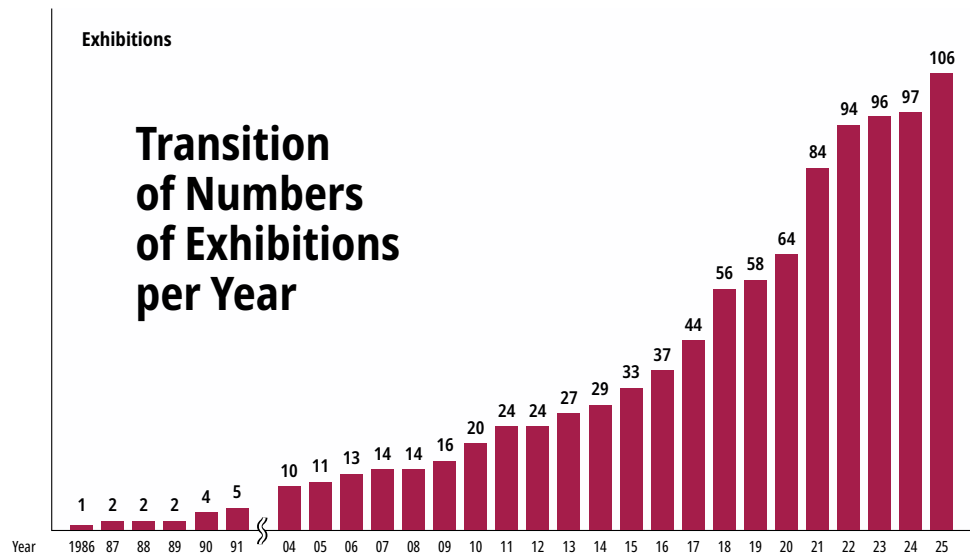
Visual Industry Promotion Organization (VIPO)
Character Brand Licensing Association (CBLA)
CiP Association
National Board of Regional Visual Industry Associations
Japan Ad. Contents Association
Motion Picture and Television Engineering Society of Japan (MPTEJ)
Japan Advertising Production Association (JAC)
Japan Package Design Association (JPDA)
The Association of Japanese Animations
Community Marketing Promotion Association



RX Japan is Japan's Largest Trade Show Organiser

Holding 106 exhibitions in 38 sectors a year! (The consisting shows are 415 in total.)

RX Japan organises 106 exhibitions a year at large exhibition halls such as Tokyo Big Sight, Makuhari Messe and INTEX Osaka across a wide variety of 38 fields including jewellery, fashion, gift items, electronics, energy, IT, cosmetics and medical. RX Japan fully contribute to expand the exhibitors' business by making the most of the expertise backed up with the experiences.



Exhibitions organised by RX Japan (excerpts)

Japan IT Week



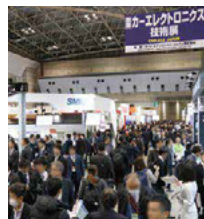
Japan's Largest* IT Trade Show

Consisting Shows:

- Software Development & Engineering Support Expo
- Information Security Expo
- Data Center Expo

etc.

AUTOMOTIVE WORLD



World's Leading Exhibition for Advanced Automotive Technologies

Consisting Shows:

- CAR-ELE JAPAN
- EV JAPAN
- Autonomous Driving Technology Expo
- MaaS Expo

etc.

Manufacturing World



World's Leading Trade Show for Manufacturing

Consisting Shows:

- Design & Manufacturing Solutions Expo
- Manufacturing DX Expo
- Additive Manufacturing Expo

etc.

NEPCON JAPAN



Asia's Leading Electronics Tech. Show

Consisting Shows:

- INTERNEPCON JAPAN
- ELECTROTEST JAPAN
- ELECTRONIC COMPONENTS & MATERIALS EXPO
- PWB EXPO

etc.

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

Japan's Largest* comprehensive BtoB show for content business!



*In reference to the exhibitor number of trade shows with the same concept.

Photos of the Previous Shows (Including Concurrent Shows)



Japan's Largest* content creation, production, branding, licensing and technology show!

* 38,840 professionals visited in 2025 Summer show



Check the Video
from the Previous Show!



LICENSING JAPAN

Japan's largest Character & Brand licensing exhibition

A business platform to connect with a wide range of licensees, agent and production partners

Exhibitors

Companies / individuals offering:

- Characters
- Brands / Art
- Entertainment Content (TV, anime, films, games, picture books, comics, magazines, etc.)
- Sports / Talent
- Licensing-related services, etc.

Visitors

Professionals from the following industries / departments:

- Production & planning development at manufacturers / wholesalers
- Product planning & in-store sales promotion at retailers
- Media-related companies
- Advertising / PR professionals, etc.



Character & Brand Product OEM / Production Zone

Products & Services

- OEM production of character goods such as apparel, stationery, and miscellaneous goods



IP Creation Zone

Products & Services

- Character / VTuber production & modeling
- IP production
- Consulting



NEW

Brand Co-Creation Expo

— Where Partners Come Together to Build Enduring Brands —

3 Zones Bringing Together Partners to Build Enduring Brand

Creative Strategy Zone Designing What Makes Brands Chosen

Exhibitors include partner companies that design a brand's core worldview and differentiation, and create impactful brand creative.

Exhibitors

Companies / individuals offering:

- Brand and content production (video, CG, web, social media, manga, etc.)
- Brand creative services (advertising, copywriting, design, visual development, etc.)
- Generative AI creative solutions
- VTuber production / virtual production
- Creative production support, etc.

Brand & Customer Experience Design Zone Designing Memorable Brand Experiences

Featuring CX/UX, spatial, and digital experience solutions that design every customer touchpoint and create memorable brand experiences.

Exhibitors

Companies / individuals offering:

- Brand experience design
- Communication design
- CX / UX design
- Web, app, and e-commerce experience design
- Brand space production
- Immersive experience content
- Interactive experiences
- Immersive technologies, etc.

Fan Community Marketing Zone Building Lasting Relationships with Fan

Exhibitors offering fan development, community building, and loyalty strategies to maximize Lifetime Value and drive sustainable growth.

Exhibitors

Companies offering:

- Community building and management support (community platforms, online salon tools, etc.)
- Fan engagement enhancement (engagement analytics, loyalty programs, etc.)
- Fan co-creation and growth (UGC activation, campaign support, crowdfunding, etc.)

Visitors

Professionals from the following industries / departments:

- Marketing
- Branding / communication design
- Product planning / design, etc.
- Fan & community business
- PR / communications

CONTENT TOKYO Special Area

NEW

Short Video & Short Drama ARENA

A hub for creators of high-impact short-form video content, bringing together the latest solutions from short video production and AI generation to social media operations and analytics.

Exhibitors

Companies offering the following services:

- Creative production (short videos, short dramas, SNS content, UGC, influencer marketing support, vertical-format creative production, etc.)
- AI-powered creative generation
- Planning and in-house production support, etc.

Visitors

- Marketing managers / professionals
- PR & social media professionals
- Content production directors
- Brand / PR professionals, etc.



CONTENT Hub

The place for turning an idea into a "business"

A launchpad for turning ideas into business
A gathering place for partners supporting the planning, production, and operation of content businesses from the first step of new business creation.

Exhibitors

Companies offering services in areas such as:

- Original content production
- IP development / film & game production
- Animation production / distribution
- Branding / marketing
- Creator agencies, etc.

Visitors

- Marketing, PR, design, and corporate planning departments
- Media & entertainment companies (TV, publishing, gaming, etc.), etc.



Creators' Expo

A business platform where companies seeking to hire creators directly and creators looking to showcase their work and secure projects can meet face to face.

*Individual creators only. Companies, organizations, and groups are not eligible to exhibit.

Exhibitors

Individual creators in the following fields:

- Designers
- Photographers
- Illustrators
- Picture book authors
- Writers / copywriters
- Modelers / programmers, etc.

Visitors

Professionals from the following industries / departments:

- Media
- Publishers
- Production companies
- Advertising agencies
- PR / sales promotion
- Product planning & development, etc.



Art, Design & Calligraphy

Watercolor, oil painting, manga, web design, logo design, fonts, calligraphy, etc.

Photography

Promotional materials, advertising photography, live event photography, interviews, web content, drone photography, etc.

Illustration

Illustrations, character design, package design, games, calendars, etc.

Writing

Copywriting, articles, scripts, advertising copy, etc.

Music, Sound Effects & Voice Content

Composition, sound effects, BGM, narrators, voice actors / MCs, etc.

Manga, Illustration & Picture Books

Picture books, educational materials, manga, character content, etc.

Video & Film

Live-action filming, promotional videos, animation, video editing, etc.

Games & Modeling

2D modeling, UI/UX design, character creation, VR content, game development, etc.

Why CONTENT TOKYO?

Reason **1**

Ideal place for quality business

With curated networking sessions and dedicated meeting areas, CONTENT TOKYO ensures that your business can engage in meaningful discussions and generate new partnerships on site.

Exhibitors

Companies/ Individuals Providing:

- Content Production (Video/ CG/Anime/Game)
- Branding/Design
- Characters, Brands
- Advanced Digital Technologies
- Content Marketing

etc.

Business Matching

- Contracts of Content Production and Outsourcing
- Finding New Customers
- Introduction of new technologies and products

etc.

Visitors

Experts from the Following Business Categories/Divisions:

- Media/ Entertainment
- Content Distributors
- Enterprises (Marketing, Advertising, PR, Promotion, etc.)
- Amusement Facilities

etc.



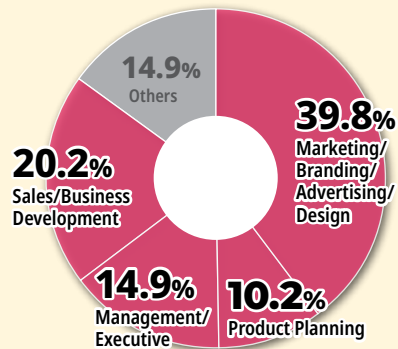
Why CONTENT TOKYO?

Reason 2

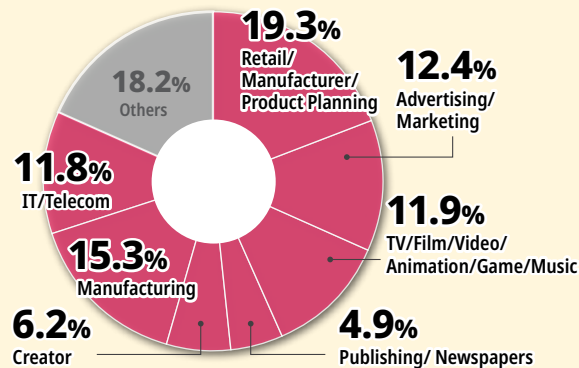
Large Numbers of Corporate Buyers Attend, Connect Directly with Corporate Decision-Makers!

<Past Attendee Breakdown>

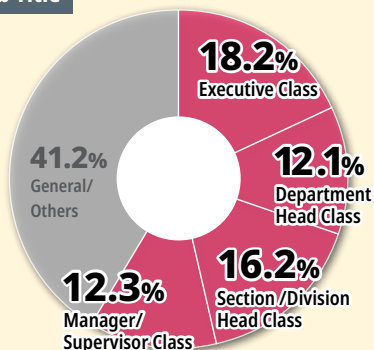
By Job Function



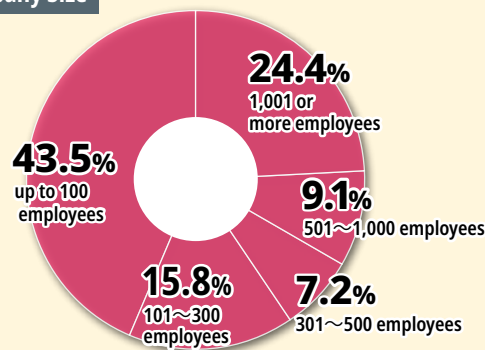
By Industry



By Job Title



By Company Size



- Panasonic
- Sony
- Denki Tsushin (DENTSU)
- Nissan Motor
- Yamaha Corporation
- NTT Decomo
- Dai-ichi Life Holdings
- Nippon Electric (NEC)
- KDDI
- Universal Entertainment
- Adastria
- JVC Kenwood
- NTT DATA
- Ricoh
- Isetan Mitsukoshi
- Shimizu Corporation
- Seiko Epson
- Segasammy Holdings
- Fields Corporation
- Yamaha Motor
- Okinawa Electric Power Company, Incorporated
- DNE Group
- Marubeni Corporation
- East Japan Railway Company (JR East)
- Toyota Tsusho Corporation
- Toyoda Gosei
- Shimamura
- Sampo Holdings
- Konica Minolta
- Mizuho Financial Group
- Oriental Land
- TOA Corporation
- Nikkei
- Calbee
- Kao Corporation
- Wowow
- Marvelous
- Murata Manufacturing
- Kansai Paint
- JUKI Corporation
- NTT Urban Development
- Astellas Pharma
- Estee
- KOKUYO
- Sharp Corporation
- Toyota Motor Corporation
- SUBARU Corporation
- Capcom
- SEGA SAMMY HOLDINGS
- Nikon Corporation
- First Retailing
- Bull-Dog Sauce
- Mitsui Chemicals
- Yamazaki Baking
- Sumitomo Realty & Development
- Japan Aircraft Corporation
- Nippon Tokushu Toryo
- ACOM
- OMRON Corporation
- Kaneka Corporation
- JAPAN PANDISPLAY
- Seven & i Holdings
- Belluna
- Takashimaya
- Fujiya
- Heiwa Corporation
- East Japan Railway Company (JR East)
- Ajinomoto
- J. Front Retailing
- AEON Kyushu
- Ezaki Glico
- Yonex
- ITOCHU Techno-Solutions Corporation
- MonotaRO
- AICHI STEEL CORPORATION
- Mitsui &
- ONWARD HOLDINGS
- Sampo Himawari Life Insurance
- COLOPL
- DENSO Corporation
- Nitori Holdings
- Matsui Securities
- Mazda Motor Corporation
- LAWSON
- Obayashi Corporation
- Kokuyo
- Kumiko Pharmaceutical
- Keio Electric Railway
- Ezaki Glico
- Mitsubishi Estate
- Shikoku Electric Power
- The Dai-ichi Life Insurance Company
- Dai-ichi Sankyo Company
- TENMA CORPORATION
- Tokyo Gas
- Toshiba Corporation
- Nissan Motor
- SMC Corporation
- Infocom Corporation
- Hitachi Solutions
- Kagome
- Coca-Cola Bottlers Japan
- SUNTORY FOODS INTERNATIONAL
- Citizen Watch
- ...and more

You can also sell directly to the Media & Entertainment Industry!

<Past Attendee Media & Entertainment Companies Business Visitors by Industry (*Partial list/ In no particular order) >

TV / Film / Video Streaming Services

- Nippon Television Network
- Japan Broadcasting Corporation (NHK)
- TV Asahi
- TVTokyo
- TV Tokyo Corporation
- Tokyo Broadcasting System Television (TBS)
- Fuji Television Network
- TV Man Union
- The Walt Disney Company Japan
- NTTDOCOMO
- DMM.com
- KDDI
- CyberAgent
- U-NEXT
- Shochiku
- Nikkatsu
- Warner Bros. Japan
- Sony Pictures Entertainment Japan
- Kansai Television
- MInami-Kyushu Broadcasting
- ...etc.

Anime-Related Companies

- KADOKAWA
- Bandai
- Dentsu
- Shueisha
- Toei Animation
- Nippon Animation
- MUGENUP
- Tatsunoko Production
- Tezuka Productions
- Marvelous
- Shin-Ei Animation
- A- 1 Pictures
- Eiken
- Gonzo
- Graphinica
- Telecom Animation Film
- Hakuholdo DY Music & Pictures
- TOHO animation
- MAPPA
- Planet
- ...etc.

Music / Record Companies

- Sony Music Entertainment (Japan)
- Sony Music Solutions
- Universal Music
- Shochiku Music & Digital Entertainment
- Bandai Namco Music Live
- Yamaha Music Entertainment Holdings
- King Record
- JVC Kenwood Victor Entertainment
- Yamaha Music Japan
- Avex Music Creative
- Rhythmedia
- LITMUS MUSIC
- Japan Global Music
- Star Music Entertainment
- Pony Canyon
- Yamaha Music Communications
- Eastone Music
- EPIC Records Japan
- Sun Music
- ...etc.

Game / Amusement

- Flyhigh
- Cygames
- Taito
- Clarke & Li
- coly
- Square Enix
- Yostar
- Sony Interactive Entertainment
- Frontier Works
- POPER
- Drecom
- Dwango
- UUUM
- BANDAI NAMCO Studios
- Takara Tomy Arts
- MAGES.
- CAPCOM
- Imagineer
- idea factory
- SNK
- Success
- KLab
- WFS
- COLOPL
- Workaholic
- GREE
- f4samurai
- GOODROID
- UtoPlanet
- Applibot
- GameOn
- Koei Tecmo Games
- Silbird
- D4DR Inc.
- Tohte
- Bandai Namco Online
- BeXide
- Mynet
- ...etc.

Film / Video Production

- Nippon TV AX-ON
- Asahi Shimbun Publications
- TV Asahi
- Panasonic Imageworks
- jeki
- NHK Enterprises
- NHK Educational
- Lay-duce
- AOI Pro.
- Wowow
- Imagica Infos
- IMAGICA Lab.
- Amuse
- TV Man Union
- Space Shower Network
- Towaier
- TOEI COMPANY (Ltd.)
- Nikkatsu
- KamCam
- Kyodo Television
- MOPV
- BS Japanext
- TV Tokyo Production
- Imagica EMS
- Okinawa Film Offk:e
- Bunka Kobo
- Mainichi Broadcasting System
- Shizuoka Eizoseisaku
- Taipei Tokyo Film Commission
- RENO STUDIO
- Camera and Imaging Products Association
- Tsuru TV
- Live & Event Production Association
- Video Engineering Association
- Matsudo Filming Support Center
- SURPA
- Filming Support Team
- Filming Cooperation Japan
- Filming Factory Yajima Gumi
- BS-TBS
- ...etc.

Attractive Conference Held By Industry Leaders

Attended by 5,501* advertising/marketing professionals and media, etc.

*Including concurrent shows in July, 2024 show



Themes

The Winning Edge of Japanese Content in the World: Behind the Scenes of "Godzilla-1.0" and "Monster" Production

Hit Makers Speak! Diversified Media and Content Creation Tips

Advertising/Marketing x Generative AI - Latest Case Studies

Character Business Frontline~Oshikatsu, Fandom, and Overseas Expansion~

Japan IP Growth Potential in Overseas Markets

Will Apple Vision Pro update entertainment?

The Latest Technology to Advance the Metaverse

Past Conference Speakers

(Excerpts, in random order, honorifics omitted)



Sanrio Co., Ltd.
President & CEO
Tomokuni Tsuji



TOHO Co., Ltd.
Producer
Kenji Yamada



Sony Co., Ltd.
Business Producer
Yoshinori Ueda



CHARACTER DATABANK Co., Ltd.
CEO/ CBLA, Vice President & Executive Director
Kazuo Rikukawa



The Walt Disney Company (Japan) Ltd. Consumer Products
DTC Retail, Vice President & General Manager
Tami Ihara



Booth Image

1 booth space

$$6.0\text{m} \times 2.7\text{m} = 16.2\text{m}^2$$

Select from multiple booth options to fit your space and branding needs. Sample images are provided for reference only.

1 booth



2 booth



3 booth



4.5 booth



6 booth



Fee Information

All prices listed do not include tax.

1 Booth

6.0m×2.7m=16.2m²

Raw Space Fee*¹

JPY **1,200,000** /16.2m²

Corner Charge*²

JPY **100,000** /Corner

ExpoMaster(Digital Platform) Fee*³

Basic Plan

One exhibitor only JPY **50,000**

With co-exhibitor/s JPY **100,000**

Standard Plan

One exhibitor only JPY **150,000**

With co-exhibitor/s JPY **200,000**



Premium Plan*⁴

One exhibitor only JPY **650,000**

With co-exhibitor/s JPY **700,000**

Rental Display

Please refer next page for plans and rates.

※ All prices shown are tax-exclusive.

※¹ Early bird discounted rates apply to contracts signed by Friday, June 19, 2026.

※² If the booth location does not qualify as a corner booth, the corner booth fee will not apply.
If the number of corner booths changes due to a change in booth location after the contract is signed, the difference will be charged or refunded accordingly.

※³ Please refer to page 16 onward for details.

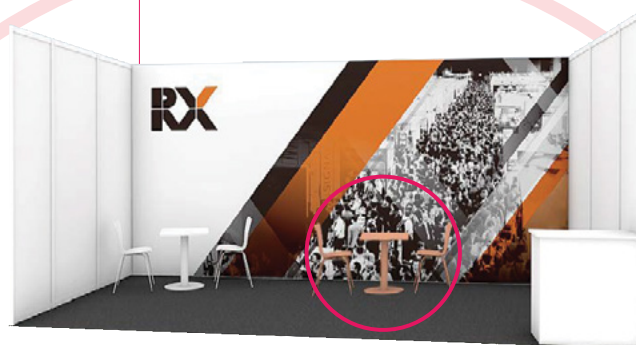
※⁴ The Premium Plan is limited to 6 exhibitors.

※ Creator EXPO has a different pricing structure. Please contact Show Management for details.

Rental Display Plans

Design Type (1 booth)

¥620,000



Design Plus (Monitor type)*

¥1,870,000

Please contact for more design plus types



*The above rate is for a 2-booth package.
Design Plus Display is available for booths of 2 units or more

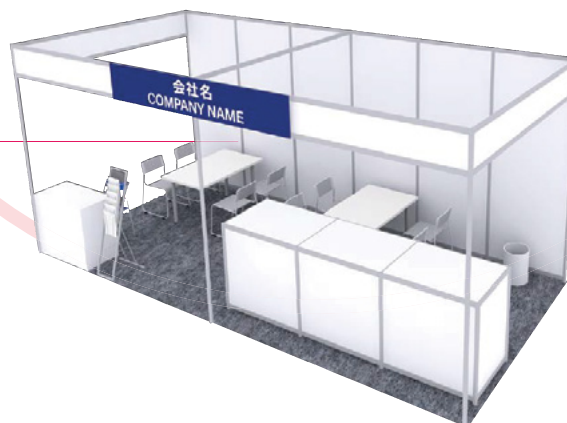


A Type (1 booth)

¥620,000

B Type (1 booth)

¥480,000



All listed prices are tax excluded.

What is ExpoMaster?

Make the most of digital tools to boost your show result!

Pre-show

Web Marketing

Promote your exhibiting in the Exhibitor Directory

Your company and exhibits information will be listed on Exhibitor Directory. The Directory is widely promoted to potential visitors before the show to support you to have many visitors at your booth.



Pre-show

Customer Needs Analysis

The traffic analysis shows the customers' needs.

You can get the traffic analysis of your page on Exhibitor Directory such as the number of access to your page and which product information is viewed most. Analysing the customer's needs in advance helps your pre-show promotion and designing the stand decoration.

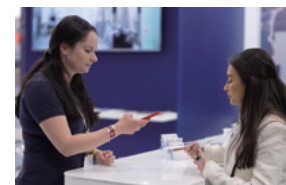


During the show

Lead Generation

Get and manage your sales leads digitally and timely.

You can get visitor's information digitally and timely by scanning visitor badges with app(Lead Manager).

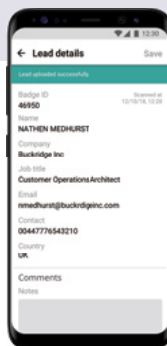


During the show

Results Visualization

Evaluate the result of business meeting on a 5-point scale

You can evaluate leads & business meetings on a 5-point scale and register memo on the app. You can easily see the number of leads you get during the show and their evaluation.



Check visitors' information



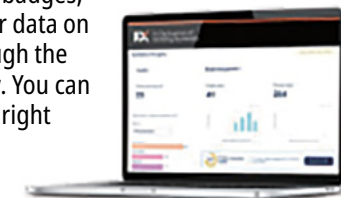
Add evaluation and extra information

During the show

Follow-up Simplification

Easy follow-up after the show

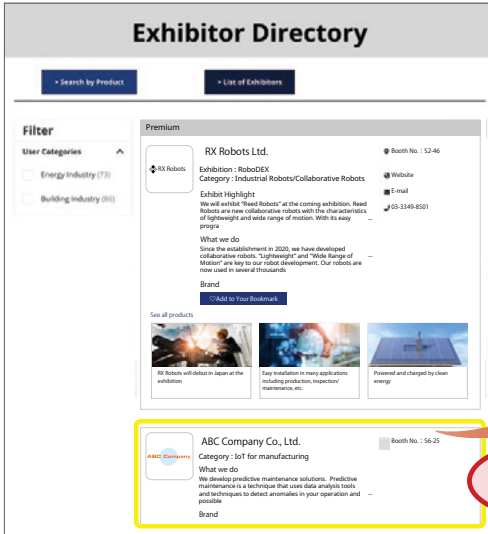
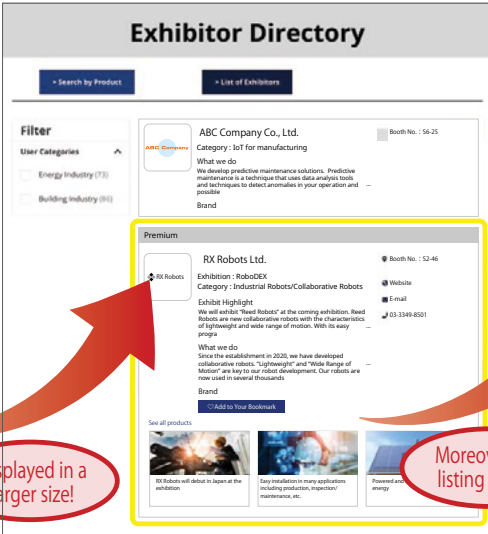
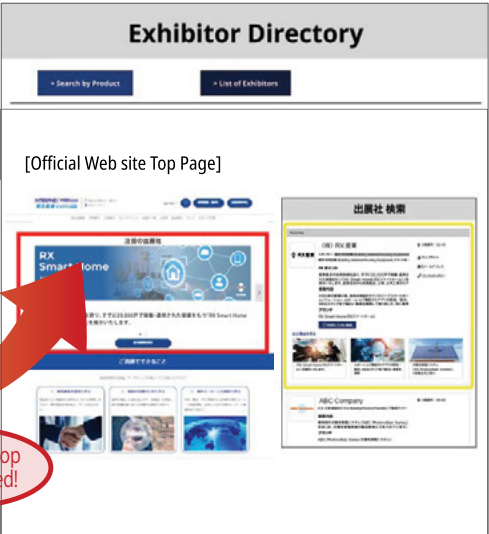
By scanning visitors' badges, you can register their data on Excel/CSV/files through the app during the show. You can follow up your leads right after the show.



* The app must be downloaded.

What is ExpoMaster?

You have three plans to choose.

Plan	Basic Plan	Standard Plan RECOMMENDED	Premium Plan (Limited for 6 Companies)
Price	One exhibitor only JPY 50,000 With co-exhibitor/s JPY 100,000	One exhibitor only JPY 150,000 With co-exhibitor/s JPY 200,000	One exhibitor only JPY 650,000 With co-exhibitor/s JPY 700,000
Exhibitor Directory Listing	Normal Size Display No. of PVs compared to Basic Plan: 5.6 times* 	Large Size Display No. of PVs compared to Basic Plan: 5.6 times*  Displayed in a larger size!	Top Listing & Large Size Display & Top Page Ad Feature No. of PVs compared to Basic Plan: 12.0 times*  Moreover, top listing added!
Other Services included	- Lead Manager: Application to scan badges of visitors - Exhibitor Dashboard: Dashboard that you can see all the data which was scanned by Lead Manager.		

- Price does not include tax.
- If you have one or more co-exhibitor/s, the fee will be charged as "With co-exhibitor/s" regardless of the number of co-exhibitors.
- Co-exhibitors will be listed as normal size display even if you take other plans.
- * Average number of 2023 shows organised by RX Japan.

Variety of Exhibiting Plans to Maximise Your Results

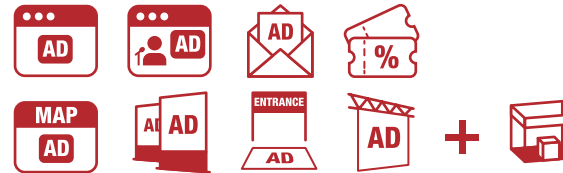
Choose the Exhibiting Plan that best helps you achieve your goals.

Package Participation (Booth + Advertisement)

Premium Plan

This plan gives you maximum exposure before and during the show.

Available only for 3 exhibitors.



Business Activation Plan

This plan helps you attract high quality visitors to your booth.



Starter Plan II

This plan helps you have more exposure and more visitors at your booth.



Icons stand for...

- Banner Ads on Official Show Website
- Banner Ads on Conference Webpage
- Ads in Visitor Promotion E-mail
- Digital Incentive Coupons
- Floor Map Ads
- Digital Signage Ads on the Hallway
- Show Entrance Floor Ads
- Hanging Banner Ad above Your Booth
- Booth

Advertisement Examples (excerpts)

Banner Ads on Official Show Website



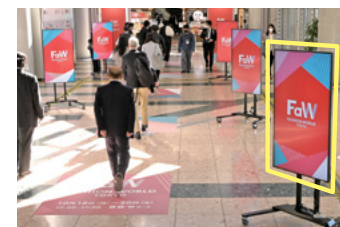
Show Entrance Floor Ads



Hanging Banner Ad above your Booth



Digital Signage Ads on the Hallway



For more details, [click here](#)

Extensive Services to Maximise your Results

1 Support for exhibition preparation by dedicated staff from Show Management

Dedicated staff offers support for exhibition preparation and achieving better results so you can join at ease even for the first time



<image>

2 Online exhibitor & product search

Online show catalogue enables visitors to search exhibitors/exhibits. By showcasing your products information, you can attract a number of visitors to your booth.



<image>

3 Exhibition invitation URL

Exhibitors can send the exhibition invitation URL to all customers.



<image>

4 Product information (press release) delivery service for the press

Key point is delivered to multiple medias in and out of Japan. You can introduce products to many people in the press. The show management selects companies to post randomly.



<image>

*The listed companies will be selected arbitrarily by the Show Management.

Exhibit at **CONTENT** TOKYO

Contact for More Information!



Price Information



Floor Plan



**Advertising
Opportunities**



Exhibit Contract Form

Book Your Space NOW!

Built by



In the business of
building businesses

Organiser: RX Japan GK CONTENT TOKYO Show Management

11F Tokyo Midtown Yaesu, 2-2-1 Yaesu, Chuo-ku, Tokyo 104-0028, Japan

TEL: +81 3-6739-4107 E-mail: content-tokyo.eng.jp@rxglobal.com Web: www.content-tokyo.jp/en/

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