

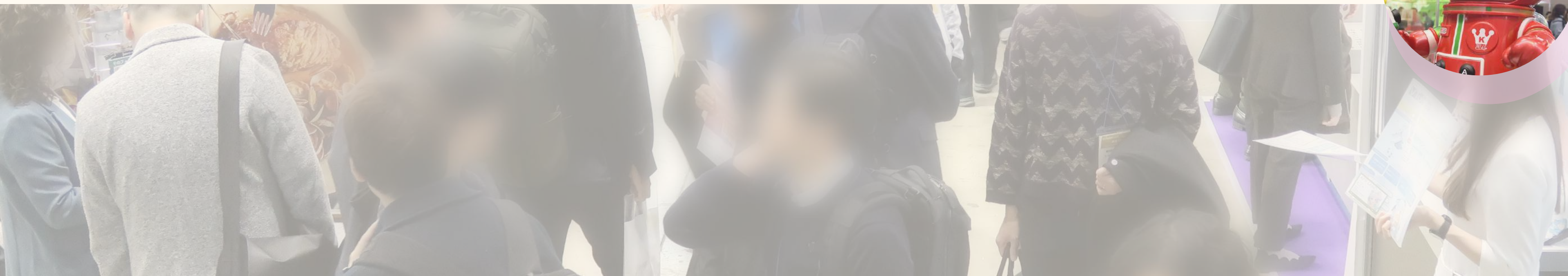


First Winter Show

# POST-SHOW REPORT

# 14th **C**ONTENT TOKYO

December 6-8th, 2023 | @Tokyo Big Sight, Japan | Organised by RX Japan Ltd.





# Japan's Largest\* Trade Show for content creation, production, and licensing, concluded with another great success!

\Feel the on-site excitement/



# SHOW OUTLINE

The 14th CONTENT TOKYO, the first winter show, was successfully held from December 6th - 8th, 2023 at Tokyo Big Sight, Japan. CONTENT TOKYO has solidified its reputation as the premier platform for showcasing services and technologies in content creation, production, and licensing across Japan and Asia.

## CONTENT TOKYO

Consists of 5 shows:

### LICENSING JAPAN



Licensing trade show for characters and brands.

### Creators' Expo



Trade show for individual creators to promote themselves to visitors.

### Production/ Studio Expo



Trade show for content production.

### Ad Creative & Marketing Expo



Trade show for advertising/web/editing production.

### Advanced Digital Technology Expo



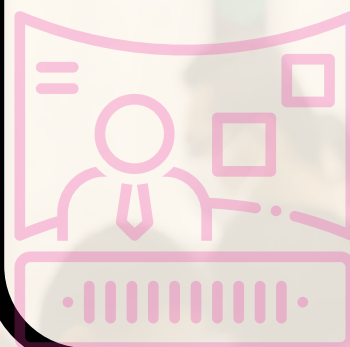
Trade show for entertainment experiences and interactive technologies.



# FIGURES

## Exhibitors

Including Concurrent shows:



295

## Visitors

Including Concurrent shows:



18,138\*

\*The daily number of visitors is the number of visits a day. A person is counted only once per day.

\*The total number of visits equals the number of visitors of that day plus the total number of repeat visits.

\*Above number does not include exhibitors nor press attendees.



# INTERNATIONAL EXHIBITORS & VISITORS

In this show, exhibitors and visitors from **28 countries/regions** took part, indicating a clear resurgence in international participation.

※Number of countries including concurrent shows, including Japan.



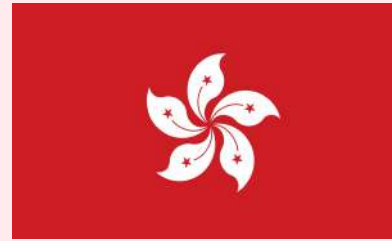
South Korea



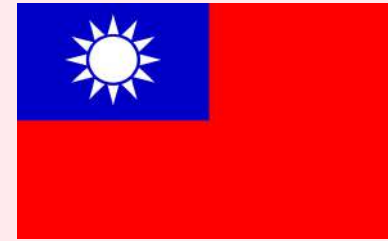
China



United States



Hong Kong



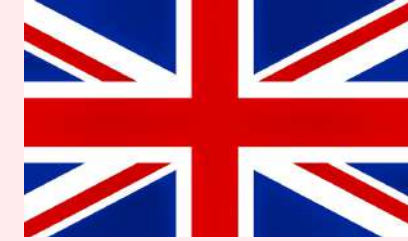
Taiwan



Thailand



Indonesia



United Kingdom



Singapore



Germany



Poland



Turkey



Canada



Malaysia



Spain



Australia



Chile



India



Kazakhstan



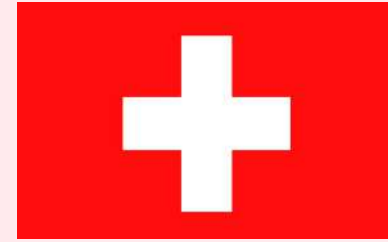
Mexico



Netherlands



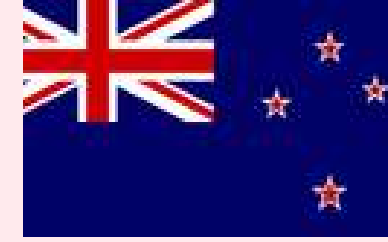
Saudi Arabia



Switzerland



Vietnam



New Zealand



Trinidad and Tobago



U.A.E.

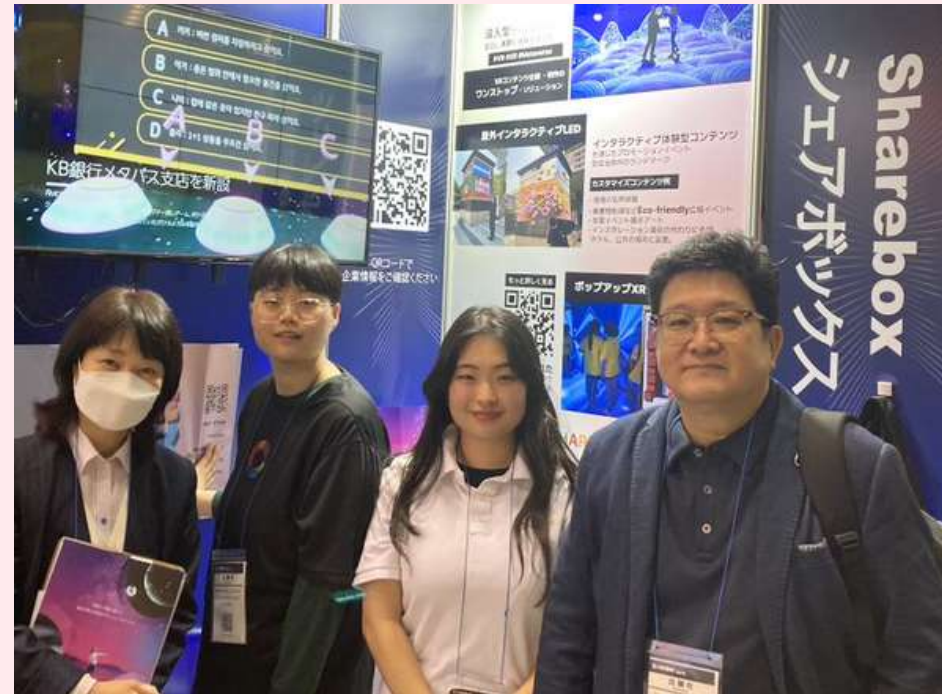
and more...



Excerpts

# INTERNATIONAL EXHIBITORS

Meet our international exhibitors!





## Features

# INTERNATIONAL PAVILIONS

The international pavilions at CONTENT TOKYO serve as vibrant hubs, bringing together a rich tapestry of global innovation and creativity. These dedicated zones are meticulously curated spaces where diverse brands and companies from specific countries converge, offering a unique and immersive experience for visitors. The 14th CONTENT TOKYO welcomed **Korea** and **China** international pavilions.





Excerpts

# SPECIAL SESSIONS

# BRANDING+

Breaking new ground, we curated special sessions on branding: BRANDING +, featuring renowned experts and thought leaders from exhibiting companies. These dynamic speakers illuminated the stage with their wealth of expertise, unraveling the intricacies of branding, spanning topics such as design, creativity, and purpose branding.

## Topics:

Artwork Important in Building Brand Awareness

Brand Creative that Creates Synergy

The Age of All Human Video Ceators! The Future of Short Films

Rebranding Solutions for Site Renewal

Creative Transitions in the Winning Entries of the Japan Package Design Awards

Product Design and Product Planning Changed by AI

and more...

## Speakers:



Japan Package Design Association (JPDA)  
Secretary General  
Izuru Nakagoshi



Organization of Advertising Creation (OAC)  
Head Director  
Takanobu Nakui



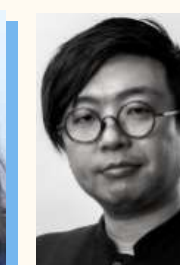
TAKI corporation ONE  
Art Director / Design Advisor  
Shinya Funaki



SHORTSHORTS (SSFF&ASIA)  
Representative  
Tetsuya Bessho



PLUG  
Representative Director  
Ryo Ogawa



※honorifics omitted

and more...



## MORE DETAILS

Exhibitor List

\*From 14th show



Exhibitor Comments

\*From past exhibitors



Floor Map



Secure  
Your  
Booth

Next Edition: July 3-5, 2024

Receive Exhibiting info





## NEXT SHOWS

Save the date for the upcoming shows, held in Tokyo Big Sight and Makuhari Messe, Japan!

2024

JULY  
3 - 5

15th

**C**CONTENT TOKYO

2024

NOV  
20 - 22

16th

**C**CONTENT TOKYO

Receive Exhibiting info

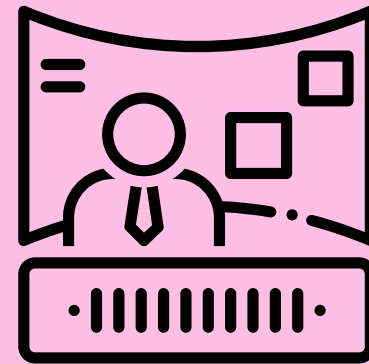


Visitor Registration is coming soon...



# CONTACT US NOW

Join as an  
Exhibitor



For Press



## PARTNERS



**CONTENT TOKYO Show Management**

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Organised by RX Japan Ltd.

Address: 11F, Yaesu Central Tower, Tokyo Midtown Yaeu, 2-2-1 Yaeu Chuo-ku, Tokyo 104-0028, Japan

