

Preliminary Report of Visitor Count

July 4, 2022

CONTENT TOKYO 2022

XR Fair Tokyo 2022 SUMMER -VR/AR/MR-

Held inside **CONTENT TOKYO 2022**

12th **LICENSING JAPAN**

11th **Creators' Expo**

10th **Production/Studio Expo**

8th **Ad Creative & Marketing Expo**

8th **Advanced Digital Technology Expo**

The Solemn Declaration of Non-Inflated Numbers

We consistently count visitor registration numbers clearly and stringently based on the following philosophy and principles.

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, RX Japan 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 those who completed registration on-site are regarded as registrants. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

2) VIP Registrants

- Only those who completed VIP registration on-site are counted. Also, one registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

3) Special Guests

- Government-related visitors, embassy officials, members of the related associations are counted. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

	June 29 [Wed]	June 30 [Thu]	July 1 [Fri]	3 Days Total
(1) <i>On-site Registrants</i>	11,275	11,743	15,040	38,058
(2) <i>VIP Registrants</i>	2,318	2,130	2,137	6,585
(3) <i>Special Guests</i>	0	0	0	0
TOTAL number of visitors (1) - (3)	13,593	13,873	17,177	44,643

All registrations are counted only once. Those who registered on Day 1 and 2 are not included.

	June 29 [Wed]	June 30 [Thu]	July 1 [Fri]	3 Days Total
<i>Number of Conference Attendees of the day</i>	2,980	3,196	3,134	9,310

	June 29 [Wed]	June 30 [Thu]	July 1 [Fri]	3 Days Total
<i>Number of Press Registrants of the day</i>	121	60	78	259

*Total Number of Visitors' does not include the number of conference attendees and press registrants.

*These figures are preliminary and they are subject to change after being certified by an official institute.

Atomu Shimoda

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Show Director

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CONTENT TOKYO / XR Fair Tokyo Show Management, RX Japan Ltd.