

CONTENT TOKYO

Consisting Shows

- LICENSING JAPAN
- Creators' Expo
- Video & CG Production Expo
- Advanced Digital Technology Expo
- Ad Creative & Marketing Expo

15th Dates

July 3 [Wed] - 5 [Fri], 2024

Venue ▶ Tokyo Big Sight, Japan

16th Dates

Nov. 20 [Wed] - 22 [Fri], 2024

Venue ▶ Makuhari Messe, Japan

Concurrent Shows (for both shows)

XR Fair Tokyo SUMMER **Metaverse Expo Tokyo** SUMMER
-VR/AR/MR- **metaNEXT**

Organiser ▶ RX Japan Ltd.



Photo of the Previous Show (Including Concurrent Show)



Video of Scenes
from Day 1

2023 (June) Show Held Successfully! Gathering **47,092*** Visitors

*Including Concurrent Shows



Why Japan? Attractive Content Market

World's Top 3 Countries of Content Market

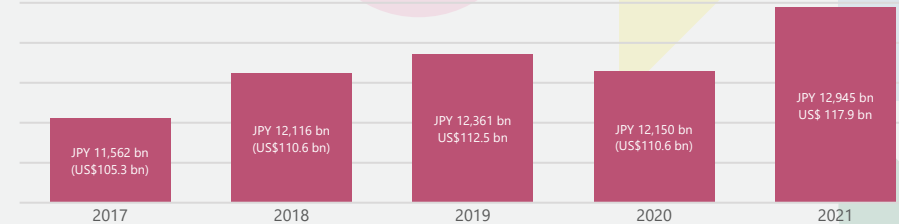
As the third-largest content market globally, Japan plays a substantial role in shaping the international content landscape such as entertainment, media, and creative content production.



In 2020, Source: HUMANMEDIA

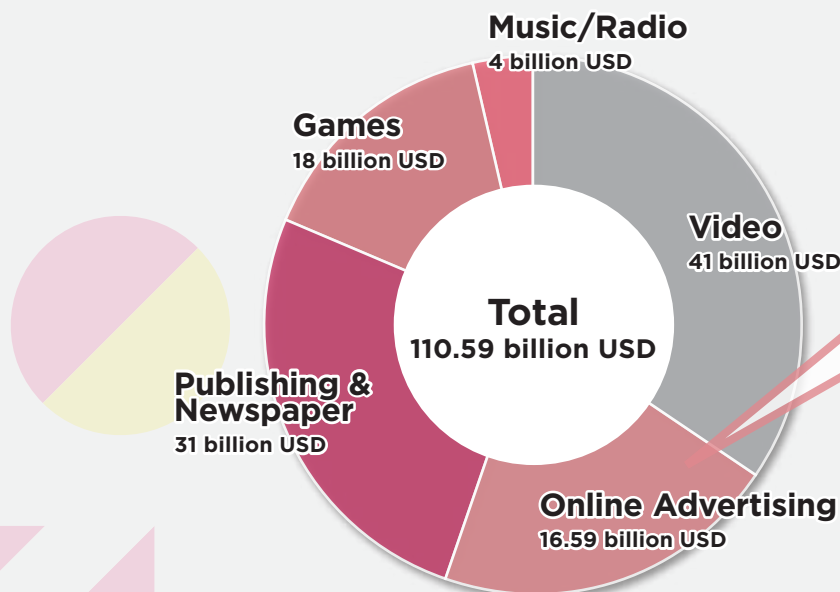
Japan's Thriving Content Market Size

In 2021, Japan's content market size saw a **6.6% growth compared to the previous year.**



In 2021, Source: Keidanren. Japan Rate: 1 USD = 109.8 JYP, 2021 rate

Break Down of Content Market in Japan (2023)



Source: Human Media, "Current State of the Content Industry" (March 2023)

Increasing Advertising Market

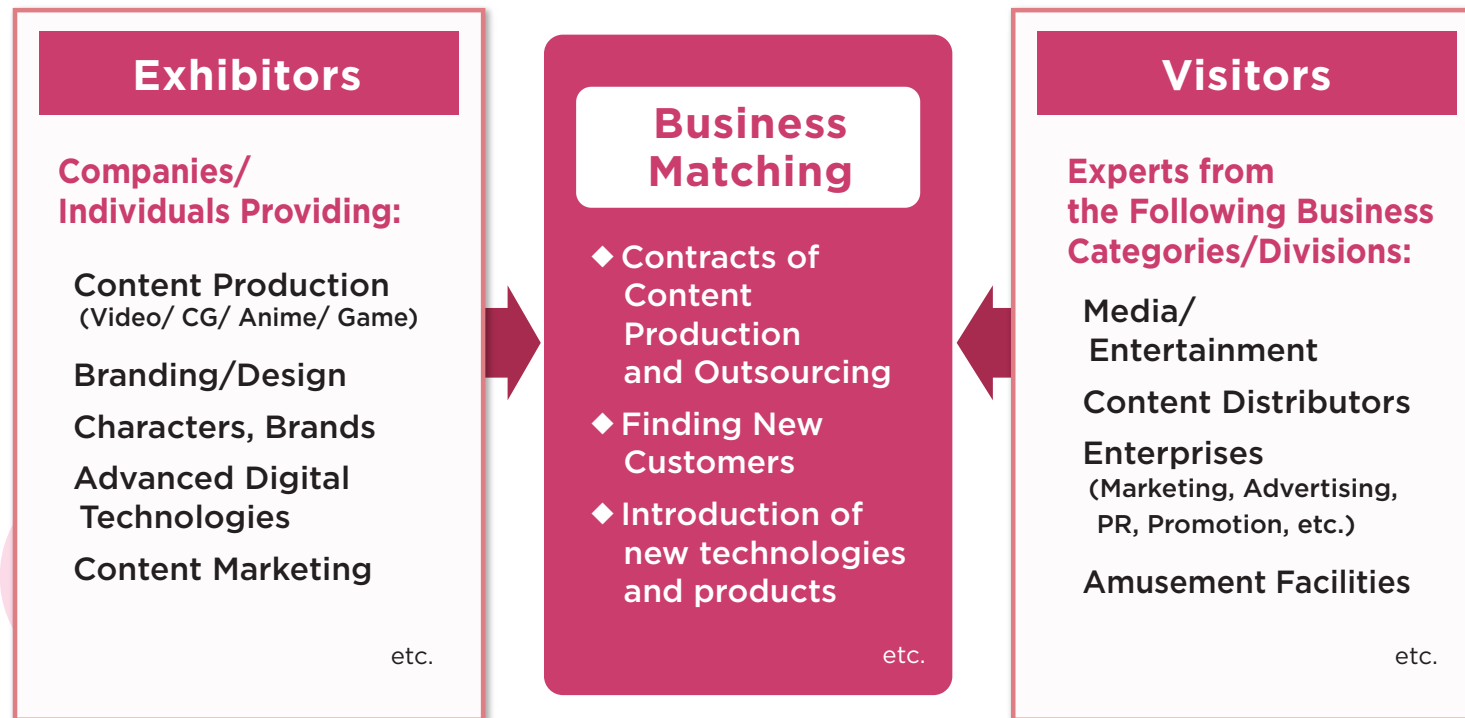
- Japan has one of the most mature advertising markets in the world. It comes in third place for total media ad spending (51.68 USD).
- Top digital trends in Japan include a continuous increase in digital ad spend, with many companies switching their focus to online marketing initiatives.

Source: KADOKAWA ASCII Research Laboratories, Inc.

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.



Exhibiting Requirements

All exhibitors must have at least one set of business table and chairs in their booths. This requirement is in response to strong requests from visitors to exhibitors to have tables and chairs in their booths in order to talk concrete business while being seated.

Why CONTENT TOKYO?

Reason 2 Gathered 47,092 Visitors in the previous show

in 2021

24,450
Visitors

in 2022

44,643
Visitors

in 2023(June)

47,092
Visitors

Please refer to the following URL for details on the visitor count.

▶▶▶ www.content-tokyo.jp/hub/en-gb/about/visitorcount.html

*including concurrent shows

Visitor Companies List (Excerpts from 2022 Show, in alphabetical order including concurrent show)

Entertainment

- AVEX ENTERTAINMENT
- BANDAI NAMCO ENTERTAINMENT
- KONAMI DIGITAL ENTERTAINMENT
- NBC UNIVERSAL ENTERTAINMENT
- PANASONIC ENTERTAINMENT & COMMUNICATION
- SHOCHIKU
- SONY MUSIC ENTERTAINMENT
- TMS ENTERTAINMENT
- YAMAHA MUSIC ENTERTAINMENT

Media

- ASAHI TELEVISION BROADCASTING
- FUJI TELEVISION NETWORK
- NHK
- NIPPON TELEVISION NETWORK
- TBS
- TOEI
- TV TOKYO
- WALT DISNEY JAPAN
- WARNER BROS. JAPAN
- YOMIURI TELECASTING

Game

- AKATSUKI
- BANDAI NAMCO
- CAPCOM
- COLOPL
- CYGAMES
- DENA
- DMM GAMES
- GUMI
- KONAMI AMUSEMENT
- SEGA
- SONY
- SONY INTERACTIVE ENTERTAINMENT

Content Distribution

- AMAZON JAPAN
- BAIDU JAPAN
- DMM.COM
- DWANGO
- LINE
- RAKUTEN
- SOFTBANK
- TENCENT

Leisure, Amusement

- BANDAI NAMCO AMUSEMENT
- CA SEGA JOYPOLIS
- FUJIKYUKO
- ORIENTAL LAND
- TOKYO DOME
- UNIVERSAL ENTERTAINMENT

Advertisement

- AIM CREATE
- CREO
- CYBERAGENT
- DENTSU
- GMO
- HAKUHODO
- NIKKEISHA
- QUARAS
- YOMIKO ADVERTISING

Anime Production

- ANIPLEX
- NIPPON ANIMATION
- TATSUNOKO PRODUCTION
- TEZUKA PRODUCTION
- TOEI ANIMATION

etc.

Why CONTENT TOKYO?

Reason 3 Consist of 5 Specialised Shows + 2 Concurrent Shows

LICENSING JAPAN

- Characters
- Brands
- Arts
- Entertainment
- Publishing
- Designs
- Sports & Collegiate

etc.

Video & CG Production Expo

- Video Production
- CG Production
- Anime/Game/Music Production
- Production Solutions/Supports

etc.

Creators' Expo

- Video/Anime/Game/Sound Creators
- Designers
- Photographers
- Illustrators
- Calligraphers
- Authors, Writers
- Manga/Comic Artists

etc.

Advanced Digital Technology Expo

- Ultra-realistic Video Systems/Sound Effects
- Interactive-technologies
- Advanced Materials/Devices

etc.

Ad Creative & Marketing Expo

- Design/Ad/Web Production
- Editing, Production
- Printing
- Package Design
- Production Tools

etc.

Concurrent Shows

XR Fair Tokyo
-VR/AR/MR- **Metaverse Expo Tokyo**
metaNEXT

The show is held next to XR Fair Tokyo and Metaverse Expo Tokyo, Japan's largest scale VR/AR/MR/Metaverse tradeshows.

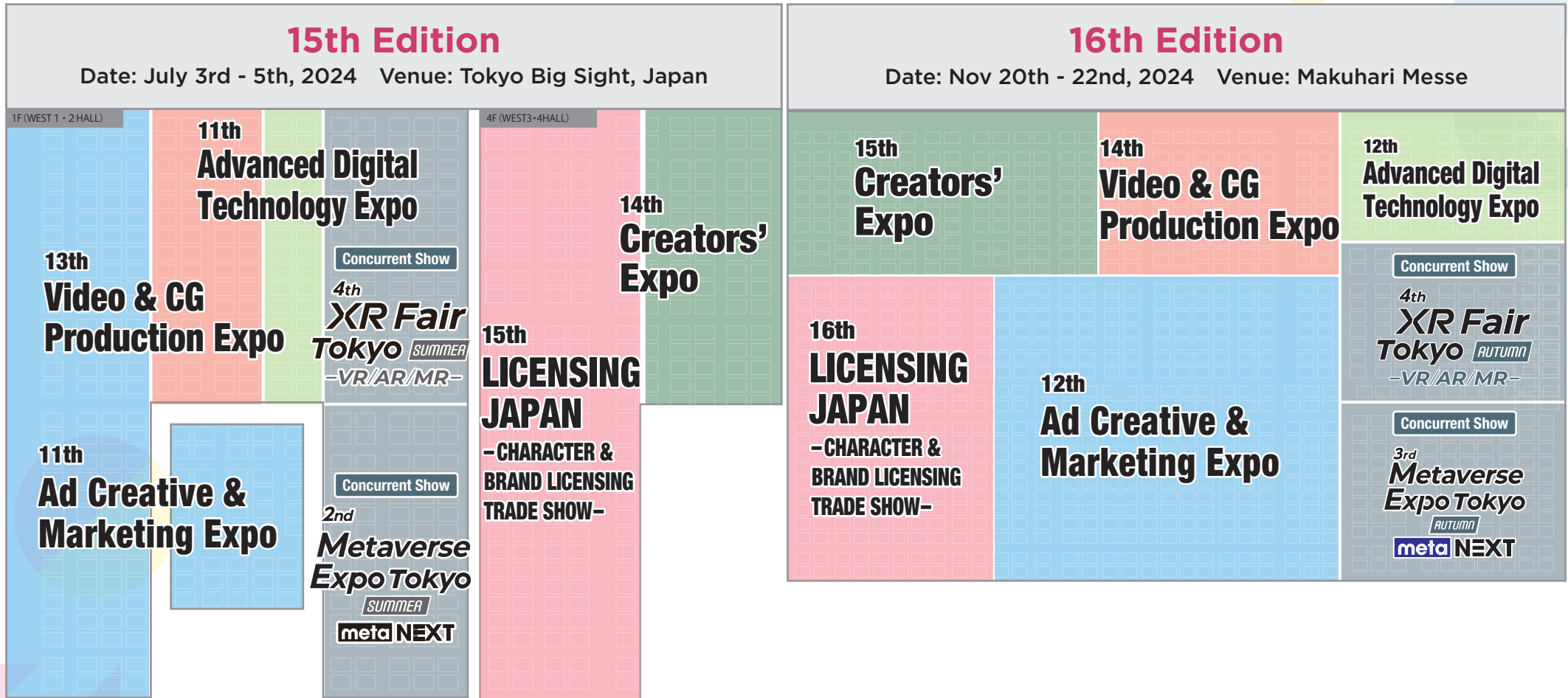
Gathering various industry professionals under one roof, it will bring more business chances to CONTENT TOKYO exhibitors.

Why Exhibit

- 1 Enter the high potential Japanese market
- 2 Develop new potential customers every half year
- 3 Strengthen branding your products/technologies by increasing exposure
- 4 Meet industry professionals from various industries (Synergy effect of concurrent shows)

Held Twice a Year!

Floor Plan (preliminary)



The floor plan is subject to change.

Attractive Conference Held By Industry Leaders

Attended by 8,555* advertising/marketing professionals and media, etc.

*Including concurrent shows in June, 2023 show



Themes

Generated AI × Content / Creative

Surviving Content in the Age of Massive Information.

Creator Economy × DAO

Outlook of the Licensing Business

Latest Industry Trends in the Character Business

Secrets of Global Hit Content Production.

Metaverse x Marketing

Past Conference Speakers

(Excerpts, in random order, honorifics omitted)



One Media Ltd.
CEO
Gackt Akashi



FINANCiE Ltd.
CEO / Founder
Hironao Kunimitsu



Office Crescendor Ltd.
Director / Film Director
Yukihiro Tsutsumi



Note Ltd.
CXO
Takayuki Fukatsu



Stability AI Japan Ltd.
Head of Japan
Jerry Chi



Participation Cost

Following is only an example. You can exhibit in various sizes and locations.

1 booth

16.2sqm (6.0m × 2.7m)

2 Booths (32.4 sqm)

Raw Space

JPY 2,200,000 (USD 15,172 EURO 15,278)

Packaged Booth

(Raw Space + Rental Display Type B)

JPY 3,080,000 (USD 21,241 EURO 21,389)

Packaged Booth Includes:

- Back & Side Walls
- Company Name Board
- Letters
- Carpet
- Electricity/Lights
- Furniture
- 4 Tables & 16 Chairs



1.5 Booths (24.3 sqm)

Raw Space

JPY 1,650,000 (USD 11,379 EURO 11,458)

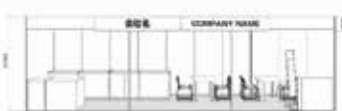
Packaged Booth

(Raw Space + Rental Display Type B)

JPY 2,310,000 (USD 15,931 EURO 16,041)

Packaged Booth Includes:

- Back & Side Walls
- Company Name Board
- Letters
- Carpet
- Electricity/Lights
- Furniture
- 3 Tables & 12 Chairs



1 Booth (16.2 sqm)

Raw Space

JPY 1,100,000 (USD 7,586 EURO 7,639)

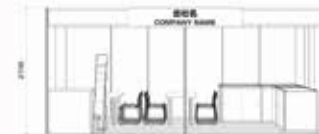
Packaged Booth

(Raw Space + Rental Display Type B)

JPY 1,540,000 (USD 10,620 EURO 10,694)

Packaged Booth Includes:

- Back & Side Walls
- Company Name Board
- Letters
- Carpet
- Electricity/Lights
- Furniture
- 2 Tables & 8 Chairs



- 10% consumption tax will be charged.
- You may build a custom-made booth instead of packaged booth.
- Expo Master(RX Digital Plat Form) Service fee will be additionally charged. One exhibitor only (JPY 50,000), with co-exhibitor/s (JPY 100,000).

- Corner charge of JPY 50,000 per a corner will be charged to the number of corners allocated.
- Rate: 1 USD=145 JPY, 1 EURO=144 JPY as of October 2023.

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
- Premium Directory Listing (Large Size Display)
- Premium Directory Listing (Top Listing & Large Size Display)
- 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



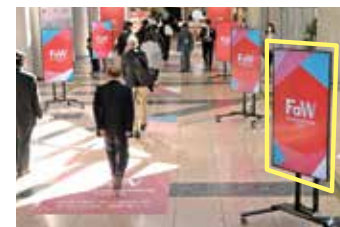
Show Entrance Floor Ads



Hanging Banner Ad above your Booth



Digital Signage Ads on the Hallway



For more details, [click here](#)

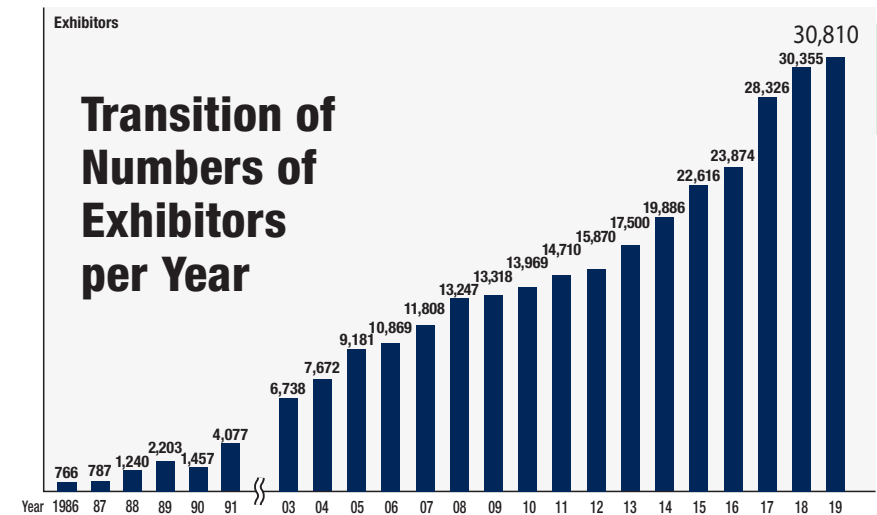
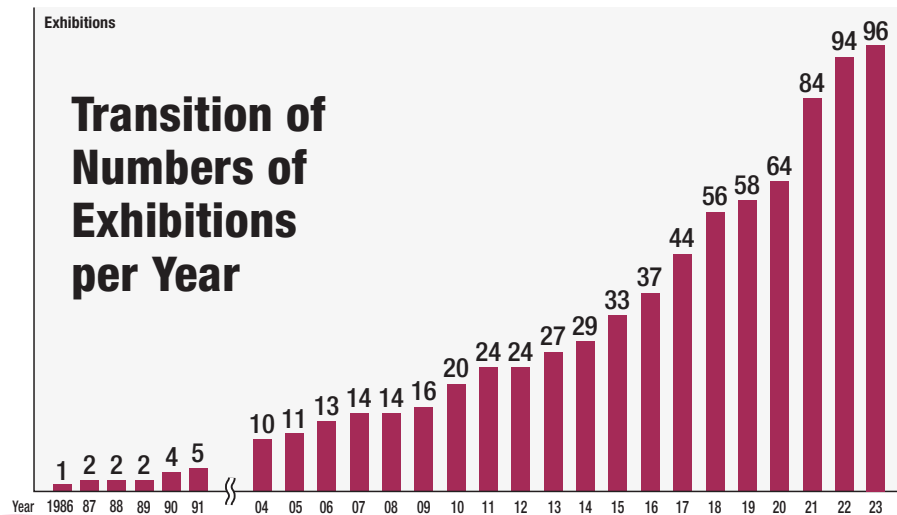


RX Japan is Japan's Largest Trade Show Organiser

Holding 96 exhibitions in 38 sectors a year! (The consisting shows are 353 in total.)

RX Japan organises 96 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 & Apps Development Expo
- Information Security Expo
- IT Operation Management & Data Center Expo

etc.

AUTOMOTIVE WORLD



World's Leading Exhibition for Advanced Automotive Technologies

Consisting Shows:

- CAR-ELE JAPAN
- Connected Car JAPAN
- Autonomous Driving Technology Expo
- MaaS Expo

etc.

Manufacturing World



World's Leading Trade Show for Manufacturing

Consisting Shows:

- Design Manufacturing Solutions Expo
- Industrial AI/IoT 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.

RX - the Business of Building Businesses

Over 400 events in 22 countries across 42 industry sectors.



We're RX and we're in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to create magical experiences and continual connections.

As a division of RX, RX Japan is responsible for exploring the vast potential of the Japanese and Asian markets. With a strong foothold as Japan's largest trade show organizer, we take charge of 96 exhibitions annually, covering 38 different fields, including but not limited to jewelry, fashion, gift items, electronics, energy, IT, cosmetics, and medical. By leveraging our expertise and experience, we are dedicated to expanding exhibitors' businesses.



RS ISG is a specialist team of 150 international sales people based in 13 territories around the world. The ISG also manages a network of 250 international agents based in 47 territories. It provides overseas exhibiting services to local manufacturers and suppliers and introduces new export opportunities to them, helping customers to enter overseas markets in key regions of the world to grow their businesses internationally. RX ISG contributes to increasing internationalization of RX events around the world.



<https://lp.rxjapan.jp/en-gb/isg.html>

Exhibit at **CONTENT** TOKYO

Enter the Japanese Content Market



Exhibiting Information Request

Request More Information



Consult Your Exhibiting Plan

Video Call Meeting with Show Management



Booth Availability

Check Available Booth Locations
COMING SOON



Book Your Space NOW!

Built by



In the business of
building businesses

Organiser: RX Japan Ltd. CONTENT TOKYO Show Management

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