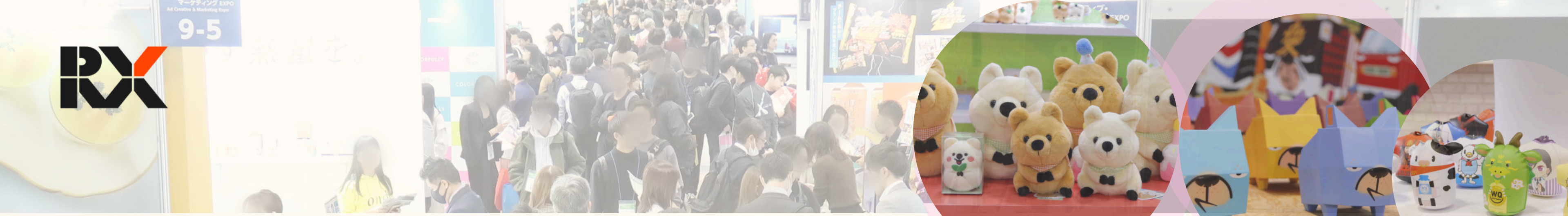




9-5

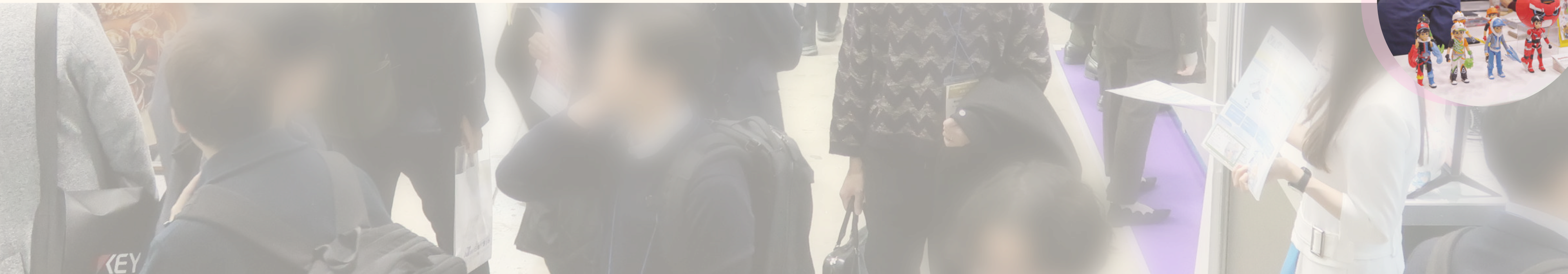


First Winter Show

**POST-SHOW REPORT**

# 14th LICENSING JAPAN

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 LICENSING JAPAN was successfully held inside CONTENT TOKYO from December 6th - 8th, 2023 at Tokyo Big Sight, Japan. LICENSING JAPAN has solidified its reputation as a premier platform for showcasing intellectual properties in both Japan and the broader Asian market.

## 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.



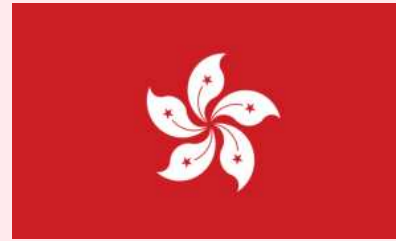
South Korea



China



United States



Hong Kong



United Kingdom



Thailand



Indonesia



Singapore



India



Germany



Poland



Turkey



Canada



Malaysia



Spain



Australia



Chile



U.A.E.



Kazakhstan



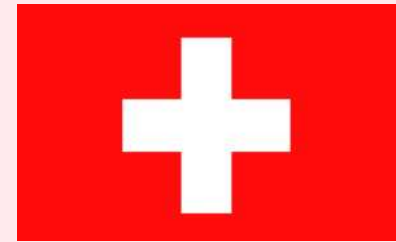
Mexico



Netherlands



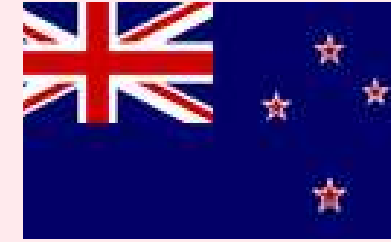
Saudi Arabia



Switzerland



Vietnam



New Zealand



Trinidad and Tobago

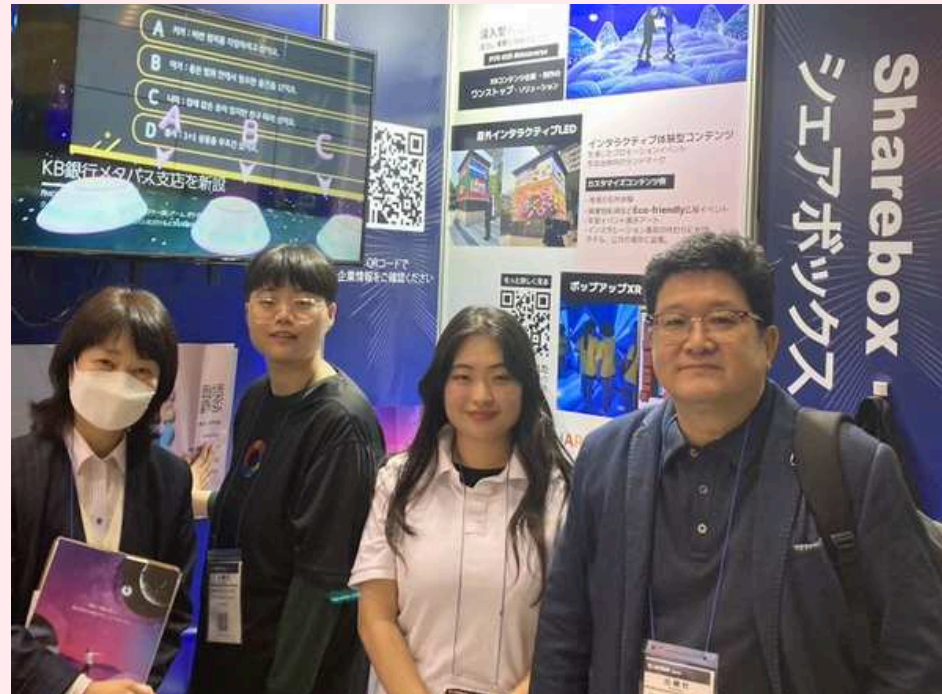
and more...

Excerpts

# INTERNATIONAL EXHIBITORS

Meet our international exhibitors!

※Photos including concurrent shows.



# MORE DETAILS

[Exhibitor List](#)

\*From 14th show



[Exhibitor Comments](#)

\*From past exhibitors



[Floor Map](#)



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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 **LICENSING JAPAN**

2024

**NOV**  
20 - 22

16th **LICENSING JAPAN**

[Receive Exhibiting info](#)

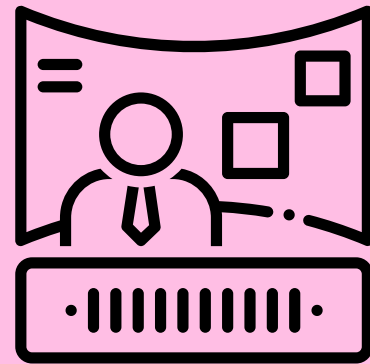


Visitor Registration is coming soon...



**CONTACT US NOW**

**Join as an Exhibitor**



**For Press**



**PARTNERS**



**LICENSING JAPAN Show Management**

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