



POST-SHOW REPORT

13th LICENSING JAPAN

June 28-30th, 2023 | @Tokyo Big Sight, Japan | Organised by RX Japan Ltd.



Japan's Largest* Trade Show for character & brand licensing, concluded with another great success!

\Feel the on-site excitement/



SHOW OUTLINE

The 13th LICENSING JAPAN was successfully held inside CONTENT TOKYO from June 28th - 30th, 2023 at Tokyo Big Sight, Japan.

LICENSING JAPAN has firmly established itself as an ideal place to appeal IPs in 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

Visitors

Including Concurrent shows:



47,092

Last Year: 44,643 (+2,449)

Exhibitors

Including Concurrent shows:



943

Conference Attendees

Including Concurrent shows:



8,555

Press Attendees

Including Concurrent shows:

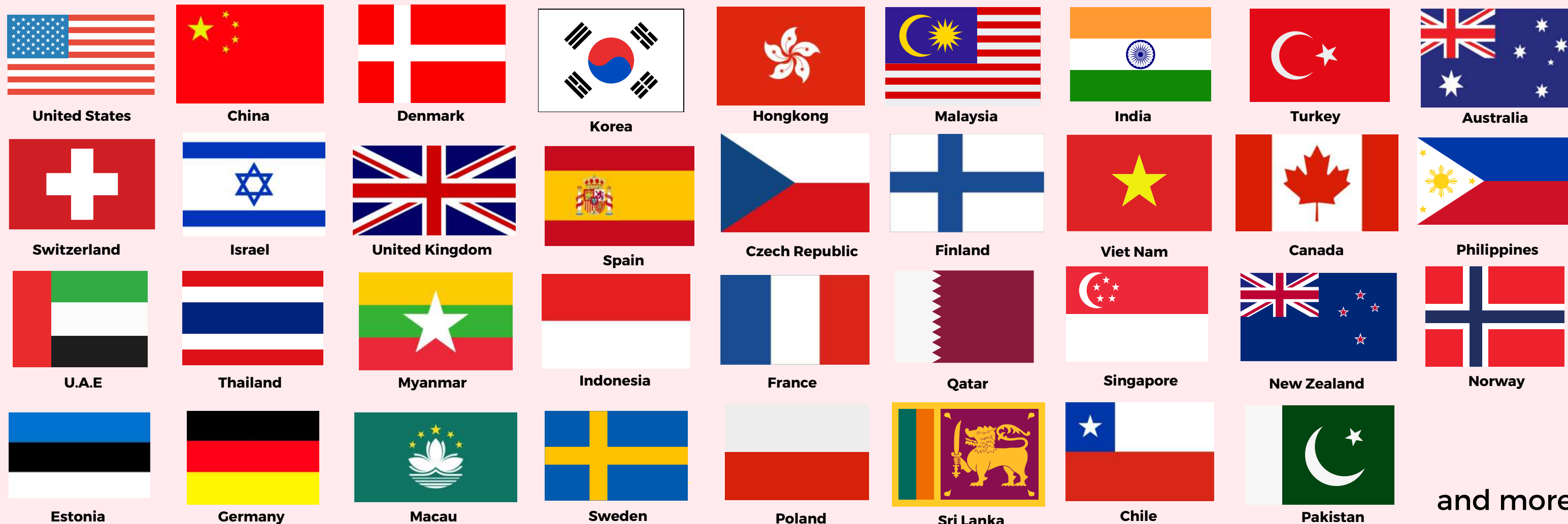


198

INTERNATIONAL EXHIBITORS & VISITORS

In this show, exhibitors and visitors from **41 countries/regions** took part, indicating a clear resurgence in international participation.

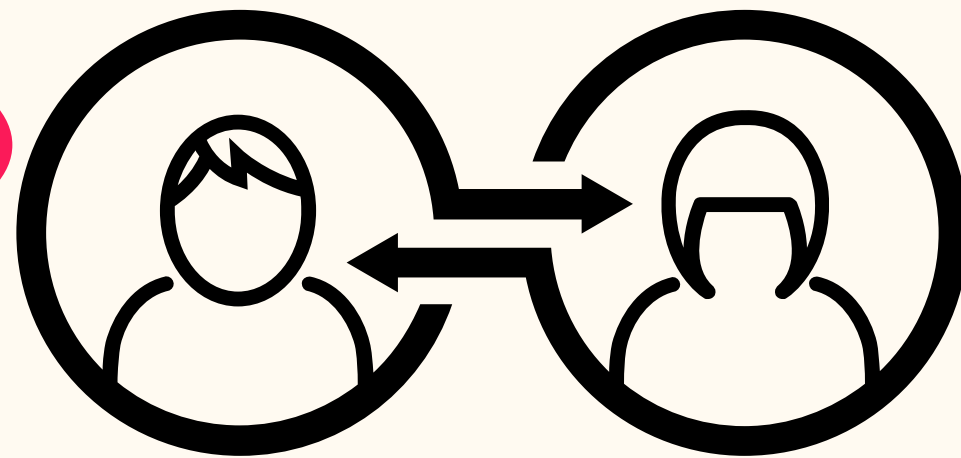
※Number of countries including concurrent shows, including Japan.



BUSINESS MATCHMAKING SERVICE

A customized Private Matchmaking Tour was provided for free to introduce 50 international exhibitors from LICENSING JAPAN to Japanese visitors. With the support of the Show Management staffs, visitors interacted actively with the exhibitors.

Japanese Visitors



Overseas exhibitors



Excerpts

EXHIBITOR'S COMMENTS

Many exhibitors were satisfied with our show, and will participate in the upcoming editions. Here are some comments that we received from international exhibitors.



“

...We've met a lot of partners, decision making position people from all different industries so it was very exciting and productive. It was a great place to build network...

”



“

...We are meeting very interesting partners on the way. We will come back very soon because it's been very successful ...

”



“

...We had a lot of interest from visitors with great energy. They were eager to do business properly, so the show was exciting and we look forward to exhibiting next year as well...

”

Excerpts

CONFERENCE SESSIONS

Renowned experts and thought leaders from various companies took the stage as speakers, sharing their invaluable knowledge and experiences in the field. A total of **8,555 people** attended the conference sessions and got inspired, educated, and fostered meaningful discussions about the present and future of the content industry.

※Number of attendees including concurrent shows.

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

and more...

Speakers:



One Media Ltd.
CEO
Gackt Akashi



FINANCIÉ 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



※honorifics omitted



and more...

MORE DETAILS

[Exhibitor List](#)



[Conference Program](#)

※Conference only in Japanese



[Floor Map](#)



Secure
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Next Edition: Dec. 6-8, 2023

[Receive Exhibiting info](#)



NEXT SHOWS

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

2023

DEC
6 - 8

14th

LICENSING JAPAN

2024

JUL
3 - 5

15th

LICENSING JAPAN

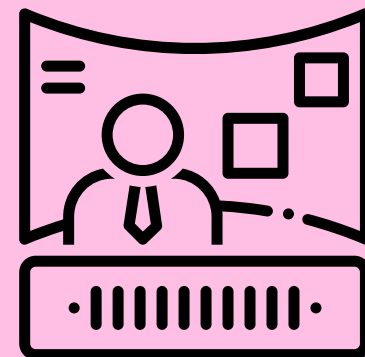
[Receive Exhibiting info](#)



Visitor Registration is coming soon...

CONTACT US NOW

**Join as an
Exhibitor**



For Press



LICENSING JAPAN Show Management

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Organised by RX Japan Ltd.

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