

Broadmedia & Entertainment Inter BEE

Outline

Name

Inter BEE 2023

Period

<Makuhari Messe>

November 15th 10:00 a.m. to 5:30 p.m.

November 16th 10:00 a.m. to 5:30 p.m.

November 17th 10:00 a.m. to 5:00 p.m.

<Online>

November 6th - December 15th

Location

Makuhari Messe / Online

Admission

Free of charge (registration required)

Organizer

Japan Electronics and Information Technology Industries Association

Support

Ministry of Internal Affairs and Communications (MIC)

Ministry of Economy, Trade and Industry (METI)

Japan Broadcasting Corporation (NHK)

The Japan Commercial Broadcasters Association (JBA)

The Association of Radio Industries and Businesses (ARIB)

Digital Content Association of Japan(DCAJ)

The Association for Promotion of Advanced Broadcasting Services(A-PAB)

Partners

IPTV FORUM JAPAN

Japan Satellite Broadcasting Association

Visual Industry Promotion Organization

The Institute of Image Information and Television Engineers

Japan Association of Audiovisual Producers, Inc.

Camera & Imaging Products Association

Theatre and Entertainment Technology Association, Japan

State of the Art Technologies Expression Association

3D Consortium

National Theatrical & Television Lighting Industrial Cooperative

Advanced Imaging Society Japan Committee (AIS-J)

Ultra-Realistic Communications Forum

Digital Signage Consortium

Association of Media in Digital

Radio Engineering & Electronics Association

Specified Radio microphone User's Federation

JAPAN AD.CONTENTS ASSOCIATION

Japanese Society of Cinematographers

MOTION PICTURE and TELEVISION ENGINEERING SOCIETY of japan, Inc.

JSL

Japan Visual Industry Guild

Japan Audio Society

Japan Association of Professional Recording Studios

Japan Cable and Telecommunications Association

Japan Cable Television Engineering Association

Japan Association of Lighting Engineers & Designers

The Association of Japanese Animations

Japan Association of Video Communication

STAGE SOUND ASSOCIATION of JAPAN

JAPAN STAGE SOUND BUSINESS COOPERATIVE

JAPAN POST PRODUCTION ASSOCIATION

JAPAN ASSOCIATION OF RECORDING ENGINEERS

Projection Mapping Association of Japan

MULTISCREEN BROADCASTING STUDY GROUP

Organized by

Japan Electronics Show Association



Broadmedia & Entertainment Inter BEE

REVIEW 2023

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REVIEW 2023

Table of Contents

Graphic Report

Index	00
Topics	01
Exhibition Department	02
INTER BEE FOURM	04
INTER BEE EXPERIENCE(Speaker)	08
INTER BEE EXPERIENCE(Hp/Mp)	10
INTER BEE BORDERLESS	12
INTER BEE IGNITION × DCEXPO	16
INTER BEE IP PAVILION	20
INTER BEE CREATIVE	24

Exhibition Report

Exhibit Map	28
Exhibitor List	32

Forum & Event Programs

Opening & Keynote / INTER BEE FOURM	34
Exhibitor Seminar /	
JBA Symposium of Broadcast Technology	37
INTER BEE EXPERIENCE / ROKEBEN Lounge	38
INTER BEE IP PAVILION	39
INTER BEE BORDERLESS	40
INTER BEE CREATIVE	41
INTER BEE IGNITION × DCEXPO	42
INTER BEE ONLINE	43

Results

Visitor Profile	44
Exhibitor Profile	47
Publication and Promotion	48



Media & Entertainment



1,005 companies and organisations exhibited, with a total of **45,694** participants at Makuhari and online venues.



Accelerated IP remote production



Convergence of audio and telecommunications



Rapidly evolving AI technology



Creativity evolving with advanced technology



Distribution and broadcasting borderless era



Photo by: Shigeharu Yoshihara
Akane Inagaki
Toshitaka Nakamura
SHIRO-FILM
Katsumi Miyasaka



Professional Audio

The Professional Audio section had 266 exhibitors and 309 booths, with the scale of the exhibition steadily recovering from the Corona Disaster, and the venue was again filled with enthusiasm.

Amidst a thriving sound-related market for content production and live entertainment worldwide, the exhibition attracted many visitors, especially to experience the next generation of sound systems, with several companies competing to demonstrate immersive audio systems.



Video Production / Broadcast Equipment

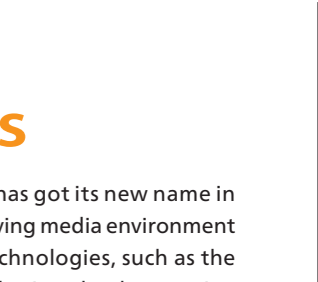
The video production/broadcasting equipment section, the backbone of Inter BEE, saw a steady recovery in the number of exhibitors with 515 companies and 1,156 booths.

A wide range of systems, equipment and machinery for all fields of production, from video distribution production to broadcast programme production and film production, attracted the attention of visitors, including an increase in exhibits related to virtual production.



Entertainment / Lighting

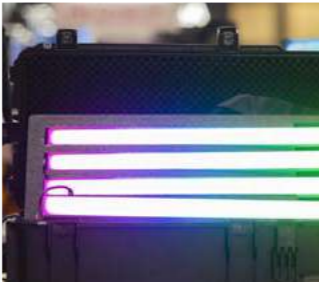
This year, the Entertainment/Lighting section has a new name and a fresh start to strengthen the section. With 101 exhibitors and 122 booths, the scale of the sector as a whole is still in its infancy, but many content production technology-related companies and entertainment and lighting-related companies exhibited, including a new start-up area in the special INTER BEE IGNITION x DCEXPO.



Media Solutions

Media Solutions section has got its new name in response to the rapidly evolving media environment with its rapidly evolving technologies, such as the increase in online video distribution, cloud computing and AI.

The exhibition was expanded in size to include 123 exhibitors and 117 booths, and the content was more substantial than ever. Video Marketing Lounge was also set up as part of the special event, INTER BEE CREATIVE, and was developed as a venue for expanding the scope of video utilization.



INTER BEE FORUM

What will emerge from and what lies ahead of ongoing transformations?
Possibilities and visions for the future told from multiple perspectives



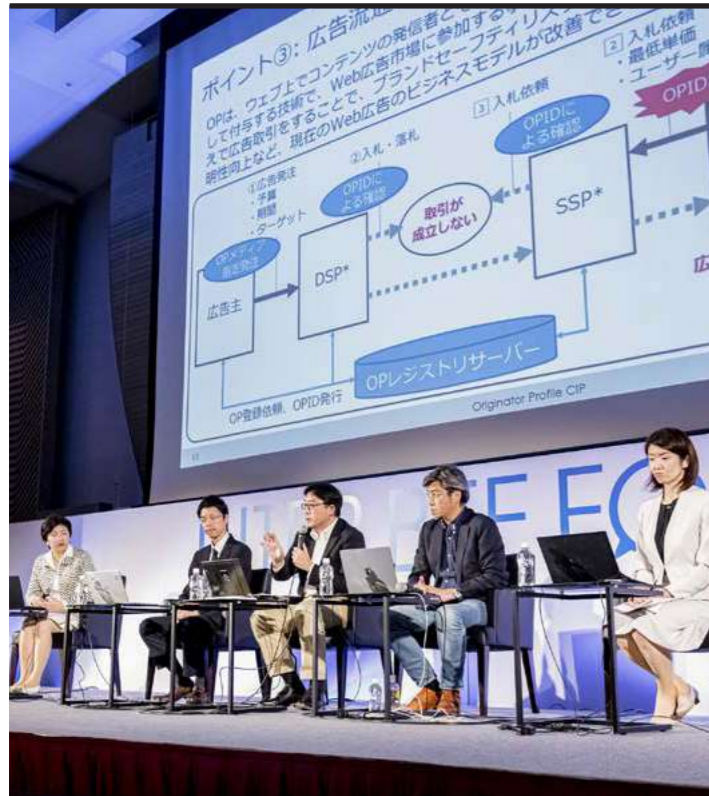
This year's INTER BEE FORUM was held at the International Conference Hall of Makuhari Messe, where a total of 18 sessions, including 9 keynote speeches and 9 special lectures, were held as real conferences, and all sessions played host to packed audiences.

The Opening & Keynote session on the morning of the first day featured a greeting from the organizers, followed by two opening keynote speeches: "Recent Trends in Broadcasting Policy" by Yoichi Ogasawara, Director-General of the Information and Communications Bureau, Ministry of Internal Affairs and Communications, and "NHK's Approach Towards Challenges in a New Era" by Kenji Terada, Senior Director and Chief of Engineering of the Japan Broadcasting Corporation (NHK). In the afternoon of the same day, the INTER BEE IP PAVILION keynote speech, "Circuit Design to Achieve Successful IP Remote Production," and the Acoustics Category keynote speech, "New Sound Creation Challenge! 2023 - The sound that directors are hoping for, engineers want to create, and listeners want to hear -" were held to discuss the future of a new generation of broadcasting stations and sound content production against a backdrop of changes in the media environment.

The first day of special lectures, in which experts in various fields took the stage, featured two sessions: "Advanced Imaging University 2023," which presented the forefront of virtual production and volumetric capture, and "Viewership=User Flow in 'Broadcasting and Internet,' as Shown by Audience Data," which considered audience trends in broadcasting and distribution based on data. Although trends in content production technology and trends in content users are contrasting fields, the session provided a glimpse into the present and future from both the sides of the creator and the receiver.

Date:	Nov. 15-17
Place:	International Conference Hall
Area:	1,277 sqm (4 Rooms)
The Number of Sessions:	25 sessions
The Number of Speakers:	86 speakers
The Number of Audiences:	3,943 audiences (Total)





The two keynote sessions on the second day were "IPTV Forum Project: Fighting Fakes, Initiatives by the Media Industry - Originator Profiles and CAI/C2PA" and the INTER BEE BORDERLESS keynote session "The Head of a Local Station Shares Thoughts on the Future of Regional Media." The special lectures included four sessions: "Commentary Discussion: The Future of the European Media Outlook Debate," "Initiatives to Reduce CO2 in Broadcast Programming/ Commercial Production and Future Measures," "New Sounds and Music Created by AI/Machine Learning," and "Audio Coding Scheme for Advanced Digital Terrestrial Television Broadcasting." All of the sessions drew the attention and interest of many industry professionals, as they presented current trends and issues in their respective fields, as well as proposals and visions for moving forward into the future, against a backdrop of rapidly advancing technology and media environment changes.

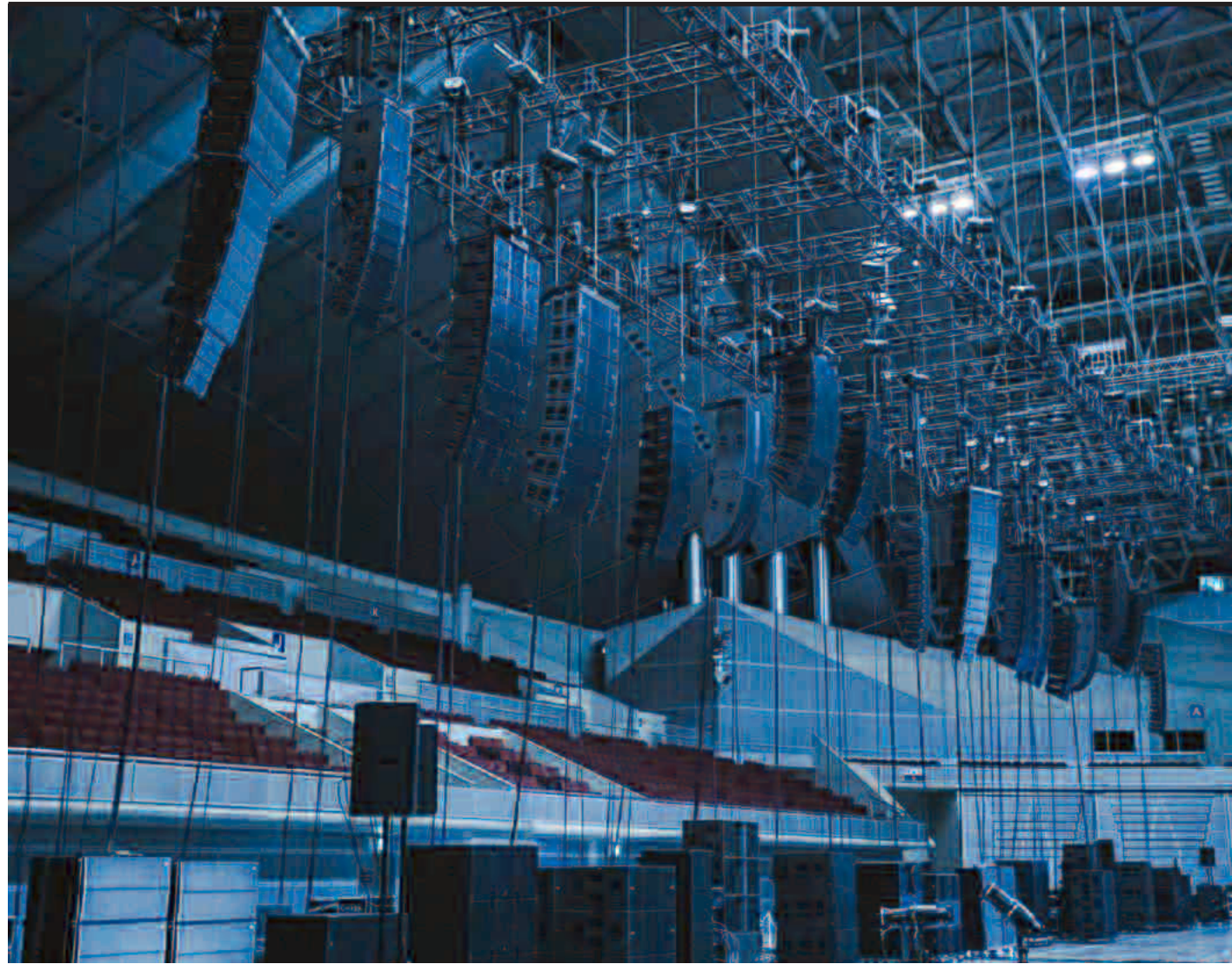


On the third day, three keynote speeches were given. These were "The Future of VR Driven by HMD Evolution" and "The Latest Trends in the Convergence of the Entertainment Industry and Digital Communication" at INTER BEE IGNITION x DCEXPO, and "What questions does the power of video pose to society? And what potential does it hold?" at INTER BEE CREATIVE. The special lectures given were "Discussing the Close Future of Radio Broadcasting - Challenges and Developments," "JEITA AVC subcommittee project: Shifts in Content Viewing Styles of College Students and Future Direction for Manufacturers," and "Special Three-Part Segment: AI, Fakes and Broadcasts." The day's sessions also offered suggestions for the future, but the most notable was a special guest appearance from war-torn Ukraine, female filmmaker Olesia Morhunets-Isaenko, who took the stage as the INTER BEE CREATIVE keynote speaker. Her message brought home to us the power and potential of visual art in today's turbulent world



INTER BEE EXPERIENCE *X-Speaker*

Revival of the live entertainment market is gaining momentum with 13 SR speakers in 3 categories competing

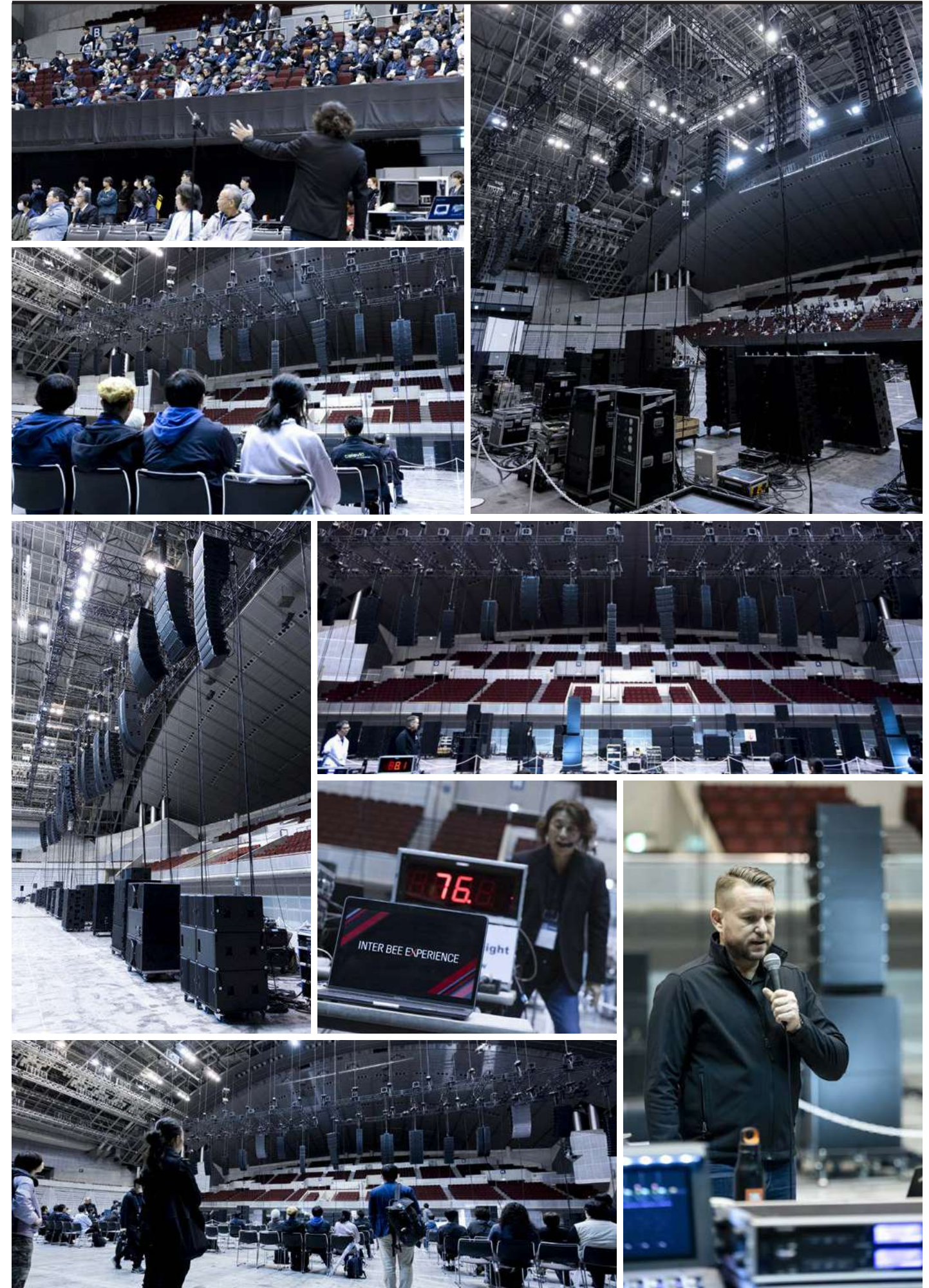


The year 2023 marked the full resurgence and rebirth of the live entertainment market in many parts of the world. It is estimated that in 2022 the number of concert performances in Japan already surpassed that of 2019, the year before COVID-19 struck and which was the largest ever at that time. In addition, it is estimated that in 2023 both attendance and sales will exceed those of 2019. The "K-Arena Yokohama," one of the world's largest dedicated music concert arenas with a capacity of approximately 20,000 people, opened in Yokohama, while in Las Vegas, USA, the "Sphere," a spherical arena with a capacity of 20,000 people and almost completely covered inside and out with high-definition LED panels, created a great stir.

Against the backdrop of these market trends, the INTER BEE EXPERIENCE X-Speaker (SR Speaker demo), which resumed last year for the first time in three years, featured 13 SR speaker products in three categories, and a total of over 5,000 visitors enjoyed this competition of sound during the first three-day event since 2019.

The greatest attraction of the X-Speaker event is that each product is presented and demonstrated under the same conditions as that actually used for live entertainment, and the individual characteristics and capabilities of each product are demonstrated in an overpowering listening experience space. In addition to the massive power of the large flagship models, the increasingly compact line array speakers and point source/stand line array speakers also express sound with astonishing potency. The fact that the event has been held eight times since its inception in 2014, with a two-year hiatus in between, and is now in its tenth year, is testament to the fact that such features have been unreservedly exhibited to the full. The venue was recognized as a world-class listening event, made possible by the support of the Japanese professional audio industry and its pursuit of ever-evolving products and high-quality sound.

Date:	Nov. 15-17
Place:	Event Hall
Area:	3,098 sqm (Arena)
The Number of Products Brands:	11 brands, 13 Products
The Number of presentations:	26 presentations
The Number of Audiences:	5,141 audiences (Total)



INTER BEE EXPERIENCE X-Headphone | X-Microphone

X-Headphone/X-Microphone resumed after a four-year absence attracting many visitors to once again experience sound



Another INTER BEE EXPERIENCE, X-Headphone/X-Microphone (Headphone/Microphone Listening Experience Exhibition), is a popular special event that has been favored by many visitors since 2016 as an exhibit where visitors can freely listen to professional equipment. However, considering that this event dictates that the products are touched and handled by large numbers of people, it had to be suspended for three years, but was finally revived for the first time in four years at this exhibition.

The resumption of the event was temporarily threatened, as we deliberated whether to hold it and then recruited participants after May, when COVID-19 was reclassified as a Category 5 infectious disease. However, thanks to the strong global market for audio equipment, the event was successfully held with the participation of four companies representing six brands for headphones and four companies for five brands for microphones.

The once-typical scenes of this event had returned to Inter BEE as a total of 3,400 visitors visited the venue over the three days to enjoy and compare first-hand the high-quality sounds of headphones and to test microphone features by talking into them. Particularly noticeable was the enthusiastic participation of many young visitors. There were many visitors from the professional audio industry, including students studying specialized audio and video courses, as well as visitors from the video production and distribution industries. Headphones and microphones are indispensable for the production and distribution of sound and video content. This event, which allowed participants to freely listen to high-quality equipment, was once again a valuable experience for young people who lack opportunities to come into direct contact with such equipment.

Date:	Nov. 15-17
Place:	Exhibition Hall 1
Area:	112 sqm
The Number of Products Brands (Headphones):	6 brands
The Number of Products Brands (Microphones):	5 brands
The Number of Audiences:	3,403 audiences (Total)



INTER BEE *BORDERLESS*

Its inaugural year since being renamed from CONNECTED
Cutting-edge sessions recapturing pre-COVID success

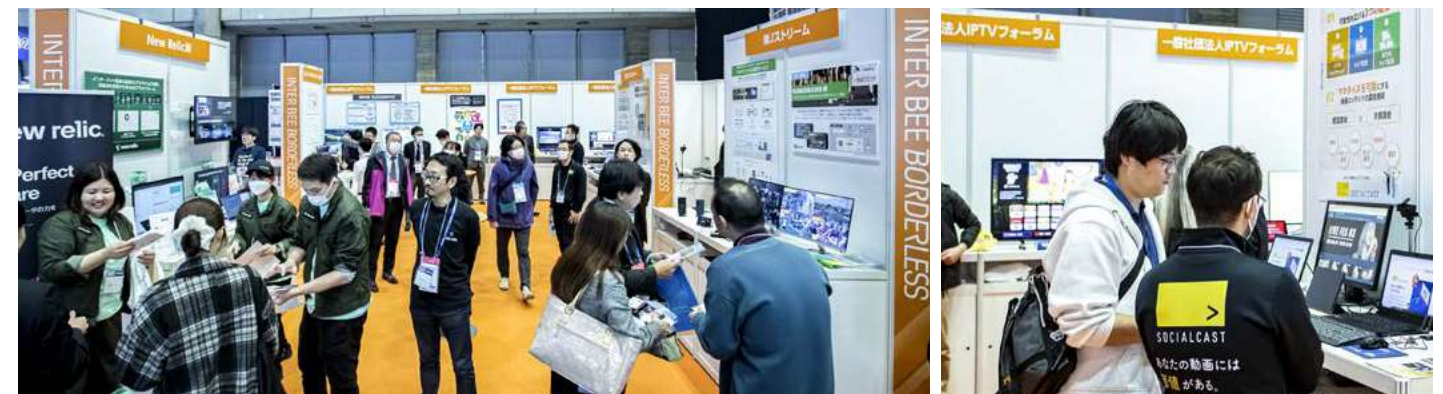


The special event INTER BEE CONNECTED had been running since 2014. In 2023, it was renamed INTER BEE BORDERLESS, and its sessions were developed on the premise that broadcasting and communications had now been successfully CONNECTED. Eight companies and organizations gave exhibitions and the ensuing excitement and passion showed that this event had recaptured its pre-COVID success.

This year's keynote address, "The Head of a Local Station Shares Thoughts on the Future of Regional Media" was held at the International Conference Hall. The four presidents of HIGASHI NIPPON BROADCASTING, CBC TELEVISION CO., LTD., San-in Chuo Television Broadcasting Co., Ltd., and Nankai Broadcasting Co.,Ltd. were asked about their visions for the future, and the audience gathered from all corners of the country returned to their communities with greater boldness, confidence and determination.

For the planning sessions on the open stage, the three days were divided into three themes: "Borderless Day" on day one, "Local Day" on day two, and "Future Day" on the final day, to make the sessions easier to understand and appealing to visitors. In its first year since being renamed INTER BEE BORDERLESS and as people were finally freed from the pandemic, the event attracted a total of nearly 2,000 attendees over the three days, filling every seat for every session. Theme setting allowed the sessions to be well organized and made programs easy to select according to interest. The content of the individual sessions was also in-depth, providing the audience with cutting-edge discussions.

Date:	Nov. 15-17
Place:	Exhibition Hall 4
Area:	408 sqm
The Theme of Keynote Speech:	The Head of a Local Station Shares Thoughts on the Future of Regional Media
Capacity of main stage:	200 seats
The Number of Sessions:	8 sessions
The Number of Speakers:	35 speakers
The Number of Audiences:	2,465 audiences (Total)
The Number of Exhibitors:	8 exhibitors





The first day on the 15th began with the customary session by the Dentsu Media Innovation Lab, and the venue was filled to capacities not seen since pre-COVID-19. This was followed by a session on the digital transformation of news reporting, and a session discussing the new future of drama through data analytics, both of which were well attended.

The first session on the second day was a collection of case studies of local station's local business challenges, and this had the largest audience at the open stage venue. The keynote speeches were held at the International Conference Hall from 1:00 p.m., with four presidents speaking on the topic of "The Head of a Local Station Shares Thoughts on the Future of Regional Media." It was a heated discussion because of the difficult times faced by local stations. Returning to the Open Stage venue from 3:00 p.m., there was then a session by guests from terrestrial TV stations who are embracing the challenge of new community-based programming on cable TV. Toshio Tsuchiya, formerly of Nippon Television Network Corporation, also spoke at the event, which attracted a large audience from both cable and terrestrial stations.

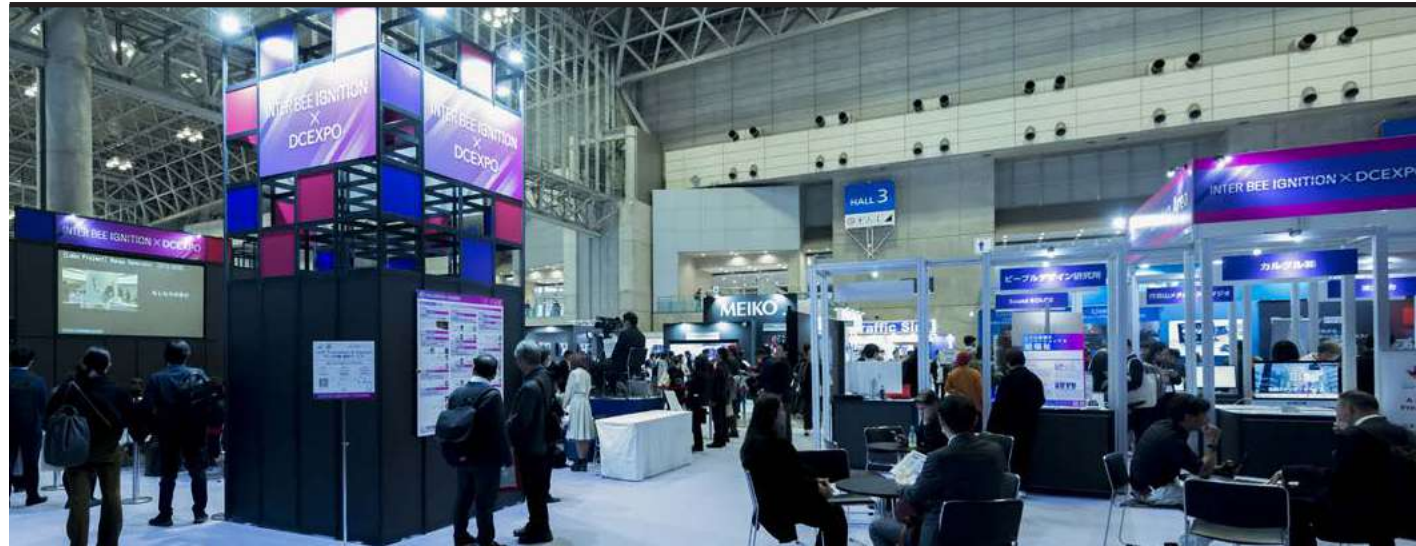


On the third day, from 10:00 a.m., a session introducing the latest overseas trends in CTV was held again as a sequel to last year's keynote speech. This year's discussion went even further with the addition of a speaker from the consulting industry. The session started at 1:00 p.m. and featured key figures from VOD operators of differing origins, namely, U-NEXT Co., Ltd. TVer, and FOD. Attendees heard front-line stories that connected with the CTV session preceding it. The future of broadcasting with a focus on technology was then discussed in an ambitious session starting at 3:00 p.m. The meeting concluded with the addition of a speaker from Germany, as well as an experimental approach that solicited input from the audience.



INTER BEE IGNITION × DCEXPO

Endless possibilities to transform and expand expression and media
New tech & creativity emerging from startups



This year's INTER BEE IGNITION was again co-hosted with DCEXPO (Digital Content EXPO: organized by the Digital Content Association of Japan) following on from the previous year, and was held as "INTER BEE IGNITION x DCEXPO."

The pace of transformation and expansion of creation and expression, and of the media through which they are communicated, continues to accelerate in the wake of the COVID pandemic. The shape of the future that lies ahead of such transformation is currently being formed, revealing infinite possibilities on a continual loop. At this year's INTER BEE IGNITION x DCEXPO, a new "Startup Area" was established, and various startup companies, who could one day be leaders of such expression and media, participated in this area. At the same time, the DCEXPO project also featured "TechBiz2023: Technology Business Acceleration Program," in which technologies supported by the Ministry of Economy, Trade and Industry's "FY2023 Contents Overseas Development Promotion Project" were exhibited. "Innovative Technologies 2023" was held to provide an opportunity for university and corporate researchers to present their research. The exhibition area was well organized with a total of 47 booths, including Meta's "Retinal-resolution Varifocal VR," which was demonstrated for the first time in Japan, attracting a great deal of attention.

Starting with the keynote speech, "The Future of VR Driven by HMD Evolution," each session held on the open stage throughout the three days attracted many enthusiastic attendees every day by providing a variety of information and messages to transform, expand, economize, and globalize creativity, ranging from evolving creative technologies such as XR/Haptics and creative AI to the potential of DAO-type IP and phygital.

Date:	Nov. 15-17
Place:	Exhibition Hall 3
Area:	750sqm
The Theme of Keynote Speech:	The Future of VR Driven by HMD Evolution
Capacity of main stage:	60 seats
The Number of Sessions:	14 sessions
The Number of Speakers:	50 speakers
The Number of Audiences:	699 Audiences (Total)
The Number of Exhibitors:	47 exhibitors





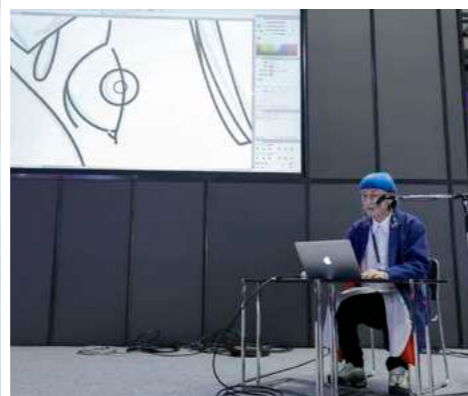
The Startup Area set up for this year's event was attended by 21 startup companies, despite being the first time it was held. Each booth presented a wide variety of content production and expression-related technologies, and over the three days, many visitors were seen enthusiastically touring the exhibits and talking with booth personnel.

From platform-related technologies to content production tools, the innovative technologies presented by the startups provided inspiration to the creators and media professionals visiting the venue. Meanwhile, a new pitching session was held on the second day under the title of "Moving Towards Future Media Co-Creation: TV Stations & Startups Pitch," for startups to pitch solutions to TV station representatives. This was followed by "Startup Networking Reception," and the enthusiasm generated by this suggested that this could be the ignition point for the formation of a new creative economy.



The Open Stage, which started with the annual "Awards Ceremony for Lumière Japan Award 2023," featured a multitude of sessions organized by INTER BEE IGNITION and DCEXPO throughout the three days. The latest technologies and creative approaches were discussed on topics such as AI, Web 3.0, Apple Vision Pro, media art, and V-Livers. Audience members had a valuable opportunity to delve deeply into future entertainment ideas and business possibilities.

The stage was also used each day for presentations by exhibitors and demonstrations of "Live digital painting," "Wearable systems," and other new innovations that cannot be showcased through exhibitions alone.



INTER BEE IP PAVILION

Experience "Technique of Sharing System among affiliated stations" by Media over IP technology!
 World's largest collaboration transcending user and vendor boundaries to create an IP connectivity environment



This is the sixth Inter BEE IP PAVILION, a special Inter BEE event. It continues to be at the forefront of the shift to IP for broadcasting stations in Japan, providing the latest information.

IP PAVILION is a collaboration of 40 companies/organizations. Users and vendors cooperated in the planning, preliminary verification, and creation of a special interview video for promotional purposes, with the aim of meeting the respective needs of companies and organizations involved in Media over IP, including the basics, installation, and application of Media over IP, as well as future trends.

This year's theme was to "Technique of Sharing System among affiliated stations" by Media over IP technology. For the first time, a demonstration environment was built to further expand on the existing "introduction of production IP systems at broadcasting stations" by fully utilizing Media over IP technology to link multiple broadcasting stations and external data centers.

A hands-on corner was set up for this post-COVID-19 event. A wide range of visitors, including engineers and executives who are considering implementing IP in broadcasting stations, were able to try firsthand some of the systems and, thus, get a feel of and experience the actual situation at workplaces using Media over IP technology.

In the INTER BEE IP PAVILION booth, the "Media Operation Center: MOC" (Broadcast Station A / Broadcast Station B) was set up as a demonstration environment, with operation rooms such as sub and master rooms and a common infrastructure, as well as a linked data center [Messe DC]. As external data centers, Otemachi DC provided by NTT Communications and Ishikari DC in Hokkaido provided by Sakura Internet were set up as external stadiums.

Date:	Nov. 15-17
Place:	Exhibition Hall 3
Area:	426 sqm
The Number of Participant Companies:	34 companies
The Number of Adviser:	6 companies
The Theme of Keynote Speech:	Circuit Design to Achieve Successful IP Remote Production
The Number of Sessions:	27 sessions
The Number of Audiences:	931 Audiences (Total)
The Number of Booth Tours:	9 Tours
The Number of Participants:	116 Participants
The Number of Exhibitors:	8 exhibitors



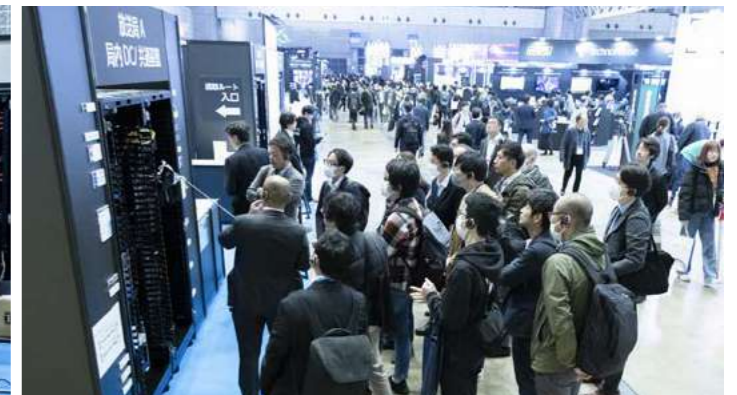
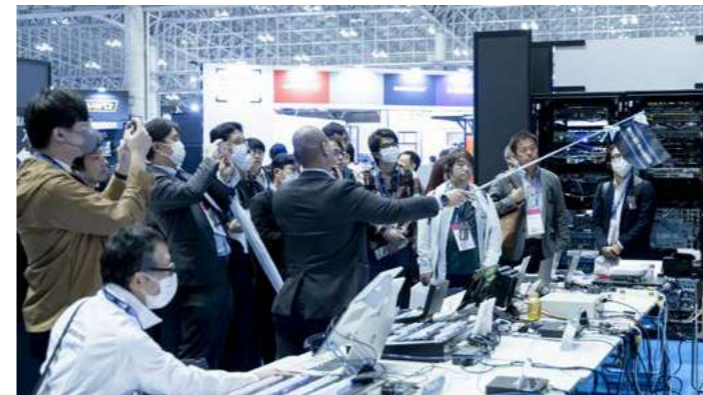


On the technical side, ST 2110-based broadcasting equipment was deployed at Makuhari and Ishikari, and PTP synchronization systems were built using GNSS antennas and PTP Grandmaster Clock, respectively. The IP master system and IP monitoring infrastructure were centralized at Messe DC, and a video transmission method employing ST 2110-22 was used for the connection to each broadcasting station, based on a 1 Gbps physical line connection.

In addition, network emulator equipment was installed to emulate realistic communication lines by demonstrating multiple transmission methods utilizing WDM and VSF-TR07 between each broadcast station and DC set up at the Makuhari Messe venue. For the connection to the external DC, a high-bandwidth line using NTT-developed "Optical-enabled Communication Open APN" provided by NTT Communications was installed.



The keynote speech on the first day of Inter BEE, "Circuit Design to Achieve Successful IP Remote Production," attracted 318 attendees to a panel discussion among telecommunications carriers, broadcasters, and vendors, while the relay seminars held at the venue attracted a total of 613 attendees over the three days. IP PAVILION guided tours by IP specialists were held 9 times during the exhibition, and were well received by a total of 116 participants over the three days.



INTER BEE CREATIVE *For Entertainment For Marketing*

From video production professionals to video utilization
Evolutionary step towards the cutting edge of creativity and marketing

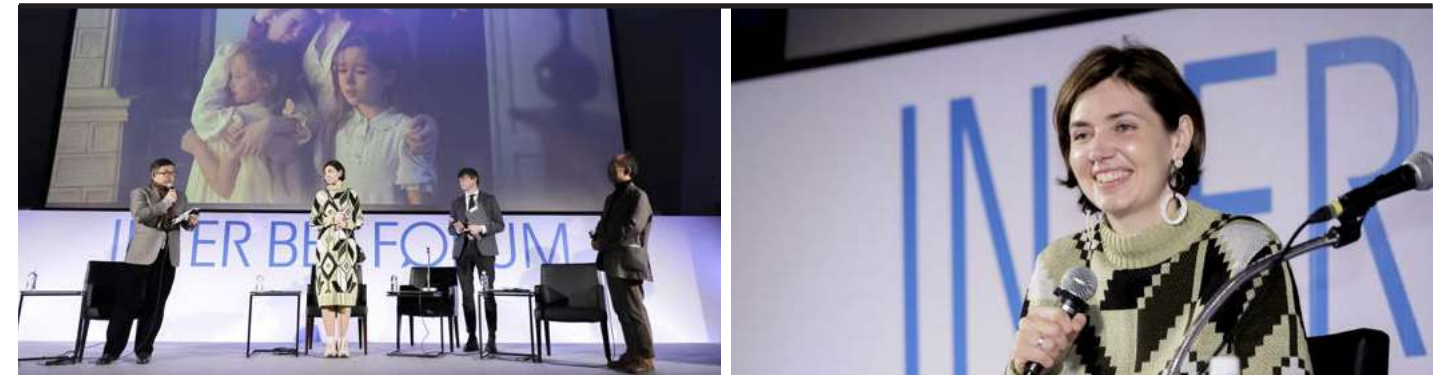


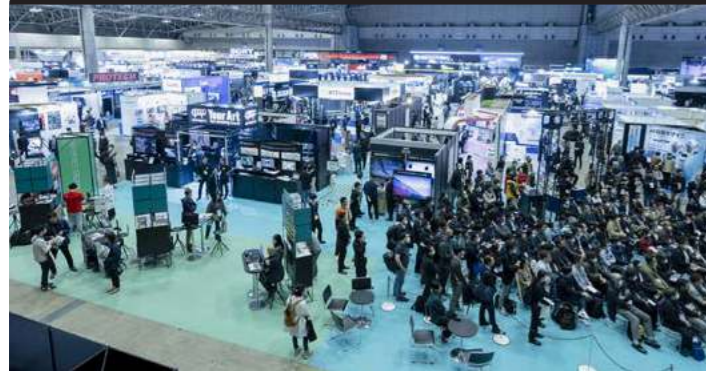
INTER BEE CREATIVE has been informing professionals in the video production industry of the latest industry trends, case studies, and the newest production technologies from a global perspective. During this period, high-end sectors such as film and television, as well as industries and markets related to images and video have been diversifying on a daily basis due to the popularization of the Internet. In line with such associated industry and market trends, INTER BEE CREATIVE has taken an evolutionary step forward this year.

The first step in the evolution was the development of two exhibition categories: "For Entertainment" and "For Marketing." There were 11 booths, comprised of six in the "For Entertainment" section and five in the "For Marketing - Video Marketing Lounge." For the high-end video production industry, such as TV and film, and its professionals, Inter BEE is regarded as an important place to acquire information, gain first-hand experience, and conduct business. "For Entertainment" deals with the latest technology for such high-end video content production, and the new "For Marketing - Video Marketing Lounge" was established to provide an opportunity for content production companies to gain business opportunities in the field of image and video marketing, a field left largely uncovered by Inter BEE in the past.

Meanwhile, a number of 45-minute sessions were held on stages in the venue throughout the three days, presenting the cutting edge of video production from a variety of perspectives. The keynote speaker was Ukrainian female filmmaker Olesia Morhunets-Isaenko, who also gave a special screening of her film, "Carol of the Bells."

Date:	Nov. 15-17
Place:	Exhibition Hall 5
Area:	387 sqm
The Theme of Keynote Speech:	What questions does the power of video pose to society? And what potential does it hold?
Capacity of main stage:	100 seats
The Number of Sessions:	18 sessions
The Number of Speakers:	40 speakers
The Number of Audiences:	2,110 Audiences (Total)
The Number of Exhibitors:	11 exhibitors





As video expression on the Internet has become commonplace, the market for the use of video in corporate marketing and promotions is rapidly expanding every year, and business in this area is intensifying as more and more video creators and production companies enter the market. The "Video Marketing Lounge" is Inter BEE's first attempt to play a role in connecting such creators and production companies with the market and clients, and to help give a further boost to this market.

Video marketing is a growing field that utilizes the superiority of a video's image and entertainment expressions for product marketing and business appeals. Although it has only just started its journey in the Inter BEE arena, the image/video-related industry is expected to continue to evolve and expand in the future, with the video marketing segment playing a key role. The attempt to set up a "Video Marketing Lounge" was a promising development, as this is expected to be one of the fronts for its evolution and expands.



The planned sessions, which were held over three days and featured a wide variety of content, were a great success, with a full house at each session.

The content ranged from high-end topics for professionals, such as real-time video production technology, virtual live production, the future of post-production, and video production workflows on a global scale, to topics of interest to individual video producers, such as video creativity for social media, and video production and consumption utilizing HDR and HFR. The short sessions, each of which lasted 45 minutes, rich in variety and substance. Olesia Morhunets-Isaenko, a female Ukrainian director who was a keynote speaker, also made an appearance on this stage on the first and second days of the event, garnering a great deal of attention.

The whole of the third day was "Adobe Day," and many visitors came to sessions that presented the cutting edge of Adobe's signature video production, including generative AI, which is changing the world of video production, together with creative cloud, 3D, XR content, and more.



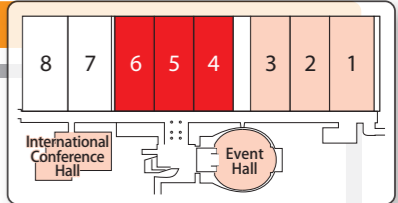
Video Production / Broadcast Equipment

Media Solutions

Hall 6

Hall 5

Hall 4



ROKE-BENTO Lounge

6407 Blackmagic Design

6116 Sony Marketing

5412 FOR-A

5212 Restar Communications/TAC SYSTEM/PALTEK

4615 Amazon Web Services Japan

4309 Panasonic Connect

4208 IKEGAMI TSUSHINKI

Video Production / Broadcast Equipment

6406 NHK/JEITA

6312 AT Communications

6220 IMAGENICS

5411 Barco

5306 HEIWA SEIKI KOGYO/Libec

5119 ADTECHNO

4614 UNITEX

4516 PHOTRON

4308 ITOCHU Cable Systems

4207 TOSHIBA GROUP

6311 Shotoku Broadcast Systems

6218 OWC Asia

6219 RIP-TIE

6216 BIOS

6115 Too

5607 HOTSHOT LENS BAR

5608 SHOTOVER Systems

5410 ASTRO DESIGN

5305 NIKON

5211 HOLLYLAND

5118 P-tec

5117 EPL

4611 AVer Information

4514 Harmonic Japan

4515 Entaniya

4412 G-CaL

4410 ASACA

4307 PLAY

4206 Internet Initiative Japan

6405 NHK Enterprises

6310 Black box Network Service

6214 Sanwa Cine Equipment Rental/Sanwa Pro Light/PANTHER

6112 TV Asahi / TV Asahi Create

5514 GIN-ICHI

5410 ASTRO DESIGN

5304 ATEN JAPAN

5210 Accsoon Technology

5209 Nextorage

5116 FUYOH VIDEO INDUSTRY

4613 NEWX

4612 ACTUAL

4513 Capella Systems

4511 EIZO

4306 TVU networks

4204 ARCHIVETIPS

4205 Wordly

6404 NHK Technologies

6309 Japan Communication Equipment

6213 ISHIKAWA TRUNK

6212

6110 ACEBIL

6109 Net App

5510 Panduit Corp. Japan Branch

5511 Telestream Japan

5409 Avid Technology

5303 NTT Innovative Devices

5207 Macro Image Technology

5208 PREMIX

5205 Sakura Eiki

5206 Macnica Americas

5112 YUAN HIGH-TECH DEVELOPMENT

5113 S-CONN ENTERPRISE

5114 TEEMA

4511 Grass Valley

4305 Ascent

4203 ITOCHU Techno-Solutions/CTCSP/CTC System Management/CTC First Contact

6403 DIGICAS

6307 SmallRig

6306 Salon Films Japan

6210 Intelligent Wave

6211

6108 SCREW

5604 Densitron

5605 PROSPER ELECTRONICS

5506 Nippon Video System

5507 UCHIDA YOKO

5406 LiveU Japan

5302 NTT TechnoCross

5301 NTT business solutions/NTT Smart Connect

5202 Explorer

5201 CHUKYO TV GROUP

5104 J21

5105

5106

5108 InnoQos

5103

5101 MEMORY-TECH

5102 Research Institute of Systems Planning

5104 PIXEL HOUSE

4606 The Alliance of Broadcasting System Engineering Companies in Tokyo/NHK Technologies/NTV Wands/TV Asahi Service/TBS GLOWDIA/TV TOKYO Systems/FUJIMIC

4605 Magewell

4602 Mediaproxy

4603 HikariPath Communications

4509 IVS41

4510 Samsung R&D Institute Japan

4407 Webstream/NAYUTANET

4408 Fastly

4304 TOMODY

4303 INNOTECH

6402 Mitomo

6304 Leader Electronics

6303 DZOFILM

6209 MIDORIYA ELECTRIC

6208 Western Digital

6207 Synk

6107 NAB

6117 NAB

6106 KOBAYASHI

6105 KOBAYASHI

6104 Nippon Television Network

5602 TOTSU INTERNATIONAL

5601 Gansui

5503 Roland

5403 SEIKOH GIKEN

5401 IFOOTAGE/Marumi Optical

5300 JAPAN ASSOCIATION OF VIDEO COMMUNICATIONS

5200

5100

4600

4500

4400

4300

4200

4100

4000

3900

3800

3700

3600

3500

3400

3300

3200

3100

3000

2900

2800

2700

2600

2500

2400

2300

2200

2100

2000

1900

1800

1700

1600

1500

1400

1300

1200

1100

1000

900

800

700

600

500

400

300

200

100

0

Media Solutions

INTER BEE CREATIVE

5003 Kotatsu

5004 Somethingfun!

5005 MEATUS

5006 SPACE SHOWER/SEP

5007 WAS

5009 qoop

5010 L'espace Vision

5011 Sound City

5012 IMAGICA Lab.

5013 Japan Post Production Association

5014 METAVERSE PRODUCTION

INTER BEE BORDERLESS

4102 J-Stream

4104 STRANDER

4106 IPTV FORUM

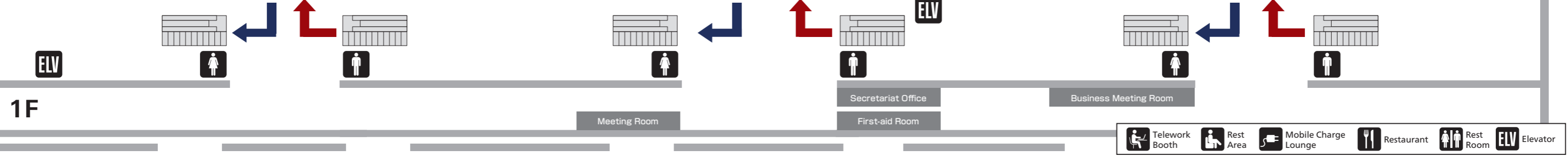
4107 New Relic

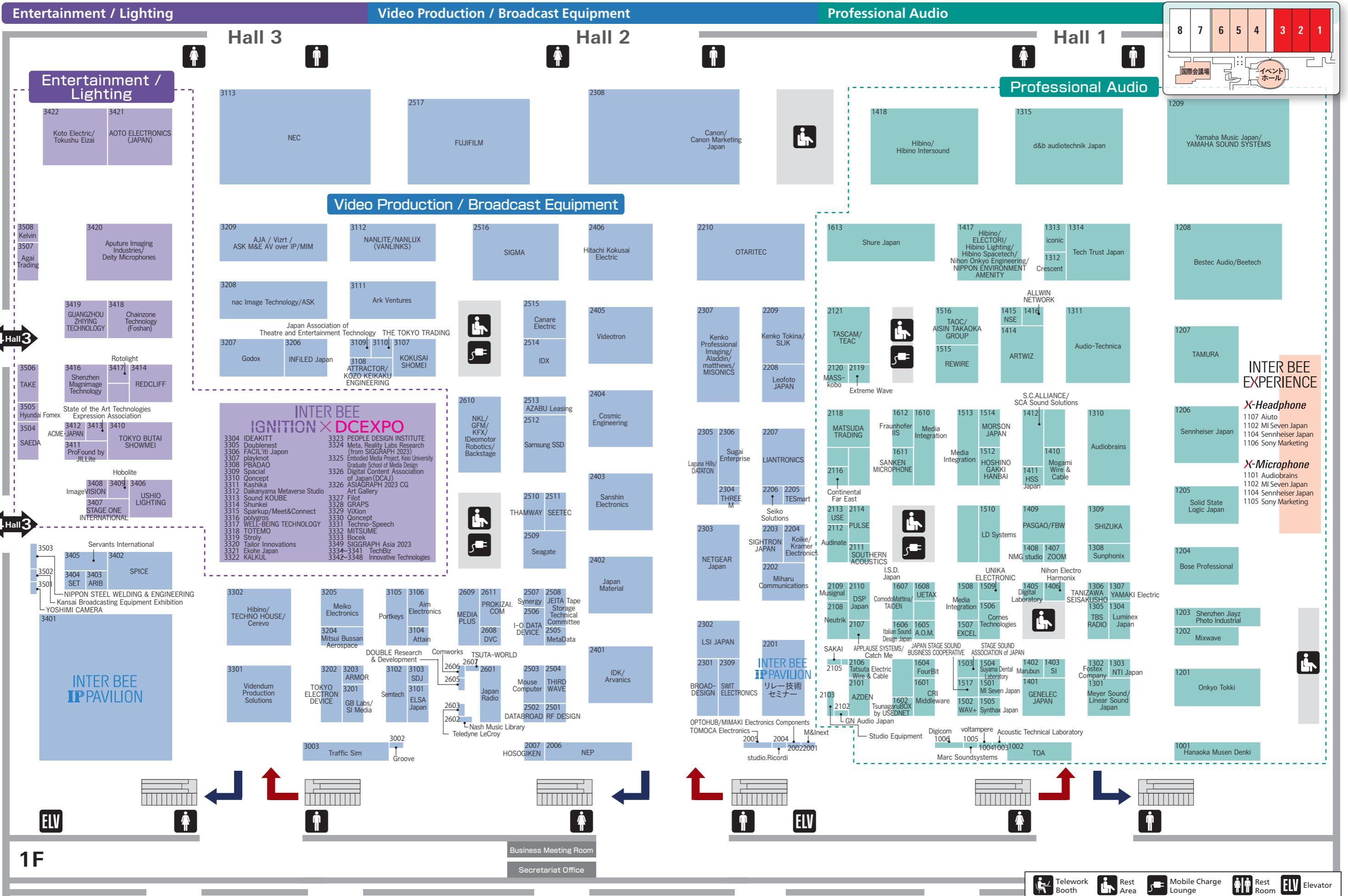
4108 Multiscreen Broadcasting Study Group

4109 SKY Perfect JSAT/TOKYO FM Broadcasting

4110 ORCA Production

1F





Professional Audio

1605 A.O.M. Corporation
 1003 Acoustic Technical Laboratory
 1516 AISIN TAKAOKA CO., LTD.
 1416 ALLWIN NETWORK CO., LTD.
 2107 APPLAUSE SYSTEMS Co.
 1414 ARTWIZ Inc.
 2112 Audinate Pty Ltd
 1310 Audiobrain.Co.ltd
 1311 Audio-Technica Corporation
 2101 AZDEN CORPORATION
 1208 Bestec Audio Inc./Beetech Inc.
 1204 Bose Professional
 2107 Catch Me Co.
 1607 ComodoMattina, Inc./TAIDEN
 2116 Continental Far East Inc.
 1506 Cornes Technologies Ltd.
 1312 Crescent Co., Ltd.
 1601 CRI Middleware Co.,Ltd
 1315 d&b audiotechnik Japan K.K.
 1006 Digicom
 1405 Digital Laboratory, Inc.
 2110 DSP Japan Ltd.
 1417 ELECTORI CO., LTD.
 1507 EXCEL INC.
 2119 Extreme Wave
 1302 Fostex Company
 1604 FourBit
 1612 Fraunhofer IIS
 1401 GENELEC JAPAN Inc.
 2102 GN Audio Japan Ltd.
 1001 Hanaoka Musen Denki Co., Ltd.
 1417 Hibino Corporation
 1418 Hibino Corporation
 1418 Hibino Intersound Corporation
 1417 Hibino Lighting Inc.
 1417 Hibino Spacotech Corporation
 1512 HOSHINO GAKKI HANBAI CO., LTD.
 1411 HSS Japan KK
 1313 iconic
 1606 Italian Sound Design Japan Inc.
 1517 JAPAN STAGE SOUND BUSINESS COOPERATIVE
 1510 LD Systems
 1304 Luminex Japan K.K.
 1005 Marc SoundSystems
 1402 Marubun Corporation
 2120 MASS-kobo
 2118 MATSUDA TRADING CO., LTD
 1508 Media Integration, Inc.
 1513 Media Integration, Inc.
 1610 Media Integration, Inc.
 1301 Meyer Sound/Linear Sound Japan Inc.
 1501 MI Seven Japan, Inc.
 1202 Mixwave, Inc
 1410 Mogami Wire & Cable Corp.
 1514 MORSON JAPAN Co., Ltd.
 2109 Musignal Inc.
 2108 Neutrik Limited
 1406 Nihon Electro Harmonix KK
 1417 Nihon Onkyo Engineering Co., Ltd.
 1417 NIPPON ENVIRONMENT AMENITY CO., LTD.
 1408 NMG studio
 1415 NSE Co.Ltd
 1303 NTI Japan Limited
 1201 Onkyo Tokki Ltd
 1409 PASGAO/FBW
 2114 PULSE Co., Ltd.

1515 REWIRE INC.
 1412 S.C.ALLIANCE Inc. / SCA Sound Solutions Co.
 2105 SAKAI CORPORATION
 1611 SANKEN MICROPHONE CO.LTD
 1206 Sennheiser Japan K.K.
 1203 Shenzhen Jiayz Photo Industrial.,Ltd
 1309 SHIZUKA Inc.
 1613 Shure Japan Limited
 1403 SI Co., Ltd
 1205 Solid State Logic Japan K.K.
 2111 SOUTHERN ACOUSTICS Co., Ltd.
 1503 STAGE SOUND ASSOCIATION OF JAPAN
 2103 Studio Equipment Corp.
 1308 Sunphonix company
 1504 Suyama Dental Laboratory
 1505 Synthax Japan Inc.
 1207 TAMURA CORPORATION
 1306 TANIZAWA SEISAKUSHO, LTD
 1516 TAOC/Aisin Takaoka Engineering Co., LTD.
 2121 TASCAM/TEAC CORPORATION
 2106 Tatsuta Electric Wire & Cable Co., Ltd
 1305 TBS RADIO, Inc.
 1314 Tech Trust Japan Co., Ltd.
 1002 TOA Corporation
 1602 TsunagaruBOX by USEDNET
 1608 UETAX Corporation
 1509 UNIKA ELECTRONIC CO., LTD.
 2113 USE Inc.
 1004 voltampere Inc.
 1502 WAV+ LLC
 1209 Yamaha Music Japan Co., Ltd
 1209 YAMAHA SOUND SYSTEMS INC.
 1307 YAMAKI Electric Corporation
 1407 ZOOM CORPORATION

X-Headphone

1107 Aiuto Co., Ltd.
 1102 MI Seven Japan, Inc.
 1104 Sennheiser Japan K.K.
 1106 Sony Marketing Inc.

X-Microphone

1101 Audiobrain.Co.ltd
 1102 MI Seven Japan, Inc.
 1104 Sennheiser Japan K.K.
 1105 Sony Marketing Inc.

Video Production / Broadcast Equipment

5210 Accsoon Technology
 6110 ACEBIL
 4612 ACTUAL Inc.
 5119 ADTECHNO Inc.
 3106 Aim Electronics Co., Ltd.
 3209 AJA/Vizrt/ASK M&E AV over IP/MIM
 2307 ALADDIN
 4615 Amazon Web Services Japan G.K.
 6113 APCOT Inc.
 4204 ARCHIVETIPS
 3111 Ark Ventures Inc.
 3203 ARMOR CO.LTD
 2401 Arvanics Corporation
 4410 ASACA Corporation
 6217 ASC Corporation
 4305 Ascent Co., Ltd
 3403 Association of Radio Industries and Businesses (ARIB)
 5410 ASTRODESIGN, Inc.
 6312 AT Communications k.k.
 5304 ATEN JAPAN Co., Ltd.
 3104 Attain Corporation
 3108 ATTRACTOR Co., Ltd.

5502 Audiostock
 4611 AVer Information Inc.
 5409 Avid Technology K.K.
 2513 AZABU Leasing Corporation
 2610 Backstage Equipment, Inc.
 5411 Barco Co., Ltd.
 6216 BIOS
 6310 Blackbox Network Service
 6407 Blackmagic Design
 6107 Bolin Technology
 2301 BROAD-DESIGN Co., LTD.
 2515 Canare Electric Co., Ltd
 2308 Canon Inc./Canon Marketing Japan Inc.
 5405 CANVAS Co., Ltd.
 4513 Capella Systems
 3302 Cerevo Inc.
 4207 Cisco Systems G.K.
 2606 Comworks Co., Ltd
 2404 Cosmic Engineering Corporation
 6301 CrossImaging Inc
 4203 CTC First Contact Corporation
 4203 CTC System Management Corporation
 4203 CTCSP Corporation
 2502 DATABROAD CORPORATION
 4101 Dell Technologies Japan Inc.
 6207 Dempa Publications Inc.
 5604 Densitron
 6403 DIGICAS LLC
 2605 DOUBLE Research & Development Co.Ltd.,
 6102 DTS INSIGHT Corporation
 2608 DVC Inc.
 6204 Dynacomware Corporation
 6305 DZOFILM
 5407 EIDEN Co., Ltd.
 4512 EIZO Corporation
 3101 ELSA Japan
 4515 Entaniya Co. Ltd.
 5117 EPL Co.,Ltd.
 5408 Flashback Japan Inc.
 5412 FOR-A Company Limited
 5512 Fuchugiken,Inc.
 2517 FUJIFILM Corporation
 5116 FUYOH VIDEO INDUSTRY CO., LTD.
 5602 Gansui Corporation
 3201 GB Labs
 4412 G-Cal Co., Ltd.
 5514 GIN-ICHI Corp.
 3207 Godox
 4511 Grass Valley K.K.
 2610 Grip Factory Munich GmbH
 3002 Groove co., Ltd.
 6212 HAMADA PRESS TECHNICAL MFG.CO., LTD.
 4514 Harmonic Japan G.K.
 5306 HEIWA SEIKI KOGYO CO., LTD. / Libec
 3302 Hibino Corporation
 2406 Hitachi Kokusai Electric Inc.
 2007 HOSOGIKEN
 5505 HYTEC INTER Co., Ltd.
 2610 IDEomotor Robotics Co., Ltd.
 2401 IDK Corporation
 2514 IDX Company, Ltd
 5401 IFOOTAGE
 4208 IKEGAMI TSUSHINKI CO., LTD.
 5513 Imagenet Co., Ltd
 6220 IMAGENICS
 3206 INFILED Japan Co., Ltd
 6211 Intelligent Wave Inc.

4206 Internet Initiative Japan Inc.
 2506 I-O DATA DEVICE, INC.
 6213 ISHIKAWA TRUNK CO.LTD
 2512 ITG Marketing, Inc.
 4308 ITOCHU Cable Systems Corp.
 4203 ITOCHU Techno-Solutions Corporation
 3109 Japan Association of Theatre and Entertainment Technology
 6309 Japan Communication Equipment Co., Ltd.
 2402 Japan Material Co., Ltd.
 2601 Japan Radio Co., Ltd
 2508 JEITA Tape Storage Technical Committee
 3502 Kansai Broadcasting Equipment Exhibition
 5601 KATO ELECTRIC INDUSTRY Co., Ltd.
 5504 Kawasaki Heavy Industries, Ltd
 2307 Kenko Professional Imaging Co., Ltd
 2209 Kenko Tokina Co., Ltd.
 2610 KFX Technology
 6105 KOBAYASHI (KOREA E & EX)
 2204 KOIKE Corporation Limited
 3107 KOKUSAI SHOMEI Co., Ltd
 6212 Kotobuki Solution Co., Ltd.
 3108 KOZO KEIKAKU ENGINEERING Inc.
 2204 Kramer Electronics
 5501 K-WILL Corporation
 2305 Laguna Hills, Inc./DATATON AB
 6304 Leader Electronics Corporation
 2208 Leofoto JAPAN
 2207 LIANTRONICS CO., LTD.
 5406 Live! Japan
 2302 LSI JAPAN Co., Ltd.
 2001 M&Inext, Inc.
 5205 Macnica Americas, Inc.
 5208 Macro Image Technology, Inc.
 5401 Marumi Optical Co., Ltd.
 2307 Matthews Studio Equipment, Inc.
 6302 MEDIA LINKS Co., LTD
 2609 MEDIA PLUS CO., LTD
 3205 Meiko Electronics Co., Ltd.
 2505 MetaData Co., Ltd.
 6209 MIDORIYA ELECTRIC CO., LTD.
 2202 Miharu Communications Inc.
 2002 MIMAKI Electronics Components Co., Ltd.
 2307 MISONICS
 6402 Mitomo Co., Ltd.
 3204 Mitsui Bussan Aerospace Co., Ltd.
 5404 MOUBIC INC.
 2503 MouseComputer Co.,Ltd.
 6203 MUSASHI Co., Ltd.
 6203 Musashi SI Co., Ltd.
 6117 NAB SHOW
 3208 nac Image Technology Inc/ASK Corporation
 3112 NANLITE/NANLUX (VANLINKS Co.,Ltd.)
 2602 Nash Music Library
 3113 NEC Corporation
 2006 NEP Inc.
 6109 NetApp G.K.
 2303 NETGEAR Japan G.K.
 4613 NEWX
 5209 Nextorage Corporation
 6405 NHK Enterprises, Inc.
 6404 NHK Technologies, Inc.
 6406 NHK/JEITA
 6208 NICCABI CORPORATION/Plannet co,ltd
 5305 NIKON CORPORATION
 3503 NIPPON STEEL WELDING & ENGINEERING CO., LTD.
 6106 Nippon Television Network Corporation
 5506 Nippon Video System Co.Ltd

2610 NKL Inc.
 5301 NTT business solutions corporation
 5303 NTT Innovative Devices Corporation
 5301 NTT SmartConnect CORPORATION
 5302 NTT TechnoCross Corporation
 6206 Oinuvision.co., Ltd
 2002 OPTOHUB Co., Ltd.
 2210 OTARITEC Corporation
 6218 OWC Asia Inc
 5212 PALTEK CORPORATION
 4309 Panasonic Connect Co., Ltd.
 5510 Panduit Corp. Japan Branch
 6214 PANTHER GmbH
 4516 PHOTRON LIMITED
 4307 PLAY, inc.
 3105 Portkeys
 5207 PREMIER Corporation
 2611 PROKIZAL.COM INC.
 5605 PROSPER ELECTRONICS Co., Ltd
 5118 P-tec Co., Ltd.
 5001 RAID Inc.
 6308 Raritan Japan, Inc.
 5508 REC SYSTEM co., Ltd
 5212 Restar Communications Corporation
 2501 RF DESIGN Co., Ltd
 6001 Riedel Communications GmbH & Co.KG
 6219 RIP-TIE, Inc.
 5503 Roland Corporation
 5206 Sakura Eiki Co., Ltd
 6306 Salon Films Japan
 2512 Samsung SSD
 2403 Sanshin Electronics Co., Ltd.
 6214 Sanwa Cine Equipment Rental Co., Ltd./Sanwa Pro Light, Inc.
 5113 S-CONN ENTERPRISE CO., LTD.
 6108 SCREW INC.
 3103 SDJ K.K.
 2509 Seagate
 2511 SEETEC
 2206 Seiko Solutions Inc.
 5403 SEIKOH GIKEN Co., Ltd.
 3102 Semtech Corporation
 3405 Servants International Corporation
 3404 SET (Brazilian Society of Television Engineering)
 6101 Settsu Metal Industrial Co., Ltd.
 5211 Shenzhen Hollyland Technology Co., Ltd.
 6311 Shotoku Broadcast Systems
 5608 SHOTOVER Systems
 3201 SI Media
 2203 SIGHTRON JAPAN CO., LTD
 2516 SIGMA Corporation
 2209 SLIK CORPORATION
 6307 SmallRig
 6116 Sony Marketing Inc.
 6104 Sony Wireless Communications Inc.
 3402 SPICE inc.
 6202 Stack Electronics Co., Ltd.
 2004 studio.Ricordi
 2306 Sugai Enterprise Corporation
 2309 SWIT ELECTRONICS CO., LTD
 6405 Synergy K.K.
 6205 Synk Inc.
 5212 TAC SYSTEM, INC.
 5114 Taiwan Electrical and Electronic Manufacturers' Association
 5606 Technical Farm Inc.
 3302 TECHNO HOUSE INC.
 2603 Teledyne LeCroy
 5511 Teletream Japan G.K.

2205 TESmart
 2510 THAMWAY CO., LTD.
 3110 THE TOKYO TRADING CO., LTD.
 2504 THIRDWAVE CORPORATION
 2304 THREE M .inc
 3202 TOKYO ELECTRON DEVICE LIMITED
 2005 TOMOCA Electronics Co. Ltd.
 6115 Too Corporation
 4207 TOSHIBA DIGITAL SOLUTIONS CORPORATION
 4207 Toshiba Infrastructure Systems & Solutions Corporation
 4207 TOSHIBA LIGHTING & TECHNOLOGY CORPORATION
 6103 TOTSU INTERNATIONAL CO., LTD
 3003 Traffic Sim Co., Ltd.
 2607 TSUTA-WORLD
 6112 TV Asahi Corporation
 6112 TV Asahi Create Corporation
 4306 TVU networks
 5507 UCHIDA YOKO CO., LTD.
 4614 UNITEX Corporation
 6114 ValueHD Corporation
 6303 Verbatim Japan Ltd.
 6201 Videndum Media Distribution
 3301 Videndum Production Solutions KK
 2405 Videotron Corporation
 5509 VILLAGE island Co., Ltd.
 5111 Well Buying Industrial Co., Ltd.
 6210 Western Digital GK
 3501 YOSHIMI CAMERA Co., LTD.
 5112 YUAN HIGH-TECH DEVELOPMENT CO., LTD.

Entertainment/ Lighting

3412 ACME-JAPAN Co.Ltd.
 3507 Agai Trading Corporation
 3421 AOTO ELECTRONICS (JAPAN) Co., LTD.
 3420 Aputure Imaging Industries Co., Ltd.
 3418 Chainzone Technology (Foshan) Co., Ltd.
 3420 Deity Microphones
 3419 GUANGZHOU ZHIYING TECHNOLOGY CO., LTD.
 3409 Hobolite
 3505 Hyundai Fomex Co., Ltd.
 3408 ImageVISION Co. Ltd.
 3508 Kelvin
 3422 Koto Electric Co., Ltd.
 3411 ProFound by JILLite Inc.
 3414 REDCLIFF, inc.
 3417 Rotolight
 3504 SAEDA Co., Ltd.
 3416 Shenzhen Magnimage Technology Co., Ltd
 3407 STAGE ONE INTERNATIONAL CO., LTD.
 3413 State of the Art Technologies Expression Association
 3506 TAKE INC.
 3422 Tokushu Eizai Co., Ltd.
 3410 TOKYO BUTAI SHOWMEI CO., LTD.
 3406 USHIO LIGHTING, INC.
 INTER BEE IGNITION x DCEXPO

3326 ASIAGRAPH 2023 CG Art Gallery
 3326 Digital Content Association of Japan (DCAJ)
 3325 Embodied Media Project, Keio University Graduate School of Media Design
 3327 Filot Co., Ltd
 3328 GRAPS Co., Ltd.
 3324 Meta, Reality Labs Research (from SIGGRAPH 2023)
 3332 MITSUME
 3330 Qoncept, Inc.
 3349 SIGGRAPH Asia 2023
 3331 Techno-Speech
 3329 ViXion Inc.

Startup Area

3347 Ferment Media Research/Waseda University
 3343 Inami-Monnai Laboratory, The University of Tokyo
 3346 Information Somatics Lab , The University of Tokyo/Prototyping & Design Laboratory, The University of Tokyo/SPLINE DESIGN HUB Corp.
 3348 Itoh Laboratory, Aoyama Gakuin University/OMRON SINIC X Corporation
 3342 KOSAKA LABORATORY, Tokai University
 3345 Shibaura Institute of Technology/The University of Tokyo/BYE BYE WORLD Inc.
 3344 Sony Corporation

TechBiz

3337 artics
 3341 bestat Inc
 3340 forio, Inc
 3339 Nefron Inc.
 3334 One by One Music Inc.
 3335 palan, Inc.
 3336 Portalgraph
 3338 TRIBAWL Co. Ltd.

Innovative Technologies

3333 Bocek, inc
 3312 Daikanyama Metaverse Studio
 3305 Doublenest
 3321 Ekohe Japan Ltd.
 3306 FACIL'iti Japan
 3304 IDEAKITT
 3322 KALKUL Inc.
 3311 Kashika, Inc.
 3308 PBADAO Co., Ltd.
 3323 PEOPLE DESIGN INSTITUTE
 3307 playknot INC.
 3316 polygros Inc.
 3310 Qoncept, Inc.
 3314 Shunkei
 3313 Sound KOUBE
 3309 Spacial Inc.
 3315 Sparkup/Meet&Connect
 3319 Stroly Inc.
 3320 Tailor Innovations Inc.
 3318 TOTEMO
 3317 WELL-BEING TECHNOLOGY

Media Solutions

4302 Bay Technologies, Inc.
 5202 CHUKYO ELECTRON CO., LTD.
 5202 CHUKYO TV. BROADCASTING CO., LTD.
 4604 Digital Processing Systems Japan K.K.
 5204 Dolby Japan K.K.
 4508 Evolve International K.K.
 5203 Explorer Inc.
 4408 Fastly, Inc.
 4501 Fiber 26 Network Inc.
 4606 FUJIMIC, INC.
 4603 HikariPath Communications Co., Ltd.
 4508 InfinityPro
 4508 InfinityPro Asia (Singapore) Pte. Ltd.
 5104 InnoQos Corporation
 4303 INNTECH CORPORATION
 4507 intoPIX sa
 4509 IVS41 Co., Ltd.
 5105 J21 Corporation
 5103 Japan Association of Video Communications
 4502 KORG INC.
 4605 Magewell
 4406 MEDIACAST CO., LTD.
 4001 MEDIAEDGE Corporation

4602 Mediaproxy
 5101 MEMORY-TECH CORPORATION
 4403 MOSWELL CO., LTD
 4407 NAYUTANET Inc.
 4404 Network Electronics Japan Co.,
 4401 NGC Corporation
 4606 NHK Technologies, Inc.
 4606 NTV Wands Inc.
 5106 PIXEL HOUSE
 3345 Shibaura Institute of Technology/The University of Tokyo/BYE BYE WORLD Inc.
 4301 PLAT WORKS Corporation
 4401 QUANTUM STORAGE JAPAN CORPORATION
 5102 Research Institute of Systems Planning, Inc.
 4506 Rikei Corporation
 4510 Samsung R&D Institute Japan
 5108 Studio tech
 5201 Tata Communications (Japan) K.K.
 4606 TBS GLOWDIA, Inc.
 4301 Tokushima 4k forum
 4304 TOMODY,Inc.
 4405 TopCreation co., Ltd
 4606 TV Asahi Service Co., Ltd.
 4606 TV TOKYO Systems, Inc.
 4402 TVSnext
 4407 Westbrook Corporation
 4409 YoloLiv Technology

INTER BEE BORDERLESS

4106 IPTV FORUM JAPAN
 4102 J-Stream Inc.
 4108 Multiscreen Broadcasting Study Group
 4107 New Relic K.K
 4110 ORCA Production, Inc.
 4109 SKY Perfect JSAT Corporation
 4104 STRANDER Inc.
 4109 TOKYO FM Broadcasting Co., Ltd.

INTER BEE CREATIVE

5012 IMAGICA Lab. Inc.
 5013 Japan Post Production Association
 5010 L'espase Vision Co., Ltd.
 5014 METAVERSE PRODUCTION
 5009 qooop, Inc.
 5011 Sound City

Video Marketing Lounge

5003 Kotatsu,inc
 5005 MEATUS Inc.
 5004 Somethingfun! Inc.
 5006 SPACE SHOWER NETWORKS INC./SEP, INC.
 5007 WAS Corporation

IABM Pavilion

4601 IABM
 4601 Doteck
 4601 Encompass Digital Media
 4601 ETHERE
 4601 Hewlett Packard Enterprise
 4601 Intel Corporation
 4601 MASV
 4601 Synamedia Vividtec
 4601 ViaLite Communications

Online Exhibitor

Google Cloud Japan

INTER BEE FORUM

First real venue opening and keynote in four years

Opening & Keynote

The Opening & Keynote session was held from 10 am on November 15, the first day of the event in the International Conference Hall of Makuhari Messe.

The Opening & Keynote session opened with a welcome address by Keiji Kojima, Chairman of the Japan Electronics and Information Technology Industries Association (JEITA), followed by speeches by Yoichi Ogasawara, Director-General of the Information Distribution Administration Bureau, Ministry of Internal Affairs and Communications, on "Recent Trends in Broadcasting Policy" and Kenji Terada, Director-General and Chief Engineer, Japan Broadcasting Corporation (NHK), on "NHK's Approach Towards 'Challenges in a New Era'" by Mr Kenji Terada, Director and Chief Engineer of the Japan Broadcasting Corporation.

Many visitors listened attentively to the lectures, which were held in real time for the first time in four years.



Yoichi Ogasawara
Ministry of Internal Affairs and Communications
Director-General of the Information and Communications Bureau



Kenji Terada
Japan Broadcasting Corporation
Senior Director, Chief of Engineering

'Inter BEE has a wide range of content to meet the needs of a diverse range of users'

The organisation of this event was made possible by the support of the relevant ministries and various organisations, as well as many people from related organisations. We would like to take this opportunity to thank them once again. Inter BEE was originally established as the International Broadcast Equipment Exhibition in 1965, and has built up a history as an exhibition of broadcasting technology in the fields of sound, image and communication.

Inter BEE has built up a history as an exhibition of broadcasting technology in the fields of sound, image and communication. In recent years, Inter BEE has also become an exhibition that presents a new user experience for the media industry. The exhibition has evolved into a comprehensive media event that covers the entire user experience. As you are aware, digitisation has accelerated around the world as digital technology has spread rapidly and in response to pandemics. Generation. With advanced technologies, including synthetic AI, the digital transformation of society and the economy will continue to make great strides. We are committed to economic we are working with various industries to realise 'Society 5.0', which combines economic development with solutions to social issues.

This year's Inter BEE, the 59th of its kind, will be a showcase for the convergence of broadcasting and telecommunications, video marketing and cutting-edge start-up technologies, as well as a broad range of new technologies to meet the needs of diverse users. The exhibition has a wide range of content to meet the needs of a diverse range of users. We hope that all visitors to the exhibition will enjoy their visit to Inter BEE, we hope that you will take full advantage of this Inter BEE and make the most of it for your future business. Last but not least, we hope that this event will be a place that creates even better business opportunities for all exhibitors and visitors.

We hope that this event will create better business opportunities for all exhibitors and visitors. I also wish for the further development of the industry, culture and society related to media content. I would like to conclude my speech by wishing for the further development of the industry, culture and society related to media content.



Keiji Kojima
Chairman of JEITA
Representative Executive Officer,
President & CEO, Hitachi, Ltd.

11/15 Wed.

KN-151 INTER BEE FORUM KEYNOTE International Conference Room

Inter BEE 2023 Opening & Keynote

Greeting from Organizer of JEITA

Keiji Kojima
Chairman of JEITA
Representative Executive Officer, President & CEO, Hitachi, Ltd.

Opening & Keynote 1: Recent Trends in Broadcasting Policy

Yoichi Ogasawara
Ministry of Internal Affairs and Communications
Director-General of the Information and Communications Bureau

Opening & Keynote 2: NHK's Approach Towards "Challenges in a New Era"

Kenji Terada
Japan Broadcasting Corporation
Senior Director, Chief of Engineering



KN-152 INTER BEE IP PAVILION KEYNOTE International Conference Room

Circuit Design to Achieve Successful IP Remote Production

Proposer:
Mitsuo Amasaka Nippon Telegraph and Telephone East Corporation
Ayumu Kodama NTT Business Solutions Co.

Makoto Kawaguchi NTT Communications Corporation Service 2, Cloud&Network Services, Platform Service Division
Shoichi Okawa KDDI CORPORATION

Mitsuharu Katsuta LiveU Japan K.K. Senior Director Business Development
Hajime Kogai Sony Marketing Inc. General Manager B2B Business Dept. B2B products & Solution Div.

Questioner:
Hisatomo Nakahama Shizuoka Daiichi TV Technical Production Department System Manager
Jun Takata Japan Broadcasting Corporation Tottori Broadcasting Station Content Center Program Technology

Moderator:
Isamu Yoshii New Media magazine

SP-152 INTER BEE FORUM Special Session Room 201

Advanced Imaging University 2023 Frontiers of Virtual Production and Volumetric Capture

Jim Chabin Advanced Imaging Society President *Video lecture
Takashi Kawai Advanced Imaging Society Japan Chapter Chair

Noritaka Nanri The Association for Promotion of Advanced Broadcasting Services Public Relations and Planning Dept. General Manager
Daisuke Kobayashi Sony PCL Inc. New Solution Development Strategy Office General Manager

KN-153 INTER BEE FORUM KEYNOTE International Conference Room

New Sound Creation Challenge! 2023 - The sound that directors are hoping for, engineers want to create, and listeners want to hear -

Panelist:
Satoshi Inoue tv asahi productions Chief Creator / Producer
Hajime Takagi Digitalcircus Inc. Sound Designer / Re-Recording Mixer
Miho Shimada HUMAX CINEMA Inc. HAC Division Re-Recording Mixer Manager
Taketo Takahashi Tokyo Sound Production Inc. Audio Center Leader

Moderator:
Takehiko Abe tv asahi corporation systems development & technical maintenance center

SP-154 INTER BEE FORUM Special Session Room 201

Viewership=User Flow in "Broadcasting and Internet," as Shown by Audience Data

Panelist:
Ritsuya Oku Dentsu Inc. Chief Executive Director, Dentsu Media Innovation Lab Fellow Dentsu Institute
Shimpei Okada radiko co., Ltd. Director, Administration Department Manager, Data Management Team Leader

Shohei Okubo AbemaTV, Inc. Head of Product Division, Business Development Headquarters

Moderator:
Kouji Fukada INTAGE Inc. Promotion General manager

11/16 Thu.

KN-161 INTER BEE FORUM KEYNOTE International Conference Room

IPTV Forum Project: Fighting Fakes, Initiatives by the Media Industry

Opening speech
Hiroshi Esaki IPTV Forum Japan Professor of Graduate School of the University of Tokyo

Keynote speech
Yukari Iimura Ministry of Internal Affairs and Communications

Panel discussion:
Fighting fakes, media industry initiatives! ~Originator profiles and CAI/C2PA~

Panelist:
Yukari Iimura Ministry of Internal Affairs and Communications
Tatsuya Kurosaka KUWADATE, Inc. Specially appointed professor of Graduate School of Keio University

Tsuyoshi Otake NHK Science & Technology Research Laboratories
Shoichi Nishiyama Adobi Inc.

Moderator:
Nami Yamamoto Professor, Kyoto Universit of Academic Science

SP-161 INTER BEE FORUM Special Session Room 201

Commentary Discussion: The Future of the European Media Outlook Debate

Panelist:
Koichi Sonoda MediaTech ELSI R&D President
Takeshi Shimizu BBC Broadcast Interpreter

Moderator:
Isamu Yoshii New Media magazine

KN-162 INTER BEE BORDERLESS KEYNOTE International Conference Room

The Head of a Local Station Shares Thoughts on the Future of Regional Media

Panelist:
Masaya Fujinoki HIGASHI NIPPON BROADCASTING Co.,Ltd. President
Keizo Matsunami CBC TELEVISION CO.,LTD. President
Choemon Tanabe SAN-IN CHUO TELEVISION BROADCASTING CO.,LTD. President
Koji Oonishi Nankai Broadcasting Company,Ltd. Representative Director and President

Moderator:
Keiko Murakami Japan Broadcasting Corporation Executive Researcher, Broadcasting Culture Research Institute

SP-162 INTER BEE FORUM Special Session Room 201

Initiatives to Reduce CO2 in Broadcast Programming/ Commercial Production and Future Measures

Panelist:
Jin Imaizumi Imajin Consulting Consultant/Analyst
Takeshi Araki DENTSU Inc. Public Project Promotion Office/ Senior Producer
Erika Hayashi Japan Broadcasting Corporation Expert-Environment and Energy Secretariat, General Affairs Department
Nami Inoue TBS HOLDINGS Inc. Division President, Sustainability Transformation (SX) Center

Moderator:
Yoshiko Kobata Fuji Television Network Associate Director, Sustainability Management Department/news commentary

SP-163 INTER BEE FORUM Special Session Room 201

New Sounds and Music Created by AI/Machine Learning

Panelist:
AI and Machine Learning Trends in Overseas Products
Yosuke Maeda Media Integration, Inc. ROCK ON PRO Product specialist

A new music generation using machine learning, drum sound generation and music analysis techniques using Deep Learning
Haruhiko Kishi Sony Computer Science Laboratories, Inc. Technology Promotion & Deployment Group/Project Engineer

Case studies of research on AI arrangements/music annotation providing support in music creation and instrumental performances
Masahiro Suzuki Yamaha Corporation Research & Development Division Researcher

Moderator:
Takehiko Abe tv asahi corporation systems development & technical maintenance center

SP-164 INTER BEE FORUM Special Session Room 201

Audio Coding Scheme for Advanced Digital Terrestrial Television Broadcasting

On 'MPEG-H 3D AUDIO'
Fahim Nawabi Fraunhofer

On 'AC-4'
Satoshi Teshigawara Dolby Japan K.K. Senior Manager, License & Ecosystem

KN-164 INTER BEE CREATIVE KEYNOTE International Conference Room

[Movie Screening Event] Carol of the Bells

Greeting:
Olesia Morhunets=Isaienko Film Director Public Broadcasting Company of Ukraine

INTER BEE FORUM

11/17 Fri.

KN-171 INTER BEE IGNITION x DCEXPO KEYNOTE International Conference Room

The Future of VR Driven by HMD Evolution Consecutive Translation

Panelist:
Yang Zhao
 Meta, Reality Labs Research
Masahiko Inami
 Special Advisor to the President for The University of Tokyo, Deputy Director Professor for Advanced Science and Technology

Moderator:
Kiyoshi Kiyokawa
 Professor, Cybernetics & Reality Engineering (CARE) Laboratory, Graduate School of Information Science, Nara Institute of Science and Technology

10:30
11:30

SP-171 INTER BEE FORUM Special Session Room 201

Discussing the Close Future of Radio Broadcasting - Challenges and Developments

Hideki Hashimoto
 President, STV Radio Inc.
Hisashi Kawakita
 Professor, Taisho University

Yoshihiro Oto
 Sophia Univ Professor, Department of Journalism

10:30
11:30

KN-172 INTER BEE FORUM KEYNOTE 国際会議室

The Latest Trends in the Convergence of the Entertainment Industry and Digital Communication

Kenji Kitatani
 Professor of KIT Grad School, Chairman of DAZN Japan, Director of InterFM89.7, Auditor of Broadmedia Corporation
Yuko Sasai
 PIA Research Institute Corporation Director, General Manager

13:00
14:00

SP-172 INTER BEE FORUM Special Session Room 201

JEITA AVC subcommittee project: Shifts in Content Viewing Styles of College Students and Future Direction for Manufacturers

Hiroyoshi Sunakawa
 Rikkyo University Dean, College of Sociology Professor, Department of Communication and Media Studies
Eiko Koshiro
 University of the Sacred Heart Professor, Department of Human Relations, Faculty of Liberal Arts

13:00
14:30

KN-173 INTER BEE CREATIVE KEYNOTE International Conference Room

What questions does the power of video pose to society? And what potential does it hold? - Producing the film "Carol of the Bells" Consecutive Translation

Olesia Morhunets-Isaienko
 Film Director, Public Broadcasting Company of Ukraine
Kensuke Kishi
 Video director/Author

Moderator:
Takafumi Yuki
 INTER BEE CREATIVE Director

14:30
16:00

SP-173 INTER BEE FORUM Special Session Room 201

Special Three-Part Segment: AI, Fakes and Broadcasts Special support: Digital Policy Forum Japan

Naoto Kikuchi
 Digital Policy Foundation Director
Nobuhisa Hanamitsu
 Specially appointed professor of Graduate School of Keio University

Hisanori Watanabe
 Sophia University Faculty of Humanities Professor, Department of Journalism

15:00
16:30

Exhibitor Seminar

▶ Venue: Makuhari Messe Room 103, 1F International Conference Hall/ Room 104

ES1-153 "WRIDGE LIVE" Online Switching Service for Live Streaming Launched
 14:00 ▶ 15:30
 - No Need for Professionals on the Live Streaming Scene! Low cost and time/manpower saving are realized! -
Takeshi Tomimori
 TOMODY, Inc. CEO

ES2-153 Introduction of Haivision's latest 5G & SRT technologies and products, and SRT user case studies
 14:00 ▶ 15:30
Peter Maag
 Haivision Systems Inc. Chief Strategy Officer and Executive Vice President
Hasei Terada
 Asahi Television Broadcasting Corporation Strategic Partnerships Manager, Production Engineering Department Engineering Division

ES1-154 Next generation radio master control system PoC report (Master software, integration, and cloud)
 16:00 ▶ 17:30
Takashi Maenaka
 Sky Perfect JSAT Corporation
Osamu Kawashima
 TOKYO FM BROADCASTING CO.,LTD

ES1-162 AWS for Media & Entertainment - Broadcasting and Distribution Workflow with AWS Cloud
 12:00 ▶ 13:30
Mikihiko Tsunematsu
 Amazon Web Services Japan G.K. Director, Telecom, Media, Strategic Business Unit
Takato Yamaguchi
 Amazon Web Services Japan G.K. Business Development Manager (Media & Entertainment)
Manami Umazume
 WOWOW Inc.

Takuma Hara
 Tokyo Broadcasting System Television, Inc.
Takahiko Muranaka
 Asahi Broadcasting Group Holdings Corporation
Yo Nagata
 Sony Music Marketing United Inc.
Makoto Furuta
 DataCurrent Inc.

ES1-163 Live Remote production in Cloud, private cloud, virtualized infrastructure
 14:00 ▶ 15:30
Luc Doneux
 RIEDEL Communications GmbH & Co. KG Director Live Production, Global

ES1-171 Service integration and group-wide synergies through the establishment of TBS ID: The challenge of internalization toward VISION2030
 10:30 ▶ 11:30
Shogo Fujii
 Marketing Labo, TBS Holdings, INC.
Tomohiro Furugaki
 New Relic, Inc.

ES1-173 Broadcasting IP network proposed by Otaritec and Tokyo Electron Device
 14:15 ▶ 15:15
Ryo Matsuoka
 Tokyo Electron Device LTD. Network Technology Group Products Technology Dept. 3 CN Engineering Division
Yuichiro Munakata
 Arista Networks Japan Limited. SE Lead Chief Engineer
Motoki Oriksa
 OTARITEC Corporation IP System Solutions IP solution & Pre Sales Engineer

▶ INTER BEE EXHIBITOR Online Special Session

ES0-171 A New Era of Media with Google Cloud and Generative AI : A business overview
 10:00 ▶ 11:00
Shohei Yamaki
 Google Cloud Account Executive
Goro Kawagoe
 Nippon Television Network Digital Transformation Assistant Manager
Rina Tsuji
 Nippon Television Network Digital Transformation Assistant Section Chief

ES0-172 A New Era of Media with Google Cloud and Generative AI : A tech deep dive
 11:30 ▶ 12:00
Yuichiro Danno
 Google Cloud Customer Engineer

11/17 Fri.

Co-located Session The 60th JBA Symposium of Broadcast Technology

November 15 (Wed.)	
JBA-151 10:30 ▶ 16:20	Production Engineering
JBA-152 10:30 ▶ 14:40	Streaming
JBA-153 10:55 ▶ 13:50	CG / Computer / Vision
JBA-154 14:40 ▶ 15:55	Broadcasting

November 16 (Thu.)	
JBA-161 13:30 ▶ 16:00	BROADCAST Special Session The Evolution and Future of "Virtual Production" for Television: What will the Latest CG Technology Bring to TV?

November 17 (Fri.)	
JBA-171 10:30 ▶ 16:20	Production Engineering
JBA-172 10:30 ▶ 12:10	Transmission Circuitry
JBA-173 13:00 ▶ 14:40	Datacasting / Broadcast Communications Cooperation / Digital Services
JBA-174 10:30 ▶ 13:50	Sound Broadcasting and Audio
JBA-175 14:15 ▶ 15:30	Transmission

Co-located Session Session ZENEIKYO Forum 2023 in Makuhari

▶ **Forum:**
 International Conference Hall 1F Room 104
 ▶ **After Session Gathering:**
 International Conference Hall 1F Room 101
 ▶ **Organizers:**
 National Board of Regional Visual Industry Associations

11/16 Thu.	
14:30 ▶ 14:50	Opening Salutations
14:50 ▶ 15:20	Ministry of Economy, Trade and Industry Presentation
15:20 ▶ 15:30	Intermission
15:30 ▶ 16:00	Ministry of Internal Affairs and Communication Presentation
16:00 ▶ 16:10	Intermission
16:10 ▶ 17:10	National Board of Regional Visual Industry Associations 2023 Gran Prix Results and Ceremony
17:30 ▶ 19:00	After Session Gathering



ROKE-BENTO Lounge

▶ Venue: Makuhari Messe Exhibition Hall 4, 5
 ▶ Cooperation: Location Japan. net / locationnavi!

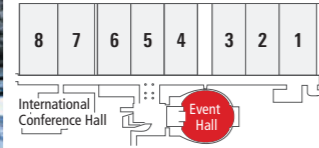
One of the fun things at Inter BEE is the ROKE-BENTO. The major players behind the scenes, ROKE-BENTO, that bring out the power of the workplace were enjoyed by many visitors.



INTER BEE EXPERIENCE

X-Speaker SR Speaker Demo & Presentation

▶ Venue: Event Hall of Makuhari Messe



World-class SR speaker listening experience event

X-Speaker, the largest SR speaker listening experience event in Japan, was revived last year. This year, the number of participants has increased to 13 products and the event was held for three days.

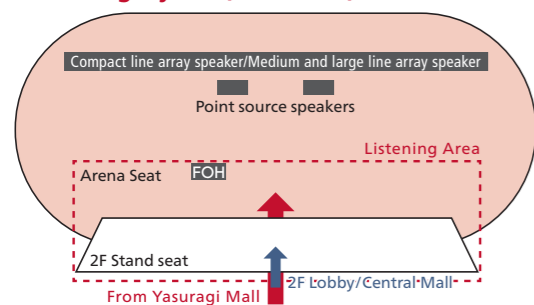
Presentation Schedule

※Time: Nov. 15: 10:00 am - 5:20 pm / Nov. 16: 10:00 am - 5:20 pm / Nov. 17: 10:00 am - 4:40 pm

Time	11.15 Wed.	11.16 Thu.	11.17 Fri.
10:30	JBL hibino corporation	dBTechnologies TEAC Corporation	CLAIR REWIRE INC.
11:10	Bose Corporation	ADAMSCA REWIRE INC.	M Audiobrains.Co.ltd
11:50	NEXO Yamaha Music Japan Co., Ltd.	JBL hibino corporation	Bestec Audio Inc./Beetech Inc.
12:30	RCF ONKYO TOKKI LTD.	VUE audiotechnik Electro Harmonix K.K.	d&b audiotechnik d&b audiotechnik Japan K.K.
14:00	CODA Hibino Intersound Corporation	JBL hibino corporation	dBTechnologies TEAC Corporation
14:40	CLAIR REWIRE INC.	Bose Corporation	ADAMSCA REWIRE INC.
15:20	M Audiobrains.Co.ltd	NEXO Yamaha Music Japan Co., Ltd.	JBL hibino corporation
16:00	Bestec Audio Inc./Beetech Inc.	RCF ONKYO TOKKI LTD.	VUE audiotechnik Electro Harmonix K.K.
16:40	d&b audiotechnik d&b audiotechnik Japan K.K.	CODA Hibino Intersound Corporation	

Equipment Assistance: Audiobrains.Co.ltd /TEAC Corporation

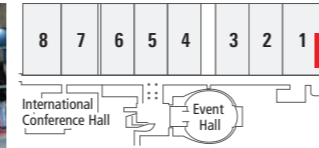
Exhibiting layout (Event Hall)



X-Headphone Headphone Trial Listening

X-Microphone Microphone Trial Listening

▶ Venue: Hall 1 (Professional Audio Equipment)



The popular exhibition, where visitors can freely experience the high sound quality of professional use, returns for the first time in four years!

The popular exhibition where visitors can experience the various features of professional-use headphones and microphones was back for the first time in four years. Visitors could freely listened to the high sound quality of professional-use headphones and microphones without worrying about their surroundings.

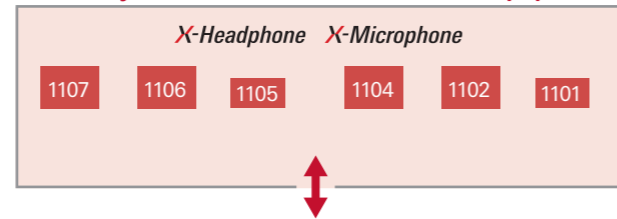
X-Headphone Product Brand/Participating Company

1102	MI Seven Japan, Inc.	AUSTRIAN AUDIO
1104	Sennheiser Japan K.K.	SENNHEISER NEUMANN.BERLIN
1106	Sony Marketing Inc.	SONY
1107	Aiuto Co., Ltd.	adc ULTRASONIC

X-Microphone Product Brand/Participating Company

1101	Audiobrains.Co.ltd	beyerdynamic
1102	MI Seven Japan, Inc.	AUSTRIAN AUDIO
1104	Sennheiser Japan K.K.	SENNHEISER NEUMANN.BERLIN
1105	Sony Marketing Inc.	SONY

Venue Layout: Hall 1 (Professional Audio Equipment)



INTER BEE IP PAVILION

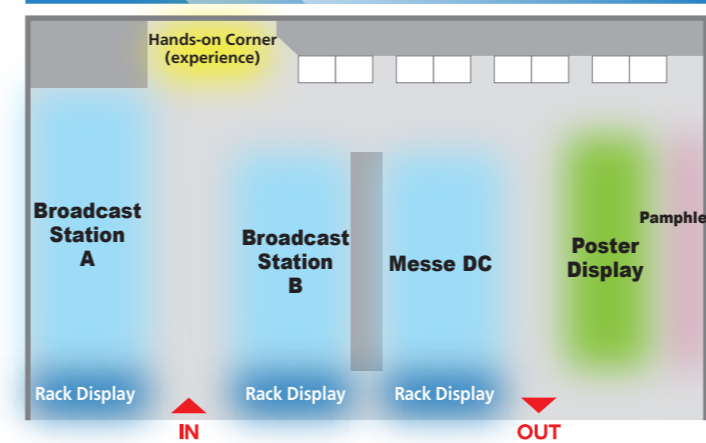
Production of Media over IP Demo System between Makuhari Messe and External Data Center That Transcends the Boundaries between Companies

IP PAVILION developed a production IP system for broadcasters and, for the first time, built a demonstration linking multiple broadcasters and an external data centre. In addition, a hands-on corner for some of the systems was also set up.

Participating Companies/Organizations

IKEGAMI TSUSHINKI CO., LTD.	Panduit Corp. Japan Branch
ITOCHU Cable Systems Corp.	Videotron Corporation
Intelligent Wave Inc.	Hibino Corporation
HC Networks, Ltd.	HIRAKAWA HEWTECH CORP.
Aim Electronics Co., Ltd.	HUAWEI TECHNOLOGIES JAPAN K.K.
NEC Corporation	PHOTRON LIMITED
NTT Innovative Devices Corporation	FUYOH VIDEO INDUSTRY CO.,LTD.
Zabbix Japan LLC	FOR-A Company Limited
Cisco Systems G.K.	Bosch Security Systems
Japan Material Co.,Ltd.	Marubun Corporation
SEIKOH GIKEN Co., Ltd.	MEDIA LINKS Co.,LTD
Seiko Solutions Inc.	Lambda Systems Inc.
Sony Marketing Inc.	Leader Electronics Corporation
TAMURA CORPORATION	
DIGICAS LLC	◆Adviser
TOKYO ELECTRON DEVICE LIMITED	National Astronomical Observatory of Japan
Toshiba Infrastructure Systems & Solutions Corporation	SAKURA internet Inc.
TOYO Corporation	NHK Technologies, Inc.
Panasonic Connect Co., Ltd.	Nippon Television Network Corporation (ARIB)
HARADA CORPORATION	New Media magazine
	Fuji Television Network, Inc. (ARIB)

Booth Map



KEYNOTE

11/15 Wed.

KN-152 INTER BEE IP PAVILION KEYNOTE International Conference Room	
Circuit Design to Achieve Successful IP Remote Production	
Proposer:	
Mitsuo Amasaka NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION	Ayumu Kodama NTT Business Solutions Co.
Makoto Kawaguchi NTT Communications Corporation Service 2, Cloud&Network Services, Platform Service Division	Shoichi Okawa KDDI CORPORATION
Mitsuharu Katsuta LiveU Japan K.K. Senior Director Business Development	Hajime Kogai Sony Marketing Inc. General Manager B2B Business Dept. B2B products & Solution Div.
Questioner:	
Hisatomo Nakahama Shizuoka Daiichi TV Technical Production Department System Manager	Jun Takata Japan Broadcasting Corporation Tottori Broadcasting Station Tottori Broadcasting Station Content Center Program Technology
Moderator:	
	Isamu Yoshii New Media magazine

Relay seminar

▶ Venue: Exhibition Hall 3 Special stage

11/15 Wed.	
10:30 ▶ 10:50	Pre-briefing for guided tour participants
11:00 ▶ 11:20	Basics : IP PAVILION Broadcast Equipment Overview Sony Marketing Inc.
11:30 ▶ 11:50	Basics : IP PAVILION network equipment overview TOKYO ELECTRON DEVICE LIMITED
12:00 ▶ 12:20	Basics : Audio equipment overview and ST2110-30 Hibino Ltd. hibino corporation
12:30 ▶ 12:50	Basics : ARIB initiative on standardisation of IP interfaces for programme production Association of Radio Industries and Businesses (ARIB)
13:00 ▶ 13:20	Pre-briefing for guided tour participants
13:30 ▶ 13:50	Utilization : Case studies of high-quality local and amateur sports coverage in remote productions using IP rtv inc.
14:00 ▶ 14:20	Basics : Synchronization Technology with PTP Seiko Solutions Inc.
14:30 ▶ 14:50	Basics : Integrated monitoring in IP PAVILION Zabbix Japan LLC
15:00 ▶ 15:20	Pre-briefing for guided tour participants
15:30 ▶ 15:50	Proposal : The use of digital twin in the media industry KDDI CORPORATION
16:00 ▶ 16:20	Utilization : TV Hokkaido's idea of introducing 'Master IP' Television Hokkaido Broadcasting Co. LTD.
11/16 Thu.	
10:30 ▶ 10:50	Pre-briefing for guided tour participants
11:00 ▶ 11:20	Basics : IP PAVILION Broadcast Equipment Overview FOR-A Company Limited
11:30 ▶ 11:50	Basics : PAVILION network equipment overview HC Networks, Ltd.
12:00 ▶ 12:20	Basics : Audio equipment overview and ST2110-30 Bosch Security Systems Ltd.
12:30 ▶ 12:50	Basics : ARIB work on IP interface standardisation for programme production Association of Radio Industries and Businesses (ARIB)
13:00 ▶ 13:20	Pre-briefing for guided tour participants
13:30 ▶ 13:50	Utilization : Preparation and progression of remoproduction Japan Broadcasting Corporation
14:00 ▶ 14:20	Basics : Synchronization Technology with PTP Leader Electronics Corporation
14:30 ▶ 14:50	Basics : Telemetry monitoring of MoIP networks TOKYO ELECTRON DEVICE LIMITED/Cisco Systems, Inc./Huawei Technologies Co., Ltd.
15:00 ▶ 15:20	Pre-briefing for guided tour participants
15:30 ▶ 15:50	Proposal : Introduction to remote production using the P-Network Nippon Telegraph and Telephone East Corporation /NTT SmartConnect Corporation.
16:00 ▶ 16:20	Utilization : TV Hokkaido 'Master IP' introduction idea Television Hokkaido Broadcasting Co. LTD.
11/17 Fri.	
10:30 ▶ 10:50	Pre-briefing for guided tour participants
11:00 ▶ 11:20	Basics : IP PAVILION Broadcast Equipment Overview PHOTRON LIMITED
11:30 ▶ 11:50	Basics : IP PAVILION Network Equipment Overview NTT Innovative Devices Corporation
12:00 ▶ 12:20	Basics : Audio Equipment Overview and ST2110-30 TAMURA Corporation
12:30 ▶ 12:50	Basics : ARIB's Efforts on Standardization of IP Interfaces for Program Production Association of Radio Industries and Businesses (ARIB)
13:00 ▶ 13:20	Pre-briefing for guided tour participants
13:30 ▶ 13:50	Utilization : The Use of Cloud Computing and dData Centres SAKURA internet Inc.
14:00 ▶ 14:20	Basics : Synchronisation Technology with PTP HARADA CORPORATION
14:30 ▶ 14:50	Basics : The Need for sStream Monitoring Intelligent Wave Inc./NTT Innovative Devices Corporation/Leader Electronics Corporation
15:00 ▶ 15:20	Pre-briefing for guided tour participants
15:30 ▶ 15:50	Proposal : Introduction to Remote Production Using IP Networks NTT business Solutions corporation
16:00 ▶ 16:20	Special Discussion : MoIP from a broadcasting perspective and MoIP from a communications perspective ~Utilising the results of the IP PAVILION2023 demonstration system here~ Japan Broadcasting Corporation/National Astronomical Observatory of Japan/Zabbix Japan LLC

INTER BEE BORDERLESS

The media has no limits. Therein lied the future of business.

KEYNOTE 11/16 Thu.

KN-162 INTER BEE BORDERLESS KEYNOTE International Conference Room

The Head of a Local Station Shares Thoughts on the Future of Regional Media

Panelist:

- Masaya Fujinoki** HIGASHI NIPPON BROADCASTING Co.,Ltd. President
- Keizo Matsunami** CBC TELEVISION CO.,LTD. President
- Keiko Murakami** Japan Broadcasting Corporation Executive Researcher, Broadcasting Culture Research Institute

Moderator:

- Keiko Murakami** Japan Broadcasting Corporation Executive Researcher, Broadcasting Culture Research Institute

Panelist:

- Choemon Tanabe** SAN-IN CHUO TELEVISION BROADCASTING CO.LTD President
- Koji Oonishi** Nankai Broadcasting Company,Ltd. Representative Director and President

Special Session

11/15 Wed. BORDERLESS Day

Three sessions discussing how broadcast content reaches people borderlessly beyond the airwaves. The key word is 'total reach.' The double and triple value of programmes was seen, considering how to measure content and find value beyond viewership ratings.

BL-151 10:30▶12:00

The Era of Borderless Distribution/Broadcasting -Will businesses and institutions be able to catch up with the audiences that are ahead of them?

Moderator:

- Ritsuya Oku** Dentsu Inc. Chief Executive Director, Dentsu Media Innovation LabFellow, Dentsu Institute

Panelist:

- Takashi Uchiyama** Aoyama Gakuin University School of Cultural and Creative Studies
- Mariko Morishita** Dentsu Inc. Principal Researcher, Dentsu Media Innovation Lab

BL-152 13:00▶14:30

Where Web News is Now - Digital news coverage and platforms for broadcasting stations -

Moderator:

- Yoshio Mikazuki** Nippon Television Network Corporation

Presentation

- Rentaro Nagahara** Google Japan G.K. Head of News Partnerships, YouTube Japan

Panelist:

- Mitsuaki Fujiwara** LY Corporation,Inc Yahoo! News Contents Product Lead
- Hiroki Nishimura** TV Asahi Corporation Director, Cross-Media Development Center, News Division

BL-153 15:00▶16:30

Changing the Future of Drama: Advertising and Data Analytics

Moderator:

- Tomoko Hasegawa** Content Business Journalist

Panelist:

- Nobuyuki Takeuchi** KANSAI TELEVISION CO.LTD. Content Business Department Content HQ Executive Director
- Yoshiki Kawamura** REVISIO Inc. Co-Founder / Head of Sales
- Chika Igarashi** LIXIL Corporation Brand & Marketing Strategy Division Marketing Communication Department Leader

11/16 Thu. LOCAL Day

What can local stations do to survive? This discussion, which is no longer a taboo, was clarified through specific case studies, management vision, and involvement with local media. What is called into question is the attitude towards facing the region anew. We held three sessions that would give you hints.

BL-161 10:30▶12:00

Local Station's Business of Solving Local Issues - Voices from the community paving the way to the future -

Moderator:

- Koji Nagae** TVQ KYUSHU BROADCASTING CO.,LTD.

Panelist:

- Shino Ohsaka** The Sapporo Television Broadcasting Co.,Ltd
- Satoshi Ichihara** Trade Media Japan Co.,Ltd. (Miyazaki Broadcasting Group) Director/General Manager
- Masashi Ando** Nagoya Broadcasting Network Co., Ltd.
- Yoshio Shinoda** Okayama Broadcasting Co., Ltd. Announcer Director of Accessibility Team

Panelist:

- Masashi Ando** Nagoya Broadcasting Network Co., Ltd.
- Yoshio Shinoda** Okayama Broadcasting Co., Ltd. Announcer Director of Accessibility Team

BL-163 15:00▶16:30

The Potential of Local Media - Insights from the Creators of CATV's "Super" Local Content

Moderator:

- Koichi Nihei** Standing director, Japan Cable and Telecommunications Association

Panelist:

- Toshio Tsuchiya** Gontents Corp. CEO
- Masaki Kaimoto** AMAZONLATERRA TOTTORI DAISEN OFFICE General manager/ Producer
- Yoichiro Ono** Nagasaki Cablemedia Producer

Panelist:

- Toshio Tsuchiya** Gontents Corp. CEO
- Masaki Kaimoto** AMAZONLATERRA TOTTORI DAISEN OFFICE General manager/ Producer
- Yoichiro Ono** Nagasaki Cablemedia Producer

BL-165 15:00▶16:30

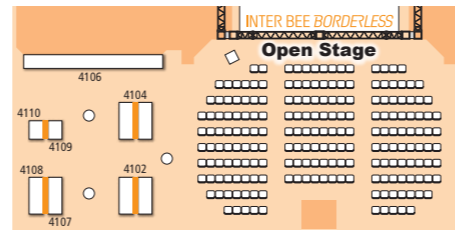
Conceptualizing the Blueprint for the Broadcasting Industry from a Technology Perspective

Moderator:

- Keiko Murakami** Japan Broadcasting Corporation Executive Researcher, Broadcasting Culture Research Institute

Panelist:

- Tatsuya Kurosaka** Kuwadate, Inc. President and Chief Executive Officer
- Nagisa Oyoshi** ICOZE,Inc. CEO
- Masaru Takechi** NHK Foundation Senior Research Officer, System Technology Department, Engineering Systems Bureau



Exhibitors Venue: Exhibition Hall 4

- 4102 J-Stream Inc.
- 4104 STRANDER Inc.
- 4106 IPTV FORUM JAPAN
- 4107 New Relic K.K.
- 4108 Multiscreen Broadcasting Study Group
- 4109 SKY Perfect JSAT Corporation
- 4109 TOKYO FM Broadcasting Co., Ltd.
- 4110 ORCA Production, Inc.

11/17 Fri. FUTURE Day

The broadcasting industry has seen its business model shaken up and its future uncertain. We discussed the latest trends overseas and the possibilities in Japan watching the future vision. How will Japanese distribution services evolve? And an attempt to envision the future of the broadcasting industry as a whole. We provided three ambitious sessions.

BL-171 10:30▶12:00

Latest Overseas Trends in FAST/CTV and the Realities in Japan

Moderator:

- Hiroaki Takazawa** TOKYO BROADCASTING SYSTEM TELEVISION, INC.

Panelist:

- Fumitaka Okumura** SHIFT Inc.
- Tomoko Hasegawa** Content Business Journalist
- Kentaro Yamahata** PwC Consulting LLC Manager

Panelist:

- Hiroaki Takazawa** TOKYO BROADCASTING SYSTEM TELEVISION, INC.
- Fumitaka Okumura** SHIFT Inc.
- Tomoko Hasegawa** Content Business Journalist
- Kentaro Yamahata** PwC Consulting LLC Manager

BL-172 13:00▶14:30

Will Distribution Services Move On to the Next Stage of VOD?

Moderator:

- Osamu Sakai** Media Consultant

Panelist:

- Toshihiko Honda** U-NEXT Co., Ltd. Director / COO
- Shinjiro Ninagawa** TVer Inc. Executive Managing Director / Chief Operating Officer
- Kazuo Nomura** Fuji Television Network, Inc. General Manager Distribution Business Content Business Strategy Department

Panelist:

- Toshihiko Honda** U-NEXT Co., Ltd. Director / COO
- Shinjiro Ninagawa** TVer Inc. Executive Managing Director / Chief Operating Officer
- Kazuo Nomura** Fuji Television Network, Inc. General Manager Distribution Business Content Business Strategy Department

BL-173 15:00▶16:30

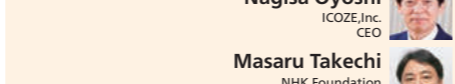
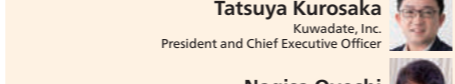
Conceptualizing the Blueprint for the Broadcasting Industry from a Technology Perspective

Moderator:

- Keiko Murakami** Japan Broadcasting Corporation Executive Researcher, Broadcasting Culture Research Institute

Panelist:

- Tatsuya Kurosaka** Kuwadate, Inc. President and Chief Executive Officer
- Nagisa Oyoshi** ICOZE,Inc. CEO
- Masaru Takechi** NHK Foundation Senior Research Officer, System Technology Department, Engineering Systems Bureau



INTER BEE CREATIVE

The latest technology and new areas of video production were presented!

KEYNOTE 11/17 Fri.

KN-173 INTER BEE CREATIVE KEYNOTE International Conference Room

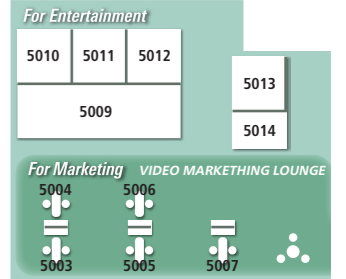
What questions does the power of video pose to society? And what potential does it hold? - Producing the film "Carol of the Bells"

Panelist:

- Olesia Morhunets-Isaienko** Film Director Public Broadcasting Company of Ukraine
- Kensuke Kishi** Video director/Author
- Takafumi Yuki** INTER BEE CREATIVE Director

Exhibitors Venue: Exhibition Hall 5

- For Entertainment**
 - 5012 IMAGICA Lab. Inc.
 - 5009 qoop, Inc.
 - 5011 Sound City
 - 5010 L'espace Vision Co., Ltd.
 - 5013 Japan Post Production Association
 - 5014 METAVERSE PRODUCTION
- For Marketing**
 - 5003 Kotatsu,inc
 - 5004 Somethingfun! Inc.
 - 5005 MEATUS Inc.
 - 5006 SPACE SHOWER NETWORKS INC. / SEP,INC.
 - 5007 WAS Corporation



Special Session & Product Presentation

11/15 Wed.

CR-151 10:30▶11:30

Advanced LED Displays from Overseas and Creation of Japan's Virtual Production

Panelist:

- Seiichi Takasu** Absen Japan Co.,LTD Vice President
- Shinya Tanigawa** ARKVENTURES, Inc COO
- Makoto Umemura** SiliconCore Technology, LLC Representative Partner/ Managing Director
- Tan ShinHou** Representative director, Shenzhen AOTO Electronics Co., Ltd.

Moderator:

- Hiroyuki Kawata** freelance journalist
- Toshifumi Mori** Postproduction supervisor

CR-152 12:00▶12:45

The Use of Real-Time Technology in Video Production

Panelist:

- Akira Sugiyama** Senior Business Development Lead Epic Games Japan
- Takafumi Yuki** INTER BEE CREATIVE Director

CR-153 13:00▶13:45

Behind the Scenes of Virtual Live Production with Unreal Engine

Panelist:

- Nobuaki Kazoe** REZ& CEO MMT-REZ& Director
- Ryo Hagiwara** Genkosha Co.

CR-154 14:00▶14:45

Breakthroughs by Asian Creators! - Reflections on the 2023 DigiCon6 Asia Awards

Panelist:

- Yasuhiro Yamaguchi** TOKYO BROADCASTING SYSTEM TELEVISION, INC.
- Takafumi Yuki** INTER BEE CREATIVE Director

CR-155 15:00▶15:45

The future forged by creative workspace Tech Design X, and latest program case studies using VP/XR technology

Panelist:

- Go Fujimoto** TOKYO BROADCASTING SYSTEM TELEVISION, INC.
- Takanori Aoki** TBS ACT, INC.
- Kiyoshi Nakagawa** TBS ACT, INC.

CR-156 16:00▶16:45 Consecutive Translation

A Filmmaker Comes from Ukraine During the War Part 1- What I wanted to convey in the film "Carol of the Bells"

Panelist:

- Olesia Morhunets-Isaienko** Film Director Public Broadcasting Company of Ukraine
- Takafumi Yuki** INTER BEE CREATIVE Director

CR-157 17:00▶17:30

The behind-the-scenes of "HIDARI" the stop-motion action samurai film

Panelist:

- Masashi Kawamura** Whatever Co.
- Noriko Matsumoto** Producer
- Tsutomu Arai** GENKOSHA Co.

11/16 Thu.

CR-161 10:30▶11:15

Social Media Video Creative

Panelist:

- Akira Amano** DENTSU INC.
- Yuri Yo** Short movie producer, BitStar Inc.

CR-162 11:30▶12:15

Content production and its enjoyment utilizing advanced formats such as HDR and HFR

Panelist:

- Makoto Imatsuka** Technical Supervisor qoop,Inc
- Toshiyuki Ogura** Distinguished Engineer Sony Corporation

CR-163 13:00▶13:45

Approaches to Virtual Production in the Historical Drama "What Will You Do, Ieyasu?"

Panelist:

- Taku Kato** Japan Broadcasting Corporation
- Yasushi Kawamoto** GENKOSHA Co.
- Takafumi Yuki** INTER BEE CREATIVE Director

CR-164 14:00▶14:45

Will I still be relevant in the next five years? IMAGICA Lab.'s vision of the future of post-production

Panelist:

- Yuki Shishido** IMAGICA Lab. Inc. Video Editor / VPX Composer Creative Post Group, Commercial Film Production Div.
- Reiichi Yoshida** IMAGICA Lab. Inc. Sound Design / Recording & Mixing Engineer Akasaka & Shibuya Sound Design Group, Sound Design Dept., TV Production Div.
- Takanori Suzuki** IMAGICA Lab. Inc. Assistant Manager / Video Editor Akasaka & Shibuya Editing Group, Video Production Dept., TV Production Div.
- Masanori Kuji** IMAGICA Lab. Inc. Manager / Recording & Mixing Engineer Akasaka & Shibuya Sound Design Group, Sound Design Dept., TV Production Div.
- Kazuya Kikuta** IMAGICA Lab. Inc. Executive Supervisor of Tech Strategy Corporate Planning Dept., Business Administration Div.

CR-165 15:00▶15:45 Consecutive Translation

Unleash your Digital data! -Unveiling Future Prospects for the Video Production Industry with AI-

Panelist:

- Alex Timbs** Dell Technologies Business Development & Alliances -Media & Entertainment, Product and Solutions Sales Specialist
- Kenji Amano** Dell Technologies Unstructured Data Solutions Advisory Systems Engineer

CR-166 16:00▶16:45

A Filmmaker Comes from Ukraine During the War Part 2- What I wanted to convey in the film "Carol of the Bells"

Panelist:

- Olesia Morhunets-Isaienko** Film Director Public Broadcasting Company of Ukraine
- Takafumi Yuki** INTER BEE CREATIVE Director

11/17 Fri. Adobe Day

CR-171 10:30▶11:15

Adobe's AI will change the future of video production! Creative Cloud video products latest updates

Panelist:

- Eimi Takahashi** Adobe Inc. Strategic Business Development, Video Strategic Business Development Manager

CR-172 11:30▶12:15

Next-generation team editing workflows with Frame.io's Camera to Cloud

Panelist:

- Yoshihiro Enatsu** marimoRECORDS Co., Ltd. Digital Cinema Creator

CR-173 13:00▶14:00

Ultra Seven x "Adobe Firefly" - A world of generative AI to expand creators' creativity

Panelist:

- Manabu Nakanishi** UKPHOTO CEO
- Kaori Uno** Adobe Inc. Strategic Business Development, Senior Manager

CR-174 14:15▶15:00

Incorporate 3D into your video production! Adobe Substance 3D Updates

Panelist:

- Tadashi Mizutani** Adobe Inc. Strategic Business Development, 3D Strategic Sales Specialist

CR-175 15:15▶16:00

"The Challenge of XR Contents in the Video Industry" What are the possibilities of video expression in the XR domain and the mechanism for creating future creators?

Panelist:

- Ayato Fujii** Nippon Television Network Corporation President's Office New Business, Chief Art Director
- Tadashi Mizutani** Adobe Inc. Strategic Business Development, 3D Strategic Sales Specialist
- Arihito Numakura** Vook Inc. Vook editorial dept. Editor in chief

INTER BEE IGNITION × DCEXPO

Igniting the Creative Economy! Revolution in the media!

Metaverse, NFT and generative AI are pushing the boundaries of traditional media and offering endless possibilities to creators worldwide. But what platforms, tools and mindsets are needed to succeed in this new world? We took a deep dive into the strategies and mindsets essential for later creators to go global with leading creators, entrepreneurs and experts.


KEYNOTE

11/16 Thu. 10:30-11:30 **KN-171** INTER BEE IGNITION × DCEXPO KEYNOTE International Conference Room

The Future of VR Driven by HMD Evolution Consecutive Translation

Panelist: **Yang Zhao** (Meta, Reality Labs Research), **Masahiko Inami** (Special Advisor to the President for The University of Tokyo, Deputy Director Professor for Advanced Science and Technology)

Moderator: **Kiyoshi Kiyokawa** (Professor, Cybernetics & Reality Engineering (CARE) Laboratory, Graduate School of Information Science, Nara Institute of Science and Technology)



Special Session

▶ Venue: Exhibition Hall 3

11/15 Wed. IG-151 10:30▶12:00

Advanced Imaging Society Japan Committee: Awards Ceremony for Lumière Japan Award 2023

IG-155 12:20▶12:35

Exhibitor presentation

Nefront Inc.

IG-152 13:00▶14:00

Global Challenge from DAY 1! Fortnite/Phygital Creator's Challenge

Panelist: **Noriaki Nakata** (Representative, NORIFORCE), **MISOSHITA** (Metaverse Creator)

Takaaki Yoshimoto (Bandai Namco Entertainment Inc.)

Moderator: **Mariko Nishimura** (HEART CATCH Inc. CEO)

IG-153 14:30▶15:30

Creative AI's Social Implementation in a Nutshell - Metaverse, Broadcasting and new media

Panelist: **Akihiko Shirai** (Graduate School, Digital Hollywood University Affiliate Professor)

IG-154 16:00▶17:00

Get Ready for the Arrival of Apple Vision Pro! XR/Haptics that Creators Should Prepare For

Panelist: **Nobuyuki Hayashi** (Freelance Journalist), **Asako Tomura** (Sony Group Corporation General Manager, Content Technology & Alliance Group, Corporate Technology Strategy Division), **Masashi Kawashima** (Niantic, Inc. VP)

Moderator: **Mariko Nishimura** (HEART CATCH Inc. CEO)

IG-156 17:15▶17:30

Exhibitor presentation

One by One Music Inc.

11/16 Thu. IG-161 10:30▶11:30

DCEXPO Program: Japan's Challenges and Solutions from a Global Challenger's Perspective

Panelist: **Alissa Miky** (Cashi Cake, Inc. CEO), **Akifumi Soma** (Director of Baran Studio Inc. father of drummer "YOYOIKA")

Moderator: **Mariko Nishimura** (HEART CATCH Inc. CEO)

IG-162 12:00▶13:00

Startup area: Exhibitor pitch

Shunkei LLC, PBDAO Co., Sparkup/Meet&Connect, FACIL'iti Japon, The University of Tokyo/SPLINE DESIGN HUB Corp., LTD.

IG-163 13:30▶14:30

DCEXPO Project: The Splendid World of Web3 - Considering the new world presented by a new worldview

Panelist: **Yusuke Shidara** (Gentosha Inc. Editor-in-chief of 'New Economy'), **Keiichi Hida** (Blockchain Strategic Policy Institute Co., Ltd. Founder & CEO)

IG-164 15:00▶17:30

Moving Towards Future Media Co-Creation: TV Stations & Startups Pitch

Pitch Startup: **Yuki Uwaizumi** (Unyte inc. Founder/CEO), **Kantaro Fujimori** (VESS Labs Inc. CEO)

Daigo Kusunoki (SOUNDRAW Inc. CEO), **Hiroshi Shimomura** (Magic Shields, Inc. CEO)

DONG WOOK KIM (Aromajoin Corporation CEO), **Toshiaki Takase** (Director, Paramita, Inc.)

Pitch commentator: **Akira Masuzawa** (TV Asahi Corporation IoT Division, Business solution headquarters)

Yoshiyuki Hayashi (TV TOKYO Corporation Business Solution Strategy Team Producer), **Daiki Noda** (RKB MAINICHI HOLDINGS CORPORATION business development division)

Tomonori Kato (NIPPON TELEVISION HOLDINGS, INC. Director, Research & Development, Corporate Strategy), **Toshihiro Shimizu** (Fuji Television Network, Inc. News center-Manager producer)

Moderator: **Mariko Nishimura** (HEART CATCH Inc. CEO)

11/17 Fri. IG-171 10:30▶12:30

Exhibitor presentation

artics Qoncept, Inc., Techno-Speech, Inc. VIXion Inc., bestat Inc MITSUME

IG-172 13:30▶14:30 Consecutive Translation

DCEXPO Program: How to deal with and utilize AI in the field of CG research and education?

June Kim (University of New South Wales (UNSW) Sydney Lecturer, SIGGRAPH Asia 2023 Conference Chair, SIGGRAPH 2024 Frontiers Program Chair), **Ken Anjo** (Executive R&D Advisor OLM Digital, Inc. Principal Researcher, Advanced Research Group IMAGICA GROUP Inc. Adjunct Professor Victoria University of Wellington (New Zealand) SIGGRAPH Asia 2018 Conference Chair)

IG-173 15:00▶16:00

World-class entertainment and content talked with 17LIVE's V-livers and next-generation start-ups

Panelist: **Machi Takahashi** (Co-Founder, Co-CEO, President, Stroy Inc.), **Minami Kobayashi** (CSO, TOTEMO), **Takashi Okimura** (CEO, Bocek, inc), **Masayuki Matsuoka** (CEO, Game Culture Association)

Antti Sonninen (Takeoff Tokyo)

V-LIVER: **Shin Roumei** (17LIVE V-LIVER), **Suratan** (17LIVE V-LIVER)

IG-174 16:15▶17:00

Digital Live Painting by the Genius of Pop, MITSUME

INTER BEE IGNITION × DCEXPO

Startup Networking Reception

The networking event was organised as an opportunity to forge new business partnerships and lay the foundations for the media ecosystem of the future.

Date Nov. 16 17:45-19:00
Site Open Stage in Exhibition Hall 3
Cooperation Startup Lady Japan Takeoff Tokyo

Inter BEE 2023 ONLINE

From 6 (Mon) November to 15 (Fri) December, the online venue was open as a place to disseminate information at Makuhari Messe. The online venue featured special pre-sessions and exhibitor seminars, and exhibitor pages.

Special event pre-sessions

11/6 Mon. IG-101 12:00▶13:30

DCEXPO Program: Create Value in the Age of Super AI - Talk Session Commemorating the 2023 Tsumugi & Takumi Awards -

Toshiyuki Inoko (teamLab, Inc.), **Taizo Son** (Serial entrepreneur/Venture investor), **Yoichiro Kawaguchi** (Artist Professor Emeritus, The University of Tokyo)

IG-102 14:00▶15:30

DCEXPO Program: TechBiz Pitch Battle - Unleash the Power of Japanese Content Technologies -



Moderator: **Kanako Tanabe** (Communication Builder)

Guest Commentator: **CHAN Wei Siang** (Toyonaka Investment and Consultancy Pte Ltd. Executive Director), **Phil Keys** (Comms & Research, Interttrust Technologies Director), **Shan Lu** (Novarizer CEO)

Stéphane Beaulieu (Simplygon Country Manager / HJ Productions (VP Asia)), **Tomasz Bednarz** (NVIDIA / ACM SIGGRAPH), **Keiko Sydenham** (LUCA Japan Co., Ltd. CEO / Co-Founder)

Mentor: **Hiroyuki Ohnishi** (Technology Seed Incubation Co., Ltd. (TSI) Chairman and director), **Mariko Nishimura** (HEART CATCH Inc. CEO), **Tadaaki Hashizume** (Ministry of Economy, Trade and Industry Certified Incubation Manager Assistant Director, Academia-Industry Cooperation Promotion Office, Industrial Science and Technology Policy and Environment Bureau), **Alex Odajima** (EDGE OF INNOVATION CEO)

On-line Exhibitor Page

The online venue introduces exhibitors' exhibited products/-services and Conference video streaming, and information on various special projects and events. The online venue is used as a place to check information before visiting Makuhari Messe in order to make the most of your time at the exhibition and even after the exhibition has finished, archived video streaming of conferences held at Makuhari Messe and additional information was posted on the website.

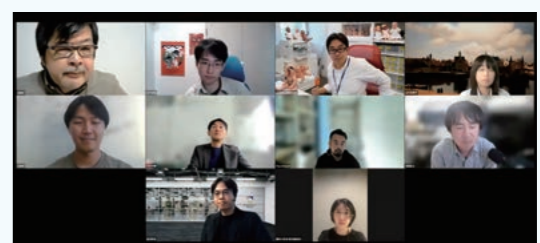
Online venue listing contents

- *Exhibitors List/Venue Map
- *Online exhibitor's page
- *Online Exhibitor's seminar
- *Conference/Event
- *Archived conference video



IG-103 15:30▶17:00

DCEXPO Program: Innovative Technologies 2023 Panel Talk



Moderator: **Satoshi Endo** (KADOKAWA ASCII Research Laboratories, Inc. Senior Research Fellow)

Commentator: **Sayuri Sowa** (Deputy Director Media and Content Industry Division, Ministry of Economy, Trade and Industry, Commerce and Information Policy Bureau), **Kouta Minamizawa** (Keio University Graduate School of Media Design Professor)

11/8 Wed. BL-101 10:00▶11:30

Highlights of INTER BEE BORDERLESS



Speakers: **Osamu Sakai** (Media Consultant), **Keiko Murakami** (Japan Broadcasting Corporation Executive Researcher, Broadcasting Culture Research Institute), **Tomoko Hasegawa** (Content Business Journalist)

Hiroaki Takazawa (TOKYO BROADCASTING SYSTEM TELEVISION, INC.), **Koji Nagae** (TVQ KYUSHU BROADCASTING CO.,LTD.), **Yoshio Mikazuki** (Nippon Television Network Corporation)

Visitor Profile

Makuhari Messe Venue

2023 Registered Visitors

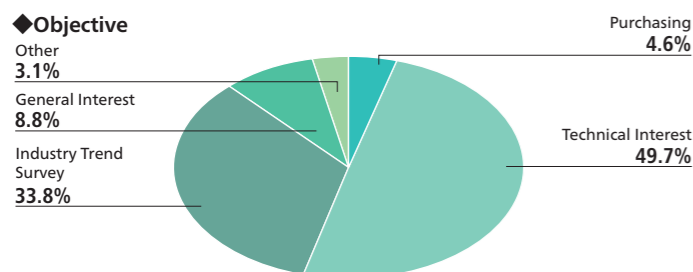
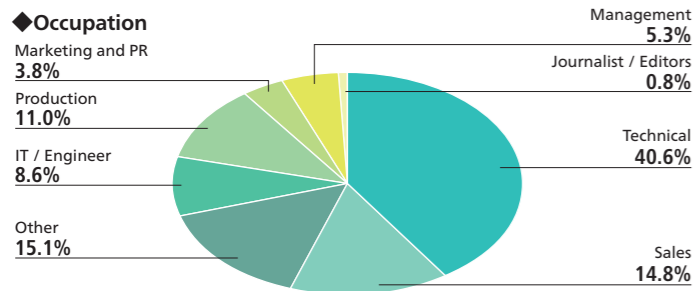
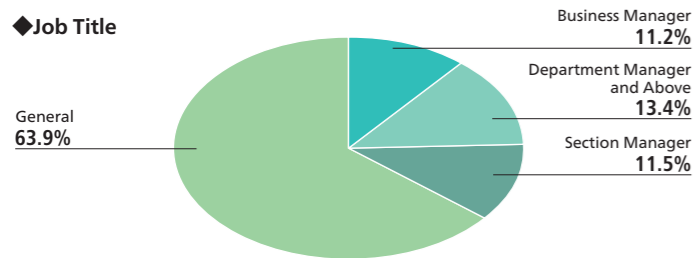
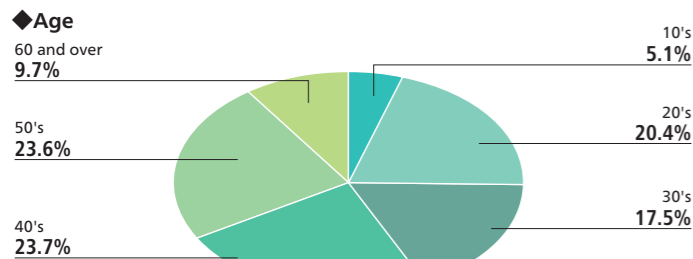
Registered Visitors	11/15 (Wed.)	11/16 (Thu.)	11/17 (Fri.)	Total
Japan	10,762	10,116	10,049	30,927
Overseas	538	169	68	775
Total	11,300	10,285	10,117	31,702

Breakdown of Visitors

Area	Country/Exhibitor	Number of Visitors/Country · Region
Japan	1 country/30,927	Japan 30,927
Asia	14 countries · Regions/661	Korea 289 / China 106 / Taiwan 118 / Indonesia 10 / Hong Kong 54 / Thailand 53 / Singapore 16 / Philippine 4 / Vietnam 4 / India 1 / Malaysia 1 / Macau 1 / Sri Lanka 3 / Cambodia 1
North America	2 countries · Regions/46	The U.S.A 42 / Canada 4
Oceania	1 countries · Regions/4	Australia 4
Middle East/Africa	4 countries · Regions/7	United Arab Emirates 4 / Saudi Arabia 1 / Kenya 1 / Others 1
Europe	15 countries · Regions/51	UK 16 / Italy 2 / Germany 6 / Spain 1 / France 4 / Belgium 2 / The Netherland 4 / Finland 1 / Australia 3 / Sweden 1 / Switzerland 1 / Ireland 1 / Iceland 3 / Slovakia 5 / Azerbaijan 1
Total	37 countries · Regions	31,702

Total registered visitors: **31,702**

Visitor demographics



Type of Business

Equipment Manufacture	14.7%	Telecommunication Carrier	2.6%
Commercial TV Broadcaster	9.7%	Related Internet Business and Web services	2.4%
Student	9.2%	Related Staging, Art, Lighting and Fashion	2.2%
Film and Video Production Company	7.5%	Related CATV	2.1%
Post-Production	5.6%	Content Delivery Network	1.6%
Other Guest	5.6%	Entertainment, event planning and Ad Agency	1.6%
System Integrators	5.5%	Record Manufacture, Music Creator and Musician	1.5%
Other User	4.7%	Theater, Facilities and Retail Stores	1.5%
Trading Company	4.6%	Government Office, Organization	1.4%
Related PA Equipment	3.9%	Other media (Web and printing)	1.1%
Public Broadcast Station	3.5%	Radio Station	0.8%
Production	3.4%	Video Software Production Company	0.3%
Related Content Creation	3.1%		

Interest (In order of highest to lowest percentage)

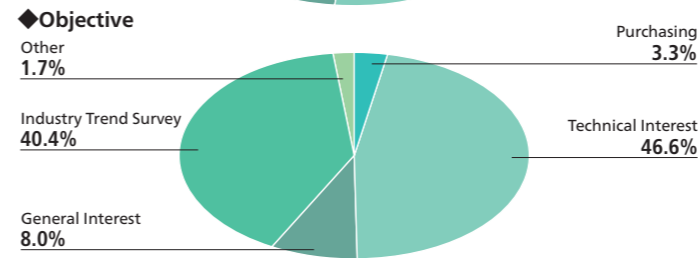
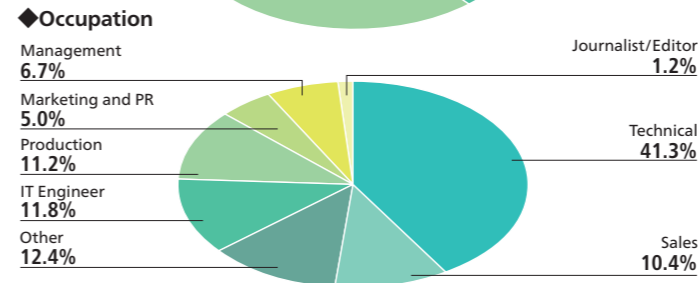
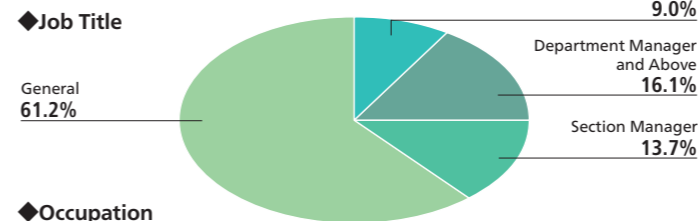
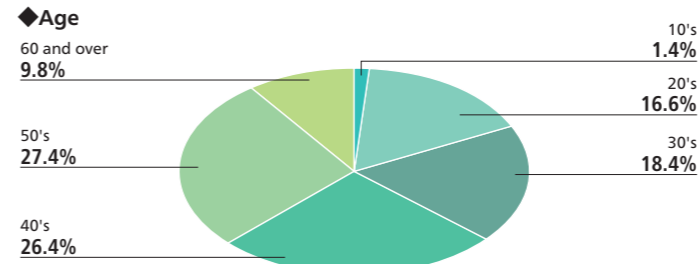
Video Equipment	55.1%	Output Systems	8.6%
Audio Equipment	36.1%	Servers, Storage	8.1%
Camera	25.1%	OTT, SNS, Second Screen	7.7%
Streaming System	17.0%	Transmission Systems	7.4%
Editing and Production Equipment	16.6%	Public Viewing, Projection Mapping, Digital Signage	6.8%
Speakers	15.1%	Advertising/marketing services	6.7%
VR,AR,3D	15.0%	Stand-by and Peripheral Products	5.6%
Cloud Services	14.1%	Production Management Systems	5.5%
Electronic Display	14.1%	Digital Cinema	5.3%
Mixer	13.8%	Art and Staging	5.3%
Microphone	13.6%	Measuring System	4.9%
Digital Content Creation	12.3%	VTRs, Memory Cards, Optical Disks	4.1%
Software	11.7%	Electronic Power Unit	3.5%
Lighting Equipment	11.2%	Other	1.3%
Relay System	10.2%		

Online Period

Number of registered viewers (Period : November 6 - December 15)

Total Registered Visitors: **13,992**

Visitor demographics

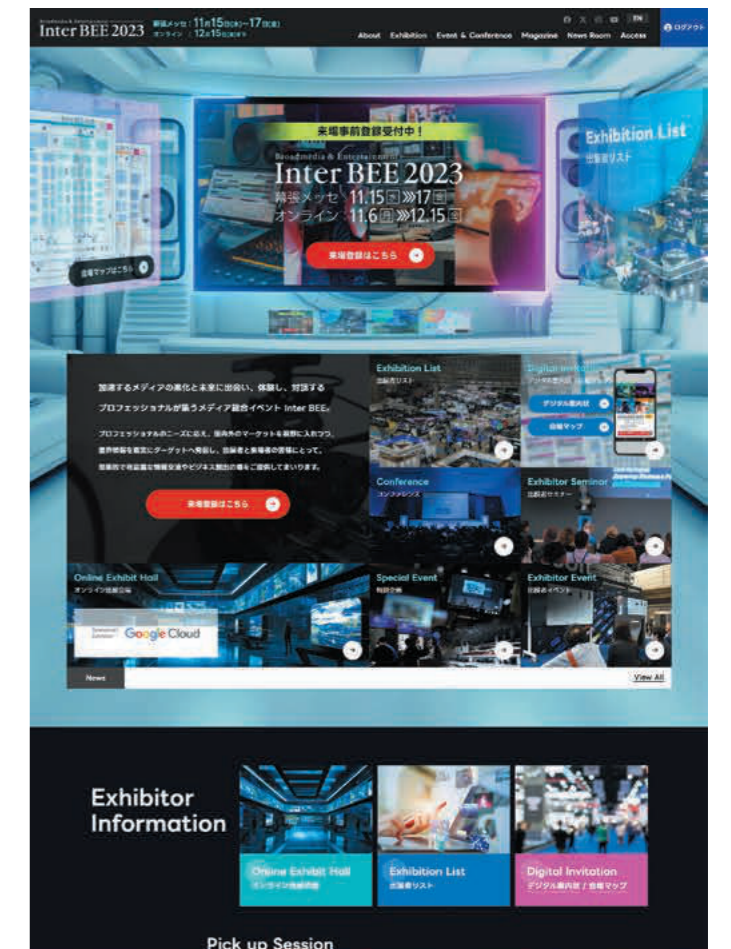


Type of Business

Equipment Manufacture	16.3%	Related CATV	3.0%
Commercial TV Broadcaster	15.7%	Related PA Equipment	2.5%
Post-Production	5.8%	Trading Company	2.2%
Film and Video Production Company, Videographer	5.8%	Governmental office/Organization	1.9%
System Integrators	5.8%	Content Delivery Network	1.8%
Public Broadcast Station	5.5%	Entertainment, event planning and Ad Agency	1.6%
Other Guest	4.6%	Other media (Web and printing)	1.5%
Other User	4.5%	Related Staging, Art, Lighting and Fashion	1.2%
Student	4.1%	Radio Station	1.1%
Related Content Creation	3.4%	Record Manufacture, Music Creator and Musician	1.1%
Related Internet Business and Web services	3.2%	Theater, Facilities and Retail Stores	1.1%
Production	3.1%	Video Software Production Company	0.2%
Telecommunication Carrier	3.1%		

Interest (In order of highest to lowest percentage)

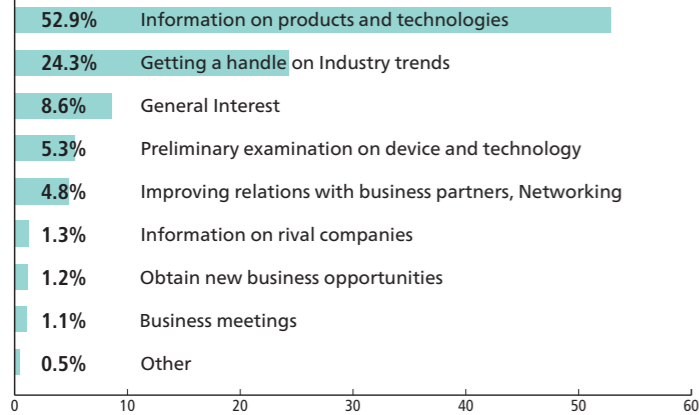
Video Equipment	51.2%	Mixer	9.4%
Audio Equipment	30.0%	Servers/Storage	9.3%
Streaming System	22.6%	Microphone	9.2%
Cloud Services	21.7%	Public Viewing, Projection Mapping, Digital Signage	8.8%
Camera	20.8%	Transmission System	8.6%
Digital Content Creation	20.2%	Lighting Equipment	7.6%
VR,AR,3D	20.1%	Production Management Systems	7.4%
Editing and Production Equipment	17.8%	Digital Cinema	6.1%
Software	14.4%	Measuring equipment	5.1%
OTT, SNS Second Screen	13.7%	Stand-by and Peripheral Products	4.8%
Relay System	12.0%	Art and Staging	4.5%
Ad/Marketing service	11.7%	VTRs, Memory Cards, Optical Disks	3.6%
Video Monitor	11.2%	Electronic Power Unit	2.7%
Output System	10.9%	Other	1.5%
Speaker	10.4%		



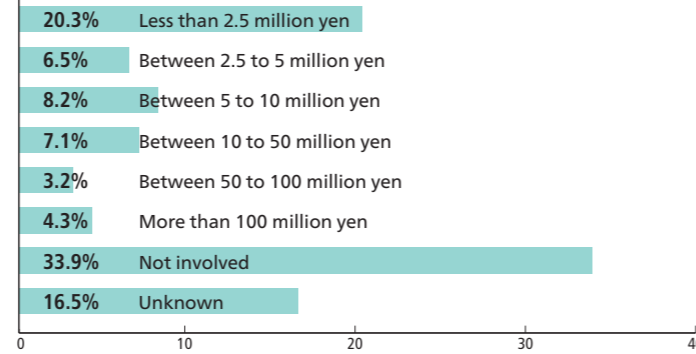
Visitor Profile

Visitor Surey

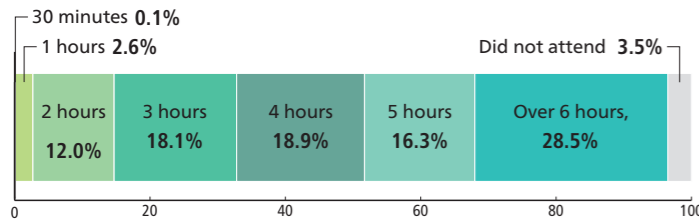
◆What was your goal in coming to Inter BEE 2023?
(Multiple Answers)



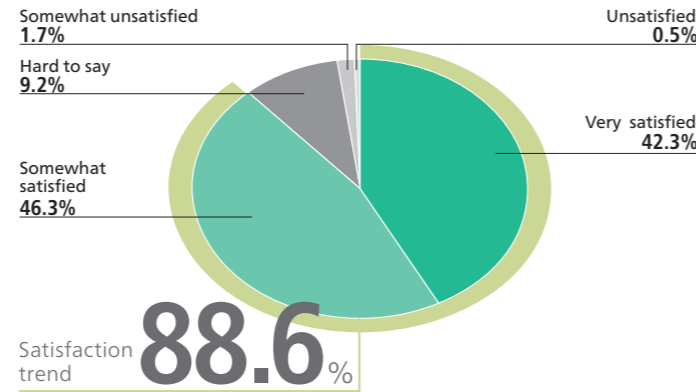
◆Approximately how much is your annual budget for purchasing and implementing products and services in which you are involved



◆How long did you spend your time in Inter BEE 2023(Makuhari Messe)?
Please choose the longer time spent, for those who spend more than 2 days visiting the exhibition.

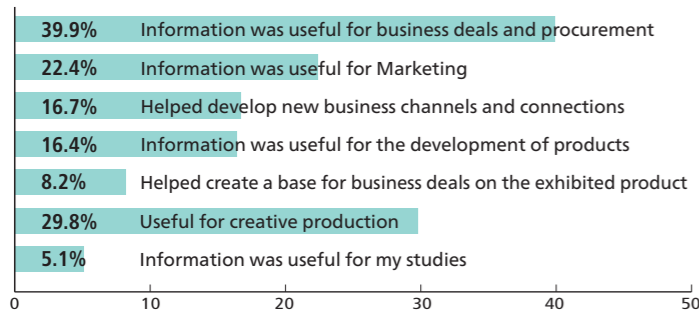


◆How satisfied are you with Inter BEE 2023 overall?

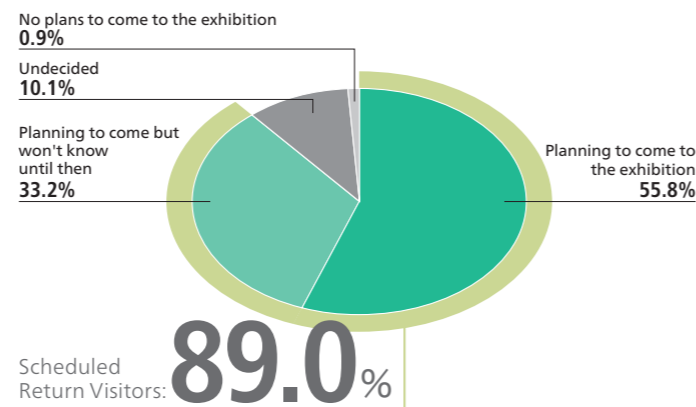


63.7% stayed more than **4** hours

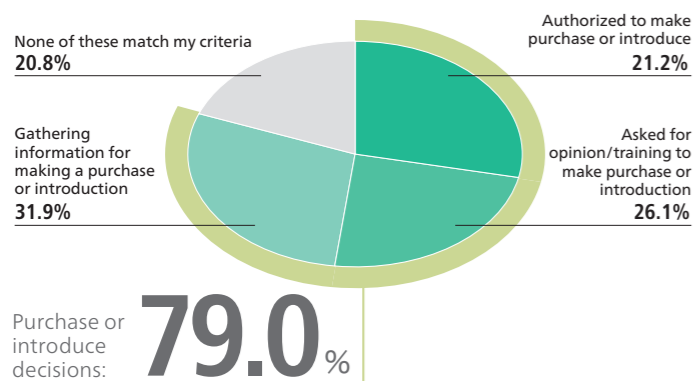
◆Was your visit to Inter BEE 2023 valuable?
(Multiple Answers)



◆Would you like to come to Inter BEE 2024?



◆To what degree are you involved in the process of purchasing products/services in your company?



Exhibitor Profile

Number of Exhibitors

Exhibition Category	Number of Exhibitors	Number of Booths
Professional Audio	266	309
Entertainment / Lighting	101	122
Video Production / Broadcast Equipment	515	1,156
ICT / Cross Media	123	117
Total	1,005	1,704

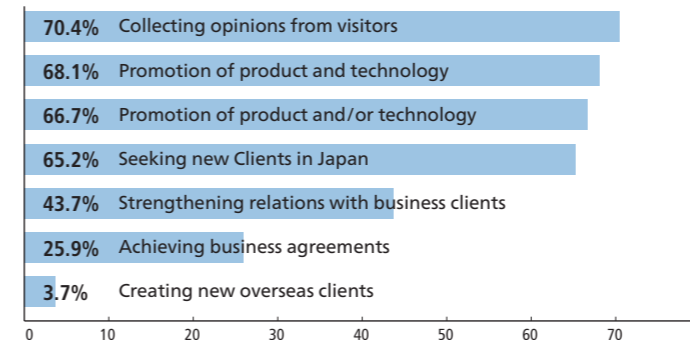
Number of Exhibitors **1,005** Number of countries/regions **38**

Breakdown of Exhibitors

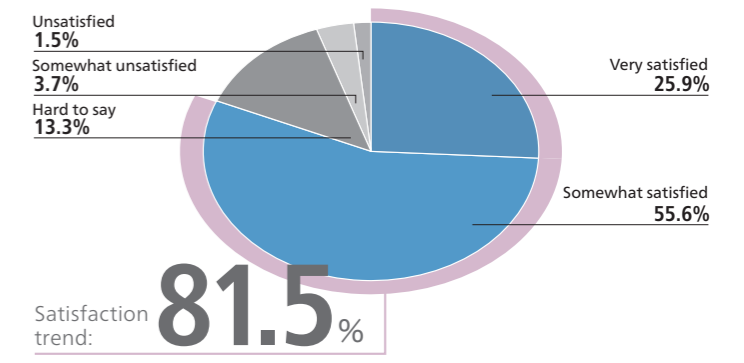
Area	Country or Region/Exhibitors	Number of exhibitors by country/region
Domestic	1 / 477	Japan 477
Asia	9 / 146	China 91 / Korea 17 / Taiwan 30 / Hong Kong 1 / Singapore 3 / India 1 / Indonesia 1 / Thailand 1 / Malaysia 1
America	5 / 166	USA 147 / Canada 16 / Brazil 1 / Mexico 1 / Costa Rica 1
Oceania/ Middle East/Africa	3 / 19	Australia 10 / Israel 7 / New Zealand 2
Europe	20 / 197	UK 47 / Germany 47 / France 17 / Sweden 11 / the Netherlands 11 / Italy 15 / Spain 6 / Belgium 10 / Switzerland 7 / Austria 3 / Denmark 7 / Norway 6 / Hungary 2 / Finland 1 / Turkey 2 / Croatia 1 / Latvia 1 / Portugal 1 / Liechtenstein 1 / Ukraine 1
	38 countries/regions	1,005 Exhibitors

Exhibitor Survey

◆What were your main objectives for exhibiting at Inter BEE 2023?
(Multiple answers accepted)

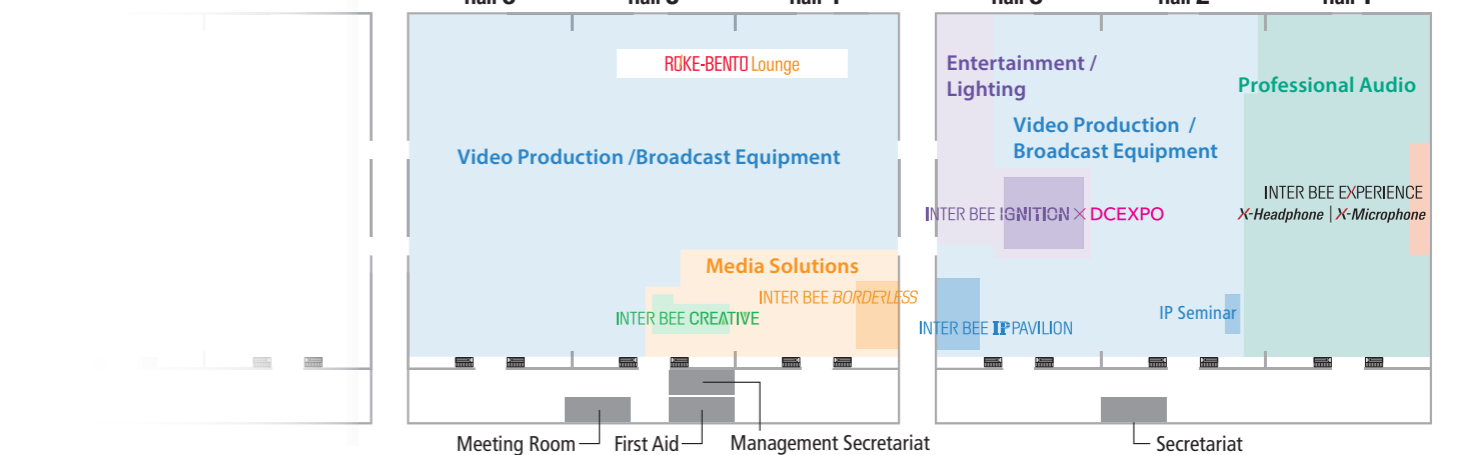


◆How satisfied are you with your goal as an Exhibitor?

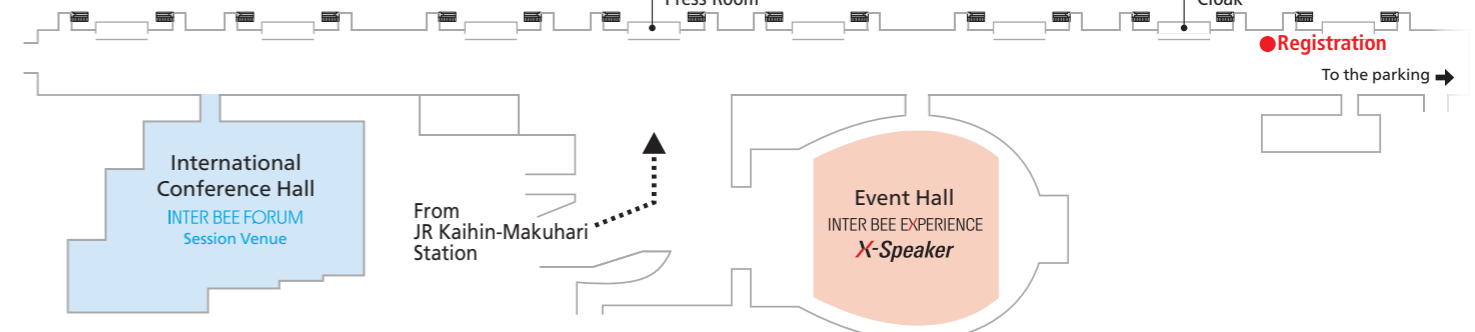


Floor plan

International Exhibition Hall **1F**



2F



Publication and Promotion

■ Press Release

- * Announcement of the start of recruitment for exhibitors at Inter BEE 2023 (3/1)
- * Announcing establishment of "Startup area" in the special event "INTER BEE IGNITIONxDCEXPO" (3/16)
- * Announcing establishment of "VIDEO MARKETING LOUNGE" in "INTER BEE CREATIVE" (3/27)
- * Pre-registration release for visitors (10/3)
- * Online event announcement release (11/6)
- * Opening announcement release (11/14)
- * Makuhari Messe end of period release (11/20)
- * Online end of period release (12/19)

■ Registered Press and Media

253

■ WEB NEWS (in no particular order)

ASCII.jp	PHILEWEB
AVWatch	PRONWS
CAPA CAMERA WEB	PR TIMES
DCWatch	Sankei Shimbun
DegiCame Info	Screens
Dempa Shimbun	TECHNO EDGE
ITmediaNEWS	The Nikkan Kogyo Shimbun
iZOTOPE	ValuePress
Mynavi NEWS	VIDEO SALON
PANDA TIMES	YahooNEWS

■ Newspapers and Magazine Articles in Japan

(in no particular order)	
B-maga	PRONWS
Dempa Shimbun	PROSOUND
Dempa Times	Specified Radio microphone User's Federation
Event Marketing	Stage Sound Journal
FDI	TV technology
FORN(REEA)	VIDEOJOURnAL
JPPA	Visual Communication Journal
Monthly NEW MEDIA	

■ List of publication (including Web banner)

AdverTimes	KENROKU KAN PUBLISHING
Apérza	Locanavi
B-maga	Monthly NEW MEDIA
Dempa Shimbun	PROSOUND
Densen Shimbun	SSJ
Eizo Shimbun	UNI PRESS SERVICE
Event Marketing Monthly	UNI WORLD
GENKOSHA	Video Tsushin
IABM Journal	Vook

■ On-air media

Date	Broadcast station	Program
Nov. 15	Fuji Television Network	Non Stop
Nov. 16	ABEMA-TV	ABEMA Morning #1
		ABEMA Morning #2 (rebroadcast)
Nov. 17	BayFM	AWAKE
	Radio Nippon	Happy Voice from YOKOHAMA
Nov. 18	NHK	Saturday Watch 9
Nov. 27	NHK	Ohayo Nippon (Oha Biz)
Dec. 2	Fuji Television Network	Weekly Fuji TV Hihyo

■ Inter BEE Official Mail Magazine

98,042 magazines delivered per time
38 times delivered

January to December 2023

■ Inter BEE Official Website

◆ March to December 2023

624,283 views

◆ Online Magazine

82 articles published



■ Official X

◆ Number of Followers

4,526

◆ Number of posts

283

◆ Annual Impression (January to December)

5,373,908



■ Official Facebook

◆ Number of Followers

5,900

◆ Number of posts

207

◆ Annual reach on Facebook

614,223



■ Official Instagram

◆ Number of Followers

1,731 (122.9% over previous year)

◆ Number of posts

250 (including 115 Stories)



NEXT EXHIBITION

Future Innovation Canvas:
Designing Media and Entertainment.



60th
ANNIVERSARY

Broadmedia & Entertainment

Inter BEE

2024. Nov.13wed.▶15Fri. Makuhari Messe

#interbee2024

