

Connected Media TOKYO 2020 13 - 15 APRIL

【 Co-located event 】

Interop20
Tokyo APRIL 13 - 15
MAKUHARI MESSE, JAPAN

DSJ2020
Digital Signage Japan

**Location
Business
Japan 2020**

APPS JAPAN

Sales Proposal

Date

April 13th(Mon)-15th (Wed), 2020

Venue

Makuhari Messe (Chiba, Japan)

Organizer

Location Business JAPAN Steering Committee

Cooperation

Eizo Shimbun, Inc.

Operation

NANO OPT Media, Inc.

Number of
Visitors

150,000* (expected) *including co-location events

Supporters
(※2019)

MIC / METI / NHK / IPTV FORUM JAPAN / Japan Association of Audiovisual Producers, Inc.
/ ACC / ATP / AMD / JEITA / JAC / JWA / MPTE/ JVA / Japan Cable and
Telecommunications Association / J Labs / JCTEA / JADMA / JPPA / JBA / A-PAB / Digital
Content Association of Japan / JAVCOM / Japan metadata Council / J.S.C. / 3D
Consortium/ 3DBiz Society / World Wide Web Consortium(W3C)

Executive Chairman of Connected Media Tokyo (2018)

Yasufumi Honma	Tokyo Broadcasting System Holdings, Inc.
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Connected Media Tokyo Executive Committee (2018)

Keiya Motohashi	NHK ENTERPRISES, INC.
Makoto Sato	Nippon Television Network Corporation
Nobuya Totsuka	TV Asahi Corporation
Toru Takabayashi	TOKYO BROADCASTING SYSTEM HOLDINGS, INC.
Mitsuo Sato	Fuji Television Network, Inc.
Hiroyuki Hattori	Tokyo Metropolitan Television Broadcasting Corporation
Keishi Kandori	Media Platform Lab Co., Ltd.
Fumihisa Nobui	Eizo Shinbun, Inc

Target Attendee

- Private Broadcaster ■ CATV Affiliates ■ NHK
- Broadcast Equipment Manufacturers
- Consumer equipment maker ■ Industrial equipment maker
- Post production ■ Production ■ Creators ■ Advertising Agencies
- Peripheral equipment maker ■ Telecommunications carrier
- ISP ■ Network ■ Manufacturer of communication equipment
- Internet business operators ■ Educational institutions
- Computer manufacturers ■ Integrator
- Trading company / government agency



Categories of Exhibiting Products [Next Generation Digital Media Related Products・Solution]

■ IPTV / Internet Broadcasting Related Products

・Video compression related technology [H.264 / 265 related / video editing ・ management / video delivery / data broadcasting related / VOD / IPTV / software related / HTML 5 related / hybrid casting related products / metadata related solutions

・Sending・Transmitting related system (File system / server / transmission, distribution solution etc. / terrestrial digital TV broadcast / one-segment broadcast / white space / area one segment / V-High band / V-Low band / Radio (AM/FM)/CATV/Video distribution solution/Transmission cable/Wireless related solutions) Various transmission solutions

■ Mobile broadcast related products

・Video editing and distribution solution for smartphones/Content application for smartphone, Various terminal equipment・solution, WiFi/WiMAX/LTE solution related/Smart TV related solutions

■ Digital cinema related products

・High resolution camera (4K / 8K), 3D camera, digital cinema related shooting ・ editing ・ distribution equipment solution / various recording devices (digital cinema server / data compression technology)/On-Demand related product solutions [H.264 / 265 related]]

■ Digital signage related products

・Digital signage display device (Monitor / Multi Display / Projector / LCD / LED Display and Other Related Peripheral Equipment)/Digital Signage

Edit・Management・Distribution system/Video/Movie content creation/Embedded Middleware Products/Electronic payment / Billing system solution/Content Management・DRM/
Customer information analysis solution/CMS related solutions/Digital signage mount related equipment

■ 3D related products

・3D camera / video production / editing / management system/ 3D content production / 3D screening management system

■ Next generation digital media video technology related

・4K/8K Display/a glasses-free 3D Display/Motion sensor/VR related/Projector related products

■ Digital media content related products

・Content creation related (Multimedia system (CG/Animation/VR/Motion capture related equipment)

<http://www.t2n.jp/cmt/>

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CMT Tokyo Planning composition



Cover thoroughly the digital media business scene from now on that will change with mobile, social, smart, cloud, big data

Production

Multi-screen 4K / 8K



Multi-Cloud / Hybrid Cloud
A I
Hybridcast Connect

Delivery Infrastructure

Broadcast

Big Data

Ad data / Marketing



Technologies to support next generation digital media

- Internal network solution
- State-of-the-art network technology
- Next Generation Internet
- ISP・Career / Data center solution
- New product / New service



Viewing



The Number of Visitors ※2018

June 13 (Wed) : 40,826

June 14 (Thu) : 49,421

June 15 (Fri) : 53,559

TOTAL : 143,806

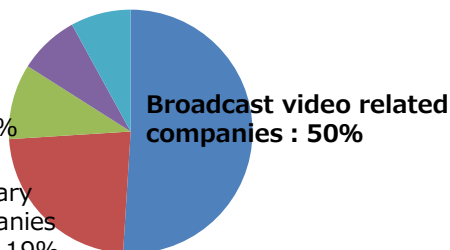


【Industry】

Internet operator : 7%

Reseller candidate : 10%

Ordinary companies user : 19%

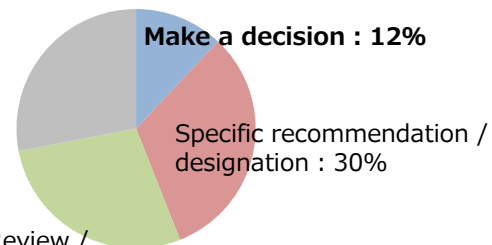


【Introduction involvement degree】

Make a decision : 12%

Specific recommendation / designation : 30%

Review / Determine specifications : 28%



Sponsorship Plan - Sponsor Keynote

Sponsored fee: JPY 3,000,000 (w/o tax)

- Logo exposure as a sponsorship frame on the top page of the website
- Introduce a lecture on the website
- Provide 1 slot of Large-scale lecture (keynote)
[Capacity:500]
Provide pre-registrants and on the day audience data
- Provide lecture / exhibition invitation ticket
- Period : 40min
- Each company can distribute questionnaires



Sponsorship plan - Seminar at exhibition hall

Sponsored fee: JPY 800,000 (w/o tax)

- Logo exposure as a sponsorship frame on the top page of the website
- Provide 1 slot of seminar at the exhibition hall
[Capacity : 80]
Provide pre-registrants and on the day audience data
- Provide lecture / exhibition invitation ticket
- Period : 40min
- Each company can distribute questionnaires



Booth fee

■ RAW booth Space (3m x 3m /9sq.m) : JPN 420,000(w/o Tax)

《 Exhibit Fee includes 》

- + Exhibit Space (3m x 3m =9sq.m)
- + One Barcode reader device rental
- + Your company profile on Official website and other promotion materials
- + Supply of invitation tickets for the exhibition

- * Please note, application after the deadline may limit promotion privileges on printing materials.
- * In case of over 4 booths, it is possible to temporarily hold the booth position until October 31, 2019.
- * If each application deadline has passed, the above merits may not be offered.

Smart production · AI cloud area

■ Booth Space / 3m x 6m / 18sq.m : JPY 840,000

→ Special Price JPY 600,000 (w/o Tax)

《 Exhibit Fee includes 》

- + Exhibit Space (3m x 3m =9sq.m)
- + One Barcode reader device rental
- + Your company profile on Official website and other promotion materials
- + Supply of invitation tickets for the exhibition

[Products and Services to be exhibited]

- High-capacity shared storage server
- Multi Cloud
- Image analysis
- AI utilization service
- Text analysis
- Cloud security
- 5G
- Real time analysis
- Hybrid cloud
- Metadata
- Automatic shooting
- Editing manuscript support
- Voice recognition
- IP broadcast related products

Counter booth

《 Exhibit Fee includes 》

- + Booth space (1unit/W1500 × D700 × H2700)
 - Power Outlet x 1 (100V /0.5kw / A2 spec plug {2})
 - Spotlight

※There's a possibility that booth specifications will change. Please acknowledge it beforehand.

※There is no wall on the back and it is open space, but the panel can be hung.

■ Exhibition booth introduction on website

■ Offer exhibition invitation ticket

※ Barcode reader is a paid rental

Exhibition fee: JPY 150,000 / unit (w/o tax)

Image
(1 unit)



MPO (Marketing Promotion Opportunities)

To further increase the exhibit effect "Marketing Promotion Opportunities"

※We are preparing many other items, so please see the attachment.



- Plaza Billboard / 2 Limited
JPY 1,800,000
(excluding tax)
- Glass surface banner / 4 Limited
JPY 1,800,000
(excluding tax)
- AD banner set/ 4 Limited
JPY 1,200,000
(excluding tax)
- Isle Sign Set / 9 Limited
JPY 900,000
(excluding tax)

Meeting space



- A Type / Reception Type
JPY 300,000
(excluding tax)



- B type / Meeting type
JPY 280,000
(excluding tax)

Included use

- System (part acrylic window)
- Door (with key)
- Company name plate
- Spot light (100W 4 light)
- Outlet (100V 0.5 Kw 2-pin plug)
- 《 Option 》
- 1 horsepower spot cooler
JPY100,000 (excluding tax)
- Additional Electric / Telephone / Fax
- Catering
- ※ Please contact the show management office

Special Plan ※Result 2019

Special plan focused on the hot theme Implement the effective PR with exhibition, seminar, joint demonstration.

※Please see the attached materials for details on Special plan.

《 Conducted project in 2019 Broadcasters innovation 》



Targeted cross-media promotion

Website

On the official website, we will strongly enhance visitors' desire to visit with fulfilling content such as exhibitor information and seminar information.



Advertisement / Media tie-up

In this event, which carries out many media and tie-ups, we can approach various target groups, and we can further increase the attractiveness and expectation for events.



Email DM/Direct mail

Mail DM and direct mail will be sent to event visitors with high affinity.



Media Sponsors ※2019

週刊BCN

IT Search+

ITmedia
I/A-プライズ

GoodWay
Financial & IT Media

GASKET

月刊ニューメディア
NEW MEDIA

c|net Japan

The Visual Communications Journal
映像新聞

電波タイムズ
The Denpo Times

3 FINDERS
FINDERS+RECOMPS

最先端や実客、ブランディング戦地を踏み拓く専門メディア
モバイルマーケティング研究所

マイナビニュース

ビジネス+IT



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