

Proposing a Fusion of Broadcasting and Communications with Exhibits and Presentations

INTER BEE CONNECTED

Broadcasting Is Changing toward 2020: Media Communication Is Evolving and New Business Models Are Emerging

ICT and the media environment is spreading and changing on a daily basis. Against this backdrop, media communication, starting with television broadcasting, is approaching an era of unprecedented transformation. How will broadcasting change? What kind of possibilities will unfold with media communication in ICT? We will explore and showcase new business models from the frontline of broadcasting and communications.



◆ Showcasing How Broadcasting Will Change and Evolve

The planned sessions will showcase the change and evolution of television broadcasting toward the target year of 2020. This includes strategies for the delivery of programs over the Internet, cooperation between broadcasting and communications, new business opportunities found from changes to viewing styles/ratings, advertising/marketing strategies and local broadcaster initiatives.

◆ Showcasing the Expanding Possibilities of Media Communication

We will showcase the possibilities to lead to new business by widely perceiving the latest trends in video & ICT and the evolution of media communication. This includes broadcasting as well as the Web, apps, digital content, the cloud and signage. Connect with a wide range of media stakeholders as an opportunity to present the latest information on media and network business that evolves on a daily basis.

◆ Intended Exhibitors

- ▶ Digital content production companies
- ▶ App production companies
- ▶ Content production and app development support technology - related companies
- ▶ Digital content distribution operators
- ▶ Online platform - related operators
- ▶ Video distribution technology - related companies
- ▶ Online advertising companies
- ▶ Cloud - related operators
- ▶ Communication - related operators
- ▶ Other companies and organizations involved in video and ICT

■ 2015 Actual

Exhibitors: **14** companies
 Planned Sessions: **9**
 Exhibitor's presentation: **35**
 Number of audience: **2,143** people



◆ Attract much interest from TV Broadcasters, Telecommunications Carriers, Related Contents Publishers. Many people in planning/strategy, programs and management from TV Broadcasters visited at INTER BEE CONNECTED.

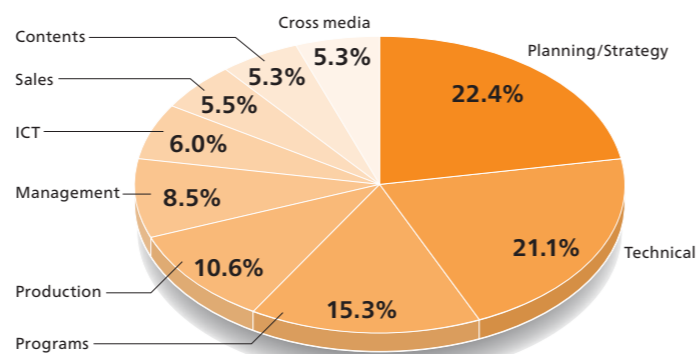
■ Type of business

Comparison of participants for CONNECTED with Inter BEE over all.

	CONNECTED	Overall
Commercial TV Broadcaster	28.3%	9.4%
Other User	7.0%	9.0%
State-run Broadcasting Station	6.8%	3.7%
Ad Agency	6.6%	1.2%
Related CATV	6.3%	2.5%
Other Guest	4.9%	8.2%
Equipment Manufacture	4.7%	13.1%
Telecommunications Carrier	4.7%	3.3%
Postproduction	4.6%	7.2%
Related Internet Business	4.5%	2.6%
Related Contents Publishers	3.9%	1.1%
Production House	3.7%	4.6%
Film and Video Production Company	3.3%	5.8%
Content Delivery Network	3.1%	2.8%
Trading Company	1.8%	5.8%
Government office, Organization	1.6%	1.9%
Video Software Production Company	0.7%	1.1%
Facilities and Stores	0.6%	1.6%
Student	0.5%	5.8%
Related PA Equipment	0.2%	4.2%
Radio Station	0.2%	0.6%
Related Staging, Art and Lighting	0.1%	2.7%
Recording Company	0.0%	0.6%
Commercial TV Broadcaster	1.8%	1.2%

■ Details of participants of TV Broadcasters

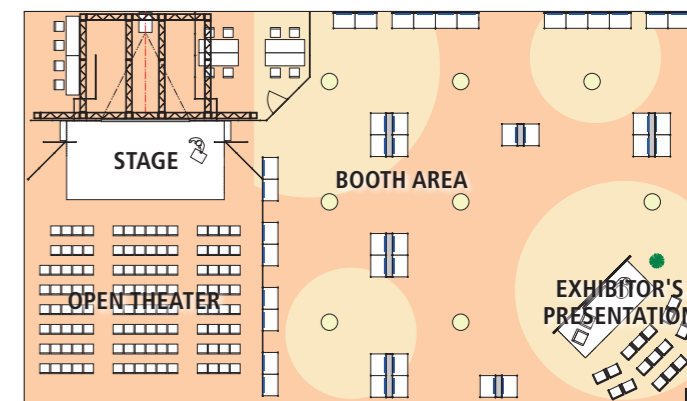
Sampled data from type of occupation in TV broadcasters only



■ Outline

Name: INTER BEE CONNECTED 2016
 Period: November 16 (Wed.) to 18 (Fri.), 2016
 Time: 10:00 to 17:30 on Nov. 16 and 17
 10:00 to 17:00 on Nov. 18
 Venue: Exhibition Hall, Makuhari Messe
 Admission: Free (Registration required)

■ INTER BEE CONNECTED Floor Plan



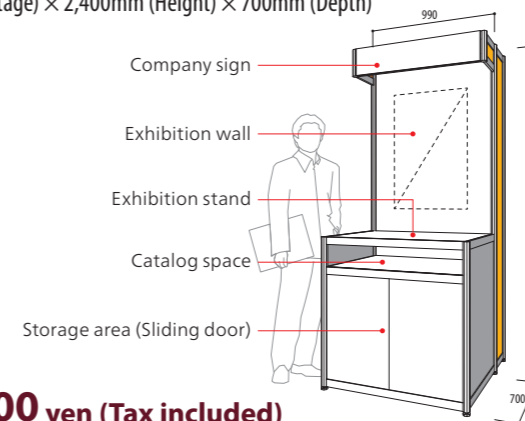
■ INTER BEE CONNECTED Exhibiting

Exhibiting Style: Pavilion
 Number of exhibitors: 30

■ Participation fee

Exhibition Unit Counter: Type A

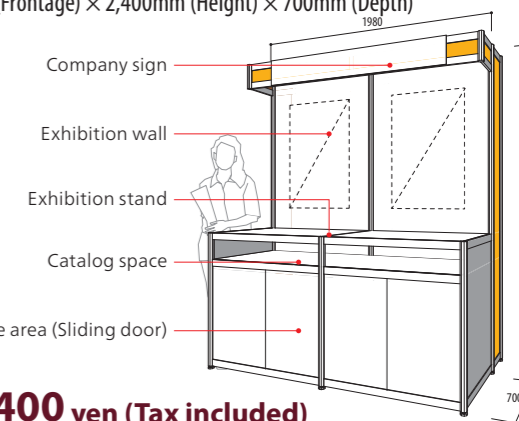
990mm (Frontage) × 2,400mm (Height) × 700mm (Depth)



216,000 yen (Tax included)

Exhibition Unit Counter: Type B

1,980mm (Frontage) × 2,400mm (Height) × 700mm (Depth)



302,400 yen (Tax included)

■ Inclusions in the Exhibition Participation Fees

- ◇ Exhibition unit counter: Basic exhibition stand, exhibition back wall, company sign, electrical work (capacity: 1kw / 2 outlets) and Internet access
 *The Internet access is a shared line. There will be a separate fee if you wish to use an exclusive line.
- ◇ Presentation slot: 15 minutes per a day. Total 3 slot.
- ◇ Listing of exhibitor name and exhibition information on our official website.
- ◇ We will provide invitation leaflets
- ◇ We will provide a specified number of written invitations. (The specified number will be in accordance with one exhibit booth.)
- ◇ In addition, we will treat your exhibit in accordance with that of regular exhibitors. Please refer to the information on the Inter BEE 2016 exhibition.

■ Application Deadline: Friday, July 29

■ Payment of booth fee: Please make a transfer to our designated bank account by Wednesday, August 31 based on the bill you will be issued by the Japan Electronics Show Association.

■ Cancellation or reducing the number of booths: If an exhibitor cancels or reduces the number of booth spaces applied or, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax will be added to all fees.

- ▶ July 1st to July 31st, 2016: 60% of exhibition booth fee
- ▶ August 1st to August 31st, 2016: 80% of exhibition booth fee
- ▶ On or after September 1st, 2016: 100% of exhibition booth fee

■ Operation schedule

- Wed., July 20 ▶ Exhibitor Orientation
 ▶ Drawings for Booth lot and presentation timeslot
- Wed., August 31 ▶ Deadline for the payment of the exhibition fees
- Late September ▶ Distribution of Inter BEE 2016 invitation tickets
 ▶ Distribution of exhibitor badges and loading/unloading vehicle stickers
- Tue., November 15 ▶ Setting Up

■ Inquiry

Japan Electronics Show Association
 Contact: Mori, Oda, Shimosato
 TEL: +81-3-6212-5231
 E-mail: contact2016@inter-bee.com
 Address: 5F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo, 100-0004