

10 YEARS anniversary ad:tech tokyo

October 4-5, Tokyo International Forum



AFTER SHOW REPORT

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1 . ad:tech Tokyo 2018 Event Summary



Event Name: ad:tech Tokyo 2018

Date: Oct. 4th- 5th, 2018

Venue: Tokyo International Forum

Number of Attendees: 14,160 people (Day 1: 5,069 people, Day 2: 9,091 people)

Sponsors/Exhibitors: 101 companies Partners: 18 companies

Official Speakers: 237 speakers

This year was ad:tech Tokyo's 10th anniversary. ad:tech Tokyo consists of 6 keynotes and 56 official sessions consisting 237 speakers. The exhibition floor had both domestic and foreign companies from advertising, marketing, media and solution industries. The number of attendees of the two days surpassed last year's numbers with 14,160 people. This year we had the 90 min. sessions which is longer than the usual sessions. Also, having transcocosmos as our diamond sponsor, they had various sessions in their exhibition booth and liven up the event by publishing articles on their owned media. On the last day, we had Fenox Venture Capital sponsor their 3rd annual Japan tournament of the "Start Up World Cup".

2. Sponsors and Partners

Diamond Sponsor



Platinum Sponsors



dentsu

DENTSU
DIGITAL

Hakuhodo DY holdings



DAIKO

YOMIKO



Hakuhodo DY
media partners



YAHOO!
JAPAN

Gold Sponsors

criteo.



Silver Sponsor



Bronze Sponsors

Delphys



Digital Garage

e-Agency



News Suite

ONE. MEDIA

Sonet
Media Networks

Sponsors

amazon pay



Bimocre

facebook
f@

FellCo Networks

irep
a cycle of success, with us



nrcw/ri

meitu

ORACLE

theTradeDesk

TikTok

Shufoo!

VALUES
Consulting & Creation Group

Yellowfin

yext

Premium Media Partner

NIKKEI

Media Partners

MarketZine



TECHWAVE

東洋経済
東洋経済

WD

Premium Partner

ANA

Partners



JAAA



JAF

PRTIMES



3. Keynote Sessions

How to utilize “data” the next generation resource? Proposals of new relationship with customers introduced

For the keynote, we had CEOs and VPs of global companies such as Amazon, Nestle, and Criteo. From Nestle, we had Pete Blackshaw, the digital reformer of Nescafe and KitKat brands. Pete introduced the concept of “Invitational Marketing”. From US Amazon, we had Seth Dallaire, VP of Global Advertising Sales and Marketing to present “Amazon Advertising”, which is to use the large E-commerce platform of Amazon for marketing and advertising. We had JB Rudelle, the founder of Criteo which is the leader of ad-technology to introduce AI and personalization of data utilization. CEO of Yahoo Japan, Kentaro Kawabe gave a presentation on data driven marketing. Shunsuke Sato, CMO of transcocosmos, and the former Olympic Gold Medalist Kosuke Kitajima who is the Chief Sports Officer of me & stars appeared on stage. Finally, we had Takafumi Horie who runs various projects including rocket launches and spreading Japanese beef abroad.



4. Official Speaker Sessions

Covering variety of topics including customer experience, AI, creative, video marketing and direct marketing

For the official sessions, we had discussions on various topics including direction of video marketing and relationship between AI and creative. The newly established 90 min sessions gave further depth to these topics as well as promoting interactions among the speakers and the audience.

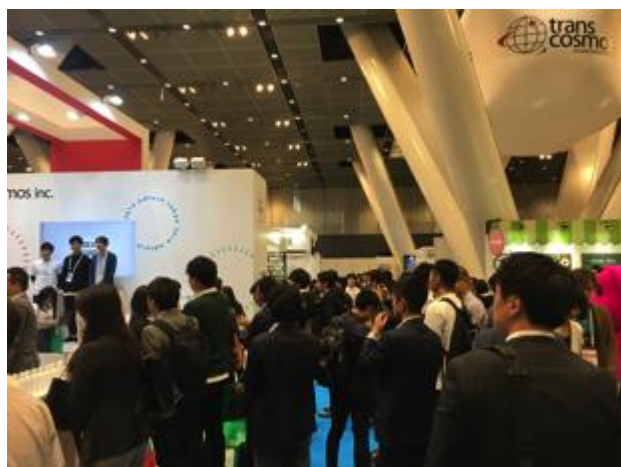
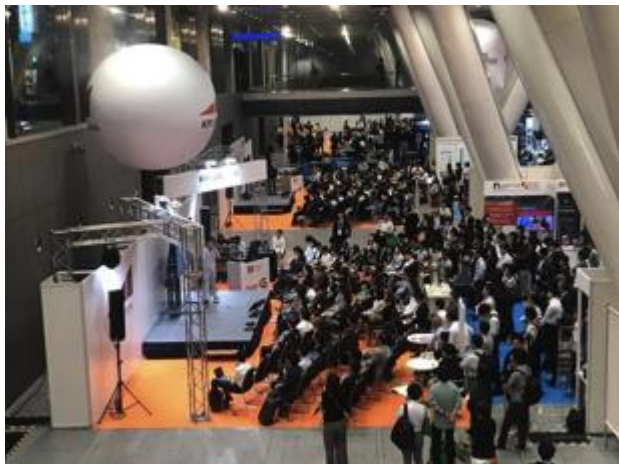
We offered various themes needed by marketers including optimization of customer experience, omni-channels, transparency of media and advertisements, opportunities of TV medias and internets.



5. Exhibition Floor

Booths and the presentation stage host various presentations. Epitome of the industry lies here.

On the exhibition floor, we had the Presentation stages and some companies even had their own presentations in their booth. Since there were many presentations, including our diamond sponsor, transcosmos inc. which had 17 seminars in the two days of the event, the residing time for the attendees seem to be longer on the exhibition floor. We also received feedbacks saying that “By just walking on the floor, you can easily see the trends of the solutions as well as the industry.”

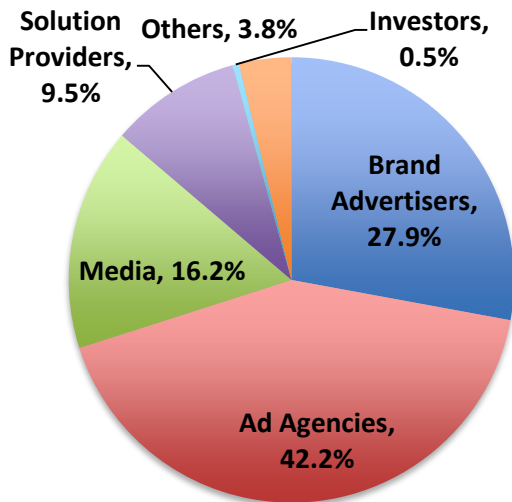


6. Attendees Analysis

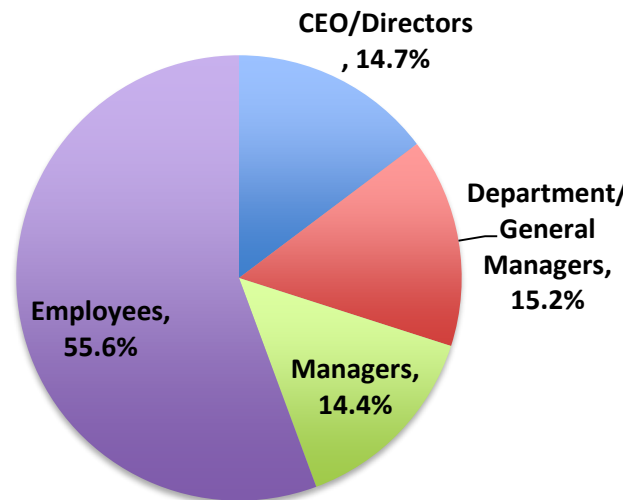
Total Number of Attendees

14,160 attendees (Day 1: 5,069, Day 2: 9,091)

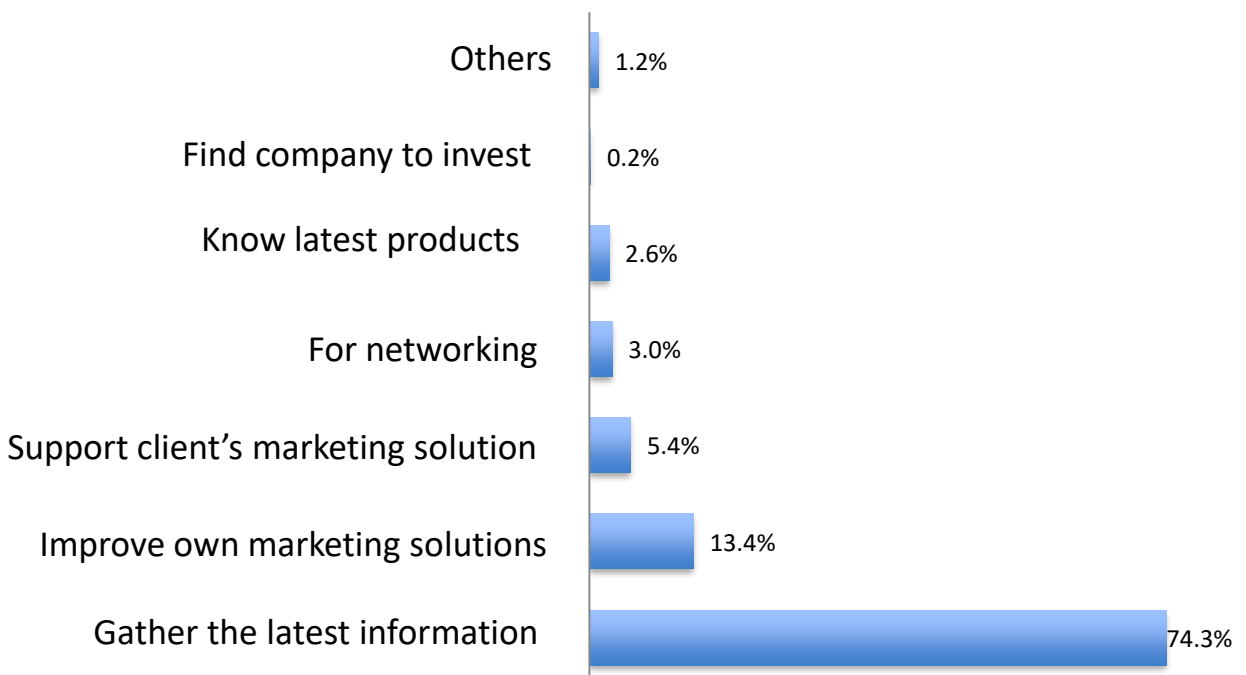
Attendees Industry Breakdown



Attendees Classified by Post



Purpose of Attending



7. Attendees from Abroad

Geographical Distribution



■Asia

Maharashtra, India
Bali, Indonesia
Jakarta, Indonesia
Kiev, Ukraine
Odessa, Ukraine
Punjab, Pakistan
Dhaka, Bangladesh
Ho Chi Minh, Vietnam
Sabah, Malaysia
Singapore, Singapore
Western, Sri Lanka
Bangkok, Thailand
Seoul, South Korea
Seongnam, South Korea
Hong Kong, Hong Kong
Taipei, Taiwan
Beijing, China

■Africa

Centre, Cameroon
KOFORIDUA, Ghana

■Oceania

Auckland, New Zealand
Sydney, Australia
NSW, Australia

■Europe

London, England
Son en Breugel, Holland
Amstelveen, Holland
Amsterdam, Holland
Greece
Zagreb, Croatia
HaSharon, Israel
Copenhagen, Denmark
Berlin, Germany
Stockholm, Sweden
Oslo, Norway
Paris, France
Novosibirsk, Russia
Moscow, Russia

■North America

Oakland, United States of America
Mountain View, United States of America
San Francisco, United States of America
Chicago, United States of America
New York, United States of America
Pomona, United States of America
Seattle, United States of America
Alabama, United States of America
Fremont, United States of America
Norcross, United States of America
Manhattan Beach, United States of America
Mountain View, United States of America
Boston, United States of America
Toronto, United States of America



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