
ad:tech tokyo

POST SHOW REPORT

1st-2nd December 2015

@ TOKYO INTERNATIONAL FORUM





Conference Attendees reached the highest number ever.

Total 17,037 people attended ad:tech tokyo 2015 which was held at Tokyo International Forum on Dec.1st [TUE]&Dec.2nd [WED]. 6 Keynotes and 54 Conferences were held by 182 speakers. It turned out the largest global marketing event in Japan that 115 Partners and Exhibitors participated as well.

To the further progression of globalization

ad:tech tokyo 2015 was the 7th annual since ad:tech tokyo was held for the very first time in 2009. The number of conference participants increased 20% year-on-year and recorded the highest-ever. Also 2,596 were brand advertisers. There were many participants from all over the world including North America, Europe, Oceania and Asia, and the number of international attendees was 3times higher than the last year.

EVNET SUMMARY

| | |
|---------------------|----------------------------------|
| Date | : December 1st [TUE] - 2nd [WED] |
| Venue | : Tokyo International Forum |
| Number of Attendees | : 17,037 |
| Unique Number | : 11,800 |
| Sponsors&Exhibitors | : 115 |
| Partners | : 10 |
| Speakers | : 182 |

■ SPONSORS

Diamond Sponsor



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DAIKO

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CA CyberAgent.



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Silver Sponsors

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Bronze Sponsors



Sponsors

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INFOBAHN



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■ PARTNERS

Premium Media Partners



Media Partners

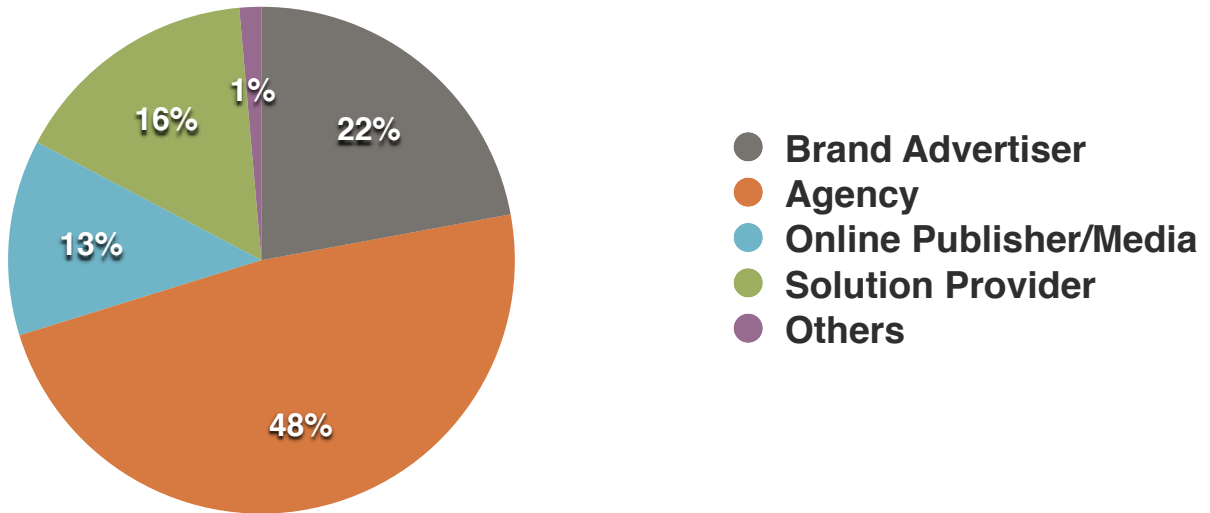


Partners



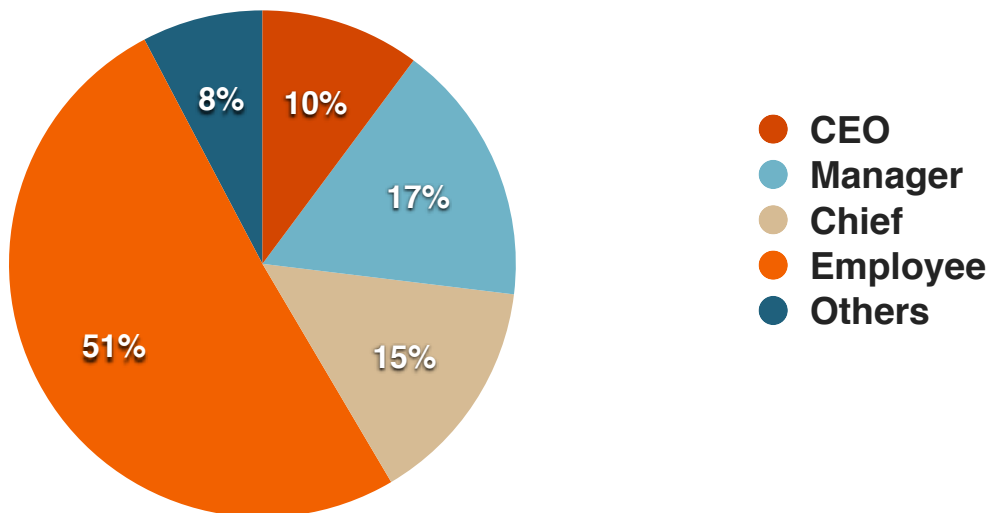
■ ATTENDEES

Attendee Industry Breakdown



* The percentage of Brand advertiser increased 5% from the last year of

Attendee Classified by Post

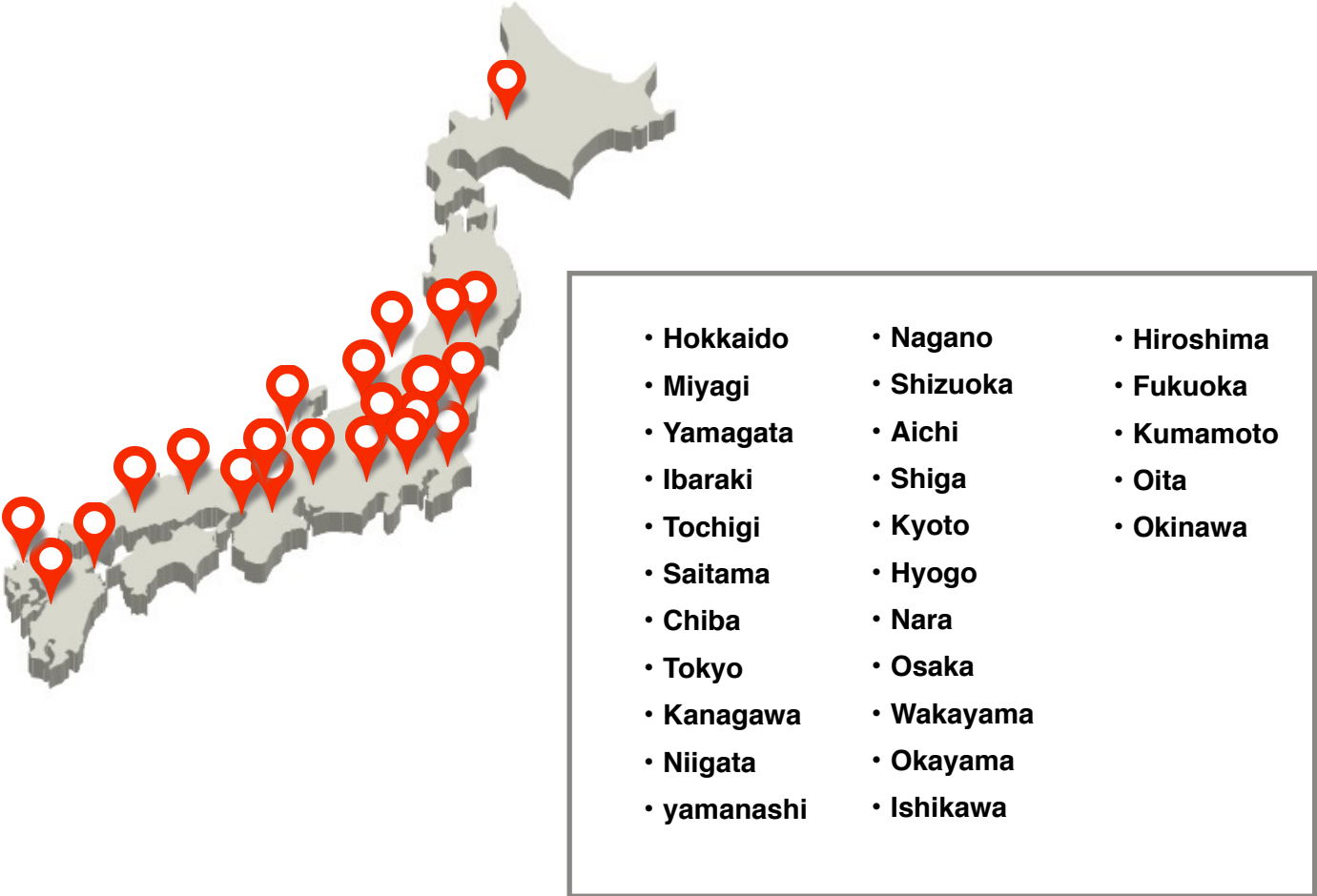


* 40% was executives.

The Purpose of Attending



Geographical Distribution (List of Prefectures)



Geographical Distribution



From 24 countries and 34 cities

- <Asia>
Seoul, Korea
Taipei, Taiwan
Shanghai, China
Beijing, China
Baguio City, Philippine
Bangkok, Thailand
Petaling Jaya, Malaysia
Singapore

- <Middle East>
Nahariya, Israel
New Delhi, India
Rajasthan, India
Raanaana, Israel
Cyprus, Turkey

- <North America>
New York, USA
Frankford, USA
San Jose, USA
San Francisco, USA
Florida, USA
Vancouver, Canada
Ontario, Canada

- <Africa>
Accra, Africa
- <Europe>
Amsterdam, Netherland
Barcelona, Spain
Madrid, Spain
Grenoble, France
Hamburg, Germany
Berlin, Germany
London, England
Lodz, Poland
Oslo, Norway
Kiev, Ukraine
Stockholm, Sweden

- <Oceania>
Brisbane, Australia



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