



AFTER SHOW REPORT

■Contents

1. ad:tech tokyo 2017 Event Summary
2. Sponsors & Partners
3. Keynote Session
4. Official Sessions
5. Exhibition Hall
6. Attendee Analysis
7. Attendees from Abroad



1. ad:tech tokyo 2017 Event Summary



Event Name: ad:tech tokyo 2017

Date: October 17th (Tue) – 18th (Wed), 2017

Venue: Tokyo International Forum

Number of Attendees: 14,095 (Day1: 5,758 ppl / Day 2: 8,337 ppl)

Sponsors/Exhibitors: 104

Partners: 22

Official Speakers: 216

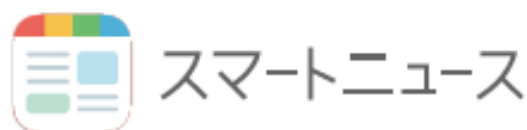
ad: tech tokyo 2017 which celebrated its 9th year this year, conducted 6 Keynotes and 51 official sessions with 216 speakers. Both domestic and foreign advertising, marketing, media and solution companies exhibited at the event. The total number of attendees for 2 days was 14,095 people. The prior attention to the Keynotes and official sessions were very high, which lead to increase of the number of participants compared to last year (35% increase). People with the desire to obtain the latest knowledge and information who wishes to expand their network has gathered together onsite.

This year, a part of the official session (Track D, E) was held inside the exhibition hall, and also "TechWave Summit" was jointly organized which contributed to the creation of a new attraction of the conference. The number of participants recorded for the highest, especially for the official conferences.

Following last year, the finals of the Japan regional competition of "START UP WORLD CUP", was held in the same venue this year as well. Due to the fact that the winner of the previous world championship was a company from Japan, it attracted more attention of many participants.

2. Sponsors & Partners

Diamond Sponsors



Platinum Sponsors

Hakuhodo DY holdings



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Sonet
Media Networks

Sponsors

AOI Pro.

Appier



CCC
MARKETING

DataSign

Delphys



from scratch

ヒトクセ

Mobvista.

IBM

IMJ

INFOBAHN



JT

OpenX

Shufool.

theTradeDesk

TABI LABO

criteo

Premium Media Sponsors

NIKKEI

campaign

Inc.
Southeast Asia

MarkeZine

TECHWAVE

東洋経済
ONLINE

WD



Partners

I23RF

ANA

Foxus

JAAA
Japan Advertising Agency Association

EDIPRESS



La
FRENCH TECH

new balance

ニトリ
NITORI

PRTIMES



yenta

24-7

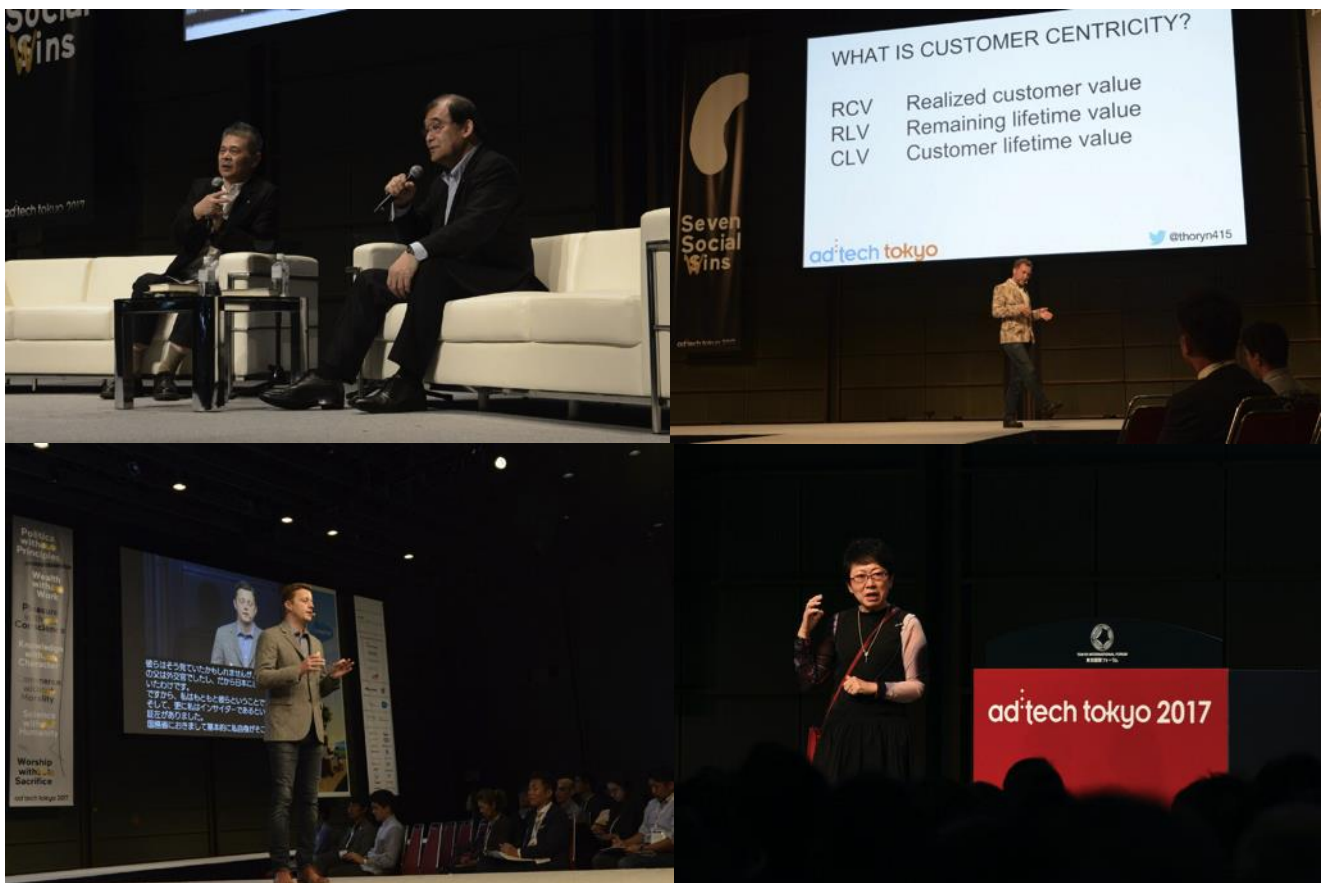
3. Keynote Session

Keynote that appealed to the importance of “creative” and “human”

The keynotes this year included various topics from diverse fields such as marketing, branding, media and data utilization. Mr. Tom Cochran, who led the digital policy at the time of President Obama's administration as president of the United States, cited “Credibility, Risk, Technology” as future keywords in digital utilization. Oro Analytica CEO Mr. Thoryn Stephens gave a lecture about customer-centered digital marketing, citing a simple example that Starbucks' LTV is 1.6 million yen on average. He also pointed out that the word "improvement (kaizen)" in Japanese is indispensable for data marketing. At the sessions of Hobonichi CEO Shigesato Itoi, and Chairman of JR Kyushu Koji Karaike, “Fun Exceeds Everything” as a theme, they told that it is necessary to make efforts against the custom of trying to streamline everything through digitalizing. At times like this, the passion which overcomes taking the trouble and time will impress people they said.

On the second day, Ms. Hiroko Wada of former P & G Vice President lectured about brand management, human resource development, and how to make sustainable success. “Who is most familiar with the customers? This is important” said Ms. Wada commenting about the Japanese culture where the employees tend to focus on their bosses over customers. Mr. Rich Jaroslavsky of SmartNews, who also launched the Wall Street Journal online edition, told that it would give great damage to the reliability of media unless the major online platform companies seriously tackles the recent issues such as fake news and ad fraud.

Mr. Yu Sasamoto of Twitter Japan told that Twitter in Japan is functioning as a "search engine" more than the United States, but recently the demand for "live video" is increasing. These Keynotes became a place where the attendees can obtain the latest knowledge and information of the most up-to-date digital marketing.



4. Official Sessions

Covering topics from the latest technology to those reflecting society

In official sessions, contents giving consideration based on a more concrete case on online videos and AI which has been the topic of the last few years was conspicuous. Meanwhile, since the previous year of ad:tech tokyo (September 2016), topics such as “reliability in media” and “credibility of advertisement” was mentioned by many official speakers. Also, in a session discussing about adapted advertisements in the digital society, it was said that there are indications where people who are blocking advertisements are also active on such advertisements which they feel are convenient to themselves. This made the audience to rethink about the ideal way of advertisement. Many comments pointed out that it is important to focus on how to improve the customer's experience value without dividing digital or analogue, while various opinions about traditional media such as television and newspapers were exchanged as well. In Professor Naoto Onzo of Waseda University's session, these topics were approached from an academic point of view.



5. Exhibition Hall

Booth seminars and presentations, and stages became more active

By visiting each booth, you can see the latest solutions and which of them are drawing the marketer's attention. The space became a perfect place for the attendees to find tips and partner companies to solve the problem they each face. This year, there were many booths presenting AI marketing application, online video media / video production, and influencer marketing.

In recent years, conducting seminars at presentation stages and their own booths are on an upward trend among the exhibitors of ad:tech tokyo. SmartNews which is this year's diamond sponsor has been constantly implementing a high-profile seminar having major advertiser such as Shiseido as speakers for 2 days gathering many audience throughout the event. KPI Solutions also conducted a number of seminars using one of the presentation Stages located inside of the exhibition hall. We could feel the strong desire of the exhibitors to deliver more and more detailed information to the visitors in both the presentation stage and the booths.

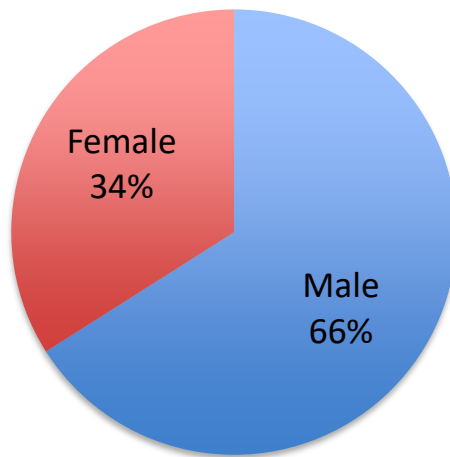


6. Attendee Analysis

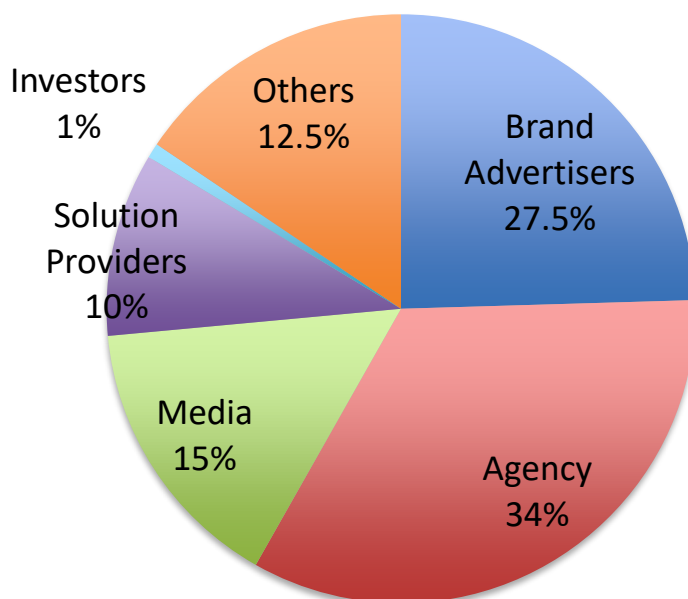
Total Attendees

14,095 (Day 1 : 5,758 / Day 2: 8,337)

Attendee Gender Ratio

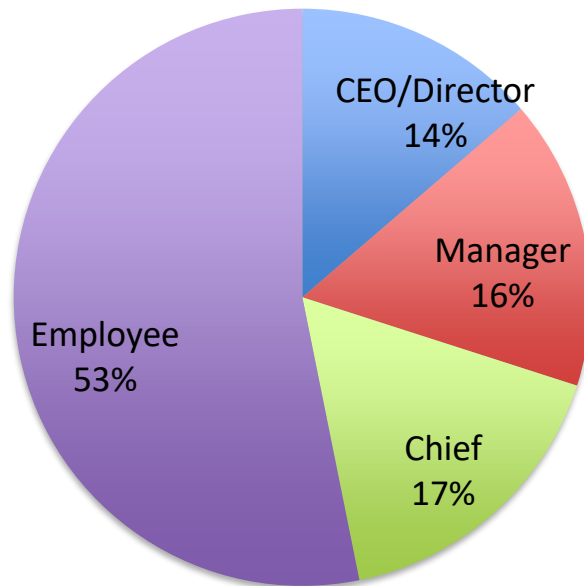


Attendee Industry Breakdown

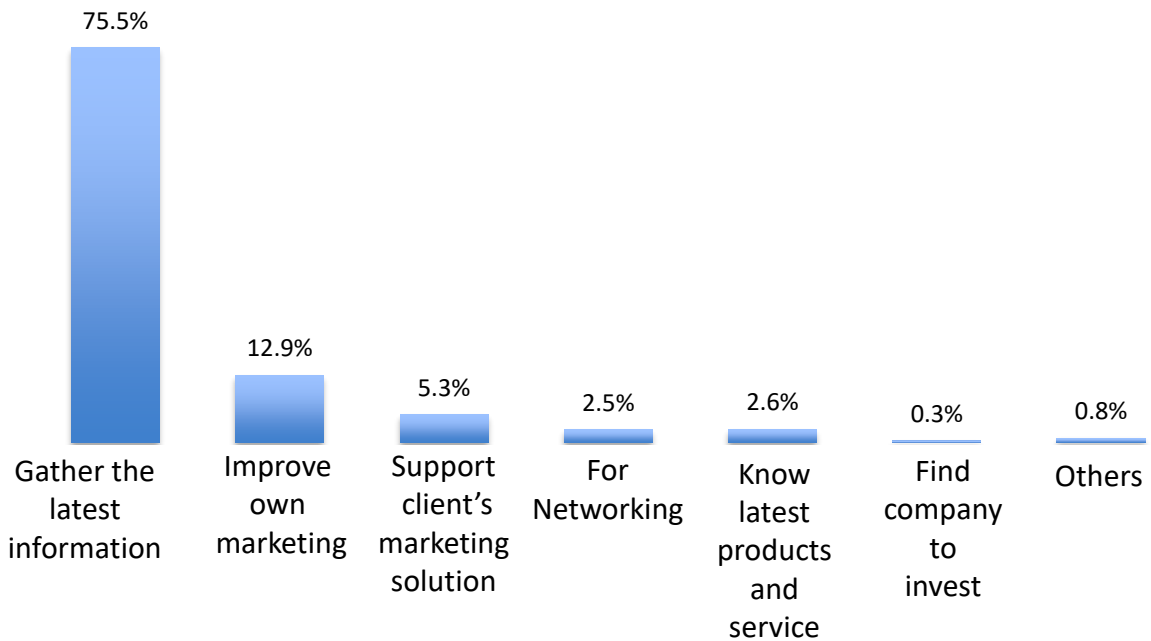


6. Attendee Analysis

Attendee Classified by Post



The Purpose of Attending



7. Attendees from Abroad

Geographical Distribution



■ Asia

Dubai, United Arab Emirates
Mehrauli-Gurgaon Road Gurgaon, India
Jakarta, Indonesia
Sri Jayawardenapura Kotte, Sri Lanka
Bangkok, Sathorn, Thailand
Hyderabad, Pakistan
Makati, MAKATI CITY, Philippines
Ho Chi Minh, Binh Thanh, Vietnam
Putaling Jaya, Bandar Utama, Malaysia
Kota Kinabalu, Malaysia
Beirut, Lebanon
Seongnam, South Korea
Seoul, Korea
Busan, South Korea
Kwangju, South Korea
Hong Kong, China
Taipei, Taiwan
Hsinchu, Taiwan
Shenzhen, China
Beijing, China

■ Africa

Lagos, Nigeria
Ouagadougou Burkina Faso

■ Oceania

Bondi Junction Bondi Junction, Australia

■ Europe

London, United Kingdom
Tel Aviv, Israel
Bnei Brak, Israel
Zaporozhye, Ukraine
Perth, Australia
Zurich, Switzerland
Stockholm, Sweden
Ciudad Logo League, Spain
Madrid, Spain
Arhus, Denmark
Aachen, Germany
Munich, Germany
Berlin, Germany
Paris, France
Puteau La De Fense Cedex, France
Teshmezuno, Poland
Moscow, Russia

■ North America

Fremont, USA
Palo Alto, United States
Pasadena, USA
Los Angeles, USA
Emeryville, United States
Menlo Park, United States
San Francisco, United States
Chicago, United States
New York, United States
Long Island City, United States
Richardson, USA
Mexico City, Mexico



ad:tech Tokyo Show Office

Comexposium Japan K.K.

Address: 601 Keyakizaka Terrace, 6-15-1 Roppongi Minato-ku,
Tokyo

E-mail adtech@comexposium-jp.com

Tel 03-5414-5430

Fax 03-5414-5431