

Broadmedia & Entertainment Inter BEE

Outline

Name

Inter BEE 2025

Period

November 19th 10:00 a.m. to 5:30 p.m.
November 20th 10:00 a.m. to 5:30 p.m.
November 21st 10:00 a.m. to 5:00 p.m.

Location

Makuhari Messe
2-1, Nakase, Mihama-ku, Chiba-city, 261-8550 Japan

Admission

Free of charge (registration required)

Support

Ministry of Internal Affairs and Communications (MIC)
Ministry of Economy, Trade and Industry (METI)
Japan Broadcasting Corporation (NHK)
The Japan Commercial Broadcasters Association (JBA)
The Association of Radio Industries and Businesses (ARIB)
The Association for Promotion of Advanced Broadcasting Services(A-PAB)
Digital Content Association of Japan(DCAJ)

Partners

IPTV FORUM JAPAN
Japan Satellite Broadcasting Association
Visual Industry Promotion Organization
The Institute of Image Information and Television Engineers
Japan Association of Audiovisual Producers, Inc.
Camera & Imaging Products Association
Theatre and Entertainment Technology Association, Japan
State of the Art Technologies Expression Association
3D Consortium
NATIONAL BOARD OF REGIONAL VISUAL INDUSTRY ASSOCIATIONS
National Theatrical & Television Lighting Industrial Cooperative
Advanced Imaging Society Japan Committee (AIS-J)
Ultra-Realistic Communications Forum
Digital Signage Consortium
Association of Media in Digital
Radio Engineering & Electronics Association
Specified Radio microphone User's Federation
JAPAN AD.CONTENTS ASSOCIATION
Japanese Society of Cinematographers
Japan Motion Picture Production Standards Association
MOTION PICTURE and TELEVISION ENGINEERING SOCIETY of japan, Inc.
JAPANESE SOCIETY OF LIGHTING DIRECTORS
Association of Production Designers in Japan
Japan Audio Society
Japan Association of Professional Recording Studios
Japan Cable and Telecommunications Association
Japan Cable Television Engineering Association
Japan Association of Lighting Engineers & Designers
The Association of Japanese Animations
Japan Association of Video Communication
STAGE SOUND ASSOCIATION of JAPAN
JAPAN STAGE SOUND BUSINESS COOPERATIVE
JAPAN POST PRODUCTION ASSOCIATION
JAPAN ASSOCIATION OF RECORDING ENGINEERS
Projection Mapping Association of Japan
MULTISCREEN BROADCASTING STUDY GROUP

Organized

Japan Electronics and Information Technology Industries Association

Organized by

Japan Electronics Show Association



Broadmedia & Entertainment Inter BEE

REVIEW 2025

www.inter-bee.com

REVIEW 2025

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Photo by : Shigeharu Yoshihara
Akane Inagaki
Toshitaka Nakamura
SHIRO-FILM
Mitsuru Kobayashi
Design by : Katsumi Miyasaka



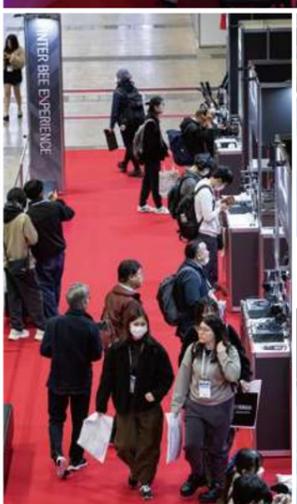
34,072 Visitors Attended the Event!



Three Days of Experiencing the Present and the Future



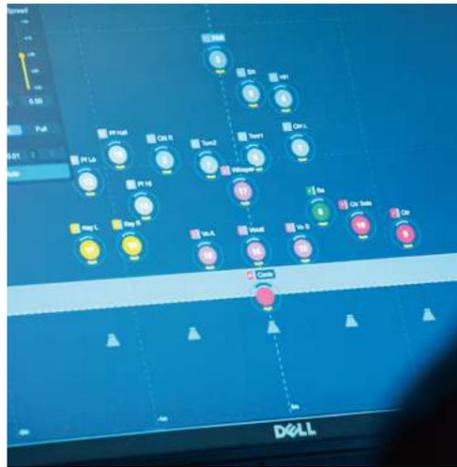
A Comprehensive Media & Entertainment Exhibition



Technology Never Stops Evolving!

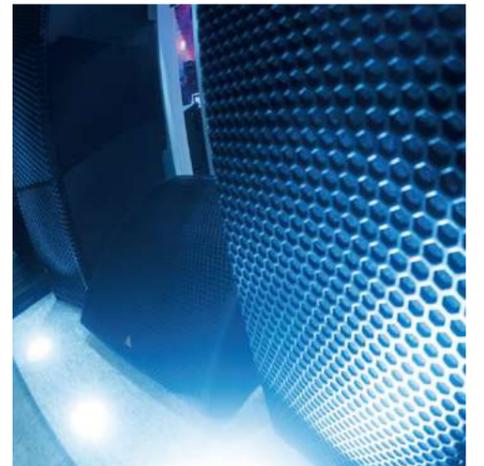
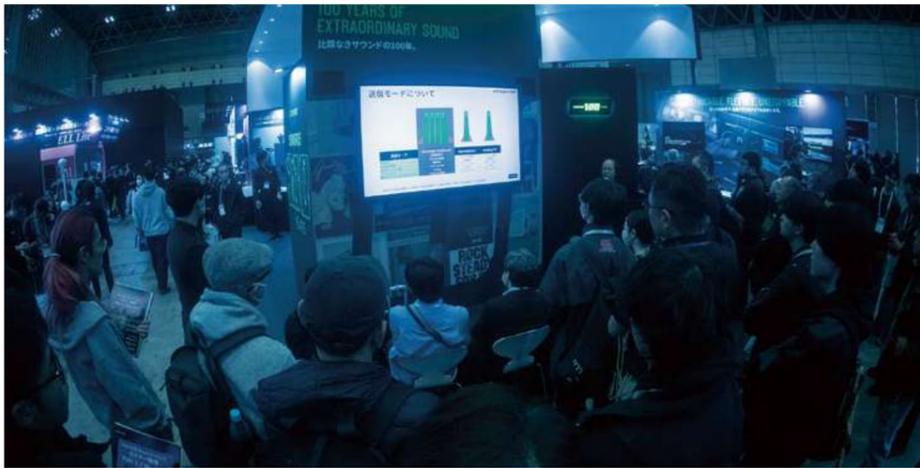


1,079 Exhibitors from 44 Countries and Regions



Professional Audio

Driven by the growth of music streaming services, the global expansion of J-pop in tandem with video distribution platforms, and the continued vitality of the live entertainment business, the music and audio sector shows no signs of slowing down. This year, the Professional Audio category expanded further, with 279 exhibitors occupying 383 booths, marking an increase over the previous year. Companies competed in showcasing developments aimed at the full-scale deployment of immersive audio, including plans for the opening of a hall equipped with the event's first permanent immersive sound system. In addition, a wide range of advancements in audio technology—from production to creative expression—attracted significant attention.

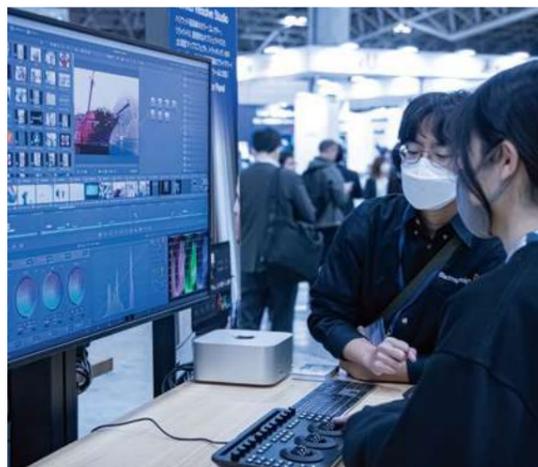




Video Production / Broadcast Equipment

As Japan's largest exhibition space showcasing everything from the latest technologies and products for video content production to workflow solutions, virtual production, transmission systems, and various equipment used on production sets, this year's event featured 573 exhibitors occupying 1,294 booths. Amid accelerating evolution and transformation in production environments—such as digital transformation and AI adoption—alongside the diversification of visual expression and its applications, a large number of highly engaged visitors attended the diverse range of exhibits aimed at addressing an expanding user base and market.

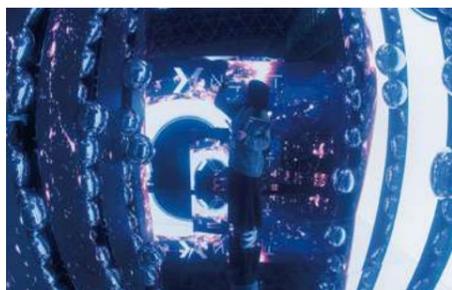
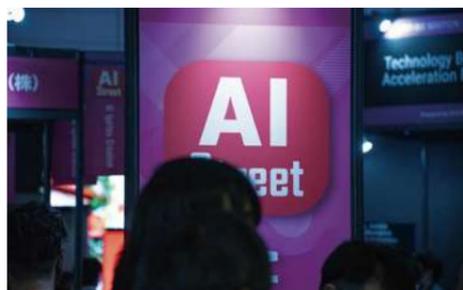
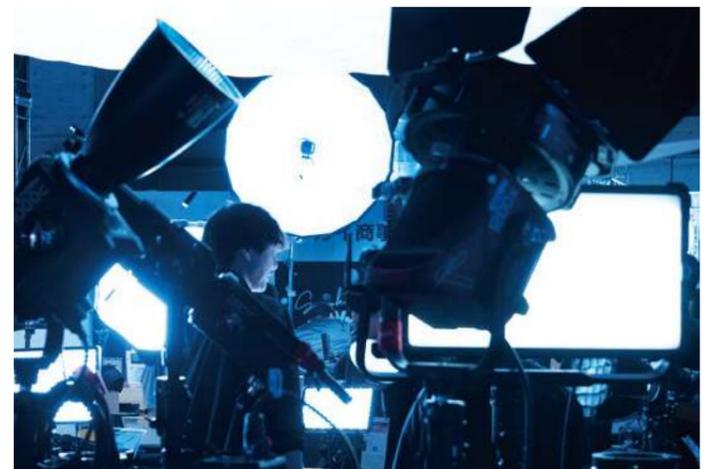
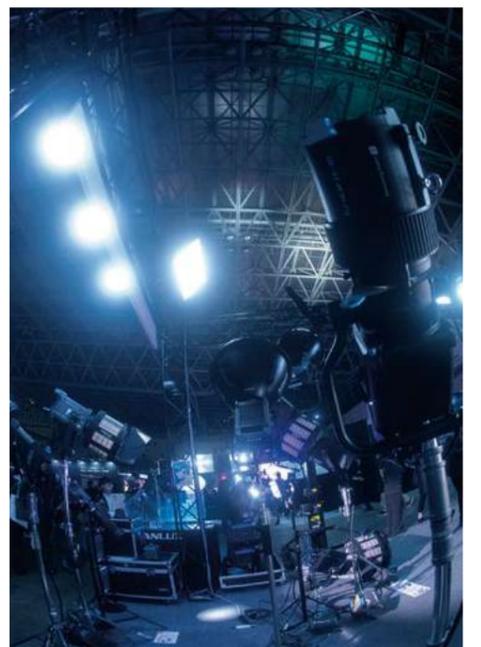
Video Production / Broadcast Equipment

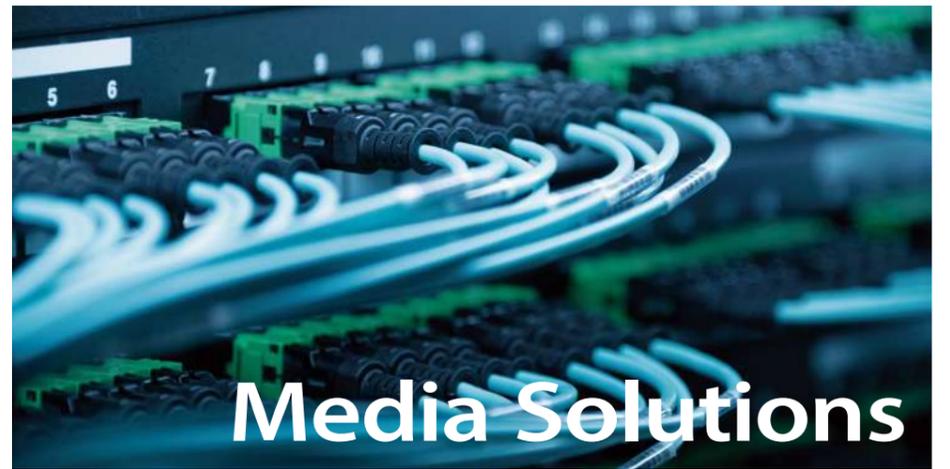




Entertainment / Lighting

Entertainment / Lighting category expanded further this year, with 132 exhibitors occupying 195 booths marking an increase in scale compared to the previous year. The number of overseas exhibitors also grew, and the category attracted strong attention from visitors as a showcase for the future of entertainment and its possibilities. Exhibits ranged from lighting equipment, LED displays, and laser projectors to spatial production systems such as drones, as well as advanced and distinctive expressive technologies utilizing AI presented by exhibitors within INTER BEE IGNITION x DCEXPO.



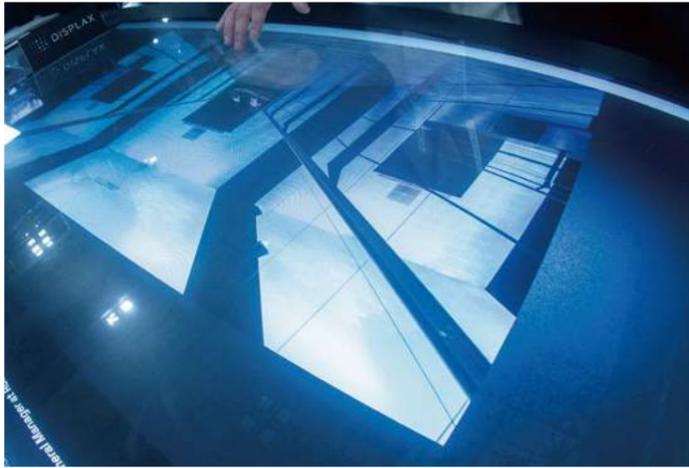


Media Solutions



Media Solutions

This year saw accelerated evolution in content and media environments, with innovative AI technologies continuously launched in content creation and utilization. This category featured 95 exhibitors occupying 113 booths. A wide range of exhibits attracted strong attention, showcasing diverse applications of AI, including generative AI, cloud integration, distribution and data solutions, video content operations, and various video-related systems. These displays highlighted efforts to enhance content utilization and value creation across the entire spectrum, from video, broadcasting, and streaming to marketing.





INTER BEE AWARD 2025

**Diverse Award Winners Showcase the Cutting Edge of Industry
Drawing Attention Across Sectors and Raising Expectations for the Future**

Now in its second year since its launch last year, the INTER BEE AWARD received a large number of entries from exhibited products, technologies, services, software, and content. Following a preliminary document review and a first-round evaluation by the judging committee, the awards were finalized through on-site judging conducted on the opening day of the event. The award aims to revitalize the media and entertainment industry while also serving as a helpful guide for visitors to the exhibition. In addition, it has attracted attention as a platform through which Inter BEE highlights the industry's leading edge, from the present into the future, raising expectations for its continued growth and development.



Professional Audio

◆Grand Prix

Title: Spectera: Opening a New Era of Pro Audio with Wideband and Bidirectional Technology
Exhibitor: Sennheiser Japan K.K.



◆Runner-up

Title: Auri™ – Auracast™ Wireless Broadcast Audio System
Exhibitor: MATSUDA TRADING CO., LTD



Content Production / Broadcasting & Media (Hardware & Software)

◆Grand Prix

Title: Contribution to new CG / VFX production through OCELLUS markerless camera tracking system
Exhibitor: Sony Marketing inc.



◆Runner-up

Title: CINEMA EOS C50 designed to empower creators across a wide range of evolving video platforms
Exhibitor: Canon Inc. / Canon Marketing Japan Inc.



◆Runner-up

Title: World's first! ST2110-40 ancillary inserter — AS 2110VANC Inserter
Exhibitor: Amber Sign, Ltd.



Content Production / Broadcasting & Media (Total Solution)

◆Grand Prix

Title: "LX-ePed 2", the world's first electric pedestal for PTZ cameras
Exhibitor: Libec/HEIWA SEIKI KOGYO CO., LTD.



◆Runner-up

Title: AI Powered Hybrid Video Distribution Solutions (Cloud&On-Premises)
Exhibitor: Harmonic Japan G.K.



Entertainment / Lighting / Visual Expression

◆Grand Prix

Title: EMO-JP / FYLo EDU-JP
Exhibitor: REDCLIFF, Inc.



◆Runner-up

Title: CROWDY SERIES
Exhibitor: GOJOH CO.,LTD.



Jury Prize

Title: AI live subtitling system "J-TAC Pro"
Exhibitor: tv asahi create



Title: DaVinci Resolve 20
Exhibitor: Blackmagic Design





INTER BEE FORUM

The Future of Media at a Turning Point amid the Full-Scale Emergence of AI Three Days Exploring the Potential of Information Space and Content

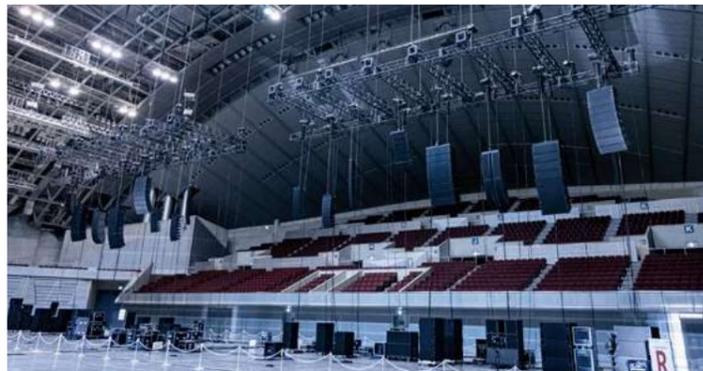
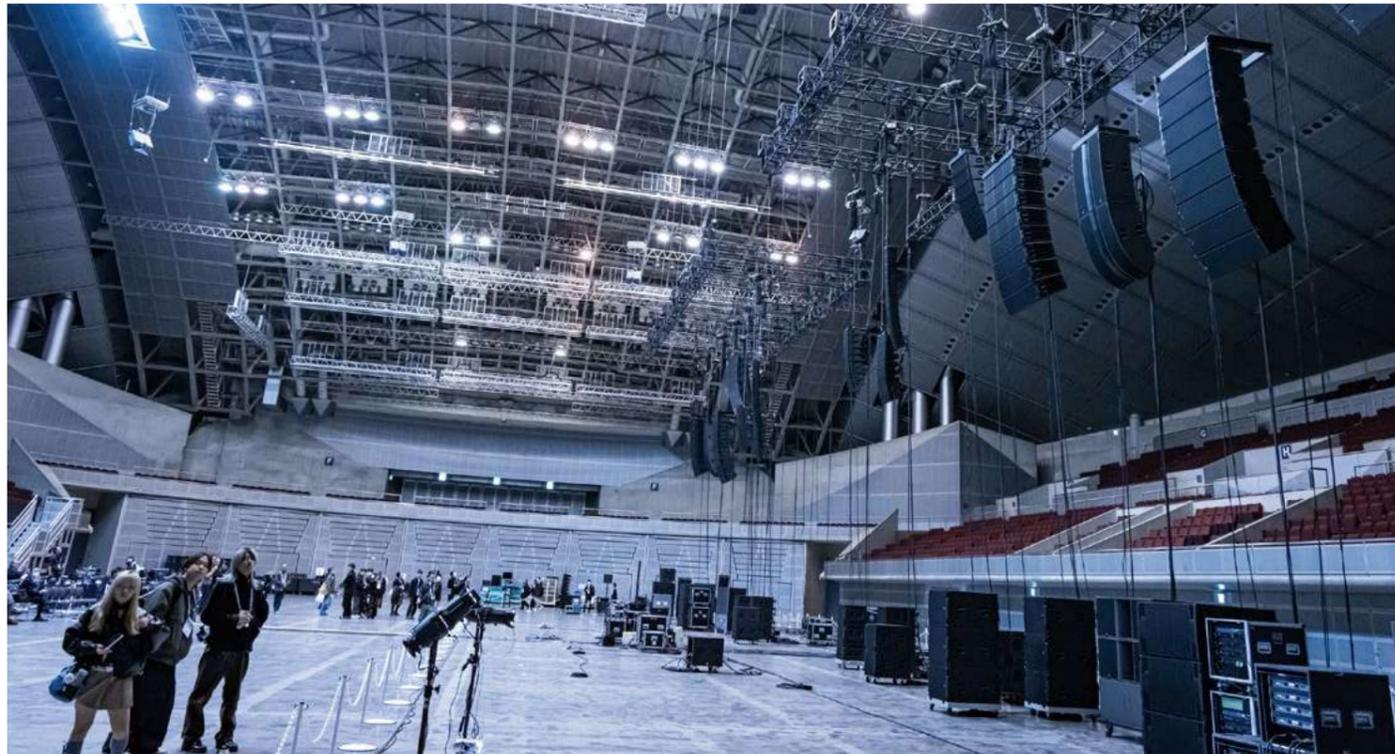
This year's INTER BEE FORUM opened with Opening & Keynote sessions, beginning with remarks from the organizers, followed by three opening keynote speeches: "Latest Trends in Broadcasting Administration" by Motonobu Toyoshima, Director-General of the Information and Communications Bureau, Ministry of Internal Affairs and Communications; "Digital Technology and Japan's Content Industry" by Naohiro Kaji, Director, Culture and Creative Industries Division, Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry; and "Toward a Reference Point in the Information Space: The New Role of NHK ONE and Public Broadcasting" by Eiichi Yamasaki, Deputy Executive Director of General Media Administration, Japan Broadcasting Corporation.

Across the various divisions and special programs, two sessions were held on the opening day: the INTER BEE IGNITION x DCEXPO keynote "Why Are the Dodgers Investing? An Era Where Both Teams and Broadcasters Become 'Investors'" and "AI Imagery Revolutionizing Television Drama." On the second day, four sessions took place: the IPTV Forum program "The Future of TV Services Created by Broadcasting and Online Distribution—From Addressable TV to Countermeasures Against Fake Content"; the audio division keynote "The Current State and Future Trends of Immersive Sound Part II: Package, Broadcasting/Streaming, and Educational Fields"; the INTER BEE MEDIA Biz keynote "Rethinking Trust in the Media" and INTER BEE CREATIVE "The Evolution of Kyoto Cinema: Reflecting on 100 Years and Envisioning the Next Century". On the final day, sessions included the JEITA Global AI Cloud Pavilion keynote "Cloud-Driven Media DX: From Broadcasting Infrastructure to the Future of Generative AI"; the INTER BEE DX x IP Pavilion keynote "The 'First Step' Solution—Learning the Reality of Broadcast IP Transformation from Grand Design Concepts to On-Site Practices" and the INTER BEE CINEMA keynote "Behind the Scenes of the Film Samurai Time Slipper."

Including nine special sessions and Exhibitor Seminars in which experts shared the latest trends from diverse perspectives, all of the sessions explored the possibilities of media, information, and content at a turning point for a new era—highlighted by the full-scale adoption of AI. Over the three days, large numbers of attendees listened with keen interest.

Date:	Nov. 19-21
Place:	International Conference Hall
Area:	1,277 sqm (4 Rooms)
The Number of Sessions:	29 sessions
The Number of Speakers:	107 speakers
The Number of Audiences:	4,984 audiences (Total)





INTER BEE EXPERIENCE *X-Speaker* *X-Headphone* *X-Microphone*

Growing Demand for Shared Experience Entertainment The Unstoppable Evolution of Audio Technology Drew Attention

The live entertainment market continued to thrive this year, with increasing energy both domestically and internationally. In Japan, various initiatives are gaining prominence in response to the growing demand for shared-experience entertainment, ranging from the construction of new large-scale live venues to the enhancement of smaller and medium-sized venues.

“Against the backdrop of these market conditions and audience trends, what drew particular attention at this year’s INTER BEE EXPERIENCE X-Speaker was the presence of five products in the point-source/stand-mounted line array speaker category. This category showcases point-source speakers and compact line array speakers designed for ground-stacked configurations, and even within this segment, the evolution of audio technology was striking. As the latest systems aimed at small- to mid-scale live events and venue installations, they attracted considerable interest.

In addition, brands participating for the first time made their appearance, and the event hall—where product systems from a total of 13 brands were presented side by side—welcomed, as in previous years, a large number of visitors including industry professionals. Attendees experienced powerful listening demonstrations while closely observing the technological advances embodied in each brand’s speaker system.

At X-Headphone/X-Microphone, held in Exhibition Hall 2, six booths were set up this year, featuring products from six headphone brands and two microphone brands. While this special program has attracted large numbers of visitors every year, attendance increased by more than 10 percent compared to last year, highlighting the growing demand for hands-on, listening-based exhibits.

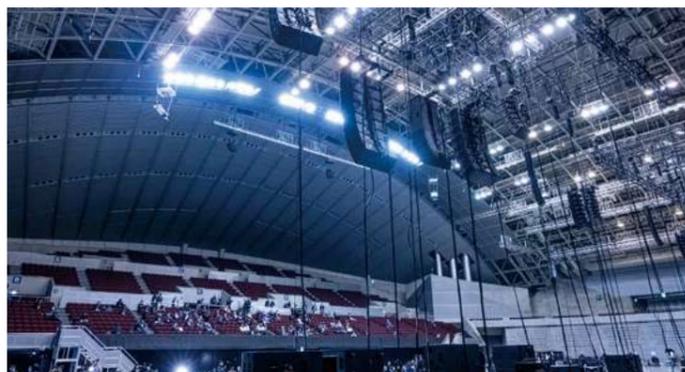
The profile of visitors has also become increasingly diverse year by year, and the area was bustling as a special program that allowed a wide range of people—from professionals in the pro audio and video content production industries to students representing the next generation—to freely experience the exhibits.

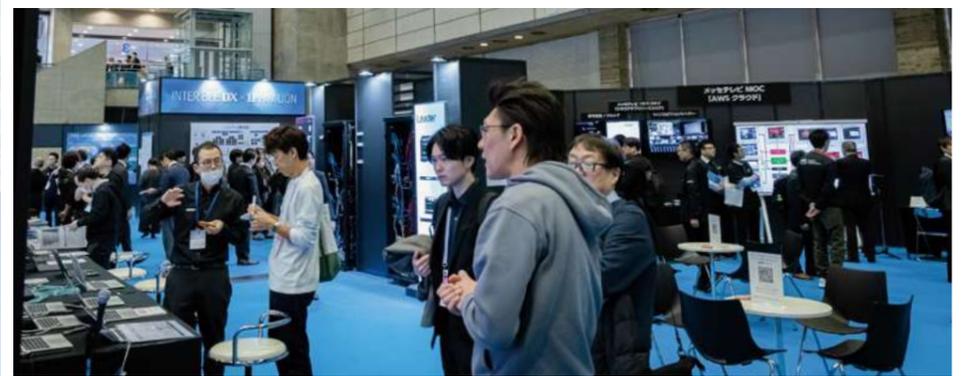
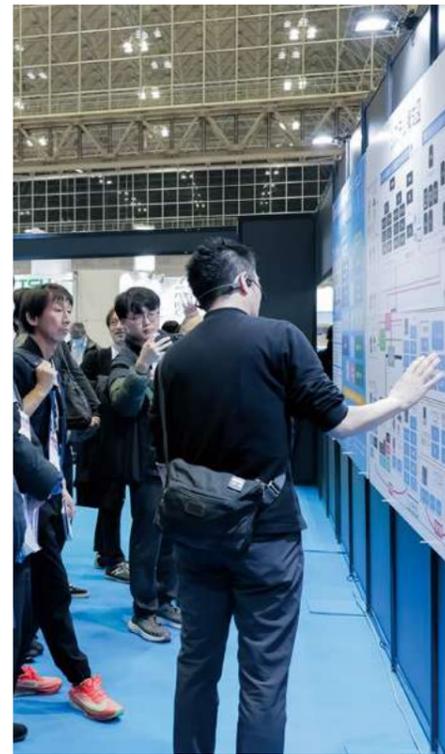
X-Speaker

Date:	Nov. 19-21
Place:	Event Hall
Area:	3,098 sqm (Arena)
The Number of Products Brands:	11 brands, 13 Products
The Number of Presentations:	25 presentations
The Number of Audiences:	4,867 audiences (Total)

X-Headphone/X-Microphone

Date	Nov. 19-21
Place	Exhibition Hall 2
Area	139.5 sqm
The Number of Products Brands: Headphones	6 brands
The Number of Products Brands: Microphones	2 brands
The Number of Visitors	3,766 audiences (Total)





INTER BEE DX × IP PAVILION

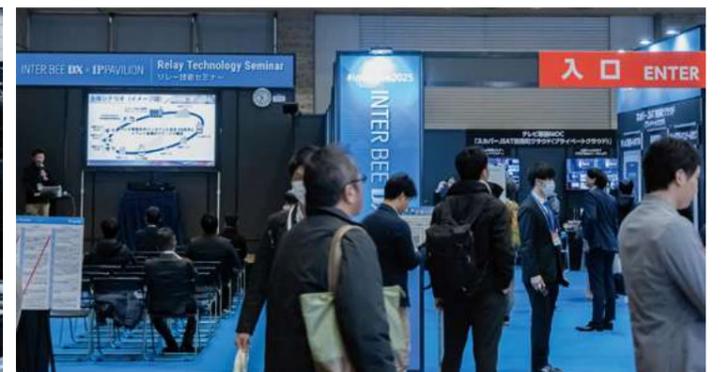
Demonstrating the Software-Driven Transformation of Broadcasting Proposals for Next-Generation Content Production Efficiency Toward the Future

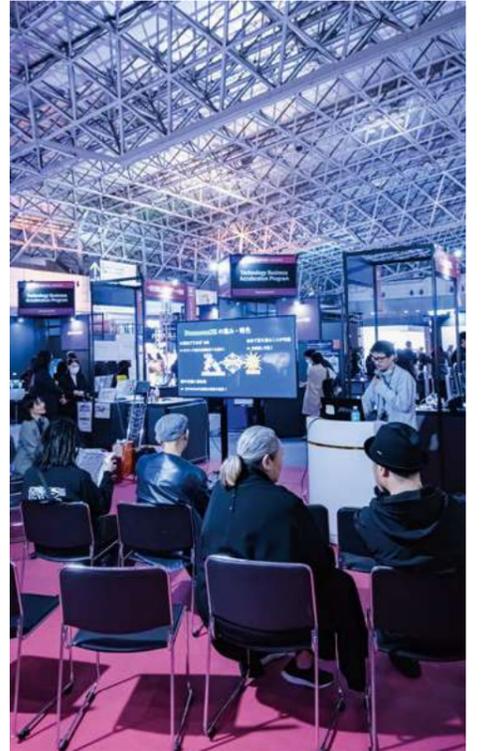
The INTER BEE DX×IP PAVILION, which has consistently attracted attention as a special program offering concrete proposals to promote the IP-based transformation of broadcasting operations, this time incorporated “software-defined solutions” approaches – including the use of AI – built on an IP foundation. With a focus on addressing remote production, cloud utilization, automation, and security, the pavilion provided a more tangible vision of the future of broadcasters and next-generation content production. Many related companies participated and exhibited, and the exhibition was fundamentally based on practical demonstrations developed through collaboration among exhibitors. On this occasion, however, the exhibition was structured around five conceptual themes. These included “Flexible Remote Production and Resource Sharing Across Multiple Locations” to demonstrate distributed operations; “Redundancy and Flexible Operations in a Hybrid Cloud Environment” that enable operation without the need for on-premises equipment; “Flexible Data Integration with Diverse IP Protocols” to demonstrate next-generation foundational technologies; “Utilizing Cutting-Edge Network Infrastructure” to demonstrate optimal and diverse remote production and operational methods; and “Proposing an Integrated Monitoring Method that Captures the Entire System” enabling comprehensive system-wide oversight.

A total of 37 companies exhibited in this year’s edition, with an additional 19 companies and organizations participating as supporters in planning and collaboration. As in previous years, four preparatory study sessions were held starting one month prior to Inter BEE, under the theme “‘Creating the Future of Broadcasting’ the Forefront of IP Transformation and Remote Production,” where concrete case studies were shared. At the Inter BEE venue, the customary relay-style technical seminars were also conducted.

Amid the daily evolution of IP technologies and the digital transformation of content production, many visitors were drawn to this demonstration proposal-based pavilion, which fully leveraged its greatest strength: exhibitors sharing a common concept and collaboratively building the overall framework.

Date:	Nov. 19-21
Place:	Exhibition Hall 3
Area:	497 sqm
The Number of Participant Companies:	37 companies
The Number of Advisers:	5 companies
The Number of Planning, Support:	14 companies
The Theme of Keynote Speech:	The “First Step” Solution—Learning the Reality of Broadcast IP Transformation from Grand Design Concepts to On-Site Practices
The Number of Sessions:	28 sessions
The Number of Audiences:	826 audiences (Total)
The Number of Exhibitors:	8 exhibitors





INTER BEE IGNITION × DCEXPO

Evolving Content Creation and Expression Technologies Discovered Through Efforts to Shape a New Media Era

As media stands at a major turning point, questions are being raised about what its future will look like and how new value will be created. As an initiative to address these questions, this year's INTER BEE IGNITION × DCEXPO was developed around the theme "Co-creation and AI are shaping a new media era—towards the next chapter of content, AI, and business."

This special feature, which showcases the forefront of expression and technology for creating new content, places particular emphasis on co-creation among young creators, startups and diverse business fields, and broadcasting organizations, as well as on exploring the potential of content technologies—especially AI, which has begun to see full-scale adoption.

On November 4, ahead of the main event, an online pre-session titled "TechBiz Pitch Battle—Eight Visions, One Global Stage—The Pitch Arena for Global Expansion" was held, focusing on international collaboration and global business. During the event period, programs included "Moving Towards Future Media Co-Creation: TV Stations x Startups Pitch," in which broadcasters received public presentations from startups, and "V-Livers Listen and Share! The Latest in Cutting-Edge Content Technology: INTER BEE IGNITION x DCEXPO Exhibitor Presentations," moderated by V-Livers.

In addition, sessions were held to explore the future from multiple perspectives, ranging from AI-generated video and AI films, AI-driven art and entertainment, and short-form video businesses, to broadcasters' initiatives in new business creation and regional revitalization through content.

In the exhibition area, a total of 55 companies, organizations, and universities—including the generative AI-focused exhibition and demo area "AI Street—AI Ignites Creation" and the "Korea KOCCA CKL TOKYO Pavilion"—drew large crowds of visitors, creating a lively space where attendees could experience and engage with the cutting edge of expressive technologies.

Date:	Nov. 19-21
Place:	Exhibition Hall 6
Area:	828 sqm
The Theme of Keynote Speech:	<ul style="list-style-type: none"> • Why Are the Dodgers Investing? An Era Where Both Teams and Broadcasters Become 'Investors' • AI Imagery Revolutionizing Television Drama
Capacity of Main Stage:	50 seats
The Number of Sessions:	15 sessions
The Number of Speakers:	52 speakers
The Number of Audiences:	1,330 audiences (Total)
The Number of Exhibitors:	55 exhibitors





INTER BEE MEDIA Biz

A New Name Driving Media Attention, Engaging Diverse Audiences Through Exhibitions and Sessions

After two years as BORDERLESS, the event was renamed INTER BEE MEDIA Biz. The Video Marketing Lounge was also incorporated into the exhibition area, further strengthening its focus on business.

In addition, the conference program—one of the key features of this special initiative—expanded its range of topics even further, successfully attracting a diverse audience. A wide variety of sessions were offered, covering everything from high-level themes to highly practical, on-the-ground perspectives.

A keynote session was held in a panel discussion format at the International Conference Center under the title “Rethinking Trust in the Media,” featuring an in-depth exploration of the issue of trust that has been increasingly questioned in the media over the past year.

At the Open Stage, 13 tightly scheduled sessions were held, drawing a total of 2,564 attendees—marking a significant increase from the previous year. Sessions were organized around multiple video formats, including SVOD, YouTube, and vertical short-form video, while also addressing a wide range of leading-edge topics such as sports, generative AI, data, IP, and audio. In addition, the program boldly tackled themes such as production costs and media restructuring, comprehensively covering the expanding spectrum of business challenges facing the industry.

In addition, during the After Hours program, short-form video creators were invited to deliver one-minute presentations, creating a highly interactive and participatory segment.

Through its evolution from CONNECTED to BORDERLESS and now to INTER BEE MEDIA Biz, the event has firmly established itself as a conference platform for multifaceted discussions on media.

Date:	Nov. 19-21
Place:	Exhibition Hall 7
Area:	551 sqm
The Theme of Keynote Speech:	Rethinking Trust in the Media
Capacity of Main Stage:	200 seats
The Number of Sessions:	14 sessions
The Number of Speakers:	52 speakers
The Number of Audiences:	2,775 audiences (Total)
The Number of Exhibitors:	8 exhibitors





INTER BEE CREATIVE

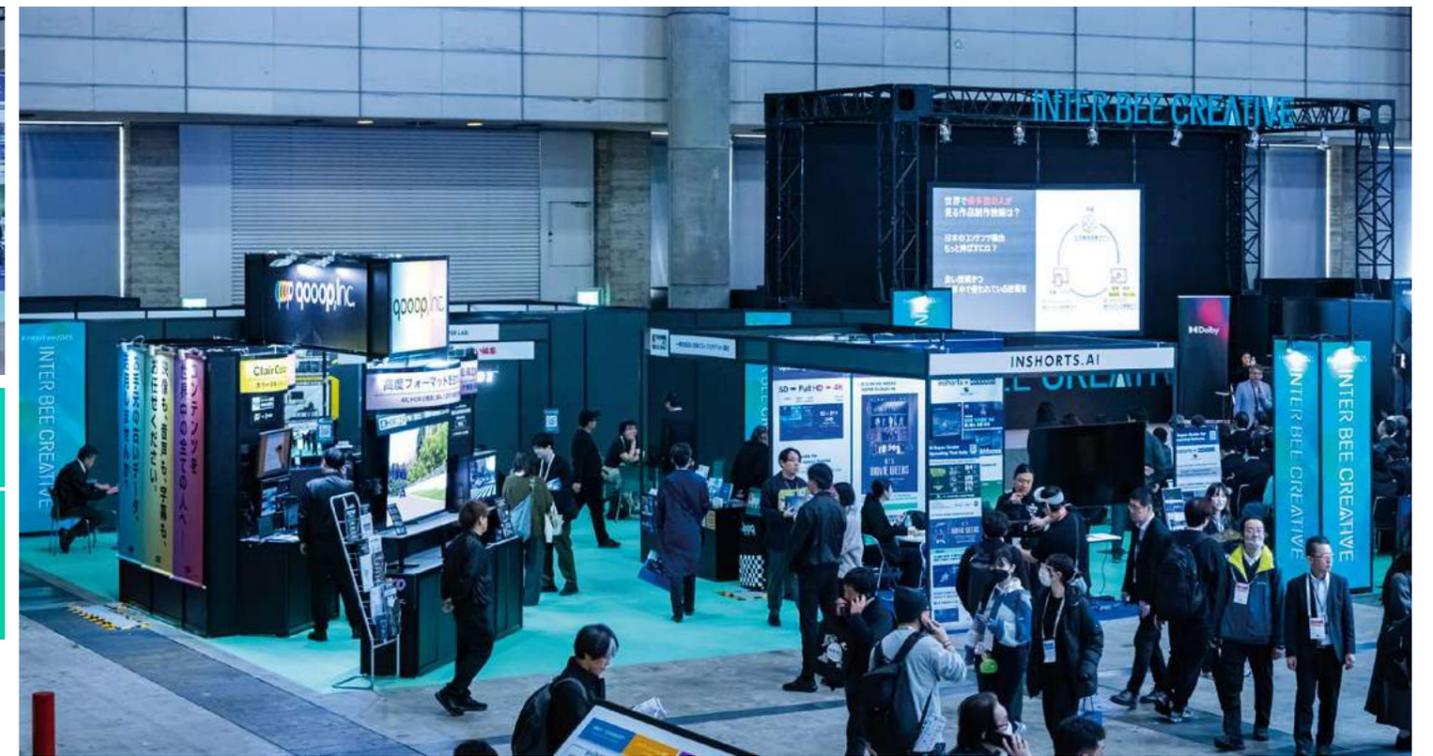
Three Days of Discovering the Evolution of Video Production Technology from Multiple Perspectives What Emerged Across Broadcasting, Film, and Streaming

As platforms for video content continue to expand from broadcasting and film to streaming, the evolution of visual expression and video production technology shows no sign of slowing down. Against this backdrop, Kyoto's film studios—once central to Japan's cinematic golden age—are now looking ahead to how they will evolve over the next 100 years, following a century of history. Under this compelling theme, the session titled "The Evolution of Kyoto Cinema: Reflecting on 100 Years and Envisioning the Next Century" was held as part of the INTER BEE CREATIVE program. The session featured Yuji Kojima, Director of Toei Kyoto Studio; Tadashi Ohsumi, Chairman of Shochiku Kyoto Studio; Akimasa Yamashita, Advisor to Kyoto Prefecture; and film director Shinji Higuchi.

At the open stage, broadcasters also introduced their latest initiatives in the evolution of video production. From commercial television, TBS presented "Pioneering Visual Innovation with Unreal Engine: TBS's Cutting-Edge Approach to Content Production," while NHK introduced "What Mars 100 Years Later Taught Us—Production Redesign for Science Fiction Visual Expression." In addition, Jason Schugardt of NVIDIA—a global leader in semiconductors with significant influence on video production—delivered a session titled "When AI Meets VFX: The Future of Visual Storytelling." He also took part in "How Technology Awakens Our Creativity – The New Visual World Brought by VP and AI." Other sessions explored the latest trends in Japanese film VFX, including "The Making of The Bullet Train Explosion: How That Famous Shot Came to Life." Through these sessions, the cutting edge of video production was presented from a wide range of perspectives.

On the second day, the 20th, Adobe Day 2025 was once again held throughout the day, drawing large numbers of eager attendees to sessions that showcased practical video production techniques, including the evolution of generative AI-driven video production workflows and the transformation of the video business through the adoption of generative AI.

Date:	Nov. 19-21
Place:	Exhibition Hall 8
Area:	352 sqm
The Theme of Keynote Speech:	The Evolution of Kyoto Cinema: Reflecting on 100 Years and Envisioning the Next Century
Capacity of Main stage:	102 seats
The Number of Sessions:	19 sessions
The Number of Speakers:	32 speakers
The Number of Audiences:	1,975 audiences (Total)
The Number of Exhibitors:	4 exhibitors





INTER BEE CINEMA

Real Voices from the Film Production Frontlines A Community for Sharing Equipment, Technology, and Trends

Launched last year as a special program, INTER BEE CINEMA is a film-focused community that brings together professionals active on production sites and next-generation content creators shaping the future of cinema. This year, the program was held once again with the cooperation of the Japan Society of Cinematographers (JSC) and the Japan Society of Lighting Engineers for Cinema and Television (JSL).

This special program places particular emphasis on real-world insights from production sites, with a focus on cinematography, within the broad spectrum of film production technologies and processes.

The talk stage featured a wide range of cinematography-related sessions, including "Cinema Lens Trend Watch 2025", linked to the program's main exhibition, the "Lens Bar (Experience Area)," as well as sessions such as "The Role and Work of the Camera Department in One-Stop Productions", "From 'HANA-BI,' 'Pacchigi!,' and 'Hula Girls' to the Latest Works: Cinematographer Hideo Yamamoto Looks Back on 30 Years of Evolution in Japanese Film Equipment", "The Current State of Motion Film", "Exploring 'Film-Like' Aesthetics from the Perspective of Camera Developers", "Diorama-Style Filming Techniques and Regional Revitalization through Video Creators", and "A Roundtable Discussion on the Latest Cinema Cameras."

In addition, the program presented compelling sessions grounded in the realities of production, including one focusing on the sound world and technologies behind the internationally acclaimed film "KOKUHO", as well as a session examining film production from the perspectives of women directors.

In addition to the Lens Bar (Experience Area) showcasing lens products from the eight brands mentioned above, the product exhibition area featured nine companies and organizations, attracting many visitors involved in video production, including film professionals, throughout the event.

Date:	Nov. 19-21
Place:	Exhibition Hall 8
Area:	401 sqm
The Theme of Keynote Speech:	Behind the Scenes of the Film Samurai Time Slipper
Capacity of Main Stage:	50 seats
The Number of Sessions:	13 sessions
The Number of Speakers:	24 speakers
The Number of Audiences:	866 audiences (Total)
The Number of Exhibitors:	15 exhibitors
The Number of Equipment Cooperation:	12 exhibitors



Inter BEE Visitor Services

A variety of visitor services were introduced to enhance comfort and create a more enjoyable and meaningful experience for all visitors.



Inter BEE Streamer Lounge

Place to shoot, stream, and connect

► Venue: Exhibition Hall 4 & 7 in Makuhari Messe
We have set up a dedicated lounge (Streamer Lounge) within the venue for YouTubers and various creators. This lounge was provided as a base for attendees involved in video streaming and production to smoothly conduct interviews, filming, editing, and broadcasting.



VENUE TOUR

We conducted a guided venue tour for students. This tour was organized to help participants make the most of their limited visiting time at Inter BEE 2025. During the tour, experts and industry professionals with extensive knowledge of the video, broadcasting, and media industries served as guides. In addition to explaining the exhibits, they also provided detailed insights into the latest industry developments and technological trends.



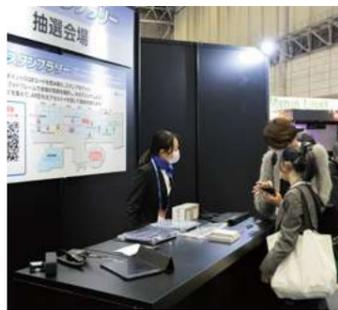
ROKE-BENTO Grand prix

► Venue: Exhibition Hall 2,3 in Makuhari Messe ► Support: Location Japan/Locanavi
The popular "Location Bento Grand Prix," a hidden favorite that made its comeback at Inter BEE last year, was held again this year at Makuhari Messe. During the event, many visitors stopped by to purchase and taste bento meals from participating vendors and vote for their favorites, making it a highlight once again this year.



ARスタンプラリー AR Stamp Rally

► Prize Exchange Counter: Exhibition hall 4 in Makuhari Messe
An AR (augmented reality) stamp rally was held, in which participants visited various designated points throughout the venue to collect stamps using AR technology. Those who collected five stamps were able to spin a giant AR capsule toy and received a special original novelty item. This AR stamp rally was held not only to enhance visitors' enjoyment of the entire exhibition, but also to encourage circulation throughout the venue and strengthen opportunities for experiencing the latest technologies.



Inter BEE Cafe Stand

► Venue: Exhibition Hall 3,4,8 in Makuhari Messe ► Support: Tsunagu Coffee Marche
Roasters from across the Kanto region gathered to serve carefully selected, high-quality specialty coffee, brewed with care to suit each visitor's individual preferences. Visitors enjoyed a truly special cup available only at the venue, spending a calm and relaxing moment in the aromatic atmosphere. Surrounded by the rich aroma of coffee, the space was widely appreciated as a place to unwind before heading to the next booth or business meeting, and the event concluded with great success.



Street Piano

► Venue: Exhibition Hall 4, 2F in Makuhari Messe
A street piano project was implemented, allowing visitors to freely play the piano. Leveraging Inter BEE's focus on music, video, and creative expression, the piano was installed on the second floor as a participatory experience designed to create a lively atmosphere within the venue. It sought to foster natural interaction through music, welcoming both professional and amateur musicians alike.





Opening & Keynote Speeches That Mark the Opening of Inter BEE 2025

At 10:00 a.m. on Wednesday, November 19, the opening day of the event, the Opening & Keynote session was held at the Makuhari Messe International Conference Hall.

To mark the 61st edition of the event, a video message was delivered by Mr. Kei Uruma, Chairman of the Japan Electronics and Information Technology Industries Association (JEITA), as the organizer's opening address.

This was followed by the opening keynote speeches, which included "Latest Trends in Broadcasting Administration" by Mr. Motonobu Toyoshima, Director-General of the Information and Communications Bureau, Ministry of Internal Affairs and Communications; "Digital Technology and Japan's Content Industry" by Mr. Naohiro Kaji, Director, Culture and Creative Industries Division, Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry; and "Toward a Reference Point in the Information Space: The New Role of NHK ONE and Public Broadcasting" by Mr. Eiichi Yamasaki, Deputy Executive Director of General Media Administration, Japan Broadcasting Corporation (NHK).

The venue was filled with a large audience, who listened attentively to each of the presentations.

Building the future of new creativity and experiences together, connected by content.

In holding this event, we have received generous support and cooperation from the relevant government ministries and agencies, as well as from various organizations and many other parties. We would like to take this opportunity to express our sincere gratitude to all those who contributed to the successful organization of this event.

Inter BEE traces its origins back to the International Broadcasting Equipment Exhibition, which was first held in 1965. Having marked the milestone of its 60th edition last year, the event is now being held for the 61st time this year. Built on more than half a century of trust and achievement, Inter BEE has grown alongside advances in audio, visual, broadcasting, and communications technologies, and is now evolving into a new era.

In recent years, Inter BEE has expanded beyond the traditional boundaries of broadcasting to become a comprehensive media event encompassing all technologies involved in creating, delivering, and experiencing content. In addition to professionals engaged in broadcasting and video production, the event continues to enhance its value as a gathering place for engineers, creators, and business professionals from a wide range of fields, including marketing, live entertainment, and creative technology.

At Inter BEE 2025, under the theme, "Building the future of new creativity and experiences together, connected by content", we will showcase the future of media through a wide variety of exhibitions and programs that allow visitors to experience the fusion of content and technology.

Just as broadcasting and communications technologies continue to evolve, Inter BEE will also continue to move forward without pause, and we hope to keep evolving together with all of you. We sincerely hope that visitors will take full advantage of the exhibitions presented by more than 1,000 exhibitors, as well as the wide range of conferences, and find valuable insights into future business opportunities and new creative endeavors.

In closing, we express our heartfelt wish that Inter BEE 2025 will serve as a place for meaningful exchange and the creation of new business opportunities, and that it will contribute to the continued growth and development of the media and entertainment industry, as well as the culture and society connected to it.

Chairman of JEITA
Japan Electronics and Information Technology Industries Association
Kei Uruma



Director-General of the Information and Communications Bureau
Ministry of Internal Affairs and Communications
Motonobu Toyoshima



Director, Culture and Creative Industries Division, Commerce and Service Industry Policy Group
Ministry of Economy, Trade and Industry
Naohiro Kaji



Deputy Executive Director of General Media Administration
Japan Broadcasting Corporation
Eiichi Yamasaki



Reception Party Celebrating the 61st Edition

Following last year's event, a reception party was held on the evening of the opening day at the Convention Hall of the Makuhari Messe International Conference Center.

The venue was filled with numerous industry professionals, including exhibiting companies, related organizations, users, and press, creating a vibrant atmosphere throughout the event where lively exchanges took place.

At the same time, the INTER BEE AWARD ceremony was also held, providing an opportunity to recognize outstanding technologies and initiatives and to highlight contributions to technological innovation in the media and entertainment industry.

Platform for Connections and Exchanges That Inspire New Ideas and Business Creation

Inter BEE began in 1965 as the International Broadcasting Equipment Exhibition and, over more than half a century, has continued to grow alongside advances in audio, visual, broadcasting, and communications technologies.

In recent years, it has evolved beyond the traditional boundaries of broadcasting into a comprehensive media event that encompasses all technologies involved in creating, delivering, and experiencing content.

Under the theme "Building the future of new creativity and experiences together, connected by content.", this year's Inter BEE will feature a wide range of exhibitions and programs showcasing many of the latest AI-powered technologies and products. Through these diverse initiatives, the event will present a vision for the future of media, offering visitors opportunities to experience the fusion of content and technology.

Thanks to your continued support, Inter BEE has grown into a highly regarded platform that brings together not only professionals involved in broadcasting and video production, but also engineers, creators, and business professionals from a wide range of fields, including marketing, live entertainment, and creative technology.

Looking ahead, just as broadcasting and communications technologies continue to evolve, Inter BEE will also continue to move forward without pause, evolving together with all of you.

We sincerely hope that Inter BEE will once again serve as a place for connections and exchanges that lead to new ideas and the creation of new business opportunities.

In closing, we respectfully ask for your continued support, and would like to conclude this address with our heartfelt appreciation.

Director,
Japan Electronics and
Information Technology Industries Association
Yuko Shigyo



A Message of Gratitude from Makuhari and Aspirations for the Future Growth of Inter BEE

First of all, as we conclude the first day, I would like to sincerely congratulate everyone on the continued growth of Inter BEE into an even larger and more dynamic event, and on the fact that, thanks to your efforts, the opening day has been a wonderful success.

We are responsible for DCEXPO, the advanced content technology program within Inter BEE's special initiative, "INTER BEE IGNITION x DCEXPO."

This year, we have focused on AI and adopted the title "AI Ignites Creation" As the title suggests, it is about sparking creativity through AI.

By "igniting" this spark, I am convinced today that it will follow the fuse into the next era, further energizing the media and entertainment industries, as well as the businesses in which you are all involved.

I cannot help but feel excited about the expanding future that lies ahead.

Executive Managing Director,
Digital Content Association of Japan
Noriko Namikoshi



INTER BEE FORUM

November 19 (Wed.)

KN-191 KEYNOTE International Conference Room

Inter BEE 2025 Opening & Keynote

Greeting from Organizer
Chairman of JEITA Japan Electronics and Information Technology Industries Association

Kei Uruma

Latest Trends in Broadcasting Policy

Motonobu Toyoshima
Director-General of the Information and Communications Bureau
Ministry of Internal Affairs and Communications

Digital Technology and Japan's Content Industry

Naohiro Kaji
Director, Culture and Creative Industries Division, Commerce and Service Industry Policy Group
Ministry of Economy, Trade and Industry

Toward a Reference Point in the Information Space: The New Role of NHK ONE and Public Broadcasting

Eiichi Yamasaki
Deputy Executive Director of General Media Administration
Japan Broadcasting Corporation

KN-192 INTER BEE IGNITION x DCEXPO KEYNOTE International Conference Room

Why Are the Dodgers Investing? An Era Where Both Teams and Broadcasters Become 'Investors'

Jay Adya
Managing Partner, Elysian Park Ventures
Akira Masuzawa
Co-Director, Open Innovation, Investment Strategy Department, Corporate Strategy Division, TV Asahi Corporation

Tak Miyata
Founder and General Partner, Scrum Ventures

KN-193 INTER BEE IGNITION x DCEXPO KEYNOTE International Conference Room

AI Imagery Revolutionizing Television Drama

Akihiro Miyagi
CEO and AI creator, 10TEN PARADE Inc.
Takeshi Shioyuchi
Producer, ytv Media Design Ltd.

Atsushi Matsumoto
Journalist, Specially Appointed Professor, Senshu University

SP-192 INTER BEE FORUM Special Session Room 201

IABM Industry Impact Briefing – InterBEE 2025

Chris Evans
Head of Knowledge, IABM

Anna Yokota
International Rights Sales and Digital Contents Lead, Japan Rugby Football Union
Abi Hemingway
VP, Commercial & Partnership, M2A Media

SP-193 INTER BEE FORUM Special Session Room 201

The Current State and Future Trends of Immersive Sound Part I: Cinema, Theater, and Live Stage

Yosuke Maeda
Senior Technology Officer, Media Integration KK
Naoki Takeda
POST PRODUCTION MANAGER, KADOKAWA DAIEI STUDIO CO., LTD.

Koichi Ishimaru
Sound Director, TOKYO METROPOLITAN THEATRE
Toshikuni Hashimoto
CEO, T-SPEC.CO.,LTD.

Takehiko Abe
systems development & technical maintenance center, tv asahi corporation

SP-194 INTER BEE FORUM Special Session Room 201

Maximizing Regional Value through Local Content: The Potential of Television-Driven Regional Innovation

Ryuji Yasuda
A-PAB
Yuki Akutsu
Hokkaido Television Broadcasting Co., Ltd.

Hiroshi Saito
MAINICHI BROADCASTING SYSTEM, INC.
Atsushi Onoue
Television Nishinippon Corporation

Shinichi Oyama
Miyazaki Telecasting Co.,Ltd.

Hisaya Suga
dentsu Japan

November 20 (Thu.)

KN-201 KEYNOTE International Conference Room

IPTV Forum Program: The Future of TV Services Created by Broadcasting and Online Distribution—From Addressable TV to Countermeasures Against Fake Content

Opening Remarks (tentative)

Hiroshi Esaki
Chief Director, IPTV Forum Japan

Special Lecture: Latest Trends in Broadcasting and Distribution Policy

Yu Yokosawata
Information and Communications Bureau, Broadcasting Operation Division, Director of the Distribution Service Business Office, Ministry of Internal Affairs and Communications

Panel Discussion: The Future of TV Services Created by Broadcasting and Online Distribution—From Addressable TV to Countermeasures Against Fake Content

Rumi Iizuka
Research Division Principal Researcher, Foundation for MultiMedia Communications
Masashi Ito
Technical Development and Media Planning, Fuji Television Network, Inc.

Satoshi Nishimura
Hybridcast Implementation Group Technical Section Leader, IPTV Forum Japan
Yoshiharu Dewa
CTA WAVE Liaison person, IPTV Forum Japan

Yumi Dobashi
Senior Researcher/ICT Infrastructure Strategy Group/Mobility and Communications Division, Mitsubishi Research Institute, Inc.

Exhibition Introduction

Hirotake Goto
TBS TELEVISION Inc. Media Technology Division, IPTV Forum Japan, Public Relations and Promotion Committee.

KN-202 KEYNOTE International Conference Room

The Current State and Future Trends of Immersive Sound Part II: Package, Broadcasting/Streaming, and Educational Fields

Hideo Takada
Sound Producer / Recording Engineer, MIXER'S LAB CO., LTD
Kensuke Irie
Content Management & Engineering Department, Content Technology Center, Audio Engineer, Japan Broadcasting Corporation

Yoshihiro Toda
Engineering & Technology Center Content Technology Unit/Engineer, WOWOW INC.
Kazuya Nagae
Soundmedia Composition Course, Professor, Nagoya University of the Arts

Takehiko Abe
systems development & technical maintenance center, tv asahi corporation

KN-203 INTER BEE MEDIA Biz KEYNOTE International Conference Room

Rethinking Trust in the Media

Yasushi Yamamoto
Institute of Media Environment, Hakuho Inc.
Shotaro Tsuda
Professor at the Institute for Journalism, Media & Communication Studies, Keio University

Kaori Hayashi
Professor, The University of Tokyo

Yoshio Mikazuki
Nippon Television Network Corporation

SP-201 INTER BEE CREATIVE KEYNOTE Room 201

The Evolution of Kyoto Cinema: Reflecting on 100 Years and Envisioning the Next Century

Shinji Higuchi
Film Director
Akimasa Yamashita
Advisor of Kyoto Prefecture ATVC-Art and Technology Village Kyoto

Yuji Kojima
Director & Deputy Head of Visual Division Director, Kyoto Studio TOEI COMPANY, LTD.
Tadashi Osumi
Chairman & Representative Director, Shochiku Studio Co., Ltd.

Takafumi Yuki
INTER BEE CREATIVE Director

SP-202 INTER BEE FORUM Special Session Room 201

The Future of Immersive Content for Global Competitiveness

Katsutoshi Machiba
IMMERSIVE JOURNEY, Producer, CinemaLeap Inc. Director
Jun Nishida
Visual Strategist, Immersive Museum Planner, Drill Inc. Chief Content Officer

Michiyuki Ishita
CEO of COLORs CREATION Co.Ltd. & NIGHT WAVE, Chairman of Projection Mapping Association of Japan. Creative director, Media artist, Special designer.
Toru Watanabe
VR content creator, Concent, Inc.

Kenji Watanabe
Professor, Tokyo International University of Technology, Department of Digital Entertainment, MIRAI-LABO, Organizer, Immersive Content Society

SP-203 INTER BEE FORUM Special Session Room 201

How Advertisers Are Using TV Data: Practical Insights for Sales and PR Professionals

Yasushi Gunya
CEO, REVISIO Inc.
Shunji Takayama
CEO, Switch Media, Inc.

Tatsuya Manabe
Marketing Partners Department/Marketing Department Manager, NOVASELL INC.
Soma Tanaka
Executive Officer, General Manager, Marketing Management Division, BuySell Technologies Co., Ltd.

Kouji Fukada
PBU MediaManagementDepartment MEGroup Senior Professional, NEC Corporation

SP-204 INTER BEE FORUM Special Session Room 201

Broadcast Media's Challenge: Leaving No One Behind in Times of Disaster

Yasushi Fuwa
Center for Promoting Digital Transformation, Specially Appointed Professor, SHINSHU UNIVERSITY
Kanzo Nakamura
Business Development Group, Business Production Division, Chukyo Television Broadcasting Co., Ltd.

Masaharu Era
Director, Radio Bureau Chief, and Technical Bureau Chief, Yamaguchi Broadcasting Co., Ltd.
Hiroyuki Hattori
Local Disaster prevention Digital Transformation Business office, TOKYO METROPOLITAN TELEVISION BROADCASTING Corporation

Hidenori Kiyama
Director of Technology, Hokkaido Television Broadcasting Co., Ltd.

Keiko Murakami
Media Researcher(Former NHK Broadcasting Culture Research Institute)

November 21 (Fri.)

KN-211 JEITA Global AI Cloud Pavilion KEYNOTE International Conference Room

Cloud-Driven Media DX: From Broadcasting Infrastructure to the Future of Generative AI

Why the Frontline Chooses This Cloud: Fuji Nextera Lab x Oracle Cloud Infrastructure

Rikuro Fukumoto
Director, Broadcast Solutions Division, FUJI NEXTERA LABO INC.
Kazumi Hirose
Executive Architect, Cloud Business, ORACLE CORPORATION JAPAN

"Becoming Frontier: "Reimagining Media & Entertainment with AI" Where creativity meets AI to shape the future of content, storytelling, and audience connection.

Dillen Alahendra
Chief Director of Telco, Media & Gaming Worldwide, Microsoft

Converging Entertainment: New Viewing Experiences Enabled by Generative AI and the Cloud

Yuichiro Nakazawa
Development Headquarters Content & Data Division/Principal Content Engineer, AbemaTV, Inc.
Takato Yamaguchi
Manager, Industry Business Development, Amazon Web Services, Inc.

KN-212 INTER BEE IP PAVILION KEYNOTE International Conference Room

The "First Step" Solution—Learning the Reality of Broadcast IP Transformation from Grand Design Concepts to On-Site Practices

Riku Takahata
Engineering & Technology Division Contents Technology Unit, WOWOW Inc.

Tetsu Saito
Engineer Technical Infrastructure Unit Engineering & Technology Center, WOWOW Inc.

Keisuke Minauchi
Production Technology Department, Minaminihon Broadcasting Co.,Ltd.

Rikiya Saito
Chief Engineer, Broadcast Systems, Ikegami Tsushinki Co., Ltd.

Shinya Enokido
Expert, Enterprise Business Strategy Department East Japan Business Unit 3, Net One Systems Co., Ltd.

KN-213 INTER BEE CINEMA KEYNOTE International Conference Room

Behind the Scenes of the Film Samurai Time Slipper

Jyunichi Yasuda
Film Director

SP-211 INTER BEE FORUM Special Session Room 201

AVC Committee Session: "TV Devices: Current Status and Expectations from the Viewpoint of Video Streaming Services"

Hiroyuki Maeda
Head of Marketing, U-NEXT Co., Ltd.

SP-212 INTER BEE FORUM Special Session Room 201

The New Wave of AVOD: How Amazon and Netflix Are Redefining Advertising in Streaming

Ritsuya Oku
Managing Director and Founder, Media Vision Lab

Hiroaki Takei
Associate Managing Director, Ad Optimization, Sales Strategy, Sales, Nippon Television Network Corporation

Kazuaki Hirota
Senior Account Executive Marketing Solution, Advertising Business Division, TVer INC.

Shohei Okubo
Business Development Headquarters Product Division General Manager, AbemaTV, Inc.

Kouji Fukada
PBU MediaManagementDepartment MEGroup Senior Professional, NEC Corporation

SP-213 INTER BEE FORUM Special Session Room 201

Exploring the Future of Broadcast Technology from Multiple Perspectives

Masahito Kawamori
Graduate School of Information Science and Technology, The University of Tokyo

Nagisa Oyoshi
CEO, Icoze, Inc.

Naoto Kikuchi
Project Professor, KEIO University Graduate School of Media Design

Masashi Ito
Technical Development, Fuji Television Network, Inc.

Keiko Murakami
Media Researcher(Former NHK Broadcasting Culture Research Institute)

Exhibitor Seminar

► Venue: Room 103/Room 104, 1F International Conference

November 19 (Wed.)	ES1-193 14:00 ▶ 15:30	The world class creator talks about the cutting edge of on-air graphics	Kenneth Tsai Founder Dot Connector Inc.
	ES2-193 14:00 ▶ 15:30	Insights and Challenges from Operating Shared Remote Production at the Expo	Keigo Hosokawa Leader, Production Engineering Department, Engineering Division, Asahi Television Broadcasting Corporation Shoichi Hirata Value Design Department, NTT BUSINESS SOLUTIONS CORPORATION Katsuya Tanaka Streaming Business Department, NTT SMARTCONNECT CORPORATION Takeshi Ishida Production Technology Center Production Technology Department Managing Director, KANSAI TELEVISION CO.,LTD. Hideaki Oi Affiliated department:Visual Media Services Business Division Entertainment Service Department Post-Specialist, Panasonic Connect Co., Ltd. Gemba Solutions Company Kazutaka Okita Engineering Division, Yomiuri telecasting corporation Kiichi Araki Chief Engineer, Content Center 3, Osaka Station, Japan Broadcasting Corporation
November 20 (Thu.)	ES1-202 12:00 ▶ 13:30	Music Licensing Essentials for Broadcasting and Advertising Professionals: How to Utilize Production Music Libraries in the New Era of Content	Panelist: Jo Miyashita Sales Manager, Nash Studio Inc. Moderator: Kazuhito Takeuchi CEO, Ligar Music Co.,Ltd. / Pandeiro Music Co.,Ltd. Atsushi Nakaue Executive Officer, DENTSU MUSIC AND ENTERTAINMENT INC.
	ES1-203 14:00 ▶ 15:30	Cloud Success Strategies for M&E: Optimizing Cloud Infrastructure to Accelerate Creativity in the Age of Generative AI	Ryo Kameda Tech Lead Innovative Technology and Business Development Department, Division of Media Technology, TBS Television, Inc. Takahiro Matsumoto Platform Business Dept. Content Strategy Division, Mainichi Broadcasting System, Inc. Tsubasa Hirano Senior Technical Director Technology Dept., Imagica Entertainment Media Services, Inc. Yuta Kido Production Technology Center, General Technology Division, Mainichi Broadcasting System, Inc. Go Kobayashi Senior Solutions Architect Media Group, Strategic Industry Solutions Architecture, Amazon Web Services Japan G.K.
November 21 (Fri.)	ES1-212 12:00 ▶ 13:30	Media Cyber Resilience: Ensuring Uninterrupted Broadcasting in the Era of Cloud and IP Transformation	Toshikazu Murata Presales Architect, Systems Engineering, Enterprise Business Technology Dept., Fortinet Japan G.K.
	ES2-212 12:00 ▶ 13:30	Intelligent Cloud-Native Playout "Vipe" -Introduction of BCNEXXT's "Vipe" innovative technology, IJ Cloud, and OTT integration case study-	Graham Sharp VP of Global Sales and Marketing, BCNEXXT Inc. Kazue Yokoyama BCNEXXT JAPAN Kiyotaka Domae General Manager of Technology, Internet Initiative Japan Inc. Katsumi Yamamoto BCNEXXT JAPAN
	ES1-213 14:00 ▶ 15:30	Driving PLAY Inc.'s Growth Strategy Through Cross-Organizational Technology and Observability	Kenichi Maruyama Technology Enablement Group Manager, PLAY, inc. Ken Ichikawa Tech lead, technology enablement group, PLAY, inc. Yuki Seki Solution consultant, New Relic, K.K.
	ES2-213 14:00 ▶ 15:30	Next Gen. Integrated Cloud Radio Master PoCResults Report and Future Plans	Takashi Maenaka Sky Perfect JSAT Corporation Osamu Kawashima Director Division Manager, Engineering, Administrative Unit, TOKYO FM BROADCASTING CO.,LTD

Online Exhibitor Seminar

► Venue: Inter BEE Official Website (Online)

November 19 (Wed.)	ES0-192 11:30 ▶ 12:30	Creating the Future of Video Production The New Era Unveiled by Google Cloud GenMedia	Yuichiro Danno Customer Engineer, Google Cloud Japan G.K.
	ES0-193 13:00 ▶ 14:00	Driving Innovation in the Media Industry with AI Agents	Sho Mizuno Customer Engineer, Google Cloud Japan G.K.

Co-located Session The 62nd JBA Symposium of Broadcast Technology

► Venue: Makuhari Messe 3F International Conference Hall

Sponsored by : The Japan Commercial Broadcasters Association

	Room 301	Room 302	Room 303
11/19 Wed.	JBA-191 11:00 ▶ 16:45 Production Engineering	JBA-192 13:00 ▶ 15:05 Sound Broadcasting and Audio	JBA-193 13:00 ▶ 16:45 CG / Computer / Vision
11/20 Thu.	JBA-201 13:30 ▶ 16:00 Special Program The Reality and Honest Voices of Broadcast System IP Transformation No More Hesitation! Exploring Winning Strategies for MoIP Implementation		
11/21 Fri.	JBA-211 10:30 ▶ 16:20 Broadcasting	JBA-212 11:20 ▶ 12:10 Streaming	JBA-214 13:00 ▶ 14:40 Circuits, Signal Transmission, and Broadcasting
		JBA-213 13:00 ▶ 14:15 Data Broadcasting, Broadcast-Communication Integration, and Accessibility	

The 62nd JBA Symposium of Broadcast Technology Poster session

► Venue: Makuhari Messe 3F International Conference Hall

11/19 Wed.	12:45 ▶ 17:00 Poster session	11/20 Thu.	11:15 ▶ 14:50 Poster session
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Co-located Session ZENEIKYO Forum 2025 in Makuhari

- Forum: International Conference Hall 1F Room 104
- After Session Gathering: International Conference Hall 1F Room 101
- Organizers: National Board of Regional Visual Industry Associations

11/20 Thu.	14:30 ▶ 14:50	Opening Salutations
	14:50 ▶ 15:20	Ministry of Economy, Trade and industry Presentation
	15:20 ▶ 15:30	Intermission
	15:30 ▶ 15:50	Ministry of Internal Affairs and Communication Presentation
	16:00 ▶ 16:10	Intermission
	16:10 ▶ 17:00	National Board of Regional Visual Industry Associations 2025 Gran Prix Results and Ceremony
	17:30 ▶ 19:00	After Session Gathering



INTER BEE EXPERIENCE

The evolution of audio never stops!
An exceptional audio experience that moves the heart

X-Speaker SR Speaker Demo & Presentation

Product Brand / Participant Company ▶ Venue: Event Hall, Makuhari Messe

◆ Point Source Speakers/Standalone line array speakers

	11/19 10:30~ 11/20 14:00~ EAW NT206L / SBX118F <small>Onkyo Tokki Ltd.</small>
	11/19 11:10~ 11/20 14:40~ CODA AUDIO APS PRO / APS SUB <small>Hibino Intersound Corporation</small>
	11/19 11:50~ 11/20 15:20~ NEXO ALPHA+ <small>Yamaha Music Japan Co., Ltd.</small>
	11/19 12:30~ 11/20 16:00~ K-Array KY102 / KS31 / KS3PI <small>AUDIO BRAINS Co., Ltd.</small>
	11/19 14:00~ 11/20 16:40~ BOSE PROFESSIONAL Forum FC112+ShowMatch SMS118 <small>BOSE PROFESSIONAL</small>

◆ Compact Line Array Speakers

	11/19 14:40~ 11/21 10:30~ TW AUDIO ELLA6 / ELLA L18 / VERA S32 <small>CAEL WORKS INC.</small>
	11/19 15:20~ 11/21 11:10~ d&b audiotechnik CCL8 / CCL12 / CCL-SUB <small>d&b audiotechnik Japan K.K.</small>

◆ Medium and Large scale Line Array Speakers

	11/19 16:40~ 11/21 12:30~ JBL PROFESSIONAL VTX A12 / VTX B28 <small>Hibino Corporation</small>
	11/20 10:30~ 11/21 14:00~ Martin Audio WPL / SXH218 <small>AUDIO BRAINS Co., Ltd.</small>
	11/20 11:10~ 11/21 14:40~ L-ACOUSTICS L2 / L2D / KS28 <small>Bestec Audio Inc.</small>
	11/20 11:50~ 11/21 15:20~ ADAMSON VGT / VGs <small>REWIRE INC.</small>
	11/20 12:30~ 11/21 16:00~ TT+AUDIO(RCF) GTX10 / GTS29 <small>Onkyo Tokki Ltd.</small>

	11/19 16:00~ 11/21 11:50~ Alcons Audio LR15/90, LR15/120, LR15B <small>E'spec Inc.</small>
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Equipment Assistance: Hibino Corporation, E'spec Inc.

X-Headphone | X-Microphone Headphone and microphone trial listening

Product Brands / Participating Companies ▶ Venue: Exhibition Hall 2

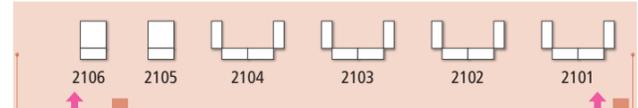
◆ X-Headphone

2102	STAX <small>STAX</small>
2103	audio-technica <small>Audio-Technica Corporation</small>
2104	qdc / ULTRASONIC / Maestraudio <small>Aiuto Co.,Ltd</small>
2105	Yamaha <small>Yamaha Music Japan Co., Ltd.</small>

◆ X-Microphone

2101	AUDIX <small>Roland Corporation</small>
2106	Yamaha <small>Yamaha Music Japan Co., Ltd.</small>

Venue Layout



INTER BEE DX x IP PAVILION

Breaking boundaries through collaboration—
driving content production DX with MoIP and
software-based workflows.

Participants ▶ Venue: Exhibition Hall 3

ASTRODESIGN, Inc. Amazon Web Services Japan G.K. Amber Sign, Ltd. HC Networks, Ltd. ATEN JAPAN Co., Ltd. NEC Corporation NHK Technologies, Inc. NTT DOCOMO BUSINESS, Inc. Zabbix Japan LLC Japan Material Co., Ltd. SKY Perfect JSAT Seiko Solutions Inc. Sony Biz Networks Corporation Sony Marketing Inc. TASCAM/TEAC CORPORATION Thales DIS Japan K.K. DIGicas LLC. TelHi Corporation TOSHIBA CORPORATION	TOYO Corporation NAXA Inc. Panasonic Connect Co., Ltd. HARADA CORPORATION Videotron Corporation HIRAKAWA HEWTECH Huawei Technologies Japan Fortinet Japan G.K. PHOTRON LIMITED FUYOH VIDEO AGENCY Co., Ltd. FOR-A Company Limited MACNICA, Inc. Marubun Corporation Yamaha Music Japan Co., Ltd. UNIXON SYSTEMS CO., LTD. Lambda Systems Inc. Leader Electronics Corporation Restar Corporation
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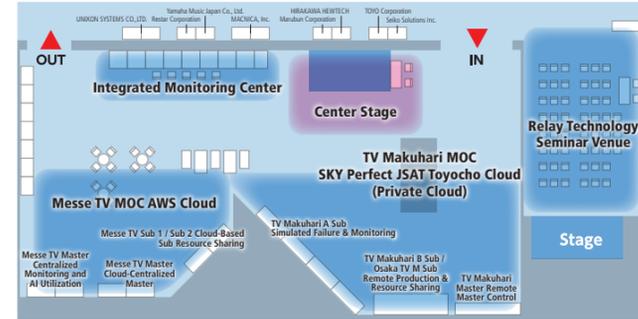
◆ Advisor

NEC Platforms, Ltd. National Astronomical Observatory of Japan Nippon Television Network Corporation (ARIB)	Japan Broadcasting Corporation Fuji Television Network, Inc. (ARIB)
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◆ Planning • Support

Mainichi Broadcasting System, Inc. Kansai Television Co. Ltd. Yomiuri Telecasting Corporation Television Osaka, Inc. Rikei Corporation SEIKOH GIKEN Co., Ltd. The POS Inc.	IGUAZU Corporation Miharu Communications Inc. Tokyo Electron Device LTD. Panduit Corp. AIM Electronics Co., Ltd. AT TOKYO Corporation hirotech,inc
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Venue Layout



Keynote ▶ Venue: International Conference Room

November 21 (Fri.)	
KN-212 12:30▶14:00	
The "First Step" Solution—Learning the Reality of Broadcast IP Transformation from Grand Design Concepts to On-Site Practices	
Panelist Riku Takahata <small>Engineering & Technology Division/Contents Technology Unit WOWOW Inc.</small> Keisuke Minauchi <small>Production Technology Department Minamihon Broadcasting Co., Ltd.</small>	Tetsu Saito <small>Engineer Technical Infrastructure Unit Engineering & Technology Center WOWOW Inc.</small> Rikiya Saito <small>Chief Engineer, Broadcast Systems Ikegami Tsushinki Co., Ltd.</small> Moderator Shinya Enokido <small>Expert, Enterprise Business Strategy Department East Japan Business Unit 3 Net One Systems Co., Ltd.</small>

Relay Technical Seminar ▶ Venue: Makuhari Messe Hall 3

November 19 (Wed.)	
10:30▶10:50	This Year's Highlight of "INTER BEE DX x IP PAVILION" <small>Sony Marketing Inc.</small>
11:00▶11:20	ARIB Activities on MoIP Standardization <small>Association of Radio Industries and Businesses(ARIB)</small>
11:30▶11:50	Network Overview of "INTER BEE DX x IP PAVILION" <small>HC Networks, Ltd.</small>
13:00▶13:20	Time Synchronization Technologies Supporting "INTER BEE DX x IP PAVILION": From an Overview of PTP to Key Points of GNSS Configuration <small>MARUBUN CORPORATION</small>
13:30▶14:20	(Deep Dive Series) Exploring Infrastructure for the Hybrid Era — Architecture Design and Lessons Learned from On-Premises and Cloud Coexistence — Insights and Future Potential from the IP Pavilion Experiment, as Discussed by Four Osaka-Based Broadcasters — <small>Kansai Television Co., Ltd. / TV Osaka, Inc. / NHK (Japan Broadcasting Corporation) / Mainichi Broadcasting System, Inc. / Yomiuri Telecasting Corporation</small>
14:30▶14:50	Integrated and Stream Monitoring for "INTER BEE DX x IP PAVILION" <small>Zabbix Japan LLC, TOYO Corporation</small>
15:00▶15:20	"INTER BEE DX x IP PAVILION": Taking on Security – Part 2!! <small>NTT DOCOMO BUSINESS, Inc. / Thales DIS Japan K.K. / Fortinet Japan G.K. / Marubun Corporation</small>
15:30▶15:50	AMWA NMOS IS-10 (Security) <small>Japan Broadcasting Corporation</small>
16:00▶16:50	Deepening Insights from MoIP-Adopting Broadcasters Through a Panel Discussion: Discussing IP Master Deployments and Vendor Experiences <small>Gifu Broadcasting System, Inc. / Zabbix Japan LLC / Biwako Broadcasting Co., Ltd.</small>

November 20 (Thu.)

10:30▶10:50	This Year's Highlight of "INTER BEE DX x IP PAVILION" <small>Huawei Technologies Japan K.K.</small>
11:00▶11:50	(Deep Dive Series) The Power of IP Connectivity in Video Production — The Emerging Role of Communication Infrastructure Connecting the Cloud and Broadcast Operations — <small>NTT DOCOMO BUSINESS, Inc. / Sony Biz Networks Corporation / Kijitsu Co., Ltd. / NHK (Japan Broadcasting Corporation)</small>
13:00▶13:20	"INTER BEE DX x IP PAVILION": Overview of This Year's Program — A Clear Guide to the Key Highlights — <small>Sony Marketing Inc.</small>
13:30▶13:50	"INTER BEE DX x IP PAVILION" Presents: Overview of Private Cloud Overview — Introduction to the SKY PerfectTV! Tokyo Media Center — <small>SKY Perfect JSAT Corporation</small>
14:00▶14:20	"INTER BEE DX x IP PAVILION" Presents: Cloud Sub Control and AI-Enabled Centralized Monitoring Demo Overview <small>Amazon Web Services Japan G.K.</small>
14:30▶14:50	ARIB Activities on MoIP Standardization <small>Association of Radio Industries and Businesses(ARIB)</small>
15:00▶15:20	"INTER BEE DX x IP PAVILION" Presents: Overview of the Private Cloud Simulated Failure and Monitoring Demo <small>DIGicas LLC.</small>
15:30▶15:50	"INTER BEE DX x IP PAVILION" Presents: Overview of the Private Cloud Demo Featuring Remote Production and Resource Sharing <small>Panasonic Connect Co., Ltd.</small>
16:00▶16:50	IP Transformation at Local Broadcasters "Deepening Insights from MoIP-Adopting Broadcasters Through a Panel Discussion" — Sharing Experiences with MoIP Production Sub Control Deployments and Vendors — <small>RKK Kumamoto Broadcasting Co., Ltd. / Shin-etsu Broadcasting Co., Ltd. / Zabbix Japan LLC</small>

November 21 (Fri.)

10:30▶10:50	This Year's Highlight of "INTER BEE DX x IP PAVILION" <small>Zabbix Japan LLC</small>
11:00▶11:20	MoIP Initiatives at Radio Broadcasters: Verification of Low-Cost AoIP Transmission Using FLET'S <small>JOQR Cultural Broadcasting, Inc.</small>
11:30▶11:50	"The 10,000-Person Daiku (Ode to Joy) at EXPO 2025": IOWN-Enabled ST 2110-20/30 Remote Production for Large-Scale Live Event Broadcasting at the Expo Venue <small>MAINICHI BROADCASTING SYSTEM, INC.</small>
13:00▶13:20	"INTER BEE DX x IP PAVILION": New IP Pavilion Exhibitors Showcase Diverse Solutions for the Future of Broadcast DX <small>ALAXALA Networks Corporation / Zabbix Japan LLC / SKY Perfect JSAT Corporation / Thales DIS Japan K.K. / Kijitsu Co., Ltd. / NAXA Inc. / Unixon Systems Co., Ltd.</small>
13:30▶14:20	(Deep Dive Series) Exploring Infrastructure for the Hybrid Era — Architecture Design and Lessons Learned from On-Premises and Cloud Coexistence — <small>Amazon Web Services Japan G.K. / SKY Perfect JSAT Corporation / Sony Marketing Inc. / Huawei Technologies Japan K.K. / NHK (Japan Broadcasting Corporation)</small>
14:30▶14:50	ARIB Activities on MoIP Standardization <small>Association of Radio Industries and Businesses(ARIB)</small>
15:00▶15:20	Latest Trends in DMF and MXL <small>Japan Broadcasting Corporation</small>
15:30▶15:50	"INTER BEE DX x IP PAVILION": Looking Ahead to Next Year <small>National Astronomical Observatory of Japan (NAOJ) / Zabbix Japan LLC / Japan Broadcasting Corporation</small>
16:00▶16:50	"Deepening Insights from MoIP-Adopting Broadcasters Through a Panel Discussion" "Sharing Experiences with MoIP Line Center Implementations and Vendors" <small>ABC Television, Inc. / Zabbix Japan LLC / WOWOW Inc.</small>

INTER BEE IGNITION x DCEXPO

Breaking boundaries through collaboration—driving content production DX with MoIP and software-based workflows.

Keynote Venue: International Conference Room

November 19 (Wed.)	KN-192 13:00▶14:00	Why Are the Dodgers Investing? An Era Where Both Teams and Broadcasters Become 'Investors'
	Panelist	Jay Adya Managing Partner, Elysian Park Ventures Akira Masuzawa Co-Director, Open Innovation, Investment Strategy Department, Corporate Strategy Division, TV Asahi Corporation Moderator Tak Miyata Founder and General Partner, Scrum Ventures
	KN-193 14:30▶15:30	AI Imagery Revolutionizing Television Drama
	Panelist	Akihiro Miyagi CEO and AI creator, 10TEN PARADE INC. Takeshi Shioyuchi Producer, ytv Media Design Ltd. Moderator Atsushi Matsumoto Journalist, Specially Appointed Professor, Senshu University

Special Session Venue: Exhibition Hall 6

November 19 (Wed.)	November 20 (Thu.)	November 21 (Fri.)
IG-191 10:30▶12:00	IG-201 10:30▶12:00	IG-211 10:30▶11:30
Advanced Imaging Society Japan Committee: Awards Ceremony for Lumière Japan Award 2025	Broadcasters as Business Creators: Tokai TV's Edge Challenge	Changing the Media with Youthful Passion
We are pleased to announce and honor this year's recipients of the Lumière Japan Awards	Panelist Jun Tomatsu BUSINESS STRATEGY ASSISTANT DEPARTMENT MANAGER, TOKAI TELEVISION BROADCASTING CO.,LTD. Makoto Aou CEO, LED co.,Ltd	Panelist Haruto Oka CEO, HA-LU inc Osamu Suzuki Founder & CEO, STARTUP FACTORY
IG-192 12:30▶13:30 DCEXPO SESSION	IG-202 12:20▶13:20 DCEXPO SESSION	IG-212 11:50▶12:50 Exhibitor presentation
Professional in advertising will discuss the future of AI videos and the role of AI prompt directors. The talk will also include the latest updates on AI x Fashion.	Regional Revitalization Gone Wrong: Discovering What Truly Works	V-Livers Listen and Share! The Latest in Cutting-Edge Content Technology: INTER BEE IGNITION x DCEXPO Exhibitor Presentations Part2
Miho Kinomura AI Filmmaker, NFFT AI x Fashion Movie Event Founder, STUDIO D.O.G GK Tadashi Umazume Chief Producer, TYO Inc	Tsuyoshi Abiko Sony Marketing Inc. Producer of "Locatone" Shogo Nakamae General director, Avex Inc.	MiraiCompany LLC The Yamagishi Laboratory, National Institute of Informatics Hapbeat LLC / DCCENT Co., Ltd / HJ CULTURE Co.,Ltd Even Ent Co., Ltd / HelpTech Co., Ltd.
IG-193 14:10▶15:55 Exhibitor presentation	IG-203 13:40▶14:40 DCEXPO SESSION	IG-213 13:10▶14:00 DCEXPO SESSION
V-Livers Listen and Share! The Latest in Cutting-Edge Content Technology: INTER BEE IGNITION x DCEXPO Exhibitor Presentations Part1	AI Strategy in the Middle East: A Path of Unique Evolution	Toward Emotions Only "With AI" Can Create—The Cutting Edge of AI-Powered Art and Entertainment Creation—
Participating Companies TwoHands Meta TOKAI TELEVISION BROADCASTING CO., LTD inoree LLC Tsuchiya Co.,Ltd SAFEHOUSE, Inc. MPLUSPLUS Co., Ltd. SHOSABI inc. Wildman Inc. IPconnect Inc. REDCLIFF, Inc. The University of Tokyo Keio University Graduate School of Media Design Keio University Tsuda University Kyoto Sangyo University / The National Institute of Advanced Industrial Science and Technology	Akira Takatoriya Part-time lecture, University of Tsukuba CEO, Altair Inc.	Yoichi Aso Entrepreneur Artist, Music Producer Representative Director of Entrepreneur Art Association; and others.
IG-194 16:10▶17:10 DCEXPO SESSION	IG-204 15:10▶17:20	IG-214 14:20▶15:20 DCEXPO SESSION
The Present and Future of AI Films	Moving Towards Future Media Co-Creation: TV Stations x Startups Pitch	SIGGRAPH Talk Session "AI and GPU: Shaping the Future of Real-Time Expression"
Panelist Hiroki Yamaguchi GAUMAPIX Hiroyuki Ikeda Representative Director, AI Japan International Film Festival (AIJIF2025)	Participating TV Stations Takahiro Fukui Senior Manager, Corporate Strategy, R&D Lab, NIPPON TELEVISION HOLDINGS, INC. Akira Masuzawa Co-Director, Open Innovation, Investment Strategy Department, Corporate Strategy Division, TV Asahi Corporation Naoki Nishikawa Managing Partner, TBS Innovation partners, LLC Yoshiyuki Hayashi Producer, TV TOKYO CORPORATION Toshihiro Shimizu Business Promotion Bureau, FUJI TELEVISION NETWORK, INC. Ryo Hagiwara Silicon Valley Branch, The Shizuoka Shimobun, Shizuoka Broadcasting System, Fujiyama Bridge Lab	Panelist Jesse Barker SIGGRAPH2026 Emerging Technologies Chair Unity Technologies Youichiro Miyake SQUARE ENIX CO., LTD. Lead AI Researcher Specially Appointed Professor, Institute of Industrial Science, The University of Tokyo
Moderator Shin Roumei V-Liver Suratan V-Liver	Pitch Startup Zentarou Imai CEO, Classroom Adventure Inc. Issay Yoshida CEO, EmbodyMe, Inc. Tetsuya Nonomura CEO / Chief Bungee Jumper, Logility Co., Ltd. Yuki Kobayashi CEO, MESON, Inc. Minami Suwa CEO, Simplee Inc. Takahito Iguchi Founder CEO, timespace, Inc. Yasufumi Sakai Director Business Design, Logic and Design Inc.	Moderator Kouta Minamizawa Professor, KMD: Keio University Graduate School of Media Design
	IG-215 15:40▶16:40 DCEXPO SESSION	IG-215 15:40▶16:40 DCEXPO SESSION
	The Present and Future of AI Films	Talk Session for the Tsumugi and Takumi Awards Winners
	Panelist Hiroki Yamaguchi GAUMAPIX Hiroyuki Ikeda Representative Director, AI Japan International Film Festival (AIJIF2025)	◆Part1: Swimming the Deep Sea Through Science and Art: Sakana-kun x Yoichiro Kawaguchi Depict 'Unknown Fish'™
	Moderator Chikage Terashima GAUMAPIX	Awards Winners FISH BOY - Sakana-kun Honorary Doctorate and Visiting Professor, Tokyo University of Marine Science and Technology
		◆Part2: Forms That Breathe Life: A Dialogue Between Architecture and Art
		Awards Winners Sou Fujimoto Architect Yoichiro Kawaguchi Professor Emeritus, The University of Tokyo Artist

INTER BEE MEDIA Biz

Exploring challenges and solutions in the evolving media and content business

Keynote Venue: International Conference Room

November 20 (Thu.)	KN-203 14:45▶16:15	Rethinking Trust in the Media
	Moderator	Yoshio Mikazuki Nippon Television Network Corporation Panelist Yasushi Yamamoto Institute of Media Environment, Hakuho Inc. Shotaro Tsuda Professor at the Institute for Journalism, Media & Communication Studies, Keio University Kaori Hayashi Professor, The University of Tokyo

Special Session Venue: Exhibition Hall 7

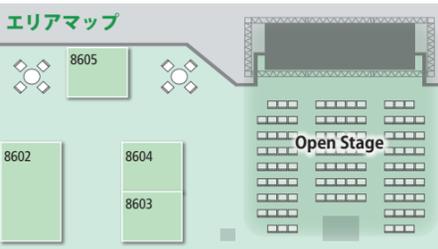
November 19 (Wed.)	November 20 (Thu.)	November 21 (Fri.)
MB-191 11:00▶12:00	MB-201 10:30▶12:00	MB-211 10:30▶12:00
DAZN Japan Top Talks: Sports Streaming and Oshi-katsu	Media Restructuring in 10 Years: What Will It Look Like?	The Future of Broadcasters' Use of SVOD
Moderator Tomoko Hasegawa Content Business Journalist	Moderator Osamu Sakai Media Consultant	Moderator Motohiko Tokuriki note producer / Blogger, note, Inc
Panelist Yu Sasamoto CEO and APAC Business Development, DAZN Japan Aya Hirano Editor-in-Chief of Nikkei Gaming, Nikkei Business Publication, Inc.	Panelist Susumu Shimoyama Writer Noriko Wakihama Professor, Faculty of Sociology, Kyoto Sangyo University Takeshi Kurihara Senior Manager, PwC Consulting	Panelist Shohei Kagawa Business Development Department Director, HJ Holdings, Inc. Kazuo Nomura Supervising Director Platforms Content Business Department, FujiTelevision Network, Inc
MB-192 12:30▶14:00	MB-202 12:30▶13:30	MB-212 12:30▶13:30
TV Comes Full Circle: The Present and Future of Content Value Creation	Reverse Rehack: Jirō Nishida vs. Hiroki Takahashi — The Present and Future of YouTube	The "Non-Broadcasting" of Broadcasting—IP Broadcasting and the Structural Transformation of the Media Business
Moderator Ritsuya Oku Managing Director and Founder, Media Vision Lab	Moderator Jiro Nishida Representative Director, Association for Future TV Vision / LoCoStar, Inc.	Moderator Hiroaki Takazawa TOKYO BROADCASTING SYSTEM TELEVISION, INC.
Panelist Takashi Uchiyama Professor, School of Cultural and Creative Studies, Aoyama Gakuin University Nobuyuki Takeuchi Content Business Department Associate Executive Director, KANSAI TELEVISION CO.LTD	Panelist Hiroki Takahashi CEO, tonari Inc.	Panelist Toshikazu Saito Deputy Director General, Japan Satellite Broadcasting Association Eiji Sawazaki Japan Cable Laboratories (on secondment from the Planning and Management Division), COMMUNITY NETWORK CENTER INCORPORATED.
MB-193 14:30▶16:00	MB-203 14:00▶15:30	MB-213 14:00▶15:00
World-Class IP Production Capabilities	Vertical Short-Form Video: What's the Next Winning Strategy?	The Pros and Cons of Generative AI: How to Face the Full-Fledged 'AI Era'
Moderator Tomoko Hasegawa Content Business Journalist	Moderator Nobuo Yamamoto Nikkei Entertainment senior staff writer, Nikkei Business Publications, Inc.	Moderator Yoshio Mikazuki Nippon Television Network Corporation
Panelist Kotaro Sudo Anime & Movie Division Animation Business Department, TBS Television, Inc. Gemmei Usuda IP Business Senior Producer, FUJI TELEVISION NETWORK, INC. Satoshi Oshima CEO, WIT COLLECTIVE	Panelist Naomichi Sawamura CEO, emole Inc. Keisuke Yonemura CEO, QREATION Co., Ltd. Satoru Tanaka CEO, GOKKO Inc.	Panelist Shota Tajima Chief Executive Officer, StoryHub, Inc. Atsushi Udagawa Associate Professor, Department of Socio-Media Studies, Musashi University
MB-194 16:30▶17:30	MB-204 16:00▶17:20	MB-214 15:30▶17:00
Changing Costs in the Production Field	How Can Local TV Stations with Limited Resources—How Keep Up with the Rapid Advancement of Data Utilization?	The Near-Future Vision Opened by Audio Platforms—radiko, Spotify, NHK
Moderator Satoru Watanabe Japan Broadcasting Corporation	Moderator Koji Nagae TVQ KYUSHU BROADCASTING CO.,LTD.	Moderator Mikio Tsukamoto Executive Officer and Media Strategist, Wise Media, Inc.
Panelist Katsuhiko Tsuchiya CEO, Tutti Create Co., Ltd. Hotaka Sugimoto Chief editor of Branc, IID, Inc. Ken Tajima CEO, TOKYO ROCK STUDIO INC.	Panelist Ayuki Sugimoto Digital Transformation Advancement Center, Broadcasting System Division, Hokkaido Cultural Broadcasting Co., Ltd. Keita Yokota Head of Data Solutions Center, TV Asahi Corporation	Panelist Takao Ikeda President & Representative Director, radiko Co., Ltd. Tony Elison Managing Director, Spotify Japan, Spotify Japan K.K. Masato Miyoshi Content Strategy Department Content Programming & Distribution Center Senior Manager, Japan Broadcasting Corporation
MB-205 17:45▶19:00, Nov. 20	Urgent special session! Short-form video presentation relay & networking event	
	As the short-form video market continues its steady expansion, we held a planned session on Day 2 titled "Vertical Short-Form Video: What's the Next Winning Strategy?" Following this session, we organized a presentation relay and networking event aimed at connecting people working with short-form video, creators, and those preparing to step into this field.	

INTER BEE CREATIVE

Creators unite to shape the future with innovative production tools.

Exhibitors Venue: Makuhari Messe Hall 8

- 8602 qoop, Inc.
- 8603 INSHORTS Co., Ltd.
- 8604 Japan Post Production Association
- 8605 IVS41 Co., Ltd.



Keynote Venue: Room 201

November 20 (Thu.)

SP-201 10:30▶12:00

The Evolution of Kyoto Cinema: Reflecting on 100 Years and Envisioning the Next Century

Panelist: **Shinji Higuchi** (Film Director), **Akimasa Yamashita** (Advisor (Councillor), Kyoto Prefecture Director, Art & Technology Village Kyoto), **Takafumi Yuki** (Moderator, INTER BEE CREATIVE Director)

Panelist: **Yuji Kojima** (Director, Deputy Head of Motion Picture Division & Head of Kyoto Studio, Toei Company, Ltd.), **Tadashi Oosumi** (Advisor, Shochiku Co., Ltd., Chairman & CEO, Shochiku Studio Co., Ltd.)

Special Session Venue: Exhibition Hall 8

November 19 (Wed.)

CR-191 10:30▶11:30

Pioneering Visual Innovation with Unreal Engine: TBS's Cutting-Edge Approach to Content Production

Takanori Aoki (Digital Creative Division, TBS ACT, Inc.), Norihiko Sugimoto (Digital Creative Headquarters, TBS ACT, Inc.), Tomohiro Takaya (Studio Lighting Department, Studio Headquarters, TBS ACT (TBS Television), Inc.)

CR-192 11:45▶12:45

What Mars 100 Years Later Taught Us—Production Redesign for Science Fiction Visual Expression

Takahito Ito (Japan Broadcasting Corporation), Yukihiro Takamatsu (Japan Broadcasting Corporation)

CR-193 13:00▶13:45

Effective Use of Volumetric Video Supporting the Promotion of "Squid Game 3"

Yoshinori Takeda (Advisor, Nikon Creates Inc.), Eijun Kimura (VFX Artist)

CR-194 14:00▶14:45

Next-Generation AI Content Repackaging for Theatrical and Streaming Distribution: SD to 4K Upscaling and Premium Video Restoration with the AI Super-Scaler Solution

HWANG JIN YEONG (Solution&Content Business, INSHORTS Co., Ltd.), LEE GEON CHANG (INSHORTS Co., Ltd.)

CR-195 15:00▶15:45

MXL : EBU DMF Media eXchange Layer - Streamlining Multi-Vendor Live Video

Vincent Trussart (VP, Software Architecture, Grass Valley)

CR-196 16:00▶17:30 Consecutive interpretation

When AI Meets VFX: The Future of Visual Storytelling

Jason Schugardt (NVIDIA)

November 20 (Thu.) (Adobe Day 2025)

CR-201 10:20▶11:00 Consecutive interpretation

Make Your Story Stand Out: Advanced Effects and Motion Design in Premiere

Jason Druss (Sr. Product Marketing Manager, Premiere and After Effects, Adobe)

CR-202 11:30▶12:10 Consecutive interpretation

Generative AI in Action: Smarter Surfaces, Stronger Stories

Morgan Prygrocki (Pro Video & Audio, Sr. Strategic Development Manager, Adobe)

CR-203 12:50▶13:30

"Generative AI Adoption: Keys to ROI"

Masamichi Kumada (Global Digital Media Enterprise Sales - Senior Solution Consultant - Media, Adobe KK)

CR-204 14:00▶14:40

Techniques for Using "Film Impact" on Professional Sets

Yoshihiko Ichii (Filmmaker, Command C Inc.), Masahiro Sagawa (Editor)

CR-205 15:10▶15:50

What Color Management Brings to Premiere Pro

Reiko Tanaka (Marketing Manager, Marketing Department, Adobe Inc.), Yoshihiro Enatsu (Digital Cinema Creator, Marimo Records Inc.), Yukihiro Ishikawa (Film Producer / Journalist)

CR-206 16:20▶17:00

How Adding Substance 3D Transforms 2D Workflows

Naoto Fukui (3D Artist & Solutions Consultant, Adobe Inc.)

November 21 (Fri.)

CR-211 10:30▶11:15

An Interview by the Commercial Photo Editorial Team: Exploring the Work of Rising Filmmaker Shuma Jan

Moderator: Shuma Jan (Filmmaker), Kyotaro Nagata (Editor-in-Chief, Commercial Photo)

CR-212 11:30▶12:15

OTT and Broadcast Technology Trends of the World

Yukihiro Osawa (Vice President, S.E. Asia/Pacific & Japan, Dolby Laboratories, Inc.)

CR-213 13:00▶13:45

Content production and its enjoyment utilizing advanced formats such as HDR and HFR, part3

Makoto Imatsuka (Technical Supervisor Business Development DIV., qoop, Inc.), Toshiyuki Ogura (Executive Director, COGNITEE INC.), Mayu Hosaka (Engineer Content Technology Unit Engineering & Technology Center, WOWOW INC.)

CR-214 14:00▶14:45

How Technology Awakens Our Creativity—The New Visual World Brought by VP and AI

Hayato Sone (Video Director, BABEL LABEL, Advisor, Vook), Hayato Sone (Video Director, BABEL LABEL, Advisor, Vook), Ryo Hagiwara (Editor-in-Chief, VIDEO SALON, Genkoshu Co.), Takafumi Yuki (INTER BEE CREATIVE Director)

CR-215 15:00▶15:45

Is Moving Away from On-Premises Systems the Key to Success in the Video Industry? Which Systems Move to the Cloud—and Which Come Back?

Kenji Amano (Infrastructure Solutions SE Headquarters, Data Platform Solutions, Advisory System Engineer, Dell Technologies Inc.), Yu Amase (Network Security Department, Sales Department, 2nd, Platform Sales Section, TECHMATRIX CORPORATION)

CR-216 16:00▶16:45

The Making of "The Bullet Train Explosion" How That Iconic Shot Was Created

Atsuki Sato (Representative Director, TMA1VFX Supervisor / Director), Tetsuya Shiraishi (SPADE&Co., VFX Supervisor), Takashi Yuki (Director, INTERBEE CREATIVE)

INTER BEE CINEMA

A professional community dedicated to advancing the future of filmmaking.

INTER BEE CINEMA focuses exclusively on film production, bringing together professionals who share the latest trends and technologies while inspiring the next generation of creators. With the continued growth of cinema screens and diversification of viewing styles, this area showcases the production techniques and experiences that shape today's film industry—including directing, cinematography, lighting, sound recording, and editing. Through product demonstrations and talk sessions, INTER BEE CINEMA shares industry trends while providing opportunities for new ideas and networking. Supported by: JSC, JSL

Product Exhibition Area Venue: Makuhari Messe Hall 8

- 8607 TOWAIEIZO LLC
- 8608 Shoten Kobo Co., Ltd
- 8609 NiSi
- 8610 Fujifilm Corporation
- 8611 APPOTRONICS International Ltd.
- 8612 IDX Company, Ltd.
- 8613 Japanese Society of Cinematographers
- 8614 Mitomo Co., Ltd.
- 8615 JAPAN MOTION PICTURE STANDARDS ASSOCIATION

Experience Area Venue: Makuhari Messe Hall 8

We provide a space where visitors can experience a wide variety of cinema lenses. You can perform look tests by mounting the lenses on cinema cameras.

- ZHONG YI OPTICS** **Canon** **FUJINON** **TOKINA CINEMA**
Atlas Lens **Sigma** **LAOWA** **Viltrox**

- Cinema Camera Equipment Support: Blackmagic, Canon, FUJIFILM, Nikon, RED, SONY
- Equipment Support: IDEX Co., Ltd., KIPON, Gin-ichi Co., Ltd., Sanwa Eizai Co., Ltd., EIZO Corporation, RAID Inc.

Special Session Venue: Exhibition Hall 8 (Talk Stage)

November 19 (Wed.)

CI-191 10:30▶11:15

Cinema Lens Trend Watch 2025

Moderator: Akira Otaguro (Representative, ARGAL LLC), Nagako Hayashi (Writer)

CI-193 12:00▶12:45

The Role and Work of the Camera Department in One-Stop Productions

Moderator: Toshikazu Kaneto (Director of Photography, Marimo Records Inc.), Yukihiro Ishikawa (Video Producer / Journalist)

CI-194 13:00▶13:15 Exhibitor's Presentation

CI-195 13:30▶14:15

"Film Director's Chronology"—Reflecting on the Life and Time of a Director

Moderator: Takuya Kawai (Editor, "Film Directors' Filmography"), Nagako Hayashi (Writer)

CI-197 15:00▶15:15 Exhibitor's Presentation

CI-198 16:00▶16:30 Exhibitor's Presentation

CI-199 16:45▶17:30

Experiences from EITEKI-Compliant Productions

Panelist: Yoshihiro Nakamura (Cooperative, Japan Film Directors Association)

Moderator: Toshimasa Oura (Japan Film Production Regulation Organization)

November 20 (Thu.)

CI-201 10:30▶10:45 Exhibitor's Presentation

CI-202 11:00▶11:45

Cinematographer Hideo Yamamoto Looks Back on 30 Years of Evolution in Japanese Film Equipment

Moderator: Hideo Yamamoto (Director of Photography, Japan Society of Cinematographers), Yukihiro Ishikawa (Video Producer / Journalist)

CI-203 12:00▶12:15 Exhibitor's Presentation

CI-204 13:00▶14:15

The Present Position of Motion Film
 Part 1: Film Camera Touch & Try—Structure Explained and a Comparison with Digital Cinema

Moderator: Junichi Hosoda (Assistant Head of Cinematography, TFPlus, TOHOKUSHINSHA FILM CORPORATION), Shigenori Miki (Camera Operator, Japan Society of Cinematographers)

CI-205 14:30▶15:30

The Present Position of Motion Film
 Part 2: Film & Digital Camera Panel Discussion

Moderator: Hideo Yamamoto (Director of Photography, Japan Society of Cinematographers), Shogo Ueno (Director of Photography, Japan Society of Cinematographers), Ryota Kobayashi (Color Grading Team, OMNIBUS JAPAN Inc.), Shigenori Miki (Camera Operator, Japan Society of Cinematographers)

CI-206 15:45▶16:00 Exhibitor's Presentation

CI-207 16:15▶17:00

"Filmic Look"—A Camera Developer's Perspective

Moderator: Yoshiki Ishii (Video Technology Consultant), Nobuyoshi Kodera (Video Equipment Reviewer)



Keynote International Conference Room

November 21 (Fri.)

KN-213 15:00▶16:00

Behind the Scenes of the Film Samurai Time Slipper

Jyunichi Yasuda (Film Director)

November 21 (Fri.)

CI-211 10:30▶11:15

Diorama-Style Cinematography and Regional Revitalization by Video Creators

Moderator: Diorama Toyama/ Wally (Video Creator), Mika Yamashita (Representative, LM LLC)

CI-212 11:45▶12:30

Latest Cinema Camera Talk

Moderator: Keita Yugoshi (Cinematographer, TOHOKUSHINSHA FILM CORPORATION), Nobuyoshi Kodera (Video Equipment Reviewer)

CI-213 13:00▶13:45

MPTE Special Study Session
 The Technology Behind the Sound of the Film "Kokuhō"

Guest: Mitsugu Shiratori (Sound Designer, GIANTPEACH Inc.), Hiroyuki Murakoshi (Sound Supervisor, MITOMO Co., Ltd.)

Moderator: Yuka Eda (Director / Screenwriter / Photographer)

CI-215 15:30▶16:15

A Woman Director's Perspective: How Film Production Is Changing from 2025 to 2026

Panelist: Yukihiro Ishikawa (Video Producer / Journalist)

Moderator: Nagako Hayashi (Video Writer / Columnist / Event Organizer)

Professional Audio

2210 2nd Stage	2515 PULSE Co., Ltd.
2507 A.O.M. Corporation	2516 radius co., ltd.
2518 ALT Waves Management	3121 REWIRE INC.
2519 APPLAUSE SYSTEMS Co.	2002 S.C.ALLIANCE Inc. / SCA Sound Solutions Co.
2514 ArtBoxCreate Co., Ltd.	2517 SANKEN MICROPHONE CO, LTD
2401 ARTWIZ Inc.	3114 Saramonic
2202 ASHIDA SOUND CO., LTD.	2208 Sennheiser Japan K.K.
2619 AUDIO BRAINS Co., Ltd.	2607 SHINTEC
2306 Audio-Technica Corporation	2303 SHIZUKA Inc.
2606 AURAL SONIC/Tokyo Steel Industrial	3412 Shure Japan Limited
2406 AV-Leader Corporation	2405 Slapton Sound. Viviana Sound Solutions
2204 AZDEN CORPORATION	2521 Solid State Logic Japan K.K.
2209 Beetech Inc.	3108 Soundwhale
2209 Bestec Audio Inc.	2510 Stage Sound Association of Japan
2301 BOSE PROFESSIONAL	3107 Studio Equipment Corp.
3113 BOYA	3103 Sunphonix
2414 CAEL WORKS INC.	2604 Suyama Dental Laboratory Co., Ltd.
2519 Catch Me Co.	2601 Synthax Japan Inc.
2513 ComodoMattina, Inc./TAIDEN	3117 Takara Electric Industry Co., Ltd.
3109 Continental Far East Inc.	2207 TAMURA CORPORATION
2413 Cornes Technologies Ltd.	2618 TASCAM/TEAC CORPORATION
2415 Crescent co ltd	2416 Tech Trust Japan Co., Ltd.
3219 d&b audiotechnik Japan K.K.	2505 tidbit inc.
2615 Dante by Audinate	3101 Umbrella Company Co., Ltd.
2504 Digicom Co.,Ltd.	2520 Usednet
2614 Digital Laboratory, Inc.	2506 voltampere Co., Ltd.
3115 DS	2201 Watanabe Musical instruments Co. Ltd.
2516 DSP Japan Ltd.	2612 Waves
2613 ear focus	2307 Yamaha Music Japan Co., Ltd.
3116 EASS INC.	2307 YAMAHA SOUND SYSTEMS INC.
3218 ELECTORI CO.,LTD.	3102 YAMAKI Electric Corporation
2508 Emilai.inc	2415 YOMIURI TELECASTING CORPORATION
3111 E'spec Inc.	X-Headphone
3112 E'spec Inc.	2104 Aiuto Co., Ltd.
3110 Extreme Wave	2103 Audio-Technica Corporation
2509 Eyearessystem INC.	2102 STAX
2408 FENDER MUSIC CORPORATION JAPAN PRESONUS	2105 YAMAHA MUSIC JAPAN CO., LTD.
2404 Fostex Company	X-Microphone
3106 fourbit.ltd	2101 Roland Corporation
2412 Fulcrum Acoustic Japan	2106 YAMAHA MUSIC JAPAN CO., LTD.
2501 Genelec Japan Inc.	Video Production / Broadcast Equipment
2001 Hanaoka Musen Denki Co., Ltd.	5212 @Sycom
3218 Hibino Corporation	5213 Active Retch Inc.
3413 Hibino Corporation	5307 ADTECHNO Inc.
3218 Hibino Imagineering Corporation	3211 Advance Bloom CO.,LTD
3413 Hibino Intersound Corporation	3409 Advanced Digital Video(Beijing)Technology Co., Ltd.
3218 Hibino Lighting Inc.	5102 AIM Electronics Co.,Ltd.
3218 Hibino Spacetechn Corporation	7518 Aina Tech Inc.
3122 HOSHINO GAKKI HANBAI CO., LTD	8216 AJA Video Systems, Inc
2417 ICONIC	3411 Akamai Technologies, Inc.
2609 iZotope	3502 Amagi
2411 Japan Association of Recording Engineers	3502 Amazon Web Services Japan G.K.
2511 JAPAN STAGE SOUND BUSINESS COOPERATIVE	5305 Amber Sign. Ltd.
2209 L-Acoustics Pte. Ltd.	3402 APCOT Inc.
2402 Lake People Audio GmbH	3414 ARIB (ASSOCIATION OF RADIO INDUSTRIES AND BUSINESSES)
3119 Luminex Japan K.K.	7309 ARK VENTURES Inc
2410 LYLL	4402 ARMOR
2617 MASCOT ELECTRIC CO., LTD.	5308 Arvanics Corporation
3105 MASS-kobo	6101 ASACA Corporation
2305 MATSUDA TRADING CO., LTD	5105 ASC Corporation
2610 Media Integration / ROCK ON PRO	6212 Ascent Co., Ltd
2611 Media Integration / ROCK ON PRO	3203 Ascot co., ltd.
2302 MEDIA PLUS CO., LTD.	8404 ASK Corporation
2205 Mixwave, Inc	4516 ASTRODESIGN, Inc.
2206 MOGAMI WIRE & CABLE Corp.	8407 AT Communications k.k.
2003 MORSON JAPAN Co., Ltd.	4301 ATEN JAPAN Co., Ltd.
3104 Musignal Inc.	4213 Audinate
2409 Neos Corporation	4213 AUDIO BRAINS Co., Ltd.
2602 Neutrik Limited	3301 Audio Network Japan KK
2409 next Sound Inc.	5202 Audiostock Inc.
2608 NICE COMPANY Inc.	7211 Avid Technology K.K.
2403 Nihon Electro Harmonix KK	4210 Barco Co., Ltd.
3218 Nihon Onkyo Engineering Co., Ltd.	3502 BCNEXXT BV
2512 NTI Japan Limited	3409 Beijing EnlightV Technology Co., Ltd.
2304 Onkyo Tokki Ltd.	3409 Beijing HongrunFuton Technology Co., Ltd.
2502 ONZU,Inc.	5109 BIOS Corporation
2407 Public Address Inc.	4211 Black Box Network Service

8503 Blackmagic Design	4213 ITOKI CORPORATION
3309 BLUEDOT INC.	3214 Japan Association of Theatre and Entertainment Technology
5304 BROAD-DESIGN Co., LTD.	8402 Japan Communication Equipment Co., Ltd.
5501 Canare Electric Co., Ltd	5301 Japan Material Co., Ltd.
5517 Canon Inc./Canon Marketing Japan Inc.	7411 Japan Radio Co., Ltd
3114 CANVASS Co., Ltd.	3502 JEITA Global AI Cloud Pavilion
7205 Capella Co., Ltd.	4306 KATO ELECTRIC INDUSTRY CO., LTD.
7102 CHIEF/Audio Visual Communications Ltd.	3401 Kawasaki Heavy Industries, Ltd
3409 CHINA SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS	7415 Kenko Professional Imaging Co., Ltd
8403 ClouZen Co.,Ltd.	5401 Kenko Tokina Co., Ltd.
7307 Comartsystem	3206 KEYAKI CO., LTD
4515 COMUNE LIBERAL HOLDINGS CO.,LTD.	4502 KOBAYASHI (KOREA E&EX INC.)
5220 Comworks Co., Ltd.	7310 KOKUSAI DENKI Electric Inc.
5405 COSMIC ENGINEERING CORPORATION	7413 KOKUSAI SHOMEI CO.,LTD.
4213 Crestron Electronics, Inc.	3409 Konvision Technology Co., Ltd
4204 CrossImaging Inc.	5106 K-WILL Corporation
4213 Datapath Japan G.K.	4401 Lambda Systems Inc.
4206 DATATON AB	5218 Leader Electronics Corporation
7514 DDP-Dynamic Drive Pool	3212 LED TOKYO CO.,LTD.
3409 Delika(Guangzhou)Technology Co.,LTD	6106 LEDMAN Optoelectronic
5302 DIATEX	3409 Leyard Optoelectronics Co., Ltd.
4212 DIGIcas LLC.	4309 Libec / HEIWA SEIKI KOGYO CO., LTD.
4213 Disguise Japan GK	5103 Ligar Music Co.,Ltd.
5210 Dongguan YC Onion Network Technology Co., Ltd	4213 LINDY Japan Co., Ltd
4501 DTS INSIGHT CORPORATION	8108 LiveU Japan K.K.
2506 voltampere Co., Ltd.	4410 LSI JAPAN CO., LTD
2201 Watanabe Musical instruments Co. Ltd.	3406 LYNX Technik
2612 Waves	3502 M2A Media
2307 Yamaha Music Japan Co., Ltd.	4406 M&next, Inc.
2307 YAMAHA SOUND SYSTEMS INC.	3217 Macro Image Technology, Inc.
3102 YAMAKI Electric Corporation	8410 Mark Roberts Motion Control Ltd.
2415 YOMIURI TELECASTING CORPORATION	7415 Matthews Studio Equipment
X-Headphone	4207 MEDIA LINKS CO., LTD
2104 Aiuto Co., Ltd.	3308 Meiko Electronics Co., Ltd.
2103 Audio-Technica Corporation	4002 METAL TOYS
2102 STAX	8320 MG Inc.
2105 YAMAHA MUSIC JAPAN CO., LTD.	3502 Microsoft
X-Microphone	3216 Miharua Communications Inc.
2101 Roland Corporation	4613 MisaoNetwork Co.,Ltd.
2106 YAMAHA MUSIC JAPAN CO., LTD.	7415 Misonics
Video Production / Broadcast Equipment	8408 Mitomo Co., Ltd.
5212 @Sycom	8316 Mitsui Bussan Aerospace Co., Ltd.
5213 Active Retch Inc.	3408 Miyajishokai Co., Ltd.
5307 ADTECHNO Inc.	4503 Morisawa Inc.
3211 Advance Bloom CO.,LTD	5205 MOUBIC INC.
3409 Advanced Digital Video(Beijing)Technology Co., Ltd.	3415 NAB Show
5102 AIM Electronics Co.,Ltd.	5309 nac Image Technology Inc.
7518 Aina Tech Inc.	5001 Nash Music Library
8216 AJA Video Systems, Inc	3405 NAXA Inc.
3411 Akamai Technologies, Inc.	8109 NEC Corporation
3502 Amagi	4003 NEP Inc.
3502 Amazon Web Services Japan G.K.	4213 NETGEAR Japan G.K.
5305 Amber Sign. Ltd.	3205 Network Electronics Japan Co.,
3402 APCOT Inc.	8312 Nextorage Corporation
3414 ARIB (ASSOCIATION OF RADIO INDUSTRIES AND BUSINESSES)	7412 NHK Technologies, Inc.
7309 ARK VENTURES Inc	8501 NHK Technologies, Inc.
4402 ARMOR	8502 NHK/JEITA
5308 Arvanics Corporation	5403 NICCABI CORPORATION/Plannet Co., Ltd
6101 ASACA Corporation	8410 Nikon Corporation
5105 ASC Corporation	8410 Nikon Imaging Japan Inc.
6212 Ascent Co., Ltd	5508 Nippon RAD Inc.
3203 Ascot co., ltd.	4408 Nippon Seagate Inc.
8404 ASK Corporation	5104 NIPPON STEEL WELDING & ENGINEERING CO., LTD.
4516 ASTRODESIGN, Inc.	3001 Nippon Video System co.,LTD
8407 AT Communications k.k.	8403 Nissin Visual Laboratory, Inc.
4301 ATEN JAPAN Co., Ltd.	4201 NIXUS by Nikko Telecommunications
4213 Audinate	7519 NKL
4213 AUDIO BRAINS Co., Ltd.	4608 NOX Co., LTD.
3301 Audio Network Japan KK	7305 NTT business solutions corporation
5202 Audiostock Inc.	7308 NTT Innovative Devices Corporation
7211 Avid Technology K.K.	5221 Oinu Vision Co.,Ltd.
4210 Barco Co., Ltd.	5215 OKUMA TECH Co., Ltd.
3502 BCNEXXT BV	3307 ONZU,Inc.
3409 Beijing EnlightV Technology Co., Ltd.	3502 Oracle Corporation Japan
3409 Beijing HongrunFuton Technology Co., Ltd.	3503 OTARI, Inc.
5109 BIOS Corporation	3503 OTARITEC Corporation
4211 Black Box Network Service	8218 OWC ASIA INC
	4209 ITOCHU Techno-Solutions Corporation (CTC)

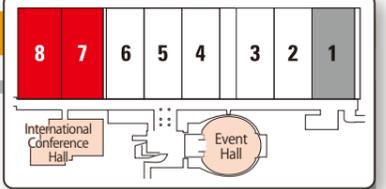
5103 Pandeiro Music Co., Ltd.	5510 tv asahi create
5509 Panduit Corp. Japan Branch	3502 TVU Networks
5107 PANTHER GmbH	7311 TVU Networks
8213 PAOX Inc.	7209 UNITEX Corporation
8119 PHOTRON LIMITED	4213 VEGA Project K.K.
2017 PHOTRON LIMITED HARBOR	8409 Videndum Production Solutions KK
3208 Pixellot Automatic Production	4307 Videotron Corporation
4308 PLAY, inc.	4213 ViewSonic Japan
8220 PREMIX	5112 VILLAGE island Co., Ltd.
4519 Prolight + Sound Guangzhou	3210 Vimeo Japan, K.K
3302 PROSPER ELECTRONICS Co., Ltd	4213 VPS
5113 P-tec Co., Ltd.	5512 VSGO
8317 RAID Inc.	5511 WAEI.INC
4303 REC SYSTEM co., ltd	3201 WAV+ LLC
8410 RED Digital Cinema	8314 Weatherwise, Inc.
7213 Restar Corporation	4507 WELL BUYING INDUSTRIAL CO., LTD.
3502 Reuters Imagen	6211 WONDER VISION TECHNO LABORATORY .CO
4603 RF-Design Co.,Ltd	5112 XIAMEN CAME TECHNOLOGY CO.,LTD.
5004 Riedel Communications GmbH	8104 YoloLiv Technology
4602 Rikei Corporation	8321 YOSHIMI CAMERA Co., LTD.
5003 RIP-TIE, Inc.	4405 YUAN HIGH-TECH DEVELOPMENT CO., LTD.
5116 Roland Corporation	7512 ZHANGZHOU SEETEC OPTOELECTRONICS TECHNOLOGY CO., LTD.
5304 S.S.DENSHI CO.,LTD	5401 ZHIYUN
8401 Samsung SSD	4407 Zhongshan Cayer Photographic Equipments CO.,Ltd.
8108 Sanshin Electronics Co., Ltd.	4604 Zhongshan PANYAN Technology Co., Ltd.
5107 Sanwa Cine Equipment Rental Co., Ltd.	INTER BEE CINEMA
5107 Sanwa Pro Light, Inc.	Product Exhibits
5506 SANWA SUPPLY INC.	8611 APPOTRONICS International Ltd.
4509 SDJ KK	8610 Fujifilm Corporation
3305 Seiko Solutions Inc.	8612 IDX Company, Ltd.
4506 SEIKOH GIKEN Co., Ltd.	8615 JAPAN MOTION PICTURE STANDARDS ASSOCIATION
4404 Semtech Corporation	8613 Japanese Society of Cinematographers
4213 Sennheiser Japan K.K.	8614 Mitomo Co., Ltd.
3404 SET (Brazilian Society of Television Engineering)	8609 NiSi
3403 SETTSU METAL INDUSTRIAL	8608 Shoten Kobo Co.,Ltd
5211 SHENZHEN PORTKEYS ELECTRONIC TECHNOLOGY CO., LTD	8607 TOWAIEIZO LLC
5002 Shenzhen Zitay Tech. Co. Ltd	Cinema Lense
4612 Shoten Kobo Co.,Ltd	8606 Atlas Lens Co.
5406 Shotoku Broadcast Systems	8606 Canon Inc./Canon Marketing Japan Inc.
4605 Showtex Japan KK	8606 EizoArashi Co.,Ltd
5206 Sightron Japan Inc.	8606 Fujifilm Corporation
7208 Sigma Corporation	8606 Kenko Professional Imaging Co., Ltd
5401 SLIK CORPORATION	8606 Shoten Kobo Co.,Ltd
5402 SmallRig Technology (HK) Limited	8606 Sightron Japan Inc.
4310 Sony Biz Networks Corporation	8606 Sigma Corporation
4517 Sony Corporation	Entertainment / Lighting
4310 Sony Marketing Inc.	6605 Agai Trading Corporation
4409 SPICE Inc	6503 Ai Pixel CO., LTD.
7311 Star Communications K.K.	6511 Aputure Imaging Industries Co.,LTD
4203 Studio Infinity	6408 AVIX
3306 Studio-J Consulting Inc.	6305 Beijing OPENMOON Trading Co. Ltd
5513 Supersub LLC	6303 ceat, Inc.
6209 SWIT	6502 Colorlight Cloud Tech Ltd
7513 Synergy K.K.	6603 Data Art,Inc.
8319 Synk Inc.	6002 Hyundai Fomex Co., Ltd.
4518 Taiwan Electrical and Electronic Manufacturers' Association	6203 ImageVISION.Co.Ltd.
4514 Tamron Co., Ltd.	6504 Leonardoes Corp.
4403 Tatsuta Electric Wire & Cable Co., Ltd	6309 Leyard Japan Co., LTD.
8214 Technical Farm	6206 Milleruntech co LTD
3410 TECHNO HOUSE INC.	6510 NANLITE / NANLUX / GUTEK
4213 Tekwind Co., Ltd.	6501 Onumen Technology Co.,Ltd.
5219 Teledyne LeCroy	6508 Profoto K.K.
8106 Telestream	6404 ProFound
5209 Television Hokkaido Broadcasting Co. Ltd.	6406 Recience
3215 TelHi Corporation	6405 REDCLIFF, Inc
8315 TeraState, Inc.	6507 REX Co., Ltd.
5207 TESmart Co., Ltd.	6407 RGB Shine (HK) Technology Limited
3204 THAMWAY CO., LTD.	6207 Robycam Japan
8406 Three M.Inc	6506 Shenzhen Fabulux Technology Co., Ltd.
5306 TILTA	6208 Shenzhen Glosline Technology Co., Ltd
3202 Tokyo Electron Device LTD.	6505 Shenzhen Liantronics Co., Ltd.
5114 TOKYO KEIKI INC.	6308 Shenzhen Lightlink Display Technology Co., Ltd
8215 Too Corporation	6402 Shenzhen Scenicco Optoelectronic Co. Ltd.
7212 TOSHIBA CORPORATION	6306 SHENZHEN SOSTRON TECHNOLOGY CO., LTD.
7212 Toshiba Digital Solutions Corporation	6502 Shenzhen Vistech Technology Co.,Ltd
7212 Toshiba Lighting & Technology Corporation	6403 Shenzhen XINTAI Photoelectric Co.,LTD
3209 TOTSU INTERNATIONAL CO., LTD	6302 STANLEY ELECTRIC CO., LTD.
4101 Traffic Sim Co., Ltd.	6604 State of the Art Technologies Expression Association
3211 TRUST ELECTRONICS CO.,LTD	

6603 studio boka inc.	8206 Axcreator Inc.
6001 TAKE INC.	7504 Bicom Inc.
6205 Trisight inc	7508 Brushup Inc.
6408 Unilumin Co., Ltd	7405 Chukyo Electron Co., Ltd.
6509 Valerion	8308 Cloudflare, Inc.
6601 VENUSLASER INC.	8204 CRI Middleware Co., Ltd.
6204 VILLAGE island Co., Ltd.	7003 DPSJ
6201 X NEXT Co., Ltd.	8207 EmbodyMe, Inc.
INTER BEE IGNITION x DCEXPO	8210 EMUS International Co., Ltd.
6072 ASIAGRAPH CG ART GALLERY	8202 Enlyt, Inc.
6070 Digital Content Association of Japan	8002 Fiber 26 Network Inc.
6010 DrivingPlates.com LLC	7509 Flyby Co., Ltd.
6058 ETH Zürich / Disney Research Studios	7301 FUJI NEXTERA LABO INC.
6060 GAMFF(Gyeongsangbuk-do International AI Metaverse Film Festival)	8305 NIISOFT Co.,Ltd.
6004 GRAPS Co., Ltd.	7507 InnoQos Corporation
6005 MiraiCompany LLC	7302 INNOTECH CORPORATION
6007 Parks Inc.	8211 intoPIX
6059 VR MODE,inc/Shiftall Inc.	7409 J21 Corporation
6006 TOKAI TELEVISION BROADCASTING CO., LTD	8301 Japan Association of Video Communications
6009 tv asahi corporation	7401 Javatel Inc.
6008 WIZAPPLY Co., Ltd	8205 JKLink
Al Street	7506 J-Stream Inc.
6029 Ai Frog Interactive	8206 Lifepand K.K.
6027 answer inc.	7002 Magewell
6025 CDLE Nagoya	7501 MEDIACAST CO., LTD.
6026 entrepreneur art association	7001 Mediaproxy
6031 EQUES Inc. / ANIMINS	7406 MIC Associates, Inc
6032 GAUMAPIX	8208 Nayuta Net, Inc.
6034 MonoGraphy	7409 NETINT Technologies
6035 murasaki B.V.	7301 NHK Technologies, Inc.
6033 NFFT	8309 Nippon Control System, co
6028 OngaLAB, Inc.	8101 NTT EAST, Inc.
6030 POCKET RD Inc.	8306 NTT TechnoCross Corporation
TechBiz	7301 NTT Wands Inc.
6017 inoree LLC	7502 OPTAGE Inc.
6016 IPconnect Inc.	7303 PLAT EASE Corporation
6013 MPLUSPLUS Co., Ltd.	7303 PLAT WORKS Corporation
6018 REDCLIFF, Inc.	7410 Quintia,inc
6015 SAFEHOUSE, Inc.	7505 Research Institute of Systems Planning, Inc.
6012 SHOSABI inc	7004 Salrayworks
6011 Tsuchiya Co.,Ltd	8307 Samsung R&D Institute Japan
6014 Wildman Inc	7511 Shachihata Inc.
CTIP	8212 SKY Perfect JSAT
6022 Keio university	7301 TBS GLOWDIA, Inc.
6023 Keio University Graduate School of Media Design	7304 TOKYO BROADCASTING SYSTEM TELEVISION,INC
6019 Kyoto Sangyo University / The National Institute of Advanced Industrial Science and Technology	7301 TV Asahi Mediaplex Inc.
6020 The University of Tokyo	7301 TV Asahi Service Co., Ltd.
6024 The University of Tokyo	7301 TV TOKYO Systems, Inc.
6021 Tsuda University	7503 TVS REGZA Corporation
KOCCA CKL TOKYO Pavilion	7408 TVSnxt
6053 DCCENT Co., Ltd	7403 Virtual Wall, Inc.
6056 Even Ent Co., Ltd	8208 WebStream Corporation
6055 HJ CULTURE Co.,Ltd	8201 Wondershare Software Co., Ltd.
6054 INDECOM	INTER BEE MEDIA Biz
6057 KOCCA	7104 IPTV FORUM JAPAN
6052 TwoHands Meta	7110 Multiscreen Broadcasting Study Group
Startup & University	7106 New Relic, Inc.
6051 AICU Japan K.K.	7109 The Association for Promotion of Advanced Broadcasting Services
6047 DO the XR(TYO Inc.)	7105 Trust Studio Inc.
6050 forestdigital, inc.	Video Marketing Area
6041 Hapbeat LLC	7113 CHEESE
6043 HelpTech Co., Ltd.	7116 KOZAKAYA MOTION PICTURES
6046 Kwansai Gakuin University Graduate School of Science and Technology	7115 mountain studio
6044 MESON, inc.	INTER BEE CREATIVE
6045 polygros Inc.	8603 INSHORTS Co.,Ltd.
6049 Studio Veco	8605 IVS41 Co., Ltd.
6040 The Yamagishi Laboratory, National Institute of Informatics	8604 Japan Post Production Association
6042 TOFFEE Inc.	IABM Pavilion
6048 WELL-BEING TECHNOLOGY	8103 IABM
Media Solutions	8103 Altera Corporation
7402 4BY4 INC.	8103 Imagine Communications
8304 AriDrem Next Corporation	8103 Synmedia
8302 ASK CORPORATION	Online Exhibitor
7404 AUSPEX co.,Ltd.	Google Cloud Japan G.K.



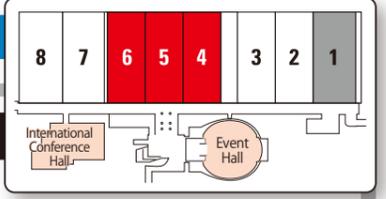
Video Production / Broadcast Equipment

Media Solutions



Entertainment / Lighting

Video Production / Broadcast Equipment



Hall 6 | **Hall 5** | **Hall 4**

Entertainment / Lighting

Video Production / Broadcast Equipment

6512 Panasonic CONNECT | **6213 Ikegami** | **5517 Canon** | **5310 FUJIFILM** | **4614 株式会社イノベーターワン Innovator One Co.,Ltd** | **4310 SONY** | **4213 Leaders in AVoIP powered by NETGEAR**

6605 Agai Trading | **6511 Apature Imaging Industries** | **6408 AVIX/Unilumin** | **6212 Ascent** | **5516 ell-tech** | **5407 ITOCHU Cable Systems** | **5309 nac Image Technology** | **5222 Internet Initiative Japan** | **4517 Sony** | **4309 Libec Craftsmanhip from Japan** | **4212 DIGIcas**

6604 State of the Art Technologies Expression Association | **6510 NANLITE/NANLUX/GUTEK** | **6407 RGB Shine (HK) Technology** | **6309 Leyard Japan** | **6211 WONDER VISION TECHNO LABORATORY** | **6106 LEDMAN Optoelectronic** | **5515 Imagica Entertainment Media Services** | **5406 Shotoku Broadcast Systems** | **5308 IDK/Arvanics** | **5218 Teledyne LeCroy Leader Electronics** | **5116 Roland** | **4516 ASTRODESIGN** | **4308 PLAY** | **4211 Black Box Network Service**

6509 Valerion | **6508 Profoto** | **6406 Recience** | **6308 Shenzhen Lightlink Display Technology** | **6209 SWIT** | **6103 Harmonic Japan** | **5512 VSGO** | **5405 COSMIC ENGINEERING** | **5307 ADTECHNO** | **5219 I-O Data Device (WD/SanDisk Professional)** | **5220 TOKYO KEIKI** | **5114 TOKYO KEIKI** | **5113 P-tec** | **4515 Fortinet Japan** | **4410 LSI JAPAN** | **4210 Barco** | **4209 ITOCHU Techno-Solutions**

6507 REX | **6506 Shenzhen Fabulux Technology** | **6405 REDCLIFF** | **6306 SHENZHEN SOSTRON TECHNOLOGY** | **6208 Shenzhen Glosline Technology** | **6207 Robycam Japan** | **6205 Trisight** | **6102 Immersive Pavilion** | **6101 ASACA** | **5511 WAEI** | **5404 IMAGENICS** | **5306 TILTA** | **5212 @Sycron** | **5213 Active Retech** | **5111 Wordly** | **5112 VILLAGE island** | **4612 Shoten Kobo** | **4613 Misao Network** | **4409 SPICE** | **4307 Videotron** | **4207 MEDIA LINKS** | **4206 Laguna Hills/DATON**

6603 studio bokan/Data Art | **6505 Shenzhen Liantronics** | **6504 Leonardoes** | **6404 ProFound** | **6305 Beijing OPENMOON Trading** | **6303 cear** | **6203 ImageVISION** | **6204 VILLAGE island** | **6201 X NEXT** | **5510 tv asahi create** | **5403 NICCABI/Plannet** | **5402 SmallRig Technology (HK)** | **5304 BROAD-DESIGN/S.S.DENSHI** | **5305 Amber Sign** | **5206 Sightron Japan** | **5207 TESmart** | **5107 Sanwa Cine Equipment Rental/Sanwa Pro Light/PANTHER** | **4611 E&I Creation** | **4610 EizoArashi** | **4408 Nippon Seagate** | **4306 KATO ELECTRIC INDUSTRY** | **4204 CrossImaging** | **4203 Studio infinity** | **4101 Traffic Sim**

6601 VENUSLASER | **6503 Ai Pixel** | **6502 Shenzhen Vistech Technology/Colorlight Cloud Tech** | **6403 Shenzhen XINTAI Photoelectric** | **6402 Shenzhen Scenico Optoelectronic** | **6302 STANLEY ELECTRIC** | **6201 X NEXT** | **5509 Panduit Japan Branch** | **5508 Nippon RAD** | **5506 SANWA SUPPLY** | **5504 FUYOH VIDEO AGENCY** | **5401 Kenko Tokina/SLIK/ZHIYUN** | **5303 EIDEN** | **5302 DIATEX** | **5205 MOUBIC** | **5106 K-WILL** | **4604 FHC/Zhongshan PANYAN Technology** | **4605 Showtex Japan** | **4506 SEIKOH GIKEN** | **4507 WELL BUYING INDUSTRIAL** | **4406 M&lnext** | **4407 Zhongshan Cayer Photographic Equipments** | **4302 GOJOH** | **4202 ISHIKAWA TRUNK** | **4201 NIXUS by Nikko Telecommunications**

6003 INTER BEE IGNITION x DCEXPO

6004 GRAPS	6046 Kwansai Gakuin University Graduate School of Science and Technology
6005 MiraiCompany	6047 DO the XR (TYO)
6006 TOKAI TELEVISION BROADCASTING	6048 WELL-BEING TECHNOLOGY
6007 Parks	6049 Studio Veco
6008 WIZAPPLY	6050 forestdigital
6009 tv asahi	6051 AICU Japan
6010 DrivingPlates.com	6052~6057 KOCCA CKL TOKYO Pavilion
6011~6018 Techbiz	6058 ETH Zürich/Disney Research Studios
6019~6024 CTIP	6059 VR MODE/Shiftall
6025~6035 AI Street	6060 GAMFF (Gyeongsangbuk-do International AI Metaverse Film Festival)
6040 The Yamagishi Laboratory, National Institute of Informatics	6070 Digital Content Association of Japan
6041 Hapbeat	6072 ASIAGRAPH CG ART GALLERY
6042 TOFFEE	
6043 HelpTech	
6044 MESON	
6045 polygros	

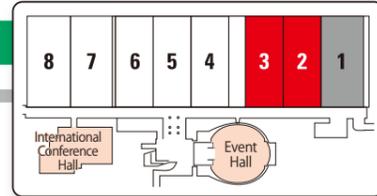
6002 Hyundai Formex | **6001 TAKE** | **5004 Riedel Communications** | **5003 RIP-TIE** | **5002 Nash Music Library** | **5001 Ligar Music/Pandeiro Music** | **4602 Rikei** | **4608 NOX** | **4601 Imagenet** | **4504 Morisawa** | **4503 TEEMA** | **4501 DTS INSIGHT** | **4502 KOKA** | **4401 Lambda Systems** | **4303 REC SYSTEM** | **4301 ATEN JAPAN** | **4200 METAL TOYS** | **4001 HAKOUMA x METALTOYS**

1F

ELV Elevator | Rest Area | Cafe | Restaurant | Rest Room | Meeting Room | Organizer/First-aid Room | Business Meeting Room

Video Production / Broadcast Equipment

Professional Audio



Hall 3

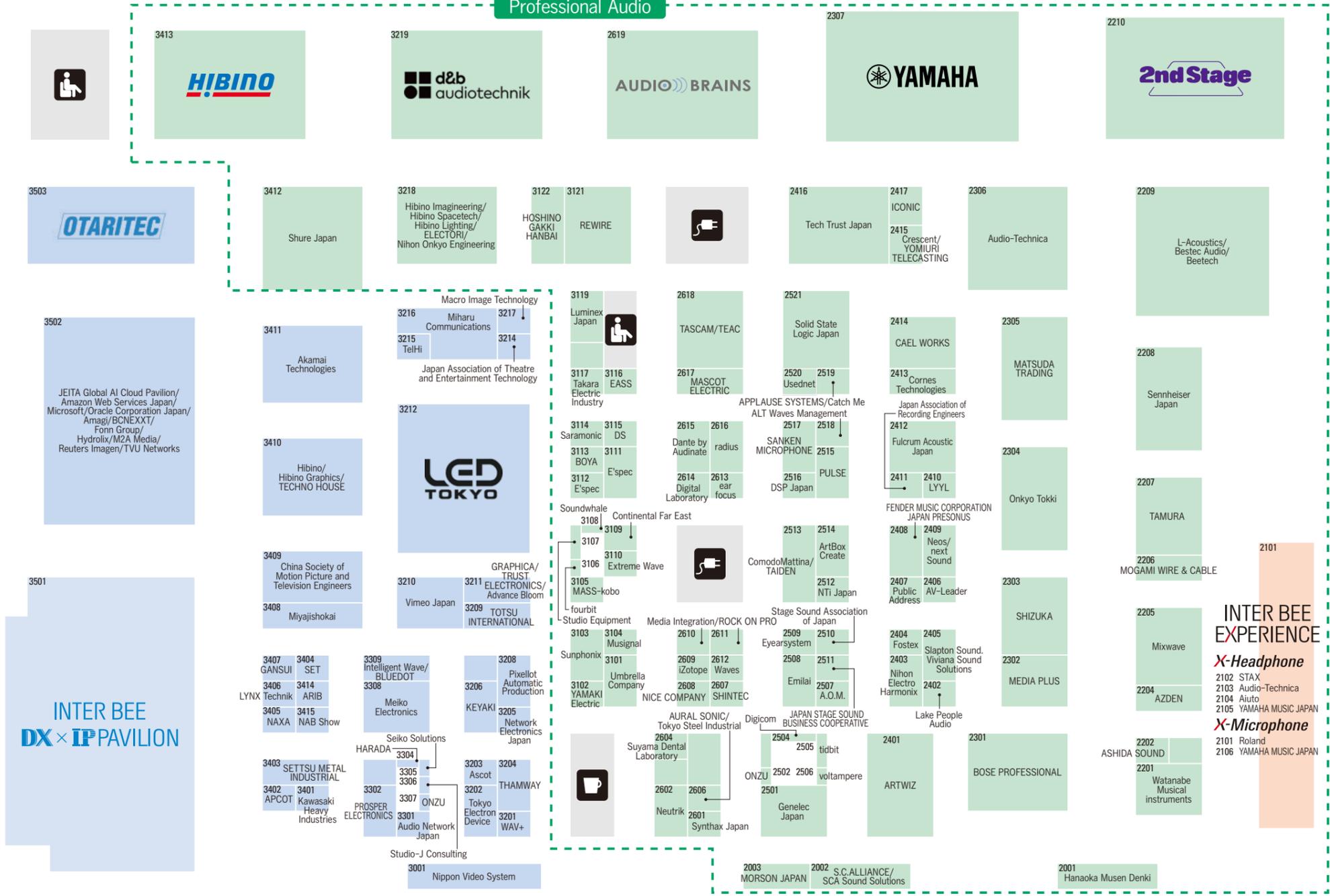
Hall 2

ROKE-BENTO Grandprix

Professional Audio

4 Hall 3

4 Hall 3



- 1F
- Teletwork Booth
- Mobile Charge Lounge (Wi-Fi)
- Rest Area
- Cafe
- Restaurant
- Rest Room
- ELV Elevator

Secretariat Office

Result: Publication and Promotion

Public relations activities (Press Releases)

- * Announcement of the start of recruitment for exhibitors at Inter BEE 2025 (3/3)
- * Pre-registration release for visitors (10/1)
- * Opening announcement release (11/18)
- * INTER BEE AWARD winning product announcement release (11/20)
- * Makuhari Messe End of period release (11/21)

Number of Press Registrants

213 (including 6 members of the international press)

Inter BEE 2025 Related Articles WEB NEWS (in no particular order)

ASCII.jp	nifty News	TM Broadcast INTERNATIONAL	toremaga News
AV Watch	Oricon News	VIDEO SALON	Niconico News
CAMERA fan	PANORA VIRTUAL REALITY JAPAN	Yahoo NEWS	livedoor News
Devcafe	PHILE WEB	Event Marketing Monthly	Asahi Shimbun
INTERNET Watch	PR TIMES	New-Screens	Dempa Shimbun Digital
IT media NEWS	PRONews	DC Watch (Dejikame-Watch)	Mainichi Shimbun
MICE TIMES ONLINE	Stereo Sound ONLINE	Exhibition Report (Exhibition Channel)	
mixi News	THE MAP TIMES	TokyoDays News	

Inter BEE 2025 Related Articles Published in Magazines (in no particular order)

B-maga	Video Tsushin	THE JAPAN EXHIBITION NEWS	The Nikkan Kogyo Shimbun
PRONews	Eizo Shimbun	Chibanippo	NIKKEI BUSINESS DAILY
TVTechnology	Monthly Net Hanbai	The Dempa Times	
Event Marketing Monthly	Monthly Full Digital Innovation (FDI)	Radio Engineering & Electronics Association News (FORN)	

List of publication *including Web banner (in no particular order)

FORN, the Association Bulletin of the Radio Engineering & Electronics Association	Tv Technology	UNI PRESS SERVICE	Specified Radiomicrophone User's Federation Event Marketing
Event Marketing	Branc	Yahoo NEWS	JAPANESE SOCIETY OF LIGHTING DIRECTORS
New Screens	Densen shimbun	Japanese Society of Cinematographers	SOUND & RECORDING MAGAZINE
PRONews	Dempa shimbun	SATEMAGA BI	Kenrokukan Publishing
Vook	The Dempa Times	Japan Association of Video Communications (JAVCOM)	KOBA
Apérza	Eizo Shimbun		
	GENKOSHA		

Inter BEE 2025 Broadcast track record

Date	Broadcast Station	Program	Date	Broadcast Station	Program
Nov. 14	BayFM78	AWAKE	Nov. 20	ABEMA-TV	ABEMA Morning #1
Nov. 19	TV Asahi Corporation	Oshita Yoko no Waigo Sukurannburu	Nov. 21	Radio Nippon	Happy Voice from YOKOHAMA
	ABEMA-TV	ABEMA News	Nov. 29	FujiTelevision Network	FUJI TELEVISION HIHYO
	Chiba Television	News Chiba 21:30			



Inter BEE Official Mail Magazine

We deliver the latest updates to a visitor database that has been accumulated over the years.

*As of December 4, 2025

◆Number of deliveries
44 times delivered

◆Total number of deliveries per time
111,606 magazines were delivered



Official X

◆Number of followers
5,793
110.4% compared to the previous year

◆Number of posts
293

◆Annual impression
8,441,343

January to December, 2025



Official Facebook

◆Number of followers
6,226
103.1% compared to the previous year

◆Number of posts
190

◆Annual reach
2,900,000



Media Partner

Industry publications support Inter BEE as media partners and publish articles featuring a wide range of exhibitors.

apérza	TVTechnology	Branc	AV Watch	映像新聞	EVENT MARKETING	PHILE WEB
ビデオSALON	CAMERA fan	Shuffle	PICTURES	放送技術	電線新聞	
サテマガBi	Stereo Sound ONLINE	Hivi	PROSOUND	通信興業新聞社	電波新聞	
電波タイムズ	FILM DIGITAL TIMES	Stage Sound Journal	新Screens	PRONews	UNIPRESS SERVICE	FDI

Inter BEE Official Website

We publish exhibitor information and press releases from Inter BEE online, providing timely updates on related events and key industry topics throughout the year.

◆Number of site visits (March to December, 2025)
809,326 views

◆Online Magazine **86** articles



Official Instagram

◆Number of followers
2,647
123.2% compared to the previous year

◆Number of posts
174



Official Youtube

◆Number of Subscribers
2110
123.2% compared to the previous year

◆Number of views
448,908
(January to December, 2025)

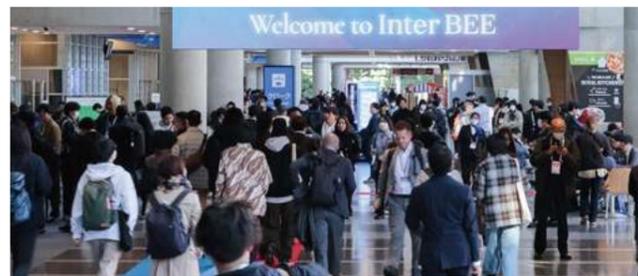


Result: Visitor Profile

Registered Visitors in 2025

	Nov. 19	Nov. 20	Nov. 21	Total
Domestic Visitors	11,704	11,083	10,250	33,037
Overseas visitors	556	303	176	1,035
Total	12,260	11,386	10,426	34,072

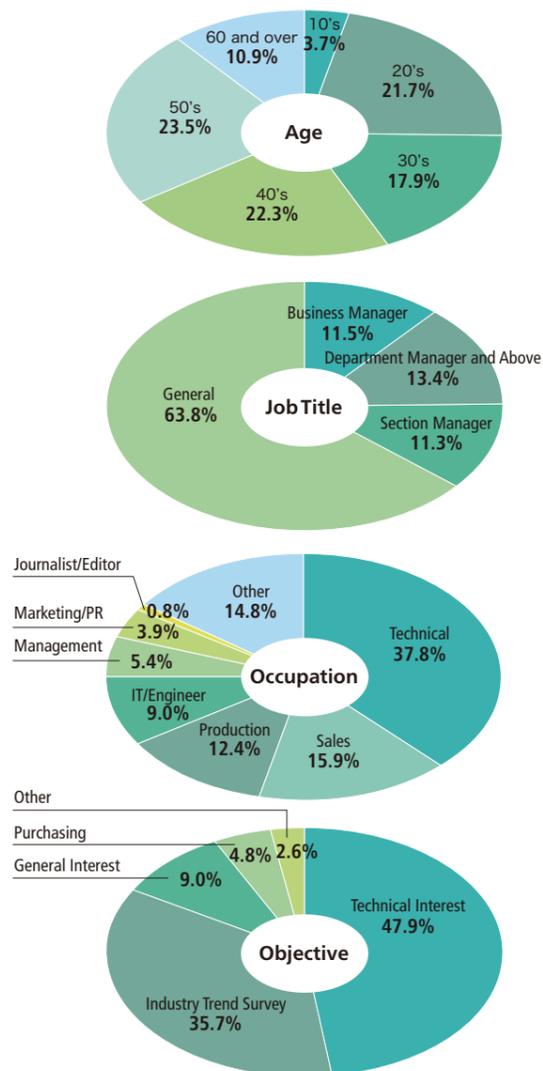
Registered Visitors **34,072**



Breakdown of Visitors by Region

Region	Country/Visitors	Number of Visitors/ Country·Region
Domestic	1 country/ 33,037	Japan 33,037
Asia	14 countries·regions/ 808	Korea 372/ China 147 Taiwan 136 / Singapore 33/ Hong Kong 28 Malaysia 27/ Thailand 17/ Indonesia 12 India 10/ Philippine 10/ Vietnam 10 Sri Lanka 3/ Mongolia 2/ Myanmar 1
North, Central, and South America	9 countries·regions/ 75	The U.S. 49/ Canada 13/ Mexico 4 Argentina 2/ Brazil 2/ Peru 2 Jamaica 1/ Panama 1/ Other 1
South Atlantic	2 countries·regions/ 10	Australia 8/ New Zealand 2
Middle East/ Africa	3 countries·regions/ 7	UAE 4/ Tunisia 2/ Israel 1
Europe	18 countries·regions/ 67	UK 19 /Germany 9/ France 6 Netherlands 5/ Denmark 5/ Russia 5 Italy 4 / Spain 3 / Poland 3 Austria 1/ Greece 1 / Sweden 1 Czech Republic 1 / Norway 1 Hungary 1 / Belgium 1/ Portugal 1
Unidentified		68
Total	47 countries·regions	34,072

Visitor Demographic



Type of industry

Equipment Manufacturer (Broadcast, Audio, and Video Equipment)	14.4%	Music Content Production, Musicians, Music Artists	1.7%
Commercial TV Broadcaster	8.1%	Theaters, Live Music Venues, and Entertainment Facilities	1.7%
Trading Companies, Distribution, Equipment Sales Agencies	7.1%	Internet Business Related	1.6%
Film and Video Production Company	6.8%	Entertainment and Event Planning, Advertising and Promotion Planning	1.6%
System and Software Development Related (Sier, SE, AI)	6.1%	Video content production (including YouTubers and VTubers)	1.5%
Other Guest(Collaborative Industries and Tourism)	6.0%	Other Media (Publishing, Web, etc.)	1.4%
Production	4.7%	Government Office, Organization	1.2%
PA-related (Sound Design and Sound Operation)	4.1%	Content Delivery Network	1.1%
Post-Production	3.6%	Ad Agency	1.0%
Other User	3.3%	OTT/Video Streaming Service Providers	0.9%
Public Broadcast Station	3.1%	Cloud Production / AI and Automation Service Provider	0.8%
Schools, Educational Institutions, Research Institutions	3.0%	Commercial Radio Station	0.7%
Related Staging, Art, Lighting and Fashion	2.5%	Animation Production Related	0.4%
Telecommunication Carrier	2.1%	Student	7.6%
CATV-related	1.9%		

Interest

Video Equipment	54.0%	Outbound System	7.6%
Audio Equipment	37.2%	OTT, SNS, Second Screen	7.0%
Camera	24.1%	Servers / Storage	6.4%
Editing and Production Equipment	15.3%	Advertising/marketing services	6.4%
Delivery system	13.7%	Public Viewing, Projection Mapping, Digital Signage	5.9%
Speaker	12.6%	Transmission Systems	5.8%
Cloud Service Related	11.5%	Visual Arts and Stage Production	4.7%
Video Monitor	11.3%	Various Special Machines and Peripheral Products	4.6%
Microphone	10.7%	Digital Cinema	4.5%
Mixer	10.5%	Production Management System	4.4%
Digital Content Creation	10.2%	Measuring Equipment	3.9%
Software	10.1%	Electronic Power Unit	2.7%
VR, AR,3D, Meta verse	9.8%	VTRs, Memory Cards, Optical Disks	2.5%
Lighting Equipment	9.6%	Other	1.9%
Relay System	8.6%		

Visitor Survey

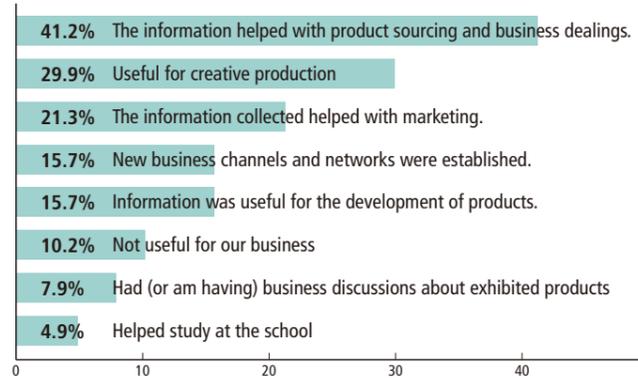
What was your purpose for visiting Inter BEE 2025?



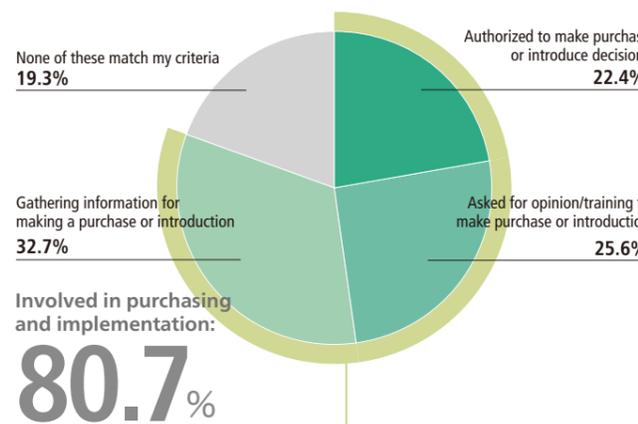
How much time did you spend at Inter BEE 2025? If you visited on multiple days, please answer based on the longest day. (Select one)



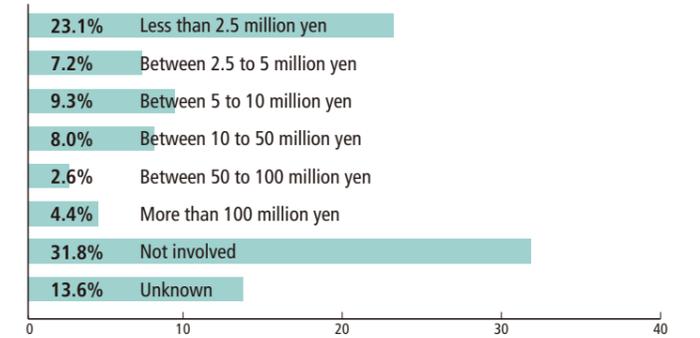
Did visiting Inter BEE 2025 help you in your business? (Multiple answers allowed)



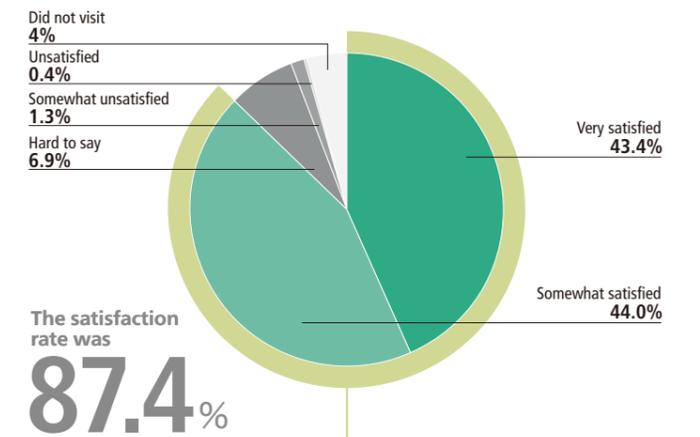
To what degree are you involved in the process of purchasing products/services in your company?



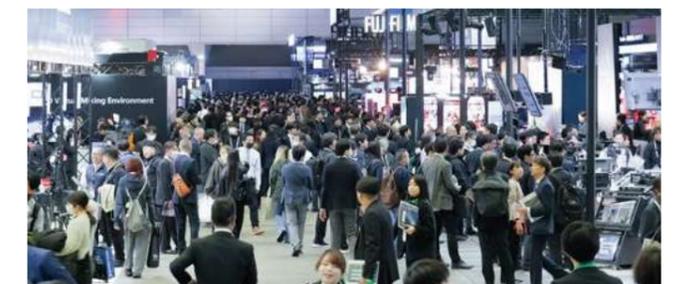
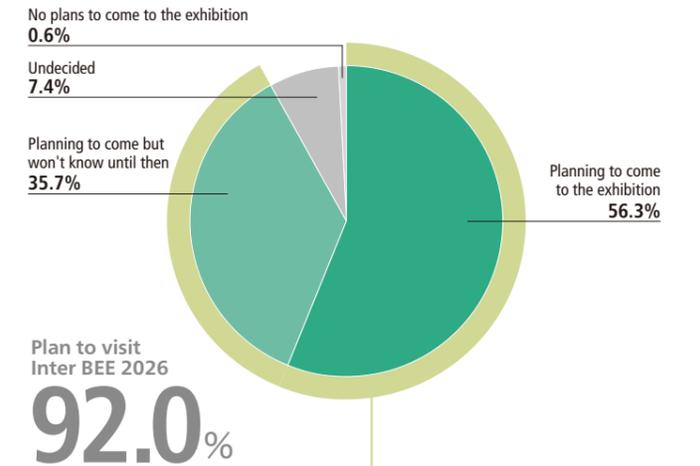
Approximately how much is your annual budget for purchasing and implementing products and services in which you are involved?



How satisfied are you with the purpose of your visit this time?



Do you plan to visit Inter BEE 2026? (Select one)



Result: Exhibitor Profile

Exhibition Status by Category

Categories	Number of Exhibitors	Number of Booths
Professional Audio	279	383
Entertainment / Lighting	132	195
Video Production / Broadcast Equipment	573	1,294
Media Solution	95	113
Total	1,079	1,985

Details on Overseas Exhibitors

Area	Number of Countries (Regions) / Number of Exhibitors	Country (Region) / Number of Exhibitors
Domestic	1 / 513	Japan 513
Asia	9 / 200	China 129/ Taiwan 31/ Korea 30 Hong Kong 3/ Singapore 3/ Thailand 1 Indonesia 1/ India 1/ Vietnam 1
America	4 / 150	The U.S. 133/ Canada 14 Costa Rica 2/ Brazil 1
Oceania / Middle East / Africa Subtotal	3 / 19	Australia 9/ New Zealand 2/ Israel 8
Europe	27 / 197	Germany 47/ UK 41/ Netherlands 14 France 13/ Italy 13/ Sweden 10/ Belgium 9 Spain 8/ Norway 6/ Switzerland 6/ Denmark 5 Latvia 4/ Austria 3/ Poland 3/ Finland 2 Portugal 2/ Ukraine 1/ Bulgaria 1/ Croatia 1 Czech 1/ Hungary 1/ Ireland 1/ Lichtenstein 1 Romania 1/ Slovakia 1/ Turkey 1/ Russia 1
44 Countries (Regions)		1,079

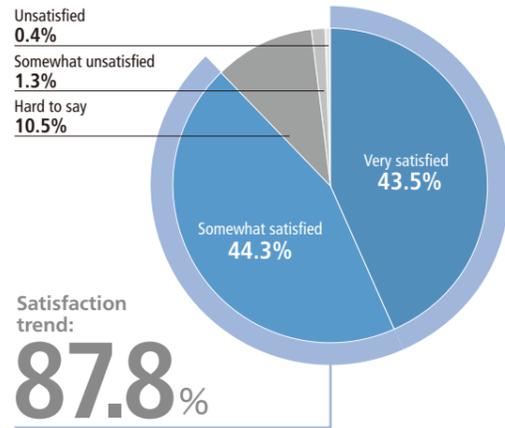
Total Number of Exhibitors: **1,079**
 Number of Foreign Countries / Regions of Exhibitors: **44** countries/regions

Exhibitor Survey

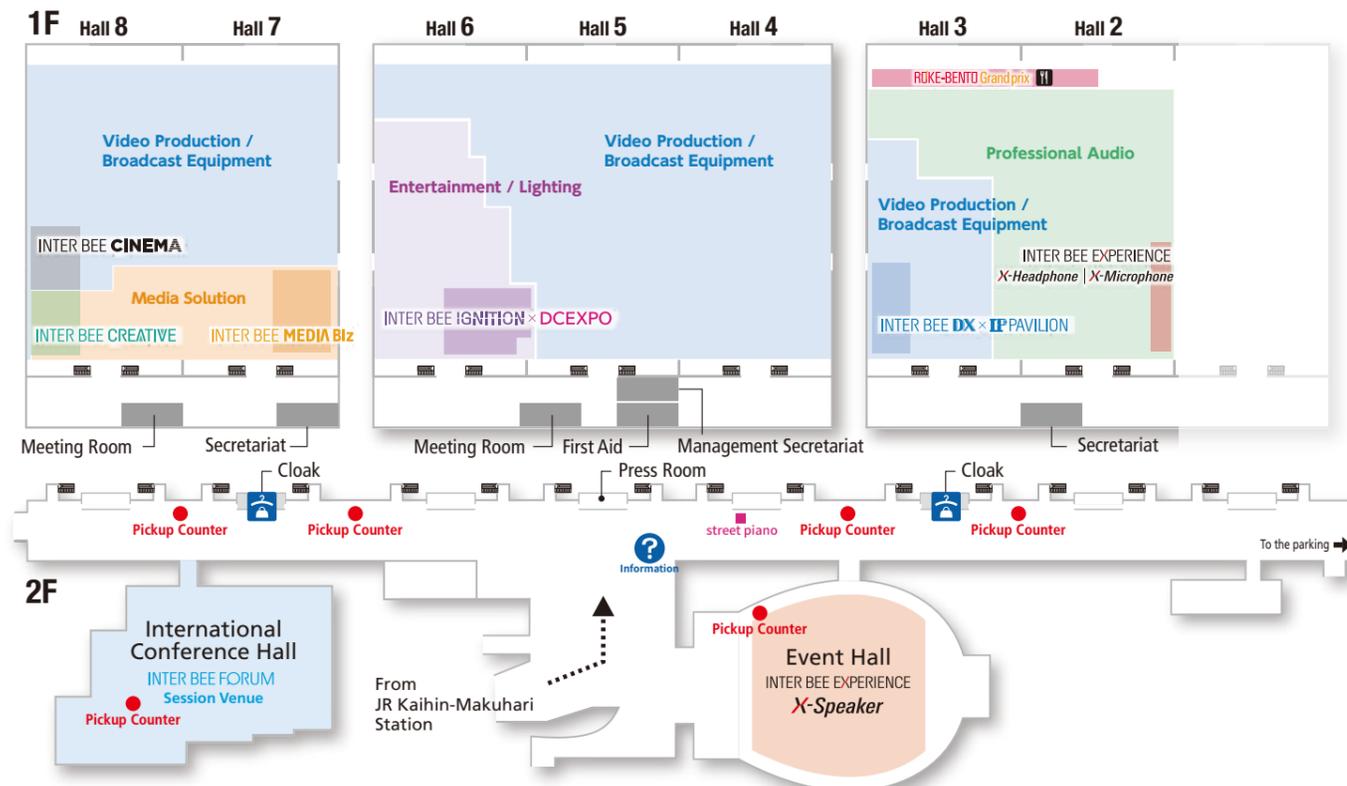
◆What were your main objectives for exhibiting at Inter BEE 2025? (Multiple answers accepted)



◆Satisfaction with achieving this goal



Venue configuration

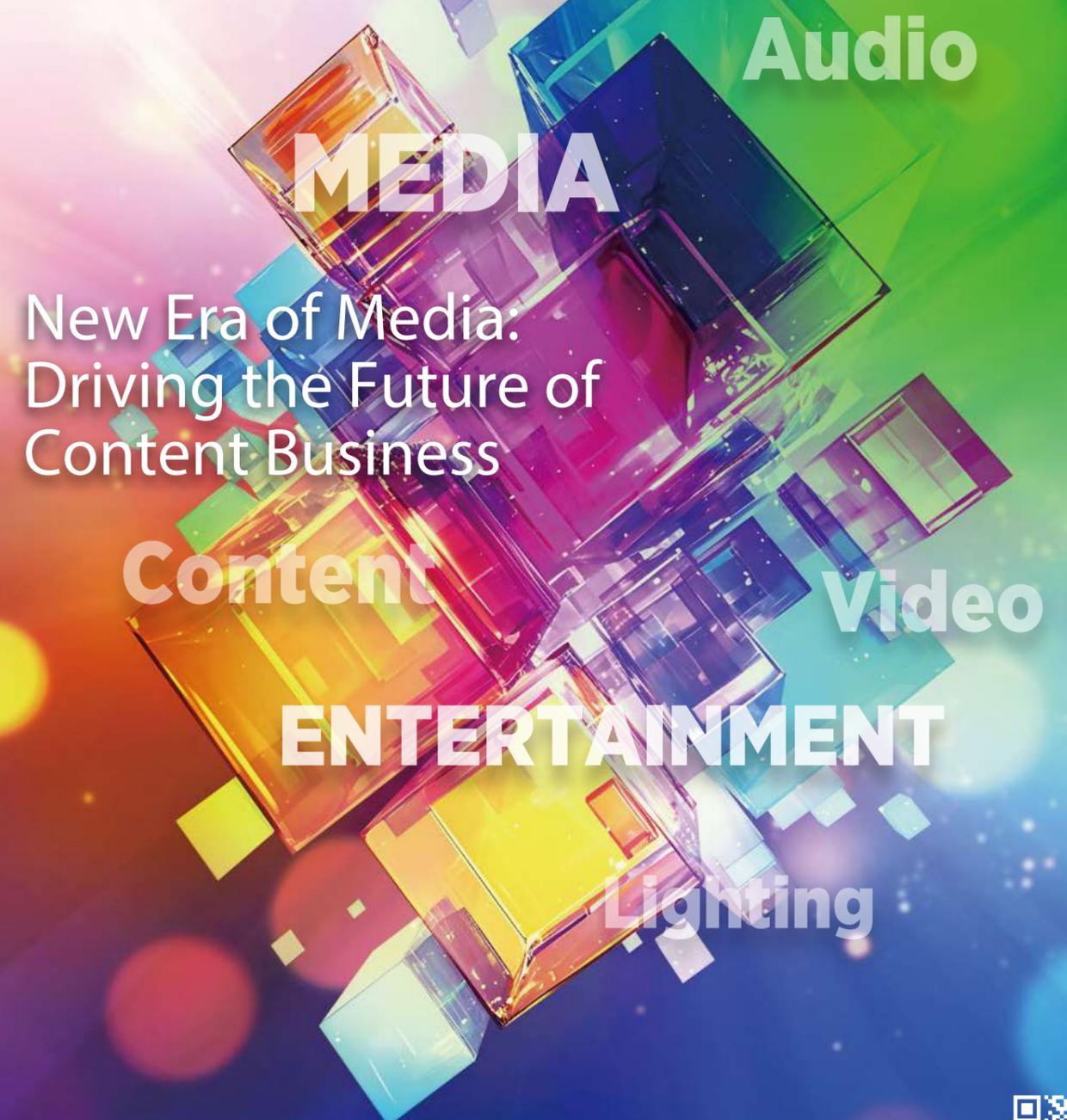


NEXT EXHIBITION

Broadmedia & Entertainment Inter BEE 2026

Nov.18 Wed. ▶ 20 Fri. Makuhari Messe

*A Comprehensive Media Event
Where Diverse Industries and Expertise Converge
to Create New Value in Media and Entertainment*



New Era of Media:
Driving the Future of
Content Business

#interbee2026

