

International Broadcast Equipment Exhibition 2005 Report

- 1. Name :** The (41st) International Broadcast Equipment Exhibition 2005
(Inter BEE 2005)

- 2. URL :** <http://bee.jesa.or.jp/>

- 3. Period :** Wednesday, November 16 - Friday, November 18, 2005 (3 days)
Opening ceremony - 9:45 a.m. to 10:00 a.m. on November 16, 2nd Floor, Exhibition Hall
Reception party - 6:00 p.m. to 7:30 p.m. on November 16, Makuhari Prince Hotel

- 4. Exhibition hours:** November 16 and 17 - 10:00 a.m. to 5:30 p.m.
November 18 - 10:00 a.m. to 5:00 p.m.

- 5. Place :** Makuhari Messe
Exhibition Hall 3,4,5,6,7,8
2-1, Nakase, Mihama-ku, Chiba City, Chiba Prefecture 261-0023, Japan

- 6. Admission:** Free. By registration system

- 7. Sponsored by:** Japan Electronics and Information Technology Industries Association (JEITA)
<http://www.jeita.or.jp/>

- 8. Supported by:** Japan Broadcasting Corporation (NHK)
National Association of Commercial Broadcasters in Japan (NAB-J)

- 9. Managed by:** Japan Electronics Show Association (JESA)
5th Floor, Sumitomo Shibadaimon Bldg. 2 Gokan
1-12-16, Shibadaimon, Minato-ku, Tokyo 105-0012, Japan
<http://www.jesa.or.jp/>

- 10. Total floor area of Exhibition Halls:** 40,847m²

- 11. Number of exhibitors:** 686 companies/2 organizations

- 12. Number of Booths:** 1,842

- 13. Registration visitors:** 33,254

- 14. Special exhibition:** The Works of Commercial Film - At Exhibition Hall 6, Exhibitim Hall Entrances and International Conference Hall
Cooperated by All Radio & Television Commercial Confederation, ACC•CM Information Center, Japan Association of TV Commercial Production Companies
Presentation of Works released at the Fifth Japan-Korea-China Television Producers Forum -At Exhibition Hall 4

- 15. Simultaneous with:** Admission:Free
 - Sponsored by:** Japan Electronics and Information Technology Industries Association (JEITA)
 - Managed by:** Japan Electronics Show Association (JESA)
 - Place :** International Conference Room, 2nd Floor, International Conference Hall
 - **International Symposium (Simultaneous Translation/English-Japanese)**
 - Date and Time :** Wednesday, November 16 -1:00 p.m. to 4:00 p.m.
 - The m e :** The Pursuit of Quality and Cost Reduction in Digital Image Contents Production
 - Presenters :** Ian Coony (Walt Disney Feature Animation)
Andrew Jackson (Animal Logic)
Takahiko Akiyama (Cinema Director)
Shuzo Shiota (Polygon Pictures)
 - M C :** Hideichi Tamegaya (Joshibi University of Art & Design)
Seiji Kunishige (Japan Broadcasting Corporation/NHK)

- **Lecture Part I (Simultaneous Translation/English-Japanese)**
 - Date and Time :** Thursday, November 17 - 11:00 a.m. to Noon
 - The m e :** HDTV for the BBC
 - L e c t u r e r :** Andy Qusted (British Broadcasting Corporation)

- **Lecture Part II (Simultaneous Translation/English-Japanese)**
 - Date and Time :** Thursday, November 17 - 1:00 p.m. to 2:00 p.m.
 - The m e :** Production Services for European High Definition
 - L e c t u r e r :** Phil White (Shooting Partners Group)

Inter BEE 2005 Report

■ Panel Discussion (in Japanese) Cooperated by Broadcasting Creators' Association

Date and Time : Thursday, November 17 - 3:00 p.m. to 5:30 p.m.

T h e m e : Broadcasting and the Internet-Which will Uphold the Future of Journalism?

G r e e t i n g : Katsumi Oyama (Representative, Broadcasting Creators' Association)

P r e s e n t e r s : Tetsuo Jimbo (Video News Network)
Akiko Shimojyu (Writer)
Yoshihiro Oto (Sophia University)

M C : Ben Konno (TV Man Union)

■ Audio Symposium (in Japanese)

Date and Time : Friday, November 18 - 1:00 p.m. to 4:00 p.m.

T h e m e : Audio Surround Production Spreads with Diffusion of Digital Terrestrial Broadcasting

P r e s e n t e r s : Masayuki Mimura (Yomiuri Telecasting)
Yasuhisa Arai (Kita-Nihon Broadcasting)
Yuji Yamaguchi (Nippon Television Network)
Osamu Kawashima (TOKYO FM Broadcasting)
Yoichi Ohmura (Broadcasting System of San-in)

M C : Masaki Sawaguchi (Pioneer)

■ Audio Demonstration

P l a c e : Room 101, 1st Floor, International Conference Hall

Date and Time : Wednesday, November 16 and Thursday, November 17 - 10:30 a.m. to 4:30 p.m.

The works of the presenters at Audio Symposium on November 18 were listened.

Sponsored and Managed by: Japan Electronics and Information Technology Industries Association (JEITA)

Supported by: DiBEG in ARAIB

P l a c e : Room 201, 2nd Floor, International Conference Hall

■ DTV Workshop (in English)

Date and time: Wednesday, November 16 - 1:00 p.m. to 5:00 p.m.

T h e m e : DTTB in Progress

Lecture

L e c t u r e r s : Yasuo Takahashi (DiBEG)
Kenji Suzuki (Japan Broadcasting Corporation / NHK)
Takeshi Sawada (TOSHIBA)
Masayuki Takada (Japan Broadcasting Corporation / NHK)

Panel Discussion

T h e m e : Mobile and Handheld Broadcasting
P r e s e n t e r s : Takao Shimizu (Tokyo Broadcasting System)
Kim Sang Hun (KBS-BTRI)
Clive Morton (Broadcast Australia)
Nagisa Oyoshi (Tokyo Broadcasting System)

M C : Shigeru Yamazaki (TOSHIBA)

Sponsored and Managed by: National Association of Commercial Broadcasters in Japan (NAB-J)

P l a c e : Rooms 301, 302, and 303
3rd Floor, International Conference Hall

■ The 42nd NAB in Japan Symposium of Broadcast Technology

Date and Category: Wednesday, November 16

Image Technology, Radio/Sound Effects, Production Technology, Circuits/Transmitting

Thursday, November 17

Data Broadcasting/Digital Services, Circuits/Transmitting
Special Plan (Theme: At the Leading Edge of Digital Broadcasting--One-Segment,
Mobile and Data Broadcasting Change Services)

Friday, November 18

Information/Networks, Output, Data Broadcasting/Digital Services, Transmitting

Inter BEE 2005 Report

Number of Booths and Exhibitors:

| Exhibition Category | Exhibition Hall | Number of Exhibitors | Number of Booths |
|-------------------------------|-----------------|--------------------------------------|---------------------|
| Professional Audio Equipment | 3 | 241 companies | 279 |
| Video and Broadcast Equipment | 4,5,6,7,8 | 444 companies | 1,559 |
| Publication/Publicity | 4 | 1 companies/2 organizations | 4 |
| Total | | 686 companies/2 organizations | 1,842 Booths |

Number of Exhibitors by Country/Region:

Professional Audio Equipment / Video and Broadcast Equipment

| | | | |
|--------------------|---------------|--|---|
| U.S.A. | 225 companies | Netherlands | 4 |
| U.K. | 60 | Norway | 4 |
| Germany | 53 | Belgium | 3 |
| Canada | 21 | Czech | 2 |
| France | 17 | Singapore | 2 |
| South Korea | 15 | Austria | 1 |
| Israel | 10 | Brazil | 1 |
| Italy | 9 | Bulgaria | 1 |
| Australia | 8 | Finland | 1 |
| Denmark | 8 | Ireland | 1 |
| Switzerland | 7 | Liechtenstein | 1 |
| Sweden | 6 | New Zealand | 1 |
| Spain | 5 | Poland | 1 |
| | | 26 countries/region from overseas, 467 companies | |
| Japan | 218 | Total 27 countries/region, 685 companies | |

Publication/Publicity

| | | | |
|---|----------------|---|----------------|
| Korea | 1 organization | China | 1 organization |
| 2 countries from overseas/2 organizations | | | |
| Japan | 1 company | Total 3 countries, 1 company/2 organizations | |

Grand Total 28 countries/region, 686 companies/2 organizations

Inter BEE 2005 Visitors Profile

Registration Visitors:

| Date | Number of Visitors | | Total |
|-----------------|--------------------|------------|---------------|
| | Japanese | Overseas | |
| Nov. 16 (Wed.) | 10,189 | 528 | 10,717 |
| Nov. 17 (Thur.) | 11,288 | 306 | 11,594 |
| Nov. 18 (Fri.) | 10,801 | 142 | 10,943 |
| Total | 32,278 | 976 | 33,254 |

The number of re-entry visitors is not included.

Overseas Visitors by Region/Country:

| North America 11.5% | |
|---------------------|------------|
| U.S.A. | 104 |
| Canada | 8 |
| Total | 112 |

| Central and South America 0.7% | |
|--------------------------------|----------|
| Brazil | 2 |
| Colombia | 2 |
| Argentina | 1 |
| Guatemala | 1 |
| Venezuela | 1 |
| Total | 7 |

| Australasia and South Pacific 1.1% | |
|------------------------------------|-----------|
| Australia | 9 |
| New Zealand | 2 |
| Total | 11 |

| South East and Central Asia 75.2% | |
|-----------------------------------|------------|
| South Korea | 497 |
| Taiwan | 86 |
| China | 64 |
| Hong Kong | 32 |
| Singapore | 20 |
| Thailand | 9 |
| India | 7 |
| Malaysia | 7 |
| Philippines | 5 |
| Indonesia | 3 |
| Sri Lanka | 2 |
| Cambodia | 1 |
| Pakistan | 1 |
| Total | 734 |

| Europe 5.5% | |
|--------------|-----------|
| U.K. | 22 |
| Germany | 14 |
| France | 4 |
| Austria | 3 |
| Norway | 3 |
| Sweden | 2 |
| Belgium | 1 |
| Czech | 1 |
| Italy | 1 |
| Netherlands | 1 |
| Ukraine | 1 |
| Total | 53 |

| Middle East Asia and Africa 0.4% | |
|----------------------------------|----------|
| Israel | 2 |
| Kenya | 1 |
| U.A.E. | 1 |
| Total | 4 |

| Unknown 5.6% | |
|--------------|----|
| | 55 |

*Unknown includes a resident in Japan.

| |
|-------------------------------|
| Grand Total 976 |
| 36 countries / regions |

Inter BEE 2005 Visitors Profile

Registration Visitors/Japanese

Age:

| | | |
|--------------|---------------|----------------|
| 10-19 | 983 | 3.1 |
| 20-29 | 6,532 | 20.2 |
| 30-39 | 9,858 | 30.5 |
| 40-49 | 7,852 | 24.3 |
| 50- | 6,550 | 20.3 |
| No Answer | 503 | 1.6 |
| Total | 32,278 | 100.0 % |

Purpose:

| | | |
|------------------------|---------------|----------------|
| Business Transaction | 3,430 | 10.6 |
| Technological Interest | 22,309 | 69.1 |
| General Interest | 3,223 | 10.0 |
| Others | 2,736 | 8.5 |
| No Answer | 580 | 1.8 |
| Total | 32,278 | 100.0 % |

Title:

| | | |
|--------------------|---------------|----------------|
| Board of Directors | 3,090 | 9.6 |
| Directors | 4,583 | 14.2 |
| Managers | 4,533 | 14.0 |
| Others | 19,162 | 59.4 |
| No Answer | 910 | 2.8 |
| Total | 32,278 | 100.0 % |

Profession:

| | | |
|--------------|---------------|----------------|
| Production | 4,195 | 13.0 |
| Engineering | 17,379 | 53.8 |
| General | 2,073 | 6.4 |
| Others | 7,795 | 24.2 |
| No Answer | 836 | 2.6 |
| Total | 32,278 | 100.0 % |

Users/Guests:

| Users | | |
|-----------------------------------|---------------|----------------|
| NHK | 1,175 | 3.6 |
| Commercial Broadcasters | 3,391 | 10.5 |
| Post Production | 3,035 | 9.4 |
| Production | 2,385 | 7.4 |
| Video Soft Production | 1,086 | 3.4 |
| Record Production | 222 | 0.7 |
| PA | 1,281 | 4.0 |
| CATV Stations | 1,023 | 3.2 |
| Government Office | 331 | 1.0 |
| Other Users | 2,785 | 8.6 |
| Sub Total | 16,714 | 51.8 % |
| Guests | | |
| Trading Firms | 1,813 | 5.6 |
| Press | 157 | 0.5 |
| Broadcast Equipment Manufacturers | 4,767 | 14.8 |
| Ad Agencies | 367 | 1.1 |
| Students | 1,683 | 5.2 |
| Others | 6,180 | 19.1 |
| Sub Total | 14,967 | 46.3 % |
| No Answer | 597 | 1.9 |
| Total | 32,278 | 100.0 % |

Inter BEE 2005 Visitors Profile

Interest by Product (plural answer):

| | | |
|----------------------------------|--------|------|
| Audio Equipment | 10,963 | 9.9 |
| Visual Equipment | 18,009 | 16.3 |
| Microphones | 3,122 | 2.8 |
| Mixers | 4,244 | 3.8 |
| Speakers | 3,350 | 3.0 |
| Cameras | 7,355 | 6.6 |
| VTRs | 4,335 | 3.9 |
| Editing and Production Equipment | 8,865 | 8.0 |
| Video Monitors | 3,824 | 3.5 |
| System Conversion Equipment | 1,857 | 1.7 |
| Output Systems | 3,109 | 2.8 |
| Relay Systems | 2,947 | 2.7 |
| OB Bans | 1,344 | 1.2 |
| Radio Broadcasting Equipment | 1,156 | 1.0 |

| | | |
|--------------------------------|----------------|----------------|
| TV Broadcasting Equipment | 4,099 | 3.7 |
| Lighting Equipment | 1,513 | 1.4 |
| Measuring Equipment | 2,253 | 2.0 |
| Transmission Cables | 932 | 0.8 |
| Electric Power Units | 1,058 | 1.0 |
| HDTV Systems | 8,108 | 7.3 |
| Virtual Systems | 2,045 | 1.9 |
| CG Production Systems | 3,055 | 2.8 |
| Multimedia Systems | 4,333 | 3.9 |
| Satellite Broadcasting Systems | 2,086 | 1.9 |
| Multiplex Broadcasting Systems | 1,683 | 1.5 |
| Software | 4,241 | 3.8 |
| Others | 880 | 0.8 |
| Total | 110,766 | 100.0 % |

Makuhari Messe



Show Management Secretariat

Japan Electronics Show Association (JESA)

5th Floor, Sumitomo Shibadaimon Bldg. 2 Gokan
 1-12-16, Shibadaimon, Minato-ku, Tokyo 105-0012, Japan
 Telephone: +81-3-5402-7601 FAX: +81-3-5402-7605
 E-mail: contact@inter-bee.com URL: <http://bee.jesa.or.jp/>