



REVIEW 2021

■ Organizer

JEITA Japan Electronics and Information Technology Industries Association

■ Management/Contact

Japan Electronics Show Association

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Broadmedia & Entertainment
Inter BEE 2021



REVIEW 2021

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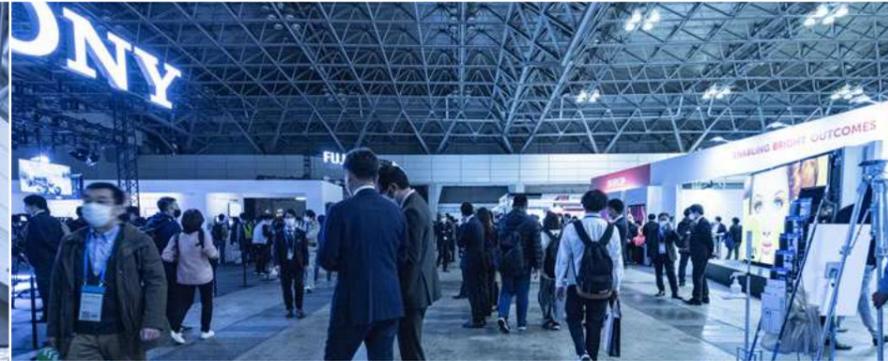
Exhibition Results

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Inter BEE 2021 was held at Makuhari Messe for the first time in two years! 495 companies/organizations exhibited and over 30,000 people visited the on-site and online venues.

Remote Production and Cloud



Simulcasting in the age of the Internet



Virtual Production



Expanding world of Metaverse



Professional Audio



Latest technologies in acoustic settings, Studios, Live events, and facilities.

Video Production / Broadcast Equipment



Experience the evolution and trends of video and broadcast production

Video Expression / Professional Lighting



Expanding the realm of entertainment with innovative production and new sensory technologies!

ICT / Cross-media



The latest evolution and expansion in Media and Communications

EXHIBITORS









Online-Only EXHIBITORS

A grid of online-only exhibitor logos and promotional banners for the following companies:

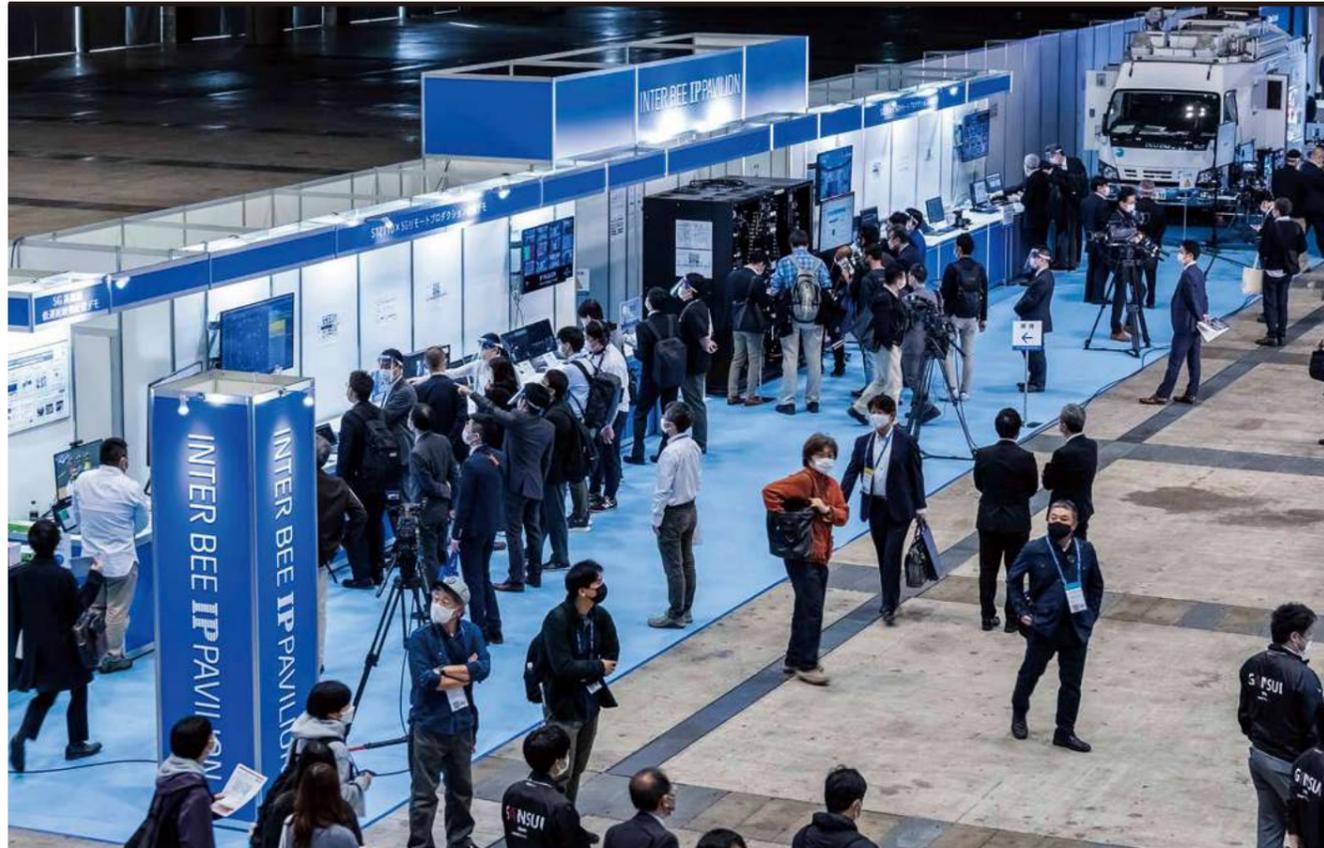
- aws: メディアワークロードを革新 今できることを AWS クラウドソリューションで
- NEC: 変革の時、NECと共に見据える新しいメディア
- MQA: TAKE ME THERE
- QIANTEC: 最新の映像制作に響きの対応力
- Google Cloud
- TAMURA: 映像制作の現場に最適な映像機器
- 希達電子: More art. Less noise.
- intel: 最新の映像制作に響きの対応力
- JEITA: テープストレージ専門委員会
- TOSHIBA: 最新の映像制作に響きの対応力
- Quantum: Your difference is in your data.
- 富士通が掲げるCMX (Media Transformation)
- FUJITSU: 最新の映像制作に響きの対応力
- Co.Tomorrow: 放送業界におけるテクノロジーの革新
- Limelight: 低遅延・放送品質のライブ・ビデオ配信を世界中のあらゆるデバイスへ

Jointly-held DCEXPO DIGITAL CONTENT EXPO 2022



INTER BEE IP PAVILION

Largest scale at Inter BEE under the themes of IP remote, production, real-life experience, and 5G.



It has been five years since the world's first IP transmission live production technology summit at Inter BEE 2016, which started with "Let's start by learning about IP technology. Today, broadcasting in Europe, the U.S., and other countries around the world is shifting from SDI to IP, and the shift to IP and total solutions for broadcasting systems is underway. In particular, in the recent new normal society of Covid-19 epidemic, the workflow of remote production is undergoing a major change at an accelerating pace.

Against this backdrop, this year's 4th INTER BEE IP PAVILION was the largest ever held as a frontline venue for IP remote production, real-world experience, and 5G related broadcasting technology in the new normal era.

This year's exhibition provided a venue for Inter BEE exhibitors and organizations to experience the "ST 2110 base IP relay vehicle," "ST 2110 X 5G remote production collaboration demo," and "5G high-definition, low latency video distribution demo."

During the three days of demonstrations, the ST 2110 base IP relay vehicle, the ST 2110 X 5G remote production collaboration demo, and the 5G low-latency video distribution demo were put into operation, attracting the attention of many visitors to Makuhari Messe.

In addition, a relay seminar consisting of 13 sessions from both

users (broadcasters) and vendors (technology and equipment providers) was held via online streaming.

It started with a presentation by NHK Science & Technical Research Laboratories on the characteristics and issues of the transition from SDI to IP, followed by a variety of presentations on the current status and future prospects of IP technology, including overseas case studies, IP live production technology, and the current status of remote production.

The INTER BEE IP PAVILION keynote speech, which was streamed online on the 18th, was titled "RSK Sanyo Broadcasting's entire experience from the introduction of the ST 2110 standard to its operation", and featured a conversation between Shoichi Namba, General Manager of the Production Engineering Department of the Engineering Bureau at RSK Sanyo Broadcasting, who converted the station's internal systems to IP in conjunction with the construction of a new building, and Hajime Kogai, General Manager of the B2B Business Department at Sony Marketing Inc.

The discussion was based on a wide range of experiences based on the actual implementation, from the hardships in the preparation stage to the benefits of IP that were confirmed through operation and trouble shooting.

Seminar / Conference Excerpt

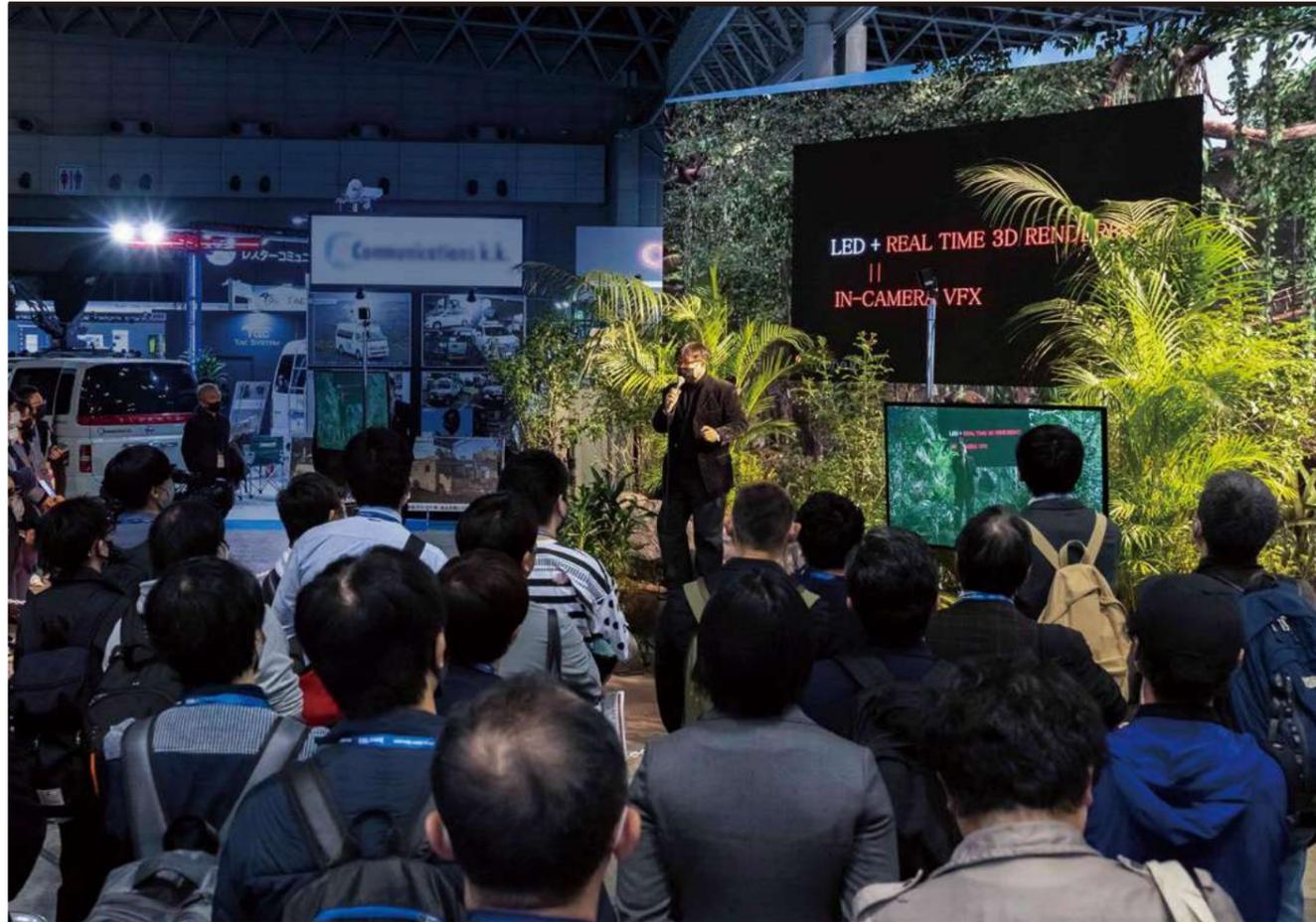


Participating Companies



INTER BEE CREATIVE

The first demonstration of in-camera VFX shooting in Japan
 The next generation of video production methods drew a lot of attention from visitors.



In-camera VFX is now attracting attention as a next-generation video production method in the global video industry. In this method, VFX images are created in real time by simultaneously filming the live action and the 3DCG images projected on the LED vision set up in the background.

As a special exhibition this year, INTER BEE CREATIVE installed this in-camera VFX filming system for the first time at an exhibition in Japan, and conducted filming and VFX video production demonstrations throughout the three days. The demonstration included a presentation and shooting demonstration by Mr. Takafumi Yuki, a VFX producer who is the director of INTER BEE CREATIVE and is actually using this system in the production of NHK's historical drama in 2022.

This new method using the Unreal Engine, a 3D production tool that started in game production, is already being used in film and other video production sites around the world, and in-camera VFX studios have started operating in Japan. This year is the first year of in-camera VFX.

The Covid epidemic has triggered a variety of changes in the video production field, and this new video production method

combines various technologies that have evolved over the years, such as high-definition LED panels, lighting, live camera tracking, and real-time rendering. This demonstration is expected to be used in a wide range of fields such as TV broadcasting and live events, not to mention video content such as movies, TV dramas, and music videos.

At the INTER BEE CREATIVE keynote session broadcasted online on the 19th, Akira Sugiyama and Hideya Mukai of Epic Games Japan, which provides Unreal Engine, the 3D production tool that is the backbone of in-camera VFX, were invited to explain about in-camera VFX and the current status and future prospects of its use in video production sites around the world.

The moderator, Mr. Takafumi Yuki, introduced the introduction of in-camera VFX for the production of NHK's historical drama "The 13 Lords of the Shogun" in 2022, which made the audience realize the potential of in-camera VFX in video content production in Japan as well.



Conference excerpt



In-camera VFX shooting demonstration cooperation company



INTER BEE EXPERIENCE Special Audio Sessions

Collaborative development of EXPERIENCE and Audio sessions
The only audio session with real sound attracts enthusiastic audiences.



Due to the ongoing effects of the Covid epidemic, the audio industry has been forced to cope with severe conditions and make major changes. In such an industry environment, INTER BEE EXPERIENCE collaborated with the INTER BEE FORUM Acoustic Session again this year.

It was also the only session at Inter BEE 2021 that was held on-site at the Makuhari Messe venue. The reason for this was that, as a special project on audio, the audience wanted to hear a session that produced sound of a certain quality, and even though it was a very small venue, the audio equipment was equipped to the highest specifications.

This year's event was held over two days, with three sessions held on the 18th as an acoustic session day. Mr. Yoshiaki Hasegawa of Tamura Seisakusho and Mr. Arata Imai of Yamaha took the stage at the opening session to talk about the history and future prospects of mixing console development in Japan from both studio and live perspectives. As a continuation of last year's session, Yosuke Maeda of Media Integration reported on the latest trends in remote audio production, and Yuji Yamauchi of Sony introduced 360 Reality Audio, a service that has begun in Japan.

The 19th was EXPERIENCE Day, with three tutorial sessions for sound professionals. Three sound engineers, Taisuke Terasoma,

Kenichi Matsuda, and Kei Kitada, gave explanations from the standpoint of actual users of the three software packages: Waves and Apollo, which have been increasingly used in live sound creation in recent years, and Live10, which is also used in live sound production and distribution. The three sound engineers, Taisuke Terasoma, Kenichi Matsuda, and Kei Kitada, gave explanations from the standpoint of who use the software, using actual examples of sound production.

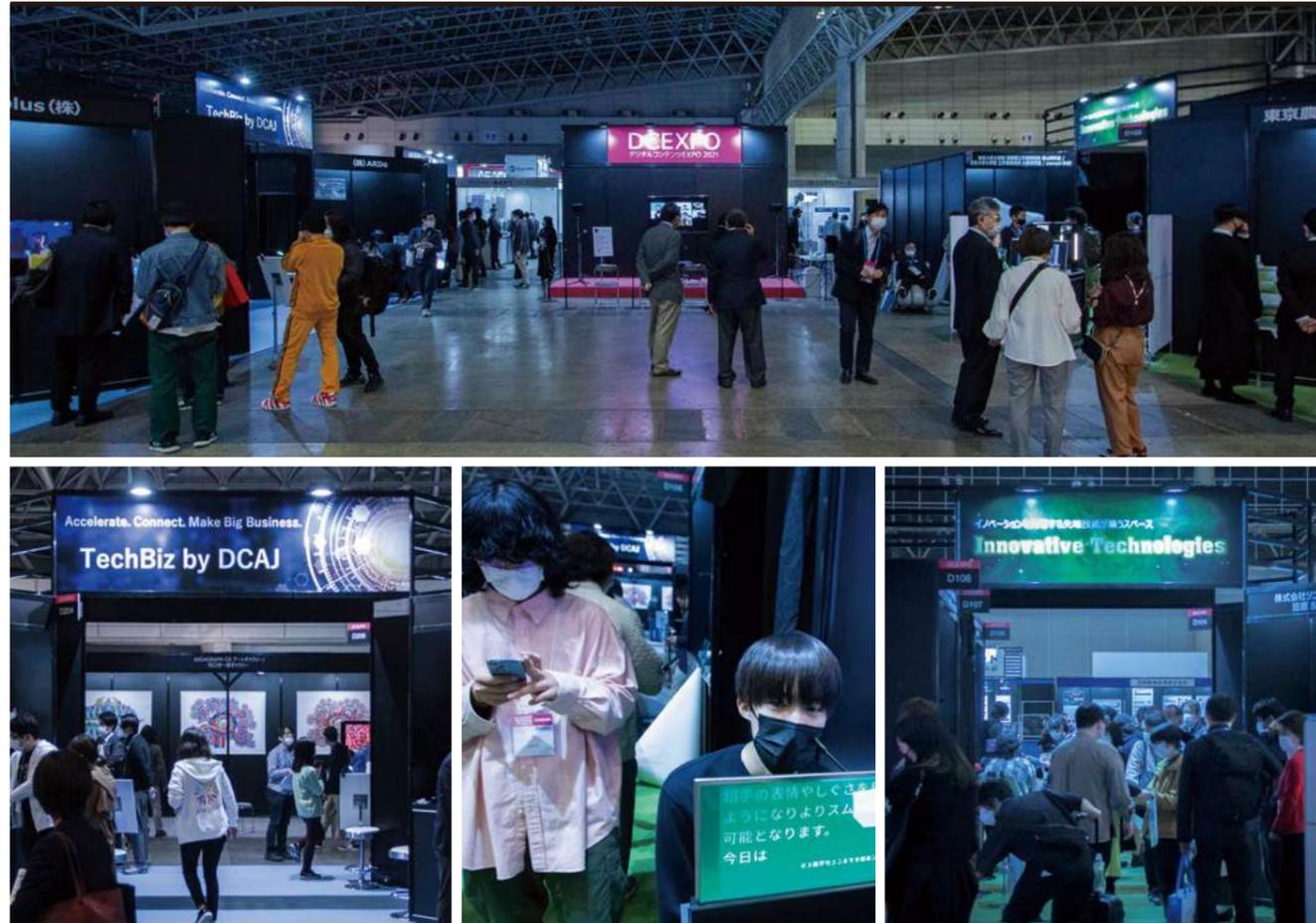
On the 17th, the keynote speeches of the INTER BEE FORUM Acoustic Session were streamed online. Mr. Hideo Takada, Chairman of the Japan Music Studio Association, from the music recording field, Mr. Takeji Okumura of Sunphonix from the live concert field, and Mr. Yuka Saito of Fuji Television Network from the broadcasting field were invited to speak about sound creation from their respective standpoints. The event was held at Makuhari Messe.

The collaboration session between the EXPERIENCE and the acoustic session held at Makuhari Messe was also archived online after the event, and many people who could not make it to the venue were able to watch it.



Concurrent Event **DCEXPO** DIGITAL CONTENT EXPO 2022

Showcasing new possibilities for creativity and content technology
Introducing advanced technologies and contents
that appeal to the five senses.



The Digital Content EXPO held concurrently with Inter BEE from 2018 with the aim of strengthening Japan's content technology capabilities and providing an opportunity for business development, the event once again attracted a large number of visitors, including digital content-related creators, researchers, and businesspersons.

In the Content & Technology Showcase (CTS), which was set up under the theme of advanced digital content technology and digital content, companies involved in 3DCG production and VR content production exhibited. In the Innovative Technologies 2021 exhibition, which seeks to discover and disseminate technologies and contents that are expected to contribute to the development of the content industry through innovation, seven outstanding technologies were introduced, including a "taste display" that reproduces the taste recorded by sensors and air-inflated mobility.

The world's largest computer graphics and interactive technology exhibition. In addition, SIGGRAPH, the world's largest international conference on computer graphics and interactive technologies, introduced its excellent technologies, and the exhibition stimulated creators from various fields such as AI, VR,

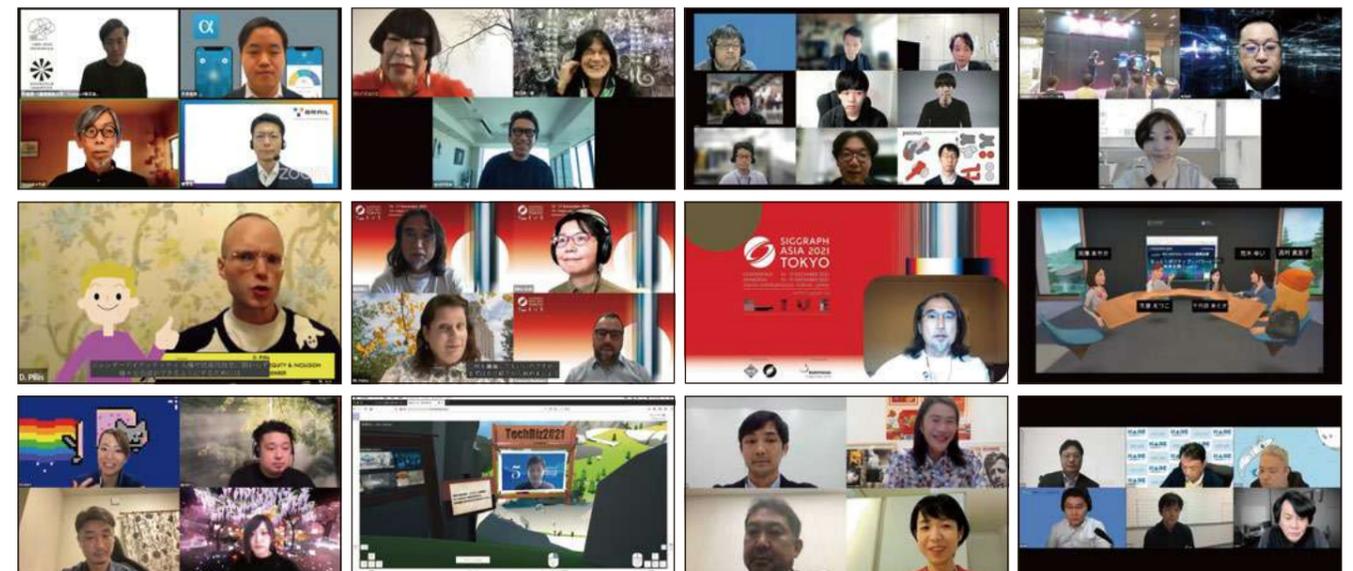
MR, touch, and taste. In the "TechBiz: Technology Business Acceleration Program" area, which is part of the Ministry of Economy, Trade and Industry's "Project to Promote Overseas Development of Content (Content-related Business Matching Project),"

The conference consisted of one session of keynote speeches and six sessions of special lectures within the Inter BEE FORUM, which was held online, as well as three sessions of collaborative projects at Inter BEE IGNITION. The DCEXPO keynote speech was moderated by Mr. Naotaka Fujii, president of the BrainTech Consortium, and featured panelists Junichi Ushiba of Keio University, Takahiro Kusunoki of Macnica, Inc. and Yuki Hirai of MediaSeek, Inc. under the title "What is Braintech's future for interfaces?"

Special events at Inter BEE FORUM included the award ceremony and talk session for the "ASIAGRAPH2021 Creation and Master Craftsman Awards," as well as lectures on the theme of AI. Inter BEE IGNITION featured lectures on the theme of NFT, a program featuring women in technology, a TechBiz pitch battle held in the VR space, and other sessions that allowed visitors to experience the expansion of content technology.



Conference excerpt



Inter BEE 2021, a comprehensive media event, at Makuhari Messe for the first time in two years!

Opening & Keynote

Inter BEE 2021 Opening was held online from 10:00 a.m. on Wednesday, November 17, the first day of the exhibition, and opened with a message from JEITA Chairman Satoru Tsunakawa to the many visitors at Makuhari Messe who were eagerly awaiting the first exhibition in two years.

A place to conduct profitable business by providing opportunities that could not be realized online alone.

In light of the situation caused by the Covid-19, last year's Inter BEE was held online for the first time in its 56th year. Thanks to the support of many exhibitors, this year's event was held at Makuhari Messe. I would like to express my deepest gratitude to everyone involved for their great cooperation in making this event possible, despite the difficult circumstances that changed from day to day. I would also like to express my gratitude to all the related ministries, agencies, and organizations for their support.

In recent years, while building on its history as an international broadcasting equipment exhibition, Inter BEE has positioned content at its core and has transformed itself into a comprehensive media event that encompasses "creation," "delivery," and "reception." In addition to being held concurrently with the Digital Content Expo, organized by the Digital Content Association of Japan, and the Commercial Broadcasters Technical Report Conference, organized by the Commercial Broadcasters Association of Japan, the event has attracted a wide range of participants, from individual users to broadcasters, through a variety of exhibits and conference programs. In addition, a wide range of people from individual users to broadcasters participate in the various exhibitions and conference programs.

This year's event, held at Makuhari Messe for the first time in two years, will provide an opportunity for as many people as possible to realize profitable business by physically touching the products and communicating directly with each other, an opportunity that could not be realized only online.

This year's conference, especially the keynote speeches, will feature presentations by senior executives from the Ministry of Internal Affairs and Communications and NHK, which have been supporting the conference, as well as online streaming of speeches on the latest trends in the industry, including simultaneous broadcast distribution, sports broadcasting video production, metaverse, and video production technology. At the Makuhari Messe venue, there will be demo sessions in the audio field, a demo event where you can experience the latest video production, and a demo exhibition of IP equipment.

In closing, I would like to ask again for your support and cooperation in making this year's Inter BEE a better place for all exhibitors and visitors to create business.



Japan Electronics and Information Technology Industries Association (JEITA)
Representative Director / Chairman: **Satoshi Tsunakawa**

EXHIBITION Outline

■Name: Inter BEE 2021

■Period:

<Makuhari Messe>

November 17th 10:00 a.m. to 5:30 p.m.

November 18th 10:00 a.m. to 5:30 p.m.

November 19th 10:00 a.m. to 5:00 p.m.

<Online>

November 17th - December 17th

■Location: Makuhari Messe / Online

■Admission: Free of charge (registration required)

■Organizer:

Japan Electronics and Information Technology Industries Association

■Support :

Ministry of Internal Affairs and Commuicahtptions (MIC)

Ministry of Economy, Trade and Industry (METI)

Japan Broadcasting Corporation (NHK)

The Japan Commercial Broadcasters Association (JBA)

The Association of Radio Industries and Bussinesses (ARIB)

Digital Content Association of Japan(DCAJ)

The Association for Promotion of Advanced Broadcasting Services(A-PAB)

■Partners:

IPDC Forum

IPTV FORUM JAPAN

Japan Satellite Broadcasting Association

Visual Industry Promotion Organization

The Institute of Image Information and Television Engineers

Next Generation Contents Distribution Forum

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 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

MOTION PICTURE and TELEVISION ENGINEERING SOCIETY of japan, Inc.

JSL

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 PublicViewing Association

Japan Association of Video Communication

STAGE SOUND ASSOCIATION of JAPAN

JAPAN STAGE SOUND BUSINESS COOPERATIVE

JAPAN POST PRODUCTION ASSOCIATION

Projection Mapping Association of Japan

MULTISCREEN BROADCASTING STUDY GROUP

Mobile Broadband Association

■Organized by:

Japan Electronics and Information Technology Industries Association

Professional Audio Equipment

5303 A.O.M. Corporation
5302 Acoustic Technical Laboratory
5408 Audinate Pty, Ltd
5310 AZDEN CORPORATION
5304 Continental Far East Inc.
5311 CORNES Technologies Ltd.
5413 ehs. Inc
5315 EXCEL INC.
5005 Fostex Company
5313 Fourbit Corporation
5509 Fraunhofer IIS
5403 GIN-ICHI Corp.
5309 Hanaoka Musen Denki Co., Ltd.
5306 HSS Japan KK
5314 Japan Audio Society
5319 JAPAN STAGE SOUND BUSINESS COOPERATIVE
5410 MOGAMI WIRE & CABLE CORP.
5411 MORSON JAPAN Co., Ltd.
5308 Neutrik Limited
5202 Nihon Electro Harmonix KK
5405 NTI Japan Limited
5108 Panasonic
5402 Ronk Corporation.
5510 S.C.ALLIANCE Inc./SCA Sound Solutions Co.
5105 Sennheiser Japan K.K.
5209 Shure Japan Limited
5104 Sigma Systems Engineering Co., Ltd.
5318 Solid State Logic Japan K.K.
5307 Stage Sound Association of Japan
5002 Studio Equipment Corp.
5204 TANIZAWA SEISAKUSHO, LTD
5203 Tatsuta Tachii Electric Cable Co., Ltd.
5317 TBS RADIO, Inc.
5406 UETAX Corporation
5001 voltampere
5305 Yamaki Electric Corporation
5414 Yokohama Baysidenet Corporation

Video Production / Broadcast Equipment

8301 ABSEN
7517 ADTECHNO Inc.
7106 AISAN TECHNOLOGY CO., LTD.
6002 ALMEDIO INC.
5507 ALVIX CORPORATION
6302 APCOT Inc.
5505 ARK VENTURES INC.
7206 ARVANICS Corporation
6210 ASACA CORPORATION
6107 ASAHI WOOD PROCESSING Co., Ltd.
6109 ASK M&E
8209 Association of Radio Industries and Businesses (ARIB)
6301 ASTRODESIGN, Inc.
8108 AT Communications k.k.
6304 ATEN JAPAN CO., LTD.
7602 Audiostock
6209 AVer Information Inc.
7312 Barco Co., Ltd.
7416 BIOS CORPORATION
7613 Black Box Network Services Co., Ltd.
7519 Broad-design co.,Ltd.
5501 Canare Electric Co., Ltd.
7521 Canon Inc./Canon Marketing Japan Inc.
7513 CANVAS Co., Ltd.
6409 Capella Systems, LLC
5503 Cerevo Inc.
6110 CHIEF/AVC
7607 CORETECH Co., Ltd.
7205 Cosmic Engineering Incorporation
7306 Cross Imaging inc.
6410 CTCS
6410 CTCSP
7514 datavideo japan/M&Inext
6102 Dempa Publications, Inc.

7417 Research Institute of Systems Planning, Inc.
8110 Restar Communications Corporation
7310 Riedel Communications GmbH & Co. KG
6103 RIKEI Corporation
7601 Roland Corporation
7307 Sanshin Electronics Co., Ltd.
8205 Seiko Solutions Inc.
6003 SEIKOH GIKEN Co., Ltd.
6104 Semtech Corporation
6305 Servants International Corporation
7611 Settsu Metal Industrial Co., Ltd.
7520 Shotoku Broadcast Systems
7204 SIGMA CORPORATION
6501 Sixty82 Doughty Japan K.K
7201 SLIK CORPORATION
7313 Sony Corporation/Sony Marketing Inc.
6101 Stack Electronics Co., Ltd.
7515 Sumitomo Electric Industries, Ltd.
8302 System5 Co., Ltd.
8303 TAC SYSTEM, INC.
8207 TAKE INC.
8102 Tatsuta Tachii Electric Cable Co., Ltd.
6004 The Association of Qualification Test of Drone
7603 Thirdwave Corporation
6303 THREE M .inc
6412 TOKYO BROADCASTING SYSTEM TELEVISION, INC
6207 Tokyo Electron Device LTD
8105 Too Corporation
6001 Traffic Sim Co., Ltd.
7103 TSUNAGARUBOX BY USEDNET
6105 UAC CORPORATION / SEH Technology
6407 UNITEK Corporation
7410 VANLINKS Co., Ltd./VANLITE
6402 VIDEOTRON Corp
6306 Visual Graphics Inc.
7309 Vitec Production Solutions K.K.
8104 YUASA CO., LTD

INTER BEE IP PAVILION

8401 DIGicas LLC
8401 FOR-A COMPANY LIMITED
8401 FUYOH VIDEO INDUSTRY CO., LTD
8401 Grass Valley K.K.
8401 HC Networks, Ltd.
8401 Intelligent Wave Inc.
8401 ITOCHU Cable Systems Corp.
8401 ITOCHU Techno-Solutions Corporation
8401 Japan Material Co.,Ltd.
8401 Leader Electronics Corporation
8401 MACNICA, Inc.
8401 MEDIA LINKS Co., LTD
8401 NEC Corporation
8401 Net One Systems Co., Ltd.
8401 NIPPON TELEGRAPH AND TELEPHONE CORPORATION
8401 NVIDIA Corporation
8401 Panasonic
8401 Panduit Corp. Japan Branch
8401 PHOTRON LIMITED
8401 Seiko Solutions Inc.
8401 Servants International Corporation
8401 Sony Corporation/Sony Marketing Inc.
8401 TAMURA CORPORATION
8401 TOMOCA Electronics Co. Ltd.
8401 Toshiba Infrastructure Systems & Solutions Corporation

Video Expression / Professional Lighting

6406 APEX Co., Ltd.
6505 ATLONA
6506 Emu Corporation
6405 Fuji Electric Lamp Industrial Co., Ltd.
6504 ImageVISION Inc.
6503 Nippon Video System Co., Ltd.
6404 TOSHIBA LIGHTING & TECHNOLOGY CORPORATION

ICT / Cross-Media

8001 ASTRODESIGN, Inc.
7002 ATOMOS
7502 AvantgardeForce.Inc
7403 CHUKYO ELECTRON CO., LTD.
7402 Community Media Development
7401 Crevo Inc.
8001 crossdevice inc.
7304 DATABROAD CORPORATION
7303 DESIGN DEPARTMENT STORE
7501 Digital Processing Systems Japan K.K.
7305 Explorer Inc.
7404 Fiber 26 Network Inc.
7503 Hokuriku Denwa Kouji Co., Ltd.
7001 IPTV Forum Japan
7301 KKBBOX Japan LLC
7508 Magewell
7507 MEDIACAST CO., LTD.
7002 MEDIAEDGE Corporation
7506 Monster Dive, Inc.
7302 Nippon Software Knowledge corp.
8001 NTT DOCOMO, Inc
7305 PALTEK CORPORATION
8001 Re-Invention
7504 Synk Inc
7505 TopCreation Co., Ltd.

Online Exhibitor

Amazon Web Services Japan G.K.
Bestec Audio Inc./Beetech Inc.
Changchun Cedar Electronics Technology Co., Ltd.
d8b audioteknik Japan K.K.
Dell Technologies Japan Inc.
FUJITSU LIMITED
Google Cloud Japan G.K
HIRAKAWA HEWTECH CORP.
JEITA Tape Storage Technical Committee
K-WILL Corporation
Limelight Networks Japan K.K
MACNICA, Inc.
MOA LTD.
NEC Corporation
OTARITEC Corporation
Quantum Storage Japan Corporation
TAMURA CORPORATION
Toshiba Digital Solutions Corporation
Toshiba Infrastructure Systems & Solutions Corporation

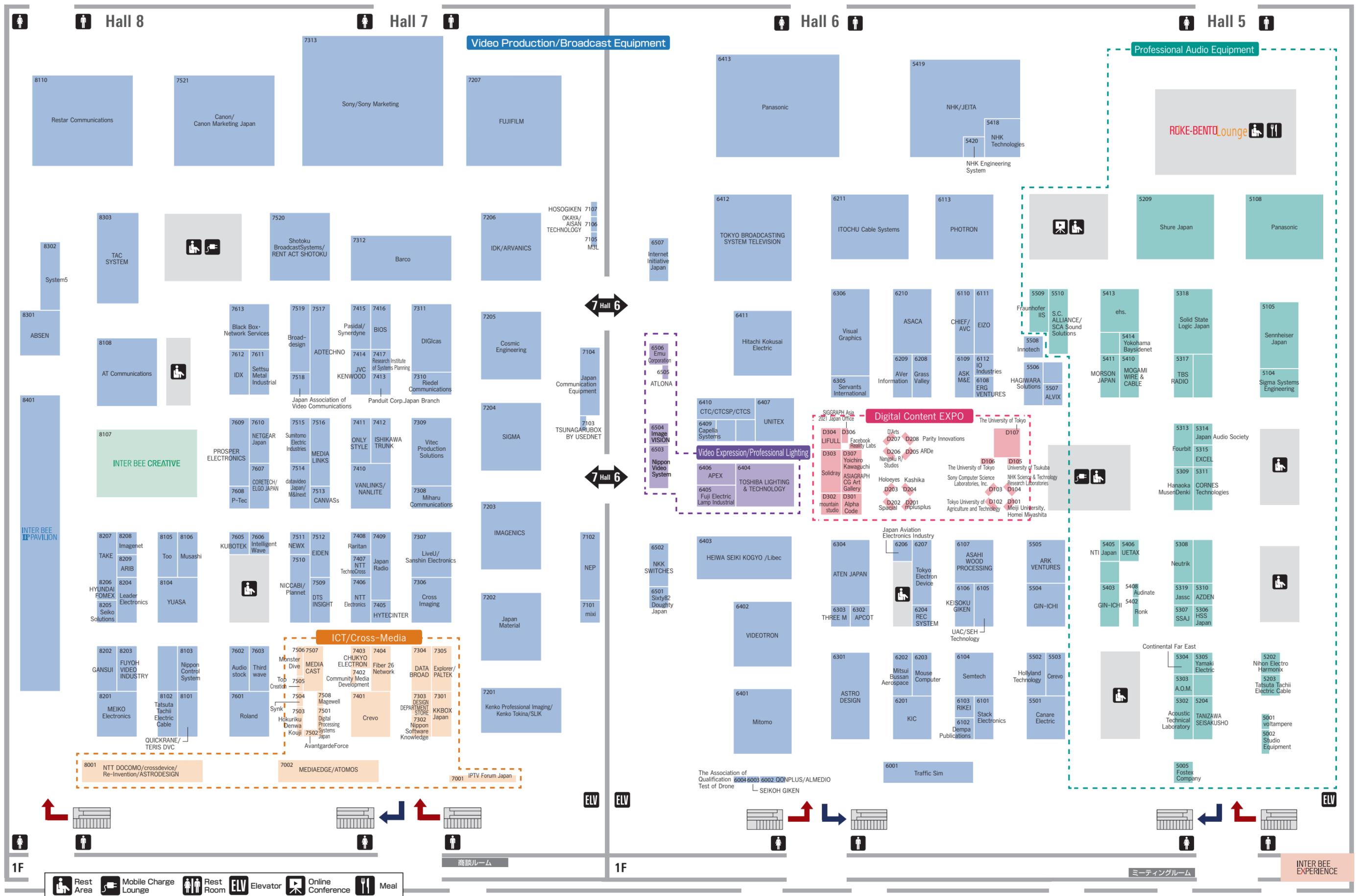
Digital Content EXPO

Content & Technology Showcase

D307 ASIAGRAPH CG Art Gallery / Yoichiro Kawaguchi
D301 Alpha Code Inc.
D304 LIFULL Co., Ltd.
D302 mountain studio
D306 SIGGRAPH Asia 2021 Japan Office
D303 Solidray Co.,Ltd.
D305 [DCEXPO Special Prize] Facebook Reality Labs

Innovative Technologies 2021

D104 NHK Science & Technology Research Laboratories
D101 Meiji University ,Homei Miyashita
D103 Sony Computer Science Laboratories, Inc.
D107 The University of Tokyo
D106 The University of Tokyo / mercari R4D
D102 Tokyo University of Agriculture and Technology
D105 University of Tsukuba, Digital Nature Group / xDiversity
—TechBiz: Technology Business Acceleration Program—
D205 ARDe Co., Ltd.
D207 D'Arts, Inc.
D203 Holoeyes Inc.
D204 Kashika, Inc.
D201 mplusplus Co., Ltd.
D206 Nangoku R/Studios, Inc.
D208 Parity Innovations Co. Ltd.
D202 Spacial Inc.



INTER BEE FORUM

November 17 (Wed.)

KN-101 INTER BEE FORUM Keynote

Inter BEE 2021 Opening & Keynote

Message from Organizer

Satoshi Tsunakawa
Japan Electronics and Information Technology Association (JEITA)
Representative Director/Chairman
President and CEO, Toshiba Corporation



Latest Trends on Broadcast Policies

Hiroshi Yoshida
Ministry of Internal Affairs and Communications
Director-General of the Information and Communications Bureau



What NHK strives as the Ideal of Media in the New era

Keiji Kodama
Japan Broadcasting Corporation
Senior Director, Chief of Engineering



Fostering Global Partnerships for a Vibrant Future for Broadcasting

Gordon H. Smith
National Association of Broadcasters
President and CEO



KN-102 INTER BEE CONNECTED Keynote

Will Simulcasting save cable TV?

Panelist

Noriko Nishimura
Japan Broadcasting Corporation



Shinjiro Ninagawa
TVer INC.
Director



Takairo Sato
Nippon Television Network Corporation
Senior Producer,
Sales office General sales center



Mikio Tsukamoto
Executive Officer & Media Strategist at Wise Media, Inc.
Standing Corporate Auditor at Fuller, Inc.



KN-103 INTER BEE FORUM Keynote

Fencing tracking and visualization system

Panelist

Yuki Ota
vice-president,
International Fencing Federation



Yuya Hanai
Rhizomatiks
Software Engineer



Moderator

Yoshitaka Ando
CCN,
LLC



KN-104 INTER BEE FORUM Keynote

Sound engineers in the forefront speakout on the current situation ~The heart required in a mixer, Whats important when creating sound ~

Panelist

Hideo Takada
Chairman,
Japan Association of Professional Recording Studios
Sound Producer Recording Engineer
MIXER'S LAB CO.,LTD.



Gakuji Okumura
Sunphonix Corp.
Sound Division
Live Sound / Recording Engineer



Yuka Saito
Fuji Television Network, Inc.
Manager, Technical Operations,
Technical Department



Takehiko Abe
TV Asahi Corporation
Systems Development &
Technical Maintenance Center



SP-101 DCEXPO Special Session

ACM SIGGRAPH Talk Session

Panelist

Mk Haley
SIGGRAPH2022
Emerging Technologies Chair



Tomasz Bednarz
SIGGRAPH
External Relations Committee Chair
UNSW Art & Design /
CSIRO's Data61



Miho Aoki
Associate Professor of Computer
Art at the University of
Alaska Fairbanks



Shuzo Shiota
President and CEO,
Polygon Pictures Inc.



SP-102 DCEXPO Special Session

The legacy created by music, fashion and art transcends the universe - Commemorating the 2020 Tsumugi & Takumi Awards -

Panelist

14:00

15:15

Junko Koshino
Designer



Tomoyasu Hotei
Guitarist, composer,
singer-songwriter, performer



Moderator

Yoichiro Kawaguchi
Artist/Professor Emeritus at the University of Tokyo



SP-103 DCEXPO Special Session

Digital Content EXPO / Innovative Technologies 2021 Award Ceremony

17:45

18:30

Awardees:
-Kasahara Superception Group, Sony Computer Science Laboratories, Inc.
-xDiversity, Digital Nature Laboratory, University of Tsukuba
-Tsuayoshi Muramoto, The University of Tokyo
-Shinoma Laboratory, Graduate School of Information Science and Engineering,
The University of Tokyo / Kawahara Laboratory,
Graduate School of Engineering, The University of Tokyo / mercari R4D
-Yasuhiro Takagi Laboratory,
Tokyo University of Agriculture and Technology
-NHK Science & Technical Research Laboratories
-Yoshiaki Miyashita, Meiji University
-Facebook Reality Labs

SP-104 DCEXPO Special Session

Panel Talk "New technologies appearing in Innovative Technologies and expectations for the future"

18:30

20:20

Satoshi Endo
KADOKAWA ASCII
Research Laboratories, Inc.
Senior Research Fellow



Mika Takagi
Director,
Media and Content Industry Division,
Commerce and Information Policy Bureau,
Ministry of Economy, Trade and Industry



November 18 (Thu.)

KN-201 INTER BEE FORUM Keynote

IPTV Forum Session: A new form of TV and Internet

Promotion of broadcasting content online
Shunsuke Ida
Ministry of Internal Affairs and Communications
Director of Promotion for Content Distribution Division,
Information and Communications Bureau



Evolving to Digital NativeMedia/
Infrastructure
Hiroshi Esaki
Vice Chief Director, IPTV Forum
Professor, Graduate School of Information Science and Technology,
The University of Tokyo
Chief Architect of Digital Agency



Overseas trends of
Broadcasting Communications
Systems and Services
Masaru Takechi
NHK Engineering System Inc.
Senior Research Engineer



Shuji Nakamura
Mitsubishi Research Institute DCS Co., Ltd.
Managing Executive Officer



KN-202 INTER BEE IP PAVILION Keynote

Full experience of the implementation to operation of RSK Sanyo Broadcasting's "ST 2110"

Hajime Kogai
Sony Marketing Inc.
General Manager,
B2B Business Dept,
B2B Products & Solution Div.



Shoichi Namba
RSK Sanyo Broadcasting Company, Ltd.
Manager, Production Engineering Div



Isamu Yoshii
New Media magazine



KN-203 INTER BEE FORUM Keynote

After Tokyo 2020 Latest in Sports Broadcasting Powered by SVG

14:30

15:30

Sotiris Salamouris
Olympic Broadcast Services (OBS)
Chief Technology Officer(CTO)



Ken Kerschbaumer
Sports Video Group
Editorial Director



KN-204 INTER BEE IGNITION Keynote

Entertainment, economy, public values, etc. updated by the Metaverse

Panelist

16:00

17:00

Takayuki Moriya
Aww Inc.
CEO



Hironao Kunimitsu
CEO, Thirdverse Inc.
CEO, FINANCIE Inc.
gumi cryptos capital Managing Partner



Ren Stern
SIP Global Partners
Principal



Keisuke Hosokawa
Japan Broadcasting Corporation
Senior Producer,
Program Production Department
Unit 6 Media Design



Moderator

Mariko Nishimura
HEART CATCH Inc.
CEO



KN-205 INTER BEE IGNITION Keynote

What is the reality? TV professionals who transcend borders

Part 1

17:15

18:30

Kazuaki Hashimoto
Nippon Television Network Corporation



Part 2

Shinji Suzuki
Japan Broadcasting Corporation
Program Director,
Media Design Program Production Department



Part 3

Yasumasu Takashi
RKB MAINICHI BROADCASTING CORPORATION
Assistant Manager,
Media Innovation Center



Moderator

Alissa Miky
MISAKY.TOKYO
CEO



SP-201 INTER BEE FORUM Special Session

New broadcasting standards, IP Cloud Technology and Institutional Innovation of the US and UK

10:00

11:00

Koichi Sonoda
Media Tech ELSI R&D



SP-203 DCEXPO Special Session

Social implementation of AI technology to advance human interaction

14:00

16:00

Keynote Speaker
Hiroshi Ishiguro
Professor of Department of Systems Innovation,
Osaka University (Distinguished Professor)
Visiting Director of
ATR Hiroshi Ishiguro Laboratories (ATR Fellow)



Yuichiro Anzai



Ryota Kanai
Founder & CEO of Araya, Inc.



Panelist
Futoshi NAYA, Ph.D.
Executive Research Scientist,
Research Planning Section,
NTT Communication Science Laboratories,
Nippon Telegraph and Telephone Corporation



Jun Ogata
Team Leader
Artificial Intelligent Research Center (AIRC),
National Institute of Advanced Industrial
Science and Technology (AIST), Japan



MOCHIMARU Masaaki, Ph.D.
Director of Human Augmentation
Research Center,
The National Institute of Advanced
Industrial Science and Technology (AIST)



Atsunori Kanemura
Chief Research Officer & Chief Scientist,
LeapMind Inc.



SP-204 DCEXPO Special Session

Future of cultural experiences opened up by technology

Panelist

16:30

18:10

Seri Kawase
Curator of Education,
Education Programming
Curatorial Planning Dept of
Tokyo National Museum



Takehiro Suzuki
Associate Manager,
Corporate Strategy Planning Department of
NIPPON TELEGRAPH AND
TELEPHONE EAST CORPORATION



Shintaro Tai
2nd Group,
1st Business Development Department,
Archive Business Promotion Unit,
Marketing Division,
Dai Nippon Printing CO.,LTD.



Nanako Ishido
Professor,
Keio University Graduate School Of
Media Design
President, CANVAS



November 19 (Fri.)

KN-301 INTER BEE FORUM Keynote

A path of conversion from AM Radio station to FM Radio Station

10:00

11:00

Kiyohiko Irie
TBS Radio, Inc.
Adviser



Yoshihiro Ota
Sophia Univ
Professor, Department of Journalism



KN-302 INTER BEE FORUM Keynote

Reviving the Radio Airwaves ~ Ibaraki Broadcasting Move to "Invest and Reform"

11:30

13:00

Shigenori Abe
Ibaraki Broadcasting System Co., Ltd.
President and CEO



Yoshihiro Ota
Sophia Univ
Professor, Department of Journalism



KN-303 INTER BEE FORUM Keynote

What is Braintech's future for interfaces?

Panelist

13:30

15:00

Junichi Ushiba
Department of Biosciences and Informatics,
Faculty of Science and Technology,
Keio University



Takahiro Kusunoki
Principal
MACNICA, Inc.
BRAIN AI Innovation Lab.



Yuki Hirai
Business Development Div.
BrainTech/DTx Project Leader
MEDIASEEK Inc.



Moderator
Naotaka Fujii
CEO of Hacoco Inc, Distinguished Professor at
Digital Hollywood Univ:
Graduate School,
Representative Director of XR Consortium,
Representative Director of Braintech Consortium



KN-304 INTER BEE CREATIVE Keynote

The first year of in-camera VFX! The future of in-camera VFX is finally in full swing in Japan!

Panelist

15:30

16:30

Akira Sugiyama
Epic Games Japan
Business Development Manager



Syuya Mukai
Epic Games Japan
Business Development Manager



Moderator
Takafumi Yuki
Inter BEE CREATIVE Director



Ken Fujimoto



SP-301 INTER BEE FORUM Special Session

JEITA AVC Session: Current Status and Future Trends of Immersive Audio

10:30

11:30

Hideo Irimajiri
WOWOW INC.



Ken Fujimoto



SP-302 INTER BEE FORUM Special Session

Future of Stage Acoustics in the "With Covid" environment

Panelist

13:00

14:00

Kouichi Ishimaru
Stage Sound Association of Japan
Vice President



Akira Kato
Stage Sound Association of Japan
Director



CONFERENCE SPONSOR

Exhibitor Seminar

November 17 (Wed.)		
ES1-101	Google Cloud	10:00 ▶ 11:00
Challenges of Media business and Google Cloud's solutions		
Shojiro Kumon Google Cloud, Senior Account Executive		
Tomokazu Kimura Iret, Inc., Section leader, streampack section, Cloud Integration		
ES1-102	Google Cloud	11:30 ▶ 12:00
Google Cloud Hybrid/Multi Cloud Solution Updates		
Yuichiro Danno Google Cloud, Customer Engineer		
ES1-103	Fujitsu Limited	13:00 ▶ 13:30
Expanding the appeal of entertainment, connecting people and contributing to the creation of a prosperous society ~MX (Media Transformation)~		
Kotaro Yanagawa Fujitsu Limited, Social Systems Business Headquarters Urban Environmental Systems Division		
Takaharu Shuden Fujitsu Limited, Social Systems Business Headquarters Urban Environmental Systems Division		
ES2-103	Sony Corporation/Sony Marketing Inc.	13:00 ▶ 13:30
Overview of Sony's New Drone Project ~Elevating Creativity~		
Izumi Kawanishi Sony Group Corporation, Executive Vice President of AI Robotics Business		
ES1-104	Limelight Networks Japan	14:30 ▶ 15:10
CDN technology and Video delivery solutions for High quality Video delivery - For rich content distributors		
Daisuke Doi Limelight Networks Japan, Solutions Engineer		
ES2-104	Quantum Storage Japan Corporation	14:30 ▶ 15:30
Quantum CatDV & StorNext 7 Solution		
Kenichi Saito QUANTUM STORAGE JAPAN CORPORATION PRESALES CONSULTANT		
November 18 (Thu.)		
ES1-201	Amazon Web Service Japan	10:00 ▶ 11:00
Live Video Recording and Sports Coverage with AWS Media Services		
Tsyoshi Miyazaki Amazon Web Services Japan K.K., Senior Account Manager		
Shoichi Seki Tokyo Broadcasting System Television, Inc., Media Technology		
Kotaro Yamada Traffic Sim Co. Ltd., Cloud Business Development		
ES1-202	Amazon Web Service Japan	11:30 ▶ 12:30
ABEMA's Cloud Strategy to Maximize Content Value with AWS		
Ryo Kishi Abema TV, Content Engineering Group, Manager		
Takafumi Oike Abema TV, Content Engineering Group, Developer Expert/QC Specialist		
Yuichiro Nakazawa Abema TV, Content Engineering Group, Software Engineer		
Asuki Takamine Abema TV, Content Engineering Group, Software Engineer		
Takahito Yamada Abema TV, Content Engineering Group, Software Engineer		
Kazuhiro Azuma CyberAgent, Inc., CIU IT infrastructure engineer		
ES1-203	Amazon Web Service Japan	13:00 ▶ 14:00
Asahi Broadcasting System Television Initiatives for Remote Production with AWS		
Eiji Konami Amazon Web Services Japan K.K., Solution Architect		
Takumi Doi Asahi Television Broadcasting Corporation, Technology Strategy Department, Director		
ES1-204	Amazon Web Service Japan	14:30 ▶ 15:30
Leveraging Sports Content Management and Machine Learning with AWS		
Kenichi Saito Amazon Web Services Japan K.K., Senior Industry Solutions Architect		
Shinro Nakagawa NTT Plala Inc., Video Strategy Department, Video Technology Director		
Shouta Imaizumi Sony Marketing Inc., B2B Products & Solutions Division, B2B Business Department		
ES1-205	Amazon Web Service Japan	16:00 ▶ 17:00
Realization of Multi-channel Live Streaming with AWS Managed Services		
Junya Hasegawa Amazon Web Services Japan K.K., Solution Architect		
Takatoshi Kakimoto U-NEXT Co., Ltd., Vice President of Business Development		
November 19 (Fri.)		
ES1-301	Toshiba Digital Solutions	10:00 ▶ 11:00
Lending & returning RFID solution focused on broadcasting industry "LADOCsuite/LogiTrace" / The role played by the media industry and efforts to promote DX		
Lending & returning RFID solution focused on broadcasting industry "LADOCsuite/LogiTrace"		
Hideki Kamekawa Toshiba Digital Solutions Corporation, Distribution Solution Engineering Dept. Specialist		
The role played by the media industry and efforts to promote DX		
Akira Nakamura Toshiba Digital Solutions Corporation, Media Service Solutions Engineering Dept., Senior expert		
ES1-304	MQA LTD.	14:30 ▶ 15:30
MQA streaming and broadcasting delivered to you		
Bob Stuart MQA Ltd., Chief Technical Officer		

INTER BEE IP PAVILION

INTER BEE IP PAVILION Keynote

November 18 (Thu.)		
KN-202	13:00 ▶ 14:00	
Full experience of the implementation to operation of RSK Sanyo Broadcasting's "ST 2110"		
Panelist		
Hajime Kogai Sony Marketing Inc. General Manager, B2B Business Dept., B2B Products & Solution Div.		
Shoichi Namba RSK Sanyo Broadcasting Company, Ltd. Manager, Production Engineering Div		
Moderator		
Isamu Yoshii New Media magazine		

INTER BEE IP PAVILION Special Session

November 17 (Wed.)		
IP-101	13:00 ▶ 13:20	
The technical characteristics and challenges of SDI to IP		
Koyama Tomofumi Japan Broadcasting Corporation Science & Technology Research Laboratories, Advanced Transmission Systems Research Division		
IP-102	14:00 ▶ 14:20	
Overview and Global implementation of IP		
Masayuki Sugawara NEC Corporation, Broadcast and Media Division		
IP-103	15:00 ▶ 15:20	
Fundamentals of IP Synchronization Technology PTP		
Mayumi Tsuji Leader Electronics Corporation, Development Dept. Chief Engineer		
IP-104	16:00 ▶ 16:20	
Advanced explanation and case studies of PTP		
Mikito Hasegawa Seiko Solutions Inc., Manager, Timing Solution Sales Dept, Strategic Network Unit		
IP-105	17:00 ▶ 17:20	
Overview and latest trends of IP Live Production Control Technology		
Ryoichi Sakuragi Sony Corporation, Imaging Products & Solutions Business Group Media Solution Business Division Business Strategy Section, Senior Manager		
November 18 (Thu.)		
IP-202	14:00 ▶ 14:20	
Practice of "Orchestration" in IP System Development		
Mahito Murakami ITOCHU Cable Systems Corp., Cross-Media Solution Division		
IP-203	15:00 ▶ 15:20	
Implementation of Audio IP and optimize its characteristics		
Souichi Shitou Tamura Corporation, Sales Department InfoLighting and BroadCom		
IP-204	16:00 ▶ 16:20	
Methods of Remote Production and the Preparation		
Tomoyuki Iida Fuji Television Network, Inc., Supervisor, Research and Development, Technical Department		
IP-205	17:00 ▶ 17:20	
Thinking of Network ~For the future of IP Remote Production~		
Shoji Kitajima Japan Broadcasting Corporation, Development&Strategy Center Senior Manager		
November 19 (Fri.)		
IP-301	13:00 ▶ 13:20	
Thoughts of Network selection after experiencing Remote Production		
Masanori Ohsaki Fuji Television Network, Inc., Engineering Division		
IP-302	14:00 ▶ 14:20	
Making the most of "Network Intergrator" in IP System Development		
Shinya Enokido Net One Systems Co., Ltd., Consulting Service Department, Customer Service Division		
IP-303	15:00 ▶ 15:20	
IP Live Transmission: Broadcasting TS Signal Using PTP ~Toward the Development of SFN with IP Network~		
Tomohiko Okazaki Mainichi Broadcasting System, Inc. Deputy Manager & Radio Engineer, Administration Department General Technical Division		
IP-304	16:00 ▶ 16:20	
Remote synchronization technology using RPTP (PTP over WAN)		
Kazunori Nakamura RPTP ALLIANCE, Media Links		

INTER BEE IGNITION

INTER BEE IGNITION Keynote

November 18 (Thu.)					
KN-204	16:00 ▶ 17:00				
Entertainment, economy, public values, etc. updated by the Metaverse					
Panelist					
Takayuki Moriya Aww Inc. CEO		Hironao Kunimitsu CEO, Thirdverse Inc. CEO, FINANCE Inc. gumi cryptos capital Managing Partner		Ren Stern SIP Global Partners Principal	
Moderator					
Mariko Nishimura HEART CATCH Inc. CEO					
KN-205	17:15 ▶ 18:30				
What is the reality? TV professionals who transcend borders.					
Part 1					
Panelist		Part 2		Part 3	
Kazuaki Hashimoto Nippon Television Network Corporation		Shinji Suzuki Japan Broadcasting Corporation Program Director, Media Design Program Production Department		Yasumasu Takashi RKB MAINICHI BROADCASTING CORPORATION Assistant Manager, Media Innovation Center	
Moderator					
Alissa Miky MISAKYOTOKYO, CEO					

INTER BEE IGNITION Special Session

November 17 (Wed.)		
IG-101	10:00 ▶ 11:40	
Advanced Imaging Society Japan Committee: Awards Ceremony for Lumière Japan Award 2021		
Presenter		
Jim Chabin President & CEO, Advanced Imaging Society		Takashi Kawai Japan Committee Chair, Advanced Imaging Society
Mitsuharu Haibara Award Committee Chair, Japan Committee, Advanced Imaging Society		
Holographic (Academic VTuber unit) Holographic (Juriko)		
Holographic (Yohen)		
IG-102	12:30 ▶ 13:10	
Advanced Imaging Society Japan Committee: Awards Ceremony for Lumière Japan Award 2021		
Panelist		
Jim Chabin President & CEO, Advanced Imaging Society		Moderator
		Takashi Kawai Japan Committee Chair, Advanced Imaging Society
IG-103	14:00 ▶ 15:00	
"Virtual Spaces for effective for TV!" introduced by RKB Virtual Tour Conductor Rana Rana and Mash P. (Introduction)		
Metaverse is already here! ~Let's get familiar with Virtual spaces~		
Panelist		
Ranarana (Kinjo Ranna) RKB MAINICHI BROADCASTING CORPORATION Media Innovation Center		Mash-P (Yasumasu Takashi) RKB MAINICHI BROADCASTING CORPORATION Assistant Manager, Media Innovation Center
IG-104	15:30 ▶ 16:30	
[Comedian x VR] The story behind the production of a TV program using VR ~ Until Entate! Ward is Created		
Panelist		
Yasumasu Takashi RKB MAINICHI BROADCASTING CORPORATION Assistant Manager, Media Innovation Center		Shota Ohtsuka RKB MAINICHI BROADCASTING CORPORATION
Machida Hayato Comedian		
November 18 (Thu.)		
IG-201	10:30 ▶ 12:00	
TechBiz Pitch Battle in "Mechaverse" -Towards Overseas Expansion of Japanese Content Technologies-		
Guest Commentator		
CHAN Wei Siang Executive Director, Toyonaka Investment and Consultancy Pte Ltd.		Minoru Hatanaka Chief Curator, NTT Intercommunication Center [ICC]
Masafumi Kawai Genesis Ventures, Inc.		
Phil Keys Manager, Marketing Communications, Intertrust Technologies		
Jacki Morie XPRIZE Advisor, Board of Advisors of Virtual World Society		
Shan Lu Novarizer CEO		
Mentor		
Hiroyuki Ohnishi CEO, Technology Seed Incubation Co., Ltd.		Tadaaki Hashizume Certified Incubation Manager New Energy and Industrial Technology Development Organization (NEDO)
Moderators		
Koji Tanabe Specially Appointed Professor, Professor Emeritus at Tokyo Institute of Technology		

November 18 (Thu.)		
IG-202	12:30 ▶ 13:40	
DC EXPO Collaboration Project: The Power of Positivity paves the Future - Vol. 2 -		
Panelist		
Yui Araki Coordinator of Advocates, Unity Technologies Japan		Ayaka Ikezawa Software engineer
Etsuko Ichihara Media artist, Fantasy Inventor		
Madoka Chiyoda (Chomado) Cloud Developer Advocate, Microsoft		
Moderator		
Mariko Nishimura HEART CATCH Inc. CEO		
IG-203	14:00 ▶ 15:00	
"Virtual Spaces for effective for TV!" introduced by RKB Virtual Tour Conductor Rana Rana and Mash P. (Intermediate)		
Film in Virtual spaces! ~Basics of filming in Virtual spaces~		
Panelist		
Ranarana (Kinjo Ranna) RKB MAINICHI BROADCASTING CORPORATION Media Innovation Center		Mash-P (Yasumasu Takashi) RKB MAINICHI BROADCASTING CORPORATION Assistant Manager, Media Innovation Center
November 19 (Fri.)		
IG-301	10:30 ▶ 12:00	
DC EXPO Collaboration Project: How will the NFT change the content business?		
Panelist		
Jangdeok Ko CEO, SBINF Co.Ltd.		Taihei Shii Startbahn, Inc. CEO Art Beat, Inc. CEO
Aimi Sekiguchi VR/AR/MR/NFT Artist		
Moderator		
Mariko Nishimura HEART CATCH Inc. CEO		
IG-303	14:00 ▶ 15:00	
"Virtual Spaces for effective for TV!" introduced by RKB Virtual Tour Conductor Rana Rana and Mash P. (Advanced)		
Aim for higher level of filming! ~Advance filming in Virtual spaces~		
Panelist		
Ranarana (Kinjo Ranna) RKB MAINICHI BROADCASTING CORPORATION Media Innovation Center		Mash-P (Yasumasu Takashi) RKB MAINICHI BROADCASTING CORPORATION Assistant Manager, Media Innovation Center



INTER BEE CONNECTED

INTER BEE CONNECTED Keynote

November 17 (Wed.)

KN-102 12:30 ▶ 14:00

Will Simulcasting save cable TV?

Panelist
Noriko Nishimura
 Japan Broadcasting Corporation

Shinjiro Ninagawa
 TVer Inc.
 Director

Takairo Sato
 Nippon Television Network Corporation
 Senior Producer, Sales office General sales center

Moderator
Mikio Tsukamoto
 Executive Officer & Media Strategist at Wise Media, Inc.
 Standing Corporate Auditor at Fuller, Inc.

INTER BEE CONNECTED Special Session

November 17 (Wed.)

CN-101 14:30 ▶ 15:30

Conference Session Highlights

Moderator
Mikio Tsukamoto
 Executive Officer & Media Strategist at Wise Media, Inc.
 Standing Corporate Auditor at Fuller, Inc.

Panelist
Kiyoyasu Ando
 LivePark Inc.
 President

Hiroshi Saito
 Mainichi Broadcasting System, Inc.

Kako Murakami
 Japan Broadcasting Corporation
 Executive Researcher,
 Broadcasting Culture Research Institute

Osamu Sakai
 Media Consultant

Jun Iwata
 TV Asahi Corporation
 Co-Director, Data Research & Solution Center
 IoTV Division (INTERNET OF TELEVISION Division),
 Business Solution Headquarters

Taira Fusegawa
 Dentsu Inc.

Mayumi Morinaga
 Hakuodo DY Media Partners Incorporated

November 18 (Thu.)

CN-201 10:30 ▶ 12:00

Post Covid: Who will conquer the TV Screen?

Moderator
Ritsuya Oku
 Dentsu Inc.
 Fellow, Dentsu Institute
 Chief Executive Director, Dentsu Media Innovation Lab

Panelist
Watanabe Yoko
 Japan Broadcasting Corporation
 Researcher, Culture Research Institute

Mariko Morishita
 Dentsu Inc.
 Principal Researcher,
 Media Business Innovation Department,
 Dentsu Media Innovation Lab

Riku Yamada
 AbemaTV Inc.
 Head of Business Development Department

CN-202 13:00 ▶ 14:30

Changes in content viewing analysis, current status and future utilization

Moderator
Jun Iwata
 TV Asahi Corporation
 Co-Director, Data Research & Solution Center
 IoTV Division (INTERNET OF TELEVISION Division),
 Business Solution Headquarters

Panelist
Takashi Uchiyama
 Aoyama Gakuin University
 School of Cultural and Creative Studies

Junichi Kuboki
 Fuji Television Network, Inc.
 Senior Manager
 Programming And Production Department Digital Marketing Center

CN-203 15:30 ▶ 17:00

TV has transformed! What will Cable Channels do?

Moderator
Osamu Sakai
 Media Consultant

Panelist
Tadahisa Fujimura
 Hokkaido Television Broadcasting Co., Ltd.
 Content Division Bureau
 Creative Fellow/Executive Director

Masahiro Onishi
 Nagoya Broadcasting Network Co., Ltd.
 Manager of "happycamper"

Kanako Iida
 TV TOKYO Corporation
 Producer of "synapusyu"



November 19 (Fri.)

CN-301 10:30 ▶ 12:00

**Reexamining the Public Nature of Broadcasting from the Regional Perspective
 ~A multifaceted discussion of local broadcasting station by a top executive from Tokyo~**

Moderator
Kako Murakami
 Japan Broadcasting Corporation
 Executive Researcher, Broadcasting Culture Research Institute

Panelist
Hiroyasu Goami
 Fukushima Central Television Co., Ltd.
 President

Izumi Ikawa
 TV-U YAMAGATA INCORPORATED
 President

Iki Tadashi
 Nagasaki Culture Telecasting Corporation
 President

Yukito Minowa
 TSS-TV CO., LTD
 President

CN-302 13:00 ▶ 14:30

The possibility of television created by Diversity

Moderator
Osamu Sakai
 Media Consultant

Panelist
Hanako Kishida
 Japan Federation of Commercial Broadcast Workers' Unions
 (Fuji Television Network Inc. Affiliate)

Isana Sorakado
 Japan Broadcasting Corporation
 Program Director,
 Unit 3 Program Production Department, Osaka Station

CN-303 15:30 ▶ 17:00

A perspective and assessment of the changing environment of the broadcasting industry by SDGs.

Moderator
Mayumi Morinaga
 Hakuodo DY Media Partners Incorporated

Panelist
Shizuka Kinai
 Ernst & Young Shinrihōn LLC
 Climate Change and Sustainability Services (CCaSS)

Soshi Matsuoka
 fair
 Executive director

Kenji Fuma
 Neural Inc.
 CEO

After Session

November 30 (Tue.)

SS-101 16:30 ▶ 18:00

**Live Streaming by TV Stations and the Road to Regional Development
 ~Looking back on this year's Inter BEE, TV professionals of different generations will explore the answers to the future of the industry.**

Moderator
Kiyoyasu Ando
 LivePark Inc.
 President

Panelist
Shinichi Oyama
 TV Miyazaki Co.
 Programming Operations Department
 Content Development Department, Corporate Strategy Bureau

Kazuki Miura
 Hokkaido Television Broadcasting Co., Ltd.
 Content Business /
 Net Digital Business Department

December 7 (Tue.)

SS-102 11:00 ▶ 12:30

**Why did you come to TV? Returns
 ~Local "Tech Experts" Discuss the Future of Television~**

Leader
Katsunori Ishii
 Kansai Television Broadcasting Co.
 DX Promotion Department, DX Promotion

Fellow
Ayuki Sugimoto
 Hokkaido Cultural Broadcasting Co., Ltd.
 Programming Department

Jun Kurokawa
 Ehime Asahi Television, Inc.
 Engineering Department, Business Creation

Ryohei Orihara
 Nankai Broadcasting Co., Ltd.
 Content Business Center,
 Business Strategy Department

INTER BEE CREATIVE

INTER BEE CREATIVE Keynote

November 19 (Fri.)

KN-304 15:30 ▶ 16:30

**The first year of in-camera VFX!
 The future of in-camera VFX is finally in full swing in Japan!**

Panelist
Akira Sugiyama
 Epic Games Japan Business Development Manager

Syuya Mukai
 Epic Games Japan Solution Architect

Moderator
Takafumi Yuki
 Inter BEE CREATIVE Director

INTER BEE CREATIVE Special Session

November 17 (Wed.)

CR-101 11:00 ▶ 11:40

**23rd DigiCon6 Asia Grand Prix will be decided soon!
 ~Asian creators who can't be defeated by Covid**

Panelist
Junko Aikawa
 DigiCon6 Asia International Director

Moderator
Takafumi Yuki
 Inter BEE CREATIVE Director

CR-102 14:00 ▶ 15:00

A director and photographer who continues to create edgy images.

Yusuke Tanaka
 Video Director

Tajima Kazunali
 Photographer

November 18 (Thu.)

CR-201 11:00 ▶ 11:40

**JPPA Session: ~What it means to watch beautiful cinematics of animation with Dolby Cinema-
 Reporting the latest in 4KHDR content production!**

Makoto Imatsuka
 Q-TEC, INC.
 General Manager/Senior Colorist, Advanced Video Postproduction

CR-202 14:00 ▶ 14:40

**JPPA Session: Introduction of the remote relay system and
 remote MA system developed by TSP (Tokyo Sound Production)**

Kengo Kaketa
 TOKYO SOUND PRODUCTION INC., Chief Digital Officer

November 19 (Fri.)

CR-301 11:00 ▶ 11:45

**Subtitles for all content! A producer of production subtitles talks about
 "cutting-edge subtitles".**

Ryuhei Sudo
 NHK Global Media Services, Inc.
 Producer, Subtitle Production Center

CR-302 14:00 ▶ 15:00

Future possibilities for video production with LEDs.

Panelist
Shun Iwano
 2ndStage
 BRAX div. General manager

Takeya Nishiwaki
 2ndStage
 Visual Design div. General manager

Moderator
Tsutomu Arai
 GENKOSHA Co.
 Commercial Photo Editorial Department



INTER BEE EXPERIENCE

INTER BEE EXPERIENCE Special Session

November 18 (Thu.)

EX-201 11:30 ▶ 13:00

**Mixing Console Developers Discuss es:
 Difficulties and concepts in system development, features of the latest models, and future prospects**

Panelist
Yoshiaki Hasegawa
 Tamura Corporation
 Info Lighting and Broadcast B.U.
 Broadcast Facility Engineering Group Manager

Arata Imai
 Yamaha Corporation
 Manager, Product Planning Group,
 Professional Audio Division

Moderator
Takehiko Abe
 TV Asahi Corporation
 Systems Development & Technical Maintenance Center

EX-202 13:30 ▶ 14:30

**Sound Production and Content Sound in the Covid Era ①
 Evolution and changes in Remote Audio Production**

Yosuke Maeda
 Media Integration KK
 Product Specialist

EX-203 15:00 ▶ 16:00

**Sound Production and Content Sound in the Covid Era ②
 360 Reality Audio, a new music experience that
 realizes a three-dimensional sound**

Hiroshi Yamauchi
 Sony Corporation
 Content Workflow Solution Manager,
 Home Entertainment & Sound Products Business Group,
 V&S Business Development Department

November 19 (Fri.)

EX-301 10:30 ▶ 11:30

Effective Sound Creation through Plug-in Software ① Wave

Taisuke Terasoma
 Sound Engineer

EX-302 13:00 ▶ 14:00

Effective Sound Creation through Plug-in Software ② Apollo

Kenichi Matsuda
 Synk CO., Ltd.
 Representative Director

EX-303 15:00 ▶ 16:00

Music Production Software for Live and Streaming - Live10

Kei Kitada
 RIME, Ltd.



58th JBA Symposium of Broadcast Technology

November 17 (Wed.)		November 18 (Thu.)		November 19 (Fri.)	
JBA-101	10:00 ▶ 12:40	JBA-201	10:00 ▶ 12:10	JBA-301	10:00 ▶ 11:20
JBA Symposium of Broadcast Technology: Production Engineering (1)		JBA Symposium of Broadcast Technology: Transmission		JBA Symposium of Broadcast Technology: Pictorial Image Technology	
JBA-102	13:00 ▶ 15:20	JBA-202	13:00 ▶ 14:45	JBA-302	12:00 ▶ 12:50
JBA Symposium of Broadcast Technology: Production Engineering (2)		Japan Commercial Broadcaster Association: Tokyo 2020 Olympics ~Sneak peak of broadcasting process!~		JBA Symposium of Broadcast Technology: Transmission	
JBA-103	15:40 ▶ 17:45	JBA-203	15:20 ▶ 17:00	JBA-303	13:20 ▶ 15:10
JBA Symposium of Broadcast Technology: Production Engineering (3)		JBA Symposium of Broadcast Technology: Information Transmission / Network		JBA Symposium of Broadcast Technology: Sound Broadcasting and Audio	
		JBA-204	17:00 ▶ 18:00	JBA-304	15:40 ▶ 17:40
		JBA Symposium of Broadcast Technology: Datacasting / Digital Services		JBA Symposium of Broadcast Technology: Transmission Circuitry	

November 18 (Thu.)

JBA-202 13:00 ▶ 14:45

Japan Commercial Broadcaster Association: Tokyo 2020 Olympics ~Sneak peak of broadcasting process!~

Coordinator
Eiji Matsumoto
 Fuji Television Network, Inc.
 Technology Management Department,
 Technology Administration

Panelist
Fumi Matsuno
 The Sapporo Television Broadcasting
 Content Business Department
 Production Engineering Division,
 Engineering Department

Kenichi Okuzawa
 Bunika Hoso Co.
 Deputy General Manager, Administration Dept.
 Deputy General Manager of Administration Bureau,
 General Manager of Tech Innovation Dept.

Takashi Suzuki
 Japan Broadcasting Corporation
 Deputy General Manager,
 General Affairs Division,
 Broadcasting Engineering Department

Shunichiro Inagawa
 TV Asahi Corporation
 Technical Operations Center
 General Manager,
 News and Cable Technology

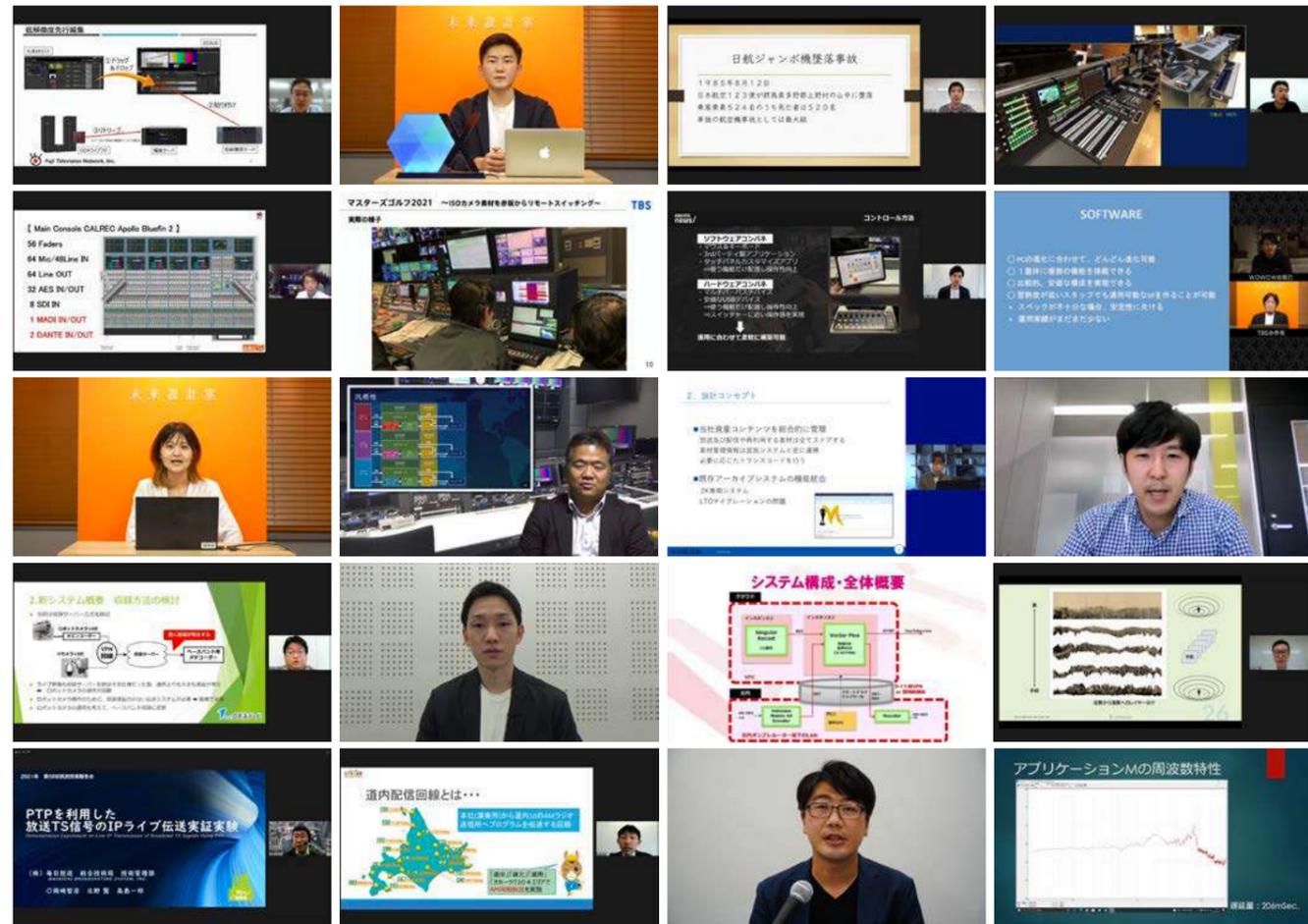
Hajime Shishido
 Tokyo Broadcasting System Television, Inc.
 Media Technology Department,
 Deputy General Manager,
 Production Technology Division

Yuji Suzuki
 Nippon Television Network Corporation
 Chief of Technology Management Division

Hirokazu Miura
 TV TOKYO Corporation
 Production Engineering Center,
 Engineering Division

Masato Naoe
 Japan Broadcasting Corporation
 Sapporo Broadcasting Station
 General Manager, Technical Department

コンファレンス抜粋



Online sessions were developed in a variety of styles.



Visitor Profile

Makuhari Messe Venue

2021 Registered Visitors

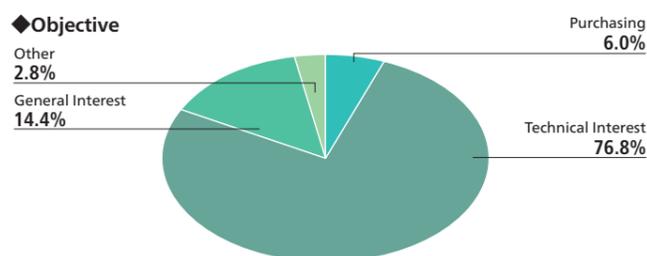
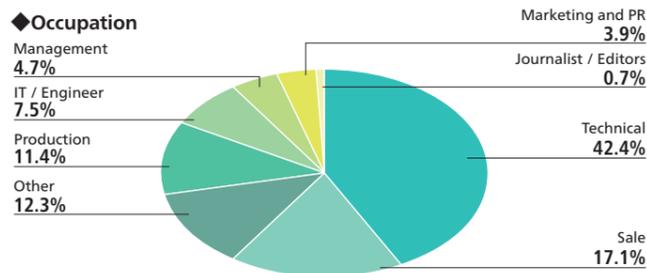
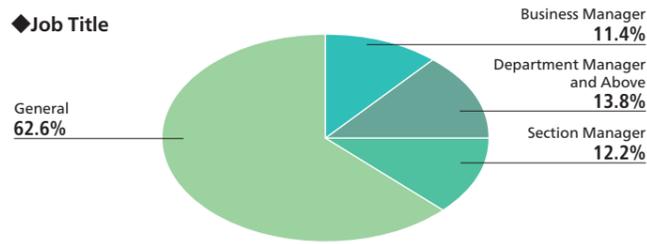
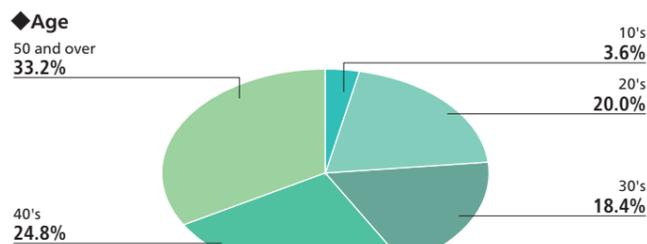
Registered Visitors	11/17 (Wed.)	11/18 (Thu.)	11/19 (Fri.)	Total
Japan	5,818	6,244	6,115	18,177
Overseas	55	72	4	131
Total	5,873	6,316	6,119	18,308

Total registered visitors: **18,308**

Breakdown of the number of registered visitors

Area	Country/Exhibitor	Number of visitors by country/region
Japan	1 Country/18,177	Japan/18,177
Asia	13 Countries · Regions/ 45	Korea 11/ China 8/ Taiwan 9/ Thailand 4/ Hong Kong 1/ Singapore 1/ Philippines 1/ Malaysia 2/ Vietnam 1/ India 2/ Macao 1/ Myanmar 1/ Mongolia 3
North/ Central America	4 Countries/17	United State 13/ Canada 1/ Brazil 2/ Other 1
Oceania/ Middle East / Africa	2 Countries/3	Australia 2/ Turkey 1
Europe	5 Countries/11	England 6/ Spain 1/ Finland 1/ Russia 1/ Austria 2
Unknown		55
Total	25 Countries · Regions	18,308

Visitor demographics



Type of Business

Equipment Manufacture	15.2%	Telecommunication Carrier	2.6%
Commercial TV Broadcaster	9.3%	Related Staging, Art and Lighting	2.4%
Film and Video Production Company	8.4%	Related PA Equipment	2.3%
System Integrators	6.9%	Other Guest	1.8%
Post-Production	6.1%	Content Delivery Network	1.7%
Other User	6.0%	Government Office, Organization	1.6%
Trading Company	5.7%	Related CATV	1.5%
Ad Agency	5.5%	Facilities and Retail Stores	1.5%
Student	4.7%	Record Manufacture	1.3%
Production	3.9%	Publishing and printing	1.0%
Public Broadcast Station	3.7%	Radio Station	0.6%
Related Content Creation	3.2%	Video Software Production Company	0.4%
Related Internet Business	2.7%		

Interest (In order of highest to lowest percentage)

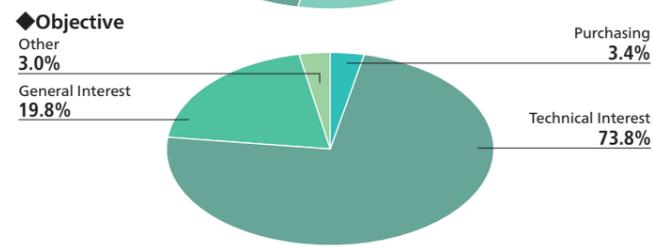
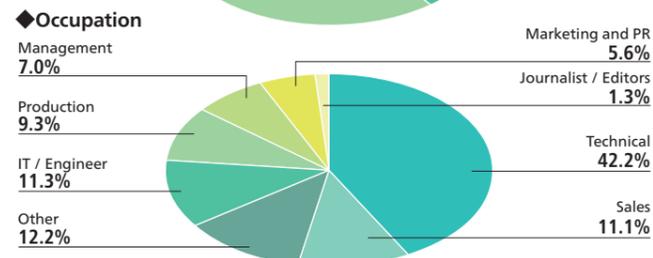
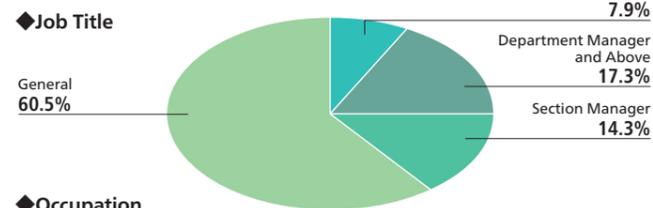
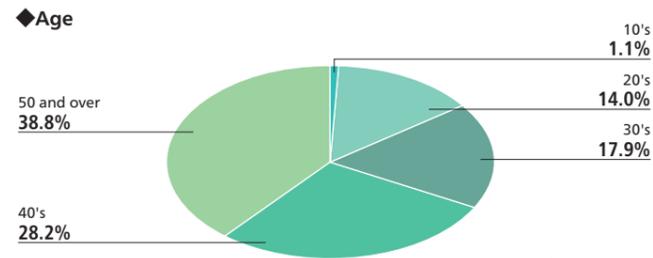
Video Equipment	16.6%	Servers, Storage	2.5%
Audio Equipment	9.7%	Output Systems	2.5%
Camera	7.6%	Transmission Systems	2.4%
VR, AR, 3D	5.3%	Public Viewing, Projection Mapping, Digital Signage	2.4%
Editing and Production Equipment	5.2%	Multimedia Systems	2.2%
Electronic Display	4.7%	Digital Cinema	1.7%
Digital Content Creation	4.0%	Stand-by and Peripheral Products	1.7%
Cloud Services	3.8%	Measuring System	1.5%
Relay System	3.5%	Production Management Systems	1.5%
Speakers	3.4%	Art and Staging	1.5%
Mixer	3.2%	VTRs, Memory Cards, Optical Disks	1.4%
Software	3.1%	OTT, SNS, Second Screen	1.1%
Microphone	3.1%	Electronic Power Unit	1.0%
Lighting Equipment	3.1%	Other	0.3%

Online Period

Number of registered visitors by day (Online Period: Nov 17(Wed) - Dec 17(Fri))

Total Registered Visitors: **12,955**

Visitor Demographic



Type of Business

Commercial TV Broadcaster	21.1%	Trading Company	2.3%
Equipment Manufacture	18.8%	Government Office, Organization	2.1%
Public Broadcast Station	6.0%	Related CATV	2.1%
System Integrators	5.1%	Ad Agency	1.8%
Other User	4.9%	Related PA Equipment	1.7%
Film and Video Production Company	4.5%	Content Delivery Network	1.6%
Post-Production	4.1%	Radio Station	1.5%
Other Guest	3.8%	Publishing and printing	1.2%
Production	3.2%	Related Staging, Art and Lighting	0.8%
Student	3.1%	Facilities and Retail Stores	0.8%
Related Internet Business	3.1%	Record Manufacture	0.6%
Related Content Creation	2.9%	Video Software Production Company	0.2%
Telecommunication Carrier	2.7%		

Interest (In order of highest to lowest percentage)

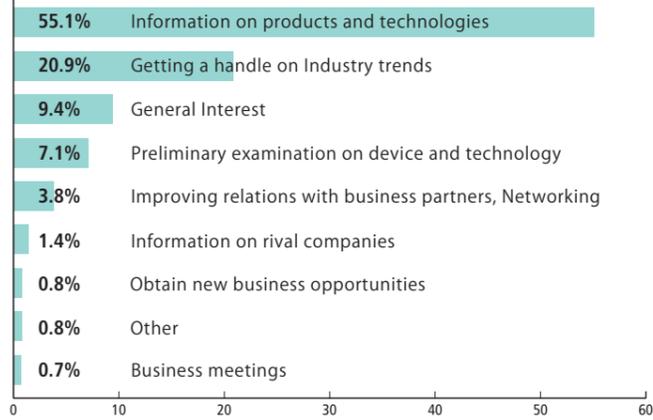
Video Equipment	14.4%	OTT, SNS, Second Screen	2.5%
Audio Equipment	7.5%	Public Viewing, Projection Mapping, Digital Signage	2.4%
Digital Content Creation	6.9%	Mixer	2.2%
Cloud Services	6.4%	Production Management Systems	2.2%
VR, AR, 3D	6.3%	Microphone	2.1%
Camera	5.6%	Speakers	2.1%
Editing and Production Equipment	5.1%	Measuring System	1.8%
Relay System	4.1%	Digital Cinema	1.7%
Software	3.7%	Lighting Equipment	1.6%
Output Systems	3.7%	Stand-by and Peripheral Products	1.3%
Electronic Display	3.3%	VTRs, Memory Cards, Optical Disks	1.2%
Transmission Systems	3.1%	Art and Staging	1.1%
Multimedia Systems	3.0%	Electronic Power Unit	0.8%
Servers, Storage	2.9%	Other	0.5%



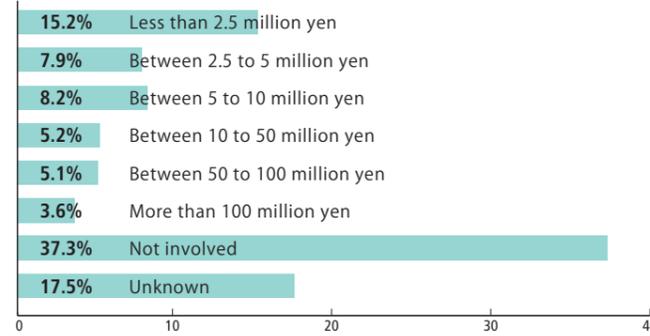
Visitor Profile

Visitor Surey

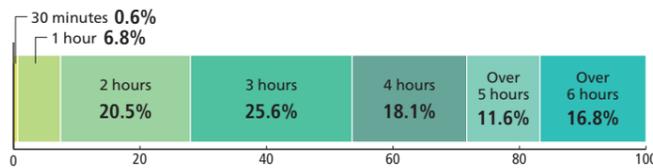
◆What was your goal in coming to Inter BEE 2021. (Multiple Answers)



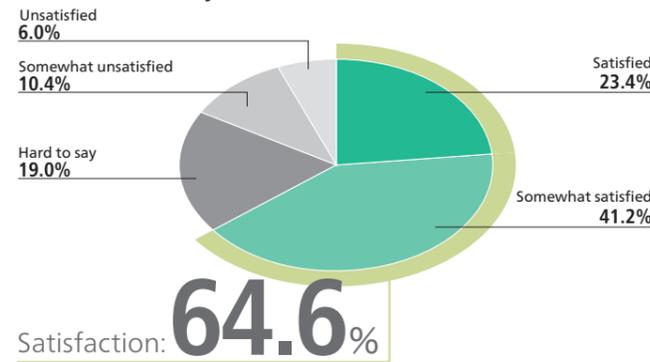
◆What is the annual budget for purchasing and installing the products and services?



◆How long did you spend your time in Inter BEE 2021 (Makuhari Messe)? Please choose the longer time spent, if more than 2 days visiting were spent at the exhibition.



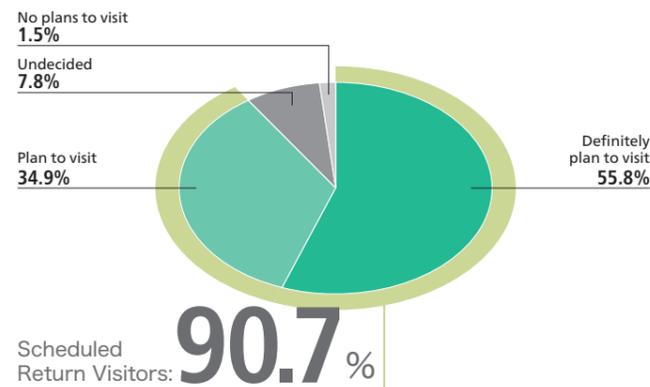
◆How satisfied are you with Inter BEE 2021 overall?



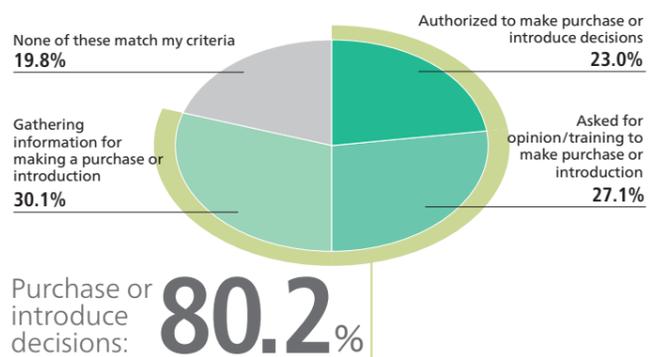
◆Was your visit to Inter BEE 2021 valuable? (Multiple Answers)



◆Do you plan to visit Inter BEE 2022?



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



Exhibitor Profile

Number of Exhibitors

Exhibition Category	Exhibitors			Booth spaces
	Japan	Overseas	Total	
Professional Audio Equipment	42	42	84	88
Video Expression / Professional Lighting Equipment	11	5	16	15
Video Production / Broadcast Equipment	167	189	356	602
ICT / Cross-media	33	6	39	44
Total	253	242	495	749

Exhibitors: **495** Companies
Exhibiting Countries / Regions: **35**

Breakdown of Exhibitors

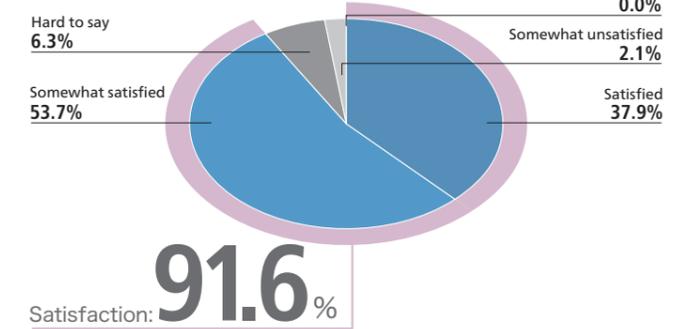
Area	Country/Exhibitor	Number of exhibitors by country/region
Japan	1 Country / 253	Japan / 253
Asia	9 Countries / 78	China 54 / Korea 7 / Taiwan 10 / India 2 / Hong Kong 1 / Indonesia 1 / Vietnam 1 / Thailand 1 / Malaysia 1
North / Central America	2 Countries / 74	United State 63 / Canada 11
Oceania / Middle East / Africa	2 Country / 12	Australia 7 / Israel 5
Europe	21 Countries / 78	Germany 25 / England 7 / France 5 / The Netherlands 4 / Italy 3 / Sweden 5 / Swiss 2 / Spain 4 / Belgium 7 / Denmark 3 / Norway 1 / Hungary 1 / Croatia 1 / Turkey 2 / Czech 2 / Lichtenstein 1 / Slovakia 1 / Other 4
	35 Countries	495 Exhibitors

Exhibitor Survey

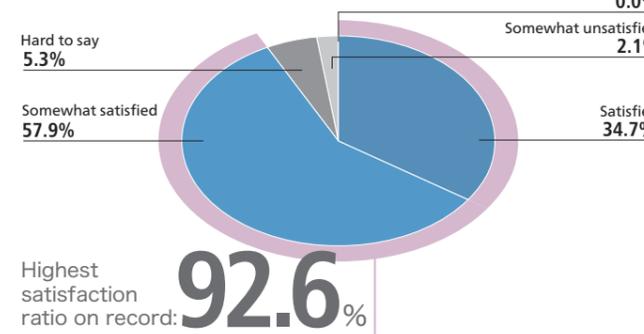
◆What were your main objectives for exhibiting at Inter BEE 2021? (Multiple answers accepted)



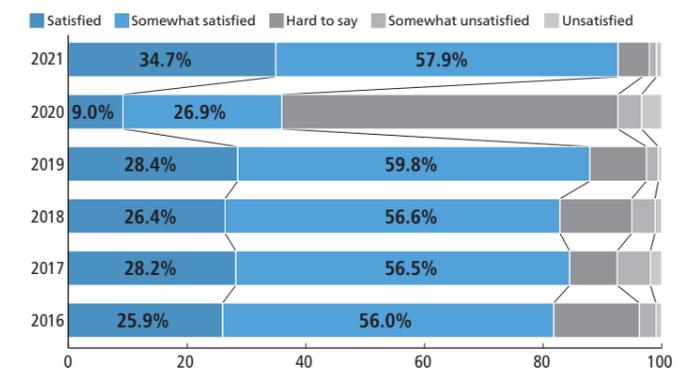
◆How satisfied are you with your goal as an Exhibitor?



◆How satisfied were you with your company overall after exhibiting at Makuhari Messe?



◆Changes in Satisfaction by Exhibition



Publication and Promotion

Public relations activities (press release distribution results)

- * Accepting exhibitors for Inter BEE 2021 (3/25)
- * Inter BEE 2021 Notice: Changes in Schedule (5/24)
- * Accepting pre-registration for Inter BEE 2021 (10/5)
- * Inter BEE 2021 will be launched November 17, This year's exhibition will be both at Makuhari Messe and Online (11/16)
- * 18,308 visitors at Makuhari Messe for Inter BEE 2021, Online event until December 17th (11/22)
- * More than 30,000 visitors for Inter BEE 2021 Inter BEE 2022 scheduled for November 16 to 18, 2022 (12/20)

Registered Press and Media

203 Registered Press (Makuhari Messe)
142 Registered Press (Online Period)

* Those who select "Reporter/Editor" as their job title during registration are counted as press.

Major WEB NEWS publications (in no particular order)

VIDEO SALON	VIDEOJOURnAL
ROCK ON PRO	VRonWEBMEDIA
PRTimes	CGWORLD.JP
Stereo Sound ONLINE	ITmedia Online
DCWatch	SankeiBiz
PHILEWEB	DEMPA SHIMBUN
Exhibition & MICE	@press
Developer.IO	Screens
PRONEWS	ascii.jp
CAPA Camera WEB	NHK Broadcasting Culture Research Institute
AVWatch	

Major Publications (in no particular order)

Full Digital Innovation Monthly	Eizoshimbun
Video Communication	Dempa Times
Radiomic	NEW MEDIA
Event Marketing	PROSOUND
VIDEOJOURnAL	Dempa Shimbun Daily
B-maga Monthly	TV Technology

Advertisement (Domestic)* Includes Web Banner

EIZO Shimbun	Densen Shimbun Daily
Radio Engineering & Electronics Association (FORN)	Video Journal
Radiomic	PRONEWS
Full Digital Innovation Monthly (FDI)	Denpa Times
Event Marketing Monthly by MICE	Broadcast Technology Monthly
Denpa Shimbun Daily	Video News
B-maga	

Advertisement (Overseas)* Includes Web Banner

APB (Asia Pacific Broadcasting)	ABU (Technical Review)
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Inter BEE Official Mail Magazine

Distributed the latest information to the visitor database accumulated over time

March-December **33** articles sent
89,361 accounts per article

Inter BEE Official Website

Site visited (March to December 2021) **523,283** Session

Online Magazine

Article published **92**

Official Twitter

◆ Followers: **3,239**
 ◆ Tweet posted: **325**
 ◆ Impressions: (March-December) **950,616**



Official Facebook

◆ Followers: **5,569**
 ◆ Posts: **261**
 ◆ Annual Reach: **699,534**



Official Instagram

◆ Followers: **1,131**
 ◆ Posts: **29** (including stories)

