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#interbee2019
Supporting evolving visual expression and a creative environment

1,158 company/groups exhibitors (highest ever)

Latest technology relaying sports content more appealingly and clearly

Held over 100 sessions with various themes

Recorded over 40,000 visitors!

Shared aims and rapid progression to new technologies that practically apply IP / 5G / AI

High-quality audio systems and world-class audio experience

Supporting evolving visual expression and a creative environment
With the Tokyo 2020 Olympics and Paralympics coming next year, this year's Inter BEE established “INTER BEE SPORT” as a new special program focusing on sports and sports content, and these topics were also reflected in keynote speeches and the exhibition. Sport is said to be one of the strongest ‘killer contents’, and it is gaining in influence in the areas of live viewing, broadcasting, and Internet coverage. So, what does new dimension sports content through SPORT×TECHNOLOGY×ENTERTAINMENT actually mean? It was an attempt to show the now and future in regard to sports content - content that is continuously expanding in scope.

At the keynote speech venue, the theme of all sessions on the first day was sports contents. The opening keynote speeches were given by a wide range of guests from Japan and abroad including Gordon H. Smith, the President and CEO of the National Association of Broadcasters (NAB); Daichi Suzuki, the Commissioner of the Japan Sports Agency; Kazutaka Ogata, Director of Broadcast Engineering Department of NHK; and Sotiris Salamouris, CTO of the Olympic Broadcasting Services (OBS), each talking about the future of sports and contents from their respective perspectives.

The INTER BEE CONNECTED keynote speeches from the afternoon were “Sports broadcast philosophy” in broadcasting media, followed by keynote speech 2, “Increasingly bright future of sports through digital technology”, which focused on future sports content from various stages apart from broadcasting. This subject was approached from various angles at each session. The special session held at the International Conference Hall on the second day covered SVG supporting sports content production all over the world as well as the “Advanced Technology on Sports Image Production” session held by OBS, NHK, and Canon Inc.
The Japan Rugby World Cup finished about 10 days before Inter BEE. It was a tournament when the Japanese team made unprecedented progress, but when looking back from a content perspective, it was a sporting event in which a wide variety of new production and distribution approaches were adopted, making it really powerful as a spectacle of entertainment.

INTER BEE CONNECTED keynote speeches adopted a fresh approach by focusing on this world cup, still fresh in the minds of many, while spotlighting the philosophy of sports content with an eye on next year’s Olympics and Paralympics.

“INTER BEE SPORT” was the first time that Inter BEE has created a category for a specific topic. This category provided information on the progress and innovation driven by technology and services in sports content production and distribution, with a view to creating new business opportunities and expanding the market. 10 companies provided booths, drawing many visitors.

Live events included a thrilling and acrobatic performance given by the professional double-dutch team, “REGSTYLE”, who have won three consecutive world championships.
**IP conversion when constructed in total from the filming to the delivery stage may enable maximum efficiency, and Japan is gradually heading in this direction.**

At the “INTER BEE PAVILION”, which introduces the increasingly large number of actual IP-based case studies, 26 companies participated in the “IP Equipment Connection Demo”. This equipment demo was conducted under the three themes of “SMPTE ST 2110 (Video/Audio) Interoperability”, “SMPTE ST 2110-30 DANTE (Audio) Interoperability”, and “SMPTE ST 2022-6 Interoperability”. Many visitors experienced the world of interoperability through a demo of IP live transmission production technology.

At the neighboring booth, Nara Television exhibited a 4K/HD full-IP outside broadcast vehicle. Visitors were free to tour the inside of the vehicle, which can be operated the same as standard outside broadcast vehicles despite the IP conversion. Adopting NMI, even for HD systems, for 4K/HD all-IP outside broadcast vehicles using IP live transmission technology enabled a video system without an SDI routing switcher and IP has also been adopted for sound. Furthermore, at the relay technology seminar held in the INTER BEE PAVILION, there was an introduction to activities relating to companies’ IP live transmission and related technology. In addition, NHK and the NHK Science & Technology Research Laboratories gave a presentation for the first time about the basics of IP networks, monitoring IP program production systems, and ST 2110 interconnection verification, and SKY Perfect JSAT Corporation and Nara Television gave a presentation on introduction case studies. Many visitors listened intently to these presentations.

On 15th November (Friday), INTER BEE FORUM keynote speech 6 about “IP-based Broadcasting Technology and Introduction Examples” was held. The leading IP-related theme of the “INTER BEE FORUM” was how broadcasting stations are utilizing IP technology in the IP-based broadcasting era that is already upon us. Future ideas about introduction of IP and latest initiatives such as case studies were introduced by Fuji Television, Television Tokyo, NTT Plala, AbemaTV, Hokkaido Cultural Broadcasting, and Kyodo Television.

Such was the interest in this event that a satellite venue had to be speedily arranged to accommodate the 800 people that had come to the 500-people capacity venue. Despite interest in IP, attempts to introduce it have been vague and uneasy. It would seem that increasing the number of case studies and sharing information on the challenges faced will be extremely important to overcome this situation.
Inter BEE was jointly held again this year with “DIGITAL CONTENTS EXPO (DCEXPO). This is the second time both events have been held together, commencing last year with the aim to strengthen Japanese contents technology skills and turn this into business. This jointly-held exhibition attracted many kinds of visitors including digital content creators, young video creators, and people involved with the content development sector.

About 40 companies exhibited at Content & Technology Showcase (CTS), a main feature of the exhibition established to spotlight leading-edge digital content and technology. The Innovative Technologies 2019 event discovers and promotes technology and content expected to contribute to the expansion of innovative content industries, and at this year’s event, eight specially-selected outstanding technologies were featured. In addition, the world's largest CG and outstanding technologies taken from “SIGGRAPH”, the international conference on interactive technology were introduced, thrilling creators from diverse areas including AI, VR, MR, and touch and taste technologies. Further, six unique exhibition/demos selected from an open call for participants as part of the “Program to Improve the New Content Creation Environment (Content Development Business Matching Program)” promoted by the Ministry of Economy, Trade and Industry were held, as well as business matching/pitching activities, and co-held workshops, so a lot was going on throughout the venue.

A wide variety of conferences were also held. These included the DCEXPO stage in the DCEXPO venue, three sessions held at the International Conference Hall and INTER BEE FORUM on the first day, and two collaborative project sessions held at INTER BEE IGNITION on the second day. At the DCEXPO keynote speeches, Mr. Tomohiro Ishim, a senior research fellow at the University of London, and Takashi Kawai, a professor at Waseda University gave a speech on the “Future of digital contents and neuroaesthetics”, which outlined a fresh approach to the possibilities of digital contents and media communication from a neuroaesthetics perspective. In addition, the “ASIAGRAPHIS19 Tsumugi Awards and Takumi Awards” ceremony and talk sessions were held as well as sessions tackling the theme of video expression by CG/VFX. On the INTER BEE IGNITION stage, the latest VR research in Japan and the US was introduced by Ms. Danielle Belko from Facebook, who is leading the way in VRAR research, and Michitaka Hirose, a professor at Tokyo University. There was also a talk show featuring Virtual VTuber, Megu Shinonome, and a wide variety of themes from the front line of digital contents were taken up by passionate lecturers.
5G commercial services started in 2020. Preliminary services have already started and we have finally entered the preparatory stage of fully-fledged use. It is envisaged that 5G will be used in a variety of business situations, but it is also expected to be utilized in the media and entertainment sectors. This particularly applies to the production, editing, and transmission of 4K/8K rich contents.

Held for the second time as a special program, “INTER BEE 5G”, was joined by the Softbank Corporation, who exhibited a trial 5G Base Station for the first time. It was an actually licensed wireless station that provided an experimental 5G communication link over a range of about 300 to 400m, so it was very authentic.

“5G Session 2019” was held at the keynote speech venue. Held for the third time, a number of key personnel in charge of technology promotion at four 5G carriers (NTT DoCoMo, KDDI, Softbank, and Rakuten Mobile) gave speeches in which they talked about their companies’ aims for 5G and the possibilities and future of this technology.

Additionally, some exhibitors’ booths took a more specific approach to 5G use, and as far as the media and entertainment-related industries and Inter BEE are concerned, this is an area that is very much expected to take off from next year.
Expectations of evolving contents and the things that lie ahead  
Exploring the 2020s amid an ever-expanding media environment

All sessions at this year’s INTER BEE FORUM were a great success. The number of sessions held at the International Conference Hall was 36 and, including the special programs in the exhibition hall, more than 100 sessions were held in total; all of which were packed with enthusiastic listeners.

The “Current and Future Trends of Collaboration between Broadcasting and Internet” session held at the keynote speeches venue on the second day drew the largest crowd. Ms. Yuka Mishima, the Director of the Promotion for Content Distribution Division, Information and Communications Bureau in the Ministry of Internal Affairs and Communications, gave a speech about the online delivery of broadcasting contents and use of viewing data. At the ensuing panel discussion, speeches were given and discussions were held concerning the many issues and future outlook for collaboration between broadcasting and the Internet. These included issues regarding hybridcast, now in its 6th year, as well as competition with OTT services, local stations and monetization, Internet infrastructure problems and 5G expectations, and use of viewing data in business.

The special session, titled “Now or never, Radio Management”, attempted to take on new challenges through Internet collaboration. At the technical session, there was an “In-depth discussion about 4K/HD and 3K/SD cross-conversion and operation”, which is key to video content production, and “Latest Audio Technology and Next-Generation Audio Creation”, which provided information about the front line of audio production. This was followed by “Total Request for Web Sound Engineers!” a request format session, and then “Urgent program: Natural Disasters and the media 2019”. All sessions attracted many listeners. Keywords were sports, AI, 5G, IP, 4K/8K content production, and radio. How will we continue to provide content in the future amid the ever-evolving and expanding media? Whatever the session, all eyes were keenly focused on exploring the media and content of the 2020s.
Inter BEE EXPERIENCE X-Speaker

World class in reality and in name
Experience the largest-ever collection of 18 speakers featuring 15 domestic and internationally famous brands

At this year's INTER BEE EXPERIENCE X-Speaker (SR speaker experience demo), 18 SR speakers featuring 15 brands were used, making it the largest ever staged to date. Having this many famous domestic and international brand SR speakers all under one roof and being able to hear them firsthand is an extremely rare and valuable opportunity anywhere in the world. Indeed, this year's event could be called a truly world-class trial listening event.

Particularly significant was the use of four point source speakers. Compared to line array speakers, point source speakers, which are designed for small spaces, have evolved remarkably. In addition to high sound quality and a sound pressure that exceeds expectations, it was an overwhelming contest between each speaker.

The line array speakers consisted of four small and ten medium/large products. Again, this year all products were flown from trusses hanging from the venue ceiling, and one could only look in awe at their majestic appearance. Some brands were new while others were making a reappearance, and over the three days of the exhibition, trial listening events were laid on to perfectly demonstrate the uniqueness and merits of these speakers.

Many visitors come to this event every year, but this year there were around 4,400 new visitors and about 6,000 in total. There has been increased interest in sound-related technologies at Inter BEE overall, and it could be said that this X-Speaker symbolizes that. As the weight of importance placed on the live entertainment market increases every year, there is continued interest in INTER BEE EXPERIENCE X-Speaker – an once a year opportunity to experience a collection of SR speakers that provide a world-class live sound.
The INTER BEE EXPERIENCE X-Headphone X-Microphone (headphone and microphone trial listening exhibit) was held for the fourth time this year. This event has truly established itself as an opportunity to freely and casually experience professional-grade headphones and microphones. Many visitors gathered at Exhibition Hall 1 again this year, and the highest ever number of visitors (over 5,000) came over the three-day period.

Many producers involved with sound and voice production such as PA and broadcasting studio staff visit this venue every year to experience new products and equipment they have never used before. The increasing number of younger people such as young creators and students was particularly striking this year. This could be the effect of the digital contents EXPO co-hosted with INTER BEE since last year or the increasing number of young creators who undertake video and sound/voice production alone such as videographers. Providing a place for such people to actually experience high-quality headphones and microphones is becoming more beneficial as it is, of course, an excellent opportunity for students to become involved with next-generation sound production.

Amid growing needs for quality and volume in image and video considering the increasing amount of video content on the Internet every year and the practical application of 5G, the importance of sound and voice that appeals to the senses of viewers is required. In addition, interest in sound technology is raising again as the live entertainment sector flourishes, and production quality is advancing to the next step. This year’s event showed that X-Headphone X-Microphone has become an invaluable place to interactively support creators producing next-generation content.
INTER BEE IGNITION

How will media expand?
Three-days when the mediatization of everything was prophesized

By proactively focusing on a world of image expression set apart from former broadcasting media, INTER BEE IGNITION started as an effort to blaze a new path for Inter BEE. In keeping with its ‘explosive’ name, the overall theme for INTER BEE IGNITION, now in its fourth year, was “Expanding media doesn’t stop at video”, a topic that we thought would generate lively discussion.

The INTER BEE IGNITION keynote speeches were held at the International Conference Hall on the second day of the exhibition. Under the title of “Activists in the Era in which Everything Outside of Film is Made into Media”, Prof. Ichiya Nakamura, a driver of various digital media projects gave a speech, which was followed by a panel discussion involving guest panelists and a video commentator.

At the INTER BEE IGNITION venue, the five keywords of “education”, “nightlife”, “urban”, “mobility”, and “niche media” were set as ignition points of the expanding media. Guest panelists from various sectors and positions were invited to take part in lively discussions about how ordinary people, society and the digital media industry would change and evolve due to various social situations being mediatized.

In addition, in keeping with the overall theme, boundless information was disseminated through a variety of events. These included the annual Awards Ceremony for the Lumière Japan Award 2019, given by the Advanced Imaging Society Japan Committee; introduction of the latest VR research in Japan and the US, which is a collaborative project held with DCEXPO; and a talk show featuring the 3DCG virtual VTuber, Megu Shinonome.
The INTER BEE IGNITION exhibition area is probably the place where you can see the most unique exhibits in the whole of the Inter BEE venue. At this year’s exhibition, there were booths that covered new video expression and video communication, and many interested visitors took park in firsthand experiences.

Like this event’s name suggests, both the stage sessions and exhibition area are ‘points of ignition’, and it is hoped that, in this constantly diversifying and expanding media environment, INTER BEE IGNITION will continue to be a place to explore unique innovation and business generated by technology and content inspired by new ways of thinking.

At the close of the first day, there was an opening party called, “Beer Bash - INTER BEE IGNITION Masterminds Discuss Media Theory”. At this inaugural event, the advisory board members, who had engaged in many discussions up until the holding of Inter BEE, talked with a drink in one hand in a relaxed atmosphere about their thoughts and ideas about the ever-expanding media.

This session and the previous nightlife session were streamed live via the live streaming site, “DOMMUNE”, which was presided over by panelist, Mr. Naohiro Ukawa. On that day, over 14,000 viewers were counted.
INTER BEE CONNECTED

Greatly changing media environment over the past 5 years
Enthusiastically communicating the next 5 years of broadcasting and video media

This is the sixth year that INTER BEE CONNECTED has been held as a special program. Over that period, broadcasting and media environments such as television have changed greatly. Marking this milestone of five years since its inception, INTER BEE CONNECTION held a succession of enthusiastic sessions looking at the next five years ahead.

This year’s keynote speeches were held at the International Conference Hall, and the topic of all the sessions on the first day was sports content. The afternoon keynote speech was titled, “Sports broadcast philosophy toward Tokyo 2020”. Akira Tanaka, the President of WOWOW Inc., which has enjoyed great success in broadcasting sports TV programs, was invited to be the facilitator. Many subjects, including professional baseball, the Rugby World Cup and the Tokyo Paralympics, were covered by a wide selection of guests, and the role of content created by TV in the field of sports was introduced at this session.

The INTER BEE CONNECTED sessions were opened by “Television Advertising in 10 Years: Imagining Using Viewing Data”, and the ensuing sessions were a great success on all days. Particularly popular were “Casual Video Viewing by the Younger Generation” on the first day, “Discussing the Next Step in Image Media with GYAO and AbemaTV” and “Media Strategy for Attacking Key Networks” on the second day, and “Business Outside of Broadcasting at Local Stations 2.0” on the final day. Each of these sessions attracted over 300 listeners, greatly exceeding the 200-seat capacity of the venue. How will broadcasting and video media change and evolve, and what kind of strategy and business is necessary? Each session looked at the future from varying perspectives and themes, and it could be said that greater interest in these subjects has emerged.

Date: Nov. 13-15
Place: Exhibition Hall 7
Area: 588 sqm
The Theme of Keynote Speech: Sports broadcast philosophy toward Tokyo 2020
Capacity of main stage: 200 seats
The Number of Sessions: 13 sessions
The Number of Speakers: 55 speakers
The Number of Audiences: 3,559 audiences (Total)
The Number of Exhibitor’s Presentation: 17 sessions
The Number of Exhibitors: 16 exhibitors
Continuing on from last year, this was the second time we held “After Hours!” It took place at the end of the second day, and the topic this year was “Will TV Really Survive!? How Will TV Change? What Will TV Do?” At this event, participants sat with a drink in one hand around a round table and entered into a free-for-all discussion with no boundaries between those seated on or in front of the stage. This year’s provocative topic drew a great number of visitors from various industries with a vested interest in the future of TV, particularly people working at TV stations, and it was an evening full of frank discussion. The event closed with a “Wrap-Up Talk Show” where the advisory board members both marked the sixth year of INTER BEE CONNECTED and drew a curtain on this passionate three-day event by discussing “The Past 5 Years and the Next 5 Years.”
At this year's INTER BEE CREATIVE, sessions approached a variety of issues such as "what is the real power of Japanese contents?" and "what are evolutionary young creators aiming for?" from various angles. A passionate audience numbering more than previous years assembled to address these questions over the three-day period.

The INTER BEE CREATIVE keynote speeches on the third day of the exhibition provided a fitting finale to the keynote speeches held at the International Conference Hall. The movie director, Mr. Isao Yukisada, took the stage to engage in positive exchange with the Asian film industry. Entitled "Calling All Japanese Creators! Step into a New World!", his speech covered the personal path he has followed as well as talk about the difficult challenges he faced when filming in China. He also talked passionately in a conversational style about what Japanese video creators need to make the move into the outside world.

The sessions held over the three-day period showed the current power of contents produced in Japan and Hollywood. Taking the stage for Japan was the technical production team for the NHK period drama, "Idaten", the first ever to be produced in 4K. The team introduced, among other things, the latest visual effects technology and the challenges that came with that. Taking the stage for Hollywood was Mr. Elliot Newman, the visual effects supervisor for "The Lion King", the live action film that was the talk of the town after its release this summer. Mr. Newman held a session entitled, "The Making of the Lion King", over a two-day period from 14th to 15th November. Many other movie directors, videographers and technical creators took the stage to take part in a wide variety of sessions that introduced the latest technological trends and stimulated young creators.

In the exhibits area, the annual video production and post-production-related booths were set up by the Japan Post Production Association. At INTER BEE CREATIVE MEET-UP, workshops and hands-on experiences were conducted.
Now in its third year, INTER BEE CREATIVE MEET-UP is another special event. This new and original event aims to gather professionals and amateurs from all areas of expertise and provide opportunities for them to take part in experiences and promote interaction and network-building. It also encourages users to come up with new ideas and take on new challenges and creates exhibitions and spaces to inspire them. Creating a place for the creators producing the next generation of contents to come together is especially important for Inter BEE.

In that respect, the workshops conducted over the three-day period attracted many participants on consecutive days and were a great success. The sessions covered leading-edge video production technology to online video marketing and effectiveness measurement, motivating young content creators such as videographers more than ever.
Opening Ceremony — Reception Party

Record number of 1,158 companies/participants grouped in the exhibition
The comprehensive media event, Inter BEE 2019, opens!

From 10 a.m. on the opening day of 13th November, the Opening & Keynote was held at Convention Hall A of Makuhari Messe International Conference Hall. The opening of Inter BEE 2019 was proclaimed at the venue with the holding of the Opening Session ahead of the various speeches in “Keynote Speech: Toward 2020.”

“Realizing user experiences that give spiritual happiness through contents”

Society is changing greatly due to digitization and conversion to a data-driven society, which are progressing in line with rapid technological innovations throughout the world. Amid such changes, JETTA is attempting to make reforms that help to solve social problems in partnership with various industries with the ultimate goal being the Ultra-Smart Society (Society 5.0) that is striving towards. Inter BEE is also striving to make great changes as a comprehensive media event that covers “making”, “sending” and “receiving” contents to realize user experiences that give people spiritual happiness.

Finally, next year in 2020 when the Tokyo Olympics and Paralympics will be held. With an eye on 2021, the theme for this year will be sports. A variety of sports-related sessions were prepared and INTER BEE POINT was put on as a special exhibition program. I would like you to use this year’s Inter BEE as an opportunity to understand the importance of broadcasting and contents in sports.

Mr. Noboru Toyoda
Director General for IT Strategy
Ministry of Internal Affairs and Communications (MIC)

"Incorporating new technologies and business models and creating new broadcasting and contents in partnership with a diversity of industries"

I am delighted from the viewpoint of the Ministry of Internal Affairs and Communication that, at this year’s Inter BEE, exhibits and discussions placed emphasis on themes such as 4K/8K and broadcasting and Internet collaboration.

New 4K/8K broadcast media provides images with more detailed clarity and sense of presence, and the recent enthronement ceremony, celebration parade and rugby world cup among others were broadcast in this format. The Tokyo Olympics and Paralympics will be held next year, and sports will be a major theme at this year’s Inter BEE. I hope that the public and private sectors will work together in helping to popularize 4K/8K and get us to place an infrastructure to receive such images so that they can be enjoyed by everyone.

The broadcasting environment has changed greatly. While protecting the goodness of broadcasting itself, I hope that we can continue to push on with positive initiatives that seek to incorporate new technology and business models and create new broadcasting and contents in partnership with various other industries.

Mr. Hisahiro Yoshida
Director-General for Information Communication Bureau
Ministry of Internal Affairs and Communications (MIC)

"Hopes for new viewing styles and development of diverse services through more vibrant mutual exchange”

I myself have visited Inter BEE on numerous occasions since the digitization of broadcasting, and major developments have taken place since then. At that time, I expected that more and more people would be involved in markets created by mutual exchange between broadcasting and digital contents. At Inter BEE 2011, there were 800 company exhibitions but that number now exceeds 1,158 companies. In addition, in 2011, there were 30,000 visitors but the number of visitors last year was over 40,000. That expectation has now become reality.

5G will finally start next year and 4K/8K contents will finally be distributed via the Internet. Elements such as 5G and AI will be added to content distribution technology, so added value continues to increase. It is hoped that Inter BEE will inject the momentum of new services and equipment from a connected industry perspective.

New and diverse viewing styles are expected for the Tokyo Olympics and Paralympics. It is hoped that mutual exchange and information-sharing between the people coming to Inter BEE today will lead to the development of new viewing styles and diverse services.

Mr. Yutaka Kanzagush
Chairman, Japan Commercial Broadcasting Association (JBA)

"Seeking to develop Inter BEE as a major place to get together with others and make things happen”

Thanks to your help, Inter BEE was held for the 55th time this year. It was held with the largest number of exhibitors to date - 1,158 companies. We would like to express our gratitude to all the groups that cooperated with us and to the government agencies concerned for their support.

JETTA has worked as a sponsor to change Inter BEE to a contents-centric event. Inter BEE was jointly held with DC EXPO. Based on the three keywords of "make", "send" and "receive", we have tried to transform the event into one that provides an abundance of experiences centered on broadcasting and digital contents, and it is actually becoming such an event. It is our mission to further develop such things and we are seeking to develop Inter BEE into a major place to get together with others and make things happen.

In particular, this year in the rugby world cup and next year sees the major events of the Tokyo Olympics and Paralympics, as the keyword of sports played a major role this year. Amid such major social movements, we would like you to make use of this year’s Inter BEE and as the sponsor we would like to initiate a variety of new developments in preparation for next year.

Mr. Keiichi Kawakami
Chairman, Japan Electronics and Information Technology Industries Association (JEITA)

"Ensuring that viewers enjoy the real feeling of watching sport and enjoy much more”

At this year’s Inter BEE, exhibits focusing on new sports contents have been provided and they are attracting great interest. This year’s rugby world cup was really exiting thanks to the brilliant performance of the Japanese national team. In addition, when looking back at this year, Japanese sports stars from the worlds of golf, tennis, athletics, soccer and table tennis and so on have produced some excellent results.

Broadcasting stations have brought these impressive feats to viewers while actively incorporating new technology. Finally, next year, the Tokyo Olympics and Paralympics will be with us. We have been making preparations to ensure that viewers enjoy the real feeling of watching sport even more, so please look forward to that.

A large number of typhoons made landfall on the Japanese islands this year, causing catastrophic winds and repeated rain storms. This caused severe damage across the country including the capital. I would like to express my sympathies to the disaster victims who are still living in difficult conditions.

While facing the immediate danger, many broadcasting stations devised various ways to speedily and accurately relay the information to viewers while doing their utmost to maintain broadcasting and equipment. As meteorological disasters worsen and fears of a major earthquake heighten, I hope to continue to rely on the warm support of all concerned to tackle all contingencies into account as a broadcasting station.

Mr. Tadashina Kawanishi
Chairman of Special Technical Committee, The Japan Commercial Broadcasting Association (JBA)

Inter BEE - continuing to pioneer an abundance of experiences, intensifying societal trends with ‘sport’ as the keyword

At sundown on the opening day, supporting and cooperating organizations as well as VIPs from exhibiting companies were invited to take part in the “Inter BEE 2019 Reception”. The glamorous venue served as a place for exchange between top management from various industry and profession teams including the broadcasting industry, equipment manufacturers, and the contents industry.

“Making a shift to contents and covering a wide range of sectors”

I would like to offer my heartfelt congratulations for boldly making a shift to contents a event content. This year will be the 55th Inter BEE. Starting the following the previous Tokyo Olympics, Inter BEE seems to have a deep relationship with the Olympics and broadcasting. Covering an extremely wide area such as contents combining video and sound as well as transmission and distribution, the industries involved with Inter BEE are no longer just the broadcasting industry. Thus, there may be a need to rename the exhibition to reflect its wider scope.

I had the honor of viewing the exhibits. It is excellent to see exhibitors organizing while absorbing new technologies of engineers such as 5G, AI and IoT. I hope that the exhibition will continue to expand.”

Mr. Koji Kitamura
Chairman of Special Technical Committee, Japan Broadcasting Corporation (NHK)

Spreading eccentric yet delicate contents

Contents are ever-evolving organisms. Delivering even more interesting contents that will lead the global market is vital. Software and hardware are closely connected and sport and art are two sides of the same coin. To ensure that digital contents from Inter BEE in the future, Inter BEE can deliver exquisite and original contents that express the beauties of nature.

Mr. Yasuhiro Kamauchi
Chairman, Digital Content Association of Japan
Audio-Technica was established in 1962, one year before the inaugural Inter BEE exhibition. The company provides the microphones every year for the Grammy Awards ceremony and it was the very microphones that caught the memorable "so da-me’” phrase famously uttered by the Japanese woman’s cutting team at the Pyeongchang Winter Olympics/Paralympics. A world-famous audio brand, Audio-Technica reinforced its corporate brand at this year’s Inter BEE by securing an exhibition space twice bigger than before, from where it provided a comprehensive showcase of its products. We spoke to Ms. Keiko Okada (Advertising Team, Advertising and Sales Promotion Section, Marketing Department) about the aims and themes of the exhibits as well as the role of Inter BEE, and Mr. Noriyuki Tsuchiya (Professional SS Section, Professional Audio Sales Division) about the aims of their Inter BEE exhibition.

Exhibiting a lineup of professional audio products

Conducting demos in lifelike-sized spaces

What are the themes and aims of your exhibition?

Ms. Keiko Okada responds, “Previously, we mainly displayed conference systems, but we have gone for an exhibition that includes the professional audio division. It’s an inter-department Audio-Technica professional audio exhibition, so we have been able to show our wide product lineup and business development.” She goes on to say, “Utilizing more room this year, we have created an interactive space based on a philosophy of showing solutions by example. We have created three lifelike-sized spaces, including conference room and recording studio spaces, from where customers can test the quality and effects of our products.”

“The height of the exhibition area is higher than normal. Having such an open space had a major impact.” (Ms. Okada)

“We also laid on a coffee stand for the first time, providing visitors with freshly-made coffee, so it was a pleasant space with a delicious aroma. It also helped create an atmosphere in which our visitors could view the exhibition at leisure. We tried to create a space that drew in new customers while valuing our existing customers.”

Announcement of 5 new products

At this year’s exhibition, Audio-Technica exhibited a larger product lineup and announced five new products aimed at professional users. These included a digital smart mixer co-developed with TASCAM, and an infrared boundary microphone. Mr. Tsuchiya gave us a rundown of these products’ features.

“The first one is the “ATDM-1012” digital smart mixer. Based on the basic functions of the “ATDM-0604” released two years ago, we have enhanced the processing function. We simultaneously developed a DANTE model that incorporates the DANTE input/output power of our first DANTE. The microphone manufacturer is DANTE. Communication is easy, good expansion, and it can send signal that reduces noise. It can send DANTE up to 990MHz and is effective at operating a wide range of wavelengths. It can switch microphone directivity between front hemisphere connectivity and omnidirectional. It is a wireless boundary system perfect for TV/Web conferences.” (Mr. Tsuchiya)

“The second one is the “ATW-801WSH” wall-mounted antenna. It is a wall-mounted whip antenna that is perfect for installation in conference rooms with design restrictions, and it is also structured to be connected directly to “ATW-909WE” antenna booster, enabling UHF band wireless systems to be installed stress-free.” (Mr. Tsuchiya)

Upgrading the ATUC Series conference system

Voting function newly added

The third one in the “ATU-A410P”. This covers 470 to 399MHz and is effective at operating a wide-range of frequencies including FM band as well as ISM. In addition, the ATU supports 10 to -14dB and can be flexibly changed according to operation.”

“The fourth one is the “ATUC-50DU”. It is also perfect for conference situations that require a voting function.” (Mr. Tsuchiya)

“At this year’s exhibition, Audio-Technica exhibited a larger product lineup and announced five new products aimed at professional users. These included a digital smart mixer co-developed with TASCAM, and an infrared boundary microphone. Mr. Tsuchiya gave us a rundown of these products’ features.

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Application process can all be done online

Streamlined application process praised

Mr. Okada spoke as follows about the role of Inter BEE and more specific wishes such as venue management, and she gave her appraisal of the event.

“In addition to broadcasting and video, Inter BEE places an important role as a place to showcase B2B and B2C audio. Another plus is that the exhibition application process can all be done online. Not having to submit and post documents is a great help. I also think that the booth allocation lottery method is clever. It all went smoothly without a hitch and there was no waiting time.”

Audio-Technica is a global audio brand that has achieved a great deal of success as a major player in fields such as music and sport, and the company has apparently started its preparations for the 2020 Tokyo Olympics.
Vitec Production Solutions Ltd. provides peripheral equipment, such as tripods and studio equipment, for professional videographers. At Inter BEE 2019, their booth displayed the 100mm bowl “Flowtech 100 Series” tripod system, and many visitors were able to come and try them out. The booth layout included a studio corner and a lineup of studio equipment such as pedestals and a prompter system, which visitors were free to try out.

The Vitec Production Solutions Ltd. booth was set up to allow visitors to test the products and to provide a place for communication. We asked Ms. Yuki Sawazaki, a Sales and Marketing manager at Vitec, about the aims of his company’s exhibition at Inter BEE 2019.

“Vitec Production Solutions Ltd. provides peripheral equipment, such as tripods and studio equipment, for professional videographers. At Inter BEE 2019, their booth displayed the 100mm bowl “Flowtech 100 Series” tripod system, and many visitors were able to come and try them out. The booth layout included a studio corner and a lineup of studio equipment such as pedestals and a prompter system, which visitors were free to try out. Ms. Yuki Sawazaki, a Sales and Marketing manager at Vitec, about the aims of his company’s exhibition at Inter BEE 2019.

Vitec Production Solutions Ltd. released our new “Flowtech 100 Series” tripod system in 2019. Our previous Flowtech 75 had a 75mm bowl, but the new Flowtech 100 features a 100mm bowl, enabling even heavier equipment to be used with it. In addition, market recognition of our Flowtech 100 product is still lower than the existing Flowtech 75, so we devised a booth primarily focused on raising the profile of the Flowtech 100.

In addition to tripod systems, we put on a studio corner at the back of the booth. We have provided studio equipment for many years so, going back to our roots, we exhibited our lineup of studio equipment such as tripods for professional video equipment and prompter systems.

Promoting products’ user-friendly qualities including their new tripod system

What were the themes and aims of your exhibition?

“We at Vitec Production Solutions Ltd. released our new “Flowtech 100 Series” tripod system in 2019. Our previous Flowtech 75 had a 75mm bowl, but the new Flowtech 100 features a 100mm bowl, enabling even heavier equipment to be used with it. In addition, market recognition of our Flowtech 100 product is still lower than the existing Flowtech 75, so we devised a booth primarily focused on raising the profile of the Flowtech 100."

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Tripod system that enables efficient filming with its high-speed setting mechanism

“Our three main tripod brands (Vinten, Sachtler, OCONNOR) were on display at Inter BEE 2019, and we placed our Flowtech 100 products for the three brands at the front of the booth. We used a consistent design for the Flowtech 100 products given that they belong to the same group. In addition, each brand is distinguished by the colors of the quick release brake lever and rubber feet. The Flowtech Series is a breakthrough tripod system made from carbon fiber that enables the three legs to be set very easily. With most tripods, each leg is locked in two places, so the height cannot be changed without releasing and adjusting each lock. The Flowtech Series tripod system is equipped with a quick release brake, which when released allows the height of the three legs to be freely changed. In addition to a midlevel spreader and ground spreader, it can also be used without a spreader, enabling filming under a variety of conditions. The ground spreader can be adjusted simply by pressing a button on the leg, allowing it to be set without stopping.”

“The Flowtech Series is a tripod system that eases the burden of setting a tripod for filming and can be set in a short time. Even when filming alone, because you do not have to crouch down or adjust many places, you can set it up with little effort and in a short time, and this is something that we would like visitors to experience at the booth.”

Each of our brands has their own areas of strength. For Vinten, it is news reporting, for Sachtler, production, and for OCONNOR, movies. We had previously only provided Flowtech 100 for the two Vinten and Sachtler brands, but we have now released this product under the OCONNOR brand, and visitors were able to test all three brands at the booth.

At the professional video studio corner, we exhibited our Auto Script brand prompter and our lineup of Vinten quattro pedestals. We are unable to go out and show this product lineup to places like regional broadcasting studios, so we hope that they take this opportunity to see them at Inter BEE.”

Valuable opportunity for consumers to experience our products

“Inter BEE is the largest video-related exhibition in Japan and is visited by many. We see it as a valuable opportunity for consumers to view our lineup of products. I think it is really worthwhile that our products are fully tried and tested by lots of different consumers who experience firsthand their features and qualities.”

“As a valuable place to meet consumers, we are thinking about exhibiting at Inter BEE next year as well. If we were to request something from Inter BEE, it would be to put on an event like this twice a year rather than just the once in November. I hope that you will give us more opportunities to have our products worn out by consumers while hearing their opinions.”

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The Vtuber, “Rimu”, debuts at Inter BEE
Dialog with visitors and proposing comprehensive solutions such as stereophonic sound

The Vtuber, “Rimu”, debuts at Inter BEE

Dialog with visitors and proposing comprehensive solutions such as stereophonic sound

Experiences combining the real and virtual

Variety of performances utilizing video, sound and lighting

■What were the themes and aims of your exhibition?

“Takenaka is striving to be a ‘Real & Virtual Experience Provider’. In addition to spatial productions developed over many years, the company has added virtual performances and contents such as solutions using VR and smartphones. This prompted us to think about creating virtual entertainment that combines the virtual and real, so as part of that we got to work on the Vtuber project.”

“We put on a stage at Inter BEE incorporating four solutions that we had developed, which we hoped would be seen by people in the industry, especially those involved in broadcasting and putting on shows such as live events. This was the first time that we had revealed “Rimu”, and we hope that she will continue to appear as a Vtuber. We also hope that she will be promoted on various other stages and grow with the people in the industry.”

■Three-dimensional performance of Vtuber’s voice using immersive audio

“At the presentation of our first solution, ‘immersive audio’, we conducted a demo that three-dimensionally changed the position of Rimu’s voice to make it sound like she was moving around the venue. This was achieved by 9.1ch audio using nine speakers. We also put on performances on the live stage that made full use of immersive audio for voice and music. In addition to technical aspects, Takenaka’s distinguishing feature is providing performances that use immersive audio synchronized with a Vtuber and video.”

■Stage design combining various shapes and LED displays

“The second solution was a diverse range of LED designs and stage design. At this year’s event, we conducted stage design combining various shapes and types of LED such as circular, triangular and see-through, and this was the first time such LED had been displayed. Because we can build freely-shaped LED displays and stage design, we can flexibly meet customers’ needs.”

“We produced a feeling of depth by installing this LED in three layers on the stage. Also, this unusual stage shape really grabbed people’s attention.”

■Interactive stage performance with participants

“We have an interactive event package called “Join Virtual” for stage performances using smartphones in real-time. This package can enhance the enjoyment of an event by allowing participants to make comments or vote and those results are visualized in real-time, which is an effective way to connect the stage with visitors.”

“At the venue, by tapping on a heart shape on the web, you can send ‘energy’ to Rimu, so the more people tap the more high-spirited Rimu becomes. You can also write a comment on the web and that is reflected in real-time on the LED display.”

“When Rimu reacts in real-time to visitors’ questions, this really helps to involve the customers. By reading QR code displayed at the venue, you can comment or vote from the web page without having to download an app. This ease-of-use will encourage people to use it at the venue.”

■Vtuber performance combining the real and virtual

“The last and fourth solution was the Vtuber, “Rimu”. We started making Rimu four years ago, since when we have worked on character settings, design, modeling, and system verification among other things. We have worked, first and foremost, to perfect films as a Vtuber, and we have come up with innovative performance-related solutions, such as how to show a virtual presence interact with real people and how to show the association between virtual and real things.”

“The Rimu seen on the screen is not only displayed in the LED display on the stage, she also gives the impression of being ‘right there’ with you through her interaction with the facilitator actually on the stage and with visitors at the venue.”

■Praise for Inter BEE’s promotion efforts

“As a place where many people from the industry get together, I thought that Inter BEE would be a good opportunity to debut Rimu. One area in which Inter BEE differs greatly from other exhibitions is in the various ways it promotes the event. For example, there is the pre-event interview in the Inter BEE Online magazine, SNS activities, and the VOD video coverage at the venue. The number of people who took an interest after seeing us on SNS was by no means low.”

“Many people at the venue were stopped in their tracks at the sight of Rimu’s smooth movement. The curvy LED-display on the stage and stage performance features also grabbed visitors’ attention.”
Fairway is a video production company with a history dating back 33 years. From 2000, the company entered the IT business and has been providing solutions to IT problems the company itself faces as a video production company. The company has exhibited at Inter BEE many times, and this was the fourth consecutive exhibition in recent years. At Inter BEE 2019, Fairway presented its “ixBee” and “ixPyder communication services which are centered around video transmission.

We asked Ms. Wakako Nomuro, a director of the Planning and Promotions Department at Fairway, about the significance of a video production company providing services that extend as far as communications services, the company supplying services that extend as far as communications services, and this was the fourth consecutive exhibition in recent years. At Inter BEE 2019, Fairway presented its “ixBee” and “ixPyder communication services which are centered around video transmission.

What are the themes and aims of your exhibition?

"At the previous Inter BEE 2018 exhibition, we mainly exhibited our dedicated "GANTAI" editor, which makes it easier to perform mosaic processing. At Inter BEE 2019, our exhibition centered around a new communication service that achieves stable video transmission at an affordable cost. With the holding of the 2020 Tokyo Olympics and Paralympics, 4K/8K production is expanding. However, high-definition video transmission is expensive and is unusable unless you’re a major corporation. To easily facilitate the public viewing of high-definition video including 4K/8K, Fairway started a new service. And that service is "ixBee".

At the site of the booth, we put our concept into writing: “When you own data it is just property, but when you share and use it with someone else it becomes an asset, from which you can value it out.” When we are showing our work as a video production company, there are times we are not very focused on our existing services, but provide a customized service configured to pass via Fairway’s data center. In this case, the number of lines to be bundled can be set flexibly.”

"On the booth stage, a video transmission-demonstration using ixBee was conducted with the Fairway head office. The communication environment can be simulated at Makuhari Messe when holding an exhibition. Through this demonstration, I think that we were able to show that stable video transmission is possible by bundling two or more lines. While the dedicated 1Gbps lines are fast, it is only one line and if that is disconnected, communication is also disconnected. On the other hand, ixBee bundles multiple lines no even if there is a problem with one line, communication can continue.”

"This ixBee patented technology of communicating with bundled lines is not only low-cost and stable, it also helps to improve security-based reliability. Viewed from the perspective of the data sender, data is dispersed over and sent via multiple lines, so even if the data is intercepted, the actual data content is not leaked. Such features are not limited to video transmission; you can also use them when secure and high-speed communication is required.”

"Our biggest advertising push of the year and a great opportunity for interaction between exhibiting companies. "Appearing at Inter BEE is our biggest advertising push of the year, and it has a major effect. The last few times we have been able to put up our booth in the same place, with some visitors saying, "you were here last year, weren’t you?" so this has helped raise our company profile. "Inter BEE Secretariat Office also take care of us, which is a great help to exhibiting companies."

"On the other hand, grabbing the interest of visitors is solely down to us in the booth. Attracting visitors to your booth is by no means easy. The area between the nearest train station, Kashiimashirahama, and the Makuhari Messe venue is covered in advertisements of the major companies, and small and medium sized enterprises (SMEs) cannot compete with that. If there was a way for SMEs to get more exposure by arranging a place on the journey between the stations and the venue for low-cost outdoor advertising, then we would be able to promote ourselves better.”

"Many people from related industries come to the venue, but exhibiting companies are unable to visit other booths and communicate with them. With Inter BEE, we think that it is particularly difficult for SMEs to interact and exchange information. Exhibiting companies could become mutual customers, so if there was an opportunity for exchange and collaboration between SMEs, the effect of exhibiting would surely be higher.”
**X-Speaker**

SR Speakers Demo & Presentation

- Venue: Event Hall, Makuhari Messe
- Supported by Stage Sound Association Japan, Japan Stage Sound Business Cooperative
- Media Partners: Music Echo

**X-Headphone | X-Microphone**

- Venue: Exhibition Hall 1 (Professional Audio Equipment)

**Free trial for High quality audio equipment**

Open experience professional public audio equipment in the exhibition, with well-known brands showcasing their high-quality devices.

**X-Microphone Product Brand / Participant Company**

1101 Sony Marketing Inc. | SONY
1102 UTEX Corporation | UTAX
1103 SANKEN MICROPHONE CO., LTD. | SANKEN
1104 Roland Corporation
1105 Tech Trust Japan Co., LTD. | SHOOPS
1106 MI Seven Japan, Inc. | AUSTRIAN AUDIO
1107 Sennheiser Japan K.K. | AUSTRIAN AUDIO
1108 OTARITEC Corp.
1109 Shure Japan Limited | SHURE

**X-Headphone Product Brand / Participant Company**

1110 Shure Japan Limited | SHURE
1111 STAX Limited | STAX.
1112 REWIRE INC | PHONON
1113 SHROSHTA INDUSTRIAL CO., LTD. | SOUNDWARRIOR
1114 Yamaha Music Japan Co., Ltd. | YAMAHA
1115 Sennheiser Japan K.K. | SANKEN
1116 Aida Co., Ltd. | GA YASONE

**Global Digital**

Record breaking 18 products from 15 brands

The world’s largest SR speaker demo is back once again this year Gathering attention nationwide as well as overseas, this exhibit will host products from 15 brands making it the largest world-class brand demo experience.

**Special Session**

Venue: Exhibition Hall 6

- 11:13 (Wed.) [Event Hall] 3F Mobility Entertainment: The Future Form of Vehicle Interiors
- 11:14 (Wed.) [Event Hall] 3F Application of Media in Urban Areas: The Case of Shenzhen and Shibuya
Proposing a Fusion of Broadcasting and Communication with Exhibits and Presentation

The ICT and media environments are changing all the time. Against this background, media communications, including television broadcasting, will enter an era of unprecedented transformation. How will broadcasting change? What kind of possibilities will ICT bring about in media communication? We will explore and showcase new business models on the forefront of broadcasting and communication.

Exhibits Presentations

**VENUE** INTER BEE CONNECTED Presentation Corner

### moderators

**TV Asahi Corporation**

**Fellow, Dentsu Institute**

**Chief Executive Director, IPC & IOC Education Committee Member**

**Professor, Tokyo Institute of Technology, Dentsu Institute, Head of Dentsu Institute**

**President, tv asahi corporation**

**President, Rakuten Data Marketing, Inc.**

**President, Keio University**

**President, Nippon TV Network Corporation**

**President, NHK Global Media Services, Inc.**

**President, Nippon Television Network Corporation**

**President, CVT, Inc.**

**President, CHUKYO TV. BROADCASTING CO., LTD.**

**President, Dwarf, Inc.**

**President, tv asahi corporation**

**President, IPC & WOWOW**

**President, Aoyama Gakuin University**

**President, Wise Media, Inc.**

**President, Principal Researcher, Broadcasting Culture Research Institute, Principal Researcher, Broadcasting Culture Research Institute**

### Panels

**Sports broadcasting philosophy - Toward to Tokyo 2020**

**What streaming content is necessary for Broadcast stations?**

**Automated Mass Video Production with Excel**

**Introduction of automatic caption system by NHK**

**Multiscreen Broadcasting**

**Crypto Groundswell, Inc**

**Verification report on Low latency platform for regional video distribution by CATV**

**Introduction of automatic caption system by NHK**

**What are the challenges for the changing viewers - A latest survey revealed by the changing in Japan**

**The reality of live streaming viewers - Attitude surveys resulted by live streaming in Japan**

**Global broadcasters / OTT providers**

**Verification report on Low latency platform for regional video distribution by CATV**

**Business Outside of Broadcasting at Local Stations 2.0 - The Triangle of Broadcasting × Internet × Local Society**

**Media Strategy for Attacking Key Networks**

**Casual Video viewing by the Younger Generation - Hints for Future Video Services by Analyzing Viewing Conditions**

**After Hours! Will TV Really Survive! How Will TV Change? What Will TV Do?**

**Impact of 5G on the Broadcasting Business**

**Overseas Expansion of Broadcast Contents: Is Streaming the Next Step?**

**Clariﬁcation Through Data! — The Latest Trend for “Quality and Value” When Viewing Sports Games!**

**How Should Advertisers and the Television Industry Respond to Changes in Consumer Behavior?**

**Discussing the Next Step in Image Media with GYAO and AbeemaTV**

**What Happens When the Internet is Excited? Program Production and SNS Utilization**

**Inter BEE CONNECTED: Wrap Up Talk Show - The Past 5 Years and the Next 5 Years**

**The advisory members of Inter BEE CONNECTED**
**Creative Session**

11:13 (Wed.)
- Technical Challenges in Studio, NHK’s First-ever Taiga Drama Filmed in 4K: Introducting the Production Process for a 4K Taiga Drama

11:44
- Exploiting Breakthroughs in the Japanese Movie Industry — Let’s Discover the True Strength of Japanese Creators!

11:55
- Adobe: Latest Update on Video and Audio Products

11:55 (Fri.)
- Hollywood Super Session: The Making of Lion King Part 2

12:05
- Considering the Building of HDR Production Environments

12:15
- Challenge to the Advanced technology Park

**Workshop Area**

11:13 (Wed.)
- Results for Video Content: The evolving Web Marketing
- Results for Video Content: The right way to market your content from 2 Case studies

11:30 (Thu.)
- Utilizing YouTube now and in the future: Marketing strategy for Influencer Insight

13:15 (Fri.)
- Adobe User Meeting Powered by Vook
- Adobe User Meeting Powered by Vook

**Meet-up Hawaii Cafe / Open Lounge / Beach Stage**

A free area to lounge and relax to meet up with friends. The Meet-up Area was an island themed area with Hawaiian cuisine and Hawaiian lemonade, including Polynesian dancers and Hula on stage.

**INTER BEE 2019**


**Exhibitor/Floor layout**

**LOCATION**

**INTER BEE CREATIVE**

**INTER BEE SPORT**

**INTER BEE ROKE-BENTO Grand Prix**

A brand new networking area for visitors and creators.

**Hans Hands On Area**

An area you can experience what the exhibitors are offering.

**Workshop Area**

Bringing you the latest trends from content creating to content marketing.

**Exhibitors Presentations**

**Exhibitor/Floor layout**

**INTER BEE MEET-UP**

A new area for hands-on activities and experiences.

**Location Bento Grand Prix**

A great success this year as well!
### Publicity activities (Actual distribution of press releases)
- Notification of start of exhibitor recruiting (2/22)
- Notification of start of pre-admission registration (5/30)
- Announcement of the outline of INTER BEE IGNITION (10/31)
- Announcement of the outline of INTER BEE EXPERIENCE (10/3)
- Notification of start of pre-admission registration (9/26)
- Notification of start of exhibitor recruiting (2/28)

### News Media Articles in Japan

#### Newspapers and Magazine Articles in Japan

- Eizo Shimbun
- Kake Hasho Times
- Stage Sound Journal
- The Isa Shimbun
- The Japan Exhibition News
- The Motion Picture & TV Engineering
- The Nikkan Kogyo Shimbun
- TV Technology
- Video Salon
- Yahoo! News
- Prolight + Sound

#### News Media Representative

- 342 people

#### News Media Articles in Overseas

- IBC Daily News
- IABM Journal
- APB (Asia Pacific Broadcasting)
- ABU (Technical Review)
- Sound & Recording Magazine
- Science News
- PROSOUND
- PRN Magazine
- Nikkei Business Daily
- NEW MEDIA
- Location Japan
- Dempa Times
- Video Tushin

#### List of Publication (Domestic)

- Eizo Shimbun
- Sound & Recording Magazine
- VIDEOLAND
- Kappa Shimbun
- Magazine
- NIKKAI NEWS
- KAKAI TIMES
- Location Japan
- NEW MEDIA
- Nikkei Business Daily
- Dempa Times
- Broadcast Engineering
- Stage Sound Journal
- VIDEOLAND

#### List of Publication (Overseas)

- APB (ASIA Pacific Broadcasting)
- ARRI (Technical Review)
- ARIA Daily News
- FUTURUS
- OPEN MEDIA
- Location Japan
- Dempa Times
- Broadcast Engineering
- Stage Sound Journal
- Video Tushin

### Number of articles in the printed media

#### Inter BEE 2019

<table>
<thead>
<tr>
<th>Before the show</th>
<th>During the show</th>
<th>After the show</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>153</td>
<td>26</td>
<td>231</td>
<td>410</td>
</tr>
</tbody>
</table>

### Inter BEE Official Mail Magazine

Delivered to the Visitors accumulated overtime.

Approx. 78,000 magazines × 27 times sent (as of 2020.2.4)

### Official Twitter

- Number of Twitter Followers: 2,619 (an increase of 172% from the previous year)
- Twitter: 347
- Annual Impressions: 2,426,097

### Official Facebook

- Number of Likes received: 5,276 (an increase of 110% from the previous year)
- Number of Posts: 306 (including links)
- Number of page transfers from the Facebook page to the Official Website: 2,134,277
- Total video played throughout the year: 57,362

### Official Instagram

- Number of Instagram Followers: 828 (an increase of 179% from the previous year)
- Number of Posts: 193 (including stories)
- Hashtag posted: interbee2019
- Annual Impressions: 948 times

### Media Partners

Related industry journals and magazines helped support Inter BEE as media partners, graciously publishing many articles on the exhibitors.
Inter BEE 2019 Results

Visitor Profile

**Details of Visitors by region and country**

<table>
<thead>
<tr>
<th>Area</th>
<th>Country Region / Number of Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>1 Country / 9,534 visitors</td>
</tr>
<tr>
<td>Asia</td>
<td>15 Countries Region / 76 visitors</td>
</tr>
<tr>
<td>Europe</td>
<td>18 Countries Region / 92 visitors</td>
</tr>
<tr>
<td>North America</td>
<td>3 Countries Region / 88 visitors</td>
</tr>
<tr>
<td>Latin America</td>
<td>5 Countries Region / 8 visitors</td>
</tr>
<tr>
<td>Middle East Africa</td>
<td>1 Countries Region / 19 visitors</td>
</tr>
<tr>
<td>Oceania</td>
<td>3 Countries Region / 7 visitors</td>
</tr>
<tr>
<td>Total</td>
<td>50 Countries Region</td>
</tr>
</tbody>
</table>

**Visitors by date**

<table>
<thead>
<tr>
<th>Date</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.13 (Wed.)</td>
<td>11,134</td>
</tr>
<tr>
<td>11.14 (Thu.)</td>
<td>13,436</td>
</tr>
<tr>
<td>11.15 (Fri.)</td>
<td>12,684</td>
</tr>
</tbody>
</table>

**Total Registered Visitors:** 40,375

**Visitor demography (Survey)**

- **Age Group**
  - 20’s: 18.0%
  - 30’s: 56.4%
  - 40’s: 23.3%

- **Job title**
  - Business Manager: 10.0%
  - Department Manager and Above: 16.5%
  - Other: 73.5%

- **Type of occupation**
  - Management: 6.9%
  - IT / Engineer: 6.2%
  - Production: 11.5%
  - Other: 15.6%

- **Objective**
  - General Interest: 15.2%
  - Technical Interest: 75.1%

- **Type of Business**
  - Equipment Manufacturer: 16.6%
  - Circulation Management: 3.3%
  - Related Internet Business: 3.1%
  - Related: 25.7%
  - Related: 7.2%

- **Interest**
  - Microphone: 11.3%
  - Video: 55.6%
  - Audio: 33.9%
  - Camera: 25.7%

- **Details of Visitors by region and country**

<table>
<thead>
<tr>
<th>Area</th>
<th>Country Region / Number of Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>1 Country / 9,534 visitors</td>
</tr>
<tr>
<td>Asia</td>
<td>15 Countries Region / 76 visitors</td>
</tr>
<tr>
<td>Europe</td>
<td>18 Countries Region / 92 visitors</td>
</tr>
<tr>
<td>North America</td>
<td>3 Countries Region / 88 visitors</td>
</tr>
<tr>
<td>Latin America</td>
<td>5 Countries Region / 8 visitors</td>
</tr>
<tr>
<td>Middle East Africa</td>
<td>1 Countries Region / 19 visitors</td>
</tr>
<tr>
<td>Oceania</td>
<td>3 Countries Region / 7 visitors</td>
</tr>
<tr>
<td>Total</td>
<td>50 Countries Region</td>
</tr>
</tbody>
</table>

**Visitor Survey**

- **What was your goal in coming to Inter BEE 2019?**
  - Information on products and technologies: 51.9%
  - Getting an handle on industry trends: 25.2%
  - Gathering information for making a purchase or introduction: 20.0%

- **How much is your annual budget on purchasing products/services?**
  - Less than 2.5 million yen: 19.2%
  - Between 2.5 to 5 million yen: 8.4%
  - Between 5 to 10 million yen: 8.2%
  - Between 10 to 50 million yen: 6.7%
  - More than 50 million yen: 7.0%

- **How satisfied are you with Inter BEE 2019?**
  - Satisfied: 84.2%
  - Unsatisfied: 15.8%

- **Do you plan to visit Inter BEE 2020?**
  - Plan to visit: 90.1%
Result: Exhibitor Profile

### Exhibitors Survey
- **What were your main objectives for exhibiting at Inter BEE 2019?**
  - 78.4% Sales promotion of product and/or technology
  - 76.5% Promotion of new product and technology
  - 76.5% Collecting information from visitors
  - 74.9% Seeking new clients in Japan
  - 55.9% Strengthening relations with business clients
  - 28.4% Advancing business agreements
  - 12.2% Creating new overseas clients

- **How satisfied are you with your goal as an Exhibitor?**
  - Somewhat satisfied: 2.0%
  - Satisfied: 9.8%
  - Very satisfied: 59.8%
  - Hard to say: 3.2%
  - Very unsatisfied: 12.7%
  - Somewhat unsatisfied: 28.4%
  - Unsatisfied: 74.5%
  - Dissatisfied: 76.5%
  - Very dissatisfied: 78.4%

**Satisfied: 88.2%**

### Overseas Exhibitor by Region and Country

<table>
<thead>
<tr>
<th>Region</th>
<th>Country Region</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>Japan</td>
<td>529 Co.</td>
</tr>
<tr>
<td>Europe</td>
<td>Switzerland</td>
<td>9,</td>
</tr>
<tr>
<td></td>
<td>Austria</td>
<td>8,</td>
</tr>
<tr>
<td></td>
<td>Denmark</td>
<td>6,</td>
</tr>
<tr>
<td></td>
<td>Finland</td>
<td>2,</td>
</tr>
<tr>
<td></td>
<td>Turkey</td>
<td>2,</td>
</tr>
<tr>
<td></td>
<td>Czech</td>
<td>2,</td>
</tr>
<tr>
<td></td>
<td>Croatia</td>
<td>2,</td>
</tr>
<tr>
<td></td>
<td>Latvia</td>
<td>1,</td>
</tr>
<tr>
<td></td>
<td>Portugal</td>
<td>1,</td>
</tr>
<tr>
<td>North America</td>
<td>US</td>
<td>197,</td>
</tr>
<tr>
<td></td>
<td>Canada</td>
<td>14,</td>
</tr>
<tr>
<td></td>
<td>Brazil</td>
<td>1,</td>
</tr>
<tr>
<td>Oceania</td>
<td>Australia</td>
<td>12,</td>
</tr>
<tr>
<td></td>
<td>New Zealand</td>
<td>1,</td>
</tr>
<tr>
<td></td>
<td>Israel</td>
<td>8,</td>
</tr>
</tbody>
</table>

Total Country Region: 38
Total Exhibitors: 1,158

### Floor Plan

- Hall 1
- Hall 2
- Hall 3
- Hall 4
- Hall 5
- Hall 6
- Hall 7
- Hall 8
- Event Hall
- International Conference Hall

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**Inter BEE 2020**
November 18-20 | Makuhari Messe, Tokyo

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**Inter BEE 2019**

**Outline**
- **Name:** Inter BEE 2019
- **International Broadcast Equipment Exhibition 2019**
- **Period:**
  - November 13th (Wednesday) 10:00-17:30 □*10:00-17:10□
  - November 14th (Thursday) 10:00-17:30 □*10:00-19:50□
  - November 15th (Friday) 10:00-17:30 □*10:00-17:10□
- **Location:** Makuhari Messe
  - Exhibition Hall 1-8 / International Conference Hall / Event Hall
- **Organizer:** Japan Electronics and Information Technology Industries Association (JEITA)
- **Supported by:**
  - Ministry of Internal Affairs and Communications (MIC)
  - Ministry of Economy, Trade and Industry (METI)
  - National Government Centers Distribution Forum
  - Domestic Mapping Association of Japan
  - Radio Engineering & Electronics Association
  - Radio Type Approval Association
  - State of the Art Technologies Expression Association
  - The Association of Japanese Animations
  - The Institute of Image Information and Television Engineers
  - Theatre and Entertainment Technology Association, Japan
  - Japan 3D Consortium
  - Ultra-Realistic Communications Forum
  - Visual Industry Promotion Organization

**Global Partners**
- Japan Electronics Show Association (JESA)
- Camera & Imaging Products Association (CIPA)
- Japan Association of Cinematographers
- Japan Cable Television Engineering Association
- Japan Audio Society
- Japan Association of Video Communication
- Japan Association of Lighting Engineers & Designers

**Managed by**
- Japan Electronics Show Association (JESA)
  - 5F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan
  - Tel: +81-3-6212-5231

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**Partners**
- Advanced Imaging Society Japan Committee
- Association of Media in Digital Camera & Imaging Products Association
- Digital Signage Consortium
- IPDC Forum
- J-IPDC FORUM JAPAN
- JAPAN AD CONTENT ASSOCIATION
- Japanese Society of Cinematographers
- Society of Broadcast Engineers
- MITSUI PICTURE AND TELEVISION ENGINEERING SOCIETY of Japan, Inc.
- Music and Sound Broadcasting Study Group
- National Theatre Association of Japan
- Japan Broadcasting Corporation NHK
- The Japan Commercial Broadcasters Association
- The Association of Japanese Animations
- State of the Art Technologies Expression Association
- The Institute of Image Information and Television Engineers
- Theatre and Entertainment Technology Association, Japan
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- Tel: +81-3-6212-5231