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140 companies/organizations has exhibited to the online event. Comprehensive media event, Inter BEE 2020 ONLINE has begun!

**Opening & Keynote**

To signify the start of Inter BEE 2020 ONLINE, the Opening & Keynote speeches were made on Wednesday, November 18th at 10 am. Kicking off the speeches with JEITA Chairman, Mr. Ishizuka, lead to increased access to the online site, exhibitor pages, special exhibition and session pages.

«A opportunity for Inter BEE as a hybrid exhibition with physical and online venues»

Last year we have all suffered greatly with the Covid-19 epidemic, giving Inter BEE the opportunity to make the exhibition an online event. We would like to express our gratitude to the participating ministries, agencies and organizations, as well as the exhibitors for all their support to make this exhibition through the trials and errors we had gone to make this event a reality.

This year Inter BEE will be able to realize the hybrid exhibition with the theme of “Create” “Deliver” “Experience” content as a comprehensive media event alongside Digital Content EXPO organized by Digital Content Association Japan for users media and entertainment industries, as well as, sessions from the Japan Commercial Broadcasters Association to showcase their latest technologies.

In addition, Inter BEE 2020 ONLINE will deliver a large number of conference sessions to provide a multifaceted view of the latest trends in the media entertainment industry, starting with keynote speeches by the Ministry of Internal Affairs and Communications and NHK, followed by presentations on the latest trends in the industry, such as remote production, collaboration between broadcasting and communications, the advancement of simultaneous distribution structures, and the use of AI. Other topics include audio and acoustic sessions, VR space, tutorials on supporting the production of increasingly sophisticated video content, and case studies on the introduction of IP-based broadcasting technologies.

We hope that the Inter BEE 2020 ONLINE have been a more enjoyable and effective venue for business and we look forward to your continued support and cooperation as we contribute to further development of the industry.

Japan Electronics and Information Technology Association (JEITA)
Representative Director/Chairman

Ishizuka Shigeki
The latest technologies and services were presented by more than 140 exhibitors that participated in the exhibition across four categories as the same as previous years.

**Exhibitor List (Alphabetical by Category)**

### Professional Audio
- ARTWIZ Inc.
- Bestec Audio Inc. / Beetech Inc.
- CORNES Technologies
- d&b audiotechnik Japan K.K.
- Dolby Japan
- Fraunhofer IIS
- GENELEC JAPAN
- MATSUDA TRADING CO., LTD
- Media Integration, Inc. / ROCK ON PRO
- MI SEVEN Japan, Inc
- MOGAMI WIRE & CABLE CORP.
- MQA LTD.
- Panasonic Corporation / Panasonic System Solutions Japan Co., Ltd.
- Sennheiser Japan K.K.
- Synthax Japan Inc.
- TAMURA CORPORATION
- TANIZAWA SEISAKUSHO, LTD
- TASCAM/TEAC CORPORATION
- UETAX Corporation
- Yamaha Music Japan Co., Ltd
- YAMAHA SOUND SYSTEMS INC.
- ZOOM CORPORATION

### Video Expression / Professional Lighting
- AOTO ELECTRONICS CO., LTD
- Audio Visual Communications Ltd.
- GODOX Photo Equipment Co. Ltd
- Lambda Systems Inc.
- QSTECH CO., LTD
- Shenzhen Hangalaxy Technology Co., Ltd
- SHENZHEN LIANTRONICS CO., LTD.
- 3MIM Co. LTD

### Video Production / Broadcast Equipment
- Adobe KK
- ADTECHNO Inc.
- AIM Electronics Co., Ltd.
- ALVIX Corporation
- Amazon Web Services Japan K.K.
- APCOT Corp.
- ASACA CORPORATION
- ASTRODESIGN, Inc.
- AT Communications K.K.
- Audiostock Inc.
- AVMATRIX / ADTECHNO Inc
- Barco Co., Ltd.
Bell Textron Inc.
BIOS CORPORATION
Black Box Network Services Co., Ltd.
Canare Electric Co., Ltd.
Canon Inc. / Canon Marketing Japan Inc.
CANVAs Co., Ltd.
Cosmic Engineering Inc.
Cross Imaging Inc.
Dell Technologies Japan Inc.
DTS INSIGHT Corporation
EIDEN Co., Ltd.
EIZO Corporation
ERG VENTURES CO., LTD
FOR-A Company Limited.
Foxconn/NxVi
FUJIFILM CORPORATION
FUJITSU LIMITED
GIN-ICHI Corp.
Grass Valley K.K.
HEIWA SEIKI KOGYO CO., LTD.
Hewlett-Packard Japan, Ltd.
HIRAKAWA HEWTECH CORP
HIROSE ELECTRIC CO., LTD.
Hitachi Kokusai Electric Inc.
IBEX Technology Co., Ltd.
IKEGAMI TSUSHINKI CO., LTD
IMAGENICS Co., Ltd.
Intelligent Wave Inc.
ISHIKAWA TRUNK Co., Ltd.
ITOUCHU Cable Systems Corp
Japan Communication Equipment Co., Ltd.
Japan Material Co., Ltd.
Japan Radio Co., Ltd.
JEITA Tape Storage Technical Committee
JVCKENWOOD Corporation
Kenko Professional Imaging Co., Ltd./Kenko Tokina Co., Ltd.
K-WILL Corporation
Lambda Systems INC
Leader Electronics Corporation
Macnica, Inc
MARUMI OPTICAL CO., LTD
MEDIA LINKS Co., Ltd.
Miharu Communications Inc.
MITOMO Co., Ltd.
MouseComputer CO., LTD.
MUSASHI Co., LTD
NEC
NEP Inc.
NHK Engineering System, Inc.
NHK/REITA
NIPPON CONTROL SYSTEM Corporation
OTARITEC Corp.
Panasonic Corporation/ Panasonic System Solutions Japan Co., Ltd.
PHOTRON LIMITED.
PROSPER ELECTRONICS Co., LTD
QUANTUM STORAGE JAPAN CORPORATION
Research Institute of Systems Planning, Inc.
Restar Communications Corporation
Rikei Corporation
RIP-TIE Inc.
Roland Corporation
Sakura Elki Co., Ltd
SAKURA Internet Inc.
Seiko Solutions Inc.
Servants International Corporation
Shenzhen Hollyland Technology Co., Ltd
SIGMA Corporation
Sony Corporation/Sony Business Solutions Corporation
SUZUMARU Co., LTD.
Tatsuta Takii Electric Cable Co., Ltd
Tokyo Broadcasting System Television, Inc.
Toshiba Digital Solutions Corporation
Toshiba Infrastructure Systems & Solutions Corporation
Traffic Sim Co., Ltd
UNITEX Corporation
Videotron Corporation

ICT / Cross-media

Advanced Media, Inc.
CTCSP Corporation
Digital Processing Systems Japan K.K.
Google Cloud Japan
IMAGICA Lab. Inc.
Innotech Corporation
IPTV FORUM JAPAN.
KKStream Limited
Limelight Networks Japan K.K
Lumen Technologies
MEDIAEDGE Corporation
Microsoft Japan Co., Ltd.
NTT Electronics Corporation
NTT TechnoCross Corporation
PlayCanvas Team Japan
Video demonstrations and presentations by exhibitors
A collection of video demonstration and presentation for visitors to better understand the exhibitors’ products.

Professional Audio

Video Expression / Professional Lighting

Video Production / Broadcast Equipment
Video Production / Broadcast Equipment
Video Production / Broadcast Equipment

Bell SIG
Bell Technical Inc.

SHS21/50 inside look at ABC1's new studio desk
Bell Technical Inc.

AVS Media & Entertainment Industry International
Amazon Web Services Japan K.K.

Amazon CloudFront for Media & Entertainment
Amazon Web Services Japan K.K.

Customer: Singtel

Customer: Shure

Selling with AVS Solutions: Line1 Streaming as VAB with Automated Multi-Language Subtitled
Amazon Web Services Japan K.K.

Customer: Bazermark

AMX Elements Link with demo
Amazon Web Services Japan K.K.

Customer: Vizrt

The Story of EOS C 300 Mark II (Canon Official)
Canon Inc./Canon Marketing Japan Inc.

Cisco 10 x 20 SMS Developer Interview (Canon Official)
Canon Inc./Canon Marketing Japan Inc.

Cisco 10 x 20 SMS Developer Interview (Canon Official)
Canon Inc./Canon Marketing Japan Inc.

Customer: Singos Air

NVIDIA SPEC on the Big Screen
NVIDIA SPEC

What is Omnus?
Omnus online service (Omnus com)

Introducing the audio monitor
SN/FU / VJR series
Canon Engineering Inc.

Introducing the relay switcher-gen
Canon Engineering Inc.

Introducing the relay transmission vehicle system
Auto Carry
Canon Engineering Inc.

Customer: BMW

Introducing the relay transmission vehicle system
Auto Carry
Canon Engineering Inc.

Introducing the small OB van
Auto Carry
Canon Engineering Inc.

Introducing the relay transmission vehicle system
Auto Carry
Canon Engineering Inc.

Introducing the relay transmission vehicle system
Auto Carry
Canon Engineering Inc.

Introducing the relay transmission vehicle system
Auto Carry
Canon Engineering Inc.

IP Link Specifications for 12G-SDI
Teknik Technical Libra Ltd.

TPS-180/2P/3P/3B Sound Difference in-Situ Cable
Teknik Technical Libra Ltd.

ICT / Cross-media

Linear Lightnetwork Video Solutions
Linear Lightnetwork Japan K.K.

Linear Lightnetwork Video Solutions
Linear Lightnetwork Japan K.K.

Introducing Presario EMS
MEDIAS LIMITED, LTD.

Introducing Presario EMS
MEDIAS LIMITED, LTD.

Introducing Presario EMS
MEDIAS LIMITED, LTD.

Introducing Presario EMS
MEDIAS LIMITED, LTD.

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MEDIAS LIMITED, LTD.

Introducing Presario EMS
MEDIAS LIMITED, LTD.

Introducing Presario EMS
MEDIAS LIMITED, LTD.
During the Live event, 75 sessions and seminars has been broadcast.
The seminars covered a wide variety of topics and latest trends in the industry with most being archived to view at the visitors’ leisure.
Online sessions were developed in various recording and streaming methods.
A variety of messages were delivered by key figures in various fields, exploring the latest trends and future prospects of the media environment in the "new normal" era.

**INTER BEE FORUM KEYNOTE**

**KN-101A 10:00 › 10:04**

**Inter BEE 2020 Opening & Keynote**

*Message from Organizer*

Shigeki Ishizuka  
Chairman, Japan Electronics and Information Technology Industries Association  
Vice Chairman, Representative Corporate Executive Officer, Sony Corporation

**KN-101B 10:04 › 10:24**

**Inter BEE 2020 Opening & Keynote**

95 years since the first broadcast  
~ How do we deal with online streaming?

Yoshinori Akimoto  
Ministry of Internal Affairs and Communications  
Director-General of the Information and Communications Bureau

**KN-102 10:24 › 10:43**

**Inter BEE 2020 Opening & Keynote**

NHK’s Digital Strategy

Satoru Masagaki  
Japan Broadcasting Corporation  
Executive Vice President

**INTER BEE CONNECTED KEYNOTE**

**KN-102 11:30 › 12:30**

5th Anniversary of TVer, Future of Commercial Broadcasting Association  
The aims of a New system in July and Future Prospects

Speaker

Masamine Ryuho  
TVer INC.  
President & Representative Director

Moderator

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

**INTER BEE EXPERIENCE KEYNOTE**

**KN-105 16:00 › 17:30**

2020 - New audio production and Content sound  
The Present and Future of Remote Audio Production

Yosuke Maeda  
Media Integration / ROCK ON PRO  
Product Specialist

Broadcasting and Streaming, discussing the "Sound" of media

Panelist

Takafumi Oike  
AbemaTV, Inc.  
ABEMA/DevelopmentDivision/ContentEngineeringGroup/QualityControl Specialist

Mikihiro Hikino  
Cygames, Inc.  
Audio Department, Audio Specialist

Kazuhiko Endo  
TEAC CORPORATION  
Marketing Section, Sales and Marketing Department, TASCAM Business Unit, Audio Products Division

Moderator

Takehiko Abe  
tv asahi corporation  
systems development & technical maintenance center

**INTER BEE IGNITION KEYNOTE**

**KN-104 14:30 › 15:00**

Creative Action > Design Thinking  
- Keeping the flame of Entertainment alive

Daito Manabe  
Rhizomatiks  
Artist/Interaction Designer/Programmer/DJ

Tsugumi Prize

Sputniko!  
Tokyo University of the Arts Associate Professor

Takumi Prize

Yutaka Matsuo  
Professor of the University of Tokyo

Moderator

Yoichi Kawaguchi  
Artist Emeritus at the University of Tokyo
Inter BEE 2020 ONLINE

November 19 (Thu.)

Inter BEE FORUM KEYNOTE

KN-201 10:00 → 11:30

IPTV Forum Project: Broadcast and Internet in the New Normal era
Current status of the collaboration of broadcast and telecommunications and what's the future.

Hironobu Yumoto
Ministry of Internal Affairs and Communications
Deputy-Director of the Information and Communications Bureau

Roles and Responsibilities of Broadcast and Networks in the DX Era.

Jun Murai
IPTV Forum

Reporting on Domestic and International trends of Broadcast and Internet collaboration - Trends in Japan and IPTV Forum

Masashi Ito
IPTV Forum

International trends of Broadcast and Internet collaboration

Masaru Takechi
NHK Engineering System Inc.
Moderator

Toru Takabayashi
IPTV Forum

Inter BEE FORUM KEYNOTE

KN-203 14:00 → 15:30

Japan Commercial Broadcasters Association Special Exhibit: What should broadcasters do with simultaneous streaming?

Introducing Field tests from 5 companies in Tokyo's Ministry of Internal Affairs and Communications

Coordinator
Hideto Nozaki
TV TOKYO Corporation
Manager, IT Development Division

Teacher
Yoshimitsu Tomizawa
Tokyo Broadcasting System Television, Inc.
Deputy Director, Media Strategy and Planning Office

Panelist
Atsushi Ogata
Tokyo Broadcasting System Television, Inc.
Manager, Media Strategy and Planning Office Division of Media Technology Innovative Technology Design, Multi-Platform Media Division DX Business Division

Inter BEE IP PAVILION KEYNOTE

KN-202 12:00 → 13:30

IP Session 2020: Perspectives on next generation Broadcast technology based on Covid-19
Broadcast over managed IP and Future Prospects

Keiji Kodama
Japan Broadcasting Corporation
Director of Engineering Administration Department

International Trends for Next generation Broadcasting ~ Prospects for the Broadcast Systems in terms of US "ATSC 3.0" and European "DVB-I"

Koichi Sonoda
Broadmedia Corporation
Technology Service Group Network Solution Dept.

Inter BEE FORUM KEYNOTE

KN-204 16:15 → 17:30

Forum hosted by A-PAB
Future Prospects for 4K8K Broadcast - Exploring the Issues and Possibilities for Further Dissemination

Policy Trends in 4K/8K Broadcasting

Kyoko Yoshida
Director of the Satellite and Regional Broadcasting Division, Information and Communications Bureau
Ministry of Internal Affairs and Communications

Future Prospects for 4K/8K Broadcast - Exploring the Issues and Possibilities for Further Dissemination
Panelist

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

Moderator
Keiko Murakami
Executive Researcher, Broadcasting Culture Research Institute
Japan Broadcasting Corporation
**INTER BEE FORUM**

**November 20 (Fri.)**

**Inter BEE FORUM KEYNOTE**

**KN-301** 10:00 → 11:00

**A-PAB Sponsored Forum: Promoting multi-use of 4K8K on the age of mixed media era**

Takashi Uchiyama
Aoyama Gakuin University
Professor, School of Cultural and Creative Studies.

**Inter BEE FORUM KEYNOTE**

**KN-302** 11:30 → 12:30

**DCEXPO Special Session: Future of Digital Contents, interacting with Neuro Aesthetics 2**

The Role of Advanced Video in the Post-Covid Era

Speaker
Takashi Kawai
Professor, Department of Intermedia Art and Science, Faculty of Science and Engineering Waseda University

Tomohiro Ishizu
Kansai University Faculty of Letters General Department of Humanities Department of Psychology Associate professor

**Inter BEE FORUM KEYNOTE**

**KN-303** 13:00 → 14:00

**AVC Section Lecture 2020: Efforts to develope the Last One Mile and Broadband services with the latest broadcasting technology and 5G**

Latest trends in broadcast technology policy

Naohiko Ogihara
Ministry of Internal Affairs and Communications Director, Broadcasting Technology Division, Information and Communications Bureau

Sumitomo Corporation’s Local 5G Initiatives

Kanji Kotake
SUMITOMO CORPORATION Corporate Officer, Deputy General Manager, Media Division, General Manager, Cable TV Dept.

**INTER BEE CREATIVE KEYNOTE**

**KN-304** 14:30 → 15:30

**Creating dramas in times like these! The creator of “Unnecessary Galaxy” discusses "creating entertainment content with Covid"**

Speaker
Tsuyoshi Inoue
Executive Director
NHK

Mio Ietomi
Producer
NHK

Moderator
Takafumi Yuki
Inter BEE CREATIVE Director

**Inter BEE FORUM KEYNOTE**

**KN-305** 16:00 → 17:30

**Managing Radio in the changing AD Business**

Speaker
Takanari Mimura
TBS RADIO, INC President

Yoshihiro Oto
Sophia Univ. Department of Journalism Professor

Moderator
Isamu Yoshii
New Media magazine
Exhibition Results

Exhibition Outline

Inter BEE 2020 ONLINE

- **Name**: Inter BEE 2020 ONLINE
- **Period**: Event Period: November 18, 2020 (Wed.) ~ February 26, 2021 (Fri.)
  Live Period: November 18 (Wed.) ~ 20 (Fri.)
- **Venue**: Online
- **Admission**: Free (Registration is required)
- **Organizer**: Japan Electronics and Information Technology Industries Association (JEITA)
- **Support**: Ministry of Internal Affairs and Communications (MIC)
  Ministry of Economy, Trade and Industry (METI)
  *Listed by date established
  Japan Broadcasting Corporation (NHK)
  The Japan Commercial Broadcasters Association (JBA)
  The Association of Radio Industries and Businesses (ARIB)
  Digital Content Association of Japan (DCAJ)
  The Association for Promotion of Advanced Broadcasting Services (A-PAB)
  *no particular order
- **Partners**: Advanced Imaging Society Japan Committee
  Association of Media in Digital Camera & Imaging Products Association
  Digital Signage Consortium
  IPDC Forum
  IPTV FORUM JAPAN
  JAPAN AD.CONTENTS ASSOCIATION
  Japan Association of Audiovisual Producers, Inc.
  Japan Association of Lighting Engineers & Designers
  Japan Association of Professional Recording Studios
  Japan Association of Video Communication
  Japan Audio Society
  Japan Cable and Telecommunications Association
  Japan Cable Television Engineering Association
  JAPAN POST PRODUCTION ASSOCIATION
  Japan PublicViewing Association
  Japan Satellite Broadcasting Association
  JAPAN STAGE SOUND BUSINESS COOPERATIVE
  Japan Visual Industry Guild
  Japanese Society of Cinematographers
  JSL Mobile Broadband Association
  MOTION PICTURE and TELEVISION ENGINEERING SOCIETY of Japan, Inc.
  MULTISCREEN BROADCASTING STUDY GROUP
  National Theatrical & Television Lighting Industrial Cooperative
  Next Generation contents Distribution Forum
  Projection Mapping Association of Japan
  Radio Engineering & Electronics Association
  Specified Radio microphone User’s Federation
  Stage Sound Association of Japan
  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
  3D Consortium
  Ultra-Realistic Communications Forum
  Visual Industry Promotion Organization
- **Global Partner**: The Association of Japanese Animations

Exhibits by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>Overseas</td>
</tr>
<tr>
<td>Professional Audio</td>
<td>23</td>
</tr>
<tr>
<td>Video Expression/Professional Lighting</td>
<td>2</td>
</tr>
<tr>
<td>Video Production/Broadcasting Equipment</td>
<td>88</td>
</tr>
<tr>
<td>ICT/Cross-Media</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>128</strong></td>
</tr>
</tbody>
</table>

Breakdown of Exhibitors

<table>
<thead>
<tr>
<th>Area</th>
<th>Number of Countries/Regions/Exhibiting Companies</th>
<th>Number of Exhibitors by Country/Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>1 Country, 128 Companies</td>
<td>Japan 128</td>
</tr>
<tr>
<td>Asia</td>
<td>3 Countries/Regions, 8 Companies</td>
<td>China 6, Taiwan 1, Hong Kong 1</td>
</tr>
<tr>
<td>Americas</td>
<td>1 Country, 2 Companies</td>
<td>United States 2</td>
</tr>
<tr>
<td>Europe</td>
<td>2 Countries, 2 Companies</td>
<td>England 1, Germany 1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7 Countries/Regions</strong></td>
<td><strong>140 Companies/Organization</strong></td>
</tr>
</tbody>
</table>

Exhibitor Survey

- **What was the purpose of your exhibit this time?**
  - 83.6% Sales promotion of products and technologies
  - 76.1% Promote new products and technologies
  - 68.7% Cultivate new customers in Japan
  - 59.7% Gathering reactions and opinions from visitors
  - 26.9% Conclude business talks and contracts
  - 25.4% Strengthening relationships with business partners
  - 10.4% Developing new overseas customers

- **How satisfied were you with the purpose of your visit?**
  - Satisfied
  - Somewhat satisfied
  - Somewhat dissatisfied
  - Dissatisfied
  - Neither

- Satisfied
  - 9.0%

- Somewhat satisfied
  - 46.3%

- Somewhat dissatisfied
  - 16.4%

- Dissatisfied
  - 1.4%

- Neither
  - 26.9%
Press Release

* Inter BEE 2020 will be held Online (6/26)
* Inter BEE 2020 ONLINE will be Accepting Exhibitor Applications Today (7/30)
* Pre-register for Inter BEE 2020 ONLINE (10/23)
* Inter BEE 2020 ONLINE End of the Live event period (11/25)

Registered Press and Media:

242 reporter/editor

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

Inter BEE 2020 related articles WEB NEWS

DC Watch  SankeiBiz
Stereo Sound Online  PC Watch
Nikkei Online  AV Watch
VIDEO SALON  VIDEO SALON
PRONEWS  minkabu PRESS
PR Times  YAHOO! News
BIGLOBENews  PHILE WEB
TV Technology  excite News
Exhibition & MICE  SVG NEWS
Event-marketing  Video SALON
ascii.jp  Developers.IO
Internet Watch  CAPA Camera Web
SVG NEWS  Real Sound tech
livedoor NEWS

Inter BEE 2020 related articles Magazines

Denpa Shimbun  PROSOUND
Eizo Shimbun  VIDEO JOURNAL
Denpa Times  New Media
TV Technology  VIDEO SALON
Video Tsushin  EVENT MARKETING
PRN Magazine  Exhibition & MICE

Digital Advertising (2020 Results)

● Facebook Reach:
91,754 accounts

● Twitter Impressions:
2,187,085 impressions

● Recommended Widget Impression:
23,385,888 impressions

Inter BEE Official Mail Magazine

Official Mail Magazine July 2020 – February 2021

35 Articles posted
Total accounts per delivery 83,547 Accounts

Inter BEE Online Magazine

July 2020 ~ February 2021: 24 Articles published

Official Twitter

2,824 Followers
104 Tweets posted
Annual Impressions 2,187,085

Official Facebook

5,330 Followers
127 Posts
Annual reach: 469,524 users
FB paid advertising: 91,754 ads

公式Instagram

976 Followers
60 Posts
(includes Instagram stories)
**EXHIBITON Results**

### Visitor Profile

#### 2020 Registered Visitors

<table>
<thead>
<tr>
<th>Date</th>
<th>Domestic</th>
<th>Overseas</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/18 (Wed.)</td>
<td>10,599</td>
<td>147</td>
<td>10,746</td>
</tr>
<tr>
<td>11/19 (Thu.)</td>
<td>3,910</td>
<td>55</td>
<td>3,965</td>
</tr>
<tr>
<td>11/20 (Fri.)</td>
<td>2,306</td>
<td>29</td>
<td>2,335</td>
</tr>
<tr>
<td>Live Event Period 11/18 - 2/26</td>
<td>16,815</td>
<td>231</td>
<td>17,046</td>
</tr>
<tr>
<td>Total Exhibition 11/18 - 2/26</td>
<td>20,746</td>
<td>310</td>
<td>21,056</td>
</tr>
</tbody>
</table>

#### Overseas Visitor Breakdown

**Continent**

- **Asia**
  - Korea, China, Taiwan, Hong Kong, Indonesia, Thailand, Singapore, Vietnam, India, Malaysia, Philippines, Macau, and Myanmar

- **Americas**
  - United States, Brazil, Mexico, Panama, England, Germany, Spain, France, Belgium, The Netherlands, Croatia, and Russia

- **Europe**
  - England, Germany, Spain, France, Belgium, The Netherlands, Croatia, and Russia

- **Oceania**
  - Australia

**Countries**


#### Visitor Demographic (Survey)

- **Age**
  - 10's: 1.0%, 20's: 12.4%, 30's: 38%, 40's: 29.5%, 50's and Above: 39.4%

- **Job Title**
  - Business Manager: 10.0%, Department Manager and Above: 18.3%, Section Manager: 15.7%, General: 56.0%

- **Occupation**
  - Marketing and PR: 5.7%, Management: 6.2%, IT / Engineer: 8.8%, Production: 9.5%, Other: 12.9%

- **Objective**
  - General Interest: 14.7%, Technical Interest: 69.5%

#### Type of Business

- Equipment Manufacture: 20.7%
- Commercial TV Broadcaster: 15.4%
- Public Broadcast Station: 6.3%
- Other User: 6.2%
- Other Guest: 5.1%
- System Integrators: 4.8%
- Film and Video Production Company: 4.7%
- Post-Production: 4.5%
- Production: 3.6%
- Related PA Equipment: 3.5%
- Trading Company: 3.0%
- Related Internet Business: 2.6%
- Related Content Creation: 2.4%

#### Reasons for the Visit (Selected Multiple Answers)

- Video Equipment: 12.0%
- Audio Equipment: 7.2%
- Camera: 5.7%
- Digital Content Creation: 5.4%
- Editing and Production Equipment: 4.9%
- Cloud Services: 4.7%
- VR, AR, 3D: 4.7%
- Electronic Display: 4.4%
- Software: 3.9%
- Relay System: 3.7%
- Servers, Storage: 3.4%
- Multimedia Systems: 3.3%
- Output Systems: 3.2%
- Microphone: 3.2%
- Mixer: 3.2%

#### Student 3.0%
- Telecommunication Carrier 2.3%
- Ad Agency 2.0%
- Related CATV 1.8%
- Government Office, Organization 1.4%
- Related Staging, Art and Lighting 1.3%
- Content Delivery Network 1.2%
- Facilities and Retail Stores 1.0%
- Radio Station 1.0%
- Record Manufacturing 0.9%
- Publishing and Printing 0.9%
- Video Software Production Company 0.4%
Visitor Survey

- Please tell us the purpose of your visit and registration to Inter BEE 2020 ONLINE?

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information on products and technologies</td>
<td>78.4%</td>
</tr>
<tr>
<td>Getting an handle on Industry trends</td>
<td>73.8%</td>
</tr>
<tr>
<td>General Interest</td>
<td>31.9%</td>
</tr>
<tr>
<td>Preliminary examination on device and technology</td>
<td>17.5%</td>
</tr>
<tr>
<td>Information on rival companies</td>
<td>11.5%</td>
</tr>
<tr>
<td>Improving relations with business partners, Networking</td>
<td>8.0%</td>
</tr>
<tr>
<td>Obtain new business opportunities</td>
<td>7.7%</td>
</tr>
<tr>
<td>Business meetings</td>
<td>5.2%</td>
</tr>
<tr>
<td>Other</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Involvement Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authorized to make purchase or introduce decisions</td>
<td>17.0%</td>
</tr>
<tr>
<td>Gathering information for making a purchase or introduction</td>
<td>31.3%</td>
</tr>
<tr>
<td>None of these match my criteria</td>
<td>22.6%</td>
</tr>
<tr>
<td>Asked for opinion/training to make purchase or introduction</td>
<td>29.1%</td>
</tr>
</tbody>
</table>

- How satisfied are you with Inter BEE 2020 ONLINE as a whole?

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied</td>
<td>13.4%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>40.8%</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>14.6%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>6.7%</td>
</tr>
<tr>
<td>Neither</td>
<td>24.5%</td>
</tr>
</tbody>
</table>

- Please tell us where you (watched) Inter BEE 2020 ONLINE?

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>40.9%</td>
</tr>
<tr>
<td>Office</td>
<td>56.3%</td>
</tr>
<tr>
<td>Satellite Office</td>
<td>1.0%</td>
</tr>
<tr>
<td>Other</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

- Will you be attending in Inter BEE 2021?

<table>
<thead>
<tr>
<th>Attendance Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will not attend</td>
<td>0.8%</td>
</tr>
<tr>
<td>Uncertain</td>
<td>12.1%</td>
</tr>
<tr>
<td>Planning to attend</td>
<td>55.5%</td>
</tr>
<tr>
<td>Planning to attend, but not certain until the date</td>
<td>31.6%</td>
</tr>
</tbody>
</table>

- When comparing online and physical exhibitions, which do you think is more effective?

<table>
<thead>
<tr>
<th>Exhibition Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Exhibition</td>
<td>9.5%</td>
</tr>
<tr>
<td>Physical Exhibition</td>
<td>37.3%</td>
</tr>
<tr>
<td>Both</td>
<td>53.2%</td>
</tr>
</tbody>
</table>
Organizer:
JEITA Japan Electronics and Information Technology Industries Association

Administration/Inquiries:
Japan Electronics Show Association
4F Ote Center Bldg.,
1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004