Review 2022

Table of Contents
Graphic Report
Summary ........................................................................ 02
INTER BEE FORUM .......................................................... 04
INTER BEE EXPERIENCE ................................................. 06
INTER BEE CONNECTED ................................................... 08
INTER BEE IGNITION × DCEXPO ..................................... 10
INTER BEE IP PAVILION ................................................... 12
INTER BEE CREATIVE ..................................................... 14

Exhibition Report
Exhibit Map ........................................................................ 16
Exhibitor List ...................................................................... 20

Forum & Event Programs
Opening & Keynote/Pre Session .......................................... 22
INTER BEE FORUM .......................................................... 24
Conference Sponsor ........................................................... 25
INTER BEE EXPERIENCE ................................................. 26
INTER BEE CONNECTED ................................................... 27
INTER BEE CREATIVE ..................................................... 28
INTER BEE IGNITION × DCEXPO ..................................... 30
INTER BEE IP PAVILION ................................................... 30
JBA Symposium of Broadcast Technology .......................... 31

Results
Visitor Profile ..................................................................... 32
Exhibitor Profile ................................................................ 35
Publication and Promotion ................................................ 36
Passion returns to Makuhari
Inter BEE 2022 attracts 26,901 visitors with 810 companies/organizations exhibiting at the real venue.
Online event was also a great success.

Inter BEE 2022, a comprehensive media event held at Makuhari Messe from November 16 to 18, 2022, was a great success and ran through to December 23 at the online venue. The total number of visitors for the three days was 26,901, a significant increase of about 1.5 times against last year’s 18,308. The number of exhibiting companies and organizations also increased significantly from 495 last year to 810, filling all five halls from Halls 4 to 8. Visitors enjoyed the event as they were able to experience the latest technologies through actual, and not only online, exhibits and by listening directly to intense discussions.

For regular visitors, the event was also an opportunity to renew old friendships with people they had not seen for a long time, and who they only get to meet at Makuhari.

As well as industry professionals, there were also many young visitors in casual attire at the 2022 event. This is probably due to the fact that the hurdles to production, especially for video, have been lowered with the advancement of digital technology, and the base of creators has broadened. Equipment and technology that would have been expensive a decade ago are now affordable, and the democratization of production technology is underway. The Internet has provided a place where anyone can see what they have created, and the barriers that once limited the involvement in TV, movies, and commercials to professionals have suddenly been broken down. It seems that equipment manufacturers and technology companies are also focusing on products aimed at this segment of the market. Although people tend to talk about the contraction of the industry, the area of the media industry as a whole is actually continuing to expand and it is anticipated that the industry will be filled with even more new life in 2023 and beyond.

With this in mind, there are great expectations for the future of Inter BEE.
After two consecutive years of online-only streaming of the INTER BEE FORUM in 2020 and 2021, this year was the first time in three years that the event was held as a real conference, attracting many enthusiastic visitors to every session.

At this event, we attempted to connect the online pre-session starting November 1 to the real sessions at Makuhari Messe on November 16, 17, and 18. The pre-session, which began with the Opening Keynote, included one session of keynote speeches and two sessions of special lectures. In the real session, eight keynote sessions, including a special keynote session, and 10 sessions of special lectures were held, for a total of nine keynote speech sessions and 12 special lecture sessions.

Mr. Yamazaki, Deputy Director-General for Broadcasting, Ministry of Internal Affairs and Communications, and Mr. Kodama, Senior Director and Chief of Engineering, Japan Broadcasting Corporation, were the opening and keynote speakers in the pre-session keynote speeches, and NAB Chairman Curtis LeGeyt also gave a message. In the real sessions, special keynote speeches were organized to convey current themes in each field. The INTER BEE CONNECTED Keynote Session examined new business models for broadcasting and media with the keywords "connected TV" and "FAST (Free Ad-Supported Streaming Television)," which are the latest media keywords worldwide. The INTER BEE IGNITION x DCEXPO keynote session examined the Osaka-Kansai Expo to be held in 2025, with cutting-edge technology as a keyword, while the INTER BEE CREATIVE keynote session discussed the challenges of the NHK Taiga historical drama "Kamakura-dono no 13-nin" (The 13 Lords of the Shogun), which was filmed using in-camera VFX. The INTER BEE IP PAVILION keynote session featured speakers from four big tech companies, who talked about the move from "SDI to IP and Cloud" with Japanese broadcasting stations, while the keynote session in the audio section focused on the "challenge of creating new sound" amidst the technological evolution toward digital and AoIP.

Special lectures included sessions on the future of media and expression, such as "The Future of the Broadcasting Industry, as Proposed by a Group of Gen Z Engineers," "Technology is Changing the Future of Diversity," "The Future of Radio and Business Models for Audio Media," and "Virtual NHK - Using the Metaverse to Create Programs." The sessions on the theme of broadcast media and metaverse also attracted much attention, and these included "Virtual NHK - Using the Metaverse to Create Programs" and "The Paradigm Shift in Broadcast Media: Creating New Value and Promoting Diversity through Participation-Based Digital Spaces!"

The 59th Technical Report Conference on Commercial Broadcasting (sponsored by the National Association of Commercial Broadcasters in Japan) was also held at the International Conference Hall for the first time in three years, with 63 sessions in seven categories and one special program session.
The INTER BEE EXPERIENCE X-Speaker (SR speaker demo) was launched on the occasion of the 50th anniversary of Inter BEE in 2014. Although the event started as a one-day event, the number of participating companies and products has increased, and the event has steadily progressed into a world-class listening session featuring SR speakers from well-known brands in Japan and abroad, receiving high acclaim from many quarters.

Despite the event being unavoidably suspended in 2020 and 2021, numerous requests were received from a wide range of people in the entertainment industry, including those in the live sound industry, to resume this signature event at Inter BEE. So, in 2022, EXPERIENCE returned to the Event Hall for the first time in three years to meet the expectations of the many visitors.

Participating in this event was 11 products from 10 brands. Although the number of products was fewer than the 18 products in 2019 before the hiatus, and this year’s event was only held over two days, the sight of the rows of line array speakers suspended from the high ceiling of the event hall, as always, heightened the sense of anticipation among the visitors as well as the staff and officials of the participating companies.

Then the sound began to ring out. The point source and stand-type line arrays had great powerful and excellent quality sound -unexpected given the compactness of the products themselves - reminding us that SR speakers have evolved during the two-year hiatus. In addition, the small, medium, and large line arrays installed in a flying configuration each had their own unique sounds.

The COVID pandemic, which began in the spring of 2020, has had a severe impact on the entertainment industry, especially in the field of live entertainment. It could also be said to have prompted an unexpected shift in the sound industry, as its impact necessitated a new path for recording and online streaming during that time, and caused their technologies and methods to evolve further. However, being in a large space like this, surrounded by an air-trembling sound that can be experienced throughout the body as well as the ears, visitors were reminded once again of the joy and importance of experiencing a live performance.

Next year, 2023, will mark the 10th anniversary of the X-Speaker special event, if it continues uninterrupted. Ten years is how long this event has been one of the faces of Inter BEE, and its revival this year marks a new start for next year and beyond. This year’s EXPERIENCE ended on a high note, bringing with it a sense of anticipation and expectation that another experience, the headphone/microphone listening experience, will resume next year.
Diversity of sessions held at Makuhari for the first time in three years
Discussions transcend the boundaries between broadcasting and telecommunications

The appeal of INTER BEE CONNECTED is its eclectic mix of themed sessions, which in 2020 and 2021 were held in an online format, but in 2022, for the first time in three years, sessions were held at a ‘real’ venue in Makuhari. The varied discussions that transcended the boundaries between broadcasting and telecommunications attracted a large audience. Before the event, a pre-session was held online in early November, featuring a session on the new generation of filmmakers known as “videographers” and a session on news reporting in the age of information health.

The theme of the keynote speech on the 16th at the International Conference Hall was “Connected TV,” which is attracting attention as a new advertising market. The session fully introduced trends in Europe and the U.S., allowing the audience to get a good understanding of the new service.

On the 17th and 18th, three sessions each were held on the CONNECTED venue stage. The latest data on how the COVID pandemic has changed people’s media lives was presented in the customary session on the 17th, featuring mainly the Dentsu Media Innovation Lab. In the session on sports viewing, cutting-edge case studies including ABEMA, which gained attention for its streaming of all World Cup games, were presented. In the session on “A Society Where No One is Excluded,” participants discussed at length the social issues that the media should tackle.

The first session on the 18th was a session on learning from Korean entertainment that is highly acclaimed around the world. IP entertainment that connects Japan and Korea was discussed. The session on local stations encouraged speakers from various positions other than broadcasters to discuss what it means to have a close relationship with the community. In the last session, creators who are active outside of broadcasting stations were invited to talk about the era in which the creator takes the leading role.

The special project, CONNECTED, started in 2014, but the “CONNECT between broadcasting and telecommunications,” which has been a common issue for TV stations, has also taken root and various services that actually transcend the boundaries are now being developed. Perhaps it is time to look for something beyond the barriers next time. The broadcasting industry has been forced into a tight corner as people spend less and less time watching TV, but the key to new growth lies beyond the boundaries. CONNECTED’s further development is needed as an opportunity to find new ideas.
INTER BEE IGNITION × DCEXPO

Ignition point from fusion of new IGNITION and DCEXPO
Gathering of advanced content technologies that transcend the boundaries of media and disciplines

INTER BEE IGNITION, a special project launched in 2016, and DCEXPO (Digital Content EXPO: organized by the Digital Content Association of Japan), began to be held simultaneously from 2018. Both are venues for the transmission of advanced expression and content technologies not bound by the boundaries of the media and entertainment fields, and the two were fused together as INTER BEE IGNITION × DCEXPO.

This year, all sessions except the keynote speech were available online. The keynote speeches were given by Yoichi Ochiai, producer of the theme project, and Masaru Ishikawa, producer of venue operations, on the theme of Expo 2025 Osaka-Kansai, which will be a grand testing ground for future society based on cutting-edge technology. In the planning sessions, a number of themes were lined up from the pre-session to the main session, including volumetric capture, metaverse, Web3, XR, and other subjects that consider future society and business from the perspective of advanced content technology and visual technology. The pre-session also featured the “DCEXPO Project: TechBiz Pitch Battle,” in which participants presented their pitches in English both domestically and internationally and responded to sharp questions.

At Makuhari Messe, in addition to the 10 booths exhibited at INTER BEE IGNITION × DCEXPO, 8 booths of DCEXPO’s “Innovative Technologies 2022” and 8 booths of “TechBiz: Technology Business Acceleration Program” were exhibited. Stage events included the annual “Advanced Imaging Society’s Lumière Japan 2022 Award Ceremony” as well as demonstrations by exhibitors. In addition, “EXPLORE NEW REALITIES (VR Contents Experience Corner)” was set up as a special event, where visitors could experience the metaverse and advanced VR through HMDs.

This is the first time that INTER BEE IGNITION and DCEXPO have been combined. As expressions and contents using new technologies that are constantly evolving go beyond the boundaries of media and the Internet and further penetrate into business, society, towns, and daily life, this special event spotlights the creators, production companies, and researchers who are responsible for such expressions and contents, and reminds us that the role of this special event is expanding more and more.
Now in its fifth year, INTER BEE IP PAVILION is a special event that has always been at the forefront of providing the latest information on the transition to IP for broadcasting stations in Japan, and this year's event surpassed last year's by attracting participation from over 40 companies and organizations, making it the largest-scale collaboration of its kind in the world. Additionally, by reproducing and actually operating an IP connection environment at the Inter BEE venue, the event provided an easy-to-follow introduction of Media over IP to a wide range of visitors, from the rudiments of IP for broadcasters to engineers who are considering the specifics of IP implementation.

The highlight of this year's event was, of course, that each participating company brought in the latest equipment to create a connection environment. This included the verification of interoperability, in which almost all devices were connected using the ST2110 SMPTE standard; common control across manufacturer boundaries with NMOS; and interoperability in transmission using the JPEG-XS video high compression standard.

Attracting a great deal of attention was a “Media Operation Center (MOC)” that was constructed within IP PAVILION. The Center gathered all the equipment in one place by taking full advantage of the remote production features of IP. As a demonstration of actual content relay, a session held on the open stage of the planning session at the Inter BEE venue was filmed in different media formats (2K, 4K, and 8K), which were then mixed together and sent over the network.

For the first time, a booth tour was held, with people who were involved in the preparation of IP PAVILION serving as guides to introduce actual Media over IP while circulating around the pavilion with more detailed explanations. Approximately 200 enthusiastic visitors attended the event.

At the INTER BEE IP PAVILION keynote speech on the 17th, speakers from the four major tech companies, Cisco, Amazon, Google, and Microsoft, took the same stage for a session titled “Four big tech companies talk about the move from ‘SDI to IP and Cloud’ with Japanese broadcasting stations.” After each presentation, broadcasters raised questions with the speakers, who discussed how the world’s leading tech companies think about the shift to IP and cloud computing for broadcasters.

Furthermore, the annual relay seminar connecting engineers from the user side (broadcasters and enterprises) and the vendor side was also held. A total of 25 sessions were held with a variety of contents according to the stage of IP migration ranging from “Basics” to “Introduction” and “Application.”
Virtual production has become an indispensable technology for advanced video production around the world. Last year was the first year of virtual production in Japan, and the first domestic filming demonstration of an in-camera VFX system was held at Inter BEE 2021. One year has passed since then, and the number of examples of works produced using virtual production has been increasing in the domestic video production industry. In light of this domestic and international situation, the main theme of this year's INTER BEE CREATIVE was virtual production, which is currently positioned at the forefront of video production.

The keynote speaker was Teruyuki Yoshida, chief director of the NHK Taiga historical drama “Kamakura-dono no 13-nin” (The 13 Lords of the Shogun) who, with Takafumi Yuki, director of INTER BEE CREATIVE and who was in charge of VFX for the film, shared their stories of the challenges they faced in the filming. Also on the 16th, at the open stage, there were sessions on NHK’s morning drama “Maiagare!” (Soar!) and another NHK Saturday drama, “Hitotsubashi Kiriko no Hanzai Nikki” (The Crime Diary of Kiriko Hitotsubashi), both of which were produced using VFX technology. The production teams of both dramas took the stage. Other sessions included a session on LED SCREEN PROCESS, a key technology for in-camera VFX photography, and a session by Fuyu Arai and Chiyoe Sugita, who create innovative video works that fuse the latest technology with an analog flavor.

In addition to the stage sessions, the “Virtual Production Exhibit at Inter BEE & Studio Pitch Presentation” was held, and a map showing the booths exhibiting in-camera VFX and other virtual production-related equipment in the Inter BEE 2022 exhibition hall was distributed. Pitch presentations to promote their respective studios were also given by the staff of Kiyosumi Shirakawa BASE, an in-camera VFX studio operating in Japan, and n00b.st, an XR studio.

Virtual production technology, which is used in many video production sites around the world, is opening new doors one after another in high-end video production. However, even though it has entered the stage of application in Japan, the number of productions is still limited. The stories of the hardships and difficulties faced at each production site, presented at this year's INTER BEE CREATIVE, provided the filmmakers who gathered there with much inspiration for virtual production.
Online and real all-media event opens on November 1!

Opening & Keynote Session

Inter BEE 2022 opened its online venue on Tuesday, November 1, prior to the three-day event at Makuhari Messe starting Wednesday, November 16. The online venue remained open until Friday, December 23, so this year’s Inter BEE was held over a period of 53 days. The Opening & Keynote session, which opened the event, featured opening remarks by Takahito Tokita, Chairman of the Japan Electronics and Information Technology Industries Association (JEITA), followed by “Recent Trends in Broadcasting Policy” by Ryoji Yamazaki, Deputy Director-General for Broadcasting, Ministry of Internal Affairs and Communications, and “NHK’s Approach in a New Media Era” by Keiji Kodama, Senior Director and Chief of Engineering, Japan Broadcasting Corporation.

“Opportunities to touch and talk about products face-to-face combined with online advantages, make Inter BEE an even more useful platform”

Inter BEE 2022 will combine real and online events, continuing on from last year, with the online venue opening today, November 1, and the Makuhari Messe venue opening on November 16 for a three-day period. We would like to take this opportunity to thank the ministries, agencies, and organizations involved for their generous support.

Inter BEE has built up a history as Japan’s premier professional exhibition for audio, video, and communications, and in recent years has undergone a major transformation to become a comprehensive media event covering “creating,” “sourcing,” and “receiving” content. Visitors will see a wide variety of exhibitors showcasing state-of-the-art equipment and solutions. Special events will be held across specific fields such as metaverse, virtual production, and the convergence of broadcasting and telecommunications. We also hope that visitors will get a real sense of cutting-edge technologies, products, and trends through the conferences where stakeholders in the content business from Japan and abroad will take the stage.

At the online venue, keynotes, various online exhibits, and pre-sessions will be open to the public from today. At the Makuhari Messe venue, we hope that you will have the opportunity to actually touch the products and communicate directly with the people involved to deepen your understanding.

The online venue will remain open after the close of Makuhari Messe until December 23, allowing visitors to view archived videos of the conference. We hope that Inter BEE 2022 will prove to be a valuable venue for as many people as possible, combining the opportunity to touch and talk face-to-face with others about products and solutions with the advantages of anytime, anywhere online access.

Lastly, I would like to conclude my remarks by expressing my hope that this year’s Inter BEE will serve as a venue for all exhibitors and visitors to create even better business opportunities and contribute to the further development of culture, society, and industry through content. Thank you very much.

Pre Session

The online venue introduced exhibitors’ products/services, streamed conference videos, and provided information on various special projects and events. The online venue served as a platform to check information before visiting the exhibition so that they could make the most of their time at Makuhari Messe, and archived videos and posted additional information even after the closing of the Makuhari event.

Contents of Online Venue

- Exhibit Map / Exhibitor List
- Online Exhibitor Detail Page
- Online Exhibitor Seminar
- Conference - Event News

In the pre-session starting with Opening & Keynote, we delivered selected sessions on the latest topics in broadcasting, video, and audio.
November 16 (Wed.)

Inter BEE 2022 Forum & Event Programs

**Panelists**

Hirosuke Usui

Noriko Nishimura

Koichi Sonoda

Eriko Iwai

Yujiro Murakami

Takashi Abe

**Moderators**

Takashi Goto

Yoshihiro Murakami

Takashi Uchiyama

Mitsuyoshi Murakami

Keiko Murakami

Hiroshi Esaki

**Panelists**

Yoshiaki Sawabe

Kazuyuki Arai

Hiroaki Sato

Mikito Ogino

**Moderators**

Shunsuke Ida

Hirosuke Usui

Hiroyuki Usui

Hiroshi Esaki

**Panelists**

Yasuo Nakamura

Takashi Nakamura

Kei Oki

Masau Maru

**Moderators**

Kei Oki

Takashi Togashi

Hiroaki Sato

**Panelists**

Takashi Abe

Takehiko Abe

**Moderators**

Takashi Abe

Takehiko Abe


November 17 (Thu.)

**Panelists**

Hiroki Tsukada

Yosuke Ishii

Masato Shima

**Moderators**

Hiroshi Furukawa

Takashi Kaga


November 18 (Fri.)

**Panelists**

Teruyuki Yoshida

Takahumi Yuki

**Moderators**

Yoshio Ohashi

Yukihiro Hamada

**Panelists**

Masaaki Takano

**Moderators**

Hiromasa Tanaka

Masaaki Takano


November 19 (Sat.)

**Panelists**

Tomohiro Furugaki

Shigeru Kamon

**Moderators**

Takashi Kaga

Shigeru Kamon
### INTER BEE EXPERIENCE

#### X-Speaker SR Speaker Experience Demo
- **Venue:** Makuhari Messe Event Hall
- **Date:** November 17 (Thu.), 10:00 Doors open

#### Keynote
- **Venue:** International Conference Room
- **Date:** November 18 (Fri.)

#### Special Session
- **Venue:** Exhibition Hall 7
- **Date:** November 16 (Wed.)

### INTER BEE CONNECTED

#### Keynote
- **Venue:** Exhibition Hall 7
- **Date:** November 16 (Wed.)

#### Special Session
- **Venue:** Exhibition Hall 7
- **Date:** November 17 (Thu.), 10:00 Doors open

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Special Session

November 16 (Wed.)

DCEXPO Program: Art Transmits the Future — Talk Session Commemorating the 2022 Tsumugi & Takumi Awards —

Panelist

Sony Interactive Entertainment LLC

Moderator

Yoichiro Kawaguchi

JST Professor Emeritus at the University of Tokyo

November 17 (Thur.)

DCEXPO Program: 4CM SIGGRAPH Invited Talk Session: Content Technologies Change the Future — A Discussion from the Perspective of New Businesses and Technology

Panelist

Yoichi Ochiai

Senior Editor, The Eizo Shimbun

Koji Suginuma, Ph.D.

Senior Research Fellow, Graduate School of Science & Technology, Tokyo University/ The University-based startup, LIFESCAPES Inc.

Yoichiro Kawaguchi

Media Artist

Panelist

Mariko Nishimura

Senior Research Fellow, Division of Information Science, TV Asahi Corporation

Mina Kase

Senior Editor, The Eizo Shimbun

Venue: ONLINE

November 18 (Fri.)

Can TV Stations Get Into the Minds of Users? - A Discussion from the Perspective of New Businesses and Technology

Panelist

Aoyuta Iizuma

Senior Editor, The Eizo Shimbun

Etsuko Ichihara

Media Artist, Fashion Inventor

Madoshi Chiyoda (chomado)

Senior Research Fellow, Media Innovation Center, Media Innovation Center

Mariko Nishimura

Senior Research Fellow, Graduate School of Science & Technology, Tokyo University/ The University-based startup, LIFESCAPES Inc.

Venue: Exhibition Hall 6
November 16 (Wed)

JBA-161 13:30–14:30
Production Engineering

JBA-162 14:30–15:30
Transmission Circuitry

November 17 (Thu)

JBA-171 10:00–11:00
Production Engineering

JBA-172 10:30–11:30
Transmission

JBA-173 11:30–12:30
Broadcasting / Streaming

November 18 (Fri)

JBA-181 10:00–11:00
Datacasting / Broadcast Communications Cooperation / Digital Services

59th JBA Symposium of Broadcast Technology

Media Operations Center

Production sub

OB Van (Receive)

Common Substrate

Master

Common Display

OB Van

INTER BEE IP PAVILION Booth Tour

The Media Operations Center (MOC), where the main facilities of the broadcasting station are IP-connected, was deployed at the booths and its initiatives were introduced by way of a tour.
Visitor Profile

Makuhari Messe Venue

**2022 Registered Visitors**

<table>
<thead>
<tr>
<th>Registered Visitors</th>
<th>11/16(Mon)</th>
<th>11/17(Tue)</th>
<th>11/18(Wed)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>8,600</td>
<td>9,048</td>
<td>8,507</td>
<td>26,155</td>
</tr>
<tr>
<td>Overseas</td>
<td>437</td>
<td>158</td>
<td>151</td>
<td>746</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9,037</strong></td>
<td><strong>9,206</strong></td>
<td><strong>8,658</strong></td>
<td><strong>26,901</strong></td>
</tr>
</tbody>
</table>

Total registered visitors: **26,901**

**Visitor demographics**

- **Age**
  - 20's: 10.8%
  - 30's: 30.4%
  - 40's: 14.9%
  - 50 and over: 31.2%

- **Job Title**
  - Business Manager: 11.6%
  - Department Manager and above: 13.8%
  - Section Manager: 12.1%

- **Occupation**
  - Marketing and PR: 2.8%
  - Film and Video Production Company: 7.5%
  - Other: 30.6%

- **Objective**
  - Technical: 67.9%
  - Purchasing: 6.2%
  - General Interest: 16.0%

**Type of Business**

- Equipment Manufacturer: 15.5%
- Commercial TV Broadcaster: 9.3%
- Film and Video Production Company: 7.5%
- Student: 7.0%
- 30's: 18.0%

**Visitor Profile**

**Online Period**

**Number of registered visitors by day (Online Period: Nov 1(Tue) - Dec 23(Fri) )**

| Total Registered Visitors: **12,383** |

**Visitor demographics**

- **Age**
  - 50 and over: 26.7%
  - 40's: 13.2%
  - 50 and over: 10.7%
  - Other: 9.2%

- **Job Title**
  - Business Manager: 8.8%
  - Department Manager and above: 15.5%
  - Section Manager: 14.0%

- **Occupation**
  - Technical: 38.4%
  - Marketing and PR: 6.1%
  - Production Management Systems: 5.6%
  - Related PA Equipment: 3.5%

- **Objective**
  - Purchasing: 4.5%
  - General Interest: 17.1%

**Type of Business**

- Equipment Manufacturer: 18.5%
- Commercial TV Broadcaster: 14.4%
- Other User: 5.8%
- Production Management Systems: 5.6%
- Related PA Equipment: 3.5%

**Interest (In order of highest to lowest percentage)**

- Video Equipment: 52.5%
- Audio Equipment: 30.6%
- Streaming System: 23.9%
- VDL, 3D: 22.3%
- Camera: 21.9%
- Cloud Service: 21.8%
- Digital Content Creation: 19.8%
- Editing and Production Equipment: 17.3%
- Software: 13.8%
- OTT, SNS, Second Screen: 12.2%
- Electronic Display: 11.8%
- Output System: 11.5%
- Electronic Power Unit: 3.3%
- Speakers: 10.3%
- Others: 1.2%
- Servers, Storage: 10.0%
Visitor Profile

What was your goal in coming to Inter BEE 2022? (Multiple Answers)

- 53.2% Information on products and technologies
- 23.0% Getting a hand on industry trends
- 8.5% General Internet
- 7.0% Preliminary examination on device and technology
- 1.4% Improving relations with business partners, Networking
- 0.9% Obtain new business opportunities
- 0.7% Business meetings
- 1.0% Other

How long did you spend your time in Inter BEE 2022 (Makuhari Messe)?

- 30 minutes 9.9%
- 1 hour 3.2%
- 2 hour 15.8%
- 3 hour 17.9%
- 4 hour 18.1%
- 5 hour 14.6%
- Over 6 hour 22.6%

Was your visit to Inter BEE 2022 valuable?

- 79.3% Definitely satisfied
- 17.9% Somewhat satisfied
- 3.2% Satisfied
- 0.7% Hard to say
- 12.7% Unsatisfied
- 1.7% Somewhat unsatisfied
- 6.9% Unsatisfied

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

- Less than 2.5 million yen 20.1%
- Between 2.5 to 5 million yen 8.8%
- Between 5 to 10 million yen 3.2%
- Between 10 to 50 million yen 7.5%
- Between 50 to 100 million yen 2.9%
- More than 100 million yen 4.5%
- 34.5% Not involved
- 14.7% Unknown

How satisfied are you with your goal as an Exhibitor?

- 65.0% Somewhat satisfied
- 26.9% Satisfied
- 7.3% Unsatisfied
- 0.8% Hard to say
- 2.5% Somewhat unsatisfied

Do you plan to visit Inter BEE 2023?

- 40.4% Information was useful for business deals and procurement
- 26.9% Useful for creative production
- 22.8% Information was used for Marketing
- 14.7% Information was useful for the development of products
- 8.3% Helped create a base for business deals on the exhibited product
- 8.3% Information was useful for my studies

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

- 20.7% Authorized to make purchase or introduction decisions
- 22.7% Asked for opinion/training to make a purchase or introduction
- 29.6% Gathering information for making a purchase or introduction
- 27.0% Purchase or introduction decisions

Visitor Survey

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

- Less than 2.5 million yen 20.1%
- Between 2.5 to 5 million yen 8.8%
- Between 5 to 10 million yen 3.2%
- Between 10 to 50 million yen 7.5%
- Between 50 to 100 million yen 2.9%
- More than 100 million yen 4.5%
- 34.5% Not involved
- 14.7% Unknown

How satisfied are you overall with Inter BEE 2022?

- 79.3% Satisfied
- 10.2% Hard to say
- 12.7% Unsatisfied
- 1.7% Somewhat unsatisfied
- 6.9% Unsatisfied

Do you plan to visit Inter BEE 2023?

- 40.4% Information was useful for business deals and procurement
- 26.9% Useful for creative production
- 22.8% Information was used for Marketing
- 14.7% Information was useful for the development of products
- 8.3% Helped create a base for business deals on the exhibited product
- 8.3% Information was useful for my studies

Exhibitor Profile

Number of Exhibitors

- Total 810 Companies
- Exhibiting Countries/Regions 38

Exhibitors

Area Country/Exhibitor Number of exhibitors by country/region

- Japan 1 Country / 387
- Asia 9 Countries / 90
- North / Central America 2 Countries / 114
- Europe 20 Countries / 166
- Other 38 Countries / 810 Exhibitors

Exhibitor Survey

What were your main objectives for exhibiting at Inter BEE 2022? (Multiple answers accepted)

- 72.2% Promotion of product and/or technology
- 69.1% Promotion of new product and technology
- 67.2% Collecting information from visitors
- 57.7% Seeking new Clients in Japan
- 48.0% Strengthening relations with business clients
- 17.9% Achieving business agreements
- 3.3% Creating new overseas clients

Exhibitor Profile

Visitor Profile

Visitor Survey

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

- Less than 2.5 million yen 20.1%
- Between 2.5 to 5 million yen 8.8%
- Between 5 to 10 million yen 3.2%
- Between 10 to 50 million yen 7.5%
- Between 50 to 100 million yen 2.9%
- More than 100 million yen 4.5%
- 34.5% Not involved
- 14.7% Unknown

How satisfied are you overall with Inter BEE 2022?

- 79.3% Satisfied
- 10.2% Hard to say
- 12.7% Unsatisfied
- 1.7% Somewhat unsatisfied
- 6.9% Unsatisfied

Do you plan to visit Inter BEE 2023?

- 40.4% Information was useful for business deals and procurement
- 26.9% Useful for creative production
- 22.8% Information was used for Marketing
- 14.7% Information was useful for the development of products
- 8.3% Helped create a base for business deals on the exhibited product
- 8.3% Information was useful for my studies

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

- 20.7% Authorized to make purchase or introduction decisions
- 22.7% Asked for opinion/training to make a purchase or introduction
- 29.6% Gathering information for making a purchase or introduction
- 27.0% Purchase or introduction decisions

Visitor Survey

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

- Less than 2.5 million yen 20.1%
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Visitor Profile

What was your goal in coming to Inter BEE 2022? (Multiple Answers)

- 53.2% Information on products and technologies
- 23.0% Getting a hand on industry trends
- 8.5% General Internet
- 7.0% Preliminary examination on device and technology
- 1.4% Improving relations with business partners, Networking
- 0.9% Obtain new business opportunities
- 0.7% Business meetings
- 1.0% Other

How long did you spend your time in Inter BEE 2022 (Makuhari Messe)?

- 30 minutes 9.9%
- 1 hour 3.2%
- 2 hour 15.8%
- 3 hour 17.9%
- 4 hour 18.1%
- 5 hour 14.6%
- Over 6 hour 22.6%

Was your visit to Inter BEE 2022 valuable?

- 79.3% Definitely satisfied
- 17.9% Somewhat satisfied
- 3.2% Satisfied
- 0.7% Hard to say
- 12.7% Unsatisfied
- 1.7% Somewhat unsatisfied
- 6.9% Unsatisfied

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

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- More than 100 million yen 4.5%
- 34.5% Not involved
- 14.7% Unknown
Next Exhibition

Accelerating media and entertainment evolution. Seize the current trend and move to the next stage.

Inter BEE 2023
11.15 Wed ▶️ 17 Fri Makuhari Messe