

Broadmedia & Entertainment

Inter BEE

Outline

Name	Inter BEE 2025
Period	November 19th 10:00 a.m. to 5:30 p.m. November 20th 10:00 a.m. to 5:30 p.m. November 21st 10:00 a.m. to 5:00 p.m.
Location	Makuhari Messe 2-1, Nakase, Mihama-ku, Chiba-city, 261-8550 Japan
Admission	Free of charge (registration required)
Support	Ministry of Internal Affairs and Communications (MIC) Ministry of Economy, Trade and Industry (METI) Japan Broadcasting Corporation (NHK) The Japan Commercial Broadcasters Association (JBA) The Association of Radio Industries and Businesses (ARIB) The Association for Promotion of Advanced Broadcasting Services(A-PAB) Digital Content Association of Japan(DCAJ)
Partners	<p>IPTV FORUM JAPAN</p> <p>Japan Satellite Broadcasting Association</p> <p>Visual Industry Promotion Organization</p> <p>The Institute of Image Information and Television Engineers</p> <p>Japan Association of Audiovisual Producers, Inc.</p> <p>Camera & Imaging Products Association</p> <p>Theatre and Entertainment Technology Association, Japan</p> <p>State of the Art Technologies Expression Association</p> <p>3D Consortium</p> <p>NATIONAL BOARD OF REGIONAL VISUAL INDUSTRY ASSOCIATIONS</p> <p>National Theatrical & Television Lighting Industrial Cooperative</p> <p>Advanced Imaging Society Japan Committee (AIS-J)</p> <p>Ultra-Realistic Communications Forum</p> <p>Digital Signage Consortium</p> <p>Association of Media in Digital</p> <p>Radio Engineering & Electronics Association</p> <p>Specified Radio microphone User's Federation</p> <p>JAPAN AD.CONTENTS ASSOCIATION</p> <p>Japanese Society of Cinematographers</p> <p>Japan Motion Picture Production Standards Association</p> <p>MOTION PICTURE and TELEVISION ENGINEERING SOCIETY of japan, Inc.</p> <p>JAPANESE SOCIETY OF LIGHTING DIRECTORS</p> <p>Association of Production Designers in Japan</p> <p>Japan Audio Society</p> <p>Japan Association of Professional Recording Studios</p> <p>Japan Cable and Telecommunications Association</p> <p>Japan Cable Television Engineering Association</p> <p>Japan Association of Lighting Engineers & Designers</p> <p>The Association of Japanese Animations</p> <p>Japan Association of Video Communication</p> <p>STAGE SOUND ASSOCIATION of JAPAN</p> <p>JAPAN STAGE SOUND BUSINESS COOPERATIVE</p> <p>JAPAN POST PRODUCTION ASSOCIATION</p> <p>JAPAN ASSOCIATION OF RECORDING ENGINEERS</p> <p>Projection Mapping Association of Japan</p> <p>MULTISCREEN BROADCASTING STUDY GROUP</p>
Organized	Japan Electronics and Information Technology Industries Association
Organized by	Japan Electronics Show Association



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Inter BEE

REVIEW 2025

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REVIEW 2025

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Photo by : Shigeharu Yoshihara
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SHIRO-FILM
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Design by : Katsumi Miyasaka



34,072 Visitors Attended the Event!



Three Days of Experiencing the Present and the Future



A Comprehensive Media & Entertainment Exhibition

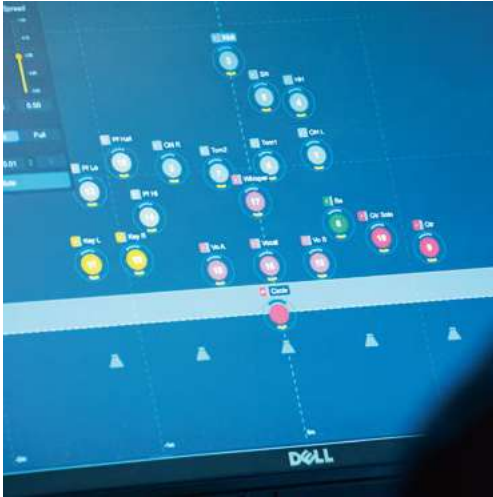


Technology Never Stops Evolving!



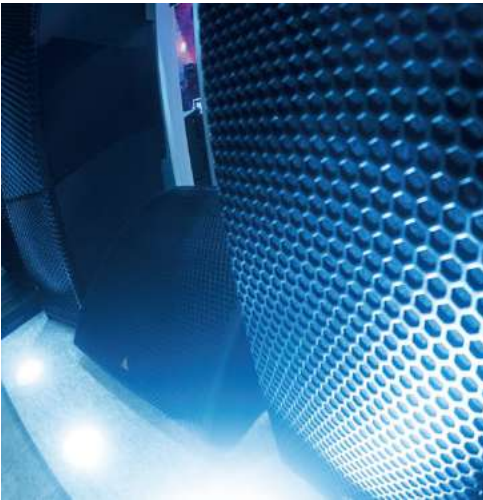
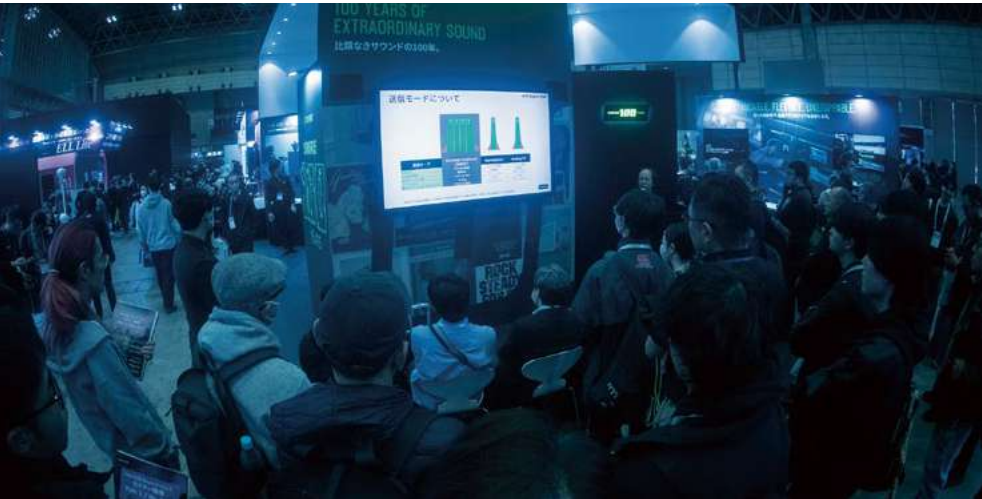
1,079 Exhibitors from 44 Countries and Regions





Professional Audio

Driven by the growth of music streaming services, the global expansion of J-pop in tandem with video distribution platforms, and the continued vitality of the live entertainment business, the music and audio sector shows no signs of slowing down. This year, the Professional Audio category expanded further, with 279 exhibitors occupying 383 booths, marking an increase over the previous year. Companies competed in showcasing developments aimed at the full-scale deployment of immersive audio, including plans for the opening of a hall equipped with the event's first permanent immersive sound system. In addition, a wide range of advancements in audio technology—from production to creative expression—attracted significant attention.



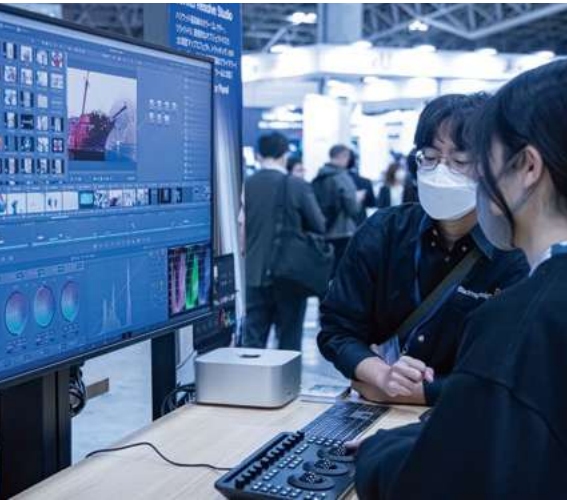


Video Production / Broadcast Equipment

As Japan's largest exhibition space showcasing everything from the latest technologies and products for video content production to workflow solutions, virtual production, transmission systems, and various equipment used on production sets, this year's event featured 573 exhibitors occupying 1,294 booths. Amid accelerating evolution and transformation in production environments—such as digital transformation and AI adoption—alongside the diversification of visual expression and its applications, a large number of highly engaged visitors attended the diverse range of exhibits aimed at addressing an expanding user base and market.



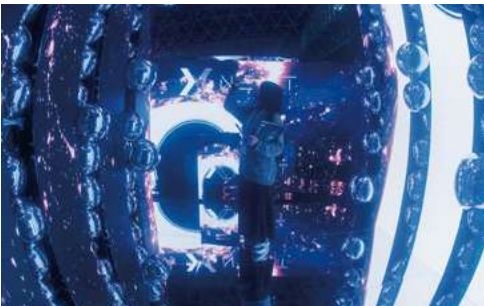
Video Production / Broadcast Equipment

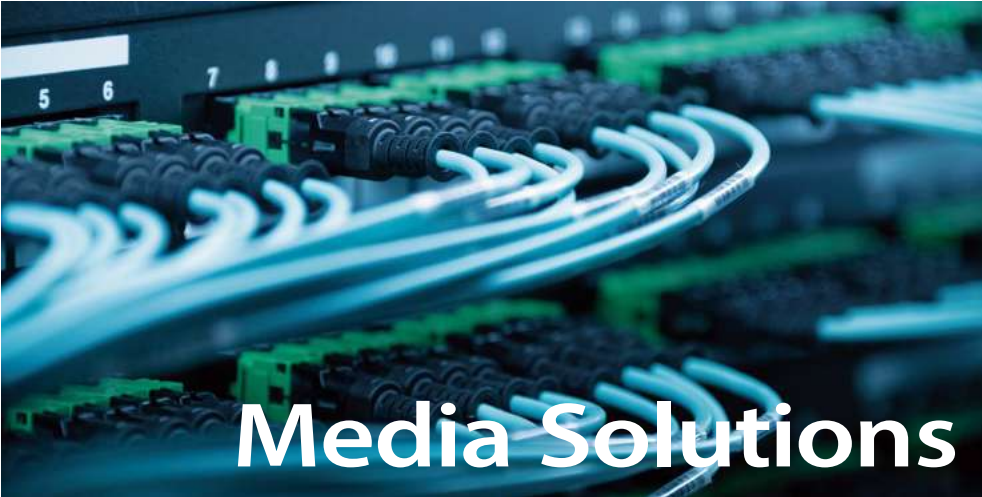




Entertainment / Lighting

Entertainment / Lighting category expanded further this year, with 132 exhibitors occupying 195 booths marking an increase in scale compared to the previous year. The number of overseas exhibitors also grew, and the category attracted strong attention from visitors as a showcase for the future of entertainment and its possibilities. Exhibits ranged from lighting equipment, LED displays, and laser projectors to spatial production systems such as drones, as well as advanced and distinctive expressive technologies utilizing AI presented by exhibitors within INTER BEE IGNITION × DCEXPO.



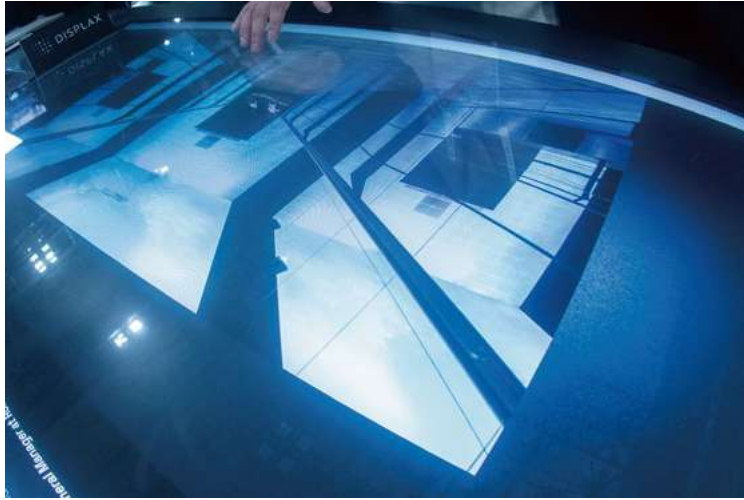


Media Solutions



Media Solutions

This year saw accelerated evolution in content and media environments, with innovative AI technologies continuously launched in content creation and utilization. This category featured 95 exhibitors occupying 113 booths. A wide range of exhibits attracted strong attention, showcasing diverse applications of AI, including generative AI, cloud integration, distribution and data solutions, video content operations, and various video-related systems. These displays highlighted efforts to enhance content utilization and value creation across the entire spectrum, from video, broadcasting, and streaming to marketing.





INTER BEE AWARD 2025

Diverse Award Winners Showcase the Cutting Edge of Industry
Drawing Attention Across Sectors and Raising Expectations for the Future

Now in its second year since its launch last year, the INTER BEE AWARD received a large number of entries from exhibited products, technologies, services, software, and content. Following a preliminary document review and a first-round evaluation by the judging committee, the awards were finalized through on-site judging conducted on the opening day of the event. The award aims to revitalize the media and entertainment industry while also serving as a helpful guide for visitors to the exhibition. In addition, it has attracted attention as a platform through which Inter BEE highlights the industry's leading edge, from the present into the future, raising expectations for its continued growth and development.



Professional Audio

◆Grand Prix

Title: Spectera: Opening a New Era of Pro Audio with Wideband and Bidirectional Technology
Exhibitor: Sennheiser Japan K.K.



◆Runner-up

Title: Auri™- Auracast™ Wireless Broadcast Audio System
Exhibitor: MATSUDA TRADING CO., LTD



Content Production / Broadcasting & Media(Total Solution)

◆Grand Prix

Title: "LX-ePed 2", the world's first electric pedestal for PTZ cameras
Exhibitor: Libec/HEIWA SEIKI KOGYO CO., LTD.



◆Runner-up

Title: AI Powered Hybrid Video Distribution Solutions (Cloud&On-Premises)
Exhibitor: Harmonic Japan G.K.



Content Production / Broadcasting & Media (Hardware & Software)

◆Grand Prix

Title: Contribution to new CG / VFX production through OCELLUS markerless camera tracking system
Exhibitor: Sony Marketing inc.



◆Runner-up

Title: CINEMA EOS C50 designed to empower creators across a wide range of evolving video platforms
Exhibitor: Canon Inc. / Canon Marketing Japan Inc.



◆Runner-up

Title: World's first! ST2110-40 ancillary inserter — AS 2110VANC Inserter
Exhibitor: Amber Sign, Ltd.



Entertainment / Lighting / Visual Expression

◆Grand Prix

Title: EMO-JP / FYLo EDU-JP
Exhibitor: REDCLIFF, Inc.



◆Runner-up

Title: CROWDY SERIES
Exhibitor: GOJOH CO.,LTD.



Jury Prize

Title: AI live subtitling system "J-TAC Pro"
Exhibitor: tv asahi create



Title: DaVinci Resolve 20
Exhibitor: Blackmagic Design





INTER BEE FORUM

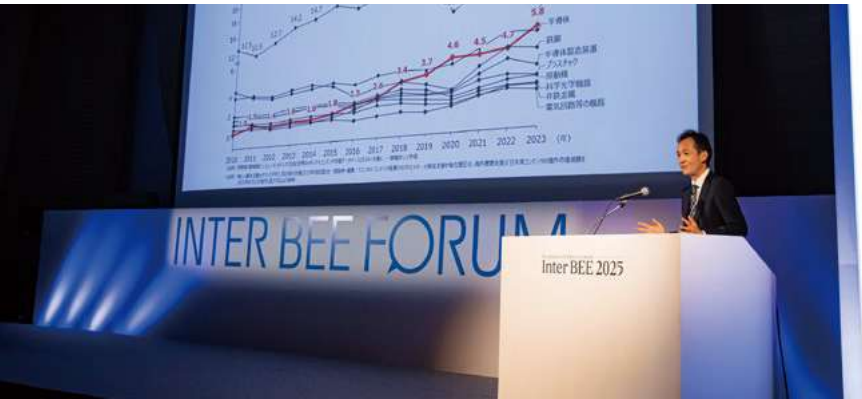
The Future of Media at a Turning Point amid the Full-Scale Emergence of AI Three Days Exploring the Potential of Information Space and Content

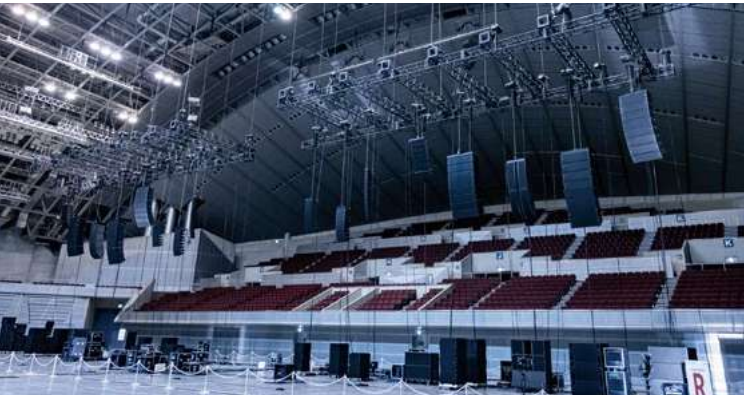
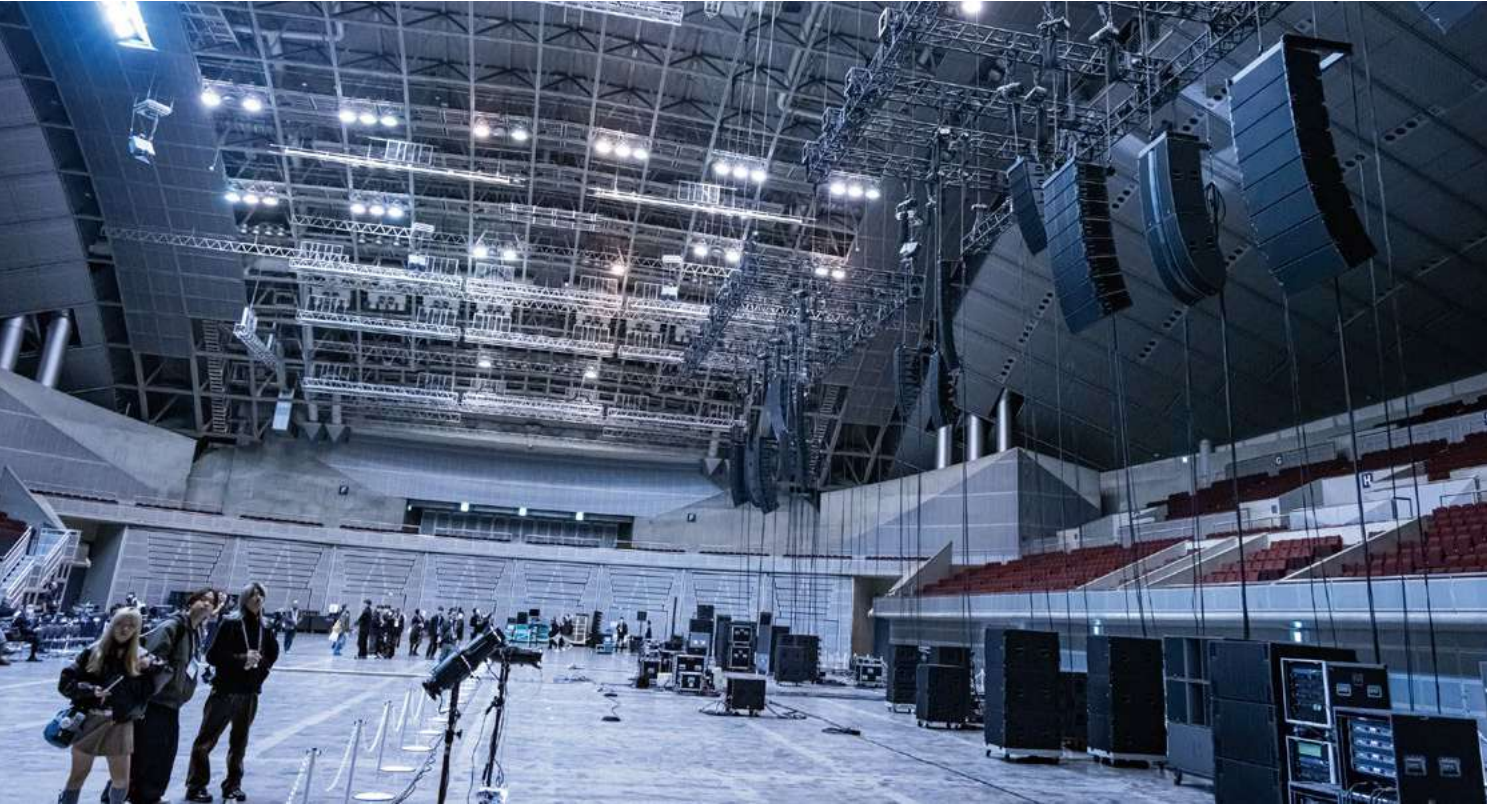
This year's INTER BEE FORUM opened with Opening & Keynote sessions, beginning with remarks from the organizers, followed by three opening keynote speeches: "Latest Trends in Broadcasting Administration" by Motonobu Toyoshima, Director-General of the Information and Communications Bureau, Ministry of Internal Affairs and Communications; "Digital Technology and Japan's Content Industry" by Naohiro Kaji, Director, Culture and Creative Industries Division, Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry; and "Toward a Reference Point in the Information Space: The New Role of NHK ONE and Public Broadcasting" by Eiichi Yamasaki, Deputy Executive Director of General Media Administration, Japan Broadcasting Corporation.

Across the various divisions and special programs, two sessions were held on the opening day: the INTER BEE IGNITION x DCEXPO keynote "Why Are the Dodgers Investing? An Era Where Both Teams and Broadcasters Become 'Investors'" and "AI Imagery Revolutionizing Television Drama." On the second day, four sessions took place: the IPTV Forum program "The Future of TV Services Created by Broadcasting and Online Distribution—From Addressable TV to Countermeasures Against Fake Content"; the audio division keynote "The Current State and Future Trends of Immersive Sound Part II: Package, Broadcasting/Streaming, and Educational Fields"; the INTER BEE MEDIA Biz keynote "Rethinking Trust in the Media" and INTER BEE CREATIVE "The Evolution of Kyoto Cinema: Reflecting on 100 Years and Envisioning the Next Century". On the final day, sessions included the JEITA Global AI Cloud Pavilion keynote "Cloud-Driven Media DX: From Broadcasting Infrastructure to the Future of Generative AI"; the INTER BEE DX x IP Pavilion keynote "The 'First Step' Solution—Learning the Reality of Broadcast IP Transformation from Grand Design Concepts to On-Site Practices" and the INTER BEE CINEMA keynote "Behind the Scenes of the Film Samurai Time Slipper."

Including nine special sessions and Exhibitor Seminars in which experts shared the latest trends from diverse perspectives, all of the sessions explored the possibilities of media, information, and content at a turning point for a new era—highlighted by the full-scale adoption of AI. Over the three days, large numbers of attendees listened with keen interest.

Date:	Nov. 19-21
Place:	International Conference Hall
Area:	1,277 sqm (4 Rooms)
The Number of Sessions:	29 sessions
The Number of Speakers:	107 speakers
The Number of Audiences:	4,984 audiences (Total)





INTER BEE EXPERIENCE *X-Speaker* *X-Headphone* *X-Microphone*

Growing Demand for Shared Experience Entertainment The Unstoppable Evolution of Audio Technology Drew Attention

The live entertainment market continued to thrive this year, with increasing energy both domestically and internationally. In Japan, various initiatives are gaining prominence in response to the growing demand for shared-experience entertainment, ranging from the construction of new large-scale live venues to the enhancement of smaller and medium-sized venues.

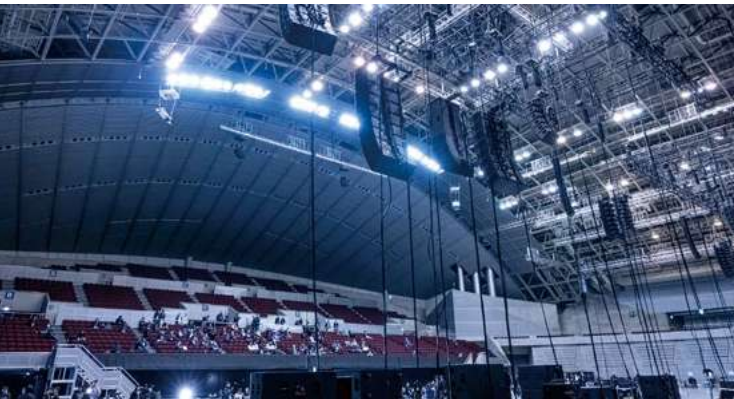
“Against the backdrop of these market conditions and audience trends, what drew particular attention at this year’s INTER BEE EXPERIENCE X-Speaker was the presence of five products in the point-source/stand-mounted line array speaker category. This category showcases point-source speakers and compact line array speakers designed for ground-stacked configurations, and even within this segment, the evolution of audio technology was striking. As the latest systems aimed at small- to mid-scale live events and venue installations, they attracted considerable interest.

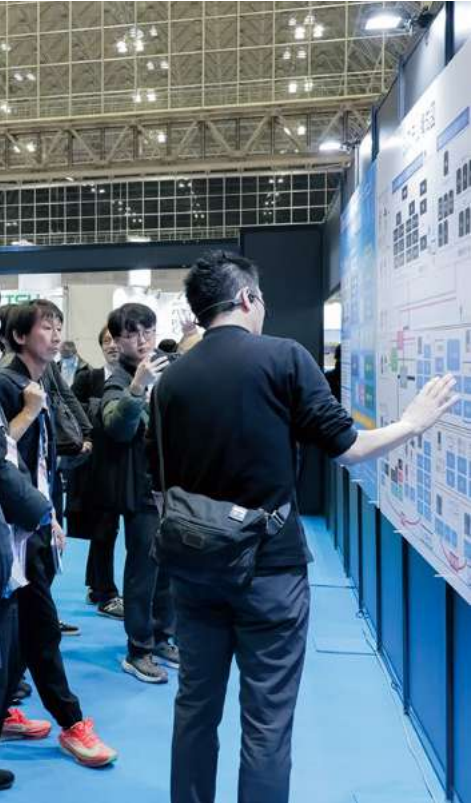
In addition, brands participating for the first time made their appearance, and the event hall—where product systems from a total of 13 brands were presented side by side—welcomed, as in previous years, a large number of visitors including industry professionals. Attendees experienced powerful listening demonstrations while closely observing the technological advances embodied in each brand’s speaker system.

At X-Headphone/X-Microphone, held in Exhibition Hall 2, six booths were set up this year, featuring products from six headphone brands and two microphone brands. While this special program has attracted large numbers of visitors every year, attendance increased by more than 10 percent compared to last year, highlighting the growing demand for hands-on, listening-based exhibits. The profile of visitors has also become increasingly diverse year by year, and the area was bustling as a special program that allowed a wide range of people—from professionals in the pro audio and video content production industries to students representing the next generation—to freely experience the exhibits.

X-Speaker	
Date:	Nov. 19-21
Place:	Event Hall
Area:	3,098 sqm (Arena)
The Number of Products Brands:	11 brands, 13 Products
The Number of Presentations:	25 presentations
The Number of Audiences:	4,867 audiences (Total)

X-Headphone/X-Microphone	
Date	Nov. 19-21
Place	Exhibition Hall 2
Area	139.5 sqm
The Number of Products Brands: Headphones	6 brands
The Number of Products Brands: Microphones	2 brands
The Number of Visitors	3,766 audiences (Total)





INTER BEE DX × IP PAVILION

Demonstrating the Software-Driven Transformation of Broadcasting Proposals for Next-Generation Content Production Efficiency Toward the Future

The INTER BEE DX×IP PAVILION, which has consistently attracted attention as a special program offering concrete proposals to promote the IP-based transformation of broadcasting operations, this time incorporated “software-defined solutions” approaches — including the use of AI — built on an IP foundation. With a focus on addressing remote production, cloud utilization, automation, and security, the pavilion provided a more tangible vision of the future of broadcasters and next-generation content production. Many related companies participated and exhibited, and the exhibition was fundamentally based on practical demonstrations developed through collaboration among exhibitors. On this occasion, however, the exhibition was structured around five conceptual themes. These included “Flexible Remote Production and Resource Sharing Across Multiple Locations” to demonstrate distributed operations; “Redundancy and Flexible Operations in a Hybrid Cloud Environment” that enable operation without the need for on-premises equipment; “Flexible Data Integration with Diverse IP Protocols” to demonstrate next-generation foundational technologies; “Utilizing Cutting-Edge Network Infrastructure” to demonstrate optimal and diverse remote production and operational methods; and “Proposing an Integrated Monitoring Method that Captures the Entire System” enabling comprehensive system-wide oversight.

A total of 37 companies exhibited in this year’s edition, with an additional 19 companies and organizations participating as supporters in planning and collaboration. As in previous years, four preparatory study sessions were held starting one month prior to Inter BEE, under the theme “‘Creating the Future of Broadcasting’ the Forefront of IP Transformation and Remote Production,” where concrete case studies were shared. At the Inter BEE venue, the customary relay-style technical seminars were also conducted.

Amid the daily evolution of IP technologies and the digital transformation of content production, many visitors were drawn to this demonstration proposal-based pavilion, which fully leveraged its greatest strength: exhibitors sharing a common concept and collaboratively building the overall framework.

Date:	Nov. 19-21
Place:	Exhibition Hall 3
Area:	497 sqm
The Number of Participant Companies:	37 companies
The Number of Advisers:	5 companies
The Number of Planning, Support:	14 companies
The Theme of Keynote Speech:	The “First Step” Solution—Learning the Reality of Broadcast IP Transformation from Grand Design Concepts to On-Site Practices
The Number of Sessions:	28 sessions
The Number of Audiences:	826 audiences (Total)
The Number of Exhibitors:	8 exhibitors





INTER BEE IGNITION × DCEXPO

Evolving Content Creation and Expression Technologies Discovered Through Efforts to Shape a New Media Era

As media stands at a major turning point, questions are being raised about what its future will look like and how new value will be created. As an initiative to address these questions, this year's INTER BEE IGNITION × DCEXPO was developed around the theme "Co-creation and AI are shaping a new media era—towards the next chapter of content, AI, and business."

This special feature, which showcases the forefront of expression and technology for creating new content, places particular emphasis on co-creation among young creators, startups and diverse business fields, and broadcasting organizations, as well as on exploring the potential of content technologies—especially AI, which has begun to see full-scale adoption.

On November 4, ahead of the main event, an online pre-session titled "TechBiz Pitch Battle—Eight Visions, One Global Stage—The Pitch Arena for Global Expansion" was held, focusing on international collaboration and global business. During the event period, programs included "Moving Towards Future Media Co-Creation: TV Stations x Startups Pitch," in which broadcasters received public presentations from startups, and "V-Livers Listen and Share! The Latest in Cutting-Edge Content Technology: INTER BEE IGNITION x DCEXPO Exhibitor Presentations," moderated by V-Livers.

In addition, sessions were held to explore the future from multiple perspectives, ranging from AI-generated video and AI films, AI-driven art and entertainment, and short-form video businesses, to broadcasters' initiatives in new business creation and regional revitalization through content.

In the exhibition area, a total of 55 companies, organizations, and universities—including the generative AI-focused exhibition and demo area "AI Street—AI Ignites Creation" and the "Korea KOCCA CKL TOKYO Pavilion"—drew large crowds of visitors, creating a lively space where attendees could experience and engage with the cutting edge of expressive technologies.

Date:	Nov. 19-21
Place:	Exhibition Hall 6
Area:	828 sqm
The Theme of Keynote Speech:	• Why Are the Dodgers Investing? An Era Where Both Teams and Broadcasters Become 'Investors' • AI Imagery Revolutionizing Television Drama
Capacity of Main Stage:	50 seats
The Number of Sessions:	15 sessions
The Number of Speakers:	52 speakers
The Number of Audiences:	1,330 audiences (Total)
The Number of Exhibitors:	55 exhibitors





INTER BEE MEDIA Biz

A New Name Driving Media Attention, Engaging Diverse Audiences Through Exhibitions and Sessions

After two years as BORDERLESS, the event was renamed INTER BEE MEDIA Biz. The Video Marketing Lounge was also incorporated into the exhibition area, further strengthening its focus on business.

In addition, the conference program—one of the key features of this special initiative—expanded its range of topics even further, successfully attracting a diverse audience. A wide variety of sessions were offered, covering everything from high-level themes to highly practical, on-the-ground perspectives.

A keynote session was held in a panel discussion format at the International Conference Center under the title “Rethinking Trust in the Media,” featuring an in-depth exploration of the issue of trust that has been increasingly questioned in the media over the past year.

At the Open Stage, 13 tightly scheduled sessions were held, drawing a total of 2,564 attendees—marking a significant increase from the previous year. Sessions were organized around multiple video formats, including SVOD, YouTube, and vertical short-form video, while also addressing a wide range of leading-edge topics such as sports, generative AI, data, IP, and audio. In addition, the program boldly tackled themes such as production costs and media restructuring, comprehensively covering the expanding spectrum of business challenges facing the industry.

In addition, during the After Hours program, short-form video creators were invited to deliver one-minute presentations, creating a highly interactive and participatory segment.

Through its evolution from CONNECTED to BORDERLESS and now to INTER BEE MEDIA Biz, the event has firmly established itself as a conference platform for multifaceted discussions on media.

Date:	Nov. 19-21
Place:	Exhibition Hall 7
Area:	551 sqm
The Theme of Keynote Speech:	Rethinking Trust in the Media
Capacity of Main Stage:	200 seats
The Number of Sessions:	14 sessions
The Number of Speakers:	52 speakers
The Number of Audiences:	2,775 audiences (Total)
The Number of Exhibitors:	8 exhibitors





INTER BEE CREATIVE

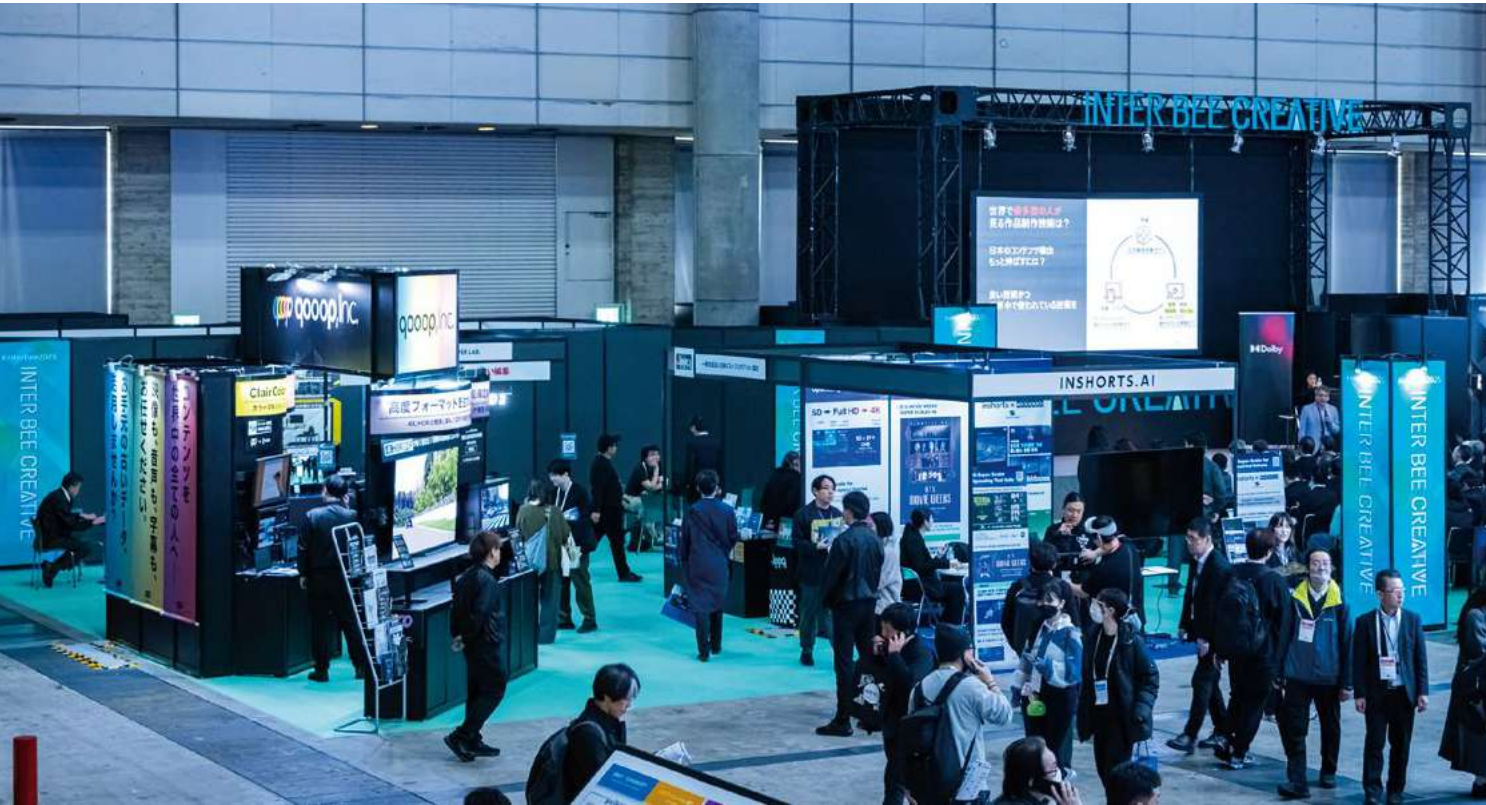
Three Days of Discovering the Evolution of Video Production Technology from Multiple Perspectives What Emerged Across Broadcasting, Film, and Streaming

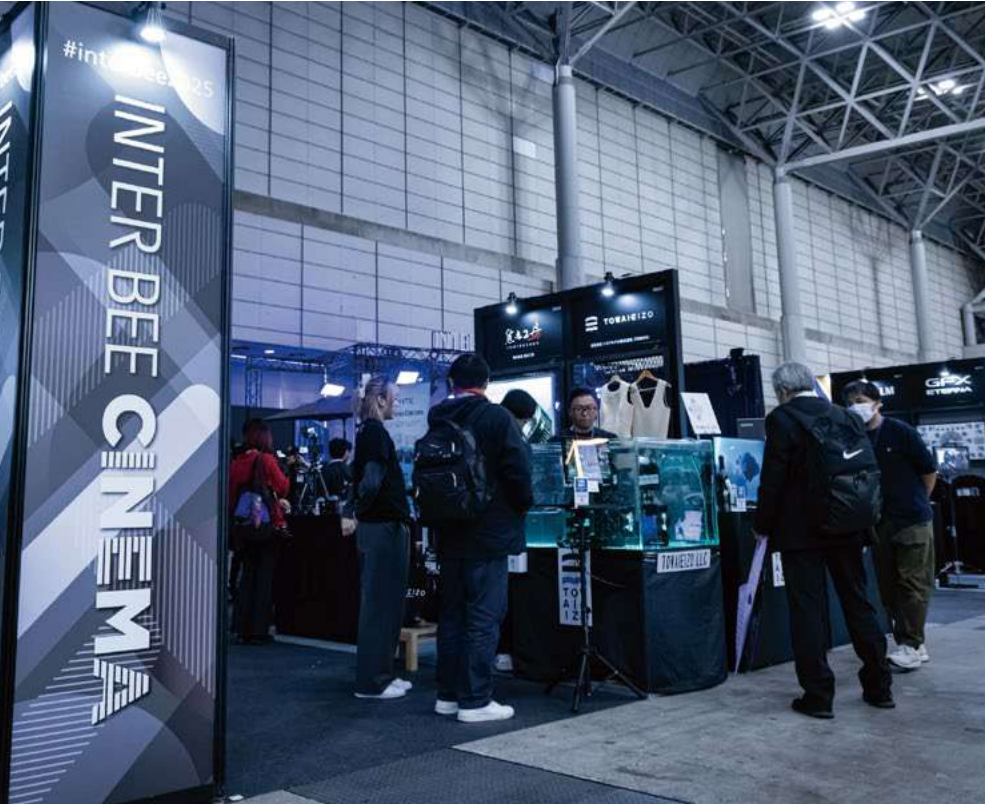
As platforms for video content continue to expand from broadcasting and film to streaming, the evolution of visual expression and video production technology shows no sign of slowing down. Against this backdrop, Kyoto's film studios—once central to Japan's cinematic golden age—are now looking ahead to how they will evolve over the next 100 years, following a century of history. Under this compelling theme, the session titled "The Evolution of Kyoto Cinema: Reflecting on 100 Years and Envisioning the Next Century" was held as part of the INTER BEE CREATIVE program. The session featured Yuji Kojima, Director of Toei Kyoto Studio; Tadashi Ohsumi, Chairman of Shochiku Kyoto Studio; Akimasa Yamashita, Advisor to Kyoto Prefecture; and film director Shinji Higuchi.

At the open stage, broadcasters also introduced their latest initiatives in the evolution of video production. From commercial television, TBS presented "Pioneering Visual Innovation with Unreal Engine: TBS's Cutting-Edge Approach to Content Production," while NHK introduced "What Mars 100 Years Later Taught Us—Production Redesign for Science Fiction Visual Expression." In addition, Jason Schugardt of NVIDIA—a global leader in semiconductors with significant influence on video production—delivered a session titled "When AI Meets VFX: The Future of Visual Storytelling." He also took part in "How Technology Awakens Our Creativity – The New Visual World Brought by VP and AI." Other sessions explored the latest trends in Japanese film VFX, including "The Making of The Bullet Train Explosion: How That Famous Shot Came to Life." Through these sessions, the cutting edge of video production was presented from a wide range of perspectives.

On the second day, the 20th, Adobe Day 2025 was once again held throughout the day, drawing large numbers of eager attendees to sessions that showcased practical video production techniques, including the evolution of generative AI-driven video production workflows and the transformation of the video business through the adoption of generative AI.

Date:	Nov. 19-21
Place:	Exhibition Hall 8
Area:	352 sqm
The Theme of Keynote Speech:	The Evolution of Kyoto Cinema: Reflecting on 100 Years and Envisioning the Next Century
Capacity of Main stage:	102 seats
The Number of Sessions:	19 sessions
The Number of Speakers:	32 speakers
The Number of Audiences:	1,975 audiences (Total)
The Number of Exhibitors:	4 exhibitors





INTER BEE CINEMA

Real Voices from the Film Production Frontlines A Community for Sharing Equipment, Technology, and Trends

Launched last year as a special program, INTER BEE CINEMA is a film-focused community that brings together professionals active on production sites and next-generation content creators shaping the future of cinema. This year, the program was held once again with the cooperation of the Japan Society of Cinematographers (JSC) and the Japan Society of Lighting Engineers for Cinema and Television (JSL).

This special program places particular emphasis on real-world insights from production sites, with a focus on cinematography, within the broad spectrum of film production technologies and processes.

The talk stage featured a wide range of cinematography-related sessions, including “Cinema Lens Trend Watch 2025”, linked to the program’s main exhibition, the “Lens Bar (Experience Area),” as well as sessions such as “The Role and Work of the Camera Department in One-Stop Productions”, “From ‘HANA-BI,’ ‘Pacchigi!,’ and ‘Hula Girls’ to the Latest Works: Cinematographer Hideo Yamamoto Looks Back on 30 Years of Evolution in Japanese Film Equipment”, “The Current State of Motion Film”, “Exploring ‘Film-Like’ Aesthetics from the Perspective of Camera Developers”, “Diorama-Style Filming Techniques and Regional Revitalization through Video Creators”, and “A Roundtable Discussion on the Latest Cinema Cameras.”

In addition, the program presented compelling sessions grounded in the realities of production, including one focusing on the sound world and technologies behind the internationally acclaimed film “KOKUHO”, as well as a session examining film production from the perspectives of women directors.

In addition to the Lens Bar (Experience Area) showcasing lens products from the eight brands mentioned above, the product exhibition area featured nine companies and organizations, attracting many visitors involved in video production, including film professionals, throughout the event.

Date:	Nov. 19-21
Place:	Exhibition Hall 8
Area:	401 sqm
The Theme of Keynote Speech:	Behind the Scenes of the Film Samurai Time Slipper
Capacity of Main Stage:	50 seats
The Number of Sessions:	13 sessions
The Number of Speakers:	24 speakers
The Number of Audiences:	866 audiences (Total)
The Number of Exhibitors:	15 exhibitors
The Number of Equipment Cooperation:	12 exhibitors



Inter BEE Visitor Services

A variety of visitor services were introduced to enhance comfort and create a more enjoyable and meaningful experience for all visitors.



Inter BEE

Streamer Lounge

Place to shoot, stream, and connect

► Venue: Exhibition Hall 4 & 7 in Makuhari Messe
We have set up a dedicated lounge (Streamer Lounge) within the venue for YouTubers and various creators. This lounge was provided as a base for attendees involved in video streaming and production to smoothly conduct interviews, filming, editing, and broadcasting.



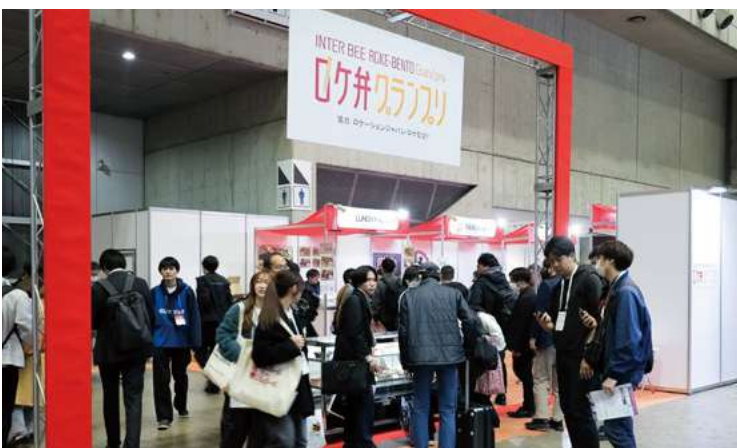
VENUE TOUR

We conducted a guided venue tour for students. This tour was organized to help participants make the most of their limited visiting time at Inter BEE 2025. During the tour, experts and industry professionals with extensive knowledge of the video, broadcasting, and media industries served as guides. In addition to explaining the exhibits, they also provided detailed insights into the latest industry developments and technological trends.



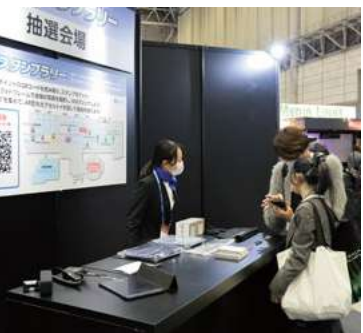
ROKE-BENTO Grand prix

► Venue: Exhibition Hall 2,3 in Makuhari Messe ► Support: Location Japan/Locanavi
The popular "Location Bento Grand Prix," a hidden favorite that made its comeback at Inter BEE last year, was held again this year at Makuhari Messe. During the event, many visitors stopped by to purchase and taste bento meals from participating vendors and vote for their favorites, making it a highlight once again this year.



ARスタンプラリー AR Stamp Rally

► Prize Exchange Counter: Exhibition hall 4 in Makuhari Messe
An AR (augmented reality) stamp rally was held, in which participants visited various designated points throughout the venue to collect stamps using AR technology. Those who collected five stamps were able to spin a giant AR capsule toy and received a special original novelty item. This AR stamp rally was held not only to enhance visitors' enjoyment of the entire exhibition, but also to encourage circulation throughout the venue and strengthen opportunities for experiencing the latest technologies.



Inter BEE

Cafe Stand

Powered by Tunagu Coffee Marche

► Venue: Exhibition Hall 3,4,8 in Makuhari Messe ► Support: Tsunagu Coffee Marche
Roasters from across the Kanto region gathered to serve carefully selected, high-quality specialty coffee, brewed with care to suit each visitor's individual preferences. Visitors enjoyed a truly special cup available only at the venue, spending a calm and relaxing moment in the aromatic atmosphere. Surrounded by the rich aroma of coffee, the space was widely appreciated as a place to unwind before heading to the next booth or business meeting, and the event concluded with great success.



Street Piano

► Venue: Exhibition Hall 4, 2F in Makuhari Messe
A street piano project was implemented, allowing visitors to freely play the piano. Leveraging Inter BEE's focus on music, video, and creative expression, the piano was installed on the second floor as a participatory experience designed to create a lively atmosphere within the venue. It sought to foster natural interaction through music, welcoming both professional and amateur musicians alike.

Opening & Keynote



Opening & Keynote Speeches That Mark the Opening of Inter BEE 2025

At 10:00 a.m. on Wednesday, November 19, the opening day of the event, the Opening & Keynote session was held at the Makuhari Messe International Conference Hall.

To mark the 61st edition of the event, a video message was delivered by Mr. Kei Uruma, Chairman of the Japan Electronics and Information Technology Industries Association (JEITA), as the organizer's opening address.

This was followed by the opening keynote speeches, which included "Latest Trends in Broadcasting Administration" by Mr. Motonobu Toyoshima, Director-General of the Information and Communications Bureau, Ministry of Internal Affairs and Communications; "Digital Technology and Japan's Content Industry" by Mr. Naohiro Kaji, Director, Culture and Creative Industries Division, Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry; and "Toward a Reference Point in the Information Space: The New Role of NHK ONE and Public Broadcasting" by Mr. Eiichi Yamasaki, Deputy Executive Director of General Media Administration, Japan Broadcasting Corporation (NHK).

The venue was filled with a large audience, who listened attentively to each of the presentations.

Building the future of new creativity and experiences together, connected by content.

In holding this event, we have received generous support and cooperation from the relevant government ministries and agencies, as well as from various organizations and many other parties. We would like to take this opportunity to express our sincere gratitude to all those who contributed to the successful organization of this event.

Inter BEE traces its origins back to the International Broadcasting Equipment Exhibition, which was first held in 1965. Having marked the milestone of its 60th edition last year, the event is now being held for the 61st time this year. Built on more than half a century of trust and achievement, Inter BEE has grown alongside advances in audio, visual, broadcasting, and communications technologies, and is now evolving into a new era.

In recent years, Inter BEE has expanded beyond the traditional boundaries of broadcasting to become a comprehensive media event encompassing all technologies involved in creating, delivering, and experiencing content. In addition to professionals engaged in broadcasting and video production, the event continues to enhance its value as a gathering place for engineers, creators, and business professionals from a wide range of fields, including marketing, live entertainment, and creative technology.

At Inter BEE 2025, under the theme, "Building the future of new creativity and experiences together, connected by content", we will showcase the future of media through a wide variety of exhibitions and programs that allow visitors to experience the fusion of content and technology.

Just as broadcasting and communications technologies continue to evolve, Inter BEE will also continue to move forward without pause, and we hope to keep evolving together with all of you. We sincerely hope that visitors will take full advantage of the exhibitions presented by more than 1,000 exhibitors, as well as the wide range of conferences, and find valuable insights into future business opportunities and new creative endeavors.

In closing, we express our heartfelt wish that Inter BEE 2025 will serve as a place for meaningful exchange and the creation of new business opportunities, and that it will contribute to the continued growth and development of the media and entertainment industry, as well as the culture and society connected to it.

Chairman of JEITA
Japan Electronics and Information Technology Industries Association
Kei Uruma



Director-General of the Information and Communications Bureau
Ministry of Internal Affairs and Communications
Motonobu Toyoshima



Director, Culture and Creative Industries Division, Commerce and Service Industry Policy Group
Ministry of Economy, Trade and Industry
Naohiro Kaji



Deputy Executive Director of General Media Administration
Japan Broadcasting Corporation
Eiichi Yamasaki

Reception Party



Reception Party Celebrating the 61st Edition

Following last year's event, a reception party was held on the evening of the opening day at the Convention Hall of the Makuhari Messe International Conference Center.

The venue was filled with numerous industry professionals, including exhibiting companies, related organizations, users, and press, creating a vibrant atmosphere throughout the event where lively exchanges took place.

At the same time, the INTER BEE AWARD ceremony was also held, providing an opportunity to recognize outstanding technologies and initiatives and to highlight contributions to technological innovation in the media and entertainment industry.

Platform for Connections and Exchanges That Inspire New Ideas and Business Creation

Inter BEE began in 1965 as the International Broadcasting Equipment Exhibition and, over more than half a century, has continued to grow alongside advances in audio, visual, broadcasting, and communications technologies.

In recent years, it has evolved beyond the traditional boundaries of broadcasting into a comprehensive media event that encompasses all technologies involved in creating, delivering, and experiencing content.

Under the theme "Building the future of new creativity and experiences together, connected by content.", this year's Inter BEE will feature a wide range of exhibitions and programs showcasing many of the latest AI-powered technologies and products. Through these diverse initiatives, the event will present a vision for the future of media, offering visitors opportunities to experience the fusion of content and technology.

Thanks to your continued support, Inter BEE has grown into a highly regarded platform that brings together not only professionals involved in broadcasting and video production, but also engineers, creators, and business professionals from a wide range of fields, including marketing, live entertainment, and creative technology.

Looking ahead, just as broadcasting and communications technologies continue to evolve, Inter BEE will also continue to move forward without pause, evolving together with all of you.

We sincerely hope that Inter BEE will once again serve as a place for connections and exchanges that lead to new ideas and the creation of new business opportunities.

In closing, we respectfully ask for your continued support, and would like to conclude this address with our heartfelt appreciation.



Director,
Japan Electronics and
Information Technology Industries Association
Yuko Shigyo

A Message of Gratitude from Makuhari and Aspirations for the Future Growth of Inter BEE

First of all, as we conclude the first day, I would like to sincerely congratulate everyone on the continued growth of Inter BEE into an even larger and more dynamic event, and on the fact that, thanks to your efforts, the opening day has been a wonderful success.

We are responsible for DCEXPO, the advanced content technology program within Inter BEE's special initiative, "INTER BEE IGNITION x DCEXPO."

This year, we have focused on AI and adopted the title "AI Ignites Creation" As the title suggests, it is about sparking creativity through AI.

By "igniting" this spark, I am convinced today that it will follow the fuse into the next era, further energizing the media and entertainment industries, as well as the businesses in which you are all involved.

I cannot help but feel excited about the expanding future that lies ahead.



Executive Managing Director,
Digital Content Association of Japan
Noriko Namikoshi



INTER BEE FORUM

November 19 (Wed.)

KN-191 KEYNOTE International Conference Room

Inter BEE 2025 Opening & Keynote

Greeting from Organizer **Kei Uruma**
Chairman of JEITA Japan Electronics and Information Technology Industries Association

Latest Trends in Broadcasting Policy

Motonobu Toyoshima
Director-General of the Information and Communications Bureau
Ministry of Internal Affairs and Communications

Digital Technology and Japan’s Content Industry

Naohiro Kaji
Director, Culture and Creative Industries Division, Commerce and Service Industry Policy Group
Ministry of Economy, Trade and Industry

Toward a Reference Point in the Information Space:
The New Role of NHK ONE and Public Broadcasting

Eiichi Yamasaki
Deputy Executive Director of General Media Administration
Japan Broadcasting Corporation

KN-192 INTER BEE IGNITION × DCEXPO KEYNOTE International Conference Room

Why Are the Dodgers Investing? An Era Where Both
Teams and Broadcasters Become ‘Investors’

Panelist **Jay Adya** Managing Partner, Elysian Park Ventures
Akira Masuzawa Co-Director, Open Innovation, Investment Strategy Department, Corporate Strategy Division, TV Asahi Corporation

Moderator

Tak Miyata
Founder and General Partner, Scrum Ventures

KN-193 INTER BEE IGNITION × DCEXPO KEYNOTE International Conference Room

AI Imagery Revolutionizing Television Drama

Panelist **Akihiro Miyagi** CEO and AI creator, 10TEN PARADE Inc.
Takeshi Shioguchi Producer, ytv Media Design Ltd.

Moderator

Atsushi Matsumoto
Journalist
Specially Appointed Professor, Senshu University

SP-192 INTER BEE FORUM Special Session Room 201

IABM Industry Impact Briefing – InterBEE 2025

Speaker **Chris Evans**
Head of Knowledge, IABM

Guest Speaker

Anna Yokota International Rights Sales and Digital Contents Lead, Japan Rugby Football Union
Abi Hemingway VP, Commercial & Partnership M2A Media

SP-193 INTER BEE FORUM Special Session Room 201

The Current State and Future Trends of Immersive
Sound Part I: Cinema, Theater, and Live Stage

Panelist **Yosuke Maeda** Senior Technology Officer, Media Integration KK
Naoki Takeda POST PRODUCTION MANAGER, KADOKAWA DAEI STUDIO CO., LTD.

Koichi Ishimaru Sound Director, TOKYO METROPOLITAN THEATRE
Toshikuni Hashimoto CEO, T-SPEC.CO.,LTD.

Moderator

Takehiko Abe
systems development & technical maintenance center, tv asahi corporation

SP-194 INTER BEE FORUM Special Session Room 201

Maximizing Regional Value through Local Content:
The Potential of Television-Driven Regional Innovation

Panelist **Ryuji Yasuda** A-PAB
Yuki Akutsu Hokkaido Television Broadcasting Co., Ltd.

Hiroshi Saito MAINICHI BROADCASTING SYSTEM, INC.
Atsushi Onoue Television Nishinippon Corporation

Shinichi Oyama Miyazaki Telecasting Co.,Ltd.

Moderator **Hisaya Suga** dentsu Japan

November 20 (Thu.)

KN-201 KEYNOTE International Conference Room

IPTV Forum Program:The Future of TV Services Created by
Broadcasting and Online Distribution—From Addressable
TV to Countermeasures Against Fake Content

Opening Remarks (tentative)

Speaker **Hiroshi Esaki**
Chief Director, IPTV Forum Japan

Special Lecture: Latest Trends in Broadcasting and Distribution Policy

Speaker **Yu Yokosawata**
Information and Communications Bureau, Broadcasting Operation Division, Director of the Distribution Service Business Office, Ministry of Internal Affairs and Communications

Panel Discussion:The Future of TV Services Created
by Broadcasting and Online Distribution—From Addressable
TV to Countermeasures Against Fake Content

Panelist **Rumi Iizuka** Research Division・Principal Researcher, Foundation for MultiMedia Communications
Masashi Ito Technical Development and Media Planning, Fuji Television Network, Inc.

Satoshi Nishimura Hybridcast Implementation Group Technical Section Leader, IPTV Forum Japan
Yoshiharu Dewa CTA WAVE Liaison person, IPTV Forum Japan

Moderator **Yumi Dobashi**
Senior ResearcherICT Infrastructure Strategy GroupMobility and Communications Division, Mitsubishi Research Institute, Inc.

Exhibition Introduction

Speaker **Hirotake Goto**
TBS TELEVISION Inc. Media Technology Division.
IPTV Forum Japan, Public Relations and Promotion Committee.

KN-202 KEYNOTE International Conference Room

The Current State and Future Trends of Immersive Sound Part II:
Package, Broadcasting/Streaming, and Educational Fields

Panelist **Hideo Takada** Sound Producer / Recording Engineer, MIXER'S LAB CO., LTD
Kensuke Irie Content Management & Engineering Department, Content Technology Center, Audio Engineer, Japan Broadcasting Corporation

Yoshihiro Toda Engineering & Technology Center Content Technology UnitEngineer, WOWOW INC.
Kazuya Nagae Soundmedia Composition Course, Professor, Nagoya University of the Arts

Moderator **Takehiko Abe**
systems development & technical maintenance center, tv asahi corporation

KN-203 INTER BEE MEDIA Biz KEYNOTE International Conference Room

Rethinking Trust in the Media

Panelist **Yasushi Yamamoto** Institute of Media Environment, Hakuho-do Inc.
Shotaro Tsuda Professor at the Institute for Journalism, Media & Communication Studies, Keio University

Kaori Hayashi Professor, The University of Tokyo

Moderator **Yoshio Mikazuki**
Nippon Television Network Corporation

SP-201 INTER BEE CREATIVE KEYNOTE Room 201

The Evolution of Kyoto Cinema: Reflecting on
100 Years and Envisioning the Next Century

Panelist **Shinji Higuchi** Film Director
Akimasa Yamashita Advisor of Kyoto Prefecture
ATVK-Art and Technology Village Kyoto

Yuji Kojima Director & Deputy Head of Visual Division Director, Kyoto Studio
TOEI COMPANY, LTD.
Tadashi Osumi Advisor, Shochiku Co., Ltd.
Chairman & Representative Director, Shochiku Studio Co., Ltd.

Moderator **Takafumi Yuki**
INTER BEE CREATIVE Director

SP-202 INTER BEE FORUM Special Session Room 201

The Future of Immersive Content for Global Competitiveness

Panelist **Katsutoshi Machiba** IMMERSIVE JOURNEY, Producer, CinemaLeap Inc. Director
Jun Nishida Visual Strategist,Immersive Museum Planner, Drill Inc.Chief Content Officer

Michiyuki Ishita CEO of COLORs CREATION Co.Ltd. & NIGHT WAVE, Chairman of Projection Mapping Association of Japan. Creative director, Media artist, Special designer.
Toru Watanabe VR content creator
Concent, Inc.

Moderator **Kenji Watanabe**
Professor, Tokyo International University of Technology, Department of Digital Entertainment, MIRAI-LABO.
Organiser, Immersive Content Society

SP-203 INTER BEE FORUM Special Session Room 201

How Advertisers Are Using TV Data: Practical Insights for Sales and PR Professionals

Panelist **Yasushi Gunya** CEO, REVISIO Inc.
Shunji Takayama CEO, Switch Media, Inc.

Tatsuya Manabe Marketing Partners Department/Marketing Department Manager, NOVASELL INC.
Soma Tanaka Executive Officer, General Manager, Marketing Management Division, BuySell Technologies Co., Ltd.

Moderator **Kouji Fukada**
PBU MediaManagementDepartment MEGroup Senior Professional, NEC Corporation

SP-204 INTER BEE FORUM Special Session Room 201

Broadcast Media’s Challenge: Leaving No One Behind in Times of Disaster

Panelist **Yasushi Fuwa** Center for Promoting Digital Transformation, Specially Appointed Professor, SHINSHU UNIVERSITY
Kanzo Nakamura Business Development Group, Business Production Division, Chukyo Television Broadcasting Co., Ltd.

Masaharu Era Director, Radio Bureau Chief, and Technical Bureau Chief, Yamaguchi Broadcasting Co., Ltd.
Hiroyuki Hattori Local Disaster prevention Digital Transformation Business office, TOKYO METROPOLITAN TELEVISION BROADCASTING Corporation

Hidegori Kiyama Director of Technology
Hokkaido Television Broadcasting Co., Ltd.

Moderator **Keiko Murakami**
Media Researcher(Former NHK Broadcasting Culture Research Institute)

November 21 (Fri.)

KN-211 JEITA Global AI Cloud Pavilion KEYNOTE International Conference Room

Cloud-Driven Media DX: From Broadcasting Infrastructure to the Future of Generative AI

Why the Frontline Chooses This Cloud:Fuji Nextera Lab × Oracle Cloud Infrastructure

Rikuroou Fukumoto Director, Broadcast Solutions Division
FUJI NEXTERA LABO INC.
Kazumi Hirose Executive Architect, Cloud Business
ORACLE CORPORATION JAPAN

"Becoming Frontier: "Reimagining Media & Entertainment with AI" Where creativity meets AI to shape the future of content, storytelling, and audience connection.

Dillen Alahendra
Chief Director of Telco, Media & Gaming Worldwide, Microsoft

Converging Entertainment: New Viewing Experiences Enabled
by Generative AI and the Cloud

Yuichiro Nakazawa Development Headquarters Content & Data Division/ Principal Content Engineer
AbemaTV, Inc.
Takato Yamaguchi Manager, Industry Business Development
Amazon Web Services, Inc.

KN-212 INTER BEE IP PAVILION KEYNOTE International Conference Room

The “First Step” Solution—Learning the Reality of
Broadcast IP Transformation from Grand Design
Concepts to On-Site Practices

Panelist **Riku Takahata**
Engineering & Technology Division Contents Technology Unit
WOWOW Inc.

Tetsu Saito
Engineer Technical Infrastructure Unit Engineering & Technology Center
WOWOW Inc.

Keisuke Minauchi
Production Technology Department
Minaminihon Broadcasting Co.,Ltd.

Rikiya Saito
Chief Engineer, Broadcast Systems
Ikegami Tsushinki Co., Ltd.

Moderator **Shinya Enokido**
Expert, Enterprise Business Strategy Department East Japan Business Unit 3
Net One Systems Co., Ltd.

KN-213 INTER BEE CINEMA KEYNOTE International Conference Room

Behind the Scenes of the Film Samurai Time Slipper

Jyunichi Yasuda
Film Director,

SP-211 INTER BEE FORUM Special Session Room 201

AVC Committee Session:
"TV Devices: Current Status and Expectations from
the Viewpoint of Video Streaming Services"

Hiroyuki Maeda
Head of Marketing
U-NEXT Co., Ltd.

SP-212 INTER BEE FORUM Special Session Room 201

The New Wave of AVOD: How Amazon and Netflix Are
Redefining Advertising in Streaming

Panelist **Ritsuya Oku**
Managing Director and Founder, Media Vision Lab

Hiroaki Takei
Associate Managing Director, Ad Optimization, Sales Strategy, Sales, Nippon Television Network Corporation

Kazuaki Hirota
Senior Account Executive Marketing Solution,Advertising Business Division, TVer INC.

Shohei Okubo
Business Development Headquarters Product Division General Manager, AbemaTV, Inc.

Moderator **Kouji Fukada**
PBU MediaManagementDepartment MEGroup SeniorProfessional, NEC Corporation

SP-213 INTER BEE FORUM Special Session Room 201

Exploring the Future of Broadcast Technology
from Multiple Perspectives

Panelist **Masahito Kawamori**
Graduate School of Information Science and Technology, The University of Tokyo

Nagisa Oyoshi
CEO, Icoze,Inc.

Naoto Kikuchi
Project Professor, KEIO University Graduate School of Media Design

Masashi Ito
Technical Development, Fuji Television Network, inc.

Moderator **Keiko Murakami**
Media Researcher(Former NHK Broadcasting Culture Research Institute)

Exhibitor Seminar

► Venue: Room 103/Room 104, 1F International Conference

November 19 (Wed.)	ES1-193 14:00 ▶ 15:30	The world class creator talks about the cutting edge of on-air graphics				Kenneth Tsai Founder Dot Connector Inc.
	ES2-193 14:00 ▶ 15:30	Insights and Challenges from Operating Shared Remote Production at the Expo				
	Keigo Hosokawa Leader, Production Engineering Department , Engineering Division, Asahi Television Broadcasting Corporation		Shoichi Hirata Value Design Department, NTT BUSINESS SOLUTIONS CORPORATION		Katsuya Tanaka Streaming Business Department, NTT SMARTCONNECT CORPORATION	Takeshi Ishida Production Technology Center Production Technology Department Managing Director, KANSAI TELEVISION CO.LTD.
Hideaki Oi Affiliated department:Visual Media Services Business Division Entertainment Service Department Post:Specialist, Panasonic Connect Co., Ltd. Gemba Solutions Company		Kazutaka Okita Engineering Division, Yomiuri telecasting corporation		Kiichi Araki Chief Engineer, Content Center 3, Osaka Station, Japan Broadcasting Corporation		

November 20 (Thu.)	ES1-202 12:00 ▶ 13:30	Music Licensing Essentials for Broadcasting and Advertising Professionals: How to Utilize Production Music Libraries in the New Era of Content			
	ES1-203 14:00 ▶ 15:30	Cloud Success Strategies for M&E: Optimizing Cloud Infrastructure to Accelerate Creativity in the Age of Generative AI			
		Panelist	Jo Miyashita Sales Manager, Nash Studio Inc.	Kazuhito Takeuchi CEO, Ligar Music Co.,Ltd. / Pandeiro Music Co.,Ltd.	Moderator Atsushi Nakaue Executive Officer, DENTSU MUSIC AND ENTERTAINMENT INC.
		Ryo Kameda Tech Lead Innovative Technology and Business Development Department, Division of Media Technology TBS Television, Inc.	Takahiro Matsumoto Platform Business Dept. Content Strategy Division Mainichi Broadcasting System, Inc.	Yuta Kido Production Technology Center. General Technology Division Mainichi Broadcasting System, Inc.	
				Tsubasa Hirano Senior Technical Director Technology Dept. Imagica Entertainment Media Services, Inc.	Go Kobayashi Senior Solutions Architect Media Group, Strategic Industry Solutions Architecture Amazon Web Services Japan G.K.

November 21 (Fri.)	ES1-212 12:00 ▶ 13:30	Media Cyber Resilience: Ensuring Uninterrupted Broadcasting in the Era of Cloud and IP Transformation			
	Toshikazu Murata Presales Architect, Systems Engineering, Enterprise Business Technology Dept. Fortinet Japan G.K.				
	ES2-212 12:00 ▶ 13:30	Intelligent Cloud-Native Playout "Vipe" -Introduction of BCNEXXT's "Vipe" innovative technology, IJ Cloud, and OTT integration case study-			
	1.Intelligent, Adaptive Playout		Speaker Graham Sharp VP of Global Sales and Marketing BCNEXXT Inc.	Consecutive interpreter Kazue Yokoyama BCNEXXT JAPAN	
	2. IJ Cloud Overview and "Vipe" Integration Example		Speaker Kiyotaka Domae General Manager of Technology, Internet Initiative Japan Inc.		
3. "Vipe" Product Summary, Q&A		Speaker Katsumi Yamamoto BCNEXXT JAPAN			
	ES1-213 14:00 ▶ 15:30	Driving PLAY Inc.'s Growth Strategy Through Cross-Organizational Technology and Observability			
		Kenichi Maruyama Technology Enablement Group Manager PLAY, inc.	Ken Ichikawa Tech lead, technology enablement group PLAY, Inc.	Yuki Seki Solution consultant New Relic, K.K.	
	ES2-213 14:00 ▶ 15:30	Next Gen. Integrated Cloud Radio Master PoCResults Report and Future Plans			
		Speaker Takashi Maenaka Sky Perfect JSAT Corporation	Osamu Kawashima Director Division Manager, Engineering, Administrative Unit TOKYO FM BROADCASTING CO.,LTD		

Online Exhibitor Seminar

► Venue: Inter BEE Official Website (Online)

November 19 (Wed.)	ES0-192 11:30 ▶ 12:30	Creating the Future of Video Production The New Era Unveiled by Google Cloud GenMedia			
		Yuichiro Danno Customer Engineer Google Cloud Japan G.K.			
	ES0-193 13:00 ▶ 14:00	Driving Innovation in the Media Industry with AI Agents			
		Sho Mizuno Customer Engineer Google Cloud Japan G.K.			

Co-located Session The 62nd JBA Symposium of Broadcast Technology

► Venue: Makuhari Messe 3F International Conference Hall

Sponsored by : The Japan Commercial Broadcasters Association

	Room 301		Room 302		Room 303	
11/19 Wed.	JBA-191	11:00 ▶ 16:45	JBA-192	13:00 ▶ 15:05	JBA-193	13:00 ▶ 16:45
	Production Engineering		Sound Broadcasting and Audio		CG / Computer / Vision	
11/20 Thu.	JBA-201	13:30 ▶ 16:00	Special Program			
	The Reality and Honest Voices of Broadcast System IP Transformation No More Hesitation! Exploring Winning Strategies for MoIP Implementation					
11/21 Fri.	JBA-211	10:30 ▶ 16:20	JBA-212	11:20 ▶ 12:10	JBA-214	13:00 ▶ 14:40
	Broadcasting		Streaming		Circuits, Signal Transmission, and Broadcasting	
			JBA-213	13:00 ▶ 14:15		
			Data Broadcasting, Broadcast-Communication Integration, and Accessibility			

The 62nd JBA Symposium of Broadcast Technology Poster session

► Venue: Makuhari Messe 3F International Conference Hall

11/19 Wed.	12:45 ▶ 17:00	11/20 Thu.	11:15 ▶ 14:50
	Poster session		Poster session

Co-located Session ZENEIKYO Forum 2025 in Makuhari

- Forum:
International Conference Hall 1F
Room 104
- After Session Gathering:
International Conference Hall 1F
Room 101
- Organizers:
National Board of Regional Visual
Industry Associations

11/20 Thu.	14:30 ▶ 14:50	Opening Salutations
	14:50 ▶ 15:20	Ministry of Economy, Trade and industry Presentation
	15:20 ▶ 15:30	Intermission
	15:30 ▶ 15:50	Ministry of Internal Affairs and Communication Presentation
	16:00 ▶ 16:10	Intermission
	16:10 ▶ 17:00	National Board of Regional Visual Industry Associations 2025 Gran Prix Results and Ceremony
	17:30 ▶ 19:00	After Session Gathering



INTER BEE EXPERIENCE

The evolution of audio never stops!
An exceptional audio experience that moves the heart

X-Speaker SR Speaker Demo & Presentation

Product Brand / Participant Company Venue: Event Hall, Makuhari Messe


◆ Point Source Speakers/Standalone line array speakers

	11/19 10:30~ 11/20 14:00~ EAW NT206L / SBX118F Onkyo Tokki Ltd.
	11/19 11:10~ 11/20 14:40~ CODA AUDIO APS PRO / APS SUB Hibino Intersound Corporation
	11/19 11:50~ 11/20 15:20~ NEXO ALPHA+ Yamaha Music Japan Co., Ltd.
	11/19 12:30~ 11/20 16:00~ K-Array KY102 / KS31 / KS3PI AUDIO BRAINS Co., Ltd.
	11/19 14:00~ 11/20 16:40~ BOSE PROFESSIONAL Forum FC112+ShowMatch SMS118 BOSE PROFESSIONAL

◆ Compact Line Array Speakers

	11/19 14:40~ 11/21 10:30~ TW AUDIO ELLA6 / ELLA L18 / VERA S32 CAEL WORKS INC.
	11/19 15:20~ 11/21 11:10~ d&b audiotechnik CCL8 / CCL12 / CCL-SUB d&b audiotechnik Japan K.K.

◆ Medium and Large scale Line Array Speakers

	11/19 16:40~ 11/21 12:30~ JBL PROFESSIONAL VTX A12 / VTX B28 Hibino Corporation
	11/20 10:30~ 11/21 14:00~ Martin Audio WPL / SXH218 AUDIO BRAINS Co., Ltd.
	11/20 11:10~ 11/21 14:40~ L-ACOUSTICS L2 / L2D / KS28 Bestec Audio Inc.
	11/20 11:50~ 11/21 15:20~ ADAMSON VGt / VGs REWIRE INC.
	11/20 12:30~ 11/21 16:00~ TT+AUDIO(RCF) GTX10 / GTS29 Onkyo Tokki Ltd.

	11/19 16:00~ 11/21 11:50~ Alcons Audio LR15/90, LR15/120, LR15B E'spec Inc.
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Equipment Assistance: Hibino Corporation, E'spec Inc.

X-Headphone X-Microphone Headphone and microphone trial listening

Product Brands / Participating Companies Venue: Exhibition Hall 2

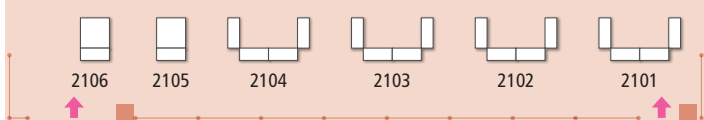
◆ X-Headphone

2102	STAX STAX
2103	audio-technica Audio-Technica Corporation
2104	qdc / ULTRASONE / Maestraudio Aiuto Co.,Ltd
2105	Yamaha Yamaha Music Japan Co., Ltd.

◆ X-Microphone

2101	AUDIX Roland Corporation
2106	Yamaha Yamaha Music Japan Co., Ltd.

Venue Layout



INTER BEE DX x IP PAVILION

Breaking boundaries through collaboration—
driving content production DX with MoIP and
software-based workflows.

Participants Venue: Exhibition Hall 3

ASTRODESIGN, Inc. Amazon Web Services Japan G.K. Amber Sign, Ltd. HC Networks, Ltd. ATEN JAPAN Co., Ltd. NEC Corporation NHK Technologies, Inc. NTT DOCOMO BUSINESS, Inc. Zabbix Japan LLC Japan Material Co., Ltd. SKY Perfect JSAT Seiko Solutions Inc. Sony Biz Networks Corporation Sony Marketing Inc. TASCAM/TEAC CORPORATION Thales DIS Japan K.K. DIGicas LLC. TelHi Corporation TOSHIBA CORPORATION	TOYO Corporation NAXA Inc. Panasonic Connect Co., Ltd. HARADA CORPORATION Videotron Corporation HIRAKAWA HEWTECH Huawei Technologies Japan Fortinet Japan G.K. PHOTRON LIMITED FUYOH VIDEO AGENCY Co., Ltd. FOR-A Company Limited MACNICA, Inc. Marubun Corporation Yamaha Music Japan Co., Ltd. UNIXON SYSTEMS CO., LTD. Lambda Systems Inc. Leader Electronics Corporation Restar Corporation
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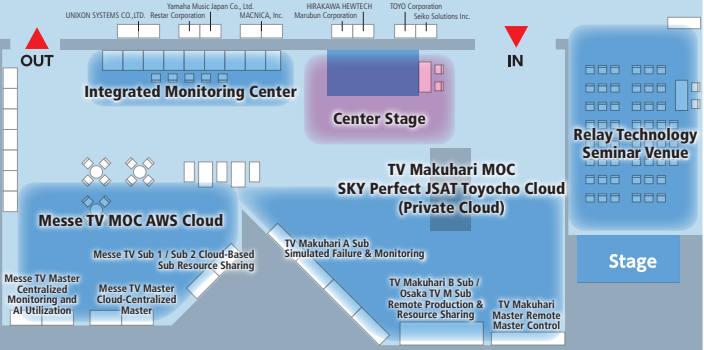
◆ Advisor

NEC Platforms, Ltd. National Astronomical Observatory of Japan Nippon Television Network Corporation (ARIB)	Japan Broadcasting Corporation Fuji Television Network, Inc. (ARIB)
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◆ Planning • Support

Mainichi Broadcasting System, Inc. Kansai Television Co. Ltd. Yomiuri Telecasting Corporation Television Osaka, Inc. Rikei Corporation SEIKOH GIKEN Co., Ltd. The POS Inc.	IGUAZU Corporation Miharu Communications Inc. Tokyo Electron Device LTD. Panduit Corp. AIM Electronics Co., Ltd. AT TOKYO Corporation hirotech, inc
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Venue Layout



■ Keynote

November 21 (Fri.)	
KN-212 12:30▶14:00	
The "First Step" Solution—Learning the Reality of Broadcast IP Transformation from Grand Design Concepts to On-Site Practices	
Panelist	Tetsu Saito Engineering & Technology Division/Contents Technology Unit WOWOW Inc.
	Keisuke Minauchi Production Technology Department Minaminihon Broadcasting Co., Ltd.
	Rikiya Saito Chief Engineer, Broadcast Systems Ikegami Tsushinki Co., Ltd.
Moderator	Shinya Enokido Expert, Enterprise Business Strategy Department East Japan Business Unit 3 Net One Systems Co., Ltd.

Relay Technical Seminar Venue: Makuhari Messe Hall 3

November 19 (Wed.)	
10:30▶10:50	This Year's Highlight of "INTER BEE DX x IP PAVILION" Sony Marketing Inc.
11:00▶11:20	ARIB Activities on MoIP Standardization Association of Radio Industries and Businesses(ARIB)
11:30▶11:50	Network Overview of "INTER BEE DX x IP PAVILION" HC Networks, Ltd.
13:00▶13:20	Time Synchronization Technologies Supporting "INTER BEE DX x IP PAVILION": From an Overview of PTP to Key Points of GNSS Configuration MARUBUN CORPORATION
13:30▶14:20	(Deep Dive Series) Exploring Infrastructure for the Hybrid Era — Architecture Design and Lessons Learned from On-Premises and Cloud Coexistence — — Insights and Future Potential from the IP Pavilion Experiment, as Discussed by Four Osaka-Based Broadcasters — Kansai Television Co., Ltd. / TV Osaka, Inc. / NHK (Japan Broadcasting Corporation) / Mainichi Broadcasting System, Inc. / Yomiuri Telecasting Corporation
14:30▶14:50	Integrated and Stream Monitoring for "INTER BEE DX x IP PAVILION" Zabbix Japan LLC, TOYO Corporation
15:00▶15:20	"INTER BEE DX x IP PAVILION": Taking on Security – Part 2!! NTT DOCOMO BUSINESS, Inc. / Thales DIS Japan K.K. / Fortinet Japan G.K. / Marubun Corporation
15:30▶15:50	AMWA NMOS IS-10 (Security) Japan Broadcasting Corporation
16:00▶16:50	Deepening Insights from MoIP-Adopting Broadcasters Through a Panel Discussion: Discussing IP Master Deployments and Vendor Experiences Gifu Broadcasting System, Inc. / Zabbix Japan LLC / Biwako Broadcasting Co., Ltd.

November 20 (Thu.)	
10:30▶10:50	This Year's Highlight of "INTER BEE DX x IP PAVILION" Huawei Technologies Japan K.K.
11:00▶11:50	(Deep Dive Series) The Power of IP Connectivity in Video Production — The Emerging Role of Communication Infrastructure Connecting the Cloud and Broadcast Operations — NTT DOCOMO BUSINESS, Inc. / Sony Biz Networks Corporation / Kijitsu Co., Ltd. / NHK (Japan Broadcasting Corporation)
13:00▶13:20	"INTER BEE DX x IP PAVILION": Overview of This Year's Program — A Clear Guide to the Key Highlights — Sony Marketing Inc.
13:30▶13:50	"INTER BEE DX x IP PAVILION" Presents: Overview of Private Cloud Overview — Introduction to the SKY PerfectTV! Tokyo Media Center — SKY Perfect JSAT Corporation
14:00▶14:20	"INTER BEE DX x IP PAVILION" Presents: Cloud Sub Control and AI-Enabled Centralized Monitoring Demo Overview Amazon Web Services Japan G.K.
14:30▶14:50	ARIB Activities on MoIP Standardization Association of Radio Industries and Businesses(ARIB)
15:00▶15:20	"INTER BEE DX x IP PAVILION" Presents: Overview of the Private Cloud Simulated Failure and Monitoring Demo DIGicas LLC.
15:30▶15:50	"INTER BEE DX x IP PAVILION" Presents: Overview of the Private Cloud Demo Featuring Remote Production and Resource Sharing Panasonic Connect Co., Ltd.
16:00▶16:50	IP Transformation at Local Broadcasters "Deepening Insights from MoIP-Adopting Broadcasters Through a Panel Discussion" — Sharing Experiences with MoIP Production Sub Control Deployments and Vendors — RKK Kumamoto Broadcasting Co., Ltd. / Shin-etsu Broadcasting Co., Ltd. / Zabbix Japan LLC

November 21 (Fri.)	
10:30▶10:50	This Year's Highlight of "INTER BEE DX x IP PAVILION" Zabbix Japan LLC
11:00▶11:20	MoIP Initiatives at Radio Broadcasters: Verification of Low-Cost AoIP Transmission Using FLET'S JOQR Cultural Broadcasting, Inc.
11:30▶11:50	"The 10,000-Person Daiku (Ode to Joy) at EXPO 2025": IOWN-Enabled ST 2110-20/30 Remote Production for Large-Scale Live Event Broadcasting at the Expo Venue MAINICHI BROADCASTING SYSTEM, INC.
13:00▶13:20	"INTER BEE DX x IP PAVILION": New IP Pavilion Exhibitors Showcase Diverse Solutions for the Future of Broadcast DX ALAXALA Networks Corporation / Zabbix Japan LLC / SKY Perfect JSAT Corporation / Thales DIS Japan K.K. / Kijitsu Co., Ltd. / NAXA Inc. / Unison Systems Co., Ltd.
13:30▶14:20	(Deep Dive Series) Exploring Infrastructure for the Hybrid Era — Architecture Design and Lessons Learned from On-Premises and Cloud Coexistence — Amazon Web Services Japan G.K. / SKY Perfect JSAT Corporation / Sony Marketing Inc. / Huawei Technologies Japan K.K. / NHK (Japan Broadcasting Corporation)
14:30▶14:50	ARIB Activities on MoIP Standardization Association of Radio Industries and Businesses(ARIB)
15:00▶15:20	Latest Trends in DMF and MXL Japan Broadcasting Corporation
15:30▶15:50	"INTER BEE DX x IP PAVILION": Looking Ahead to Next Year National Astronomical Observatory of Japan (NAOJ) / Zabbix Japan LLC / Japan Broadcasting Corporation
16:00▶16:50	"Deepening Insights from MoIP-Adopting Broadcasters Through a Panel Discussion" — Sharing Experiences with MoIP Line Center Implementations and Vendors ABC Television, Inc. / Zabbix Japan LLC / WOWOW Inc.

INTER BEE IGNITION × DCEXPO

Breaking boundaries through collaboration—driving content production DX with MoIP and software-based workflows.

■ Keynote		▶ Venue: International Conference Room		
November 19 (Wed.)	KN-192 13:00▶14:00			
	Why Are the Dodgers Investing? An Era Where Both Teams and Broadcasters Become ‘Investors’			
	Panelist	Jay Adya Managing Partner, Elysian Park Ventures	Akira Masuzawa Co-Director, Open Innovation, Investment Strategy Department, Corporate Strategy Division, TV Asahi Corporation	Moderator Tak Miyata Founder and General Partner, Scrum Ventures
	KN-193 14:30▶15:30			
	AI Imagery Revolutionizing Television Drama			
Panelist	Akihiro Miyagi CEO and AI creator, 10TEN PARADE Inc.	Takeshi Shioguchi Producer, ytv Media Design Ltd.	Moderator Atsushi Matsumoto Journalist Specially Appointed Professor, Senshu University	

Special Session		▶Venue: Exhibition Hall 6	
November 19 (Wed.)			
IG-191	10:30▶12:00	Advanced Imaging Society Japan Committee: Awards Ceremony for Lumière Japan Award 2025	
We are pleased to announce and honor this year’s recipients of the Lumière Japan Awards			
IG-192	12:30▶13:30	DCEXPO SESSION	
Professional in advertising will discuss the future of AI videos and the role of AI prompt directors. The talk will also include the latest updates on AI x Fashion.			
Miho Kinomura	Tadashi Umazume		
AI Filmmaker, NFFT AI x Fashion Movie Event Founder, STUDIO D.O.G G&K	Chief Producer, TYO Inc		
IG-193	14:10▶15:55	Exhibitor presentation	
V-Livers Listen and Share! The Latest in Cutting-Edge Content Technology: INTER BEE IGNITION x DCEXPO Exhibitor Presentations Part1			
Participating Companies			
TwoHands Meta TOKAI TELEVISION BROADCASTING CO., LTD inoree LLC Tsuchiya Co.,Ltd SAFEHOUSE, Inc. MPLUSPLUS Co., Ltd. SHOSABI inc. Wildman Inc. IPconnect Inc. REDCLIFF, Inc. The University of Tokyo Keio University Graduate School of Media Design Keio University Tsuda University Kyoto Sangyo University / The National Institute of Advanced Industrial Science and Technology The University of Tokyo			
Moderator	Shin Roumei	Suratan	
	V-Liver	V-Liver	
IG-194	16:10▶17:10	DCEXPO SESSION	
The Present and Future of AI Films			
Panelist	Hiroki Yamaguchi	Hiroyuki Ikeda	
	GAUMAPIX	Representative Director, AI Japan International Film Festival (AIJF2025)	
Moderator	Chikage Terashima GAUMAPIX		

November 20 (Thu.)			
IG-201	10:30▶12:00	Broadcasters as Business Creators: Tokai TV’s Edge Challenge	
Panelist	Jun Tomatsu	Makoto Aou	
	BUSINESS STRATEGY ASSISTANT DEPARTMENT MANAGER, TOKAI TELEVISION BROADCASTING CO.,LTD.	CEO, LEO co.,Ltd	
		Minoru Moriya	
		Entrepreneur	
Moderator	Mariko Nishimura	Keiko Murakami	
	Founder and CEO, HEART CATCH Inc.	Media Researcher(Fomer NHK Broadcasting Culture Research Institute),	
IG-202	12:20▶13:20	DCEXPO SESSION	
Regional Revitalization Gone Wrong: Discovering What Truly Works			
Tsuyoshi Abiko	Shogo Nakamae		
Sony Marketing Inc. Producer of “Locatone”	General director Avex Inc.		
IG-203	13:40▶14:40	DCEXPO SESSION	
AI Strategy in the Middle East: A Path of Unique Evolution			
Akira Takatoriya Part-time lecture,University of Tsukuba CEO, Altair Inc.			
IG-204	15:10▶17:20		
Moving Towards Future Media Co-Creation: TV Stations x Startups Pitch			
Participating TV Stations			
Takahiro Fukui	Akira Masuzawa		
Senior Manager, Corporate Strategy, R&D Lab, NIPPON TELEVISION HOLDINGS, INC.	Co-Director, Open Innovation, Investment Strategy Department, Corporate Strategy Division, TV Asahi Corporation		
Naoki Nishikawa	Yoshiyuki Hayashi		
Managing Partner, TBS Innovation partners, LLC	Producer, TV TOKYO CORPORATION		
Toshihiro Shimizu	Ryo Hagiwara		
Business Promotion Bureau, FUJI TELEVISION NETWORK, INC.	Silicon Valley Branch,The Shizuoka Shimbun, Shizuoka Broadcasting System, Fujiyama Bridge Lab		
Pitch Startup	Zentarō Imai	Issay Yoshida	
	CEO, Classroom Adventure inc.	CEO, EmbodyMe, Inc.	
Tetsuya Nonomura	Yuki Kobayashi		
CEO / Chief Bungee Jumper, Logility Co., Ltd.	CEO, MESON,Inc.		
Minami Suwa	Takahito Iguchi		
Simplee Inc.	Founder CEO, timespace, inc.		
Yasufumi Sakai			
Director Business Design, Logic and Design Inc.			
Moderator			

November 21 (Fri.)			
IG-211	10:30▶11:30	Changing the Media with Youthful Passion	
Panelist	Haruto Oka	Guest	Osamu Suzuki
	CEO, HA-LU inc		Founder & CEO STARTUP FACTORY
Moderator	Mariko Nishimura Founder and CEO, HEART CATCH Inc.		
IG-212	11:50▶12:50	Exhibitor presentation	
V-Livers Listen and Share! The Latest in Cutting-Edge Content Technology: INTER BEE IGNITION x DCEXPO Exhibitor Presentations Part2			
参加企業			
MiralCompany LLC The Yamagishi Laboratory, National Institute of Informatics Hapbeat LLC / DCCENT Co., Ltd / HJ CULTURE Co.,Ltd Even Ent Co.,Ltd / HelpTech Co., Ltd.			
Moderator	Shin Roumei	Suratan	
	V-Liver	V-Liver	
IG-213	13:10▶14:00	DCEXPO SESSION	
Toward Emotions Only "With AI" Can Create —The Cutting Edge of AI-Powered Art and Entertainment Creation—			
Yoichi Aso Entrepreneur Artist, Music Producer Representative Director of Entrepreneur Art Association; and others.			
IG-214	14:20▶15:20	DCEXPO SESSION	
SIGGRAPH Talk Session “AI and GPU: Shaping the Future of Real-Time Expression”			
Panelist	Jesse Barker	Youchiro Miyake	
	SIGGRAPH2026 Emerging Technologies Chair Unity Technologies	SQUARE ENIX CO., LTD. AI Researcher Specially Appointed Professor, Institute of Industrial Science, The University of Tokyo	
Moderator	Kouta Minamizawa Professor, KMD: Keio University Graduate School of Media Design		
IG-215	15:40▶16:40	DCEXPO SESSION	
Talk Session for the Tsumugi and Takumi Awards Winners			
◆Part1: Swimming the Deep Sea Through Science and Art: Sakana-kun x Yoichiro Kawaguchi Depict ‘Unknown Fish’”			
Awards Winners			
FISH BOY - Sakana-kun Honorary Doctorate and Visiting Professor, Tokyo University of Marine Science and Technology			
◆Part2: Forms That Breathe Life: A Dialogue Between Architecture and Art			
Awards Winners	Sou Fujimoto	Yoichiro Kawaguchi	
	Architect	Professor Emeritus, The University of Tokyo Artist	

INTER BEE MEDIA Biz

Exploring challenges and solutions in the evolving media and content business

■ Keynote		▶ Venue: International Conference Room		
November 20 (Thu.)	KN-203 14:45▶16:15			
	Rethinking Trust in the Media			
	Moderator	Yoshio Mikazuki Nippon Television Network Corporation	Panelist	Yasushi Yamamoto Institute of Media Environment, Hakuhodo Inc.
			Shotaro Tsuda Professor at the Institute for Journalism, Media & Communication Studies, Keio University	Kaori Hayashi Professor, The University of Tokyo

Special Session

▶ Venue: Exhibition Hall 7

November 19 (Wed.)

MB-19111:00▶12:00

DAZN Japan Top Talks: Sports Streaming and Oshi-katsu

ModeratorTomoko HasegawaContent Business Journalist

PanelistYu SasamotoCEO and APAC Business Development, DAZN JapanAya HiranoEditor-in-Chief of Nikkei Gaming, Nikkei Business Publication, Inc.

MB-19212:30▶14:00

TV Comes Full Circle: The Present and Future of Content Value Creation

ModeratorRitsuya OkuManaging Director and Founder, Media Vision Lab

PanelistTakashi UchiyamaProfessor, School of Cultural and Creative Studies, Aoyama Gakuin UniversityNobuyuki TakeuchiContent Business Department Associate Executive Director, KANSAI TELEVISION CO.LTDItsumi MatsuokaBusiness Design Unit Business Development Group Senior Producer Video Research Ltd.

MB-19314:30▶16:00

World-Class IP Production Capabilities

ModeratorTomoko HasegawaContent Business Journalist

PanelistKotaro SudoAnime & Movie Division Animation Business Department, TBS Television, Inc.Gemmei UsudaIP Business Senior Producer, FUJI TELEVISION NETWORK, INC.Satoshi OshimaCEO, WIT COLLECTIVE

MB-19416:30▶17:30

Changing Costs in the Production Field

ModeratorSatoru WatanabeJapan Broadcasting Corporation

PanelistKatsuhiro TsuchiyaCEO, Tutti Create Co., Ltd.Hotaka SugimotoChief editor of Branc, IID, Inc.Ken TajimaCEOTOKYO ROCK STUDIO INC.

MB-20517:45▶19:00, Nov. 20

Urgent special session! Short-form video presentation relay & networking event

As the short-form video market continues its steady expansion, we held a planned session on Day 2 titled “Vertical Short-Form Video: What’s the Next Winning Strategy?” Following this session, we organized a presentation relay and networking event aimed at connecting people working with short-form video, creators, and those preparing to step into this field.

November 20 (Thu.)

MB-20110:30▶12:00

Media Restructuring in 10 Years: What Will It Look Like?

ModeratorOsamu SakaiMedia Consultant

PanelistSusumu ShimoyamaWriterNoriko Wakihamaprofessor, Faculty of Sociology, Kyoto Sangyo UniversityTakeshi KuriharaSenior Manager, PwC Consulting

MB-20212:30▶13:30

Reverse Rehack: Jirō Nishida vs. Hiroki Takahashi — The Present and Future of YouTube

ModeratorJiro NishidaRepresentative Director, Association for Future TV Vision / LocoStar, inc.

PanelistHiroki TakahashiCEOTonari Inc.

MB-20314:00▶15:30

Vertical Short-Form Video: What’s the Next Winning Strategy?

ModeratorNobuo YamamotoNikkei Entertainment! senior staff writer, Nikkei Business Publications, Inc.

PanelistNaomichi SawamuraCEOemole Inc.Keisuke YonenagaCEOQREATION Co., Ltd.Satoru TanakaCEOGOKKO Inc.

MB-20416:00▶17:20

How Can Local TV Stations with Limited Resources—How Keep Up with the Rapid Advancement of Data Utilization?

ModeratorKoji NagaeTVQ KYUSHU BROADCASTING CO.,LTD.

PanelistAyuki SugimotoDigital Transformation Advancement Center, Broadcasting System Division, Hokkaido Cultural Broadcasting Co., Ltd.Keita YokotaHead of Data Solutions Center TV Asahi Corporation

November 21 (Fri.)

MB-21110:30▶12:00

The Future of Broadcasters’ Use of SVOD

ModeratorMotohiko Tokurikinote producer / Blogger, note, Inc.

PanelistShohei KagawaBusiness Development Department Director, HJ Holdings, Inc.Kazuo NomuraSupervising Director Platforms Content Business Department, Fujitelevision Network,IncShotaro WatanabeDeputy General Manager, Content Programming Division, TELASA, Inc.

MB-21212:30▶13:30

The “Non-Broadcasting” of Broadcasting—IP Broadcasting and the Structural Transformation of the Media Business

ModeratorHiroaki TakazawaTOKYO BROADCASTING SYSTEM TELEVISION, INC.

PanelistToshikazu SaitoDeputy Director General, Japan Satellite Broadcasting AssociationEiji SawazakiJapan Cable Laboratories (on secondment from the Planning and Management Division), COMMUNITY NETWORK CENTER INCORPORATED.

MB-21314:00▶15:00

The Pros and Cons of Generative AI: How to Face the Full-Fledged ‘AI Era’

ModeratorYoshio MikazukiNippon Television Network Corporation

PanelistShota TajimaChief Executive Officer, StoryHub, Inc.Atsushi UdagawaAssociate Professor, Department of Socio-Media Studies, Musashi University

MB-21415:30▶17:00

The Near-Future Vision Opened by Audio Platforms—radiko, Spotify, NHK

ModeratorMikio TsukamotoExecutive Officer and Media Strategist, Wise Media, Inc.

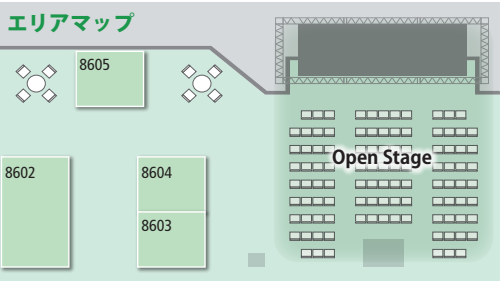
PanelistTakao IkedaPresident & Representative Director, radiko Co., Ltd.Tony ElisonManaging Director, Spotify Japan, Spotify Japan K.K.Masato MiyoshiContent Strategy Department Content Programming & Distribution Center Senior Manager, Japan Broadcasting Corporation

INTER BEE CREATIVE

Creators unite to shape the future with innovative production tools.

■ Exhibitors ▶ Venue: Makuhari Messe Hall 8

- 8602 qoop, Inc.
- 8603 INSHORTS Co.,Ltd.
- 8604 Japan Post Production Association
- 8605 IVS41 Co., Ltd.



■ Keynote ▶ Venue: Room 201

November 20 (Thu.)

SP-201 10:30▶12:00

The Evolution of Kyoto Cinema: Reflecting on 100 Years and Envisioning the Next Century

Panelist

Shinji Higuchi

Film Director

Akimasa Yamashita

Advisor (Councilor), Kyoto Prefecture Director,
Art & Technology Village Kyoto

Takafumi Yuki

INTER BEE CREATIVE Director

Moderator

Yuji Kojima

Director,
Deputy Head of Motion Picture Division
& Head of Kyoto Studio,
Toei Company, Ltd.

Tadashi Oosumi

Advisor, Shochiku Co., Ltd.
Chairman & CEO, Shochiku Studio Co., Ltd.

■ Special Session ▶ Venue: Exhibition Hall 8

November 19 (Wed.)

CR-191 10:30▶11:30

Pioneering Visual Innovation with Unreal Engine:
TBS's Cutting-Edge Approach to Content Production

Takanori Aoki

Digital Creative Division,
TBS ACT, Inc.

Norihiko Sugimoto

Digital Creative Headquarters,
TBS ACT, Inc.

Tomohiro Takaya

Studio Lighting Department, Studio Headquarters,
TBS ACT (TBS Television), Inc.

CR-192 11:45▶12:45

What Mars 100 Years Later Taught Us—
Production Redesign for Science Fiction
Visual Expression

Takahito Ito

Japan Broadcasting Corporation

Yukihiro Takamatsu

Japan Broadcasting Corporation

CR-193 13:00▶13:45

Effective Use of Volumetric Video Supporting
the Promotion of "Squid Game 3"

Yoshinori Takeda

Advisor, Nikon Creates Inc.

Eijun Kimura

VFX Artist

CR-194 14:00▶14:45

Next-Generation AI Content Repackaging
for Theatrical and Streaming Distribution:
SD to 4K Upscaling and Premium Video
Restoration with the AI Super-Scaler Solution

HWANG JIN YEONG

Solution&Content Business,
INSHORTS Co.,Ltd.

LEE GEON CHANG

INSHORTS Co.,Ltd.

CR-195 15:00▶15:45

MXL : EBU DMF Media eXchange Layer
- Streamlining Multi-Vendor Live Video

Vincent Trussart

VP, Software Architecture,
Grass Valley

CR-196 16:00▶17:30 Consecutive interpretation

When AI Meets VFX:
The Future of Visual Storytelling

Jason Schugardt

NVIDIA

November 20 (Thu.) **《Adobe Day 2025》**

CR-201 10:20▶11:00 Consecutive interpretation

Make Your Story Stand Out:
Advanced Effects and Motion Design
in Premiere

Jason Druss

Sr. Product Marketing Manager, Premiere and After Effects
Adobe

CR-202 11:30▶12:10 Consecutive interpretation

Generative AI in Action:
Smarter Surfaces, Stronger Stories

Morgan Prygrocki

Pro Video & Audio, Sr. Strategic Development Manager
Adobe

CR-203 12:50▶13:30

"Generative AI Adoption: Keys to ROI"

Masamichi Kumada

Global Digital Media Enterprise Sales • Senior Solution Consultant - Media
Adobe KK

CR-204 14:00▶14:40

Techniques for Using
"Film Impact" on Professional Sets

Yoshihiko Ichii

Filmmaker, Command C Inc.

Masahiro Sagawa

Editor

CR-205 15:10▶15:50

What Color Management Brings to
Premiere Pro

Reiko Tanaka

Marketing Manager,
Marketing Department Adobe Inc.

Yoshihiro Enatsu

Digital Cinema Creator
Marimo Records Inc.

Yukihiro Ishikawa

Film Producer / Journalist

CR-206 16:20▶17:00

How Adding Substance
3D Transforms 2D Workflows

Naoto Fukui

3D Artist & Solutions Consultant
Adobe Inc.

November 21 (Fri.)

CR-211 10:30▶11:15

An Interview by the Commercial Photo Editorial Team:
Exploring the Work of Rising Filmmaker Shuma Jan

Shuma Jan

Filmmaker

Kyotaro Nagata

Editor-in-Chief, Commercial Photo

CR-212 11:30▶12:15

OTT and Broadcast Technology Trends of the World

Yuki-hiro Osawa

Vice President, S.E. Asia/Pacific & Japan
Dolby Laboratories, Inc.

CR-213 13:00▶13:45

Content production and its enjoyment utilizing
advanced formats such as HDR and HFR, part3

Makoto Imatsuka

Technical Supervisor Business Development DIV.,
qoop, Inc.

Toshiyuki Ogura

Executive Director,
COGNITEE INC.

Mayu Hosaka

Engineer Content Technology Unit Engineering & Technology Center,
WOWOW INC.

CR-214 14:00▶14:45

How Technology Awakens Our Creativity —
The New Visual World Brought by VP and AI

Hayato Sone

Video Director, BABEL LABEL
Advisor, Vook

Hayato Sone

Video Director, BABEL LABEL
Advisor, Vook

Ryo Hagiwara

Editor-in-Chief, VIDEO SALON
Genkosha Co.

Takafumi Yuki

INTER BEE CREATIVE Director

CR-215 15:00▶15:45

Is Moving Away from On-Premises Systems the Key to
Success in the Video Industry? Which Systems Move to
the Cloud—and Which Come Back?

Kenji Amano

Infrastructure Solutions SE Headquarters
Data Platform Solutions
Advisory System Engineer,
Dell Technologies Inc.

Yu Amase

Network Security Department
Sales Department
2nd, Platform Sales Section,
TECHMATRIX CORPORATION

CR-216 16:00▶16:45

The Making of "The Bullet Train Explosion"
How That Iconic Shot Was Created

Atsuki Sato

Representative Director,
TMA1VFX Supervisor / Director

Tetsuya Shiraishi

SPADE&Co.
VFX Supervisor

Takashi Yuki

Director, INTERBEE CREATIVE

Conference & Event Program

INTER BEE CINEMA

INTER BEE CINEMA

A professional community dedicated to advancing the future of filmmaking.

INTER BEE CINEMA focuses exclusively on film production, bringing together professionals who share the latest trends and technologies while inspiring the next generation of creators. With the continued growth of cinema screens and diversification of viewing styles, this area showcases the production techniques and experiences that shape today's film industry—including directing, cinematography, lighting, sound recording, and editing. Through product demonstrations and talk sessions, INTER BEE CINEMA shares industry trends while providing opportunities for new ideas and networking. ▶ Supported by: JSC, JSL

■ Product Exhibition Area ▶ Venue: Makuhari Messe Hall 8

8607 TOWAIEIZO LLC	8612 IDX Company, Ltd.
8608 Shoten Kobo Co.,Ltd	8613 Japanese Society of Cinematographers
8609 NiSi	8614 Mitomo Co., Ltd.
8610 Fujifilm Corporation	8615 JAPAN MOTION PICTURE STANDARDS ASSOCIATION
8611 APPOTRONICS International Ltd.	

■ Experience Area ▶ Venue: Makuhari Messe Hall 8

We provide a space where visitors can experience a wide variety of cinema lenses. You can perform look tests by mounting the lenses on cinema cameras.

ZHONG YI OPTICS **Canon** **FUJINON** **TOKINA CINEMA**
Atlas Lens **Sigma** **LAOWA** **Viltrox**

- ▶ Cinema Camera Equipment Support:Blackmagic, Canon, FUJIFILM, Nikon, RED, SONY
- ▶ Equipment Support:IDEX Co., Ltd., KIPON, Gin-ichi Co., Ltd.,Sanwa Eizai Co., Ltd., EIZO Corporation, RAID Inc.

■ Special Session ▶ Venue: Exhibition Hall 8(Talk Stage)

November 19 (Wed.)

CI-191 10:30▶11:15

Cinema Lens Trend Watch 2025

Akira Otaguro

Representative, ARGA LLC

Nagako Hayashi

Writer

CI-193 12:00▶12:45

The Role and Work of the Camera
Department in One-Stop Productions

Toshikazu Kaneto

Director of Photography,
Marimo Records Inc.

Yukihiro Ishikawa

Video Producer / Journalist

CI-194 13:00▶13:15 Exhibitor's Presentation

IDX Company, Ltd.

CI-195 13:30▶14:15

"Film Director's Chronology"
— Reflecting on the Life and Time of a Director

Takuya Kawai

Editor, "Film Directors' Filmography"

Nagako Hayashi

Writer

CI-197 15:00▶15:15 Exhibitor's Presentation

TOWAIEIZO LLC

CI-198 16:00▶16:30 Exhibitor's Presentation

Fujifilm Corporation

CI-199 16:45▶17:30

Experiences from EITEKI-Compliant
Productions

Yoshihiro Nakamura

Cooperative
Japan Film Directors Association

Toshimasa Oura

Japan Film Production Regulation Organization

November 20 (Thu.)

CI-201 10:30▶10:45 Exhibitor's Presentation

IDX Company, Ltd.

CI-202 11:00▶11:45

Cinematographer Hideo Yamamoto Looks Back on
30 Years of Evolution in Japanese Film Equipment

Hideo Yamamoto

Director of Photography
Japan Society of Cinematographers

Yukihiro Ishikawa

Video Producer / Journalist

CI-203 12:00▶12:15 Exhibitor's Presentation

TOWAIEIZO LLC

CI-204 13:00▶14:15

The Present Position of Motion Film
Part 1: Film Camera Touch & Try—
Structure Explained and a Comparison with Digital Cinema

Junichi Hosoda

Assistant Head of Cinematography, TFCPlus
TOHOKUSHINSHA FILM CORPORATION

Shigenori Miki

Camera Operator
Japan Society of Cinematographers

CI-205 14:30▶15:30

The Present Position of Motion Film
Part 2: Film & Digital Camera Panel Discussion

Hideo Yamamoto

Director of Photography
Japan Society of Cinematographers

Shogo Ueno

Director of Photography
Japan Society of Cinematographers

Ryota Kobayashi

Color Grading Team
OMNIBUS JAPAN Inc.

Shigenori Miki

Camera Operator
Japan Society of Cinematographers

CI-206 15:45▶16:00 Exhibitor's Presentation

MITOMO Co.,Ltd.

CI-207 16:15▶17:00

"Filmic Look"
— A Camera Developer's Perspective

Yoshiki Ishii

Video Technology Consultant

Nobuyoshi Kodera

Video Equipment Reviewer

■ Keynote ▶ International Conference Room

November 21 (Fri.)

KN-213 15:00▶16:00

Behind the Scenes of the Film
Samurai Time Slipper

Jyunichi Yasuda

Film Director,

November 21 (Fri.)

CI-211 10:30▶11:15

Diorama-Style Cinematography and
Regional Revitalization by Video Creators

Diorama Toyama/ Wally

Video Creator

CI-212 11:45▶12:30

Latest Cinema Camera Talk

Keita Yugoshi

Cinematographer
TOHOKUSHINSHA FILM CORPORATION

Nobuyoshi Kodera

Video Equipment Reviewer

CI-213 13:00▶13:45

MPTE Special Study Session
The Technology Behind the Sound of the Film "Kokuhō"

Mitsugu Shiratori

Sound Designer,
GIANTPEACH Inc.

Hiroyuki Murakoshi

Sound Supervisor,
MITOMO Co., Ltd.

CI-215 15:30▶16:15

A Woman Director's Perspective:
How Film Production Is Changing from 2025 to 2026

Yuka Eda

Director / Screenwriter / Photographer

Yukihiro Ishikawa

Video Producer / Journalist

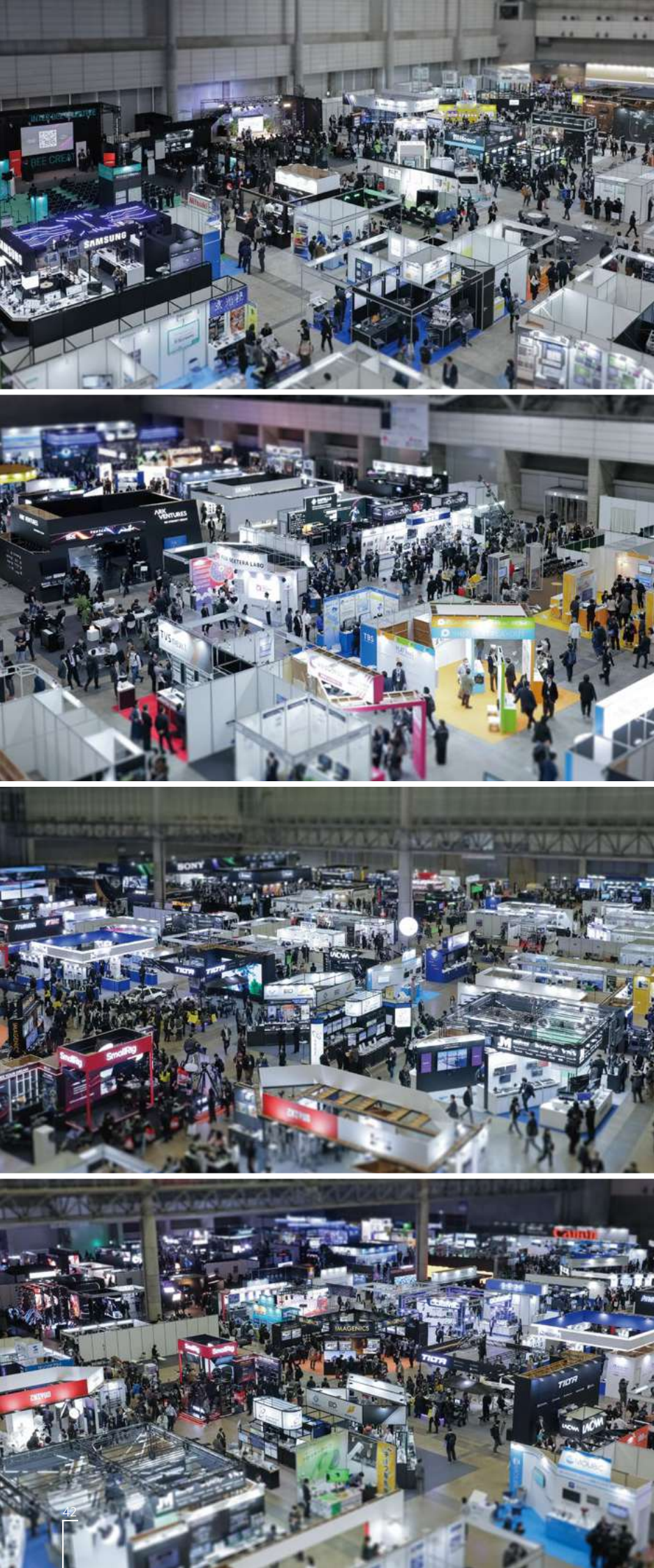
Nagako Hayashi

Video Writer / Columnist / Event Organizer

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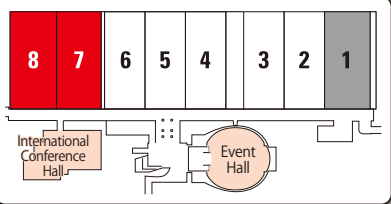
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Professional Audio		2515 PULSE Co., Ltd. 2516 radius co., ltd. 3121 REWIRE INC. 2002 S.C.ALLIANCE Inc. / SCA Sound Solutions Co. 2517 SANKEN MICROPHONE CO, LTD 3114 Saramonic 2208 Sennheiser Japan K.K. 2607 SHINTEC 2303 SHIZUKA Inc. 3412 Shure Japan Limited 2405 Slapton Sound. Viviana Sound Solutions 2521 Solid State Logic Japan K.K. 3108 Soundwhale 2510 Stage Sound Association of Japan 3107 Studio Equipment Corp. 3103 Sunphonix 2604 Suyama Dental Laboratory Co., Ltd. 2601 Synthax Japan Inc. 3117 Takara Electric Industry Co., Ltd. 2207 TAMURA CORPORATION 2618 TASCAM/TEAC CORPORATION 2416 Tech Trust Japan Co., Ltd. 2505 tidbit inc. 3101 Umbrella Company Co., Ltd. 2520 Usednet 2506 voltampere Co., Ltd. 2201 Watanabe Musical instruments Co. Ltd. 2612 Waves 2307 Yamaha Music Japan Co., Ltd. 2307 YAMAHA SOUND SYSTEMS INC. 3102 YAMAKI Electric Corporation 2415 YOMIURI TELECASTING CORPORATION ———— X-Headphone ———— 2104 Aiuto Co., Ltd. 2103 Audio-Technica Corporation 2102 STAX 2105 YAMAHA MUSIC JAPAN CO., LTD. ———— X-Microphone ———— 2101 Roland Corporation 2106 YAMAHA MUSIC JAPAN CO., LTD.	8503 Blackmagic Design 3214 Japan Association of Theatre and Entertainment Technology 5304 BROAD-DESIGN Co., LTD. 5501 Canare Electric Co., Ltd 5517 Canon Inc./Canon Marketing Japan Inc. 8105 CANVASs Co., ltd. 7205 Capella Co., Ltd. 7102 CHIEF/Audio Visual Communications Ltd. 3409 CHINA SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS 8403 ClouZen Co.,Ltd. 7307 Comartsystem 4515 COMUNE LIBERAL HOLDINGS CO.,LTD. 5220 Comworks Co., Ltd. 5405 COSMIC ENGINEERING CORPORATION 4213 Crestron Electronics, Inc. 4204 CrossImaging Inc. 4213 Datapath Japan G.K. 4206 DIGIcas AB 7514 DDP-Dynamic Drive Pool 3409 Delika(Guangzhou)Technology Co.,LTD 5302 DIATEX 4212 DIGIcas LLC. 4213 Disguise Japan GK 5210 Dongguan YC Union Network Technology Co., Ltd 4501 DTS INSIGHT CORPORATION 7201 DVC Co. ltd 8318 Dynacomware Corporation 4611 E&I Creation Co., Ltd. 5303 EIDEN Co., Ltd. 7101 EIZO Corporation 4610 EizoArashi Co.,Ltd 8217 Elements 5516 ell-tech Co.,Ltd. 8405 Elysas 4604 FHC Co., Ltd. 4609 Flashback Japan Inc. 3502 Fonn Group AS 7313 FOR-A Company Limited 4513 Fortinet Japan G.K. 7210 Fraunhofer IIS 5203 FuchuGiken Inc., 7306 FUJI NEXTERA LABO INC. 5310 FUJIFILM Corporation 5504 FUYOH VIDEO AGENCY Co.,Ltd. 3407 GANSUI Corporation 4508 Gigatronix Limited 7202 GIN-ICHI Corp. 7414 GODOX Photo Equipment Co.,Ltd. 4302 GOJOH CO.,LTD. 8216 AJA Video Systems, Inc 3411 Akamai Technologies, Inc. 3502 Amagi 3502 Amazon Web Services Japan G.K. 5305 Amber Sign. Ltd. 3402 APCOT Inc. 3414 ARIB (ASSOCIATION OF RADIO INDUSTRIES AND BUSINESSES) 7309 ARK VENTURES Inc 4402 ARMOR 5308 Arvanics Corporation 6101 ASACA Corporation 5105 ASC Corporation 6212 Ascent Co., Ltd 3203 Ascot co., ltd. 8404 ASK Corporation 4516 ASTRODESIGN, Inc. 8407 AT Communications k.k. 4301 ATEN JAPAN Co., Ltd. 4213 Audinate 4213 AUDIO BRAINS Co., Ltd. 3301 Audio Network Japan KK 5202 Audiostock Inc. 7211 Avid Technology K.K. 4210 NICE COMPANY Co., Ltd. 3502 BCNEXXT BV 3409 Beijing EnlightV Technology Co., Ltd. 3409 Beijing HongrunFuton Technology Co., Ltd. 7516 BENRO 5109 BIOS Corporation 4211 Black Box Network Service	4213 ITOKI CORPORATION 3214 Japan Association of Theatre and Entertainment Technology 8402 Japan Communication Equipment Co., Ltd. 5301 Japan Material Co., Ltd. 7411 Japan Radio Co., Ltd 3502 JEITA Global AI Cloud Pavilion 4306 KATO ELECTRIC INDUSTRY CO., LTD. 3401 Kawasaki Heavy Industries, Ltd 7415 Kenko Professional Imaging Co., Ltd 5401 Kenko Tokina Co., Ltd. 3206 KEYAKI CO., LTD 4502 KOBÄ (KOREA E&EX INC.) 7310 KOKUSAI DENKI Electric Inc. 7413 KOKUSAI SHOMEI CO.,LTD. 3409 Konvision Technology Co., Ltd 5106 K-WILL Corporation 4401 Lambda Systems Inc. 5218 Leader Electronics Corporation 3212 LED TOKYO CO.,LTD. 6106 LEDMAN Optoelectronic 3409 Leyard Optoelectronics Co., Ltd. 4309 Libec / HEIWA SEIKI KOGYO CO., LTD. 5103 Ligar Music Co.,Ltd. 4213 LINDY Japan Co., Ltd 8108 LiveU Japan K.K. 4410 LSI JAPAN CO., LTD 3406 LYNX Technik 3502 M2A Media 4406 M&Inext, Inc. 3217 Macro Image Technology, Inc. 8410 Mark Roberts Motion Control Ltd. 7415 Matthews Studio Equipment 4207 MEDIA LINKS CO., LTD 3308 Meiko Electronics Co., Ltd. 4002 METAL TOYS 8320 MG Inc. 3502 Microsoft 3216 Miharu Communications Inc. 4613 MisaoNetwork Co.,Ltd. 7415 Misonics 8408 Mitomo Co., Ltd. 8316 Mitsui Bussan Aerospace Co., Ltd. 3408 Miyajishokai Co., ltd. 4503 Morisawa Inc. 5205 MOUBIC INC. 3415 NAB Show 5309 nac Image Technology Inc. 5001 Nash Music Library 3405 NAXA Inc. 8109 NEC Corporation 4003 NEP Inc. 4213 NETGEAR Japan G.K. 3205 Network Electronics Japan Co., 8312 Nextorage Corporation 7412 NHK Technologies, Inc. 8501 NHK Technologies, Inc. 8502 NHK/JEITA 5403 NICCABI CORPORATION/Plannet Co., Ltd 8410 Nikon Corporation 8410 Nikon Imaging Japan Inc. 5508 Nippon RAD Inc. 4408 Nippon Seagate Inc. 5104 NIPPON STEEL WELDING & ENGINEERING CO., LTD. 3001 Nippon Video System co.,LTD 8403 Nisshin Visual Laboratory, Inc. 4201 NIXUS by Nikko Telecommunications 7519 NKL 4608 NOX Co., LTD. 7305 NTT business solutions corporation 7308 NTT Innovative Devices Corporation 5221 Oinu Vision Co.,Ltd. 5215 OKUMA TECH Co., Ltd. 3307 ONZU,Inc. 3502 Oracle Corporation Japan 3503 OTARI, Inc. 3503 OTARITEC Corporation 8218 OWC ASIA INC 6512 Panasonic Connect Co., Ltd.	5103 Pandeiro Music Co., Ltd. 5509 Panduit Corp. Japan Branch 5107 PANTHER GmbH 8213 PAOX Inc. 8219 PHOTRON LIMITED 8107 PHOTRON LIMITED HARBOR 3208 Pixellot Automatic Production 4308 PLAY, inc. 8220 PREMIX 4519 Prolight + Sound Guangzhou 3302 PROSPER ELECTRONICS Co., Ltd 5113 P-tec Co., Ltd. 8317 RAID Inc. 4303 REC SYSTEM co., ltd 8410 RED Digital Cinema 7213 Restar Corporation 3502 Reuters Imagen 4603 RF-Design Co.,Ltd 5004 Riedel Communications GmbH 4602 Rikei Corporation 5003 RIP-TIE, Inc. 5116 Roland Corporation 5304 S.S.DENSHI CO.,LTD 8401 Samsung SSD 8108 Sanshin Electronics Co., Ltd. 5107 Sanwa Cine Equipment Rental Co., Ltd. 5107 Sanwa Pro Light, Inc. 5506 SANWA SUPPLY INC. 4509 SDJ KK 3305 Seiko Solutions Inc. 4506 SEIKOH GIKEN Co., Ltd. 4404 Semtech Corporation 4213 Sennheiser Japan K.K. 3404 SET (Brazilian Society of Television Engineering) 3403 SETTSU METAL INDUSTRIAL 5211 SHENZHEN PORTKEYS ELECTRONIC TECHNOLOGY CO., LTD 5002 Shenzhen Zitay Tech. Co. Ltd 4612 Shoten Kobo Co.,Ltd 5406 Shotoku Broadcast Systems 4605 Showtex Japan KK 5206 Sightron Japan Inc. 7208 Sigma Corporation 5401 SLIK CORPORATION 5402 SmallRig Technology (HK) Limited 4310 Sony Biz Networks Corporation 4517 Sony Corporation 4310 Sony Marketing Inc. 4409 SPICE Inc 7311 Star Communications K.K. 4203 Studio Infinity 3306 Studio-J Consulting Inc. 5513 Supersub LLC 6209 SWIT 7513 Synergy K.K. 8319 Synk Inc. 4518 Taiwan Electrical and Electronic Manufacturers' Association 4514 Tamron Co., Ltd. 4403 Tatsuta Electric Wire & Cable Co., Ltd 8214 Technical Farm 3410 TECHNO HOUSE INC. 4213 Tekwind Co., Ltd. 5219 Teledyne LeCroy 8106 Telestream 5209 Television Hokkaido Broadcasting Co. LTD. 3215 TelHi Corporation 8315 TeraState, Inc. 5207 TESmart Co., Ltd. 3204 THAMWAY CO., LTD. 8406 Three M.Inc 5306 TILTA 3202 Tokyo Electron Device LTD. 5114 TOKYO KEIKI INC. 8215 Too Corporation 7212 TOSHIBA CORPORATION 7212 Toshiba Digital Solutions Corporation 7212 Toshiba Lighting & Technology Corporation 3209 TOTSU INTERNATIONAL CO., LTD 4101 Traffic Sim Co., Ltd. 3211 TRUST ELECTRONICS CO.,LTD	5510 tv asahi create 3502 TVU Networks 7311 TVU Networks 7209 UNITEX Corporation 4213 VEGA Project K.K. 8409 Videndum Production Solutions KK 4307 Videotron Corporation 4213 ViewSonic Japan 5112 VILLAGE island Co., Ltd. 3210 Vimeo Japan, K.K 4213 VPS 5512 VSGO 5511 WAEI.INC 3201 WAV+ LLC 8314 Weatherwise, Inc. 4507 WELL BUYING INDUSTRIAL CO., LTD. 6211 WONDER VISION TECHNO LABORATORY .CO 6511 XIAMEN CAME TECHNOLOGY CO.,LTD. 8104 YoloLiv Technology 8321 YOSHIMI CAMERA Co., LTD. 4405 YUAN HIGH-TECH DEVELOPMENT CO., LTD. 7512 ZHANGZHOU SEETEC OPTOELECTRONICS TECHNOLOGY CO., LTD. 5401 ZHIYUN 4407 Zhongshan Cayer Photographic Equipments CO.,Ltd. 4604 Zhongshan PANYAN Technology Co., Ltd. ———— INTER BEE CINEMA ———— —— Product Exhibits —— 8611 APPOTRONICS International Ltd. 8610 Fujifilm Corporation 8612 IDX Company, Ltd. 8615 JAPAN MOTION PICTURE STANDARDS ASSOCIATION 8613 Japanese Society of Cinematographers 8614 Mitomo Co., Ltd. 8609 NiSi 8608 Shoten Kobo Co.,Ltd 8607 TOWAIEIZO LLC —— Cinema Lense —— 8606 Atlas Lens Co. 8606 Canon Inc./Canon Marketing Japan Inc. 8606 EizoArashi Co.,Ltd 8606 Fujifilm Corporation 8606 Kenko Professional Imaging Co., Ltd 8606 Shoten Kobo Co.,Ltd 8606 Sightron Japan Inc. 8606 Sigma Corporation	6603 studio bokan inc. 6001 TAKE INC. 6205 Trisight inc 6408 Unilumin Co., Ltd 6509 Valerion 6601 VENUSLASER INC. 6204 VILLAGE island Co., Ltd. 6201 X NEXT Co., Ltd. —— INTER BEE IGNITION × DCEXPO —— 6072 ASIAGRAPH CG ART GALLERY 6070 Digital Content Association of Japan 6010 DrivingPlates.com LLC 6058 ETH Zürich / Disney Research Studios 6060 GAMFF(Gyeongsangbuk-do International AI Metaverse Film Festival) 6004 GRAPS Co., Ltd. 6005 MiraiCompany LLC 6007 Parks Inc. 6059 VR MODE,inc/Shiftall Inc. 6006 TOKAI TELEVISION BROADCASTING CO., LTD 6009 tv asahi corporation 6008 WIZAPPLY Co., Ltd —— AI Street —— 6029 AI Frog Interactive 6027 answer inc. 6025 CDLE Nagoya 6026 entrepreneur art association 6031 EQUES Inc. / ANIMINS 6032 GAUMAPIX 6034 MonoGraphy 6035 murasaki B.V. 6033 NFFT 6028 OngaLAB, Inc. 6030 POCKET RD Inc. —— TechBiz —— 6017 inoree LLC 6016 IPconnect Inc. 6013 MPLUSPLUS Co., Ltd. 6018 REDCLIFF, Inc. 6015 SAFEHOUSE, Inc. 6012 SHOSABI inc 6011 Tsuchiya Co.,Ltd 6014 Wildman Inc —— CTIP —— 6022 Keio university 6023 Keio University Graduate School of Media Design 6019 Kyoto Sangyo University / The National Institute of Advanced Industrial Science and Technology 6020 The University of Tokyo 6024 The University of Tokyo 6021 Tsuda University —— KOCCA CKL TOKYO Pavilion —— 6305 Beijing OPENMOON Trading Co. Ltd 6303 ceär, Inc. 6502 Colorlight Cloud Tech Ltd 6603 Data Art,Inc. 6002 Hyundai Fomex Co., Ltd. 6203 ImageVISION.Co.Ltd. 6504 Leonardoes Corp. 6309 Leyard Japan Co., LTD. 6206 Mileruntech co Ltd 6510 NANLITE / NANLUX / GUTEK 6501 Onumen Technology Co.,Ltd. 6508 Profoto K.K. 6404 ProFound 6406 Recience 6405 REDCLIFF, Inc 6507 REX Co., Ltd. 6407 RGB Shine (HK) Technology Limited 6207 Robycam Japan 6506 Shenzhen Fabulux Technology Co., Ltd. 6208 Shenzhen Gloshine Technology Co., Ltd 6505 Shenzhen Liantronics Co., Ltd. 6308 Shenzhen Lightlink Display Technology Co., Ltd 6402 Shenzhen Scenico Optoelectronic Co. Ltd. 6306 SHENZHEN SOSTRON TECHNOLOGY CO., LTD. 6502 Shenzhen Vistech Technology Co.,Ltd 6403 Shenzhen XINTAI Photoelectric Co.,LTD 6302 STANLEY ELECTRIC CO., LTD. 6604 State of the Art Technologies Expression Association	8206 Axcreator Inc. 7504 Bicom Inc. 7508 Brushup Inc. 7405 Chukyo Electron Co., Ltd. 8308 Cloudflare, Inc. 8204 CRI Middleware Co., Ltd. 7003 DPSJ 8207 EmbodyMe, Inc. 8210 EMUS International Co., Ltd. 8202 Enlyt, Inc. 8002 Fiber 26 Network Inc. 7509 Flyby Co., Ltd. 7301 FUJI NEXTERA LABO INC. 8305 INISOFT Co.,Ltd. 7507 InnoQos Corporation 7302 INNOTECH CORPORATION 8211 intoPIX 7409 J2I Corporation 8301 Japan Association of Video Communications 7401 Javatel Inc. 8205 JKLink 7506 J-Stream Inc. 8206 Lifepand K.K. 7002 Magewell 7501 MEDIACAST CO., LTD. 7001 Mediaproxy 7406 MIC Associates, Inc 8208 Nayuta Net, Inc. 7409 NETINT Technologies 7301 NHK Technologies, Inc. 8309 Nippon Control System, co 8101 NTT EAST, Inc. 8306 NTT TechnoCross Corporation 7301 NTT Wands Inc. 7502 OPTAGE Inc. 7303 PLAT EASE Corporation 7303 PLAT WORKS Corporation 7410 Quintia,inc 7505 Research Institute of Systems Planning, Inc. 7004 Salrayworks 8307 Samsung R&D Institute Japan 7511 Shachihata Inc. 8212 SKY Perfect JSAT 7301 TBS GLOWDIA, Inc. 7304 TOKYO BROADCASTING SYSTEM TELEVISION,INC 7301 TV Asahi Mediaplex Inc. 7301 TV Asahi Service Co., Ltd. 7301 TV TOKYO Systems, Inc. 7503 TVS REGZA Corporation 7408 TVSnext 7403 Virtual Wall, Inc. 8208 WebStream Corporation 8201 Wondershare Software Co., Ltd. ———— INTER BEE MEDIA Biz ———— 7104 IPTV FORUM JAPAN 7110 Multiscreen Broadcasting Study Group 7106 New Relic, Inc. 7109 The Association for Promotion of Advanced Broadcasting Services 7105 Trust Studio Inc. —— Video Marketing Area —— 7113 CHEESE 7116 KOZAKAYA MOTION PICTURES 7115 mountain studio ———— INTER BEE CREATIVE ———— 8603 INSHORTS Co.,Ltd. 8605 IVS41 Co., Ltd. 8604 Japan Post Production Association ———— IABM Pavilion ———— 8103 IABM 8103 Altera Corporation 8103 Imagine Communications 8103 Synamedia ———— Online Exhibitor ———— Google Cloud Japan G.K.
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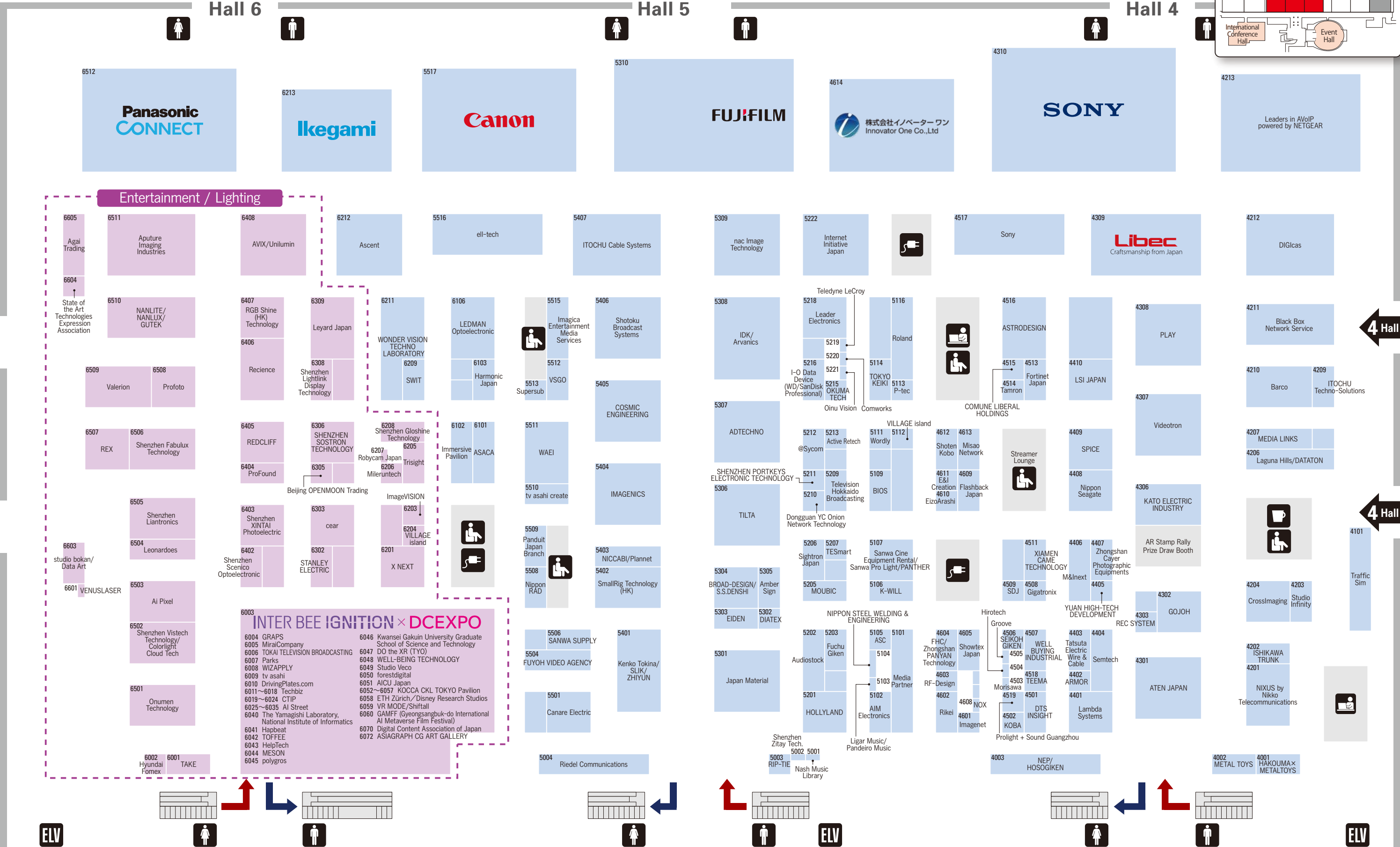
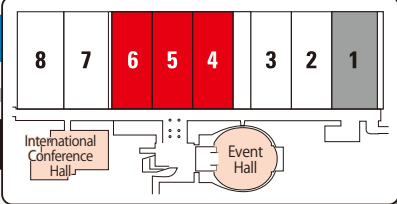


Video Production / Broadcast Equipment

Media Solutions



Entertainment / Lighting Video Production / Broadcast Equipment



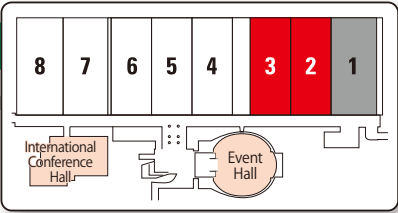
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Teletwork Booth Mobile Charge Lounge (Wi-Fi) Rest Area Cafe Restaurant Rest Room Elevator

Meeting Room Organizer/First-aid Room Business Meeting Room

Video Production / Broadcast Equipment

Professional Audio

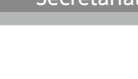
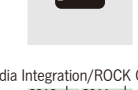
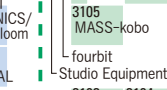
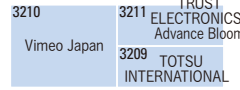
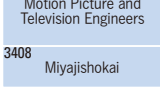
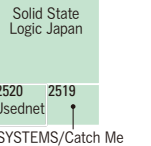
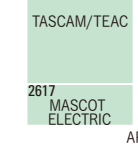
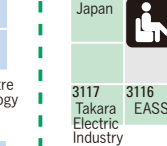
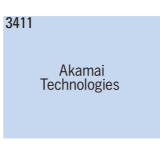
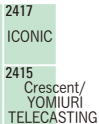
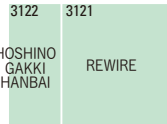
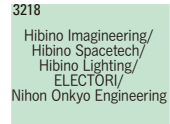
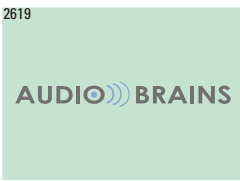


Hall 3

Hall 2

ROKE-BENTO Grandprix

Professional Audio



Result: Publication and Promotion

Public relations activities (Press Releases)

- * Announcement of the start of recruitment for exhibitors at Inter BEE 2025 (3/3)
- * Pre-registration release for visitors (10/1)
- * Opening announcement release (11/18)
- * INTER BEE AWARD winning product announcement release (11/20)
- * Makuhari Messe End of period release (11/21)

Number of Press Registrants

213 (including 6 members of the international press)

Inter BEE 2025 Related Articles WEB NEWS (in no particular order)

ASCII.jp	nifty News	TM Broadcast INTERNATIONAL	toremaga News
AV Watch	Oricon News	VIDEO SALON	Niconico News
CAMERA fan	PANORA VIRTUAL REALITY JAPAN	Yahoo NEWS	livedoor News
Devcafe	PHILE WEB	Event Marketing Monthly	Asahi Shimbun
INTERNET Watch	PR TIMES	New-Screens	Dempa Shimbun Digital
IT media NEWS	PRONews	DC Watch (Dejikame-Watch)	Mainichi Shimbun
MICE TIMES ONLINE	Stereo Sound ONLINE	Exhibition Report (Exhibition Channel)	
mixi News	THE MAP TIMES	TokyoDays News	

Inter BEE 2025 Related Articles Published in Magazines (in no particular order)

B-maga	Video Tsushin	THE JAPAN EXHIBITION NEWS	The Nikkan Kogyo Shimbun
PRONews	Eizo Shimbun	Chibanippo	NIKKEI BUSINESS DAILY
TVTechnology	Monthly Net Hanbai	The Dempa Times	
Event Marketing Monthly	Monthly Full Digital Inovation (FDI)	Radio Engineering & Electronics Association News (FORN)	

List of publication *including Web banner (in no particular order)

FORN, the Association Bulletin of the Radio Engineering & Electronics Association	Tv Technology	UNI PRESS SERVICE	Specified Radiomicrophone User's Federation Event Marketing
Event Marketing	Branc	Yahoo NEWS	JAPANESE SOCIETY OF LIGHTING DIRECTORS
New Screens	Densen shimbun	Japanese Society of Cinematographers	Sound & Recording Magazine
PRONews	Dempa shimbun	SATEMAGA BI	Kenrokukan Publishing
Vook	The Dempa Times	Japan Association of	KOBA
Apérza	Eizo Shimbun	Video Communications (JAVCOM)	
	GENKOSHA		

Inter BEE 2025 Broadcast track record

Date	Broadcast Station	Program	Date	Broadcast Station	Program
Nov. 14	BayFM78	AWAKE	Nov. 20	ABEMA-TV	ABEMA Morning #1
Nov. 19	TV Asahi Corporation	Oshita Yoko no Waido Sukurannburu			ABEMA Morning #2 (Re)
	ABEMA-TV	ABEMA News	Nov. 21	Radio Nippon	Happy Voice from YOKOHAMA
	Chiba Television	News Chiba 21:30	Nov. 29	FujiTelevision Network	FUJI TELEVISION HIHYO



Inter BEE Official Mail Magazine

We deliver the latest updates to a visitor database that has been accumulated over the years.

※As of December 4, 2025

◆Number of deliveries

44 times delivered

◆Total number of deliveries per time

111,606 magazines were delivered



Official X

◆Number of followers

5,793 110.4% compared to the previous year

◆Number of posts

293

◆Annual impression

8,441,343

January to December, 2025



Official Facebook

◆Number of followers

6,226 103.1% compared to the previous year

◆Number of posts

190

◆Annual reach

2,900,000



Media Partner

Industry publications support Inter BEE as media partners and publish articles featuring a wide range of exhibitors.

apérza	TVTechnology	Branc	AV Watch	映像新聞	EVENT MARKETING	PHILE WEB
ビデオSALON	CAMERA fan	Shuffle	PICTURES	放送技術	OPTICA	電線新聞
サテマガBi	Stereo Sound ONLINE	HiVi	PROSOUND	通信興業新聞社	HOTSHOT	電波新聞
電波タイムズ	FILM DIGITAL TIMES	Stage Sound Journal	新Screens	PRONews	UNIPRESS SERVICE	FDI

Inter BEE Official Website

We publish exhibitor information and press releases from Inter BEE online, providing timely updates on related events and key industry topics throughout the year.

◆Number of site visits (March to December, 2025)

809,326 views

◆Online Magazine 86 articles



Official Instagram

◆Number of followers

2,647 123.2% compared to the previous year

◆Number of posts

174



Official Youtube

◆Number of Subscribers

2110 123.2% compared to the previous year

◆Number of views

448,908

(January to December, 2025)

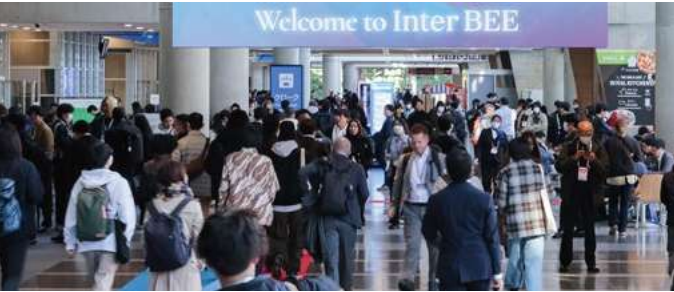


Result: Visitor Profile

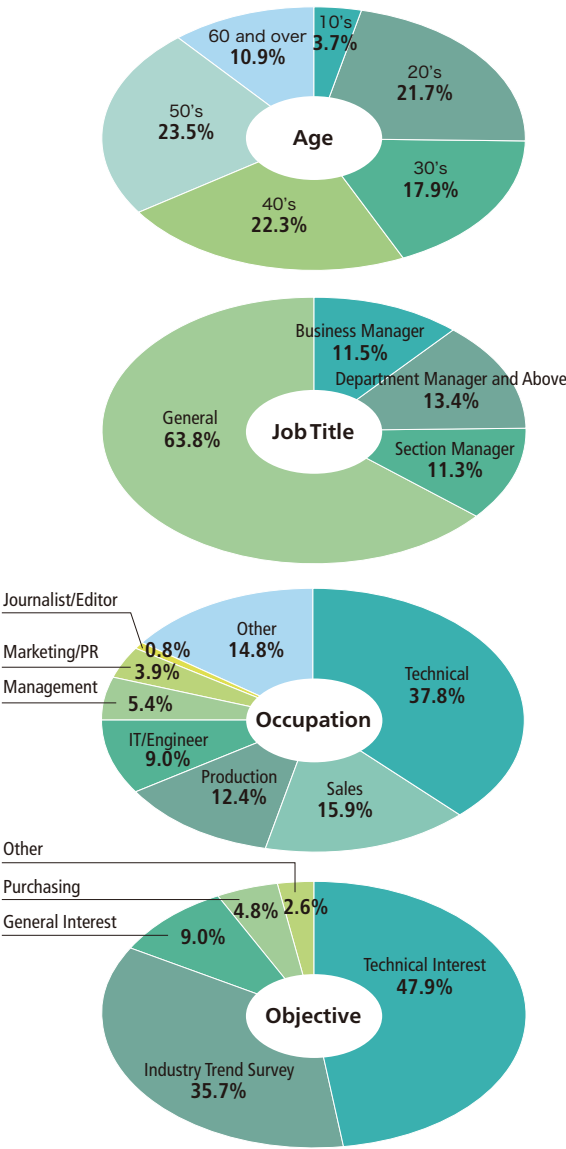
Registered Visitors in 2025

	Nov. 19	Nov. 20	Nov. 21	Total
Domestic Visitors	11,704	11,083	10,250	33,037
Overseas visitors	556	303	176	1,035
Total	12,260	11,386	10,426	34,072

Registered Visitors 34,072



Visitor Demographic



Breakdown of Visitors by Region

Region	Country/ Visitors	Number of Visitors/ Country・Region
Domestic	1 country/ 33,037	Japan 33,037
Asia	14 countries・regions/ 808	Korea 372/ China 147 Taiwan 136 / Singapore 33/ Hong Kong 28 Malaysia 27/ Thailand 17/ Indonesia 12 India 10/ Philippine 10/ Vietnam 10 Sri Lanka 3/ Mongolia 2/ Myanmar 1
North, Central, and South America	9 countries・regions/ 75	The U.S. 49/ Canada 13/ Mexico 4 Argentina 2/ Brazil 2/ Peru 2 Jamaica 1/ Panama 1/ Other 1
South Atlantic	2 countries・regions/ 10	Australia 8/ New Zealand 2
Middle East/ Africa	3 countries・regions/ 7	UAE 4/ Tunisia 2/ Israel 1
Europe	18 countries・regions/ 67	UK 19 /Germany 9/ France 6 Netherlands 5/ Denmark 5/ Russia 5 Italy 4 / Spain 3 / Poland 3 Austria 1/ Greece 1 / Sweden 1 Czech Republic 1 / Norway 1 Hungary 1 / Belgium 1/ Portugal 1
Unidentified		68
Total	47 countries・regions	34,072

Type of industry

Equipment Manufacturer (Broadcast, Audio, and Video Equipment)	14.4%	Music Content Production, Musicians, Music Artists	1.7%
Commercial TV Broadcaster	8.1%	Theaters, Live Music Venues, and Entertainment Facilities	1.7%
Trading Companies, Distribution, Equipment Sales Agencies	7.1%	Internet Business Related	1.6%
Film and Video Production Company	6.8%	Entertainment and Event Planning, Advertising and Promotion Planning	1.6%
System and Software Development Related (Sier, SE, AI)	6.1%	Video content production (including YouTubers and VTubers)	1.5%
Other Guest(Collaborative Industries and Tourism)	6.0%	Other Media (Publishing, Web, etc.)	1.4%
Production	4.7%	Government Office, Organization	1.2%
PA-related (Sound Design and Sound Operation)	4.1%	Content Delivery Network	1.1%
Post-Production	3.6%	Ad Agency	1.0%
Other User	3.3%	OTT/Video Streaming Service Providers	0.9%
Public Broadcast Station	3.1%	Cloud Production /	0.8%
Schools, Educational Institutions, Research Institutions	3.0%	AI and Automation Service Provider	0.7%
Related Staging, Art, Lighting and Fashion	2.5%	Commercial Radio Station	0.7%
Telecommunication Carrier	2.1%	Animation Production Related	0.4%
CATV-related	1.9%	Student	7.6%

Interest

Video Equipment	54.0%	Outbound System	7.6%
Audio Equipment	37.2%	OTT, SNS, Second Screen	7.0%
Camera	24.1%	Servers / Storage	6.4%
Editing and Production Equipment	15.3%	Advertising/marketing services	6.4%
Delivery system	13.7%	Public Viewing, Projection Mapping, Digital Signage	5.9%
Speaker	12.6%	Transmission Systems	5.8%
Cloud Service Related	11.5%	Visual Arts and Stage Production	4.7%
Video Monitor	11.3%	Various Special Machines and Peripheral Products	4.6%
Microphone	10.7%	Digital Cinema	4.5%
Mixer	10.5%	Production Management System	4.4%
Digital Content Creation	10.2%	Measuring Equipment	3.9%
Software	10.1%	Electronic Power Unit	2.7%
VR, AR,3D, Meta verse	9.8%	VTRs, Memory Cards, Optical Disks	2.5%
Lighting Equipment	9.6%	Other	1.9%
Relay System	8.6%		

Visitor Survey

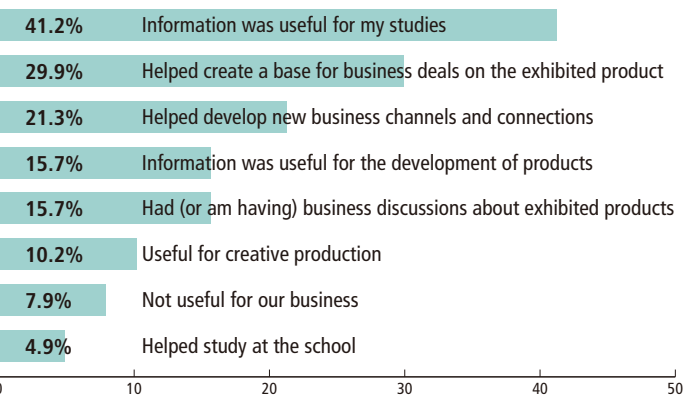
What was your purpose for visiting Inter BEE 2025?



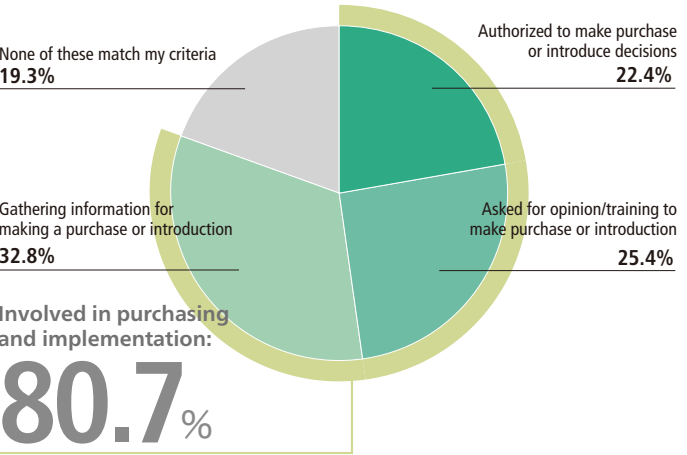
How much time did you spend at Inter BEE 2025? If you visited on multiple days, please answer based on the longest day. (Select one)



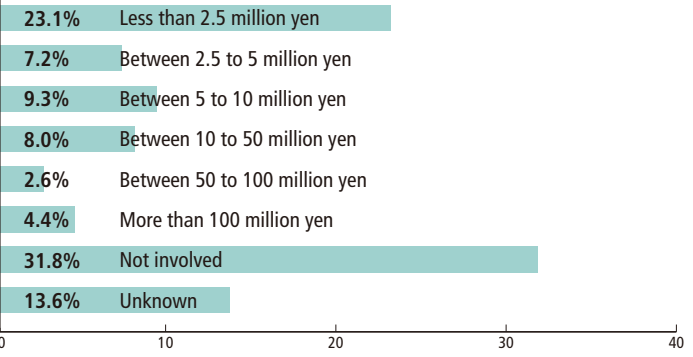
Did visiting Inter BEE 2025 help you in your business? (Multiple answers allowed)



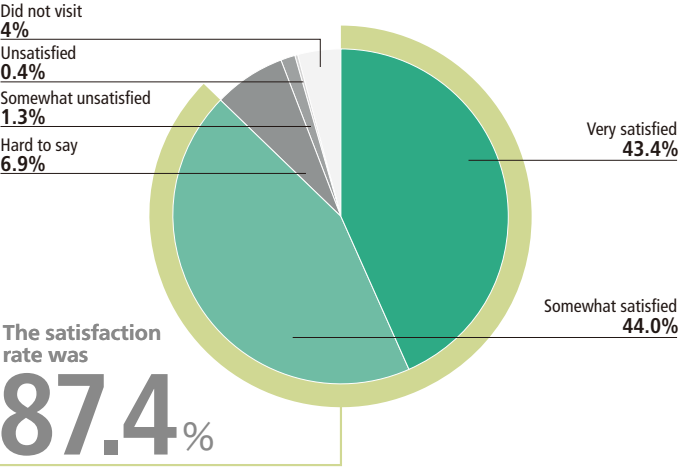
To what degree are you involved in the process of purchasing products/services in your company?



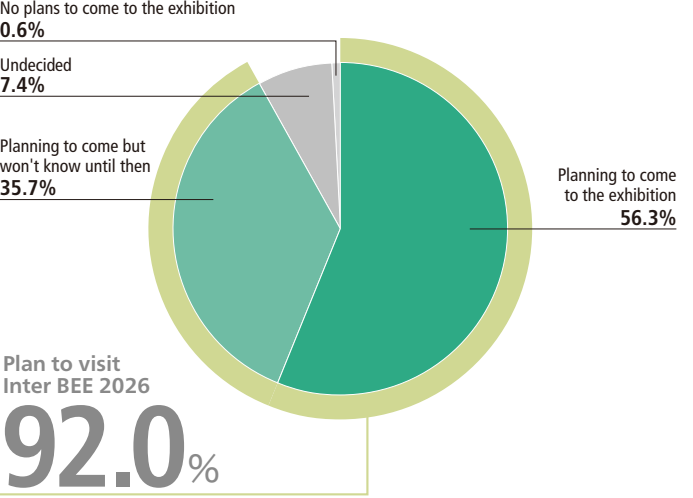
Approximately how much is your annual budget for purchasing and implementing products and services in which you are involved?



How satisfied are you with the purpose of your visit this time?



Do you plan to visit Inter BEE 2026? (Select one)



Result: Exhibitor Profile

Exhibition Status by Category

Categories	Number of Exhibitors	Number of Booths
Professional Audio	279	383
Entertainment / Lighting	132	195
Video Production / Broadcast Equipment	573	1,294
Media Solution	95	113
Total	1,079	1,985

Details on Overseas Exhibitors

Area	Number of Countries (Regions) / Number of Exhibitors	Country (Region) / Number of Exhibitors
Domestic	1 / 513	Japan 513
Asia	9 / 200	China 129/ Taiwan 31/ Korea 30 Hong Kong 3/ Singapore 3/ Thailand 1 Indonesia 1/ India 1/ Vietnam 1
America	4 / 150	The U.S. 133/ Canada 14 Costa Rica 2/ Brazil 1
Oceania / Middle East /Africa Subtotal	3 / 19	Australia 9/ New Zealand 2/ Israel 8
Europe	27 / 197	Germany 47/ UK 41/ Netherlands 14 France 13/ Italy 13/ Sweden 10/ Belgium 9 Spain 8/ Norway 6/ Switzerland 6/ Denmark 5 Latvia 4/ Austria 3/ Poland 3/ Finland 2 Portugal 2/ Ukraine 1/ Bulgaria 1/ Croatia 1 Czech 1/ Hungary 1/ Ireland 1/ Lichtenstein 1 Romania 1/ Slovakia 1/ Turkey 1/ Russia 1
	44 Countries (Regions)	1,079

Total Number of Exhibitors:

1,079

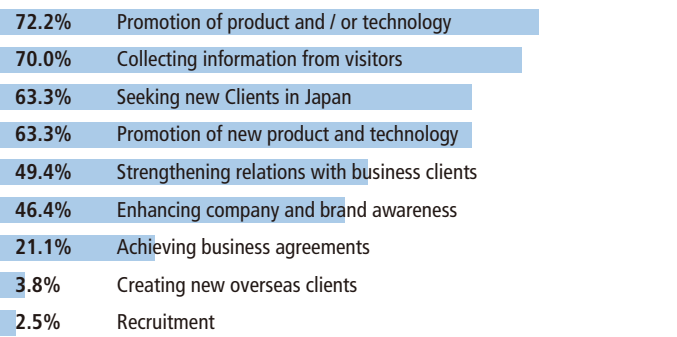
44

Number of Foreign Countries / Regions of Exhibitors:

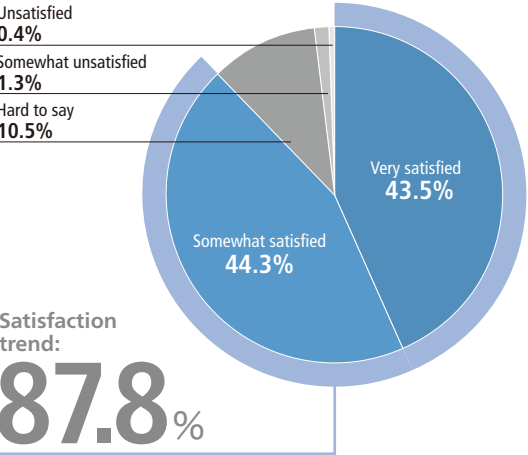
countries/regions

Exhibitor Survey

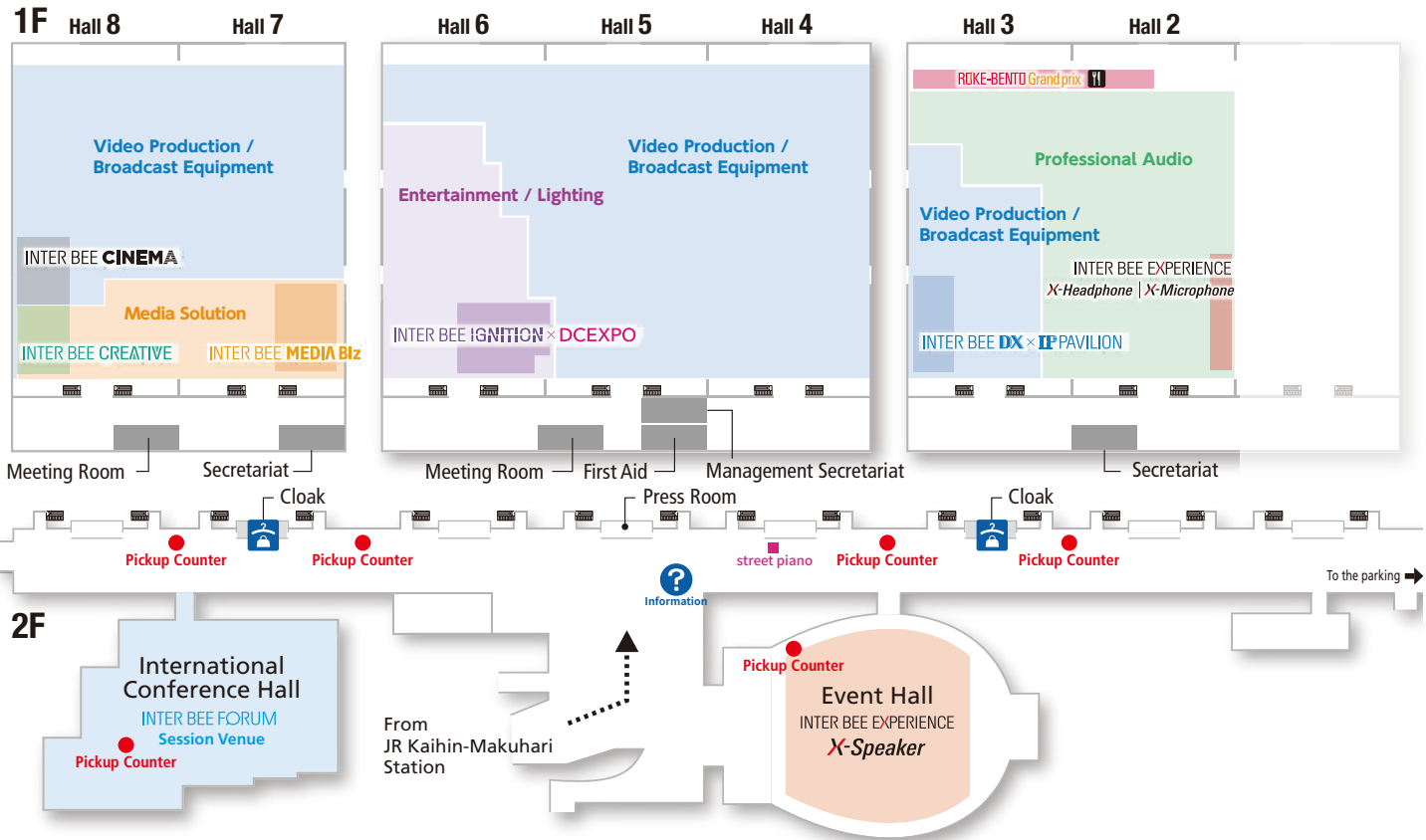
What were your main objectives for exhibiting at Inter BEE 2025? (Multiple answers accepted)



Satisfaction with achieving this goal



Venue configuration



NEXT EXHIBITION

Broadmedia & Entertainment
Inter BEE 2026

Nov.18Wed.▶20Fri. Makuhari Messe

A Comprehensive Media Event
Where Diverse Industries and Expertise Converge
to Create New Value in Media and Entertainment

Audio
MEDIA
New Era of Media:
Driving the Future of
Content Business
Content
Video
ENTERTAINMENT
Lighting

#interbee2026

