

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 IPTV FORUM JAPAN

Japan Satellite Broadcasting Association

Visual Industry Promotion Organization

The Institute of Image Information and Television Engineers

Japan Association of Audiovisual Producers, Inc.

Camera & Imaging Products Association

Theatre and Entertainment Technology Association, Japan

State of the Art Technologies Expression Association

3D Consortium

NATIONAL BOARD OF REGIONAL VISUAL INDUSTRY ASSOCIATIONS

National Theatrical & Television Lighting Industrial Cooperative

Advanced Imaging Society Japan Committee (AIS-J)

Ultra-Realistic Communications Forum

Digital Signage Consortium

Association of Media in Digital

Radio Engineering & Electronics Association

Specified Radio microphone User's Federation

JAPAN AD CONTENTS ASSOCIATION

Japanese Society of Cinematographers

Japan Motion Picture Production Standards Association

MOTION PICTURE and TELEVISION ENGINEERING SOCIETY of japan, Inc.

JAPANESE SOCIETY OF LIGHTING DIRECTORS

Association of Production Designers in Japan

Japan Audio Society

Japan Association of Professional Recording Studios

Japan Cable and Telecommunications Association

Japan Cable Television Engineering Association

Japan Association of Lighting Engineers & Designers

The Association of Japanese Animations

Japan Association of Video Communication

STAGE SOUND ASSOCIATION of JAPAN

JAPAN STAGE SOUND BUSINESS COOPERATIVE

JAPAN POST PRODUCTION ASSOCIATION

JAPAN ASSOCIATION OF RECORDING ENGINEERS

Projection Mapping Association of Japan

MULTISCREEN BROADCASTING STUDY GROUP

Organized Japan Electronics and Information Technology Industries Association

Organized by Japan Electronics Show Association



Broadmedia & Entertainment Inter BEE

REVIEW 2025



www.inter-bee.com

REVIEW 2025

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Exhibition Report

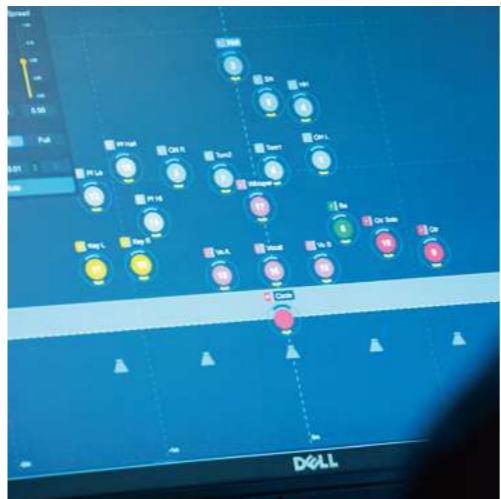
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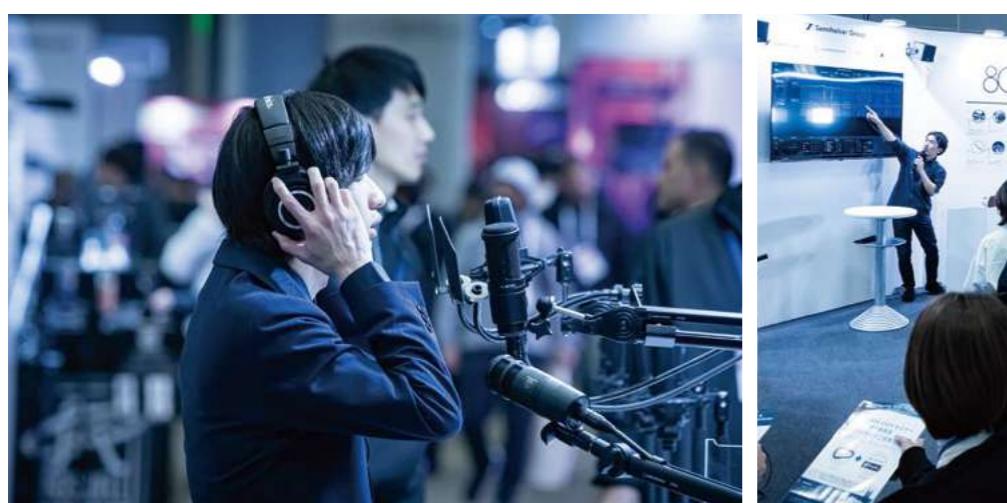
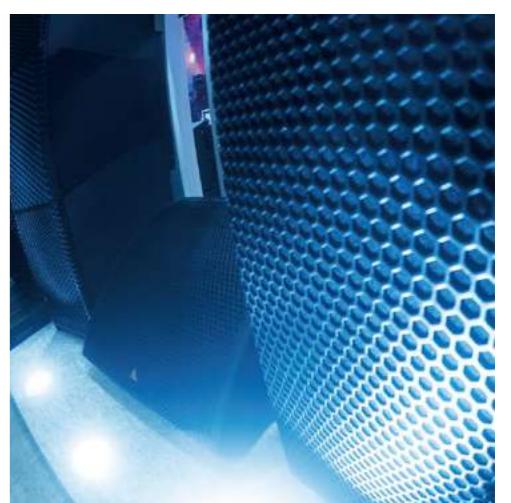
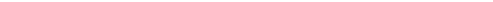
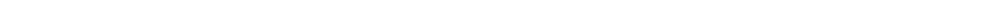
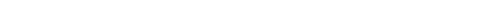
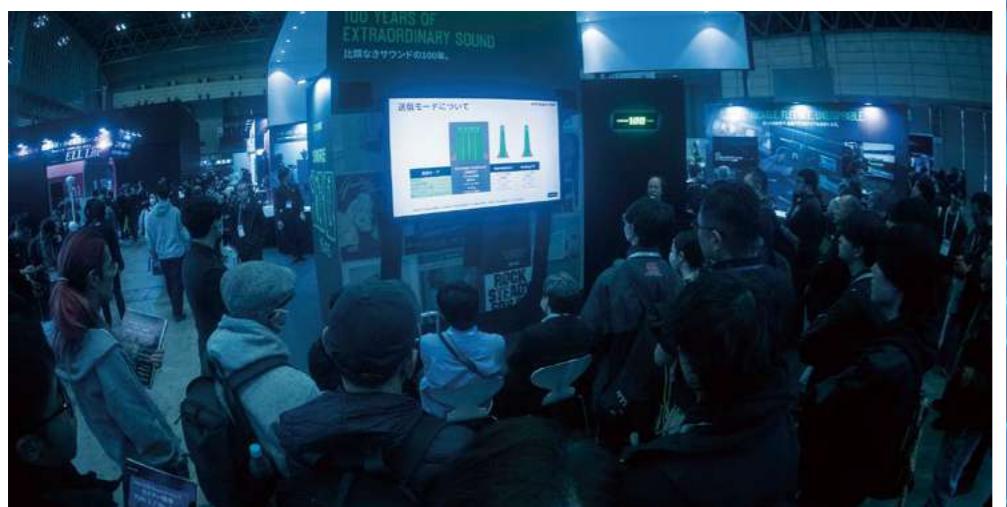
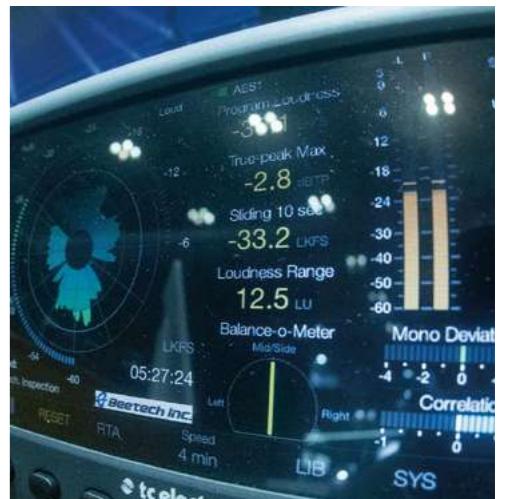
Photo by : Shigebaru Yoshihara
Akane Inagaki
Toshitaka Nakamura
SHIRO-FILM
Mitsuru Kobayashi
Design by : Katsumi Miyasaka



Professional Audio

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.

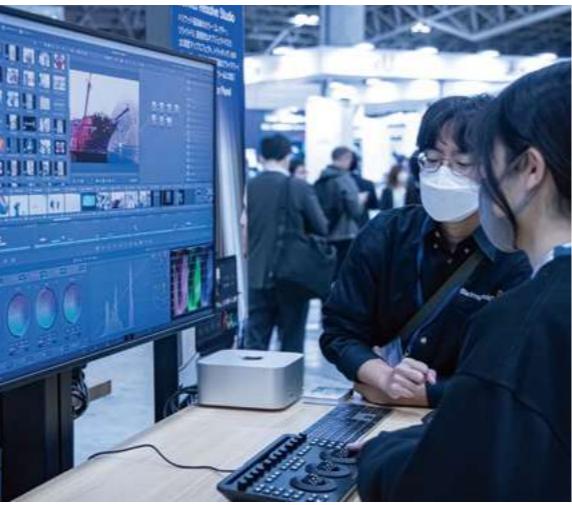


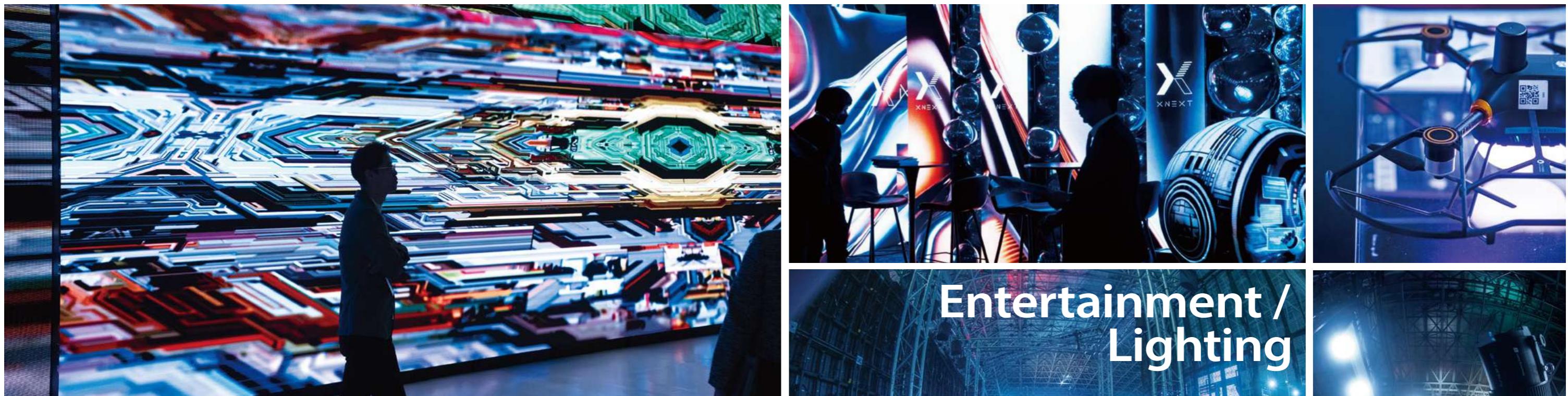


Video Production / Broadcast Equipment

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.

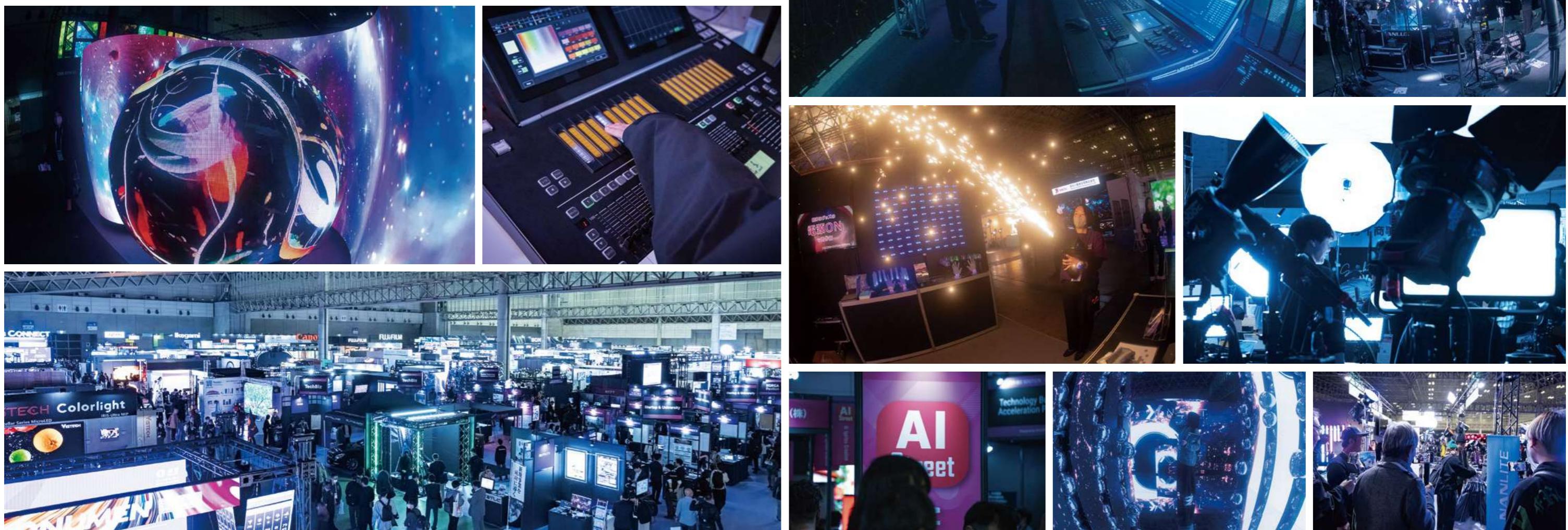
Video Production / Broadcast Equipment

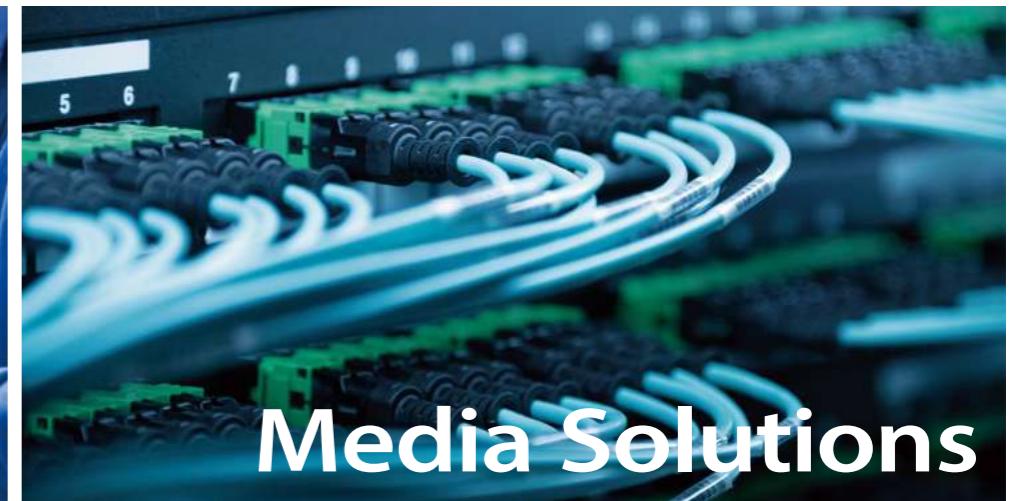




Entertainment / Lighting

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 x 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: Spectra: 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

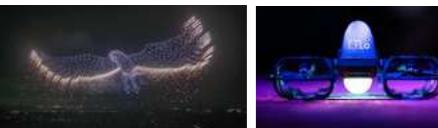
Title: CINEMA EOS C50 designed to empower creators across a wide range of evolving video platforms
Exhibitor: Canon Inc. / Canon Marketing Japan Inc.



Entertainment / Lighting / Visual Expression

◆Grand Prix

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



◆Runner-up

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

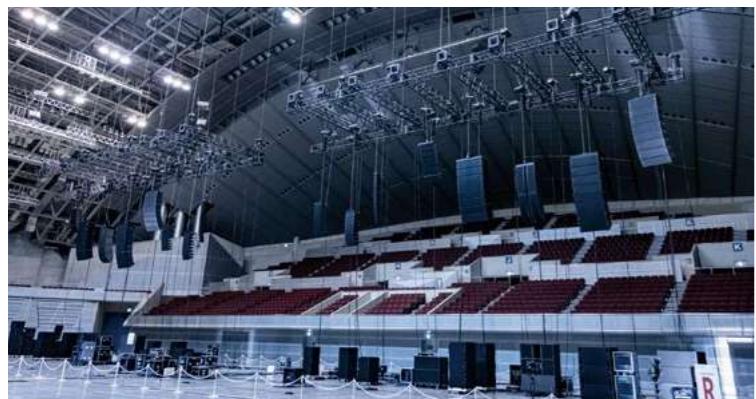
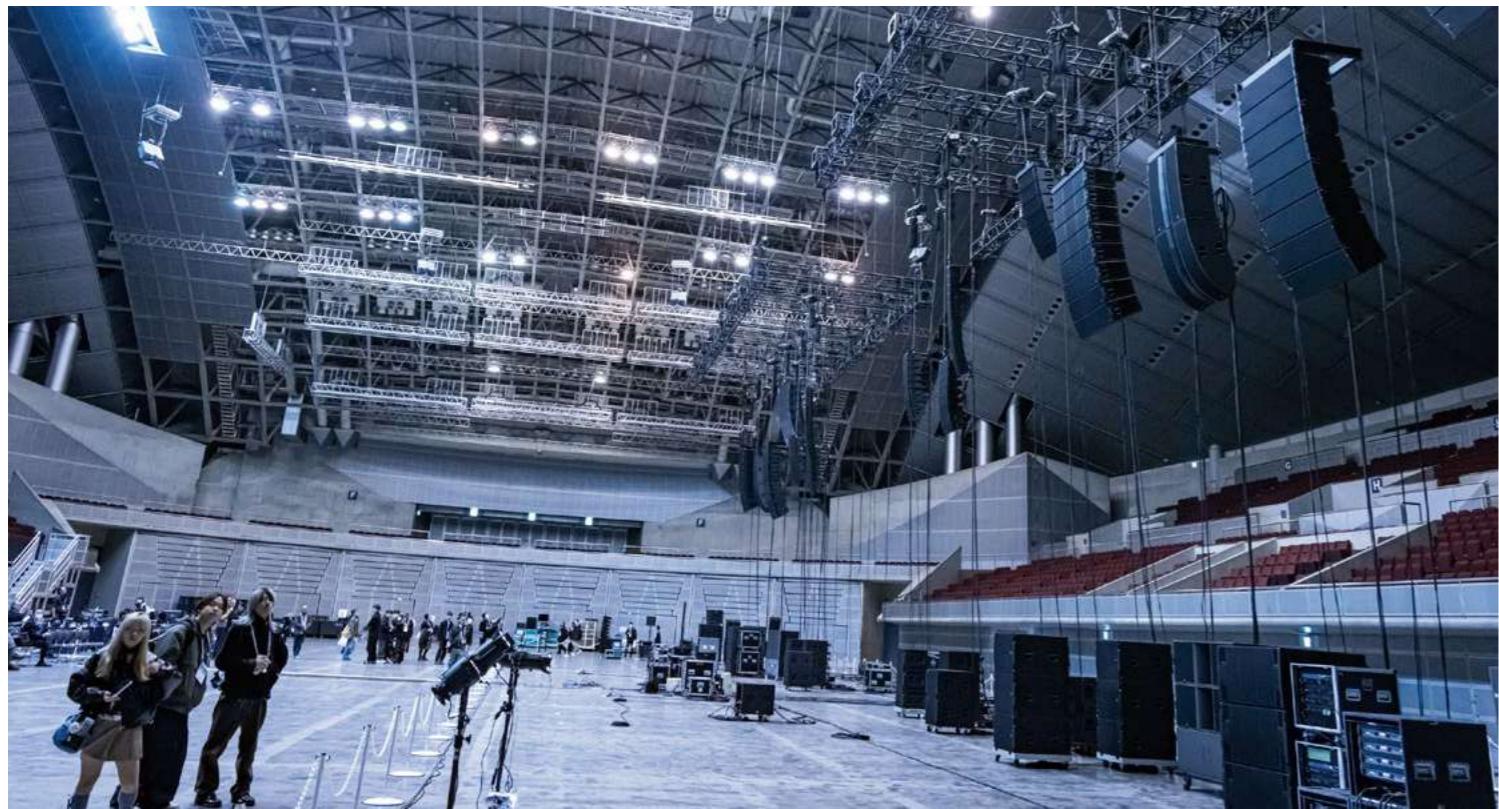
This year's INTER BEE FORUM opened with Opening & Keynote sessions, beginning with remarks from the organizers, followed by three opening keynote speeches: "Latest Trends in Broadcasting Administration" by Motonobu Toyoshima, Director-General of the Information and Communications Bureau, Ministry of 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 × 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 × 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.

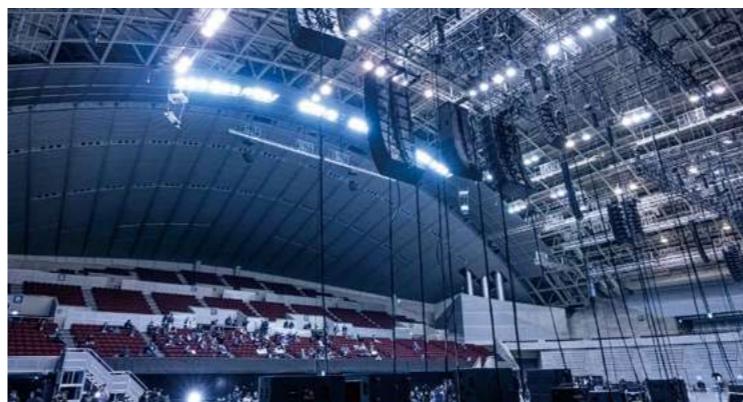
The profile of visitors has also become increasingly diverse year by year, and the area was bustling as a special program that allowed a wide range of people—from professionals in the pro audio and video content production industries to students representing the next generation—to freely experience the 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:	6 brands
Headphones	
The Number of Products Brands:	2 brands
Microphones	
The Number of Visitors	3,766 audiences (Total)







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

• Why Are the Dodgers Investing?

An Era Where Both Teams and

Broadcasters Become 'Investors'

• AI Imagery Revolutionizing

Television Drama

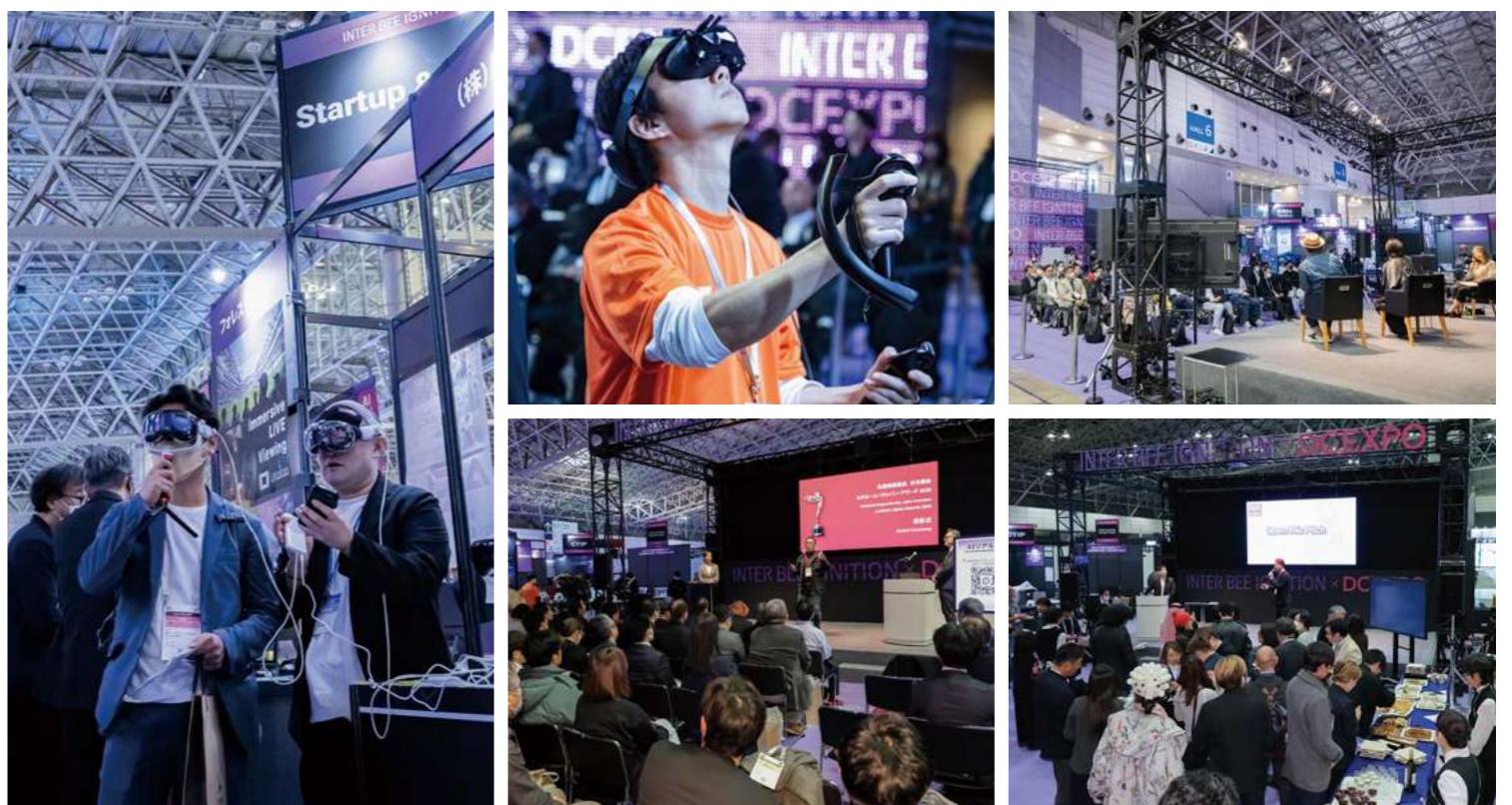
Capacity of Main Stage: 50 seats

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.

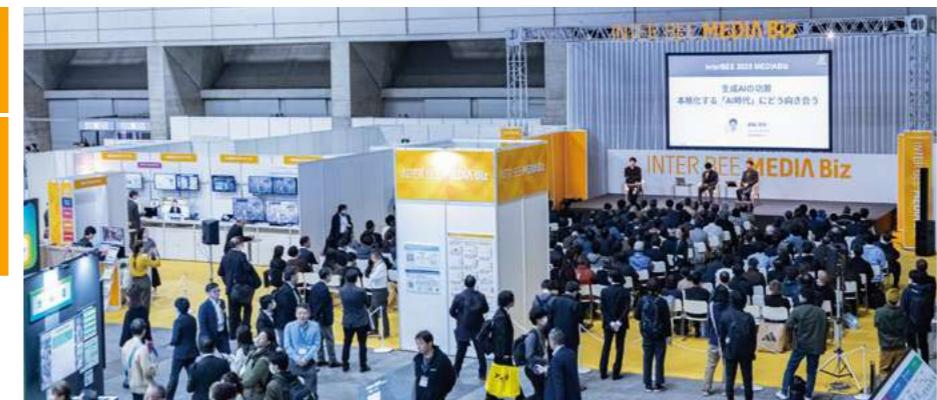
A keynote session was held in a panel discussion format at the International Conference Center under the title "Rethinking Trust in the Media," featuring an in-depth exploration of the issue of trust that has been increasingly questioned in the media over the past year.

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 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.

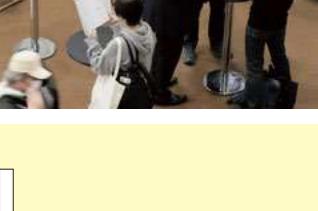
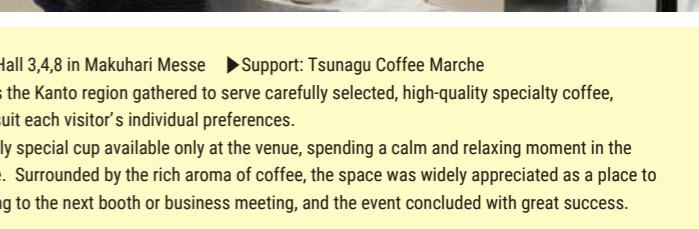


Inter BEE Streamer Lounge

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.



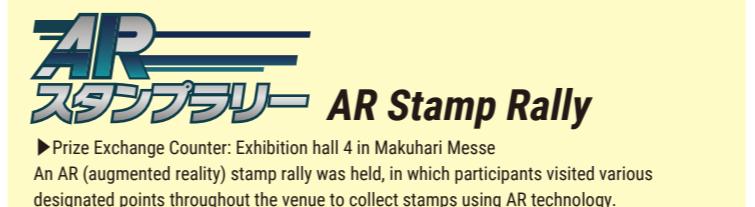
VENUE TOUR

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

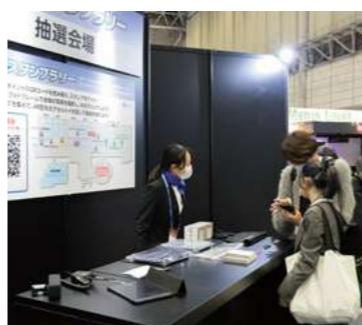
►Venue: Exhibition Hall 2,3 in Makuhari Messe ►Support: Location Japan/Locanavi

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.



►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.

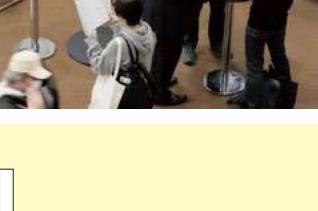


Inter BEE Cafe Stand

►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.

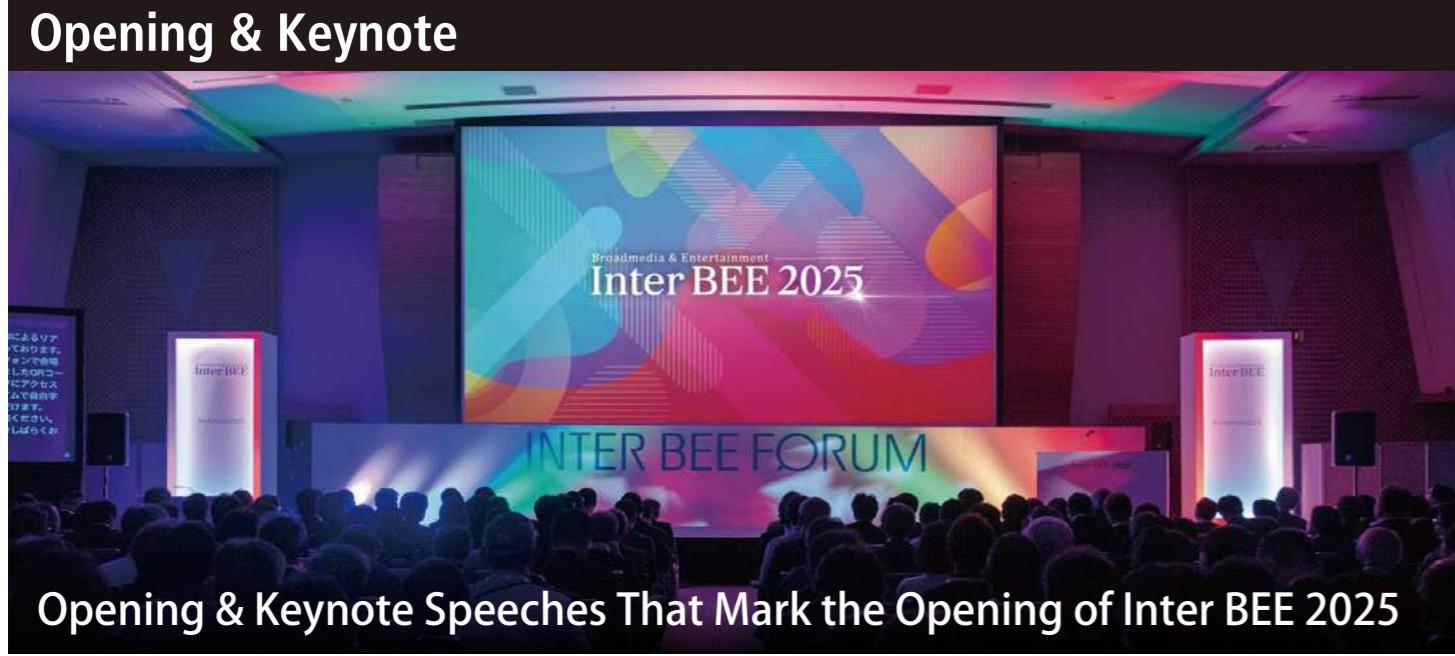


Street piano

►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



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.



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.



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 x 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 x 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
Hiroshi Saito
MAINICHI BROADCASTING SYSTEM, INC.
Moderator
Atsushi Onoue
Television Nishinippon Corporation
Shinichi Oyama
Miyazaki Telecasting Co., Ltd.
Hisaya Suga
dentus 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 Yokosawa
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
Satoshi Nishimura
Hybridcast Implementation Group Technical Section Leader, IPTV Forum Japan

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
Yoshihiro Toda
Engineering & Technology Center Content Technology Unit, Engineer, WOWOW INC.
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, Hakuhodo Inc.
Moderator
Shotaro Tsuda
Professor at the Institute for Journalism, Media & Communication Studies, Keio University
Kaori Hayashi
Professor, The University of Tokyo
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
Yuji Kojima
Director & Deputy Head of Visual Division Director, Kyoto Studio TOEI COMPANY, 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
Michiyuki Ishita
CEO of COLORS CREATION Co.Ltd. & NIGHT WAVE. Chairman of Projection Mapping Association of Japan. Creative director, Media artist, Spacial designer.
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.
Tatsuya Manabe
Marketing Partners Department/Marketing Department Manager, NOVASELL INC.
Moderator
Kouji Fukada
PBU MediaManagement Department 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, Specialty Appointed Professor, SHINSHU UNIVERSITY
Masaharu Era
Director, Radio Bureau Chief, and Technical Bureau Chief, Yamaguchi Broadcasting Co., Ltd.
Moderator
Hidenori Kiyama
Director of Technology, Hokkaido Television Broadcasting Co., Ltd.
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 Nexter Lab x Oracle Cloud Infrastructure

Rikuro Fukumoto
Director, Broadcast Solutions Division FUJI NEXTER 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 Minamihon Broadcasting Co., Ltd.
Riky Saito
Chief Engineer, Broadcast Systems Ikegami Tsushinki Co., Ltd.

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

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

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.

Kouji Fukuda
PBU MediaManagement Department MEGroup Senior Professional, NEC Corporation

SP-213 INTER BEE FORUM Special Session Room 201

Exploring the Future of Broadcast Technology from Multiple Perspectives

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.

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	The world class creator talks about the cutting edge of on-air graphics	Kenneth Tsai Founder Dot Connector Inc.
	14:00 ▶ 15:30		
	ES2-193	Insights and Challenges from Operating Shared Remote Production at the Expo	
November 20 (Thu.)	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
	Hideaki Oi Affiliated department:Visual Media Services Business Division Entertainment Service Department Post-Specialist, Panasonic Connect Co., Ltd. Gembia Solutions Company	Kazutaka Okita Engineering Division, Yomiuri telecasting corporation	Takeshi Ishida Production Technology Center Production Technology Department Managing Director, KANSAI TELEVISION CO.LTD.
	ES1-202	Music Licensing Essentials for Broadcasting and Advertising Professionals: How to Utilize Production Music Libraries in the New Era of Content	Panelist Jo Miyashita Sales Manager, Nash Studio Inc.
November 21 (Fri.)	Kazuhito Takeuchi CEO, Ligar Music Co.,Ltd. / Pandeiro Music Co.,Ltd.	Moderator Atsushi Nakae Executive Officer, DENTSU MUSIC AND ENTERTAINMENT INC.	
	ES1-203	Cloud Success Strategies for M&E: Optimizing Cloud Infrastructure to Accelerate Creativity in the Age of Generative AI	
	14:00 ▶ 15:30		
November 21 (Fri.)	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 Dept. 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.	
	ES1-212	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.
November 21 (Fri.)	ES2-212	Intelligent Cloud-Native Playout "Vipe" -Introduction of BCNEXXT's "Vipe" innovative technology, IIJ 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. IIJ Cloud Overview and "Vipe" Integration Example	Speaker	Kiyotaka Domae General Manager of Technology, Internet Initiative Japan Inc.
November 21 (Fri.)	3. "Vipe" Product Summary, Q&A	Speaker	Katsumi Yamamoto BCNEXXT JAPAN
	ES1-213	Driving PLAY Inc.'s Growth Strategy Through Cross-Organizational Technology and Observability	
	14:00 ▶ 15:30		
November 21 (Fri.)	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	Next Gen. Integrated Cloud Radio Master PoC Results Report and Future Plans	
	14:00 ▶ 15:30		

Online Exhibitor Seminar

►Venue: Inter BEE Official Website (Online)

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

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 Production Engineering	JBA-192 13:00 ▶ 15:05 Sound Broadcasting and Audio	JBA-193 13:00 ▶ 16:45 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 MolP Implementation	
11/21 Fri.	JBA-211 10:30 ▶ 16:20 Broadcasting	JBA-212 11:20 ▶ 12:10 Streaming	JBA-214 13:00 ▶ 14:40 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 Poster session	11/20 Thu.	11:15 ▶ 14:50 Poster session
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ZENEIKYO Forum 2025 in Makuhari

► Forum:
International Conference Hall 1F
Room 104

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

◆ Point Source Speakers/Standalone line array speakers

EAW	11/19 10:30~ 11/20 14:00~ EAW NT206L / SBX118F
CODA	11/19 11:10~ 11/20 14:40~ CODA AUDIO APS PRO / APS SUB
NEXO	11/19 11:50~ 11/20 15:20~ NEXO ALPHA+
K-ARRAY	11/19 12:30~ 11/20 16:00~ K-Array KY102 / KS31 / KS3PI
BOSE	11/19 14:00~ 11/20 16:40~ BOSE PROFESSIONAL Forum FC112+ShowMatch SMS118

◆ Compact Line Array Speakers

TW AUDIOP	11/19 14:40~ 11/21 10:30~ TW AUDIOP ELLA6 / ELLA L18 / VERA S32
d&b audiotechnik	11/19 15:20~ 11/21 11:10~ d&b audiotechnik CCL8 / CCL12 / CCL-SUB

X-Headphone | X-Microphone Headphone and microphone trial listening

Product Brands / Participating Companies

◆ X-Headphone

2102	STAX
2103	audio-technica
2104	qdc / ULTRASONE / Maestraudio
2105	Yamaha

◆ Medium and Large scale Line Array Speakers

JBL	11/19 16:40~ 11/21 12:30~ JBL PROFESSIONAL VTX A12 / VTX B28
MARTIN AUDIO	11/20 10:30~ 11/21 14:00~ Martin Audio WPL / SXH218
L-ACOUSTICS	11/20 11:10~ 11/21 14:40~ L-ACOUSTICS L2 / L2D / KS28
ADAMSON	11/20 11:50~ 11/21 15:20~ ADAMSON VGt / VGs
TT+AUDIO	11/20 12:30~ 11/21 16:00~ TT+AUDIO(RCF) GTX10 / GTS29

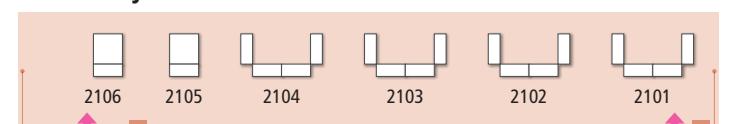
► Venue: Event Hall, Makuhari Messe

► Venue: Exhibition Hall 2

◆ X-Microphone

2101	AUDIX
2106	Yamaha

Venue Layout



INTER BEE DX × IP PAVILION

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

◆ Participants

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

► Venue: Exhibition Hall 3

TOYO Corporation
NAXA Inc.
Panasonic Connect Co., Ltd.
HARADA CORPORATION
Videoton 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

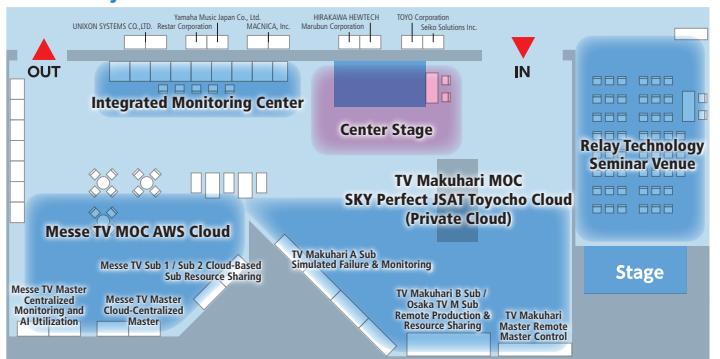
◆ Advisor

NEC Platforms, Ltd.
National Astronomical Observatory of Japan
Nippon Television Network Corporation (ARIB)

◆ 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.

Venue Layout



◆ Keynote

► Venue: International Conference Room

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

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

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

Keisuke Minauchi
Production Technology Department
Minamihon Broadcast 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"
11:00▶11:20	ARIB Activities on MoIP Standardization
11:30▶11:50	Network Overview of "INTER BEE DX x IP PAVILION"
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
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"
15:00▶15:20	"INTER BEE DX x IP PAVILION": Taking on Security — Part 2!
15:30▶15:50	AMWA NMOS IS-10 (Security)
16:00▶16:50	Deepening Insights from MoIP-Adopting Broadcasters Through a Panel Discussion: Discussing IP Master Deployments and Vendor Experiences

November 20 (Thu.)

10:30▶10:50	This Year's Highlight of "INTER BEE DX x IP PAVILION"
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 —
13:30▶13:50	"INTER BEE DX x IP PAVILION" Presents: Overview of Private Cloud Overview —Introduction to the SKY PerfectTV! Tokyo Media Center —
14:00▶14:20	"INTER BEE DX x IP PAVILION" Presents: Cloud Sub Control and AI-Enabled Centralized Monitoring Demo Overview
14:30▶14:50	ARIB Activities on MoIP Standardization
15:00▶15:20	"INTER BEE DX x IP PAVILION" Presents: Overview of the Private Cloud Simulated Failure and Monitoring Demo
15:30▶15:50	"INTER BEE DX x IP PAVILION" Presents: Overview of the Private Cloud Demo Featuring Remote Production and Resource Sharing
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"
11:00▶11:20	MoIP Initiatives at Radio Broadcasters: Verification of Low-Cost AoIP Transmission Using FLET'S
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
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./UNIX 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
15:00▶15:20	Latest Trends in DMF and MXL
15:30▶15:50	"INTER BEE DX x IP PAVILION": Looking Ahead to Next Year
16:00▶16:50	"Deepening Insights from MoIP-Adopting Broadcasters Through a Panel Discussion " Sharing Experiences with MoIP Line Center Implementations and Vendors

INTER BEE IGNITION × DCEXPO

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

■ Keynote

KN-192 13:00▶14:00

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

November 19 (Wed.)

KN-193 14:30▶15:30

AI Imagery Revolutionizing Television Drama

■ Special Session

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.

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

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 (AIF2025)

Moderator
Chikage Terashima

GAUMAPIX

►Venue: International Conference Room

►Venue: Exhibition Hall 6

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

Co-Director, Open Innovation, Investment Strategy Department,
Corporate Strategy Division,
TV Asahi Corporation

Moderator
Akira Masuzawa
Founder and General Partner,
Scrum Ventures

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.

Moderator
Takeshi Shioguchi
Producer,
ytv Media Design Ltd.

Atsushi Matsumoto
Journalist
Specially Appointed Professor, Senshu University

■ Special Session

November 19 (Wed.)

IG-191 10:30▶12:00

Broadcasters as Business Creators: Tokai TV's Edge Challenge

Panelist
Jun Tomatsu
BUSINESS STRATEGY ASSISTANT DEPARTMENT MANAGER,
TOKAI TELEVISION BROADCASTING CO., LTD.

Makoto Aou
CEO,
LEO co.,ltd

Minoru Moriya
Entrepreneur

IG-192 12:20▶13:20 DCEXPO SESSION

Regional Revitalization Gone Wrong: Discovering What Truly Works

Panelist
Mariko Nishimura
Founder and CEO,
HEART CATCH Inc.

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

IG-193 13:40▶14:40 DCEXPO SESSION

AI Strategy in the Middle East: A Path of Unique Evolution

Panelist
Akira Takatoriya
Part-time lecturer, University of Tsukuba
CEO, Altair Inc.

IG-194 15:10▶17:20

Moving Towards Future Media Co-Creation: TV Stations x Startups Pitch

Participating TV Stations
Takahiro Fukui
Senior Manager, Corporate Strategy, R&D Lab,
NIPPON TELEVISION HOLDINGS, INC.

Akira Masuzawa
Co-Director, Open Innovation, Investment Strategy Department,
Corporate Strategy Division, TV Asahi Corporation

Naoki Nishikawa
Managing Partner,
TBS Innovation partners, LLC

Yoshiyuki Hayashi
Producer,
TV TOKYO CORPORATION

Toshihiro Shimizu
Business Promotion Bureau,
FUJI TELEVISION NETWORK, INC.

Ryo Hagiwara
Silicon Valley Branch, The Shizuoka Shimbu,
Shizuoka Broadcasting System, Fujiyama Bridge Lab

Zentaro Imai
CEO,
Classroom Adventure inc.

Issay Yoshida
CEO,
EmbodyMe, Inc.

Tetsuya Nonomura
CEO / Chief Bungee Jumper,
Logility Co., Ltd.

Yuki Kobayashi
CEO,
MESON, Inc.

Minami Suwa
CEO,
Simplee Inc.

Takahito Iguchi
Founder CEO,
timespace, Inc.

Yasufumi Sakai
Director Business Design,
Logic and Design Inc.

FISH BOY - Sakana-kun
Honorary Doctorate and Visiting Professor,
Tokyo University of Marine Science and Technology

Moderator
Mariko Nishimura
Founder and CEO,
HEART CATCH Inc.

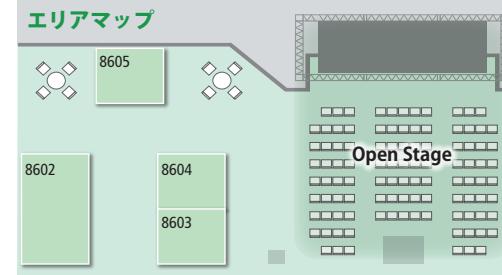
►Venue: International Conference Room

INTER BEE CREATIVE

Creators unite to shape the future with innovative production tools.

■ Exhibitors ▶Venue:Makuhari Messe Hall 8

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



■ Special Session

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.

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

■ 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

Moderator

Takafumi Yuki

INTER BEE CREATIVE Director

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.

▶Venue: Exhibition Hall 8

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 Pryrocki
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 DepartmentAdobe Inc.

Yoshihiro Enatsu
Digital Cinema Creator
Marlino 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.

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 TOWAIEZO LLC

8612 IDX Company, Ltd.

8608 Shoton 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
Atlas Lens

Canon
Sigma

FUJINON
LAOWA

TOKINA CINEMA
Viltrox

►Cinema Camera Equipment Support:Blackmagic, Canon, FUJIFILM, Nikon, RED, SONY

►Equipment Support:IDX Co., Ltd., KIPON, Gin-ichi Co., Ltd., Sanwa Eizai Co., Ltd., ElZO Corporation, RAID Inc.

■ Special Session

November 19 (Wed.)

CI-191 10:30▶11:15

Cinema Lens Trend Watch 2025

Moderator
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

Moderator
Toshikazu Kaneto
Director of Photography,
Marlino 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

Moderator
Takuya Kawai
Editor, "Film Directors' Filmography"

Nagako Hayashi
Writer

CI-197 15:00▶15:15

Exhibitor's Presentation

TOWAIEZO LLC

CI-198 16:00▶16:30

Exhibitor's Presentation

Fujifilm Corporation

CI-199 16:45▶17:30

Experiences from EITEKI-Compliant Productions

Panelist

Yoshihiro Nakamura
Cooperative
Japan Film Directors Association

CI-200 15:45▶16:00

Exhibitor's Presentation

MITOMO Co.,Ltd.

CI-201 16:15▶17:00

"Filmic Look" — A Camera Developer's Perspective

Moderator

Toshihisa Oura
Japan Film Production Regulation Organization

CI-202 16:15▶16:45

Exhibitor's Presentation

Yoshiaki 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

▶Venue: Exhibition Hall 8(Talk Stage)

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

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

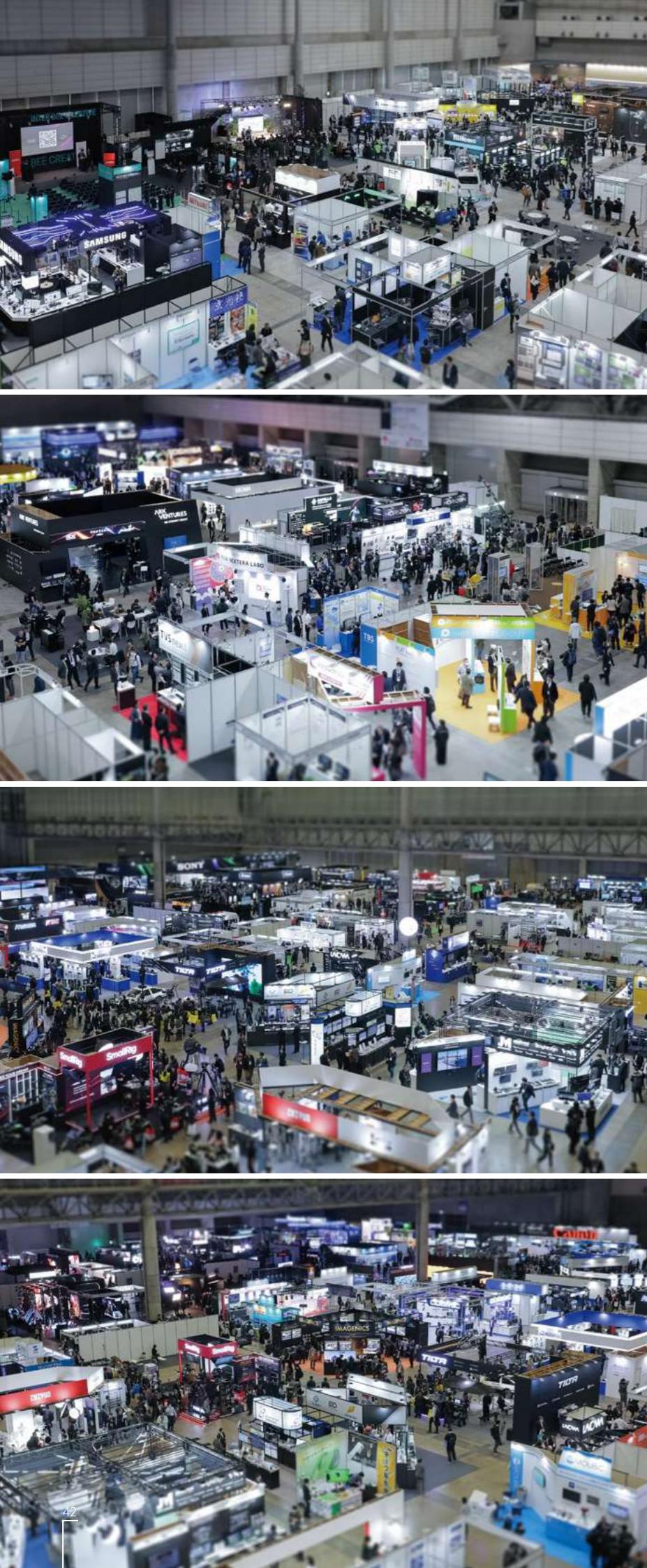
Yuka Eda
Director / Screenwriter / Photographer

Yukihiro Ishikawa
Video Producer / Journalist

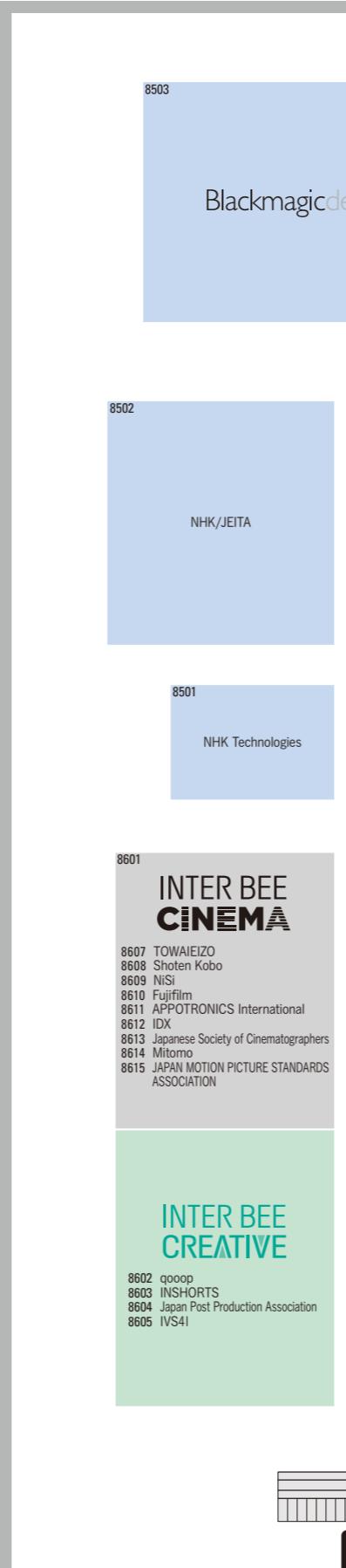
Nagako

Professional Audio	
2210 2nd Stage	2515 PULSE Co., Ltd.
2507 A.O.M. Corporation	2616 radius co., Ltd.
2518 ALT Waves Management	3121 REWIRE INC.
2519 APPLAUSE SYSTEMS Co.	2002 S.CALLIANCE Inc. / SCA Sound Solutions Co.
2514 ArtBoxCreate Co., Ltd.	2517 SANKEN MICROPHONE CO, LTD
2401 ARTWIZ Inc.	5501 Canare Electric Co., Ltd
2202 ASHIDA SOUND CO., LTD.	5517 Canon Inc./Canon Marketing Japan Inc.
2619 AUDIO BRAINS Co., Ltd.	8105 CANVASS Co., Ltd.
2306 Audio-Technica Corporation	7205 Capella Co., Ltd.
2606 AURAL SONIC/Tokyo Steel Industrial	7102 CHIEF/Audio Visual Communications Ltd.
2406 AV-Leader Corporation	3409 CHINA SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS
2204 AZDEN CORPORATION	2303 SHIZUKA Inc.
2209 Beetech Inc.	3412 Shure Japan Limited
2209 Bestec Audio Inc.	2405 Slapton Sound. Viviana Sound Solutions
2301 BOSE PROFESSIONAL	2521 Solid State Logic Japan K.K.
3113 BOYA	3108 Soundwhale
2414 CAEL WORKS INC.	2510 Stage Sound Association of Japan
2519 Catch Me Co.	3107 Studio Equipment Corp.
2513 ComodoMattina, Inc./TAIDEN	4213 Crestron Electronics, Inc.
3109 Continental Far East Inc.	4204 CrossImaging Inc.
2413 Cornes Technologies Ltd.	4213 Datapath Japan G.K.
2415 Crescent co ltd	4206 DATATON AB
3219 d&b audiotechnik Japan K.K.	7514 DDP-Dynamic Drive Pool
2615 Dante by Audinate	2207 TAMURA CORPORATION
2504 Digicom Co.,Ltd.	3409 Delika(Guangzhou)Technology Co.,LTD
2614 Digital Laboratory, Inc.	5302 DIATEX
3115 DS	4212 DIGIcas LLC.
2516 DSP Japan Ltd.	4213 Disguise Japan GK
2613 ear focus	3101 Umbrella Company Co., Ltd.
3116 EASS INC.	2520 Usednet
3218 ELECTOR CO.,LTD.	2506 voltampere Co., Ltd.
2508 Emilai,inc	2201 Watanabe Musical instruments Co. Ltd.
3111 E'spec Inc.	2612 Waves
3112 E'spec Inc.	2307 Yamaha Music Japan Co., Ltd.
3110 Extreme Wave	2307 YAMAHA SOUND SYSTEMS INC.
2509 EyeSystem INC.	3102 YAMAKI Electric Corporation
2408 FENDER MUSIC CORPORATION JAPAN PRESONUS	2415 YOMIURI TELECASTING CORPORATION
2404 Festox Company	X-Headphone
3106 fourbit, ltd	2104 Aiuto Co., Ltd.
2412 Fulcrum Acoustic Japan	2103 Audio-Technica Corporation
2501 Genelec Japan Inc.	2102 STAX
2001 Hanaoka Musen Denki Co., Ltd.	2105 YAMAHA MUSIC JAPAN CO., LTD.
3218 Hibino Corporation	X-Microphone
3218 Hibino Imagineering Corporation	2101 Roland Corporation
3413 Hibino Intersound Corporation	2106 YAMAHA MUSIC JAPAN CO., LTD.
3218 Hibino Lighting Inc.	Video Production / Broadcast Equipment
3218 Hibino Spacetech Corporation	5212 @Sycom
3122 HOSHINO GAKKI HANBAI CO., LTD	5213 Active Retech Inc.
2417 ICONIC	5307 ADTECHNO Inc.
2609 iZotope	3211 Advance Bloom CO.,LTD
2411 Japan Association of Recording Engineers	3409 Advanced Digital Video(Beijing)Technology Co.,Ltd.
2511 JAPAN STAGE SOUND BUSINESS COOPERATIVE	5102 AIM Electronics Co.,Ltd.
2209 L-Acoustics Pte. Ltd.	7518 Aina Tech Inc.
2402 Lake People Audio GmbH	8216 AJA Video Systems, Inc
3119 Luminex Japan K.K.	3411 Akamai Technologies, Inc.
2410 LYLY	3502 Amagi
2617 MASCOT ELECTRIC CO., LTD.	3502 Amazon Web Services Japan G.K.
3105 MASS-kobo	3503 Amber Sign, Ltd.
2305 MATSUDA TRADING CO., LTD	3402 APCOT Inc.
2610 Media Integration / ROCK ON PRO	3414 ARB (ASSOCIATION OF RADIO INDUSTRIES AND BUSINESSES)
2611 Media Integration / ROCK ON PRO	7309 ARK VENTURES Inc
2302 MEDIA PLUS CO., LTD.	4402 ARMOR
2205 Mixwave, Inc	5308 Arvanics Corporation
2206 MOGAMI WIRE & CABLE Corp.	6101 ASACA Corporation
2003 MORSON JAPAN Co., Ltd.	5105 ASC Corporation
3104 Musignal Inc.	6212 Ascent Co., Ltd
2409 Neos Corporation	3203 Ascot co., Ltd.
2602 Neutrik Limited	8404 ASK Corporation
2409 next Sound Inc.	4516 ASTRODESIGN, Inc.
2608 NICE COMPANY Inc.	8407 AT Communications k.k.
2403 Nihon Electro Harmonix KK	4301 ATEN JAPAN Co., Ltd.
3218 Nihon Onkyo Engineering Co., Ltd.	4213 AUDIO BRAINS Co., Ltd.
2512 NTi Japan Limited	3301 Audio Network Japan KK
2304 Onkyo Tokki Ltd.	5202 Audiotock Inc.
2502 ONZU, Inc.	7204 INFILLED Japan co.,ltd
2409 Public Address Inc.	4614 Innovator One Co.,Ltd
	5309 Imagica Entertainment Media Services, Inc.
	3409 Incam Systems Co., Ltd
	7204 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
	4209 ITOCHU Techno-Solutions Corporation (CTC)

5053 Blackmagic Design	4213 ITOKI CORPORATION	5103 Pandeiro Music Co., Ltd.	5510 tv asahi create	6603 studio bokan inc.
3309 BLUEDOT INC.	3214 Japan Association of Theatre and Entertainment Technology	5509 Panduit Corp. Japan Branch	3502 TVU Networks	7504 Bicom Inc.
5304 BROAD-DESIGN Co., LTD.	8402 Japan Communication Equipment Co., Ltd.	5107 PANTHER GmbH	7311 TVU Networks	7508 Brushup Inc.
5501 Canare Electric Co., Ltd	5301 Japan Material Co., Ltd.	8213 PAOX Inc.	7209 UNITEX Corporation	7405 Chukyo Electron Co., Ltd.
5517 Canon Inc./Canon Marketing Japan Inc.	7411 Japan Radio Co., Ltd	8219 PHOTRON LIMITED	4213 VEGA Project K.K.	8308 Cloudflare, Inc.
8105 CANVASS Co., Ltd.	3502 JEITA Global AI Cloud Pavilion	8107 PHOTRON LIMITED HARBOR	8409 Videndum Production Solutions KK	8204 CRI Middleware Co., Ltd.
7205 Capella Co., Ltd.	3406 KATO ELECTRIC INDUSTRY CO., LTD.	3208 Pixelot Automatic Production	6601 VENUSLAYER INC.	7003 DPSJ
7102 CHIEF/Audio Visual Communications Ltd.	3401 Kawasaki Heavy Industries, Ltd	4308 PLAY, inc.	6204 VILLAGE island Co., Ltd.	8207 EmbodyMe, Inc.
3409 CHINA SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS	7415 Kenko Professional Imaging Co., Ltd	8220 PREMIX	6201 X NEXT Co., Ltd.	8210 EMUS International Co., Ltd.
8403 ClouZen Co.,Ltd.	5401 Kenko Tokina Co., Ltd.	4519 Prolight + Sound Guangzhou	— INTER BEE IGNITION × DCEXPO —	8212 Enlyt, Inc.
7307 Comartsystem	3206 KEYAKI CO., LTD	3302 PROSPER ELECTRONICS Co., Ltd	6072 ASIAGRAPH CG ART GALLERY	8002 Fiber 26 Network Inc.
4515 COMUNE LIBERAL HOLDINGS CO.,LTD.	4502 KOBA (KOREA E&EX INC.)	5113 P-tec Co., Ltd.	6070 Digital Content Association of Japan	7509 Flyby Co., Ltd.
5220 Comworks Co., Ltd.	7310 KOKUSAI DENKI Electric Inc.	8317 RAID Inc.	6010 DrivingPlates.com LLC	7301 FUJI NEXTERA LABO INC.
5405 COSMIC ENGINEERING CORPORATION	7413 KOKUSAI SHOMEI CO.,LTD.	4303 REC SYSTEM co., Ltd	6058 ETH Zürich / Disney Research Studios	8305 INISOFT Co.,Ltd.
3107 Studio Equipment Corp.	3409 Konvision Technology Co., Ltd	8410 RED Digital Cinema	6060 GAMFF(Gyeongsangbuk-do International	7507 InnoQos Corporation
4213 Crestron Electronics, Inc.	5106 K-WILL Corporation	7213 Restar Corporation	AI Metaverse Film Festival)	7302 INNOTECH CORPORATION
4204 CrossImaging Inc.	4401 Lambda Systems Inc.	3502 Reuters Imagen	6004 GRAPS Co., Ltd.	8211 intoPIX
4213 Datapath Japan G.K.	5218 Leader Electronics Corporation	4603 RF-Design Co.,Ltd	6005 MiraiCompany LLC	7409 J21 Corporation
4206 DATATON AB	3212 LED TOKYO CO.,LTD.	5004 Riedel Communications GmbH	6007 Parks Inc.	8301 Japan Association of Video Communications
7514 DDP-Dynamic Drive Pool	6106 LEDMAN Optoelectronic	4602 Rikel Corporation	6009 tv asahi corporation	7401 Javatel Inc.
2207 TAMURA CORPORATION	3409 Leyard Optoelectronics Co., Ltd.	5003 RIP-TIE, Inc.	6008 WIZAPPLY Co., Ltd	8205 JKLink
3409 Delika(Guangzhou)Technology Co.,LTD	8213 LSI JAPAN CO., LTD	5116 Roland Corporation	— AI Street —	7506 J-Stream Inc.
5302 DIATEX	3406 LYNX Technik	5304 S.S.DENSHI CO.,LTD	6021 Zhongshan Cayer Photographic Equipments CO.,Ltd.	8206 Lifepand K.K.
4212 DIGIcas LLC.	3502 M2A Media	8401 Samsung SSD	4407 Zhongshan PANYAN Technology Co., Ltd.	7002 Magewell
4213 Disguise Japan GK	4406 M&Inext, Inc.	8108 Sanshin Electronics Co., Ltd.	6022 Zhongshan PANZHONG Technology Co., Ltd.	7501 MEDIACAST CO., LTD.
3101 Umbrella Company Co., Ltd.	3217 Macro Image Technology, Inc.	5107 Sanwa Cine Equipment Rental Co., Ltd.	— INTER BEE CINEMA —	7001 Mediaproxy
2520 Usednet	8410 Mark Roberts Motion Control Ltd.	5107 Sanwa Pro Light, Inc.	— Product Exhibits —	7406 MIC Associates, Inc
2506 voltampere Co., Ltd.	7415 Matthews Studio Equipment	5506 SANWA SUPPLY INC.	8611 APPOTRONICS International Ltd.	8208 Nayuta Net, Inc.
2201 Watanabe Musical instruments Co. Ltd.	4207 MEDIA LINKS CO., LTD	4509 SDJ KK	8610 Fujifilm Corporation	7409 NETINT Technologies
2612 Waves	3308 Meiko Electronics Co., Ltd.	3305 Seiko Solutions Inc.	8612 IDX Company, Ltd.	7301 NHK Technologies, Inc.
2307 Yamaha Music Japan Co., Ltd.	4002 METAL TOYS	4506 SEIKOH GIKEN Co., Ltd.	8613 JAPAN MOTION PICTURE STANDARDS ASSOCIATION	8309 Nippon Control System, co
2307 YAMAHA SOUND SYSTEMS INC.	8320 MG Inc.	4404 Semtech Corporation	8613 Japanese Society of Cinematographers	8101 NTT EAST, Inc.
3102 YAMAKI Electric Corporation	3502 Microsoft	4213 Sennheiser Japan K.K.	8614 Mitomo Co., Ltd.	8303 NTT TechnoCross Corporation
2415 YOMIURI TELECASTING CORPORATION	3216 Miharu Communications Inc.	3404 SET(Brazilian Society of Television Engineering)	8609 NiSi	7301 NTV Wands Inc.
X-Headphone	4613 MisaoNetwork Co.,Ltd.	3403 SETTSU METAL INDUSTRIAL	8608 Shoten Kobo Co.,Ltd.	7502 OPTAGE Inc.
2104 Aiuto Co., Ltd.	7201 Fraunhofer IIS	5211 SHENZHEN PORTKEYS ELECTRONIC TECHNOLOGY CO., LTD	8607 TOWAIEIZO LLC	7303 PLAT EASE Corporation
2103 Audio-Technica Corporation	5203 Fuchigiken Inc.,	5002 Shenzhen Zitay Tech. Co. Ltd	— Cinema Lense —	7303 PLAT WORKS Corporation
2102 STAX	7306 FUJI NEXTERA LABO INC.	4612 Shoten Kobo Co.,Ltd	8606 Atlas Lens Co.	7410 Quintia,inc
2105 YAMAHA MUSIC JAPAN CO., LTD.	5310 FUJIFILM Corporation	5406 Shotoku Broadcast Systems	8606 Canon Inc./Canon Marketing Japan Inc.	7505 Research Institute of Systems Planning, Inc.
X-Microphone	5504 FUYOH VIDEO AGENCY Co.,Ltd.	4605 Showtex Japan KK	8606 EizoArashi Co.,Ltd	7004 Salrayworks
2101 Roland Corporation	3211 Advance Bloom CO.,LTD	5206 Sightron Japan Inc.	8606 Fujifilm Corporation	8307 Samsung R&D Institute Japan
2106 YAMAHA MUSIC JAPAN CO., LTD.	3409 Advanced Digital Video(Beijing)Technology Co.,Ltd.	7208 Sigma Corporation	8606 Kenko Professional Imaging Co., Ltd	7511 Shachihata Inc.
Video Production / Broadcast Equipment	5102 AIM Electronics Co.,Ltd.	5401 SLIK CORPORATION	8606 Shoten Kobo Co.,Ltd	8212 SKY Perfect JSAT
5212 @Sycom	7518 Aina Tech Inc.	5402 SmallRig Technology (HK) Limited	8606 Sightron Japan Inc.	7301 TBS GLOWDIA, Inc.
5213 Active Retech Inc.	8216 AJA Video Systems, Inc	4310 Sony Biz Networks Corporation	8606 Sigma Corporation	7304 TOKYO BROADCASTING SYSTEM TELEVISION,INC.
5307 ADTECHNO Inc.	3411 Akamai Technologies, Inc.	4517 Sony Corporation	— CTIP —	7301 Keio University
3211 Advance Bloom CO.,LTD	3502 Amagi	4310 Sony Marketing Inc.	6022 Keio university	6023 Keio University Graduate School of Media Design
3409 Advanced Digital Video(Beijing)Technology Co.,Ltd.	3502 Amazon Web Services Japan G.K.	4409 SPICE Inc	6023 Keio University Graduate School of Media Design	6019 Kyoto Sangyo University / The National Institute of Advanced Industrial Science and Technology
5102 AIM Electronics Co.,Ltd.	3503 Amber Sign, Ltd.	7311 Star Communications K.K.	6020 The University of Tokyo	7301 TV Asahi Service Co., Ltd.
7518 Aina Tech Inc.	3402 APCOT Inc.	4203 Studio Infinity	6024 The University of Tokyo	7503 TVS REGZA Corporation
8216 AJA Video Systems, Inc	3414 ARB (ASSOCIATION OF RADIO INDUSTRIES AND BUSINESSES)	3306 Studio-J Consulting Inc.	6021 Tsuda University	7408 TVSnex
3411 Akamai Technologies, Inc.	7309 ARK VENTURES Inc	5513 Supersub LLC	— KOCCA CKL TOKYO Pavilion —	7403 Virtual Wall, Inc.
3502 Amagi	4402 ARMOR	6209 SWIT	6023 Keio University Graduate School of Media Design	8208 WebStream Corporation
3502 Amazon Web Services Japan G.K.	5308 Arvanics Corporation	7513 Synergy K.K.	6024 Even Ent Co., Ltd	8201 Wondershare Software Co., Ltd.
3304 HARADA CORPORATION	6101 ASACA Corporation	8319 Synk Inc.	6025 HJ CULTURE Co.,Ltd	7010 New Relic, Inc.
6103 Harmonic Japan G.K.	5105 ASC Corporation	4518 Taiwan Electrical and Electronic Manufacturers' Association	6026 INDECOM	7109 The Association for Promotion of Advanced Broadcasting Services
3410 Hibino Corporation	6212 Ascent Co., Ltd	4514 Tamron Co., Ltd.	6027 KOCCA	7105 Trust Studio Inc.
3411 Hibino Technologies, Inc.	3203 Ascot co., Ltd.	4403 Tatsuta Electric Wire & Cable Co., Ltd	6028 TwoHands Meta	— Video Marketing Area —
3502 Amagi				

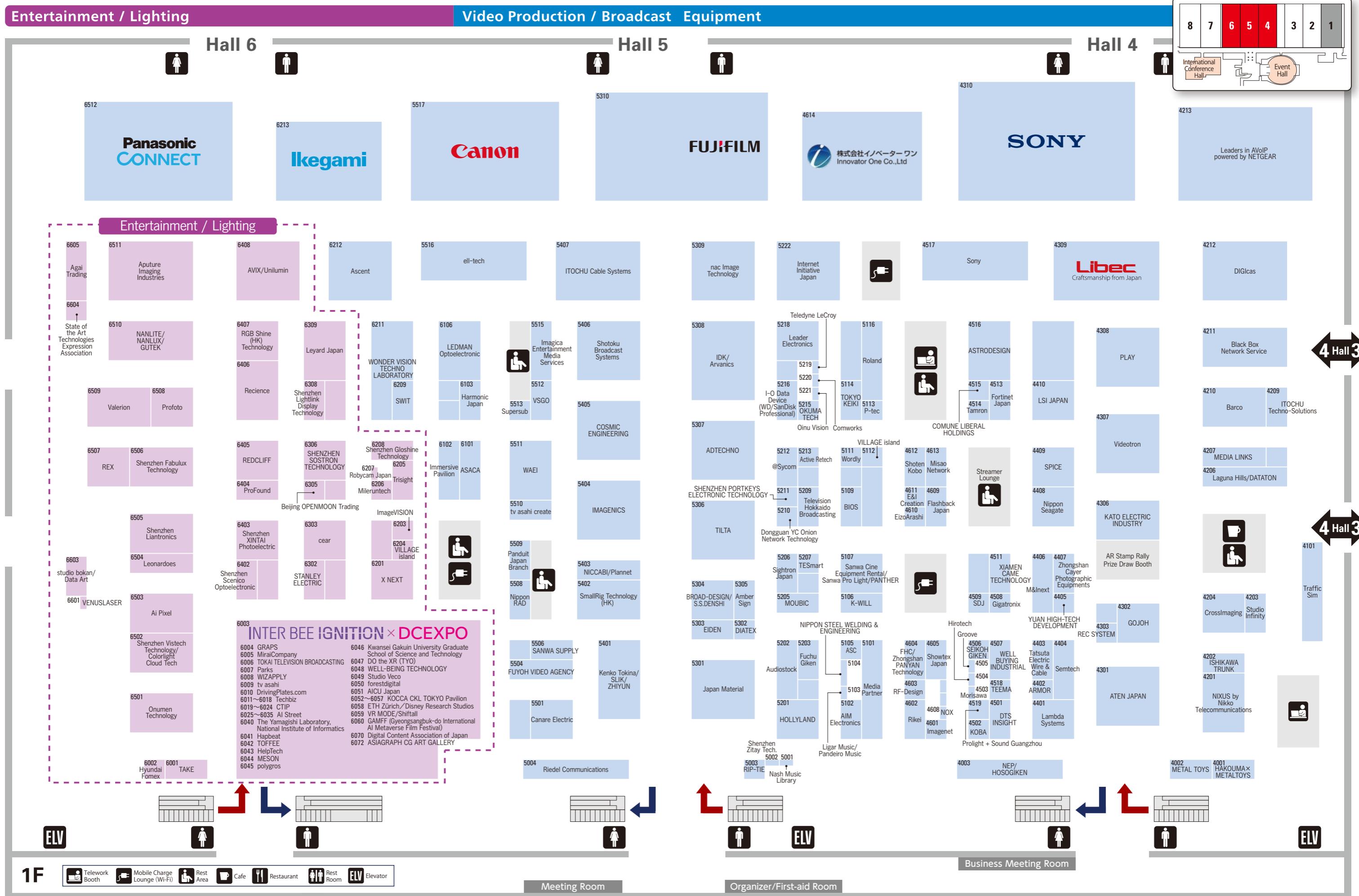


Video Production / Broadcast Equipment



Media Solutions



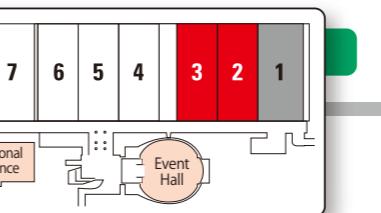


Video Production / Broadcast Equipment

Professional Audio

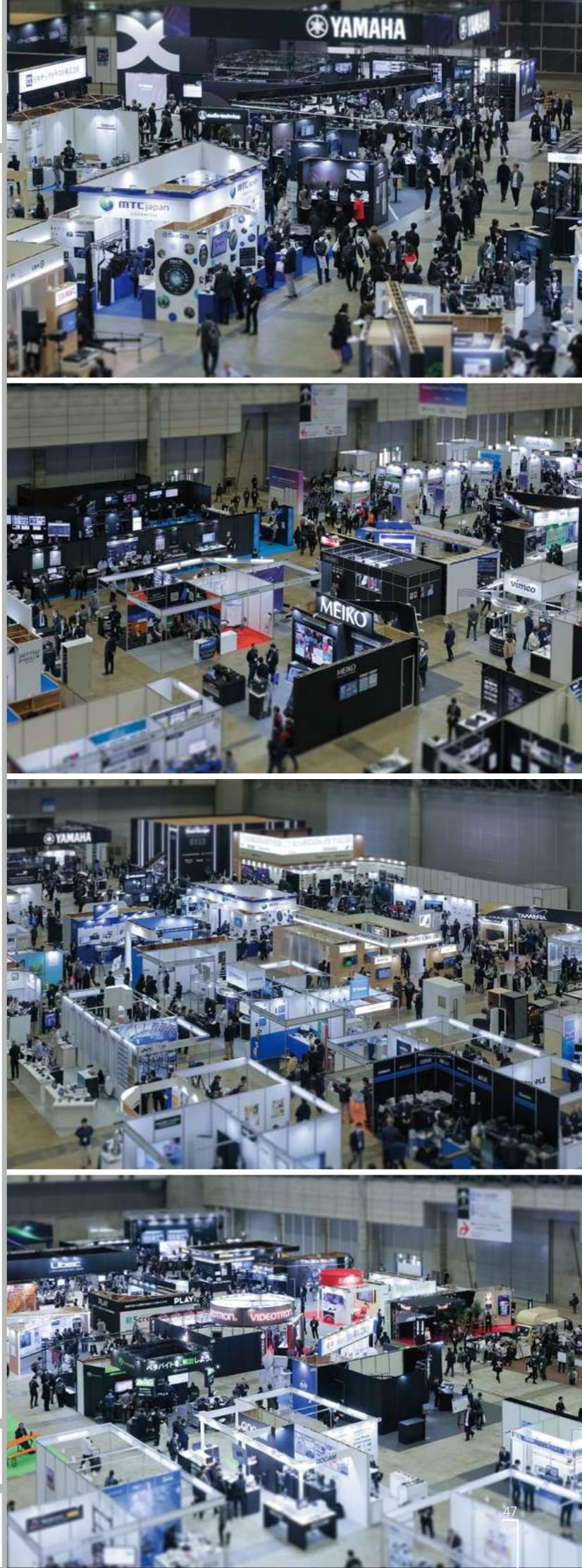
Hall 3

Hall 2



ROKE-BENTO Grand prix

Professional Audio



HIBINO

d&b audiotechnik

AUDIO BRAINS

YAMAHA

2nd Stage

OTARITEC

Shure Japan

Hibino Imagingeering/
Hibino Spacetech/
Hibino Lighting/
ELECTORI/
Nihon Onkyo Engineering

REWIRE

TASCAM/TEAC

Tech Trust Japan

ICONIC

Audio-Technica

L-Acoustics/
Bestec Audio/
BeetechSenheiser
Japan

TAMURA

INTER BEE
EXPERIENCEMATSUDA
TRADING

Onkyo Tokki

MOGAMI WIRE & CABLE

X-Headphone

2208

TAMURA

2101

X-Microphone

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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)

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

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

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

B-maga	Video Tsushin	THE JAPAN EXHIBITION NEWS
PRONEWS	Eizo Shimbun	Chibanippo
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
Branc	Yahoo NEWS	Japanese Society of Cinematographers
Densen shimbun	SATEMAGA BI	JAPANESE SOCIETY OF LIGHTING DIRECTORS
Dempa shimbun	The Dempa Times	Sound & Recording Magazine
The Dempa Times	Eizo Shimbun	Kenrokukan Publishing
Eizo Shimbun	Video Communications (JAVCOM)	KOBA
Apérsa	GENKOSHA	

■ Inter BEE 2025 Broadcast track record

Date	Broadcast Station	Program
Nov. 14	BayFM78	AWAKE
Nov. 19	TV Asahi Corporation	Oshita Yoko no Waido Sukurannburu
	ABEMA-TV	ABEMA News
	Chiba Television	News Chiba 21:30



■ Number of Press Registrants

213 (including 6 members of the international press)

■ 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 Brand New Creativity	AV Watch	映像新聞 Visual Communications Journal	EVENT MARKETING	PHILE WEB Bridging Creativity & Technology
ビデオSALON	CAMERA fan 中古カメラ・レンズ販売サイト!	Shuffle Bridging Creativity & Technology	PICTURES	放送技術 Broadcast Engineering	OPTECOM オーテックコミュニケーションズ	電線新聞
ガテマガBi GATEMAGAZINE BROADCAST & INTERACTIVE	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 次世代の映像をめざす	PRONEWS	UNIPRESSSERVICE	FDI Digital Film Industry

■ 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

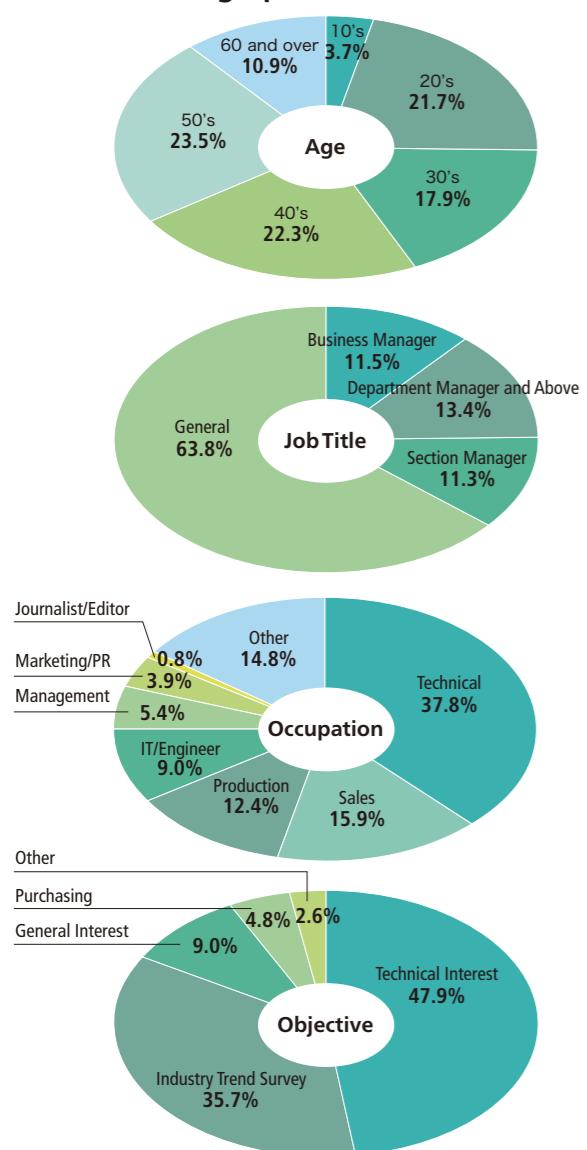
Registered Visitors in 2025

	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

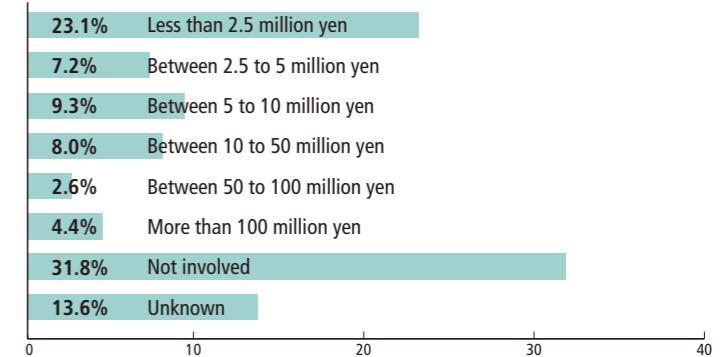
Region	Country/ Visitors	Number of Visitors/ Country+Region
Domestic	1 country/ 33,037	Japan 33,037
Asia	14 countries+regions/ 808	Korea 372/ China 147 Taiwan 136/ Singapore 33/ Hong Kong 28 Malaysia 27/ Thailand 17/ Indonesia 12 India 10/ Philippines 10/ Vietnam 10 Sri Lanka 3/ Mongolia 2/ Myanmar 1
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

Visitor Survey

◆ What was your purpose for visiting Inter BEE 2025?



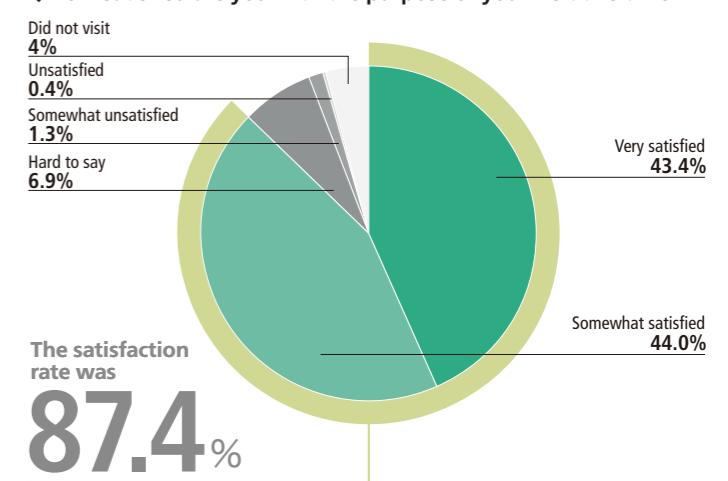
◆ Approximately how much is your annual budget for purchasing and implementing products and services in which you are involved?



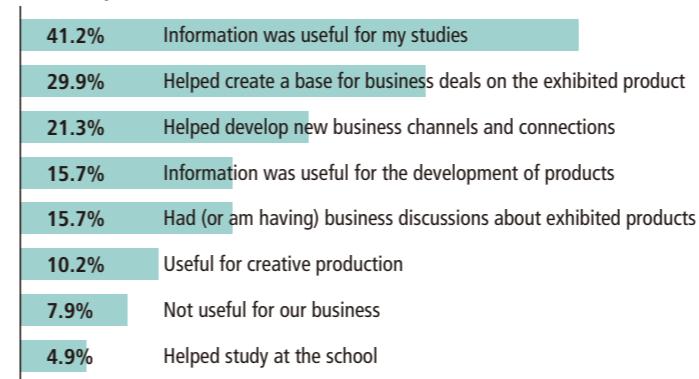
◆ How satisfied are you with the purpose of your visit this time?



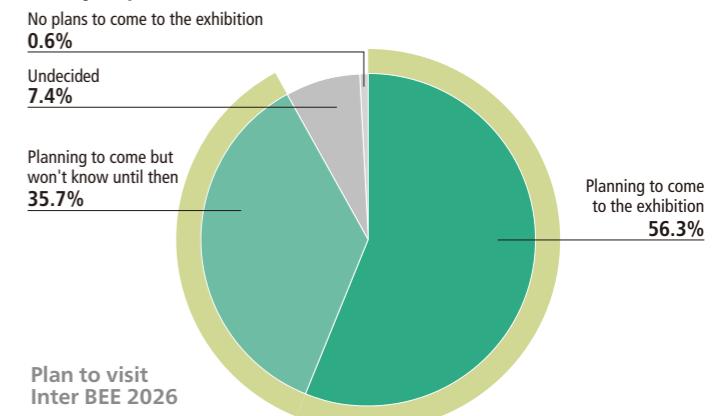
◆ How much time did you spend at Inter BEE 2025?



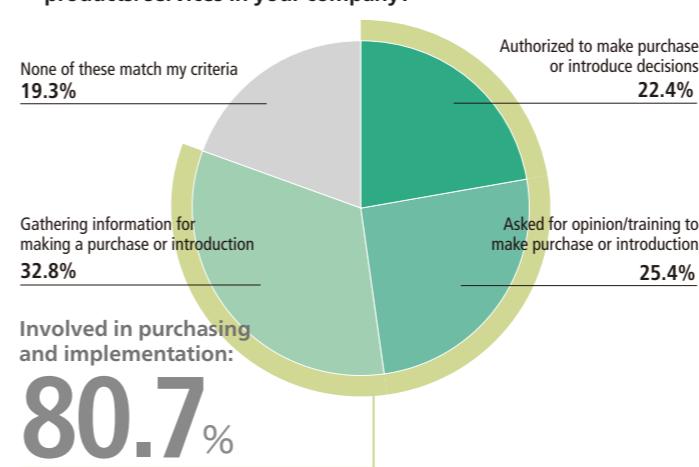
◆ Did visiting Inter BEE 2025 help you in your business? (Multiple answers allowed)



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



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



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

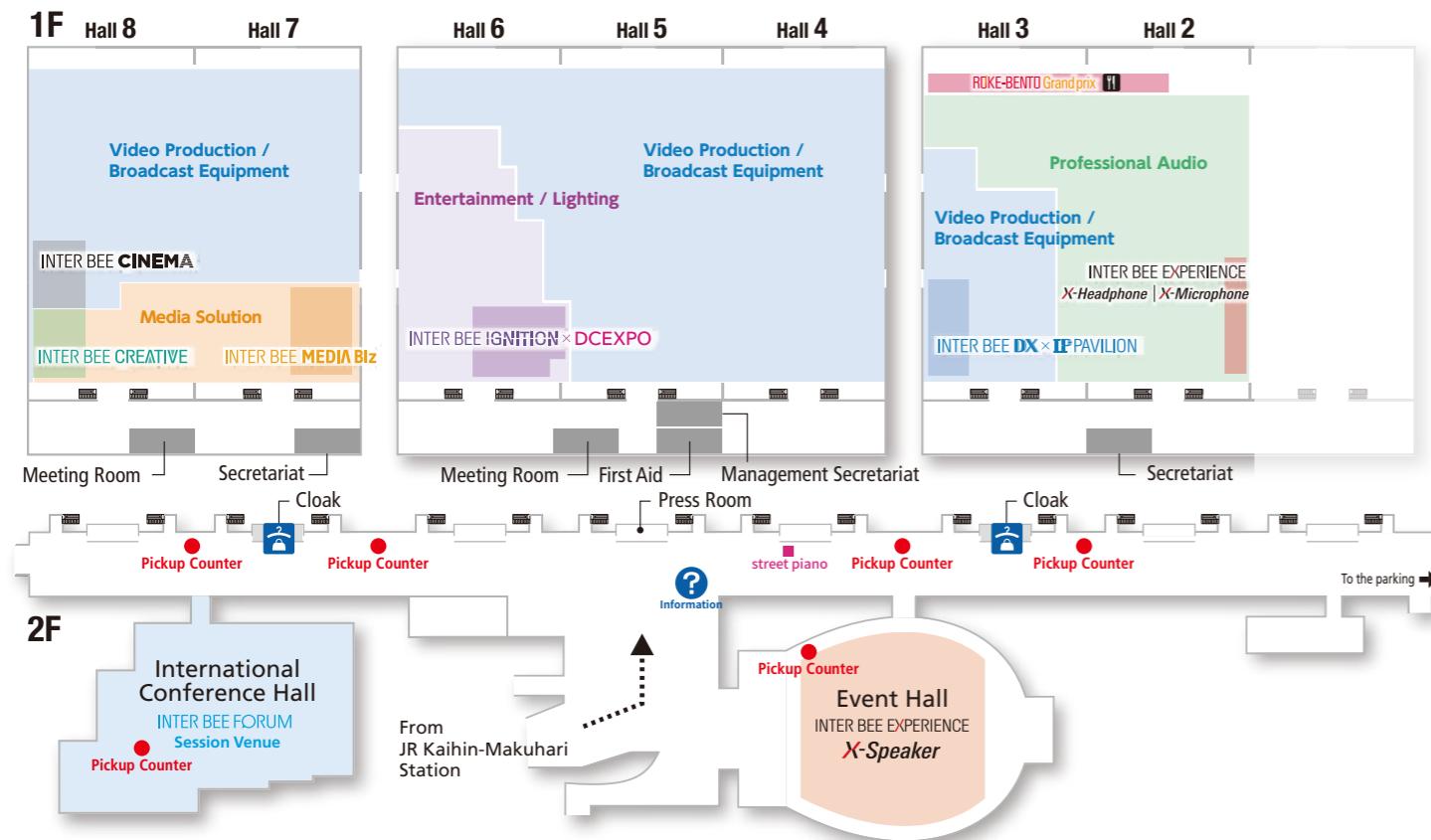
Details on Overseas Exhibitors

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**

Number of Foreign Countries/
Regions of Exhibitors: **44** countries/regions

Venue configuration

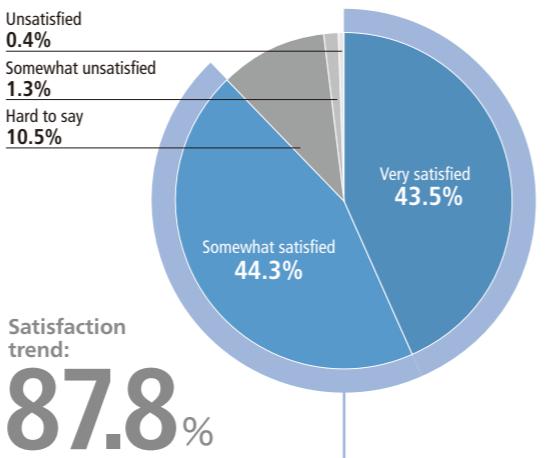


Exhibitor Survey

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



Satisfaction with achieving this goal



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*

