

Broadmedia & Entertainment

Inter BEE 2026

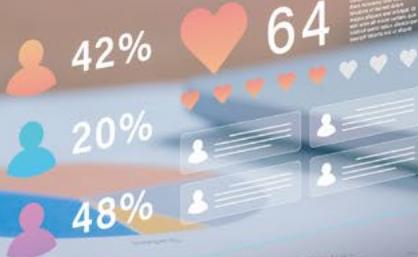
Nov.18Wed.▶20Fri. Makuhari Messe

INTER BEE MEDIA Biz

Exhibition Guide

*Content Flows Into New Value
Driving Media Business*

DIGITAL MARKETING TARGET



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#interbee2026

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INTER BEE MEDIA Biz

As content flows across diverse platforms and generates new value, Inter BEE provides a hub for connection that drives business forward.

In an age where broadcasting and communications converge and content moves across diverse platforms and services, INTER BEE MEDIA Biz presents a model in which broadcasting, streaming, advertising, and data connect through content to create and circulate value in media business. In addition to broadcasters and media companies, diverse players including businesses from multiple industries, service providers, and creators gather to spark new collaborations, ideas, and opportunities.



INTER BEE MEDIA Biz features four key categories.

▶ Video Marketing / Content Utilization

A field that creates value through content planning, production, and strategic use.

■ Exhibition target

- Content production companies
- Video production companies
- Digital marketing companies
- App development & support related companies
- Membership & fan club operators
- Content sales companies

▶ Streaming Infrastructure / Platforms

The infrastructure and platform domain that delivers and supports content distribution.

■ Exhibition target

- Content distribution companies
- Web platform related companies
- Cloud related companies
- Communication related companies
- Security companies
- Copyright protection-related companies

▶ AdTech / Media Monetization

A domain responsible for advertising, subscription, and revenue-generation mechanisms.

■ Exhibition target

- Ad technology development related companies
- Online advertising companies
- Membership & monetization model service companies
- Content sales companies
- Blockchain-related companies

▶ Data Analytics

A domain that leverages data to enable optimization, insights, and decision-making.

■ Exhibition target

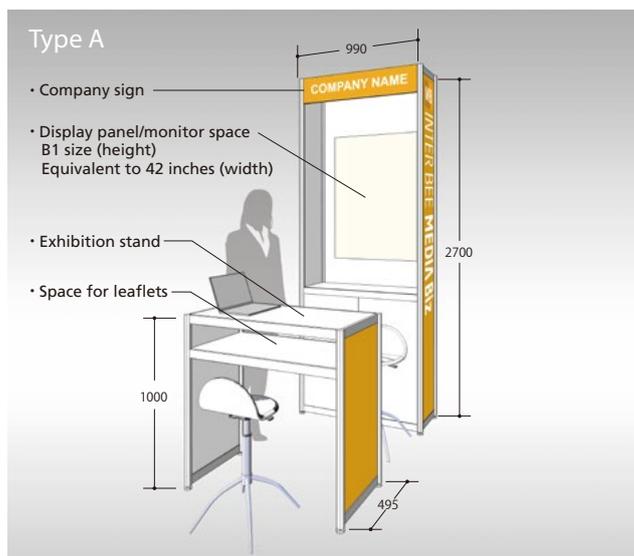
- Data analysis & optimization companies
- Audience data analytics companies
- Ad performance measurement & analytics companies
- App Development/Generative AI Service Developers
- Web platform related companies

■ Visitor Industry Classification (Inter BEE 2025 Results) Comparison of INTER BEE MEDIA Biz session attendees and overall Inter BEE visitors

Type of industry	MEDIA Biz	Inter BEE
Public Broadcast Station	7.0%	3.1%
Commercial TV Broadcaster	24.8%	8.1%
Commercial Radio Station	1.2%	0.7%
CATV-related	6.1%	1.9%
Production	3.6%	4.7%
Post-Production	2.9%	3.6%
Film and Video Production Company	5.2%	6.8%
Animation Production Related	0.1%	0.4%
Music Content Production, Musicians, Music Artists	0.4%	1.7%
Internet Business Related	2.2%	1.6%
Other User	2.1%	3.3%
OTT/Video Streaming Service Providers	2.1%	0.9%
Content Delivery Network	2.6%	1.1%
Video content production (including YouTubers and VTubers)	2.4%	1.5%
Telecommunication Carrier	2.1%	2.1%

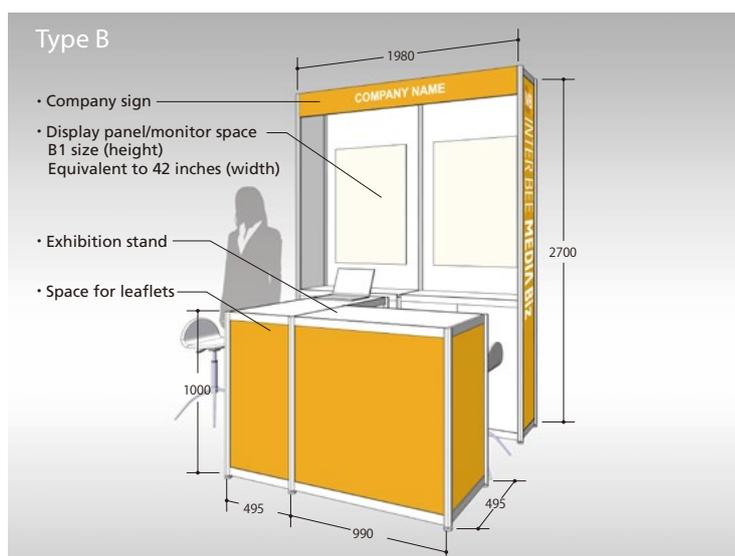
Type of industry	MEDIA Biz	Inter BEE
Cloud Production /AI and Automation Service Provider	1.2%	0.8%
Related Staging, Art, Lighting and Fashion	0.3%	2.5%
PA-related (Sound Design and Sound Operation)	0.1%	4.1%
Theaters, Live Music Venues, and Entertainment Facilities	0.6%	1.7%
Entertainment and Event Planning, Advertising and Promotion Planning	0.9%	1.6%
System and Software Development Related (Sler, SE, AI)	4.6%	6.1%
Equipment Manufacturer (Broadcast, Audio, and Video Equipment)	8.3%	14.4%
Government Office, Organization	2.6%	1.2%
Schools, Educational Institutions, Research Institutions	2.6%	3.0%
Trading Companies, Distribution, Equipment Sales Agencies	1.2%	7.1%
Ad Agency	2.6%	1.0%
Other Media (Publishing, Web, etc.)	3.5%	1.4%
Other Guest (Collaborative Industries and Tourism)	5.7%	6.0%
Student	1.1%	7.6%

▶ 2 types of display units to suit your exhibition style



Exhibition Fee Multiple booths are also available.

1 unit: **¥253,000 (tax incl.)**



Exhibition Fee Multiple booths are also available.

1 unit: **¥341,000 (tax incl.)**

Option

Approx. 40 inches Wall hanging display 1 set: ¥93,500 (tax incl.)

*Mounting support / HDMI cable included

*Arrangement/installation of media player is available upon request.

Items included in the exhibition unit

• Exhibition stand • High chair×2 • Company sign • Electrical work (capacity: 1kW/2 outlets) • Internet access

*Exhibition Unit Type B includes 1kW electric supply only.

*If you need more than 1kW electric supply, we charge 11,000 yen per 1kW for additional electric work.

*The internet access is a shared line. There will be a separate fee if you wish to use an exclusive line.

Items & services included in the exhibition fee

◇Online Exhibitor Page: Exhibited product information, downloadable materials, and product videos can be posted.

Includes a business meeting appointment function.

◇Use of visitor data reading system at booth ◇Exhibitor presentation stage ◇Exhibition Invitation (Japanese only, Must request)

◇Exhibitor badge ◇Exhibitor will be treated in the same manner as general exhibitors.

*Please refer to the Inter BEE 2026 Exhibition Guide.

▶ Exhibitor presentation

Eligible exhibitor: Media Biz Exhibitor presentation corner will be settled in MEDIA Biz area.

Please use this space as a platform to share information, including booth introductions and explanations of exhibited content.

*Details will be announced at a later date.



Outline

Name: INTER BEE MEDIA Biz
 Period: November 18 (Wed.) to 20 (Fri.), 2026
 Venue: Exhibition Hall, Makuhari Messe
 Admission: Free (Registration required)

Application Deadline: **Tue., June 30, 2026**

◇Please transfer a payment to our designated bank account by Monday, August 31.

◇If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, the following cancellation fee will apply. Consumption tax will be added to all fees.

July 1 to 31 ▶▶▶ 60% of exhibition booth fee

August 1 to 31 ▶▶▶ 80% of exhibition booth fee

From September 1 ▶▶▶ 100% of exhibition booth fee

Operation schedule

Early August ▶ General Exhibitor Briefing Session

*We will inform you separately if we hold an exhibitor briefing session for this special event.

Mon., August 31 ▶ Deadline for the payment of the exhibition fees

Early October ▶ Distribution of Inter BEE 2026 invitation leaflets

▶ Distribution of Exhibitor Badge and Vehicle Stickers

Tue., November 17 ▶ Setting up exhibits

How to apply/Inquiry

Japan Electronics Show Association

TEL: +81-3-6212-5231

E-mail: contact2026@inter-bee.com

Address: 4F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo, 100-0004

