

Press Release

Japan Electronics and Information Technology Industries Association

Inter BEE 2019 Special Event

## **INTER BEE CONNECTED Overview**

The Inter BEE Connected is a special exhibit for persons in many different fields of media to present and discuss the latest information on ever evolving media and networking. This year we will be discussing the latest trends of business media. All sessions are currently available for reservation at our official website.

«November 13 (Wed.) » (13:00 – 14:30)

Venue: Makuhari Messe International Conference Hall 2<sup>nd</sup> Floor Convention Hall A

■ **INTER BEE CONNECTED Keynote Speech** (※Requires reservation, please reserve online.)

November 13<sup>th</sup> (Wed.) 13:00 – 14:30 Venue: International Conference Hall 2<sup>nd</sup> Floor

### **「Sports broadcast philosophy - Toward to Tokyo 2020」**

\* Moderator: Akira Tanaka President of WOWOW Inc.

\* Guest: Tsukasa Imamura CEO of Yomiuri Giants

Kohei Mochizuki Director of Sports Division at Nippon Television Network Corporation

Tetsu Kuchigochi Executive Producer of IPC & WOWOW Paralympic Documentary Series  
"WHO I AM"

Miki Matheson IPC & IOC Education Committee Member

Gold Medalist of Nagano Paralympic Winter Games

### ■ **INTER BEE CONNECTED Special Session**

Venue : Makuhari Messe Exhibition Hall 7 / INTER BEE CONNECTED Open Stage

(※Requires reservation, please reserve online.)

«November 13 (Wed.)»

(10:30-12:00)

「Television Advertising in 10 Years: Imagined Using Viewing Data」

(13:00-14:30)

「Sports broadcast philosophy – Toward to Tokyo 2020」

(15 : 00-16 : 00)

「Casual Video Viewing by the Younger Generation -Hints for Future Video Services by Analyzing Viewing Conditions」

(16 : 20-17 : 30)

「Clarification Through Data!--The Latest Trend for "Quality and Value" When Viewing Sports Programs!？」

«November 14 (Thu.)»

(10:30-12:00)

「How Should Advertisers and the Television Industry Respond to Changes in Consumer Behavior?」

(13:00-14:00)

「Discussing the Next Step in Image Media with GYAO and AbemaTV」

(14:30-15:30)

「Media Strategy for Attacking Key Networks」

(15 : 50-17:00)

「What Happens When the Internet is Excited? Program Production and SNS Utilization」

(17:30-19:30)

「After Hours! Will TV Really Survive!? How Will TV Change? What Will TV Do?」

«November 15 (Fri.)»

(10:30-11:30)

「Impact of 5G on the Broadcasting Business」

(12:30-13:30)

「Business Outside of Broadcasting at Local Stations 2.0: The Triangle of Broadcasting × Internet × Local Society」

(14:00-15:00)

「Overseas Expansion of Broadcast Contents: Is Streaming the Next Step?」

(15:30-17:00)

「INTER BEE CONNECTED: Wrap Up Talk Show」

Exhibitors:

IPTV Forum Japan

IPDC Forum

ATTRACTOR Co., Ltd.

ORCA Production, Inc.

Crypto Groundswell, Inc

SoundUD Consortium

J-Stream Inc.

Top Creation Co.,Ltd

Hewlett-Packard Japan, Ltd.

Japan Broadcasting Corporation

Hokuriku Denwa Kouji Co., Ltd.

Multiscreen Broadcasting Study Group

Movion

LivePark Inc.

Limelight Networks Japan K.K

END

**Pre-registration is available in the Inter BEE Official Website.**

[www.inter-bee.com](http://www.inter-bee.com)

【Inter BEE 2019】

■ Date : November 13<sup>th</sup> 2019 (Wed.), 14<sup>th</sup> (Thu.) 10:00-17:30 15<sup>th</sup> (Fri.) 10:00-17:00

■ Venue : Makuhari Messe (Int'l Event Hall 1-8, Event Hall, Int'l Conference Hall)

2-1, Nakase, Mihama-ku, Chiba-city, 261-8550 Japan

■ Admission : Free (Pre-register required)

■ Organizer : Japan Electronics and Information Technology Industries Association



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Inquiries Relating to This Matter from the Media  
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