

October 1st, 2025

Press Release

Japan Electronics and Information Technology Industries Association

Inter BEE 2025 has begun pre-registration for attendees!

The Japan's largest media comprehensive event will be held at Makuhari Messe.



The Japan Electronics and Information Technology Industries Association (JEITA; Representative Director/Chairman Kei Uruma, President & CEO, Mitsubishi Electric Corporation) announced today that visitor pre-registration for Inter BEE 2025, a comprehensive media event, at Makuhari Messe from November 19 (Wed) to 21(Fri), 2025, has officially opened on the Inter BEE official website (<https://www.inter-bee.com>).

■The 61st Edition: Further Expansion of Exhibition Scale and Cross-Sectoral Growth

In 2025, the exhibition scale is expected to expand even more than last year, and will be held at Makuhari Messe using Exhibition Halls 2–8, the International Conference Hall, and the Event Hall. The media & entertainment industry, supported by the recent global market recovery and expansion, is seeing active launches of new products driven by advancements in related technologies. In particular, the expansion and the speed of evolution of new technologies and products utilizing AI are remarkable.

As a leading tech event standing at the forefront of media & entertainment technologies, Inter BEE positions this year's 61st edition as the starting year of a new stage of evolution, further enhancing initiatives that look ahead to the future of the industry.

■Special Programs at the Forefront of Evolution, Anticipating the Future and Inspiring the Next Generation

At the Event Hall, the world-class SR speaker experience event “INTER BEE EXPERIENCE X-Speaker”, now in its 10th edition, will be held. With new product brands joining this year, it will provide an opportunity to experience the further evolution of audio technology. In addition, the special program “INTER BEE EXPERIENCE X-Headphone/X-Microphone”, where visitors can freely try out professional-use headphones and microphones, will also be held again this year in the Exhibition Halls.

In the video production field, “INTER BEE CREATIVE”, which has continuously showcased the forefront of video production technologies such as VFX and virtual production, will present the latest creative trends. Furthermore, the special program “INTER BEE CINEMA,” launched last year as a professional community dedicated to film production, will also return this year. Against the backdrop of a film market expanding through the increase of screens and the evolution of experiential works, it will serve as a platform to present the latest trends and technologies that inspire the next generation of creators.

■Special Programs Opening Up a New Media Era through Co-Creation and Collaboration Beyond Boundaries

As the boundaries between broadcasting and telecommunications, and between media and entertainment, continue to dissolve, special programs will be developed to showcase from multiple perspectives the movements that open up a new media era through the power of co-creation and collaboration. “INTER BEE IGNITION × DCEXPO”, which anticipates the future of media beyond traditional frameworks, will highlight initiatives such as co-creation between broadcasters and startups, the integration of content and AI, new challenges in business evolution, and cutting-edge technologies.

The former “INTER BEE BORDERLESS” will evolve this year into “INTER BEE MEDIA Biz.” From multiple perspectives, it will present the accelerating possibilities of business collaboration in broadcasting media, the emergence of new business models blooming in response to evolving media, and approaches to content monetization.

At the “INTER BEE DX × IP PAVILION,” which proposes Media over IP (MoIP) for broadcasters and DX in content production, attention will be given to the incorporation of “software-defined” based on “IP.” It will serve as a venue for concrete proposals through inter-company collaboration, highlighting the efficiency of next-generation content production connected from technological evolution in production environments toward the future.

■Conferences Showcasing Key Trends Across Fields, and Awards Honoring Exhibited Products

The “INTER BEE FORUM” at the International Conference Hall, together with conferences held at each special program venue, will feature over 100 sessions, including sessions of the “The 62nd JBA Symposium of Broadcast Technology” (organized and planned by the Japan Commercial Broadcasters Association) and exhibitor seminars.

In addition, the “INTER BEE AWARD,” which was launched last year, will also be held this year. Based on the latest technological trends, products and services exhibited at the venue and submitted for review will be evaluated, with the most outstanding selected, awarded, and widely publicized. The final judging of the INTER BEE AWARD will take place at the exhibition venue on Wednesday, November 19, with the announcement and award ceremony scheduled for that evening.

Name : Inter BEE 2025
Period : November 19 ~ November 21, 2025
Venue : Makuhari Messe
Admissions : Free (Registration Required)
Organizer : Japan Electronics and Information Technology Industries Association (JEITA)

【Inquiries for Press and Media personnels】

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