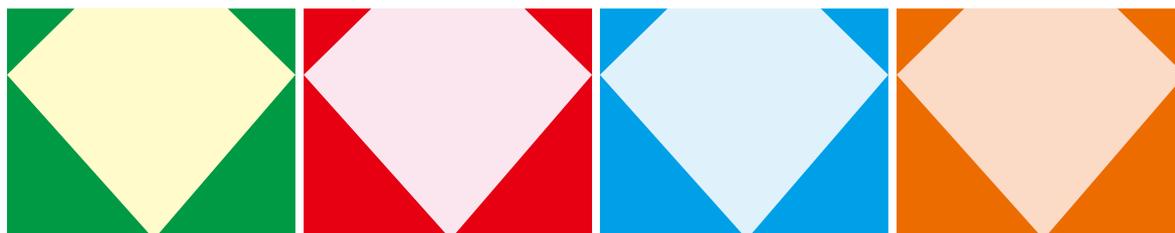


# JAPAN CONTENT SHOWCASE 2018

## O U T L I N E

開催概要



EVENT DATES

OCT. 10   <b>22</b> [MONDAY]	OCT. 10   <b>23</b> [TUESDAY]	OCT. 10   <b>24</b> [WEDNESDAY]	OCT. 10   <b>25</b> [THURSDAY]
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	SHIBUYA venue	SHIBUYA venue	SHIBUYA venue *1 IKEBUKURO venue *2
		IKEBUKURO venue	IKEBUKURO venue IKEBUKURO venue
		IKEBUKURO venue	IKEBUKURO venue IKEBUKURO venue

\*1 Live concert only ライブのみ開催 \*2 Business meetings / Seminars 商談会/セミナーの開催

### Venues

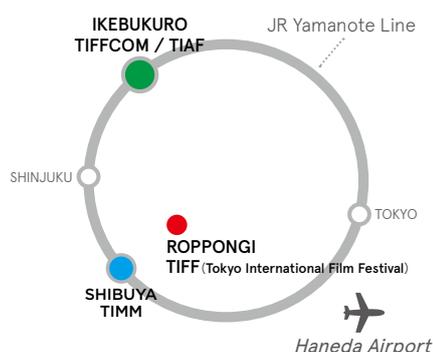
[SHIBUYA]

**Shibuya Excel Hotel Tokyu**  
Shibuya Mark City Building,  
1-12-2, Dogenzaka, Shibuya-ku, Tokyo, Japan

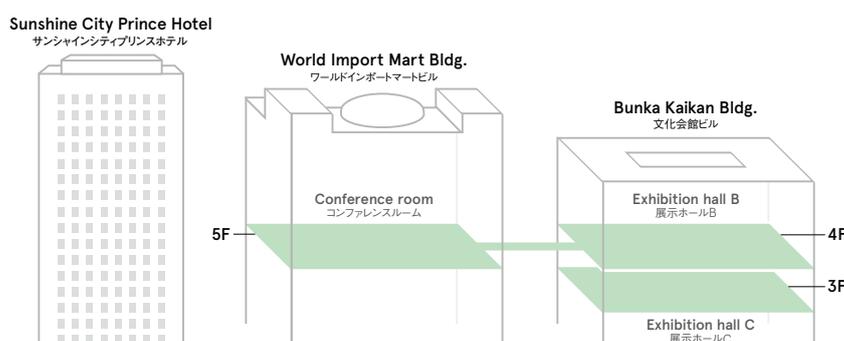
[IKEBUKURO]

**Sunshine City CONVENTION CENTER**  
3-1 Higashi Ikebukuro, Toshima-ku,  
Tokyo, Japan

Central Tokyo Location Map



IKEBUKURO Venue MAP



Contact : Japan Content Showcase Organizer's Office  
E-mail : [inquiry@tiffcom.jp](mailto:inquiry@tiffcom.jp) Official Website : [www.jcs.tokyo](http://www.jcs.tokyo)

## Welcome Party Sponsorship

ウェルカムパーティー

Paid Service / 有料サービス

A Welcome Party can be organized with the collaboration with JCS. Last year, a red carpet event and the Q&A sessions of the starring casts of "MORIBITO", Fantasy Historical Drama series, produced by NHK was held.

\*Free event promotion : Event Information Booklet & Official Website



## Networking Parties

ネットワーキングパーティー

Paid Service / 有料サービス

Opportunities to organize networking parties for a fee as a part of JCS-related party will be offered. There are various options to make the party unique and valuable. The details are open to discussion.

\*Free event promotion : Event Information Booklet & Official Website



## Sidebar Events

関連イベント

Paid Service / 有料サービス

Related events can be held at the "Fountain Plaza" in the Sunshine City, the same venue as JCS. In 2017, we held PR event and talk show as Support Aid Live for Kumamoto / Kyushu.

\*Events can be held based on availability of the facility

\*Free event promotion : Event Information Booklet & Official Website



## Seminar Opportunities

セミナー

Paid Service / 有料サービス

In addition to seminars organized by the organizer, we offer seminar and event opportunities for a fee to show the latest trends of ever-changing content business in the world. Seminars can be customized according to your needs and the details are open to discussion.

\*Free event promotion :  
Event Information Booklet &  
Official Website



## Market Screenings

マーケットスクリーニング

Paid Service / 有料サービス

Several screening rooms will be provided where buyers can view content offered by exhibitors. After the screening, viewers' information will be offered to the exhibitors for their further marketing.

\*Free event promotion :  
Event Information Booklet &  
Official Website



## Events @TSUTAYA IKEBUKURO AK Bldg.

TSUTAYA池袋AKビル店でのイベント

There is an event space where screening / live performance can be held at the TSUTAYA IKEBUKURO AK Bldg., near JCS venue.

\*Please contact JCS for further inquiry

\*Free event promotion : Event Information Booklet & Official Website



# Exhibitors and Buyers - Trends

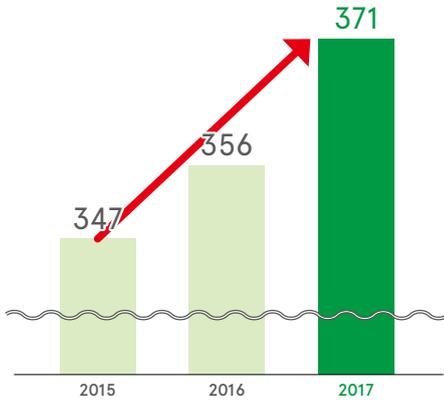
出展・バイヤー動向

Total 371 exhibitors from 27 countries / regions participated in JCS 2017. They had 7,798 business meetings with 1,549 registered buyers from 48 countries / regions which led to total deal value of \$60,050,000. The number of overseas buyer registrations dramatically increased by 10%, total number of booths increased by 20% and overseas exhibitors by 33% since last year. Content covered at JCS are Film, TV, Animation, Music, Mobile / Internet, Home Entertainment (DVD, Blue-ray), Event / Concert, Publication, Character, Games, etc.

\*All date is from JCS 2017.

## Number of Exhibitors

[出展団体数]



## Number of Exhibitors by Country / Region

[国・地域別出展者数]

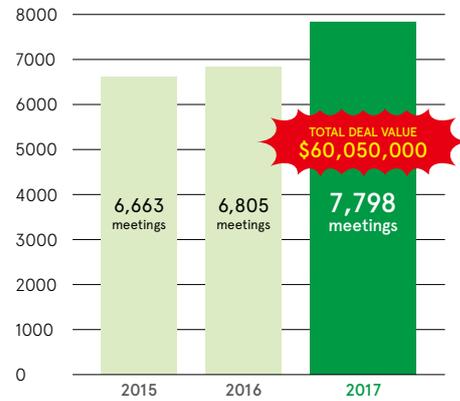
Total : 27 Countries & Regions

Asia	128	Kosovo	3
Cambodia	14	Lithuania	1
China	13	Russia	1
Hong Kong	5	Switzerland	1
India	1	UK	2
Indonesia	5		
Korea	48	North America	12
Malaysia	1	Canada	5
Philippines	3	USA	7
Singapore	1		
Taiwan	24	South America	6
Thailand	12	Brazil	2
Vietnam	1	Chile	4
Japan	208	Middle East	4
		Lebanon	1
Europe	13	Turkey	2
France	3	UAE	1
Kazakhstan	2		

\*First-time participation / 初出展

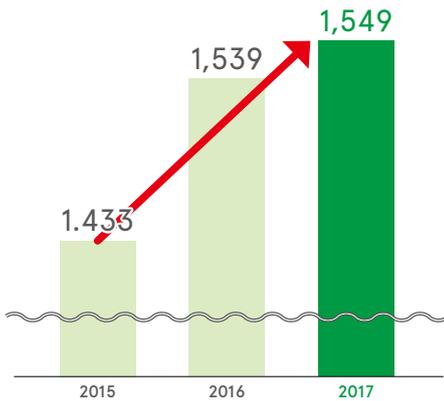
## Number of Business Meetings

[商談件数]



## Number of Registered Buyers

[登録バイヤー数]



## Number of Registered Buyers by Country / Region

[国・地域別バイヤー数]

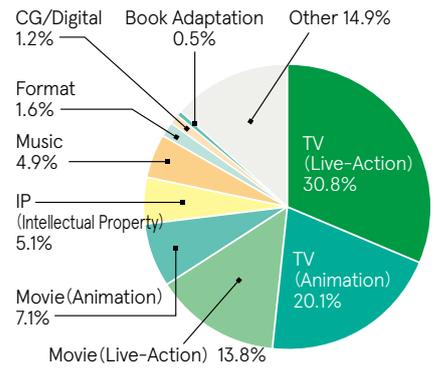
Total : 48 Countries & Regions

Asia	760	Japan	527	North America	95
Brunei	2			Canada	5
Cambodia	11	Europe	131	USA	90
China	143	Belgium	2		
Hong Kong	106	Croatia	1	South America	23
India	18	Denmark	1	Brazil	9
Indonesia	17	Estonia	2	Mexico	12
Kazakhstan	3	Finland	2	Argentina	2
Korea	186	France	42	Oceania	5
Laos	1	Germany	23	Australia	4
Macau	5	Hungary	1	New Zealand	1
Malaysia	30	Italy	8		
Mongol	3	Netherlands	3	Middle East	8
Myanmar	6	Norway	3	Iran	3
Nepal	2	Poland	2	Kuwait	1
Philippines	23	Russia	16	Lebanon	2
Singapore	31	Spain	7	Turkey	1
Taiwan	105	Sweden	4	UAE	1
Thailand	48	UK	14		
Vietnam	20				

\*First-time registration / 初登録

## Content of Deals

[商談成約コンテンツ]



\*including prospective deals \*valid responses 247

# Various Pavilions

各種パビリオン

In addition to standard package booths, pavilions for grouped exhibitors are available.

Pavilions in 2017: Japan (TV Networks: Fuji Network System, Nippon TV Network System, TBS-Tokyo Broadcasting System Television, Inc., TV Asahi Corporation) (Regional: Sapporo Electronics & Industries Cultivation Foundation, Kyushu Associations of Independent Entrepreneurs), Korea (Film & TV), Taiwan, Thailand, Latin America (Brazil & Chile), Asean (Indonesia, Cambodia, Vietnam) and Shooting Location (India, Philippines, USA, Kosovo, Russia, Switzerland).



# Advertising

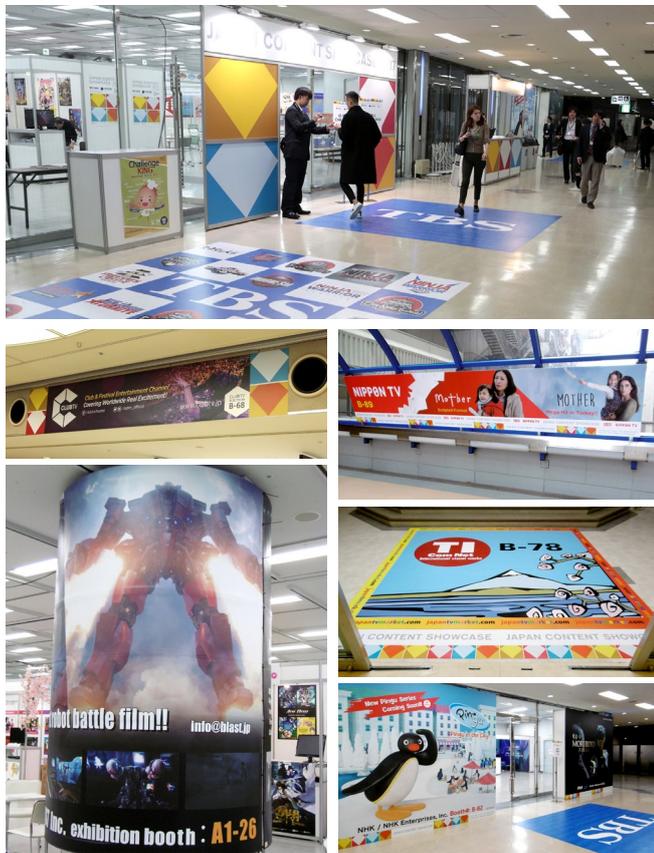
広告

Paid Service / 有料サービス

Various advertising opportunities will be offered to exhibitors in order to maximize the exposure of their content to participants. A wide variety of options will allow the exhibitors to choose the most suitable advertisements according to their needs and budgets.

Neck Strap, Market Bag Printing, Floor / Glass Advertising Sheets, Column Banner Wraps, Digital Signage, Market Bag Material Insert, Guidebook Advertisement, Event Information Booklet Advertisement, Web Banner, Poster Frames and Easel Package etc.

\*Advertising items are subject to change



# Online Library

オンラインライブラリー

Free Service / 無料サービス

Exhibitors can register their content with this online-platform free of charge. Apart from regular Market Screening, it will offer convenient opportunities for buyers to view registered content without restrictions of time and place from their own device.



# Registration Fee

登録料金

\*All prices include tax. Prices are subject to change.

\*Deadlines are set in JST(Japan Standard Time) and subject to change.

		Pre-Application	Early bird	Standard	Walk-In
<b>Buyer ID</b> <small>Valid during the market period</small>	Registration period	-Jul 17 (Tue) 11:59 AM	Jul 17 (Tue) 12:00 NOON - Sep 6 (Thu) 11:59 AM	Sep 6 (Thu) 12:00 NOON - Oct 9 (Tue) 11:59 AM	Oct 22 (Mon) - Oct 25 (Thu)
	Fee	5,400 JPY	10,800 JPY	16,200 JPY	N / A
<b>Visitor ID</b> <small>Valid during the market period</small>	Registration period		- Sep 6 (Thu) 11:59 AM	Sep 6 (Thu) 12:00 NOON - Oct 9 (Tue) 11:59 AM	Oct 22 (Mon) - Oct 25 (Thu)
	Fee		13,500 JPY	20,250 JPY	27,000 JPY
<b>1-DAY PASS</b> <small>Only valid for the day selected.</small>	Registration period		TBC - Oct 9 (Tue) 11:59 AM		Oct 22 (Mon) - Oct 25 (Thu)
	Fee		10,800 JPY / day		N / A