

ad:tech tokyo

Still there?

ad:tech tokyo 2016  
TOKYO INTERNATIONAL FORUM 9.20-21



# AFTER SHOW REPORT

COMEXPOSIUM  
JAPAN

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Still there?

A close-up photograph of a lizard's head, focusing on its large, vibrant blue eye. The lizard's skin is covered in intricate, textured scales. The background is a deep, dark blue, creating a high-contrast, moody atmosphere. The text "Still there?" is printed in a small, white, sans-serif font in the upper left corner of the image.

# 1. ad:tech tokyo 2016 Summary



Name : ad:tech tokyo2016

Date : September 20-21, 2016

Venue : Tokyo International Forum

Number of Attendees 10,445 (DAY1 4,104 DAY2 6,341)

Sponsors & Exhibitors : 100 Partners : 20

Official Speakers : 201

ad:tech tokyo 2016, in its 8<sup>th</sup> year, was held on September 20<sup>th</sup> and 21<sup>st</sup>, 2016 at Tokyo International Forum. The conference program included 7 keynotes, 45 official conference sessions and 201 speakers. The Exhibition hall was filled with companies from advertising, marketing, media and solution providers in and outside of Japan. Total number of attendees hit 10,455 in 2 days.

Total # of visitors has declined due to the initiation of “invitation only” exhibition floor access for the first time, and also influenced by the typhoon on the first day and the fact that the event was held during long holiday week known as Silver week. However, it attracted more engaged audiences than ever before.

Attendees who participated in the conference program said it was very insightful and helpful for their future marketing plans to listen to discussion on topics such as “Influences latest technologies such as AI will cause in marketing”, “How to use social media and owned media when expanding to global market”, and “Case study insights behind advertisers campaigns”. More advertisers are actively participating in networking opportunities to extend their network with other marketers outside of their company.

The conference program had “Basic” track for beginners that enable participants to learn marketing basics as well as the latest information. This helped the increase on advertisers participation from brand companies that adopt “transferring department system” every few years.

Partnering with Fenox Venture Capital to host the Japan finale of “Startup World Cup”, this year’s program captured its worldwide business trends.

## 2. Sponsors & Partners

**Diamond Sponsor**



**Platinum Sponsor**



**Gold Sponsors**

Hakuhodo DY holdings 

DAIKO YOMIKO 

GMO INTERNET GROUP Google Tencent 腾讯

**Silver Sponsors**

facebook salesforce

**Bronze Sponsors**

A-WORKS CyberAgent. irep SAP Hybris (v)

**Sponsors**

APPROVIN CLICKTECH digital element IBM INFOSBAHN

theTradeDesk Twitter ubitus YAHOO! JAPAN

**Premium Media Partner**



**Media Partners**

アド論 campaign cnet Japan DIGIDAY EVENT MARKETING MarkeZine

東洋経済 ONLINE WD

**Partners**

ANA BUSINESS TRAVEL JAAA J-DMC

 123RF

# 3. Keynote Session

## Keynotes to learn latest global marketing insights

This year's keynotes covered various topics such as advertiser's point of view, media, and technology. Emmanuel Seuge, a former SVP Content Marketing at The Coca-Cola Company spoke on latest engagement about contents and brand integration in digital, social, music, game, sports and others,

Steven Chang, Corporate Vice President at Tencent, from a company providing a popular social media service "WeChat" in China which is know as one of the most watched markets in the world, explained how they can acquire massive data by building an ecosystem incorporating different platforms such as "WeChat" and "QQ".

Scott McNelly, the founder of Sun Microsystems, spoke about its potential on real time utilization of social data. Scott pointed out "With IoT development, there will be massive amount of data become available. What will be important in the future is improving its processing capability, and how much benefit you can make out of it." His presentation showed how global trends on marketing will be more data driven than ever.

In addition to these latest global trends, Hidetoshi Nakata and Masatoshi Kumagai, Founder & Group CEO at GMO Internet, Inc who has been a leading pioneer of Internet industry in Japan, had a discussion on what it needs for "Japan to go global". Their message was to compete in this global market, it is essential to have websites in English to raise the "value of Japan".

By listening to these keynotes, it covered latest trends and knowledge of the industry in every direction from inside and outside of Japan.



## 4. Official Session

### Wide range of coverage from latest technology to reflecting social trends

Official sessions had positive discussion on latest social and technology trends as well as what the industry needs for the future development.

Many sessions discussed how to utilize latest technology including but not limited to “possible impacts latest technology such as AI and IoT will have”, “what it means to utilize big data” which was discussed by data scientists.

Another session showed a case study on how McDonald Japan rolled their tie-up campaign with POKEMON GO.

On other sessions, there were discussion on “importance on understanding and staying along together with customer insights” as well as “how to snuggle up with people’s mind and how to move people’s feelings” which referring to “nature of communication” in the era where issues on “ad-blocks” exists.

Another session also covered issues Internet industry is facing. Advertisers had a discussion on “How you communicate with consumers when ads are blocked”.

Key personnel from LINE, Yahoo, DAC, in which all are the leader of the industry, had a panel discussion on what it needs for a healthy development of the Internet industry.

There were various sessions caught social trends such as LGBT, know as another watched market especially now the government and many corporates are corresponding, and measures on foreign tourist after “BAKUGAI”, borderless EC, and their effort in sports industries toward Tokyo Olympics and Paralympics in 2020.



# 5. Exhibition Hall

## Original seminars and presentations were held frequently

Various companies exhibited at the exhibition floor this year as well. As some of the participated advertisers said, “you can find tips and companies that can solve issues we are facing now,” each company showcased in unique ways how their solutions can solve these issues.

Mery, a curation media, caught its attention with their presence at the exhibition hall. From charging station next to the main registration area to balloons and banners at the exhibition floor, this year, media platform companies showed its presents at the exhibition floor hosting their seminars and presentations. They had great presence and caught audience attention at their booth by inviting a model to introduce their media.

LINE sponsored and hosted their seminars at one of the sponsored presentation stages in the exhibition hall for both days as well as facebook hosted their seminar at another sponsored stage in Day 1.

Same as last year, Google hosted their seminars through both days. It showed each company’s strong intention to make sure to deliver their information to the attendees.

Moreover, from overseas, companies that intent to target Japan as their expanding market including Tencent, also was keynote this year, exhibited at the exhibition hall.

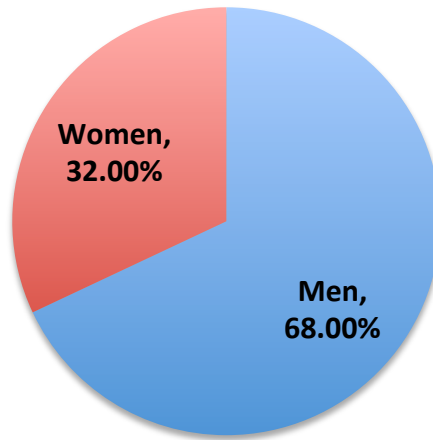


## 6. Analysis of Attendees ①

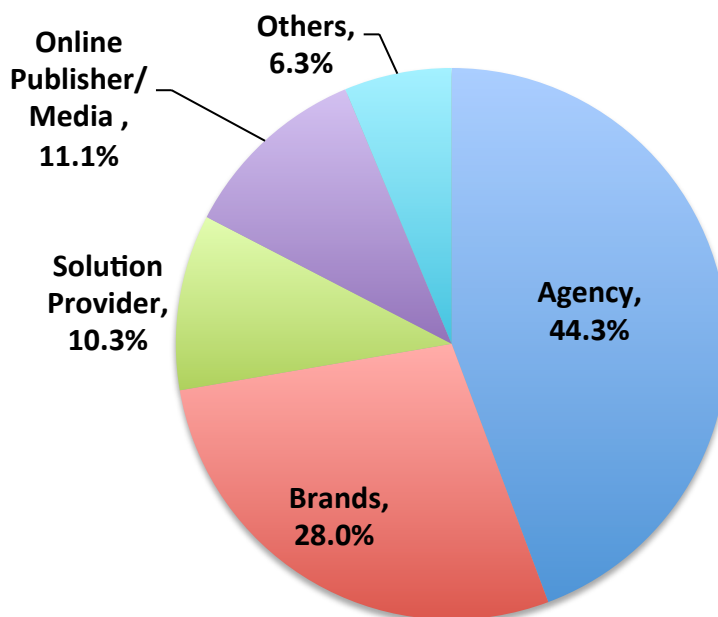
Number of Attendees

**10,445 (DAY1 4,104 DAY2 6,341)**

Ratio on Gender



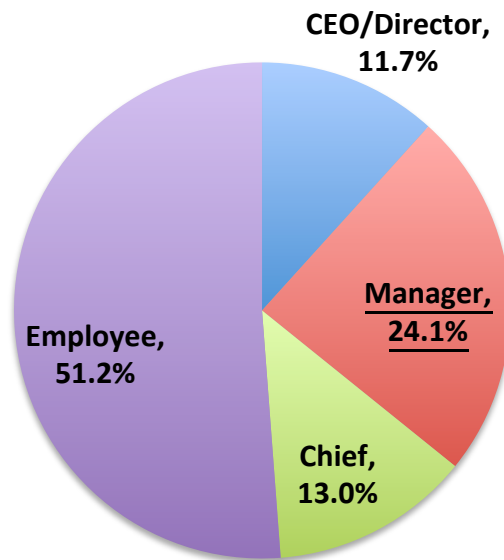
Full Conference Pass Holders Industry Breakdown



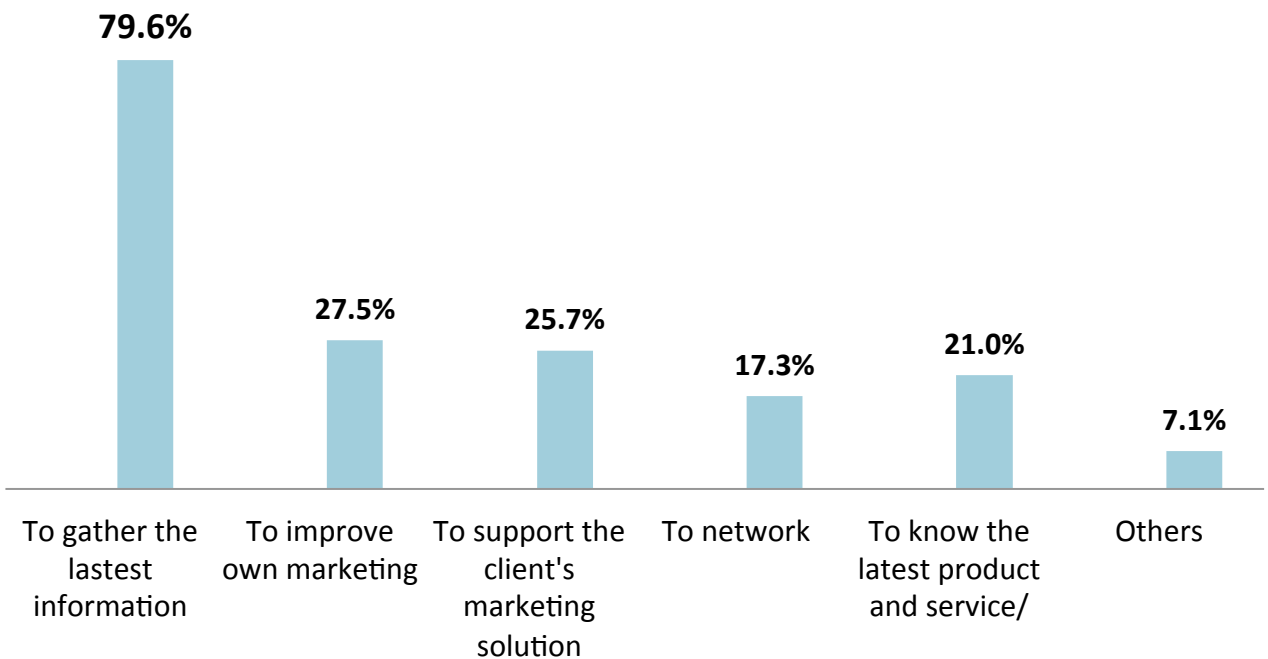


## 6. Analysis of Attendees ②

### Full Conference Pass Holders Classified Post



### The Purpose of Attending



## 7. Attendees from Abroad

### Geographical Distribution



30 Countries , 43 Cities

\*The number of countries and the number of cities has increased from last year

#### <Asia>

Beijing/China  
Shanghai /China  
Anshan /China  
Seoul /Korea  
Singapore  
Hong Kong  
Phnom Penh /Cambodia  
Kuala Lumpur /Malaysia  
Surabaya /Indonesia  
Taipei /Taiwan  
Bangkok /Thai  
Metro Manila /Philippines  
Libis /Philippines

#### <Middle East>

Tel Aviv /Israel  
Delhi /India  
Gurgaon /India  
New Delhi /India

#### <North America>

New York /U.S.A.  
Seattle /U.S.A.  
Los Angeles /U.S.A.  
San Francisco /U.S.A.  
Tallahassee /U.S.A.  
San Mateo /U.S.A.

Sandpoint U.S.A.  
Brooklyn /U.S.A.  
San Jose /U.S.A.  
Boston /U.S.A.  
Toronto /Canada  
Mexico city /Mexico

#### <Africa>

VICTORIA ISLAND /Nigeria

#### <Europe>

London /UK  
Paris /France  
Frankfurt /Germany  
Bavaria /Germany  
Jyvaskyla /Finland  
Copenhagen /Denmark  
Stockholm /Sweden  
Budapest /Hungary  
Lisbon /Portugal  
Moscow /Russia  
Saint-Petersburg /Russia

#### <Oceania>

Victoria /Australia  
Ormeau /Australia



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