



The World's Leading Events Organiser

# リード・エグジビションズ 海外コンテンツ関連展示会のご案内



9<sup>th</sup> March 2017



# リード・エグジビションズ 海外コンテンツ関連展示会のご案内

1. リード・エグジビションズのご紹介
2. リード・エグジビションズ インターナショナル・セールス・グループ  
(Reed ISG)のご紹介
3. ATFのご紹介
4. リードPOP開催イベントのご紹介
5. Q&A



# リード・エグジビションズ

世界をリードする展示会オーガナイザー



# リード・エグジビションズ

## 世界をリードする展示会オーガナイザー



### リード・エグジビションズとは

- ✓ イギリスに本社を置く展示会主催社
- ✓ 世界41ヶ国で44業種の展示会を年間500展以上主催
- ✓ 2015年は700万人以上がリード開催展示会へ参加
- ✓ 世界中に34の現地法人を設置、3,000名が従事 ※
- ✓ 世界50ヶ国に営業拠点をもち、海外展示会への出展をサポート



Wherever in the world  
you want to do business...

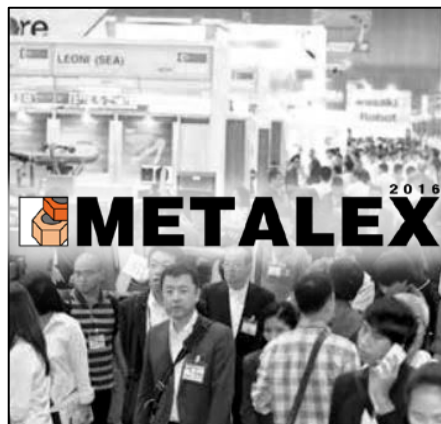
...our events deliver **contacts, content  
and communities** with the power to  
transform your business

※リード エグジビション ジャパンは、英国リード・エグジビションズグループの日本法人です。

# リード・エグジビションズ 世界をリードする展示会オーガナイザー



## ➤ リード・エグジビションズが開催している主な国際展示会



メタレックス／バンコク  
工作機械



ギフトショー／北京、上海、深セン  
ギフト・生活雑貨



ポリテック / パリ、リヨン  
環境・エネルギー



バー・コンヴェント・ベルリン／ベルリン  
飲料・バー用品



IFTMトップレサ／パリ  
観光



NYコミコン／ニューヨーク  
ポップカルチャー



アジアTVフォーラム／シンガポール  
テレビ番組・コンテンツ



ネプコン／中国、タイ、ベトナム、韓国  
エレクトロニクス

# リード・エグジビションズ インターナショナル・セールス・グループ

## 海外展示会への出展サポート



- リード・エグジビションズ ISG(インターナショナル・セールス・グループ)とは
  - ✓ リード本社直轄の海外営業部 ※
  - ✓ 日本を含む世界11ヶ所に拠点
  - ✓ 企業の海外展示会出展をサポート



- Reed ISG Japanとは
  - ✓ リードが日本以外で開催している展示会への、日本企業の出展をサポート

※ Reed ISG Japanは代理店ではなく、リード・エグジビションズ本社直轄の海外営業部です。  
実際の契約は海外事務局とお客様との間で締結して頂きます。また、全てのサポート業務に手数料は発生致しません。



# Content

on every screen

**28 Nov 2017**

Summit

**29 Nov – 1 Dec 2017**

Market

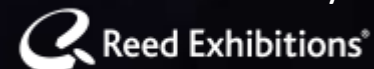
Conference

Networking Events

**Marina Bay Sands**

Singapore

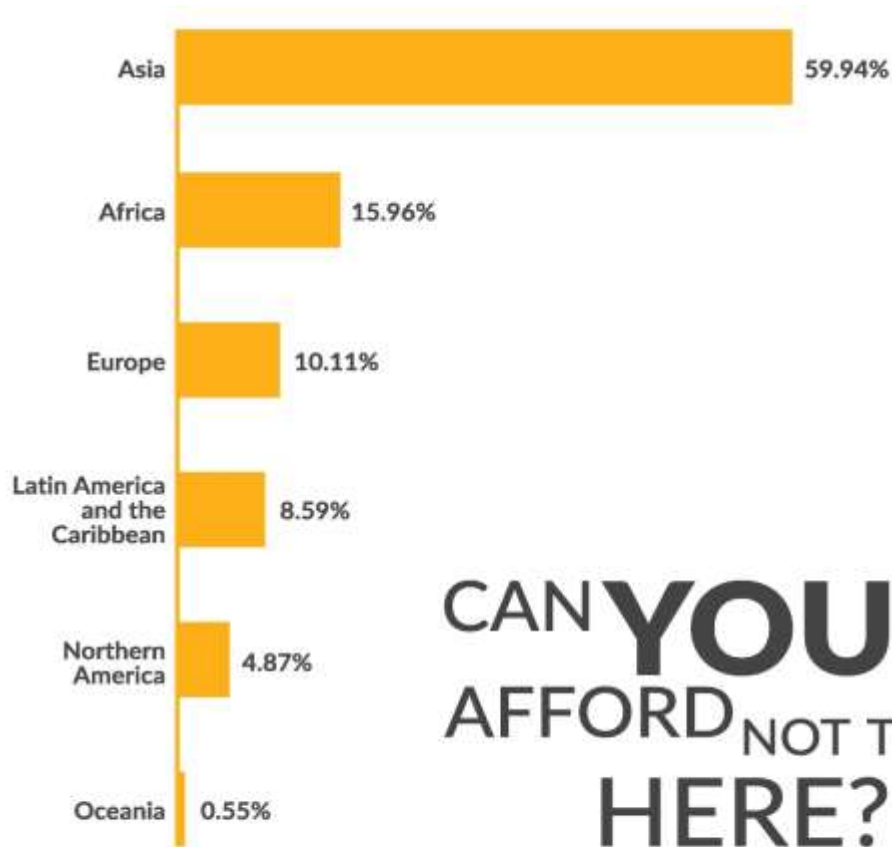
Produced by





# FASTEST GROWING SURPASSES ALL REGION

To date, Asia holds 4 of the top 10 biggest pay TV markets globally. A dynamic mix of highly – developed TV markets and those with enormous potential, Asia leads the world with 60% of the global population residing in this region.



CAN **YOU**  
AFFORD NOT TO BE  
**HERE?**



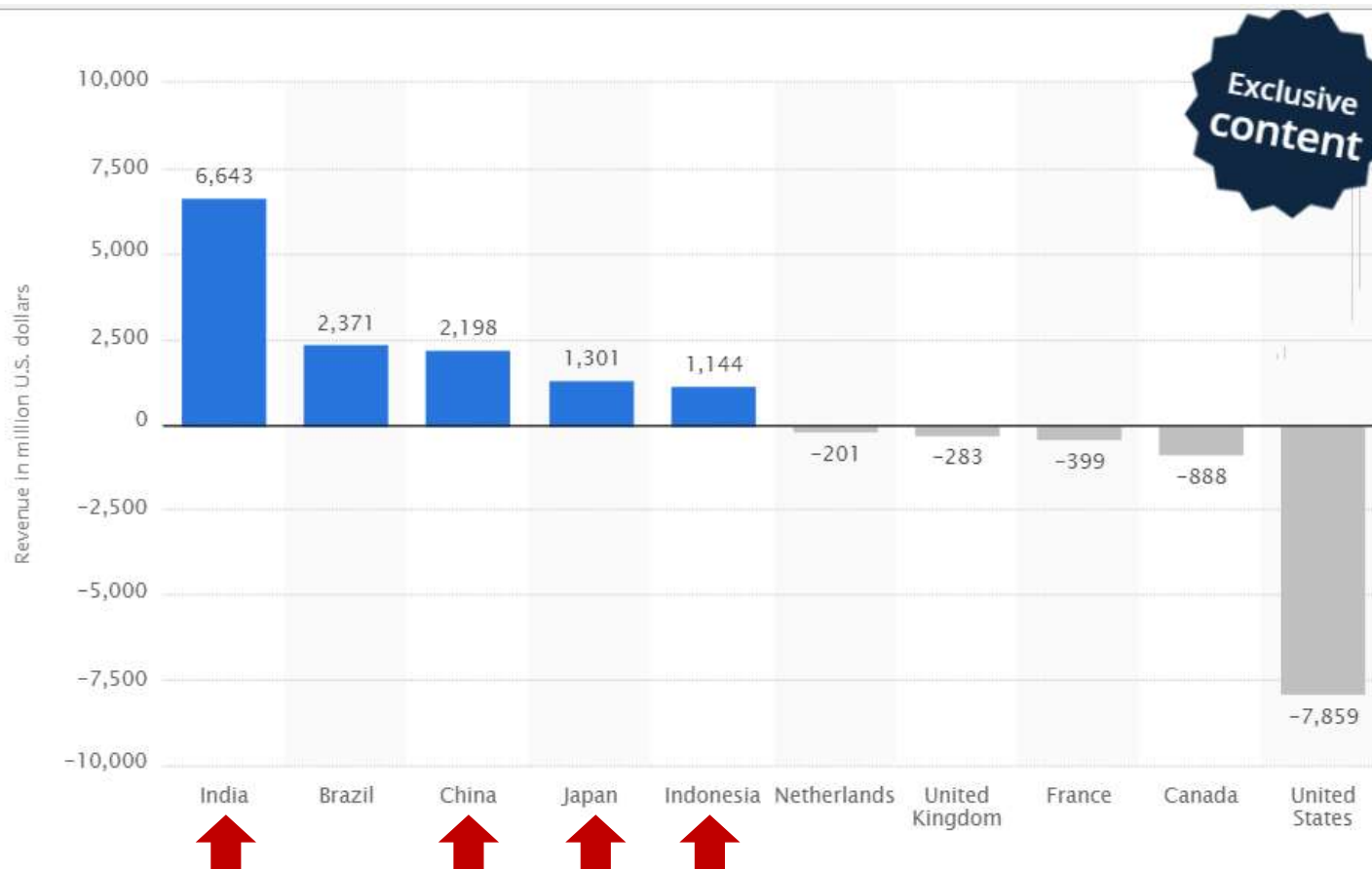




# SHARPER VIEW ON ATF'S LANDSCAPE

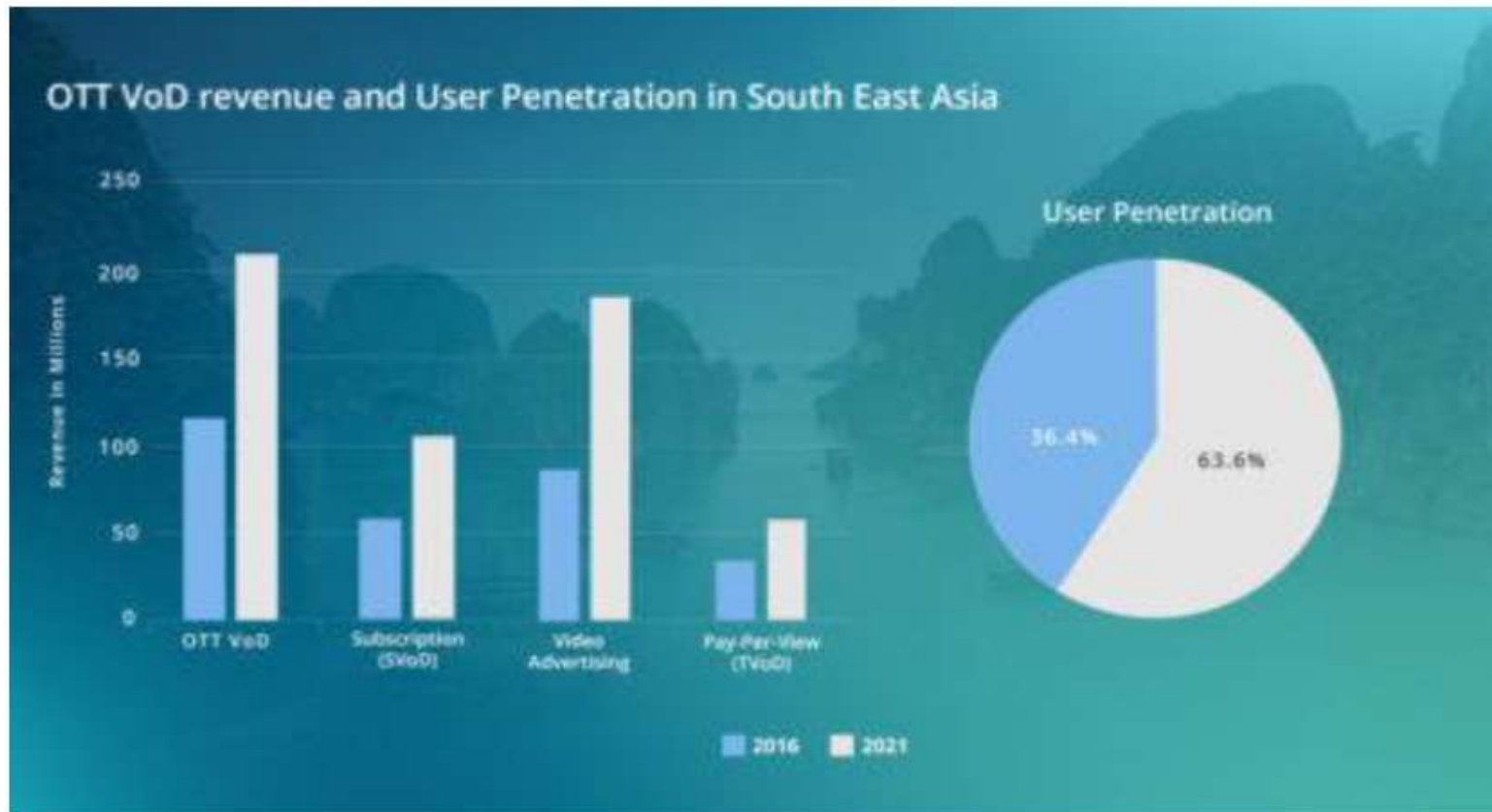
## RESEARCH ON TV INDUSTRY IN ASIA PACIFIC

Countries with the largest pay TV revenue growth or loss between 2013 and 2020  
(in million U.S. dollars)



# SHARPER VIEW ON ATF'S LANDSCAPE

OTT in Southeast Asia: High Growth Region for Japanese Content



Southeast Asia is the next big destination for video streaming services.



The overall revenue in Video on Demand segment amounts to US\$395.1 million in 2016, which is expected to show an average annual growth rate (CAGR 2016—2020) of 13.60% resulting in US\$645.90 million market volume in 2020.

The average user penetration (consuming streaming video) in the region is noted 8.60% with an average revenue per user (ARPU) of US\$19.60/user in 2016 and is expected to hit 15.20% by 2020.

With the overall internet penetration of 82.5% in Singapore, 68.6% in Malaysia, 43.5% in Philippines, 55.9% in Thailand, 50.1% in Vietnam and 20.4% in Indonesia, one can definitely say that internet consumption is only going to increase exponentially in Southeast Asia, providing a greater scope for video streaming

Source: Internet World Resource (Aug 2016)

# OTT TV & Video revenues to reach **\$18,396** million in 2021

## China

to contribute **76%** of the  
total revenue in 2021



## Japan

User penetration to hit  
**14.23%** in 2021



## South Korea

ARPU  
to reach **\$66.63**

## INDIA

Online video advertising to  
reach US **\$1 billion** by  
2021



## South-East Asia

SVOD revenues are  
expected to grow to more  
than **\$200 million** in  
2021



OTT Advertising  
to remain main source of revenue  
**\$8,745** million by 2021



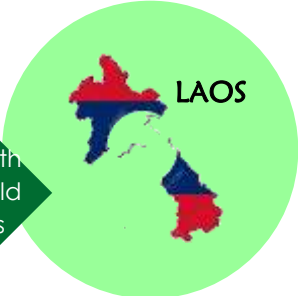
# Country/Genre Top 3 (SEA)



**THAILAND**

- Top 3 Formats<sup>1</sup>
- o Soap Operas (Lakhon)
  - o Comedy
  - o **Animation (Foreign dubbed Thai)**

<sup>1</sup> Source: Nielsen, Singapore Business Review, Reddit



**LAOS**

Strong r'ship with China → to build network in Laos

- Top 3 Formats<sup>1</sup>
- o Sports
  - o News
  - o Film

<sup>1</sup> Source: Vientiane Times (2014)



**INDONESIA**

US\$1.4 billion (2012) → US\$1.8 billion ('2017)<sup>2</sup>

- Top 3 Formats<sup>1</sup>
- o Soap Operas
  - o Infotainment
  - o Youth TV (Football)

<sup>1</sup> Source: Indonesian Broadcasting Commission (KPI), 2015

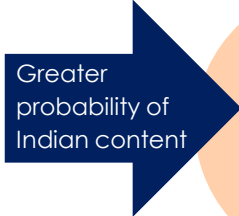
<sup>2</sup>Source: Statista (TV Market Value)



**MALAYSIA**

- Top 3 Formats<sup>1</sup>
- o Dramas (Foreign)
  - o News
  - o Movies

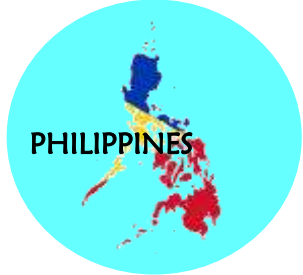
<sup>1</sup> Source: Sunway Academic Journal 3



**CAMBODIA**

- Top 3 Formats<sup>1</sup>
- o Soap Operas (Thai, Korean, Indian, Singaporean)
  - o Romantic comedies
  - o Sports (Football)

<sup>1</sup> Source: Motion Picture Association of Cambodia, Kantar Media



**PHILIPPINES**

- US\$1,432 million (2013)
- Top 3 Formats<sup>1</sup>
- o Musical Variety Shows
  - o Soap Operas
  - o Situation Comedies

<sup>1</sup> Source: National Commission for Culture and the Arts (NCCA), Philippines

# Country/Genre Top 3 (SEA)



US\$456 million (f2018)<sup>2</sup>

Top 3 Formats<sup>1</sup>

- Dramas (Asian / Foreign)
- Blockbuster TV Series
- **Reality TV / Variety / Comedy**

<sup>1</sup> Source: StarHub, Singapore Polytechnic - School of Digital Media and Infocomm Technology

<sup>2</sup> Source: PwC (TV Market Value)

Top 3 Formats<sup>1</sup>

- Film / Sports
- Dramas (Local/Co-prod/Korean/Indian)
- **News/Reality TV/Lifestyle**

<sup>1</sup> Source: Venture Consulting, B&Company, ATF



- Burmese have an inclination towards Western content and are avid users of social networks.
- However, Myanmar is a green-field market and little is known about its market characteristics and trends.
- Content providers eager to serve the market, particularly foreign players, bear significant risk in offering propositions which may not appeal to the market.



# REVIEW OF ATF 2016

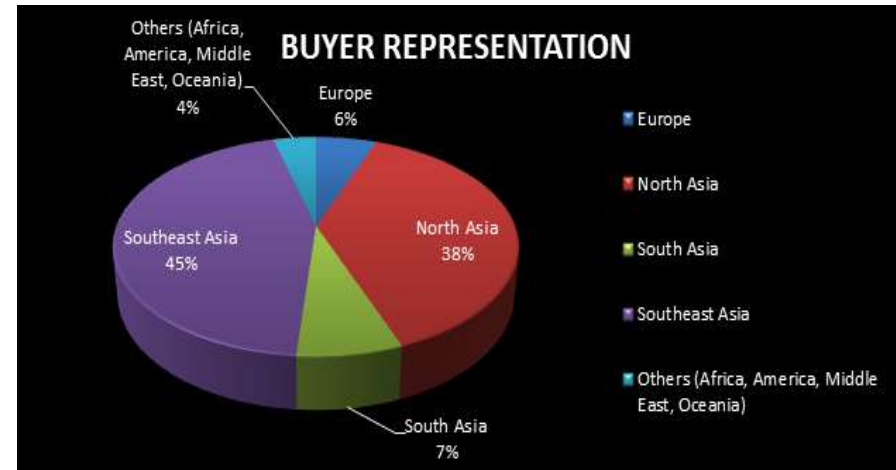
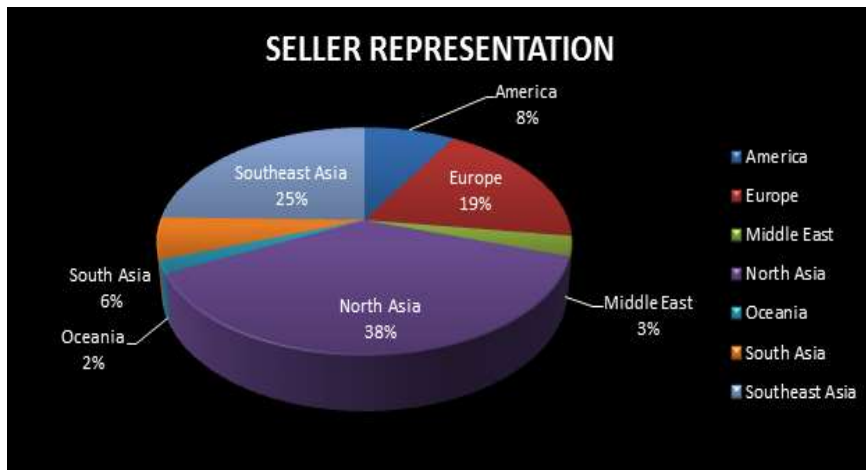
# ATF MARKET

**US\$244 million** worth of deals made at ATF 2016

**5,383 Executives** **923 Content Buyers**

**738 Seller Companies** **92 Top Speakers**

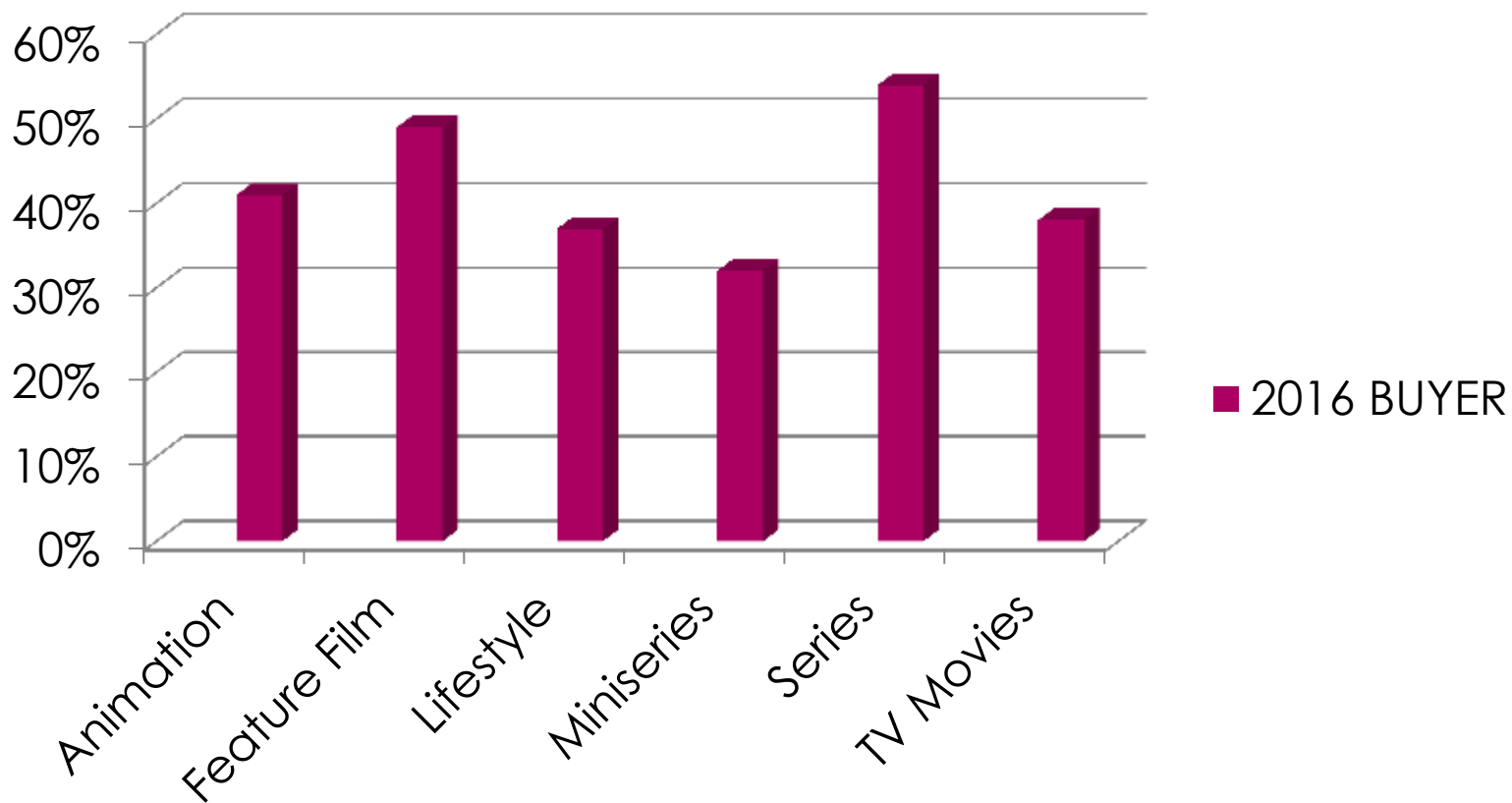
**54 Countries** **21 Official Pavilions**







# REVIEW OF ATF 2016 TOP BUYER GENRES



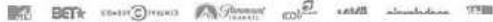


# 2016 SNAPSHOTS





# 2016 EXHIBITORS



# MEDIA COVERAGE

THE STRAITS TIMES / FEBRUARY 2017



Three men, Fuji Television Group President Takashi Yokoyama, Executive Producer Masahiro Hasegawa, and Director of Production Masahiro Hasegawa, are seated on a stage during a press conference for the documentary 'New documentary on Pokemon Go'.

## New documentary on Pokemon Go

The show, which charts the rise of the popular mobile game, will air in Japan and Europe from this month

**NewsDesk**  
Media & Entertainment

It started with a flicker in April 2, 2016. You may have seen the premiere on the mobile device, the premiere, it was a moment of awe and excitement for the world.

The game's popularity has spread rapidly, reaching over 100 million players in Japan alone, which has taken the world by storm.

In Japan, it has become the most popular mobile game, with over 100 million players in Japan alone.

The documentary was given a lot of attention in the Japanese media. It was a hit, and it was a success. It was a hit, and it was a success.

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Fuji TV sealed deal with JSTV

Fuji TV received their first deal for the upcoming documentary, New Pokemon Go Changed the World. Licensed broadcaster JSTV will be airing the documentary across 60 European countries by January 2017. The programme shows the legacy of the world's most popular mobile game last year. The programme focuses on the new relationship built between people and the latest technology. For the first time, Fuji Television was allowed to film the front line of the game development in San Francisco, U.S.

**News**



Fuji TV Rilis Film Dokumenter Tentang Pokemon GO

Salah satu konferensi pers yang digelar pada Kamis 19 Desember 2016 di Hotel Sheraton Prince & Marlin (STP) dan Sheraton Prince, Marina Bay Sands - Singapura, Fuji TV Jepang telah resmi mengumumkan pemutaran serial dokumenter yang bertajuk 'New Pokemon Go Changed the World' yang akan ditayangkan di saluran Fuji TV Jepang mulai Desember 2016. Film ini juga telah mendapat distributor di Indonesia melalui siaran langsung Fuji TV.

Film dokumenter yang bertajuk 'GO World yang Berubah' ini akan ditayangkan di saluran Fuji TV Jepang mulai Desember 2016 ini, merupakan kisah nyata yang terjadi di Jepang. Film ini menceritakan bagaimana perkembangan terbaru dari game Pokemon GO yang telah menjadi fenomena global yang menggemparkan dunia.

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managing director

## Content war in Japan



Kazuhiko Nagasawa, Fuji TV Chief Content Officer has been the driving force for the company and has established key partnerships with local content and service partners. He oversees all content-related activities for the service including the production of original series, programming and operations. Besides his responsibility as CEO, he also plays instrumental roles in strategic planning and overall business activities for the company. He joined K. Dato's health resort of Haha Japan.

U.S. video giant, Hulu launched its service in Japan in September 2011. Netflix TV acquired Hulu Japan content in April 2014. The deal saw the U.S. giant acquire a majority stake of 80% in Hulu Japan. Hulu Japan is a library of 19,000 films, dramas, anime and shorts to enjoy 35,000 hours of content.

Hulu Japan remains the leading streamer. The deal saw the U.S. giant acquire a majority stake of 80% in Hulu Japan. Hulu Japan is a library of 19,000 films, dramas, anime and shorts to enjoy 35,000 hours of content.

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ASIA TV FORUM & MARKET

1 FEBRUARY 2017

10:00 AM - 12:00 PM

12:00 PM - 1:00 PM

1:00 PM - 2:00 PM

2:00 PM - 3:00 PM

3:00 PM - 4:00 PM

4:00 PM - 5:00 PM

5:00 PM - 6:00 PM

6:00 PM - 7:00 PM

7:00 PM - 8:00 PM

8:00 PM - 9:00 PM

9:00 PM - 10:00 PM

10:00 PM - 11:00 PM

11:00 PM - 12:00 AM

# 2016 ASIAN BUYERS



**KEERTAN ADVANTAYA**

VVP - CMO, APAC & ME  
Fox International Channels Asia  
Pacific



**ARTHIT PROMPRASIT**

Director  
GroupM Entertainment



**KATHERYN LIM**

Vice President  
HBO Asia



**ZAFRA SHAREEF**

Head of Content Acquisition  
HOOQ Digital Pte Ltd



**ELYN YONG YEE LING**

Regional Content Manager  
iBa



**AITOR GARCIA MERINO**

Managing Director  
Arist Multimedia, S.A.



**RYAN SHIOTANI**

VP Content, Asia  
BBC Worldwide



**ZENG SHANGYOU**

Acquisition Manager  
Beijing IQV  
Science&Technology Co., Ltd



**NGO THI BICH HANH**

Vice President  
BHD Co., Ltd



**BERNARD ANTHONY**

General Manager  
Cambodian Broadcasting  
Service Co., Ltd



**SHAOYI CHEN**

Associate Director  
CatchPlay/KwaiPay



**DEDECK HSIEH (D-HEIN HSEEN)**

Director  
Director, Television System  
Culture Enterprise Corp.



**DO VAN ZHUO DIEN**

Chairman/Founder/CEO  
Shen Quan  
Media&Entertainment Company  
Limited



**CHARMAINE KWAN SEW ING**

Vice President and Head of  
Products  
Discovery Networks  
Asia Pacific



**MARIANI ABDULLAH**

Head of Acquisitions  
3M Six Square Entertainment



**FOK SIANG RIK**

CEO  
July Vision Sdn Bhd



**MA JONG-SAN**

Team Leader  
KBS Media



**NORAZAH IBRAHIM**

Content Manager  
Li TV Asia



**SOONTHORN AMSERAK**

Chief Operating Officer /  
Executive Vice President  
MOT P.L.C.



**CHOW MEI LENG**

Assistant Vice President,  
Programme Acquisition &  
Distribution  
MEASAT Broadcast Network  
System Sdn Bhd (Kuala)



**JOE SUTEESTARPON JAYUPOL**

CEO  
Mediaset International



**EMEKA AB RAHIM**

General Manager, Acquisition &  
Content Management  
Media Prima Berhad



**AMIT JUMANI**

Director Of Acquisitions  
Metro Pictures



**GOH LING LING**

General Manager  
Metropolitan TV Sdn Bhd (RTV)



**ERIKA WIDAYARSI**

Program International  
Acquisition Senior Head  
MNCTV (PT Cipta Televisi  
Pendidikan Indonesia)



# WHY OUR CLIENTS KEEP COMING BACK TO ATF

- Established and proven International market closer to home
- Only Asian market with all Hollywood studios and major brands
- Meet with SEA and Indian buyers that do not go to other International markets
- Niche platform that allows you more time to build relationships and close deals
- International Channels and media companies are increasingly setting their Asian HQs in Singapore.
- Singapore is an attractive destination especially for SEA buyers

A nighttime photograph of the Marina Bay Sands hotel and the Esplanade - Theatres on the Bay in Singapore. The hotel's three towers are illuminated with warm lights, and the Esplanade's lotus-like structure is brightly lit. The Helix Bridge is visible in the foreground, glowing with blue lights. The city skyline is visible in the background, and the lights are reflected in the water of the bay.

**3 DAYS MARKET  
4 DAYS CONFERENCE & BUSINESS NETWORKING**

**[WWW.ASIATVFORUM.COM](http://WWW.ASIATVFORUM.COM)  
MARINA BAY SANDS, SINGAPORE**



# REEDPOP GLOBAL BUSINESS

リードPOP開催イベントのご紹介



# REEDPOP BACKGROUND

Reed Exhibitions is the world's leading event organizer operating 500 events in 40 countries throughout the world.

ReedPOP, the pop culture division of Reed Exhibitions, runs the biggest pop culture events in the U.S. and abroad including New York Comic Con, C2E2, PAX, *Star Wars* Celebration, Oz Comic-Con, Comic Con Paris and Comic Con India.

New York Comic Con, our flagship event, attracts attendees from around the globe and every state in the U.S. This event is a major celebration of the latest and greatest in the world of pop culture. Our Fans are at the forefront of what is hip, fresh and new. They are trend setters, taste makers and opinion leaders. They come because they are passionate about pop culture.



# REEDPOP NYCC紹介ビデオ



# BY THE NUMBERS

1,853,481

過去イベントへの総来場者数 Attendees

9,550

総出展社数 Exhibitors

3,128+

Hours of Content

62%

Male

67%

18-34 Years Old

57 Billion+ Media Impressions

Events Across The Globe 29

1 Team  
(Of Passionate Geeks With The Resources  
Of The Largest Event Company In The World)



# VISIBILITY & REACH

FACEBOOK

1,167,789+

TWITTER

498,305+

INSTAGRAM

159,685+



NEWSLETTERS

370,324+

WEB VIEWS

22,000,000+



LIVE STREAM VIEWS

21,346,474+



\*Current as of February 2016

# How Do **We** Play? コミコンとは？

The Latest Comic and Entertainment Content  
最新のコミックとエンターテインメントコンテンツ

Marketplace for Authentic Pop Culture Products  
高品質な正規ポップカルチャー製品が集結

Artists, Actors and Special Guests  
アーティスト、俳優、特別ゲスト

Panels and Fan Gatherings  
パネル／ファンミーティング

International Cosplay Contest  
インターナショナル・コスプレコンテスト

Enjoy Music, Snap Photos & Make Friends  
音楽／写真撮影／友達作り

# REEDPOP メディア

57 BILLION+ MEDIA IMPRESSIONS GENERATED BY REEDPOP EVENTS IN 2015.

Media outlets covering our shows include:



# REEDPOP スポンサー企業

REEDPOP PARTNERS WITH SOME OF THE MOST INFLUENTIAL BRANDS FROM ACROSS THE GLOBE




UBISOFT®

pepsi



# REEDPOP 2017 CALENDAR

 = USA





 = International

## JANUARY

 PAX South

## FEBRUARY

## MARCH


 Emerald City Comicon  
 PAX East  
 Pune Comic Con  
 Oz Comic-Con: Perth

## APRIL

 Oz Comic-Con: Adelaide  
 C2E2

## MAY

## JUNE

 BookCon

## JULY

 Oz Comic-Con: Melbourne  
 UFC Fan Expo  
 Star Wars Celebration

## AUGUST

 Comic Con Seoul  
 PAX Dev


## SEPTEMBER

 PAX West  
 Singapore Toy, Game & Comic Con  
 Bengaluru Comic Con  
 Oz Comic-Con: Brisbane  
 Oz Comic-Con: Sydney

## OCTOBER

 TwitchCon  
 New York Comic Con  
 Shanghai Comic Convention  
 Hyderabad Comic Con  
 Comic Con Paris  
 Indonesia Comic Con

## NOVEMBER

 VIECC Vienna Comic Con  
 Mumbai Comic Con

## DECEMBER

 Delhi Comic Con



# THANK YOU

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