

CEATEC JAPAN 2015 Results

Visitors

Diverse international executives and business users attend the exhibition!

Number of Visitors **133,048***

*Total number of registered visitors and registered press (without counting re-entry), and exhibitors.

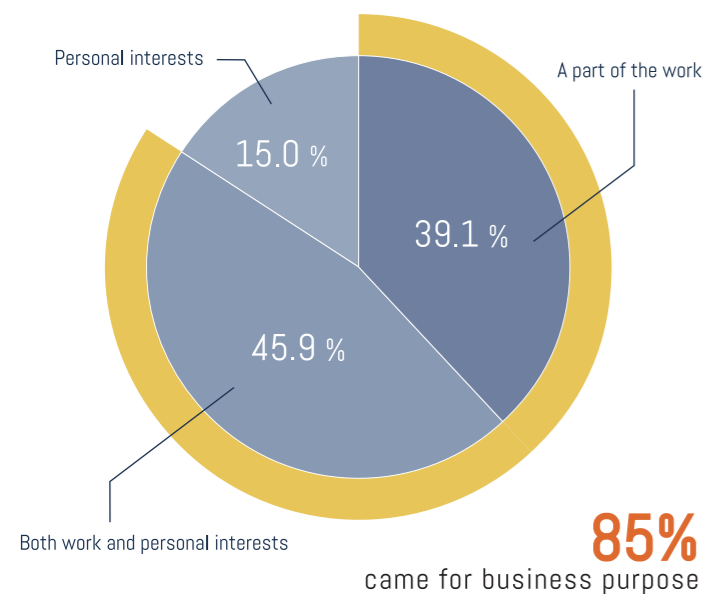
7th (Wed)	8th (Thu)	9th (Fri)	10th (Sat)	Total
31,613	32,814	42,106	26,515	133,048

Visitors from Overseas **2,075** (47 countries/regions)

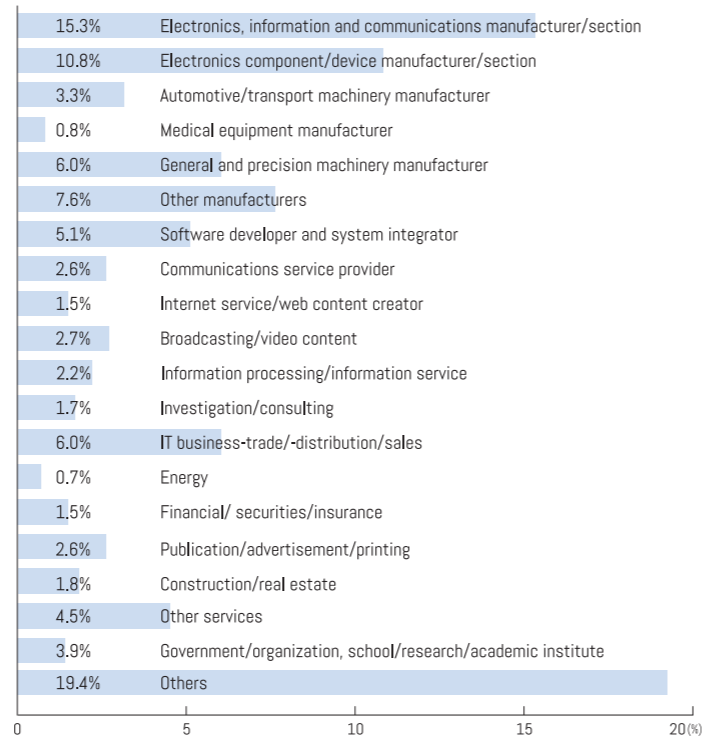
Visitors from Overseas Included Those from: South Korea, Taiwan, China, USA, Hong Kong, Thailand, Australia, Canada, Singapore, UK, France, Germany, Philippines, etc.

Conference Attendees **18,053** (for sessions held at the International Conference Halls)

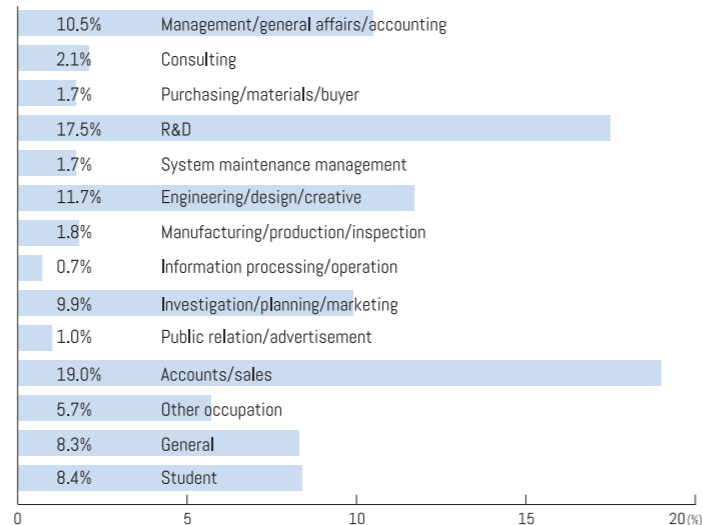
Visitation objectives



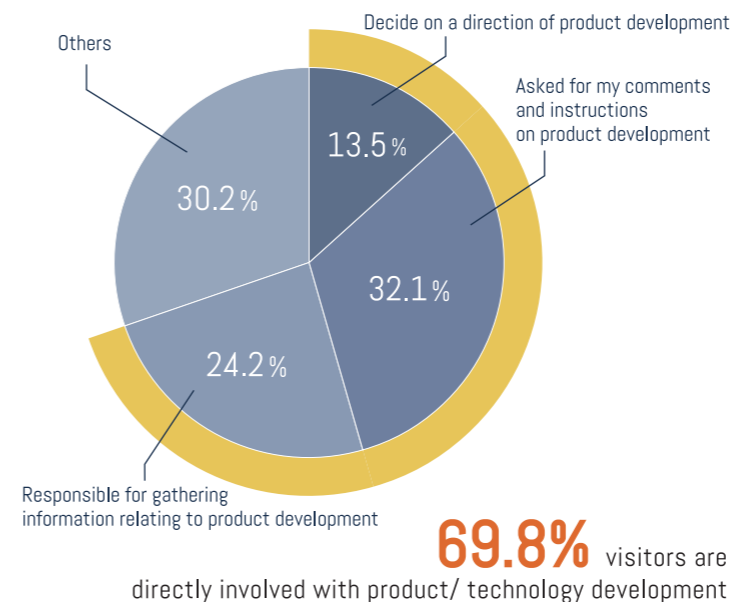
Visitor Attributes – Industry Type



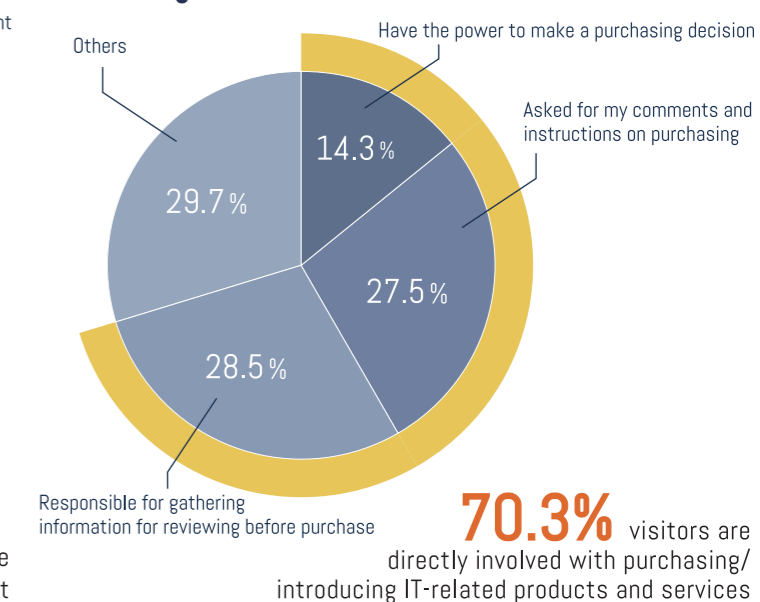
Visitor Attributes – Occupation



One's Role in Product/Technology Development



Involvement to Purchasing and Introducing IT-related Products and Services



Exhibitors

Exhibits presented by industry leaders from around the world!

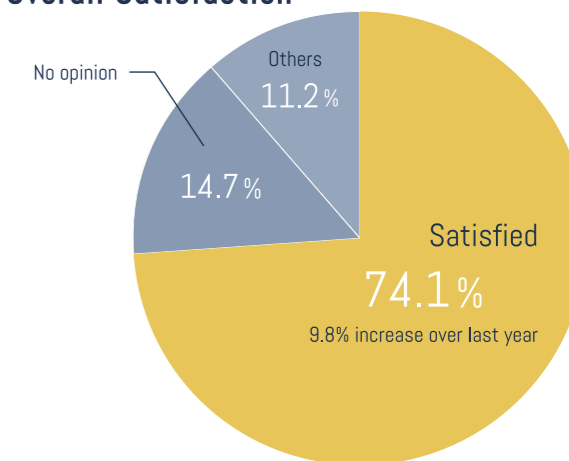
Exhibitors **531** (151 overseas exhibitors from 19 countries/regions)

Exhibitors from Overseas Included Those from: China, Taiwan, South Korea, Hong Kong, Malaysia, Philippines, Indonesia, Singapore, USA, Germany, Switzerland, Belgium, UK, Italy, Sweden, Hungary, France, Poland, and Australia

Exhibition Objectives



Overall Satisfaction



Press

Worldwide coverage from the international TV, newspaper/magazine and web media!

Registered Press Visitors **1,542** (116 from overseas)

Number of Online NEWS Insertion relating to CEATEC JAPAN

In Japan **2,260** / Overseas **3,308**

Number of Domestic Newspaper/Magazine Article Insertion

329 (Insertion in national newspapers: 101 articles)



Aired Broadcast Results in Japan

5 hours **14** minutes **39** seconds

Aired Broadcast Results Overseas

15 hours **7** minutes **34** seconds