



dmg::events Japan Co.,Ltd.
Keyakizaka Terrace 601
6-15-1 Roppongi, Minato-ku,
Tokyo, 106-0032, Japan
+81 3 5414 5430
E-mail: adtech@dmgevents-japan.com

[PRESS RELEASE]

**Japan Is Getting Ready for the Olympics
ad:tech tokyo international held with 1,661 attendees**

Tokyo, 17th July, 2015: dmg::events Japan held all English marketing conference called ad:tech tokyo international on July 15th-16th at Tokyo Midtown Hall.

During this event, there were 6 keynotes and 33 official conference sessions by 121 official speakers. Topics were focused on Marketing, Technology, Creative, and Cross Culture. Also, 13 companies joined the event as sponsors/exhibitors.

All the contents were conducted in English with an attempt that is made to encourage globalization in Japan. “I have been to Japan many times, but this is the first time for me to see this many Japanese people speak English” said Erick Hallander, Regional Director Mobile & Innovation, Asia-Pacific at Isobar.

The total number of attendees and the result of “Attendees Choice Award” are shown below.

Total Number of Attendees:

Total Number of Attendees	1,661
Unique Number of Attendees	1,144

◆ Attendees Choice Award: Keynote, Conference Session, Speakers

[Attendees Choice Award: Best Keynote]

No. 1

【Keynote 1】 Discovering a new medium
Erik Hallander (Isobar, Regional Director Mobile & Innovation, Asia-Pacific)

No. 2

【Keynote 3】 Why Storytelling Matters in 21st Century Presentations
Garr Reynolds (The Author of “Presentation Zen”)

No. 3

【Keynote 5】 Attention Matters
Jonah Goodhart (Moat Inc., Co-Founder & CEO)

【Attendees Choice Award: Best Conference Session】

No. 1

【C-9】 Re-thinking The Value of Digital Branding

Panelists :

- Hiroko Hoshino (Financial Times, Commercial Director, Asia Pacific)
- Takeshi Oshima (Facebook, Head of Measurement, Japan)

Moderator:

- Ayako Yuki (Ys and Partners, Inc / Ys and Partners, Japan, SVP / Brand Strategist)

No. 2

【B-3】 Newest Usage Technique of Audience Data

Panelists :

- Cindy Deng (TURN, Managing Director, Asia-Pacific)
- Jeff Crawford (JC Digital Consulting, Founder)
- Norio Imai (Google Japan Inc., Head of Google Analytics Premium)

Moderator:

- Shigeyuki Tomomatsu (MarketShare KK, EVP, Managing Director)

No. 3 :

【B-2】 Search Practice in the Future. How Will It Differ from The Way We Do It Today?

Panelists :

- Shingo Inoue (Yahoo Japan Corporation, Vice President, Business Development Division, Marketing Solutions Company)
- Tomohiko Sugiura (NEXTAGE Dentsu Inc., President and COO)
- Yoshihito Mizutani (Google Japan, Performance Solution Expert)

Moderator :

- Yuichi Arizono (ATARA, LLC, COO)

【Attendees Choice Award: Best Speaker】

No. 1

Anis Uzzaman (Fenox Venture Capital, General Partner & CEO)

【B-7】 What is IoT? Its New Opportunities and Markets

No. 2

Ayako Yuki (Ys and Partners, Inc / Ys and Partners, Japan, SVP / Brand Strategist)

【C-9】 Re-thinking The Value of Digital Branding

No. 3

Cindy Deng (TURN, Managing Director, Asia-Pacific)

【B-3】 Newest Usage Technique of Audience Data

No. 4

Takeshi Oshima (Facebook, Head of Measurement, Japan)

【C-9】 Re-thinking The Value of Digital Branding

No. 5

Yuichi Arizono (ATARA, LLC, COO)

【B-2】 Search Practice in the Future. How Will It Differ from The Way We Do It Today?

No. 6

Yuji Hayashi (NIFTY Corporation, Creative planner)

【A-5】 Going Beyond PR: To a Day When Any Communication Includes PR

No. 7

Luciano Kohmura (AdRoll K.K., Managing Director)

【B-1】 How Ad Tech differs between Japan and the Rest of the World

[Event Summary] ad:tech tokyo international

Dates : July 15th-16th, 2015

Venue : Tokyo Midtown Hall

Address : 9-7-1 Akasaka, Minato-ku, Tokyo, JAPAN 107-0052

Partners : All Nippon Airways, Japan Advertising Agencies Association,
Japan Advertising Federation, Japan Marketing Association,
British Embassy Tokyo, Embassy of United States, New Balance Japan
Taipei Association of Advertising Agencies (TAAA), and others.

About ad:tech

ad:tech is an interactive advertising and technology conference and exhibition - a marketplace for buying and selling, a community for networking, a forum for exchanging ideas and an opportunity for contributing to industry trends and initiatives.

Over 10 annual events around the world focus on top-notch education through keynote speakers, topic-driven panels and workshops as well as showcase the latest products and services to help implement new knowledge and ideas. Attendees leave ad:tech with the tools and techniques they need to compete in an ever-changing world. ad:tech is owned by dmg::events, which has its headquarters in Stamford, Conn. For more information, visit www.ad-tech.com.

About dmg::events Japan

dmg::events Japan was founded in 2010. Our parent company, dmg::events, is a wholly owned subsidiary of the Daily Mail and General Trust plc, one of the largest media companies in the United Kingdom. It produces conferences and exhibitions in over 150 countries and publishes 25 related magazines, newspapers, directories and industry reports. For more information on dmg::events, visit www.dmgevents.com.

Contact info:

dmg::events Japan Co.,Ltd.

Press: Natsuko Mitsugi

Tel: +81 3 5414 5430

E-mail: adtech@dmgevents-japan.com