



**CAMERA &
PHOTO IMAGING
SHOW**

2 0 2 3

REPORT

Organizer

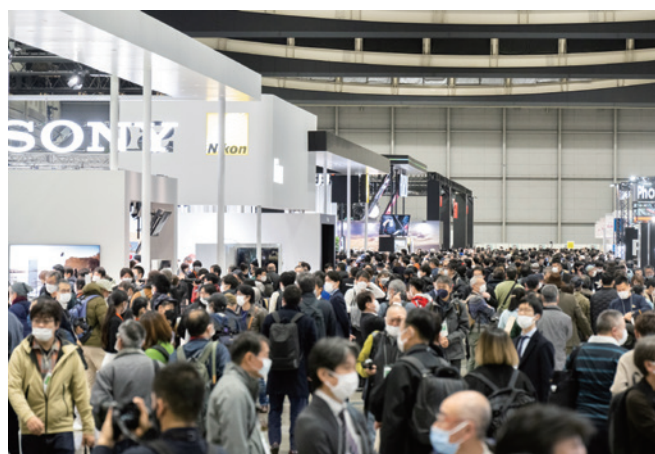
Camera & Imaging Products Association (CIPA)



*Masks were removed to take photos.

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1. Event overview

Event Name	CP ⁺ (CP Plus) 2023		
Schedule	On-site event: February 23 (Thu, holiday) – February 26 (Sun), 2023 10:00 a.m. – 6:00 p.m. (5:00 p.m. the last day) *February 23 (Thu): Open only to the press and VIP invitees until 12:00 p.m. Open to the public from 12:00 p.m. to 6:00 p.m. Online event: From 10:00 a.m. on February 23 (Thu) to 11:59 p.m. on February 26 (Sun) *Archive available from February 27 (Mon) to March 31 (Fri)		
Venue	On-site event: PACIFICO Yokohama Online event: Official website		
Organizer	Camera & Imaging Products Association (CIPA)		
Sponsors	Ministry of Economy, Trade and Industry, Japan Tourism Agency, Kanagawa Prefecture, Yokohama City, Yokohama Chamber of Commerce and Industry, Japan External Trade Organization (JETRO) (random order)		
Special sponsor	Yokohama Convention & Visitors Bureau		
Special cooperation	JCII Camera Museum, Japan Newspaper Museum, Yokohama Museum of Art (random order)		
Cooperation	Japan Society of Applied Physics, Camera Journal Press Club, Tokyo Press Photographers Association, Japan Photo Studio Equipment, Japan Optomechatronics Association, Japan Camera Industry Institute, Optical Society of Japan, Japan Advertising Photographers' Association, Japan Photo and Imaging Accessory Association, Japan Professional Photographers Society, Society of Photography and Imaging of Japan, Professional Photographers of Japan, Photographic Society of Japan, Japan Photo Culture Association, Japan Electronics Packaging and Circuits Association, Japan Photo Imaging Association, Japan Telescope Manufacturers Association, PACIFICO Yokohama (random order)		
Admission fee	On-site event: Online registration required (free of charge) Online event: No registration required		
Official website	https://www.cpplus.jp/		
Number of exhibitors	47 companies (including 3 companies exhibiting only online)		
Number of visitors	Event period [February 23 (Thu, holiday) – February 26 (Sun)]		
	Daily unique number	On-site event	Online event user number
	February 23 (Thu)	9,468	40,373
	February 24 (Fri)	11,428	33,592
	February 25 (Sat)	9,500	26,941
	February 26 (Sun)	7,785	17,610
	Total number of visitors	38,181	118,516
	Number of unique visitors	33,928	97,199
	Online event archive period [February 27 (Mon) – March 31 (Fri)]		
	Total number of users	–	39,361
Number of unique users	–	23,769	

Concepts

1. Comprehensive exhibition

“A comprehensive camera and imaging exhibition” for consumers and businesses to revitalize the photo imaging industry

2. Provision of information from Japan

Transmitting the latest information on state-of-the-art products and technologies from Japan to the world to propel the camera and imaging business in Asia and other regions of the world

3. “Shooting, viewing, and connecting”

Offering the joy of “shooting, viewing, and connecting” photographs through events focusing on various aspects of photography

4. Photo imaging culture

Working closely with the international city of Yokohama to contribute to the transmission and development of photo imaging culture

2023 Key Visual



2. Exhibitors List

(alphabetical order)

On-site event & Online event

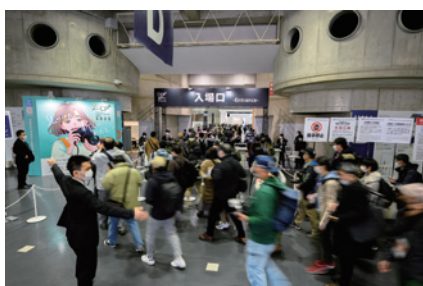
Angelbird	Japan Photo and Imaging Accessory Association	Nissin Japan
ATOMOS	Jiangmen Kase Optics	OM Digital Solutions
Bi Rod (LUMICA)	KANI Filter	Phottix / Loupedeck
Breakthrough Filters / RAID	Kenko Tokina / SLIK / Kenko Professional Imaging	Piotec
Canon / Canon Marketing Japan	KOKUHAN / KAWANAMI Iron works	SIGHTRON JAPAN
COSINA	Kowa Optronics	SIGMA
Escura Camera	Kyokuto-electronics	SIRUI
ETSUMI	KYORITSU ELECTRIC	Sony / Sony Marketing (Japan)
FL TOKUYAMA	Leofoto japan	Synology
FUJIFILM	LUMIX (Panasonic)	Tamron
GIN-ICHI	MARUMI OPTICAL	TEAC TASCAM
H&Y Filters Japan	Nextorage	TOKYO INSHOKAN PRINTING
iFootage / King / FUJICOLOR (ASANUMA)	NIKON / NIKON IMAGING JAPAN/ NIKON VISION	Tsubosaka Electric
ImageVISION		VANLINKS
Insta360		Vixen
		Zhongshan Yueguang Intelligent Imaging Technology

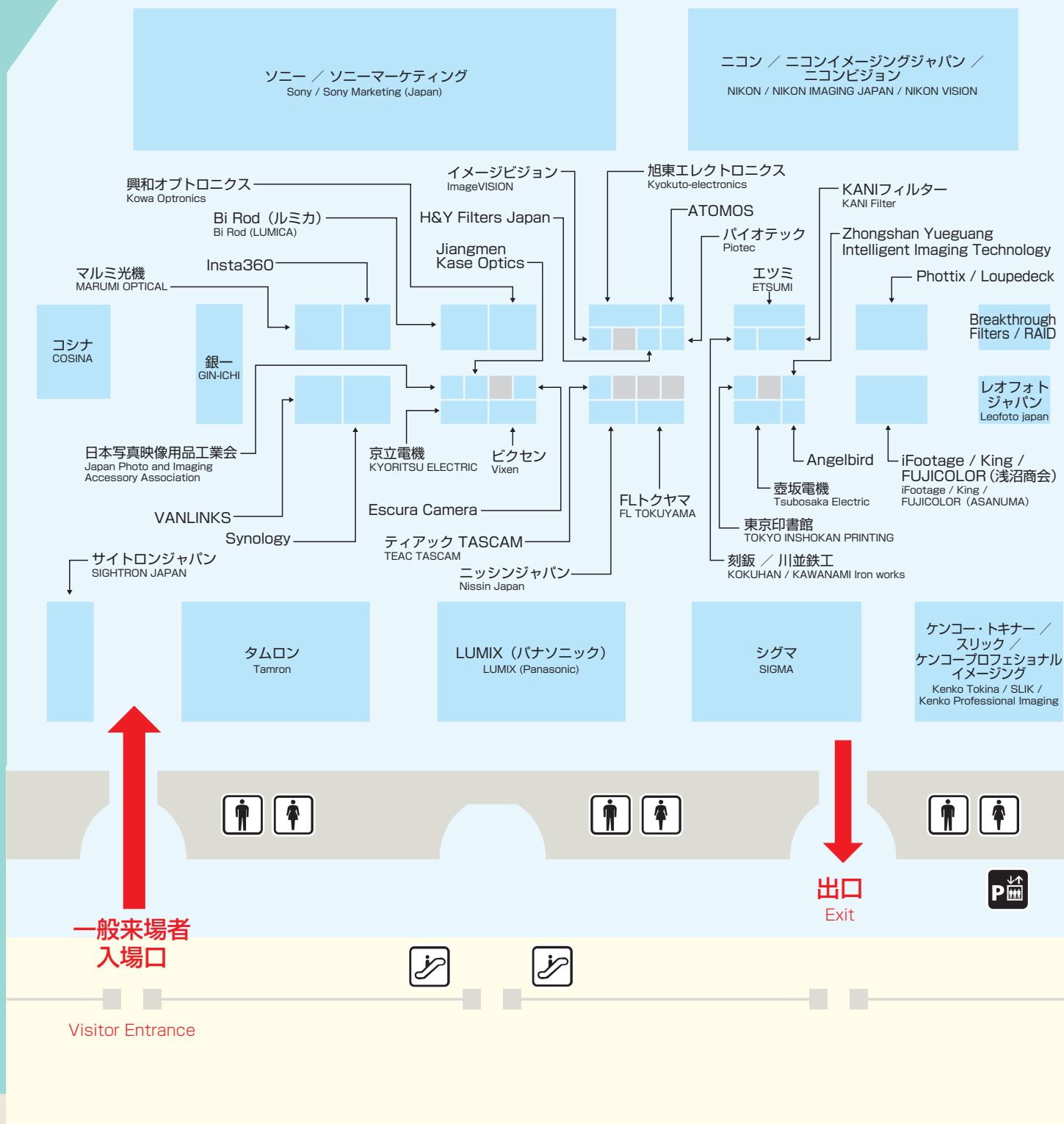
Only Online event

ATLI world Limited

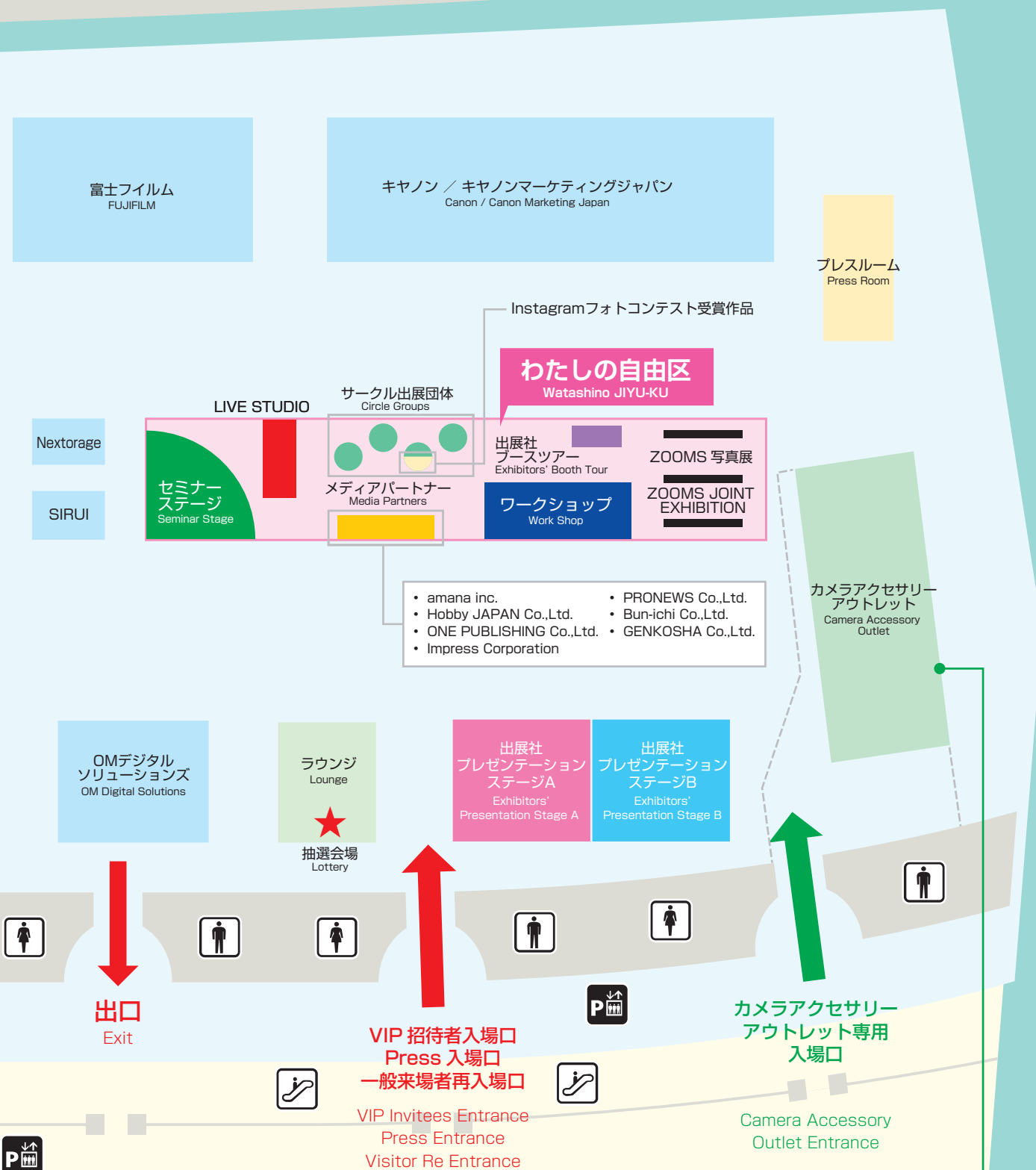
Epson Sales Japan

THIRDWAVE





3. On-site event map



Camera Accessory Outlet

Camera accessory outlet market was held by CP+ exhibitors.

Shop List

- Kenko Tokina
- SIGHTRON JAPAN
- TEAC
- Leofoto japan
- ETSUMI
- H&Y Filters Japan
- VANLINKS
- KANI Filter
- SIRUI
- Bi Rod (LUMICA)
- GIN-ICHI



4. Online event official website

The CP+ Online event offered each exhibitor's content without registration and was accessed by numerous users.

The website featured various online seminars as well as the product and campaign information of the exhibitors.

▲ Top page

▲ Online event feature page

4.

[illegible]

▲ Online program list page

TOP	開催概要	出展社一覧	会場イベント情報	検索 オンラインイベント情報
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アーカイブ検索

出版社 主催者企画 ▼

コンテンツ ☐ 製品・サービス情報 ☒ 初心者向けセミナー情報 ☒ 中上級者向けセミナー情報

全日程 ▼

製品ジャンル 全て ▼

内容 全て ▼

検索

講師名

検索

 主催者企画 2月28日 午 2月29日 (土) 12:00 - 14:00 写真家横田が9割大断り	 CIPAデジタルカメラメーカーズトーク CIPA国際映像制作委員会 部会長 木岡孝 2月24日 (金) 2月25日 (土) 12:00 CIPAデジタルカメラマーケット・セミナー	 主催者企画 ペールさん 2月25日 (土) 11:00 - 12:30 飯と我が子の撮り方	 <small>(プロカメラマン)</small> 小泉 カメヲを撮る カメヲの撮り方、撮るポイント、撮影テクニック、現場マナーについて。初心者から中級者まで。
 主催者企画 のいさき さん 2月25日 (土) 13:00 - 15:30 「ドローン」の先生に聞く！ドローンの楽しさ	 主催者企画 いんげん さん 2月24日 (金) 13:00 - 14:00 Vlogで悪い面を動画に残そう	 主催者企画 あみりん 氏 / 中村友洋 氏 2月25日 (土) 14:30 - 15:30 シーズン真っ盛り！野の表情で楽しむ野鳥撮影	 <small>(初級編)</small> 写真の今、そしてこれから。 日本大学文学部写真学専攻 佐々木教授 西川純子 氏 2月25日 (土) 12:30 - 13:00 【特別講演】 写真の今、そしてこれから。
 主催者企画 とんわりかわちイカッパ写真家の撮り方	 主催者企画 Still Life imaging スタジオ撮影の極意	 主催者企画 カメラガールズトック！女性にとってのいい写真	 主催者企画 ボートレートムービーのはじめかた
 主催者企画 カメラホリック編集長 松下 次夫 氏 2月25日 (土) 8時 17:30 - 17:40 「Cameraholics」について	 主催者企画 星ナビ編集部 山口隆也 氏 & 星ナビ編集部 辰川康幸 氏 2月25日 (土) 10:00 - 17:00 旅費写真の最新トレンド	 主催者企画 知念大樹 氏・横野雅 氏 2月24日 (金) 11:00 - 12:30 山中歩郎 presents お試しポートレート撮影	 主催者企画 小野原 さん 2月26日 (日) 12:30 - 13:30 ボートレースムービーのはじめかた
 主催者企画 PRONews presents カメヲ新サービス発表！	 主催者企画 フィルムで絵画のようなポートレートを撮るまで	 主催者企画 CP+2023 企画イベント オープニングセレモニー	 主催者企画 CP+2023 企画イベント オープニングセレモニー
 主催者企画 まつもと さん 2月25日 (土) 14:30 - 15:30 ポートレート撮影をもっと楽しく撮るための撮り方	 主催者企画 miku さん 2月25日 (土) 11:00 - 12:30 子どもも「楽しい」写真の撮り方	 主催者企画 インスタグラマー 鎌倉 さん 2月26日 (日) 14:30 - 15:30 動物写真をもっとオシャレにする	

▲ [Archive search page](#)

5.

Special event "Watashino JIYU-KU"



Watashino JIYU-KU (My free space), a communication space for enjoying connecting with others and learning, was installed at the venue.

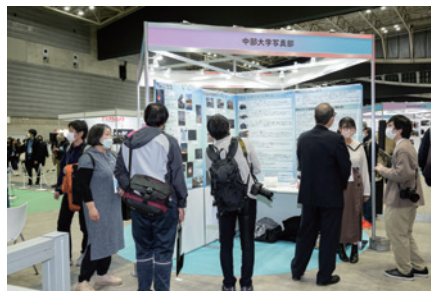
Photography and videography fans of all ages gathered and interacted through exhibitions of works and activities, as well as seminars linked to online events.

Exhibition by clubs

To increase the awareness of CP+, we asked social and student clubs to participate.

Exhibiting Clubs

- Aoyama Photo Club (Aoyama Gakuin University)
- UTPiCS (THE UNIVERSITY OF TOKYO)
- Tokyo Polytechnic University Photo Club
- Chubu University Photo Club
- Tokyo Keizai University Photography Club
- Federation of Japan University Photo Club (FUPC)
- TCU PHOTO CLUB (TOKYO CITY UNIVERSITY)
- Seminar of Photography (Kanbayashi Lab.) (Takarazuka University School of Media Art in Tokyo)
- Movie Circle ECHO
- NFTPhoto
- YANEURA
- SYAKENBU
- Tokyo photo circle
- VISIONS (random order)



Media partners

Many media partners cooperated in the communication of CP+2023. CP+ offered various plans, including website banners, on-site booth exhibition, and livestreaming at LIVE STUDIO, to help PR by media partners.

Participating Media Partners

- amana inc.
- Hobby JAPAN Co.,Ltd.
- ONE PUBLISHING Co.,Ltd.
- Impress Corporation
- PRONEWS Co.,Ltd.
- Bun-ichi Co.,Ltd.
- GENKOSHA Co.,Ltd.
- Astro Arts Inc.
- Nikkei Business Publications, Inc. (random order)



5. Special event "Watashino JIYU-KU"

ZOOMS Joint Photo Exhibition

"The Editors' Photo Award ZOOMS JAPAN" was launched by CP+, inspired by the "LES ZOOMS" concept and with the cooperation of camera/photo-related media to encourage Japanese photographers to enter the global stage. This exhibition featured the award-winning works of "ZOOMS JAPAN 2020 and 2021" as well as the works of photographers which were received Press Award and Public Award from "Les zooms du salon de la photo 2020".

What is "LES ZOOMS" ?

Each year, nine editors-in-chief from French photography magazines recommend one professional photographer each. These nominee's works are announced and the Public Award is decided through public voting on the website. Along with the Press Award, which is selected by the chief editor in the final selection, the winners of the two awards are announced at the annual Salon de photo in Paris and exhibited extensively at the venue.

Exhibited works

ZOOMS JAPAN 2021 <Editors' Award>	Mumuko
ZOOMS JAPAN 2020 <Editors' Award>	Tomoki Tajima
ZOOMS JAPAN 2020 <Public Award>	Shumpei Ohsugi
Les zooms 2020 <Press Award>	Kamil Zihnioglu
Les zooms 2020 <Public Award>	Aurélien Gillier



Exhibition of winning works of the Instagram photo contest

In collaboration with Camera Girls, CP+ held a photo contest on the official Instagram account prior to the event and exhibited winning works at Watashino JIYU-KU.



LIVE STUDIO

A streaming studio was installed at Watashino JIYU-KU for media partners to livestream their content on the CP+ YouTube channel.

WEB 配信
「カメラグランプリ 2023」の注目機種と行方を大胆予想！
赤城 耕一氏・阿部 秀之氏・今浦 友喜氏
日時：2月23日(木) 14時30分▶15時30分
会場：わたしの自由区 LIVE STUDIO

WEB 配信
PRONews presents
カメラ新サービス発表！
Thom Peace氏とGlobal編集部
富永 秀和氏と編集部
Presented by PRONews
日時：2月23日(木) 16時00分▶17時00分
会場：わたしの自由区 LIVE STUDIO



WEB 配信
「Cameraholics」について
カメラホリック編集長 松下 大介氏
Presented by Hobby JAPAN
日時：2月23日(木) 17時30分▶18時40分
会場：わたしの自由区 LIVE STUDIO

WEB 配信
Vlogで思い出を動画に残そう
だいげん氏
Presented by VIDEO SALON
日時：2月24日(金) 13時00分▶14時00分
会場：わたしの自由区 LIVE STUDIO



WEB 配信
Still Life Imaging スタジオ撮影の極意
南雲 暁彦氏
Presented by COMMERCIAL PHOTO
日時：2月24日(金) 14時30分▶15時30分
会場：わたしの自由区 LIVE STUDIO

WEB 配信
写真は構図が9割大事！
河野 鉄平氏
Presented by 玄光社
日時：2月25日(土) 13時00分▶14時00分
会場：わたしの自由区 LIVE STUDIO



WEB 配信
シーズン真っ盛り！
街の公園で楽しく野鳥撮影
永井 貴人氏 中村 友洋氏
Presented by BIRDER
日時：2月25日(土) 14時30分▶15時30分
会場：わたしの自由区 LIVE STUDIO

WEB 配信
星景写真の最新トレンド
星ナビ編集人 川口 雅也氏 & 星ナビ編集部 石川 果奈氏
Presented by 星ナビ
日時：2月25日(土) 16時00分▶17時00分
会場：わたしの自由区 LIVE STUDIO

5. Special event "Watashino JIYU-KU"

Opening Ceremony



Date : 2/23 (Thu) 10:00~10:30
At Watashino JIYU-KU Seminar Stage



After the opening declaration by CIPA President Ishizuka, the ribbon cutting ceremony was held following greetings by Mr. Akira Tsuneto, Deputy Director-General of the Secretariat of the Minister of Economy, Trade and Industry, and Ms. Tomoko Okubo, Deputy Mayor of Yokohama City.

Premium Talk



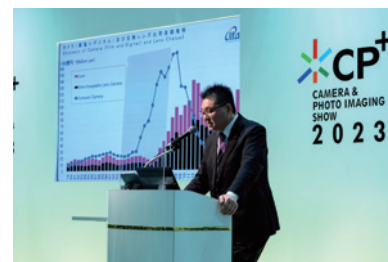
*Available for a Limited Time until February 28.
Comedian and camera lover Kazutoyo Koyabu talked about his passion for cameras and photography, including his encounters with cameras, his viewpoints on objects, and photography techniques through his works.

Special Speech



Professor Hitomi Nishigaki gave a lecture titled "Present and Future of Photography" using the works and behind-the-scenes stories of photographers and videographers.

Seminar Stage



▲CIPA Digital Camera Market Seminar



▲Beginners' Guide to Portrait Movies



▲Camera Girls Talk:
"Good Photos" for Women

Workshop



▲Lecture on How to Take Lovely Couple Photos



▲Lecture on How to Take Portraits from a Model's Perspective

Seminar Stage Programs

Date	Time	Company name	Title
2/23 (Thu)	13:50~14:30	Phottix/ Loupedeck	Portrait Techniques Using Phottix Products
	15:10~15:50	Canon / Canon Marketing Japan	What We Expect from Cameras Today
	16:30~17:10	Sony / Sony Marketing (Japan)	Make Memorable Works with Sony VLOGCAM
2/24 (Fri)	11:00~11:50	Organizer's Project	CIPA Digital Camera Market Seminar
	12:30~13:10	Nissin Japan	How to Use the Monoblock Strobe "MG-X"
	13:50~14:30	FUJIFILM	Significance of Taking Movies in 8K
	15:10~15:50	Organizer's Project	How to Take Painting-Like Portraits with a Film Camera
	16:30~17:10	FUJIFILM	Reproduction of Film-Like Color with a Digital Camera
2/25 (Sat)	11:10~11:50	MARUMI OPTICAL	Filters for Various Perspectives of Snap Shoots
	12:30~13:10	Organizer's Project	Camera Girls' Talk: "Good Photos" for Women
	13:50~14:30	OM Digital Solutions	Camping Scenes by OM SYSTEM
	15:10~15:50	Sony / Sony Marketing (Japan)	Start Taking Short Movies with Sony VLOGCAM ZV-E10
	16:30~17:10	Nissin Japan	Lighting Techniques Using Flash Time
2/26 (Sun)	11:10~11:50	Phottix/ Loupedeck	How to Take Portraits Using Latest Phottix LED Products
	12:30~13:10	Organizer's Project	Beginners' Guide to Portrait Movies
	13:50~14:30	Kenko Tokina / SLIK / Kenko Professional Imaging	New Lensbaby Products Tried by Two Photographers
	15:10~15:50	FUJIFILM	Set-Up for Landscape Photography

Workshop Programs

Date	Time	Company name	Title
2/23 (Thu)	14:30~15:10	Organizer's Project	Enjoyment of Drones by Drone Teacher
	15:50~16:30	VANLINKS	Lighting Workshop Using NANLITE LED Light
2/24 (Fri)	11:50~12:30	Organizer's Project	Portrait Shoot Workshop
	13:50~15:10	Organizer's Project	Portrait Shoot Trial Presented by femto
2/25 (Sat)	10:30~11:10	Canon / Canon Marketing Japan	How to Enjoy Camera and Camping
	11:50~12:30	Organizer's Project	How to Take Photos of Cherry Blossoms and Your Children
	13:10~13:50	Organizer's Project	How to Take Lovely Couple Photos
	14:30~15:10	Organizer's Project	How to Take Portraits from a Model's Perspective by Charming Model Ku-chan
	15:50~16:30	VANLINKS	How to Use Tripods by Scene — Beginner to advanced
2/26 (Sun)	10:30~11:10	MARUMI OPTICAL	How to Use Filters for High-Quality Movie Shooting
	11:50~12:30	Organizer's Project	Fun Photo Decoration with Your Children
	13:10~13:50	Sony / Sony Marketing (Japan)	Make Video More Attractive with Sony's External Microphone
	14:30~15:10	Organizer's Project	For More Stylish Photos! Photo Styling Lesson by Instagrammer Aya

At CP+2023, two open stages were installed at Watashino JIYU-KU as spaces for PR exhibitors outside the booth.

The seminars and workshops were livestreamed on the CP+ official YouTube channel and archived until March 31.



▲For More Stylish Photos! Photo Styling Lesson by Instagrammer Aya



▲Portrait Shoot Trial Presented by femto



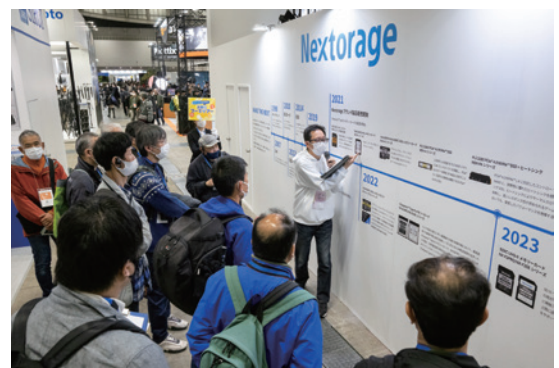
▲Enjoyment of Drones by Drone Teacher

5. Special event "Watashino JIYU-KU"

Booth Tour Programs

Booth tours were held to take participants, gathered at the tour desk in Watashino JIYU-KU, to each company's booth for the depth understandings of presented products and technologies.

Date	Time	Company name	Title
2/23 (Thu)	17:00~17:45	MARUMI OPTICAL	Practical Filter Technique Tour with Mr. Kiyoshi Tatsuno
2/24 (Fri)	14:00~14:45	VANLINKS	Camera Accessory Tour
	15:00~15:45	MARUMI OPTICAL	Marumi Filter Introductory Tour
	16:00~16:45	VANLINKS	Camera Accessory Tour
	17:00~17:45	MARUMI OPTICAL	Marumi Filter Introductory Tour
2/25 (Sat)	13:00~13:45	MARUMI OPTICAL	Alps Punch and Natsuiro Punch Trial Tour
	15:00~15:45	MARUMI OPTICAL	Marumi Filter Introductory Tour
	16:00~16:45	Nextorage	How to Select Memory Cards
2/26 (Sun)	13:00~13:45	VANLINKS	Camera Accessory Tour
	14:00~14:45	VANLINKS	Camera Accessory Tour
	15:00~15:45	MARUMI OPTICAL	Marumi Filter Introductory Tour



World Premiere

We provided CP+ World Premiere logo data and stickers for companies presenting their new products at CP+.

[Definition of world premiere products at CP+]

- Products presented and launched on January 1, 2023, or later



Exhibitor Presentation stage A Programs

Date	Time	Company name	Title
2/23 (Thu)	14:30~15:10	KANI Filter	Light-Controlling Filter Techniques
	15:40~16:20	H&Y Filters Japan	High-Level Landscape Photography Filter Works
	16:50~17:30	VANLINKS	What Is BENRO? Features of ZOO Series - fotoshin -
2/24 (Fri)	11:00~11:40	Kenko Tokina / SLIK / Kenko Professional Imaging	Features of the New ZEISS Binocular SFL30
	12:10~12:50	Breakthrough Filters / RAID	RED Digital Cinema Camera Works
	13:20~14:00	Leofoto japan	Airplanes and Trains Taken by Leofoto
	15:40~16:20	H&Y Filters Japan	High-Level Landscape Photography Filter Works
2/25 (Sat)	11:00~11:40	Leofoto japan	Necessity of Tripods for Landscape Photography
	12:10~12:50	SIGHTRON JAPAN	Travel Snaps Using Different Lenses — LAOWA and KamLan
	13:20~14:00	Synology	Synology NAS Techniques Taught by Mr. Ilko
	14:30~15:10	OM Digital Solutions	Changing Landscape Photography with OM SYSTEM
	15:40~16:20	H&Y Filters Japan	Master Long Exposure Using REVORING Swift System
	16:50~17:30	Breakthrough Filters / RAID	High Performance Flash Storage Application
2/26 (Sun)	11:00~11:40	KANI Filter	Light-Controlling Filter Techniques
	12:10~12:50	MARUMI OPTICAL	Kiyoshi Tatsuno x Marumi Practical Filter Techniques
	13:20~14:00	OM Digital Solutions	Travel with OM SYSTEM: World of Birds
	14:30~15:10	OM Digital Solutions	Coverage Tour to Mongolia with OM SYSTEM

Exhibitor Presentation stage B Programs

Date	Time	Company name	Title
2/23 (Thu)	14:30~15:10	Synology	Easy Synology NAS Techniques
	15:40~16:20	MARUMI OPTICAL	Kiyoshi Tatsuno x Marumi Practical Filter Techniques
	16:50~17:30	H&Y Filters Japan	How to Use SWIFT System for Stills and Videos
2/24 (Fri)	12:10~12:50	Leofoto japan	Kikuchi (mountain photographer) vs. Tsuchiya (portrait photographer)
	14:30~15:10	Breakthrough Filters / RAID	"The World of Art Wolfe"
	15:40~16:20	Leofoto japan	787 x Red Fox
	16:50~17:30	H&Y Filters Japan	Use of Round Magnet System for Table Photo
2/25 (Sat)	11:00~11:40	H&Y Filters Japan	High-Level Landscape Photography Filter Work
	12:10~12:50	FUJIFILM	Capture a Moment: Wild Bird Photography Lesson
	13:20~14:00	Leofoto japan	Leofoto Discussed by Aerial Photographers
	14:30~15:10	SIGHTRON JAPAN	Video Shooting Techniques and Behind-The-Scenes of Advertisement Shooting
	15:40~16:20	SIGHTRON JAPAN	Star Photography and Videography Using F0.95
	16:50~17:30	OM Digital Solutions	Flower Photography Techniques Using Macro Telephoto Lens
2/26 (Sun)	11:00~11:40	H&Y Filters Japan	High-Level Landscape Photography Filter Work
	12:10~12:50	SIGHTRON JAPAN	View of Nebula Through SLR Camera
	13:20~14:00	Leofoto japan	Shiro's Affection vs. Reiko's Passion
	14:30~15:10	SIGHTRON JAPAN	Starry Sky Taken by LAOWA Lens and Micro Four Thirds
	15:40~16:20	SIGHTRON JAPAN	Enjoyment of Starry Sky Photography

Two closed presentation stages were installed at the venue for exhibitors to hold limited or reservation-requiring programs.



7. Event promotion (PR activity and campaigns)

◆PR activity schedule

■ Exhibition explanatory session

Date: July 20 (Wed), 2022, ZOOM Webinar and applications opened on the website
Content: Event overview and exhibition information

■ Exhibitor explanatory session

Date: November 2 (Wed), 2022, on ZOOM Webinar
Content: Event overview and requests regarding exhibition

■ CP+2023 press conference

Date: January 18 (Wed), 2023, on ZOOM Webinar
Content: Event overview and Q&A

■ Mail magazine

Dates: January 18 (Wed), February 10 (Fri), February 17 (Fri), February 22 (Wed), February 25 (Sat), February 27 (Mon), February 28 (Tue), March 27 (Mon), March 30 (Thu), 2023
Content: Visitor registration information, event overview, details, campaign information, and archive information

■ Press releases

Dates: June 21 (Tue), July 20 (Wed), 2022;
January 18 (Wed), February 10 (Fri),
February 24 (Fri), 2023
Content: Event holding decision, calls for exhibitors, event overviews, and featured content



◆Campaign report

■ Camera Girls×CP+2023 Instagram Photo Contest

Follow CP+'s official Instagram account and post works using the hashtags #MitsuketaAtarashiiWatashi, #CPPlus2023, and #CameraGirls.

Winners had their works exhibited at the CP+2023 venue, presented at the Camera Girls Talk Shows, and received original goods.

Period: January 19 (Thu)–January 31 (Tue), 2023

Number of active posts: About 400 posts

*Number of posts that met the conditions



7. Event promotion (PR activity and campaigns)

■ Campaign code

Campaign codes were provided to social and student clubs and media partners at Watashino JIYU-KU to promote events on their own and social media. Visitors who entered the campaign code at the time of registration could participate in the lottery at the venue to win PACIFICO Yokohama Meal Tickets.

Period: February 23 (Thu)–February 26 (Sun), 2023



■ CP+ official Twitter 10,000 follower campaign

Those who followed the CP+ official Twitter account and retweeted a designated post could win a key visual t-shirt through a lottery.

Period: February 27 (Mon)–March 12 (Sun), 2023



■ Visitor survey (on-site and online)

Amazon gift cards worth 500 yen were presented to 1,000 visitors who answered the survey by lottery.

Conditions

- Come to the on-site event and answer the survey online or on paper form distributed at the venue.
- Watch online events and answer the survey.

*Participants at both on-site and online events can answer both surveys.

Period: February 23 (Thu) – March 31 (Fri), 2023

Number of answers: 2,902



[TV coverage]

Company name	Program name	Date	Headline	Exposure
Fuji TV	Mezamashi 8	February 27, 2023	#lifeTAG Festival of latest and high-performance camera	2 min. 10 sec.

[Newspaper coverage] (Extracts)

Media outlet name	Date	Headline
Dempa Shimbun Daily (Tokyo)	July 22, 2022	Photo show CP+2023 to take place for the first time in 4 years
Nikkan Kogyo Shimbun (Tokyo)	December 29, 2022	Schedule of trade shows and fairs in Japan
Eizo Shimbun (Tokyo)	January 2, 2023	Major events on image and information & communications in 2023
Dempa Shimbun Daily (Tokyo)	January 6, 2023	Major trade shows on electronics and information & communications held in the world in 2023
Nikkan Kogyo Shimbun (Tokyo)	January 12, 2023	Schedule of trade shows and fairs in Japan
Dempa Shimbun Daily (Tokyo)	January 17, 2023	CP+2023 to take place in February
Dempa Shimbun Daily (Tokyo)	January 19, 2023	CP+ to take place offline for the first time in 4 years next month at PACIFICO Yokohama
Denka Shimbun (Tokyo)	February 6, 2023	CP+ to take place offline for the first time in four years
Eizo Shimbun (Tokyo)	February 6, 2023	Image and information & communications events in February and March 2023
Shimbun no Shimbun (Tokyo)	February 16, 2023	Camera & Imaging Products Association "CP+"
Nikkan Kogyo Shimbun (Tokyo)	February 16, 2023	Schedule of trade shows and fairs in Japan
Eizo Shimbun (Tokyo)	February 20, 2023	CP+2023 to take place online and offline
Dempa Shimbun Daily (Tokyo)	February 22, 2023	Special feature: CP+2023
Dempa Shimbun Daily (Tokyo)	February 24, 2023	CP+ opens with large crowd
Kanagawa Shimbun (Kanagawa)	February 24, 2023	CP+ takes place offline for the first time in 4 years in Yokohama until 26th
Dempa Shimbun Daily (Tokyo)	February 27, 2023	Comedian Kazutoyo Koyabu shares his passion for camera
Yomiuri Shimbun (Tokyo)	March 3, 2023	Mirrorless cameras selling well due to social media; ones with movie function grow by 31% in volume and 61% in sales
Nikkei Sangyo Shimbun (Tokyo)	March 7, 2023	Images and movies can be checked on multiple smartphones on Sony's individual creative cloud

[Magazine coverage] (Extracts)

Media outlet name	Date	Headline
CAPA	November 18, 2022	CAPA PHOTO DIARY
GoodsPress	December 6, 2022	[GP AWARD 2022] Models with outstanding features not available on smartphone cameras!
Signs & Displays	February 10, 2023	Event information
Monthly B-maga	February 10, 2023	Upcoming trade shows and fairs
Bimonthly Fukei Shashin	February 20, 2023	Reader's voice
CAPA	March 17, 2023	Spring image equipment show CP+ takes place offline for the first time in 4 years
Photocon	March 17, 2023	CP+2023 report
Digital Camera Magazine	March 17, 2023	From the editorial team
Monthly Stationary	March 31, 2023	CP+2023
Hoshinavi	April 5, 2023	CP+2023 takes place offline for the first time in 4 years
Monthly Tenmon Guide	April 5, 2023	CP+2023 takes place offline for the first time in 4 years: Selection of new and recommended astronomical equipment
Bimonthly Fukei Shashin	April 19, 2023	Congratulations on the On-site event! CP+2023 Report

[Web coverage] (Extracts)

Nikkei Shimbun Digital, Yomiuri Shimbun Online, Sankei News, Jiji.com, Nikkei X Trend, Digital Camera Watch, Mynavi News, CAPA CAMERA WEB, Kakaku.com New Product News, VIDEO SALON, PRONews, Digital Camera Watch, GetNavi Web, PHILE WEB, ASCII.jp, Dempa Shimbun Digital, &GP, ITmedia News, HOBBY Watch, AV Watch, Camera Girls, JPubb, CGWORLD.jp, Creators Station, Shuffle, PICTURES, BCN RETAIL, CarMe, FlyTeam, IMA ONLINE, Sportsnavi, Ocean+α, Full-Count, RaiLab, CAMERA fan, Exhibition & MICE, Davinci News, AstroArts, Gizmodo Japan, 47NEWS, Yokohama Keizai Shimbun, Town News, Rocket News 24, RBB TODAY, Mac OTAKARA Blog, Chubu Keizai Shimbun, Otakuma Keizai Shimbun, Kanagawa Shimbun, AKIBA PC Hotline!, TechnoEdge, Senden Kaigi Online News, Minna-no-Bampaku Shimbun, AFPBB News, Cliccar, Merkmal, @DIME, etc.

[Overseas media coverage] (Extracts)

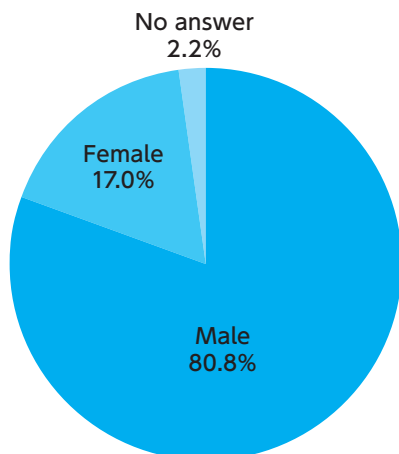
DP REVIEW, Nippon News, Phototrend, Imaging Resource, Digital Camera World

9.

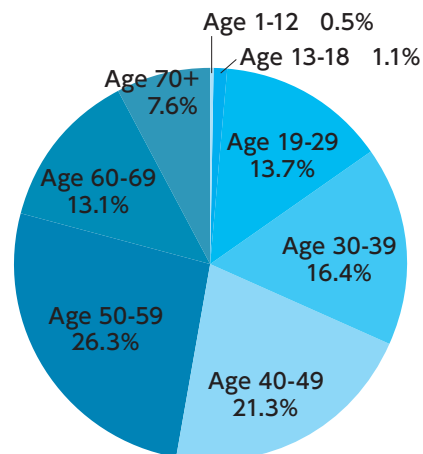
Visitor and participant profiles

On-site event visitors

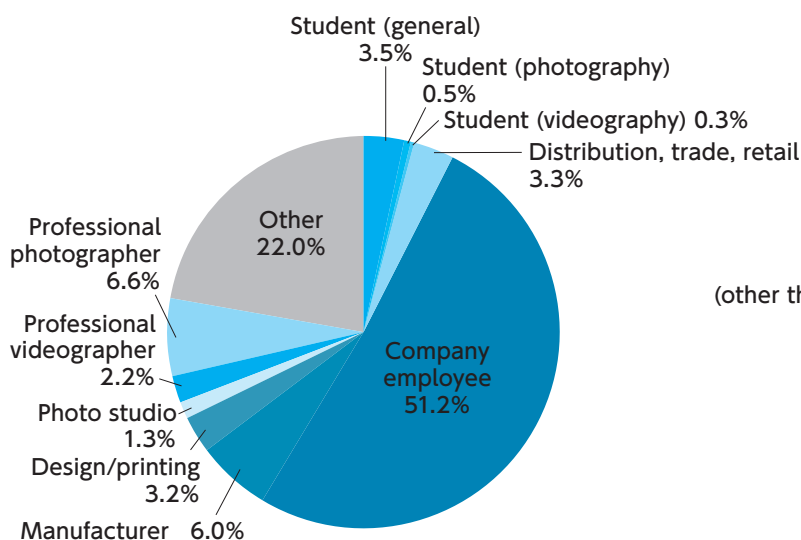
Gender of visitors



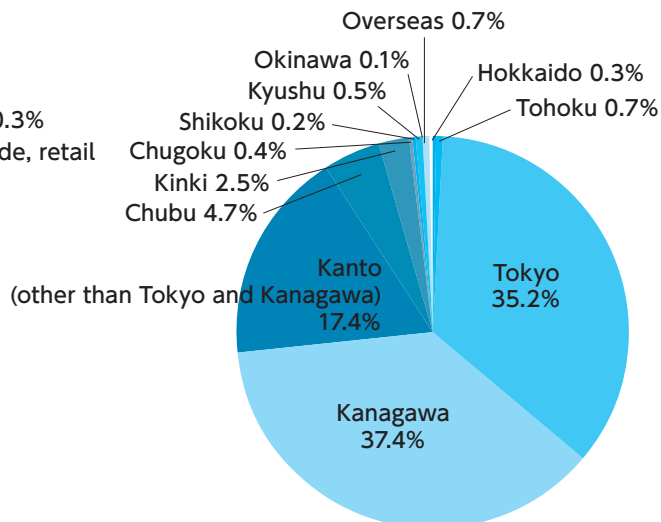
Age of visitors



Breakdown by job

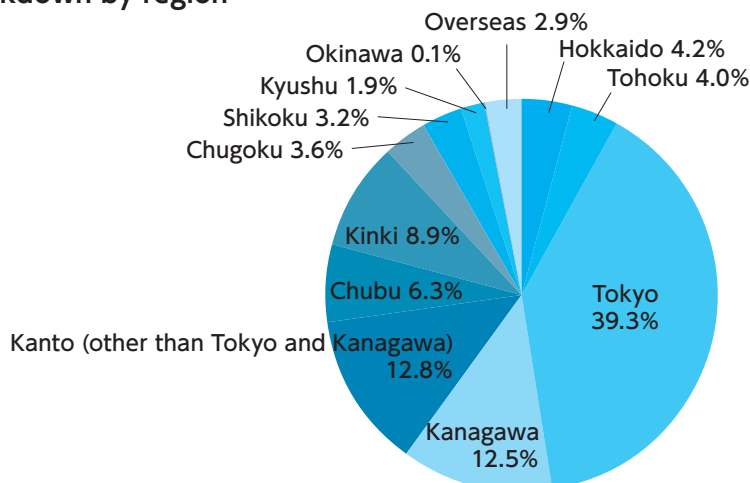


Breakdown by region



Online event participants

Breakdown by region

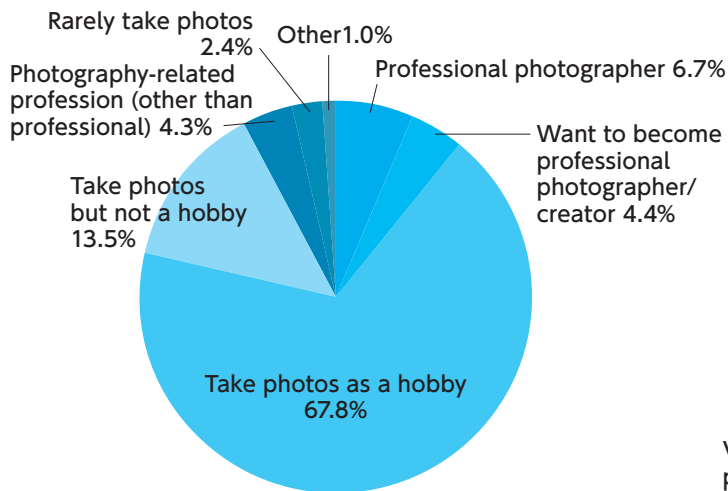


10.

Visitor and participant survey results

■ For both on-site and online events

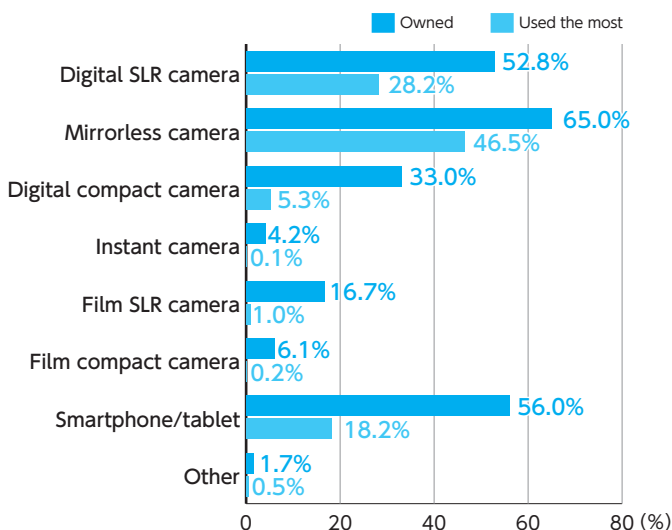
Q1 What is your relationship with photography?



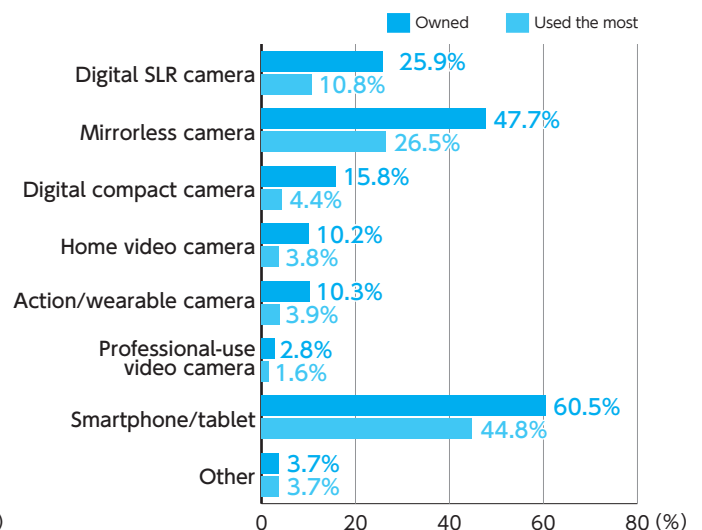
Q2 What is your relationship with videography?



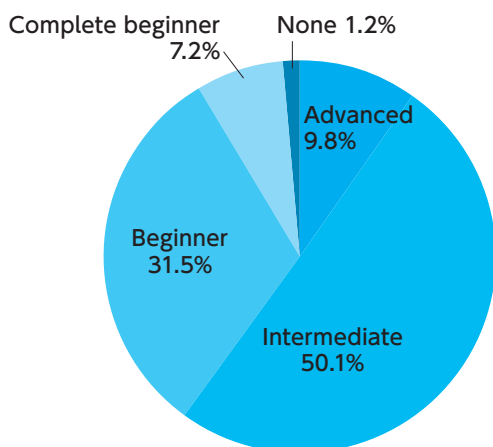
Q3 Which camera do you use to capture photos? (Mark all that apply.)



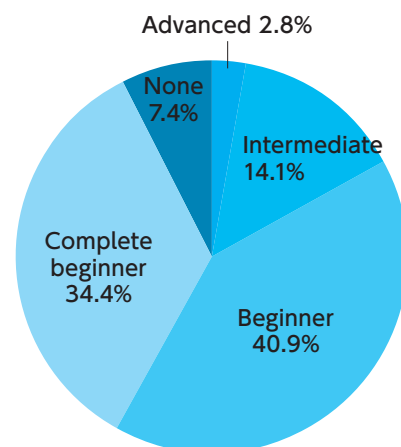
Q4 Which camera do you use to capture videos? (Mark all that apply.)

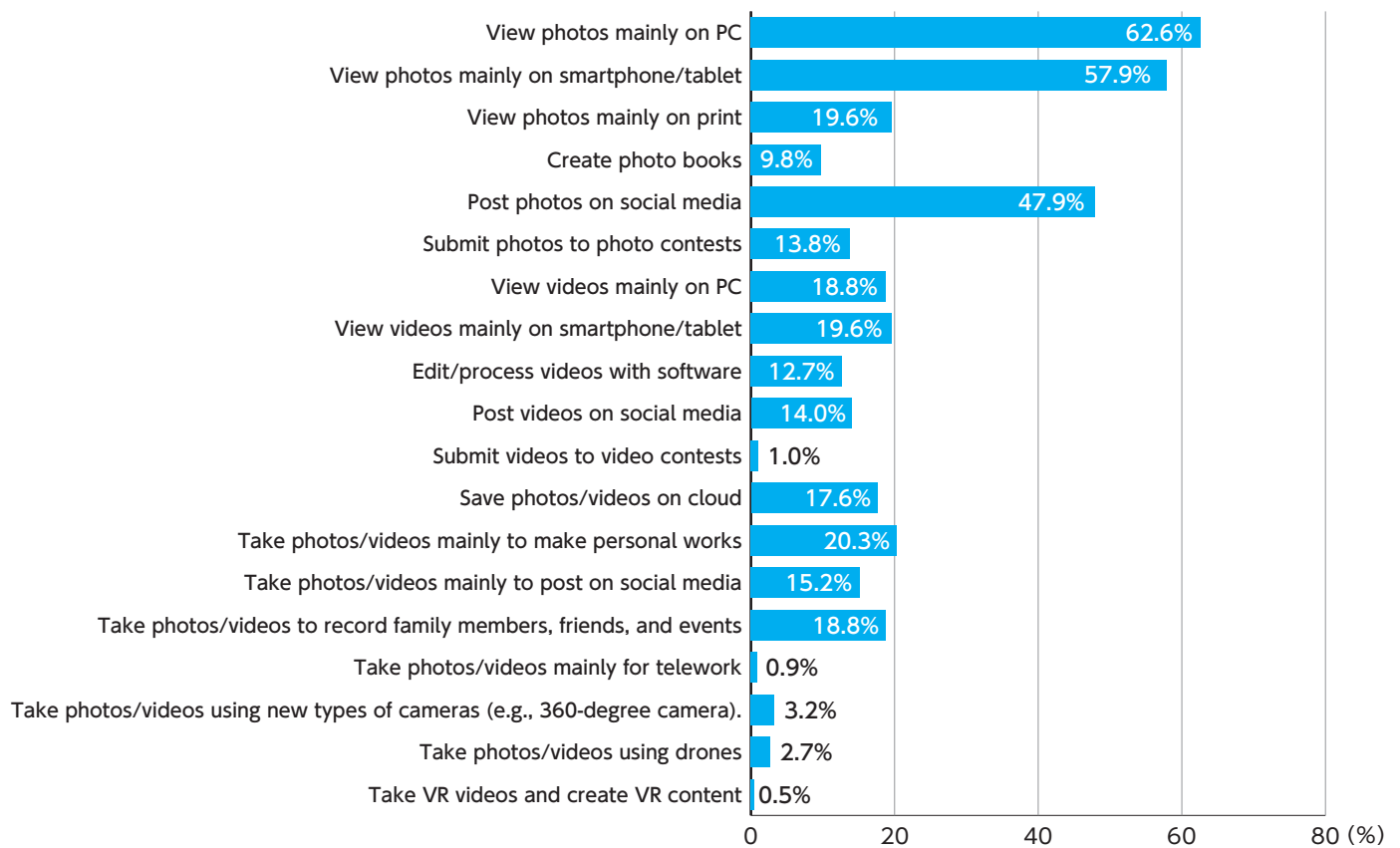


Q5 How would you evaluate your photography level?



Q6 How would you evaluate your videography level?

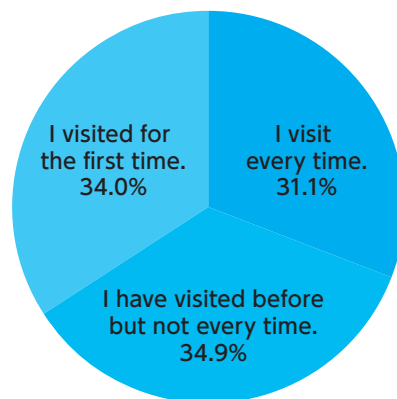


Q7 Tell us about your daily photo or video life. (Mark all that apply.)

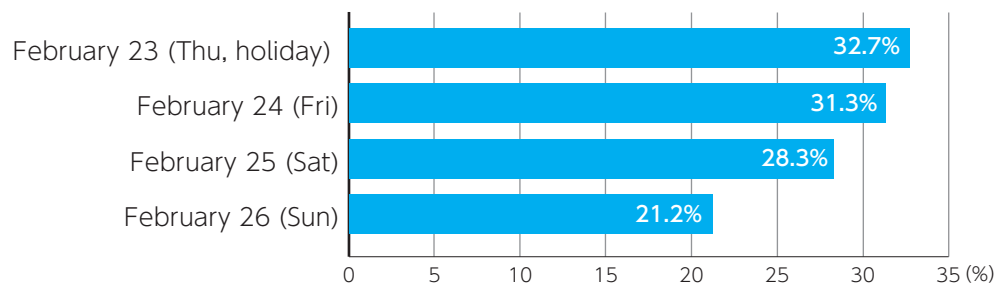
10. Visitor and participant survey results

■ On-site event survey

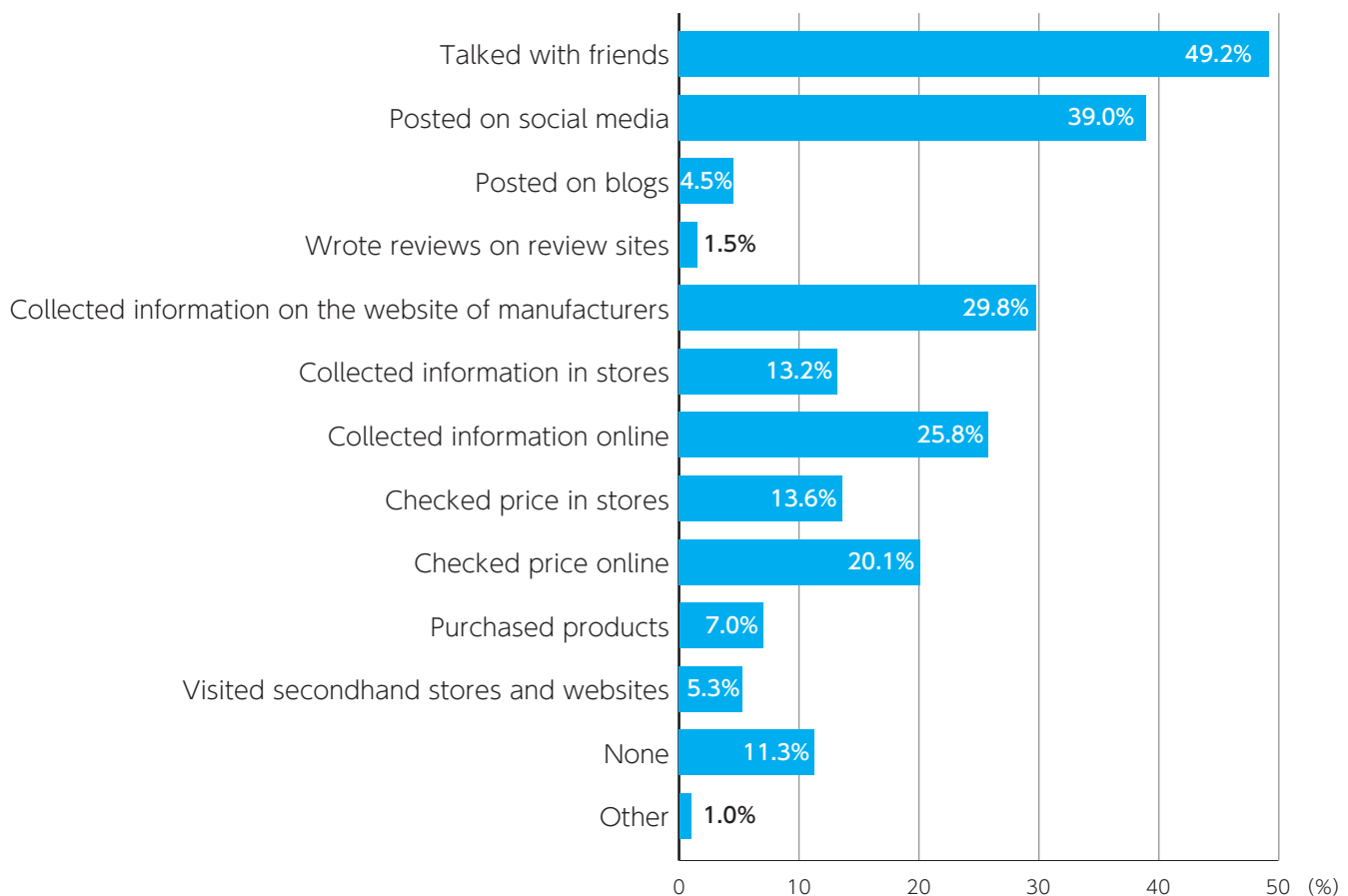
Q1 Have you visited CP+ in the past?

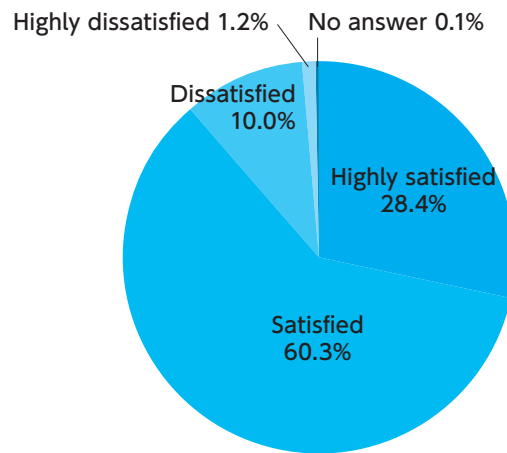
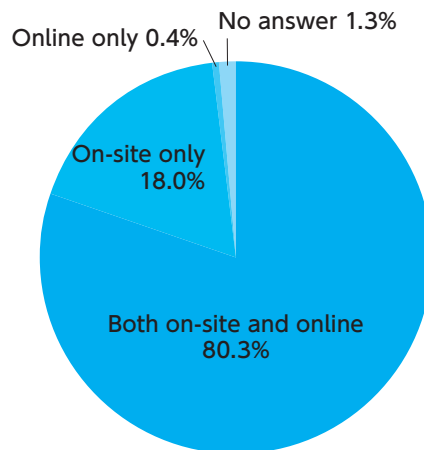
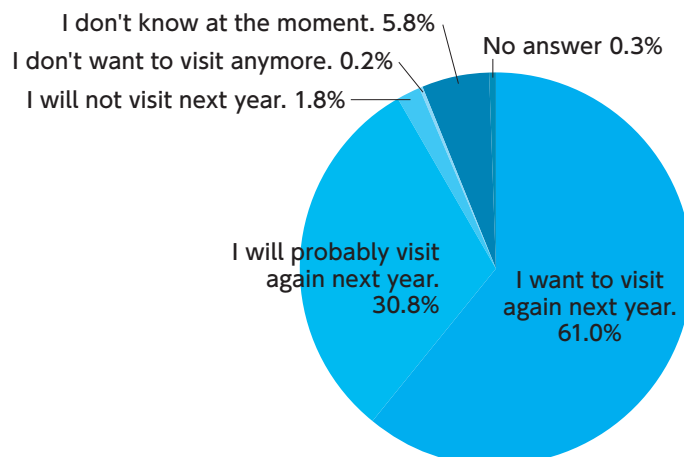


Q2 On what days did you visit? (Mark all that apply.)



Q3 What did you do after visiting CP+? (Mark all that apply.)

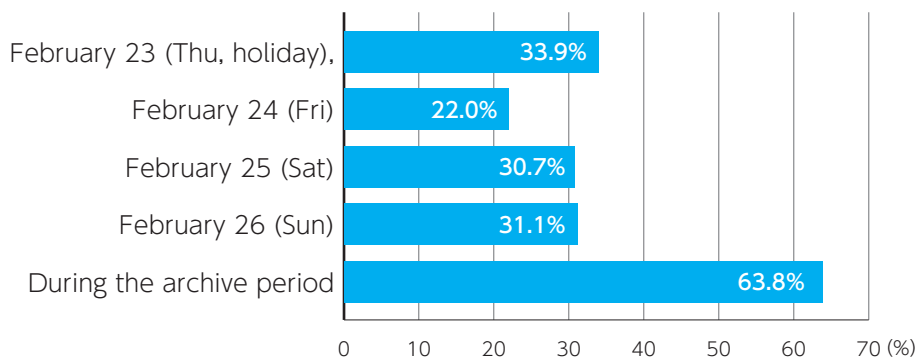


q4 How satisfied were you with the on-site event?**q5** How do you want CP+ events to take place in the future?**q6** Do you want to attend CP+ on-site events in the future?

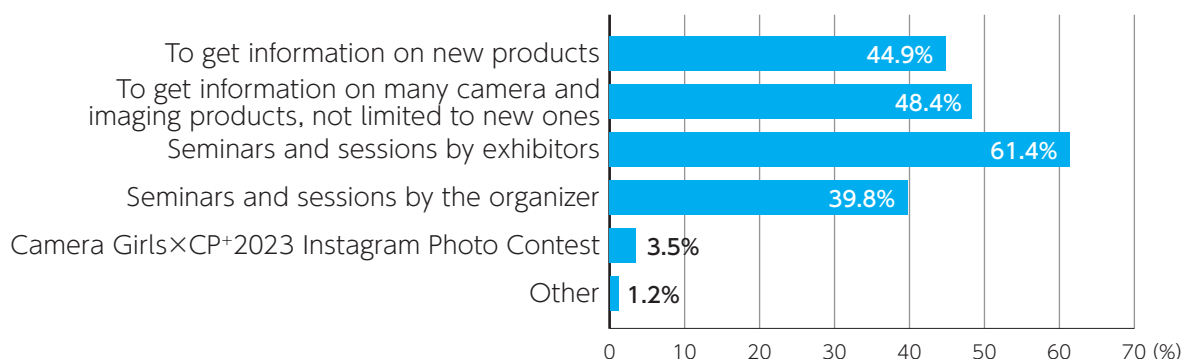
10. Visitor and participant survey results

■ Online event survey

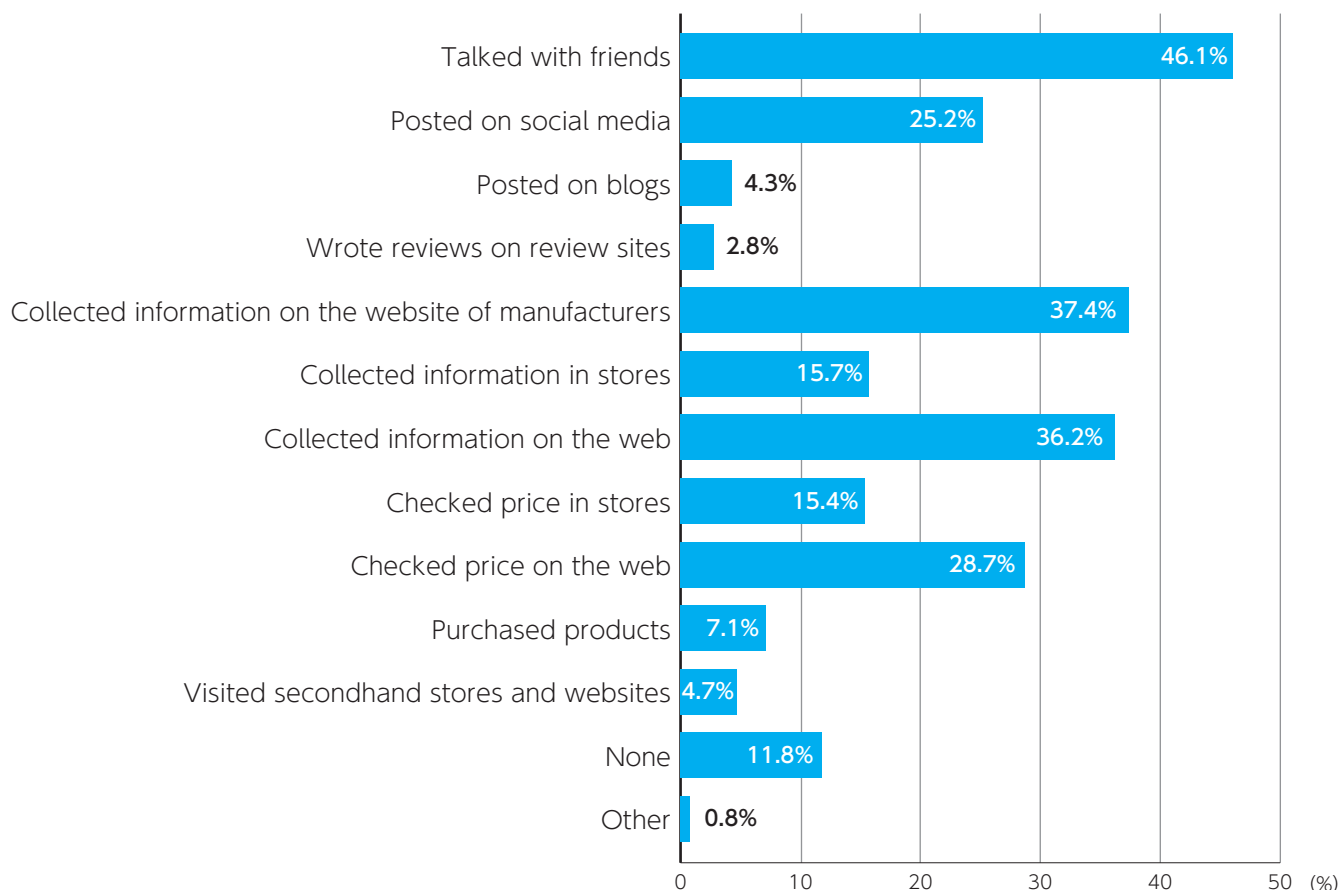
Q1 On which days did you participate? (Mark all that apply.)

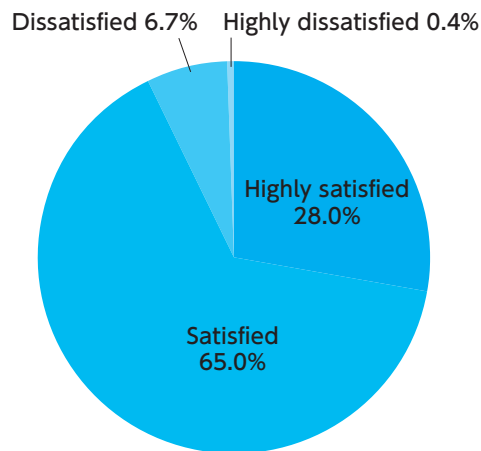
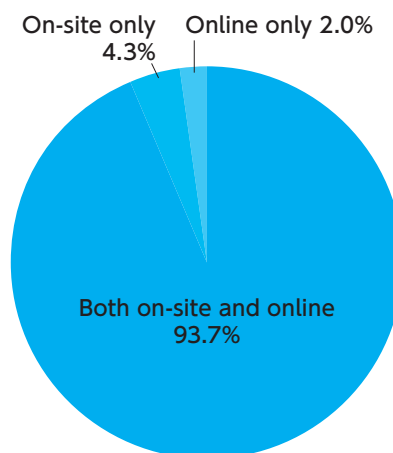
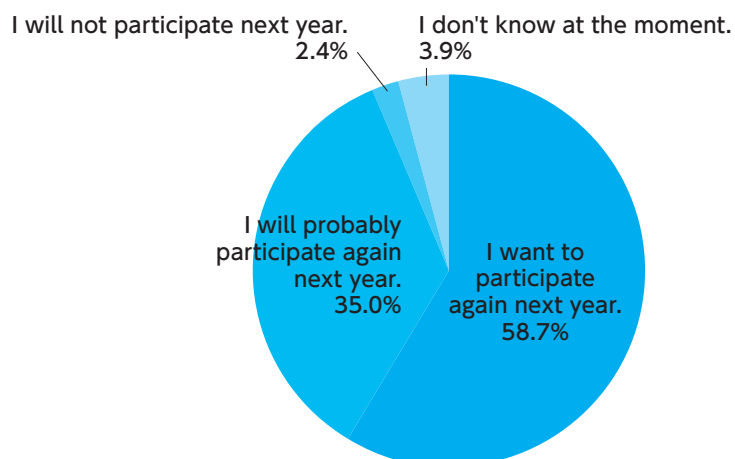


Q2 Why did you participate? (Mark all that apply.)

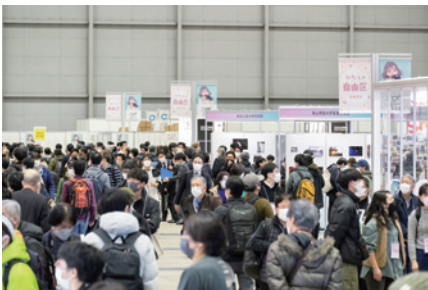
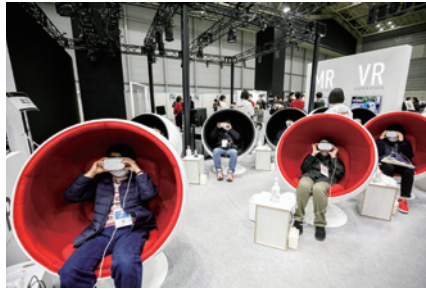


Q3 What did you do after the CP+ online event?



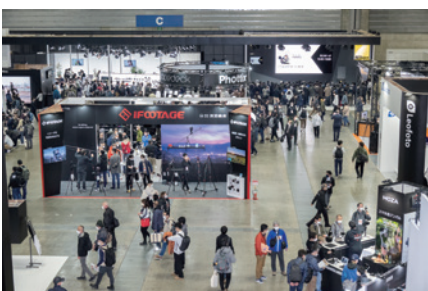
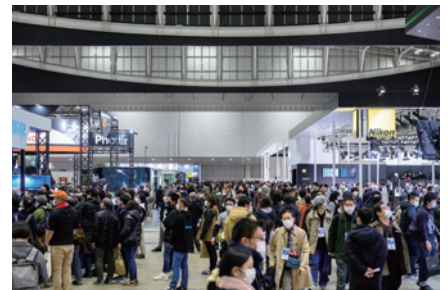
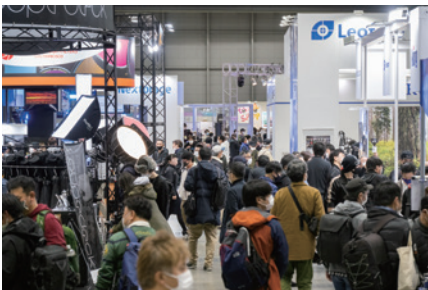
q4 How satisfied were you with the online event?**q5** How do you want CP+ events to take place in the future?**q6** Do you want to participate in CP+ online events in the future?

11. Views of the venue



*Masks were removed to take photos.

11. Views of the venue



*Masks were removed to take photos.

 **CAMERA & PHOTO IMAGING SHOW 2023**