

Digital Innovation & Wearables in Japan

Tokyo, 8-10 September 2015



WAN-IFRA Asia Pacific Pte Ltd
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Every year WAN-IFRA organises several Study into the world's top media, digital and tech companies to get an in-depth look at their operations and see first-hand how they are meeting today's challenges and delivering content and advertising across platforms.

Participants benefit not only from seeing innovative organisations in action and taking part in presentations and discussions with their key staff members but also from daily conversations with fellow participants, who are often facing similar challenges at home in their own publishing houses.

Tokyo is hosting in September the second Wearable Tech Expo (WTE), which is Asia's largest Expo on Wearable Tech, and counts with the participation of the sector's key players from the US and Europe. This event is co-organized by the Asahi Shimbun's media group.

Taking advantage of this unique opportunity to get exclusive insights on the way wearable technology will impact many aspects of our daily life - in particular, the way we consume news content - this Study Tour will offer an exclusive visit of the WTE and private meetings with its organisers and key speakers. It will also offer a series of visits and meetings with key executives at Japanese leading media, digital and tech companies.

- Discover the impact of wearable technology and its potential for news distribution
- Discuss major technology trends and new digital business ideas with tech & media experts
- Learn how Japanese forward-thinking companies foment a corporate culture of innovation.
- Understand how traditional businesses use mobile platforms, mobile payment, ecommerce and innovative advertising.

Study tour programme

Arrival of participants on September 7 in the evening or September 8 early morning at the Park Royal Shiodome Hotel.

Participants arriving early on September 7 can choose to attend the WTE sessions their choice.

DAY 1: 8 September

07:00 - Visit of Tokyo's famous fish market. Sushi breakfast at the market. (Optional)
08:30

09:00 Meeting of all participants at the hotel

10:00 - Visit to the Wearable Tech Expo (WTE) 2015
13:00 <https://www.wearabletechjapan.com/>

The WTE morning session on 8 September will include case studies on the use of wearables for the syndication of news content from both local and global media brands.

13:00 - Lunch at the Wearable Tech Expo
14:00

14:30 - Visit to media, online and tech companies
18:00

Potential companies (exact schedule of visits to be confirmed): Digital Garage, NTT, NEC, Nikkei, Yomuiiri.
(Max. 3 companies in the afternoon)

19:30 Dinner at a traditional Izakaya (Japanese tavern)

DAY 2: 9 September

07:30 - Visit to the sumo wrestler stables to watch the morning training of the sumos (Keiko). (optional)
08:30

09:00 - Visit to The Asahi Shimbun Headquarters
10:30

Asahi Shimbun very rarely admits others to come and have a look at its newsroom or Media Lab. The following settings can be arranged:

- A session with the Executive Director Yoshio Sato (30 mins)
- An exclusive tour of The Asahi Shimbun HQ (newsroom and major departments). (30 mins).

Transfer to Shibuya area by MRT.

11:30 - Visit of the AS Media Lab latest tech outpost
12:30

- A special meeting with the leaders of major projects followed by Q&A (1 hour)

The tech outpost opened just a few months ago. It is situated in Shibuya, the hype Tokyo neighbourhood where all the smart young generation show off their ideas and styles. The area incidentally is well known for its "scramble crossings".

13:00 - Lunch in the lively Shibuya area
14:00

14:30 - Visit to media, online and tech companies
18:30

Potential companies: Dentsu, Nikkei, Nintendo, SoftBank, Sony, Yahoo Japan, Mainichi. (Max. 3 companies in the afternoon)

19:30 Farewell dinner at a formal traditional restaurant. Participants depart on that night or the following morning

For more information, please contact:

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