



AX

ANIME EXPO



THE LARGEST JAPANESE CULTURE EVENT IN NORTH AMERICA



Anime Expo (AX), the largest Japanese culture event in North America, offers fans an authentic and unique opportunity to immerse themselves in all things anime, manga, gaming, music, cosplay, fashion, and so much more. As a result, AX creates a direct connection between the anime industry and passionate fans by providing a fun, festival-like atmosphere for those who attend.



COMMUNITY



INTERACTION



OPPORTUNITY

ANIME EXPO

JULY 1-4, 2022 • LOS ANGELES CONVENTION CENTER

320,000+

ATTENDEES - TURNSTILE...



...FROM MORE THAN

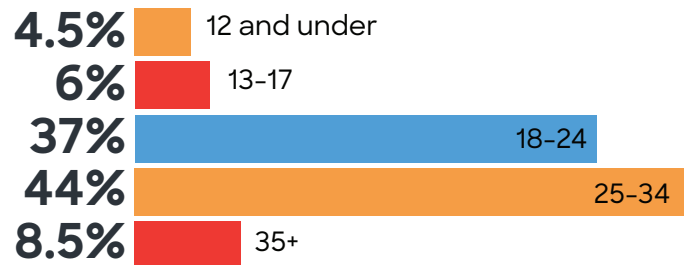
56 COUNTRIES



50+

EVENT GUESTS

Including Cosplayers, Influencers, and Guests of Honor



300+

 INDUSTRY APPEARANCES

\$100+ MILLION

 ECONOMIC IMPACT TO THE CITY OF LOS ANGELES

1,000+

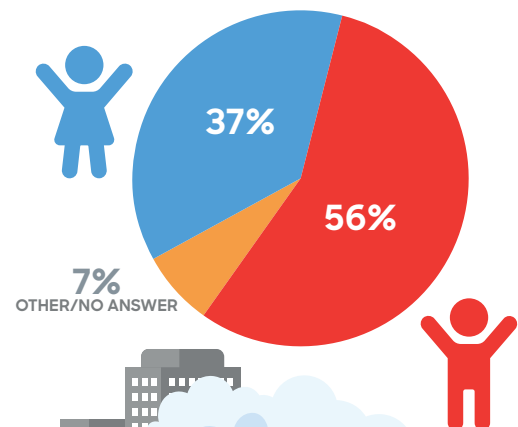
 VOLUNTEERS

PUT IN NEARLY

45,000

 HOURS

THROUGHOUT THE WEEK



16.3 MILLION

MOBILE APP SCREEN VIEWS

62,800+ ACTIVE USERS

35:15 MINUTES AVERAGE SESSION

30+ & 1,000+ PREMIERES HOURS OF PROGRAMMING

“The Ultimate Fan Experience”

53 MILLION+

TOTAL EVENT IMPRESSIONS

- 1.38 MILLION WEBSITE USERS
- 5.99 MILLION WEBSITE PAGE VIEWS
- 10.8 MILLION INSTAGRAM IMPRESSIONS
- 11.1 MILLION FACEBOOK IMPRESSIONS
- 31.9 MILLION TWITTER IMPRESSIONS

KENTIA HALL

162,000

SQ FT
(15,050 m²)

WITH

550+

ARTISTS

EXHIBIT HALL

346,890

SQ FT
(32,227 m²)

WITH

400+

EXHIBITORS

ENTERTAINMENT HALL & NORTH PLAZA

166,706

SQ FT
(15,487 m²)

WITH

25+

EXHIBITORS

MEDIA REACH

6,775 NEWS POSTS

33.6 BILLION
POTENTIAL REACH

AX ANIME EXPOLITE

2022 BY THE NUMBERS

1,239,000+ VIEWS

45+ HOURS STREAMED

11,337,600+ MINUTES WATCHED

3,899,600+ PEAK MINUTES STREAMED

Los Angeles Times

朝日新聞
DIGITAL



33,600+
MAX CONCURRENT

109,600+
UNIQUE USERS YOUTUBE

660,700+
UNIQUE USERS TWITCH