

The logo for Anime Expo (AX) features the letters 'AX' in a bold, white, sans-serif font, centered within a solid red square.

ANIME EXPO®



THE LARGEST JAPANESE CULTURE EVENT IN NORTH AMERICA

Our mission is to inspire the world through Japanese animation and culture.

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 festival-like theme park atmosphere for those who attend.

JULY 1-4, 2023 • LOS ANGELES CONVENTION CENTER

392,000+

ATTENDEES - TURNSTILE...



\$100+
MILLION
ECONOMIC
IMPACT

**TO THE CITY OF
LOS ANGELES**

50+
EVENT
GUESTS

Including Cosplayers,
Influencers, and Guests
of Honor

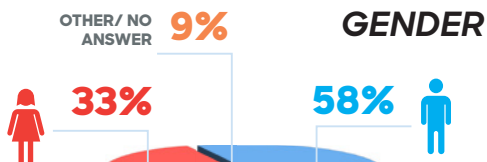
300+
INDUSTRY
APPEARANCES

...FROM MORE THAN

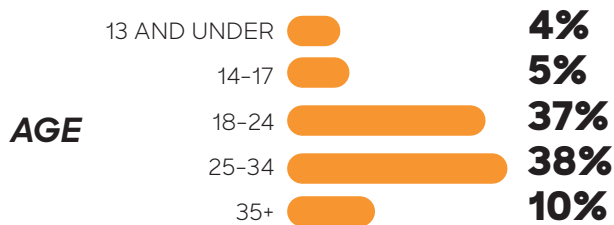
61 COUNTRIES

780 VOLUNTEERS PUT IN
NEARLY 31K+ HOURS
THROUGHOUT THE WEEK



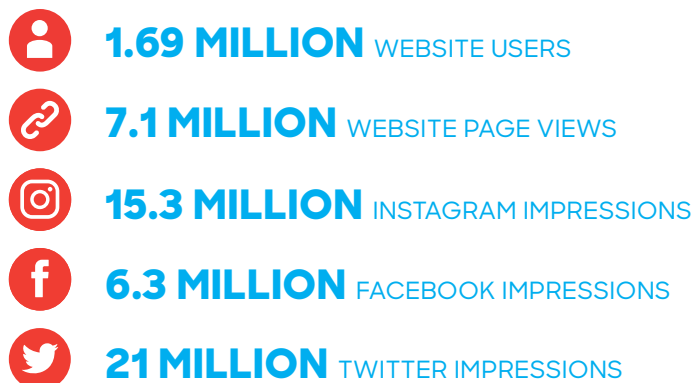


DEMOGRAPHICS



42 MILLION+

TOTAL EVENT IMPRESSIONS



MEDIA REACH

11.9K NEW POSTS

75.8 BILLION
POTENTIAL REACH

16.7 MILLION+

MOBILE APP SCREEN VIEWS

54K ACTIVE USERS



ANIME EXPO LITE

2023 BY THE NUMBERS



348,800+

YOUTUBE & TWITCH VIEWS



45+

YOUTUBE & TWITCH HOURS STREAMED



217,602

YOUTUBE MINUTES WATCHED



2,140,000

TWITCH MINUTES WATCHED



231,530

YOUTUBE USERS IMPRESSIONS



67,129

TWITCH UNIQUE USERS

"The Ultimate Fan Experience"

29

PREMIERES

1039

HOURS OF
PROGRAMMING

KENTIA HALL

162,000 SQ FT

(15,050M2)

WITH

588+
ARTISTS

57+
EXHIBITORS

EXHIBIT HALL

346,890 SQ FT

(32,227M2)

WITH

339+
EXHIBITORS

**ENTERTAINMENT HALL
& NORTH PLAZA**

166,706 SQ FT

(15,487M2)

WITH

31
EXHIBITORS