

The logo for Anime Expo (AX) consists of the letters 'AX' in a bold, white, sans-serif font, centered within a 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**

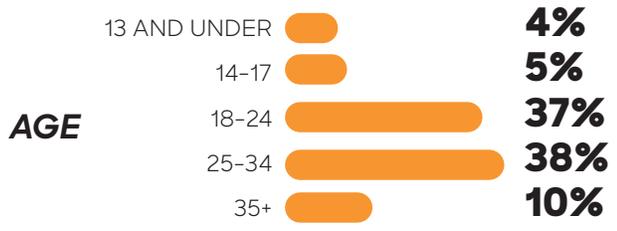
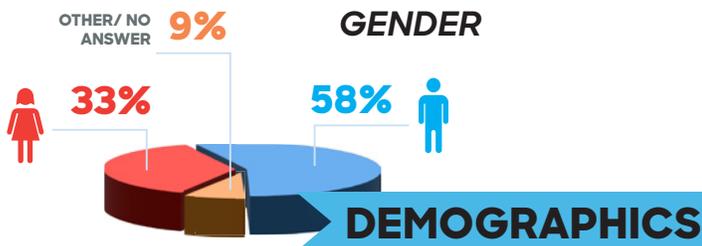
300+
INDUSTRY
APPEARANCES

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



...FROM MORE THAN

61 COUNTRIES



42 MILLION+

TOTAL EVENT IMPRESSIONS

- 1.69 MILLION WEBSITE USERS
- 7.1 MILLION WEBSITE PAGE VIEWS
- 15.3 MILLION INSTAGRAM IMPRESSIONS
- 6.3 MILLION FACEBOOK IMPRESSIONS
- 21 MILLION TWITTER IMPRESSIONS

MEDIA REACH

11.9K NEW POSTS

75.8 BILLION POTENTIAL REACH

16.7 MILLION+ MOBILE APP SCREEN VIEWS

54K ACTIVE USERS

AX 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