

ANIME EXPO

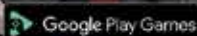
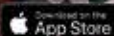
JULY 3-6, 2025

アニメエキスポ



P5X
PERSONA 5
THE PHANTOM X

RETAKE YOUR DESIRE
in an All-New Persona!



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Q | P5X



J-POP SOUND CAPSULE

Anisong World Matsuri Returns



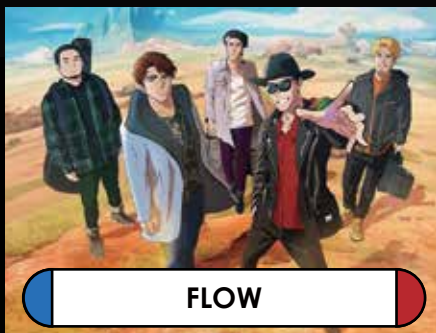
ANIME EXPO 2025

July 3 (7:00PM)

Peacock Theater, Los Angeles



GRANRODEO



FLOW



TOGENASHI TOGEARI
トゲナシトゲアリ



HIROSHI KITADANI
きただにひろし



SAKURAZAKA46
櫻坂46



OPENING ACT
ASTERISM

Organized by **spja**

Produced by **AMUSE**
entertainment



EUPHORIC
PRODUCTION

Earkth

TICKETS
NOW ON SALE!



DEAR ANIME EXPO FANS & PARTNERS,

We are thrilled to welcome you to Los Angeles for another exciting Anime Expo, organized by the Society for the Promotion of Japanese Animation (SPJA). Not only is Anime one of the most iconic events for fans worldwide, it is vital to the more than 500,000 Angelenos and hundreds of local businesses who depend on tourism for their livelihoods. Thank you for supporting our community!

With its 17th year at the Los Angeles Convention Center, Anime Expo brings together enthusiastic fans from around the world to immerse themselves in a four-day celebration of Japanese pop culture – highlighting entertainment, video games, music, fashion and beyond. It is a truly magical atmosphere, and Los Angeles – a city known for its incredible diversity and creativity – is the perfect place to experience it.

We hope during your time here you will explore all that our vibrant city has to offer. From world-class sports & entertainment offerings to mouth-watering cuisine, dynamic arts & culture, and new attractions, there's never been a better time to visit our City of Angels! We look forward to many more years of supporting SPJA's mission to inspire the world through Japanese animation and culture.



Sincerely,

Adam Burke
President & CEO
Los Angeles Tourism & Convention Board



CONSULATE GENERAL OF JAPAN
350 SOUTH GRAND AVENUE, SUITE 1700
LOS ANGELES, CALIFORNIA 90071
TELEPHONE (213) 617-6700

I offer warm greetings to the organizers, participants, and attendees at Anime Expo 2025, a place for Japanese pop culture enthusiasts to share their interests in manga, anime, and cosplay with others.

Japanese pop culture continues to expand its presence worldwide through art, fashion, design, entertainment, and music, to name a few spheres. In turn, this has made Japanese and Japan-related contents more available to global audiences. This can fuel curiosity and a deeper interest in Japan, bringing more people to visit Japan and inspire them to understand Japanese society and culture.

Locally, events such as Anime Expo offer attendees and creators alike a way to immerse themselves in Japanese pop culture through booths, exhibits, performances, panels, and one-on-one interactions with like-minded peers.

In addition, the Japan Exchange and Teaching (JET) Program as well as institutions and organizations such as JAPAN HOUSE Los Angeles; Japan Foundation Los Angeles, Japan National Tourism Organization, Japan External Trade Organization all strive to support different types of exchanges that strengthen the Japan-U.S. relationship.

The Government of Japan hopes to continue promoting international cultural exchange between Japan and other countries through such genres as manga and anime. For that purpose, the Ministry of Foreign Affairs founded the International MANGA Award in 2007 to expand international exchange and mutual understanding through manga culture. Every year, artists and creators from around the world apply for the award, showcasing the broad global reach of manga culture.

My hope is that Anime Expo continues to flourish and be a place for friends of Japan to gather and deepen their appreciation for all things Japan.

Sincerely,

Kenko Sone
Consul General of Japan

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ABOUT ANIME EXPO

Anime Expo is North America's largest celebration of anime, manga, and Japanese pop culture. Anime Expo gives fans the rare opportunity to meet and hear from some of the most famous anime, manga, music, game and fashion artists from around the world.

For more information, visit www.anime-expo.org

ABOUT SPJA

The Society for the Promotion of Japanese Animation is a not-for-profit organization whose mission is to popularize and educate the American public about anime and manga, as well as provide a forum to facilitate communication between professionals and fans.

This organization produces several events: Anime Expo® and anime expo chibi®. For more information, visit www.SPJA.org

EXHIBIT HALL HOURS

**THURSDAY, JULY 3
DAY 1**

9:00AM - 6:00PM

**FRIDAY, JULY 4
DAY 2**

9:00AM - 6:00PM

**SATURDAY, JULY 5
DAY 3**

9:00AM - 6:00PM

**SUNDAY, JULY 6
DAY 4**

9:00AM - 3:00PM

KENTIA HALL: ARTIST ALLEY AND 18+ EXHIBITS

**THURSDAY, JULY 3
DAY 1**

9:00AM - 6:00PM

**FRIDAY, JULY 4
DAY 2**

9:00AM - 6:00PM

**SATURDAY, JULY 5
DAY 3**

9:00AM - 6:00PM

**SUNDAY, JULY 6
DAY 4**

9:00AM - 3:00PM

ENTERTAINMENT - WEST HALL HOURS

**THURSDAY, JULY 3
DAY 1**

9:00AM - 9:00PM

**FRIDAY, JULY 4
DAY 2**

9:00AM - 9:00PM

**SATURDAY, JULY 5
DAY 3**

9:00AM - 9:00PM

**SUNDAY, JULY 6
DAY 4**

9:00AM - 3:00PM

REGISTRATION LOCATION: CHICK HEARN COURT

GENERAL ATTENDEE REGISTRATION HOURS

WEDNESDAY, JULY 2 DAY 0	THURSDAY, JULY 3 DAY 1	FRIDAY, JULY 4 DAY 2	SATURDAY, JULY 5 DAY 3	SUNDAY, JULY 6 DAY 4
12:00PM - 10:00PM	8:00AM - 8:00PM	8:00AM - 8:00PM	8:00AM - 8:00PM	8:00AM - 3:00PM

PROFESSIONAL REGISTRATION HOURS (ARTIST ALLEY, EXHIBITOR, PRESS & INDUSTRY)

TUESDAY, JULY 1 DAY -1	WEDNESDAY, JULY 2 DAY 0	THURSDAY, JULY 3 DAY 1	FRIDAY, JULY 4 DAY 2	SATURDAY, JULY 5 DAY 3	SUNDAY, JULY 6 DAY 4
4:00PM - 9:00PM	8:00AM - 9:00PM	8:00AM - 6:00PM	8:00AM - 6:00PM	8:00AM - 6:00PM	8:00AM - 1:00PM

PROP/REPLICA WEAPONS POLICY

Real weapons are NOT allowed at Anime Expo. Do you have a prop weapon for your cosplay? Please be sure to visit a Weapons Check booth to get your prop approved prior to exploring Anime Expo.
For more info, please visit anime-expo.org/legal

LOST BADGE POLICY

Lost credentials are subject to a replacement fee. To purchase a credential replacement, go to the Registration Booth for assistance.

COSPLAY IS NOT CONSENT

Want to take a photo with or of another attendee?
Remember these 3 easy steps:

- **STOP:** Did you ask nicely first? Make sure to STOP and take the time to nicely ask for their permission.
- **DROP:** "No" means "NO"! If they say no, please respect that person's right to refuse and DROP the camera.
- **ROLL:** If they say yes, then get your camera ROLL ready and snap away in an appropriate manner.

Remember, being friendly means being respectful of each other, of who they choose to be, and being aware of each other's personal space. Please be kind if someone says "no", "no touchy", "hands off", or any variation of no, then respect their wishes.

YOUTH PARTICIPATION INFO

Attendees ages 13 years old and under must be accompanied by a parent or guardian, age 18 or older, with a valid registration for any General Attendee credential (badge) for the duration of their time at the event. We recommend attendees ages 14-17 have a parent or guardian close by for the duration of the event. Please refer to the full Youth Protection Policy (Section 6) and Registration Policy (Section Age Restriction Policy) on the AX website.

AMENITIES

EVENT OPERATIONS

Need assistance? Visit us at Event Operations (508A). We can provide assistance with any questions or concerns you may have. PARENTS: All lost children are escorted to Event Operations to await your arrival.

ADA ACCOMMODATIONS

SPJA/AX is dedicated to serving all of its attendees. For all questions regarding ADA services, please visit Event Operations in room 508A or any Info Services Booth in the convention center.

LOST AND FOUND

If you have lost an item at Anime Expo, please visit Lost & Found for assistance. Lost & Found is located in West Hall, Room 507. If you would like to turn in a lost item, you can drop it off at any Info Services Booth or at Lost & Found.

SAFESPACE

SPJA/AX understands the importance of protecting all youth and participants at Anime Expo and online activities. Anyone feeling bullied, harassed, or need to get away for a few moments, please visit us and Chikara at any Info Services Booth, which is marked on the map with a 



PEACH-PIT GALLERY

PEACH-PIT Comes to Anime Expo 2025!

The acclaimed manga duo behind “Rozen Maiden”, “Shugo Chara!”, “ZOMBIE-LOAN”, and “DearS” will appear as Guests of Honor at AX 2025. To celebrate their 25th anniversary, the PEACH-PIT Gallery at Anime Expo will showcase rare behind-the-scenes videos, original artwork from fan-favorite series (like “Shugo Chara!” and “Rozen Maiden”), and works including “Seishōnagon to Mōshimasu”, “Akatsuki no Vampiress”, “Wondering Wonder World”, and more.

Enjoy a dedicated photo spot, exclusive merch, and free admission. Follow updates on X: @PEACHPIT2525.

ROOM 501AB

HOURS OF OPERATION

July 3: 10:00AM – 7:00PM

July 4: 10:00AM – 7:00PM

July 5: 10:00AM – 7:00PM

July 6: 10:00AM – 3:00PM



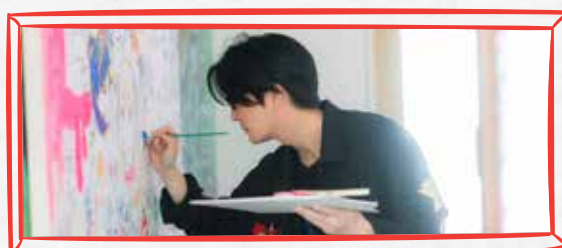
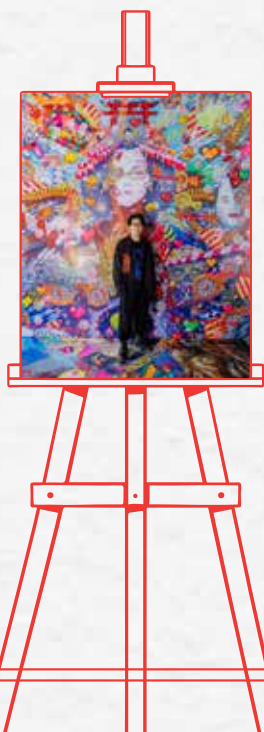
Scan the QR code to stay connected!



YASUTO SASADA LIVE ART

**LOCATED IN
WEST HALL
LOBBY**

Step into the West Hall and experience the magic of Yasuto Sasada's live drawing sessions! Watch as he transforms a blank canvas into art right before your eyes. You'll also have the unique opportunity to interact with Sasada by drawing alongside him during designated hours. Don't forget to purchase exclusive merchandise—available only at this event. Keep an eye out for possible surprise visits from special guests!



LITTLE AKIHAB

Bringing Akihabara to you. This Anime Expo!!

Purchase Benefit 1: B2 Poster (7 designs)

Receive a free limited-edition poster with every purchase of \$75 or more



SEGA
POP-UP SHOP

June 27 - July 27, 2025

Akiba Pop-Up & Live #122

SEGA

ATLUS



FRONT

BACK

Purchase Benefit 2: Tote bag

Free limited-edition shopping bag with every purchase of \$150 or more

* The B2 poster is available for guest to choose from.
* With a purchase of \$150, the guest will receive one poster and one tote bag as a purchase benefit.
©SEGA ©ATLUS ©SEGA ©SEGA ©SEGA ©SEGA ©SEGA

GASHAPON



**Brand NEW
FLOOR &
CEILING**

**OVER 500
NEW MACHINES**



**Now EXPANDING
to #116 & much
more upcoming
surprises!**

**319 E 2nd. St #116 #117
Los Angeles 90012**

ARA AREA

Only 19 mins
by **Metro** from **AX**

in Little Tokyo DTLA

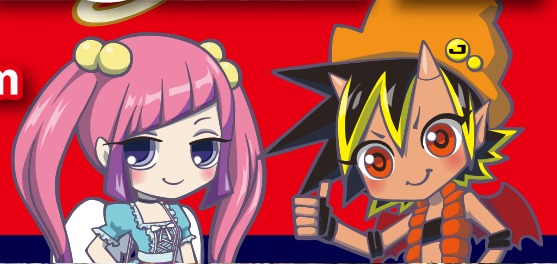
"All Store Business Hours 12:00pm - 8:00pm" from Day 0!!

AX DAILY SPECIAL



A different special drops every day—check our Instagram so you don't miss a thing!

Booth SH-725 www.animejungle.net



1st Store #103,104

The biggest Anime Store in Little Tokyo! We carry over 80,000 new and pre-owned merchandise from figures to keychains as well as a huge selection of Manga and plushies. It's always 100% authentic!



3rd Store #112,113

Find all things Tokusatsu and Mecha here! Tons of Gunpla, plastic model kits and various items from Kamen Rider, Super Sentai, and Ultraman! We also carry the largest selection of Godzilla and different Kaiju Sofubis.



Buyback Center

Sell back your toys and collectibles at the buyback center. We also buy trading card and model kits, various pop-culture merchandise.

Tel: 213-621-1661



4th Store #119

Various trading cards for new comers, experts, and collectors. Also hosting tournaments for local TCG players!!



ENTERTAINMENT HOBBY SHOP

JUNGLE

OSAKA • TOKYO • FUKUOKA • SAPPORO • NAGOYA • LOS ANGELES

319 E. 2nd Street, CA 90012, At Little Tokyo Mall

ENTERTAINMENT HOBBY SHOP
JUNGLE JUNGLE JUNGLE JUNGLE JUNGLE

CONVENTION DIRECTORY

ARTIST ALLEY AND 18+ EXHIBITORS

Kentia Hall (Lower Level of South Hall)

Exhibitors, amateur, and semi-professional artists offer prints, commissions, crafts, clothing, comics and more.

Day 1 (July 3)	9:00AM - 6:00PM
Day 2 (July 4)	9:00AM - 6:00PM
Day 3 (July 5)	9:00AM - 6:00PM
Day 4 (July 6)	9:00AM - 3:00PM

ARCADE

503

Experience non-stop fun with Japanese arcade games and rhythm challenges.

Day 1 (July 3)	9:00AM - 12:00AM
Day 2 (July 4)	9:00AM - 12:00AM
Day 3 (July 5)	9:00AM - 12:00AM
Day 4 (July 6)	9:00AM - 3:00PM

AUTOGRAPH AREA

Guest of Honor and Industry Autograph - JW Marriott Gold Ballroom



Scan the QR code for Autograph schedule and reservations

Day 1 (July 3)	10:00AM - 8:00PM
Day 2 (July 4)	10:00AM - 8:00PM
Day 3 (July 5)	10:00AM - 8:00PM
Day 4 (July 6)	10:00AM - 3:00PM

AX CROSSING

Presented by **LALALA**
Media • Marketing • Event

Gilbert Lindsay Plaza & Pico Blvd

Inspired by the busiest intersection Shibuya Crossing, AX Crossing is filled with live performances, food collaboration with Weekly LALALA, cosplay gathering sites, and other fun activities!

Day 1 (July 3)	9:00AM - 12:00AM
Day 2 (July 4)	9:00AM - 12:00AM
Day 3 (July 5)	9:00AM - 12:00AM
Day 4 (July 6)	9:00AM - 3:00PM

AX DANCE

Concourse Hall E (150+151)

Local DJs and headliners from Japan all come together to play every major popular genre from J-pop to House music. Plus, take part in dance workshops and competitions.

Day 1 (July 3)	
Workshops and Competitions	12:00PM - 6:00PM
AX Cosplay Soirée	7:00PM - 1:00AM

Day 2-3 (July 4-5)	
Workshops, Random Play Dance,	
Performances:	12:00PM - 6:00PM
All Ages Dance:	8:00PM - 10:00PM
18+ Dance	10:00PM - 2:00AM

Day 4 (July 6)	
Workshops, Random Play Dance,	
Performances:	11:00AM - 3:00PM

AX MERCH BOOTH

South Hall Lobby

Find official AX merchandise exclusively at the Merch Store.

Day 1 (July 3)	9:00AM - 6:00PM
Day 2 (July 4)	9:00AM - 6:00PM
Day 3 (July 5)	9:00AM - 6:00PM
Day 4 (July 6)	9:00AM - 4:00PM

West Hall Lobby

Find official AX merchandise exclusively at the Merch Store.

Day 1 (July 3)	9:00AM - 8:00PM
Day 2 (July 4)	9:00AM - 8:00PM
Day 3 (July 5)	9:00AM - 8:00PM
Day 4 (July 6)	9:00AM - 4:00PM

BEER GARDEN

Peacock Place at L.A. Live

Relax under beautiful paper lantern décor while sipping on a variety of Japanese-themed cocktails and food options. This is an experience you don't want to miss!

All Ages	
Day 1 (July 3)	9:00AM - 12:00AM
Day 2 (July 4)	9:00AM - 12:00AM
Day 3 (July 5)	9:00AM - 12:00AM
Day 4 (July 6)	9:00AM - 3:00PM

COSPLAY REPAIR

Inside the Entertainment Hall

Need to repair your costume and fix your wig? The AX Cosplay Repair Center is provided at no cost as a courtesy to our attendees.

Day 1 (July 3)	9:00AM – 9:00PM
Day 2 (July 4)	9:00AM – 9:00PM
Day 3 (July 5)	9:00AM – 9:00PM
Day 4 (July 6)	9:00AM – 3:00PM

ENTERTAINMENT HALL

West Hall

Come experience experiential exhibitors, gaming demos, and photo sets at the Entertainment Hall! No matter what your Entertainment Needs are, the Entertainment Hall has it all!

Day 1 (July 3)	9:00AM – 9:00PM
Day 2 (July 4)	9:00AM – 9:00PM
Day 3 (July 5)	9:00AM – 9:00PM
Day 4 (July 6)	9:00AM – 3:00PM

ENTRANCE GATES

All attendees will be able to enter the Los Angeles Convention Center during the hours listed below.

South Hall (Mahoko Gate)

Day 1 (July 3)	9:00AM – 6:00PM
Day 2 (July 4)	9:00AM – 6:00PM
Day 3 (July 5)	9:00AM – 6:00PM
Day 4 (July 6)	9:00AM – 4:00PM

Pico Blvd East (Ai Gate)

Day 1 (July 3)	9:00AM – 12:00AM
Day 2 (July 4)	9:00AM – 12:00AM
Day 3 (July 5)	9:00AM – 12:00AM
Day 4 (July 6)	9:00AM – 4:00PM

Pico Blvd West (Xeno Gate)

Day 1 (July 3)	9:00AM – 12:00AM
Day 2 (July 4)	9:00AM – 12:00AM
Day 3 (July 5)	9:00AM – 12:00AM
Day 4 (July 6)	9:00AM – 4:00PM

West Hall (Kisegi Gate)

Day 1 (July 3)	9:00AM – 2:00AM
Day 2 (July 4)	9:00AM – 2:00AM
Day 3 (July 5)	9:00AM – 2:00AM
Day 4 (July 6)	9:00AM – 4:00PM

North Plaza (Max Gate)

Day 1 (July 3)	9:00AM – 6:00PM
Day 2 (July 4)	9:00AM – 6:00PM
Day 3 (July 5)	9:00AM – 6:00PM
Day 4 (July 6)	9:00AM – 4:00PM

EVENT OPERATIONS

508A

Need assistance? Visit us at Event Operations. We can provide assistance with any questions or concerns you may have. PARENTS: All lost children are escorted to Event Operations to await your arrival.

Day 1 (July 3)	9:00AM – 2:00AM
Day 2 (July 4)	9:00AM – 2:00AM
Day 3 (July 5)	9:00AM – 2:00AM
Day 4 (July 6)	9:00AM – 5:00PM

EXHIBIT HALL

With over 400 vendors, attendees can explore a vast array of merchandise. Leading anime, manga, gaming, fashion companies will also be previewing upcoming releases and connecting with fans at their industry booths

South Hall

West Hall

Day 1 (July 3)	9:00AM – 6:00PM	9:00AM – 9:00PM
Day 2 (July 4)	9:00AM – 6:00PM	9:00AM – 9:00PM
Day 3 (July 5)	9:00AM – 6:00PM	9:00AM – 9:00PM
Day 4 (July 6)	9:00AM – 3:00PM	9:00AM – 3:00PM

FIRST AID STATION

South Hall Lobby

Day 1 (July 3)	9:00AM – 6:00PM
Day 2 (July 4)	9:00AM – 6:00PM
Day 3 (July 5)	9:00AM – 6:00PM
Day 4 (July 6)	9:00AM – 4:00PM

West Hall Lobby

Day 1 (July 3)	9:00AM – 2:00AM
Day 2 (July 4)	9:00AM – 2:00AM
Day 3 (July 5)	9:00AM – 2:00AM
Day 4 (July 6)	9:00AM – 6:00PM

JW Marriott

Day 1 (July 3)	9:00AM – 12:00AM
Day 2 (July 4)	9:00AM – 12:00AM
Day 3 (July 5)	9:00AM – 12:00AM
Day 4 (July 6)	9:00AM – 3:00AM

Peacock Place

Day 1 (July 3)	9:00AM – 12:00AM
Day 2 (July 4)	9:00AM – 12:00AM
Day 3 (July 5)	9:00AM – 12:00AM
Day 4 (July 6)	9:00AM – 3:00PM

stay tuned for
ax chibi 2025!
november 8-9

GAMING, RETRO GAMING, & TABLETOP GAMING

Inside the Entertainment Hall

Connect with fellow gamers and make new friends with over 60+ free-to-play gaming stations. With tournaments, learn-to-play, and free-play sessions, there's something for everyone at every skill level.



Scan the QR code for Gaming Tournament Schedule



Scan the QR code for Tabletop Gaming Tournament Schedule

Day 1 (July 3)	9:00AM - 9:00PM
Day 2 (July 4)	9:00AM - 9:00PM
Day 3 (July 5)	9:00AM - 9:00PM
Day 4 (July 6)	9:00AM - 3:00PM

ICHIBAN MARKET

Chick Hearn Court

Anime Expo is proud to open Ichiban Market for our attendees to get a taste of an authentic Japanese market! Get transported to an immersive culinary and cultural experience that makes you feel like you are walking down the streets of Japan!

Day 1 (July 3)	9:00AM - 12:00AM
Day 2 (July 4)	9:00AM - 12:00AM
Day 3 (July 5)	9:00AM - 12:00AM
Day 4 (July 6)	9:00AM - 3:00PM

IDOL SUMMER ESCAPE

515AB

Idol Summer Escape consists of shows with an array of idol entertainment, photo ops, and more.

This event requires a ticket. See schedule and info on page 22.



INDUSTRY LOUNGE

309

Industry Lounge is open for Industry Badge attendees to catch up with work on site or hold meetings in-between panels.

Day 1 (July 3)	9:30AM - 6:30PM
Day 2 (July 4)	9:30AM - 6:30PM
Day 3 (July 5)	9:30AM - 6:30PM
Day 4 (July 6)	9:30AM - 3:00PM

INFO SERVICES

(Various locations, see below three rows)
Same hours as respective halls

Info Services can help you if you have questions about where things are located, when things are happening, or how late certain parts of the convention are open until. All Info Services booths are also designated SafeSpaces, where attendees can step away from the main event areas for a period of time.

South Hall Lobby Booth

Day 1 (July 3)	9:00AM - 6:00PM
Day 2 (July 4)	9:00AM - 6:00PM
Day 3 (July 5)	9:00AM - 6:00PM
Day 4 (July 6)	9:00AM - 4:00PM

West Hall Lobby Booth

Day 1 (July 3)	9:00AM - 10:00PM
Day 2 (July 4)	9:00AM - 10:00PM
Day 3 (July 5)	9:00AM - 10:00PM
Day 4 (July 6)	9:00AM - 4:00PM

Chick Hearn Court

Day 0 (July 2)	12:00PM - 8:00PM
Day 1 (July 3)	8:00AM - 6:00PM
Day 2 (July 4)	8:00AM - 6:00PM
Day 3 (July 5)	8:00AM - 6:00PM
Day 4 (July 6)	8:00AM - 4:00PM

West Road/JW Marriott

Day 1 (July 3)	9:00AM - 8:00PM
Day 2 (July 4)	9:00AM - 8:00PM
Day 3 (July 5)	9:00AM - 8:00PM
Day 4 (July 6)	9:00AM - 4:00PM

KARAOKE

Gilbert Lindsay Plaza @ AX Crossing

Stop by to watch or take part in showing off your singing skills or just simply sing along!

Day 1 (July 3)	5:00PM - 12:00AM
Day 2 (July 4)	5:00PM - 12:00AM
Day 3 (July 5)	5:00PM - 12:00AM

LOST AND FOUND

507

Day 1 (July 3)	9:00AM - 11:00PM
Day 2 (July 4)	9:00AM - 11:00PM
Day 3 (July 5)	9:00AM - 11:00PM
Day 4 (July 6)	9:00AM - 5:00PM

LOUNGE 21

Concourse Hall F

Complete with drinks and nightly performances, Lounge 21 is a great place to relax and cool off. (Must be age 21 or over to enter).

Day 1 (July 3)	10:00AM - 2:00AM
Day 2 (July 4)	10:00AM - 2:00AM
Day 3 (July 5)	10:00AM - 2:00AM
Day 4 (July 6)	10:00AM - 3:00PM

MAID CAFÉ

515B

Maid Café are shows and interactive experiences with an array of entertainment, including dances, musical performances, photo ops, and more.

This event requires a ticket. See schedule and info on page 22.

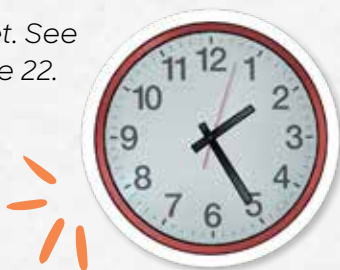
MANGA LOUNGE

Presented by **UIZ**

502B

Take a break from the hustle and bustle by sitting down with one of over 8000 available volumes of manga.

Day 1 (July 3)	9:00AM - 10:00PM
Day 2 (July 4)	9:00AM - 10:00PM
Day 3 (July 5)	9:00AM - 10:00PM
Day 4 (July 6)	9:00AM - 3:00PM



PRESS LOUNGE

305

The Press Lounge provides complimentary internet in a quiet environment for work. A valid Anime Expo 2025 Press badge is required for entry.

Day 1 (July 3)	9:30AM - 6:30PM
Day 2 (July 4)	9:30AM - 6:30PM
Day 3 (July 5)	9:30AM - 6:30PM
Day 4 (July 6)	9:30AM - 3:00PM

QUIET LOUNGE

502A

A quiet place to sit and relax.

Day 1 (July 3)	9:00AM - 10:00PM
Day 2 (July 4)	9:00AM - 10:00PM
Day 3 (July 5)	9:00AM - 10:00PM
Day 4 (July 6)	9:00AM - 3:00PM

WORKSHOP ROOMS

406AB, 409AB

Workshops are hands-on, interactive sessions that provide an opportunity to learn new skills, such as sewing, origami, dancing, and drawing. These rooms will not be cleared between panel events but will be cleared before Ticketed Events and 18+ content programming. See schedule or mobile app.

PROGRAMMING ROOMS

Programming includes panels, Q&As, screenings, gameshows, and more. See schedule or mobile app.

These rooms will NOT be cleared between panel events but will be cleared before Ticketed Events (i.e. concert, Masquerade) and 18+ content programming.

Location: All Rooms

EXCEPTIONS: Room clearing WILL occur prior to the following:

- Ticketed Event (i.e. concert, Masquerade)
- 18+ Content

FREE SHUTTLE SERVICE

Free transportation is provided to Anime Expo badge holders between the Los Angeles Convention Center on the corner of Olympic Blvd and Georgia Street and select official Anime Expo hotels. Information signs are posted at each shuttle boarding location. If you have any questions about transportation, or if you need to make an advance reservation for a wheelchair-accessible shuttle, please see the Anime Expo shuttle coordinator at the shuttle boarding area.

DATE	SERVICE HOURS	FREQUENCY
JULY 3-5 (DAY 1-3)	7:00AM - 7:00AM	Every 20-60 mins
JULY 6 (DAY 4)	7:00AM - 10:00PM	Every 20-60 mins

For Shuttle Information & Special Assistance:
(310) 466-5699.

Please call at least 60 minutes in advance for shuttle information and special assistance.

HOTEL	ROUTE	BOARDING LOCATION AT HOTEL
AC Hotel Downtown Los Angeles	Walk	Walk to LACC
Citizen M	3	Walk to Kawada Hotel - Curbside on Hill St
Conrad Los Angeles	2	Walk to Omni Los Angeles - Curbside on Olive St
Courtyard Los Angeles LA Live	Walk	Walk to LACC
Delphi Downtown LA	1	Walk to Westin Bonaventure - Figueroa Street Entrance
DoubleTree by Hilton Hotel Los Angeles Downtown	3	Curbside on Los Angeles St
E-Central Hotel	Walk	Walk to LACC
Freehand Hotel	3	Curbside on Olive St at 8th St
Hilton Checkers Los Angeles	2	Walk to Millennium Biltmore - Curbside on Grand Ave
Hotel Figueroa	Walk	Walk to LACC
Hotel Indigo Los Angeles	Walk	Walk to LACC
Hotel Per LA	2	Walk to Sheraton Grand - Curbside on Hope St
InterContinental Los Angeles Downtown	1	Curbside on 7th St
JW Marriott Los Angeles at LA Live	Walk	Walk to LACC
Kawada Hotel	3	Curbside on Hill St
Level Los Angeles Downtown	3	Curbside on Olive St at 8th St
Millennium Biltmore Hotel	2	Across Street from Entrance on Grand Ave
Miyako Hotel Los Angeles	3	Walk to DoubleTree - Curbside on Los Angeles St
Moxy Downtown Los Angeles	Walk	Walk to LACC
Omni Los Angeles Hotel	2	Curbside in front on Olive
Residence Inn Los Angeles Downtown LA Live	Walk	Walk to LACC
Sheraton Grand Los Angeles Downtown	2	Curbside on Hope St
Sonder The Craftsman	3	Walk to Freehand Hotel - Curbside on Olive St at 8th St
Sonder The Winfield	3	Walk to Freehand Hotel - Curbside on Olive St at 8th St
The Line Hotel	4	Curbside on Normandie Ave
The O Hotel	2	Walk to Sheraton Grand - Curbside on Hope St
The Ritz-Carlton, Los Angeles	Walk	Walk to LACC
The Wayfarer Hotel	2	Walk to Sheraton Grand - Curbside on Hope St
Westin Bonaventure Hotel & Suites	1	Figueroa Street Entrance

PROGRAMMING TRACKS

ACADEMIC PROGRAM



The Anime Expo Academic Symposium invites scholars to lead panels and presentations on research-based academia with emphasis on anime and other aspects of Japanese culture.

*Marked in schedule with

COSPLAY TRACK



Join veterans of the cosplay community to explore a variety of topics such as wig styling, armor craft, and more. Perfect for seasoned cosplayers and someone new to the community alike.

*Marked in schedule with

CAREER TRACK



Professionals who are currently working in Japan's anime industry and/or other various fields within the entertainment industry that are related to anime to present informational panels, discussions, and workshops.

*Marked in schedule with

CULTURAL TRACK



Experience Japanese traditions and culture through panels and workshops.

*Marked in schedule with

FAMILY DAY TRACK



A selection of programming specifically targeted towards young children and their families with the goal of providing families with content that they can enjoy together in a safe and positive environment.

*Marked in schedule with

For program schedule,
please download the
Anime Expo mobile app.



PROGRAMMING ROOM POLICIES

PROGRAM ROOMS INCLUDE:

Programming (i.e. panels, screenings, and Q&A's)
Workshops

These rooms will be checking badges upon entry. Please ensure that your badge is valid for that day and in clear view for room personnel to assist with line control.

WHAT IS REQUIRED TO ENTER:

Program Rooms: All Program Rooms require verification of your badge and will check your badge upon entry. To help the lines move quickly, please be sure that your badge is valid for that day and is in clear view for room personnel.

Ticketed Events: Ticketed Events require both a Badge and Ticket to enter the Ticketed Event. Please see our Ticketing FAQ for more information.

18+ Events: All 18+ Panel Events, Workshops, and Screening Rooms will require a wristband from an Info Services Booth along with a valid Badge. Only those who verify with acceptable ID that they are 18 years of age or over, as of the event date, will be granted a wristband.

To receive the appropriate wristband, attendees will need to present a valid ID at an Info Services Booth. The below is a list of ID's that will be considered valid:

- State Driver's License
- State Identification Card
- Passport
- Military ID

There will be no exceptions to the types of identification. Re-entry into the room will require the wristband. Please refrain from tampering in any fashion with wristbands provided for entry. If you are over the age of 18 you may not escort another person under the age of 18 into the room. Please do not leave children unaccompanied to attend an 18+ event.

ORDER OF ENTRY

When a room opens for entry we will allow attendees to enter in the following order:

- Disabled Services Priority Access Sticker Holders: These stickers can be retrieved from an Information Booth. Please procure them prior to arriving to the event.
- All other valid Badges with access to Programming and Workshops.

PLEASE NOTE:

Oversize Cosplay Props: These must be placed against the wall; do not place them in the aisle or on adjacent seats

Photo/Video Policies:

- **Panel/Workshop Rooms:** Permissions depend on each individual guest and presenter, therefore photo/video policies will be announced at the beginning of events as each has its own policy.

NON-CLEARING

All Programming, Workshops and Screening Rooms WILL NOT be cleared between normal Panel Events unless specified in the panel description in the program guide, mobile app or online:

Main Events (Peacock Theater)

Petree Hall	408AB
The Novo	409AB
402AB	411
403AB	511ABC
404AB	JW Marriott Platinum Ballroom
406AB	JW Marriott Diamond Ballroom

EXCEPTIONS: Room clearing WILL occur prior to the following:

- Ticketed Event (i.e. concert, Masquerade)
- 18+ Content Tracks

Please refer to the AX Schedule for room clearing information on all panels.

Anime Expo® and the SPJA reserve the right to modify and/or update this policy at any time.

TICKETING POLICIES

Some events at Anime Expo require an additional ticket to attend, such as the Maid Cafe, Idol Summer Escape, Masquerade, and concerts. Please be sure to check the event description to be aware of any key information you may need to know prior to check-in at the door. Also, policies and restrictions can vary between events, especially when they take place in different venues, such as the Peacock Theater and the Novo.

To attend any of the events produced by/hosted during Anime Expo, all ticket holders MUST have both a valid Anime Expo participant badge as well as their ticket or wristband for admission. For more information, please visit anime-expo.org/ticketing-faq

REFUND & EXCHANGE POLICY

All sales are final. No refunds or exchanges. No refunds will be given for missed shows. See Door Open and Close Policy.

LOST/STOLEN TICKETS

The ticket purchaser is solely responsible for the tickets purchased. Lost or stolen tickets will not be replaced or refunded.

CHILD ADMISSION POLICY

For most events, children 2 years of age and younger do not require a ticket to be admitted at any ticketed event; however, they must sit on an adult's lap and may not occupy a seat. Any child 3 years of age and older will require a ticket to enter the event area or venue and must occupy their ticketed seat only. Please note that some events may have a different age policy. Please see the specific event page or contact events@anime-expo.org or come to the Ticketing Booth for further information.



For full ticketing policy details please visit www.anime-expo.org/legal

MAIN EVENTS & HIGHLIGHTS

DAY 1 - JULY 3

Welcome Ceremony	Main Events (Peacock Theater)	10:00AM - 10:50AM
Fashion Show	Petree Hall	11:15AM - 1:15PM
Gundam Rising in Los Angeles - Mobile Suit Gundam GQuuuuuuX Special Event	Main Events (Peacock Theater)	11:30AM - 2:30PM
Aniplex of America 20th Anniversary Industry Panel	Petree Hall	2:00PM - 3:20PM
COLORFUL STAGE! The Movie: A Miku Who Can't Sing - Cheer Screening	JW Diamond	3:45PM - 6:15PM
MAPPA Panel "Chainsaw Man - The Movie: Reze Arc" and more	Petree Hall	4:00PM - 4:50PM
GeeXPlus Presents: Pushing Content Creation in Japan (ft: Trash Taste, Spilled Ink, & more)	Petree Hall	7:00PM - 8:20PM
"J-POP SOUND CAPSULE @AX2025" Anisong World Matsuri Returns!	Main Events (Peacock Theater)	7:00PM - 10:00PM

DAY 2 - JULY 4

Gachiakuta US Premiere and Special Guest Q&A	JW Platinum	10:00AM - 11:20AM
Demon Slayer: Kimetsu no Yaiba 6th Anniversary Celebration	Main Events (Peacock Theater)	10:30AM - 12:00PM
Leveling Up: How Anime, Manga & RPGs Inspired Naoki Yoshida and FINAL FANTASY	Petree Hall	12:30PM - 1:45PM
Paru Itagaki ("BEASTARS ") x Science SARU ("DAN DA DAN ") TV Anime "SANDA" Panel & World Premiere	JW Platinum	12:30PM - 1:50PM
HATSUNE MIKU: COLORFUL STAGE! Fan Meeting at Anime Expo 2025	Main Events (Peacock Theater)	2:00PM - 3:20PM
Obey Me! Boys: Meet and Greet 2025 at AX	408AB	5:15PM - 6:05PM
JoJo's Bizarre Adventure Meets Anime Expo 2025 Special Panel	Petree Hall	5:45PM - 6:35PM
LEVIATHAN Exclusive Premiere	Petree Hall	7:15PM - 8:05PM

DAY 3 - JULY 5

MY HERO ACADEMIA SPECIAL EVENT Hosted by TOHO animation	Main Events (Peacock Theater)	10:00AM - 11:20AM
One-Punch Man Season 3 Panel - Saitama is Back!	JW Diamond	12:00PM - 1:20PM
HYPNOSISMIC -D.R.B- Movie / UTA☆PRI TABOO NIGHT XXXX Screening	The Novo	11:30AM - 2:30PM
FGO 8th Anniversary x TYPE-MOON Projects	Petree Hall	1:30PM - 2:50PM
Persona Music Experience with Lyn Inazumi	The Novo	3:30PM - 4:20PM
DAN DA DAN Panel with Director & Voice Cast	Main Events (Peacock Theater)	4:30PM - 5:20PM
Sukeban World Championship Fight at Anime Expo 2025	North Plaza	7:00PM - 10:00PM
AZUKI Presents: Alley Escape (This event is 21+)	Bike Shed Moto Co	8:00PM - 11:59PM
Anime Expo 2025 Masquerade	Main Events (Peacock Theater)	8:30PM - 11:30PM

DAY 4 - JULY 6

JUJUTSU KAISEN SPECIAL EVENT Hosted by TOHO animation	Main Events (Peacock Theater)	10:00AM - 10:50AM
Kaiju No. 8 Panel Powered by Crunchyroll	Main Events (Peacock Theater)	12:00PM - 12:50PM
Toilet-bound Hanako-kun: Special Premiere With Cast and Staff	Petree Hall	12:00PM - 12:50PM
Closing Ceremony	Main Events (Peacock Theater)	4:00PM - 4:50PM

GUESTS OF HONOR

BAKU KINOSHITA



"ODDTAXI" was Baku Kinoshita's debut as a director and a character designer, gaining global attention.

He joined P.I.C.S. as an animator and assistant director for commercials and music videos. His works, inspired by various filmmakers, feature unique designs and vibrant colors.

A special panel at AX2025 on "The Last Blossom", his first original theatrical film with Kazuya Konomoto, will highlight its highly anticipated fall 2025 release in Japan.

His distinctive works have captivated anime fans, making him one of Japan's most promising young animation directors.

KAZUAKI KURIBAYASHI



Kazuaki Kuribayashi, director of the battle entertainment anime film, "KILLTUBE", set in a Japan still stuck in the Edo period. The 2024 pilot has surpassed 5M+ views, gaining early attention in Japan on despite being a debut work. Kuribayashi has won over 60 awards, such as Cannes Lions, Spikes Asia, and was also selected for Ad Age's '40 Under 40.'

Drawing on this experience, he launched a unique project to openly share the production process, which has become a hot topic in Japan. With approximately 1 billion yen in funding raised, the team is dedicated to aiming for a North American release.

GENKI ITO



Producer of "SAKAMOTO DAYS". After joining Tokyo Movie, the predecessor of TMS, Genki Ito worked as a production manager and production desk before becoming an animation producer with "Yowamushi Pedal Re:GENERATION." As a producer, he has been involved in numerous projects including the "Yowamushi Pedal" series and the "Fruits Basket" series.

KAZUKI URA



Born on October 18, Kazuki Ura is a voice actor from Osaka Prefecture, Japan. He made his leading role debut as Yoichi Isagi in the anime "Blue Lock", which aired from October 2022. In 2024, he won the Best Lead Actor Award at the 18th Seiyu Awards. In July 2025, he plays the protagonist Shiki Ichinose, who inherits

the blood of an oni, in "TOUGEN ANKI". His notable works include "Blue Lock", in which he portrays Yoichi Isagi, "Zenshu", where he plays Luke Braveheart, and "Anyway, I'm Falling in Love with You", in which he plays Kizuki Hazawa.



MASAKI WATANABE



Director of “SAKAMOTO DAYS”. After joining BEE TRAIN Production Inc., Masaki Watanabe made his directorial debut with “Tsubasa: Reservoir Chronicle.” He later became independent and, aside from “SAKAMOTO DAYS,” has been a long-time director of the “Battle Spirits” series.

NAOKI YOSHIDA



Naoki Yoshida originally hails from Sapporo City in Hokkaido Prefecture. After graduating vocational school, he joined Hudson Soft Co., Ltd., where he was involved in development of franchises such as Far East of Eden and Bomberman.

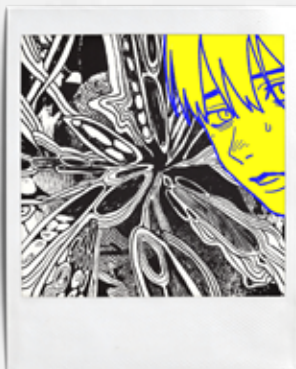
In 2005, Yoshida joined Square Enix Co., Ltd., and took on design and directorial roles for DRAGON

QUEST Monster Battle Road and DRAGON QUEST X before being appointed to helm FINAL FANTASY XIV in 2010. As Producer and Director, Yoshida executed an exhaustive plan to overhaul many of the original game’s unpopular systems, relaunching the title as FINAL FANTASY XIV: A Realm Reborn.

Yoshida has continued to lead the development and operations of FINAL FANTASY XIV ever since, as well as oversee the entirety of Creative Studio III.

Recently, Yoshida produced FINAL FANTASY XVI, the latest standalone numbered title in the iconic FINAL FANTASY franchise. He also remains an avid gamer in his free time, often enjoying FINAL FANTASY XIV alongside other Warriors of Light or diving into new releases.

MOKUMOKUREN



Mokumokuren is a manga creator who debuted with “The Summer Hikaru Died”, a series blending horror with coming-of-age themes. The manga gained significant attention on social media and quickly rose to prominence. Within a year of serialization, it won first place in the male reader’s category of Takarajimasha’s ‘This Manga is Amazing!’ list

in 2023 and placed 11th in the Manga Taisho that same year. Mokumokuren’s captivating work has since been adapted into a novel and an anime series.

OGERETSU TANAKA



Born July 3rd, Ms Tanaka made her manga debut in 2014. Since her days as an up-and-coming artist she continues to draw a wide variety of works with her exquisite artwork, everything from heartbreaking serious love stories to outrageous school comedies are drawn with skill and tenderness. “HAPPY OF THE END”, published by KUMA Books

and Takeshobo, was recently adapted into a live-action drama. And their new series, “NOMA”, is currently serialized in Takeshobo’s web magazine QPA.

For full list of talents,
please download the
Anime Expo mobile app.



GUESTS OF HONOR

PEACH-PIT



PEACH-PIT the talented female manga artist duo of Sendou Banri and Ebara Shibuko! We are excited to welcome PEACH-PIT back to AX after 10 years!

They have created a wide range of works spanning Seinen, Shoujo, and Shounen genres. Their series “Rozen Maiden”, “Zombie-Loan”, and “Shugo Chara!”, have been adapted into anime

with “Shugo Chara!” even winning the 32nd Kodansha Manga Award!

Fun Fact: Ebara Shibuko loves sweets, while Sendou Banri enjoys a mix of sweet, spicy, and complex flavors!



YASUTO SASADA



Born in 1985, the Okayama native is a contemporary artist creating miniature paintings using 0.3mm pens.

Combining his imagination and techniques, Sasada's unique paintings have tremendous energy which no one else but he can create.

His works go beyond the frames of a painter. Sasada astonished the art industry

by collaborating with Yohji Yamamoto at the Paris Fashion Week Fall/Winter 2014–2015.

A very rare situation occurred after the Paris Fashion Week, as world-famous musicians and models rushed to lay hands on Sasada's one-and-only jackets drawn by his very own hands.

Not limiting himself to the world of art, Sasada plans to expand his field of activity and spread his works globally as well. He is one of the most remarkable artists in Japan.

YURIYAN RETRIEVER



Born in 1990 in Nara, Japan, Yuriyan Retriever is a celebrated Japanese comedian affiliated with Yoshimoto Kogyo, Japan's largest entertainment company. Known for her English-language sketches, impersonations, and bold comedic style, she rose to national fame after winning the 2021 KTV R-1 Grand Prix, becoming Japan's top

solo comedian. Internationally recognized for her unforgettable performance on America's Got Talent in 2019, she has since worked with global brands like Nike and KitKat, and expanded into acting, voice work, and rap music. In 2024, she starred in the hit global drama “The Queen of Villains” and relocated to Los Angeles, setting her sights on becoming the world's top entertainer and aiming for the Academy Awards.





Connect Through Anime on TikTok

TikTok is full of **Anime Content!**
A community of **Anime Fans!** Discuss and discover on **TikTok!**



Anime Fan Creators
Active Around the World!



Join the Anime Fun on TikTok!

IDOL SUMMER ESCAPE

New to Anime Expo! Step into the dazzling world of idols from around the globe in this exclusive, up-close experience! Enjoy live performances, immerse yourself in the excitement of wotagei, and indulge in a specially curated food, drink, and dessert menu.

Don't miss the rare chance to watch and cheer the idols, browse their exclusive merch, and snap some adorable chekkis to remember the night!



Aonyan
★ ★ ★



BERRY
★



Chérie ife
★



Hamu Cotton
★



Italia is Kawaii
★



Moe 7 Age!
★



Nekopuf
★



SAY-LA
★ ★



Shoyun
★



Yurimaru
★ ★ ★

★ TALENT LINEUP DAY 1

★ TALENT LINEUP DAY 2

★ TALENT LINEUP DAY 3



Scan the QR code to get tickets!



MAID CAFÉ (ALL AGES)

515AB

Event Schedule: Day 1-4

11:00AM – 12:00PM

12:30PM – 1:30PM

2:00PM – 3:00PM

3:30PM – 4:30PM



Inspired by the maid cafes of Akihabara, Anime Expo's Maid Café has been one of our most popular events. Our cute and courteous maids are ready to entertain you, whether they break out in song and dance or facilitate an activity. Enjoy a drink and an interactive show, and thank the maids on your way out!



Scan the QR code to get tickets!



INDUSTRY APPEARANCES



A.J. Beckles
Voice Actor



Abby Trott
Voice Actor



Acky Bright
Artist



Adam McArthur
Voice Actor



Akihisa Shibuya
Producer



Akira Yamaoka
Executive Producer



Albert Kao
Localization Producer



Alejandro Saab
Voice Actor



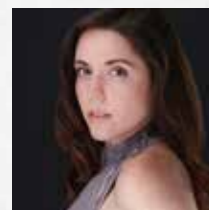
Aleks Le
Voice Actor



Allegra Clark
Voice Actor



AmaLee
Voice Actor



Amber Lee Connors
Voice Actor



Anne Yatco
Voice Actor



Arthell Isom
CEO, D'ART Shtajio



Asanagi
Manga Artist



Atsushi Kaneko
Industry Appearance



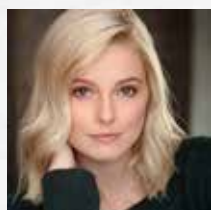
Ayako Kawasumi
Producer



Ben Balmaceda
Voice Actor



Bill Butts
Voice Actor



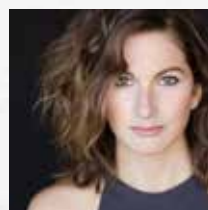
Briana White
Voice Actor



Brianna Knickerbocker
Voice Actor



Britt Baron
Voice Actor



Brittany Cox
Voice Actor



Bryson Baugus
Voice Actor



Caleb Yen
Voice Actor



Cassandra Lee Morris
Voice Actor



Chiaki Kobayashi
Voice Actor



Christiano Terry
CEO, N LITE



Cory Yee
Voice Actor



Daiki Yamashita
Voice Actor

TALENT

For full list of talent and performer schedule please download the Anime Expo mobile app.



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INDUSTRY APPEARANCES



David Vincent
Voice Actor



Dawn M. Bennett
Voice Actor



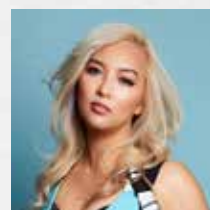
Donald Hewitt
Screenwriter



Emi Lo
Voice Actor



Erica Mendez
Voice Actor



Faye Mata
Voice Actor



Fuga Yamashiro
Director



Fuko Noda
Animation Producer



Fumiya Imai
Voice Actor



George Wada
President, WIT STUDIO



Go Inagaki
Producer



Greg Chun
Voice Actor



Griffin Burns
Voice Actor



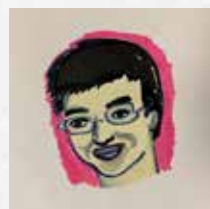
Hiroaki Akagi
Director



Hirofumi Ito
Producer



Hiroshi Ikehata
Director



Hiroshi Kamei
Producer



Hirotaka Kobayashi
Voice Actor



Hiroto Kuramasu
Executive Producer



Hiroya Hasegawa
Vice President,
MAPPA Co., Ltd.



Honoka Kato
Industry Appearance



Howard Wang
Voice Actor



ISHiKei
Manga Artist



John Bentley
Voice Actor



Junya Enoki
Voice Actor



Justin Briner
Voice Actor



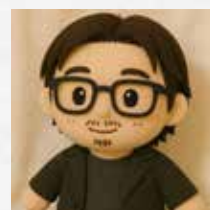
Kaho Shibuya
Content Creator



Karin Isobe
Voice Actor



Kayli Mills
Voice Actor



Kazuhiro Nishikawa
CEO, Dandelion
Animation Studio

INDUSTRY APPEARANCES



Kazuya Tsurumaki
Director



Kazuya Yamashita
Voice Actor



Keith Silverstein
Voice Actor



Kenichi Shimada
Producer



Kent Ito
Voice Actor



Kira Buckland
Voice Actor



Kohei Sakita
Producer



Kumo Kagyu
Novelist



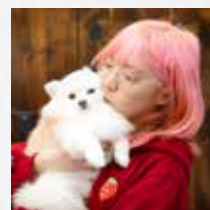
Kyohei Yaguchi
Voice Actor



LAM
Artist



Landon McDonald
Voice Actor



Lilypichu
Voice Actor



Makoto Furukawa
Voice Actor



Manabu Otsuka
President,
MAPPA Co., Ltd.



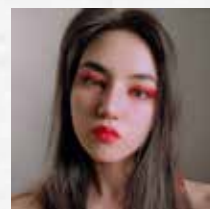
Masayuki Yamagishi
CEO, NextNinja



Max Mittelman
Voice Actor



Megumi Ogata
Voice Actor



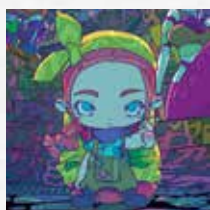
Michelle Rojas
Voice Actor



Michelle Ruff
Voice Actor



Miku Kobato
Artist



MINOMIYABI
Artist



Miura Ayme
Voice Actor



Motoi Okamoto
Producer



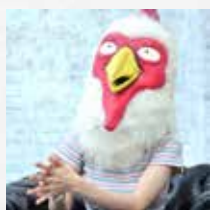
Naohiro Ogata
Director, Bandai Namco
Filmworks, Inc.



Natsuki Hanae
Voice Actor



Nazeesh Tarsha
Voice Actor



Paru Itagaki
Manga Artist



Patrick Seitz
Voice Actor



Rei Hebighuchi
Manga Editor



Ricco Fajardo
Voice Actor

TALENT

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INDUSTRY APPEARANCES



Ryan Bartley
Voice Actor



Ryoichiro Matsuo
CEO, CLAP Co., Ltd.



Ryukishi07
Writer



Sam Slade
Voice Actor



Sarah Natochenny
Voice Actor



Satoshi Kada
Voice Actor



Satoshi Onishi
Voice Actor



Satoshi Tsuruoka
Voice Actor



Seiji Mizushima
Director



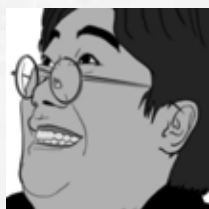
Shinobu Seguchi
Artist



Shinya Sumi
Voice Actor



Shiwasu no Okina
Manga Artist



Shunsuke Sugimoto
Producer



Stephen Fu
Voice Actor



Suzie Yeung
Voice Actor



Takanori Matsuoka
Producer



The Anime Man
Digital Influencer



Tomohisa Shimoyama
Director



Tomoyo Kurosawa
Voice Actor



Toshikazu Tsuji
Animation Producer



Toshitaka Morioka
Director



Wendee Lee
Voice Actor



Xander Mobus
Voice Actor



Xanthe Huynh
Voice Actor



Yoji Enokido
Writer



Yu Ito
Industry Appearance



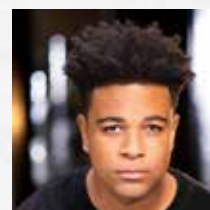
Yuka Mochizuki
Industry Appearance



Yuki Nakashima
Voice Actor



Zach Aguilar
Voice Actor



Zeno Robinson
Voice Actor



MUSICAL GUESTS

ASTERISM



ASTERISM is a three-piece next generation heavy metal band from Japan. The members are HAL-CA (Gt./Vo), MIYU (Ba.), and MIO (Dr.). In March 2023, they made their major debut with SME Records.

ASTERISM aims for

further global expansion with a new genre "MASS METAL" which means "a metal that reaches, resonates, and is loved by the masses", based on their meticulously composed music and their unique pop sensibilities. Their activities are global, with performances in the United States, France, Korea, China, Saudi Arabia, Thailand, Singapore, India, and other countries, resulting in a large number of local fans. A successful one-man tour was just held in November 2024, starting with a performance in Los Angeles.

FLOW



A five-member mixture rock band featuring KOHSHI (Vocals), KEIGO (Vocals), TAKE (Guitar), GOT'S (Bass), and IWASAKI (Drums). They have created numerous theme songs for anime, including the opening theme "GO!!!"

for *Naruto* and the opening theme "COLORS" for *Code Geass: Lelouch of the Rebellion*. Since 2006, they have actively pursued overseas activities, delivering music that transcends borders as a "live band."

GRANRODEO



A rock duo comprising "KISHOW" (voice actor Kishou Taniyama) and "e-ZUKA" (guitarist Masaaki Iizuka). KISHOW is responsible for writing almost all the lyrics, while e-ZUKA handles all composition and arrangement. They

made their debut in 2005 with the opening theme "Go For It!" for the TV anime *IGPX*, and have since performed numerous anime theme songs, including for *Kuroko's Basketball*. In recent years, they have held concerts at various venues, ranging from arena-scale events to live houses across Japan. This year, 2025, marks their 20th anniversary as a duo.

HIROSHI KITADANI



In 1994, he made his major debut as the three-member rock unit "Stagger." In 1999, he performed the first opening theme song "We Are!" for the TV anime *ONE PIECE*. Since then, he has contributed to the theme songs of *ONE PIECE* five times in total, including collaborations, making him the record holder for the most *ONE PIECE* theme song contributions. In 2002, he joined the anime song supergroup "JAM Project" as a second-

generation member. He has actively participated in Budokan concerts and overseas events, and continue to play a central role in the group to this day.

SAKURAZAKA46



SAKURAZAKA46 debuted in April 2016 as Keyakizaka46 and changed its name in 2020. The group has performed multiple times at the Tokyo Dome and ZOZO Marine

Stadium, attracting over 110,000 fans. In November 2024, they became the first Japanese idol group to perform on the main Harbourflap Stage at Hong Kong's largest music festival, Clockenflap Music & Arts Festival 2024.

TOGENASHI TOGEARI



A real band closely linked to the original anime *Girls Band Cry*. The band consists of members selected through an audition organized by agehasprings, and they not only perform as the anime's main cast voice

actors but also handle its theme songs and in-show music, while actively engaging in live performances. Following the TV anime *Girls Band Cry*'s broadcast debut, all the opening/ending theme songs and insert songs by TOGENASHI TOGEARI made it onto Spotify's Viral Charts. Unusually for a new band, five songs simultaneously charted, creating a major buzz. In September 2025, they are set to hold a solo live performance at the iconic Nippon Budokan. The music is produced by Kenji Tamai.

ニコエイ ENTERTAINMENT

Special Offering from *Nikkei Entertainment!*

Nikkei Entertainment! is a monthly entertainment magazine published and sold in Japan.

Here it has put together a special article on popular anime and manga for visitors to the Anime Expo.

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©Hyuganatsu, Imagica Infos/"The Apothecary Diaries"Project

The Apothecary Diaries Season 2

Extraordinary results seen from the show's data

The Apothecary Diaries is a mystery series about a young girl named Maomao who is employed at the rear palace of the Imperial Palace and who uses her knowledge of medicines and poisons to solve the various incidents that occur. Since 2011, it has been published as a light novel series on the self-publishing novel website Shosetsuka ni Naro (Let's Become a Novelist!). Unusually, the novel has been adapted into two different manga series. The total number of copies printed from the series has surpassed 40 million (average of famous series which reached anime production has range from 3 to 10 million), demonstrating its incredible popularity.

Season 2 of the anime series is currently being aired in Japan and streaming globally, while its popularity is also rising in the US. What is the anime's viewing trends in Japan, and how does the series become a nation-wide hit? Using data from a sample of 640,000 viewers of the show on TVS REGZA's smart TV, we delve into why *The*

Apothecary Diaries has become so popular.

Season 2 : Clear Top Spot in Japan's Rankings

From January to March 2025, (the time of the first cours of season 2), a total of 78 different anime series were broadcast on terrestrial TV in Japan. Overwhelmingly at the top of the rankings was *The Apothecary Diaries*. When looking at the interaction rate on REGZA (the number of viewers and their viewing time), the series became the top of the list for both teenagers and age 20 or higher for women and age 50 or higher for men (others 2nd or 3rd of the list).

"Outside Japan, anime series are mainly streamed online, and with new releases starting simultaneously, more exciting series which keeps going on tends to grow in popularity. In Japan, however, popularity levels are boosted by acclaim for the original work and the actual TV airtime. I think the popularity of season 2 can be attributed to the series' growing fame and solid reputation following season 1, and the fact that the TV time slot was set at 11 pm. (Editorial note: Anime is often broadcast from 12 am onwards in Japan.)"

(Hideo Kataoka, Fellow (Cloud business strategy/UX Design), REGZA Cloud Business Center) The "Fanbase by program (concurrent viewing)" displays what other shows were watched by the viewers of *The Apothecary Diaries*. The higher the show is on the graph, the more viewers watch that show concurrently alongside *The Apothecary Diaries* compared to anime viewers overall, and the further right the show is on the graph, the more TV sets tuned or playback of timer recorded

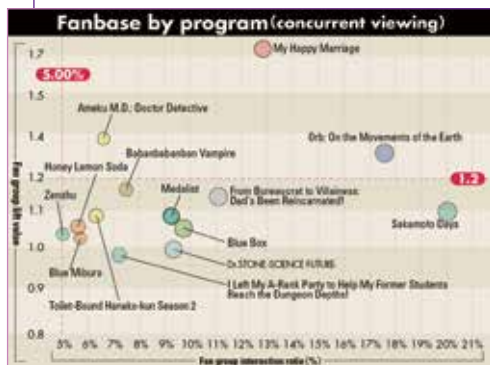
ing to that show are watched.

The top three are *My Happy Marriage*, *Orb: On the Movements of the Earth*, and *Ameky M.D.: Doctor Detective*. "Passionate dramas tend to be watched alongside one another. This lineup is perhaps unique to *The Apothecary Diaries* as it is a show that has grown in popularity even among those who aren't typically anime fans."

Due to the nature of the show, *The Apothecary Diaries* is engaging in collaborative projects with

the Ministry of Health, Labour and Welfare, the Japan Pharmaceutical Association, Universal Studios Japan (July 1 onwards), and multiple drugstores. Whether on TV or in daily life, the name of the show and its visuals are rapidly becoming more recognizable.

"It is noticeable that the number of collaborations with the show has increased since season 2 has aired. It has become a nationwide hit, which is clear to see in the data from this period."

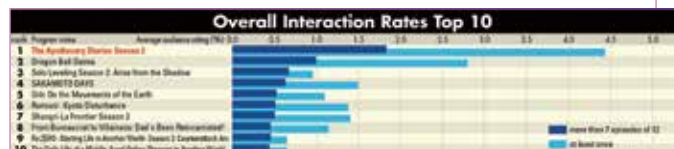


1st Cours of Season 2 / Winter 2025 (starting Jan)
Fanbase by program (concurrent viewing)

"Fan group lift value" on the vertical axis shows how many times more the fan group for *The Apothecary Diaries* viewed the show than the overall group. "Fan group interaction ratio" on the horizontal axis shows the percentage of the fan group for *The Apothecary Diaries* that viewed that show.

SURVEY METHODS

Data taken from TVS REGZA's viewing data, enabling side-by-side comparison of major shows. Scope: Approx. 640,000 REGZA TV viewers in Tokyo, Kanagawa, and Saitama ("sample size varies depending on applicable period). Applicable TV channels: Eight digital terrestrial channels (NHK General, NHK E, Nippon TV, TBS, Fuji TV, TV Asahi, TV Tokyo, and Tokyo MX). Applicable shows: Anime shows broadcast on TV. The Winter 2025 season (starting Jan) includes shows broadcast up until March 28. Search: "regza anime data"



1st Cours of Season 2 / Winter 2025 (starting Jan) "Interaction rate" "Counting 1/3 minutes of each episode watched (real time/ playback (of timer rec))"

Following a survey of the number of views, light blue marks people who have seen a show at least once, and dark blue marks people who have seen more than 70% of a show (more than 7 episodes of 12). You can see that the larger the number, the more people have interacted with that show.

GACHIAKUTA

Kei Urana
Manga Artist

Adapted into an animated series by Bones Inc. this year
A novel, battle-action series garnering wide attention overseas

Gachiakuta is the debut battle-action manga series from Kei Urana. It has been serialized in the *Weekly Shonen Magazine* (Kodansha) since 2022. Urana's outstanding drawing abilities coupled with the dynamic style of graffiti artist Hideyoshi Ando have created entirely new manga visuals. The series is growing in popularity on a global scale and won the Special Global Prize in the Next Manga Awards.

Its adaptation into an animated series was confirmed in 2025. The highly anticipated animated series will be produced by Bones Inc, with a stellar lineup working behind the scenes including Fumihiko Suganuma, who has worked as director on hit series such as *Kuromukuro*.

How do you feel now that *Gachiakuta's* adaptation into an animated series has been confirmed?

Urana It's still a bit surreal, but I'm so excited that it's being produced by Bones Inc. as it's something I've dreamed of since I was a child. I'd always preferred watching anime over reading manga, and I loved watching the unique productions by Bones like *Ouran High School Host Club*.

What is your involvement in the adaptation?

Urana While to some extent I want to entrust the process to the director and everyone else involved as they are all anime professionals, I want to make sure that the flavor of the original manga is reproduced on-screen. I'm therefore looking at different scenarios and storyboards and making requests on how I want the characters to be drawn. That said, Suganuma-san has read the manga thoroughly so I feel very comfortable. The team are producing an incredible series both from an artistic and storytelling standpoint, and I've got some exciting things coming with the manga series, too. They're both worth looking out for. The anime has inspired me and I'm more focused than ever.



The moment Rudo uncovers his abilities. Urana says, "Rudo is still a child. His experiences are somewhat like my own as a child or when I was growing up. Although in manga it is easy to show how abilities and powers develop, my aim is to make it easy for readers to understand characters' internal growth." (P152-153, Chapter 3, Volume 1).

Battles Amid a World of Trash

Gachiakuta is set in a world that has been split into two areas: Tenkai and Naraku. The protagonist is a young boy named Rudo who lives in a slum that is home to the descendants of criminals, where his job is to collect

trash despite constant discrimination. Falsely accused of a crime, one day Rudo is dropped into the Naraku. Here he becomes a Giver with the ability to "awaken" objects and goes on a wild journey.

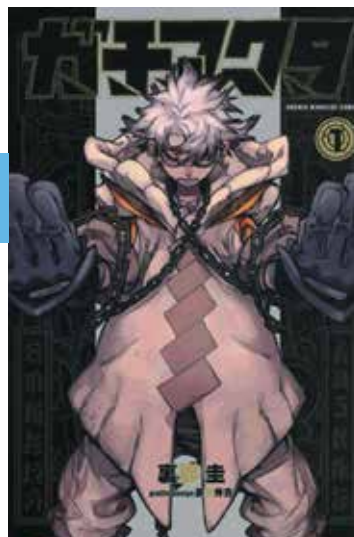
What was the idea for the original manga?

Urana I came up with the idea partly because I'd never seen a manga in which trash was center stage. I'm often asked if I'm trying to point out global environmental issues, but my idea was never so impressive. I simply thought that it would be cool to see battles play out in a world of trash. I don't want to say that my idea was completely unrelated to the world's environmental issues, however. When I thought hard about what really mattered to me, I realized that I was the type of person who truly treasures her belongings. I thought it would be interesting to focus on objects like this in a world of trash. When I was a child, I broke one of my favorite pens and empathized with it how it might be feeling. It is from here that my idea to give Rudo and others unique capabilities as Givers developed.

At one point I realized that the environmental issues we face are also relevant to our local/personal environments. I therefore set out to examine what environments would lead to what types of journeys for Rudo and the other characters.

What type of manga did you aim to create with your drawings and panel layouts, for example? The inclusion of the graffiti artist Hideyoshi Ando is something we've not seen before.

Urana At first all I could think about was how fun the process was and I didn't really think about the reader. Now, however, while making the most of my drawing skills I also pay attention to the manga's appearance and readability. I also consider the impact that certain drawings could have at certain times and aim for a balanced, almost rhythmical progression. Manga can be a bit like music. I often think about the best moment to insert different onomatopoeia and how it might



His enemies are common sense, authority, and discrimination. Falsely accused of a crime he didn't commit and dropped into the Naraku from a place called the Tenkai, the protagonist Rudo sets out on a journey to transform the world he hates... 13 volumes published; 528-594 yen each. The new volume 14 goes on sale March 17.

GACHIAKUTA

Kei Urana
Hideyoshi Ando (graffiti design)
Serialized in the *Weekly Shonen Magazine* (Kodansha)

Kei Urana was born in Hiroshima Prefecture. In 2018, her one-shot manga *Nokase* won the Magazine Grand Prix award from the *Weekly Shonen Magazine*, and she debuted as a manga artist in the same year in the *Bessatsu Shonen Magazine*. *Gachiakuta* has been serialized in the *Weekly Shonen Magazine* since February 2022.

excite the reader, for example.

In terms of Ando-san, I'd always thought it would be really cool to include more graffiti-style art into manga and that's what led to our collaboration. In *Gachiakuta* there is a place called Canvas Town that is covered in graffiti, and so working with Ando-san has definitely broadened the range of settings I can use.

To finish, could you share with us what you place most importance on as a manga artist?

Urana There are many things, but I'm most keen to never forget the joy that drawing gave me as a child. Of course, things have changed as I've become an adult, but I'm convinced that keeping my playful side will give readers more excitement. I also think this playfulness is one of my biggest strengths.



The novelty of *Gachiakuta*

Amazing graffiti artwork
from Hideyoshi Ando

Rudo visits Canvas Town, covered in graffiti, in search of a certain Giver. Despite being in black and white, the drawings appear almost colorful. (P73, Chapter 26, Volume 4)

"There'll be lots of merchandise coming out, and as Ando-san is very particular about manufacturing, under our supervision I've no doubt that all the products will be very cool," says Urana.

Highlighting social environments and
full of fascinating characters

Urana says she loves designing characters. The Cleaners, who become Rudo's friends, and the Raiders, who become his enemies, are both made up of unique, distinctive characters. With people as one of the manga's core themes, Urana says, "My drawings aim to show that from the protagonist's perspective, the Naraku environment is heading in a positive direction, but from a different person's perspective, the surrounding environment is rough and only getting worse." (Left: P163, Chapter 3, Volume 1; Right: P58, Chapter 25, Volume 4)



The bold two-page spreads draw in the reader



"I think I succeeded in surprising the reader," says Urana about a scene from Chapter 99. (P100-101, Volume 12)

©Kei Urana/Hideyoshi Ando, Kodansha

Sayuri Date, Nako Misaki, Akane Yabushima, and Yuina



10

What Were the BEST SCENES?

Season 3 of the Animated Series
LoveLive! Superstar!!

Season 3 of the animated series *LoveLive! Superstar!!* came to an end in December 2024. Here we sit down with Sayuri Date and Nako Misaki from the third-year students (ikki-sei), Akane Yabushima from the second-year students (niki-sei), and Yuina from the first-year students (sanki-sei) to have them choose their ten best scenes from series 3.

Yabushima I'll go first! We definitely have to include the scene from episode 10 where Kinako Sakurakoji is singing while drawing pictures on the classroom blackboard⁽¹⁾. It really reflected Nozomi Suzuhara, who thought carefully about what melody to sing. We didn't really know what advice to give her, but we also thought that simply telling her to do what she thought was best would be a bit irresponsible. All we could do was watch over her and support her post-recording.

Yuina I knew it would be a great scene when watching the post-recording, but when I actually saw it on TV it was really moving. Only Nozomi and Kinako could have made that possible. I thought she was amazing.

Date To sing in a way that shows how Kinako is really feeling, you have to become her. You can't be better than her, but you can't be catching up with her. It must've been really difficult for Nozomi to align herself with Kinako. Of course, we do everything we can to support our group members, but Kinako and Nozomi are different people, after all.

Yabushima You could see on the script that she had repeatedly written things down and erased them.

Date Another great scene was when the Third-year students exited the school gates in episode 12. But it's hard to pick out the best bit.

Yabushima What about when they jumped over the line by the school gate 2⁽²⁾?

Misaki That scene is great because it shows them right until they land, heading away from the school gate toward their new lives.

Third-year students with no regrets at graduation

Yabushima The collaboration between the juniors and seniors was great as well.

Yuina Just before the third-year students leave the school gate you catch a glimpse of the five of them, and they are all looking up with a smile. It showed that they had no regrets.

Date Just before the school gates, there is a cut that zooms into their feet, and it's linked to the scene where Kanon Shibuya stops just before Mirai Yoho Hallelujah! plays in episode 1 of season 1. The number of members grows at the graduation ceremony, and they proceed without looking back. I'm sure it's linked to that scene.

Yuina One of my favorite scenes is when Tomakanote^{(*)1} sings for the first time in episode 2⁽²⁾. It was Tomari Onitsuka's first dance scene outside of the opening theme song, and the song Bubble Rise is really important for the two first-year students.

Yabushima It was also a scene in which we could see how Tomari was feeling for the first

time, because she didn't really show her feelings before. I'm sure there were many viewers who learned something new about her and it was definitely a great moment for Sakura Sakakura.

Yuina After she finished singing, I loved the line where Margarete says, "Singing hasn't been so much fun for a long time. But I really enjoyed it today."

Misaki It's such a good scene!

Yuina The moment I realized that Margarete had been working hard for so long and not been enjoying her singing, I just wanted to give her a big hug.

Date Kanon no doubt left Liella! for a reason when deciding to sing with Tomakanote, but she was only a high-school student so it was probably a tough time for her. That's why I love Margarete's line so much. It's quite sad because I don't think she even realized herself that she wasn't enjoying her singing. I think Margarete always loved to sing. Kanon herself knows how it feels when something you love is no longer fun^{(*)2}, and so hearing Margarete say those words was almost an acknowledgement of her own past.

Misaki I loved the Bubble Rise scene, too. I think at the time Chisato Arashi and Kanon had a mutual agreement to come back even stronger. Chisato is the type of girl who thinks far ahead and supports the others. Seeing that incredible performance in episode 2 must have been quite

^{(*)1} A group put together with Kanon Shibuya, Wien Margarete, and Tomari Onitsuka. The group performed separately from the eight members of Liella!. The group name combines the names of the three members.

^{(*)2} Kanon loved singing but was traumatized by a failure from her childhood. She lost the confidence to sing in front of others, and even failed the entrance exam to the music department at Yuigaoka Girls' High School. In season 1, viewers learn how she overcomes her anxiety regarding singing.

envious for the eight members of Liella!. They were so good that even I was a bit envious as a viewer. It was an essential live-performance scene that was put in to inspire. As this storyline progressed, I often wondered how Chisato was feeling during season 3. We don't know much about her private life, but for the first time in season 3 her home appears.

Yuina It was so cute!

Misaki In the scene in her room in episode 11, it was great to see lots of items linked to Liella!, like the competition outfits they wore and the sunglasses(*3) they used when creating *Nonfiction!* in season 1.

Yabushima That was great.

Misaki I loved the scene where Chisato received the notice saying that the dance team had passed the audition⁽⁴⁾. As manager of the team, she had kept her guard up until then, and so seeing her say “Dad! Mum!” so innocently reminded me that she was just a high-school student.

Yuina I thought the scene where she was fighting back the cold saying, “If you say it's cold it just gets colder!” was really cute.

Yabushima She's always so mature and dependable so it was great to see her loosen up a bit.

Yuina How about Mei Yoneme? Surely we can't leave out episode 3, “The White-Colored Center”?(⁽⁴⁾)

Yabushima People often talk about that episode, and it is good, but personally I like **episode 8 when Natsumi, Tomari, Margerete, and Mei are all writing a song together**⁽⁵⁾. Margerete had already prepared a song and showed it to the others, but Mei says very coolly, “I don't think that's a song for schoolgirl idols.” Normally you would be a bit less straightforward, but it was great to see Mei communicate her thoughts so directly. It's not as though everything she thinks is correct, but as a long-term fan of schoolgirl idols herself, it was something only really she could communicate.

Date I like it when Mei apologizes properly, too.

Misaki The more I look at Mei, the more I think she is a lot like Chisato. She's very tough on herself but that's the reason why she can be so frank with others. She's also very kind so every word she speaks is filled with warmth. This dependability is why she's been appointed as the next manager.

Yuina I think Mei's words really impacted Margerete. Margerete is the type of girl who keeps her distance if someone is reserved. If Mei had instead said, “That's a nice song,” I think Margerete would have known that it wasn't how she really felt. Mei was honest, which meant that they could both share their thoughts. This was a significant moment for Margerete. I think the scene will also be linked to the future of Liella!.

Misaki They're not just arguing for the sake of it. They both want to be on the same page. Margerete is just a bit awkward, but that's one of her qualities!



Ever-supportive words

Date Episode 6 is essential for Kanon, when she says, “Is there ever an end to working at something you love?” to Tang Keke⁽³⁾.

Misaki That was emotional for everyone.

Date The scene almost needs no explanation. Kanon had been helped by the same words ever since Keke said them to her in episode 1 of season 1. I think those words will continue to help her in the future, too. Instead of simply taking on board the valuable advice from Keke, it was just like Kanon to then give that same advice back to Keke. It was only those two in the scene. Their relationship can't really be described in a single word, but they are the best of friends who taught each other to dream.

Misaki I also like the scene where Ren Hazuki faces Margerete in episode 1⁽⁷⁾. In season 1, Ren didn't have a good impression of schoolgirl idols

and didn't really smile much, and in season 3 she confronts Margerete who is working to create a new schoolgirl idol group. Even within the same episode Ren completely changes. I think we were able to see how Ren has grown up because of the time that everyone worked together. While her serious facial expression doesn't change, you can see the difference in her eyes compared to when she was more closed.

Yabushima She's able to say exactly what she intended but without any malice. She is kind and thoughtful and thinks really carefully about others.

Date I love Ren's voice in that scene. If you just look at the lines her words are a bit strong, but they are softened by Ren's warm voice and manner, something that can only be done by Nagisa Aoyama.

Misaki Ren's words are really direct. She has that presence as head of the student association.

Yuina In that same scene when Sumire Heanna comes a bit later on, Margerete says to her, “You would understand, wouldn't you?”(⁽⁵⁾) It's probably the one thing she doesn't want to be asked. But seeing how Ren prevented Sumire from responding and how Sumire stopped herself was great. It showed just how grown up they had become in their third year.

Misaki Since we've included *Bubble Rise*, we have to include the *Special Color performance*⁽⁸⁾!

Yuina I love that song. The lyrics make me want to cry. It's perfect for when your low on confidence and it definitely helps to cheer me up.

Date They all look so amazing as schoolgirl idols, and it reminds me of the moment I realized I wanted to join in and fell in love with the LoveLive! series. Taking a step back and watching Liella! completely changes your view. That's why I love the song so much.

Yabushima You often think of Shiki Wakana

(⁽³⁾) The sunglasses appear in episode 10 of season 1. As the members work out how to cater to the “rap” theme, Chisato puts on a pair of yellow sunglasses and starts breakdancing. It becomes a popular scene.

(⁽⁴⁾) The title of episode 3 of season 3. Looking for new opportunities for Liella!, Chisato encourages Shiki to become the leader. The scene shows the concerned Shiki and the supportive Mei.

(⁽⁵⁾) The full line is, “You weren't scouted so you would understand, wouldn't you?” Although Sumire has been in showbusiness since childhood, she had never been chosen for the leading part and used to walk the streets hoping to be scouted.



1 Kinako sings while drawing a picture on the blackboard

From episode 10: “Kinako Sakurakoji”

Kinako is worried about the lyrics of a song for a competition in Tokyo. She finds messages from the other members in her notebook, and when she realizes she isn't alone, lyrics start pouring out of her as she draws their pictures on the blackboard.



2 Five third-year students jump over the line by the school gate after graduating

From episode 12: “Forever and Ever!”

After the graduation ceremony, the members of Liella! gather by the school gate. The five third-year students hold hands and jump over the line by the school gate with cheerful expressions, turning around as they land.



3 Bubble Rise performance

From episode 2: “Tomakanote”

Tomakanote take part in a remote live performance aiming to take the guest spot in a schoolgirl idol festival. The number of viewers drops before they start singing due to Margerete's arrogant words in the previous year, but they take to the stage backed up by Kanon's advice to “believe in their singing ability.”



4 Chisato receives a notice saying that the dance team had passed the audition

From episode 11: “Superstar!!”

Chisato is waiting outside her house in the cold saying “If you say it's cold it just gets colder!” while trying to keep warm. As soon as she receives the notice she rushes to tell her parents with a huge smile.



5 Mei, Natsumi, Margerete, and Tomari write a song together

From episode 8: “Yuigaoka vs Yuigaoka”

To determine who should represent Yuigaoka in Love Live!, Liella! and Tomakanote decide to sing the same song in two parts. The four then get together to write the song. Margerete is confident in the song she has prepared, but Mei says, “I don't think it's a suitable song for schoolgirl idols.”

and Mei as a pair, but it's because they encountered Liella! and broadened their worldview that Shiki was able to take center stage.

Date Chisato is perfectly white like snow at this scene.. So cute.

Misaki Whenever Date sees something white and fluffy she usually mentions Chisato!

Yabushima I loved the scene because you could see all the girls that had come to watch the live performance. You realize that this is how *Love Live!* carries on. It's all from Shiki's viewpoint.

Misaki The scene with Shiki and Mei just before they start singing is great, too. Whenever they're sharing their feelings with each other or exchanging ideas, they're always either holding hands or have their arms around each other's shoulders. You can see that they're trying to communicate through their actions, too.

Yabushima But for them that's nothing more than their ordinary, day-to-day interaction. That's why I'm not sure we can include it in the best 10 scenes.

Misaki I agree. I think it's right to say that we can't include something ordinary in the best

scenes. Another scene I liked was **when Kinako and Natsumi asked Margerete to offer them guidance**^[6]. I think Margerete just really loves Liella!. I think that's why she's able to think about how to help them improve in her own way. But her awkwardness gets the better of her ... I loved how Natsumi and Kinako asked her to help so directly, regardless of their senior-junior relationship.

Yabushima If that was a year before, they might have had a different attitude and wondered why they were having to be told what to do. But because they became more grown up in that one year, they realized the need to work on their weaknesses.

Misaki You're right. The second-year students in particular look completely different in season 3. In season 2 they had the chance to see Margerete on stage alone, as well as her fun performance of *Bubble Rise*, and learned just how good she is. This is why they're happy to take advice from her and how she can be so persuasive. This must be why they both decided to

take everything on board.

Yuina But it's amazing to be in a position where you're happy to be told anything. Usually, if someone was your junior, and in their case someone who they had beaten in season 2^(#6), you wouldn't be happy. But it was because they both understood one another and took a step back to think that they were able to do so. If Natsumi and Kinako didn't have the guts to ask Margerete for help, I don't think she would have been able to get along with everyone. In the offstage scene that follows^(#7), Margerete's thoughts and feelings of thanks all came pouring out. The *Let's Be One* song after communicated Liella!'s plans to keep developing. It's really exciting!

Yabushima When you think about it, there is only the one time in episode 11 **when all eleven members form a huddle**^[10]. When they form a huddle, not only does it look like they're firing themselves up, but also that they're confirming their sense of togetherness.



Misaki In the huddle they all look great and their eyes are sparkling.

Yabushima There are no doubt some nerves, but the fact that they are able to overcome the nerves and perform must be an amazing feeling.

Date The *Superstar!!* song they sing in episode 11 is just everything. I loved it so much. It was fantastic because they needed everyone to make sure the harmonies worked.

Everyone Agreed.

Date As part of the cast, we've formed huddles, too, and so it was great to see it in episode 11. They were all singing like it was the last time and it was quite moving.

Misaki When we formed a huddle, we were so motivated during the post-recording, constantly rerecording.

Date We were all so focused that we stretched out *Song for All!*^(#8) a bit too much...

An opportunity to take the first step

When we asked Date, Misaki, Yabushima, and Yuina what they thought the future held for Liella!, they all said that they hoped that it would continue to lead to new things, which was precisely the idea behind the group name^(#9).

Date I've always looked up the sparkling performances of my senior schoolgirl idols, which is why I love the scene we spoke about earlier where all the girls are watching the *Special Color* performance on stage. I hope that by watching the anime and the live performances of the cast, viewers will understand just how wonderful it is to do things together. If you speak to someone else about your hobbies, it might become something even more exciting. It'd be great if this then linked to something else.

Yabushima I think so, too. Even taking the first step by just thinking about doing something can

completely change your worldview. New things can begin when you make yourself known to others, and so I hope by learning more about Liella! that our viewers can find new opportunities.

Misaki Ever since I made my debut I've thought it would be great if I can inspire others to take their first steps. For those who prefer to enjoy the experience alone, I hope we can work together in Yuigaoka to create some amazing live performances. But with us, you're never alone. This is something we want everyone to know, and to communicate proudly just how amazing Liella! is.

Yuina After watching season 3, I came to understand how the members think about one another, understand one other, and talk with one another. That's why I want to do the same with the cast to develop an even greater sense of unity. Everyone's feelings will have changed after watching season 3 so it's a great time to talk to one another and spend more time with one another. That's my wish.

^(#6) In season 2, Liella! beat Margerete in the Tokyo regional finals of Love Live! to win a place in the national finals.

^(#7) Before the song in episode 9 of season 3, Margerete communicated her thoughts to the members of Liella!, telling them earnestly what she had learned from them.

^(#8) From the "Song for Me, Song for You, Song for All!" chant in the Liella! huddle. ^(#9) Liella! combines the words *lier* in French, which means "tie" or "bind," and *brillante* in Spanish, which means "a brightness inside."



6 Kanon confronts Keke backstage in Shanghai

From episode 6: "Treasure"

Keke reveals that she is thinking about quitting singing after high school to keep studying. Knowing that she wasn't being true to herself, however, Kanon repeats the same words that Keke once said to her, "Is there ever an end to working at something you love?"



7 Ren speaks to Margerete who is encouraging people to join a new schoolgirl idol group

The conditions for Margerete studying abroad are that she must learn how to become a schoolgirl idol and either win Love Live! or achieve a similar result. As she works to set up a new schoolgirl idol group, Ren asks whether she might think about working toward Love Live! with Liella!.



8 *Special Color* performance

From episode 3: "The White-Colored Center"

Shiki is encouraged to become leader but considers declining as she wonders whether she is right for the role. Chisato says there can be different leaders, and Mei says there is a unique role that Shiki can play. As she takes to the stage as leader, Shiki discovers her own color.



9 Kinako and Natsumi ask Margerete for guidance

From episode 9: "Salzburger Nockerl!"

Liella! begin practicing with eleven members. Although Margerete points out Kinako and Natsumi's lack of ability, she wonders whether it might be better for the group to try and get everyone working together as one. It is then that Kinako and Natsumi approach her.



10 The eleven-member huddle before the *Superstar!!* performance

From episode 11: "Superstar!!"

As graduation nears, the second-year students begin working to write a song unique to a group with eleven members. On the day of the finals of the national Love Live! championships, the eleven members of Liella! form a huddle to demonstrate a sense of unity.



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Jin (behindinfinity)



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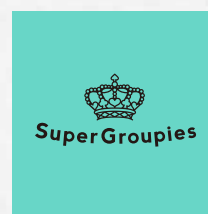
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TALENT

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AX AUTOGRAPHS

JW Marriott Gold Ballroom

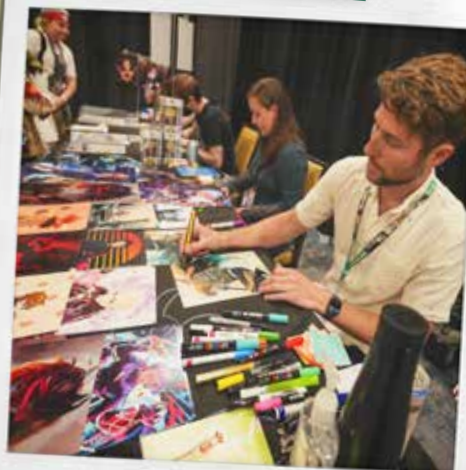
Day 1 - 3 (July 3-5) 10:00AM - 8:00PM

Day 4 (July 6) 10:00AM - 3:00PM

AX's autograph sessions provide a rare opportunity for fans to meet their favorite creators, voice actors, and artists from the anime and gaming industries, all ready to sign memorabilia!

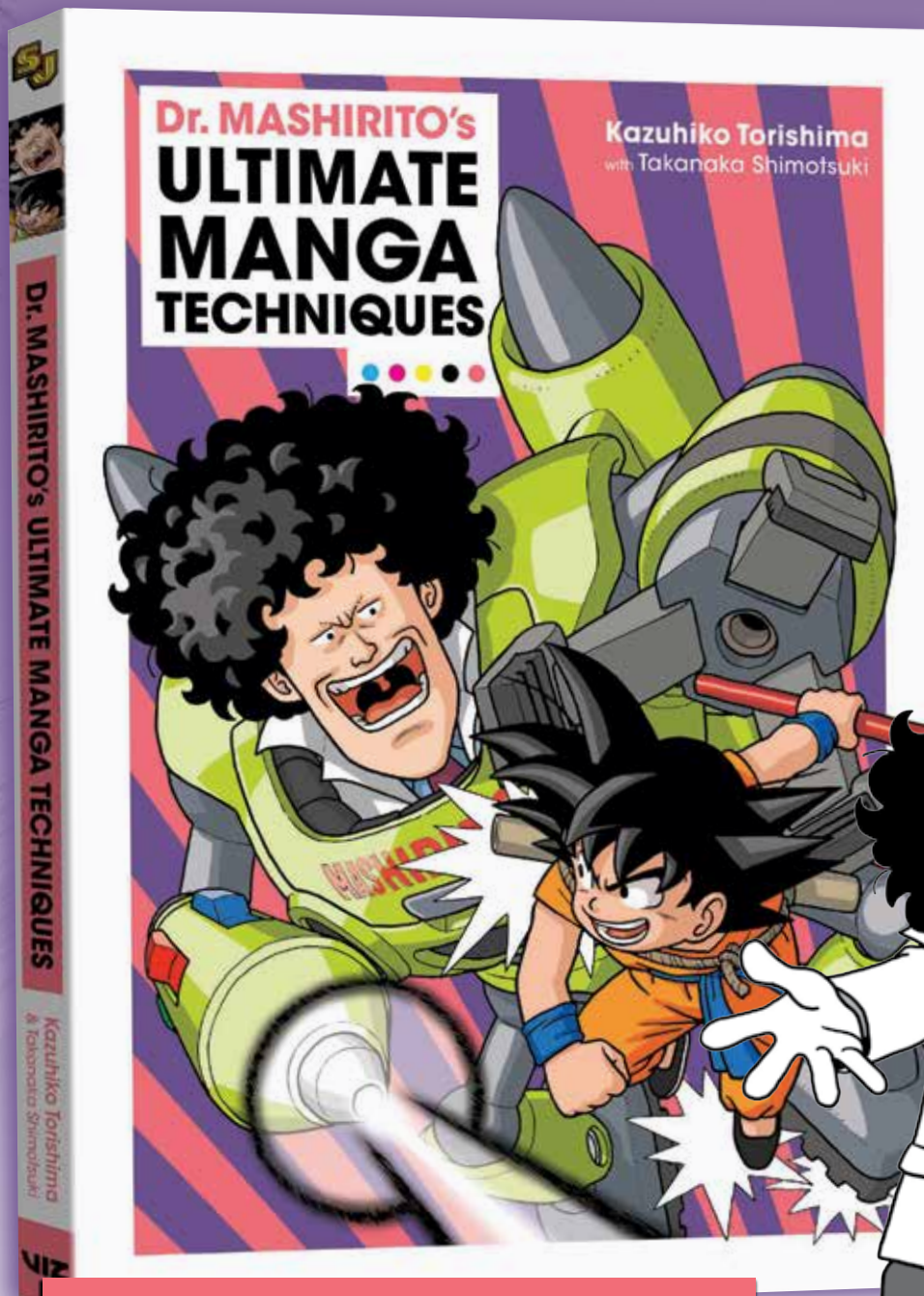


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Anime Expo Autographs

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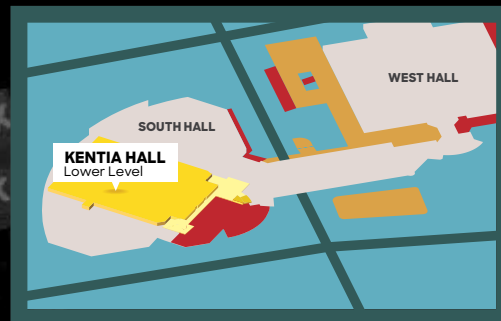
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Kentia Hall

Artist Alley | Exhibit Hall

Kentia Hall Hours

Day 1 / July 3 9:00AM - 6:00PM
Day 2 / July 4 9:00AM - 6:00PM
Day 3 / July 5 9:00AM - 6:00PM
Day 4 / July 6 9:00AM - 3:00PM



Artist Alley

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Exhibit Hall (KH)

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ENTRANCE



ENTRANCE

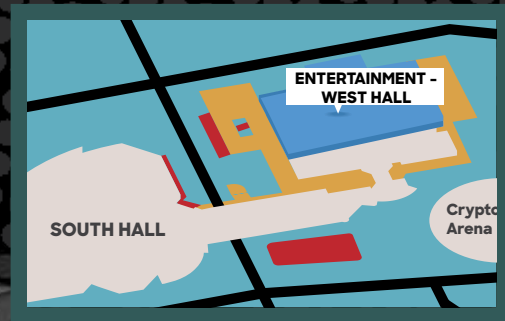


Entertainment Hall

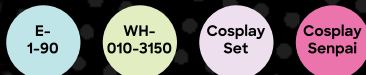
Cosplay | Gaming | Interactive Exhibits

Entertainment Hall Hours

Day 1 / July 3 9:00AM - 9:00PM
 Day 2 / July 4 9:00AM - 9:00PM
 Day 3 / July 5 9:00AM - 9:00PM
 Day 4 / July 6 9:00AM - 3:00PM



LEGEND



Cosplay Repair

Retro Gaming

Cosplay Senpai

Cosplay Sets

Gaming

Tabletop Gaming

Charity Auction

170	270	370	470	570
168	268	368	468	568

164	264	364	464	564
162	262	362	462	562

158	258	358	458	558
156	256	356	456	556

352	452	552
350	450	550

244
240
242

234
228
222
208
200

644
634
622
608
600

1370	1470	1570	1670	1770	1870	1970
1368	1468	1568	1668	1768	1868	1968

1364	1464	1564	1664	1764	1864	1964
1362	1462	1562	1662	1762	1862	1962

1358	1458	1558	1658	1758	1858	1958
1356	1456	1556	1656	1756	1856	1956

1352	1452	1552	1652	1752
1350	1450	1550	1650	1750

2052	2152	2252
2050	2150	2250

2450

2850

3150

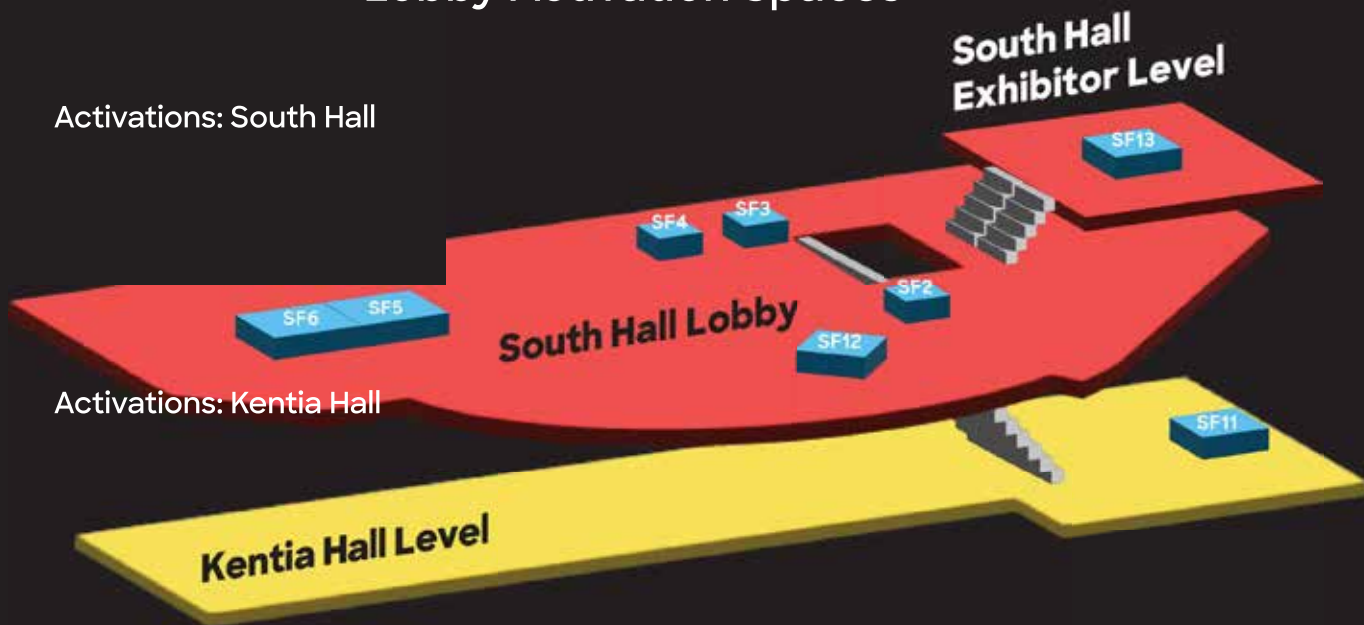
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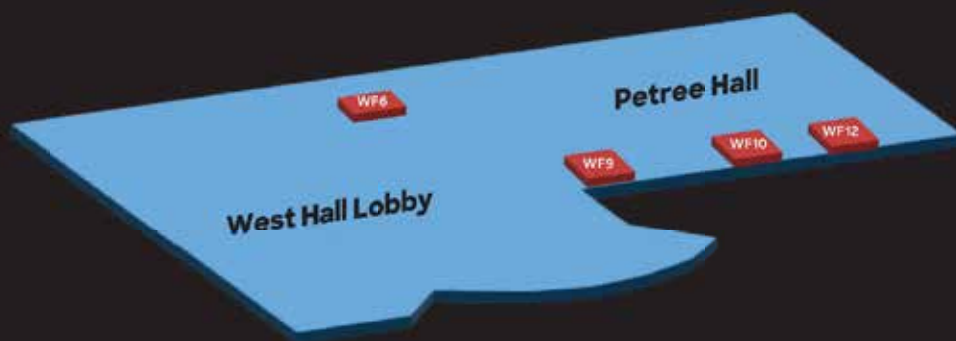
Lobby Activation Spaces

Activations: South Hall



Activations: Kentia Hall

Activations: West Hall



MAPS

MAPS



MAPS

MAPS

MAPS



CROSSING

Presented by



Xeno Gate

FOOD TRUCKS



PICO BLVD.

Ai Gate



STAGE

SEATING

FOOD VENDORS

SEATING

FOOD VENDORS

Gilbert Lindsay Plaza



Kisegi Gate

Inspired by Japan's busiest intersection in Shibuya. AX Crossing presented by Weekly LALALA is a vibrant hub filled with food vendors, food trucks, and live performances.

Food vendors ready to serve:

Food Vendors

All Dat Dumpling	Kuramoto Shavery
AMAMI-YA BABY CASTELLA	Luckyball
Bearology	Mochill Mochi Crepe
BOBA BESTIE	Rated R
Curry Pan	SHIBUYA X
Daikokuya	Sunday Cafe
Day-Lee Foods	Sutadonya
Egghausted LA	Takoyaki Tanota
Fuego Me Up	Takoyaki Yamachan
Hamada-Ya	TOKYO YAKISOBA / TOKYO UDON
HONDA-YA INC.	WAGYU (MTJ)
Hungry Pizza	Wagyu Street
Jalux	Warabimochi Kamakura
Kagura	YakitoriYado
Kashiwa Ramen	

Food Trucks

Creamy Boys Ice Cream	Rice Balls of Fire
Fluff Ice Truck	Shake Ramen
Makanai is Ready	Shin-Sen-Gumi Catering
Okamoto Kitchen	

Peace Pic

SWORDS CLASH AND LEGENDS AWAKEN

YAIBA

SAMURAI LEGEND



**Stop by
VIZ booth
#1914
for panel
details and
exclusives!**

STREAMING ON NETFLIX AND HULU

Based on the original graphic novel "YAIBA" by Goshō Aoyama, published by Shogakukan Inc.
©Goshō Aoyama/Shogakukan/YAIBA Samurai Legend Project

VIZ

ARTIST ALLEY LIST

#

!!! I Got off the Waitlist for AX
Please follow me, Yen Pen!!! N26

!!!TrashieArt!!! M3

!R3DEMPION TOUR F29

(ㄒ ^ ㄒ;) DENKO (ㄒ ^ ㄒ;) L13

{nonomoe} B33

00SP! R26

03RIN L7

0610SIJIA N36

1000 Dead Draculas H44

118WEEN L18

108K U34

2jingis2jing B38

3liemarie L60

42WV O36

9ryuq K12

A

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A Sunny Disposish C15

AAAAH! IT'S SPICYTUNAA! H3

Acelaena Art K28

acidbeaker J18

Acidic Arts G32

Aechungg B55

Aekutie A56

Aerainart K43

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Alisee Art Q26

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Art of Keeterz O11

Art of Mazzy D11

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Ash the Lazy P9

Ashley Chen V30

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bao by andrea D42

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F43

Munrou

C35

Mushi-v

J55

Musings

I1

Mutt Rib

S30

N

Nachoz

I50

Nalu Art

T8

NANA EXPULSE

O4

Nanatopia

I35

Naphyla

D60

Narumi Detective Agency

U18

Neko-Oi

C49

Neko.Pixel

R18

Nemupan

I33

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T34



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Nevrender	V12
Niceu Arts	N31
Nichols & Dimes Illustration	T39
Nightly Vel	I8
NiiDao	P13
NIKOORIN	P1
NimtzArt	H47
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Nogi San	O10
noino	C11
noisywyvern	A10
Nolvini	K8
Norcel	R27
notquitekit	R34
NTDanny	J1
Nutmegnogart	D55
NXCTES	N11
Nyan	L55
NYARECO WORKS	I2

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o.mj studio	A58
Obliknox	T16
OKINPULU	S4
OllieOllieArt	E52
Omghiji	V33
onemegawatt	C5
Onicake	P39
ONIONLABS	J54
OOPS! All Trigon!	F18
OppaboCo	N41
oshetart	D26
otaku slenderman: c ollect my doujins	J29
OtakuEnvy	H53
OtakuPup	O14
Overlord.Ink	R35
Owloo	K39
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P-Curly	B4
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Paerytopia	E57
pakeji★	T31
PaletteGhost	M14
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Panosarts_	A54
Paperlarva	D19
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PARADOKKUSU - WHEN IS KH4 COMING OUT	P41
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Pascual Productions	K58
Pashmilk	F9
Peaces Art	C36
Peachfrosty	D14
Peachslice Creations	F16
Peachyxnoodle	D50
Pebotsu	I59
peeachuu	T20
Pegushi	J8
pemprika	N16
Peony Lee Art	K16
PepperCut Studio	M28
PEPPERONCCINI	M12
Persimoney	R8
Petal Parade	I12
Petty Party	F13
Pewchii	K17
Phib	H16
Philip Sue Art	Q14
PikaLin Studios	P40
Pikarar	V7
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Pinjutsu	F7
Pink Beach	O30
Pink Hue	A22
Pinlin	S8
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Pochaimo	C21
Pocket Leslie	K34
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POMMO Press	E46
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PRAWNM33	R12
Prezweeb	G30
prince revenant	J38
princeton plainsboro teaching hospital	F17
Puddingsartwork	T1
pupchans	M36
Purilly	E39
Pyoint	F1
pyrofennec	J47

Q

QILILIN.	F14
Qiyamii	S19
QOSIC ART	F52
Qrbits	Q8
Quaphadoodle	H14
Queen Squirrel Art	S40
Quirkilicious	I15
Quisteen	I53
Qvarr Artwork	Q28

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Rachel Huey	C7
radiostarkiller	C43
Radshop by BethBeRad	F59
Raiko	S12
raindropsndew	L1
rainubrew	C2
Rainy Alexandria	R20
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rap1993	G44
ready player mari	N5
Reddachi	U6

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TabbyAddams Illustration	G50
TAI	F37
Takkun	I56
tanjumie	D3
Tanktop Tomzy	F50
Tarobun	E28
Tatworks	J28
Teacup Sheepie	H39
Tenshika	F12
TEOISDRAWING	N32
Tetocco	T14
thanhuki	N13
thanksxu	F36
The Art of Abbey Ash	H55
The Crying Corner	I62
The Eggo Man	K50
The Ghost Egg	I34
The Hiding Ghost	O38
The Juice Box Club	M27
Therewasfood	Q31
thetiffopotamus	L37
ThinkNu	L29
Tienwashere Reisyse	U35
tim_yrt	A34
Timeskip	G1
timtamart	R13
TipTop	G49
Tiribrush	E17
TK ART	F19
tkimichi	D2
tncts	E33
To The Ends	J59
ToasterKiwi	M4
tokimekiwaku	G7
Tomato Tomago	M33
Toothee	T35
Tora Khrow	H36
TOTALLYiRYANiC	E43
TOXICJPG	K37
tsaiberpunk	E35
Tsuchronicl	H33

Tsukimusha	B32
tsunderesharks	I44
TTREX	C56
Tungo	G56
Turtlelaza Designs	S9
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unysz	S38
Usagi Art	I58
Usaminii	V15

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Vampire Valentine	V9
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Velvet KT	G9
VENF3LL (Bosmitze)	B28
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Victoria Rivero Art	A44
vilense	E59
VINETSU	I36
vivinhun	M11
Vonnabeee	A11

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WAFALO	A53
WARRICK WONG	S28
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WHEATLOAVES	T4
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White Crow	F48
Wiji_02	R15
Wizard Hat Arts	J39
Woups Shop	P17
Wrabbit	K36
WUGGOCAT!	H4

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XENVITA	N38
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XiaoArts	J32
Xiaobbinc	T6
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Y

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yagaminoue	J3
YamsTempura	C37
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YanManXplore/Timothy Yan	D58
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Yinnyart	O21
Yojambo	J53
Yokokins	S37
Yokura	U39
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YSB	I5
yubunii	N15
yueko	B60
Yuerise	C41
YUGAN.999	G52
yuikumaa	T40
yukianesa	J37
YUKINNNNNNNN	L48
YuliceChan	D1
Yumafuki	C27
yumitang_	C26
Yummy Suika	J33
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Zambicandy	L58
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Zensoko	D18
Zenzeyi	J45
Zerii	E44
ZEROTYPE	H59
Zetallis	M1
Zodieas Nic	H49
zombiebass	C34
zukululuu	N21
Zzyzzy	A45

DAY 1 SCHEDULE - JULY 3RD



**ACADEMIC
PROGRAM**



**CAREER
TRACK**



**COSPLAY
TRACK**



**CULTURAL
TRACK**



**FAMILY DAY
TRACK**

See page 15 for more information on AX Programming Tracks.

WELCOME CEREMONY

The Welcome Ceremony is one of the most highly anticipated main events programming. It is where many AX attendees kick off the start of their Anime Expo journey.

IES MÁS DE 9000! A LOOK AT SPANISH DUBS 🌸

What do Goku and Bruce Willis have in common? Pinkie Pie and Rebecca from Cyberpunk: Edgerunners? On the surface, nothing, but in the world of Latin American Spanish dubs, they're voiced by the same actor! I'll talk about and show Spanish dubs for shows that never made it to the US. We'll also hear how some anime sound, from past and present.

AKIBA MUSIC FEATURING HAMU COTTON 🌸

Little Akihabara and Shinko Music Japan represents AKIBA MUSIC, a brand new Japanese music entertainment company aiming to recruit local talents to globally expose and help flourish in the music industry. Through this panel, we are introducing our company and officially debuting our official talent, Hamu Cotton!

AKSYS GAMES PANEL

Aksys Games is back with a panel at Anime Expo delving into our upcoming releases and possibly a few surprises. Come and see what we have in store!

AMV COMPETITION FINALS 🌸

AMV Join us at Anime Expo 2025 for the ultimate celebration of creativity and fandom in our highly anticipated Anime Music Video (AMV) Competition! Talented editors from around the world will showcase their skills by blending captivating anime scenes with dynamic music tracks.

ANIME & ATHLETES! THE GROWING APPEALING AND UNEXPECTED RELATIONSHIP! 🏠

Anime's influence has expanded into professional sports, with athletes embracing it through merchandise, collaborations, and performance inspiration. From NBA players wearing anime-themed gear to anime-inspired sports events, anime motivates athletes and creates new fan connections. This growing relationship bridges entertainment and sports.

ANIME BEATS & VISUAL FEATS: THE ART OF VJING AT CONVENTIONS 🎧

Activate your passion for anime, music, and graphics, evolving from bedroom creator to bigroom VJ pro. Gain insights from experiences at Anime Expo, Otakon, Anime NYC, San Japan, MOGRA, festivals, and LA clubs. Level up with tips on software, controllers, anime assets, and touring.

ANIME DUBBING: THE WORLD OF CASTING AND VOICE ACTING

Explore casting anime dubs with Iyuno USA! The team behind the English productions of Ranma 1/2, Pluto, Pokémon Concierge, Record of Ragnarok, Beastars, Ishura, Medalist, and The Fable. Join our panel of experts to explore the art and process of casting, from selecting the perfect voices to bringing iconic characters to life.

ANIME EXPO FASHION SHOW 🌸

Step into the world of cutting-edge style at Anime Expo's Fashion Show—a celebration of bold designs, rising talent, and boundary-pushing fashion. From striking silhouettes to innovative materials, each look on the runway reflects the spirit of creativity and modern expression. Don't miss this unforgettable fusion of fashion, fandom, and art in motion.

ANIME FAMILY FEUD! 🏠

The GameShow we all know and love! But this is the Anime Edition! We'll gather 2 teams of 5 to compete in a game of family feud to showcase their knowledge of anime! Prizes will be included for all participants!

ANIME INK: FROM EDO TO OTAKU 🌸 18+

The art of tattooing in Japanese society has evolved dramatically over thousands of years. From criminal punishment to anime masterpieces, we'll dive into the history and culture of tattoos in Japan and give you the opportunity to ask your burning tattoo questions to some inked-up weebies!

ANIME JEOPARDY 🌸

Get ready to play a Jeopardy game dedicated to anime trivia! Do you have the knowledge it takes to win? Join us as 3 teams of 2 will compete and play a high stakes game of Anime Jeopardy! Which team will win the most points and be crowned this year's Anime Expo Jeopardy winners?



ANIME NEWS NETWORK RECOMMENDS: WHAT YOU SHOULD BE WATCHING

You can count on the Anime News Network staff to be familiar with every anime each season. Join ANN Executive Editor Lynzee Loveridge and ANN review team members MrAJCosplay and Kalai Chik to discuss the season's best anime and get personalized recommendations of what you should watch next.

ANIMEIGO - REBOOTING THE OG AMERICAN ANIME COMPANY

One year into the rebirth of AnimEigo, the oldest anime label in North America, and they've announced a spattering of new classic anime re-releases. But what's it been like relaunching an anime company in this day and age? Parent company MediaOCD's CEO Justin Sevakis will discuss everything going on behind the scenes.

ANIPLEX OF AMERICA 20TH ANNIVERSARY INDUSTRY PANEL

For the past 20 years, Aniplex of America has brought a wide variety of shows that have captured the hearts of many fans the world over! Join us as we celebrate our past, present and future with an anime industry anniversary panel that will surely be an event to remember!

ANIPLEX OF AMERICA GAMES PANEL

Want to level up your fandom for your favorite Aniplex of America titles? Join us for the Aniplex of America Games panel where you can learn about the latest news and updates on all your favorite Aniplex of America game titles!

BIGWEST MACROSS PANEL

Join us as we celebrate the journey of MACROSS — past, present, and future — with the fans at Anime Expo! Relive unforgettable memories, discover thrilling new projects, and embark on the next chapter of this legendary adventure together.

BLUE ARCHIVE: DEV TALK LIVE AT AX 2025

Back again at AX 2025, the Blue Archive devs return to meet our amazing Senseis! Join us for update previews, behind-the-scenes stories, and dev-only insights—plus a variety of special events prepared with appreciation for every Sensei who's been enjoying the game.

BREAKING INTO MANGA PUBLISHING

Passionate about manga? Does a job in the manga industry sound like your dream-gig? From marketing, publishing, translation, editing and more—there are many ways to have a career in manga, and you don't even have to be a good artist for most of them!

BUSHIROAD PANEL AT ANIME EXPO 2025

Come join us for the latest information on all Bushiroad card games! Featuring "Cardfight!! Vanguard", "Weiß Schwarz", "Shadowverse: Evolve" and more! Don't miss out on this opportunity to learn more about the hit card games from Japan!

CATEGORY IS... MASQUERADE WALK-ONS! ✂

Congrats, you've entered a cosplay contest! But what are you supposed to do on stage? Join SuncakeMooncake Cosplay as they teach you how to strut your stuff and exude confidence during your next cosplay catwalk! We'll even have a live demo at the end of the panel where you can practice your walk-on!

CLEVATESS - SPECIAL 1 HOUR PREMIER

Clevatess follows the titular Demon King who is being hunted by 13 heroes, including Alicia, who has dreamt of being a hero since she was a kid. After trying to slay the Demon King, the heroes cause more issues for the human races, finding only one way to save humanity — entrusting a single baby to Clevatess.

CLOVERWORKS INDUSTRY PANEL

The renowned studio behind BOCCHI THE ROCK!, My Dress Up Darling, and WIND BREAKER returns to Anime Expo with the CloverWorks Industry Panel! Don't miss the U.S. premiere of Rascal Does Not Dream of Santa Claus and The Fragrant Flower Blooms with Dignity, plus more!

COLORFUL STAGE! THE MOVIE: A MIKU WHO CAN'T SING - CHEER SCREENING

Grab your lightsticks for a special screening of COLORFUL STAGE! The Movie: A Miku Who Can't Sing, based on the HATSUNE MIKU: COLORFUL STAGE! game. With appearances from voice actors Fumiya Imai (voice of Akito), Kent Ito (voice of Toya), Karin Isobe (voice of Saki), Yuki Nakashima (voice of Shiho)!

COMMUNITY-DRIVEN ANIME PRODUCTION WITH GORO TANIGUCHI AND TATSUYUKI TANAKA

How can fans contribute to the creation of anime? Join Goro Taniguchi, Tatsuyuki Tanaka and Alex Xu to learn about community-driven anime, industry challenges, and how co-creation empowers new IPs.

COSPLAY SUMMER CAMP! ✂

Ever wished that you could go to a summer camp just for anime lovers? Well wish no more! In this panel we'll be do all the summer camp classics with a nerdy twist; telling scary scary stories, making friendship bracelets, playing games, eating too many s'mores, and more!

CRUNCHYROLL EVENING PREMIERES

Wrap up your evening by being among the first to catch the newest simulcasts coming soon to Crunchyroll: Rent-a-Girlfriend Season 4, To Your Eternity Season 3, Nyaight of the Living Cat, and more!

CRUNCHYROLL MORNING PREMIERES

Start your Anime Expo off with the latest and greatest anime from Japan! Be among the first to catch new episodes and series premieres from exciting titles such as: Let This Grieving Soul Retire, Dekin no Mogura: The Earthbound Mole, A Couple of Cuckoos Season 2, and the world premiere of May I Ask for One Final Thing?

For scheduled time and room location, please download the Anime Expo mobile app.



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DESIGN YOUR OWN STONEWARE PIECE 🌸

Join us at the 2025 Anime Expo for a paint-your-own pottery workshop. This workshop is a great way to get creative, create a one-of-a-kind keepsake from the Expo, and, as a bonus, you get time to rest your feet after a long day of exploring.

DOKIBIRD'S BIRTHDAY CELEBRATION 🌸

Calling allDragoons! Dokibird is celebrating her birthday at Anime Expo, and you're invited! Join us for a fun-filled celebration with Doki herself and a little concert special. Maybe there'll be surprise guests or exclusive announcements you don't want to miss. So come ready to cheer, sing, and party with the flock. Let's make this a birthday to remember!

EARLY IDOLS & CITY POP: MUSIC OF THE SHOWA ERA 🌸

A definitive presentation of Japanese Pop music from the 60s-80s. Learn about the origins of Japanese Idols, the rise and fall of City Pop, and hear some anime themes from this timeline. After the presentation a selection of songs will be played for further examples and entertainment.

EXCLUSIVE WORLD PREMIERE OF "A STAR BRIGHTER THAN THE SUN" FT. DIRECTOR SAYAKA KOBAYASHI

Be the first to watch the premiere of the TV anime "A Star Brighter Than the Sun"! From "My Love Story!!" creator Kazune Kawahara, the hit manga has sold 2.5 million copies. Airing in Oct 2025, produced by Studio KAI ("Captain Tsubasa"). Ep 1 screening + talk with director Sayaka Kobayashi & producer Yoko Shiraishi. Only at AX2025!

FROM PAGE TO COSPLAY: HOW BLACK GIRLS REDEFINE ICONIC ANIME CHARACTERS ✂️

Black girls are taking center stage in the cosplay world, bringing colors, culture, and confidence to characters that aren't always created with us in mind. For this panel, we will explore how Black cosplayers redefine iconic anime looks through a blend of creativity and cultural expression.

FRONTIER WORKS PRESENTS THE VISUAL EXPRESSIONS HIDDEN IN THE CHARACTERS OF MANIANI WORLD

Illustrator Maniani's "Kowai (scary)? + Kawaii (cute)? = Kowaii (scarily cute)!" monsters are grabbing attention worldwide. What's the secret behind their visuals? Frontier Works's Creative Director Yuka Mochizuki explores Maniani World's unique worldview and the charm behind these popular monsters.

FUN WITH GUNPLA

A workshop where participants are given a free Gundam GUNPLA kit and guided on how to assemble it into a Gundam figure.

GEEPLUS PRESENTS: PUSHING CONTENT CREATION IN JAPAN (FT: TRASH TASTE, SPILLED INK, & MORE)

Join GeeXPlus, the top management agency in Japan for foreign content creators, as we showcase exciting & new projects by our talents; Gigguk, CDawgVA, TheAn1meMan, Daidus, Emirichu, Onigiri, and more. Plus new exclusive announcements for GeeXPlus.

GENSHIN IMPACT ACCOUNT REVIEWS & ROASTS! 🌸

Need help building your Genshin characters? Or do you wanna flex your epic 50+ crit value artifacts!? It doesn't matter if you're AR5 or AR60; come and get your Genshin Impact account reviewed and/or ROASTED! Enter for a chance to get a FREE WELKIN MOON!

GOOD CHAOTIC PRESENTS: GO GO RANDOM RANGERS - FUNNY PEOPLE PLAY THE HENSHIN! ROLEPLAYING GAME 🌸

Join the team behind the TTRPG actual-play podcasts Good Chaotic as they play HENSHIN!, the Super Sentai / Power Rangers flavored roleplaying game! Will they save the Earth from total destruction at the hands of a villain to be named later? It all depends on the dice!

GUESS THAT ANIME INTRO 🌸

Think you know your anime intros? Come test your knowledge! Prizes will be offered! Hosted by @mia.whorror

GUILTY OR NOT GUILTY 🌸 18+

Is your favorite character a bit...problematic, evil, morally gray? Well come defend or prosecute their actions at this court styled panel, where you, the people, will decide if they are guilty or not guilty!

GUNDAM RISING IN LOS ANGELES - MOBILE SUIT GUNDAM GQUUUUUUX SPECIAL EVENT

Be part of the very first Mobile Suit Gundam GQuuuuuuX event in Los Angeles, featuring a movie screening, talk show, a live music performance, and more! Special guests will include the Director, Kazuya Tsurumaki, the voice actor of the main character MACHU, Tomoyo Kurosawa, and many more!

HOW TO STUDY JAPANESE IN JAPAN WITH GO! GO! NIHON 🇯🇵

Step into the world of cutting-edge style at Anime Expo's Fashion Show—a celebration of bold designs, rising talent, and boundary-pushing fashion. From striking silhouettes to innovative materials, each look on the runway reflects the spirit of creativity and modern expression. Don't miss this unforgettable fusion of fashion, fandom, and art in motion.

HYPNOSISMIC -D.R.B- MOVIE / UTA☆PRI TABOO NIGHT XXXX U.S. PREMIERE

Double U.S. Premiere screenings of HYPNOSISMIC -Division Rap Battle- Movie and Utano☆Princesama TABOO NIGHT XXXX—AX special versions! Vote with the CtrlMovie App in HYPNOSISMIC, Japan's 1st interactive anime film. Don't miss QUARTET NIGHT's bold new chapter in the hit UTA☆PRI series!

I AM 2D IDOL BOYS (AND SO CAN YOU!) ✨

Who are these pretty men? Why are they dancing? Why are they singing? Discover the answers to these questions (and see if your oshi is mentioned) as we review the history of idols, 2d idol men, and the phenomenon of gacha rhythm games, itabags, lightsticks, and color-coded characters. Are you ready?

I CAN FIX HIM: OTOME 18+ ✨ 18+

I Can Fix Him: Otome 18+ will explore otome that are for the adult fanbase! Otome is more than just mushy romance and cute storylines. We will also talk about the adult otome fanbase at large, explore some BL Visual Novel titles, and upcoming titles. This is an 18+ panel.

I WAS TRANSPORTED TO AN ANIME CONVENTION BUT NOW I DON'T KNOW WHAT TO WEAR! (AKA INTRO TO COSPLAY 101) ✂️

Want to try cosplaying but don't know where to start? Then join SuncakeMooncake Cosplay in this beginner-friendly panel and see what all the buzz is about! We'll discuss just what cosplay is, how to put together your first outfit, and our favorite tips for wearing costumes and attending conventions!

INKLORE: DISCOVER YOUR NEXT OBSESSION

Whether it's heart-warming comedy, thrilling drama, or extra-spicy romance, Inklore is here to bring you the best in manga, manhwa, scroll-to-print webcomics, and more! Join our first-ever Inklore panel for new publishing announcements, cover reveals, giveaways, and the inside scoop from our editors.

INTRODUCING BOYS LOVE ARTIST OGERETSU TANAKA 18+

Join KUMA Books as they host boys love mangaka Ogeretsu Tanaka. The talent behind works such as HAPPY OF THE END comes to Anime Expo for the first time, where she discusses her work and her trip to Los Angeles.

IT HAS POCKETS!: COSPLAY LOGISTICS ✂️

You've finished your cosplay, and then you realize: "Oh god, I can't sit down!" Lutavia Cosplay is here to teach how to engineer cosplays from the beginning to be "human-friendly", from where to put your phone to making sure you can head to the restroom without a handler in tow! They'll break down both fabric and armor cosplays, how they've adapted them to stay cool, warm, or comfortable, and how to utilize everything from theatre tricks to historical costuming tips to make your costumes wear and last longer.

* Presented by AX25 Cosplay Senpai Lutavia

J-NOVEL CLUB ANIME EXPO 2025 INDUSTRY ANNOUNCEMENTS PANEL

Join J-Novel Club at Anime Expo 2025 as we unveil the latest manga and light novel series being added to our extensive catalog! If time permits, we'll be sure to answer a couple of questions from the audience, too!

JAMS@AX KEYNOTE - ANIME GOES TO COLLEGE WITH EMILIE WAGGONER 📺

Join university lecturer and anime researcher, Emilie Waggoner, as she kicks off JAMS@AX2025!

"J-POP SOUND CAPSULE @AX2025 ANISONG WORLD MATSURI RETURNS"!

Anime Expo brings back the long-awaited music festival that is sure to captivate every fan! Step into this high-energy event where the worlds of J-POP and anime collide. With an electrifying line-up of the hottest acts from Japan, you'll experience everything from classic anthems to the latest hits. Performing artists GRANRODEO, FLOW, TOGENASHI TOGEARI, HIROSHI KITADANI, SAKURAZAKA46, and ASTERISM.

KODANSHA PRESENTS GACHIAKUTA CREATORS KEI URANA & HIDEYOSHI ANDOU

Kodansha is proud to present a special panel with the kinetic and stylish creator Kei Urana and Hideyoshi Andou, the graffiti designer behind the fan-favorite battle manga, Gachiakuta. Join us for what promises to be an exciting experience featuring a live drawing, a Q&A session, and a showcase of the inspiration behind the upcoming Gachiakuta animated series. Seats will also be limited, so be sure to show up early for this must-see creator spotlight event!

LATE COMEDY SHOWDOWN PRELIMINARY ✨ 18+

For the full description please see the schedule on the Anime Expo mobile app.

LET'S MAKE A COSPLAY PATTERN! ✂️

Join Kira and Ari of award-winning Team Kirari Cosplay for a fun interactive workshop on making a basic cosplay pattern for armor or sewing out of plastic wrap, masking tape, and Sharpies! We'll walk you through the basics, and making a basic pattern of your choice that you can take home with you.

* Presented by AX25 Cosplay Senpais Team Kirari

LET'S PLAY SPECIAL PREMIERE WITH THE CREATORS

Join creator Leeanne M. Krecic aka "Mongie" and staff as she walks through turning her hit web comic into an anime! Don't miss the world premiere of the first episode, where game developer Sam discovered that the gaming influencer that criticized her game is now her new neighbor!

LOBOTOMY KAISEN ✨ 18+

Gege Akutami captured and crushed the hearts of millions due to his work on Jujutsu Kaisen. This has created the fandom subsect, Lobotomy Kaisen. We will go over its history, the cursed memes created and discuss how it is a coping mechanism and a way to gain partial ownership of the characters.

LOVE & DEEPSPACE: OUT OF THE SCREEN ✨ 18+

Do you have a favorite love interest from Love and Deepspace? Have you ever wondered what it would be like to interact with them in person? Well, now's your chance! Join the cast of Love and Deepspace for games and a Q&A!

For scheduled time and room location, please download the Anime Expo mobile app.



MAKE YOUR OWN WOODBLOCK PRINT W/ KIZUNA LITTLE TOKYO 🌸

Step into the world of ukiyo-e, or Japanese woodblock printing, with Kizuna Little Tokyo! Join us for a hands-on, kid-friendly 'woodblock print' workshop using styrofoam carvings—safe, fun, and perfect for all ages. While you create your masterpiece, learn more about Kizuna's cultural and youth development programs that inspire the next generation year-round!

MAPPA PANEL “CHAINSAW MAN - THE MOVIE: REZE ARC” AND MORE

Meet President, Manabu Otsuka and Vice president, Hiroya Hasegawa from MAPPA to talk about the upcoming new movie “Chainsaw Man - The Movie: Reze Arc” and more at MAPPA official panel.

MUSIC OF STUDIO GHIBLI - JAMS@AX SYMPOSIUM 🎵

From Nausicaä to The Boy and The Heron, Joe Hisaishi has provided the musical landscapes for Studio Ghibli. Close out Day 1 of the JAMS@AX Symposium with professors David F. Lopez, Elliott Jones, and John Marr, in their all new panel, as they look at this amazing, and moving music!

MY LOVE STORY WITH YAMADA-KUN AT LV999! & I WANNA BE YOUR GIRL OFFICIAL MANGA PANEL

Presented by Mangamo, the official place to read My Love Story with Yamada-kun at Lv999 and I WANNA BE YOUR GIRL! Get behind-the-scenes insights, exclusive content, and enjoy freebies and giveaways for attendees!

ONMYO KAITEN RE:BIRTH VERSE - SPECIAL 2 EPISODE PREMIERE

From david production comes an exciting new adventure! Takeru Naruhira is a delinquent that meets the girl of his dreams, Tsukimiya, and gets another shot to fight for her life-- in another world!

ORIGAMI WORKSHOP 🌸

Origami is the Japanese art of paper folding. Learn to fold a chopstick wrapper into a peacock, then fold a snake in a box, a simple swan & a samurai helmet.

PEAK ANIME: HOW ADVANCED ANALYTICS CAN HELP ANIME REACH NEW HEIGHTS

Anime consumption is at an all-time high globally. The Japanese gov't has finally identified content as a strategic industry as stated in the New Cool Japan Policy. They also recognize the need to use advanced data analytics to aid the industry in this new age. The AJA has also recognized this and has reached out to foreign firms for help. The panel will discuss these opportunities.

PERFORMING GIRLHOOD: PRINCESSES, COSPLAY, AND IDENTITY IN ANIME - JAMS@AX SYMPOSIUM 🎭

This panel in the JAMS@AX Symposium challenges conventional ideas of self-expression by exploring how anime heroines, cosplay communities, and chosen families can offer powerful alternatives to traditional gender roles.

SOLO CAMPING FOR TWO SPECIAL PREMIERE FT. DAIKI HAMANO AND MIZUKI NIIZAKI

Do you like cooking and eating in the great outdoors with your friends? If so, then don't miss the special premiere of Solo Camping for Two, along with special guests Daiki Hamano and Mizuki Niizaki, who star in this comfy-cozy outdoor anime.

SPORTS ANIME FESTIVAL!!!! 🏠

Do you like Haikyuu!!, Kuroko no Basket, BLUE LOCK, Yuri on Ice! or just sports anime, in general? Look no further, this is the panel for you. Join us while we play Jeopardy and other games with your favorite sport anime characters.

SYMBOLY OF JAPANESE TEXTILES 🌸

Japanese textiles aren't just beautiful, they reflect a rich cultural history. Some of your favorite anime characters wear clothes with symbology that not only has meaning, but is also reflective of their personality. Come find out what all those beautiful patterns mean. (oh yeah, did I mention raffle prizes?!)

THE ART OF BATTLE: CREATING HIGH-IMPACT FIGHTS IN MANGA AND WEBCOMICS

From lightning-fast sword clashes to tactical mind games mid-battle, fight scenes are at the heart of anime, manga, and webcomics—turning every page into pure adrenaline. But what does it take to craft a showdown that sticks with fans long after the dust settles? Join top creators and editors from the worlds of action, sci-fi, and fantasy as they dive into the craft behind iconic fights, from panel composition and pacing to emotional stakes and choreography. Whether it's a one-on-one duel or a full-blown supernatural face-off, discover how artists and writers create cinematic battles that feel straight out of your favorite anime.

THE GHOST IN THE SHELL * SCIENCE SARU: NEW ANIMATION PROJECT PANEL

The return to a legendary cyberpunk sci-fi anime by Shirow Masamune will be launched in 2026. The leading animation studio Science SARU will be presenting a new project “THE GHOST IN THE SHELL”. Producers and other members of the production team will discuss the content of the anime and production status of the project along with other updates.

THE HEART OF HENTAI: J18 INDUSTRY PANEL 18+

Join the editorial staff of J18 Publishing for a night of Q&A, manga giveaways, and exclusive sneak peeks at our upcoming titles for 2025 and 2026! Through the support of fans like you, all things are possible—and this is your chance to hear straight from the team who makes them happen!



THE RISING OF THE SHIELD HERO SEASON 4 GUEST PANEL FT. KAITO ISHIKAWA AND TEN KIMURA

From The Rising of the Shield Hero Season 4, join the voice of Naofumi (Kaito Ishikawa) and producer Ten Kimura for a chance to experience exclusive content alongside episode 1 with the talent behind the anime!

VOICE ACTING FOR JAPANESE ANIME

Join us in voicing your favorite anime in Japanese! We'll learn vocal warmups and tips and tricks from a professional voice actor before tackling the ultimate challenge: voicing short scenes together! Don't worry about your Japanese language learning experience or level; everyone is welcome!

WHO WANTS TO BE AN ANIMAIRE!? ✨ 18+

Everyone knows the classic gameshow "Who Wants to be a Millionaire"...but those questions were all boring because none of them had anything to do with anime! Well that all changed after the Isekai Nation attacked! Come join us along with your fellow trivia friends and rivals as you're transported into an anime gameshow world where you'll compete head-to-head for the chance at proving you have what it takes to become an Animaire!

WORLD PREMIERE: NBCUNIVERSAL JAPAN'S "INEXPRESSIVE KASHIWADA AND EXPRESSIVE OOTA" SCREENING & INDUSTRY PANEL

Presented by NBCUniversal Japan (producers of "HELLSING," "BERSERK," and more)! Be the FIRST to watch the WORLD PREMIERE of "Inexpressive Kashiwada and Expressive Oota" with special guest from Japan! Enjoy freebies, giveaways, and updates on "Grand Blue Dreaming Season 2" and more!

YEN PRESS INDUSTRY PANEL

For over a decade, Yen Press has been one of the biggest publishers of manga, releasing the likes of Black Butler, Fruits Basket and Toilet-bound Hanako-kun. Yen Press has also given a home to fan favorite categories such as light novels, audiobooks and manhwa. Join us for new announcements and Q&A!

YOU GOTTA READ THIS WEBTOON!

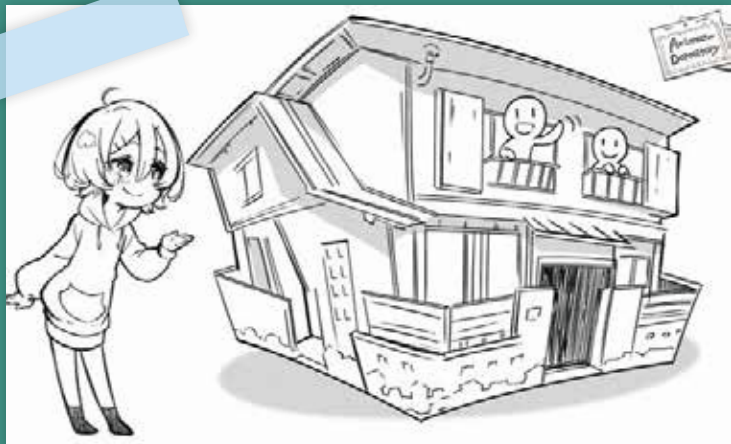
There's so much to discover in webtoons, but what's worth reading? Hear from online influencers and reps from top webtoon publishers, including WEBTOON, IZE Press, Tapas and K-comics reviewers as they try to entice readers to check out their picks in rapid-fire recommendation rounds.



CHARITY AUCTION

Day 4 - July 6
1:30PM - 3:30PM
Petree Hall

The SPJA is proud to support various non-profit organizations through its annual Anime Expo Charity Auction. For 2025, the Anime Expo Charity Auction will support Animator Dormitory, an organization that offers housing and technical support to new animators in Tokyo, Japan. Anime Expo's guests and partners have generously donated artwork, memorabilia, and other amazing items for the Charity Auction. Turn your love of anime into support for a charitable cause!



ABOUT ANIMATOR DORMITORY

Located in Tokyo, they offer housing and technical support to new animators, allowing them to focus on their craft without the burden of financial stress. Animator Dormitory was established to address the widespread issue of low wages in the anime industry. Financial challenges forced many new animators to leave the field before they can fully develop their skills. 90% of animators leave within three years, creating a constant turnover that hampers the ability of experienced professionals to mentor newcomers and jeopardizes the future of anime.

DAY 2 SCHEDULE - JULY 4TH



**ACADEMIC
PROGRAM**



**CAREER
TRACK**



**COSPLAY
TRACK**



**CULTURAL
TRACK**



**FAMILY DAY
TRACK**

See page 15 for more information on AX Programming Tracks.

A COSPLAYER'S GUIDE TO THE LA FABRIC DISTRICT (2025 EDITION!) ✂

Downtown LA is home to the legendary fabric district. For the past 20 years, cosplayers have been taking advantage of this shopping center made of trims, glitter, buttons, and mountains of discounted fabric. New for 2025, we know that the fabric district has undergone a ton of change – learn from veteran cosplayers, Stan Oh and Eri Victoria how you can make the most of your time at the LA Fabric District! For all cosplayers regardless of experience!

A-1 PICTURES 20TH ANNIVERSARY INDUSTRY PANEL

A-1 Pictures is celebrating their 20th anniversary! Join members from A-1 Pictures to look back at some of their iconic titles such as Solo Leveling and Lycoris Recoil, get a behind the scenes look and maybe even a sneak peek from this prestigious studio.

AN OUTLANDISH FEUD ✨

Have you ever wanted to be in a game show? Here's your chance, join the Outlandish crew as we face off against an audience "family" in a feud. Answer questions and maybe even win prizes.

ANIMATE PRESENTS- ALIEN STAGE DIRECTOR VIVINOS LIVE DRAWING

Welcome to the survival audition program, ALIEN STAGE! Enjoy a Q&A session and live drawing by our special guest creators! Guest: VIVINOS, KANG PD

ANIME JOURNALISM 101: SO YOU WANT TO BE AN OTAKU GUMSHOE?

Join Anime News Network's Publisher, Christopher Macdonald, and journalists from ANN and other publications to get pointers on how to pitch a story, the rigorous requirements to report the news, and more!

ARC LIVE - ANIME EXPO INTERACTIVE EDITION

ARC Live is back at Anime Expo! Come through and get the latest news for all things Arc System Works! This year, we'll also have chances for the audience to come up on stage and help us with some demonstrations or challenge us to some games! We'll have prizes and giveaways as well!

BANDAI NAMCO FILMWORKS INDUSTRY PANEL

Come to the Bandai Namco Filmworks Industry Panel to get our latest news on upcoming anime, with special guest appearances by Tomoyo Kurosawa, the voice of MACHU, the main character of "Mobile Suit Gundam GQuuuuuuX," and more!

BEHIND THE MANGA WITH ITARU KINOSHITA, CREATOR OF "DINOSAUR SANCTUARY"

Itaru Kinoshita talks about how he created his critically acclaimed manga series "Dinosaur Sanctuary" with paleontologist Dr. Shin-ichi Fujiwara. In addition to doing a live drawing demonstration, Kinoshita will show how he incorporated science facts into his fantastical story of a dinosaur zoo set in modern-day Japan. Moderated by Deb Aoki, cohost of the Mangasplaining podcast.

BEYBLADE X

Unleash the excitement with BEYBLADE X! Join us for the latest episode and dive into the thrilling world of BEYBLADE, where epic battles and spinning tops collide.

BILIBILI LIVE 2025: HAOLIN UNPLUGGED, NEW DROPS, & HOB EXCLUSIVE PREMIERE

Catch Haolin live as he reveals secrets behind top hits Link Click and To Be Hero X, and grab front-row seat to bilibili's latest title lineup featuring Uglymug, Epic Fighter, and All-Devouring Whale and the EXCLUSIVE premiere of Heaven Official's Blessing's short episode: Lantern Riddles on Lantern Night. @madeby_bilibili for mysterious Guest & Gifts reveal.

BL KAHOOT ✨ 18+

How much do you know about BL manhwa, manga, or manhua? Come find out at our super spectacular kahoot where all can join to compete for prizes.

BLEACH: THOUSAND-YEAR BLOOD WAR PANEL

Join us at the BLEACH: Thousand-Year Blood War panel, where we showcase exclusive content, plus exciting new announcements about the final part. Test your fandom in interactive quizzes and win awesome BLEACH prizes! Stay until the end so you don't miss the special announcements.

BREAKING THROUGH THE GLASS CEILING: THE STORIES OF AAPI IN SPORTS 🏆

Join us as members of the AAPI community share their journeys of breaking barriers in sports. From challenges to triumphs, they'll discuss resilience, representation, and embracing their heritage while inspiring change in the world of athletics. Celebrate their stories and the power of diversity.

CYBERPUNK: EDGERUNNERS – BEHIND THE SCENES WITH ITS CREATORS

Join the cast and crew of the hit Netflix anime created by CD PROJEKT RED and TRIGGER for a behind the scenes look into how it came to life. Hosted by Joey "The Anime Man" Bizinger, panelists include scriptwriter Bartosz Sztybor and voice actors Zach Aguilar (David Martinez) and Emi Lo (Lucy).

DELICIOUS IN DATA: ANIME MARKET RESEARCH WITH FANSERVEUS

The consumer insights team at FanserveUs presents all-new data on what fans are watching and what audiences want to see, read, and collect more of next season. Join us for a palate-cleansing side quest into the techniques and developments shaping research in fandom and market analytics, then flex your smarts and win a treat in our lightning round quiz!

DEMON SLAYER: KIMETSU NO YAIBA 6TH ANNIVERSARY CELEBRATION

Demon Slayer: Kimetsu no Yaiba returns to Anime Expo for an unforgettable event celebrating the music of the series performed live, along with a special appearance by Natsuki Hanae (Tanjiro Kamado)!

DESIGN YOUR OWN STONWARE PIECE 🌸

Join us at the 2025 Anime Expo for a paint-your-own pottery workshop. This workshop is a great way to get creative, create a one-of-a-kind keepsake from the Expo, and, as a bonus, you get time to rest your feet after a long day of exploring.

DRAWING ANIME USING PERSPECTIVE OF CALLIGRAPHY 🌸

In this panel, discover how he blends genres with calligraphy as he draws a large-scale anime character in real time. Kuni Yoshida has drawn multiple anime characters in a live performance setting, mixing genres with a traditional Japanese art form.

EDUCATOR ROUNDTABLE - JAMS@AX SYMPOSIUM 📖

Are you interested in how anime can be used in the classroom? In this session of the JAMS@AX Symposium, join three educators teaching students ranging from high schoolers, to undergraduates, to graduate students and learn how they built and taught several classes centered around anime.

EVA FOAMSMITHING 101 ✂️

Have you ever been curious about how you can make armor or props using something as simple as EVA foam? Come with questions and join Akakioga as she goes over the basics of EVA foam, supplies, and techniques to help get you started on your armor making journey!

* Presented by AX25 Cosplay Senpai Akakioga Cosplay

FAKKU ASANAGI - GUEST Q&A 18+

Join legendary hentai manga and doujin artist Asanagi, in a one-of-a-kind Q&A! Asanagi will share stories and experiences from the industry in Japan and talk about releasing their books in English.

FAMILY BONDS AND QUEER COMMUNITY: FINDING ACCEPTANCE, AND ONESELF, IN ANIME - JAMS@AX SYMPOSIUM 📖

In this session of the JAMS@AX Symposium, scholars discuss how chosen families, intergenerational ties, and queer-coded narratives depicted in anime can foster empathy, build stronger communities, and help audiences find self-acceptance.

FRIEREN: BEYOND THE JOURNEY

Get ready for a conversation with some of the cast and staff behind one of the most-talked about anime in recent history! Join the voice of Stark (Chiaki Kobayashi), Producer Yuichiro Fukushi, and Composer Evan Call as they talk about their experiences working in the show, and what's next for Frieren!

"FROM CONCEPT TO REALITY: BRINGING KAHOSHIBUYA'S GAME CHARACTER TO LIFE"

Last year at Anime Expo, we asked, "What if Kaho Shibuya were a game character?" and brought that idea to life through an exciting live art battle. Now, we're back to take you behind the scenes of the character's full development process! Join Rocket Panda Games President/CEO Mike McNamara, special guest Kaho Shibuya, and the creative team behind Phantom Breaker.

FUN WITH GUNPLA

A workshop where participants are given a free Gundam GUNPLA kit and guided on how to assemble it into a Gundam figure.

FUNMAKER PRESENTS ROKIMOTO SLURPRISE 🏠

A night filled with Humor, Inspiration, Fun, & Imagination.

GACHIAKUTA US PREMIERE AND SPECIAL GUEST Q&A

Dive into the action-packed, trashpunk battlefield of upcoming anime "Gachiakuta" in an exciting Q&A with special guests: Kei Urana (manga story & illustration), Hideyoshi Andou (graffiti design), and Naoki Amano (Bones Film producer). Then, join us for the exclusive US PREMIERE of the first TWO episodes!

For scheduled time and room location, please download the Anime Expo mobile app.



GENSHIN IMPACT THIRST HOUR (18+) ✨ 18+

a full hour of thirsting over our favorite Genshin Impact characters! We will be sharing and showcasing our favorite edits, fan art, fanfics, and more!

GET RHINESTONED ✂️

Do you like shiny things in your cosplay? Then join SuncakeMooncake Cosplay as they teach you how to get rhinestoned! We'll cover different rhinestone brands, recommended fabrics and glues, our favorite rhinestone dealers, and tips on creating rhinestone designs and attaching them to your cosplays!

GRAND SUMMONERS DEVELOPER PANEL

Join in on this panel by game developer NextNinja to learn about the latest and upcoming news for the hit Anime RPG Grand Summoners! All participants will receive a free original gift as well as have a chance to receive exclusive merch!

HARUKI MURAKAMI LITERATURE CLASS 📖

Have you heard of the writer Haruki Murakami? Interested in learning about his world and how to analyze his work? Looking for fellow Japanese literature fans? Come and learn about global Japanese literature through a short story "Little Green Monster" by Murakami--and taught by a real professor of literature.

HATSUNE MIKU: COLORFUL STAGE! FAN MEETING AT ANIME EXPO 2025

The popular rhythm game, HATSUNE MIKU: COLORFUL STAGE! will be hosting a fan meeting event only at Anime Expo. The event will include a talk show with VAs for Saki, Shiho, Akito, and Toya, musical numbers, a special reveal, and more! Every attendee will receive free items, don't miss it!

HIDIVE AND TV ASAHI PRESENT THE DANGERS IN MY HEART MOVIE SNEAK PEAK

Calling all romcom fans: Join us for an inside look at the upcoming film for the beloved series The Dangers in My Heart! Producers Yosuke Sakurai and Kazuki Endo join series director Hiroaki Akagi for a discussion of the franchise and present the inside scoop on the follow-up film.

HIDIVE PRESENTS IS IT WRONG TO TRY TO PICK UP GIRLS IN A DUNGEON 10TH ANNIVERSARY CELEBRATION

Join us for a celebration of the fantasy adventure franchise Is It Wrong to Try to Pick Up Girls in a Dungeon? We welcome special guest EGGFIRM producer Nobuhiro Osawa for a 10th anniversary screening and conversation on the historic series.

HIDIVE PRESENTS SUMMER 2025 SIMULCAST NORTH AMERICAN PREMIERE

Join HIDIVE for a premiere screening of a Summer 2025 Simulcast. More details forthcoming, but you won't want to miss the opportunity to check out a brand-new series before anyone else.

HORROR/THRILLER/DARK GENRE ✨ 18+

Returning for our fourth year to facilitate an open discussion about horror, thriller, and dark anime & manga. A great way for people to share recommendations and engage with others who are interested in learning more about these genres!

HOW TO BREAK INTO THE ANIME INDUSTRY AS A FREELANCER! 📁

Ever dream of working on anime? We'll be telling you about new opportunities in the industry, and how to level up your skills to work on anime you love -- remotely from the comfort of your home! Hosted by Yoshi Kirishima.

HYPNOSISMIC -D.R.B- MOVIE / UTA☆PRI TABOO NIGHT XXXX SCREENING

Double screenings of HYPNOSISMIC -Division Rap Battle- Movie and Utano☆Princesama TABOO NIGHT XXXX-AX special versions! Vote with the CtrlMovie App in HYPNOSISMIC, Japan's 1st interactive anime film. Don't miss QUARTET NIGHT's bold new chapter in the hit UTA☆PRI series!

IRONMOUSE & CDWAGVA: CHAOS UNLEASHED - THE AX TRILOGY

Back for a third round of unfiltered chaos, fan-favorite duo Ironmouse and CDawgVA return for another unforgettable panel! Expect wild stories, hilarious banter, and plenty of surprises as they take the stage once again. Whether you're a longtime fan or new to their antics, this is a must-see event filled with laughs, Q&A, and maybe even some unexpected challenges.

ISEKASH CAB! ✨ 18+

Have you ever been stuck in traffic so long that you wished you could be whisked away to another world? Well, you're in luck~ because Isekai Nation is here to do exactly that! Just like the old gameshow Cash Cab (only 10 billion% better), you'll hop inside our faithful isekai transporter, Truck-kun, and take a ride that you and your friends will never forget! Think you have what it takes to reach your destination unscathed and with more Isekai Cash in your pocket than the rest?! Buckle up and prove it!

JEOPARDY NIGHT BROADCAST 18+

You've played Jeopardy, you've probably played Anime Jeopardy, but now its time for Anime Jeopardy Night Broadcast! Get ready for the more cultured after dark quiz show as 3 teams compete for points, glory, and prizes! Who will win and be crowned our 2025 Person of Culture and who will be cast off as cringe?

JAST VISUAL NOVEL INDUSTRY PANEL 18+

JAST, purveyors of Visual Novels and the occasional Fumo, are here to chat about the eroge industry, make a few announcements, do a few giveaways, and answer all of your questions about the world's least fun video games.

JOJO'S BIZARRE ADVENTURE MEETS ANIME EXPO 2025 SPECIAL PANEL

Join Warner Bros. Japan along with special guests to celebrate the JoJo's Bizarre Adventure animation series! The show will be hosted by Kira Buckland (voice of Jolyne Cujoh) with Keith Silverstein (voice of Robert E.O. Speedwagon) and Mick Lauer (voice of Leone Abbacchio)!

KONAMI PRESENTS: UNMASKING SILENT HILL F WITH MOTOI OKAMOTO, RYUKISHI07, AND AKIRA YAMAOKA

Get an in-depth look behind SILENT HILL f, the newest game in the SILENT HILL series, with producer Motoi Okamoto, writer Ryukishi07, and composer Akira Yamaoka as they give you exclusive insights and never-before-seen footage from the game.

LEARN COSPLAY ARMOR, ALL OF IT, WITH JOHNNYJUNKERS

Come learn armor craft from the team at JohnnyJunkers. With industry clients including Riot Games, Marvel Entertainment, Tencent and Crunchyroll we have seen a great deal over the 15 years in industry. Topics will include basic armor patterning, manual plastic forming and 3D printing options. In this panel we aim to give everyone their ideal option to make armor and props.

* Presented by AX25 Cosplay Senpai Johnny N' Junker

LEVELING UP: HOW ANIME, MANGA & RPGS INSPIRED NAOKI YOSHIDA AND FINAL FANTASY

Journey with Naoki Yoshida (Square Enix) as he looks back on his life, early career and experiences working on Final Fantasy XIV (Producer/Director) and Final Fantasy XVI (Producer). What are some of his favorite manga or anime? How did they influence his career and FINAL FANTASY? Join us and find out!

LEVIATHAN EXCLUSIVE PREMIERE

Fugitive prince, Alek, meets Sharp, a commoner disguised as a boy, on the flying whale Leviathan, and they embark on an epic adventure around the world. Join creators from QUBIC PICTURES and STUDIO ORANGE for the exclusive premiere of the new action-adventure anime coming to Netflix on July 10, LEVIATHAN!

LIVE VALORANT ART DEMO BY RIOT GAMES

Riot Games presents a live art demo featuring lead VALORANT illustrator Ke Su, with an exciting sneak peek at the upcoming VALORANT Champions Paris.

MACROSS NIGHT - ARCHIVE SCREENING PRESENTED BY BIGWEST

Join us for a special 3-hour MACROSS Night! We'll screen the first episodes from 6 TV & OVA series in one unforgettable evening. Revisit each legendary beginning and celebrate the rich history of MACROSS with fans at AX!

MAKING MANGA WITH VIZ

Are you an aspiring mangaka? Learn from the editors and mangaka behind VIZ Originals and One-Shots in this workshop about how to publish your manga with VIZ. Walk through the process of developing a manga and get advice on what we look for in a manga series pitch or one-shot submission!

MANGA MAVERICKS BOOKS INDUSTRY PANEL

Join the team behind Manga Mavericks Books (store. mangamavericks.com) and find out how the company that started as a manga podcast has transformed itself into one of the newest indie manga publishers! Learn more about our upcoming slate of releases, as well as the library of content from our partner Red String Translations. We'll have new announcements, surprises, and more!

MANGA, MEMORIES & MAGIC: PEACH-PIT'S 25TH ANNIVERSARY PANEL

Celebrate 25 years of PEACH-PIT, the creators of Rozen Maiden, Shugo Chara!, and more! Join this special panel for a look back at their iconic works, creative journey, and the magic that made their stories unforgettable.

MANGAGAMER: THE NOW & FUTURE OF VISUAL NOVELS ¹⁸⁺

Join Mangagamer, the largest localizer of Visual Novels, as we discuss the newest games we're bringing to fans worldwide and showcase the steamy appeal of this growing medium. Our staff will also be presenting our newest license announcements, and if time permits, answering all kinds of questions from the audience about the visual novel industry and what it's like to work on such adult titles.

MFINDA: A JOURNEY BETWEEN WORLDS, PRESENTED BY N LITE

Get ready to discover MFINDA – and dive into the world of the manga and the highly anticipated anime feature film. Step into the captivating world of MFINDA, where a 13-year-old Congolese girl named Odi is transported to a primordial forest of spirits, gods, and ancestors. Join the creative staff for a behind-the-scenes look and discussion on producing the world's first Afro-anime film, with an international production team of Black and Japanese animators.

MONSTROUS LESSONS: TEACHING HORROR ANIME - JAMS@AX SYMPOSIUM

Join scholars in exploring how horror anime can be used in the classroom, and beyond, in this session of the JAMS@AX25 symposium.

NEWTYPE MAGAZINE 40TH ANNIVERSARY CELEBRATION PANEL

Get ready to celebrate Newtype's 40th Anniversary! Hosted by the magazine's editorial team, this special panel will feature a fun commemorative quiz and a nostalgic look back at Newtype's most iconic covers. Come join us as we relive epic moments of anime history!

For scheduled time and room location, please download the Anime Expo mobile app.



OBEY ME! BOYS: MEET AND GREET 2025 AT AX

Join the Obey Me! Boys for a special fan meeting with updates on Obey Me! and Ex and Bee! Get a sneak peek at the future of NTT Solmare's worlds and enjoy a fun Q&A with the cast.

OPEN AUDITIONS PRESENTED BY BANG ZOOM! STUDIOS

Looking for your shot to be a voice actor for anime? This might be your chance to land a role in an upcoming anime series! Whether you're an aspiring voice actor looking for that big break or are just curious to see what the process is like, stop by The Novo on July 4th and try out your voice acting chops for a once-in-a-lifetime opportunity to be a part of a real anime production. No experience necessary!

ORIGAMI WORKSHOP 🌸

Origami is the Japanese art of paper folding. Learn to fold a chopstick wrapper into a peacock, then fold a snake in a box, a simple swan & a samurai helmet.

OTOME 101: CLASS OF 2025

Calling all otome and joseimuke fans! Otome 101 is back at AX for the 3rd time, hosted by Japanese otome game producer Hiroto Kuramasu, who has been working in the industry for 10 years! Come for a deep dive into the history, current trends and lingo, behind the scenes, and...maybe even brand new content?! Don't miss this super rare chance to get all the scoop from an otome game creator and a company's POV about otome!

OUTLANDISHLY EXPLAIN YOUR EXTREME FETISH 🌸 18+

Do you have a kink that everyone thinks is weird? Well us too, come join the Outlandish crew as we explore the dark and crazy side of yours and our kinks and fetishes within hentai and manga.

PARU ITAGAKI ("BEASTARS ") X SCIENCE SARU ("DAN DA DAN ") TV ANIME "SANDA" PANEL & WORLD PREMIERE

The new animated series ""SANDA"", based on the original work by Paru Itagaki; animation production is being handled by Science SARU. Panelists Paru Itagaki (author), Tomohisa Shimoyama (director), Kohei Sakita (producer). Panel to highlight live drawing by Paru Itagaki, world premiere (episode #1), commentary on highlighted scenes and discussion, and a special present.

PICTURE BINGO - MANGA EDITION 🌸

Who's ready for Bingo? Join us for Picture Bingo—a fun-filled session for all ages with a fun twist of some of your favorite series! Limited spots available. Play along for a chance to win a cool prize.

POKÉSKETCH SHOWDOWN 🏠

Do you have what it takes to draw the next new Pokémon with limited colors within a time limit? Join our PokéSketch Showdown! Contestants will design new Pokémon based on various prompts, which may include non-traditional Pokémon types, basic forms, legendary creatures, or evolution chains.

PRODUCTION IG X WIT INDUSTRY PANEL

Get ready for an electrifying anime experience! Join Maki Terashima-Furuta, President of Production I.G. USA, and George Wada, President of both Production I.G. and WIT Studio, for an exclusive panel that delves into the studios' latest and upcoming projects. This is your chance to gain insider insights into the creative processes behind some of the most anticipated anime titles.

PUBLANG PRESENTS: BEHIND THE SCENES OF BL PUBLISHING 🌸 18+

Learn how BL titles are licensed and localized for English-speaking fans. From cultural nuance to market trends, PUBLANG breaks down the publishing pipeline—and reveals how your favorite series makes it across the ocean and straight into your heart <3

RECORDS OF ANIME: COLLECTING ANIME RELATED VINYL 🌸

Return of Anime...records? Come and learn why you should be listening to anime music on vinyl, how to start collecting anime music on vinyl, what's available, where to buy and upcoming releases. Did I mention there's exclusive discounts and a chance to win free vinyl, maybe a special guest also!

SO YOU WANT TO START AN IDOL GROUP? (A BEGINNERS GUIDE TO GROUP COSPLAY) ✂️

Have you ever seen a large cosplay group and wished that it was your friends? Come join veterans of the cosplay idol community as we break down the basics of putting together large groups, organizing cosplayers, and the details of what it takes to put on a show.

STUDIO TRIGGER PRESENTS WORLD PREMIERE OF "NEW PANTY & STOCKING WITH GARTERBELT" 18+

TRIGGER Panel took a step back for the first time in 2024. We're now back—bigger and bolder at the Peacock Theater! Join us this Friday night for the world premiere of New PANTY & STOCKING with GARTERBELT! And, of course, we expect to share much more than just a premiere...

THE APOTHECARY DIARIES GUEST PANEL FT. YUKI AOI AND SETO ASAMI

Join Crunchyroll in welcoming special guests from Japan, Yuki Aoi and Seto Asami for an exciting panel on The Apothecary Diaries Season 2! The Japanese talent will share their thoughts from the recent season and participate in a live dub exclusively for our Anime Expo audience.

THE ART OF LEVELING UP: DESIGNING POWER SYSTEMS IN ANIME, MANGA AND WEBCOMICS

While superpowers are nothing new, building an entire world around intricate power systems is a next-level feat that only a few creators and publishers truly nail. From chakra and nen to devil fruits and quirks, power-scaling narratives are some of the most beloved staples of anime, manga and webcomics. These stories have thrilled fans for decades with carefully crafted hierarchies and rules that turn every battle into a mind game. Join top creators and industry experts as they break down what makes these systems so compelling—and how they bring them to life through worldbuilding, character arcs, and genre-defining storytelling.

THE FUTURE OF KODANSHA MANGA REVEALED

Kodansha—purveyors of some of the most exciting & heartfelt manga published today like, Gachiakuta, Attack on Titan and A Sign of Affection—invites fans of both manga and anime to get a sneak peek at the future of Kodansha Manga releases!

THE GLOBAL PRODUCER: MAKING ANIMATION ACROSS BORDERS

As global collaborations reshape the animation industry, producers are pivotal in bridging cultures, studios, and storytelling traditions. Led by Qubic Pictures (Star Wars: Visions, Eden, and the upcoming Leviathan series) this panel explores the evolution of producers in international animation.

THE LAST BLOSSOM (HOUSENKA) – SPECIAL PANEL FOR AN ORIGINAL ANIMATED FILM PREMIERING IN JAPAN FALL 2025

A special panel on The Last Blossom (HOUSENKA), directed by Baku Kinoshita and written by Kazuya Konomoto—the duo behind ODDTAXI—and produced by CLAP, officially selected for the Annecy International Animation Film Festival 2025. Director Kinoshita and the producers will share behind-the-scenes insights into this highly anticipated new film.

THE LATEST WITH KOTOBUKIYA - SCALE FIGURES & MODEL KIT SHOWCASE

ARTFX J, BISHOUJO, scale figures, model kits and more! Kotobukiya presents the latest product updates, first time reveals, and announcements. And as always there will be plenty of giveaways! Don't miss out!

THE OFFICIAL HONKAI: STAR RAIL PANEL AT ANIME EXPO 2025

Honkai: Star Rail is returning to Anime Expo with an exciting panel hosted by the Trash Taste creators! Celebrate the release of the highly anticipated character, Phainon and meet talented voice actors behind fan-favorite Amphoreus characters. Hear their experiences, behind-the-scenes stories and watch them perform iconic character lines!

“THE SUMMER HIKARU DIED” - WORLD PREMIERE OF EPISODE 1 (SUBTITLED) WITH MOKUMOKUREN AND CHIAKI KOBAYASHI

“YOU TO BE MY SIDE, EVEN IF YOU ARE FAKE...” Don't miss the stunning new work from the rising studio CygamesPictures, diving into the unknown! This event features appearances by original creator Mokumokuren, voice actor Chiaki Kobayashi (Yoshiki), and CyberAgent producer Manami Kabashima. A brand-new video will also be unveiled!

UNIVOLT: A NEW ERA OF SOUND FROM VSHOJO NOVA

Get ready to witness the dawn of a new dimension in VTuber music. VShojo NOVA is here at Anime Expo with a major announcement: UNIVOLT—a new music project blending storytelling, stunning visuals, and electrifying sound.

WAFU WARS 2: BIGGER BADDER CRAZIER 18+

TEXAS WAFU WARS IS BACK! After the chaos of the first panel we decided to come back to AX. Once again we are prepared to debate about our favorite waifus and prove to everyone that your waifu is the best, or suffer in shame knowing they are MID!

WAYFORWARD ANIME GAME DEVELOPER PANEL

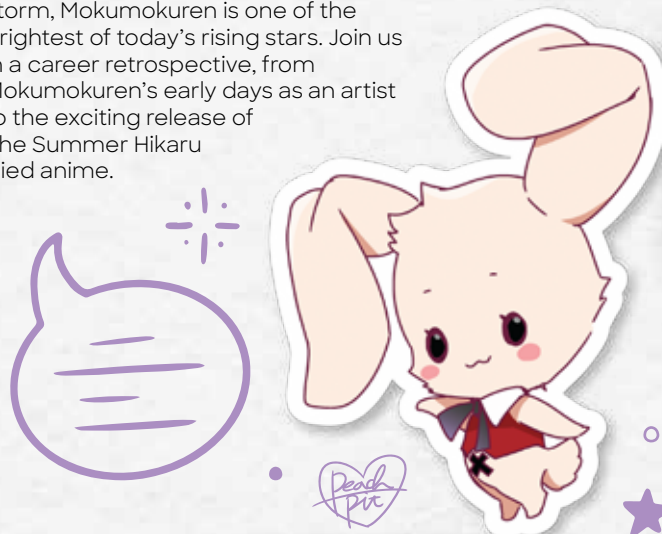
Game developers WayForward return to Anime Expo for a third year to showcase their latest anime-inspired video games with new trailers, behind-the-scenes, Q&A, prizes, special guests, and exclusive reveals!

WITCH WATCH PANEL WITH DIRECTOR & VOICE CAST

Join Lilypichu (Nico), Stephen Fu (Morihiro), and Caleb Yen (Kanshi) from the English voice cast and director Hiroshi Ikehata for a behind-the-scenes dive into WITCH WATCH, the season's magical new rom-com.

YEN PRESS PRESENTS: A DISCUSSION WITH MOKUMOKUREN—CREATOR OF THE SUMMER HIKARU DIED

As the creator of The Summer Hikaru Died, the beautiful horror manga that has taken the world by storm, Mokumokuren is one of the brightest of today's rising stars. Join us in a career retrospective, from Mokumokuren's early days as an artist to the exciting release of The Summer Hikaru Died anime.



For scheduled time and room location, please download the Anime Expo mobile app.



DAY 3 SCHEDULE - JULY 5TH



**ACADEMIC
PROGRAM**



**CAREER
TRACK**



**COSPLAY
TRACK**



**CULTURAL
TRACK**



**FAMILY DAY
TRACK**

See page 15 for more information on AX Programming Tracks.

[WORLD PREMIERE] GINTAMA - MR. GINPACHI'S ZANY CLASS

Witness the World Premiere of the GINTAMA spin-off anime! Join us for exclusive footage, messages from Odd Jobs, and behind-the-scenes insights. Discover new merch, participate in our exciting giveaway, and dive into the GINTAMA universe!

2010S ANIME MUSIC TRIVIA 🏠

Calling all Demon Slayers, U.A. Heroes, and Survey Corps members! We want you to participate in our 2010s Anime Music Trivia! Listen to your favorite anime music and correctly answer the anime title for a wide variety of songs. The top three (3) contestants who solved the most questions will receive an assortment of prizes. Stay focused and fight on!

3D PRINTING AND 3D MODELING 🖨️

3D Printing has a lot of uses from household repairs to medical applications to cosplay props and armor. Get to know how you can start 3D printing with information to point you in the right direction. The presenter will be demonstrating programs for 3D Modeling so you can print what you make.

ACKY BRIGHT'S VISUAL JUKEBOX

Acky Bright is back at AX for his third year, and you won't want to miss it! Enjoy his fan-favorite live art session, be the first to hear exciting new project announcements, get behind-the-scenes stories, and win exclusive raffle prizes and signed merch!

AN EVENING WITH THE MEN (SUPPORTED BY TIKTOK)

At 12:30, on the 5th of July, take a stroll down to Petree hall and spend an evening with TheAnimeMen, King Christian, and Ohio Final Boss.

ANIME AND BLACK CULTURE 🌸

Anime is amazing and it has affected black culture in a big way. Come wild out with us at a fun comedic experience explaining how deep anime and black culture intertwine. As well as find out what amazing black projects exist in other spaces. Have fun with us while we entertain and educate!

ANIME EXPO 2025 MASQUERADE

The AX Masquerade is Anime Expo's longest-running and most prestigious cosplay competition, where talented cosplayers will now take the Main Events stage at Peacock Theater to compete for incredible prizes and the coveted Best in Show title.

ANIME NEWS NETWORK

Join the staff of anime's #1 source for news and reviews at Anime Expo. Learn what it's like to work at Anime News Network, how the site has evolved over the last 26 years, and what we're doing to bring more news straight to fans!

ANIME TRIVIA TIC TAC TOE

Whether you're a casual fan or a walking anime encyclopedia, this game is your chance to shine! Win your way to the top through answering trivia to claim your spot on the board or to block your opponent from victory! Come solo or bring your crew—either way, it's going to be a showdown worthy of a shonen arc.

"ASCENDANCE OF A BOOKWORM" & 2025 ANIME LINE-UP SNEAK PEAK: YTV ANIMATION & YTE - YTV GROUP INDUSTRY PANEL

Join ytv Group, longtime anime producer for 55+ years known for titles such as "Inuyasha" and "Detective Conan," for the reveal of their 2025 anime line up! Hear from the "Ascendance of a Bookworm" light novel editor and anime production team, plus stay for a special giveaway!

AX25 COSPLAY GUEST ROUNDTABLE

The art of building a Cosplay following can be daunting. But have no fear, for our AX24 Cosplay Guests are here! Come join our fantastic Cosplay Senpai & Judges to learn about establishing your social media presence as a Cosplayer and more!

* Moderated by AX25 Cosplay Senpais Team Kirari.

AZUKI MANGA INDUSTRY PANEL

Join the staff of manga app and publisher Azuki (azuki.co) to learn more about the latest series available on Azuki's iOS, Android, and Web apps, including Hikaru in the Light!, Mecha-Ude: Mechanical Arms, and My Dear Detective: Mitsuko's Case Files. We'll have announcements, prizes, and more!

AZUKI PRESENTS: ALLEY ESCAPE (THIS EVENT IS 21+)

A late-night anime fan takeover with free-to-play claw machines, gachapons, and arcade games, performances by Qrion and Made In Vietnam, cosplay, fan art showcases, and more! The new Enter The Garden anime capsule collection drops with event exclusive items. Get tickets at azuki.eventbrite.com.

BEGINNER BEADING WORKSHOP ✂

Join us for a beginner workshop into Beading for Cosplay! Learn beginner friendly techniques & materials to start your 1st ever beaded piece. Supplies will be supplied by the teacher, spots are limited and will be FCFS.

BL COURT 🌸 18+

Defend or prosecute your favorite Boys' Love leads in this playful, interactive panel. Hopefully you passed your bar exam— get ready to present your case and let the jury decide which leads will taste freedom or incarceration!

BOYS LOVE AND FUJOSHI: THE GIRTHENING EDITION 🌸 18+

Fujoshi has been a part of fandom since conception. Fans of BL (Boys Love), they have built the genre up from shoujo manga and glamrock doujin beginnings into a massive industry of stage plays, films, and tenga collabs today. Join us for a deep dive into fujoshi culture and the genre that is BL.

CHARACTER DRAWING WITH MINOMIYABI!

Draw with MINOMIYABI! A talented Japanese artist who has been an active panelist at AX for 14 years. Known for his bold, expressive style and imaginative storytelling originating in his career at Walt Disney Imagineering, MINOMIYABI has become a prominent artist in the industry. His standout collaborations span a diverse range of artists and brands, including LISA, ANA, Gorillaz, BoyWithUke, Yungblud, and more. Whether you're an aspiring artist or a long-time fan, this session offers a rare, behind-the-scenes look into his creative process and the international projects that have shaped his career.

COSPLAY TIPS FOR BAKAS: UNCOMMON KNOWLEDGE TO IMPROVE YOUR COSPLAY LIFE ✂

With 10+ years of experience, Jin (behindinfinity) and Sorairo-Days share their most valued and frequently applied cosplay tips — especially ones that aren't talked about enough. Topics range from sewing, wig styling, crafting and safety, practical tips for cosplay planning, storage, and etiquette.

* Presented by AX25 Cosplay Judge Jin (behindinfinity)

CRUNCHYROLL INDUSTRY PANEL

It's the ultimate anime destination for all the insights, news, trailers and guests at Anime Expo! Join the Crunchyroll Industry Panel at Petree Hall to hear about all the latest and greatest coming in 2025 and beyond.

DAN DA DAN PANEL WITH DIRECTOR & VOICE CAST

Celebrate the return of DAN DA DAN with director Fuga Yamashiro from Science SARU and Abby Trott (Momo), A.J. Beckles (Okarun), & Aleks Le (Jiji) from the English voice cast. Get a special behind-the-scenes look as DAN DA DAN starts airing its second season!

DARK HORSE MANGA

Dark Horse is the second-oldest publisher of manga in English (since 1988!). Our titles include Berserk, Gunsmith Cats, Panty & Stocking with Garterbelt, Planetes, Innocent Rouge, Trigun Maximum, Keep Your Hands Off Eizouken! and Cat+Gamer. Please come by our panel to hear about our current and upcoming releases, ask questions, and win free prizes!

DENPASOFT INDUSTRY PANEL W/ ISHIKEI 18+

Join Denpasoft, a premier publisher in adult gaming, for an evening of spicy new announcements and discussions! With a very special guest appearance by ISHIKEI. We'll check out what he's been up to and a Q&A session! And perhaps some giveaways if time permits that you don't want to miss out on!

DESIGN YOUR OWN STONWARE PIECE 🌸

Join us at the 2025 Anime Expo for a paint-your-own pottery workshop. This workshop is a great way to get creative, create a one-of-a-kind keepsake from the Expo, and, as a bonus, you get time to rest your feet after a long day of exploring.

DETECTIVE CONAN: THE BLACK IRON SUBMARINE U.S. PREMIERE SCREENING

Detective Conan is coming to AX! Join us for the U.S. premiere of Detective Conan: The Black Iron Submarine, the hit film grossing 100+ million dollars worldwide! Dive into this action-packed mystery as Conan faces a deadly plot beneath the waves. Don't miss this monumental cinematic experience!

DR. STONE SCIENCE FUTURE COUR 2 PREMIERE PANEL

Join Crunchyroll and special guests Yusuke Kobayashi (voice of Senku Ishigami) and Kenji Nojima (voice of Dr. Xeno) for the premiere of the first episode of Dr. STONE SCIENCE FUTURE Cour 2! Be among the first to witness the Kingdom of Science's quest to solve the mystery of petrification and save all 7 billion people on earth... all while under Stanley's fierce pursuit!

DRECOM INDUSTRY PANEL FEAT. KUMO KAGYU

Kumo Kagyu, the mastermind behind "Goblin Slayer", is back with his latest masterpiece, "BLADE & BASTARD"! Get ready for exciting updates on our popular titles, including the upcoming TV anime "The Holy Grail of Eris". Plus, there's a chance to win awesome prizes. Join the fun—don't miss out!

EXPLORING THE UNMATCHED POWER OF SCI-FI IN ANIME AND MANGA 🏠

Sci-fi manga and anime powered the invasion of those forms throughout the world. From dystopian futures to ninja-powered heroines, join us as we explore why this genre captivates fans worldwide --and continues to push the boundaries of storytelling, worldbuilding, and creativity beyond its limits!!

For scheduled time and room location, please download the Anime Expo mobile app.



Download on the
App Store



GET IT ON
Google Play



AX
ANIME EXPO.

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FAKKU INDUSTRY PANEL 18+

FAKKU has released thousands of manga, games, and anime and quickly became the largest English hentai publisher in the world. Join FAKKU as they talk about their history, current projects, and find out what they have planned next!

FANCY UP THAT FABRIC: HOW TO MAKE YOUR COSPLAY UNIQUELY YOU ✂

Painting, Beading, Embroidery, Dyeing, Weathering, Smocking. They're all wonderful ways of stepping up your fabric game and taking your cosplay to the next level! Come join SuncakeMooncake Cosplay as they discuss some creative and exciting techniques for adding unique details to your next cosplay.

FGO 8TH ANNIVERSARY X TYPE-MOON PROJECTS

It's Fate/Grand Order's 8th anniversary celebration! Join Aniplex of America's Albert Kao and some very special guests to discuss FGO's past, present, and future as well as other TYPE-MOON projects!

FOREIGN EMPLOYMENT AND WORK ENVIRONMENT IN JAPAN

We will talk about the appeal of working in Japan, including the foreign staff's experiences in the Japanese work environment and the support CyberConnect2 offers them. This is a must listen panel for those who are interested in Japan and would like to work in Japan.

FUN WITH GUNPLA

A workshop where participants are given a free Gundam GUNPLA kit and guided on how to assemble it into a Gundam figure.

GUNDAM TRIVIA PRESENTED BY THE COLONY DROP PODCAST 🌟

Attention Gundam fans! Are you a Newtype fighting for spacenoid independence? A Coordinator trying to fulfill your Destiny? A fan of mobile suit Clan Battles? If so then come test your Gundam knowledge with the Colony Drop Podcast! We'll have trivia for all levels and you might win a prize! Gundam trivia all set! Ready! GO!

HEAVEN OR HELL 🌟 18+

From the creators of Guilty or Not Guilty comes Heaven or Hell! An argumentative court-styled panel where you, the people, will play God and decide if a deceased character will go to heaven or hell based on their past actions.

HELL TEACHER: JIGOKU SENSEI NUBE WORLD PREMIERE PRESENTED BY REMOW

Join us for the US premiere of "Hell Teacher: Jigoku Sensei Nube", a Japanese action-horror classic serialized in Shonen Jump in the 90s! Find out what REMOW has in store for summer 2025 and beyond - and don't miss out on the chance to win special giveaways of various anime titles too!

HIDIVE PRESENTS CALL OF THE NIGHT SEASON 2 NORTH AMERICAN PREMIERE

Join HIDIVE to watch CALL OF THE NIGHT Season 2 Episode 1 and sit down for a Q&A with the voices of Nazuna (Sora Amamiya) and Kou (Gen Sato)! Fans will also get an exclusive first look at Season 2 Episode 2 before its streaming premiere on HIDIVE.

HIDIVE PRESENTS SUMMER 2025 SIMULCAST NORTH AMERICAN PREMIERE

Join HIDIVE for a premiere screening of a Summer 2025 Simulcast. More details forthcoming, but you won't want to miss the opportunity to check out a brand-new series before anyone else.

HOW TO BE A PROFESSIONAL COSPLAYER IN JAPAN. ✂

Have you ever thought of moving to Japan and taking your Cosplayer career further into the industry of Video games and Anime? We are here to help you! YURIKO TIGER and ichimana will give you the tips to be able to obtain a stable fanbase and opportunities to work with brands and even become an official cosplayer of anime and video games.

HYPNOSISMIC -D.R.B- MOVIE / UTA☆PRI TABOO NIGHT XXXX SCREENING

Double screenings of HYPNOSISMIC -Division Rap Battle- Movie and Uta☆Princessesama TABOO NIGHT XXXX-AX special versions! Vote with the CtrlMovie App in HYPNOSISMIC, Japan's 1st interactive anime film. Don't miss QUARTET NIGHT's bold new chapter in the hit UTA☆PRI series!

JAPANESE QUEER MEDIA 🌟 18+

Our panelist will be discussing the history and terminology of Japanese Queer Media. How it began, commercialization, legal issues, and where it all is going. Also how it has influenced western queer media and the bleed back.

KINKY SIDE TO ANIME 🌟 18+

Kinky things in anime happen all the time. They tend to happen in ways that are funny but not true to life. When you come to our show you will learn what's happening, gain a good vocabulary and how things are done safely. We will have fun picking apart the kinky things, learning about them, and making sure everyone leaves there laughing and knowing more about what they want kink-wise, or at the very least entertained and educated!!!! We are so excited to teach and entertain you!

LATE COMEDY SHOWDOWN 🌟 18+

It's the Final Showdown! Whether you're a comedy enthusiast ready to showcase your skills on stage or a fan eager for a night of non-stop laughter, this event is your chance to experience the best in anime-inspired humor.

LEARNING JAPANESE WITH ANIME & FUJI SCHOOL 📖

Have you ever watched Anime in Japanese Audio or Japanese subtitles? Do you like Japanese voice actors? If you study Japanese, Yes, it will change your ANIME LIFE!! FUJI SCHOOL is a Japanese language school located in Little Tokyo, Los Angeles. So we are here for you! We will use a lot of Anime contents in our lesson!! So it will be super fun :)! Special Giveaway for your study, be sure not to miss it!

LET'S TRY KOTO AND SHAMISEN! 🌸

The koto musician for Shogun (Disney+, Hulu) and Ghost of Tsushima (Sony Playstation) introduces iconic traditional Japanese instruments to you: the koto and shamisen. These instruments have been featured in various movies, manga, and video games. Learn about the great history and culture of Japanese music while trying the instruments yourself!

MANGA AND ANIME CLUBS: BEST PRACTICES, CHALLENGES, SUCCESSSES!

Are you a fan of manga and anime and want to gather like-minded folks and friends to share the love? This session is perfect for educators, library workers, retailers, as well as readers and fans who are looking to start an anime or manga club in their community.

MANGA LICENSING WITH DENPA BOOKS & KUMA

Join DENPA staff as they cover new manga and art book acquisitions, discuss their new releases and share their thoughts on the state of the industry in 2025.

MEGA64 NON-CANON FINAL FORM TRANSFORMATION IS NOW CANON PANEL

The cast and crew of Mega64- one of the all time longest running series that has brought countless video games and anime series to live in their insane short films- is back for another exciting panel! They'll be showing new videos, unreleased oddities, and answering your questions!

MY DRESS-UP DARLING WITH THE CAST

Join the Japanese voices of Marin Kitagawa and Wakana Gojo from the hit manga-turned anime, My Dress-Up Darling! Hear how they got involved with the anime, and get ready for an exciting live-dubbing performance from Hina Suguta and Shoya Ishige!

MY HERO ACADEMIA SPECIAL EVENT HOSTED BY TOHO ANIMATION

"Go beyond, Plus Ultra!" The final season of MHA is coming Oct. 2025! Join Daiki Yamashita (Japanese VA of Deku), Justin Briner (English VA of Deku) and Shonen Jump editor to hear exclusive behind-the-scenes of the final season! ..And maybe a special message from Kohei Horikoshi just for AX2025...?

NETFLIX SHOWCASE: DISCOVER YOUR NEXT FAVORITE ANIME

Discover your next favorite anime on Netflix! Be the first to see the English dub premiere of "SAKAMOTO DAYS," epic battles with "Record of Ragnarok III," hair-raising tales like "The Summer Hikaru Died," enchanting stories from "My Melody and Kuromi," and more surprises. Great anime awaits!

NEW PANTY & STOCKING WITH GARTERBELT SCREENING

Come join in to watch episode 1 of the upcoming anime New PANTY & STOCKING with GARTERBELT (censored version) which will start streaming in July 2025.

OBEY ME! VIRTUAL CONCERT 2025 - DAWN'S EMBRACE

The Obey Me! 3D live show returns to Anime Expo! Enjoy new visuals, songs, and an unforgettable stage. Plus, the Obey Me! Boys join the celebration. Don't miss this electrifying Devilom experience!

ONE-PUNCH MAN SEASON 3 PANEL - SAITAMA IS BACK!

One-Punch Man Season 3 is coming! Don't miss out on insights about the series with the voice of Saitama, Makoto Furukawa!

ORANGE PRESENTS: ANIMATING: BEASTARS, AND LEVIATHAN

Join Studio Orange for an exclusive look at BEASTARS: FINAL SEASON and LEVIATHAN! Creators from Studio Orange and Qubic Pictures share the thrill of bringing these worlds to life. Discover the artistry and imagination redefining anime in this special behind-the-scenes event.

ORIGAMI WORKSHOP 🌸

Origami is the Japanese art of paper folding. Learn to fold a chopstick wrapper into a peacock, then fold a snake in a box, a simple swan & a samurai helmet.

OUTLANDISH SWIPE TO PIPE ANIME TINDER 🌸

Come and try your luck at guessing these anime tinder profiles. If you're lucky you might even get a few matches.

PERSONA MUSIC EXPERIENCE WITH LYN INAIZUMI

Lyn Inaizumi is a Japanese jazz and soul singer. She is most notable for her work as a vocalist on Persona 5 soundtrack and its spin-offs. Lyn will perform some of the most popular songs from the Persona 5 games at Anime Expo 2025, on Saturday, July 5, 2025, from 3:30 PM - 4:20 PM at The Novo downtown LA. This is her first live performance in the U.S.!

PIRATES, ECOLOGY, AND K-POP - HOW ANIME EXPLORES WORLDS AND CULTURES - JAMS@AX SYMPOSIUM 📖

In this session of the JAMS@AX Academic Symposium, explore the cultures of worlds both real and imagined. From teaching anthropology through your favorite pirates, to satirizing capitalistic consumption, to seeing how anime explores Korean culture, this is not a panel to miss!

POKEMON NUZLOCKING 101 🌸

Do you love Pokemon games but think they're a little too easy to be fun? Come on down and learn how to turn these games from cute little adventure with your pals into a strategic war-game with real poke-lives on the line.... and how to grasp victory while doing it.

For scheduled time and room location, please download the Anime Expo mobile app.



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Q&A WITH SHIWASU NO OKINA 18+

Join hentai legend Shiwasu no Okina as he sits down with J18 Publishing to discuss his incredible work in doujinshi like Pity Party in My Pants and tankoubon like The Nude Beach Field Trip!

SAVAGE FIGHT SCENES IN ANIME 18+

Panel going over some of the most over the top fight scenes in numerous anime.

SEKAI PROJECT INDUSTRY PANEL

Come join Sekai Project as we take a look at the current industry, discuss our new and existing projects, and what the future holds for us! Q&A session and possible giveaways if time permits!

SLEEPOVER AT THE DYNADEKU AGENCY 18+

Join pro-heroes Dynamight and Deku in an overseas mission sleepover! Discuss the ending of season 7, upcoming season 8, manga epilogue, and more with the pros! Play games with Kacchan and the extras or enter Deku-Sensei's exclusive merch giveaway!

SPIKE CHUNSOFT, INC. OFFICIAL PANEL 2025

Join us as we introduce our 2025 title lineup: SHUTEN ORDER & No Sleep For Kaname Date - From AI: THE SOMNIUM FILES! Director Kazuya Yamada reveals BTS of game development and Greg Chun (VA for Kaname Date) joins us as a special guest! Limited T-shirts will be given out at the panel so come early!

SQUARE ENIX MANGA & BOOKS NEW LICENSING ANNOUNCEMENTS

Square Enix Manga & Books - the publisher behind My Dress-Up Darling, Daemons of the Shadow Realm, The Apothecary Diaries, & more - invites you to get the exclusive scoop on our newest publishing license announcements! Join us for editorial insights, giveaways, and of course, manga & book news!

STAND PROUD: A JOJO TRIVIA GAMESHOW

Okay, open the game! Test your Unbreakable resolve and face off against other Gang-Stars in a battle of wits! From the fights of Phantom Blood to the stands of Stone Ocean, prove you're the Ultimate Lifeform! All who compete will receive prizes, and there will be special prizes for the winners!

STUDIO TRIGGER LIVE DRAWING AND Q&A

Watch TRIGGER's creator showcase their skills live on stage! Come hang out and enjoy the live drawing while asking your burning questions!

SUKEBAN WORLD CHAMPION FIGHT AT ANIME EXPO 2025

Sukeban, the Japanese female pro-wrestling league, will hold its first-ever World Championship Fight at Anime Expo on July 5th, 2025. Blending wrestling, anime, fashion, and music into a one-of-a-kind experience, Sukeban brings together the toughest wrestlers and girl gangs from Tokyo to fight for world domination. Split into rival stables including the Harajuku Stars, Cherry Bomb Girls, Dangerous Liaisons, and Vandals, members will compete at Anime Expo to be crowned the Sukeban Champion.

THE ART OF YASUTO SASADA: A JOURNEY THROUGH IMAGINATION

Join contemporary artist Yasuto Sasada for a conversation exploring his journey from intricate miniature pen drawings to global acclaim. Best known for his imaginative works and iconic collaboration with Yohji Yamamoto at Paris Fashion Week, Sasada blurs the boundaries between fine art, fashion, and fantasy. Discover the inspirations, techniques, and vision that drive one of Japan's most extraordinary and boundary-pushing creators.

THE FANS GO WILD: SPORTS, ANIME, AND WEBCOMICS IN POP CULTURE

Today's athletes are shouting out Dragon Ball Z after game-winning plays while all-star players are rocking Naruto headbands. The worlds of anime, webcomics, and sports have never been more connected, and fans are forming all-new communities where fandom and athletics collide. Join WEBTOON, Overtime, and industry insiders as they break down how anime and webcomics are taking over stadiums, locker rooms, and beyond—proving once and for all that being a fan is the ultimate sport.

THE OFFICIAL PERSONA5: THE PHANTOM X PANEL FEATURING LYN'S LIVE PERFORMANCE

SEGA and ATLUS are excited to share the behind-the-scenes story of P5X's development and celebrate its global release with exclusive freebies and special live performance by Lyn Inazumi, featuring original songs from Persona 5 series!

THE PHYSICS OF ANIME - JAMS@AX SYMPOSIUM

Join 3 NASA scientists for one-part physics lecture, and one-part geek-out session. For the Closing Seminar of the JAMS@AX symposium, math, science, and anime will combine to reveal the Physic of Anime! Thanks for another INCREDIBLE JAMS@AX!

TOBYN JACOBS Q&A

Live Q&A with giant cutout maker Tobyn Jacobs. The panel will go into the behind the scenes of making giant cutouts, and other aspects related to papercraft and everything about the waifu cutout mansion.

TOKYOPOP, LOVELOVE, AND MORE!

TOKYOPOP has been bringing manga to North America for over 25 years! With titles for kids, teens, adults and ongoing initiatives to highlight LGBTQ+ stories and titles by women and BIPOC creators, come find out what's new for 2025 and beyond!

TOUGEN ANKI - A NEW GENERATION OF DARK HEROICS - U.S. PREMIERE & SPECIAL PANEL

Don't miss the U.S. premiere of TOUGEN ANKI at Anime Expo! Experience the dark hero anime adaptation ahead of its July launch. The panel features creator Yura Urushibara (online), voice actors Kazuki Ura, producer Takanori Matsuoka, and Miku Kobato from BAND-MAID. Get exclusive behind-the-scenes insights into this explosive series!

TV ASAHI INDUSTRY PANEL WITH SPECIAL GUESTS FROM SCIENCE SARU AND MORE!!

TV Asahi, broadcaster and home for “Doraemon” and “Shin chan,” brings new anime updates! Don’t miss a special talk with Science SARU on “Jaadugar: A Witch in Mongolia”! Plus, new updates with guests from “The Dangers in My Heart” movie & “Arcanadea”, a new anime based on Kotobukiya’s model kits!

VIZ PRESENTS: ROOSTERS, SAMURAI AND MAYHEM!

Join VIZ for an anime extravaganza! WIT Studio CEO and President George Wada dives into the makings of the hit anime YAIBA: Samurai Legend. But that’s not all! Cluck around and find out about Rooster Fighter with an exclusive sneak peek!

VTUBER RAP UNIT ‘AKAGIMI’ FIRST LOOK!

We deliver live footage and performances of the Vtuber Rap Unit (named AKAGIMI) that will be unveiled for the first time in the world. In addition, we will also show the trailer of the original anime movie which will be released in 2026 & also an introduction to the artist HOKUSAI who are the origins of Japanese manga.

WAFU WARS GAME SHOW 🍀

Waifu Wars is back with more waifus and husbandos for you! Audience members will be selected to represent pre-selected anime characters in wacky challenges. Winners will receive a prize and losers have to throw a photo of their waifu in the trash live on stage!

WARNER BROS. JAPAN PRESENTS RECORD OF RAGNAROK SEASON 3 AND UPCOMING TITLES!!

Don’t miss your chance to connect with the guests from our hottest title “Record of Ragnarok Season 3”!! Upcoming titles such as “Fist of the North Star”, “BLADE & BASTARD”, “ALL YOU NEED IS KILL”, “STEEL BALL RUN JoJo’s Bizarre Adventure” will also be featured as well! Free giveaways are guaranteed to those who attend the panel.

WEBTOON & SONICDREAM PRESENT: SAPIENTDREAM

DJ/producer Slushii (of SONICdream) and Rob Pereyda (of Henshin) team up with Webtoon to bring you a new and exciting look into the world of Kuro, Slushii and friends as they battle to save the world from the evil clutches of Karasu and Overload.

WHAT IF THE SAMURAI ERA LASTED IN JAPAN UNTIL 2026? - WORLD PREMIERE OF A SCENE FROM THE THEATRICAL ANIME KILLTUBE!

The next gen of Japanese cyberpunk begins—never-before-seen scenes revealed! With over 5M views on the 2024 pilot films, the movie “KILLTUBE” has already gained early attention in Japan.

WORLDS OF KNOWLEDGE: ANIME’S KEEPERS OF DISCOVERY - JAMS@AX SYMPOSIUM 📖

In this session of the JAMS@AX Symposium, join four scholars whose research explores how anime presents the wonder of knowledge. From magic, to music, to museums, to bibliometrics, learn how anime celebrates, rebels against, or explores the concept of inquiry.

WORLD PREMIERE: NBCUNIVERSAL JAPAN’S “A WILD LAST BOSS APPEARED!” SCREENING & INDUSTRY PANEL

Presented by NBCUniversal Japan (producers of “serial experiments lain,” “BERSERK,” & more)! Be the FIRST to watch the WORLD PREMIERE of the dark fantasy anime “A Wild Last Boss Appeared!” with a special guest from Japan! Enjoy freebies, giveaways, and news on “Suikoden : The Anime” and more!



DAY 4 SCHEDULE - JULY 6TH



ACADEMIC PROGRAM



CAREER TRACK



COSPLAY TRACK



CULTURAL TRACK



FAMILY DAY TRACK

See page 15 for more information on AX Programming Tracks.

40 YEARS OF ROBOTECH

In the year 1985, on television stations across the Western Hemisphere, a phenomenal animated event altered the course of broadcast history. Robotech. Join us as we celebrate four decades of this amazing franchise that helped launch the global popularity of anime we enjoy today!

AMUSE CREATIVE STUDIO PRESENTS: HOW THE PROS MAKE ANIME & MANGA

Ever wondered how anime and manga are made? Join Kazuhiro Nishikawa, animation producer of The First Slam Dunk and President of Dandelion Animation Studio and Shinobu Seguchi, creator of Oedo Fire Slayer, serialized in Weekly Shonen Champion (known for Baki, BEASTARS). Live demo, sneak peeks & raffle!

AMV AWARDS 🌸

Celebrate the best in anime and music fusion at the Anime Expo 2025 Anime Music Video (AMV) Competition Awards! Join us as we unveil the winners across various categories, showcasing exceptional artistry, storytelling, and technical prowess.

ANIME, ANIMATION, AND WEBCOMICS: WHAT'S NEXT?

From Tower of God to True Beauty to Lookism, webcomic-based adaptations have been a hit with fans -- showing that vertical comics have a place within anime fandom. This panel brings together top webcomic creators, industry executives, and anime and animation producers to explore the creative relationship between these formats.

ANIME EXPO 2025 FEEDBACK PANEL

A team of SPJA staff who worked tirelessly behind the scenes to bring you this year's event will be there to listen. Let us know what you loved, what you want to see more of, and what we can improve on for next year.

BL MANGA TODAY: CULTURE, COMMUNITY, AND WHAT'S NEXT PRESENTED BY BLUPETAL

Join industry experts from BluPetal and the top English BL publishers as they explore the rise and evolution of Boys' Love manga, its growing global influence, and the passionate fandom that fuels its success. This discussion will dive into current trends, the impact of digital platforms, and what the future holds for the genre.

CHARITY AUCTION

Bring your love of anime to the Charity Auction where we come together as a community to support charitable causes. Anime Expo works with industry partners to provide one-of-a-kind items each year. See Page 63 for more information.

FUN WITH GUNPLA

A workshop where participants are given a free Gundam GUNPLA kit and guided on how to assemble it into a Gundam figure.

GKIDS INDUSTRY PANEL

Join the team from GKIDS and get the inside scoop on their upcoming release slate and their process for curating and distributing films & series from around the world. Recent and upcoming projects include Studio Ghibli Fest, films by Mamoru Hosoda, DAN DA DAN, 100 Meters, and more!

GUESS THAT OP! THE ULTIMATE ANIME MUSIC QUIZ 🌸

Think you know your anime openings? Put your anime music knowledge to the test in Guess That OP! The ultimate anime music quiz where only the true fans will rise to the top! We'll play iconic anime openings from across different genres—Shonen, Isekai, Slice of Life, and more—and it's up to YOU to guess the anime!

GUILTY GEAR -STRIVE- : DEVELOPER SESSION

The developers behind GUILTY GEAR -STRIVE- are coming to Anime Expo to discuss the future of GGST! What exciting new developments will unfold? Attend this panel and be the first to find out what lies ahead for GGST!

HIDIVE PRESENTS 2.5 DIMENSIONAL SEDUCTION DUB SPECIAL SCREENING

Join HIDIVE for a screening of 2.5 Dimensional Seduction's new English dub! Whether you're a fresh viewer or veteran fan of this cosplay-themed romcom, there's nothing like seeing a hilarious comedy with the Anime Expo crowd.

INTRODUCING INK POP! BRINGING MANGA TO KIDS AND TEENS IN THE US

Join us as we introduce Ink Pop, the newest imprint dedicated to delivering manga, manhwa and global webtoons to kids and teens across the US. Expert editors will share their vision for Ink Pop, discuss the unique challenges and opportunities in the US Manga market and unveil some of the thrilling new titles with exclusive sneak peeks and special giveaways!

INTRODUCTION TO WOTA CULTURE: CALL AND MIX ✿

Ever wonder what's going on with those specific chants people shout during concerts? Did Vtubers make you really curious, and now you want to learn more? Join ashes in a deep dive into idol concert and anime club culture and ask whatever burning questions you may have, including about whatever yeah tiger means.

JNC ORIGINAL LIGHT NOVEL CONTEST 2025 AWARDS CEREMONY

Calling all aspiring authors & LN fans! J-Novel Club will be announcing the winners of its 2025 Original Light Novel Contest! Get a sneak peek at the winning stories and receive advice from pros on what makes a story stand out (and what pitfalls to avoid!). Plus some exciting updates on the 2024 winners!

JUJUTSU KAISEN SPECIAL EVENT HOSTED BY TOHO ANIMATION

Calling all Jujutsu Sorcerers! Join TOHO animation and special guests Junya Enoki (Japanese voice of Yuji Itadori) and Megumi Ogata (Japanese voice of Yuta Okkotsu) in celebration of the mega-hit series - JUJUTSU KAISEN!

KAIJU NO. 8 PANEL POWERED BY CRUNCHYROLL

Join Crunchyroll and some special guests from the hit series Kaiju No. 8 for a conversation and special surprise as excitement builds for Season 2!

LET'S MAKE A COSPLAY PATTERN! ✂

Join Kira and Ari of award-winning Team Kirari Cosplay for a fun interactive workshop on making a basic cosplay pattern for armor or sewing out of plastic wrap, masking tape, and Sharpies! We'll walk you through the basics, and make a basic pattern of your choice that you can take home with you.

LET'S TRY KOTO AND SHAMISEN! ✿

The koto musician for Shogun (Disney+, Hulu) and Ghost of Tsushima (Sony Playstation) introduces iconic traditional Japanese instruments to you: the koto and shamisen. These instruments have been featured in various movies, manga, and video games. Learn about the great history and culture of Japanese music while trying the instruments yourself!

STEP UP YOUR SKIT: COSPLAY PERFORMANCE 202 ✂

Join acclaimed performance judge and AX Cosplay Senpai Luluko for her tips for crafting an award-winning masquerade performance! (This panel is aimed at intermediate-level competitors, but all are welcome to attend!)

* Presented by AX25 Cosplay Senpai Luluko

THE FIGHTING GAMES TRIVIA SHOWDOWN ✿

Put your knowledge of fighting games to the test in this multi-category trivia workshop. Topics will range from popular franchises like Street Fighter, Virtua Fighter, Tekken, Mortal Kombat, Guilty Gear, Skullgirls, Smash Bros, and many more! Hosted by Aaron David Harris, award-winning filmmaker and game designer.

THE OCARINA THROUGH TIME 🎵

YouTuber and Ocarina Specialist David Erick Ramos will present different types of ocarinas and discuss their history, including how they made it into the Legend of Zelda series. Come hear David perform your favorite game/anime themes, ask questions, and bring your own ocarina for a live play-along!

THROUGH THE LOOKING GLASS: ALCHEMY, ARCHETYPES, AND ARCANA OF TWISTED WONDERLAND 🎴

Step into the shadows of Twisted Wonderland to explore its rich use of tarot, alchemy, and villain archetypes. Discover how its symbols and stories invite players to unlock hidden meanings, blending mystery and magic in a captivating, immersive experience.

TOILET-BOUND HANAKO-KUN: SPECIAL PREMIERE WITH CAST AND STAFF

Don't miss your chance to hear from legendary voice actress Megumi Ogata, voice of the titular Hanako-kun as she is joined by producers Yuki Katayama and Shota Komatsu as they talk about their experiences working on the anime Toilet-bound Hanako-kun! There might even be a special sneak peek at an upcoming episode for those lucky enough to attend!

UMAMUSUME: PRETTY DERBY - BEGINNING OF A NEW ERA SCREENING

Join us for an exclusive screening of Beginning of a New Era, the critically acclaimed movie from the Umamusume: Pretty Derby franchise. Jungle Pocket is ready to take on the once-in-a-lifetime Classic Triple Crown series, but rivals of the same generation with even greater talent stand in her way.

"WELCOME TO THE OUTCAST'S RESTAURANT!" PREMIERE SCREENING

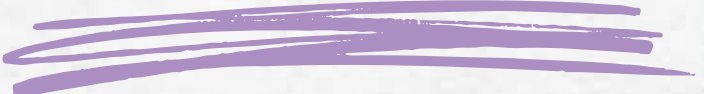
Avex Pictures presents the premiere of the TV anime series "Welcome to the Outcast's Restaurant!" by OLM Team Yoshioka, along with a special message video!

WHERE VTUBING IS GOING IRL ✿

VTubers are going across the world at different locations—not just online! Whether it be at a baseball game in Frisco, Texas or on the race track for NASCAR sanctioned races, VTuber Kōri-Oujo shares how these events happened and how it can affect the VTubing industry in the future!

CLOSING CEREMONY

As Anime Expo 2025 concludes, the closing ceremony will give AX attendees the chance to reflect and wrap up their experiences with various performances and closing traditions.



For scheduled time and room location, please download the Anime Expo mobile app.



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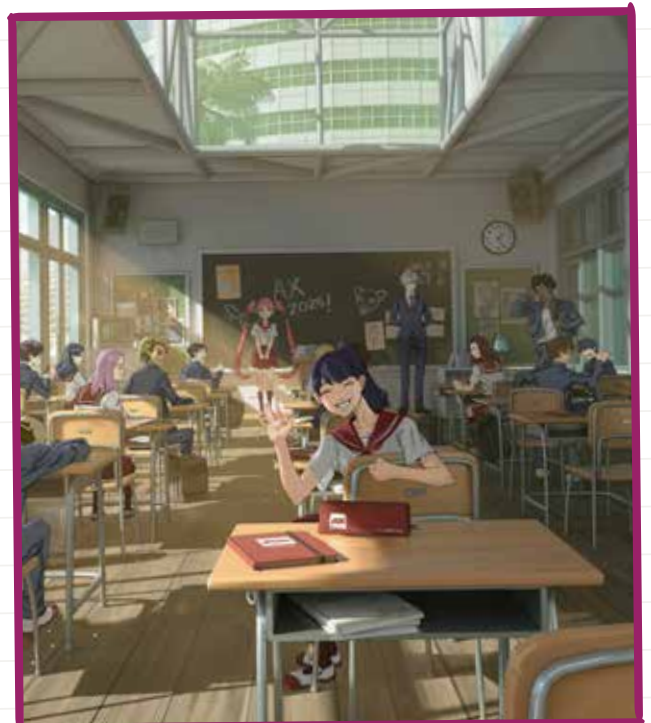
Survey closes August 6, 2025
at 11:59PM PT.



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AX Merch Booth will be CASHLESS. Visa, MasterCard, AMEX, Discover Card, Apple Pay, and Google Wallet are accepted.
ALL SALES FINAL. NO REFUNDS. NO RETURNS.



AX 2025 SHOW SHIRT \$32



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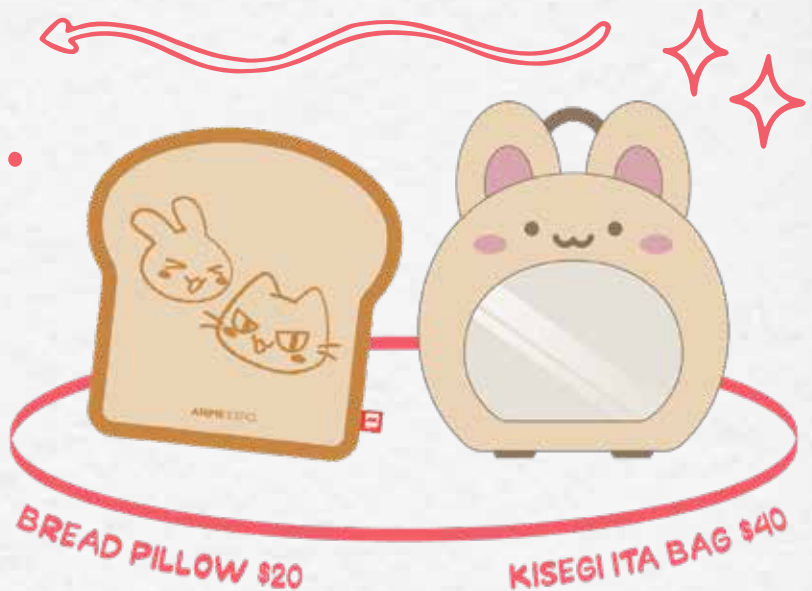


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AX 2025 WATER BOTTLE \$28



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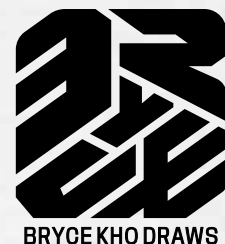
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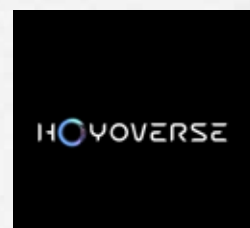
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