



OUR 2025 AUDIENCE

From more than 65 COUNTRIES!

THE LARGEST JAPANESE CULTURE EVENT IN NORTH AMERICA

Anime Expo (AX) is the largest celebration of Japanese pop culture in North America, bringing together fans from around the world for an unforgettable, fully immersive experience. From anime and manga to gaming, music, cosplay, fashion, and beyond, AX offers attendees a dynamic gateway into the heart of Japanese creative culture.

Each year, AX transforms downtown Los Angeles into a vibrant, festival-like destination where passionate fans connect directly with the creators, studios, and stories they love. It's more than a convention—it's a pop culture theme park that fuels discovery, creativity, and community.

70+

EVENT GUESTS

*Cosplayers,
Guests of Honor,
Musical Guests*

350+

INDUSTRY APPEARANCES

*Artists, Voice Actors,
Panelists, Educators
and more!*

\$110M+

ECONOMIC IMPACT TO THE CITY OF LOS ANGELES



1300+ HOURS OF PROGRAMMING



39 PREMIERES

410K+

ATTENDEES - TURNSTILES








TOP 5 REASONS FANS ATTEND ANIME EXPO

1. Shopping
2. Panels
3. Community
4. Interactive Events
5. Guests & Concerts



 **12.1K** NEWS POSTS

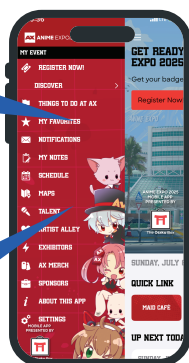
 **59B** POTENTIAL REACH

-  **1.2M** Website Users
-  **4.62M** Web Page Views
-  **52.1M** Instagram Views
-  **5.5M** Facebook Reach
-  **24.6M** X Impressions



23M+ Mobile App Screen Views

78K+ Total Mobile App Downloads

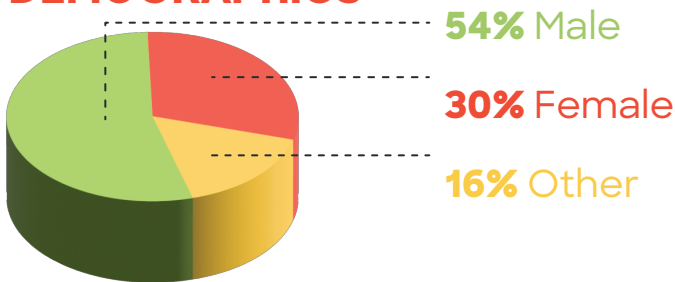


AX CAMPUS FOOTPRINT

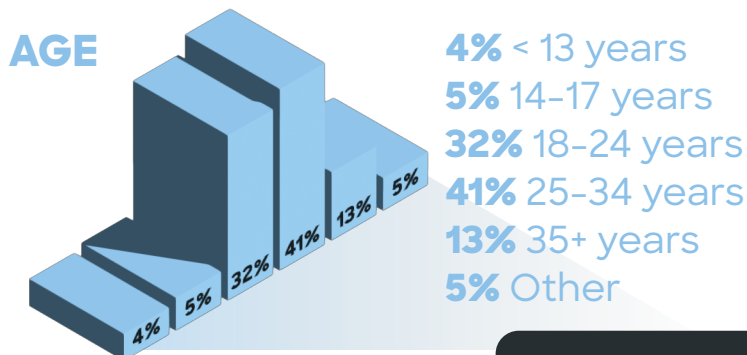
- Los Angeles Convention Center
- Pico Blvd & Figueroa St Closure
- Chick Hearn Ct
- JW Marriott
- Peacock Place & Peacock Theater
- The Novo

661,254 SQ FT

DEMOGRAPHICS



AGE



ARTIST ALLEY


 **127,456** SQ FT
949 ARTISTS




EXHIBIT HALL (SOUTH, WEST & KENTIA HALL)

 **191,450** SQ FT
287 EXHIBITORS

ENTERTAINMENT HALL, SOUTH & NORTH PLAZA

 **132,119** SQ FT
19 EXHIBITORS

AX ANIME EXPO LITE

-  **356K** Total Views
-  **44** Hours Streamed
-  **2.8M** Total Minutes Watched
-  **7.6K** Peak Concurrent Viewers
-  **1.5M** Youtube User Impressions
-  **18.9K** Twitch Unique Users



SEE YOU NEXT YEAR AT ANIME EXPO!
JULY 2-5, 2026 IN LOS ANGELES