



MEDIA RELEASE

Star-studded Anime Festival Asia 2014 with new anisong artists and the first ever niconico KUNIKAIGI outside of Japan

Singapore, 28 September 2014 – Fans of anime songs and online natives can look forward to a star-studded festival as Anime Festival Asia, the region's most established experiential festival for Japanese Popular Culture, gave an update on its I LOVE Anisong concert artist line-up, with the additions of artistes who will mostly make their overseas debuts at the festival. In addition, through a new collaboration with niconico, Japan's largest video sharing website, Anime Festival Asia will set aside a dedicated space for the first niconico KUNIKAIGI to be held outside Japan.

"With the hard work put in by the team and partners and the support of our loyal customers and Japan Pop Culture lovers across Asia, we continue to ensure that AFA becomes the platform for World's 1st Experiences. The anisong music artistes announced will make their first ever music performances outside of Japan. With the support from DWANGO with niconico KUNIKAIGI - Japan Internet Culture Festival - this is also the first time this event will be held overseas. We are extremely excited that AFA will continue this legacy, with other exciting announcements coming up as we move towards AFA 2014 in December," said Anime Festival Asia's Executive Festival Director and SOZO's Founder and Managing Director Shawn Chin.

AFA 2014 I Love Anisong Mega Anime Music Festival: Bringing together Award-winning artistes as well as artistes performing for the first time outside Japan

Organisers announced five more artistes, bringing the full line-up to 13 artiste and artiste groups for the AFA 2014 I Love Anisong Mega Anime Music Festival. The highly anticipated artistes will bring anime music fever to a new high, as angela returns to the AFA stage, joined by overseas debuts from IDOLM@STER, Eri Kitamura, ROOT FIVE, and Yui Horie. Details are available in the **Annex**.

The full artiste line-up for the AFA 2014 I Love Anisong Mega Anime Music Festival is:

5th December: angela, Eri Kitamura, DJ Kazu, Yui Horie

6th December: fripSide, The IDOLM@STER, LiSA, yanaginagi

7th December: Eir Aoi, FLOW, GARNiDELiA, May'n, ROOT FIVE

Early bird tickets for VIP 3-day packages, priced at S\$398, are available from October 1, at 12pm, till October 11, 10am, online ticketing via a sub-site for the event, and at selected physical outlets.

Anime Festival Asia 2014 and Niconico presents:

niconico KUNIKAIGI - Japan Internet Culture Festival -

An area of the festival grounds will be dedicated to Niconico's off-line event, niconico KUNIKAIGI, as part of a collaboration between Anime Festival Asia and Niconico. With the concept of "Recreating Niconico In Real Life", Niconico staged niconico CHOKAIGI 3 with great success, garnering roughly 125,000 attendees and 7.8 million online viewers. This experience will be replicated in niconico KUNIKAIGI as well!

Attendees will be able to participate in activities and online viewers worldwide can comment real-time, as the real and virtual worlds connect in KUNIKAIGI. Online niconico personalities will also be present in person to meet and interact with the fans. This is the first time the concept has been brought overseas. Details of the programme line-up can be found in the ***Annex***.

AFA2014 will be held from 5 to 7 December 2014, at Suntec Singapore Convention and Exhibition Centre Level 4. For more information on the festival, members of the public can check out www.animefestival.asia and www.facebook.com/animefestivalasia.

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**Anime Festival Asia 2014 Key Organiser Profiles:
About SOZO**

Tapping on Japan's diverse wealth of entertainment content, SOZO has positioned itself to be the 'bridge', connecting Japan to SE Asia - by showcasing quality concerts, engaging retail experiences and creating meaningful online engagement to audiences and businesses across South East Asia.

Established in 2009, SOZO entertainment platforms include Anime Festival Asia, I Love Anisong, J-LIVE ASIA, Japan Music Festival and many more. Recent projects by SOZO includes solo concerts for J-Pop artistes such as Kyary Pamyu Pamyu, May'n, RADWIMPS, Mega-events like Miku Expo in Jakarta and many more. In 2014, SOZO moved forward with a capital alliance with one of Japan's largest talent management company Horipro.

For more information about SOZO, visit: www.sozo.sg

About the Dentsu Group

Dentsu is the world's largest advertising agency brand. Led by Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004), a company with a history of 113 years of innovation, the Dentsu Group provides a comprehensive range of client-centric brand, integrated communications, media and digital services through its eight global network brands—Carat, Dentsu, Dentsu media, iProspect, Isobar, mcgarrybowen, Posterscope and Vizeum—as well as through its specialist/multi-market brands including Amnet, Amplifi, Data2Decisions, Mitchell Communications (PR), psLIVE and 360i.

The Dentsu Group has a strong presence in 124 countries across five continents, and employs around 40,000 dedicated professionals. Dentsu Aegis Network Ltd., its global business headquarters in London, oversees Dentsu's agency operations outside of Japan. The Group is also active in the production and marketing of sports and entertainment content on a global scale.

Dentsu Inc.: www.dentsu.com

Anime Festival Asia 2014 Key Organiser Profiles:

About Zepp Live Inc.

As one of the best international concert promoters in Japan, Zepp engages in planning and producing a variety genre of shows, festivals, and concerts both in Japan and overseas markets as an organizer or co-organizer.

For more information on **Zepp Live Inc.** visit: <http://www.zepp.co.jp>

Anime Festival Asia 2014 Partner profile:

About CROONER

CROONER was recently established in April 2013 to provide bridge marketing services, connecting fans in ASEAN with Japan contents. Heading CROONER is Chief Executive, Mr Haruhiko Miyano, who has also been involved in organising various past Anime Festival Asia events. CROONER also sells Japanese TV programs and Movies, consults Japanese production houses and co-produces Japanese contents for ASEAN markets.

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