SIGGRAPH ASIA 2016 MACAO

The 9th ACM SIGGRAPH
Conference and Exhibition
on Computer Graphics and
Interactive Techniques in Asia

POST SHOW
REPORT

KEY TO THE FUTURE

CONFERENCE: 5 - 8 DECEMBER 2016
EXHIBITION: 6 - 8 DECEMBER 2016
THE VENETIAN MACAO, MACAO

SA2016.SIGGRAPH.ORG

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Visitor Statistics

1. No. of Visitors from 2008 - 2016

Event	Visitors
SA2016 Macao	5,217
SA2015 Kobe, Japan	7,050
SA 2014 Shenzhen, China	5,968
SA2013 Hong Kong SAR	6,078
SA2012 Singapore	4,438
SA2011 Hong Kong SAR	7,734
SA2010 Seoul, South Korea	9,238
SA2009 Yokohama, Japan	6,424
SA2008 Singapore	3,389
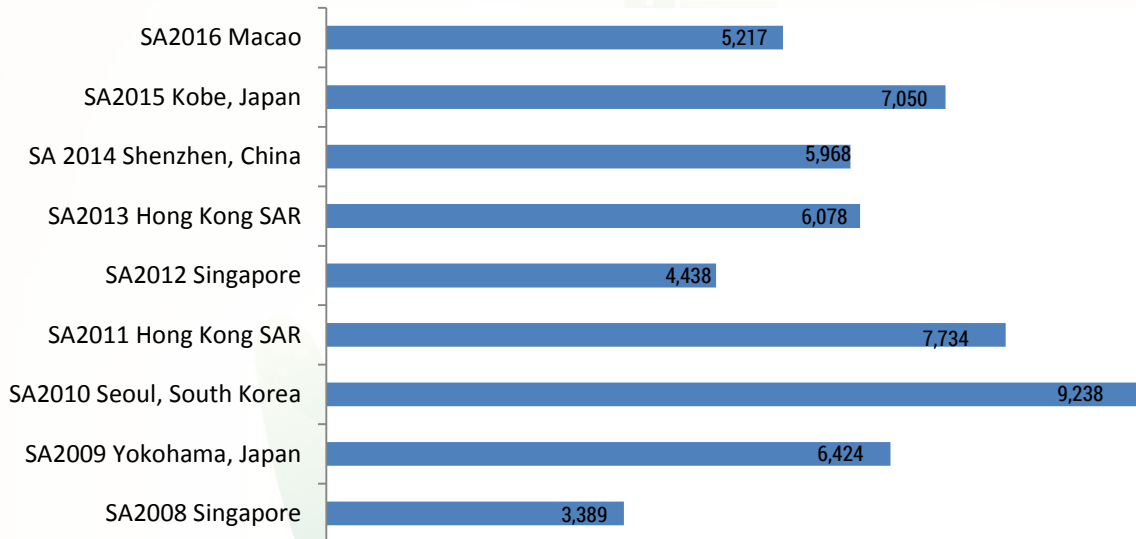
2. Local vs International Visitors

	Total No.	%
Local (Macao)	180	3.45%
Overseas	5,037	96.55%
Total	5,217	100%

3. Top 10 Visiting Countries & Regions

Country/Region	%
China	28%
Hong Kong	22%
Japan	13%
South Korea	7%
United States	5%
Macao	3%
Taiwan	3%
Thailand	2.50%
Germany	2%
Singapore	2%
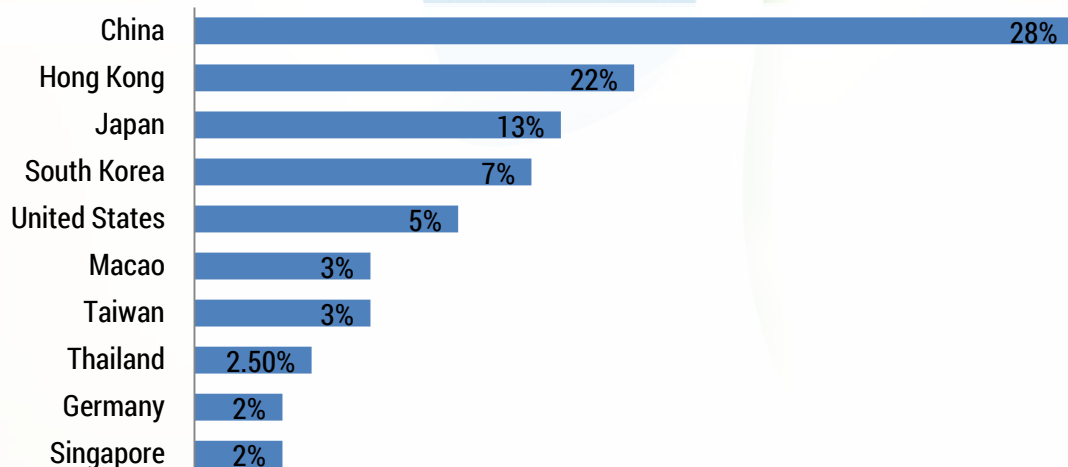
Attendees from over 42 countries and regions attended SIGGRAPH Asia 2016 with high attendance from Asia, America and Germany
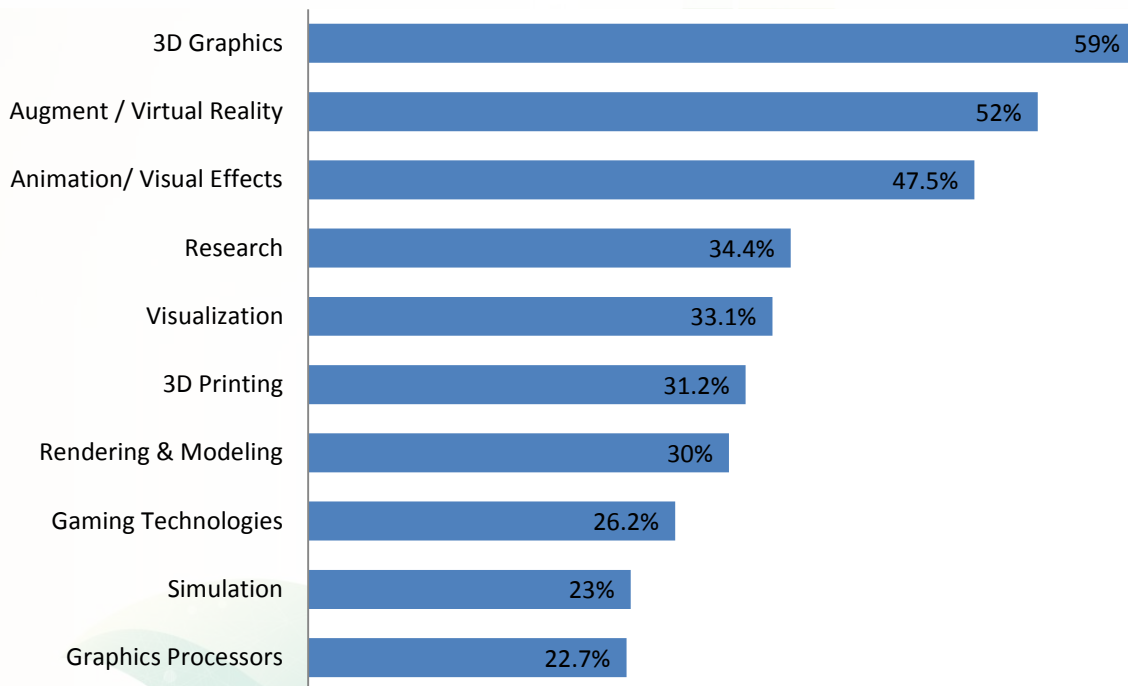
4. Visitor Profile

Animators and VFX Artists
Architects
Artists
Digital Innovators
Digital Video & Film Makers
Distributors / Resellers
Educators / Professors / Students
Engineers
Financiers
Game Developers
Graphic Designers
Government Officials & Associations
Hobbyists
Industry Designers
Information Technology Personnel
Interior Designers
IT Managers
Marketing Managers
Press & PR
Product Designers / Developers
Programmers
Publishers
Researches / Scientists
Sales and Business Development Managers
Software Developers / Programmers
Web Developers / e-Commerce Web

5. Top 10 Products & Services Interest for Visiting SIGGRAPH Asia Exhibition
(*Visitors were allowed to pick more than one field.)

Product / Service	Percentage
3D Graphics	59%
Augment / Virtual Reality	52%
Animation/ Visual Effects	47.5%
Research	34.4%
Visualization	33.1%
3D Printing	31.2%
Rendering & Modeling	30%
Gaming Technologies	26.2%
Simulation	23%
Graphics Processors	22.7%

Others include Graphic Processors, Motion Capture, Robotics, Mobile Computing, Commercial Game Engines/Equipment, High Performance Computing, Cloud-based Systems, Workstation and Consumer Electronics.

6. Top 5 Visitor Profiles at SIGGRAPH Asia
(*Visitors were allowed to pick more than one field.)

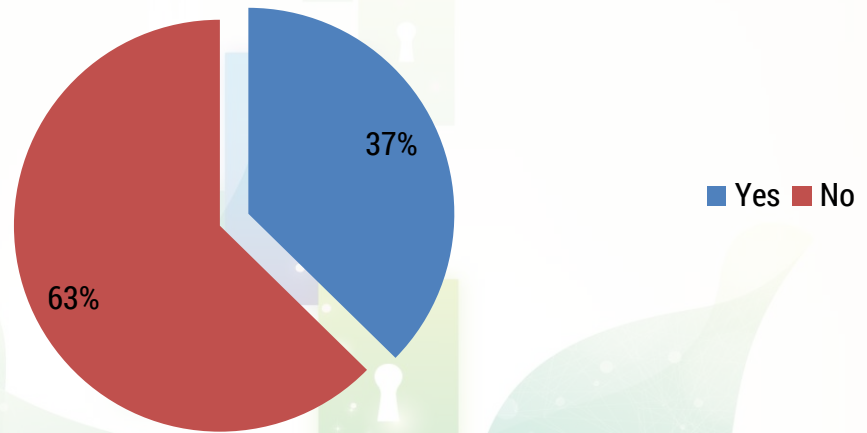- Animation and Visual Effects   40%
- Research   39%
- Augmented / Virtual Reality   35%
- Education   34%
- Art / Industrial Design   20%

7. Top 5 Primary Fields of Business for Visitors at SIGGRAPH Asia

- Education / Research   49%
- Developer   26%
- Content Provider   11%
- Service Provider   8%
- Manufacturer (Hardware)   5%

8. Visitors who attended SIGGRAPH in North America

Yes 37%
No 63%

SIGGRAPH Asia differentiates itself from SIGGRAPH in North America by offering a gateway for exhibitors and sponsors to strengthen and expand their network in the Asia-Pacific region as 63% of attendees have never attended SIGGRAPH in North America.
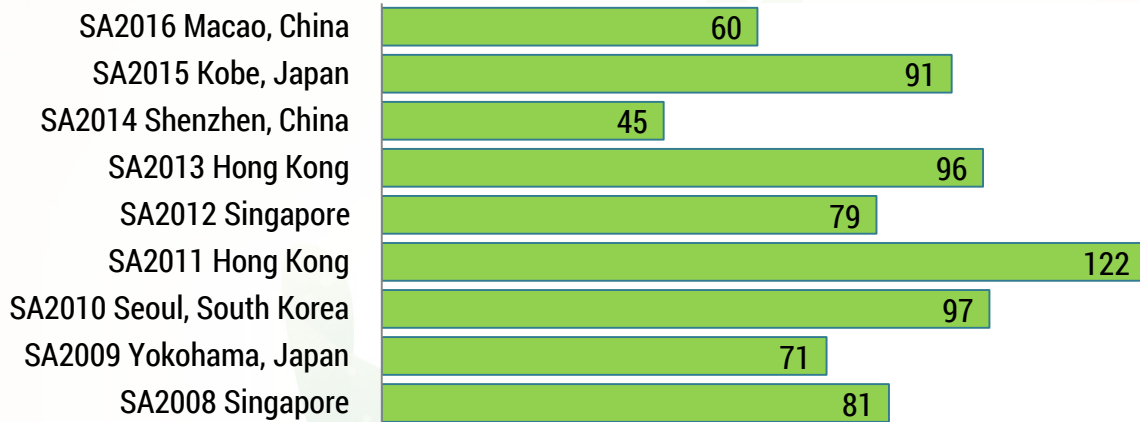

9. Visitors who were present at SIGGRAPH Asia Macao and intend to attend SIGGRAPH Asia 2017 Bangkok

Yes 81%	No 19%

Much anticipation and excitement is realized amongst visitors of SIGGRAPH Asia as the annually rotating event heads to Southeast Asia.

Exhibitor Statistics
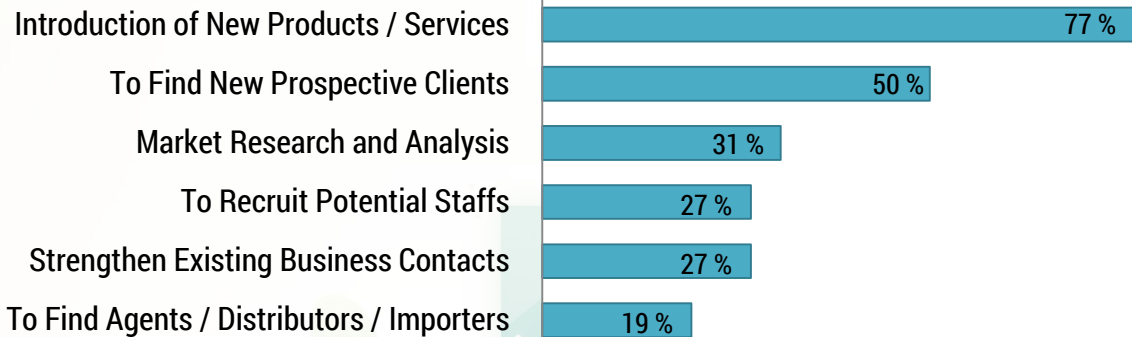
1. No. of Exhibitors & Sponsors from 2008 - 2016

Event	Number
SA2016 Macao, China	60
SA2015 Kobe, Japan	91
SA2014 Shenzhen, China	45
SA2013 Hong Kong	96
SA2012 Singapore	79
SA2011 Hong Kong	122
SA2010 Seoul, South Korea	97
SA2009 Yokohama, Japan	71
SA2008 Singapore	81

2. Exhibiting Countries & Regions

No	Countries / Regions	Exhibitors
1	China	18
2	France	1
3	Germany	2
4	Hong Kong	9
5	Japan	6
6	South Korea	5
7	Macao	2
8	Saudi Arabia	1
9	Singapore	2
10	Spain	1
11	Sweden	1
12	Taiwan	3
13	Thailand	1
14	United States of America	8

Total 12 Exhibiting Countries & Regions   **60**

3. Exhibitors' Main Objective of Participating SIGGRAPH Asia
(*Exhibitors were allowed to pick more than one field.)

Objective	Percentage
Introduction of New Products / Services	77 %
To Find New Prospective Clients	50 %
Market Research and Analysis	31 %
To Recruit Potential Staffs	27 %
Strengthen Existing Business Contacts	27 %
To Find Agents / Distributors / Importers	19 %

4. Exhibitor Profile

HARDWARE	SOFTWARE
3D Printer / Rapid Prototyping	2D Graphics
3D Scanners	3D Graphics
Augmented Reality	3D Modeling
Digital Cinemas	Aerospace & Automotive Applications
Digital Video Hardware	Animation
Digitizing Cameras	Architecture Applications
Display Technology	Artificial Intelligence
Encoders/Decoders	Augmented Reality
HDTV	Broadcast Design Software
Head Mounted Displays	CAD/CAM/CAE/CIM
High Performance Graphics Processors	Commercial Game Engines
High Resolution Technologies	Computer-Video Interfacing
Imaging	Data Analysis
Mobile Computing	Digital Imaging
Monitors and Displays	Encoders/Decoders
Multimedia Tools and Applications	Engineering Applications
Networking Equipment	Graphic Design Systems
RAID Systems and Storage	Image Based Modeling
Robotics	Industrial Design
Scanners	Information Visualization
Video Effects Equipment	Medical Imaging Software
Virtual Reality	Multimedia Tools & Applications
Visual Computing	Rendering and Modeling
Workstations	Scientific Visualization
Others: 4K Resolution VR	Simulation
Others: Digital Signage	Streaming Technology
Others: GPU-Ready Multipurpose Server	Visual Effects Software
	Virtual Reality Software
	Web 3D
	Web Graphics

4. Exhibitor Profile
<u>SERVICES</u>
Animation / Film / VFX
Augmented Reality / Virtual Reality
Cloud Computing
Community
Consulting
Contract Graphics / Programming
 Education / Training
Media / Publications
Online Video Platform
Rendering
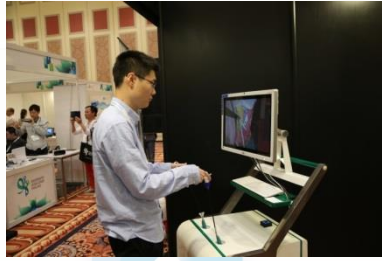
5. How Exhibitors Rate the Visitors' Profile at SIGGRAPH Asia

93% of Exhibitors found the **Number of Visitors** present at SIGGRAPH Asia to be above average.
Of which 47% rated the visitor numbers as Good and Excellent.

100% rated the **Quality of Visitors** at SIGGRAPH Asia to be above Average.
Of which 66% rated the visitor quality to be Good and Excellent.

6. How Exhibitors Rate about their Overall Success at SIGGRAPH Asia

Fair
27%

Excellent
23%

Good
50%
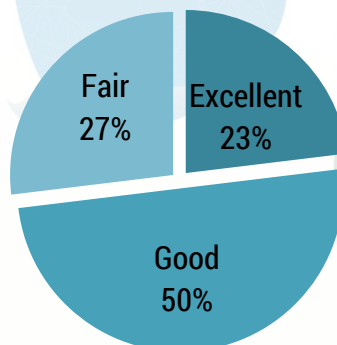
100% of exhibitors are generally satisfied with the event.

Media Outreach

Media Attendance

A total of **42 media representatives** from **26 media outlets** attended the event throughout the four days at SIGGRAPH Asia in Macao. Of these, 34 journalists from 21 agencies were based out of Macao.

International Media
1. Animation World Network/GIMC Global Entertainment, China
2. Animation World Network, USA
3. AVGChannel, Hong Kong
4. CGVisual.com (Animazu Studios), Hong Kong
5. DV ASIA LTD, Taiwan
6. Eizo Shimbun Visual Communications Journal, Japan
7. Game Watch / Impress Corporation, Japan
8. InCG Media, Taiwan
9. Leifong Network, China
10. Nova Il Sole 24 Ore, Italy
11. O.tech.com, China
12. Stars HK, Hong Kong
13. Silkroad Digital Technology Company, Taiwan
14. Sight & sound effects, United Kingdom
15. Social Lab, Thailand
16. South China Morning Post, Hong Kong
17. Techwave, Japan
18. Thomson Reuters, Hong Kong
19. Thumbs Up Man, Hong Kong
20. VFX blog, USA
21. VReality HK, Hong Kong

Interview with Keynote Speaker; Paul Debevec

Local Media
1. Macau Business Daily, Macau
2. Macau Convention & Exhibition Economic Journal, Macau
3. Plataforma Macau
4. Macau Closer, Macau
5. Macao Daily News, Macau