

The 10th ACM SIGGRAPH Conference and Exhibition on
Computer Graphics and Interactive Techniques in Asia



Post Show Report

CONFERENCE 27 – 30 November 2017

EXHIBITION 28 – 30 November 2017

BITEC, Bangkok, Thailand

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SIGGRAPH Asia by Numbers

6,526

Computer Graphics Professionals, researchers, enthusiasts and trade visitors from **58** Countries & Regions

84

Exhibitors & Sponsors from over 15 Countries & Regions

600

Speakers & Presenters

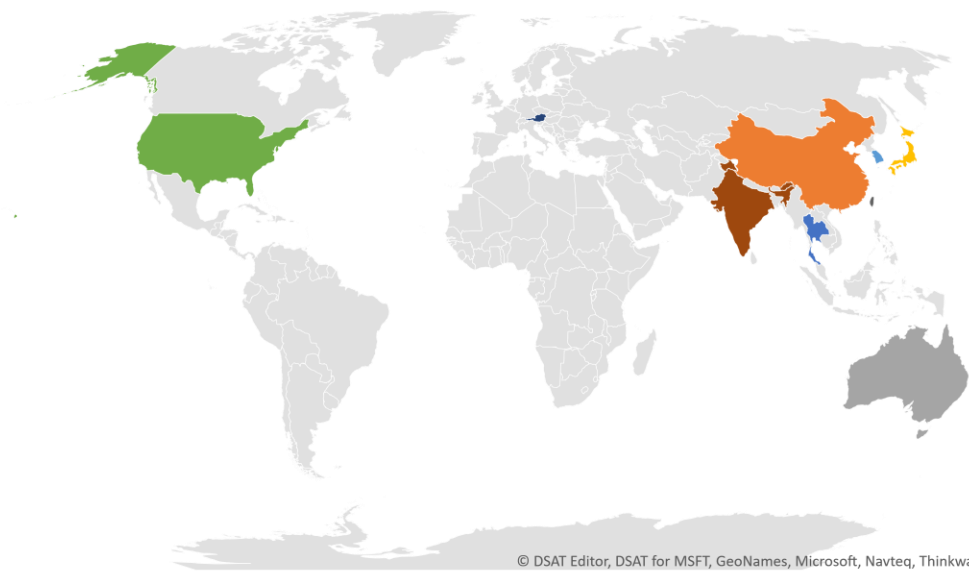
25%

Increase in attendee numbers from 2016 Macao SAR, China.

46

Media Registrations from **35** media outlets. Of which **65% were local media.**

Top 10 Visiting Countries & Regions

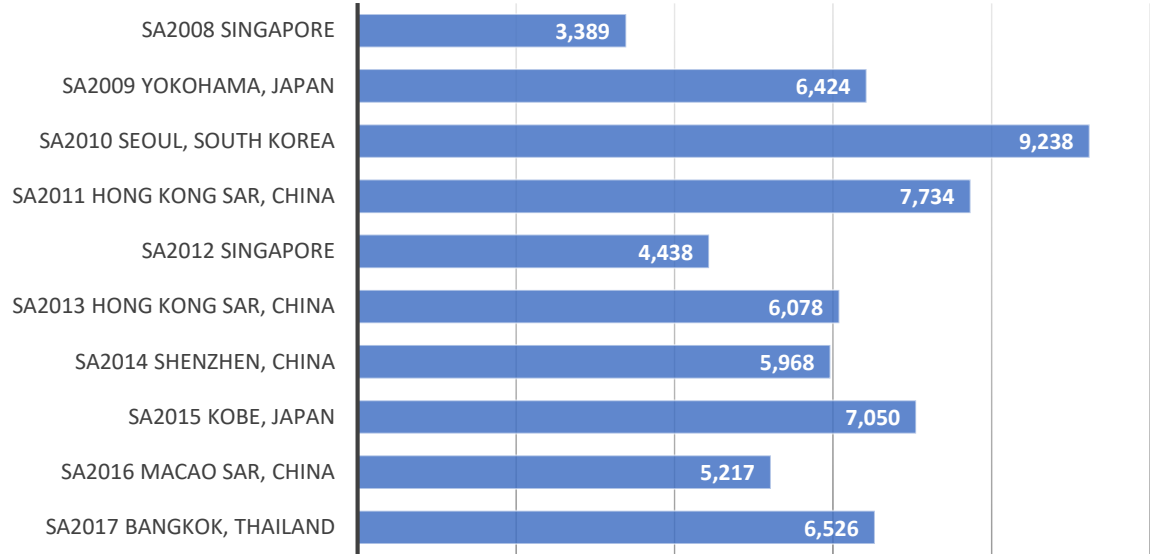


Attendees from over 58 countries and regions attended SIGGRAPH Asia 2017, of which 60% are local attendees from Thailand.

The Top 10 Visiting Countries & Regions comprises of Thailand, China, Australia, Japan, South Korea, United States, Austria, India, Taiwan and Singapore.

Attendee Statistics

1. No. of Attendees over 10 Editions



2. Attendee Profile

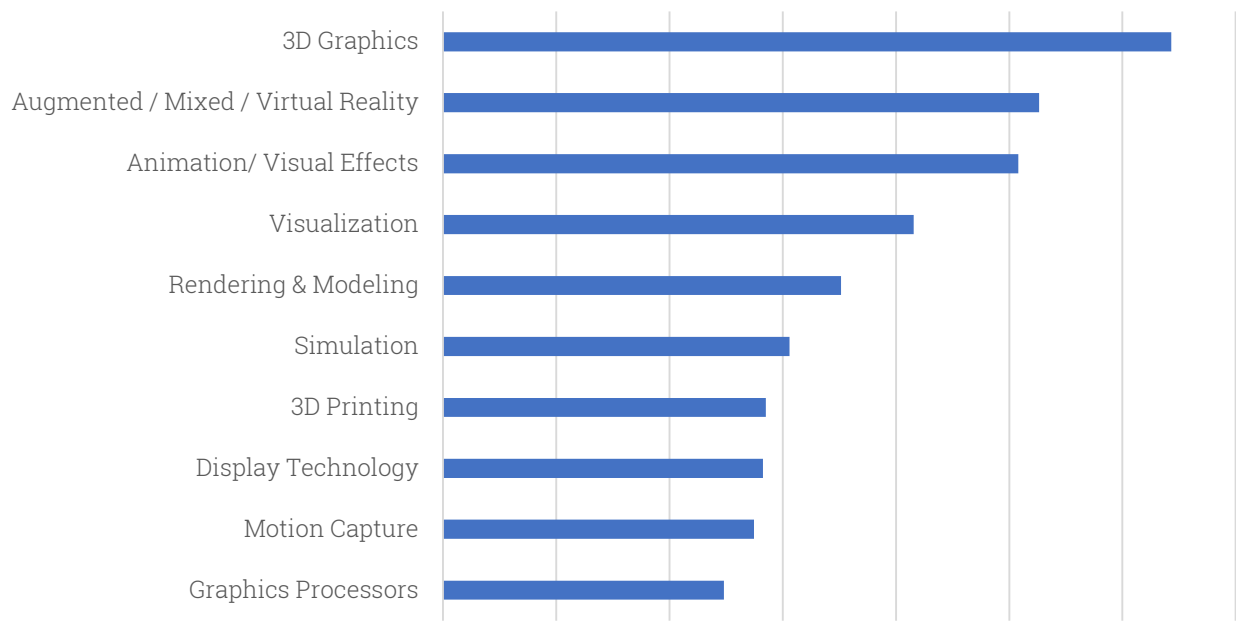
Animators & Special Effects Personnel
Architects
Artists
Digital Innovators
Digital Video & Film Makers
Distributors / Resellers
Educators
Engineers
Financiers
Game Developers
Graphic Designers
Hobbyists
Industry Designers
Information Technology Personnel

IT Managers / IT Executives
Manager
Media
Product Designers / Product Developers
Programmers
Publishers
Researchers / Scientists
Sales and Business Development
Software Developers / Programmers
Students
Web Developers / e-Commerce Web



Attendee Statistics

3. Top 10 Products & Services Interest for Visiting SIGGRAPH Asia Exhibition



Others include Mobile Computing, Commercial Game Engines/Equipment, Robotics, Consumer Electronics, Haptic, Workstations and more.

4. Top 5 Primary Fields of Business for Attendees at SIGGRAPH Asia

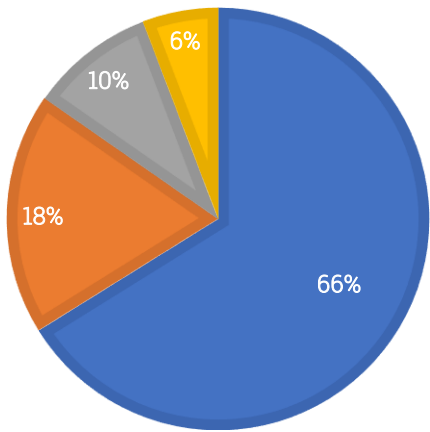
Education / Research	39.3%
Games	14.5%
Film / TV Production	13.5%
Product Development	13.3%
Artist	11.0%

5. Top 5 Primary Job Functions for Attendees at SIGGRAPH Asia

Researcher	34.4%
Manager	19%
Educator	18.6%
Practitioner	11.2%
Consultant	5.3%

6. First-time Attendees at SIGGRAPH Asia

■ Never attended before ■ 1-2 ■ 3-5 ■ 6 or more



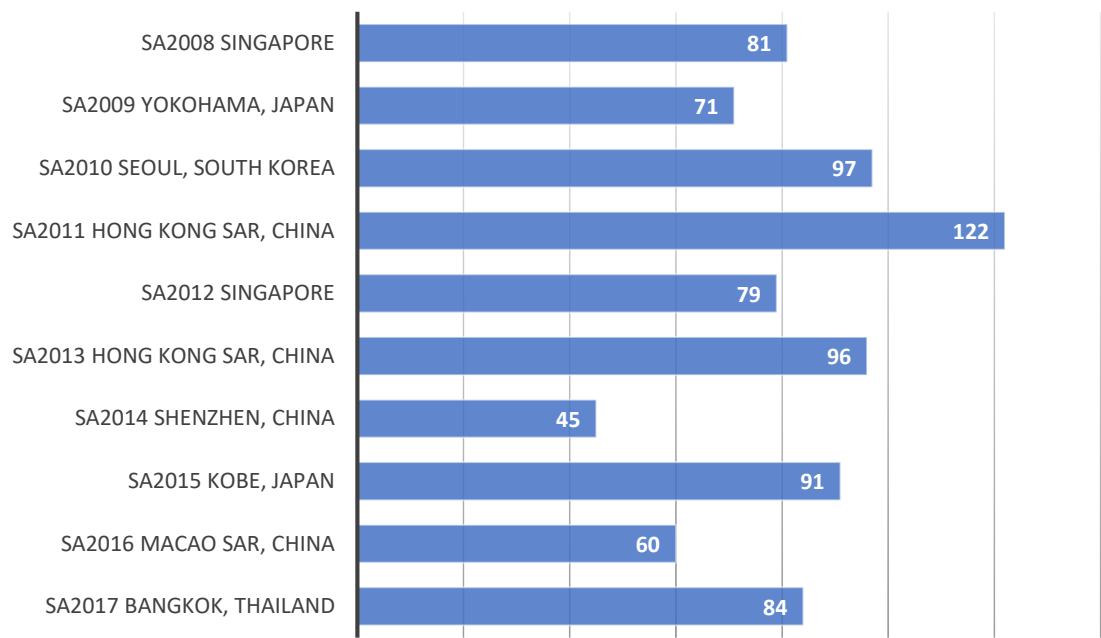
66% of attendees had their 1st experience at SIGGRAPH Asia this year, keeping SIGGRAPH Asia fresh, exciting and relevant to the industry.

Proving the importance for companies to participate in equal capacity at sister events; SIGGRAPH Asia & SIGGRAPH;

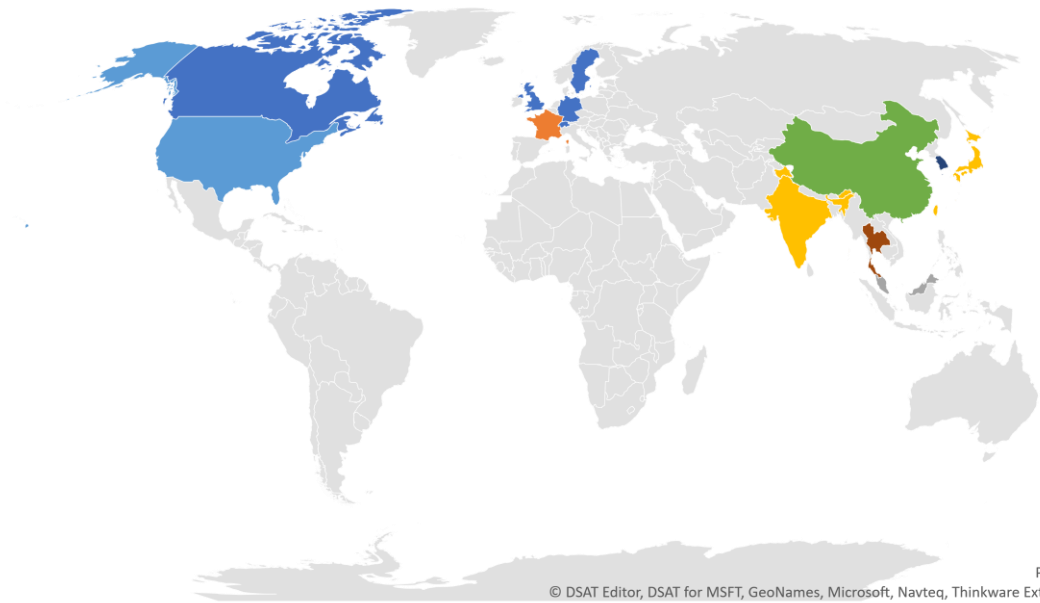
SIGGRAPH Asia provides access to 67% of attendees who were not exposed to SIGGRAPH in North America.

Exhibitor Statistics

1. No. of Exhibitors & Sponsors over 10 Editions



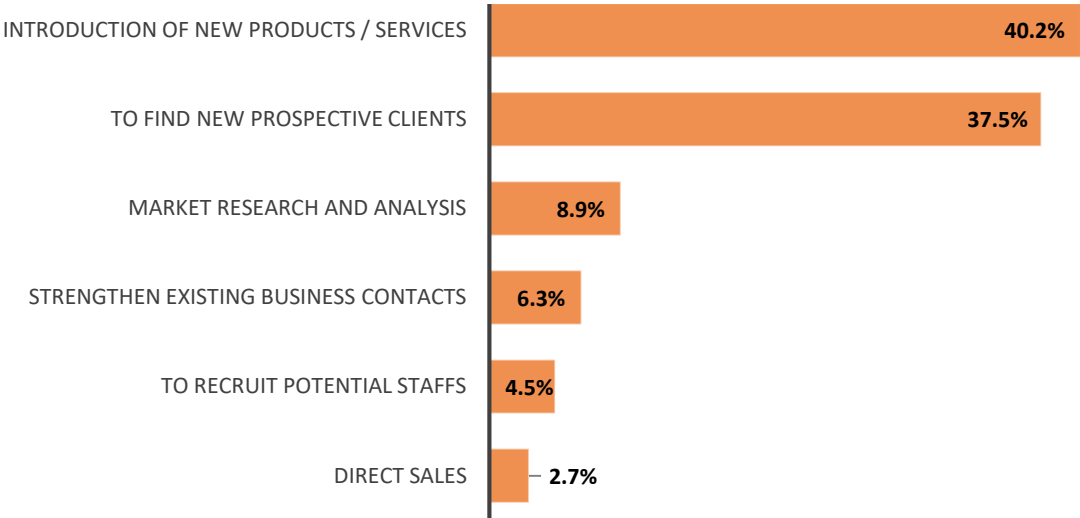
2. Exhibiting Companies & Regions



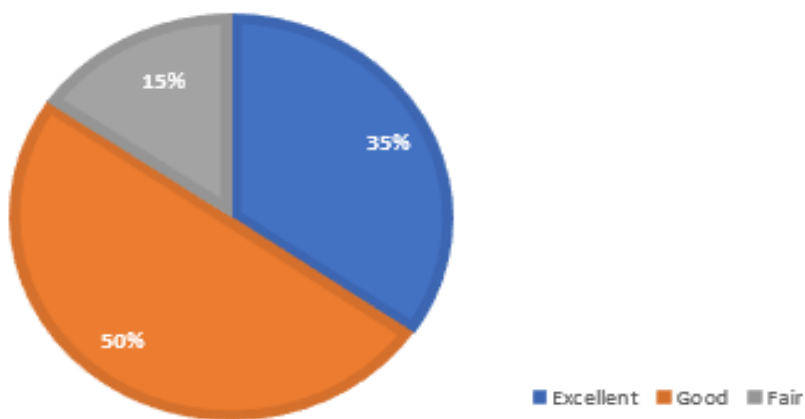
84 Exhibitors & Sponsors from over 15 Countries & Regions contributed to the success of SIGGRAPH Asia 2017. Of which 76% were international participations and 24% were from Local Thailand.

Exhibitor Statistics

3. Exhibitors' Main Objective for Participation



4. How Exhibitors Rated their Overall Success



Media Outreach

A total of 46 media representatives from 35 media outlets attended the event throughout the four days at SIGGRAPH Asia in Bangkok, Thailand.

International Media

- 3D Visualization World Magazine
- Animation Magazine, USA
- Animation World Network, USA
- Animation Xpress, India
- CG World, Japan
- CGVisual.com (Animazu Studios), Hong Kong
- Eizo Shimbun Visual Communications Journal, Japan
- Full Digital Innovation (FDI), Japan
- Game Watch / Impress Corporation, Japan
- InCG Magazine, Taiwan
- New Straits Times Malaysia
- Nikkei, Japan
- Student Filmmakers Magazine, USA
- vfxblog/Cartoon Brew, Australia, USA

Local Media

- Asia Morning
- Blognone.com
- Digital Age
- Digital Next Thailand
- Droidsans Co., Ltd.
- Eleader Magazine
- Enterprise ITPro
- Industry Magazine+ Micro computer
- KBR – Asia Calling
- MCOT – Thai News Agency
- MobileOcta.com
- PostUp News
- se-education pcl
- Siam VR
- TechTalkThai
- Thai Bangkok News
- Thaibangkoknews
- ThaiPublicMedia
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