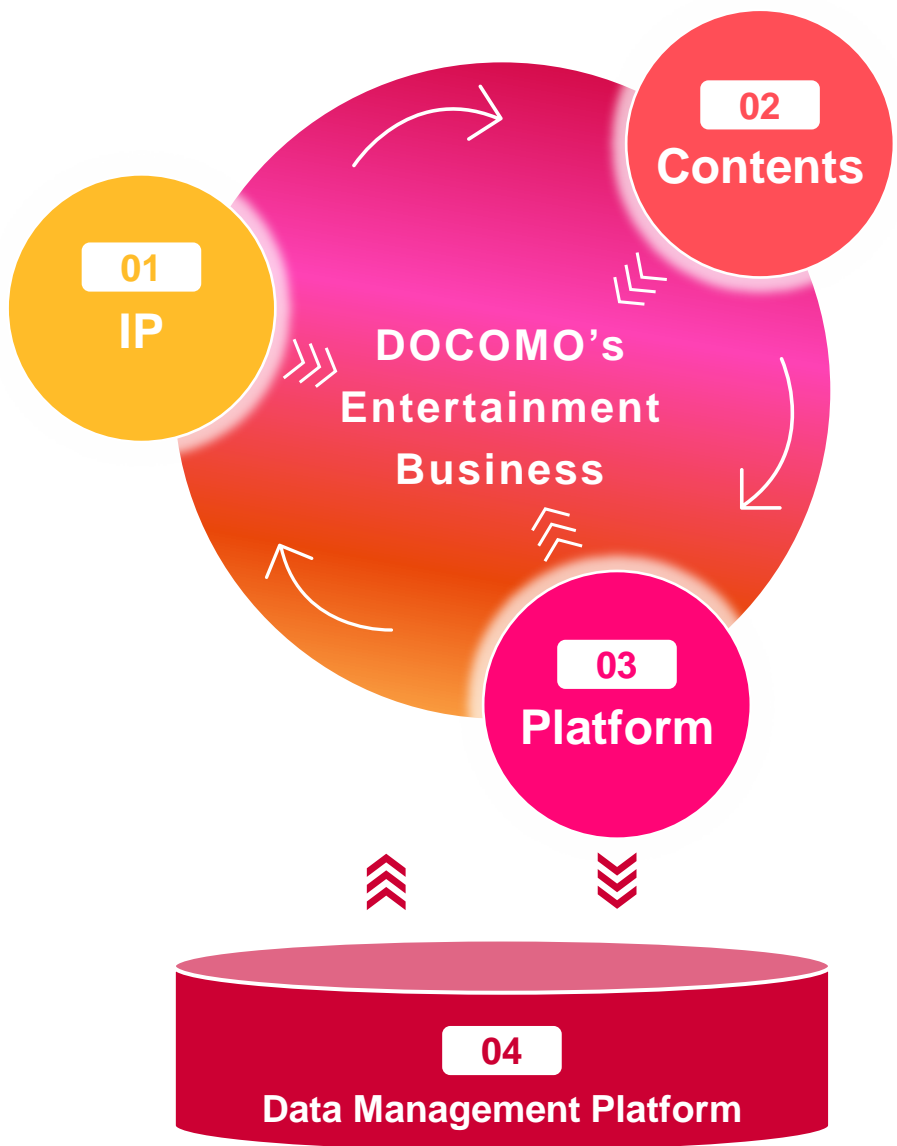


IGArena NTT DOCOMO's Venue Business



Overview of NTT DOCOMO's Entertainment Business



- 01** **Creating unique IPs for special occasions:**
- Collaboration with Sport IPs**
- Soccer
 - Baseball
 - Rugby
 - Basketball
- Creating Entertainment IPs**
- Dance & Vocal Groups
- 02** **Creating IP contents that appeal to fans:**
- Video
 - Entertainment
 - Book
 - Music
- 03** **Creating touchpoints with fans in both physical and digital world:**
- Physical Touchpoints**
- Venues
- Digital Touchpoints**
- Lemino (Video Streaming Platform)
 - Favpark (Fan Engagement Platform)
- 04** **Maximizing customer touchpoints through data-driven marketing:**
- Entertainment Experience
 - Fan Engagement Level
 - Telecom Subscriber
 - Loyalty Program Member (d POINT)
 - Location Data
 - Transaction Data etc.

Venues Managed by NTT DOCOMO

IG Arena (Nagoya)



New Landmark in Meijo Park, Nagoya City to Showcase World-class Entertainment

**Opening: July 2025
Venue Capacity: 17,000**

Japan National Stadium (Tokyo)

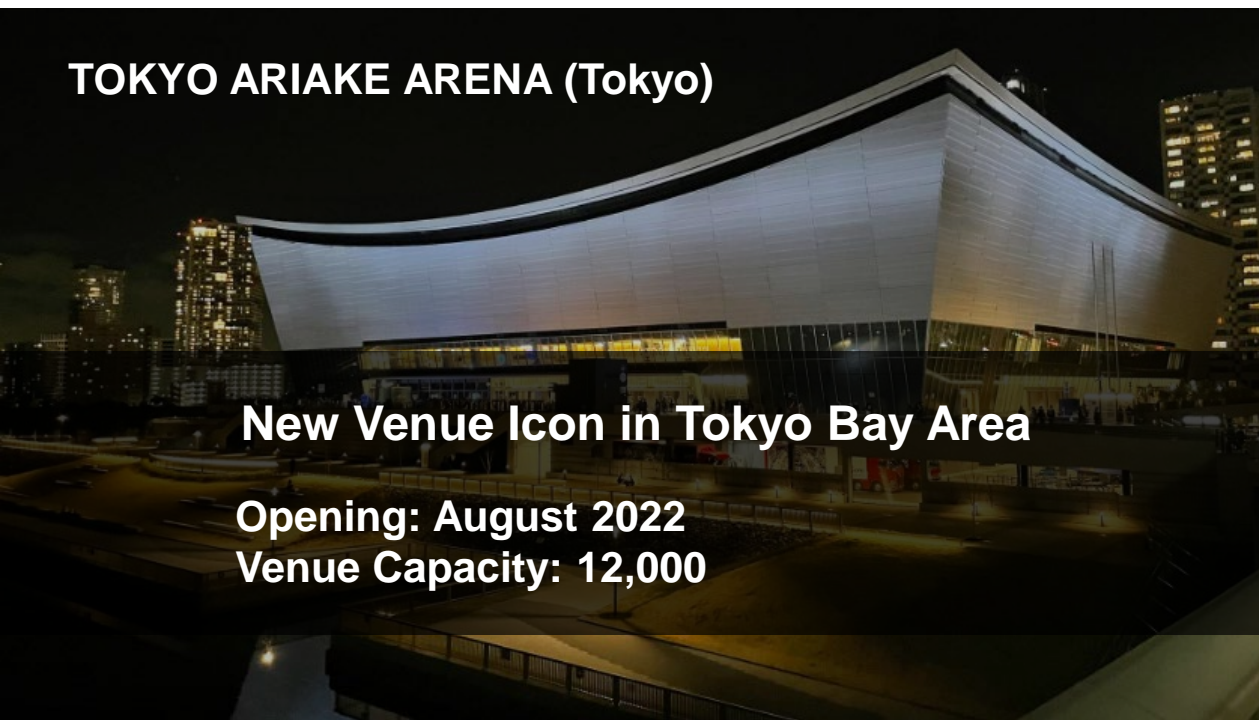


One of Japan's Largest Stadium in the Center of Tokyo and Venue of Two Summer Olympics

**JNSE Operations Start: April 2025
Venue Capacity: 67,000**

© JAPAN SPORT COUNCIL

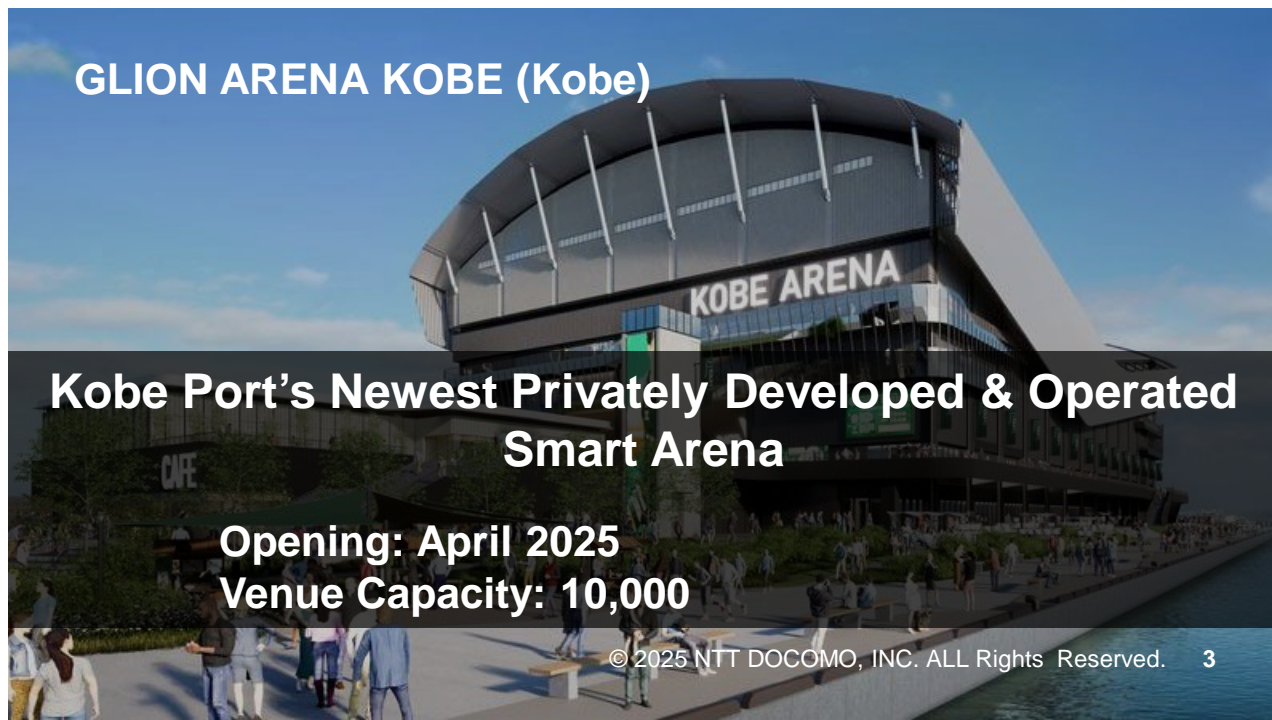
TOKYO ARIAKE ARENA (Tokyo)



New Venue Icon in Tokyo Bay Area

**Opening: August 2022
Venue Capacity: 12,000**

GLION ARENA KOBE (Kobe)



Kobe Port's Newest Privately Developed & Operated Smart Arena

**Opening: April 2025
Venue Capacity: 10,000**



IG Arena



IG Arena

Global

Smart

Community

**World-Class
Entertainment**

**Advanced technologies to
create inspiring moment**

**Cultural hub for regional
growth and connectivity**

Features of IG Arena (1)



17,000-seats/ over 30-meter-high ceilings with oval shape for the best viewing experience, both sports and entertainment.

Designed by world famous architect Kengo Kuma

(Inspired by Meijo Park and Nagoya Castle. Japan National Stadium was also designed by him)



Features of IG Arena (2)

3F VIP Area: 40 suite rooms

**2F Premium Area:
1,000 m² Premium Lounge with
850 dedicated seats**



Global business model focusing sponsorship, hospitality, and food and beverage as new revenue pillars.



国立競技場
JAPAN NATIONAL STADIUM

Japan National Stadium: World-Class Stadium

Features of Japan National Stadium (1)

World-class stadium with 67,000+ seating capacity and its prime location



Attracting an annual average of 2.6 million visitors through diverse events while vitalizing the surrounding area



Highlights of Japan National Stadium (2)

As the “Sacred field of Sports,” Japan National Stadium hosts Japan’s top-tier championship and international matches.



As an entertainment hub, it will host around 20 live performance annually for both international and Japanese artists.



Advanced Technology in Stadium and Arena

By integrating advanced technologies with NTT DOCOMO's communication expertise, we aim to fully enhance the value of content and create experience full of surprise, excitement, and enthusiasm for each visitor.



Largest-scale digital Signage

Introduced new integrated display system like ribbon board and digital signage.



XR Solution

Proposing a new style of sports viewing with experience that transcend physical space simultaneously.



IOWN: The Next-Generation Communication Infrastructure

Enhancing experience through the high capacity, high quality, low latency, and low power consumption features of the Innovative Optical and Wireless Network (IOWN)



Mobile App

Enter with electronic tickets and order cashless without leaving your seat.



Digital Marketing Using Data Platform

Using data from over 100 million customers to maximize customer experience.



Fan Engagement Platform

Providing functions that connect IPs with fans, such as fan club, ticket and community.



An aerial photograph of a city at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, a large, circular stadium or arena is visible. To the right, a tall, modern building with a large clock face is prominent. The clock face is illuminated and shows the time as approximately 10:10. The building has a distinctive tiered design. Other city buildings are visible in the background, creating a dense urban landscape.

Bridging Worlds for Wonder & Happiness

Experience the thrill and immersion that stadium and arena offer.

By connecting people, objects, and places with cutting-edge network and technology, these moments extend beyond the present and reach around the world.

We are committed to creating the world where everyone feels enriched.

Through the power technology and stadium and arena, NTT DOCOMO will create unforgettable experience and bring the happiness for everyone.