



THE LARGEST JAPANESE CULTURE EVENT

IN NORTH AMERICA

ANIME EXPO®

Our mission is to inspire the world through Japanese animation and culture.

Anime Expo (AX), the largest Japanese culture event in North America, offers fans an authentic and unique opportunity to immerse themselves in all things anime, manga, gaming, music, cosplay, fashion, and so much more. As a result, AX creates a direct connection between the anime industry and passionate fans by providing a festival-like theme park atmosphere for those who attend.



JULY 4-7, 2024 • LOS ANGELES CONVENTION CENTER

407,000+

ATTENDEES - TURNSTILE...

\$100+ MILLION ECONOMIC IMPACT

TO THE CITY OF LOS ANGELES

36

PREMIERES

1,057

HOURS OF PROGRAMMING

50+

EVENT GUESTS

Including Cosplayers, Influencers, and Guests of Honor

300+

INDUSTRY APPEARANCES

...FROM MORE THAN

64 COUNTRIES

MEDIA REACH



17.5K NEWS POSTS

94 BILLION
POTENTIAL REACH

26 MILLION
MOBILE APP SCREEN VIEWS
55K ACTIVE USERS



1.9

MILLION
WEBSITE USERS



25.9

MILLION
WEB PAGE VIEWS



28

MILLION
INSTAGRAM
IMPRESSIONS



13

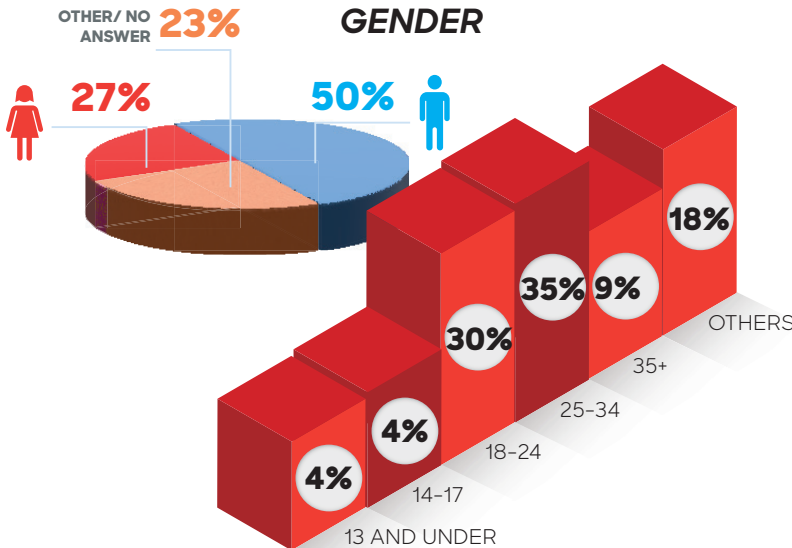
MILLION
FACEBOOK
IMPRESSIONS



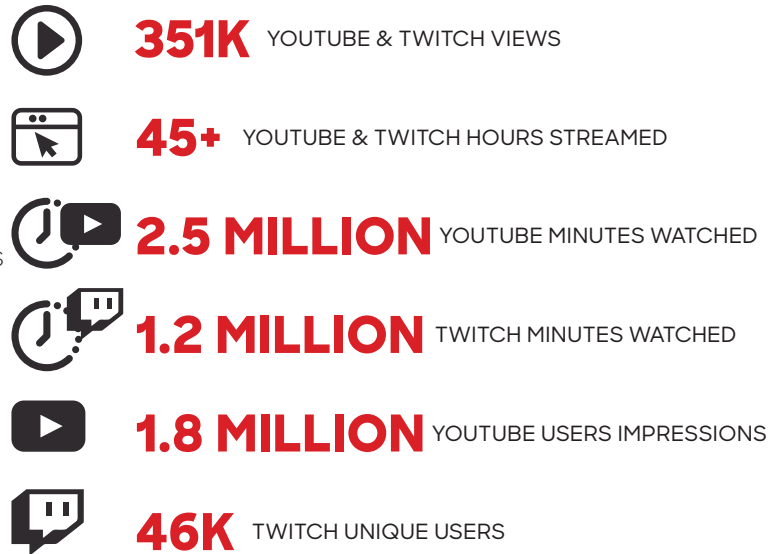
26.5

MILLION
TWITTER
IMPRESSIONS

DEMOGRAPHICS



AX ANIME EXPOLITE 2024 BY THE NUMBERS



“The Ultimate Fan Experience”

EXTENDED AX
CAMPUS FOOTPRINT

443,000 SQ FT
(41,156M2)

ARTIST ALLEY

81,000 SQ FT
(7,525M2)

EXHIBIT HALL (SOUTH
HALL & KENTIA HALL)

427,890 SQ FT
(39,752M2)

ENTERTAINMENT HALL
& NORTH PLAZA

165,081 SQ FT
(15,336M2)

- AX CROSSING AT PICO BLVD AND GILBERT LINDSAY PLAZA
- CHICK HEARN CT.
- JW MARRIOTT
- PEACOCK PLACE
- THE NOVO

WITH

580
ARTISTS

WITH

308
EXHIBITORS

WITH

22
EXHIBITORS