

# Press Release



November 15, 2018  
transcosmos inc.

## transcosmos becomes a sponsor of “Sport Innovation Summit Tokyo 2018”

**“Quick Ticket by MOALA,” e-ticketing system, will be showcased by Keiji Ito,  
the president of transcosmos group company “playground”**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) has become a sponsor of “Sport Innovation Summit Tokyo 2018 (SiS Tokyo),” an event that provides an “opportunity” for the world’s top sports organizations and corporations to discuss the hottest topics. In September 2018, the Sport Innovation Summit (SiS) announced its plan to hold SiS Tokyo which marks the first SiS event in Asia.



In 2014, SiS started in Mexico as a conference focusing on innovations in sports and its surrounding industries. Even in the world of sports, innovation cannot be executed by a single organization, and an ecosystem needs to be founded in collaboration with various industries and businesses. SiS introduces trends that are occurring around the globe and provides an “opportunity” to discuss such trends.

In 2017, SiS also started its trail in Paris. Leading professionals of sports and businesses gathered and engaged in heated discussions. And now, marking its third hosting country, SiS will be held in Tokyo, Japan this November. This insightful 2-day event will surely play an important part for Japan in maximizing its role as the hosting country for the coming 2020 Olympics.

transcosmos has become an SiS Tokyo sponsor. Keiji Ito, president of playground Co., Ltd., a transcosmos group company, will take the stage and give presentation on its e-ticketing system “Quick Ticket” and connected stadium service “MOALA” at the sponsor session.

### ■ FAN EXPERIENCE AT THE CORE - November 29, 16:25 @ Tower Hall

Through listening to fans’ opinions such as management of team or league by utilizing technology, businesses enable to convert fans into clients. The latest technology establish a fifty-fifty relationship with fans and sport industry. In this session, speakers will present cases of fan-engagement business in Japan and the U.S. and strategies to create business opportunities through fan engagement using technology. You will be able to listen their real-life success stories with major sports teams in their respective countries.

Speaker: Robert Verdier, President of The Taffrail Group Japan KK  
Moon Javid, Vice President of Strategy & Analytics of San Francisco 49ers  
Koji Yoshida, Marketing Group Manager of Seibu Lions, Inc.  
Keiji Ito, President of playground Co., Ltd.

■ Sport Innovation Summit Tokyo 2018

Date: Thu 29<sup>th</sup> - Fri 30<sup>th</sup>, November, 2018

Time: 9:00 – 18:00 (TBD)

Venue: Roppongi Academy Hills, Roppongi Hills Mori Tower 49F

Address: Roppongi Hills Mori Tower 49F, 6-10-1 Roppongi, Minato-ku, Tokyo 106-6149

Website: <http://sistokyo.com>

■ About playground Co., Ltd (<https://playground.live>)

playground is a digital firm that provides technology development and consulting services with a focus on the real event industry. Its main business, an e-ticketing system “Quick Ticket” offers a new form of e-ticketing services and has been implemented to major companies that include Saitama Seibu Lions, Yoshimoto Kogyo, V League, Sanrio Puroland, and more. In addition, “MOALA,” its connected stadium platform based on Quick Ticket, promotes initiatives that “make live events more exciting” by digitalizing the live experience. With the aim to transform real events with the power of digital, playground continues to challenge itself to deliver innovative Digital x Real events.

\* transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

\* Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

**About transcosmos inc.**

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 172 locations across 31 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 49 countries around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

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