



TOKYO **GAME SHOW** 2005

OFFICIAL REPORT

Organizer: Computer Entertainment Supplier's Association (CESA)
Co-organizer: Nikkei Business Publications, Inc. (Nikkei BP)
Period: Sept. 16 (Friday) - Sept. 18 (Sunday), 2005
Venue: Makuhari Messe



CESA



Nikkei BP

I. Outline of the Show

Name: TOKYO GAME SHOW 2005
 Theme: Your front row ticket to the next generation of gaming

Organizer: Computer Entertainment Supplier's Association (CESA)
 Co-organizer: Nikkei Business Publications, Inc. (Nikkei BP)
 Supporter: Ministry of Economy, Trade and Industry
 Special supporter: NTT DoCoMo, Inc.

Period: Business Day Sept. 16 (Friday), 2005
 Open to the public Sept. 17 (Saturday) - Sept. 18 (Sunday), 2005
 From 10:00 a.m. to 5:00 p.m.

Venue: Nippon Convention Center (Makuhari Messe, Mihama-ku, Chiba City, Chiba Prefecture)
 Exhibition Halls 1-7 (exhibition area: about 47,000 square meters)

Number of exhibitors: 131
 Number of booths: 1,433 booths
 Displayed titles: 552 titles (number of advance registrations)

| By platform (%) | | By genre (%) | |
|--|------|--------------|------|
| PlayStation 2 | 23.8 | Action | 30.6 |
| Mobile phones | 23.8 | RPG | 11.6 |
| PC | 18.4 | Simulation | 7.2 |
| Nintendo DS | 6.6 | Puzzle | 5.0 |
| PSP | 6.0 | Adventure | 4.3 |
| Game Boy Advance | 3.1 | Shooting | 4.3 |
| Nintendo GameCube | 2.3 | Sports | 3.7 |
| Xbox | 2.1 | Racing | 2.9 |
| Xbox360 | 1.4 | Others | 32.6 |
| PlayStation 3 | 0.8 | | |
| Others (incl. titles not released yet) | 11.6 | | |

Admission fees: General visitor Ticket valid only for day of issue ¥1,200 (incl. tax)
 Ticket sold in advance ¥1,000 (incl. tax)



II. Visitors Report

1. Number of Visitors on Each Day

| TOKYO GAME SHOW 2005 | |
|--|----------------|
| Sept. 16 (Friday) – Business Day | 36,068 |
| Sept. 17 (Saturday) – Open to the public | 67,791 |
| Sept. 18 (Sunday) – Open to the public | 72,197 |
| Total | 176,056 |

| TOKYO GAME SHOW 2004 | |
|--|----------------|
| Sept. 24 (Friday) – Business Day | 32,867 |
| Sept. 25 (Saturday) – Open to the public | 64,164 |
| Sept. 26 (Sunday) – Open to the public | 63,065 |
| Total | 160,096 |

2. Results of Questionnaire Survey of Business-Day Visitors (Surveyed by Nikkei BP)

Outline of Survey

[Survey Method]

A survey request was e-mailed to 5,000 visitors on the Business Day, selected at random. Replies were received at the Internet Research System "Web-Res" operated by Nikkei BP.

[Number of Responses]

546 (response rate: 10.9%)

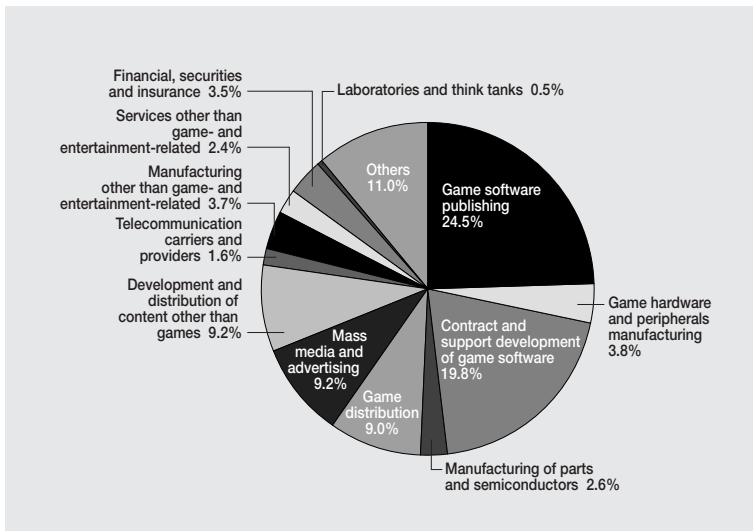
[Survey Schedule]

Sept. 27, 2005: Survey started (e-mail posted and web site opened)
 Oct. 7, 2005: Survey finished (web site closed)

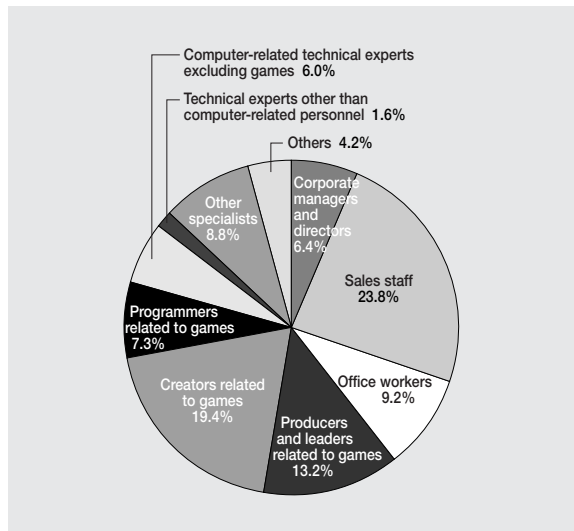
[Survey Organizations]

Nikkei BP Consulting, Inc.

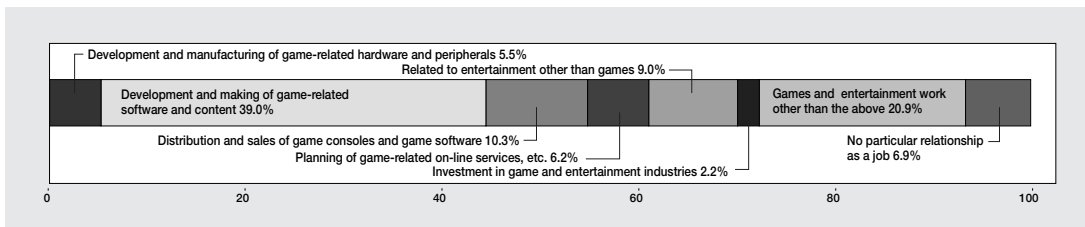
Business Category



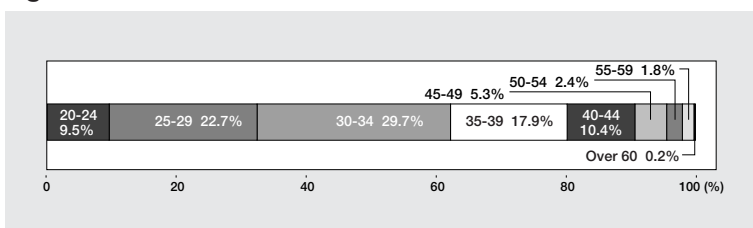
Job Category



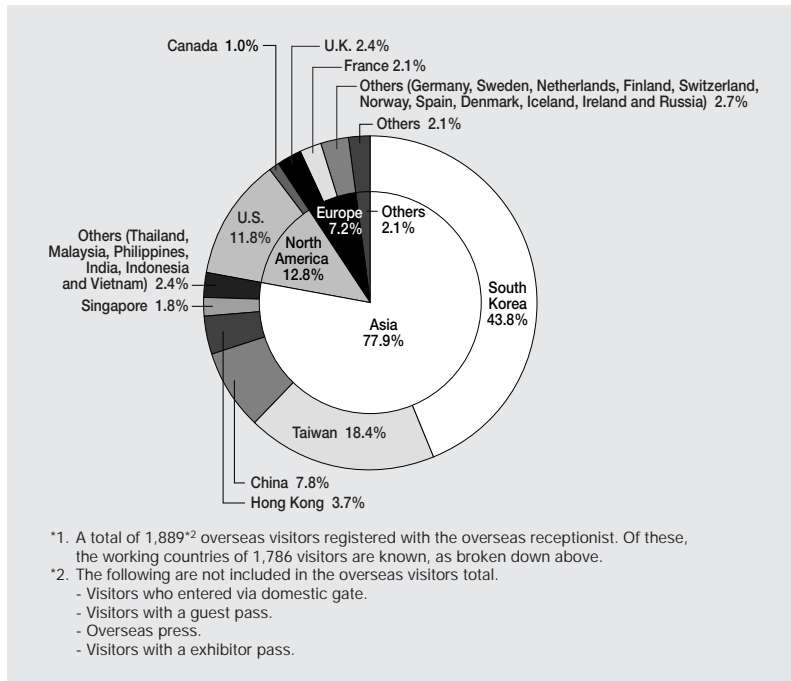
Visitors' Relationship to Game and Entertainment Content



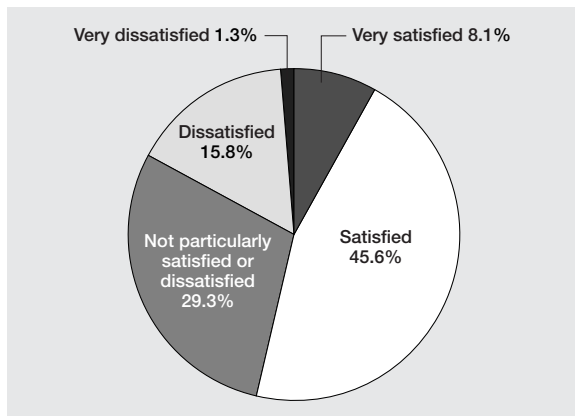
Age



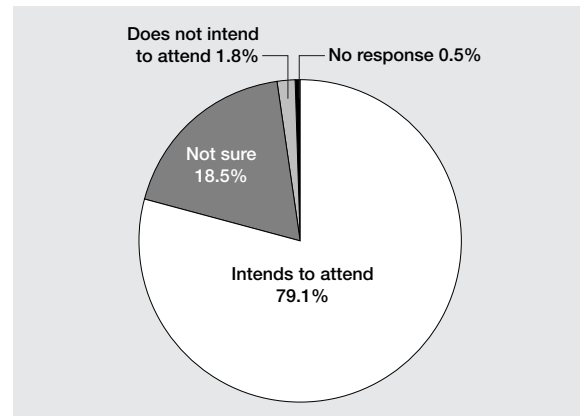
Business-Day Visitor Breakdown by Country and Region*1



Degree of Satisfaction



Intention to Attend the Next Show



III. Results of Questionnaire Survey of Exhibitors

(Survey by Nikkei BP)

Outline of Survey

[Survey Method]

A survey request was e-mailed to all exhibitors. Replies were received at the Internet Research System "Web-Res" operated by Nikkei BP.

[Number of Responses]

77

[Survey Schedule]

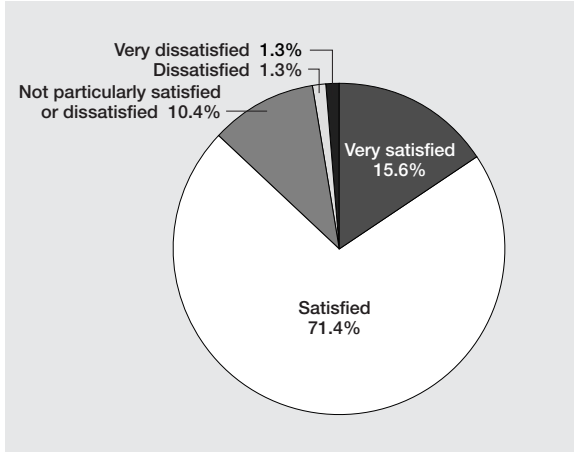
Sept. 20, 2005: Survey started (e-mail posted and web site opened)

Oct. 7, 2005: Survey finished (web site closed)

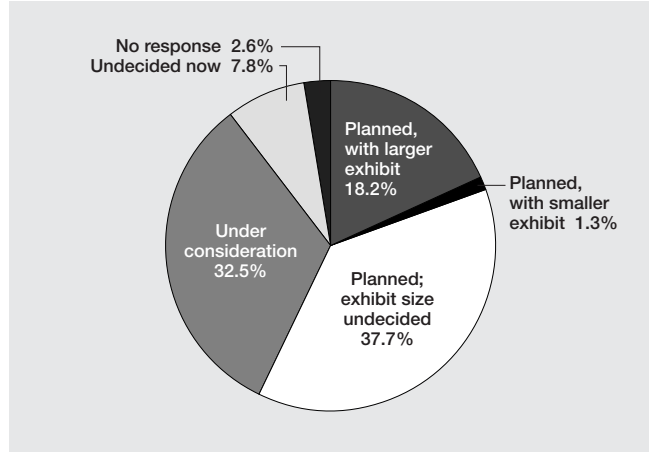
[Survey Organization]

Nikkei BP Consulting, Inc.

Degree of Satisfaction

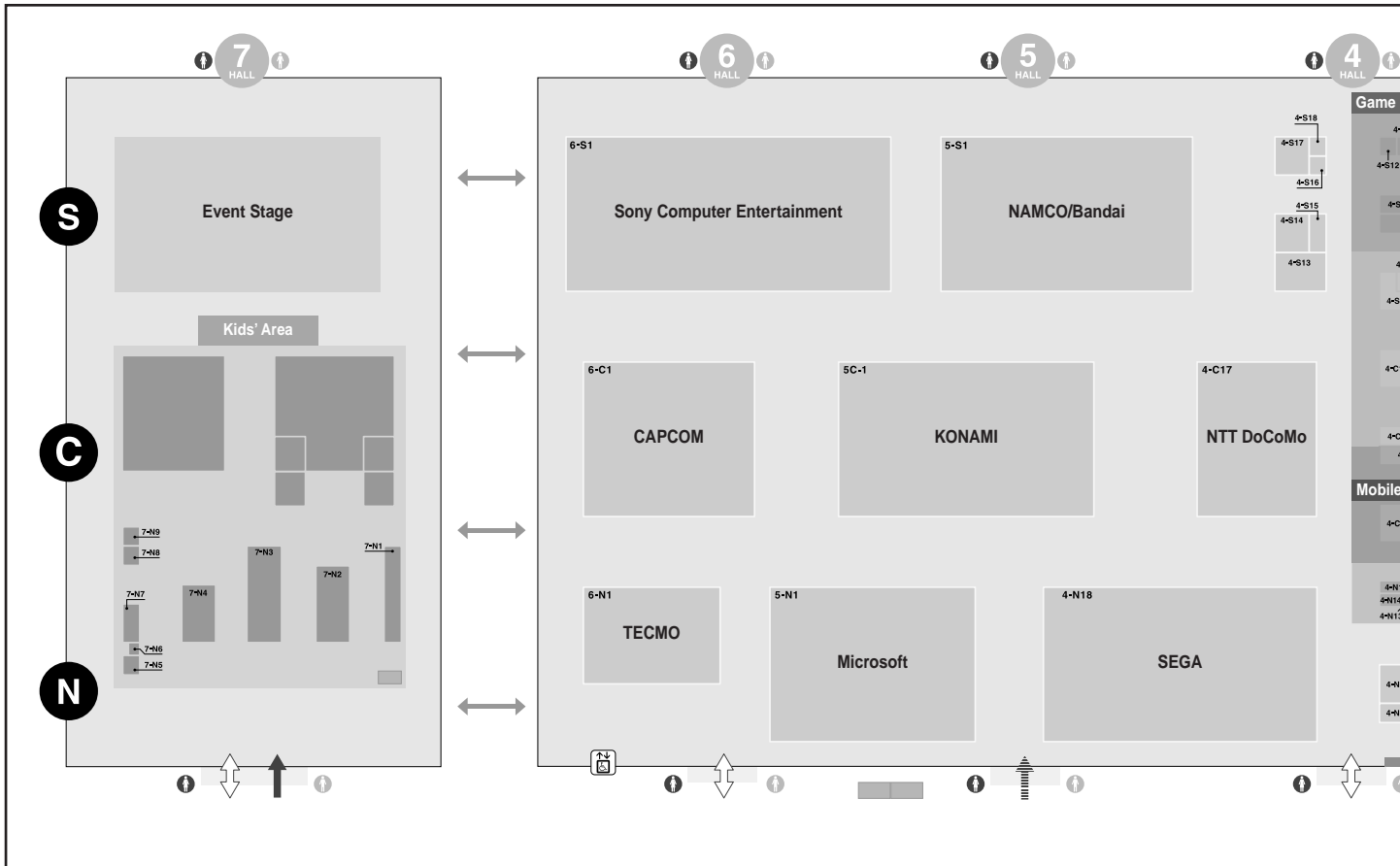


TGS 2006 Exhibit Plans



IV. Layout and Exhibitor List

Layout



Exhibitor List

General Area

- 2-N1 ACQUIRE CORPORATION
- 3-S3 AKELLA
- 4-S14 ASK Corporation
- 3-N8 ATARI JAPAN
- 2-N4 ATI TECHNOLOGIES (JAPAN) INC.
- 2-C4 ATLUS CO., LTD.
- 5-S1 Bandai Co., Ltd.
- 2-N6 BigWorld / Solid Networks Inc. / Trymedia Systems Inc.
- 2-S1 BROCCOLI CO., LTD.
- 6-C1 CAPCOM CO., LTD.
- 4-S15 CLIMAX Inc.
- 3-S4 Core Colors, Inc.
- 4-N4 CREEK & RIVER Co., Ltd.
- 3-N12 Crest Co., Ltd.
- 2-S2 D3 PUBLISHER Inc.
- 2-N5 DISC GO TECHNOLOGIES
- 3-S7 eMagin Corporation
- 2-S6 ENTERBRAIN, INC.
- 4-S16 ESEL INTERNATIONAL COMPANY LIMITED
- 3-S2 Excite Japan Co., Ltd.
- 4-S13 FUJIWORK CO., LTD.
- 4-S18 GAME INFINITY ~G★
- 4-N1 (game)land
- 2-C5 GDEX
- 3-S1 GENKI Co., Ltd.
- 3-S8 GEO-BB Incorporated
- 3-C1 GRAVITY Co., Ltd.
- 2-C6 GungHo Online Entertainment, Inc.
- 4-S17 HAMSTER Corporation
- 2-N9 HAVOK
- 2-N8 HOLON, Inc.
- 3-N13 INTERNET RADIO ONSEN

- 3-N9 KDDI CORPORATION
- 2-N7 KOEI CO., Ltd.
- 5-C1 KONAMI CORPORATION
- 4-N5 Media Works Inc.
- 5-N1 Microsoft Co., Ltd.
- 3-S6 MORI TOYS CO., LTD.
- 5-S1 NAMCO LIMITED
- 4-C17 NTT DoCoMo, Inc.
- 4-N8 NUBYTECH
- 4-N9 RAZER GROUP
- 2-C2 RHOCEO CO., LTD.
- 2-N2 SANWA SUPPLY INC.
- 4-N3 Scansoft, Inc.
- 4-N18 SEGA CORPORATION
- 4-N1 Sega Logistics Service Co., Ltd.
- 3-N11 Seoul City Pavilion BinaryCraft Corporation CFN Co.,Ltd. COONG Entertainment Inc. DreamSquare Co.,Ltd. E3NET CO.,Ltd. KNetP Co.,Ltd. Mirinae Entertainment Inc. Mowelsoft Inc. Web EnG Korea Co.,Ltd.
- 2-N3 SNK PLAYMORE CORPORATION
- 6-S1 Sony Computer Entertainment Inc.
- 2-S4 SQUARE ENIX CO., LTD.
- 2-C1 TAITO CORPORATION
- 3-N10 TAIWAN Game Pavilion EASYFUN ENTERTAINMENT CORP. SOFTSTAR ENTERTAINMENT INC. Taiwan Trade Center ZEROPLUS TECHNOLOGY CO., LTD.
- 6-N1 TECMO, LTD.

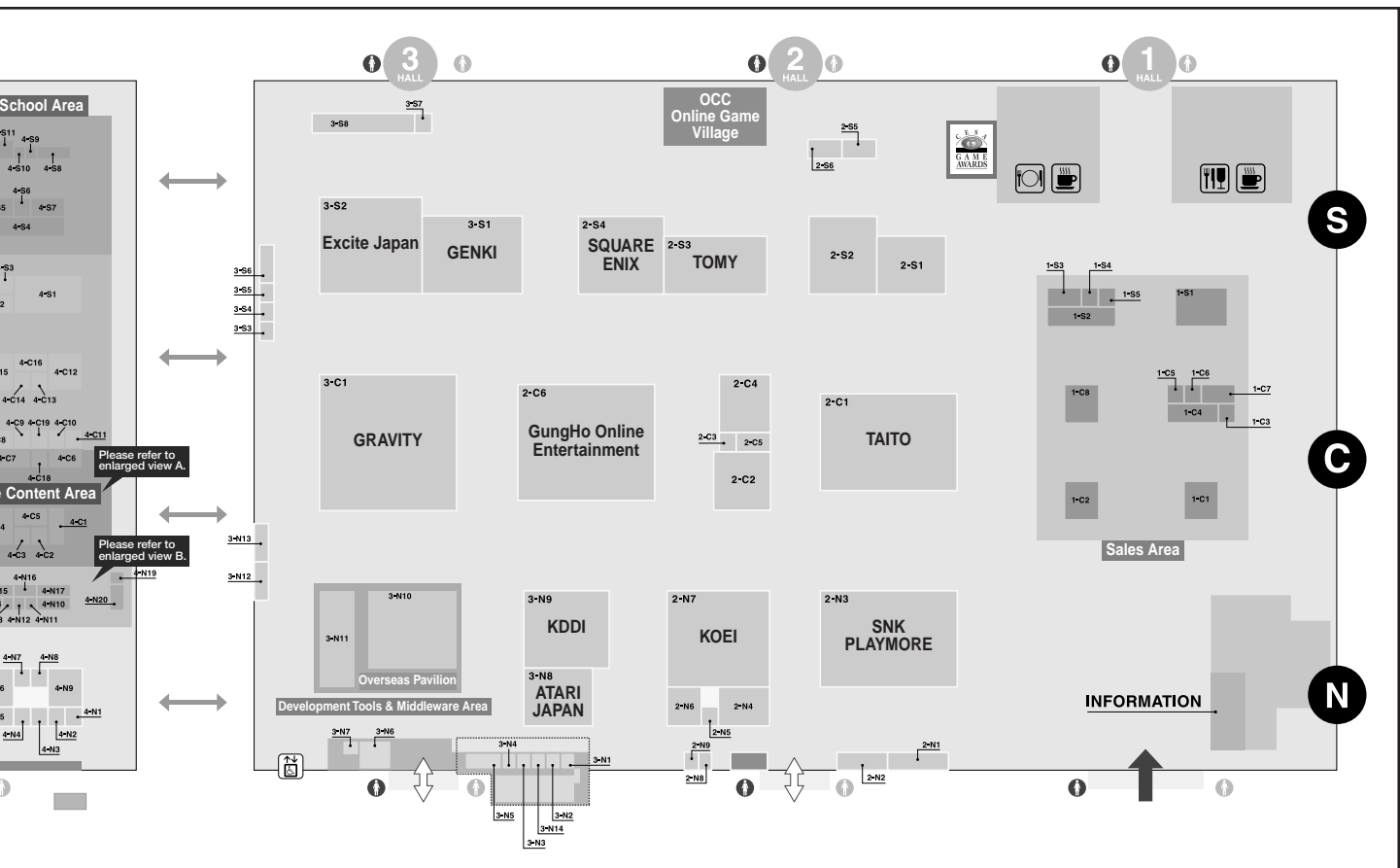
- 2-S3 TOMY Company, Ltd.
- 2-C3 TOPPLAYER INC.
- 2-S5 UBISOFT
- 4-N7 UKR GAME EXPORT
- 4-N6 Winble Japan, Inc.
- 3-S5 XTREME LTD

Mobile Content Area

- 4-N20 ABILIT Co., Ltd.
- 4-C5 Ambition, Ltd
- 4-N14 Aruze Corp.
- 4-C6 BTD STUDIO CO., LTD.
- 4-C7 DAITO GIKEN, INC.
- 4-C7 DP CORPORATION
- 4-N15 FromSoftware, Inc.
- 4-N17 GignoSystem Japan, Inc.
- 4-C4 G-mode Co., Ltd.
- 4-N16 Interactive Brains Co., LTD.
- 4-C3 KOTOBUKI SOLUTION CO., LTD.
- 4-N10 NOKIA JAPAN CO., LTD.
- 4-C6 Quattro Media Corporation
- 4-N12 SEALZ, Inc.
- 4-C18 Spicysoft Corporation
- 4-N11 TAKARA Mobile Entertainment Co., Ltd.
- 4-N19 TOMEN TELECOM CORPORATION
- 4-C1 TRY AND LINK
- 4-C2 UNISHENG
- 4-N13 WorkJam Co., Ltd.

Kids' Area

- Exhibit only on Public Day**
- 7-N5 ATLUS CO., LTD.
 - 7-N1, 7-N9 Bandai Co., Ltd.
 - 7-N4, 7-N8 CAPCOM CO., LTD.



- 7-N6 D3 PUBLISHER Inc.
- 7-N7 DENGKI GAMECUBE
- 7-N2 KONAMI CORPORATION
- 7-N3 SEGA CORPORATION

Game School Area

- 4-S8 ACT Information & Business College
- 4-S12 Aso Business Computer College
- 4-S10 Clark Akihabara IT Campus
- 4-S9 DENGKI SCHOOL MAGAZINE
- 4-S2 Digital Entertainment Academy Co., Ltd.
- 4-C19 DIGITAL HOLLYWOOD / DIGITAL HOLLYWOOD UNIVERSITY
- 4-C9 Higashi-Nihon Design & Computer College
- 4-C8 International Art & Design College
- 4-C15 JAPAN ELECTRONICS COLLEGE
- 4-C11 Kanagawa Computer Culture College
- 4-C10 Kobe Institute of Computing / Kobe College of Computing
- 4-S5 NAGOYA KOUGAKUIN COLLEGE
- 4-S7 Niigata Computer College
- 4-C13 Niigata High Technology College
- 4-C12 NIPPON ENGINEERING COLLEGE
- 4-S1 SOGOGAKUEN HUMAN ACADEMY
- 4-C14 TOKYO COMMUNICATION ART
- 4-S4 TOKYO KOGAKUIN COLLEGE OF TECHNOLOGY
- 4-S3 TOKYO NET WAVE COLLEGE
- 4-S6 Tokyo Technical College
- 4-C16 Trident College of Information Technology
- 4-C8 World Institute of Zeal artists for digital and technology
- 4-S11 YAG The Institute of Yoyogi Animation

Sales Area

- 1-C5 Alchemist
- 1-S2 BROCCOLI CO., LTD.
- 1-C8 CAPCOM CO., LTD.
- 1-C2 COSPA inc.
- 1-S3 HORI CO., LTD.
- 1-C3 IDEA FACTORY Co., Ltd.
- 1-C7 KID corp.
- 1-S1 KONAMI CORPORATION
- 1-S5 Nikkei Business Publications, Inc.
- 1-C4 SOFTBANK Publishing Inc.
- 1-C1 SQUARE ENIX CO., LTD.
- 1-S4 TAITO CORPORATION
- 1-C6 TECMO, LTD.

Development Tools &Middleware Area

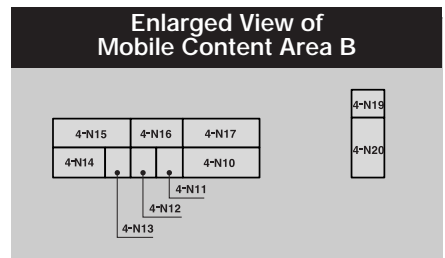
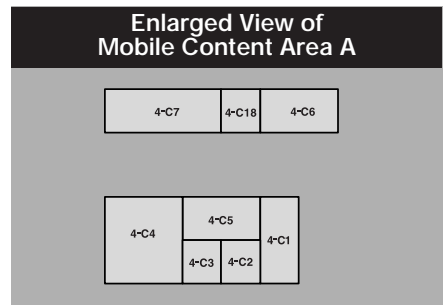
- 3-N6 Multiterm Co., Ltd.
- 3-N7 VMC

Exhibit only on Business Day

- 3-N14 AUSTRALIA QUEENSLAND GOVERNMENT TOKYO OFFICE
- 3-N1 CRI Middleware Co., LTD.
- 3-N4 ENZYME TESTING LABS
- 3-N5 Metrowerks Co., Ltd.
- 3-N3 Nihon Cornet Technology K.K.
- 3-N2 SANTOKU CORPORATION

International Expo Suite

- IES-1 SANDISK CORPORATION



V. TGS Forum 2005

TGS Forum 2005 was held at the International Conference Hall at Makuhari Messe on September 16, the opening and business day of TOKYO GAME SHOW 2005. The forum offered game business professionals an opportunity to delve into the latest trends in their industry.

The keynote speakers this year were Mr. Robert J. Bach, Chief Xbox Officer and Senior Vice President, Home and Entertainment Division of Microsoft Corp., and Mr. Satoru Iwata, President of Nintendo Co., Ltd.

In the afternoon, there were four sessions for which an attendance fee was charged, among others. In the Online Game Session, lectures were given by Mr. Jung Ryool Kim, Chairman of Gravity Corp., from South Korea, and representatives from three leading companies in the

Japanese online game business. Discussions in the Characters Session focused on branding to be carried out at the planning and development sites from the standpoints of game development, toy development and image production. The focus of the Developers Session: CEDEC Premium, a seminar supported by IGDA, ranged from next-generation development strategies to the real situation of the game industry, which is now fast undergoing globalization. And for the Mobile Phone Game Session a key person was invited from a major U.S. cellphone carrier to talk on the theme of overseas promotion of domestic content. Thus, key persons, invited from various sectors of the industry, discussed the vital points of the computer entertainment business.

| | | |
|---------------------|--|--|
| | Keynote Speech | |
| 10:00 11:50 | <p><u>10:00-10:50</u> Speaker: Mr. Robert J. Bach, Chief Xbox Officer and Senior Vice President, Home and Entertainment Division, Microsoft Corp.</p> <p><u>11:00 - 11:50</u> Speaker: Mr. Satoru Iwata, President of Nintendo Co., Ltd.</p> | |
| | Online Game Session | Character Game Session |
| 13:00 15:00 | <p>Japan's online game industry emerging from a leveling-off period and continuing to grow Keys to success explored from the standpoints of development, operation and management</p> <p><u>13:00 - 13:30</u> LECTURE Secret of the sweeping success in the global RAGNAROK online market</p> <p><u>13:30 - 13:50</u> LECTURE The strength of Japanese online games made to compete in the Asian market</p> <p><u>13:50 - 14:10</u> LECTURE Online game operations and the community</p> <p><u>14:10 - 14:30</u> LECTURE What is the Japanese originality that is widely accepted in the world?</p> <p><u>14:30 - 15:00</u> PANEL DISCUSSION</p> | <p>The key to making a hit: Branding carried out at the planning and development sites How to move ahead in the creator-centered era</p> <p><u>13:00 - 15:00</u> RELAY TALK AND PANEL DISCUSSION</p> |
| | Developers Session: "CEDEC Premium" Supported by IGDA | Mobile Phone Game Session |
| 15:15 17:15 | <p>The next-generation development strategies of Electronic Arts — what makes the company the world's largest publisher</p> <p><u>15:15 - 15:25</u> INTRODUCTION</p> <p><u>15:25 - 16:05</u> LECTURE Video Games: Technology challenges or people challenges?</p> <p><u>16:05 - 16:45</u> LECTURE Can a computer game make you cry? Creating and publishing the next generation of entertainment</p> <p><u>16:45 - 17:15</u> PANEL DISCUSSION</p> | <p>Japanese mobile phone games — rising to the challenges of the global market</p> <p><u>15:15 - 17:15</u> RELAY TALK AND PANEL DISCUSSION</p> |

VI. Development Tools and Middleware Area

TOKYO GAME SHOW provided a special area for the vendors of development tools and middleware to address the growing need for information on these products. This year, in the third times since the introduction of this area in

2003, to enhance the synergy of the exhibition and the relevant workshop, the workshop venue was located in multi-purpose rooms close to the exhibition area, and was limited to Business Day.

TGS Developer's Workshop

| Sept. 16 (Fri.) | Company | Lecture |
|---------------------|---|--|
| 12:50 13:30 | Metrowerks Co., Ltd. | Next-generation CodeWarrior technology |
| 13:40 14:20 | Australia Queensland Government Tokyo Office Invest Australia (North East Asia), Australian Embassy | The game industry in Australia |
| 14:30 15:10 | CRI Middleware Co., LTD. | Playback of audio and HD movies in next-generation game consoles |



VII. Public Relations and Publicity

1. Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcast

| | TV | Radio | Newspapers (general, sports) | General magazines | Specialized papers/magazines/web | Total |
|-----------------|----------------|----------------|------------------------------|-------------------|----------------------------------|----------------------|
| Before the Show | 0 (1) | 2 (2) | 87 (123) | 64 (62) | 181 (151) | 334 (339) |
| During the Show | 27 (26) | 4 (5) | 115 (94) | 0 (0) | 56 (55) | 202 (180) |
| After the Show | 32 (31) | 5 (7) | 43 (53) | 113 (128) | 500 (330) | 693 (549) |
| Total | 59 (58) | 11 (14) | 245 (270) | 177 (190) | 737 (536) | 1,229 (1,068) |

Notes: As of October 19, 2005. Planned coverage is included. Figures in parentheses are those for TOKYO GAME SHOW 2004.

2. Number of News Reports During the Show Period, and Number of Reporters

| | Sept. 16 (Fri.) | | Sept. 17 (Sat.) | | Sept. 18 (Sun.) | | Grand total | |
|--|-----------------|--------------|-----------------|------------|-----------------|------------|--------------|--------------|
| | News reports | Reporters | News reports | Reporters | News reports | Reporters | News reports | Reporters |
| TV (terrestrial/satellite broadcasting and cable TV) | 48 | 183 | 4 | 14 | 13 | 39 | 65 | 236 |
| Radio | 8 | 15 | 1 | 2 | 1 | 2 | 10 | 19 |
| General newspapers, sports papers | 34 | 51 | 7 | 7 | 2 | 3 | 43 | 61 |
| News agencies (domestic and overseas) | 16 | 34 | 0 | 0 | 1 | 1 | 17 | 35 |
| General magazines, town papers/journals | 93 | 229 | 29 | 43 | 29 | 48 | 151 | 320 |
| Game magazines, computer magazines | 54 | 365 | 27 | 124 | 23 | 86 | 104 | 575 |
| Internet, e-mail magazines, mobile phones | 118 | 428 | 40 | 137 | 35 | 99 | 193 | 664 |
| Trade papers/journals | 86 | 166 | 12 | 18 | 11 | 16 | 109 | 200 |
| Publishing companies (books, "mooks") etc. | 22 | 160 | 6 | 12 | 7 | 23 | 35 | 195 |
| Editing productions, freelance journalists, others | 20 | 65 | 9 | 22 | 7 | 15 | 36 | 102 |
| Overseas media, domestic-issued foreign language media | 244 | 503 | 194 | 408 | 78 | 139 | 516 | 1,050 |
| Total | 743 | 2,199 | 329 | 787 | 207 | 471 | 1,279 | 3,457 |



3. Breakdown of Overseas Media

| Reported-to region | | Number of reporters | | | | Number of media |
|-------------------------|--|---------------------|------------|------------|--------------|-----------------|
| | | Sept. 16 | Sept. 17 | Sept. 18 | Total | |
| Asia | South Korea | 81 | 67 | 17 | 165 | 53 |
| | Taiwan | 55 | 52 | 11 | 118 | 28 |
| | Hong Kong | 34 | 20 | 3 | 57 | 19 |
| | China | 21 | 20 | 9 | 50 | 12 |
| | Singapore | 6 | 9 | 6 | 21 | 5 |
| | Japan (domestic-issued foreign language media) | 13 | 4 | 3 | 20 | 17 |
| | Philippines | 4 | 1 | 0 | 5 | 1 |
| | Thailand | 4 | 0 | 0 | 4 | 1 |
| | All Asia | 9 | 12 | 0 | 21 | 3 |
| Oceania | Australia | 6 | 7 | 7 | 20 | 1 |
| North and Latin America | U.S.A. | 29 | 20 | 15 | 64 | 18 |
| | Mexico | 5 | 7 | 0 | 12 | 3 |
| | Canada | 4 | 2 | 0 | 6 | 3 |
| Europe | U.K. | 26 | 17 | 3 | 46 | 12 |
| | France | 15 | 13 | 7 | 35 | 17 |
| | Netherlands | 14 | 11 | 8 | 33 | 4 |
| | Italy | 7 | 6 | 1 | 14 | 6 |
| | Germany | 7 | 2 | 2 | 11 | 5 |
| | Spain | 4 | 4 | 1 | 9 | 2 |
| | Sweden | 4 | 5 | 0 | 9 | 3 |
| | Belgium | 3 | 3 | 0 | 6 | 1 |
| | Russia | 3 | 3 | 0 | 6 | 2 |
| | Finland | 2 | 2 | 0 | 4 | 1 |
| | Norway | 2 | 2 | 0 | 4 | 2 |
| | Switzerland | 2 | 1 | 0 | 3 | 2 |
| | Poland | 1 | 1 | 0 | 2 | 1 |
| | All Europe | 6 | 7 | 2 | 15 | 6 |
| | Worldwide | Worldwide | 136 | 110 | 44 | 290 |
| Total | | 503 | 408 | 139 | 1,050 | 284 |



Outline of the TOKYO GAME SHOW 2006

<http://tgs.cesa.or.jp/english/>

| | |
|--------------------------------|---|
| Period: | Business Day* Sept. 22 (Friday), 2006 Open to the public Sept. 23 (Saturday) – Sept. 24 (Sunday), 2006 From 10:00 a.m. to 5:00 p.m. *Admission is limited to industry participants and those with invitations. |
| Venue: | Makuhari Messe 2-1 Nakase, Mihama-ku, Chiba City, Chiba Prefecture |
| Organizer: | Computer Entertainment Supplier's Association (CESA) http://www.cesa.or.jp/english/ |
| Co-organizer: | Nikkei Business Publications, Inc. (Nikkei BP) http://www.nikkeibp.com/ |
| Supporter: | Ministry of Economy, Trade and Industry (planned) |
| Expected number of exhibitors: | 140 |
| Invited number of booths: | 1,500 |
| Expected visitors: | 160,000 |
| Admission fees: | General visitor (junior high school students and above) ¥1,200 (incl. tax) Ticket sold in advance ¥1,000 (incl. tax) |

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