TOKYO *GAME* SHOW *2006*
OFFICIAL REPORT

Organizer: Computer Entertainment Supplier's Association (CESA)
Co-organizer: Nikkei Business Publications, Inc. (Nikkei BP)
Period: Sept. 22 (Friday) - Sept. 24 (Sunday), 2006
Venue: Makuhari Messe

CESA Nikkei BP

I. Outline of the Show

Name: TOKYO GAME SHOW 2006
Theme: New Excitement. New Sensations. A New Generation.

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. 22 (Friday), 2006
Open to the public   Sept. 23 (Saturday) - Sept. 24 (Sunday), 2006
From 10:00 a.m. to 5:00 p.m.
Venue: Nippon Convention Center (Makuhari Messe, Mihama-ku, Chiba City, Chiba Prefecture)
Exhibition Halls 1-8 (exhibition area: about 54,000 square meters)

Number of exhibitors: 148
Number of booths: 1,701 booths
Displayed titles: 573 titles (number of advance registrations)

By platform (%)		By genre (%)	
PC	22.2	Action	22.5
Mobile phones	21.8	RPG	13.3
PlayStation 2	17.5	Simulation	8.6
Nintendo DS	9.1	Puzzle	6.1
PSP	5.8	Adventure	5.8
Xbox360	3.5	Sports	4.9
PlayStation 3	3.1	Shooting	4.0
Wii	0.9	Racing	2.8
Game Boy Advance	0.3	Others	32.1
Xbox	0.2		
Nintendo GameCube	0.2		
PlayStation	0.2		
Others (incl. titles not released yet)	15.4		

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 2006	
Sept. 22 (Friday) – Business Day	39,645
Sept. 23 (Saturday) – Open to the public	84,823
Sept. 24 (Sunday) – Open to the public	67,943
Total	192,411

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

2. Results of Questionnaire Survey of Business-Day Visitors

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]
516 (response rate: 10.3%)

[Survey Schedule]
Oct. 2, 2006:   Survey started (e-mail posted and web site opened)
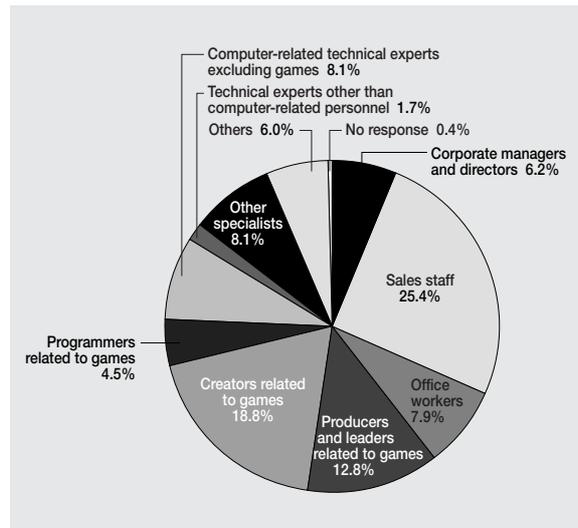Oct. 13, 2006: Survey finished (web site closed)

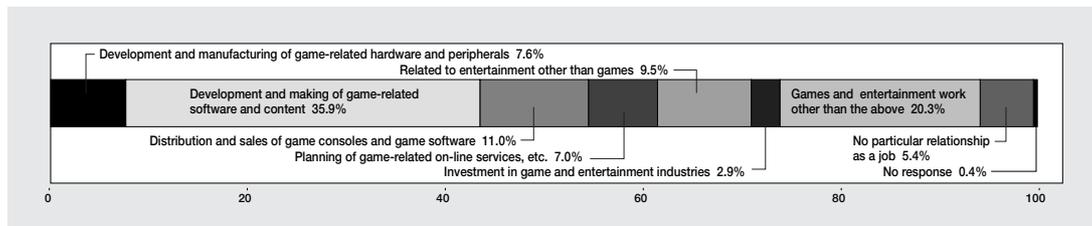[Survey Organizations]
Nikkei BP Consulting, Inc.
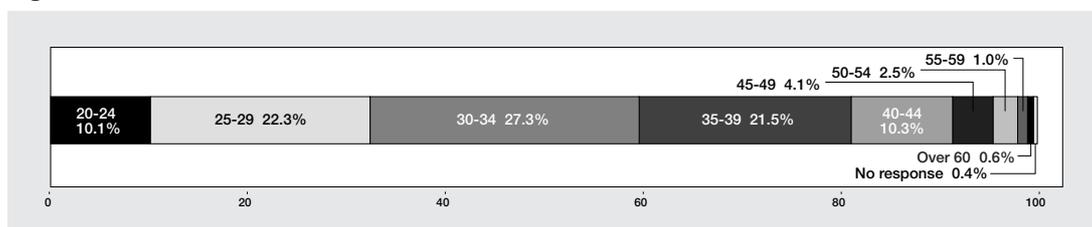
Business Category

Financial, securities and insurance 2.1%
Services other than game- and entertainment-related 2.1%
Manufacturing other than game- and entertainment-related 2.5%
Telecommunication carriers and providers 2.9%
Mass media and advertising 8.7%
Development and distribution of content other than games 10.3%
Game distribution 7.4%
Laboratories and think tanks 1.0%
No response 0.4%
Others 11.2%
Game software publishing 24.8%
Game hardware and peripherals manufacturing 6.2%
Contract and support development of game software 16.9%
Manufacturing of parts and semiconductors 3.5%

Job Category

Computer-related technical experts excluding games 8.1%
Technical experts other than computer-related personnel 1.7%
Others 6.0%
No response 0.4%
Corporate managers and directors 6.2%
Other specialists 8.1%
Programmers related to games 4.5%
Creators related to games 18.8%
Producers and leaders related to games 12.8%
Sales staff 25.4%
Office workers 7.9%

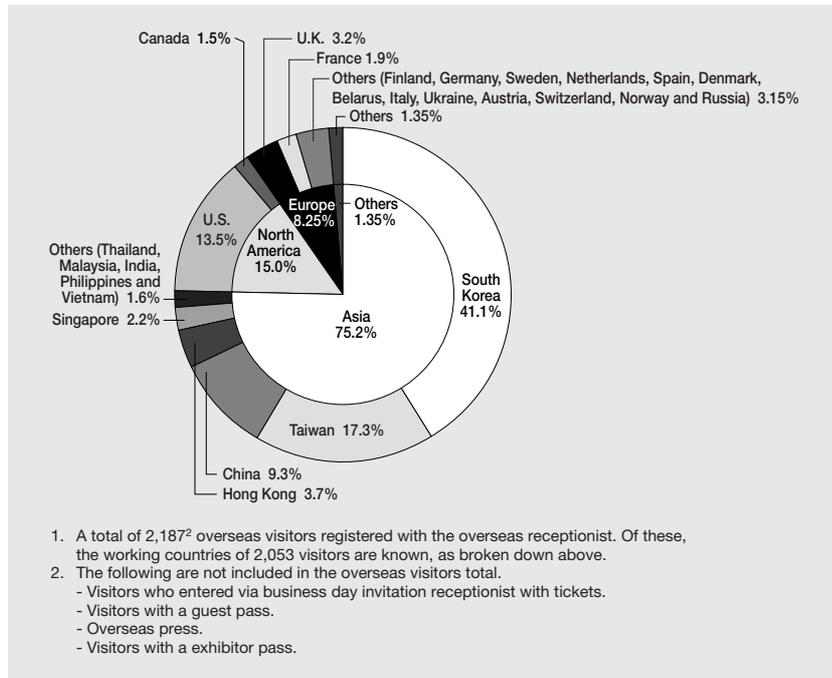## Visitors' Relationship to Game and Entertainment Content

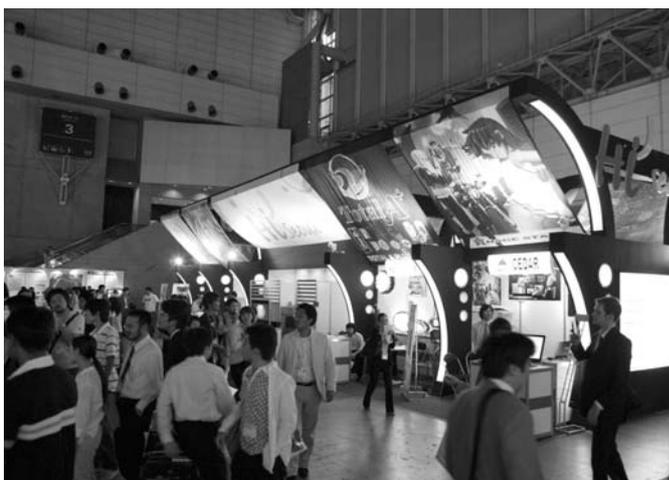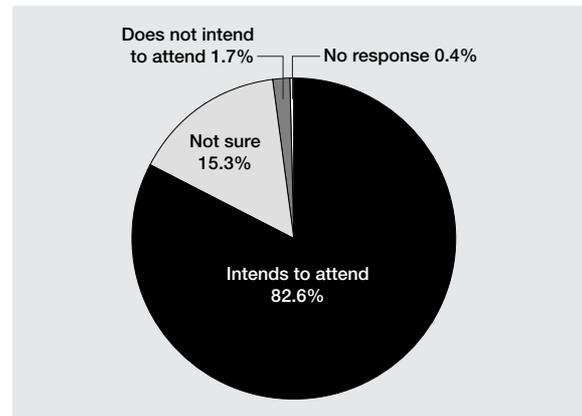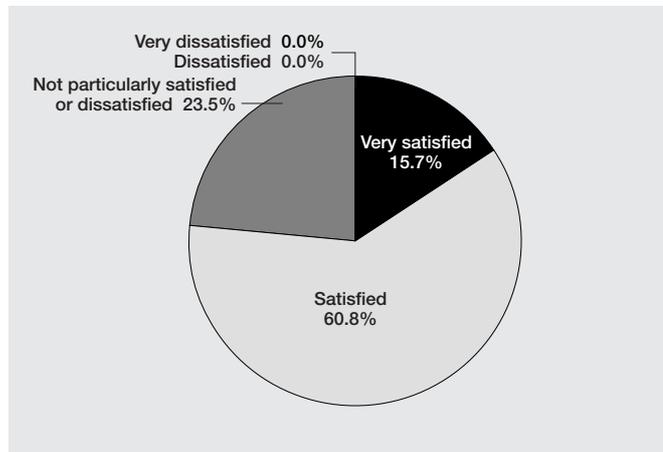Development and manufacturing of game-related hardware and peripherals 7.6%
Related to entertainment other than games 9.5%
Development and making of game-related software and content 35.9%
Games and entertainment work other than the above 20.3%
Distribution and sales of game consoles and game software 11.0%
Planning of game-related on-line services, etc. 7.0%
Investment in game and entertainment industries 2.9%
No particular relationship as a job 5.4%
No response 0.4%

Age

20-24 10.1%
25-29 22.3%
30-34 27.3%
35-39 21.5%
40-44 10.3%
45-49 4.1%
50-54 2.5%
55-59 1.0%
Over 60 0.6%
No response 0.4%

Business-Day Visitor Breakdown by Country and Region[1]

Canada 1.5%
U.K. 3.2%
France 1.9%
Others (Finland, Germany, Sweden, Netherlands, Spain, Denmark, Belarus, Italy, Ukraine, Austria, Switzerland, Norway and Russia) 3.15%
Others 1.35%

U.S. 13.5%
Others (Thailand, Malaysia, India, Philippines and Vietnam) 1.6%
Singapore 2.2%

Europe 8.25%
Others 1.35%
North America 15.0%

South Korea 41.1%
Asia 75.2%

Taiwan 17.3%
China 9.3%
Hong Kong 3.7%

1. A total of 2,187[2] overseas visitors registered with the overseas receptionist. Of these, the working countries of 2,053 visitors are known, as broken down above.
2. The following are not included in the overseas visitors total.
   - Visitors who entered via business day invitation receptionist with tickets.
   - Visitors with a guest pass.
   - Overseas press.
   - Visitors with a exhibitor pass.

Degree of Satisfaction

Very dissatisfied 2.5%
No response 0.6%
Very satisfied 9.7%
Dissatisfied 16.9%
Not particularly satisfied or dissatisfied 22.1%
Satisfied 48.3%

Intention to Attend the Next Show

Does not intend to attend 1.7%
No response 0.4%
Not sure 15.3%
Intends to attend 82.6%

III. Results of Questionnaire Survey of Exhibitors

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]
51

[Survey Schedule]
Sept. 26, 2006: Survey started (e-mail posted and web site opened)
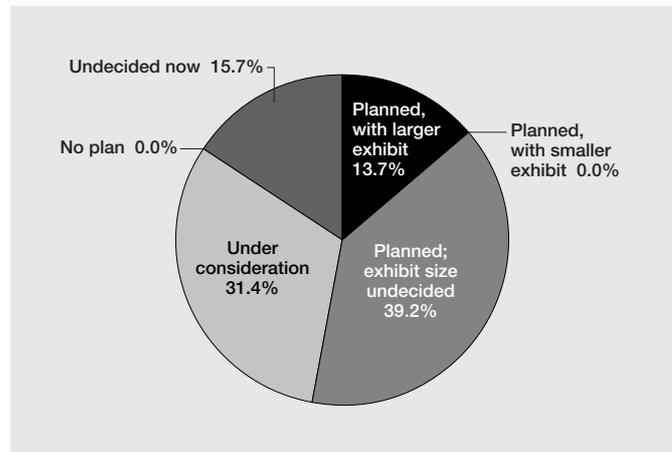Oct. 6, 2006: Survey finished (web site closed)

[Survey Organization]
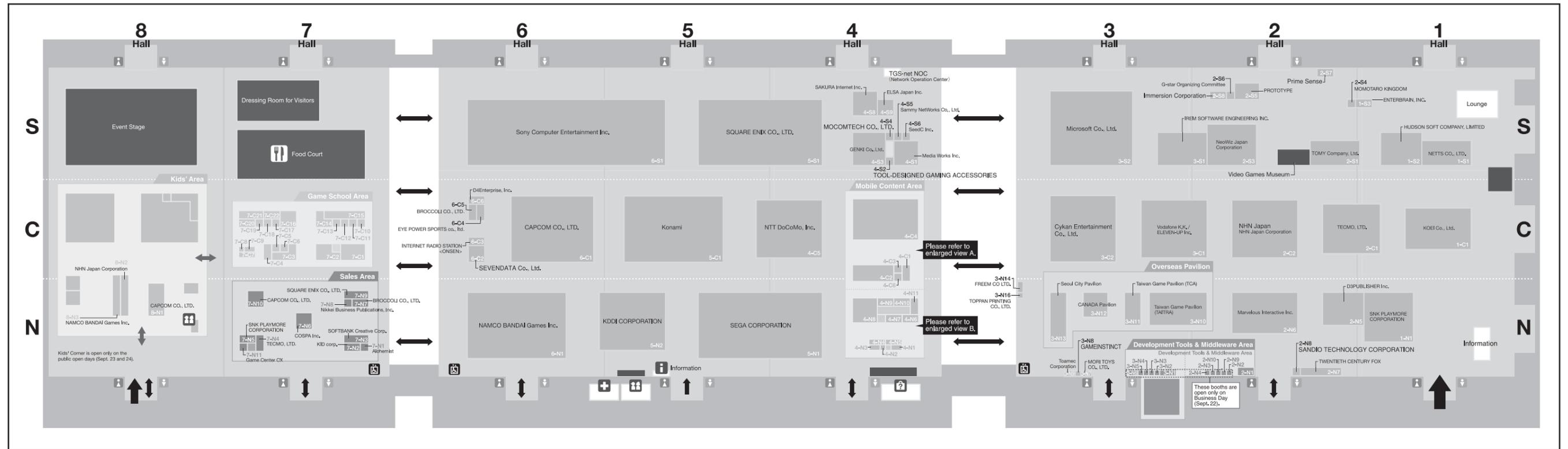Nikkei BP Consulting, Inc.

Degree of Satisfaction

Very dissatisfied 0.0%
Dissatisfied 0.0%
Not particularly satisfied or dissatisfied 23.5%
Very satisfied 15.7%
Satisfied 60.8%

TGS 2007 Exhibit Plans

Undecided now 15.7%
No plan 0.0%
Planned, with larger exhibit 13.7%
Planned, with smaller exhibit 0.0%
Under consideration 31.4%
Planned; exhibit size undecided 39.2%

IV. Layout and Exhibitor List

Layout

Layout diagram labels:
- Hall 8, 7, 6, 5, 4, 3, 2, 1
- S, C, N rows on left and right
- Event Stage
- Dressing Room for Visitors
- Food Court
- Kids' Area
- Game School Area
- Sales Area
- NHN Japan Corporation
- CAPCOM CO., LTD.
- NAMCO BANDAI Games Inc.
- Kids' Corner is open only on the public open days (Sept. 23 and 24).
- Game Center CX
- SNK PLAYMORE CORPORATION
- COSPA Inc.
- SOFTBANK Creative Corp.
- TECMO, LTD.
- KID corp.
- Alchemist
- SQUARE ENIX CO., LTD.
- BROCCOLI CO., LTD.
- Nikkei Business Publications, Inc.
- D4Enterprise, Inc.
- BROCCOLI CO., LTD.
- EYE POWER SPORTS co., ltd.
- INTERNET RADIO STATION <ONSEN>
- SEVENDATA Co., Ltd.
- Sony Computer Entertainment Inc.
- CAPCOM CO., LTD.
- Konami
- NTT DoCoMo, Inc.
- NAMCO BANDAI Games Inc.
- KDDI CORPORATION
- SEGA CORPORATION
- Information
- SQUARE ENIX CO., LTD.
- SAKURA Internet Inc.
- ELSA Japan Inc.
- Sammy NetWorks Co., Ltd.
- MOCOMTECH CO., LTD.
- SeedC Inc.
- GENKI Co., Ltd.
- Media Works Inc.
- TOOL-DESIGNED GAMING ACCESSORIES
- TGS-net NOC (Network Operation Center)
- Mobile Content Area
- Please refer to enlarged view A.
- Please refer to enlarged view B.
- FREEM CO LTD.
- TOPPAN PRINTING CO., LTD.
- GAMEINSTINCT
- Development Tools & Middleware Area
- Toamec Corporation
- MORI TOYS CO., LTD.
- These booths are open only on Business Day (Sept. 22).
- Microsoft Co., Ltd.
- Cykan Entertainment Co., Ltd.
- Seoul City Pavilion
- CANADA Pavilion
- Taiwan Game Pavilion (TCA)
- Taiwan Game Pavilion (TAITRA)
- G-star Organizing Committee
- Immersion Corporation
- PROTOTYPE
- Prime Sense
- NeoWiz Japan Corporation
- Vodafone K.K. / ELEVEN-UP Inc.
- NHN Japan / NHN Japan Corporation
- Marvelous Interactive Inc.
- MOMOTARO KINGDOM
- ENTERBRAIN, INC.
- IREM SOFTWARE ENGINEERING INC.
- HUDSON SOFT COMPANY, LIMITED
- TOMY Company, Ltd.
- Video Games Museum
- TECMO, LTD.
- SANDIO TECHNOLOGY CORPORATION
- SNK PLAYMORE CORPORATION
- TWENTIETH CENTURY FOX
- D3PUBLISHER Inc.
- KOEI Co., Ltd.
- NETTS CO., LTD.
- Lounge
- Information

Exhibitor List

General Area

6-C5 BROCCOLI CO., LTD.
3-N12 CANADA Pavilion
 ATI Technologies Inc.
 Autodesk Ltd
 Bitcasters Inc
 Bug-Tracker
 Capybara Games
 DREAMCATCHER INTERACTIVE INC.
 Enzyme Testing Labs
 GestureTek Inc
 Groove Games
 Humagade Inc
 Preview Media
 SilverBirch Studios Inc
 SplitFish Gameware Inc
 Wave Generation Inc
 Canadian Embassy
6-C1 CAPCOM CO., LTD.
3-C2 Cykan Entertainment Co., Ltd.
2-N5 D3PUBLISHER Inc.
6-C6 D4Enterprise, Inc.
3-C1 ELEVEN-UP Inc.
4-S9 ELSA Japan Inc.
1-S3 ENTERBRAIN, INC.
6-C4 EYE POWER SPORTS co., ltd.
3-N14 FREEM CO LTD.
3-N8 GAMEINSTINCT
4-S3 GENKI Co., Ltd.
2-S6 G-star Organizing Committee
1-S2 HUDSON SOFT COMPANY, LIMITED
2-S8 Immersion Corporation
6-C3 INTERNET RADIO STATION <ONSEN>
3-S1 IREM SOFTWARE ENGINEERING INC.
5-N2 KDDI CORPORATION

1-C1 KOEI Co., Ltd.
5-C1 Konami
2-N6 Marvelous Interactive Inc.
4-S1 Media Works Inc.
3-S2 Microsoft Co., Ltd.
4-S4 MOCOMTECH CO., LTD.
2-S4 MOMOTARO KINGDOM
3-N7 MORI TOYS CO., LTD.
6-N1 NAMCO BANDAI Games Inc.
2-S3 NeoWiz Japan Corporation
1-S1 NETTS CO., LTD.
2-C2 NHN Japan Corporation
4-C5 NTT DoCoMo, Inc.
2-S5 PROTOTYPE
4-S8 SAKURA Internet Inc.
4-S5 Sammy NetWorks Co., Ltd.
2-N8 SANDIO TECHNOLOGY CORPORATION
4-S6 SeedC Inc.
5-N1 SEGA CORPORATION
3-N13 Seoul City Pavilion
 CEDAR ONLINE CO., LTD.
 E.C.S Corp
 ENIUM CORPORATION
 MYMOINS CORP.
 Nchannel Inc.
 O2-MEDIA INC.
 RYUNI STUDIO
 Seoul Business Agency
 STEREOPIA Co., Ltd.
 Total A Plus Co., Ltd.
 UNIANA CO., LTD.
6-C2 SEVENDATA Co., Ltd.
1-N1 SNK PLAYMORE CORPORATION
6-S1 Sony Computer Entertainment Inc.
5-S1 SQUARE ENIX CO., LTD.

3-N10 Taiwan Game Pavilion (TAITRA)
 DEPARTMENT AND GRADUATE SCHOOL OF DIGITAL CONTENT DESIGN, LING TUNG UNIVERSITY
 GAMANIA DIGITAL ENITERTAINMENT CO., LTD.
 INTERNATIONAL GAMES SYSTEM CO., LTD.
 ROAD AHEAD TECHNOLOGIES CONSULTANT CORP.
 Taiwan Trade Center
3-N11 Taiwan Game Pavilion (TCA)
 EASYFUN Entertainment Corp.
 Industrial Development Bureau Ministry of Economic Affairs
 Lager Interactive Inc.
 Taipei Computer Association
 Unalis Corp.
 UserJoy Technology Co., Ltd.
 Wayi International Digital Entertainment Co., Ltd
 WINKING ENTERTAINMENT CORPORATION
 XPEC Entertainment Inc.
2-C1 TECMO, LTD.
3-N9 Toamec Corporation
2-S1 TOMY Company Ltd.
4-S2 TOOL - DESIGNED GAMING ACCESSORIES
3-N16 TOPPAN PRINTING CO., LTD.
2-N7 TWENTIETH CENTURY FOX
3-C1 Vodafone K.K.

Mobile Content Area

4-N8 Ambition Inc.
4-N6 BTD STUDIO Co., ltd.

4-C4 DAITO GIKEN, INC.
4-C1 DIGITAL WORKS ENTERTAINMENT
4-C4 DP-CORPORATION
4-N4 FromSoftware, Inc.
4-N5 Interactive Brains Co., LTD.
4-N9 KOTOBUKI SOLUTION CO., LTD.
4-N2 Media Magic Co., Ltd.
4-N10 NIHON ENTERPRISE CO., LTD.
4-C6 PROVENCE PROMOTION
4-N6 Quattro Media Corporation
4-C3 RideonJapan, Inc.
4-N3 SEALZ, Inc.
4-N1 Serendipity Co., Ltd.
4-N11 Spicysoft Corporation
4-N7 T2i Entertainment Co., Ltd.
4-C2 UAT Corporation

Kids' Area

8-N1 CAPCOM CO., LTD.
8-N3 NAMCO BANDAI Games Inc.
8-N2 NHN Japan Corporation

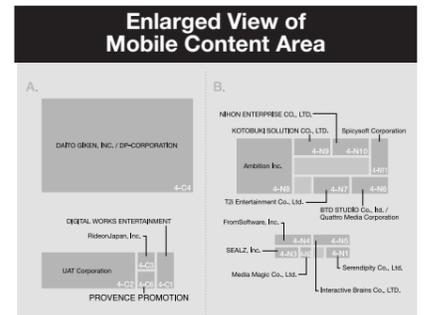### Game School Area

7-C7 ACT College of Information & Communication Technology
7-C13 Aso Business Computer College
7-C3 Digital Entertainment Academy Corporation
7-C18 Higashi-Nihon Design & Computer College
7-C6 International Art & Design College
7-C2 JAPAN ELECTRONICS COLLEGE
7-C12 Kanagawa Computer Culture College

7-C19 Kobe Institute of Computing / Kobe College of Computing
7-C4 Nagoya Kougakuin College
7-C14 Niigata Computer College
7-C10 Niigata High Technology College
7-C16 NIPPON ENGINEERING COLLEGE
7-C20 Ota INFORMATION & BUSINESS COLLEGE
7-C5 Professional Training College Tokyo Net Wave
7-C1 SOGOGAKUEN HUMAN ACADEMY
7-C15 TECHNOS COLLEGE
7-C9 Tohoku Computer College
7-C22 Tokyo Communication Arts
7-C11 Tokyo Technical College
7-C21 TRIDENT COLLEGE OF INFORMATION TECHNOLOGY
7-C14 World Institute of Zeal artists for digital and technology
7-C17 YAG The Institute of Yoyogi Animation
7-C8 Yokohama Digital Arts

Sales Area

7-N1 Alchemist
7-N7 BROCCOLI CO., LTD.
7-N10 CAPCOM CO., LTD.
7-N6 COSPA Inc.
7-N11 Game Center CX
7-N2 KID corp.
7-N8 Nikkei Business Publications, Inc.
7-N5 SNK PLAYMORE CORPORATION
7-N3 SOFTBANK Creative Corp.
7-N9 SQUARE ENIX CO., LTD.
7-N4 TECMO, LTD.

Enlarged View of Mobile Content Area

A.
DAITO GIKEN, INC. / DP-CORPORATION
DIGITAL WORKS ENTERTAINMENT
RideonJapan, Inc.
UAT Corporation
PROVENCE PROMOTION

B.
NIHON ENTERPRISE CO., LTD.
KOTOBUKI SOLUTION CO., LTD.
Spicysoft Corporation
Ambition Inc.
T2i Entertainment Co., Ltd.
BTD STUDIO Co., ltd. / Quattro Media Corporation
FromSoftware, Inc.
SEALZ, Inc.
Serendipity Co., Ltd.
Media Magic Co., Ltd.
Interactive Brains Co., LTD.

Development Tools & Middleware Area

3-N3 Australian Embassy
3-N6 Born Digital, Inc.
3-N5 CREEK & RIVER Co., Ltd.
3-N1 CRI Middleware Co., LTD.
2-N2 HI CORPORATION
2-N4 HOEI SANGYO CO., LTD.
2-N9 ISAO CORPORATION
2-N3 MICROCOM LTD.
2-N10 Mizuho Bank, Ltd.
3-N2 NTT Advanced Technology Corporation
3-N4 SANTOKU CORPORATION
2-N1 Wacom Co., Ltd.

International Meeting Booth

2-S7 Prime Sense

V. TGS Forum 2006

TGS Forum 2006 was held at the International Conference Hall at Makuhari Messe on September 22, the opening day and Business Day of Tokyo Game Show 2006. The forum offered game business professionals an opportunity to delve into the latest trends in their industry.

The keynote speakers this year were Mr. Ken Kutaragi, president and group CEO of Sony Computer Entertainment Inc., and Mr. Yoichi Wada, chairman of CESA.

The afternoon sessions included five for which an attendance fee was charged. In the Online Game Session, lectures were given by Mr. Chun Yang Hyun, chairman, NHN Japan Corp., and by representatives from two leading companies in the Japanese online game business. Discussions in the Characters Session analyzed the changes in game development brought by the introduction of next-generation consoles from two standpoints — game play and visual aspects. In the Developers Session: CEDEC Premium, leading trends in FPS development and others were introduced by Mr. Tim Sweeney, CEO of Epic Games Inc., U.S.A. And in the Mobile Phone Game Session, the influence of the introduction of the number portability system and new games on the mobile phone game industry was described from the perspectives of mobile phone carriers and game makers. In addition, discussions in the Finance and Market Session, which was new this year, focused on financial market analysis related to games and production fund financing. Thus, in the discussions, the current state of the expanded computer entertainment business was introduced in timely fashion in these five genre-specific sessions.

10:00 | 12:05	**Keynote Speech**		
	10:00-11:10 **Next-Generation Entertainment Created by the PS3** Speaker: Mr. Ken Kutaragi, President and Group CEO of Sony Computer Entertainment Inc. *11:15-12:05* **Possibilities and Challenges for the Game Industry** Speaker: Mr. Yoichi Wada, Chairman of CESA		

13:00 | 15:00	**Online Game Session**		**Character Game Session**
	Diversifying Business Models in the Online Market — Searching for the Profit Structure of the Mainstream in the Next Generation *13:00 - 15:00* RELAY TALK AND PANEL DISCUSSION		**Make a Difference in the CG Worldand Game Play by Introducing the Next-Generation Consoles! What Are the Features of Future Entertainment Content?** *13:00 - 15:00* RELAY TALK AND PANEL DISCUSSION

15:15 | 17:15	**Developers Session: "CEDEC Premium" Supported by IGDA**	**Mobile Phone Game Session**	**Finance and Market Session**

	The Truth About Epic Games "Unreal Engine 3" — Opportunities for Japanese Corporations in Middleware for Next-Generation Hardware —
	
	15:15 - 15:25 INTRODUCTION
	
	15:25 - 16:05 LECTURE
	Addressing Risk in Next-Generation Game Development
	
	16:05 - 16:45 LECTURE
	Technology Trends for Next-Generation Game Development
	
	16:45 - 17:15 Q & A,
	                PANEL DISCUSSION
		Make a Difference in Mobile Phone Games! Hardware Evolution Brings Game Style Evolution
		
		15:15 - 17:15 RELAY TALK AND
		                PANEL DISCUSSION
			Future Trends in Game Financing Methods and New Content Financing Methods
			
			15:15 - 16:15 PART 1
			How the Next-Generation Consoles Will Change the Game Sector
			
			16:15 - 17:15 PART 2
			New Content Financing Methods, and Funds and Their States

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 fourth 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. 22 (Fri.)	Company	Lecture
12:50 | 13:30	**ISAO CORPORATION**	**Industry-first call tracking system exclusively for online games will change the CS/GM business.**
13-40 | 14:20	**HI CORPORATION**	**The future of 3D mobile game development — MascotCapsule and MCX reduce cost and improve performance**
14:30 | 15:10	**CRI Middleware Co., LTD.**	**The audio of next-generation game consoles will have strong movie support. The introduction of CRI Audio and CRI Sofdec**
15:20 | 16:00	**Australian Embassy**	**Trends in the Australian game industry (1)**
16:10 | 16:50	**Australian Embassy**	**Trends in the Australian game industry (2)**

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 (0)	0 (2)	129 (87)	50 (64)	213 (181)	392 (334)
During the Show	31 (27)	5 (4)	166 (115)	0 (0)	71 (56)	273 (202)
After the Show	31 (32)	8 (5)	45 (43)	132 (113)	629 (500)	845 (693)
Total	62 (59)	13 (11)	340 (245)	182 (177)	913 (737)	1,510 (1,229)

Notes: As of October 17, 2006. Planned coverage is included. Figures in parentheses are those for TOKYO GAME SHOW 2005.

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

	Sept. 22 (Fri.)		Sept. 23 (Sat.)		Sept. 24 (Sun.)		Grand total	
	News reports	Reporters	News reports	Reporters	News reports	Reporters	News reports	Reporters
TV (terrestrial/satellite broadcasting and cable TV)	50	203	8	32	5	10	63	245
Radio	9	22	3	11	3	5	15	38
General newspapers, sports papers	29	50	7	7	2	2	38	59
News agencies (domestic and overseas)	22	49	6	7	2	3	30	59
General magazines, town papers/journals	130	302	32	57	29	46	191	405
Game magazines, computer magazines	39	387	21	129	16	103	76	619
Internet, e-mail magazines, mobile phones	172	586	63	198	49	142	284	926
Trade papers/journals	78	175	17	33	14	24	109	232
Publishing companies (books, "mooks") etc.	27	178	11	19	6	13	44	210
Editing productions, freelance journalists, others	21	63	12	16	7	12	40	91
Overseas media, domestic-issued foreign language media	345	675	237	489	114	216	696	1,380
Total	922	2,690	417	998	247	576	1,586	4,264

3. Breakdown of Overseas Media

Reported-to region		Number of reporters				Number of media
		Sept. 22	Sept. 23	Sept. 24	Total	
Asia	Korea	97	68	29	194	60
	Taiwan	84	51	15	150	42
	Japan (domestic-issued foreign language media)	61	18	16	95	35
	Hong Kong	45	25	7	77	21
	China	22	27	17	66	11
	Singapore	9	5	5	19	4
	Thailand	4	4	2	10	3
Europe	France	49	31	12	92	27
	U.K.	31	19	12	62	21
	Italy	18	22	15	55	10
	Germany	21	14	6	41	15
	Spain	16	17	2	35	7
	Sweden	12	11	7	30	6
	Netherlands	12	9	2	23	4
	Norway	9	5	4	18	6
	Russia	2	2	2	6	1
	Poland	2	2	1	5	2
	Switzerland	3	0	0	3	1
	Denmark	1	1	1	3	1
	Finland	2	1	0	3	1
	Belgium	3	0	0	3	1
	Hungary	1	1	0	2	1
	Monaco	1	0	0	1	1
North and Latin America	U.S.A.	138	133	55	326	57
	Canada	8	4	1	13	4
	Brazil	4	4	0	8	4
	Mexico	4	4	0	8	2
	Colombia	0	2	2	4	1
	Chile	2	0	0	2	1
	Peru	0	0	2	2	1
Oceania	Australia	10	8	0	18	5
	New Zealand	3	1	1	5	2
Middle East	Israel	1	0	0	1	1
Total		675	489	216	1,380	359

Outline of the TOKYO GAME SHOW 2007

Period:	Business Day* Sept. 20 (Thursday) – Sept. 21 (Friday), 2007
	Open to the public Sept. 22 (Saturday) – Sept. 23 (Sunday), 2007
	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:	160
Invited number of booths:	1,550
Expected visitors:	180,000