

TOKYO GAME SHOW 2011

GAME – Dancing Your Heart

Press Release

September 22, 2011

The Tokyo Game Show 2011 Result Flash Report!

A Record High of 222,668 Visitors!

Highest number of visitors for single day also

The Tokyo Game Show will continue to “Cheer up Japan with Games.”

Computer Entertainment Supplier's Association
Nikkei Business Publications, Inc.

The Tokyo Game Show 2011 was held over a four-day period from Thursday, September 15 to Sunday, September 18, 2011 at Makuhari Messe (Location: Chiba-shi, Chiba) hosted by the Computer Entertainment Supplier's Association (CESA; Chairman: Yoichi Wada; Location: Minato-ku, Tokyo), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Kohei Osada; Location: Minato-ku, Tokyo). The total number of visitors has been announced.

[Tokyo Game Show 2011 Statistics of Number of Visitors]

	2011	2010	2009
Sep.15 (Thu) Business Day	25,631	24,764	27,435
Sep.16 (Fri) Business Day	27,042	24,229	24,605
Sep.17 (Sat) Public Day	86,251	81,469	61,138
	(including 8,798 in Family area)	(including 9,221 in Family area)	(including 9,579 in Kids' area)
Sep. 18 (Sun) Public Day	83,744	77,185	71,852
	(including 14,848 in Family area)	(including 13,156 in Family area)	(including 12,369 in Kids' area)
Total	222,668	207,647	185,030
	(including 23,646 in Family area)	(including 22,377 in Family area)	(including 21,948 in Kids' area)

The Tokyo Game Show attracted more than 200,000 visitors last year for the first time since the Tokyo Game Show was launched. This year, the show welcomed 15,021 more visitors than the last year, reaching the record high of 222,668 visitors. The number of visitors on September 17 (Sat) was 86,251 visitors, which exceeded the record of 84,823 visitors on September 23 (Sat), 2006 for single day, also reaching the highest number of visitors of all time.

In the Tokyo Game Show 2011, there were large number of exhibitions of social games and services for social networking services (SNS), along with the exhibitions of new titles combined with the announcement/release of new mobile game devices. The collection of game titles and products for a wide range of genres such as smart phones, future phones, PCs in addition to the console game devices attracted various users, leading to the record number of visitors.

Additionally, this year, the Tokyo Game Show participated in the fundraising activities to support the recovery from the Great East Japan Earthquake under the slogan of “Cheer up Japan with Games”, in cooperation with exhibitors and creators. At the booth for the sponsored event “Cheer up Japan with Games”, numerous visitors showed their approvals for the message cards exhibition, etc. We are certain that the warm messages from all members that were involved in the Tokyo Game Show have reached the people in the affected area.

The Tokyo Game Show 2012 is scheduled to be held again at Makuhari Messe from Thursday, September 20 to Sunday, September 23, 2012. We aim to bring the Tokyo Game Show that can meet the expectations of exhibitors and visitors from all over the world in the next year as well. Stay tuned!