

TOKYO GAME SHOW 2012

Spreading Smiles Through Games

Press Release

September 24, 2012

The TOKYO GAME SHOW 2012 Result Flash Report!

**A Record High of Total 223,753 Visitors,
which exceeded the last year's record**

The show successfully ended with spreaded smiles through games.

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

The TOKYO GAME SHOW 2012 was held over a four-day period from Thursday, September 20 to Sunday, September 23, 2012 at Makuhari Messe (Location: Chiba-shi, Chiba) organized by the Computer Entertainment Supplier's Association (CESA; Chairman: Shin Unozawa; 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 2012 Statistics of Number of Visitors]

2012		2011	2010
Sep. 20 (Thu) Business Day	27,391	Sep. 15 (Thu) 25,631	Sep. 16 (Thu) 24,764
Sep. 21 (Fri) Business Day	24,504	Sep. 16 (Fri) 27,042	Sep. 17 (Fri) 24,229
Sep. 22 (Sat) Public Day	94,989	Sep. 17 (Sat) 86,251	Sep. 18 (Sat) 81,469
	(including 16,760 in Family corner)	(including 8,798 in Family corner)	(including 9,221 in Family corner)
Sep. 23 (Sun) Public Day	76,869	Sep. 18 (Sun) 83,744	Sep. 19 (Sun) 77,185
	(including 15,616 in Family corner)	(including 14,848 in Family corner)	(including 13,156 in Family corner)
Total	223,753	222,668	207,647
	(including 32,376 in Family corner)	(including 23,646 in Family corner)	(including 22,377 in Family corner)

The TOKYO GAME SHOW 2012 attracted the highest total number of 223,753 visitors, welcoming 1,085 more visitors than the last year which used to be a record high. In particular, the first day of Public Day (Saturday, September 22) recorded 94,989 visitors in one day, which further exceeded the record of 86,251 visitors in last year, also reaching the highest number of visitors for single day.

209 corporations/organizations from 19 different countries/regions exhibited in the TOKYO GAME SHOW 2012. The latest information and various products were proudly announced and exhibited by each exhibitor, and elaborate stage events attracted many visitors from home and abroad.

In exhibitions, games for various platforms were gathered. While smartphone games and social games with higher game performance and improved expressive power showed stronger presence, new-console games and much-expected titles have exhibited.

The TOKYO GAME SHOW has established a midterm vision to become "The Most Complete Information in Asia" and "The world's Largest Event." This year, "Asia New Stars Area" which welcomed eight corporations from Indonesia, Iran, Malaysia and Vietnam attracted much attention, while many people attended the "Asia Game Business Summit 2012" during which key persons from China, South Korea, Indonesia and Japan discussed the future vision of the game business in the Asian region. We were able to further reinforce the link among Asian countries/regions.

The TOKYO GAME SHOW 2013 is scheduled to be held at Makuhari Messe from Thursday, September 19 to Sunday, September 22, 2013. Stay tuned!

TOKYO GAME SHOW official website: <http://tgs.cesa.or.jp/english>