

# TOKYO GAME SHOW 2012

Spreading Smiles Through Games

Press Release

August 17, 2012

## Keynote speech by CESA Chairman Shin Unozawa “What Japan’s Game Industry Needs: The Outlook for the New Era of Game Business”

First Announcement of Business Day Programs  
Outline of TGS Forum 2012 Determined

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

The TOKYO GAME SHOW 2012, 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) will be held Thursday, September 20 to Sunday, September 23 at Makuhari Messe, Chiba. On September 20 and 21, the TGS Forum 2012 and Asia Game Business Summit 2012 will be featured.

TGS Forum 2012 and Asia Game Business Summit 2012 are conferences targeted at people in the game industry to discuss current and future trends in the industry in Japan and worldwide. In TGS Forum 2012, in addition to the keynote speech on the first Business Day (September 20), four special sessions will be held in the afternoon of the second Business Day (September 21).

In recent years, the environment surrounding games has changed significantly. Today, everyone can enjoy games anytime and anywhere, utilizing a wide variety of platforms. In light of this, CESA Chairman Shin Unozawa, the vice president of Namco Bandai Games Inc., will give a keynote speech from 10:30 am on September 20, “What Japan’s Game Industry Needs: The Outlook for the New Era of Game Business(tentative title).”

This year’s TGS Forum special sessions held on September 21 include four sessions: the social game session, the cloud game session, the game business session, and the gamification session. These sessions will outline the latest trends in the game industry.

The Asia Game Business Summit, which has been receiving a positive response since its debut in 2010, will be held once again this year on the afternoon of the first Business Day. Executives and representatives of major game companies not only from Japan but also from South Korea, China and Indonesia will gather in a panel discussion to discuss issues and possibilities of the game business in Asia, which has entered a turbulent era due to the emergence of new platforms including smartphones, tablets, other hardware and social network services.

See the next page for the detailed program of TGS Forum 2012 and Asia Game Business Summit.

**TOKYO GAME SHOW Official Website:** <http://tgs.cesa.or.jp/english/>

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## ● TGS Forum 2012

[Schedule] Thursday, September 20 and Friday, September 21, 2012 – Business Days

■ Keynote Speech: Thursday, 10:30 am-11:30 am (planned)

■ Special Sessions: Friday, 1:00 pm-5:15 pm (planned)

[Venue]

■ The keynote speech will be held on the Event Stage in Hall 8

■ Special sessions will be held in different conference rooms in the International Conference Hall

[Admissions]

■ Keynote Speech: admission free

■ Special Sessions (per session): ¥10,000 (tax inclusive)

[Note]

■ Only walk-up on the day of the session are accepted for attendees from overseas.

■ As for TGS Forum 2012, Keynote Speech will have simultaneous interpreting from Japanese into English, Chinese and Korean.

\*Special Sessions won't have any interpretation.

### TGS Forum 2012 Program

■ Thursday, September 20

<b>Keynote Speech (free admission, Event Stage in Hall 8)</b>	
<b>10:30 am - 11:30 am</b>	<p>Theme: “What Japan’s Game Industry Needs: The Outlook for the New Era of Game Business” (tentative title)</p> <p>As game platforms continue to expand, the accompanying expansion of the customer base means that companies are forced to change the nature of everything involved, from content and services to business models. In the future, will this flow spread out chaotically, or will it converge in an orderly fashion? Changes that appear on the surface to be disconnected actually have a significant rule as their undercurrent. We would like to look for hints to help in our search for what our aim should be in the future.</p> <p style="text-align: right;"><b>Mr. Shin Unozawa, Chairman, Computer Entertainment Supplier’s Association</b></p>

\* Please note that the speech content and the speaker are subject to change without prior notice.

■Friday, September 21

Special Sessions (¥10,000, conference rooms in the International Conference Hall)		
1:00 pm - 3:00 pm	<b>&lt;Social Game Session&gt;</b>	<b>&lt;Cloud Game Session&gt;</b>
	<p><b>Theme:</b> <b>Social Games, Act Two: The Outlook for the New Era (tentative title)</b></p> <p>The social game market is facing various challenges. With the start of self-regulation, companies are formulating a variety of measures and moving toward their next step. What developments will we see in social games in the future? Representatives from leading social application providers (SAP) that develop social games will discuss the world that they see in the future, and each company's vision and strategy, in the context of the paths they have taken up to this point.</p> <p>Panelists: ●Mr. Shinsuke Kawakata, President, gloops ●Mr. Hironao Kunimitsu, CEO, gumi ●Mr. Takao Hayashi, President, Ateam</p> <p>Moderator: Hirozumi Yoshioka, Chief Editor, Nikkei Entertainment!, Nikkei BP</p>	<p><b>Theme:</b> <b>New Game Business Pioneered by Cloud Games (tentative title)</b></p> <p>Home game consoles, personal computers, smartphones, tablets, and a variety of other platforms are spreading throughout the game industry. Cloud games in particular are attracting attention as a new trend. Service providers and experts will explain cloud games, from the fundamentals to application, from the standpoints of what types of service are provided by cloud games, and what type of new world they are attempting to establish.</p> <p>Panelists: ●Mr. Kensaku Shimada, President, DataHotel ●Mr. Shinya Kasuga, Director, Ubitus Business Development ●Mr. Kenji Ono, Chief Director, International Game Developers Association (IGDA) Japan chapter</p> <p>Moderator: Yasushi Uchida, Chief Editor, Tech-On!, Nikkei BP</p>
3:15 pm-5:15 pm	<b>&lt;Game Business Session&gt;</b>	<b>&lt;Gamification Session&gt;</b>
	<p><b>Theme:</b> <b>What is the New Form of Games? New Circumstances for Game Businesses in the Network Era (tentative title)</b></p> <p>The development of networks has resulted in an increase in the number of games delivered digitally to home game consoles, personal computers, smartphones, tablets, and other devices. At the same time, a variety of business models are being developed, from sale (packaged-sale) type games to pay-per-use, item-based billing, and stock-type billing. What will the "next-generation game business," with its close connection to content, be like? Participants will analyze the possibilities, focusing on examples of current approaches to that difficult issue.</p> <p>Panelists: ●Mr. Satoshi Sakai, Producer, 3<sup>rd</sup> CS R&amp;D Department Production Section, Sega ●Mr. Daisuke Yamamoto, Corporate Officer/Producer, Gungho Online Entertainment ●Other panelists coming up</p> <p>Moderator: Akihide Segawa, Deputy Editor, Nikkei Business, Nikkei BP</p>	<p><b>Theme:</b> <b>New Game Possibilities Pioneered through Gamification (tentative title)</b></p> <p>One of the keywords attracting attention recently is "gamification." Companies are breaking down the various functions and other elements of games and working to utilize them in corporate activities, marketing, product development, etc. There has also been an increase in the need for human resources and companies that can make that concept a reality. Participants will introduce the most recent examples to explain the entire process to members of the game industry, from the fundamentals of gamification to application, focusing on what elements should receive the focus, and how they can be of use.</p> <p>Panelists: ●Mr. Toru Fujimoto, Project Assistant Professor, The University of Tokyo Interfaculty Initiative in Information Studies ●Mr. Jun Sato, Management Planner, Engagement Business Unit Technology Promotion Department, HakuHodo ●Other panelists coming up</p> <p>Moderator: Junpei FuruHata, Deputy Editor, Nikkei Trendy, Nikkei BP</p>

\* Please note that the speech content and panelists of each session are subject to change without prior notice.

## ● Asia Game Business Summit 2012

In the Asia Game Business Summit 2012, the managers of major game companies from Japan and other Asian countries including China, Indonesia and South Korea will gather to discuss the future vision of the game business in Asia.

[Schedule] Thursday, September 20, 1:30 pm-3:00pm

[Venue] Event Stage in Hall 8

[Admission] Admission free

### [Summit Panelists]

China: Mr. Edward He, SVP, Renren and CEO, Renren Game Japan  
Indonesia: Ms. Shieny Aprilia, COO, Agate Studio  
South Korea: Mr. Eun-Sang Lee, CEO, NHN Hangame  
Japan: Mr. Kenji Kobayashi, Director, DeNA

[Note] During Asia Game Business Summit 2012, simultaneous translation will be provided in Japanese, English, Chinese and Korean.

## Event Outline

Event Title: TOKYO GAME SHOW 2012  
Organized by: Computer Entertainment Supplier's Association (CESA)  
Co-organized by: Nikkei Business Publications, Inc. (Nikkei BP)  
Supported by: Ministry of Economy, Trade and Industry  
Period: September 20 (Thursday) Business Day (10:00-17:00)  
September 21 (Friday) Business Day (10:00-17:00)  
September 22 (Saturday) Public Day (10:00-17:00)  
September 23 (Sunday) Public Day (10:00-17:00)  
\* Admissions on Business Days are limited to members of the industry and the media.  
\* On Public Days, the doors may be opened at 9:30 depending on circumstances.  
Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)  
Exhibition Hall 1-8, and International Convention Center  
No. of visitors: 195,000 (estimated)  
No. of exhibitors: 171 companies and organizations (as of June 26)  
No. of booths: 1,592 units (as of June 26)  
Tickets: Adult: advance tickets, ¥1,000; at the door, ¥1,200 (tax inclusive)  
Elementary school age or younger: free