

# TOKYO GAME SHOW 2014

Press Release

March 3, 2014

## Changing Games: The Transformation of Fun

### TOKYO GAME SHOW 2014

Date: September 18 (Thursday) to September 21 (Sunday), 2014

Venue: Makuhari Messe

Applications for exhibition booths are now being accepted, starting today.

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

The Computer Entertainment Supplier's Association (CESA), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP), has announced that it will hold TOKYO GAME SHOW 2014 at Makuhari Messe for four days from Thursday, September 18 through Sunday, September 21, 2014. Its applications for booths are now being accepted. In TOKYO GAME SHOW 2014, the first two days of the show will be the Business Day for the relevant parties while the latter two days will be Public Day, as in the past.

The theme for TOKYO GAME SHOW 2014 has been decided: "Changing Games: The Transformation of Fun". The theme implies games created by fusion with network will break ground the new world of game with a renewed vision. As some long-awaited new platforms will be launched in Japan this year, the video game industry is gaining much more attention, in the expectation that various titles for PS4 and Xbox One will be exhibited at TGS.

The 24th TOKYO GAME SHOW has reinforced the information transmission capacity to overseas by collaborating with government agencies in each country/region, mainly in South East Asia, related organizations and media with our mid-term vision to realize "The Most Complete Information in Asia" and "The World's Largest Event" since 2010. As a result, last year we attracted over 270,000 visitors, which was a record high, 352 companies and organizations participated, and media from 36 countries and regions came to cover the event, growing the event as one of the world best promotion opportunities.

The preparation for the TOKYO GAME SHOW 2014 will proceed with the following three points, aiming to expand the market further in a global gaming market: [1] Further improvement of general visitors' satisfaction, [2] Reinforcement of business function and [3] Reinforcement of global PR function. Continuing the last year, we will expand the event venue to include Hall 9, Event Hall and International Conference Halls, instead of the conventional use of Halls 1 to 8. We will conduct a significant review of the venue layout and signs, so that all visitors can enjoy the event comfortably and safely. Also, in the business aspect, we will contribute to further development and revitalization of the game industry by attracting many influential corporations and venture companies from Asia, setting up a free consultation area for overseas business development, operating the "Asia Business Gateway" where business customers can set up a meeting appointment in advance with the person in charge with other exhibitors, starting August.

Theme of the TOKYO GAME SHOW 2014

# Changing Games: The Transformation of Fun

A new world of game is finally starting.  
That's a world created by the fusion with network.  
This innovation which exceeds the common sense  
in games should bring unknown inspiration and excitement to people.

Changing Games: The Transformation of Fun.  
This year's theme carries expectations and determination  
for the games that will exploit the future.

Feel the beginning of a new gaming world,  
here at the TOKYO GAME SHOW 2014.

## [Exhibition Areas and Organizer's Projects (TBD)]

### ○ Halls 1 to 8:

#### ● General Exhibition Area

Provides digital entertainment products and services focusing on video game software.

\*This area will be open for the entire period of the show (4 days).

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#### ● Merchandise Sales Area

Designed to market video game-related products and software.

\*Some booths will be open for the entire period of the show, while other will be open only on Public Days.

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#### ● Game School Area

Introduces education institutes such as video game schools, universities, and distance learning for future game creators.

\*This area will be open for the entire period of the show (4 days).

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#### ● Smartphone/Social Game Area

Introduces games for smart devices such as smartphones and tablets (iOS, Android, etc.) and games that can be enjoyed on a mobile terminal and PC browser.

\*This area will be open for the entire period of the show (4 days).

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#### ● Game Device Area

Introduces video game devices and related items to be used with the home-use video game equipment, handheld game consoles and PC games, which include controllers, keyboards, mice, and headphones.

\*This area will be open for the entire period of the show (4 days).

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#### ● Cloud Gaming Area

Exhibits cloud platforms offered via network and compatible games, regardless of the game terminal.

\*This area will be open for the entire period of the show (4 days).

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- Romance Simulation Game Area

Introduces romance games such as dating-simulation games targeted at female players.

\*This area will be open for the entire period of the show (4 days).



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- Family Area

Showcases family-oriented video game software, arcade games, and video game-related items, and offers events featuring game characters that are popular among children.

\*Entrance to this area is restricted to elemental school students and younger, as well as accompanying adults.

\*Open during Public Days only.



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- Indie Game Area

Introduces completely original indie games for all platforms, that have become popular globally.

\*Some booths will be open for the entire period of the show, while other will be open only on Public Days.



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## ○ Hall 9:

- PC Game Area / Cyber Games Asia

Displays PC game tiles, PC main unit, parts., etc. to be installed around the venue for an e-sports competition of mainly PC games; "Cyber Games Asia." This is the area where you can feel the lure of the e-sports competition.

\*Open during Public Days only.



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- Cosplay Area

Displays cosplay-related products in the Cosplay Area. Cosplay products are exhibited and sold to cosplayers and cosplay fans.

\*Open during Public Days only.



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\*Additionally at Hall 9, a lottery will be held where visitors can win big prizes and Food & Drink Area will be set where visitors can enjoy local gourmet foods.

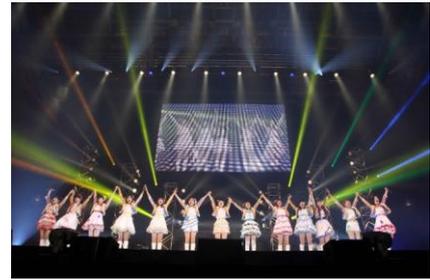
## ○ Event Hall:

### ● Music Live Event

A music live event featuring popular games and related animations will be held, an experience that can only be seen at the TOKYO GAME SHOW.

\*A separate ticket charge is required.

\*This event will be held in the evenings of Public Days.



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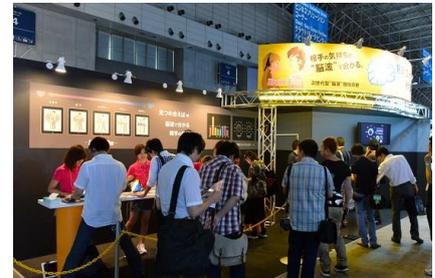
\*The details of programs for the Event Hall will be announced as soon as they become available.

## [Business-to-business Exhibition Area/Organizer's Projects (TBD)]

### □ Halls 1 to 8:

#### ■ Business Solution Area

Exhibits video game items aimed at game-related companies. "Cloud Computing/Data Center Pavilion" introduces cloud computing and data center services to support online infrastructures enabling social and network games.



\*Exhibitors may participate either for all four days or just during the Business Days.

#### ■ Asian New Stars Area

Introduces new "star" companies in the game industry, such as promising game ventures and development tool makers in Asia outside Japan. In cooperation with media partners from each country/region, we will also implement promotions targeted at Japanese companies.



\*Open during Business Days only.

### □ International Conference Halls:

#### ■ Business Meeting Area

This is a meeting space where you can conduct productive sales negotiations in a calm atmosphere. We will also introduce "Asia Business Gateway," which is a system that matches exhibitors with Business Day visitors, and exhibitors with different exhibitors.



\*Open during Business Days only.

## ◆ Scheduled Events Only on Business Days:

### ■ Asia Game Business Summit

We will hold an international conference, where all the top Asian game makers meet, to expand video game business using market strategies centering on Asia.



### ■ SENSE OF WONDER NIGHT 2014

An international festival to present various ideas on game prototypes and other game items. Selected from around the world, the distinguished title will be presented to the game industry people.



### ■ TGS Forum 2014

A conference, aimed at visitors attending during the Business Days who are in the game business, focusing on the latest trends in video game technologies and business operations.



### ■ International Party

On the evening of the second Business Day (September 20), we will hold a networking party aimed at promoting business exchange of visitors and exhibitors from various countries and Japanese exhibitors.



## ◇ Other:

### ■ Official Video Channel

On the official video channel supported by niconico, organizer's projects and exhibitors' booths will be streamed live. This allows us to convey the lure of the TOKYO GAME SHOW to games fans in Japan and overseas who are unable to attend the event.

\* The above contents are current as of February 19, 2014. They may be changed if the preparation situation changes.

\* All of the images are for reference only.

\* The details on each area and organizer's projects will be announced through our press releases.

## TOKYO GAME SHOW 2014 Event Outline

Event Title:	TOKYO GAME SHOW 2014		
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 (planned)		
Period:	September 18 (Thursday), 2014	Business Day	10:00-17:00
	September 19 (Friday)	Business Day	10:00-17:00
	*Note: Entrance to the show during Business Days is restricted to business visitors and members of the press.		
	September 20 (Saturday)	Public Day	10:00-17:00
	September 21 (Sunday)	Public Day	10:00-17:00
*Note: The gate at the show may open at 9:30 a.m. during Public Day if the situation so requires.			
Venue:	Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) Exhibition Hall 1 through 9 / Event Hall / International Conference Halls		
No. of visitors:	220,000 (estimated)		
No. of exhibitors:	300 (estimated)		
Expected No. of booth:	1,600		
Admission Fee:			
- Public Day:	Adults: (including junior-high school students): 1,200 yen (1,000 yen advance tickets) Elementary School students and younger: Free		

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### [Exhibitor Registration Schedule]

Application Deadline:	May 30 (Friday), 2014
Booth Allocation Meeting:	June 20 (Friday), 2014 -for exhibitors who apply for 40 booth partition units or more (island booths)
	June 27 (Friday), 2014 -for exhibitors who apply for 39 booth partition units or less (with adjoining booths)
Briefing Meeting:	June 27 (Friday), 2014