

TOKYO GAME SHOW 2014

Changing Games: The Transformation of Fun

<PRESS RELEASE>

September 2, 2014

Evolving TGS's globalization and expanded size of four international projects:

“Indie Game Area”
“SENSE OF WONDER NIGHT 2014”
“Asia New Stars Area”
“International Party + Indie Night”

Number of exhibitors is now a record of 417, and 204 of which are from overseas.

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

TOKYO GAME SHOW 2014 (TGS 2014), organized by the Computer Entertainment Supplier's Association (CESA) in cooperation with Nikkei Business Publications, Inc. (Nikkei BP), has decided the outline of this year's international projects.

■ **Indie Game Area** [since 2013]

The Indie Game Area is an exhibition area for independent game developers across the world, regardless of them being professionals/amateurs, corporations/individuals or their nationalities. Total of 310 developers around the world applied for this area. After the selection process, 68 independent game developers from 17 countries/regions were carefully selected. Original indie titles will be introduced here.

■ **SENSE OF WONDER NIGHT 2014 (SOWN 2014)** [since 2008]

The aim of SOWN is to call for new game ideas that will catch people by surprise and give them a “Sense of Wonder”- a sense that something will change in their world – right at the instant of first seeing or hearing about the concept. This year SOWN will welcome its 7th year and the number of entries has reached the record high of 136, and 10 finalists from 4 different countries will make their presentations.

■ **Asia New Stars Area** [since 2012]

New “star” companies in the game industry, such as promising game ventures and development companies in Asia, are introduced in this area. This year, we will welcome the record high of 67 companies from 10 different countries in TGS2014.

■ **International Party** [since 2007] **+ Indie Night**

The annual International Party, which has been held mainly for overseas exhibitors, is to expand its invitations this year to exhibitors at the Indie Game Area and SOWN 2014 presenters. Global interactions will be promoted in a casual atmosphere.

<Please refer to after p2 for more details of each project.>

Other than above, international projects such as “Cyber Games Asia” and “Cosplay Collection Night @ TGS” are scheduled to be held. The details will be announced later.

As of the end of August, the number of exhibitors is 417, and 204 of which are from overseas, reaching the record number (vs.162 last year). With the booming Asian market, the TGS 2014 is attracting more attentions from overseas. Please look forward to the event, as we'll play a role of an international exhibit through these projects.

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

<News Update>

Mr. Alex Dale, Chief Marketing Officer from King, joins TGS Forum 2014 Keynote Session!

Mr. Alex Dale, Chief Marketing Officer from King.com Ltd., will join the panel discussion at the Keynote Session (Part I). For details, please refer to the official website. <http://tgs.cesa.or.jp/forum/>

Biography

Alex Dale
Chief Marketing Officer,
King.com Ltd.

Alex joined King from Microsoft, where he was general manager of their consumer and online services group in Central and Eastern Europe.

At Microsoft, Dale also led the consumer marketing efforts for Bing, Internet Explorer, Windows Phone, Windows PC, MSN and Hotmail in Western Europe.

Prior to Microsoft, he was the founder and managing director of broadband ISP and portal, virgin.net. Part of the Virgin Group of companies, the virgin.net service was sold to NTL Cable in 2004.

Dale received a bachelor of arts from Oxford University and a masters degree in business administration from the Imperial College in London.



■“Indie Game Area” Outline [opens 4 days]

As game’s distribution forms change, indie games are stirring up a global movement. The “Indie Game Area” welcomes its 2nd year and will exhibit 68 organizations from 17 countries/regions, which has significantly surpassed the last year’s numbers (41 organizations from 13 countries/regions). Independent game developers around the world, regardless of them being professionals/amateurs and corporations/individuals, will exhibit their original titles.

- **Venue:** Hall 2
- **Cooperation by:** International Game Developers Association Japan Chapter (IGDA Japan)
- **Special Sponsored by:** Sony Computer Entertainment Inc.

Name of Exhibitor	Country/Region
Alex Rose	United Kingdom
Amazu Media	Denmark
Andrew O'Connor	Ireland
Archive Entertainment	United States
Bertram Fiddle	United Kingdom
Chorus Worldwide Limited	Japan
Critical Bit	The Netherlands
Digital Happiness	Indonesia
DMONGS	Korea
Eastasiasoft Limited	Hong Kong
eHooray Co.,Ltd.	Taiwan
Fly-System	Japan
Game Bosatsu Group	Japan
Gangs of Space	Japan
Gemdrops, Inc.	Japan
GlobZ	France
Good Game Inc. /Taiwan Good Game Co., Ltd.	Taiwan
HandMade Game	Korea
Hit the Sticks, LLC	United States
HUGA Inc.	Japan
IGDA Japan chapter	Japan
Insecters Team	China
Kosei, inc.	Japan
KUNO Interactive	Korea
Landkarte	Japan
Link Kit, Inc	Japan
Mechabit	United Kingdom
Miracle Positive Co., Ltd.	Japan
Mirai-Labo	Japan
Muhammad A.Moniem “mamoniem”	China

MuSuMeFuSaHoSe	Japan
NANYANG POLYTECHNIC	Singapore
NIGORO	Japan
Nyamyam	United Kingdom
Onion Games	Japan
Other Ocean Interactive	Canada
PD Design Studio	Singapore
Pocket Trap	Brazil
REKCAHDAM	United States
RIKI	Japan
Sakura River Interactive	Canada
Sheena 3D	Taiwan
shindenken	Japan
Singapore University of Technology and Design (SUTD) Game Lab	Singapore
Steampunker	Poland
Swing Swing Submarine	France
Tales of Game's	United States
Team Signal	Taiwan
The Quantum Astrophysicists Guild	United States
Tower Attack Troops	Taiwan
Toydea Inc	Japan
TPM.CO SOFT WORKS	Japan
Turtle Cream	Korea
Two Tribes	The Netherlands
Uwan Co., Ltd.	Taiwan
Wales Interactive	United Kingdom
Willy Chyr	United States
Witch Beam	Australia
Yamiuchi Project	Japan
YO1 KOMORI GAMES	Japan
YOX-Project	Japan
YuShi Games (Shanghai)	China
Magic Circuits *	Japan
Project ICKX *	Japan
QUIZCAT GAMES *	Japan
Shiroenogu *	Japan
Team PSC *	Taiwan
ZENITH BLUE *	Japan

*Open Public Days ONLY (9/20 & 21)

■ “SENSE OF WONDER NIGHT 2014” Outline [Friday, September 19]



The SOWN 2014 called for applications from May 2014 and received the record high of 136 entries, exceeding the last year’s 125 entries. The selection committee has selected 10 titles from these entries. 2 titles from Japan, 5 titles from the U.S., 2 titles from Australia and 1 title from Singapore will be presented.

This year, as indie games pick up steam, the event start time has been changed, and the venue has expanded from last year and will be held at the Event Stage in Hall 8. The presentations will be broadcasted live via the official video channel.

Also, titles presented this year are scheduled to be exhibited in the “Indie Game Area” during the TGS so that the audiences will have an opportunity to play the games while talking to the developers directly.

- **Date:** September 19 (Friday) 14:00 to 16:00 (tentative)
 * The schedule has changed so that it’ll be held during TGS opens.
- **Venue:** Hall 8 Event Stage
 * Business Day pass or PRESS pass is required for admission.
 * Pre-registration is required for a PRESS pass. Please see the “For Press” section on the official website.
- **Cooperation by:** International Game Developers Association Japan (IGDA Japan)
- **Special sponsored by:** Sony Computer Entertainment Inc.
- **Other sponsored by:** Google, Nintendo Co., Ltd.
- **Official website:** <http://tgs.cesa.or.jp/sown/>

Presenters at SOWN 2014

Title	Presenter	Team	Country
8BitMMO	Robby Zinchak	Archive Entertainment	United States
Chained	Keith Leiker	DigiPen Team Those Guys	United States
DubWars	Joe Albrethsen	MURA Interactive Inc	United States
Expand	Chris Johnson /Chris Larkin		Australia
FILL	Yoichi Hayashi	YO1 KOMORI GAMES	Japan
LURKING	Justin Ng Guo Xiong	DIGIPEN INSTITUTE OF TECHNOLOGY SINGAPORE	Singapore
Miegakure	Marc ten Bosch	mtb design works, Inc.	United States
PICOLECITTA	TECO		Japan
Push Me Pull You	Stuart Gillespie-Cook	House House	Australia
SpeedRunners	Luke Burtis	tinyBuild Games	United States

(*alphabetical order)

■ “Asia New Stars Area” Outline [opens Business Days]

The “Asia New Stars Area” welcomes its 3rd year this year, and is an area where new star companies in the game industry, such as promising game ventures and developing companies in Asia outside Japan, are introduced to the Japanese game industry. This year, the record high of 67 companies from ASEAN 10 countries (last year: 60 companies from 10 countries) will exhibit in this area.



The ASEAN Pavilion will be held by ASEAN-JAPAN CENTRE and others this year as well. 57 companies/ organizations will participate in this pavilion from all 10 of ASEAN participating countries.

<Indonesia>

INDONESIA GAME & ART STUDIOS will make its debut by the support of the Ministry of Tourism and Creative Economy, Republic of Indonesia. 3D design companies such as Anantarupa Studios and Kidalang as well as the representative game developing companies such as Artoncode and Touchten will exhibit in this area, supporting various business needs.

<Singapore>

Singapore’s game industry is expected to grow as a hub at South East Asia, and 5 companies including the indie game developers such as Daylight Studios, Inzen Studio and Witching Hours Studios will participate.

<Thailand>

Thailand is attracting attention as a gaming market and 5 companies that excel at mobile game development, IT solution and character licensing will participate.

<The Philippines>

The Philippines has been the receiving end of outsourcing from European/U.S. companies for a long time. 7 companies that provide service for various game development needs such as multi-platform software development, game art, game animation and mobile game development will participate.

<Vietnam>

GLASS EGG DIGITAL MEDIA is a game outsourcing studio based in the city of Ho Chi Minh, Vietnam. It outsources in-game arts (for 2D or 3D, background, characters, vehicles, other modeling and texturing). It is a main member of the IGDA Vietnam.

<Malaysia>

This year, in addition to Malaysia’s representative CG, 3G mobile game companies such as Lemon Sky Animation and Tomato Animation, 11 companies that excel at animation production and mobile game development with the support by the government agency/multi-media development bureau (MDec) will participate.

Other than above, Cambodia, Laos, Myanmar, Brunei Darussalam and other emerging countries will participate. Companies that excel at mobile games, digital content development and illustrations are scheduled to exhibit in this area.

■ “International Party + Indie Night” Outline [Friday, September 19]

With the enhancement of international projects at the TGS 2014, the reputable annual International Party will be upgraded this year with sponsored by Sony Computer Entertainment Inc.

In addition to the overseas and domestic exhibitors, the Indie Game Area exhibitors and SOWN 2014 presenters will also be invited to the “International Party + Indie Night.”

Free foods and drinks will be served in a buffet style, where attendees can enjoy the global interactions in a casual atmosphere.

Please stop by as the wrap-up of the Business Day.

- **Date:** September 19 (Friday) 17:30 to 19:30 (tentative) Door opens at 17:00
- **Venue:** International Conference Hall 1st Floor, Lounge Area
 - * Business Day pass or PRESS pass is required for admission.
 - * Pre-registration is required for a PRESS pass. Please see the “For Press” section on the official website.
- **Sponsored by:** Sony Computer Entertainment Inc.
- **Applicable participants:** Overseas exhibitors, domestic exhibitors, Indie Game Area exhibitors, SENSE OF WONDER NIGHT 2014 presenters, and press.
- **Admission:** Free

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)

*TOKYO GAME SHOW 2014 is promoted by “The Project for Localization & Promotion of Japanese Visual Media (J-LOP)” from the Ministry of Economy, Trade and Industry.

Period: September 18 (Thursday) Business Day 10:00 – 17:00
September 19 (Friday) Business Day 10:00 – 17:00
*Note: Entrance into 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 1-9 / Event Hall / International Conference Halls
Number of visitors: 220,000 (estimated)
Number of exhibitions: 224 (as of July 9)
Admission (Public Days): Adults (including junior-high school students): 1,200 yen (tax included)
*1,000 yen for advance ticket (tax included)
Elementary school students and younger: Free