



Changing Games : The Transformation of Fun

TOKYO GAME SHOW 2014

OFFICIAL REPORT

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizer: Nikkei Business Publications, Inc. (Nikkei BP)

Period: Sep.18 (Thursday)-21 (Sunday) , 2014

Venue: Makuhari Messe



Nikkei Business Publications, Inc.



1. Outline of the Show/Number of Visitors

Name : TOKYO GAME SHOW 2014

Theme : Changing Games : The Transformation of Fun

Organizer : Computer Entertainment Supplier's Association (CESA)

Co-Organizer : Nikkei Business Publications, Inc. (Nikkei BP)

Period : Business Days Sep. 18 (Thursday) - Sep. 19 (Friday)
From 10:00 a.m. to 5:00 p.m.

Public Days Sep. 20 (Saturday) - Sep. 21 (Sunday)
From 9:30 a.m. to 5:00 p.m.

Venue: Makuhari Messe (Mihama-ku, Chiba-shi, Chiba)

Exhibition Halls 1-9 (exhibition area : about 63,000 square meters)

International Conference Hall

Event Hall

Number of exhibitors : 421 (Domestic : 219, Overseas : 202) (352 in 2013 (Domestic : 190, Overseas : 162))

Exhibiting countries and regions : 32 (33 in 2013)

Asia and Oceania (16 countries and regions) Australia, Brunei Darussalam, Cambodia, China, Hong Kong, Indonesia, Laos, Macau, Malasia, Myanmar, Phillipines, Singapore, South Korea, Thailand, Taiwan, Vietnam

North and Latin America (4 countries) Argentina, Brazil, Canada, United States

Europe (11 countries) Austria, Denmark, France, Germany, Ireland, Poland, Spain, Sweden, Switzerland, the Netherlands, United Kingdom

Number of booths : 1,715 booths (1,539 booths in 2013)

Exhibited titles : 1,363 titles (number of advance registrations)

Admission fees : Business Day : Individuals with a Complimentary Business Day Registration Ticket are admitted free.

※qualified persons except invitees ¥5,000 (incl. tax)

General visitor: Ticket sold in advance ¥1,000 (incl. tax)

Ticket valid on the day ¥1,200 (incl. tax)

By Platform (Number of Titles)			
iOS	259	PlayStation3	43
Android	246	PlayStation Vita	34
Others (Smartphone)	32	PlayStation Portable	5
Featurephone	22	Xbox One	24
Nintendo 3DS	41	Xbox360	16
Nintendo DS	1	PC	79
Wii U	13	Browser Game	10
Wii	3	Steam	4
PlayStation4	42	Others*	490
TOTAL			1,364

※includes indiegame, goods, smartphone accessory

By Genre (Number of Titles)			
Action	179	Shooter	17
Role Playing Game (RPG)	138	Action Shooter	16
Indie Game	81	Action RPG	13
Simulation	73	Action Adventure	12
Puzzle	63	Racing	7
Adventure	35	Peripherals	19
Development Tools	32	Others (genre)	263
Sports	24	Others (goods)	392
TOTAL			1,364

[Number of Visitors]

	2014	2013	2012
		Sep.18 (Thu)	Sep.19 (Thu)
Business Day	27,786	29,171	27,391
	Sep.19 (Fri)	Sep.20 (Fri)	Sep. 21 (Fri)
Public Day	28,647	23,183	24,504
	Sep.20 (Sat)	Sep.21 (Sat)	Sep. 22 (Sat)
Public Day	92,308 (including 5,951 in Family Area)	102,399 (including 7,031 in Family Area)	94,989 (including 16,760 in Family Area)
	Sep.21 (Sun)	Sep.22 (Sun)	Sep. 23 (Sun)
Public Day	103,091 (including 9,245 in Family Area)	115,444 (including 13,286 in Family Area)	76,869 (including 15,616 in Family Area)
	Total	251,832 (including 15,196 in Family Area)	270,197 (including 20,317 in Family Area)



2-1. Achievement of the medium-term visions

TOKYO GAME SHOW 2014 (TGS) implemented various measures with the aim to achieve the Mid-Term Vision held in 2010 of "being one of the world's top rated game business events," and to "improve the overall satisfaction of visitors".

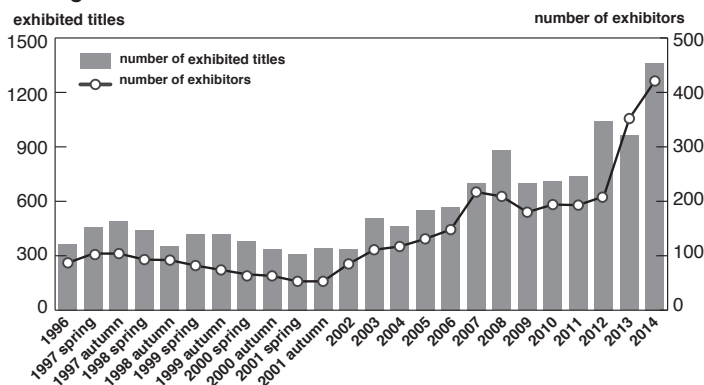
First, to fulfill the objective of "being one of the world's top rated game business events," TGS increased the number of overseas exhibitors, and in addition, focused on measures centering on raising the number of overseas business day visitors. As a result, the participating number of overseas exhibitors had the strongest showing of all times at 202 companies, an 1.9% increase compared to last year with an overseas ratio of 47.9%. Furthermore, the number of overseas business day visitors increased to 1,555 people, a 12.8% rise from last year, and there were 630 registered overseas media companies, a 3% increase year-on-year.

As TGS 2013 booked the highest number of visitors (270,197 people) ever, it determined that it was necessary to implement measures to ease the congestion in the hall to "improve the

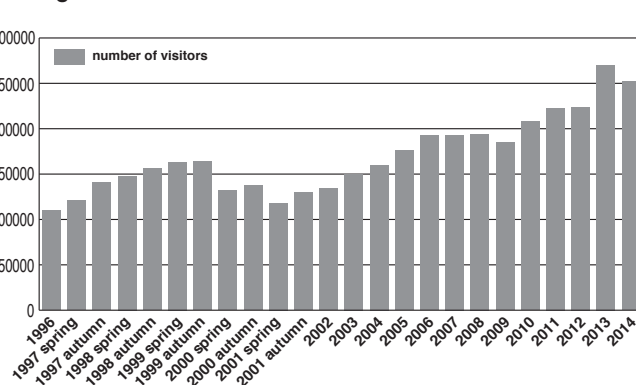
overall satisfaction of visitors." Subsequently, it fundamentally revised the layout of the exhibition hall and changed the zoning of large-scale exhibition companies and small and mid-sized exhibition companies. TGS aimed to lessen the situation where the pathways between large-scale exhibition companies would become too crowded to walk. Also, each exhibition area was given a fresh review, and as a result, the food and beverage corner, as well as the e-sports arena were placed at Hall 9. Moreover, the family area was returned to Hall 8. Apart from these actions, TGS sought to increase the satisfaction level of the visitor by continuing with the set up of the "mega lottery" and the "ticket number distribution center" that have been implemented from last year.

Through the various measures that were implemented, which will be explained in the next pages, TGS received high praise in the satisfaction level of both the business day visitors and general visitors. In the next pages, each measure will be introduced.

●Changes in number of exhibitors and exhibited titles in TGS



●Changes in number of visitors in TGS



2-2. Special measures to achievement of the medium-term visions

Increase the number of business meetings

●Functional Reinforcement of Business Meeting Area

The number of business meetings conducted in the exhibitor's meeting booth within the Business Meeting Area was 437 cases^{※1}, an increase by 10% from the previous year's 397 cases. As a pattern of business meetings, there were 265 cases of meetings held between "Japanese companies" and "overseas companies," comprising 61% of the entirety. This was further proof of the active undertaking in international business meetings. Business meetings between overseas companies were very popular too with a showing of 116 cases (27%), and the ratio of international business meetings was 87.2% of the whole. Also, in the Business Meeting Area, JETRO (Japan External Trade Organization) hosted a meeting between the 9 invited buyers that were invited (from Thailand, Singapore, China, Canada, Germany, and Poland), and concluded 57 meetings during the 2 days of the business day event. To strengthen the hospitality toward the rapidly increasing business day overseas visitors, TGS has bolstered the Business Meeting Area's reception

functions from 2014. Specifically, 4 staff members that were able to speak more than 2 languages were placed at the reception desk. The number of visitors to the reception table reached approximately 500



people (around 300 companies). As a result of the cooperation with business coordinators (later mention), the staff members were able to serve as an effective bridge between the exhibitors and the overseas business day visitors. In addition, beverages (PET bottle), wireless LAN, and interpreting services (Japanese/English/Chinese) were set up. TGS tried to increase the level of customer satisfaction by setting things up in a way where the above services could be used free of charge.

^{※1} Number of known cases by the office (Only the number of business meetings within the international meeting hall and Business Meeting Area. Number of business meetings at the exhibition hall is excluded.)

●TGS Business Matching System (Asia Business Gateway)

The "Asia Business Gateway", the TGS Business Matching System that began in 2012, is a free service to promote business meetings among the overseas exhibitors and overseas visitors. There were 875 registered companies (2013: 523 companies). There were 1810 cases of preliminary applications for business meetings, showing a huge jump from 2013 (1,325 cases) and 2012 (554 cases). Among them, there was an increase of 46 secured cases for the Business Matching System compared to the previous year with a total showing of 601 cases.

There were 41 countries and regions that took advantage of the TGS Business Matching System (33 countries in 2013) amounting to 773 companies (453 companies in 2013). 258 companies from Asia, comprised of 18 countries and regions (excluding Japan), utilized the system, showing a 68% rise from

the previous 154 companies that encompassed 15 countries and regions. In 2014, the United Arab Emirates and Iran were first-time participants, and in addition, Australia, Austria, Denmark, Estonia, Laos, Norway, Sweden, and Ukraine were newly added to the list of participants. There were 60 participating companies from South Korea (12 in 2013), and 47 companies by China (33 in 2013), both showing an increase.

41 countries and regions of users of Asia Business Gateway
Argentina, Australia, Austria, Belarus, Brazil, Brunei Darussalam, Cambodia, Canada, China, Denmark, Estonia, France, Germany, Hong Kong, India, Indonesia, Iran, Ireland, Israel, Japan, Laos, Macau, Malaysia, Myanmar, Norway, Philippines, Poland, Russia, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, the Netherlands, UAE, Ukraine, United Kingdom, United States, Vietnam (alphabetical order)

● **Matching Coordinator System**

For the 2 days of the business day event, the Matching Coordinator System was set up to efficiently conduct business meetings in the Business Meeting Area. Specifically, consultations were offered on business meetings within the Business Meeting Area. Same as in 2013, the team led by Eiji Ohnobe, the man with an extensive history in overseas business meetings, took charge of Coordinator System. As a result, the team provided about 80 cases of consulting, and from there, tied them into 40 new business meetings during the 2 days of the business day event.

In addition, the serial column of Eiji Ohnobe "The Secret to Overseas Business of the Gaming Industry" (twice total) was put together as the business meeting know-how with overseas companies and publicized on the official website. It contained tips on the business meeting with overseas companies, for example, how to write up profile data in order to obtain an appointment; on the preparation of documents and confidentiality agreement

before the business meetings; and an efficient way to conduct business meetings.

● **TGS Forum 2014**

On the two business days of September 18 (Thu.) to September 19 (Fri.), we held a conference called the TGS Forum 2014 targeting business people in the computer entertainment industry, especially the video games industry. Two keynote speeches were given on the first business day of September 18 (Thu.). The first theme was on the "Diversification of Game Platforms X Globalization of Games=Pathway to Success," given by Shin Unozawa, Chairman of CESA, known as one of the Japanese companies with high selling game titles for smartphones. In addition, 6 guest speakers were invited beginning with Mr. Eiji Takahashi of Alim; Mr. Naruatsu Baba of Colopl; Mr. Haruki Satomi of Sega Networks; Mr. Makoto Asanuma of Bandai Namco; and from abroad, Mr. Alex Dale of KING. A panel discussion was held on finding success in the globalized gaming business.



In the second keynote speech that followed the first one, Mr. Chris Yerga from Google U.S. spoke on the "World of New Games Pioneered by Google." He shared the latest information on large-screen games beginning from the game titles geared for smartphones offered by Google Play to the "Android TV" set top box for connecting TV (not sold in Japan). Furthermore, President Hiroki Morita of mixi was invited on stage and they engaged in a cross talk on business opportunities with a focus on overseas development. There were a total of 958 people who attended the keynote speech (first and second).



Keynote Speech : September 18 (Thu) (Interpreting Available)	
Event Stage in Hall 8	
[Keynote Speech Part1] 10:30~11:25	[Keynote Speech Part2] 11:30~12:25
Diversified Game Platforms x Globalized Games = Path to Success	New Game World trail blazed by Google
Eiji Takahashi , COO and Representative Director at Alim Haruki Satomi , President, CEO, and Representative Director at SEGA Networks Naruatsu Baba , President and Representative Director at COLOPL Makoto Asanuma , Director at BANDAI NAMCO Games Alex Dale , CMO at King Shin Unozawa , Chairman of the Computer Entertainment Supplier's Association Moderator: Naoki Asami , Managing Director, Nikkei Business Publications	Chris Yerga , Regional Director, Google Play Asia-Pacific & Engineering Director at Google

Specialty Session: September 19 (Fri)	
International Conference Hall 2F, Room 201	International Conference Hall 2F, Room 301
[Smartphone Game Session] 13:00~15:00	[Game Platform Session] 13:00~15:00
Developing Game Applications That Excel Internationally	Xbox One's New Groundbreaking Entertainment
Eiji Araki , Vice President at GREE Kazuaki Baba , Executive Director at NHN PlayArt Ken Edahiro , CEO at King Japan Moderator: Akihide Segawa , Nikkei Business Publications	Naoyuki Isogai , Xbox Category Marketing Group Director at Microsoft Japan Akihiro Tashiro , Interactive Entertainment Business Developer Ecosystem Group Senior Manager at Microsoft Japan Keiji Takeuchi , President and Representative Director at Link Kit Masashi Wada , Director at Link Kit Kenji Goto , Director at D-topia Keiichi Soda , General Manager, Digital Business Division at D-topia Moderator: Tetsuro Ito , Nikkei Business Publications
International Conference Hall 2F, Room 301	International Conference Hall 2F, Room 201
[Game Business Session] 15:15~17:15	[Game Technology Session] 15:15~17:15
Designing a Strategy That Makes the Best Use of Game IP ~Learning from DMM.com and "Youkai Watch"~	The takeoff of VR! ~Games enter a new stage~
Katagishi Kenichi , Representative at DMM Games TOJO Hiroshi , General Manager Online-Game Dept. Director DMM.com Akihiro Hino , President, CEO, and Representative Director at Level-5 Moderator: Furuhata Junpei , Nikkei Business Publications	Yoshihito Kondo , President and Representative Director at XVI Shinichiro Kamei , Director, Strategic Business Development at Intel Takafumi Yamazoe , Research & Development Center, Service Innovation Division, The First Service Development at NTT Docomo Moderator: Tadashi Nezu , Nikkei Business Publications



●Asia Game Business Summit 2014

Asia Game Business Summit 2014 was held with an aim to create an impetus for the game business professionals of Asia to come to TGS, and for the key persons in the gaming industry of Asia to strengthen their information dissemination capabilities. The conference has entered its fifth year, and the following members beginning with Mr. Sylviana of XL from Indonesia, Mr. Yap of TMGamer from Singapore, Mr. Lee of GAMEVIL from Korea and Mr. Qian of Shanda Games from China were invited to the stage. From Japan's side, Mr. Aoyagi of GREE and Mr. Kobayashi of DeNA participated, and held a panel discussion.



The theme's title was, "The scramble for Japanese Content-Are Japanese Game Titles Really That Attractive?" There was an exchange of honest opinions about whether the game contents that are made in Japan can really make inroads in the rest of Asia, and they explored some of the factors necessary for success. 436 people attended.

Asia Game Business Summit 2014: September 19 (fri)	
Event Stage in Hall 8 13:30~15:00	
The scramble for Japanese content: are Japanese game titles really that attractive?	
Japan	Naoki Aoyagi , Senior Vice President at GREE
Japan	Kenji Kobayashi , Director at DeNA
South Korea	Kyu Lee , Vice President at GAMEVIL Business Development Headquarters / CEO and Representative Director at GAMEVIL JAPAN
China	Tunghai Chien , President at Shanda Games
Indonesia	Revie Sylviana , Senior GM Digital Entertainment at XL
Singapore	Alvin Yap , CEO at TMGamer
Moderator : Atsumi Watanabe Group Publisher, Consumer Group, Nikkei Business Publications	

Expanding the Cultural Sphere of Japanese Games

●e-Sports competition Cyber Games Asia (CGA) 2014

The e-Sports game competition "Cyber Games Asia (CGA)" has entered its third year, and an international competition was hosted where many of the game title competitions unfolded by inviting top-tier players and teams from Asia including Japan. On September 20 (Sat.), "Sudden Attack 'SAOMT 2014' Japan Qualifying Tournament" was hosted by NEXON. Among the 4 teams that advanced to the finals, NabD with three consecutive winning streaks took the title. It has decided to participate in the finals that will be held in Seoul, Korea in October. SAOMT2014's preliminary rounds in Japan were held online from July 12 to August 17. Among the total of 1026 teams, four teams advanced to the finals that was set up at the TGS 2014 special arena.



At the "Alliance of Valiant Arms GameOn Cup (AGC) 2014 Security International Goodwill Competition," (operated by GameOn) held on September 21 (Sun), Japan, South Korea, China, and Taiwan hosted preliminary tournaments, and each team that advanced through different countries and regions unfurled heated battles with each other. The finalist was Japan's Recycle. At AGC's overseas preliminary competition, there were 438 teams from Japan, 7 teams from South Korea, 8 teams from Taiwan that participated, and only one team from each country

and region advanced to the finals. From China, we invited the team that had won the title in the past. The number of spectators who visited the special sites in two days was 3,091. Including the spectators who watched the game outside of the sites, a total of 16,000 people enjoyed the attraction of e-Sports. The overall competition was managed by TechnoBlood, whose business is to plan and support operation of e-Sports events at internet cafes.

Strengthening Japan's Gaming Industry Infrastructure

●Indie Game Corner

The Indie Game Corner was hosted with an objective to raise the standard of independent game developers, and Sony Computer Entertainment acted as a special sponsor that covered the entire cost of the exhibition fee. Among the number of applicants this year that largely exceeded from last, 68 independent game developers that were selected amid 17 countries and regions participated in the event, and worked to promote their games to visitors from home and abroad. From Japan, 25 individuals and groups were selected and contributed to increase the level of Japan's gaming industry.



●Sense Of Wonder Night (SOWN) 2014

SENSE OF WONDER NIGHT (SOWN), an event designed to discover new game ideas, was held for the 7th time with a change in the hosting time and venue and instead it was held on the event stage from 2pm. There were applicants from 27 countries and regions, with a record high of 136 titles (previously, there were 23 countries and regions with 125 titles).



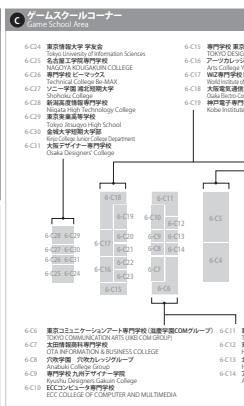
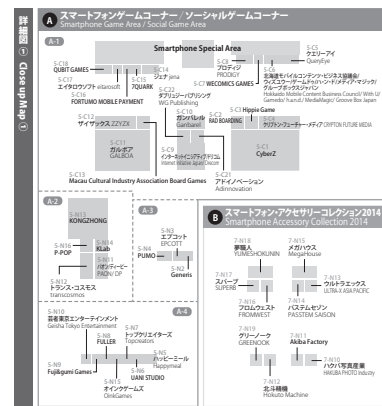
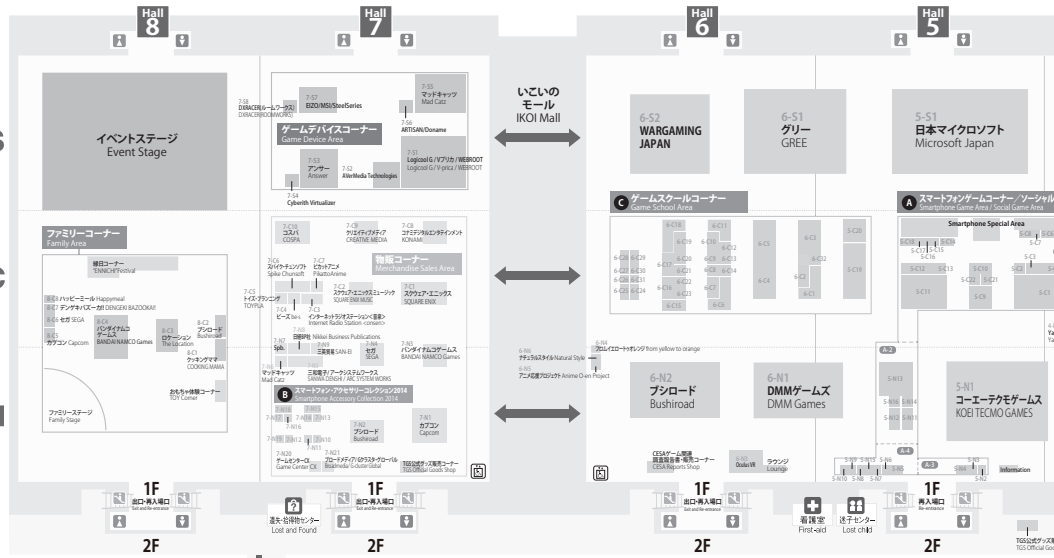
10 sets of selection committee members comprised of experts, producers, and game distribution makers that represent the game industry of home and abroad who have an intimate knowledge of independently developed games selected 10 titles. Breakdown by country is: 2 titles from Japan, 5 titles from the U.S., 2 titles from Australia, and 1 title from Singapore. Around 350 spectators with a strong international showing attended the event and made it interactive by responding with a smile hammer for any original games or for any unique presentation. Developers were given a booth in the Indie Game Corner to present their titles and had a lively exchange with the visitors.

Strengthening of Information Transmission Capabilities

●Media Partner

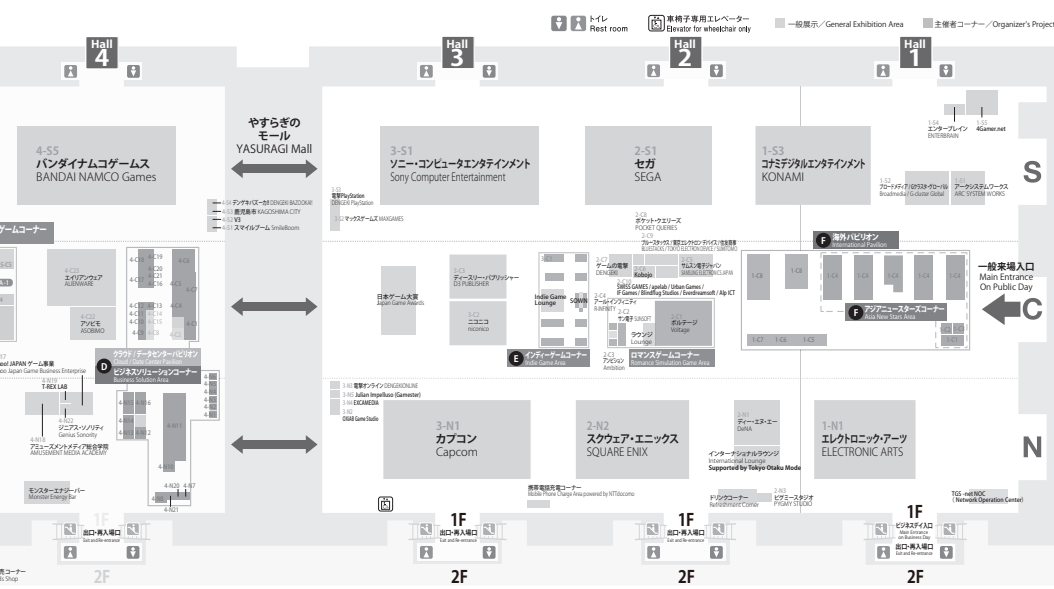
The Media Partner System that was implemented to strengthen the information transmission capabilities in the Asian region entered its fifth year counting from its first year in 2010. In 2014, we continued with our efforts to revise our Media Partner System and concluded a new partnership agreement with Indonesia's DUNIAKU. As a result, by combining home and abroad, we have built partnerships with 12 mediums spanning across 7 countries and regions.

3-1.Floor Map (Hall1-8) and Exhibitor List



TOKYO GAME SHOW 2014 Exhibitor list (Alphabetical Order)

General Exhibition Area		Smartphone Game Area (Social Game Area)		Game School Area	
1-S5	4Gamer.net	6-N3	Oculus VR	7-N21	Broadmedia
4-C23	ALIENWARE	3-N2	OXIAB Game Studio	7-N2	Bushiroad
4-N18	AMUSEMENT MEDIA ACADEMY	2-C8	POCKET QUERIES	7-N1	Capcom
6-N5	Anime O-en Project	2-N3	PYGYM STUDIO	7-C10	COSPA
1-S1	ARC SYSTEM WORKS	2-C5	SAMSUNG ELECTRONICS JAPAN	7-C9	CREATIVE MEDIA
4-C22	ASOBIMO	2-S1	SEGA	7-N20	Game Center CX
4-S5	BANDAI NAMCO Games	4-S1	SmileBoom	7-N21	G-cluster Global
2-C9	BLUESTACKS	3-S1	Sony Computer Entertainment	7-C3	Internet Radio Station <onsen>
1-S2	Broadmedia	2-N2	SQUARE ENIX	7-C8	KONAMI
6-N2	Bushiroad	2-C9	SUMITOMO	7-N6	Mad Catz
3-N1	Capcom	1-C5	Sweden Pavilion	7-N8	Nikkei Business Publications
3-C3	D3 PUBLISHER	1-C5	Ozma	7-C7	PikattoAnime
2-N1	DeNA	1-C5	Sweden Embassy	7-N9	SAN-EI
2-C7	DENGEKI	1-C5	Sweden Japan Convergent Media Exchange	7-N5	SANWA DENSHI
4-S4	DENGEKI BAZOOKA!!	1-C5	Tobii	7-N4	SEGA
3-S3	DENGEKI PlayStation	1-C5	Uppsala University, Department of Game Design,	7-C6	Spike Chunsoft
3-N3	DENGEKIONLINE	2-C10	SWISS GAMES	7-C1	SQUARE ENIX
6-N1	DMM Games	2-C10	Alp ICT	7-C2	SQUARE ENIX MUSIC
1-N1	ELECTRONIC ARTS	2-C10	apelab	7-C5	TOYPLA
1-S4	ENTERBRAIN	2-C10	apelab	Smartphone Accessory Collection 2014	
3-N4	EXCAMEDIA	2-C10	Everdreamsoft	7-N11	Akiba Factory
6-N4	from yellow to orange	2-C10	IF Games	7-N16	FROMWEST
1-S2	G-cluster Global	2-C10	Urban Games	7-N19	GREENOOK
4-N22	Genius Sonority	1-C8	Taiwan Game Pavilion	7-N10	HAKUBA PHOTO Industry
6-S1	GREE	1-C8	Fun Yurs Technology	7-N12	Hokuto Machine
1-C7	Holland Game Front / Embassy of The Kingdom of the Netherlands	1-C8	Gex Studio	7-N15	MegaHouse
1-C7	amsterdam inbusiness	1-C8	Hong Yeuan Digital	7-N14	PASSTEM SAISON
1-C7	BoosterMedia Tokyo	1-C8	International Games System	7-N17	SUPERB
1-C7	WestHolland Foreign Investment Agency	1-C8	Interserv International	7-N13	ULTRA-X ASIA PACIFIC
1-C6	HONG KONG CYBERPORT	1-C8	Kill Digital	7-N18	YUMESHOKUNIN
1-C6	4Play Studio	1-C8	Leadhope International	Family Area	
1-C6	Kowloon	1-C8	MacroWell OMG Digital Entertainment	8-C4	BANDAI NAMCO Games
1-C6	OneSky	1-C8	PlayCoo	8-C2	Bushiroad
1-C6	Rise Impact	1-C8	Soft-World International	8-C5	Capcom
1-C6	SiuYiu	1-C8	Winking Entertainment	8-C1	COOKING MAMA
1-C6	Skytree Digital	1-C8	XPEC Entertainment	8-C7	DENGEKI BAZOOKA!!
1-C6	WTM	1-C8	Taiwan External Trade Development Council	8-C8	Happymee
3-N5	Julian Impelluso (Gamerster)	2-C9	TOKYO ELECTRON DEVICE	8-C6	SEGA
4-S3	KAGOSHIMA CITY	4-N19	T-REX LAB	8-C3	The Location
2-C6	Kobajo	4-S2	V3	Game School Area	
5-N1	KOEI TECMO GAMES	6-S2	WARGAMING JAPAN	6-C8	Anabuki College Group
1-S3	KONAMI	4-N17	Yahoo Japan Game Business Enterprise	6-C14	ARS Computer College
3-S2	MAXGAMES	Merchandise Sales Area		6-C16	Arts College YOKOHAMA
5-S1	Microsoft Japan	7-N7	5pb.	6-C21	Aso Business Computer Fukuoka College
6-N6	Natural Style	7-N5	ARC SYSTEM WORKS	6-C10	ECC COLLEGE OF COMPUTER AND MULTIMEDIA
3-C2	niconico	7-N3	BANDAI NAMCO Games	6-C12	Higashi-Nihon Design & Computer College
		7-C4	be-s	6-C13	Hokkaido Information University



クラウド・データセンター・パビリオン
Cloud / Data Center Pavilion

ビジネスソリューションコーナー
Business Solution Area

6-C0 東北電子専門学校
6-C1 岩手県立大学
6-C2 岩手県立大学
6-C3 岩手県立大学
6-C4 岩手県立大学
6-C5 岩手県立大学
6-C6 岩手県立大学
6-C7 岩手県立大学
6-C8 岩手県立大学
6-C9 岩手県立大学
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6-C22 岩手県立大学
6-C23 岩手県立大学

クラウド・データセンター・パビリオン
Cloud / Data Center Pavilion

ビジネスソリューションコーナー
Business Solution Area

4-C1 株式会社
4-C2 株式会社
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4-C97 株式会社
4-C98 株式会社
4-C99 株式会社
4-C100 株式会社

インディーゲームコーナー
Indie Game Area

3-C1 01
3-C1 02
3-C1 03
3-C1 04
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3-C1 100

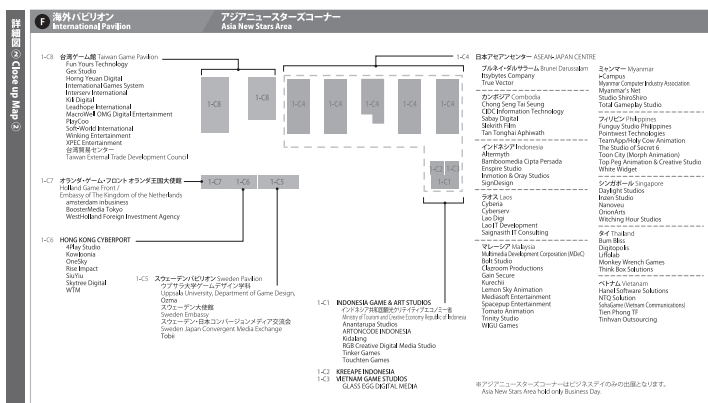
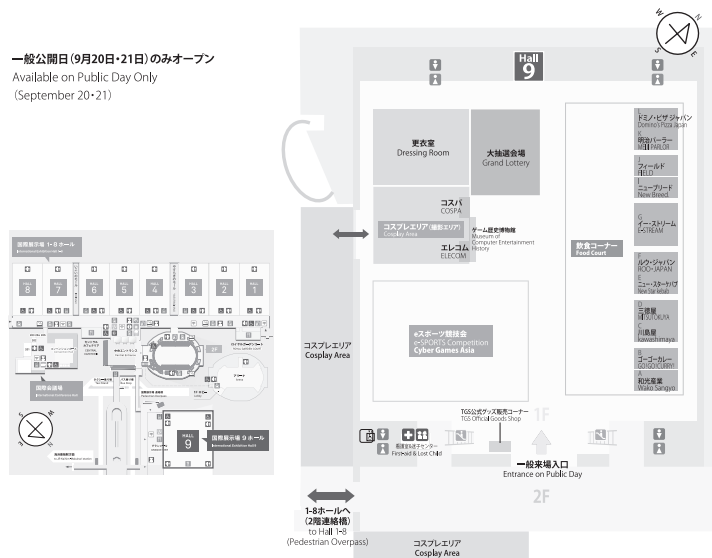
6-C4	JAPAN ELECTRONICS COLLEGE	
6-C2	Kanagawa Institute of Technology	
6-C30	Kinjo College Junior College Department	
6-C19	Kobe Institute of Computing - College of Computing	
6-C9	Kyushu Designers Gakuin College	
6-C25	NAGOYA KOUGAKUIN COLLEGE	
5-C19	NIHON KOGAKUIN COLLEGE / TOKYO UNIVERSITY OF TECHNOLOGY	
6-C3	Niigata Computer College	
6-C28	Niigata High Technology College	
6-C23	Numazu Professional Training College of Business and Information Technology	
6-C1	Osaka Academy of Entertainment Design	
6-C31	Osaka Designers' College	
6-C18	Osaka Electro-Communication Univ. Department of Digital Games	
6-C1	Osaka Sogo College of Design	
6-C7	OTA INFORMATION & BUSINESS COLLEGE	
6-C22	Professional Training College Tokyo Net Wave	
6-C32	SAE CREATIVE MEDIA INSTITUTE	Hong Kong
5-C20	SHOBI UNIVERSITY	
6-C27	Shohoku College	
6-C5	SOGOGAKUEN HUMAN ACADEMY	
6-C26	Technical College Be-MAX	
6-C20	Tohoku Computer College	
6-C6	TOKYO COMMUNICATION ARTS (JIKEI COM GROUP)	
6-C11	TOKYO DESIGN TECHNOLOGY CENTER (JIKEI COM GROUP)	
6-C15	TOKYO DESIGNER GAKUIN COLLEGE	
6-C29	Tokyo Jitsugyo High School	
6-C24	Tokyo University of Information Sciences	
6-C17	World Institute of Zeal artists for digital and technology	
Smartphone Game Area/Social Game Area		
5-C15	7QUARK	Taiwan
5-C21	Adinnovation	
5-C4	CRYPTON FUTURE MEDIA	
5-C1	CyberZ	
5-N11	DP	
5-C9	Drecom	
5-C17	eitarosoft	
5-N3	EPCOIT	
5-C16	FORTUMO MOBILE PAYMENT	China
5-N9	Fuji&gumi Games	
5-N8	Fuller	
5-C11	GALBOA	
5-C6	Gamedo	
5-C10	Ganbare!	
5-N10	Geisha Tokyo Entertainment	
5-N2	Generis	South Korea
5-C6	Groove Box Japan	
5-C6	h.a.n.d.	
5-N5	Happymeal	

5-C3	Hippie Game	China
5-C6	Hokkaido Mobile Content Business Council	
5-C9	Internet Initiative Japan	
5-C14	jena	
5-N14	KLAB	
5-N13	KONGZHONG	China
5-C13	Macau Cultural Industry Association Board Games	Macau
5-C6	MediaMagic	
5-N15	OinkGames	
5-N16	P-POP	
5-N11	PAON	
5-C8	PRODIGY	
5-N4	PUMO	
5-C18	QUBIT GAMES	Taiwan
5-C5	QueryEye	
5-C2	RAD BOARDING	Canada
5-N7	Topcreators	
5-N12	Transcosmos	
5-N6	UANI STUDIO	
5-C7	WECOMICS GAMES	China
5-C22	WG Publishing	
5-C6	With U	
5-C12	ZZYZX	
Game Device Area		
7-S3	Answer	
7-S6	ARTISAN/Doname	
7-S2	AVerMedia Technologies	Taiwan
7-S4	Cyberbit Virtualizer	Austria
7-S8	DXRACER(ROOMWORKS)	
7-S7	EIZO/MSI/SteelSeries	
7-S1	Logical G	
7-S5	Mad Catz	
7-S1	V-prica	
7-S1	WEBROOT	
Romance Simulation Game Area		
2-C3	Ambition	
2-C4	R-INFINITY	
2-C2	SUNSOFT	
2-C1	Voltage	
Business Solution Area		
4-C1	5Rocks	
4-C1	Adways	
4-C6	App Annie	USA
4-N6	Appints	
4-C12	Arxan Technologies Japan	
4-C19	audiokinetic	
4-C9	CLARA ONLINE	
4-C18	CRI Middleware	

4-C13	DICO	
4-C19	Enzyme Labs	
4-C11	ESQUADRA	
4-N20	Facio Culture	Taiwan
4-C17	Fontworks	
4-N15	FORUM8	
4-C4	GASH PLUS	Taiwan
4-C7	GLOCZUS	
4-N3	GMO Quicktranslate	
4-N5	Groove	
4-C11	IDC Frontier	
4-C10	IMAGICA Imageworks	
4-N16	INFOBIP	Malaysia
4-C5	I-O DATA DEVICE	
4-N10	KEYWORDS STUDIOS	Ireland
4-N11	Korea Pavilion	South Korea
4-N11	KOREA CREATIVE CONTENT AGENCY	South Korea
4-N11	Creative Bomb	South Korea
4-N11	Fungrep	South Korea
4-N11	GameUS	South Korea
4-N11	G-STAR	South Korea
4-N11	HooAh Dev	South Korea
4-N11	J2Lab	South Korea
4-N11	JSC Games	South Korea
4-N11	MasangSoft	South Korea
4-N11	Moduum	South Korea
4-N11	Studio DOMA	South Korea
4-N11	WINGSstudio	South Korea
4-N7	M2	
4-N12	Metaps	
4-C16	MONOBIT	
4-C21	NASH MUSIC LIBRARY	
4-C20	NetAgent	
4-C7	NIFTY	
4-N21	NTT Resonant	
4-N8	PAYSAFECARD	Austria
4-N2	Rakuten	
4-N14	SHINE RESEARCH	France
4-N4	Šilicon Studio	
4-N1	Sunflare	
4-N13	Vpon	Taiwan
Cloud/Data Center Pavilion		
4-C15	CA Technologies	
4-C8	FUSION COMMUNICATIONS	
4-C15	Japan Business Systems	
4-C14	LINK	
4-C2	Mirai Communication Network	

3-2.Floor Map (Hall9) and Exhibitor List (continued)

一般公開日(9月20日・21日)のみオープン
Available on Public Day Only
(September 20-21)



Asia New Stars Area		1-C1		3-C1	
1-C4	ASEAN-JAPAN CENTRE	1-C1	ARTONCODE INDONESIA	3-C1	eHooray Co.,Ltd.
1-C4	ITSbytes Company	1-C1	Kidalang	3-C1	Fly-System
1-C4	True Vector	1-C1	RGB Creative Digital Media Studio	3-C1	Game Bosatsu Group
1-C4	Chong Seng Tai Seung	1-C1	Tinker Games	3-C1	Gangs of Space
1-C4	CIDC Information Technology	1-C1	Touchten Games	3-C1	Gemdrops, Inc.
1-C4	Sabay Digital	1-C2	KREEAPE INDONESIA	3-C1	GlobZ
1-C4	Slekriih Film	1-C3	VIETNAM. GAME STUDIOS	3-C1	Good Game Inc./Taiwan Good Game Co., Ltd.
1-C4	Tan Tonghai Aphiwath	1-C3	GLASS EGG DIGITAL MEDIA	3-C1	HandMade Game
1-C4	Altermyth	Business Meeting Area		3-C1	Hit the Sticks, LLC
1-C4	Bamboomedia Cipta Persada	BM-9	Actoz Soft	3-C1	HUGA Inc.
1-C4	Enspire Studio	BT-11	AMAZON APPSTORE	3-C1	IGDA JAPAN Chapter
1-C4	Inmotion & Oray Studios	BM-10	Ambition	3-C1	Insecters Team
1-C4	SignDesign	BT-8	Appiritz	3-C1	Kosei, inc.
1-C4	Cyberia	BT-9	ArticNet	3-C1	KUNO Interactive
1-C4	Cyberserv	BT-2	Arxan Technologies Japan	3-C1	Landkarte
1-C4	Lao Digi	BT-1	BEIJING AUTOTHINK	3-C1	Link Kit, Inc
1-C4	Lao IT Development	BM-2	BEIJING CHUKONG TECHNOLOGIES	3-C1	Mechabit
1-C4	Saignasith IT Consulting	BM-13, BT-26, 27	BIGPOINT	3-C1	Miracle Positive Co., Ltd.
1-C4	Multimedia Development Corporation (MDeC)	BT-15	Bumping Workshop	3-C1	Mira-Labo
1-C4	Bolt Studio	BT-12	ee Line	3-C1	Muhammad A.Moniem "mamoniem"
1-C4	Clazroom Productions	BT-3,4,5,6,7	Games from Spain	3-C1	MuSuMeFuSaHoSe
1-C4	Gain Secure	BT-3,4,5,6,7	Crowd of Monster	3-C1	NANYANG POLYTECHNIC
1-C4	Kurechii	BT-3,4,5,6,7	Dal Loc Mult	3-C1	NIGORO
1-C4	Lemon Sky Animation	BT-3,4,5,6,7	GAME TROOPERS	3-C1	Nyamam
1-C4	Mediasoff Entertainment	BT-3,4,5,6,7	Giant Soul Interactive	3-C1	Onion Games
1-C4	Spacepup Entertainment	BT-3,4,5,6,7	Lakento	3-C1	Other Ocean Interactive
1-C4	Tomato Animation	BT-3,4,5,6,7	NEXT LIMIT	3-C1	PD Design Studio
1-C4	Trinity Studio	BT-18	gloops	3-C1	Pocket Trap
1-C4	WIGU Games	BM-5,6,7	Google Japan	3-C1	REKCAHDAM
1-C4	i-Campus	BM-1	GungHo Online Entertainment/GRAVITY/NEOCYON	3-C1	RIKI
1-C4	Myanmar Computer Industry Association	BT-17	Hippie Game	3-C1	Sakura River Interactive
1-C4	Myanmar's Net	BT-25	ibHSoft	3-C1	Sheena 3D
1-C4	Studio ShiroShiro	BT-14	IMAGICA DIGITALSCAPE	3-C1	shindenken
1-C4	Total Gameplay Studio	BT-16	Interspace	3-C1	Singapore University of Technology and Design
1-C4	Funguy Studio Philippines	BM-3	Kobojo	3-C1	Steampunker
1-C4	Pointwest Technologies	BM-8	KOEI TECMO GAMES	3-C1	Swing Swing Submarine
1-C4	TeamApp/Holy Cow Animation	BT-21	LEMON SKY ANIMATION	3-C1	Tales of Game's
1-C4	The Studio of Secret 6	BM-11	LEVEL-5	3-C1	Team Signal
1-C4	Toon City (Morph Animation)	BT-24	MEDIASOFT ENTERTAINMENT	3-C1	The Quantum Astrophysicists Guild
1-C4	Top Peg Animation & Creative Studio	BT-28	mobcast	3-C1	Tower Attack Troops
1-C4	White Widget	BM-4	NetEase	3-C1	Toydea Inc
1-C4	Daylight Studios	BT-23	Septeni America	3-C1	TPM.CO SOFT WORKS
1-C4	Inzen Studio	BT-15	SHANGHAI ARTS DRIVE SOFTWARE	3-C1	Turtle Cream
1-C4	Nanoveu	BT-19	Shanghai Arts United Software	3-C1	Two Tribes
1-C4	OrionArts	BT-22	Subete games	3-C1	Uwan Co., Ltd.
1-C4	Witching Hour Studios	BT-13	TOKYO STOCK EXCHANGE	3-C1	Wales Interactive
1-C4	Bum Bliss	BT-10	UNBALANCE	3-C1	Willy Chyr
1-C4	Digitopolis	BM-12	VIRTUOS	3-C1	Witch Beam
1-C4	Liffolab	BT-20	Zucks	3-C1	Yamuchi Project
1-C4	Monkey Wrench Games	Indie Game Area		3-C1	YO1 KOMORI GAMES
1-C4	Think Box Solutions	3-C1	Alex Rose	3-C1	YOX-Project
1-C4	Hanel Software Solutions	3-C1	Amazu Media	3-C1	YuShi Games (Shanghai)
1-C4	NTQ Solution	3-C1	Archive Entertainment	※Public Days Only	
1-C4	SahaGame (Vietnam Communications)	3-C1	Bertram Fiddle	3-C1	Magic Circuits
1-C4	Tien Phong TF	3-C1	Chorus Worldwide Limited	3-C1	Project CKX
1-C4	Tinhvan Outsourcing	3-C1	Critical Bit	3-C1	QUIZCAT GAMES
1-C1	INDONESIA GAME & ART STUDIOS	3-C1	Digital Furnace Games	3-C1	shiroenogu
1-C1	Ministry of Tourism and Creative Economy Republic of Indonesia	3-C1	Digital Happiness	3-C1	Team PSC
1-C1	Anantarupa Studios	3-C1	DMONGS	3-C1	ZENITH BLUE
		3-C1	Eastasiosoff limited		



4-1. Results of Business-Day Visitors Survey

Outline of Survey

[Survey Method]

A survey request was e-mailed to 22,002 (domestic), 1,468 (overseas) registered visitors on the Business Days. Replies were received at the Internet Research System "AIDA" operated by Nikkei BP Consulting.

[Survey Period]

Domestic :
Nov. 4, 2014~Nov.12,2014
Overseas :
Nov.12, 2014~Nov.20,2014

Data Reference



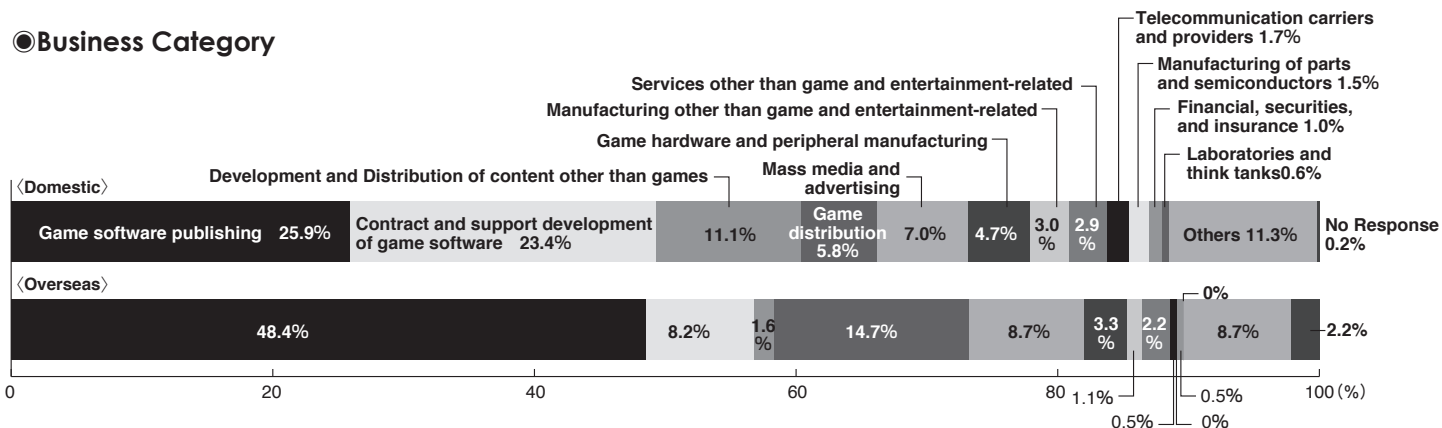
[Number of Responses]

Domestic : 1,894 (response rate : 8.6%)
Overseas : 184 (response rate : 12.5%)

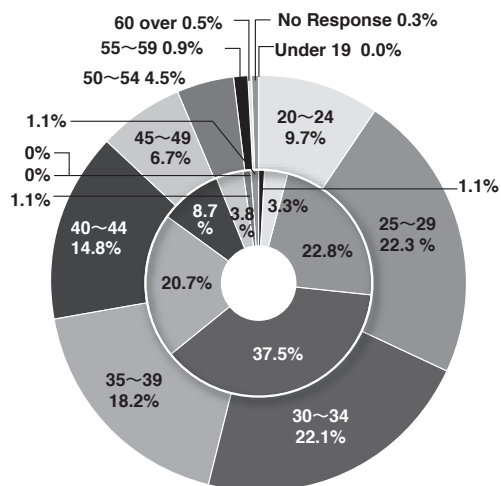
[Survey Organizer]

Nikkei BP Consulting, Inc.

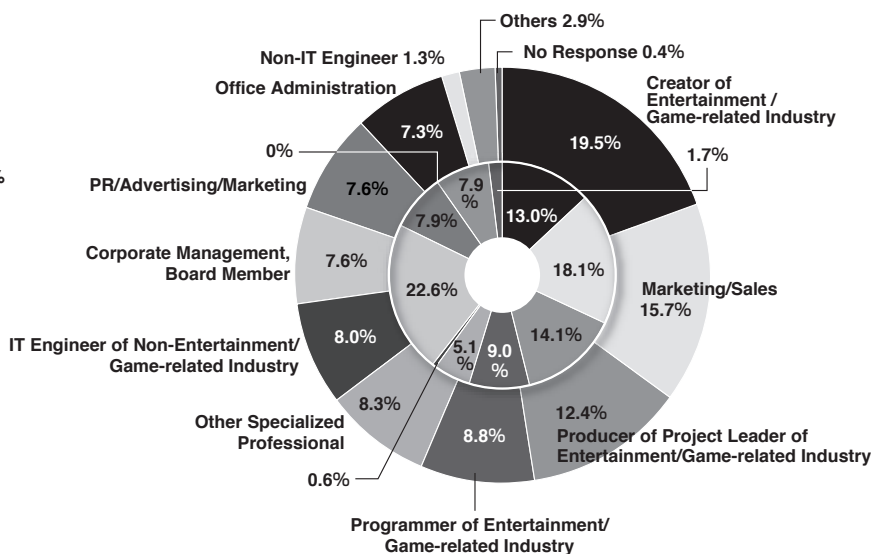
Business Category



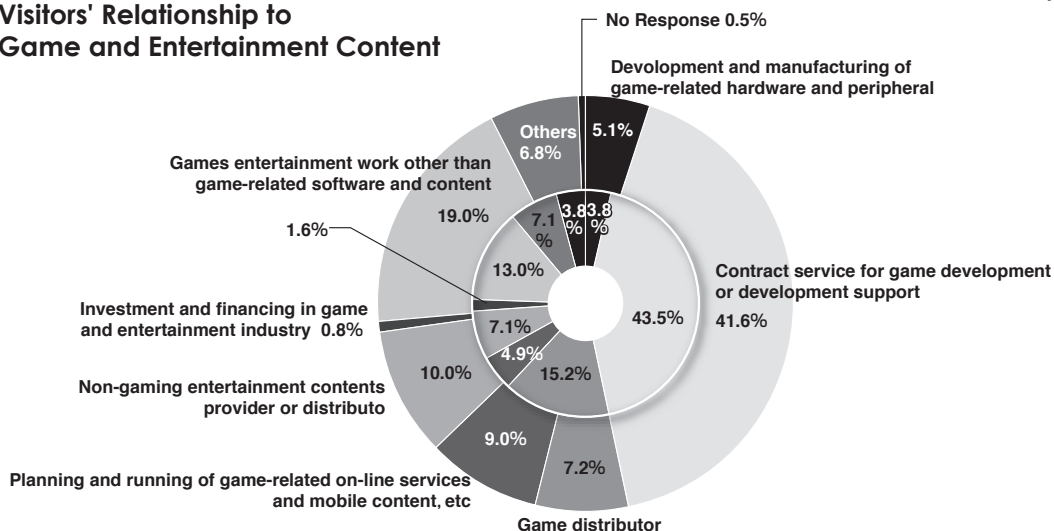
Age



Job Category

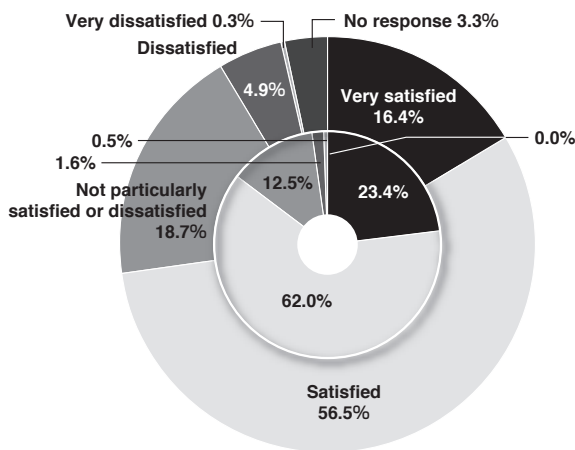


Visitors' Relationship to Game and Entertainment Content

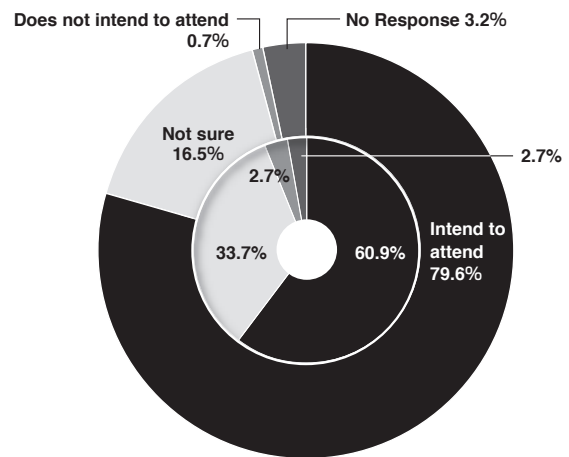


4-2.Results of Business-Day Visitors Survey

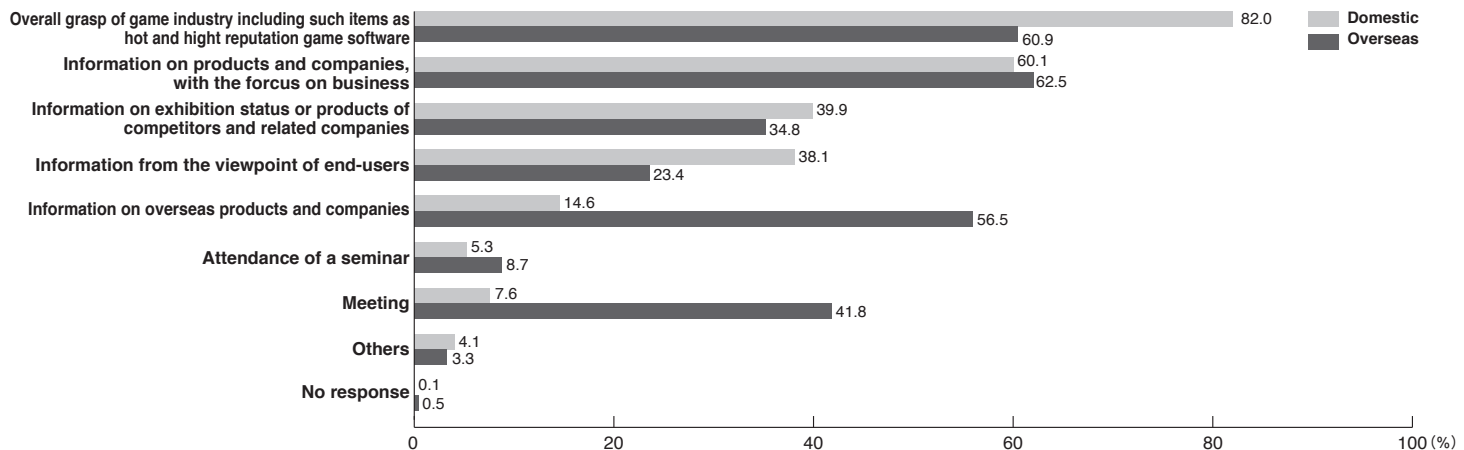
●Degree of Satisfaction



●Intention to Attend the Next Show



●Information You Wanted to Get at TGS 2014 (multiple answers)



●Business-Day Overseas Visitors Breakdown by Country and Region

Region	Country	%	Region	Country	%
Asia	China	23.8%	Europe	Norway	0.5%
	South Korea	20.1%		Russia	0.3%
	Taiwan	16.5%		Ireland	0.3%
	Hong Kong	6.0%		Austria	0.2%
	Singapore	3.8%		Danmark	0.1%
	Thailand	2.8%		Hungary	0.1%
	Indonesia	1.0%		Portugal	0.1%
	Malaysia	0.5%		Monaco	0.1%
	Philippines	0.4%		Ukraine	0.1%
	Vietnam	0.3%		Estonia	0.1%
	India	0.3%		the Netherlands	0.1%
	Nepal	0.1%		Australia	0.5%
	North America	United States		10.0%	Oceania
Canada		2.1%	Israel	0.4%	
Europe	United Kingdom	2.1%	Middle East	UAE	0.4%
	Germany	1.2%	Kuwait	0.4%	
	France	1.2%	Saudi Arabia	0.1%	
	Sweden	1.0%	Iran	0.1%	
	Spain	0.8%	Latin America	Argentina	0.1%
	Finland	0.6%		Colombia	0.1%
	Italy	0.5%		Mexico	0.1%
	Poland	0.5%	Unclear	0.4%	

※The breakdown of overseas visitors (1,555) that resitered on site during Business Day ※Except who have badges of guest,overseas press and exhibitors



4-3.Results of Exhibitors Survey

Outline of Survey

[Survey Method]

A survey request was e-mailed to all exhibitors. Replies were received at the Internet Research System "AIDA" operated by Nikkei BP Consulting.

[Survey Period]

Oct.23, 2014~Nov.4,2014

[Survey Organizations]

Nikkei BP Consulting, Inc.

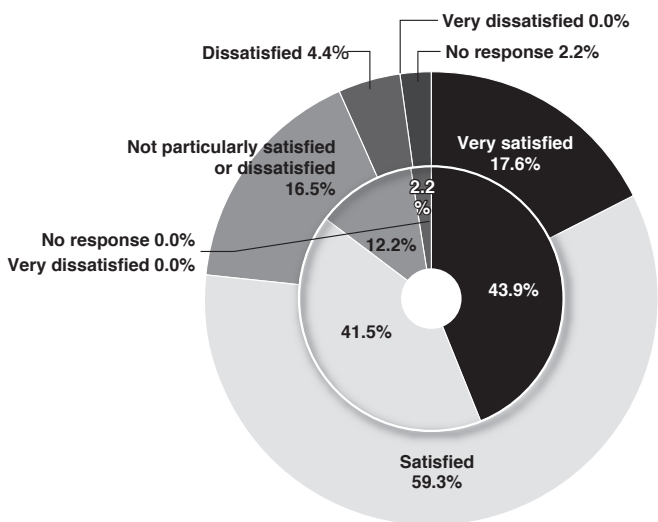
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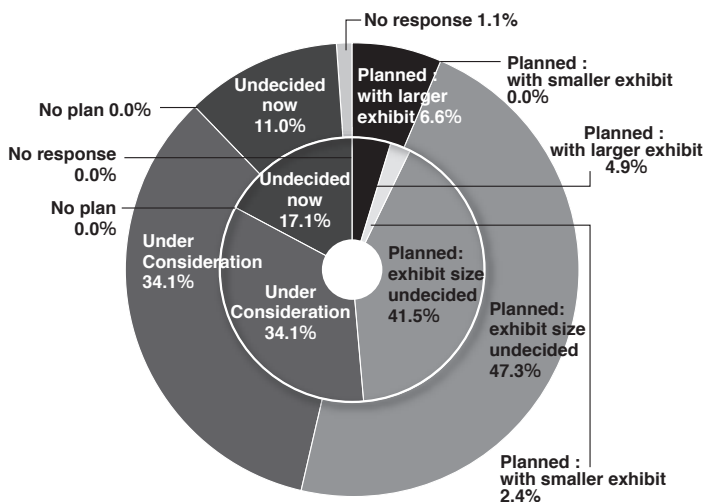
[Number of Responses]

Domestic : 91 Overseas : 41

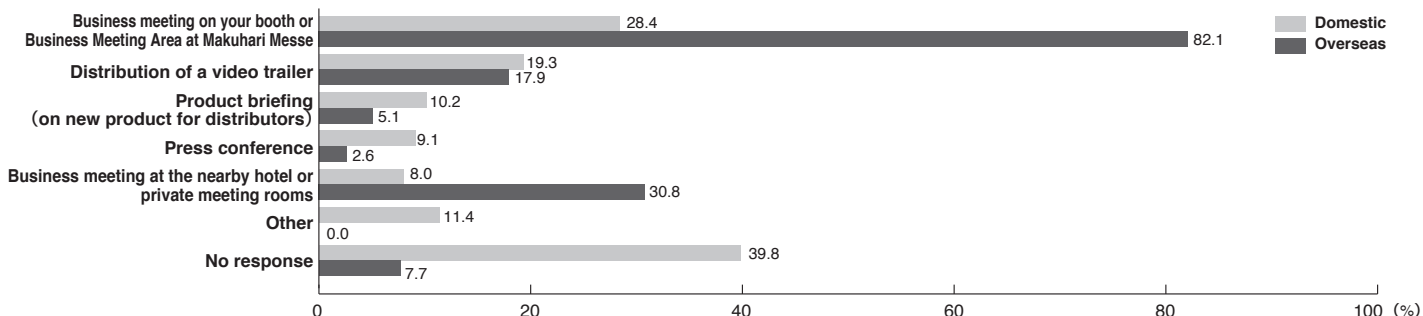
●Degree of Satisfaction



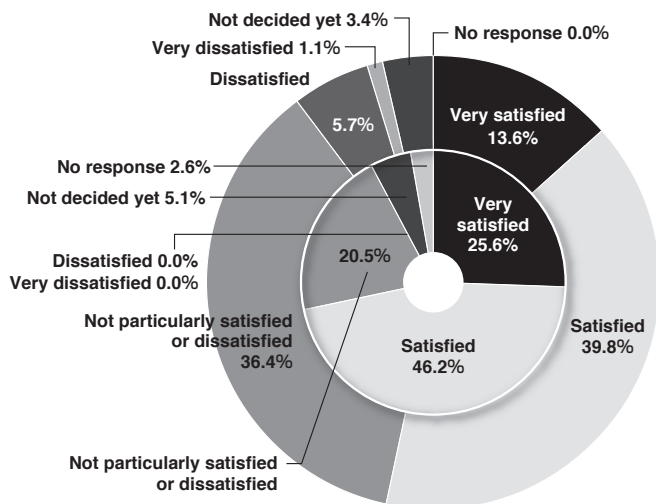
●TGS 2015 Exhibit Plans



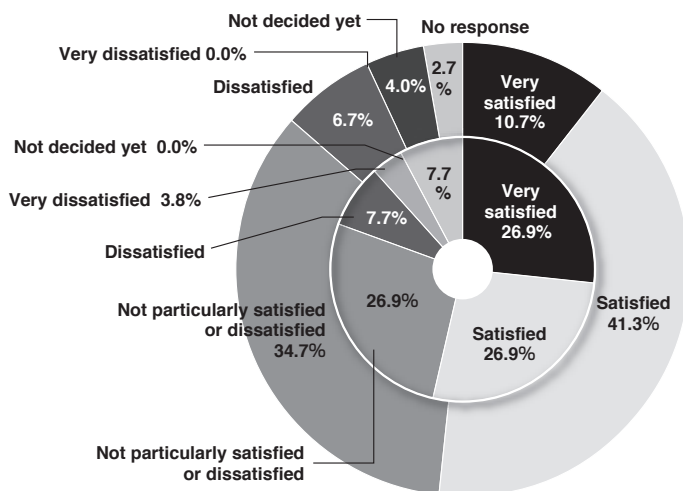
●Activities on Business Days (multiple answers)



●Exhibiting results (Business day)



●Exhibiting results (Public day)



5.Public Relations/Publicities

5-1 Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcasted

	TV	Radio	Newspaper	General Magazine/ Specialized paper magazine	WEB	Total
Before the Show	3	1	121	86	902	1,113
During the Show	62	6	177	14	1,681	1,940
After the Show	54	4	46	54	153	311
Total	119	11	344	154	2,736	3,364
2013	119	11	344	154	2736	3364

5-2 Number of Mediums and Reporters during the Show Period

Media Category	Sep.18(Thu)		Sep.19(Fri)		Sep.20(Sat)		Sep.21(Sun)		Total	
	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters
1 Web	255	648	154	492	139	334	104	295	652	1,769
2 Newspaper	30	59	21	27	6	7	4	4	61	97
3 News Agency	11	25	5	6	1	1	2	2	19	34
4 TV(Satellite TV//CATV)	20	43	15	39	4	6	-	-	39	88
5 TV(Terrestrial)	35	276	18	49	32	56	8	22	93	403
6 Editor/Freelance Writer/Others	23	57	13	31	14	15	4	4	54	107
7 Radio	16	32	10	28	6	8	5	5	37	73
8 Magazine	127	443	102	290	40	104	37	99	306	936
9 Overseas Media	208	485	202	419	136	248	84	141	630	1,293
Total	725	2,068	540	1,381	378	779	248	572	1,891	4,800
2013	Sep.19(Thu)		Sep.20(Fri)		Sep.21(Sat)		Sep.22(Sun)		Total	
	757	2,119	529	1,211	340	730	205	456	1,831	4,516

5-3 Breakdown of Overseas Media

Reported-to region	Number of Reporters				Cumulative Total Number of People				Number of Media				
	Sep.18	Sep.19	Sep.20	Sep.21	2014	2013	increase and decrease	2014	2013	increase and decrease	2014	2013	increase and decrease
Asia	China	61	78	58	45	242	96	146	△	56	39	17	△
	Japan**3	39	39	16	5	99	159	-60	▼	75	91	-16	▼
	Taiwan	34	25	19	9	87	63	24	△	51	37	14	△
	Singapore	30	19	10	10	69	40	29	△	20	16	4	△
	Hong Kong	27	26	8	5	66	67	-1	▼	48	42	6	△
	South Korea	13	20	20	12	65	54	11	△	22	20	2	△
	Thailand	19	9	2	-	30	19	11	△	16	8	8	△
	Indonesia	7	7	7	4	25	9	16	△	6	5	1	△
	Philippines	6	3	4	-	13	5	8	△	5	2	3	△
	Malaysia	3	2	4	-	9	14	-5	▼	11	9	2	△
Europe	France	49	33	5	3	90	131	-41	▼	39	47	-8	▼
	Spain	20	14	12	2	48	40	8	△	31	21	10	△
	United Kingdom	17	16	10	4	47	50	-3	▼	29	27	2	△
	Italy	19	16	5	4	44	61	-17	▼	27	28	-1	▼
	Germany	13	19	3	4	39	56	-17	▼	23	28	-5	▼
	the Netherlands	7	1	4	-	12	10	2	△	7	5	2	△
	Sweden	3	8	1	-	12	14	-2	▼	9	8	1	△
	Croatia	-	2	-	2	4	4	0	-	2	2	0	-
	Poland	1	1	1	1	4	5	-1	▼	4	3	1	△
	Russia	1	-	3	-	4	14	-10	▼	3	9	-6	▼
	Switzerland	2	-	-	-	2	3	-1	▼	2	2	0	-
	Norway**1	1	-	1	-	2	-	2	△	2	-	2	△
	Hungary	1	1	-	-	2	2	0	-	2	2	-	-
Turkey**1	2	1	-	-	3	-	3	△	2	-	2	△	
Middle East	Iran**1	1	-	-	-	1	-	1	△	1	-	1	△
	Dubai**1	-	-	-	1	1	-	1	△	1	-	1	△
North and Latin America	United States	72	41	27	18	158	197	-39	▼	65	85	-20	▼
	Mexico	11	12	5	5	33	51	-18	▼	15	18	-3	▼
	Canada	1	10	8	3	22	24	-2	▼	12	15	-3	▼
	Argentina	2	2	4	2	10	2	8	△	3	1	2	△
	Brazil	1	-	4	-	5	15	-10	▼	4	8	-4	▼
Dominica**1	-	-	1	-	1	-	1	△	1	-	1	△	
Oceania	Australia	22	14	6	2	44	59	-15	▼	36	20	16	△
Total	485	419	248	141	1293	1288**2	5	△	630	614**2	16	△	

△:increase ▼:decrease

**1: Last year's non-participating countries **2: includes TGS2013 participating/TGS2014 non-participating countries → Myanmar,Lithuania,Ireland,Denmark,Israel,Chili,New Zealand

**3: overseas media living in Japan

Outline of TOKYO GAME SHOW 2015

Period (scheduled) : Sep.17 (Thursday) - Sep.20 (Sunday)

Venue : Makuhari Messe

2-1 Nakasa, Mihama-ku, Chiba-city, Chiba Prefecture JAPAN

More Information..... <http://tgs.cesa.or.jp/english/>

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