

# TOKYO GAME SHOW 2016

Press Release

March 4, 2016

The Tokyo Game Show is Turning 20!

## TOKYO GAME SHOW 2016 Exhibition Outline Released!

This year's theme is "Press Start to Play the Future".

Many new sections including a VR Area.

Applications for exhibits are being accepted!

Dates: September 15 (Thursday) to September 18 (Sunday), 2016  
/ Venue: Makuhari Messe

Computer Entertainment Supplier's Association (CESA)  
Nikkei Business Publications Inc.

In cooperation with Nikkei Business Publications, Inc. (Nikkei BP), the Computer Entertainment Supplier's Association (CESA) has announced that it will be holding TOKYO GAME SHOW 2016 at Makuhari Messe for four days from Thursday, September 15th to Sunday, September 18th. Applications for exhibition booths are now being accepted.

The theme for TGS2016 is "**Press Start to Play the Future**". This theme conveys the idea that video games are changing the entertainment industry by breaking down various barriers including national and generational divides through diverse play styles and new technologies.

At TGS2016, a number of new sections will be setup for areas of increased interest. For example there will be Virtual Reality (VR) Area where VR-related products and games soon to enter the market will be on display, and AI Area where companies with advanced technologies and services related to artificial intelligence will be exhibited. At the Overseas Exhibition Area, in addition to Southeast Asia, where invitations for exhibitions have been promoted, there will be new areas including the "Eastern Europe New Stars Area" and "Latin New Stars Area" for companies in Eastern Europe and Latin America.

In order to increase opportunities for hands-on game play, which is something requested by many visitors, a special VR Experience Zone will be setup in the VR Area by organizers. In addition, those allowed to enter the Family Game Park (formerly called the Family Game Area) where parents and children are able to enjoy together has been expanded to include children up to junior-high school age along with their families. The lineup of games for play will be increased as well.

In order to widely transmit the latest information both inside and outside Japan, on top of increasing organizers projects, the contents of official video channels will be greatly improved. DWANGO (President: Takashi Araki), which is a special partner for TGS2016, will broadcast special programs starting in July prior to the event in addition to regular programs during the show through the "niconico" video service. In addition, official live programs from exhibitors will be supported free of charge during the event.\* Tokyo Otaku Mode (Representative: Tomohide Kamei) will cooperate by producing original English-language programs for those outside of Japan. \* Some conditions exist for free distribution support such as having at least 40 booths

### **The Tokyo Game Show Turns 20!**

The first Tokyo Game Show was back in 1996, making this the 20th anniversary! Last year, a new record of 480 companies and organizations participated, and we welcomed 270,000 visitors, which was the second highest ever. The Tokyo Game Show has grown into an international event where the latest news from Japan is transmitted throughout the world. A number of special exhibits and memorial session are planned for this 20th anniversary. More details will be announced later. You won't be disappointed.

TOKYO GAME SHOW 2016 Theme

# **“Press Start to Play the Future”**

The spread of the Internet and smartphones,  
the development of game live streaming and e-Sports,  
and new technologies such as virtual reality...

Video games are no longer just for “playing”.

They have been a “game changer” in the entertainment industry.

Video games bring innovation into our life, culture and society

across various boundaries

of generation and gender, time and space, languages and national borders.

This is the power of Games.

They can make an unimaginable future a reality.

TOKYO GAME SHOW 2016

The future begins here!

## ● Exhibition Areas and Organizer Events (TBD)

### ○ Halls 1 to 8

#### ● General Exhibition Area

This area exhibits digital entertainment products and services focusing on video game software.

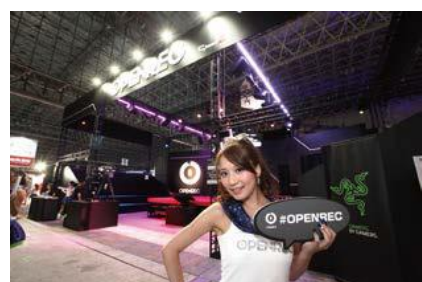
\* This section will be open "All 4 Days".



#### ● Smartphone / Social Game Area

This area introduces games for smart devices such as smartphones and tablets (iOS, Android, etc.) and games that can be played on mobile terminals and PC browsers.

\* This section will be open "All 4 Days".



#### ● Romance Simulation Game Area

This section introduces dating-simulation games designed for female players.

\* This section will be open "All 4 Days".



#### ● Family Game Park ★ Updated

This area contains games and related products that can be enjoyed by the whole family.

This year, the age restriction for entry has been expanded to junior-high school age children and their families.

There is also an exclusive area for kids elementary-age and younger, as well as shops and an exclusive food court.

\* Entry to this area is restricted to children of junior-high school age and younger with accompanying adults.  
This section will be open during "Public Day Only".



#### ● Game School Area

This section is designed to introduce future game creators to educational institutions such as video game schools, universities, and correspondence courses.

\* This section will be open "All 4 Days".



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- **AI Area** ★ **NEW**

This area exhibits software based on AI (artificial intelligence) technologies along with related hardware, games, and services.

\* This section will be open "All 4 Days".

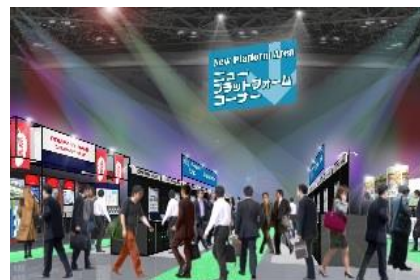


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- **New Platform Area** ★ **NEW**

This area showcases exclusive hardware such as STBs (set-top boxes), exclusive game software, services, and more.

\* This section will be open "All 4 Days".



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- **Halls 9 to 11**

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- **e-Sports Area** ★ **Updated**

Until last year, this area mainly contained e-Sports competitions held by organizers. This year, it has been updated to exhibit games, peripheral equipment, and related services.

In this area, there will also be a large stage where e-Sports competitions can be held by exhibitors.

\* This section will be open "All 4 Days".



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- **Game Device Area**

This area contains controllers, keyboards, mouse, headphones, and other devices and merchandise related to home-use video game equipment, handheld game devices, and PC games.

\* This section will be open "All 4 Days".



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- **Merchandise Sales Area**

This area is for sales of game-related products and software.

Some booths will be open "All 4 Days", and some will be open "Public Days Only".





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- **Indie Games Area**

This area is for independent game developers to introduce their completely original games for all platforms.

\* There are two types of exhibition plans available; "Type A", which is inexpensive and can be used by individuals (there is a screening process after application), and "Type B", which is for corporations only and is on a first-come-first-serve basis.

Please see the official website for more details about each exhibition



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- **Cosplay Area**

This is an area of the Cosplay section for exhibiting and selling cosplay products.

This section will be open during "Public Days Only".



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- **VR Area** ★ **NEW**

This area showcases software that uses VR (virtual reality) technologies, as well as related hardware, games, and services.

\* This section will be open "All 4 Days".



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- **Business-to-Business Exhibition Area / Organizer Events (TBD)**

- **Halls 1 to 8**

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- **Business Solutions Area**

This exhibition area is designed for game-related B to B companies.

- **Cloud Computing / Data Center Pavilion**

This area introduces cloud computing and data center services to support online infrastructures enabling social and network games.

Some booths will be open "All 4 Days", and some will be open "Business Days Only".



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- **Asia New Stars Area**

This section introduces companies that are "rising stars" in the Asian game industry including promising game startups. In cooperation with media partners from each country/region, promotions targeting Japanese companies are also planned.

Some booths will be open "All 4 Days", and some will be open "Business Days Only".



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- **Eastern Europe New Stars Area** ★New

This area introduces promising game startups from Eastern European countries including Poland, Croatia, Czech Republic, and Romania where there are many engineering college that provide advanced education in game development.

Some booths will be open “All 4 Days”, and some will be open “Business Days Only”.

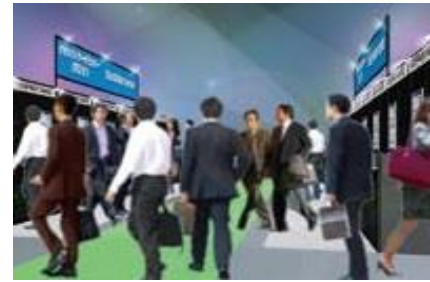


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- **Latin New Stars Area** ★ NEW

This introduces game startups from rising Central and South American markets including Brazil, Argentina, Chile, Columbia, and Costa Rica as well as Mexico.

Some booths will be open “All 4 Days”, and some will be open “Business Days Only”.



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- **International Conference Halls**

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- **Business Meeting Area**

This is a meeting space for conducting productive meeting in a relaxed atmosphere.

There will also be the “Asia Business Gateway” which connects exhibitors with Business Day visitors or exhibitors with other exhibitors.

This section is open during “Business Day Only”.



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- ◆ **Events Scheduled on Business Days Only**

- ◆ **“Asia Game Business Summit”**

This is an international conference where top people from the Asian game industry meet in order to expand video game business using market strategies focusing on Asia.



- ◆ **SENSE OF WONDER NIGHT 2016**

This is an international festival for presenting various ideas including game prototypes. Ideas are applied from around the world, and distinguished works can be presented to game industry people.



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◆ **“TGS Forum 2016”**

This is a conference aimed at visitors attending during the Business Days who are in the game industry and focuses on the latest trends in video game technologies and business operations.



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◆ **“International Party”**

On the evening of the second Business Day (September 16th), there will be a networking party aimed at promoting business exchange among visitors and exhibitors from various countries with exhibitors from Japan.



## ◆ Other Information

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### **Food Court and Rest Area**

There is a Food Court / Rest Area located in the Event Hall between Halls 1 to 8 and Halls 9 to 11. There are approx. 5,000 seats available, and these can be used for eating or taking a break. Benches will be allocated on the second floor of each hall. This is for increasing areas for sitting and resting.

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- ※ The above contents are as of March 4, 2016. Contents and halls may be changed according to the preparation situation and exhibition application status.
- ※ All photos are for reference only.
- ※ Details related to each area and organizer event will be announced via future press releases.



## ■ Event Outline

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Event Title:	TOKYO GAME SHOW 2016
Organizer:	Computer Entertainment Supplier's Association (CESA)
Co-Organizer:	Nikkei Business Publications, Inc.
Sponsor:	Ministry of Economy, Trade and Industry (TBD)
Special Partner:	DWANGO Co., Ltd.
Dates & Times:	September 15 (Thursday) Business Day 10:00 – 17:00 September 16 (Friday) Business Day 10:00 – 17:00 * Admission during Business Days is restricted to trade visitors and members of the press. September 17 (Saturday) Public Day 10:00 – 17:00 September 18 (Sunday) Public Day 10:00 – 17:00 * Doors may open at 9:30 a.m. on Public Days depending on the situation.
Venue :	Makuhari Messe (Mihama-Ku, Chiba City, Chiba Prefecture) Exhibition Halls 1 to 11 / Event Hall / International Conference Halls
Expected Number of Visitors:	230,000
Expected Number of Booths:	2,000
Admission:	Adults (Junior-high school age and older) On-site 1,200 yen (Advanced Purchase: 1,000 yen)
(Public Days)	Elementary school age and younger: Free

## ■ Exhibitor Application Schedule

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Exhibition Application Deadline: May 31, 2016 (Tuesday)

Booth Location Meeting: June 21, 2016 (Tuesday)  
For exhibitors who apply for 40 or more booths  
July 1, 2016 (Friday)  
For exhibitors with less than 40 booths

Exhibitor Briefing: July 1, 2016 (Friday)