



TOKYO GAME SHOW 2016

Press Start to Play the Future

Press Release

July 8, 2016

First Official TGS Supporters Determined for the 20th Anniversary!

**Already 301 Exhibitors for
TOKYO GAME SHOW 2016
(As of July 1st)
Most Exhibitors in TGS History Expected!**

**Advanced Purchase of Public Day Tickets Go on Sale Sunday, July 10th at 10 AM
TGS Supporters Club Tickets Go on Sale Sunday July 10th at Noon**

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

TOKYO GAME SHOW 2016 (Organizer: Computer Entertainment Supplier's Association [Abbreviation: CESA, Chairman: Hideki Okamura], Co-Organizer: Nikkei BP [President: Suguru Niinomi], Period: September 15 to 18, Venue: Makuhari Messe / hereafter "TGS2016") would like to hereby notify the number of exhibiting companies and organizations as of July 1st, provide information related to the determination of the first official supporters for TGS, and provide information related ticket sales for this year's show.

As of July 1st, the number of exhibiting companies is 301. This is much higher than the 242 companies at this same time last year, where a total of 480 companies and organizations participated. Since about 200 more companies will be added both to the Indie Games Area and from overseas, we expect to there to be a new record number of exhibitors this year. Makers that are going to be releasing new products and software in the fall will be exhibiting one after another, and it seems that the scale of exhibitions in the newly established VR Area will be larger than expected. As of this moment, companies from at least 22 countries and regions from around the world will be participating including Ireland, the UAE, Israel, Indonesia, the UK, the Netherlands, Canada, South Korea, Singapore, Spain, Taiwan, China, Chile, Germany, Finland, Brazil, the United States, Vietnam, Poland, Hong Kong, Macau, and Malaysia, and this number is expected to increase.

At TGS2016, the latest news related to various exciting categories for computer entertainment including new game hardware that is going to be released in the near future, games scheduled for release on new platforms, as well as news related to smartphones, computers, and VR (virtual reality) devices will be disseminated from Tokyo to the rest of the world. Don't miss it!

First Official Supporters of the Tokyo Game Show Determined!

The game commentary and music production unit "**M.S.S Project**" and the girl idol group "**Wa Suta**" have been chosen as official supporters of TGS2016.

This is the first time that the Tokyo Game Shows has had "Official Supporters". The intent is to draw attention to the 20th anniversary of the Tokyo Game Show from a wide range of people.

Starting in July of 2016, these supporters will begin appearing on pre-programs that are planned to be broadcast live through the "TGS2016 Official Video Channel" of the niconico video service (first program will start at 6 p.m. on July 6th). These supporters will also appear in live programs at Makuhari Messe, which is the venue for TGS2016, from September 15th to 18th. Contents for introducing TGS2016 will also be developed using various media.

[Comment from the M.S.S Project]

"Supooooooooon! What's up, everyone!
This is the M.S.S Project. It is not an exaggeration to say that, for the four of us, gaming is our life! It is a huge honor for us to be official supporters of the Tokyo Game Show!
Our goal is to convey the joy of gaming to as many people as possible."



[Comment by Wa Suta]

"The five of us have grown up playing video games, so it is a big part of our lives.
For us, though, the Tokyo Game Show has always seemed to be a place only for "hard-core" gamers. We didn't think we would be allowed to come here.
Our desire is to appeal the attraction and fun of gaming through our activities as official supporters to others like us so that they will have even more interest in games!"



■ M.S.S Project Profile

Game commentary and music production unit from the Game Video Category, which represents about 40% of niconico video, consisting of four members; FB777, KIKKUN-MK- II , Aromahotto, and eoehoh. In harmony with the name "Middle Second Sickness Project", their commentary style is always excited and animated. In addition to official live broadcasts through niconico, they also have been successful promoters of games for many major game makers at the Tokyo Game Show, and have livened up many events. This group has also provided the music for a variety of games, TV dramas, and animations.

■ Wa Suta Profile

Established on March 29, 2015 as the fourth idol group from the AVEX idol label "iDOL Street", the five members of this group are Hazuki Sakamoto, Nanase Hirokawa, Miri Matsuda, Ririka Kodama, and Luka Mishina. The group name, "Wa Suta", is an abbreviation for "The World Standard". Their major debut was "The World Standard" on May 4, 2016. In addition to their cute appearance, the sound produced by the female creators and their interesting concept work has made them extremely popular, and they are now targeting the world market as digital native idols. They are broadcasting KAWAII Japan Idol Culture to the rest of the world through their SNS and real idol activities.

TGS2016 "Public Day" Ticket Information!

TGS Supporter's Club Tickets to be Sold via the Internet and a Special Telephone Line

"Advanced Purchase" of Public Day Tickets (1,000 yen including tax) will go on sale Sunday, July 10th at 10:00 am.

"TGS2016 Supporter's Club Tickets" (3,000 yen including tax with special benefits), which sell quickly every year, will go on sale via the internet and an exclusive telephone line on a first-come-first-served basis. Primary sales start Sunday, July 10th at noon, and secondary sales will begin Saturday, July 16th from noon. Business Day advanced registration for those related to the game industry will start from the end of July.

* For more details related to ticket information, see the next section and visit the official site (<http://tgs.cesa.or.jp/>).

[Advanced Purchase of Public Day Tickets]

- **Sales Period:** July 10th (Sunday) 10:00 am to September 16th (Friday)

- **Price:** Adults (Junior-high school age and older) 1,000 yen (including tax)

- **Sales Locations:** Ticket PIA [P Code: 990-449] (PIA, Circle K / Sunkus, 7-Eleven), Lawson Ticket [L Code:32222] (Lawson, MINISTOP), 7-Eleven Ticket [7 Code:047-743] (7-Eleven), JTB Entertainment Ticket (JTB, 7-Eleven, FamilyMart, Circle K / Sunkus), e+ (FamilyMart, 7-Eleven) Rakuten Ticket, T Ticket, Nikkei BP Bookstores, other famous game stores and complex cafes throughout Japan, and more

[TGS Supporter's Club Tickets]

- **Benefits:** Custom TGS2016 Supporter's Club t-shirt and original pin badge, and permission to enter in the morning without having to wait in line

- **Sales Period:** Primary sales July 10th (Sunday) 12:00 a.m. to 11:59 p.m.
*First-come-first-served basis
Secondary sales July 16th (Saturday) 12:00 p.m. to 11:59 p.m.
*First-come-first-served basis

- **Price:** 3,000 yen (including tax)

- * "TGS2016 Supporter's Club Tickets" are limited. Orders will stop being taken once the predetermined number has been reached, even if it is still during the reception period.
- * To receive these benefits, this ticket is required even for those of elementary school age and younger (excluding infants).
- * Starting this year, the name of the purchaser will be printed on the ticket. Confirmation will be made on site, so please bring proof of ID.

* For details about the procedure for purchasing and cautions, please visit the official site (<http://tgs.cesa.or.jp/>) and go to **"Public Day" ⇒ "Visitors" ⇒ "Tickets (Public Day)"**.

◆ "Business Day" Ticket Information

The Tokyo Game Show 2016 Business Day uses a registration system. Persons with a Business Day pre-registration voucher will be admitted free of charge. If you do not have a voucher, visit the TGS official site and go to **"Business Day" ⇒ "Business Day Entrance Method"** to gain entry. Pre-registration is only available to people from the game industry who receive eligibility screening and pass an examination. Acceptance will begin from the end of July. Pre-registration will allow you to gain entry on September 15th (Thursday) and 16th (Friday). The pre-registration fee is 5,000 yen (including tax).

In addition, during the Business Days, there is an "Asia / Business Gateway" appoint system that allows business visitors to engage in business meetings, and a "Business Day Gold Pass" that allows access to the "Business Lounge" at the International Conference Halls on the second floor. For those who have a Business Day pre-registration voucher, the price of the pass is 20,000 yen (including tax), and for those without a Business Day pre-registration voucher, the price including the Business Day pre-registration fee is 25,000 yen (including tax). Orders for the "Business Day Gold Pass" will begin at the end of July.

■ "Tokyo Game Show 2016" Exhibition Outline

Name: TOKYO GAME SHOW 2016
 Organizer: Computer Entertainment Supplier's Association (CESA)
 Co-Organizer: Nikkei BP
 Special Partner: DWANGO
 Dates & Times: September 15 (Thursday) & 16 (Friday), 2016
Business Day 10:00 a.m. – 5:00 p.m.
 * Entrance during Business Days is restricted to corporate visitors and members of the press.
September 17 (Saturday) & 18 (Sunday), 2016
Public Day 10:00 a.m. – 5:00 p.m.
 * 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 people
 Admission: Adults (Junior-high school age and older)
 Same Day 1,200 yen (Advanced Purchase: 1,000 yen)
 (Public Days) Elementary school age and younger: Free

