



# TOKYO GAME SHOW 2016

Press Start to Play the Future

Press Release

September 15, 2016

## Tokyo Game Show 2016 Starts Today!

**Featuring a record 614 companies and organizations from 37 countries and regions!**

**Announcing the true start of VR!**

**TGS is now a hub of the global video game market**

Computer Entertainment Supplier's Association

Nikkei Business Publications

The Tokyo Game Show 2016 (Organizer: Computer Entertainment Supplier's Association [CESA, Chairman: Hideki Okamura], Co-organizer: Nikkei Business Publications [President: Suguru Niinomi], Dates: September 15 to 18, Venue: Makuhari Messe; henceforth TGS2016) starts today, and will be held for four days from September 15th (Thu) to the 18th (Sun). The first two days (15th, 16th) are business days for video game industry insiders and the press, while the latter two days (17th, 18th) are public days.

A record 614 companies and groups from 37 countries and regions are exhibiting at the Tokyo Game Show 2016. Breakdowns are 269 Japanese and 345 foreign companies. (Last year there were 234 Japanese and 246 foreign companies.) Moreover, the number of displayed titles for which there were advance applications is 1,523.

Also, 35 companies from 6 countries and regions are exhibiting in the newly set up VR (Virtual Reality) Area. The total number of displayed VR titles at TGS2016 will be 110.

### [Tokyo Game Show 2016 Advance Statistics]

(as of September 14th, 2016)

<b>Exhibitors</b>	<b>: 614 (last year: 480)</b>
<b>Exhibition stands</b>	<b>: 1,939 (last year: 2,009)</b>
<b>Countries and regions represented</b>	<b>: 37 (last year: 37) *record</b>
<b>Displayed titles</b>	<b>: 1,523 (last year: 1,283)</b>

Tokyo Game Show 2016 Countries and Regions Represented							
<b>Asia and Oceania (17 countries and regions)</b>							
UAE	Israel	India	Indonesia	Australia	South Korea	Singapore	Thailand
Taiwan	China	Philippines	Vietnam	Hong Kong	Macao	Malaysia	Myanmar
Japan							
<b>The Americas (6 countries)</b>							
Argentina	Canada	Chile	Brazil	United States	Mexico		
<b>Europe (13 countries)</b>							
Ireland	Italy	United Kingdom	Netherlands	Switzerland	Sweden	Spain	Germany
Finland	France	Belgium	Poland	Romania			
<b>Africa (1 country)</b>							
Egypt							

## ◆ **The Expanding Role of the Tokyo Game Show in the Global Video Game Market**

This year's Tokyo Game Show will be featuring a record-breaking 345 foreign exhibitors, which will make up the majority of the 614 total exhibitors. Suggested reasons are that with the video game industry expanding on a global scale thanks to the birth of smartphones and new VR platforms, foreign companies are seeking meetings with Japanese companies which possess excellent content, and are exploring international collaborations. The Tokyo Game Show has even become a hub that provides a location for meetings between foreign companies. Moreover, the number of independent game companies exhibiting this year has increased to 119 (last year there were 98), of which 60% are foreign indie game developers. Now that video games can easily be published online, indie game developers themselves are increasingly participating in game exhibitions around the world, and actively promoting their products.

## ◆ **Enjoying Games in New Ways as Entertainment Changes. VR Provides the Spark**

With the motto of "Press Start to Play the Future", this year's Tokyo Game Show will allow you to experience the front lines of the rapidly changing ways of gaming, with a focus on the newest technologies such as VR and AI. Entertainment from all genres will be assembled at the venue, from the newest games that use VR technology, which is expanding the possibilities of games to allow for never seen experiences, to casual apps for playing anytime and anywhere at your own leisure with smart devices such as smartphones. Moreover, a new gaming culture is establishing itself in which people can view, experience, and root on players in games aside from just playing on one's own, with e-Sports where pro gamers make the sparks fly, to live online streaming of one's own play videos with commentary. You will realize that new forms of entertainment and communication are emerging that surpass the boundaries of past games.

The Tokyo Game Show is offering to the world the excitement and joy of computer entertainment. Look forward to it!

## [Trends in Titles Scheduled for Display]

About 30% of the titles (including goods) scheduled for display in 2016 are for iOS and Android, which points to the continued popularity of the smartphone game market following last year. Furthermore, aside from VR titles, the number of titles for PC and from Steam are also increasing, providing new titles in various genres such as smartphones, home consoles games, mobile, and PC.

### [Titles Scheduled for Display, by Platform and Genre] (as of September 14th, 2016)

Platform		Titles	
		2016	2015
iOS		220	252
Android		203	252
Other smartphones		15	6
Feature phones		-	8
Nintendo 3DS		36	29
Nintendo DS		-	0
Wii U		13	23
Wii		-	1
PlayStation4		116	103
PlayStation3		15	39
PlayStation Vita		48	62
PlayStation Portable		-	1
Xbox One		30	27
Xbox 360		-	7
PC		178	135
PC browser games		21	28
Steam		74	23
Other* (merchandise, etc.)		444	287
VR-related	PS VR	29	All VR titles from 2015 are included in "Other*"
	HTC Vive	30	
	GEAR VR	24	
	Other VR	7	
	Oculus Rift	20	
Total		1523	1283

Genre	Titles	
	2016	2015
Action	205	208
Roll playing	127	189
Simulation	105	122
Puzzle	76	62
Adventure	91	70
Sports	27	8
Shooting	34	42
Action shooting	40	14
Action roll playing	54	21
Action adventure	36	15
Racing	7	6
Other (genre)	159	222
Development tools	27	41
Peripheral devices	-	1
Other (goods)	381	262
Indie games (Only type A)	154	※
Total	1523	1283

\* Indie games (type A and B) from 2015 are all sorted into their respective genre.

#### Game Trials for some Titles at the Tokyo Game Show 2016 Venue

In accordance with our utilization of the ratings systems of the CESA code and CERO code, "Z category" titles and titles that include wording equivalent to "Z category" are restricted to those 18 years of age or older at the Tokyo Game Show 2016. If you wish to test-play age-restricted titles, you will need to present an age verification document (driver's license, passport, student ID, etc.). We ask that persons 18 years of age and older bring with them one of the above documents.

## ■ "Tokyo Game Show 2016" Exhibition Outline

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Name: TOKYO GAME SHOW 2016  
Organizer: Computer Entertainment Supplier's Association (CESA)  
Co-Organizer: Nikkei BP

\*TOKYO GAME SHOW 2016 is sponsored by JLOP, METI.

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

