



# TOKYO GAME SHOW 2016

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## Official Report

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# TGS2016 : outline (1)

- Name** : TOKYO GAME SHOW 2016
- Theme** : Press Start to Play the Future
- Organizer** : Computer Entertainment Supplier's Association (CESA)
- Co-Organizer** : Nikkei Business Publications, Inc (Nikkei BP)
- Special Supporter**: Dwango Co., Ltd.
- Period** : Business Day Sep.15 (Thu.)-Sep.16 (Fri.)  
From 10:00 a.m- to 5:00 p.m.
- : Public Day Sep.17 (Sat.)-Sep.18 (Sun)  
From 9:30 a.m- to 5:00 p.m.
- Venue** : Makuhari Messe (Mihama-ku, Chiba-shi, Chiba)  
Exhibition Halls 1-11 (exhibition area: about 72,000 square meters)  
／ International Conference Hall ／ Event Hall

# TGS2016 : outline (2)

## **Number of exhibitors :**

614 < Domestic:269,Overseas:345 >

480 < Domestic:234,overseas:246 > (in 2015)

Exhibitor List → <http://expo.nikkeibp.co.jp/tgs/2016/business/en/map/list/index.html>

Floor Map → <http://expo.nikkeibp.co.jp/tgs/2016/public/en/map/index.html>

## **Exhibiting countries and regions:37 (32 in 2015)**

Asia,Middle East and Oceans

North and Latin America

Europe

## **Number of booths: 1,939 booths (2,009 in 2015)**

**Exhibited Titles: 1,523 titles** <Number of advance registrations>

**Admission Fees:** Business Day:Individuals with a Complimentary  
Business Day Registration Ticket are admitted free.  
General visior: Ticket sold in advance ¥1,000(incl.tax)  
Ticket valid on the day ¥1,200 (incl.tax)

# Number of Titles

By Platform		
iOS	220	
Android	203	
Others (Smartphone)	15	
Featurephone	-	
Nintendo 3DS	36	
Nintendo DS	-	
Wii U	13	
Wii	-	
PlayStation4	116	
PlayStation3	15	
PlayStation Vita	48	
PlayStation Portable	-	
Xbox One	30	
Xbox 360	-	
PC	178	
Browser Game	21	
Steam	74	
Others※	444	
VR	PS VR	29
	Oculus Rift	30
	HTC Vive	24
	GEAR VR	7
	Other VR	20
<b>Total</b>	<b>1,523</b>	

By Genre	
Action	205
Role Playing Game (RPG)	127
Simulation	105
Puzzle	76
Adventure	91
Sports	27
Shooter	34
Action Shooter	40
Action RPG	54
Action Adventure	36
Racing	7
Others (genre)	159
Development Tools	27
Peripherals	-
Others (goods)	381
Indie Game (Only Type A)	154
<b>Total</b>	<b>1,523</b>

# Number of Visitors

	2016	2015	2014
<b>Business Day</b>	Sep.15 (Thu)	Sep.17 (Thu)	Sep.18 (Thu)
	<b>31,399</b>	29,058	27,786
	Sep.16 (Fri)	Sep.18 (Thu)	Sep.19 (Thu)
	<b>33,634</b>	29,557	28,647
<b>Public Day</b>	Sep.17 (Sat)	Sep.19 (Thu)	Sep.20 (Thu)
	<b>98,074</b> (including 11,294 in Family Area)	97,601 (including 10,360 in Family Area)	92,308 (including 5,951 in Family Area)
	Sep.18 (Sun)	Sep.20 (Thu)	Sep.21 (Thu)
	<b>108,117</b> (including 14,485 in Family Area)	112,230 (including 14,517 in Family Area)	103,091 (including 9,245 in Family Area)
<b>Total</b>	<b>271,224</b> (including 25,779 in Family Area)	<b>268,446</b> (including 24,877 in Family Area)	<b>251,832</b> (including 15,196 in Family Area)

## Business-Day Overseas Visitors Breakdown by Country and Region

Region	Country	%	Region	Country	%
Asia	China	30.9%	Europe	Austria	0.1%
	South Korea	14.8%		Belgium	0.1%
	Taiwan	15.2%		Hungary	0.1%
	Hong Kong	4.4%		Ireland	0.1%
	Singapore	4.2%		Czech	0.1%
	Malaysia	2.9%		Lithuania	0.1%
	Thailand	1.4%		Portugal	0.1%
	Indonesia	1.3%		Italy	0.04%
	Vietnam	0.6%		Ukraine	0.04%
	Phillippines	0.3%		Estonia	0.04%
	India	0.1%		Oceania	Australia
	Macau	0.04%	Palau		0.04%
North America	United States	9.8%	Middle East	Israel	0.6%
	Canada	0.3%		UAE	0.4%
Europe	United Kingdom	1.7%		Saudi Arabia	0.3%
	Germany	1.5%		Kuwait	0.2%
	France	0.8%		Turkey	0.1%
	Malta	0.8%	Latin America	Mexico	1.3%
	Finland	0.7%		Chile	0.3%
	Spain	0.7%		Brazil	0.2%
	Sweden	0.5%		Argentina	0.1%
	Poland	0.3%		Aruba	0.04%
	Russia	0.3%	Africa	South Africa	0.04%
	the Netherlands	0.3%	Unclear		0.3%
	Norway	0.3%			

The breakdown of overseas visitors (2,290) that registered on the site during Business Day. Except who have been badges of guest, overseas press and exhibitors.

# Areas

- General Exhibition Area
  - International Pavilions
- Merchandise Sales Area
- Game School Area
- Smartphone Game & Social Game Area
- Romance Simulation Game Area
- Game Device Area
- Asia New Stars Area
- Eastern Europe New Stars Area
- Latin America New Stars Area
- Indie Game Area
- e-Sports Area
- VR Area
- AI Area
- Family Game Park
- Business Solution Area
- Cloud/Data Center Pavilion
- Business Meeting Area

# Organizer's Projects

## e-Sports Stage

Location: Exhibition Hall 11, Special Stages A and B

This e-Sports Tournament –welcoming its fifth show this year– is an international competition held across Stage A and Stage B, featuring top teams and players from all over Japan and abroad aiming to win six game titles. In 2016, the competition platforms included not only PCs, but they also extended to home consoles and smartphones as well, constituting a multi-platform event. These stages reflected the great popularity of e-Sports even in Japan, with a record 5,699 visitors attending the special stages across the two Public days. Also, including the viewers watching the tournament from outside the main event area, approximately 30,000 visitors were able to enjoy this superb e-Sports experience.



Gaming Title	Event Name
Sudden Attack	SAJCL (Sudden Attack Japan Champions League) 2016 Final Stage & Japan-Korea Exhibition Match 2016 Final
LIMITS	LIMITS e-Sports Stage
Street Fighter V	Cyber Games Asia: Capcom Pro Tour 2016: Japan Cup
Alliance of Valiant Arms (AVA)	AVA-RST 2016 Season 2 Demolition/ Escort Offline Final Stage in Tokyo Game Show 2016
Gyakuten Othellonia	Enchant! Othellonia Battle - 2016 in TGS -
Hearthstone: Heroes of Warcraft	e-Sports Challenge Series: Japan vs. South Korea Hearthstone Matchup

# Organizer's Projects

## Official Video Channel

Official videos for the duration of TGS 2016 were broadcast through Dwango's niconico for users in Japan, and via Twitch for users abroad.

For users in Japan, a preview channel was launched from July as the TGS 2016 Official Video Channel. The appointed Official Supporters, girl idle group Wa-suta and gaming band M. S. S Project, performed in the preview channel and live streaming shows, delivering exciting TGS 2016 content over the Internet.

On niconico, 13 programs were broadcast before and after the event. Thanks to the newly implemented initiatives, such as the acquisition of official supporters, launch of the preview channel, and the like, the total number of visitors increased from last year's 530,000 people by 60%, reaching approximately 840,000 visitors.

For overseas users, Tokyo Otaku Mode has broadcasted the latest on Japanese pop culture to overseas game fans around the world, across four days during the event.



# International Projects

## International Party + Indie Night

**Date:** September 16th (Fri) 17:30 to 20:30

**Location:** International Conference Hall IF Lounge

**Sponsored by:** Sony Interactive Entertainment

An International Party that has received great acclaim every year as an excellent forum for international exchange.

This year, the event was organized as an International Party + Indie Night aimed at exhibitors from Japan and abroad, exhibitors from the Indie Game Area, finalists from Sense of Wonder Night (SOWN), and members of the press. Amid a casual and friendly atmosphere, more than 400 people took part in this highly fulfilling forum of international exchange on the last Business Day.



# International Projects

## Sense of Wonder Night (SOWN) 2016

Location: Exhibition Hall 11, e-Sports Stage

In collaboration with: The International Game Developers Association Japan (IGDA Japan chapter)  
Sponsored by: Sony Interactive Entertainment  
Equipment supplied by: PC Koubou

Sense of Wonder Night (SOWN), an event geared at uncovering new game ideas, welcomed its ninth showing this year and was held from 17:30 on the final day of the event. Starting from this year, the free applications for SOWN and the Indie Game Area have been integrated to create a seamless process. Selections were made for SOWN from the 69 groups and individuals taking part as exhibitors in the Indie Game Area, resulting in eight group finalists from eight countries/regions showcasing their games.

One game was presented by each of the countries of Argentina, Canada, Great Britain, France, Japan, Singapore, Taiwan, United Kingdom and United States. The venue saw 375 attendees with a higher attendance from Japanese visitors, compared to overseas visitors, based on a ratio of 2:1, constituting a successful event with a strong international presence.



# International Projects

## Indie Game Area

**Location:** Exhibition Hall 9

**Special sponsor:** Sony Interactive Entertainment

In collaboration with: The International Game Developers Association Japan (IGDA Japan chapter)

The area provides a forum for independent game developers from around the world to showcase their original titles, this time reaching a record 322 applications from over 40 countries/regions. After the selection process, 69 independent game developers from 21 countries/regions were chosen to present their games at the event. Thanks to sponsorship by Sony Interactive Entertainment, they were able to exhibit their games for free. Including exhibitions in this area by other companies, an unprecedented record of 117 titles were showcased at this event.



### **Participating countries/regions (in alphabetical order):**

Argentina, Australia, Belgium, Canada, China, Egypt, France, Germany, Italy, Japan, Korea, the Netherlands, Philippines, Poland, Romania, Singapore, Switzerland, Taiwan, Thailand, United Kingdom and United States.

# BtoB Functions



## Business Meeting Area/Business Lounge

**Location:** International Conference Hall – Convention Hall/International Conference Room

On this occasion, thanks to the enhancement of the venue's meeting area, the exhibitor meeting spaces 'Business Meeting Area' and 'JETRO Corner' were set up in the Convention Hall and 'Business Lounge' of the International Conference Room.

Meetings were held in the Business Meeting Area using Meeting Booths and Basic Table Space, among 43 companies and 12 buyers (Canada, China, France, Germany, India, Indonesia, Mexico, Thailand, United Arab Emirates and the United States) invited by the Japan External Trade Organization (JETRO). The Exhibitor's Meeting Space –designed to support and promote business exchanges among exhibitors– witnessed many positive discussions. From within these, there were 302 meetings held between Japanese companies and overseas companies within the same meeting space, constituting a high percentage of 55%, plus 38% of the total number of meetings taking place only among overseas companies. This achieved a high rate of 93% of business meetings involving international companies.

In order to support the various needs of the meetings at TOKYO GAME SHOW 2016, Business Matching Coordinators and 13 members of multilingual staff, capable of speaking two or more languages, were dispatched to the Business Meeting Area and Business Lounge, thereby strengthening the hospitality provided to both exhibitors and Business Day visitors.

The area also provided drinks (water coolers and coffee), Wi-Fi connection, and two interpreters (Japanese to English/Chinese/Korean, and vice versa), all available for free as requested basis. There were 30 requests for interpreters across the two days, amounting to a total of 17 hours of interpreting services.

# BtoB Functions

## TGS Appointment System (Asia Business Gateway)

This year marked the fifth year since the launch of the TGS Appointment System ‘Asia Business Gateway.’ This system has been implemented as a business promotion tool aimed at overseas exhibitors and trade visitors, primarily centered around Asia and game companies focusing on the acceleration of their international growth.

There was an increase in the number of companies that registered in 2016, with 1,149 companies (1,011 in 2015), and 2,160 requests for preliminary meetings (1,813 in 2015; 1,810 in 2014; and 1,325 in 2013). From within these, the number of firm appointments for preliminary meetings increased to 650, from the 606 meetings arranged in the previous year, further strengthening the effect of the Tokyo Game Show on business meetings.

The Asia Business Gateway was used by 45 countries/regions (42 in 2015), with 17 countries/regions from Asia (excluding Japan). In 2016, we saw the participation of a few new countries: Afghanistan, Argentina, Italy, Egypt, Belgium, Brazil, Mexico, and Romania. There was a great increase in the number of users from Asian regions: 92 companies from Korea (77 in 2015), 4 from China, (60 in 2015), 57 from Singapore (38 in 2015), and 28 from Malaysia (16 in 2015).



# TGS Forum 2016

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Keynote Speech

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## Outlook on the VR Market

10:30 a.m. ~ 12:00 p.m.

Location: Event Stage in Hall 1

- Masaru Ijuin CAPCOM, Deputy Senior Manager
- Seiji Hayashi SEGA Games, Producer
- Jun Tamaoki BANDAI NAMCO Entertainment, CS Business Unit
- Lochlainn Wilson FOVE, CTO/Co-Founder
- Raymond Pao HTC, Vice President
- Moderator: Atsumi Watanabe  
Operating Officer for Nikkei BP / Former Chief Editor for Nikkei Trendy



# TGS Forum 2016

Global Game Business Summit

## The Fate of the Global Game Market

11:00 a.m. ~ 12:30 p.m.

Location: Makuhari Messe Hall 1 Event Stage

[United States]

Kaz Makita, Electronic Arts Corp VP & GM Mobile Japan

[Spain]

Eva Gaspar, Abylight Studios, CEO

[Thailand]

Pramoth Sudjitporn, Asiasoft Online Studios, CEO

[China]

Juno Shin, Tencent Japan, Country Director Head of Business Development Dept.

[Japan]

Hiroataka Reizei, BANDAI NAMCO, Director of CS Business Unit

● Commentator :

Eiji Maeda, SMBC NIKKO SECURITIES, Senior Analyst

● Moderator :

Hideo Shinada, Nikkei BP Senior Researcher at Nikkei BP Institute for General Hit Research / Editor for Nikkei Entertainment!



# TGS Forum 2016

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## Expert Sessions

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### Game Trends Session

## Latest Developments of the e-Sports Market

### — Raising Market Expansion Expectations and Obstacles that Must be Overcome —

#### ■ Symposium & Panel Discussion

- Koichi Sugiyama      CAPCOM ,Development Department 2, Development Division 1, Producer
- Yuito Kimura        Cygames ,Executive Director & General Producer
- Seita Kadosawa      Fuji Television, Business Development & Enterprises Dept. Media Development Center Pay TV Division Department Chief  
(Arrangements are being made for additional lecturers)    Moderator: Tetsuro Ito, Associate Editor for Nikkei BP, Nikkei Entertainment!

### Game Technology Session

## The New Age of Games Using VR and AR

#### ■ Symposium & Panel Discussion

- Junichiro Koyama    Executive Producer, Bandai Namco Entertainment, AM Business Unit
- Yukiharu Tamiya     Produce Section 1 Manager, Bandai Namco Entertainment, Planning and Development Department 1
- Yuka Kojima         FOVE CEO
- Yoshihiko Sugimoto   Bririant Service CEO  
(Arrangements are being made for additional lecturers)    Moderator: Tadashi Nezu, Reporter for Nikkei BP, NIKKEI ELECTRONICS

### Digital Marketing Session

## Ways to Thoroughly Utilize Digital Marketing

### — Methods for Utilizing Recommendations and Social Media to Maximize the Effects of Small Budgets —

#### ■ Symposium & Panel Discussion

- Hajime Sato         DeNA Co., Ltd., Japan Region Game Business Unit, Publicity Dept., Senior Marketing Producer
- Yamato Muraoka     Allied Architects, Marketing Division, AD-Tech Business Department Director  
(Arrangements are being made for additional lecturers)    Moderator: Junpei Furuhata, Associate Editor for Nikkei BP, Digital Marketing

# Results of Survey

## Results of Business Day Visitors Survey

### **Outline of Survey** (Survey Organizer :Nikkei BP Consulting,Inc.)

#### ■ Results of Business-Day Visitors Survey

##### **Survey Method**

A survey request was e-mailed to 24,350(domestic) , 4,170(overseas) registered visitors on the Business Days.Replies were received of the Internet Research System “AIDA” operated by Nikkei BP Consulting.

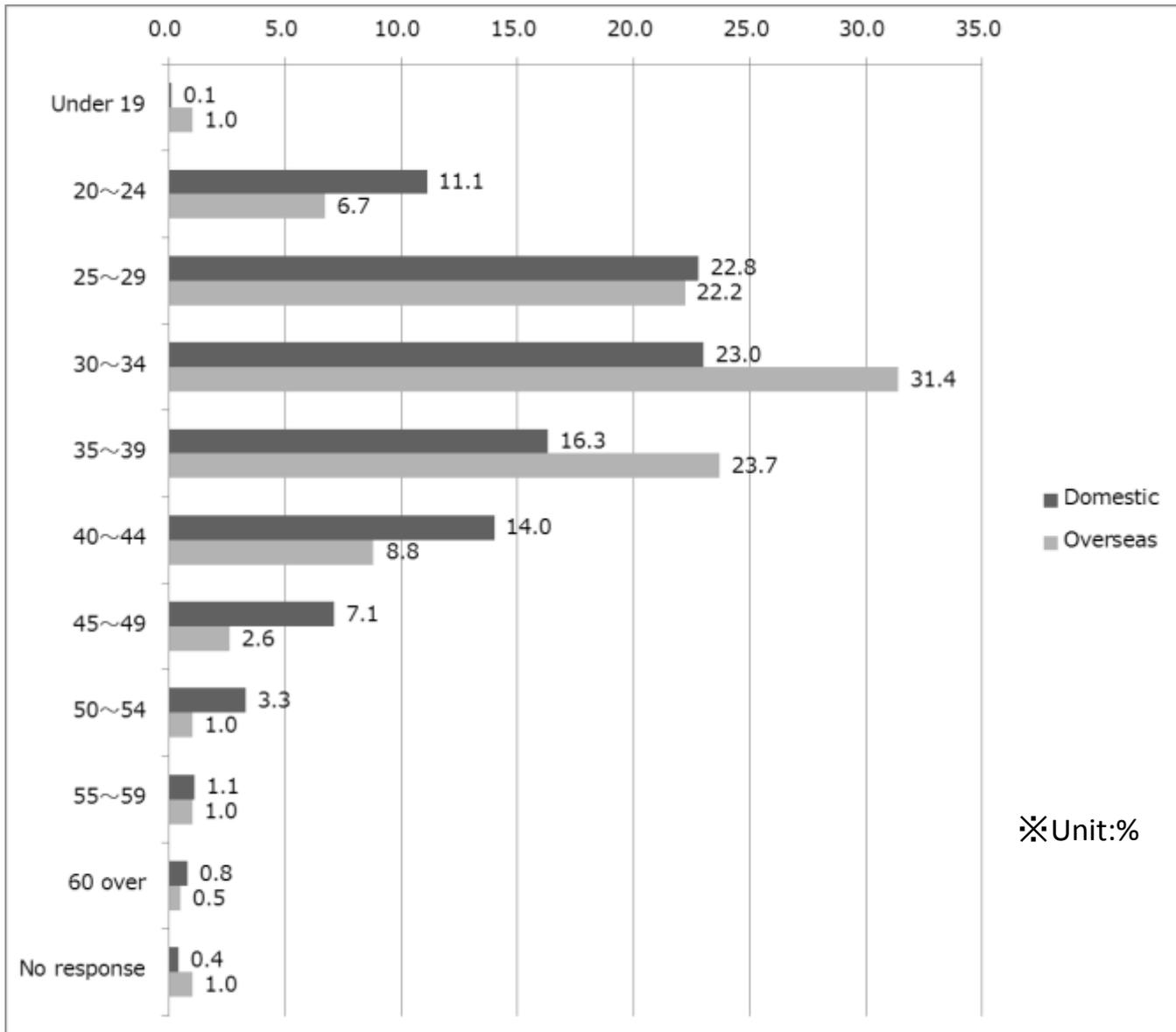
##### **Number of Responses**

Domestic: 1,660 (Response rate: 6.8%) / Overseas: 194 (Response rate:4.7%)

##### **Survey period**

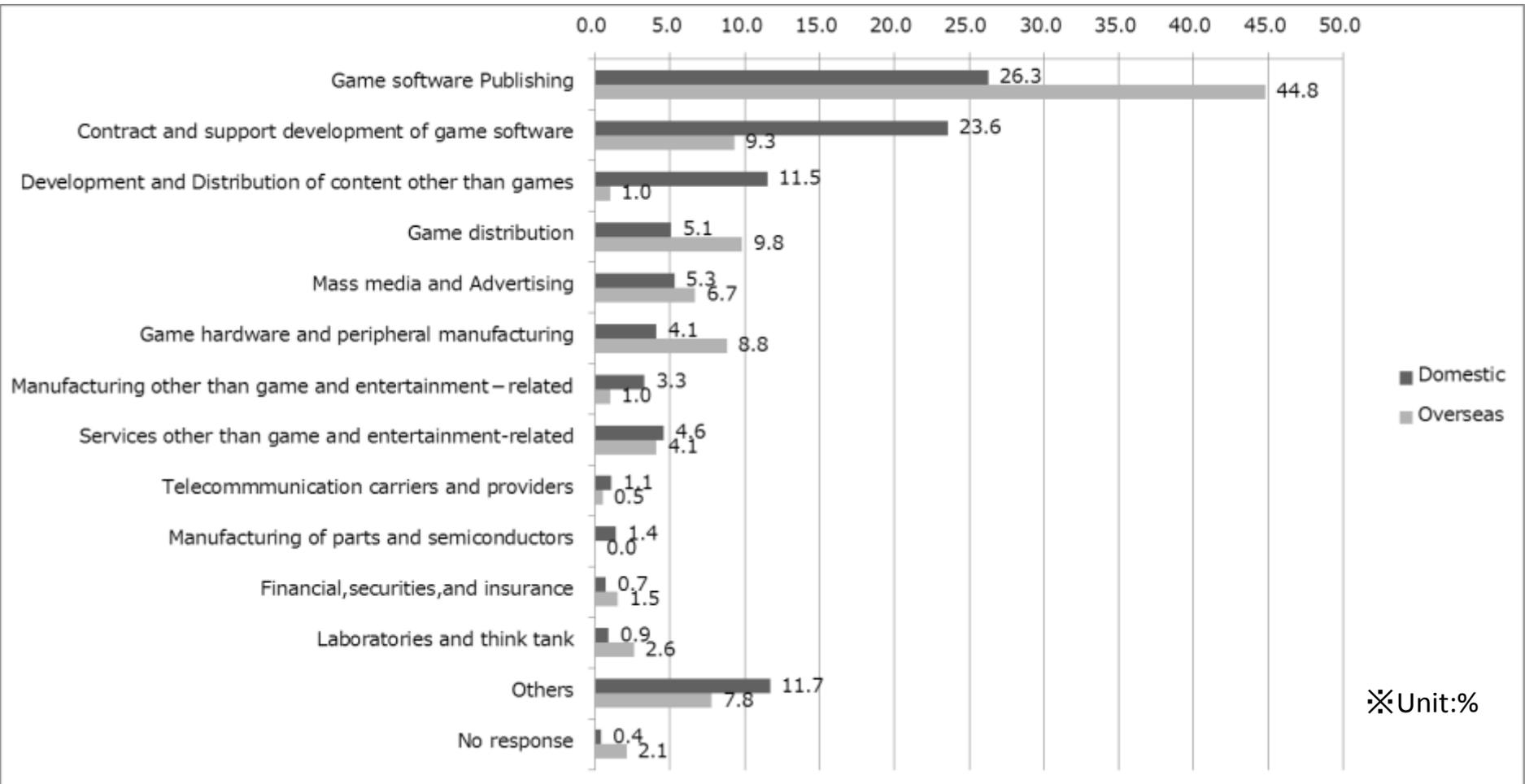
Domestic: Nov,9,2016 — Nov.15,2016 / Overseas:Nov,9,2016 — Nov.15,2016

■ Age



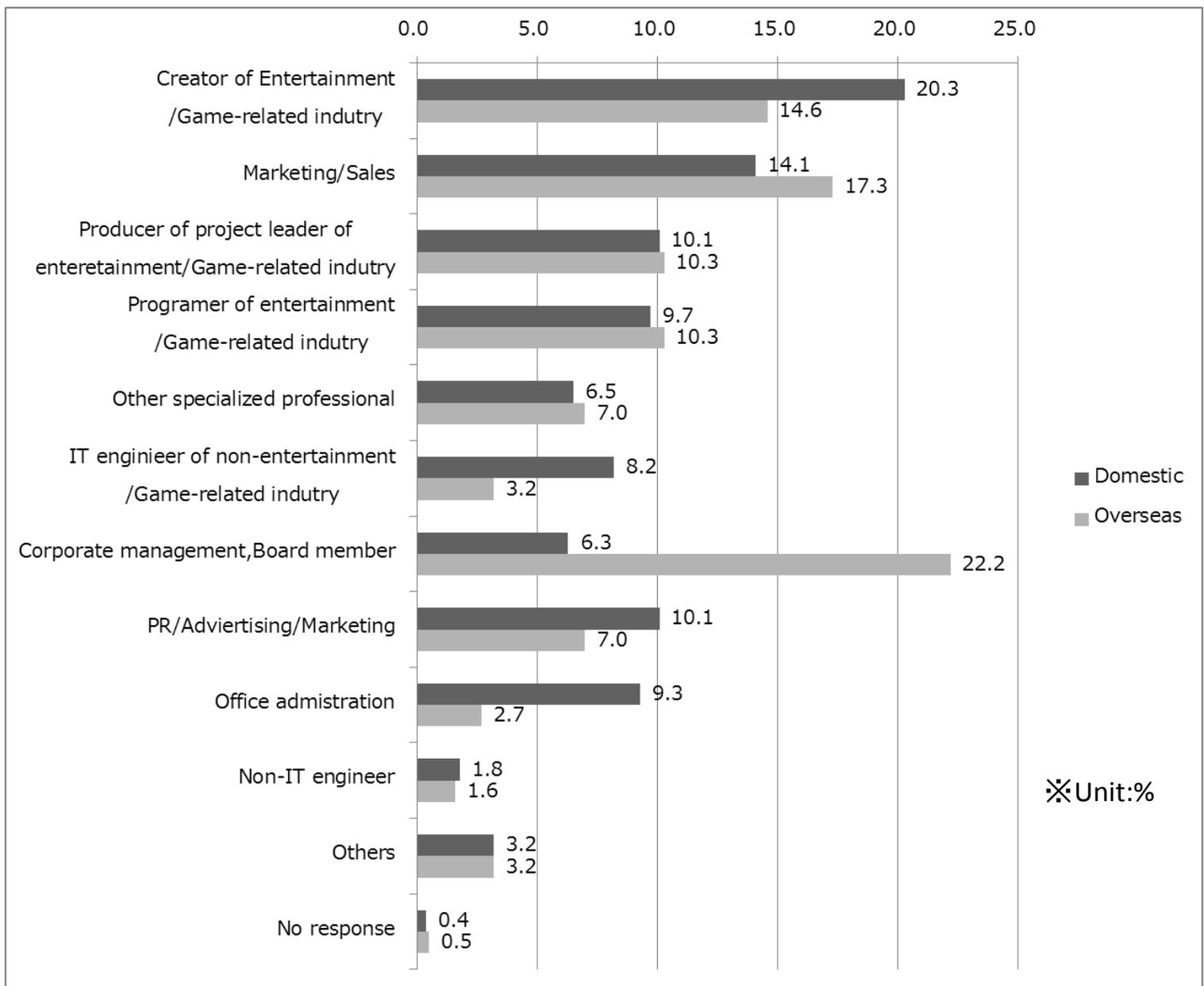
Results of Business Day Visitors Survey

■ Business Category

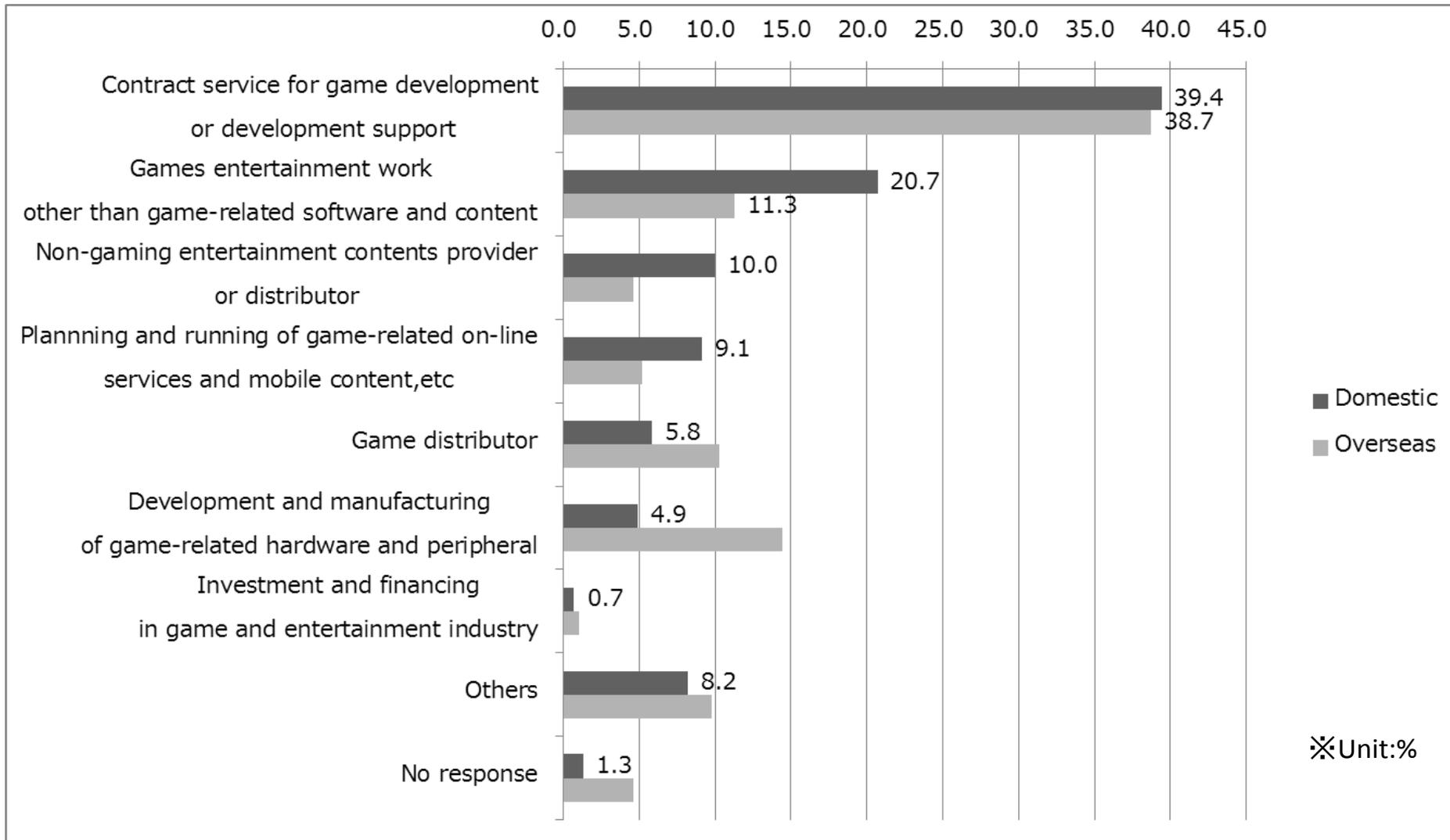


# Results of Business Day Visitors Survey

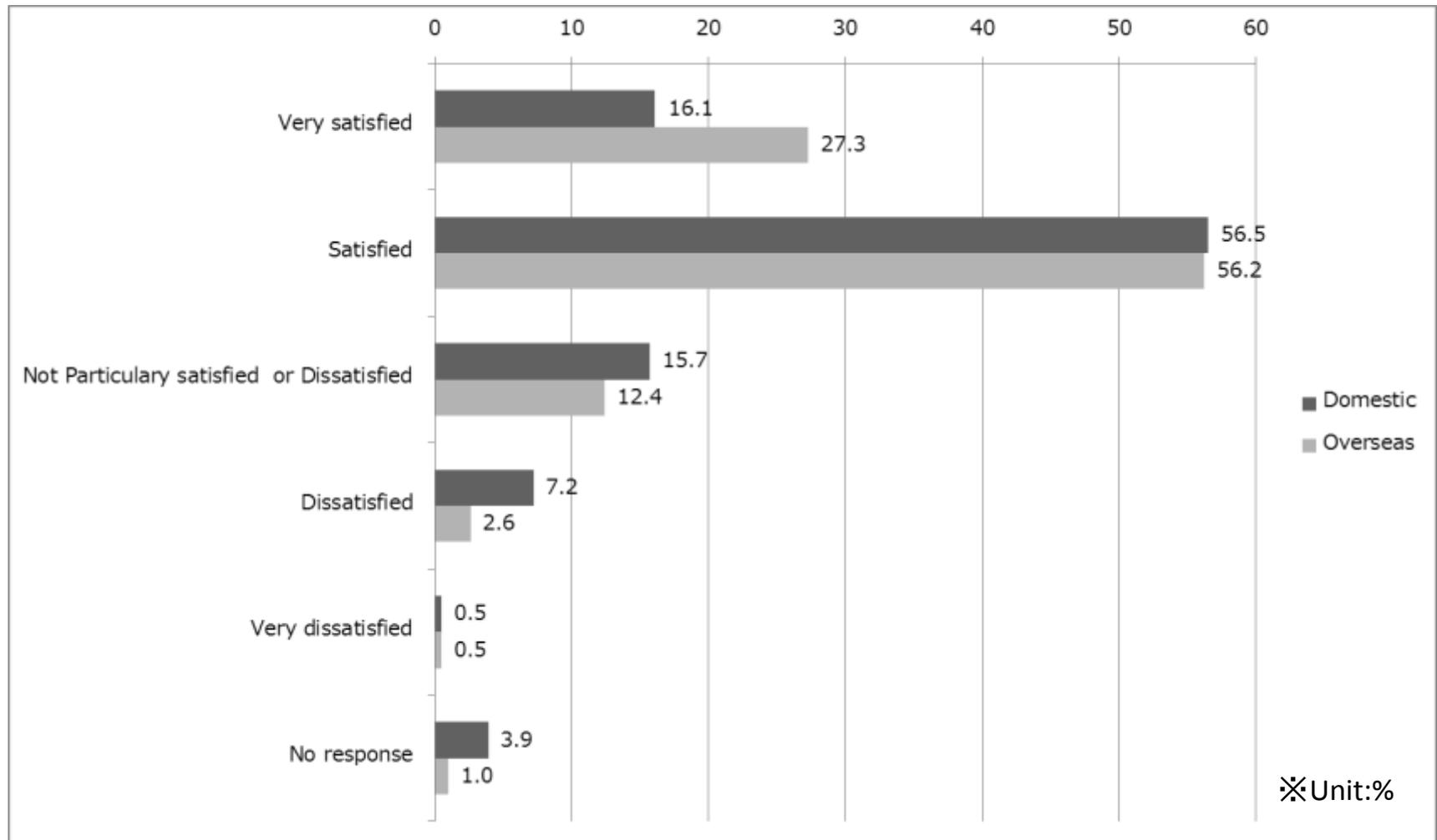
## ■ Job Category



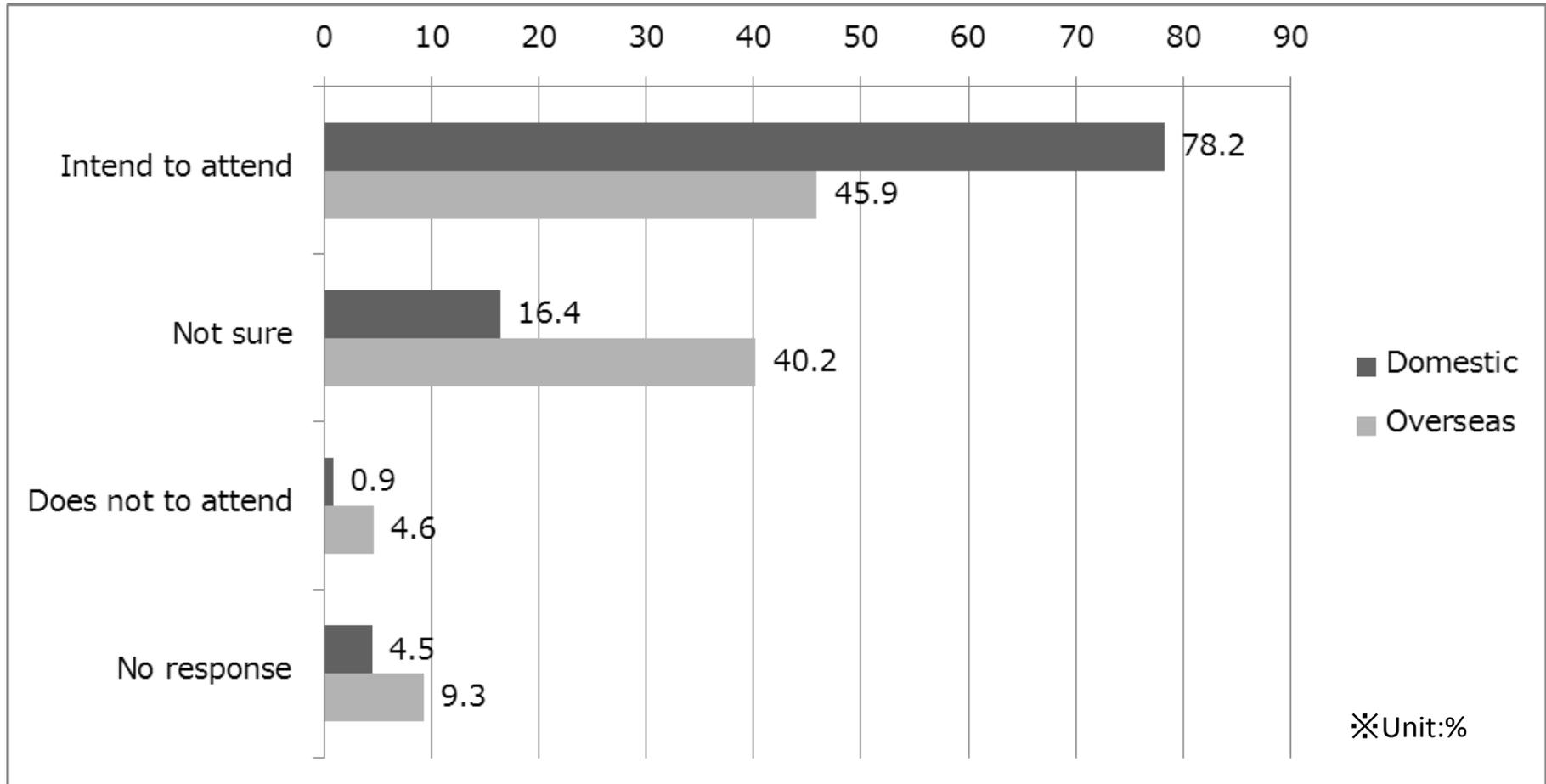
## ■ Vistors' Relationship to Game and Entertainment Content



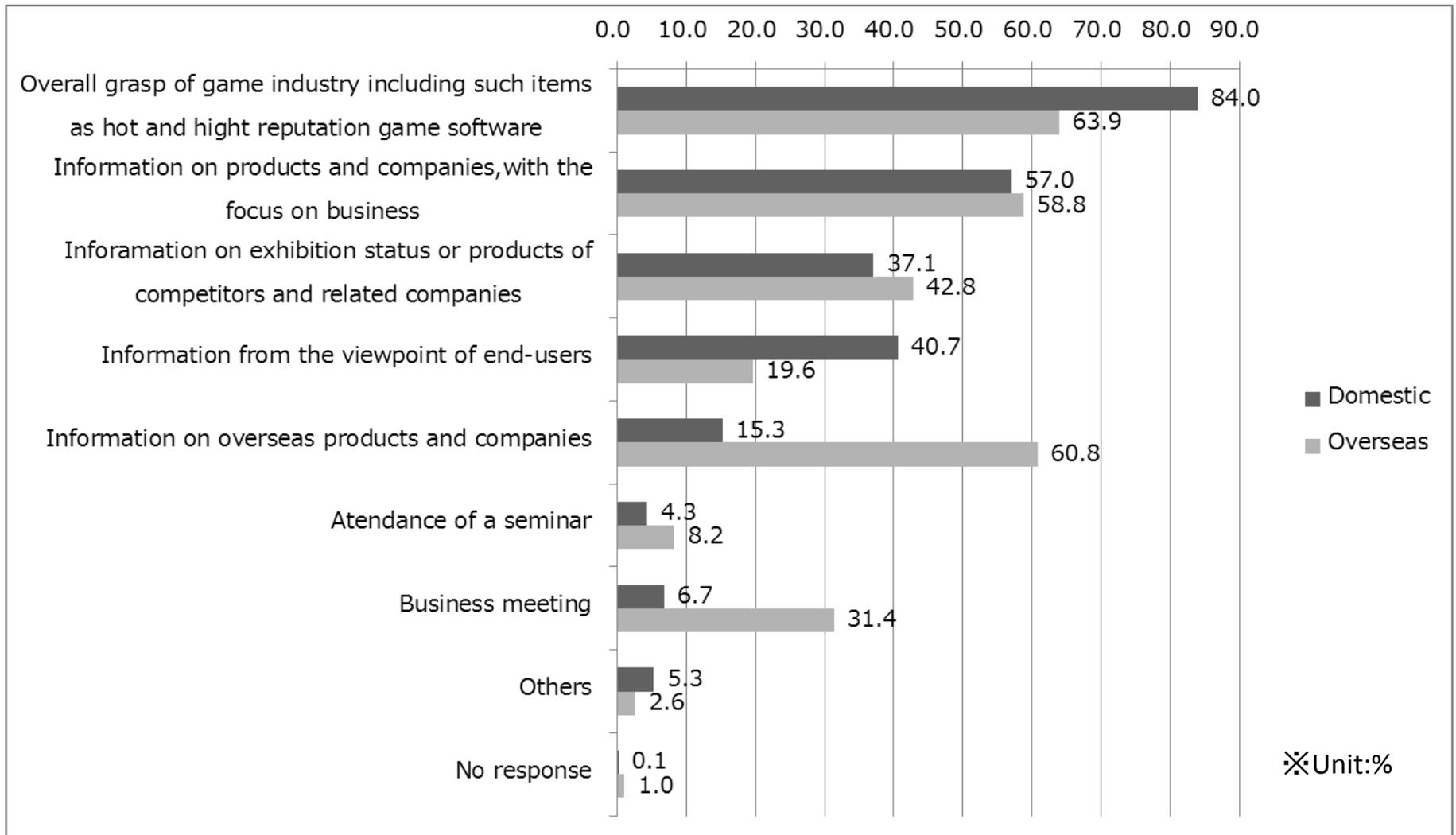
## ■ Degree of Satisfaction



■ Intention to Attend the Next Show



## ■ Information You Wanted to Get at TGS 2016 (multiple answers)



# Results of Survey

## Results of Exhibitors Survey

### **Outline of Survey** (Survey Organizer :Nikkei BP Consulting, Inc.)

#### ■ Results of Results of Exhibitors 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.

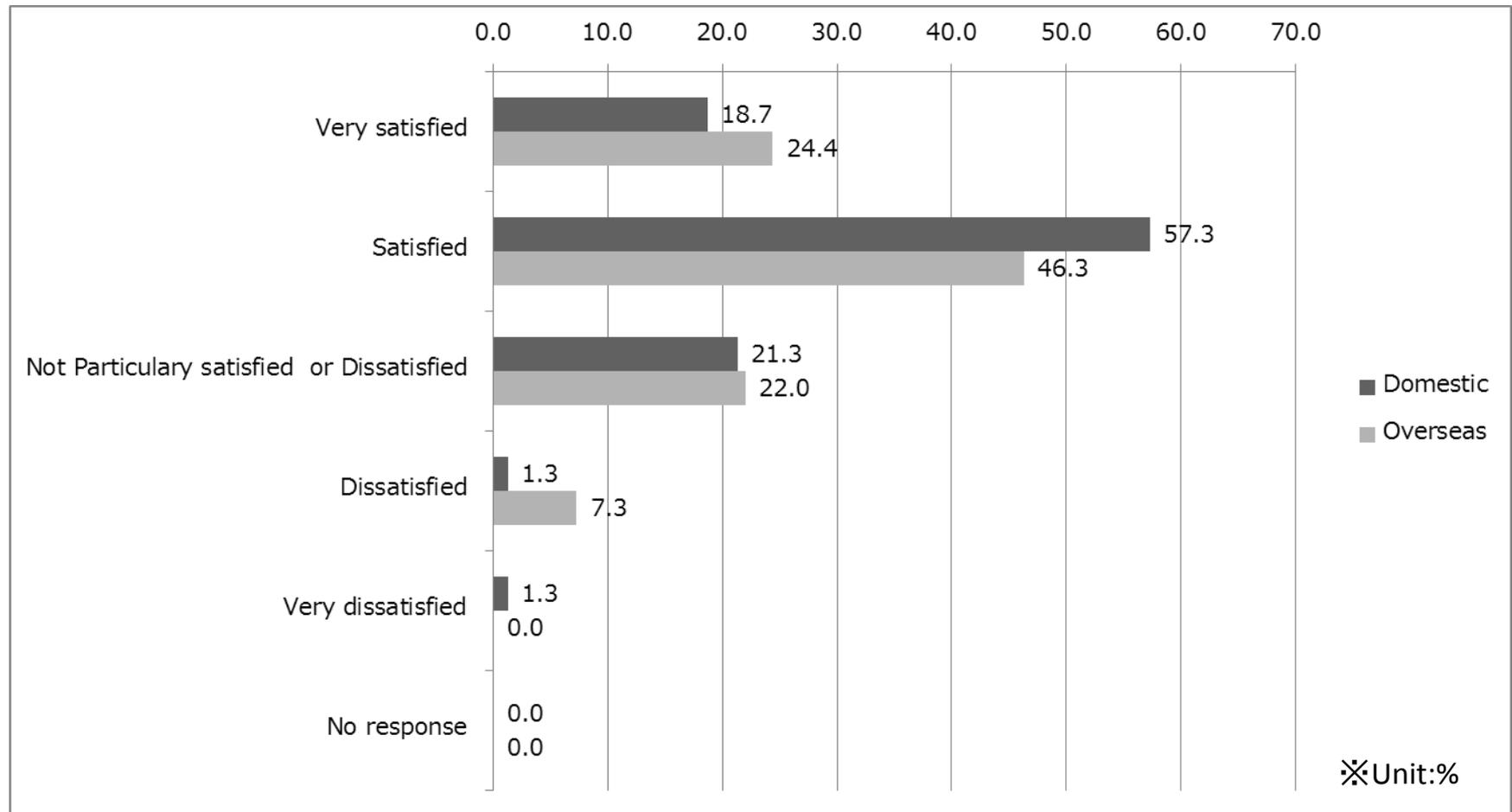
##### **Number of Responses**

Domestic: 75 / Overseas: 41

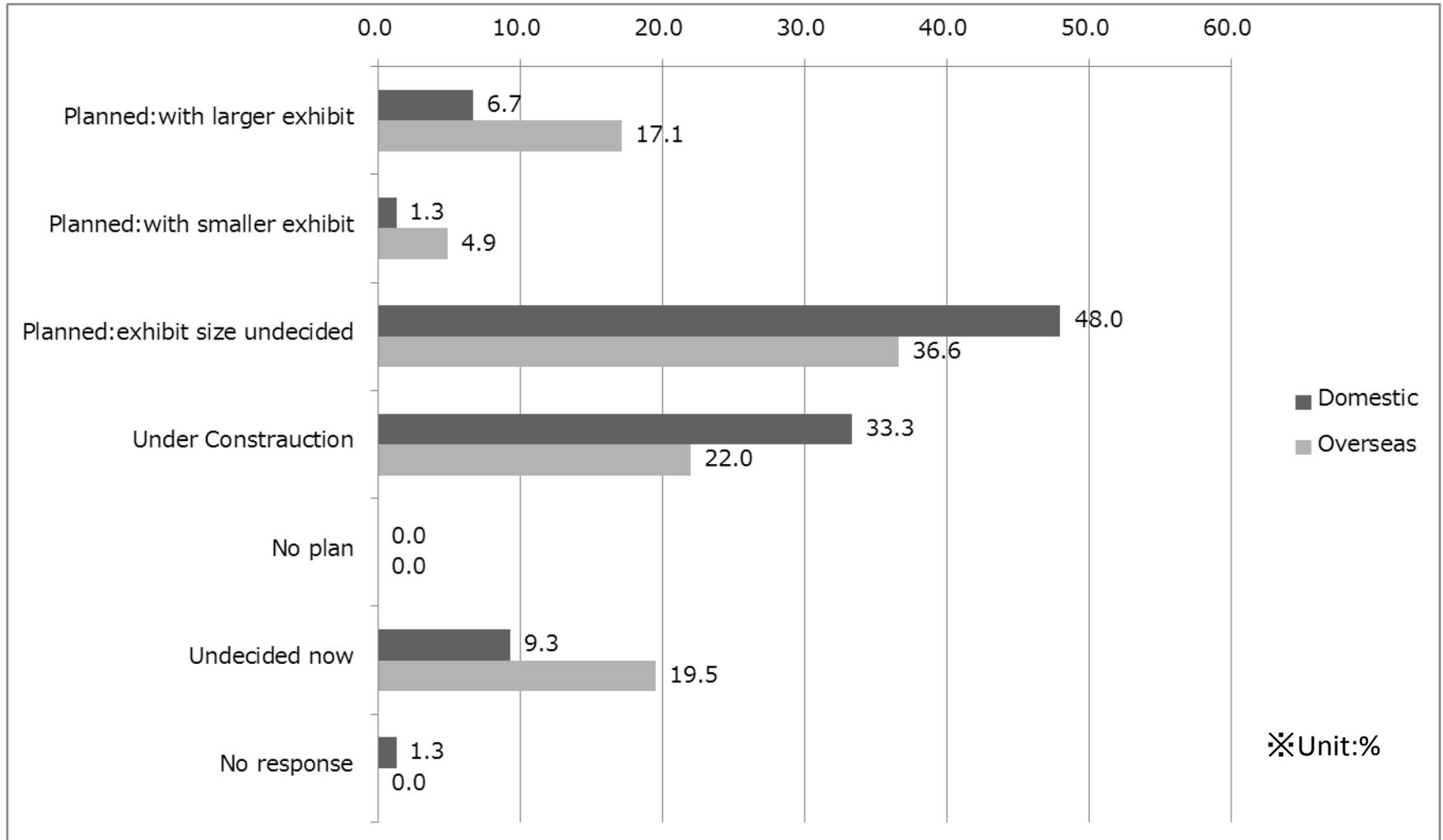
##### **Survey period**

Nov,2,2016—Nov.15,2016

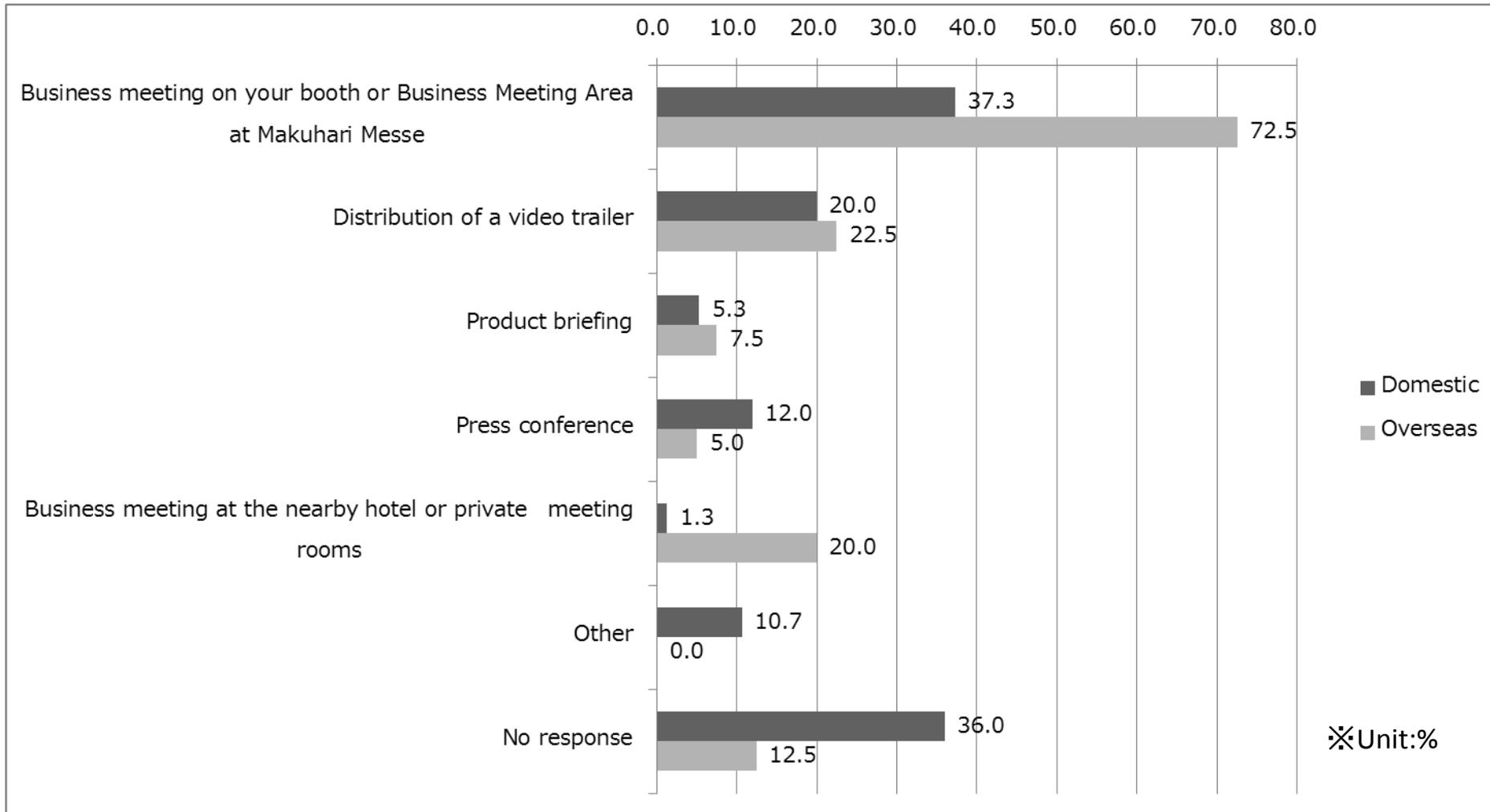
■ Degree of Satisfaction



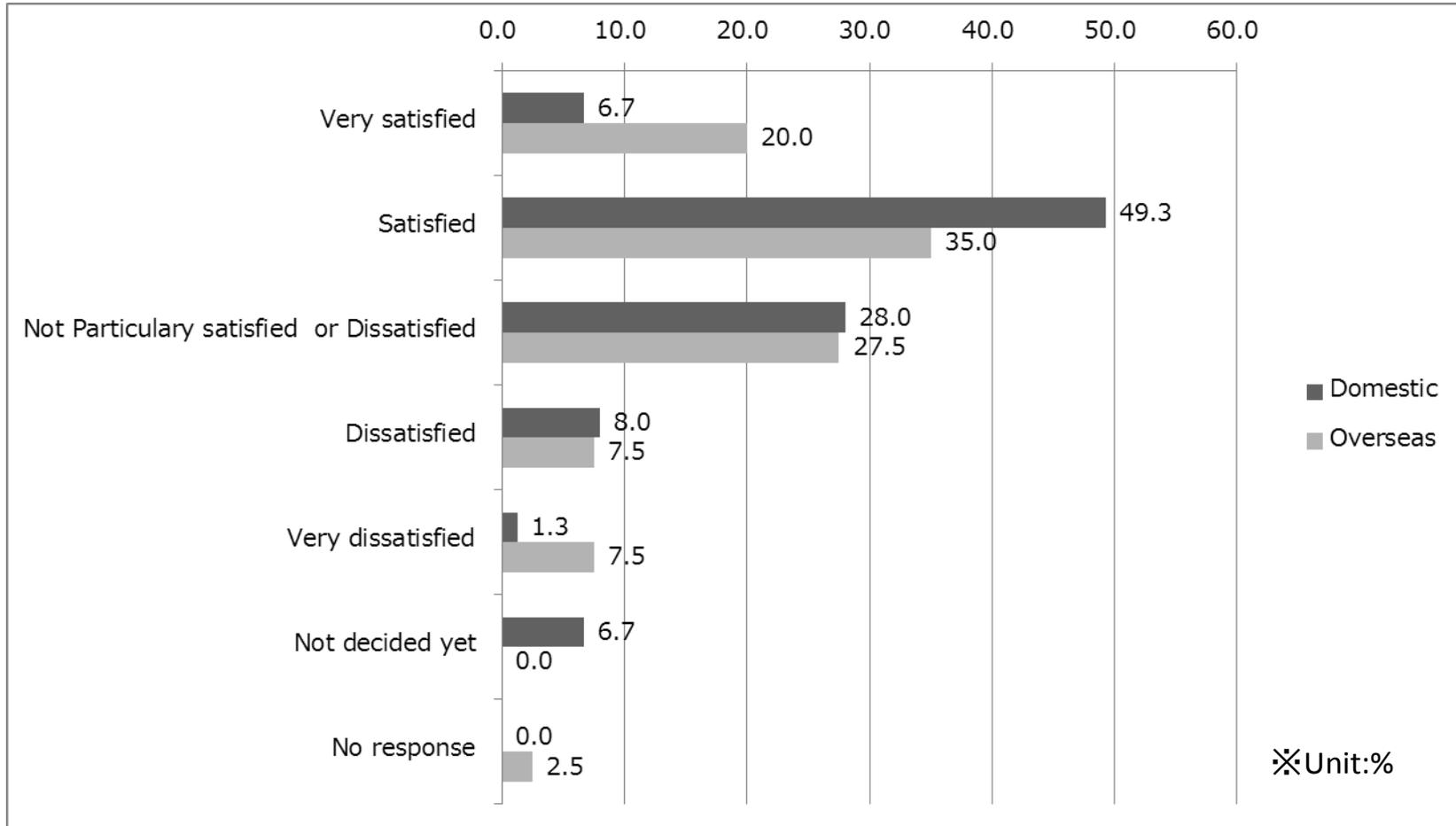
■ TGS2017 Exhibit Plans



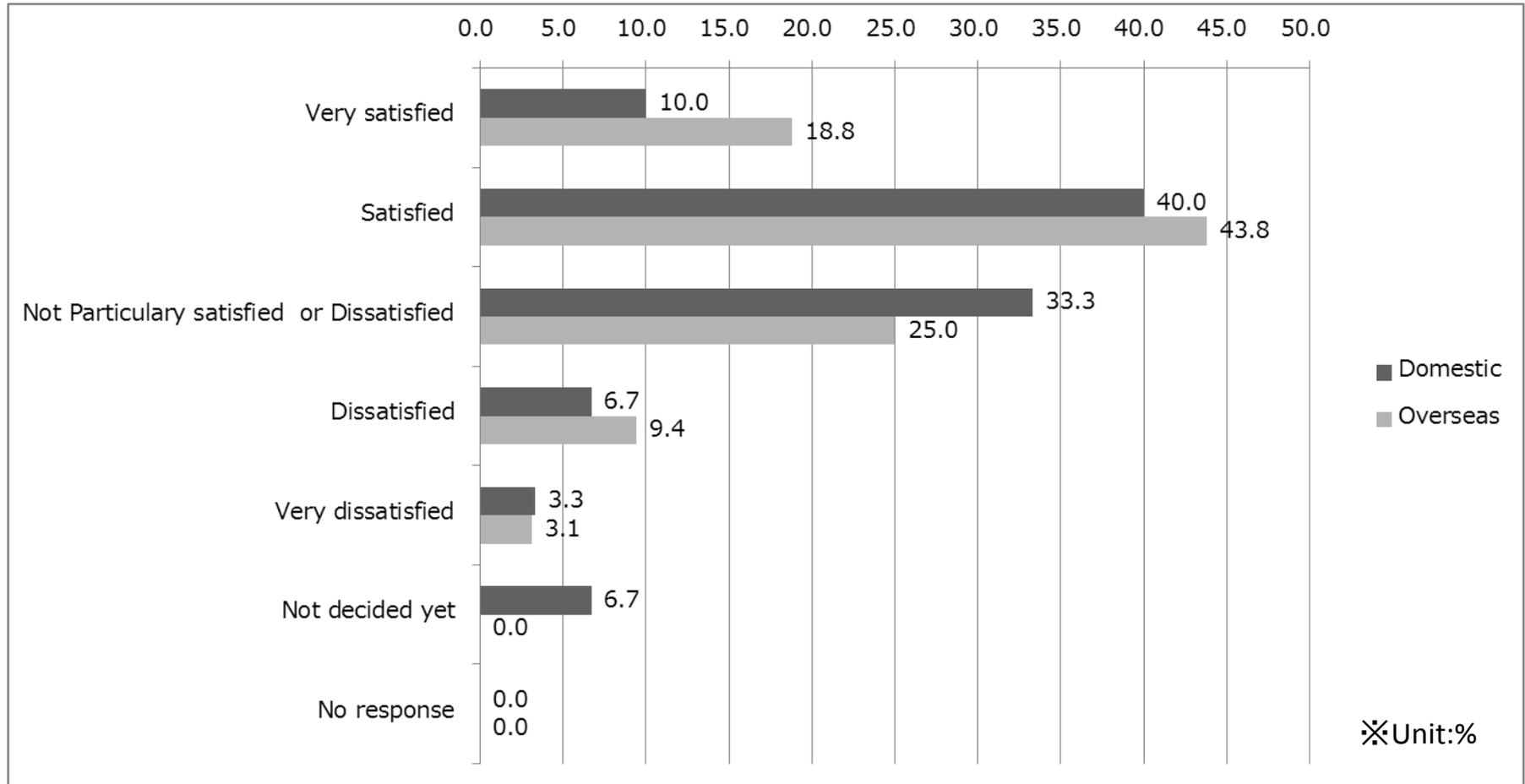
## ■ Activities on Business Days (multiple answers)



■ Exhibiting results (Business day)



■ Exhibiting results (Public day)



## Public Relations/Publicities

## Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcasted

	TV	Radio	Newspaper	General Magazine / Specialized paper magazine	Web	Total
Before the Show	6	5	156	77	939	1,183
During the show	78	15	213	31	2,760	3,097
After the show	67	17	113	105	699	1,001
<b>Total</b>	<b>151</b>	<b>37</b>	<b>482</b>	<b>213</b>	<b>4,398</b>	<b>5,281</b>
2015	104	17	286	183	3,625	4,215

## Number of Mediums and Reports during the Show Period

Media Category		Sep.15 (Thu)		Sep.16 (Fri)		Sep.17 (Sat)		Sep.18 (Sun)		Total	
		Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters
1	Web	319	1053	216	615	157	415	135	449	827	2,532
2	Newspaper	37	79	29	58	16	24	11	19	93	180
3	News Agency	17	35	10	25	6	10	4	5	37	75
4	TV (Satellite TV/CATV)	27	72	19	92	14	22	9	17	69	203
5	TV (Terrestrial)	46	266	35	113	24	62	17	38	122	479
6	Editor/Freelance Writer/Others	29	77	18	37	9	13	5	7	61	134
7	Radio	12	22	9	17	4	7	2	3	27	49
8	Magazine	139	445	121	396	55	143	36	91	351	1,075
9	Overseas Media	259	648	239	529	168	309	102	159	768	1,645
<b>Total</b>		<b>885</b>	<b>2,697</b>	<b>696</b>	<b>1,882</b>	<b>453</b>	<b>1,005</b>	<b>321</b>	<b>788</b>	<b>2,355</b>	<b>6,372</b>
2015		Sep.17 (Thu)		Sep.18 (Fri)		Sep.19 (Sat)		Sep.20 (Sun)		Total	
		745	2,114	600	1,538	344	762	246	589	1,935	5,003

# Breakdown of Overseas Media

Reported-to region		Number of Reporters				Cumulative Total Number of People				Number of Media			
		Sep.15	Sep.18	Sep.17	Sep.18	2016	2015	increase and decrease		2016	2015	increase and decrease	
Asia	China	156	142	91	48	437	252	185	△	96	56	40	△
	Japan	37	30	20	20	107	108	-1	▼	79	81	-2	▼
	Taiwan	49	43	29	4	125	95	30	△	74	54	20	△
	Sigapore	5	9	4	-	18	56	-38	▼	7	21	-14	▼
	Hong Kong	34	22	12	3	71	104	-33	▼	42	56	-14	▼
	South Korea	34	28	29	19	110	106	4	△	36	26	10	△
	Thailand	34	15	2	3	54	49	5	△	30	26	4	△
	Indonesia	23	17	7	13	60	31	29	△	19	6	13	△
	Phillipines	13	4	2	-	19	2	17	△	15	4	11	△
	Malaysia	4	3	2	-	9	6	3	△	9	7	2	△
	India <sup>※1</sup>	-	-	4	-	4	-	4	△	2	-	2	△
Myanmar <sup>※1</sup>	-	1	1	-	2	-	2	△	1	-	1	△	
Europe	France	37	30	14	8	89	96	-7	▼	41	39	2	△
	Spain	23	29	9	5	66	42	24	△	32	21	11	△
	United Kingdom	10	11	1	-	22	28	-6	▼	20	22	-2	▼
	Italy	7	21	8	5	41	31	10	△	32	20	12	△
	Germany	31	17	2	2	52	76	-24	▼	30	32	-2	▼
	Holland	7	1	3	4	15	6	9	△	9	6	3	△
	Sweden	4	-	2	-	6	8	-2	▼	6	6	-	-
	Austria	3	-	3	1	7	6	1	△	4	4	-	-
	Polland	2	2	4	-	8	4	4	△	5	4	1	△
	Russia	6	1	-	-	7	11	-4	▼	4	4	-	-
	Ireland	1	2	-	-	3	3	-	-	3	3	-	-
	Belgium	1	2	-	1	4	2	2	△	3	1	2	△
	Hungary	6	1	-	-	7	2	5	△	3	2	1	△
	Greece <sup>※1</sup>	2	2	2	-	6	-	6	△	3	-	3	△
	Serbia <sup>※1</sup>	1	-	1	-	2	-	2	△	1	-	1	△
	Denmark <sup>※1</sup>	4	1	-	-	5	-	5	△	4	-	4	△
Portugal <sup>※1</sup>	1	2	1	-	4	-	4	△	2	-	2	△	
Malta <sup>※1</sup>	4	-	3	-	7	-	7	△	3	-	3	△	
Middle East	Kwait	3	-	-	-	3	11	-8	▼	2	4	-2	▼
	Saudi Arabia	8	2	-	3	13	7	6	△	6	4	2	△
	Qatar	2	-	3	-	5	1	4	△	2	1	1	△
North and Latin America	United States	50	46	16	12	124	151	-27	▼	60	66	-6	▼
	Mexico	5	5	7	4	21	30	-9	▼	18	19	-1	▼
	Canada	11	14	9	2	36	29	7	△	24	16	8	△
	Argentina	6	6	6	2	20	14	6	△	9	8	1	△
	Brazil	3	2	4	-	9	6	3	△	2	6	-4	▼
	Chili <sup>※1</sup>	-	1	-	-	1	-	1	△	1	-	1	△
Venezuela <sup>※1</sup>	2	-	2	-	4	-	4	△	2	-	2	△	
Oceania	Austraria	19	17	6	-	42	38	4	△	27	30	-3	▼
合計		648	529	309	159	1645	1419 <sup>※2</sup>	234	△	768	661 <sup>※2</sup>	113	△

△:increase ▼:decrease ※1:Last year's non-participating countries ※2:includes TGS2015 participating/TGS2016 non-participating countries → Croatia,Switzerland,Slovakia,UAE

# TOKYO GAME SHOW 2017

## Outline of TOKYO GAME SHOW 2017

Period (scheduled) : Sep.21 (thu) — Sep.24 (Sun)

Venue: Makuhari Messe

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

## TOKYO GAME SHOW 2016 Official Report

General inquires

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