

TOKYO GAME SHOW 2017

Reality Unlocked

Press Release

July 11, 2017

TOKYO GAME SHOW 2017 Exhibitor Information

332 Exhibitors for TOKYO GAME SHOW 2017

(As of July 4th)

TGS official video channel opens Saturday, July 8th!

Advanced Purchase of Public Day Tickets on Sale Saturday, July 8th at 10 AM
TGS Supporters Club Tickets on Sale Sunday, July 23rd at Noon

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

TOKYO GAME SHOW 2017 (Organizer: Computer Entertainment Supplier's Association [Abbreviation: CESA, Chairman: Hideki Okamura], Co-Organizer: Nikkei BP [President: Suguru Niinomi], Period: September 21 to 24, Venue: Makuhari Messe / hereafter "TGS2017") would like to hereby notify the number of exhibiting companies and organizations as of July 4th and provide information of ticket sales for this year's show.

As of July 4th, the number of exhibiting companies is 332. This is much higher than the 301 companies at the same time last year, where a total of 614 companies and organizations participated. The VR Area introduced last year has been renamed "VR/AR Area" this year, including MR (mixed reality) exhibits. At the current time, 42 exhibitors have already enrolled, a 30% increase over the scale of the exhibition last year. As of this moment, exhibitors from 27 countries and regions from around the world will be participating, and this number is expected to increase.

As in the past, new titles for various platforms will be released, and attendees will enjoy the intense competition on the renewed e-Sports Stage (the e-Sports event is scheduled to be announced late July).

■TGS2017 "Public Day" Ticket Information!

"TGS Supporter's Club Tickets" to be on sale via the Internet

"Advanced Purchase" of Public Day Tickets (1,000 yen including tax) will go on sale Saturday, July 8th at 10:00 am.

"TGS2017 Supporter's Club Tickets" (3,000 yen including tax with special benefits), which sell quickly every year, will go on sale via the Internet on a first-come-first-served basis. Primary sales will begin Sunday, July 23rd at noon, and secondary sales will begin Saturday, July 29th at noon. Business Day advanced registration for those related to the game industry will start from the end of July.

■TGS official video channel opens Saturday, July 8th!

The TGS official video channel will be set up again this year, with the special partnership with DWANGO, the operator of "niconico." Pre-programs will be delivered twice a month starting July on weekend nights, double the pace of last year. The first distribution is scheduled on Saturday, July 8 at 9 pm, and will present the latest information about TOKYO GAME SHOW 2017.

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

[Advanced Purchase of Public Day Tickets]

Sales Period: July 8th (Saturday) 10:00 am to September 22nd (Friday)

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

Sales Locations: Ticket PIA [P Code: 991-133] (PIA, Circle K / Sunkus, 7-Eleven), Lawson Ticket [L Code:39999] (Lawson, MINISTOP), 7-Eleven Ticket [7 Code:056-983] (7-Eleven), JTB Entertainment Ticket (JTB, 7-Eleven, FamilyMart, Lawson, Circle K / Sunkus, MINISTOP), e+ (FamilyMart, 7-Eleven) Rakuten Ticket, EVENTIFY, Nikkei BP Bookstores, other famous bookstores and game stores, complex cafes throughout Japan, and more

[TGS2017 Supporters Club Tickets]

Benefits: Custom TGS2017 Supporter's Club T-shirt and original pin badge and priority entry from the morning door opening until a certain time

Sales Period: Primary sales July 23rd (Sunday) 12:00 pm to 11:59 pm
*First-come-first-served basis
Secondary sales July 29th (Saturday) 12:00 pm to 11:59 pm
*First-come-first-served basis

Price: 3,000 yen (including tax)

* "TGS2017 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).

* The name of the purchaser will be printed on the ticket. Your identity will be confirmed 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 2017 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 those who have been deemed eligible after advance screening as persons in the game industry. Acceptance will begin from the end of July. Pre-registration grants entry on both Business Days September 21st (Thursday) and 22nd (Friday). The pre-registration fee is 5,000 yen (including tax).

On Business Days, dedicated reception will be available for smooth pass issuing and entry to the venue. In addition, there will be an "Asia / Business Gateway" appointment system that allows business visitors to engage in business meetings, and a "Business Day Gold Pass" for sale 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 2017” Exhibition Outline

Event Title:	TOKYO GAME SHOW 2017
Organizer :	Computer Entertainment Supplier's Association (CESA)
Co-Organizer:	Nikkei Business Publications, Inc. * Tokyo Game Show 2017 is supported by J-LOP4.
Special Partner:	DWANGO Co., Ltd.
Sponsor:	Ministry of Economy, Trade and Industry (TBD)
Dates & Times:	<u>Business Days September 21 (Thursday) and 22 (Friday) 2017</u> 10:00 am–5:00 pm * Admission during Business Days is restricted to trade visitors and members of the press. <u>Public Days September 23 (Saturday) and 24 (Sunday)</u> 10:00 am–5:00 pm * 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:	250,000
Admission:	Adults (Junior-high school age and older)...On-site 1,200 yen
(Public Days)	(Advanced Purchase: 1,000 yen) Elementary school age and younger: Free