

# TOKYO GAME SHOW 2018

Theme: “Welcome to the Next Stage.”

PRESS RELEASE

April 19, 2018

Now accepting applications from independent game developers!

## “Indie Game Area”

### “SENSE OF WONDER NIGHT 2018”

Sony Interactive Entertainment is confirmed as a special sponsor for both projects! The “Indie Game Area” (type A) is FREE to exhibit again this year!

Computer Entertainment Supplier’s Association  
Nikkei Business Publications, Inc.

TOKYO GAME SHOW 2018, organized by the Computer Entertainment Supplier’s Association (CESA) and co-organized by Nikkei Business Publications, Inc. (Nikkei BP) decided to carry out two projects and started accepting applications for them to support the independent game developers: one is “Indie Game Area (type A),” the exhibition area of free-of-charge, and the other is “SENSE OF WONDER NIGHT 2018 (SOWN 2018),” the contest to determine the excellent game ideas from the exhibitors in the Indie Game Area (type A).

Since it was established in 2013, Indie Game Area (type A) has offered to exhibit the titles which pass the screening and will have many visitors including the game industry professionals to gamer fans every year. In TGS2017, 64 developers from 18 countries/regions, screened from 332 applicants from 40 countries/regions, had exhibited in the Indie Game Area (type A).

On the other hand, SOWN is established in 2008 as a project to showcase game ideas that will give the players “Sense of Wonder” — a feeling that something will change in players’ world. This had been originally held alone, but has changed to the project to give a chance to be the SOWN presenters selected from Indie Game Area (type A) exhibitors, to present their own game ideas from 2017. In the TGS2017, eight developers appeared on the stage as the presenters of SOWN.

It is now confirmed that Sony Interactive Entertainment (SIE) decided to support indie game developers as a special sponsor for both projects. Developers whose titles selected by the TGS Management Office get to exhibit in the Indie Game Area (Type A) for free. Also, SIE co-sponsors SOWN2018. Both projects will be carried out with the cooperation of International Game Developers Association Japan Chapter (IGDA Japan).

Through these projects, TGS will provide opportunities to disseminate new games created by independent game developers to the world.

For details on application and requirement for both projects, please refer to  
**TOKYO GAME SHOW** official website:

<http://tgs.cesa.or.jp/english/>

- For inquiries on “Indie Game Area”(e-mail only): [indie@nikkeibp.co.jp](mailto:indie@nikkeibp.co.jp)

- For inquiries on “SOWN2018” (e-mail only): [sown@nikkeibp.co.jp](mailto:sown@nikkeibp.co.jp)

## **(1) Indie Game Area**

The Indie Game Area is an exhibition area for independent game developers. This area gives game developers the opportunity to exhibit games of every platform with the objective of creating new movements in the computer entertainment industry.

Supported by the SIE as the special sponsor, the Indie Game Area (Type A) provides independent game developers with booths for free. Anyone who would like to apply for the Type A booth complies with the application rules, it does not matter to professionals, amateurs, individuals or corporations. After the deadline, Type A booth exhibitors are selected by the TGS Management Office.

**Name:** Indie Game Area (type A)

\*In this area, "type B" is also available on a first-come-first-served basis, where only corporations can exhibit with a fee. "Type B" will not be eligible for the support program of exhibition fee. For details, please check "Exhibit Guide" in the TGS official website.

**Period:** Thursday, September 20 to Sunday, September 23, 2018

**Location:** Makuhari Messe, Exhibition Hall

**Exhibition Period:** Public Days + Business Days (4-day exhibit)

\*Please note that participants are not permitted of any types sales activities.

**Exhibition fee:** Free (regular price: 99,900 yen for 4 days)

\*Exhibition booth includes: A booth, five passes for exhibitors

**Application:** The web application form on the TGS official website (<http://tgs.cesa.or.jp/english/>)

**Application deadline:** Friday, June 8, 2018 (\*Japan Time)

**Screening:** Selection will be conducted by the TGS Management Office

**Results:** The selected applicants will be directly contacted by the Management Office between the beginning and middle of July 2018.

\*We may ask for additional information, depending on your application contents.

\*We may recommend that you exhibit in other exhibition areas, depending on your application.

### **Qualifications to exhibit (type A):**

- Annual sales of the organization planning to exhibit

For corporation: It shall be approx. 50,000,000 yen or US 500,000 dollars less.

For individual: It shall be approx. 10,000,000 yen or US 100,000 dollars less.

- If the organization planning to exhibit is a corporation, it must not carry any capital ties with other entities (i.e. It shall not be invested f be invested from a large a large game publisher.)

### **What can be exhibited (type A):**

- A completely original game

(Derivative content cannot be exhibited regardless of whether or not it is licensed.)

- Created for a platform which an applicant has the right to develop.

- Works that comply with the CESA Code of Ethics and CERO Code of Ethics

( <http://www.cero.gr.jp/en/publics/index/18/> ) and do not fall under any of the following items:

1) An expression that conflicts with or may conflict Attached Table 3 "Prohibited Words and Phrases" of the CERO Code Ethics is included.

2) Works for which a "Z" rating category was assigned by CERO or an expression equivalent to the

“Z”rating category may be included.

- 3) Works that have already been released overseas and for which a “17+” (MATURE) rating category was assigned by an overseas examination body (e.g. ESRB).
- 4) Works planned to be released overseas for which a “17+” (MATURE) rating category is expected to be assigned by an overseas examination body (e.g., ESRB) (excessively bloody works that cannot be regarded as being equivalent to a “13+” (TEEN) rating category).

### **Application:**

Fill the web application form on the TGS official website (<http://tgs.cesa.or.jp/english/>) and **submit it by Friday, June 8. (\*Japan Time)**

### **Inquiries for Indie Game Area (e-mail only)**

[indie@nikkeibp.co.jp](mailto:indie@nikkeibp.co.jp)

## **(2) SENSE OF WONDER NIGHT 2018 (SOWN 2018)**

The SENSE OF WONDER NIGHT (SOWN) is the event to provide the titles selected for the Indie Game Area (Type B) with opportunities for the presentation to their game idea ideas that will give the players “Sense of Wonder” — a feeling that something will change in players’ world.

If you apply for the SOWN, please sign up to the Indie Game Area (Type A) first. Then, the SOWN Screening Committee nominates the titles for the finalist which is eligible to present at the SOWN. (up to 8 entries)

<b>Event Title:</b>	SENSE OF WONDER NIGHT 2018 (SOWN 2018)
<b>Cooperation:</b>	International Game Developers Association Japan Chapter (IGDA Japan)
<b>Application:</b>	The web application form on the SOWN 2018 official website ( <a href="http://tgs.cesa.or.jp/sown/en/">http://tgs.cesa.or.jp/sown/en/</a> ).
<b>Eligibility:</b>	Open to all individuals regardless of nationality, age, or occupation (students, game producers, etc.) and to all corporate bodies
<b>Application Deadline:</b>	Friday, June 8, 2018 (*Japan Time)
<b>Screening:</b>	Presenters will be nominated by the SOWN Screening Committee out of 65 Indie Game Area exhibitors
<b>Results:</b>	The selected applicants will be directly contacted by the Management Office by Late July 2018. * Games selected by the Screening Committee and deemed presentable at the TOKYO GAME SHOW 2018 (up to 8 entries) will be regarded as the final SOWN 2018 presentation games.

### **<Objectives of SENSE OF WONDER NIGHT>**

- To introduce games with a design and ideas that are experimental and creative, and that cannot be called conventional or traditional.
- To heighten awareness of the importance of creating a game that gives people a “Sense of Wonder,” a sense that something will change in their world, and to invigorate the game industry.
- To offer people creating experimental games opportunities for the future.
- To create new domains in the game industry.

## **SOWN 2018 Presentation**

**Date:** Friday, September 21, 2018 (17:30 to 19:30, tentative)

**Venue:** Hall 11 e-Sports Special Stage, Makuhari Messe (tentative)

**Admissions:** All Business Day entry pass holders of TGS2018 are welcome to attend.

### Notes: The Presentation Day

- The presenter is assumed to be Indie Game Area (Type A) exhibitors (Presenters are responsible for bearing their own traveling expenses).
- Each presenter will be given 10 minutes for their presentation. Each presenter will be asked to present or demonstrate the games to the audience. (There will be consecutive English-Japanese interpreting for all presentations.)
- Video-streaming of all presentations is scheduled. Other information on the presented game ideas provided in advance will also be subject to release on TGS website.

### **The Game Chosen as the Finalist of “SENSE of Wonder Night” is**

#### **- A game that realizes a totally new, never-seen-before gaming experience**

A game that employs technologies have not previously been used successfully, such as natural language processing, physics engines, image recognition or gesture control, to present a new kind of experience.

#### **- A game that challenges the common sense of ordinary games**

A game that pursues new ways of gaming expressions, a which changes the player’s vision of the world after playing a vision of the world after playing and experiencing it.

#### **- A game with emergent features**

A game that brings user’s activities into the by including features such as AI interactions, different tools and social elements.

#### **- A game that makes people want to play it immediately**

A game that makes everyone thinks that they want to enjoy the new experience for themselves and feel that they want to treasure it.

#### **- An amazing game**

Any kind of new, eye -grabbing and impressive game!!

### **Games “SENSE OF WONDER NIGHT” is NOT intended for**

#### **- A game that focuses on other elements**

A game in which the highlight focuses on elements comprising the games such as the newness background setting, situation, character design, graphics, story, audio, etc. instead of the game itself.

#### **- A game of a new genre created by combining or rehashing existing genres**

However, a game providing a truly new game experience may be considered for acceptance.

#### **- A game that is new only in targeting a specific user group**

A game will not be deemed as being new and innovative just because it is focused on a specific user group (such as female users or the elderly). However, a game providing a truly new game experience may be considered for acceptance.

#### **- A game created for the purpose of demonstrating a technological innovation, experimental business model, or distribution mechanism**

A game of this kind will not be completely rejected from the screening process but they must demonstrate that it is capable of directly and tangibly providing a new game experience.

### **Inquiries for SENSE OF WONDER NIGHT (e-mail only)**

[sown@nikkeibp.co.jp](mailto:sown@nikkeibp.co.jp)

## ■TOKYO GAME SHOW 2018 Exhibition Outline

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Event Title: TOKYO GAME SHOW 2018  
Organizer: Computer Entertainment Supplier's Association (CESA)  
Co-Organizer: Nikkei Business Publications, Inc.  
Special Partner: DWANGO Co., Ltd.  
Sponsor: Ministry of Economy, Trade and Industry (TBC)  
Dates & Times: September 20 (Thursday), 2018 Business Day 10:00 am-5:00 pm  
September 21 (Friday), 2018 Business Day 10:00 am-5:00 pm  
\*Admission during Business Days is restricted to trade visitors and members of the press.  
September 22 (Saturday), 2018 Public Day 10:00 am-5:00 pm  
September 23 (Sunday), 2018 Public Day 10:00 am-5:00 pm  
\*Doors may open at 9:30 am 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 Hall  
Expected Number of Visitors: 250,000  
Expected Number of Booths: 2,000  
Admission Fees: On the Day Ticket: JPY 1,200 (incl. tax) per day;  
(Public Day) Advance Ticket: JPY 1,000 (incl. tax) per day;  
Elementary school age and younger: Free

## ■Exhibitor Application Schedule

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Exhibition Application Deadline: June 1 (Friday), 2018  
Booth Location Meeting: June 22 (Friday), 2018····· For exhibitors with 40 or more booths  
(no adjoining exhibitors)  
July 3 (Tuesday), 2018····· For exhibitors with less than 40 booths  
(adjoining other exhibitors)  
Exhibitor Briefing: July 3 (Tuesday), 2018

### Press site on the web

You can download various materials for press, such as logos and photos from the Download Center on the TGS official website. Please log in from below;

URL : <https://www.filey.jp/tgs/>

(Input ID and PASS for press and log in. ID : tgs\_press / PASS : press\_tgs )