

# TOKYO **GAME SHOW** 2006

September 22, 2006

**Computer Entertainment Supplier's Association  
Nikkei Business Publications, Inc.**

**Theme: "New Excitement. New Sensations. A New Generation."**

A fantastic opportunity for sneak peeks

at new software titles the gaming world has been waiting for !

Greatest - ever participation by 148 exhibitors,

showing an estimated new record 650 titles and products !

The ten - year anniversary event – the biggest and best TGS ever !

The Computer Entertainment Supplier's Association (CESA) and Nikkei Business Publications, Inc. are delighted to announce the holding of the TOKYO GAME SHOW 2006 under the theme, "New Excitement. New Sensations. A New Generation." This event is made possible through support from the Ministry of Economy, Trade and Industry (METI) and special sponsorship by NTT DoCoMo. This year's TGS will be held from Friday, September 22 to Sunday, September 24 in the 54,000 m<sup>2</sup> space of Makuhari Messe Halls 1 through 8.

At this, the 16<sup>th</sup> holding of the TOKYO GAME SHOW, 148 companies from the Japan, the US, Israel, Australia, Canada, South Korea, Taiwan and France, representing makers of games software and development tools, trade promotion group, training institutes will be exhibiting at the Show. That number makes this the fourth consecutive year in which the TGS has broken its own record for number of exhibitors, up from 131 last year. The number of booth units rented, at 1,701, is also a new TGS record. (1booth=9 m<sup>2</sup>)

569 products have already been pre-registered for display at this year's Show, putting the 2006 count well ahead of the 516 at TGS 2005. When surprise announcements and last-minute entries are factored in, TGS 2006 may well see as many as 650 game software titles and related products on display.

Five things you need to know about this year's TOKYO GAME SHOW:

1. This will be the largest TGS ever, in terms of number of exhibits and booth units occupied
2. Even more sneak peeks at next-generation titles than last year for the newest game platforms
3. Plenty of mobile content! Exhibits by special sponsor NTT DoCoMo and 2 other mobile communications companies
4. More international exhibitors (51) than ever before
5. A revolution in online PC games

Setting new records for number of exhibitors, booth units, software titles and overseas exhibitors, this year's event also marks the tenth anniversary since the first TOKYO GAME SHOW held in the summer of 1996 – a fitting achievement for a great occasion.

To commemorate this tenth anniversary, the organizers plan "Video Games Museum" and stage event "Check out the past ten years of games." The Video Games Museum, which will be supported by Sony Computer Entertainment Inc., SEGA CORPORATION, Nintendo Co., Ltd. and Microsoft Co., Ltd. will feature a look back at game titles exhibited at the TGS, where participants can try their hands at ten years' worth of great games. The "Check out the past ten years of games" show will feature a multiple perspectives on the landmark achievements and milestones of the past 10 years of the game software industry, brought to you by Nikkei Entertainment and the CS broadcast program Game Center CX (broadcast on Fuji TV 721).

TOKYO GAME SHOW Official English Website : <http://tgs.cesa.or.jp/english/>

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Press Inquiries: [tgs@publicity-bur.co.jp](mailto:tgs@publicity-bur.co.jp)

## Exhibition Outline

- Name: TOKYO GAME SHOW 2006
- Organizer: Computer Entertainment Supplier's Association (CESA)
- Co-organizer: Nikkei Business Publications, Inc. (Nikkei BP)
- Supported by: Ministry of Economy, Trade and Industry
- Special Sponsor: NTT DoCoMo
- Period: Business Day\*: Sept. 22 (Friday), 2006  
\*Admission is limited to industry participants.  
Open to the public: Sept. 23 (Saturday) .Sept. 24 (Sunday), 2006  
From 10:00 a.m. to 5:00 p.m.
- Venue: Makuhari Messe  
2-1 Nakase, Mihama-ku, Chiba City, Chiba Prefecture
- Visitors: 160,000 (target)
- Exhibitors: 148\*Please refer to the attached list.
- Booths: 1,701
- Admission fees: Adult (Junior high school students & older) ... Day Ticket 1,200 yen (incl. tax)  
... Advance Ticket 1,000 yen (incl. tax)  
Children(elementary school age & under) ... Free of charge  
Special Discount Ticket ... Day Ticket only 500 yen (incl. tax)  
\*For those with identification booklets for physically disabled, the war wounded,  
A-bomb survivors or the mentally disabled.  
\*For one caretaker accompanying a person who needs care  
\*For seniors 70 and above
- Official Website: <http://tgs.cesa.or.jp/english/>
- Inquiries: [General] TOKYO GAME SHOW Information  
E-mail: [tgs-info@publicity-bur.co.jp](mailto:tgs-info@publicity-bur.co.jp)  
[Press] TOKYO GAME SHOW Management Office Press Room  
E-mail: [tgs@publicity-bur.co.jp](mailto:tgs@publicity-bur.co.jp)

## Exhibitor List.1

General Area
BROCCOLI CO., LTD.
CANADA Pavilion
ATI Technologies Inc.
Autodesk Ltd
Bitcasters Inc
Bug-Tracker
Capybara Games
DREAMCATCHER INTERACTIVE INC.
Enzyme Testing Labs
GestureTek Inc
Groove Games
Humagade Inc
Preview Media
SilverBirch Studios Inc
SplitFish Gameware Inc
Wave Generation Inc.
Canadian Embassy
CAPCOM CO., LTD.
Cykan Entertainment Co., Ltd.
D3PUBLISHER Inc.
D4Enterprise, Inc.
ELEVEN-UP Inc.
ELSA Japan Inc.
ENTERBRAIN, INC.
EYE POWER SPORTS co., ltd.
FREEM CO LTD.
GAMEINSTINCT
GENKI Co., Ltd.
G-star Organizing Committee
HUDSON SOFT COMPANY, LIMITED
Immersion Corporation
INTERNET RADIO STATION <ONSEN>
IREM SOFTWARE ENGINEERING INC.
KDDI CORPORATION
KOEI Co., Ltd.
KONAMI
Marvelous Interactive Inc.
Media Works Inc.
Microsoft Co., Ltd.
MOCOMTECH CO., LTD.
MOMOTARO KINGDOM
MORI TOYS CO., LTD.
NAMCO BANDAI Games Inc.
NeoWiz Japan Corporation
NETTS CO., LTD.
NHN Japan Corporation
NTT DoCoMo, Inc.
PROTOTYPE
SAKURA Internet Inc.
Sammy NetWorks Co., Ltd.
SANDIO TECHNOLOGY CORPORATION
SeedC Inc.
SEGA CORPORATION

General Area
Seoul City Pavilion
CEDAR ONLINE CO., LTD.
E.C.S Corp.
ENIUM CORPORATION
MYMOINS CORP.
Nchannel Inc.
O2-MEDIA INC.
RYUNI STUDIO
Seoul Business Agency
STEREOPIA Co., Ltd.
Total A Plus Co., Ltd.
UNIANA CO.,LTD.
SEVENDATA Co., Ltd.
SNK PLAYMORE CORPORATION
Sony Computer Entertainment Inc.
SQUARE ENIX CO., LTD.
Taiwan Game Pavilion (TAITRA)
DEPARTMENT AND GRADUATE SCHOOL OF DIGITAL CONTENT DESIGN, LING TUNG UNIVERSITY
GAMANIA DIGITAL ENTERTAINMENT CO., LTD.
INTERNATIONAL GAMES SYSTEM CO., LTD.
ROAD AHEAD TECHNOLOGIES CONSULTANT CORP.
Taiwan Trade Center
Taiwan Game Pavilion (TCA)
EASYFUN Entertainment Corp.
Industrial Development Bureau Ministry of Economic Affairs
Lager Interactive Inc.
Taipei Computer Association
Unalis Corp.
UserJoy Technology Co., Ltd.
Wayi International Digital Entertainment Co., Ltd
WINKING ENTERTAINMENT CORPORATION
XPEC Entertainment Inc.
TECMO, LTD.
Toamec Corporation
TOMY Company, LTD.
TOOL - DESIGNED GAMING ACCESSORIES
TOPPAN PRINTING CO., LTD.
TWENTIETH CENTURY FOX
Vodafone K.K.

Sales Area
Alchemist
BROCCOLI CO., LTD.
CAPCOM CO., LTD.
COSPA Inc.
Game Center CX
KID corp.
Nikkei Business Publications, Inc.
SNK PLAYMORE CORPORATION
SOFTBANK Creative Corp.
SQUARE ENIX CO., LTD.
TECMO, LTD.

## Exhibitor List.2

### Mobile Content Area

Ambition Inc.
BTD STUDIO Co., ltd.
DAITO GIKEN, INC.
DIGITAL WORKS ENTERTAINMENT
DP-CORPORATION
FromSoftware, Inc.
Interactive Brains Co., LTD.
KOTOBUKI SOLUTION CO., LTD.
Media Magic Co., Ltd.
NIHON ENTERPRISE CO., LTD.
PROVENCE PROMOTION
Quattro Media Corporation
RideonJapan, Inc.
SEALZ, Inc.
Serendipity Co., Ltd.
Spicysoft Corporation
T2i Entertainment Co., Ltd.
UAT Corporation

### Development Tools & Middleware Area

Wacom Co., Ltd.
■Exhibit only Business Day
Australian Embassy
Born Digital, Inc.
CREEK & RIVER Co., Ltd.
CRI Middleware Co., LTD.
HI CORPORATION
HOEI SANGYO CO., LTD.
ISAO CORPORATION
MICROCOM LTD.
Mizuho Bank,Ltd.
NTT Advanced Technology Corporation
SANTOKU CORPORATION

### Kids' Area

CAPCOM CO., LTD.
NAMCO BANDAI Games Inc.
NHN Japan Corporation

### Game School Area

ACT College of Information & Communication Technology
Aso Business Computer College
Digital Entertainment Academy Corporation
Higashi-Nihon Design & Computer College
International Art & Design College
JAPAN ELECTRONICS COLLEGE
Kanagawa Computer Culture College
Kobe Institute of Computing / Kobe College of Computing
Nagoya Kougakuin College
Niigata Computer College
Niigata High Technology College
NIPPON ENGINEERING COLLEGE
Ota INFORMATION & BUSINESS COLLEGE
Professional Training College Tokyo Net Wave
SOGOGAKUEN HUMAN ACADEMY
TECHNOS COLLEGE
Tohoku Computer College
Tokyo Communication Arts
Tokyo Technical College
TRIDENT COLLEGE OF INFORMATION TECHNOLOGY
World Institute of Zeal artists for digital and technology
YAG The Institute of Yoyogi Animation
Yokohama Digital Arts

### International Meeting Booth

Prime Sense
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## Topics

The theme of this year's TOKYO GAME SHOW is  
**New Excitement. New Sensations. A New Generation.**

The three-day show will feature a host of revolutionary new titles and hardware, beyond anything even anticipated in the past. This year's theme reflects the vast potential and the impact embodied by the TOKYO GAME SHOW, as a stage for new ideas and technologies.

We see the TGS as a forum for debuting the latest in computer entertainment, but also as an opportunity to bring new thrills and recreation to the world.

We look forward to having you join us for our anniversary, and experience excitement like never before.

### About the main visual

This year marks the 10th anniversary of the TOKYO GAME SHOW.

The TGS logo features prominently in this year's graphic layout, reflecting its strong presence over the past ten years within the industry and on the Japanese and world markets. The inclusion of game controller buttons that beg to be pushed in the "O" in the design completes the sense of anticipation for the future of entertainment.

"New Excitement. New Sensations. A New Generation."  
 As ever, New starts here.

### About the Japan Game Awards 2006

The Japan Game Awards 2006 Grand Prix will recognize the very best titles from all platforms at a ceremony on the opening day of the Tokyo Game Show on the Event Stage in Hall 8. An additional prize in the Futures category will be awarded at a ceremony on September 24 after public voting by attendees to the first two days of the event and review by a panel of judges. Guests submitting votes will be entered into a drawing for a number of exciting prizes. A voting booth will be opened in Hall 1 and eight boxes for submitting votes will be placed throughout the venue.

For more details, visit: <http://awards.cesa.or.jp>

### TGS Developer's Workshop

A special series of presentations will be made by game development tool and middleware makers on Friday, September 22 at the TGS Developer's Workshop. This event will introduce and provide seminars on technologies for development for next-generation platforms, mobile content and online games, making this a must for anyone involved in game software development.

**[ TGS Developer's Workshop Program ]** Makuhari Messe Hall 3, development tools and middleware area

Time	Company	Seminar
12:50 - 13:30	ISAO CORPORATION	Industry-first online game call tracking system that will transform CS/GM
13:40 - 14:20	HI CORPORATION	The future of 3D mobile games: Cutting costs and boosting performance with MascotCapsule and MCX
14:30 - 15:10	CRI Middleware Co., LTD.	Solid support for next generation platform audio and movies: Introducing CRI Audio and CRI Sofdec
15:20 - 16:00	Australian Embassy	Trends in the Australian game software industry (1)
16:10 - 16:50	Australian Embassy	Trends in the Australian game software industry (2)

## Kids' Area Outline

This always-popular area for children elementary school age and younger will feature plenty of attractions and events for kids.

Here kids can try out the newest titles at the Touch and Try Booth, shop for game-themed items at the Shopping Booth, visit the event stage to watch game character live-action shows and contests, spend time at the Toy Corner playing analog and trading cards games, and enjoy snacks and soft drinks at the Refreshments Corner.

And, in addition to the many stage events planned by the participating exhibitors, the main program will include live-action shows featuring "Power Rangers, Boukenger" and a "TSUKUTTE ASOBO" theme.

### [ Kids' Area Event Stage Program ]

	September 23, Saturday	September 24, Sunday
10:30-11:00	[ TSUKUTTE ASOBO ] SHOW	[ Power Rangers, Boukenger ] SHOW
11:30-12:00	CAPCOM CO., LTD.	
12:15-12:45	NHN Japan Corporation	CAPCOM CO., LTD.
13:00-13:30	NAMCO BANDAI Games Inc.	NHN Japan Corporation
13:45-14:15	[ TSUKUTTE ASOBO ] SHOW	[ Power Rangers, Boukenger ] SHOW
14:45-15:15	CAPCOM CO., LTD.	NAMCO BANDAI Games Inc.
15:30-16:00	NHN Japan Corporation	CAPCOM CO., LTD.
16:15-16:45		NHN Japan Corporation

\*Abbreviations are used for the exhibitors

\*Contents and schedules are subject to change without notice.

### **TGS Forum 2006, the conference for industry involved persons**

"TGS Forum 2006," a conference for business professionals in the computer entertainment industry will be held as follows.

The keynote speakers will be Mr. Ken Kutaragi, President and Group CEO of Sony Computer Entertainment Inc. and Mr. Yoichi Wada, Chairman of CESA.

For those of you from overseas, we have "A Developers Session – CEDEC Premium," a seminar equipped with Japanese-English simultaneous interpretation.

CEDEC Premium is a session for developers that is held in conjunction with the CESA Developers Conference (CEDEC), Japan's largest seminar for game developers. Speaking on "The Truth About Epic Games "Unreal Engine 3": Opportunities for Japanese Corporations in Middleware for Next-Generation Hardware", key executives from Epic Games will address the potential in both business and technology.

In addition, five specialty sessions will get to the heart of the issues facing the next-generation game business: an on-line game session, a session on games for mobile phones, a character session, a developers session and a new session on finance and marketing.

\*Only keynote speech and developers session will have simultaneous Japanese-English interpretation.

## [Keynote Speech] Outline

Date and Hour: September 22 (Fri.) 10:00 ~ 12:05  
Venue: International Conference Hall at Makuhari Messe  
Attendance Fee: Free of charge  
Application: Please apply at the venue on the day of your attendance.

### [Agenda]

• 10:00 ~ 11:10 **“Next-Generation Entertainment Created by the PS3”**

Speaker: Mr. Ken Kutaragi, President and Group CEO of Sony Computer Entertainment Inc.

Sony Computer Entertainment's next-generation PlayStation3 (PS3) will appear on the market this fall. Built around the concept of real-time computing, the PS3 makes possible an unprecedented level of realism and intensity. PS creator Ken Kutaragi shares his views on the entertainment of the future.

• 11:15 ~ 12:05 **“Possibilities and Challenges for the Game Industry”**

Speaker: Mr. Yoichi Wada, Chairman of CESA.

The evolution of terminals and media has expanded the possibilities for games. At the same time, issues such as intellectual property rights have brought new, never-before-imagined challenges. A discussion of coming industry developments with reference to the challenges that must be overcome.

## [Developers Session “CEDEC Premium”] Outline

### “The Truth About Epic Games “Unreal Engine 3”

#### ~Opportunities for Japanese Corporations in Middleware for Next-Generation Hardware”

Date and Hour: September 22 (Fri.) 15:15 ~ 17:15  
Venue: International Conference Hall at Makuhari Messe  
Attendance Fee: Advance ticket 7,000 yen (tax included)  
An admission fee is required separately to enter the show floor.  
Please refer to <http://tgs.cesa.or.jp/english/attendee/admission.html> for further information.  
Application: Please apply at the official TOKYO GAME SHOW 2006 website (<http://tgs.cesa.or.jp/english/attendee/forum.html>)

### [Agenda]

• 15:15 ~ 15:25 [Introduction]

Mr. Kiyoshi Shin, Coordinator of IGDA Japan chapter

• 15:25 ~ 16:05 [Lecture]

**“Addressing Risk in Next-Generation Game Development”**

Mr. Jay Wilbur  
Vice President (Business Development)  
Epic Games Inc.

• 16:05 ~ 16:45 [Lecture]

**“Technology Trends for Next-Generation Game Development”**

Mr. Tim Sweeney  
Chief Executive Officer  
Epic Games Inc.

• 16:45 ~ 17:15 [Q&A, Panel Discussion]



# TOKYO GAMESHOW 2006

## Comparison & Analysis of Tokyo Game Show

T i t l e		TGS 2006	TGS 2005	TGS 2004	TGS 2003	TGS 2002	TGS 2001 Autumn
D a t e		Sep. 22(Fri) to 24 (Sun) 22th : Business Day	Sep. 16(Fri) to 18 (Sun) 16th : Business Day	Sep. 24(Fri) to 26 (Sun) 24th : Business Day	Sep. 26(Fri) to 28 (Sun) 26th : Business Day	Sep. 20(Fri) to 22 (Sun) 20th : Business Day	Oct.12 (Fri) to Oct. 14 (Sun) 12th 10:00-12:30BusinessTime
P l a c e		<b>Makuhari Messe</b>					
Exhibition Area		Approx. 54,000 m <sup>2</sup> (8halls)	Approx. 47,250 m <sup>2</sup> ( 7halls )				約54,000m <sup>2</sup> (8ホール)
Number of Exhibitors		148	131	117	111	85	53
Number of Booth Units		1,701	1,433	1,491	1,426	1,407	1,373
Exhibition Title	Titles in total	573	516	461	508	393	339
	Platform Base (%)						
	Mobile Phones	24.9	23.8	15.6	14.4	9.2	4.1
	PC	24.5	18.4	25.4	12.6	12.5	9.7
	PlayStation 2	20.1	23.8	31.5	28.0	21.6	25.7
	NINTENDO DS	10.4	6.6	0.4	-	-	-
	PSP	6.6	6.0	2.6	-	-	-
	Xbox360	4.0	1.4	-	-	-	-
	PlayStation 3	3.6	0.8	-	-	-	-
	Wii	1.0	-	-	-	-	-
	NINTENDO GAMECUBE	0.4	2.3	2.0	6.3	8.1	2.9
	GAMEBOYADVANCE	0.4	3.1	7.3	6.5	14.2	15.0
	OTHERS incl. titles without	3.8	11.6	12.6	28.0	13.7	3.2
	Genre Base (%)						
	ACTION	26.1	30.6	28.3	23.7	19.0	18.7
	ROLE-PLAYING	15.1	11.6	12.3	9.8	11.1	16.9
	SIMULATION	9.8	7.2	5.3	5.5	5.4	10.9
PUZZLE	7.0	5.0	4.7	4.9	6.2	3.6	
ADVENTURE	6.6	4.3	4.9	4.7	6.2	6.0	
SPORTS	5.6	3.7	2.8	1.9	6.7	7.9	
SHOOTING	4.6	4.3	3.8	3.6	6.9	4.5	
RACING	3.2	2.9	1.5	2.1	3.5	3.3	
OTHERS	22.1	32.6	36.4	43.9	35.1	28.1	
Admittance Fee		Adults 1200 yen / Children Free					
Total Attendance		160,000(expected)	176,056	160,096	150,089	134,042	129,626