

TOKYO **GAME SHOW** 2007

<Exhibition Outline>

- Name: TOKYO GAME SHOW 2007
- Organizer: Computer Entertainment Supplier's Association (CESA)
- Co-organizer: Nikkei Business Publications, Inc. (Nikkei BP)
Ministry of Economy, Trade and Industry (International business section)
What is "Japan International Contents Festival (CoFesta)"?
Japan International Contents Festival (CoFesta URL <http://cofesta.jp/>) is the generic term for a series of content events and markets of games, animation, manga (comics)/ characters, music, broadcasting and film, which will all be held at a same period in this autumn. Tokyo Game Show 2007 is one of the CoFesta's official events.
- Dates: September 20 (Thursday), Business Day (10:00 - 17:00)
September 21 (Friday), Business Day (10:00 - 17:00)
September 22 (Saturday), Open to the Public (10:00 - 17:00)
September 23 (Sunday), Open to the Public (10:00 - 17:00)
- Venue: Makuhari Messe (Mihama-ku, Chiba City)
- Expected Attendance: 180,000 (target)
- Expected Booth units: 1,735
- Expected Exhibitors: 217
- 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 100 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_guide2007@publicity-bur.co.jp
[Press] TOKYO GAME SHOW Management Office Press Room
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<For the Press website>

Materials for members of the media, such as the TGS logo and photos from last year's event are available for download at: <https://www.filey.jp/tgs/>
Password required (ID: tgs2007press, PASS: tgs2007)

Comparison & Analysis of Tokyo Game Show

T i t l e		TGS 2007	TGS 2006	TGS 2005	TGS 2004	TGS 2003	TGS 2002
D a t e		Sep. 20(Thu) to 23 (Sun) 20 ~ 21th : Business Day	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
P l a c e		Makuhari Messe					
E x h i b i t i o n A r e a		Approx. 54,000 m²(8halls)			Approx. 47,250 m² (7halls)		
Number of Exhibitors		217	148	131	117	111	85
Number of Booth Units		1,735	1,701	1,433	1,491	1,426	1,407
Exhibition Title	Titles in total	702	573	516	416	508	339
	Platform Base (%)						
	Mobile Phones	32.2	24.9	23.8	15.6	14.4	9.2
	PC	22.7	24.5	18.4	25.4	12.6	12.5
	NINTENDO DS	17.1	10.4	6.6	0.4	-	-
	Wii	8.1	1.0	-	-	-	-
	PlayStation 2	7.2	20.1	23.8	31.5	28.0	21.6
	Xbox360	4.9	4.0	1.4	-	-	-
	PlayStation 3	3.2	3.6	0.8	-	-	-
	PSP	2.6	6.6	6.0	2.6	-	-
	NINTENDO GAMECUBE	0.2	0.4	2.3	2.0	6.3	8.1
	GAMEBOYADVANCE	-	0.4	3.1	7.3	6.5	14.2
	OTHERS incl. titles without	15.8	3.8	11.6	12.6	28.0	14.2
	Genre Base (%)						
	ACTION	28.5	26.1	30.6	28.3	23.7	19.0
	ROLE-PLAYING	11.8	15.1	11.6	12.3	9.8	11.1
	SIMULATION	9.9	9.8	7.2	5.3	5.5	5.4
	PUZZLE	8.1	7.0	5.0	4.7	4.9	6.2
	ADVENTURE	5.8	6.6	4.3	4.9	4.7	6.2
	SPORTS	4.4	5.6	3.7	2.8	1.9	6.7
SHOOTING	3.5	3.2	2.9	1.5	2.1	3.5	
RACING	3.2	4.6	4.3	3.8	3.6	6.9	
OTHERS	24.8	22.1	32.6	36.4	43.9	35.1	
Admittance Fee		Adults 1200 yen / Children Free					
Total Attendance		180,000(expected)	192,411	176,056	160,096	150,089	134,042