

TOKYO GAME SHOW 2007

July 31, 2007

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

Press Release

TOKYO GAME SHOW 2007 Event Outline

The Computer Entertainment Supplier's Association (CESA; Yoichi Wada, Chairman; Minato-ku, Tokyo), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; Seiichi Oteru, President and CEO; Minato-ku, Tokyo) is delighted announce the event program for the Tokyo Game Show 2007 (TGS2007, Date: Thursday, September 20~Sunday, September 23; Venue: Makuhari Messe, Mihamachi, Chiba Prefecture). This event is made possible through special support from NTT DoCoMo.

TGS2007 will from this year serve as an official event of the Japan International Contents Festival <CoFesta>*, an organization launched this year to provide opportunities both for publicizing content developed in Japan to the world, and for coming into contact with a wide range of content-related concepts and materials.

As of July 31, the projected participation in TGS2007 is 168 exhibitors occupying 1,708 booth units. This would make it even larger in scale than the largest past show (148 exhibitors, 1,701 booth units, in 2006).

This may be attributable to the fact that this year marks the full-scale introduction of software titles for the new game platforms released over the past 1~2 years. With numerous major titles set to go on sale, this year's game show serves as an ideal forum for titles to steal a lead in the run-up to the critical end-of-year/New Year's sales season, which can be expected to draw even greater interest from visitors to last year's event.

Mobile telephony is offering a greatly expanded range and depth of services, and mobile games are no exception. This year, three major carriers including special sponsor NTT DoCoMo will be exhibiting their latest products and services. And there will be a greater international presence than ever before, with 51 exhibitors from around the world. Firms from The Netherlands, Sweden and Thailand will be making their first appearance, while others from the US, UK, Canada, Australia, Israel, Korea, Taiwan, Hong-Kong, China and other countries and regions will continue to deepen the international flavor of the show.

This year will also expand the Business Day component of the program for exhibitors and visitors wishing to do business to two full days. As part of this expansion, the Developer Tools and Middleware Corner will be re-envisioned as the Business Solutions Corner. The number of exhibitors is set to more than double this year, from 12 last year to 29 in 2007. As in 2006, TGS2007 will occupy Halls 1 through 8 of the Makuhari Messe convention center.

On the theme: Link up , Reach out , To the World.

Every medium of computer entertainment, from personal computers to home platforms, portable game devices and mobile phones can now be connected to networks. This has enabled players of all kinds to go online and link up and play with others, opening up a new world where distinctions of age, gender and nationality disappear.

The Tokyo Game Show 2007 organizers selected the theme for this year's event to reflect the networks linking games and linking people, creating new possibilities that arise from these organic connections.

As a forum for people working in computer entertainment industry from around the world to meet and develop their businesses, the Tokyo Game Show helps to forge new connections that transcend national boundaries.

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

Press Inquiries: tgs2007_press@publicity-bur.co.jp

Tokyo Game Show 2007, the world's largest computer entertainment show stretches to four full days for the first time in its history. We hope that this event serves to bring people together through games, and at the same time to unveil new possibilities. We look forward to serving as the forum for the latest entertainment to bring forth new worlds.

* 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.

Main Visual

The main visual, based on the theme "Link up, Reach out, To the World" has now been decided. The visual depicts a silhouette showing a diversity of people from all over the world linked by their enjoyment of games at the Tokyo Game Show 2007. At the same time, it also expresses the connectivity between users enabled by networked games.

To use the visual shown to the right, please download the image data from: <http://tgs.cesa.or.jp/visual>



TGS Forum

The TGS Forum 2007 for game industry participants will be held on both days of the Business Day section of the event [September 20 (Thu.) -21 (Fri.)].

On September 20, a free-admission keynote address and paid-admission special sessions will be held. The keynote will be given by Sony Computer Entertainment President and Group CEO Kazuo Hirai on "A look at our business strategy toward new growth: the expanding PlayStation world." The 4 special sessions will focus on "Online Games," "Characters," "Mobile Phone Games," and "Finance and Marketing."

These special sessions will address issues brought about by the revolution now underway in home platforms, and the new potential game business market among young female users enabled by the spread of portable game devices. They will also look at the evolution of hardware and changes in the diversity of user needs at the cutting edge of mobile phone games, analyses of standout firms in the game sector, and the latest financial strategies for game enterprises.

The second day, September 21, will feature a sponsorship session (free admission) and special invited sessions (also free), which will introduce the latest information about the worldwide game scene.

TGS Forum 2007 Program

September 20 (Thu.) Keynote address 10:30 ~ 12:00

Venue: International Conference Hall at Makuhari Messe

Admission fee: Free of charge

Application: Please apply at the venue no later than 30 minutes prior to the session.

Theme: "A look at our business strategy toward new growth: the expanding PlayStation world"

Speaker: Kazuo Hirai, Sony Computer Entertainment President and Group CEO

<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)
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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: 1,708 (*as of July 31)

Expected Exhibitors: 168 (*as of July 31) *Please refer to the attached list.

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/>

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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)