



Link up, Reach out, To the world.

TOKYO **GAME SHOW** 2007

OFFICIAL REPORT

Organizer: Computer Entertainment Supplier's Association (CESA)
Co-organizers: Nikkei Business Publications, Inc. (Nikkei BP)
Ministry of Economy, Trade and Industry
(International Business Section)
Period: Sept. 20 (Thursday) - Sept. 23 (Sunday), 2007
Venue: Makuhari Messe



Nikkei Business Publications, Inc.

**Ministry of Economy,
Trade and Industry**

II. Visitors Report

1. Number of Visitors on Each Day

TOKYO GAME SHOW 2007	
Sept. 20 (Thursday) – Business Day	29,783
Sept. 21 (Friday) – Business Day	32,390
Sept. 22 (Saturday) – Open to the public	64,795
Sept. 23 (Sunday) – Open to the public	66,072
Total	193,040

TOKYO GAME SHOW 2006	
Sept. 22 (Friday) – Business Day	39,645
Sept. 23 (Saturday) – Open to the public	84,823
Sept. 24 (Sunday) – Open to the public	67,943
Total	192,411

2. Results of Questionnaire Survey of Business-Day Visitors

Outline of Survey

[Survey Method]

A survey request was e-mailed to 3,745 preregistered visitors in Japan on the Business Days. Replies were received at the Internet Research System “AIDA” operated by Nikkei BP.

[Number of Responses]

681 (response rate: 18.2%)

[Survey Schedule]

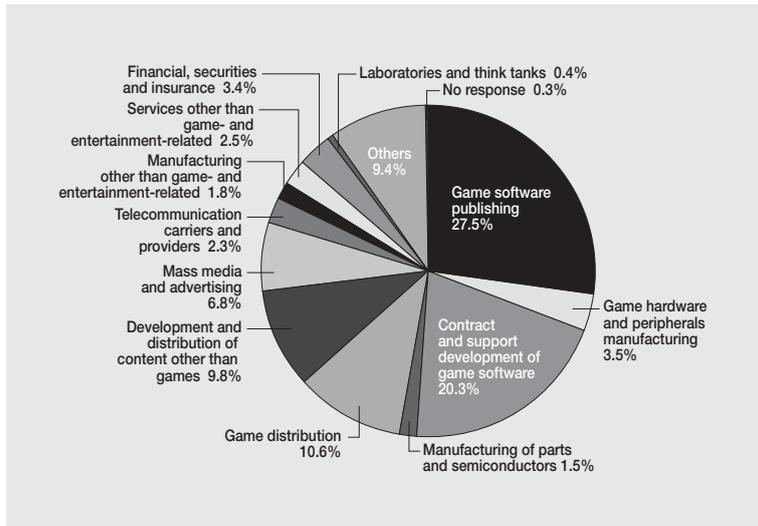
Sep. 27, 2007: Survey started (e-mail posted and web site opened)

Oct. 9, 2007: Survey finished (web site closed)

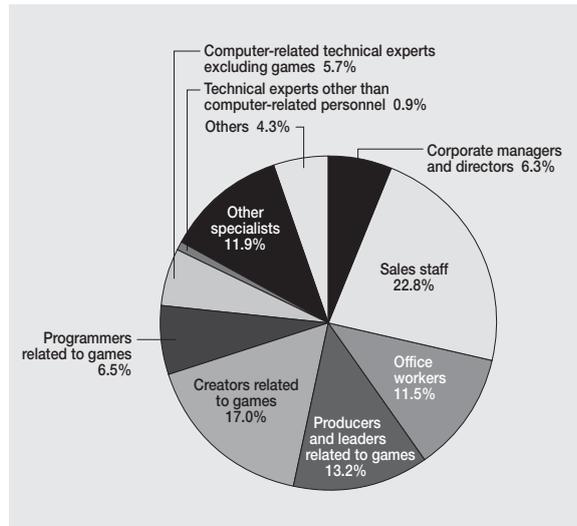
[Survey Organizations]

Nikkei BP Consulting, Inc.

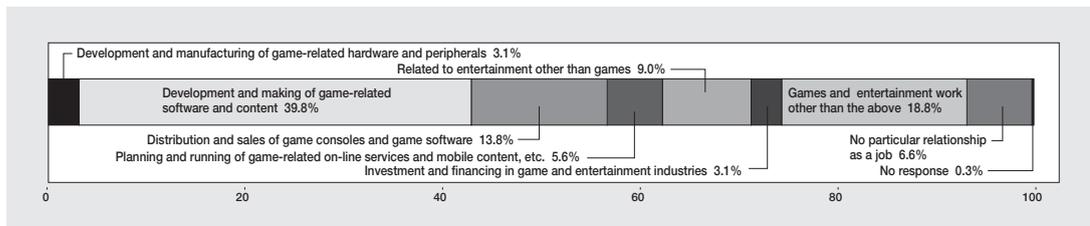
Business Category



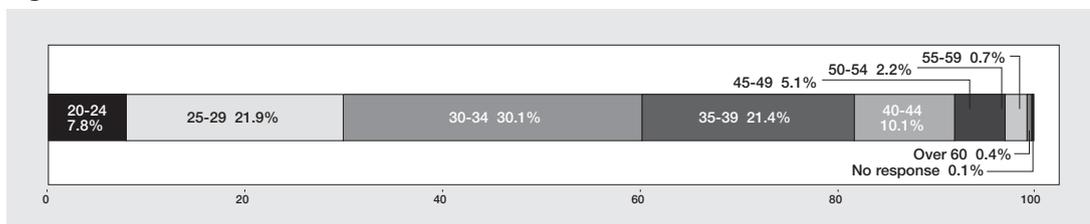
Job Category



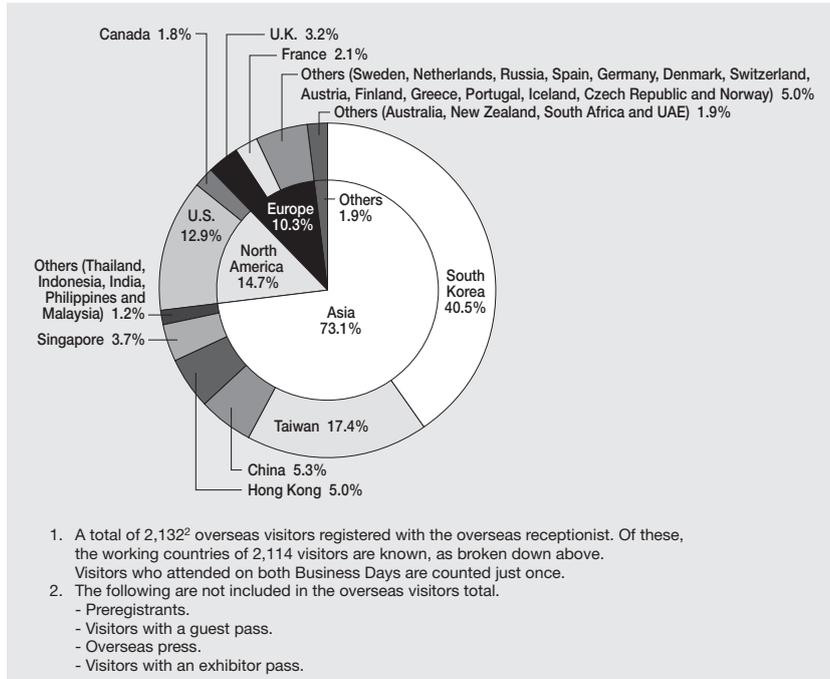
Visitors' Relationship to Game and Entertainment Content



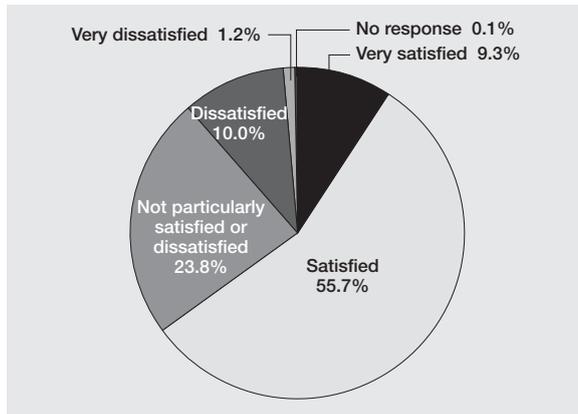
Age



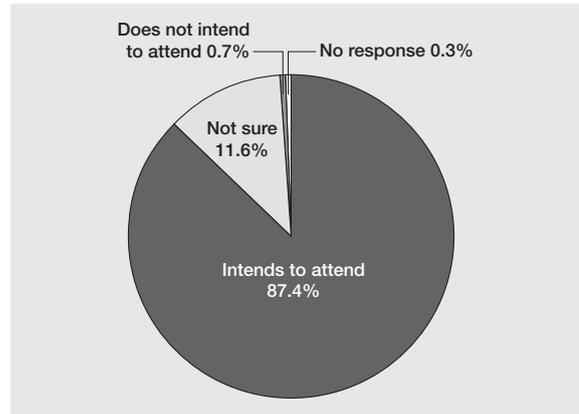
Business-Day Visitor Breakdown by Country and Region¹



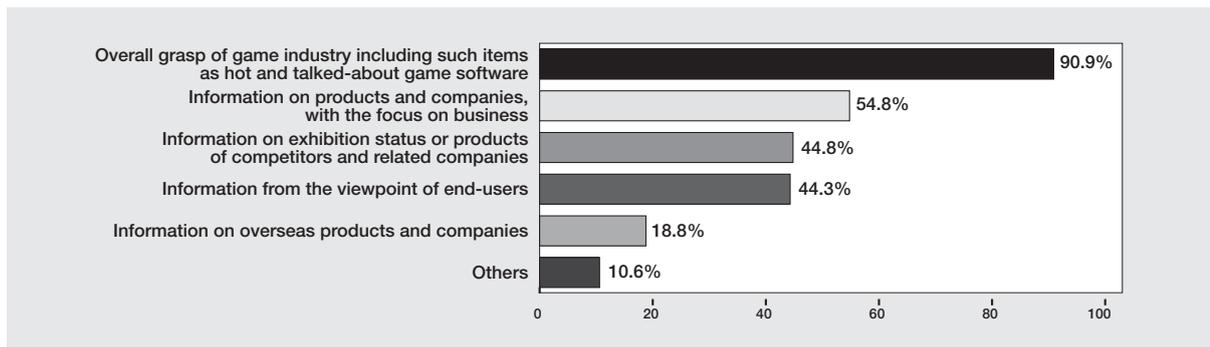
Degree of Satisfaction



Intention to Attend the Next Show



Information You Wanted to Get at TGS 2007 (multiple answers)



III. Results of Questionnaire Survey of Exhibitors

Outline of Survey

[Survey Method]

A survey request was e-mailed to all exhibitors. Replies were received at the Internet Research System "AIDA" operated by Nikkei BP.

[Number of Responses]

61

[Survey Schedule]

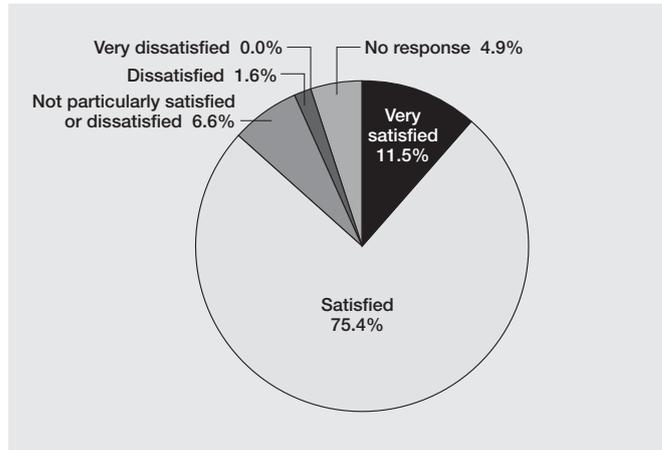
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Oct. 12, 2007: Survey finished (web site closed)

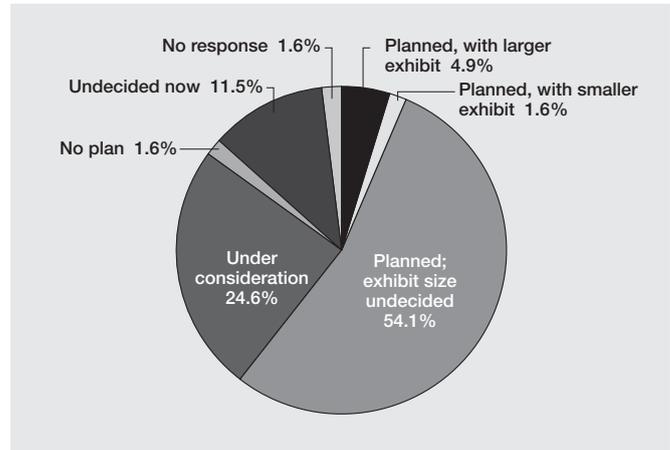
[Survey Organization]

Nikkei BP Consulting, Inc.

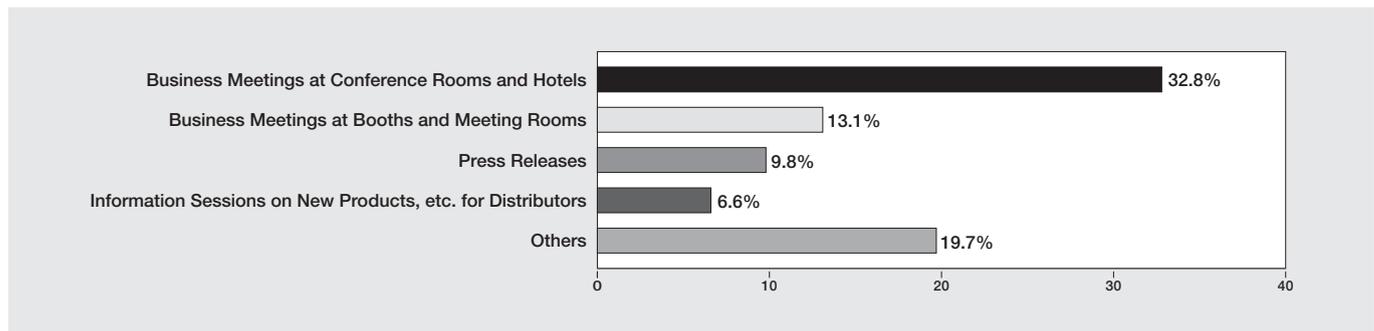
Degree of Satisfaction



TGS 2008 Exhibit Plans

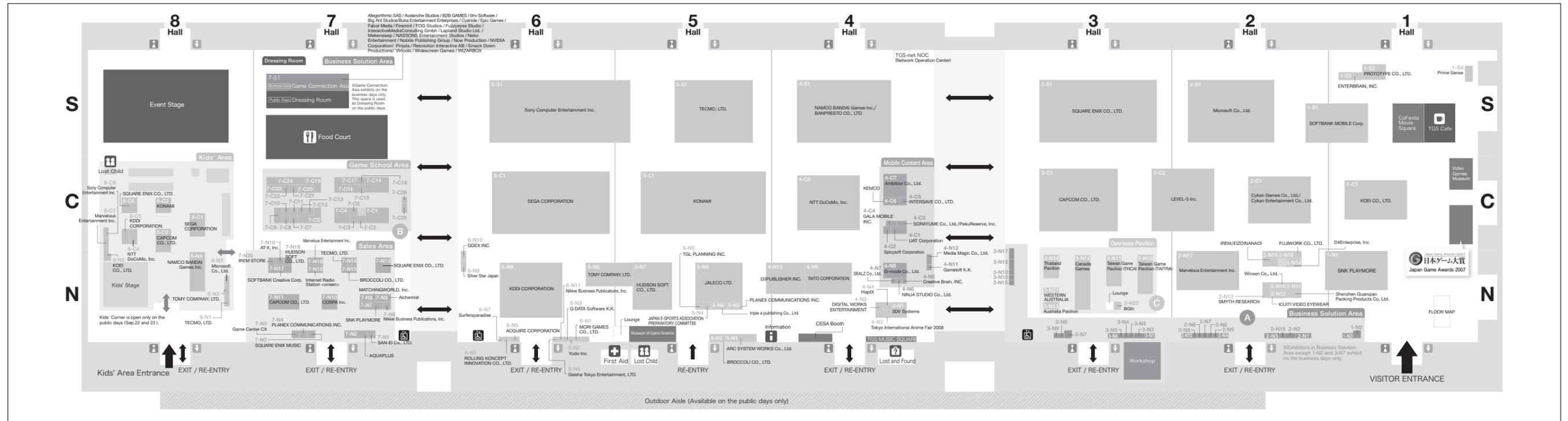


Activities on Business Days (MA)



IV. Layout and Exhibitor List

Layout



Exhibitor List

General Area

- 4-N1 3DV Systems
- 6-N5 ACQUIRE CORPORATION
- 5-N1 ARC SYSTEM WORKS Co., Ltd.
- 3-N13 Australia Pavilion
- Auran Pty Ltd
- Fuzzyeyes Studio Pty Ltd
- Halfbrick Studios Pty Ltd
- Wildfire Studios
- Australian Embassy
- Australia Queensland Government
- Trade and Investment Office Tokyo
- 4-S1 BANPRESTO CO., LTD.
- 3-N20 BGIN
- 5-N2 BROCCOLI CO., LTD.
- 3-N12 Canada Games
- A2M
- Alliance NumeriQc
- Audiokinetic
- Big Blue Bubble
- Bug-Tracker
- CookieJar Entertainment
- D-Box Technologies Inc.
- DreamCatcher
- DTI Software
- Enzyme Testing Labs
- Fog Studios
- GestureTek Inc
- Invest Quebec
- KrabbittSoft Studios
- Kutoka
- Logiciels Mystic Inc.
- Magmic
- Other Ocean Interactive
- Sherpa Games
- Technologies Quazal Inc.
- True Player Gear Inc.
- Wave Generation
- Wicked Studios
- 3-C1 CAPCOM CO., LTD.
- 2-C1 Cykan Entertainment Co., Ltd.
- 2-C1 Cykan Games Co., Ltd.
- 4-N10 D3PUBLISHER INC.
- 2-N14 D4Enterprise, Inc.
- 4-N3 DIGITAL WORKS ENTERTAINMENT
- 2-N15 EIZO(NANAO)
- 6-S3 ENTERBRAIN, INC.
- 2-N16 FUJIWORK CO., LTD.
- 6-N3 G DATA Software K.K.

- 6-N10 GDEX INC.
- 6-N4 Geisha Tokyo Entertainment, LTD.
- 4-N4 HaptX
- 4-N7 HUDSON SOFT CO., LTD.
- 5-N7 HUDSON SOFT CO., LTD.
- 2-N12 ICUITI VIDEO EYEWEAR
- 2-N15 IREM
- 5-N6 JALECO LTD.
- 5-N4 JAPAN E-SPORTS ASSOCIATION PREPARATORY COMMITTEE
- 6-N8 KDDI CORPORATION
- 1-C1 KOEI CO., LTD.
- 5-C1 KONAMI
- 2-C2 LEVEL-5 Inc.
- 2-N17 Marvelous Entertainment Inc.
- 2-S1 Microsoft Co., Ltd.
- 6-N11 MORI GAMES CO., LTD.
- 4-S1 NAMCO BANDAI Games Inc.
- 6-N11 Nikkei Business Publications, Inc.
- 4-C8 NTT DoCoMo, Inc.
- 5-N3 PLANEX COMMUNICATIONS INC.
- 1-S4 Prime Sense
- 1-S2 PROTOTYPE CO., LTD.
- 6-N6 ROLLING KONCEPT INNOVATION CO., LTD.
- 6-C1 SEGA CORPORATION
- 2-N11 Shenzhen Guanqiao Packing Products Co, Ltd.
- 6-N9 Silver Star Japan
- 2-N13 SMYTH RESEARCH
- 1-N1 SNK PLAYMORE
- 1-S1 SOFTBANK MOBILE Corp.
- 6-S1 Sony Computer Entertainment Inc.
- 3-S1 SQUARE ENIX CO., LTD.
- 6-N7 Surfersparadise
- 4-N9 TAITO CORPORATION
- 3-N10 Taiwan Game Pavilion (TAITRA)
- Ling Tung University, DEP. of Digital Content Design
- Mega Entertainment Co., Ltd
- UserJoy Technology Co., Ltd.
- Taiwan Trade Center
- 3-N10 Taiwan Game Pavilion (THCA)
- InterServ International Inc.
- Joymaster Inc.
- Lager Interactive Inc.
- Taipei Hsien Computer Association
- Unalis Co., Ltd.
- Winking Entertainment Corporation
- XPEC Entertainment Inc.
- 5-S1 TECMO, LTD.
- 5-N5 TGL PLANNING INC.
- 3-N14 Thailand Pavilion

- Advance Intelligence Modernity Co., Ltd.
- Corcell Technology Co., Ltd.
- Dashpoint Design Co., Ltd.
- Digidream Studio Co., Ltd.
- Game Square Interactive Co., Ltd.
- Monomania Co., Ltd.
- Software Industry Promotion Agency
- 4-N2 Tokyo International Anime Fair 2008
- 5-N8 TOMY COMPANY, LTD.
- 5-N9 triple a publishing Co., Ltd.
- 3-N21 WESTERN AUSTRALIA GO3 Electronic Entertainment Expo
- Murdoch University
- West Coast Tafe
- Winxen Co., Ltd.
- 6-N2 Yudo Inc.

Mobile Content Area

- 4-C7 Ambition Co., Ltd.
- 4-N5 Creative Brain, Inc.
- 4-C4 GALA MOBILE INC.
- 4-N11 Gameloft K.K.
- 4-N8 G-mode Co., Ltd.
- 4-C5 INTERSAVE CO., LTD.
- 4-C6 KEMCO
- 4-N12 Media Magic Co., Ltd.
- 4-N6 NINJA STUDIO Co., Ltd.
- 4-C3 PakuReserve, Inc.
- 4-N7 SEALZ Co., Ltd.
- 4-C3 SORAYUME Co., Ltd.
- 4-C2 Spicysoft Corporation
- 4-C1 UAT Corporation

Kids' Area

- 8-C2 CAPCOM CO., LTD.
- 8-C5 KDDI CORPORATION
- 8-N5 KOEI CO., LTD.
- 8-C3 KONAMI
- 8-C7 Marvelous Entertainment Inc.
- 8-N3 Microsoft Co., Ltd.
- 8-N4 NAMCO BANDAI Games Inc.
- 8-C4 NTT DoCoMo, Inc.
- 8-C1 SEGA CORPORATION
- 8-C8 Sony Computer Entertainment Inc.
- 8-C6 SQUARE ENIX CO., LTD.
- 8-N11 TECMO, LTD.
- 8-N2 TOMY COMPANY, LTD.

Game School Area

- 7-C5 Academy of Art University

- 7-C22 Anabuki College Group
- 7-C8 Arts College Yokohama
- 7-C18 Aso Business Computer College
- 7-C6 Digital Entertainment Academy Co., LTD.
- 7-C11 ECC COLLEGE OF COMPUTER AND MULTIMEDIA
- 7-C15 Higashi-Nihon Design & Computer College
- 7-C13 International Art & Design College
- 7-C4 Japan Electronics College
- 7-C21 Kobe Institute of Computing / Kobe College of Computing
- 7-C9 Nagoya Kougakuin College
- 4-C16 Niigata Computer College
- 7-C3 Niigata High Technology College
- 7-C14 NIPPON ENGINEERING COLLEGE / TOKYO UNIVERSITY OF TECHNOLOGY
- 7-C7 Osaka Electro-Communication Univ. Department of Digital Games
- 7-C23 OTA INFORMATION & BUSINESS COLLEGE
- 7-C12 Professional Training College Tokyo Net Wave
- 7-C1 SOGOGAKUEN HUMAN ACADEMY
- 7-C25 Tohoku Computer College
- 7-C19 TOKYO COMMUNICATION ARTS
- 7-C10 TOKYO DESIGNER GAKUIN COLLEGE
- 7-C24 TOKYO KOGAKUIN COLLEGE OF TECHNOLOGY
- 7-C2 Tokyo Technical College
- 7-C17 TRIDENT COLLEGE OF INFORMATION TECHNOLOGY
- 7-C16 World Institute of Zeal artists for digital and technology
- 7-C26 Yokohama Digital Arts
- 7-C20 Yoyogi animation institute

Sales Area

- 7-N9 Alchemist
- 7-N2 AQUAPLUS
- 7-N19 AT-X, Inc.
- 7-N13 BROCCOLI CO., LTD.
- 7-N11 CAPCOM CO., LTD.
- 7-N10 COSPA Inc.
- 7-N5 Game Center CX
- 7-N18 HUDSON SOFT CO., LTD.
- 7-N15 Internet Radio Station <onsen>
- 7-N20 IREM STORE
- 7-N16 Marvelous Entertainment Inc.
- 7-N8 MATCHINGWORLD, Inc.
- 7-N6 Nikkei Business Publications, Inc.
- 7-N4 PLANEX COMMUNICATIONS INC.
- 7-N1 SAN-EI Co., LTD.
- 7-N7 SNK PLAYMORE

- 7-N17 SOFTBANK Creative Corp.
- 7-N12 SQUARE ENIX CO., LTD.
- 7-N3 SQUARE ENIX MUSIC
- 7-N14 TECMO, LTD.

Business Solution Area

- 3-N4 Advansus Corp.
- 1-N2 AhnLab, Inc.
- 3-N5 ARNIS SOUND TECHNOLOGIES, CO., LTD.
- 3-N2 Bit-isle Inc.
- 3-N17 Born Digital, Inc.
- 3-N19 British Embassy Tokyo
- Babel Media
- New Concept Gaming
- Serious Games Institute
- Skill gaming
- 3-N6 CDNetworks Japan Co.,Ltd
- 3-N8 Community Engine
- 3-N3 CREEK & RIVER Co., Ltd.
- 2-N9 DENTSU INC.
- 2-N8 ELSA Japan Inc.
- 1-N3 ENTERBRAIN, INC.
- 2-N5 Fontworks Japan, Inc.
- 7-S1 Game Connection Asia
- Allegorithmic SAS
- Avalanche Studios
- B2B GAMES
- bhv Software
- Big Ant Studios
- Buka Entertainment Enterprises
- Cyanide
- Epic Games
- Falcor Media
- Firemint
- FOG Studios
- Fuzzyeyes Studio
- InteractiveMediaConsulting GmbH
- Laplaid Studio Ltd.
- Mekensleep
- NASSONS Entertainment Studios
- Neko Entertainment
- Nobilis Publishing Group
- Now Production
- NVIDIA Corporation
- Pinjata
- Resolution Interactive AB
- Smack Down Productions
- Virtools
- Widescreen Games
- WIZARBOX



- 2-N18 GENERALASAHU Co., Ltd.
- 3-N7 Global Collect
- 3-N1 GONZO ROSSO K.K.
- 3-N15 Hitachi ULSI Systems Co., Ltd.
- 2-N7 HOEI SANGYO CO., LTD.
- 2-N6 HONG KONG TRADE DEVELOPMENT COUNCIL
- 3-N9 ISAO CORPORATION
- 2-N3 Mizuho Bank, Ltd.
- 2-N3 Mizuho Investors Securities Co., Ltd.
- 2-N4 Fontworks Japan, Inc.
- 2-N4 NTT IT CORPORATION
- 2-N2 Promotech Software, Inc.
- 2-N10 SANTOKU CORPORATION
- 3-N16 SOFTBANK Human Capital CORP.
- 3-N18 The North East of England: UK Game Super Cluster
- Digital City
- Eutechnyx
- The Mustard Corporation
- ONE NorthEast
- Wacom Co., Ltd.

Business Meeting Area

- BM-11 British Embassy Tokyo
- BM-1 CAPCOM CO., LTD.
- BM-4 Cykan Games Co., Ltd.
- BM-2 HUDSON SOFT CO., LTD.
- BM-13 KOEI CO., LTD.
- BM-5 KONAMI
- BM-9 Microsoft Co., Ltd.
- BM-6 NAMCO BANDAI Games Inc.
- BM-10 Nokia N-Gage
- BM-3 SNK PLAYMORE
- BM-7 TECMO, LTD.
- BM-12 The North East of England: UK Game Super Cluster

V. TGS Forum 2007

TGS Forum 2007 was held at the International Conference Hall at Makuhari Messe on September 20 and 21, the Business Days of TOKYO GAME SHOW 2007. The forum offered game business professionals an opportunity to discuss the latest trends in their industry.

The keynote speaker on the opening day was Hirai Kazuo, president and group CEO of Sony Computer Entertainment Inc.

The afternoon sessions included four for which an attendance fee was charged. In the Online Game Session, talks were given by key persons from three leading companies in the Japanese online game business.

Discussion in the Characters Session explored strategies for and future of the game business targeting girls, which has begun to show good prospects for a large market as evidenced by the popularization of portable game devices.

In the Mobile Phone Game Session, the future of mobile phone games that achieving higher performance and daily use was described from the perspectives of mobile phone carriers and game makers.

Discussion in the Finance and Market Session focused on the analysis of remarkable companies in the game sector and the latest financial strategies of game-related companies. Thus, the current state of the expanded computer entertainment business was elaborated in timely fashion in these four genre-specific sessions.

Following the opening day, on September 21, free special invitation sessions and sponsorship sessions were held for the first time. The Nielsen Company and Gameloft introduced new trends in the game business including game program ratings and mobile games.

September 20 (Thursday)

10:00 12:00	Keynote Speech	
	A Look at Our Business Strategy Toward New Growth: The Expanding PlayStation World Speaker: Mr. Kazuo Hirai, Sony Computer Entertainment, Inc. President and Group CEO	
13:00 15:00	Online Game Session	Character Game Session
	Enabling All Platforms to Access the Internet Online Game Business Enters a New Phase 13:00 - 15:00 RELAY TALK AND PANEL DISCUSSION	Popularization of Portable Game Devices Brings Market Change Rediscover the Huge Potential of the Game Market for Girls 13:00 - 15:00 RELAY TALK AND PANEL DISCUSSION
15:15 17:15	Mobile Phone Game Session	Finance and Market Session
	Evolution of Mobile Phone Games The Changing World Brought by the Evolution of Software and Diversification of User Needs ·How Carriers View the Future of Mobile Phones ·How High Specifications Change Mobile Phone Games ·Increasing the Penetration of Mobile Phone Games	Company Trends to Watch in the Game Sector and Finance Strategies from Early Stage to Post-IPO [Finance] ·Fund-raising and IPOs of Game-Related Companies ·Project Finance Methods and New Developments in Game-Related Companies [Market] ·The Latest Moves in the Game Sector -- Watching Remarkable Companies

September 21 (Friday)

11:00 12:00	Sponsorship Session	Special Session
	The Next Generation of Mobile Gaming? Sponsored by Nokia	Revealing New Insights on the Elusive Gamer: Global Brand Advertisers Make a Play for Gamers' Attention Speaker: Mr. Jeff Herrmann, The Nielsen Company / Nielsen Wireless and Nielsen Games Vice President
14:15 15:15	Sponsorship Session	
	The Global Business of Mobile Casual Games; Case Study on a Successful Japanese Publisher in Connected Mobile Games Sponsored by Nokia	
15:30 16:30	Sponsorship Session	
	Toward a Concentrated, Mature Market Sponsored by Gameloft	

VI. Business Solution Area

In line with the addition of a second Business Day, the Development Tools and Middleware Area was enlarged and renamed the Business Solution Area. It was set up to introduce BtoB products and services supporting the game

development and game business to enhance the synergy of the exhibition and relevant workshops, the workshop venue was multipurpose rooms near the exhibition area, and was limited to Business Days.

Business Solution Workshops

Sept. 21 (Fri.)	Company/Organization	Lecture
12:00 12:40	ENTERBRAIN, INC.	New trends in game sites and site management techniques from the perspective of access analytics
13:00 13:40	Hitachi ULSI Systems Co., Ltd.	Ruby Talk high-quality voice synthesis middleware
14:00 14:40	ARNIS SOUND TECHNOLOGIES, CO., LTD.	The role of stereophony in the entertainment business
15:00 15:40	DENTSU INC.	Reaping the benefits of advertising through mobile games – Dentsu's advergaming business
16:00 16:40	Australian Embassy and Australian Queensland Government Trade and Investment Office , Tokyo	Outline of the Australian game industry and its position in the global market

VII. International Party

To celebrate and promote the international aspects of the TOKYO GAME SHOW, an international party was held for the first time in 2007.

This event was planned for overseas visitors, media, exhibitors, and domestic exhibitors, and there were lively

exchanges from beginning to end. With 267 people from 20 countries and regions attending, including embassy representatives, the party was truly international in every respect.



VIII. Public Relations and Publicity

1. Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcast

	TV	Radio	Newspapers (general, sports)	General magazines	Specialized papers/magazines/web	Total
Before the Show	0 (0)	1 (0)	139 (129)	71 (50)	274 (213)	485 (392)
During the Show	33 (31)	7 (5)	140 (166)	0 (0)	90 (71)	270 (273)
After the Show	23 (31)	7 (8)	56 (45)	119 (132)	723 (629)	928 (845)
Total	56 (62)	15 (13)	335 (340)	190 (182)	1,087 (913)	1,683 (1,510)

Notes: As of October 16, 2007. Planned coverage is included. Figures in parentheses are those for TOKYO GAME SHOW 2006.

2. Number of News Reports During the Show Period, and Number of Reporters

	Sept. 20 (Thu.)		Sept. 21 (Fri.)		Sept. 22 (Sat.)		Sept. 23 (Sun.)		Grand total	
	News reports	Reporters	News reports	Reporters	News reports	Reporters	News reports	Reporters	News reports	Reporters
Overseas media, domestic-issued foreign language media	279	670	210	474	129	309	53	124	671	1577
Internet, e-mail magazines, mobile phones	144	494	98	342	57	194	39	102	338	1132
Game magazines, computer magazines	35	272	31	183	21	112	16	67	103	634
General magazines, town papers/journals	80	159	54	113	24	31	22	25	180	328
Trade papers/journals	66	130	50	93	17	25	16	22	149	270
Publishing companies (books, "mooks") etc.	21	129	16	73	9	24	9	21	55	247
TV(terrestrial/satellite broadcasting and cable TV)	38	173	16	46	6	14	3	7	63	240
Editing productions, freelance journalists, others	17	62	10	25	4	10	9	21	40	118
General newspapers, sports papers	28	46	10	13	4	5	10	10	52	74
News agencies (domestic and overseas)	13	24	3	3	0	0	1	1	17	28
Radio	6	6	5	9	1	1	3	6	15	22
Total	727	2,165	503	1,374	272	725	181	406	1,683	4,670

Game Title	Platform	Update Date	Version
Final Fantasy Tactics Advance	PS2	09/20/07 14:26	1.50
Final Fantasy Tactics Advance 2	PS2	09/20/07 14:26	1.50
Final Fantasy Tactics Advance 3	PS2	09/20/07 14:26	1.50
Final Fantasy Tactics Advance 4	PS2	09/20/07 14:26	1.50
Final Fantasy Tactics Advance 5	PS2	09/20/07 14:26	1.50
Final Fantasy Tactics Advance 6	PS2	09/20/07 14:26	1.50
Final Fantasy Tactics Advance 7	PS2	09/20/07 14:26	1.50
Final Fantasy Tactics Advance 8	PS2	09/20/07 14:26	1.50
Final Fantasy Tactics Advance 9	PS2	09/20/07 14:26	1.50
Final Fantasy Tactics Advance 10	PS2	09/20/07 14:26	1.50

3. Breakdown of Overseas Media

Reported-to region		Number of reporters					Number of media
		Sept. 20	Sept. 21	Sept. 22	Sept. 23	Total	
Asia	Japan (domestic-issued foreign language media)	81	42	15	7	145	53
	Korea	67	33	24	13	137	48
	Taiwan	47	46	12	9	114	21
	China	35	16	18	16	85	8
	Hong Kong	37	17	7	1	62	20
	Singapore	10	10	5	1	26	4
	Thailand	4	6	6	3	19	5
	Malaysia	0	0	2	0	2	1
Europe	France	48	36	22	5	111	26
	Italy	26	23	8	1	58	14
	U.K.	19	11	6	5	41	14
	Spain	15	13	5	2	35	8
	Netherlands	11	9	8	0	28	4
	Germany	9	8	7	3	27	9
	Russia	10	4	9	3	26	4
	Norway	12	8	4	0	24	8
	Poland	3	3	2	2	10	2
	Czech Republic	5	3	0	0	8	3
	Sweden	3	2	1	1	7	2
	Finland	1	4	1	0	6	2
	Switzerland	3	1	1	0	5	2
	Denmark	0	4	1	0	5	2
	Belgium	1	1	1	0	3	1
	Greece	0	2	0	0	2	1
	Ireland	0	0	1	0	1	1
	Hungary	0	0	1	0	1	1
North and Latin America	U.S.A.	188	139	115	40	482	56
	Canada	17	15	8	0	40	4
	Brazil	5	5	4	2	16	4
	Mexico	3	3	2	5	13	3
	Argentina	0	0	5	0	5	1
Oceania	Australia	5	4	3	0	12	4
Middle East	Iran	4	5	3	5	17	2
	Saudi Arabia	0	0	1	0	1	1
Others		1	1	1	0	3	1
Total		670	474	309	124	1577	340



Outline of the TOKYO GAME SHOW 2008

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

Period:	Business Day* Oct. 9 (Thursday) – Oct. 10 (Friday), 2008** Open to the public Oct. 11 (Saturday) – Oct. 12 (Sunday), 2008** From 10:00 a.m. to 5:00 p.m. *Admission is limited to industry participants and those with invitations. **Planned
Venue:	Makuhari Messe 2-1 Nakase, Mihama-ku, Chiba City, Chiba Prefecture
Organizer:	Computer Entertainment Supplier's Association (CESA) http://www.cesa.or.jp/english/
Co-organizers:	Nikkei Business Publications, Inc. (Nikkei BP) http://www.nikkeibp.com/ Ministry of Economy, Trade and Industry (International Business Section)
Expected number of exhibitors:	220
Invited number of booths:	1,550
Expected visitors:	180,000

TOKYO GAME SHOW 2008 Official Report

Publisher: Computer Entertainment Supplier's Association (CESA)
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