

TOKYO **GAME SHOW** 2008

October 9, 2008

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

Press Release

Theme: "Ready for GAME Time!"

209 exhibitors and 1768 booths—the highest number of booths to date
879 is also a new record for the number of titles exhibited.

The organizers have planned substantial projects including exhibits linked to CoFesta.

CESA has implemented an environmentally-friendly electric power system and is cooperating in the prevention of global warming and the reduction of carbon dioxide.

The Computer Entertainment Supplier's Association (CESA), in cooperation with Nikkei Business Publications, Inc. and with the support of the Ministry of Economy, Trade and Industry and NTT DOCOMO, Inc. as a special sponsor, will hold the Tokyo Game Show 2008 over a four-day period from Thursday, October 9 to Sunday, October 12 in Exhibition Halls 1 to 8, covering an area of approximately 54,000 square meters, at Makuhari Messe, Chiba City, in Chiba Prefecture. The theme of this year's show is "Ready for GAME Time!" The first two days of the show have been designated as Business Days for game industry-related and media-related people, while the last two days will be open to the general public.

In addition to a large number of exhibitors from Japan, exhibitors from thirteen different countries and regions—USA, UK, India, Australia, the Netherlands, Canada, South Korea, Switzerland, Taiwan, China, Finland, France and Hong Kong—will be taking part in the Tokyo Game Show 2008. 209 corporations, organizations and schools, a number that is very close to last year's 217 which was the highest number to date, will be exhibiting at this year's show. The number of booths, 1768, has exceeded the record of 1735 booths which was set last year.

Excluding peripheral devices, etc. that were announced in advance, the number of titles that will be exhibited at the show is 879, a number that greatly exceeds the record of 702 titles that was set last year. The recent introduction of the much-talked about handheld game consoles and the new generation of video game consoles has greatly driven the market by capturing users such as women and seniors, people who until now did not have many opportunities to get close to games. It can be said that the number of titles exhibited which greatly exceeds last year's number is an indication of the proactive initiatives of the game software industry as a whole toward further market expansion.

A trend that can be observed in the titles exhibited this year is the increased number of games designed for home game consoles such as PlayStation 3, Xbox 360 and Wii. Sequels to popular series are also attracting attention. It can be thought that the rapid increase in the number of titles for handheld game consoles shows that the popularity of handheld games which has continued to grow over recent years has become firmly established and is still expanding. The diverse range of other games exhibited includes sensory games, games for mobile phones and online games.

The features of this year's exhibition are as follows:

- (1) Continuing on from last year, the number of Business Days has been increased to two.
- (2) The Tokyo Game Show has become established as the world's largest exhibition of its kind—both the number of booths and the number of titles exhibited are the highest to date, and the number of exhibitors is close to last year's record high.
- (3) The number of exhibitors in the Kids' Corner has also reached a new high of 19, and there are 75 booths in this area.
- (4) Exhibits and events linked to the Japan International Contents Festival (CoFesta) will be held.
- (5) The organizers have developed diverse projects that will serve where possible as bases for the transmission of information aimed at the global market.

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

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Last year was the first time that the Tokyo Game Show was held over a period of four days since the event was inaugurated in 1996. Based on last year's results, which were highly evaluated by game industry-related people from both Japan and overseas, the organizers have developed diverse projects that will serve where possible as bases for the transmission of information aimed at the global market from "The World's Largest Computer Entertainment Show".

One of these projects is the "SENSE OF WONDER NIGHT" (hereinafter referred to as "SOWN 2008") which shines the spotlight on game developers who are searching for new possibilities and is the venue for a new style of presentation which aims to expand the possibilities of games. In response to a call for entries that was made both within Japan and overseas, 35 entries were submitted from Japan and 32 from overseas. As a result of screening by the selection committee, presentations of 12 games, including five from overseas, will be made to game industry-related and media-related people.

The organizers' exhibits include the Game Science Museum that is spread over four diverse zones and the TGS Movie Square HD 5.1-channel Theater where visitors can experience the latest games and videos in a dynamic 5.1-channel surround-sound environment. In addition, Tokyo Game Show official merchandise will be available for the first time this year. 12 items that were specially designed for the Tokyo Game Show 2008 and that will only be on sale during the four-day show period can be purchased at a special booth located at the central entrance of the Makuhari Messe complex.

CESA sponsors the Japan Game Awards 2008, one of the official events of the Japan International Contents Festival 2008 (popularly referred to as "CoFesta"). The "Creators' Talk Show" is another CoFesta official event that will be held at the Tokyo Game Show 2008. In addition, CESA has set up two CoFesta booths: the CoFesta Main Booth to introduce little-known game technology, and the CoFesta Parent & Child Game Booth to introduce the attraction of games as entertainment that can be enjoyed by parents and children together.

- The Japan International Contents Festival (popularly referred to as "CoFesta") is the world's largest comprehensive content festival where various events related to the content industry such as games, animation, *manga* & characters, music, broadcasting and film are held in cooperation with each other. Various types of content that originate in Japan mutually influence each other and cooperate reciprocally. While cooperating with the media technology industry in order to disseminate and communicate this content and to create new possibilities, CoFesta aims to be the world's largest content festival which has a wide appeal overseas. CoFesta 2008 kicked off on September 30 with the opening of CEATEC JAPAN 2008 and will run for a period of 29 days until October 28.

CESA has decided to implement an environmentally-friendly electric power system at the Tokyo Game Show 2008. The amount of power that will be required for illumination and so forth in common areas will be equivalent to 280,000 kilowatt-hours. As a global warming prevention measure, power will be supplied through biomass power generation (with the cooperation of South Kyushu Biomass). The use of this environmentally-friendly power will contribute to a reduction of 105 tons of CO₂ (emission source unit: 0.375 kg/kWh).

<Exhibition Outline>

Name: TOKYO GAME SHOW 2008

Organizer: Computer Entertainment Supplier's Association (CESA)
Co-organizer: Nikkei Business Publications, Inc. (Nikkei BP)

Supporter: Ministry of Economy, Trade and Industry

Special Sponsor NTT DOCOMO, Inc.

Dates: October 9 (Thursday), Business Day (10:00 - 17:00)
October 10 (Friday), Business Day (10:00 - 17:00)
October 11 (Saturday), General admission (10:00 - 17:00)
October 12 (Sunday), General admission (10:00 - 17:00)

Venue: Makuhari Messe (Mihama-ku, Chiba City)

Expected Attendance: 180,000

Expected Exhibitors: 209

Expected Booth Units: 1768

Exhibits: General Area
Mobile Content Area
Business Solutions Area
Game School Area
Kids' Area
Sales Area
PC Online Game Area (new)

<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: <http://www.filey.jp/tgs/>

Password required (ID: tgs2008press, PASS: tgs2008)

Comparison & Analysis of Tokyo Game Show

Title		TGS 2008	TGS 2007	TGS 2006	TGS 2005	TGS 2004	TGS 2003	
Date		Oct. 9(Thu) to 12 (Sun) 9 ~ 10th: Business Day	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	
Place		Makuhari Messe						
Exhibition Area		Approx. 54,000 m ² (8halls)			Approx. 47,250 m ² (7halls)			
Number of Exhibitors		209	217	148	131	117	111	
Number of Booth Units		1768	1735	1701	1433	1491	1426	
Exhibition Title	Titles in total	879	702	573	516	416	508	
	Platform Base (%)	NINTENDO DS	18.7	17.1	10.4	6.6	0.4	-
		Mobile Phones	18.0	32.2	24.9	23.8	15.6	14.4
		PC	17.5	22.7	24.5	18.4	25.4	12.6
		PSP	7.8	2.6	6.6	6.0	2.6	-
		Wii	7.1	8.1	1.0	-	-	-
		Xbox360	7.0	4.9	4.0	1.4	-	-
		PlayStation 3	3.5	3.2	3.6	0.8	-	-
		PlayStation 2	1.7	7.2	20.1	23.8	31.5	28.0
		NINTENDO GAMECUBE	--	0.2	0.4	2.3	2.0	6.3
		GAMEBOY ADVANCE	--	--	0.4	3.1	7.3	6.5
		OTHERS incl. titles without	18.8	15.8	3.8	11.6	12.6	28.0
	Genre Base (%)	ACTION	19.6	28.5	26.1	30.6	28.3	23.7
		ROLE-PLAYING	9.0	11.8	15.1	11.6	12.3	9.8
		PUZZLE	5.4	8.1	7.0	5.0	4.7	4.9
		SIMULATION	4.7	9.9	9.8	7.2	5.3	5.5
		ADVENTURE	4.2	5.8	6.6	4.3	4.9	4.7
		SPORTS	3.7	4.4	5.6	3.7	2.8	1.9
		SHOOTING	3.6	3.5	3.2	2.9	1.5	2.1
RACING		1.1	3.2	4.6	4.3	3.8	3.6	
OTHERS	45.7	24.8	22.1	32.6	36.4	43.9		
Admittance Fee		Adults 1200 yen / Children Free						
Total Attendance		180000(expected)	193,40	192411	176056	160096	150089	