



Ready for **GAME** Time!
TOKYO GAME SHOW 2008



OFFICIAL REPORT

Organizer:	Computer Entertainment Supplier's Association (CESA)
Co-organizer:	Nikkei Business Publications, Inc. (Nikkei BP)
Supporter:	Ministry of Economy, Trade and Industry
Period:	Oct. 9 (Thursday) - Oct. 12 (Sunday), 2008
Venue:	Makuhari Messe



Nikkei Business Publications, Inc.

I. Outline of the Show

Name: TOKYO GAME SHOW 2008
Theme: Ready for GAME Time !

Organizer: Computer Entertainment Supplier's Association (CESA)
Co-organizer: Nikkei Business Publications, Inc. (Nikkei BP)
Supporter: Ministry of Economy, Trade and Industry
Special supporter: NTT DOCOMO, INC.

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.
Venue: Makuhari Messe (Mihama-ku, Chiba-shi, Chiba)
Exhibition Halls 1-8 (exhibition area: about 54,000 square meters)
International Conference Hall

Number of exhibitors: 209
Number of booths: 1,768 booths
Displayed titles: 879 titles (number of advance registrations)

By platform (%)		By genre (%)	
Nintendo DS	18.7	Action	19.6
Mobile phones	18.0	RPG	9.0
PC	17.5	Puzzle	5.4
PSP	7.8	Simulation	4.7
Wii	7.1	Adventure	4.2
Xbox360	7.0	Sports	3.7
PlayStation 3	3.5	Shooting	3.6
PlayStation 2	1.7	Racing	1.1
Others	18.8	Others	48.7

Admission fees: General visitor Ticket valid only for day of issue ¥1,200 (incl. tax)
Ticket sold in advance ¥1,000 (incl. tax)



II.Visitors Report

1. Number of Visitors on Each Day

TOKYO GAME SHOW 2008	
Oct. 9 (Thursday) – Business Day	27,305
Oct. 10 (Friday) – Business Day	24,178
Oct. 11 (Saturday) – Open to the public	71,639
Oct. 12 (Sunday) – Open to the public	71,166
Total	194,288

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

2. Results of Questionnaire Survey of Business-Day Visitors

Outline of Survey

[Survey Method]

A survey request was e-mailed to 6,038 preregistered visitors in Japan on the Business Days.
Replies were received at the Internet Research System “AIDA” operated by Nikkei BP Consulting.

[Number of Responses]

837 (response rate: 13.9%)

[Survey Schedule]

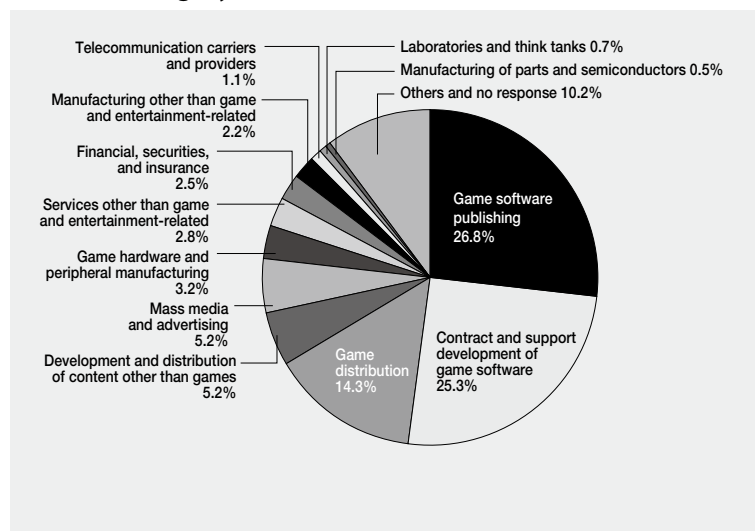
Oct. 31, 2008: Survey started (e-mail posted and web site opened)

Nov. 12, 2008: Survey finished (web site closed)

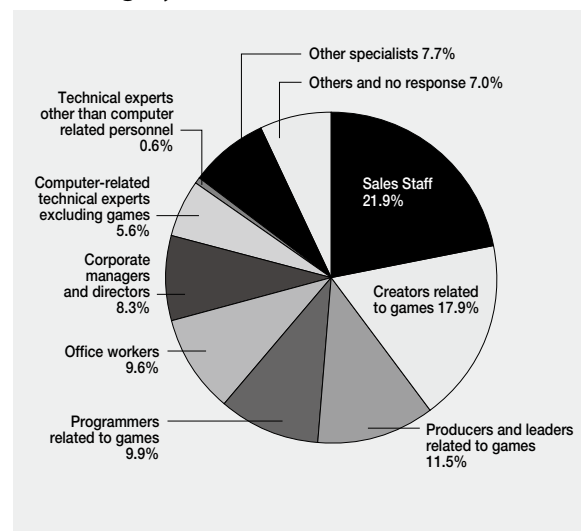
[Survey Organizations]

Nikkei BP Consulting, Inc.

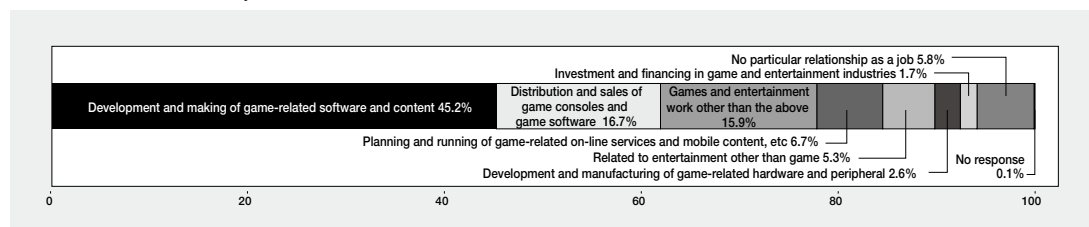
Business Category



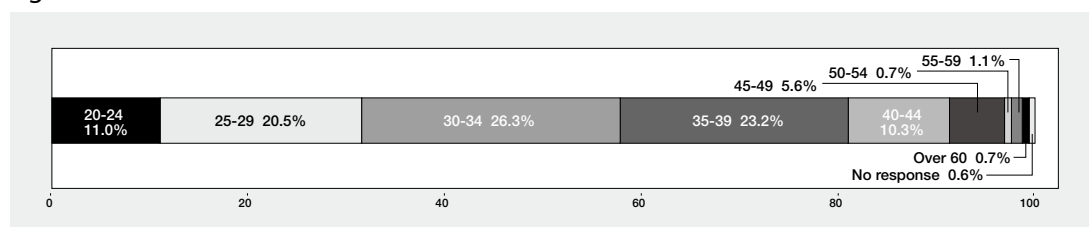
Job Category



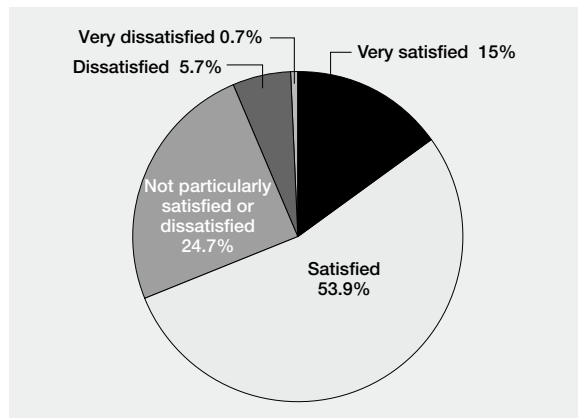
Visitors' Relationship to Game and Entertainment Content



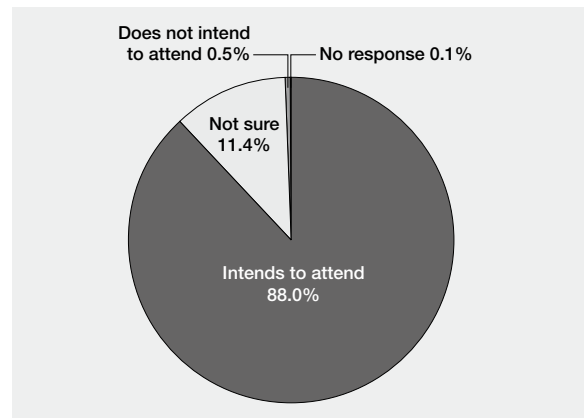
Age



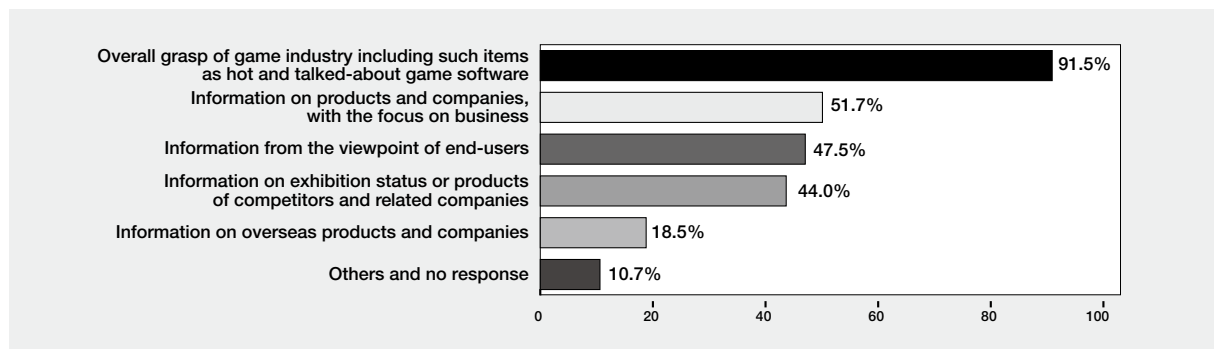
Degree of Satisfaction



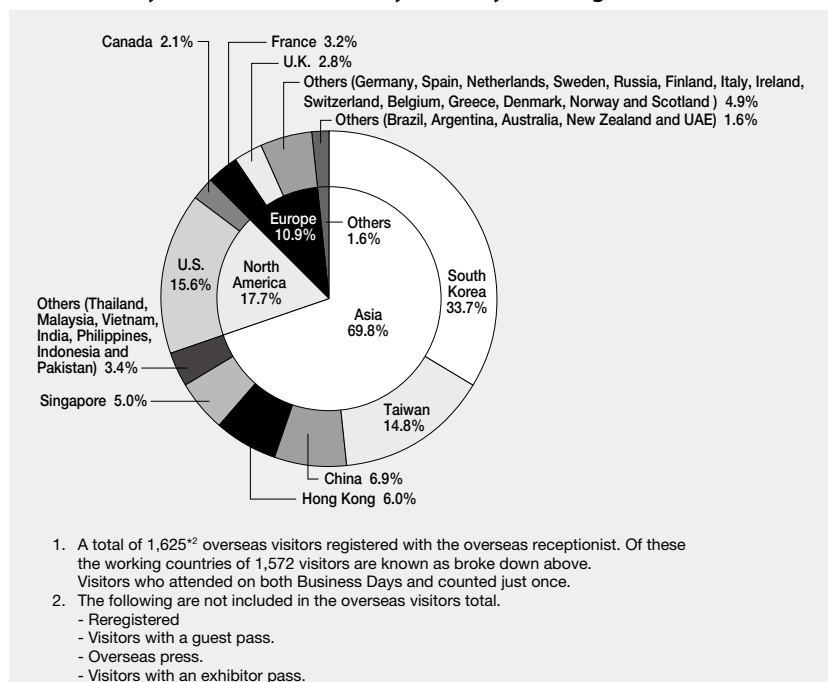
Intention to Attend the Next Show



Information You Wanted to Get at TGS 2008 (multiple answers)



Business-Day Visitor Breakdown by Country and Region^{*1}



III. Results of Questionnaire Survey of Exhibitors

Outline of Survey

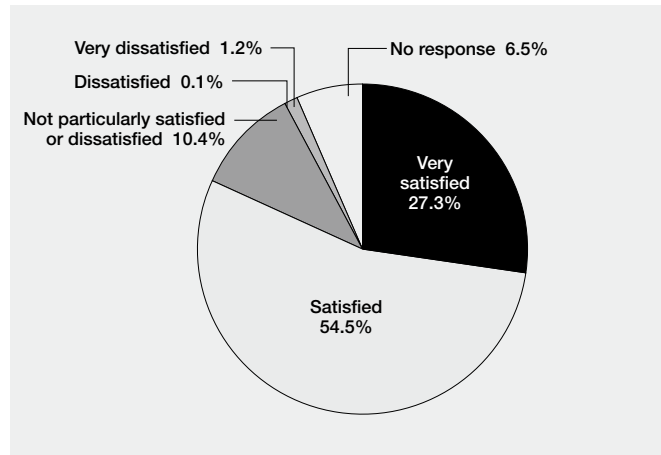
[Survey Method]

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

[Number of Responses]

77

Degree of Satisfaction



[Survey Schedule]

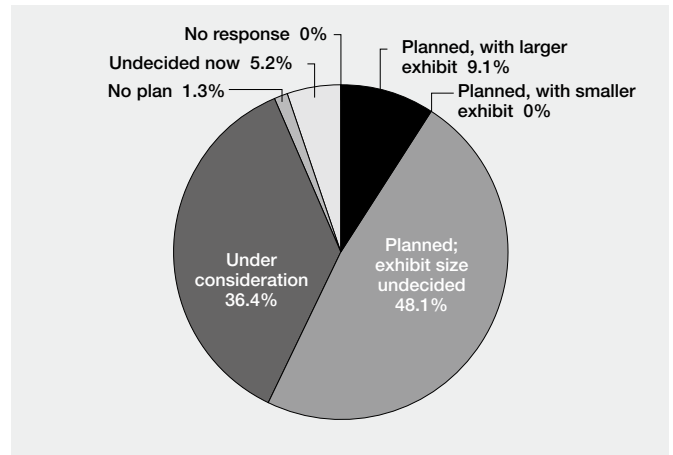
Oct. 20, 2008: Survey started (e-mail posted and web site opened)

Nov. 4, 2008: Survey finished (web site closed)

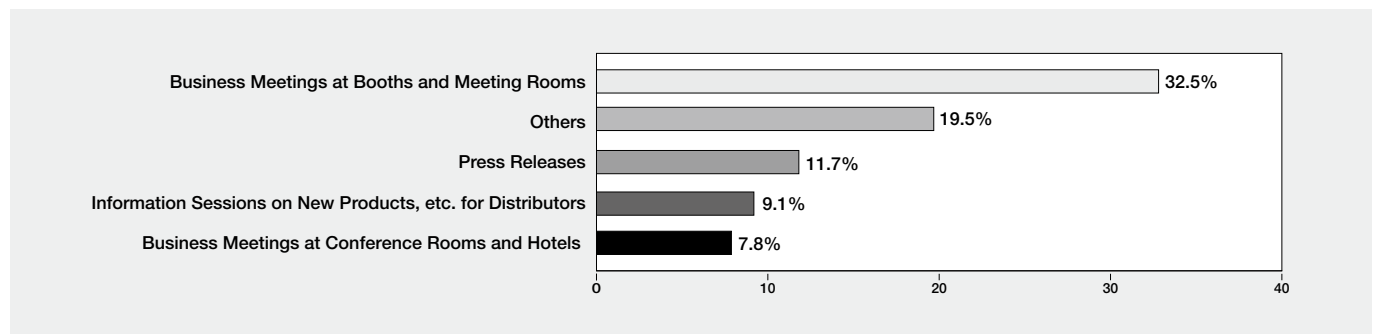
[Survey Organization]

Nikkei BP Consulting, Inc.

TGS 2009 Exhibit Plans

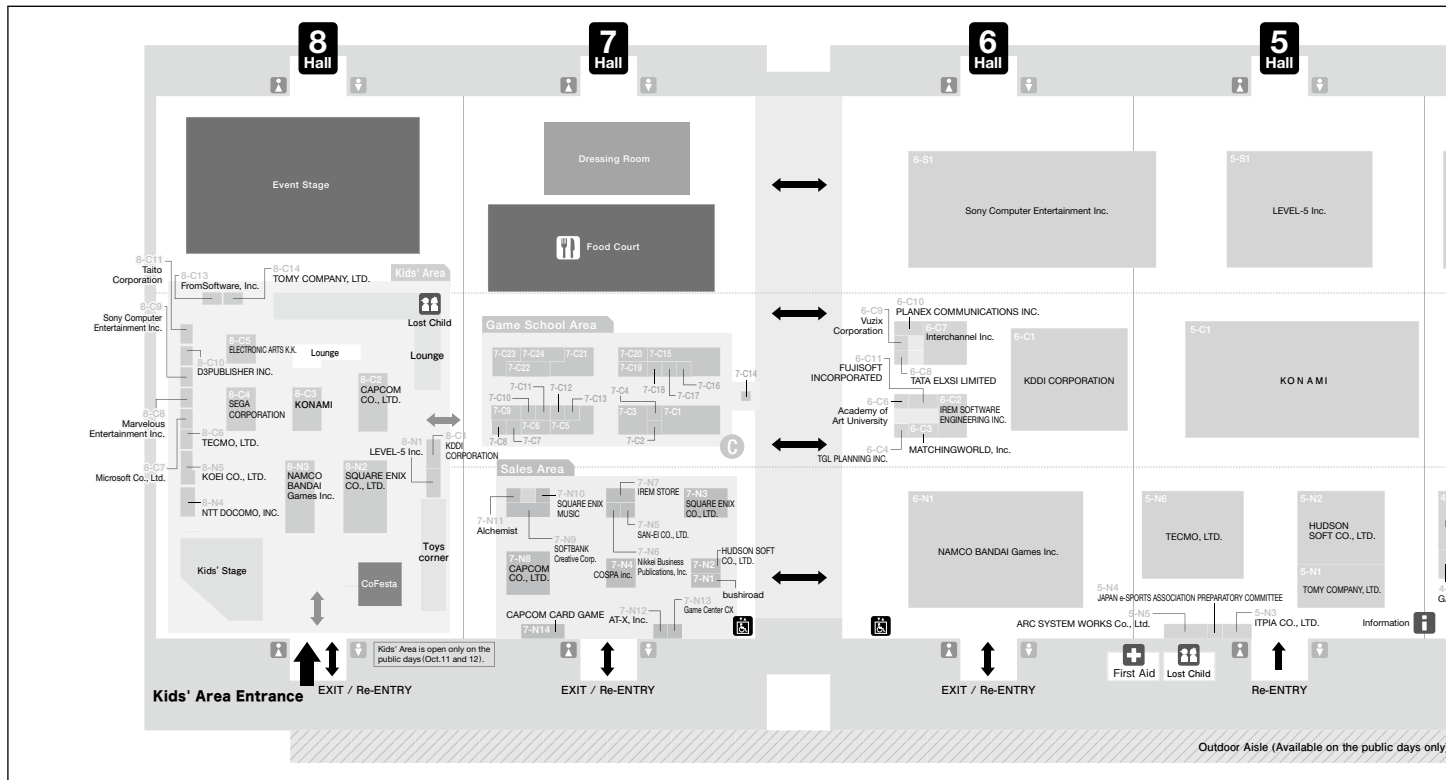


Activities on Business Days (MA)



IV. Layout and Exhibitor List

Layout



Exhibitor List

General Area

- 6-C6 Academy of Art University
- 4-N6 ACQUIRE CORPORATION
- 5-N5 ARC SYSTEM WORKS Co., Ltd.
- 3-N22 Beijing Pavilion
 - Beijing Six Rooms Technology Co., Ltd.
 - Beijing Sntaro Tech Co., Ltd.
 - Beijing Xnetsoft Inc.
 - Object Software (Beijing) Co., Ltd.
 - Tengren Information Technology Co., Ltd.
- 4-N4 bushiroad
- 3-N21 Canada Pavilion
 - Alliance Numerique
 - Bug-Tracker
 - Canadian Interactive Alliance
 - Chandran Media
 - Complex Games Inc.
 - D-Box Technologies Inc.
 - Deep Fried Entertainment Inc.
 - Di-O-Matic, Inc.
 - Digital Innovation Partnership Ontario
 - DTI Software Inc.
 - Enzyme Testing Labs
 - Fugitive Interactive Inc.
 - GestureTek Inc.
 - Government of Alberta
 - Government of Ontario, Canada
 - Hothead Games, Inc.
 - Interactive Sports Technologies Inc.
 - Investment Quebec
 - IUGO Mobile Entertainment
 - Q8ISMoblie Inc.
 - Quazal Technologies Inc.
 - Quebec Government Office in Tokyo
 - Redengine Health Inc.
 - Sarbakan Game Studio
 - Side Effects Software Inc.
 - Studio X Labs
 - Wave Generation
 - Wicked Studios Inc.
 - Embassy of Canada in Japan
- 3-C1 CAPCOM CO., LTD.
- 3-N25 costly
- 4-N5 D3PUBLISHER INC.
- 4-N8 DeNA Co., Ltd.
- 2-C2 ELECTRONIC ARTS K.K.
- 1-S3 ENTERBRAIN, INC.
- 1-S1 FromSoftware, Inc.

- 6-C11 FUJISOFT INCORPORATED
- 3-N29 FUZZYEVES STUDIO PTY., LTD.
- 4-N1 G DATA Software K.K.
- 1-S2 GameSpot
- 4-N7 GAMETECH CO., LTD.
- 3-N26 Geisha Tokyo Entertainment Inc.
- 3-N30 Graffiti Games Limited
- 3-N20 HOLLAND PAVILION
 - BGIN
 - CCAA
 - Control / Het Redactielokaal
 - Dutch Game Garden
 - Elements Interactive Mobile
 - Ex Machina
 - Grendel Games
 - Khaeon Games
 - Leeuwarden City
 - Netherlands Foreign Trade Agency EVD
 - NHL University
 - NLGD Foundation
 - Province of Fryslan
 - Province of Utrecht
 - Spil Games Support
 - Triangle Studios
 - Utrecht School of the Arts
 - White Bear Holding BV Imma Games
- 5-N2 HUDSON SOFT CO., LTD.
- 6-C7 Interchannel Inc.
- 6-C2 IREM SOFTWARE ENGINEERING INC.
- 5-N3 ITPIA CO., LTD.
- 5-N4 JAPAN e-SPORTS ASSOCIATION PREPARATORY COMMITTEE
- 6-N1 KDDI CORPORATION
- 1-C1 KOEI CO., LTD.
- 5-C1 KONAMI
- 4-N2 Koubou Inazumagumi
- 5-S1 LEVEL-5 Inc.
- 2-S1 Marvelous Entertainment Inc.
- 6-C3 MATCHINGWORLD, Inc.
- 2-S2 Microsoft Co., Ltd.
- 4-N3 MORI GAMES CO., LTD.
- 6-N1 NAMCO BANDAI Games Inc.
- 3-N24 Nikkei Business Publications, Inc.
- 4-C11 NTT DOCOMO, INC.
- 6-C10 PLANEX COMMUNICATIONS INC.
- 4-S3 SEGA CORPORATION
- 4-S1 Silver Star Japan
- 1-N1 SNK PLAYMORE CORPORATION
- 6-S1 Sony Computer Entertainment Inc.
- 3-S1 SQUARE ENIX CO., LTD.

- 2-C1 Taito Corporation
- 3-N19 Taiwan Game Pavilion
 - FunTown World Limited
 - Gemmy Planet, Inc.
 - Goldrock Inc.
 - Insrea Game Center Corporation
 - Joymaster Inc.
 - Lager Network Technologies Inc.
 - Mega Net&Tech Co., Ltd.
 - M-etel Co., Ltd.
 - Winking Entertainment Corporation
 - XPEC Entertainment Inc.
 - Zeroplus Technology Co., Ltd.
 - Taipei Hsien Computer Association
 - Taiwan External Trade Development Council

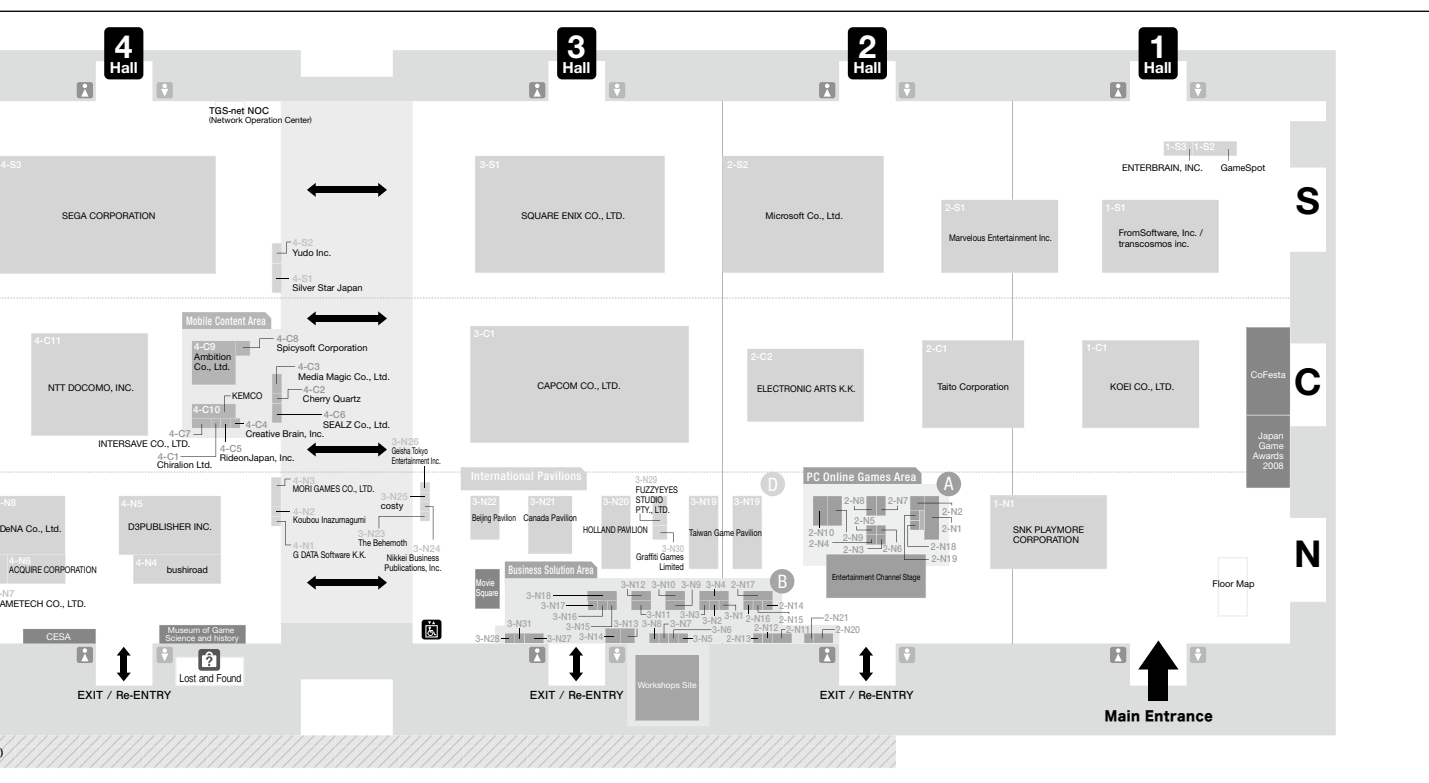
- 6-C8 TATA ELXSI LIMITED
- 5-N6 TECMO, LTD.
- 6-C4 TGL PLANNING INC.
- 3-N23 The Behemoth
- 5-N1 TOMY COMPANY, LTD.
- 1-S1 transcocosmos inc.
- 6-C9 Vuzix Corporation
- 4-S2 Yudo Inc.

Mobile Content Area

- 4-C9 Ambition Co., Ltd.
- 4-C2 Cherry Quartz
- 4-C1 Chirallon Ltd.
- 4-C4 Creative Brain, Inc.
- 4-C7 INTERSAVE CO., LTD.
- 4-C10 KEMCO
- 4-C3 Media Magic Co., Ltd.
- 4-C5 RideonJapan, Inc.
- 4-C6 SEALZ Co., Ltd.
- 4-C8 Spicysoft Corporation

PC Online Game Area

- 2-N4 ai sp@ce-Virtual Life System
- 2-N7 CDNetworks Japan Co., Ltd
- 2-N9 Cyberstep, Inc.
- 2-N5 Dellgamadas co., ltd.
- 2-N3 Faith, Inc.
- 2-N1 IMA GROUP
- 2-N6 METAIMAGE
- 2-N2 MICROVISION Inc.
- 2-N8 Nikkei WinPC
- 2-N1 Surfersparadise
- 2-N19 Symantec Japan, Inc.
- 2-N18 TAIWAN A.C.G. EDUCATION



2-N10 VASARA Co., LTD.

Kids' Area

※Exhibit only on the public days

- 8-C2 CAPCOM CO., LTD.
- 8-C10 D3PUBLISHER INC.
- 8-C5 ELECTRONIC ARTS K.K.
- 8-C13 FromSoftware, Inc.
- 8-C1 KDDI CORPORATION
- 8-N5 KOEI CO., LTD.
- 8-C3 KONAMI
- 8-N1 LEVEL-5 Inc.
- 8-C8 Marvelous Entertainment Inc.
- 8-C7 Microsoft Co., Ltd.
- 8-N3 NAMCO BANDAI Games Inc.
- 8-N4 NTT DOCOMO, INC.
- 8-C4 SEGA CORPORATION
- 8-C9 Sony Computer Entertainment Inc.
- 8-N2 SQUARE ENIX CO., LTD.
- 8-C11 Taito Corporation
- 8-C6 TECMO, LTD.
- 8-C14 TOMY COMPANY, LTD.

Game School Area

- 7-C16 Anabuki College Group
- 7-C7 Arts College Yokohama
- 7-C2 Aso Business Computer College
- 7-C5 Digital Entertainment Academy Co., LTD.
- 7-C11 ECC COLLEGE OF COMPUTER AND MULTIMEDIA
- 7-C12 Higashi-Nihon Design & Computer College
- 7-C21 International Art & Design College
- 7-C3 JAPAN ELECTRONICS COLLEGE
- 7-C4 Kobe Institute of Computing - College of Computing
- 7-C19 Nagoya Kougakuin College
- 7-C21 Niigata Computer College
- 7-C8 Niigata High Technology College
- 7-C15 NIHON KOGAKUIN COLLEGE / TOKYO UNIVERSITY OF TECHNOLOGY
- 7-C18 Numazu Professional College of Information Technology
- 7-C6 Osaka Electro-Communication Univ. Department of Digital Games
- 7-C9 Ota Information & Business College
- 7-C13 Professional Training College Tokyo Net Wave
- 7-C1 SOGOGAKUEN HUMAN ACADEMY
- 7-C17 Tohoku Computer College
- 7-C24 TOKYO COMMUNICATION ARTS
- 7-C10 TOKYO DESIGNER GAKUIN COLLEGE
- 7-C23 Tokyo Kogakuin College of Technology
- 7-C20 TRIDENT COLLEGE OF INFORMATION TECHNOLOGY
- 7-C21 World Institute of Zeal artists for digital and technology
- 7-C14 Yokohama Digital Arts
- 7-C22 Yoyogi animation institute

Sales Area

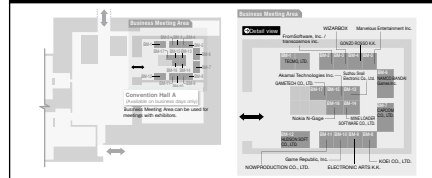
- 7-N11 Alchemist
- 7-N12 AT-X, Inc.
- 7-N1 bushiroad
- 7-N14 CAPCOM CARD GAME
- 7-N8 CAPCOM CO., LTD.
- 7-N4 COSPA inc.
- 7-N13 Game Center CX
- 7-N2 HUDSON SOFT CO., LTD.
- 7-N7 IREM STORE
- 7-N6 Nikkei Business Publications, Inc.
- 7-N5 SAN-EI CO., LTD.
- 7-N9 SOFTBANK Creative Corp.
- 7-N3 SQUARE ENIX CO., LTD.
- 7-N10 SQUARE ENIX MUSIC

Business Solution Area

- 3-N6 3Di INC.
- 2-N12 BitCash Inc.
- 3-N11 Bit-isle Inc.
- 3-N2 BITS Co., Ltd
- 3-N18 Born Digital, Inc.
- 3-N17 Community Engine Inc.
- 3-N8 CREEK & RIVER Co., Ltd.
- 3-N12 CRI Middleware Co., Ltd.
- 3-N31 CRYSTAL DIGITAL TECHNOLOGY CO., LTD.
- 3-N1 DIGITAL RIVER JAPAN K.K.
- 2-N11 FINE Co., Ltd.
- 3-N15 FONTWORKS Inc.
- 3-N7 Fukuoka Game Industry Promotion Agency
- 3-N14 Global Collect
- 3-N5 GONZO ROSSO K.K.
- 3-N10 Hitachi ULSI Systems Co., Ltd.
- 2-N16 HONG KONG TRADE DEVELOPMENT COUNCIL
- 2-N21 Living Picture Ltd.
- 3-N4 Marubeni Corporation
- 2-N15 MINE LOADER SOFTWARE CO., LTD.
- 2-N17 Mizuho Bank, Ltd.
- 2-N17 Mizuho Capital Co., Ltd.
- 2-N17 Mizuho Investors Securities Co., Ltd.
- 3-N4 NeuroSky Inc.
- 3-N13 NIHON BINARY CO., LTD.
- 2-N14 ONE NorthEast
- 3-N9 SANTOKU CORPORATION
- 3-N27 Scaleform Corporation
- 2-N21 Splitfish Ltd.
- 2-N13 Suzhou Snail Electronic Co., Ltd.
- 3-N3 TIS Inc.

※Exhibitors except NIHON BINARY CO., LTD. and GlobalCollect exhibit on the business days only.

Enlarged View of International Conference Hall 2F



- 2-N20 W&W Communications, Inc.
- 3-N16 Web Technology Corp.
- 3-N28 WORKS CORPORATION INC.

Business Meeting Area

- BM-15 Akamai Technologies Inc.
- BM-7 CAPCOM CO., LTD.
- BM-9 ELECTRONIC ARTS K.K.
- BM-2 FromSoftware, Inc.
- BM-10 Game Republic, Inc.
- BM-17 GEMATECH CO., LTD.
- BM-4 GONZO ROSSO K.K.
- BM-12 HUDSON SOFT CO., LTD.
- BM-8 KOEI CO., LTD.
- BM-5 Marvelous Entertainment Inc.
- BM-14 MINE LOADER SOFTWARE CO., LTD.
- BM-6 NAMCO BANDAI Games Inc.
- BM-16 Nokia N-Gage
- BM-11 NOWPRODUCTION CO., LTD.
- BM-13 Suzhou Snail Electronic Co., Ltd.
- BM-1 TECMO, LTD.
- BM-2 transcosmos inc.
- BM-3 WIZARBOX

V.TGS Forum 2008

Location: International Conference Hall

During the two business days of TGS, organizers hosted the "TGS Forum 2008" conference for business people in the game industry.

The keynote address on the first day of the Tokyo Game Show (October 9th) was broken into three parts. First, Yoichi Wada of CESA gave a speech on the theme of "What does the World Want from Japanese Game Companies" Next, top managers from three major game corporations: Capcom's Haruhiro Tsujimoto, Square Enix's Yoichi Wada and Bandai-Namco Games' Shin Unozawa gave a panel discussion on the theme of "Globalization", describing the strategies of their respective companies. Lastly, Microsoft's John Schappert spoke on new titles for the Xbox 360 and more.

The special afternoon session on October 9th (admission fee required) included four different sessions in the same way as TGS 2007. This year featured a "Casual Games Session"

focusing on casual games with market momentum, a "Character Session" which discusses game models that have made use of communication services with consumers, such as SNS and CGM, a "Cellular Phone Game Session" which considers prospects for the cellular phone industry that have arisen thanks to technology and products like the iPhone and Android which have revolutionized business models, and a "Management Session" where business problematics, copyrights, risk management and other topics for game companies were discussed. This session introduced the know-how and vision necessary for engaging with globalization, new technology and new fields of development.

Further, at a special session (admission free) on October 10th, the second business day, Turbine, Inc. CEO Jim Crowley gave a speech themed "The Collision of Virtual Worlds, Online Games and Social Networking", which commented on the importance of these three services and Turbine's experience in developing them.

October 9 (Thursday)

10:30 12:50	Keynote 1	
	The Japanese Game Industry: Dawn of a New Generation Yoichi Wada, Chairman, Computer Entertainment Supplier's Association	
	Keynote 2 / Panel Discussion What is the role of Japanese game industry for the world? CAPCOM CO., LTD. President & COO, Haruhiro Tsujimoto SQUARE ENIX CO., LTD. President & Representative Director, Yoichi Wada NAMCO BANDAI Games Inc. Chief Operating Officer, Shin Unozawa Moderator: Nikkei BP Corporate Officer, Naoki Asami	
13:00 15:00	Keynote 3	
	A Canvas for the World Microsoft Corporation Corporate Vice President of Interactive Entertainment Live, Software and Services Business John Schappert	
	Casual Game Session One After Another, New Games and Large-Scale Services are Hitting the Market! "Casual Games": Expanding the Game Business NHN Japan, Ryo Morikawa Smile-Lab (Square-Enix Group), Takahiro Ito Shockwave Entertainment, Hironori Okayama Moderator: Nikkei TRENDYnet, Masahiro Komukai	Character Session Communicating with Consumers to Open up Possibilities and Visions of New Game Worlds BeXide, Kazunori Nanji Dwango, Ryuichiro Ban Crypton Future Media, Wataru Sasaki Moderator: Nikkei Business Online, Hiroyuki Yamanaka
15:15 17:15	Cellular Phone Game Session	Management Session
	Evolving Cellular Phone Games: The Cell Phone Game Industry in a Period of "Great Changes" NTT Docomo, Yuka Harada G Mode, Takeshi Miyaji DeNA, Isao Moriyasu Moderator: Nikkei Entertainment, Masayuki Otani	Crossing Borders and Industry Divisions: Game Company Management Strategies for Success across the World Tohmatsu Auditing, Masayuki Ito TMI Associates, Yoshiro Masumoto TMI Associates, Hidehiro Mitani Mizuho Bank Ltd. Keirou Itsumi Moderator: Nikkei Business Associé, Junpei Furuhashi

October 10 (Friday)

11:00 12:00	Special Session
	The Collision of Virtual Worlds, Online Games and Social Networking Turbine, Inc. President and CEO Jim Crowley

VI. Business Solution Area

Location: Exhibition Hall 2 and 3, North Side
Starting in 2007, we established a “Business Solutions Corner” at the Tokyo Game Show which allows vendors to introduce a wide range of BtoB products and services that support game development and game-related business; so

far 34 Japanese and international companies have exhibited here. We have also opened up all-purpose meeting rooms located at the hall's corners, and hosted workshops so that businesses can capitalize on their exhibitions.

Business Solution Workshops

Oct. 10 (Fri.)	Company/Organization	Lecture
12:00 12:40	CRYSTAL DIGITAL TECHNOLOGY., LTD.	Discussion of approaches to digital media projects, with some examples of CG video production.
13:00 13:40	Hitachi ULSI Systems Co., Ltd.	Ruby Talk: High-quality audio synthesis middleware, useful for game development!

VII. International Party

In the interest of furthering internationalization at TGS, we held an International Party for developers, the “Sense of Wonder Night” (SOWN).
570 foreign guests, media members, representatives of Japanese exhibitors and other participants from 22 countries

and regions took part in SOWN and transformed it into a vital venue for networking.

[Time and Date] October 10th (Fri) 17:15 – 20:30
[Venue] International Conference Hall 1F, at “NOA Restaurant”
[Supporter] XNA



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)	0 (1)	158 (139)	70 (71)	201 (274)	429 (485)
During the Show	73 (33)	8 (7)	178 (140)	0 (0)	705 (90)	964 (270)
After the Show	12 (23)	2 (7)	61 (56)	30 (119)	138 (723)	243 (928)
Total	85 (56)	10 (15)	397 (335)	100 (190)	1,044 (1087)	1,636 (1683)

Notes: Figures in parentheses are dated December 31st, 2007. Article coverage and planned broadcasts are included for both 2008 and 2007.

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

	Oct. 9 (Thu.)		Oct. 10 (Fri.)		Oct. 11 (Sat.)		Oct. 12 (Sun.)		Grand total	
	News reports	Reporters	News reports	Reporters	News reports	Reporters	News reports	Reporters	News reports	Reporters
Web News/ Web Magazines	140	519	111	356	58	142	50	119	359	1,136
Newspapers	58	106	35	49	11	13	9	13	113	181
Internet Correspondents	18	45	4	7	2	5	2	2	26	59
Television (Satellite Television/CATV)	5	29	5	24	0	0	1	15	11	68
Television (Terrestrial)	49	225	31	81	12	32	6	20	98	358
Editors/ Free Writers/ Others	63	119	98	184	37	59	27	47	225	409
Radio	7	22	3	5	2	5	0	0	12	32
Magazines	163	608	154	461	82	173	47	110	446	1,352
Overseas Media	249	494	222	378	41	321	9	81	521	1,274
Total	752	2,167	663	1,545	245	750	151	407	1,811	4,869



3. Breakdown of Overseas Media

Reported-to region		Number of reporters					Number of media
		Oct. 9	Oct. 10	Oct. 11	Oct. 12	Total	
Asia	Japan (domestic-issued foreign language media)	37	23	74	0	134	31
	Taiwan	33	16	20	0	69	18
	Hong Kong	18	6	24	0	48	14
	Korea	21	17	0	3	41	13
	Singapore	4	5	0	0	9	5
	Thailand	6	3	0	0	9	2
	China	4	4	0	0	8	1
	Malaysia	1	1	0	0	2	1
Europe	France	32	31	4	0	67	20
	U.K.	16	21	18	8	63	12
	Italy	19	20	4	0	43	13
	Netherlands	23	7	9	0	39	6
	Germany	14	12	0	9	35	11
	Spain	17	11	0	0	28	13
	Belgium	1	1	19	0	21	2
	Russia	6	5	0	0	11	2
	Denmark	3	3	4	0	10	1
	Norway	5	2	0	0	7	4
	Slovakia	4	4	0	0	8	2
	Sweden	2	4	0	0	6	3
	Finland	1	3	2	0	6	2
	Poland	3	2	0	0	5	2
	Switzerland	0	3	0	0	3	1
North and Latin America	U.S.A.	167	129	116	46	458	93
	Canada	13	13	0	0	26	3
	Mexico	4	2	4	4	14	2
	Brazil	8	6	3	0	17	4
	Argentina	1	0	0	0	1	1
Oceania	Australia	6	8	14	0	28	7
	New Zealand	2	3	1	0	6	3
Middle East	Iran	0	0	0	11	11	1
Others		23	13	5	0	41	12
Total		494	378	321	81	1274	305



Outline of TOKYO GAME SHOW 2009

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

Period:	Business Day* Sept. 24 (Thursday) – Sept. 25 (Friday), 2009 Open to the public Sept. 26 (Saturday) – Sept. 27 (Sunday), 2009 From 10:00 a.m. to 5:00 p.m. *Admission is limited to industry participants and those with invitations.
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-organizer:	Nikkei Business Publications, Inc. (Nikkei BP) http://www.nikkeibp.com/
Expected number of exhibitors:	170
Expected booth units:	1,550
Expected visitors:	180,000

TOKYO GAME SHOW 2008 Official Report

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