

TOKYO GAME SHOW 2011

GAME – Dancing Your Heart

Press Release

August 25, 2011

Theme: “The Main Battlefield: Users’ Palms!” Asia Game Business Summit Panelists Determined Top execs from China, South Korea, Taiwan and Japan attending

Computer Entertainment Supplier’s Association
Nikkei Business Publications, Inc

The TOKYO GAME SHOW 2011, presented by the Computer Entertainment Supplier’s Association (CESA; Chairman: Yoichi Wada; location: Minato-ku, Tokyo), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Kohei Osada; location: Minato-ku, Tokyo) will be held Thursday, September 15 to Sunday, September 18 at Makuhari Messe, Chiba. On the afternoon of September 15, a Business Day, the Asia Game Business Summit will be held.

In the Asia Game Business Summit, now in its second year, five top executives of game companies from China, South Korea, Taiwan and Japan will hold a panel discussion on the theme: “The Main Battlefield of Digital Entertainment: Users’ Palms!” The participants will discuss changes in the game business in light of the evolution of devices such as new portable game devices, smartphones, tablets and e-book readers. The summit will outline the outlook for each company as well as trends in different countries and regions, comparing the current status with projections for the state of play in five years.

The panelists and topics of the Asia Game Business Summit are:

[China] Mr. Chien Tunghai, Vice President, Shanda Games Limited

[South Korea] Mr. Rim Chong Kyoon (Albert Rim), Vice President, NEXON MOBILE Corporation

[Taiwan] Mr. Aaron Hsu, Chairman, XPEC Entertainment Inc.

[Japan] Mr. Haruhiro Tsujimoto, President & COO, CAPCOM CO., LTD.

Moderator: Naoki Asami, Group Publisher Business Group, Nikkei BP

*English, Chinese, Korean and Japanese simultaneous interpretation will be offered at the venue.

[Main theme] The Main Battlefield of Digital Entertainment: Users’ Palms!

The portable device segment is an area where we can conduct business on an equal footing in the Asian market. A wide variety of portable devices such as feature phones, smartphones, tablets, portable game devices and e-book readers are competing desperately to acquire more users. Not only content such as games, videos and music, but also social networking services (SNSs) and various other applications are being offered for these hardware devices, which are expanding dramatically at a worldwide level. The panelists will look to the future of the chaotic portable device and game industries.

Discussion content (planned)

(1) Market environment of portable devices in different countries

The trend in the portable device market in China, South Korea, Taiwan and Japan will be outlined.

(2) Smartphone and tablet game business

The smartphone game business is in full swing. Not only download sales, but also business schemes such as in-app billing and other new services are evolving. How is the smartphone business being monetized? The latest status of the business will be discussed.

(3) Portable game device market

Demands and trends in the portable game device market in different countries and regions will be discussed.

(4) Impact of social games

SNSs have become a major player as a game platform. There have been changes in business models of games and approaches to acquiring a new user base. The future of social games will be discussed.

●Asia Game Business Summit

[Schedule] Thursday, September 15, 1:30-3:00 pm

[Venue] Event Stage in Hall 8, Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)

[Admissions] Admission free (pre-registration required)

- * Registrations are accepted on the Tokyo Game Show official website. Please note that we may not be able to accept your registration request if the number of registrations reaches the limit.
- * You will not be able to enter the Tokyo Game Show venue just by applying for this summit; a Business Day admission ticket is also required.

[Application] Applications are accepted via the Tokyo Game Show 2011 official website (<http://tgs.cesa.or.jp/asia/en/>) from Wednesday, August 17.

[Restrictions] Tickets will be sold on a first-come first-served basis. If a session is sold out through advanced ticket sales, tickets will not be available, in principle, for sale on the day of the session.

[Panelists] [China] Mr. Chien Tunghai, Vice President, Shanda Games Limited
[South Korea] Mr. Rim Chong Kyoon (Albert Rim), Vice President, NEXON MOBILE Corporation
[Taiwan] Mr. Aaron Hsu, Chairman, XPEC Entertainment Inc.
[Japan] Mr. Haruhiro Tsujimoto, President & COO, CAPCOM CO., LTD.

- * Please note that the panelists may be changed depending on circumstances.
- * English, Chinese, Korean and Japanese simultaneous interpretation will be offered.

Event Outline

Event Title: TOKYO GAME SHOW 2011

Organized by: Computer Entertainment Supplier's Association (CESA)

Co-organized by: Nikkei Business Publications, Inc. (Nikkei BP)

Supported by: Ministry of Economy, Trade and Industry

Period: September 15 (Thursday) Business Day (10:00 – 17:00)
September 16 (Friday) Business Day (10:00 – 17:00)
September 17 (Saturday) Open to the public (10:00 – 17:00)
September 18 (Sunday) Open to the public (10:00 – 17:00)

* Admissions on Business Days are limited to members of the game industry and the media.

* For public days, the venue may open at 9:30—depending on circumstances.

Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)
Exhibition Hall 1-8, and International Convention Center

No. of visitors: 190,000 (estimated)

No. of exhibitors: 146; 1,213 booth partition units (as of June 22)

Tickets: Adult: advance tickets, ¥1,000; at the door, ¥1,200 (tax inclusive)
Elementary school age or younger: free

* Business Day tickets are sold to business visitors at ¥5,000 each.