

TOKYO GAME SHOW 2011

GAME – Dancing Your Heart

Press Release

August 9, 2011

First Announcement Outline of Business Day Programs TGS Forum 2011 Panelists Determined

Keynote speech of 3 parts by CESA's Chairman, Mr. Wada;
SCE's Mr. Yoshida and Mr. Matsumoto; and GREE's President, Mr. Tanaka

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 September 15 and 16, conferences targeting people in the game industry—the TGS Forum 2011 and Asia Game Business Summit—will be featured.

In TGS Forum 2011, in addition to the keynote speech on the first Business Day (September 15), four special sessions and a sponsorship session will be held in the afternoon of the second Business Day (September 16).

The Keynote Speech comprises three parts, and will be held from 10:30 am to 1:00 pm on September 15. In part one (10:30 am to 11:00 am), CESA Chairman Yoichi Wada (President of Square Enix Co., Ltd.) will give a speech titled, "The Nature of the Industrial Revolution of Games." In part two (11:00 am to 12:00 pm), Mr. Shuhei Yoshida, President of Sony Computer Entertainment Worldwide Studios and Mr. Kissei Matsumoto, SVP & Division President Business Division No.2 of the company will give a speech on the latest portable game device, tentatively titled, "All about PlayStation Vita." In part three (12:00 pm to 1:00 pm), Mr. Yoshikazu Tanaka, President of GREE, Inc., a major social networking service (SNS) provider will give a speech tentatively titled, "A Paradigm Shift Involving Social Games."

The home-use game console market is surging due to the launch of new hardware, while SNSs and smartphones (highly-functional mobile phones)—closely linked with games—are showing rapid growth at a global level. In light of this, the Smartphone & Tablet Session and the SNS Platform Session will be added to the TGS Forum special sessions from this year to outline trends in the game industry. The Social Game Session and the Asia Game Business Session, which were well-received last year, will also be held this year. In addition, the Sponsorship Sessions by DeNA and Creative Intelligence Arts will be held.

The Asia Game Business Summit was held last year for the first time, commemorating the 20th Tokyo Game Show, and as it received a positive response, it will be held again this year in the afternoon of the first Business Day. Executives and representatives of major game companies not only from Japan but also from other Asian countries and regions including China, South Korea and Taiwan will gather in a panel discussion to discuss changes in the game business in light of the evolution of portable devices such as new portable game consoles and smartphones. The panelists will be announced in a following press release.

● TGS Forum 2011

The Tokyo Game Show management office established accepting advance applications for the TGS Forum 2011 from Monday, August 1 on the official website (<http://tgs.cesa.or.jp/forum/>). The Keynote Speech and Sponsorship Session are admission-free. The Special Sessions are subject to fees, and advance tickets are available at ¥8,000 (tax inclusive) per session, and walk-up tickets are available at ¥10,000 (tax inclusive) per session. Seating for each session is limited, and tickets will be sold on a first-come, first-served basis. If a session is sold out through advance ticket sales, tickets will not be available, in principle, on the day of the session. A TOKYO GAME SHOW 2011 Business Day Advance Ticket Application Voucher will be given to those who applied for a Special Session.

* Business Day Advance Ticket Application Vouchers are available to people in the game industry only.

- [Schedule] Thursday, September 15 and Friday, September 16, 2011 – Business Days
- Keynote Speech (parts 1, 2 and 3): Thursday, 10:30 am-1:00 pm (planned)
 - * The Keynote Speech will be held on the Event Stage in Hall 8, Makuhari Messe
 - Special Sessions: Friday, 1:00 pm-5:15 pm (planned)
 - Sponsorship Session: Friday, 11:00 am-3:00 pm (planned)
 - * Special sessions will be held in difference conference rooms in the International Conference Hall, Makuhari Messe

[Venue] Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) Hall / International Conference Hall

- [Admissions] ■ Keynote Speech: admission free
- Special Sessions (per session): advance ¥8,000 / walk-up ¥10,000 (tax inclusive)
Benefits: A TOKYO GAME SHOW 2011 Business Day Advance Ticket Application Voucher will be given to those who applied for a Special Session.
 - * Business Day Advance Ticket Application Vouchers are available to people in the game industry only.
 - * An exhibitor discount at a special rate will be offered to Tokyo Game Show 2011 exhibitors. For details, see the information distributed by CESA and Tokyo Game Show management office at a later date.
 - Sponsorship Session: admission free

[Application] Applications are accepted via the Tokyo Game Show 2011 official website (<http://tgs.cesa.or.jp/forum/>) from Monday, August 1

- [Restrictions] Seating for each session is limited, and tickets will be sold on a first-come first-served basis.
- * If a session is sold out through advance ticket sales, tickets will not be available, in principle, on the day of the session.

To journalists who wish to attend the TGS Forum 2011 to gather materials or take photographs:

• Journalists who wish to attend special sessions may take advantage of a special ticket price. For details, please ask the press contact at the management office. Seats are limited. To ensure that you get a ticket, submit a general advance ticket application via the official website at <http://tgs.cesa.or.jp/forum/>.

• Those who only wish to take photographs for reporting purposes may do so during the first 10 minutes of each session. Those who continue to take photographs after the first 10 minutes will be charged a ticket fee (special rate).

TGS Forum 2011 Program

■ Thursday, September 15

Keynote Speech (free admission, pre-registration required, Event Stage in Hall 8, Makuhari Messe)	
10:30 am—1:00 pm	<p>[Part 1] 10:30 am—11:00 am Theme: “The Nature of the Industrial Revolution of Games”</p> <p>Game platforms are ever-expanding, and in tandem with the expansion of the customer base, everything—including the content, services and business models—is being forced to change. Will this trend diffuse into chaos or coalesce into a cosmos? These changes seem to be discrete on first sight, but there are key common underlying principles. We will examine the clues so we can consider what we should aim at in the future.</p> <p style="text-align: right;">Mr. Yoichi Wada, Chairman, Computer Entertainment Supplier’s Association</p>
	<p>[Part 2] 11:10 am—12:00 pm Theme: “All about PlayStation Vita” (tentative title)</p> <p>PlayStation Vita is a next-generation portable entertainment system scheduled to be launched at the end of 2011 by Sony Computer Entertainment. We will present the latest information on the detailed specifications of this state-of-the-art system and dedicated software titles.</p> <p style="text-align: right;">Mr. Shuhei Yoshida, President Sony Computer Entertainment Worldwide Studios Mr. Kissei Matsumoto, SVP & Division President Business Division No.2 Sony Computer Entertainment Inc.</p>
	<p>[Part 3] 12:10 pm—1:00 pm Theme: “A Paradigm Shift Involving Social Games” (tentative title)</p> <p>GREE continues to grow after launching the mobile social game “Tsurisuta” in May 2007 and opening its platform in 2010. As the number of GREE members exceeds 100 million* worldwide and its platform specifications are shared with Tencent, the largest Internet group in China, and mig33, its social gaming network is expanding. A paradigm shift caused by the global network and the company’s future strategy will be outlined.</p> <p style="text-align: right;">Mr. Yoshikazu Tanaka, President and Chief Executive Officer, GREE, Inc. Interviewer: Hideo Shinada, Senior Staff Writer, Nikkei Entertainment!</p>

* Please note that the panelists of each session are subject to change without prior notice.

Special Sessions (advance ¥8,000 / walk-up ¥10,000, pre-registration required, Venue : conference rooms in the International Conference Hall, Makuhari Messe)		
1:00 pm—3:00 pm	<p><Smartphone & Tablet Session> (International Conference Hall 2F, Room 201 / capacity: 120 people)</p> <p>Theme: Era of Intense Rivalry among Smartphones! New possibilities brought to game users (tentative title)</p> <p>Starting with the iPhone, smartphone and tablet products including Android and Windows 7 Phone were simultaneously launched onto the market. Who will win the largest market share in Japan? Who will be the global winner? These trends have a large influence on your company's strategy. The ever-changing global competitive landscape of mobile phones and their role as a game platform are drawing attention within the game industry. In this session, key players in the smartphone industry will outline the direction of the industry based on their corporate strategies.</p> <p>Panelists:</p> <ul style="list-style-type: none"> ●Mr. Katsuyuki Kaneko, General Manager, Marketing Department, Sales & Marketing Division, Sony Ericsson Mobile Communications Japan, Inc. ●Mr. Nobuyuki Hayashi, Journalist ●Mr. Yoshiyuki Monobe, Sr. Executive Product Manager, CCG-OC, Microsoft Corporation <p>Moderator: Atsumi Watanabe, Chief Editor, Nikkei Trendy, Nikkei BP</p>	<p><SNS Platform Session> (International Conference Hall 3F, Room 301 / capacity: 100 people)</p> <p>Theme: Future and Reality Pioneered by a New Game Platform = SNS (tentative title)</p> <p>Social networking services (SNSs) are the largest trend in the game industry in 2011. They are increasingly being opened worldwide, and game developers are committed to converting their game titles and developing new services for SNSs. On the other hand, SNSs are implementing a wide range of measures such as enhancing platform application development kits, achieving economies of scale in terms of membership by cooperating with SNSs outside the country, and providing new services such as charging within applications. In this session, the key players of major SNS platforms will discuss tomorrow's vision of SNSs.</p> <p>Panelists:</p> <ul style="list-style-type: none"> ●Mr. Akihiro Higashi, Manager GREE Platform Business Division 2, Marketing and Developer Relations, GREE, Inc. ●Mr. Akira Abe, Head Business Development Group, Alliance, mixi, Inc. ●(under selection) <p>Moderator: Akihide Segawa, Deputy Editor, Nikkei Business Online, Nikkei BP</p>
3:15 pm—5:15 pm	<p><Social Game Session> (International Conference Hall 2F, Room 201 / capacity: 120 people)</p> <p>Theme: Major Shift in the Game Business! Make a success with social games! (tentative title)</p> <p>Game titles that operate on Japanese mobile phones, smartphones and various SNSs on computers are increasing rapidly. If you are a game developer who has mainly created console games, which direction should you go to develop new game titles? On the other hand, developers and operators of network games are also being forced to respond to new network services. In this session, key players in the industry will discuss development methods as well as roadmaps to operation and success unique to social games.</p> <p>Panelists:</p> <ul style="list-style-type: none"> ●Mr. Akira Morikawa, President, NHN Japan Corporation ●Mr. Kenji Matsubara, President & CEO, Zynga Japan K.K. ●Mr. Kenji Kobayashi, Board Director, Global Executive Producer, Division Manager, Social Game Business Head Office, DeNA Co.,Ltd. <p>Moderator: Hirozumi Yoshioka, Chief Editor, Nikkei Entertainment!, Nikkei BP</p>	<p><Asia Game Business Session> (International Conference Hall 3F, Room 301 / capacity: 100 people)</p> <p>Theme: From Japan to Asia and Asia to the World! Tips for success in the Asian game market (tentative title)</p> <p>In recent years, in addition to the ever-growing markets in China, Hong Kong, South Korea and Taiwan, the game market is expanding in Vietnam and other countries in Southeast Asia. Some Japanese game developers are starting to challenge the American and European markets after launching businesses across Asia. On the contrary, some Asian game companies have entered Japan, focusing on the social games segment that is expanding rapidly in the Japanese market. Where can we find business opportunities in the domestic and international game markets to win the competition? Based on examples of success, the mindset you should have and important points to be considered when conducting game business in Asia will be outlined.</p> <p>Panelists:</p> <ul style="list-style-type: none"> ●Mr. Rui Sato, Representative Director and President, CyberStep, Inc. ●Mr. Akinori Nakamura Ph.D., Ritsumeikan University College of Image Arts and Sciences ●Mr. Patrick Liu, CEO, Reko Media <p>Moderator: Junpei Furuhashi, Deputy Editor, Nikkei Trendy, Nikkei BP</p>

* Please note that the panelists of each session are subject to change without prior notice.

Sponsorship Session (free admission, pre-registration required, Venue : conference room in the International Conference Hall, Makuhari Messe)	
11:00 am—12:00 pm	<p>Theme:</p> <p>DeNA's Social Game Platform Strategy (tentative title)</p> <p>DeNA aims at becoming the number one social game platform provider in the world. The strengths of its Mobage business model, the social game platform strategy, the advantages of developing applications with the game engine "ngCore," and approaches to highly functional games will be outlined.</p> <p>Panelist:</p> <ul style="list-style-type: none"> ●Mr. Kenji Kobayashi, Board Director, Global Executive Producer, Division Manager, Social Game Business Head Office, DeNA Co.,Ltd.
2:00 pm—3:00 pm	<p>Theme:</p> <p>The Latest Global Standard for Producing Music that Wins the Hearts of Fans</p> <p>Music is an important element that adds charm to games, but it is difficult to measure its cost effectiveness. Future music production requires the game producer and music production company to share a precise concept and create music that fits the game's view of the world. At the same time, coordinators are heavily burdened because they need to use the best composers and artists inside and outside the country. In order to solve this issue, you must know how to satisfy the global standard and enable international collaboration. Mr. Hiroaki Yura from Creative Intelligence Arts will outline the latest global standard for producing music and production methods that increase cost effectiveness.</p> <p>Panelists:</p> <ul style="list-style-type: none"> ●Mr. Hiroaki Yura, President and Music Director, Creative Intelligence Arts ●Mr. Hiroki Kikuta, Composer and Game Creator ●Mr. Ko Omura, Artist <p>and others</p>

* Please note that the panelists of each session are subject to change without prior notice.

● Asia Game Business Summit

This year again, in the Asia Game Business Summit of Tokyo Game Show 2011, the managers of major game companies from Japan and other Asian countries and regions including China, South Korea and Taiwan will gather to discuss the future vision of the game business in Asia.

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

[Venue] Event Stage in Hall 8, Makuhari Messe

[Admission] 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.

[Summit Panelists] Panelists will be announced at a later date in a press release on the second batch of sponsored programs.

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 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 students or younger: Free
TGS2011 Supporters Club: advance tickets ¥3,000 (tax inclusive)