



TOKYO GAME SHOW 2010

OFFICIAL REPORT

Organizer: Computer Entertainment Supplier's Association (CESA)

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

Supporter: Ministry of Economy, Trade and Industry (METI)

Period: Sep.16 (Thursday) -19 (Sunday) , 2010

Venue: Makuhari Messe



Nikkei Business Publications, Inc.

1 Outline of the Show

Name : TOKYO GAME SHOW 2010

Theme : GAME goes to a new chapter.

Organizer : Computer Entertainment Supplier's Association (CESA)

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

Supporter : Ministry of Economy, Trade and Industry (METI)

Official PC Sponsor : Acer Japan Corp.

Period : Business Day Sep. 16 (Thursday) - Sep. 17 (Friday)

From 10:00 a.m. to 5:00 p.m.

Open to the Public Sep. 18 (Saturday) - Sep. 19 (Sunday)

From 9:30 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 : 194

Number of booths : 1,458 booths

Displayed titles : 712 titles (number of advance registrations)

By platform (%)		By genre (%)	
PC	20.8	Action	14.6
Mobile phone	17.3	Development tool	5.2
Nintendo DS	15.4	RPG	4.5
PSP	7.0	Simulation	4.1
Playstation3	3.8	Shooter	3.2
Xbox 360	3.5	Puzzle	2.9
iPad	2.5	Adventure	2.4
Wii	1.4	Racing	1.3
Next generation platform ^{※1}	0.4	Sports	0.7
Playstation2	0.1	Peripheral device	21.1
Others ^{※2}	27.7	Others	40.0

※1 Next generation platform :platform which will be sold in aftertime.

※2 Others :Products which cannot be classified in the categories above (Including goods like book, poster and T-shirt) .

Admission fees: Business Day (qualified persons except invitees) ¥5,000 (incl. tax)

General visitor Ticket valid only for day of issue ¥1,200 (incl. tax)

Ticket sold in advance ¥1,000 (incl. tax)



2 Visitors Report

2-1 Number of Visitors on Each Day

TOKYO GAME SHOW 2010		TOKYO GAME SHOW 2009	
Sep. 16 (Thu) - Business Day	24,764	Sep. 24 (Thu) - Business Day	27,435
Sep. 17 (Fri) - Business Day	24,229	Sep. 25 (Fri) - Business Day	24,605
Sep. 18 (Sat) - Open to the Public	81,469	Sep. 26 (Sat) - Open to the Public	61,138
Sep. 19 (Sun) - Open to the Public	77,185	Sep. 27 (Sun) - Open to the Public	71,852
Total	207,647	Total	185,030

2-2 Results of Business-Day Visitors Survey

Outline of Survey

[Survey Method]

A survey request was e-mailed to 4,128 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]

833 (response rate : 20.2%)

[Survey Schedule]

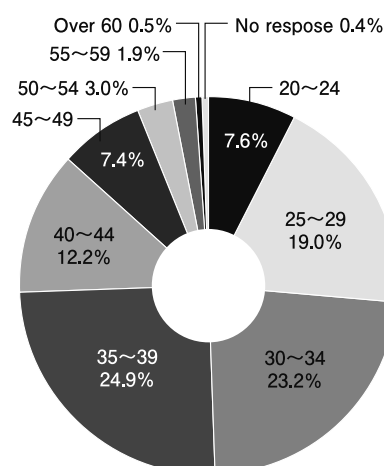
Sep.30, 2010 / Survey launched (By e-mails and website opened)

Oct.14, 2010 / Survey terminated (website closed)

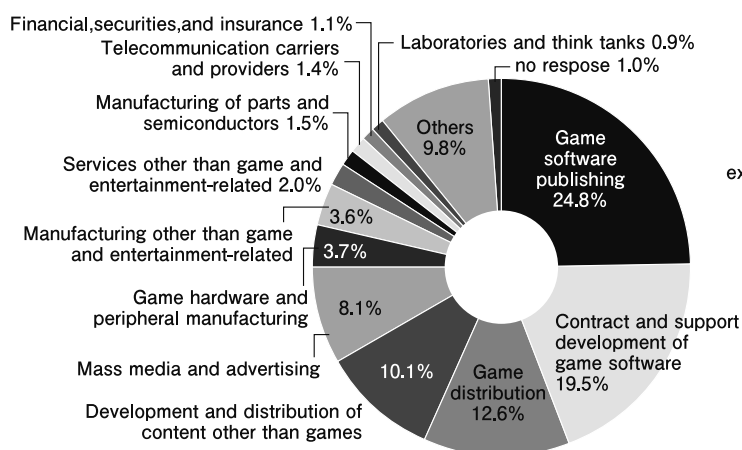
[Survey Organizer]

Nikkei BP Consulting, Inc.

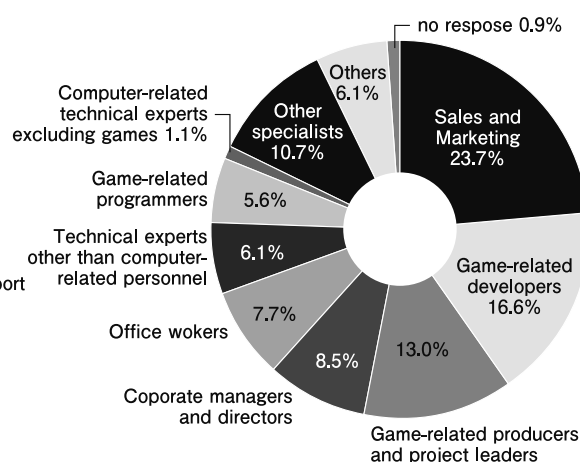
Age



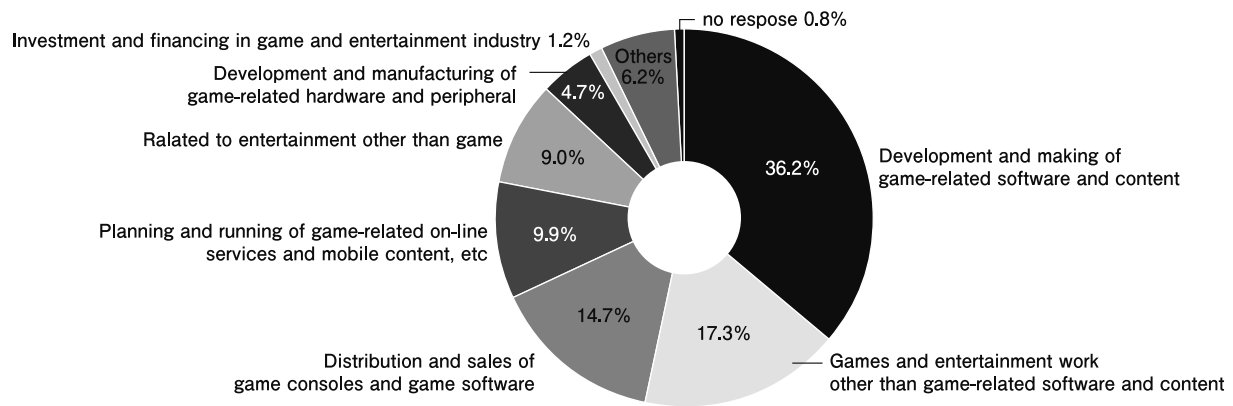
Business Category



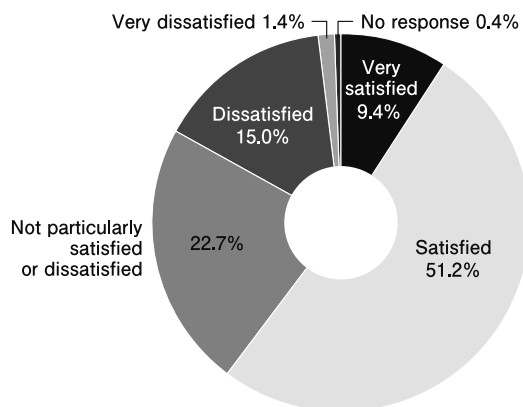
Job Category



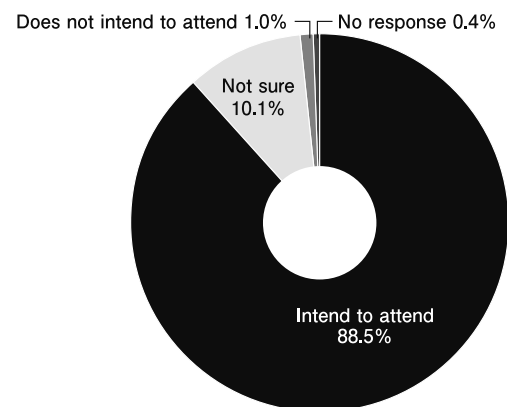
Visitors' Relationship to Game and Entertainment Content



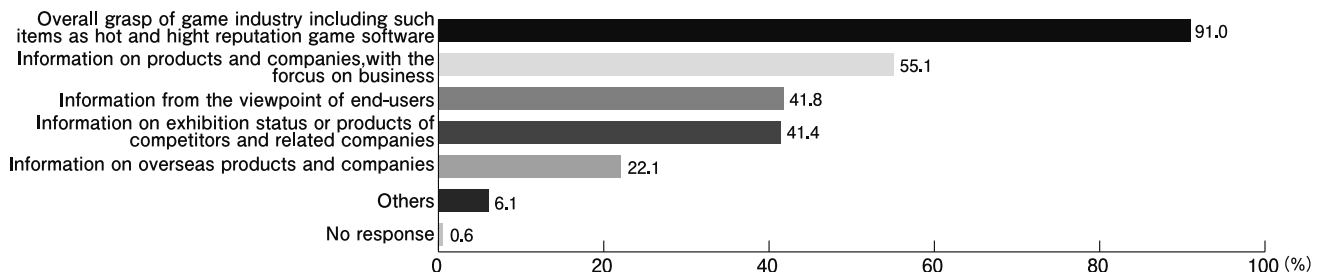
Degree of Satisfaction



Intention to Attend the Next Show



Information You Wanted to Get at TGS 2010 (multiple answers)



Business-Day Visitors Breakdown by Country and Region

Country & Region		%
Asia	South Korea	30.2
	Japan (foreign residents in Japan)	13.5
	Taiwan	12.1
	China	8.0
	Hong Kong	5.4
	Singapore	2.2
	Thailand	0.9
	India	0.2
	Indonesia	0.2
	Philippines	0.2
	Malaysia	0.1
	Vietnam	0.1
North America	U.S.A.	11.4
	Canada	1.6
Europe	U.K.	2.8
	Sweden	2.0
	Germany	1.4
	France	1.4
	Denmark	0.7
	Spain	0.5
	Finland	0.4
Europe	Russia	0.4
	Ireland	0.3
	Italy	0.2
	Poland	0.2
	Hungary	0.1
	Netherlands	0.1
	Switzerland	0.1
	Czech	0.1
Oceania	Australia	1.0
Middle East	Kuwait	0.6
	Saudi Arabia	0.3
	UAE	0.1
	Afghanistan	0.1
Latin America	Jordan	0.1
	Brazil	0.5
	Argentina	0.3
Africa	Mexico	0.1
	South Africa	0.1
Unclear	Unclear	0.2

※ The breakdown of overseas visitors (1,546) that registered on site during Business Day
 ※ Except who have badges of guest, overseas press and exhibitor

3 Results of Exhibitors Survey

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.

[Survey Schedule]

Sep.30, 2010 / Survey launched (By e-mails and website opened)
Oct.14, 2010 / Survey terminated (website closed)

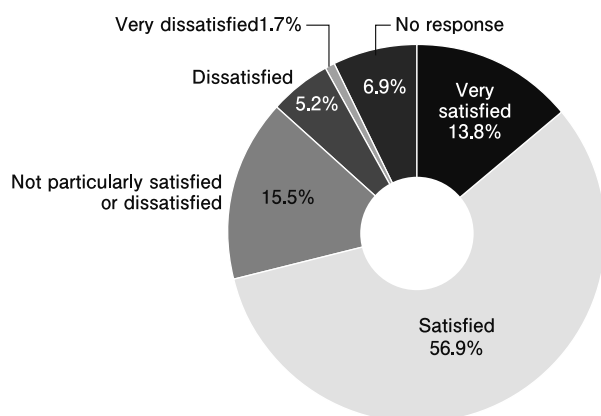
[Number of Responses]

58

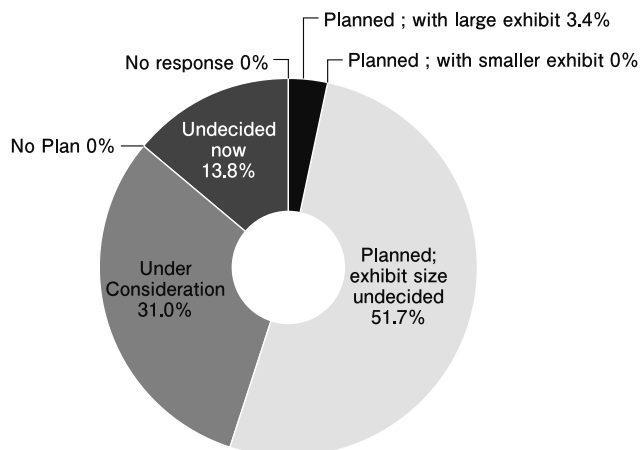
[Survey Organizations]

Nikkei BP Consulting, Inc.

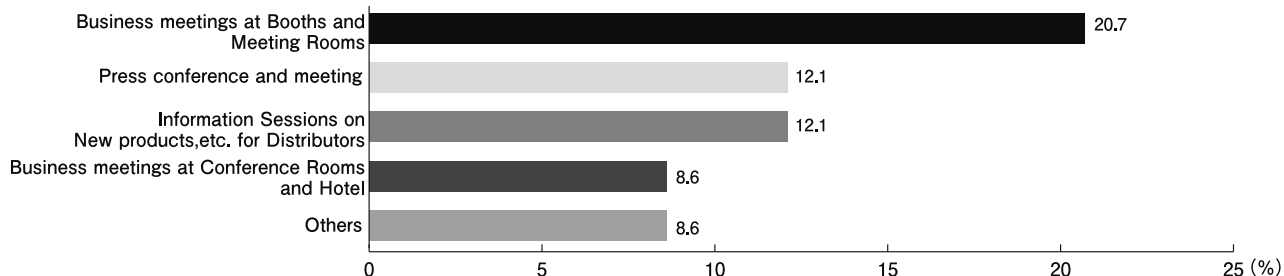
Degree of Satisfaction



TGS 2010 Exhibit Plans

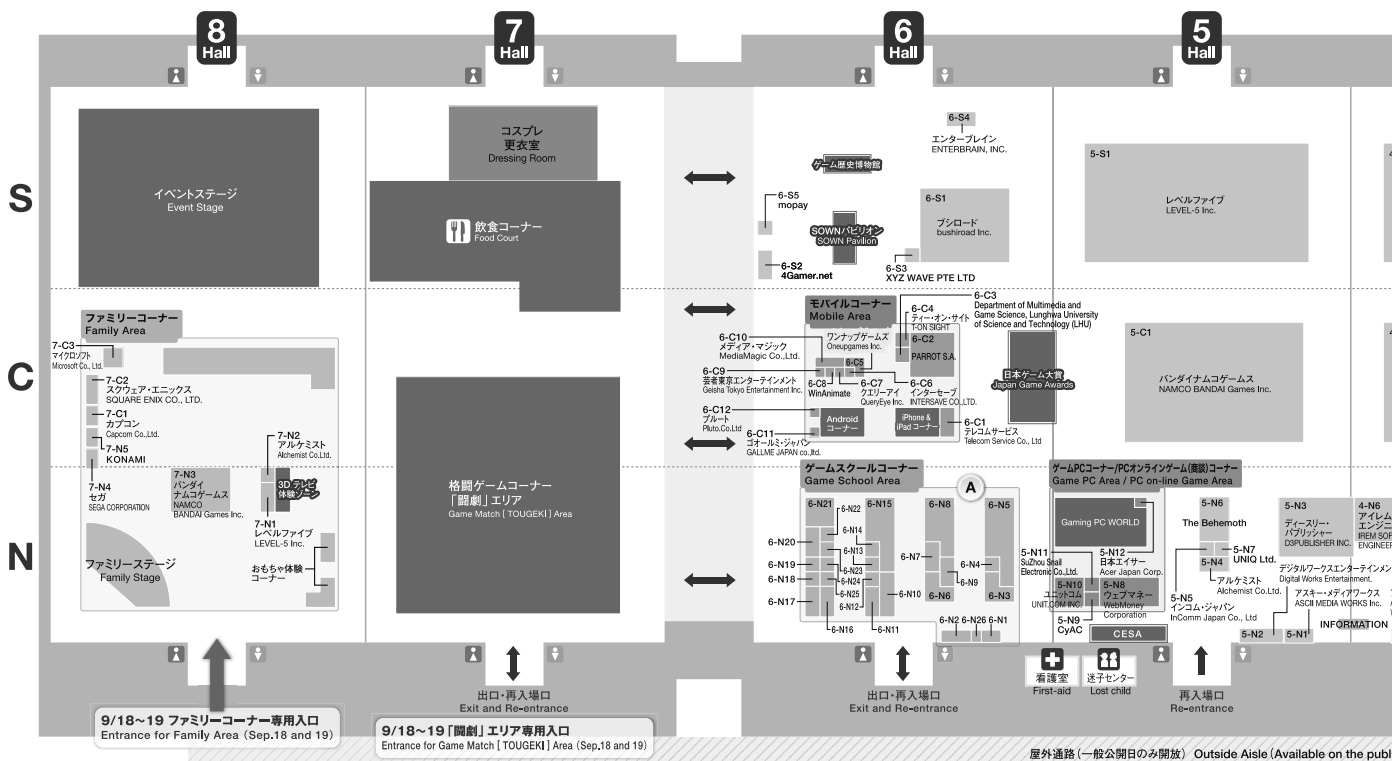


Activities on Business Days (multiple answers)

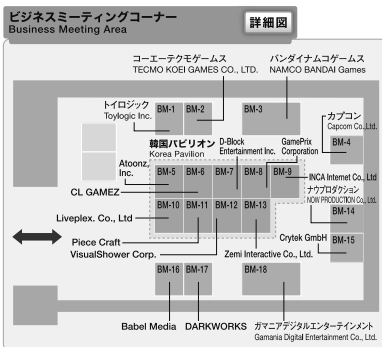
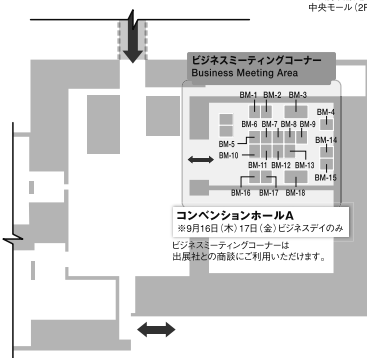


4 Layout and Exhibitor List

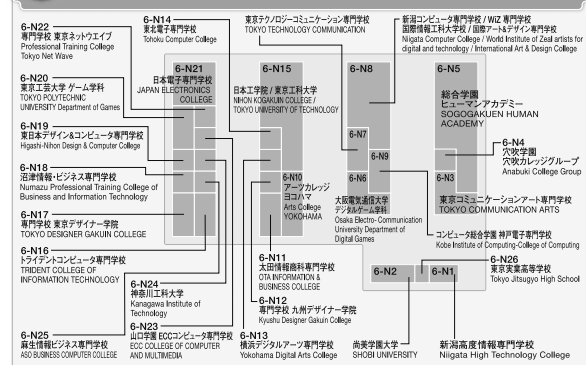
会場マップ / FLOOR MAP



国際会議場2F MAP



A ゲームスクールコーナー



Booth Number list (Alphabetical Order)

General Area

- 5-N4 Alchemist Co., Ltd.
- 3-N31 Alliance Numerique
- Delegation generale du Quebec a Tokyo
- Alliance Numerique
- Investissement Quebec
- Enzyme Labs
- Game On Audio
- Monde Media
- Volta
- 4-N4 ARC SYSTEM WORKS Co., LTD
- 5-N1 ASCII MEDIA WORKS Inc.
- 3-N37 BRASIL IT
- 3-N33 British Columbia (Canada) Pavilion
- British Columbia Trade and Investment Office Japan
- cebas Visual Technology Inc.
- Centre for Digital Media
- Rukkus House Inc.
- 6-S1 Bushiroad Inc.
- 4-C1 Capcom Co., Ltd.
- 2-N3 China Pavilion
- AQOI Inflatables Ltd.
- Aurora Culture Communication Co., Ltd
- Beijing DAZZLINGAME Technology Development Co., Ltd.
- Beijing Hiyoo Science & Technology Co.,

Ltd.

- Beijing TALENTWALKER Interactive Entertainment Co., Ltd.
- Daxing New Media Development Zone
- Guangdong Benko Cartoon Franchise Management Ltd.
- Guangling Paper-cut Art Research Center
- Guangzhou Wahlap Technology Co., Ltd.
- Guiyang Baiyunwang Technology Development Co., Ltd.
- Guiyang E-animate Culture Communication Corporation Ltd.
- Guizhou Henglitianhe Technology Development Co., Ltd.
- Guizhou Tianshou Cartoon and Film and TV Co., Ltd.
- Harbin 3Dcc Technology Development Co., Ltd.
- Jiangxi Dingwen Multimedia Co., Ltd
- Jiangxi FanMei Animated Television Media Ltd.
- Kingsoft Corporation Limited
- Nanchang, KA KA culture Limited.
- NetSdar (TaiYuan) Software Co., Ltd
- New Ocean Co., Ltd, Hailongjiang
- Object Software (Beijing) Co., Ltd
- Opimedia Software (Yunnan) Co., Ltd
- Shanghai Motion Magic Digital

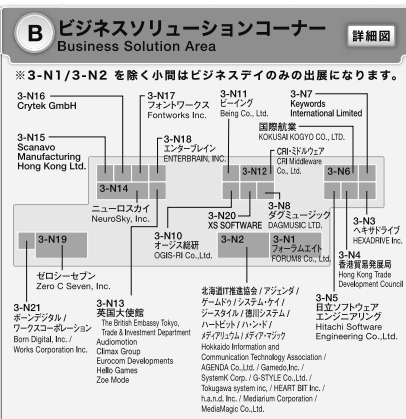
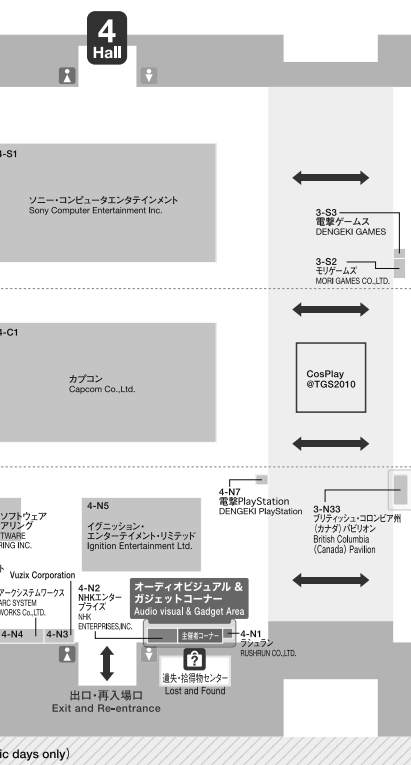
Entertainment

- Shanxi Bough Animation Company
- Yunnan Sofmit Zhongcheng Software Co., Ltd.
- Yunnan Yuancheng Media Production Company
- 5-N3 D2PUBLISHER INC.
- 3-S3 DENGEXI GAMES
- 4-N7 DENGEXI PlayStation
- 5-N2 Digital Works Entertainment
- 6-S4 ENTERBRAIN, INC.
- 6-S2 4Gamer.net
- 3-N36 Good Man Co., Ltd.
- 3-N32 HOLLAND PAVILION
- Ex Machina B.V.
- Headcraft
- Interactive 3D B.V.
- Netherlands Council For Trade Promotion
- NetGames Arena B.V.
- NLGD Festival of Games
- PSAU (Professional School of the Arts Utrecht) GATE
- Virtual Fairground
- Wallio International
- 4-N5 Ignition Entertainment Ltd.

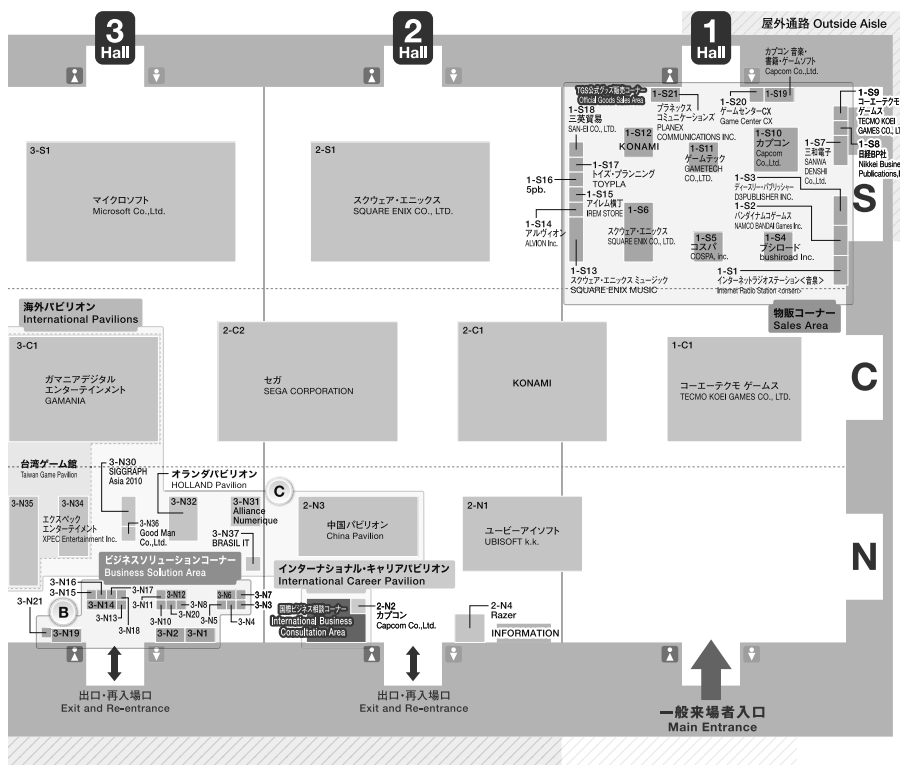
- 5-N5 InComm Japan Co., Ltd
- 4-N6 IREM SOFTWARE ENGINEERING INC.
- 2-C1 KONAMI
- 5-S1 LEVEL-5 Inc.
- 3-S1 Microsoft Co., Ltd.
- 6-S5 mopy
- 3-S2 MORI GAMES CO., LTD.
- 5-C1 NAMCO BANDAI Games Inc.
- 2-N4 Razer
- 2-C2 SEGA CORPORATION
- 3-N30 SIGGRAPH Asia 2010
- 4-S1 Sony Computer Entertainment Inc.
- 2-S1 SQUARE ENIX CO., LTD.
- Taiwan Game Pavilion
- 3-N35 FUN YOURS Technology Co., Ltd.
- 3-C1 Gamania Digital Entertainment Co., Ltd.
- 3-N35 InterServ International Inc.
- Lager Network Technologies Inc.
- Mega Biotech & Electronics Co., Ltd.
- Winking Entertainment Corporation
- X-LEGEND Entertainment Co., Ltd.
- 3-N34 XPEC Entertainment Inc.
- 3-N35 Zeroplus Technology Co., Ltd.
- Taiwan External Trade Development Council
- 1-C1 TECMO KOEI GAMES CO., LTD.
- 5-N6 The Behemoth

- 2-N1 UBISOFT k.k.
- 5-N7 UNIQ Ltd.
- 4-N3 Vuzix Corporation
- 6-S3 XYZ WAVE PTE LTD
- Audio visual & Gadget Area**
- 4-N2 NHK ENTERPRISES INC.
- 4-N1 RUSHRUN CO., LTD.
- Game School Area**
- 6-N4 Anabuki College Group
- 6-N10 Arts college YOKOHAMA
- 6-N25 ASO BUSINESS COMPUTER COLLEGE
- 6-N23 ECC COLLEGE OF COMPUTER AND MULTIMEDIA
- 6-N19 Hishashi-Nihon Design & Computer College
- 6-N8 International Art & Design College
- 6-N21 JAPAN ELECTRONICS COLLEGE
- 6-N24 Kanagawa Institute of Technology
- 6-N9 Kobe Institute of Computing - College of Computing
- 6-N12 Kyushu Designer Gakuin College
- 6-N15 NIHON KOGAKUIN COLLEGE / TOKYO UNIVERSITY OF TECHNOLOGY
- 6-N8 Niigata Computer College
- 6-N1 Niigata High Technology College
- 6-N18 Numazu Professional Training College of Business and Information Technology
- 6-N6 Osaka Electro-Communication Univ.

International exhibition (International Pavilions contained.) ■ 物販コーナー / Sales Area
 ■ ゲームスクールコーナー / Game School Area ■ ビジネスソリューションコーナー / Business Solution Area



■ ファミリーコーナー / Family Area ■ ゲームPCコーナー/PCオンラインゲーム (商談) コーナー / Game PC Area・PC on-line Game Area ■ オーディオビジュアル&ガジェットコーナー / Audio visual & Gadget Area
 ■ ビジネスミーティングコーナー / Business Meeting Area ■ 国際ビジネス相談コーナー/インターナショナル・キャリアパビリオン / International Business Consultation Area・International Career Pavilion



5 TGS Forum 2010

TGS Forum 2010, the conference for business persons of game-centered computer entertainment, was held in TGS 2010 Business Day, 16 and 17 of September. Microsoft in Keynote Remarks first introduced 7 new titles by Japanese creators as demonstrating Kinect, controller-less game system.

Social Gaming Session focused on secret of game working with Social Networking Service (SNS), and 3D Session investigated issues and movements of development in game by 3D TV in first half of Technical Session.

The sessions were followed by Mobile Phone Game Session, discussion about future of game contents for various platforms such as iPhone, Smartphone with Android and existing mobile phone, and Asia Online Game Business Session, investigation to possibilities and issues in game business of rapidly growing China and rest of Asian market. Holland Pavilion with main game companies in this country organized Sponsorship Session “Dutch Game Masters-Originality of Dutch Game”, intruding unique market of this country, and the session followed by luncheon meeting at Holland Pavilion.



6 Asia Game Business Summit

Panel discussion “Asia Game Business Summit” about issues and perspectives of extension in game business was run by executives of main game companies in Asia, as 20th celebration of TOKYO GAME SHOW.

The panelists mainly discussed 3 topics, “Game market in Asia”, “Condition about business partner in Asia”, and “Future of game business”. Through the discussion, they shared common perception that they took giant steps for

mutual understanding and that close partnership will be the foundations for future development.

China	
Shanda Games Limited Vice President Chien Tunghai	Tencent Games Vice President Bo Wang
Taiwan	
GAMANIA DIGITAL ENTERTAINMENT CO., LTD. CEO Albert Liu	XPEC Entertainment Inc. Chairman Aaron Hsu
South Korea	
NHN Corporation Head of Hangame Jeong Wook	NEXON Corporation CEO Min Seo
Japan	
CAPCOM CO., LTD. President & COO Haruhiro Tsujimoto	SQUARE ENIX HOLDINGS CO., LTD. President & Representative Director Yoichi Wada



September 16 (Thursday)

Keynote : Convention Hall B (International Conference Hall 2F)	
10:30~ 11:30	Xbox 360 Vision and Strategy 2010 Microsoft Corporation Corporate Vice President, Microsoft Game Studios Phil Spencer Microsoft Co.,Ltd. General Manager Home & Entertainment Division Takashi Sensui

September 17 (Friday)

Specialty Session : International Conference Hall 2F,3F		
	Social Games Session : Room 201 (International Conference Hall 2F)	3D Stereogram : Room 301 (International Conference Hall 3F)
13:00~ 15:00	Big Break for Social Games: New possibilities for games being carved out by a more open environment Satoshi Abe, Manager Mixi Inc. Taisei Tanaka, CEO Geisha Tokyo Entertainment Naoki Aoyagi, CFO Gree Moderator: Kenji Toda, Deputy Editor, Nikkei Business Online, Nikkei Business Publications, Inc.	Will games turn out to be the key to popularization? New-generation strategy for 3D Yutaka Nakamura Marketing Manager Home Entertainment Product Marketing Dept. Consumer AV Marketing Div. Sony Marketing (Japan) Inc. Takayuki Ooguchi Journalist Mick Hocking Senior Director Studio Group Sony Computer Entertainment Worldwide Studios (Liverpool / Evloution / BIGbig / SCE WWS Stereoscopic 3D Team) Moderator: Atsumi Watanabe Editor in Chief, Nikkei Trendy Nikkei Business Publications, Inc.
	Mobile Phone Games Session : Room 201 (International Conference Hall 2F)	Asia Game Business Session : Room 301 (International Conference Hall 3F)
15:15~ 17:15	New Ground Being Broken by Smartphones & Open Environment The hotly contested new market for mobile phone games Chris Pruett Developer Advocate Google Daisuke Miyoshi General Manager Investment Department Docomo.com Nobuyuki Hayashi Journalist Moderator: Hirozumi Yoshioka Editor in Chief, Nikkei Entertainment!, Nikkei Business Publications, Inc.	When to start? Where to start? NOW is your chance to target the Asian game market, a swirling sea of excitement and chaos Shunsuke Kitayama Mobile Team Mobile Business Dept., Asia/China Div. SEGA Tetsuhiko Yasuda, President Sony Computer Entertainment Asia Kazunori Yamaji, CEO Premium Agency Akinori Nakamura, Associate Professor Ritsumeikan University Moderator: Junpei Furuhashi Deputy Editor, Nikkei Business Associe, Nikkei Business Publications, Inc.

Sponsorship Session : Room 301 (International Conference Hall 3F)	
11:00~ 12:00	Dutch Game Masters"Unique: The Dutch Games Industry" "Crossplatform & Scheduled Gaming: Reach More Players By Doing Less" Jeroen Elfferich (CEO, Ex Machina) "Can we build high-quality MMO games and virtual worlds that truly appeal to a global audience?" Ilja Goossens (Founder, Virtual Fairground) "Innovative GATE pilot showcases the use of games in the classroom" Micah Hrehovcsik (Utrecht School of the Arts)

7 Business Solution Area

The corner exhibits BtoB solutions of game-related business including solution for developers, network solution and finance. 30

companies attended this year to show their products and services for developing game and supporting game business



8 SENSE OF WONDER NIGHT 2010

[Organizer] CESA/Nikkei BP

[Partner] International Game Developers Association Japan Chapter (IGDA Japan)

[Sponsor] CRI Middleware, Inc./inComm/Nintendo Co., Ltd.

SENSE OF WONDER NIGHT (SOWN) was launched in 2008 to focus spotlight on game developers seeking

new possibility and to make their presentation about the new idea. The third annual SOWN chose 9 titles (3 from Japan and 6 from Overseas) through strict judgment to win the chance for presentation to game-related person and press. Besides "SOWN Pavilion" launched TGS2010 and was located in exhibit floor to experience trial play of awarded title.



9 International Business Consultation Corner

This corner aimed to support business persons from home and abroad to explore various business opportunities. Japan External Trade Organization (JETRO), DIGITALSCAPE and Business Wire

Japan cooperated in this program to seek partners for game development, collaborate in business, make business matching and company matching, and consult about international PR.



10 Business Matching System

Under the theme of promotion of international game business, Business Matching System was operated in order to promote interaction with exhibitors or visitors from overseas. 228 meetings including 125 of overseas companies were organized during 4 days of the show period.

※The numbers above are counted in Overseas Business Meeting Corner of Hall 2 by Secretariat Office. (Except: meetings in International Conference Hall and International Exhibition Center.) Secretariat Office also counted 2,359 e-mails of pre-application for meeting. These numbers show that many companies from home and abroad are positive for the meeting as internationalization of gaming business.



11 Audio Visual & Gadget Corner

[Support] Ad-comme, NEC display solutions, Anime world

In Audio Visual & Gadget Corner, special

booth was installed to experience playing game with the huge screen of projector and viewing contents using tablet PC.



12 Gaming PC WORLD "New Experience! Splendid world of the PC Gaming"

[Sponsor] Acer Japan, Intel,

[Project] Nikkei WinPC

PC Game Corner was established the section which offer plenty trial game machines, and visitors

can enjoy 14 PC Online games. Attractiveness of PC shows as high resolution graphics of high-performance PC and amusingness of playing game connected to peripheral devices.



13 iPhone & iPad corner/Android corner

In Mobile Corner offered the section that introduced smartphone and various mobile contents. The latest game contents for iPhone & iPad was widely introduced as showing various contents for smartphone of Android OS and latest hardware. The section exhibited

latest hardware and newest games in mobile corner.



14 Public Relations/Publicities

14-1 Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcast

	TV	Radio	Newspaper	General Magazine	Specialized paper/ magazine	WEB	Total
Before the Show	7	1	89	74	67	232	470
During the Show	33	1	145	4	10	822	1,015
After the Show	9	0	39	63	107	35	253
Total	49	2	273	141	184	1,089	1,738
2009	39	2	239	116	1,208		1,604

14-2 Number of Media During the Show Period, and Number of Reporters

		Sep.16 (Thu)		Sep.17 (Fri)		Sep.18 (Sat)		Sep.19 (Sun)		Total	
		Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters
1	Web News / Web Magazine	122	437	68	218	52	108	36	79	278	842
2	Newspapers	35	67	19	29	12	18	8	13	74	127
3	News Agency	8	20	5	11	1	1	2	3	16	35
4	TV (Satellite TV / CATV)	11	24	6	21	5	17	4	7	26	69
5	TV (Terrestrial)	37	112	29	157	9	17	9	16	84	302
6	Editor / Freelance Writer / Others	54	107	28	71	35	42	34	47	151	267
7	Radio	7	11	7	10	3	4	3	3	20	28
8	Magazine	134	485	121	371	43	124	30	90	328	1,070
9	Overseas Media	287	541	230	428	115	253	58	84	690	1,306
Total		695	1,804	513	1,316	275	584	184	342	1,667	4,046
2009		Sep.24 (Thu)		Sep.25 (Fri)		Sep.26 (Sat)		Sep.27 (Sun)		Total	
		676	1,918	593	1,319	269	641	189	461	1,727	4,339

14-3 Breakdown of Overseas Media

Reported-to region		Number of Reporters				Number of Media		increase and decrease		Total		increase and decrease	
		Sep.16	Sep.17	Sep.18	Sep.19	2010	2009			2010	2009		
Asia	South Korea	49	27	11	4	52	22	30	△	91	41	50	△
	Singapore	6	4	1	0	9	5	4	△	11	6	5	△
	Thailand	5	2	2	0	4	7	-3	▼	9	13	-4	▼
	Taiwan	48	37	17	3	72	35	37	△	105	63	42	△
	China	46	21	18	6	34	10	24	△	91	25	66	△
	Japan※1	39	34	14	13	68	84	-16	▼	100	107	-7	▼
	Hong Kong	36	23	9	6	48	29	19	△	74	41	33	△
	Philippines	0	0	0	0	0	1	-1	▼	0	2	-2	▼
	Malaysia	2	4	1	0	5	0	5	△	7	0	7	△
	Turkey	0	0	0	0	0	2	-2	▼	0	5	-5	▼
Europe	U.K.	16	12	9	8	35	30	5	△	45	47	-2	▼
	Italy	18	15	7	2	20	22	-2	▼	42	47	-5	▼
	Austria	2	5	0	0	2	5	-3	▼	7	5	2	△
	Netherlands	18	12	9	2	14	12	2	△	41	29	12	△
	Switzerland	0	0	0	0	0	2	-2	▼	0	2	-2	▼
	Sweden	5	4	3	0	8	16	-8	▼	12	21	-9	▼
	Spain	16	8	4	0	17	27	-10	▼	28	44	-16	▼
	Slovenia	0	0	0	0	0	2	-2	▼	0	7	-7	▼
	Slovak	2	5	0	0	3	3	0		7	5	2	△
	Serbia	2	2	0	0	2	0	2	△	4	0	4	△
	Czech	1	1	0	0	2	3	-1	▼	2	5	-3	▼
	Denmark	0	2	2	1	3	9	-6	▼	5	12	-7	▼
	Germany	8	8	6	0	13	16	-3	▼	22	18	4	△
	Norway	4	4	2	0	3	8	-5	▼	10	22	-12	▼
	Hungary	1	1	0	0	2	2	0		2	2	0	
	Finland	3	2	2	0	3	3	0		7	3	4	△
	France	52	49	35	5	65	63	2	△	141	116	25	△
	Belgium	0	5	0	0	1	3	-2	▼	5	4	1	△
	Poland	7	7	4	0	10	8	2	△	18	10	8	△
	Russia	8	3	1	0	4	5	-1	▼	12	17	-5	▼
North and Latin America	U.S.A.	108	98	73	17	117	165	-48	▼	296	367	-71	▼
	Canada	7	7	3	0	9	15	-6	▼	17	33	-16	▼
	Mexico	2	5	3	0	7	9	-2	▼	10	15	-5	▼
	Brazil	15	6	1	1	16	13	3	△	23	18	5	△
	Argentina	0	3	2	0	3	1	2	△	5	1	4	△
Oceania	Australia	13	11	14	8	29	43	-14	▼	46	65	-19	▼
	New Zealand	2	1	0	0	2	0	2	△	3	0	3	△
Middle East	UAE	0	0	0	0	0	1	-1	▼	0	1	-1	▼
Unknown		0	0	0	8	8	0	8	△	8	33	-25	▼
Total		541	428	253	84	690	681	9	△	1,306	1,252	54	△

※1domestic- issued foreign language media in japan △:increase ▼:decrease

TOKYO GAME SHOW 2010

Outline of TOKYO GAME SHOW 2011

Period	Business Day [※] /Sep.15 (Thursday) - Sep.16 (Friday) , 2011 [※] Admission is limited to the press, industry participants and those with invitations. From 10:00 a.m. to 5:00 p.m. Open to the Public / Sep.17 (Saturday) - Sep.18 (Sunday) , 2011 From 9:30 a.m. to 5:00 p.m.
Venue	Makuhari Messe 2-1 Nakase, Mihama-ku, Chiba-city, Chiba Prefecture JAPAN
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/

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

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