



GAME-Dancing Your Heart
TOKYO
GAME SHOW
2011
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.15(Thursday)-18(Sunday), 2011

Venue: Makuhari Messe



Nikkei Business Publications, Inc.

1 Outline of the Show

Name : TOKYO GAME SHOW 2011

Theme : GAME-Dancing Your Heart

Organizer : Computer Entertainment Supplier's Association (CESA)

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

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

Period : Business Days Sep. 15 (Thursday) - Sep. 16 (Friday)

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

Public Days Sep. 17 (Saturday) - Sep. 18 (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 : 193

Number of booths : 1,250 booths

Displayed titles : 736 titles (number of advance registrations)

By platform (%)			
PC	18.1	PlayStation 3	5.3
Smartphone	13.5	PlayStation Portable	5.3
iPhone	(6.5)	Nintendo DS	5.2
Android	(6.4)	Xbox 360	5.2
Smartphone (other)	(0.6)	Tablet (iPad/ Android /Windows7,etc)	4.6
Nintendo 3DS	8.8	PlayStation Vita	1.5
Mobile phone	7.2	Wii	1.5
NTT docomo	(2.5)	PlayStation 2	0.1
Softbank	(2.2)	Wii U	0.1
au	(2.0)	New-generation console ^{※1}	0
WILLCOM	(0.1)	Other ^{※2}	23.6
em	(0.1)		
Mobile phones TBD	(0.3)		

By genre (%)	
Action	12.5
Role Playing	8.2
Shooting	4.8
Puzzle	4.6
Simulation	4.5
Adventure	4.2
Sports	2.3
Racing	2.0
Other (genre)	21.1
Development tools	3.1
Peripherals	9.9
Other (good,etc)	22.8

※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 2011		TOKYO GAME SHOW 2010	
Sep. 15 (Thu) - Business Day	25,631	Sep. 16 (Thu) - Business Day	24,764
Sep. 16 (Fri) - Business Day	27,042	Sep. 17 (Fri) - Business Day	24,229
Sep. 17 (Sat) - Public Day	86,251	Sep. 18 (Sat) - Public Day	81,469
Sep. 18 (Sun) - Public Day	83,744	Sep. 19 (Sun) - Public Day	77,185
Total	222,668	Total	207,647

2-2 Results of Business-Day Visitors Survey

Outline of Survey

[Survey Method]

A survey request was e-mailed to 8,055 (domestic), 823 (overseas) preregistered visitors on the Business Days. Replies were received at the Internet Research System "AIDA" operated by Nikkei BP Consulting.

[Survey Schedule]

Domestic: Sep. 29, 2011 ~ Oct. 6, 2011
Overseas: Oct. 12, 2011 ~ Oct. 21, 2011

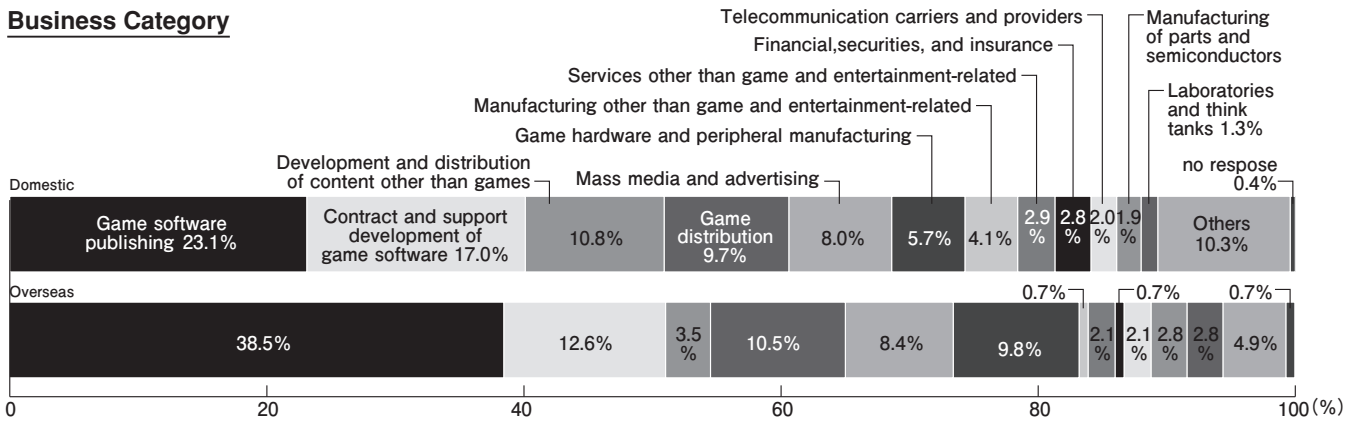
[Survey Organizer]

Nikkei BP Consulting, Inc.

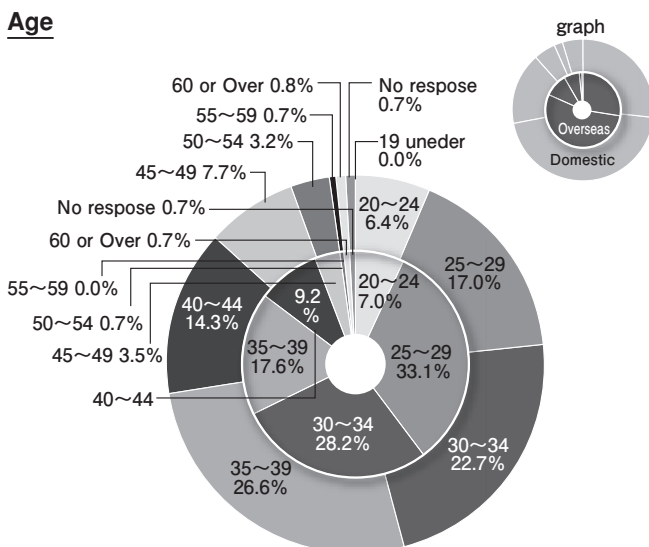
[Number of Responses]

Domestic: 928 (response rate : 11.5%)
Overseas: 142 (response rate : 17.3%)

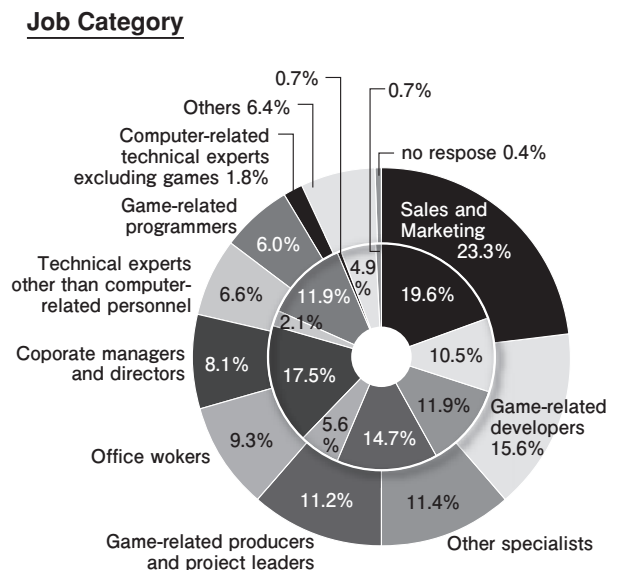
Business Category



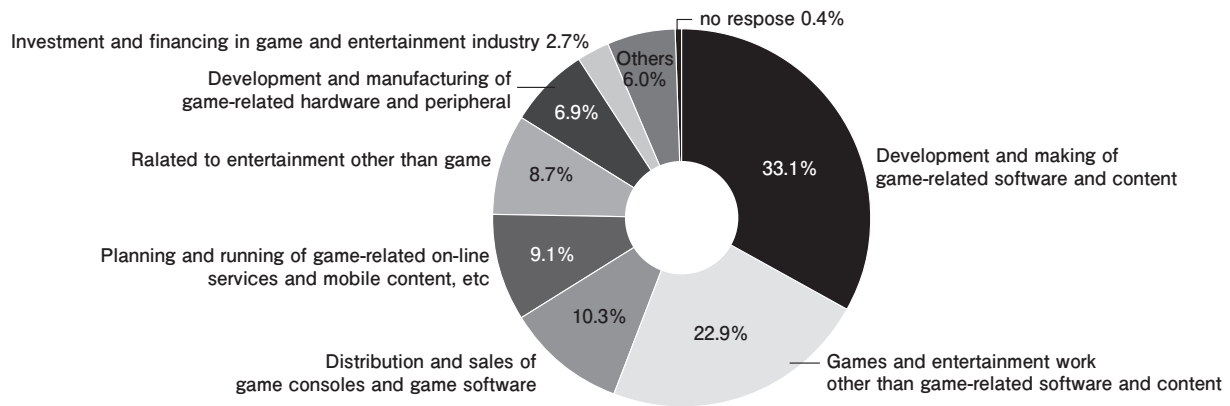
Age



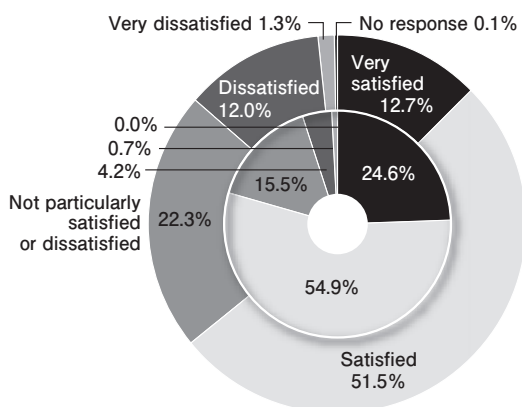
Job Category



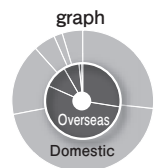
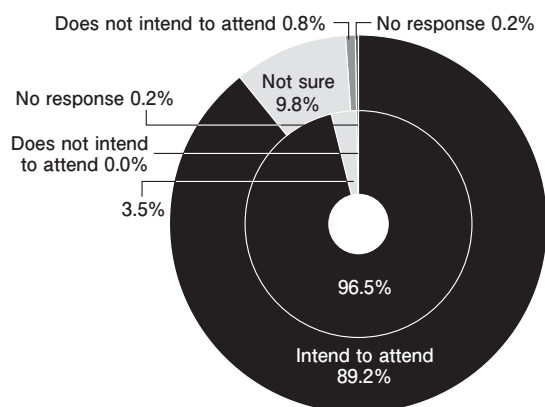
Visitors' Relationship to Game and Entertainment Content (domestic only)



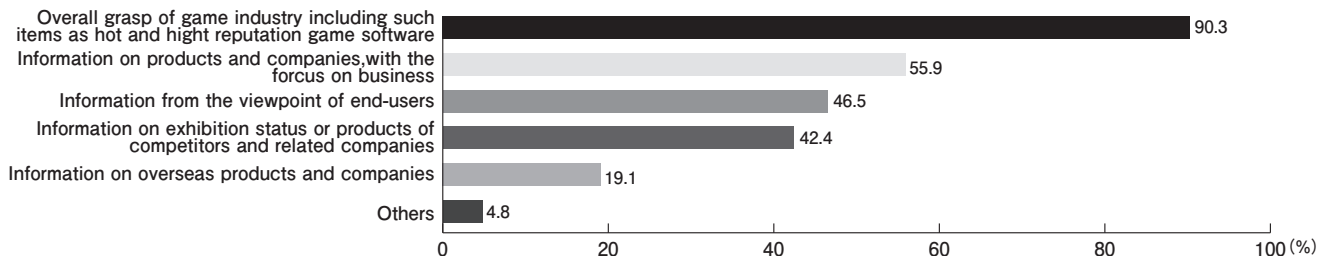
Degree of Satisfaction



Intention to Attend the Next Show



Information You Wanted to Get at TGS 2011 (multiple answers)



Business-Day Overseas Visitors Breakdown by Country and Region

Country & Region	%	Country & Region	%	Country & Region	%			
Asia	South Korea	23.7	North America	U.S.A.	9.6	Europe	Belgium	0.2
	Japan (foreign residents in Japan)	21.0		Canada	0.5		Finland	0.1
	Taiwan	13.4	France	1.3	Portugal		0.1	
	China	8.5	Poland	0.8	Switzerland		0.1	
	Hong Kong	4.7	Russia	0.8	Oceania		Australia	1.1
	Singapore	3.3	Sweden	0.6	Middle East	Kuwait	0.4	
	Thailand	1.3	Netherlands	0.5		Lebanon	0.1	
	Malaysia	0.9	Denmark	0.4		Saudi Arabia	0.1	
	Indonesia	0.7	Hungary	0.4	Sri Lanka	0.1		
	Vietnam	0.6	Italy	0.4	Latin America	Brazil	0.1	
	The Philippines	0.4	Spain	0.4		Chile	0.1	
	India	0.2	Germany	0.3	Unclear	0.3		

※The breakdown of overseas visitors(1,041) 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. The Secretariat Office hand out surveys to overseas exhibitors and collected responses.

[Survey Schedule]

Domestic: Sep.26, 2011~Oct.5,2011
Overseas: Sep.18, 2011~Oct.17,2011

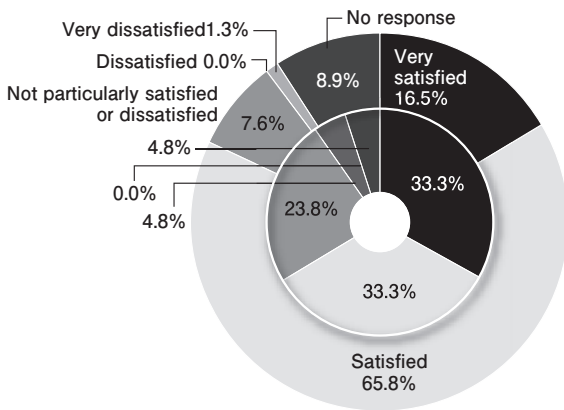
[Survey Organizations]

Nikkei BP Consulting, Inc.
TOKYO GAME SHOW Management Office.

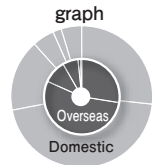
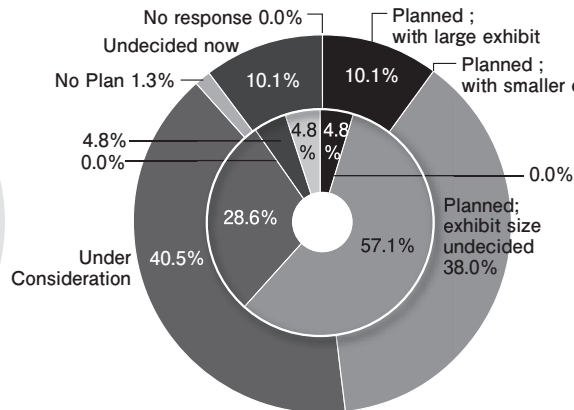
[Number of Responses]

Domestic:79 Overseas:21

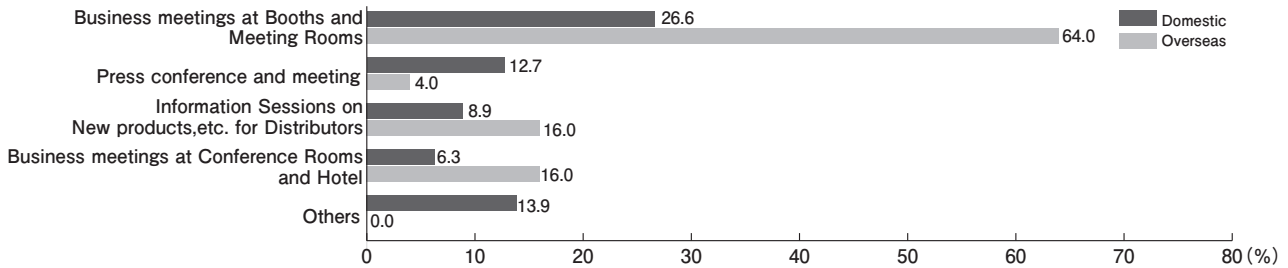
Degree of Satisfaction



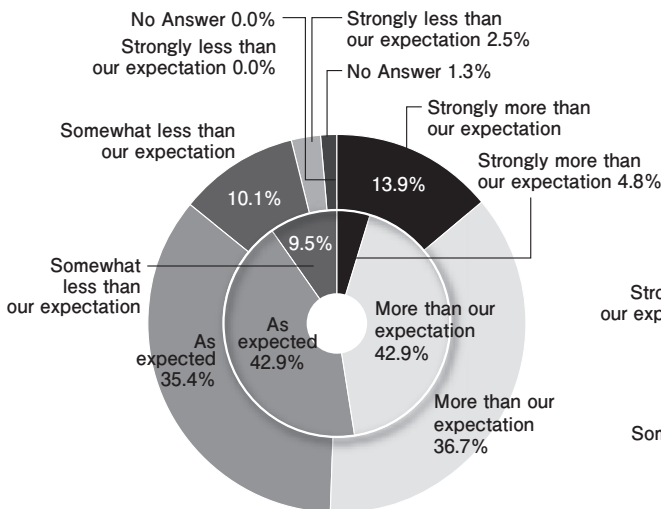
TGS 2012 Exhibit Plans



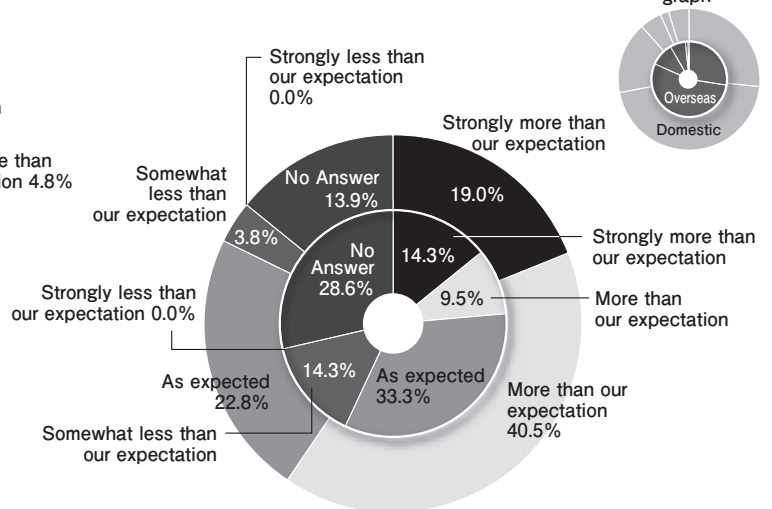
Activities on Business Days (multiple answers)



Number of visitors at your booth (Business Days)

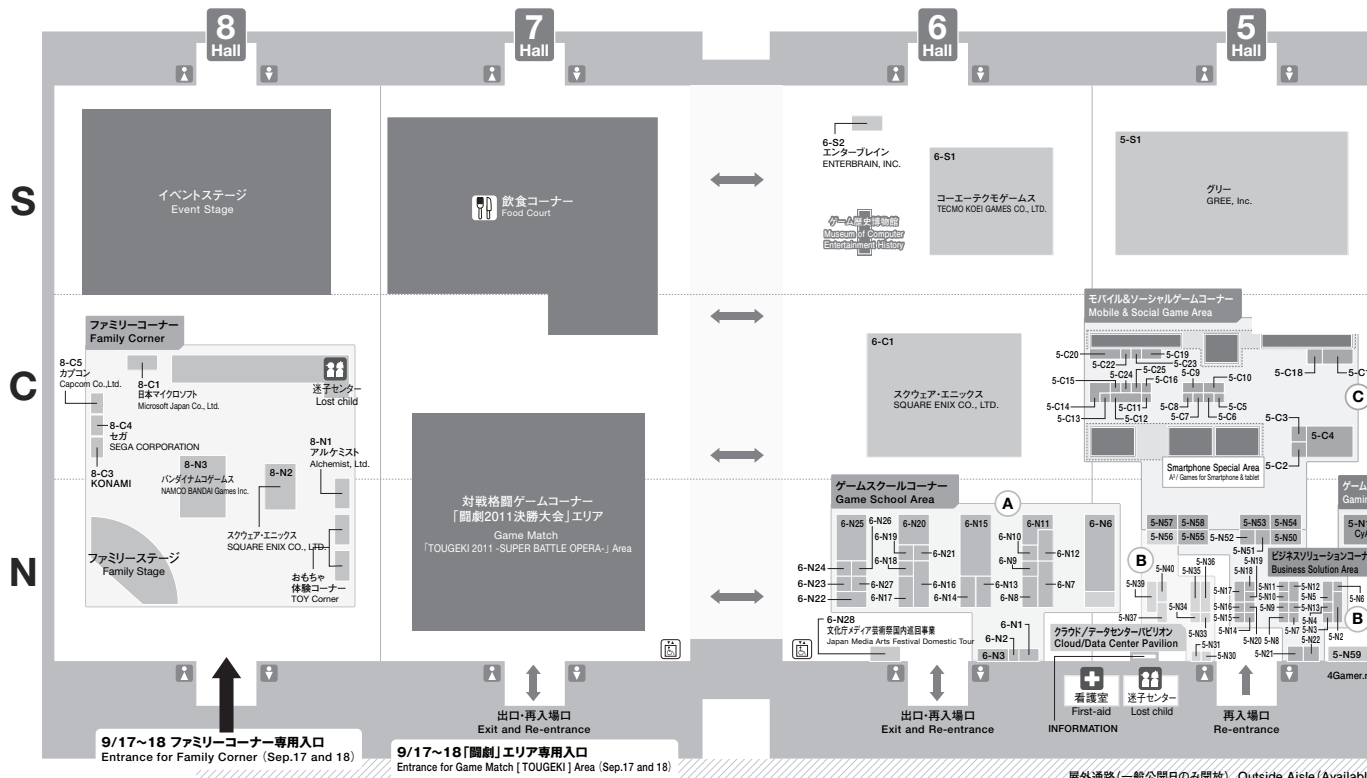


Number of visitors at your booth (Open to the Days)

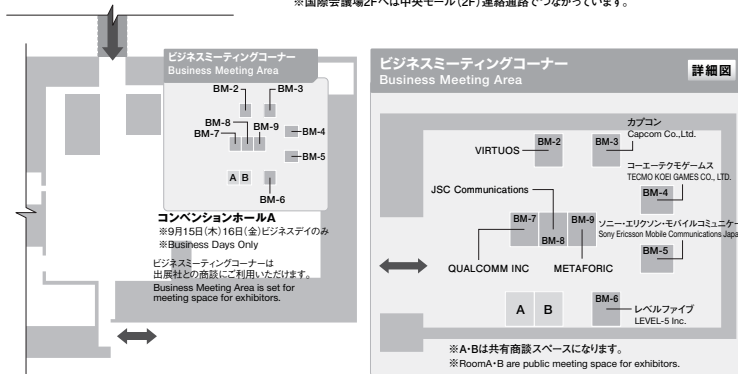


4 Layout and Exhibitor List

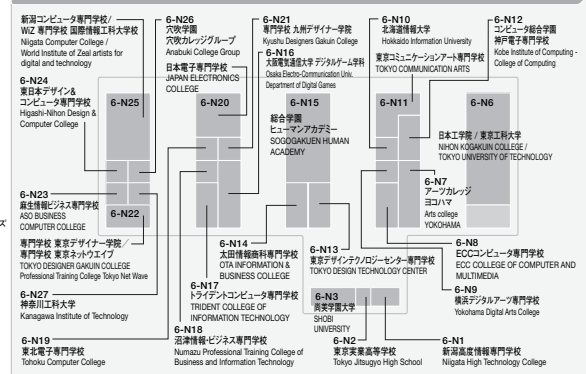
会場マップ / FLOOR MAP



国際会議場2F MAP



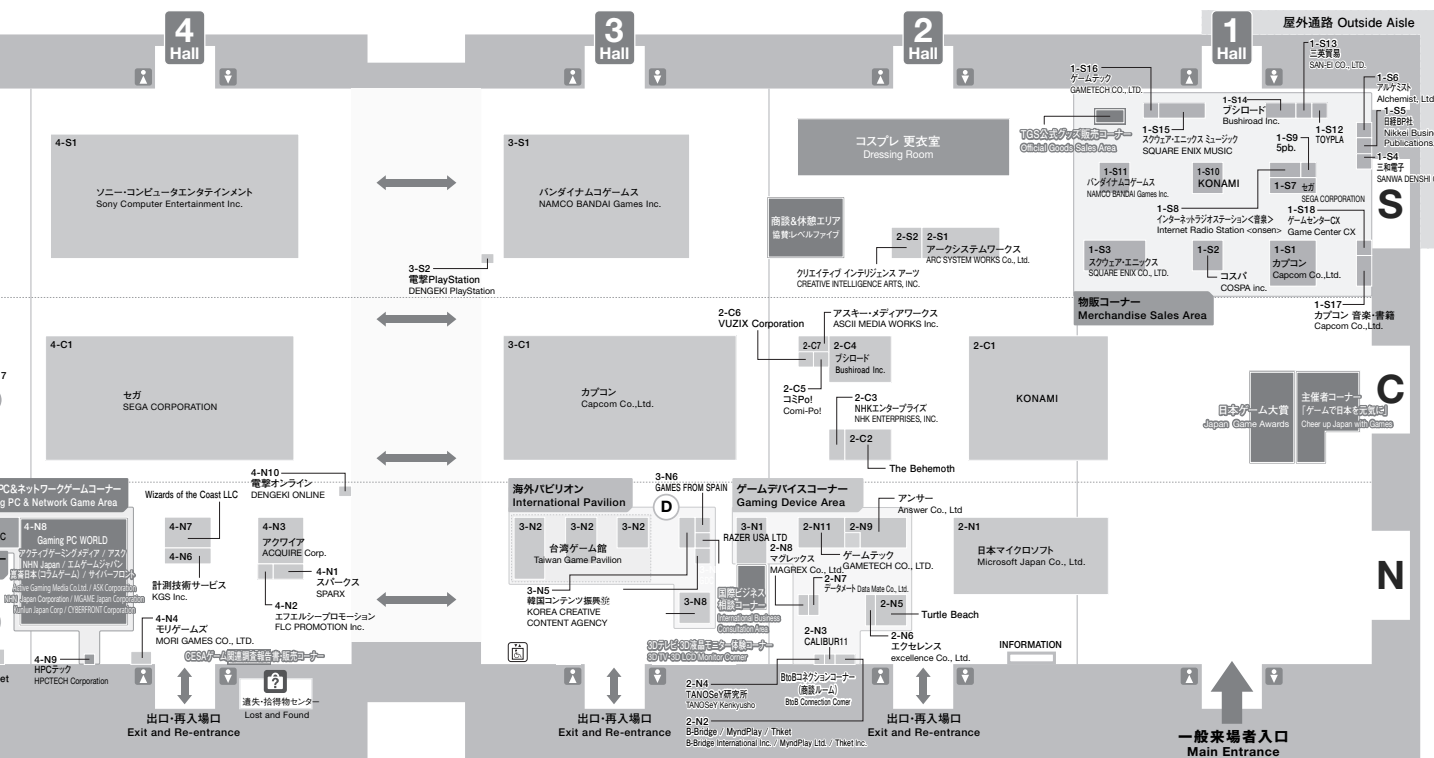
A ゲームスクールコーナー Game School Area



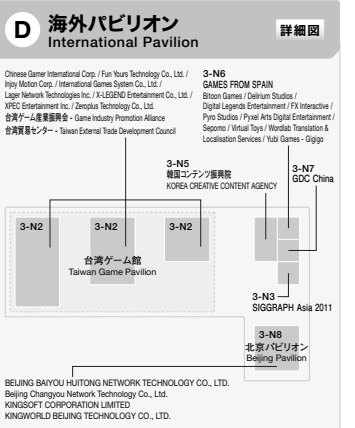
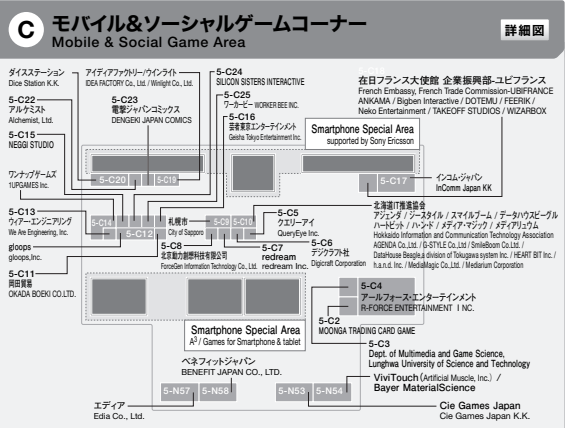
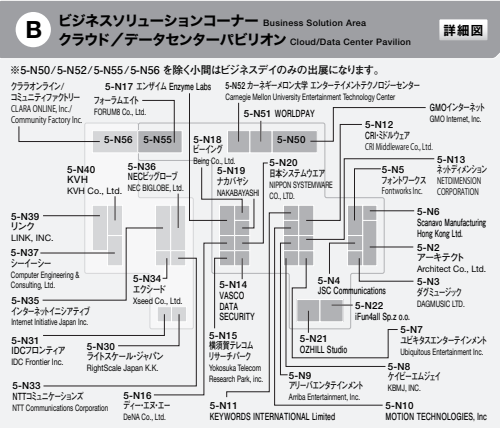
TOKYO GAME SHOW 2011 Booth Number list (Alphabetical Order)

■General Exhibition Area		■Game School Area		■Gaming Device Area	
5-N59 4Gamer.net	3-N6 Pyro Studios	6-N26 Anabuki College Group	6-N6 NIHON KOGAKUIN COLLEGE / TOKYO UNIVERSITY OF TECHNOLOGY	2-N9 Answer Co., Ltd	■Gaming PC & Network Game Area
4-N3 ACQUIRE Corp.	3-N6 Pyxel Arts Digital Entertainment	6-N7 Arts college YOKOHAMA	6-N25 Niigata Computer College	2-N2 B-Bridge International Inc.	
2-S1 ARC SYSTEM WORKS Co., Ltd.	3-N6 Sepomo	6-N19 Tokyo Communication Arts	6-N1 Niigata High Technology College	2-N3 CALIBUR11	
2-C7 ASCII MEDIA WORKS Inc.	3-N6 Virtual Toys	6-N11 TOKYO DESIGN TECHNOLOGY CENTER	6-N18 Numazu Professional Training College of Business and Information Technology	2-N7 Data Mate Co., Ltd.	
3-N8 Beijing Pavilion	3-N6 Wordlab Translation & Localisation Services	6-N22 TOKYO DESIGNER GAKUIN COLLEGE	6-N16 Osaka Electro-Communication Univ. Department of Digital Games	2-N6 excellence Co., Ltd.	
3-N8 BEIJING BAIYOU HUITONG NETWORK TECHNOLOGY CO., LTD.	3-N6 Yubi Games - Gigigo	6-N2 Tokyo Jitsugyo High School	6-N14 OTA INFORMATION & BUSINESS COLLEGE	2-N11 GAMETECH CO., LTD.	
3-N8 Beijing Changyou Network Technology Co., Ltd.	3-N7 GDC China	6-N17 TRIDENT COLLEGE OF INFORMATION TECHNOLOGY	6-N14 OTA INFORMATION & BUSINESS COLLEGE	2-N8 MAGREX Co., Ltd.	
3-N8 KINGSOFT CORPORATION LIMITED	5-S1 GREE, Inc.	6-N18 沼津情報ビジネス専門学校 Numazu Professional Training College of Business and Information Technology	6-N14 OTA INFORMATION & BUSINESS COLLEGE	2-N2 MyndPlay Ltd.	
3-N8 KINGWORLD BEIJING TECHNOLOGY CO., LTD.	6-N28 Japan Media Arts Festival Domestic Tour	6-N22 専門学校 東京デザイナー学院 TOKYO DESIGNER GAKUIN COLLEGE	6-N9 Yokohama Digital Arts College	3-N1 RAZER USA LTD	
2-C4 Bushiroad Inc.	4-N6 KGS Inc.	6-N23 麻生情報ビジネス専門学校 ASO BUSINESS COLLEGE	6-N9 Yokohama Digital Arts College	2-N4 TANOSeY Kenkyusho	
2-C1 Capcom Co.,Ltd.	2-C1 KONAMI	6-N24 東日本デザイン & コンピュータ専門学校 Higashi-Nihon Design & Computer College	6-N9 Yokohama Digital Arts College	2-N2 Thket Inc.	
2-C5 Comi-Po!	3-N5 KOREA CREATIVE CONTENT AGENCY	6-N25 日本電子専門学校 JAPAN ELECTRONICS COLLEGE	6-N9 Yokohama Digital Arts College	2-N5 Turlet Beach	
2-S2 CREATIVE INTELLIGENCE ARTS, INC.	2-N1 Microsoft Japan Co., Ltd.	6-N20 総合学園 エンペリアアカデミー SOGOGAKUEN HUMAN ACADEMY	6-N9 Yokohama Digital Arts College		
4-N10 DENGEKI ONLINE	4-N4 MORI GAMES CO., LTD.	6-N15 SOGOGAKUEN HUMAN ACADEMY	6-N9 Yokohama Digital Arts College		
3-S2 DENGEKI PlayStation	3-S1 NAMCO BANDAI Games Inc.	6-N19 Tohoku Computer College	6-N9 Yokohama Digital Arts College		
6-S2 ENTERBRAIN, INC.	2-C3 NHK ENTERPRISES, INC.	6-N11 TOKYO COMMUNICATION ARTS	6-N9 Yokohama Digital Arts College		
4-N2 FLC PROMOTION Inc.	4-C1 SEGA CORPORATION	6-N13 TOKYO DESIGN TECHNOLOGY CENTER	6-N9 Yokohama Digital Arts College		
3-N6 GAMES FROM SPAIN	3-N3 SIGGRAPH Asia 2011	6-N22 TOKYO DESIGNER GAKUIN COLLEGE	6-N9 Yokohama Digital Arts College		
3-N6 Bitoon Games	4-S1 Sony Computer Entertainment Inc.	6-N2 Tokyo Jitsugyo High School	6-N9 Yokohama Digital Arts College		
3-N6 Delirium Studios	4-N1 SPARX	6-N17 TRIDENT COLLEGE OF INFORMATION TECHNOLOGY	6-N9 Yokohama Digital Arts College		
3-N6 Digital Legends Entertainment	6-C1 SQUARE ENIX CO., LTD.	6-N25 World Institute of Zeal artists for digital and technology	6-N9 Yokohama Digital Arts College		
3-N6 FX Interactive	3-N2 Taiwan Game Pavilion	6-N9 Yokohama Digital Arts College	6-N9 Yokohama Digital Arts College		
	3-N2 Chinese Gamer International Corp.				
	3-N2 Fun Yous Technology Co., Ltd.				
	3-N2 Injoy Motion Corp.				

■ 一般展示(海外パビリオンを含む) / General Exhibition Area(International Pavilion contained.) ■ 物販コーナー / Merchandise Sales Area ■ ファミリーコーナー / Family Corner ■ ゲームスクールコーナー / Game School Area ■ モバイル&ソーシャルゲームコーナー / Mobile & Social Game Area
 ■ ゲームPC&ネットワークゲームコーナー / Gaming PC & Network Game Area ■ ゲームデバイスコーナー / Gaming Device Area ■ ビジネスソリューションコーナー / Business Solution Area ■ クラウド/データセンターパビリオン / Cloud/Data Center Pavilion ■ ビジネスミーティングコーナー / Business Meeting Area



on the public days only)



- 8-C5 Capcom Co., Ltd.
 - 8-C3 KONAMI
 - 8-C1 Microsoft Japan Co., Ltd.
 - 8-N3 NAMCO BANDAI Games Inc.
 - 8-C4 SEGA CORPORATION
 - 8-N2 SQUARE ENIX CO., LTD.
- #### Merchandise Sales Area
- 1-S9 Spb.
 - 1-S6 Alchemist, Ltd.
 - 1-S14 Bushiroad Inc.
 - 1-S1 Capcom Co., Ltd.
 - 1-S17 Capcom Co., Ltd.
 - 1-S2 COSPA Inc.
 - 1-S18 Game Center CX
 - 1-S16 GAMETECH CO., LTD.
 - 1-S8 Internet Radio Station <consens>
 - 1-S10 KONAMI
 - 1-S11 NAMCO BANDAI Games Inc.
 - 1-S5 Nikkei Business Publications, Inc.
 - 1-S13 SAN-ET CO., LTD.
 - 1-S4 SANWA DENSHI Co., Ltd.
 - 1-S7 SEGA CORPORATION
 - 1-S3 SQUARE ENIX CO., LTD.
 - 1-S15 SQUARE ENIX MUSIC
 - 1-S12 TOYPLA

- #### Mobile & Social Game Area
- 5-C14 IUPGAMES Inc.
 - 5-C22 Alchemist, Ltd.
 - 5-N54 Bayer MaterialScience
 - 5-N58 BENEFIT JAPAN CO., LTD.
 - 5-N53 Cie Games Japan K.K.
 - 5-C9 City of Sapporo
 - 5-C23 DENGEKI JAPAN COMICS
 - 5-C20 Dice Station K.K.
 - 5-C6 DigiCraft Corporation
 - 5-N57 Edia Co., Ltd.
 - 5-C8 ForceGen Information Technology Co., Ltd.
 - 5-C18 French Embassy, French Trade Commission-UBIFRANCE
 - 5-C18 ANKAWA
 - 5-C18 Bigben Interactive
 - 5-C18 DOTEJU
 - 5-C18 FEERIK
 - 5-C18 Neko Entertainment
 - 5-C18 TAKEOFF STUDIOS
 - 5-C18 WIZARBOX
 - 5-C16 Geisha Tokyo Entertainment Inc.
 - 5-C12 gloops, Inc.
 - 5-C10 Hokkaido Information and Communication Technology Association
- #### Business Solution Area
- 5-C10 AGENDA Co., Ltd.
 - 5-C10 DataHouse Beagle, a division of Tokugawa system Inc.
 - 5-C10 G-STYLE Co., Ltd.
 - 5-C10 h.a.n.d. Inc.
 - 5-C10 HEART BIT Inc.
 - 5-C10 MediaMagic Co., Ltd.
 - 5-C10 Mediarium Corporation
 - 5-C10 SmileBoom Co., Ltd.
 - 5-C19 IDEA FACTORY Co., Ltd.
 - 5-C17 InComm Japan KK
 - 5-C3 Dept. of Multimedia and Game Science, Lunghwa University of Science and Technology
 - 5-C2 MOONGA TRADING CARD GAME
 - 5-C15 NEGGI STUDIO
 - 5-C11 OKADA BOEKI CO.LTD.
 - 5-C5 QueryEye Inc.
 - 5-C7 readream Inc.
 - 5-C4 R-FORCE ENTERTAINMENT INC.
 - 5-C24 SILICON SISTERS INTERACTIVE
 - 5-N54 VivriTouch (Artificial Muscle, Inc.)
 - 5-N13 We Are Engineering, Inc.
 - 5-C19 Winlight Co., Ltd.
 - 5-N14 WORKER BEE INC.

- 5-N15 Yokosuka Telecom Research Park, Inc.
- #### Cloud/Data Center Pavilion
- 5-N56 CLARA ONLINE, Inc.
 - 5-N56 Community Factory Inc.
 - 5-N37 Computer Engineering & Consulting, Ltd.
 - 5-N31 IDC Frontier Inc.
 - 5-N35 Internet Initiative Japan Inc.
 - 5-N40 KVH Co., Ltd.
 - 5-N39 LINK, INC.
 - 5-N36 NEC BIGLOBE, Ltd.
 - 5-N33 NTT Communications Corporation
 - 5-N30 RightScale Japan K.K.
 - 5-N34 Xseed Co., Ltd.
- #### Business Meeting Area
- BM-3 Capcom Co., Ltd.
 - BM-8 JSC Communications
 - BM-6 LEVEL-5 Inc.
 - BM-9 METAFORIC
 - BM-7 QALCOMM INC
 - BM-5 Sony Ericsson Mobile Communications Japan, Inc.
 - BM-4 TECMO KOEI GAMES CO., LTD.
 - BM-2 VIRTUOS

5 TGS Forum 2011

TGS Forum 2011, a conference for professionals working in the computer entertainment industry, particularly the game industry, was held on September 15th and 16th (Thursday and Friday), the Business Days at TGS. This year, the keynote was in three parts. Mr. Yoichi Wada, Chairman of the Computer Entertainment Supplier's Association (CESA), began by speaking about the changes occurring in the game industry over the past few years. He was followed by the first-ever public demonstration of the PlayStation Vita by Sony Computer Entertainment in Japan. In the third part of the speech, Gree told the audience about the impact of social games on the game industry.

The specialist sessions began with the Smartphone & Tablet Session, which sought to identify the new possibilities the expansion of the smartphone market has provided to gamers and the SNS Platform Session, where participants discussed the current state and future possibilities of SNS, a new gaming platform. These sessions were followed by the Social Games Session, which discussed ways of producing the successful social games that are changing the direction of the game business, and the Asia Game Business Session, which looked at potential and issues of the game business in the rapidly expanding Asian market. In the sponsorship sessions, DeNA presented a lecture on DeNA's Social Platform Strategies while Creative Intelligence Arts made a



presentation on "the latest global standards for producing music that captures the heart of fans".

6 Asia Game Business Summit

On September 15 (Thursday) the first Business Day, major players in the game industry in Asia gathered, as they did last year, for the Asia Game Business Summit, an international meeting in a panel discussion format. This year's major themes were 1. Portable device market trends in various Asian countries and regions 2. Devices for smartphones and tablets 3. Portable game console market trends and 4. Social game market trends. As well as deepening understanding of the market environment in each country and region and the differing directions of user needs, discussions were also held on appropriate strategies for each market.

China
Chien Tunghai Vice President, Shanda Games Limited
South Korea
Rim Chong Kyoan (Albert Rim) President, NEXON MOBILE Corporation
Taiwan
Aaron Hsu Chairman, XPEC Entertainment Inc.
Japan
Haruhiro Tsujimoto President & COO, CAPCOM CO., LTD.
Naoya Tsurumi Managing Director, Sega International
[Moderator] Naoki Asami, Group Publisher, Business Group, Nikkei Business Publications, Inc.



TGS Forum2011 Program

September 15 (Thursday)

Keynote Speech Event Stage in Hall 8, Makuhari Messe (Interpreting Available)	
10:30~ 11:00	[Keynote Speech 1] The Nature of the Industrial Revolution of Games Mr. Yoichi Wada, Chairman, Computer Entertainment Supplier's Association
11:10~ 12:00	[Keynote Speech 2] All about PlayStation Vita Mr. Shuhei Yoshida, President Sony Computer Entertainment Worldwide Studios Mr. Kissei Matsumoto, SVP & Division President Business Division No.2 Sony Computer Entertainment Inc.
12:10~ 13:00	[Keynote Speech 3] A Paradigm Shift Involving Social Games Mr. Yoshikazu Tanaka, President and Chief Executive Officer, GREE, Inc. Interviewer: Hideo Shinada, Senior Staff Writer, Nikkei Entertainment!

September 16 (Friday)

Specialty Session : International Conference Hall 2F,3F		
	Smartphone & Tablet Session : Room 201 (International Conference Hall 2F)	SNS Platform Session : Room 301 (International Conference Hall 3F)
13:00~ 15:00	Era of Intense Rivalry among Smartphones! New possibilities brought to game users Mr. Katsuyuki Kaneko General Manager, Marketing Department, Sales Division, Sony Ericsson Mobile Communications Japan, Inc. Mr. Nobuyuki Hayashi Journalist Mr. Yoshiyuki Monobe Sr. Executive Product Manager, CCG-OC, Microsoft Corporation Moderator: Atsumi Watanabe Chief Editor, Nikkei Trendy, Nikkei BP	Future and Reality Pioneered by a New Game Platform = SNS Mr. Sion Sawa Amatz Inc. Chief Creative Officer 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. Moderator: Akihide Segawa, Deputy Editor, Nikkei Business Online, Nikkei BP
	Social Game Session : Room 301 (International Conference Hall 2F)	Asia Game Business Session Room 301 (International Conference Hall 3F) (Interpreting Available)
15:15~ 17:15	Major Shift in the Game Business! Make a success with social games! 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. Moderator : Hirozumi Yoshioka, Chief Editor, Nikkei Entertainment!, Nikkei BP	From Japan to Asia and Asia to the World! Tips for success in the Asian game market 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 Moderator : Junpei Furuhashi, Deputy Editor, Nikkei Trendy, Nikkei BP

Sponsorship Session : Room 302 (International Conference Hall 3F)	
11:00~ 12:00	DeNA's Social Game Platform Strategy Mr. Kenji Kobayashi Board Director, Global Executive Producer, Division Manager, Social Game Business Head Office, DeNA Co., Ltd.
14:00~ 15:00	The Latest Global Standard for Producing Music that Wins the Hearts of Fans Mr. Hiroaki Yura President and Music Director, Creative Intelligence Arts Mr. Hiroki Kikuta Composer and Game Creator Mr. Ko Omura Artist and others Mr. Junichi Nakatsuru Lead Sound Designer/Composer, Assistant Manager, Sound Section1, Sound Department, Programming & Sound Division, Development Studio, NAMCO BANDAI Games Inc.

7 SENSE OF WONDER NIGHT 2011

Sense of Wonder Night (SOWN), an event designed to discover new game ideas, was held for the 4th time and 74 titles (50 overseas titles) from a total of 17 countries were entered reflecting the growing international recognition of the contest (last year competition attracted 60 titles (36 overseas titles) from a total of 13 countries). A total of 10 titles (4 domestic and 6 overseas) were chosen by selection committee composed principally of companies involved in

producing and distributing gaming content on a wide variety of platforms. The developers of the chosen titles gave presentations to industry professional and the media. After the presentations, the "Corporate Prize" and "Audience Prize" were awarded to round off a successful event.



8 International Business Consultation Area

This year, we once again received the co-operation of organizations including the Japan External Trade Organization (JETRO) to set up a consultation corner to support business persons from home and abroad who want to explore various business opportunities. The consultation corner offered advice on topics including matching between overseas game industry companies and domestic

companies, career development, registered personnel resources and overseas publicity while also attracting overseas business professionals through a range of support activities that included inviting overseas buyers and matching them with domestic companies and seminars on achieving business success overseas.



9 Business Matching System

We operated a business matching system to promote business meeting with overseas exhibitors and overseas visitors. Through the system, we finalized 294 appointments, nearly double the 153 appointments in the previous year. 235 meetings took place in the BtoB Connection Corner which was set up within the multi-purpose room inside Hall 2 as a venue for business matching system. 117, or nearly half, of those meetings were between a Japanese company

and an overseas company. 112 companies from 22 different countries took part. 44 companies were from Japan and 68 companies from overseas, of which 32, or nearly half, were from the rest of Asia. The introduction of the system created numerous opportunities for new international business relationships.



10 Business Solution Area

This area provides game-related BtoB solutions from solutions for developers to network solutions and finance. Exhibitors in this area could, if desired, attend only for the Business Days, and this year 25

companies (including 8 from overseas) exhibited, working passionately to generate new business.



11 Gaming Device Area

The Gaming Device Area, a new area set up this year, attracted 12 exhibitors (including five from overseas) to exhibit gaming devices and other related products for improving the gaming experience.

Booths featured demonstrations and game competitions for players using special devices.



12 Gaming PC WORLD

Once again, this year's TGS featured Gaming PC WORLD section inside the PC Gaming and Network Gaming Corner. Numerous online PC games were exhibited including popular online games with sophisticated graphics, new browser games that are easy to enjoy and independent online games from overseas companies.

Numerous visitors came to Gaming PC WORLD where they could also browse exhibitions of PC components required to build an enjoyable gaming environment and view presentations on the stage.



13 Mobile & Social Game Area

This area, new for this year, displayed games for mobile phones, particularly smartphones, as well as social games. Social games are a rapidly expanding market, and 43 companies (including 14 from overseas) set up booths. Many visitors experienced the latest games and social networking services for a wide variety of

platforms, particularly news smartphones running the Android OS.



14 Project to Support Reconstruction Following the Great East Japan Earthquake

Under the slogan of "Cheer up Japan with games", CESA conducted donations, sold charity products and held charity auctions to support post-earthquake and tsunami reconstruction. Total donations of 2,216,190 yen were presented to the disaster areas.

TGS attendees also crowded the special art zone for people leaving the venue where they could pin up message cards related to the disaster or to industrial issues.



15 Public Relations/Publicities

15-1 Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcast

	TV	Radio	Newspaper	General Magazine	Specialized paper/magazine	WEB	Total
Before the Show	0	0	72	59	56	484	671
During the Show	43	2	16	1	0	688	750
After the Show	7	1	294	32	94	163	591
Total	50	3	382	92	150	1,335	2,012
2010	49	2	273	141	184	1,089	1,738

15-2 Number of Media During the Show Period, and Number of Reporters

	Sep.15 (Thu)		Sep.16 (Fri)		Sep.17 (Sat)		Sep.18 (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	217	442	99	219	63	97	42	82	421	840
2 Newspapers	27	66	15	30	9	15	7	9	58	120
3 News Agency	12	33	2	2	1	1	0	0	15	36
4 TV (Satellite TV/CATV)	15	41	8	13	5	26	5	15	33	95
5 TV (Terrestrial)	18	111	22	54	5	12	4	14	49	191
6 Editor/Freelance Writer/Others	59	109	48	90	27	53	51	63	185	315
7 Radio	13	26	4	4	0	0	4	4	21	34
8 Magazine	126	519	109	353	38	81	41	81	314	1,034
9 Overseas Media	187	399	190	275	100	192	48	74	525	940
Total	674	1,746	497	1,040	248	477	202	342	1,621	3,605
2010	Sep.16 (Thu)		Sep.17 (Fri)		Sep.18 (Sat)		Sep.19 (Sun)		Total	
	696	1,804	514	1,316	276	584	185	342	1,671	4,046

15-3 Breakdown of Overseas Media

Reported-to region		Number of Reporters				Number of Media		Increase and decrease		Total		Increase and decrease	
		Sep.15	Sep.16	Sep.17	Sep.18	2011	2010			2011	2010		
Asia	Japan ^{*1}	49	35	27	24	87	68	19	△	135	100	35	△
	South Korea	29	17	16	0	23	52	-29	▼	62	91	-29	▼
	Hong Kong	25	16	7	10	40	48	-8	▼	58	74	-16	▼
	Taiwan	21	21	14	1	34	72	-38	▼	57	105	-48	▼
	China	22	12	17	1	23	34	-11	▼	52	91	-39	▼
	Singapore	6	5	2	1	12	9	3	△	14	11	3	△
	Malaysia	3	5	1	0	9	5	4	△	9	7	2	△
	Indonesia	1	1	3	3	4	0	4	△	8	0	8	△
	Thailand	1	3	2	0	3	4	-1	▼	6	9	-3	▼
	The Philippines	4	1	0	0	3	0	3	△	5	0	5	△
Europe	France	33	18	15	1	36	65	-29	▼	67	141	-74	▼
	Spain	22	11	9	2	20	17	3	△	44	28	16	△
	U.K.	30	8	3	0	25	35	-10	▼	41	45	-4	▼
	Germany	14	6	4	4	19	13	6	△	28	22	6	△
	Italy	9	9	2	3	15	20	-5	▼	23	42	-19	▼
	Denmark	2	5	2	4	10	3	7	△	13	5	8	△
	Russia	3	5	3	0	4	4	0	-	11	12	-1	▼
	Sweden	3	3	0	0	3	8	-5	▼	6	12	-6	▼
	Netherlands	3	0	1	1	4	14	-10	▼	5	41	-36	▼
	Czech	1	3	0	0	3	2	1	△	4	2	2	△
	Belgium	3	0	0	0	1	1	0	-	3	5	-2	▼
	Portugal	1	1	1	0	3	0	3	△	3	0	3	△
	Norway	1	1	0	0	2	3	-1	▼	2	10	-8	▼
	Finland	1	0	0	0	1	3	-2	▼	1	7	-6	▼
	Hungary	0	1	0	0	1	2	-1	▼	1	2	-1	▼
	Poland	1	0	0	0	1	10	-9	▼	1	18	-17	▼
	Austria	0	0	0	0	0	2	-2	▼	0	7	-7	▼
Serbia	0	0	0	0	0	2	-2	▼	0	4	-4	▼	
Slovak	0	0	0	0	0	3	-3	▼	0	7	-7	▼	
Africa	Nigeria	0	0	1	0	1	0	1	△	1	0	1	△
Middle East	UAE	1	0	0	0	1	0	1	△	1	0	1	△
North and Latin America	U.S.A.	82	62	46	15	93	117	-24	▼	205	296	-91	▼
	Brazil	5	6	6	0	10	16	-6	▼	17	23	-6	▼
	Mexico	4	3	1	1	6	7	-1	▼	9	10	-1	▼
	Canada	3	1	0	0	3	9	-6	▼	4	17	-13	▼
Oceania	Argentina	0	0	0	0	0	3	-3	▼	0	5	-5	▼
	Australia	14	14	9	0	22	29	-7	▼	37	46	-9	▼
	New Zealand	2	2	0	3	3	2	1	△	7	3	4	△
Unknown	0	0	0	0	0	8	-8	▼	0	8	-8	▼	
Total	399	275	192	74	525	690	-165	▼	940	1,306	-366	▼	

*1 domestic- issued foreign language media in japan. △:increase ▲:decrease

Outline of TOKYO GAME SHOW 2012

Period Sep.20(Thursday) - Sep.23(Sunday)
(scheduled)

Venue Makuhari Messe

2-1 Nakase, Mihama-ku, Chiba-city, Chiba Prefecture JAPAN

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

TOKYO GAME SHOW 2011 Official Report

Publisher	Computer Entertainment Supplier's Association (CESA)
Editor	Nikkei Business Publications, Inc.(Nikkei BP)
Design	Yasuyo Irie
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