

TOKYO GAME SHOW 2011

GAME – Dancing Your Heart

Press Release

September 15, 2011

The “Tokyo Game Show 2011” Opens!

Number of Exhibitors: 193 companies/organizations from
16 countries/regions

Number of titles applied for exhibition: 715 titles

Number of booth partition units: 1250 units!

Under the theme of “GAME- Dancing Your Heart” and the slogan of “Cheer up Japan with Games”, the Tokyo Game Show 2011 will send out the latest information to the world!

Computer Entertainment Supplier’s Association
Nikkei Business Publications, Inc.

The Computer Entertainment Supplier’s Association (CESA; Chairman: Yoichi Wada; Location: Nishi-shinbashi, Minato-ku, Tokyo), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Kohei Osada; Location: Shirokane, Minato-ku, Tokyo), will hold the Tokyo Game Show 2011 over a four-day period from Thursday, September 15 to Sunday, September 18, 2011 at Makuhari Messe (Location: Mihama-ku, Chiba-shi, Chiba Prefecture).

The first two days of the Tokyo Game Show 2011 (Sep. 15 & 16) will be “Business Day” while the later two days (Sep. 17 & 18) will be opened to the public. Exhibitors are from 16 different countries and regions, including Japan, and the total number of exhibitors is 193 corporations and organizations (131: domestic, 62: overseas). Also, the number of booth partition units reached 1250 units.

[Tokyo Game Show 2011 Preliminary Statistics]

(as of 10pm, September 14, 2011)

Number of exhibitors: 193 (last year: 194)

Number of exhibiting titles: 715 (last year: 712)

Number of booth partition units: 1,250 (last year: 1,458)

Exhibiting countries and regions: 16 (last year: 15)

Countries and regions exhibiting at the Tokyo Game Show 2011 (In Japanese Alphabetical order)			
Ireland	South Korea	Taiwan	Belgium
U.S.A.	Singapore	China	Poland
U.K.	Switzerland	Japan	Hong Kong
Canada	Spain	France	Mexico

In addition to the new mobile game devices being announced and released, social networking services (SNS) and smart phones which have deepened the links with games are showing rapid growth at a global scale. Wide variety of sponsor events related to this trend will be held at the Tokyo Game Show 2011. Also, many exhibitors will be showcasing their new titles for mobile game devices or smart phones/social games at their booths, deeply reflecting the game industry’s trend in 2011.

The Tokyo Game Show established a midterm vision to become “The No. 1 Information Network in the Asian Region.” The vision was able to be realized by maintaining roughly the same numbers as last year for the number of exhibitors, number of exhibiting titles, number of exhibiting countries/regions

Tokyo Game Show official website: <http://tgs.cesa.or.jp>

overseas, etc. Also, in the “TGS Business Matching System”, which promotes exhibitors and Business Days visitors to make business talks, 1.5 times more business talks came into effect compared to last year(as of Sep.15th), contributing moreover to strengthen the business function of the Tokyo Game Show.

Additionally, in order to support the recovery from the Great East Japan Earthquake, the Tokyo Game Show will participate in the recovery support charity events and fundraising activities as well as setting up a special booth, “The Art Space for Visitor’s Reflection” which exhibits the message from the visitors and the game creators, under the slogan of “**Cheer up Japan with Games.**”

[Exhibiting titles]

As seen in the trend of the titles to be exhibited in 2011, the number of smart phone titles for iPhone or Android and tablet PC titles for iPad increased. Furthermore, increased number of new titles for mobile game devices such as PlayStation Vita or Nintendo 3DS is another big feature in this trend.

*Further information on titles will be announced on September 15.

[List of titles to be exhibited by platform and by genre]
(as of 10pm,September 14/comparison among the same periods from last 2 years)

Platform	2011	2010	2009	Genre	2011	2010	2009
PC	132	147	130	Action	95	104	150
Mobile phones	38	73	168	Adventure	30	17	30
NTT docomo	(12)	(36)	(72)	Simulation	25	29	43
Softbank	(10)	(28)	(51)	Shooting	35	23	20
au	(10)	(9)	(41)	Sports	16	5	17
willcom	(1)	0	0	Puzzle	38	21	65
em	(1)	0	0	Racing	15	9	13
Mobile phones TBD	(4)	0	(2)	Role Playing	52	33	74
Smartphone	98	50	-	Other (genre)	144	-	-
iPhone	(46)	(47)	-	Development tools	23	36	33
Android	(49)	(3)	-	Peripherals	73	150	67
Smartphone (other)	(3)	-	-	Other (goods)	169	285	187
Nintendo DS	38	110	97	Total	715	712	456
Nintendo 3DS (new)	65	-	-				
Xbox 360	37	25	40				
PlayStation 2	0	1	3				
PlayStation 3	39	27	21				
PlayStation Portable	39	50	24				
PlayStation Vita (new)	11	-	-				
Wii	11	10	20				
Wii U (new)	1	-	-				
New-generation console	0	3	-				
Tablet (iPad, Android, Windows 7, etc)	29	18	-				
Other	177	198	196				
Total	715	712	699				

Test playing some game titles

The Tokyo Game Show 2011 only allows people at the age of 18-year-old or older to test play the titles under the “Z category” or the titles which may include expressions equivalent to the “Z category”, according to the rating system of the CESA Code of Ethics/CERO Code of Ethics. If you wish to test play the game titles with age restriction, you need to present a document in which your age can be confirmed (driver’s license, passport, student ID, etc.). Please make sure to bring the above document if you’re over 18 years old.

For details on the latest title information and booth information of each exhibitor, please visit the Tokyo Game Show official website: <http://tgs.cesa.or.jp>