

# TOKYO GAME SHOW 2012

Spreading Smiles Through Games

Press Release

September 20, 2012

## The “TOKYO GAME SHOW 2012” Opens!

**Exhibition by 209 companies/organizations from  
19 countries/regions  
A record number of 1,043 titles applied for exhibition  
The total number of booths is 1,609!**

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

The Computer Entertainment Supplier’s Association (CESA; Chairman: Shin Unozawa; Location: Minato-ku, Tokyo), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Kohei Osada; Location: Minato-ku, Tokyo), will hold the “TOKYO GAME SHOW 2012” over a four-day period from Thursday, September 20 to Sunday, September 23, 2012 under the theme of “Spreading Smiles through Games.” The first two days of the show (Sep. 20 & 21) will be “Business Days” for the relevant parties in the game industry while the later two days (Sep. 22 & 23) will be “Public Days.”

Exhibitors of the TOKYO GAME SHOW 2012 are from 19 different countries and regions, including Japan, and the total number of exhibitors is 209 corporations and organizations (126: domestic, 83: overseas). The total number of booths is 1,609. **A record number of 1,043 titles applied for exhibition.**

### [“TOKYO GAME SHOW 2012” Preliminary Statistics] (as of September 19, 2012)

Number of exhibitors: 209 (last year: 193)

Number of exhibiting titles: 1,043 (last year: 736)

Number of booths: 1,609 (last year: 1,250)

Exhibiting countries and regions: 19 (last year: 16)

Countries and regions exhibiting at the TOKYO GAME SHOW2012						
Chile	China	Denmark	Finland	France	Hong Kong	Indonesia
Iran	Ireland	Japan	Malaysia	Poland	Russia	South Korea
Switzerland	Taiwan	U.K.	U.S.A.	Vietnam		

(\*Alphabetical order)

[Exhibition titles]

As seen in the trend of the titles (including goods) to be exhibited in 2012, the number of smartphone titles and tablet titles significantly increased over the last year.

**[List of titles to be exhibited by platform and genre]**  
(as of September 19, 2012)

Platform	No. of titles	Genre	No. of titles
PC	32	Role playing	148
Smartphone	265	Action <sup>*2</sup>	118
iOS	(139)	Simulation	96
Android	(126)	Online card game <sup>*3</sup>	48
Tablet	100	Sports	31
iOS	(100)	Tactical role playing <sup>*4</sup> (Simulation role playing)	24
Feature phone	142	Card game	23
NTT docomo	(47)	Online role playing	21
au	(48)	Shooting	21
Softbank	(47)	Adventure	14
Nintendo DS	2	Puzzle	11
Nintendo 3DS	34	Racing	11
Wii	5	Action adventure	8
Wii U	2	Others (genre)	116
PlayStation 3	57	Development tools	9
PlayStation Portable	30	Peripherals	22
PlayStation Vita	24	Others (goods)	322
Xbox 360	24	<b>TOTAL</b>	<b>1043</b>
Others <sup>*1</sup>	326		
<b>TOTAL</b>	<b>1043</b>		

\*1 This platform includes "peripheral" and "goods."

\*2 This genre includes "shooting action games."

\*3 This genre includes "online trading card games."

\*4 This genre includes "RPG simulation games."

**Trial play of Z-rated game titles**

At TOKYO GAME SHOW 2012, in accordance with the rating systems of CESA and CERO codes of ethics, trial play of Z-rated games and games including Z-rated expressions will be limited to players aged 18 and older. If you wish a trial play of a game title to which an age limit applies, you will be required to present a document that proves your age (driver's license, passport, student ID, etc.). Players aged 18 years and older should bring such a document.

**Outline of the TOKYO GAME SHOW 2012**

Event Title: TOKYO GAME SHOW 2012  
 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 20 (Thursday) Business Day (10:00 – 17:00)  
 September 21 (Friday) Business Day (10:00 – 17:00)  
 September 22 (Saturday) Public Day (10:00 – 17:00)  
 September 23 (Sunday) Public Day (10:00 – 17:00)

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

\* On Public Days, the doors may be opened 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: 195,000 (estimated)  
 No. of exhibitors: 209 companies and organizations  
 No. of booths: 1,609 units  
 Tickets: Adult: advance tickets, ¥1,000; at the door, ¥1,200 (tax inclusive)  
 (Public Day) Elementary school age or younger: free of charge