

# TOKYO GAME SHOW 2012

(Press Release)

February 27, 2012

## **TOKYO GAME SHOW 2012** ***Underlying Theme: Spreading Smiles through GAMES***

Date: September 20 (Thursday) through,  
September 23 (Sunday), 2012  
Venue: Makuhari Messe

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

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), has announced it will hold TOKYO GAME SHOW 2012 at Makuhari Messe (Location: Mihama-ku, Chiba-shi, Chiba Prefecture) from Thursday, September 20 through Sunday, September 23, 2012. Starting from today, applications for booths are being accepted.

With the midterm vision since 2010 of becoming "The Most Complete Information in Asia" and "The World's Largest Event," TOKYO GAME SHOW has enhanced its capability to disseminate valuable information to Asia and the rest of the world as a major show that acts as a dynamo for the rapidly growing computer entertainment market in Asia. Furthermore, as a means to build new markets and development centers to expand business in Asia, we have implemented a wide range of business-to-business and business-to-consumer measures such as holding the Asia Game Business Summit.

As a result of these measures, in 2011, the show attracted 222,668 visitors, which is the largest number in the show's history, thanks to an increase in the number of visitors and press from Southeast Asia. From 2010, the number of visitors exceeded 200,000 for two years in a row.

Marking its 22nd anniversary this year, TOKYO GAME SHOW 2012 expands its business meeting area and introduces a new business matching system "Asia Business Gateway" to further enhance the mutual relationship among the ever-growing game markets in Asia.

At the same time, as a business-to-consumer measure, we will launch the "Official Video Streaming Channel" to convey the excitement of TOKYO GAME SHOW to international game fans. Organizer's projects such as the TGS Forum as well as stage programs at exhibitors' booths will be distributed in real time. In addition, we will hold "Asia e-Sports Cup", where Asian top players gather to compete in real-time strategy games and sports games, and expand the "Cosplay Area", a representative example of Japanese pop culture that is now receiving a great deal of international attention, to offer an environment that is more enjoyable to both game fans and cosplayers.

As new game consoles, smartphones and tablet devices are expected to be launched in 2012, the possibilities of computer entertainment will expand on a wide range of platforms. As a place to disseminate valuable information that stretches these possibilities, TOKYO GAME SHOW 2012 will deliver the latest surprise from Japan to Asia and from Asia to the world.

**For 2012 event, TOKYO GAME SHOW has set a new theme:**

## ***“Spreading Smiles through GAMES”***

The types of game platforms are continuing to expand, ranging from the ever-evolving home-use game consoles to mobile phones, PC online games, and SNSs.

Solo-play games have evolved into games that can be played with friends and family and into games through which one can connect with people all over the world.

We can now experience unprecedented “pleasure” with games.

Pleasure to experience the wonder of games and share emotions, and pleasure to meet with friends and pals through games...

Connecting with people increases the pleasure of games.

Pleasure then generates smiles, connecting more people.

The world becomes filled with a chain of smiles generated by games—such a world has already started.

Feel your passion to experience the true moment of “Spreading Smiles through GAMES” at TOKYO GAME SHOW.

## [Exhibition Areas and Organizer's Projects]

TOKYO GAME SHOW 2012 will offer four new and renewed exhibition areas to accommodate the diversification and internationalization of entertainment. Furthermore, as organizer's projects, in addition to keynotes and "TGS Forum 2012," "Asia Game Business Summit" and "SENSE OF WONDER NIGHT" are held—as in the previous year, and an "Official Video Streaming Channel" is being launched.

### ■ General Exhibition Area

Provides digital entertainment products and services focusing on video game software.



### ■ PC Game Area ★New

All kinds of PC games are introduced in this area, ranging from online games that fully utilize high-end graphics to browser games that can be enjoyed casually.



### ■ Smartphone Game Area/Social Game Area ★New

The exhibition area focuses on games that use mobile terminals such as smartphones, mobile phones and tablet devices, including iPhone, Android and Windows Phone, as well as social games.



### ■ Game Device Area

Exhibits all video game devices and related items to boost game functions. These devices and items—which include controllers, keyboards, mouse devices, and headphones—are mainly for use with home-use video game equipment, mobile game machines and PC games.



### ■ Merchandise Sales Area

Designed for sales of video game-related products and game software.

\*Note: Exhibitors can choose to sell either during all four days or just during Public Day.



■ **Game School Area**

Provides descriptions of educational institutions such as video game schools and universities for future video game developers.



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■ **Family Area**

Showcases family-oriented video game software, arcade games, and video game-related items, and offers events featuring video game characters that are popular among children.

\*Note: (1) This area will be open only during Public Day.

(2) Entrance into this area is restricted to elementary school students and younger, as well as accompanying adults.



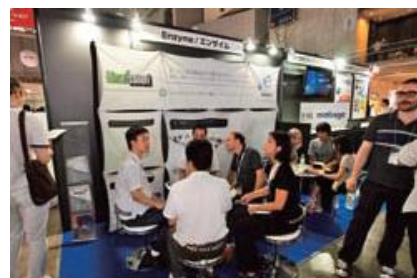
## [Business-to-business Areas]

### ■ Business Solution Area

Exhibits video game items aimed at game-related companies seeking partnerships in the video game industry.

### Cloud /Data Center Pavilion

Introduces cloud computing and data center services to support online infrastructures enabling social and network games.

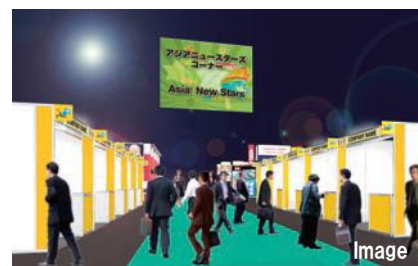


\*Note: Exhibitors can choose to exhibit either during all four days or only during Business Day.

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### ■ Asia New Stars Area ★New

New “star” companies in the game industry, such as promising game ventures and development companies in Asia, are introduced in this area. In cooperation with media partners from relevant countries and regions, we will also implement promotions targeted at Japanese companies.



\*Note: Exhibitors can choose to exhibit either during all four days or only during Business Day.

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### ■ Business Meeting Area ★Renewed

This is a meeting space where you can conduct productive business negotiations in a calm atmosphere during business days. Meeting room-type and table-type spaces are offered. We will also introduce “Asia Business Gateway,” which is a system that matches exhibitors with business day visitors, and exhibitors with different exhibitors.



\*Note: Business Day only.



## **[Scheduled Events during Business Day]**

### ■ **Asia Game Business Summit**

International conference that aimed at game business with a core of Asian region. All the top Asian game companies discuss market strategies.



### ■ **TGS Forum 2012**

This conference, aimed at visitors attending during Business Day who engage in video game business, discusses the latest trends in video game technologies and business operations.



### ■ **SENSE OF WONDER NIGHT 2012**

An international festival to present ideas on game prototypes and other game projects. Participants with distinguished ideas—who have been selected from around the world—will be given the chance to make a presentation before people in game industry.



### ■ **Asia Networking Party**

On the evening of the second Business Day (September 21), we will hold a networking party aimed at promoting business exchange mainly by visitors and exhibitors in Asia.



\*Pictures except for simulated images are photos taken in the event last year.

## **[Other Projects]**

### ■ **Official Video Streaming Channel** ★New

To share the charm of TOKYO GAME SHOW with international game fans, video footage of the event will be distributed from the venue in real time.

Coverage of organizer's projects and exhibitors' booths will be reported via this channel.

We will cooperate with 4Gamer.net, a video media partner, to promote this project.

\*Note: The contents of the above events are current as of February 27, 2012. They may change if the situation so dictates. We will announce details and updates on the show areas through our press release materials.

## ■ Exhibition Outline

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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 (planned)

Period: September 20 (Thursday) Business Day 10:00-17:00  
September 21 (Friday) Business Day 10:00-17:00  
\*Note: Entrance into the show during Business Days is restricted to business visitors and members of the press.  
September 22 (Saturday) Public Day 10:00-17:00  
September 23 (Sunday) Public Day 10:00-17:00  
\*Note: The gate at the show may open at 9:30 a.m. during Public Day if the situation requires.

Venue: Mukuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)  
Exhibition Hall 1 through 8 and International Conference Halls

Expected Number of Visitors: 195,000

Expected Number of Exhibitors: 180

Expected Number of Booth Partition Units for Exhibitors: 1,550

Admission Fee:

-Business Day: 5,000 yen

(for both on the day and advance tickets available only to industry participants)

- Public Day:

Adults (including junior-high school students): 1,200 yen (1,000 yen advance tickets)

Elementary School Students and Younger: Free

\*Note: See previous pages for details of the areas at the show.

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### [Exhibitor Registration Schedule]

Application Deadline: June 1 (Friday), 2012

Booth Allocation Meeting: June 15 (Friday), 2012

-for exhibitors who apply for 40 booth partition units or more (island booths)

June 26 (Tuesday), 2012

-for exhibitors who apply for 39 booth partition units or less (with adjoining booths)

Briefing Meeting: June 26 (Tuesday), 2012