

Spreading Smiles Through Games

# TOKYO GAME SHOW 2012

TOKYO GAME SHOW  
2012

## OFFICIAL REPORT

Sep.20 **Thu** ▶ Sep.23 **Sun**

Makuhari Messe

**Organizer**

Computer Entertainment Supplier's Association(CESA)

**Co-Organizer**

Nikkei Business Publications, Inc.(Nikkei BP)

**Supporter**

Ministry of Economy, Trade and Industry(METI)



Nikkei Business Publications, Inc.

# 1. Outline of the Show

**Name :** TOKYO GAME SHOW 2012

**Theme :** Spreading Smiles Through Games

**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. 20 (Thursday) - Sep. 21 (Friday)  
From 10:00 a.m. to 5:00 p.m.

Public Days Sep. 22 (Saturday) - Sep. 23 (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 :** 209 (Domestic : 126, Overseas : 83) (193 in 2011 (Domestic : 131, Overseas : 62))

**Exhibiting countries and regions** 19 (16 in 2011)

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)

**Number of booths :** 1,609 booths (1,250 booths in 2011)

**Displayed titles :** 1,043 titles (number of advance registrations, record-high)  
(736 titles in 2011 (number of advance registrations))

By Platform (%)				By Genre (%)			
Smartphone	25.4	Nintendo 3DS	3.3	Role Playing Game (RPG)	14.2	Adventure	1.3
iOS	(13.3)	PC	3.1	Action**2	11.3	Puzzle	1.1
Android	(12.0)	PlayStation Portable	2.9	Simulation	9.2	Racing	1.1
Feature phone	13.6	PlayStation Vita	2.3	Online card game**3	4.6	Action adventure	0.8
NTT docomo	(4.5)	Xbox 360	2.3	Sports	3.0	Others (genre)	11.1
au	(4.6)	Wii	0.5	Simulation RPG**4	2.3	Development tools	0.8
Softbank	(4.5)	Nintendo DS	0.2	Card game	2.2	Peripherals	2.1
Tablet	9.6	Wii U	0.2	Online RPG	2.0	Others (goods)	30.9
iOS	(9.6)	Others**1	31.2	Shooting	2.0		
PlayStation 3	5.4						

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

\*\*2 includes "shooting action games.

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

\*\*4 includes "Simulation RPG games.

**Admission fees :** Business Day : Individuals with a Complimentary Business Day Registration Ticket are admitted free.

※qualified persons except invitees ¥5,000 (incl. tax)

General visitor: Ticket valid on the day ¥1,200 (incl. tax)

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

## [Number of Visitors]

	2012	2011	2010
Business Day	Sep. 20 (Thu)	Sep. 15 (Thu)	Sep. 16 (Thu)
	27,391	25,631	24,764
	Sep. 21 (Fri)	Sep. 16 (Fri)	Sep. 17 (Fri)
	24,504	27,042	24,229
Public Day	Sep. 22 (Sat)	Sep. 17 (Sat)	Sep. 18 (Sat)
	94,989 (including 16,760 in Family corner)	86,251 (including 8,798 in Family corner)	81,469 (including 9,221 in Family corner)
	Sep. 23 (Sun)	Sep. 18 (Sun)	Sep. 19 (Sun)
	76,869 (including 15,616 in Family corner)	83,744 (including 14,848 in Family corner)	77,185 (including 13,156 in Family corner)
<b>Total</b>	<b>223,753</b> <b>(including 32,376 in Family corner)</b>	<b>222,668</b> <b>(including 23,646 in Family corner)</b>	<b>207,647</b> <b>(including 22,377 in Family corner)</b>

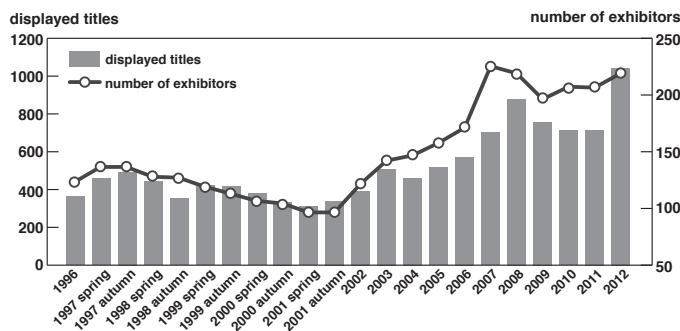


## 2. Achievement of the medium-term visions

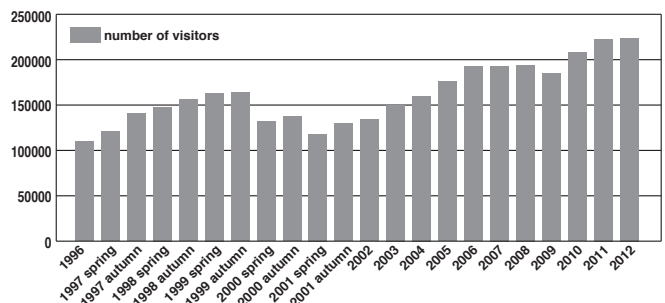
For Tokyo Game Show, we produced the medium-term visions “No.1 information in Asia” and “World-biggest event” in the 3-year plan from 2010. In order to attain these visions, we implemented various measures and enlisted cooperation from each exhibitor. Consequently, the number of visitors exceeded 200,000, marking a record high, in 2010, the first year for the medium-term visions. Later, visitors have increased every year. Even in 2011, in which foreign exhibitors decreased due to the Great East Japan Earthquake and the nuclear power plant problem, the total number of exhibitors decreased by only 1 from 2010, marking the 4th largest in history. In addition, the number of pre-applied exhibition titles increased from

712 in 2010 to over 1,000 in 2012 for the first time, realizing an unprecedentedly large event. On the other hand, we improved information transmission capacity. The number of media reporters increased from 3,605 in 2011 to 3,988 in 2012. The overseas media staff came from 30 countries or regions. The media partner system was adopted in 2010, with the purpose of enhancing the presence of TGS in Asia. It started with the 4 countries or regions: Japan, Taiwan, South Korea, and China, involving Hong Kong in 2011, and Indonesia in 2012, resulting in 6 countries or regions. We established the official movie distribution channel in 2012, and conducted the live broadcasting of TGS toward the entire world.

### ● Changes in number of exhibitors and displayed titles in TGS



### ● Changes in number of visitors in TGS



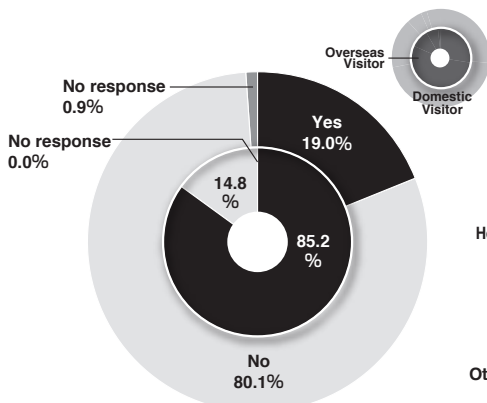
## 3. Special measures to Asia

In order to attain the medium-term vision “No.1 information in Asia,” we have implemented various measures for establishing the position of Tokyo Game Show in Asia since 2010. Firstly, we started holding the international conference “Asia Game Business Summit” in 2010, with the purpose of deepening the relations with major game-related firms in Asia and improving their presence in Tokyo Game Show. In the first year, a total of 8 firms participated from the 4 countries or regions: China, South Korea, Taiwan, and Japan, and a lot of media reporters and related staff attended. This trend continued in 2011 and 2012, contributing to the increase of exhibitors and visitors from Asia.

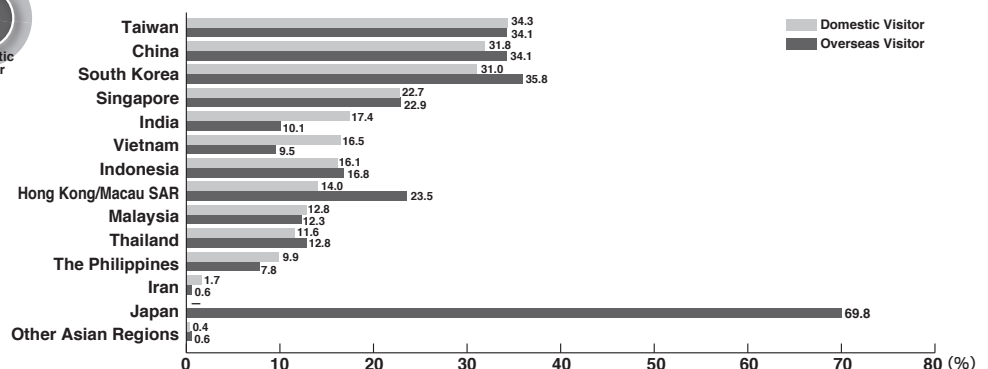
In parallel, we introduced the “media partner system” in order to increase the affinity between the media in Asia and Tokyo Game Show. In addition, we held seminars for

connecting the game industries in Indonesia and Japan, to promote business interaction, and implemented a plan of cooperating with a cosplay event organizer in Thailand, inviting cosplay winners to Japan, and promoting the communication between them and visitors at Tokyo Game Show, etc. In 2010, we organized a team of voluntary interpreters composed of international students in Japan. For 3 years since then, we broadened their activity range in TGS while recruiting international students, and fostered the yearning for and interests in Tokyo Game Show through the word of mouth among international students and the information transmission to their countries. Furthermore, we improved the information provision to visitors by producing the Chinese (traditional and simplified Chinese characters) and Korean versions of our official guidebook and website.

### ● Presence of the countries or areas which visitors may expand their business after TGS2012 (from Business-day visitors survey)



### ● Name of the countries or areas in Asia and Middle East which visitors may expand their business after TGS2012 (from Business-day visitors survey)

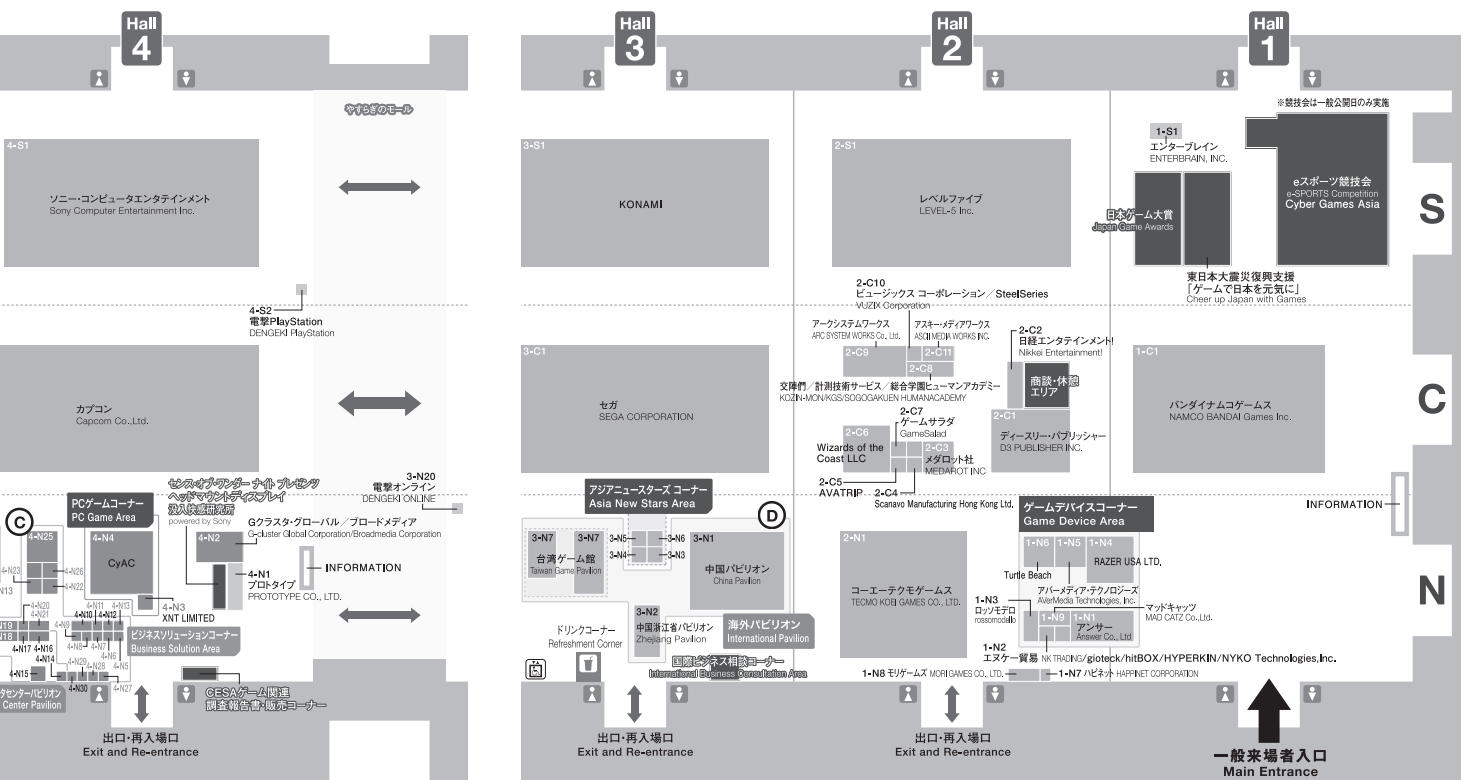






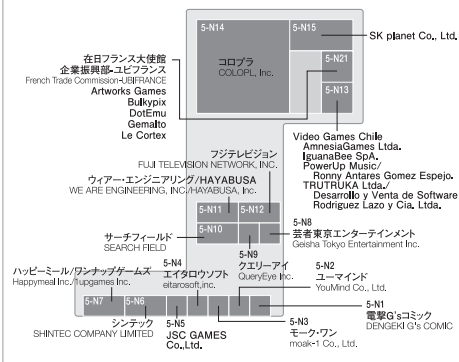
展示(海外パビリオンを含む) / General Exhibition Area (International Pavilion contained.)  
 コーナー/PC Game Area / ゲームデバイスコーナー / Game Device Area / アジアニュースターズ / Asia New Stars Area

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 / スマートフォンゲームコーナー/ソーシャルゲームコーナー / Smartphone Game Area/Social Game 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エリア / Business Meeting Area

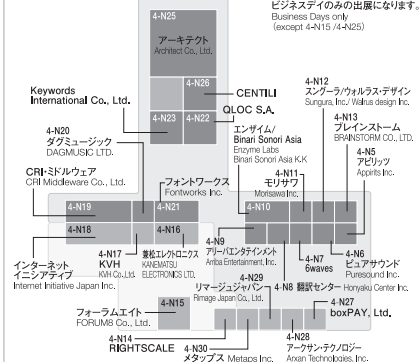


Public Days only

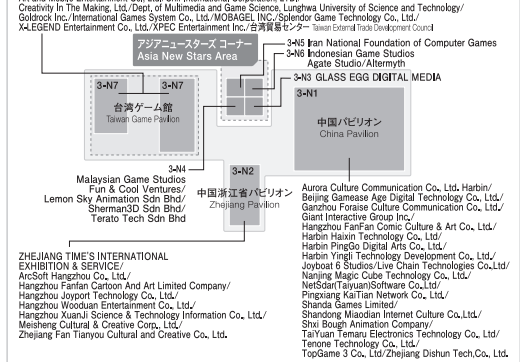
**B** スマートフォンゲームコーナー/ソーシャルゲームコーナー  
 Smartphone Game Area/Social Game Area



**C** 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



**D** 海外パビリオン  
 International Pavilion



6-N28	Higashi-Nihon Design & Computer College	
6-N23	JAPAN ELECTRONICS COLLEGE	
6-N14	Kanagawa Institute of Technology	
6-N26	Kobe Institute of Computing - College of Computing	
6-N22	Kyushu Designers Gakuin College	
6-N3	NAGOYA KOUGAKUIN COLLEGE	
6-N8	NIHON KOGAKUIN COLLEGE/TOKYO UNIVERSITY OF TECHNOLOGY	
6-N16	Niigata Computer College	
6-N5	Niigata High Technology College	
6-N18	Numazu Professional Training College of Business and Information Technology	
6-N19	Osaka Electro-Communication Univ. Department of Digital Games	
6-N1	Osaka Sogo College of Design Contents Lab	
6-N20	OTA INFORMATION & BUSINESS COLLEGE	
6-N27	Professional Training College Tokyo Net Wave	
6-N4	SHOBI UNIVERSITY	
6-N12	SOGOKAKUEN HUMAN ACADEMY	
6-N11	TAKARAZUKA UNIVERSITY	
6-N15	Tohoku Computer College	
6-N29	TOKYO COMMUNICATION ARTS (Jikei Gakuen COM Group)	
6-N13	TOKYO DESIGN TECHNOLOGY CENTER (Jikei Gakuen COM Group)	
6-N30	TOKYO DESIGNER GAKUIN COLLEGE	
6-N6	Tokyo Jitsugyo High School	
6-N19	TRIDENT COLLEGE OF INFORMATION TECHNOLOGY	
6-N16	World Institute of Zeal artists for digital and technology	
6-N24	Yokohama Digital Arts College	
<b>Smartphone Game Area/Social Game Area</b>		
5-C2	B-WOODS, INC.	
5-N14	COLOPL, INC.	

5-N1	DENGEKI G'S COMIC	
5-M4	eltarsoft,inc.	
5-C3	EverdreamSoft	Switzerland
	French Trade Commission-UBIFRANCE	France
	Artworks Games	France
	Bulkypix	France
	DotEmu	France
	Gemalto	France
	Le Cortex	France
5-N12	FUJI TELEVISION NETWORK, INC.	
5-C8	Geisha Tokyo Entertainment Inc.	
5-N5	GMO Internet, Inc.	
5-N7	HappyMeal Inc./Tugames Inc.	
5-N11	HAYABUSA, INC.	
5-C7	HEART BIT Inc.	
	Hokkaido Pavilion	
	AGENDA Co., Ltd.	
	City of Sapporo	
	CRYPTON FUTURE MEDIA, INC.	
	DataHouse Beagle a division of Tokugawa system inc.	
	G-STYLE Co., Ltd	
	h.a.n.d. Inc.	
	HEART BIT Inc.	
5-C8	HOKKAIDO GOVERNMENT	
	Hokkaido Information and Communication Technology Association	
	Hokkaido Information University	
	Hokkaido Mobile Content Promotion Council	
	MediaMagic Co., Ltd.	
	ZYZX, Inc	
5-N5	JSC GAMES Co., Ltd.	South Korea
5-N3	moak-1 Co., Ltd.	
5-N9	QueryEye Inc.	
5-N10	SEARCH FIELD	
5-N6	SHINTEC COMPANY LIMITED	

5-N15	SK planet Co., Ltd.	South Korea
5-C6	TEAM ACTION ZONE	Finland
5-C4	TRISTAR	
	Video Games Chile	Chile
	AmnesiaGames Ltda.	Chile
	IguanaBee SpA.	Chile
5-N13	PowerUp Music / Ronny Antares Gomez Espejo.	Chile
	TRUTRUKA Ltda. / Desarrollo y Venta de Software Rodriguez Lazo y Cia. Ltda.	Chile
5-N11	WE ARE ENGINEERING, INC.	
5-C1	WeMade Entertainment Co., Ltd.	South Korea
5-N2	YouMind Co., Ltd.	
<b>Asia New Stars Area</b>		
3-N3	GLASS EGG DIGITAL MEDIA	Vietnam
	Indonesian Game Studios	Indonesia
	Agate Studio	Indonesia
3-N6	Alternemyth	Indonesia
3-N5	Iron National Foundation of Computer Game	Indonesia
	Malaysian Game Studios	Malaysia
	Fun & Cool Ventures	Malaysia
	Lemon Sky Animation Sdn Bhd	Malaysia
	Sherman3D Sdn Bhd	Malaysia
	Terato Tech Sdn Bhd	Malaysia
<b>Business Solution Area</b>		
4-N7	6waves	Hong Kong
4-N5	Apprits Inc.	
4-N25	Architect Co., Ltd.	
4-N9	Arriba Entertainment, Inc.	
4-N28	Axan Technologies, Inc.	
4-N10	Binari Sonori Asia K.K	
4-N27	boxPAY, Ltd.	Ireland
4-N13	BRAINSTORM CO., LTD.	
4-N26	CENTILI	Malaysia
4-N19	CRI Middleware Co., Ltd.	
4-N20	DAGMUSIC LTD.	

4-N10	Enzyme Labs	
4-N21	Fontworks Inc.	
4-N8	Honyaku Center Inc.	
4-N23	Keywords International Co., Ltd.	Ireland
4-N30	Metaps Inc.	
4-N11	Morisawa Inc.	
4-N6	Puresound Inc.	
4-N22	QLOC S.A.	Poland
4-N29	Rimage Japan Co., Ltd.	
4-N12	Sungura, Inc.	
4-N12	Walrus design Inc.	
<b>Cloud/Data Center Pavilion</b>		
4-N15	FORUM8 Co., Ltd.	
4-N18	Internet Initiative Japan Inc.	
4-N16	KANEMATSU ELECTRONICS LTD.	
4-N17	KVH Co., Ltd.	
4-N14	RIGHTSCALE	USA
<b>Business Meeting Area</b>		
BM-2	Axan Technologies, Inc.	
BM-4	Capcom Co., Ltd.	
BM-1	Danal Games	South Korea
BM-5	eltarsoft,inc.	
BM-1	GunHo Online Entertainment, Inc./GRAVITY Co., Ltd./NEOCYON INC.	
BM-2	SK planet Co., Ltd.	South Korea
BT-3	Sony Mobile Communications Japan, Inc.	
BM-3	TECMO KOBI GAMES CO., LTD.	
BM-4	VIRTUOS	China

## 5. Results of Business-Day Visitors Survey

### Outline of Survey

### [Survey Method]

A survey request was e-mailed to 16,638(domestic), 1,337 (overseas) preregistered visitors on the Business Days. Replies were received at the Internet Research System "AIDA" operated by Nikkei BP Consulting.

### [Survey Schedule]

Oct.2, 2012~Oct.11,2012

### [Survey Organizer]

Nikkei BP Consulting, Inc.

### Data Reference

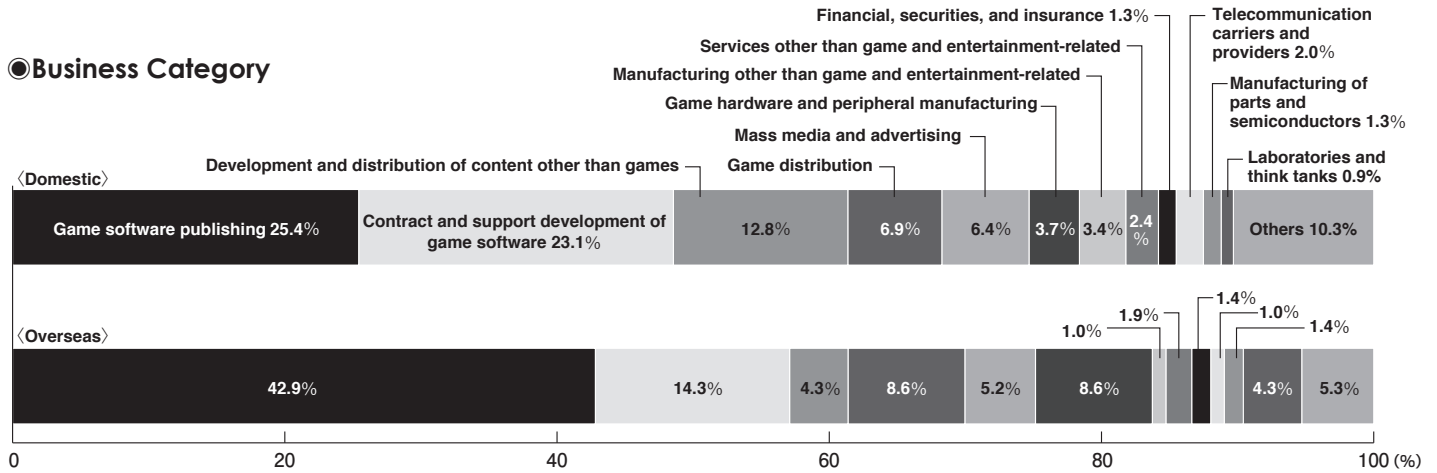


### [Number of Responses]

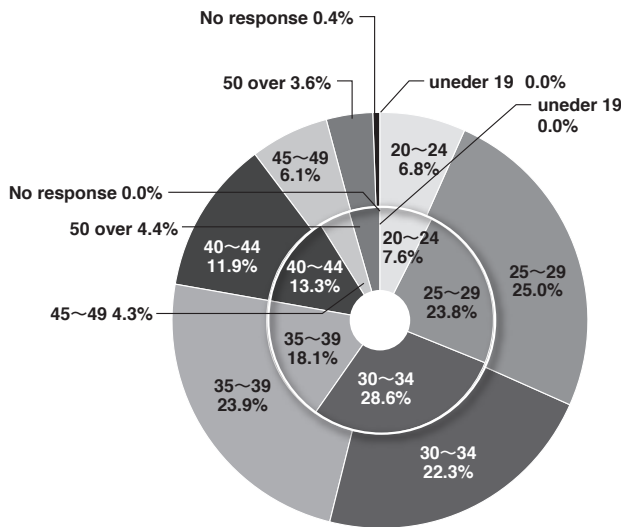
Domestic : 1,274 (response rate : 7.7%)

Overseas : 210 (response rate : 15.7%)

### Business Category



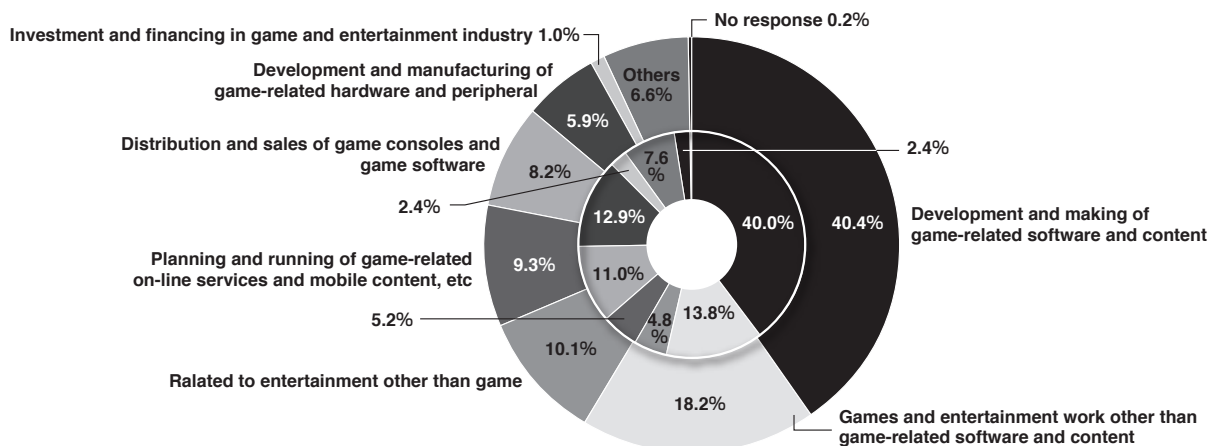
### Age



### Job Category

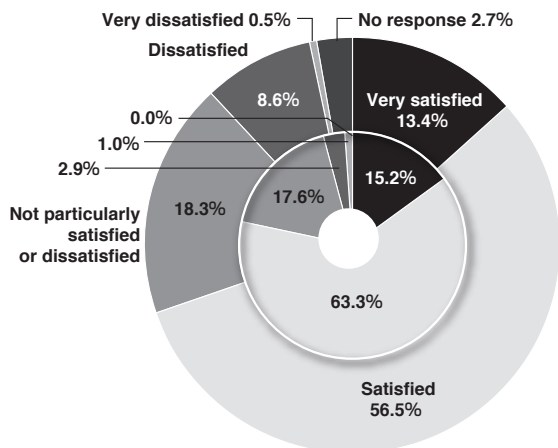


### Visitors' Relationship to Game and Entertainment Content

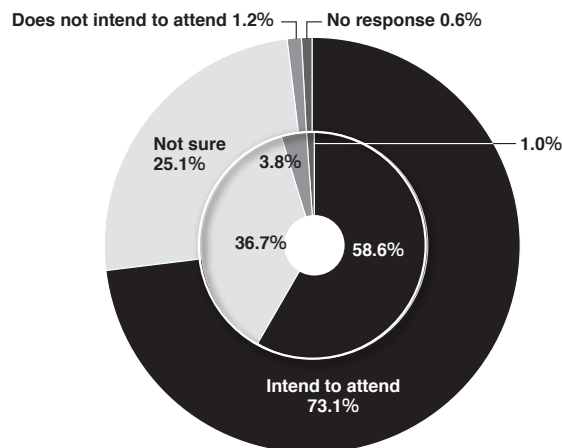




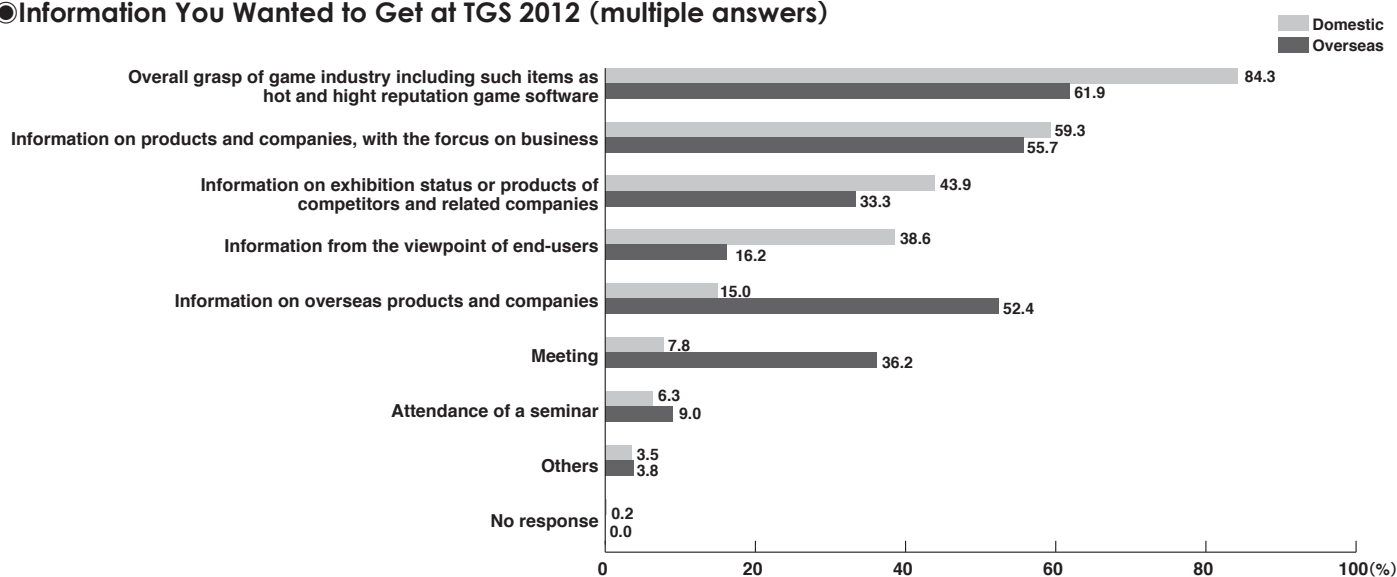
● Degree of Satisfaction



● Intention to Attend the Next Show



● Information You Wanted to Get at TGS 2012 (multiple answers)



● Business-Day Overseas Visitors Breakdown by Country and Region

Region	Country	%	Region	Country	%	
Asia	South Korea	24.4	Europe	Finland	0.5	
	Taiwan	14.4		Ukraine	0.3	
	Japan (foreign residents in Japan)	13.3		Spain	0.3	
	China	6.7		Greece	0.2	
	Hong Kong	4.0		Ireland	0.2	
	Singapore	2.9		Switzerland	0.2	
	Thailand	2.4		Belgium	0.1	
	Indonesia	2.2		Portugal	0.1	
	Malaysia	1.5		Oceania	Australia	0.8
	India	0.8			New Zealand	0.2
	Vietnam	0.5		Middle East	Israel	0.2
North America	U.S.A.	11.8	Turkey		0.1	
	Canada	0.7	UAE		0.1	
Europe	France	3.0	Latin America	Argentina	0.2	
	U.K.	2.3		Brazil	0.2	
	Sweden	1.7		Chile	0.2	
	Netherlands	0.9		British Cayman Islands	0.1	
	Russia	0.7		Colombia	0.1	
	Germany	0.6		Mexico	0.1	
	Poland	0.6		Unclear	0.8	

※The breakdown of overseas visitors (1,162) that registered on site during Business Day ※Except who have badges of guest, overseas press and exhibitor

## 6. 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]

Oct.2, 2012~Oct.11,2012

### [Survey Organizations]

Nikkei BP Consulting, Inc.

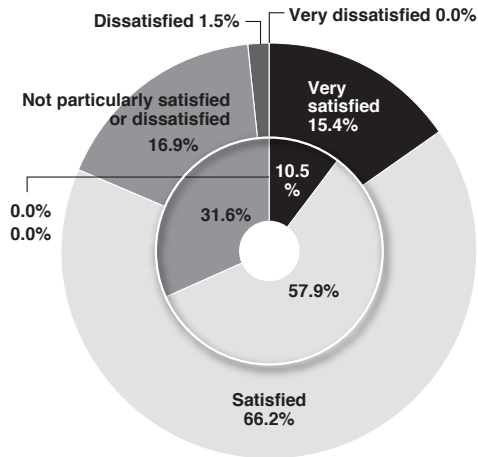
### Data Reference



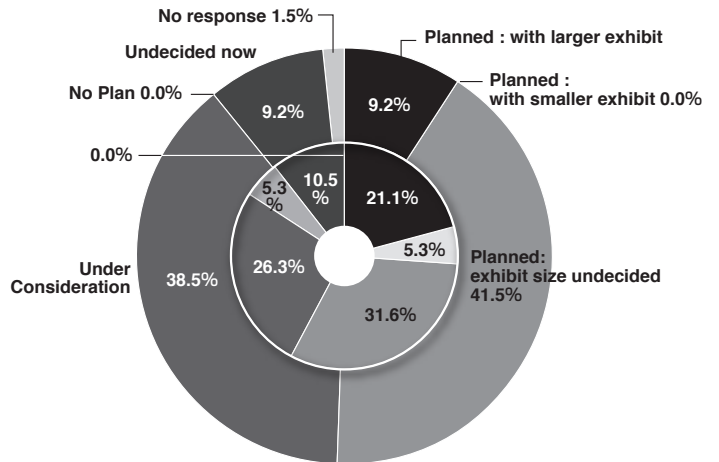
### [Number of Responses]

Domestic : 65 Overseas : 19

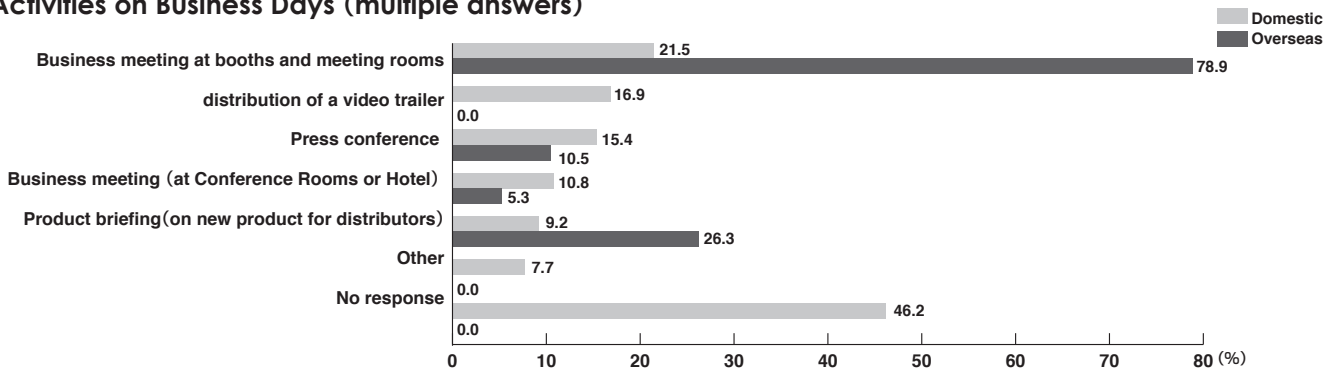
### ● Degree of Satisfaction



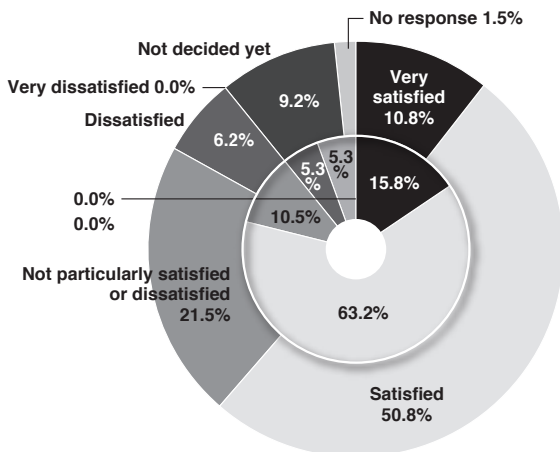
### ● TGS 2013 Exhibit Plans



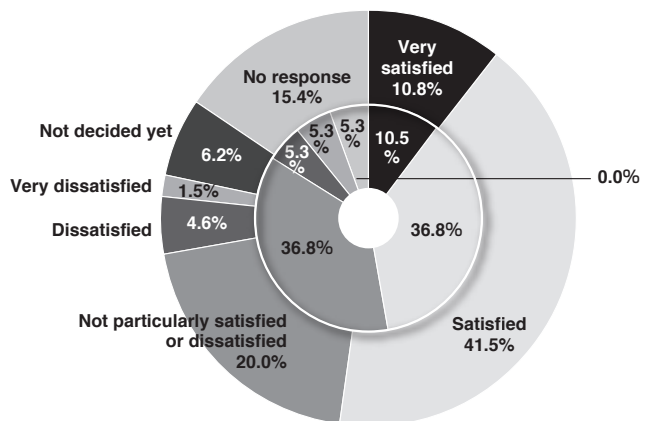
### ● Activities on Business Days (multiple answers)



### ● Exhibit results (Business day)



### ● Exhibit results (Public day)





## 7.TGS Forum 2012

On the 2 business days: Thursday, September 20 and Friday, September 21, we held the conference "TGS Forum 2012" targeting business-people in the field of computer entertainment, including video games. The keynote speech (simultaneously interpreted into 4 languages) on Thursday, September 20 was composed of 2 sections. The first section was titled "What Japan's Game Industry Needs: The Outlook for the New Era of Game Business," the chairperson of CESA Shin Unozawa gave a speech. He mentioned how to grasp the current situation of the Japanese game industry and the future outlook. In the latter half of the speech, he had a dialogue with Hideo Shinada, who is an editing member of Nikkei Entertainment!, regarding the opinions of the chairperson Shin Unozawa and the questions in the field, etc.

In the second section, the representative director and president of GREE Yoshikazu Tanaka gave a speech titled "Social Game Evolutions-Ripple Effect from Smart Device." Objectively grasping how hardware, including smart devices, software, including the Internet, and communication technologies have evolved, he mentioned his ambition and resolution to make social games become the hub of cultures and lead the growing industries in Japan. The first and second sections of the keynote speech were covered by a lot of media, and its official movie distribution channel had over 2,000 viewers in simultaneous

connection.

On the second business day: Friday, September 21, four kinds of specialized sessions (charged) were held. In "Social game session," the executives of gloops, gumi and Ateam gave lectures under the title "Social Games, Act Two: The Outlook for the New Era." In "Cloud game session," the staff of DataHotel, Ubitus and IGDA Japan gave lectures. In "Game business session," the leading creators of Sega, GungHo Online Entertainment, and Grasshopper Manufacture gave lectures under the title "What is the New Form of Games? New Circumstances for Game Businesses in the Network Era." In "Gamification session," the experts in the University of Tokyo, HakuHodo and GREE made discussions under the theme "New Game Possibilities Pioneered through Gamification."

September 20 (Thu) Keynote Speech Event Stage in Hall 8 (Interpreting Available)	
【Keynote Speech 1】10:30~11:10	
<b>What Japan's Game Industry Needs: The Outlook for the New Era of Game Business</b>	
Chairman, Computer Entertainment Supplier's Association <b>Shin Unozawa,</b>	
Interviewer: <b>Hideo Shinada</b> , Senior Staff Writer, Nikkei Entertainment!	
【Keynote Speech 2】11:15~11:55	
<b>Social Game Evolutions - Ripple Effect from Smart Device</b>	
Founder and Chief Executive Officer, GREE <b>Yoshikazu Tanaka</b>	

September 21 (Fri) Specialty Session : International Conference Hall 2F,3F			
Social Game Session		Cloud Game Session	
13:00~15:00	International Conference Hall 2F, Room 201	13:00~15:00	International Conference Hall 3F, Room 301
<b>"Social Games, Act Two: The Outlook for the New Era"</b>		<b>"New Game Business Pioneered by Cloud Games"</b>	
President and Representative, gloops, Inc. <b>Shinsuke Kawakata</b>		Alliance Strategy Section, Head of Section & Senior Manager, DataHotel Co., Ltd. <b>Yoshihisa Miwa</b>	
CEO, gumi Inc. <b>Hironao Kunimitsu</b>		Business Development Director, Ubitus Inc. <b>Shinya Kasuga</b>	
President, Ateam Inc. <b>Takao Hayashi</b>		Representative, International Game Developers Association (IGDA) Japan Chapter <b>Kenji Ono</b>	
Moderator: <b>Hirozumi Yoshioka</b> , Editor in Chief, Nikkei Entertainment! (Nikkei Business Publications, Inc.)		Moderator: <b>Yasushi Uchida</b> , Editor in Chief, Tech-On! (Nikkei Business Publications, Inc.)	
Game Business Session		Gamification Session	
15:15~17:15	International Conference Hall 3F, Room 301	15:15~17:15	International Conference Hall 3F, Room 302
<b>"What is the New Form of Games? New Circumstances for Game Businesses in the Network Era"</b>		<b>"New Game Possibilities Pioneered through Gamification"</b>	
Producer, CS Research and Development Department 3, Production Section, Sega Corporation <b>Satoshi Sakai</b>		Project Assistant Professor, Interfaculty Initiative in Information Studies, University of Tokyo <b>Toru Fujimoto</b>	
Corporate Officer/Producer, GungHo Online Entertainment, Inc. <b>Daisuke Yamamoto</b>		Digital Strategist, Technology Promotion Department, Entertainment Business Unit, HakuHodo Inc. <b>Jun Sato</b>	
Director, GRASSHOPPER MANUFACTURE INC. <b>Kazutoshi Iida</b>		Japan 2 Studio, GREE, Inc. <b>Norihiro Sawada</b>	
Moderator: <b>Akihide Segawa</b> , Deputy Editor, Nikkei Business (Nikkei Business Publications, Inc.)		Moderator: <b>Jumpei Furuhashi</b> , Deputy Editor, Nikkei Trendy (Nikkei Business Publications, Inc.)	

## 8.Asia Game Business Summit

In the afternoon of the first business day: Thursday, September 20, we held the panel discussion-type international conference "Asia Game Business Summit 2012" inviting the leading firms in the fields of mobile and social games from China, Indonesia, South Korea, and Japan. At this conference, which is the third one, they discussed necessary ideas for overcoming the differences in business practices and cultures among countries, under the theme "A New Era of Boundary-less Social and Mobile Games? ! What Game Businesses Will Survive in Asia? ."

September 20 Asia Game Business Summit 2012 Speech Event Stage in Hall 8 (Interpreting Available)		
13:30~15:00		
<b>A New Era of Boundary-less Social and Mobile Games?! What Game Businesses Will Survive in Asia?</b>		
China	Senior Vice President, Renren Inc. CEO (Representative Executive Officer), Renren Games Japan	<b>Chuan He</b>
Indonesia	COO, Agate Studio	<b>Shieny Aprilia</b>
South Korea	Director, Smartphone Game Business Operation DivisionNHN Hangame	<b>Chae Yoo Ra</b>
Japan	Director, DeNA Co., Ltd.	<b>Kenji Kobayashi</b>

## 9. Organizer's projects

### ●SENSE OF WONDER NIGHT 2012

Sense of Wonder Night (SOWN), an event designed to discover new game ideas, was held for the 5th time and 75 titles (74 titles in 2011) were received from a total of 16 countries and regions. 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.



### ●Business Matching System (Asia Business Gateway)

From this year, as the "Asia Business Gateway", the TGS business matching system began its operation with a new system in order to promote business meetings among the overseas exhibitors and overseas visitors who have expansion of businesses in Asia in mind. The registered companies were 137 (out of which the overseas companies were 73 from 21 countries). The number of prior appointments for business meetings was 554. The final matching cases were 316, up by 9% from previous year's 294 cases. The matching contract conclusion rate also showed a great leap of 57%, up by 9% from the previous year. Furthermore, the number of business meetings in the "Business Meeting Area" was 249\*, up by 6% from previous year's 235 cases. As for the business patterns, 53% of the total meetings, namely 132 meetings, were between "Japanese companies and overseas companies", indicating that the international business meetings were actively carried out. The meetings among the overseas companies occupied 10% (25 cases) of the total meetings and were also thriving. The number of companies which utilized the system in the Area was 134 (112 last year), out of which the overseas companies were 72 from 20 countries (excluding Japan). The number of companies from Asia has drastically increased from 32, from 7 countries, to 52, from 11 countries. This year, Iran, Indonesia, India and Thailand newly participated, which strengthened the meaning of the occasion as the "Asia Business Gateway".



This is the number that the Secretariat recorded (It includes only the business meetings at the international conference venues and Business Meeting Area. It excludes the number of business meetings in the exhibition hall).

#### 21 countries and regions of users of Asia Business Gateway

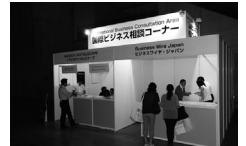
Chile, China, France, Germany, Holland, Hong Kong, India\*, Indonesia\*, Iran\*, Ireland\*, Japan, Korea, Malaysia, Poland, Singapore, Sweden, Switzerland\*, Taiwan, Thailand\*, USA, Vietnam  
(alphabetical order) \*New for 2012

### ●International Business Consultation Area

We established an area for Japanese companies that were interested in expanding the business in the overseas market and domestic and international game business people who wanted to expand their businesses in the Japanese market. At the Business Matching/ Recruit Consulting Area in the exhibition hall 3, in collaboration with IMAGICA DIGITAL SCAPE, we provided consultations to various inquires concerning game businesses. In the International Advertisement Consultation Area in collaboration with Business Wire Japan, we provided advises to inquiries concerning international information dissemination functions.

Furthermore, in the international conference hall/ convention hall A (on both Business Days (2 days)), Japan External Trade Organization

(JETRO) invited the overseas corporations that were interested in Japanese game contents and organized game business meetings. IMAGICA DIGITAL SCAPE also had a booth exclusively for consultation and supported matching of various companies. On Friday, September 21, the second day of the Business Day, "overseas businesses' latest situation seminar" was jointly organized with JETRO, and many companies participated in the seminar.



### ●Asia New Stars Area

As the first experiment from this year, we established the Area in which we introduced still-unknown game developing companies from the emerging countries in Asia. Eight companies from four countries, including Indonesia, Iran, Malaysia and Vietnam participated in the Area, and we could introduce promising companies which were still not known in the Japanese game industry. During the Business Days, all booths were very busy, and many business meetings were actively taking place between the companies which were intending to expand their market in Asia and the companies which were looking for development partners in the same market. We also received media's attention because some of the exhibitors were from Asia where remarkable economic development is taking place.



### ●e-Sports competition "Cyber Games Asia" (CGA)

We invited top-tier players and teams from Asia including Japan to the e-sport game competition called "Cyber Games Asia (CGA)", which was an international competition. On Saturday, September 22, in collaboration with NEXON, we hosted the "SUDDEN ATTACK, Japan-Korea Exhibition Match 2012". Two teams that won the domestic preliminary matches attended the competition as representatives of Japan, and heated competition was held between the Japanese teams and the Korean top two teams which had won in various international competitions.

On Sunday, September 23, in collaboration with e-Sports Student Promotion Association (eSPA), we hosted the "PUYO-PUYO student championship", which was the tournament to decide the strongest student, "the PUYOLAR". At the "FIFA 2012 Champion Tournament in TGS", which was also held on the same day in collaboration with Tokyo Game Night!! (TGN), the total of 16 top-tier players, mainly Japanese players who experienced various domestic and international competitions but also players from Korea and the Philippines, performed high level competition. The number of spectators who visited the special sites in two days was 4,204. Including the spectators who watched the game outside of the sites, the total of 17,000 people enjoyed the attraction of e-Sport.



### ●Media Partner

Tokyo Game Show continuously developed "Media Partner" collaborating with dominant game-related media in Asian countries to enhance transmission of TGS information. We newly welcomed the media from Indonesia added to Media Partners in TGS 2011 from Japan, Taiwan, Korea, China and Hong Kong. TGS 2012 gain 13 media as "Media Partner" in total.

#### Tokyo Game Show 2012 Media Partner

Japan | FAMITSU.com, GAME Watch, 4Gamer.net  
Taiwan | FAMITSU Taiwan, BAHAMUT  
Korea | GAMER'Z, Ruiweb.com  
China | SINA, TENCENT, CHUBUN  
Hong Kong | GAME WEEKLY, PC Market Online  
Indonesia: | Hot Game



## 10.Public Relations/Publicities

### 10-1 Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcasted

	TV	Radio	Newspaper	General Magazine / Specialized paper magazine	WEB	Total
Before the Show	0	0	66	55	659	780
During the Show	53	4	30	1	872	960
After the Show	33	3	246	98	31	411
<b>Total</b>	<b>86</b>	<b>7</b>	<b>342</b>	<b>154</b>	<b>1,562</b>	<b>2,151</b>
2011	50	3	382	242	1,335	2,012

### 10-2 Number of Media During the Show Period, and Number of Reporters

Media Category	Sep.20(Thu)		Sep.21(Fri)		Sep.22(Sat)		Sep.23(Sun)		Total	
	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters
1 Web	296	588	111	285	66	146	46	102	519	1,121
2 Newspaper	23	65	13	35	10	26	8	17	54	143
3 News Agency	8	23	4	13	3	7	0	0	15	43
4 TV (Satellite TV / CATV)	21	84	13	55	7	20	5	17	46	176
5 TV (Terrestrial)	36	148	21	72	12	39	5	19	74	278
6 Editor / Freelance Writer / Others	20	45	16	33	11	21	12	25	59	124
7 Radio	13	19	12	18	3	5	3	5	31	47
8 Magazine	112	463	97	331	54	108	48	103	311	1,005
9 Overseas Media	190	406	182	330	122	222	51	93	545	1,051
<b>Total</b>	<b>719</b>	<b>1,841</b>	<b>469</b>	<b>1,172</b>	<b>278</b>	<b>594</b>	<b>178</b>	<b>381</b>	<b>1,654</b>	<b>3,988</b>
2011	Sep.15(Thu)		Sep.16(Fri)		Sep.17(Sat)		Sep.18(Sun)		Total	
	674	1,746	497	1,040	248	477	202	342	1,621	3,605

### 10-3 Breakdown of Overseas Media

Reported-to region	Number of Reporters				Number of Media		increase and decrease		Total		increase and decrease		
	Sep.20	Sep.21	Sep.22	Sep.23	2012	2011			2012	2011			
Asia	Japan*1	74	56	22	15	98	87	11	△	167	135	32	△
	Taiwan	28	34	32	3	50	34	16	△	97	57	40	△
	China	17	28	23	5	25	23	2	△	73	52	21	△
	South Korea	19	22	18	12	31	23	8	△	71	62	9	△
	Hong Kong	24	24	10	1	41	40	1	△	59	58	1	△
	Singapore	10	9	7	4	14	12	2	△	30	14	16	△
	Indonesia	8	5	5	11	8	4	4	△	29	8	21	△
	Thailand	14	2	2	0	6	3	3	△	18	6	12	△
	Malaysia	5	3	0	0	9	9	0	-	8	9	-1	▼
Philippines	2	0	0	0	2	3	-1	▼	2	5	-3	▼	
Europe	France	40	31	12	3	38	36	2	△	86	67	19	△
	Germany	8	6	6	2	17	19	-2	▼	22	28	-6	▼
	Spain	14	3	0	1	16	20	-4	▼	18	44	-26	▼
	U.K.	10	2	2	2	20	25	-5	▼	16	41	-25	▼
	Italy	10	0	3	1	12	15	-3	▼	14	23	-9	▼
	Russia	4	5	2	0	4	4	0	-	11	11	0	-
	Netherlands	7	2	0	0	5	4	1	△	9	5	4	△
	Poland	3	3	1	2	3	1	2	△	9	1	8	△
	Sweden	6	0	0	0	2	3	-1	▼	6	6	0	-
	Hungary	2	2	1	0	3	1	2	△	5	1	4	△
	Denmark	1	2	0	0	2	10	-8	▼	3	13	-10	▼
	Czech	1	0	0	0	1	3	-2	▼	1	4	-3	▼
	Norway	0	0	0	0	0	2	-2	▼	0	2	-2	▼
	Belgium	0	0	0	0	0	1	-1	▼	0	3	-3	▼
Finland	0	0	0	0	0	1	-1	▼	0	1	-1	▼	
Portuguese	0	0	0	0	0	3	-3	▼	0	3	-3	▼	
Africa	Nigeria	0	0	0	0	0	1	-1	▼	0	1	-1	▼
Middle East	Saudi Arabia	1	0	0	1	1	0	1	△	2	0	2	△
	UAE	0	0	0	1	1	1	0	-	1	1	0	-
North and Latin America	U.S.A.	70	71	66	23	103	93	10	△	230	205	25	△
	Mexico	8	7	0	3	8	6	2	△	18	9	9	△
	Brazil	4	2	2	1	8	10	-2	▼	9	17	-8	▼
Canada	0	2	0	0	1	3	-2	▼	2	4	-2	▼	
Oceania	Australia	12	9	7	2	15	22	-7	▼	30	37	-7	▼
	New Zealand	4	0	1	0	1	3	-2	▼	5	7	-2	▼
<b>Total</b>	<b>406</b>	<b>330</b>	<b>222</b>	<b>93</b>	<b>545</b>	<b>525</b>	<b>20</b>	<b>△</b>	<b>1051</b>	<b>940</b>	<b>111</b>	<b>△</b>	

△:increase ▲:decrease

## Outline of TOKYO GAME SHOW 2013

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Period(scheduled) : Sep.19(Thursday)- Sep.22(Sunday)

Venue : Makuhari Messe

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

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

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## TOKYO GAME SHOW 2012 Official Report

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