

TOKYO GAME SHOW 2013

(Press Release)

March 8, 2013

TOKYO GAME SHOW 2013

Date: September 19 (Thursday) to September 22 (Sunday), 2013

Venue: Makuhari Messe (Halls 1 to 9, Event Hall, International Conference Halls)

This year's Theme: "GAMES: Limitless Evolution"

-Venue space significantly expanded with new exhibits and projects-

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), has announced it will hold TOKYO GAME SHOW 2013 at Makuhari Messe (Location: Mihama-ku, Chiba-shi, Chiba Prefecture) from Thursday, September 19 through Sunday, September 22, 2013. Its applications for booths are now being accepted.

The theme for TOKYO GAME SHOW 2013 has been decided: "GAMES: Limitless Evolution." As new dimensions in the world of games are highly expected, TOKYO GAME SHOW aims at making significant progress with a renewed vision.

With respect to B2B activities, under the slogan "Organizing one of the best tradeshows in the world," we are planning to further enhance partnerships with government institutions and game industry organizations in Asian countries and regions, and to increase the opportunities for business meetings at TOKYO GAME SHOW. We will invite many influential companies from Asia and launch the new "Business Startup Area" for venture companies to invigorate the industry. Furthermore, we will introduce matching coordinators who create business meeting opportunities to enhance business functions in response to the ever-evolving game industry.

For B2C activities, under the slogan "Realizing an event that satisfies each and every visitor," we aim to create a more comfortable and safer venue and environment, as well as addressing past issues. From this year, in an effort to relieve congestion, we are planning to expand the venue to include Hall 9 and the Event Hall of Makuhari Messe, and review our exhibition format in its Halls 1 to 8 (which were used in our previous shows). In addition, as our response to the diversification of games, we will set up six new exhibit areas as well as other entertaining projects by organizer.

In addition, we will enhance TOKYO GAME SHOW's ability to deliver information internationally by reinforcing promotional activities outside Japan and making our official video channel, which broadcasts the organizer's projects and other events at the venue, available in English.

TOKYO GAME SHOW has implemented a wide range of measures with our mid-term vision to realize "The Most Complete Information in Asia" and "The World's Largest Event." As a result, the show is now assuming an increasingly important role in the context of diversifying platforms, and expanding markets owing to the rapid growth of emerging countries, mainly in Southeast Asia.

We aim at organizing an event that meets and exceeds your expectations, heralding the evolution of computer entertainment from Tokyo to the entire world. Don't miss TOKYO GAME SHOW 2013.

Key Points to be Improved at TOKYO GAME SHOW 2013

■ Improving visitor satisfaction

- Waiting time at popular booths and information on distributed materials will be shown using information displays in order to achieve more effective use of time.
- Events such as a screening of game-related movies, a concert of game music and animations, and a lottery for general visitors will be organized.
- New areas (OTOME Game Area, Cloud Gaming Area, Cosplay Area, Indie Games Area) will be set up.

■ Relieving congestion

- Hall 9 and the Event Hall of Makuhari Messe will be used to enlarge the venue significantly.
- Family Area and Cosplay Area will be relocated to Hall 9 to offer a more comfortable environment.
- The display layout at the venue will be improved. Passages will be widened for improved safety.

■ Reinforcing promotional activities outside Japan

- TGS pre-events and qualifying tournaments for the e-sports competition (Cyber Games Asia) will be held in Asian countries and regions.
- We will partner with media in a larger number of countries and regions to carry out a promotion coordinated with Japanese culture websites for international viewers.
- Our official video channel will be made available in English.

■ Expanding business opportunities with companies outside Japan

- We will increase international business visitors to increase business meeting opportunities with companies outside Japan.
- We will introduce matching coordinators for exhibitors at the Business Meeting Area.
- The usability of our business matching system will be improved with a new schedule management function.
- Connections with the emerging Southeast Asian market can be made through exhibitors at the Asian New Stars Area.
- Joint promotion activities with Japan External Trade Organization (JETRO) will be increased to offer a wider variety of approaches to markets outside Japan.

Theme of TOKYO GAME SHOW 2013

“GAMES: Limitless Evolution”

Games deliver surprise and pleasure to players.

These games are now entering a new stage of evolution.

The theme “GAMES: Limitless Evolution” represents our expectation and determination to herald the next generation of games awaited by fans all over the world from TOKYO GAME SHOW 2013.

[Exhibition Areas and Organizer's Projects (planned)]

TOKYO GAME SHOW 2013 will offer six new exhibition areas. In addition to Halls 1 to 8 as used in the past, Hall 9 in a separate building will be used to expand the exhibition space. The Event Hall will also be used to hold different projects.

○ Halls 1 to 8:

■ **General Exhibition Area**

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

*This area will be open for the entire period of the show.



■ **Merchandise Sales Area**

Designed to market video game-related products.

*Some booths will be open for the entire period of the show, while other booths will be open only on Public Days.



■ **Game School Area**

Provides descriptions of educational institutions such as video game schools, universities and distance learning for future game creators.

*This area will be open for the entire period of the show.



■ **“Cyber Games Asia” Area** ★New

This area displays PC game titles, PC main units, parts, etc. to be installed around the venue of the e-sports (mainly PC games) competition “Cyber Games Asia.”

*This area will be open for the entire period of the show.



■ **Smartphone/Social Game Area**

This area focuses on games that use smart devices such as smartphones and tablet devices, including iOS, Android and Windows Phone, as well as social games.

*This area will be open for the entire period of the show.



■ Game Device Area

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

*This area will be open for the entire period of the show.



■ Cloud Gaming Area ★New

This area displays cloud platforms offered via a network and compatible games, regardless of the game terminal.

*This area will be open for the entire period of the show.



■ OTOME Game Area ★New

This area covers “OTOME Games (girlish games)” such as dating-simulation games targeted at female players.

*This area will be open for the entire period of the show.



○Hall 9:

■ Family Area

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

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

*Open during Public Days only.



■ Cosplay Area ★New

This section displays cosplay-related products in the Cosplay Area. Cosplay products are sold to cosplayers and cosplay fans.

*Open during Public Days only.



■ **Indie Games Area** ★New

This area introduces indie games that are becoming a worldwide trend. The area is organized in cooperation with International Game Developers Association (IGDA) Japan Chapter.

*The details and application requirements for potential exhibitors will be announced at a later date.

*Open during Public Days only.

■ **Screening Festival of Game-related Movies** ★New

Movies adapted from video games will be screened.

*Details will be announced at a later date.

*Open during Public Days only.

Additionally, at Hall 9, a lottery will be held where visitors can win prizes.

○ **Event Hall:**

■ **Music Live Event** ★New

A music live event featuring popular games and related animations will be held, an experience that can only be seen at TOKYO GAME SHOW.

*The event will be held on the evenings of Saturday, September 21 and Sunday, September 22.

*A separate ticket charge is required.

*The program for the Event Hall will be announced as soon as it is determined.

○ **Business-to-business Zone:**

■ **Business Solution Area**

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

“**Cloud Computing/Data Center Pavilion**”

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



*Exhibitors may participate either for all four days or just during the Business Days.

■ **Business Startup Area** ★New

This area is for game-related venture companies established in or after January 2011.



*Open during Business Days only.

■ Asian New Stars Area

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



*Exhibitors may participate either for all four days or just during the Business Days.

■ Business Meeting Area

This is a meeting space where you can conduct productive sales negotiations in a calm atmosphere. We will also introduce “Asia Business Gateway,” which is a system that matches exhibitors with Business Day visitors, and exhibitors with different exhibitors.



*Open during Business Days only.

○ Scheduled Events during Business Day:

■ Asia Game Business Summit

We will hold this international conference, at which all the top Asian game makers meet, to expand video game business using market strategies centering on Asia.



■ TGS Forum 2013

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



■ SENSE OF WONDER NIGHT 2013

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



■ Asia Networking Party

On the evening of the second Business Day (September 20), we will hold a networking party aimed at promoting business exchange mainly between Asian visitors and exhibitors from outside Japan and Japanese exhibitors.



○Other Projects:

■ Cyber Games Asia

Top players are invited from Japan and other Asian countries and regions to participate in an e-sports competition.

Players contend in genres such as first-person shooter (FPS), fighting games, and real-time strategy (RTS).



■ Official Video Channel ★Renewed

Starting from this year, an English channel is added to our official video channels. This allow us to convey the lure of TOKYO GAME SHOW not only to domestic but also to international game fans. The official video channels will offer live streaming of organizer's projects and exhibitors' booths.

*Pictures except for simulated images are photos taken in past years

*Note: The contents of the above events are current as of the end of February, 2013. They may change if the situation so dictates. We will announce details and updates on the show areas through our press release materials.

Event Outline

Event Title: TOKYO GAME SHOW 2013

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 19 (Thursday), 2013 Business Day 10:00-17:00
September 20 (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 21 (Saturday) Public Day 10:00-17:00
September 22 (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 so requires.

Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)
Exhibition Hall 1 through 9 / Event Hall / International Conference Halls

No. of Visitors: 200,000(estimated)

No. of Exhibitors: 200(estimated)

Expected No. of booth: 1,600

Admission Fee:
- 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.

[Exhibitor Registration Schedule]

Application Deadline: June 7 (Friday), 2013

Booth Allocation Meeting: June 21 (Friday), 2013
-for exhibitors who apply for 40 booth partition units or more (island booths)
June 28 (Friday), 2013
-for exhibitors who apply for 39 booth partition units or less (with adjoining booths)

Briefing Meeting: June 28 (Friday), 2013