

TOKYO GAME SHOW 2013

PRESS RELEASE

May 15, 2013

New Projects for Independent Game Developers “Indie Games Area” “SENSE OF WONDER NIGHT” Now Accepting Both Entries

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

TOKYO GAME SHOW 2013, organized by the Computer Entertainment Supplier’s Association (CESA) and in cooperation with Nikkei Business Publications, Inc. (Nikkei BP), will focus on the projects for independent game developers this year, such as the new project called “Indie Games Area” and the popular TGS project “SENSE OF WONDER NIGHT.”

As game platforms that enable players to have fun with computer entertainment expand, the presence of independent game developers who allow agile development system, financing and distribution has become increasingly important worldwide. At the TOKYO GAME SHOW, projects aimed at these independent game developers, who are vibrant resources for creating new computer entertainment, will be implemented.

The first project is the new “Indie Games Area,” which will take place within the exhibition site. This area will accommodate up to 50 exhibition spaces per day, enabling participants to exhibit at an affordable exhibition fee. Applications for exhibition in this area will be accepted through Friday, June 14.

The second project, called “SENSE OF WONDER NIGHT (SOWN) 2013,” a showcase of various ideas including game prototypes, which has been held since 2008, will be held this year as well. Applications for presentation entries are being accepted through Monday, July 8 at the SOWN 2013 official website (<http://tgs.cesa.or.jp/sown/en/>).

In addition, the right to exhibit in the “Indie Games Area” will be granted to those developers selected as finalists for SOWN 2013.

Both projects will be carried out with the cooperation of the International Game Developers Association Japan Chapter (IGDA Japan, Representative: Kenji Ono).

You can look forward to our new programs at TGS 2013 aimed to create new movements across game platforms by supporting independent game developers around the world, regardless of the applicant’s amateur/professional status and nationality.

For more information on the two projects, please refer to the followings.

TOKYO GAME SHOW official website: <http://tgs.cesa.or.jp/english>

■ Indie Games Area

The Indie Games Area is an exhibition area for independent game developers.

This area gives game developers the opportunity to exhibit games for every platform at an affordable exhibition fee with the objective of creating new movements in the computer entertainment industry.

Up to 50 exhibition spaces every day will be available for those selected by the TGS Management Office.

Name:	Indie Games Area
Period:	Thursday, September 19 to Sunday, September 22, 2013
Location:	Makuhari Messe, Exhibition Hall *The exhibition space varies depending on Business Days and Public Days.
Exhibition fee:	“Public Day 1-day exhibit”: <u>21,000 yen</u> , “Public Day 2-day exhibit”: <u>31,500 yen</u> “4-day exhibit including Business Days”: <u>99,750 yen</u> *Please note that participants are permitted to exhibit but not to sell.

The exhibition fee includes:

[Public Day exhibit]

One table (150 cm x 60 cm planned) / two chairs / power supply (100 W dual output) / Exhibitor nameplate / two badges for Indie Games Area exhibitors

[4-day exhibit]

A booth (1 m wide x 1 m deep) in the Business Solution Area will be available on Business Days from Thursday, September 19 to Friday, September 20. The exhibition space will be changed for two days from Saturday, September 21 to Sunday, September 22. The equipment available for “Public Day exhibit” above can be used.

*For more information on facilities included in the exhibition fee, please check the entry application form when you download it.

Application Method: To enter, download and complete the application form on the TGS official website (<http://tgs.cesa.or.jp/english/>) after Friday, May 17.

Application Deadline: Friday, June 14, 2013 (*Japan Standard Time)

Screening: To be selected by the TGS Management Office

Results: The selected applicants will be directly contacted by the Management Office after the beginning of July 2013.
*After receiving payment of the exhibition fee by the end of July, the applicant will be formally accepted as an exhibitor.
*We may ask for additional information, depending on the entry.
*We may recommend that you display in a different exhibition area, depending on your entry.

What can be exhibited:

- A completely original game (Derivative content cannot be exhibited regardless of whether or not it is licensed.)
- Created for a platform for which an applicant has the right to develop.
- Works that comply with the CESA Code of Ethics and the CERO Code of Ethics and do not fall under any of the following items:
 - 1) An expression that conflicts with or that may conflict with Attached Table 3 “Prohibited Words and Phrases” of the CERO Code of Ethics is included.
 - 2) Works for which an “Z” rating category was assigned by CERO or an expression equivalent to the “Z” rating category may be included.
 - 3) Works that have already been released overseas and for which a “17+” (MATURE) rating category was assigned by an overseas examination body (e.g. ESRB).
 - 4) Works planned to be released overseas for which a “17+” (MATURE) rating category is expected to be assigned by an overseas examination body (e.g., ESRB) (excessively bloody works that cannot be regarded as being equivalent to a “13+” (TEEN) rating category).

Application Method:

To enter, download and complete the application form on the TGS official website (<http://tgs.cesa.or.jp/english>) after Friday, May 17 and submit it by Friday, June 14.

1. Applicant information
2. Desired period of exhibition (Public Day 1-day exhibit / Public Day 2-day exhibit / Business Day & Public Day 4-day exhibit)
3. Past record of exhibiting at TOKYO GAME SHOW
4. Name of the game or content
5. Three screenshots of the game or content
6. URL of the website where the game or content outline or an outline is posted.
7. Current degree of completion (%) and estimated degree of completion (%) at the time of presentation at TOKYO GAME SHOW 2013
8. Record of exhibiting this game or content at other events (if exhibited, the event title).

Contact for inquires about Indie Games Area (by e-mail only)

indie@nikkeibp.co.jp

SENSE OF WONDER NIGHT 2013

The aim of SOWN is to discover new game ideas that will catch people by surprise and give them a “Sense of Wonder”- a sense that something will change in their world – right at the instant of first seeing or hearing about the concept.

SOWN spotlights motivated game developers by providing them with an opportunity to present their ideas and prototypes. We are looking forward to receiving innovative ideas to be presented at the TOKYO GAME SHOW 2013, which will be attended by a large number of people involved in the game industry from around the world.

Entry is open to anyone, regardless of the applicant’s amateur/professional status and nationality, and from both individuals and corporate bodies, regardless of their scope and size.

In addition, the right to exhibit in the “Indie Games Area” within the exhibition site will be granted to finalists for SOWN.

Last year, we received 75 entries from 16 countries and regions. Ten titles were selected for presentation, including 6 from outside Japan. The audience of more than 300 people gathered for the presentations of unique game ideas. It was a truly international event where multiple languages were used, and ended as a great success. The “Company Awards” and “Audience Award” were given after the presentations in the end of the event.



<Objectives of SENSE OF WONDER NIGHT>

- To introduce games with a game design and ideas that are experimental and creative, and that cannot be called conventional or traditional.
- To heighten awareness of the importance of creating a game that gives people a “Sense of Wonder,” a sense that something will change in their world, and to invigorate the game industry.
- To offer people creating experimental games opportunities for the future.
- To create new domains in the game industry.

Event Title: SENSE OF WONDER NIGHT 2013 (SOWN 2013)

Organized by: Computer Entertainment Supplier’s Association (CESA) /
Nikkei Business Publications, Inc. (Nikkei BP)

Cooperation by: International Game Developers Association Japan Chapter (IGDA Japan)

Sponsored by: Affiliated businesses (TBD)

Application Method: Enter via the SOWN 2013 official website (<http://tgs.cesa.or.jp/sown/en/>)

Eligibility: Open to all individuals regardless of nationality, age, or occupation (students, game producers, etc.) and to all corporate bodies

Application Deadline: Monday, July 8, 2013 (*at Japan time)

Screening: Entries will be fairly screened by the Screening Committee

Results: The selected applicants will be directly contacted by the Management Office by mid-August 2013.

*Entries selected by the Screening Committee and deemed presentable at the TOKYO GAME SHOW 2013 (up to 10 entries) will be regarded as the final SOWN 2012 presentation games.

SOWN 2013 Presentation

Date : Friday, September 20 (Time TBD)
Venue : Makuhari Messe — International Convention Hall (planned)
Admissions : All Business Day entry pass holders of TGS2013 are welcome to attend the SOWN 2013 presentations.
Details will be announced at a later date.

Notes: The Presentation Day

- “TOKYO GAME SHOW 2013” Business Day entry passes and invitations to the TGS Forum will be provided to the selected applicants who will be making presentations (presenters) at SOWN 2013.
- All presenters are requested to arrive at the venue 4 hours prior to the presentation start time (presenters are responsible for bearing their own traveling expenses).
- Each presenter will be given 10 minutes for their presentation. Each presenter will be asked to present or demonstrate the game ideas to the audience. (There will be consecutive English-Japanese interpreting for all presentations.)
- Video-streaming of all presentations will be offered. Other information on the presented game ideas provided in advance will also be subject to release.

Application Requirements

1. Name (for teams, both the team name and the name of the person representing the team; for corporate bodies, the name of the company and department)
2. Contact information, including e-mail address, telephone number, and district of residence (country name for those applying from outside Japan)
3. Name of the game
4. Three screen shots of the game
5. Current degree of completion (%) and estimated degree of completion (%) at the time of presentation at TOKYO GAME SHOW 2013
6. Game details: - Unique elements that create a new game experience (within 30 words in English)
- Outline of the game (within 400 words in English)
7. URL on game information:
 - Websites where the moving images of the game can be seen (private sites accepted) [Recommended]
 - Websites where the game can be downloaded or information related to the game is available
 - For entries to the Smartphone Category, if the title is already being sold by means of downloading, please provide a free download code usable for 8 times.
8. Presentation tools:

List of devices and equipment you will be bringing to give presentations.

*SOWN 2013 Management Office will only prepare a standard PC for game demos.

*Note: - If you wish to send moving image materials without disclosing them to the public, we recommend you to use the YouTube site (www.youtube.com).

 - Select [Private] in the Privacy setting, and add the user name “SenseOfWonderNight” to the List of Friends to allow access.

* Information provided will be subject to be posted on the SOWN official website.

Games “SENSE OF WONDER NIGHT” is Intended For

A game that realizes a totally new, never-seen-before gaming experience

A game that employs technologies that have not previously been used successfully, such as natural language processing, physics engines, image recognition or gesture control, to present a new kind of experience.

A game that challenges the common sense of ordinary games

A game that pursues new ways of gaming expressions, a game which changes the player's vision of the world after playing and experiencing it.

A game with emergent features

A game that brings user's activities into the game by including features such as AI interactions, different tools and social elements.

A game that makes people want to play it immediately

A game that makes everyone think that they want to enjoy the new experience for themselves and feel that they want to treasure it.

An amazing game

Any kind of new, eye-grabbing and impressive game!!

Games “SENSE OF WONDER NIGHT” is NOT Intended For

A game that is focused on other elements

A game in which the highlight is focused on the elements comprising the game such as the newness background setting, situation, character design, graphics, story, audio, etc instead of the game itself.

A game of a new genre created by combining or rehashing existing genres

However, a game providing a truly new game experience may be considered for acceptance.

A game that is new only in targeting a specific user group

A game will not be deemed as being new and innovative just because it is focused on a specific user group (such as female users or the elderly). However, a game providing a truly new game experience may be considered for acceptance.

A game created for the purpose of demonstrating a technological innovation, experimental business model, or distribution mechanism

A game of this kind will not be completely rejected from the screening process but they must demonstrate that it is capable of directly and tangibly providing a new game experience.

Contact for inquires about SENSE OF WONDER NIGHT (by e-mail only)

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