

TOKYO GAME SHOW 2013

GAMES: Limitless Evolution.

Press Release

September 19, 2013

TOKYO GAME SHOW 2013 Opens!

**A record high number of exhibitions by
352 companies/organizations from 33 countries/regions**

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

TOKYO GAME SHOW 2013 is opened today for 4 days period from Thursday, September 19 to Sunday, September 22, 2013, which is organized by the Computer Entertainment Supplier's Association (CESA; Chairman: Shin Unozawa), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Kohei Osada).

The first two days of the show (Sep. 19 & 20) are the Business Days for the relevant parties in the game industry while the latter two days (Sep. 21 & 22) are the Public Days.

Exhibitors of TOKYO GAME SHOW 2013 are from 33 different countries and regions, and total number of exhibitors is 352 companies and organizations (Domestic:190, Overseas: 162), marking the record high numbers, respectively. Total of 962 titles applied for exhibition.

[TOKYO GAME SHOW 2013 Preliminary Statistics]

(as of September 18, 2013)

Number of exhibitors: 352 (last year: 209)

Number of exhibiting titles: 962 (last year: 1,043)

Countries and regions of exhibiting companies: 33 (last year: 19)

Countries and regions exhibiting at TOKYO GAME SHOW 2013							
Asia (16)							
Brunei Darussalam	Cambodia	China	Hong Kong	Indonesia	Japan	Korea	Laos
Macau	Malaysia	Myanmar	Philippine	Singapore	Taiwan	Thailand	Vietnam
America (4)							
Canada	Mexico	USA	Venezuela				
Europe (13)							
Denmark	Finland	Germany	Ireland	Israel	Luxembourg	Netherlands	Poland
Russia	Spain	Sweden	Switzerland	U.K.			

(*Alphabetical order by each area)

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

TOKYO GAME SHOW has been evolving.

Regardless the platform or genre, games keep evolving further as a communication tool to connect people to people, and also as a part of our life.

TOKYO GAME SHOW will provide a new TGS for all visitors with this year's theme "GAMES: Limitless Evolution."

◆ For the development of the game industry, we've expanded the business opportunities for the visitors.

Under the message of "Organizing one of the best tradeshows in the world", TOKYO GAME SHOW has further enhance partnerships with the governmental institutions and game industry organizations in Asian countries and regions, and invite many influential companies from Asia to provide projects to expand the business opportunities for the visitors. The specific enhanced points for business visitors are as follows:

- **Develop "Matching coordinators" for exhibitors at the Business Meeting Area.**
The usability of our Business Matching System has been improved with "Matching Coordinators," and advanced application speed has been doubled, compared to last year.
- **The number of exhibitors at the Asian New Stars Area has been expanded to increase the business connections with the emerging Southeast Asian market. This year, 10 countries / regions, 60 companies will participate, while 4 countries and regions, 8 companies participated last year.**
- **Variety of approaches to markets outside Japan has been expanded by joint promotion activities with Japan External Trade Organization (JETRO).**

◆ TOKYO GAME SHOW delivers more comfort and fun!

Under the message of "Realizing an event that satisfies each and every visitor", TOKYO GAME SHOW provides visitors with more comfortable venue, environment and entertaining projects, in order to meet the visitors' needs which have been diversified more and more in the recent years. The specific enhanced points for visitors on Public Days are as follows:

[More comfortable venue and environment:]

- **Enlarge the venue significantly by utilizing Hall 9 and Event Hall of Makuhari Messe**
- **Family Area and Cosplay Area are relocated in Hall 9 to offer a more comfortable environment.**
- **Waiting time at popular booths and information for distribution of materials are shown in information displays for more effective use of time. Also, an official application "TGS Guide" has been released, and users can download TGS Official App via smartphone.**
- **The display layout at the venue has been improved. Passages have been widened for more safety.**

[Fun entertainment elements:]

- **Events such as showing game-related movies, a music concert of game music and animations, and a lottery for general visitors are happened.**
- **New areas such as Romance Simulation Game Area, Cloud Gaming Area, Cosplay Area, Indie Game Area are newly developed.**

A wide range of visitors will come to TOKYO GAME SHOW to find out new console models as well as ever-evolving games. TOKYO GAME SHOW will provide the evolving world biggest event to everyone involved in the games in Japan and overseas, ranging from business to entertainment.

[Trend on Titles of Exhibitors]

Titles (including goods) to be exhibited in 2013 include titles for PlayStation 4 and Xbox One, titles for cloud gaming where users enjoy the game on a cloud via internet, titles for next-generation devices, array of smartphone titles and other new titles in various genres for a variety of platforms.

[List of titles to be exhibited by platform and genre]

(As of September 18, 2013)

Platform	2013 Number of titles	Genre	2013 Number of titles
iOS ※ ¹	114	Action	126
Android	112	Role playing	105
Other smartphones	7	Simulation	69
Feature phone ※ ²	24	Action adventure	27
Nintendo 3DS	47	Adventure	26
Wii U	7	Puzzle	25
Wii	1	Sports	20
PlayStation 4	22	Action shooter	17
PlayStation 3	54	Shooter	12
PlayStation 2	1	Action Role playing	11
PlayStation Vita	37	Racing	10
PlayStation Portable	6	Others(Genre)	123
Xbox One	18	Development tools	4
Xbox 360	36	Peripherals	4
Browser games	15	Others (Goods)	383
PC	65	Total	962
Others(Peripherals and Goods)	396		
Total	962		

■ Since the counting method has changed effective in 2013 as shown below, a simple comparison with number of titles from past years cannot be made.

*1 Regardless of iPhone, iPad or iPod Touch had counted by each, an iOS compatible title is counted as 1.

*2 Regardless of carriers (docomo, au or softbank) had counted by each, a feature phone compatible title is counted as 1.

Trial play of some game titles

At TOKYO GAME SHOW 2013, 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 to play a game title to which an age limit applies for trial, 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 document.

TOKYO GAME SHOW 2013 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
Period: September 19 (Thursday) 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 1-9 / Event Hall / International Conference Halls
Number of visitors: 200,000 (estimated)
Number of exhibitors: 352
Admission (Public Days): Adults: (including junior-high school students): 1,200 yen
(1,000 yen advance tickets)
Elementary School Students and Younger: Free
TGS Support Club: advance tickets ¥3,000 (Soldout)