



GAMES: Limitless Evolution

# TOKYO GAME SHOW 2013

## OFFICIAL REPORT

**Organizer:** Computer Entertainment Supplier's Association (CESA)

**Co-Organizer:** Nikkei Business Publications, Inc. (Nikkei BP)

**Supporter:** Ministry of Economy, Trade and Industry (METI)

**Period:** Sep.19 (Thursday) -22 (Sunday) , 2013

**Venue:** Makuhari Messe



Nikkei Business Publications, Inc.

# 1.Outline of the Show/Number of Visitors

**Name :** TOKYO GAME SHOW 2013

**Theme :** GAMES : Limitless Evolution

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

Public Days Sep. 21 (Saturday) - Sep. 22 (Sunday)  
From 9:30 a.m. to 5:00 p.m.

**Venue:** Makuhari Messe (Mihama-ku, Chiba-shi, Chiba)

Exhibition Halls 1-9 (exhibition area : about 63,000 square meters)

International Conference Halls

Event Hall

**Number of exhibitors :** 352 (Domestic : 190, Overseas : 162) (209 in 2012 (Domestic : 126, Overseas : 83))

Exhibiting countries and regions 33 (19 in 2012)

**Asia** (16 countries and regions) Brunei Darussalam\*, Cambodia\*, China, Hong Kong, Indonesia,

Japan, Macau\*, Malaysia, Myanmar\*, Philippines\*, Singapore\*, South Korea, Taiwan, Thailand\*, Vietnam, Laos\*

**North and Latin America** (4 countries) Canada\*, Mexico\*, United States, Venezuela\*

**Europe** (13 countries) Denmark, Finland, Germany\*, Holland\*, Ireland, Israel\*, Luxembourg\*, Poland, Russia, Spain\*, Sweden, Switzerland\*, United Kingdom (Alphabetical order)\* New for 2013

**Number of booths :** 1,539 booths (1,609 booths in 2012)

**Exhibited titles :** 962 titles (number of advance registrations)

By Platform(%)			
iOS	11.9	Nintendo 3DS	4.9
Android	11.6	Wii U	0.7
Others (Smartphone)	0.7	Wii	0.1
Feature phone	2.5	Xbox One	1.9
PlayStation 4	2.3	Xbox 360	3.7
PlayStation 3	5.6	Browser game	1.6
PlayStation 2	0.1	PC	6.8
PlayStation Vita	3.8	Others (includes unpublished titles)	41.2
PlayStation Portable	0.6		

By Genre(%)			
Action	13.1	Shooter	1.2
Role Playing Game (RPG)	10.9	Action RPG	1.1
Simulation	7.2	Racing	1.0
Action adventure	2.8	Others (genre)	12.8
Adventure	2.7	Development tools	0.4
Puzzle	2.6	Peripherals	0.4
Sports	2.1	Others (goods)	39.8
Action shooter	1.8		

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

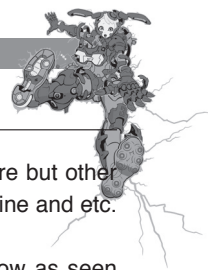
※qualified persons except invitees ¥5,000 (incl. tax)

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

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

## [Number of Visitors]

	2013	2012	2011
Business Day	Sep. 19 (Thu)	Sep. 20 (Thu)	Sep. 15 (Thu)
	29,171	27,391	25,631
	Sep. 20 (Fri)	Sep. 21 (Fri)	Sep. 16 (Fri)
	23,183	24,504	27,042
Public Day	Sep. 21 (Sat)	Sep. 22 (Sat)	Sep. 17 (Sat)
	102,399 (including 7,031 in Family Area)	94,989 (including 16,760 in Family Area)	86,251 (including 8,798 in Family Area)
	Sep. 22 (Sun)	Sep. 23 (Sun)	Sep. 18 (Sun)
	115,444 (including 13,286 in Family Area)	76,869 (including 15,616 in Family Area)	83,744 (including 14,848 in Family Area)
Total	270,197 (including 20,317 in Family Area)	223,753 (including 32,376 in Family Area)	222,668 (including 23,646 in Family Area)



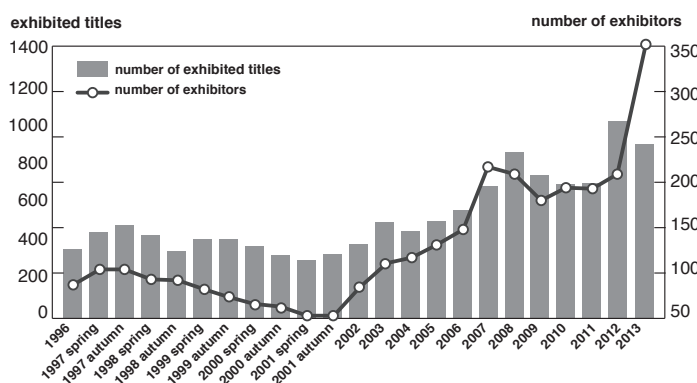
## 2-1. Achievement of the medium-term visions

TOKYO GAME SHOW 2013(TGS) has set two big goals in organizing the show. First, TGS enhanced its business meeting function to achieve its first goal of "being one of the world top business-related game events". For example, it expanded the Business Meeting Area which reservation is linked with TGS Business Matching System, "Asia Business Gateway", as well as implemented new measures including installment of Business Matching Coordinator. These measures attracted more business-oriented exhibitors thereby the total number of domestic and overseas exhibitors reached a new record of 352, and the exhibiting title hit the second-highest record of 962. TGS has been paid increasing attention of exploiting business opportunity

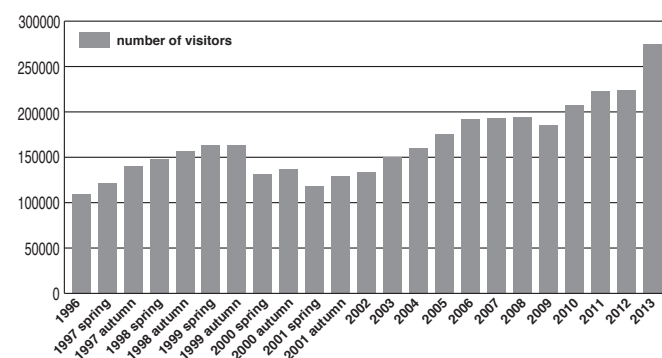
where not only home-use game consoles and software but other various games including Smartphone, Clouds, PC online and etc. are also gathered.

Meanwhile, a large number of people visited the show as seen in the total number of visitors increased by 50,000 to 270,197 (the highest record) compared to the previous year. TGS took advantage of welcoming the visitors and has set the second goal of "improving the visitor satisfactory". To maintain and continually improve the visitor satisfactions, TGS is making efforts to establish service improvement for overseas visitors to fully enjoy the show by preparing Web contents introducing know-how to enjoy TGS and by staffing volunteer interpreters.

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



### ●Changes in number of visitors in TGS



## 2-2. Special measures to achievement of the medium-term visions

### ●Asia New Stars Area

Just like last year, TGS established the "Asia New Stars Area" where we introduced still-unknown game developing companies in Asia. In addition to Indonesia, Malaysia and Vietnam, which were introduced last year, new companies from Singapore, Thailand and the Philippines participated in the event. Furthermore, ASEAN-Japan Centre established the "ASEAN pavilion" in which a total of 63 companies/organizations from 10 ASEAN countries had booths. Many business meetings took place between the companies which were intending to expand their business in the Asian market and the companies which were looking for development partners in the same market.

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

The "Asia Business Gateway", the TGS Business Matching System that began in 2012, is a free service to promote business meetings among the overseas exhibitors and overseas visitors who were interested in expanding their business in Asia.

523 companies (327 companies in 2012) registered this year. The number of prior appointments for business meetings was 1,325 (554 cases in 2012), which was 2.4 times more than that of last year. The final matching cases were 555, up by 75% from previous year's 316 cases. It seems that the business meetings using our system is widely recognized.

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

Belarus\*, Brazil\*, Brunei Darussalam\*, Cambodia\*, Canada\*, China, Finland\*, France, Germany, Holland, Hong Kong, India, Indonesia, Ireland, Israel\*, Japan, Luxembourg\*, Macau\*, Malaysia, Mexico\*, Myanmar\*, Philippines\*, Poland, Russia\*, Singapore, South Korea, Spain\*, Switzerland, Taiwan, Thailand, United Kingdom\*, United States, Vietnam (alphabetical order) ※ New for 2013

### ●Matching Coordinator System

In order to increase business meetings established through the TGS Business Matching System, we introduced the matching coordinator system for the first time this year. Specifically, we added a matching coordinator in the system. Based on the request from the "Business Meeting Area" exhibitors who wish to make appointments, the coordinator narrowed the list of the companies that meet the specific needs of the exhibitors and proposed them for appointments.

In 2013, Eiji Ohnobi, president of MONOBIT International, who is experienced in business meetings with overseas companies and has a wide range of knowledge on their needs, was the coordinator and he helped about 20 contract conclusions during the event.

### ●The Business Meeting Area

The Business Meeting Area's floor space was twice larger than that of last year. In addition to the conventional booth-style meeting rooms, we offered inexpensive open space called "Basic Table Space", which could be occupied by each company. As a result, 39 table spaces were utilized by 43 companies, a great increase from the 9 companies/11 spaces last year.

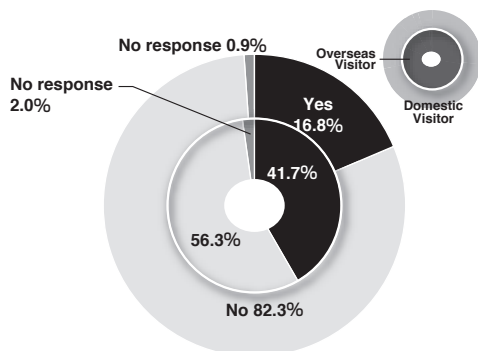
Furthermore, by combining with the "Asia Business Gateway", the TGS Business Matching System, the number of business meetings that took place in the free meeting space were 397, up by 59% from previous year's 249 cases. As for the business meeting patterns, there were 238 cases (60%) of "Japanese companies and overseas companies", indicating active international business meetings between Japanese companies and overseas companies. There were also 90 business meetings



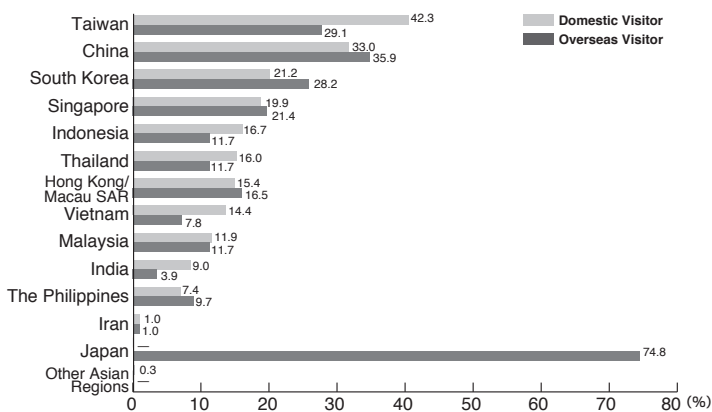
(23%) among overseas companies, and they were thriving. The international contract conclusion rate reached 83% of the total contract conclusions.

There were 452 companies (134 in 2012) that used the space, out of which 239 companies (72 in 2012) were from 32 different countries (excluding Japan). There were 154 companies from 15 countries/regions in Asia, which was nearly three times more than that of last year (52 companies from 11 countries/regions). In 2013, South East Asian companies such as the Philippines, Brunei Darussalam, Myanmar, and Cambodia newly participated in the event. Furthermore, Finland, Israel, Luxemburg, UK, Canada, Brazil, Mexico, Russia and Republic of Belarus also newly participated in the event.

**Presence of the countries or regions which visitors may expand their business after TGS2013 (from Business Day visitors survey)**



**Name of the countries or regions in Asia and Middle East which visitors may expand their business after TGS2013 (from Business Day visitors survey)**



### 3.Organizer's projects

**●SENSE OF WONDER NIGHT (SOWN) 2013**

"SENSE OF WONDER NIGHT" (SOWN), an event designed to discover new game ideas, was held for the 6th time and 125 titles (75 titles in 2012) were received from a total of 23 countries and regions (16 countries and regions). A total of 9 titles (4 domestic and 5 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 awards were announced and the event ended on a high note.

Some of the presenters also had booths in the "Indie Game Area" on the public day.

**●International Business Consultation Area**

TGS 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 (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.

**●"Indie Game Area" for independent game developers**

TGS newly set up "Indie Game Area" to enhance new movements of independent game developers. The total number of 41 independent game developers from 10 countries/regions (including 20 domestic developers) participated and exhibited their products. The overseas visitors especially paid attention to the area, and active exchanges were made among the exhibitors from all over the world.

**●Media Partner**

TGS 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 Singapore added to Media Partners in TGS2012 from Japan, Taiwan, Korea, China, Hong Kong and Indonesia. TGS 2013 gain 14 media as "Media Partner" in total.

TGS Media Partner	
Japan	FAMITSU, GAME Watch, niconico
Taiwan	FAMITSU Taiwan, BAHAMUT
Korea	GAMER'Z, Ruliweb.com
China	SINA, TENCENT, CHUBUN
Hong Kong	GAME WEEKLY, PC Market Online
Indonesia	Hot Game
Singapore	IGN Asia Pacific

**●e-Sports competition "Cyber Games Asia (CGA) 2013"**

The e-sport game competition, "Cyber Games Asia (CGA)" is an international competition to which top-tier players and teams were invited from Asia including Japan. This year was its second year. On September 21 (Sat.), in collaboration with NEXON, we hosted the "Sudden Attack Japan-Korea Exhibition Match - Japan National Finals". The winner secured the place to the final competition to be held in Seoul, Korea, in October. The qualifying tournament for the "Tekken Tournament 2/ Asia Challenge Battle" was held in Japan and Singapore. The final competition was held on September 22 (Sun.), in which top-tier players from the USA and UK also participated and had exciting fights. Furthermore, in the "World of Tanks at G-Star - Japan National Final" organized by WARGAMING Japan, top-tier players performed high level



competition. The number of spectators who visited the special sites in two days was 3,294. Including the spectators who watched the game outside of the sites, a total of 12,000 people

enjoyed the attraction of e-Sports. The overall competition was managed by TechnoBlood, whose business is to plan and support operation of e-Sports events at internet cafes.

## 4.TGS Forum 2013

On the two business days of September 19 (Thu.) and 20 (Fri.), we held the conference called "TGS Forum 2013" targeting business people in the computer entertainment industry, especially video games industry. The keynote speech (simultaneously interpreted into Japanese, English, Chinese and Korean) on the first day September 19 (Thu.), was composed of 2 sections. The first section was titled "The World Created by 'PlayStation 4'", and Andrew House (President and Group CEO, Sony Computer Entertainment), Masayasu Ito (SVP and Division President of Business Division 1), and Shuhei Yoshida (President of SCE Worldwide Studios) gave speeches. They introduced new game experience by demonstrating PlayStation 4, which will be

released in Japan in February 2014, with detailed specifications and specific titles.

In the second section, Kazuki Morishita (President and CEO, GungHo Online Entertainment) had a cross talk with Hideo Shinada, (a research fellow of NikkeiBP Institute of Consumer Trends, Nikkei Business Publications). The theme was "GungHo Online Entertainment: Our Images for Games and Future Directions". Morishita talked about the secrets of successful sales and savvy of game development and workflow at GungHo, including his own policy, using the development of smash-hit smartphone game, "Puzzle & Dragons" as an example.

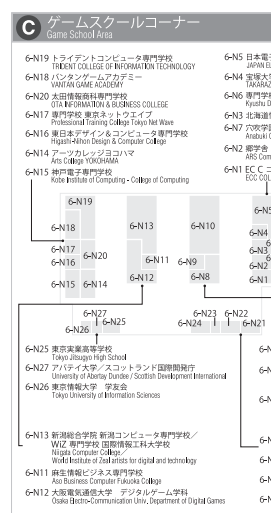
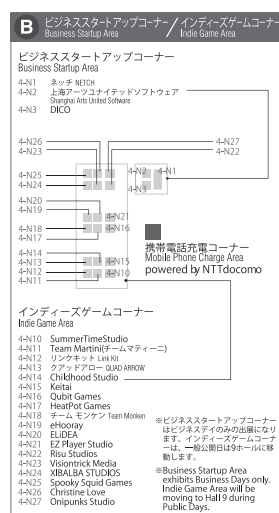
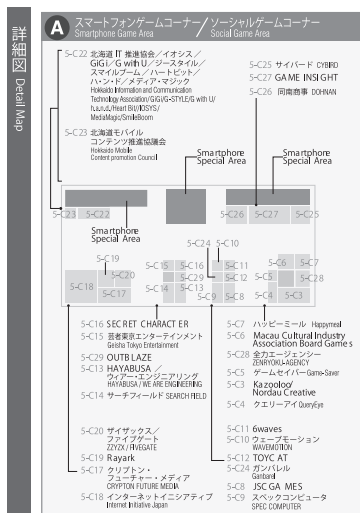
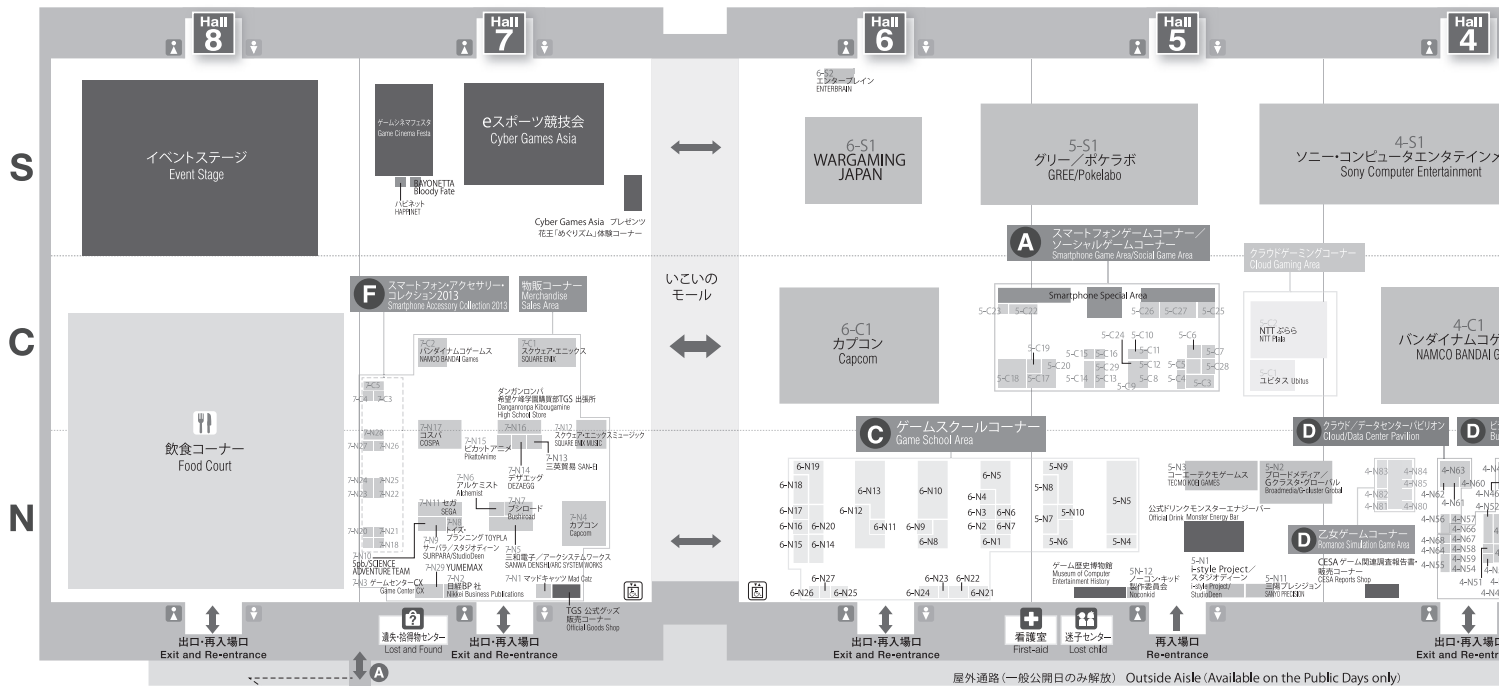
Keynote Speech : September 19 (Thu) (Interpreting Available)	
Event Stage in Hall 8	
【Keynote Speech 1】10:30~11:30	【Keynote Speech 2】11:35~12:25
<b>The World Created by "PlayStation 4"</b>	<b>GungHo Online Entertainment:Our Images for Games and Future Directions</b>
<b>Andrew House</b> President and Group CEO,Sony Computer Entertainment <b>Masayasu Ito</b> SVP and Division President of Business Division 1, Sony Computer Entertainment <b>Shuhei Yoshida</b> President of SCE Worldwide Studios,Sony Computer Entertainment	<b>Kazuki Morishita</b> President & CEO,GungHo Online Entertainment Interviewer: <b>Hideo Shinada</b> , Research fellow of NikkeiBP Institute of Consumer Trends, Nikkei Business Publications
Specialty Session:September 20 (Fri)	
International Conference Hall 2F,Room 201	International Conference Hall 3F,Room 301
<b>【Smartphone Game Session】 13:00~15:00</b>	<b>【Game Platform Session】 13:00~15:00</b>
<b>"Look for the Post Puzzle &amp; Dragons ~The future of Browser Game V.S. Application Game"</b>	<b>"Age of Civil Wars for Game Platforms ~ Structuring a Five-Year Plan for Finding Potential Customers ~ 3 game industry intellectuals will talk about the changes in the future market"</b>
<b>Yuta Maeda</b> ,Pokelabo <b>Masahide Koike</b> ,CyberAgent <b>Hiroshi Matsuyama</b> ,CyberConnect2 Moderator: <b>Tetsuro Ito</b> , Nikkei Business Publications	<b>Kiyoshi Shin</b> ,Journalist <b>Hiroki Ohmae</b> ,Unity Technologies Japan <b>Eiji Mada</b> ,SMBC Nikko Securities Moderator: <b>Junpei Furuhashi</b> ,Nikkei Business Publications
International Conference Hall 3F,Room 301	International Conference Hall 2F,Room 201
<b>【Independent Game Session】 15:15~17:15</b>	<b>【Game Technology Session】 15:15~17:15</b>
<b>"Can we get enough money to eat with Indie Games?! ~Latest Situation of the Independent Game in Japan"</b>	<b>"Input/Output Device that Change the Future of Games ~Exploring the possibilities of applying HMD and new sensors to games"</b>
<b>Kenji Ono</b> ,IGDA(International game Developers Association) Japan <b>Takumi Naramura</b> ,Asterizm <b>Takeshi Asano</b> ,Sony Computer Entertainment Moderator : <b>Kenichi Takebe</b> ,Nikkei Business Publications"	<b>Kazuhiro Sasao</b> ,Nippon Steel Solutions <b>Yoshihito Kondo</b> ,XVI <b>Akihiro Tashiro</b> ,Microsoft Japan <b>Shinji Chiba</b> ,Microsoft Japan Moderator : <b>Tadashi Nezu</b> , Nikkei Business Publications

## 5.Asia Game Business Summit

In the afternoon of the first business day on September 19 (Thu.), we held the panel discussion-type international conference called "Asia Game Business Summit 2013" in order to create an opportunity for the people in the game business industry of in Asia to come to the TGS2013 and to strengthen the information dissemination capacity of influential people in the game industry in Asia. The participants discussed collaboration for business in South East Asia among 6 countries/regions including Taiwan, Korea, Indonesia, Malaysia, Thailand, and Japan under the theme of "Sudden Rise of the Game Market in Asia - Exploring Its Full View". The number of participants was 320.

Asia Game Business Summit 2013:September 20 (fri) (Interpreting Available)	
Event Stage in Hall 8 13:30~15:00	
<b>Sudden Rise of the Game Market in Asia — Exploring Its Full View</b>	
Taiwan	<b>Aaron Hsu</b> Chairman, XPEC Entertainment
Korea	<b>Ujin Chung</b> executive director of business center,NHN Entertainment
Indonesia	<b>Dien Wong</b> CEO, Altermyth
Malaysia	<b>Ganesan Velayathan</b> CEO, Fun & Cool Ventures
Thailand	<b>Chanvit Vitayasamrit</b> CEO, Milk Studio
Japan	<b>Shin Unozawa</b> Chairman, Computer Entertainment Supplier's Association
	Moderator: <b>Naoki Asami</b> Managing Director,Nikkei Business Publications

## 6-1. Floor Map (Hall 1-8) and Exhibitor List

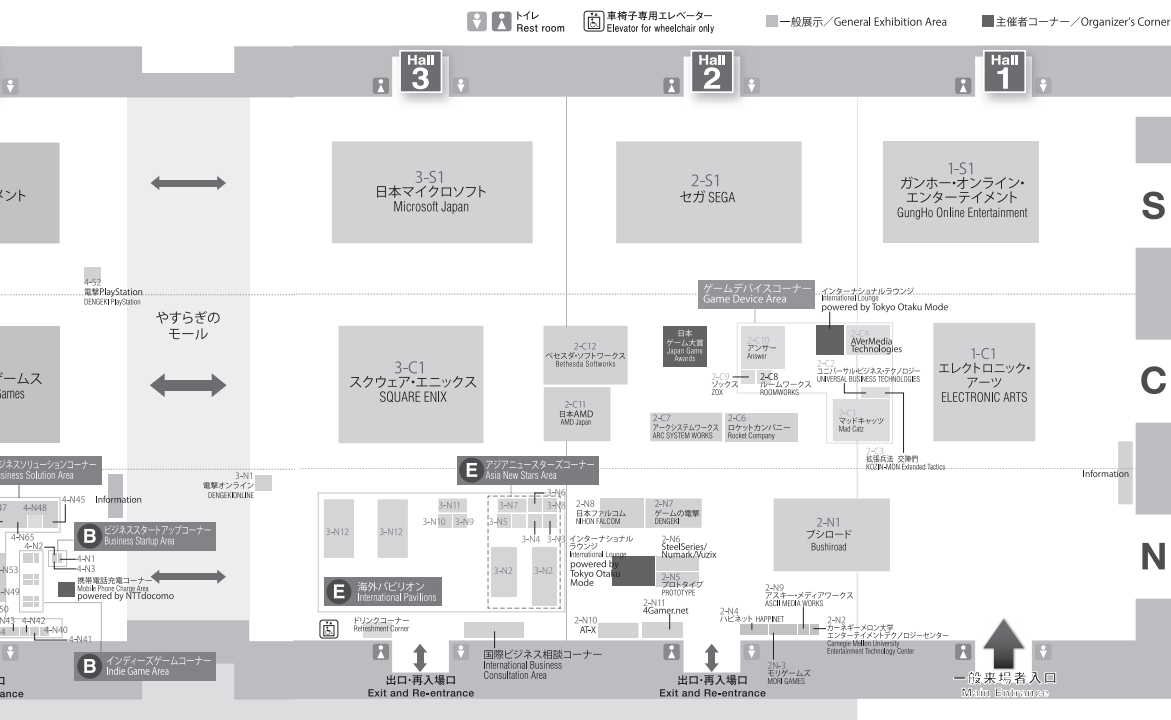


## TOKYO GAME SHOW 2013 Exhibitor list (Alphabetical Order)

General Exhibition Area		
2-N11	4Gamer.net	
2-C11	AMD Japan	
2-C7	ARC SYSTEM WORKS	
2-N9	ASCII MEDIA WORKS	
2-N10	AT-X	
2-C12	Bethesda Softworks	
5-N2	Broadmedia	
2-N1	Bushiroad	
4-C1	Capcom	
2-N2	Carnegie Mellon University Entertainment Technology Center	
2-N7	DENGKI	
3-N1	DENGKIONLINE	
4-S2	DENGKI PlayStation	
1-C1	ELECTRONIC ARTS	
6-S2	ENTERBRAIN	
5-N2	G-cluster Global	
5-S1	GREE	
1-S1	GungHo Online Entertainment	
2-N4	HAPPINET	
3-N9	HOLLAND GAME FRONT	Netherlands
	AMX Engagemment	Netherlands
	BoosterMedia	Netherlands
	Distimo/Interarrows	Netherlands
	Eindhoven University of Technology / Amsterdam University of Applied Sciences	Netherlands
5-N1	iStyle Project / StudioDeen	
3-S1	Microsoft Japan	
2-N3	MORI GAMES	
4-C1	NAMCO BANDAI Games	
2-N8	NIHON FALCOM	
5-N12	Noconkid	
2-N6	Nuamark	
5-S1	Pokelabo	
2-N5	PROTOTYPE	
2-C6	Rocket Company	
5-N11	SANYO PRECISION	
2-S1	SEGA	

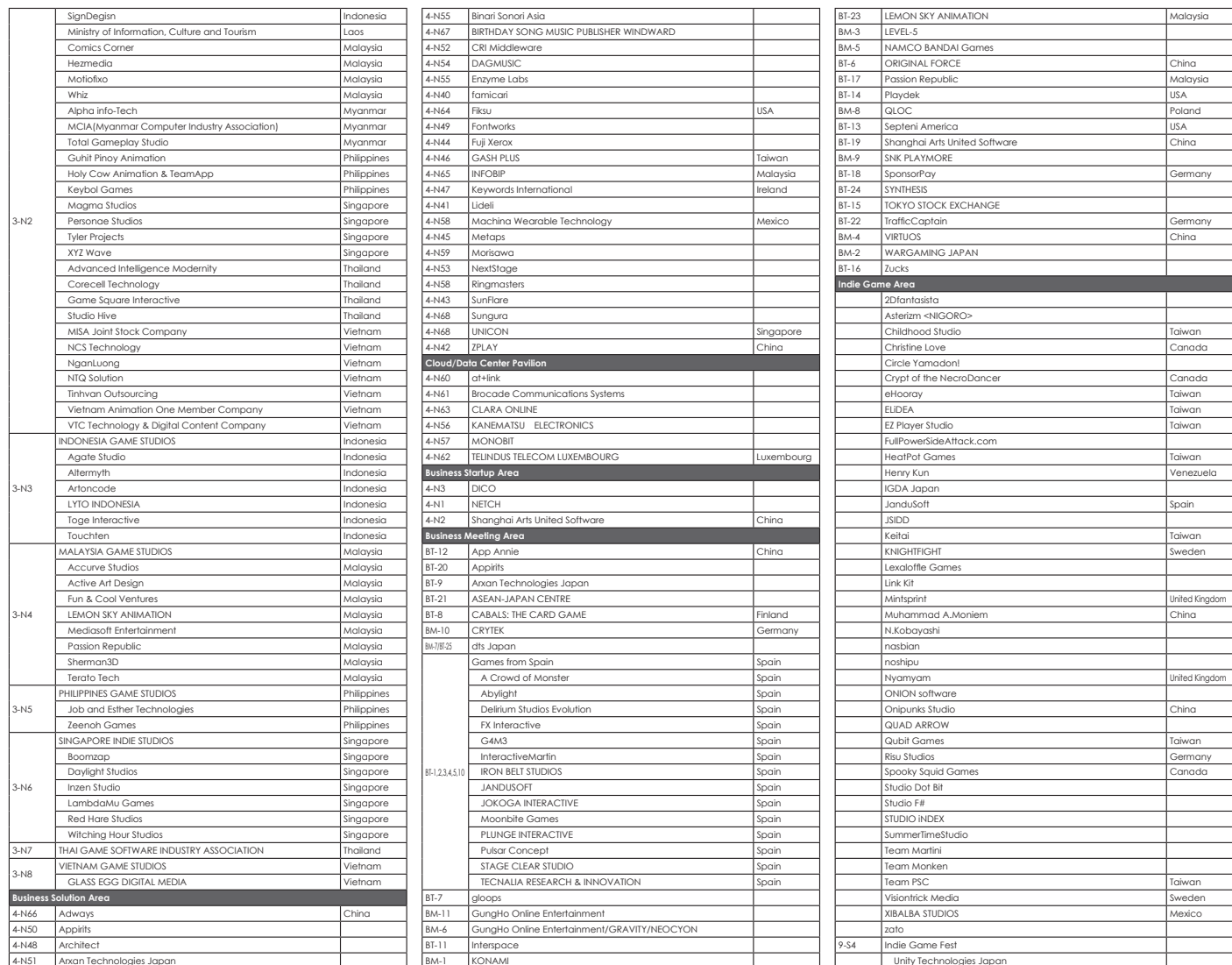
4-S1	Sony Computer Entertainment	
2-N11	SQUARE ENIX	
2-N6	SteelSeries	
3-N11	Sweden Pavilion	Sweden
	Ozma	Sweden
	Sweden Embassy	Sweden
	Sweden Japan Convergent Media Exchange	Sweden
	Tobii	Sweden
3-N10	Uppsala University, Department of Game Design	Sweden
	SWISS GAMES	Switzerland
	APLEAB	Switzerland
	EverdreamSoft	Switzerland
	FaceShift	Switzerland
3-N12	Ganga Games	Switzerland
	Gbanga	Switzerland
	Taiwan Game Pavilion	Taiwan
	ACHUNG!	Taiwan
	Art and Mobile Entertainment	Taiwan
3-N3	Dept. of Multimedia and Game Science, Linghua University of Science and Technology	Taiwan
	Interserv International	Taiwan
	Joymaster	Taiwan
	MacroWell OMG Digital Entertainment	Taiwan
	MBOX	Taiwan
3-N12	NoahGames Studio	Taiwan
	PlayCoo	Taiwan
	Unalis	Taiwan
	VPON	Taiwan
	XPEC Entertainment	Taiwan
3-N3	Zealot Digital International	Taiwan
	Taiwan External Trade Development Council	Taiwan
	TECMO KOEI GAMES	
2-N6	Vuudx	USA
6-S1	WARGAMING JAPAN	
Merchandise Sales Area		
7-N10	Spb./SCIENCE ADVENTURE TEAM	
7-N6	Alchemist	
7-N5	ARC SYSTEM WORKS	
7-N7	Bushiroad	

7-N4	Capcom	
7-N17	COSPA	
7-N16	Danganronpa Kibougamine High School Store	
7-N14	DEZAEGG	
7-N3	Game Center CX	
7-N1	Mad Catz	
7-C2	NAMCO BANDAI Games	
7-N2	Nikkei Business Publications	
7-N15	PikottoAnime	
7-N13	SAN-EI	
7-N5	SANWA DENSHI	
7-N11	SEGA	
7-C1	SQUARE ENIX	
7-N12	SQUARE ENIX MUSIC	
7-N9	SURPARA / StudioDeen	
7-N8	TOYPLA	
7-N29	YUMEMAX	
Smartphone Accessory Collection 2013		
7-N22	Akiba Factory	
7-C4	AMIX	
7-N26	BitBoy	
7-C5	DOHMAN	
7-N25	FROMWEST	
7-N20	GENESIS COMPANY JAPAN	
7-N27	HAKUBA Photo Industry	
7-N24	Hamee	
7-N18	IGTECH	South Korea
7-C3	Nadeshiko	
7-N28	runotown	
7-N21	ULTRA-X ASIA PACIFIC	
7-N23	ZEBRA	
Family Area		
9-N5	Alchemist	
9-N7	Broadmedia	
9-N8	Bushiroad	
9-N3	Capcom	
9-N4	COOKING MAMA	
9-N7	G-cluster Global	

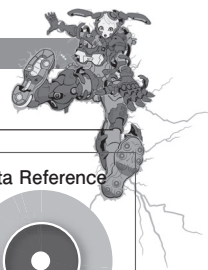
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5-C13	WE ARE ENGINEERING	
5-C28	ZENRYOKU-AGENCY	
5-C20	ZZYZX	
Game Device Area		
2-C10	Answer	
2-C4	AVerMedia Technologies	Taiwan
2-C3	KOZIN-MON Extended Tactics	
2-C1	Mad Catz	
2-C8	ROOMWORKS	
2-C2	UNIVERSAL BUSINESS TECHNOLOGIES	
2-C9	ZOX	
Cloud Gaming Area		
5-C2	NTT Plala	
5-C1	Ubisoft	
Romance Simulation Game Area		
4-N80	ARCANA FAMILIA	
4-N81	eltarsoft	
4-N85	Elementree	
4-N82	FIVEGATE	
4-N84	SUN	
4-N83	Voltage	
4-N82	ZZYZX	
Cosplay Area		
9-S1	Assist Wig	
9-S3	COSPA	
9-S2	SMKT	
Asia New Stars Area		
3-N2	ASEAN-JAPAN CENTRE	
	Bru Innovated Services	Brunei Darussalam
	Cinematicpro Services	Brunei Darussalam
	Itsbybytes Company	Brunei Darussalam
	Sabay Digital Corporation	Cambodia
	Slekrith Film	Cambodia
	Baras Creative Partner	Indonesia
	Castle Production	Indonesia
	Digital Global Maxinema	Indonesia
	Inmotion Digital & Oray Studios	Indonesia
J.Spot - Augmented Reality	Indonesia	









## 7-1.Results of Business-Day Visitors Survey

### Outline of Survey

#### [Survey Method]

A survey request was e-mailed to 17,213(domestic), 1,158(overseas) registered visitors on the Business Days. Replies were received at the Internet Research System "AIDA" operated by Nikkei BP Consulting.

#### [Survey Period]

Domestic :  
Oct.16, 2013~Oct.23,2013  
Overseas :  
Oct.18, 2013~Oct.28,2013

#### Data Reference



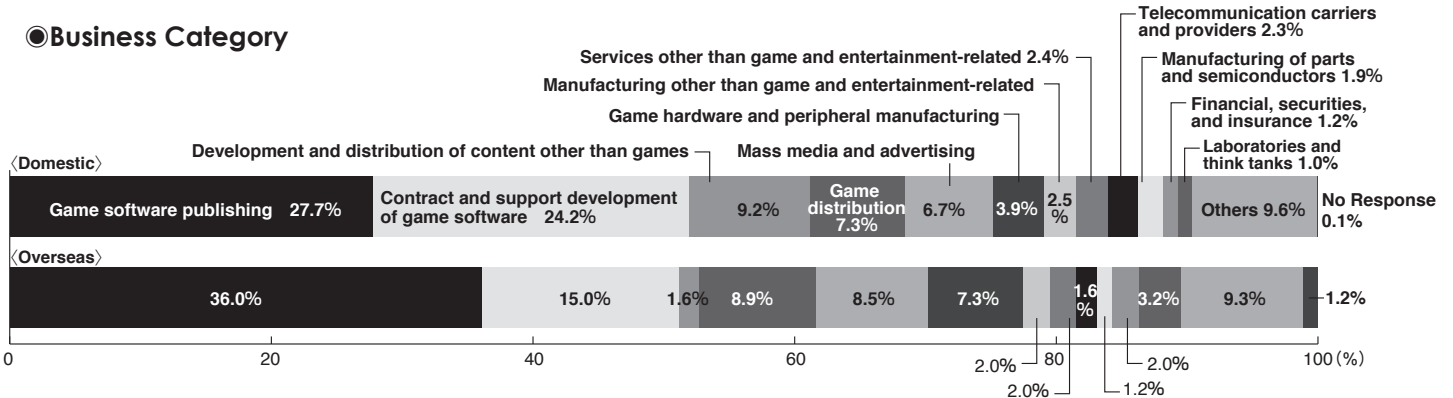
#### [Number of Responses]

Domestic : 1,853 (response rate : 10.8%)  
Overseas : 247 (response rate : 21.3%)

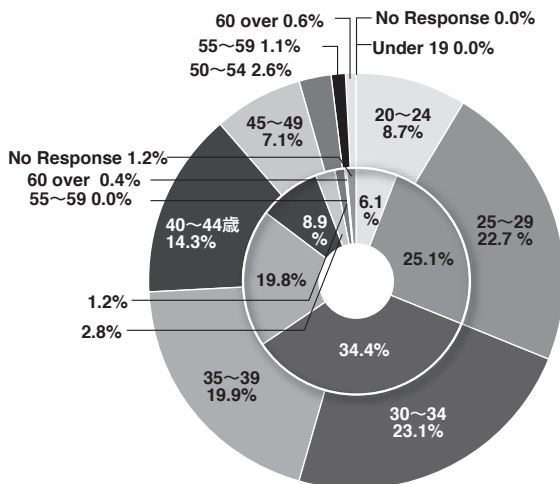
#### [Survey Organizer]

Nikkei BP Consulting, Inc.

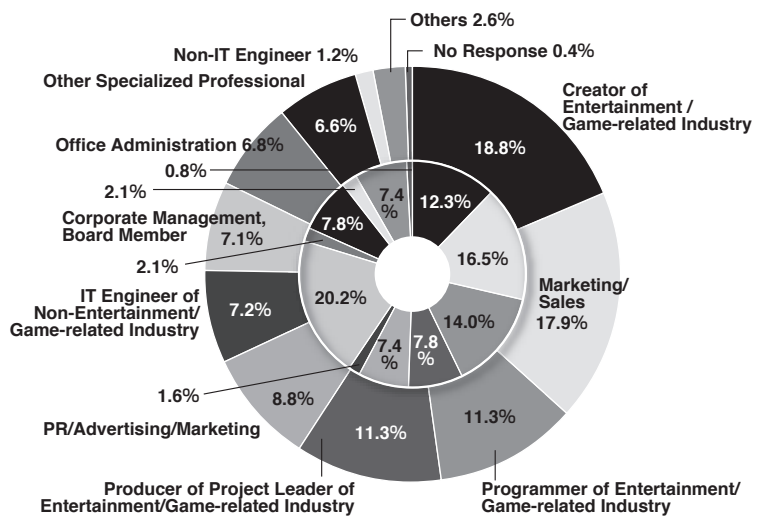
### ●Business Category



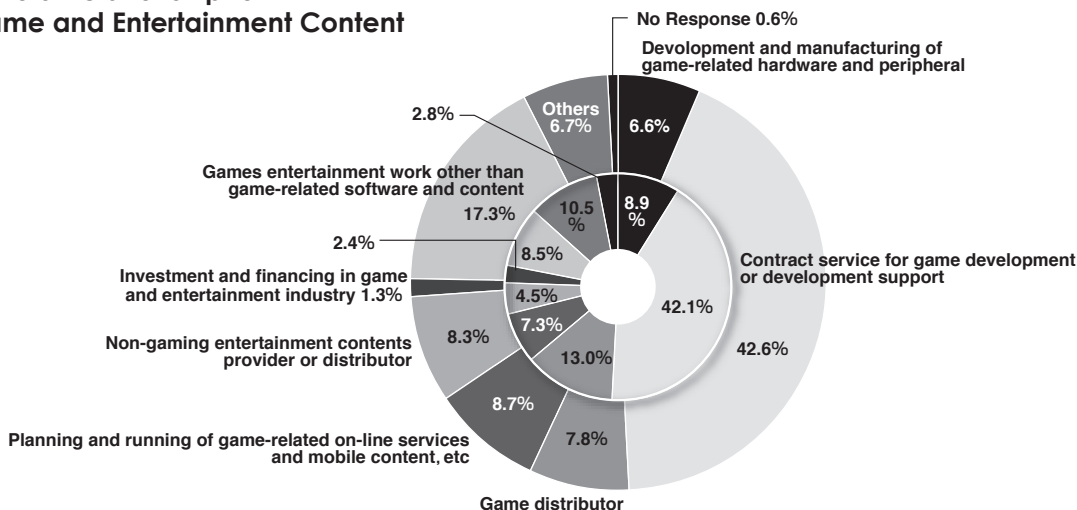
### ●Age



### ●Job Category

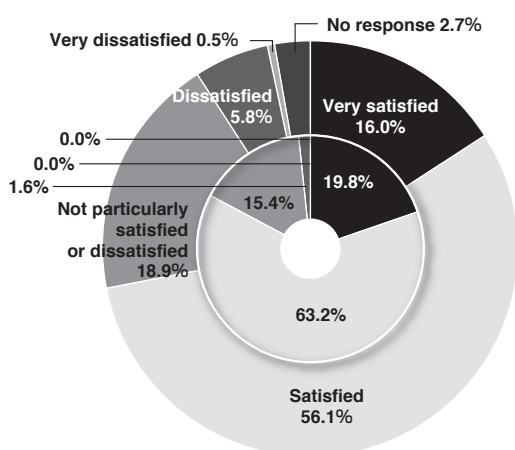


### ●Visitors' Relationship to Game and Entertainment Content

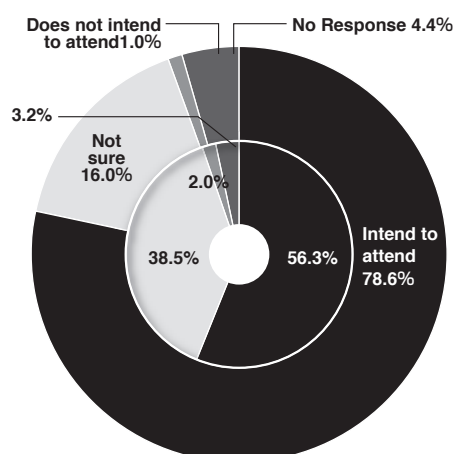


## 7-2.Results of Business-Day Visitors Survey

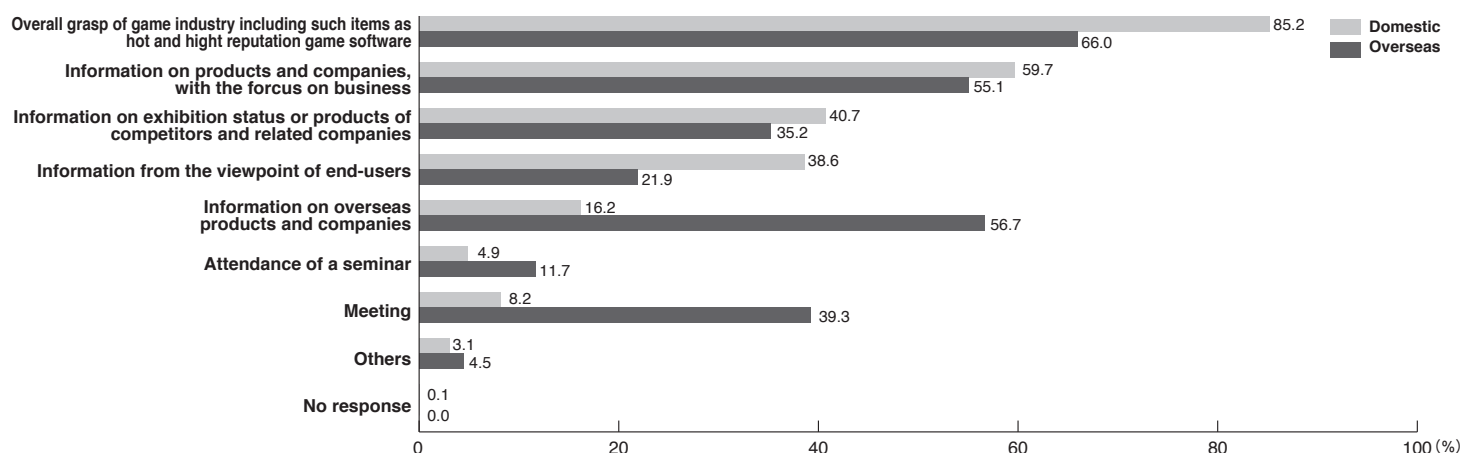
### ●Degree of Satisfaction



### ●Intention to Attend the Next Show



### ●Information You Wanted to Get at TGS 2013 (multiple answers)



### ●Business-Day Overseas Visitors Breakdown by Country and Region

Region	Country	%	Region	Country	%
Asia	Japan (foreign residents in Japan)	17.0%	Europe	Belarus	0.3%
	Taiwan	13.3%		Iceland	0.3%
	South Korea	12.2%		Netherlands	0.2%
	China	11.1%		Ireland	0.1%
	Hong Kong	7.3%		Italy	0.1%
	Singapore	4.3%		Ukraine	0.1%
	Thailand	3.0%		Switzerland	0.1%
	Indonesia	1.2%		Hungary	0.1%
	Malaysia	0.9%		Bulgaria	0.1%
	Vietnam	0.6%		Norway	0.1%
	Philippines	0.4%		Russia	0.1%
	India	0.2%		Australia	0.5%
North America	U.S.A.	13.6%	Oceania	New Zealand	0.1%
	Canada	1.1%	Middle East	Kuwait	0.4%
Europe	Germany	1.9%		Saudi Arabia	0.3%
	U.K.	1.7%		UAE	0.1%
	France	1.2%	Latin America	Argentina	0.1%
	Finland	0.9%		Chile	0.1%
	Spain	0.8%		Brazil	0.1%
	Poland	0.8%		Mexico	0.1%
	Sweden	0.7%	Unclear		2.0%
	Czech Republic	0.4%			

※The foreign residents in Japan were counted as "Japan". ※The breakdown of overseas visitors(1,379)that registered on site during Business Day ※Except who have badges of guest, overseas press and exhibitors



## 8.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.

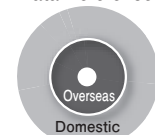
#### [Survey Period]

Oct.11, 2013~Oct.21,2013

#### [Survey Organizations]

Nikkei BP Consulting, Inc.

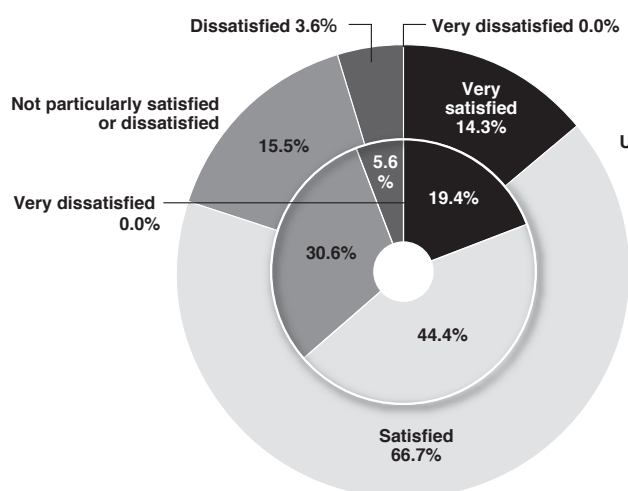
#### Data Reference



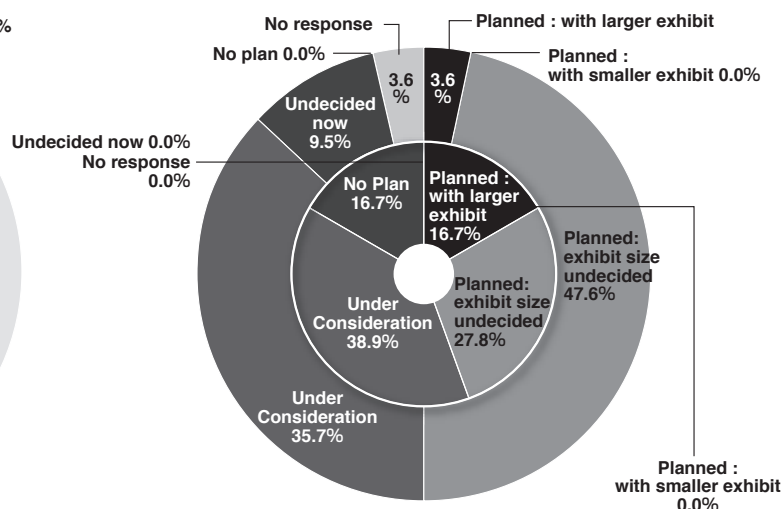
#### [Number of Responses]

Domestic : 84 Overseas : 36

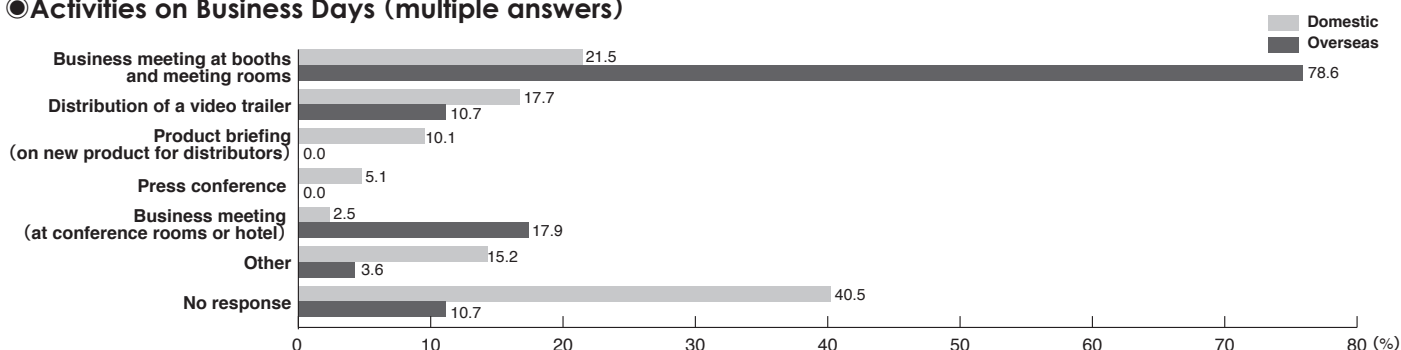
### ●Degree of Satisfaction



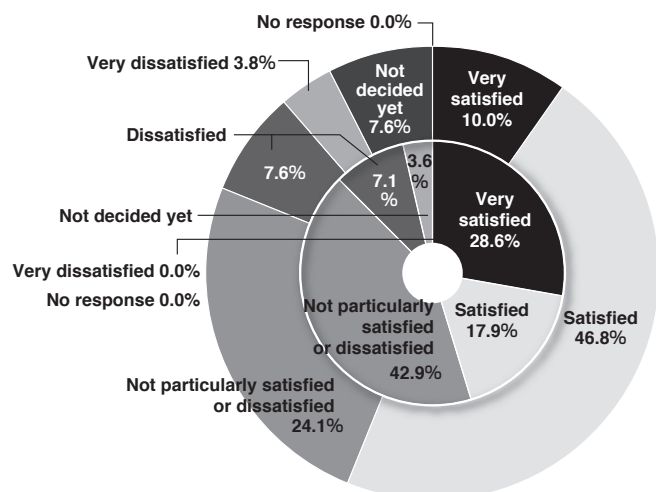
### ●TGS 2014 Exhibit Plans



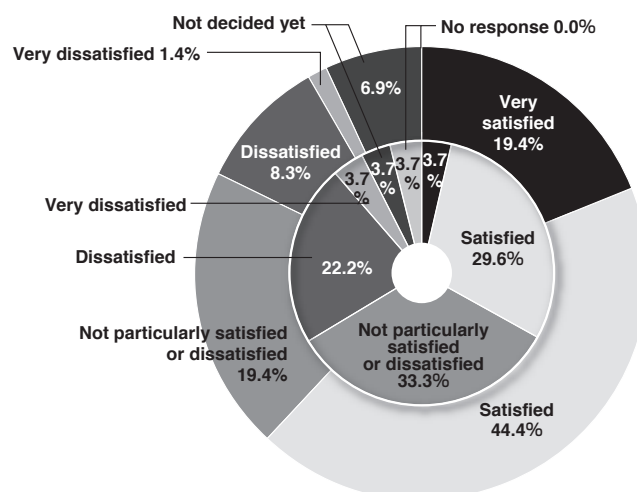
### ●Activities on Business Days (multiple answers)



### ●Exhibiting results (Business day)



### ●Exhibiting results (Public day)



## 9.Public Relations/Publicities

### 9-1 Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcasted

	TV	Radio	Newspaper	General Magazine/ Specialized paper magazine	WEB	Total
Before the Show	3	1	121	86	902	1,113
During the Show	62	6	177	14	1,681	1,940
After the Show	54	4	46	54	153	311
<b>Total</b>	<b>119</b>	<b>11</b>	<b>344</b>	<b>154</b>	<b>2,736</b>	<b>3,364</b>
2012	86	7	342	154	1,562	2,151

### 9-2 Number of Mediums and Reporters during the Show Period

Media Category		Sep.19 (Thu)		Sep.20 (Fri)		Sep.21 (Sat)		Sep.22 (Sun)		Total	
		Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters
1	Web	258	650	121	287	96	191	50	140	525	1,268
2	Newspaper	33	65	17	31	15	40	9	22	74	158
3	News Agency	11	25	6	11	6	19	4	8	27	63
4	TV (Satellite TV/CATV)	19	32	14	25	10	28	5	31	48	116
5	TV (Terrestrial)	34	222	22	77	22	47	14	33	92	379
6	Editor/Freelance Writer/ Others	21	47	18	56	11	33	10	14	60	150
7	Radio	19	50	13	21	8	15	4	9	44	95
8	Magazine	133	492	117	289	49	131	48	87	347	999
9	Overseas Media	229	536	201	414	123	226	61	112	614	1,288
<b>Total</b>		<b>757</b>	<b>2,119</b>	<b>529</b>	<b>1,211</b>	<b>340</b>	<b>730</b>	<b>205</b>	<b>456</b>	<b>1,831</b>	<b>4,516</b>
2012		Sep.20 (Thu)		Sep.21 (Fri)		Sep.22 (Sat)		Sep.23 (Sun)		Total	
		719	1,841	469	1,172	278	594	178	381	1,654	3,988

### 9-3 Breakdown of Overseas Media

Reported-to region		Number of Reporters				Cumulative Total Number of People				Number of Media			
		Sep.19	Sep.20	Sep.21	Sep.22	2013	2012	increase and decrease		2013	2012	increase and decrease	
Asia	Japan	56	60	20	23	159	167	-8	▼	91	98	-7	▼
	China	36	33	15	12	96	73	23	△	39	25	14	△
	Hong Kong	34	24	5	4	67	59	8	△	42	41	1	△
	Taiwan	27	24	12	-	63	97	-34	▼	37	50	-13	▼
	South Korea	29	12	7	6	54	71	-17	▼	20	31	-11	▼
	Singapore	12	12	11	5	40	30	10	△	16	14	2	△
	Thailand	10	5	4	-	19	18	1	△	8	6	2	△
	Malaysia	5	4	5	-	14	8	6	△	9	9	-	-
	Indonesia	3	3	2	1	9	29	-20	▼	5	8	-3	▼
	Philippines	4	1	-	-	5	2	3	△	2	2	-	-
Europe	Myanmar*1	-	1	1	1	3	-	3	△	3	-	3	△
	France	55	42	25	9	131	86	45	△	47	38	9	△
	Italy	25	17	12	7	61	14	47	△	28	12	16	△
	Germany	28	17	7	4	56	22	34	△	28	17	11	△
	U.K.	24	16	6	4	50	16	34	△	27	20	7	△
	Spain	22	13	5	-	40	18	22	△	21	16	5	△
	Sweden	6	3	2	3	14	6	8	△	8	2	6	△
	Russia	5	4	5	-	14	11	3	△	9	4	5	△
	Netherlands	4	2	4	-	10	9	1	△	5	5	-	-
	Poland	4	-	-	1	5	9	-4	▼	3	3	-	-
	Croatia*1	-	-	2	2	4	-	4	△	2	-	2	△
	Denmark	-	4	-	-	4	3	1	△	2	2	-	-
	Switzerland*1	2	1	-	-	3	-	3	△	2	-	2	△
	Hungary	1	1	-	-	2	5	-3	▼	2	3	-1	▼
	Lithuania*1	-	1	1	-	2	-	2	△	2	-	2	△
	Ireland*1	1	-	-	-	1	-	1	△	1	-	1	△
Middle East	Saudi Arabia	4	5	1	-	10	2	8	△	4	1	3	△
	Israeli*1	1	-	-	-	1	-	1	△	1	-	1	△
North and Latin America	U.S.A.	77	65	41	14	197	230	-33	▼	85	103	-18	▼
	Mexico	19	8	15	9	51	18	33	△	18	8	10	△
	Canada	8	8	6	2	24	2	22	△	15	1	14	△
	Brazil	5	5	2	3	15	9	6	△	8	8	-	-
	Argentina*1	-	-	-	2	2	-	2	△	1	-	1	△
Oceania	Chile*1	1	-	-	-	1	-	1	△	1	-	1	△
	Australia	27	22	10	-	59	30	29	△	20	15	5	△
	New Zealand	1	1	-	-	2	5	-3	▼	2	1	1	△
<b>Total</b>		<b>536</b>	<b>414</b>	<b>226</b>	<b>112</b>	<b>1,288</b>	<b>1,051</b>	<b>237</b>	<b>△</b>	<b>614</b>	<b>545</b>	<b>69</b>	<b>△</b>

△:increase ▼:decrease

\*1: Last year's non-participating countries \*2: TGS2012 participating/TGS2013 non-participating countries → Czech Republic and UAE (not included in this list) The total includes the number of participants from the countries in \*2. The total TGS2012 includes the media in \*2.

**TOKYO  
GAME SHOW  
2013**

## Outline of TOKYO GAME SHOW 2014

Period (scheduled) : Sep.18 (Thursday) - Sep.21 (Sunday)

Venue : Makuhari Messe

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

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

## TOKYO GAME SHOW 2013 Official Report

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