

TOKYO GAME SHOW 2014

PRESS RELEASE

May 14, 2014 (Revised on May 28)

Now accepting entries for
“SENSE OF WONDER NIGHT 2014”
which calls for innovative game ideas around the world
/Also accepting for entries for **“Indie Game Area”**

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

TOKYO GAME SHOW 2014, organized by the Computer Entertainment Supplier's Association (CESA) and in cooperation with Nikkei Business Publications, Inc. (Nikkei BP), is now accepting entries for the popular TGS project **“SENSE OF WONDER NIGHT 2014 (SOWN 2014).”**

Started in 2008, the SOWN commemorates its 7th anniversary and calls for excellent game ideas including game prototypes and presents approx. 10 titles at the TOKYO GAME SHOW after going through the selection by the screening committee members who have deep connections to independent game development. Entries are being accepted through **Monday, July 7** at the SOWN 2014 official website (<http://tgs.cesa.or.jp/sown/en/>). In addition, the benefit to exhibit in the “Indie Game Area” at the TOKYO GAME SHOW will be granted to those developers nominated as finalists for SOWN 2014.



With the rapid popularization of smartphones and tablets, platforms that enable players to have fun with the computer entertainment have expanded globally. As the presence of independent game developers has become increasingly important worldwide, the TOKYO GAME SHOW will set the “Indie Game Area” continuing from last year, along with SOWN, as projects aimed at these independent game developers, who are vibrant resources for creating new computer entertainment. An exclusive exhibition area will be set up, enabling participants to exhibit at an affordable exhibition fee free of charge supported by Sony Computer Entertainment Inc. (Revised on May 28: For details, please see the press release on May 28.)

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

23 countries/regions made the entries to SOWN last year and 10 countries/regions participated in the Indie Game Area around the world. With these projects, the TOKYO GAME SHOW has become the global standard as an incubator and exhibition opportunity of indie games, and significantly expanded the international recognition of indie games.

You can look forward to these two programs at TGS 2014 for independent game developers aimed to create new movements. **For more information on the two projects, please refer to the followings.**

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

■ **SENSE OF WONDER NIGHT 2014**

The aim of SOWN is to call for 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. This year SOWN will welcome its 7th year and the number of entries increased significantly last year.

We are looking forward to receiving innovative ideas to be presented at the TOKYO GAME SHOW 2014, which will be attended by a large number of people involved in the game industry from around the world. In 2013, we received 125 entries from 23 countries and regions. 9 titles were selected for presentation, including 5 from outside Japan. The audience of more than 300 people gathered for the presentations of unique game ideas. Also, approx. 12,000 people watched the presentation broadcasted live via internet. The “Audience Award,” “Best Technological Game Award,” “Best Arts Award,” “Best Experimental Game Award,” “Best Game Design Award” and “Best Presentation Award” were given at the SOWN and the event ended as the great success.

Entry is open to anyone, regardless of the applicant’s amateur/professional status and nationality, and for both individuals and corporate bodies, regardless of their scope and size. In addition, the right to exhibit in the “Indie Game Area” within the exhibition site of the TOKYO GAME SHOW will be granted to finalists for SOWN.

<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 2014 (SOWN 2014)

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 2014 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 7, 2014 (* Japan Standard 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 2014.

*Entries selected by the Screening Committee and deemed presentable at the TOKYO GAME SHOW 2014 (up to 10 entries) will be regarded as the final SOWN 2014 presentation games.

SOWN 2014 Presentation

Date : Friday, September 19 (14:00 to 16:30, scheduled)
Venue : Makuhari Messe Hall 8 Event Stage (tentative)
Admissions : All Business Day entry pass holders of TGS2014 are welcome to attend the SOWN 2014 presentations. Details will be announced at a later date.

Notes: The Presentation Day

- “TOKYO GAME SHOW 2014” 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 2014.
- 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 2014
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. Video introduction:
 - Please use the YouTube site to upload the video material of the game (play video, concept movie, etc.). Select [Limited Access] in the Privacy setting, and indicate the URL of the entry video to the right.
8. URL of 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.
9. Presentation tools:

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

*SOWN 2014 Management Office will only prepare a standard PC for game demos.

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 focuses on other elements

A game in which the highlight focuses 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 inquiries about SENSE OF WONDER NIGHT (by e-mail only)

sown@c-linkage.co.jp



■ Indie Game 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 Game Area
Period: Thursday, September 18 to Sunday, September 21, 2014
Location: Makuhari Messe, Exhibition Hall
Exhibition fee: Public Day + Business Day 4-day exhibit: 99,900 yen → Free of charge (revised on May 28)
Public Day 2-day exhibit: 32,400 yen → Free of charge (revised on May 28)
*Please note that participants are permitted to exhibit but not to sell.

The exhibition fee includes:

A booth (1 m wide x 1 m deep), five passes for Indie Game Area exhibitors

*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/>).

Application Deadline: Friday, May 30, 2014 (*Japan Standard Time) → Wednesday, June 11 (revised on May 28)

Screening: To be selected by the TGS Management Office

Results: The selected applicants will be directly contacted by the Management Office between the beginning and middle of July 2014.

~~*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.

Who qualifies to exhibit:

-Annual sales of the organization planning to exhibit

For corporation: It shall be approx. 50,000,000 yen or US 500,000 dollars or less.

For individual: It shall be approx. 10,000,000 yen or US 100,000 dollars or less.

-If the organization planning to exhibit is a corporation, it has to be capitally independent.

(i.e. It shall not have any capital from a large gaming company.)

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 a “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>) and submit it by **Wednesday, June 11.** (*Japan Standard Time)

1. Applicant information
2. Desired period of exhibition (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. Platform
6. The URL of the game movie
7. An outline of the game or the URL of the website where an outline of the game is posted.
8. Current degree of completion (%) and estimated degree of completion (%) at the time of presentation at TOKYO GAME SHOW 2014
9. Record of exhibiting this game or content at other events (if exhibited, the event title).

Contact for inquiries about Indie Game Area (by e-mail only)

indie@nikkeibp.co.jp