

TOKYO GAME SHOW 2014

Changing Games: The Transformation of Fun

PRESS RELEASE

August 7, 2014

TGS Forum 2014 / Asia Game Business Summit 2014

Google will take the podium at the keynote session of TOKYO GAME SHOW for the first time

Advance registration for TGS2014 “Business Days” starts on August 7th

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

TOKYO GAME SHOW 2014 (TGS 2014), organized by the Computer Entertainment Supplier’s Association (CESA) in cooperation with Nikkei Business Publications, Inc. (Nikkei BP), has finalized the outline of TGS Forum 2014 included “Keynote Session” and Asia Game Business Summit 2014.

[TGS Forum 2014: Keynote Session]

Date: Thursday, September 18, 2014

Venue: Event Stage in Hall 8

*Simultaneous interpretation: Available

[Part 1] 10:30am - 11:25am

<Theme> “Diversified Game Platforms x Globalized Games = Road to Success”
(tentative title)

In addition to family game consoles and PCs, platforms such as smartphone and cloud which assume the network connection are spreading worldwide. Increasingly, game companies are faced to select to which platform they should pour their resources. In particular, in building a business which assumes the global implementation, the markets such as smartphones and clouds are gaining an important position, because direct reactions can be obtained in those markets. We will invite industry’s top corporate executives who have succeeded in the gaming markets for smartphones both in Japan and overseas to find out about the success in global business.

<Panelists>

- Eiji Takahashi (COO, Alim Co., Ltd.)
- Naruatsu Baba (President and CEO, COLOPL, Inc.)
- Haruki Satomi (CEO, SEGA Networks Co., Ltd.)
- Makoto Asanuma (Member of the Board, BANDAI NAMCO Games Inc.)
- Shin Unozawa (Chairman, The Computer Entertainment Supplier’s Association)

<Keynote Session Moderator>

- Naoki Asami (Managing Director, Nikkei BP)

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

[Part 2] 11:30am - 12:25pm

<Theme> New Game World Trail Blazed by Google (tentative title)

The world largest Internet firm, "Google" will take the podium at the keynote session of the TOKYO GAME SHOW for the first time. They're scheduled to talk to the Business Day visitors about a gaming world to be established, focusing on its Google Play.

<Panelists> Chris Yerga
(Google Regional Director, Google Play Asia-Pacific & Engineering Director)

TGS Forum 2014: Keynote Session Outline

Schedule: Thursday, September 18, 10:30am - 12:25pm (planned)

Venue: Event Stage in Hall 8

Admissions: Admission free (Advance registration required)

* Advance registration (free of charge) for the keynote session will not grant the admission for other exhibitions. In order to enter the exhibition venue other than the keynote session, you need "Business Days Registration Ticket" (free of charge, advance registration required) or "Press Pass," or you need to pre-register and pass the screening for the Business Day (Advance Registration Fee: 5,000 yen/tax included).

Application: Applications will be accepted from **August 7th** via the TOKYO GAME SHOW 2014 official website (<http://tgs.cesa.or.jp/forum/en/>)

Restrictions: Seating for each session is limited, and tickets will be sold on a first-come first-served basis.

* If a session is sold out through advance ticket sales, tickets will not be available on the day of the session.

* The content, panelists, and time schedule of each session are subject to change without prior notice.

[TGS Forum 2014: Expert Session]

Date: Friday, September 19, 2014

Venue: Room 201 or Room 301.

Conference rooms in the International Conference Hall,

Makuhari Messe

***Simultaneous interpretation: Not available**

The Expert Sessions will focus on four topics that are recent features of the game industry: smartphone, platform, business, and technology. Experts in each area will be invited to carry out discussions.

1:00pm - 3:00pm	
Smartphone Game Session (Room: 201)	Game Platform Session (Room: 301)
<p>“Developing Game Applications That Excel Internationally” (tentative title)</p> <p>Japanese game apps for smartphones/tablets are increasingly affecting the global market. In North America, along with Supercell or King that play an active role globally, titles by Japanese corporations have started to get into the ranking too. Their presence has emerged also in Asian regions. Although the wall for releasing the app in the global market has certainly been lowered, the whole process from promotion to operation is not necessarily easy. Here, we will follow the footsteps of Japanese corporations that are achieving success to find out their secret.</p> <p><Panelists></p> <ul style="list-style-type: none"> - Eiji Araki (Vice President, GREE, Inc.) - Kazuaki Baba (Executive Director, NHN PlayArt Corporation) <p><Moderator ></p> <ul style="list-style-type: none"> - Akihide Segawa (Deputy Editor, Nikkei Business, Nikkei BP) 	<p>“Xbox One's New Groundbreaking Entertainment” (tentative title)</p> <p>A new console, Xbox One by Microsoft will be released in Japan on September 4. In addition to the hard-core title line-ups which appeal to game fans, just like the previous hardware did, Xbox One will also focus on indie games and apps for domestic users in order to increase the value of Xbox One. We will focus on the appeals of the new entertainment opened up by the following two games and discuss the possibilities of market expansion: An indie game by the developer of the smartphone game “Samurai Defender” which has achieved 15 million downloads worldwide, and an app lined with “UMU AWARD” which is hosted by a major talent agency, Horipro and determines the No. 1 local idol every year.</p> <p><Panelists></p> <ul style="list-style-type: none"> - Naoyuki Isogai (Director of the Xbox Marketing Group, Microsoft Japan Co., Ltd.) - Akihiro Tashiro (Microsoft Japan Co., Ltd.) - Masashi Wada (Director, Link Kit, Inc.) - Keiji Takeuchi (Representative Director, Link Kit, Inc.) - Keiichi Soda (General Manager, Digital Business Dpt., D-topia inc.) - Kenji Goto (Managing Director, D-topia inc.) <p><Moderator></p> <ul style="list-style-type: none"> - Tetsuro Ito (Reporter, Nikkei Entertainment, Nikkei BP)
3:15pm - 5:15pm	
Game Business Session (Room: 201)	Game Technology Session (Room: 301)
<p>“Designing a Strategy That Makes the Best Use of Game IP - Learning from DMM.com and "Youkai Watch" - ”</p> <p>Game apps for family game console, handheld game console, smartphone and tablet, online browser games, and cloud games... While the game platforms continue to diversify like never before, whether or not to establish a strong game IP utilizing those platforms and implement the IP to cross-media such as TV animations, comics and toys has become one of the ways to lead the game business to a success. Here, this session will welcome two professionals; Mr. Kenji Ono (IGDA Japan lead chapter coordinator) of DMM.com, which got a lot of attention as a platform for the online game “Kantai Collection,” and Mr. Takumi Naramura (CEO) of Level-5, which has a mega hit title “Youkai Watch.” We will thoroughly ask them about strategies for expanding game business, in the view point of platform and as a software manufacturer.</p>	<p>“The takeoff of VR! - Games enter a new stage -”</p> <p>A VR technology utilizing an immersive head mount display (HMD) has been attracting attention in the game industry. The Oculus Rift of the U.S.’s Oculus VR built a momentum, creating a craze. Along with that, R&D for the user interface (UI) technology which is indispensable for the VR games has been in progress. In this session, the industry’s key persons will explain the latest trend in VR games and new UI technology.</p>

<p><Panelists></p> <ul style="list-style-type: none"> - Kenichi Katagishi (DMM.com LTD) - Akihiro Hino (President / CEO, LEVEL-5 Inc.) <p><Moderator></p> <p>-- Junpei Furuhashi (Deputy Editor, Nikkei Big Data, Nikkei BP)</p>	<p><Panelists></p> <ul style="list-style-type: none"> - Yoshihito Kondo (CEO, XVI Inc.) - Takafumi Yamazoe (NTT DOCOMO, INC.) <p><Moderator></p> <p>- Tadashi Nezu (Reporter, Nikkei Electronics, Nikkei BP)</p>
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TGS Forum 2014: Expert Session Outline

- Schedule:** Friday, September 19, 1:00pm - 5:15pm (planned)
- Venue:** Room 201 or 301, Conference rooms in the International Conference Hall, Makuhari Messe
- Admissions:** Per session: advance ¥8,000 / walk-up ¥10,000 (tax included)
Business Days Registration Ticket for TOKYO GAME SHOW 2014 will be provided as a reward for attending a session.
- *Visitors under 18 years of age, students and non-business visitors cannot attend the session. Please note that no refund will be made even if you're declined admission.
- Application:** Applications will be accepted from **August 7th** via the TOKYO GAME SHOW 2014 official website (<http://tgs.cesa.or.jp/forum/en/>).
- Restrictions:** Seating for each session is limited, and tickets will be sold on a first-come first-served basis.
 *If a session is sold out through advance ticket sales, tickets will not be available, in principle, on the day of the session.

[TGS Forum 2014: Sponsorship Sessions]

Date: Friday, September 19, 2014

Venue: Conference rooms in the International Conference Hall, Makuhari Messe

***Simultaneous interpretation: Not available**

Lectures from “App Annie,” “Amazon Appstore,” “Dutch Game Front (Economical Cluster, The Embassy of Netherlands),” and “Fusion Communications Inc.,” are planned as the Sponsorship Sessions.

TGS Forum 2014: Sponsorship Sessions Outline

- Schedule:** Friday, September 19, 11:00am - 3:00pm (planned)
- Venue:** Room 302 & Room 303, 3rd floor of Conference rooms in the International Conference Hall, Makuhari Messe
- Admissions:** Admission free
- Application:** Applications will be accepted from **August 7th** via the TOKYO GAME SHOW 2014 official website (<http://tgs.cesa.or.jp/forum/en/>).
- Restrictions:** Seating for each session is limited, and tickets will be sold on a first-come first-served basis.
 * If a session is sold out through advance ticket sales, tickets will not be available, in principle, on the day of the session.

[Asia Game Business Summit]

Date: Thursday, September 18, 2014

Venue: Event stage in Hall 8

*Simultaneous interpretation: Available

Out of game titles for smartphone/tablet, an app which records top sales in the Japanese market has attracted some attention. As smartphones and tablets have become high-tech, the time has come in which the expression and game performance are emphasized and quality equal to the family console games is required in game apps. Publishers in each country have sought partnerships with Japanese corporations with proven records of game app development and heighten their approach to the Japanese market. **Are Japanese game apps really attractive to them?** Key persons from corporations representing the market in each Asian country will discuss the actual ability of Japanese content and future vision.

<Theme>

The scramble for Japanese content:

- Are Japanese game titles really that attractive? -

<Summit Panelists>



China
Kelis Piao
(Vice President, Tencent, Inc.)



Japan
Naoki Aoyagi
(Senior Vice President, GREE, Inc.)



Indonesia
Revie Sylviana
(Sr. GM Digital Entertainment, XL)



Singapore
Alvin Yap
(CEO, TMGamer)



Japan
Kenji Kobayashi
(Member of the Board,
DeNA Co., Ltd.)



South Korea
Kyu Lee
(Vice President at GAMEVIL
Business Development
Headquarters / CEO and
Representative Director at
GAMEVIL JAPAN)

Asia Game Business Summit Outline

Schedule: Thursday, September 18, 1:30pm - 3:00pm

Venue: Event Stage in Hall 8

Admission: Admission free (Advance registration required)

* Advance registrations are accepted on the TOKYO GAME SHOW 2014 official website (<http://tgs.cesa.or.jp/forum/en/>).

* Please note that we may not be able to accept your registration request if the number of registrations reaches the limit.

TOKYO GAME SHOW 2014 Event Outline

Event Title: TOKYO GAME SHOW 2014
Organized by: Computer Entertainment Supplier's Association (CESA)
Co-organized by: Nikkei Business Publications, Inc. (Nikkei BP)

*TOKYO GAME SHOW 2014 is promoted by "The Project for Localization & Promotion of Japanese Visual Media (J-LOP)" from the Ministry of Economy, Trade and Industry.

Period: September 18 (Thursday) Business Day 10:00 – 17:00
September 19 (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 20 (Saturday) Public Day 10:00 – 17:00
September 21 (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: 220,000 (estimated)

Number of exhibitions: 224 (as of July 9)

Admission (Public Days): Adults (including junior-high school students): 1,200 yen (tax included)
*1,000 yen for advance ticket (tax included)
Elementary school students and younger: Free