

# TOKYO GAME SHOW 2014

Changing Games: The Transformation of Fun

<PRESS RELEASE>

September 18, 2014

## “TOKYO GAME SHOW 2014” Opens!

**A record high number of exhibitors,  
421 companies /organizations from 32 countries/regions**

**Number of smartphone game titles has almost doubled!  
New titles for a variety of new platforms will be introduced.**

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

TOKYO GAME SHOW 2014 (TGS 2014) is opening today for 4 days from September 18 to September 21, 2014. The show 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. 18 & 19) are the Business Days for the people working in the game industry while the latter two days (Sep. 20 & 21) are the Public Days for the game users.

Exhibitors of TOKYO GAME SHOW 2014 are from 32 different countries and regions, and the total number of exhibitors is 421 (Domestic: 219, Overseas: 202), marking the record high numbers, respectively. Total of 1,363 titles is reported to be exhibited.

### - TOKYO GAME SHOW 2014 Preliminary Statistics -

(as of September 17, 2014)

- \* Number of exhibitors: 421 (last year: 352)
- \*Number of exhibiting titles: 1,363 (last year: 962)
- \*Countries and regions of exhibitors: 32 (last year: 33)

Exhibitors' countries and regions at TOKYO GAME SHOW 2014					
<b>Asia/Pacific (17 countries/region)</b>					
Australia	Brunei Darussalam	Cambodia	China	Hong Kong	Indonesia
Japan	Korea	Laos	Macau	Malaysia	Myanmar
Singapore	Taiwan	Thailand	The Philippines	Vietnam	
<b>North/South America (4 countries)</b>					
Argentine	Brazil	Canada	United States		
<b>Europe (11 countries)</b>					
Austria	Denmark	France	Germany	Ireland	Poland
Spain	Sweden	Switzerland	The Netherlands	United Kingdom	

(\*Alphabetical order by each area)

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

## **New fun of games on all platforms in one place**

The technology innovation in the gaming world has further evolved and the game world where people can enjoy entertainment beyond differences of the devices and platforms has emerged. Under the theme of “Changing Games: The Transformation of Fun”, this year’s TOKYO GAME SHOW presents the latest fun for non-portable game consoles, mobile devices, smartphones, PCs and various new platforms. Also, you will see a game-changing technology with your own eyes, such as a head-mount display supporting VR (Virtual Reality), which will bring a new experience.

### **TGS regarded more as the great opportunity for international business meeting**

In the TOKYO GAME SHOW aiming to be the “World’s Best Business Event”, the demands of the international business meetings have increased rapidly. Exhibitors from overseas have increased (202 companies this year vs. 162 companies last year) in the International Pavilion, Asian New Stars Area, Business Solution Area and Business Meeting Area. This comprises approximately half of all exhibitors (421 companies).

Number of confirmed appointments in the business matching system, “Asia Business Gateway” has exceeded the one of last year, which speaks the TGS’s role as the show for international business meetings.

### **TGS delivers more comfort and hospitality on Public Days**

In order to fulfill the recent diversifying visitors’ needs, the TOKYO GAME SHOW will provide more comfortable venue environment and highly entertaining projects to all visitors. The enhanced points for visitors on Public Days are as follows:

#### **\*More comfortable venue and environment:**

- We’ve conducted a significant review on the exhibition layout in the venue, and by separating the major exhibition zones from North to South, we will alleviate the venue congestion and ensure safety.
- By changing the general entrance from the North side of the Hall 1 to West center side of the Hall 1, we will open up the frontage and alleviate the congestion.
- We will improve the setting locations of the in-house digital signage and its display design, so that we can display waiting time for the popular booths or information on handouts more clearly. We will continue to provide a free app, the “TGS Guide” in which visitors can check the venue map, lists of exhibitors and exhibition titles on the smartphone.

#### **\*Entertaining elements:**

- We will continue to hold TGS Grand Lottery in which all visitors can participate and the music concerts this year. We will also broadcast the event live on the TGS official movie channel, “niconico.” We will increase the number of tables and benches at the food/drink area (Hall 9, Public Days only), creating a more comfortable space.

The TGS will present the surprise and fun to everyone involved in the computer entertainment worldwide, from business to entertainment.

## [Trend on Titles of Exhibitors]

This year the number of iOS/Android game exhibits doubled as compared to the last year, and the exhibit of titles for PlayStation 4 and Xbox One released this year has increased. Also, the titles for a new platform, Steam and other new titles in different genres will be introduced.

### [List of exhibiting game titles by platform and genre]

(As of September 17, 2014)

Platform	Number of titles		Genre	Number of titles	
	2014	2013		2014	2013
iOS	259	114	Action	179	126
Android	246	112	Role Playing	138	105
Other smartphones	32	7	Indie games	81	-
Feature phone	22	24	Simulation	73	69
Nintendo 3DS	41	47	Puzzle	63	25
Nintendo DS	1	0	Adventure	35	26
Wii U	13	7	Sports	23	20
Wii	3	1	Shooter	17	12
PlayStation 4	42	22	Action Shooter	16	17
PlayStation 3	43	54	Action Role Playing	13	11
PlayStation 2	0	1	Action Adventure	12	27
PlayStation Vita	34	37	Racing	7	10
PlayStation Portable	5	6	Others (Genre)	263	123
Xbox One	24	18	Development tools	32	4
Xbox 360	16	36	Peripherals	19	4
PC	79	65	Others (Goods)	392	383
PC Browser games	10	15	<b>Total</b>	<b>1,363</b>	<b>962</b>
Steam	4	-			
Others*	489	396			
<b>Total</b>	<b>1,363</b>	<b>962</b>			

\*Others include Indie games, Goods, and Smartphone accessories.

#### Trial play of some types of game titles

At TOKYO GAME SHOW 2014, 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 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 (Mihamachi, Chiba City, Chiba Prefecture)  
Exhibition Hall 1-9 / Event Hall / International Conference Halls  
Number of visitors: 220,000 (estimated)  
Number of exhibitions: 421  
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