

# TOKYO GAME SHOW 2015

Press Release

February 17, 2015

“Play Your Way: Games Unleashed” as the new theme!!

## TOKYO GAME SHOW 2015

**Date: September 17 (Thursday) to September 20 (Sunday), 2015**

**Venue: Makuhari Messe**

Applications for exhibition booths are now being accepted.

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

The Computer Entertainment Supplier's Association (CESA), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP), has announced it will hold TOKYO GAME SHOW 2015 at Makuhari Messe for four days from Thursday, September 17 through Sunday, September 20, 2015. Its applications for booths are now being accepted. In TOKYO GAME SHOW 2015, the first two days of the show will be the Business Day for the relevant parties while the latter two days will be Public Day, as in the past.

The theme for TOKYO GAME SHOW 2015 has been decided: “Play Your Way: Games Unleashed” The theme implies our wish for many more people to experience the broadening sphere of fun from game like never before.

Last year's TOKYO GAME SHOW welcomed the record high of 412 corporations/organizations from 32 different countries and regions as exhibitors, and attracted approx. 250,000 visitors. The TOKYO GAME SHOW continues to grow as a prominent event in the global game industry.

In recent years, how to enjoy game has diversified. Examples include game streaming distribution via a new type of console, live coverage by game fans, virtual reality (VR) which can be enjoyed with a head-mount display, etc. The TOKYO GAME SHOW 2015, which welcomes the anniversary as its 25th events this year, will exhibit many new titles for each platform, and contents that expand ways of enjoying games, such as playing/sharing games via platforms, are expected to increase. The exhibition area for independent game developers is called Indie Game Area. It is attracting growing global attention and the area will be expanded as well.

By cooperating with government agencies and game-related organizations of South East Asia and other countries as in the past, the TOKYO GAME SHOW will attract influential corporations and start-up companies overseas. Further, we will contribute to the development of the game industry by revitalizing business meetings which would create global business opportunities through “Asia Business Gateway” where exhibitors and attendees can set up meeting appointments in advance each other.

To be a place where game can be enjoyed along everyone's taste. --- Please look forward to the TOKYO GAME SHOW 2015.

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

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Theme of the TOKYO GAME SHOW 2015

“Play Your Way: Games Unleashed”  
「**もっと自由に、GAMEと遊ぼう。**」

Nowadays, how to play a game is not limited to one way.

It can be on the game console, mobile, tablet or PC.

Wherever, whenever, however you like.  
You can now choose the style that fits you.

How to enjoy a game is not limited to one way either.

It's not just playing, but also creating your own games, covering the game live,  
or watching a moving image.

With free thinking, you can even create a new way of enjoying the game.

Entertainment continues to create new cultures one after another.

That's a game.

Please enjoy the TOKYO GAME SHOW 2015 that is full of various game fun  
and surprises to the fullest!

## [Exhibition Areas and Organizer's Projects (TBD)]

### ○ Halls 1 to 8

#### ● General Exhibition Area

Provides digital entertainment products and services focusing on video game software.

\*This area will be open for the entire period of the show (4 days).



#### ● Merchandise Sales Area

Designed to market video game-related products and software.

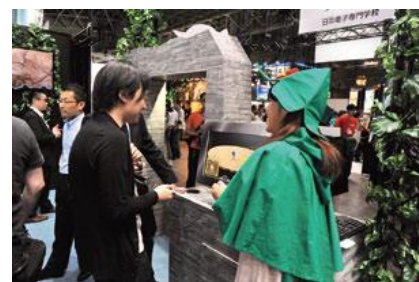
\*Some booths will be open for the entire period of the show, while other booths will be open only on Public Days.



#### ● Game School Area

Introduces educational institutions such as video game schools, universities and distance learning for future game creators.

\*This area will be open for the entire period of the show (4 days).



#### ● Smartphone/Social Game Area

Introduces games for smart devices such as smartphones and tablets (iOS, Android, etc.) and games that can be enjoyed on a mobile terminal and PC browser.

\*This area will be open for the entire period of the show (4 days).



#### ● Game Device area

Introduces video game devices and related items to be used with the home-use video game equipment, handheld game consoles and PC games, which include controllers, keyboards, mice, and headphones.

\*This area will be open for the entire period of the show (4 days).



#### ● Romance Simulation Game Area

Introduces romance games such as dating-simulation games targeted at female players.

\*This area will be open for the entire period of the show (4 days).



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- **Family Area**

Showcases family-oriented video game software, arcade games, and video game-related items, and offers events featuring game characters that are popular among children.

\*Entrance into this area is restricted to elementary school students and younger, as well as accompanying adults.  
\* Open during Public Days only.



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- **Indie Games Area**

Introduces completely original indie games for all platforms, for independent developers.

\*Two types of exhibition plans are available: Type A is inexpensive and an individual can exhibit (need to go through a selection process after applying) and Type B (new) is for corporations only and it is first-come-first-serve basis. Please see the official website for details of each exhibition plan.



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- **Hall 9**

- **Cyber Games Area (Formally known as PC Game Area)**

Displays PC game titles, PC main unit, parts, etc. to be installed around the venue for an e-sports competition of mainly PC games; "Cyber Games Asia." This is the area where you can feel the lure of the e-sports competition.

\*Open during Public Days only.



- **Cosplay Area**

Cosplay products are exhibited and sold to cosplayers and cosplay fans.

\*Open during Public Days only.



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\*Additionally at Hall 9, a lottery will be held where visitors can win big prizes and Food & Drink Area will be set where visitors can enjoy local gourmet foods.

## ○ Event Hall

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### ● Music Live Event

A music live event featuring popular games and related Animations will be held, an experience that can only be seen at the TOKYO GAME SHOW.

\*A separate ticket charge is required.  
\*This event will be held in the evenings of Public Days.



\*The details of programs for the Event Hall will be announced as soon as they become available.

## [Business-to-Business Exhibition Area/Organizer's Projects (TBD)]

## □ Halls 1 to 8

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### ■ Business Solution Area

Exhibits video game items aimed at game-related companies. "Cloud Computing/Data Center Pavilion" introduces cloud computing and data center services to support online infrastructure enabling social and network games.

\*Exhibitors may participate either for all four days or just during the Business Days.



### ■ Asian New Stars Area

Introduces new "star" companies in the game industry, such as promising game ventures in Asia outside Japan. In cooperation with media partners from each country/region, we will also implement promotions targeted at Japanese companies.

\*Open during Business Days only.



## □ International Conference Halls

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### ■ Business Meeting Area

This is a meeting space where you can conduct productive sales negotiations in a calm atmosphere.

We will also introduce "Asia Business Gateway," which is a system that matches exhibitors with Business Day visitors, and exhibitors with different exhibitors.

\*Open during Business Days only.



## ◆ Scheduled Events Only on Business Days

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### ◆ Asia Game Business Summit

We will hold this international conference, where all the top Asian game makers meet, to expand video game business using market strategies centering on Asia.



### ◆ SENSE OF WONDER NIGHT 2015

An international festival to present various ideas on game prototypes and other game items. Selected from around the world, the distinguished title will be presented to the game industry people.



### ◆ TGS Forum 2015

A conference, aimed at visitors attending during the Business Days who are in the game business, focusing on the latest trends in video game technologies and business operations.



### ◆ International Party

On the evening of the second Business Day (September 18), we will hold a networking party aimed at promoting business exchange of visitors and exhibitors from various countries and Japanese exhibitors.



## ◇ Other

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### ◇ Official Video Channel

On the official video channel, organizer's projects and exhibitors' booths will be streamed live. This allows us to convey the lure of the TOKYO GAME SHOW to game fans in Japan and overseas who are unable to attend the event. The official video channel will be supported by niconico.

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\* The above contents are current as of February, 2015. They may be changed if the preparation situation changes.

\* All of the images are for reference only.

\* The details on each area and organizer's projects will be announced through our press releases.

## TOKYO GAME SHOW 2015 Event Outline

- Event Title: TOKYO GAME SHOW 2015
- 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 (TBD)
- Period: September 17 (Thursday) Business Day 10:00 – 17:00  
September 18 (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 19 (Saturday) Public Day 10:00 – 17:00  
September 20 (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: 300
- 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

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

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