TOKYO GAME SHOW 2015

Now accepting entries from independent game developers!

"Indie Game Area"
"SENSE OF WONDER NIGHT 2015"

Sony Computer Entertainment Japan Asia is confirmed as a special sponsor for both projects!

Exhibition at the "Indie Game Area" (type A) is FREE!

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

TOKYO GAME SHOW 2015, organized by the Computer Entertainment Supplier's Association (CESA) and co-orgazined by Nikkei Business Publications, Inc. (Nikkei BP) started accepting entries for two projects from the independent game developers; "Indie Game Area (type A)" and "SENSE OF WONDER NIGHT 2015 (SOWN 2015)."

Established in 2013, the Indie Game Area attracted much attention from independent game developers around the world and 68 organizations from 17 countries/regions were selected to exhibit out of 310 applications last year.

SOWN is a project to showcase game ideas that will catch people by surprise and give them a "Sense of Wonder"- a sense that something will change in their world. Last year, out of 136 applications, 10 finalists from 4 different countries presented their ideas on stage.

Starting today, applications for exhibition entries for two projects are being accepted at the official website (http://tgs.cesa.or.jp/en/). The deadline for the application is Friday, May 29 for the Indie Game Area (type A) and Monday, July 6 for SOWN 2015, respectively.

Also, continued from the last year, it is now confirmed that Sony Computer Entertainment Japan Asia (SCEJA) is a special sponsor for both projects.

SCEJA fully covers the exhibition fee (99,900 yen for 4-day exhibit and 32,400 yen for 2-day exhibit on Public Days) in the Indie Game Area (type A) for those selected by the TGS Management Office. Thanks to this sponsorship, the booth fee for this area (type A) is now free.

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

TOKYO GAME SHOW 2015 will provide opportunities to showcase the new game ideas to the world via projects for independent game developers; Indie Game Area and SOWN 2015.

For details on application and procedure for both projects, please refer to following pages and the TOKYO GAME SHOW official website:
http://tgs.cesa.or.jp/en/

- **For inquiries on "Indie Game Area"(e-mail only)：indie@nikkeibp.co.jp**
- **For inquires on "SOWN 2015" (e-mail only)：sown@nikkeibp.co.jp**

(1) Indie Game Area

  The Indie Game Area is an exhibition area for independent game developers. This area gives game developers the opportunity to exhibit games for every platform with the objective of creating new movements in the computer entertainment industry.
  Up to 60 (tentative) booths will be available for those selected by the TGS Management Office.

Name: Indie Game Area (type A)
          *In this area, "type B" is also available, where only corporations can exhibit with a fee in
            a first-come-first-serve basis.
          ("Type B" is not covered with free of charge exhibit)
Period: Thursday, September 17 to Sunday, September 20, 2015
Location: Makuhari Messe, Exhibition Hall
Exhibition category:
              1) Public Days + Business Days (4-day exhibit)
              2) Public Days (2-day exhibit)
          *Please note that participants are not permitted of any types of sales activities.
Exhibition fee: Free
                *Exhibition booth includes: A booth, five passes for Indie Game Area exhibitors
Application method: Complete and send the application form on the TGS official website
                  (http://tgs.cesa.or.jp/en/) to Management Office.
Application deadline: Friday, May 29, 2015 (*Japan Time)
Screening: Selection by the TGS Management Office
Results: The selected applicants will be directly contacted by the Management Office between the
          beginning and middle of July 2015.
          *We may ask for additional information, depending on your entry.
          *We may recommend that you exhibit in other exhibition area, depending on your entry.

Who qualifies to exhibit (type A):
- 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 must not carry any capital ties with other
  entities (i.e. It shall not be invested from a large game publisher.)

What can be exhibited (type A):
- A completely original game (Derivative content cannot be exhibited regardless of whether or not it is
  licensed.)
- Created for a platform which an applicant has the right to develop.
- Works that comply with the CESA Code of Ethics and the CERO Code of Ethics
  (http://www.cero.gr.jp/regulation.pdf) 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:
Complete the application form on the TGS official website (http://tgs.cesa.or.jp/en/) and **submit it by Friday, May 29. (*Japan Standard Time)**

Inquiries about Indie Game Area (e-mail only)

indie@nikkeibp.co.jp

(2) SENSE OF WONDER NIGHT 2015

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 8th year and it is one of the popular projects in the TOKYO GAME SHOW.

We are looking forward to receiving innovative ideas to be presented at the TOKYO GAME SHOW 2015.

In 2014, we received 136 entries from 27 countries and regions. 10 titles were selected for presentation, including 8 from outside Japan. The audience of more than 350 people gathered for the presentations of unique game ideas. Also, the presentation was broadcasted live via internet worldwide. 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 free booth in the "Indie Game Area (type A)" will be granted to game developers nominated as the presenters for SOWN.

<Objectives of SENSE OF WONDER NIGHT>
・ To introduce games with a 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 2015 (SOWN 2015)

Organized by: Computer Entertainment Supplier's Association (CESA) /
Nikkei Business Publications, Inc. (Nikkei BP)

Cooperation by: International Game Developers Association Japan Chapter (IGDA Japan)

Application Method: Enter via the SOWN 2015 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 6, 2015 (*Japan 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 2015.

* Entries selected by the Screening Committee and deemed presentable at the TOKYO GAME SHOW 2015 (up to 10 entries) will be regarded as the final SOWN 2015 presentation games.

SOWN 2015 Presentation

Date: Friday, September 18, 2015 (14:00 to 16:30, scheduled)

Venue: Hall 8 Event Stage, Makuhari Messe (tentative)

Admissions: All Business Day entry pass holders of TGS2015 are welcome to attend the SOWN 2015 presentations.

Notes: The Presentation Day

-"TOKYO GAME SHOW 2015" Business Day entry passes and invitations to the TGS Forum will be provided to the selected applicants who will be making presentations at SOWN 2015.

-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 scheduled. 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 2015
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 2015 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.

Inquiries about SENSE OF WONDER NIGHT (e-mail only)

sown@nikkeibp.co.jp