

# TOKYO GAME SHOW 2015

Play Your Way: Games Unleashed

PRESS RELEASE

August 11, 2015

## TGS Forum 2015 Asia Game Business Summit 2015 Session outline finalized!

**Advance registration for Business Day starts on Aug.11.  
“Premium Lounge Membership” is newly introduced!**

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

TOKYO GAME SHOW 2015 (TGS2015), organized by the Computer Entertainment Supplier's Association (CESA) and co-organized by Nikkei Business Publications, Inc. (Nikkei BP), announces the outline of TGS Forum 2015 and Asia Game Business Summit 2015, which will be held over two days of Business Day on Thursday, September 17 and Friday, September 18.

On the first day of September 17, TGS welcomes Mr. Akihiro Hino, President and CEO of LEVEL-5, as the keynote speaker. Mr. Hino, who is also well-known as the creator of the mega-hit “Yokai Watch,” will talk about creating popular content from the viewpoint of both a creator and a corporate executive at the same time.

In the part 2 of the keynote, it is the first time for TGS to present three major video streaming platformers on stage; “**Twitich**” which is affiliated with Amazon.com, “**YouTube**” by Google and “**niconico**” by DWANGO.

After the Keynote session, the “Asia Game Business Summit 2015” will welcome representatives from leading corporations in Japan and China. This year's theme will be “Taking Another Crack at the Chinese Market.” The panel discussions will be held in order to understand respective markets in the viewpoints such as footprints of Japanese companies which have kept challenging in the Chinese market and proposals to the Japanese companies by the Chinese.

The special session on Friday, September 18 will invite experts in four crucial fields of the current gaming industry; “Game Trend,” “Smartphone,” “Game Marketing” and “Game Technology” for relay talks and discussions.

\*For TGS Forum2015 and Asia Game Business Summit2015, Please see next pages for more details.

Advance registration for TGS Forum 2015 and Asia Game Business Summit 2015 is scheduled to start on Tuesday, August 11 on the official website ( <http://tgs.cesa.or.jp/forum/en/> ).

**Advance registration for Business Day starts on Aug.11 and “Premium Lounge Membership” is newly introduced.**

Advance registration for Business Day for the people in game business has begun on the official website ( <http://tgs.cesa.or.jp/en/> ). You can apply by using a “Business Day Registration Ticket” distributed by the exhibitors to the related parties, as well as by paying the fee (5,000 yen including tax). (After the application is submitted, profile verification will be conducted.)

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

Starting this year, visitors can use an appointment system “Asia Business Gateway” to have business meetings not only with exhibitors and but also with visitors by the “**Premium Lounge Membership**” (50,000 yen including tax). When visitors apply for the “Premium Lounge Membership,” they will be provided with comfortable environment for meetings such as the special premium lounge, etc. For details, please see the official website.

## □ **TGS Forum 2015**

### **[Keynote Session]**

**Date: Thursday, September 17, 2015**

**Venue: Event Stage in Hall 1**

**\*Simultaneous interpretation: Available**

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

##### **<Introduction>**

#### **“The Current State of the Japanese Computer Game Industry, and the New Computer Entertainment Supplier’s Organization (CESA)”**

In April 2015, the Computer Entertainment Supplier’s Association (CESA), whose core business is the console game, has merged with the Japan Social Game Association (JASGA), whose base business is the mobile phone/smartphone gaming. It is safe to say that this is the result of conforming to the environment surrounding the gaming industry in Japan. The new chairman, Hideo Okamura will talk about the role of the new-born CESA.

<Lecturer> Hideki Okamura (Chairman, The Computer Entertainment Supplier’s Association)

#### **“Hit Contents Creation made possible by the unique status of a Creator and Corporate Executive”**

LEVEL-5, developer and publisher of the mega-hit “Yokai Watch” will venture into the U.S. market with the latest title of the same series in 2015. The company which has created various popular titles is powering up with animation, comic books and toys, and starting to roll into the global market.

The president and CEO, Mr. Akihiro Hino, who is the driving force of the company, will explain the creation of popular content, which was made possible by being the creator and CEO at the same time.

<Lecturer> Akihiro Hino (President and CEO, LEVEL-5 Inc.)

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

##### **<Theme>**

#### **“The New Era of Computer Game Marketing” – Possibilities Created by the Utilization of Video Streaming Platforms –**

##### **1) Twitch, the Live Game Streaming Platform, and Amazon’s App Business Strategy**

<Lecturer>

-Jonathan Shipman (Senior VP, Global Infrastructure, Twitch Interactive, Inc.)

-Jonathan Nagao (Director, App Dept., Amazon.com, Inc.)

-[Video Message] Emmett Shear (CEO, Twitch Interactive, Inc.)

## 2) The New Experience and Community Realized by YouTube and Video Creators

<Lecturer> Ryan Wyatt (Global Head of Content for Gaming, YouTube,LLC)

## 3) Game Platform Strategy Where The Real and The Net Are Integrated

<Lecturer> Daisuke Yokosawa (Director & CCO / General Producer, niconico Chokaigi & Tokaigi, DWANGO Co.,Ltd.)

### TGS Forum 2015: Keynote Session Outline

- Schedule: Thursday, September 17, 10:30am - 12:25pm (planned)
- Venue: Event Stage in Hall 1
- Admissions: Free (Advance registration required)  
\* Advance registration (free of charge) for the keynote session will not grant the admission for exhibitions. In order to enter the exhibition venue except the keynote session, you need "Business Day Registration Ticket" (free of charge, advance registration required) or "Press Pass," or you need to register and pass the screening for Business Day (Advance Registration Fee: 5,000 yen/tax included).
- Application: Applications will be accepted from **Tuesday, August 11th** via the TOKYO GAME SHOW 2015 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-site.

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

### **[TGS Forum 2015: Expert Session]**

**Date: Friday, September 18, 2015**

**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.

<b>1:00pm - 3:00pm, Sep.18</b>	
<b>Game Trends Session (Room: 201)</b>	<b>Smartphone Gaming Session (Room: 301)</b>
<p style="text-align: center;"><b>Creation of New Interactive Entertainment – Game Play Live-Streaming –</b></p> <p>Game play live-streaming is rapidly garnering attention as a new form of marketing, which appeals to users by giving them a sense of participation as well as creates booms through word of mouth. The panelists are as follows. From Sony Computer Entertainment is Bloodborne producer Masaaki Yamagiwa, who, as a platformer, undertakes titles that leverage PlayStation 4's social networking features. From Capcom is Koichi Sugiyama, producer of Street Fighter, the highly popular fighting game series. From Square Enix is producer Takamasa Shiba, who has worked on multiple hit titles on a wide range of platforms, including Dragon Quest Monsters Super Light for smartphones. They will reveal their respective thoughts on the utilization of game play live streaming and discuss the possibility it poses.</p> <p>&lt;Panelists&gt;  - Masaaki Yamagiwa (Producer of Bloodborne, Sony Computer Entertainment JAPAN Studio)  - Koichi Sugiyama (Producer, Osaka Project Promotion Department 2, Development Division, CAPCOM CO., LTD.)  - Takamasa Shiba (Division Executive and Producer, Business Division 7, SQUARE ENIX CO., LTD.)</p> <p>&lt;Moderator&gt;  - Tetsuro Ito (Staff Writer, Nikkei Entertainment, Nikkei Business Publications)</p>	<p style="text-align: center;"><b>At the Frontline of 2015 Smartphone Game Hits – How to Survive the increasing Red Ocean Strategies of the Smartphone Gaming Industry –</b></p> <p>With the rapid growth of smartphone gaming, the market is now inundated with smartphone game content as a result of an increase in the number of game content suppliers, and the over-saturation of the market is forcing companies to take red ocean strategies. However, there are new games that have survived this battle for existence and bloomed as hits. What were the processes involved in nurturing these games into best sellers? We go behind the scenes for the answer.</p> <p>&lt;Panelists&gt;  - Kento Suga (Head of APAC Marketing, Niantic Labs @Google)  - Ming-Yang Yu (CEO, Rayark Inc.)</p> <p>&lt;Moderator&gt;  - Akihide Segawa (Deputy Editor, Nikkei Business, Nikkei Business Publications)</p>
<b>3:15pm - 5:15pm Sep.18</b>	
<b>Game Marketing Session (Room: 201)</b>	<b>Game Technology Session (Room: 301)</b>
<p style="text-align: center;"><b>The Latest in Game Marketing Methods – The Rise of a New Marketing Platform –</b></p> <p>What makes a hit game? It takes, in addition to interesting content, effective marketing activities that communicate to a wide audience how entertaining the game is. In addition to advertising that utilizes conventional media, gaming companies are now eagerly awaiting the development of a new medium and methods of utilization. This is an especially pressing challenge in the field of smartphone games, where the race for survival is especially dire. This session will introduce the platforms undertaking new gaming marketing methods.</p> <p>&lt;Panelists&gt;  - Minoru Iwaki (COO, SEGA Networks Company, SEGA Games Co., Ltd.)  - Shingo Otomo (Director, OPENREC, Cyber Z, Inc.)</p>	<p style="text-align: center;"><b>On the Verge of Release—Virtual Reality Games – Hardware and Software Beginning to Line Up –</b></p> <p>The commercialization of virtual reality technology utilizing immersive head-mounted displays (HMD) – as represented by Oculus Rift of Oculus VR (U.S.) and Sony Computer Entertainment's Project Morpheus – is near. Up to now, development of VR hardware technology had been progressing ahead of software content. However, the collection of titles that can fully leverage VR technology is gradually becoming richer. A key person in this industry will explain how both hardware and software are beginning to line up.</p> <p>&lt;Panelists&gt;  - Yoshihito Kondo (Oculus VR Evangelist)  - Kensei Akiyama (Software Business Dept. SCEAJ Development Support Director, Sony Computer Entertainment Japan Asia)</p>

<p>&lt;Moderator&gt;          -Junpei Furuhashi (Deputy Editor, Nikkei Digital Marketing, Nikkei Business Publications)</p>	<p>-Katsuhiko Harada          -Jun Tamaoki (Bandai Namco Entertainment Inc.)</p> <p>- Atsunori Maeshima          (Planning Room, Business Development and Public Relations Group, Production I.G, Inc.)</p> <p>&lt;Moderator&gt;          -Tadashi Nezu          (Staff Writer, Nikkei Electronics, Nikkei Business Publications)</p>
---------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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

### TGS Forum 2015: Expert Session Outline

- Schedule:** Friday, September 18, 1:00pm - 5:15pm (planned)
- Venue:** Room 201 or 301, Conference rooms in the International Conference Hall, Makuhari Messe
- Admissions:** Per session: advance sale ¥8,000 / on-site ¥10,000 (tax included)  
Business Day Registration Ticket for TOKYO GAME SHOW 2015 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 **Tuesday, August 11th** via the TOKYO GAME SHOW 2015 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-site.

## **[TGS Forum 2015: Sponsorship Sessions]**

**Date: Friday, September 18, 2015**

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

**\*Simultaneous interpretation: Not available**

Lectures from “JCSQUARE,” “Virtual Communications,” “FULLER,” and “Fusion Communications” are planned as the Sponsorship Sessions.

### **TGS Forum 2015: Sponsorship Sessions Outline**

Schedule: Friday, September 18, 11:00am - 4:10pm (planned)

Venue: Room 303, 3<sup>rd</sup> floor of Conference rooms in the International Conference Hall, Makuhari Messe

Admissions: Free

Application: Applications will be accepted from **Tuesday, August 11th** via the TOKYO GAME SHOW 2015 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-site.

## **□ Asia Game Business Summit**

### **[Asia Game Business Summit 2015]**

**Date: Thursday, September 17, 2015**

**Venue: Event stage in Hall 1**

**\*Simultaneous interpretation: Available**

Numerous Japanese gaming companies have attempted to enter the Chinese market in anticipation of an expansion of the gaming market there. However, there are almost no companies that have enjoyed blockbuster success. The reasons vary, from differences in corporate cultures, market needs and systems to political issues. Left in the wake has been a vague impression of the difficulty of succeeding in China.

However, gradual changes in circumstances have started taking place since the latter half of 2014. New dimensions, including liberalization of the market for home-use video game consoles and rise of Chinese- and foreign-made smartphone games, have begun appearing in the Chinese gaming business. Speaking at the panel discussion will be representatives of Japanese firms that are strengthening their advances into the Chinese Gaming Market, and representatives of Chinese gaming firms, who see differences with their Japanese counterparts in the way they do business.

What is required to crack the Chinese gaming market? From this perspective, the panelists will explore the circumstances and issues contained in each other's markets and seek to identify what is required for taking the next step.

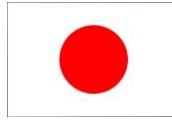
<Theme>

## Taking Another Crack at the Chinese Market

<Summit Panelists>



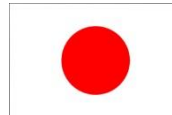
China  
Tunghai Chien  
(President, Shanda Games)



Japan  
Keiji Honda  
(Director, SQUARE ENIX CO., LTD.)



China  
Yunfan Zhang  
(COO, Perfect World)



Japan  
Ren Yi  
(CEO, DeNA China)

<Moderator>

-Hideo Shinada (Senior Staff Writer, Nikkei Entertainment, Nikkei Business Publications)

### Asia Game Business Summit 2015 Outline

Schedule: Thursday, September 17, 1:30pm - 3:00pm

Venue: Event Stage in Hall 1

Admission: Free (Advance registration required)

\* Advance registrations are accepted on the TOKYO GAME SHOW 2015 official website ( <http://tgs.cesa.or.jp/forum/en/> ).

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

### 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)

\*TOKYO GAME SHOW 2015 is promoted by "The Project for Localization & Promotion of Japanese Visual Media (J-LOP)" from the Ministry of Economy, Trade and Industry.

Period: Sep.17 (Thu.) / Sep.18 (Fri.) Business Day 10:00 – 17:00

\*Note: Entrance into the show during Business Days is restricted to business visitors and members of the press.

Sep.19 (Sat.) / Sep.20 (Sun.) 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 1-11 / Event Hall / International Conference Halls

Number of visitors: 220,000 (projected)

Number of exhibitors: 293 (As of July 10)

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