

TOKYO GAME SHOW 2015

Play Your Ways: Games Unleashed

<PRESS RELEASE>

September 17, 2015

“TOKYO GAME SHOW 2015” Starts Today!

**The record high number of exhibitors,
480 companies /organizations from 37 countries/regions**

The show symbolizes the incremental growth of Asian game market and the diversified and widening ways of enjoying games!

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

TOKYO GAME SHOW 2015 (TGS 2015) starts today for 4 days from September 17 to September 20, 2015. The show is organized by the Computer Entertainment Supplier's Association (CESA; Chairman: Hideki Okamura), in cooperation with Nikkei Business Publications, Inc. (Nikkei BP; President & CEO: Kohei Osada).

The first two days (Sep. 17 & 18) are the Business Day for the people working in the game industry and the press, while the last two days (Sep. 19 & 20) are the Public Day for the game users and general public.

Exhibitors of TOKYO GAME SHOW 2015 are from 37 different countries and regions, and the total number of exhibitors is 480 (Japanese exhibitors: 234, Overseas: 246), marking the record high numbers, respectively. The total reported number of exhibiting game titles adds up to 1,283.

- TOKYO GAME SHOW 2015 Preliminary Statistics -

(as of September 16, 2015)

- * Number of exhibitors: 480 (2014: 421)
- * Number of booths: 2,009 (2014: 1,715)
- * Countries and regions of exhibitors: 37 (2014: 32)
- * Number of exhibiting titles: 1,283 (2014: 1,364)

Countries and regions of exhibitors					
Asia/Pacific (18 countries/region)					
Australia	Brunei Darussalam	China	Hong Kong	India	Indonesia
Israel	Japan	Korea	Macau	Malaysia	Myanmar
Philippines	Singapore	Taiwan	Thailand	UAE	Vietnam
North/South America (4 countries)					
Canada	Chile	Colombia	USA		
Europe (15 countries)					
Denmark	Finland	France	Germany	Ireland	Lithuania
Poland	Russia	Serbia	Spain	Sweden	Switzerland
The Netherland	Turkey	United Kingdom			

(*Alphabetical order by each area)

TOKYO GAME SHOW plays more important role in the international game market!

TOKYO GAME SHOW 2015 is by far the biggest with 480 exhibitors and the number of exhibitors from overseas is more than half of the overall exhibitors. Thanks to the growth of smartphone, the game industry has been expanding on a world scale. Foreign companies seek more opportunities to partner with Japanese game companies which carry superior contents, and also TOKYO GAME SHOW has made itself into a hub of business meeting between foreign companies. Since 60% of 98 exhibitors of independent games consists of foreign indie game developers and it becomes easier for them to publish their games by online, there we could say is growing trend of participating the game trade show worldwide to sell their games more aggressively.

Widening way of enjoying games and coming up of new gaming culture!

You can enjoy widening game front at TOKYO GAME SHOW 2015 with the theme of “Play Your Ways: Games Unleashed”. At the venue, there is a wide range of games from the latest games, which attract users with beautiful expression and spectacular world view by the advanced graphic technologies, to the casual games, which can be played anywhere anytime. New game culture is also created such as Virtual Reality, game running commentary, and game feeling and viewing. You can realize games are not limited in our thinking and become more essential part of entertainment and communication.

TOKYO GAME SHOW will give surprise and delight to the world.

[Trend on Titles of Exhibitors]

Planned Exhibiting titles in 2015 (including Goods) sharing about 40% of iOS / Android games continue to become the popular smartphone game market in the last year. New titles have been exhibited such as PlayStation 4 which is released last year within Japan. In addition, titles for PC games are also increased. Thus, for the smartphone, home video games, portable and PC, new titles for various platforms gathered in TOKYO GAMES SHOW.

[List of exhibiting game titles by platform and genre]

(As of September 16, 2015)

Platform	Number of titles		Genre	Number of titles	
	2015	2014		2015	2014
iOS	252	259	Action	208	179
Android	252	246	Role Playing	189	138
Other smartphones	6	32	Simulation	122	73
Feature phone	8	22	Puzzle	62	63
Nintendo 3DS	29	41	Adventure	70	35
Nintendo DS	0	1	Sports	8	24
Wii U	23	13	Shooter	42	17
Wii	1	3	Action Shooter	14	16
PlayStation4	103	42	Action Role Playing	21	13
PlayStation3	39	43	Action Adventure	15	12
PlayStation Vita	62	34	Racing	6	7
PlayStation Portable	1	5	Others (Genre)	222	263
Xbox One	27	24	Development tools	41	32
Xbox360	7	16	Peripherals	1	19
PC	135	79	Others (Goods)	262	392
PC Browser games	28	10	Indie games*	-	81
Steam	23	4			
Others*	287	490			
Total	1,283	1,364	Total	1,283	1,364

*In 2015, Indie games are divided into each genre.

*Others include Indie games in 2014. In 2015, titles of Indie games are divided into each platform.

Trial play of some types of game titles

At TOKYO GAME SHOW 2015, 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 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: 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 1-11 / Event Hall / International Conference Halls

Number of visitors: 220,000 (projected)

Number of exhibitions: 480

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