



Play Your Way : Games Unleashed

TOKYO GAME SHOW 2015

OFFICIAL REPORT

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizer: Nikkei Business Publications, Inc. (Nikkei BP)

Period: Sep.17(Thursday)-20(Sunday), 2015

Venue: Makuhari Messe



CESA

Nikkei Business Publications, Inc.



1. Outline of the Show/Number of Visitors

Name : TOKYO GAME SHOW 2015

Theme : Play Your Way : Games Unleashed

Organizer : Computer Entertainment Supplier's Association (CESA)

Co-Organizer : Nikkei Business Publications, Inc. (Nikkei BP)

Period : Business Days Sep. 17 (Thursday) - Sep. 18 (Friday)
From 10:00 a.m. to 5:00 p.m.

Public Days Sep. 19 (Saturday) - Sep. 20 (Sunday)
From 9:30 a.m. to 5:00 p.m.

Venue: Makuhari Messe (Mihama-ku, Chiba-shi, Chiba)
Exhibition Halls 1-11 (exhibition area : about 72,000 square meters)
International Conference Hall
Event Hall

Number of exhibitors : 480 (Domestic : 234, Overseas : 246) (421 in 2014 (Domestic : 219, Overseas : 202))

Exhibiting countries and regions : 37 (32 in 2014)

Asia, Middle East and Oceania (18 countries and regions) Australia, Brunei Darussalam, China, Hong Kong, India, Indonesia, Israel, Japan, Macau, Malaysia, Myanmar, Phillipines, Singapore, South Korea, Taiwan, Thailand, United Arab Emirates, Vietnam

North and Latin America (4 countries) Canada, Chile, Columbia, United States

Europe (15 countries) Denmark, Finland, France, Germany, Holland, Ireland, Lithuania, Poland, Russia, Serbia, Spain, Sweden, the Netherlands, Turkey, United Kingdom

Number of booths : 2,009 booths (1,715 booths in 2014)

Exhibited titles : 1,283 titles (number of advance registrations)

Admission fees : Business Day : Individuals with a Complimentary Business Day Registration Ticket are admitted free.

※qualified persons except invitees ¥5,000 (incl. tax)

General visitor: Ticket sold in advance ¥1,000 (incl. tax)

Ticket valid on the day ¥1,200 (incl. tax)

2-1. Achievement of mid-term vision

TGS Mid-term vision:

(1) Become Asia's No.1 computer entertainment show

(2) Achieve both BtoB and BtoC interaction

(3) Contribute to the further growth of the gaming industry

Tokyo Game Show (TGS) set three elements for mid-term vision. In order to achieve those goals, TGS implemented a range of initiatives around two key ideas: becoming the world's best game business event and increasing visitor satisfaction.

In order to achieve the first goal, TGS aimed to increase exhibitor firms from overseas and overseas visitors to the Business Days, plus further enhance their satisfaction through a variety of programs and services. These results bore fruit, with the highest number of overseas exhibitors on record (246), exceeding domestic exhibitors and reaching 51.3% of the total. Similarly, the event saw 1,767 general visitors from overseas, an increase

of 13.6% on last year's 1,555. 661 overseas press organs registered, a 4.9% increase. In this way, global penetration of TGS as a key event in Asia increased further this year.

In terms of increasing visitor satisfaction, TGS focused in particular on reducing congestion within the exhibition halls. Arranging the larger booths along the south and north sides of the venue proved successful last year, so TGS utilized this scheme again and devised a layout that preserved the features of each area while maximizing efficient traffic flows. Further, we implemented a new plan to rotate the first entrance visitors used, changing it at 11:00 AM and easing the flows of new entrants.



[Number of Visitors]

By Platform (Number of Titles)			
iOS	252	PlayStation3	39
Android	252	PlayStation Vita	62
Others (Smartphone)	6	PlayStation Portable	1
Featurephone	8	Xbox One	27
Nintendo 3DS	29	Xbox360	7
Nintendo DS	0	PC	135
Wii U	23	Browser Game	28
Wii	1	Steam	23
PlayStation4	103	Others**	287
TOTAL			1,283

**includes indie game, goods, smartphone accessory

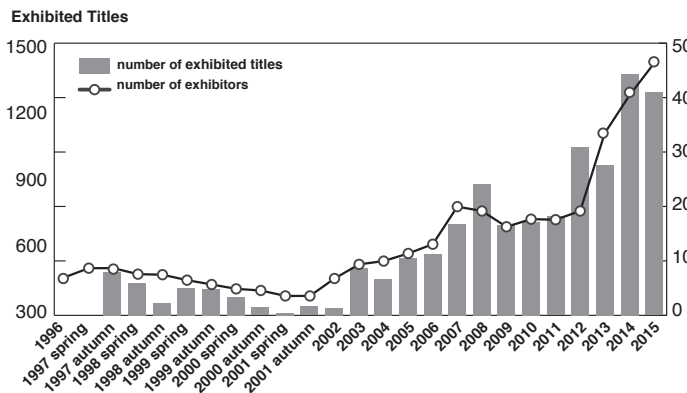
By Genre (Number of Titles)			
Action	208	Action Shooter	14
Role Playing Game (RPG)	189	Action RPG	21
Simulation	122	Acition Adventure	15
Puzzle	62	Racing	6
Adventure	70	Peripherals	1
Development Tools	41	Others (genre)	222
Sports	8	Others (goods)	262
Shooter	42		
TOTAL			1,283

	2015	2014	2013
Business Day	Sep.17 (Thu)	Sep.18 (Thu)	Sep.19 (Thu)
	29,058	27,786	29,171
	Sep.18 (Fri)	Sep.19 (Fri)	Sep.20 (Fri)
Public Day	29,557	28,647	23,183
	Sep.19 (Sat)	Sep.20 (Sat)	Sep.21 (Sat)
	97,601 (including 10,360 in Family Area)	92,308 (including 5,951 in Family Area)	102,399 (including 7,031 in Family Area)
Public Day	Sep.20 (Sun)	Sep.21 (Sun)	Sep.22 (Sun)
	112,230 (including 14,517 in Family Area)	103,091 (including 9,245 in Family Area)	115,444 (including 13,286 in Family Area)
Total	268,446 (including 24,877 in Family Area)	251,832 (including 15,196 in Family Area)	270,197 (including 20,317 in Family Area)

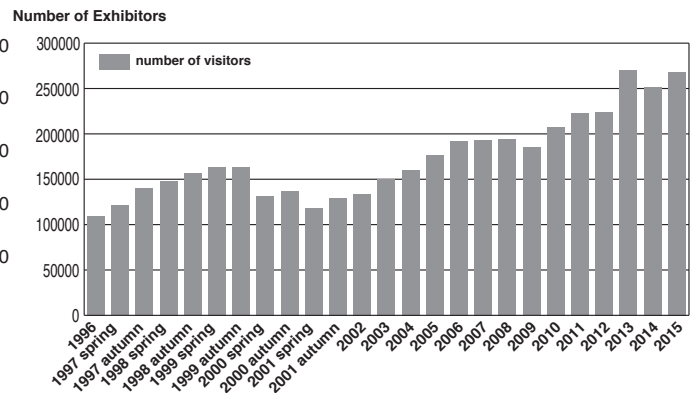
This allowed us to constrain the risks associated with attendees congregating in any one area. TGS also launched a variety of fun events like a Grand Lottery, e-Sports Tournament, and other programming that increased the satisfaction of general attendees. The initiatives described in the forthcoming pages describe how

both of the programs to enhance the respective satisfaction of Business Day attendees and general attendees proved successful and were well-received. Details on each program as follows.

● Changes in number of exhibitors and exhibited titles in TGS



● Changes in number of visitors in TGS



2-2. Initiatives towards mid-term vision

Increased negotiation opportunities



● Enhancement of Business Meeting Area

Location: Conventional Halls A & B, International Exhibit Hall
 A total of 475 business negotiations*¹ were held in the Business Meeting Area, a 9% increase over the 437 held last year. In terms of trends seen, 218 (46%) of these dealings were between Japanese and overseas firms, indicating that the event is growing increasingly international. Meetings between overseas firms also thrived, to the tune of 198 (42%) – in this way, 87.6% of all negotiations were of an international nature.

Business Meeting Area was also held with 11 buyers JETRO (Japan External Trade Organization) had invited from India, Indonesia, Canada, Singapore, Germany, Turkey, France, the US, and Russia, for a total of 133 negotiations with these entities over the two Business Days.

In order to enhance the hospitality offered to these growing numbers of overseas guests for Business Days, TGS enhanced the reception functions available at the 2015 Business Meeting Area. A team of six personnel each capable of speaking two or more languages was installed at the reception desk, and a total of 700 attendees were served (about 500 companies). The reception desk team partnered with the business coordinators (described later) to act as go-betweens between prospective firms. Also available in the space were refreshments (coffee, water coolers), Wi-Fi Internet, and interpreters (Japanese/Chinese/English and Spanish). The team fielded requests for free and contributed to the satisfaction of Business Day attendees.

*¹ Number of known cases by the management office (Only the number of business meetings within the international meeting hall and Business Meeting Area. Number of business meetings at the exhibition hall is excluded.)

● TGS Appointment System (Asia Business Gateway)

This year marked the fourth year since Asia Business Gateway, the TGS Appointment System, was implemented. The system came to the fore again this year in the aid of promoting business meetings with overseas visitors and exhibitors. 1,011 firms registered (2014: 875), with 1,183 advance registrations for business meetings (2014: 1,810; 2013: 1,325; 2012: 554), showing a marked upward. Those firms that went on to a successful matching (advance appointment) were 601, an increase of 5 from 606 in 2014. In all, the foundations were

further laid for increased negotiations at Tokyo Game Show. Attendees from 42 countries and territories (2014: 41) made use of the TGS Appointment System. Excluding Japan, users from Asia represented 17 countries and territories. 2015 saw first-time participating countries such as Kuwait, Christmas Island, Croatia, Colombia, Serbia, Turkey, Nepal, Hungary, and Lithuania, as well as Chile, Finland, and Russia. A total of 77 firms were from Korea (2014: 60) and 60 from China (2014: 47), showing large-scale increases from countries neighboring Japan.

● Business Coordinators

In order to encourage efficient and smooth negotiation in the Business Meeting Area over the two Business Days, dedicated business coordinators were dispatched and installed at the site. Their specific role was to respond to inquiries from exhibitor firms and others and search for the best domestic or overseas firm for them, performing a matching service and making arrangements. Like last year, Eiji Onobu, who has deep expertise in negotiating with overseas firms, led the team of business coordinators, who handled about one hundred cases over the two days and linked prospective firms together.

42 countries and regions of users of Asia Business Gateway

Australia, Austria, Brunei Darussalam, Canada, Chile, China, Christmas Island, Colombia, Croatia, Finland, France, Germany, Holland, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Japan, Kuwait, Lithuania, Macau, Malaysia, Myanmar, Nepal, Philippines, Poland, Russia, Singapore, South Korea, Spain, Serbia, Sweden, Taiwan, Thailand, the Netherlands, Turkey, UAE, United Kingdom, United States, Vietnam

(alphabetical order)



●TGS Forum 2015 Keynote Speeches and Special Lecture

For two days between 9/17 and 9/18, the TGS Forum 2015 was held, a conference targeting business people in the computer entertainment industries and, in particular, the gaming industry. Speeches and lectures explored the future directions of the field. Akihiro Hino, CEO of LEVEL-5, took to the stage for the first speech, using his company's game development process to draw on examples of how to create hit content.

For the second keynote speech, three companies offering video streaming platforms discussed what was one of the key themes of TGS 2015: online video streaming.

Victor Denchartphan of Twitch and Jonathan Nagao of Amazon Japan first took the stage; they were followed by Daisuke



Daisuke Yokosawa,
DWANGO



Ryan Wyatt,
YouTube



Hideki Okamura,
CESA



Akihiro Hino,
LEVEL-5



Yumiko Tajima,
Rakuten



Jonathan Nagao,
Amazon Japan



Victor Denchartphan,
Twitch

Yokosawa, CCO of Dwango, and then by YouTube's Ryan Watt. Each of the companies described how their platforms are being used for live gameplay feeds and video streaming. The turnout for keynote speeches 1 & 2 was a combined 1,271 attendees.

The Special Lecture made its debut for the first time in 2015. It was designed as a way to learn from cutting-edge examples of utilizing social media for the growth of business, and Yumiko Tajima, who is responsible for social marketing at Rakuten, took the stage for a lecture. She discussed into a range of ways the company uses Twitter and other social media to market to and engage with its users.

Keynote Speech: September 17 (Thu) (Interpreting Available)

[Keynote Speech 1] 10:30~11:25

[Introduction]
The Current State of the Japanese Computer Game Industry, and the New Computer Entertainment Supplier's Organization (CESA)

Hideki Okamura Chairman, CESA

Hit Contents Creation made possible by the unique status of a Creator and Corporate Executive At The Same Time

Akihiro Hino President and CEO, LEVEL-5

[Keynote Speech 2] 11:30~12:50

The New Era of Computer Game Marketing — Possibilities Created by the Utilization of Video Streaming Platforms —

New Strategy by Twitch and Amazon For Game Live Streaming and Business Development of Smartphone Apps

Jonathan Nagao Director, Appstore, Amazon Japan
Victor Denchartphan Director, Japan, Twitch Interactive

Game Platform Strategy Where The Real and The Net Are Integrated

Daisuke Yokosawa Director, Member of the Board / Chief Creative Officer, DWANGO

The New Experience and Community Realized by YouTube and Video Creators

Ryan Wyatt Global Head of Content for Gaming, YouTube (U.S.)

Special Lecture: September 18 (Fri) (Interpreting Available)

Leveraging Social Media on Rakuten Ichiba (Shopping Mall) — Expand business by searching and widening new customer base —

Yumiko Tajima Group Marketing Department On-Line Marketing Office Social Marketing Group Group Manager, Rakuten

On 9/18, the second of the Business Days, four special sessions (paid admission) were held. Two began at 1:00 PM – the Game Trends session invited Masaaki Yamagiwa of SCE Japan Studio, Akira Sugiyama of Capcom, and Takamasa Shiba of Square Enix to discuss ways their companies have made use of video streaming. The Smartphone Gaming session had Kento Suga from Niantic, famous as Ingress, and Yu Ming Yang of Rayark, Taiwan’s No. 1 smartphone game maker. They broke down for the audience what steps are needed in order to succeed in the challenging smartphone market.

Beginning at 3:15 PM was the Game Marketing session, which welcomed Minoru Iwaki of Sega Networks and Kengo Otomo of Cyber Z. They discussed the new platforms available to game marketers today. For the Game Technology session, the focus was on the coming era of VR technology: the panelists were Yoshihito Kondo and Chris Pruett of Oculus, Kensei Akiyama of SCEJA, and Katsuhiko Harada and Aya Tamaki of Bandai Namco Entertainment in a discussion on fusing VR technology with content.

Special Session: September 18(Thu) 13:00~17:15	
13:00~15:00	
Game Trends Session	Smartphone Gaming Session
Creation of New Interactive Entertainment —Game Play Live-Streaming—	At the Frontline of 2015 Smartphone Game Hits —How to Survive the Increasing Red Ocean Strategies of the Smartphone Gaming Industry—
Masaaki Yamagiwa , Producer of Bloodborne, Sony Computer Entertainment Japan Studio Koichi Sugiyama , Producer, Osaka Project Promotion Department 2, Development Division, Capcom Takamasa Shiba , Division Executive and Producer, Business Division 7, Square Enix Moderator: Tetsuro Ito , Staff Writer, Nikkei Entertainment, Nikkei Business Publications	Kento Suga , Head of APAC Marketing, Niantic Ming-Yang Yu , CEO, Rayark Moderator: Akihito Segawa , Deputy Editor, Nikkei Business, Nikkei Business Publications
15:15~17:15	
Game Marketing Session	Game Technology Session
The Latest in Game Marketing Methods — The Rise of a New Marketing Platform —	On the Verge of Release—Virtual Reality Games — Hardware and Software Beginning to Line up—
Minoru Iwaki , COO, SEGA Networks Company, Sega Games Shingo Otomo , Director, OPENREC, Cyber Z Moderator: Junpei Furuhashi , Deputy Editor, Nikkei Digital Marketing, Nikkei Business Publications	Yoshihito Kondo , Partner Engineering Specialist Oculus Chris Pruett , Partner Engineering Manager Oculus Kenjo Akiyama , Software Business Dept. SCEAJ Development Support Director Sony Computer Entertainment Japan Asia Katsuhiko Harada , Bandai Namco Entertainment Jun Tamaoki , Bandai Namco Entertainment Atsunori Maeshima , Business Development and Public Relations Group/Planning Room, Production I.G Moderator: Tadashi Nezu , Staff Writer, Nikkei Electronics, Nikkei Business Publications

●Asia Game Business Summit 2015

The Asia Game Business Summit 2015 was launched in order to create an opportunity for business people in the Asian games industry to come to TGS and to enhance the ability of key people in Asia to broadcast information to a wider public. This was the sixth time the conference was held, and the event focused in particular on the Chinese market, with active exchanges of opinion on how to approach and succeed there.

The key theme of the session was “Retrying: A New Attempt at the Chinese Game Market.” Japanese firms explored how best to approach the growing Chinese market, and a frank exchange of ideas ensued, with 265 audience members in attendance.



Asia Game Business Summit 2015 :September 18(Fri)	
11:00~11:50	
Taking Another Crack at the Chinese Market	
Japan	Keiji Honda , Director, Square Enix
Japan	Ren Yi , CEO, DeNA China
China	Tunghai Chien , President, Shanda Games
China	Yunfan Zhang , COO, Perfect World
China	harry Sun , Director, Global BD, Perfect World
Special guest	Akinori Nakamura , Professor, Ritsumeikan University, College of Image Arts and Science
Moderator: Hideo Shinada , Senior Staff Writer, Nikkei Entertainment, Nikkei Business Publications	



Expanding the reach of Japanese gaming culture

Cyber Games Asia 2015, the fourth installment of this e-Sports tournament, expanded two stages (A and B) for capacity. Top athletes from throughout Asia and Japan has competed to play in this international tournament of four games.

Over the two days of general admission, 5,678 attendees came to the special Cyber Games Asia stage, a major increase over the 3,091 attendees seen in 2014. Including those in the area surrounding the hall, some 20,000 attendees in total came to see the charms of e-Sports. The entirety of the event was handled by TechnoBlood, a company that plans and operates e-Sports and other events at Internet cafes.



Strengthening the foundations of the Japanese gaming industry gaming culture

●Indie Game Area

Seeking to boost independent games' showing at the fair, the Indie Game Area was a special exhibitor site sponsored entirely by Sony Computer Entertainment. Of the 216 entries received, 69 indie game developers from 18 countries and territories were selected for participation. This gave them a chance to pitch their games to visitors from Japan and overseas, as well as mingle with and get feedback from other developers. 24 individuals and groups from Japan exhibited, boosting the Japanese indie gaming scene's presence.



●Sense of Wonder Night 2015 (SOWN2015)

Sense of Wonder Night (SOWN), an event geared at uncovering new game ideas, welcomed its 8th showing this year. It was held at 2:30 PM at the Cyber Games Asia Event Stage. This year, there were entries of 100 works from 21 countries (compared to 136 works from 27 countries last year).

The judges' panel consisted of members from Japan and overseas with deep knowledge of indie games – among them

critics and experts, developers, and game distributors. They selected ten pieces which went on to be presented. Many attendees to TSG look especially forward to SOWN each year, and this year was no exception, with 300 international attendees of diverse backgrounds. The use of toy hammers to "applaud" each presentation has now become a classic part of the



event, with audience members shaking their mallets in unison to show respect to the creative and unique games shown. The games presented were then showcased at the booth at the Indie Games Corner, which functioned as a space for developers to mingle with attendees.

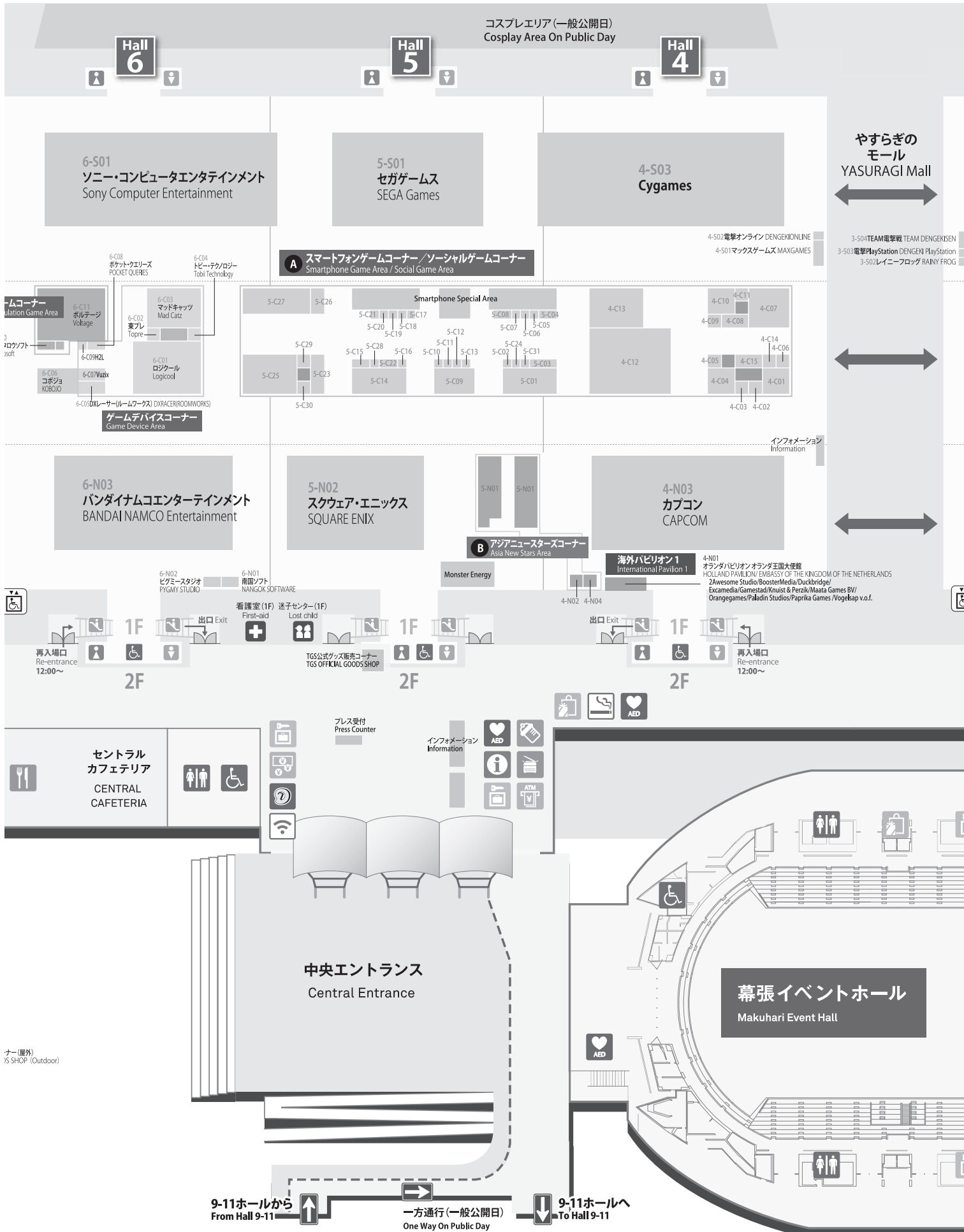
Enhanced distribution of content Japanese gaming industry gaming culture

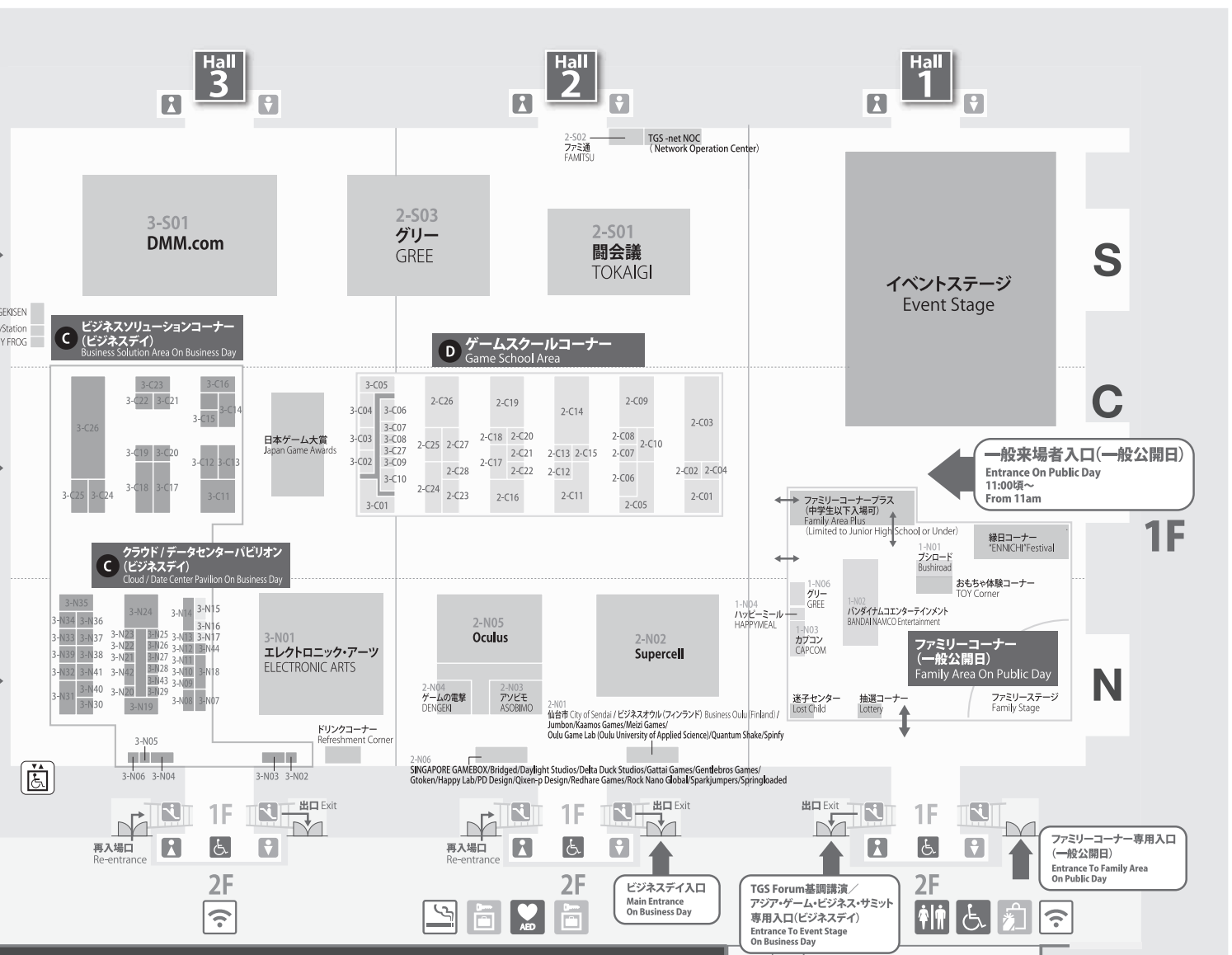
●Media partners

The new media partner system was implemented in 2010 in order to strengthen our information broadcasting capacity and presence in Asia. Now, six years since its inception, we have formed a new

partnership with YouTube in order to support our online presence overseas and broadcast content to that market. We now have a total of 13 media partnerships spanning 7 countries.

3-1.Floor Map (Hall1-6)





*各ホール2階出口・再入場口の赤い矢印は一般公開日の動線です。ビジネスデイにつきましては、会場の案内に従ってください。
Red arrows of the second floor gates of each Hall indicate the path on Public Day. On Business Day please follow the signs at the venue.



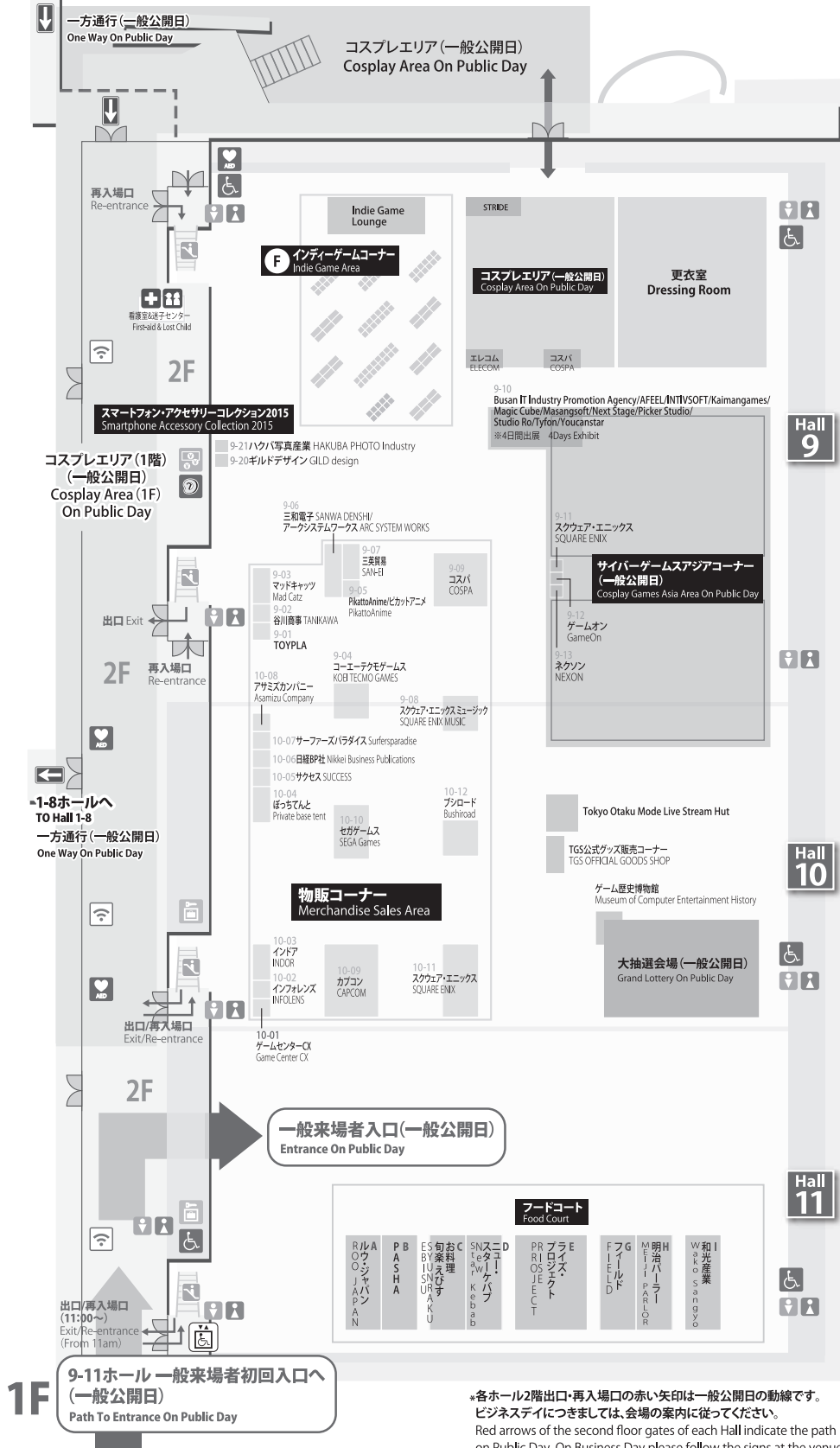
- インフォメーション**
Information
- Wi-Fi**
Free Wi-Fi
- COPY**
Coin-operated Copy Machine
- 両替機**
Change Machine
- ATM**
Cash Machine
- コインロッカー**
Coin-operated Lockers
- コンビニ**
Convenience store
- 売店**
Shop
- レストラン・カフェ**
Restaurant, Cafe
- 喫煙所**
Smoking Area
- エレベーター**
Elevator
- ビジネスセンター**
Business Center
- トイレ**
Restroom
- 身障者用トイレ**
Wheelchair Accessible Restroom
- 授乳室**
Nursing Room
- AED**
Automated External Defibrillator
- 車椅子専用エレベーター**
Elevator for wheelchair only

■ 一般展示 / General Exhibition Area ■ 主催者コーナー / Organizer's Project



3-3.Floor Map (Hall9-11)

1-8ホールから
From Hall 1-8

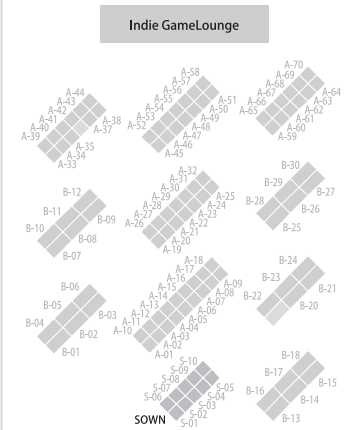


1F

9-11ホール 一般来場者初回入口へ
(一般公開日)
Path To Entrance On Public Day

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F インディーゲームコーナー Indie Game Area



- Group A
 - A-01 Alex Rose
 - A-02 FACTORS
 - A-03 安本匠佑 Masasuke Yasumoto
 - A-04 Team Mannequin Island
 - A-05 Kittensh Kitten
 - A-06 Mirai-Labo
 - A-07 Uppercut Games
 - A-08 Daylight Studios
 - A-09 Manacell
 - A-10 NIGORO
 - A-11 ProjectICKX
 - A-12 MoaiCity
 - A-13 NANYANG POLYTECHNIC
 - A-14 Fat Wallrus Games ※
 - A-15 Sunhead Games
 - A-16 クワッドアロー QUAD ARROW
 - A-17 The Gentlebros
 - A-18 神奈川電子技術研究所 shindenken
 - A-19 EnjoyPlay Digital
 - A-20 Flat Circle ※
 - A-21 ヒコリンソフト Picorinne Soft
 - A-22 Amazu Media
 - A-23 Flying Carpets Games
 - A-24 moppin
 - A-25 Quickfire Games
 - A-26 Teleshore
 - A-27 Gabriel Adauto ※
 - A-28 Chetian Technology
 - A-29 クイズキョットゲームズ QUIZCAT GAMES ※
 - A-30 Analogic Productions
 - A-31 BriGeorge Entertainment
 - A-32 Archive Entertainment
 - A-33 FullPowerSideAttack.com
 - A-34 In Vitro Games
 - A-35 Sherman3D
 - A-37 Studio Canvas
 - A-38 Digixart Entertainment
 - A-39 TPM.CO SOFT WORKS
 - A-40 HappySmile: City of Fighting
 - A-41 Sukeban Games
 - A-42 トコ TO-CO
 - A-43 Zeenoh Games
 - A-44 開拓者Project Yamiuchi Project
 - A-45 Witching Hour Studios
 - A-46 Untame
 - A-47 undef
 - A-48 Team Fractal Alligator
 - A-49 CanvasSoft
 - A-50 room6
 - A-51 Ack Studios
 - A-52 Blowfish Studios
 - A-53 KiraFu's game
 - A-54 POMERA Studios
 - A-55 IGDA日本 IGDA JAPAN Chapter
 - A-56 LiberalGate Studio
 - A-57 PD Design Studio
 - A-58 CAVYHOUSE
 - A-59 Necrosoft Games
 - A-60 Disparity Games
 - A-61 Drool
 - A-62 C4Cat
 - A-63 Etter Studio ※
 - A-64 IntroPy Games
 - A-65 チームEGG Team EGG
 - A-66 トイディア Toydia
 - A-67 NoMarkGames ※
 - A-68 James Earl Cox III
 - A-69 Maxon Creative
 - A-70 Hue Entertainment
- SENSE OF WONDER NIGHT (SOWN)
 - S-01 TeamCrew
 - S-02 Chen Lucien (Yen-Chu)
 - S-03 Pinokl Games
 - S-04 Yack Lab.
 - S-05 Untame
 - S-06 Etter Studio
 - S-07 Project RealBade
 - S-08 University of Southern California
 - S-09 Little Nando
 - S-10 穂賀尚香 watanuki shogo

- Group B
 - B-01 アムーズメントメディア総合学院 AMUSEMENT MEDIA ACADEMY
 - B-02 MoaiCity
 - B-03 GAMKIN
 - B-04 ヘッドハイ/ジェムドロップ Head-High / Gemdrops
 - B-05 SKY TREE DIGITAL
 - B-06 ディスクリイティブ Dice Creative
 - B-07 クリエイティブフロンティア CREATIVE FRONTIER
 - B-08 BEDTIME DIGITAL GAMES
 - B-09 クロスファンクション Cross Function
 - B-10 インディカリエイツ INDI CREATES
 - B-11 FlyeCatEmotion Inc.
 - B-12 イルカアップス ILCAAPPS
 - B-13 UWAN
 - B-14 Nowis
 - B-15 コーラス・ワールドワイド Chorus Worldwide
 - B-16 DECKBOUND
 - B-17 Auer Media & Entertainment
 - B-18 Intory Studios
 - B-20 いばらきクリエイターズハウス IBARAKI CREATOR'S HOUSE
 - B-21 LETHAL GAMES
 - B-22 Millo Games
 - B-23 Sheena Games
 - B-24 Visiontrick Media
 - B-25 神楽遊戯 CELAD
 - B-26 EGO PUNCH ENTERTAINMENT
 - B-27 ブレイクストーム BRAINSTORM
 - B-28 CreSpirit
 - B-29 9 DIMENSION STUDIOS
 - B-30 QuattroGear

3-4.Exhibitor List (Alphabetical Order)

General ExhibitionArea					
8-C03	4Gamer.net		6-N01	NANGOK SOFTWARE	
7-C02	AMAZON JAPAN		2-N05	Oculus	
7-C03	Ambition		7-C01	Production I.G	
2-N03	ASOBIMO		6-N02	PYGMY STUDIO	
6-N03	BANDAI NAMCO Entertainment		3-S02	RAINY FROG	
7-N02	Bushiroad		5-S01	SEGA Games	
4-N03	CAPCOM		8-N02	SEKAI PROJECT	USA
2-N01	City of Sendai / Business Oulu (Finland)	Finland	2-N06	SINGAPORE GAMEBOX	Singapore
	Jumbon	Finland		Boomzap	Singapore
	Kaamos Games	Finland		Bridged	Singapore
	Meizi Games	Finland		Daylight Studios	Singapore
	Oulu Game Lab (Oulu University of Applied Science)	Finland		Delta Duck Studios	Singapore
	Quantum Shake	Finland		Elephant	Singapore
	Spinfy	Finland	2-N06	Gattai Games	Singapore
4-S03	Cygames	Gentlebro's Games		Singapore	
7-C04	DeNA	Gtoken		Singapore	
2-N04	DENGEKI	Happy Lab		Singapore	
3-S03	DENGEKI PlayStation	PD Design		Singapore	
4-S02	DENGEKIONLINE	Qixen-p Design		Singapore	
3-S01	DMM.com	Redhare Games		Singapore	
8-C05	EIZO/MSI/SteelSeries	Rock Nano Global		Singapore	
3-N01	ELECTRONIC ARTS	Sparkjumpers		Singapore	
2-S02	FAMITSU	Springloaded		Singapore	
8-C04	FLYHIGH WORKS	6-S01	Sony Computer Entertainment		
7-N03	Fujian Aiwan Network Technology	China	5-N02	SQUARE ENIX	
	Fujian More Games Network Technology	China	2-N02	Supercell	Finland
	Fujianaiei Network Technology & Culture	China	7-S02	Taiwan Game Pavilion	Taiwan
	Fuzhou CSFC Internet Technology	China		Gamemag Interactive	Taiwan
	Fuzhou Development District Fu Tun Xin Chen Capital	China		International Games System	Taiwan
	Fuzhou Mimo marketing planning	China	7-S02	Soft-World International	Taiwan
	Fuzhou pen culture media	China		Wegames	Taiwan
7-C07	Genertec International Advertising & Exhibition	China		XPEC Art Center	Taiwan
	CHENGDU KOO TECH	China		XPEC Entertainment	Taiwan
	CHENGDU TINMAN TECHNOLOGY	China	Taiwan External Trade Development Council	Taiwan	
2-S03	GREE	3-S04	TEAM DENGEKISEN		
4-N01 4-N01	HOLLAND PAVILION / EMBASSY OF THE KINGDOM OF THE NETHERLANDS	Netherlands	7-C05	TeamSpeak	Germany
	2Awesome Studio	Netherlands	2-S01	TOKAIGI	
	BoosterMedia	Netherlands	8-N01	T-Rex Lab	
	Duckbridge	Netherlands	8-N04	V3	
	Excamedia	Netherlands	7-S01	WARGAMING JAPAN	
	Gamestad	Netherlands	8-C02	X.D.NETWORK	China
	Knuist & Perzik	Netherlands	8-N03	YouTube	
	Maata Games BV	Netherlands	9-06	ARC SYSTEM WORKS	
	Orangegames	Netherlands	10-08	Asamizu Company	
	Paladin Studios	Netherlands	10-12	Bushiroad	
	Paprika Games	Netherlands	10-09	CAPCOM	
	Vogelsap v.o.f.	Netherlands	9-09	COSPA	
8-C07	IDC / GAMES	Spain	10-01	Game Center CX	
6-C06	KOBOJO		10-03	INDOR	
7-N01	KOEI TECMO GAMES		10-02	INFOLENS	
8-S01	KONAMI		9-04	KOEI TECMO GAMES	
8-C01	Lobi Chat & Game Community		9-03	Mad Catz	
4-S01	MAXGAMES		10-06	Nikkei Business Publications	
			9-05	PikattoAnime	



10-04	Private base tent	
9-07	SAN-EI	
9-06	SANWA DENSHI	
10-10	SEGA Games	
10-11	SQUARE ENIX	
9-08	SQUARE ENIX MUSIC	
10-05	SUCCESS	
10-07	Surfersparadise	
9-02	TANIKAWA	
9-01	TOYPLA	
Smartphone Accessory Collection 2015		
9-20	GILD design	
9-21	HAKUBA PHOTO Industry	
Game School Area		
2-C19	Adachi Education Group	
2-C04	Anabuki College Group	
2-C07	ARS Computer College	
2-C25	Arts College YOKOHAMA	
2-C27	ASO BUSINESS COMPUTER FUKUOKA COLLEGE	
3-C09	Chuo College of Information & Accounting TAKASAKI	
3-C05	ECC COLLEGE OF COMPUTER AND MULTIMEDIA	
2-C18	FUKUOKA DESIGN COMMUNICATION	
2-C08	Higashi-Nihon Design & Computer College	
2-C22	Hokkaido Information University	
2-C23	International IT&Engineering College	
2-C11	JAPAN ELECTRONICS COLLEGE	
2-C10	Kanagawa Institute of Technology	
2-C06	Kobe Institute of Computing - College of Computing	
2-C02	Los Angeles Film School	USA
2-C12	Meisei University School of Information Science	
2-C20	NAGOYA COMMUNICATION ARTS COLLEGE	
3-C03	NAGOYA KOUGAKUIN COLLEGE	
2-C03	NIHON KOGAKUIN COLLEGE / TOKYO UNIVERSITY OF TECHNOLOGY	
2-C26	Niigata Computer College	
3-C02	Niigata High Technology College	
2-C28	Numazu Professional Training College of Business and Information Technology	
3-C01	OSAKA ACADEMY OF ENTERTAINMENT DESIGN	
2-C15	OSAKA COMMUNICATION ARTS	
2-C24	Osaka Electro-Communication Univ. Department of Digital Games	
3-C01	OSAKA SOGO COLLEGE OF DESIGN	
2-C17	OTA INFORMATION & BUSINESS COLLEGE	
3-C01	Ringo Music	
2-C13	SENDAI COMMUNICATION ARTS	
2-C01	SHOBI UNIVERSITY	
3-C07	Shohoku College	
2-C14	SOGOGAKUEN HUMAN ACADEMY	
3-C27	SPARX	
2-C21	TAKARAZUKA UNIVERSITY MEDIA ART IN TOKYO	
3-C08	Technical School Be-MAX	
3-C04	Tohoku Computer College	
2-C05	Tokyo Communication Arts College	

2-C16	TOKYO DESIGN TECHNOLOGY CENTER (JIKEI COM GROUP)	
3-C06	Tokyo Jitsugyo High School	
3-C10	Tokyo University of Information Sciences	
2-C09	VANTAN GAME ACADEMY	
Cyber Games Asia Area		
9-10	Busan IT Industry Promotion Agency	South Korea
	AFEEL	South Korea
	INTIVSOFT	South Korea
	Kaimangames	South Korea
	Magic Cube	South Korea
	Masangsoft	South Korea
	Next Stage	South Korea
	Picker Studio	South Korea
	Studio Ro	South Korea
	Tyfon	South Korea
Youcanstar	South Korea	
9-12	GameOn	
9-13	NEXON	
9-11	SQUARE ENIX	
Smartphone Game Area/Social Game Area		
5-C08	6waves	
5-C31	Avazu Holding	China
5-C21	Beatrobo	
4-C02	Beijing LeyouLedong Technology	China
5-C27	Beijing Perfect World Network Technology	China
5-C16	Element Cell Game	Hong Kong
5-C19	FENG GAMES	China
5-C07	Forgame International	Taiwan
4-C03	Fresvii	USA
5-C09	Fuji&gumi Games	
4-C01	FULLER	
5-C01	FUSION COMMUNICATIONS	
5-C22	GAGEX	
4-C13	GALBOA	
5-C13	Gamedo	
5-C12	GAMKIN	
5-C26	Ganbare!	
5-C10	Geisha Tokyo Entertainment	
5-C13	Groove Box Japan	
5-C04	HAPPYMEAL	
5-C13	Hokkaido Mobile Content Business Council	
4-C08	HONG KONG CYBERPORT MANAGEMENT COMPANY	Hong Kong
4-C08	Bull B Tech	Hong Kong
	Emagist	Hong Kong
	Kowloon	Hong Kong
	Trial	Hong Kong
	WTM	Hong Kong
4-C07	KONGZHONG	China
5-C20	LAW and SOCIONES OF KAKENHI, TEAM KUBOYAMA	
4-C11	Macau Cultural Industry Association Board Games	Macau
4-C09	Magnolia Factory	
4-C05	MEDIASOFT ENTERTAINMENT	Malaysia
5-C13	MediaMagic	
5-C14	nao	

3-4.Exhibitor List (Alphabetical Order)

5-C05	Nenet		A-58	CAVYHOUSE	
5-C17	Nice Market Games	Taiwan	A-28	Chetian Technology	China
5-C24	nxTomo Games	Hong Kong	A-08	Daylight Studios	Singapore
4-C12	OPENREC by CyberZ		A-38	Digixart Entertainment	France
5-C25	PAON DP		A-60	Disparity Games	Australia
4-C15	PRODIGY		A-61	Drool	South Korea
5-C15	QUBIT GAMES	Taiwan	A-19	EnjoyPlay Digital	Taiwan
5-C01	Rakuten App Market		A-02	FACTORS	
5-C01	Rakuten reward		A-23	Flying Carpets Games	Canada
5-C18	RIZ		A-33	FullPowerSideAttack.com	
5-C29	Shou.TV	China	A-40	Happy&Smile : City of Fighting	South Korea
5-C30	Sky People	South Korea	A-70	Hue Entertainment	United Kingdom
5-C03	SO CRAZY GAMES	Hong Kong	A-55	IGDA JAPAN Chapter	
4-C06	Studiofake		A-34	In Vitro Games	Chile
4-C04	SUCCESS		A-64	Intropy Games	USA
5-C02	TASKIV		A-68	James Earl Cox III	USA
5-C23	Terajima Joho Kikaku / ADFULLY		A-53	KiraFu's game	Taiwan
4-C14	Toydea		A-05	Kittenish Kitten	Hong Kong
5-C11	Unalis		A-56	LiberalGate Studio	China
5-C06	Whaleparty	Taiwan	A-09	Manacell	Taiwan
5-C28	Wonderland Kazakiri		A-03	Masasuke Yasumoto	
4-C10	ZHEJIANG PAVILION	China	A-69	Maxon Creative	Taiwan
	Hangzhou Funcity Technology	China	A-06	Mirai-Labo	
	Hangzhou M Dream Infinite Entertainment	China	A-12	MoaiCity	Taiwan
	Hangzhou Phonepad Technology	China	A-24	moppin	
5-C14	ZZYZX		A-13	NANYANG POLYTECHNIC	Singapore
Game Device Area			A-59	Necrosoft Games	USA
6-C05	DXRACER(RoomWORKS)		A-10	NIGORO	
6-C09	H2L		A-57	PD Design Studio	Singapore
6-C01	Logicool		A-21	Picorinne Soft	
6-C03	Mad Catz		A-54	POMERA Studios	
6-C08	POCKET QUERIES		A-11	Project ICKX	
6-C04	Tobii Technology		A-16	QUAD ARROW	
6-C02	Topre		A-25	Quickfire Games	Philippines
6-C07	Vuzix	USA	A-50	room6	
Romance Simulation Game Area			A-35	Sherman3D	Malaysia
6-C10	eitarosoft		A-18	shindenken	
6-C11	Voltage		A-37	Studio Canvas	Australia
Family Area			A-41	Sukeban Games	Singapore
1-N02	BANDAI NAMCO Entertainment		A-15	Sunhead Games	Taiwan
1-N01	Bushiroad		A-65	Team EGG	
1-N03	CAPCOM		A-48	Team Fractal Alligator	Australia
1-N06	GREE		A-04	Team Mannequin Island	USA
1-N04	HAPPYMEAL		A-26	Telehorse	Poland
Indie Game Area (Type A)			A-17	The Gentlebros	Singapore
A-51	Ackk Studios	Singapore	A-42	TO-CO	
A-01	Alex Rose	United Kingdom	A-66	Toydea	
A-22	Amazu Media	Denmark	A-39	TPM.CO SOFT WORKS	
A-30	Analgesic Productions	USA	A-47	undef	Germany
A-32	Archive Entertainment	USA	A-46	Untame	USA
A-52	Blowfish Studios	Australia	A-07	Uppercut Games	Australia
A-31	BriGeorge Entertainment	USA	A-45	Witching Hour Studios	Singapore
A-62	C4Cat	Hong Kong	A-44	Yamiuchi Project	
A-49	CanvasSoff		A-43	Zeenoh Games	Philippines




※Public Days Only			3-N08	CLARA ONLINE	
A-63	Etter Studio	Switzerland	3-N18	CRI Middleware	
A-14	Fat Walrus Games		3-N39	CrossShock Japan	South Korea
A-20	Flat Circle		3-N27	CypherTec	
A-27	Gabriel Aداuto	USA	3-N13	DICO	
A-67	NoMarkGames		3-N43	DYNACAST	Singapore
A-29	QUIZCAT GAMES		3-N14	Enzyme Labs	
Indie Game Area (Type B)			3-N07	ESQUADRA	
B-29	9 DIMENSION STUDIOS	USA	3-N29	Fenrir	
B-01	AMUSEMENT MEDIA ACADEMY		3-N03	Fontworks	
B-17	Auer Media & Entertainment	Taiwan	3-C16	FORUM8	
B-08	BEDTIME DIGITAL GAMES	Denmark	3-N32	Glass Egg Digital Media	Vietnam
B-27	BRAINSTORM		3-N10	GMO CLOUD	
B-25	CELAD	Taiwan	3-N31	GMO DATA CENTER KOREA	South Korea
B-15	Chorus Worldwide		3-C12	Google	
B-07	CREATIVE FRONTIER		3-N26	Groove	
B-28	CreSpirit	Taiwan	3-N25	IMAGICA Imageworks	
B-09	Cross Function		3-N35	I-O DATA DEVICE	
B-16	DECKBOUND	USA	3-C25	KEYWORDS STUDIOS	Ireland
B-06	Dice Creative		3-C13	KLab	
B-26	EGO PUNCH ENTERTAINMENT	UAE	3-C26	Korea Pavilion	South Korea
B-11	FlyteCatEmotion Inc.			CREATIVE BOMB	South Korea
B-03	GAMKIN			eTRIBE	South Korea
B-04	Head-High / Gemdrops			Funigloo	South Korea
B-20	IBARAKI CREATOR'S HOUSE			GameUS	South Korea
B-12	ILCAAPPS			Gif Games	South Korea
B-18	Initory Studios	China		itreeworks	South Korea
B-10	INTI CREATES			JSC GAMES	South Korea
B-21	LETHAL GAMES	Spain		Latis Global Communication	South Korea
B-22	Millo Games	Taiwan		3-C26	LEVEL9
B-02	MocaiCity	Taiwan	noknok		South Korea
B-14	Nowis	Hong Kong	PuttoEntertainment		South Korea
B-30	QuattroGear	South Korea	SBA(Seoul Business Agency)		South Korea
B-23	Sheena Games	Taiwan	Softon Entertainment		South Korea
B-05	SKYTREE DIGITAL	Hong Kong	TEGAsoft		South Korea
B-13	UWAN	Taiwan	Tritonesoft	South Korea	
B-24	Visiontrick Media	Sweden	3-N11	M2	
Business Solution Area			3-C23	Media Mix Products	
3-N38	8Crops		3-N30	Metaps	
3-N37	ADIA ENTERTAINMENT	China	3-C19	Monobit	
3-C17	Adways		3-N40	Nanjing Moleader Network Technology	China
3-C11	App Annie		3-C14	NDP Media	
3-N06	Appirits		3-C15	NEFT FILM	
3-N34	AppLift	Germany	3-N28	NOVOBOX	Serbia
3-N41	AppsFlyer	Israel	3-N05	NIT Resonant	
3-N09	Arxan Technologies Japan		3-N33	PAYMENTWALL	USA
3-N14	Audiokinetic		3-C24	Septeni America	
3-C18	Beijing China.com Technology Services	China	3-N04	SERIALGAMES	
3-C20	Betop Japan		3-N36	Silicon Studio	
3-N07	beyond		3-N24	SOFT GEAR	
3-N12	bitcraft		3-N42	SoftLayer	Singapore
3-N44	Bizcast		3-N23	SoundRec Boston	USA
3-N14	Canadian Embassy to Japan	Canada	3-N22	SunFlare	
3-C22	Chukong Technologies Japan		3-N19	Tapjoy Japan	

3-4.Exhibitor List (Alphabetical Order)

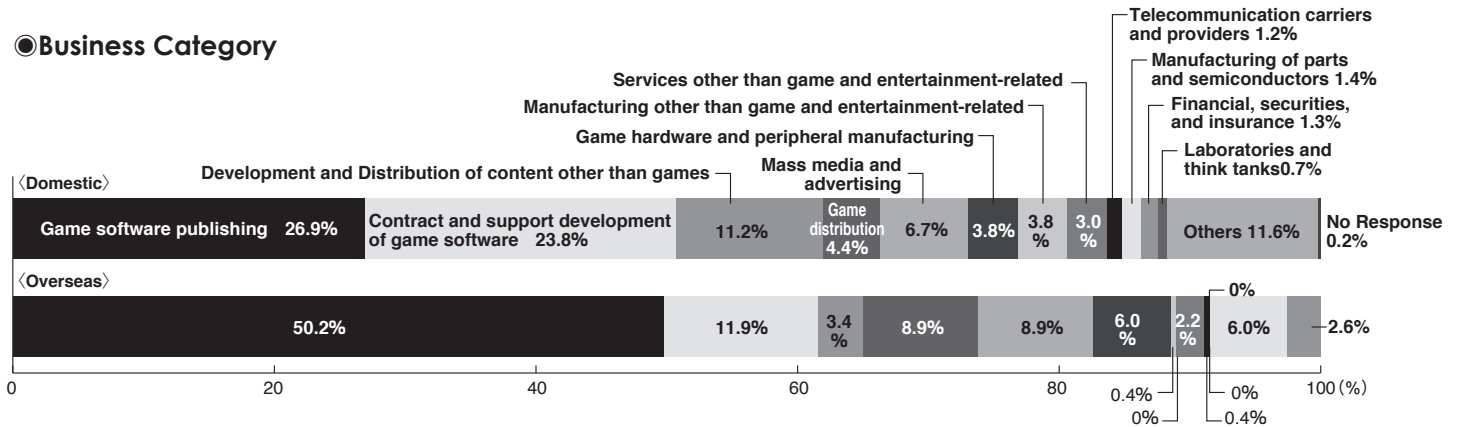
3-C21	TeamSpeak Systems	Germany	BT-24, 25,26	Digital Content Association of Japan		
3-N02	To The World		BT-6	ee Line		
3-N09	Virtual Communications		BM-5	FromSoftware		
3-N20	wise		BM-1	GAME INSIGHT	Lithuania	
3-N21	Xoreax Japan		BM-6	GameBank		
Cloud/Data Center Pavilion			BT-27	GAME TROOPERS	Spain	
3-N15	Japan Busines Systems		BT-17	gloops		
3-N16	LINK		BM-7	Google		
3-N17	Mirai Communication Network		BM-2	GungHo Online Entertainment./GRAVITY/NEOCYON		
Asia New Stars Area			BT-18	HOLLAND PAVILION / EMBASSY OF THE KINGDOM OF THE NETHERLANDS	Netherlands	
5-N01	ASEAN-JAPAN CENTRE		BT-16	IMAGICA DIGITALSCAPE		
	Pixelated Enterprise	Brunei Darussalam	BT-30	Intergrow		
	True Vector Designs Company	Brunei Darussalam	J-1,2, 3,4, 5,6	JETRO Corner		
	Amirage International/Amirage JSPOT	Indonesia		Altermyth	Indonesia	
	Anantarupa Studios	Indonesia		Asiasoft Online	Singapore	
	Ayena Mandiri Sinem/Ayena Animation Studio	Indonesia		Bhasinsoft India	India	
	Appxplore	Malaysia		En Masse Entertainment	USA	
	Frogtale Studio	Malaysia		Gamester Bil.ve Dan	Turkey	
	Gameview	Malaysia		Gigataur	Canada	
	iReka Soft	Malaysia		Gravity Europe	France	
	LEMON SKY ANIMATION	Malaysia		Headup Games	Germany	
	Passionrepublic	Malaysia		Koch Media	Germany	
	Spaceup Entertainment	Malaysia		Mobile content factory	Russia	
	Streamline Media Group	Malaysia		Net Marble Turkey	Turkey	
	Joy Dash Studio	Myanmar		BM-14	Kingnet Technology	China
	Kodots Games Studio	Myanmar		BT-5	LEMON SKY ANIMATION	Malaysia
	Myanmar Computer Industry Association	Myanmar	BM-8	LEVEL-5		
	Assitasia Philippines	Philippines	BT-15	Monstar Lab		
	Funguy Studio Philippines	Philippines	BM-9	MoPub	USA	
	Kooapps Philippines	Philippines	BM-3	NetEase(Hangzhou)Network	China	
	Quickfire Games	Philippines	BT-2	PASSION REPUBLIC	Malaysia	
	SYNERGY88 DIGITAL	Philippines	BT-8, 9,10	PROCOLOMBIA	Colombia	
	Daylight Studios	Singapore		AUTOBOTIKA	Colombia	
	Rock Nano Global	Singapore		Piragna SAS	Colombia	
	Springloaded Games	Singapore		Umbraxperiencia interactiva	Colombia	
	Lunarcraft Games	Thailand	BM-10	QooApp	Hong Kong	
	ORBITAL SPEED STUDIO	Thailand	BT-21	Septeni America		
	Snoozefox	Thailand	BT-20	Sharejoy Network Technology	China	
Joy Entertainment	Vietnam	BT-24	Softstar Entertainment	Taiwan		
RNG TECHNOLOGY	Vietnam	BT-22	Sotsu			
Tien Phong	Vietnam	BT-7	Subete games			
4-N04	FLYINGMOUNTAIN	South Korea	BT-25	SunNet ITC Solution JSC	Vietnam	
	INDONESIA GAME STUDIOS	Indonesia	BT-29	Tokyo Otaku Mode		
4-N04	Artoncode Indonesia	Indonesia	BT-11	TOKYO STOCK EXCHANGE		
	Pixel Play	Indonesia	BM-11	Ubitus		
	Tinker Games	Indonesia	BT-12	UNBALANCE		
	Touchten Games	Indonesia	BT-23	UZONE	China	
Business Meeting Area			BT-26	VINASA (Vietnam Software and IT Services Association)	Vietnam	
BM-4	Ambition		BT-3	Virtual Communications		
BT-1	Appirits		BM-12	VIRTUOS	China	
BT-3	Arxan Technologies Japan		BT-28	Waiwaimarketing	Thailand	
BT-4	Betop Japan		BT-14	Xio		
BT-19	Cross Function		BM-13	Zepetto Mobile	South Korea	
BT-13	DeNA					



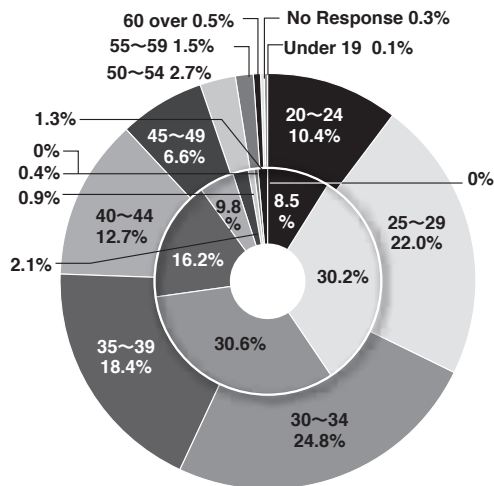
4-1. Results of Business-Day Visitors Survey

Outline of Survey	[Survey Method] A survey request was e-mailed to 24,549 (domestic), 3,270 (overseas) registered visitors on the Business Days. Replies were received at the Internet Research System "AIDA" operated by Nikkei BP Consulting.	[Survey Period] Domestic : Oct. 6, 2015~Oct.13, 2015 Overseas : Oct. 6, 2015~Oct.13, 2015	Data Reference 
	[Number of Responses] Domestic : 2,201 (response rate : 9.0%) Overseas : 235 (response rate : 7.2%)	[Survey Organizer] Nikkei BP Consulting, Inc.	

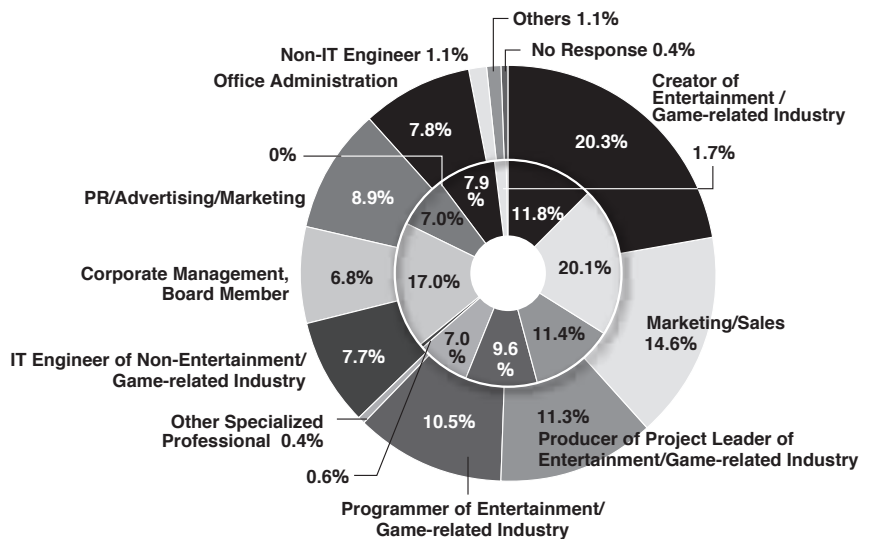
●Business Category



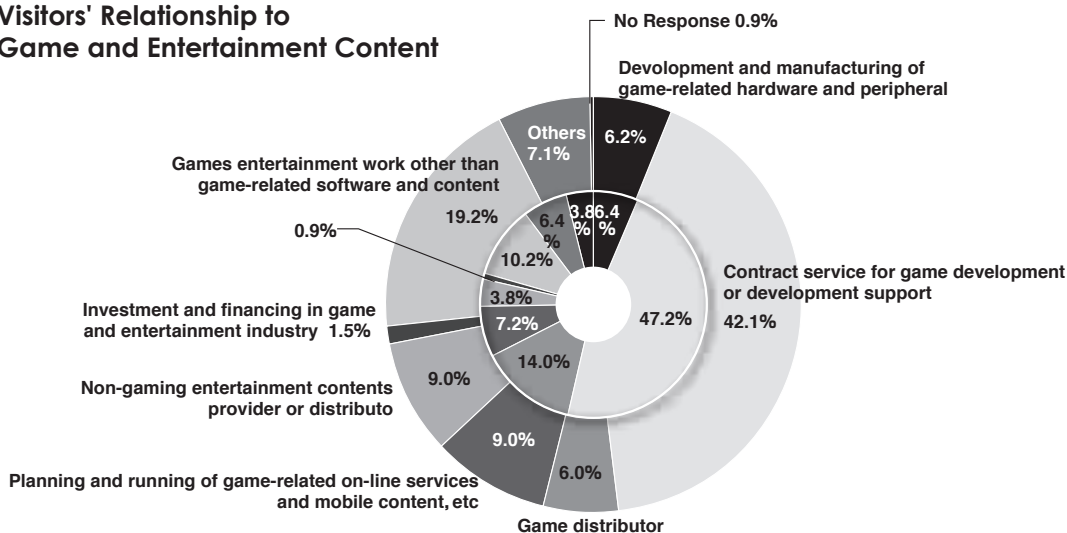
●Age



●Job Category

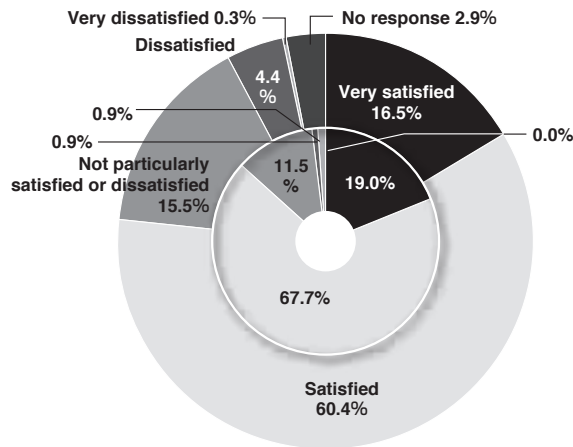


●Visitors' Relationship to Game and Entertainment Content

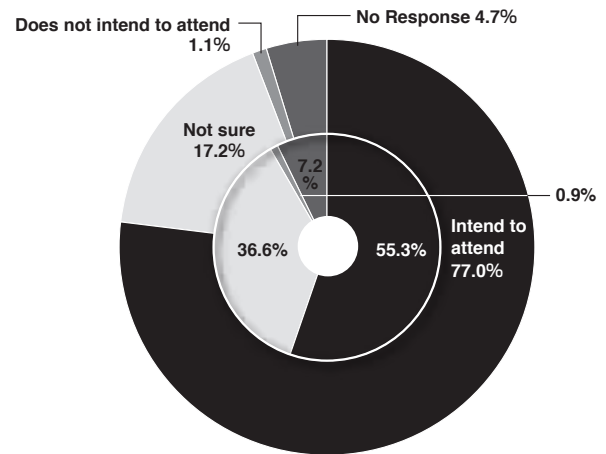


4-2.Results of Business-Day Visitors Survey

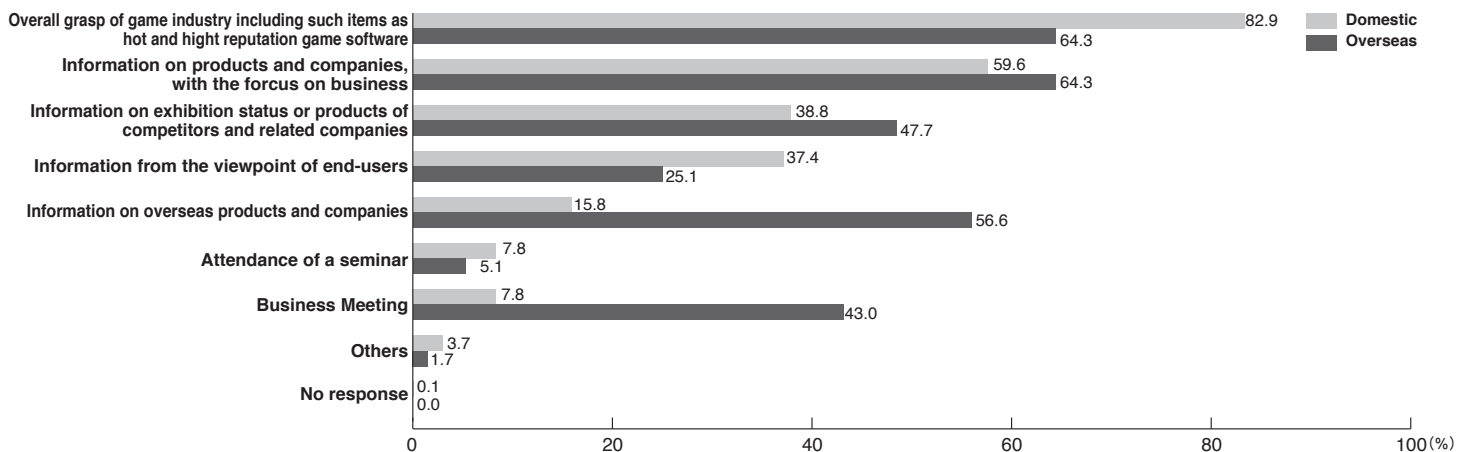
●Degree of Satisfaction



●Intention to Attend the Next Show



●Information You Wanted to Get at TGS 2015 (multiple answers)



●Business-Day Overseas Visitors Breakdown by Country and Region

Region	Country	%	Region	Country	%	
Asia	China	25.7%	Europe	Austria	0.2%	
	South Korea	20.4%		Holland	0.2%	
	Taiwan	15.7%		Belgium	0.2%	
	Hong Kong	4.9%		Hungary	0.1%	
	Sigapore	3.6%		the Netherlands	0.1%	
	Thailand	3.2%		Czech	0.1%	
	Indonesia	0.9%		Scotland	0.1%	
	Malasia	0.6%		Romania	0.1%	
	Philippines	0.3%		Monaco	0.1%	
	Vietnam	0.3%		Oceania	Australia	0.4%
	India	0.3%		New Zealand	0.2%	
North America	United States	10.2%	Middle East	Saudi Arabia	0.3%	
	Canada	1.1%		UAE	0.2%	
Europe	United Kingdom	1.8%		Iran	0.2%	
	France	1.2%		Israel	0.2%	
	Germany	1.2%		Kuwait	0.1%	
	Finland	0.8%	Latin America	Chile	0.3%	
	Sweden	0.5%	Mexico	0.2%		
	Spain	0.5%	Brazil	0.1%		
	Ireland	0.3%	Africa	Morocco	0.1%	
	Poland	0.3%	Unclear	2.4%		
	Russia	0.3%				

※The breakdown of overseas visitors(1,767)that registered on site during Business Day. ※Except who have badges of guest,oversea press and exhibitors



4-3.Results of Exhibitors Survey

Outline of Survey

[Survey Method]

A survey request was e-mailed to all exhibitors. Replies were received at the Internet Research System "AIDA" operated by Nikkei BP Consulting.

[Survey Period]

Oct.6, 2015~Nov.14, 2015

[Survey Organizations]

Nikkei BP Consulting, Inc.

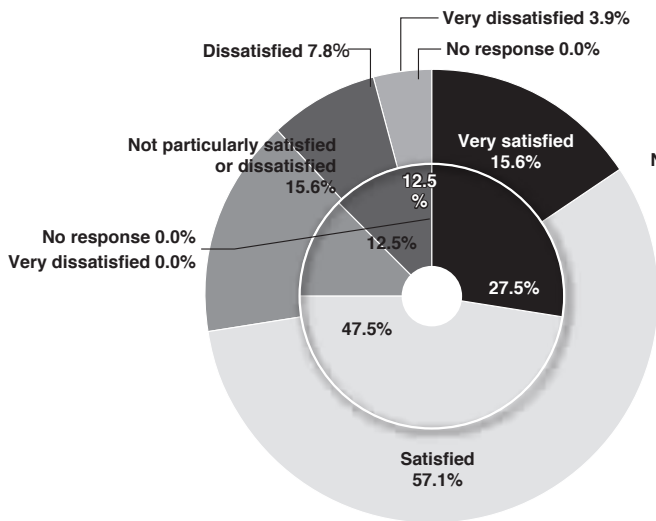
Data Reference



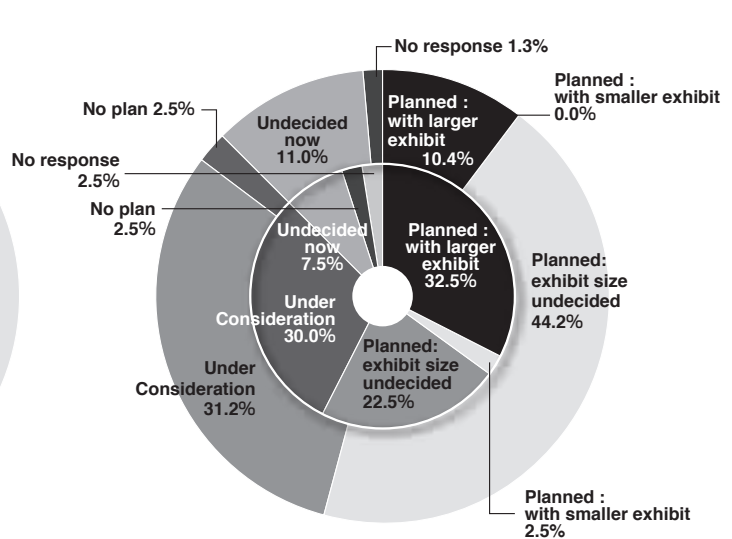
[Number of Responses]

Domestic : 77 Overseas : 40

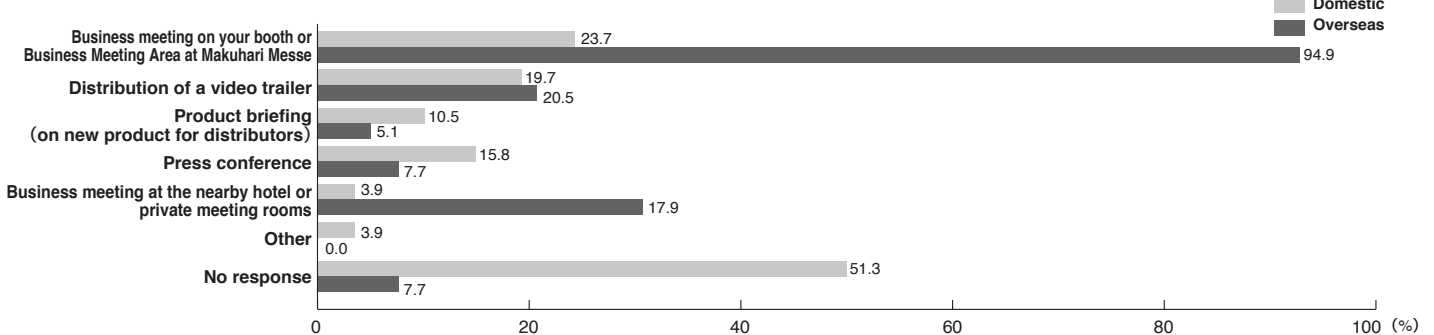
●Degree of Satisfaction



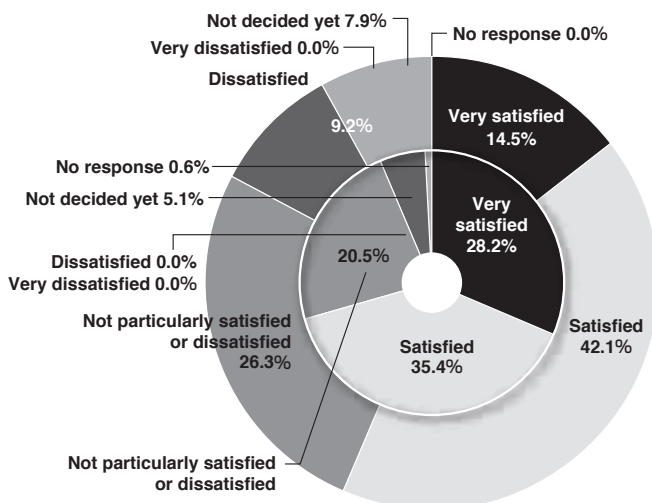
●TGS 2016 Exhibit Plans



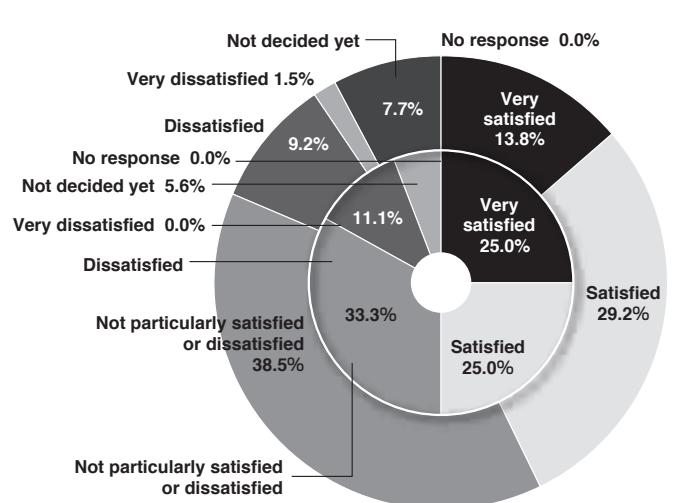
●Activities on Business Days (multiple answers)



●Exhibiting results (Business day)



●Exhibiting results (Public day)



5.Public Relations/Publicities

5-1 Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcasted

	TV	Radio	Newspaper	General Magazine/ Specialized paper magazine	WEB	Total
Before the Show	2	1	73	73	839	988
During the show	44	4	143	18	2204	2,413
After the Show	58	12	70	92	582	814
Total	104	17	286	183	3,625	4,215
2014	106	17	348	196	2724	3391

5-2 Number of Mediums and Reporters during the Show Period

Media Category	Sep.17(Thu)		Sep.18(Fri)		Sep.19(Sat)		Sep.20(Sun)		Total	
	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters
1 Web	270	722	196	545	136	340	108	316	710	1,923
2 Newspaper	30	52	17	22	5	6	10	12	62	92
3 News Agency	10	15	4	4	0	0	1	1	15	20
4 TV (Satellite TV / CATV)	20	28	14	36	6	11	0	0	40	75
5 TV (Terrestrial)	33	192	33	90	13	25	14	42	93	349
6 Editor/Freelance Writer/Others	21	56	13	26	2	2	1	1	37	85
7 Radio	14	38	6	10	2	3	1	1	23	52
8 Magazine	119	426	98	342	41	127	36	93	294	988
9 Overseas Media	228	585	219	463	139	248	75	123	661	1,419
Total	745	2,114	600	1,538	344	762	246	589	1,935	5,003
2014	Sep.18(Thu)		Sep.19(Fri)		Sep.20(Sat)		Sep.21(Sun)		Total	
	725	2,068	540	1,381	378	779	248	572	1,891	4,800

5-3 Breakdown of Overseas Media

Reported-to region		Number of Reporters				Cumulative Total Number of People				Number of Media			
		Sep.17	Sep.18	Sep.19	Sep.20	2015	2014	increase and decrease	2015	2014	increase and decrease	2015	2014
Asia	China	109	77	50	16	252	242	10	△	56	56	-	-
	Japan	62	30	11	5	108	99	9	△	81	75	6	△
	Taiwan	44	27	18	6	95	87	8	△	54	51	3	△
	Singapore	20	16	11	9	56	69	-13	▼	21	20	1	△
	Hong Kong	35	41	20	8	104	66	38	△	56	48	8	△
	South Korea	23	35	29	19	106	65	41	△	26	22	4	△
	Thailand	28	15	1	5	49	30	19	△	26	16	10	△
	Indonesia	7	9	9	6	31	25	6	△	6	6	-	-
	Philippines	1	1	-	-	2	13	-11	▼	4	5	-1	▼
Europe	Malaysia	4	1	1	-	6	9	-3	▼	7	11	-4	▼
	France	50	36	9	1	96	90	6	△	39	39	-	-
	Spain	17	12	10	3	42	48	-6	▼	21	31	-10	▼
	United Kingdom	10	10	5	3	28	47	-19	▼	22	29	-7	▼
	Italy	12	11	5	3	31	44	-13	▼	20	27	-7	▼
	Germany	44	23	6	3	76	39	37	△	32	23	9	△
	the Netherlands	4	1	1	-	6	12	-6	▼	6	7	-1	▼
	Sweden	5	3	-	-	8	12	-4	▼	6	9	-3	▼
	Austria**1	2	3	-	1	6	-	6	△	4	-	4	△
	Croatia	2	2	-	-	4	4	-	-	2	2	-	-
	Poland	1	1	1	1	4	4	-	-	4	4	-	-
	Russia	4	3	4	-	11	4	7	△	4	3	1	△
	Ireland**1	-	1	1	1	3	-	3	△	3	-	3	△
	Switzerland	-	1	-	1	2	2	-	-	2	2	-	-
	Slovakia**1	-	-	1	1	2	-	2	△	2	-	2	△
	Belgium**1	-	2	-	-	2	-	2	△	1	-	1	△
Middle East	Hungary	1	1	-	-	2	2	-	-	2	2	-	-
	Kuwait**1	3	8	-	-	11	-	11	△	4	-	4	△
	Saudi Arabia**1	2	2	1	2	7	-	7	△	4	-	4	△
	United Arab Emirates	-	1	-	-	1	1	-	-	1	1	-	-
North and Latin America	United States	42	65	32	12	151	158	-7	▼	66	65	1	△
	Mexico	18	9	3	-	30	33	-3	▼	19	15	4	△
	Canada	11	1	5	12	29	22	7	△	16	12	4	△
	Argentina	4	4	2	4	14	10	4	△	8	3	5	△
	Brazil	-	-	5	1	6	5	1	△	6	4	2	△
Oceania	Australia	20	11	7	-	38	44	-6	▼	30	36	-6	▼
Total	585	463	248	123	1419	1293**2	126	△	661	630**2	31	△	

△:increase ▼:decrease **1: Last year's non-participating countries **2: includes TGS2014 participating/TGS2015 non-participating countries →Norway, Turkey, Iran, Dubai, Dominica

TOKYO GAME SHOW 2015

Outline of TOKYO GAME SHOW 2016

Period (scheduled) : Sep.15 (Thursday) - Sep.18 (Sunday)

Venue : Makuhari Messe

2-1 Nakase, Mihama-ku, Chiba-city, Chiba Prefecture JAPAN

More Information..... <http://tgs.cesa.or.jp/english/>

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General Inquiries TOKYO GAME SHOW Overseas Management Office

E-mail : tgs@smj.co.jp

Tel : +81-3-3512-5670 Fax : +81-3-3512-5680