



TOKYO GAME SHOW 2016

Press Start to Play the Future

Press Release

August 19, 2016

TGS Forum 2016 / Global Game Business Summit 2016

Session Program Outline Determined!

Business Day Pre-Registration Begins, New “Business Day Gold Pass” Available

Computer Entertainment Supplier’s Association
Nikkei BP

TOKYO GAME SHOW 2016 (Organizer: Computer Entertainment Supplier’s Association [Abbreviation: CESA, Chairman: Hideki Okamura], Co-Organizer: Nikkei BP [President: Suguru Niinomi], Period: September 15 to 18, Venue: Makuhari Messe / hereafter “TGS2016”) has determined the program outlines for “TGS Forum 2016” and “Global Game Business Summit 2016” to be held on the Business Day September 16th (Friday).

At the “TGS FORUM 2016”, there will be three expert sessions on the 16th (Friday), one special seminar, and four sponsor sessions. *** More details about the keynote address on September 15th will be announced later.**

This year, the first “Global Game Business Summit 2016” will be held, allowing the top companies in the game industry from around the world to discuss global game market trends. Until last year, discussions were held based on themes limited to the Asian region, but the framework was widened to include the whole world. In addition to consumer game consoles, gaming platforms such as PCs and smart devices have expanded, and the era where various contents can be enjoyed over networks has arrived. The vision of future game market trends under the current situation will be discussed.

The expert sessions have been divided into three essential elements of the gaming industry; “Game Trends”, “Game Marketing”, and “Game Technology”. Symposiums and discussions will be developed by invited leaders from each specialized field. On the same day, there will be a special “Female Participation Promotion Seminar” where concepts and precise measure for establishing workplaces that make it easy for women to work. In addition, sponsorship sessions will also be held with free admission.

Reception of advanced applications for attending the “TGS FORUM 2016” and “Global Game Business Summit 2016” is planned to begin from August 10th (Wednesday) via the official website (<http://tgs.cesa.or.jp/forum/>).

Business Day Pre-Registration Begins, New “Business Day Gold Pass” Available

Business day pre-registration for those in the game business has begun via the official website. In addition to applying for the “Business Day Pre-Registration Voucher”, paid registration (5,000 yen, including tax) is also being accepted (after application, there is a predetermined confirmation).

A limited number of “Business Day Gold Passes” are also available (for those with a Business Day Pre-Registration Voucher: 20,000 yen, including tax; for those without a Business Day Pre-Registration Voucher: 25,000 yen, including tax) that allow business visitors to have negotiations with exhibiting companies using the “Asia Business Gateway” appoint system, and also to have business negotiations with other visitors. For those with a Business Day Gold Pass, a comfortable environment for conducting business will be provided, including access to an exclusive business lounge. For more details, please visit our official site.

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

■ TGS FORUM 2016

◇ Expert Sessions

Date/Time : September 16 (Friday) 1:00 - 5:15 p.m. (Planned)

Location : International Conference Hall 2F & 3F <Conference Rooms>

Admission : 1 Session: Advanced Purchase: 8,000 yen (Including tax) /
Same Day: 10,000 yen (Including tax)

For those who apply for the expert sessions, a free "Pre-Registration Voucher" is provided that will allow access the exhibition site on the Business Days.

* Persons under 18 years old, students, and those without a business-related purpose will not be allowed to enter. Keep in mind that there are no refunds even if you are declined entrance.

Application : Tokyo Game Show Official Website (<http://tgs.cesa.or.jp/forum/>),
Acceptance is planned to begin from August 10th (Wednesday)

Deadline : First-come-first-served basis

* If the predetermined number is reached during the advanced application, please keep in mind that, principally, same-day applications for attending will not be accepted.

For more details about the program for expert sessions, please refer to the attachment.

[About News Coverage at the Expert Sessions]

News coverage and publication of the Expert Sessions is not permitted.

However, attendance is possible. There is a special rate for members of the press. Please refer to the following.

[For Members of the Press who Attend the Expert Sessions]

There is a special rate lower than the regular price available for members of the press. Application must be made on the day of the session.

For more details, please contact the person in charge of public relations from the office (tgs2016press@w-az.co.jp). There are a limited number of seats for same-day applications, so those who wish to ensure attendance should apply as regular attendees from the official homepage (<http://tgs.cesa.or.jp/forum/>). (News coverage and publication of the sessions is not permitted.)

◇ Expert Sessions Program

* Advanced Registration System (1 Session: Advanced Purchase: 8,000 yen / Same Day: 10,000 yen)

September 16th (Friday) International Conference Halls 2F & 3F Conference Rooms

1:00 to 3:00 p.m.

[A] Game Trend Session (3F, Conference Room 301)

“Latest Developments of the e-Sports Market — Raising Market Expansion Expectations and Obstacles that Must be Overcome —”

“e-Sports” refers to sports / competition video games where multiple players compete. There are many tournaments with cash prizes, and these create professional gamers. The potential of “e-Sports”, with new ways of enjoying games by watching thrilling competitions that expands the range of the market, and obstacles to further expansion in the Japanese market will be discussed.

Symposium & Panel Discussion

- Koichi Sugiyama (CAPCOM CO., LTD., Development Department 2, Development Division 1, Producer)
 - Yuito Kimura (Cygames Executive Director & General Producer)
 - Seita Kadosawa (Fuji Television Business Development & Enterprises Dept. Media Development Center Pay TV Division Department Chief)
- Moderator : Tetsuro Ito, Associate Editor for Nikkei BP, Nikkei Entertainment!

3:15 to 5:15 p.m.

[B] Game Technology Session (2F, Conference Room 201)

“The New Age of Games Using VR and AR”

“Virtual Reality (VR)” and “Augmented Reality (AR)” are attracting much attention in the game industry. 2016 has been called the “First Year of VR” with many Head Mount Displays (HMD) for VR and games for VR being released. AR is also drawing a great deal of attention thanks to the hit smartphone game “Pokémon GO”. Those at the forefront will discuss how fun and new games can be created utilizing technologies such as VR and AR.

Symposium & Panel Discussion

- Junichiro Koyama (Executive Producer, Bandai Namco Entertainment, AM Business Unit)
 - Yukiharu Tamiya (Produce Section 1 Manager, Bandai Namco Entertainment, Planning and Development Department 1)
 - (Arrangements are being made for additional lecturers)
- Moderator : Tadashi Nezu, Reporter for Nikkei BP, NIKKEI ELECTRONICS

[C] Digital Marketing Session (3F, Conference Room 301)

“Ways to Thoroughly Utilize Digital Marketing — Methods for Utilizing Recommendations and Social Media to Maximize the Effects of Small Budgets —”

To make a game into a hit in an era when many game titles are being released, digital marketing that can produce big results with a small budget is essential. The latest developments and future prospects of digital marketing techniques will be introduced including recommendations that utilize data and notification methods that use social media such as Twitter, which are also used on the front lines of various other industries in addition to the game market.

Symposium & Panel Discussion

- Hajime Sato (DeNA Co., Ltd., Japan Region Game Business Unit, Publicity Dept., Senior Marketing Producer)
 - Yamato Muraoka (Allied Architects, Marketing Division, AD-Tech Business Department Director)
 - (Arrangements are being made for additional lecturers)
- Moderator: Junpei Furuhashi, Associate Editor for Nikkei BP, Digital Marketing

* Please note that the times, contents, participating companies, and speakers may be changed without prior notice for some reason.

◇ Special Seminar “Female Participation Promotion Seminar”

Date/Time : September 16th (Friday) 1:00 – 2:00 p.m. (Planned)

Location : International Conference Hall 2F, Conference Room 201

Admission : Free (Advanced Registration System)

Application : Tokyo Game Show Official Website (<http://tgs.cesa.or.jp/forum/>),
Acceptance is planned to begin from August 10th (Wednesday)

Admission : First-come-first-served basis (Advanced Registration System)

* If the predetermined number is reached during the advanced application, please keep in mind that, principally, same-day application for attending will not be accepted.

Outline : The spread of games designed for smartphones has increased the number of female users. On the other hand, the work environment at game production sites cannot really be called “female friendly”. How can good female workers be found and managed? How can women in the game industry maintain their mental readiness? Measures for promoting female participation in the game business will be considered from both sides.

Speaker : Nanako Higashi (Voltage, Vice Chairperson)

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◇ Sponsorship Session

Date/Time : September 16th (Friday) 11:00 a.m. to 4:10 p.m. (Planned)

Location : International Conference Hall 3F, Conference Room 303

Admission : Free (Advanced Registration System)

Contents : EGO PUNCH ENTERTAINMENT

TOKYO DESIGNER GAKUIN

Instytut Polski w Tokio

PocketWhale

Each is planning a lecture. For more details, check the official website.

Application : Tokyo Game Show Official Website (<http://tgs.cesa.or.jp/forum/>),

Acceptance is planned to begin from August 10th (Wednesday)

Deadline : First-come-first-served basis

* If the predetermined number is reached during the advanced application, please keep in mind that, principally, same-day application for attending will not be accepted.

* Please note that the times, contents, participating companies, and speakers may be changed without prior notice.

■ Global Game Business Summit 2016

This year, the “Global Game Business Summit 2016” is being held for the first time where top game companies from around the world will gather to discuss world game market trends.

Currently, in addition to new consumer game consoles, various other game platforms such as PCs and smart devices have begun to connect to contents from around the world via networks. What is happening in today’s game market, which is quickly becoming borderless? In this unbalanced situation where a wider range of people can play games but only a few games become popular, what each company is thinking of doing next for the global game market will be investigated.

Date/Time : September 16th (Friday) 11:00 a.m. to 12:30 p.m.

Location : Makuhari Messe Hall 1 Event Stage

Admission : Free (Advanced Registration System)

Applicatio : Tokyo Game Show Official Website (<http://tgs.cesa.or.jp/forum/>),

Acceptance is planned to begin from August 10th (Wednesday)

* If the predetermined number is reached during the advanced application, please keep in mind that, principally, same-day application for attending will not be accepted.

< Theme > “The Fate of the Global Game Market”

< Participating Companies >

United States : Take Two Interactive

China : Tencent

Singapore : Asia Soft

Japan : Bandai Namco Entertainment

(Arrangements are being made for speaker, 1 European company is planning to attend)

* Please note that the times, contents, participating companies, and speakers may be changed without prior notice.

■ "Tokyo Game Show 2016" Exhibition Outline

Name: TOKYO GAME SHOW 2016
Organizer: Computer Entertainment Supplier's Association (CESA)
Co-Organizer: Nikkei BP
Special Partner: DWANGO
Dates & Times: September 15 (Thursday) & 16 (Friday), 2016
Business Day 10:00 a.m. – 5:00 p.m.
* Entrance during Business Days is restricted to corporate visitors and members of the press.
September 17 (Saturday) & 18 (Sunday), 2016
Public Day 10:00 a.m. – 5:00 p.m.
* Doors may open at 9:30 a.m. on Public Days depending on the situation.
Venue: Makuhari Messe (Mihama-Ku, Chiba City, Chiba Prefecture)
Exhibition Halls 1 to 11 / Event Hall / International Conference Halls
Expected Number of Visitors: 230,000 people
Admission: Adults (Junior-high school age and older)
Same Day 1,200 yen (Advanced Purchase: 1,000 yen)
(Public Days) Elementary school age and younger: Free

