



# TOKYO GAME SHOW 2016

Press Start to Play the Future

Press Release

September 9, 2016

## TGS Forum 2016 Keynote Speech / 20th Anniversary Commemorative Speech Event Outline Decided!

**Latest booth summary and preliminary number of exhibiting game titles announced;  
Biggest scale in history, surpassing last year's record with 612 Exhibitors!**

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

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 outline for the keynote speech held on the business day September 15 (Thurs) and for the twentieth anniversary commemorative speeches held over the business days September 15 (Thurs) and 16 (Fri).

On the first day of TGS2016, September 15, for the keynote speech, key software and hardware individuals will focus on Virtual Reality (VR), which has a high profile at this year's Tokyo Game Show, and discuss the "Outlook on the VR Market." Additionally, in the afternoon of the same day, "The Progress and Prospects of Twenty Years of CESA" will be presented as a twentieth century commemorative speech. The former and current directors of the Association will look back on the last twenty years of CESA and the game show, along with the future of the game industry. On the following day, September 16 (Fri), another twentieth anniversary commemorative speech will investigate the new relationship between AI technology and games.

### **As of September 1, there are 612 exhibitors and 1,931 booths, the most ever**

As of September 1, 612 exhibitors (480 last year) are expected, the highest number so far. 1,931 booths (2,009 last year) are also expected. The number of exhibitors from overseas, also the highest in history, is 343, more than half of the total 612 exhibitors.

Booth overviews and the preliminary total number of game titles have also been announced. As of September 1, 1,280 titles are expected. Game titles in a wide range of genres, from the latest games supporting the hot VR (virtual reality) to fun and easy games for everyone, for a variety of platforms such as game console, smartphone, and PC are expected to be exhibited.

The final number of game titles, an overview of booths and other event information is scheduled to be released in the morning of the opening day of Tokyo Game Show 2016 (Thursday, September 15).

### **Trial Play of Some Types of Game Titles at TGS2016**

At Tokyo Game Show 2016, 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 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 a document.

Tokyo Game Show Official Website: <http://tgs.cesa.or.jp>

For more information or inquiries on this press release for the member of the media:  
TOKYO GAME SHOW Management Office Press Room  
Fax: +81-3-5575-3222 / e-mail: [tgs2016press@w-az.co.jp](mailto:tgs2016press@w-az.co.jp)

# ■ TGS Forum 2016

## ◇ Keynote Speech

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Date/Time : 9/15 (Thurs), 10:30 am - 12:00 pm (Planned)

Location : Exhibition Hall 1 <Event Stage>

Admission : Free (Advanced Registration System)

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

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.

### <Theme> **Outlook on the VR Market**

In 2016, VR (Virtual Reality) products are in full bloom. Full-scale development in the field has begun, with a wide variety of VR content such as videos, games, and interactive content loaded on VR hardware provided by game console manufacturers, smart phone manufacturers, PC manufacturers, and IT companies. Key individuals from VR platform manufacturers and VR content developers in pioneering positions in VR utilization will gather to discuss issues that need to be resolved as the VR market expands in the future, as well as trends in technology and user needs, and prospects for the market.

**Presenters :** Masaru Ijuin , CAPCOM, Deputy Senior Manager

Seiji Hayashi, SEGA Games, Producer

Jun Tamaoki, BANDAI NAMCO Entertainment, CS Business Unit

Wilson Lochlainn , FOVE, CTO/Co-Founder

Raymond Pao, HTC, Vice President

**Moderator :** Atsumi Watanabe, Operating Officer for Nikkei BP / Former Chief Editor for Nikkei Trendy

## ◆ Twentieth Anniversary Commemorative Speech

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Date/Time : 9/15 (Thurs), 1:30 pm - 3:00 pm (Planned)  
Location : Exhibition Hall 1 <Event Stage>  
Admission : Free (Advanced Registration System)  
Application : Tokyo Game Show Official Website ( <http://tgs.cesa.or.jp/forum/> )  
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.

<Theme> **Memories About the Establishment of CESA to Pass on to the Future: The Progress and Prospects of Twenty Years of CESA**

It has been twenty years since CESA was established. In that time frame, the Japanese game industry has significantly changed. Its scale, business structure, and market have all grown to massive proportions. CESA has become an important part of Japan's industry. But it hasn't always been a smooth journey. Only by overcoming a wide range of difficulties did we manage to arrive at our current position. Looking back upon the eve of CESA's establishment, core CESA members will help to unravel the issues and countermeasures that the game industry tackled as we trace our way from the past to the present. There will also be a discussion of CESA's vision for the next twenty years.

**Presenters : Kenzo Tsujimoto, CAPCOM, Chairman and CEO**

**Keiko Erikawa, KOEI TECMO Holdings, Chairman  
Hideki Okamura, SEGA Holdings, President and COO  
Haruhiro Tsujimoto, CAPCOM, President and COO**

**Eiji Maeda, SMBC NIKKO SECURITIES, Senior Analyst**

**Moderator :Hirokazu Hamamura, Kadokawa DWANGO, Director,  
Member of the Board**

## ◆ Twentieth Commemorative Speech

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Date/Time : 9/16 (Fri), 11:00 am - 12:00 pm (Planned)  
Location : International Conference Hall, Conference Room 201  
Admission : Free (Advanced Registration System)  
Application : Tokyo Game Show Official Website ( <http://tgs.cesa.or.jp/forum/> )  
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.

<Theme> **The New Relationship Between AI and Games as Learned from Schoolgirl Chatbot Rinna**

Artificial Intelligence (AI) has been making rapid progress as a result of recent technological innovations. Its use is being considered in various industries, and specific operations have begun in several of them. Since long ago, content utilizing AI technology has been created in the game industry, but those concepts and usage methods have started to drastically change. One project on the forefront of such technology investigates the new relationship between AI technology and games with a focus on Microsoft Japan's AI "Rinna."

**Presenter : Mitsuaki Nakazato  
Microsoft Japan Bing International (Bing Search & AI Rinna)  
Japan & South Korea Business Integration Senior Strategy Manager**

**\*CAUTION\***

Only those who have either performed advanced registration and passed the screening (Advanced Registration Fee: 5,000 yen including tax) or who possess a Business Day Registration Ticket (free, requires advanced registration) can enter the Tokyo Game Show exhibition halls. If you have only performed advanced registration for the keynote speech and twentieth anniversary commemoration speeches (both free), you will be unable to enter the other exhibition halls.

## **TGS Forum Update Information**

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### **◇Global Game Business Summit 2016**

**[9/16 (Fri), 11:00 am - 12:30 pm, Exhibition Hall 1, Event Stage. Free admission]**

#### **The presenters have been decided!**

(United States)	Kaz Makita Electronic Arts, Corp VP & GM Mobile Japan
(Spain)	Eva Gaspar, Abylight CEO
(Thailand)	Pramoth Sudjitporn, Asiasoft Online CEO
(China)	Juno Shin, Tencent Japan, Japan Country Director Head of Business Development Dept., Tencent Japan
(Japan)	Hiroataka Reizei, Director of CS Division for Bandai Namco Entertainment

### **◇Sponsorship Session**

**[9/16 (Fri), International Conference Hall 3F, Free admission]**

#### **A new session has been added!**

- **9/16 (Fri), 1:00 pm - 2:00 pm Playclips**  
Presenter : Karel de Benule, Playclips CEO  
Theme : Game App Affiliation for YouTubers and Influencers
  - **9/16 (Fri), 4:15 pm - 4:45 pm FULLER**  
Presenter : Hiroki Sakurai, FULLER Representative Director and COO  
Theme : The Global App Market as Seen Through MAU Rankings
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## ■ "Tokyo Game Show 2016" Exhibition Outline

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Name: TOKYO GAME SHOW 2016  
Organizer: Computer Entertainment Supplier's Association (CESA)  
Co-Organizer: Nikkei BP

\* Tokyo Game Show is sponsored by JLOP, METI.

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



### [Download Site for Members of the Press]

**This year's main visual**, logo data, and other materials for members of the press are available at the "TGS Download Center". Log in to the following site for access.

URL: <https://www.filey.jp/tgs/>

(A press ID is required. ID:tgs\_press / PASS:press\_tgs)