



TOKYO GAME SHOW 2016

Press Start to Play the Future

Press Release

September 12, 2016

Four international projects in TGS 2016
“Indie Game Area”
“SENSE OF WONDER NIGHT 2016”
“Three New Stars Area”
“International Party + Indie Night”

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

TOKYO GAME SHOW 2016 (TGS2016), organized by the Computer Entertainment Supplier's Association (CESA) and co-organized by Nikkei Business Publications, Inc. (Nikkei BP), announces the outline of four international projects in TOKYO GAME SHOW 2016, held from September 15 to 18.

■ **Indie Game Area** [since 2013]

The Indie Game Area is an exhibition area for independent game developers across the world, regardless of them being professionals/amateurs, corporations/individuals or their nationalities. A record 322 developers around the world applied for this area. After the selection process, 68 independent game developers from 18 countries/regions were carefully selected as exhibitors in this area. Features original Indie titles that provide fresh experiences.

■ **SENSE OF WONDER NIGHT 2016 (SOWN 2016)** [since 2008]

The aim of SOWN is to call for new game ideas that will catch people by surprise and give them a “Sense of Wonder”- a sense that something will change in their world – right at the instant of first seeing or hearing about the concept. Entering its 9th year, SOWN2016 will feature presentations by 8 finalists from 8 countries, chosen from among the 68 developers exhibiting in the Indie Game Area.

■ **New Stars Area (Asia since 2012, first appearance for Latin America and Eastern Europe)**

This area features new stars such as promising gaming ventures and developers active in regions with a rising gaming industry. This year we will add Latin America and Eastern Europe, with 84 developers from three regions and a total of 13 countries displaying exhibitions.

■ **International Party** [since 2007] **+ Indie Night**

The annual International Party, which has been held mainly for overseas exhibitors, is renowned for the exhibitors at the Indie Game Area and SOWN 2016 presenters who participate. Global interactions will be promoted in a casual atmosphere.

Other than above, international projects such as an e-Sports Stage (announced in the August 30th press release), “Cosplay Collection Night @TGS” and “Tokyo Otaku Mode Live Stream Hut” for overseas visitors are scheduled to be held.

As of September 1, the number of overseas exhibitors has reached the record high of 343. The TGS 2016 is attracting more attentions from overseas.

Please look forward to the event, as we’ll play a role of bridging international gaming communities through these projects.

*Please refer to the next five pages for details of each project.

■“Indie Game Area” Outline [open for 4 days]

As game’s distribution forms change, indie games are stirring up a global movement. The “Indie Game Area” welcomes its 4th year and will exhibit 69 organizations from 19 countries/regions, selected out of entries from 40 countries. In addition, the total number of exhibitors has reached a record 119 individuals and organizations when combined with the number of corporate exhibitors. Independent game developers around the world, regardless of them being professionals/amateurs and corporations/individuals, will exhibit their original titles.

- **Venue:** Hall 9

- **Cooperation by:** International Game Developers Association Japan Chapter (IGDA Japan)

- **Special Sponsored by:** Sony Interactive Entertainment Inc.

* open Public Days ONLY (9/17 & 18)

Name of exhibitors	Country/Region
18Light Game Studio	Taiwan
2024 Studios	Japan
4D Door Games	China
Alex Rose	United Kingdom
Bento Studio	France
Blue Volcano	Australia
Broken Window Studios	United States
Cherrymochi	Japan
Christophe Galati	France
Dave Cooper	United Kingdom
Diceroll Studios	Singapore
Digital Dreams	Netherlands
Drool	United States
EGO	Korea
Expect Studio	Japan
Fishing Cactus	Belgium
Gaddy Games	France
Hanaji Games	Japan
iNK Stories	United States
INSTITUTE OF TECHNICAL EDUCATION/NATIONAL UNIVERSITY OF	Singapore

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SINGAPORE		
INVI Games	Argentina	
Kitfox Games	Japan	
Line Wobbler	Japan	
Lithium City Dev Team	The Philippines	
Massive Monster	Australia	
Mimimi Productions	Germany	
Mr. Whale's Game Service	Switzerland	
Muse Games	United States	
Northway Games and Radial Games	Canada	
IGDA JAPAN	Japan	
Pixel Perfex	Thailand	
Play 4 Change (DePaul University)	United States	*
Pon Pon Games	Japan	
QuattroGear	Korea	
QUIZCAT GAMES	Japan	*
RiG++	Poland	*
Salmi Games	Germany	
Sand Sailor Studio	Romania	
Screen Implosion	Germany	
Seemingly Pointless	United States	
SIGONO	Japan	
Studio Canvas	Australia	
Studio Evil	Japan	
Sushee	France	
Syndicate Atomic	United States	
Team Epitaph	United States	*
Team KwaKwa	Switzerland	
team ok	United States	
The Elsewhere Company	United States	*
The Gentlebros	Japan	
The House of Fables	Poland	
Throw the warped code out	Japan	
tomeapp	Japan	
Turtle Cream	Korea	
Videogamo	Argentina	
Vivid Helix	Canada	
WeirdBeard	Netherlands	
Yack Lab.	Japan	
zato	Poland	*

Zing Games	United States	
Masaya Aoyama	Japan	
Unkore	Japan	
AcodeBank	Japan	*
Osaka Electro-Communication University Department of Digital Games Takami Lab.	Japan	
Shindenken	Japan	
Niigata University of International and Information Studies Nakata Lab.	Japan	
POLARIS-X	Japan	
Ryosuke Mihara	Japan	
Yomune.co	Japan	

■“SENSE OF WONDER NIGHT 2016” Outline [Friday, September 16]

Sense of Wonder Night (SOWN) casts a spotlight on game developers to discover game ideas that make everyone feel a sense of surprise that their world changed at the moment they saw or heard the concept—in other words, “a sense of wonder”—and give developers an opportunity to present their work at the TOKYOGAME SHOW. All visitors on Business Days (those wearing a Business Day visitor badge) may enter the presentation venue. The aim of SOWN is to create a new movement through knotting a tie between game developers seeking new possibilities and industry players who watched the presentations. Be sure to visit the event.

- **Date:** September 16 (Friday) 5:30 to 7:30 pm
- **Venue:** Hall 11, e-Sports Stage
 - * Business Day pass or PRESS pass is required for admission.
 - * Pre-registration is required for a PRESS pass. Please see the “For Press” section on the official website.
- **Cooperation by:** International Game Developers Association Japan (IGDA Japan)
- **Special sponsored by:** Sony Interactive Entertainment
- **Co-sponsored by:** Nintendo
- **Official website:** <http://expo.nikkeibp.co.jp/tgs/2016/business/en/event/sown/index.html>

◆Presenters at SOWN 2016

Title	Presenter	Country/ region
Advanced Maka dai shogi	Osaka Electro-Communication University, Takami Lab	Japan
Chambara	team ok	United States
DOBOTONE	Videogamo	Argentina
Fantastic Contraption	Northway Games and Radial Games	Canada
Line Wobbler	Line Wobbler	United Kingdom
OPUS: The Day We Found Earth	SIGONO	Taiwan

TAINTED	INSTITUTE OF TECHNICAL EDUCATION/ NATIONAL UNIVERSITY OF SINGAPORE	Singapore
UnWorded	Bento Studio	France

■“New Stars Area” Outline [open for 4 days]

Entering its 5th year, the Asia New Stars Area introduces to the Japanese game industry new stars of the game companies—such as promising game ventures and developers—from areas of Asia outside Japan. In 2016, 52 companies from 8 countries (7 ASEAN countries and the United Arab Emirates) will exhibit in this area. This year the Eastern Europe New Stars Area and the Latin America New Stars Area will join the global New Stars exhibiting in this area.

<Indonesia>

The Indonesia Game Industry will exhibit in the pavilion by the support of managing companies from AGI (Asosiasi Games Indonesia) which is the organization of Indonesian game industry. Rising game development companies such as Anantarupa Studios and Toge Productions as well as the major game developing companies such as Agate Studio and Touchten will exhibit, too. They support businesses that accommodate various development needs.

<Singapore>

Singapore’s game industry is expected to grow as a hub in South East Asia, and VR game developers from Singapore such as Gattai Games, Kaiju Den, and Witching Hour Studios will participate.

<Thailand>

Five companies from Thailand, which is garnering attention as a gaming market, that excel in mobile game development and VR games such as Miryn Inovation and Mad Virtual Reality will be exhibiting.

<The Philippines>

The Philippines has been receiving richly-experienced outsourcing from European/U.S. companies for a long time. Five companies that provide service for various game development needs such as game art, game animation and mobile game development will exhibit, including IGDA Manila (International Game Developers Association, Manila Branch) which combines the game developers of this country.

<Vietnam>

Three companies from this country will be exhibiting: Rikkeisoft, which specializes in mobile game development and IT outsourcing; Tinhvan Outsourcing which specializes in outsourcing services; and Viet Nhat General which develops mobile game software.

<Malaysia>

This will be Malaysia’s first time exhibiting in a pavilion, led by Malaysia External Trade Development Corporation (MATRADE). This year, in addition to Malaysia’s major 3D game

outsourcing companies such as Lemon Sky Animation and Streamline, both at Asia's highest level of technological capabilities, 18 companies that excel at animation production and mobile game development with the support by the government agency/multi-media development bureau (MDec) will participate.

<Poland>

The Polish embassy and the Game Industry Conference, the largest of its kind in Central and Eastern Europe, will accompany six companies and organizations from the dynamic Poland, which continues rapidly growing, in an attempt to enter the Japanese market.

<Mexico>

16 mobile game and VR game developers, led by the Trade Commission of Mexico in Japan, will bring along games from Latin America to exhibit.

<Chile>

In Vitro Games, which excels in PC game and mobile game development, will exhibit.

Other than above, companies other emerging countries such as Myanmar and the United Arab Emirates will participate. Companies that excel at mobile games, digital content development, animations, and consulting are scheduled to exhibit in this area.

■“International Party + Indie Night” Outline [Friday, September 16]

With the enhancement of international projects at the TGS 2016, the reputable annual International Party will be upgraded this year. In addition to the exhibitors Press, the Indie Game Area exhibitors and SOWN 2016 presenters will also be invited to the “International Party + Indie Night.” Complimentary foods and drinks will be served in a buffet style. You can enjoy casual networking in the international setting. The people involved with SOWN will join start at 19:30 after the event ends. The buffet will be served at two times, at 5:30 pm at the start, and at 7:30 pm once the SOWN participants join in. Be sure to take part in SOWN before the buffet.

- **Date:** September 16 (Friday) 5:30 to 8:30 pm (tentative)
- **Venue:** International Conference Hall 1st Floor, Lounge Area
- * Business Day pass or PRESS pass is required for admission.
- * Pre-registration is required for a PRESS pass. Please see the “For Press” section on the official website.
- **Sponsored by:** Sony Interactive Entertainment Inc.
- **Applicable participants:** Overseas exhibitors, domestic exhibitors, Indie Game Area exhibitors, SENSE OF WONDER NIGHT 2016 presenters, and press.
- **Admission:** Free

■ "Tokyo Game Show 2016" Exhibition Outline

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

