

TOKYO GAME SHOW 2019

Press Release

March 6, 2019

Theme: **“One World, Infinite Joy”**

TOKYO GAME SHOW 2019 Exhibition Outline Released!

Dates: September 12 (Thursday) to September 15 (Sunday), 2019 /

Venue: Makuhari Messe

Applications for exhibition are being accepted from today!

Game industry is growing. Tokyo Game Show emphasizes its presence to the world.

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

In cooperation with Nikkei Business Publications, Inc. (Nikkei BP, President: Suguru Niinomi), the Computer Entertainment Supplier's Association (CESA, Chairman: Hideki Hayakawa) has announced that it will be holding TOKYO GAME SHOW 2019 (TGS2019) at Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) for four days from Thursday, September 12 to Sunday, September 15. Applications for exhibition are now being accepted.

The theme for TGS2019 is **“One World, Infinite Joy.”** With dramatic advances in technology, games can now connect players around the world instantly, anytime and anywhere. Under this year's theme, the event hopes to communicate the true value and possibility of games that a new level of experience and excitement shared among people, as friends and mates enjoying the same game together, will strengthen “ties” among people, and that games can provide even more fun experience.

In recent years, the game industry has seen an expanding range of titles, from casual ones to highly competitive e-Sports, and games are now enjoyed in many different ways. With the increasing number of game fans, expectations for Tokyo Game Show are also becoming increasingly diverse. The last year's TGS 2018 was the biggest event ever in its history, with 668 companies and organizations from 41 countries and regions participating as exhibitors and 298,690 people visiting the exhibition.

TGS2019 will have a further expansion of its Internet video streaming platform and contents, so that game fans who are not at the venue can also feel the excitement of TGS, together with visitors. The event aims for increased viewership in Asia and on a global scale.

In the e-Sports field, which is attracting attention also from outside of the game industry, this year's event again plans to hold championships in various genres at the giant "e-Sports X (Cross)" stage (details to be announced in April). In addition to improved usability with venue layout and easy-to-view stage setup, we are committed to enrich real-time gameplay content for streaming overseas and offer enhanced information on the event.

Furthermore, the event organizer's keynote speech program will be held focusing on new technologies, such as next-generation communication system “5G”, “blockchain” and “artificial intelligence (AI).”

TOKYO GAME SHOW started in 1996. It has grown to become an event receiving attention in Japan and elsewhere, with over 600 businesses and organizations exhibiting each year since 2016 and visitors exceeding 250,000 for six years in a row since 2013. Expect more excitement than ever at Tokyo Game Show 2019, which has grown to the “world's largest game show” increasing its presence in global communities.

“One World, Infinite Joy”

“Connect people sharing the same interest even deeper”

Games have such power of happiness.

The fun of playing games advances to the next level by being connected with players all over the world, not to mention with your friends and family members.

TOKYO GAME SHOW also connects game fans and creators all over the world with exhibition booths, stage shows, and a variety of online video streaming.

Amazing expressions created by technology evolution, lively excitement of e-Sports games, handy ways of playing games that you can enjoy anytime, anywhere, and so much more.

With cutting-edge games and services, we want to share all these exciting fun with more people around the world.

Don't miss TOKYO GAME SHOW 2019, the festival of games gathering much attention from all over the world.

● Exhibition Areas

● General Exhibition Area

Hall 1 to 8

This area showcases digital entertainment products and services, focusing on video game software.

*The area will be open "All four days".



● Smartphone Game Area

Hall 1 to 8

This exhibit area focuses on games for smart devices, such as smartphones and tablets, of iOS, Android and others, as well as social games played on mobile devices and computer browsers.

*The area will be open "All four days".



● e-Sports Area

Hall 9 to 11

This area showcases game titles developed as e-Sports (home video games, smartphone games, PC games), as well as hardware and devices. A large stage will be set up in this area.

*The area will be open "All four days".



● VR / AR Area

Hall 9 to 11

This area showcases game software and hardware related to VR (virtual reality), AR (augmented reality), and MR (mixed reality), along with related services.

*The area will be open "All four days".



● Romance Simulation Game Area

Hall 9 to 11

This area showcases dating-simulation and similar games, designed mainly for female users.

*The area will be open "All four days".



● Indie Game Area

Hall 9 to 11

This area is for independent (indie) game developers to showcase their completely original games for various platforms.

*From this year, a "regular booth" is available as well as the conventional "turnkey booth". The both exhibition plans are paid services. Free sponsored exhibition booths (selected exhibitor booths) will be also provided for supporting indie game developers. (Application is planned to be started in April.)

*The area will be open "All four days".



- **Game School Area**

This area showcases game schools for future game creators.

Hall 1 to 8



*The area will be open "All four days".

- **Merchandise Sales Area**

This area is for sales of game-related products.

Hall 9 to 11



*Some booths will be open "All 4 Days", and some will be open "Public Days Only."

- **Family Game Park**

This area showcases game software and related products that can be enjoyed by the whole family. Entry to this area is restricted to children of junior-high school age and younger with accompanying adults. Children of various ages can feel safe trying out these games.

Event Hall



*This area will be open during "Public Days Only."

● B-to-B Exhibition Areas

- **Business Solution Area**

This exhibition area is for game-related businesses Seeking for business-to-business opportunities. The TGS Forum Sponsorship Session is also available as an option (additional fees required).

Hall 1 to 8



*Some booths will be open "All 4 Days", and some will be open "Business Days Only."

- **New Stars Area (Asia/Eastern Europe/Latin America)**

This area showcases overseas businesses which will become rising stars in the game industry—promising game startups, development studios, and services from various regions. Special focus is placed on Asia, Eastern Europe, and Latin America regions attracting strong attention in the game industry.

Hall 1 to 8



- **Asia New Stars Area**

With a focus on Southeast Asia, South Asia, and the Middle East, this area showcases promising game startups, development studios, solution vendors, and others from the region.

- **Eastern Europe New Stars Area**

This area showcases game startups from Eastern European countries (Poland, Croatia, Czech Republic, Romania, and others) where many technical institutions offer courses in game engineering.

- **Latin America New Stars Area**

This area showcases game startups from notably emerging Latin American countries (Brazil, Argentina, Chile, Colombia, Costa Rica, Mexico, and others).



* Some booths will be open "All 4 Days", and some will be open "Business Days Only."

● **Business Meeting Area**

International Conference Hall

This is a meeting space for conducting productive meetings in a relaxed atmosphere. The area provides a free business-matching system connecting exhibitors with Business Day visitors or other exhibitors.



*This area will be open during “Business Days Only.”

● **Events Scheduled on Business Days Only**

◆ **TGS Forum Keynote Speeches**

This session held on the stage features hottest topics in the game industry this year. In the previous year, we discussed what challenges were ahead for the gaming industry to expand popularity of e-Sports to be actually classified as “sports.



◆ **TGS Forum Global Game Business Summit**

The international conference is planned to discuss the outlook and issues on globalization of the game business.



◆ **SENSE OF WONDER NIGHT 2019**

This international festival is a gateway to successful indie games, where developers will present their innovative ideas to people in the game industry. Ideas are solicited from around the world and outstanding works will be awarded with the prizes.



◆ **TGS Forum 2019 Specialized Session**

A conference will be held for industry stakeholders, focusing on the latest game industry trends in technology and business.



◆ **International Party**

On the evening of the second Business Day (September 13), a networking party will be held for business interaction among overseas visitors/exhibitors and Japanese exhibitors as well as journalists.



◆ Other

◆ Food Court and Rest Area

Food court and rest area will be located in the Event Hall between Hall 1 to 8 and Hall 9 to 11 as well as certain outdoor area. Approx. 5,000 seats are available in the Event Hall, where visitors can enjoy eating or taking a break. (Outdoor food court and rest area will be open on Public Days only.)

* The above contents are as of February 21, 2019. Contents and halls may be changed according to the preparation situation and exhibit application status.

* All photos are for reference only.

* Details related to each area and organizer events will be announced via future press releases.

■ TOKYO GAME SHOW 2019 Exhibition Outline

Event Title: TOKYO GAME SHOW 2019

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizer: Nikkei Business Publications, Inc.

Sponsor: Ministry of Economy, Trade and Industry (TBC)

Dates & Times: September 12 (Thursday), 2019 Business Day 10:00 a.m. – 5:00 p.m.

September 13 (Friday), 2019 Business Day 10:00 a.m. – 5:00 p.m.

*Admission during Business Days is restricted to trade visitors and members of the press.

September 14 (Saturday), 2019 Public Day 10:00 a.m. - 5:00 p.m.

September 15 (Sunday), 2019 Public Day 10:00 a.m. - 5:00 p.m.

*Doors may open at 9:30 am 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 Hall

Expected Number of Visitors: 250,000

Expected Number of Booths: 2,000

■ Exhibitor Application Schedule

Exhibition Application Deadline: May 24 (Friday), 2019

Booth Location Meeting: June 17 (Monday), 2019 For exhibitors with 40 or more booths
(no adjoining exhibitors)

June 27 (Thursday), 2019 For exhibitors with less than 40
booths (adjoining other exhibitors)

Exhibitor Briefing: June 27 (Thursday), 2019