

# TOKYO GAME SHOW 2019

Theme: “One World, Infinite Joy”

PRESS RELEASE

April 22, 2019

Now accepting applications from independent game developers!

## Indie Game Area “Selection Booth” “SENSE OF WONDER NIGHT 2019”

Nintendo is confirmed as a sponsor for both projects!

The Indie Game Area “Selection Booth” is FREE to exhibit again this year!

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

TOKYO GAME SHOW 2019, organized by the Computer Entertainment Supplier’s Association (CESA) and co-organized by Nikkei Business Publications, Inc. (Nikkei BP) decided to carry out two projects and started accepting applications for them to support the independent game (indie game) developers: one is Indie Game Area “Selection Booth,” the exhibition area of free-of-charge, and the other is “SENSE OF WONDER NIGHT 2019 (SOWN 2019),” the contest to determine the excellent game ideas from the exhibitors in the Indie Game Area “Selection Booth.”

Since it was established in 2013, Indie Game Area “Selection Booth” has offered to exhibit the titles which pass the screening and will have many visitors including the game industry professionals to gamer fans every year. In TGS2018, 86 developers from 22 countries/regions, screened from 295 applicants around the world, had exhibited in the Indie Game Area “Selection Booth.”

On the other hand, SOWN is established in 2008 as a project to showcase game ideas that will give the players “Sense of Wonder” — a feeling that something will change in players’ world. This had been originally held alone, but has changed to the project to give a chance to be the SOWN presenters selected from Indie Game Area “Selection Booth” exhibitors, to present their own game ideas from 2017. In the TGS2018, eight developers appeared on the stage as the presenters of SOWN.

It is now confirmed that Nintendo Co., Ltd. decided to support indie game developers as a sponsor for both projects. Developers whose titles selected by the TGS Management Office get to exhibit in the Indie Game Area “Selection Booth” for free. Also, Nintendo co-sponsors SOWN2019. Both projects will be carried out with the cooperation of International Game Developers Association Japan Chapter (IGDA Japan).

Through these projects, TGS will provide opportunities to disseminate new games created by independent game developers to the world.

For details on application and requirement for both projects, please refer to  
**TOKYO GAME SHOW** official website:

<http://tgs.cesa.or.jp/en/>

- For inquiries on Indie Game Area “Selection Booth”(e-mail only): [indie@eventinfo.jp](mailto:indie@eventinfo.jp)

- For inquiries on “SOWN2019” (e-mail only): [sown@eventinfo.jp](mailto:sown@eventinfo.jp)

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

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## **(1) Indie Game Area**

The Indie Game Area is an exhibition area for independent game developers. This area gives game developers the opportunity to exhibit games of every platform with the objective of creating new movements in the computer entertainment industry.

Supported by the Nintendo as the sponsor, the Indie Game Area "Selection Booth" provides independent game developers with booths for free. Anyone who would like to apply for the "Selection Booth" complies with the application rules, it does not matter to professionals, amateurs, individuals or corporations. After the deadline, "Selection Booth" exhibitors are selected by the TGS Management Office.

**Name:** Indie Game Area "Selection Booth"

\*In this area, "Package Booth" and "Turnkey Booth E" are also available on a first-come-first-served basis, where only corporations can exhibit with a fee. These booths will **not** be eligible for the support program of exhibition fee. For details, please check "Exhibit Guide" in the TGS official website.

**Period:** Thursday, September 12 to Sunday, September 15, 2019

**Location:** Makuhari Messe, Exhibition Hall

**Exhibition Period:** Public Days + Business Days (4-day exhibit)

\*Please note that participants are not permitted of any types sales activities.

**Exhibition fee:** Free (regular price: 99,900 yen for 4 days)

\*Exhibition booth includes: A booth, five passes for exhibitors

**Application:** The web application form on the TGS official website (<http://tgs.cesa.or.jp/en/>)

**Application deadline:** Friday, June 14, 2019 (\*Japan Time)

**Screening:** Selection will be conducted by the TGS Management Office

**Results:** The selected applicants will be directly contacted by the Management Office between the beginning and middle of July 2019.

\*We may ask for additional information, depending on your application contents.

\*We may recommend that you exhibit in other exhibition areas, depending on your application.

### **Qualifications to exhibit "Selection Booth"**

- Annual sales of the organization planning to exhibit

For corporation: It shall be approx. 50,000,000 yen or US 500,000 dollars less.

For individual: It shall be approx. 10,000,000 yen or US 100,000 dollars less.

- If the organization planning to exhibit is a corporation, it must not carry any capital ties with other entities (i.e. It shall not be invested f be invested from a large a large game publisher.)

### **What can be exhibited "Selection Booth":**

- A completely original game

(Derivative content cannot be exhibited regardless of whether or not it is licensed.)

- Created for a platform which an applicant has the right to develop.

- Works that comply with the CESA Code of Ethics and CERO Code of Ethics

( <http://www.cero.gr.jp/en/publics/index/18/> ) and do not fall under any of the following items:

- 1) An expression that conflicts with or may conflict Attached Table 3 “Prohibited Words and Phrases” of the CERO Code Ethics is included.
- 2) Works for which a “Z” rating category was assigned by CERO or an expression equivalent to the “Z” rating category may be included.
- 3) Works that have already been released overseas and for which a “17+” (MATURE) rating category was assigned by an overseas category was assigned by an overseas category was assigned by an overseas examination body (e.g. ESRB).
- 4) Works planned to be released overseas for which a “17+” (MATURE) rating category is expected to be assigned by an overseas examination body (e.g., ESRB) (excessively bloody works that cannot be regarded as being equivalent to a “13+” (TEEN) rating category).

**Application:**

Fill the web application form on the TGS official website (<http://tgs.cesa.or.jp/en/>) and **submit it by Friday, June 8. (\*Japan Time)**

**Inquiries for Indie Game Area “Selection Booth” (e-mail only)**

[indie@nikkeibp.co.jp](mailto:indie@nikkeibp.co.jp)

**(2) SENSE OF WONDER NIGHT 2019 (SOWN 2019)**

The SENSE OF WONDER NIGHT (SOWN) is the event to provide the titles exhibited in the Indie Game Area “Selection Booth” with opportunities for the presentation to their game idea ideas that will give the players “Sense of Wonder,” a feeling that something will change in players’ world.

If you apply for the SOWN, please sign up to the Indie Game Area “Selection Booth” first. Eight titles will be nominated as SOWN finalists out of all the exhibitors entitled to the Selection Booth. Winners will be elected by judges for titles such as “Grand Audience,” “Best Game Design” and so on, after the presentation on the stage. And from this year, winners will be awarded of prize money.

<b>Event Title:</b>	SENSE OF WONDER NIGHT 2019 (SOWN 2019)
<b>Cooperation:</b>	International Game Developers Association Japan Chapter (IGDA Japan)
<b>Application:</b>	The web application form on the SOWN 2019 official website ( <a href="http://tgs.cesa.or.jp/sown/en/">http://tgs.cesa.or.jp/sown/en/</a> ).
<b>Eligibility:</b>	Open to all individuals regardless of nationality, age, or occupation (students, game producers, etc.) and to all corporate bodies
<b>Application Deadline:</b>	Friday, June 8, 2019 (*Japan Time) *Applicants must apply for the Indie Game Area “Selection Booth.”
<b>Screening:</b>	Presenters will be nominated by the SOWN Screening Committee.
<b>Results:</b>	The selected applicants will be directly contacted by the Management Office by Middle August 2019. * Games selected by the Screening Committee and deemed presentable at the TOKYO GAME SHOW 2019 (up to 8 entries) will be regarded as the final SOWN 2019 presentation games.

### <Objectives of SENSE OF WONDER NIGHT>

- To introduce games with a design and ideas that are experimental and creative, and that cannot be called conventional or traditional.
- To heighten awareness of the importance of creating a game that gives people a “Sense of Wonder,” a sense that something will change in their world, and to invigorate the game industry.
- To offer people creating experimental games opportunities for the future.
- To create new domains in the game industry.

### **SOWN 2019 Presentation**

**Date:** Friday, September 13, 2019 (17:30 to 19:30, tentative)

**Venue:** Hall 11 e-Sports Special Stage, Makuhari Messe (tentative)

**Admissions:** All Business Day entry pass holders of TGS2019 are welcome to attend.

**Prize Money:** Grand prix (Grand Audience Award) 3,000 USD  
Other awards (Best Game Design Award, etc.) 500 USD

#### Notes: The Presentation Day

- The presenter is assumed to be Indie Game Area "Selection Booth" exhibitors (Presenters are responsible for bearing their own traveling expenses).
- Each presenter will be given 10 minutes for their presentation. Each presenter will be asked to present or demonstrate the games to the audience. (There will be consecutive English-Japanese interpreting for all presentations.)
- Video-streaming of all presentations is scheduled. Other information on the presented game ideas provided in advance will also be subject to release on TGS website.

### **The Game Chosen as the Finalist of “SENSE of Wonder Night” is**

#### **- A game that realizes a totally new, never-seen-before gaming experience**

A game that employs technologies have not previously been used successfully, such as natural language processing, physics engines, image recognition or gesture control, to present a new kind of experience.

#### **- A game that challenges the common sense of ordinary games**

A game that pursues new ways of gaming expressions, a which changes the player’s vision of the world after playing a vision of the world after playing and experiencing it.

#### **- A game with emergent features**

A game that brings user’s activities into the by including features such as AI interactions, different tools and social elements.

#### **- A game that makes people want to play it immediately**

A game that makes everyone thinks that they want to enjoy the new experience for themselves and feel that they want to treasure it.

#### **- An amazing game**

Any kind of new, eye -grabbing and impressive game!!

## Games “SENSE OF WONDER NIGHT” is NOT intended for

### - **A game that focuses on other elements**

A game in which the highlight focuses on elements comprising the games such as the newness background setting, situation, character design, graphics, story, audio, etc. instead of the game itself.

### - **A game of a new genre created by combining or rehashing existing genres**

However, a game providing a truly new game experience may be considered for acceptance.

### - **A game that is new only in targeting a specific user group**

A game will not be deemed as being new and innovative just because it is focused on a specific user group (such as female users or the elderly). However, a game providing a truly new game experience may be considered for acceptance.

### - **A game created for the purpose of demonstrating a technological innovation, experimental business model, or distribution mechanism**

A game of this kind will not be completely rejected from the screening process but they must demonstrate that it is capable of directly and tangibly providing a new game experience.

## “SENSE OF WONDER NIGHT” Screening Committee (planned)

### - **Kiyoshi Shin**

Journalist (Game, IT) / Tokyo VR Startups board member

### - **Juan Gril**

Sr Producer, Minecraft, Microsoft

### - **Nobushige Kobayashi**

Associate Professor, Tohoku Gakuin University

### - **Isao Kitayama**

Shindenken / Circle head, Game Planner, Programmer

### - **Ramon Nafria**

Business Developer, BadLand Publishing

### - **Koji Tada**

Sony Interactive Entertainment Japan Asia / Director, Japan Market Business Planning Dept.

### - **Kenji Takahashi**

NPO OcuFes

## Inquiries for SENSE OF WONDER NIGHT (e-mail only)

[sown@eventinfo.jp](mailto:sown@eventinfo.jp)

## ■ TOKYO GAME SHOW 2019 Exhibition Outline

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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

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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

### [ Downloading the press kit ]

Various materials including this year's logo, site photos from the previous event and other resources for press are available from the "TGS Download Center". Please log in to: <http://tgs.cesa.or.jp/photo/>

\*You will be asked for the password to log in to the press site. Password: tgs\_press