

TOKYO GAME SHOW 2019

Theme: "One World, Infinite Joy"

PRESS RELEASE

July 19, 2019

TOKYO GAME SHOW 2019 Exhibitor Information

**The 373 Exhibitors as of June 27
Expecting to be the Largest Scale Ever
Tsubasa Honda comes in as an official supporter!
The outline of e-Sports X is released!**

TGS Supporters Club Tickets on Sale Sunday, July 21 at Noon!

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

TOKYO GAME SHOW 2019 (Organizer: Computer Entertainment Supplier's Association [Abbreviation: CESA, Chairman: Hideki Hayakawa], Co-Organizer: Nikkei BP [President: Naoto Yoshida], Period: September 12 to 15, Venue: Makuhari Messe / hereafter "TGS2019") would like to hereby notify the number of exhibiting companies and organizations as of June 27 and provide information of ticket sales. In addition, this press release brings you the most up-to-date information on TGS2019; TGS official supporter, the outline of e-Sports X and the pre-order of TGS official T-shirts.

As of June 27, [the number of exhibiting companies is 373 and the number of booths is 2258]. This is much higher than the 366 companies at the same time last year, where a total of 668 companies and organizations participated. Eventually the number of booths is expected to exceed the highest record of 2,338 booths in 2018. The reasons for the rise is the increasing number of big of booths in the smartphone games area, and the expansion of the business solution area and e-Sports area. At this moment, exhibitors from 26 countries and regions from around the world will be participating, and this number is expected to increase.

As in the past, new titles for wide range of platforms will be released, and attendees will enjoy the world of computer entertainment through variety of programs from various angles.

TGS2019 "Public Day" Ticket Information!

Admission fees are revised.

"TGS Supporter's Club Tickets" to be on sale via the Internet

Family Game Park has become free admission from this year.

From this year Admission fees of TGS has been revised and is sold at the price listed below.

TGS2018

Advance Ticket for Public Day: 1,000 yen (incl.tax) /day
On the Day Ticket for Public Day: 1,200 yen (incl.tax) /day
Children (Under 12 years old): Free of charge



TGS2019

Advance Ticket for Public Day: 1,500 yen (incl.tax) /day
On the Day Ticket for Public Day: 2,000 yen (incl.tax) /day
Children (Under 12 years old): Free of charge

“Advanced Purchase” of Public Day Tickets (1,500 yen) go on sale Saturday, June 29th at 10:00 am.

“TGS2019 Supporter’s Club Tickets” (3,500 yen with special benefits / only available in advance) which sell quickly every year, will go on sale via the Internet on a first-come-first-served basis.

Primary sales will begin Sunday, July 21 at noon, and secondary sales will begin Saturday, July 27 at noon. Business Day advanced registration for those related to the game industry will start from the end of July.

As of this year, Family Game Park has become free of charge. (Only children under 15 years old and their guardians are allowed to enter this area. If the visitor over 13 years old want to enter the other area of Family Game Park, admission fee is needed.

[Advanced Purchase of Public Day Tickets]

Sales Period: June 29 (Saturday) to September 13 (Friday)

Price: Adults (Junior-high school age and older) 1,500 yen

Sales Locations: Ticket PIA [P Code: 992-337] (PIA, 7-Eleven, FamilyMart), Lawson Ticket [L Code : Advance Ticket 37777] (Lawson, MINISTOP), 7-Eleven Ticket [7 Code: 077-050] (7-Eleven), JTB Leisure Ticket, e+ (FamilyMart, 7-Eleven), Rakuten Ticket (FamilyMart, 7-Eleven), EVENTIFY, Ticket Port, Tickets Today, Major, other famous bookstores and game stores and complex cafes throughout Japan

[TGS2019 Supporters Club Tickets] (Only available in advance)

The premium tickets for TGS with special goods will be released in a limited quantity. TGS2019 Supporters Club Tickets comes with TGS original goods and offers a benefit like early entry to the venue.

※ If you have the Supporters Club Ticket, you can get TGS original goods at the special reception on the day of the events.

Benefits: TGS2019 Supporters Club T-shirt and original pin badge
Priority entry from the morning door opening until a certain time

Sales Period: Primary sales July 21 (Sunday) 12:00 pm to 11:59 pm

*First-come-first-served basis
Secondary sales July 27 (Saturday) 12:00 pm to 11:59 pm
*First-come-first-served basis

Price: 3,500 yen

* “TGS2019 Supporter’s Club Tickets” are limited. Sales will be terminated once the predetermined number has been reached during sales period.

* To receive benefits, this ticket is required even for those of under 6 years old and younger (excluding infants).

* The name of the purchaser will be printed on the ticket. Your identity will be confirmed on site. Please bring photo ID.

* For details about the procedure for purchasing and cautions, please visit the official site (<http://tgs.cesa.or.jp/>) and go to “**Tickets (Public Day)**”.

[Special Discount]

100 yen (Day Ticket only)

※ Individuals with disability certificates, wounded soldier certificates or atomic-bomb survivor certificates.

※ A discount ticket for a caregiver is available.

※ Individuals age 70 or older.

[Family Game Park]

FREE

※ This area is opened only for the children under 15 and their guardians.

◆ “Business Day” Ticket Information

Tokyo Game Show 2019 Business Day is only for the registered attendees. Persons with a Business Day registration voucher will be admitted free of charge but need to make advance registration. If you do not have a voucher, visit the TGS official site and go to “**Business Day Entrance Method**” to gain entry. Advance registration is available only for those who have been deemed eligible after advance screening as persons in the game industry. Application will begin from the middle of July. Registration grants two days entry on Business Days September 12 (Thursday) and 13 (Friday). The pre-registration fee is 10,000 yen (not including tax).

On Business Day, the exclusive reception desk will be available for smooth pass delivery and entry. In addition, there will be a Business Matching System that allows business visitors to engage in business meetings, and a “Business Day Gold Pass” for sale that allows access to the Business Lounge at the International Conference Halls on the second floor. For those without a Business Day advance registration voucher, the price including the Business Day registration fee is 25,000 yen (not including tax). Orders for the “Business Day Gold Pass” will begin at the middle of July.

※ For more details related to ticket information, please visit TGS2019 official website (<https://tgs.cesa.or.jp/en/>).

■Tsubasa Honda comes in as an official supporter of TGS2019!



Tsubasa Honda, active as a model and actress, comes in as an official supporter of TGS2019 to help more people become interested in this event. She is known as an enthusiastic fan of video games. Also, she streams her let's play movie on her YouTube channel named "Honda no Baiku" and has over 1,130,000 subscribers. She will be at TGS2019 venue.

※For more details related to ticket information, please visit TGS2019 official website (<https://tgs.cesa.or.jp>).

□ Details of e-Sports X is decided!

Many large-scale e-Sports events are held around the world and growing attention is paid to e-Sports even more as a new game culture which is well-suited to variety of group competition. The 3rd e-Sports competition at TGS2019 will be held in the special area for e-Sports named "e-Sports X". This area has two special stages, called **BLUE STAGE Presented by PlayStation 4** and **RED STAGE**, with 550 seats each. During four days of TGS2019, heated tournaments featuring major titles will take place. Multiplayer fighting and FPS (first-person shooters) are popular genres in e-Sports. These will be featured at e-Sports X along with titles in a variety of genres enjoyed by adults and children, including smartphone game apps.

Moreover, the special event by Japan e-Sports Union (JeSU) is scheduled on 12th and 13th of September. Even though it will be held on Business Day, public audience are allowed to attend the e-Sports X events. Please watch and feel excitement over e-Sports at TGS2019.

Today, in addition to the event outline, TGS is announcing the first round of competition titles below.

◆e-Sports X Event Outline

Dates:	Thursday September 12 to Sunday 15
Place:	Special area in Makuhari Messe Hall 9-11
Platinum supporter:	Sony Interactive Entertainment LLC (SIE) "BLUE STAGE Presented by PlayStation 4"
Official supplier:	[Tournament Monitors] BenQ Japan [Gaming furniture] DXRacer

◆Competition Titles, Details, and Schedules (Announcement Round 1)

●September 14 (Saturday)

[RED STAGE]

DEAD OR ALIVE

< DEAD OR ALIVE 6 World Championship “The Fatal Match in Japan”>

The total amount of prize is 10 million yen!

The 8th round of “DEAD OR ALIVE 6 World Championship” will be held on the e-Sports X stage!

“Fatal Match” is the special qualifying session to book a ticket to for the grand finale round.

You can expect the top-level bruising battle by very competitive players in Asia!

■Event Management: KOEI TECMO Games

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●September 15 (Sunday)

[BLUE STAGE Presented by PlayStation 4]

Puyo Puyo eSports

< Puyo Puyo Championship SEASON 2 special tournament in TGS>

■Event Management: SEGA Games

Street Fighter V: Arcade Edition

<Capcom Pro Tour Asia Premier>

The premier competition of “CAPCOM Pro Tour 2019” will be held in TGS.

Last year, the competition was held as the Japan premier, but is scaled up as Super Premier Competition this year. Almost 1,000 players will speak off each other in this competition.

The next day, September 15th (Sunday), the eight finalists will play in the final heat. You can't miss it! (This tournament is officially recognized by JeSU.)

■Event Management: Capcom

●September 15 (Sunday)

[RED STAGE]

DRAGON QUEST RIVALS

<DRAGON QUEST RIVALS MASTERS CUP in TGS2019> (provisional name)

The first official tournament of *DRAGON QUEST RIVALS*, a battle card game, will be held in TGS! Details will be revealed later.

■Event Management: SQUARE ENIX

□ **NTT Docomo as an official 5G/Network Sponsor**

NTT docomo will support TGS 2019 as official 5G/Network Sponsor.



□ **MONSTER ENERGY as an Official Beverage Sponsor**

MONSTER ENERGY is an energy drink released in April 2002 and now sold around the world. It has actively supported game scene in addition to motor sports, action sports and music bands. And now, MONSTER ENERGY is determined as an Official Soft Drink Sponsor for the seventh straight years!

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.
Supporter: Ministry of Economy, Trade and Industry (tentative)
Official 5G/Network Sponsor: NTT Docomo
Official Beverage Sponsor: MONSTER ENERGY
Dates & Times: September 12 (Thursday), 2019 Business Day 10:00 am-5:00 pm
September 13 (Friday), 2019 Business Day 10:00 am-5:00 pm
*Admission during Business Days is restricted to trade visitors and members of the press.
September 14 (Saturday), 2019 Public Day 10:00 am-5:00 pm
September 15 (Sunday), 2019 Public Day 10:00 am-5:00 pm
*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