

TOKYO GAME SHOW 2019

Theme: "One World, Infinite Joy"

Press Release

August 7, 2019

TGS Forum 2019 Outline of Keynote and Expert Sessions

Advance Registration for Business Day Visitors Started Business Day Gold Pass On Sale

Computer Entertainment Supplier's Association (CESA)
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") determined the outline of TGS Forum 2019 scheduled on the Business Day Thursday, September 12 and Friday, September 13.

The Keynote Speech titled "5G Impact - Will 5G be a "Game Changer"?" will be delivered on September 12 Thursday. A launch of the "5G" service is anticipated in 2020. Key figures involved in a launch will gather on this session to discuss the trend in the perspectives: How will gaming platforms change and what kind of new experiences can games deliver to users?

On the afternoon of Thursday September 12, top companies and representatives from the video game industry will gather and hold "Global Game Business Summit" to exchange opinions on video game business trends. (Detail of GGBS will be revealed on middle August.) On Friday September 13, Expert Sessions focused on the game industry will be held. Leading experts in various fields and key figures in overseas gaming companies will be invited as guest speakers. The new business model and technology trends will be on the agenda.

Advance registration for "TGS Forum 2019" and Expert Sessions started on today via the official website(<https://tgs.cesa.or.jp/en>). Attendance for "TGS Forum 2019" is free of charge.

※ TGS2019 Business Day visitor badge will be required. Be sure to complete the advanced registration for Business Day visitors in order to be issued a badge before entering the venue. For more information, please visit TGS official website at <https://tgs.cesa.or.jp/en/admission/>.

Business Day Advance Registration Has Begun, and the Convenient "Business Day Gold Pass" is also On Sale

Advance registration for the Business Day for game industry personnel has started via the official website. In addition to "Business Day Registration Ticket" distributed to guests by exhibitors, paid registration (10,000 yen, w/o tax) is also available (After application, there is a predetermined confirmation. Applications are being accepted until 11:59pm Thursday September 5).

In addition, a limited number of "Business Day Gold Pass" will be available, allowing you to enter the site smoothly through a special reception and giving access to the "TGS Business Matching System" appointment system for holding negotiations with exhibitors and other visitors (for those who have a Business Day Registration Ticket the price of the pass is 15,000 yen (w/o tax), and for those without a Business Day Registration Ticket, the price including the Business Day Advance Registration fee is 25,000 yen (w/o tax)). The Business Day Gold Pass will give you access to the Business Lounge set up on the 2nd floor of the Makuhari Messe International Conference Hall and allow you join the International Party (Friday September 13 (Friday) from 5:30 pm), providing a comfortable environment for handling business negotiations. For more details, please visit the official website.

■ TGS Forum 2019

◇ Keynote

Date & Time: September 12 (Thursday) 10:30 am to 12:00 pm (Planned)
Venue: Exhibition Hall 1 <Event Stage>
Admission: Free (Advance registration required)
Application: TOKYO GAME SHOW™ Official Website: <https://tgs.cesa.or.jp/en>

Deadline: First-come-first-served basis
* Please note that if the capacity is reached through advanced registration, principally, no same-day applications will be accepted

Session Contents:

<Theme> **5G Impact ~ Will 5G be a “Game Changer”?**

“5G” - we are awaiting a launch of the service in Japan towards 2020. Special focus is now placed on “game” as one of the services where this new infrastructure can demonstrate its full capacity. In coming 5G era, how will gaming platforms change and what kind of new experiences can games deliver to users? Will we see new crucial movements then to form new economic zone and create new champions? With 5G era fast approaching, key persons from companies operating related business get together to value the trend.

<Speaker>

NTT DOCOMO, GungHo Online Entertainment, SQUARE ENIX, Sony Mobile Communications, NetEase

* Speakers will be announced as soon as a decision is made.

◇ Global Game Business Summit

Date & Time: September 12 (Thursday) 1:00 to 2:30 pm
Venue: Exhibition Hall 1 <Event Stage>
Admission: Free (Advance registration required)
<Theme> TBA on middle August.
<Speaker> TBA on middle August.

◇ Expert Session

Date: September 13 (Friday)
Venue: 2nd and 3rd Floors of the International Conference Halls <Each Conference Room>
Admission: Free (Advance registration required)
Application: TOKYO GAME SHOW™ Official Website: <https://tgs.cesa.or.jp/en>
Deadline: First-come-first-served basis
* Please note that if the capacity is reached through advanced registration, principally, no same-day applications will be accepted.

Program:

<Time> 10:30 to 12:00 pm

<Theme> **“Does Standalone HMD Ignite VR Market?”**

With up-and-coming “Oculus Quest”, standalone head mounted display (HMD) for VR (Virtual Reality), VR gaming market is expected to regain its momentum. How is standalone VR different from existing PCVR games and how will it evolve? We will discuss the potential of standalone VR and its influence on the gaming market.

<Speaker> Chris Pruett, Oculus, Director of Content Ecosystem
Junichiro Koyama, Bandai Namco Amusement, Senior Creative Supervisor
Yukiharu Tamiya, Bandai Namco Amusement, Manager Produce Team 2 Business Planning Department
Hiromichi Takahashi, AMATA Representative Director, Producer and Game Director

<Time> 12:30 to 13:30 pm

<Theme> **“Survive by Staying Top in Sales Ranking! The importance of Communication “CRM”**

It's already several years since the gaming app market was described as Red Ocean. On top of surging cost for development and promotion, the market condition remains to be severe due to competitions among all apps over disposable time. This presentation will explain the importance of communication “CRM” that draws attention in such severe market condition, showing the examples of utilization.
[Sponsor: Repro]

<Speaker> Ryuichi Shigezaki
Repro Game Div. General Manager

<Time> 12:30 to 13:00 pm

<Theme> **Your Gateway to MENA - Gaming and Media**

In the Middle East and North Africa (MENA) region, more than 50 per cent of the region's population is aged from 18 years-old to 35 years-old with over 12 per cent growth in the gaming industry. With Dubai being a city connected to the world, our business park Dubai Media City acts as a hub for the media and entertainment sectors offering world-class infrastructure and facilities with endless growth opportunities. [Sponsor: Dubai Media City]

<Speaker> Majed Al Suwaidi
Dubai Media City
Managing Director

<Time> 13:30 to 14:00 pm

<Theme> **“What is Long-term Measure for Mobile Games to Prevent Unauthorized Acts and to Generate Profit”**

Shrinking market due to depopulation, rising foreign players, ballooning production

cost, and shortening title life ---. What is the long-term measure to respond to changes of intensifying mobile game market? We will uniquely look into the measures to prevent unauthorized acts causing wasteful expenditures and the valuable market insight to capture next business opportunities, by introducing product demos and case studies. [Sponsor: AppsFlyer Japan]

<Speaker> Naoya Otsubo,
AppsFlyer Japan Country Manager
Shuntaro Hayakawa
AppsFlyer Japan Senior Customer Success Manager & Agency Alliance

<Time> 14:00 to 15:00 pm

<Theme> **“First Step toward Entry into e-Sports ~ BenQ, RIZeST, Susanoo: Unveil Three players’ Efforts All at Once”**

Popularity of eSports has been growing. We will learn the first step toward entry into the business from the efforts by pioneers: BenQ, RIZeST, Susanoo. BenQ explains the present and the future of Japanese eSports industry from a perspective of BenQ Asia Pacific. RIZeST, as a pioneer staying in the frontline of the industry, introduces a way to monetize eSports business. Susanoo reveals its strategy and eight tactics, as the reason why they open their cutting-edge eSports facility in Kyoto for free.[Sponsor: BenQ Japan]

<Speaker> Gavin Wu
BenQ Asia Pacific, Business Line Manager of BenQ Asia Pacific
Akihito Furusawa, RIZeST CEO
Takahiro Nakano, Susanoo CEO

<Time> 14:30 to 15:00 pm

<Theme> **Bring your business to the next level with Huawei**

Gaming industry is highly competitive, and it is getting increasingly difficult to acquire new gamers while growing revenue. To support mobile game developers in finding new business opportunities with limited resources, Huawei is investing in building a strong ecosystem across the mobile services and further expanding its global user base of 500+ million in 2018. Please join us at Tokyo Game Show and hear about how Huawei is committed to support the success of mobile game developers all around the world. The presentation will cover our key offerings including: - New market entrance opportunity - Cutting-edge technology - Robust marketing solutions - Developer Alliance [Sponsor: HUAWEI Consumer Cloud Services Asia Pacific]

<Speaker> Takanobu Kido

HUAWEI Consumer Cloud Services Asia Pacific, Business Development Director of Japan

<Time> 15:30 to 17:00 pm

<Theme> **“New Development of eSports! Explore Its New Use in Regional Revitalization”**

There are increased cases where they challenge new efforts using eSports. Various fields such as communication measures and training in schools and companies have introduced eSports and the utilization in the grounds of medical and welfare has been progressing. Especially, we focus on the local government’s efforts to involve eSports business as one of the backbones for regional revitalization. We will review the case studies of new use and discuss measures to expand the base of eSports.

<Speaker> Tatsuya Matsumoto, Cygames, Media Planner Manager
Yohei Sakaidani, Toyama esports union, chairman
Koken Nishimura Oita esports union, chairman

<Time> 15:30 to 16:30 pm

<Theme> **“VTuber, Virtual Influencer, Digital Human : Their Forefront and Development into the Game Industry”**

Increasing the popularity from last year, the number of VTubers in Japan is already over 8,000 (as of May 2019). In overseas, there are their talked-about movements to communicate own activities via SNS like real people as “virtual influencer” and “digital human” . Mr. Sunny Dhillon, a start-up investor who is now watching those movements will discuss the forefront and technology of visual influencers in the world and search with Mr.Eiji Araki how visual influencers including VTubers take part in the gaming business.

<Speaker> Sunny Dhillon
Signia Venture Partners, General Partner
Eiji Araki
GREE, Senior Vice President
Wright Flyer Live Entertainment, CEO

■ The second round of competition titles for e-Sports X is disclosed!

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. In addition to the event outline, TGS is announcing the second round of competition titles, details and schedule below.

◆e-Sports X Event Outline

Dates: September 12 (Thursday) to 13 (Sunday)
Place: Special area in Masuhara 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 2)

●September 14 (Saturday)

[RED STAGE] 2:00 pm–4:30 pm

PUZZLE & DRAGON SCHAMPIONS CUP TOKYO GAME SHOW 2019

Event management: GungHo Online Entertainment, Inc.
Details: The PAD CHAMPIONS CUP TOKYO GAME SHOW 2019 is decided to be held! PAD pro-gamers including three rookies are fighting each other to get the title. They will fight fiercely with their clever scheme and highly developed technique to compete for a prize of 10 million yen.

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●September 15 (Sunday)

[RED STAGE] 10:30 am–1:00 pm

Qualifying Stage in Japan for Arena of Valor International Championship

Event management: DeNA
Details: This is a stage to decide the representative of Japan for Arena of Valor International Championship (AIC), the world biggest game competition for Smartphone games. This is the first time for Japan to join AIC. Two teams who have won the preliminary rounds held from August will play in the finals on BO5 (best of five games).

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[BLUE STAGE BLUE STAGE Presented by PlayStation 4] 10:30 am–1:00 pm

Puyo Puyo Championship SEASON 2 special tournament in TGS

Event management: SEGA Games
Details: “The final round of Puyo Puyo Championship SEASON 2 special tournament in TGS2019” is the play-off of the pro-tournament officially recognized by SEGA Games. This tournament will bring together a total of 18 players, consist of 2 invited foreign players from Korea and Taiwan in addition to 16 seeded players who reach the final eight at the last competition in June and who have won through the preliminaries. The winner will get the prize money of 2 million yen from SEGA.

◆Competition Titles, Details, and Schedules (Schedule updated)

●September 14 (Saturday)

[RED STAGE] 5:30–8:00 pm

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

Event management: KOEI TECMO Games

Details: 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!

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●September 15 (Sunday)

[BLUE STAGE BLUE STAGE Presented by PlayStation 4] 2:00–6:00 pm

Capcom Pro Tour Asia Premier

Event management: Capcom

Details: 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!

●September 15 (Sunday)

[RED STAGE] 2:00-5:00 pm

DRAGON QUEST RIVALS MASTERS CUP in TGS2019

Event management: SQUARE ENIX

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

■ "Stader GG!" (STARDUST GAME GIRLS) comes in as an official reporter of TGS2019!

"Stader GG!", active as e-Sports players, comes in as an official reporter of TGS2019. Four members will send out various "Stader GG!", active as e-Sports players, comes in as an official reporter of TGS2019. Four members will send out various information about TGS: Chinami Ito a.k.a. CHINAMIN, active as not only e-Sports player but also newscaster, Runa Narumi a.k.a. AKAMI, a voice actress who likes to play RPG (Role Playing Game), Saika Hattori a.k.a. HANZOMON who likes TCG (Trading Card Game) and Satomi Okubo a.k.a. SahTon who likes RTS (Real-time Strategy). During TGS2019, an on-site report movie will be posted from the venue.

※Information and reports by "Stader GG!" will be available on TGS official Video Channel in the TGS official site (<https://tgs.cesa.or.jp/en/>).

<https://expo.nikkeibp.co.jp/tgs/2019/en/event/movie/>

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