

# TOKYO GAME SHOW 2018

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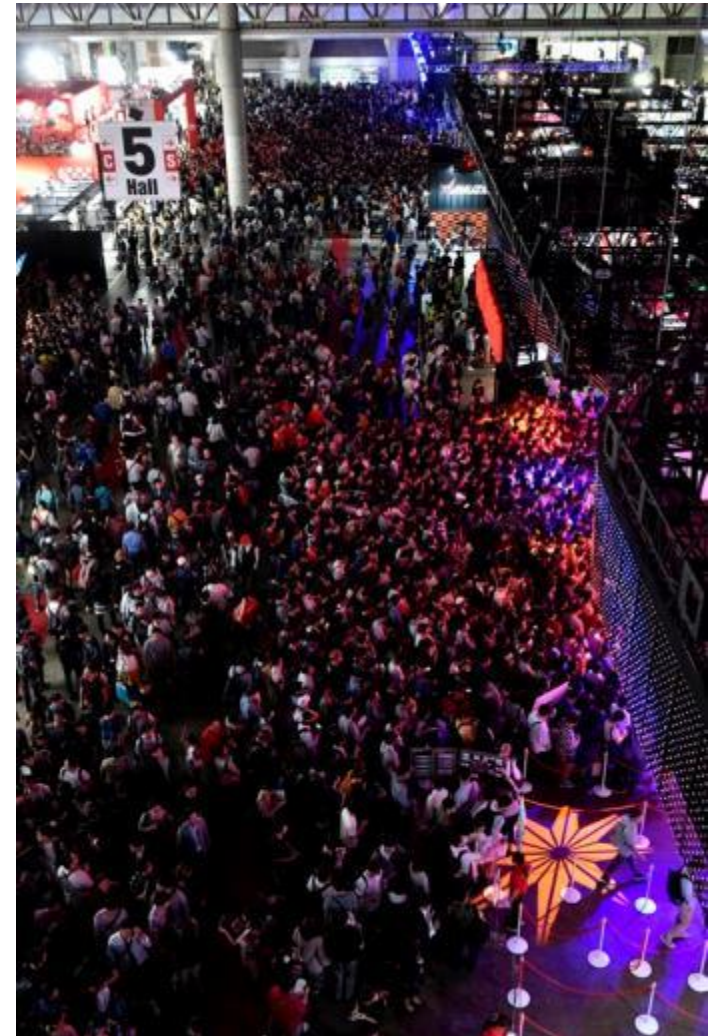
## Official Report

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# TGS2018 : outline (1)

- Name** : TOKYO GAME SHOW 2018
- Theme** : **Welcome to the Next Stage**
- Organizer** : Computer Entertainment Supplier's Association (CESA)
- Co-Organizer** : Nikkei Business Publications, Inc (Nikkei BP)
- Special Supporter**: Dwango Co., Ltd.
- Period** : Business Day Sep.20 (Thu.)-Sep.21 (Fri.)  
From 10:00 a.m- to 5:00 p.m.
- : Public Day Sep.22 (Sat.)-Sep.23 (Sun)  
From 9:30 a.m- to 5:00 p.m.
- Venue** : Makuhari Messe (Mihama-ku, Chiba-shi, Chiba)  
Exhibition Halls 1-11 (exhibition area: about 72,000 square meters)  
／International Conference Hall／Event Hall



# TGS2018 : outline (2)

## ■ Number of exhibitors:

668 <Domestic:338,Overseas:330>

(2017 : 609 <Domestic:292, overseas:317>)

Exhibitor List → [https://expo.nikkeibp.co.jp/tgs/2018/business/en/map/list\\_en.html](https://expo.nikkeibp.co.jp/tgs/2018/business/en/map/list_en.html)

Floor Map → <https://bit.ly/2Qs9S8b>

## ■ Exhibiting countries and regions: 41 (2017 : 36)

Asia, Middle East and Oceans: 18

<Australia, Cambodia, China, Hong Kong, India, Indonesia, Iran, Israel, Japan, Korea, Macau, Malaysia, Phillipines, Singapore, Thailand, Vietnam>

North and Latin America: 6

<Argentina, Canada, Brazil, Chili, Mexico, United States>

Europe: 17

<Austria, Belgium, Croatia, Czech, Finland, France, Germany, Latvia, Netherlands, Norway, Poland, Romania, Serbia, Spain, Sweden, Switzerland, United Kingdom>

## ■ Number of booths: 2,338 booths (2017:1,930 )

## ■ Exhibited Game Titles: 1,568 titles (2017 : 1,317)

## Admission Fees:

Business Day : Individuals with a Complimentary Business Day Registration Ticket are admitted free.

※qualified persons except invitees ¥5,000 (incl.tax)

General visitor : Ticket sold in advance ¥1,000 (incl.tax)

Ticket valid on the day ¥1,200 (incl.tax)

# Number of Game Titles

Platform	Titles	Platform	Titles	
iOS	209	PC	221	
Android	206	Browser Game	30	
Other Smartphone	21	Steam	129	
Nintendo Switch	144	Others (Merchandising)	273	
Nintendo 3DS	5	VR-related	PlayStation VR	9
Wii U	2		Oculus Rift	30
PlayStation4	134		HTC VIVE	55
PlayStation Vita	11		Windows MR*	10
Xbox One	40		Oculus Go / Go VR *	8
Xbox One X	11		Daydream*	4
			VR Others	16
Total		1 568		

Genre	Titles	Genre	Titles
Action	271	Action RPG	57
Role Playing	197	Action Adventure	49
Simulation	89	Racing	25
Puzzle	73	Others (Genre)	316
Adventure	86	Development Tools	31
Sports	19	Peripherals	27
Shooter	66	Others (Goods)	224
Action Shooter	38		
<b>Total</b>		<b>1,568</b>	

※Exhibiting titles at Indie Game Area (Type A・B) are distributed each appropriate genres.

\*Emerging platform since 2018.

# Number of Visitors

	2018	2017	2016
<b>Business Day</b>	<b>Sep.20(Thu)</b>	Sep.21(Thu)	Sep.15(Thu)
	<b>31,961</b>	26,564	31,399
	<b>Sep.21(Fri)</b>	Sep.22(Fri)	Sep.16(Fri)
	<b>36,356</b>	31,512	33,634
<b>Public Day</b>	<b>Sep.22(Sat)</b>	Sep.23(Sat)	Sep.17(Sat)
	<b>107,310 (including 7,841 in Family Game Park)</b>	106,075 (including 10,466 in Family Game Park)	98,074 (including 11,294 in Family Game Park)
	<b>Sep.23(Sun)</b>	Sep.24(Sun)	Sep.18(Sun)
	<b>123,063 (including 11,827 in Family Game Park)</b>	90,160 (including 13,017 in Family Game Park)	108,117 (including 14,485 in Family Game Park)
<b>Total</b>	<b>298,690 (including 19,668 in Family Game Park)</b>	<b>254,311 (including 23,483 in Family Game Park)</b>	<b>271,224 (including 25,779 in Family Game Park)</b>

## Business Day Overseas Visitors Breakdown by Region and Country

Region	Country	%	Region	Country	%
Asia	China	29.9%	Europe	Austria	0.1%
	South Korea	19.7%		Ireland	0.1%
	Taiwan	13.6%		Croatia	0.1%
	Hong Kong	6.9%		Slovakia	0.1%
	Singapore	3.1%		Belarus	0.1%
	Thailand	2.6%		Czech Republic	0.1%
	Indonesia	2.0%		Azerbaijan	0.1%
	Malaysia	1.5%		Switzerland	0.03%
	Philippines	0.5%		Turkey	0.03%
	Brunei	0.2%		Hungary	0.03%
	Macau	0.1%		Portugal	0.03%
	India	0.1%		Romania	0.03%
	Sri Lanka	0.1%		Cyprus	0.03%
	Vietnam	0.1%	Oceania	Australia	0.6%
	Pakistan	0.03%		New Zealand	0.1%
North America	United States	9.0%	Middle East	Saudi Arabia	0.2%
	Canada	0.3%		Israel	0.2%
Europe	United Kingdom	0.3%		Lebanon	0.1%
	Germany	0.9%		Qatar	0.1%
	France	0.8%		United Arab Emirates	0.1%
	Finland	0.6%	Latin America	Columbia	0.1%
	Iceland	0.5%		Chile	0.1%
	Sweden	0.5%		Brazil	0.1%
	Spain	0.4%		Argentina	0.1%
	Denmark	0.3%		Mexico	0.03%
	the Netherlands	0.3%		Suriname	0.03%
	Russia	0.3%		Antigua and Barbuda	0.03%
	Poland	0.2%	Africa	Morocco	0.03%
	Belgium	0.2%	Unclear		1.4%
	Italy	0.1%			

The breakdown of overseas visitors (3,429) that registered on the site during Business Day. Except guest pass holders, foreigners living in Japan, overseas press and exhibitors.



# Areas

- General Exhibition Area
  - International Pavilions
- Merchandise Sales Area
- Game School Area
- Smartphone Game Area
- Romance Simulation Game Area
- Asia New Stars Area
- Eastern Europe New Stars Area
- Latin America New Stars Area
- Indie Game Area
- e-Sports Area
- VR/AR Area
- Family Game Park
- Business Solution Area
- Business Meeting Area





# Landscape of Areas

## General Exhibition Area ①



# Landscape of Areas

## General Exhibition Area ②





# Landscape of Areas

General Exhibition Area ③

International Pavilions



Croatia Pavilion



Czech Pavilion



German Pavilion



Indonesia Pavilion



Malaysia Pavilion



the Netherlands Pavilion



Poland Pavilion

# Landscape of Areas

## e-Sports Area



## Romance Simulation Game Area



## VR/AI Area





# Landscape of Areas

## FAMILY GAME PARK



## Indie Game Area



## Landscape of Areas

### Business Solution Area



### Business Meeting Area





# Landscape of Areas

## Merchandise Sales Area



## Game School Area



## Smartphone Game Area



# Organizer's Projects

## e-Sports X (1)

Location: Exhibition Hall 11, Special Stages

For e-Sports X (“Cross”), two special stages were set up: **BLUE STAGE** featured PS4 titles (sponsored by **Sony Interactive Entertainment**), and **RED STAGE** as well. Over four days, nine intense matches were held. Each stage played host to popular titles in the multiplayer fighting game and FPS (first-person shooter) genres, standbys of the e-sports field. There were also popular mobile games and a wide range of titles for people of all ages to enjoy. This event was a means of broadcasting far and wide the charms of e-sports, a new genre and form of culture that is emerging worldwide.



# Organizer's Projects

## e-Sports X (2)

**Location:** Exhibition Hall 11, Special Stages

**On September 20**, the RED STAGE held the FIFA18 International Exhibition Match between Japanese Urawa Red Diamond (Soccer J-League team) and the Netherlands' Feyenoord Rotterdam e-sports teams for members of the press, with numerous television broadcasters and other media outlets in attendance.

**On September 22**, the BLUE STAGE played host to Call of Duty World War II and FORTNITE from Sony Interactive Entertainment (SIE), and Bandai Namco Entertainment takes place a professional match on Dragon Ball Fighters.



At the RED STAGE, Gungho Online Entertainment hosts Puzzle & Dragons Champions Cup on mobile platform.

**On September 23**, the BLUE STAGE played Tekken Pro Championship Japan Representative Tournament. Capcom hosts to the Street Fighter V first-time ever Capcom Pro Tour Japan Premier. Sixteen of the world's top professionals and players had a heated match, with close to 3,500 audience crowding to get a view of the action. The RED STAGE was taking place Puyopuyo Tournament Championship by SEGA Games. The final slot at RED STAGE was KONAMI's Winning Eleven (Pro Elite Soccer) with two competitions: "Winning Eleven 2019 Online Co-Op Tournament", "Asian Games Exhibition Match".

10,000 guests were in attendance over three days for the e-sports X event, seeing for themselves the fun of this sport.

# Organizer's Projects

## e-Sports X (3) ◆ Gaming Title/Event Name

Business Day ・ Day 1: September 20(Thu)

RED STAGE	
Gaming Title /Event Name	Organizer
Report Meeting by Three Contestants at the 2018 Asian Games	Japan eSports Union (JeSU)
FIFA18/Japan - Holland e-Sports International Friendly Match "Urawa Red Diamonds vs. Feyenoord Rotterdam"	Japan eSports Union (JeSU)

Public Day ・ Day 1: September 22(Sat)

BLUE STAGE	
Gaming Title /Event Name	Organizer
FORTNITE/TGS de FORTNITE, PS4 de ASOBA-NITE	SONY Interactive Entertainment
Call of Duty World War II/ "CoD: WWII PRO TOURNAMEN" Grand Final	SONY Interactive Entertainment
Dragon Ball FighterZ/ Dragon Ball FighterZ Tenkaichi Budokai	Bandai Namco Entertainment
RED STAGE	
Gaming Title /Event Name	Organizer
PUZZLE & DRAGONS/PUZZLE & DRAGONS CHAMPIONS CUP TOKYO GAME SHOW 2018	Gangho Online Entertainment

Public Day ・ Day 2: September 23(Sun)

BLUE STAGE	
Gaming Title /Event Name	Organizer
Tekken 7/TEKKEN Pro CHAMPIONSHIP	Bandai Namco Entertainment
Street Fighter V/CAPCOM Pro Tour Japan Premier	Capcom
RED STAGE	
Gaming Title /Event Name	Organizer
PuyoPuyo/ PuyoPuyo Championship in TGS2018	SEGA Games
Pro Evolution Soccer 2019/Pro Evolution Soccer 2019 Online CO-OP Tournament/Asian Games Exhibition Match	KONAMI Digital Entertainment



# Organizer's Projects

## e-Sports X (4)



### ◆Twitch Viewers

TGS2018 · e-Sports X · TWITCH (English) Viewers

Public Day · Day 1 : September 22 (Sat)

BLUE STAGE			
Event Name	# of Maximum Viewers	# of Viewers (Ave.)	Viewers per Day
TGS de FORTNITE, PS4 de ASOBA-NITE	3,673	2,544	53,619
Call of Duty World War II/ "CoD: WWII PRO TOURNAMEN" Grand Final	2,727	2,247	
RED STAGE			
Event Name	# of Maximum Viewers	# of Viewers (Ave.)	Viewers per Day
PUZZLE & DRAGONS CHAMPIONS CUP TOKYO GAME SHOW 2018	1,776	1,301	15,718

Public Day · Day 2 : September 23 (Sun)

RED STAGE			
Event Name	# of Maximum Viewers	# of Viewers (Ave.)	Viewers per Day
PuyoPuyo Championship in TGS2018	2,514	1,810	36,160
Pro Evolution Soccer 2019 Online CO-OP Tournament/Asian Games Exhibition Match	2,214	2,027	

# Organizer's Projects

## e-Sports X (5)

◆DOUYU Viewers



TGS2018 · e-Sports X Douyu · Viewers

Public Day · Day 1 : September 22 (Sat)

BLUE STAGE	
Event Name	Viewers
TGS de FORTNITE, PS4 de ASOBA-NITE	393,026
"CoD: WWII PRO TOURNAMEN" Grand Final	607,026
RED STAGE	
Event Name	Viewers
PUZZLE & DRAGONS CHAMPIONS CUP TOKYO GAME SHOW 2018	6,229

Public Day · Day 2 : September 23 (Sun)

BLUE STAGE	
Event Name	Viewers
TEKKEN Pro CHAMPIONSHIP	389,723
RED STAGE	
Event Name	Viewers
PuyoPuyo Championship in TGS2018	137,974
Pro Evolution Soccer 2019 Online CO-OP Tournament/Asian Games Exhibition Match	137,974



# Organizer's Projects

## Official Video Channel

During the event, official footage was streamed on Dwango's **niconico** service in Japan and on **Twitch** (for overseas viewers). TGS has launched streaming the event on **Douyu** as previous year for the Chinese market. In Japan, the Official TGS2018 Channel aired a total of six video programs from July in advance of TGS itself. This included programming broadcasting details on Tokyo Game Show 2018 and long-format live game streams that garnered a large audience.



The show floor was officially streamed on **niconico**, with 90 streams before and during the expo. A total of 6.4M guests attended the event. Over the four days of the event, **Tokyo Otaku Mode**, the outlet specializing in “J” culture, used the **Twitch** platform to broadcast its own original content to overseas game fans, garnering 200,000 views. This year also marked a new venture: streaming the event on **Douyu**, China's video streaming service. It was watched 103M times.

# Organizer's Projects

## Cosplay Area (1)

### Location: Outside of Hall 9-10

Cosplay Collection Night@TGS, the popular annual event that conveys the charms of cosplay in an ever-more effective and multi-polar fashion, was enhanced with the addition of the Cosplay Area Stage, a stage installed outside of Hall 9. Other offerings were the Cosplay Fashion Show and cosplay "Gathering."

### ◆Gathering @ TGS2018

"Gathering" involves cosplayers who are fans of a particular genre or work coming together to show their cosplay outfits and mingle, take photos, and have fun. This year, fifty-seven cosplayers attended the Final Fantasy and Soul Caliber events on the 22nd, and five attended the Loveplus and Tekken series events on the 23rd. Footage of the show floor was featured in the press and on Twitter, with the cosplayers actively getting involved in a meet and greet.

- September 22,  
1:30 PM **Final Fantasy Series** Gathering  
3:30 PM **Soul Caliber Series** Gathering
- September 23,  
1:30 PM **Loveplus Series** Gathering  
3:30 PM **Tekken Series** Gathering



# Organizer's Projects

## Cosplay Area (2)

### ◆Cosplay Fashion Show

September 22, 12:30 PM, 2:30 PM / ◎September 23, 12:30 PM, 2:30 PM

This was a cosplay fashion show featuring those who appeared at the Cosplay Collection Night at Hall 1. Not only those from the cosplay zone, but general members of the public, thronged to the area with smartphones to snap footage.

### ◆Cosplay Collection Night @TGS presented by Cure

September 22, 6:30 PM-8:00 PM

On the event stage at Hall 1, over 200 cosplayers came for the Cosplay Collection Night performance. Five grand prize winners from past cosplay contests in Indonesia, South Korea, Turkey, and Spain were invited to the event. Many overseas fans could be seen in attendance, giving things a very global feel.

# Organizer's Projects

## TGS2018 Official App

TGS offered the Official TGS2018 (iOS/Android) app for smartphones as a free download that let users get details on exhibitors, their booth locations, and events at a glance. Tapping on an exhibitor name on the map gave a summary of their booth and titles on offer, as well as a timetable of their event schedule. Integrated Twitter functionality was newly added for ease of use of guests. TGS2018 Official App has improved its user interface by making native applications such as priority numbered ticket real-time information distributed on Public Days as well.

Downloads: 22,254 (iOS: 14,391; Android: 7,397)



# International Projects

## International Party + Indie Night

**Date and time: September 21, 5:30-8:30 PM**

**Location: 2<sup>nd</sup> Floor at Hall 9**

**Sponsored by: Sony Interactive Entertainment  
(Special Sponsor)  
Nintendo, Games from SPAIN**

The International Party has proven very successful each year as a means of fostering international exchange. This time, the event welcomed exhibitors from within and without Japan, as well as those showing at the Indie Game Area, the finalists from Sense of Wonder Night (SOWN), and members of the media, making it the International Party + Indie Night. The first half started at 5:30 PM, with the second half, with the SOWN participants in attendance, from 7:30 PM. The lighthearted mood featured a DJ spinning tracks that remixed game tunes, with 400 people in attendance on this, the last day of the Business Day, for a fun international meet and greet.





# International Projects

## Sense of Wonder Night (SOWN) 2018

**Date and time:** September 21, 5:30-7:30 PM

**Location:** Exhibition Hall 11, e-Sports X Stage

**Cooperated by:** International Game Developers Association (IGDA) Japan

**Sponsored by:** Sony Interactive Entertainment, Nintendo

Sense of Wonder Night (SOWN), the event that draws out new game ideas, welcomed its tenth anniversary this year, and was held at 5:30 PM after the close of Business Day 2. Sixty-four exhibitor firms and individuals showing at the Indie Game Corner were screened to pick the finalists for SOWN. This led to eight groups of finalists from four countries and regions being selected to give presentations on their work. Four works were from Japan, and two works from the Australia. One work from Canada and Germany. 437 guests attended the event, with a ratio of 4:1 domestic/overseas guests, making for a very international flavor as everyone shook their Smile Hammers in support of new game ideas they liked. At this year, stage screen has displayed ad-hoc English text.





# International Projects

## Indie Game Area

**Location:** Exhibition Hall 9

**Special sponsor:** Sony Interactive Entertainment

**Sponsor:** Nintendo

**Cooperated by:**

**International Game Developers Association  
(IGDA) Japan**

This area featured global independent game developers showcasing their original IP. There were 295 applications from over 40 countries and regions for Type A booths for this space.



Through the selection process, 86 independent developers from 22 countries and regions were selected. Exhibiting was offered free of charge thanks to the kind support of Sony Interactive Entertainment and Nintendo. The total number of exhibitors in this area, including companies, was 154 booths.

### **Participating countries/regions :**

Argentine, Australia, Brazil, Canada, Chile, China, France, Germany, Hong Kong, Iran, Japan, Korea, Macau, Malaysia, the Netherlands, Norway, Philippines, Poland, Romania, Singapore, Spain, Sweden, Switzerland, Taiwan, United Arab Emirates, United Kingdom, United States

# TGS Forum 2018

## Keynote Speech

### Roadmap for e-Sports to spread out as “sports”

-From creative to making fans, challenges and visions the game Industry should address –

Date and time: September 20, 10:30 AM-12:00 PM

Location: Exhibition Hall 1

e-Sports is now initiating worldwide movements. A variety of medias cover those enthusiasm and we see the increased momentum of popularization in Japan too. At the same time, since the e-Sports game tournaments are held as exhibitions and cultural programs in the large-scale sports events such as Olympics, Asian Games and National Sports Festival, potentials in e-Sports becoming popular as “sports” are receiving attention.

In this environment, what does the game industry should work on? Hearing opinions by the people involved in real sports, we discuss challenges and visions from creatives to making fans of games. (Simultaneous interpreting in 4 languages: Japanese, English, Chinese, and South Korean)



● Opening Remarks by  
Mr. Hideki Hayakawa,  
chairman of **CESA**



- Moderator: Ryota TAMAKI,  
Editor-in-Chief, Nikkei Cross Technology Online
- Hideki OKAMURA, Chairman, Japan esports Union (JeSU)
- Shigenori ARAKI, Executive Director, CAPCOM
- Naoki MORITA, KONAMI
- Kenneth FOK, President, Asian Electronic Sports Federation(AESF)
- Kazumichi IWAGAMI,  
Vice President, Japan Football Association (JFA)

# TGS Forum 2018

## Global Game Business Summit

### How to Win in the World for Domestic Games: Learn from Global Hit Titles Made-in-Japan

September 20 (Thu) 13:00 ~14:30 .



●Yosuke SAITO  
“NieR:Automata” Producer  
SQUARE-ENIX



●Ryozo TSUJIMOTO  
“MONSTER HUNTER:WORLD” Producer  
CAPCOM



●Fumihiko YASUDA  
“Nioh” Director  
Koei Tecmo Games “

●Moderator :  
Junpei Furuhashi, **Nikkei Business Publications**  
Deputy Editor, Nikkei Cross Trend

# BtoB Functions

## Business Meeting Area/Business Lounge

**Location: International Conference Hall,  
Convention Hall/Meeting Rooms**

Business negotiation needs were met through the Business Meeting Area and JETRO Area in the convention hall, and the Exhibitor Meeting Space within the Business Lounge of the international conference hall meeting rooms. 68 companies and organizations made use of the Conference Booths and Basic Table Space in the Business Meeting Area, with 13 buyers (from India, the UK, Canada, Cambodia, Thailand, China, Germany, France, Malaysia, Mexico, and the US) invited by JETRO (Japan External Trade Organization) negotiating with them. The exhibitor meeting space was actively used by different exhibitors for negotiations. 343, or 59% of all talks in the space, were between Japanese and overseas firms, with 35% being between overseas firms, meaning 90% of talks were international in scope.

The Business Meeting Area and Business Lounge had a total of fifteen business matching

coordinators and personnel speaking two or more languages in order to facilitate negotiations, offering

enhanced hospitality to Business Day attendees. This area also offered beverages (water coolers, coffee), wireless Internet, and five interpreters (between Japanese and English, Chinese, Korean and Arabic) available for free interpreting on request. We received 26 requests over two days for on-site interpreters and offered a total of 20 hours of interpreting.



# BtoB Functions

## TGS Appointment System (Asia Business Gateway)

The Asia Business Gateway, an appointment system that is now in the seventh year since the system went online, proved fruitful in fostering dialogue between Japanese game firms that are ramping up their overseas expansion and exhibitors and attendees from other countries, particularly those in Asia. The number of firms registered on the system in 2018 was 1,247 (1,313 in 2017), with 2,623 applications for business negotiations (2,204 in 2017), marking 20% growth. Of these bookings, 668 of these went on to actual meetings with record-breaking, playing a pivotal role in business dealings at Tokyo Game Show.

Forty-six countries and regions made use of the Asia Business Gateway (in 2017, the total was also forty-five). Of these, seventeen countries in Asia (excluding Japan) used the service. In 2018,

new participants included Latvia, Lebanon, Pakistan, Saudi Arabia, and Ukraine, making for a strong showing from Eastern Europe and Middle East. 119 firms came from South Korea (107 in 2017), 107 from China (77 in 2017), 55 from Taiwan (35 in 2017), and 26 from Malaysia (22 in 2017), showing major growth from the Asian region.



### Participating countries/regions

Argentina, Australia, Austria, Belgium, Cambodia, Columbia, Canada, Canada, Chili, China, Columbia, Croatia, Czech Republic, Finland, France, Germany, Hong Kong, India, Indonesia, Iran, Israel, Japan, Korea, Kuwait, Latvia, Lebanon, Macau, Malaysia, Mexico, the Netherlands, Norway, Pakistan, Philippines, Poland, Russia, Saudi Arabia, Serbia, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand, Ukraine, UAE, United Kingdom, United States, Vietnam



# Results of Survey

## Results of Business Day Visitors Survey

### Outline of Survey (Survey Organizer :Nikkei BP Consulting,Inc.)

#### ■Results of Business Day Visitors Survey

##### Survey Method

A survey request was e-mailed to 27,536 (domestic) , 4,378 (overseas) registered visitors on the Business Days.Replies were received of the Internet Research System “AIDA” operated by Nikkei BP Consulting.

##### Number of Responses

Domestic: 1,719 (Response rate: 4.2%) ／Overseas: 186 (Response rate:6.5%)

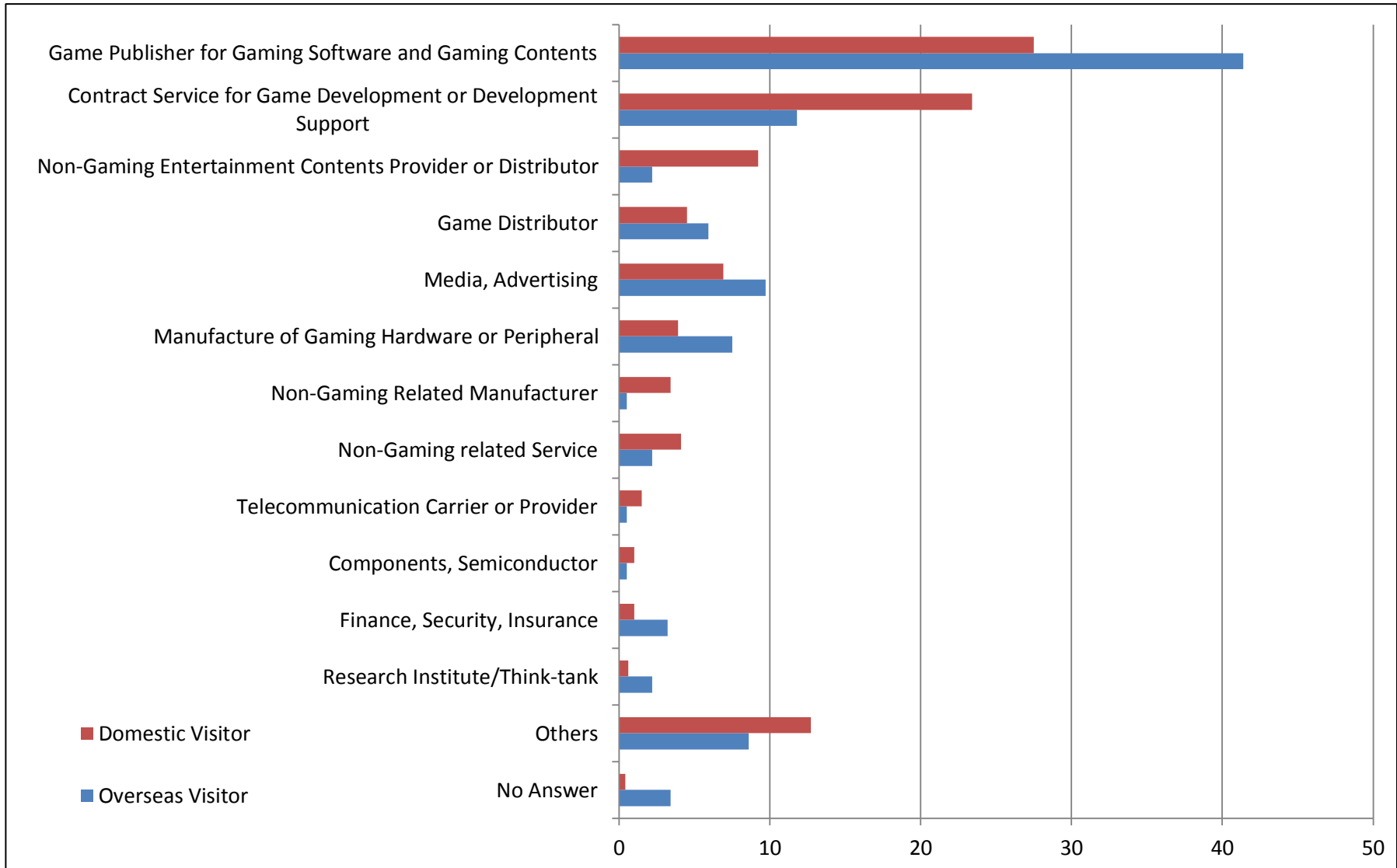
##### Survey period

Domestic/Overseas: Oct.12, 2018—Nov.1, 2018



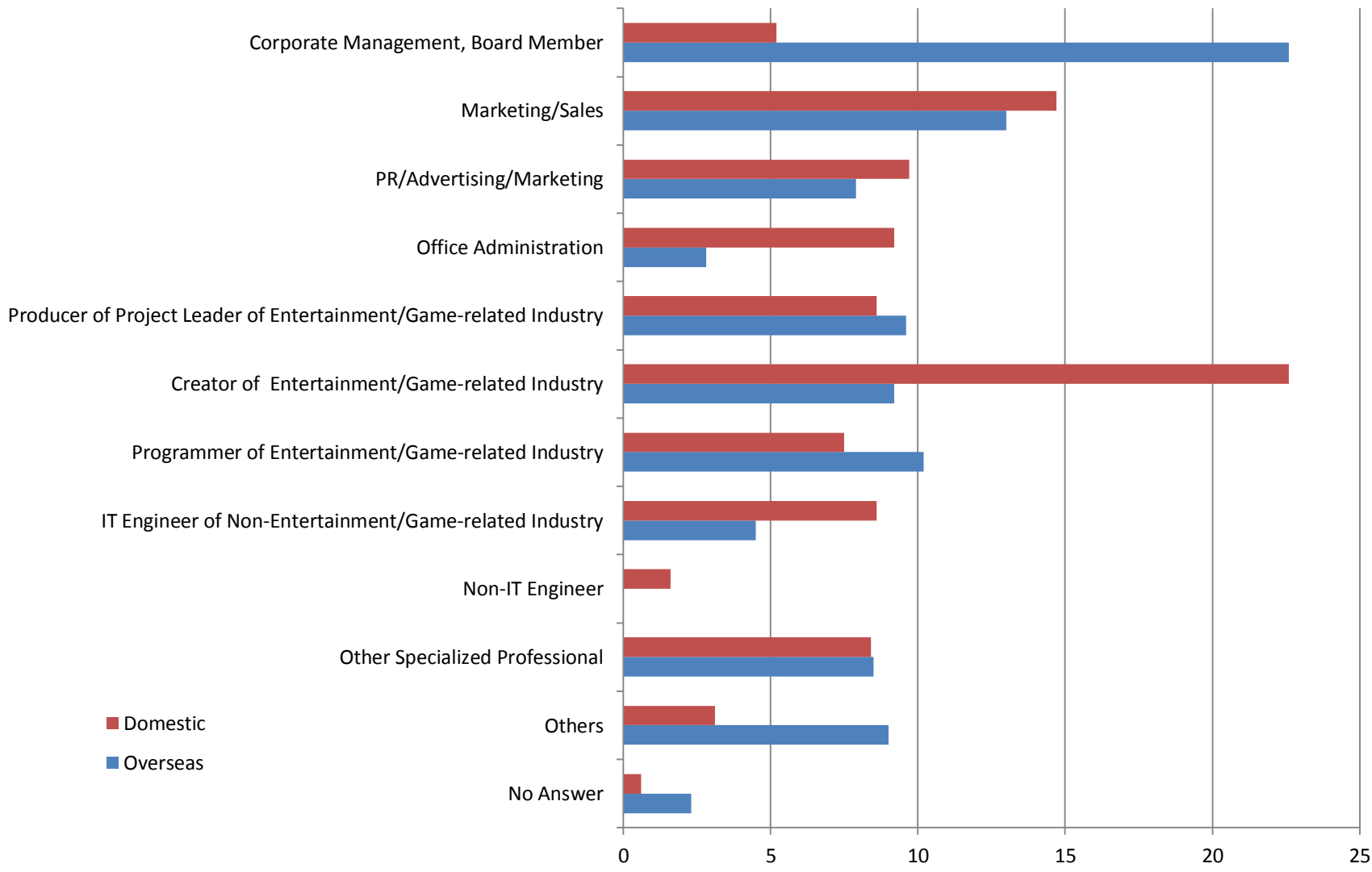
■ Business Category

※Unit: %



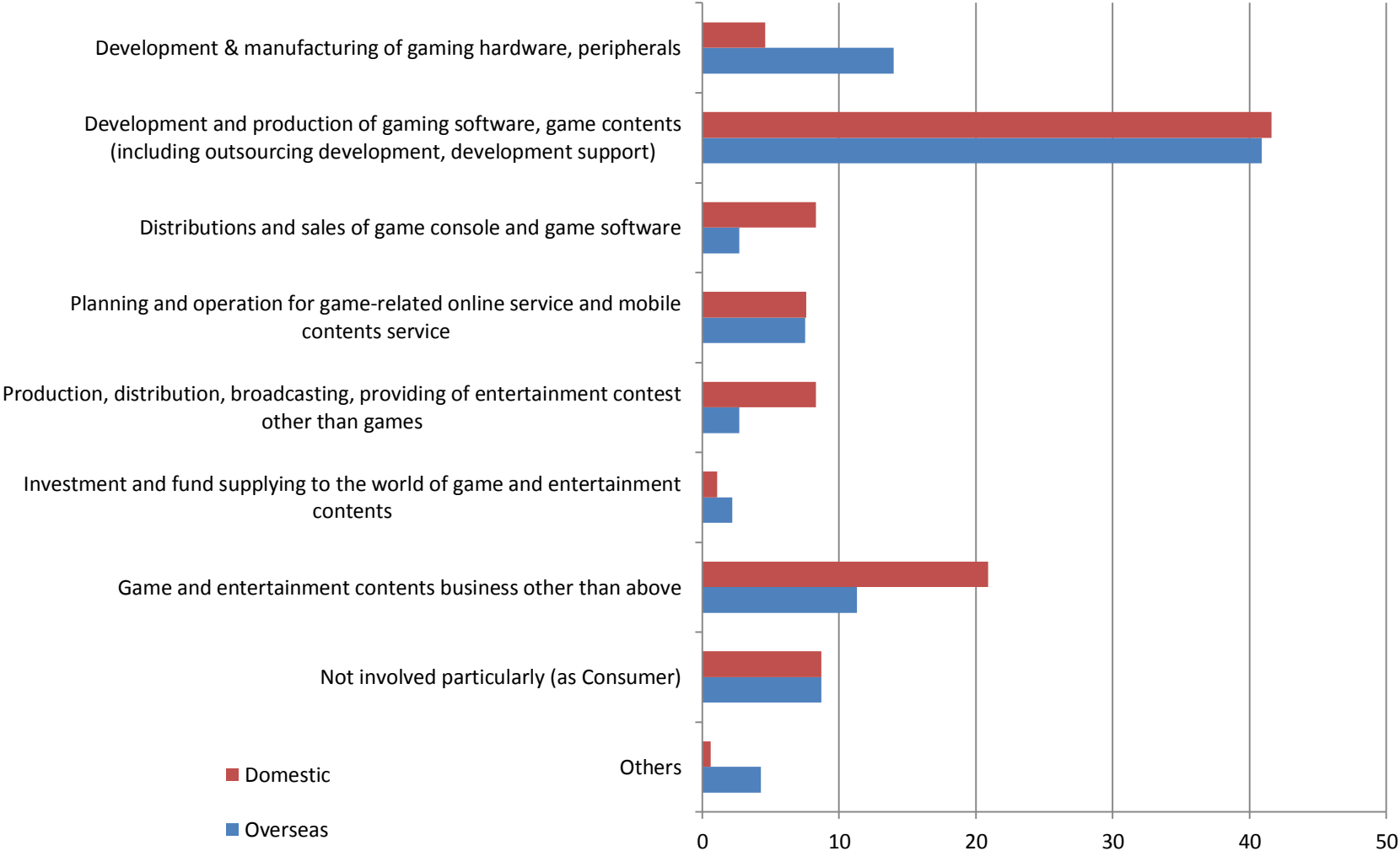
■ Job Category

※Unit: %



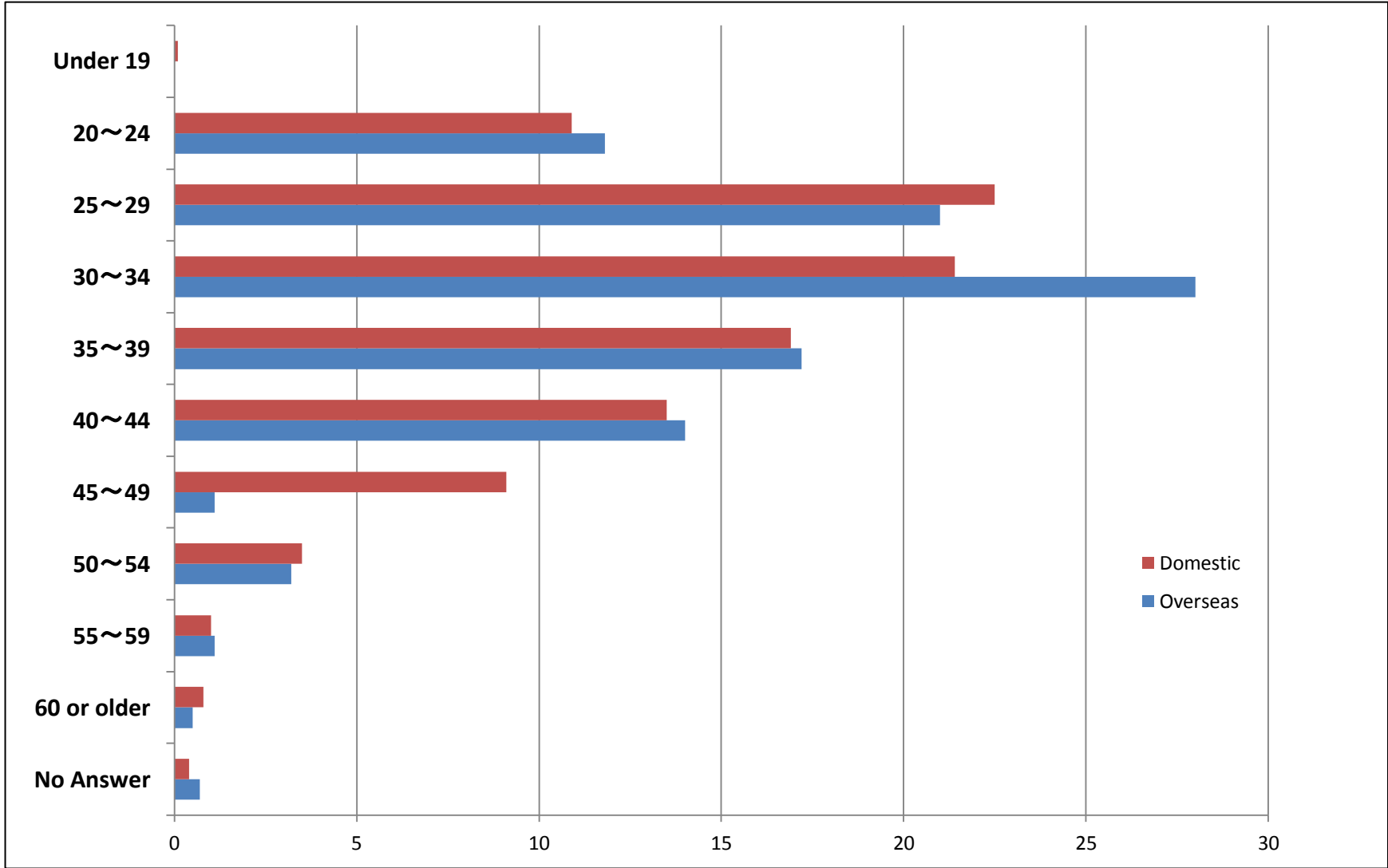
# ■ Vistors' Relationship to Game and Entertainment Content

※Unit: %



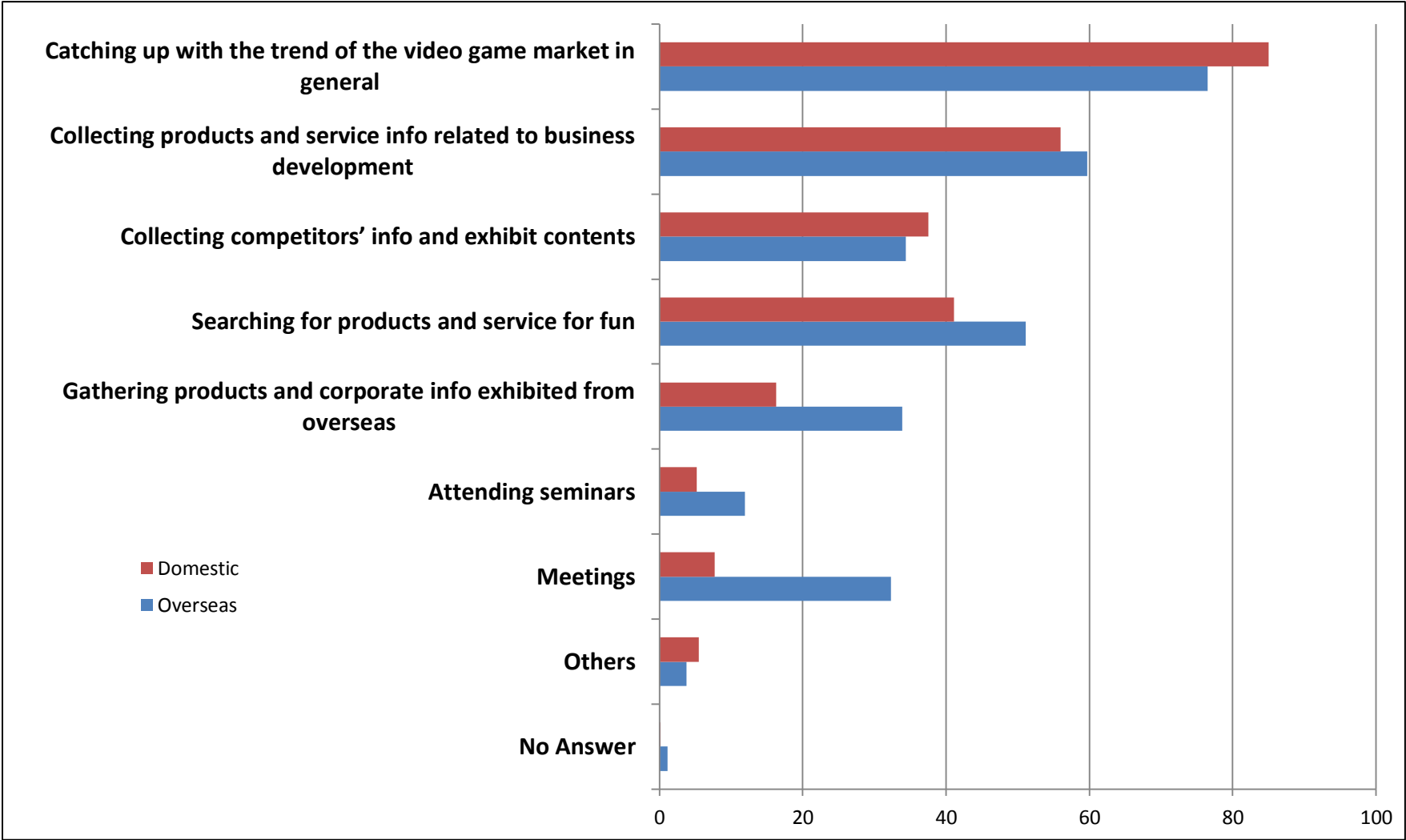
■ Age

※Unit: %



■ Intentions to Attend at TGS 2018 (multiple answers)

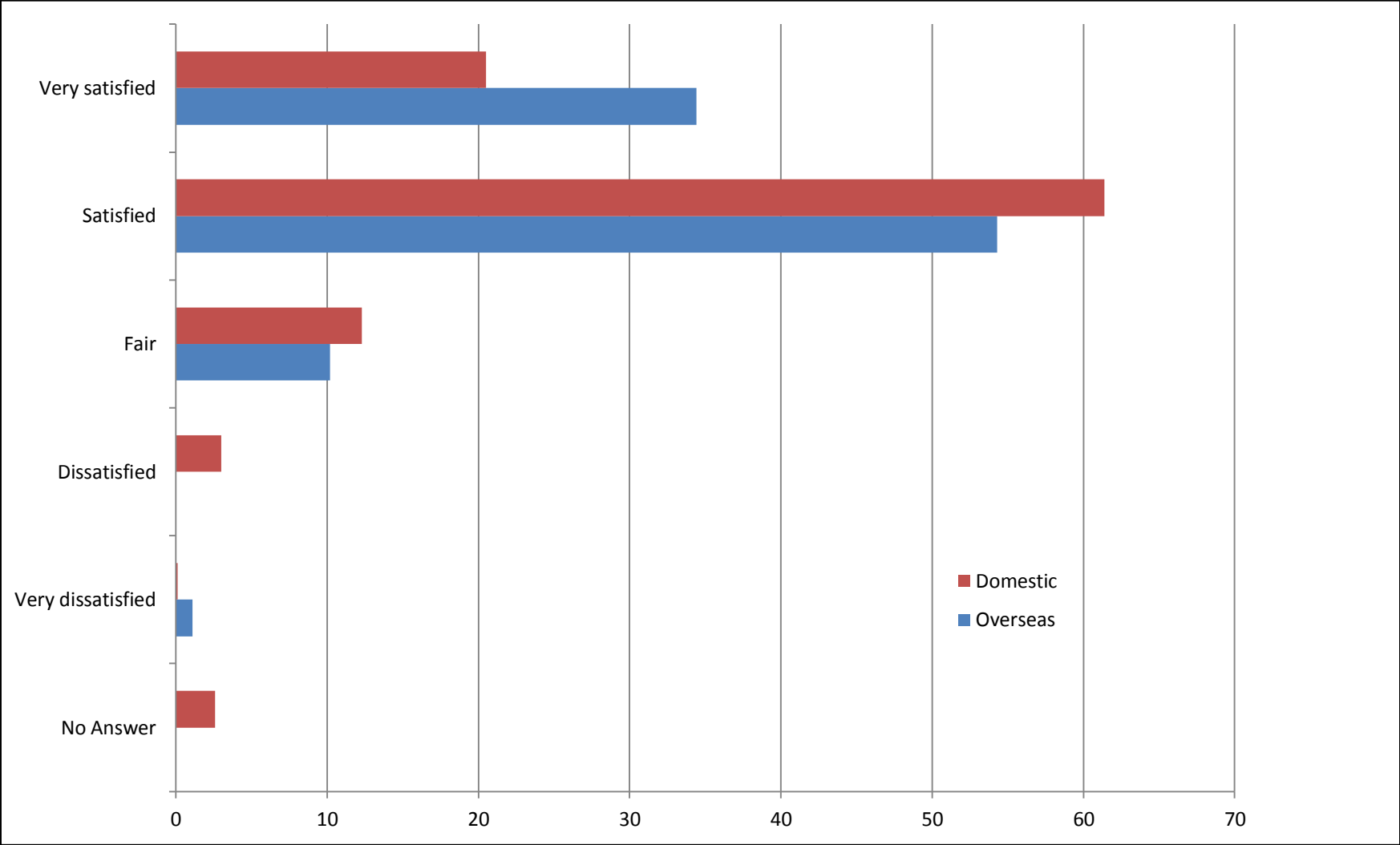
※Unit: %





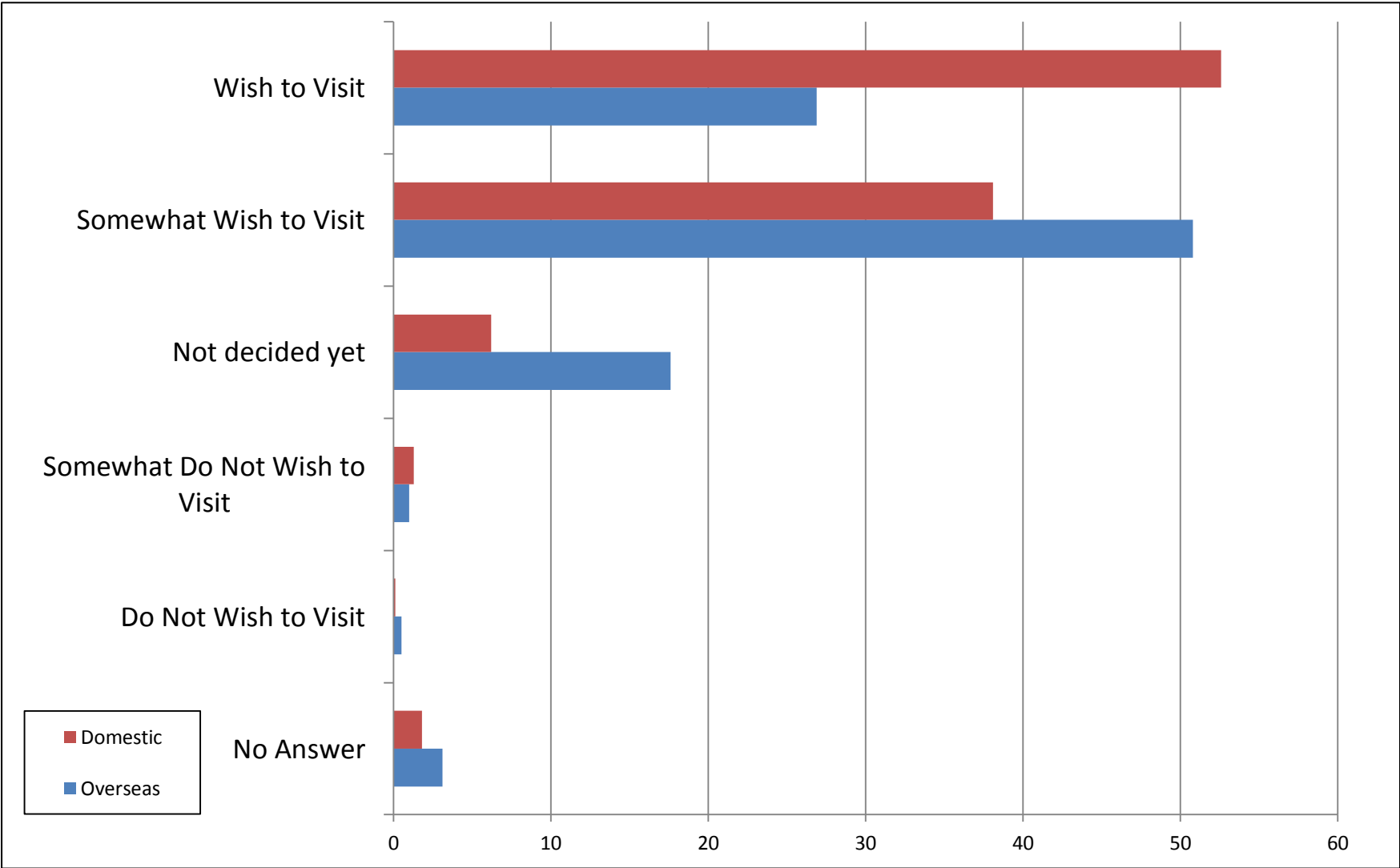
■ Degree of Satisfaction

※Unit: %



■ Intention to Attend the Next Show

※Unit: %



# Results of Survey

## Results of Exhibitor's Survey

### **Outline of Survey** (Survey Organizer :Nikkei BP Consulting, Inc.)

#### ■ **Results of Exhibitor's Survey**

##### **Survey Method**

A survey request was e-mailed to all exhibitors.

Replies were received at the Internet Research System "AIDA" operated by Nikkei BP Consulting.

##### **Number of Responses**

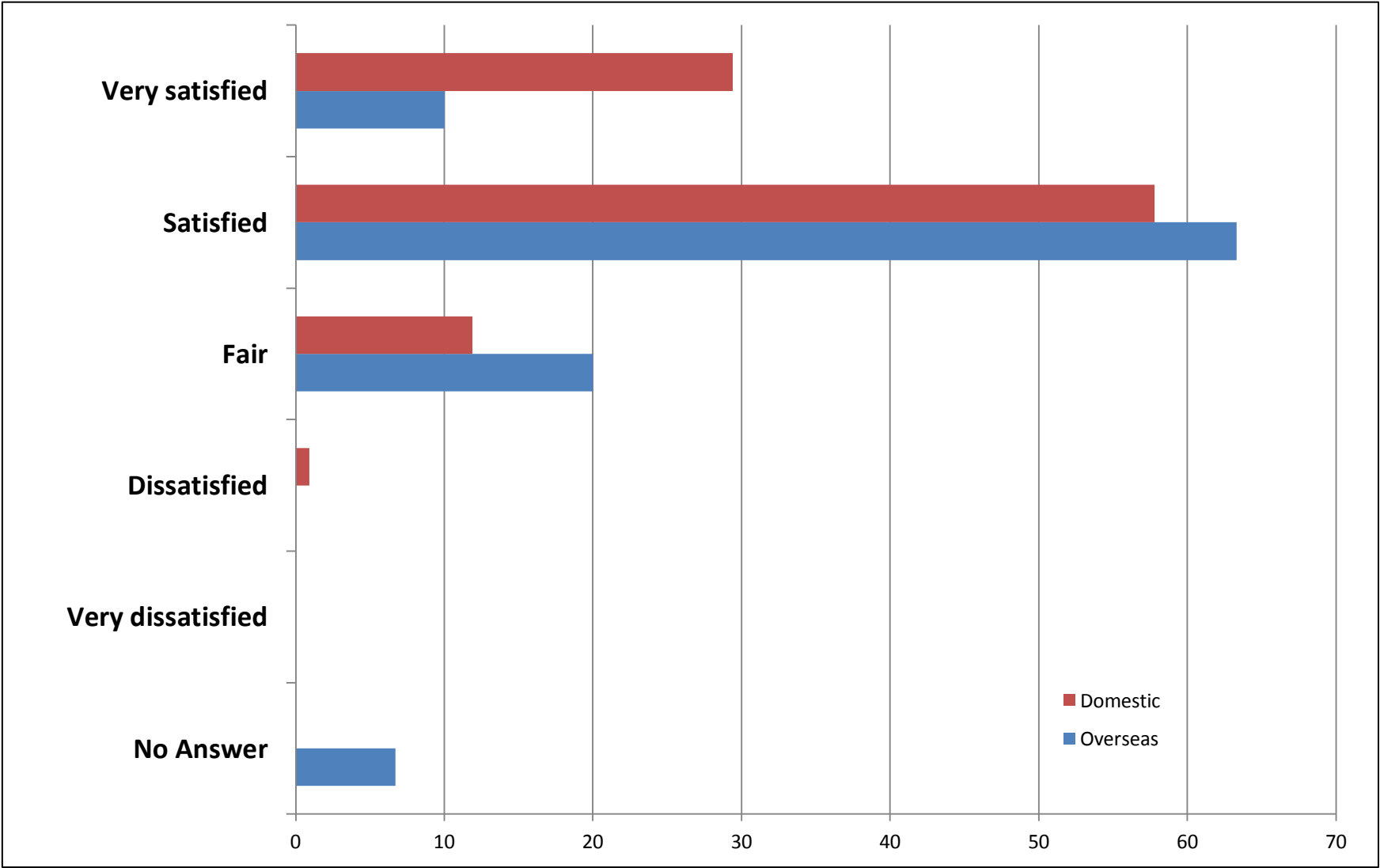
Domestic: 109 / Overseas: 30

##### **Survey period**

Sep.27, 2018—Nov. 4, 2018

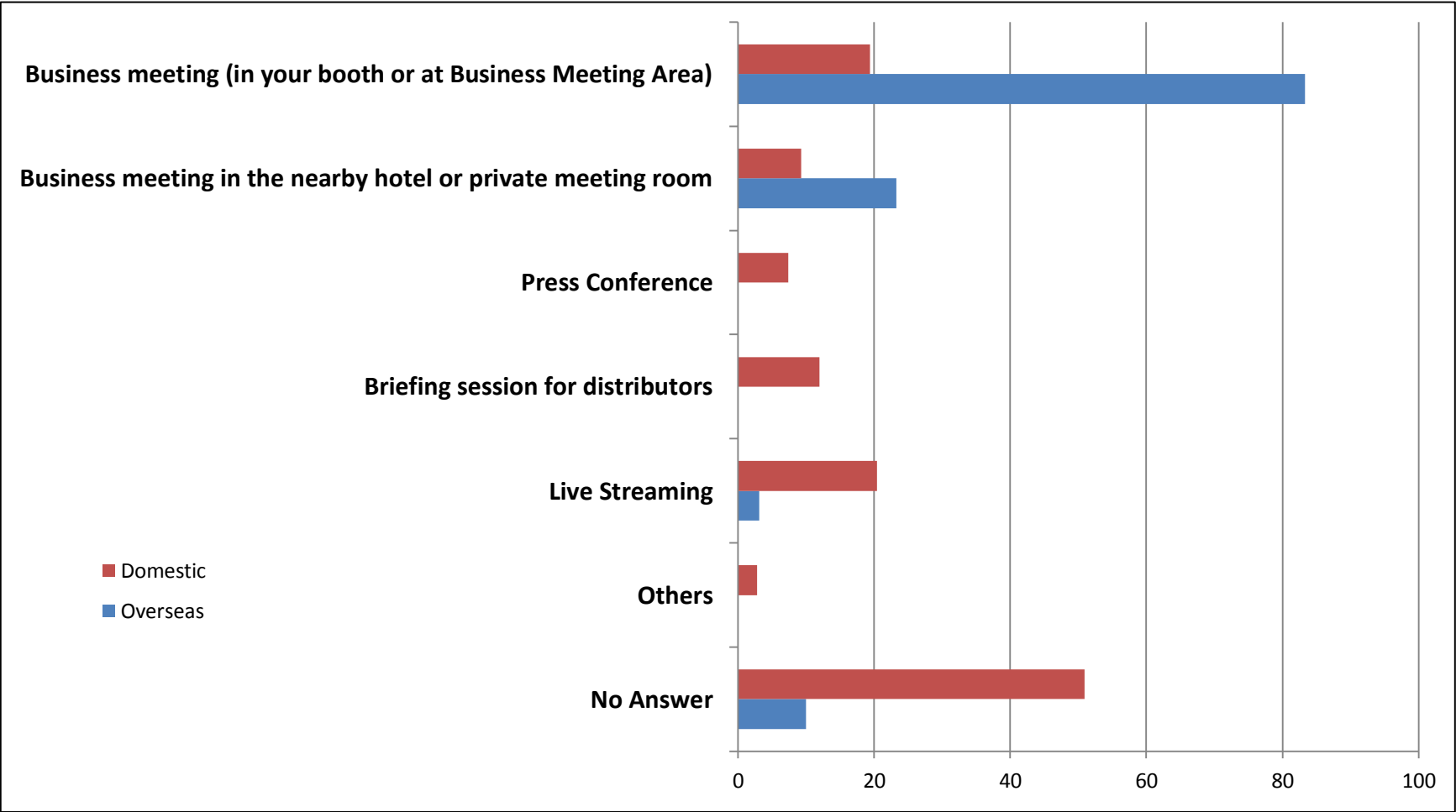
■ Degree of Satisfaction

※Unit: %



■ Activities on Business Days (multiple answers)

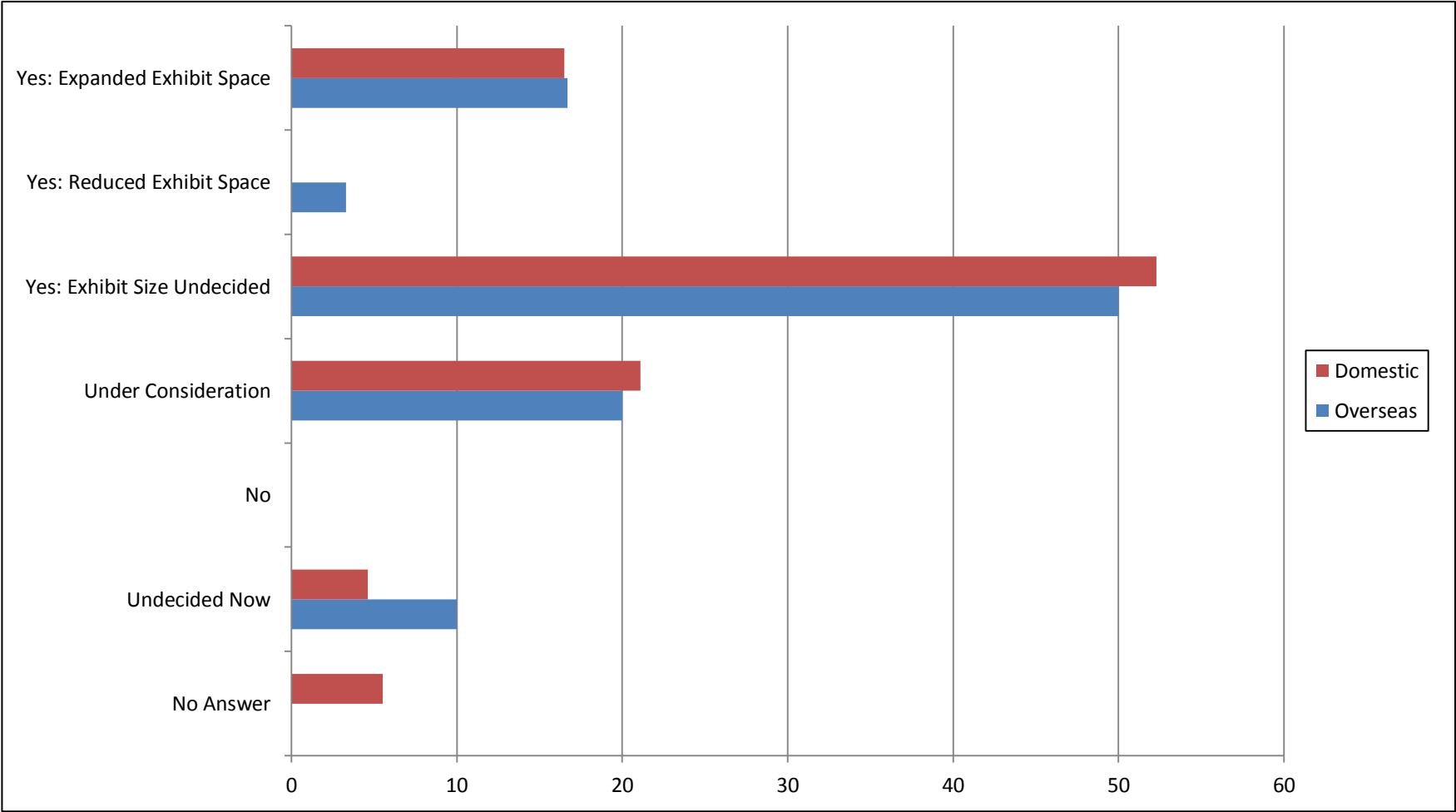
※Unit: %





■ TGS2019 Exhibit Plans

※Unit: %



## Publicities

## Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcasted

	TV	Radio	Newspaper	General Magazine/ Specialized Magazine	Web	Total
Before the SHOW	0	1	92	70	680	843
During the SHOW	40	14	204	12	2,860	3,130
After the SHOW	65	26	140	73	530	834
<b>Total</b>	<b>105</b>	<b>41</b>	<b>436</b>	<b>155</b>	<b>4,070</b>	<b>4,807</b>
2017	116	41	391	139	4,000	4,687

## Number of Media and Reports during the Show Period

Media Category			Sep. 20(Thu)		Sep. 21(Fri)		Sep. 22(Sat)		Sep. 23(Sun)		Total	
			Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters
1	Domestic	Web	314	1,014	246	801	180	643	148	602	888	3,060
2		Newspaper	37	73	22	48	10	17	10	18	79	156
3		News Agency	17	28	7	12	1	1	4	4	29	45
4		TV(Satellite TV/CATV)	16	59	7	24	6	10	5	42	34	135
5		TV(Terrestrial)	39	232	25	99	28	86	22	72	114	489
6		Editor/Freelance Writer/Others	10	20	5	46	5	7	1	2	21	75
7		Radio	17	35	7	25	8	15	4	10	36	85
8		Magazine	132	339	107	222	47	83	42	75	328	719
9	Overseas Media		260	579	208	451	232	281	122	188	822	1,499
Total			842	2,379	634	1,728	517	1,143	358	1,013	2,351	6,263
2017			Sep. 21(Thu)		Sep. 22(Fri)		Sep. 23(Sat)		Sep. 24(Sun)		Total	
			838	2,294	616	1,639	414	894	257	685	2,125	5,512

## Breakdown of Overseas Media

		Number of Reporters				Cumulative Total Number of Reporters				Number of Media			
		Sep.20	Sep.21	Sep.22	Sep.23	2018	2017	Increase and Decrease		2018	2017	Increase and Decrease	
Asia	China	131	119	73	53	376	354	22	△	76	74	2	△
	South Korea	36	39	24	17	116	130	-14	▼	29	31	-2	▼
	Hong Kong	43	39	16	14	114	124	-10	▼	50	59	-9	▼
	Taiwan	35	30	15	12	92	114	-22	▼	48	59	-11	▼
	Philippines	14	11	5	2	32	52	-20	▼	14	20	-6	▼
	Indonesia	18	19	7	7	51	38	13	△	11	8	3	△
	Japan	16	10	8	3	37	29	8	△	15	10	5	△
	Thailand	32	28	10	6	76	22	54	△	22	12	10	△
	Malaysia	5	5	-	-	10	21	-11	▼	6	11	-5	▼
	Singapore	3	6	1	1	11	6	5	△	5	3	2	△
Europe	France	38	34	13	4	89	82	7	▼	41	36	5	△
	United Kingdom	14	12	3	1	30	56	-26	△	20	27	-7	▼
	Italy	20	14	5	4	43	38	5	▼	35	33	2	△
	Spain	1	3	2		6	29	-23	△	3	25	-22	▼
	Germany	31	16	5	3	55	21	34	▼	22	10	12	△
	Croatia	2	2	2	-	6	10	-4	▼	3	2	1	△
	Ireland	2	-	-	-	2	7	-5	▼	1	3	-2	▼
	Denmark	2	2	-	-	4	7	-3	△	2	4	-2	▼
	the Netherlands	4	4	4	1	13	5	8	△	11	2	9	△
	Russia	7	4	2	-	13	3	10	△	8	2	6	△
	Sweden	4	2	1	1	8	2	6	△	5	1	4	△
	Hungary	2	1	1	-	4	2	2	△	3	2	1	△
	Poland	4	4	-	-	8	1	7	△	2	1	1	△
	Austria	6	7	-	-	13	-	13	△	2	-	2	△
	Switzerland	3	4	-	-	7	-	7	△	2	-	2	△
	Slovakia	-	2	-	-	2	-	2	△	1	-	1	△
	Norway	2	-	-	-	2	-	2	-	2	-	2	△
Middle East	Iran	1	-	-	-	1	1	-	▼	1	1	-	-
	Saudi Arabia	1	2	-	1	4	5	-1	△	3	2	1	△
	Qatar	4	5	5	1	15	5	10	△	8	2	6	△
	Lebanon	-	-	5	5	10	-	10	▼	4	-	4	△
North and Latin America	United States	55	48	22	10	135	244	-109	▼	60	69	-9	▼
	Canada	9	14	4	4	31	20	11	△	19	11	8	△
	Mexico	18	11	7	2	38	17	21	△	15	14	1	△
	Argentina	1	3	1	1	6	16	-10	▼	4	7	-3	▼
	Brazil	1	1	4	-	6	7	-1	▼	3	2	1	△
Oceania	Australia	13	13	6	1	33	18	15	△	6	8	-2	▼
Total		578	514	253	154	1,499	1,495	4		562	555	7	

# TOKYO GAME SHOW 2019

**Period(scheduled): Sep.12(Thu) — Sep.15(Sun)**

**Venue: Makuhari Messe**

**More Information . . . . <http://tgs.cesa.or.jp/english/>**

## **TOKYO GAME SHOW 2018 Official Report**

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