



World's Largest Game and Entertainment Event

TOKYO **GAME** SHOW **2004**

OFFICIAL REPORT

Organizer: Computer Entertainment Supplier's Association (CESA)
Co-organizer: Nikkei Business Publications, Inc. (Nikkei BP)
Period: Sept. 24 (Friday) - Sept. 26 (Sunday), 2004
Venue: Nippon Convention Center (Makuhari Messe)



I. Outline of the Show

Name: Tokyo Game Show 2004
 Theme: A Brand New Sensation for Everyone in the World
 Organizer: Computer Entertainment Supplier's Association (CESA)
 Co-organizer: Nikkei Business Publications, Inc. (Nikkei BP)
 Supporter: Ministry of Economy, Trade and Industry
 Special supporter: NTT DoCoMo, Inc.
 Period: Business Day Sept. 24 (Friday), 2004
 Open to the public Sept. 25 (Saturday) - Sept. 26 (Sunday), 2004
 From 10:00 a.m. to 5:00 p.m.
 Venue: Nippon Convention Center (Makuhari Messe, Mihama-ku, Chiba City, Chiba Prefecture)
 Exhibition Halls 1-7 (exhibition area: about 47,000 square meters)
 Number of exhibitors: 117
 Number of booths: 1,491 booths
 Displayed titles: 461 titles (number of advance registrations)

By platform (%)		By genre (%)	
PlayStation 2	31.5	Action	28.3
PC	25.4	RPG	12.3
Mobile phones	15.6	Simulation	5.3
Game Boy Advance	7.3	Adventure	4.9
Xbox	2.6	Puzzle	4.7
PSP	2.6	Shooting	3.8
Nintendo GameCube	2.0	Racing	1.5
Nintendo DS	0.4	Sports	2.8
Others (incl. titles not released yet)	12.6	Others	36.4

Admission fees: General visitor Ticket valid only for day of issue ¥1,200 (incl. tax)
 Ticket sold in advance ¥1,000 (incl. tax)

II. Visitors Report

1. Number of Visitors on Each Day

Tokyo Game Show 2004		Tokyo Game Show 2003	
Sept. 24 (Friday) – Business Day	32,867	Sept. 26 (Friday) – Business Day	32,176
Sept. 25 (Saturday) – Open to the public	64,164	Sept. 27 (Saturday) – Open to the public	53,935
Sept. 26 (Sunday) – Open to the public	63,065	Sept. 28 (Sunday) – Open to the public	63,978
Total	160,096	Total	150,089



2. Results of Questionnaire Survey of Business-Day Visitors (Surveyed by Nikkei BP)

Outline of Survey

[Survey Method]

A survey request was e-mailed to 5,000 visitors on the Business Day, selected at random. Replies were received at the Internet Research System "Web-Res" operated by Nikkei BP.

[Number of Responses]

609 (response rate: 12.2%)

[Survey Schedule]

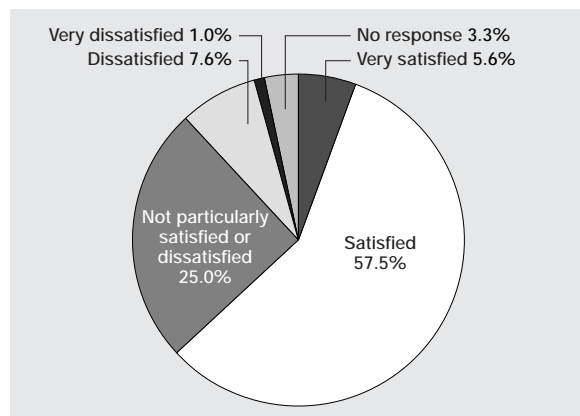
Oct. 6, 2004: Survey started (e-mail posted and web site opened)

Oct. 15, 2004: Survey finished (web site closed)

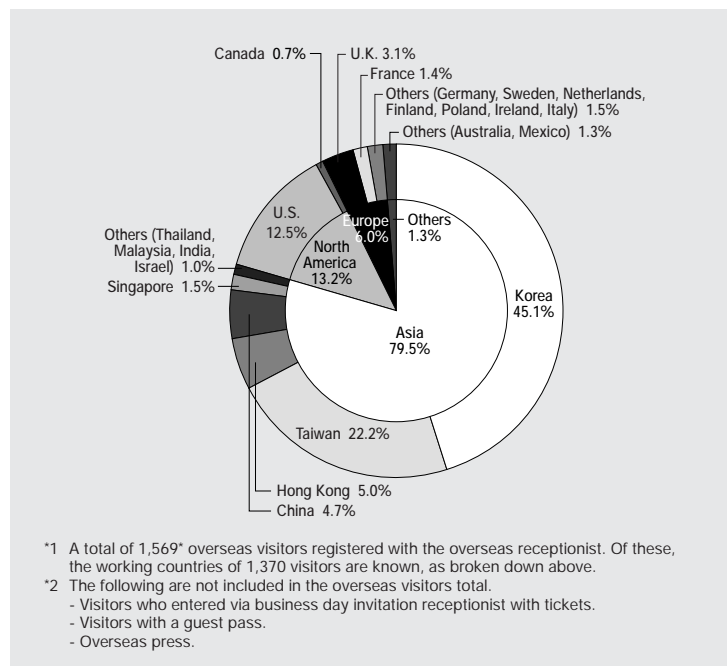
[Survey Organizations]

Nikkei BP Consulting, Inc.

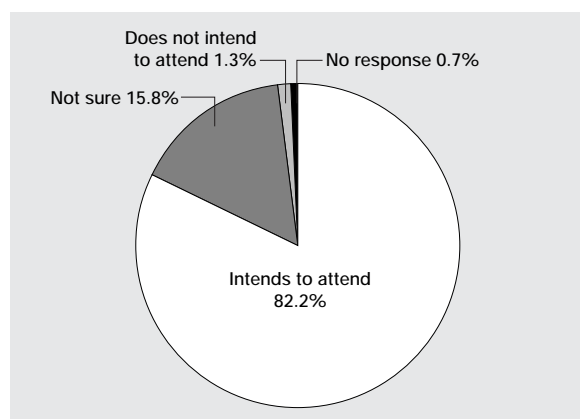
Degree of Satisfaction



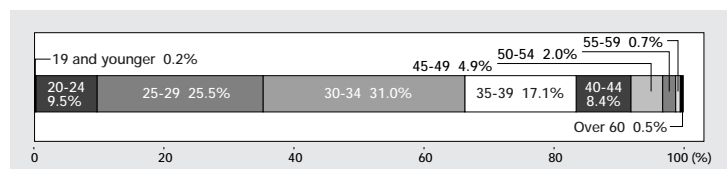
Business-Day Visitor Breakdown by Country and Region



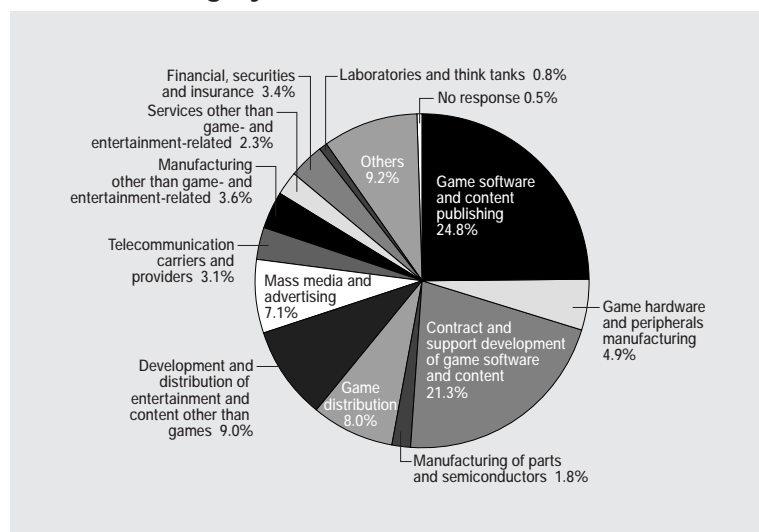
Intention to Attend the Next Show



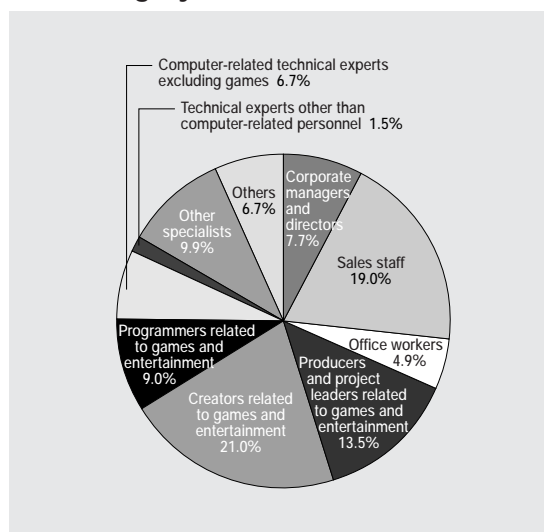
Age



Business Category

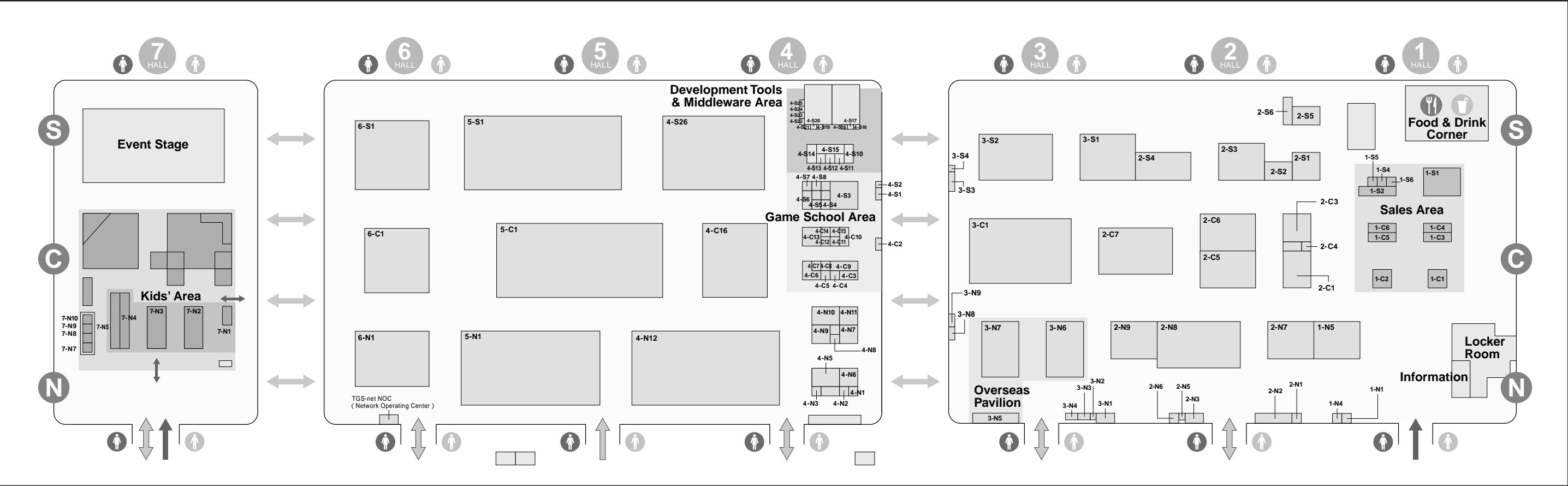


Job Category



III. Record of the Show

Layout



Exhibitor List

General Area	
4-N1	ACQUIRE CORPORATION
3-N8	ARDUC Co., Ltd.
2-S5	ATARI JAPAN Inc.
2-S2	ATI TECHNOLOGIES (JAPAN) INC.
2-N7	ATLUS CO., LTD.
3-S2	BANDAI CO., LTD.
2-N5	BOSE PSYCHO PHYSICS RESEARCH Inc.
4-S26	CAPCOM CO., LTD.
4-N3	CATEYE CO., LTD.
2-C3	Cyberfront Corporation
3-N2	DIGITALACT INC.
3-N5	DIP
1-N4	Dragon Soft Entertainment
1-N1	eIT Co., Ltd.
6-C1	ELECTRONIC ARTS K.K.
2-S6	ENTERBRAIN, INC.
2-N9	Excite Japan Co., Ltd.
4-N11	FUJIWORK CO., LTD.
3-N7	GAME INFINITY (BinaryCraft, Buruxo, DREAMEDIA, E3NET, Entelligent, euWave, HelloNet. / Mobiler, mobileINK, Nbuster, N-LOGsoft, SRONLINE, Webpattern Technologies, WEFLY Entertainment)
3-N1	GE Consumer Finance Co., Ltd.
5-C1	GENKI CO., LTD.
2-S3	GRAVITY Corp.
6-N1	GungHo Online Entertainment, Inc.

4-N6	HAMSTER Corporation
5-C1	HUDSON SOFT COMPANY CO., LTD.
3-S4	IMAGECIRCUS Co., Ltd.
4-N2	imaHima Inc.
2-C6	IREM SOFTWARE ENGINEERING INC.
2-S1	KDDI CORPORATION
2-C5	KOEI CO., Ltd.
3-N5	KOG Studios
5-C1	KONAMI CORPORATION
4-N9	MACHIDA, Inc.
3-C1	Microsoft Co., Ltd.
3-N5	Min Communications
3-N4	MORITOYS CO., LTD.
6-S1	NAMCO LIMITED
3-S1	NCsoft Corp./NC Japan K.K.
4-N10	Net Dragon Websoft Inc.
3-N5	Newtype Technology Group
2-N6	Nikkei Business Publications, Inc.
2-N2	NOKIA JAPAN CO., LTD.
3-N3	NTT DATA CORPORATION
4-C16	NTT DoCoMo, Inc.
2-C1	NVIDIA Corporation
3-S3	Playseat
4-N12	Sammy Corporation
2-C4	SANWA SUPPLY INC.
4-N12	SEGA CORPORATION
2-N1	Sega Logistics Service Co., Ltd.
4-N8	SHANGHAI EVERSTAR ONLINE ENTERTAINMENT Co., LTD.

1-N5	SNK PLAYMORE CORPORATION
5-S1	Sony Computer Entertainment Inc.
5-N1	SQUARE ENIX CO., LTD.
3-N9	SUCCESS Corporation
2-N8	TAITO CORPORATION
3-N6	Taiwan Game Pavilion (EASYFUN Entertainment, GLOBLINK TECHNOLOGY INC., Lager Interactive Inc., PlayCoo Corporation, Taiwan Trade Center, UserJoy Technology Co., Ltd., Wayi International Digital Entertainment Co. Ltd., WINKING ENTERTAINMENT CORPORATION)
2-C7	TECMO, LTD.
2-N3	Tokyo Music & Mediaarts Shobi
2-S4	TOMY Company, Ltd.
4-N5	TONKINHOUSE
4-N7	WINBLE JAPAN Inc.

Kid's Area	
7-N5 7-N9	BANDAI CO., LTD.
7-N3 7-N7	CAPCOM CO., LTD.
7-N1 7-N8	DENGEKI GAME CUBE
7-N2	HUDSON SOFT COMPANY CO., LTD.
7-N2 7-N10	KONAMI CORPORATION
7-N4	SEGA CORPORATION
*Exhibit only on Public Day	

Game School Area	
4-S1	ACT College of Information & Communication Technology
4-C12	Aso Business Computer College
4-S2	Clark Memorial International High School Akihabara IT Campus
4-C6	Digital Entertainment Academy Co., Ltd.
4-C11	HigashiNippon Computer & Business College
4-C13	JAPAN ELECTRONICS COLLEGE
4-C4	Kanagawa Computer Culture College
4-S8	Kobe Computer College
4-C8	Koriyama Institute of Tech & Design
4-C10	NAGOYA KOUGAKUIN COLLEGE
4-C7	Niigata Computer College
4-S5	Niigata High Technology College
4-C3	NIPPON ENGINEERING COLLEGE
4-S3	SOGOGAKUEN HUMAN ACADEMY
4-C9	Technos International College
4-C15	TOKYO COMMUNICATION ART
4-C14	Tokyo Net Wave College
4-C2	Tokyo School Of Digital Arts
4-C5	Tokyo Technical College
4-S6	Trident College of Information Technology
4-S7	World Institute of Zeal artists for digital and technology
4-S4	SAPPORO VISUAL ARTS

Development Tools & Middleware Area	
4-S11	3Dconnexion, Inc.
4-S15	BigWorld Japan Corporation
4-S14	Metrowerks Co., Ltd.
4-S10	NaturalMotion Limited
4-S12	ntechnology, inc.
4-S13	SANTOKU CORPORATION
4-S15	Solid Networks Inc.
4-S15	Trymedia Systems Inc.
Exhibit only on Business Day	
4-S18	Alias Systems K.K.
4-S23	Avid Technology K.K. Alienbrain
4-S21	CRI Middleware Co., LTD.
4-S19	Criterion Software Ltd.
4-S22	Discreet, a division of Autodesk, Inc.
4-S16	Fractalist inc.
4-S17	MAXON Computer Japan / TMS Tele Media Systems Corp.
4-S24	Silicon Studio Corporation
4-S25	SOFTIMAGE
4-S20	Web Technology Corp.

Enlarged View of Development Tools & Middleware Area

TGS Developer's Workshop

4-S25

4-S24

4-S23

4-S22

4-S21 4-S20 4-S19

4-S18 4-S17 4-S16

4-S14	4-S15			4-S10
	4-S13	4-S12	4-S11	

Sales Area

1-S5	Alchemist
1-C6	Broccoli Co. Ltd.
1-C1	CAPCOM CO., LTD.
1-C2	COSPA inc.
1-C3	DENGEKIYA
1-S4	Excite Japan Co., Ltd.
1-C4	KID corp.
1-S1	KONAMI CORPORATION
1-S2	Softbank Publishing Inc.
1-C5	SQUARE ENIX CO., LTD.
1-S6	TECMO, LTD.

IV. TGS Forum 2004

The TGS Forum 2004 was held at the International Conference Hall at Makuhari Messe on September 24, the opening and business day of Tokyo Game Show 2004. The forum provided game industry people with an opportunity to observe current trends in the computer entertainment business.

The forum, which attracted near-capacity audiences at the preliminary registration stage, consisted of several sessions, including mobile phone games, on-line games and character

business. The latest developments in game technology and business trends in the industry were discussed. In addition, a special session for game developers, called CEDEC Premium, was held in conjunction with CEDEC, which was held on September 6-8 and is the largest conference for game developers in Japan organized by CESA. In cooperation with the International Game Developers Association (IGDA), CEDEC Premium featured speeches by prominent game creators from overseas.

	Online Game Session	Character Game Session
13:00 15:00	Online Game Markets on the Go — Steadily Expanding in South Korea, Japan and China <u>13:00 - 13:30</u> LECTURE Challenges That On-line Game Business Should Overcome <u>13:30 - 14:00</u> LECTURE Japanese On-line Games Targeting Asian Market <u>14:00 - 14:30</u> LECTURE Present and Future of Game Market in China <u>14:30 - 15:00</u> PANEL DISCUSSION	Game-Character Relations in New Era — New Character Business Proposed by Game Publishers <u>13:00 - 15:00</u> RELAY TALK AND PANEL DISCUSSION
15:10 17:10	Developers Session: "CEDEC Premium" Supported by IGDA Game Design Sought for New-Generation Games <u>15:10 - 15:15</u> INTRODUCTION <u>15:15 - 16:00</u> LECTURE New-Generation Game Development Skills and Distribution Found in Half-Life2 and Steam <u>16:00 - 16:30</u> LECTURE Resident Evil 4: Challenging a Complete Remodeling of the Resident Evil Series <u>16:30 - 17:10</u> PANEL DISCUSSION The Future of Interactive Storytelling in Games	Mobile Phone Game Session Mobile Phone Games Enter Third Generation Stage <u>15:10 - 17:10</u> RELAY TALK AND PANEL DISCUSSION



V. Public Relations and Publicity

1. Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcast

	TV	Radio	Newspapers (general, sports)	General magazines	Game magazines, specialized papers/ magazines	Total
Before the Show	1 (1)	2 (2)	123 (115)	62 (77)	151 (151)	339 (346)
During the Show	26 (18)	5 (3)	94 (97)	0 (0)	55 (73)	180 (191)
After the Show	31 (28)	7 (4)	53 (45)	128 (111)	330 (263)	549 (451)
Total	58 (47)	14 (9)	270 (257)	190 (188)	536 (487)	1,068 (988)

Notes: As of October 22, 2004. Planned coverage is included. Figures in parentheses are those for Tokyo Game Show 2003.

2. Number of News Reports During the Show Period, and Number of Reporters

	Sept. 24 (Fri.)		Sept. 25 (Sat.)		Sept. 26 (Sun.)		Grand total	
	News reports	Reporters	News reports	Reporters	News reports	Reporters	News reports	Reporters
TV (terrestrial/satellite broadcasting and cable TV)	53	211	17	71	8	28	78	310
Radio	8	11	3	6	2	2	13	19
General newspapers, sports papers	34	52	3	4	4	7	41	63
News agencies (domestic and overseas)	15	26	1	1	0	0	16	27
General magazines, town papers/journals	104	258	44	74	28	38	176	370
Game magazines, computer magazines	54	431	28	138	21	70	103	639
Internet, e-mail magazines, mobile phones	93	399	46	172	31	124	170	695
Trade papers/journals	79	120	11	17	9	8	99	145
Publishing companies (books, "mooks") etc.	22	154	11	15	9	21	42	190
Editing productions, freelance journalists, others	21	82	7	8	8	16	36	106
Overseas media (incl. domestic distribution)	197	459	144	275	83	150	424	884
Total	680	2,203	315	781	203	464	1,198	3,448

VI. Results of Questionnaire Survey of Exhibitors

(Survey by Nikkei BP)

Outline of Survey

[Survey Method]

A survey request was e-mailed to all exhibitors. Replies were received at the Internet Research System "Web-Res" operated by Nikkei BP.

[Number of Responses]

61

[Survey Schedule]

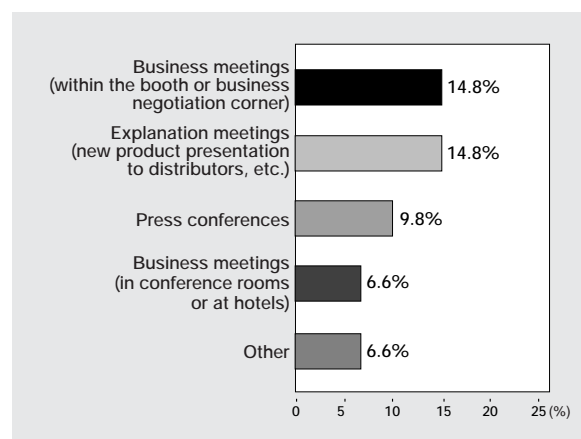
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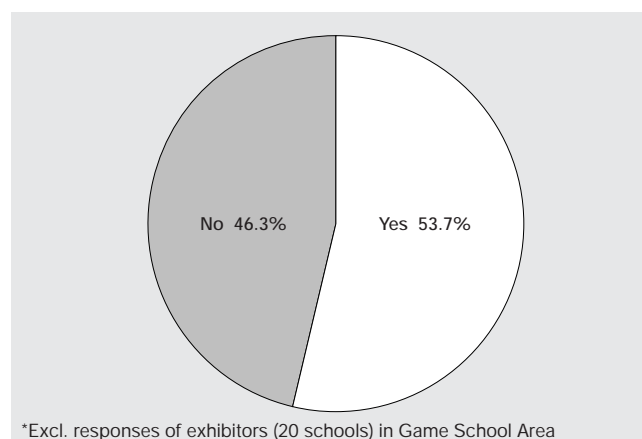
[Survey Organization]

Nikkei BP Consulting, Inc.

Activities Carried Out on the Business Day (MA)



Did You Have Any Product Whose Release Time Was Determined in Consideration of TGS2004?



Outline of the Tokyo Game Show 2005

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

Period:	Business Day*	Sept. 16 (Friday), 2005
	Open to the public	Sept. 17 (Saturday) – Sept. 18 (Sunday), 2005
	From 10:00 a.m. to 5:00 p.m.	
	*Admission is limited to industry participants and those with invitations.	
Venue:	Nippon Convention Center (Makuhari Messe)	
	2-1 Nakase, Mihama-ku, Chiba City, Chiba Prefecture	
Organizer:	Computer Entertainment Supplier's Association (CESA)	
	http://www.cesa.or.jp/english/index.html	
Co-organizer:	Nikkei Business Publications, Inc. (Nikkei BP)	
	http://www.nikkeibp.com/	
Supporter:	Ministry of Economy, Trade and Industry (planned)	
Expected number of exhibitors:	130	
Invited number of booths:	1,500	
Expected visitors:	150,000	
Admission fees:	General visitor (junior high school students and above)	¥1,200 (incl. tax)
	Ticket sold in advance	¥1,000 (incl. tax)

Tokyo Game Show 2004 Official Report

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