



Play Your Way : Games Unleashed

TOKYO GAME SHOW 2015

OFFICIAL REPORT

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizer: Nikkei Business Publications, Inc. (Nikkei BP)

Period: Sep.17(Thursday) -20 (Sunday), 2015

Venue: Makuhari Messe



Nikkei Business Publications, Inc.



1. Outline of the Show/Number of Visitors

Name : TOKYO GAME SHOW 2015

Theme : Play Your Way : Games Unleashed

Organizer : Computer Entertainment Supplier's Association (CESA)

Co-Organizer : Nikkei Business Publications, Inc. (Nikkei BP)

Period : Business Days Sep. 17(Thursday) - Sep. 18(Friday)
From 10:00 a.m. to 5:00 p.m.

Public Days Sep. 19(Saturday) - Sep. 20(Sunday)
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

Number of exhibitors : 480(Domestic :234, Overseas : 246)(421 in 2014(Domestic :219, Overseas : 202))

Exhibiting countries and regions : 37(32 in 2014)

Asia, Middle East and Oceania(18 countries and regions)Australia,Brunei Darussalam,China,Hong Kong,India,Indonesia,Israel,Japan,Macau,Malaysia,Myanmar,Phillippines,Singapore,South Korea,Taiwan,Thailand,United Arab Emirates,Vietnam

North and Latin America(4 countries)Canada,Chile,Columbia,United States

Europe(15 countries)Denmark,Finland,France,Germany,Holland,Ireland,Lithuania,Poland,Russia,Serbia,Spain,Sweden,the Netherlands,Turkey,United Kingdom

Number of booths : 2,009 booths(1,715 booths in 2014)

Exhibited titles : 1,283 titles(number of advance registrations)

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)

2-1. Achievement of mid-term vision

TGS Mid-term vision:

(1) Become Asia's No.1 computer entertainment show

(2) Achieve both BtoB and BtoC interaction

(3) Contribute to the further growth of the gaming industry

Tokyo Game Show (TGS) set three elements for mid-term vision. In order to achieve those goals, TGS implemented a range of initiatives around two key ideas: becoming the world's best game business event and increasing visitor satisfaction.

In order to achieve the first goal, TGS aimed to increase exhibitor firms from overseas and overseas visitors to the Business Days, plus further enhance their satisfaction through a variety of programs and services. These results bore fruit, with the highest number of overseas exhibitors on record(246), exceeding domestic exhibitors and reaching 51.3% of the total. Similarly, the event saw 1,767 general visitors from overseas, an increase

of 13.6% on last year's 1,555. 661 overseas press organs registered, a 4.9% increase. In this way, global penetration of TGS as a key event in Asia increased further this year.

In terms of increasing visitor satisfaction, TGS focused in particular on reducing congestion within the exhibition halls. Arranging the larger booths along the south and north sides of the venue proved successful last year, so TGS utilized this scheme again and devised a layout that preserved the features of each area while maximizing efficient traffic flows. Further, we implemented a new plan to rotate the first entrance visitors used, changing it at 11:00 AM and easing the flows of new entrants.



By Platform (Number of Titles)			
iOS	252	PlayStation3	39
Android	252	PlayStation Vita	62
Others(Smartphone)	6	PlayStation Portable	1
Featurephone	8	Xbox One	27
Nintendo 3DS	29	Xbox360	7
Nintendo DS	0	PC	135
Wii U	23	Browser Game	28
Wii	1	Steam	23
PlayStation4	103	Others*	287
TOTAL			1,283

*includes indie game,goods,smartphone accessory

By Genre (Number of Titles)			
Action	208	Action Shooter	14
Role Playing Game(RPG)	189	Action RPG	21
Simulation	122	Acition Adventure	15
Puzzle	62	Racing	6
Adventure	70	Peripherals	1
Devolopment Tools	41	Others(genre)	222
Sports	8	Others(goods)	262
Shooter	42		
TOTAL			1,283

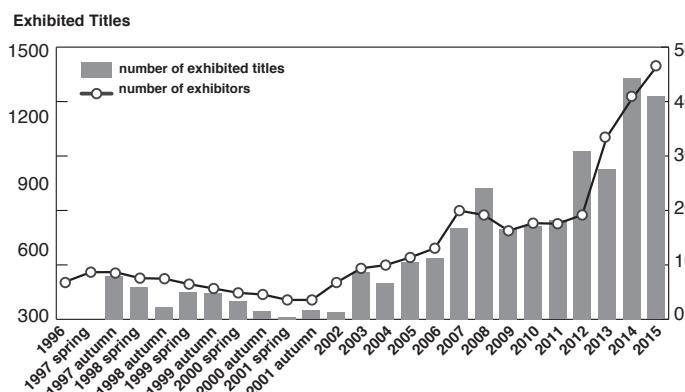
[Number of Visitors]

	2015	2014	2013
Business Day	Sep.17(Thu)	Sep.18(Thu)	Sep.19(Thu)
	29,058	27,786	29,171
	Sep.18(Fri)	Sep.19(Fri)	Sep.20(Fri)
	29,557	28,647	23,183
Public Day	Sep.19(Sat)	Sep.20(Sat)	Sep.21(Sat)
	97,601 (including 10,360 in Family Area)	92,308 (including 5,951 in Family Area)	102,399 (including 7,031 in Family Area)
	Sep.20(Sun)	Sep.21(Sun)	Sep.22(Sun)
	112,230 (including 14,517 in Family Area)	103,091 (including 9,245 in Family Area)	115,444 (including 13,286 in Family Area)
Total	268,446 (including 24,877 in Family Area)	251,832 (including 15,196 in Family Area)	270,197 (including 20,317 in Family Area)

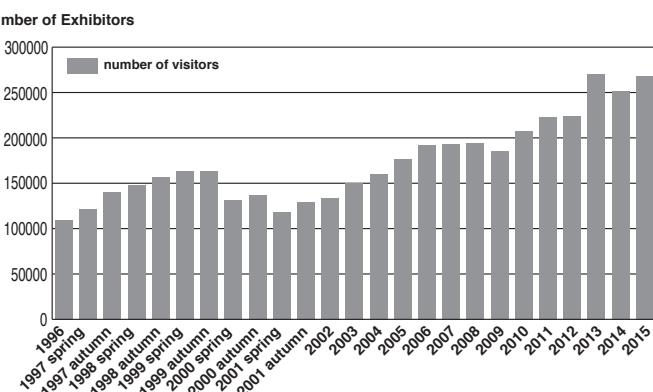
This allowed us to constrain the risks associated with attendees congregating in any one area. TGS also launched a variety of fun events like a Grand Lottery, e-Sports Tournament, and other programming that increased the satisfaction of general attendees. The initiatives described in the forthcoming pages describe how

both of the programs to enhance the respective satisfaction of Business Day attendees and general attendees proved successful and were well-received. Details on each program as follows.

●Changes in number of exhibitors and exhibited titles in TGS



●Changes in number of visitors in TGS



2-2. Initiatives towards mid-term vision

Increased negotiation opportunities



● Enhancement of Business Meeting Area

Location: Conventional Halls A & B, International Exhibit Hall
A total of 475 business negotiations^{※1} were held in the Business Meeting Area, a 9% increase over the 437 held last year. In terms of trends seen, 218 (46%) of these dealings were between Japanese and overseas firms, indicating that the event is growing increasingly international. Meetings between overseas firms also thrived, to the tune of 198 (42%) – in this way, 87.6% of all negotiations were of an international nature.

Business Meeting Area was also held with 11 buyers JETRO (Japan External Trade Organization) had invited from India, Indonesia, Canada, Singapore, Germany, Turkey, France, the US, and Russia, for a total of 133 negotiations with these entities over the two Business Days.

In order to enhance the hospitality offered to these growing numbers of overseas guests for Business Days, TGS enhanced the reception functions available at the 2015 Business Meeting Area. A team of six personnel each capable of speaking two or more languages was installed at the reception desk, and a total of 700 attendees were served (about 500 companies). The reception desk team partnered with the business coordinators (described later) to act as go-betweens between prospective firms. Also available in the space were refreshments (coffee, water coolers), Wi-Fi Internet, and interpreters (Japanese/Chinese/English and Spanish). The team fielded requests for free and contributed to the satisfaction of Business Day attendees.

^{※1} Number of known cases by the management office (Only the number of business meetings within the international meeting hall and Business Meeting Area. Number of business meetings at the exhibition hall is excluded.)

● TGS Appointment System (Asia Business Gateway)

This year marked the fourth year since Asia Business Gateway, the TGS Appointment System, was implemented. The system came to the fore again this year in the aid of promoting business meetings with overseas visitors and exhibitors. 1,011 firms registered (2014: 875), with 1,183 advance registrations for business meetings (2014: 1,810; 2013: 1,325; 2012: 554), showing a marked upward. Those firms that went on to a successful matching (advance appointment) were 601, an increase of 5 from 606 in 2014. In all, the foundations were

further laid for increased negotiations at Tokyo Game Show. Attendees from 42 countries and territories (2014: 41) made use of the TGS Appointment System. Excluding Japan, users from Asia represented 17 countries and territories. 2015 saw first-time participating countries such as Kuwait, Christmas Island, Croatia, Colombia, Serbia, Turkey, Nepal, Hungary, and Lithuania, as well as Chile, Finland, and Russia. A total of 77 firms were from Korea (2014: 60) and 60 from China (2014: 47), showing large-scale increases from countries neighboring Japan.

● Business Coordinators

In order to encourage efficient and smooth negotiation in the Business Meeting Area over the two Business Days, dedicated business coordinators were dispatched and installed at the site. Their specific role was to respond to inquiries from exhibitor firms and others and search for the best domestic or overseas firm for them, performing a matching service and making arrangements. Like last year, Eiji Onobu, who has deep expertise in negotiating with overseas firms, led the team of business coordinators, who handled about one hundred cases over the two days and linked prospective firms together.

42 countries and regions of users of Asia Business Gateway

Australia, Austria, Brunei Darussalam, Canada, Chile, China, Christmas Island, Colombia, Croatia, Finland, France, Germany, Holland, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Japan, Kuwait, Lithuania, Macau, Malasia, Myanmar, Nepal, Philippines, Poland, Russia, Singapore, South Korea, Spain, Srbija, Sweden, Taiwan, Thailand, the Netherlands, Turkey, UAE, United Kingdom, United States, Vietnam

(alphabetical order)



●TGS Forum 2015 Keynote Speeches and Special Lecture

For two days between 9/17 and 9/18, the TGS Forum 2015 was held, a conference targeting business people in the computer entertainment industries and, in particular, the gaming industry. Speeches and lectures explored the future directions of the field. Akihiro Hino, CEO of LEVEL-5, took to the stage for the first speech, using his company's game development process to draw on examples of how to create hit content.

For the second keynote speech, three companies offering video streaming platforms discussed what was one of the key themes of TGS 2015: online video streaming.

Victor Denchartphan of Twitch and Jonathan Nagao of Amazon Japan first took the stage; they were followed by Daisuke



Hideki Okamura,
CESA



Akihiro Hino,
LEVEL-5



Jonathan Nagao,
Amazon Japan



Victor Denchartphan,
Twitch



Daisuke Yokosawa,
DWANGO



Ryan Wyatt,
YouTube



Yumiko Tajima,
Rakuten

Yokosawa, CCO of Dwango, and then by YouTube's Ryan Watt. Each of the companies described how their platforms are being used for live gameplay feeds and video streaming. The turnout for keynote speeches 1 & 2 was a combined 1,271 attendees. The Special Lecture made its debut for the first time in 2015. It was designed as a way to learn from cutting-edge examples of utilizing social media for the growth of business, and Yumiko Tajima, who is responsible for social marketing at Rakuten, took the stage for a lecture. She discussed into a range of ways the company uses Twitter and other social media to market to and engage with its users.

Keynote Speech:September 17(Thu) (Interpreting Available)

[Keynote Speech 1] 10:30~11:25

[Introduction]

The Current State of the Japanese Computer Game Industry, and the New Computer Entertainment Supplier's Organization (CESA)

Hit Contents Creation made possible by the unique status of a Creator and Corporate Executive At The Same Time

Hideki Okamura Chairman, CESA

Akihiro Hino President and CEO, LEVEL-5

[Keynote Speech 2] 11:30~12:50

The New Era of Computer Game Marketing — Possibilities Created by the Utilization of Video Streaming Platforms —

New Strategy by Twitch and Amazon For Game Live Streaming and Business Development of Smartphone Apps

Game Platform Strategy Where The Real and The Net Are Integrated

The New Experience and Community Realized by YouTube and Video Creators

Jonathan Nagao Director, Appstore, Amazon Japan

Victor Denchartphan Director, Japan, Twitch Interactive

Daisuke Yokosawa Director, Member of the Board / Chief Creative Officer, DWANGO

Ryan Wyatt Global Head of Content for Gaming, YouTube (U.S.)

Special Lecture:September 18(Fri) (Interpreting Available)

Leveraging Social Media on Rakuten Ichiba (Shopping Mall) — Expand business by searching and widening new customer base —

Yumiko Tajima Group Marketing Department On-Line Marketing Office Social Marketing Group Group Manager, Rakuten

On 9/18, the second of the Business Days, four special sessions (paid admission) were held. Two began at 1:00 PM – the Game Trends session invited Masaaki Yamagiwa of SCE Japan Studio, Akira Sugiyama of Capcom, and Takamasa Shiba of Square Enix to discuss ways their companies have made use of video streaming. The Smartphone Gaming session had Kento Suga from Niantic, famous as Ingress, and Yu Ming Yang of Rayark, Taiwan's No. 1 smartphone game maker. They broke down for the audience what steps are needed in order to succeed in the challenging smartphone market.

Beginning at 3:15 PM was the Game Marketing session, which welcomed Minoru Iwaki of Sega Networks and Kengo Otomo of Cyber Z. They discussed the new platforms available to game marketers today. For the Game Technology session, the focus was on the coming era of VR technology: the panelists were Yoshihito Kondo and Chris Prueett of Oculus, Kenji Akiyama of SCEJA, and Katsuhiro Harada and Aya Tamaki of Bandai Namco Entertainment in a discussion on fusing VR technology with content.

Special Session: September 18(Thu) 13:00~17:15	
13:00~15:00	
Game Trends Session	Smartphone Gaming Session
Creation of New Interactive Entertainment —Game Play Live-Streaming —	At the Frontline of 2015 Smartphone Game Hits —How to Survive the Increasing Red Ocean Strategies of the Smartphone Gaming Industry—
Masaaki Yamagiwa , Producer of Bloodborne, Sony Computer Entertainment Japan Studio Koichi Sugiyama , Producer, Osaka Project Promotion Department 2, Development Division, Capcom Takamasa Shiba , Division Executive and Producer, Business Division 7, Square Enix Moderator: Tetsuro Ito , Staff Writer, Nikkei Entertainment, Nikkei Business Publications	Kento Suga , Head of APAC Marketing, Niantic Ming-Yang Yu , CEO, Rayark Moderator: Akihide Segawa , Deputy Editor, Nikkei Business, Nikkei Business Publications
15:15~17:15	
Game Marketing Session	Game Technology Session
The Latest in Game Marketing Methods —The Rise of a New Marketing Platform —	On the Verge of Release—Virtual Reality Games —Hardware and Software Beginning to Line up—
Minoru Iwaki , COO, SEGA Networks Company, Sega Games Shingo Otomo , Director, OPENREC, Cyber Z Moderator: Junpei Furuhata , Deputy Editor, Nikkei Digital Marketing, Nikkei Business Publications	Yoshihito Kondo , Partner Engineering Specialist Oculus Chris Prueett , Partner Engineering Manager Oculus Kenji Akiyama , Software Business Dept. SCEAJ Development Support Director Sony Computer Entertainment Japan Asia Katsuhiro Harada , Bandai Namco Entertainment Jun Tamaoki , Bandai Namco Entertainment Atsunori Maeshima , Business Development and Public Relations Group/Planning Room, Production I.G Moderator: Tadashi Nezu , Staff Writer, Nikkei Electronics, Nikkei Business Publications

●Asia Game Business Summit 2015

The Asia Game Business Summit 2015 was launched in order to create an opportunity for business people in the Asian games industry to come to TGS and to enhance the ability of key people in Asia to broadcast information to a wider public. This was the sixth time the conference was held, and the event focused in particular on the Chinese market, with active exchanges of opinion on how to approach and succeed there.

The key theme of the session was "Retrying: A New Attempt at the Chinese Game Market." Japanese firms explored how best to



approach the growing Chinese market, and a frank exchange of ideas ensued, with 265 audience members in attendance.

Asia Game Business Summit 2015 :September 18(Fri)	
11:00~11:50	
Taking Another Crack at the Chinese Market	
Japan	Keiji Honda , Director, Square Enix
Japan	Ren Yi , CEO, DeNA China
China	Tunghai Chien , President, Shanda Games
China	Yunfan Zhang , COO, Perfect World
China	Harry Sun , Director, Global BD, Perfect World
Special guest	Akinori Nakamura , Professor, Ritsumeikan University, College of Image Arts and Science
Moderator: Hideo Shinada , Senior Staff Writer, Nikkei Entertainment, Nikkei Business Publications	



Expanding the reach of Japanese gaming culture

Cyber Games Asia 2015, the fourth installment of this e-Sports tournament, expanded two stages (A and B) for capacity. Top athletes from throughout Asia and Japan has competed to play in this international tournament of four games.

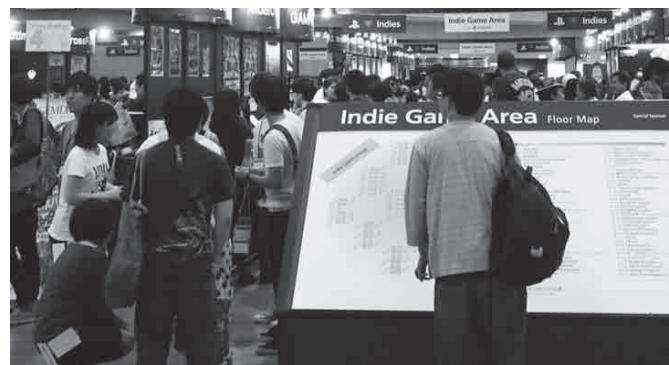
Over the two days of general admission, 5,678 attendees came to the special Cyber Games Asia stage, a major increase over the 3,091 attendees seen in 2014. Including those in the area surrounding the hall, some 20,000 attendees in total came to see the charms of e-Sports. The entirety of the event was handled by TechnoBlood, a company that plans and operates e-Sports and other events at Internet cafes.



Strengthening the foundations of the Japanese gaming industry gaming culture

●Indie Game Area

Seeking to boost independent games' showing at the fair, the Indie Game Area was a special exhibitor site sponsored entirely by Sony Computer Entertainment. Of the 216 entries received, 69 indie game developers from 18 countries and territories were selected for participation. This gave them a chance to pitch their games to visitors from Japan and overseas, as well as mingle with and get feedback from other developers. 24 individuals and groups from Japan exhibited, boosting the Japanese indie gaming scene's presence.



●Sense of Wonder Night 2015 (SOWN2015)

Sense of Wonder Night (SOWN), an event geared at uncovering new game ideas, welcomed its 8th showing this year. It was held at 2:30 PM at the Cyber Games Asia Event Stage. This year, there were entries of 100 works from 21 countries (compared to 136 works from 27 countries last year).

The judges' panel consisted of members from Japan and overseas with deep knowledge of indie games – among them critics and experts, developers, and game distributors. They selected ten pieces which went on to be presented. Many attendees to TSG look especially forward to SOWN each year, and this year was no exception, with 300 international attendees of diverse backgrounds. The use of toy hammers to "applaud" each presentation has now become a classic part of the



event, with audience members shaking their mallets in unison to show respect to the creative and unique games shown. The games presented were then showcased at the booth at the Indie Games Corner, which functioned as a space for developers to mingle with attendees.

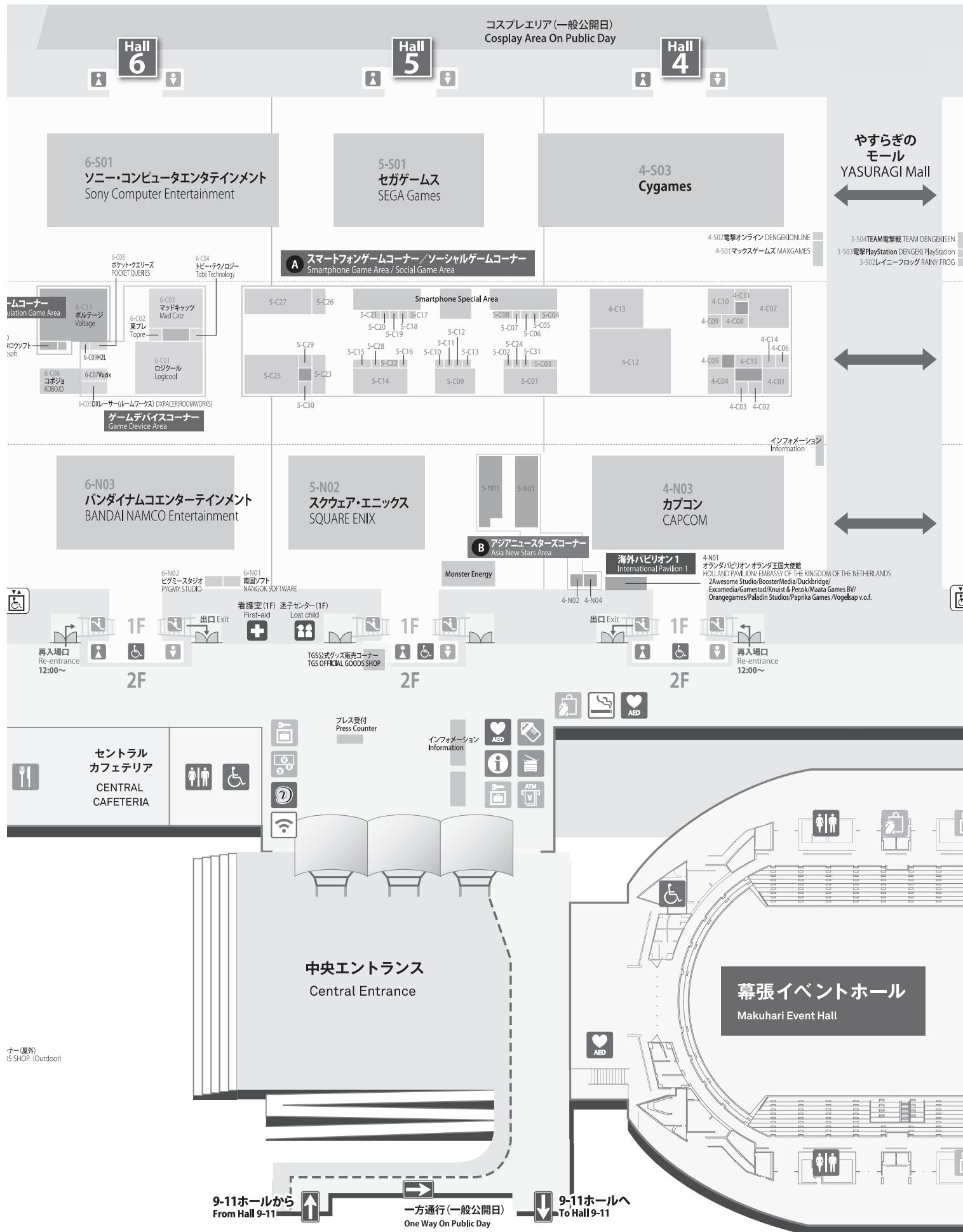
Enhanced distribution of content Japanese gaming industry gaming culture

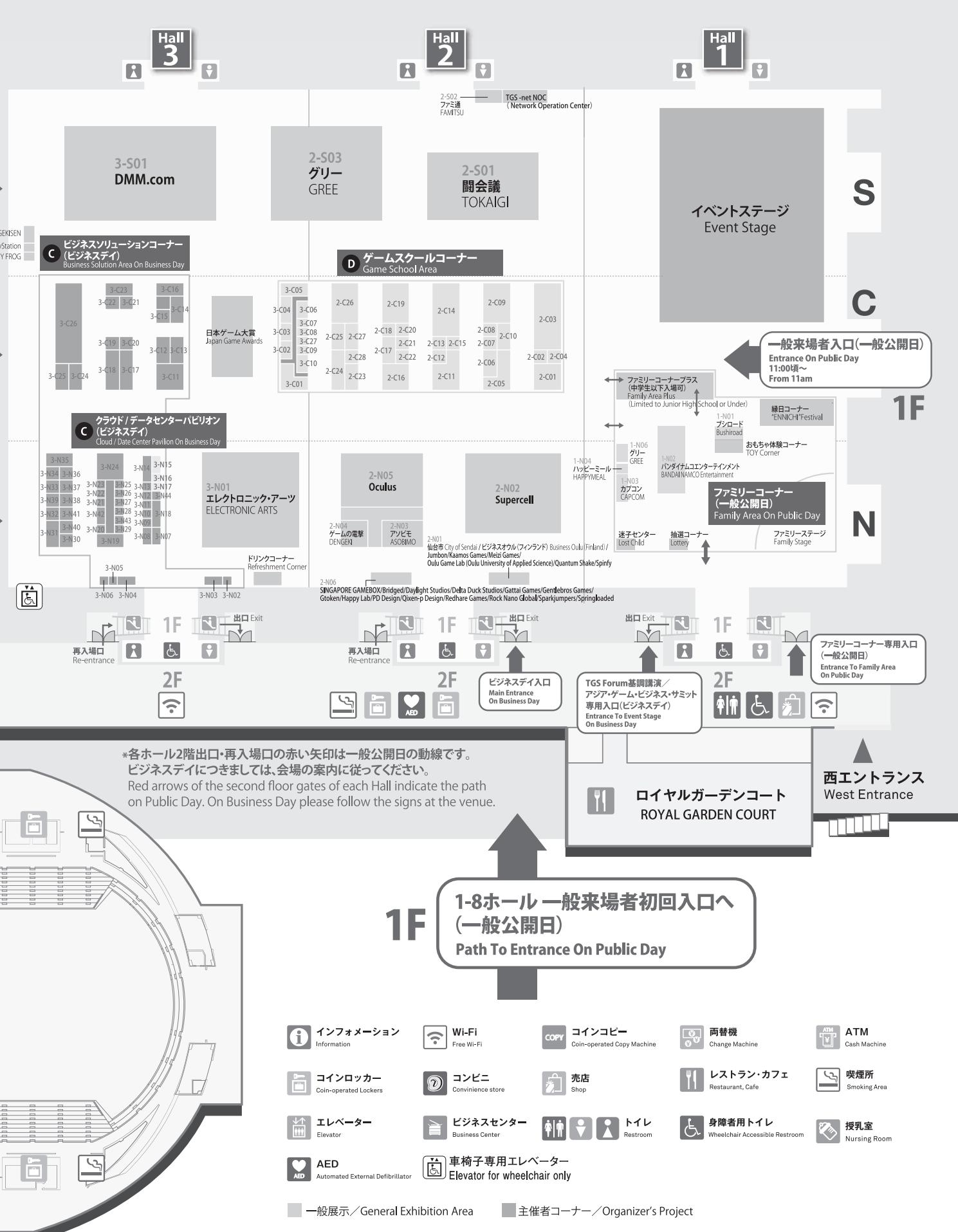
●Media partners

The new media partner system was implemented in 2010 in order to strengthen our information broadcasting capacity and presence in Asia. Now, six years since its inception, we have formed a new

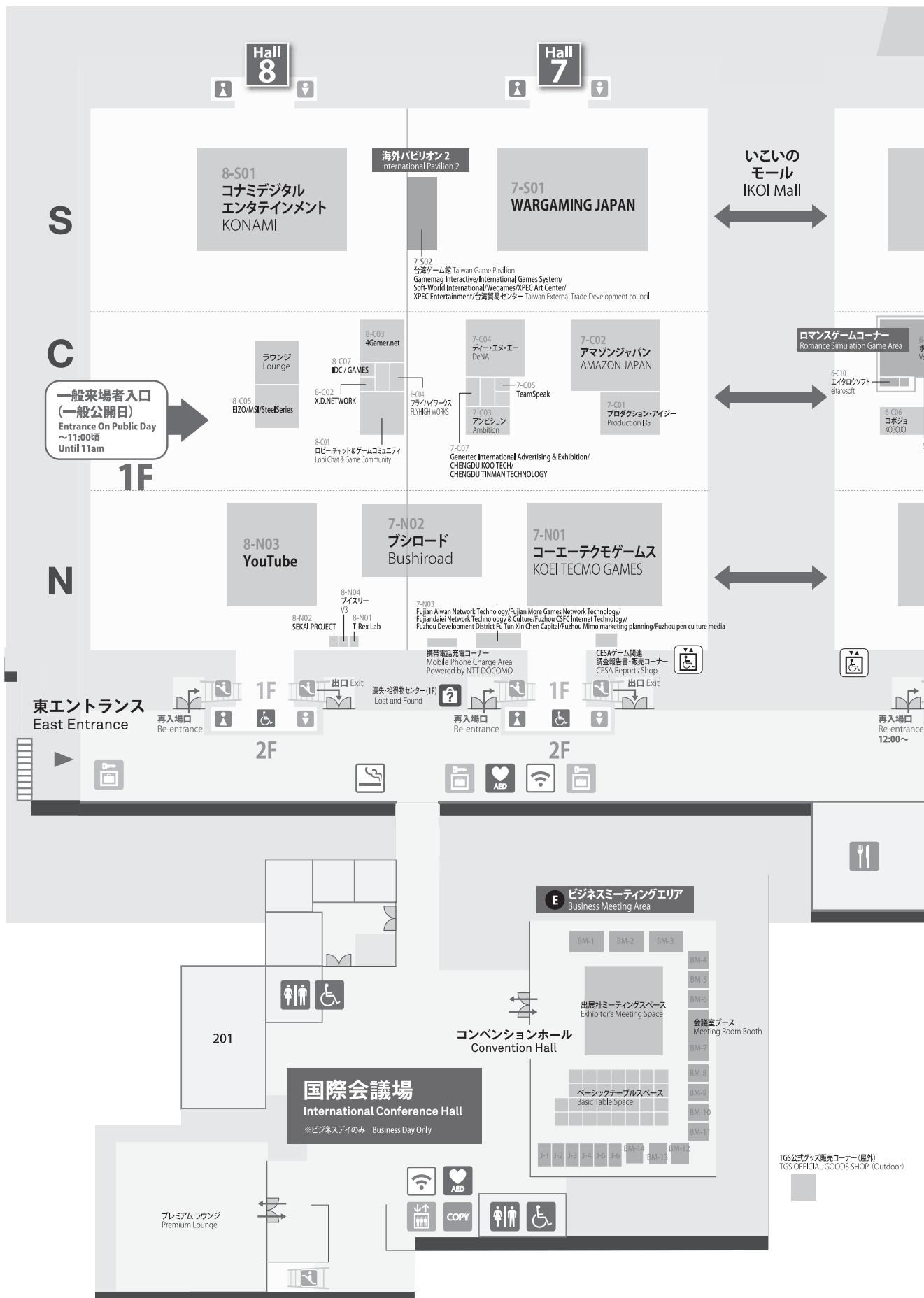
partnership with YouTube in order to support our online presence overseas and broadcast content to that market. We now have a total of 13 media partnerships spanning 7 countries.

3-1.Floor Map (Hall1-6)





3-1.Floor Map (Hall7-8)



3-4.Exhibitor List (Alphabetical Order)

General Exhibition Area		
8-C03	4Gamer.net	
7-C02	AMAZON JAPAN	
7-C03	Ambition	
2-N03	ASOBIMO	
6-N03	BANDAI NAMCO Entertainment	
7-N02	Bushiroad	
4-N03	CAPCOM	
2-N01	City of Sendai / Business Oulu (Finland)	Finland
	Jumbon	Finland
	Kaamos Games	Finland
	Meizi Games	Finland
	Oulu Game Lab (Oulu University of Applied Science)	Finland
	Quantum Shake	Finland
	Spinfy	Finland
4-S03	Cygames	
7-C04	DeNA	
2-N04	DENGEKI	
3-S03	DENGEKI PlayStation	
4-S02	DENGEKIONLINE	
3-S01	DMM.com	
8-C05	EIZO/MSI/SteelSeries	
3-N01	ELECTRONIC ARTS	
2-S02	FAMITSU	
8-C04	FLYHIGH WORKS	
7-N03	Fujian Aiwan Network Technology	China
	Fujian More Games Network Technology	China
	Fujiandaiei Network Technoloogy & Culture	China
	Fuzhou CSFC Internet Technology	China
	Fuzhou Development District Fu Tun Xin Chen Capital	China
	Fuzhou Mimo marketing planning	China
	Fuzhou pen culture media	China
7-C07	Genertec International Advertising & Exhibition	China
	CHENGDU KOO TECH	China
	CHENGDU TINMAN TECHNOLOGY	China
2-S03	GREE	
4-N01 4-N01	HOLLAND PAVILION / EMBASSY OF THE KINGDOM OF THE NETHERLANDS	Netherlands
	2Awesome Studio	Netherlands
	BoosterMedia	Netherlands
	Duckbridge	Netherlands
	Excamedia	Netherlands
	Gamestad	Netherlands
	Knuist & Perzik	Netherlands
	Maata Games BV	Netherlands
	Orangegames	Netherlands
	Paladin Studios	Netherlands
	Paprika Games	Netherlands
	Vogelsap v.o.f.	Netherlands
8-C07	IDC / GAMES	Spain
6-C06	KOBOJO	
7-N01	KOEI TECMO GAMES	
8-S01	KONAMI	
8-C01	Lobi Chat & Game Community	
4-S01	MAXGAMES	
6-N01	NANGOK SOFTWARE	
2-N05	Oculus	
7-C01	Production I.G	
6-N02	PYGMY STUDIO	
3-S02	RAINY FROG	
5-S01	SEGA Games	
8-N02	SEKAI PROJECT	USA
2-N06	SINGAPORE GAMEBOX	Singapore
	Boomzap	Singapore
	Bridged	Singapore
	Daylight Studios	Singapore
	Delta Duck Studios	Singapore
	Eliphant	Singapore
2-N06	Gattai Games	Singapore
	Gentlebros Games	Singapore
	Gtoken	Singapore
	Happy Lab	Singapore
	PD Design	Singapore
	Qixen-p Design	Singapore
	Redhare Games	Singapore
	Rock Nano Global	Singapore
	Sparkjumpers	Singapore
	Springloaded	Singapore
6-S01	Sony Computer Entertainment	
5-N02	SQUARE ENIX	
2-N02	Supercell	Finland
7-S02	Taiwan Game Pavilion	Taiwan
	Gamemag Interactive	Taiwan
	International Games System	Taiwan
7-S02	Soft-World International	Taiwan
	Wegames	Taiwan
	XPEC Art Center	Taiwan
	XPEC Entertainment	Taiwan
	Taiwan External Trade Development Council	Taiwan
3-S04	TEAM DENGEKISEN	
7-C05	TeamSpeak	Germany
2-S01	TOKAIGI	
8-N01	T-Rex Lab	
8-N04	V3	
7-S01	WARGAMING JAPAN	
8-C02	X.D.NETWORK	China
8-N03	YouTube	
9-06	ARC SYSTEM WORKS	
10-08	Asamizu Company	
10-12	Bushiroad	
10-09	CAPCOM	
9-09	COSPA	
10-01	Game Center CX	
10-03	INDOR	
10-02	INFOLENS	
9-04	KOEI TECMO GAMES	
9-03	Mad Catz	
10-06	Nikkei Business Publications	
9-05	PikattoAnime	



10-04	Private base tent	
9-07	SAN-EI	
9-06	SANWA DENSHI	
10-10	SEGA Games	
10-11	SQUARE ENIX	
9-08	SQUARE ENIX MUSIC	
10-05	SUCCESS	
10-07	Surfersparadise	
9-02	TANIKAWA	
9-01	TOYPLA	
Smartphone Accessory Collection 2015		
9-20	GILD design	
9-21	HAKUBA PHOTO Industry	
Game School Area		
2-C19	Adachi Education Group	
2-C04	Anabuki College Group	
2-C07	ARS Computer College	
2-C25	Arts College YOKOHAMA	
2-C27	ASO BUSINESS COMPUTER FUKUOKA COLLEGE	
3-C09	Chuo College of Information & Accounting TAKASAKI	
3-C05	ECC COLLEGE OF COMPUTER AND MULTIMEDIA	
2-C18	FUKUOKA DESIGN COMMUNICATION	
2-C08	Higashi-Nihon Design & Computer College	
2-C22	Hokkaido Information University	
2-C23	International IT&Engineering College	
2-C11	JAPAN ELECTRONICS COLLEGE	
2-C10	Kanagawa Institute of Technology	
2-C06	Kobe Institute of Computing - College of Computing	
2-C02	Los Angeles Film School	USA
2-C12	Meisei University School of Information Science	
2-C20	NAGOYA COMMUNICATION ARTS COLLEGE	
3-C03	NAGOYA KOGAKUIN COLLEGE	
2-C03	NIHON KOGAKUIN COLLEGE / TOKYO UNIVERSITY OF TECHNOLOGY	
2-C26	Niigata Computer College	
3-C02	Niigata High Technology College	
2-C28	Numazu Professional Training College of Business and Information Technology	
3-C01	OSAKA ACADEMY OF ENTERTAINMENT DESIGN	
2-C15	OSAKA COMMUNICATION ARTS	
2-C24	Osaka Electro-Communication Univ. Department of Digital Games	
3-C01	OSAKA SOGO COLLEGE OF DESIGN	
2-C17	OTA INFORMATION & BUSINESS COLLEGE	
3-C01	Ringo Music	
2-C13	SENDAI COMMUNICATION ARTS	
2-C01	SHOBI UNIVERSITY	
3-C07	Shohoku College	
2-C14	SOGOGAKUEN HUMAN ACADEMY	
3-C27	SPARX	
2-C21	TAKARAZUKA UNIVERSITY MEDIA ART IN TOKYO	
3-C08	Technical School Be-MAX	
3-C04	Tohoku Computer College	
2-C05	Tokyo Communication Arts College	
2-C16	TOKYO DESIGN TECHNOLOGY CENTER (JIKEI COM GROUP)	
3-C06	Tokyo Jitsugyo High School	
3-C10	Tokyo University of Information Sciences	
2-C09	VANTAN GAME ACADEMY	
Cyber Games Asia Area		
9-10	Busan IT Industry Promotion Agency	South Korea
	AFEEL	South Korea
	INTIVSOFT	South Korea
	Kaimangames	South Korea
	Magic Cube	South Korea
	Masangsoft	South Korea
	Next Stage	South Korea
	Picker Studio	South Korea
	Studio Ro	South Korea
	Tyfon	South Korea
Youcanstar		
9-12	GameOn	
9-13	NEXON	
9-11	SQUARE ENIX	
Smartphone Game Area/Social Game Area		
5-C08	6waves	
5-C31	Avazu Holding	China
5-C21	Beatrobo	
4-C02	Beijing LeyouLedong Technology	China
5-C27	Beijing Perfect World Network Technology	China
5-C16	Element Cell Game	Hong Kong
5-C19	FENG GAMES	China
5-C07	Forgame International	Taiwan
4-C03	Fresvii	USA
5-C09	Fuji&gumi Games	
4-C01	FULLER	
5-C01	FUSION COMMUNICATIONS	
5-C22	GAGEX	
4-C13	GALBOA	
5-C13	Gamedo	
5-C12	GAMKIN	
5-C26	Ganbare!	
5-C10	Geisha Tokyo Entertainment	
5-C13	Groove Box Japan	
5-C04	HAPPYMEAL	
5-C13	Hokkaido Mobile Content Business Council	
4-C08	HONG KONG CYBERPORT MANAGEMENT COMPANY	Hong Kong
4-C08	Bull B Tech	Hong Kong
	Emagist	Hong Kong
	Kowlonia	Hong Kong
	Trial	Hong Kong
	WTM	Hong Kong
4-C07	KONGZHONG	China
5-C20	LAW and SCIENCES OF KAKENHI, TEAM KUBOYAMA	
4-C11	Macau Cultural Industry Association Board Games	Macau
4-C09	Magnolia Factory	
4-C05	MEDIASOFT ENTERTAINMENT	Malaysia
5-C13	MediaMagic	
5-C14	nao	

3-4.Exhibitor List (Alphabetical Order)

5-C05	Nenet	
5-C17	Nice Market Games	Taiwan
5-C24	nxTomo Games	Hong Kong
4-C12	OPENREC by CyberZ	
5-C25	PAON DP	
4-C15	PRODIGY	
5-C15	QUBIT GAMES	Taiwan
5-C01	Rakuten App Market	
5-C01	Rakuten reward	
5-C18	RIZ	
5-C29	Shou.TV	China
5-C30	Sky People	South Korea
5-C03	SO CRAZY GAMES	Hong Kong
4-C06	Studiofake	
4-C04	SUCCESS	
5-C02	TASKIV	
5-C23	Terajima Joho Kikaku／ADFULLY	
4-C14	Toydea	
5-C11	Unalis	
5-C06	Whaleparty	Taiwan
5-C28	Wonderland Kazakiri	
4-C10	ZHEJIANG PAVILION	China
	Hangzhou Funcity Technology	China
	Hangzhou M Dream Infinite Entertainment	China
	Hangzhou Phonepad Technology	China
5-C14	ZYZX	
Game Device Area		
6-C05	DXRACER(ROOMWORKS)	
6-C09	H2L	
6-C01	Logicool	
6-C03	Mad Catz	
6-C08	POCKET QUERIES	
6-C04	Tobii Technology	
6-C02	Topre	
6-C07	Vuzix	USA
Romance Simulation Game Area		
6-C10	eitarosoft	
6-C11	Voltage	
Family Area		
1-N02	BANDAI NAMCO Entertainment	
1-N01	Bushiroad	
1-N03	CAPCOM	
1-N06	GREE	
1-N04	HAPPYMEAL	
Indie Game Area(Type A)		
A-51	Ackk Studios	Singapore
A-01	Alex Rose	United Kingdom
A-22	Amazu Media	Denmark
A-30	Analgesic Productions	USA
A-32	Archive Entertainment	USA
A-52	Blowfish Studios	Australia
A-31	BriGeorge Entertainment	USA
A-62	C4Cat	Hong Kong
A-49	CanvasSoft	
A-58	CAVYHOUSE	
A-28	Chetian Technology	China
A-08	Daylight Studios	Singapore
A-38	Digixart Entertainment	France
A-60	Disparity Games	Australia
A-61	Drool	South Korea
A-19	EnjoyPlay Digital	Taiwan
A-02	FACTORS	
A-23	Flying Carpets Games	Canada
A-33	FullPowerSideAttack.com	
A-40	Happy&Smile : City of Fighting	South Korea
A-70	Hue Entertainment	United Kingdom
A-55	IGDA JAPAN Chapter	
A-34	In Vitro Games	Chile
A-64	Intropy Games	USA
A-68	James Earl Cox III	USA
A-53	KiraFu's game	Taiwan
A-05	Kittenish Kitten	Hong Kong
A-56	LiberalGate Studio	China
A-09	Manacell	Taiwan
A-03	Masasuke Yasumoto	
A-69	Maxon Creative	Taiwan
A-06	Mirai-Labo	
A-12	MoaCity	Taiwan
A-24	moppin	
A-13	NANYANG POLYTECHNIC	Singapore
A-59	Necrosoft Games	USA
A-10	NIGORO	
A-57	PD Design Studio	Singapore
A-21	Picorinne Soft	
A-54	POMERA Studios	
A-11	Project ICKX	
A-16	QUAD ARROW	
A-25	Quickfire Games	Philippines
A-50	room6	
A-35	Sherman3D	Malaysia
A-18	shindenken	
A-37	Studio Canvas	Australia
A-41	Sukeban Games	Singapore
A-15	Sunhead Games	Taiwan
A-65	Team EGG	
A-48	Team Fractal Alligator	Australia
A-04	Team Mannequin Island	USA
A-26	Telehorse	Poland
A-17	The Gentlebros	Singapore
A-42	TO-CO	
A-66	Toydea	
A-39	TPM.CO SOFT WORKS	
A-47	undef	Germany
A-46	Untame	USA
A-07	Uppercut Games	Australia
A-45	Witching Hour Studios	Singapore
A-44	Yamiuchi Project	
A-43	Zeenoh Games	Philippines



※Public Days Only		
A-63	Etter Studio	Switzerland
A-14	Fat Walrus Games	
A-20	Flat Circle	
A-27	Gabriel Adauto	USA
A-67	NoMarkGames	
A-29	QUIZCAT GAMES	
Indie Game Area (Type B)		
B-29	9 DIMENSION STUDIOS	USA
B-01	AMUSEMENT MEDIA ACADEMY	
B-17	Auer Media & Entertainment	Taiwan
B-08	BEDTIME DIGITAL GAMES	Denmark
B-27	BRAINSTORM	
B-25	CELAD	Taiwan
B-15	Chorus Worldwide	
B-07	CREATIVE FRONTIER	
B-28	CreSpirit	Taiwan
B-09	Cross Function	
B-16	DECKBOUND	USA
B-06	Dice Creative	
B-26	EGO PUNCH ENTERTAINMENT	UAE
B-11	FlyteCatEmotion Inc.	
B-03	GAMKIN	
B-04	Head-High / Gemdrops	
B-20	IBARAKI CREATOR'S HOUSE	
B-12	ILCAAPPS	
B-18	Initory Studios	China
B-10	INTI CREATIVES	
B-21	LETHAL GAMES	Spain
B-22	Millo Games	Taiwan
B-02	MoaiCity	Taiwan
B-14	Nowis	Hong Kong
B-30	QuattroGear	South Korea
B-23	Sheena Games	Taiwan
B-05	SKYTREE DIGITAL	Hong Kong
B-13	UWAN	Taiwan
B-24	Visiontrick Media	Sweden
Business Solution Area		
3-N38	8Crops	
3-N37	ADIA ENTERTAINMENT	China
3-C17	Adways	
3-C11	App Annie	
3-N06	Appirits	
3-N34	AppLift	Germany
3-N41	AppsFlyer	Israel
3-N09	Arxan Technologies Japan	
3-N14	Audiokinetic	
3-C18	Beijing China.com Technology Services	China
3-C20	Betop Japan	
3-N07	beyond	
3-N12	bitcraft	
3-N44	Bizcast	
3-N14	Canadian Embassy to Japan	Canada
3-C22	Chukong Technologies Japan	
3-N08	CLARA ONLINE	
3-N18	CRI Middleware	
3-N39	CrossShock Japan	South Korea
3-N27	CypherTec	
3-N13	DICO	
3-N43	DYNACAST	Singapore
3-N14	Enzyme Labs	
3-N07	ESQUADRA	
3-N29	Fenrir	
3-N03	Fontworks	
3-C16	FORUM8	
3-N32	Glass Egg Digital Media	Vietnam
3-N10	GMO CLOUD	
3-N31	GMO DATA CENTER KOREA	South Korea
3-C12	Google	
3-N26	Groove	
3-N25	IMAGICA Imageworks	
3-N35	I-O DATA DEVICE	
3-C25	KEYWORDS STUDIOS	Ireland
3-C13	KLab	
3-C26	Korea Pavilion	South Korea
	CREATIVE BOMB	South Korea
	eTRIBE	South Korea
	Funigloo	South Korea
	GameUS	South Korea
	Gif Games	South Korea
	itreeworks	South Korea
	JSC GAMES	South Korea
	Latis Global Communication	South Korea
3-C26	LEVEL9	South Korea
	noknok	South Korea
	PuttoEntertainment	South Korea
	SBA(Seoul Business Agency)	South Korea
	Softon Entertainment	South Korea
	TEGAsoft	South Korea
	Tritonesoft	South Korea
3-N11	M2	
3-C23	Media Mix Products	
3-N30	Metaps	
3-C19	Monobit	
3-N40	Nanjing Moleader Network Technology	China
3-C14	NDP Media	
3-C15	NEFT FILM	
3-N28	NOVOBOX	Serbia
3-N05	NTT Resonant	
3-N33	PAYMENTWALL	USA
3-C24	Septeni America	
3-N04	SERIALGAMES	
3-N36	Silicon Studio	
3-N24	SOFT GEAR	
3-N42	SoftLayer	Singapore
3-N23	SoundtRec Boston	USA
3-N22	SunFlare	
3-N19	Tapjoy Japan	

3-4.Exhibitor List (Alphabetical Order)

3-C21	TeamSpeak Systems	Germany	
3-N02	To The World		
3-N09	Virtual Communications		
3-N20	wise		
3-N21	Xoreax Japan		
Cloud/Data Center Pavilion			
3-N15	Japan Busines Systems		
3-N16	LINK		
3-N17	Mirai Communication Network		
Asia New Stars Area			
5-N01	ASEAN-JAPAN CENTRE		
	Pixelated Enterprise	Brunei Darussalam	
	True Vector Designs Company	Brunei Darussalam	
	Amirage International/Amirage JSPOT	Indonesia	
	Anantarupa Studios	Indonesia	
	Ayena Mandiri Sinem/Ayena Animation Studio	Indonesia	
	Appxplore	Malaysia	
	Frogtaile Studio	Malaysia	
	Gameview	Malaysia	
	iReka Soft	Malaysia	
	LEMON SKY ANIMATION	Malaysia	
	Passionrepublic	Malaysia	
	Spaceup Entertainment	Malaysia	
	Streamline Media Group	Malaysia	
	Joy Dash Studio	Myanmar	
	Kodots Games Studio	Myanmar	
	Myanmar Computer Industry Association	Myanmar	
	Assitasia Philippines	Philippines	
	Funguy Studio Philippines	Philippines	
4-N04	Kooapps Philippines	Philippines	
	Quickfire Games	Philippines	
	SYNERGY88 DIGITAL	Philippines	
	Daylight Studios	Singapore	
	Rock Nano Global	Singapore	
	Springloaded Games	Singapore	
	Lunarcraft Games	Thailand	
	ORBITAL SPEED STUDIO	Thailand	
	Snoozefox	Thailand	
	Joy Entertainment	Vietnam	
	RNG TECHNOLOGY	Vietnam	
	Tien Phong	Vietnam	
	FLYINGMOUNTAIN	South Korea	
	INDONESIA GAME STUDIOS	Indonesia	
4-N04	Artoncode Indonesia	Indonesia	
	Pixel Play	Indonesia	
	Tinker Games	Indonesia	
	Touchten Games	Indonesia	
Business Meeting Area			
BM-4	Ambition		
BT-1	Appirits		
BT-3	Arxan Technologies Japan		
BT-4	Betop Japan		
BT-19	Cross Function		
BT-13	DeNA		
BT-24, 25,26	Digital Content Association of Japan		
BT-6	ee Line		
BM-5	FromSoftware		
BM-1	GAME INSIGHT	Lithuania	
BM-6	GameBank		
BT-27	GAME TROOPERS	Spain	
BT-17	gloops		
BM-7	Google		
BM-2	GungHo Online Entertainment./GRAVITY/NEOCYON		
BT-18	HOLLAND PAVILION / EMBASSY OF THE KINGDOM OF THE NETHERLANDS	Netherlands	
BT-16	IMAGICA DIGITALSCAPE		
BT-30	Intergrow		
J-1,2, 3,4, 5,6	JETRO Corner		
	Altermyth	Indonesia	
	Asiasoft Online	Singapore	
	Bhasinsoft India	India	
	En Masse Entertainment	USA	
	Gamester Bil.ve Dan	Turkey	
	Gigataur	Canada	
	Gravity Europe	France	
	Headup Games	Germany	
	Koch Media	Germany	
	Mobile content factory	Russia	
	Net Marble Turkey	Turkey	
	Kingnet Technology	China	
	LEMON SKY ANIMATION	Malaysia	
	LEVEL-5		
BT-14	Monstar Lab		
BM-9	MoPub	USA	
BM-3	NetEase(Hangzhou)Network	China	
BT-2	PASSION REPUBLIC	Malaysia	
BT-8, 9,10	PROCOLOMBIA	Colombia	
	AUTOBOTIKA	Colombia	
	Piragna SAS	Colombia	
	Umbra experiencia interactiva	Colombia	
BM-10	QooApp	Hong Kong	
BT-21	Septeni America		
BT-20	Sharejoy Network Technology	China	
BT-24	Softstar Entertainment	Taiwan	
BT-22	Sotsu		
BT-7	Subete games		
BT-25	SunNet ITC Solution JSC	Vietnam	
BT-29	Tokyo Otaku Mode		
BT-11	TOKYO STOCK EXCHANGE		
BM-11	Ubitus		
BT-12	UNBALANCE		
BT-23	UZONE	China	
BT-26	VINASA(Vietnam Software and IT Services Association)	Vietnam	
BT-3	Virtual Communications		
BM-12	VIRTUOS	China	
BT-28	Waiwaimarketing	Thailand	
BT-14	Xio		
BM-13	Zepetto Mobile	South Korea	



4-1. Results of Business-Day Visitors Survey

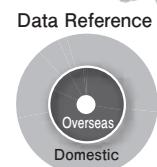
Outline of Survey

[Survey Method]

A survey request was e-mailed to 24,549 (domestic), 3,270 (overseas) registered visitors on the Business Days. Replies were received at the Internet Research System "AIDA" operated by Nikkei BP Consulting.

[Survey Period]

Domestic : Oct. 6, 2015 ~ Oct. 13, 2015
Overseas : Oct. 6, 2015 ~ Oct. 13, 2015



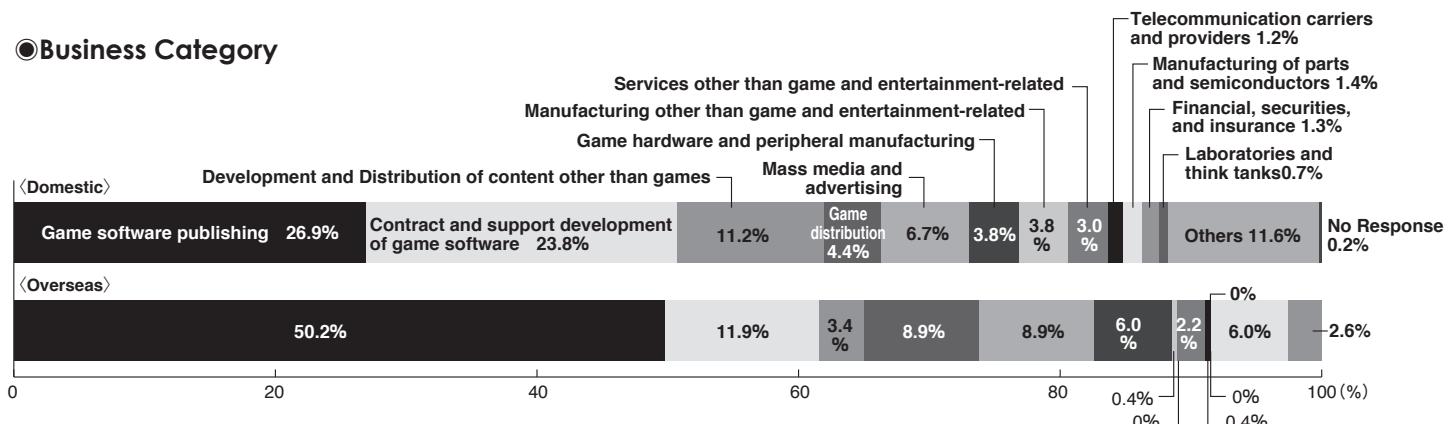
[Number of Responses]

Domestic : 2,201 (response rate : 9.0%)
Overseas : 235 (response rate : 7.2%)

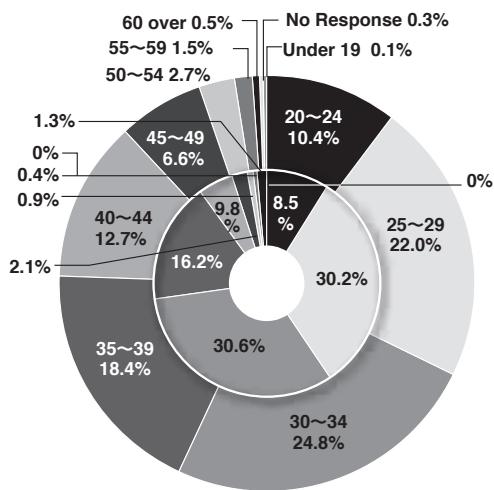
[Survey Organizer]

Nikkei BP Consulting, Inc.

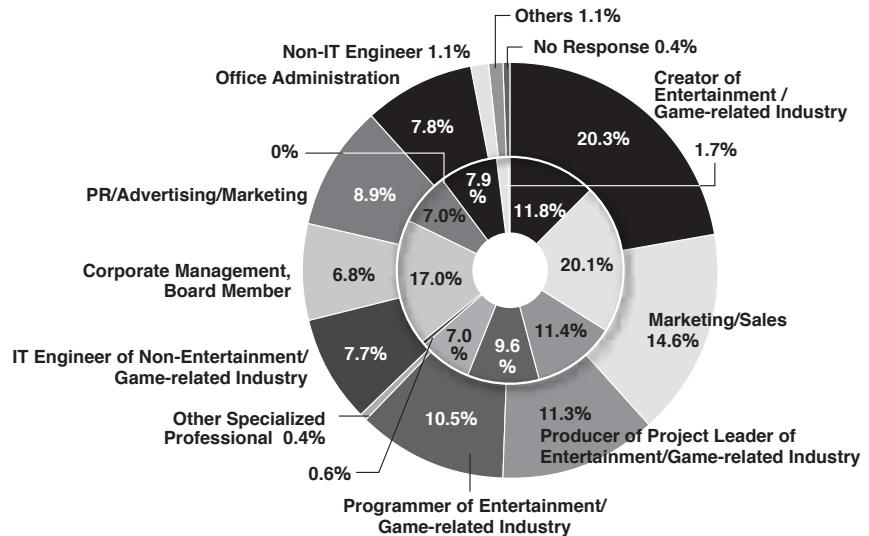
●Business Category



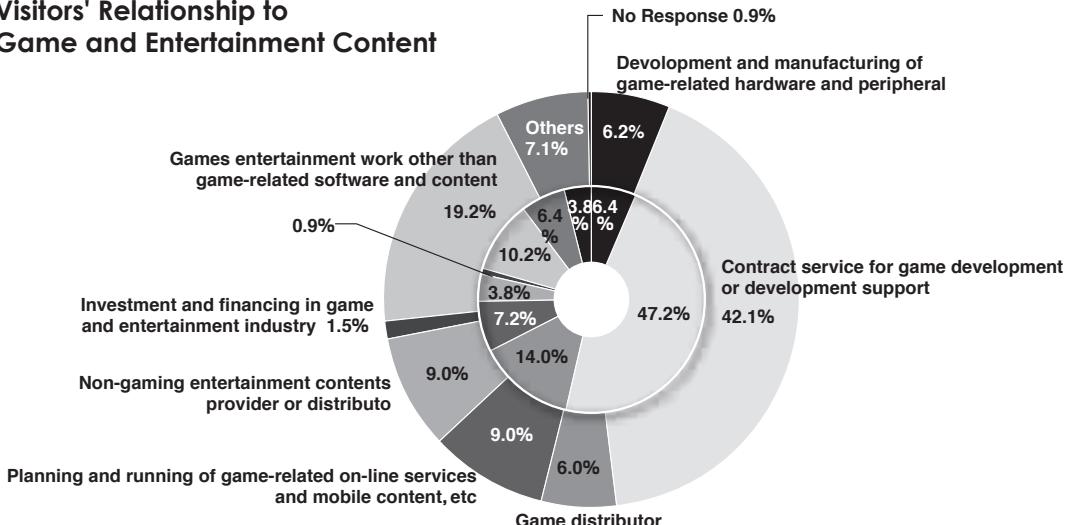
●Age



●Job Category

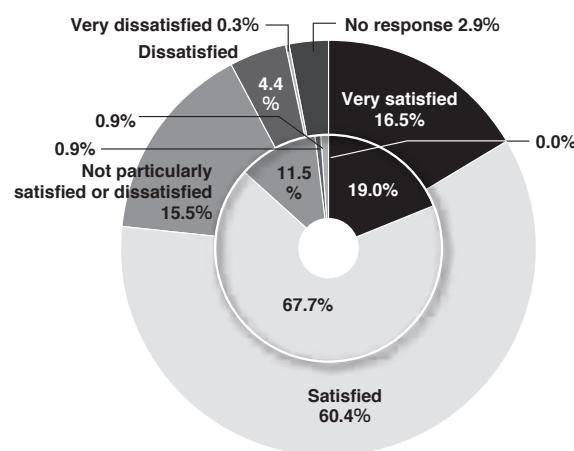


●Visitors' Relationship to Game and Entertainment Content

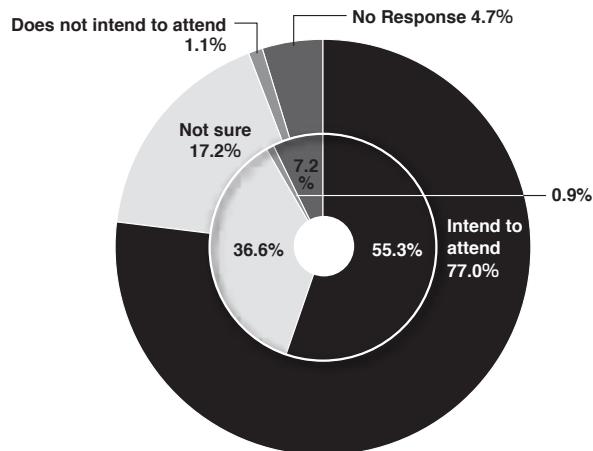


4-2. Results of Business-Day Visitors Survey

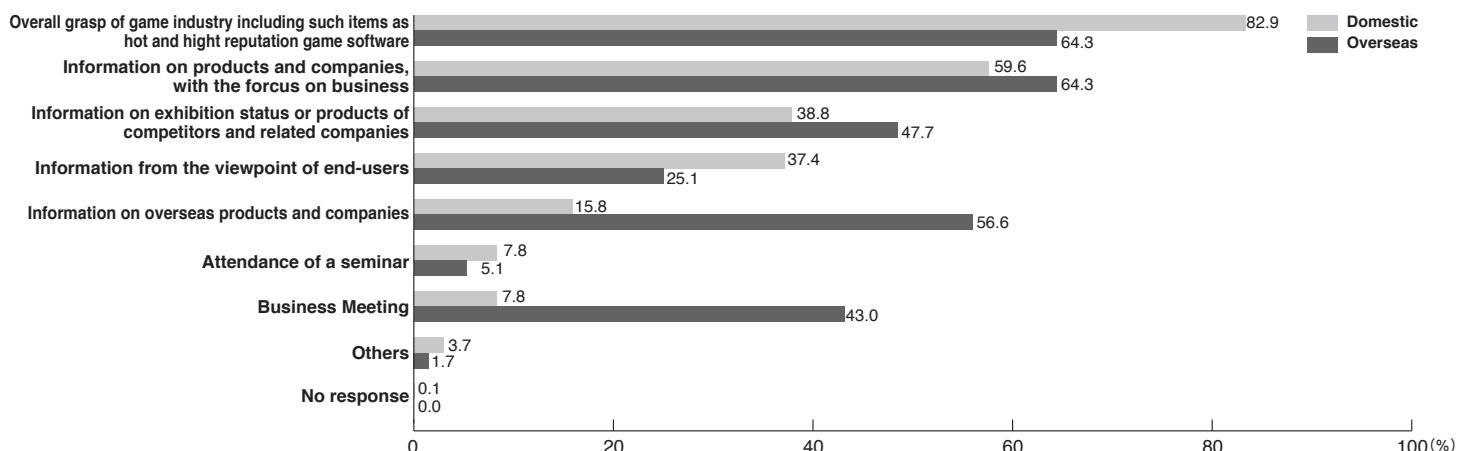
◎Degree of Satisfaction



◎Intention to Attend the Next Show



◎Information You Wanted to Get at TGS 2015 (multiple answers)



◎Business-Day Overseas Visitors Breakdown by Country and Region

Region	Country	%	Region	Country	%
Asia	China	25.7%	Europe	Austria	0.2%
	South Korea	20.4%		Holland	0.2%
	Taiwan	15.7%		Belgium	0.2%
	Hong Kong	4.9%		Hungary	0.1%
	Singapore	3.6%		the Netherlands	0.1%
	Thailand	3.2%		Czech	0.1%
	Indonesia	0.9%		Scotland	0.1%
	Malaysia	0.6%		Romania	0.1%
	Philippines	0.3%		Monaco	0.1%
	Vietnam	0.3%		Oceania	0.4%
North America	India	0.3%		New Zealand	0.2%
	United States	10.2%	Middle East	Saudi Arabia	0.3%
Europe	Canada	1.1%		UAE	0.2%
	United Kingdom	1.8%		Iran	0.2%
	France	1.2%		Israel	0.2%
	Germany	1.2%		Kuwait	0.1%
	Finland	0.8%		Latin America	0.3%
	Sweden	0.5%		Mexico	0.2%
	Spain	0.5%		Brazil	0.1%
	Ireland	0.3%		Africa	0.1%
	Poland	0.3%		Morocco	0.1%
	Russia	0.3%		Unclear	2.4%

*The breakdown of overseas visitors(1,767) that registered on site during Business Day. *Except who have badges of guest, overseas press and exhibitors



4-3. Results of Exhibitors Survey

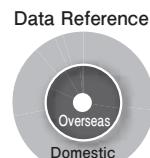
Outline of Survey

[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.

[Survey Period]

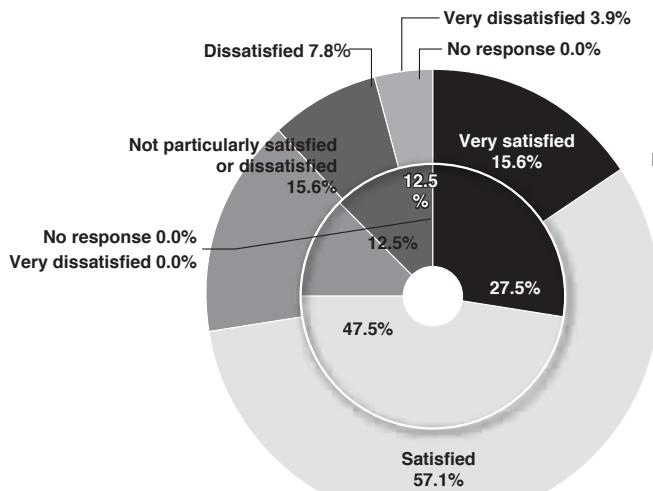
Oct.6, 2015~Nov.14, 2015



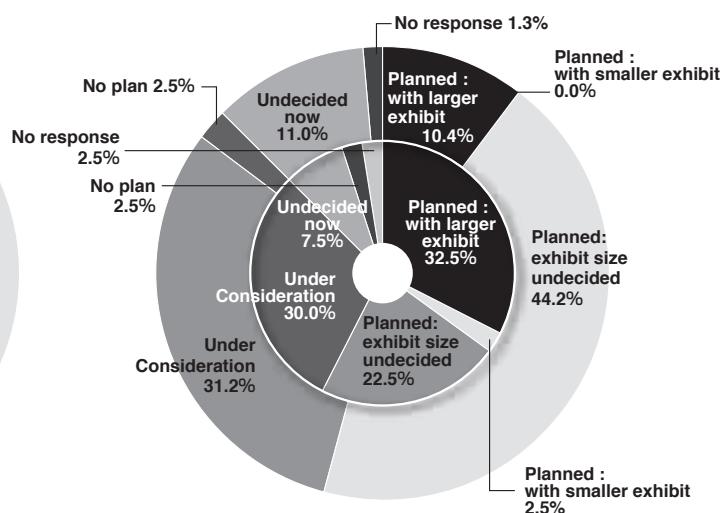
[Number of Responses]

Domestic : 77 Overseas : 40

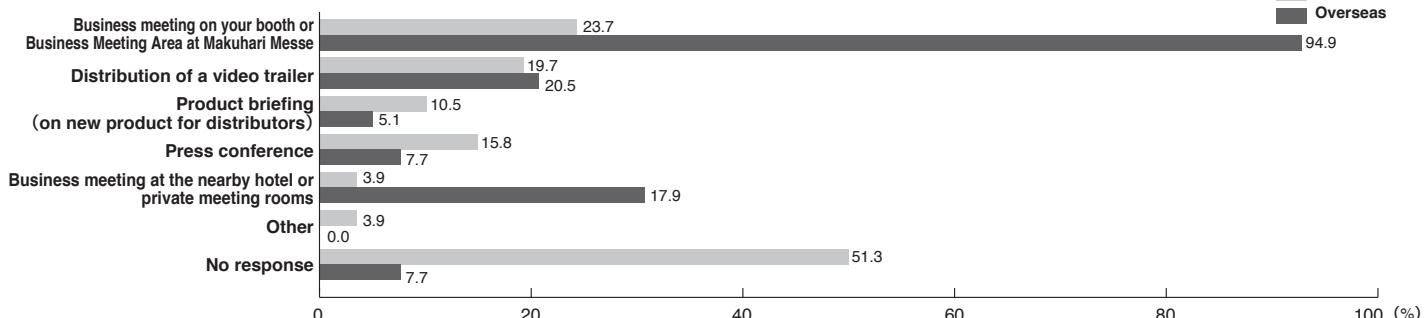
◎Degree of Satisfaction



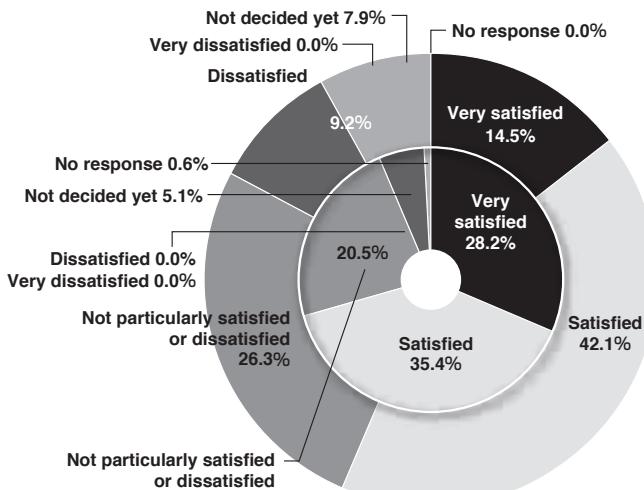
◎TGS 2016 Exhibit Plans



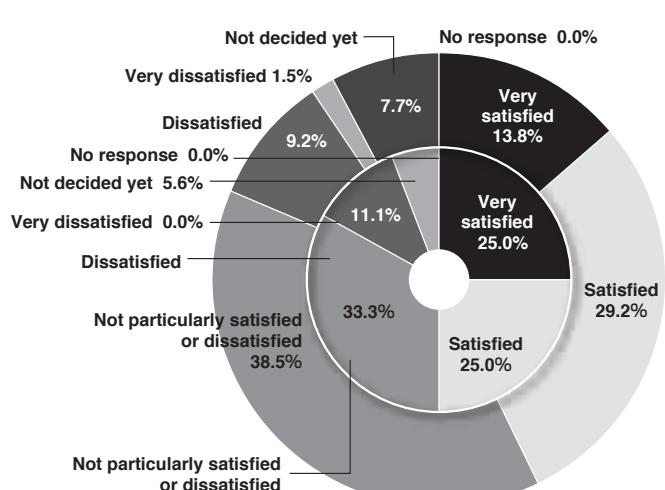
◎Activities on Business Days (multiple answers)



◎Exhibiting results (Business day)



◎Exhibiting results (Public day)



5. Public Relations/Publicities

5-1 Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcasted

	TV	Radio	Newspaper	General Magazine/ Specialized paper magazine	WEB	Total
Before the Show	2	1	73	73	839	988
During the show	44	4	143	18	2204	2,413
After the Show	58	12	70	92	582	814
Total	104	17	286	183	3,625	4,215
2014	106	17	348	196	2724	3391

5-2 Number of Mediums and Reporters during the Show Period

Media Category	Sep.17(Thu)		Sep.18(Fri)		Sep.19(Sat)		Sep.20(Sun)		Total	
	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters
1 Web	270	722	196	545	136	340	108	316	710	1,923
2 Newspaper	30	52	17	22	5	6	10	12	62	92
3 News Agency	10	15	4	4	0	0	1	1	15	20
4 TV(Satelite TV/CATV)	20	28	14	36	6	11	0	0	40	75
5 TV(Terrestrial)	33	192	33	90	13	25	14	42	93	349
6 Editor/Freelance Writer/Others	21	56	13	26	2	2	1	1	37	85
7 Radio	14	38	6	10	2	3	1	1	23	52
8 Magazine	119	426	98	342	41	127	36	93	294	988
9 Overseas Media	228	585	219	463	139	248	75	123	661	1,419
Total	745	2,114	600	1,538	344	762	246	589	1,935	5,003
2014	Sep.18(Thu)	Sep.19(Fri)	Sep.20(Sat)	Sep.21(Sun)					Total	
	725	2,068	540	1,381	378	779	248	572	1,891	4,800

5-3 Breakdown of Overseas Media

Reported-to region	Number of Reporters				Cumulative Total Number of People			Number of Media			
	Sep.17	Sep.18	Sep.19	Sep.20	2015	2014	Increase and decrease	2015	2014	Increase and decrease	
Asia	China	109	77	50	16	252	242	10	△	56	56
	Japan	62	30	11	5	108	99	9	△	81	75
	Taiwan	44	27	18	6	95	87	8	△	54	51
	Singapore	20	16	11	9	56	69	-13	▼	21	20
	Hong Kong	35	41	20	8	104	66	38	△	56	48
	South Korea	23	35	29	19	106	65	41	△	26	22
	Thailand	28	15	1	5	49	30	19	△	26	16
	Indonesia	7	9	9	6	31	25	6	△	6	6
	Philippines	1	1	-	-	2	13	-11	▼	4	5
	Malaysia	4	1	1	-	6	9	-3	▼	7	11
Europe	France	50	36	9	1	96	90	6	△	39	39
	Spain	17	12	10	3	42	48	-6	▼	21	31
	United Kingdom	10	10	5	3	28	47	-19	▼	22	29
	Italy	12	11	5	3	31	44	-13	▼	20	27
	Germany	44	23	6	3	76	39	37	△	32	23
	the Netherlands	4	1	1	-	6	12	-6	▼	6	7
	Sweden	5	3	-	-	8	12	-4	▼	6	9
	Austria ^{※1}	2	3	-	1	6	-	6	△	4	-
	Croatia	2	2	-	-	4	4	-	-	2	-
	Poland	1	1	1	1	4	4	-	-	4	4
Middle East	Russia	4	3	4	-	11	4	7	△	4	3
	Ireland ^{※1}	-	1	1	1	3	-	3	△	3	1
	Switzerland	-	1	-	1	2	2	-	-	2	-
	Slovakia ^{※1}	-	-	1	1	2	-	2	△	2	-
	Belgium ^{※1}	-	2	-	-	2	-	2	△	1	-
North and Latin America	Hungary	1	1	-	-	2	2	-	-	2	-
	Kuwait ^{※1}	3	8	-	-	11	-	11	△	4	4
	Saudi Arabia ^{※1}	2	2	1	2	7	-	7	△	4	4
Oceania	United Arab Emirates	-	1	-	-	1	1	-	-	1	-
	United States	42	65	32	12	151	158	-7	▼	66	65
	Mexico	18	9	3	-	30	33	-3	▼	19	15
	Canada	11	1	5	12	29	22	7	△	16	12
	Argentina	4	4	2	4	14	10	4	△	8	3
	Brazil	-	-	5	1	6	5	1	△	6	4
	Australia	20	11	7	-	38	44	-6	▼	30	36
Total	585	463	248	123	1419	1293^{※2}	126	△	661	630^{※2}	31

△:increase ▼:decrease ※1: Last year's non-participating countries ※2: includes TGS2014 participating/TGS2015 non-participating countries →Norway , Turkey , Iran , Dubai , Dominica



Outline of TOKYO GAME SHOW 2016

Period (scheduled) : Sep.15 (Thursday) - Sep.18 (Sunday)

Venue : Makuhari Messe

2-1 Nakase, Mihamachi, Chiba-city, Chiba Prefecture JAPAN

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

TOKYO GAME SHOW 2015 Official Report

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