

TOKYO GAME SHOW 2017

Reality Unlocked!

Press Release

September 20, 2017

Four international projects in TGS2017

“Indie Game Area” “SENSE OF WONDER NIGHT 2017”

“Three New Stars Area” “International Party + Indie Night”

[TGS Latest Update] Alco & Peace now official supporters of TGS2017

Computer Entertainment Supplier's Association

Nikkei Business Publications, Inc.

TOKYO GAME SHOW 2017 (TGS2017), organized by the Computer Entertainment Supplier's Association (CESA) and co-organized by Nikkei Business Publications, Inc. (Nikkei BP), announces the outline of four international projects in TOKYO GAME SHOW 2017, held from September 21 to 24.

■ Indie Game Area [since 2013]

The Indie Game Area is an exhibition area for independent game developers across the world, regardless of them being professionals/amateurs, corporations/individuals or their nationalities. A record 322 developers around the world applied for this area. After the selection process, 64 independent game developers from 18 countries/regions were carefully selected as exhibitors in this area. Features original Indie titles that provide fresh experiences.

■ SENSE OF WONDER NIGHT 2017 (SOWN 2017) [since 2008]

The aim of SOWN is to call for new game ideas that will catch people by surprise and give them a “Sense of Wonder”- a sense that something will change in their world – right at the instant of first seeing or hearing about the concept. Entering its 10th year, SOWN2017 will feature presentations by 8 finalists from 4 countries, chosen from among the 64 developers exhibiting in the Indie Game Area.

■ New Stars Area (Asia since 2012, second appearance for Latin America and Eastern Europe)

This area features new stars such as promising gaming ventures and developers active in regions with a rising gaming industry. This year we will add Indian pavilion, with 54 developers from three regions and a total of 8 countries displaying exhibitions.

■ International Party [since 2007] + Indie Night

The annual International Party, which has been held mainly for overseas exhibitors, is renowned for the exhibitors at the Indie Game Area and SOWN 2017 presenters who participate. Global interactions will be promoted in a casual atmosphere.

Other than above, international projects such as an e-Sports Stage (announced in the August 31st press release), “Cosplay Collection Night @TGS”, “Tokyo Otaku Mode Live Stream Hut” for overseas visitors and “Douyu TV” for steam broadcasting to Chinese (will be announced later) are scheduled to be held. The number of overseas exhibitors has reached over 50% of all the exhibitors. The TGS is attracting more attentions from overseas. Please look forward to the event, as we'll play a role of bridging international gaming communities through these projects.

"TOKYO GAME SHOW" Official Website: <http://tgs.cesa.or.jp>

Media Contact: TOKYO GAME SHOW Press Room E-mail: tgs2017press@w-az.co.jp

■ “Indie Game Area” Outline [open for 4 days]

As game's distribution forms change, indie games are stirring up a global movement. The “Indie Game Area” welcomes its 5th year and will exhibit 64 organizations from 18 countries/regions, selected out of entries from 40 countries. In addition, the total number of exhibitors has reached a record 122 individuals and organizations when combined with the number of corporate exhibitors. Independent game developers around the world, regardless of them being professionals/amateurs and corporations/individuals, will exhibit their original titles.

Venue: Hall 9

Cooperation by: International Game Developers Association Japan Chapter (IGDA Japan)

Special Sponsored by: Sony Interactive Entertainment Inc.

| Name of exhibitors | Country/Region |
|--|----------------|
| Rice Cooker Republic | France |
| Blindflug Studios | Switzerland |
| NAKAJIMA | Japan |
| Fabraz | USA |
| Mojiken Studio | Indonesia |
| Project RollingGunner | Japan |
| Team Cherry | Australia |
| ProjectMoon | Korea |
| Bytesprite | Australia |
| Abylight Studios | Spain |
| Yasaman Farazan | Iran |
| jumpsuit entertainment UG (haftungsbeschränkt) | Germany |
| Mechabit | UK |
| kass_stwa | USA |
| Cat Nigiri | Brazil |
| SpicyTails | Japan |
| Eastasiasoft | Hong Kong |
| Total Battery | Korea |
| Yokogosystems | Japan |
| Gattai Games | Singapore |
| VR IMAGINATORS | Japan |
| Data Realms | USA |
| CAVYHOUSE | Japan |
| gudouan | Japan |
| Lost in the Garden | Austria |
| Shiosai Sirens | Japan |
| CENOTE | Japan |
| GUTS Department | USA |
| noitems studio | Japan |

| | |
|------------------------|-----------|
| Prideful Sloth | Australia |
| ouka-ichi-mon.inc | Japan |
| Team Fractal Alligator | Australia |
| NONUPLE NINE | Japan |
| Gabi & Dave | USA |
| //commentout | Japan |
| Alistair Aitcheson | UK |
| Banraku-Games | Japan |
| Red Candle Games | Taiwan |
| Appnormals Team | Spain |
| 3rd Eye Studios | Finland |
| Bishop Games | Canada |
| Manufacture 43 | France |
| St.α-Line | Japan |
| Studio RO | Korea |
| tnayuki | Japan |
| Indigo Gaming | Singapore |
| kamipallet | Japan |
| Dangen Entertainment | Japan |
| Kookie Entertainment | Ireland |
| Bifrost Entertainment | Japan |
| [K]ayinworks | USA |
| Reminisce | Japan |
| Ogre Head Studio | India |
| Pelikan | Canada |
| MIYAKO BOYS | Japan |
| HayatoWorks | Taiwan |
| nextReality Games | USA |
| Nikaido Renji | Japan |
| Nussoft | Japan |
| Broken Rules | Austria |
| Undercoders | Spain |
| Humble Grove | Japan |
| Takahiro Miyazawa | Japan |
| HZ3 Software | France |

■ “SENSE OF WONDER NIGHT 2017” Outline [Friday, September 22]

Sense of Wonder Night (SOWN) casts a spotlight on game developers to discover game ideas that make everyone feel a sense of surprise that their world changed at the moment they saw or heard the concept—in other words, “a sense of wonder”—and give developers an opportunity to present their work at the TOKYOGAME SHOW.

All visitors on Business Days (those wearing a Business Day visitor badge) may enter the presentation venue. The aim of SOWN is to create a new movement through knotting a tie between game developers seeking new possibilities and industry players who watched the presentations. Be sure to visit the event.

Date: September 22 (Friday) 5:30 to 7:30 pm
Venue: Hall 11, e-Sports X RED Stage
* Business Day pass or PRESS pass is required for admission.
* Pre-registration is required for a PRESS pass. Please see the “For Press” section on the official website.
Cooperation by: International Game Developers Association Japan (IGDA Japan)
Special sponsored by: Sony Interactive Entertainment
Co-sponsored by: Nintendo
Official website: <http://tgs.cesa.or.jp/sown/>

◆Presenters at SOWN 2017

| Title | Presenter | Country/Region |
|-------------------------|-------------------|----------------|
| 29 | Humble Grove | Japan |
| Blink | nextReality Games | USA |
| Old Man's Journey | Broken Rules | Austria |
| Shcocoococo | Takahiro Miyazawa | Japan |
| Strange Telephone | HZ3 Software | Japan |
| EARTH DEFENSE SATELLITE | Nikaido Renji | Japan |
| Conga Master | Undercoders | Spain |
| ACE OF SEAFOOD | Nussoft | Japan |

■ “New Stars Area” Outline [open for 4 days]

Entering its 6th year, the Asia New Stars Area introduces to the Japanese game industry new stars of the game companies—such as promising game ventures and developers—from areas of Asia outside Japan. This year, Indian pavilion will join and 31 companies from 6 countries will exhibit in this area. Also the Eastern Europe New Stars Area and the Latin America New Stars Area will exhibit in the global New Stars area.

<India>

This is India’s first time exhibiting in the pavilion, with the team led by the Japan India Industry Promotion Association (JIIPA) presenting a tantalizing, lightning glimpse into the Indian gaming industry. Indian IT companies and the like will be exhibiting their products.

<Indonesia>

The Indonesia Game Industry will exhibit in the pavilion with the support of BEKRAF, Indonesian Creative Economy Agency which supervise Indonesian game industry and AGI (Asosiasi Games Indonesia, the organization of Indonesian game industry). Rising game development companies such as CIAYO and Critical Forge as well as the major game developing companies such as Agate Studio and Touchten will exhibit, too. Also, local publishers such as MEGAXUSINFOTECH support for the business approach to the Indonesian market. 9 companies will exhibit this year.

<Malaysia>

This will be Malaysia's second time exhibiting in a pavilion, led by Malaysia External Trade Development Corporation (MATRADE). This year, in addition to Malaysia's major 3D game outsourcing companies such as Lemon Sky Animation and Passion Republic, both at Asia's highest level of technological capabilities, 16 companies that excel at animation production and mobile game development with the support by the government agency/multi-media development bureau (MDec) will participate.

<Poland>

The Polish embassy and the Game Industry Conference, the largest of its kind in Central and Eastern Europe, will accompany 15 companies and organizations from the dynamic Poland, which continues rapidly growing, in an attempt to enter the Japanese market.

<Chile> Lead by Commercial Office of Chile Embassy, 5 PC game and mobile game development companies such as Aone Games will exhibit.

Other than above, companies from East Asia such as Korea, China and Hong Kong will participate. Companies that excel at mobile games, digital content development, animations, and consulting are scheduled to exhibit in this area.

■“International Party + Indie Night” Outline [Friday, September 22]

With the enhancement of international projects at the TGS2017, the reputable annual International Party will be held. In addition to the exhibitors Press, the Indie Game Area exhibitors and SOWN 2017 presenters will also be invited to the “International Party + Indie Night.” Complimentary foods and drinks will be served in a buffet style. You can enjoy casual networking in the international setting. The people involved with SOWN will join at 7:30 pm after the event ends. The buffet will be served at two times, at 5:30 pm at the start, and at 7:30 pm once the SOWN participants join in. Be sure to take part in SOWN before the buffet.

Date: September 22 (Friday) 5:30 to 8:30 pm (tentative)

Venue: International Conference Hall 1st Floor, Lounge Area

* Business Day pass or PRESS pass is required for admission.

* Pre-registration is required for a PRESS pass. Please see the “For Press” section on the official website.

Sponsored by: Sony Interactive Entertainment Inc.

Applicable

participants: Overseas exhibitors, domestic exhibitors, Indie Game Area exhibitors, SENSE OF WONDER NIGHT 2017 presenters, and press.

Admission: Free

[TGS2017 Latest Update]

● Alco & Peace now official supporters of TGS2017



Alco & Peace, the Japanese comedy duo Yuki Hirako and Kenta Sakai, will be the Official Supporter of Tokyo Game Show 2017. As the Official Supporter, Alco & Peace will appear on a niconico Live program of TGS2017's official video channel (on Sept 9, from 9 pm). The duo will also appear on live-streaming shows from Sept 21 to 24 at Makuhari Messe where TGS2017 will be held.

They started having an Official Supporter from the 20th anniversary of TGS to attract a wider generation audience across every age group.

[Message from Yuki Hirako]

I'm so honored to be the Official Supporter.

It would be great if we can all appreciate games and rediscover the wonder of games.

I love GAMES!!

[Message from Kenta Sakai]

I appreciate having this opportunity with the Tokyo Game Show! I really do!

I'll give my 100% to make this the greatest show. Thank you very much everyone!!

■Alco & Peace Profile

Alco & Peace are Yuki Hirako (38, left) and Kenta Sakai (34, right).

The comedy duo formed in 2006 work with Ohta Production, and gained popularity as finalists of THE MANZAI 2012, winning second place. They appear on prime-time as well as late-night TV programs, and are also seen acting in TV dramas and movies. They currently host TV Tokyo's *Yusha AAAA* (Hero AAAA), a TV show about video games.

■TOKYO GAME SHOW 2017 Exhibition Outline

Event Title: TOKYO GAME SHOW 2017
Organizer: Computer Entertainment Supplier's Association (CESA)
Co-Organizer: Nikkei Business Publications, Inc.
* Tokyo Game Show 2017 is supported by J-LOP4.
Special Partner: DWANGO Co., Ltd.
Dates & Times: Business Days September 21 (Thursday) and 22 (Friday),
2017 10:00 a.m.–5:00 p.m.
* Admission during Business Days is restricted to trade visitors and members of the press.
Public Days September 23 (Saturday) and 24 (Sunday)
10:00 a.m.–5:00 p.m.
* Doors may open at 9:30 a.m. 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 Halls
Expected Attendance: 250,000
Admission: Adults (Junior-high school age and older) On-site 1,200 yen
(Advance Purchase: 1,000 yen)
(Public Days) Elementary school age and younger: Free

[Download Site for Members of the Press]

This year's key image, logo data, and other materials for members of the press are available in the "TGS Download Center."

Log in to the following site for access.

URL: <https://www.filey.jp/tgs/>

(Login with press ID required. ID: tgs_press / PASS : press_tgs)