

TOKYO GAME SHOW 2017

Reality Unlocked

Press Release

August 10, 2017

TGS Forum 2017/Global Game Business Summit 2017

Session Outline Determined!

Advanced Registration for Business Day Visitors has Begun!
Business Day Gold Passes also On Sale

Computer Entertainment Supplier's Association (CESA)

Nikkei Business Publications, Inc.

TOKYO GAME SHOW 2017 (Organizer: Computer Entertainment Supplier's Association [Abbreviation: CESA, Chairman: Hideki Okamura], Co-Organizer: Nikkei BP [President: Suguru Niinomi], Period: September 21 to 24, Venue: Makuhari Messe / hereafter "TGS2017") has determined the event outline for "TGS Forum 2017 and the "Global Game Business Summit 2017 (GGBS2017)" to be held on the Business Day Thursday, September 21st and Friday, September 22nd.

"TGS Forum 2017" will have a special session and a sponsorship session on September 22nd (Friday) in addition to the keynote held on the 21st (Thursday). In the keynote on September 21st (Thursday), the first day of the event, key persons from the industry will discuss the potential of the Japanese market, where full-scale growth is expected, based on the game sports theme "e-Sports", which is growing and gaining attention around the world.

On the afternoon of September 21st (Thursday), top companies and representatives from the video game industry will gather and hold the "Global Game Business Summit 2017 (GGBS 2017)" to exchange opinions on video game business trends around the world. The theme of GGBS 2017 is "Digital Distribution of Video Games." Digital distribution of game contents is common with PC games and games for smart phones and other mobile phones, and when viewed on a global level, a shift toward digital distribution is progressing even in the home game industry. Major companies from around the world will gather to exchange opinions on global trends in digital distribution and the growth potential of the Japanese market (games for home).

Two sessions will be held at the Expert session on September 22nd (Friday); a "Game Technology" session that will explain trends related to new game technologies, and a "Game Business" session that will discuss new businesses related to games. Experts from each field will be invited to give lectures.

Advance registration for "TGS Forum 2017" and "GGBS 2017" started on Friday, August 4th via the official website (<http://tgs.cesa.or.jp/forum/>). From this year, attendance for "TGS Forum 2017" and "GGBS 2017" is free of charge. However, a TGS2017 Business Day visitor badge will be required. Therefore be sure to complete the advanced registration for Business Day visitors in order to be issued a badge before entering the site.

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

Advance registration for the Business Day for game industry personnel has started via the official website. In addition to applying for a "Business Day Registration Ticket", paid registration (5,000 yen, including tax) is also available (after application, there is a predetermined confirmation).

In addition, a limited number of "Business Day Gold Passes" will be available, allowing you to enter the site smoothly through a special reception and giving access to the "Asia Business Gateway" appointment system for holding negotiations with exhibitors and negotiations with other visitors (for those who have a Business Day Registration Ticket the price of the pass is 20,000 yen (including tax), and for those without a Business Day Registration Ticket, the price including the Business Day Advance Registration fee is 25,000 yen (including tax)). The Business Day Gold Pass will give you access to the Business Lounge set up on the 2nd floor of the Makuhari Messe International Conference Hall and allow you join the International Party [Friday September 22 (Friday) from 5:30 pm / Venue: International Conference Room], providing a comfortable environment for handling business negotiations. For more details, please visit the official website.

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

■ TGS Forum 2017

◇ Keynote

Date & Time: September 21st (Thursday) 10:30 am to 12:00 pm (Planned)

Venue: Exhibition Hall 1 <Event Stage>

Admission: Free (Advance registration required)

* In order to attend the Keynote Address, you will need to have a "Business Day Visitor Badge" issued with the "TGS 2017 Business Day Registration Ticket" (free, advance registration required) distributed by exhibitors and others, a "Business Day Gold Pass" (paid), "Press Pass," or a "Business Day Visitor Badge" issued as a result of the Business Day advance registration review (Advanced registration fee: 5000 yen including tax). It will take time to register on the actual day, and as a result, you may miss the start of the Keynote Address. Therefore, please register in advance.

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

Deadline: First-come-first-served basis

* Please note that if the capacity is reached through advanced registration, principally, no same-day applications will be accepted.

Session Contents:

<Theme> **"The Future of e-Sports in Japan"**

e-Sports has become a global movement. It is expected to become a new Olympic event, and pro-leagues have also made it prosperous as a sports business. On the other hand, the level of recognition in Japan is relatively low and its presence in the game market is small. The Keynote will discuss the possibilities and issues with the e-Sports market, which has room for growth in Japan.

<Panelists> Pieter van den Heuvel / NEWZOO (Netherlands) Head of Product, E-Sports Event
Nate Nanzer / Blizzard (USA) "OverWatch" Commissioner
Sunny Dhillon / Signia Ventures(USA) Founding Partner
Shingo Otomo / CyberZ (Japan) Board Member
StanSmith / Gamecaster
Hideki Okamura / Chairman of the Computer Entertainment Supplier's Association (CESA)
Takeyoshi Yamada / Associate Editor for Nikkei Business Publications, Inc., Nikkei Technology Online

* Please note that the schedule, topics, participating companies and speakers are subject to change without prior notice.

■ Global Game Business Summit 2017 (GGBS2017)

<Theme> **“Digital Distribution of Video Game”**

Even in the home video game industry, the content sales volume through digital distribution has increased and has become a large sales channel. In the smartphone game industry, where there is only digital distribution, the problems and possibilities unique to digital distribution will be discussed while taking into consideration the current situation of the PC game industry, which is undergoing change.

Date & Time: September 21 (Thursday) 1:00 to 2:30 pm

Venue : Exhibition Hall 1 <Event Stage>

Admission: Free (Advance registration required)

* In order to attend GGBS2017, you will need to have a “Business Day Visitor Badge” issued with the “TGS 2017 Business Day Registration Ticket” (free, advance registration required) distributed by exhibitors and others, a “Business Day Gold Pass” (paid), “Press Pass,” or a “Business Day Visitor Badge” issued as a result of the Business Day advance registration review (Advanced registration fee: 5000 yen including tax). It will take time to register on the actual day, and as a result, you may miss the start. Therefore, please register in advance.

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

Deadline: First-come-first-served basis

* Please note that if the capacity is reached through advanced registration, principally, no same-day applications will be accepted.

<Panelists>

TBD

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◇ Expert Session

Date & Time: September 22nd (Friday) 11:00 am to 4:00 pm (Planned)

Venue: 2nd and 3rd Floors of the International Conference Halls <Each Conference Room>

Admission: Free (Advance registration required)

* In order to attend the Expert Session, you will need to have a “Business Day Visitor Badge” issued with the “TGS 2017 Business Day Registration Ticket” (free, advance registration required) distributed by exhibitors and others, a “Business Day Gold Pass” (paid), “Press Pass,” or a “Business Day Visitor Badge” issued as a result of the Business Day advance registration review (Advanced registration fee: 5000 yen including tax). It will take time to register on the actual day, and as a result, you may miss the start of the program. Therefore, please register in advance.

Application: Reception is planned to begin on August 4th (Friday) via the TOKYO GAME SHOW” Official Website: <http://tgs.cesa.or.jp>

Deadline: First-come-first-served basis

* Please note that if the capacity is reached through advanced registration, principally, no same-day applications will be accepted.

Program:

Game Technology Session (11:00 am to 12:00 pm)

<Theme> **“Game experience makes evolution through haptic sense”**

“Haptic feedback” is a function that gives the sensation of touching or grabbing something.

In addition to smartphones, it is used in games for the “Nintendo Switch,” and will be a common feature of games in the future. The spread of VR games has also promoted the implementation of haptic feedback functions. How will haptic feedback change the gaming experience? Mr. Minamisawa, who is a researcher of sense and physical interaction, will explain this based on the current state of haptic feedback technology.

<Lecturer> Kota Minamisawa / Associate Professor, Graduate School of Media Design, Keio University

Game Business Session (3:00 to 4:00 pm)

<Theme> **“The secret of Butai-Meguri which transform the locality into video games”**

Tsuyoshi Abiko, a developer of the animation pilgrimage application “Butai Meguri” will explain the correct way to mix “reality” and “games.” How is it possible to mix reality with fiction in a way that touches the hearts of fans, and how can local cooperation be obtained? How can it be animated without causing repulsion, and create buzz on the internet? He will discuss this using many recent examples such as “Girls und PANZER WALK!,” which links the hit animation “Girls und PANZER” with the actual location Oarai-Machi, Ibaraki Prefecture using GPS and AR.

<Lecturer> Tsuyoshi Abiko / Content Tourism Room, Content Tourism Section, Sony Enterprise Senior Producer, ‘Butai Meguri’ Team Representative

* Please note that the schedule, topics, participating companies and speakers are subject to change without prior notice.

◇ Sponsor Session

- Date & Time: September 22nd (Friday) 10:00 am to 5:00 pm (Planned)
- Venue: 2nd and 3rd Floors of the International Conference Halls <Each Conference Room>
- Admission: Free (Advance registration required)
- Contents : Lectures by sponsors are planned. Details will be announced through the official website.
- Application: TOKYO GAME SHOW™ Official Website: <http://tgs.cesa.or.jp>
- Deadline: First-come-first-served basis
- * Please note that if the capacity is reached through advanced registration, principally, no same-day applications will be accepted.

* Please note that the schedule, topics, participating companies and speakers are subject to change without prior notice.

■ 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 am–5:00 pm
- * Admission during Business Days is restricted to trade visitors and members of the press.
- Public Days September 23 (Saturday) and 24 (Sunday) 10:00 am–5:00 pm
- * Doors may open at 9:30 am. on Public Days depending on the situation.
- Venue: Makuhari Messe (Mihama-ku, Chiba city, Chiba Prefecture)
- Exhibition Halls 1 to 11 / Event Hall / International Conference Halls
- Expected Number of Visitors: 250,000
- Admission: Adults (Junior-high school age and older) ... On-site 1,200 yen (Advanced Purchase: 1,000 yen)
- (Public Days) Elementary school age and younger: Free

[Download Site for Members of the Press]

Various information for members of the press including **this year's main visual** and logo design 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 / PASSWORD : press_tgs)