



Game, it's so energetic!

TOKYO **GAMESHOW 2009**

OFFICIAL REPORT

Organizer : Computer Entertainment Supplier's Association (CESA)
Co-Organizer : Nikkei Business Publications, Inc. (Nikkei BP)
Supporter : Ministry of Economy, Trade and Industry
Period : Sep.24(Thursday) - 27(Sunday), 2009
Venue : Makuhari Messe



Nikkei Business Publications, Inc.

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Outline of the Show

Name	:	TOKYO GAME SHOW 2009
Theme	:	Game, it's so energetic !
Organizer	:	Computer Entertainment Supplier's Association (CESA)
Co-Organizer	:	Nikkei Business Publications, Inc. (Nikkei BP)
Supporter	:	Ministry of Economy, Trade and Industry
Period	:	Business Day Sep. 24(Thursday) - Sep. 25(Friday) Open to the Public Sep. 26(Saturday) - Sep. 27(Sunday) From 10:00 a.m. to 5:00 p.m.
Venue	:	Makuhari Messe (Mihama-ku, Chiba-shi, Chiba) Exhibition Halls 1-8 (exhibition area : about 54,000 square meters) International Conference Hall
Number of exhibitors	:	180
Number of booths	:	1,367 booths
Displayed titles	:	758 titles (number of advance registrations)

By platform(%)		By genre(%)	
PC	24.1	Action	21.4
Mobile phone	18.6	RPG	10.6
Nintendo DS	13.9	Puzzle	9.3
Xbox360	5.7	Simulation	6.2
PSP	3.4	Adventure	4.3
Playstation3	3.0	Shooter	2.9
Wii	2.9	Sports	2.4
Playstation2	0.4	Racing	1.9
Others	28.0	Others	41.0

Admission fees	:	General visitor Ticket valid only for day of issue ¥1,200 (incl. tax) Ticket sold in advance ¥1,000 (incl. tax)
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2

Visitors Report

2-1 Number of Visitors on Each Day

TOKYO GAME SHOW 2009		TOKYO GAME SHOW 2008	
Sep. 24 (Thu) - Business Day	27,435	Oct. 9 (Thu) - Business Day	27,305
Sep. 25 (Fri) - Business Day	24,605	Oct. 10 (Fri) - Business Day	24,178
Sep. 26 (Sat) - Open to the Public	61,138	Oct. 11 (Sat) - Open to the Public	71,639
Sep. 27 (Sun) - Open to the Public	71,852	Oct. 12 (Sun) - Open to the Public	71,166
Total	185,030	Total	194,288

2-2 Results of Business-Day Visitors Survey

Outline of Survey

[Survey Method]

A survey request was e-mailed to 4,585 preregistered visitors in Japan on the Business Days. Replies were received at the Internet Research System "AIDA" operated by Nikkei BP Consulting.

[Number of Responses]

835 (response rate : 18.2%)

[Survey Schedule]

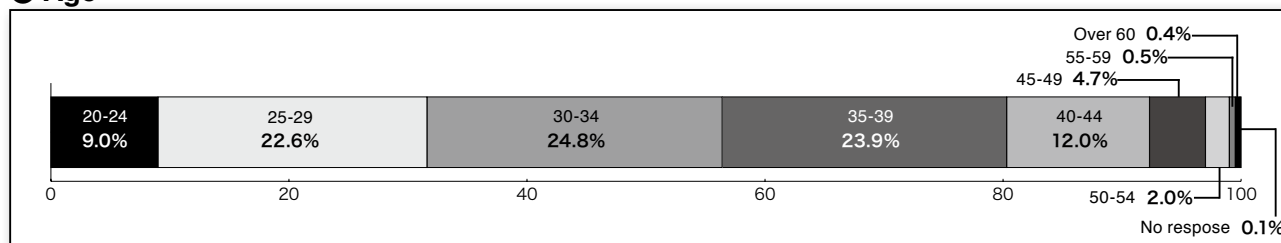
Oct. 20, 2009 / Survey started (By e-mails and website opened)

Nov. 3, 2009 / Survey finished (website closed)

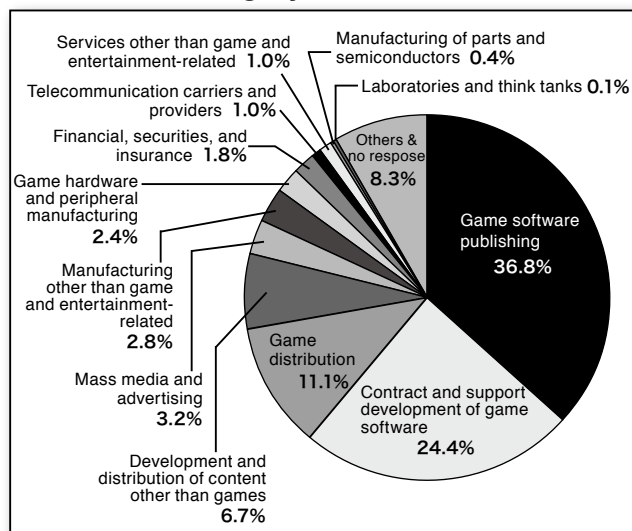
[Survey Organizations]

Nikkei BP Consulting, Inc.

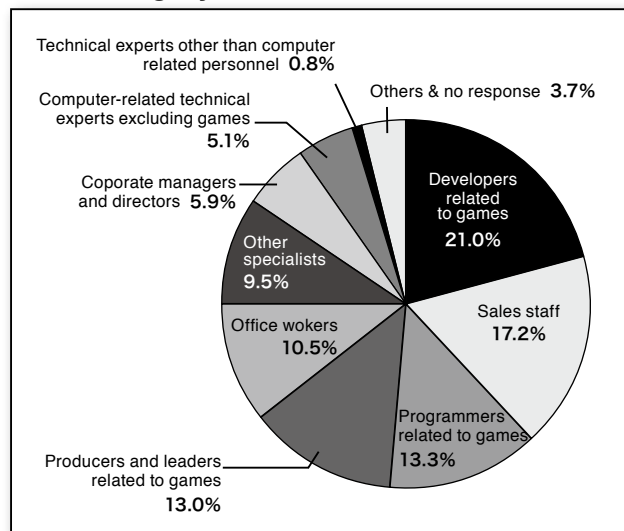
● Age



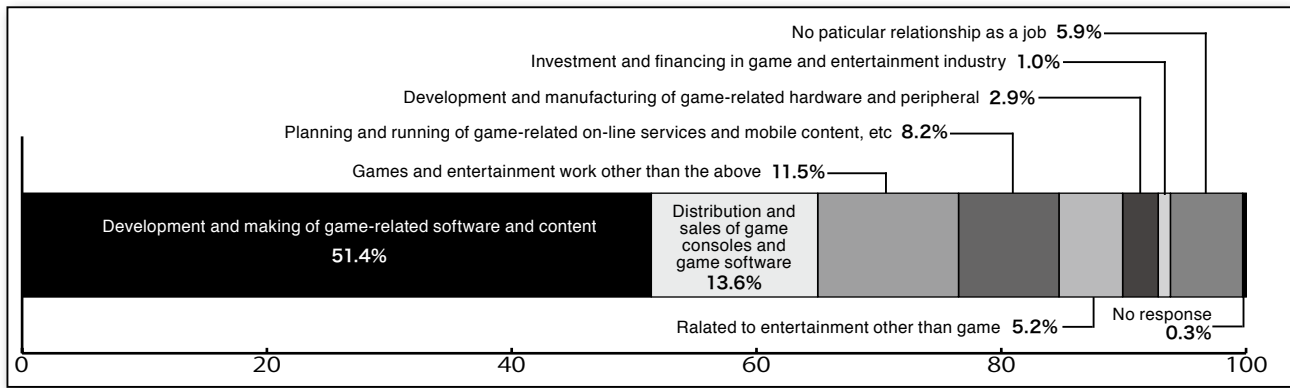
● Business Category



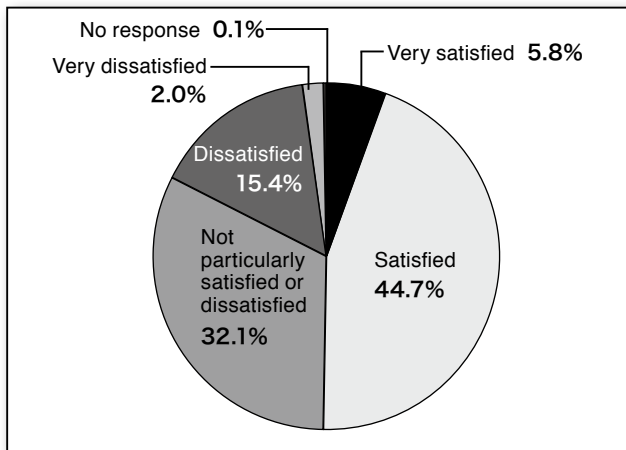
● Job Category



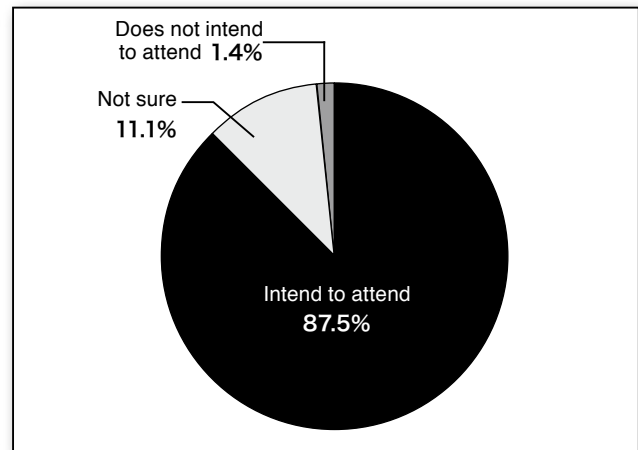
● Visitors' Relationship to Game and Entertainment Content



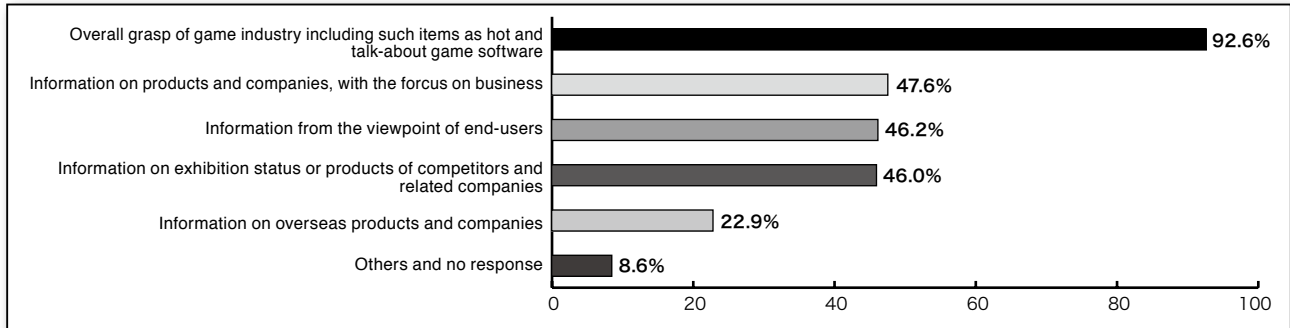
● Degree of Satisfaction



● Intention to Attend the Next Show



● Information You Wanted to Get at TGS 2009 (multiple answers)



● Business-Day Visitors Breakdown by Country and Region

Country & Region	%		
Asia	South Korea	28.2	
	Taiwan	16.9	
	China	9.2	
	Hong Kong	6.4	
	Singapore	3.1	
	Thailand	2.4	
	Malaysia	0.8	
	Vietnam	0.5	
	India	0.3	
	Indonesia	0.3	
	Philippines	0.3	
	North America	U.S.A.	16.1
		Canada	0.9
Latin America	Mexico	0.3	
	Brazil	0.2	
Europe	Argentina	0.1	
	France	2.9	
	U.K.	2.4	
Germany	1.9		

Country & Region	%	
Europe	Netherlands	1.6
	Sweden	0.4
	Spain	0.3
	Finland	0.3
	Russia	0.3
	Italy	0.3
	Poland	0.3
	Hungary	0.2
	Ireland	0.2
	Switzerland	0.2
	Belgium	0.1
	Portugal	0.1
	Denmark	0.1
	Oceania	Australia
New Zealand		0.2
Middle East	UAE	0.4

*A total of 1,206 overseas visitors registered with the overseas receptionist. Of these the working countries of 1,189 visitors are known as broke down above.

*The following are not included in the overseas visitors total.
/ Registered / Visitors with a guest pass / Overseas press / Visitors with exhibitor Pass

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.

[Number of Responses]

60 (response rate : 49.2%)

[Survey Schedule]

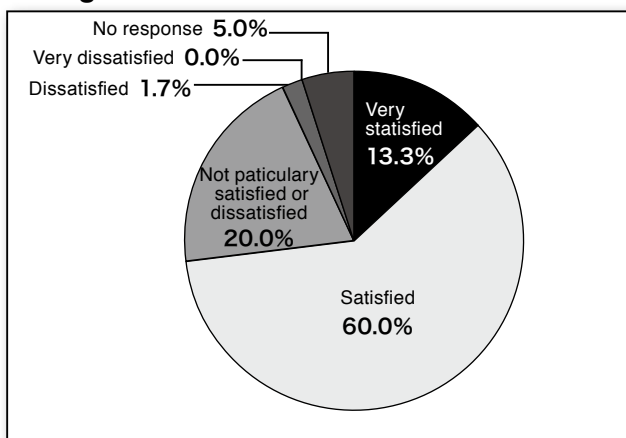
Oct. 8, 2009 / Survey started (By e-mails and website opened)
 Oct. 19, 2009 / Survey finished (website closed)

[Survey Organizations]

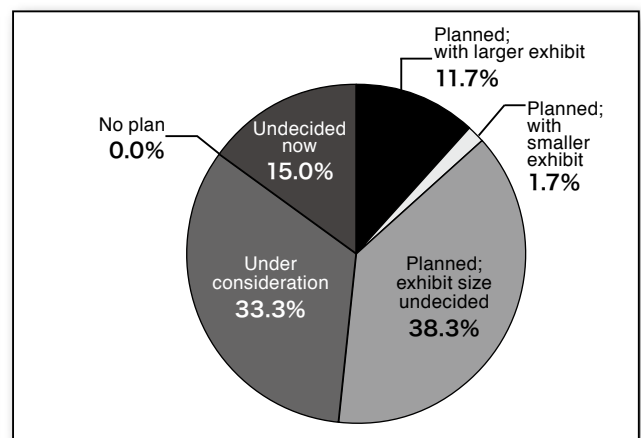
Nikkei BP Consulting, Inc.



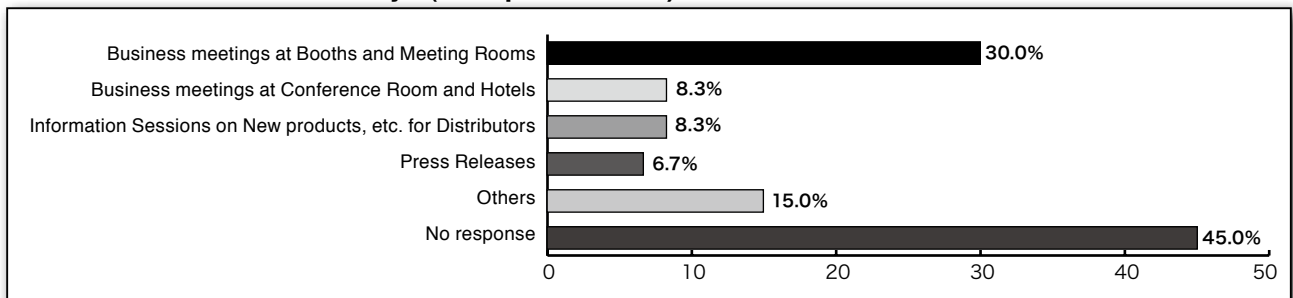
● Degree of Satisfaction



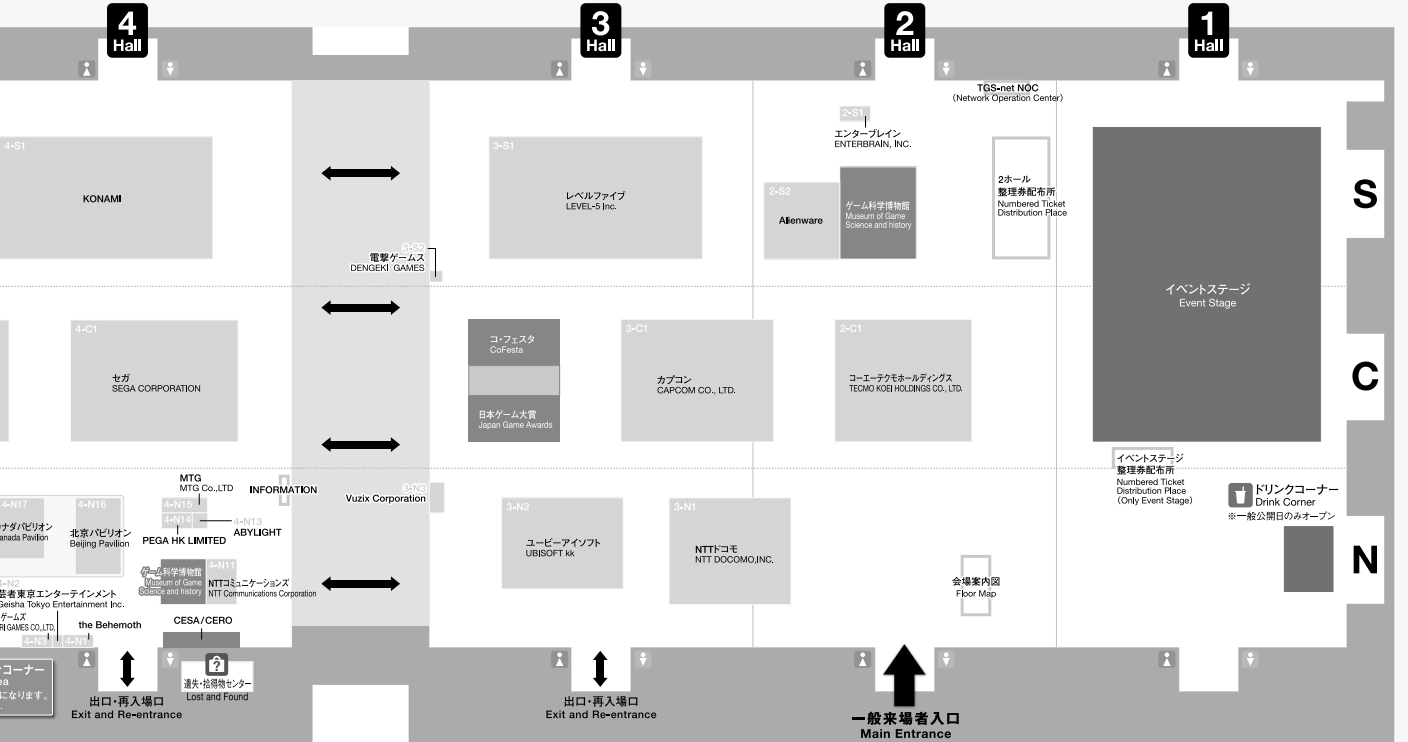
● TGS 2010 Exhibit Plans



● Activities on Business Days (multiple answers)



トイレ Rest room
 車椅子専用エレベーター Elevator only for wheelchair
 一般展示(海外パビリオンを含む) / General exhibition (International Pavilions contained.)
 アドバンスド モバイル&PCコーナー / Advanced Mobile & PC Area
 ビジネスソリューションコーナー / Business Solution Area
 ビジネスミーティングコーナー / Business Meeting Area
 ゲームスクールコーナー / Game School Area
 物販コーナー / Sales Area
 キッズコーナー / Kids' Area

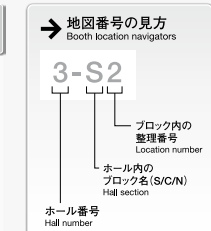


D ビジネスソリューションコーナー Business Solution Area

5-N141 マジックメディア Magic Media Co., Ltd.
 5-N134 Ankama Japan Ankama Japan K.K.
 5-N133 KEMCO
 5-N139 CRJ ミドルウェア CRJ Middleware Co., Ltd.
 5-N149 システムジャパン GignoSystem Japan, Inc.
 5-N147 アルファシステム エンターテインメント RORICE ENTERTAINMENT INC.
 5-N135 クーパー エンジニアリング We Are Engineering, Inc.
 5-N122 エンターブレイン ENTERBRAIN, INC.
 5-N125 ミニソフトウェア NINE LOADER SOFTWARE CO., LTD.
 5-N128 ワーパスコーポレーション WORKS CORPORATION INC.
 5-N115 フォントワークス Fontworks Inc.
 5-N117 コミュニティエンジン Community Engine Inc.
 5-N120 Web Technology Corp.
 5-N111 LOAS CO., LTD.
 5-N10 関東ゲーム産業振興機構 Fukushima Game Industry Promotion Agency
 5-N10 KEYWORDS INTERNATIONAL LTD.
 5-N7 ユニバーサルスピーキング UNIVERSALLY SPEAKING LTD
 5-N25 ミニソフトウェア NINE LOADER SOFTWARE CO., LTD.
 5-N28 ワーパスコーポレーション WORKS CORPORATION INC.
 5-N16 フォントワークス Fontworks Inc.
 5-N17 コミュニティエンジン Community Engine Inc.
 5-N23 クラウドワークス Cloudy Inc.
 5-N6 Nordic Game / Bejont Entertainment / Bearded Ladies / Brilliant Blonde / Digital Development Management / Global Southend Studios / Hansoft / Housemarque / Innovation Norway / Invest in Sweden Agency / Malmo University / MINC (Malmo Media Incubator) / Norwegian Film Institute / PAN Vision / Recoll Games Ltd. / Swedish Games Industry / Swedish Trade Council / Unity Technology
 5-N5 XIBALBA STUDIOS
 5-N29 デイジーミュージック Daisy Music Ltd.
 5-N13 ビットキャッシュ BitCash Inc.
 5-N27 ビーイング Beig Co., Ltd.
 5-N24 HONGKONG MANUFACTURERS LTD.
 5-N13 Global Collect 香港貿易發展局 Hong Kong Trade Development Council
 5-N19 台湾ゲーム館 Taiwan Game Pavilion
 5-N31 オランダパビリオン HOLLAND PAVILION
 4-N17 カナダパビリオン Canada Pavilion
 4-N16 北京パビリオン Beijing Pavilion

E 海外パビリオン International Pavilions

5-N32 台湾ゲーム館 Taiwan Game Pavilion
 5-N31 オランダパビリオン HOLLAND PAVILION
 4-N17 カナダパビリオン Canada Pavilion
 4-N16 北京パビリオン Beijing Pavilion
 EasyFun Entertainment Corporation
 Fu Da Tong Technology Co., Ltd.
 GB-Games Entertainment Co., Ltd.
 台湾ゲーム館
 Lager Network Technologies Inc.
 Writing Entertainment Corporation
 APCC Entertainment Inc.
 Zeeho Digital International Corp.
 Zeneqix Technology Co., Ltd.
 台湾貿易センター
 Taiwan External Trade Development Council
 Dutch Game Association
 Dutch Game Garden
 EVD Agency for International Business and Cooperation
 Ex Machina
 K2SW
 NLDG Foundation
 Rimini Games
 Sticky Studios
 Whitebear Corporation
 カナダ大使館 Embassy of Canada in Japan
 Alliance Numerique / Bag-Tracker / Complex Games Inc. / Cream / Daim Vision / Doo-Bato / Etronic Testing Lab / Gesta / Hu Inc. / フォンテック株式会社 株式会社 フォンテック
 Government of Quebec / Investop / Investop Quebec / LUGO Media Entertainment / Ministry of Economic Development and Trade, Government of Ontario / Monde Media Solutions / Shepa Games Inc. / Studio X Labs
 Beijing Kingsoft Digital Entertainment Co., Ltd.
 Beijing Game World Tech. Co., Ltd.
 Beijing Global Computer Technology Co., Ltd.
 Queen Group Ltd.
 Dasha Oskor Game Ltd.
 Entropy Limited
 Full Communication Robot
 Garageo Technology Co., Ltd.
 Kingsoft Corporation Limited
 Kingsoft (Beijing) Technology Co., Ltd.
 Object Software (Beijing) Co., Ltd.
 Perfect Worlds Co., Ltd.
 SUNSHINE AUDIO & VIDEO PUBLISHING HOUSE
 XeeSoft Inc.



- 7-N13 CAPCOM CO., LTD.
 7-N12 COSPA INC.
 7-C10 D3PUBLISHER INC.
 7-N2 GAMECENTER CX
 7-C4 GAMETECH CO., LTD.
 7-C12 HORI CO., LTD.
 7-C8 Internet Radio Station <consen>
 7-C9 IREM STORE
 7-C11 NAMCO BANDAI Games Inc.
 7-C7 Nikkei Business Publications, Inc.
 7-C6 SAN-EI CO., LTD.
 7-C1 SQAURE ENIX CO., LTD.
 7-C13 SQAURE ENIX MUSIC
 7-C5 Telecom Service Co., Ltd.
 7-C3 TOYPLA
Kid's Area
 8-S2 ASCII MEDIA WORKS Inc.
 8-S1 KONAMI
 8-C5 LEVEL-5 Inc.
 8-C1 Microsoft Co., Ltd.
 8-C4 NAMCO BANDAI Games Inc.

- 8-C2 SEGA Corporation
 8-C3 SQAURE ENIX CO., LTD.
 8-C3 Taito Corporation
Game School Area
 6-N11 Anabuki College Group
 6-N6 Arts college YOKOHAMA
 6-N7 Aso Business Computer College
 6-N8 ECC COLLEGE OF COMPUTER AND MULTIMEDIA
 6-N19 Higashi-Nihon Design & Computer College
 6-N10 International Art & Design College
 6-N21 JAPAN ELECTRONICS COLLEGE
 6-N12 Kanagawa Institute of Technology
 6-N15 Kobe Institute of Computing - College of Computing
 6-N23 Kyushu Designer Gakuin College
 6-N1 NAGOYA KOUGAKUIN COLLEGE
 6-N16 NIHON KOGAKUIN COLLEGE / TOKYO UNIVERSITY OF TECHNOLOGY
 6-N10 Niigata Computer College
 6-N2 Niigata High Technology College
 6-N4 Numazu Professional College of Information Technology
 6-N22 Osaka Electro-Communication Univ. Department of Digital Games
 6-N14 OTA INFORMATION & BUSINESS COLLEGE
 6-N20 Professional Training College Tokyo Net Wave
 6-N5 SOGOGAKUEN HUMAN ACADEMY
 6-N9 Tohoku Computer College
 6-N3 TOKYO COMMUNICATION ARTS
 6-N18 TOKYO DESIGNER GAKUIN COLLEGE
 6-N17 TRIDENT COLLEGE OF INFORMATION TECHNOLOGY
 6-N10 World Institute of Zeal artists for digital and technology
 6-N13 Yokohama Digital Arts
Business Solution Area
 5-N13 BitCash Inc.
 5-N14 Community Engine Inc.
 5-N18 CRJ Middleware Co., Ltd.
 5-N22 ENTERBRAIN, INC.
 5-N21 FINE Co., Ltd.
 5-N15 FONTWORKS Inc.
 5-N9 Fukuoka Game Industry Promotion Agency

- 5-N16 Global Collect
 5-N12 HONG KONG TRADE DEVELOPMENT COUNCIL
 5-N10 KEYWORDS INTERNATIONAL LTD
 5-N20 KOKUSAI KOGYO CO., LTD.
 5-N11 LOAS Co., Ltd.
 5-N17 Mizuho Bank, Ltd.
 5-N6 NORDIC GAME
 5-N8 SCANAVO MANUFACTURING HONG KONG LTD.
 5-N7 UNIVERSALLY SPEAKING LTD
 5-N19 Web Technology Corp.
 5-N5 XIBALBA STUDIOS
Business Meeting Area
 8-N9 BABEL MEDIA LIMITED
 8-N6 CAPCOM CO., LTD.
 8-N3 KOEI CO., LTD.
 8-N10 LANDHO CO., LTD.
 8-N1 NAMCO BANDAI Games Inc.
 8-N7 NORDIC GAME
 Bajoum Interactive
 Bearded Ladies
 Brilliant Blonde
 Digital Development Management
 Global Southend Studios
 Hansoft
 Housemarque
 Innovation Norway
 Invest in Sweden Agency
 Malmo University
 MINC (Malmo Media Incubator)
 Norwegian Film Institute
 Recoil Games Ltd.
 Swedish Games Industry
 Swedish Trade Council
 Unity Technology
 8-N4 NOW PRODUCTION CO.,LTD.
 8-N5 NTT Communications Corporation
 8-N2 TECMO, LTD.
 8-N11 TESTRONIC LABORATORIES
 8-N8 UNIVERSALLY SPEAKING LTD

“TGS Forum 2009”, conference for business people in the game industry, was held on the two Business Days.

Keynote addresses were delivered on Thursday, September 24, the first day of the Tokyo Game Show 2009, and consisted of two parts. The first part was a speech titled “Sony Computer Entertainment New Strategy for 2009”, delivered by Mr. Kazuo Hirai, President and Group CEO of Sony Computer Entertainment Inc. (SCEI). In his speech, Mr. Hirai looked back at the history of SCEI and unveiled their movements toward year 2010 by introducing new controller.

The second part was formed by a panel discussion by top managers of five major game manufacturers, titled “Strategies and Visions of Top Makers in the Global Era”. Mr. Haruhiro Tsujimoto, President and COO of Capcom Co., Ltd., Mr. Kazumi Kitauue, Chairman and CEO of Konami Digital Entertainment Co., Ltd., Mr. Shin Unozawa, President and CEO of NAMCO BANDAI Games Inc., Mr. Shuhei Yoshida, President of Sony Computer Entertainment Worldwide Studios, and Mr. Yoichi Wada, President and Representative Director of SQUARE ENIX CO., LTD. exchanged views on challenges and solutions observed in the current game industry in a globalization era.

After that, four specialized, paid sessions were held. In the category of four paid sessions, there was no change since the previous year. “Casual Game Session” was to learn about the origin of casual games which are rapidly growing on cell phones, internet and portable game machines; “Character Session” to search for secrets of popularity of warlords in the provincial war period from the perspective of games and TVs; “Cellular Phone Game Session” to study about trends of the cell phone industry where smart phones such as iPhone and Android devices rapidly progress; and “Management Session” to lecture on management of human resources development particularly for the game industry. Attendees were listening the two-hour sessions enthusiastically.

September 25, the second Business Day, Special Invitation Session was held featuring a lecture by a key person from abroad.

The speaker invited in 2009 was Mr. Michael Capps, President of Epic Games, Inc., who delivered a speech titled “Adapting the ‘Gears of War’ Franchise for Global Consumption”. In addition, two more sessions were held as “Sponsorship Sessions”. One was a lecture titled “The Latest Trend in the Game Industry and Scientific Approach to Sales Demand Forecast” by Mr. Ricky Tanimoto of Enterbrain Inc. and Mr. Seijiro Sannabe of GAMEAGE RESEARCH & INSTITUTE Inc. The other was a set of lectures titled “Taiwanese Manufacturers’ Creative Games!” delivered by Mr. Hsu King Long and Mr. Yang Zhen Hua of XPEC Entertainment Inc., and Mr. Norifumi Sugita of Thermaltake Japan Inc.



September 24 (Thursday)

10:30 - 11:30	Keynote 1	
	Sony Computer Entertainment New Strategy for 2009 Kazuo Hirai, President and Group CEO, Sony Computer Entertainment Inc.	
11:30 - 12:30	Keynote 2 / Pannel Discussion	
	Strategies and Visions of Top Makers in the Global Era Haruhiro Tsujimoto, President & COO, Capcom Co., Ltd. Kazumi Kitau, Chairman & CEO, Konami Digital Entertainment Co., Ltd. Shin Unozawa, President & CEO, NAMCO BANDAI Games Inc. Shuhei Yoshida, President, Sony Computer Entertainment Worldwide Studios Yoichi Wada, President & Representative Director, SQUARE ENIX CO., LTD.	
13:00 - 15:00	Casual Game Session	Character Session
	Casual Game - Development Capability is Tested Ryo Morikawa, NHN Japan Daisaku Ikejiri, SCE Japan Studio Shigeya Kawagishi, mixi Moderator: Taku Agatsuma, Nikkei TRENDY net	Why Historical Characters Are So Popular Across the Generations The Era of Provincial Wars Definitely Attracts Both Women And Men Shinsuke Naitou, NHK Hiroyuki Kobayashi, Capcom Ken Kitami, KOEI Moderator: Kenji Toda, Nikkei Business Online
15:15 - 17:15	Cellular Phone Game Session	Management Session
	The Next Step Cell Phone Games Should Take in a Time of ' Open Environment" Chris Pruett, Google Yoshikazu Tanaka, GREE Masato Shibata, HUDSON SOFT Moderator : Hirozumi Yoshioka, Nikkei Entertainment	What Strategy for Human Resources Management a Game Company Should Adopt to Overcome Increasingly Intense Competitions Akihide Miyawaki, SQUARE ENIX Joji Sakaguchi, Microsoft Japan Keizou Tannawa, Watson Wyatt Moderator: Junpei Furuhashi, Nikkei Business Associe

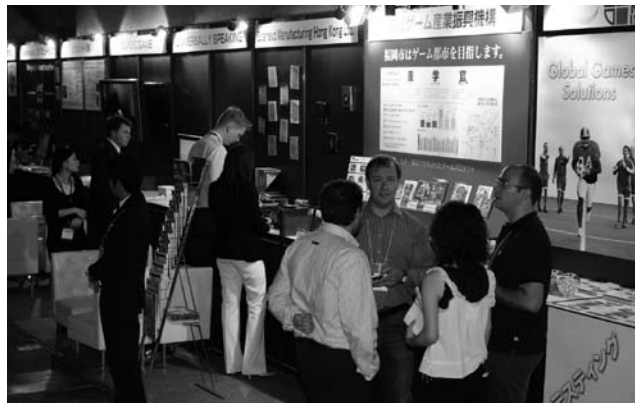
September 25 (Friday)

11:00 - 12:00	Special Session	
	Adapting the 'Gear of War' Farnchise for Global Consumption Micheal Capps, President, Epic Games, Inc.	
10:30 - 11:00	Sponsorships Session	
	The Latest Trend in the Game Industry and Scientific Approach to Sales Demand Forecast Seijiro Sannabe, GAMEAGE R&I Moderator : Ricky Tanimoto, Enterbrain	
14:15 - 16:15	Taiwanese Manufacturers' Creative Games!	
	"A Taiwanese Game Developer, Who Has Developed Successful Products Both in Console Platforms And in PC Dimension, Now Expands into the Global Market" Hsu King Long, XPEC Entertainment "Never-ending Challenges - New Technologies and Future Prospect of XPEC Web Browser Games" Yang Zhen Hua, XPEC Entertainment "Thermaltake recommends PCs for games to be home-built" Norifumi Sugita, Thermaltake Japan	

6

Business Solution Area

Business Solution Area was first set up in the Tokyo Game Show 2007. In 2009, the Area featured 24 domestic and foreign exhibitors who displayed products and services to support game development and game-related business. Also, Sponsorship Sessions of TGS Forum were held in the Conference Room #301 of the International Conference Hall, for increased coordination with the Business Solution Area.



7

Sense of Wonder Night 2009

[Time and Date] : 17:00-19:30 on Friday, September 25

[Location] : Conference Room #201, International Conference Hall 2F

[Organizer] : Computer Entertainment Supplier's Association (CESA)/Nikkei Business Publications, Inc. (Nikkei BP)

[Cooperator] : International Game Developers Association Japan Chapter (IGDA Japan)

[Supporter] : CRI Middleware Co., Ltd./ Microsoft Corporation/ Nintendo Co.,Ltd./ Sony Computer Entertainment Inc.

“Sense of Wonder Night (SOWN)” was started in 2008, in order to spotlight game developers who seek new possibilities by providing them with an opportunity to present their ideas. For the second SOWN, 65 entries from 18 countries were received. After strict and fair screening, 10 titles (6 from Japan, 4 from abroad) were selected for presentation to people in the game industry and journalists. The presentations can be viewed on the official website of SOWN (<http://tgs.cesa.or.jp/sown/>).



8

Public Relationship

8-1. Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcast

	TV	Radio	Newspaper (general,sports)	General Magazine	Specialized paper/ magazine/web	Total
Before the Show	0 (0)	0 (0)	56 (158)	86 (70)	461 (201)	603 (429)
During the Show	27 (73)	2 (8)	146 (178)	3 (0)	532 (705)	710 (964)
After the Show	12 (12)	0 (2)	37 (61)	27 (30)	139 (138)	215 (243)
Total	39 (85)	2 (10)	239 (397)	116 (100)	1132 (1044)	1528 (1636)

Notes : Figures in parentheses are numbers in 2008.

8-2. Number of Media During the Show Period, and Number of Reporters

	Sep.24 (Thu)		Sep.25 (Fri)		Sep.26 (Sat)		Sep.27 (Sun)		Total	
	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters
Web News / Web Magazine	122	471	97	271	33	131	39	93	291	966
Newspapers	29	73	18	35	10	11	8	11	65	130
News Agency	12	33	3	4	3	3	2	2	20	42
TV (Satellite TV / CATV)	11	24	6	14	3	7	6	17	26	62
TV (Terrestrial)	38	191	24	68	13	32	7	10	82	301
Editor / Freelance Writer / Others	48	121	62	93	21	52	24	62	155	328
Radio	4	6	8	12	1	1	1	1	14	20
Magazine	158	492	152	434	43	159	39	153	392	1238
Overseas Media	254	507	223	388	142	245	63	112	682	1252
Total	676	1918	593	1319	269	641	189	461	1727	4339

8-3. Breakdown of Overseas Media

Reported-to region		Number of Reporters					Number of Media
		Sep24	Sep25	Sep26	Sep27	total	
Asia	Japan domestic- issued foreign language media	23	46	24	14	107	84
	Taiwan	29	16	16	2	63	35
	Hong Kong	22	14	5	0	41	29
	South Korea	13	11	10	7	41	22
	Singapore	4	1	1	0	6	5
	Thailand	5	3	1	4	13	7
	China	12	5	4	4	25	10
	Philippines	2	0	0	0	2	1
	Europe	France	50	33	28	5	116
U.K.		23	13	7	4	47	30
Italy		16	17	4	10	47	22
Netherlands		16	8	5	0	29	12
Germany		13	0	5	0	18	16
Spain		23	15	5	1	44	27
Belgium		3	1	0	0	4	3
Russia		5	5	4	3	17	5
Austria		2	1	2	0	5	5
Denmark		0	11	1	0	12	9
Norway		7	6	6	3	22	8

Reported-to region		Number of Reporters					Number of Media
		Sep24	Sep25	Sep26	Sep27	total	
Europe	Hungary	0	2	0	0	2	2
	Slovak	2	0	3	0	5	3
	Slovenia	4	3	0	0	7	3
	Sweden	10	6	4	1	21	16
	Finland	3	0	0	0	3	3
	Czech	5	0	0	0	5	3
	Poland	5	1	2	2	10	8
	Switzerland	0	2	0	0	2	2
	North and Latin America	U.S.A.	149	102	80	36	367
Canada		16	11	6	0	33	15
Mexico		7	7	1	0	15	9
Brazil		8	5	2	3	18	13
Argentina		1	0	0	0	1	1
Oceania	Australia	20	30	10	5	65	43
Middle East	Turkey	3	2	0	0	5	2
	UAE	0	0	0	1	1	1
Others		6	11	9	7	33	0
Total		507	388	245	112	1252	682



Outline of TOKYO GAME SHOW 2010

Period **Business Day*** / **Sep.16 (Thursday) - Sep.17 (Friday), 2010**

*Admission is limited to the press, industry participants and those with invitations.

Open to the Public / Sep.18 (Saturday) - Sep.19 (Sunday), 2010

From 10:00 a.m. to 5:00 p.m.

Venue **Makuhari Messe**

2-1 Nakase, Mihama-ku, Chiba-city, Chiba Prefecture JAPAN

Organizer **Computer Entertainment Supplier's Association (CESA)**

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

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

<http://www.nikkeibp.com/>

Expected number of exhibitors **180**

Expected booth units **1,500**

Expected visitors **180,000**

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

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