

TOKYO GAME SHOW 2017

Official Report



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TGS2017 : outline (1)

- Name** : TOKYO GAME SHOW 2017
- Theme** : Reality Unlocked
- Organizer** : Computer Entertainment Supplier's Association (CESA)
- Co-Organizer** : Nikkei Business Publications, Inc (Nikkei BP)
- Special Supporter**: Dwango Co., Ltd.
- Period** : Business Day Sep.21 (Thu.)-Sep.22 (Fri.)
From 10:00 a.m- to 5:00 p.m.
- : Public Day Sep.23 (Sat.)-Sep.24 (Sun)
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



TGS2017 : outline (2)

■ Number of exhibitors :

609 <Domestic:292,Overseas:317>

(2016 : 614 <Domestic:269,overseas:345>)

Exhibitor List → <http://expo.nikkeibp.co.jp/tgs/2017/business/en/map/list/index.html>

Floor Map → <http://expo.nikkeibp.co.jp/tgs/2017/public/en/map/index.html>

■ Exhibiting countries and regions:36(2016:37)

Asia,Middle East and Oceans: 17

<Australia,China,Hong Kong,India,Indonesia,Iran,Israel,Japan,Korea,Macau,Malaysia,Phillipines,Singapore,Thai,Turky,Vietnam>

North and Latin America: 4

<Canada,Brazil,Chili,United States>

Europe: 15

<Austria,Belgium,Croatia,Finland,France,Germany,Ireland,Netherlands,Norway,Poland,Russia,Spain,Sweden,Switzerland,United Kingdom>

■ Number of booths: 1,930 booths (2016:1,939)

■ Exhibited Game Titles: 1,317 titles (2016: 1,523) <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)

Number of Game Titles

Platform				Genre				
iOS	204	PC		176	Action	248	Action RPG	53
Android	214	Browser Game		28	Role Playing Game (RPG)	114	Action Adventure	24
Others (Smartphone)	13	Steam		81	Simulation	127	Racing	18
Nintendo Switch	46	Others※		263	Puzzle	68	Others (genre)	264
Nintendo 3DS	9	VR	PS VR	13	Adventure	77	Development Tools	19
Wii U	3		Oculus Rift	29	Sports	9	Peripherals	2
PlayStation4	112		HTC Vive	44	Shooter	52	Others (goods)	235
PlayStation3	4		GEAR VR	9	Action Shooter	7	Indie Game	※
PlayStation Vita	20		Other VR	22			Total	1,317
Xbox One	27	Total		1,317				

※Exhibiting titles at Indie Game Area (Type A・B) are distributed each appropriate genres.

Number of Visitors

	2017	2016	2015
Business Day	Sep.21 (Thu)	Sep.15 (Thu)	Sep.17 (Thu)
	26,564	31,399	29,058
	Sep.22 (Fri)	Sep.16 (Fri)	Sep.18 (Thu)
	31,512	33,634	29,557
Public Day	Sep.23 (Sat)	Sep.17 (Sat)	Sep.19 (Thu)
	106,075 (including 10,466 in Family Game Park)	98,074 (including 11,294 in Family Game Park)	97,601 (including 10,360 in Family Area)
	Sep.24 (Sun)	Sep.18 (Sun)	Sep.20 (Thu)
	90,160 (including 13,017 in Family Game Park)	108,117 (including 14,485 in Family Game Park)	112,230 (including 14,517 in Family Area)
Total	254,311 (including 23,483 in Family Game Park)	271,224 (including 25,779 in Family Game Park)	268,446 (including 24,877 in Family Area)

Business Day Overseas Visitors Breakdown by Region and Country

Region	Country	%	Region	Country	%
Asia	China	27.0%	Europe	Iceland	0.2%
	South Korea	23.4%		Croatia	0.2%
	Taiwan	12.6%		Estonia	0.1%
	Hong Kong	6.5%		Denmark	0.1%
	Singapore	3.7%		Ireland	0.1%
	Thailand	2.7%		Ukraine	0.1%
	Malasia	1.6%		Austria	0.1%
	Indonesia	0.5%		the Netherlands	0.1%
	Phillippines	0.4%		Czech Republic	0.1%
	Vietnam	0.3%		Georgia	0.04%
	Pakistan	0.04%		Portugal	0.04%
	North America	United States		9.5%	Oceania
Canada		0.6%	Australia	0.6%	
Europe	France	1.3%	Middle East	New Zealand	0.04%
	United Kingdom	0.9%		Israel	0.6%
	Germany	0.7%	UAE	0.2%	
	Sweden	0.6%	Saudi Arabia	0.1%	
	Finland	0.6%	Latin America	Chile	0.4%
	Spain	0.4%		Brazil	0.2%
	Poland	0.4%		Mexico	0.1%
	Switzerland	0.3%	Africa	Central African Republic	0.1%
	Italy	0.3%		Seychelles	0.04%
	Russia	0.3%		Libya	0.04%
	Norway	0.2%	Unclear		1.4%

The breakdown of overseas visitors (2,486) that registered on the site during Business Day. Except guest pass holders, overseas press and exhibitors.

Areas

- General Exhibition Area
 - International Pavilions
- Merchandise Sales Area
- Game School Area
- Smartphone Game Area
- Romance Simulation Game Area
- Asia New Stars Area
- Eastern Europe New Stars Area
- Latin America New Stars Area
- Indie Game Area
- e-Sports Area
- VR/AR Area
- Family Game Park
- Business Solution Area
- Business Meeting Area

Landscape of Areas

General Exhibition Area ①



Landscape of Areas

General Exhibition Area ②



Landscape of Areas

General Exhibition Area ③

International Pavilions



Landscape of Areas

Merchandise Sales Area



Game School Area



Smartphone Game Area



Landscape of Areas

e-Sports Area



Romance Simulation Game Area



VR/AI Area

NEW



Landscape of Areas

FAMILY GAME PARK



Indie Game Area



Landscape of Areas

Business Solution Area



Business Meeting Area



Organizer's Projects

e-Sports X (1)

Location: Exhibition Hall 11, Special Stages



For e-Sports X (“Cross”), two special stages were set up: **the PlayStation presents BLUE STAGE** featured PS4 titles (sponsored by **Sony Interactive Entertainment**), and **the Samsung SSD presents RED STAGE** featured titles for other platforms (sponsored by **Samsung Japan**). Over four days, ten intense matches were held. Each stage played host to popular titles in the multiplayer fighting game and FPS (first-person shooter) genres, standbys of the e-sports field. There were also popular mobile games and a wide range of titles for people of all ages to enjoy. This event was a means of broadcasting far and wide the charms of e-sports, a new genre and form of culture that is emerging worldwide.



Organizer's Projects

e-Sports X (2)

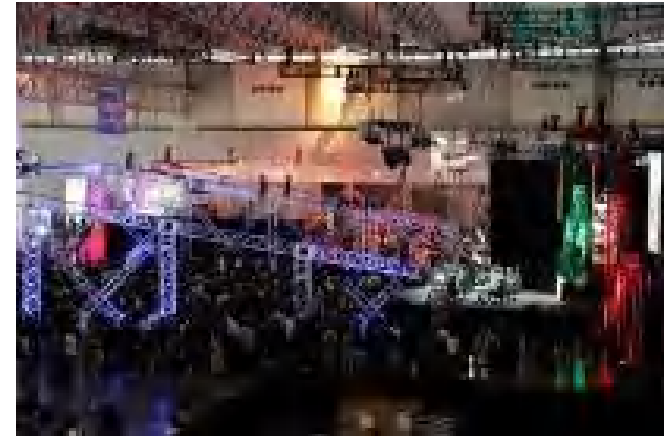
Location: Exhibition Hall 11, Special Stages

On September 21, the BLUE STAGE held the Street Fighter V Demonstration Match for members of the press, with numerous television broadcasters and other media outlets in attendance. At the RED STAGE, the Samsung SSD presents PLAYERUNKNOWN'S BATTLEGROUNDS Festival Supported by DMM Games was held, with a large-scale battle between fifty players.

On September 23, the BLUE STAGE played host to Phantasy Star Online 2 from SEGA Games and an exhibiting match on Winning Eleven 2018



from Konami Digital Entertainment, as well as the Call of Duty: Infinite Warfare/SCARZ vs. Rush CLAN TGS2017 Showdown by



courtesy of Sony Interactive Entertainment, getting the crowd heated up. At the RED STAGE, Gzbrain unveiled the Monster Hunter XX ("Double Cross") Nintendo Switch Version: Top Hunter High Speed Battle at TGS and the Puzzle & Dragons Radar: Ultimate Battle Tournament Final, presenting Japan's unique take on e-sports.

On September 24, the BLUE STAGE played host to the Street Fighter V Shoryuken Tournament. Eight of the world's top professionals and players had a heated match, with close to 1,000 audience members crowding to get a view of the action. The RED STAGE was where a fierce playoff of PC games was held: the OMEN by HP presents Overwatch: Dream Match TGS 2017 and Counter-Strike Online 2: Exhibition Match. 6,000 guests were in attendance over two days for the e-sports X event, seeing for themselves the fun of this sport.

Organizer's Projects

◆ TGS e-Sports STAGE/Gaming Title/Event Name

Business Day-Day1 : September 21 (Thu)

PlayStation presents BLUE STAGE		
Time	Gaming Title/Event Name	Organizer
12 : 30-13 : 00	Street Fighter V/Demonstration Match (For PRESS)	Organizer's Project
14 : 30-15 : 00	Fuji Television/Tokyo E-sports Festival Press Conference	Media Presentations

Samsung SSD presents RED STAGE		
Time	Gaming Title/Event Name	Organizer
13:00-17:00	Samsung SSD presents [PLAYER UNKNOWN'S BATTLEGROUNDS]FESTIVAL Supported by DMM GAMES	Samsung SSD

Public Day-Day 1 : September 23 (Sat.)

PlayStation presents BLUE STAGE		
Time	Gaming Title/Event Name	Organizer
11:00-12:30	PHANTASY STAR ONLINE 2/ARKS Battle Tournament Exhibition Match	SEGA GAMES
13:00-14:30	Winning Eleven/Winning Eleven 2018	KONAMI Digital Entertainment
15:00-16:30	Call of Duty Infinite Warfare/SCARZ vs Rush CLAN TGS2017 Showdown	Sony Interactive Entertainment

Samsung SSD presents RED STAGE		
Time	Gaming Title/Event Name	Organizer
13:00-14:30	Monster Hunter XX Nintendo Switch Ver. /Top Hunter Quickest Top Hunter Playoffs in TGS	Gz Brain (Supported by CAPCOM)
15:00-16:30	Puzzle & Dragons Rader /Puzzle & Dragons Radar Greatest Battle Tournament Playoffs	Gz Brain (Supported by GungHo Online Entertainment)

Public Day-Day 2 : September 24 (Sun)

PlayStation presents BLUE STAGE		
Time	Gaming Title/Event Name	Organizer
11:00-12:30	Brave AAAA Program Recording	TV Tokyo
14:00-17:00	Street Fighter V/SHORYUKEN Tournament	CAPCOM

Samsung SSD presents RED STAGE		
Time	Gaming Title/Event Name	Organizer
11:00-13:00	OVERWATCH/OMEN by HP presents OVERWATCH Dream Match TGS 2017	Hewlett Packard Japan
14:30-16:00	Counter Strike ONLINE2/ Exhibition Match	NEXON

Organizer's Projects

e-Sports X (4)

◆niconico Viewers

	STAGE	Broadcasting Starting Time	Broadcasting Finishing Time	Broadcasting Durations	Visitors	Comments	Time Shift Reservations
September 23 (Sat.)	BLUE STAGE	11:00	16:43	5:43	36,514	9,279	1,720
	RED STAGE	13:00	16:44	3:44	26,354	9,395	1,322
September 24 (Sun.)	RED STAGE	11:00	15:52	4:52	22,001	2,727	604

◆Twitch Viewers

September 23(Sat) Public Day1

RED STAGE					BLUE STAGE				
Time	Gaming Title	Maximum Realtime View s	Average Realtime View s	View ers per Day	Time	Gaming Title	Maximum Realtime View s	Average Realtime View s	View ers per Day
				15,984	11:00-12:30	PHANTSY STAR ONLINE 2	72	54	20,615
13:00-14:30	Monster Hunter XX	363	297		13:00-14:30	Winning Eleven 2018	306	215	
15:00-16:30	Puzzle & Dragons Rader	556	403		15:00-16:30	Call of Duty Infinite Warfare	416	380	

September 24(Sun) Public Day 2

RED STAGE					BLUE STAGE				
Time	Gaming Title	Maximum Realtime View s	Average Realtime View s	View ers per Day	Time	Gaming Title	Maximum Realtime View s	Average Realtime View s	View ers per Day
11:00-13:00	OVERWATCH	443	299	1,656					
14:30-16:00	Counter Strike ONLINE2	62	52		14:00-17:00	Street Fighter V	※English	11,744	7,830
					※Japanese		9,585	6,180	40,149

※CAPCOM Official Channel

◆DOUYU Viewers

	September 23 (Sat)	September 24 (Sun)	Total
Impressions	364,000	270,000	634,000
Unique Viewers	96,000	73,000	169,000

Organizer's Projects

Official Video Channel

During the event, official footage was streamed on Dwango's **niconico** service in Japan and on **Twitch** (for overseas viewers). TGS has launched streaming the event on **Douyu** this year for the Chinese market. In Japan, the Official TGS2017 Channel aired a total of six videos in July in advance of TGS itself. This included programming broadcasting details on Tokyo Game Show 2017 and long-format live game streams that garnered a large audience.



The show floor was officially streamed on **niconico**, with 75 streams before and during the expo. A total of 4.3M guests attended the event. Over the four days of the event, **Tokyo Otaku Mode**, the outlet specializing in “J” culture, used the **Twitch** platform to broadcast its own original content to overseas game fans, garnering 130,000 views. This year also marked a new venture: streaming the event on **Douyu**, China's video streaming service. It was watched 1.48M²⁰ times.

Organizer's Projects

Cosplay Area (1)

Location: Exhibition Hall 1, outside of Hall 9-10, southside of Hall 4-6

Cosplay Collection Night@TGS, the popular annual event that conveys the charms of cosplay in an ever-more effective and multi-polar fashion, was enhanced with the addition of the Cosplay Area Stage, a new stage installed outside of Hall 9. Other new offerings were the Cosplay Fashion Show and cosplay "Gathering."

◆Gathering @ TGS2017

"Gathering" involves cosplayers who are fans of a particular genre or work coming together to show their cosplay outfits and mingle, take photos, and have fun. This year, forty-six cosplayers attended the Final Fantasy event on the 23rd, and five attended the Loveplus event on the 24th. Footage of the show floor was featured in the press and on Twitter, with the cosplayers actively getting involved in a meet and greet.

- September 23, 1:00-1:30 PM
Final Fantasy Series Gathering

- September 24, 1:00-1:30 PM
Loveplus Series Gathering



Organizer's Projects

Cosplay Area (2)

◆Cosplay Fashion Show

September 23, 12:00 PM, 2:30 PM, 3:30 PM / ◎September 24, 12:00 PM, 2:30 PM

This was a cosplay fashion show featuring those who appeared at the Cosplay Collection Night at Hall 1. Not only those from the cosplay zone, but general members of the public, thronged to the area with smartphones to snap footage.

◆Cosplay Collection Night @TGS presented by Cure

September 23, 6:30 PM-8:00 PM

On the event stage at Hall 1, over 200 cosplayers came for the Cosplay Collection Night performance. Five grand prize winners from past cosplay contests in China, Singapore, Indonesia, Turkey, and Spain, as well as one noted cosplayer from Thailand, were invited to the event. Many overseas fans could be seen in attendance, giving things a very global feel.

Organizer's Projects

TGS2017 Official App (1)

TGS offered the Official TGS2017 (iOS/Android) app for smartphones as a free download that let users get details on exhibitors, their booth locations, and events at a glance. Tapping on an exhibitor name on the map gave a summary of their booth and titles on offer, as well as a timetable of their event schedule. Integrated Twitter functionality was newly added for ease of use of guests.

Downloads: 15,235 (iOS: 9,388; Android: 5,847)



Organizer's Projects

TGS2017 Official App (2)

< Key features >

Venue map:

seamless synchronization of Google Maps and the venue map. Searching by keyword on the map displayed booths matching the user's search string; in addition, tapping on a booth name showed a summary of the booth, its titles on display, and their event schedule.

Show Schedule:

listed a detailed timetable for the Event Stage, e-sports X, and exhibitor booths Saving events of interest in your "Favorites" would send a push notification 10 minutes before the event.

Tweet:

tapping the Twitter icon on each menu let you see details on TGS, booths, and events on your timeline, as well as auto-add relevant hashtags to your posts.

Trial play waiting time:

the app showed wait time to play games and details on "swag" being distributed.

International Projects

International Party + Indie Night

Date and time: September 22, 5:30-8:30 PM

Location: International Conference Hall, 1st Floor Lounge

Sponsored by: Sony Interactive Entertainment

The International Party has proven very successful each year as a means of fostering international exchange. This time, the event welcomed exhibitors from within and without Japan, as well as those showing at the Indie Game Corner, the finalists from Sense of Wonder Night (SOWN), and members of the media, making it the International Party + Indie Night. The first half started at 5:30 PM, with the second half, with the SOWN participants in attendance, from 7:30 PM. The lighthearted mood featured a DJ spinning tracks that remixed game tunes, with 350 people in attendance on this, the last day of the Business Day, for a fun international meet and greet.



International Projects

Sense of Wonder Night (SOWN) 2017

Date and time: September 22, 5:30-7:30 PM

Location: Exhibition Hall 11, e-sports X Stage

Cooperated by: International Game Developers Association Japan

Sponsored by: Sony Interactive Entertainment, Nintendo

Sense of Wonder Night (SOWN), the event that draws out new game ideas, welcomed its tenth anniversary this year, and was held at 5:30 PM after the close of Business Day 2. Sixty-four exhibitor firms and individuals showing at the Indie Game Corner were screened to pick the finalists for SOWN. This led to eight groups of finalists from four countries and regions being selected to give presentations on their work. Five works were from Japan, and per country/region from the US, Australia, and Spain. 373 guests attended the event, with a ratio of 3:1 domestic/overseas guests, making for a very international flavor as everyone shook their Smile Hammers in support of new game ideas they liked.



International Projects

Indie Game Area

Location: Exhibition Hall 9

Special sponsor: Sony Interactive Entertainment

Sponsor: International Game Developers Association
Japan

This area featured global independent game developers showcasing their original IP. There were 332 applications from over 40 countries and regions for Type A booths for this space.

Through the selection process, sixty-four independent developers from eighteen countries and regions were selected. Exhibiting was offered free of charge thanks to the kind support of Sony Interactive Entertainment. The total number of exhibitors in this area, including companies, was 121 booths.



Participating countries/regions :

Australia,Austria,Brazil,Canada,China,Finland,France,Germany, Hong Kong,
Indonesia,Iran,Japan,Korea,Malaysia,Netherlands,Norway,Singapore,Spain,
Sweden,Switzerland,Taiwan,Thai,United Kingdom,United States

TGS Forum 2017

Keynote Speech

The Future of e-Sports in Japan

New potential for e-sports

Date and time: September 21, 10:30 AM-12:00 PM

Location: Exhibition Hall 1 <Interpreting Available>

The main event stage was where e-sports, which are ushering in a new global movement, could be seen. There is growing interest in this sport potentially becoming a new event at the Olympics, with professional leagues driving an active sports business for the field. However, e-sports remains relatively unknown in Japan in spite of the large size of its gaming market. The keynote speech touched on examples of e-sports overseas and how the Japanese e-sports market is poised for growth, with potential opportunities and pitfalls discussed. (Simultaneous interpreting in 4 languages: Japanese, English, Chinese, and South Korean)

●Moderator: **Takeyoshi Yamada**, Nikkei Technology
Online Deputy editor-in-chief

●Mr. Okamura, chairman of CESA, who took the stage for the keynote speech.



●Pieter van den Heuvel
NEWZOO,
Market Analyst



●Nate Nanzer
Blizzard Entertainment,
OverWatch Commissioner



●Sunny Dhillon
Signia Ventures,
Founding partner



●Shingo Otomo
CyberZ, Operating officer

TGS Forum 2017

Global Game Business Summit

Digital distribution of Video Game

September 21 (Thu) 13:00 ~ 14:30 .

<Interpreting Available>



Digital distribution has become the norm even in the console market, with more and more content being bought digitally. It is now a crucial sales channel. We looked at the smartphone game industry, where digital distribution is the only means available, and at the PC industry, where change has tended to happen first, drawing on issues and possibilities unique to digital distribution. (Simultaneous interpreting in 4 languages: Japanese, English, Chinese, and South Korean)



[United Kingdom]
Matthew Benson, **Team17**,
Business Development Manager



[United States]
Taka Kawasaki ,
Epic Games Japan ,
Territory Manager



[Cyprus]
Victor Kislyi, **Wargaming**,
CEO



[Finland]
Mikko Kadijoja, **Supercell**,
Founder



[Japan]
Haruhiro Tsujimoto,
CAPCOM ,President and COO



● Commentator :
Eiji Maeda, **SMBC NIKKO SECURITIES**
Senior Analyst

● Moderator :
Junpei Furuhashi, **Nikkei Business Publications**
Nikkei Digital Marketing Deputy Editor

TGS Forum 2017

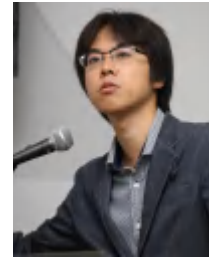
Expert Sessions

■ Game technology (new technology)

New haptic game experiences

September 15 (Thu) 13:00 ~15:00

<Interpreting Available>



Haptic feedback allows for adding new functionality to game experiences through grasping and grabbing objects. How will haptic feedback change games? This workshop looked at the latest trends in haptic feedback technology, with a talk from Mr. Minamizawa, a researcher of haptics and physical interaction.

■ Game business (new business)

Gamifying your local region: best practices of the “Butai Meguri” app

September 22 (Thu) 15:00 ~16:00

<Interpreting Available>



Butai Meguri is an app that invites users to travel around and see key destinations that appear in their favorite animated series. Takeshi Yasuhiko talked with us about how to blend reality with games. He touched on examples like the smash-hit anime, “Girls und Panzer.”

BtoB Functions

Business Meeting Area/Business Lounge

**Location: International Conference Hall,
Convention Hall/Meeting Rooms**

Business negotiation needs were met through the Business Meeting Area and JETRO Area in the convention hall, and the Exhibitor Meeting Space within the Business Lounge of the international conference hall meeting rooms. 53 companies and organizations made use of the Conference Booths and Basic Table Space in the Business Meeting Area, with ten buyers (from Indonesia, the UK, Canada, Singapore, Thailand, China, Germany, the Philippines, and the US) invited by JETRO (Japan External Trade Organization) negotiating with them. The exhibitor meeting space was actively used by different exhibitors for negotiations. 346, or 65% of all talks in the space, were between Japanese and overseas firms, with 24% being between overseas firms, meaning 90% of talks were international in scope.

The Business Meeting Area and Business Lounge had a total of fifteen business matching

coordinators and personnel speaking two or more languages in order to facilitate negotiations,



offering enhanced hospitality to Business Day attendees. This area also offered beverages (water coolers, coffee), wireless Internet, and five interpreters (between Japanese and English, Chinese, and Korean) available for free interpreting on request. We received 30 requests over two days for on-site interpreters and offered a total of 24 hours of interpreting.

BtoB Functions

TGS Appointment System (Asia Business Gateway)

The Asia Business Gateway, an appointment system that is now in the sixth year since the system went online, proved fruitful in fostering dialogue between Japanese game firms that are ramping up their overseas expansion and exhibitors and attendees from other countries, particularly those in Asia. The number of firms registered on the system in 2017 was 1,313 (1,149 in 2016), with 2,204 applications for business negotiations (2,160 in 2016 and 1,810 in 2014), marking major growth. Of these bookings, 602 of these went on to actual meetings, playing a pivotal role in business dealings at Tokyo Game Show.

Forty-five countries and regions made use of the Asia Business Gateway (in 2016, the total was also forty-five). Of these, fourteen countries in Asia (excluding Japan) used the service. In 2017,

new participants included Iceland, Estonia, Croatia, Portugal, the Czech Republic, and Lithuania, making for a strong showing from Europe. 107 firms came from South Korea (92 in 2016), 77 from China (74 in 2016), 26 from Indonesia (14 in 2016), and 21 from Hong Kong (11 in 2016), showing major growth from the Asian region.



Participating countries/regions

Argentina, Australia, Austria, Belarus, Belgium, Brazil, Canada, Chili, China, Croatia, Czech Republic, Estonia, Finland, France, Germany, Hong Kong, Iceland, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Korea, Lithuania, Macau, Malaysia, Netherlands, Norway, Philippines, Poland, Portugal, Russia, Singapore, Spain, Sweden, Switzerland, Taiwan, Thai, Turkey, UAE, United Kingdom, United States, Vietnam

Results of Survey

Results of Business Day Visitors Survey

Outline of Survey (Survey Organizer :Nikkei BP Consulting,Inc.)

■ **Results of Business Day Visitors Survey**

Survey Method

A survey request was e-mailed to 31,171 (domestic) , 2,660 (overseas) registered visitors on the Business Days.Replies were received of the Internet Research System “AIDA” operated by Nikkei BP Consulting.

Number of Responses

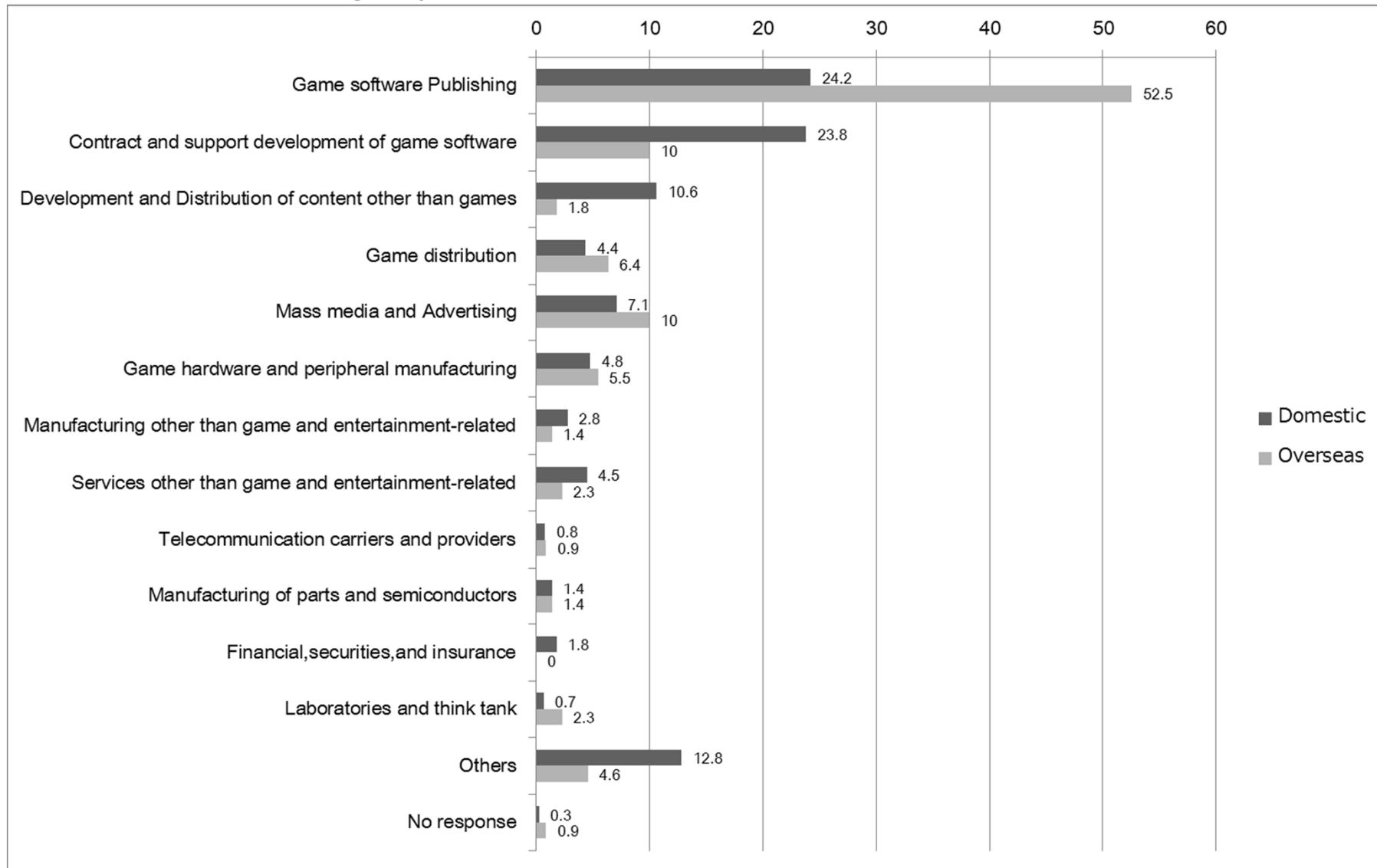
Domestic: 1,426 (Response rate: 4.6%) /Overseas: 218 (Response rate:8.2%)

Survey period

Domestic/Overseas: Oct,18, 2017—Nov.1, 2017

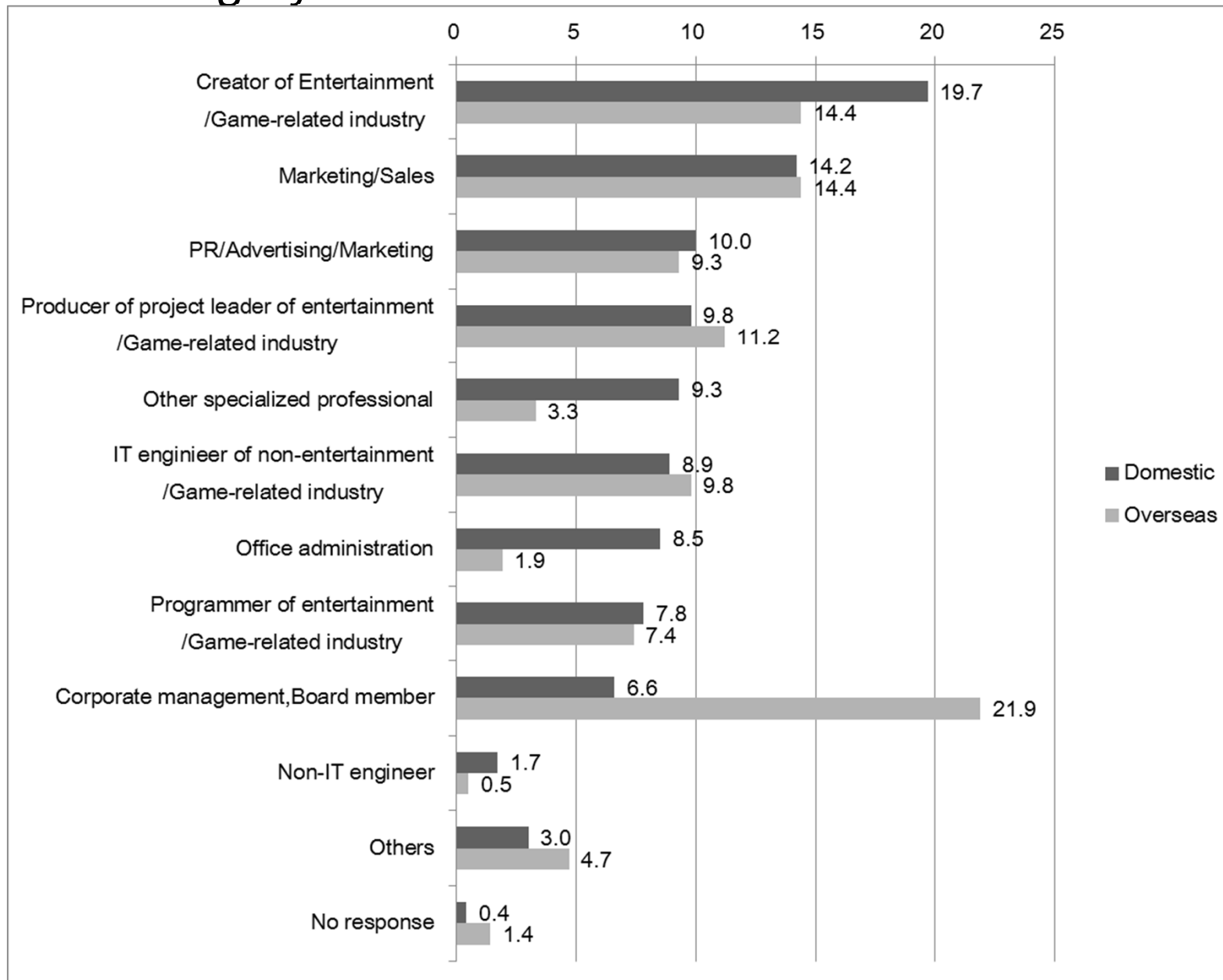
■ Business Category

※Unit:%



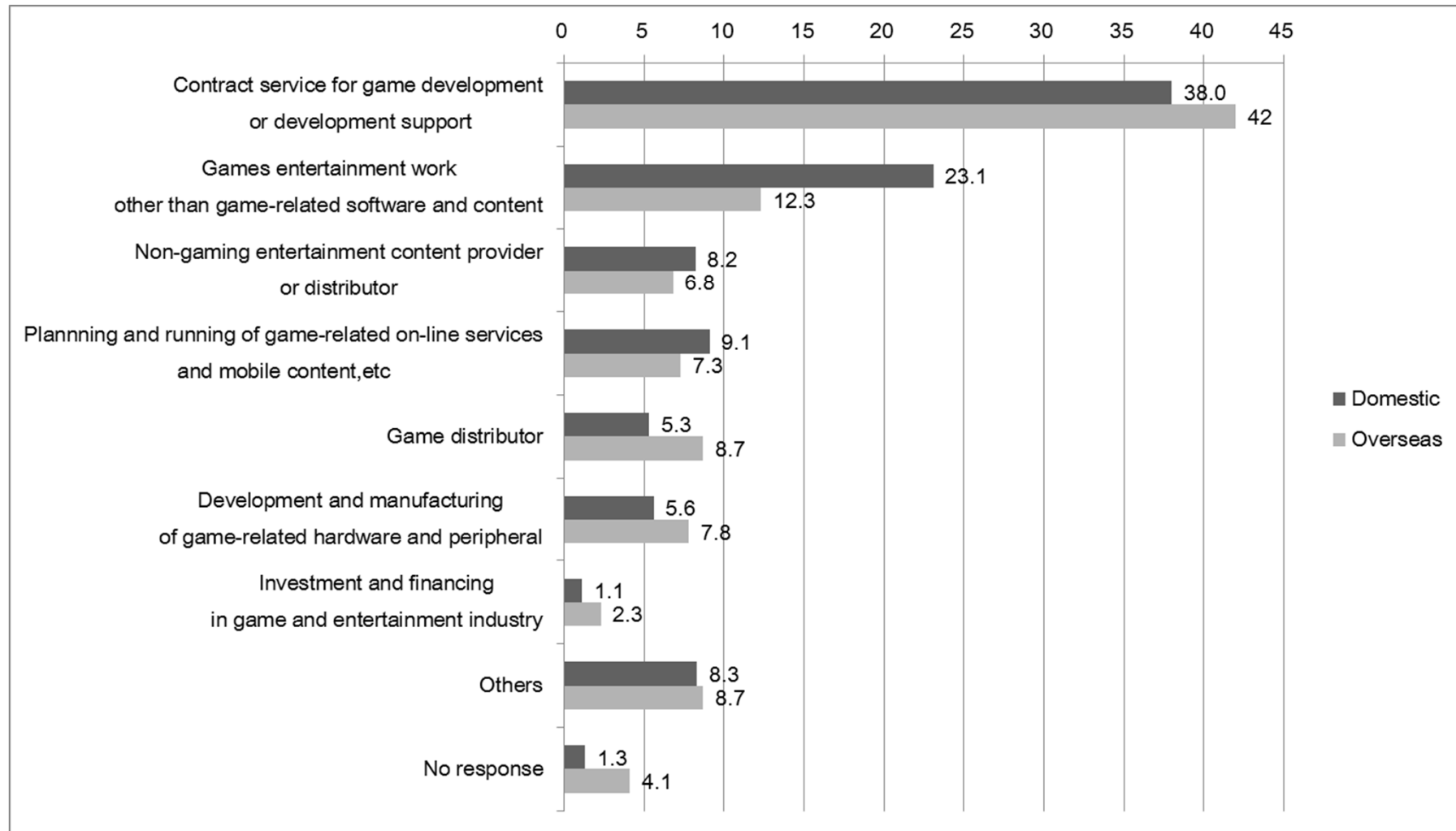
■ Job Category

※Unit:%



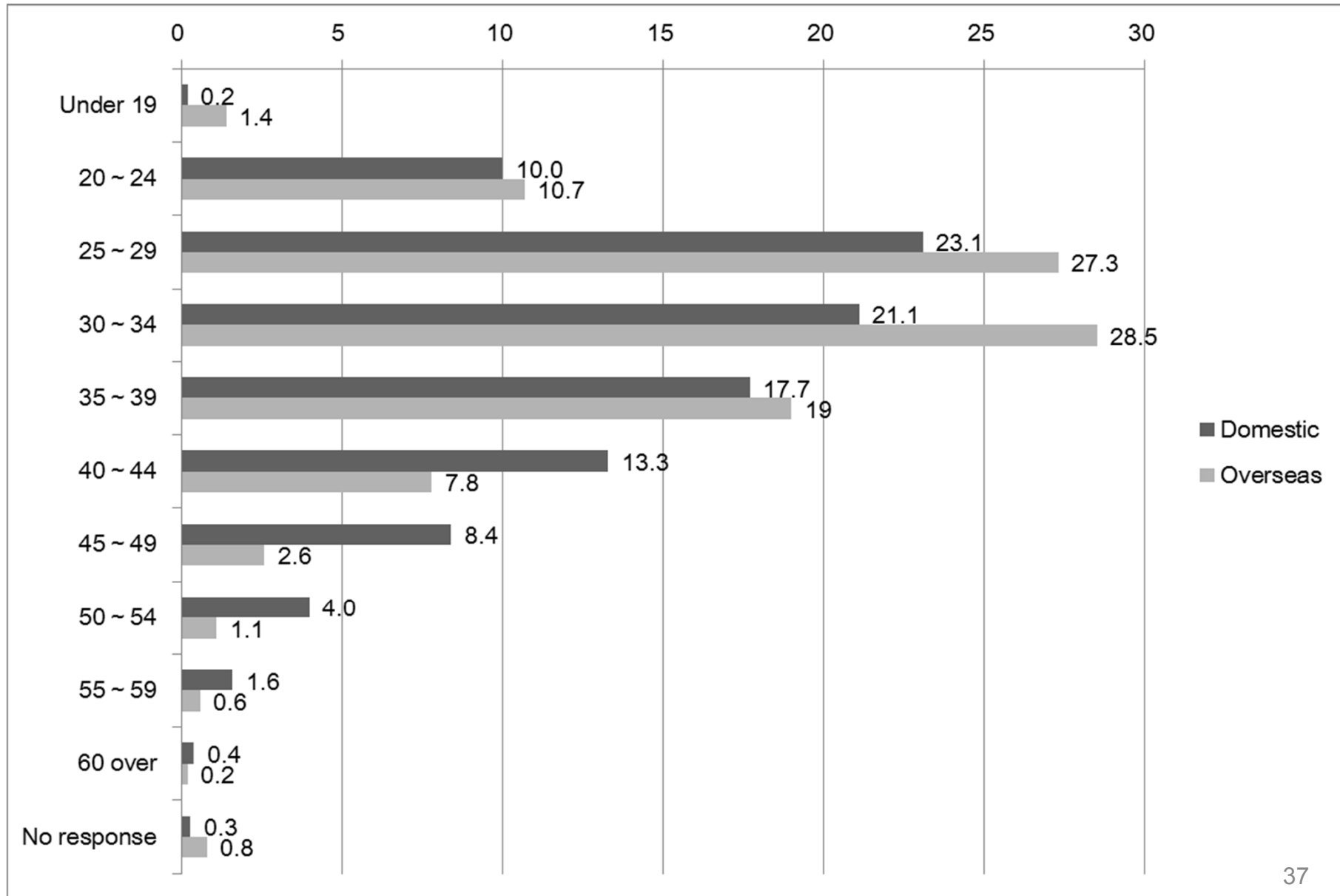
■ Vistors' Relationship to Game and Entertainment Content

※Unit:%

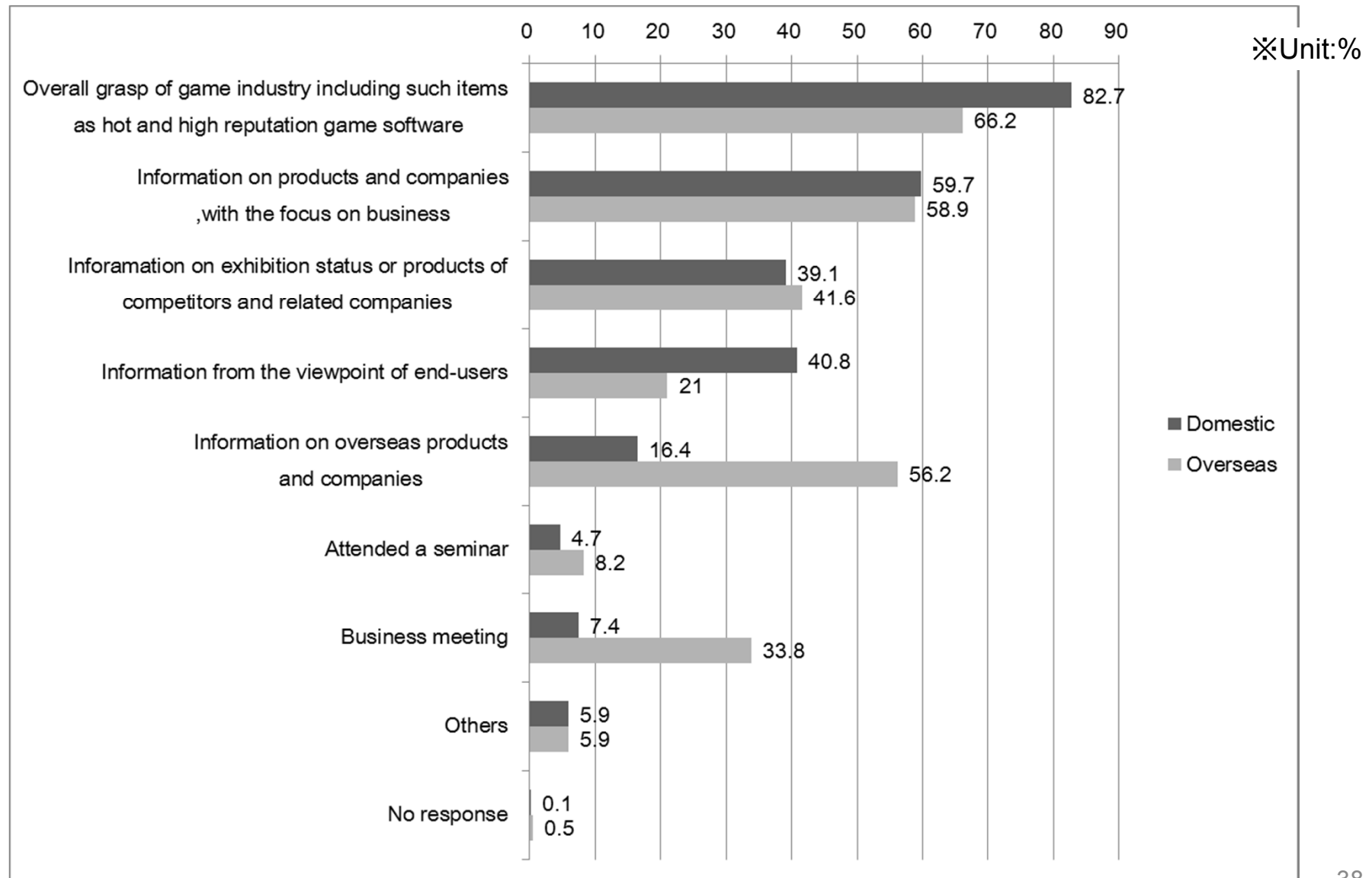


■ Age

※Unit:%

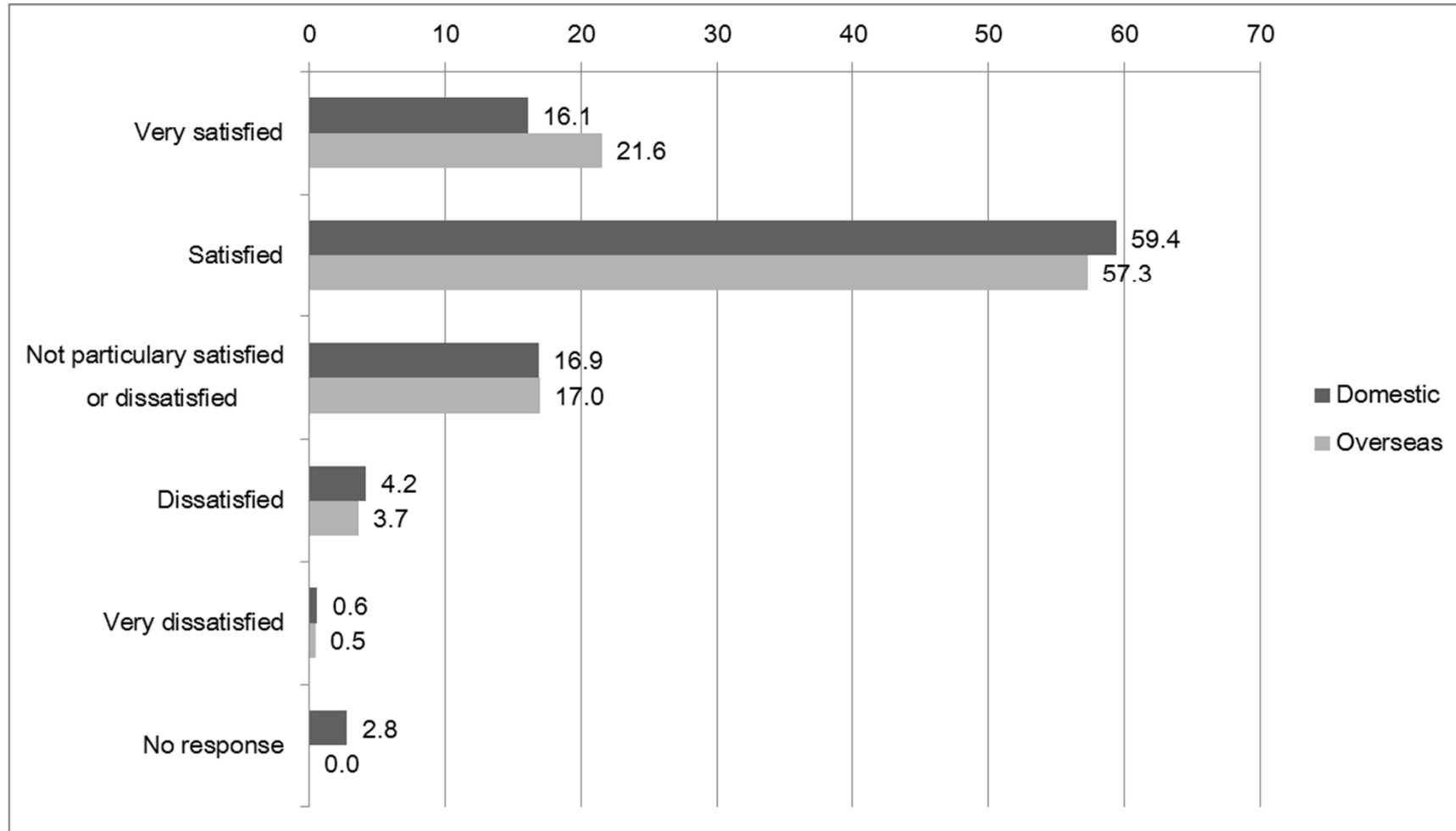


■ Information You Wanted to Get at TGS 2017 (multiple answers)



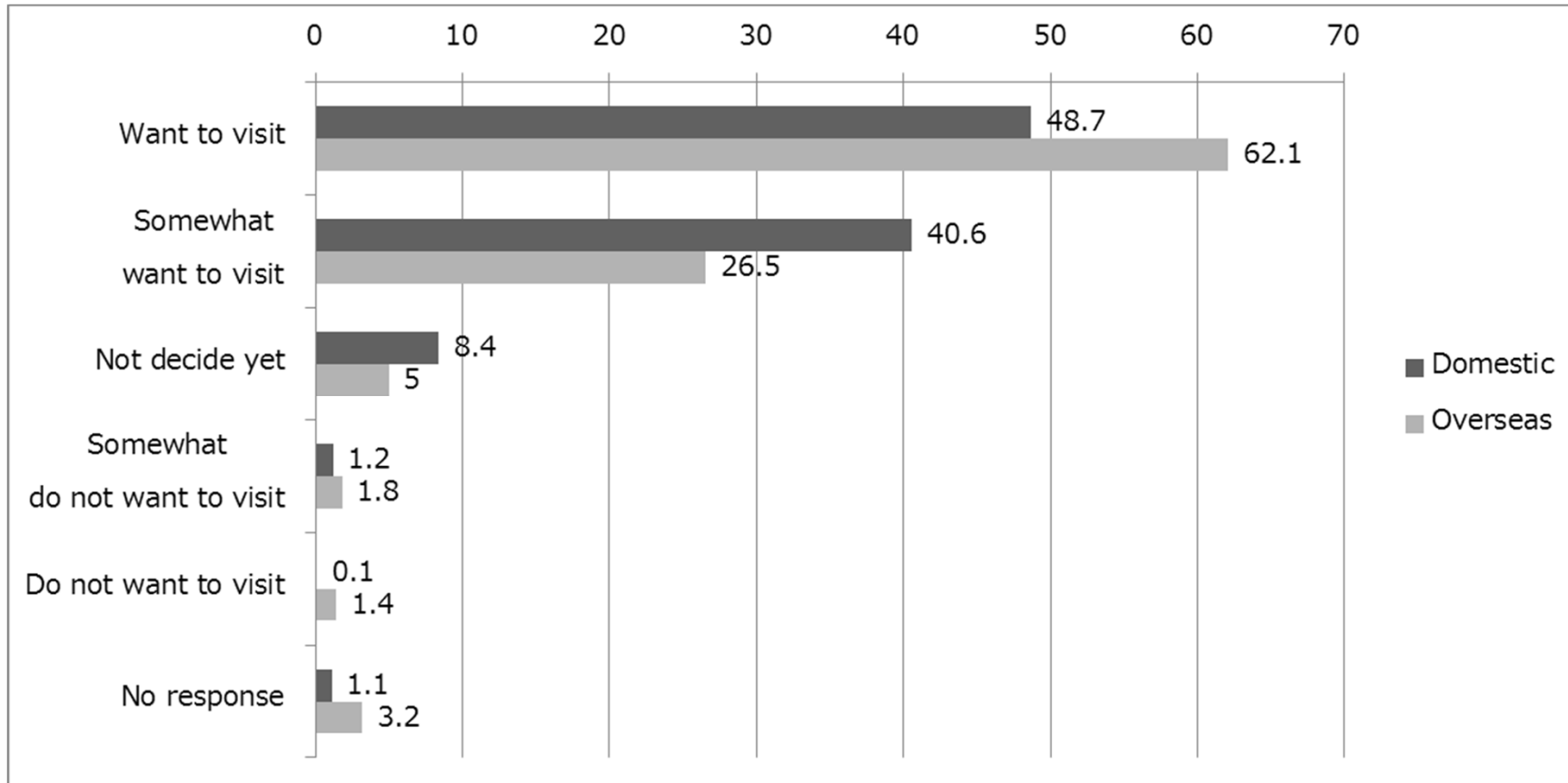
■ Degree of Satisfaction

※Unit:%



■ Intention to Attend the Next Show

※Unit:%



Results of Survey

Results of Exhibitors Survey

Outline of Survey (Survey Organizer :Nikkei BP Consulting, Inc.)

■ **Results of Exhibitors 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

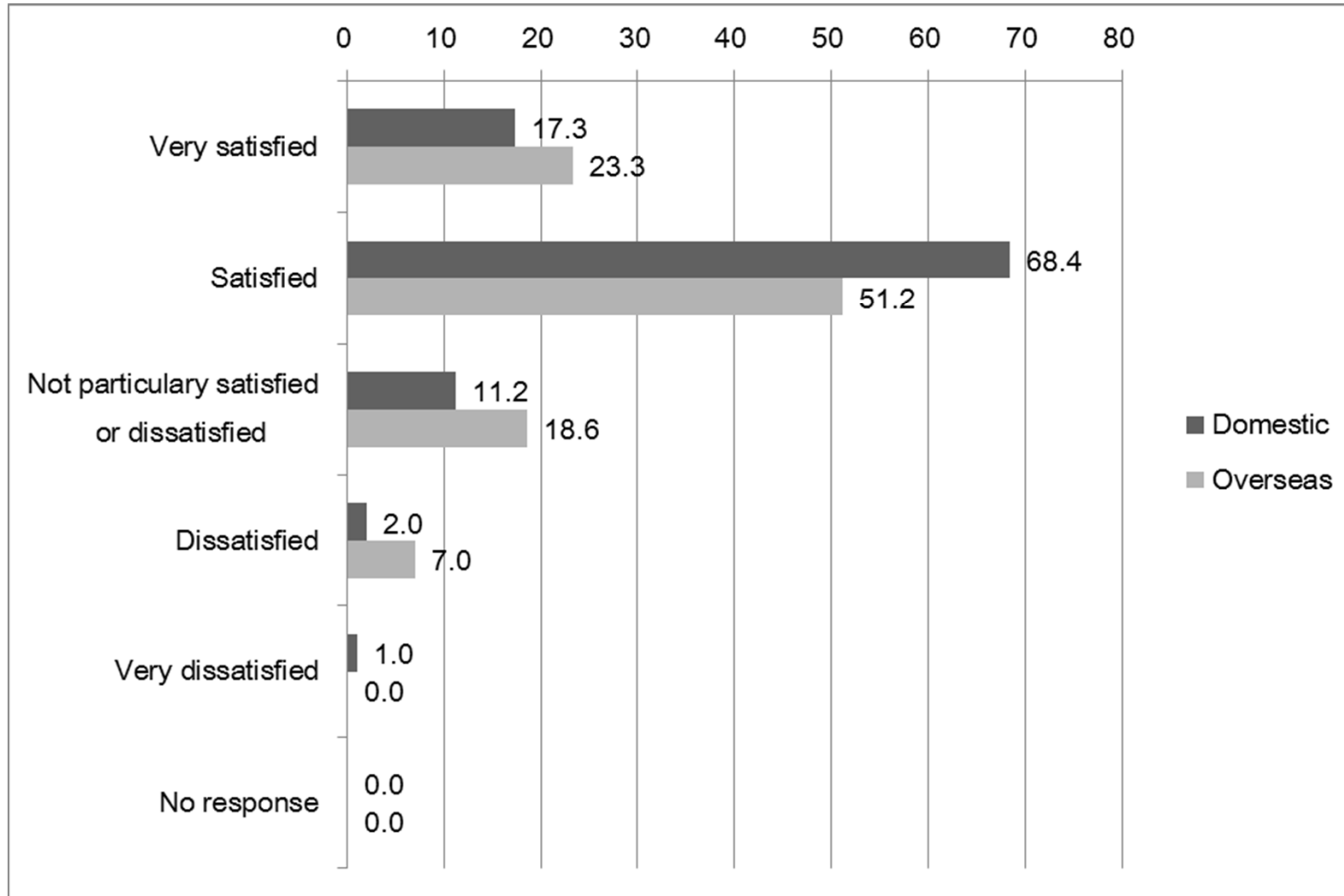
Domestic: 98 / Overseas: 43

Survey period

Oct,18, 2017—Nov.1, 2017

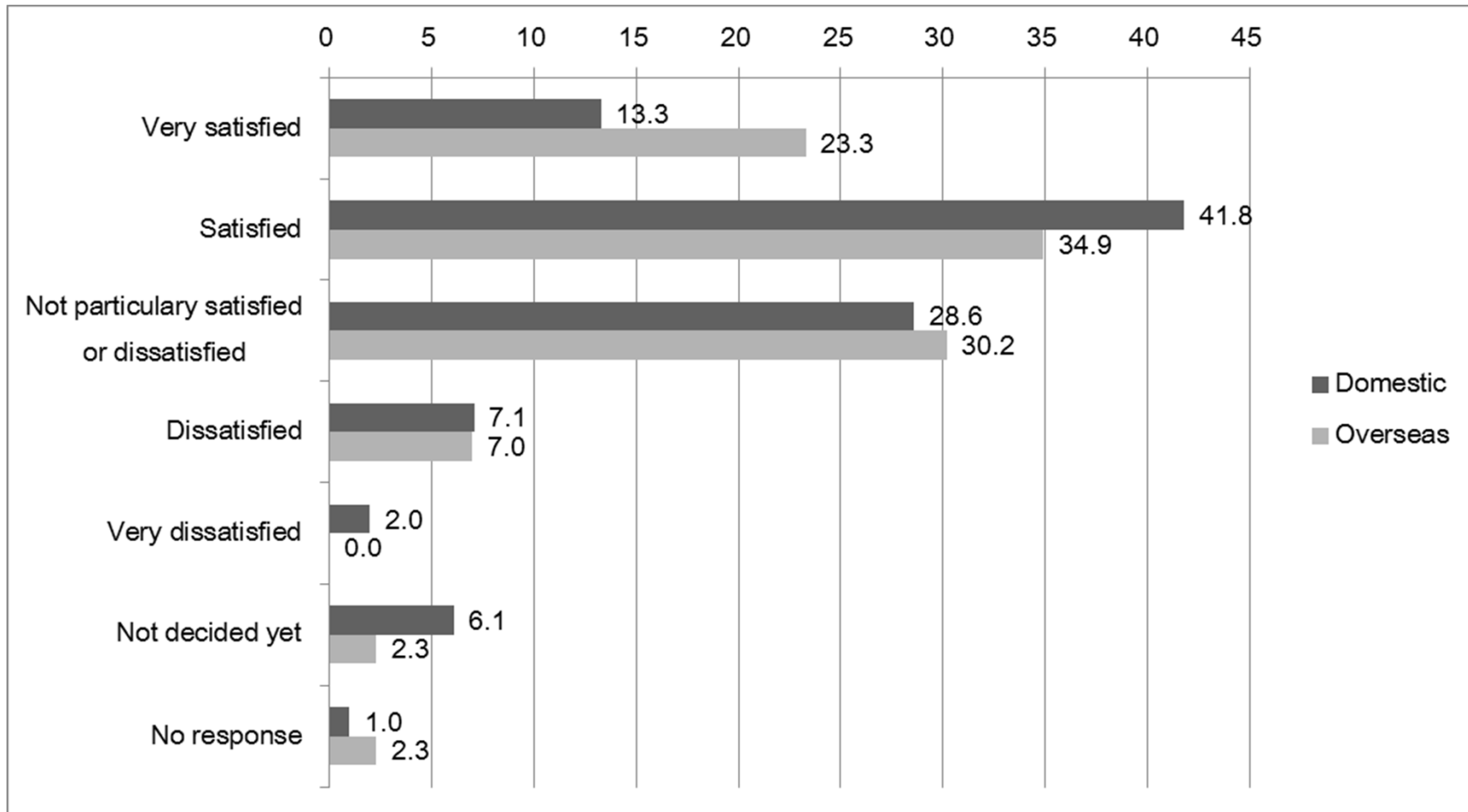
■ Degree of Satisfaction

※Unit:%



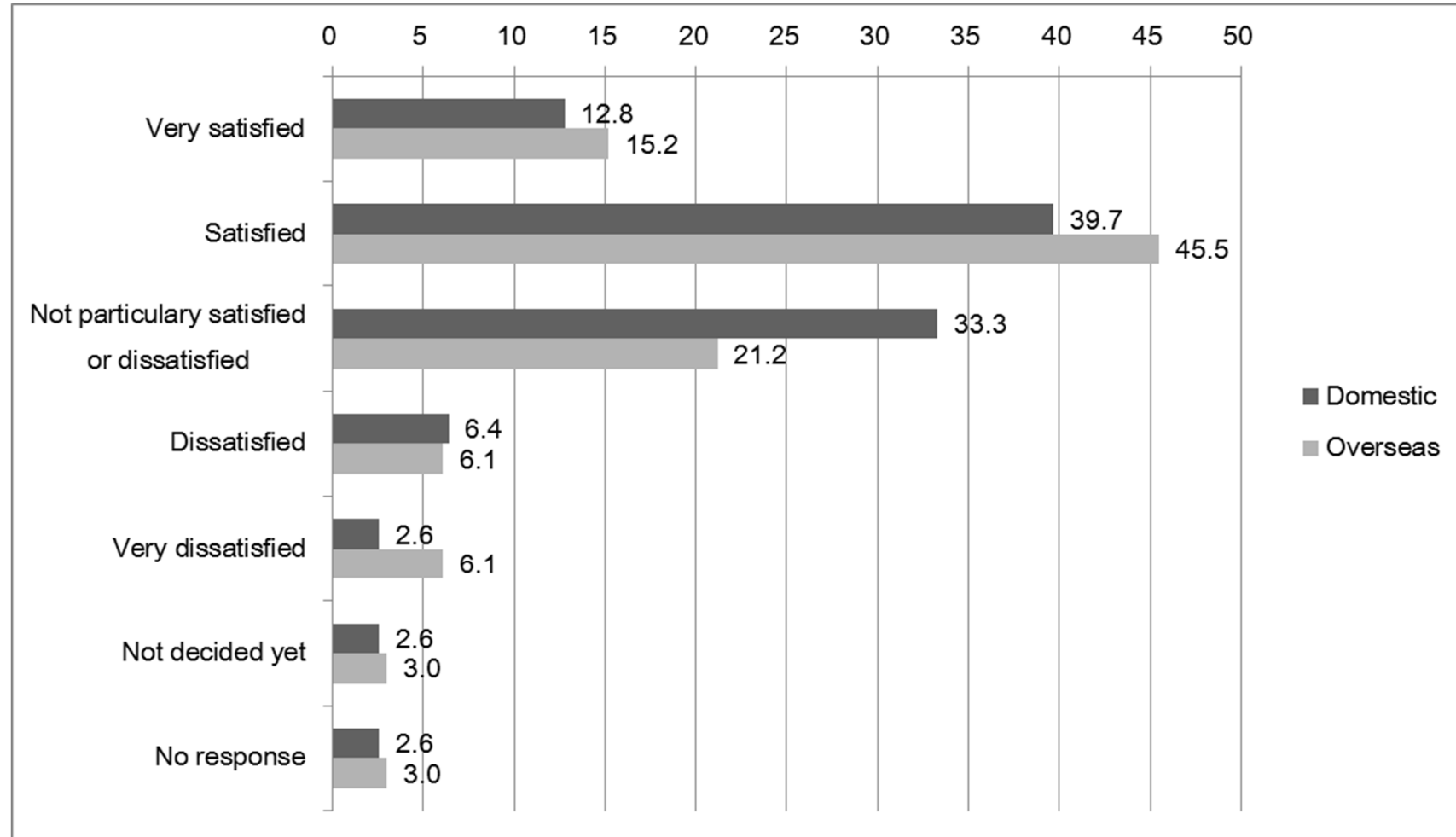
■ Exhibiting results (Business Day)

※Unit:%



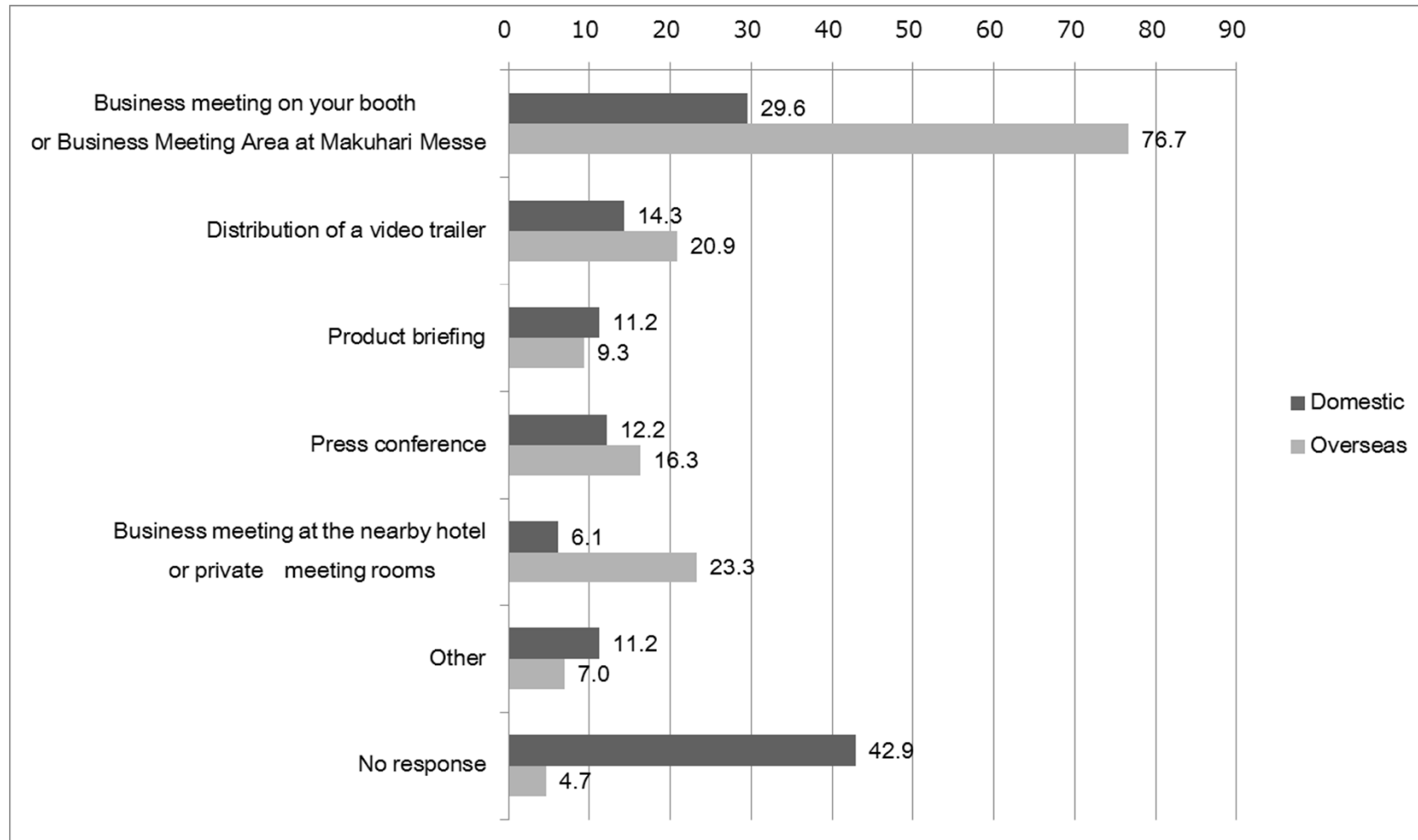
■ Exhibiting results (Public Day)

※Unit:%



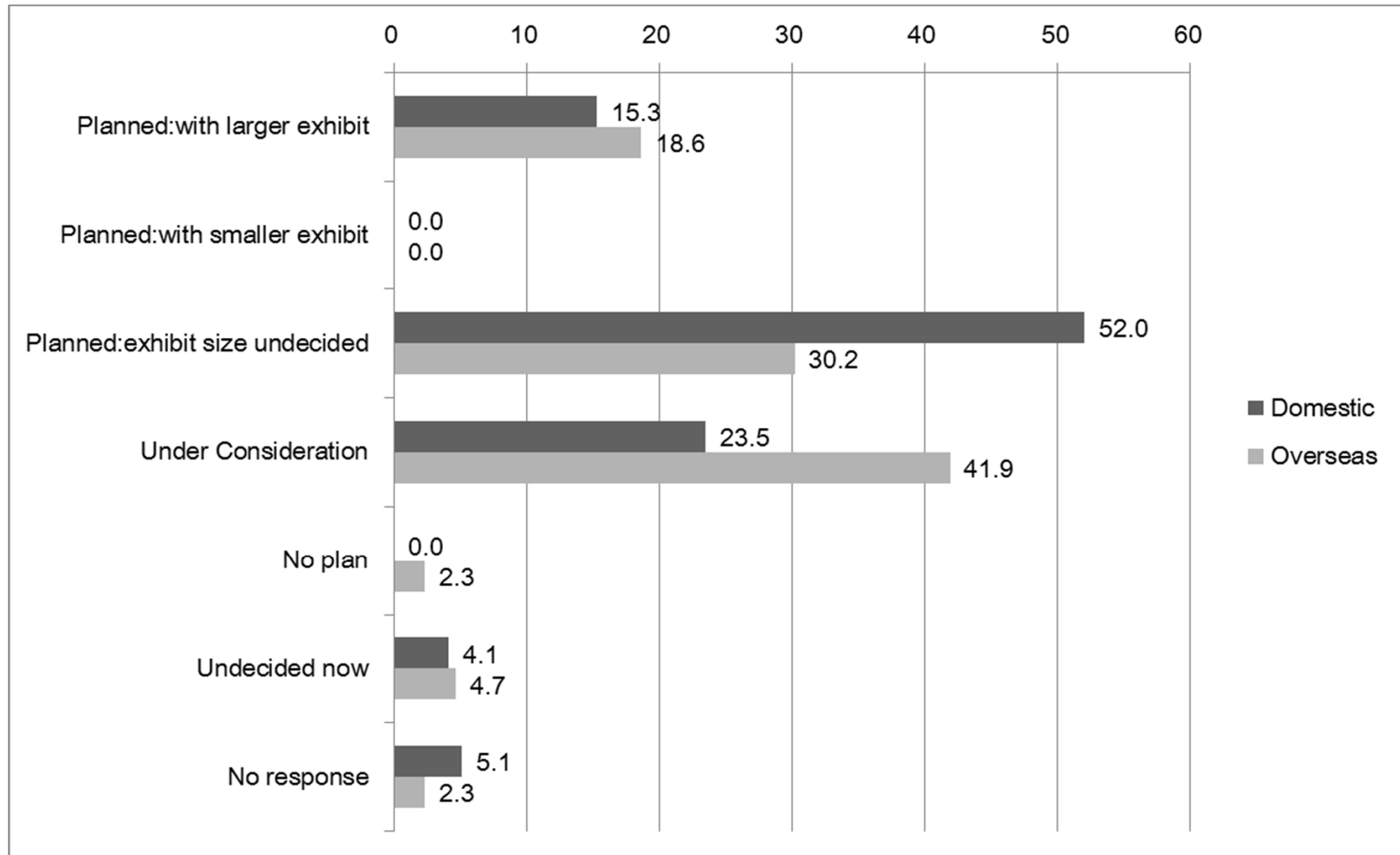
■ Activities on Business Days (multiple answers)

※Unit:%



■ TGS2018 Exhibit Plans

※Unit:%



Publicities

Newspaper and Magazine Articles Printed, and TV and Radio Reports Broadcasted

	TV	Radio	Newspaper	General Magazine / Specialized paper magazine	Web	Total
Before the Show	1	2	115	73	800	991
During the Show	65	14	198	16	2500	2793
After the Show	50	25	78	50	700	903
Total	116	41	391	139	4000	4687
2016	151	37	482	213	4398	5281

Number of Media and Reports during the Show Period

Media Category			Sep.21 (Thu)		Sep.22 (Fri)		Sep.23 (Sat)		Sep.24 (Sun)		Total	
			Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters	Number of Media	Reporters
1	D o m e s t i c	Web	307	901	198	666	149	399	115	399	769	2,365
2		Newspaper	35	71	20	34	12	19	7	12	74	136
3		News Agency	16	27	5	7	5	5	2	2	28	41
4		TV (Satellite TV/CATV)	22	61	7	31	10	17	6	11	45	120
5		TV (Terrestrial)	42	259	28	110	17	49	11	28	98	446
6		Editor/Freelance Writer/Others	7	25	4	11	4	7	2	4	17	47
7		Radio	13	29	5	11	2	3	4	17	24	60
8		Magazine	131	332	121	275	47	123	30	72	329	802
9		Overseas Media	265	589	228	494	168	272	80	140	741	1,495
Total			838	2,294	616	1,639	414	894	257	685	2,125	5,512
2016			Sep.15 (Thu)		Sep.16 (Fri)		Sep.17 (Sat)		Sep.18 (Sun)		合計	
			885	2,697	696	1,882	453	1,005	321	788	2,355	6,372

Breakdown of Overseas Media

Reported-to region		Number of Reporters				Cumulative Total Number of People				Number of Media			
		Sep.21	Sep.22	Sep.23	Sep.24	2017	2016	increase and decrease		2017	2016	increase and decrease	
Asia	China	123	118	68	45	354	437	-83	▼	74	96	-22	▼
	South Korea	50	37	28	15	130	110	20	△	31	36	-5	▼
	Hong Kong	51	40	26	7	124	71	53	△	59	42	17	△
	Taiwan	48	24	26	16	114	125	-11	▼	59	74	-15	▼
	Phillipines	21	21	7	3	52	19	33	△	20	15	5	△
	Indonesia	12	11	8	7	38	60	-22	▼	8	19	-11	▼
	Japan	14	13	2	-	29	107	-78	▼	10	79	-69	▼
	Thailand	13	4	4	1	22	54	-32	▼	12	30	-18	▼
	Malaysia	9	5	4	3	21	9	12	△	11	9	2	△
	Singapore	4	2	-	-	6	18	-12	▼	3	7	-4	▼
India	1	-	-	-	1	4	-3	▼	1	2	-1	▼	
Europe	France	41	25	13	3	82	89	-7	▼	36	41	-5	▼
	United Kingdom	19	32	5	-	56	22	34	△	27	20	7	△
	Italy	13	10	12	3	38	41	-3	▼	33	32	1	△
	Spain	14	12	3	-	29	66	-37	▼	25	32	-7	▼
	Germany	12	8	1	-	21	52	-31	▼	10	30	-20	▼
	Croatia ^{※1}	4	4	2	-	10	-	10	△	2	-	2	△
	Ireland	3	4	-	-	7	3	4	△	3	3	-	-
	Denmark	2	3	2	-	7	5	2	△	4	4	-	-
	Netherlands	3	1	1	-	5	15	-10	▼	2	9	-7	▼
	Russia	2	1	-	-	3	7	-4	▼	2	4	-2	▼
	Sweden	1	-	1	-	2	6	-4	▼	1	6	-5	▼
Hungary	2	-	-	-	2	7	-5	▼	2	3	-1	▼	
Poland	1	-	-	-	1	8	-7	▼	1	5	-4	▼	
Middle East	Iran ^{※1}	1	-	-	-	1	-	1	△	1	-	1	△
	Saudi Arabia	3	1	-	1	5	13	-8	▼	2	6	-4	▼
	Qatar	-	5	-	-	5	5	-	-	2	2	-	-
North and Latin America	United States	88	85	43	28	244	124	120	△	69	60	9	△
	Canada	8	6	3	3	20	36	-16	▼	11	24	-13	▼
	Mexico	8	3	4	2	17	21	-4	▼	14	18	-4	▼
	Argentina	2	11	1	2	16	20	-4	▼	7	9	-2	▼
	Peru ^{※1}	4	1	2	1	8	-	8	△	3	-	3	△
Brazil	1	-	6	-	7	9	-2	▼	2	2	-	-	
Oceania	Australia	11	7	-	-	18	42	-24	▼	8	27	-19	▼
Total		589	494	272	140	1495	1645^{※2}	-150	▼	555	768^{※2}	-191	▼

△:increase ▼:decrease ※1:Last year's non-participating countries ※2:includes TGS2016 participating/TGS2017 non-participating countries → Austria,Belgium,Chile,Greece,Kuwait,Malta,Myanmar,Portugal,Serbia,Venezuela

TOKYO GAME SHOW 2018

Period (scheduled) : Sep.20 (Thu) — Sep.23 (Sun)

Venue: Makuhari Messe

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

TOKYO GAME SHOW 2017 Official Report

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