

Innovative forum that leads you to the future contents of Games, Movies, Music and Television.

## “CoFesta Forum in TGS2007” Conference

Date: Friday, September 21 / Venue: Hotel New Otani Makuhari, Tsuru Higashinoma Room

The Ministry of Economy, Trade and Industry, together with the Computer Entertainment Supplier's Association (CESA) are pleased to announce that "CoFesta Forum in TGS2007", a conference for those involved in the content industry, will be held as part of the "JAPAN International Contents Festival" (CoFesta, URL <http://www.cofesta.jp/>) which is a series of events aimed at the further development of the content industry and sponsored jointly by the government and private sectors.

This event, which comprises three seminars, is an international conference where we will present the latest content trends and the future of the content business. In the International Session, we have invited speakers from Microsoft Corporation and Ensemble Studios to present their views on the current status of the game business in the U.S. and the future outlook. In the Media Mix Session for movie and game media mix strategies, we will focus on what the ideal media mix should be, as well the strategies for achieving this mix, from three different viewpoints: creation, distribution and overall control. Finally, in the Entertainment Global Meeting seminar, we have invited key people from various industries to share their views on the global status quo and the issues facing Japan with regard to raising the international profile of Japanese content.

The conference will be held in the Tsuru Higashinoma Room, Hotel New Otani Makuhari (Chiba City, Chiba Prefecture). Admission will be free of charge. Applications are now being accepted at the official website [<http://www.at-conference.jp/cofesta/>]. Simultaneous translation will be provided in five languages (Japanese, English, Korean, Chinese and French) for all the seminars.

### “CoFesta Forum in TGS2007” Event Outline

Venue: Hotel New Otani Makuhari, Tsuru Higashinoma Room

Date: Friday, September 21, 2007  
International Session: 10:30 to 12:00  
Media Mix Session: 13:00 to 15:00  
Entertainment Global Meeting: 15:30 to 17:30

Conference fee: Free of charge  
● Please note, however, that since Friday is one of the two Tokyo Game Show business days, admission will be limited to those persons holding a “business day invitation ticket”.

Conference application: Please fill out the registration form provided on the official website <http://www.at-conference.jp/cofesta/>.  
● Applications will be accepted in the order that they are received until all the seats have been filled.

### What is the JAPAN International Contents Festival?

This autumn, Japan will establish “the Japan International Contents Festival” (hereinafter “CoFesta”) by concentrating the markets and events in the video game, animation, manga, music, broadcasting and film fields. CoFesta is the generic term for a series of contents events which have been held or will be newly established by each contents industry. CoFesta's keyword is “linkage”. This incorporates innovative conception and new markets through linkage with each area of contents. It introduces Japan's most improved talent and technology, and overseas exchanges and links. Japan will be an Innovative meeting point for cultural exchange. The opening ceremony of the Festival will be held on September 19th, and the Tokyo Game Show will be launched as the starting event. This will be followed by events focusing on animation, computer graphics, popular music, and manga, and finally the Tokyo International Film Festival will be the closing event of CoFesta.

--- Contacts for enquiries concerning “CoFesta in TGS2007”-----

For enquiries concerning registration for the conference, please visit the official website

<http://www.at-conference.jp/cofesta/>.

For media-related enquiries: [Tel] 03-5541-6069/[E-mail] [cofestaforum\\_press@publicity-bur.co.jp](mailto:cofestaforum_press@publicity-bur.co.jp)

● A Tokyo Game Show press pass is required for media persons wishing to cover the “CoFesta Forum in TGS2007” conference.

● Please see the Media Info section on the <http://tgs.cesa.or.jp/> website for details on how to obtain a Tokyo Game Show press pass.

**International Session [10:30 to 12:00]**

Theme: Future direction of Xbox 360 and examples of major game titles taking advantage of hardware functions.

Outline: We will explain the future direction of "Xbox 360", which was marketed ahead of its rivals as next-generation hardware. We will also use detailed examples to look at future plans by large-scale major titles taking advantage of Xbox 360 functions. Recently, new game consoles are being developed with constant on-line connection as a prerequisite and developers are faced with the issue of improving user satisfaction through on-line community services. In this session, we will touch on the future direction of new on-line service models.

Lecturers: Microsoft Corporation Microsoft Game Studio GM in charge of Europe and Asia  
Ensemble Studios One of the person in charge of development of Age of Empire  
Ensemble Studios One of the person in charge of development of Halo Wars  
Note: The lecturers have not yet been selected.

Moderator: Mr. Kiyoshi Shin, IGDA Representative in Japan

**Media Mix Session [13:00 to 15:00]**

Theme: How can you increase revenue opportunities by showing your content through the media mix?

Outline: As the market expands within and beyond national borders and media becomes increasingly versatile, Mediamix is increasingly becoming an effective tool for content creators to increase the number of users of their content as well as their revenue opportunities. However, content cannot be evaluated appropriately and you cannot be successful in your business by simply taking aim at Mediamix without any specific purpose. I will take a look at the ideal Mediamix and content creation strategies for achieving the ideal Mediamix based on the following three viewpoints: content creators, platforms for distributing content and producers who manage the entire process.

Lecturers: Mr. Masao Takiyama  
Sony Pictures Entertainment (Japan)  
Representative of TV Division and President of Animax Broadcast Japan  
  
Mr. Toshihiro Nagoshi  
SEGA  
R&D Creative Officer National CS Business Division, CS Development Group submanager and  
NE Software R&D Manager  
  
Mr. Masakazu Kubo  
Shougakukan Character Business Center, Director

Moderator: Mr. Junpei Furuhashi, Vice Editor, Nikkei Business Associé

**Entertainment Global Meeting [15:30 to 17:30]**

Theme: Reach the world with Japanese entertainment contents

Outline: Japan is the world's second largest entertainment superpower. In reality, however, its imports far exceed its exports. Producing global entertainment products is the earnest wish of both Japanese creators and producers. How can it be realized? People active in the global entertainment world get together to discuss the world reality and issues in Japan.

Panelists: Mr. Bill Kong Edko Films Representative

Mr. Takashige Ichise Oz Representative Director

Mr. Takashi Hirano  
TBS Television  
Head Office of Project Development, Content Business Division, Video Business Center, Movie  
Unit Producer

Mr. Shinji Miyazaki  
Avex Taiwan President and special advisor for Avex China

Mr. Yoichi Wada  
Square Enix President

Moderator: Mr. Hideo Shinada, Editorial Committee member, Nikkei Entertainment!