## Japan Game Awards 2006 Award Ceremonies to be Held at TOKYO GAME SHOW 2006

Since 1996, the Computer Entertainment Supplier's Association (CESA) has selected outstanding entertainment software titles for recognition at an annual awards event that ranks, together with the TOKYO GAME SHOW, as one of CESA's biggest event of the year.

Today, computer games are the most internationally competitive part of the digital content industry and firmly established as a form of entertainment for which Japan is known worldwide. The games that receive the highest honors are those that are most loved by gamers over the previous year, and represent the best of the highly regarded Japanese computer entertainment industry. To express this more directly, and to promote domestic and international awareness among gamers and more broadly, we have changed the name of the awards from the CESA Game Awards to the Japan Game Awards and decided to hold the award presentations at the main stage of TOKYO GAME SHOW 2006 (Makuhari Messe; 22-24 September 2006).

- Award ceremony for the Game of the Year and Indies categories: Friday, 22 Sept. at 16:30
- Award ceremony for the Future category: Sunday, 24 Sept. at 12:00
   (All at the main stage (Hall 8) of TOKYO GAME SHOW 2006.)

Presenting a number of outstanding titles worthy of representing the year, the award ceremonies at TOKYO GAME SHOW 2006 will bring together some of the finest creative minds in the world. By giving the many attendees a sense of how enjoyable and appealing games can be, and giving members of the media the opportunity to share with the world the joy of such creators and their thoughts about the winning titles, the festivities are sure to demonstrate the new excitement and dreams offered by Japan's world-class entertainment.

**Japan Game Awards Official Website: http://awards.cesa.or.jp/english**
**Inquiry: info@cesa.or.jp**

## The Japan Game Awards

The system of selecting outstanding computer entertainment software for recognition was established in 1996, the year of CESA's founding. The first award winners were announced the following spring in conjunction with the TOKYO GAME SHOW. Ever since, the awards have ranked, together with the TOKYO GAME SHOW, as one of CESA's biggest events. Today, developers are honored as well as the companies that produce and market computer entertainment. In seeking to encourage developers of new titles and uncover new talent, the awards have shared the joy and wonders of computer entertainment with many, thereby contributing to the further growth of the industry.

There are three categories of award: the Game of the Year category, for which all games released in the Japanese market between 1 April 2005 and 31 March 2006 are eligible; the Future category, for which pre-release games presented and exhibited at TOKYO GAME SHOW 2006 are eligible; and the Indies category for titles that have not yet been commercialized.

Award winners in the Game of the Year category are determined by the Japan Game Awards Selection Committee following the conclusion of the public vote (3 April through 25 July).

Award winners in the Future category are determined by the Japan Game Awards Selection Committee following the conclusion of the public vote held at the TOKYO GAME SHOW 2006 site.

Nominees for awards in the Indies category are determined by a preliminary screening of all titles submitted for consideration by the public (application period: 3 April through 25 July 2006). Nominees are then subjected to a secondary screening to determine award winners.