



Japan Game Awards : 2010

日本ゲーム大賞

PRESS RELEASE

March 16, 2010

## **"Japan Game Awards 2010"** **Announcement of its general outline**

Japan Game Awards 2010 commends honored computer entertainment software titles and their creators who have made contributions to the game industry, one of Japan's world-class key industries. The general outline of the Awards for 2010 has been announced.

In addition to "The Minister of Economy, Trade and Industry Award", Japan Game Awards 2010 will commend titles selected from entries in these divisions: "Games of the Year Division" for titles released in Japan during the previous fiscal year; "Future Division" for unreleased titles exhibited at the TOKYO GAME SHOW 2010; and the "Amateur Division" for original titles created by corporate bodies, organizations, or individuals categorized as amateurs.

The Commendation Ceremony is scheduled to be held at Makuhari Messe on September 16 (Thu) as part of the TOKYO GAME SHOW 2010, which is expected to draw a large number of visitors from the industry as well as members of the public.

### **Awards to be Presented at Japan Game Awards 2010**

**The Minister of Economy, Trade and Industry Award** commends an individual or group (e.g. company, organization) that has made a significant contribution to the development of the home game industry in Japan, based on titles created and released in recent years.

**Games of the Year Division** consists of the Grand Award, the Award of Excellence, the Global Award, and the Best Sales Award, all intended for titles released in Japan between April 1, 2009 and March 31, 2010. Nominees will be chosen by a popular vote to be held from mid-April, and the Japan Game Awards Selection Committee will make the final selection to determine the winners.

**Future Division** is intended for highly esteemed titles that are regarded as very promising for future development. Nominees will be chosen by a popular vote at the TOKYO GAME SHOW 2010, and the Selection Committee will make the final selection to determine the winners.

**Amateur Division** is intended to commend excellent original titles created by amateurs, whether they are corporate bodies, organizations, or individuals. Entries will be reviewed in the First, Secondary, and Final Screenings by professional creators and editors of trade journals to determine winners for the Grand Award, the Award for Excellence, and the Honorable Mention.

The Computer Entertainment Supplier's Association (CESA) has been hosting the Awards to recognize and commend excellent computer entertainment software titles since 1996, with the objective of helping to raise both the public awareness and development of Japan's world-class game industry. An important feature of the Japan Game Awards is that it is open to and recognizes not only titles but also the talents of the individuals and entities who create them.

***And this year, the introduction of new awards is being planned  
to further stimulate the Japanese game industry!***

(\*Details to be announced at a later date)

Through its engagement with the TOKYO GAME SHOW 2010, recognized as the one of the leading game shows in the world, the Japan Game Awards aim to address the fostering of individual talents and developers and communicate the fun and excitement of all kinds of computer entertainment to as many people as possible.

Please look forward to the Japan Game Awards 2010, spotlighting Japan's top creators!

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Japan Game Awards official website: <http://awards.cesa.or.jp>

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# Outline of Japan Game Awards 2010

**EVENT TITLE** Japan Game Awards 2010  
**ORGANIZER** Computer Entertainment Supplier's Association (CESA)  
**SUPPORTING BODY** The Ministry of Economy, Trade and Industry (tbc)



## Awards

### **The Minister of Economy, Trade and Industry Award**

**Subject:** An individual or group (e.g. company, organization) who has contributed to the development of the home videogame industry in Japan  
**Awards:** One individual or group  
**Selection Procedure:** Nominated and reviewed for final selection by the Japan Game Awards Selection Committee

### **Games of the Year Division**

**Subject:** Computer entertainment software titles releases in Japan between April 1, 2009 and March 31, 2010, including those intended for home videogame consoles (both stationary and mobile types), PCs, and mobile phones, as well as non-Japanese titles localized for the Japanese market or created by non-members of the CESA (However, they must comply with the CESA Code of Ethics).  
**Awards:** Grand Award: 1 title  
Award of Excellence: Awarded to unspecified number of recipients  
Global Award: 1 title each in the Japanese and non-Japanese title divisions  
Best Sales Award: 1 title  
Special Award: Awarded only if there are appropriate recipients  
**Selection Procedure:** Nominated by popular vote and reviewed for final selection by the Japan Game Awards Selection Committee

### **Future Division**

**Subject:** All unreleased titles (including video) exhibited or launched at the TOKYO GAME SHOW 2010 held between September 16 (Thu) and 19 (Sun), 2010.  
**Awards:** Awarded to unspecified number of recipients  
**Selection Procedure:** After general voting by visitors from Sep.16 to Sep.18 at the TOKYO GAME SHOW 2010, and reviewed for final selection by the Japan Game Awards Selection Committee

### **Amateur Division**

**Subject:** All original titles created by amateurs, whether they are corporate bodies, organizations, or individuals. Included are titles that have been entered or commended in other contests (except in the past Amateur Division awards), and fully completed titles. However, titles that have entered other contests that prohibit multiple entries (including titles whose copyrights have been assigned to the organizer of such contests) are ineligible.  
\*Regardless of employment status (e.g. full-time, contracted, freelance), those who are receiving compensation or payment for creating games are regarded as professionals, and are ineligible to enter this Award. However, titles created prior to such employment engagement are eligible.  
**Entry Period:** March 15 (Mon) ~ June 30 (Wed), 2010  
**Awards:** Grand Award: A trophy and 500,000-yen cash prize  
Award for Excellence: A trophy and 50,000-yen cash prize  
Honorable Mention (awarded to unspecified number of recipients): A trophy  
**Selection Procedure:** All entries will be reviewed in the First Screening (by video) for selections into the Second Screening where the titles will be actually tried, and finally selected in the Final Screening (1 Grand Award, unspecified number of recipients for the Award of Excellence, and Honorable Mention).

## Japan Game Awards Selection Committee

**Chairman:** Takeshi Yoro, Professor Emeritus, University of Tokyo; Professor, Kitasato University  
**Members:** Industry journal editors, distribution representatives, creators, etc.

## Commendation Ceremony

**Venue:** TOKYO GAME SHOW 2010 event stage, Makuhari Messe  
**Date:** September 16 (Thu): "The Minister of Economy, Trade and Industry Award"  
"Games of the Year Division"  
September 18 (Sat): "Amateur Division"  
September 19 (Sun): "Future Division"

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