



## **"Japan Game Awards 2011"** **Announcement of its general outline**

Japan Game Awards 2011 commends computer entertainment software titles and their creators who have made contributions to the game industry, one of Japan's world-class key industries. This press release is to announce the general outline of the Awards for 2011.

This year's Japan Game Awards 2011 will feature the Individual or Organization Award and Minister of Economy, Trade and Industry Award in addition to the Games of the Year Division, Future Division, and Amateur Division. In addition, the Game Designers Award, which was newly established last year and has professional creators select a work for its uniqueness and innovativeness, was well received and will be awarded this year as well.

The Commendation Ceremony is scheduled to be held at Makuhari Messe on September 15th (Thursday) as part of the TOKYO GAME SHOW 2011, 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 2011**

**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 video 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, 2010 and March 31, 2011. 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 decision to determine the winners. In addition, the Game Designers Award which professional creators award to recognize uniqueness, innovativeness, and creativity, will also be awarded.

**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 2011, and the Selection Committee will make the final decision 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, Second, and Final Screenings by professional creators and editors of trade journals to determine the winners of 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. 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, with the objective of helping to raise both public awareness and the development of Japan's world-class game industry.

Through its engagement with the TOKYO GAME SHOW 2011, recognized as one of the leading game exhibitions in the world, the Japan Game Awards aim to address the fostering of individual talents and developers as well as convey the fun and excitement of all kinds of computer entertainment to as many people as possible.

We hope to see you at the Japan Game Awards 2011, spotlighting Japan's top creators!

# Outline of Japan Game Awards 2011

**EVENT TITLE** Japan Game Awards 2011  
**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 decision by the Japan Game Awards Selection Committee

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

Subject: Computer entertainment software titles releases in Japan between April 1, 2010 and March 31, 2011, 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 decision by the Japan Game Awards Selection Committee

#### **\* The following works qualify for the Game Designers Award and are judged as follows:**

Subject: Home videogame consoles sold in Japan from April 1, 2010 to March 31, 2011.  
Selection Procedure: Each judge scores each work on a 10-point scale. The scoring results from the judges are used to identify the work with the highest score as the winner. This is then approved by the Japan Games Award Selection Committee.

### **Future Division**

Subject: All unreleased titles (including video) exhibited or launched at the TOKYO GAME SHOW 2011 held between September 15 (Thu) and 18 (Sun), 2011.  
Awards: Awarded to unspecified number of recipients  
Selection Procedure: After general voting by visitors from Sep.15 to Sep.17 at the TOKYO GAME SHOW 2011, and reviewed for final decision 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 14 (Mon) ~ June 30 (Thu), 2011  
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 2011 event stage, Makuhari Messe  
Date: September 15 (Thu): "The Minister of Economy, Trade and Industry Award"  
"Games of the Year Division" "Game Designers Award"  
September 17 (Sat): "Amateur Division"  
September 18 (Sun): "Future Division"

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

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