



The Minister of Economy, Trade and Industry Award

Animal Crossing: New Horizons Development Team

Computer Entertainment Supplier's Association (CESA)

Japan Game Awards 2020 (JGA 2020), organized by the Computer Entertainment Supplier's Association (CESA; Chairman: Hideki Hayakawa), has selected ***Animal Crossing: New Horizons Development Team*** for the 2020 Minister of Economy, Trade and Industry Award.

[Reason for the award]

In this game, each player spends every day freely and easily on his or her own isolated island where time flows as in the real world.

How each player enjoys spending time is different from each other and includes fishing, communication with residents, collection of various items, and designing the island. The players actively send and exchange information on SNSs, which allows for opportunities to visit various players' islands and boosts communication among the players.

With communication starting from information sent by users, such as events hosted by influencers and celebrities which attract much attention, this game has developed into a movement that can be regarded as a social phenomenon not only in Japan, but also all over the world.

Because of this game, many users restarted playing with a home video game console after a long time and many users purchased their first home video game console, which largely increased the sales volume of the Nintendo Switch. Nintendo Switch Lite, a handheld-only version, has also been purchased by many female gamers with the release a new coral color version with the software and it is still popular. This game largely broadened the range of game users.

"My Design," which is one of the in-game features, enables players to design their own costumes and the likes and release them to other players online. It is efficiently used by many brands and companies in the real world. The product won the award because of its large contribution to the development of the industry, including the fact that it drew the attention of fans from other fields. Some famous foreign museums, for example, offered data of items created based on their collections.

The Minister of Economy, Trade and Industry Award was established in 2008 with sponsorship from the Ministry of Economy, Trade and Industry. It is the only award that recognizes an individual or organization that has made a great contribution to the growth and development of the Japanese computer entertainment software industry, and is selected based on the results of a title created and released in recent years. Selection is conducted with careful reviews by the Japan Game Award Committee.

You can also view the archived video: <https://youtu.be/RNH7pcen5kQ>

Official website: <http://awards.cesa.or.jp/>

■ For inquiries from the press: TOKYO GAME SHOW Management Office Press Room:
e-mail: jga2020@azw.co.jp