

Mr. Satoru Iwata, President of Nintendo Co.,Ltd., will deliver a keynote speech titled "20 Years After the Nintendo Famicom: The Past, Present and Future of the Video Game Industry." The Conference Sessions will focus on the latest game industry trends in business and technology, including mobile phone games, online games, and character business. The TGS Forum 2003 will also include a developers session called CEDEC Premium to be held in conjunction with CEDEC, the Japanese game industry's largest developers conference, organized by CESA and held on September 4 and 5. Lectures by well-known game creators from overseas will be offered in cooperation with the international Game Developers Association <IGDA>.

【Date & Hour】	September 26, Friday	Keynote Speech: 10:30	11:40
		Conference Sessions: 13:30	16:30
【Venue】	The International Conference Hall in Makuhari Messe		
【Attendance Fee】	Keynote Speech: Free of Charge		
	Conference Sessions: 12,000 yen per session for advance ticket		
	15,000 yen per session for day ticket		

This conference session will be held in conjunction with CEDEC (CESA Developers Conference), the Japanese game industry's largest developers conference, organized by CESA. In cooperation with International Game Developers <IGDA>, Mr. Graeme Devine, Chairperson Emeritus, IGDA, will deliver

a lecture on Global Differences in Game Development Methods. Furthermore, Mr. Yu Suzuki, Officer, Sega Corporation, will join the panel discussion.

TGS Forum 2003 Program

10:30 11:30	[Keynote Speech]	
	<p>Mr. Satoru Iwata, President of Nintendo Co.,Ltd.</p> <p>Theme: 20 Years After the Nintendo Famicom: The Past, Present, and Future of the Video Game Industry</p> <p>Contents: Analysis of the now-mature game industry on the 20th anniversary of Famicom's 1983 debut & explaining Nintendo's vision for the future</p>	
13:00 15:00	<p>Mobile Phone Game Session</p> <p>The Forefront of Mobile Phone Games: How to Develop and How to Make Money</p> <p>13:00 ~ 13:35 LECTURE</p> <p>New Possibilities of Mobile Online Games</p> <p>Mr. Ilkka Raskinen, Senior Vice President, Entertainment and Media Business Unit, Nokia Mobile Phones</p> <p>13:35 ~ 15:00 RELAY TALK & PANEL DISCUSSION</p> <p>Mr. Yukiharu Sambe, Managing Director, EW DIVISION, TAITO CORPORATION</p> <p>Mr. Shigeichi Ishimura, President, Web&Mobile Contents Business Company, NAMCO Limited</p> <p>Mr. Kunji Katsuki, Executive Officer, Mobile Business Division, HUDSON SOFT COMPANY, LIMITED</p> <p>PANEL DISCUSSION</p> <p>Moderator: Mr. Makoto Kawakami Editor-in-Chief, Nikkei Click</p>	<p>Online Game Session</p> <p>Online Games Are Emerging: Multilateral Approach Towards Creation of a New Market</p> <p>13:00 ~ 13:35 LECTURE</p> <p>Lineage ~A Challenge for the Next Online Games ~</p> <p>Mr. Tack Jin Kim, President & CEO, NCsoft Corp.</p> <p>13:35 ~ 15:00 RELAY TALK & PANEL DISCUSSION</p> <p>Mission for "Hot Shots Golf" Online Project</p> <p>Mr. Yasuhide Kobayashi, Vice President & Executive Producer Product Development Dept.#1, Sony Computer Entertainment Inc.</p> <p>In a Seemingly Endless Voyage: First-time Experience of Producing MMORPG ('True Fantasy Live Online' for Xbox)</p> <p>Mr. Akihiro Hino, CEO/President, LEVEL-5 Inc.</p> <p>PANEL DISCUSSION</p> <p>Moderator: Mr. Kazuhiro Watanabe, Editor-in-Chief, Nikkei Netnavigator</p> <p>Panelists: Mr. Yasuhide Kobayash, Sony Computer Entertainment Inc. Mr. Akihiro Hino, Level-5 Inc. Mr. Mitsuhiro Someya, Senior Manager, Lineage Service Dept. , NCJapan K.K.</p>
15:10 18:00	<p>Developers session: "CEDEC Premium"</p> <p>Supported by: IGDA</p> <p>Game Development Methods to Survive in the Global Market</p> <p>15:10 ~ 15:55 LECTURE</p> <p>Myths and Stories from the USA</p> <p>Mr. Graeme Devine, Chairperson Emeritus, IGDA, Senior Software Engineer, Ensemble Studios / Microsoft</p> <p>16:00 ~ 16:40 LECTURE</p> <p>Designing and Programming of Network Games Based on P-to-P</p> <p>Mr. David Weinstein, Senior Software Engineer: Networking, Red Storm Entertainment</p> <p>16:50 ~ 17:40 PANEL DISCUSSION</p> <p>Global Differences in Game Development Methods</p> <p>Moderator: Mr. Kiyoshi Shin, Coordinator, IGDA Tokyo Chapter</p> <p>Panelists: Mr. Graeme Devine, Mr. David Weinstein, Mr. Yu Suzuki, Officer, Sega Corporation</p> <p>17:40 ~ 18:00 Q & A Session</p>	<p>Character business session</p> <p>Character Business from a New Viewpoint</p> <p>Introducing What Is Happening Now in Overseas Markets, New Character Creation and Cross-industry Collaboration</p> <p>15:10 ~ 15:50 LECTURE</p> <p>The Truth About the Latest Trends in the American Character Business</p> <p>Mr. Masaki Kaifu, Producer, Wowmax Media L.L.C. Mr. Russell Binder, Producer, Wowmax Media L.L.C.</p> <p>16:00 ~ 16:40 LECTURE</p> <p>Case Study of 'Dokodemo Issho': How a Popular Game Character Was Born</p> <p>Mr. Kazunori Nanji President, BeXide Inc. (old Bomber express Co.,Ltd.)</p> <p>16:50 ~ 17:30 LECTURE</p> <p>Character Collaboration Promoted by Medicom Toy (tentative title)</p> <p>Mr. Tatsuhiko "Ryu" Akashi, President & CEO, MEDICOM TOY CORPORATION</p> <p>Coordinator: Mr. Hitoshi Nakamura, Editor-in-Chief, NIKKEI Characters!</p>