

Announcement of “Game Industry Strategy –  
A Vision for the Development and the Future of the Game Industry” (provisional name)

1. Why the “Game Industry Strategy” now?

Japan’s game industry, as the nation’s largest contents export industry, is an extremely important sector that contributes to the development of the Japanese economy, the dissemination of the “Japan Brand,” and much more. Nevertheless, Japan’s game industry is confronted by challenges such as increasing international competition due to the robust growth of foreign companies, sluggish domestic sales, and societal issues such as concerns for the healthy development of young people. The industry finds itself in a situation where it is faced by challenges and developments that are not all positive. This year is also an extremely important year for the game industry because a number of next-generation video game systems will be released.

For these reasons, METI this April began convening the “**Game Industry Strategy Study Group**” (Chair: Professor Akira Baba of the Interfaculty Initiative in Information Studies and the Graduate School of Interdisciplinary Information Studies, The University of Tokyo), and representatives from government, industry and academia have since compiled the “Game Industry Strategy.”

2. Overview of the “Game Industry Strategy”

The “Game Industry Strategy” presents two visions for the future that Japan’s game industry should aim for, and three strategies to promote their realization.

The two visions for the future that Japan’s game industry should aim for are: 1) Japan’s game industry should aim at becoming the world leader; and 2) that Japan’s game industry should receive the widespread support of society and people. In order to promote the realization of these two visions, industry, academia and the government will over the next five years make concerted efforts on the following three strategies: The first being a “development strategy”; the second a “business strategy”; and the third a “communications strategy.”

## Three Strategies for Realizing the Game Industry's Vision for the Future (Overview)

1. Development strategy: Game creation and the reinforcement of developmental capabilities.

### (1) Establish an environment that brings out the creator's potential

- International and national programs to acknowledge and reward outstanding game creators should be created.
- Conferences for game developers should be held, and the scope of game companies' confidentiality obligations and procedures for authorizing a game's release should be clarified.

### (2) Reinforce the system for ensuring the promotion of high-caliber human resources within the game industry

- The skills and career paths required for games creators and other posts should be clarified, the introduction of a screening system should be considered.
- Programs to acknowledge and reward students who produce games as well as the creation of a recruitment portal site for the game industry should be considered.

### (3) Promote human resources development through industry-academia coordination

- Internships in the game industry should be promoted.
- Establishing a contact point in the game industry for coordination with educational institutions should be considered.

### (4) Establish a system for the promotion of R&D

- Game-related research conducted at universities should be studied; industry-academia coordination and inter-company coordination should be promoted.
- Presenting awards for new technologies and essays related to games should be considered.

2. Business strategy: Reinforcement of business development in overseas markets and new environments

### (1) Drastically reinforce the international profile of the "Tokyo Game Show" through

boosting the event's communications capability

- Bearing in mind the downscaling of E3, the international profile and PR functions and strategies of the “Tokyo Game Show” should be drastically reinforced by actively coordinating with other events such as the “International Contents Carnival” (provisional title), “CEDEC,” and “DiGRA2007.”

(2) Promote business development in overseas markets

- Efforts should be made to advance full-scale business development in overseas markets and to make further progress in the creation of a game development system that takes account of overseas markets, such as by studying the size of overseas markets and overseas legal systems.
- Overseas business opportunities should be expanded by strengthening the support extended to small- and medium-sized venture (emerging) firms for exhibitions of games at overseas fairs, while at the same time engaging in the elimination of pirated copies.

(3) Promote business development that makes use of the broadband environment

- Establishing a forum for coordination between home video game companies and online game companies, as well as a forum for exploring measures to cope with new issues that accompany the development of online games, should be considered.

(4) Promote business development of small- and medium-sized venture firms

- The exhibition of the incubation (support for new projects) functions of universities should be promoted, along with the improvement of a fund procurement environment for games companies.

3. Communications strategy: Reinforcement of communication with society
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(1) Reinforce information analysis and dissemination by the games industry

- Efforts should be made to deal with the concerns of society and people by shifting from a “defensive mode” to an “information dissemination mode” and, thereby, proactively disseminate positive information about the industry.
- Efforts should be made to resolve social issues such as education/learning and welfare/healthcare issues by making use of games.

(2) Implement efforts aimed at two-way communication

- Efforts should be made to establish two-way communication with society and people by setting up a forum for dialogue between industry and customers, parents and guardians, those in the education field, the media, etc.

(3) Reinforce efforts for the sound development of young people

- Regarding the “new rating system by age” of the Computer Entertainment Rating Organization (CERO), activities should be undertaken to disseminate this system throughout society and among the people, and constant reviews should be made that take the social context into account. Furthermore, activities should be advanced to ensure that the new system is in line with other rating systems (for example those for movies, videos, etc.), and efforts should be made to realize an even clearer rating system.