

Announcement of the “eSports GINZA studio,” a New eSports Base

The Konami Group will establish the “eSports GINZA studio,” a next-generation hall with cutting-edge stage effects and video distribution equipment, at the Konami Creative Center Ginza (KCC GINZA), which is under construction and is positioned as our new base of business.

KCC GINZA, which is slated to complete construction in November 2019, will serve as a new base for the Konami Group, which not only boasts popular existing games but also creates new forms of entertainment and disseminates them to the public.

The “eSports GINZA studio” will be a public hall fully equipped with the devices best suited for eSports, such as sound and lighting systems used for stage effects as well as video distribution equipment. At KCC GINZA, the Konami Group also plans to offer classes that are aimed at fostering human resources in the field of eSports, and to set up a shop that sells products related to eSports.

eSports, which brings the competitiveness of sports to games, is garnering attention in Japan and other parts of the world, and continues to grow to a scale that rivals major active sports in terms of tournament spectators and viewing audiences.

The Konami Group has sponsored the eSports championships for the *Winning Eleven* series since 2001, including the world championships, the PES LEAGUE, also held this year. In addition, KONAMI is co-hosting the “eJ.LEAGUE Winning Eleven 2019 Season” in collaboration with the Japan Professional Football League (J.LEAGUE), with our mobile game *Winning Eleven 2019* as the competition title.

The *Yu-Gi-Oh!* series has been holding world championships for its trading card game since 2003, and entered the mobile game market in 2017. The *JIKKYOU PAWAFURU PUROYAKYU* series has been holding a national championship since 2016, and

began hosting eBASEBALL tournaments jointly organized with the Nippon Professional Baseball (NPB) Organization in 2018.

We have also held the official eSports tournament for arcade games, the “KONAMI Arcade Championship,” since 2011. From the second tournament onward, players from overseas were accepted, making it an international event.

In 2020, all eyes will be on Tokyo as international interest in sports reaches full swing. We ask for your anticipation as KONAMI utilizes KCC GINZA as a new hub to spread entertainment to the world and works to promulgate and invigorate the eSports industry.



Conceptual rendering of the Konami Creative Center Ginza (KCC GINZA)
Left: rendering from the west side / Ginza street
Right: rendering from the north side / Kyobashi