

Growth Policy Proposal Sheet

Growth Policy Classification	Proposal No.	Proposals (policy-making)	Recommendations and proposed actions	The entity that implements the recommendations				Category of proposals (classification)				
				JeSU	Ind.	Inst.	Gov.	Funding	System Maintenance	Deregulation	Human Resource Development	
A Improve game attraction	A-1	Selection of title (improve attraction)	<ul style="list-style-type: none"> Cooperate to persistently grow titles that are likely to have a large fan base <ul style="list-style-type: none"> Systematize the various esports tournaments by introducing a tournament grading system, and improve recognition and branding of the titles Cast light on esports title developers as well and aim to brand Japanese esports titles by promoting collectively with esports titles, developers and players Create motivation for fans to commit to esports titles by awarding titles that are supported by fans and focused on esports entertainment (e.g., hosting a large number of community tournaments), such as "esports title of the year" Increase the number of players by developing cross device games 	Publishers, JeSU	○	◎			-	-	-	-
	A-2	Develop global title that can be played from any device	<ul style="list-style-type: none"> Develop titles that are not tied to specific consoles or mobile in order to attract more fans (several games in overseas are not tied to devices, such as PUBG and Fortnite) <ul style="list-style-type: none"> Tax incentives to support research and development to increase global competitiveness, and provide the result to domestic companies Fund under the framework of "Cool Japan" for titles that can be deployed overseas. Make support for overseas event management available Efforts should be sought by each publishers to increase the number of cross-screen and multi-platform game titles to a certain level 	Publishers, Government Agencies		◎		○	-	-	-	-
	A-3	Develop necessary technology for esports	<ul style="list-style-type: none"> Support the development of technologies necessary for esports to become globally competitive <ul style="list-style-type: none"> Research and development support to increase global competitiveness Consideration should be given to initiatives that will lead to an increase in the number of game creators, such as a program for aspiring game creators to study abroad 	JeSU, Publisher/Developer	○	◎			✓			
B Improve event attraction	B-1	Formalize esports as an official sport in regional sports competitions	<ul style="list-style-type: none"> Make regional games such as the National Athletic Meet and Koshien (national high school championship) official <ul style="list-style-type: none"> Define esports under the <i>Basic Act on Sports</i>; establish a framework for youth sports teams, and promote esports among elementary and junior high school students at the local level Add regional color to esports by franchising esports teams to revitalize the region Support the development of esports players in schools and companies, and establish a support system to start club teams 	JeSU, Tournament Organizers, Publishers, Government agencies	○	◎		○	-	-	-	-
	B-2	Host esports world championships in Japan	<ul style="list-style-type: none"> Japan to take the lead in hosting the World Cup by cooperating with other countries <ul style="list-style-type: none"> The effect of attracting fans (e.g. the Rugby World Cup successfully increased the number of light fans who doesn't even know the rules) It is important that Japanese esports players are strong in the competition (either to hold the event with titles that Japanese players have advantage of, or to improve the level of Japanese competition in major global titles) It would be interesting to have an esports version of the Olympics led by JeSU. Launch the "2025 e World Cup" along with the Osaka-Kansai Expo as the target year for a Japan-born title One idea is to design a competition based on IEM and other sources 	JeSU, Tournament Organizers, Publishers, Government agencies	◎	◎		○	✓			
	B-3	Hold themed competitions, etc.	<ul style="list-style-type: none"> Hold themed competitions by age, gender, region, level, etc. <ul style="list-style-type: none"> Various levels of competitions that are easy to watch and understand, even for light fans It is fun to watch when people are on the same level as they are It is important to get people to participate and understand the fun of the sport, so hold competitions where anyone can have an incentive to participate Organize various tournaments for youth, seniors, ladies, disabled, etc. in an easy-to-understand manner and cooperate with related organizations 	Tournament Organizers and Publishers		◎			-	-	-	-
	B-4	Produce star player -Finding Diamonds in the Rough	<ul style="list-style-type: none"> Target teams/players who are talented with hardcore fan base and feature them in the media to create stars (In Korea, players and commentators unknown to the general population have become famous through cable TV.) <ul style="list-style-type: none"> By creating an easy-to-understand rivalry like the pre-war Waseda-Keio match or the current Hakone Ekiden, a story is created, the players get the spotlight, and interesting characters emerge. Establish an esports study abroad program (including study abroad in Japan). Japanese people learn the language and culture of other countries by studying abroad, and become an ambassador for Japan. Also, encourage foreign esports players to study in Japan and make Japan's environment more competitive If B-2 "Hosting the World esports Championship in Japan" is realized and Japanese teams play well, star players will inevitably emerge 	Media and Teams		◎			-	-	-	-
	B-5	Promote acquisition and accumulation of know-how on event management and program production	<ul style="list-style-type: none"> Train management and production staff who are passionate about the game and understand fan psychology <ul style="list-style-type: none"> Collaborate with a vocational school opening an esports department and accumulate knowledge through interviews Gather information on what kind of tournaments exist in Japan and other countries, what teams and players have hardcore fans, and use this information to hold tournaments and create programs National and regional media collaboration 	Tournament Organizers and Media		◎			-	-	-	-
	B-6	Seminar and gathering of professional players	<ul style="list-style-type: none"> Provide young people with a place where they can develop and admire professionals <ul style="list-style-type: none"> Hold seminars where players can learn about general education and how to behave in a professional manner Absorb the knowledge of others in a social gathering of players, including those from other game genres 	JeSU	◎							✓
	B-7	Hold competitions with short run time	<ul style="list-style-type: none"> Existing tournaments are often held all day long and audiences get tired of them <ul style="list-style-type: none"> Host a tournament that takes a few hours to complete, just like any other sports Establish and share know-how on tournament management Game developers can create a short lasting game mode Provide content and places to relax and keep the audience engaged, and make the operation more exciting 	JeSU and Tournament Organizers	○	◎			-	-	-	-
	B-8	Establish and penetrate international rules for event management with a certain level of quality	<ul style="list-style-type: none"> Establish standards for quality assurance in the operation of official competitions, etc., and consider the establishment and dissemination of these standards as international rules <ul style="list-style-type: none"> Establish rules and standards for the management of competitions, etc., and promote and spread them internationally 	JeSU, Tournament Organizers and Government Agencies	○	◎		○		✓		

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C	C-1	Secure income of players through corporate club activity or team	<ul style="list-style-type: none"> Promote a "business association" system that supports amateur players and serves as a foundation for professional sports Provide support to companies that have introduced esports club activities, such as by allowing prize money or distribution earnings earned from esports or donations to certain organizations (e.g., JeSU) to be deducted from their taxable income to ensure esports players' income Establish professional / business league and try to make it to coexist with existing professional teams 	JeSU, Companies (sponsors and others)	○	◎				✓			
													C-2
D	Development of fans to hardcore	D-1	Prepare environment - Entertainment facility	<ul style="list-style-type: none"> Implement esports playing environment into facilities people visit on a daily basis (karaoke boxes, community centers, children's centers, etc.) Improve the environment for the use of public facilities for esports exchange and educate about esports the people in charge 	JeSU and Facility Operator	○	◎			✓			
		D-2	Prepare environment - Facility to play game	<ul style="list-style-type: none"> Provide a place where people can make friends and improve their skills Expect players to improve their skills and involve others in the process Train by competing against rivals which is a necessary process of becoming a pro It can also be rented out as a practice area for club activities of at junior high and high schools JeSU to supports the facilities with the quality of "soundness" and "public interest" by giving official recognition 	JeSU and Facility Operators	○	◎			✓			
		D-3	Prepare environment - Large scale event venue	<ul style="list-style-type: none"> Establish esports tournament venues inside integrated resorts Enhance the appeal of Japanese culture and tourism Differentiate from online viewing (e.g., watch the fight scene in AR as if you are in the game) Use for LAN party events (currently Japan has no large facilities) Attractive content for the wealthy and foreign visitors to Japan 	Facility Operators, Government Agencies		◎		○	✓			
		D-4	Prepare environment - Facility to view game play offline, professionals and fans to interact	<ul style="list-style-type: none"> Improvement of easily accessible spectator sites A concept where couples and female friends can easily visit Regularly scheduled games (at least once a week) Enable to see and interact with fans' favorite teams/players Open up of public facilities Provide a fun way to watch the game 	Facility Operators, Government Agencies		◎		○	✓			
		D-5	Prepare environment - Online view environment	<ul style="list-style-type: none"> Lower the barriers to attend at games Lower the hurdles of the process of finding information on the platform you want to watch the game on (make it easier to find and register) Primetime TV broadcasting Promote the development and use of the 5G environment Incorporate spectator links into the game system 	Online Platform Operators		◎			-	-	-	-
		D-6	Utilize the popularity of team / player to expand fan base	<ul style="list-style-type: none"> Offer goods both inside and outside of the game Publishers and pro teams work together to sell pro team related items in the game Real merchandise sales are depended on team effort 	Teams/Players and Publishers		◎			-	-	-	-
		D-7	Corporate welfare	<ul style="list-style-type: none"> Esports to be adopted as a corporate welfare program Incentivize to play Health promotion (brain exercise, stress relief, etc.) Add esports related services to Kanto ITS benefits menu 	Companies		◎				✓		
E	Lower the barrier of legal system / rules	E-1	Establish support desk for the utilization / licensing of IP, Establish guidelines	<ul style="list-style-type: none"> It is often difficult to know who to contact first when organizing a tournament or event, and there is a need to establish a window for general inquiries about game titles (IP) Construct a filtering system for games that can be used without individual permission by each game company (IP holder) Establish guidelines for media coverage Establish guidelines for the media acceptance system (provision of providing game images/videos to the press, press permission, etc.) by the organizer A mechanism that can to build a win-win relationship between IP holders and IP users Response to copyrighted works such as sports simulation games that require permission from the IP holder JeSU and CESA will collaborate with each other to identify the needs of IP holders and organizers, and create a forum to discuss the need for an agreement between IP holders and organizers (including the use of images/videos in the media) 	JeSU (CESA), Publishers and Government Agencies	◎	◎		○	✓			
		E-2	Introduce JeSU authorization system to esports training facility	<ul style="list-style-type: none"> Introduce "official JeSU certification" for opening esports practice facilities This assumption is based on if a Summarization of the issues related to the Entertainment Business Law is done Raise the level of competition by opening the facilities to JeSU-certified professional athletes The system will be accredited based on the pillars of "soundness" and "public interest" JeSU will take the lead in each of the above matters and deliver results this year 	JeSU and Government Agencies	◎			○	✓			
		E-3	Establish facility management guideline, introduce JeSU authorization system to facility	<ul style="list-style-type: none"> Establish guidelines to operating the facilities and introduction of the "official JeSU certification" system This assumption is based on if a discussion of issues a Summarization of the issues related to the Entertainment Business Law is done The system will be accredited based on the pillars of "soundness" and "public interest" Establish a coaching system with JeSU certified professional athletes to raise the level of competition 	JeSU and Government Agencies	◎			○	✓			
		E-4	Establish guideline for esports event	<ul style="list-style-type: none"> Establish guidelines for esports events Criteria must be met to ensure that there is no violation of the Entertainment Business Law JeSU will lead the charge and produce some results by the end of the year 	JeSU and Government Agencies	◎			○	✓			
		E-5	Liberate existing facilities	<ul style="list-style-type: none"> Open up existing facilities that cannot be rented out for esports tournaments and events due to contracts or legal requirements 	Government Agencies and Facility Operators		○		○			✓	