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Partnership for the Integration and Establishment of eSports

FOR IMMEDIATE RELEASE:

Tokyo, Japan September 19, 2017 – Computer Entertainment Supplier's Association (CESA), Japan Online Game Association (JOGA), the eSports organizations of Japan eSports Association (JeSPA), eSports Promotion Organization and Japan eSports Federation (JeSF), are pleased to announce that they are joining forces to create a unified eSports association for the purpose of promoting industrial development and the overall growth of eSports.

The aforementioned organizations are engaged in discussions to realize establishment of a united industry body by the end of this year in order to, among other things, dispatch Japanese delegations to future international tournaments and offer domestically-developed game titles for the tournaments, thereby improving the prospect of Japanese Olympic Committee (JOC) membership. This integration of eSports organizations into a new industry body will be backed by game associations nationwide, making it an unprecedented endeavor globally.

Adopting a holistic approach for the promotion of eSports will facilitate development of the entire gaming industry in Japan, and ultimately stimulate international competitiveness. The new industry body's issuance of professional licenses to eSports players will be a step toward achieving the goal of providing a variety of domestic and international arenas for eSports athletes, and also raising their profile in society.

The above-mentioned parties are going into discussions on details of the new industry body, which will be announced shortly.

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