

Japan Online Game Association

[Information of JOGA]

Japan Online Game Association is a network game group.

Our members are online game publishers and online game developers including MMO games, Browser games, PC social games and Smartphone native Apps.

Objectives

Since online gaming industry is a brand new industry, it has a number of challenges awaiting, as well as high expectations. So far, service providers of online games have attempted to provide their end-users with secure and comfortable services. However, the Internet environment today becomes like a jungle where risk takers dare to make use of every security hole and exploit decent users' vulnerability. Thus, the cyber-world is getting harder and harder for individual service providers to protect its users from such dangers.

Under such circumstances, major players in the industry gathered together to pursue continuous growth and development of the industry and cope with today's challenges to the industry. The Japan Online Game Association (JOGA) was established in June 2007 in order for the online game service providers to cooperate with each other and solve various problems which this industry is facing today.

JOGA performs various activities to promote and raise the industry and makes its best efforts to cope with new type of problems arising from online games, thus contributing the public benefits.

Activities

To promote online gaming, we do activities which increase public visibility and raise awareness of online gaming

- Research, studies, seminars and symposia regarding the industry .
- Drafting, proposing and updating guidelines and a code of conduct for its members.
- Promoting supports from corporations, government offices concerned, municipal corporations, other related groups and organizations through interactions with them.
- Promoting networking, share of collective knowledge among members and mutual cooperation.
- Publication of proceedings.

Profile

Japan Online Game Association (JOGA)

● **Foundation** June 11, 2007

● **Board Members**

【Co-Chairman】

Shuhei Ueda

Kenichi Takano

CAVE Interactive CO., LTD. President

【Managing Director】

Masato Ochi

GungHo Online Entertainment, Inc. Director

【Director】

Masaki Kato

NHN PlayArt Corporation CEO

Kiyoshi Asai

AGE Inc, President

Hironao Kunimitsu

gumi Inc. President

● **Executive officer**

Yoji Kawaguchi

Collabo,Inc. CEO

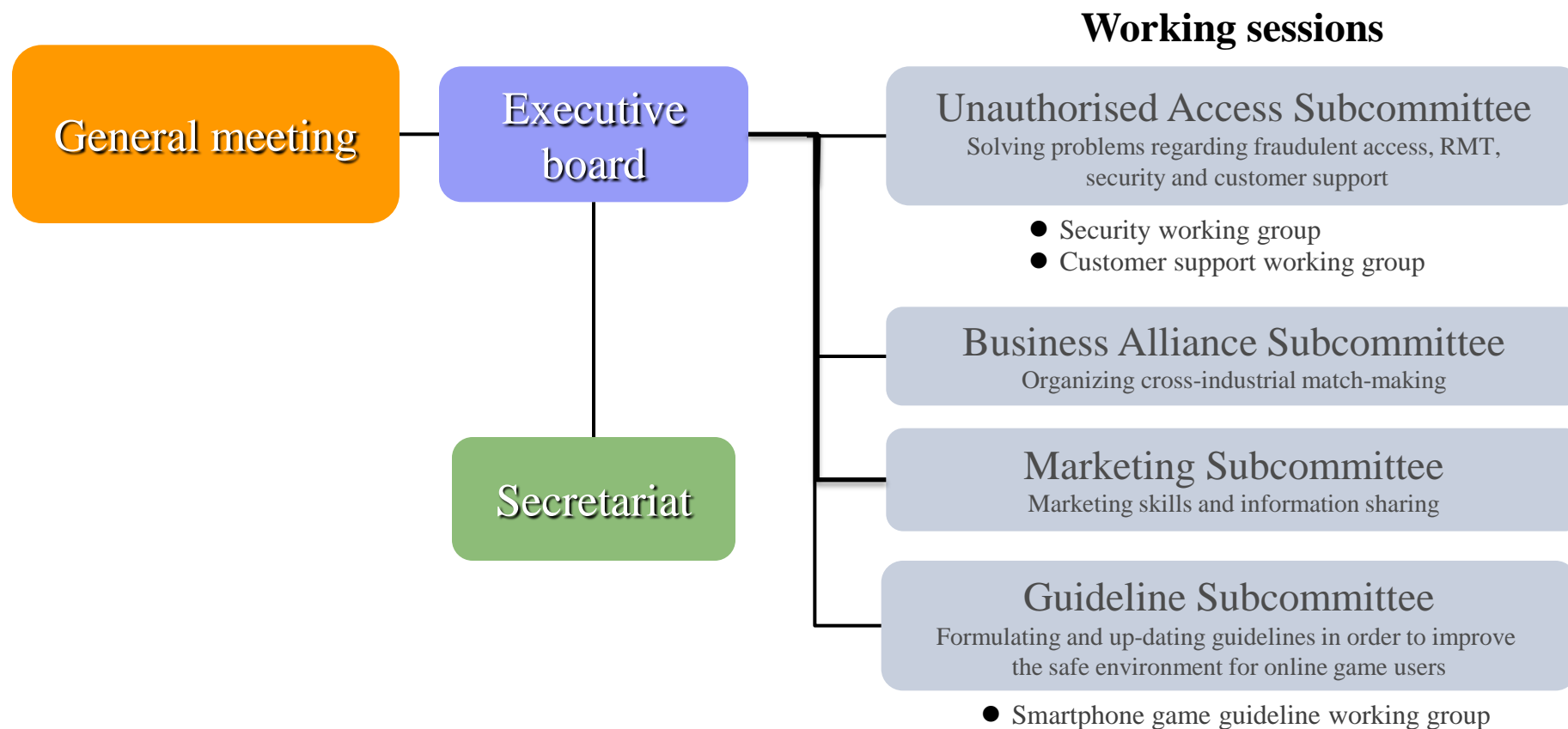
● **Secretariat**

NEXUS Umehara Bldg. 9F, 2-9-9, Dogenzaka, Shibuya-ku, Tokyo 150-0043 JAPAN

● **HP URL** <http://www.japanonlinegame.org/english/>

Structure of the Association

The executive board is the supreme decision making function of the association.



※These Subcommittee and working groups are changeable taking account of JOGA members' demands.

JOGA Activities – Subcommittee Introductions①

1. Unauthorised Access Subcommittee

- Conducts surveys for our members and provides opportunities to discuss what kind of troubles they are in.
 - Security Working Group

Share and learn about the latest information about online game users' account hacking and illegal access, and consider more effective measures to protect the users from such damages.
 - Customer Support Working Group

Share and learn about information regarding customer support, and enhance customer service of JOGA members.

2. Business Alliance Subcommittee

- Examines the business theme which is based on the our members' demand through deriving a new business from online game industry, and making business match between online gaming companies and different industries.
 - i.e.) entering into an alliance with comics publishing companies and animation companies, and game characters and merchandising companies.

JOGA Activities – Subcommittee Introductions②

3. Marketing Subcommittee

- shares Marketing know-how with the aim of the enhancement of marketing skills

1st Session: 『*The Use and Value of Social Media*』

2nd Session: 『*Countermeasures against Unauthorised Access*』

4. Guideline Subcommittee

- formulates guidelines for game operations in order to improve the safe environment for the online game users.

JOGA's Guidelines

- August, 2009: “*Online Game Guideline*”
- August, 2012: “*Guideline regarding Online Game Business Models*”
- August, 2012: “*A Declaration of Online Game Safety*”
- August, 2012: “*Guideline regarding Random Provisions of In-Game Items*”
- April, 2013: “*Guideline regarding Smartphone Game App Operation*”

JOGA Achievement No.1

◆ Seminars, Information-sharing and etc...

November 2008	A seminar regarding act on settlement (supported by Financial Service Agency)
February 2009	A meeting for exchanging of opinions about online game troubles (supported by the National Police Agency)
September – December 2009	An accounting seminar for online game enterprises (supported by Deloitte Touche Tohmatsu-Japan.)
October 2009	A seminar “Mobile and PC Online Games” (jointly organized by JOGA and Mobile Contents Forum)
December 2009	A business matching seminar with film industry (supported b Production I.G, Inc. & BANDAI VISUAL Co., Ltd.)
January 2010	A settlement seminar (supported by Financial Service Agency)
July 2010	The Japanese law seminar regarding online games (supported by Uchida & Samejima Law Firm) JCN Game Seminar vol.1 (organized by Kanto Bureau of Economy, Trade and Industry, supported by JOGA)
August 2010	JCN Game Seminar vol.2 (organized by Kanto Bureau of Economy, Trade and Industry, supported by JOGA)

JOGA Achievements No.2

- September 2010 A meeting with Department of Cultural Market's Administration Ministry of China P.R. China to share the information about both Chinese and Japanese online gaming industry and some regulations for game users.
- October 2011 A seminar for the act on financial settlement (supported by Mori, Hamada & Matsumoto)
- An overseas market trend seminar (supported by Embassy of Canada to Japan and Luxemburg for Business)
- December 2011 A seminar Regarding Act against Unjustifiable Premiums and Misleading Representations. (supported by Customer Affairs Agency)
- January 2012 A seminar "the strategy for global and social game business by learning from overseas operating companies" (jointly organized by Microsoft Japan and JOGA)
- March 2012 ASEAN advancing seminar (organized by Deloitte Touche Tohmatsu LLC, supported by JOGA)
- May 2012 think GLOBAL think HONG KONG (supported by JOGA)
- June 2012 JOGA seminar regarding "card game of completing a set" and Act against Unjustifiable Premiums and Misleading Representations. (supported by Consumer Affairs Agency)
- July 2012 "CMT CONNECTION vol.2" (organized by UNIJAPAN, supported by JOGA)

JOGA Achievements No.3

August 2012	A seminar “the advance of Japanese game companies into the Philippine market” (supported by Ayala System Japan, Inc.)
September 2012	“Japan-China Online Game Forum 2012” (jointly organized by C&C Media Co., & JOGA)
October 2012	JOGA seminar regarding gaming market trend (supported by gameage R&I Co., Ltd.)
November 2012	JOGA seminar regarding Overseas Internet Regulation Policy and American Social Network Trend (supported by Japan External Trading Organisation)
February 2013	A seminar on Internet transactions and collecting card a set (supported by Customer Affairs Agency)
February 2013	A special seminar “Business Opportunities widened by Smartphones and LINE” (Jointly organised by Creative Market Tokyo & JOGA)
April 2013	JOGA seminar “App Stores’ Global Trend Seminar” (Supported by App Annie)
May 2013	JOGA Luxemburg Seminar –a Foothold for European Market Strategy- (Supported by Luxemburg Trade and Investment Office Tokyo)
June 2013	B2B Matching Seminar <YOSHIMOTO x JOGA> (Supported by YOSHIMOTO CREATIVE AGENCY CO., LTD.)
June 2013	B2B Matching Seminar <ANIME BUSINESS PARTNERS FORUM x JOGA> (Organised by The Association of Japanese Animations, Sponsored by METI, Supported by JOGA)

JOGA Achievements No.4

July 2013	JOGA Seminar on the leverage of Facebook marketing (Supported by Facebook Singapore Pte., Ltd.)
July 2013	JOGA Seminar on “Act on Settlement of Funds” for smartphone game Apps (Supported by Mori Hamada & Matsumoto. <Law Farm>)
August 2013	Cross Media Project <Anime x Game> for developing smartphone Apps. (Organised by The Association of Japanese Animations, Sponsored by METI, Supported by JOGA)
September 2013	JOGA x JETRO Online Game B2B meetings (Jointly Organised by JETRO & JOGA)
October 2013	“Smartphone Privacy Initiative Seminar II” (supported by Ministry of International Affairs and Communications)
December 2013	JOGA skull practice for consumption tax increase (supported by Deloitte Touche Tohmatsu-Japan)
January 2014	JOGA skull practice for consumption tax increase (supported by Pricewaterhouse Coopers Aarata)
May 2014	Smartphone Apps’ market trend seminar (supported by Interarrows Inc.)
May 2014	Cross- industrial business matching seminar (supported by Tatsunoko Production Co., Ltd. / Production I.G., Inc.)
May 2014	Ireland’s digital content seminar (supported by Enterprise Ireland / IDA Ireland)
June 2014	Microsoft seminar (supported by Microsoft Japan Co., Ltd.)

JOGA Achievements No.5

July 2014	Treasure Data Seminar (supported by Treasure Date, Inc.)
August 2014	"Study group of advanced collaborative business model using digital contents" (Organised by Kanto-METI, Supported by JOGA)
September 2014	JOGA seminar regarding "Act on Settlement of Funds" (Supported by MORI HAMADA MATSUMOTO)
September 2014	JOGA x JETRO Online Game B2B event (Co-organised by JOGA and JETRO)
September 2014	ASEAN-Japan Business Networking Event (Co-organised by ASEAN-Japan Centre and Kanto-METI, Supported by JOGA)
October 2014	HK-CN/JP ICT software & game industry seminar (Organised by Hong Kong Trade Development Council, Supported by JOGA) JOGA seminar regarding "Legal Issues of LAUNCHING A FREE-TO-PLAY GAME INTERNATIONALLY" (Supported by Gamma Law)
February 2015	JOGA Latest trend of smartphone game app business seminar (Supported by App Annie Japan and Akamai Technologies GK)
March 2015	Network seminar & Business matching (Organizer by VINASA , Support by CBLA / JOGA)
June 2015	Online game Industry-university cooperation (Support by GLOCOM)
June 2015	JOGA Guideline Study Group

Membership

1. Members of JOGA shall agree with the purposes of JOGA. Members are also obliged to the online gaming guidelines of JOGA and the service rules of the online games operated by the members of the association.
2. Members shall abide by Japanese social code of conduct. Members shall not confuse the social order by defying conventional wisdom.
3. The online games and service operations of online games by JOGA members shall be within the scope of public decency and must be sound to the youth.

Types of Members

Regular members

Service providers (operators/publishers) of an online game(s) and/or a gaming portal site(s)

Associate members

Companies whose businesses are closely related to the services of online games

Supporting members

Companies, organizations, municipal governments and individuals whose businesses are not closely related to the services of online games

Our members (As of July, 2015)

Total: 68 members

● **Regular members (42members, alphabetical order)**

AGE Inc. / Akatsuki Inc. / amazing co., ltd. / Appirits Inc. / ASOBIMO, Inc. / Bribser Co., Ltd. / Cave Co., Ltd. / CYBIRD CO.,Ltd. / C&C Media Co., Ltd / Xio, Inc. / Eighting Co., Ltd. / Extreme Co., Ltd. / GameOn Co., Ltd. / Gcrest, Inc. / GMO Gamepot, Inc. / gloops, Inc. / gumi Inc. / GungHo Online Entertainment, Inc. / G-MODE Corporation / Hanbit Ubiquitous Entertainment, Inc. / King Japan Co., Ltd. / KLab Inc. / Kunlun Japan Co., Ltd. / Lionsfilm Limited / Marvelous Inc. / monobit Inc. / NC Japan K.K. / NEXON Japan Co.,Ltd. / NHN PlayArt Corporation / On Net Inc. / PlayNext Japan Inc. / Pokelabo, Inc. / Red Entertainment Corporation / SAKURASOFT CO,Ltd. / S & P Co., Ltd. / SUCCESS Corporation / Tencent Japan / Vector Inc. /Willoo Entertainment Inc. / Wolfgang Japan Limited / X-LEGEND Entertainment Corp.

● **Associate members (21 members, alphabetical order)**

Akamai Technologies GK / ASATSU-DK INC. / App Annie Japan / BitCash Inc. / Frontier Agent Inc., / FUJITSU FIP CORPORATION / Gameage R&I Co., Ltd. / ITAC INC. / Jetrun Technology Coporation / Keywords International Co., Ltd. / Microsoft Japan Co., Ltd. / SOFTBANK PAYMENT SERVICE CORP. / Tapjoy Japan K.K. / Think Logic Co.,Ltd. / THIRDNETWORKS CO., LTD. / Thirdwave Diginis Co., Ltd. / Vantan Game Academy / WebMoney Corporation / webroot Inc.

● **Supporting members (5 members, alphabetical order)**

Deloitte Touche Tohmatsu-Japan / PricewaterhouseCoopers Aarata / Symantec Japan, Inc. / Mizuho Trust & Banking Co., Ltd. / Easy Solutions,Inc.

Affiliated Associations

Game Connection

The organizer of the business event in the video game industry.

France

Russian Association of Developers and publishers of Game Industry and Interactive Technologies (RADIT)

Established in 2010. The association of the companies related to the Game Industry and Interactive Technologies field.

Russia

Korea Creative Content Agency (KOCCA)

The association that helps provide a beachhead for Korean companies with Korean cultural contents to enter global market.

Korea

Taipei Computer Association (TCA)

The leading industrial organization in Taiwan. Its 4,000 members are engaging various fields such as online game, software, hardware, semiconductors and components, manufacture, sales, network communication service and etc.

Taiwan

Games Exchange Alliance, Singapore (GXA)

A network of companies in Singapore, Indonesia, Thai, Philippines and etc that help games companies in those countries cross last-mile commercialization hurdles to place titles into the hands of Asian gamers.

Singapore

eLearning and Business Solution Union (eLABs)

An association that helps provide broad information for IT and software companies in Egypt in order to enter global market.

Egypt

Game Developers Association of The Philippines(GDAP)

The Game Developers Association of the Philippines (GDAP) is a premier association committed towards the advancement and growth of the game development industry in the Philippines.

Philippines

GAMES IRELAND

The interactive Games Association of Ireland.

Ireland

Vietnam Software & IT Services Association (VINASA)

Software and IT promotion activities, ICT Events organizer, National Award in Software Industry, Business bridge activities.

Vietnam