

Konami Creative Center Ginza: Soon to be Completed

Overview of the On-site Multiuse esports Complex

The construction of Konami Creative Center Ginza (KCC GINZA), the new business base for the Konami Group for creating and spreading new entertainment beyond its current game production, is coming to completion.

The Konami Group's outstanding creators will be based at KCC GINZA to carry out research and development of leading-edge digital content. Moreover, centered around a studio for streaming esports tournaments, KCC GINZA will have a school for cultivating human resources in the field of esports and an interactive showroom, thereby establishing a multiuse facility that serves as a base for esports affiliates and information to come together.

The "esports GINZA studio" will be an online streaming studio equipped with devices best suited for esports. It will be used as a venue for holding tournaments and streaming to diverse video media outlets, while also being available for wide public use. By installing equipment with features that include simultaneous multilingual streaming and live footage synced with CG, the facility will not limit its use to esports but will be capable of hosting various entertainment such as music and theater.

The "esports GINZA school" will be a school for cultivating a wide range of human resources, such as players, live commentators, and tournament operation and production staff, that are necessary for the future development of esports. By leveraging the expertise it has cultivated through holding esports tournaments around the world and supporting esports players, the Konami Group will nurture professionals to be active in the business of esports.



Konami Creative Center Ginza, currently under construction

The "esports GINZA store" will be an interactive showroom specializing in esports. It will stock a broad array of related items, such as gaming PCs, peripherals, and equipment for streaming esports. Making good use of its location facing Ginza Boulevard, the store will be a space where anyone can drop in to experience the wonder of esports.

The multiuse esports complex is slated to open in early 2020. With KCC GINZA as its base, the Konami Group will continue to

deliver innovative products and services that can be enjoyed by people around the world.



esports GINZA studio



esports GINZA school



esports GINZA store

Corporate Social Responsibility (CSR) Activities

Konami Digital Entertainment Supporting the Festival for Social Inclusion, Organized by the Barça Foundation

Konami Digital Entertainment supported the Festival for Social Inclusion, organized by the Barça Foundation, established by the professional soccer club FC Barcelona.

KONAMI has collaborated with the Barça Foundation to establish a sports inclusion program in Japan for children with disabilities and is providing continuous support for disabled soccer.

“Social Inclusion” refers to a society in which people support each other as members of society so that everyone can lead healthy and cultured lives on equal terms and where nobody is excluded. Approximately 200 children took part in the festival, participating in various activities such as performing tasks that fostered teamwork and practice sessions using balls. The participants experienced the joy of moving their bodies, regardless of whether they are disabled or not.

Going forward, KONAMI will continue to hold these types of activities to deliver the joy of soccer to the children who will lead the next generation.

