



Unveiling a new era of fighting games

Revisiting the definition of gameplay to maximize IP potential

A fighting game where you don't fight?

About five years ago, the concept proposal for *Street Fighter 6* submitted by development team members Shuhei Matsumoto and Takayuki Nakayama was filled with various ideas that turned the previous concept of *Street Fighter* on its head. There were some aspects that really surprised me, such as the option not to fight and a mode where players can learn how to fight from a master before playing. Nevertheless, I had a feeling that these ideas would help to push the title to the next stage of its evolution.

Street Fighter is one of Capcom's most iconic IPs, and first appeared on the scene as an arcade game in 1987. It has since gone on to become synonymous with fighting games, selling more than 50 million copies in the series to date. It is a natural fit for esports and has established itself as a title that can be enjoyed not only by playing but also watching. However, the fighting genre does not have a large fan base compared to shooting, action, and RPGs. In fighting games, someone always loses. Will losing motivate you, or will it stress you out and make you want to stop? While taking these points into account, the team proposed a new way to enjoy *Street Fighter* so that more people can understand and appreciate its appeal. Their enthusiasm to reinvigorate the fighting game genre resonated with me, so I gave the go ahead to move forward with development.

Ryozo Tsujimoto

Director, Executive Corporate Officer, Deputy in charge of Development Divisions

As the Head of Consumer Games Development Division 2, he has overseen development of multiple flagship series, including *Monster Hunter* and *Street Fighter*. In June 2022, he was appointed Director and Deputy in charge of Development Divisions, focusing on overall development strategy and management.



Three modes of play to bring together new and existing fans

The development team for *Street Fighter 6* was both well-balanced and disciplined, led by the core duo of Matsumoto and Nakayama. With as many as 300 people at Capcom alone, we gave our all to achieve our goal of creating the world's best fighting game. From the standpoint of oversight, I briefed the company's management team on the necessary resources and gained their approval, while working with domestic and overseas subsidiaries and partners on promotion strategies to make it easier for the team to operate.

The team's primary focus on this game was to remove the hurdles of fighting games while making it enjoyable for both new and long-time fans alike. To make it easier for newcomers to join in, we incorporated fresh concepts, such as the addition of new characters and the introduction of Modern Controls—a control method that allows players to perform special moves without having to memorize complicated button inputs.

What's most distinctive is that we channeled the player's perspective to offer three game modes. First is World Tour, a single-player mode in which players create their own avatar and become a disciple of different masters to learn moves while also freely traveling through the *Street Fighter* universe. There are many ways players can enjoy this mode besides fighting, making this an introduction in getting familiar with the game's style. Second is the Battle Hub mode, where you can communicate and fight with players from all over the world, using avatars trained in World Tour. This mode makes it feel like you are in an arcade and someone challenged you to a game. Finally, third is Fighting Ground, a versus fighting mode which will wow even longtime fans with its cutting-edge technology.



We positioned this mode as the final destination for players and worked backwards to flesh out the elements necessary to get there. We made full use of RE ENGINE to efficiently develop what felt like three games' worth of content.

As a result, *Street Fighter 6* has sold more than 2 million units worldwide in the space of about one month since its release in June 2023*. This shows that the game's new approaches have been embraced by many players. We will provide regular content to keep it fresh and interesting, while in August we will also kick off our Capcom Pro Tour esports tournament, featuring an annual prize pool of \$2 million USD.* The new battle in the world of fighting games has just begun—and we're looking forward to tackling whatever fresh challenges come our way.

*As of July 7, 2023

Aspiring to the pinnacle of fighting with a game that appeals to all

When we were young, the two of us loved playing *Street Fighter II* at arcades, and now we are working to rekindle that joy in developing the latest title in the series. The concept was to create the pinnacle of fighting games, to the point where the people in charge of *Street Fighter 7* would have a hard time besting it. In order to maintain the game feel, we set up a branding team and solidified our policies from graphics to sound and promotion.

We also collaborated with Capcom USA to make sure that the new game expressed the culture of North America, the game's largest market. In order to make it so all players could enjoy this game, we built an intuitive user interface and also worked with visually impaired esports players to improve sound accessibility via the sound effects, etc. We're working with our overseas subsidiaries to conduct promotional activities, such as social media, merchandising, and events, so that even people who may not play games can become more familiar with *Street Fighter* in their daily lives.

There is a diverse roster of characters in the game—all awaiting some new challengers! We're also readying additional content for a wide range of players, and hope you are excited about future updates coming down the line.



**Takayuki
Nakayama**
Director

**Shuhei
Matsumoto**
Producer