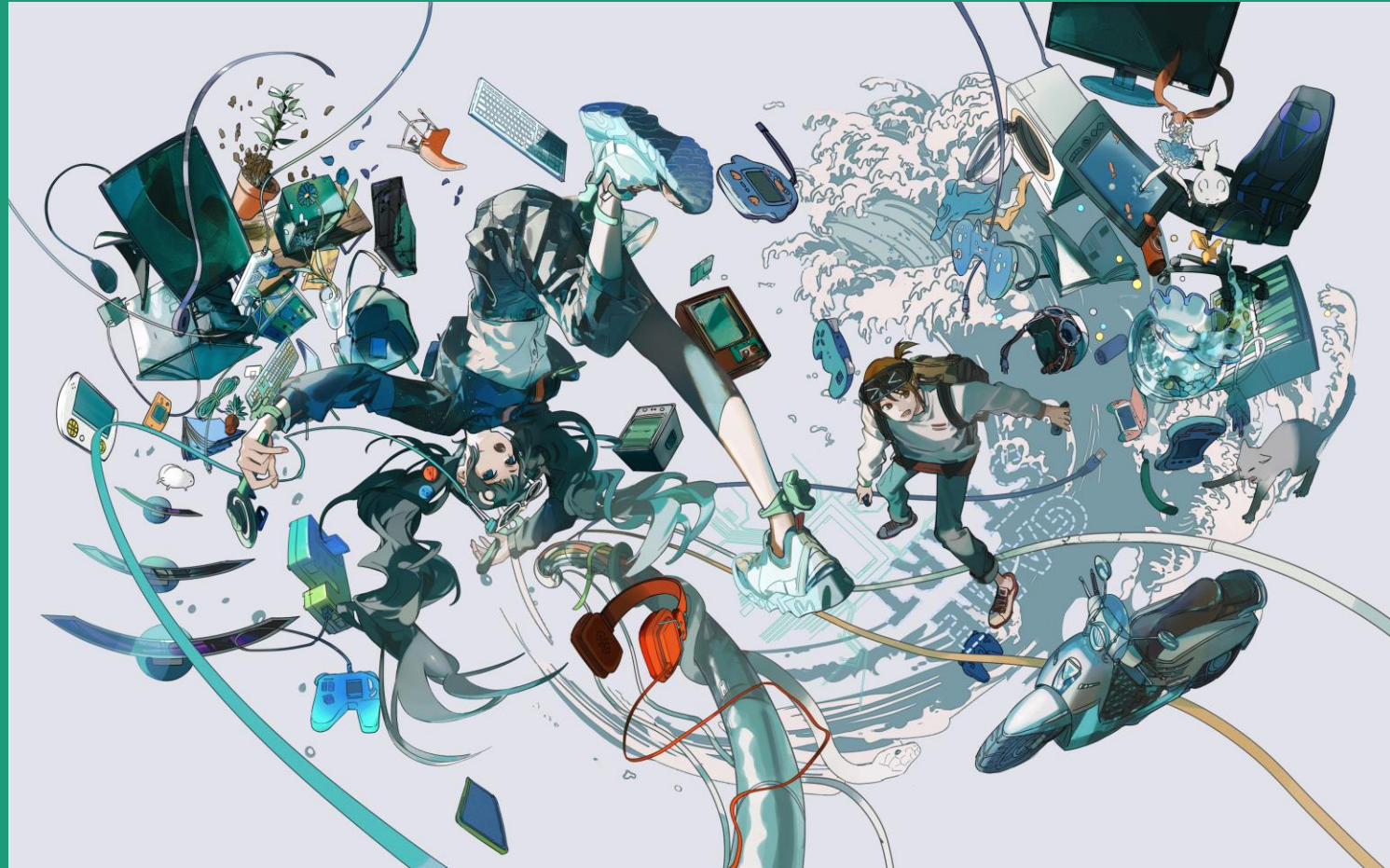


Official Report

**TOKYO
GAME SHOW
2020**

ONLINE



日経BP

dentsu

TOKYO GAME SHOW(TGS), which was held online for the first time to prevent the spread of Covid-19 virus infections, was a great success with many exhibitors participating and a large number of online visitors watching the broadcasting programs. The organizer would like to express our deep gratitude to all member companies, exhibitors, and industry stakeholders for their support. TGS2020 ONLINE was exhibited by 424 companies, of which more than half, 221 companies, joined from overseas, demonstrating the high degree of attention as a global event.

In addition, 33 companies participated in the official exhibitor program, and the lineup was rich in variety, from game platformers and domestic game companies to overseas companies such as China and game schools. By going online, there were merits different from the real thing, such as being able to get in touch with people who have never visited TGS before, beyond the boundaries of venue location, capacity, and time constraints. TGS2020 ONLINE has opened up new possibilities in the future.

Organizer would appreciate it if you could report on the contents of this year's event and deepen your understanding of this event. Once again, thank all the exhibitors and everyone involved for their great cooperation.

Computer Entertainment Supplier's Association (CESA)

Outline

[Event Name] TOKYO GAME SHOW 2020 ONLINE

[Theme] The Future Touches Gaming First

[Period] September 23 (Wed.) through 27(Sun),2020

※September 23(Wed.) has been held online business matching ONLY.

[Organizer] Computer Entertainment Supplier's Association (CESA)

[Co-Organizer] Nikkei BP DENTSU

[Admission Fee] FREE (except online meeting)

**[Special Sponsorship] NTT EAST/NTTe-Sports [Official Network Support Partner]
MONSTER ENERGY [Official Drink Partner]
QUO CARD Pay [Official Premium Gift Partner]**



Exhibitors

424 (Japan 203 / Overseas 221) <2019 : 655>

◎ By Country/Region: 34 <2019: 40>

Asia / Oceania: 12	
Country/Region	Exhibitors
Japan	203
Korea	46
China	22
Taiwan	19
Malaysia	8
Singapore	5
Indonesia	4
Philippines	3
Australia	2
Bahrain	1
Vietnam	1
Hong Kong	1

Latin America: 6	
Country/Region	Exhibitors
Canada	20
United States	17
Colombia	10
Chile	8
Brazil	7
Peru	1

Europe: 16	
Country/Region	Exhibitors
Poland	13
United Kingdom	6
Germany	5
Italy	3
Denmark	3
Netherlands, the	2
Switzerland	2
Sweden	2
Spain	2
France	2
Ireland	1
Austria	1
Croatia	1
Slovak	1
Belgium	1
Romania	1

Intentions of Overseas Exhibitors

The initial intentions of overseas exhibitors is

- "Introduction of own game title" . . . 55%
(Breakdown: game publisher, indie game development company)
- "Holding business meetings" . . . 42%
(Breakdown: Business solution service, game development, Outsourcing service, etc.)

[Intentions by Country & Region]

Korea: Mainly game publishers and indie companies aiming to "introduce their own gaming titles", but more "game development companies" exhibited for the purpose of business negotiations than in other regions.

China: Many game publishers aim to "introduce their own titles," and the number of official exhibitor program participants is the largest among overseas companies.

Taiwan: There were more exhibitors (product sales) for the purpose of selling their own products than in other regions.

Other Asia: BtoB exhibitions have dominated for the purpose of introducing "outsourcing services" from Malaysia, Singapore, and Vietnam.

North America / Europe: Canada and Poland had many indie exhibitors.

Latin America: In Chile and Colombia, there are many publishers and indies who aim to "introduce their own titles", and in Chile, "game development companies" for business negotiations stand out.

Exhibits

※Includes multiple exhibits by one exhibitors.

432 Exhibits (Japan 209 / Overseas 223)

<By Category>

- **General** : 119 (Japan 69 / Overseas 50)
- **Game School** : 33 (Japan)
- **Indie Game** : 152 (Japan 41 / Overseas 111) ※Includes Indie Selection Booth : 80 (Japan22 / Overseas58)
- **Merchandising Sales** : 24 (Japan 21 • Overseas 3)
- **Business** : 104 (Japan 45 • Overseas 59)

Exhibitor List①

Exhibitor Name	Country & Region
◆General◆	
ADATA Technology Japan.	
after Time	Korea
AHB Games	Chile
AKRacing	
ALL iN! GAMES	Poland
Another Indie	Taiwan
Asobell	
AvantgardeChain	
BANDAI NAMCO Entertainment	
BattleMango	Chile
BEEP	
Beep Japan	
BenQ Japan	
Biinyu Games Studio	Colombia
Blobber Team	Poland
BROCCOLI	
Bucketplay	Korea
Bushiroad	
CAPCOM	
Cine1	Chile
CITY CONNECTION	
Columbus Circle	
CoolGames	Netherlands
Corsair Components	Taiwan
Creative Media	
CREST	
Cygames	
D3PUBLISHER	
Dell Technologies Japan	
DMM GAMES	
DXRacer	
Efun	
ERS	
Eximius: Seize the Frontline	Malaysia
Famitsu x DENGKI	
Five for	
FUJITSU CONNECTED TECHNOLOGIES	

Exhibitor Name	Country & Region
GameraGame	China
GameTector	
Granzella	
GREE	
GungHo Online Entertainment	
HAMSTER	
Happinet	
HUAWEI TECHNOLOGIES JAPAN	
HyperX	Taiwan
IGSOFT	Korea
IguanaBee	Chile
Illusionist Animation Studio	Malaysia
INTEL	
INTENSE	
I-O DATA DEVICE	
Japan esports Union	
Joymax	Korea
KEMCO	
Kemono Games	Chile
Kinetic Lab	Korea
KLabGames	
Koch Media	Germany
KOEI TECMO GAMES	
KONAMI	
Leoful	Singapore
LEVEL-5	
Lightning Games	China
Lilith Games	China
LINEKONG	China
Logicool	
Marvelous	
MEMORY	Korea
MEMOTYPE	
Microsoft Japan	
MICRO-STAR INTERNATIONAL	Taiwan
miHoYo	
Minglecon	Korea
MouseComputer	
MSY	

Exhibitor Name	Country & Region
MyDearest	
NAVER CLOUD PLATFORM	Korea
NETGEAR JAPAN	
NGM	
Octeto Studios	Chile
Parogames	China
PLAYISM	
Poland	Poland
PUBG	
Punishing Gray Raven	China
PUREARTS	Canada
QooApp	Taiwan
Rabbithole Games	Korea
Red Bull TV	
Rocky Studio	Korea
Round 8 Studio	Korea
SAT-BOX	
SEGA /ATLUS	
SHENZHEN GPD TECHNOLOGY	
SignalTalk	
SKYWALK	Korea
Slashware Interactive	Colombia
Sony Interactive Entertainment	
Sony Marketing	
Spike Chunsoft	
SQUARE ENIX	
SteelSeries	
Strictly Limited Games / ININ Games	Germany
Sun-Gence	
Super.com	United Kingdom
Swiftpoint Z Gaming Mouse	
TECHNICAL ARTS	
Tencent Games	China
Ulpo Media	Chile
Victrix & Afterglow	United States
Warcave	Belgium
Western Digital	
Wizards of the Coast	

Exhibitor List②

Exhibitor Name	Country & Region
ZOMBIE MATE	Korea
101XP	China
4ja Studios	Chile
511GAMES	Korea
6waves	

◆ Merchandising Sales ◆

A FIVE	
AMD Japan	
ARCHISITE	
ASUS JAPAN	
CAPCOM	
CFD Sales	
CGS INTERNATIONAL	Taiwan
COSPA	
Digifast	Taiwan
ELECOM	
Ensky	
EPOS Gaming	Denmark
Fangamer	
Game Center CX	
GIGABYTE Japan	
InfoLens	
ITOKI	
LG Electronics Japan	
Micron Japan	
PikattoAnime	
SQUARE ENIX	
TORCHTORCH	
TOYPLA	
villagevanguard	

◆ Game School ◆

Amusement Media Academy	
ANABUKI COLLEGE GROUP	
Clark Memorial International High School Akihabara IT Campus	
College Of Sendai Design & Technology	
FUKUOKACOLLEGE OF DESIGN & TECHNOLOGY	

Exhibitor Name	Country & Region
Higashi-Nihon Design & Computer College	
Hokkaido Information University	
Human Academy	
International Information & Engineering Automobile College	
Japan Electronics College	
Kanagawa Institute of Technology	
Kochi Prefecture IT & Contents Academy Game Programmer Training Course	
NAGOYA COLLEGE OF DESIGN & TECHNOLOGY	
Nagoya Computer School/Kyushu Computer School	
Fukuoka/Hokkaido Computer School	
NAGOYA KOU GAKUIN COLLEGE	
NIHON KOGAKUIN COLLEGE	
Niigata Computer College.	
Niigata high technology college	
Numazu Professional Training College of Business and Information Technology	
OCA OSAKA COLLEGE OF DESIGN & IT	
Okayama Information College	
OSAKA SOGO COLLEGE of DESIGN	
Osaka Amusement Media Academy	
OTA INFORMATION AND BUSINESS COLLEGE	
Renaissance high school group	
Shohoku College	
Tokyo Communication Arts	
TOKYO COOL JAPAN COLLEGE	
Tokyo Jitsugyo High School	
TOKYO UNIVERSITY OF TECHNOLOGY	
Tokyo University of the Arts Graduate School of Film and New Media Game Course	
Vantan Game Academy	
Yoshidagakuin Computer & Business Professional Training College	

◆ Business ◆

Aarki	Phillipines
ADIA	China
ADMI	Korea
Allbreaker	Colombia
ANDROMEDA GAMES	Korea

Exhibitor Name	Country & Region
App Annie Japan	
Aptitude X	Canada
AQUA	
ASK	
ASOBIMO	
AXELL	
BAHRAIN ECONOMIC DEVELOPMENT BOARD	Bahrain
BANDAI NAMCO Arts	
Beyond	
Billionaire games	Korea
Bonus Stage Loc	
BORNSTAR SOFT	Korea
Brushup	
Captains	Korea
CELLBIG	Korea
CRI Middleware	
Crico	
design level	Korea
DICO	
Digital Works Entertainment	
Dimps	
Dragonfly GF	Korea
DynaComware	
Enjin	Singapore
Essencore	Hong Kong
EVIRY	
EX4GAMES	Korea
Facebook Japan	
Fantasy Castle	Taiwan
FROSK	
G.G KINGDOM	Korea
Game Art & Design Studios – GADS	Colombia
GameAge R&I	
GameBCN	Spain
GC Social Media Marketing	United States
Glass Egg Digital Media	Vietnam
GLITCH STUDIOS	Korea
Glow Production	Malaysia

Exhibitor List③

Exhibitor Name	Country & Region
GungHo Online Entertainment/GRAVITY/NeoCyon	
IDIOCRACY	Korea
IMAGICA Lab.	
INGREM	China
Keywords Studios	
Lapin	
Lemon Sky Studios	Malaysia
LEVEL UP KL	Malaysia
Limelight Networks Japan	
LINE	
ManoMotion	Sweden
Masangsoft	Korea
MediBang	
MEGAXUS INFOTECH (INDONESIA)	Indonesia
Mie Translation Services	Taiwan
Mintegral	China
Miraisens	
MOMPOZT ANIMATION STUDIO	Colombia
monoAI technology	
MOREGEEK ENTERTAINMENT	Taiwan
Motion Technologies	Korea
MUGENUP	
Netherlands Pavilion	Netherlands
NHN JAPAN	
Nintendo	
OuterSpace Technology (Dalian)	China
PARK ESM	Korea
PLAYCASTLE	Korea
Plotrick	Korea
Pole To Win	
Rayking Game	China
ROKUMENDO	
Scenario Technology Mikagami	
SERIALGAMES	
Shanghai Office Okazaki	China
Sheer Tianyi Technology	China
SonyPCL	
SQUEEZE PUB	Korea
SunFlare	

Exhibitor Name	Country & Region
Sun-Gence	
Superps-Japan	
TAIPEI GAME SHOW	Taiwan
Taiwan External Trade Development Council	Taiwan
TECHNOBLOOD	
The BarkingDog Entertainment	Taiwan
Triple Scale Games	Canada
Tsukuru Uozu Project Executive Committee	
Twitter	Singapore
Unlimi	
VERSUS	
VIRTUOS	Singapore
Visual Dart	Korea
Visual Light	Korea
Wanin International, Taipei Branch	Taiwan
Winking Corporation	China
XAC	Taiwan
Xsolla	United States
YDY CG	China
Youtouch	Canada
360channel	
5dims	

◆ Indie Game ◆

A2 SOFTWARES	Poland
Aeonsparx Interactive	Malaysia
Alien Pixel Studios	Romania
ANSHAR STUDIOS	Poland
Baked Games	Poland
Bebop Games	Canada
Binary Haze Interactive	
CFK	Korea
Chorus Worldwide Games	
Cocodrilo Dog Games	Colombia
CROWN GAMES	
DAIDALOS GAMES	
DANGEN Entertainment	
Dragon Slumber	Canada

Exhibitor Name	Country & Region
Drone Swarm	Germany
EX-DESIGN	
EXOR STUDIOS	Poland
Fabraz	United States
FlyteCatEmotion	
FRYOS STUDIOS	Colombia
GameTomo	
GENIESOFT	Korea
GIGABASH	Malaysia
Grindstone	Slovakia
IGDA JAPAN	
JellySnow Studio	Korea
KIBOU ENTERTAINMENT	Italy
KillaSoft	Colombia
KIT	
Lucid Dreams Studio	Canada
Mad Mimic Interactive	Korea
Magnus Games Studio	Malaysia
Maple Whispering	China
MBAinternational	
Monster Couch	Poland
NatsumeAtari	
NATURAL RECORDS STUDIOS	Canada
NIHON KOGAKUIN COLLEGE	
Oddone Games	Korea
ONDOT	Korea
Phoenixx	
PIECE OF CAKE STUDIOS	France
Pied Pipers Team	Korea
Play Together Studio	Canada
Pocketpair	
Ratalaika Games	Spain
Reptoid Games	Canada
R-Next	Colombia
Rob0	Canada
room6	
Room-C Games	Croatia
Rootless Studio	Korea

Exhibitor List④

Exhibitor Name	Country & Region
SAMUDRA	Indonesia
SCENE INVESTIGATORS	United States
Shishi Studios	Canada
Shujinkou	United States
SouthPaw Games	Korea
Studio Lonely Boy	Canada
TASKIV	
Team Suneat	Korea
Teng Tiao	Taiwan
THING TRUNK	Poland
Toii	Taiwan
UNI SOFTWARE ART	Taiwan
VantanGameAcademy	
VARSAB GAME STUDIOS	Poland
While One Productions	Canada
WULF GAMES	Colombia
X Plus	
X.D. Network	China
XYZ Wave	Singapore
2P Games	China

◆ Indie Game Section ◆

Afterburner Studios	Sweden
ALICE IN DISSONANCE	
All in! Games	Poland
Altergaze	United Kingdom
Amicable Animal	United States
AtoraSoft	
Barnaque	Canada
Batterystaple Games	United States
Bearmask Studios	Korea
BeautifulBee	Poland
Bedtime Digital Games	Denmark
Bigpants	Canada
Bluecurse Studios	United States

Cactus Garden	
Calappa Games	
Casa Rara	Canada
Chainsawesome Games	Canada
Createdelic	United States
Critical Games	Australia
DreamSmith Studio	China
Echodog Games	United States
Electric Monkeys	Brazil
ELYSIUM	China
Evertried Team	Brazil
Exbleative	United Kingdom
Finalboss, VARSAB Game Studios	Poland
Flipstar	Brazil
fluckyMachine	Poland
Fluxscopic	Canada
Freemergency	Indonesia
Games by Nico	Phillipines
Gang Gorilla Games	
Glass Bottom Games	United States
Guanpeng Chen	
Happy Broccoli Games	Germany
Hiroshi Ideno	
Horousamatolune	
IDEA Games	United States
Inuge Laboratory	
Invisible Walls	Denmark
Julian Palacios	Italy
Kieran Nolan	Ireland
Kitfox Games	Canada
Kotoriyama	
Kumasystem	
Leap Game Studios and Hermanos Magia	Peru
miyamura atsuki	
Moonlit	Poland
NamaTakahashi	

Ninja Garage	Brazil
Nito Souji	
Nodding Heads	United Kingdom
Orbit Studio	United Kingdom
Picogram	United States
Playdigious	France
Playlearn	Brazil
PumpkinVR	Taiwan
Qrostar	
Ranida Games	Phillipines
Rikuty	
SAI Games	Australia
Salt Castle Studio	Austria
Santa Ragione	Italy
Shadow Man	
Skystone Games	United States
SleepingMuseum	
Smash Mountain Studio	Brazil
Sorb	Germany
Stardust	Switzerland
Stray Fawn Studio	Switzerland
Studio Zevere	United States
StudioInkyFox	United Kingdom
Tic Toc Games	United States
Toge Productions	Indonesia
Turtle Cream	Korea
veryOK	
Vestman	
Vladislav Tsopljak	Brazil
Wayward Games	
yona	

Official Program Schedule

TGS Official Channel has delivered organizer's programs, official exhibitor programs, Japan Game Awards, e-Sports X, and SOWN.

9

TG52020 ONLINE																	STREAMING SCHEDULE 2020.9.24 THU ~ 9.27 SUN									
	10:00~	11:00~	12:00~	13:00~	14:00~	15:00~	16:00~	17:00~	18:00~	19:00~	20:00~	21:00~	22:00~	23:00~	24:00~	25:00~										
9.24 THU											Opening	Microsoft Japan	SQUARE ENIX	Lightning Games (English)												
9.25 FRI		Organizer's Program	Gamera Game (English)	HUAWEI TECHNOLOGIES JAPAN	Renaissance high school group	e-Sports X Omnibus Edition	Lilith Games	BenQ Japan	DMM GAMES	Keynote	SEGA / ATLUS	GungHo Online Entertainment	CAPCOM	Mouse Computer	Efun	FUJITSU CONNECTED TECHNOLOGIES										
										SENSE OF WONDER NIGHT 2020 (English)	(English)	(English)	(English)													
															e-Sports X	STREET FIGHTER LEAGUE: Pro-JP 2020 Part 1 - Opener										
9.26 SAT	Organizer's Program	D3 PUBLISHER	Happinet		Spike Chunsoft	LEVEL-5	GREE	Cygames		Japan Game Awards : 2020 Day1	KONAMI	KOEI TECMO GAMES	I-O DATA DEVICE	Tencent Games												
				Japan Game Awards : 2020 Amateur Division		(English)				(English)	(English)															
									e-Sports X	PUZZLE & DRAGONS CHAMPIONS CUP TGS2020 ONLINE			e-Sports X			Magic: The Gathering Arena Saturday night's emergency MTG AGENDA The First Modern Trading Card Game with VTuber NIJISANJI / Pro Gamers										
9.27 SUN	Organizer's Program	LINEKONG	Japan Electronics College	AQUA	AKRacing	KOEI TECMO GAMES	KONAMI	BANDAI NAMCO Entertainment		Japan Game Awards : 2020 Day2	KLab Games	miHoYo	PUBG	Ending												
				Japan Game Awards: 2020 U18 Division						(English)																
											e-Sports X	Red Bull Untapped Japan Qualifier by Magic: The Gathering Arena														

Official Exhibitor Program

Organizer Program

e-Sports X

Japan Game Awards

Sense Of Wonder Night (SOWN)

Official Program Views

Total Views: 31,606,942 (Unit: # of Views)

YouTube 4,050,963 ※English : 236,828 / Chinese : 45,049
※Unique Viewers : **1.52 Millions**

Twitter 7,511,301 ※English : 31,841 / Chinese : 7,710

niconico 1,726,014

Twitch 875,350 ※90% from Amazon Special Site
※English Channel : 10,203

TikTok LIVE 98,012

Douyu (China) 1,069,377

bilibili (China) 2,315,761

Douyin/
Xigua/ (China) 10,590,828
Toutiao

IGN (Global) 3,369,336 ※Sept.24 through Oct.4

Official Site Views

Total P.V. 1,460,963

※August 17 through September 30, 3 Languages / Total Page: 80

Total of 334 programs, including simultaneous streaming, are distributed. The total number of views is 31.6 million. 9 programs are distributed in multiple languages. Delivery destinations have been strengthened in China and the United States as well as in Japan, and the total number of viewers in China has reached 13.97 million.

2019

Number of views of official video streaming delivered in 2019

Keynotes, Global Game Business Summit, Japan Game Awards 2019, Sense of Wonder Night (SOWN), Event Stage [Minecraft], Cosplay Collection Night, Expert Session, News Clips X 78, e-Sports X(8 Competitions)

TGS2019 Lived stream on several platforms to Japan and overseas.

Total 16,510,000 Views!

Japanese

11,270,261
Views

English

1,063,478
Views

Chinese

4,183,062
Views



niconico



OPENREC.tv

twitch

twitch



YouTube

YouTube

Number of Page Views in TGS2019 Official Site

(As of June 27 through October 31, 2019)

Total Languages: 5 (JPN, ENG, KOR, CHN, CHS)

Total Pages: 250 pages

Total Page Views: 4,388,463 (smartphone site: 2,801,594)

Total Sessions: 1,698,889 (smartphone site: 1,084,570)

**China
Total:**

13,975,966

Official Exhibitor Programs①

September 24 (Thu.)

The total of 35 official exhibitor programs have distributed on one line for 4 days. A wide variety of lineups including game platformers, game publishers, Chinese companies and game schools. There were programs that had 50,000 to 60,000 simultaneous on YouTube.

※Some programs may be subject to terminate.



Microsoft

Xbox Tokyo Game Show Showcase 2020

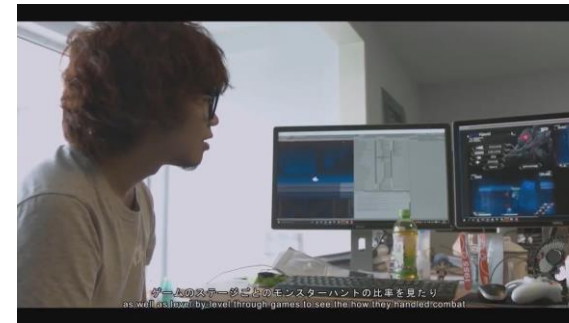
https://www.youtube.com/watch?v=viXH_qcuqHQ&list=PLfuGgcBbCkUcWUJARvCNfOcmuxRoEbBqQ&index=1



SQUARE ENIX

NieR TGS2020 Programming
The "We Have a Decent Amount Of New Info" Special

<https://www.youtube.com/watch?v=rdeByggu6gg&list=PLfuGgcBbCkUcWUJARvCNfOcmuxRoEbBqQ&index=3>



Lightning Games

Lightning Games strikes with 3 exiting indie with Tokyo Game Show!

<https://www.youtube.com/watch?v=Vyt-s9kR6mY&list=PLfuGgcBbCkUcWUJARvCNfOcmuxRoEbBqQ&index=4>

September 25 (Fri.)



Gamera Game

Gamera Game Now!

~Tokyo Game Show Special~

<https://www.youtube.com/watch?v=EQHFOEdwYS&list=PLfuGgcBbCkUcLX6Z20BFyKDHeshc8bJeX&index=2&t=0s>



HUAWEI TECHNOLOGIES

【Game with HUAWEI AppGallery】
TOKYO GAME SHOW 2020

<https://www.youtube.com/watch?v=rHzw-xd0zfg&list=PLfuGgcBbCkUcLX6Z20BFyKDHeshc8bJeX&index=3&t=0s>



Renaissance High School Group

eSports Course

<https://www.youtube.com/watch?v=6nRh45NV1qg&list=PLfuGgcBbCkUcLX6Z20BFyKDHeshc8bJeX&index=4&t=0s>



Lilith Games

TGS2020 "AFK Arena x ROK"
TGS Special Official Live Broadcast

<https://www.youtube.com/watch?v=clSiX0LJhM&list=PLfuGgcBbCkUcLX6Z20BFyKDHeshc8bJeX&index=6&t=0s>

Official Exhibitors Program②

September 25 (Fri.)



BenQ Japan

BenQ Showcase of New Brand

<https://www.youtube.com/watch?v=xNKPTYSHNo&list=PLfuGgcBbCkUcLX6Z20BFyKDHEshc8bJeX&index=7&t=0s>



DMM GAMES

DMM GAMES New Title Presentation

<https://www.youtube.com/watch?v=YuCAA0U8LQc&list=PLfuGgcBbCkUcLX6Z20BFyKDHEshc8bJeX&index=8&t=0s>



SEGA/ATLUS

SEGA ATLUS TV

https://www.youtube.com/watch?v=URGgC_dgmDI&list=PLfuGgcBbCkUcLX6Z20BFyKDHEshc8bJeX&index=15&t=0s



GungHo Online Entertainment

GungHo TGS official Special Number
<Archive Closed>



CAPCOM

CAPCOM SPECIAL PROGRAM

<https://www.youtube.com/watch?v=FDGRvDW5iKI&list=PLfuGgcBbCkUcLX6Z20BFyKDHEshc8bJeX&index=18>



Mouse Computer

Mouse.tv

<https://www.youtube.com/watch?v=75wBHPtrd6o&list=PLfuGgcBbCkUcLX6Z20BFyKDHEshc8bJeX&index=14&t=0s>



Efun

Efun to expose latest news of Illusion Connect and 2games expected to be launched next year

<https://www.youtube.com/watch?v=cpDvN7tKH10&list=PLfuGgcBbCkUcLX6Z20BFyKDHEshc8bJeX&index=15&t=0s>



FUJITSU CONNECTED TECHNOLOGIES

Presented by arrows YASAI

<https://www.youtube.com/watch?v=QIPMXM79pMM&list=PLfuGgcBbCkUcLX6Z20BFyKDHEshc8bJeX&index=16&t=0s>

Official Exhibitor Program③

September 26 (Sat.)



D3 Publisher

Save the square earth! "Earth Defense Force: World Brothers"
TGS2020 live broadcasting

<https://www.youtube.com/watch?v=HMGvXzijk58&list=PLfuGgcBbCkUeW6-4LMrax9ubuHFOIsttt&index=2&t=0s>



Happinet

Happinet GAME SHOWCASE
in TGS2020

<https://www.youtube.com/watch?v=xClDFzdrEw&list=PLfuGgcBbCkUeW6-4LMrax9ubuHFOIsttt&index=3&t=0s>



Spike Chunsoft

『Cyberpunk 2077』
Night City Wire Special

<https://www.youtube.com/watch?v=Xl4ASr6WSmE&list=PLfuGgcBbCkUeW6-4LMrax9ubuHFOIsttt&index=4&t=0s>



LEVEL-5

LEVEL-5 TGS2020 Special
Meeting

https://www.youtube.com/watch?v=zcl_izBTxLo&list=PLfuGgcBbCkUeW6-4LMrax9ubuHFOIsttt&index=8&t=0s



GREE

GREE ANIMATION GAME SHOW
2020

<https://www.youtube.com/watch?v=7rqPavyvOGc&list=PLfuGgcBbCkUeW6-4LMrax9ubuHFOIsttt&index=8&t=0s>



Cygames

TGS2020 Special Sneak Peek
Shadowverse: Champion's Battle

<https://www.youtube.com/watch?v=5SWyWmWNRnE&list=PLfuGgcBbCkUeW6-4LMrax9ubuHFOIsttt&index=9&t=0s>



KONAMI

"EDENS ZERO" Game and Anime
Livestream

<https://www.youtube.com/watch?v=bS2xt7609ZY&list=PLfuGgcBbCkUeW6-4LMrax9ubuHFOIsttt&index=15&t=0s>



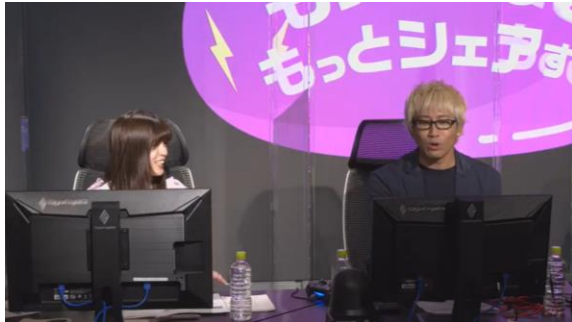
KOEI TECMO

TGS2020 KOEI TECMO Special
Program: 2 key titles!

<https://www.youtube.com/watch?v=WJVGaFRHezU&list=PLfuGgcBbCkUeW6-4LMrax9ubuHFOIsttt&index=12&t=0s>

Official Exhibitor Program④

September 26 (Sat.)



I-O DATA DEVICE

I knew the game was fun! Update your home gaming with I-O!

<Archive Closed>



Tencent Games

Tencent's RISING COSMO

<https://www.youtube.com/watch?v=oY9RUx7ChAs&list=PLfuGgcBbCkUeW6-4LMrux9ubuHFOIstt&index=14&t=0s>



September 27 (Sun)



LINEKONG

<https://www.youtube.com/watch?v=QCTWYVeVRm8&list=PLfuGgcBbCkUdLk4yR1eJ8eahqQfaha331&index=2&t=0s>



Japan Electronics College

25th year

-TOKYO GAME SHOW 2020-

<https://www.youtube.com/watch?v=cLcgfDZviyE&list=PLfuGgcBbCkUdLk4yR1eJ8eahqQfaha331&index=3&t=0s>



Aqua

Discussion about Present and Future of eSports

<https://www.youtube.com/watch?v=s0YQfBWY98A&list=PLfuGgcBbCkUdLk4yR1eJ8eahqQfaha331&index=4&t=0s>



AKRacing

AKRacing presents 「AKTalking」

<https://www.youtube.com/watch?v=wHehoXEi7bI&list=PLfuGgcBbCkUdLk4yR1eJ8eahqQfaha331&index=5&t=0s>

Official Exhibitor Program⑤

September 27 (Sun.)



KOEI TECMO GAMES

DYNASTY WARRIORS 20th Anniversary special program
<https://www.youtube.com/watch?v=MbkTLsBj8yM&list=PLfuGgcBbCkUdLk4yR1eJ8eahqQfaha331&index=6&t=0s>



KONAMI

Momotaro Dentetsu ~Showa Heisei Reiwa mo teiban ! ~Yoshimoto Comedians Special Match~
 <Archive Closed>



BANDAI NAMCO Entertainment

Sword Art Online - Special Program
 SCARLET NEXUS - Special Program

<Archive Closed>



KLabGames

Bleach: Brave Souls Bankai Live @TGS Online!
<https://www.youtube.com/watch?v=TG8Iu5GKRAI&list=PLfuGgcBbCkUdLk4yR1eJ8eahqQfaha331&index=9&t=0s>



miHoYo

The day before the release Genshin in TGS 2020

<Archive Closed>



PUBG

PUBG JAPAN Esports conference 2020

https://www.youtube.com/watch?v=2CUMz_q_3Ik&list=PLfuGgcBbCkUdLk4yR1eJ8eahqQfaha331&index=11&t=0s

TOKYO
 GAME SHOW
 2020
 ONLINE

Organizer's Program①

① Opening Program『Forerunner ! TGS2020 ONLINE』

■ Streaming Date : September 24 (THU.), 2020 20:00~20:50

【Outline】 Three official program MCs and TGS2020 ONLINE official supporter Hajime Syacho have introduced the highlight of the four days event.

【Presenter】 Official MC, Hajime Syacho (YouTuber)

https://www.youtube.com/watch?v=rM6B2TbB_xI&list=PLfuGgcBbCkUcWUJARvCNfOcmuxRoEbBqQ&index=1

②『Game Industry Latest Technology Trends for 2021』

■ Streaming Date : September 25 (Fri.), 2020 11:00~11:50

【Outline】 Game industry leaders look to 2021 with a variety of the latest technology trends that drive the game industry, including new hardware, game engines that draw the latest games, new devices such as VR and AR, and cloud services.

【Presenter】 Kiyoshi SHIN(Game Journalist), Yohei YANASE(Unity Technologies Japan)

Zenji NISHIKAWA(Technical Journalist)

【Moderator】 Shota AZUMA(Editor, Nikkei XTECH / Nikkei Electronics)

<https://www.youtube.com/watch?v=IQy0bNB-e54&list=PLfuGgcBbCkUcLX6Z20BFyKDHEshc8bJeX&index=2>

③『e-Sports X Navigations』

■ Streaming Date: September 25 (Fri.), 2020 15:00~15:50

【Outline】 The programs are intended to distribute a pre-program for "e-sports beginners". The programs for the four tournaments were distributed together to raise interest in each tournament and create a lead for viewing.

【Presenter】 Kazuya KOJIMA

<https://www.youtube.com/watch?v=4zsxlZpw8-8&list=PLfuGgcBbCkUcLX6Z20BFyKDHEshc8bJeX&index=5>

④ Keynote Speech『The Future Touches Gaming First』

■ Streaming Date : September 25(Fri.), 2020 19:00~19:50

【Outline】 As society undergoes major changes due to Covid-19, the possibilities of the game continue to expand, with the release of next-generation consoles and their game titles, and the increase in e-Sports players. On the other hand, the game production process is changing due to the influence of COVID-19. Representatives of four major Japanese publishers talk about the everyday life that games bring.

【Presenter】 Katsuhiko HAYASHI(KADOKAWA Game Linkage), Daisuke UCHIYAMA(BANDAI NAMCO Studios), Jun TAKEUCHI(CAPCOM), Hiroshi TANIBUCHI(KONAMI Digital Entertainment), Naoki HAMAGUCHI(SQUARE ENIX)

<https://www.youtube.com/watch?v=DjSsjwRmSVY&list=PLfuGgcBbCkUcLX6Z20BFyKDHEshc8bJeX&index=13>



Organizer's Program②

⑤『How To Enjoy 2020 e-Sports』

■ Streaming Date: September 26 (Sat.), 2020 10:00~10:50

[Outline] Esports is expanding its base. Key persons from different fields such as professional esports teams, sponsor companies, and gaming device suppliers will be gathering to convey the changes in the forefront of esports. E-sports in which professional athletes compete for skills, amateur e-sports in which corporate competition and internal activities of the company are lively, and e-sports as targets for watching games and cheering. Now that many tournaments have been switched online due to the influence of the corona disaster, how to fully enjoy e-sports?

[Presenter] Rei NISHITANI (Rush Gaming), Takashi FUKUYOSHI (Sapporo Breweries), David Bennett (Lenovo Japan)

https://www.youtube.com/watch?v=69hpnJL_x3o&list=PLfuGgcBbCkUeW6-4LMr9x9ubuHFOIsttt&index=2

⑥『Make a Game with Nintendo Switch & Become a Game Creator!』

■ Streaming Date : September 27 (Sun.), 2020 10:00~10:50

[Outline] The big veteran game creator ""Hakase"" has discussed what game creators are doing while making games. ""Petitcon 4 SmileBASIC"" that you can make and play games with Nintendo Switch (TM) is used to make games.

[Presenter] Takaki KOBAYASHI (SmileBoom), UI (Movie Creator)

<https://www.youtube.com/watch?v=DCnW7t9yX5Q&list=PLfuGgcBbCkUdLk4yR1eJ8eahqQfaha331&index=2>

⑦Closing Program

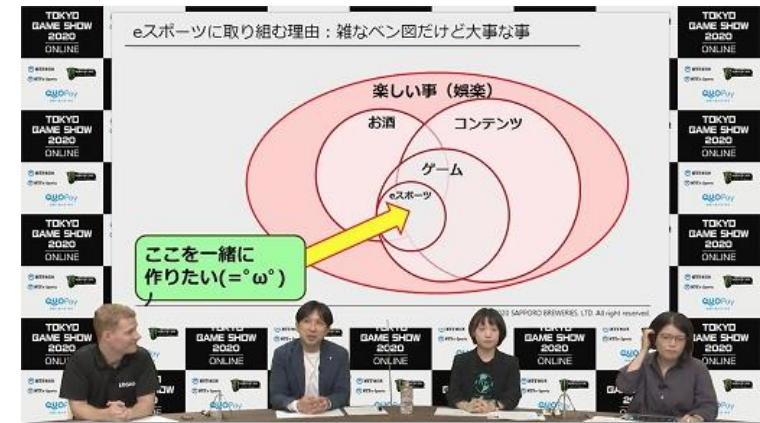
『TGS2020 ONLINE Fan Meeting-Towards 2021-』

■ Streaming Date : September 27 (Sun.), 2020 24:00~24:50

[Outline] Official program MC and official supporters look back on TGS2020 ONLINE and talk about the outlook for TGS2021. TGS2020 ONLINE invited TGS fans from the official supporters Hajime Syacho, as well as everyone who cooperated with TGS this time, and behind the scenes to support online operations, and looked back on the four-days TOKYO GAME SHOW from various perspectives. While talking about the outlook for 2021.

[Presenter] Koji WATANABE, Kosuke HIRAIWA, Shouhei TAGUCHI, Hajime Syacho, and more...

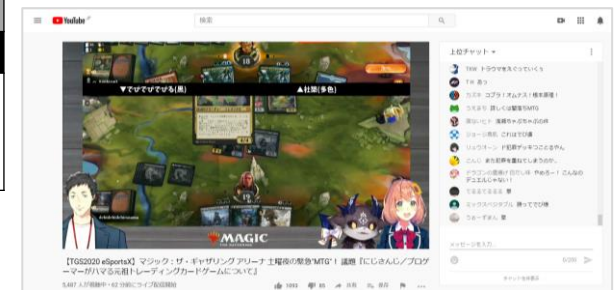
https://www.youtube.com/watch?v=Z7HZ74J_6gM&list=PLfuGgcBbCkUdLk4yR1eJ8eahqQfaha331&index=16



e-Sports X Competition Titles

4 competitions have set in 3 days, and simulcast has distributed on YouTube, Twitch, Twitter, niconico, etc.

September 25 (Fri.)			
TIME	CONTENTS		Video Platform
① 23:00-26:00	CAPCOM	STREET FIGHTER LEAGUE: Pro-JP 2020 Part 1 - Opener	YouTube/Twitch/Twitter/Periscope/ niconico/bilibili/DOUYU
September 26 (Sat.)			
TIME	CONTENTS		Video Platform
② 18:00-21:00	GangHo Online Entertainment	PUZZLE & DRAGONS CHAMPIONS CUP TGS2020 ONLINE	YouTube/Twitch/Twitter/Periscope/ niconico/DOUYU
③ 21:00-24:00	Wizard of the Coast	Magic: The Gathering Arena Saturday night's emergency "MTG"	YouTube/Twitch/Twitter/Periscope/ niconico
September 27 (Sun.)			
TIME	CONTENTS		Video Platform
④ 19:00-22:00	Red Bull TV	Red Bull Untapped Japan Qualifier by Magic: The Gathering Arena	YouTube/Twitch/Twitter/Periscope/ niconico



e-Sports X viewers

e-Sports X Overall (Total in 4 competitions) : **639,821**

	YouTube	twitch	Twitter	Periscope	niconico	bilibili (CAPCOM)	Douyu (CAPCOM/GangHo)	Total
2020 Total	184,314	1,810	207,420	79,149	22,135	70,605	74,388	639,821
2019 Total	15,242	92,874	47,247	—	150,888	—	—	

e-Sports X Pre-Competition Promotions

As "TGS-like e-sports video for beginners", This video clip has promoted viewers to understand the highlights of TGS e-Sports X. "Understanding in 10 minutes! e-Sports X navigations" concept is produced for each tournament. The four programs have distributed on YouTube prior to the competitions.

【STREET FIGHTER LEAGUE: Pro-JP 2020】



【PUZZLE & DRAGONS CHAMPIONS CUP】



【Magic: The Gathering Arena】



【Red Bull Untapped】



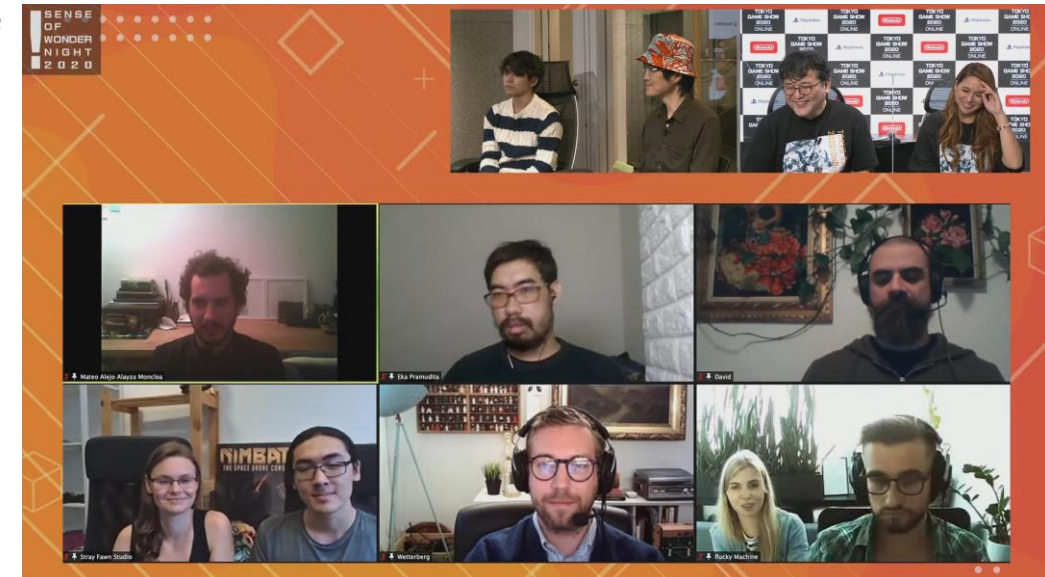
Indie Game <Selected Exhibits/SOWN2020>

The total of 371 applications from 21 countries for the indie game selected exhibits (free exhibition scheme) have applied to the area with the highest number of applications ever. 80 companies / titles were selected from them. After further screening, eight finalists from the Sense of Wonder Night (SOWN) 2020 were selected. Six of them participated from outside Japan. SOWN was also held online for the first time.

<Sponsorship> Sony Interactive Entertainment, NINTENDO

Indie Game Selected Exhibits <Exhibitors by Country/Region>

Country	#	Country	#	Country	#	Country	#	Country	#	Region	#
Japan	22	Poland	5	Denmark	2	Korea	2	France	1	Taiwan	1
U.S.	11	U.K.	5	Germany	2	Philippines	2	Ireland	1		
Brazil	7	Australia	2	Indonesia	2	Switzerland	2	Peru	1		
Canada	6	China	2	Italy	2	Austria	1	Sweden	1		



SOWN2020 Viewers

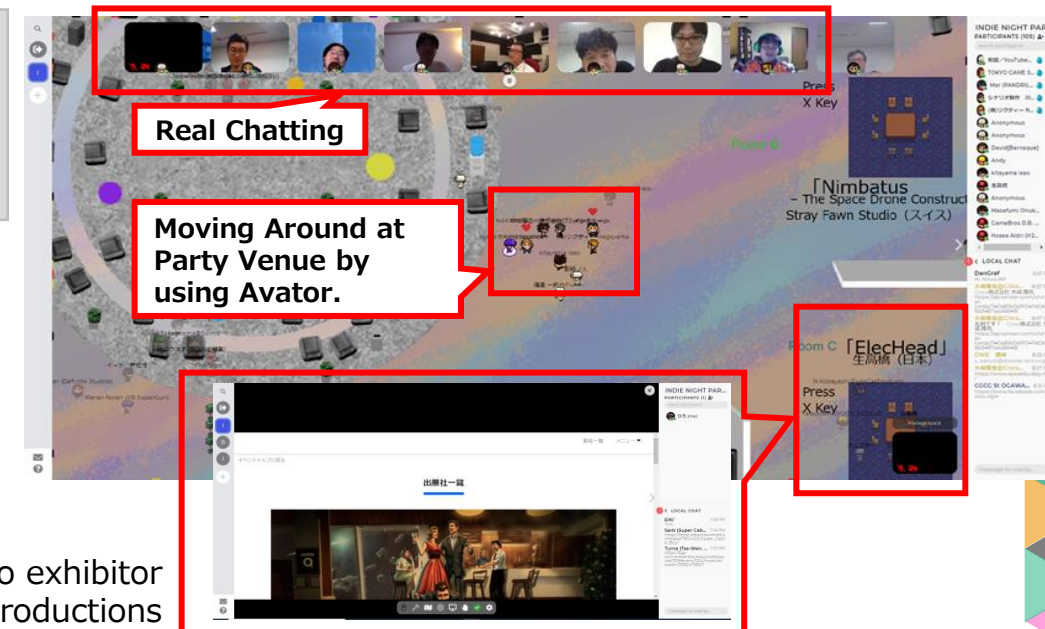
September 25 (Fri.) 17:00~19:00

of Viewing YouTube : 38,744 Twitter : 126,480
 Twitch : 13,277 niconico : 4,752

Indie Night Party

Upon finishing the distribution of SOWN2021 at 21:30 on September 25, an indie night party held on the online conference system "Gather" by inviting indie game developers and business matching registrants. The maximum number of simultaneous connections is 204, including overseas participants, and more than 100 people participate until the closing.

Click to open to exhibitor introductions



Japan Game Awards 2020

Japan Game Awards 2020, which celebrated its 24th anniversary this year, is the "Minister of Economy, Trade and Industry Award" given to people who have contributed to the development of the video game industry in recent years, the "Games of the Year Award" for works released in Japan last year, the "Amateur Division Award" for original unfinished works, and the "U18 Division Award" for works developed by people under the age of 18 regardless of students or the general public.

The announcement and awards of each award-winning work were broadcasted live (simulcast deliveries) as an official program of "TOKYO GAME SHOW 2020 ONLINE".

In addition, the "Future Division", which invites visitors to vote for unreleased works exhibited at the "TOKYO GAME SHOW", was not selected this year because the "TOKYO GAME SHOW 2020" was held online. ..

Instead, as a CESA official event, a general vote have been conducted for the unreleased works exhibited at the four media jointly of "Game Dengeki", "Famitsu", "V Jump" and "4Gamer.net".

The gaming media have conducted "Tokyo Game Show Special Project / Media Award 2020", ntroduced a new work that game users are paying attention.

Japan Game Awards 2020 annual awards list

The "Game of the Year Award" has been voted from April 13 to July 24, 2020. From the works with the most votes, each winning work has been decided after being judged by the Japan Game Awards selection committee. In addition to a large number of support in the general voting, "Animal Crossing: New Horizon" (Nintendo) was selected as the most suitable work to symbolize 2019 by the Japan Game Awards selection committee for "Award for Excellence".

Awards	Title	Publisher	Platform
Grand Award	Animal Crossing: New Horizons	Nintendo	Nintendo Switch
Award for Excellence	Animal Crossing: New Horizons	Nintendo	Nintendo Switch
	13 Sentinels: Aegis Rim	ATLUS	PlayStation®4
	DEATH STRANDING	Sony Interactive Entertainment	PlayStation®4 / Windows®
	Nioh 2	KOEI TECMO GAMES	PlayStation®4
	Fire Emblem™ : Three Houses	NINTENDO	Nintendo Switch
	PERSONA5 THE ROYAL	ATLUS	PlayStation®4
	Pokemon Sword and Pockemon Shield	The Pockemon Company	Nintendo Switch
	Monster Hunter World: Iceborne	CAPCOM	PlayStation®4 / Xbox One / Windows®
	Yakuza: Like a Dragon	SEGA	PlayStation®4
	Ring Fit Adventure	Nintendo	Nintendo Switch
Special Award	DRAGON QUEST WALK	SQUARE ENIX	iOS / Android OS
Best Sales Award	Pokemon Sword and Pockemon Shield	The Pockemon Company	Nintendo Switch
Global Award Japanese Product	Pokemon Sword and Pockemon Shield	The Pockemon Company	Nintendo Switch
Global Award Foreign Product	Call of Duty: Modern Warfare	ACTIVISION / Infinity Ward	PlayStation®4 / Xbox One / Windows®
Game Designers Award	Baba Is You	Hempuli	Nintendo Switch / Windows®
Minister of Economy, Trade and Industry Award	Animal Crossing: New Horizons Development Team		

The "**Minister of Economy, Trade and Industry Award**" was presented to the "Animal Crossing: New Horizons Development Team". With this work as a trigger, many users have resumed playing on stationary game consoles for the first time in a long time, and many have said that they have purchased a stationary game console for the first time, greatly expanding the base of game users. In addition, various brands and companies that actually have the in-game function "My Design" that allows you to design your own costumes and publish them online to players. The award was given in recognition of its significant contribution to the development of this industry, including the fact that famous overseas museums itemized their collections and provided data, which attracted attention from fans in other fields. ..

The "**Game Designers Award**", which is selected based on originality and novelty from the creator's point of view, was selected by a total of 10 top creators headed by Masahiro Sakurai, and this year's award-winning work "Baba Is You" 』(Hempuli) was elected.

Japan Game Awards 2020 Annual Awards Presentation Event: Day 1

Minister of Economy, Trade and Industry Award, Global Award, Special Award, Best Sale Award, each award of the Game Designers Awards have announced. Winners have appeared through online message.

Time & Date : September 26 (Sat.) 19 : 00~19 : 50

Moderator : Hikaru Ijyuin (Talent)
Shouhei Shibata (Freelance)

Guest :
Yoshimichi Nishioka (Editor-in-Chief, Dengeki Game Media)
Hiroko SAGA (Editor-in-Chief, Weekly Famitsu)

Minister of Economy, Trade, and Industry Award
「Animal Cross Development Team」



Game Designers Award
「Baba Is You」



Global Award Japanese Product
「Pokemon Sword and Pokemon Shield」



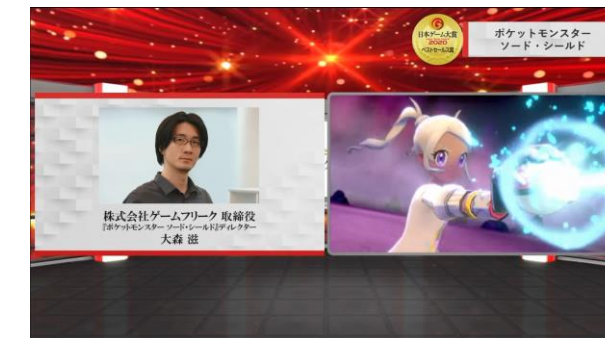
Global Award Foreign Product
「Call of Duty: Modern Warfare」



Special Award
「DRAGON QUEST WALK」



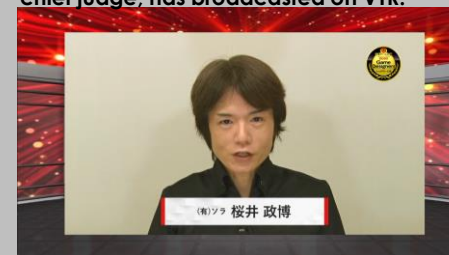
Best Sales Award
「Pokemon Sword and Pokemon Shield」



The moderator announces the award-winning work and talks with guests



For the Game Designers Award, the announcement and demo play by Mr. Sakurai, the chief judge, has broadcasted on VTR.



Scene at Virtual Studio



Japan Game Awards 2020 Annual Awards Presentation Event: Day 2①

Day 2 has announced Grand Award from 10 candidates of Award for Excellence. The award event has introduced submitted to each award-winning work with introducing comments from general voters on the screen. Winners have appeared in a video message.

Time & Date : September 27 (Sun.) 19 : 00~19 : 50

Moderator : Hikaru Ijuuin (Talent)

Shouhei Shibata (Freelance)

Guest : Katsuhiko HAYASHI (Famitsu Group CEO)

Akio Inou (Editor-in-Chief, VJump)

Award for Excellence 「Ring Fit Adventure」



Award for Excellence 「PERSONA5 THE ROYAL」



Award for Excellence 「Pokemon Sword and Pokemon Shield」



Award for Excellence 「13 Sentinels: Aegis Rim」



Award for Excellence 「DEATH STRANDING」



Award for Excellence 「Fire Emblem™ : Three Houses」



The moderator announces the award-winning work and talks with guests



Scene at Virtual Studio



Japan Game Awards 2020 Annual Awards Presentation Event: Day 2②

Award for Excellence 「Monster Hunter World: Iceborne」



Award for Excellence 「Yakuza: Like a Dragon」



Award for Excellence 「Nioh 2」



Grand Award 「Animal Crossing: New Horizons」



The moderator, Mr. Ijuin, announced the grand award-winning work "Animal Crossing: New Horizons". After the announcement, he has introduced a number of comments sent to the work by general voters and go to the ending.



Japan Game Awards 2020 Amateur Division Award List

The "Amateur Division" started accepting applications on March 1, and the deadline was extended by two weeks until June 14, due to the effects of Covid-19 infections.

This year, JGA solicited works on the theme of "sound" itself, and received 427 entries. In the selection process, game creators and game media editors conducted a viewing and trial screening of the work introduction video, and 11 works were selected and announced as award-winning works.

Grand Award	OVEROIL CRABMEAT	CRAB	ECC Computer Technical College School	PC
Award for Excellence	OVEROIL CRABMEAT	CRAB	ECC Computer Technical College School	PC
	ShakaBomb	ShakaBombs	TRIDENT COLLEGE OF INFORMATION TECHNOLOGY	PC
	bluem	jack	Nagoya University	PC
	mitinarukannketusenn	ProjectGG	HAL Nagoya	PC
	RadiO -Escape from factory-	GYABA	HAL Osaka	PC
Honorable Mention	AMAZUL	AMAZUL	TOKYO DESIGN TECHNOLOGY CENTER	PC
	Water Carry	Utenkekkou	ECC Computer Technical College School	PC
	Curavity	ON PRODUCTION	HAL Tokyo	PC
	Splachu	sabaEater	HAL Osaka	PC
	Diver	Tanaka Gumi	Nihon Kogakuin College	PC
	Volcanon	Tokshin Lab	HAL Tokyo	PC

Japan Game Awards 2020 Amateur Division Award Ceremony

Announced the grand award, award for excellence, and honorable mention award from the 11 finalists. Winners participated remotely, and the judges told the creators the reasons for the selection.

Time & Date : September 26 (Sat.) 13 : 00~14 : 55

Moderator : Shouhei SHIBATA (Freelance)

Misaki MAEDA (Freelance)

<Remarks by Organizer>

Naohiro SAITO (Chief of Human Development, CESA)

Opening



Opening Remarks by Organizer



Finalists Team Introductions



Finalists Work Introductions



Finalist Nomination Briefing



Announcement of Award for Excellence



Award for Excellence - Explanation of Reasons for Selection



Award for Excellence - Introduction of All Winners



Announcement of Grand Award ~ Winner Interview



Japan Game Awards U18 Division Winner List

The "U18 Division" started accepting applications on February 3, and the deadline was extended for one month until June 28, due to the effects of the Covid-19 infection. From the submitted works, the final competition will be held with 6 titles that survived the first screening and qualifying competition.

At the final tournament, the results of the preliminary trial screening and the presentation screening where the developers themselves introduced the points of the work, which was held on the day of the final tournament, were comprehensively evaluated, and each award was decided and announced.

Japan Game Awards 2020 U18 Division Winner List

Prize	Title	Name	School
GOLD	Wonder of Labi and Nabi	Hidehiko FUJISAWA	Shibaura Institute of Technology Senior High School
SILVER	void	Shun NATSUME	Iwata Minami Senior High School (Shizuoka Prefecture)
BRONZE	Karakuri Ryoujyo No Namida To Shu	Haruya AIDA	Kanagawa Sogo Senior High School (Kanagawa Prefecture)
	ROLL THE DICE	Reo UKI	Higashibara Junior High School (Suginami-ku)

Japan Game Awards 2020 U18 Division Final Competition

The GOLD, SILVER, and BRONZE awards have been decided based on the comprehensive evaluation of the preliminary trial screening of the six finalists who advanced to the final and the presentation screening on the day. Winners participated remotely.

Time & Date : September 27(Sun.)13 : 00~15 : 15

Moderator : Takashi TOKITA (Square Enix)
Ai YOKOMACHI (Freelance)

<Remarks from Organizer>

Naohiro SAITO (Chief, Human Development, CESA)

Suguru SHOJI (Vice Chief, Human Development, CESA)

Opening



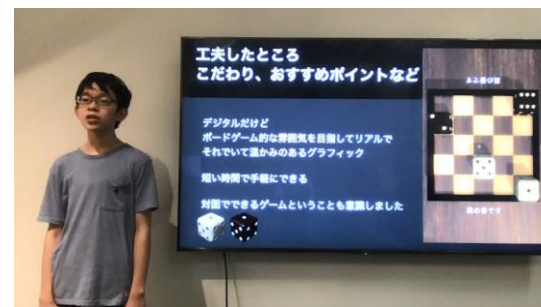
Opening Remarks by Organizer



Introduction of Judges



Finalist Presentation on VTR broadcast-question and answer with judges



Interview to All Developers



Winner Work Announcement



Grand Award Announcement-Interview with Winners



Closing Remarks by Organizer



Official Program: Feedback from Viewers

【About Online Event】

- Online was very good
- Rather, I was able to participate in the game show because it was online.
- I can't go to the site, so I want you to do a lot of online distribution from next year onwards.
- Thank you for seeing it in the archive
- Regional disparities are corrected
- I'm glad that I could easily see information about companies that I wouldn't normally go to.
- But I feel like I can enjoy it with everyone because it's online.
- I'm glad I could easily participate online
- Online has the goodness of online
- It's great that I was able to participate in TGS from all over the country.
- This is definitely better for product sales
- Thank you for doing this for free.
- It seems that there was less information than usual
- It's a pity that I can't go to Makuhari
- I really wanted to go to the venue
- After all, go to the site
- PS5 that I could play on the actual machine as usual this year
- May I be able to do it at Makuhari Messe next year
- After all, it is good to try it out locally and enjoy the atmosphere of the festival.
- I want to go to Makuhari next year
- I'm sorry I can't play
- Unlike walking around the site, there was no chance encounter
- After all, the goodness of offline was the outstanding online Tokyo Game Show.
- I'm looking forward to seeing you at the venue next year.

【About Program】

- It's finally the start of the Tokyo Game Show
- It's nice to enjoy the game show while drinking at this time
- But I'm surprised that there are so many comments from overseas.
- It was a very interesting session. Have a vision from a business standpoint
- If there are so many people who are passionate about esports,
The future e-sports world is likely to develop further
- I like the game league against the businessman
- Surprisingly easy to understand
- It was a short time but it was fun
- Delivery with a high degree of publicity
- I learned a lot
- I wanted to listen carefully in about 2 hours.
- Technical talks are exciting because dreams spread
- Is it over? It was completely online this year, but it was really interesting.
- Something, I missed sleeping like this
- Next year, I want to try out new works until this year.
- Ending emotional
- Even online, I feel like I'm lonely after going to the site.
- I hope we can hold it safely next year (— people—)
- Thank you for holding online without canceling.
- I felt a different goodness from the atmosphere like that festival
- For some reason, I was stuck with each distribution.

Amazon Special Site① Amazon Special Venue

Set up a TGS special venue on Amazon.co.jp and carry out full-scale live commerce

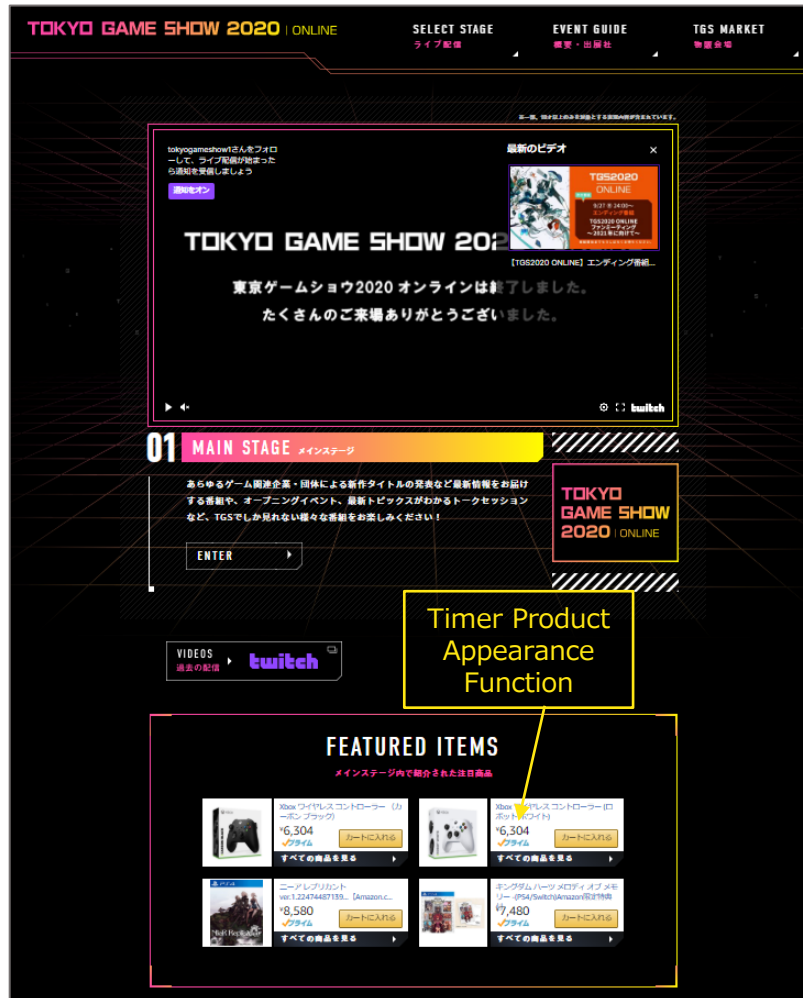


<https://www.amazon.co.jp/adlp/tokyogameshow2020>

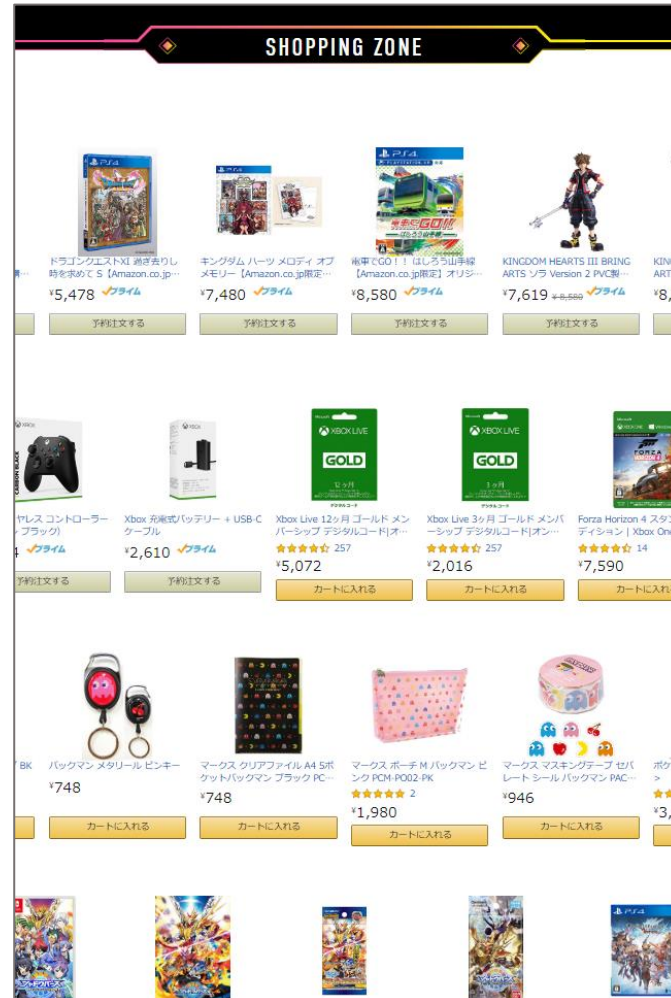
Amazon Special Site② Merchandise Sales

Various product sales leads are installed in the Amazon special venue

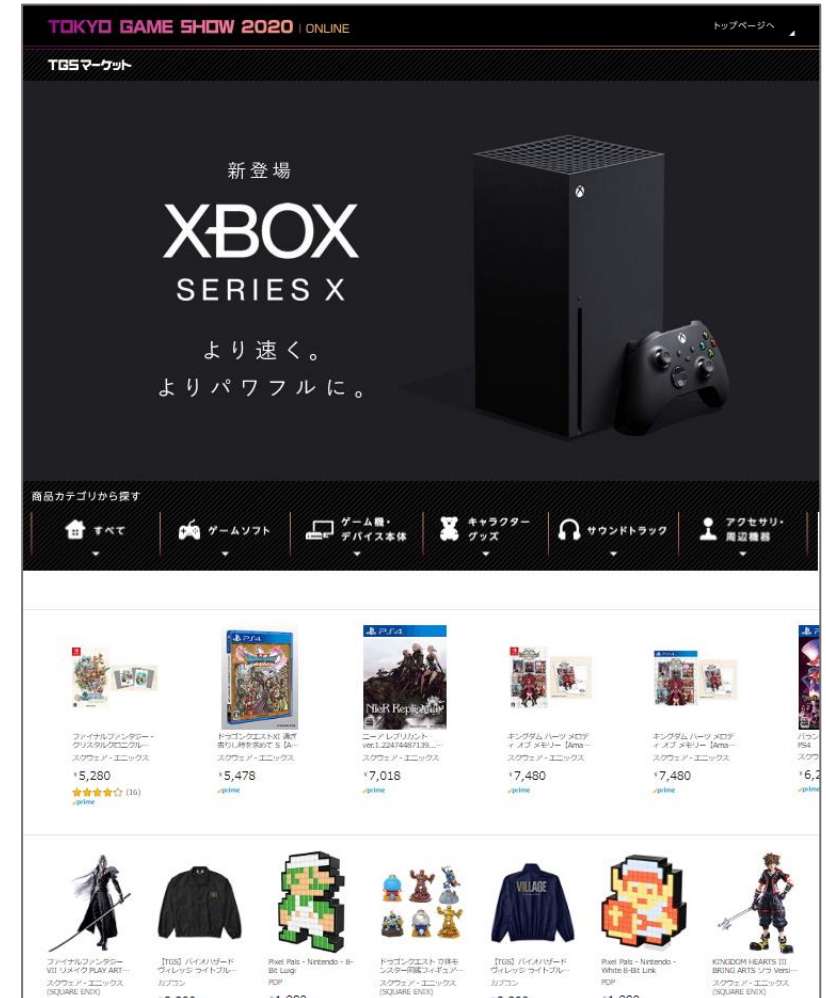
▼Amazon.co.jp TOP |
Timer type product appearance function



▼Amazon.co.jp TOP/ SHOPPING AREA



▼Amazon Merchandise Sale Venue



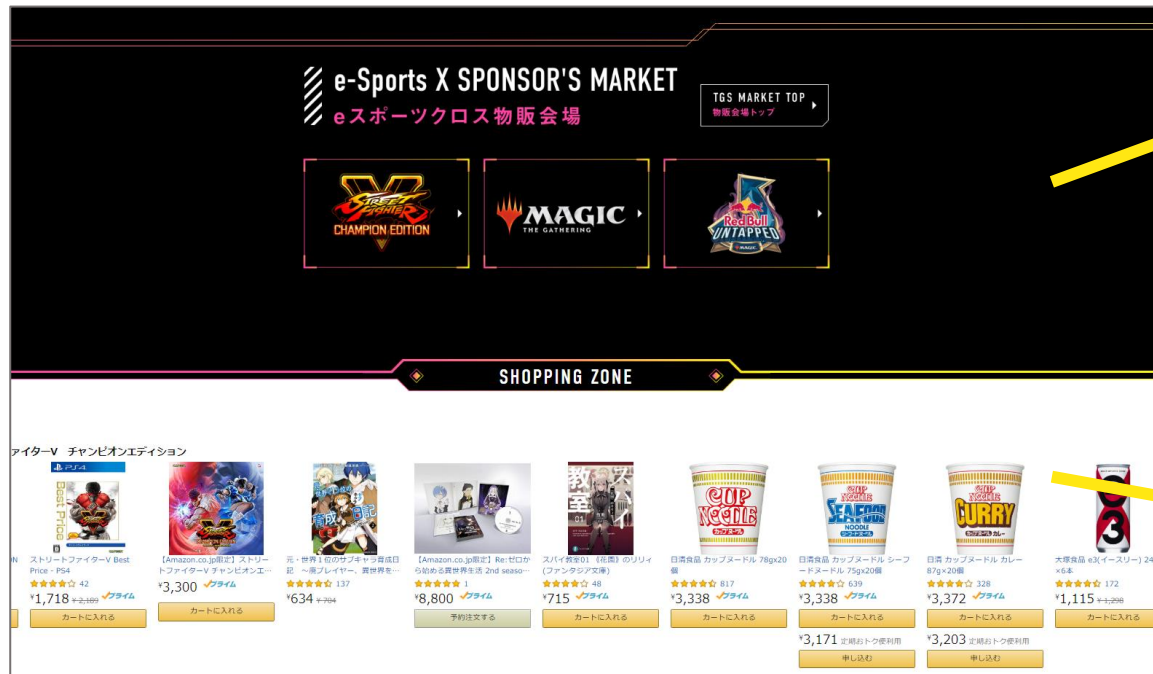
Amazon Special Site ④ Benefits for Sponsors

Providing new sponsorship benefits unique to online

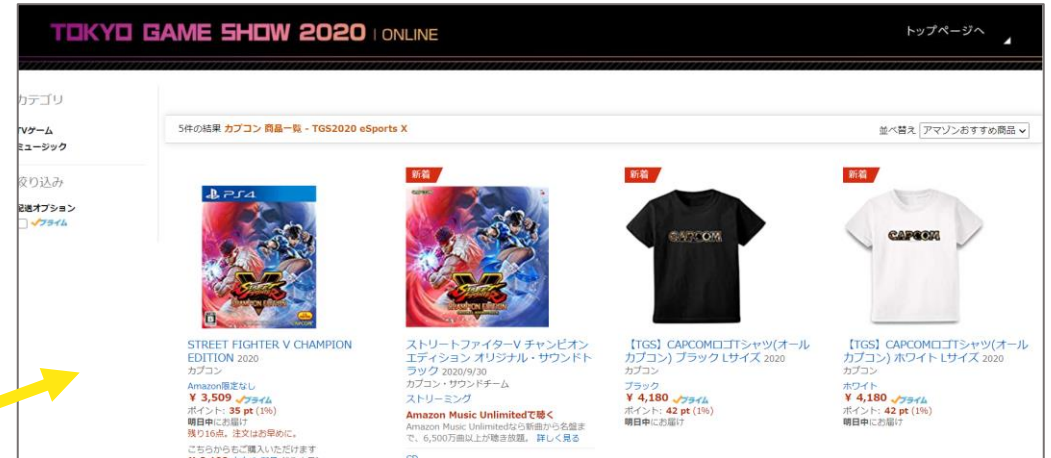
For e-Sports X Sponsors:

- Product purchase page for competition sponsors (game publishers)
- Product introduction for tournament sponsors

Providing sponsor benefits that go beyond logo exposure by preparing two product purchase flow lines



▼Merchandising Page for Competition Sponsorship (Game Publisher)



▼大会スポンサー用の商品紹介



Amazon Special Site ⑤ Sponsorship Results

41 companies participated in the "leading to sales" plan

With the Platinum Plan, visitors can see live videos of new releases and put out product carts according to the live distribution contents that can be purchased (reserved) immediately on the spot. Special specifications (timer type product appearance function) are also implemented.

PLATINUM

- Individual special page production
- Embedded live video distribution frame
- Traffic-guided advertising space
- In the brand navigation in the TGS special venue
- Individual special feature page link
- Live video introduction frame in the TGS special venue
- Live video-linked product display (up to 2 times)
- Banner (hero) in the TGS special venue
- TGS special venue top featured product introduction
- Targeting email delivery
- TGS special venue TGS market guidance frame
- TGS special venue product linking
- Company name / logo listed in exhibiting company list (With a link to the individual special featurepage)
- External links can be set up on sponsor's website

2 Companies Participated

GOLD

- Individual special page production
- Embedded live video distribution frame
- TGS Special Venue Banner (Large)
- Targeting Mail Distributions
- TGS special venue product linking
- Company name / logo listed in exhibiting company list (With a link to the individual special featurepage)
- External links can be set up on sponsor's website

3 Companies Participated

SILVER

- Individual special page production
- TGS Special Venue Banner (Medium)
- Targeting Mail Distributions
- TGS special venue product linking
- Company name / logo listed in exhibiting company list (With a link to the individual special feature page)

4 Companies Participated

Upload ONLY

- TGS special venue product linking
- Enlisting on Exhibitor List

32 Companies

Amazon Special Site ⑥ Sponsor List

PLATINUM

- Microsoft
- Square Enix

GOLD

- Bandai Namco Entertainment
- Cygames

- Facebook (Oculus)

SILVER

- EPOS JapanK
- I.O. Data

- KONAMI Digital Entertainment
- LG Electronics Japan

Upload ONLY

- A5
- AMD Japan
- Ampus
- Archisite
- ASK
- ASUS JAPAN
- Beep Japan
- BenQ Japan
- CAPCOM
- CFD Sales
- CITY CONNECTION
- Columbus Circle
- Creative Media

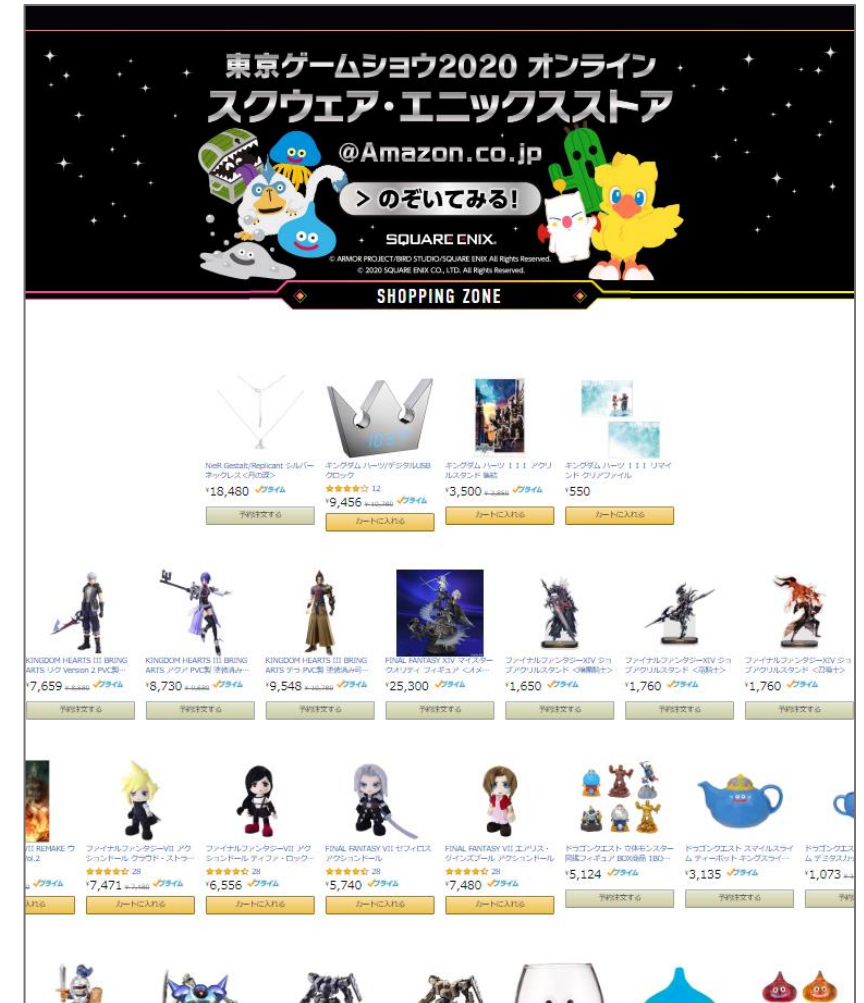
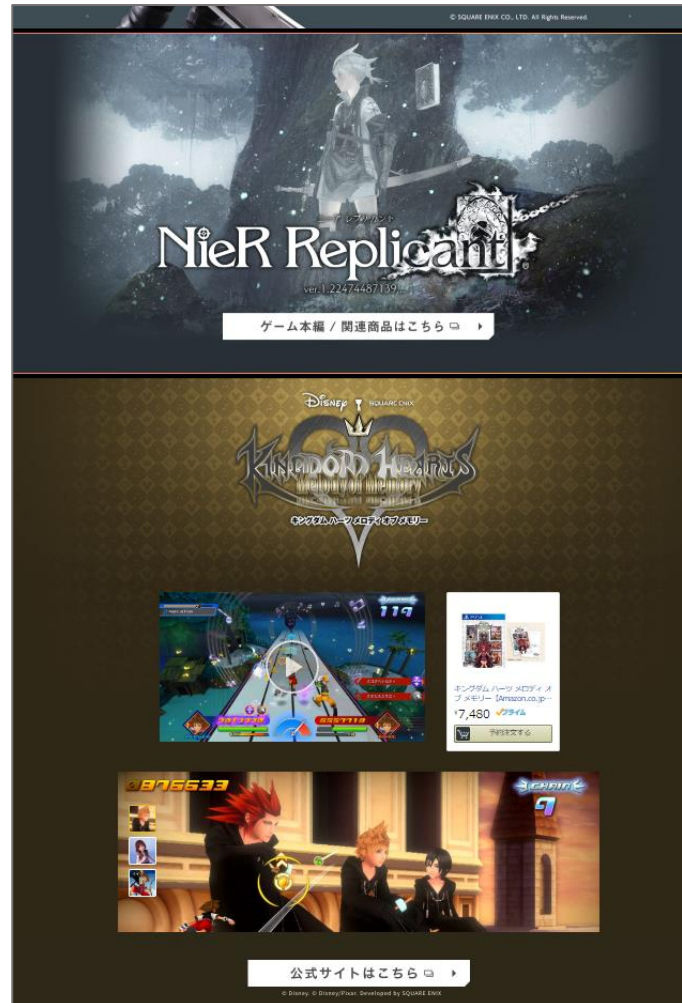
- Crucial (Micron Japan)
- DXRacer
- ELECOM
- First Step Japan
- GIGA-BYTE Japan
- Huawei Japan
- Info Lense
- ITOKI
- KOEI TECMO GAMES
- Level-5
- Logicoool (Logitech)
- Mouse Computer
- MSI Computer Japan

- Netgear Japan
- Performance Designed Products
- PUBG JAPAN
- SAT-BOX
- SteelSeries
- Sundisk

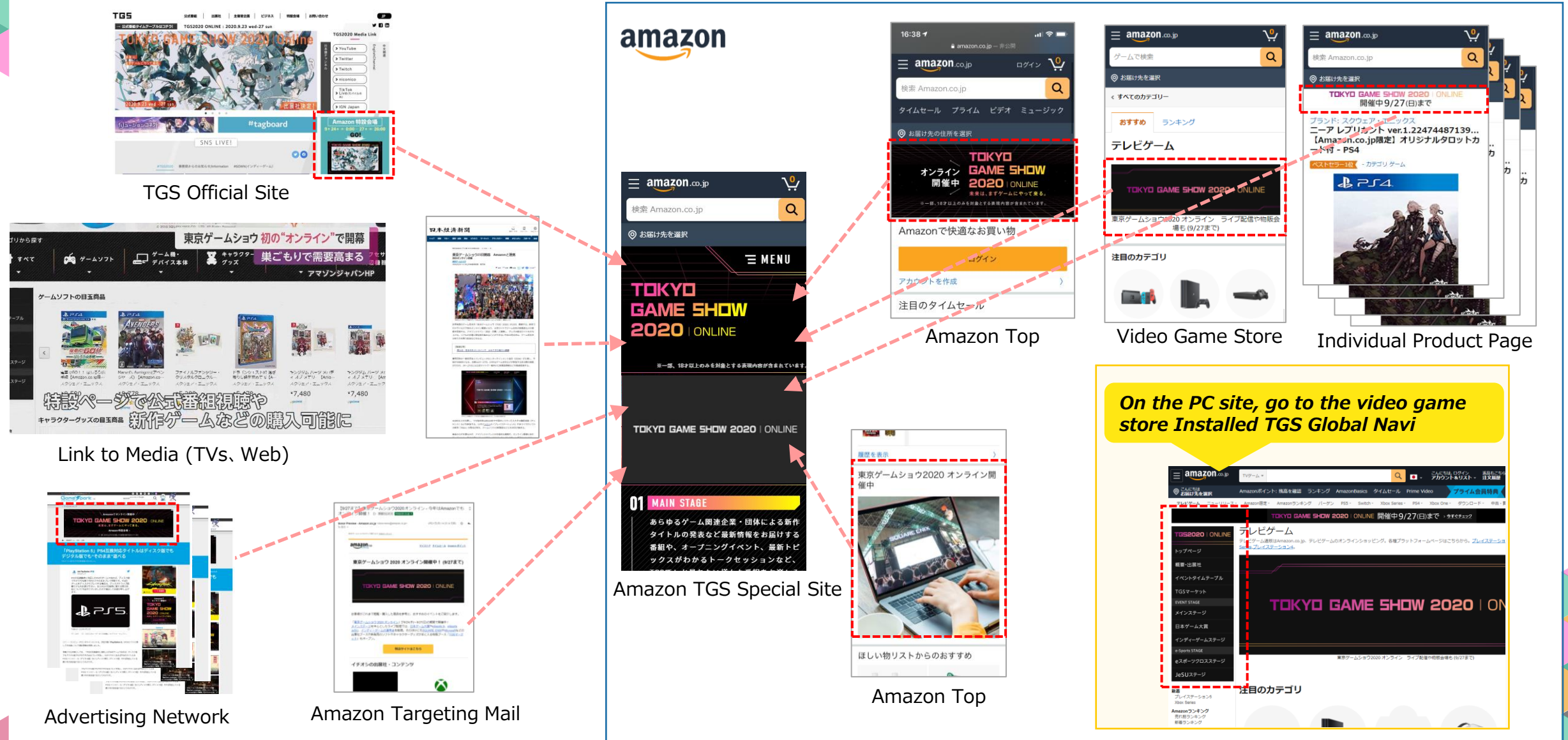
※Alphabetical Order by sponsor category

Amazon Special Site ⑦ Sponsorship Results

▼Case Sample : Square Enix

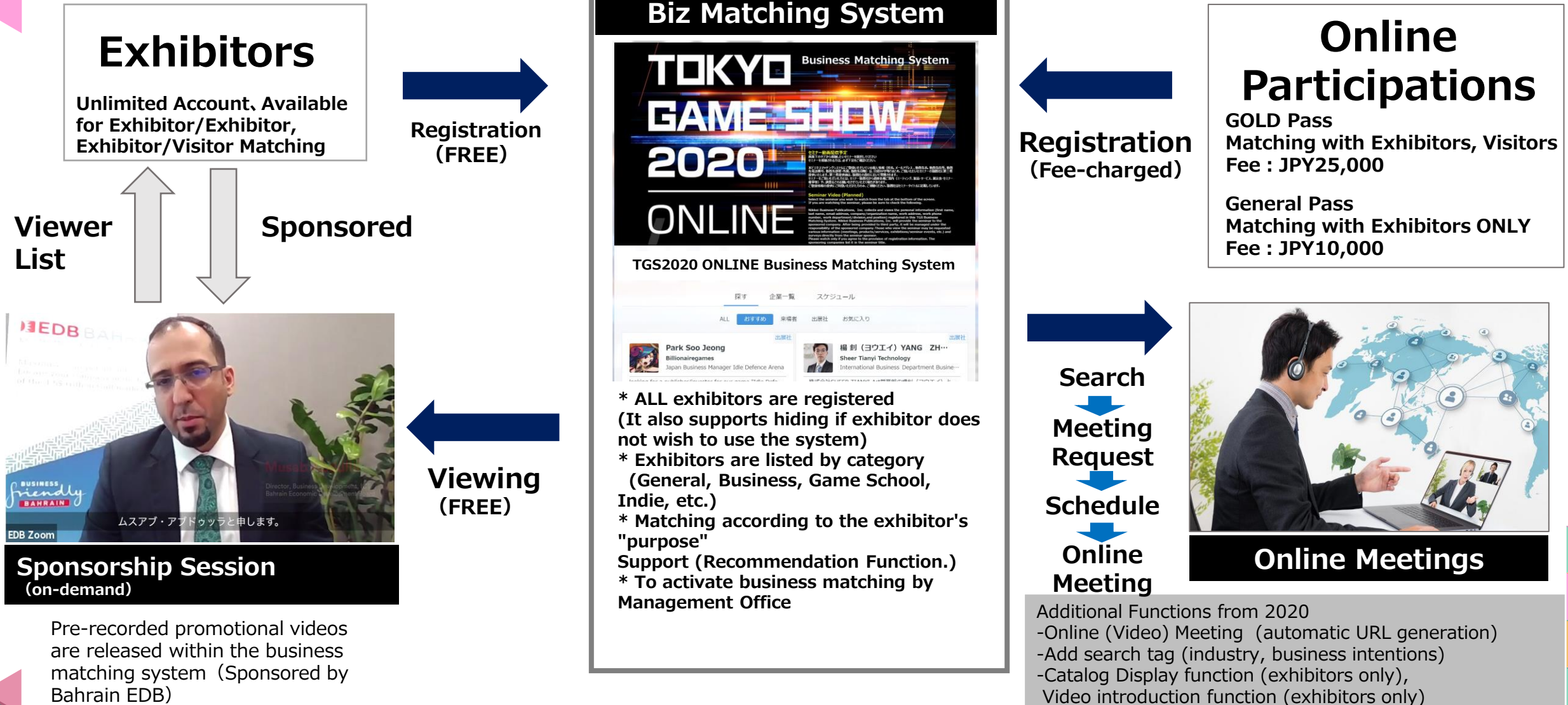


Amazon Special Site ⑧ Pipeline to Customers



Business Matching System①

TGS2020 ONLINE Business Matching System provides exhibitors and general participants with accessible for matchmaking for online meeting and viewing sponsorship seminar through the system.



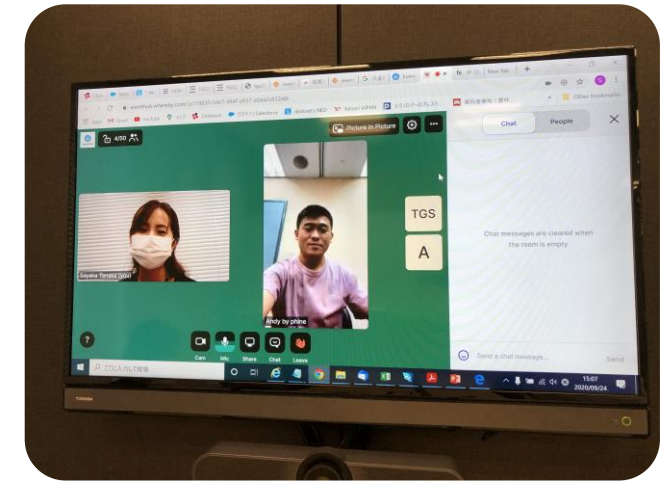
Business Matching System②

The number of meeting requests has increased due to going online. In particular, active exchanges were held with exhibitors and visitors from overseas, and the number of meeting requests exceeded that of last year.

Meeting Results

- **Total Registrations : 959**
 - Exhibitors : 745 accounts (2019 : 874 accounts)
 - Visitors (paid) : 214 accounts (2019 : 701 accounts*)
- *Number of 2019 visitors include business day pre-registration ticket visitors (free).
- Countries & Regions : 40 (2019 : 47)
- # of Meeting Applications : 6,500 (2019 : 4,780)
- # of Established Meetings : 759 (2019 : 1,496)

※The meeting itself is not only the platform provided by the business matching system, but also "Zoom", "Teams", "Skype", "Webex", etc. were used.
The apparent number of business meetings has decreased compared to last year.



Countries and Region Participated TGS Business Matching System (Alphabetical Order)

Argentina, Australia, Austria, Bahrain, Belgium, Brazil, Canada, Chile, China, Colombia, Croatia, Denmark, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Luxemburg, Malaysia, Netherlands, Peru, Philippines, Poland, Romania, Russia, Singapore, Slovak, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, United Kingdom, United States, Vietnam
<40 Countries & Regions>

SNS Pre-Event Promotions

• Hajime Syacho Named as Official Supporter

- ① Hajime Syacho, a popular Japanese YouTuber, is named as the Official Supporter to communicate the attractiveness of TGS2020 ONLINE

• Hajime Syacho inauguration video, e-Sports X attracting interest in TGS with a pre-navigation program

- ② Pre-event interview video of Hajime Syacho's official supporter inauguration.
- ③ The 10-minute program "e-Sports Navigation" that pre-navigates the four e-Sports X tournaments is available. Produced by welcoming Mr. Un-Jash Kojima, Japanese talent.

• Short videos on TikTok and Twitter during the event posted and create a live feeling through online

- ④ Posted a vertical short video of the behind-the-scenes shot of the program recording on TikTok
- ⑤ Posted short videos (Live-cut) of a part of the official program on Twitter



Twitter Short Video (Live-Cut)



② Hajime Syacho Inauguration Video: Total Views (Released on September 16)

Overall	YouTube	Twitter	Twitch	niconico
111,001	31,498	78,000	1,083	420

③ 「10-Minutes e-Sports X Navigation」 Total Views (Released on September 18)

Overall	YouTube	Twitter	Twitch	niconico
30,118	28,556	—	184	1,378

④ TikTok Clip Video: 19
(Less than 60 seconds clips) Views
2,590,779

⑤ Twitter Live-cut Short Video: 52
(20 seconds for each clip) Views
4,933,000

News Coverage

Actively provide information to the press. The contents focusing on the holding method in 2020, such as "Attention to the first full online", are reported on TV etc. There were many articles and broadcasts about the Japan Game Awards.

Media Coverage Number

2020	TV	Radio	Newspaper	Magazine	Web	Total
Pre-Event	2	0	118	9	420	549
Event Period	10	1	161	4	1859	2035
Post-Event	2	0	15	36	530	583
Total	14	1	294	49	2809	3167
2019	97	48	370	72	4000	4587

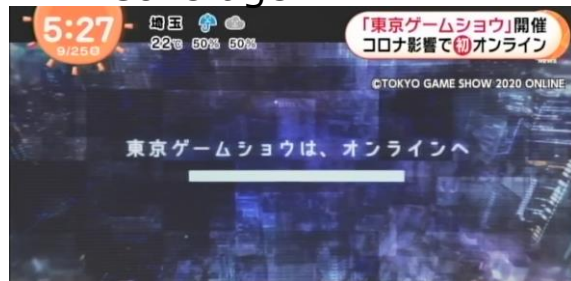
Belgium Czech
Denmark France
Germany Greece
Hungary Italy
Netherlands
Norway Poland
Portugal Spain
Sweden Russia
U.K.

Countries and regions
where information
was posted by press
release

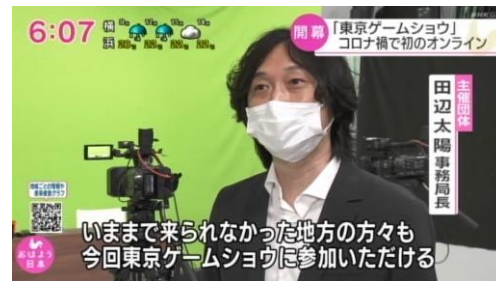


Deliver multilingual press releases in English and Chinese (simplified / traditional). Articles were published in major media around the world, mainly in English-speaking and Chinese-speaking countries.

TV Coverage



Fuji TV 「Wake-up TV」



NHK 「Good Morning Japan」



TV Asahi 「ReAL e」

Global Media Partner

As part of strengthening information dissemination overseas, TGS have partnered with IGN Global, a specialized game media that develops editions in 27 countries and regions around the world, as a global media partner. In addition to posting articles, IGN's original program was also distributed, and the number of program views was 3.36 million times in Japan and overseas.

IGN Editions Where the article was published

Italy US/UK/Canada India Portugal South Africa Greece Hungary
Poland Spain Turkey Russia France Brazil Netherlands/Benelux
Middle East Israel S.E. Asia Korea Czech Germany Norway Latin

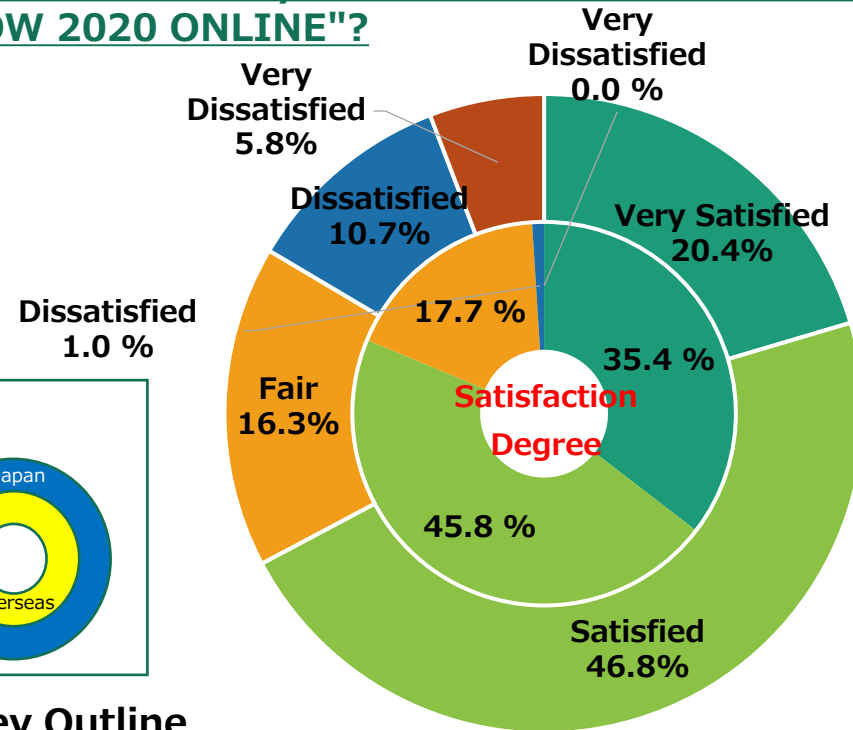
※ Descending order of the number of articles posted



Visitor Survey

(Degree of Satisfaction・Intentions to Next Visit)

How satisfied are you with the content of "TOKYO GAME SHOW 2020 ONLINE"?

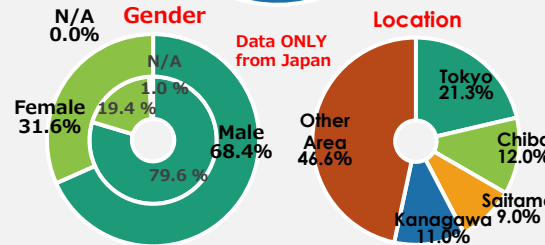
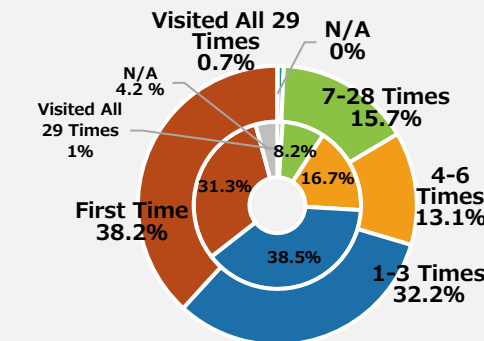


Survey Outline

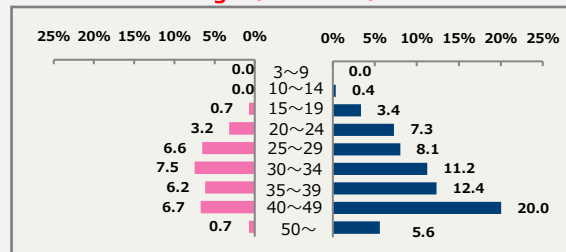
- [Method]** Japan : Internet Research
Overseas : Respondents were solicited from TOKYO GAME SHOW 2020 ONLINE official website, and responses were accepted through the Nikkei BP Consulting WEB survey system "Cross Survey" systems.
- [Period]** Japan : September 30 ~ October 6, 2020
Overseas : October 1 ~ October 11, 2020
- [Effective Responses]** Japan : 534
Overseas : 103
- [Research Institution]** Japan : Computer Entertainment Supplier's Association
Planning : Game Age Lab
Execution : Japan Research Center
Overseas : Nikkei BP Consulting

Visitor Profile

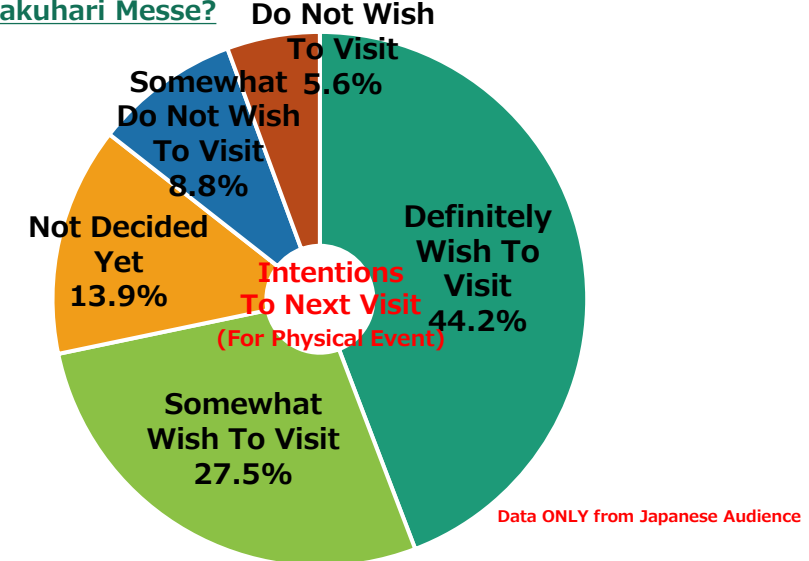
Previous # of Visit to TGS



Age (Domestic)

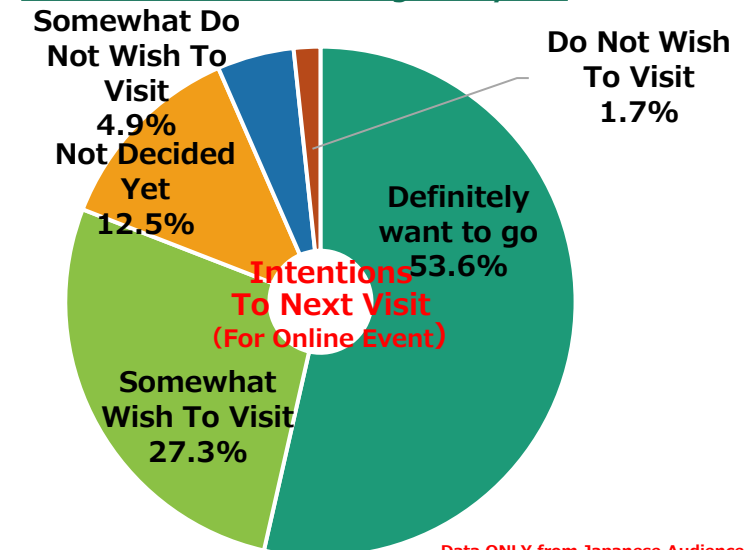


In case TOKYO GAME SHOW 2021 will be taking place in Chiba, just like last year.
Would you like to go to the venue as it will be holding at Makuhari Messe?



Data ONLY from Japanese Audience

In case TOKYO GAME SHOW 2021 will be taking place online as this year. Would you like to visit the site as it will be holding next year?

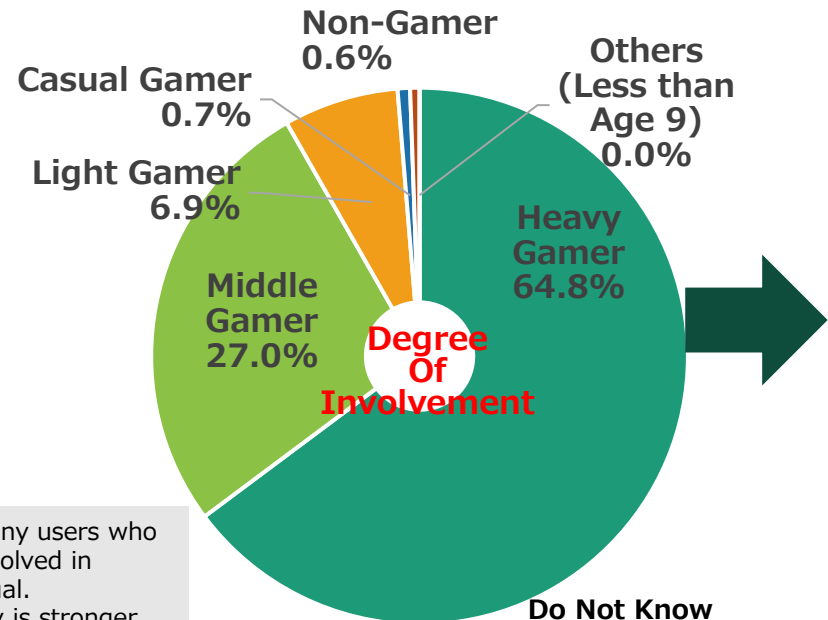


Data ONLY from Japanese Audience

Visitor Survey

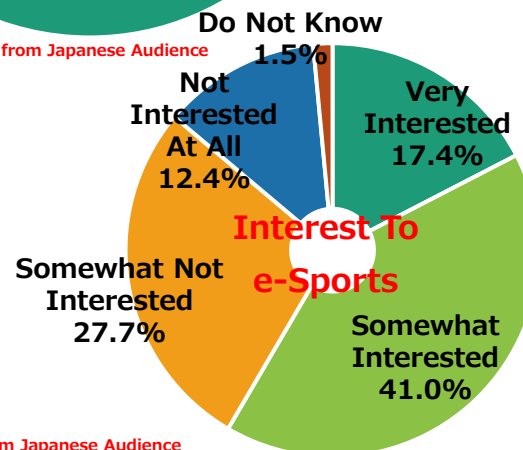
(Relation Between Gamers and Visitors/Interest to eSports)

Strength of User Engagement for Both Console and Smartphone/Table Games



There are many users who are highly involved in games as usual. This tendency is stronger this year.

Are you interested to e-Sports?



Data ONLY from Japanese Audience

GUESS [Game User Engagement Scale Segmentation]

User Classification	Game Involvement	Descriptions
Heavy Gamer		Have a clear standard of value for playing the game. They don't care about the evaluation and fashion of the people around me. Games are part of their life.
Middle Gamer		High preference for games They purchases and charges for games. However, games are not as important as "important hobbies".
Light Gamer		They go to the middle class at once. Consumption for game apps Prefers to play casual games while being discreet and demanding gameplay.
Casual Gamer		The preference for the game itself is not high, and it is also for purchasing and billing. They don't like difficult games that get stuck.
Non-Gamer		Don't have console, even a general-purpose console (smartphone / tablet, etc.) Do not play the game.

GUESS [Game User Engagement Scale Segmentation / Name: Guess]

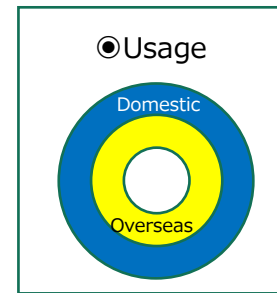
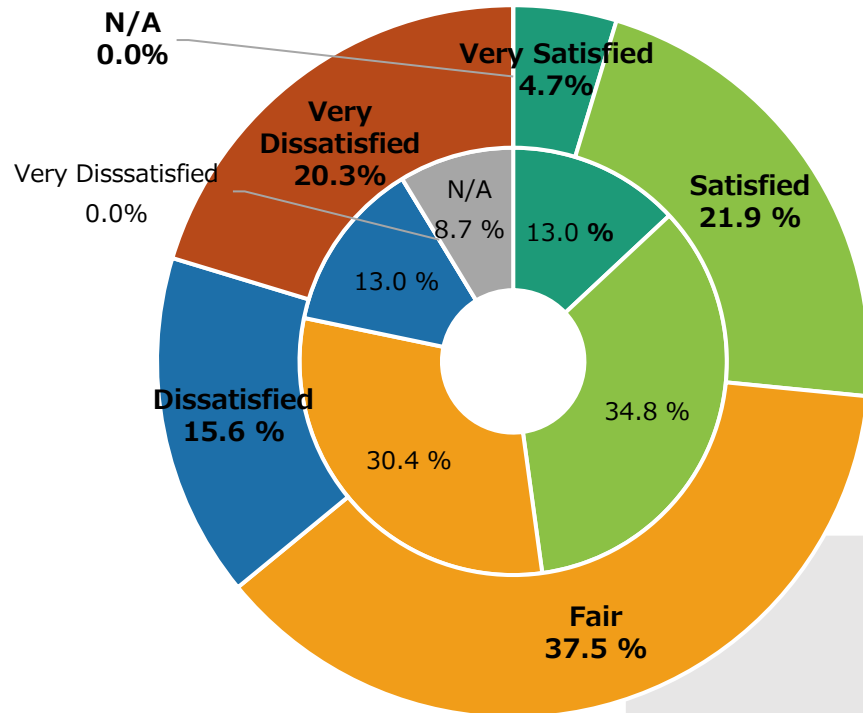
An indicator of the strength of user engagement with both home video game console games and smartphone / tablet games. Calculated from the answer patterns of questions such as "device ownership status", "play status", and "thinking about the game".

* Children under 9 years old are not subject to GUESS discrimination.

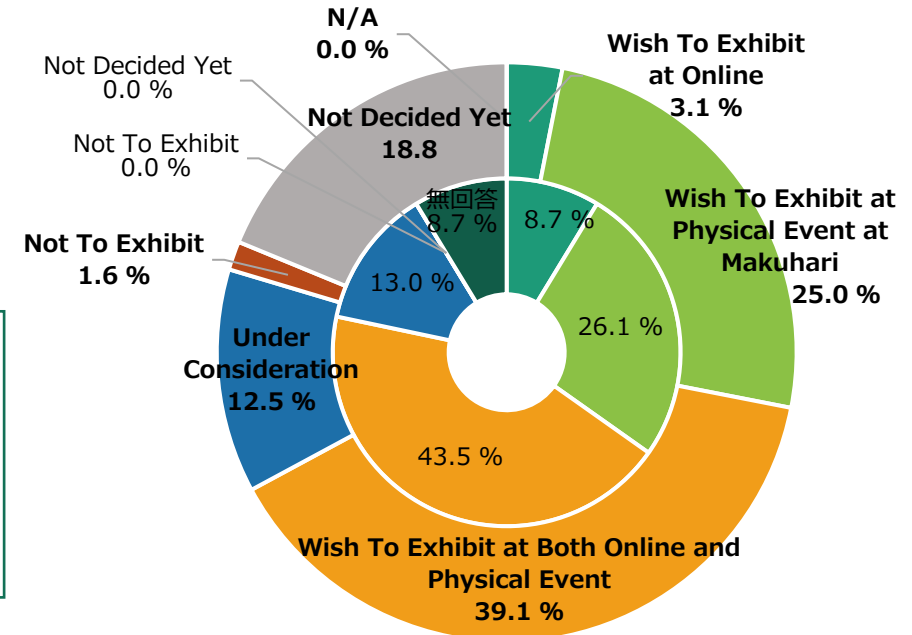
Exhibitor Survey

(Degree of Satisfaction/Next Time Exhibit)

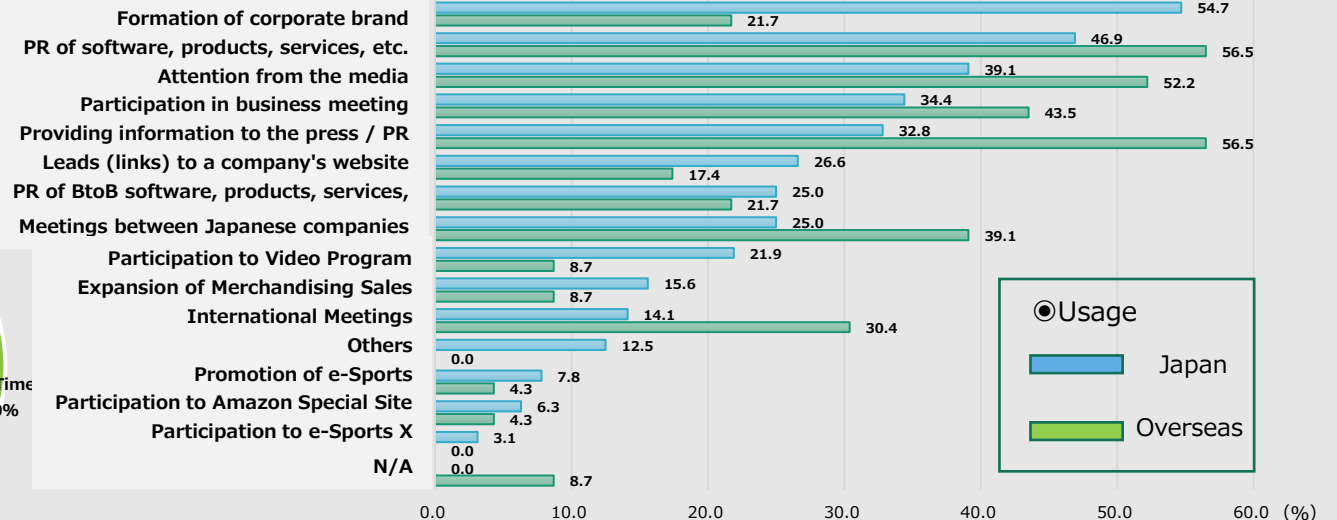
◎ Degree of Overall Satisfaction to Exhibit



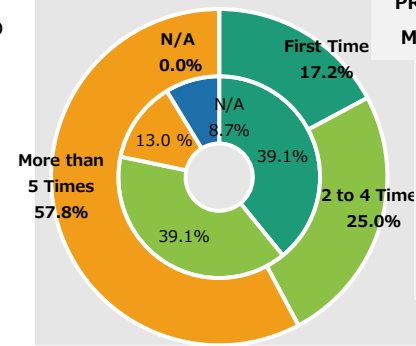
◎ Intentions to Exhibit Next TOKYO GAME SHOW



◎ Exhibitor's Motivation/Purpose of Attending TGS2020 ONLINE



◎ Previous Exhibits



Survey Outline

【Method】 A survey cooperation request email was sent to exhibitors at the TOKYO GAME SHOW 2020 ONLINE. Responses were accepted through Nikkei BP Consulting's WEB survey system "Cross Survey" systems.

【Period】 October 1 ~ October 14, 2020

【Effective Responses】 Japan : 64, Overseas : 23

【Research Institution】 Nikkei BP Consulting

Productions

◎Official Web Site[tgs.cesa.or.jp]

Language: Japanese, English, Simplified Chinese
Multi-Device (PC, Smartphone)



◎Magazine Advertisement



◎Facebook/Twitter



◎Web Banner



TOKYO
GAME SHOW
2020

ONLINE

TOKYO GAME SHOW 2020 ONLINE
Official Report

Published by **Computer Entertainment Supplier's Association (CESA)**
Odakyu Daiichi Seimei Bldg. 18th Fl., 2-7-1 Nishi-Shinjuku, Shinjuku-ku,
Tokyo 163-0718

Produced by TOKYO GAME SHOW Management Office

To Inquiry Nikkei BP TGS Management Office E-mail tgs-ope@nikkiebp.co.jp
DENTSU TGS Management Office E-mail tgs@dentsu-eo.co.jp