

TOKYO GAME SHOW 2021 ONLINE



CZZjVU`F Ydcfh

Continuing from 2020, TOKYO GAME SHOW (TGS) held online in 2021 to prevent the spread of Covid-19 infection. This year, 351 companies exhibited, with 160 domestic companies and organizations exhibiting and 191 overseas companies exhibiting from 40 countries/regions, more than half of the exhibitors, reaffirming the global attention of this event.

As an online measure, TGS has implemented "official program", "Business Matching System", "Amazon Special Venue", etc., which were well received last year, and in 2021, TGS has newly introduced "trial version free trial", "TGS VR", "TOKYO GAME MUSIC FES", etc. It was carried out and generated many topics.

In addition, for the purpose of disseminating information and SNS, we set up a "trial exhibition area" in the venue of Makuhari Messe, and many press and influencers experienced real TOKYO GAME SHOW. Although it was not a large-scale exhibition area like before, the visitors were still satisfied and the information was disseminated through many media and SNS. In addition, thorough infection control measures were implemented at the venue, and we were able to complete the procedure without sending out one infected person. We would appreciate it if you could report on the contents of this year's event and deepen your understanding of this event. Once again, we would like to thank all the exhibitors and everyone involved for their great cooperation.

Computer Entertainment Supplier's Association (CESA)

[Event Name] TOKYO GAME SHOW 2021 ONLINE

[Theme] We'll always have games.

[Period] September 30 (Thu.) through October 3(Sun),2021

※September 29(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, TOKYO GAME MUSIC FES)

[Venue] Hall 7-8 Makuhari Messe

※Press and influencer ONLY

[Official Website]

<https://tgs.cesa.or.jp/en/> (<https://expo.nikkeibp.co.jp/tgs/2021/en/>)

[Special Sponsorship] NTTe-Sports, MONSTER ENERGY

Number of Exhibitors : 351 (2020: 432)

Japan:160 (2020: 209) **Overseas:191** (2020: 223)

<Categories> • **General : 102** (Japan 56/Overseas 46)

• **Game School : 30** (Japan: 30)

• **Indie Game : 124** (Japan 23/Overseas 101) ※Includes Selected Exhibits : 80 (Japan 14 /Overseas 66)

• **Merchandise Sales : 9** (Japan 7/Overseas 2)

• **Business : 86** (Japan 44/Overseas 42)

<Number of Exhibiting Titles/Products/Services> **2,223**

◎ **Exhibitors By Country/Region: 40** (2020: 34)

Americas 9	
Country/Region	Exhibitors
Argentina	3
Brazil	2
Canada	7
Chile	8
Columbia	1
El Salvador	1
Mexico	1
Peru	1
United States of America	17

Europe 18			
Country/Region	Exhibitors	Country/Region	Exhibitors
Belgium	3	Latvia	1
Bulgaria	1	Netherlands	1
Cyprus	1	Poland	9
Czech	6	Russia	1
Denmark	5	Serbia	1
Finland	2	Spain	7
France	4	Sweden	5
Germany	6	Switzerland	2
Italy	2	United Kingdom	2

Asia/Oceania 12			
Country/Region	Exhibitors	Country/Region	Exhibitors
Australia	2	Malaysia	8
China	17	Singapore	5
Hong Kong	2	South Korea	32
India	1	Taiwan	19
Indonesia	1	Thailand	1
Macau	1	Japan	160

NEMA 1	
Country/Region	Exhibitors
Israel	2

◆General		EPOS Gaming	Denmark	Malaysia External Trade Development Corporation (MATRADE)	Malaysia
110 Industries	Switzerland	eSports high TV		Microsoft	
505 Games		Famitsu x DENGKI		MICRO-STAR INTERNATIONAL	Taiwan
6waves	Hong Kong	Figunny		miHoYo	
AKRacing		finger		Ministry of the Environment	
Alfi	Chile	Fruitbat Factory	Finland	MyDearest	
Amanita Design	Czech	Gamera Game	China	NC	South Korea
Amazon Prime Gaming	United States of America	GoldKnights	Czech	NEOGAMES	South Korea
ARC SYSTEM WORKS		Gran Saga		Nippon Telegraph and Telephone e-Sports Corporation	
Archosaur Games	China	GungHo Online Entertainment		Octeto Studios	Chile
audio-technical		HAMSTER		OKAMURA	
AvantgardeForce		Happinet		Panasonic	
AWL		Hiroshima City University x Movere		PLAYISM	
BANDAI NAMCO Entertainment		Hooded Horse	United States of America	ProChile Japan	Chile
Beep Japan		HyperGryph	China	pupucard & APP	South Korea
BenQ Japan		INCARNA STUDIOS	France	RPG Time: The Legend of Wright	
Blobber Team	Poland	I-O DATA		SEGA/ATLUS	
Brazil Games	Brazil	IzanagiGames		S-Game	China
CAPCOM		Japan esports Union		Shiro Games	France
CBE SOFTWARE	Czech	Karakai Jouzu no Takagi-san VR Project		Silver Lining Studio	Taiwan
CFK	South Korea	KEMCO		SK Telecom	South Korea
Cine1	Chile	KIWIWALKS	South Korea	Skywalk	South Korea
CITY CONNECTION		KOCCA	South Korea	SNK	
Columbus Circle		Koch Media	Germany	Sony Marketing	
Creepy Jar	Poland	KOEI TECMO GAMES		Spike Chunsoft	
CREST		KONAMI		SQUARE ENIX	
D_CIDE TRAUMEREI		Leonardo Interactive	Italy	Stormlight Studios	Chile
D3PUBLISHER		Level-5		Sun-Gence	
Digital Entertainment Asset	Singapore	Lightning Games	China	SUNSOFT	
DMM GAMES		Lilith Games	China	Survios	
Dreams of Heaven	Chile	LIONA		TAKUMI-KATVRJAPAN-	
		MADFINGER Games	Czech		

Tencent Games	China
Ubisoft	
Ulpo Media	Chile
undermountain	
VARK	
Victoria VR	Czech
WhisperGames	China
Wright Flyer Studios	
Yooreka Studio	China

◆Merchandising Sales

ASUS JAPAN	
CAPCOM	
Digifast	Taiwan
Fangamer	
Game Center CX	
HyperX	Taiwan
IKEA Japan	
InfoLens	
LG Electronics Japan	

◆Game School

Adachi Education Group	
Aichi Institute of Technology	
Amusement Media Academy	
CLARK Memorial International High School	
Higashi-Nihon Design & Computer College	
Hokkaido Information University	
Human Academy	
International Information Engineering Automobile College	

Japan Electronics College	
Kanagawa Institute of Technology	
Nagoya Computer School/Kyushu Computer School Fukuoka/Hokkaido Computer School	
NAGOYA KOGAKUIN 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 AND IT TECHNOLOGY	
Okayama Information Callege	
OSAKA SOGO COLLEGE of DESIGN	
Osaka Amusement Media Academy	
Ota Information & Business College	
Renaissance	
Shohoku College	
Shonan Institute of Technology	
Tohoku Computer College	
TOKYO COMMUNICATION ARTS	
Tokyo Jitsugyo High School	
TOKYO UNIVERSITY OF TECHNOLOGY School of Media Science	
TOKYODESIGNTECHNOLOGYCENTER	
Vantan Game Academy	

◆Business

4399 NET	China
Acme Gamestudio	Taiwan
AIQVE ONE	
Alconost	United States of America

AppTweak	Belgium
AQUA	
Archipelageek by Indonesia	Indonesia
Artec	
AXELL	
BANDAI NAMCO Arts	
Bauhutte	
Beijing HappyEver Technology	China
BePex	South Korea
beyond	
Billionairegames	South Korea
City of SENDAI /SENDAI GAME COURT	
Colombia Pavilion	Colombia
Dell Technologies Japan	
design level	South Korea
Digital Works Entertainment	
Dimps	
DynaComware	
Embassy of Canada to Japan	Canada
ENTACL GRAPHICXXX	
ERS	
Eviry	
EX4Games	South Korea
Facebook	
Fantasy Castle	Taiwan
flaggs	
flow	
FORUM8	
G-angle	
GLITCH STUDIO	South Korea
GMO TECH	
GonGunGames	South Korea
GSC Game World	Cyprus

GungHo Online Entertainment/GRAVITY/GRAVITY NEOCYON		SunFlare		Foxy Voxel	Serbia
Illusionist Animation Studio	Malaysia	SUNRISE		Gamelobb	Malaysia
IMAGICA DIGITALSCAPE		Super.com	United Kingdom	Gamuzumi	Spain
INFINITE ART SOLUTIONS	Russia			GIGABASH	Malaysia
INTRAGAMES	South Korea	superps-Japan		IGDA Japan	
Keywords Studios		Taiwan External Trade Development Council (TAITRA)	Taiwan	Intragames (Dangen)	South Korea
LAC		Twitter	Singapore	I-rori Entertainment	
Lapin		Ubitus		Japan Electronics College Project VR	
Limelight Networks Japan		Unlimi		Jyamma Games	Italy
Lumen Technologies		Virtuos	Singapore	Lumberhill	Poland
Masangsoft	South Korea	Visual Dart	South Korea	Magic Cube	South Korea
Mie Translation Services	Taiwan	VisualLight	South Korea	Magnus Games Studio	Malaysia
MIRAISENS		VRCarver	South Korea	Maple Whispering	China
NHN Techorus		Why Knot Studio	Malaysia	MBAinternational	
Nintendo		WINKING ART	Singapore	Motohga Engines	United States of America
NOK		Xsolla	United States of America	Neon Doctrine	Taiwan
Oizumi Amuzio		YANGTZE MEMORY TECHNOLOGIES	China	OTONA SEOUL	South Korea
Pangle	China	YUKIN TRADING		Phoenixx	
Pavilion of Wallonia-Belgium	Belgium	Zombot Studio	Taiwan	picker studio	South Korea
PIER Corporation	South Korea	◆ Indie Game			
PTW JAPAN		2P Games	China	Piece of Cake studios	France
ROKUMENDO		A2 Softworks	Poland	PROJECT MOREUM	South Korea
Scenario Technology Mikagami		All in! Games	Poland	Ratalaika Games	Spain
Shinwork Technology	Taiwan	Bedtime Digital Games	Denmark	Rootless Studio	South Korea
Singapore Games Association (SGGA)	Singapore	BORNSTAR SOFT	South Korea	Samurai Punk	Australia
SOFT GEAR		CAPERS	South Korea	Shanghai Hode Information Technology	China
Softstar	Taiwan	Chernobylite	Poland	Sigono	Taiwan
Sony Interactive Entertainment		DANGEN Entertainment		SWEDISH GAMES INDUSTRY	Sweden
SPACEWAR	South Korea	Eastasiasoft	Hong Kong	Team Madness Games	Spain
Storygames	South Korea	EX-DESIGN		The Nation's Largest Indie Game Festival for Students, School Indie Festival 2021	
Streamline Media Group	Malaysia			The Sixth Hammer	Bulgaria
				Todak Studios	Malaysia

Toukana Interactive	Switzerland
UBIS	South Korea
Ultinet	

◆Indie Game "Selected Exhibit"

Acheron-soft	
Aeternum Game Studios	Spain
Angeco Studios	
Aurora Punks	Sweden
Beat The Expert	United States of America
Beep	
buho Interactive Entertainment	Taiwan
Byte Barrel	Poland
Cave Monsters	United Kingdom
CGCG	Taiwan
Charlene Putney & Martin Pichlmair	Denmark
Charles Games	Czech
CHEMICAL PUDDING	
Clever Plays Studio	Canada
Clops Game Studio	Brazil
DAVIGO	Canada
Devin Santi	United States of America
Dusklight	Taiwan
Falling Squirrel	Canada
Furoshiki Laboratory	
Gabriel Rosa	Argentina
Giant Door	Germany
Goblinz Publishing	France
GoodbyeWorld Games	United States of America

Grimorio of Games	Spain
Gummy Cat Studio	United States of America
Heart Shaped Games	United States of America
Indiesruption	Argentina
Jan Schekauski	Germany
Joon, Pol, Muuutsch, Char & Torfi	Denmark
KATAKOTO	
Kindermann Corp	Chile
Kingblade Games	Israel
Kuura Playhouse	Finland
Lo-Fi People	Israel
Magic Cube	South Korea
Maschinen-Mensch	Germany
Matsumoto	
Meddling Kids	United States of America
Mighty Yell	United States of America
Ming Yen Wu	Taiwan
Multiverse Narratives	Netherlands
MythicOwl	Poland
Neilo	
Niila Games	Denmark
npckc studio	
Ogre Pixel	Mexico
Pahris Entertainment	Latvia
Pixel Crow	Poland
PixelNAUTS Games	Canada
Playbae	India
Pontus Bjorkberg	Sweden
Put Up Thumb	

Red Nexus Games	Canada
rokaplay	Germany
Rose City Games(Floppy Knights)	United States of America
Rose City Games(Garden Story)	United States of America
Rumba Corp - DigiPen Europe Bilbao	Spain
Seagle Games	Taiwan
ShenZhen XiaoChuang Living Technology	China
Shirokurohitsuji	
Solucia	Australia
Somber Pixel	Peru
Something We Made	Sweden
Soramame Games	
Starry Seaweed Game Studio	Taiwan
TechnoPixel	
The Stonebot Studio	El Salvador
Thomas Waterzooi	Belgium
tob	
Tomas Lacerra	Argentina
Top Hat Studios	United States of America
Toppluva	Sweden
Torpor Games	Germany
Troglobytes Games	Spain
Urnique Studio	Thailand
Vivid Helix	Canada
Whitethorn Games	United States of America
Wolfsden	United States of America
Work from Home	Macau

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More Accessible for All Visitors



Exhibit Area

Online Exhibition Venue
(=Exhibitor Showroom)



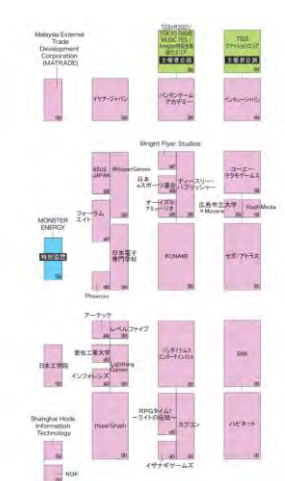
Exhibiting
Titles/Products List



Amazon Special Site



Real Venue Map



For Press / Influencers

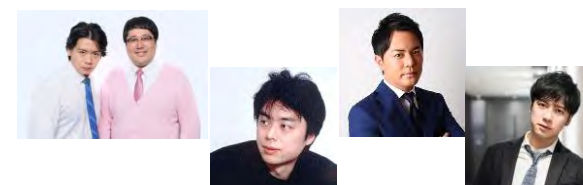
Press Release



Exhibitor News



Official Supporter・Official Program MCs



Contents

Program List



Keynotes・Organizer
Programs



Online Free Trial



Online Experience Tour



Japan Game Awards



TOKYO GAME
MUSIC FES



SOWN 2021



TOKYO GAME SHOW VR



TGS Fashion
Collaborations



BtoB

Online Meeting



TGS Forum



Indie Party
(Online)



	TGS2021 ONLINE	*Research by Google Analytics ※Including Estimates
Format	Online + Partially Real Event	
Page Views	2,744,918 (2020: 1,460,064)	
Total Pages	100 pages	
Languages	3 Languages (JPN/ENG/CHN)	

※Monitoring Period : August 20 (Fri.) - October 6 (Wed.)

TGS 2021 ONLINE		Official Program Time Table			
		English/Chinese 2021.9.30 Thu ~ 10.3 Sun			
	9.30 Thu	10.1 Fri	10.2 Sat	10.3 Sun	
09:00 ~			Organizer Program		09:00 ~
10:00 ~	TGS2021 ONLINE OPENING	Organizer Program	Happinet	Organizer Program	10:00 ~
11:00 ~	Keynote	SENSE OF WONDER NIGHT 2021 (SOWN2021)		S-Game	11:00 ~
12:00 ~	Gamera Game		Tencent Games	Japan Electronics College	12:00 ~
13:00 ~	SNK			ARC SYSTEM WORKS	13:00 ~
14:00 ~			Lilith Games		14:00 ~
15:00 ~				110 Industries	15:00 ~
16:00 ~	SK Telecom	NTT e-Sports	GungHo Online Entertainment	NC	16:00 ~
17:00 ~	Team Madness Game	Happinet		GungHo Online Entertainment	17:00 ~
18:00 ~	Microsoft [Japanese Only]	505 Games	Japan Game Awards: 2021	Ubisoft	18:00 ~
19:00 ~	KONAMI	SQUARE ENIX		AKRacing	19:00 ~
20:00 ~	Spike Chunsoft	BANDAI NAMCO Entertainment	KOEI TECMO GAMES [Chinese]	Wright Flyer Studios [Japanese Only]	20:00 ~
21:00 ~	D3PUBLISHER	Level 5 [Chinese]		miHoYo	21:00 ~
22:00 ~	CAPCOM [Chinese]	Sega / Atlus [Chinese]	KONAMI [Japanese Only]	fingger	22:00 ~
23:00 ~	IzanagiGames		DMM GAMES [Chinese]	GRANSAGA	23:00 ~
00:00 ~				TGS2021 ONLINE ENDING	00:00 ~



【Official Exhibitor Program】
of Program : 46
Total Viewing : 39.47 Million
Distribution Period :
Sep.30 through Oct.3, 2021
※* Can still watch it in the archive.
(Some have been terminated)



Added STEAM, Facebook, and HUYA (China) as distribution destinations to expand contact points with game fans. The total number of views of 46 programs is 39.47 million.

2021 Total # of Views 39,465,366

YouTube 2,973,140 ※Includes English : 494,021、Chinese : 50,103

Twitter 3,030,712 ※Includes English : 70,803

nico nico 1,671,655

Twitch 987,906 ※Includes English : 70,588

TikTok LIVE 158,360

Facebook 14,792 ※Includes English : 5,074

STEAM 3,249,615

DouYu (China) 1,673,581

bilibili (China) 665,490

Douyin/ Xigua/ (China) Toutiao 13,117,223 ※Managed by ByteDance (TikTok)

HUYA (China) 8,362,301

IGN 3,560,591

※Views from September 30 to October 11

Total from China
23,818,595

2020 Data

Official Exhibitor Program Views in 2020

Total Views 31,606,942

YouTube 4,050,963

Twitter 7,511,301

niconico 1,726,014

Twitch 875,350

TikTok LIVE 98,012

Douyu (China) 1,069,377

bilibili (China) 2,315,761

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

IGN (Global) 3,369,336

Total from China
13,975,966

September 30 (Thu.)

Wide variety of lineups including game platformers, domestic game companies, overseas companies, and game schools. TGS2021 ONLINE provided strengthening program distribution not only in Japan but also overseas, such as providing simultaneous English interpretation for most programs.

Gamera Game



GameraGame Now Tokyo Game Show 2021 Special

https://www.youtube.com/watch?v=ldgkt_JZDJ0

SNK



[TGS2021 SNK] KOF XV SPECIAL PROGRAM

<https://www.youtube.com/watch?v=yZy-NbJzwjQ>

SK Telecom



SKT Games Live streaming

<https://www.youtube.com/watch?v=TWGweG18AQw>

Team Madness Games



TEAM MADNESS GAMES' LIVE Streaming

<https://www.youtube.com/watch?v=DSbe3oeJ30>

Microsoft



Tokyo Game Show 2021 Xbox Live Stream

※Japanese Only

KONAMI



[KONAMI] New information to reveal for Yu-Gi-Oh! MASTER DUEL along with updates across key titles!

<https://www.youtube.com/watch?v=OcCS707bBdE>

Spike Chunsoft



Spike Chunsoft TGS2021 SPECIAL

<https://www.youtube.com/watch?v=Z59ZhDsNp2Q>

D3PUBLISHER



D3PUBLISHER TGS2021 OFFICIAL LIVE BROADCAST

<https://www.youtube.com/watch?v=FUHpkAAMMZ4>

* The archive of each program may be subject to terminate in the future.

* The mask is removed only during recording and shooting under proper infection-prevention measures.

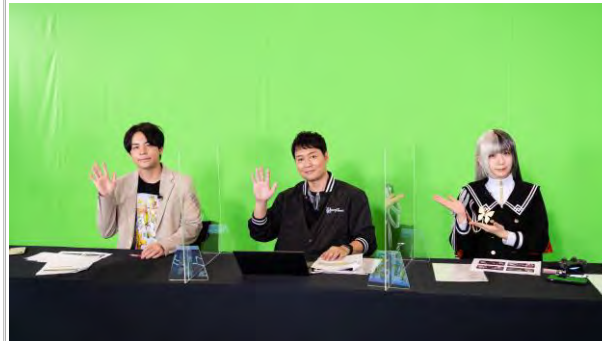
CAPCOM



TGS2021 CAPCOM ONLINE PROGRAM -
MONSTER HUNTER SPOTLIGHT -

<https://www.youtube.com/watch?v=z0WzEFC2E9M>

IzanagiGames



Yurukill Special!

<Archive Closed>



October 1 (Fri.)

NTT e-Sports



NTTe-Sports Special Program

<https://www.youtube.com/watch?v=6UIXz062znQ>

Happinet



Happinet GAME SHOWCASE in TGS2021
1st STAGE

<https://www.youtube.com/watch?v=pHiB0kinANU>

505 Games



505 Games Upcoming New Titles Tokyo
Game Show 2021

<https://www.youtube.com/watch?v=TMTC3l-c-4M>

SQUARE ENIX



SQUARE ENIX PRESENTS TGS2021

<https://www.youtube.com/watch?v=u53x8F6xrSA>

BANDAI NAMCO Entertainment



THE iDOLM@STER STARLIT SEASON

<Archive Closed>

Level 5



ロボットって 僕らの世代にも特別な存在

MEGATON Lab. in TGS 2021

<https://www.youtube.com/watch?v=3bs5xcV6WAY>

SEGA / ATLUS



SEGA ATLUS CHANNEL : " SEGA NEW" TGS Special

<https://www.youtube.com/watch?v=TtVqFoLEo6I>



October 2 (Sat.)

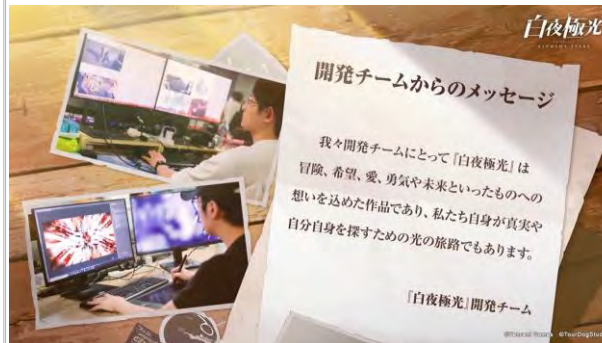
Happinet



Happinet GAME SHOWCASE in TGS2021
2nd STAGE

<https://www.youtube.com/watch?v=lbW-YHSwHZw>

Tencent Games



Tencent Games New Collection

<https://www.youtube.com/watch?v=NJBbSa0slJo>

Lilith Games



Lilith Games Warpath-武装都市- & New
Game Release Conference

<https://www.youtube.com/watch?v=3aeg1SZFuY8>

GungHo Online Entertainment



PUZZLE & DRAGONS

<https://www.youtube.com/watch?v=iB9xyVyAn9E>

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KOEI TECMO GAMES



A 2-Hour Livestream! KOEI TECMO Special Program (10/2) - TGS2021
<https://www.youtube.com/watch?v=9C8989aKfg8>

KONAMI



【KONAMI】Tokimeki Memorial Girl's Side 4th Heart Stage / Gameplay with Michiru & Hikaru!
※Japanese Only

DMM GAMES



TGS2021 DMM GAMES Special Program
"Touken Ranbu Musou TGS2021 Travel Edition" & "DMM GAMES Special Information"
<https://www.youtube.com/watch?v=rQK-9ZXLcGA>



October 3 (Sun.)

S-Game



New ARPG arrives, new expedition starts.

<https://www.youtube.com/watch?v=H4mWHh3Yfeo>

Japan Electronics College



Japan Electronics College【TGS2021】

<https://www.youtube.com/watch?v=Das1YGXGzyc>

ARC SYSTEM WORKS



ASW SPECIAL PROGRAM

<https://www.youtube.com/watch?v=Jbnk4SMYM9Y>

110 Industries



The feature presentation of new AAA games in development under the 110 Industries umbrella

<https://www.youtube.com/watch?v=vfraS99S2Ac>

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NC



Welcome to the World of "Lineage W"

<https://www.youtube.com/watch?v=HZCwlaOwNhI>

GungHo Online Entertainment



Ninjala TOKYO GAME SHOW 2021CUP

<https://www.youtube.com/watch?v=y1-roNI5RXQ>

Ubisoft



UBIDAY2021 Online × TGS Special Program

<https://www.youtube.com/watch?v=XNXihx9ru5M>

AKRacing



AKRacing presents 「AKTalking」

<https://www.youtube.com/watch?v=-6xvWCuVc0w>

Wright Flyer Studios



HEAVEN BURNS RED TGS2021 Special Program

※Japanese Only

miHoYo



Genshin Impact TGS2021 Program

<https://twitter.com/i/broadcasts/1YqxopeZZwyKv>

※Twitter

finger



"finger" You will be the one of historical witness of the next-generation game distribution platform with NIJISANJI

<https://www.youtube.com/watch?v=mWgXBxdPn2M>

Gran Saga



Unpacked | Special Show

<https://www.youtube.com/watch?v=dIA7p4hzNyo>

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In addition to the opening / ending program of the entire session, the organizer's program has been distributed at the first time of each day with the cooperation of IGN, Famitsu, etc.

TGS2021 ONLINE OPENING PROGRAM

◇Distribution Time : September 30 (Thu.) 10:00~10:50

TGS Official Supporter and MCs has guided the highlights of the four days programs.

<https://www.youtube.com/watch?v=GiSWXvbrPps>



Keynote : We'll always have games.

◇Distribution Time : September 30 (Thu) 11:00~11:50

In 2021, the Tokyo Game Show will celebrate its 25 year anniversary. Where are the games going in the next 25 years? What is going to change and how? Game creators talk about the big changes happening in the game world.

<https://www.youtube.com/watch?v=H0kwpeqYkuU>

IGN JAPAN Presents

Ask IGN Global: What the world really thinks of Japanese games

◇Distribution Time : October 1 (Fri.) 10:00~10:50

Japan has contributed many of the most iconic franchises in gaming history. But what do gamers around the world really think of Japanese games? This panel hosted by IGN JAPAN aims to answer that question. As the world's biggest videogame news site, IGN has editions in nearly 30 regions and 25 languages, so we'll ask editors in regions including the United States, China, Europe and Southeast Asia about the game scene in each part of the world, and the Japanese games that matter to them. The session has discussed some of Japan's top game developers to respond.

<https://www.youtube.com/watch?v=PB6aHsblOi4>



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Famitsu Presents The Appeal and Potential of RPG- Hironobu Sakaguchi and Naoki Yoshida / TGS2021 ONLINE Special Talk -

◇Distribution Time : October 2 (Sat.) 9:00~9:50

The session was excited to have a special dialogue between Hironobu Sakaguchi, the creator of the "Final Fantasy" series and the creator of highly acclaimed "Fantasian," his latest title, and Naoki Yoshida, the producer/director of "Final Fantasy XIV" as well as the producer of "Final Fantasy XVI," the latest title in the series. Discussed the appeal and the possibilities of RPG to their heart's content.

<https://www.youtube.com/watch?v=pBp-MMRnFV8>

Is it really difficult to become a profession "game streamer"? What is the daily life and behind the scenes of production?

◇Distribution Time : October 3 (Sun.) 10:00~10:50

In 2020 (according to JAPAN ASSOCIATION FOR FINANCIAL PLANNERS) ranking of elementary school students (boys)'s "professions they want to be in the future", the 5th place is related to game production, and the 6th place is YouTuber, which is very popular with "game industry x influencer". Game streamers have a great influence on Generation Z. What is the daily life and production site of the game streamer who is longing for it? Popular game streamers have delivered the difficulty, fun, and rewardingness of making videos in a crosstalk format.

<https://www.youtube.com/watch?v=KuCvQLDAvW0>



TGS2021 ONLINE ENDING PROGRAM

◇Distribution Time : October 3 (Sun.) 24:00~24:50

TGS2021 ONLINE has looked back on the four days with the guests and the three general MCs and discuss the future prospects.

<https://www.youtube.com/watch?v=mNPC7QP6DNE>

* The above program content is reprinted from the website.
* The archive of each program may be subject to terminate in the future.
* The mask is removed only during recording and shooting under proper infection-prevention measures.

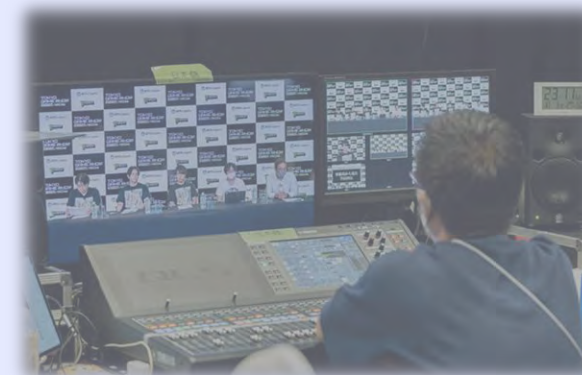
About TGS

- I want you to hold it with general participation next year
- Hope everyone who is watching now can meet in Makuhari next year!! Thanks guys.
- Although the VR was heavy, the taste of the content was exciting as the goal of TGS.
- Thank you again this year. I hope I can go there next year.
- Delivery was fun
- Last year was too late, but I want to go there next year.
- If it is held locally, I will go
- Thank you for the archive because there was a delivery that took time.
- Next year, it will be a local public event during the day, and at night, please request a delivery event.
- People in wheelchairs may have been pleased with online.
- It's fun to walk from Makuhari station to the venue.
- I want to participate in Makuhari next year.
- Go to the site next year!!
- It was a very dense four days. I'll be waiting for the local event forever
- I know that the locals are fun, but I really want online
- It would be better to hold both online and offline at the same time.
- I want to go to the venue next year

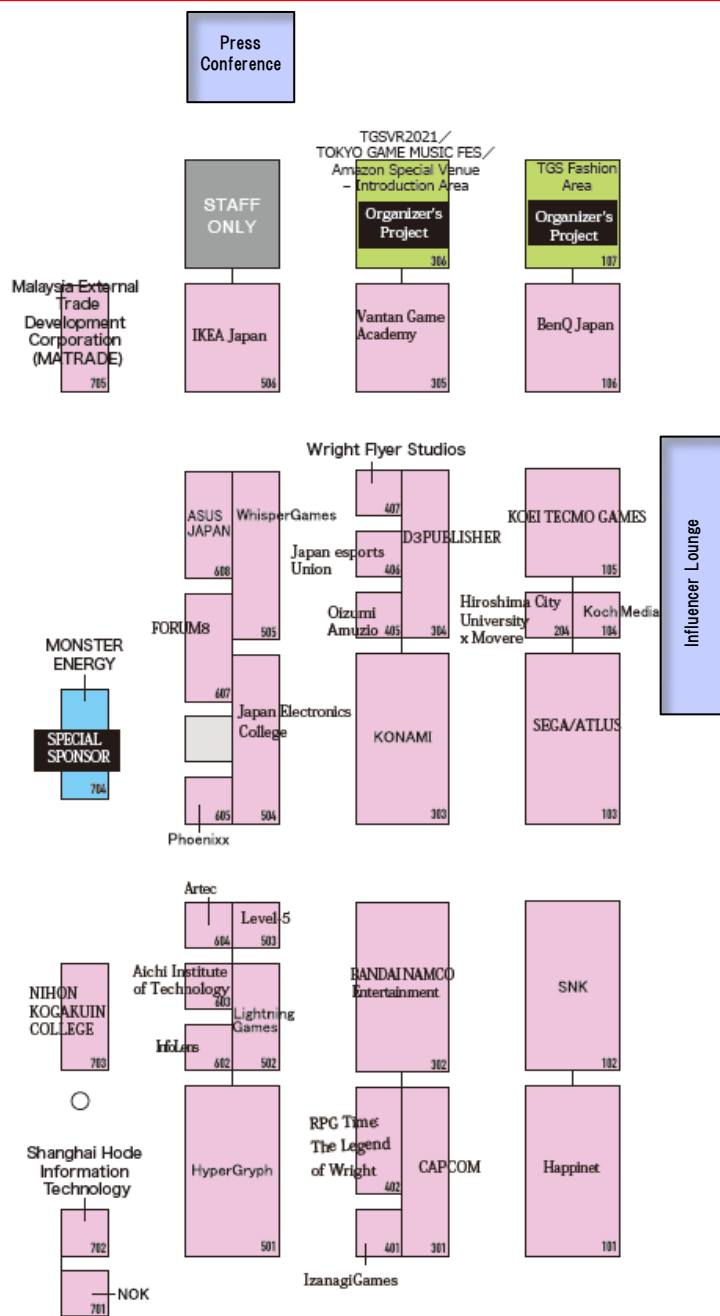
- Around next year, the epidemic of coronavirus will settle down, so it is possible to hold both online and offline.
- Because there are many bad weather before and after TGS, I would like you to continue to hold online in parallel.
- TGSVR became a comfort that I could not go to the site
- I wish I could go real next year
- I want to go to the site
- I enjoyed watching the broadcast program.
- The good thing about being online is that the sponsored program will look back on this year at the end.
- Let's meet locally next year!
- I want you to continue online because you can't go to the site even if you can do it in real life.
- I want you to continue hybrids in the future.
- Let's meet in Makuhari next year!!
- I think it was good to feel the atmosphere for those who are far away and do not always meet the schedule.
- It would be nice if both sides could get excited.
- Because it is an online strength that can be developed as an event until midnight, it feels like complementing the fact that real events cannot be done.
- Every year, I participated in Business Day, so I couldn't go and it seemed like there was a hole in it ...
- TGS is due to the amount of heat in the field, isn't it?

About Official Exhibitor Program

- Around next year, the epidemic of coronavirus will settle down, so it is possible to hold both online and offline.
- Because there are many bad weather before and after TGS, I would like you to continue to hold online in parallel.
- TGSVR became a comfort that I could not go to the site
- I wish I could go real next year
- I want to go to the site
- I enjoyed watching the broadcast program.
- It's good that you are putting a lot of effort into it.
- It's such a beautiful screen ~
- It's a service that makes you feel enthusiasm for new initiatives.
- There is a feeling of loneliness ... I really wanted to feel it locally, but thank you again this year. I hope I can go there next year.
- Chinese service is getting better and better. It's a pity that some of the programs I want to listen to are not yet available on TGS's official Chinese translation service.
- The good thing about a person with a nerdy temperament is that good things are good without discriminating against the country and without being afraid of being discriminated against by others.
- Since the market size is an order of magnitude even in English-speaking countries, it is important to have a strategy for overseas.
- In Germany and France, there are many people who know Japanese subculture more than Japanese, and I am surprised.
- Thank you for the fun broadcast!
- It's interesting because the reaction is good if there are people who are familiar with it.
- The production is quite powerful.
- If you weren't online, you wouldn't be able to do it until this time, right?
- The biggest concern is whether TGS will be an audience next year.
- I want to see it for the rest of my life!! Thank you to all the staff!!



Installed Trial Play & Exhibition Area for Press and Influencers at Makuhari Messe with 34 Exhibitors, Sponsors and Organizers.



【Exhibitors】

Aichi Institute of Technology, Artec, ASUS JAPAN, BANDAI NAMCO Entertainment, BenQ Japan, CAPCOM, D3PUBLISHER, FORUM8, Happinet, Hiroshima City University x Movere, HyperGryph, IKEA Japan, InfoLens, IzanagiGames, Japan esports Union, Japan Electronics College, KOEI TECMO GAMES, Koch Media, KONAMI, Level-5, Lightning Games, Malaysia External Trade Development Corporation (MATRADE), MONSTER ENERGY, NIHON KOGAKUIN COLLEGE, NOK, Oizumi Amuzio, Phoenixx, RPG Time: The Legend of Wright, SEGA/ATLUS, Shanghai Hode Information Technology, SNK, Vantan Game Academy, WhisperGames, Wright Flyer Studios (Alphabetical Orders)

※33 exhibitors 89 booths (Japan 27 exhibitors 74 booths / Overseas 6 exhibitors 15 booths) Official Sponsors : 12 booths

Invited mainly by the press on Thursdays and Fridays, and by influencers on Saturdays and Sundays. Premium influencers with special invitation slots will be admitted from Thursday. A total of more than 1,500 people visited the venue for four days, including the press and influencers.

	Total Visitors (a+b)	Influencers and Influencer Supporting Staff (a)	Press (b)
Sep.30 (Thu.)	424	118	306
Oct.1 (Fri.)	314	155	159
Oct.2 (Sat.)	502	417	85
Oct.3 (Sun.)	334	272	62
Total	1,574	962	612

※Excluding Event Staff and Exhibitors



Invited Influencers Breakdown

Premium Influencer

- Influencers and equivalents who meet the following conditions will be able to enter from the same Thursday, September 30 as the press.
- Over 1 million YouTube channel subscribers, influencers focusing on multiplayer, games, etc.
- Over 500,000 YouTube channel subscribers and game-focused influencers
- Over 300,000 YouTube channel subscribers, influencers focusing on talent activities and entertainment activities
- Invited influencer from TikTok

Visiting influencers (YouTubers) are invited based on by the number of channel subscribers.

Exhibitors-Invited Influencers

- Invite up to 10 exhibitors as premium influencers. They can enter from September 30 (Thursday).

General Influencers

- YouTuber with over 300,000 subscribers
- YouTuber in game categories with over 30,000 subscribers
- In addition, influencers licensed by the TGS secretariat, Nico Nico, Twitter, Chinese video platforms, etc.



TGS has delivered to send all influencers with invitation card and sticker of TGS2021.

【Organizer's Corner at Makuhari Messe Venue】

TGSVR 2021/TOKYO GAME MUSIC FES/Amazon Special Venue Introduction Area

It is a booth where you can experience TGSVR 2021, watch the video of TOKYO GAME MUSIC FES, and provide information of Amazon special venue. On devices like the Amazon Echo series, you could talk to the voice assistant Alexa and get information about TGS.

TGS Fashion Area

TGS official T-shirts, hoodies and PUMA collaboration T-shirts are on display at the special Amazon venue. Designed with TGSVR 2021 and TOKYO GAME MUSIC FES motifs.

Influencer Lounge

The influencers who visited can freely play the titles recommended by each company from the game titles that colored the Tokyo Game Show, collaborate videos, play against companions, and challenge solo time attack and score attack. It was a booth where you could shoot videos. To commemorate the 25th anniversary of TGS, a panel exhibition will be held to trace the history of the game as well as the history of TGS.

【Sponsorship Booth at Makuhari Messe Venue】

MONSTER ENERGY

Monster Energy, which has been a sponsor of official drinks for nine consecutive years, exhibited a collaboration booth of Monster Energy x Apex Legends. Collaboration can sampling, test stands, and venue-limited campaigns are held.



【Press Conference at Makuhari Messe】

Japan eSports Union

「Japan-Saudi Arabia esports Match」 Press Conference

"Japan-Saudi Arabia eSports Match" JAPAN ROUND will be held on October 2nd (Sat) and 3rd (Sun), 2021. Prior to the event, a press release was held.

◇September 30 (Thu.) 11:30~12:30

【Presenters】

Hideki OKAMURA (Chairman, JeSU)

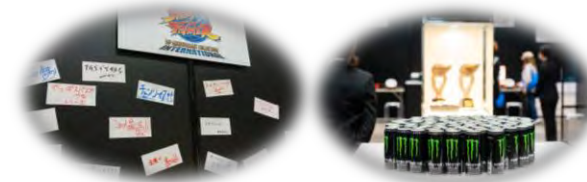
So TAKEI (Match Ambassador)

Taki Al Fazan

(CEO, Saudi Arabia eSports Union)

Kiyota FUJITA

(METI (IT Strategy))



We are disseminating information to South Korea, and this time we expected that the participation of overseas influencers would be small, and we wanted to convey the bright atmosphere of Japan as much as possible. This is because there are so many Koreans who are very interested in Japanese anime and games. It was a great pleasure to be able to shoot videos and broadcast live. There were some parts that I thought were regrettable because it was held on a smaller scale than expected, but I think it is very significant that we were able to hold it while there were many restrictions due to the corona. Thank you very much.

Since the reservation system was introduced for the first time, I was watching it, but I thought it was very good to be able to go to the actual venue and try it out without lining up with the reservation system! Even if it becomes a large scale, I think it would be nice if the influencer frame could be played by reservation or lottery.

The management staff and the staff at the exhibition booth were very kind and I really enjoyed it! Thank you for taking a lot of videos! There were a lot of products that I really wanted, and it was very attractive ♪ I enjoyed online at home, so it's hard to throw away any of the online, offline, and SNS! Thank you for inviting me this time. I didn't post the game on the main channel of YouTube, so I couldn't get more views than usual, but it seems that viewers who are not interested in the game also enjoyed watching it! I love games, so I would like to contribute to the spread of games ♪

This was the first time for me to participate, but it was a great stimulus to see the booths where the companies I'm interested in are actually exhibiting, and I was able to play pre-launch games and staff and developers. I was happy that I had a valuable experience of being able to hear from people directly. Among them, I was very interested in titles that I didn't know in detail until now, and I was able to create new ties. It was a great honor for me to be invited this time, and it was a factor that greatly increased my motivation for my future activities.

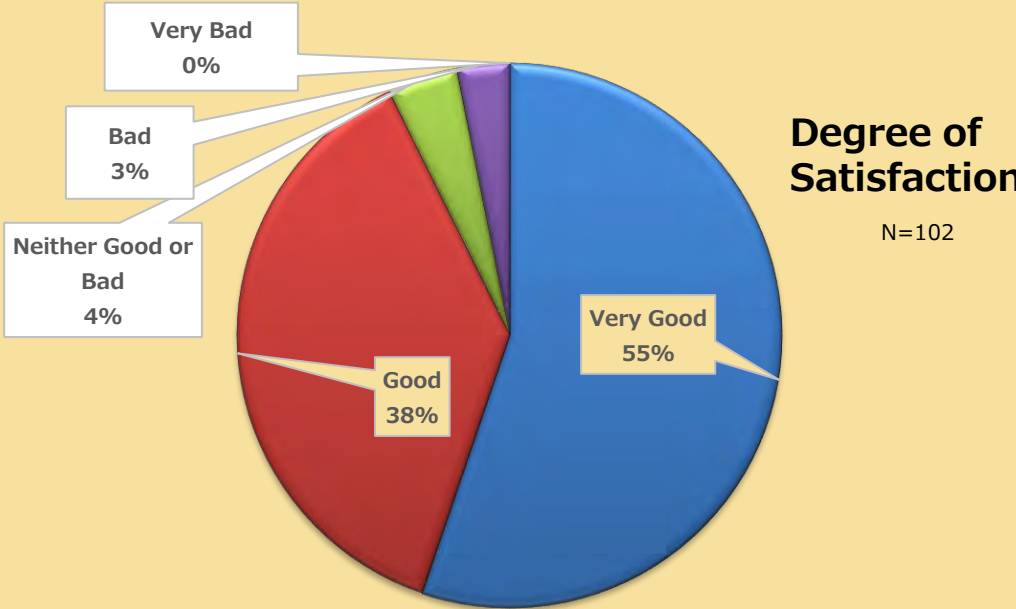
The normal game show was large, but it was a wide and shallow experience. Although the number of manufacturers who participated in this event was small, I was able to try out the game more deeply and was highly satisfied. In particular, we were grateful for our play video recording service, which we did not have the equipment to do. If I have a similar opportunity next time, I would like to participate.

This time I participated as an influencer frame. Although I participated only on Sunday, I was able to visit the booth and experience the game very comfortably. I have participated in such games-related events held at Makuhari Messe in the past, and although there are some points of time, it was the first time for me to go all the way to this point. Also, for the first time, I used the online appointment function. I was very happy that I was able to save the trouble of asking the booth directly to ask if the game could be played, and to have the exhibitor approach the game that I would not normally touch. .. Thanks to you, I was able to experience various games by continuing to go around the venue all day long. There were many points that would have been a lot of work for the event, and we can see the efforts of the organizers and exhibitors. It is unclear what the situation will be like next year, but I hope that it will be held on a large scale again.

As with the exhibitions, the information on new works etc. has been almost completely released before the day of each company's game show, so there is little excitement and topicality on the day. Each company will disclose information that has not been released so far on the day, so why not set up rules to get excited?

Personally, it was fun, but I feel that brand new technology and hardware were scarce. Perhaps my expectations were too high. Are you cutting into more games from a new perspective? I thought, but it was a pity that many of them were continued from existing titles and technologies, and few thought they were novel.

The invitation letter for the Tokyo Game Show sent in advance is really exciting as a game fan, and I still keep it in a safe place. With all these small concerns, I sincerely feel that I want to be an influencer who can be invited here again next year. Thank you very much for inviting me this time. We would like to thank you again for your ingenuity and holding of the event in this difficult situation.



With the cooperation of HIS, major Japanese travel agent, a game fan will be able to enjoy an online experience tour of the Makuhari Messe venue, which only press influencers can enter, with live video while at home (free of charge). In addition to the official supporter Magic Lovely, the Japanese tour will be guided by the exhibitor booth with the side dish club, deputy manager, and Diane as guides. For the English tour, we visited the exhibitor booth under the guidance of IGN JAPAN Editor-in-Chief Robson Daniel and Twitch Streamer Starbitzychan. The tour was held for 3 days from October 1st (Friday).



Okazu Club



JICHO KACHO



DYAN



Magical Lovely

English-speaking Tour

Directed by IGN Japan


Daniel Robson
Chief Editor, IGN JAPAN

Starbitzychan
Twitch Streamer

Online Experience Tour : <https://www.his-j.com/corp/contents/cpn/tgs/>

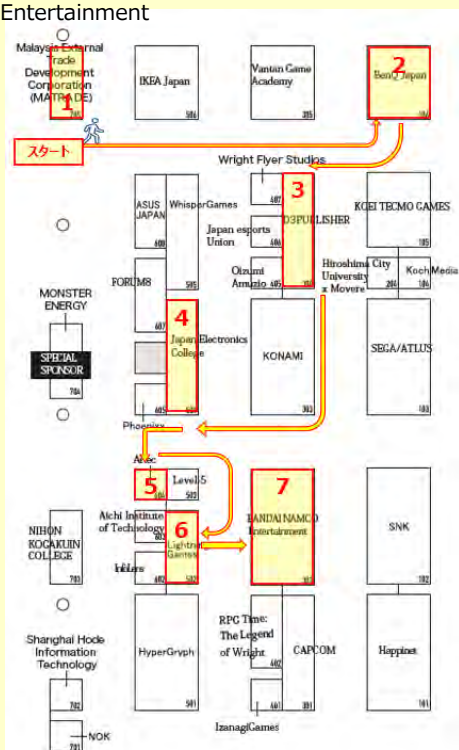
Tour Guide	Time & Date	Participants
Magical Lovely	October 1 (Fri) 11:00	281
DYAN	October 1 (Fri) 15:00	133
JICHO KACHO	October 2 (Sat) 11:00	405
Okazu Club	October 2 (Sat) 15:00	194
Daniel Robson/Starbitzychan	October 3 (Sun) 11:00	69

October 1 (Fri) 11:00-12:30
Tour Guide : Magical Lovely



【Visiting Booths】

Malaysia External Trade Development Corporation (MATRADE)/BenQ Japan/
D3PUBLISHER/Japan Electronics College /
ARTEC/LightningGames/BANDAI NAMCO
Entertainment

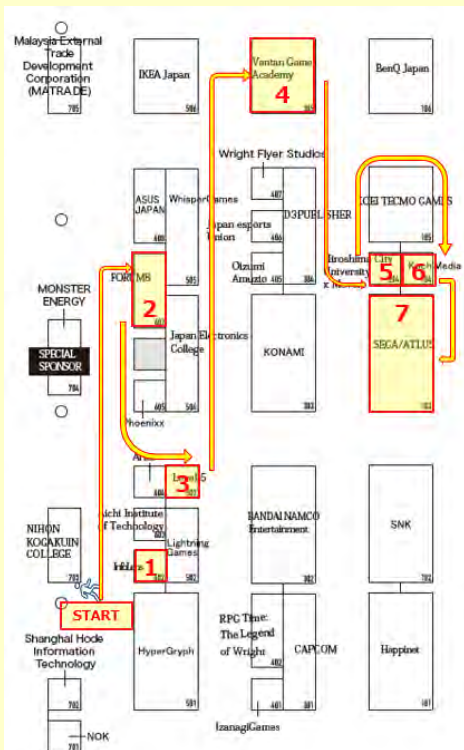


October 1 (Fri) 15:00-16:30
Tour Guide : DYAN

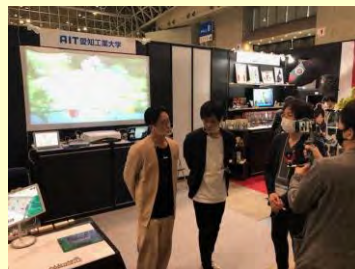


【Visiting Booths】

InfoLens/FORUM8/Level-5/Vantan Game
Academy/Hiroshima City University x
Movere/Koch Media/SEGA/ATLUS

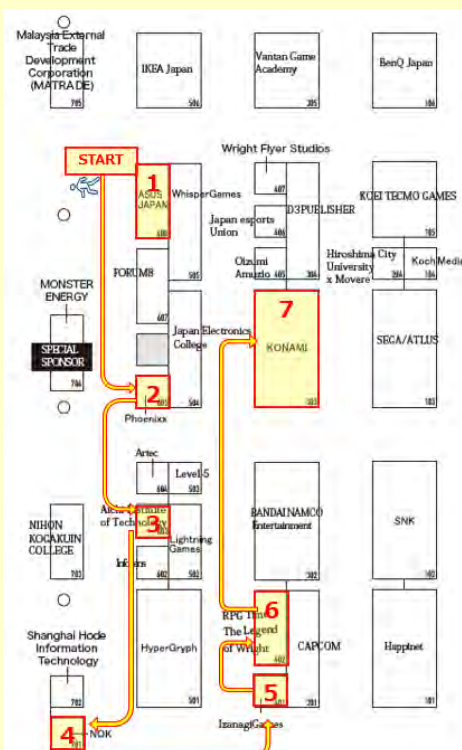


October 2 (Sat) 11:00-12:30
Tour Guide : JICHO KACHO



【Visiting Booths】

ASUS JAPAN/Phoenixx/Aichi Institute of
Technology/NOK/IzanagiGames/RPG
Time: The Legend of Wright/KONAMI

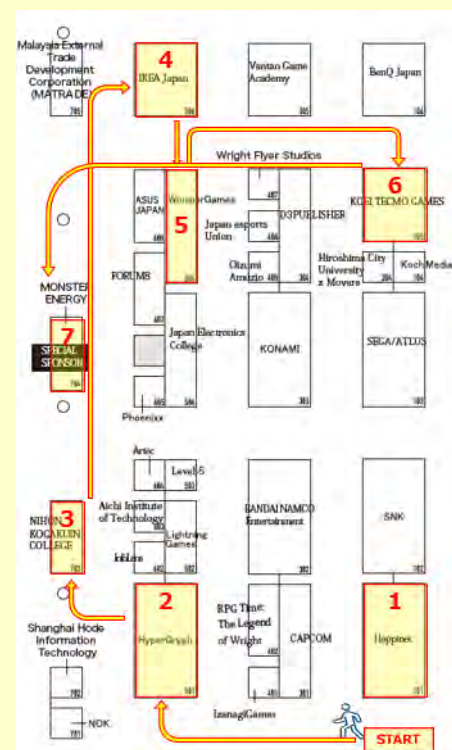


October 2 (Sat) 15:00-16:30
Tour Guide : Okazu Club



【Visiting Booths】

Happinet/ HyperGryph/NIHON KOGAKUIN
COLLEGE/IKEAJapan/WhisperGames/
KOEI TECMO GAMES /MONSTER ENERGY

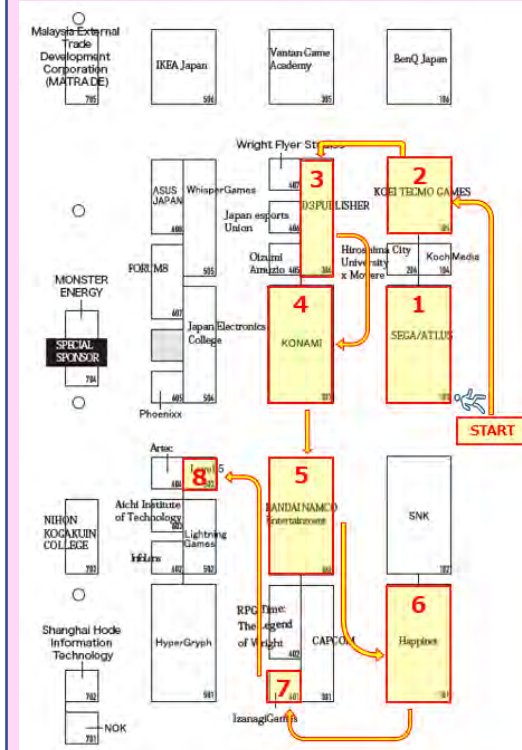


October 3 (Sun) 11:00-12:30
Tour Guide : Daniel Robson (IGN)
/Starbitzchan



【Visiting Booths】

SEGA/ATLUS/KOEI TECMO GAMES/
D3PUBLISHER/KONAMI/BANDAI NAMCO
Entertainment/Happinet/IzanagiGames/Level-5



I was very interested in knowing what kind of game I knew only by name. It was a lot of fun!

I'm glad that the two of Magic Lovely introduced me very happily. I hope there will be another tour like this next year.

Magic Lovely's tour was a lot of fun! Two people who like games were very good!

It was a very meaningful time to learn about overseas games and games made by students. It was also great that the two of Magic Lovely were playing happily. Thank you for your valuable opportunity!

It was also fun to see my favorite game being introduced and being experienced by the two Magic Lovely players. I would like to see the Little Nightmare booth locally, so I would like it to be held again.

TGS online tour was fun. The student's presentation made me want to support him with all my might. I enjoyed all of them, so I'm thinking of investigating the games that I was interested in later. One of Magic Lovely was familiar with the game, and one was good at progressing and easy to see. I'm hoping for the next event, but I hope the game screen will be easier to see.

It was fun, thank you. It was good to see the whole view of the city that I couldn't see anywhere else in the EDF trial video. I learned about programming materials at other booths.

I applied for the SEGA/ATLUS, but I was disappointed that I couldn't see the ATLUS. It is possible to introduce one game carefully, but I think that it would be more enjoyable if the games on display were roughly guided, so I would like to get a general guide.

I live in a rural area, but I couldn't go to the site easily, and I was able to solve the problem that I couldn't see it unless I lined up for a long time depending on the booth, and Diane, the tour guide, was also good. I enjoyed this online tour very much. I would like to participate again next time. Thank you very much.

DYNE introduced me to various game booths, and I was interested in genres that I wouldn't normally do, and it was a great time. However, I hope that the next time it will be held, we will be able to keep the booth time a little longer.

I enjoyed participating in JICHO KACHO tour! I was able to catch up with the trend with the comments of the two people and the comments of the developers.

The staff actively listened to the story of the game and I was able to watch it without any interruption. It was very interesting.

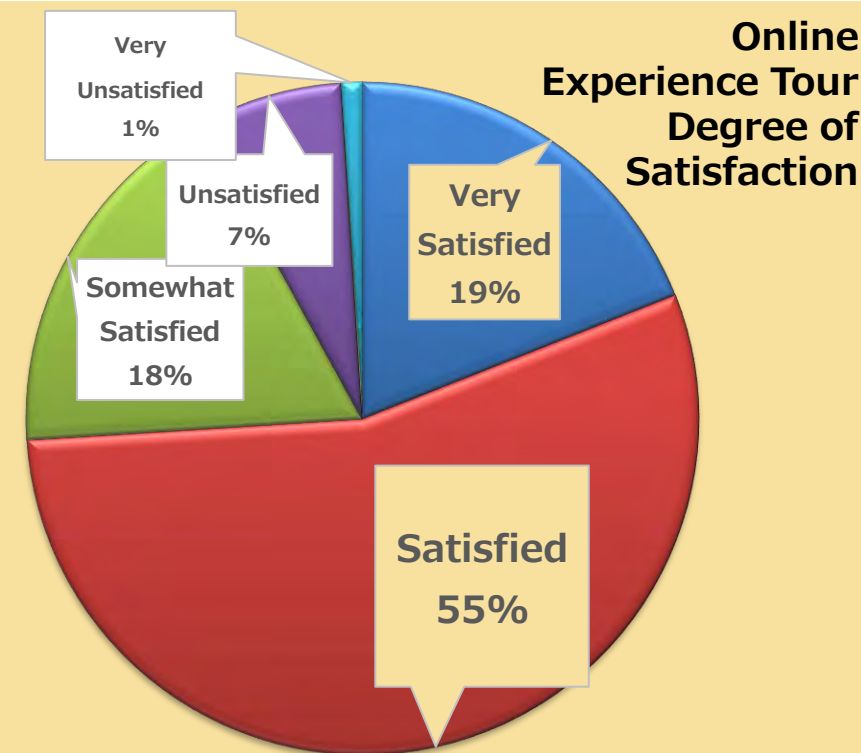
It was fun to see various new games. EEG measurement is also interesting. Next time I would like to see it on site.

It was a very meaningful time to get to know the atmosphere of the site. I wish the image quality and sound were a little better. We look forward to your continued fun planning.

I participated twice! thank you very much! There was also a live broadcast, so I was able to experience the feeling of being able to go to the site! The timing of switching booths was good, and in an hour and a half ... It might have been even better because the tour guide was a comedian! I hope you will continue to hold online tours in the future!

It was a short time today, but I enjoyed it very much. The desire to go to the venue became stronger. I want you to hold such an event again depending on the situation next year!

Thank you for giving me the opportunity to feel the atmosphere of the venue while I couldn't go there! If you can't go to the site next time, I want you to do it again! !!



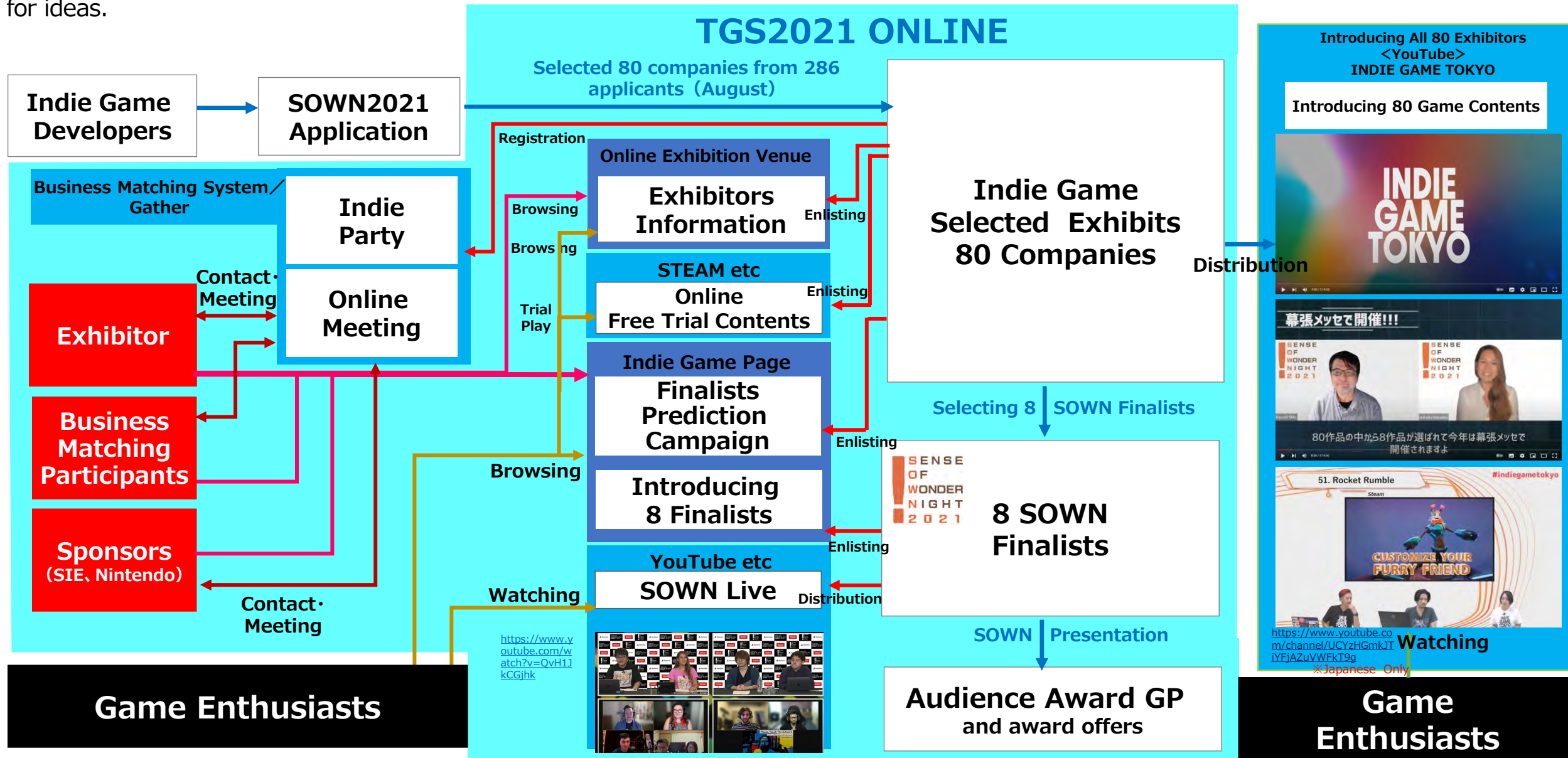
Source: Online Experience Tour Participants Post-Event Survey

For the first time, the "trial play" that game fans expect from TGS will be held online. Regardless of whether it is "unreleased / unreleased title" or "already announced / released title", TGS2021 ONLINE prepared a trial version that exhibitors can play for free, and in advance "PlayStation Store", "Nintendo eShop", "Microsoft Store", "Steam", "Google Play", etc. The information is summarized on the "Trial Free Trial" page on the TGS2021 ONLINE official website. Following the link, I downloaded the trial version and had it played. This time, the trial version posted on the "Trial version free trial" page has a total of 289 titles.

* If the same title is distributed in multiple stores, each is counted. 33% of 289 titles are "unreleased / unreleased titles"



TGS called indie "Selected Exhibits" who can exhibit at TGS2021 ONLINE for free from all over the world, and selected 80 indie game companies. Eight companies selected from among them will hold a pitch event "Sense of Wonder Night (SOWN)" through online to compete for ideas.



Sense of Wonder Night (SOWN) 2021 is an official program from the Makuhari Messe venueLive delivery. Eight finalists from six countries attended the presentation and decided on the Audience Award GP.

SOWN2021 View Results October 1 (Fri) 11:00~12:50

Platform	Language	2021		2020	
		Viewing	Maximum Number of Simultaneous Connections	Viewing	Maximum Number of Simultaneous Connections
YouTube	Japanese	23,392	1,487	30,304	2,765
	English	5,806	180	8,440	594
Twitter	Japanese	355,000	—	118,000	—
	English	1,388	—	8,480	—
nico nico	Japanese	38,749	—	4,752	—
Twitch	Japanese	—	—	12,926	—
	English	—	—	351	—
Facebook	Japanese	642	11	—	—
	English	102	7	—	—

[Concurrent Project ①]Ballot Campaign / INDIE GAME TOKYO

In order to get more interest in indie games, we will hold a voting campaign to predict 8 SOWN finalists from the 80 selected exhibitors, and a distribution program "INDIE GAME TOKYO" that introduces all 80 selected exhibitors at once. implementation.

[Concurrent Project ②]Indie Party

Continuing from the previous year, we have prepared a venue where indie game developers, including selected exhibitors, can interact online using Gather (a two-dimensional RPG-style meeting system) (right). After the SOWN, the judges will also participate in the event.

A party venue that imitates the Makuhari Messe venue is prepared in "Gather". Participants became avatars and wandered around the venue, and were able to communicate with nearby people by "face-to-face".



SOWN Finalist

Exhibitor	Game Title	Country
Clever Plays Studio	Operation: Tango	Canada
KATAKOTO	Sound of Kakurenbo	Japan
Kingblade Games	Do Not Buy This Game	Israel
Lo-Fi People ★	Blind Drive	Israel
Multiverse Narratives	Eloquence	Netherland
Playbae	In My Shadow	India
Soramame Games	Labyrinth of mystery and memory	Japan
Thomas Waterzooi	Please, Touch The Artwork	Belgium

★---Audience Award GP

The “Japan Game Awards 2021”, which celebrated its 25th anniversary this year, is the “Minister of Economy, Trade and Industry Award” given to those who have contributed to the development of the computer entertainment industry in recent years. Held in four divisions: “Game of the Year Division”, “Amateur Division” for original unfinished works, regardless of students or the general public, and “U18 Division” for works developed by people under the age of 18. ..The announcement and awards of each award-winning work were broadcast live (simulcast) as the official program of “Tokyo Game Show 2021 Online”. The "Future Division", which invites visitors to vote for unreleased works exhibited at the "Tokyo Game Show", will be selected this year as the "Tokyo Game Show 2021" will be held online as it did last year. I made a story. Instead, as a CESA official event, "Tokyo Game Show Special Project / Media Award 2021" will be held jointly by the three media of "Dengeki", "Famitsu" and "4Gamer.net". From the general public, we are looking for tweets with titles that interest you from the exhibition titles and titles that you want to support. Each media independently selects award-winning works. Introduced a new work that game users are paying attention to.

The "Annual Works Division" has held a general vote from April 19 to July 23, 2021. Each award-winning work will be decided after the general voting results and the screening by the Japan Game Awards selection committee. In addition to the large number of supporters in the general voting, the "Grand Prize" was selected by the Japan Game Awards selection committee as the most suitable work to symbolize 2020, "Ghost of Tsushima" (Sony Interactive Entertainment) "MONSTER HUNTER RISE ™".] (Capcom) was selected. The double award for the grand prize is the first since 2014.

The "Minister of Economy, Trade and Industry Award" given to those who have contributed to the development of the Japanese game industry in recent years has been decided by Mr. Shibusawa Kou."Shibusawa Kou" has been involved in the development of numerous works since the dawn of computer entertainment, leading the industry.

In addition, in the masterpieces "Nobunaga's Ambition" and "Sangokushi" series, he pioneered and established a major game genre called historical simulations, and was evaluated for his contribution to the development of the Japanese computer entertainment industry as a top creator for 40 years.

It was an award. In addition, 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 nine top creators representing Japan, with Masahiro Sakurai as the chairman of the jury, and this year's award-winning works. "Mario Kart Live Home Circuit" (Nintendo) was selected as.

Awards	Title	Platform	Company
Grand Award	Ghost of Tsushima	PS4	Sony Interactive Entertainment
	MONSTER HUNTER RISE ™	Nintendo Switch	CAPCOM
Game Designers Award	Mario Kart Live: Home Circuit	Nintendo Switch	Nintendo
Award for Excellence	Umamusume: Pretty Derby	iOS / Android OS / PC	Cygames
	Genshin Impact	iOS / Android OS / PC / PS5 / PS4	miHoYo
	Ghost of Tsushima	PS4	Sony Interactive Entertainment
	Sakuna: Of Rice and Ruin	Nintendo Switch / PS4 / Steam	Marvelous
	Resident Evil 3	PS4 / Xbox One / PC	CAPCOM
	BUDDY MISSION BOND	Nintendo Switch	Nintendo
	FINAL FANTASY VII REMAKE	PS4	SQUARE ENIX
	Momotaro Dentetsu: Showa, Heisei, Reiwa mo Teiban!	Nintendo Switch	Konami Digital Entertainment
	MONSTER HUNTER RISE ™	Nintendo Switch	CAPCOM
	The Last Us Part II	PS4	Sony Interactive Entertainment
Best Sales Award	Momotaro Dentetsu: Showa, Heisei, Reiwa mo Teiban!	Nintendo Switch	Konami Digital Entertainment
Global Award Japanese Product	Animal Crossing: New Horizons	Nintendo Switch	Nintendo
Global Award Foreign Product	Call of Duty:Black Ops Cold War	PS5 / PS4 / Xbox One / Xbox Series X S / PC	ACTIVISION / Treyarch; Raven Software
The Minister of Economy, Trade and Industry Award	Kou Shibusawa		

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

Time & Date : October 2 (Sat.) 18 : 00~19 : 50

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

Guest : Katsuhiko HAYASHI (Famitsu Group Representative)
Yoshimichi Nishioka (Editor-in-Chief, Dengeki Game Media)

Minister of Economy, Trade, and Industry Award
「Kou Shibusawa」



Global Award Japanese Product
「Animal Crossing」



Global Award Foreign Product
「Call of Duty Blackops Cold War」



Best Sales Award
「Momotarodentetsu: Show, Heisei, reiwa mo teiban ! 」



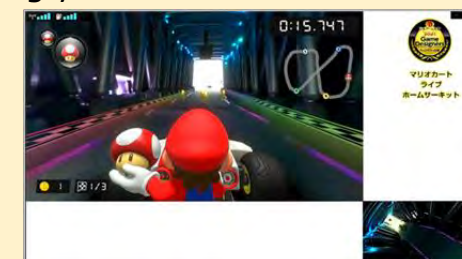
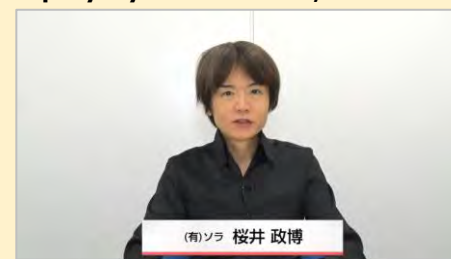
Game Designers Award
「Mario Kart Live Home Circuit」



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



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



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

Award for Excellence 「Regident Evel 3」



Award for Excellence 「FINAL FANTASY VII REMAKE」



Award for Excellence 「The Last of Us Part II」



Award for Excellence 「Ghost of Tsushima」



Award for Excellence 「Genshin Impact」



Award for Excellence 「Sakuna: Of Rice and Ruin」



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



Following the announcement of 10 works of Award for Excellence, the Grand Award was announced from among the works that won Award for Excellence. Grand Award goes to multiple winners since 2014.

Award for Excellence

「Momotarodentetsu: Show, Heisei, reiwa mo teiban!」



31歳の私ですが、桃鉄デビューは小学校の頃スーパーファミコンで。その頃からお正月は親戚で集まると従兄弟のお兄ちゃんお姉ちゃんと皆んなで夜遅くまで桃鉄が恒例でした。

男性 31歳

Award for Excellence

「BUDDY MISSION BOND」



目が覚めるほど気持ちが良い、まさに「王道」のストーリーが最高でした！コミック風の表現が多く、テンポの良さも相まって、クリアした時は少年漫画を読破した時に似た感覚に陥りました。

女性 20歳

Award for Excellence

「Umamusume: Pretty Derby」



配信されてから新情報や更新があれば連日トレンド入り、リアル競馬にも影響を及ぼし社会影響が強いタイトルだと考えます。

女性 21歳

Award for Excellence

「MONSTER HUNTER RISE™」



モンハン史上今までにない動きでモンスターを狩って行くのが最高に楽しい。他にも和風テイストなBGM、装備、モンスターなど日本らしさが数多くあり

男性 16歳

Grand Award

「Ghost of Tsushima」 「MONSTER HUNTER RISE™」



Ghost of Tsushima
株式会社ソニー・インタラクティブエンタテインメント

MONSTER HUNTER RISE™
株式会社カプコン



今までで一番出したゲーム。没入感を与える美しいグラフィックとUI、家畜養育を元にした和のストーリー。どれをとっても大好きだと叫びたい。

男性 21歳



過去作よりも移動の自由度が高くなっている。だからこそフィールドを走り回る楽しさは過去一で、モンスターとの戦闘も様々な追加アクションによって面白くなっている。

男性 18歳

Award for Excellence and/ Grand Award Winning Works and Looking back on all the award-winning works.



Announced the grand award, award for excellence, and honorable mention award from the 10 finalists. Winners participated remotely, and the judges told the creators the reasons for the selection.

Time & Date : October 2 (Sat.) 12 : 30~14 : 38
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



"Amateur Division" announced the recruitment theme on February 1st. Applications were accepted from March 1st to May 31st. This year, we solicited works under the theme of "Mobius strip" and received 493 works. In the selection process, game creators and game media editors conducted a viewing and trial screening of the work introduction video, and 10 works were selected and announced as award-winning works.

Awards	Title	Winner's Name	School	Platform
Grand Award	Wuny Laboratory	The staff had it deliciously.	HAL Osaka	PC
Award for Excellence	Wuny Laboratory	The staff had it deliciously.	HAL Osaka	PC
	Orihime	Comoheri -Common Heritage	HAL Tokyo	PC
	ShiroChroConnect	Listing Bottle	HAL Osaka	PC
	DungeonInversion	Babys solioguy	HAL Nagoya	PC
	PARADOGS	Kazuya Tanoue	Waseda-Bunri College of Arts and Sciences	PC
	LUMINO La ruta natural	TablePunch	HAL Nagoya	PC
Honorable Mention	KYOMUSUME	SUIMINYOKKU	HAL Osaka	PC
	Confettia	Non and Nobu	HAL Tokyo	PC
	Tsukikage	FM Toksin Lab.	HAL Tokyo	PC
	ReverseRoom	Syunya Suzuki	NAGOYA KOGAKUIN COLLEGE	PC

Japan Game Awards 2021 U18 Division Award Ceremony

TOKYO GAME SHOW
2021 ONLINE
Official Report

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

Time & Date : October 3 (Sun.) 13 : 00~15 : 16

**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



Screening : Interview with Finalists and Tech Kids Grand Prix Guest Presentation



「BRONZE Award」 Winner Announcement



「SILVER Award」 Winner Announcement



「GOLD Award」 Winner Announcement



Closing Remarks by Organizer



"U18 Division" started accepting entries from December 28,2020 and accepted applications from February 1 to March 31, 2021. Six works that passed the first screening and the preliminary competition advance to the final competition. In the final tournament, in addition to the preliminary trial examination by three judges, Comprehensive evaluation of the results of the presentation screening on the day of the finals. The "GOLD Award", "SILVER Award" and "BRONZE Award" have been decided and announced.

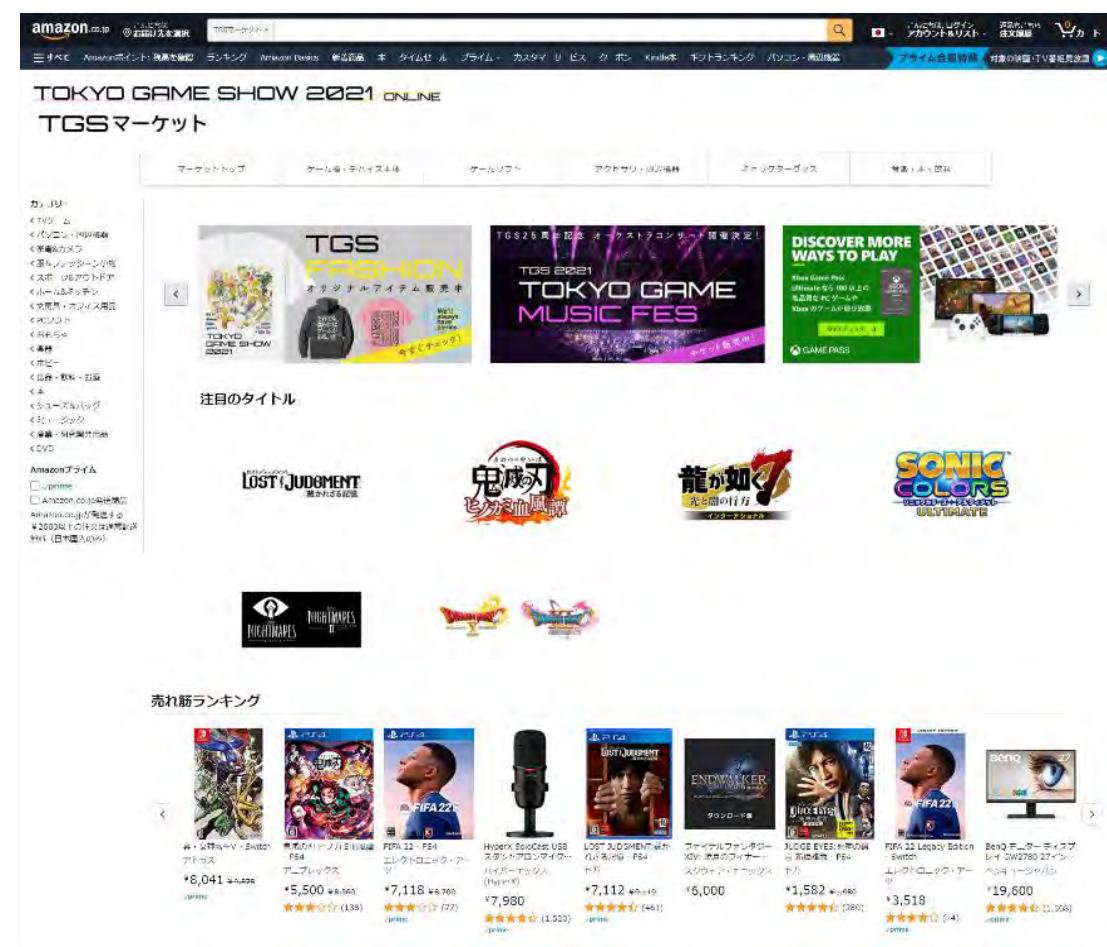
Prize	Title	Name	School
GOLD	Balloon Head	Taro FURUICHI	Aichi Pref. Aichi Sogo Technology Senior H.S.
SILVER	Planet of MAGURO	Noboru YAMAGUCHI	Kadokawa Dwango Gakuen N Senior H.S.
BRONZE	AGARES	Noritaka KUMABUCHI	Kobe City Science Technology Senior H.S.
		Yuji FUJIWARA	Kobe City Science Technology Senior H.S.
		Kuninori KUMAGAWA	Kobe City Science Technology Senior H.S.
	Color Overlap	Leo UEDA	Suginami-ku Nakase Junior H.S.
	KURAYAMI RUN	Ken KITAMURA	Doshisya Senior H.S.
	Card Action Mystery	Taichiro YUI	Kanagawa Sogo Sangyo Senior H.S.

Continuing from last year, we have set up a special venue for TGS on Amazon.co.jp to offer a variety of goods sales experiences while enjoying various TGS programs and contents.

▼Amazon Special Venue (PC)



▼TGS Market (retail venue)



As a new initiative with Amazon special venue, we provide content that allows users to experience TGS at various points of contact.

TGS official goods sales using Merch by Amazon

Amazon Music Unlimited 4-Month Trial Coupon Distribution

T-shirts in collaboration with PUMA are sold.

Amazon Music Delivers TGMF Playlists

TGS Special Feature and Exhibit Game Trials on ReMG Broadcast Program

Alexa Special Content Delivery



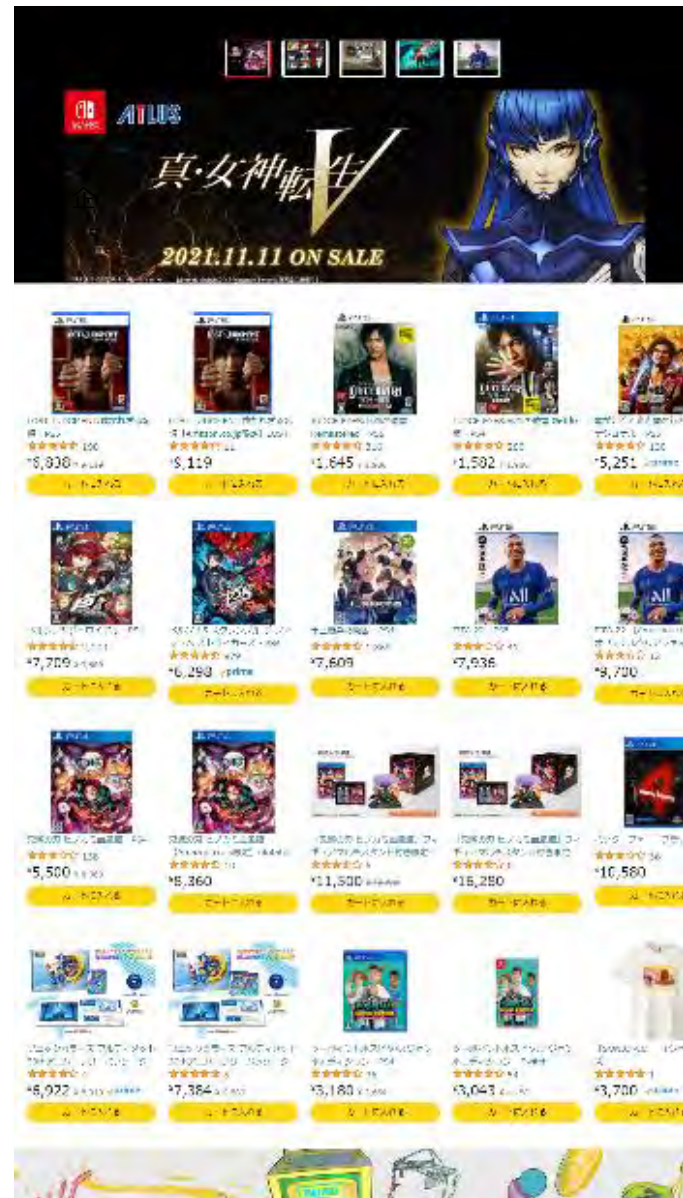
16 companies are invited to participate in the Exhibit campaign under the plan that leads to sales.

		Gold Plan	Entry Plan	Exhibit Only
		5 companies	8 companies	3 companies
Content	Set up a special page for manufacturers on Amazon's special site	Template	Logo & Product Listing Only	Products Listing Only
	Live distribution on Amazon's special site	No time limit	30 minutes	×
	Video distribution within the manufacturer's special page	○	×	×
	Timer type product appearance function for live distribution in Amazon special site	○	×	×
Promotion	Products listed on TGS Market	○	○	○
	Distribution of targeted coupons * The cost of the coupons is borne by the exhibitors.	○	×	×
attracting customers	banner installed on the top page of Amazon's special site * Random display	Medium	Small	×
	Company names and logos listed in the list of exhibitors	With Link	With Link	Company Name Only
	Company name and logo on the teaser page	With Link	Without Link	×
	TGS Targeting Mail during the Period	○	×	×
	TGS End Target Mail	○	×	×
Options	Distribution of novelties to purchasers of TGS-related products * The content is subject to regulation/review	○	○	×
	TGS music project participation + Amazon Music playlist distribution (adjustment required)	○	×	×
	Retargeting Action for trial code distribution (Targeting mail, coupon distribution, etc.)	○	○	×

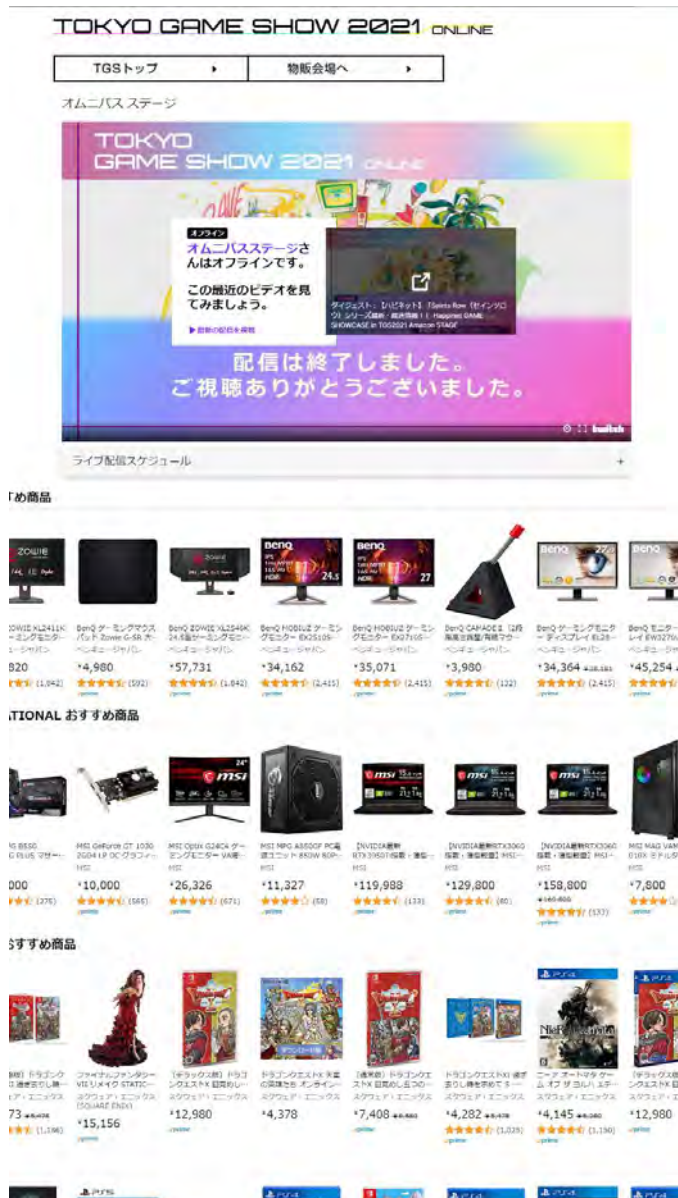
- | | | |
|----------------------|----------------------------------|-----------------------|
| •SEGA/ATLUS | •Microsoft Japan Co., Ltd | •Japan esports Union |
| •Amazon Prime Gaming | •BANDAI NAMCO Entertainment Inc. | |
| •EPOS | •MICRO-STAR INTERNATIONAL | •Happinet |
| •Okamura Corporation | •SQUARE ENIX | •LG Electronics Japan |
| •BenQ Japan | •Indie Game Sale | |
| •AKRacing | •Audio Technica Corporation | •HyperX |

*In order of Exhibitor Status (random order within each status)

▼Exhibitor company page example: SEGA/ATLUS



▼Exhibitor Company Page Example:
Omnibus Stage



TGS終了。4日間ほぼYouTubeに張り付いてずっと見てたw現地だったら絶対見ないような番組も見れてめっちゃ楽しかった！現地も良いけど**オンライン**も捨てたもんじゃないですね。

#TGS2021

オンラインで**TGS**楽しめるの有難みしかない
あらたな形でゲーム会社とか応援できる

TGSの公式番組、エンディングもこんな時間までやってくれたのは**オンライン**開催のおかげやな

Alexaが今日から4日間**ゲームショウ**で〇〇や△△がオススメだぞ！と教えてくれたw

そんなことも教えてくれるのか...

とりあえずVRの設定を試みようかな🤔

オンライン放送も何やるか調べてみなくては...！

TGS、現地行っても人ごみで疲労感ばないから**オンライン**で好きなのを見れるのいいね

TGS、**オンライン**のが配信とかアーカイブで好きなタイミングで観られるし、のんびり情報集められるから精神的に楽で好きw

今年も**TGS**楽しかった！4日間ゲーム情報満載とか夢のようだよな.....コロナ関係なく地方民には**オンライン**まじでありがたい。
関係者の皆様、いつも楽しいゲームをありがとうございますm(_ _)mこれからも楽しむぜえええええ！！

あっ！今日から**TGS**でしたね！
すっかり忘れてたけど**アレクサ**が教えてくれました。偉い。

PUMAとコラボするんか**TGS**グッズ！楽しみすぎる👏👏👏

ゲームショウのTシャツ。**Amazon**で買えるんだよね。かわいいな。

今年も**TGS**面白かったー！
オンラインにしてくれて本当にありがたや

TGSのキャンペーンでAmazonMusicのサブスクが4ヶ月無料だったから試しに登録してみたが.....すごく快適

TGS FASHION

"TGS official goods" were sold for the first time in two years.
Collaborated goods with PUMA were also sold to celebrate the 25th anniversary of TGS.

TGS official goods

Using "Merch by Amazon", a wide variety of not only TGS2021 but TGSVR and TGMF goods were sold in Japan and overseas.



20 types

Worldwide sales in 6 countries

Collaborated goods with PUMA

As the first trial of TGS, collaborated goods with PUMA were sold in Japan and overseas.



1 type

Global 65 country shipping

The design, variety of items, and reasonable price are highly evaluated.

TGSのTシャツ！？デザイン最高！？！？

TGSのTシャツ，色々柄があってオサレだし何か買おうかなあ(^ω^)

TGSのTシャツとパーカー買って届いたので当日はそれ着ながら楽しむぞい。

**TGSのパーカー買ってしまった。
とても着心地良い(^ω^)**

冬用にパーカーもあった。これで年中ブイアール！TGS、やるじゃん！

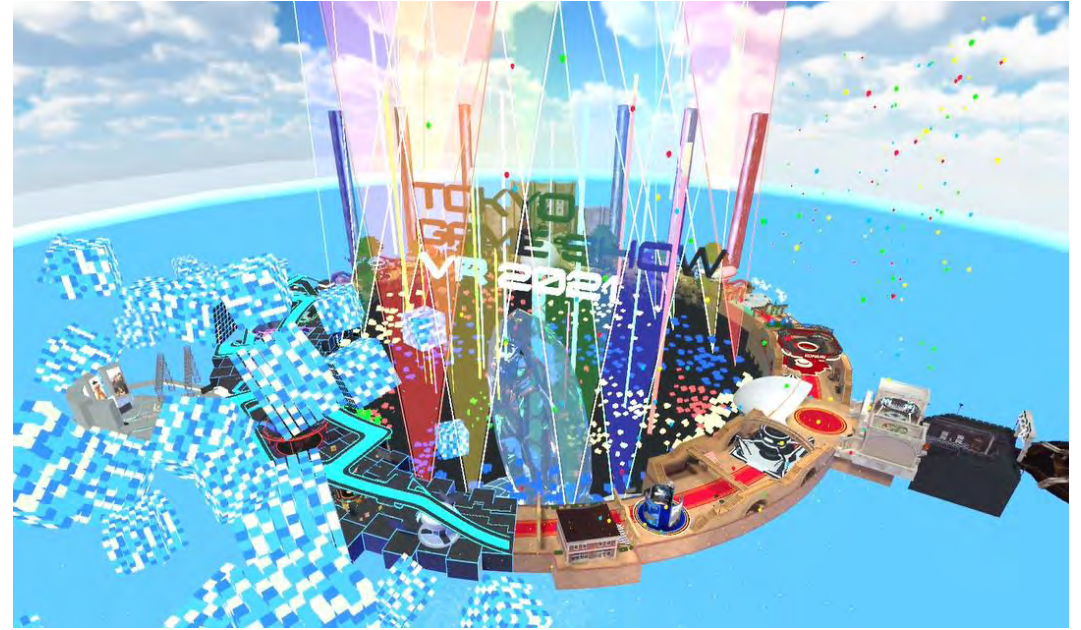
**メインビジュアルのTシャツも販売中
2800円とお手頃**

TGSに行けないから物販で思い出作り。
ロゴかわいいしネイビー好きだし(´Д｀)「



今年のTGS VRが思ったより楽しかったのでつい買ってしまった超絶いかすTシャツが届いた👏ブイアール👏





Event Name	TOKYO GAME SHOW VR 2021
Theme	見ているだけじゃ、もったいない。(Just looking at it is a waste.)
Period	September 30 (Thu) 09:00 ~ October 3 (Sun) 26:00, 2021
Organizer	Computer Entertainment Supplier's Association (CESA)
Venue	GAME FLOAT / GAME FLOAT SKY
Device	GAME FLOAT : VR/Oculus Quest/Windows/Mac GAME FLOAT SKY : PC Browser/Smartphone Browser/Oculus Quest Browser
Participation Fee	Free

Exhibitors **20**

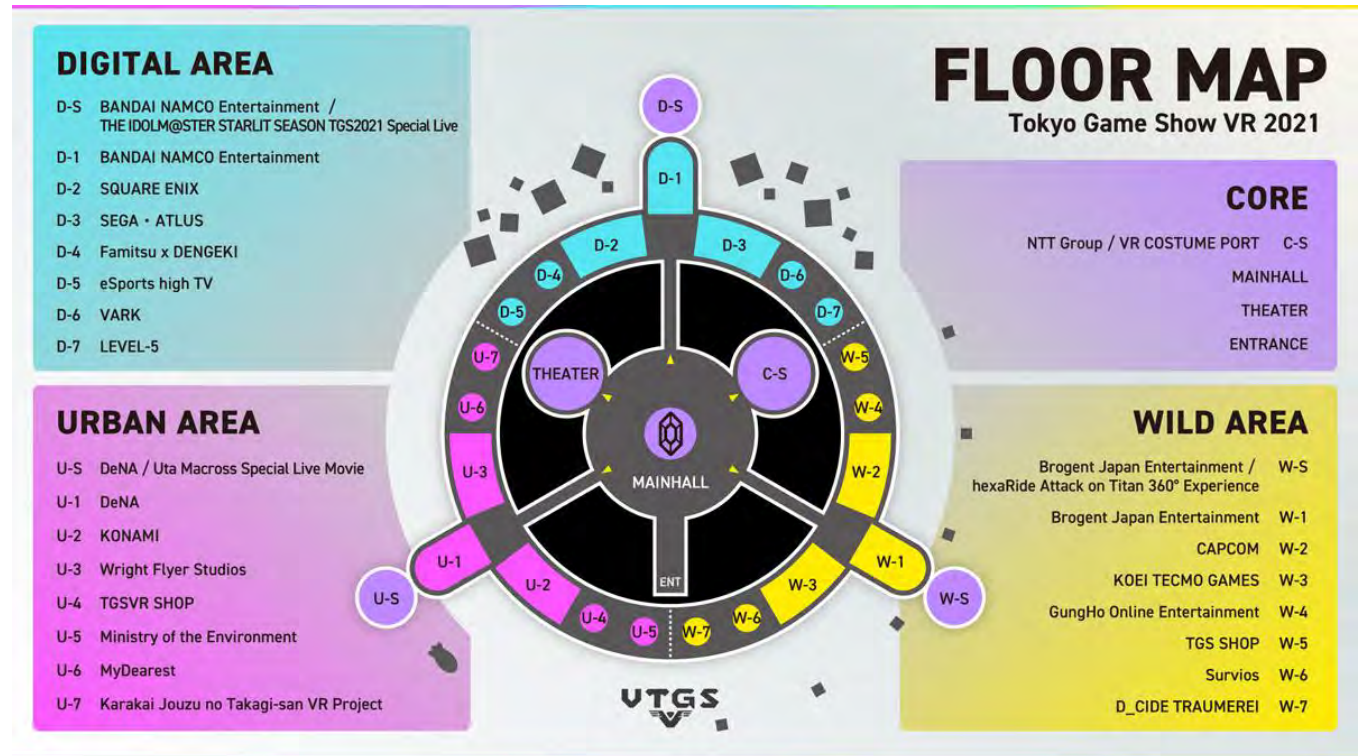
Experience Space;
27 locations

Main Hall: 1

Theater: 1

SP Contents Room: 3

Booth Exhibitions: 22



Exhibitor List

◆ Official VR Technology Partner

NTT Group

◆ Exhibitor List

eSports high TV

KONAMI

VARK

CAPCOM

Survios

BANDAI NAMCO Entertainment

◆ VR Partner

Karakai Jouzu no Takagi-san VR Project

SQUARE ENIX

Famitsu × DENGKI

Brogent Japan Entertainment

Ministry of Environment

SEGA/ATLUS

MyDearest

GungHo Online Entertainment

DeNA

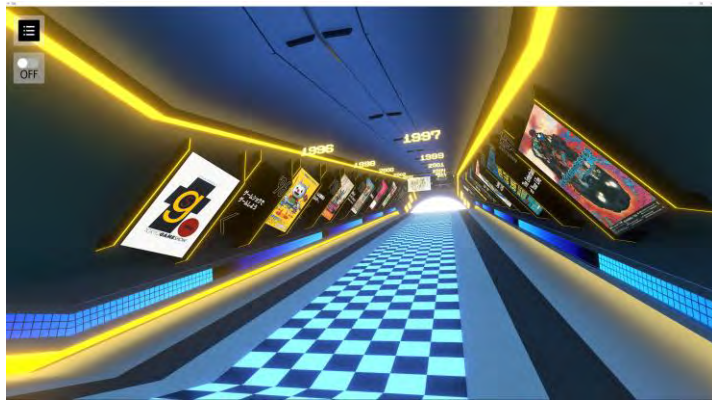
Wright Flyer Studios

KOEI TECMO GAMES

D_CIDE TRAUMEREI

LEVEL-5

Entrance



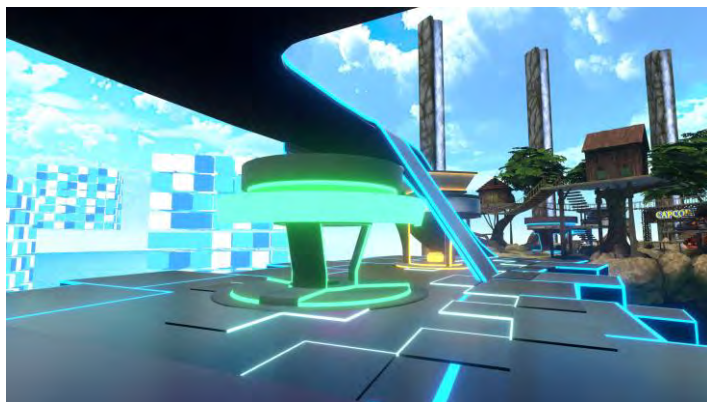
CORE



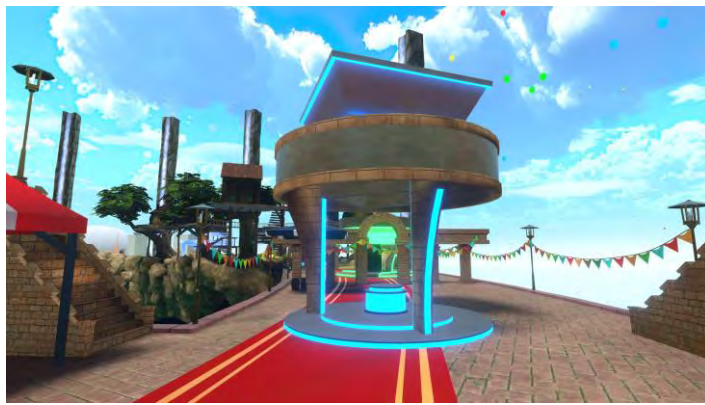
Theater



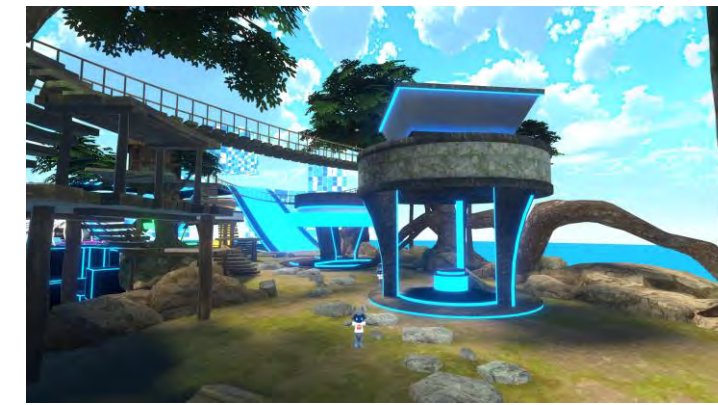
DIGITAL AREA



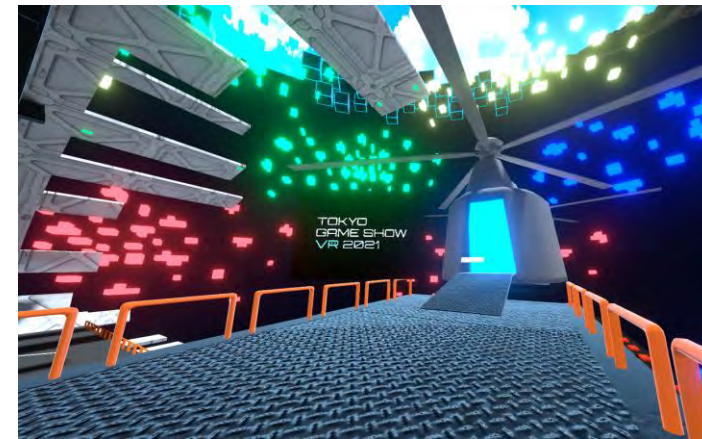
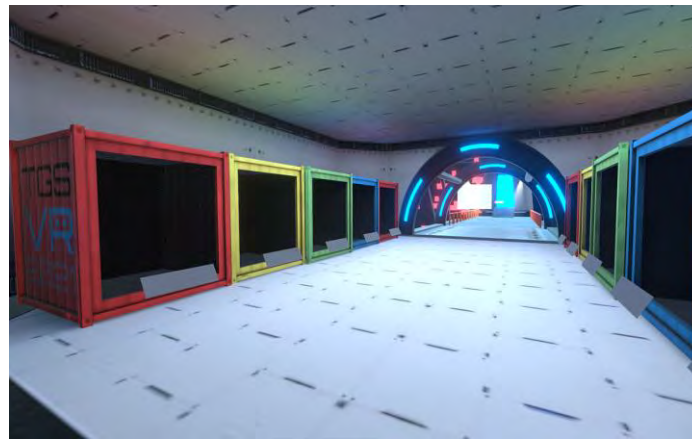
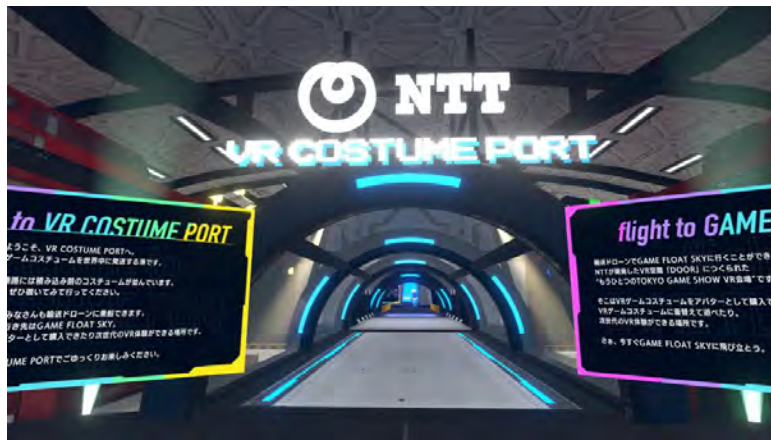
URBAN AREA



WILD AREA



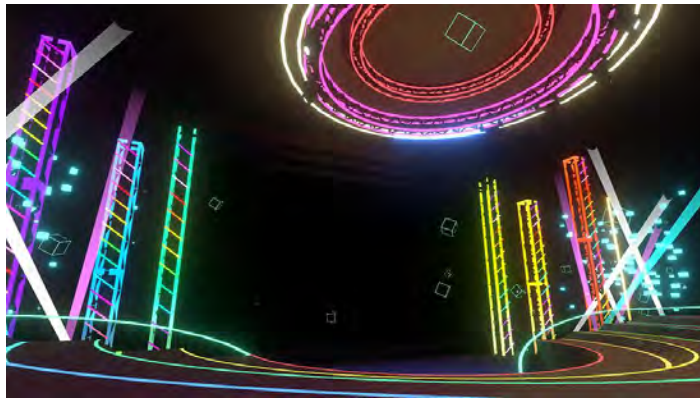
NTT Space



GAME FLOAT SKY



BANDAI NAMCO Entertainment
/ THE IDOLM@STER STARLIT
SEASON TGS2021 Special Live



DeNA /
Uta Macross Special Live Movie



Brogent Japan Entertainment /
hexaRide Shingekino Kyojin
360° Experience



BANDAI NAMCO
ENTERTAINMENT



SQUARE ENIX



SEGA/ATLUS



Famitsu × Dengeki



eSports high TV



VARK



Level-5



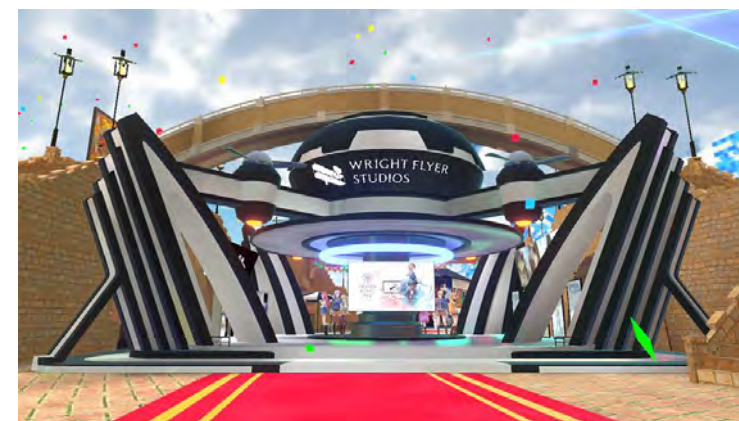
DeNA



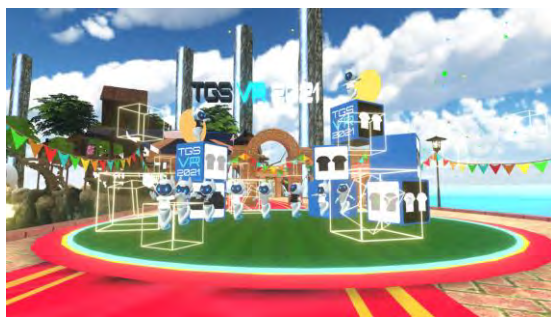
KONAMI



Wright Flyer Studios



TGSVR SHOP



Ministry of Environment



MyDearest



Karakai Jouzu no Takagi-san VR Project



Brogent Japan Entertainment



CAPCOM



KOEI TECMO GAMES



GungHo Online Entertainment



TGS SHOP



Survios



D_CIDE TRAUMEREI



The total number of visitors was more than 200,000.
Two out of three people showed up with VR devices and stayed longer than expected.

Total Number of Visitors

210,566

Average Stay Time

1,619.16 seconds
= **27 min.**

Device Ratio

VR 66.7%
PC 33.3%

Media Coverages

FUJI Television
「Mezamashi TV」



NHK
「Tokyo Metropolitan Network」



TV Asahi
「Super J Channel」



YouTube Uploads

OMEGA Sisters
Subscribers : 283,000



「 [Great Impact] TGS is dangerous with a large collection of game characters. 」



For the first time in TGS history, a gaming music omnibus online concert held to commemorate TGS's 25th Anniversary.

TOKYO GAME SHOW 2021 ONLINE

TOKYO GAME MUSIC FES



■ Details of the implementation

< MAIN STAGE with Full Orchestra >

STAGE 1: TGS2021 Special STAGE ~ We'll always have games. ~

STAGE 2: TGS 25th Anniversary STAGE ~ Our memories will never fade. ~

< Thumva STAGE with various performance styles >

STAGE 3: Thumva STAGE ~ Games and music, with us. ~

■ Streaming date and time

STAGE 1: 17:00 Saturday, October 2 - 23:59 Sunday, October 31

STAGE 2: 17:00 Sunday, October 3 - 23: 59 Sunday, October 31

STAGE 3: 20:00 Thursday, September 23 - 23: 59 Sunday, October 31

■ Streaming venue

STAGE 1&2: TGMF Special Site (<https://tgmf.ecchat.live/2021/lp>)

STAGE 3: TGMF Thumva Special Site (<https://thumva.com/events/d9ljrcdmJeFlt6>)

3 stages total of 9 contents, total of 55 titles, total of 168 songs performed

STAGE 1: TGS 2021 Special STAGE

1. FINAL FANTASY X
2. METAL GEAR SOLID 4
3. Genshin Impact
4. Phantasy Star Online
- Intermission -
5. ROMANCE OF THE THREE KINGDOMS HADOU
6. NOBUNAGA'S AMBITION: SHINSEI
7. SONIC COLORS: ULTIMATE
8. MONSTER HUNTER series

STAGE 3: Thumva STAGE

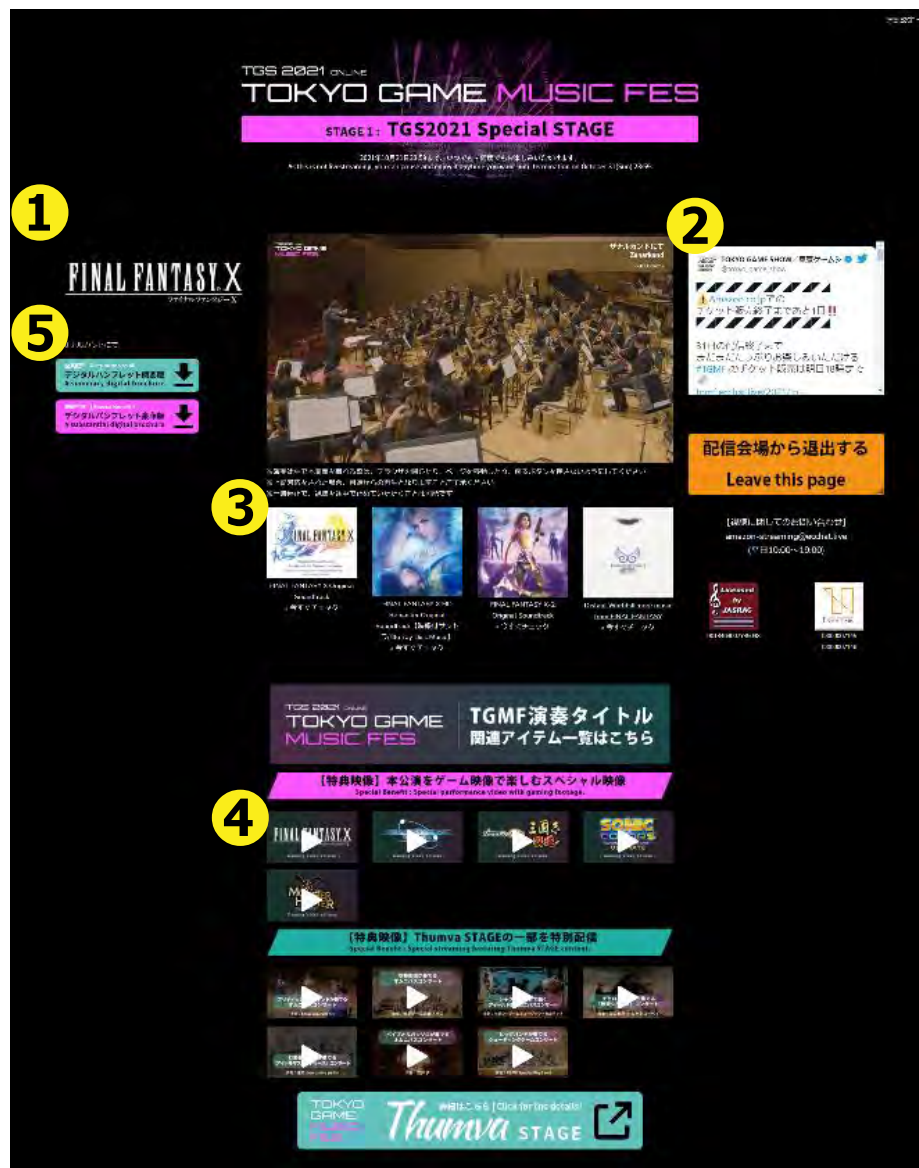
1. an omnibus concert performed by a British quartet
2. an omnibus concert performed by a brass band
3. Field music omnibus concert with jazz arrangement
4. "Muso Series" Concert with Cello & Piano
5. play a percussion quartet "Idol Master Series" concert
6. Omnibus concert performed by pipe organ solo
7. Big Band Shooting Game Concert

STAGE 2: TGS 25th Anniversary STAGE

1. Sakura Wars
2. Revelations: Persona
3. Atelier Marie / Atelier Ryza 2
4. Tales of Phantasia
5. STAR OCEAN /STAR OCEAN First Departure
- Intermission -
6. RESIDENT EVIL Series
7. NiGHTS into dreams ...
8. WILD ARMS
9. Arc The Lad II
10. SUIKODEN



▼TGMF delivery page



Providing **5** ways of enjoying concerts unique to online concerts

1 You can enjoy the concert while looking at the information of the musical piece.

2 Audiences can listen to the concert while talking to each other

3 A shopping cart where you can buy music items while listening to a concert

4 A special video where you can enjoy an orchestra performance with a video game
*Privilege buyers only

5 2 stages full of readability, over 40,000 words in total, program notes
*Privilege buyers only

Audiences were highly satisfied with the results, and many of them watched the program repeatedly until just before the end of distribution. Many people are interested in unplayed games and want them to continue.

これは朗報だー👏

TGS25thアニバーサリーゲームミュージックフェスオンラインのラインナップが豪華すぎる👏

サクラ大戦とTOPやスタオーとワイルドアームズに幻水って...当時夢中でプレイした懐かしのゲーム達の音楽が今年フルオーケストラで聴けるなんて...これは聴かないと!!楽しみだ😊

#TGS2021

#TGMF

聴き放題、生のオケコンでは味わえません、何度でも聴くべき(個人的見解)

思い出たっぷりのゲームの曲も、未プレイのゲームの曲も楽しませて頂きました。ありがとうございました！来年のTGSでもやってほしい！！

#TGMF

終わった〜🌞🌞演奏もアレンジもとても好みで楽しかった。当時の世代民直撃の選曲ありがとうございました😊これ毎年やってほしいな #TGMF

25周年のタイトルと言われて、もうそんなに経つのかと思うタイトルばかりであると同時に多くの名曲を振り返る機会になりました。どれもが単体で公演できるほどのタイトルで、聴き応えのあるすばらしいアレンジでした。

この企画、今年だけで終わってしまうのはもったいないですね。

TGMFのパンフレット読むと、そのゲームを知らなくても楽しいけど好きな人が聴いたらもっと楽しいアレンジがされてるんだろうなと思う すごいな...

あと時々攻略情報ばい文章が混じっててフフッてる

ずっとリピートしてるけど、イイ!!ほんと円盤ね(笑)欲しい。選曲と編曲が発狂もんだわ。部屋で見てこの興奮をどうしてくれようか。どうしてくれるの?(知らんわ) 月末まで配信されてるから、有料だけど聴く価値あり!! 買ってよかったあ〜!! ありがとうございます😊👏

#TGMF

#TGMF 楽しい催しをありがとうございました！！

オーケストラ本公演も特別編成のThumva公演もゲームへの愛が詰まったステージで初めての曲もすごく楽しめました！

一か月のアーカイブ期間のおかげで、たっぷり味わいながら聴くことができました...！来年以降も開催してほしいです！生演奏も聴きたい...！

とても素敵な企画をありがとうございました！ここだけのアレンジも大変素晴らしく感動しながら何度も楽しませていただきました。いつか音源の販売などあればいいなと夢見ております。次回もまたあることを期待したいです。ありがとうございました😊

素敵でした！🌞🌞🌞🌞🌞

知らないゲームの曲でもこれ好き！っていうのがたくさんあって楽しかったです〜明日も楽しみです！ #TGMF

ゲーム映像版やバズ...映像の演奏が合いすぎて映像のための演奏なのかと思うくらい。ワイルドアームズ破壊力スゴい。一気に当時の感情がプワッって溢れてくる。涙腺崩壊不可避。マリエル...アースガールズ...ッ！ #TGMF

TOKYO GAME MUSIC FESの曲をPrime Musicでプレイリスト作ってくれるのはセンスあるよな〜いいね👍

どの作品の曲も演奏素晴らしかったです！

配信ありがとうございます。音質も良くて単独だとオケコンとか無さそうな作品も聴けて良かったです。

#TGMF

#TGMF

この度はとても素敵な企画をありがとうございました！

パンフレットも読ませて頂き、とても拘りを感じました。

また機会がございましたら、必ずチケットを買わせて頂きます！

オーケストラ大好きなので、アークザラッドシリーズの曲が聴けて、最高に幸せでした！！次回も期待させてください！！

終わった...どの曲も素晴らしかった...最高だった...

プレイしていないゲームも多かったけどイヤホンでゆっくりじっくり聴けたことパンフの充実のおかげで色々な曲と出会えた...あつという間だった...！！ありがとうございました...！！

#TGMF

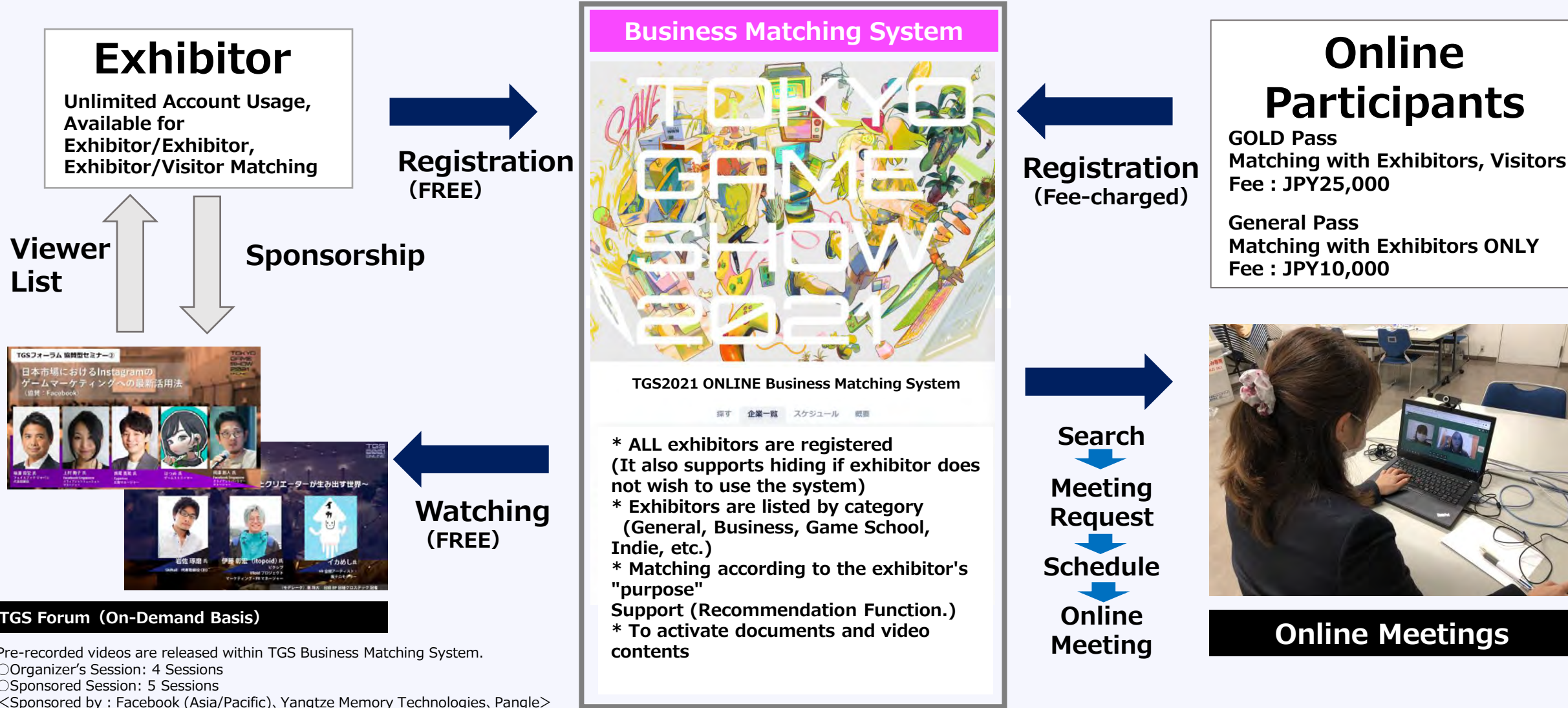
@tos 豪華パンフレットの曲解説が素晴らしい 音楽に詳しくないからこうやって丁寧に曲の魅力や構成を解説してくれるのも嬉しければ他タイトルや他曲のフレーズを交えてるのも感嘆 どのタイトルも良かったな.....また後日映像付きの方見よう 見れて良かった...素敵な企画をありがとうございました TGMF...

と、特典の...と、特典...が...ゲーム映像と共に聴くオーケストラこういうの待ってた！！デジタルパンフレットもよい👏👏こんなにサービス満点でもうどうしましょ

#TGMF

Amazon Music Unlimitedの4カ月無料キャンペーンにつられたんだけど、これコンサート内容が普通に聴きたいやつだわー

TGS2021 ONLINE Business Matching System provides exhibitors and general participants with accessible for matchmaking for online meeting and viewing business seminars through the system.



Meeting Results

•Registered Accounts : 867

- Exhibitors : 674 accounts (2020 : 745 accounts)
- Visitors : 193 accounts (2020 : 214 accounts)

- Participated Countries and Regions : 48
(2020 : 40 countries and regions)

•# of Meeting Applications : 6,936 (2020 : 6,500)

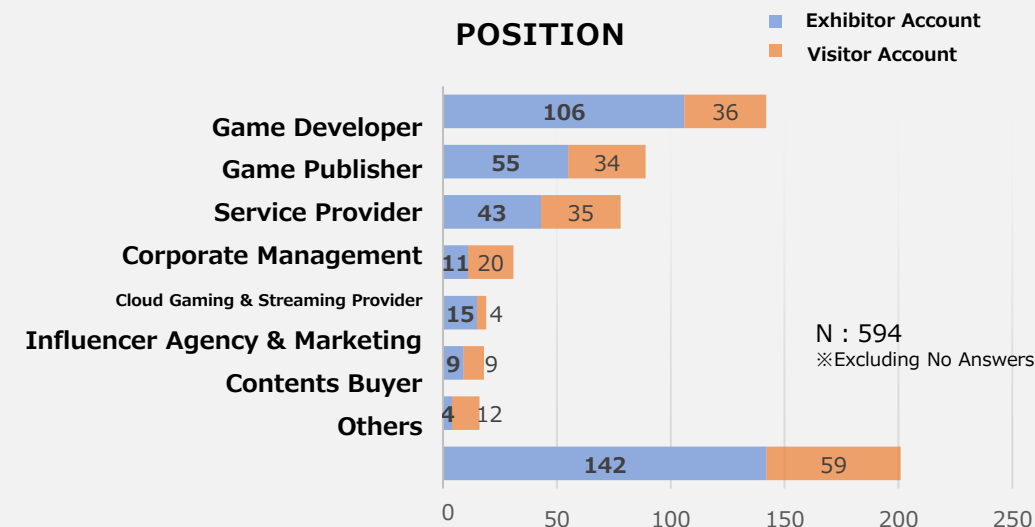
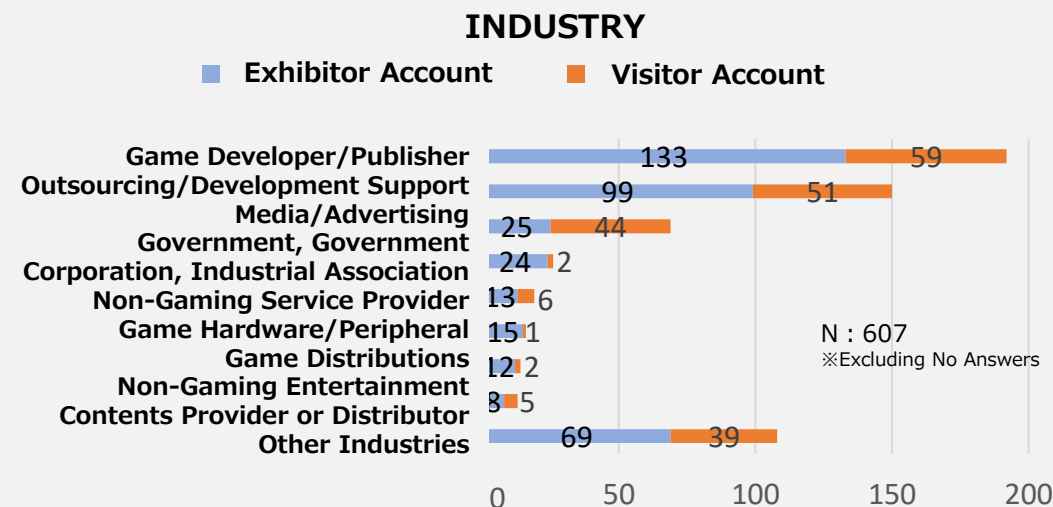
•# of Established Meetings : 610 (2020 : 759)

* Business meetings are not limited to the meeting platform provided by the business matching system. It was carried out using "Zoom", "Teams", "Skype", "Webex", etc.

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

Argentina, Australia, Austria, Belarus, Belgium, Bulgaria, Brazil, Canada, China, Chile, Columbia, Croatia, Cyprus, Czech, Denmark, El Salvador, Finland, France, Germany, Hong Kong, Ireland, Iceland, India, Indonesia, Israel, Italy, Japan, Korea, Latvia, Lithuania, Macau, Malaysia, Mexico, Netherlands, Norway, Peru, Poland, Russia, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand, Ukraine, United Kingdom, United States, Vietnam
<48 Countries & Regions>

Business Matching System Participants Profile





[Organizer Seminar 1] New chapter of Metaverse - A new society created by games and creators -

Metaverse, where major companies have announced their entry into the market one after another, and the world is booming. The game space is the forerunner of the virtual world that is the stage of the Metaverse. A new society is beginning to emerge from games that incorporate SNS elements and have ability to create user-generated content. What kind of technological elements will be needed for the development of the Metaverse in the future? Looking ahead with the managers and creators about this torrent.

[Organizer Seminar 2] Methods for discovery, development and marketing to make indie games a success

With indie games recently becoming a hit in the world and Japan, many publishers are interested in how to discover, develop and market these products. Inviting the person in charge of "Sakuna: Of Rice and Ruin" which achieved a total of one million shipping globally and the person from Kodansha Ltd. that focuses on development of indie game creators in future, methods to make indie games a success will be explored, based on their actual experiences.



[Organizer Seminar 3] The potential of e-Sports of working adults to connect companies

More and more companies are now involved in e-Sports in varied forms, such as establishing e-Sports team in a company and supporting professional players and play-by-play announcers. In this session, having panelists from the companies that actually work on e-Sports, discussions will be conducted on the effects of e-Sports on companies from the perspectives of interaction between employees, welfare programs, securing human resources, work-life balance, and so on. It will explore the potential of e-Sports of working adults that could be a unique movement only in Japanese e-Sports.

[Organizer Seminar 4] Gaming business's future to be transformed by VR

VR (virtual reality) technology has advanced both in hardware and software to spread as a new entertainment. What VR games will come into the spotlight in future? What drives the market to greatly flourish? There will be a heated discussion by Mr.Naoto Kato of Cluster, Inc. that expands "playing" VR space, Mr.Hironao Kunimitsu who is a founder of gumi Inc. and just appointed as CEO of Thirdverse Co., Ltd., a VR game developer, and Mr.Kento Kishigami, CEO of MyDearest Inc. that created VR hit products such as Tokyo Chronos.



※ The above program content is reprinted from the website.



(Sponsored by : YANGTZE MEMORY TECHNOLOGIES)

[Sponsored Seminar 1] YMTC and its gaming SSD product PC005 Active with Xtacking® 3D NAND technology (Sponsored by Yangtze Memory Technologies)

The 30mins video will introduce you about the details of Yangtze Memory Technologies, Co., Ltd. and its high-performance gaming SSD PC005 Active with Xtacking® 3D NAND technology. Hope creators, e-sports gamers as well as the general users enjoy our movie session.

[Sponsored Seminar 2] How to Go Big & Go Local with Instagram (Sponsored by Facebook)

- Topic1. How Facebook has contributed to gaming industry
- Topic2. Value of Instagram in Japanese market
- Topic3. The best practice of ad creatives for gaming



(Sponsored by : Facebook)

[Sponsored Seminar 3] Women in Gaming (Sponsored by Facebook)

The "Women in Gaming with Facebook" event will be a program that will include a keynote presentation and a panel discussion on how the gaming industry can integrate diversity and inclusion into all aspects of gaming, specifically on increasing women representation in the industry.



(Sponsored by : Facebook)

[Sponsored Seminar 4] Bringing JP Games to the World! FB Gaming strategies for business success. (Sponsored by Facebook)

Recently, Japan gaming market has been increasing moderately but Japanese gaming companies are facing further competition in Japan market. On the other hand, global gaming market grew faster with higher growth rate. In this session, we will talk about how to leverage Facebook platform to make your game successful, given the current global market.



(Sponsored by : Facebook)

[Sponsored Seminar 5] Think Gaming, Think Pangle: Monetize with TikTok For Business Demand and Grow Users with High IAP Impact. (Sponsored by Pangle)

Pangle is the go-to-place for monetizing apps, attracting users, and pushing boundaries of creativity. Established as the leading mobile advertising platform in Asia, Pangle enables global app developers to maximize earnings through exclusive TikTok For Business demand, and advertisers to reach out to a massive audience. In this informative and inspiring seminar, Pangle's experts Yuki Inoue and Ryoma Ono will discuss following topics:

- ① About Pangle
- ② Game performance index
- ③ deep dive to Pangle puzzle game
- ④ Introduce Pangle monetize case study
- ⑤ Pangle user acquisition.



(Sponsored by : Pangle)

【Special Program「Preparation Special」】

【TGS Pre-Event Special】One Month for Opening !
TGS2021 Online Preparation Special (September 1)

Total	YouTube	Twitter	niconico
30,959	19,466	4,426	7,067

In order to raise awareness of TGS, pre-programs for general game fans will be distributed on the official YouTube channel. TGS delivered a lot of contents such as an overview of TGS2021 ONLINE, an introduction of exhibitors, and announcements of official supporters.

【Official Supporter】

Crystal Noda, who is the champion of "R-1 Grand Prix 2020" and who also makes games himself, and Murakami's Magic Lovely are appointed as TGS official supporters. In addition to appearing on official programs, he also acted as a guide on online experience tours, enlivening viewers with loving comments and a variety of knowledge unique to game lovers.



YouTube



TGS pre-event information has been sent through the official SNS accounts.

Instagram

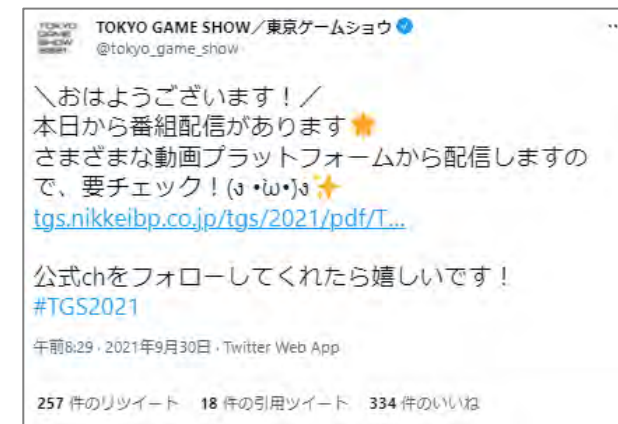


1996



Source: TGS Official SNS Accounts

Twitter



TikTok



Influencers invited to the Makuhari Messe venue will send information through videos and SNS. Posting from a different perspective than the media has received a lot of feedback from non-TGS fans.

Video YouTube、Mildom、Twitch

- Uploads : 163
- Total Views : 3,611,961



Twitter

- Uploads : 1,072
- Good! : 656,922
- Followers : 14,426,234



TikTok

- Uploads : 16
- Good! : 95,517
- Followers : 2,062,565



In 2021, there were many reports from the perspective of "TGS's first VR conversion" and "combination with offline", and TV was particularly interested in VR venues. Regarding the Makuhari venue, which was invited only to the press and influencers, many people welcomed it, saying, "I'm glad I had a place to interview."

Media Coverages

2021	TV	Radio	Newspaper	Magazine	Web	Total
Pre-Event	1	3	54	6	187	251
On The Day	6	10	118	7	2285	2426
Post-Event	3	8	98	11	500	620
Total	10	21	270	24	2972	3297
2020	14	1	294	49	2809	3167

Main Media Exposures (TV)



CX「News Live it a」



NHK「Good Morning Japan」



TV Asahi「Super J Channel」



Nihon TV「eGG」

Makuhari Messe Venue Press

Category		Sept. 30 (Thu)		Oct. 1 (Fri)		Oct. 2 (Sat)		Oct. 3 (Sun)		Total	
		Media	Staff	Media	Staff	Media	Staff	Media	Staff	Media	Staff
1	WEB	40	195	30	120	20	45	16	32	106	392
2	Newspaper	11	15	4	4	4	4	2	2	21	25
3	Press Service	4	5	-	-	-	-	-	-	4	5
4	Satellite TV/CATV	2	7	2	2	2	3	-	-	6	12
5	Terrestrial TV	4	13	2	4	2	3	1	1	9	21
6	Production House/Others	8	30	2	17	5	12	4	11	19	70
7	Radio	4	9	1	1	1	1	2	7	8	18
8	Magazine	15	23	8	10	9	13	5	6	37	52
9	Overseas Media	8	9	1	1	2	4	2	3	13	17
Total		96	306	50	159	45	85	32	62	223	612

Media Partner

Promote coverage and distribution by media partners. Especially in China, we welcomed a partner of the video distribution media "Huya", which has the largest share, to deepen the information dissemination to the Chinese market. For Europe and the United States, we have enhanced the information dissemination from each regional site by strengthening the relationship with IGN.



Weekly Famitsu



HUYA



4Gamer.net

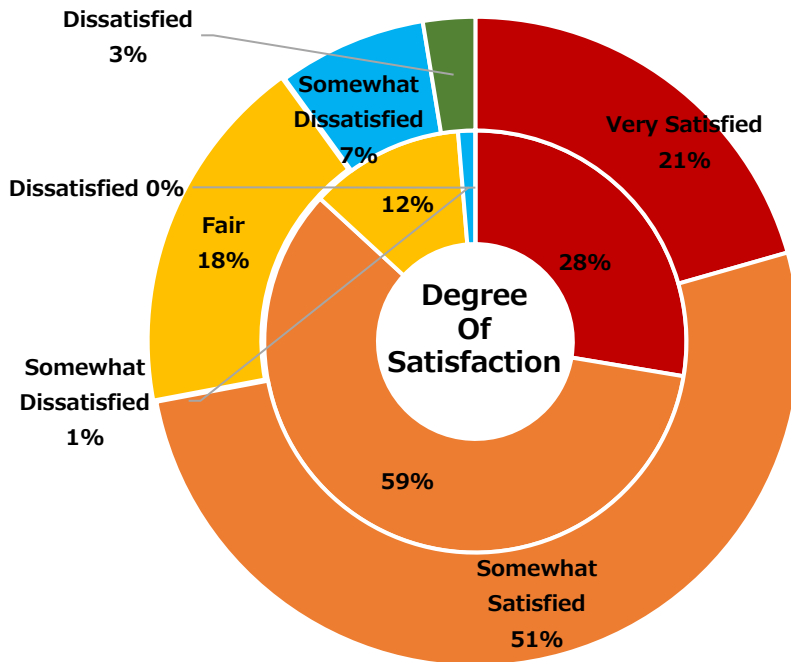


IGN Japan

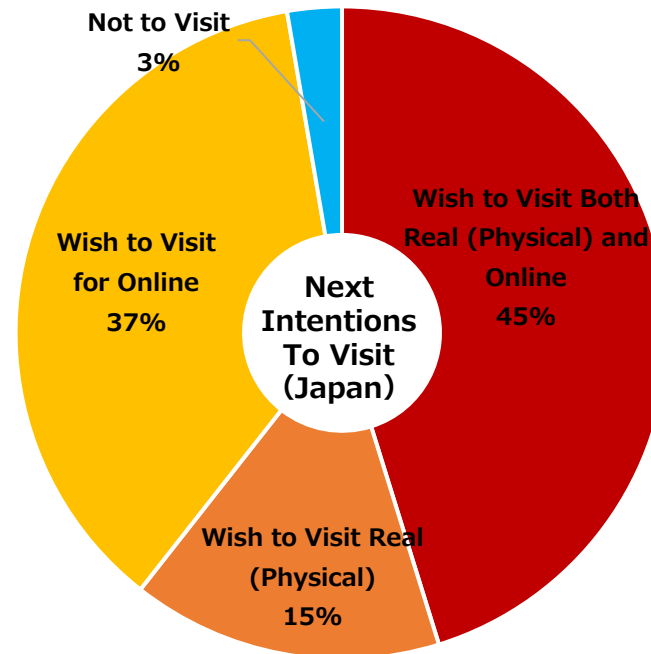
TGS Media Partner List

Country	No	Media Name	URL
Japan	1	Weekly Famitsu/ Famitsu.com/ Famitsu APP	http://www.famitsu.com/
	2	GameWatch	http://game.watch.impress.co.jp/
	3	nico nico	https://site.nicovideo.jp/tgs2020/
	4	4Gamer.net	https://www.4gamer.net/
	5	Nikkei XTrend	https://xtrend.nikkei.com/
	6	Tokyo Otaku Mode	https://ja.otakumode.com/
Korea	7	GAMER'Z	http://cafe.naver.com/gamerzfan/
	8	RULIWEB.COM	http://www.ruliweb.com/
Taiwan	9	Bahamut (巴哈姆特)	http://www.gamer.com.tw/
China	10	Douyu (斗鱼)	http://www.douyu.com/68
	11	Douyin, Xigua, Toutiao	https://live.ixigua.com/197511/
	12	Sina Game (新浪游戏频道)	http://game.sina.com.cn/
	13	Tencent Game (腾讯游戏频道)	http://v.qq.com/games
	14	GAMECORES	https://www.gcores.com/
	15	17173.com	http://www.17173.com/
	16	TGBUS	http://www.tgbus.com/
	17	A9VG	https://bbs.a9vg.com/
Hong Kong	18	Game Weekly	http://www.gameweekly.net/
Indonesia	19	KotakGame.com	http://www.kotakgame.com/
Global	20	IGN Japan / IGN	https://jp.ign.com/
Video/ SNS	21	twitter	https://twitter.com/tokyo_game_show/
	22	Twitch	https://www.twitch.tv/
	23	YouTube	https://www.youtube.com/
	24	bilibili/哔哩哔哩	https://www.bilibili.com/
	25	TikTok Live	https://www.tiktok.com/
	26	HUYA	http://www.huya.com

◎Degree of Satisfaction for TGS2021 ONLINE

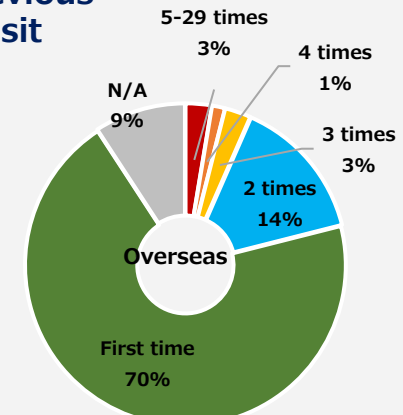
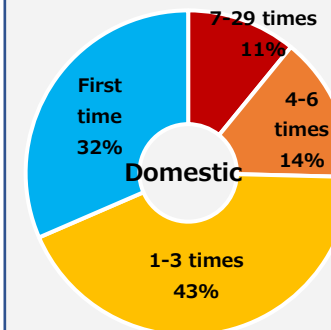


◎Intentions to Visit to Next TOKYO GAME SHOW

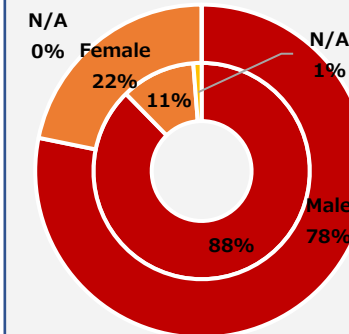


Visitor Profile

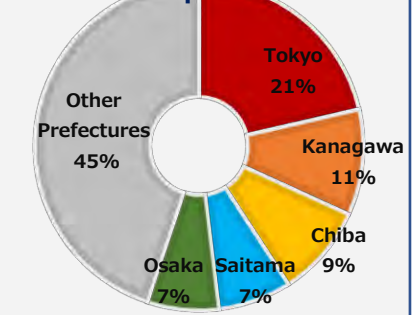
◎Previous Visit



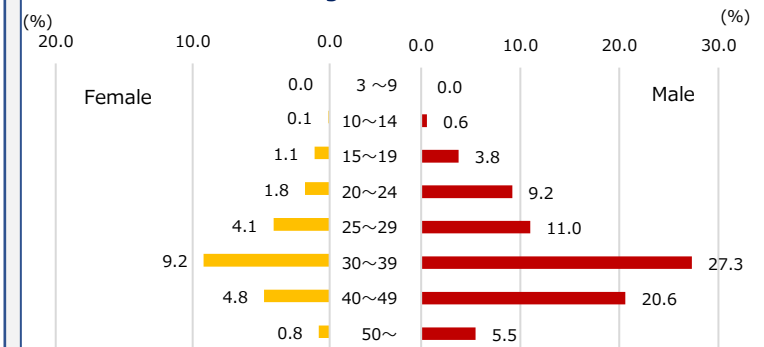
◎Gender



Location (Japan)



◎Age (Domestic ONLY)



Survey Outline

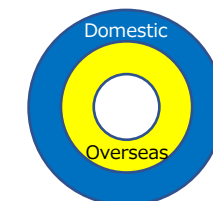
【Method】 Japan : Web-based Survey
Overseas : A survey cooperation request through TGS2021 official website to online visitors, and responses were accepted by Nikkei BP Consulting WEB survey system "Cross Survey" systems.

【Period】 Japan : October 4 (Mon.) ~10 (Sun.) , 2021
Overseas : October 22 (Fri.) ~ November 1 (Mon.) , 2021

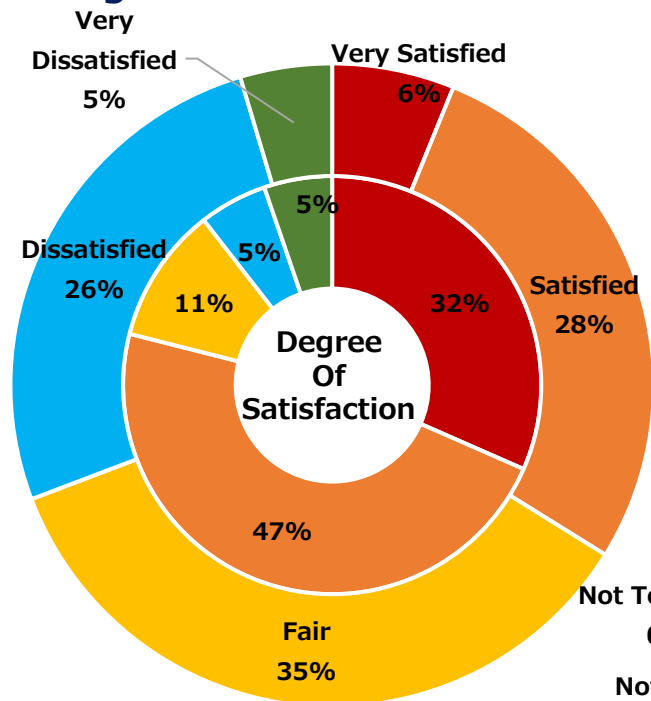
【Effective Responses】 Japan : 2746
Overseas : 81

【Survey Conducted by】 Japan : Computer Entertainment Supplier's Association
Survey Planning : ADK Marketing Solutions
Survey Execution : Marketing Garden
Overseas : Nikkei BP Consulting

◎Legend



◎Degree of Satisfaction to Exhibit



Survey Outline

【Method】 A survey cooperation request email was sent to exhibitors at the TOKO GAME SHOW 2021 ONLINE. Response were accepted through Nikkei BP Consulting's WEB survey system "Cross Survey" systems.

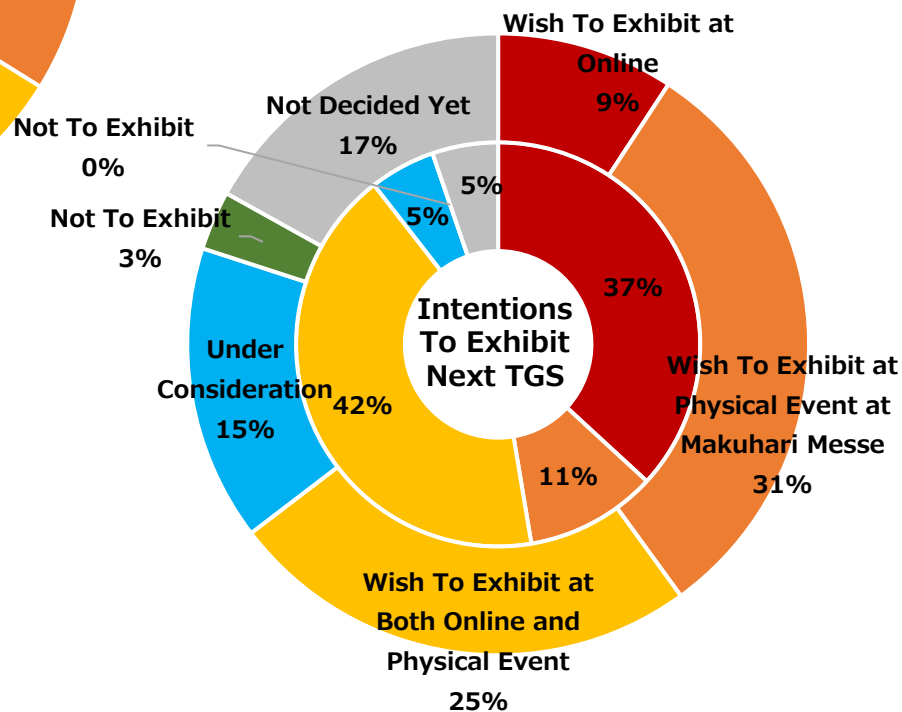
【Period】 October 21 (Thu.) ~ November 1 (Mon.), 2021

【Effective Responses】 Japan : 65

Overseas : 19

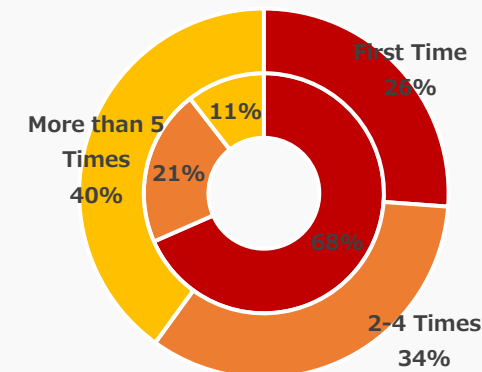
【Research conducted by】 Nikkei BP Consulting

◎Intentions to Exhibit Next TOKYO GAME SHOW

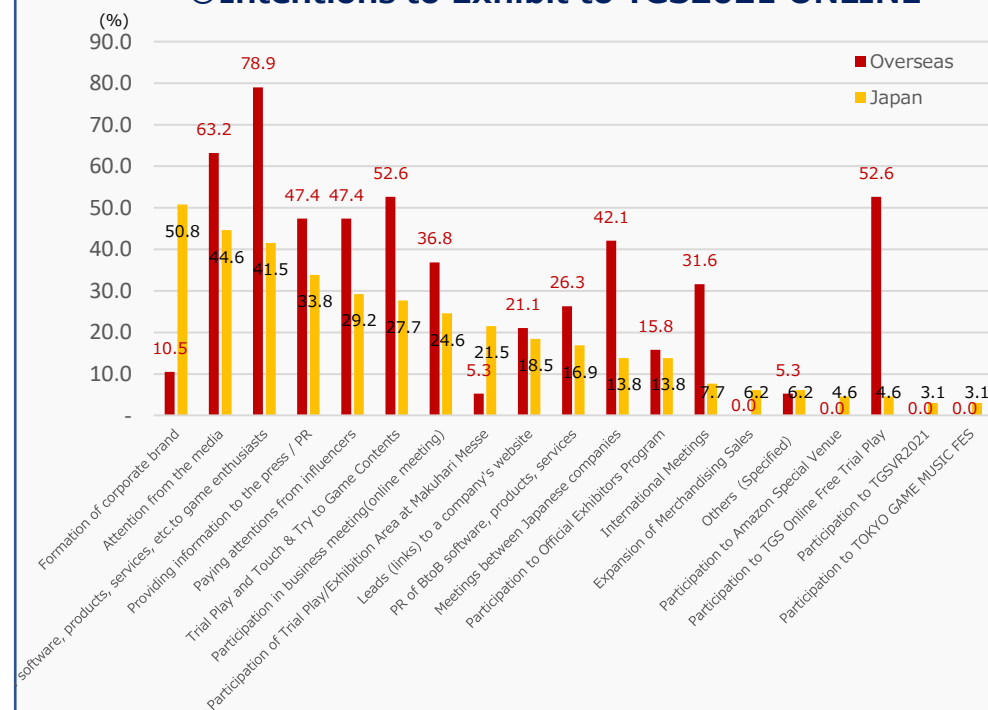


Exhibitor Profile

◎Previous Exhibits



◎Intentions to Exhibit to TGS2021 ONLINE



◎Legend



TOKYO GAME SHOW 2021 ONLINE Official Report

【Publishing】

Computer Entertainment Supplier's Association (CESA)

【Produced by】

TOKYO GAME SHOW Management Office

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