

# TOKYO GAME SHOW 2022



Nothing  
Stops  
Gaming

2022 9.15<sup>T</sup> - 9.18<sup>S</sup>

# *OFFICIAL REPORT*

TOKYO GAME SHOW 2022

オフィシャルレポート

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## 1. Acknowledges

In 2020 and 2021, TOKYO GAME SHOW had to be held online due to Covid-19 pandemic. Although the online event was a success, with over 30 million views of official videos from around the world, exhibitors and visitors alike expressed their desire to hold the show at Makuhari Messe, and in 2022, we finally decided to hold TOKYO GAME SHOW in a format that would allow visitors to attend. We have finally decided to hold TOKYO GAME SHOW in 2022. However, the regulations could not be exactly the same as before Covid-19, and various restrictions were set, such as limiting the number of visitors to each area, new rules regarding stages in booths, limiting ticket sales to online only and no same-day ticket booths, and introducing afternoon tickets in order to spread out the number of visitors. In addition, afternoon tickets were introduced in order to disperse visitors.

However, the new rules of Covid-19 prevention measures did not deter this year's TOKYO GAME SHOW, which attracted more than 600 exhibitors from 38 countries and regions, and nearly 140,000 visitors to Makuhari Messe for a glimpse of their content. We also continued to enhance our official programming and TGSVR Online content, creating a complete "Hybrid TGS" that blended real and online content.

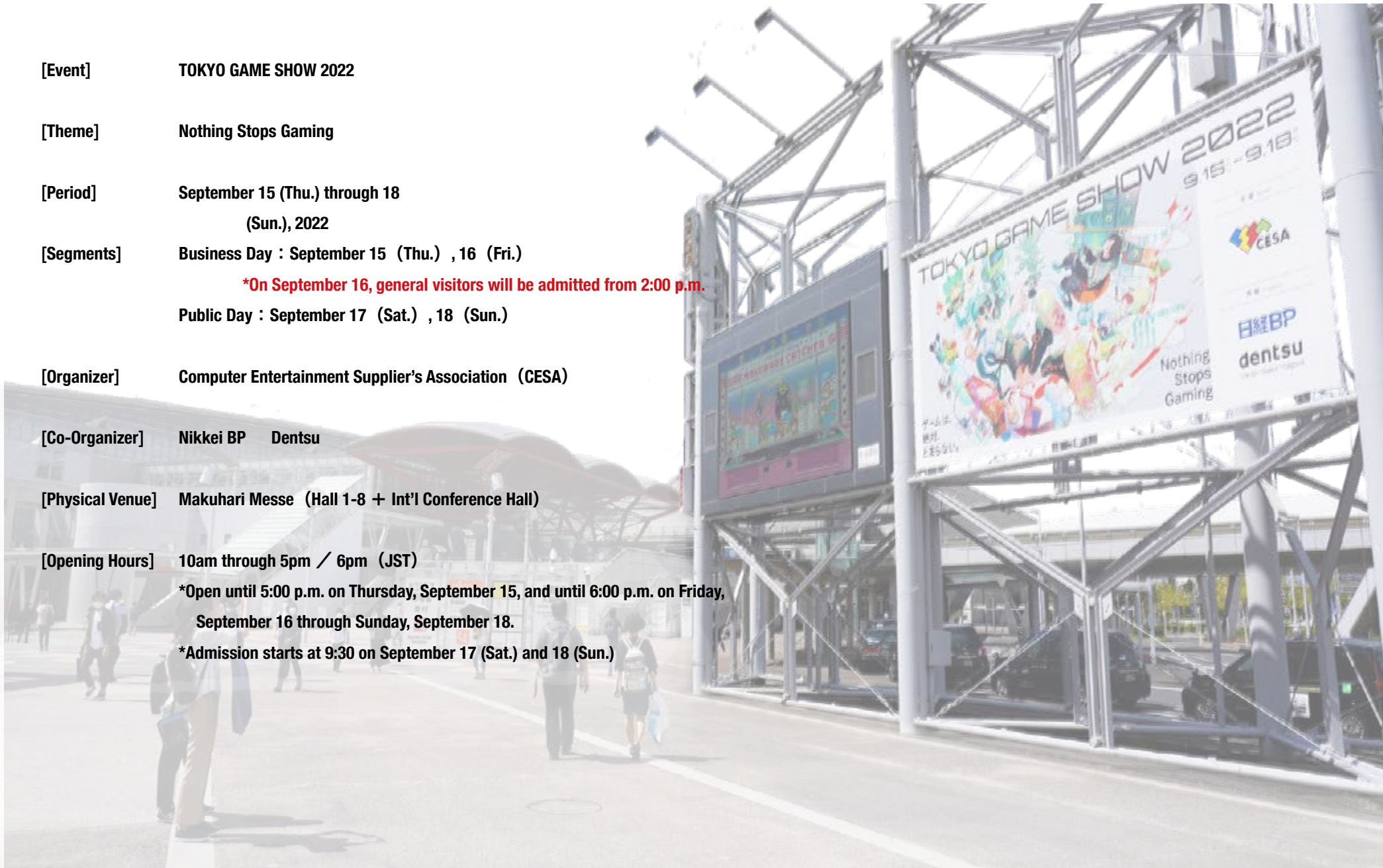
Once again, we would like to thank all the exhibitors and everyone involved for their tremendous cooperation.

Computer Entertainment Supplier's Association(CESA)



## 2. Outline

[Event]	TOKYO GAME SHOW 2022
[Theme]	Nothing Stops Gaming
[Period]	September 15 (Thu.) through 18 (Sun.), 2022
[Segments]	Business Day : September 15 (Thu.) , 16 (Fri.) <b>*On September 16, general visitors will be admitted from 2:00 p.m.</b> Public Day : September 17 (Sat.) , 18 (Sun.)
[Organizer]	Computer Entertainment Supplier's Association (CESA)
[Co-Organizer]	Nikkei BP Dentsu
[Physical Venue]	Makuhari Messe (Hall 1-8 + Int'l Conference Hall)
[Opening Hours]	10am through 5pm / 6pm (JST) <b>*Open until 5:00 p.m. on Thursday, September 15, and until 6:00 p.m. on Friday,          September 16 through Sunday, September 18.</b> <b>*Admission starts at 9:30 on September 17 (Sat.) and 18 (Sun.)</b>



### 3. Event Results- Exhibitors · Exhibit Booths

**[Exhibitors] 605 ( 2021 : ※Domestic Exhibitors: 160 ※Overseas Exhibitors: 191 )**

Domestic: 312 (Online Exhibitors:25)  
Overseas: 293 (Online Exhibitors:25)

**[Exhibit Booths] 1,881 ( 2019 : 2,417 )**

#### Exhibitors by Area

◆ General Exhibition	135	◆ Indie Game	113
◆ Smartphone Games	21	◆ Indie Game (Selected Exhibits)	78
◆ VR/AR	29	◆ Business Solution	91
◆ e-Sports	14	◆ New Stars	16
◆ Game School	40	◆ Business Meeting	85
◆ Merchandise Sales	21		



#### Exhibitors by Country/Region: 38 (2021:40)

Europe: 16			
Country	Exhibitors	Country	Exhibitors
Poland	27	Italy	4
Spain	18	Sweden	4
France	15	Switzerland	3
Norway	13	Denmark	3
Netherlands	12	Cyprus	1
Germany	12	Bulgaria	1
Finland	12	Belgium	1
United Kingdom	7	Latvia	1

Asia/Oceania: 12	
Country /Region	Exhibitors
Japan	312
Korea	32
Indonesia	17
Hong Kong	17
China	15
Malaysia	14
Taiwan	13
Singapore	7
India	1
Australia	1
Pakistan	1
Vietnam	1

Americas: 8	
Country	Exhibitors
United States	20
Chile	6
Canada	5
Brazil	1
Mexico	1
Costa Rica	1
Paraguay	1
Belize	1

Middle East: 2	
Country	Exhibitors
United Arab Emirates	2
Israel	2

**- Exhibiting Titles • Number of Visitors -**

[Exhibiting Titles] **1,864** (2021 : 2,223)

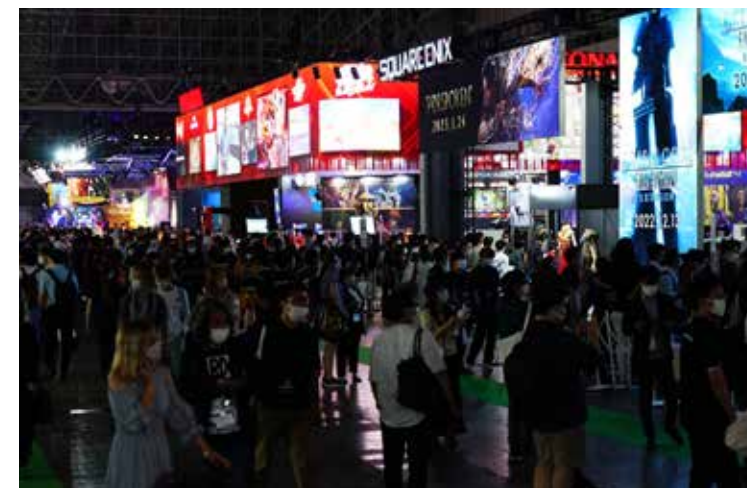
Exhibiting Titles by Platform / Genre

Platform	Titles	Platform	Titles	
Nintendo Switch	231	Android	127	
PlayStation 4	164	Others	282	
PlayStation 5	146	VR-Related	PlayStation VR	0
Xbox Series X S	102		PlayStation VR2	3
Xbox Series One	98		Valve Index	5
Steam	268		Meta Quest 2	24
PC	243		HTC Vive	9
PC Browser	29		MR	1
iOS	125		Other (VR)	7
<b>Total</b>		<b>1,864</b>		

Genre	Titles	Genre	Titles
Role Playing	276	Action • Adventure	144
Action	257	Action Shooting	31
Simulation	155	Sports	28
Adventure	280	Racing	45
Shooting	100	Others	139
Puzzle	72	Others	7
Action • Role Playing	80	Others (Merchandise)	250
<b>Total</b>		<b>1,864</b>	

[Visitors] 4-days Total : **138,192**

	2022	2019	2018
<b>Business Day</b>	Sep.15(Thu)	Sep.12(Thu)	Sep.20(Thu)
	<b>23,051</b>	<b>33,465</b>	<b>31,961</b>
	Sep.16(Fri)	Sep.13(Fri)	Sep.21(Fri)
	<b>21,066</b>	<b>34,977</b>	<b>36,356</b>
	Public Visitors(After 2pm)		
	<b>6,548</b>	-	-
<b>Public Day</b>	Sep.17(Sat)	Sep.14(Sat)	Sep.22(Sat)
	47,236	<b>91,301</b>	<b>107,310</b>
	Sep.18(Sun)	Sep.15(Sun)	Sep.23(Sun)
	<b>40,291</b>	<b>102,333</b>	<b>123,063</b>
<b>Total</b>	<b>138,192</b>	<b>262,076</b>	<b>298,690</b>



\*Due to infection prevention measures, Halls 9-11 and the Family Game Park were not implemented in 2019.

\*Hall 1-8 were restricted to 50% of capacity and children under elementary school age were not allowed to enter.

## 4. Exhibitors List

### General Exhibition Area

Exhibitor Name	Country/Region
aiuto	
Aniplex	
ASUS JAPAN	
AVerMedia	Taiwan
AWL	
AYANEO / MINISFORUM	
Bandai Namco Entertainment	
BenQ Japan	
CA GameFi	
CAKRA ASSOCIATION by DISPAREKRAF	Indonesia
Anantarupa Studios	Indonesia
Caravan Studio	Indonesia
Enspire Studio	Indonesia
Jakarta Capital City Government	Indonesia
CAPCOM	
Chucklefish	United Kingdom
CITY CONNECTION	
Cluster	
CREST	
D.H	
DEOTHER	South Korea
Digital Entertainment Asset	
Digital Works Entertainment	
Discord	United States of America
DXRacer	
ExGroundswell	
fingger	
Fruitbat Factory	Finland
Game Creators Guild	
German Pavilion	Germany
Aerosoft Luftfahrt-Datentechnik	Germany
Black Screen Records	Germany
gamescom-Koelnmesse	Germany
Kalypso Media Group	Germany
Lootboy	Germany
Rockfish Games	Germany
Toukana Interactive	Germany
United Games Entertainment	Germany
GRAPHT	
Happinet	
HARRY POTTER: MAGIC AWAKENED	
Hong Kong Pavilion	Hong Kong
Binary Tree Studio	Hong Kong
Blink Studio	Hong Kong
Bright Education Technology	Hong Kong
Cornerpuz	Hong Kong
Dream Engine Games	Hong Kong
Goblin Gamer Company	Hong Kong

Exhibitor Name	Country/Region
Hong Kong Digital Entertainment Association	Hong Kong
Jokey Studio	Hong Kong
Langeare Studio	Hong Kong
Level88	Hong Kong
QvQ Studio	Hong Kong
Trefle & Co.	Hong Kong
Zoomob	Hong Kong
InfoLens	
Intel	
INTI CREATES	
Itoki	
IzanagiGames/MyDearest	
Japan activity association	
Takehashi Games	
KAWAKAMISANGYOU	
KEMCO	
KOEI TECMO GAMES	
KOMODO	
KONAMI	
KOREA PAVILION	South Korea
ENZO GAMES	South Korea
EOAG Games	South Korea
G1 Playground	South Korea
Growing Seeds	South Korea
LIKEIT Games	South Korea
LOADSTARS	South Korea
MUMO STUDIO	South Korea
Newcore	South Korea
NOONCHEE	South Korea
PepperStones	South Korea
SKYWALK	South Korea
Studio Doodal	South Korea
Super Planet	South Korea
Twohands Interactive	South Korea
WEAVERACTIVE	South Korea
Kuro Game	China
Level Infinite	
Livlan mind	
Matsudo Contents business Conference	
Microids	France
MyDearest	
NITORI	
PIXEL	
PLAION	
playcare	
PLAYISM	
Polaris-x	
ProjectMoon	South Korea

Exhibitor Name	Country/Region
Raw Fury	Sweden
Rocket Studio	
SEGA/ATLUS	
SHINE	
SHUEISHA GAMES	
SilverStarJapan	
Skybound Games	United States of America
SOFT GEAR	
SQUARE ENIX	
SteelSeries Japan	
SUCCESS	
SUNSOFT	
Tassei Denki	
Team17	United Kingdom
Teyon Japan	
thatgamecompany Japan	
THQ Nordic	
Topre	
Toylogic	
unCompany games	
UNICO	
YAMAHA MUSIC JAPAN	
YGGJapan	
YOSHIMOTO KOGYO	
YSBRYD GAMES	Singapore
110 Industries	Switzerland
4Gamer.net	

### Smartphone Game Area

Exhibitor Name	Country/Region
Black Shark Japan	
bybit	
CROOZ Blockchain Lab	
DIG-R	
DONUTS GAMES	
EiEngine	
Huawei Technologies Japan	China
Launcelot	
Nuverse	
onyx	
Plain Bagel	South Korea
Ragnarok Studios	Norway
SPOTLIGHT NETWORK	Hong Kong
SQOOL	
STUDIO SLEDGEHAMMER	
WeKlem Studio	South Korea

### e-Sports Area

Exhibitor Name	Country/Region
ASK	
ELECOM	
esports team aD	
Fumo shop (Fermat)	
GALLERIA	
MSI	Taiwan
Nextorage	
Nippon Television Network	
NOK	
Rev to Vertex	Hong Kong
SCARZ	
Taisetsu Kamuimintara DMO	

### VR/AR Area

Exhibitor Name	Country/Region
ADMI	South Korea
bHaptics	South Korea
Diver-X	
Figny	
Fun2Studio	Taiwan
infiniteLoop/Sapporo Electronics and Industries Cultivation Foundation	
Japan Electronics College ProjectVR	
Marshal's Office of Lower Silesia	Poland
Giant Lazer	Poland
Virtual Dance Academy	Poland
Vstorm	Poland
Meta Quest	
Nex	Hong Kong
PatchWorld	Switzerland
Pico Technology Japan	
Thirdverse	
TOBII TECHNOLOGY	
ULTRANOVA Entertainment	
VisualLight	South Korea
VR Design Institute	

### Game School Area

Exhibitor Name	Country/Region
Aichi Institute of Technology	
ARS Computer College	
Arts College YOKOHAMA	
ASO POPCULTURE PROFESSIONAL SCHOOL	
Bunkyo University	
Chuo Institute of Information and Design College	
Computer College Hokkaido	

### Game School Area

Exhibitor Name	Country/Region
Computer College Nagoya	
ECC COLLEGE OF COMPUTER AND MULTIMEDIA	
Higashi-Nihon Design & Computer College	
Hokkaido Information University	
Human Academy	
International Information & Engineering Automobile College	
Japan Electronics College	
Kanagawa Institute of Technology	
Kinki Computer & Electronics College	
Kobe Institute of Computing - College of Computing	
Kyusyu Computer College Fukuoka	
NAGOYA KOGAKUIN COLLEGE	
NIHON KOGAKUIN COLLEGE /Tokyo University of Technology	
Niigata Computer College.	
Niigata high technology college	
Osaka Sogo College of Design	
Ota Information & Business College	
Renaissance High School Group	
Shobi University	
Shohoku College	
Shonan Institute of Technology	
SOSHI Educational Group Clark Memorial International High School CLARK NEXT TOKYO	
Tohoku Computer College	
TOKYO COOL JAPAN COLLEGE	
Tokyo Jitsugyo High School	
Toyo Institute of Art and Design	
TRIDENT COLLEGE OF INFORMATION TECHNOLOGY	
VANTAN GAME ACADEMY	
Waseda-Bunri College of Arts & Sciences	

### Merchandise Sales Area

Exhibitor Name	Country/Region
AI PikattoAnime	
ALGERNON PRODUCT	
Bushiroad Creative	
CAITAC FAMILY	
CAPCOM	
COSPA	
DONUTS GAMES	
ENSKY	
Fangamer	
Game Center CX	
GAMES GLORIOUS & CLARICE SHOP	
GAMING CENTER by GRAPHT	
InfoLens	

Merchandise Sales Area	
Exhibitor Name	Country/Region
Kanro	
KOJIMA PRODUCTIONS	
Nikkei Business Publications	
SCARZ	
SQUARE ENIX	
SQUARE ENIX MUSIC	
thatgamecompany Japan	
TOYPLA	

New Stars Area	
Exhibitor Name	Country/Region
Hello Sir Games	United Arab Emirates
Marshal's Office of Lower Silesia	Poland
CRP we Wroclawiu	Poland
DSR	Poland
Gamefound	Poland
LightApply	Poland
Madnetic Games	Poland
NsFlow	Poland
Stermedia	Poland
WIPERAPP M. Wyrwas	Poland
ProChile Japan	Chile
Dreams of Heaven	Chile
Mezcla Games	Chile
Octeto Studios	Chile
Productora Audiovisual Ulpo Media	Chile
Titan Hunters	

Business Solution Area	
Exhibitor Name	Country/Region
Aarki	United States of America
Affogata	Israel
Aiming Taiwan Branch	Taiwan
AIQVEONE	
Appier Japan	
AppTweak Japan	
AQUASTAR	
beyond	
Brushup	
BusinessOulu (City of Oulu, Finland)	Finland
ChillStack	
City of SENDAI/SENDAI GAME COURT	
Classmethod	
Cloud Ace	
CRI Middleware	
Crico	
Cuento Corto Games	Chile
D.O.S	
DICO	
double jump.tokyo/Oasys	

Business Solution Area	
Exhibitor Name	Country/Region
EVIRY	
Fiber 26 Network	
Fingersoft	Finland
Freeverse.io	Spain
Genvid Technologies Japan	
GIANTY	
Glass Egg - A Virtuoso Studio	Vietnam
GuildQB	
GURI GAMES	
Hakusyu Fonts	
Holomonsters	Finland
IMAGICA DIGITALSCAPE	
Incredibuild Japan	
InMobi	Singapore
I-O DATA	
JetSynthesys	
JOCODN	
Kagoshima isacity	
Keywords Studios	
KOCHAVA	United States of America
LAC	
Lapin	
Leeway Art	China
Levtech	
Lionbridge	United States of America
M2	
Malaysia External Trade Development Corporation (MATRADE)	Malaysia
Aeonspax Interactive	Malaysia
Ammobox Studio	Malaysia
Forust Studio	Malaysia
Hide and Seeds	Malaysia
IXI Solutions	Malaysia
Kaigan Games Entertainment	Malaysia
Magnus Games Studio	Malaysia
Spacesheep Studio	Malaysia
Todak Studios	Malaysia
Why Knot	Malaysia
Mie Translation Services	Taiwan
MIRAISENS	
Moloco	United States of America
Mr.GAMEHIT	
NHN Techorus	
Nin-Ja Company	
Okayama City	
PingCAP	
Plask	South Korea
Plott	
Project SEED	Indonesia
PTW Group (PTW/PTW International /CREST/OBIST)	
RAVENSCOURT	Germany
Ricoh Industrial Solutions	

Exhibitor Name	Country/Region
ROKUMENDO	
Salt Sound Studio	China
Scenario Technology Mikagami	
SEEDERS	South Korea
SERIALGAMES	
Shachihata	
Sheer Tianyi Technology	China
Shinwork Technology	Taiwan
Speech Graphics	United Kingdom
SunFlare	
superps-japan	
TELECY	
THE CORE	
TikTok for Business Japan	
Too	
ubgoe	
WitOne	
Wrike Japan	
Xsolla	United States of America

Business Meeting Area	
Exhibitor Name	Country/Region
Baltic Explorers	Finland
Apprien	Finland
Empires Not Vampires	Finland
Hologram Monster	Finland
Ichigoichie	
Odyssey Studios	Latvia
PHZ Game Studios	Finland
Psyon Games	Finland
Zaibatsu Interactive	Finland
BLOOBER TEAM	Poland
C-Garden	
DeNA	
design level	South Korea
Dimps	
Facebook Japan	
French Pavilion	France
Dodorassik Games	France
FRANCE E-SPORTS	France
KINETIX	France
MI-CLOS Studio	France
MUSIC STORY	France
PICTIA	France
QUANTIC DREAM	France
STUDIO CAMELIA	France
Syndicat National du Jeu Video	France
VROMBR	France
FukurouLabo	
Games From Indonesia	Indonesia
Agate	Indonesia

Business Meeting Area	
Exhibitor Name	Country/Region
Big Fire Studios	Indonesia
Devata Game Production	Indonesia
Digital Happiness	Indonesia
Game Changer Studio	Indonesia
IOTA Kreatif Media, PT	Indonesia
Niji Games	Indonesia
PT Megaxus Infotech	Indonesia
PT Melon Indonesia	Indonesia
VERTWO	Indonesia
Games from Poland	Poland
Games from Spain	Spain
CIFP Cesar Manrique	Spain
CONSORCIO DE LA ZONA ESPECIAL CANARIA	Spain
DRAKHAR STUDIO	Spain
KOTOC	Spain
Miru Studio	Spain
Nexxyo Labs - Moonatic Studios	Spain
NO BRAKES GAMES	Spain
SELECTPLAY	Spain
Troglobytes Games	Spain
Vermilla Studios	Spain
GC Social Media Marketing	United States of America
GungHo Online Entertainment/GRAVITY/ GRAVITY NEOCYON	
Gurudol	South Korea
Happinet	
Huawei Technologies Japan	China
KOREA PAVILION	South Korea
Lemon Sky Studios	Malaysia
LEVEL-5	
Meta0	United States of America
Microids	France
Moloco	United States of America
NEON DOCTRINE	Taiwan
NetEase Games	Singapore
Newzoo	Netherlands
Nintendo	
Plask	South Korea
PlatinumGames	
PLAYISM	
PolkaFantasy	Belize
PQube	United Kingdom
PTW Group (PTW/PTW International /CREST/OBIST)	
PubMatic	
QeseraGames	South Korea
RED ART GAMES	France
Speech Graphics	United Kingdom
Tamsoft	
ThinkingData	
Twitter Japan	
Ubitus	
UozuCity	

Business Meeting Area	
Exhibitor Name	Country/Region
VIRTUOUS	Singapore
Winking Corporation	Singapore
YGGJapan	
Zucks	
505 Games	

Indie Game Area	
Exhibitor Name	Country/Region
Affogato	China
Anela	
APRIZE	
AREA35	
BattleBrew Productions	Singapore
Beep Japan	
BenQ	
BeXide	
BlastEdgeGames	
Chorus Worldwide Games	
City Connection Turbo	United States of America
Digital Will	
ELSA Japan	
EXLIX	South Korea
Feelcerca	
FlyteCatEmotion	
Frame Break	Sweden
Freedom Games	United States of America
Gamera Games	China
Games from Poland	Poland
Cat-astrophe Games	Poland
Ice Code Games	Poland
L-TEK	Poland
Mooneaters	Poland
The Knights of Unity	Poland
Unseen Silence	Poland
Games from Spain	Spain
Nexxyo Labs - Moonatic Studios	Spain
OWO	Spain
Pentakill Studios	Spain
Troglobytes Games	Spain
Gemdrops	
Ghost Machine	Malaysia
GIGABASH	Malaysia
Gravity Game Arise	
Helvetii	Switzerland
IGDA Japan Chapter	
iGi indie Game incubator	
jwellone	
Jyamama Games	Italy
Kashkool Games	United Arab Emirates
KATANA INU	Germany
Kodansha Game Creator's Lab	
Lost Ferry Interactive	India

**Indie Game Area**

Exhibitor Name	Country/Region
MBAInternational	
Natsumeatari	
Netherlands Games Pavilion	Netherlands
Azerion Group	Netherlands
CoolGames	Netherlands
Dutch Games Association	Netherlands
i3D.net - A Ubisoft Company	Netherlands
Local Heroes	Netherlands
MeetToMatch	Netherlands
Newzoo	Netherlands
Paladin Studios	Netherlands
Sokpop Collective	Netherlands
Steam Data Suite	Netherlands
Stormbound	Netherlands
Neverland Entertainment	China
Norwegian Games	Norway
Breach	Norway
D-Pad Studio	Norway
Encircle Games	Norway
Hyper Games	Norway
Machineboy	Norway
Megapop Games	Norway
Ragnarok Studios	Norway
Rain Games	Norway
Rock Pocket	Norway
Snow Leaf Studio	Norway
Snowcastle	Norway
Tinimotions	Norway
Vibedy	Norway
otuA	
Phoenixx	
PixelNAUTS Games	Canada
Pixmain	China
QueseraGames	South Korea
RabbitlyEntertainment	
Ratalaika Games / Shinyuden	Spain
room6	
SmileBoom/Sapporo Electronics and Industries Cultivation Foundation	
Stromatosoft	
Synodic Arc	United States of America
TASKIV	
Thousand Games	
TOKYO COOL JAPAN COLLEGE	
Top Hat Studios	United States of America
Ultinet	
Vixa Games	Poland
WhisperGames	China
Whitethorn Games	United States of America
X PLUS Games	

**Indie Game "Selected Exhibit"**

Exhibitor Name	Country/Region
ALJO Games	United Kingdom
Anaroh Entertainment	United States of America
ANIMAL WELL	United States of America
Ars Edutainment	
ARTE France / Florian & Baptiste	France
BePex	South Korea
Blue Shrimp Laboratory	
Broken Rules	Australia
Caffeine Zombie	
Carry Castle	Sweden
CAVYHOUSE	
CharacterBank	
CORKGAMES	South Korea
CottonGame	China
Curiouspark	
Dracma Studios	Mexico
Erik Andersen	United States of America
Extra Nice	Netherlands
Fiery Squirrel	
Forust Studio	Malaysia
Fragaria	
Gudouan	
Happy Volcano	Belgium
Ichigoichie	Sweden
Ichimatsu Seica	
insertdisc5	Canada
Invisible Walls	Denmark
KAJINOYU	
Katarite	
Kings Gauntlet: Chess Revolution	Italy
Maboroshi Artworks	
Marudice	
Masahide Sumiyoshi	
Metal Head Games	China
Movere	
Nao Games	
neotro	
Nurezi	
Outcore: Desktop Adventure	Israel
Pathea Games	
Pegass85	
PepperBomb	
PepperStones	South Korea
Picollo Studio	Spain
Playdew	Pakistan
Played With Fire	Poland
poncle	United Kingdom
Posibillian Tech	Paraguay
QUIZCAT GAMES	
Random Potion	Finland
RelicSquare	

Exhibitor Name	Country/Region
Rias	
Ribiid Games	
Samuel Read-Graves	United Kingdom
SandFish	
Sapporo shiritsu daigaku fujiki Matsunaga zemi group	
SOMMIT GAMES	
SquidShock Studios	
STAPgames	
StudioThursday	
Sunna Entertainment	Costa Rica
Super Mega Team	Spain
Symbolic Software	France
The Sane Studio	South Korea
TLR Games	Spain
Toge Productions	Indonesia
TPM.CO SOFT WORKS	
UMANIMATION	France
Undercurrent Games	
Valhalla Cats	Spain
VRMonkey	Brazil
wander land kazakiri	
We Dig Games	Poland
Western Dual Wield	
YOHCAN	Taiwan
Yong Zhen Zhou	Singapore
YUKIUSAGI Games	
751Games	Taiwan

※ Alphabetical Order by Exhibit Corner

**Online Exhibitors List**

General Exhibition Area	
Exhibitor Name	Country/Region
Batora: Lost Haven	Italy
D3PUBLISHER	
Famitsu DENGEKI	
GungHo Online Entertainment	
HAMSTER	
HoYoverse	
Mango Party	Taiwan
Microsoft	
NEXON	
Prime Gaming	United States of America
SOFTSTAR ENTERTAINMENT	Taiwan
Timberborn	Poland

**Smartphone Game Area**

Exhibitor Name	Country/Region
Archosaur Games	China
GREE	
Hong Kong Just Game Technology	China
Qookka Entertainment	
6waves	Hong Kong

**e-Sports Area**

Exhibitor Name	Country/Region
Japan Esports Union	
JCG	

**VR/AR Area**

Exhibitor Name	Country/Region
Cover	
Dyschronia:CA	
Gugenka	
Ima Create	
Magic: The Gathering	
Metaani	
Ministry of the Environment	
Survivous	
VARK	

**Game School Area**

Exhibitor Name	Country/Region
Adachi Education Group	
Amusement Media Academy/Osaka Amusement Media Academy	
Numazu Professional Training College of Business and Information Technology	
Okayama Information College	

**Indie Game Area**

Exhibitor Name	Country/Region
A2 Softworks	Poland
Ashen Knights: Foreshadow	Cyprus
Bedtime Digital Games	Denmark
Broken Spear	Canada
CreSpirit International	Taiwan
DANGEN Entertainment	
Feardemc	Poland
Feneq	Germany
GameNobility	Taiwan
GoldFire Studios	United States of America
Hooded Horse	United States of America
Leonardo Interactive	Italy
MythicOwl	Poland
Scarlet String Studios	Canada
Sony Interactive Entertainment	
The Sixth Hammer	Bulgaria
Ynglet	Denmark
YOHCAN	Taiwan
2Dynamic Games	Poland
2P Games	China

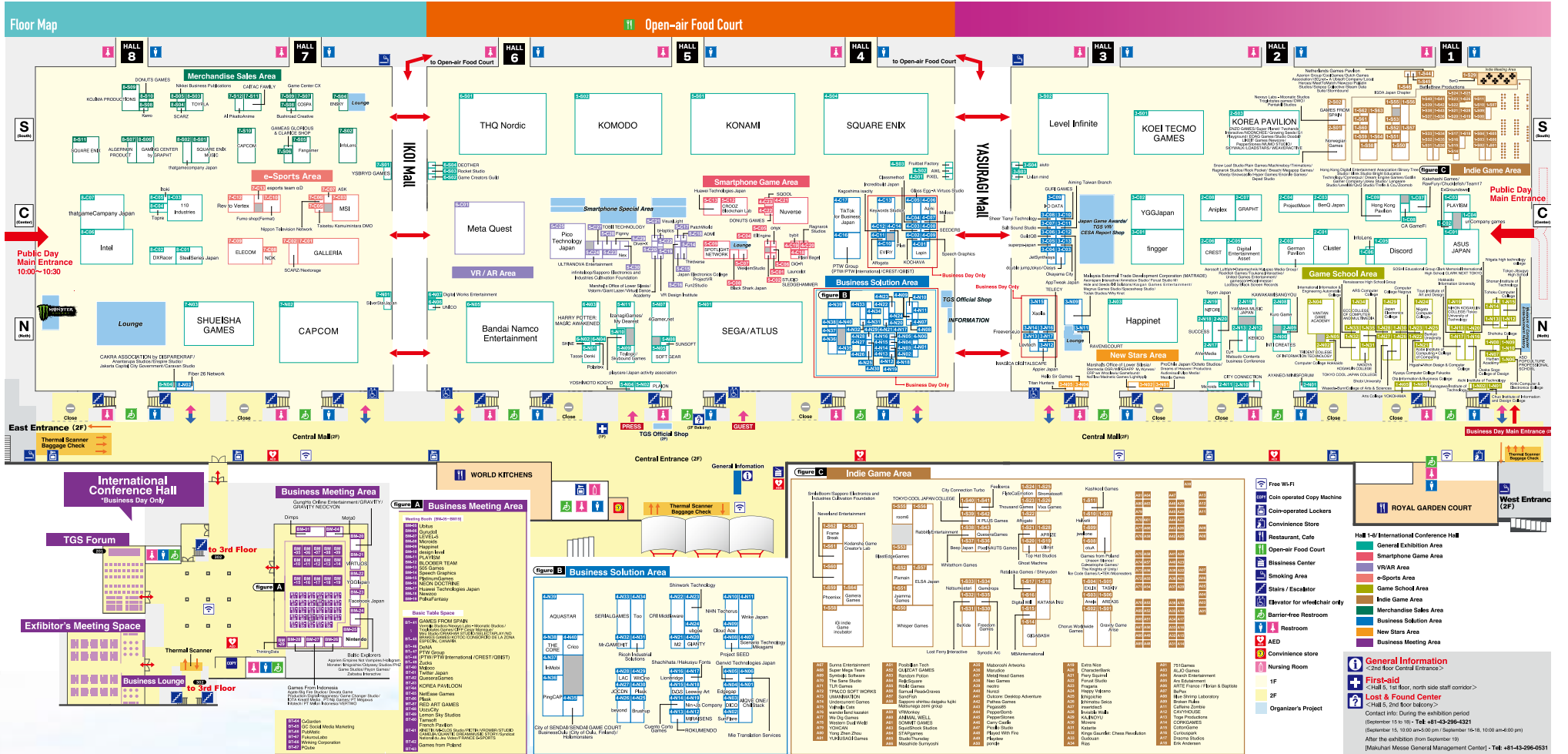
\*Alphabetical Order by Exhibit Corner



# 5. Floor Map

## - Floor Map / Hall 1 ~ 8 • International Conference Hall -

※Event Hall is used for streaming studio.

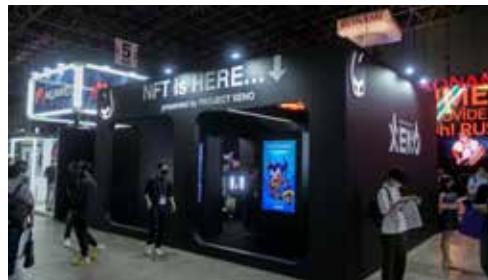


## 6. Venue Scenery

### General Exhibition Area



### Smartphone Game Area



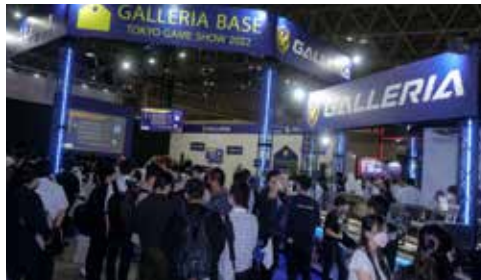
### VR/AR Area



VR/AR Area



e-Sports Area



Game School Area



Indie Game Area



Merchandise Sales Area



Business Solution Area



New Stars Areas



Business Meeting Area



Organizer's Project

※ Location: Hall3 Central

Japan Game Awards 2022 Future Division Voting Booth



CESA Game-related Research Report Sales Area



TOKYO GAME SHOW VR (TGS VR)



## 7. Organizer's / Sponsorship Projects

### - Opening Ceremony -

[Time & Date] 9:10am ~ 9:35am, Thursday, September 15

[Location] 2F Hall 5 Front, Central Mall

#### [Program]

Organizer's Remarks Hideki Hayakawa, Chairman, CESA

Co-Organizer's Remarks Naoto Yoshida, President, Nikkei BP  
Katsuhiko Fukumoto, Executive Director, Dentsu

Greetings from Guest of Honor Seitaro Fujita, IT Strategic, METI  
Junichi Sakomoto, JAPAN International Contents Festival Executive Committee

Ribbon Cutting Ceremony Hideki Hayakawa, Chairman, CES  
Seitaro Fujita, IT Strategic, METI  
Junichi Sakomoto, JAPAN Int'l Contents Festival Executive Committee  
Naoto Yoshida, President, Nikkei BP  
Katsuhiko Fukumoto, Executive Director, Dentsu



## Game History Museum

This year again, a panel display tracing the history of the game industry from the birth of home video game consoles to the present was held. The exhibition also included information on current events such as popular words and hit songs, stock prices and exchange rates, past winners of the Japan Game Awards, and information on the release of game consoles, allowing visitors to understand the evolution of games along with the current trends of the world.



Location : Location: Hall 1 West

## Official Goods

A total of 37 items, including T-shirts, towels, caps, mugs, desk mats, masks, and other goods based on the main visuals drawn by Kukka, as well as originally designed goods, are available in a variety of colors at the "TGS Official Shop" located in Hall 4 exhibition area and the 2nd floor Central Mall.



Location : Hall 4 North, 2nd Floor, Centr Mall

## Food Court

Nine kitchen cars were set up outdoors on the south side of Halls 4-6. In the eating and drinking areas, tents, tables, and chairs were arranged to prevent face-to-face eating and drinking, as well as to prevent infection. A total of approximately 22,000 meals were served over the four days of the exhibition.



Location : Location: Hall 4-6 Outside

## MONSTER ENERGY

Monster Energy, the official drink sponsor, set up a "MONSTER ENERGY" booth on Hall 8. The energy drink "Monster Energy" was distributed free of charge to visitors throughout the four-day event. In addition, energy drinks were also supplied to Business Meeting Area of the International Conference Hall and the press room, where trade visitors quench their thirst during their work.



Location : Location: Hall 8 East

## 8. Official Website

Based on the popular 2021 design, the menu has been reorganized to accommodate the increased content.




The official TGS2022 website has revived the types of content that were posted in 2019 in response to the real-life event. Information such as venue maps, ticket information, and official merchandise has been increased and merged with the online-only "Official Streaming" and "Free Trial Play" content that was implemented for TGS2021.




**Online Exhibition**


Exhibitor List



Floor MAP




TGS VR 2022




**Contents**


Official Streaming




Indie Game Projects




Online Experience Tour




Free Trial PlayProjects



Japan Game Awards



Steam Special Venue




	TGS2019	TGS2021 ONLINE	TGS2022
Format	Real Only	Online +Partially Physical	Hybrid
Total Views	4,388,463	2,744,918	7,896,732
Languages	4 (JP/EN/CHS/CHT)	3 (JP/EN/CHS)	3(JP/EN/CHS)

**Ticketing**

Business Day Ticket

Public Day Ticket




**BtoB Functions**

Business Matching System

TGS Entry Japan Support

Business Seminar




**Press**

Press Release

Exhibitor News

Media Partner



## 9. Official Streaming Program –Timetable

### - Official Online Program -

Programs : 37

\* 「Official Exhibitor Program」 organized by exhibitors was 28 programs.

Total Views : 26,890,000

Streaming Time & Date : Sept. 15 through 18,2022

\*Currently still available in the archives.(Some of the archives have been closed.)

### - Official Streaming Program Views UVs -

Total Views	26,892,428
YouTube	1,622,047 (including English and Chinese)
Twitter	4,262,160 (including English)
Nico-nico	934,240
Twitch	1,798,729 (including English)
TikTok LIVE	17,181
Facebook	8,019 (including English)
Steam	2,028,592
DouYu [China]	2,586,638
bilibili [China]	1,060,218
Douyin [China]	200,000
HUYA [China]	6,127,681
IGN	6,246,923

### TOKYO GAME SHOW 2022

## Official Streaming Time Table

	9/15Thu	9/16Fri	9/17Sat	9/18Sun	
10:00-	TGS2022 OPENING PROGRAM				10:00-
11:00-	Keynote		D3PUBLISHER	Online Experience Tour	11:00-
12:00-	Gamera Games	Prime Gaming	DONUTS GAMES	Japan Electronics College	12:00-
13:00-	Japan Esports Union		Qookka Entertainment	Japan Game Awards: 2022	13:00-
14:00-					14:00-
15:00-	BenQ Japan		GungHo Online Entertainment		15:00-
16:00-	Japan Game Awards: 2022	SENSE OF WONDER NIGHT 2022 (SOWN2022)	Happinet	GungHo Online Entertainment	16:00-
17:00-	Microsoft	505 Games	HoYoverse	Happinet	17:00-
18:00-	Archosaur Games	KOEI TECMO GAMES		TGS2022 ENDING PROGRAM	18:00-
19:00-	GREE	SEGA / ATLUS	fingger		19:00-
20:00-		KONAMI	LEVEL- 5		20:00-
21:00-	Bandai Namco Entertainment	SQUARE ENIX	Aniplex		21:00-
22:00-	CAPCOM		ProjectMoon		22:00-
23:00-		CAPCOM			23:00-
00:00-					00:00-

Official Program Total Views in Past 2-Year

	2021	2020
<b>Total Views</b>	<b>39,465,366</b>	<b>31,606,942</b>
YouTube	2,973,140	4,050,963
Twitter	3,030,712	7,511,301
nico-nico	1,671,655	1,726,014
Twitch	987,906	875,350
TikTok LIVE	158,360	98,012
Facebook	14,792	-
Steam	3,249,615	-
DouYu [China]	1,673,581	1,069,377
bilibili [China]	665,490	2,315,761
Douyin/ Xigua/ Toutiao[China]	13,117,223	10,590,828
HUYA [China]	8,362,301	-
IGN	3,560,591	3,369,336

\*Unit: View



## 10. Organizer's Official Program

Delivering programs that look at the future vision of the gaming industry and convey the excitement of the return of the real event after a three-year absence. Delivering programs that can be shared with game fans around the world who cannot come from overseas.

10:00am ~ 10:50am September 15 (Thu.)

### Opening Program

「Hey guys, sorry to keep you waiting! Channel ~ TGS2022 Opening ~」

[https://youtu.be/\\_CwqCTgSSjk](https://youtu.be/_CwqCTgSSjk)



11:00am ~ 11:50am September 15 (Thu.)

### TGS2022 Keynote Speech

「Nothing Stops Gaming」

The "metaverse" has been attracting a lot of attention in recent years. How will its widespread use change the computer entertainment industry? Leading experts in various fields shared their visions of the metaverse world, which is expected to undergo major changes in the future.

<https://youtu.be/kxeYFF12I60>



7:00pm ~ 7:50pm September 18(Sun.)

### Ending Program

TGS2022 Fan Meeting ~ Resurrection and Re-START ~

<https://youtu.be/O2sPSlgt07I>





## - Online Experience Tour -

**Streaming Hour : 10:00am ~ 10:50am September 18 (Sun.)**

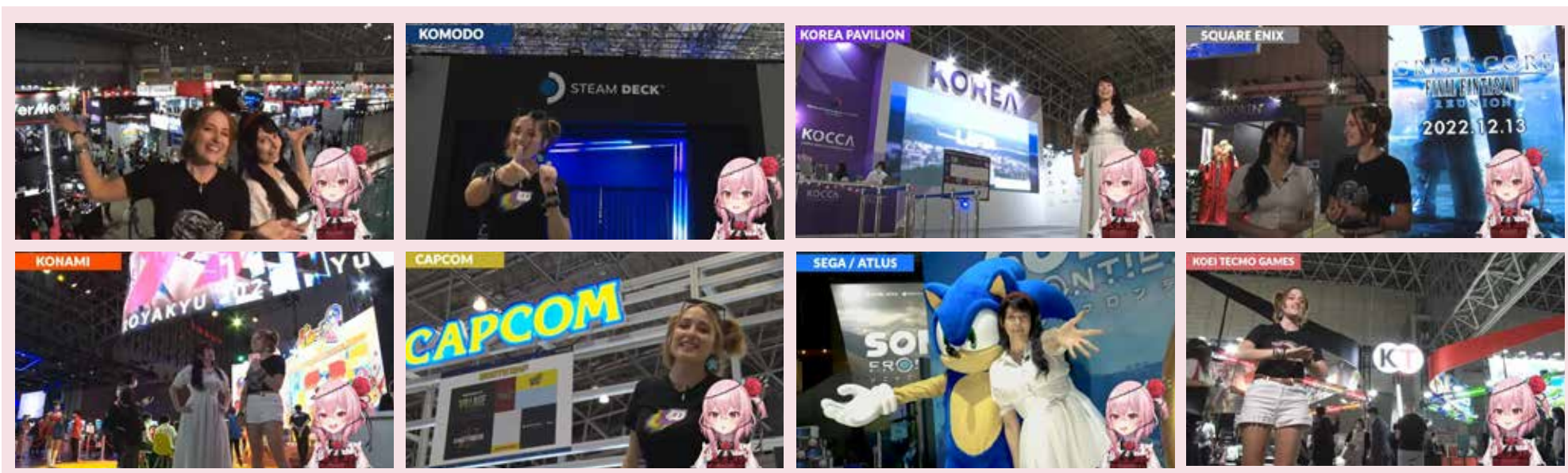
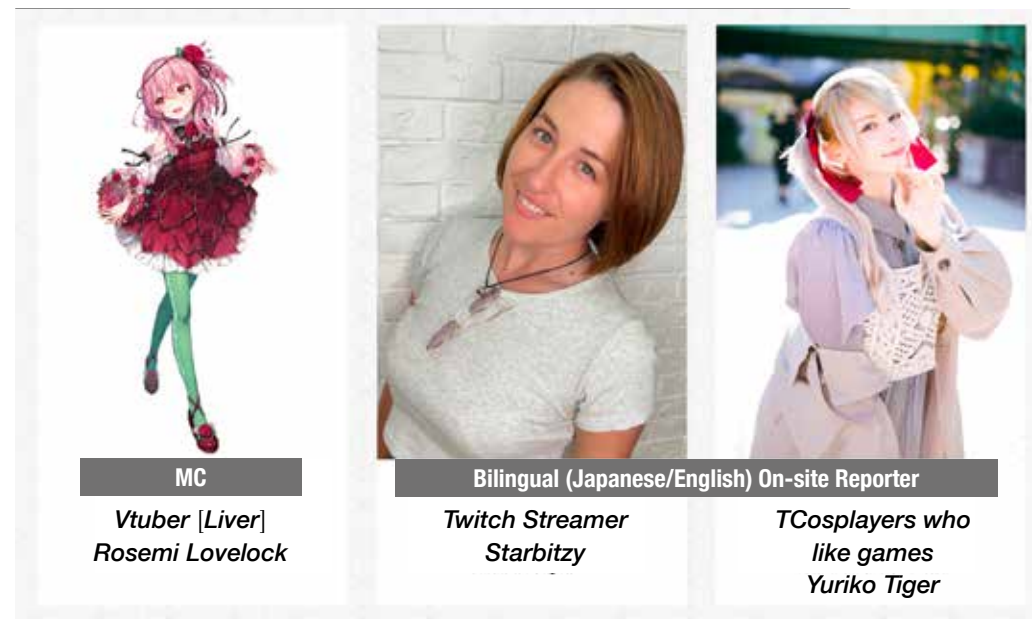
TOKYO GAME SHOW 2022 offered an online experience tour in English around the main booths at Makuhari Messe for game fans from around the world who were unable to visit the show from overseas. In the Online Experience Tour, bilingual reporters who speak both English and Japanese visited the booths and reported on the exhibits, communicated with booth staff while actually trying out the games, and V-tubers (live performers) explained the highlights and points of interest at each booth, conveying the excitement of the real venue. V-Tubers (live performers) explained the highlights and points of interest at each booth and conveyed the excitement of the real venue.

<https://youtu.be/pW5pZSfDfE>

[Visiting Booths]

KOMODO, KOREA PAVILION, Square-Enix, KONAMI, CAPCOM, SEGA/ATLUS, Koei Tecmo Games

※Order by Streaming



## 11. Official Exhibitor's Program

English simultaneous interpretation and subtitles are provided for most programs. Simultaneous interpretation in Chinese was also provided for some programs, which were widely viewed not only in Japan but also overseas.

\*The archive of each program may be terminated in the future. \*Face masks are removed only during recording and filming.

September 15

### Gamera Games

Gamera Games Now TOKYO GAME SHOW Special  
<https://youtu.be/IViFs4KkkZw>



### Japan e Sports Union

JeSU2022 Unveiling of Japan's e-sports representative players  
 < Japanese only >



### BenQ Japan

New Product Announcement by BenQ MOBIUZ and ZOWIE  
<https://youtu.be/KMozS4KO7eA>



### Microsoft

TOKYO GAME SHOW 2022 Xbox Stream  
<https://youtu.be/hkjc7SjMFXM>



### Archosaur Games

"Life Makeover" Tokyo Game Show 2022 Special Episode  
<https://youtu.be/m9OI5RvSmA4>



### GREE

Assault Lily Last Bullet  
[https://youtu.be/wmtizRCv\\_Dw](https://youtu.be/wmtizRCv_Dw)



### Bandai Namco Entertainment

ONE PIECE ODYSSEY TGS 2022 SP  
 < Archive is Terminated >



### CAPCOM

TGS2022 CAPCOM ONLINE PROGRAM  
<https://youtu.be/7QvYXnFw0DU>



September 16

### Prime Gaming

Prime Gaming Live at Tokyo Game Show  
<https://youtu.be/6YAv1dfEKTw>



### 505 Games

505 Games Upcoming New Titles TGS2022  
<https://youtu.be/QE0y-H5U3oI>



### KOEI TECMO GAMES

TGS2022 KOEI TECMO Special Program! Atelier Ryza 3, Wo Long: Fallen Dynasty  
<https://youtu.be/G-Jlg01B4E>



### SEGA / ATLUS

"SEGA NEW" TGS2022 Special  
<https://youtu.be/L0wqUfr5jfo>



September 16

**KONAMI**

[KONAMI] The Latest Information — Special program just before the public day!  
 <Archive is terminated>



**Square Enix**

SQUARE ENIX PRESENTS. "EIKO KANO'S CRITIKANO HIT: Tokyo Game Show 2022 Special Episode"  
 <Archive is terminated>



**CAPCOM**

TGS2022 Street Fighter 6 Special Program

<https://youtu.be/OfdlM5HnvS4>



\*The archive of each program may be terminated in the future.  
 \*Face masks are removed only during recording and filming.

September 17

**D3PUBLISHER**

"SAMURAI MAIDEN" will be exhibited at the TGS2022 official live stream!  
<https://youtu.be/qiddEaKl6wA>



**DONUTS GAMES**

[DONUTS GAMES Information]  
 <Archive is terminated>



**Qookka Entertainment**

Wisdom X Fantasy: The latest game information of "Three Kingdoms Tactics" and "Orient Arcadia" from Qookka Entertainment Limited will be released in the TGS live broadcast!  
<https://youtu.be/VXfGpQjJgGY>



**GungHo Online Entertainment**

Puzzle & Dragons Champions Cup TOKYO GAME SHOW 2022 Finals

<https://youtu.be/5d1iCEovwZ0>



**Happinet**

Happinet GAME FES in TGS 2022 online  
[https://youtu.be/qHq\\_O4mKxZU](https://youtu.be/qHq_O4mKxZU)



**HoYoverse**

HoYoverse Special Program in TGS2022  
<https://youtu.be/qrebsOIGGvpE>



**finger**

finger festival inTGS2022 online  
<https://youtu.be/Ok11uOl-NfM>



**LEVEL-5**

MEGATON Lab. in TGS 2022  
<https://youtu.be/eHYH2eNdlak>



September 17

**ANIPLEX**

Aniplex & DeskWorksNew RPG special program  
<Archive is terminated>



**ProjectMoon**

Vicious Sin-resonating RPG "LIMBUS COMPANY" TGS2022 Special Program  
<https://youtu.be/nwvHLM9jPIU>



September 18

**Japan Electronics College**

Japan Electronics College TGS2022  
< Japanese only >



**GungHo Online Entertainment**

Ninjala TGS2022 Cup Finals  
<https://youtu.be/kqdpKnMbtDI>



**Happinet**

Call of Duty Modern Warfare II  
<Archive is terminated>



\*The archive of each program may be terminated in the future.  
\*Face masks are removed only during recording and filming.



## 12. Indie Game Project

With the support of the sponsors, "Indie Selected Exhibits" from around the world were invited to participate in TGS2022 as real exhibitors free of charge, and 81 companies or individuals were selected through a screening process. Eight companies were selected as finalists for the "Sense of Wonder Night (SOWN)," a pitch contest for game ideas. On the second day of the event, the eight companies gave presentations and won seven awards, including the Audience Award Grand Prix. The event was broadcasted as TGS Official Program.

- TGS Official Website**  
Exhibitor Information Upload
- Steam Special Venue**  
Indie Selected Exhibit Information Upload
- PS, Nintendo, Xbox Stores**  
Online Free Trial Play
- TGS Indie Game Page**  
SOWN Finalist Prediction Campaign  
\*Total Number of Votes Japan 201 Overseas 570
- 8 SOWN Finalist Introduction**  
SENSE OF WONDER NIGHT 2022  
Award winning titles has been selected.
- Biz Matching System**  
TGS2022 Business Matching System
- Gather**  
Welcome to TGS2022\_IndieParty

**Indie Game Developers**  
583 Entries

**Call for Selected Exhibits**  
81 Selected

**78 Indie Game Selected Exhibits**  
\*Three companies canceled due to delays in development, etc.  
< Physical Exhibits >

**8 Selected**

**SOWN 8 Finalists**

**4 Awarded**

**Audience Award GP and More Awards Received**

**Indie Selected Exhibit Introduction Program < YouTube >**  
**INDIE GAME TOKYO**

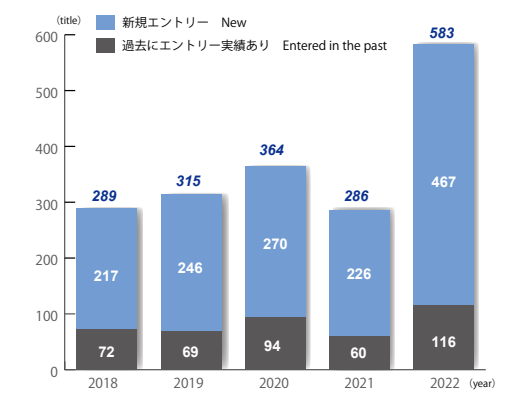
**Selected Exhibits Introductions**  
TOKYO GAME SHOW 2022  
応募総数 583 タイトルから選ばれた  
アイデアあふれるインディーゲーム 78 タイトルを一気に紹介

**8月24日 17:00~21:00**  
**INDIE GAME TOKYO 2022**

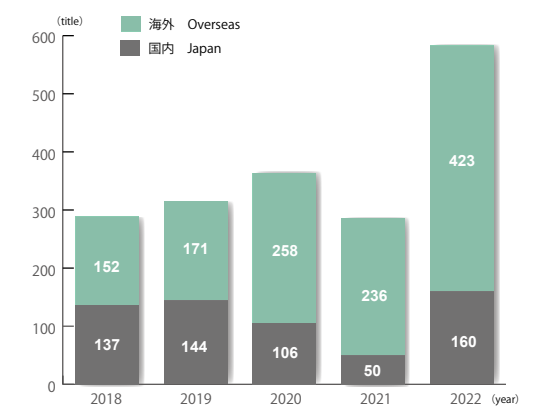
今井 晋 氏 (IGN Japan 副編集長) | ボツキー 氏 (動画クリエイター/ゲーム実況者) | 電瀬 葵 氏 (MC) | kanekopop 氏 (「センス・オブ・ワンダーナイト」実行)

**Official Exhibitor Program SOWN Streaming**  
September 16 (Fri.) 4:00pm ~ 5:50pm

### Indie Game Selected Exhibit A record number of 583 titles entered



●Comparison of the Number of Entries to Indie Game Selected Exhibits over the past Five Years



●Comparison of the Number of Entries to Indie Game Selected Exhibits over the past Five Years [Overseas / Domestic]

## - Sense of Wonder Night (SOWN)

Sense of Wonder Night, a pitch event that highlights indie game developers with new ideas, will be broadcasted as an official program again this year. Presentations and Q&A by the judges were conducted in real life in a studio at Makuhari Messe, where the Audience Award GP and other prizes were decided.

[Date / Time] September 16th (Friday) 16:00-17:50[JST]

[Distribution] In addition to simultaneous distribution on YouTube, Twitter, Niconico, Twitch, etc., as with TGS official programs, it will also be distributed on Chinese video platforms.

### SOWN Finalist

Exhibitor/Individual	Game Title	Country
ALJO Games	MORSE	UK
ARTE France / Florian & Baptiste	How To Say Goodbye	France
Extra Nice	SCHIM	Netherlands
Rias	Kitsune: The Journey of Adashino	Japan
Sapporo shiritsu daigaku fujiki Matsunaga zemi group	Rhodopsins	Japan
TLR Games	IDEA	Spain
UMANIMATION	DORDOGNE	France
Yong Zhen Zhou	Pastry Panic (with cat)	Singapore



## Awards

- Audience Award Grand Prix / 「SCHIM」 (Extra Nice)
- Audience Award Semi-Grand Prix / 「Kitsune: The Journey of Adashino」 (Rias)
- Best Technological Game Award / 「Pastry Panic (with cat)」 (Yong Zhen Zhou)
- Best Arts Award / 「Kitsune: The Journey of Adashino」 (Rias)
- Best Experimental Game Award / 「MORSE」 (ALJO Games)
- Best Game Design Award / 「SCHIM」 (Extra Nice)
- Best Presentation Award / 「Pastry Panic (with cat)」 (Yong Zhen Zhou)



### Sponsors

【Platinum Sponsors】 \*Order of Applications

**SONY Interactive Entertainment**  
**Nintendo**  
**Kodansha Game Creator's Labo**

【Gold Sponsor】  
**iGi indie Game incubator**

【Device Sponsors】 \*Order of Applications

**ELSA Japan**  
**BenQ Japan**

### 13. Business Matching System

For the first time in three years, the TGS Business Matching System has prepared a system that allows exhibitors (including online exhibitors) and Business Day visitors to conduct hybrid business negotiations in real and online locations.



The number of applications exceeded last year's level due to the high level of interest in business negotiations. The number of participating countries and regions expanded to 53, and international business negotiations were active. The number of applications for business negotiations increased for the first time in three years. In particular, the number of applications for business negotiations exceeded that of last year due to active exchanges with exhibitors from overseas and visitors from Japan. The number of participating countries/regions increased from 48 to 53.

Meeting Results	
<b>[Total Accounts]</b>	<b>5,679</b> (2021 : 867)
<b>Exhibitors</b>	<b>1,025</b> (2021 : 674)
<b>Visitors</b>	<b>4,654</b> (2021 : 193)
<b>Participated Countries/Regions</b>	<b>53</b> (2021 : 48)
<b>[Meeting Requested]</b>	<b>11,862</b> (2021 : 6,936)
<b>[Meeting Established]</b>	<b>1,695</b> (2021 : 610)

TGS2022 Business Matching System Participated Countries/Regions
United Arab Emirates, Argentina, Israel, Italy, Iran, India, Indonesia, Ukraine, United Kingdom, Estonia, Australia, Austria, the Netherlands, Canada, Korea, Cyprus, Greece, Costa Rica, Singapore, Switzerland, Sweden, Spain, Thailand, Taiwan, China, Tunisia, Chile, Denmark, Germany, Turkey, Japan, New Zealand, Norway, Pakistan, Paraguay, Philippines, Finland, Brazil France, Bulgaria, USA, Vietnam, Belize, Belgium, Poland, Hong Kong, Honduras, Malaysia, Mexico, Morocco, Latvia, Russia
<53 countries/regions>

## 14. TGS Forum

In addition to organizer sessions on the themes of "Metaverse" and "eSports," seven sponsorship sessions will be held. All of these sessions will be held at the real venue (International Conference Hall) on September 16 (Friday), the second day of the Business Day, and will be broadcast live. They were also archived from September 17 (Saturday) to 30 (Friday), and were attended by a large number of businesspersons both in real and online sessions.

### Organizer's Session

#### 「Metaverse Frontline: Evolution of Hardware and Software and What is Needed in the Future」

Program KR-01  
Date and Time: From 10:30 a.m. to noon,  
September 16 (Fri.)  
Venue: International Conference Hall 201



【Speaker】

Takuma Iwasa, Representative Director and CEO, Shiftall  
Kazuhiko Chuman, Deputy General Manager, KDDI  
Shun Kubota, Mogura, CEO / Mogura VR, Chief of Editor / XR journalist

[Moderator]  
Taichi Morioka, Deputy Editor, Nikkei X TREND, Nikkei Business Publications



#### 「Future of esports」

Program KS-01  
Date and Time: From 10:30 a.m. to noon,  
September 16 (Fri.)  
Venue: International Conference Hall 302



【Speaker】

Ueda Yasunari,  
Ministry of Economy, Trade and Industry, Deputy Director Media and Content Industry  
Division Commerce and Information Policy Bureau  
Kazuhisa Okada, Aetas, CEO / Editor-in-chief of 4Gamer.net  
Tatsuya Sugisawa, MouseComputer, General Manager, Marketing HQ  
Nemo, Wellplayed Rizest, Professional esports player



### Sponsorship Session

#### ‘Living Asset’ NFTs: Playing Fair in the Metaverse

Program SR-02  
Date and Time: From 12:30 p.m. to 1:30 p.m.,  
September 16 (Fri.)  
Venue: International Conference Hall 201



【Speaker】

Alun Evans  
Freeverse.io  
CEO at Freeverse

<Sponsor> Freeverse.io



#### Today's Blockchain Game and The Future

Program SR-03  
Date and Time: From 2:00 p.m. to 3:00 p.m.,  
September 16 (Fri.)  
Venue: International Conference Hall 201



【Speaker】

Yukinori Matsuya  
double jump.Tokyo  
COO

<Sponsor> double jump.tokyo





## Sponsorship Session

### Ashfall: First Look Of The New Wasteland

Program SR-04  
Date and Time: From 3:30 p.m. to 4:30 p.m.  
September 16 (Fri.)  
Venue: International Conference Hall 201

<Sponsor> NetEase Games



**【Speaker】**  
Jesse  
NetEase Games  
LEGENDARY STAR STUDIO  
Ashfall developer



### Content Growth Strategies Leveraging Twitter

Program SS-02  
Date and Time: From 12:30 p.m. to 1:00 p.m.  
September 16 (Fri.)  
Venue: International Conference Hall 302

<Sponsor> Twitter Japan



**【Speaker】**  
Yu Nakamura  
Twitter Japan, Twitter Client Solutions, Gaming Team / Manager  
Yujin Saito  
Twitter Japan, Twitter Client Solutions, Gaming Team / Manager



### Service first, make greater games together with developers

Program SS-03  
Date and Time: From 1:30 p.m. to 2:00 p.m.  
September 16 (Fri.)  
Venue: International Conference Hall 302

<Sponsor> Huawei Technologies Japan



**【Speaker】**  
Raymond Liu  
HUAWEI Technologies Japan  
Director,  
Ecosystem Development & Operation



### Next-Gen Blockchain Game -Manetization Strategy-

Program SS-04  
Date and Time: From 2:30 p.m. to 3:00 p.m.  
September 16 (Fri.)  
Venue: International Conference Hall 302

<Sponsor> PolkaFantasy



**【Speaker】**  
Alex Hui  
Fantasy Tech  
CEO



### Explaining the latest trend of app advertising “mobile DSP” from scratch

Program SS-05  
Date and Time: From 3:30 p.m. to 4:00 p.m.  
September 16 (Fri.)  
Venue: International Conference Hall 302

<Sponsor> Moloco



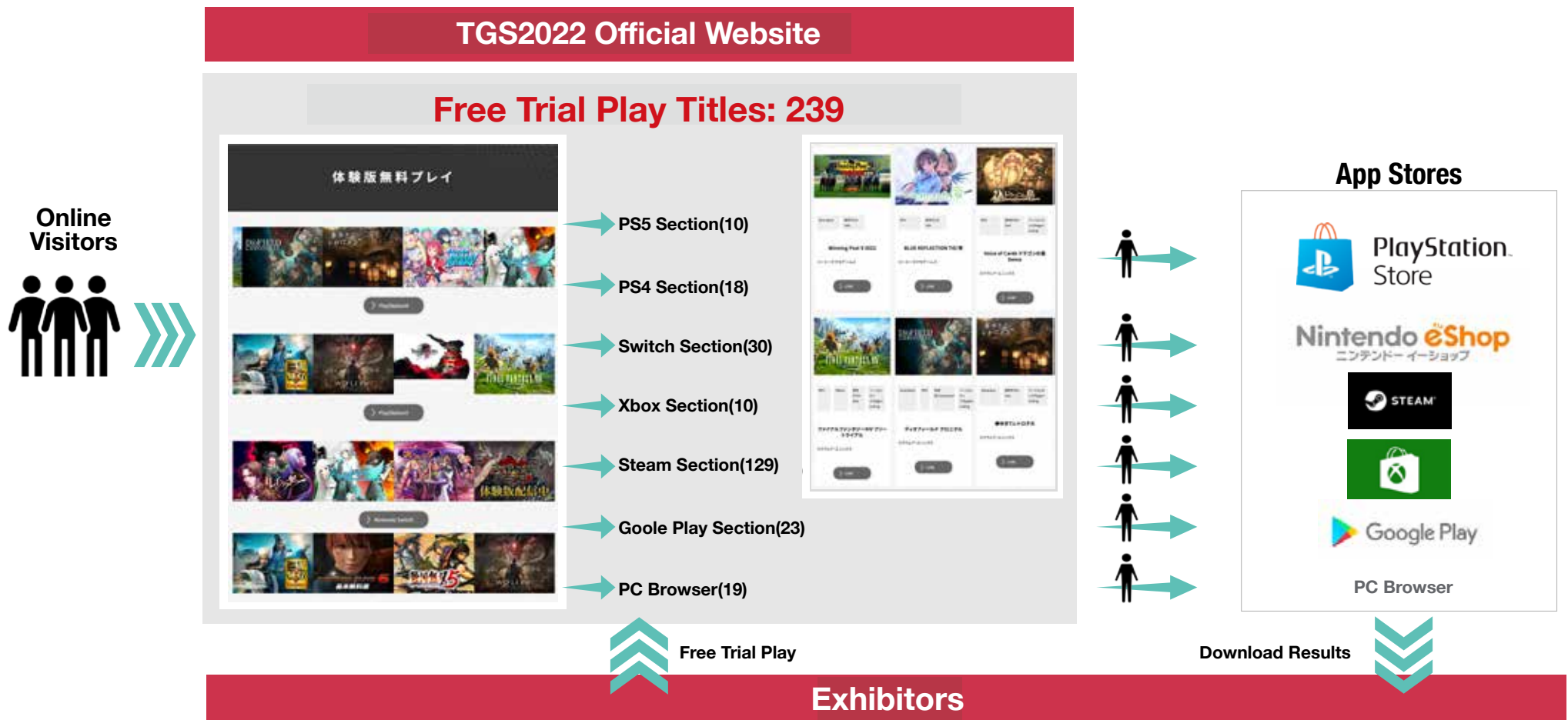
**【Speaker】**  
Tatsuo Sakamoto  
TMoloco  
Business Team / Head of Business, Japan



## 15. Free Trial Play

TGS2022 Official Website to introduce "Free Trial Versions" for fans who cannot visit the actual exhibition venue.

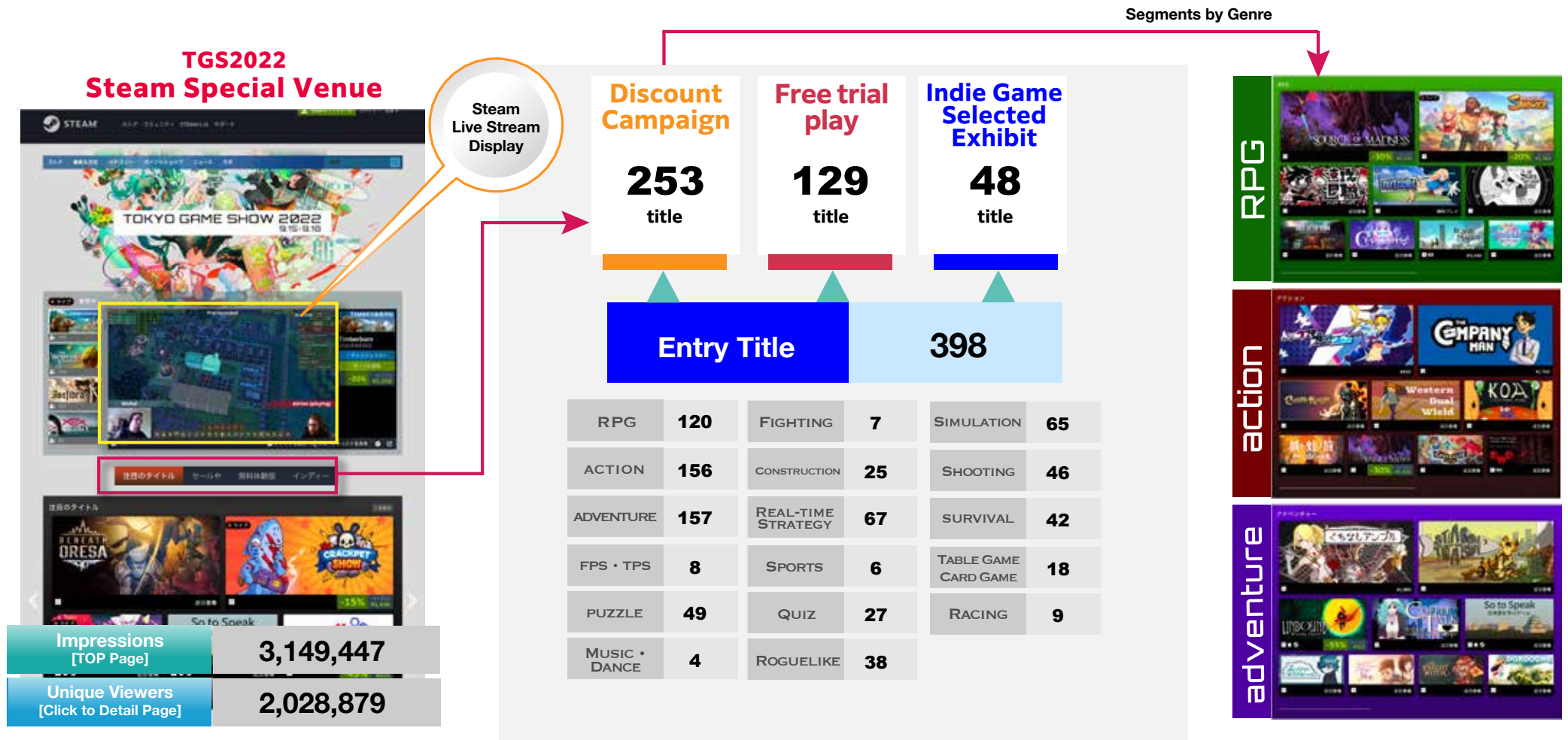
Exhibitors will be able to register information on trial versions to be released by the end of the show in the Event Management Systems, and based on this information, "trial version title information" will be posted on a page for each game platform. Online visitors could search by platform or title name to find the trial version they were looking for and download it from the game store. 239 titles were introduced at TGS2022 for all platforms.



## 16. Steam Special Venue

With the cooperation of Valve, TGS2022 special page has been set up on Steam. 398 titles from exhibitors are listed.

Exhibitor titles that have already been released on Steam or will be released in trial or full versions by September 14 (final 398 titles) are listed. From among them, we have created a page with titles that will be on discount sale during the period, a page with titles for which free trial versions are available, and a page with titles for the Indie Game Selection Exhibit. In addition, an official program (live streaming on a Japanese-language channel) was made available on the TOP page.



## 17. TGS VR 2022 Outline

### - Outline -

Event	TOKYO GAME SHOW VR 2022
Concept	The game show becomes a game.
Period	10:00am September 15(Thu.) through 0:00am 18(Sun.), 2022
Organizer	Computer Entertainment Supplier's Association (CESA)
Venue	Virtual dungeon in the basement of Makuhari Messe
Devices	VR (Meta Quest2, Oculus Rift, HTC Vive, Valve Index) / Windows PC
Participation	FREE



### - Exhibitors • Sponsors • Floor Map -

#### Exhibitors

ImaCreate / Cover / CAPCOM / Ministry of the Environment / CharacterBank / Gugenka /  
 KOEI TECMO GAMES / KOJIMA PRODUCTIONS / KONAMI / Survios, Inc. / SQUARE ENIX/ SEGA / ATLUS / DYSCHRONIA:  
 Chronos Alternate / VARK / BANDAI NAMCO Entertainment/ Pole To Win/ Magic: The Gathering/ Metaani

#### Promotion Sponsorship Company

ZONe ENERGY / BOATRACE/ UCC

#### Apparel Sponsorship Company

Ralph Lauren



### - Visitor Results -

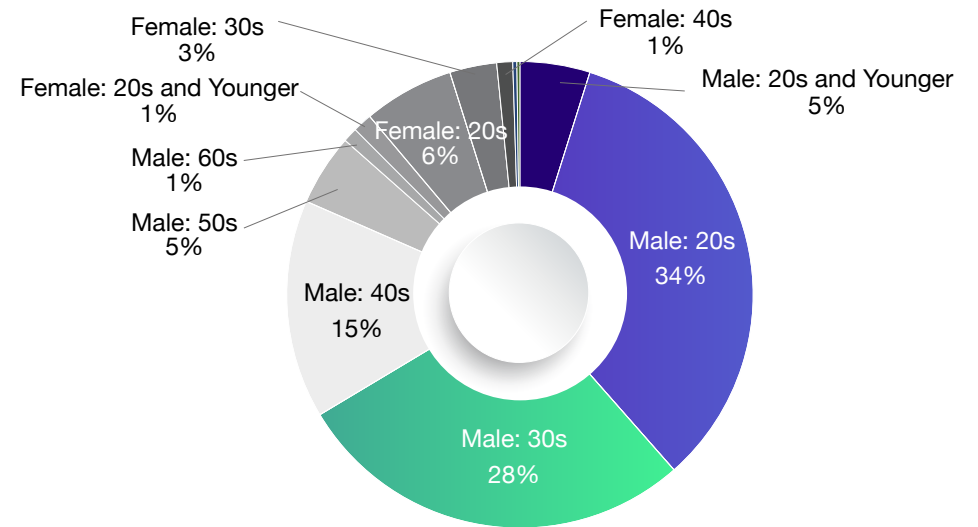
Total Number of Visitors	<b>398,622</b> (2021: 210,566)
Average Length of Stay	<b>33 Minutes</b> (2021: 22 Minutes)
Device Ratio	<b>VR 58.5% PC 41.5%</b>

- The total number of visitors doubled from last year to approximately 400,000.
- The average length of stay was 33 minutes, an increase of more than 10 minutes from last year.
- The participation/experience rate for VR devices was around 60%, the same level as last year (TGSVR2021).
- This is the same level as the previous show (TGSVR2021)
- Over 30% of visitors also participated in the previous show (TGS VR 2021).
- 80% of visitors experienced "camera shooting" and "quests".
- Satisfaction exceeded 90%, surpassing the previous response.
- The majority of visitors indicated that they would like to participate again next time.
- Many visitors answered that they were able to "experience a sense of the unusual" through their experience at TGSVR2022.

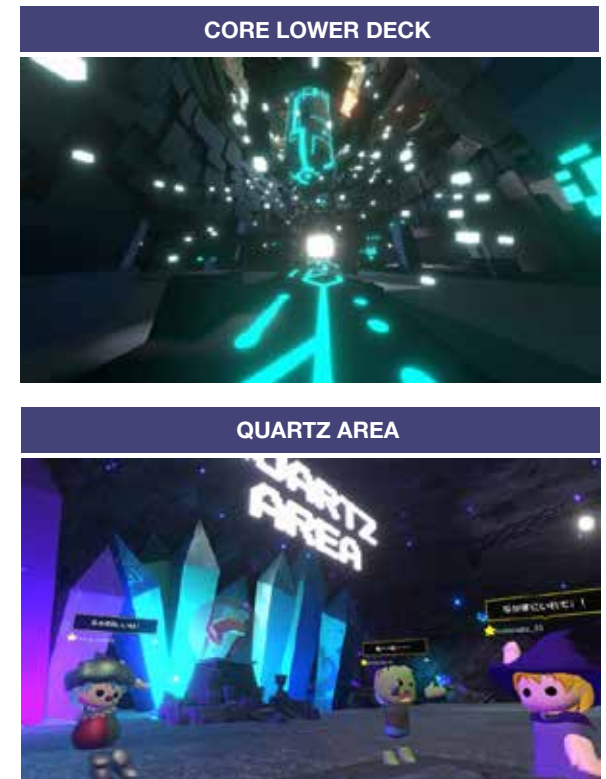
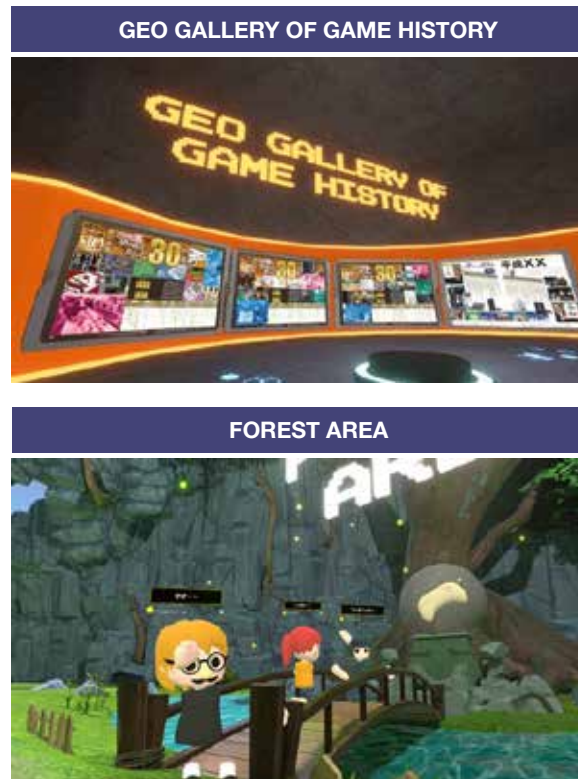


- Overall Visitor Attributes -

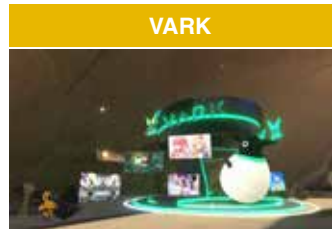
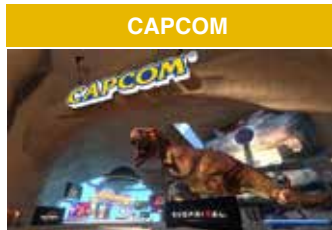
Genders/ Generations	<b>60% males in their 20s and 30s</b>
Number of Countries/Regions	<b>50</b> (China, Hong Kong, Indonesia, Japan, Korea, Netherlands, Russia, Taiwan, United Kingdom, United States, etc.)



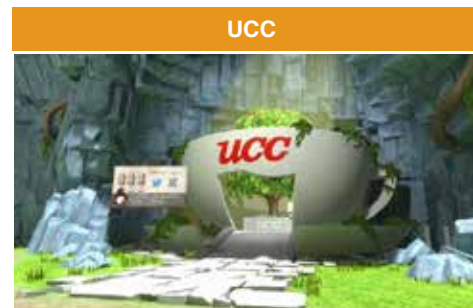
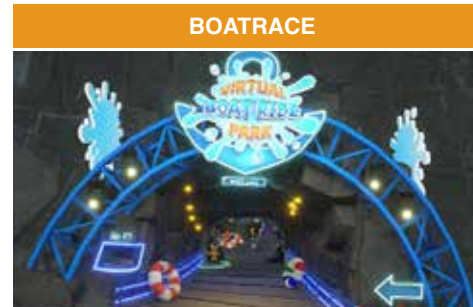
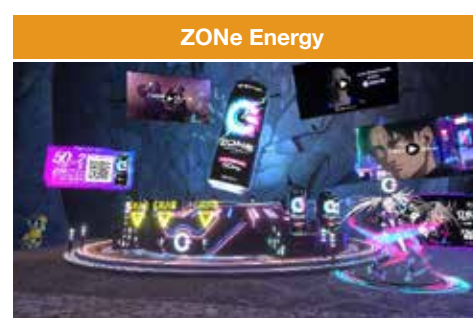
- Area Outline -



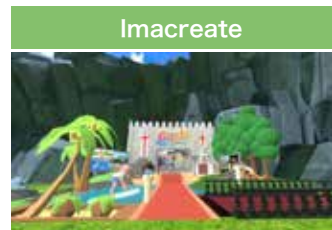
### DESERT AREA



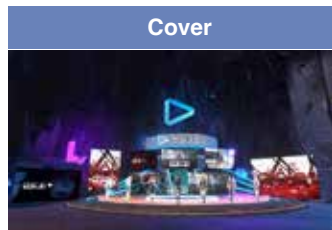
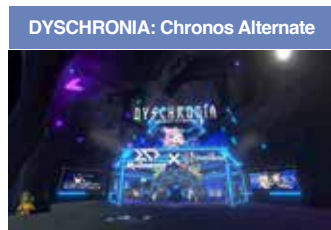
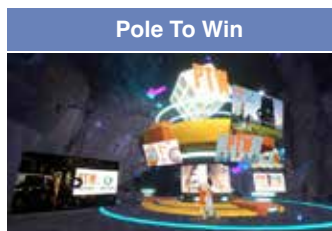
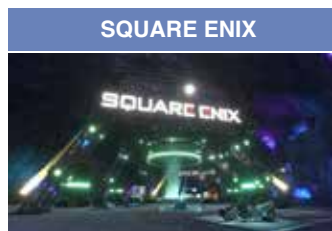
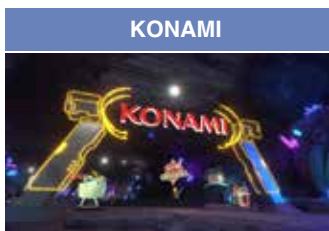
### SPONSOR SPACE



### FOREST AREA



### QUARTZ AREA



## - Ambassadors -

### ■ Domestic Ambassadors

[Omega Sisters]

[https://www.youtube.com/channel/UCNjTjd2-PMC8Oo\\_-dCEss7A](https://www.youtube.com/channel/UCNjTjd2-PMC8Oo_-dCEss7A)

Registrations: 317,000

[https://twitter.com/omesis\\_ray](https://twitter.com/omesis_ray) 126,000.- Followers

[https://twitter.com/omesis\\_rio](https://twitter.com/omesis_rio) 123,000.- Followers



### ■ Overseas ambassadors

[Nathie]

<https://www.youtube.com/Nathie944/videos>

Registrations: 734,000.

<https://twitter.com/nathiev> 40,000 Followers



## - Twitter Projects -

### ■ Tweet Outline

TOKYO GAME SHOW (Official Account)

[https://twitter.com/tokyo\\_game\\_show](https://twitter.com/tokyo_game_show)

TGSVR(TGS VR) Official info

[https://twitter.com/tgsvr\\_official](https://twitter.com/tgsvr_official)



## 18. Japan Game Awards 2022

The Japan Game Awards 2022, which celebrated its 26th anniversary this year, is a competition that honors the most significant contributions to the development of the home video game industry in recent years. The "Minister of Economy, Trade and Industry Award" is given to a person who has contributed to the development of the home video game industry in recent years. The "Annual Award" will be given to a person who has contributed to the development of the home video game industry in recent years, and the "Future Award" will be given to an unreleased title that was exhibited or announced at the Tokyo Game Show 2022. Future Division" for works that were exhibited or announced at Tokyo Game Show 2022 and have not yet been released. Amateur Division" for original, unproduced works by students and the general public alike, and "U18 Division" for works developed by those 18 years of age or younger. The event will be held in five categories. The announcement and awarding of each award-winning work will be broadcast from the "Japan Game Awards The presentations and awards were broadcast live (simulcast) as an official program of Tokyo Game Show 2022 from the "Japan Game Awards Special Studio" set up in the Makuhari Messe Event Hall. The program was broadcast live (simulcast) as an official program of Tokyo Game Show 2022 from the "Japan Game Awards Special Studio" in the Makuhari Messe Event Hall. The "Future Division," which returned for the first time in three years, was the first time that titles that had not yet been released, regardless of whether they were exhibited online or in real life, were selected for the first time to be shown on the Internet in general. The "Future Division," which was revived for the first time in three years, was open to both online and in-person exhibitors, and for the first time, a public vote was held via the Internet. Ten works were selected as those with high expectations for the future. In addition, the award ceremony announcing the Annual and Future Divisions was held in conjunction with the delivery from Makuhari Messe. Many of the award-winning creators came to the special studio. Many of the award-winning creators came to a special studio to deliver their messages to the audience and to express their joy through live performances. and messages to the viewers through live appearances.

### - Japan Game Awards 2022 Annual Awards List -

The public voting for the "Game of the Year" category was held from April 11 to July 22, 2022. After the results of the public voting and judging by the Japan Game Awards Selection Committee. The "Grand Prize" will be awarded to the winning entry in addition to the most popular entries in the public voting. The "Grand Prize" will be awarded to the work that, in addition to the majority of votes cast by the general public, is judged by the Japan Game Awards Selection Committee members to be the most deserving and representative work of the year 2022. In addition to the numerous votes cast by the public, the Japan Game Awards Selection Committee members selected "ELDEN RING" (FROM SOFTWARE) as the most appropriate work to represent the 2022 fiscal year.

Awards	Title	Company	Platform
Grand Award	ELDEN RING	FROM SOFTWARE	PS5 / PS4 / Xbox Series X S / Xbox One / Steam
Award for Excellence	ELDEN RING	FROM SOFTWARE	PS5 / PS4 / Xbox Series X S / Xbox One / Steam
	Ghostwire: Tokyo	Bethesda Softworks	PS5 / PC
	Sky: Children of the Light	thatgamecompany	iOS / Android OS / Nintendo Switch
	Tales of ARISE	BANDAI NAMCO ENTERTAINMENT	PS5 / PS4 / Xbox Series X S / Xbox One / Steam
	BIOHAZARD VILLAGE	CAPCOM	PS5 / PS4 / Xbox Series X S / Xbox One / Steam
	FINAL FANTASY XIV: ENDWALKER	SQUARE ENIX	PS5 / PS4 / Windows® / Mac / Steam
	Kirby and the Forgotten Land	Nintendo	Nintendo Switch
	Pokémon LEGENDS Arceus	Pokemon	Nintendo Switch
	Horizon Forbidden West	SONY Interactive Entertainment	PS5 / PS4 / PS4 Pro
LOST JUDGMENT	SEGA	PS5 / PS4 / Xbox Series X S / Xbox One / Amazon Luna	
Best Sales Award	Pokemon Brilliant Diamond & Pokemon Shining Pearl	Pokemon	Nintendo Switch
Global Award Japanese Product	Pokemon Brilliant Diamond & Pokemon Shining Pearl	Pokemon	Nintendo Switch
Global Award Foreign Product	Call of Duty Vanguard	ACTIVISION / Sledgehammer Games / Treyarch	PS5 / PS4 / Xbox Series X S / Xbox One / PC
Game Designers Award	Inscription	Daniel Mullins Games	Steam
The Minister of Economy, Trade and Industry Award	Hidetaka Miyazaki	FROM SOFTWARE	

The Minister of Economy, Trade and Industry Award, given to a person who has contributed to the development of the Japanese video game industry in recent years, has been awarded to Hidetaka Miyazaki. Mr. Hidetaka Miyazaki is the creator of the "Demon's Souls" series, the "Dark Souls" series, and in recent years, "SEKIRO: SHADOWS DIE TWICE" and many other popular and hit titles. He has established a world of dark fantasy that is unparalleled in the world. It has established a unique genre of entertainment originating from Japan. Genre of entertainment originating from Japan, and the culmination of ELDEN RING" is the culmination of his work. The high quality of the work and its overwhelming volume and quality have made it a favorite of both domestic and international audiences. and quality, attracting many game fans not only in Japan but also overseas. The latest "ELDEN RING" is the culmination of these efforts. It has been a huge hit around the world, and has become one of the most popular computer entertainment titles in Japan. the development of Japan's computer entertainment industry. The award was given in recognition of the significant contribution to the development of the Japanese computer entertainment industry. The award was given in recognition of his significant contribution to the development of Japan's computer entertainment industry, including major hits around the world. The award also recognizes the creators' originality and novelty. The "Game Designers Award" was presented to Mr. Masahiro Sakurai for his "Game Designers' Grand Prize" was awarded to a total of nine top creators. The jury was headed by Masahiro Sakurai, one of Japan's top creators, who selected the winners. In addition, "Inscription" (Daniel Mullins Games) was selected as this year's winner.

[Platform Name] PS5: PlayStation®5 / PS4: PlayStation®4 / PC: Windows®



## - Annual Awards Ceremony -

The Minister of Economy, Trade and Industry Award, Global Award, Best Sales Award, Game Designers Award, Excellence Award, and Grand Prize. The winners were invited to appear live from studio. (Some winners appeared via video message)

【 Time & Date 】 4 : 00pm ~ 5 : 50pm  
September 15(Thu.)  
【 Venue 】 JGA Special Studio  
【 MC 】 Hikari Ijuin (Talent)  
Shohei Shibata (Freelance)

The Minister of Economy, Trade and Industry Award  
Hidetaka Miyazaki



Global Award Japanese Product  
[Pokemon Brilliant Diamond & Pokemon Shining Pearl]



..... Global Award Foreign Product .....

「Call of Duty Vanguard」



..... Best Sales Award .....

「Pokemon Brilliant Diamond & Pokemon Shining Pearl」



..... Game Designers Award .....

「Inscription」



Certificate of Award from METI  
representative



Comments from the award winners followed by a talk between moderator Ijuin and the award winners.



In order of release date, the 10 best works representing the year are presented.

Award for Excellence  
「BIOHAZARD VILLAGE」



Award for Excellence  
「Sky: Children of the Light」



Award for Excellence  
「Tales of ARISE」



Award for Excellence  
「LOST JUDGMENT」



Award for Excellence  
「FINAL FANTASY XIV: ENDWALKER」



Award for Excellence  
「Pokémon LEGENDS Arceus」



Award for Excellence  
「Horizon Forbidden West」



Award for Excellence  
「ELDEN RING」



Award for Excellence  
「Ghostwire: Tokyo」



Award for Excellence  
「Kirby and the Forgotten Land」



Following the announcement of the 10 Award for Excellence winners, "ELDEN RING" was announced as Grand Award prize winner among Award for Excellence winners.

..... **Grand Award** .....  
「ELDEN RING」



## Japan Game Awards Future Division - Award List -

In the "Future Division," public voting was held for three days from September 15 to 17, 2022, during the TGS exhibition. Based on the results of the public voting as well as the screening by the Japan Game Awards Selection Committee members, 10 games were selected as "highly anticipated games that are eagerly awaited for release." \*Note that, starting this year, the voting format was changed to an Internet voting format, making it possible for people outside the TGS venue to cast their votes.

Award Title	Company	Platform
A Space for the Unbound	Chorus Worldwide	Switch/PS5/PS4/Xbox One
Wo Long: Fallen Dynasty	KOEI TECMO GAMES	PS5/PS4/Xbox Series X S/Xbox One/Steam/Xbox GamePass/Microsoft Store
EXOPRIMAL	CAPCOM	PS5/PS4/Xbox Series X S/Xbox One/Steam
STREET FIGHTER 6	CAPCOM	PS5/PS4/Xbox Series X S/Steam
Sonic Frontiers	SEGA	Switch/PS5/PS4/Xbox Series X S/Xbox One/Steam
FINAL FANTASY XVI	SQUARE ENIX	PS5
FORSPOKEN	SQUARE ENIX	PS5/PC
Atelier Ryza 3: Alchemist of the End & the Secret Key	KOEI TECMO GAMES	Switch/PS5/PS4/Steam
Like a Dragon: Ishin in the West	SEGA	PS5/PS4/Xbox Series X S/Xbox One/Steam/Windows
MEGAMAN BATTLE NETWORK LEGACY COLLECTION	CAPCOM	Switch/PS4/Steam

[Abbreviation Platform Name] PS5: PlayStation®5 / PS4: PlayStation®4

## - Future Division Award Ceremony -

All award winners were invited to appear live at the awards ceremony, where they introduced their works while a VTR was shown. The editors also asked questions to the award winners and conveyed the appeal of their works to the audience.

[ Time & Date ] 1 : 00pm ~ 2 : 30pm, September 18 (Sun.)

[Venue ] JGA Special Studio

[ MC ] Shohei Shibata (Freelance) Misaki Maeda (Freelance)

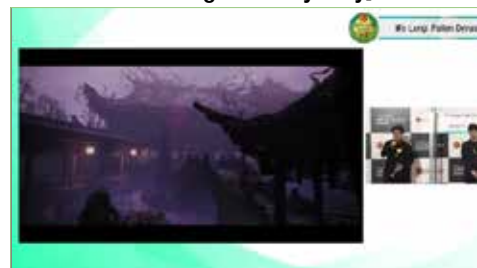
Guest : Katsuhiko Hayashi (Famitsu)  
Yoshimichi Nishioka (Dengeki)  
Akio Inou (Shueisya)

Review : Koichi Hamamura (JGA Selection Committee)

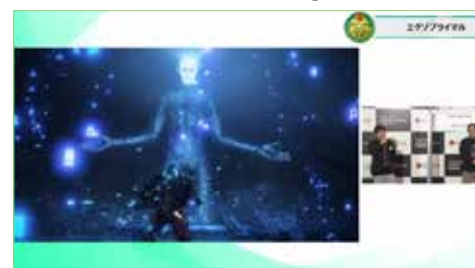
「A Space for the Unbound



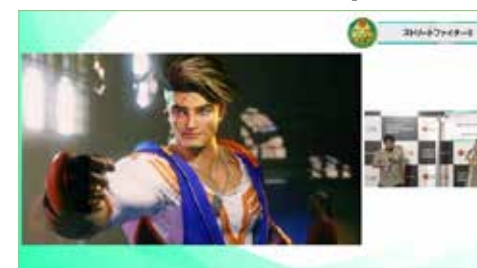
「Wo Long: Fallen Dynasty」



「EXOPRIMAL」



「STREET FIGHTER 6」



「Sonic Frontiers」



「FINAL FANTASY XVI」



「FORSPOKEN」



「Atelier Ryza 3: Alchemist of the End & the Secret Key」



「Like a Dragon: Ishin in the West」



「MEGAMAN BATTLE NETWORK LEGACY COLLECTION」



< Review >



Following comments and introductions of the works by the award winners, a talk between the guest media editors and the award winners ensued. The works were brought out and conveyed to the audience.



## - Japan Game Awards 2022 Amateur Division Award Ceremony -

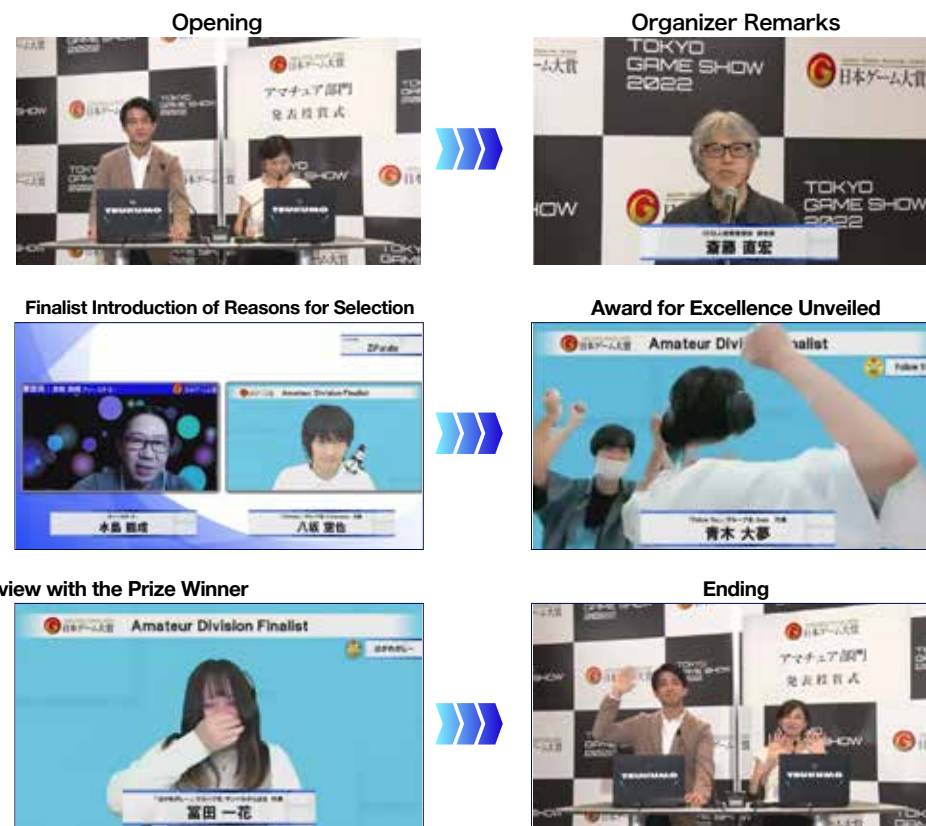
The Grand Prize, Excellence Award, and Honorable Mention awards will be announced from the 10 finalist entries. The winners participated remotely, and the judge reasons for the selection were conveyed to the creators.

【 Time & Date 】 1 : 00pm ~ 3 : 00pm, September 17 (Sat.)

【Venue 】 JGA Special Studio

【 MC 】 Shohei Shibata (Freelance) Shion Kitagawara (Freelance)

< Organizer Remarks > Naohiro Saito (CESA)



【Abbreviation Platform Name】 PC: Personal Computer

## - Amateur Division Award List -

The theme for the "Amateur Division" was announced on February 1, and entries were accepted from March 1 through May 31. This year, the theme was "feel" and 455 entries were received. The selection process was based on a video introducing the works by game creators and game media editors. The selection was made by game creators and game media editors, who screened the works by viewing and trying out the videos that introduced the works.

Award	Title	Platform	School Name	Recipient
Grand Prize	Hagalegacy	PC	HAL Osaka	Sanbaru Ganbaru
Award for Excellence	Gear Gachan	PC	HAL Osaka	New ★ Generations !!
	ZIParate	PC	HAL Osaka	O.Depressa
	Super Kobushinadegurucyan	PC	HAL Nagoya	Nijjiro Rasen Ryu
	Hagalegacy	PC	HAL Osaka	Sanbaru Ganbaru
	Follow You	PC	HAL Tokyo	Svea
Good Piece of Work	Alice in WindowLand	PC	Nagoya Kogakuin	ダイナマイト KOYO's
	Thunder Roar	PC	HAL Tokyo	BAMBoooooooooooooooooN
	DragKnockFight	PC	Nihon Kogakuin	DAN5
	HOW TO DIE.	PC	ECC Computer	Idohoritai
	Procyon	PC	HAL Tokyo	Haruurara

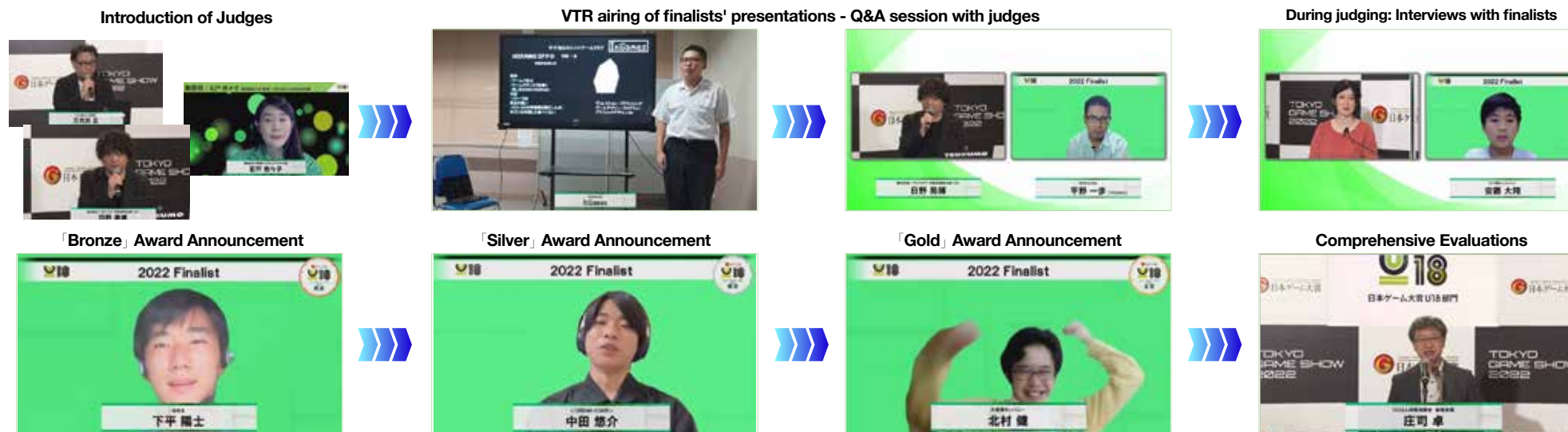
## - Japan Game Awards 2022 U18 Final -

Gold, Silver, and Bronze prizes were awarded based on the overall evaluation of the pre-trial screening of the six finalists' works that advanced to the finals and the presentation screening on the day of the event. The winners participated remotely.

[ Time & Date ] 10 : 00am ~ Noon, September 18 (Sun.)

[ Venue ] JGA Special Studio

[ MC ] Takashi Tokita (Square Enix) Ai Yokomachi (Freelance)  
 < Organizer Remarks > Naohiro Saito (CESA)  
 Suguru Shoji (CESA) ※Comprehensive Evaluations



## - U18 Division Award List -

"U18 Division" accepted entries from January 26 through April 30. The six entries that passed the preliminary screening and the qualifying competition advanced to the finals. In the finals, three judges will judge the games prior to the competition, and the results of the presentation judging on the day of the finals will be evaluated comprehensively. In the finals, three judges will evaluate the entries based on the results of the pre-trial screening and the presentation screening on the day of the finals. Gold, Silver, and Bronze prizes were awarded and announced.

Award	Title	Team Name	Name	School	Grade
Gold		Daisoko Company	Ken Kitamura	Doshisya H.S.	Senior
Silver	< CHRONO CODER >		Yusuke Nakata	Komatsugawa H.S.	2nd
Bronze	Numeru		Takeshi Shimodaira	Komae H.S.	Freshman
	ECO Reuse Ene Battle		Taiyo Ando	Senshin Elementary School	4th
	RESHOOTING	ItiGames	Ayumu Hirano · Ryota Nonaka	Seiun H.S.	Senior
	GIMMICKS		Mitsuru Murata	Aiko H.S.	Senior

## 19. Advertisements/Productions

### - Physical Advertisements -

\* Some photos of the venue are excerpted

#### Outdoor Advertisement

Station Front Arcade Banner



Station Front Column-Covered Banner



PLENA Side Pedestrian Bridge Upper Banner



Pedestrian Bridge Entrance Banner



Messe Street Flag



Column-Covered Advertisement at International Conference Hall



Arched Banner



Event Hall Entrance Banner



#### Indoor • Venue Advertisements

Hanging Banner at Exhibition Hall



Central Mall Glass Wall Signage



Poster / Mag. Ad



Tickets



Business Meeting Area Standing Banner



Floor Seal



## 20. Promotions - Distribution of Advance Preparation Programs and Appointment of Official Supporters

This year's TGS Official Supporter is Asuka Kijima, a model known for her love of games and her YouTube channel, where she uploads videos of game rooms and live game situations. Prior to the show, she appeared in a special program and was interviewed in a separate volume of "Game Entente! During the show, in addition to appearing on official programs, she also had the opportunity to try out games at several booths on the second day of the show, and actively shared information on her social networking service to liven up the TGS.



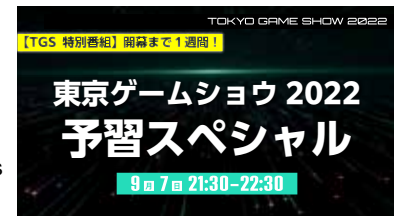
※貴島明日香さん SNS 「東京ゲームショウ 2022 公式サポーター貴島明日香の1日」より

### Special "Preliminary Special" program on September 7

[TGS Special Program] One month to the opening of the show! TOKYO GAME SHOW 2022 Online Preparation Special

Overall	YouTube	Twitter	niconico
32,365	22,499	5,080	4,786

To raise awareness of the TGS event, a pre-event program was broadcast to general game fans. The program was broadcast to general game fans to raise awareness of the TGS event. The program included an overview of exhibitors, and a presentation of the event's planning.



### - Activities of Official Supporter -

Appointed Asuka Kijima as an official supporter to provide various information

#### Twitter



#### Nikkei Entertainment | 『Game Ent!』 TGS Special

Free Distributions of Excerpts Version



#### Program Appearances



#### Visit to Exhibitors' Booths





## - Official SNS Account -

Information on TGS is disseminated through official SNS accounts

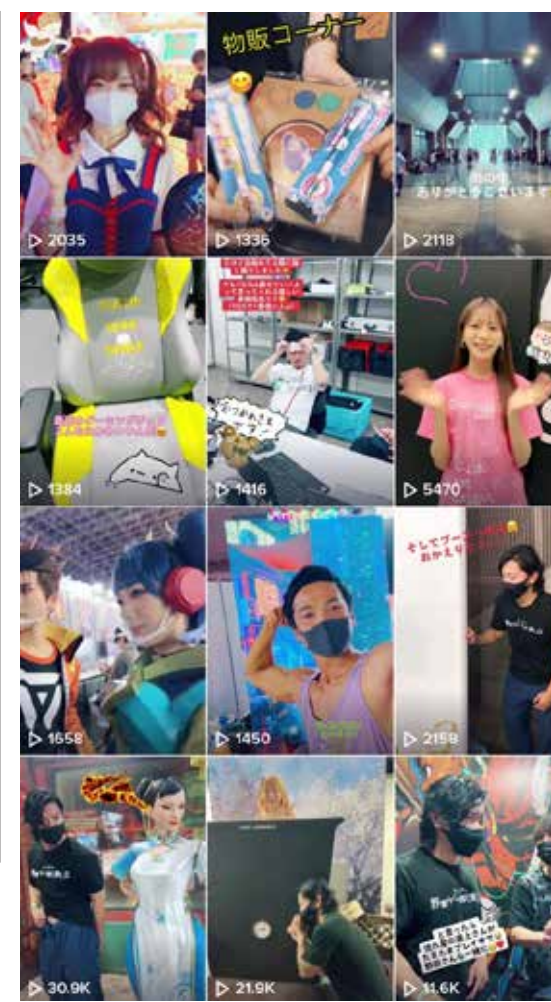
### Twitter

Information is sent out even before the exhibition begins. While conveying information on the Makuhari Messe venue, we also continued to disseminate information in conjunction with the start of the official program. 181\* submissions



### TikTok

We hope that viewers can easily experience the realism of the event. 48 short videos were posted. Creating the live atmosphere of a real venue



## 21. Press Coverage • Media Partner

Although the number of media and reporters covering the real venues was down significantly compared to 2019, the number of web media coverage increased and the overall exposure exceeded 2019, due to a large amount of coverage and media coverage of official programs and other online content.

### ● Media Coverages

2022	TV	Radio	Newspaper	Magazine	Web	Total
Pre-Event	3	0	96	17	380	496
On The Day	21	18	70	50	3,200	3,359
Post-Event	3	4	33	27	1,800	1,867
<b>Total</b>	<b>27</b>	<b>22</b>	<b>199</b>	<b>94</b>	<b>5,380</b>	<b>5,722</b>
2021	10	21	270	24	2,972	3,297
2020	14	1	294	49	2,809	3,167
2019	97	48	370	72	4,000	4,587

### Main Media Exposures (TV)



TV Tokyo WBC (9/15)



NHK Metro Network (9/15)



Fuji TV FNN Live News α (2/28)



TBS Artxto Ni Omakase (9/25)

### ● Real Venue (Makuhari Messe) Attended Press

Media Categories	Sep.15(Thu)		Sep.16(Fri)		Sep.17(Sat)		Sep.18(Sun)		Total		2021		2019	
	Media	Staff	Media	Staff	Media	Staff	Media	Staff	Media	Staff	Media	Staff	Media	Staff
1 TV (Terrestrial)	29	119	12	39	5	25	5	11	51	194	9	21	100	431
2 TV (Satellite / CATV)	12	14	13	20	1	1	0	2	26	37	6	12	36	91
3 J Radio	13	23	8	12	3	8	1	1	25	44	8	18	37	70
4 A Newspaper	29	73	20	31	4	9	5	13	58	126	21	25	74	147
5 P Press Service	11	18	5	7	1	2	0	0	17	27	4	5	22	33
6 A Magazine	45	90	35	68	8	10	9	12	97	180	37	52	273	572
7 N Web	208	462	151	284	48	75	35	51	442	872	106	392	804	2,719
8 Others	5	20	3	11	0	0	1	2	9	33	19	70	28	52
9 Overseas	86	130	56	94	29	42	12	19	183	285	13	17	806	1,416
<b>Total</b>	<b>438</b>	<b>949</b>	<b>303</b>	<b>566</b>	<b>99</b>	<b>172</b>	<b>68</b>	<b>111</b>	<b>908</b>	<b>1,798</b>	<b>223</b>	<b>612</b>	<b>2,180</b>	<b>5,531</b>
2021	Sep.30(Thu) 96	306	Oct.1(Fri) 50	159	Oct.2(Sat) 45	85	Oct.3(Sun) 32	62	223	612				
2020	Online Only Event													
2019	Sep.12(Thu) 828	2,303	Sep.13(Fri) 608	1,572	Sep.14(Sat) 461	973	Sep.15(Sun) 283	683	2,180	5,531				

### ● Media Partner

Weibo, China's No. 1 search site, joined our media partners this year. Including China's largest video distribution media "Huya," which joined last year, the exhibition covers almost all major media in the Chinese market. In addition, IGN provided live streaming until nearly midnight every day during the show, enabling the timely dissemination of information overseas, particularly to Europe and the United States.



Game Weekly



Weibo (微博)



Huya(虎牙)



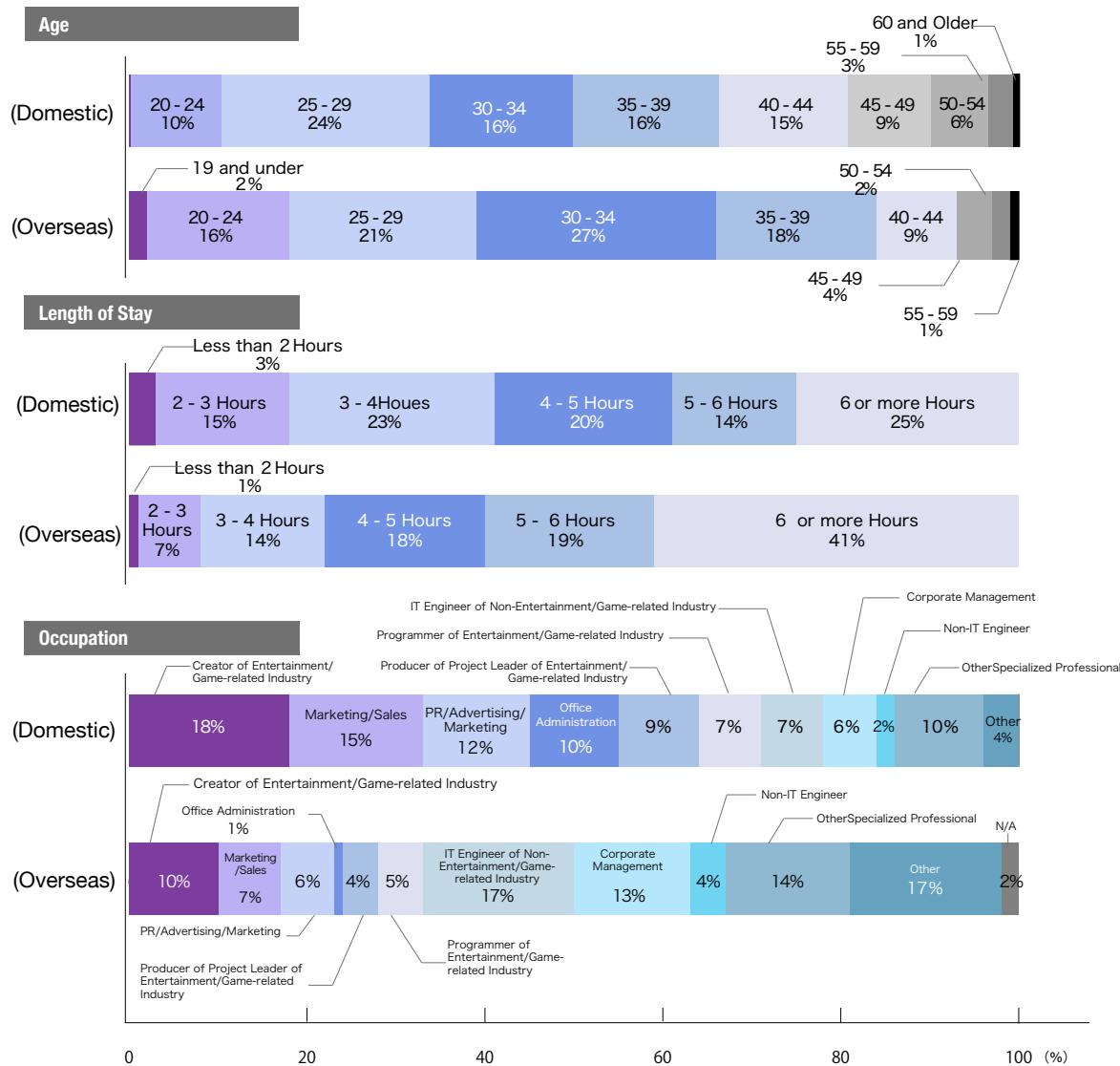
IGN Japan

### ● Media Partner List

Country	No	Media	URL
Japan	1	Famitsu	<a href="http://www.famitsu.com/">http://www.famitsu.com/</a>
	2	GameWatch	<a href="http://game.watch.impress.co.jp/">http://game.watch.impress.co.jp/</a>
	3	niconico	<a href="https://site.nicovideo.jp/tgs2020/">https://site.nicovideo.jp/tgs2020/</a>
	4	4Gamer.net	<a href="https://www.4gamer.net/">https://www.4gamer.net/</a>
	5	Nikkei Cross Trend	<a href="https://xtrend.nikkei.com/">https://xtrend.nikkei.com/</a>
	6	Tokyo Otaku Mode	<a href="https://corporate.otakumode.com/">https://corporate.otakumode.com/</a>
Korea	7	GAMERZ	<a href="http://cafe.naver.com/gamerzfan/">http://cafe.naver.com/gamerzfan/</a>
	8	RULIWEB.COM	<a href="http://www.ruliweb.com/">http://www.ruliweb.com/</a>
Taiwan	9	Bahamut	<a href="http://www.gamer.com.tw/">http://www.gamer.com.tw/</a>
China	10	DouYu	<a href="http://www.douyu.com/68">http://www.douyu.com/68</a>
	11	Douyin, Xigua, Toutiao	<a href="https://live.ixigua.com/197511/">https://live.ixigua.com/197511/</a>
	12	Sino Game Sie	<a href="http://game.sina.com.cn/">http://game.sina.com.cn/</a>
	13	Tencent	<a href="http://y.qq.com/games">http://y.qq.com/games</a>
	14	GAMECORES	<a href="https://www.gcores.com/">https://www.gcores.com/</a>
	15	17173.com	<a href="http://www.17173.com/">http://www.17173.com/</a>
	16	TGBUS	<a href="http://www.tgbus.com/">http://www.tgbus.com/</a>
	17	A9VG	<a href="https://bbs.a9vg.com/">https://bbs.a9vg.com/</a>
18	Weibo	<a href="https://weibo.com/">https://weibo.com/</a>	
Hong Kong	19	Game Weekly	<a href="http://www.gameweekly.net/">http://www.gameweekly.net/</a>
Indonesia	20	KotakGame.com	<a href="http://www.kotakgame.com/">http://www.kotakgame.com/</a>
Global	21	IGN	<a href="https://jp.ign.com/">https://jp.ign.com/</a>
Video/SNS	22	Twitter	<a href="https://twitter.com/tokyo_game_show/">https://twitter.com/tokyo_game_show/</a>
	23	Twitch	<a href="https://www.twitch.tv/">https://www.twitch.tv/</a>
	24	YouTube	<a href="https://www.youtube.com/">https://www.youtube.com/</a>
	25	bilibili	<a href="https://www.bilibili.com/">https://www.bilibili.com/</a>
	26	TikTok Live	<a href="https://www.tiktok.com/">https://www.tiktok.com/</a>
	27	Huya	<a href="http://www.huya.com">http://www.huya.com</a>

## 22.Visitor Survey

### - Domestic/Overseas Business Day Visitors -



#### Survey Outline

[Survey Method] E-mail requesting survey cooperation was sent to Business Day visitors at TGS2022. Responses were accepted via Nikkei BP Consulting's web-based survey system, Cross Survey systems.

[Period] Oct.18 through 28, 2022

[Effective Response] Japan:1,557 Overseas:324

\* Overseas: Business Day and General Public Days are combined and counted together.

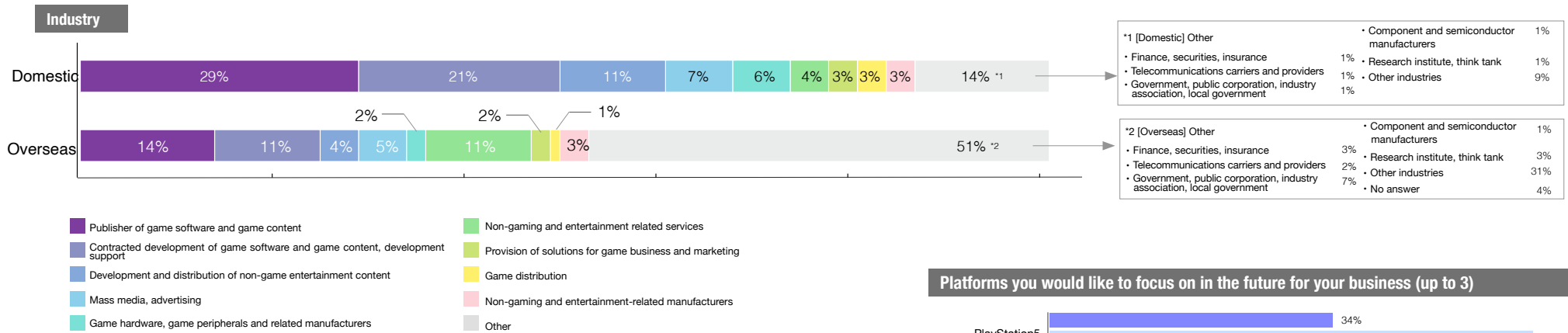
[Survey Conducted by] Nikkei BP Consulting

#### Trade Visitors from Overseas by countries/regions

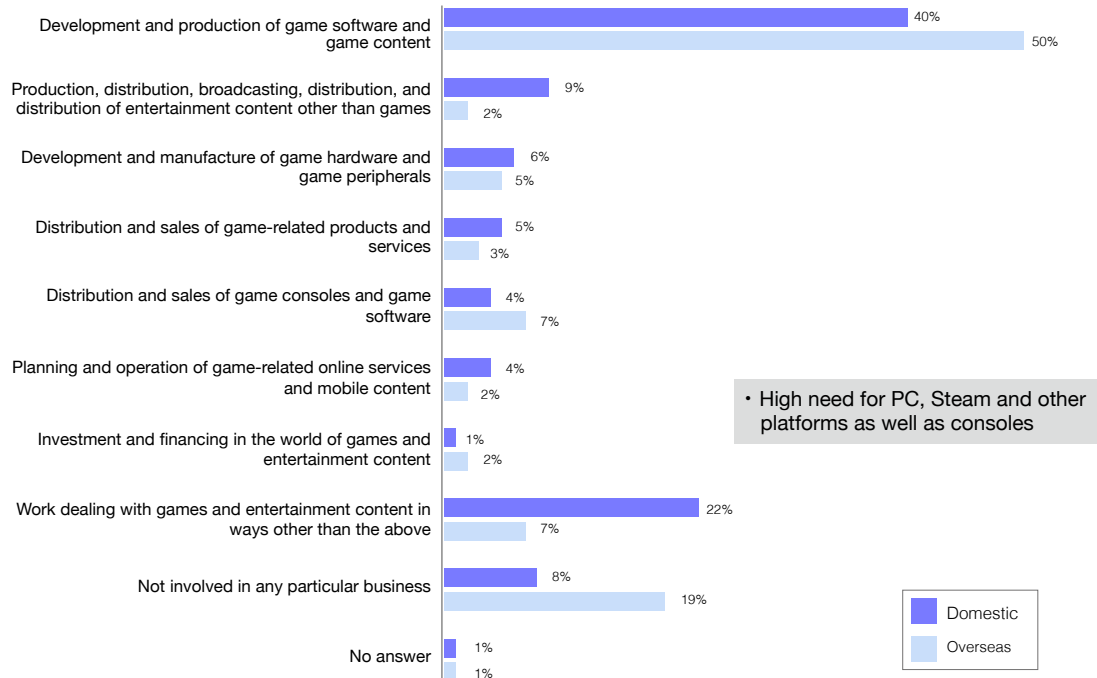
Region	Country/Region (%)	Region	Country/Region (%)		
Europe	UK	2.8	Asia	Korea	24.3
	France	1.7		Singapore	11.7
	Sweden	1.3		Thailand	6.4
	Italy	1.2		China	4.5
	Poland	1.0		Taiwan	4.3
	Iceland	0.8		Hong Kong	3.7
	Germany	0.8		Indonesia	2.4
	Finland	0.8		Vietnam	2.4
	Spain	0.7		Malaysia	1.3
	Cyprus	0.5		Philippines	0.5
	Switzerland	0.5	India	0.1	
	Netherland	0.4	Oceania	Australia	0.8
	Latvia	0.3		Samoa	0.1
	Austria	0.1	North America	U.S	20.3
	Greece	0.1		Canada	0.7
	Gibraltar	0.1	Middle East	U.A.E.	0.5
	Slovakia	0.1		Bahrain	0.3
	Serbia	0.1		Saudi Arabia	0.1
	Czech	0.1	Latin America	Paraguay	0.4
Turkey	0.1	Colombia		0.3	
Norway	0.1	Mexico		0.3	
Hungary	0.1	Chile		0.1	
Romania	0.1	Virgin Island		0.1	
Russia	0.1	Venezuela		0.1	
		Africa		Morocco	0.1

· Breakdown of the 762 overseas visitors who were accepted at the Business Day counter.  
 · Excluding foreign residents in Japan, guest pass holders, foreign press, and various exhibitors' pass holders.

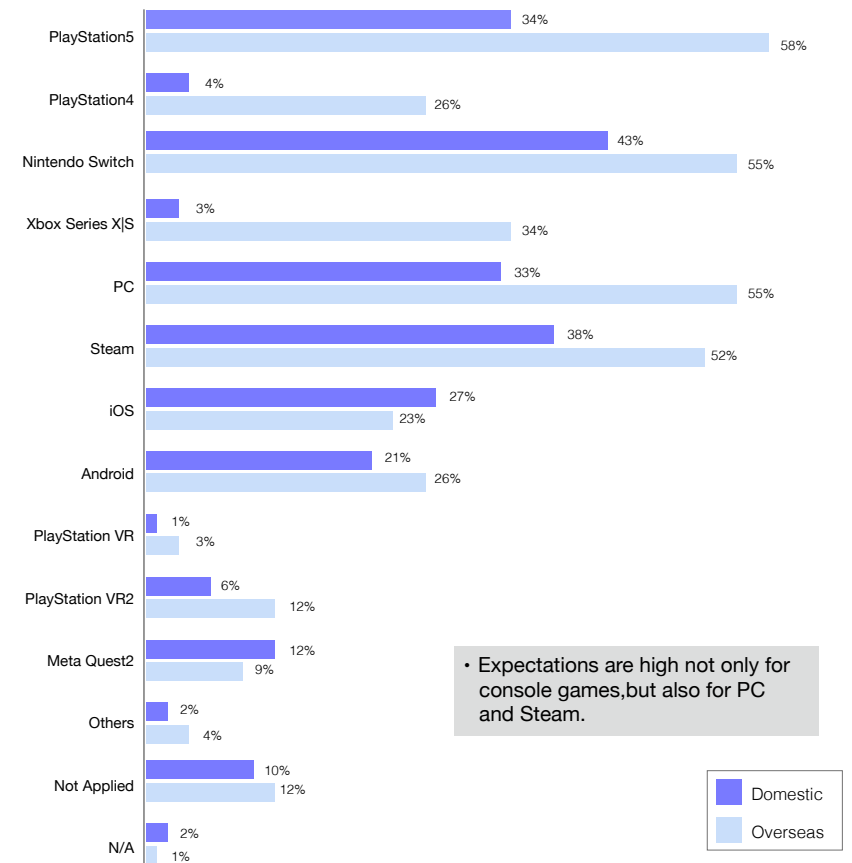
## - Domestic/Overseas Business Day Visitors -



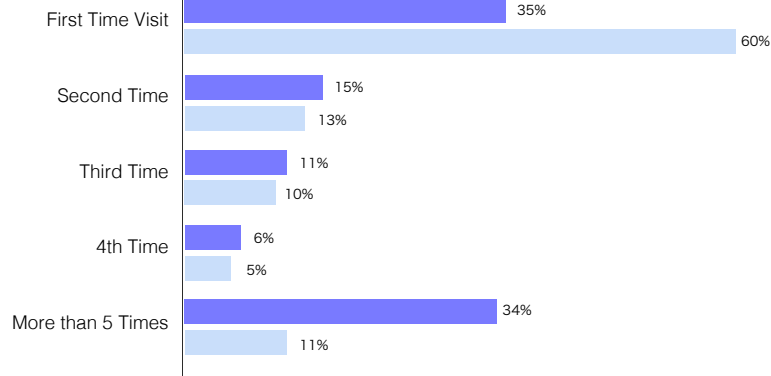
## Engaging with Gaming/Entertainment Content



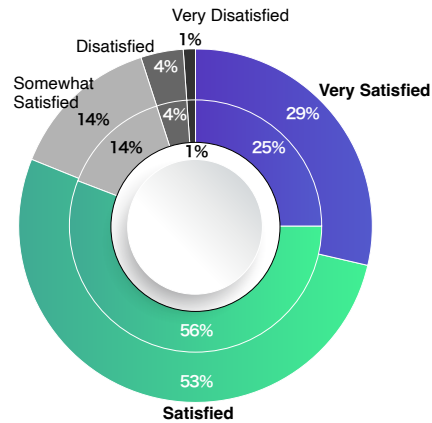
## Platforms you would like to focus on in the future for your business (up to 3)



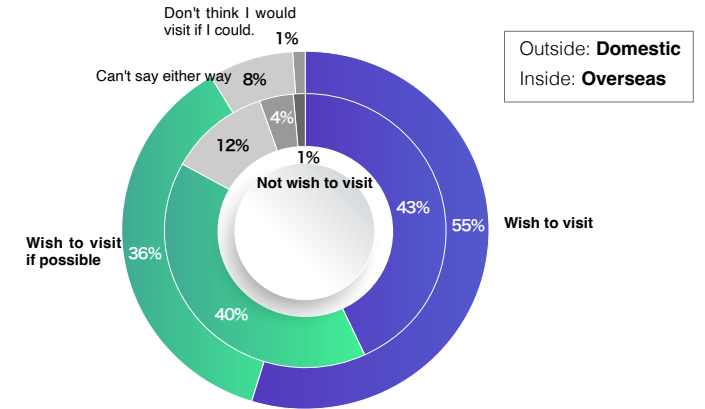
### Number of Visits



### Degree of Satisfaction

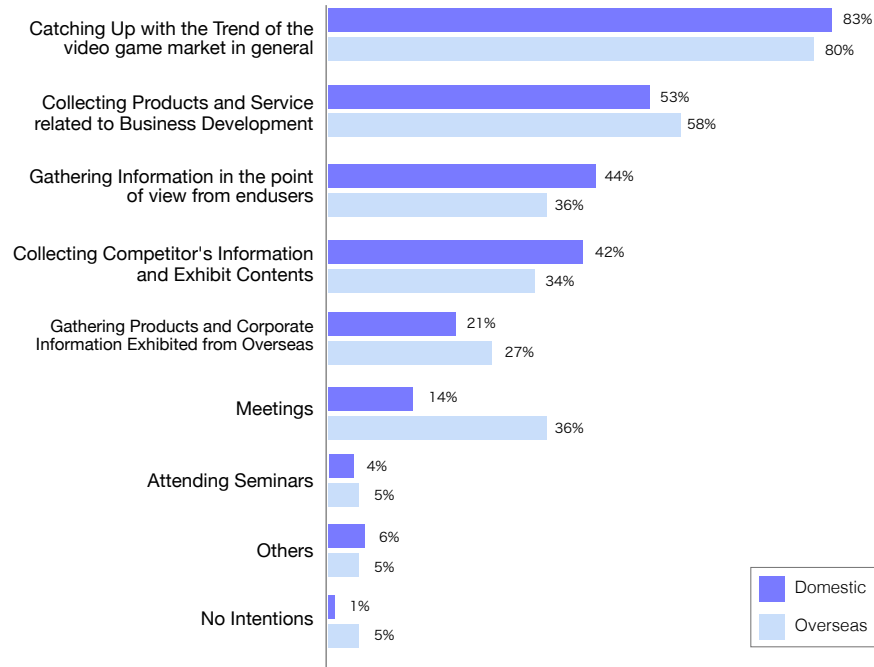


### Intention to visit the next Tokyo Game Show

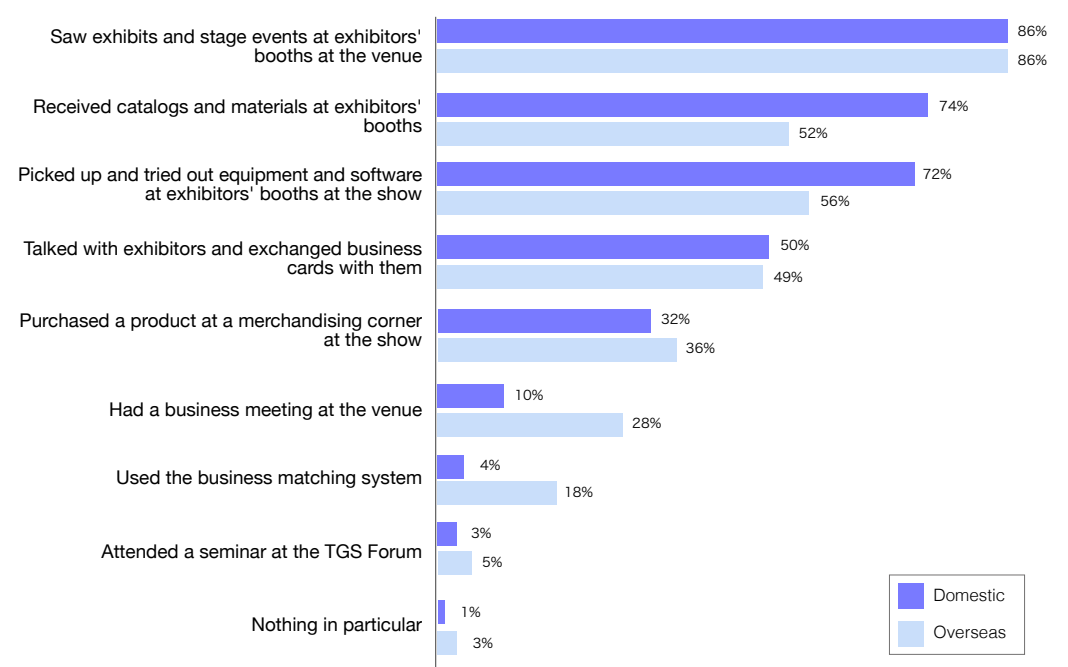


- More than 80% of both domestic and international visitors were satisfied with the show.
- 91% of domestic visitors and 83% of overseas visitors would like to visit the next show.

### Intentions To Visit [MA]

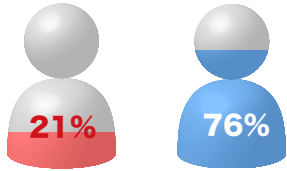


### Behavior at the time of visit [MA]



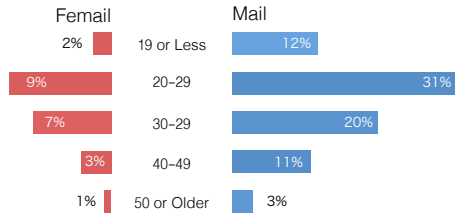
## Visitor Survey- Public Day Domestic Visitors

### Visitor attributes

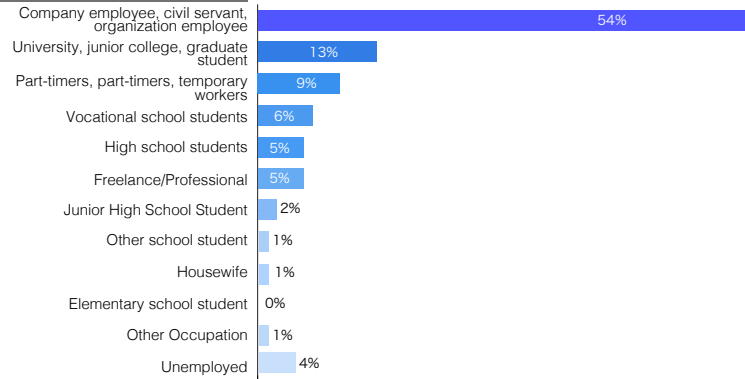


<Femail:21% Mail:76% N/A3%>

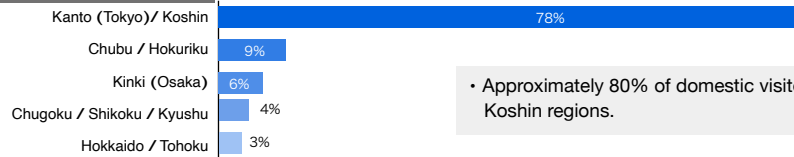
• Visitors in their 20s were the largest group, accounting for 30% of all visitors.



### Occupation

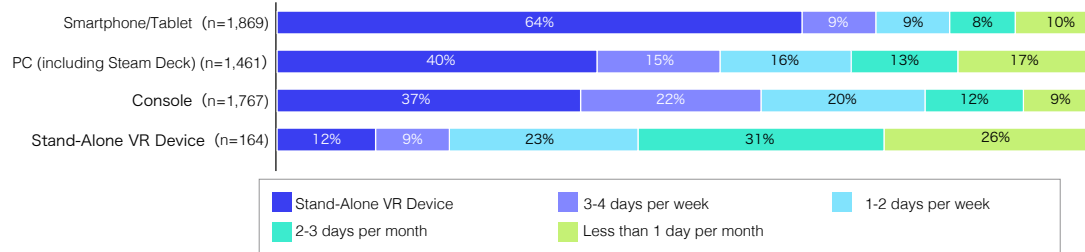


### Residential Location



• Approximately 80% of domestic visitors were from the Kanto and Koshin regions.

### Frequency of Game Play



### Survey Outline

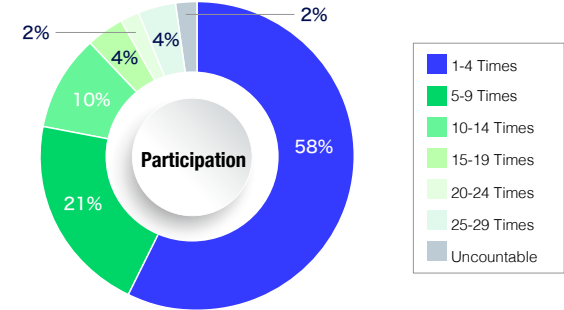
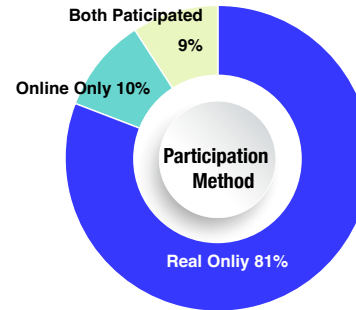
[Survey Method] WEB Survey

\*Users who saw the announcement on the official TGS website/SNS and the official map accessed the survey page and answered the questions.

[Period] September 15 through 25, 2022

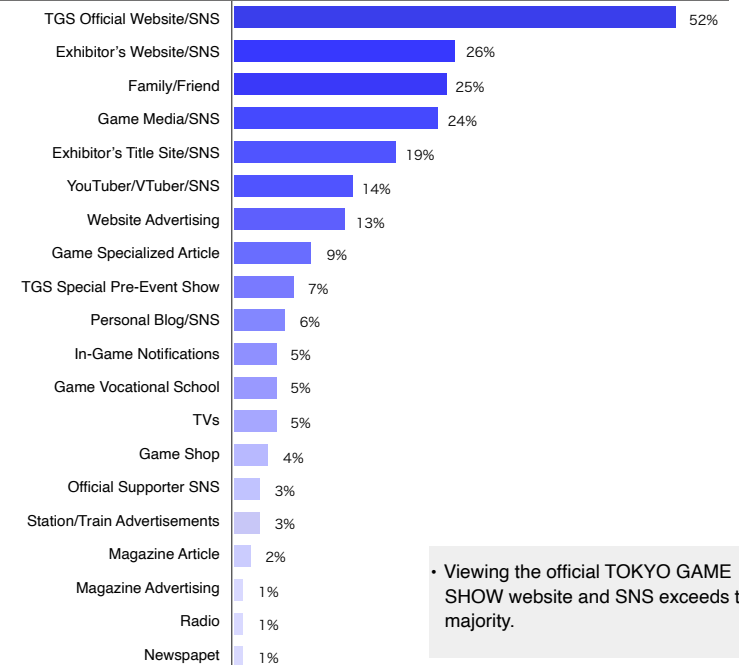
[Effective Responses] 2,065

[Survey Conducted by] Computer Entertainment Supplier's Association (CESA)



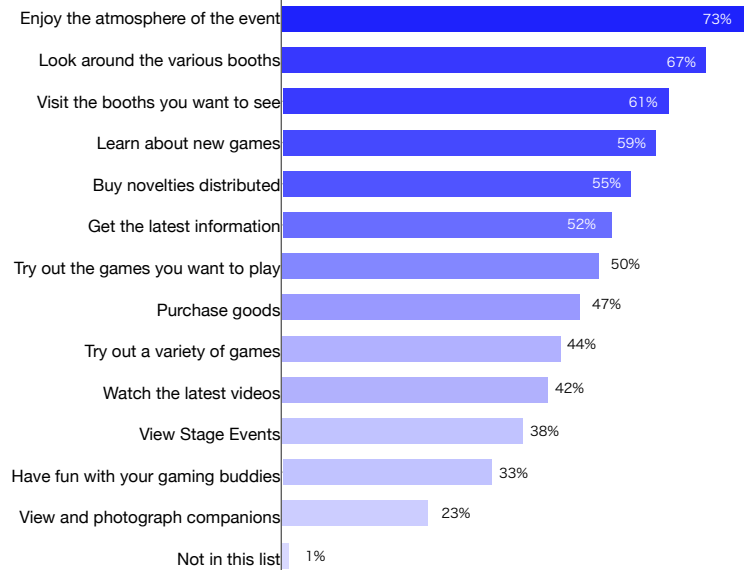
Between 1996 and 2019  
Number of times attended real venues  
\* Those who have visited the real venue in the past [n=857]

### TOKYO GAME SHOW Information Contact Points [MA]

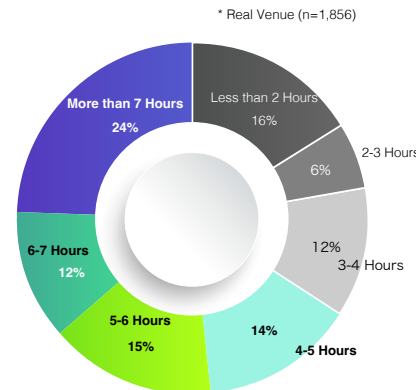


• Viewing the official TOKYO GAME SHOW website and SNS exceeds the majority.

**Purpose of participation in real venues [MA] (n=1,856)**

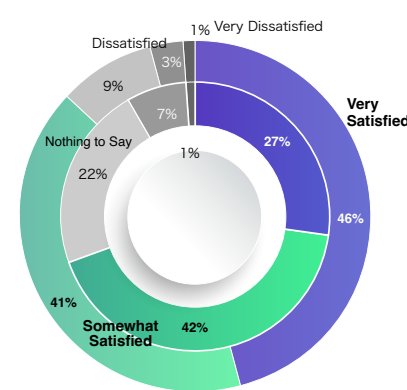


**Length of Stay**



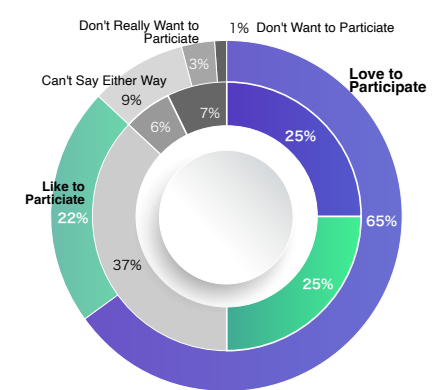
> Nearly 70% of visitors stayed for more than 4 hours.

**Degree of Satisfaction**



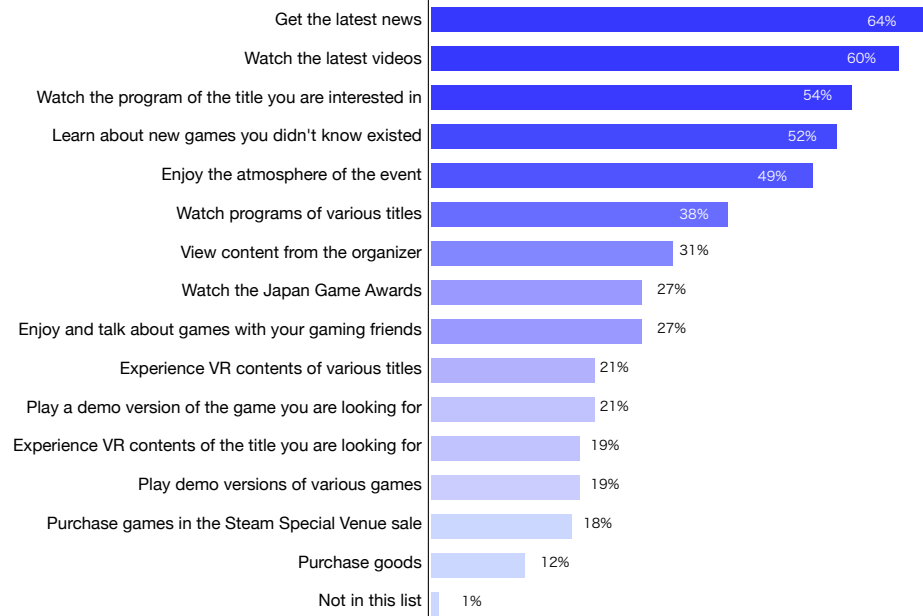
> Nearly 90% of visitors were satisfied with the real venue.  
> Nearly 90% of the visitors expressed a desire to come back next time.

**Intention to visit the next TOKYO GAME SHOW**

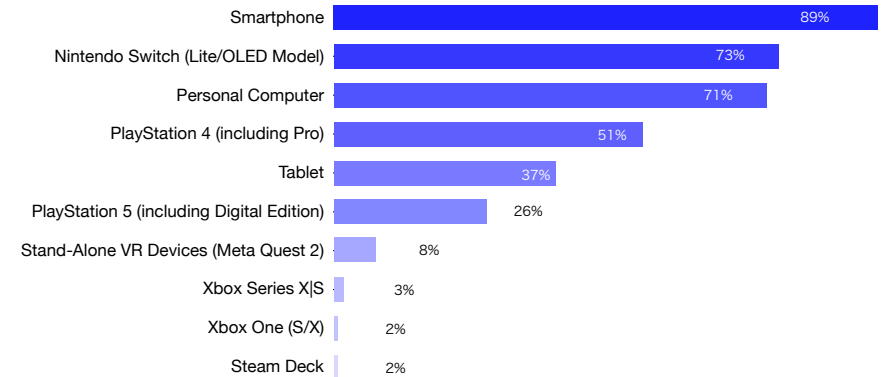


Outside: **Real Venue**  
Inside: **Online Venue**

**Purpose of participation in online venues [MA] (n=389)**



**Devices that are at home and may be played with games [MA]**



## 23. Exhibitor Survey

**Survey Outline**

[Method] E-mail requesting survey cooperation was sent to TGS2022 exhibitors. Responses were accepted via Nikkei BP Consulting's web-based survey system, Cross Survey systems.

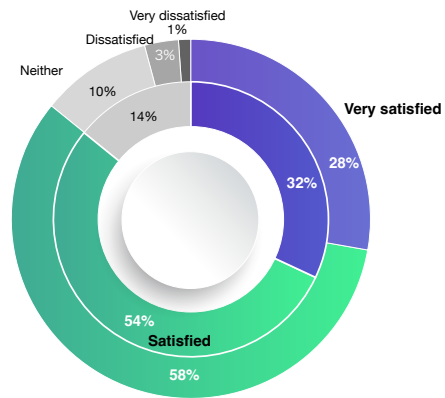
[Period] October 6 through 21, 2022

[Effective Response] Japan: 151 Overseas: 35

[Survey Conducted by] Nikkei BP Consulting

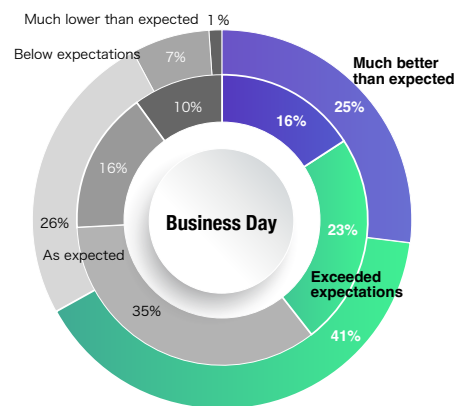
Outside: **Real Venue**  
Inside: **Online Venue**

### Overall satisfaction with exhibiting

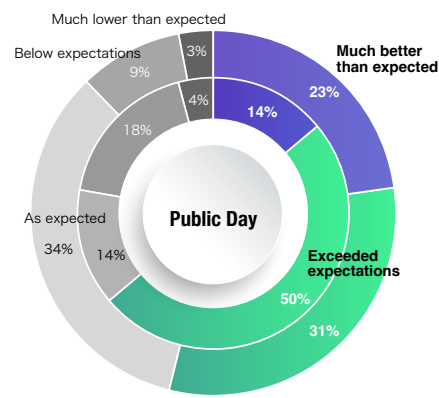


• About 90% of the exhibitors answered that they were "satisfied."

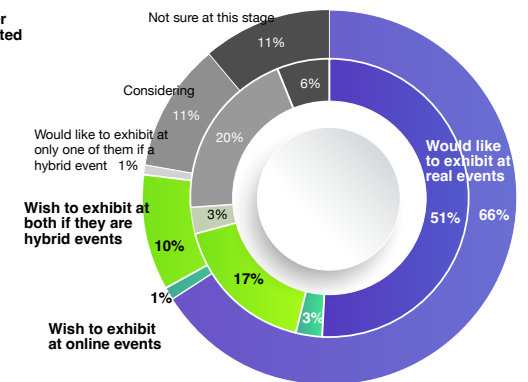
### Number of visitors to the booth



• More than 50% of domestic exhibitors responded that they had more visitors than expected.

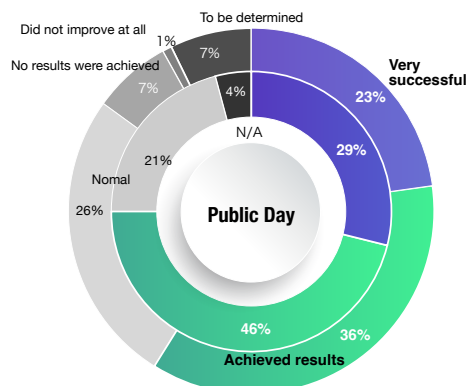
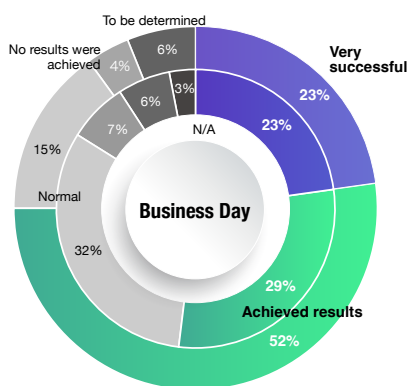


### Intention to exhibit next TGS

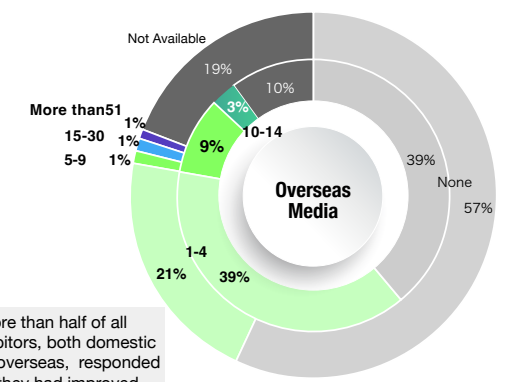
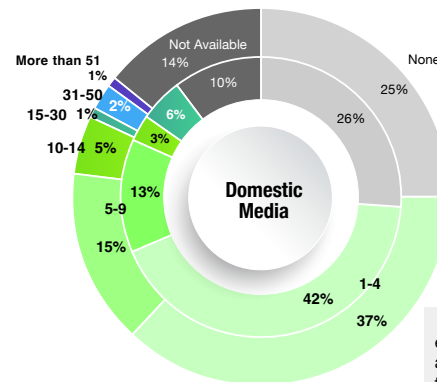


• More than 70% of exhibitors, both domestic and overseas, hope to exhibit again the following year.

### Exhibit Results [Business Day/Public Day]



### Number of media coverages during the exhibition [Domestic, Overseas]



• More than half of all exhibitors, both domestic and overseas, responded that they had improved their exhibit results.



# OFFICIAL REPORT

TOKYO GAME SHOW 2022

オフィシャルレポート

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