



TOKYO GAME SHOW 2023

Guide to Official Exhibitor Program

Updated: Feb.28, 2023

Program Menu

TGS2023 will be held from Thursday, September 21 to Sunday, September 24. TGS Official Exhibitor Program will be broadcast from around 10:00 a.m. to 24:00 a.m., and will be available on YouTube, Twitter, NicoNico, and various other video platforms in Japan and overseas. It will be available on YouTube, Twitter, niconico, and various other video platforms in Japan and abroad.

In addition to distributing organizer programs such as keynote speeches, the Japan Game Awards, and the indie game pitch event "Sense of Wonder Night (SOWN)" TGS prepares a frame for distributing exhibitor programs (as TGS Official Exhibitor Program).

Join the "TGS Official Exhibitor Program" where the official exhibitor programs can be distributed.

Broadcasting Period

September 21 (Thu) ~ September 24 (Sun) 2023

Program (Regular Distribution) Participation Fee

※Fee is based on 50 minutes per one slot.

General Slot JPY 2,750,000.- (tax incl.)

Golden Slot JPY 3,850,000.- (tax incl.)

【Distribution Hour】

General Slot : 10:00 a.m.~5:50 p.m.

Golden Slot : 6:00 p.m.~11:50 p.m.

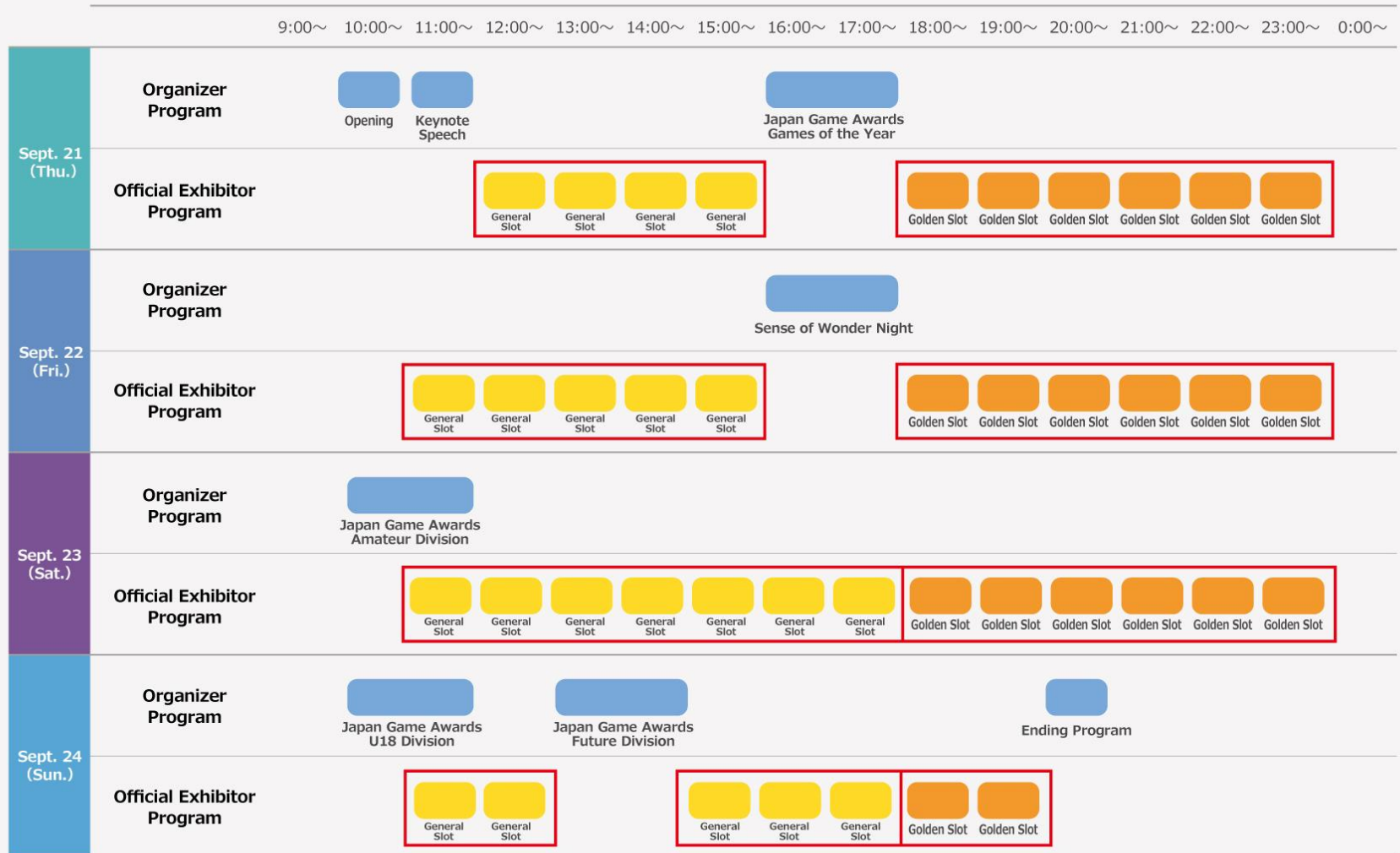
*This participation fee does NOT include exhibition fees of TOKYO GAME SHOW 2023. ONLY exhibitors on this (either online or real) event are eligible to participate the program.

Slot Time Schedule

※Timetable is subject to change without prior notice.

■ Organizer Program
 ■ General Slot
 ■ Golden Slot

● Exhibitors can select the implementation frame of Official Exhibitor Program from the part surrounded by red line.



- If an exhibitor wishes to set the program between midnight and 10:00am, additional extra-hour fee will be charged.
- The above time zone is based on JST (Japan Standard Time).

Program Outline

The program provides participating exhibitors the following items, service and functions.

● Providing Exhibitor's Slot in Official Program (50 minutes per slot)

*1 Slot: 50 minutes ※Up to 2 consecutive slots (Total 110 minutes) available upon availability. (Exhibition Fee for the program will be double.)

● Available Slots: September 21 (Thu.) through September 24 (Sun.)

*Available Slots: See previous page in "Yellow" for General Slots and "Brown" for Golden Slots.

*Contact OMO if you wish to deliver at a time other than the program frame in the timeline.

● Programs will be streaming at the following TGS channels.

**YouTube / Twitter / niconico / Twitch / Facebook / TikTok / STEAM /
DouYu / bilibili / HUYA / Douyin / Xigua / Toutiao**

*The above video platform is subject to change without prior notice.

*Please note that depending on the content of your video, the program may not be able to distribute it to Chinese video platforms.

● Program Time Slot is decided by "Program Time Slot Selection Meeting" with followed by 2 selection priority orders

*TGS2023 Official Exhibitor Program Time Slot Meeting will be holding on June 20 (for Priority ① and ②) and June 30 (for Priority ③ and ④).

At the meeting, each exhibitor picks up the appropriate slot(s) in the order of selection priorities. After selecting by Priority ① and ② exhibitors, the Management Office will inform the exhibitors of Priority ③ and ④ for the vacant time slots in advance.

In case of a larger number of exhibition applications exceeding the available slots, it will be possible that the available time slots will be filled before all the selection orders come around.

In this case, if there are no more available slots, exhibitor will be asked to decide whether to cancel the exhibition (no cancellation fee will be charged.)

The right of decision by applicable exhibitor(s) will be remained by one business day after the selection meeting.

(e.g.) In case an exhibitor who applied for Golden Slot does not have any Golden Slot available at the time of selection, the exhibitor may cancel the application without paying for any cancellation fee. However, if there is a Golden Slot available, even if it is not the time slot you originally requested, an exhibitor will be charged a cancellation fee if it may cancel.

*It is possible to select a different time slot from the one you applied for at the program slot selection meeting (General Slot or Golden Slot). The participation fee for the determined time slot will be applied.

Selection Priority

Priority ① : Game Console Platform Company

Priority ② : Exhibitor that participated in the preceding show (TGS2022) with Official Exhibitor Program

Priority ③ : Exhibitor that participated in the preceding show (TGS2022)

Priority ④ : Other Exhibitor

*Program Time Slot Meeting will be holding online.

*For priority ① and ②, the exhibitors with the largest number of slot participations in 2022 will be prioritized. For other selection orders, exhibitors who have applied to exhibit real TGS2023 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2023 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

For priority ③ and ④, the exhibitors who have applied to exhibit real TGS2023 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2023 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

*1 company has 1 slot basis. However, if there are available slots remain, exhibitor can apply for multiple slots (50 minutes/1 slot).

Supplementary Items

- **The organizer will arrange the general MC, distribution studio (including basic decoration and waiting room), program director, script, and directions.**

- *After exhibitor slot is confirmed, you will have a meeting with the program production staff (Dwango).

- *See prior meeting schedule on page 17.

- *Live streaming will be conducted from onsite studio set up by the organizer in Makuhari Messe. Exhibitors who wish to use other studios must make their own arrangements. Additional distribution fees (transmission fees) will be charged for distribution from exhibitors' booths or other studios within Makuhari Messe.

- *The basic set of the studio is a digital background created by chroma key composition. If the performer is unable to come to the studio, online participation will be available. (Upon consultations)

- *If you wish to pre-record / edit (by the organizer), it will be an option (charged). The pre-recording schedule will be decided upon prior consultations.

- *The program can be produced by a production company arranged by the exhibitor, or the video (complete package) pre-recorded by the exhibitor can be distributed, but the participation fee will be the same.

- **In order to strengthen promotions for overseas, the organizer will arrange an English simultaneous interpreter and distribute the English simultaneous interpreter version in parallel with the original version. (Included in the exhibition fee)**

- *Organizer assigns simultaneous English/Japanese interpreter. Optional (charged) if you wish to have a simultaneous interpretation version in a language other than English/Japanese.

- **Simulcast will be delivered on TGS Official Channel.**

- *See page 4 for video platforms for simultaneous distribution.

- *The above video platform is subject to change without prior notice. Please note that depending on the content of your video, the program may not be able to distribute it to Chinese video platforms.

- *The delivered programs will be archived on the official channel of each video platform. If archiving is not possible, please let us know in advance.

Arrangements by Organizer①

Staff Compositions Per One Program

- **Director (staff:1)** Program Production, Time Management, Performance on the Day of Event
- **Assistant Director (staff:1)** Director will contact studio performers (including loading/putting in items for performers).
- **Program Configuration** Managing program structure and script
- **Switching (staff: 1)** Switching and adjusting images such as cameras, game consoles, images, and slides in the program.
- **Video Photographer (staff: 2)** Operating video camera (3 units)
- **Sound (staff: 1)** Sound switching and coordinating between performers, consoles, video data, and BGMs
- **Video Output** Managing multiple video output (from consoles, information, and remote controls)
- **Sound Input** Managing multiple sound source (from consoles, video data, BGMs, SE, and remote controls)
- **Interpreter Support** Adjusting the audio in simultaneous interpretation. Basic support available only in English
- **Broadcasting** Simulcast at TGS Official Channel at YouTube Live, Twitter Live, niconico and other platforms

Arrangements by Organizer②

Equipment Configurations (per 1 slot) *(): number of unit

- **Switcher (1~2)** Video switching / composition *Basic number of inputs: 8 systems
- **Video Camera (3)** Studio Video Productions
- **Sound Mixer (1)** Voice switching / composition (01V)
- **Microphone (5)** For studio performers *Maximum number of microphones at studio: 5
- **Supporting Remote Operations (1)** Output the video and audio from the remote tool to the screen
- **Output from Game Consoles (2)** Up to 2 units can be stand by at the same time and display on the screen
- **PC for output (1)** Output of slides, screen UI, etc.

*In case of the display system is complicated such as e-Sports, arrangements upon consultations

- **Video Output (1)** Output of video data
- **Streaming Equipment (3~)** For YouTube Live, Twitter Live, niconico and other video platform
- **Recorded Data (1)** Program out only, unedited, cloud data delivery

Program Materials and Equipment

- **Official Exhibitor Program Video/BGM** Opening Video, Jingle
- **Display Items** Performer's Name Plate
- **Play Cast List** Play Cast List for Production Staff
- **Script Book** Printing Program Script Book (Up to 20 copies)
- **Infection Prevention Measures** Non-contact thermometer, alcohol disinfectant, acrylic board, mask

Provided by Exhibitor

- **Performer/Guest (★)** Casting of Performers, Guest, (Talent, Voice Actors, etc.), Hair Make-up Staff
- **Video Footage** Game Play Promotion Video and other footages
- **Slide** Introduction Slide ※1920×1080 with jpg format
- **Game BGMs** Use in the program
- **Game Consoles** Game Hardware machine that can use the titles introduced in the program
- **Decoration Items** Ornaments such as posters and stuffed animals
- **Program Cover Image** Images for advance notice such as YouTube Live, NicoNico Live Broadcasting
- **Background Image** For studio background
- **Program Title** Use for TGS2023, YouTube Live, niconico and other platforms
- **Promotion Images by Performers** Use for the program, website

(★) The exhibition fee for TGS Official Exhibitor Program does NOT include for casting of guests (talents, voice actors, etc.) and various customizations. If the exhibitor wish to arrange, Management Office will quote separately.

Optional Price

*Per 50 Minutes/Slot (Tax Inclusive)

● Late Night/Early Morning Slot (Japan Standard Time : 0:00am ~ 11:00am)

- Distribution of Pre-Recorded Contents **JPY 660,000**
*Additional 660,000 yen for distribution of programs recorded will be charged if the program holds in another studio
- Live **JPY 1,210,00**
*Live distribution at the studio in the Makuhari Messe Exhibition Hall prepared by the organizer

● Pre-Record (Accepting 3 programs per day with first-come, first-serve basis)

- Without Editing **JPY 1,210,000**
*Additional fee may be required with video editing

● Language Subtitle Input/Editing (including translation fee)

- Per One Language **JPY 440,000**

● Complete Package Distribution for Third Languages

- Per One Language **JPY 220,000**
*A complete package defines a file that contains video, audio, and message and can be delivered.
*Additional delivery fee for delivery in languages other than Japanese or English.

● Simultaneous Interpretation (excluding Japanese/English)

- Live Distribution (per 1 language) **JPY 660,000**
- Pre-Recording (per 1 language) **JPY 550,000**

● Live Distribution from non-Venue (excluding production and studio rental fees)

- Distribution Fee only **JPY 440,000**

● Simulcast from exhibitors' accounts

- 1 Exhibitor / Up to 2 Platforms **JPY 275,000**

*For special designs / decorations, productions, and other options tailored to the exhibitor, Management Office will make a separate quotation upon consultation.

Live Broadcasting Studio

Live broadcasting and recording will be taking place following venue.

Makuhari Messe Location: Hall 11 (Tentative)

<http://www.m-messe.co.jp/>

Access

- ◆ Train ◆
 - Approx. 30 minutes from Tokyo Station or 12 minutes from Soga Station to Kaihim Makuhari Station on the JR Keiyo Line. 5 minutes walk to Makuhari Messe.
 - Approx. 40 minutes from Akihabara Station to Makuhari Hongo Station on the JR Sobu Line. 15 minutes by bus to Makuhari Messe.
- ◆ Bus ◆
 1. For "Kaihim Makuhari Station"
Makuhari Hongo Station -JR Kaihim Makuhari Station (5 minutes walk to Makuhari Messe) 15 minutes
 2. For "ZOZO MARINE STADIUM" / "Iryo Center"
Makuhari Hongo Station --Town Center (3 minutes walk to Makuhari Messe) 17 minutes
 3. For "Makuhari Messe Chuo"
Makuhari Hongo Station --Makuhari Messe Chuo 17 minutes
- ◆ Car ◆
 - From Tokyo
Approx. 40 minutes from downtown Tokyo or Tokyo International Airport (Haneda) to Makuhari Messe via the Higashi Kanto Expressway (exit at the Wangan Narashino Interchange) or the Keiyo Toll Road (exit at the Makuhari Interchange). 5 minutes to Makuhari Messe from either exit.
 - From Narita Airport
Approx. 30 minutes from [Narita International Airport](#) via the Higashi Kanto Expressway. 5 minutes to Makuhari Messe from the Wangan-Chiba Interchange exit



• Rehearsal

Official Exhibitor Programs will be distributed alternately in four studios with equivalent equipment. As soon as the previous show in the studio is over rehearsal at next program in designated studio will be launched.

• Studio Equipment *Refer for equipment list on page 9.

Consult with TGS Management Office in advance if the participating exhibitor wish to set additional studio equipment. Management Office does not support for editing video and audio in the studio.

• About the Access of Performer, Loading and Unloading

*Will inform the instructions in the [Exhibitor's Manual] in early July.

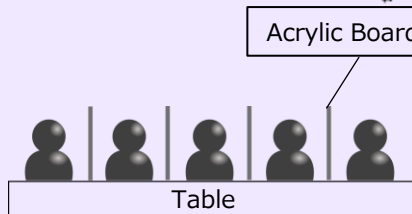
Regular Distribution Studio Configurations



Game Introductions

[Position]

(Estimated Number of Performers: 5)



- ※Place a transparent acrylic board between the performers to create a gap about 70cm.
- ※Performers can be participated remotely.
- ※Please contact to Management Office if more than 5 people will appear at the same time.
- ※MC provided by organizer includes on this configuration.

[Program Configurations]

○Opening

- Remarks/Introductions
- Inviting guests

○Introduction of Game Title(s)

- PVs, Presentations, Game Plays

○Ending ·Information, Remarks

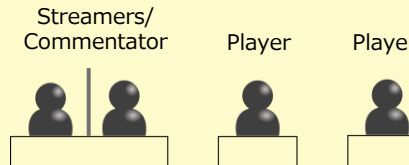
- ※ It is also possible to introduce multiple titles while changing guest performers.



Game Plays (Exhibitions)

[Position]

(Estimated Number of Performers: 4)



- ※Place a transparent acrylic board between the performers to create a gap about 70cm.
- ※Without acrylic board, make a gap at least 2m.
- ※Players, streamers, or commentators can be participated remotely.
- ※Please contact to Management Office if more than 4 people will appear at the same time.

[Program Configurations]

○Opening

- Remarks, Exhibition Rules
- Inviting and introduce of athletes

○Game Exhibition Match

- Available for live commentary on the battle screen

Consultation required regarding screen UI design and operation

- Dialogue at post-game match

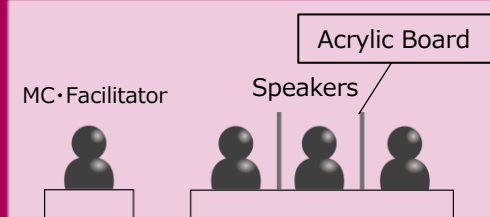
○Ending ·Closing Remarks



Panel/Talk Sessions

[Position]

(Estimated Number of Performers: 4)



- ※Place a transparent acrylic board between the performers to create a gap about 70cm.
- ※Without acrylic board, make a gap at least 2m.
- ※Performers can be participated remotely.
- ※Please contact to Management Office if more than 4 people will appear at the same time.

[Program Configurations]

○Opening

- Remarks, Introduction of session outline
- Inviting speakers

○Talk Session

- Speaking Session, Dialogue, Interview, Discussion

○Ending ·Wrap-ups, Remarks

- ※ Images, slides, etc. can be displayed as materials.

Basic Screen Configurations

Image of On-site
Performers Positions
+
Remote Performer



Other Screen
Images



*Regarding the screen configuration, consult with us in advance about what can be reflected in the basic equipment configuration, alternative displays may be able to support other than this images.

About Infection Prevention Measure on Program Recording at Studio

TOKYO GAME SHOW Management Office will conduct and distribute TGS Official Program while taking measures to prevent Covid-19 infection in accordance with the "Guidelines for the Prevention of the Spread of COVID-19 Infection in the Exhibition Industry" stipulated by the Japan Association of Exhibitions and Conventions.

- **Staff's Wearing Masks**
- **Staff's Alcohol Disinfection and Hand Washing**
- **Temperature Measurement and Physical Condition Confirmation When Entering the Venue**
- **Refusal of Admission for the Following Persons**
 - When a fever of 37.5°C or higher is observed
 - Symptoms such as suffocation, strong dullness, coughing, or pharyngeal passage even if it is mild.
- **Secure social distance between performers and staff. As a guide, leave one person between the performers. In addition, an acrylic plate or the like will be installed between the performers to prevent splashing.**
 - If no acrylic plate is installed between the performers, leave a space of about 2 m.
 - If an infection occurs, please disclose the necessary information at the request of government agencies and local governments in order to identify the infection route.
- **Infection prevention measures should be taken NOT ONLY at the recording studio, BUT ALSO in the production to avoid causing anxiety to viewers.**

※Government policy at the time of TGS 2023 may result in changes to the regulations for the Covid-19 measures.

Notes for Program Productions

● Rights processing of videos, presentation materials, images, music, etc.

Regarding videos, presentation materials, music, etc. prepared by exhibitors, be careful not to infringe the copyrights and other rights of third parties. Please obtain permission from the exhibitor and process the necessary rights prior conducting official program.

If a problem such as infringement of the rights of a third party occurs, or if the third party is damaged as a result, the exhibitor is responsible for handling it.

● About game titles handled in the program

When distributing the "Official Exhibitor Program", please be sure to comply with CESA's "Guidelines for Advertising, etc. of Home Game Software for" Only for 18 years old and over " such as Z titles.

<https://expo.nikkeibp.co.jp/tgs/2022/pdf/Guidelines.pdf>

● About program distributions

Distribution The "Official Exhibitor Program" will be distributed from the TGS official account. Management Office will inform the exhibitor about the platform to be used separately.

● About the organizer promotion

① After the "Official Exhibitor Program" is distributed, the video material will be used for the TGS official website, SNS, and future TGS promotion.

② Regarding the contents (including created materials) and portraits that the TGS secretariat interviewed, photographed, and recorded during the session, in addition to the TGS official website and SNS. It may be used for the promotion of TGS.

● About the archive of "Official Exhibitor Programs" on TGS official channels, etc.

"Official Exhibitor Programs" will be archived on the TGS official channel after live distribution.

For archiving, permission for videos, presentation materials, music, guests, etc. prepared by exhibitors is premised on archiving. Please contact the exhibitor in advance. * Except when archiving is not possible

● Secondary use of "Official Exhibitor Program" by exhibitors

After distribution of "Official Exhibitor Program", if the exhibitor uses the video for secondary use other than the archive of the TGS official channel, the office work is done in advance. Please inform to TGS Management Office.

* After the "Official Exhibitor Program" is distributed, we will hand over the video file as data.

* Please give permission from the exhibitor, etc. for the secondary use of the "Official Exhibitor Program".

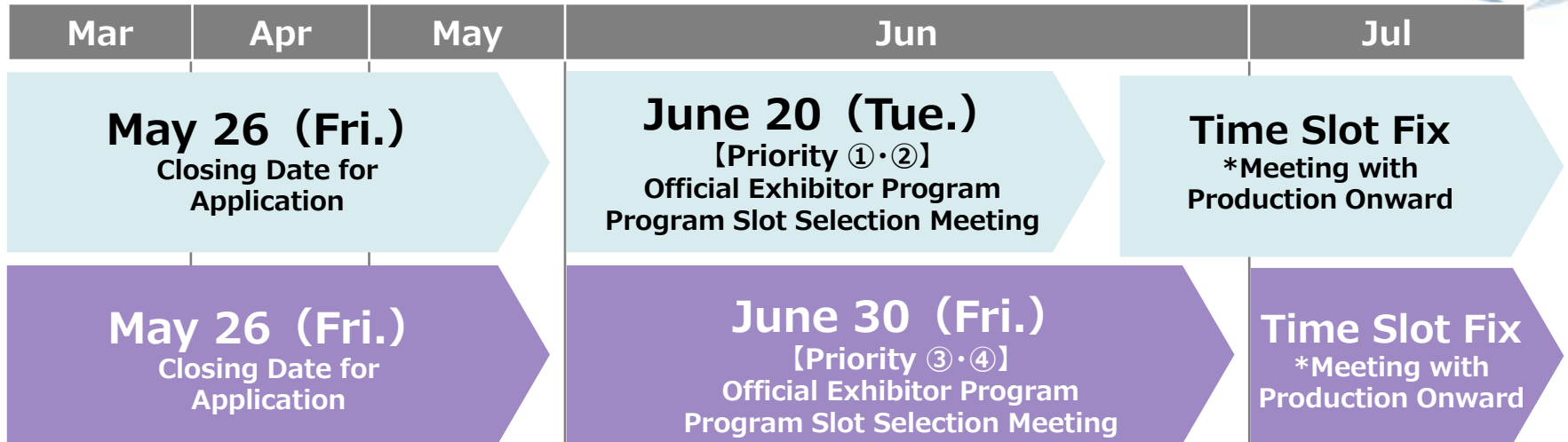
* If the exhibitor uses the "Official Exhibitor Program" for the secondary use, no usage fee will be charged to the organizer.

● TGS Management Office will confirm the contents of pre-recorded complete package delivery in advance.

● Take measures against Covid-19 infections. Please give consideration to the viewer not only in the operation of the recording site but also in the productions.

If Management Office and Organizer determine that there is a problem with the above contents, Management Office may ask the exhibitor to request corrections or stop / cancel the live distribution.

Timeline



***Note: TGS Overseas Management Office will participate in the online selection meeting on behalf of overseas exhibitors if no one is able to attend the meeting.**

Selection Priority

Priority ① : Game Console Platform Company

Priority ② : Exhibitor that participated in the preceding show (TGS2022) with Official Exhibitor Program

Priority ③ : Exhibitor that participated in the preceding show (TGS2022)

Priority ④ : Other Exhibitor

***Program Time Slot Meeting will be holding online.**

*For priority ① and ②, the exhibitors with the largest number of slot participations in 2022 will be prioritized. For other selection orders, exhibitors who have applied to exhibit real TGS2023 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2023 exhibition application deadline timeline, and CESA member will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

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*1 company has 1 slot basis. However, if there are available slots remain, exhibitor can apply for multiple slots (50 minutes/1 slot).

To Contact

TGS Overseas Management Office (OMO) **【E-mail】 tgs@congre.co.jp**

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Development Council (TAITRA)

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E-mail : georgechou@taitra.org.tw

<https://tgs.cesa.or.jp/en/>