



## TOKYO GAME SHOW 2023 Outline Released

# Taking up entire Makuhari Messe halls for the first time in four years

# Largest-ever scale exhibition to be held at Physical x Virtual x Online venues

**Bringing together expanding game industry and diversifying game fans under one roof**

**Theme: “Games in motion, the world in revolution”**

**[Dates] September 21 (Thu.) to 24 (Sun), 2023**

### Physical Venue

New areas are set up to meet the expanding game industry. Family and cosplay areas are revived for the first time in 4 years. Stage events are also refreshed to deliver more enjoyable entertainment.

### Virtual Venue

The virtual venue "TGS VR" first appeared in 2021. In this third year, visitors can access the venue by smartphones in addition to HMDs and PCs. The world is evolving and powered up.

### Online

TGS offers online programs again this year. Check out the exhibitors via official streaming programs, and play trial versions of indie games and big-name titles on the special Steam site.

In cooperation with Nikkei Business Publications, Inc. (Nikkei BP, President: Naoto Yoshida) and DENTSU, Inc. (Representative Director: Norihiro Kuretani), Computer Entertainment Supplier's Association (CESA, Chairman: Hideki Hayakawa) has announced that it will be holding TOKYO GAME SHOW 2023. Applications for the exhibition are now being accepted. The deadline is Friday, May 26, 2023.

TOKYO GAME SHOW 2023 (TGS2023) will be held for four days from Thursday, September 21 to Sunday, September 24. At Makuhari Messe (Chiba), September 21 (Thu.) and 22 (Fri.) will be Business Days, and September 23 (Sat.) and 24 (Sun.) will be held as Public Days. The exhibition focusing on games will invite a wide range of visitors, including business professionals and families.

Moreover, the virtual venue “TOKYO GAME SHOW VR 2023” (TGSVR2023) will be held for the same four days as the real venue. The exhibition at the virtual venue will be held for one week longer than the real venue, until October 1st (Sun).

### **●TGS2023 will increase its appeal and communication as the game industry evolves and expands**

The value of games attracted much attention as entertainment that connects people during the COVID-19 crisis. Moreover, the ways to enjoy games, such as e-sports and game commentary, are diversifying, and the market for related products such as gaming PCs and gaming furniture is expanding. Technologies such as Metaverse and NFT have developed from games, and the technologies cultivated in games are now being used in other industries. Games are becoming more influential, and new entrants into the

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game business are rising.

At TGS2023, in response to the growing interest in such "games", we will use all platforms, physical venue, virtual venue, and online, to let the world know what is happening at the forefront of the game industry. For the first time in four years, TGS will take up the entire Makuhari Messe halls for the physical exhibition, and the admission of elementary school students and younger, which was not possible last year, will open as well as the cosplay area. In addition, we will further strengthen the virtual venue and online projects to realize the largest-ever hybrid event.

Please look forward to TOKYO GAME SHOW 2023, whose appeal and communication will increase as the game industry evolves and expands.

## ■Features of TGS2023■

### ●Exhibition at its largest-ever scale

Last year, despite restrictions due to the COVID-19 pandemic, approximately 140,000 people visited the real venue during the four days of the exhibition. Official programs recorded 26.98 million views, and the number of viewers of TGS VR was about 400,000, showing great momentum.

TGS2023 will be held as the largest-ever hybrid event to meet further expectations of exhibitors and visitors. For the first time in four years, the event will take up Makuhari Messe Halls 1-11, International Conference Hall, and Event Hall for physical exhibition. More than 2,000 booths and 200,000 visitors are expected. To enjoy the TGS VR anytime and anywhere, smartphones have been added to compatible devices, as well as PCs and head-mounted displays (HMD). The official program will be streamed simultaneously on various platforms such as YouTube, Twitter, and niconico. Like last year, the programs will be delivered with simultaneous Japanese-English interpretation, while also streaming programs for viewers in China.

Also, in response to the growing variety of PC games, TGS will set up a special Steam site again this year to support sales of compatible game software, and free trial play, among other content.

### ●Various Exhibition Areas and Content

In response to various ways to enjoy games and the expanding game industry, TGS2023 will newly set up the "Gaming Hardware Area" exhibiting gaming PCs and peripherals as well as the "Gaming Lifestyle Area" introducing gaming furniture and game room.

Moreover, the Game School Area is renamed "Game Academy Area," lowering the barrier for exhibition from a wide range of educational institutions, including high schools, technical colleges, vocational schools, universities, graduate schools, and research institutes developing and producing human resources for the game industry. In addition to reviving the cosplay area, we are also planning the stage event with the appearance of famous streamers and cosplayers.

What is more, the Family and Kids Area will be set up for the first time in four years. Based on the themes of "learning" and "playing," the Area will host a programming section where you can learn the fun of creating games, a work experience area where you can learn about jobs in the game industry, and a game experience area where families can enjoy the trial play of various game titles. The Area will convey a multi-faceted attractiveness and depth of games to the children responsible for the next generation.

### ●From the World to Japan, from Japan to the World

Last year (2022), many exhibitors and visitors from overseas participated in TGS. However, there were still restrictions on entering Japan, and many people had to give up participating in TGS or visiting the physical venue. Since such restrictions will be lowered this year, we are focusing even more on attracting exhibitors from overseas and inviting visitors to the physical venue.

Specifically, on Business Days, we will expand the business meeting area for responding to many requests for face-to-face international business negotiations. We also plan to revive the International Party as a platform to promote international exchange. Please look forward to TOKYO GAME SHOW 2023, which will serve as a hub for global game businesses and a gateway to the world.

TOKYO GAME SHOW 2023 Theme

**ゲームが動く、世界が変わる。**

**Games in motion, the world in revolution**

**游戏悦动 世界幻变**

**遊戯悦動 世界幻變**

Headwinds continued to blow in the world over the past few years.  
Still, games never stopped making breakthroughs.

New technologies bloomed one after another from games.  
New industries were developed one after another by joining hands with games.  
New excitement brought our days to the bright side.

Games have the power to lead the world,  
even the strength to repaint someone's life.  
Many of us might have felt that way.

That's why we want to make more challenges that only games can do.  
Games will lead the world, and become a tailwind for global growth.  
Because when games are in motion, the world is on the way to revolution.

In 2023, TOKYO GAME SHOW will return in a more powerful form.  
We hope to share the first step to changing the world,  
with many game lovers in Japan and overseas.

## ■ TOKYO GAME SHOW 2023 Exhibition Outline

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Event Title: TOKYO GAME SHOW 2023  
Organizer: Computer Entertainment Supplier's Association (CESA)  
Co-Organizers: Nikkei Business Publications, Inc., DENTSU, Inc.  
Dates & Times: September 21 (Thursday), 2023 Business Day 10:00 a.m. - 5:00 p.m.  
September 22 (Friday), 2023 Business Day 10:00 a.m. - 5:00 p.m.  
September 23 (Saturday), 2023 Public Day 10:00 a.m. - 5:00 p.m.  
September 24 (Sunday), 2023 Public Day 10:00 a.m. - 5:00 p.m.  
\*Doors may open at 9:30 a.m. on Public Days depending on circumstances.

Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)  
Exhibition Halls 1 to 11 / International Conference Hall / Event Hall

Expected Number of Visitors: 200,000

Expected Number of Booths: 2,000

Official Website: <https://tgs.cesa.or.jp/>

\*The English version ( <https://tgs.cesa.or.jp/en/> ) is planned to be unveiled on March 7.

## ■ Exhibitor Application, Selection, and Briefing Schedule

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Exhibition Application Deadline: May 26 (Friday), 2023

Booth Location Meeting: June 12 (Monday), 2023 ·

····· For exhibitors with 40 or more booths (no adjoining exhibitors)

July 4 (Tuesday), 2023

····· For exhibitors with less than 40 booths (adjoining other exhibitors)

Official exhibitor program (regular streaming) selection:

June 20 (Tuesday), 2023

····· For exhibitors categorized with priority (1) and (2)

June 30 (Friday), 2023

····· For exhibitors categorized with priority (3) and (4)

\*Priority (1): Home game console platformers

Priority (2): Exhibitors participated in TGS 2022 Official Exhibitor Programs

Priority (3): General exhibitors participated in TGS2022

Priority (4): Other exhibitors

Exhibitor Briefing: July 4 (Tuesday), 2023