

TGS2023 Official Supporter is Risa Unai, an Anchor! First Time in TGS History! TGS2023 Unveils 10 Official Influencers from Overseas to Generate Buzz in the Asia Pacific Region!

TGS Indie Game Official Ambassador is POCKY for Two Consecutive Years

Computer Entertainment Supplier's Association (CESA, Chairperson: Haruhiro Tsujimoto) has announced the official supporters for the upcoming TOKYO GAME SHOW 2023, to be held in-person at Makuhari Messe from September 21(Thu.) to 24 (Sun.) The official supporters will join us in increasing momentum leading up to the event.

Ms. Risa Unai, an anchor known for her passion for gaming, is the TGS2023 Official Supporter. Additionally, TGS recruited and selected 10 official influencers from the Asia-Pacific region (Official Influencer from Asia-Pacific) to promote the event to overseas viewers for the first time in its history. POCKY, a content creator, will be the Official Indie Game Ambassador for the second consecutive year.

With the help of the mentioned individuals, we will bring excitement to the event before and during TGS2023. Please stay tuned.



<Comments from the TGS2023 Official Supporter Risa Unai>

I have been visiting TGS almost every year, so I feel truly honored to have been named its Official Supporter. When I first heard the news, I screamed loudly for joy, as if I were breaking the eardrums of the people around me. This is the best gift I have received this year. I am going to explore every corner of the venue and find out what types of new games are there. I am also passionate about trying new games and sharing my excitement with as many people as possible.

<Video comments>

https://youtu.be/_X1M6Km9fGM

<Biography of Risa Unai>

TBS Anchor, Born on Sep. 21, 1991 in Yokosuka City, Kanagawa Prefecture

Risa Unai is a TBS anchor, appearing on the variety program "Akko ni Omakase!" and the lunchtime news program "Hiru Obi" on Wednesdays and Fridays. She is also an avid gamer, participating as a player in the fighting game event EVO Japan. In 2020, she launched her YouTube channel "Risa Unai/Unapon GAMES," uploading play-by-play game commentaries and related videos. You can tell she is a true gamer when you see her enjoying games with other popular game commentators and peers.

■ For the First Time in TGS History:

Official Influencers Selected from 10 nations and regions of Asia Pacific!

For the first time, TGS2023 has recruited "Official Influencers from Asia-Pacific" from related nations and regions to disseminate information globally. The candidates must be based in Asia Pacific, 18 years or older, and have more than 50,000 followers on their SNS channels, such as YouTube and X(formerly Twitter). We have selected one official influencer from each of the 10 countries and regions.

During the TGS exhibition, official influencers will be asked to share the latest news and the atmosphere of the venue on their personal channels for four days from September 21 (Thu.) to 24(Sun.).

Influencer	Area	SNS Platform(representative)	Followers
Junpei Zaki	Australia/New Zealand	https://www.tiktok.com/@junpei.zaki	16.50 M
Lam Wai Wai (TAT GOR)	Hong Kong	https://www.twitch.tv/underground_dv	0.17 M
Aaditya Deepak Sawant	India	https://www.youtube.com/@DynamoGaming	10 .00M
Rivaldo Santosa	Indonesia	https://www.youtube.com/@TheLazyMondayGaming	0.48 M
Sonsen	Malaysia	https://www.youtube.com/@SonsenisMe	0.70 M
Royce John I. Sy (KingFB)	Philippines	https://www.youtube.com/channel/UCY82vc2qc6OpJ2Jlc84uwmw	0.54 M
Yosuke	Singapore	https://www.facebook.com/gaming/yosukecosplay	0.26 M
CY GAMING	Taiwan	https://www.facebook.com/groups/1412500602365962	0.12 M
GamerOmteen	Thailand	https://www.facebook.com/gameromteen	0.49 M
Peter Nguyen	Vietnam	https://twitter.com/MetaStrikeHQ	0.10 M

■ TGS2023 Indie Game Official Ambassador is POCKY for Two Consecutive Years!

POCKY, a content creator, is appointed as the TGS2023 Indie Game Official Ambassador for two consecutive years. POCKY will appear on the TGS official program "Selected Indie Games 80 ~ Gateway to SOWN2023~", introducing indie games to be showcased at the event. The program will be streamed today at 18:00. Additionally, POCKY will select an excellent game from indie games to be exhibited at Selected Indie 80 from the viewpoint of a creator and present the "POCKY Award" during the exhibition.



<Biography of POCKY>

[POCKY](#) is a popular Japanese content creator whose YouTube channel has over 3.4 million subscribers, boasting more than 3.7 billion total views. He has been active in play-by-play game commentary and is known for his love of indie games.

As the TGS Indie Game Official Ambassador last year, he recognized the three best titles for the POCKY Award from the entries of the indie game free exhibition which is renamed "Selected Indie 80" this year. He also introduced these new indie games on his video channel, earning over 260,000 views and promoting the fun of innovative indie games to a broader audience.

<Comments from POCKY>

Hi, I am POCKY. I am very honored to serve as TGS Indie Game Official Ambassador for two consecutive years! I will do my best to showcase the appeal of my favorite indie games to a wider audience! See you at the venue!

■ The Online Program “Selected Indie Games 80 - Gateway to SOWN2023-” Streamed at 6:00 p.m. Today. Check out Indie Games Selected for TGS2023!

TGS will stream the online program "Selected Indie Games 80 -Gateway to SOWN2023-" on Aug. 29 (Tue.) at 6:00 p.m. The program will showcase all 81 titles selected from a record-high 793 entries for the free exhibition opportunity for indie games at TGS. TGS Official Indie Game Ambassador POCKY and Mr. Shin Imai, Deputy Editor-in-Chief of IGN Japan will introduce all selected titles together. Don't miss this excellent opportunity to experience attractive indie games full of creative ideas.

Program URL : <https://youtube.com/live/ZmBjl4ym45U?feature=share>

Time: 6:00 p.m. to 9:00 p.m., Aug. 29 (Tue.)

■ Predict SOWN2023 Finalists Campaign Starts Today! Send Your Vote by Sep.12

The SENSE OF WONDER NIGHT (SOWN) is a popular TGS project that discovers innovative game ideas and offers indie game developers a platform to present their unique creations that will surprise people and give them a "Sense of Wonder" - a feeling that something will change in their world upon first seeing or hearing about the concept.

TGS2023 is holding a campaign for game fans to predict the eight SOWN 2023 Finalists, who give presentations at SOWN, from the 81 titles of Selected Indie 80 between Aug. 29 (Tue.) and Sep. 12 (Tue.) You can watch demo videos prepared by the 81 developers, play trial versions, and vote for your favorite finalist candidates with support comments. TGS will forward your feedback to game developers. After the announcement of finalists on Sep. 13 (Wed.), the voters who correctly guessed the most number of finalists will be the winners, in descending order. Winners can choose a prize from PlayStation®5, Nintendo Switch (organic EL model) in neon blue or neon red, game software *Serial Cleaners*, or TOKYO GAME SHOW 2023 Official T-shirt.

More Details and How to Vote: Visit the TGS2023 Official Website “Predict SOWN2023 Finalists” campaign page at: <https://tgs.nikkeibp.co.jp/tgs/2023/en/program/indie/campaign/>

Voting Period: From Aug. 29 (Tue.) to Sep. 12 (Tue.), 2023

■ TOKYO GAME SHOW 2023 Exhibition Outline

Event Title: TOKYO GAME SHOW 2023
Organizer : Computer Entertainment Supplier's Association (CESA)
Co-Organizers : Nikkei Business Publications, Inc., Dentsu, Inc.
Supported by: Ministry of Economy, Trade, and Industry (Japan)
Dates & Times: Business Days: 10:00 a.m. - 5:00 p.m. September 21 (Thu.)-22 (Fri.), 2023
Public Days: 10:00 a.m. - 5:00 p.m. September 23 (Sat.)-24(Sun.), 2023
*Doors may open at 9:30 a.m. on Public Days depending on circumstances.
Venue : Makuhari Messe (Mihama-ku, Chiba City)
Exhibition Halls 1 to 11 / International Conference Hall / Event Hall
Expected Number of Visitors : 200,000
Official Website: <https://tgs.cesa.or.jp/en/>