



## TOKYO GAME SHOW 2023 Online Report Official Programs Attracted 22,399,426 Views in Total

### The number of visitors to TGSVR2023 is 319,967

Computer Entertainment Supplier's Association ("CESA", Chairman: Haruhiro Tsujimoto) held the TOKYO GAME SHOW 2023 (TGS2023) in person at Makuhari Messe for four days, starting from September 21 (Thu.) to 24 (Sun.) Today, we have released the final number of viewers and visitors who attended the main online events of TGS2023.

At TGS2023, a total of 787 companies and organizations participated in the event. This year, the entire Makuhari Messe was used as the in-person venue, including the Family Game Park and the Cosplay Area that returned to the venue after a four-year hiatus. The event also featured various stage performances at the Event Hall. The organizers and exhibitors distributed official programs and hosted online projects, including the VR venue "TOKYO GAME SHOW VR 2023 (TGSVR2023)" and the Steam Special Site, making it the largest hybrid event to date in TGS history.

The official online programs that began with TGS 2020 were distributed across various platforms such as the TGS official YouTube channel and X (Twitter) account, as well as niconico, Twitch, and Steam Special Venue. For China, programs were distributed on video media such as DouYu, bilibili and HUYA. TGS collaborated with IGN, one of the world's largest game media companies, to distribute programs in Europe and the United States. Most of the programs were available in both English and Japanese with simultaneous interpretation and subtitles. Some programs were also streamed with simultaneous interpretation in Chinese, attracting many viewers from overseas. The total number of views for both live and archived distributions was 22,399,426 (period: Sep. 21 to Oct. 2).

A virtual reality venue TGSVR2023 celebrated its third anniversary, which ran from September 21 to October 8. The event spanned over a period of 18 days and was newly made accessible through smartphones. This year's TGSVR was set on "Game Island," a virtual island that floated in the sky. Visitors were able to explore the world of games and participate in quests and theaters while travelling around the venue. The event was a huge success with a total number of visitors counting 319,967 and an average stay time of approximately 48 minutes.

The COVID-19 pandemic has made games increasingly popular for their ability to bring people together for entertainment. The ways in which games are enjoyed, such as through e-sports and game commentaries, have become more diverse, and related products, such as gaming PCs and furniture, are growing in variety. Technologies like Metaverse and NFT, which were originally created for gaming purposes, are now spreading to other industries. Due to this, the impact of games is growing, and more people are entering the gaming industry. To adapt to the evolution and expansion of the industry, TGS2023 was held under the theme "Games in Motion, the World in Revolution." We would like to extend our gratitude to the press members for their coverage of both the real venue and online projects.

"TOKYO GAME SHOW 2024" will be held from Sep. 26 (Thu.) to 29 (Sun.), 2024 (real venue: Makuhari Messe). Please look forward to an ever-evolving TGS.

\*The number of visitors to the real venue of TGS2023 was announced on Sep. 24 (Sun.) Please see below.

<https://4c281b16296b2ab02a4e0b2e3f75446d.cdnext.stream.ne.jp/tgs/2023/exhibition/common/en/tgs0924newsen.pdf>

## ■ Number of Views on TGS2023 Official Channels \*From Sep. 21 to Oct. 2

**Total Number of Views : 22,399,426 (views)**

YouTube	1,718,349 (incl. English and Chinese)
X (Twitter)	7,051,360 (incl. English)
niconico	602,901
Twitch	282,694 (incl. English)
TikTok LIVE	1,885
Facebook	4,670 (incl. English)
Steam	1,313,329
DouYu (China)	187,369
bilibili (China)	806,932
HUYA (China)	5,900,118
IGN (Japan and global)	4,529,819

## ■ TGSVR2023 Visit Results \*From Sep. 21 to Oct. 8

Total number of visitors	319,967people
Average stay time	Approximately 48minutes
Device ratio	VR : 33.8% PC : 41.2% Smartphone : 25.0%

## ■ 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: 9:30 a.m. - 5:00 p.m. September 23 (Sat.)-24(Sun.), 2023
Venue:	Makuhari Messe (Mihama-ku, Chiba City) Exhibition Halls 1 to 11 / International Conference Hall / Event Hall
Number of Visitors :	243,238
Official Website:	<a href="https://tgs.cesa.or.jp/en/">https://tgs.cesa.or.jp/en/</a>