

# TOKYO GAME SHOW 2024

## Guide to Official Exhibitor Program

Updated: Feb.29, 2024



# Program Menu

TGS2024 will be held from Thursday, September 26 to Sunday, September 29. TGS Official Exhibitor Program will be broadcast from around 10:00 a.m. to 24:00 a.m., and will be available on various video platforms in Japan and overseas.

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).

This year, there will be no dedicated studio at Makuhari Messe, but live coverage will be streamed from either a complete package prepared by exhibitors or from a separate studio or exhibitor's stage on site. In addition, special discounts are available for exhibitors who participated in the official exhibitor program last year. Join the "TGS Official Exhibitor Program" where the official exhibitor programs can be distributed.

## Broadcasting Period

**September 26 (Thu) ~ September 29 (Sun) 2024**

## 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 : 12:00 p.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 2024. ONLY exhibitors on this (either online or real) event are eligible to participate the program.

**New!**

## Official Exhibitor Program Participation Fee – Special Discount

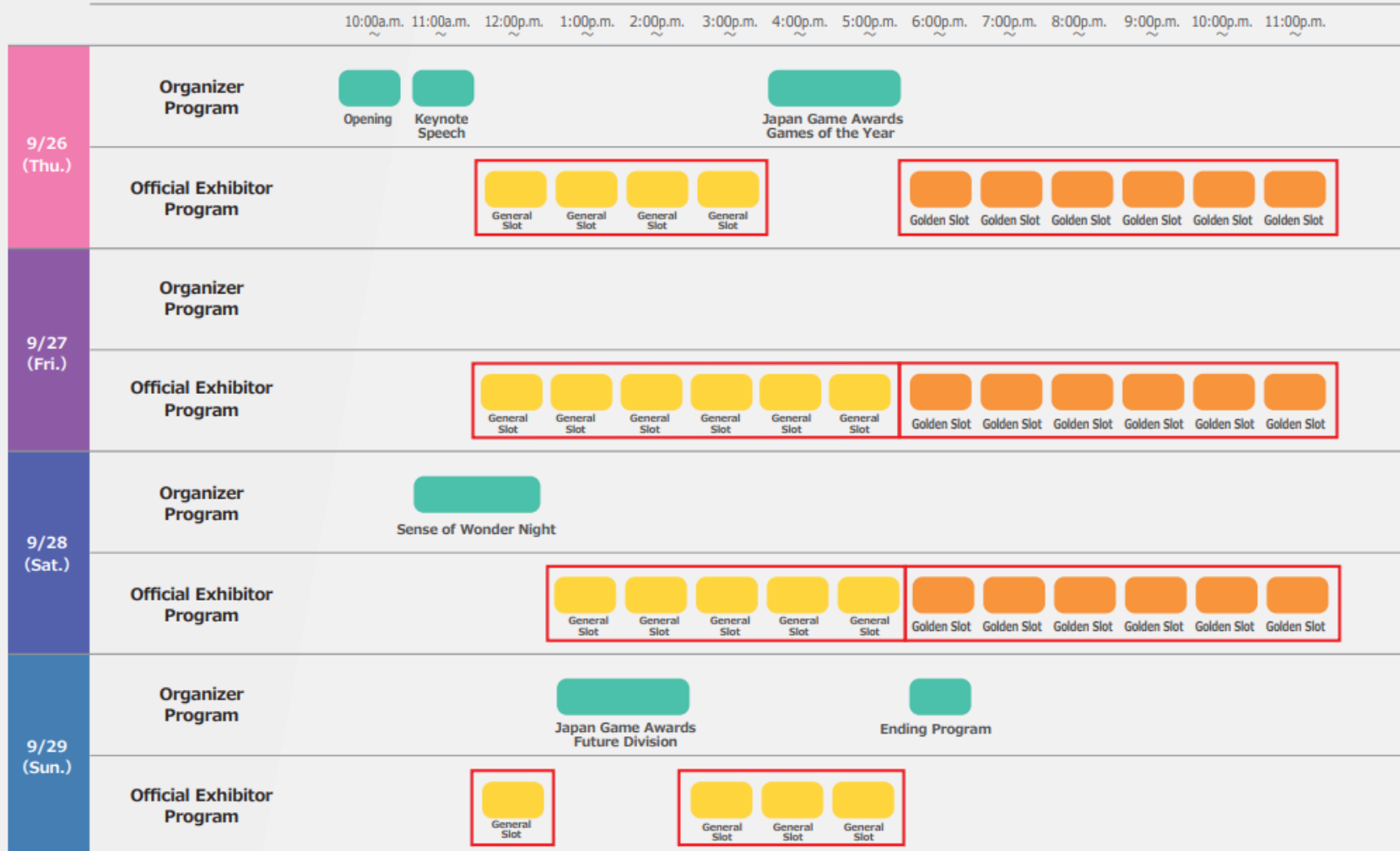
Exhibitors who have participated in TGS2023 Official Exhibitor Program receive **JPY500,000 OFF** the participation fee from the above amount.

# 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 12:00pm, 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 26 (Thu.) through September 29 (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 / X / niconico / Twitch / 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

\*TGS2024 Official Exhibitor Program Time Slot Meeting will be holding on June 14 (for Priority ① and ②) and June 27 (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 (TGS2023) with Official Exhibitor Program

**Priority ③** : Exhibitor that participated in the preceding show (TGS2023)

**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 2023 will be prioritized. For other selection orders, exhibitors who have applied to exhibit real TGS2024 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2024 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 TGS2024 with larger booth numbers (※regardless of booth shape), exhibitors who have met TGS2024 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

## ● Simulcast will be delivered on TGS Official Channel.

- \*Exhibitors will be able to distribute their own complete package videos (files containing video, audio and tickers that can be distributed) on TGS Official channel. Please note that this year the organizer will NOT be providing a studio for live streaming.
- \*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.
- \*Additional distribution costs (transmission costs) will be charged for distribution from exhibitor booths or separate studios on the Makuhari Messe venue.
- \*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.

## ● 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.

# Arrangements by Organizer

## Staff Compositions Per One Program

- **Interpreter Support** Adjusting the audio in simultaneous interpretation. Basic support available only in English
- **Broadcasting** Simulcast at TGS Official Channel at YouTube Live, X Live, niconico and other platforms

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

- **Streaming Equipment (3~)** For YouTube Live, X 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



# Optional Price

\*Per 50 Minutes/Slot (Tax Inclusive)

## ● Late Night/Early Morning Slot (Japan Standard Time : 0:00am ~ 12:00pm)

- 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

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

- Without Editing **JPY 1,210,000**
- \*Script and equipment available, no remote coverages
- \*Additional fee may be required with video editing

## ● Language Subtitle Input/Editing (including translation fee)

- Per One Language **JPY 440,000**
- \*If required at the time of streaming during TGS2024 event period, final data submission will be earlier than Friday, September 13, 2024

## ● 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)

- Per One language **JPY 660,000**

## ● Live streaming from remote studios and on-stage at the venue (excluding production and studio rental fees)

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

## ● Simulcast support from exhibitor's streaming 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.

# 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>

If your program includes video or audio of a title that is equivalent to the CERO "Z" rating, please submit at least the relevant part only by **Tuesday, September 3, 2024**. We will review the application ahead of time, and depending on the content, we may ask you to revise the content of the program. If revisions are difficult or cannot be made on time, we may not be able to distribute the program as an official exhibitor program. We ask for your understanding in advance.

## ● 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.

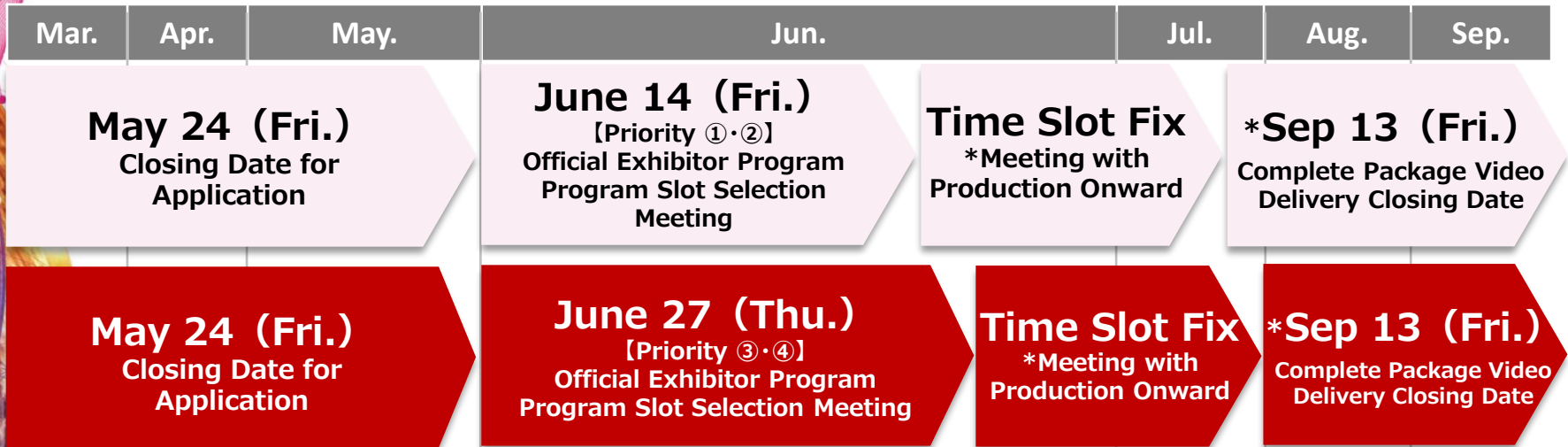
For archiving, permission for videos, presentation materials, music, guests, etc. prepared by exhibitors is premised on archiving. Please contact the exhibitor in advance. \* Except when archiving is not possible

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

**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.

\* The deadline for delivery of the relevant part is September 3 (Tue.) only if it contains CERO "Z" rating video/audio.

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## To Contact

### **TGS Overseas Management Office (OMO)** **【E-mail】 [tgs@congre.co.jp](mailto:tgs@congre.co.jp)**

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