

**TOKYO
GAME SHOW
2024**

Supervised by



Complimentary For TGS2024 Visitors

**TGS NOW! ~ TOKYO GAME SHOW
2024**

Official Guide Book

Call For Advertisement

Advertise in the official guidebook, a must-have for visitors to TGS2024.

What is 『TGS NOW! ~TOKYO GAME SHOW 2024 Official Guidebook』?

Japanese and English versions will be produced and distributed free of charge to visitors on Business Day and General Public Days at the venue entrance (*).

TOKYO GAME SHOW (TGS) 2024 will publish "TGS NOW!: TOKYO GAME SHOW 2024 Official Guidebook," an official guidebook for visitors to the show, which will be distributed free of charge from the first day of the show. "TGS NOW!" will be published under the supervision of the magazine "Nikkei Entertainment!" magazine, it introduces the highlights of TGS 2024, explains game trends based on interviews with exhibitors, and provides interesting and easy-to-understand articles. It will also include a floor map and a schedule of events during the show, making it a must-have official guidebook for visitors to TGS 2024. The English version will be distributed not only to TGS visitors from overseas, but also to overseas game events to be held in the fall of 2024 and thereafter.

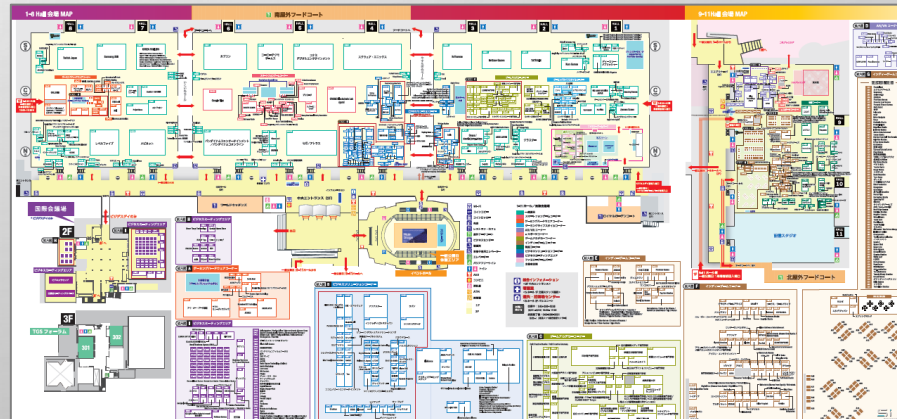
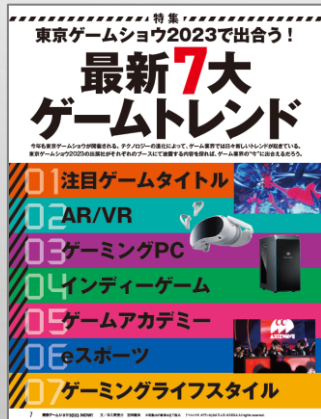
◆ Editorial Contents ※Subject To Change

- ✓ TGS2024 Hilighted Exhibitor
- ✓ Game Industry's Outlook for TGS2024
- ✓ TGS2024 Official Supporter Interview
- ✓ TGS2024 Floor Map・Exhibitor's Info.
- ✓ TGS2024 Oranizer's Project/Information
- ✓ Event Schedule at TGS2024

etc.

※Editorial contents are subject to change without prior notice.

TGS NOW!" has prepared a menu for exhibitors to post their advertisements. We hope you will take advantage of this menu to deliver information on your game titles, products, and services to business and game fans in Japan and abroad. * "TGS NOW!" will be distributed flat placement on a table at the entrance of the venue, etc.



Issue Date / Circulations

TGS NOW! ~TOKYO GAME SHOW 2024 Official Guidebook~

Issue Date : September 16 (Thu.) , 2024

Distribution Period : September 26 (Thu.) ~29 (Sun.)

Circulations : 200,000 (Japanese Edition) 、 20,000 (English Edition)

Format : Modified A4 Saddle-stitched, Left Opening 40 pages

※planned

Closing Dates

Space Reservations : July 26 (Fri.)

Materials : August 16 (Fri.)

Advertising Menu : Space and Rates

TGS2024 NOW !	Cover 4	Cover 2 Spread	Second Cover 2	Cover 3	1 page, 4-color	1 page, Advertorial
Space and Rate (tax incl.)	JPY 2,220,000	JPY 2,640,000	JPY 2,530,000	JPY 825,000	JPY 770,000	JPY 1,320,000

※The menu around the front pages will be limited to one company each. Please note that the ads will be closed as soon as all the spaces are sold out.

(tax inclusive)

※If you wish to advertise in English for the English version, please prepare both the Japanese and English versions of your ad.

※If you wish to have an advertorial, we will arrange a date for the interview. Please note that we may not be able to accept tie-ups depending on the date of your application.

※Fees, number of slots, specifications, etc. are subject to change without notice.

Advertising Material Specifications (Saddle-stitched, Japanese edition is left opening.)

TGS2024 NOW!	Cover 4	Cover 2 Spread	1 page, 4-color	Center Spread
	230 × 200	280 × 420	280 × 210	280 × 420

* Below is an image based on the 2023 edition; content and style will differ from the articles in the 2024 edition

04 Indie Games

Birth of a Worldwide Hit - Lots of Assistance Programs

Indie games (games that are developed by one person or a small group of people) are gaining a lot of traction as of late. The past few years have produced widely popular hits such as *Human Fall Flat* and *Fall Guys*. *Minecraft*, now a game known the world over, originally took to the scene as an indie game.

However, there are many indie game developers who are struggling with production funding. Trying to support all platforms, from PCs to home game consoles, is beyond the scope of an individual's ability to cover. Also, younger creators with less experience may be unsure of the direction they want to take with their projects, or may still need some time and technical knowledge to master their tools. The availability of a network of people to consult in such cases would greatly affect how many developers can complete their games.

To solve these problems, a series of support programs have been launched by publishers such as Phoenix and iGi in recent years. The support varies from holding their own contests and awarding cash prizes to providing extensive support for brushing up and selling an indie developer's work.

Phoenix / GYAAR Studio

Sponsored Contests and Financial and Development Support

Supporting indie game creators in various ways. A wide variety of contest winners and Phoenix published titles will be on display.



Parry Nightmare

First place entry in the GYAAR Studio Indie Game Contest. A top-down action game where players have to parry the attacks of countless enemies, build up their gauges, and defeat enemies. (Scheduled for release in 2023)

Trinity S
A cooperative online action game for up to three players, focusing only on fantasy action RPG boss battles. (Available on PlayStation 4, PlayStation 5, and PC. By Phoenix. Standard Edition: 1,870 JPY, Deluxe Edition: 2,870 JPY.)



iGi indie Game incubator

An Array of Advisors Help Solve Problems and Improve Your Skills

TGS 2023 will host five games produced by the third-year students of the iGi program 2023. All developers are working eagerly with their ambitious works that are likely to become future hit titles.



KALEIDOLA

An action puzzle game based on a kaleidoscope, with gameplay switching between 3D normal mode and 2D kaleidoscope mode.



Strange Shadow

A horror adventure game where players crash on a planet and try to escape while avoiding giant creatures.



Death the Guitar

A 2D action game featuring a hilar electric guitar that manipulates sound and electricity to resist against humans.



World End Execute

In this stylish action game, you play the role of a protagonist left behind in a fictional social game and fight against the "Boss Data."

NBP TGS©

Advertisement



GAMES IN MOTION
THE WORLD IN REVOLUTION

9.20 ON SALE

A line of repetitive text used as a placeholder for a product description.

Closing Dates:

Space Reservation : July 26 (Fri.)

Materials : August 16 (Fri.)

**To Contact/To Inquiry
TOKYO GAME SHOW Overseas Management Office
e-mail : tgs@congre.co.jp**