

TOKYO GAME SHOW 2024

Press Release

February 29, 2024

Computer Entertainment Supplier's Association

TOKYO GAME SHOW 2024 Outline Released

TGS2024 to Showcase the Most Recent Trends in the Expanding Global Gaming Market

Theme: "Trailblaze the World with Gaming"

[Dates] Sept. 26 (Thu.) to Sept. 29 (Sun), 2024

----- 【Key features of TGS2024】 -----

Global exhibitors and visitors

In recent years, almost half of the exhibitors at TGS have been from foreign countries. TGS2024 is actively pursuing to attract even more overseas visitors by organizing promotional events in major Asian cities and working closely with travel agencies to create tour packages for expanding the global reach.

Largest and updated exhibition layout

The exhibition layout is updated, and large-scale booths are decentralized to maximize the number of available booths and avoid crowding. TGS will provide a platform to accommodate as many exhibitors as possible while improving the venue environment.

In-depth news to wider audience

TGS2024 is planning to invite journalists and influencers from Japan and worldwide, with a system allowing them to contact exhibitors before the exhibition to request interviews and trial play of games. TGS will support them in delivering information in greater depth to a broader range of business professionals and game enthusiasts.

Computer Entertainment Supplier's Association (CESA, Chairperson: Haruhiro Tsujimoto) has announced that it will be holding TOKYO GAME SHOW 2024 (TGS2024) in cooperation with Nikkei Business Publications, Inc. (Nikkei BP, President: Naoto Yoshida) and DENTSU, Inc. (Representative Director: Takeshi Sano). Applications for the exhibition are now being accepted.

TGS2024 will take place in a hybrid format, which will include both physical and virtual venues^(*Note) along with official streaming. The physical exhibition will be held at Makuhari Messe, Chiba, for four days from September 26 (Thursday) to September 29 (Sunday), 2024. The first two days, Sept. 26 (Thu.) and 27 (Fri.) will be Business Days, and the following two days, Sept. 28 (Sat.) and 29 (Sun.), will be Public Days. The exhibition at an in-person venue aims to cater to a diverse range of visitors, from business professionals to families. Moreover, official streaming programs and the virtual venue will provide various news and experiences, crossing geographical boundaries and time differences.

* The virtual venue for TGS has a new name: "TOKYO GAME SHOW Digital World (TGS Digital World)" instead of the previous "TOKYO GAME SHOW VR". The updated event will offer a range of digital content that can be enjoyed on PCs, smartphones, and VR devices.

●TOKYO GAME SHOW Increasing its Reputation as a Global Gaming Event

TGS2023 held last year was the first time in four years that the entire Makuhari Messe halls were used for the event. It was held at an unprecedented scale and saw a record-high number of exhibitors, booths, and game titles participating in the event. The physical venue at Makuhari Messe was visited by approximately 250,000 people, which exceeded our expectations. TOKYO GAME SHOW, at a full scale, made a triumphant comeback in the year 2023.

The gaming market has been growing at an astonishing rate, with an estimated user base of over three billion worldwide. Popular games and content are enjoyed by people from around the globe beyond time differences, and gaming businesses operate beyond national borders. The globalization of the gaming world is accelerated by both gaming businesses and their fan communities.

TOKYO GAME SHOW is a platform that highlights the most recent trends in the global gaming market. With almost half of the exhibitors from abroad, the showcased game titles range from those for home game consoles to smartphones, PCs, and VR. The exhibits cater to a wide variety of interests, including game software titles, business solutions, gaming hardware, gear for gamers, and the display and sale of gaming-related goods. The event attracts an increasing number of visitors from all over the world as well as Japan, and influencers from Japan and abroad are spreading the word about the excitement of the venue. The TOKYO GAME SHOW is gaining popularity and recognition globally more than ever. Don't miss to catch up with TGS2024.

■TGS2024 Features■

●Promoting Globalization of Exhibitors and Visitors

In recent years, almost half of the exhibitors at TGS have come from foreign countries, making the event an increasingly popular global showcase. Press events promoting TGS and inviting exhibitors from overseas are held in major Asian cities, while actively attracting more international visitors. The international business matching at TGS will take place in a dedicated meeting area with an enhanced appointment system, in response to high demand from overseas professionals. Additionally, TGS organizes an international networking party to facilitate business exchange beyond borders every year, and TGS2024 is not an exception. To attract game fans from foreign countries, TGS plans to partner with overseas travel agencies to organize tours. Ultimately, TGS aims to serve as a global event meeting both business-to-business and business-to-consumer needs.

●Hybrid Exhibition Held at Largest Venue with Updated Layout

Similar to last year, TGS2024 will take place in a hybrid style and will be held at its largest-ever scale. The in-person exhibition will be held across Makuhari Messe, using Halls 1 to 11, the International Conference Hall, and the Event Hall. TGS2024 has reviewed the exhibition booth and stage layout to expand the total number of booths available for exhibitors. This expansion will allow more exhibitors to participate in the event while alleviating crowds by scattering large-scale exhibitor areas. The virtual exhibition has been renamed from "TOKYO GAME SHOW VR" to "TOKYO GAME SHOW Digital World" to attract a wide range of game fans. TGS Digital World will take place for an extended period, from September 20 (Fri.) until October 6, allowing game enthusiasts to enjoy the virtual exhibition on PCs, smartphones, and VR devices before the in-person exhibition. This will provide a longer period for immersion in the gaming world and interaction with other users. Official streaming programs will be delivered simultaneously on various platforms, including YouTube, X (formerly Twitter), and niconico. Virtual content presented by the organizer and exhibitors will be available even after the closing time of in-person exhibition, making it a four-day event filled with games. Additionally, a special TGS site will be set up on the Steam website this year as well, featuring user-friendly interfaces, support for sales of compatible game software, and promotion of free trial play.

●Calling for Exhibitors for 12 Areas, with a New Section for Providers of AI Solutions

TGS2024 is calling for exhibitors to participate in the in-person venue or the virtual venue for 12 areas: "General Exhibition", "Smartphone Game Area", "Gaming Hardware Area", "Gaming Lifestyle Area", "AR/VR Area", "eSports Area", "Game Academy Area", "Merchandise Area", "Indie Game Area", "Family Game Park", "Business Solution Area", and "Business Meeting Area". This year, the AI Technology Pavilion will be newly set up within the Business Solution Area, to invite exhibitors providing business-to-business AI solutions.

●Delivering In-depth News to a Wider Public

TGS2024 plans to invite journalists (mass media and reporters) and influencers from Japan and worldwide to promote and spread the latest news about the event to a wider audience before, during, and after the event. TGS2024 will continue to appoint its official supporter and indie game ambassador while inviting official influencers from Asia. This influencer project started last year, and it openly recruits influencers representing each country and region in Asia and Oceania, from East Asia to the Middle East, to spread information globally. Moreover, influencers who meet TGS's criteria will be invited to the venue on the second Business Day. The Creator Lounge will be prepared at the in-person venue as a base for influencers to use when visiting the venue and support delivering the latest news. Additionally, TGS will prepare a system that will enable journalists and influencers to contact exhibitors before the exhibition to request interviews and trial play of games. By creating an environment where exhibitors, mass media, and influencers can more easily connect with each other, TGS aims to expand the reach of information to business professionals and game fans.

*For more information, check the official website at: <https://tgs.cesa.or.jp/en/>

ゲームで世界に先駆ける。

Trailblaze the World with Gaming

游戏，敢为天下先！

遊戲，敢為天下先！

The days of being able to be as hot as you want are back.

The time has come back to do what you love and enjoy it to the fullest.

Now is the time for the game to take the lead and make the world more exciting.

Game, now is the time to show your true colors.

We're going to surprise everyone more with technology they haven't seen yet.

You'll make people roar for more with ideas they haven't seen yet.

It's a story we haven't seen yet, and it's going to bring people more excitement.

Now go to TOKYO GAME SHOW, one of the world's largest.

Share your thoughts together in the home of the game.

Come on, take it, love of the game around the world.

■ TOKYO GAME SHOW 2024 Exhibition Outline

Event Title: TOKYO GAME SHOW 2024

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizers: Nikkei Business Publications, Inc., DENTSU, Inc.

Dates & Times: September 26 (Thursday), 2024 Business Day 10:00 a.m.- 5:00 p.m.

September 27 (Friday), 2024 Business Day 10:00 a.m.- 5:00 p.m.

September 28 (Saturday), 2024 Public Day 10:00 a.m.- 5:00 p.m.

September 29 (Sunday), 2024 Public Day 9:30 a.m.- 4:30 p.m.

* Doors will open and close 30 minutes earlier than usual on Sep. 29, the final day of the event.

* Doors may open 30 minutes earlier than planned 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: 250,000

Expected Number of Booths: 2,500

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

■ Exhibitor Application, Selection, and Briefing Schedule

Exhibition Application Deadline: May 24 (Friday), 2024

Booth Location Meeting: June 10 (Monday), 2024--- For exhibitors with 40 or more booths (no adjoining exhibitors)

July 4 (Thursday), 2024 --- For exhibitors with less than 40 booths (adjoining other exhibitors)

Official exhibitor program selection:

June 14 (Friday), 2024—For exhibitors categorized with priority (1) and (2)

June 27 (Thursday), 2024—For exhibitors categorized with priority (3) and (4)

Priority (1): Home game console platformers

Priority (2): Exhibitors participated in TGS2023 Official Exhibitor Programs

Priority (3): General exhibitors participated in TGS2023

Priority (4): Other exhibitors

Exhibitor Briefing: July 4 (Thursday), 2024

- For more information, please see the exhibitor information on the official website at:

<https://tgs.cesa.or.jp/en/>