

● About Business Day



(photos:TGS2023)

TGS2024 will have two business days on Sep. 26 (Thu.) and Sep. 27 (Fri.) for visitors involved in game-related businesses, providing an environment that makes it easy to conduct business negotiations. After completing the pre-registration for Business Days, those who have pre-registered can schedule appointments with exhibitors before the exhibition begins by using the TGS Business Matching System. This appointment system is provided by the TGS secretariat and is scheduled to be available from Aug. 9. If you purchase a Gold Pass, you can enjoy benefits such as scheduling meetings with other visitors in addition to exhibitors, smooth entrance at the dedicated reception counter, and access to the business lounge set up in the Makuhari Messe International Hall on the day of the event.

If you have a "Business Day Pre-registration Code" that exhibitors distribute to game business professionals, please complete the free pre-registration online before visiting TGS2024. If you do not have a "Business Day Pre-registration Code", please pre-register to purchase either a Business Day Ticket or a Gold Pass. You will also need to go through the pre-screening process to visit TGS2024 on Business Days.

* Children under the age of 18 and students are not permitted to enter on Business Days, and visitors are not allowed to accompany infants and preschoolers.

■ First round of news about TGS Forum! Applications Open from Jul. 30 (Tue.)

TGS Forum is a seminar program that focuses on the latest trends and solutions in the gaming industry. It is held during two Business days. Visitors on Business Day are required to pre-register to attend the Forum. If there are any empty seats, Business Day visitors can also register to attend the Forum at the door.

As the first announcement of TGS Forum, applications will open for pre-registration on the Business Day website (event registration) on Jul. 30 (Tuesday). For more information, please visit the official TGS website.

● **More about TGS Forum :** <https://tgs.nikkeibp.co.jp/tgs/2024/en/business/seminar/>

Applications are now open for the sessions described below.

Date & Time: Sep. 26 (Thu.) 10 : 30-12 : 00 (90 mins)

Title: **Branding Strategy for Long-life Intellectual Property**

Description :

With the popularization of digital gaming and improved network compatibility, the gaming market is shifting its business model from focusing on making large profits immediately after releasing a new title to sustaining strong sales over the long term. This involves leveraging seasonal sales campaigns and other strategies. Established series with a strong history are excelling in this approach. In this seminar, a representative in charge of long-living series will explore unique

business strategies for long-running game series, including long-term branding and marketing techniques to create momentum and maximize revenue from the entire series, including past titles.

Speaker : Bandai Namco Entertainment, Konami Digital Entertainment, etc.

Date & Time: Sep. 26 (Thu.) 10 : 30-12 : 00 (90 mins)

Title: **How to Cultivate Talented Individuals Required for the Gaming Industry (tentative title)**

Description :

To ensure the long-term success of the gaming industry, it is crucial to focus on recruiting and nurturing talented individuals, particularly game creators. When it comes to recruitment, should we seek out talent from independent game developers, or should we turn to educational institutions such as universities and vocational schools? Once they are part of our team, how do we keep them motivated, improve their skills, and help them develop their talents? In this session, we will delve into the key issues that the gaming industry must address and discuss practical strategies.

Speaker : Lecturer selection in progress

Date & Time: Sep. 27 (Fri.) 10 : 30-12 : 00 (90 mins)

Title: **How will Web3 Transform the Gaming Industry? Exploring the future of new games based on recent examples.**

Description:

The use of Web3 is advancing in the gaming industry. Major game developers are leading the way in developing new intellectual properties that incorporate blockchains and NFTs (Non-fungible tokens). How will Web3 change the gaming business? This session will focus on the potential and challenges of implementing Web3 in the gaming industry, based on the efforts of various companies up to now. We will provide a clear introduction starting from the basics for all business professionals involved in gaming!

Speaker:

Keisuke Hata, Director Blockchain Entertainment Division Incubation Center, SQUARE ENIX
Ken Kanatomo, web3 Business Department General Manager, Konami Digital Entertainment
and others

* The following sponsorship sessions will also be open for attendance at the TGS Forum.

Date & Time	Title	Sponsorship
Sep. 26 (Thu.) 12:30-13:00	The Best Shield and How To Use It: Protecting a Game in its 11th Year	Digital Accels
Sep. 26 (Thu.) 13:30-14:00	Latest trends in out-of-app payments, to reduce app store fees.	Digital Garage
Sep. 26 (Thu.) 14:30-15:00	What is MERCHANT OF RECORD	Xsolla
Sep. 27 (Fri.) 14:00-15:00	Discovering Discord: Connect Your Game to 200M Global Players	Discord
Sep. 27 (Fri.) 14:30-15:00	China - Japan Esports Development Exchange	Tencent Japan

*The content of lectures, companies, speakers, and other details are subject to change without prior notice.

■ 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 (Thu.), 2024 Business Day 10:00 a.m.- 5:00 p.m.

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

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

September 29 (Sun.), 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: [Real (in-person) Exhibit] Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)

Exhibition Halls 1 to 11 / International Conference Hall / Event Hall

[Online Exhibit]

Official Site / Official Streaming / TGS Digital World / Steam Special Venue

Expected Number of Visitors: 250,000

Number of Exhibitors: 731 companies *As of July 4, 2024

Number of Exhibition Booths: 3,190 booths *As of July 4, 2024/Record-high number of booths

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