

【TGS2024】
Official Supporter is Daichi Miura!
Indie Game Official Ambassador is POCKY
for Three Consecutive Years
Official Influencers from Overseas
to Help Spread the Word about TGS!

Now Accepting Entries from Guest and General Influencers
Visiting TGS!

Computer Entertainment Supplier's Association (CESA, Chairperson: Haruhiro Tsujimoto) has announced the official supporter and ambassador for the upcoming TOKYO GAME SHOW 2024 (TGS2024), to be held in-person at Makuhari Messe from Sep. 26 (Thu.) to Sep. 29 (Sun.) They will join us in increasing momentum leading up to the event.

TGS2024 Official Supporter is Daichi Miura, a singer and dancer known for his love of gaming. Indie Game Official Ambassador is a content creator POCKY, for three consecutive years. Same as last year's event, TGS2024 will invite Official Influencers from Overseas (hereinafter Official Influencers) to spread the news about the event globally. This year, TGS has selected Official Influencers from each of the 12 nations and regions. Additionally, we are now accepting entries from guest and general influencers to visit the event.

With the help of the Official Supporter and influencers, TGS2024 will create an exciting atmosphere at various scenes from the beginning to the end of the event. Please stay tuned!

Official Supporter Mr. Daichi Miura (singer)



<Comments from Daichi Miura>

I am truly excited to have been selected as the TGS Official Supporter. As a huge fan of games, I am deeply honored. Tokyo Game Show is one of the largest gaming festivals, a special place where the latest information and development trends are showcased under one roof. While I will be attending the event as the Official Supporter this year, I am also looking forward to experiencing TGS as a fellow game enthusiast and sharing the excitement, thrilling moments, and passion with many people.

<Video comments> *Only in Japanese

<https://youtu.be/cc0ilmXKGu8>

[Biography]

Daichi Miura was born on August 24, 1987, in Okinawa Prefecture. He debuted in 1997 as the main vocalist of the pop band Folder. In March 2005, he made his solo debut with the single "Keep It Goin' On". His song "Sansan" was chosen as the theme song for the NHK TV morning drama series "Chimudondon" (2022). He performed this song at "NHK Kouhaku Uta Gassen," an annual music

festival being popular nationwide, at the end of the same year. Additionally, he released the song "Shinpakuon," which has been selected as the official song to cheer on TEAM Japan for the Paris 2024 Olympics. Daichi has been passionate about gaming since childhood. In April 2021, he launched his own YouTube channel called "Daichi Miura's Game Commentary," which currently has around 100,000 subscribers. For the first time in his career, he serves as the main host of the NHK program "Game Genome," which delves deeply into the world of gaming. In addition to his singing and dancing performances, he is admired by many fans and creators for his gaming skills.

■ **Indie Game Official Ambassador is POCKY for Three Consecutive Years!**

POCKY, a content creator, has been appointed as the Official Ambassador for the TGS2024 Indie Game for three consecutive years. POCKY will be featured in the TGS official program, introducing all the titles chosen for Selected Indie 80 to be showcased at the event. The program will be streamed on Sep. 11 (Wed.) at 6:00 p.m. (JST). In addition, POCKY will select an outstanding indie game from the titles showcased at the Selected Indie 80 event from the perspective of a creator, and present the "POCKY Award" during the exhibition. Additionally, POCKY will play the award-winning game and upload a commentary video about it on his channel.

Indie Game Official Ambassador POCKY (content creator)



<Comments from POCKY>

Hi, it's Pocky! I'm thrilled to be chosen as the TGS Indie Game Ambassador once again this year! In my third year, I'll work hard to share the appeal, enjoyment, and excitement of indie games with everyone! Can't wait to see you all there!

[Biography]

[Pocky](#) is a popular Japanese content creator with a YouTube channel that has over 3.5 million subscribers and more than 3.8 billion total views. He is well-known for his play-by-play game commentary and his passion for indie games. POCKY has been the TGS Indie Game Official Ambassador for three consecutive years. He presents the POCKY Award annually selected from all the titles showcased at the indie game free exhibition "Selected Indie 80". He also features play-by-play video commentaries of these new indie games on his channel, attracting a broader audience and spreading the joy of innovative indie games.

TGS Official Website Unveils Details of All the Titles for Selected Indie 80, a Free Exhibition within the Indie Game Area

The official program to be streamed on Sep. 11 (Wed.) to introduce all the titles

The Selected Indie 80 is a special project in which indie game developers can exhibit their products for free within the Indie Game Area at TGS. Out of the 973 entries received from around the world, TGS has selected 80 titles that are full of unique ideas. Details of all the selected titles are now revealed on the official website at: <https://tgs.nikkeibp.co.jp/tgs/2024/en/program/indie/indie80/>

The program showcasing all the titles of Selected Indie 80 will air on Sep. 11 (Wed.) The show will be hosted by the TGS Indie Game Official Ambassador, POCKY, and the Deputy Editor-in-Chief of IGN Japan, Shin Imai. The program will highlight the key points to look out for and provide the judges' evaluation of each title. Don't miss out on the chance to discover the exciting fun of indie games.

Aired on: Sep. 11 (Wed.) from 6:00 p.m., JST

■ TGS has selected “Official Influencers from Overseas!”

Same as last year's event, TGS will invite Official Influencers from Overseas (hereinafter Official Influencers) to spread the news about the event globally. Official Influencers are based in Asia, Oceania, or the Middle East. Applicants must be 18 years or older and will actively share TGS news before the event starts. Entries were accepted from influencers who have more than 100,000 followers on their YouTube channels or other social media accounts such as X. Out of over 50 candidates, TGS selected 12 Official Influencers from each of the 12 nations and regions.

*May be added another member later.

| Country/Region | Name | SNS Account |
|----------------|------------------|---|
| Australia | Junpei Zaki | https://www.youtube.com/@junpeizaki |
| China | EsportsGO | https://www.weibo.com/u/6573522659 |
| Hong Kong | Deer Chan | https://www.instagram.com/deerchann/ |
| Korea | KIM JOON YOUNG | https://www.youtube.com/channel/UCwgAThSYfmU9YRPq4Z1nJfg |
| Malaysia | GamerSecret | https://www.youtube.com/@GamerSecret |
| Philippines | Asheru | https://www.youtube.com/@AsheruTo |
| Saudi Arabia | Xzit Thamer | https://www.youtube.com/@xzit_thamer |
| Singapore | Yosuke | https://www.instagram.com/yosukecosplay/ |
| Taiwan | Lao Yang Mie Mie | https://www.youtube.com/@LaoYangMieMie/videos |
| Thailand | Unicat Gaming | https://youtube.com/c/UnicatGaming |
| Turkey | Tunca Arslan | https://www.youtube.com/@tuncaarslan |
| Vietnam | Game Cuc Hay | https://www.youtube.com/@GameCucHay/videos |

Entries are Open Today (Aug. 2, Fri.) for Guest and General Influencers Visiting TGS!

Same as the last year, influencers and video creators who stream or upload game commentaries and related content on video-sharing platforms or social media accounts can attend TGS from Business Days and onwards (*Required to meet the entry eligibility.) Influencers are categorized into "Guest Influencer" and "General Influencer." Applicants for either category need to fill out the entry form and undergo a screening process by the TGS secretariat office to receive approval to visit the event.

The in-person TGS venue includes the Creator Lounge, an exclusive area for approved influencers visiting the event. It provides a space for socializing with other influencers and trying out new game titles. Additionally, this year's TGS will introduce the new Press/Influencer Matching System. This system allows influencers to find out in advance which exhibition booths offer a trial play service with priority access for influencers. It also facilitates interaction between exhibitors and influencers (some exhibitors may not use this service.)

Influencer Categories

Guest Influencer

- **Eligibility:** Influencers invited by TGS exhibitors, their related agents, or MCNs
 - *You need a guest code (promotion code) from an exhibitor, agent, or MCN to complete the entry form.
 - * 18 years old or older
- Guest Influencers can visit the event for four days from Sep. 26 (Thu.) to Sep. 29 (Sun.)

- Registration fee: Not required (registration with a guest code)

General Influencer

- Eligibility: Influencers with a social media follower count exceeding the threshold set by TGS2024
*18 years old or older
- General Influencers can visit the event for three days from Sep. 27 (Fri.) to Sep. 29 (Sun.)
- Registration fee: The fee is required to complete your entry.
 - * Influencer registration fee: JPY1,100 including tax/Companion registration fee: JPY1,650 including tax
- ★For more information about eligibility and registration, please visit the following official website:
<https://tgs.nikkeibp.co.jp/tgs/2024/en/business/influencer-creator/>

- **About Creator Lounge supported by YouTube**

The Creator Lounge supported by YouTube is an exclusive hub located at the in-person venue of TGS2024 for influencers and video creators visiting the event. Access to the Creator Lounge is restricted to approved TGS guest/general influencers attending the event. The lounge is equipped with socializing spaces for influencers and provides the opportunity to try out the latest games.

■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: 761 companies *As of August 2, 2024

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