

Last-minute Updates

Floor Map Unveiled Today!

TGS Organizer's Projects Revealed

Eight Finalists for SOWN2024 Announced!

Now Accepting Pre-Order for Official Merchandise!

Computer Entertainment Supplier's Association (CESA, Chairperson: Haruhiro Tsujimoto) has unveiled the floor map of TOKYO GAME SHOW 2024 (TGS2024), to be held in just one week. The event will finally take place from Sep. 26 (Thu.) to Sep. 29 (Sun.) in-person at Makuhari Messe, in collaboration with Nikkei Business Publications, Inc. and Dentsu, Inc. All of the organizer's projects are also unveiled today on the official website of TGS2024 at <https://tgs.cesa.or.jp/en>

In addition, eight finalists to participate in the SENSE OF WONDER NIGHT 2024 (SOWN2024) have been announced today.

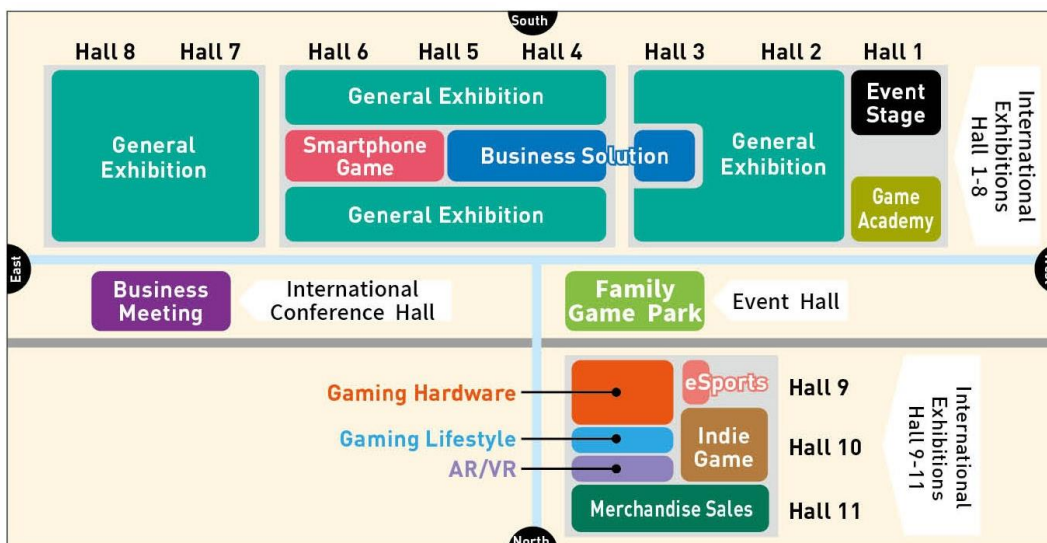
TOKYO GAME SHOW Digital World will start on Sep. 20 (Fri.) This will create an exciting momentum leading up to the physical exhibition, which begins on Sep. 26 (Thu.)

Major Topics of Today's Announcement

■TGS2024 Floor Map Unveiled!

TGS2024 in-person exhibition will occupy all areas of Makuhari Messe, including Exhibition Halls 1-11, Event Hall, and International Conference Hall. The event stage will be situated in Hall 1, and the Family Game Park will be held in the Event Hall. Additionally, the Gaming Hardware Area and the Gaming Lifestyle Area will be located in Halls 9 and 10.

*Official Floor Map: <https://tgs.nikkeibp.co.jp/tgs/2024/en/display/map/>



Location of Major Areas:

[Hall 1] Event Stage/Game Academy Area

[Hall 2] General Exhibition

[Hall 3] General Exhibition/ Business Solution Area (Open on Business Days only)

[Hall 4] General Exhibition/ Business Solution Area (Partly open on Business Days only)

[Hall 5] General Exhibition/Business Solution Area (Partly open on Business Days only)/Smartphone Game Area

[Hall 6] General Exhibition/Smartphone Game Area

[Hall 7] General Exhibition

[Hall 8] General Exhibition

[Hall 9] Gaming Hardware Area/eSports Area/Gaming Lifestyle Area/Indie Game Area

[Hall 10] Gaming Lifestyle Area/AR/VR Area/Indie Game Area

[Hall 11] Merchandise Sales Area

[Event Hall] Family Game Park (Open on Public Days only)

[International Conference Hall] Business Meeting Area (Open on Business Days only)

[Outdoor] Cosplay Area (Hall 9, East and West), Food Court (Halls 4-6 South, Hall 9 South)

■Eight Finalists for SOWN2024 Announced Today!

Out of the 81 game titles that will participate in the "Selected Indie 80" free exhibition project at Indie Game Area, TGS2024 has selected the eight finalists who will compete at SENSE OF WONDER NIGHT 2024 (SOWN2024), a pitch event for indie game developers. The eight finalists will present their pitches on stage at Makuhari Messe on Sep. 27 (Fri.), which is Day 2 of TGS2024. The event will also be live-streamed as an official TGS program on Sep. 28 (Sat.). The winners of the seven awards, including the Audience Award Grand Prix, will be announced following the final judge's decision.

Furthermore, POCKY, a well-known content creator appointed as the TGS2024 Indie Game Official Ambassador, will select the most outstanding work to receive the POCKY Award from the 81 titles participating in the Selected Indie 80 exhibition, from the viewpoint of a game commentator. POCKY will introduce and play the awarded work on [his YouTube channel](#).

<SOWN2024 Finalists>

Finalist	Title	Country/ Region	Movie
Attructure	ANLIFE: Motion-Learning Life Evolution	Japan	https://www.youtube.com/watch?v=aBJWa7MKmo0
DOI Nobuhiro	HoooPizza	Japan	https://www.youtube.com/watch?v=wuNtWc1rSg
Esophaguys Team	Esophaguys	United States of America	https://www.youtube.com/watch?v=Y3uyTLupKQ4
Nao Games	Last Standing	Japan	https://www.youtube.com/watch?v=OkHUUpEYUIw
Somi	No Case Should Remain Unsolved	Republic of Korea	https://www.youtube.com/watch?v=2uyOgnv-v5E
Springloaded	Let's Build a Dungeon	Singapore	https://www.youtube.com/watch?v=5yIFmFwv95o&t=1s
Trinity Team	CINEMA	Italy	https://www.youtube.com/watch?v=sMqjar-3meI
Wobbly Labs	Hyper Wobbler	Germany	https://www.youtube.com/watch?v=A45YgNHC7Dk

■TGS Official Merchandise Pre-order Starts on Sep. 18 (Wed.)!

The official merchandise for TGS2024 features a main visual illustration created by KUKKA. The vast lineup includes T-shirts, towels, mugs, keychains, button badges, designed and produced by an artist group “ANIMAREAL”. This year, TGS2024 has expanded its selection of items, which includes products featuring the TGS mascot, Feretta, that was very popular last year. We also continue to offer fun items that you can enjoy wearing at the venue, such as fluorescent wristbands with TGS original designs.

We are making preparation to ensure that the official TGS merchandise sales do Not result in long waiting times or items selling out. As part of these measures, we have introduced a pre-order system. By reserving and paying in advance, you will be able to receive your official merchandise without needing to line up at the venue.

*Pre-order Period from 8:00 p.m. Sep. 18 (Wed.) to noon, Sep. 25 (Wed.), 2024 (JST)

(You can choose the date and time of receiving your merchandise at the time of pre-order.)

*Pre-order website: <https://official-goods-store.jp/tgs>



Payment for purchase at the venue can be made using credit cards, electronic money (Transportation IC, iD, QuicPay) as well as cash.

The official merchandise is available at TGS Official Shops at the following locations.

*TGS OFFICIAL GOODS: 2nd Floor of Central Mall, in front of Hall 5 (During the four-day period), Hall 9 (four days), 2nd Floor of International Conference Hall (Business Day), Hall 3(Public Day)

*Receiving counter for pre-ordered items: 2nd Floor of Central Entrance

■TGS2024 Countdown Project Underway!

As a part of this year’s new project, a countdown post is underway on TGS official social media channels (X, Instagram, and Facebook) from Sep. 1 to the first day of TGS2024, Sep. 26 (Thu). The posted images are created exclusively for the event by exhibitors and other related parties. These images will be shared at 8:00 a.m. every morning on the official TGS social media channels until Sep. 26. TGS2024 is just eight days away. Be sure to check out the TGS2024 Countdown Posts.



[TGS Official SNS]

- Official X : https://x.com/tokyo_game_show
- Official Instagram : https://www.instagram.com/tokyo_game_show/
- Official Facebook : <https://www.facebook.com/tokyogameshow>

TGS2024 Organizer's Projects (in date order)

[Start on Sep. 20 (Fri.)]

■ TOKYO GAME SHOW Digital World 2024

Online

TOKYO GAME SHOW Digital World (TGSDW), a virtual venue of TGS2024, will open on Sep. 20 (Fri.), ahead of the opening of the physical exhibition.

Renamed from last year's TOKYO GAME SHOW VR, TGSDW is a digital space held in conjunction with the physical exhibition at Makuhari Messe on the dedicated website.



The theme for this year is "Connect the World

with Gaming." Visitors are required to download the app in order to participate in TGSDW, which can be accessed on Windows PC, smartphones, and VR devices free of charge. TGSDW will continue until Oct. 6 (Sun.), even after the physical TGS2024 exhibition is closed.

- Open: 10:00 a.m. Sep. 20 (Fri.) 2024 (JST) / 5:00 p.m. Sep. 19 (Thu.) 2024 (PST)
- Close: 0:00 a.m. Oct. 6 (Sun.) (JST) / 7:00 p.m. Oct. 6 (Sun.) 2024 (PST)

*More about TGSDW: <https://tgs.nikkeibp.co.jp/tgs/2024/en/display/digital-world/>

■ Steam Special Venue

Online

The TGS2024 Special Venue will open on Steam, featuring game titles from TGS2024 exhibitors. The tabs below help you to easily find your favorite titles by accessing the venue.

- ① "On Sale" page featuring discounted titles in conjunction with TGS
- ② "Popular Games with Demos" page featuring titles that offer demo versions
- ③ "Upcoming Releases" page featuring the titles coming soon.
- ④ "Selected Indie 80 Titles" page bringing together indie game titles showcased for Selected Indie 80
- ⑤ "All Games" page featuring all the titles provided by exhibitors

*Open: Sep. 20 (Fri.) 2024 (planned)

*Close: 7:00 p.m. Sep. 30 (Mon.) 2024 (JST) / 2:00 a.m. Sep. 30 (Mon.) 2024 (PST)

*More about the Steam Special Venue:

<https://store.steampowered.com/news/group/40369749/view/4181102761213102445>

[Sep. 26 (Thu.) and 27 (Fri.) Business Days]

■ Opening Program

Online

The program will report on the physical venue at the opening of TGS2024.

- "Experience the Largest Operation Ever at TGS2024!"

*Date and Time: from 10:00 a.m. Sep. 26 (Thu.)

*Featuring: Risa Unai (TGS2023 Official Supporter), and more

*More about Official Streaming: <https://tgs.nikkeibp.co.jp/tgs/2024/en/program/official/>

■Keynote Speech

Hall 1: Event Stage+ Online

Mr. Ken Kutaragi, known as the “Creator of PlayStation,” took the stage to commemorate the 30th anniversary of the PlayStation. Mr. Katsuhiko Hayashi will moderate the session, which will focus on the theme “Trailblaze the World with Gaming” and will cross-talking about the future prospects of the game market.

Speakers : Ken Kutaragi

Chief Executive Officer and Representative Director, Ascent Robotics
Professor, Dean of Faculty of Informatics, Kindai University



Moderator : Katsuhiko Hayashi

Famitsu Group Representative, KADOKAWA Game Linkage



*Date and Time: from 11:00 a.m. on Sep. 26 (Thu.) 2024 (JST)

*More about Keynote Speech: <https://tokyogameshow.jp/?open=09261100>

■Japan Game Awards 2024 “Games of the Year Division” Awarding Ceremony

Hall 1: Event Stage+ Online

The Japan Game Awards, which will celebrate its 28th anniversary in 2024, will announce the winners during TGS2024. The ceremony will be held on Sep. 26 (Thu.), which will recognize the best work for each category of the Game of the Year. The selection will be made from game titles released from Apr. 1 of the previous year to Mar. 31 of the current year.



In addition, the Game Designers Award, given to those who have created innovative and unique games, and the Minister of Economy, Trade, and Industry Award, which recognizes an individual etc., who has made significant contributions to the development of the game industry.

This year, we have also added two new categories to the "Games of the Year Division": the "Breakthrough Award" and the "Movement Award." Don't miss the opportunity to see which games will win the Grand Prix and other awards. The Japan Game Awards ceremony will be live-streaming online as an official program.

*More about Japan Game Awards: <https://awards.cesa.or.jp/en/>

■TGS Forum

Int'l Conference Hall+ Online

TGS Forum is a business seminar held during two Business Day, focusing on the latest trends and solutions in the gaming industry. Visitors on Business Day will have the opportunity to pre-register and attend the seminar lectures in-person at the physical venue. Registration at the door is also possible if there is any vacancy. Those who have completed pre-registration for Business Day can view the online streaming of TGS Forum from the URL shown on the My Ticket of Business Day Pre-Registration/TGS Forum 2024.

【Organizer's Sessions】

●”Branding Strategies for Long-loved Titles”

*Date and Time: Sep. 26 (Thu.) 10:30 a.m. to noon (90 mins) / at Int'l Conference Hall 301

●”How to Foster Talented Human Resources Needed for the Gaming Industry”

*Date and Time: Sep. 26 (Thu.) 10:30 a.m. to noon (90 mins) / at Int'l Conference Hall 302

●”How will Web3 Transform the Gaming Industry? -Exploring the future of new games based on the latest cases- “

*Date and Time: Sep. 27 (Fri.) 10:30 a.m. to noon (90 mins) / at Int'l Conference Hall 301

●”Japan eSports Awards 2024 Round-table”

*Date and Time: Sep. 27 (Fri.) 1:00 p.m. to 2:00 p.m. (60 mins) / at Int'l Conference Hall 302

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

*Session titles are subject to change.

■CESA Presentation Stage

Hall 1: Event Stage + Online

CESA, the organizer of TGS2024, will announce two projects for the development of the game industry on the event stage on Friday, September 27 at 11:00.

The first is the “Creator Development Program,” a program for the development of creators in the field of games, which is being implemented by the Agency for Cultural Affairs, the Japan Arts Council, and CESA under the “Fund for Strengthening the Foundations of Cultural and Artistic Activities. We are pleased to announce the prominent creators who will participate in this program.

* The other announcement will be made at TGS2024.

*Date and Time: From 11:00 a.m. to noon, Sep. 27 (Fri.)

*More about the Event Stage: <https://tokyogameshow.jp/?open=event>

■SENSE OF WONDER NIGHT 2024 (SOWN2024)

Int'l Conference Hall + Online

Selected Indie 80 is an exhibition at the Indie Game Area featuring selected titles. SENSE OF WONDER NIGHT 2024 (SOWN1014) is a pitch event where eight finalists chosen by judges from the Selected Indie 80 titles will present their innovative game ideas. It will take place on Sep. 27 (Fri.) with an audience, marking the first time in five years. Business Day visitors and exhibitors may attend the event without pre-registration if seats are available.

SOWN 2024 will be streamed online as an official program starting at 10:30 a.m. on Sep. 28 (Sat.) The winners of the seven awards, including the Grand Prix, will be announced on the TGS official website at 1:00 p.m. on Sep. 28 (Sat.) following the official streaming.

*Date and Time : 5:15 p.m. on Sep. 27 (Fri.) 2024 (JST)

(Exhibitors may attend the event without pre-registration if seats are available).

*Date and Time for Streaming (Official Streaming): 10:30 a.m. on Sep. 28 (Sat.) 2024 (JST)

*More about SOWN: <https://tgs.nikkeibp.co.jp/tgs/2024/en/program/indie/sown/>

■International Party/Indie Night

Esplanade, 2nd Floor, Hall 9-11

The popular event "International Party/Indie Night" will be held from 6:00 p.m. on Sep. 27 (Fri.) at Esplanade on the 2nd floor of Halls 9-11, after the conclusion of Business Day. The event will bring together Japanese and overseas exhibitors, Gold Pass visitors, official influencers, journalists, and other prominent guests.

This year's party will offer food for those with halal restrictions. Alongside various entertainment, the Kyoto-based three-piece alternative electronic group [Sawa Angstrom](#) will play at the party, warming up an atmosphere for casual networking in an international setting.

*Date and Time: from 6:00 p.m. on Sep. 27 (Fri.) 2024 (Reception starts from 5:30 p.m.)

*Exhibitors, Gold Pass visitors, Official Influencers and journalists can participate in the event.

(No pre-registration required)

[Sep. 28 (Sat.) and 29 (Sun.)] Public Days

■Family Game Park

Event Hall

During the two Public Days (Sep. 28 and 29), the Family Game Park will be held in the Event Hall. Children in junior high school or younger can enter for free with their accompanying guardians.

The area features gaming software and related products based on the concept of “learn” and “play” through gaming. In the Play Zone, children can have fun trying out popular titles from different exhibitors in a relaxed environment. The Learning Zone provides opportunities for kids to explore various game-related jobs and includes a section where they can learn how to play games safely using Minecraft.

Moreover, the area offers a variety of fun activities, including exhibitor stage programs, the Kids Stage hosting various events, the Food Truck area providing food and drinks in collaboration with popular gaming characters exclusively for TGS, and a Stamp Rally for Kids to collect stamps and win exciting prizes.

*More about Family Game Park: <https://tgs.nikkeibp.co.jp/tgs/2024/jp/display/family/> *Japanese lang.only

■Cosplay Area

Outdoor area, Hall 9

During the Public Day weekend (Sep. 28 and 29), the Cosplay Area will be set up outside of Hall 9. To provide a larger area for cosplay enthusiasts, this year's cosplay area has been expanded to include the roofed area on the east side of Hall 9 and the main road on the west side.

To prevent overcrowding in the changing rooms, we will open them earlier in the morning (from the time of the first train arrival at Kaihin Makuhari Station until 7:45 a.m.) Cosplayers will be required to pay a registration fee of JPY2,000 (including tax), which covers the cost of using a changing room and a cloak.

*More about Cosplay Area: <https://tgs.nikkeibp.co.jp/tgs/2024/en/display/requests/#cosplay>

■Japan Game Awards 2024 “Future” Category Awarding Ceremony

Hall 1: Event Stage + Online

The "Future" category selects game titles that are highly anticipated for release from the unreleased works announced and exhibited at TGS2024.

After online voting from 10:00 a.m. on Sep. 26 (Thu.) to 4:00 p.m. on Sep. 28 (Sat.) at <https://awards.cesa.or.jp/future/> and the screening by the selection committee, the award ceremony will take place on the Event Stage (Hall 1) at noon on Sep. 29 (Sun.)



The award ceremony will also be streamed on the official program.

*Date and Time: Noon to 1:30 p.m. on Sep. 29 (Sun.), JST/ at Event Stage (Hall 1)

*More about Japan Game Awards: <https://awards.cesa.or.jp/en/>

■Closing Program

Online

The official program to wrap up TGS2024 will be streamed online after the closing of the physical exhibition. Daichi Miura, the TGS2024 Official Supporter, will be invited as a guest. The program will review the four-day event and discuss what to expect in the future of gaming.

●“TGS2024 Fan Meeting-Your Smiles Tell All about TGS-“

*Date and Time: From 5:30 p.m. Sep. 29 (Sun.) 2024 (JST)

*Featuring: Daichi Miura (TGS2024 Official Supporter), and more

*More about official streaming: <https://tgs.nikkeibp.co.jp/tgs/2024/en/program/official/>

Organizer Projects throughout Four Days

■ Creator Lounge/YouTube Creator T-shirt Area

This year, TGS2024 will once again offer a system for influencers to enter the venue from Business Days. The Creator Lounge, supported by YouTube, will be established in the Special Conference Room located to the south of Hall 9, near the food court.

This lounge will act as a hub for influencers attending the physical exhibition. Within the Creator Lounge, a mini-studio called Stream Space will be available to welcome some notable influencers as guests and provide information about TGS2024, as well as discuss topics that arise from interactions with the influencers.

The studio is visible through glass for all to see. On Public Days, the first floor of the Creator Lounge will be accessible to the general public. Visitors can enjoy popular creators' autographs displayed and take commemorative photos in the photo shoot corner.

At the event, "YouTube Creator T-shirt Area" will be located near the Creator Lounge for all attendees to visit. This corner will showcase unique T-shirts created by YouTube creators specifically for TGS. Visitors will have the opportunity to purchase these T-shirts by scanning the QR code next to each design to visit the creator's website.

Ticket Information and Entry Procedures

■ Business Days: Sep. 26 and 27 (for game industry professionals, journalists and influencers only)

TGS2024 has designated two Business Day, on Sep. 26 (Thu.) and 27 (Fri.), exclusively for gaming industry professionals to attend the event in a business-friendly environment. These two Business Days are open only to exhibitor invitees who have a Business Day pre-registration code, paid Business Day pre-registrants, journalists, or influencers.

Please note that children under the age of 18 and students are not allowed to enter on Business Day. Entry with infants and preschoolers is also prohibited.

■ General Admission Tickets for Overseas Visitors Now on Sale

(for adults: junior high schooler or older)

General admission tickets for Public Day, Sep. 28 (Sat.) and 29 (Sun.), for overseas visitors are currently on sale on the TGS2024 official English website at:

<https://tgs.nikkeibp.co.jp/tgs/2024/en/ticket/publicday/>

【General Admission Tickets on Sale for Overseas Visitors】 (junior high schoolers or older)

- Sales period **Sep. 28 (Sat.) Ticket: by Sep. 28 (Sat.) at 3:30 p.m. (JST)**
 Sep. 29 (Sat.) Ticket: by Sep. 29 (Sat.) at 3:00 p.m. (JST)

*Ticket sales will cease once all tickets are sold out.

- Price **JPY3,000 (including tax)**

*Elementary schoolers and younger children can enter for free.

*Junior high schoolers or younger children and adults accompanying them are free to enter the Family Game Park.

■Entry Procedures for Business Visitors and General Visitors

TGS2024 has different entry procedures for business visitors and general visitors.

- Business visitors are required to enter through the 2nd floor of Hall 1 after completing reception at the Central Mall on the 2nd floor of Makuhari Messe.
- Visitors with General Admission Tickets (Supporters Club Ticket for Sep. 26 or 27, or One-Day Ticket) can enter the venue for the first time through two entrances. One is located in the area of Halls 1-8, and the other in the area of Halls 9-11. Please note that you are not allowed to move from the area of Halls 9-11 to the area of Halls 1-8 during the first 30 minutes after the doors open (until 10:30 a.m. on Sep. 28 and 10:00 a.m. on Sep. 29).

■Entry Restrictions at the In-person Venue

To avoid crowding, TGS2024 will continue to regulate the number of people entering each area (Halls 1-3, 4-6, 7-8, and 9-11) at the in-person venue. Each entrance is equipped with sensors that allow real-time monitoring and management of the number of people in each area. Once the maximum number of visitors is reached in a particular area, new visitors will not be allowed to enter that area (entrance restriction) but will be directed to other areas.

However, if you have a reservation ticket for a "trial play" or "stage performance" in an exhibition booth in the restricted area, we will check the start time of the event and allow you to enter the area.

■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.

Supported by: Japanese Ministry of Economy, Trade, and Industry

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: [Physical exhibition] Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)

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

[Online exhibition] Official website /official streaming /TGS Digital World/ Steam Special Venue

Expected Number of Visitors: 250,000

Number of Exhibitors: 985 companies *As of Sep. 18, 2024/Record-high number of Exhibitors

Number of Exhibition Booths: 3,252 booths *As of Sep. 18, 2024/Record-high number of booths

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