

# OFFICIAL REPORT

**Trailblaze**  
the World with  
**Gaming**



# TOKYO GAME SHOW 2024

# Acknowledges

Since the pandemic TOKYO GAME SHOW has continued to expand, but in 2024 the scale of the event exceeded even that. The number of exhibitors was 985, a significant increase on last year's 787 (125% increase year-on-year), and the number of exhibition booths at the real venue was also a record high of 3,252 a record high. In terms of visitor numbers, 274,739 people gathered at Makuhari Messe for four days of gaming, with nearly 1,000 exhibitors offering a wide range of content. So, what is the reason behind the continued expansion of TOKYO GAME SHOW?

One of the main reasons is that both exhibitors and visitors are focusing on the keyword "overseas". Of the 985 exhibitors, 535 were from overseas in 2024. We believe that this is the result of the fact that the main purpose of exhibiting at the show is to brand and conduct business negotiations in the Japanese market, and that the market of Japan, where TOKYO GAME SHOW is held, is considered important. In addition, with regard to overseas visitors, this year visitors from 78 countries and regions participated, and although various game events are now being held around the world, we feel that this is proof that TOKYO GAME SHOW has grown to become an event that is chosen by people who want to come to Japan and participate in TOKYO GAME SHOW.

The second reason is the diversification of content. The game industry is attracting attention from all industries around the world for its IP and technology, and the Tokyo Game Show in recent years has become an event that is a microcosm of the expansion of the gaming industry, with not only pure game content, but also a wide range of other content, including games and peripheral devices, as well as environments for playing games and game entertainment city concepts.

At the same time as the number of companies wanting to enter the game industry is increasing, there is no doubt that the diverse content is one of the factors that is further increasing the appeal of TOKYO GAME SHOW. The game industry is one of the few industries in Japan that is "vibrant". The possibilities of this vibrant game industry are endless. TOKYO GAME SHOW, which allows us to look at this industry and beyond, will continue to grow into an even better event on a global scale, and the entire Management Office will continue to work hard to achieve this. We would like to thank all the exhibitors and everyone involved for their tremendous cooperation.

We look forward to your continued support for upcoming TOKYO GAME SHOW 2025.

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# Event Outline・Results

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<b>EVENT</b>	<b>TOKYO GAME SHOW 2024</b>
<b>Theme</b>	<b>Trailblaze the World with Gaming</b>
<b>Period</b>	<b>September 26 (Thu.) through 29 (Sun.), 2024</b>  <b>Business Day : September 26 (Thu.), 27 (Fri.) 10:00~17:00</b> <b>Public Day : September 28 (Sat.) 9:30~17:00</b> <b>September 29 (Sun.) 9:00~16:30</b>  ※On Public Day, the entrance opened 30 minutes earlier than planned.
<b>Organizer</b>	<b>Computer Entertainment Supplier's Association (CESA)</b>
<b>Co-Organizer</b>	<b>Nikkei Business Publications, Inc. DENTSU INC.</b>
<b>Supporter</b>	<b>Ministry of Economy, Trade and Industry (METI)</b>
<b>Venue</b>	<b>Makuhari Messe Hall 1~11, International Conference Hall, Event Hall</b>

# Event Results – Exhibitors/Exhibit Booths

## Exhibitors

**985** (2023 : 787)

◎ Domestic 450(Online Exhibitors : 11)

Overseas 535 Online Exhibitors : 19)

◎ Exhibitors by Area

● General Exhibition	260
● Smartphone Game	24
● Gaming Hardware	43
● Gaming Lifestyle	15
● AR/VR	21
● eSports	8
● Game Academy	56
● Indie Game	220
● Selected Indie80	81
● Merchandise Sales	36
● Family Game Park	13
● Business Solution	162
● AI Technology Pavilion	9
● Business Meeting Area	116

## Exhibit Booths

**3,252** (2023 : 2,682)

◎ Exhibitors by Country/Region **44** (2023 : 44)

### Americas 4

Country/Region	Exhibitors
Canada	6
Chile	10
Brazil	5
United States	40

### Europe 19

Country/Region	Exhibitors	Country/Region	Exhibitors
Italy	17	France	27
Ukraine	2	Bulgaria	1
Estonia	1	Poland	16
Cyprus	2	Portugal	6
Georgia	1	Moldova	6
Switzerland	9	United Kingdom	7
Sweden	22	Middle East/Africa:4	
Spain	23		
Denmark	2		
Germany	20		
Norway	3		
Hungary	1		
Finland	2		
Country/Region	Exhibitors		
Turkey	12		
U.A.E.	7		
Saudi Arabia	3		
South Africa	1		

### Asia/Oceania 17

Country/Region	Exhibitors
India	15
Indonesia	13
Australia	5
Kazakhstan	1
Singapore	17
Thailand	18
New Zealand	3
Pakistan	1
Bangladesh	1
Philippines, the	2
Vietnam	1
Malaysia	15
South Korea	74
Hong Kong	15
Taiwan	24
China	78
Japan	450

Titles

2,850 (2023 : 2,291)

© Breakdown of Titles Exhibited by Platform/Genre

[Platform]

Platform	Titles	Platform		Titles
Nintendo Switch	295	Android		190
PlayStation 4	156	Others		51
PlayStation 5	238	VR	PlayStation VR	4
Xbox Series X S	172		PlayStation VR2	3
Xbox One	86		Valve Index	6
Steam	625		Meta Quest	32
PC	496		HTC Vive	6
PC Browser	32		MR	1
iOS	188		Others (VR)	

[Genre]

Genre	Titles	Genre	Titles
Role Playing	347	Action・Adventure	187
Action	500	Action Shooting	47
Simulation	208	Sports	51
Adventure	397	Racing	28
Shooting	74	Others (Genre)	505
Puzzle	155	Others (Genre)	255
Action・Role Playing	96		

※ Classifications in the table do not include titles with unknown “platform” or “genre”.

# Event Results – Number of Visitors

## Visitors

© 4-Days Total: **274,739** (2023 : 243,238)

2024			2023	2022
Business Day	September26 (Thu.)	42,031	September 21 (Thu.) 33,706	September 15 (Thu.) 23,051
	September27 (Fri.)	45,149	September 22 (Fri.) 36,109	September 16 (Fri.) 27,614
Public Day	September28 (Sat.)	97,786	September 23 (Sat.) 96,033	September 17 (Sat.) 47,236
	September29 (Sun.)	89,773	September 24 (Sun.) 77,390	September 18 (Sun.) 40,291
Total		274,739	243,238	138,192

※ For 2022, on the second day of Business Day, Friday, September 16, general visitors will be admitted from 2:00 p.m.

### Overseas Business Day Visitors by Country/Region

Region	Country/Region	Share	Region	Country/Region	Share	Region	Country/Region	Share	Region	Country/Region	Share
Asia	China	29.64%	Europe	United Kingdom	2.06%	Europe	Iceland	0.09%	North America	United States of America	12.26%
	Republic of Korea	17.91%		France	1.09%		Andorra	0.09%		Canada	1.56%
	Taiwan	9.03%		Germany	1.06%		Bulgaria	0.09%		Brazil	0.62%
	Hong Kong	4.50%		Turkey	1.06%		リトアニア	0.09%		Mexico	0.32%
	Singapore	4.03%		Poland	1.06%		Ireland	0.06%		Argentina	0.26%
	Thailand	1.59%		Sweden	0.85%		Greece	0.06%		Uruguay	0.12%
	Malaysia	1.03%		Spain	0.74%		Switzerland	0.06%		Peru	0.09%
	Indonesia	0.85%		Netherlands	0.68%		Slovakia	0.06%		Cayman islands	0.06%
	India	0.65%		Italy	0.50%		Norway	0.06%		Virgin islands	0.03%
	Philippines	0.59%		Cyprus	0.41%		Armenia	0.03%		Curacao	0.03%
	Viet Nam	0.38%		Finland	0.41%		Georgia	0.03%		Chile	0.03%
	Cambodia	0.12%		Czech Republic	0.35%		Portugal	0.03%		Dominican Republic	0.03%
	Macao	0.09%		Estonia	0.24%		Malta	0.03%	Africa	Ghana	0.06%
	Myanmar	0.03%		Denmark	0.18%		Liechtenstein	0.03%		Tunisia	0.03%
Oceania	Australia	0.79%		Austria	0.15%					Morocco	0.03%
	New Zealand	0.18%		Belgium	0.15%						
	Saudi Arabia	0.35%		Russia	0.15%						
Middle East	United Arab Emirates	0.32%		Serbia	0.12%						
	Israel	0.18%									
	Jordan	0.09%									
	Kuwait	0.06%									
	Bahrain	0.06%									

- Breakdown of overseas visitors accepted at the counter on Business Day
- Foreign residents in Japan, guest pass holders, members of the foreign press, and exhibitor pass holders are excluded.





# Exhibitors List – Physical Exhibits ①

## Real Physical

※ Alphabetical Order by Exhibit Corner

Exhibitors	Country/Region
General Exhibition Area/一般展示	
ANIPLEX	
ARC SYSTEM WORKS	
AREA 35	
Arena Breakout: Infinite	China
ASUS JAPAN	
Bandai Namco Entertainment	
Battlestate Games	
BBmedia	
Beep Japan	
Blackmagic Design	
Busan IT Industry Promotion Agency	Republic of Korea
Beyond Will	Republic of Korea
Bluesom	Republic of Korea
EverStone	Republic of Korea
KKANGTO STUDIO	Republic of Korea
Milestone Games	Republic of Korea
ONW STUDIO	Republic of Korea
Visual Dart	Republic of Korea
CAPCOM	
C-Garden	
CITY CONNECTION	
CROSS THE AGES	France
D4Enterprise	
Dark Emerald Studios	United Arab Emirates
Dear Villagers	France
Devolver Digital	United States of America
Dimensionals	Canada
Discord	United States of America
DITP(Thailand Pavilion)	Thailand
ALGORHYTHM PROJECT	Thailand
BIT EGG	Thailand
BUGBLIO STUDIO	Thailand
FAIR PLAY STUDIOS	Thailand
GAME SQUARE INTERACTIVE	Thailand
KANTANA POST PRODUCTION [THAILAND]	Thailand
MOON CATALYST	Thailand
NAMSON DIGITAL	Thailand
TEAPOT STUDIO	Thailand
THE MONK GAMES	Thailand
YGGDRAZIL GROUP	Thailand
ZAI STUDIO	Thailand
DouYu Japan	
DreamOnline	
Duet Night Abyss	China
Dynabook	

Exhibitors	Country/Region
General Exhibition Area/一般展示	
Eighty Kosan	
ELSA Japan	
Expansive Worlds	Sweden
FallenCranberry Studio	Singapore
Figurama Collectors	
Fingersoft	Finland
FORCES	
FRONTIER	
Fruitbat Factory	Finland
GALLERIA(THIRDWAVE)	
Game Creators Guild	
GAME SOURCE ENTERTAINMENT	China
Games From Portugal	Portugal
eGames Lab	Portugal
Infinity Games	Portugal
Redcatpig	Portugal
WOWSystems	Portugal
Yacooaba	Portugal
Gemdrops	
German Pavilion	Germany
BAD Spiele Studio	Germany
Black Screen Records	Germany
Byte Rocker's Games	Germany
Daedalic Entertainment	Germany
Egosoft	Germany
Elysium Game Studio	Germany
Kalypso Media Group	Germany
ROCKFISH Games	Germany
SOFTFLIX	Germany
Stratosphere Games	Germany
United Games Entertainment	Germany
4-Real Intermedia	Germany
Gino	
GMO Media	
Graph	
GRYPHLINE	China
Guangzhou Games Industry Association	China
Gunma Prefecture Esports and Content Creation Division	
Happinet	
hcnone	United States of America
historia	
Hong Kong Pavilion	Hong Kong
Daytech HK	Hong Kong
Feeling Game	Hong Kong

Exhibitors	Country/Region
General Exhibition Area/一般展示	
Finifugu Games	Hong Kong
Fun Easy Games	Hong Kong
Gianthouse	Hong Kong
Leap Studio	Hong Kong
ML INTERACTIVE	Hong Kong
Realm of Alters	Hong Kong
Sportopia FEC	Hong Kong
Why Not Have Fun	Hong Kong
World City Investments	Hong Kong
Xanadoo	Hong Kong
HORI	
Hotta Studio	China
HowlingRain	Taiwan
HP Japan	
Indonesia Pavilion	Indonesia
Anantarupa Studios	Indonesia
DigiKagi	Indonesia
Fat Raccoon Games	Indonesia
ForgeFun	Indonesia
Gambir Studio	Indonesia
Komodoz	Indonesia
Lioncore	Indonesia
Sekuya	Indonesia
Strayflux	Indonesia
Vifth Floor	Indonesia
Infinity Nikki(Infold Games)	
INSIDE SYSTEM	
Intel	
INTI CREATES	
Italy Pavilion - Games in Italy	Italy
Bad Seed	Italy
Embassy of Italy - Trade Promotion Section	Italy
FUNNY TALES	Italy
Gear Games Italy	Italy
Idra Interactive Studios	Italy
Invader Studios	Italy
myAppFree	Italy
NACON STUDIO MILAN	Italy
Operaludica	Italy
Revera	Italy
Studio Evil	Italy
Tiny Bull Studios	Italy
Travel Verse	Italy
UNTOLD GAMES	Italy
34BigThings	Italy

Exhibitors	Country/Region
General Exhibition Area/一般展示	
Iwakuni City	
Kairosoft	
Kakehashi Games	
Kawakamisangyou	
KEMCO	
Kevuru Games	Ukraine
KOCCA GAME INSTITUTE	Republic of Korea
KOEI TECMO GAMES	
Konami Digital Entertainment	
KOREA PAVILION	Republic of Korea
D-ZARD	Republic of Korea
EXLIX	Republic of Korea
GONGGAMORE CONTENTS	Republic of Korea
Jiffycrew	Republic of Korea
Joe Yu Game Studio	Republic of Korea
L&K	Republic of Korea
MilkEmpire	Republic of Korea
Minimum Studio	Republic of Korea
MOVISOFT	Republic of Korea
NboxGames	Republic of Korea
NdevGames	Republic of Korea
Newcore Games	Republic of Korea
OddOneGames	Republic of Korea
ODYSSEYER	Republic of Korea
PLAY Mephistowaltz	Republic of Korea
QueseraGames	Republic of Korea
Sentience	Republic of Korea
Skonec Entertainment	Republic of Korea
Studio Doodal	Republic of Korea
Tripearl Games	Republic of Korea
TSUF	Republic of Korea
Twohands Interactive	Republic of Korea
VisualLight	Republic of Korea
Waycoder	Republic of Korea
3F Factory	Republic of Korea
KURO GAMES	China
Kyuzan	
LAUNCELOT	
Lenovo Japan	
Level Infinite	China
LEVEL5	
LIONA	
L-TEK	Poland
Mango Party	Taiwan
Mecha BREAK	China

Exhibitors	Country/Region
General Exhibition Area/一般展示	
milliondoubt	
Misterial Games	Kazakhstan
MOSS	
MUTAN	
MX	Saudi Arabia
NeoBards Entertainment	Taiwan
NEXON	
NHK x GAME	
Norwegian Games	Norway
D-Pad Studio	Norway
Krillbite Studio	Norway
Red Thread Games	Norway
OLO-G Games	Republic of Korea
One or Eight	
PIONEER	
playcare	
PLAYISM	
POCKET PAIR	
Polygon	Switzerland
Q-Games	
Qiddiya Gaming	Saudi Arabia
Rainy Frog	
RAZBAM JAPAN	
Red Dunes Games	United Arab Emirates
REVOLUTION INDUSTRY	Thailand
Rocket Panda Games/ebten	
SAFEHOUSE	
Samsung SSD	
Sapporo Game Camp	
Saroasis Studio	China
SEGA/ATLUS	
S-GAME	China
Shanghai Runmeng Network Technology	China
SHUEISHA GAMES	
Singapore Pavilion	Singapore
Skyarts	
SNK	
SOFMAP	
Sony Interactive Entertainment	
SQUARE ENIX	
Starpixel Studios	Singapore
SteelSeries	
STRINOVA	China
STUDIO SLEDGEHAMMER	
Taipei Game Show / TCA	Taiwan

# Exhibitors List – Physical Exhibits ②

## Real Physical

※ Alphabetical Order by Exhibit Corner

Exhibitors	Country/Region
General Exhibition Area/一般展示	
Tassei Denki	
TENDA Games	
Teyon Japan	
THQ Nordic	
TITAN GAMES	Singapore
TOEI ANIMATION	
Topnotch Animation Design	China
TSUKUMO	
TYKONO OLIGATE	China
Ukiyo Studios	Australia
UNYELDER by TrueWorld Studios	Singapore
VIC GAME STUDIOS	
Walaber Entertainment	United States of America
Warframe	United States of America
WAVE	
Wild Assault	China
YAMADA DENKI	
Yellow Brick Games	Canada
Yenpoint	
YGG Japan	
YOSHIMOTO KOGYO	
Ysbryd Games	Singapore
ZETA DIVISION	
ZUIKI	
4Gamer.net	
Smartphone Game Area/スマートフォンゲームコーナー	
AIQVE ONE/ANA NEO	
Apeiron	Hong Kong
BOUNTY HUNTERS	United Arab Emirates
Century Games	China
ElEngine	
Fantasy Space	United States of America
Google Play	
JOY MOBILE NETWORK	Singapore
JR East Marketing & Communications	
m00m world	United States of America
M-terrace	
Mythologia -The Oracle-	
Riseup Labs	Bangladesh
RNE	
Shangri-La Frontier	
Solo Game	China
SPARK NEXA	China
Starward	China
Team Rhythmicals	Republic of Korea

Exhibitors	Country/Region
Smartphone Game Area/スマートフォンゲームコーナー	
Tree of Savior : Neverland	China
Ujoy Games	China
XD	China
XREAL Japan	
9YOU.COM	China
Gaming Hardware Area/ゲーミングハードウェアコーナー	
Aiuto	
Alliance	Sweden
AndGAMER (Void & AIM1)	
AULA JAPAN	
Bear Racing Service	
BenQ Japan	
Best One	
BIGBIG WON	China
Brook Gaming	Taiwan
Cleer	China
Corsair Japan	
CRI Middleware/ PIONEER	
Dongguan 3e Electronics	China
eXtremeRate & HexGaming	China
FACESEC & PHYSCE	Singapore
Fnatic Gear	
FOSTEX/Foster Electric	
fumo-shop	
GITOPER	China
GPD Game Console (TENKU)	
Hanvon Ugee Technology (XPPen)	China
Host No.4 Technology(chengdu)	China
HYTE	
imation	
I-O DATA DEVICE	
KARNOX	China
moimate	
MouseComputer	
Moza Racing	China
MSI	Taiwan
NB ERGONOMIC	China
NEXICONN TECHNOLOGY	
ONEXPLAYER	
RIDDLE ORDER	
Shanghai Sixunited Intelligent Technology	China
Shenzhen Guli Tech	China
Shenzhen Honcam Technology	China
Shenzhen KTC Technology	China
TechnoBlood eSports	

Exhibitors	Country/Region
Gaming Hardware Area/ゲーミングハードウェアコーナー	
TOPRE	
Trustech Japan	
Western Digital	
XEO LAB	
Gaming Lifestyle Area/ゲーミングライフスタイルコーナー	
AIMchair	
BFP	
E-DX	
GIFU PLASTIC INDUSTRY	
HASEKO REAL ESTATE DEVELOPMENT	
IKEA	
Kawakamisangyou	
LEWITT	
Livlanmind	
Miyaji Shokai	
NITORI	
NITTO	
Pixio(Hamee)	
STERLING	
STERLINGPRODUCT	
AR/VR Area/AR/VRコーナー	
bHaptics	Republic of Korea
Bigscreen	United States of America
FORUM8	
Fun2 Studio	Taiwan
Gatebox	
Grounding	
IntoFree	
Japan Electronics College ProjectVR	
N7R	China
Pimax	China
Player One	Saudi Arabia
StretchSense	New Zealand
TOM CREATE	
Tundra Labs	United States of America
VGC	
VR IMAGINATORS	
eSports Area/eスポーツコーナー	
GACHISUP	
Japan e-Motorsport Organization(JeMO)	
PCCS	
Rabbit0	
REJECT	
SINRA GAMING	

Exhibitors	Country/Region
eSports Area/eスポーツコーナー	
WALLHACK	Denmark
XR ASIA SUMMITS	Malaysia
Game Academy Area/ゲームアカデミーコーナー	
Aichi Institute of Technology	
Amusement Media Academy/Osaka Amusement Media Academy	
ARS Computer College	
Arts college Yokohama	
Aso Pop Culture College	
Bunkyo University	
Chuo Institute of Information and Design College	
Clark Memorial International High School CLARK NEXT Tokyo	
Computer College Nagoya	
DoCarrier	
ECC COLLEGE OF COMPUTER AND MULTIMEDIA	
EHIME Prefectural MATSUYAMA MINAMI HIGH SCHOOL TOBE BRANCH	
Higashi-Nihon Design & Computer College	
Hokkaido Computer School	
Hokkaido Cyber Creator Professional Training College	
Hokkaido Information University	
Human Academy	
Induk University	Republic of Korea
InternationalInformation&EngineeringAutomobileCollege	
IWASAKI GAKUEN	
Japan Electronics College	
Kanagawa Institute of Technology	
Kawahara College of Electronics and Business	
Kinki Computer & Electronics College	
Kokusai Riko College	
KokusaiDenshiBusinessTechnicalSchool	
Kyushu Computer College Fukuoka / Kitakyushu / Oita / Kagoshima	
Kyushu Sangyo University	
Mirai business college of vocation	
NAGOYAKOGAKUIN COLLEGE	
NIHON KOGAKUIN COLLEGE /Tokyo University of Technology	
Niigata Computer College.	
Niigata high technology college	
Numazu Professional Training College of Business and Information Technology	

Exhibitors	Country/Region
Game Academy Area/ゲームアカデミーコーナー	
OKAYAMA INFORMATION COLLEGE.	
Osaka Electro-Communication University	
osaka institute of technology information science and technology	
OSAKA SOGO COLLEGE OF DESIGN	
Ota Information & Business College	
Renaissance High School Group	
Sagami Woman University	
Shobi University	
Shohoku College	
Shonan Institute of Technology	
SIT X-Tech(Shonan Institute of Technology)	
Tohoku Computer College	
TOKYO COOL JAPAN ACADEMY	
Tokyo Jitsugyo High School	
Tokyo University of Information Sciences	
Toyama Information Business Vocational school	
Toyo Institute of Art and Design	
TRIDENT COLLEGE OF INFORMATION TECHNOLOGY	
VANTAN GAME ACADEMY	
Waseda-Bunri College of Arts & Sciences	
YOKOHAMA GOOD GAME PROJECT	
Indie Game Area/インディーゲームコーナー	
Abu Dhabi Gaming	United Arab Emirates
After Work Games	United Arab Emirates
Hypemastersc MENA	United Arab Emirates
Kashkool Games	United Arab Emirates
Khosouf Studio Middle East	United Arab Emirates
AI Frog Interactive	
Ancient Forge	Poland
Appare Factory	
APRIZE	
Arcadia	Thailand
ASMIK ACE	
Asobism	
Away From Home	United States of America
Ayacatgames	United States of America
BADMAD ROBOTS	Singapore
BeXide	
Black Beard Design Studio	
BlackGuardian	Republic of Korea
BlastEdge Games	

# Exhibitors List – Physical Exhibits ③

## Real Physical

※ Alphabetical Order by Exhibit Corner

Exhibitors	Country/Region
Indie Game Area/インディーゲームコーナー	
BloodLoop	Switzerland
Borealis Games	Canada
Brilliant Skies	United Kingdom
BS TV TOKYO	
btf	Germany
Carrottin	United States of America
CENTERTOSECONDS	
CERTIA	
Cerulean Games	United States of America
CHILE Pavilion	Chile
Abstract Digital	Chile
Aone Games	Chile
Cangrejo Ideas	Chile
Estudio Mezcla	Chile
InvadeLab	Chile
Niebla Games	Chile
Octeto Studio	Chile
Youtouch Technology Lab	Chile
4HA Games Studio	Chile
Chorus Worldwide	
CLOUD CREATIVE STUDIOS	
Cocoro Software	
COYOTE RUNNER	
Crackin	
D.H	
Dagada's Story	France
DAONE GAMES	Taiwan
Dinko	Australia
dot.Studio	
DRIFTED	Taiwan
eastasiasoft	Hong Kong
Edigger	China
ELSA Japan	
Entalto Publishing (powered by Games from Spain)	Spain
ENTALTO PUBLISHING	Spain
Erotes Studio	Taiwan
ESDigital Games	Cyprus
False Prophet	Poland
Feelcerca	
FlyteCatEmotion	
FUNBREW GAMES	China
Galaktus Indie Booth	Poland
Game for IT	
Game Studio	

Exhibitors	Country/Region
Indie Game Area/インディーゲームコーナー	
GameFloat	
Gamersky Games	China
Gamirror Games	China
G-Blossom/Glitz Visuals	
Gotcha Gotcha Games	
GRAVITY GAME ARISE	
Gugenka	
GURI GAMES	
GYAAR Studio	
Hakurokudo	
Half Sword	Germany
Happinet	
hide Games	China
HYPER REAL	
Hypercent	Republic of Korea
IGDA Japan Chapter	
iGi indie Game incubator / SO-FU	
Illam Software Entertainment	Singapore
India Pavilion	India
Ayelet Technology	India
Brewed Games	India
GameEon Studios	India
GDAI (Game Developer Association of India)	India
Insanity Crew	India
Mono Tusk Studios	India
Redimension Games	India
Singular Scheme	India
Street Lamp Games	India
Tathvamasi Studios	India
Weloadin	India
Yesgnome	India
Zatun	India
5TH OCEAN STUDIOS	India
INDIE LIVE EXPO	
Indie.io	United States of America
Izakaya Conversare	Republic of Korea
IZON.	
Jack & Detectives - A Silent Social Detection Game -	
KADOKAWA	
Kamoyanagi Broadcast	
Kisoutenguys	
KODANSHA Game Creator's Lab	
Kooapps	Philippines
Lily's Labyrinth of Lust	United States of America
logicalbeat	

Exhibitors	Country/Region
Indie Game Area/インディーゲームコーナー	
Matrix	
MBAinternational	
Meseed Software	
METASLA	
Minimum Studio	Republic of Korea
MISTERY	China
MONOWAVE	Republic of Korea
Moonana Games	United States of America
NatsumeAtari	
Oaks Games Studio	Brazil
ONECONNECT	
Peakware Studio	Thailand
Phoenixx	
Pip Puzzle	United States of America
PLAYISM	
Poland	Poland
Game Industry Conference	Poland
Ice Code Games	Poland
Lukasik.art	Poland
Render Cube	Poland
Sodigital	Poland
Superkami	Poland
The Knights of Unity	Poland
Polish Indie Booth	Poland
Preferred Networks	
Pressed Elephant	Canada
Project Tower	France
PROMOTAL	
RabbitleEntertainment	
radiuthree	
Ratalaika Games / Shinyuden	Spain
room6 / Yokaze	
Scarlet Defiance	United States of America
Sekai Project	United States of America
SERIALGAMES	
Shenzhen Bingo Culture Technology	China
Shireishi Production	Indonesia
Sinthetic	Australia
SKOOTA GAMES	
South Pole Bebop	Republic of Korea
SoybloQ	Germany
Spain Indie Showcase (powered by Games from Spain)	Spain
HELLO MONSTER	Spain
ONIROID	Spain

Exhibitors	Country/Region
Indie Game Area/インディーゲームコーナー	
PORTAL DE TANHAUSER	Spain
TRUSIGA	Spain
Spiral Up	China
spiralsense	
START with GRAVITY	
Stromatosoft	
Studio Lalala	
STUDIO LIGHTS	
Sweden Game Arena	Sweden
Bit Egg	Sweden
Carry Castle	Sweden
Chromatic Ink	Sweden
Coherence	Sweden
Crypto Rouge	Sweden
Dashy Studios	Sweden
Datspelsbranschen	Sweden
Evergreen IT	Sweden
Fireshard	Sweden
Game Advisor	Sweden
Ichi go Ichie	Sweden
Impact Unified	Sweden
Magnetic Lake	Sweden
Ninmark Soundworks	Sweden
Perfect Random	Sweden
Pugstorm	Sweden
Rotten Raccoons	Sweden
Silent Factory	Sweden
Something We Made	Sweden
SwissGames	Switzerland
Castle Come	Switzerland
Henry Halfhead	Switzerland
Psychotic Bathtub	Switzerland
Roots of Fury	Switzerland
Shoe it All!	Switzerland
Sneaky Blinder	Switzerland
Synodic Arc	United States of America
TASKIV	
tatsumaki games	
Tatsumeeko: Lumina Fates	Singapore
TECH.C. GAME PROJECT	
Thunderfox Studio	Republic of Korea
TOKYO COOL JAPAN ACADEMY	
Tokyo Stories	
TOKYOTOON	
Top Hat Studios	United States of America

Exhibitors	Country/Region
Indie Game Area/インディーゲームコーナー	
Toydium	
tsukuru uozu project (UozuCity)	
Ultinet	
Whisper Partners	China
WhisperGames	China
Wiggin Industries	Spain
Wizard Tortoise Games	
ZAKUZAKU	
2P Games	Hong Kong
5dims	
Selected Indie 80	
Aldian of Ancients	India
Annulus	
ARA	
Attructure	
BearBoneStudio	Taiwan
Black Tangerine	Republic of Korea
Calman	Germany
Cardboard Studio	
Cobysoft Joe	United States of America
Common Opera	United States of America
David Wehle	United States of America
DDDistortion	
DOI Nobuhiro	
Dumpling	China
ElePass: Only Elephants Can Unlock the Passcode	
ENTAFILIP	
Esophaguys Team	United States of America
Explosive Disposal Team	Republic of Korea
FANIMAX	Taiwan
Finch Bird Studio	Estonia
First Dwarf	Poland
Fix-a-Bug	Italy
Glowfrog Games	United Kingdom
GOOFEEES	
Gurei	Brazil
HORROID GAME STUDIO	France
iBright Games	Turkey
KIC Games	
Kinmoku	Germany
Lemport	China
Metavoidal	Republic of South Africa
MING STUDIO	China
Moonlight Sculptor	France

# Exhibitors List – Physical Exhibits ④

## Real Physical

※ Alphabetical Order by Exhibit Corner

Exhibitors	Country/Region
Selected Indie 80	
Nao Games	
Nekologic	United Kingdom
NEKOUP	
Neon Blood	Spain
NERDY PENGUIN	
Newman Jason	United States of America
Nomadic Games	Thailand
npckc	
One Team.	
Optillusion Games	United States of America
Other Tales Interactive	Denmark
Playdew	Pakistan
Polygonjs	United Kingdom
Psychoflow Studio	Taiwan
QUByte Interactive	Brazil
Red Nexus Games	Canada
Revolution Industry	Thailand
Rocket Smash Studio	Chile
ROOMTONE Games	Republic of Korea
SAFE HAVN STUDIO	
SBO Games	
SCIKA	
Secret Character	Thailand
Somi	Republic of Korea
Spikewave Games	China
Spoonful Of Wonder	Australia
Springloaded	Singapore
SSUN GAMES	Republic of Korea
Stellagate	
STUDIO KOBA	Spain
TARP Studio	Republic of Korea
TeamVeister	China
TEBASAKI GAMES	
tiny cactus studio	
Toge Productions	Indonesia
Toroya My Battery Is Fried	
Torpor Games	Germany
Toybox Games Studios	Australia
Trinity Team	Italy
Twigames	Ukraine
VRMonkey	Brazil
Whacky Mole Studio	Sweden
Whistling Wizard	New Zealand
Wnader land Kazakiri	
Wobbly Labs	Germany

Exhibitors	Country/Region
Selected Indie 80	
Wondernaut Studio	Brazil
yolk heroes: A Long Tamago	United States of America
20Clocksoft	Republic of Korea
Merchandise Sales Area/物販コーナー	
AI PikattoAnime	
Algernonproduct	
Azumaker	
Battlestate Games	
Bethesda	
CAITAC FAMILY	
Canbe(SOMSOC GALLERY)	
CAPCOM	
COSPA	
DONGGUAN CITY ZHIMEI ELECTRONIC TECHNOLOGY	China
ensky	
Fangamer	
Fnatic Gear(ASK)	
GAMES GLORIOUS	
GeekShare	China
GRAPHT	
HanedaProject	
Happinet	
IGN JAPAN STORE	
InfoLens	
INSERT COIN	China
KOEI TECMO GAMES	
KOJIMA PRODUCTIONS	
L-TEK	Poland
matsumoto shoji	
Medialink	
NIKKEIBP	
PlayVital	China
POCKET PAIR	
SANWA DENSHI	
SEGA	
SQUARE ENIX	
TORCH TORCH	
TOYPLA	
ZETA DIVISION	
+1F	
FamilyGame Park/ファミリーゲームパーク	
Bandai Namco Entertainment	
Benesse Corporation	
CAPCOM	
Happinet	

Exhibitors	Country/Region
FamilyGame Park/ファミリーゲームパーク	
Konami Digital Entertainment	
moze	
Samsung SSD	
SEGA/ATLUS	
Sony Interactive Entertainment	
SQUARE ENIX	
THQ Nordic	
TVgame magazine	
UNI-TY	
Business Solution Area/ビジネスソリューションコーナー	
ADIA Studios	China
Ad-Virtua	
Aiming Taiwan Branch	Taiwan
AIQVE ONE	
AKA Virtual	
Alconost	United States of America
Alibaba Cloud	
Alpha CRC	
Appier Group	Taiwan
AQUASTAR	
ARAWA STUDIO(G-angle)	
beyond	
Bird fab studio	
BiasTrain	
Brushup	
CGKINGLAND	China
Checkout.com	China
Cloud Ace	
Creative Companies Association of Moldova	Moldova
ArtDock	Moldova
Avantaj Prim	Moldova
Future Tech Activity	Moldova
Invest Moldova	Moldova
Lore Games	Moldova
Moldova IT Park	Moldova
Creative house pocket	
CRI Middleware	
Cynra	
D.H	
Diarkis	
DICO	
Digital Garage	
Digital Gear	
Digital Works Entertainment	
Digitalog Technologies	Republic of Korea

Exhibitors	Country/Region
Business Solution Area/ビジネスソリューションコーナー	
DXable/Digital.ai	
DynaComware	
ECI Games	China
Ei Force Tech	China
Enjoy Payment	China
Epsilon Software	
FastSpring	United States of America
FINE	
Game8	
Gekko	
GIANTY	
Gyeonggi Content Agency	Republic of Korea
BIBGames	Republic of Korea
BRIDGEHEADUNION	Republic of Korea
DIVEXR	Republic of Korea
Lizard Smoothie	Republic of Korea
Nimble Neuron	Republic of Korea
PawDragon Company	Republic of Korea
SOUL GAMES	Republic of Korea
SUPERWAVE STUDIO	Republic of Korea
Team Tetrapod	Republic of Korea
HELTEC	
Hitachi Systems	
IMAGICA GEEQ	
Immortals Studios	Malaysia
Incredibuild Japan	
InMobi	Singapore
ITOCHU Cable Systems	
IWATA	
JCG	
JOCNDN	
kagoshima isa city	
Kagoshima Prefecture (Kagoshima Regional Promotion Bureau)	
Keywords Studios	
Kumamoto Prefecture/Digital Art Amakusa (Amakusa City)	
Lan-bridge	China
Lapin	
Lenovo Japan	
Levtech	
Linkworld International	China
Lionbridge Games	United States of America
Lokum Games	Turkey
M Power	

Exhibitors	Country/Region
Business Solution Area/ビジネスソリューションコーナー	
Make Will	
Malaysia Pavilion	Malaysia
Ammobox Studios	Malaysia
Bear Down Studios	Malaysia
Dreamscapes Edtech	Malaysia
eSolved MSC	Malaysia
Experiential Design Team (EDT)	Malaysia
Goolee	Malaysia
Magnus Games Studio	Malaysia
MATRADE	Malaysia
MDEC	Malaysia
Rcade Studio	Malaysia
Todak Studios	Malaysia
Why Knot Studio	Malaysia
Megaxus Infotech	Indonesia
memoQ	Hungary
MetAI	
Mie Translation Services	Taiwan
MIRAISENS	
Mirrativ	
monoAI technology	
mountain studio	
MyDearest	
Myriashue	
NAVER Cloud	Republic of Korea
Nippon Television Network	
NOKOV Motion Capture	China
OPTAGE	
Original Force	China
Outbrain Japan	
PingCAP	
Playio	
Plott	
Pole To Win Holdings/Pole To Win	
POLE TO WIN VIET NAM	Viet Nam
Purmoe Design Lab	
Rayking Game	China
RICOH Industrial Solutions	
Salt Sound Studio	China
Samsung R&D Institute Japan	
Scenario Technology Mikagami	
Seoul Business Agency (SBA)	Republic of Korea
Actionfit	Republic of Korea
AIRCAP	Republic of Korea
A-STAR GAMES	Republic of Korea



# Exhibitors List – Physical Exhibits ⑤ / Online Exhibits

## Real Physical

※ Alphabetical Order by Exhibit Corner

Exhibitors	Country/Region
Business Solution Area/ビジネスソリューションコーナー	
Buff Studio	Republic of Korea
CFK	Republic of Korea
IKINAGAMES	Republic of Korea
Maetdol Games	Republic of Korea
NEXTLV	Republic of Korea
Plain Bagel	Republic of Korea
POLYMORPH	Republic of Korea
Storytaco	Republic of Korea
4th May Games	Republic of Korea
Shachihata	
Sheer Tianyi Technology	China
Shinwork Technology	Taiwan
Speech Graphics	United Kingdom
Spicemart	
StirSystem	
Stream Hatchet	Spain
Sunbird	
SunFlare	
TAITRA	Taiwan
TENBEN	
TenjoyJapan	
ThikingData	
Tokyo Cartographic	
Too	
Totani Translations	
TYRADS	Singapore
ULTRA-X ASIA PACIFIC	
V	
Well-Link Tech Japan	
Winking Studios	Singapore
WitOne	
Wovn Technologies	
Wrike Japan	
Xsolla	United States of America
Yakubo	
YOKOSUKA City	
YYSTV Media & Video Game Museum	China
Zenlayer	China
7KINGDOM	
AI Technology Pavilion/AIテクノロジーパビリオン	
Drecom	
Elith	
Equinix Japan	
Hechicer1A	Spain
OVOMIND	

Exhibitors	Country/Region
AI Technology Pavilion/AIテクノロジーパビリオン	
SilverStarJapan	
Techno-Speech	
Ubitus	
ZEAL	
Business Meeting Area/ビジネスミーティングエリア	
ADWAYS DEEE	
Amazon Games	
Bandai Namco Filmworks	
Bilkent CYBERPARK	Turkey
Bilisim	Turkey
Blackburne Games Yazilim	Turkey
FUNEXAGON OYUN TEKNOLOJILERI	Turkey
KIRPI STUDIO	Turkey
Kodobur Yazilim Bilisim Tasarim Arge Otomotiv	Turkey
MIA Teknoloji	Turkey
Mildmania	Turkey
Moralabs	Turkey
Nomad Monkey	Turkey
VLMedia	Turkey
Boke	China
CARTA MARKETING FIRM	
CHILE Pavilion	Chile
Comic Frontier	
Confiction	Singapore
Cygames	
D3PUBLISHER	
DeNA	
Dimps	
Disc 2 Games	New Zealand
Discord	United States of America
DXable/Digital.ai	
Eliphant Japan	
ENCUBE	
EXNOA(DMM GAMES)	
EY Strategy and Consulting	
French Delegation	France
ALPHA-RLH	France
Atlas V	France
Backlight Studio	France
CATIE	France
ESCALE	France
GENYMOTION	France
HeadBang Club	France
Ikanovision	France

Exhibitors	Country/Region
Business Meeting Area/ビジネスミーティングエリア	
Kalank	France
La Meduse Violette	France
Mangas.IO	France
NADK	France
NGROUND	France
Prime Cognition World	France
SELL	France
SNJV	France
Studio Camelia	France
TAKEOFF	France
VR Boxing	France
Games from Spain	Spain
ANTIDOTE	Spain
CANARY ISLAND GAMES	Spain
COSMIC SPELL	Spain
DRAKHAR STUDIO	Spain
FACTORIA DE INNOVACION	Spain
NOXNOCTICS	Spain
OPHION STUDIOS	Spain
QUANTUM BOX	Spain
SELECTAVISION	Spain
TELLMEWOW	Spain
UNDERGAMES	Spain
VERMILA	Spain
GC	Republic of Korea
GDC	United States of America
Glitz Visuals	
GREE	
GungHo Online Entertainment / GRAVITY	
Gyeonggi Content Agency	Republic of Korea
Happinet	
Hotta Studio	China
HYBRID SQUAD	
IKY	
i-mobile	
InMobi	Singapore
KADOKAWA	
Kakao Entertainment	Republic of Korea
Kodansha	
KOREA PAVILION	Republic of Korea
Kudos Productions	Taiwan
Lemnisca	United States of America
LEMON SKY STUDIOS	Malaysia
Microids	France
NAVER Cloud	Republic of Korea

Exhibitors	Country/Region
Business Meeting Area/ビジネスミーティングエリア	
NEXON	
Nintendo	
Outer Space Technology(Dalian)	China
PHI Law Office	
Philippine GameDev Expo	Philippines
PlatinumGames	
POCKET PAIR	
Poland	Poland
PQube	United Kingdom
QooApp Game Store	Taiwan
Red Art Games	France
Riseup Labs	Bangladesh
RTB House	Poland
SAFARI GAMES	
Seoul Business Agency (SBA)	Republic of Korea
Shanghai Mineloader Digital Technology	China
Shochiku	
SHUEISHA GAMES	
Soft-World International	Taiwan
Tamsotf	
Teyon Japan	
The Walt Disney Company Japan	
TIMECODE	Cyprus
Tokyo Broadcasting System	
Ubitus	
United Games Entertainment	Germany
UNIQUE STUDIO	Thailand
Virtuos	Singapore
viviON	
XAC	Taiwan
YUKES	
505 Games	

## ONLINE

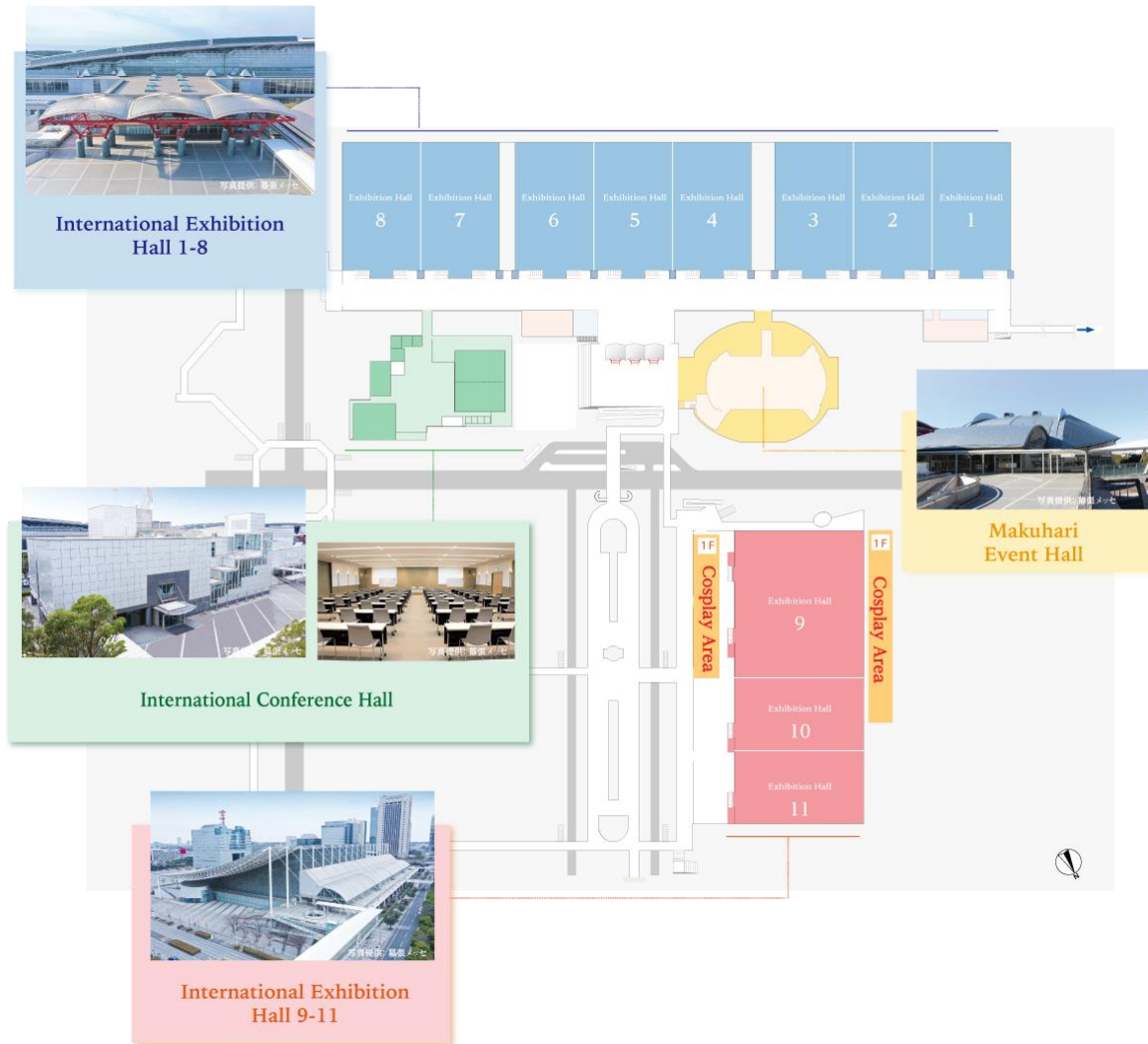
Exhibitors	Country/Region
General Exhibition Area/一般展示	
BoomBit	Poland
Gunggho Online Entertainment	
HAMSTER	
Hooded Horse Asia-Pacific	United States of America
Hooded Horse Europe	United States of America
Hooded Horse North America	United States of America
HYBE JAPAN	
Microsoft Japan	
Neos	
Ubisoft Japan	
Vixa Games	Poland
AR/VR Area/AR/VRコーナー	
Imaginary Game Studios	United States of America
Japan Association for the 2025 World Exposition	
NIHON FALCOM	
Survios	United States of America
thatgamecompany Japan	
Game Academy Area/ゲームアカデミーコーナー	
AKADEMEIA 21st CENTURY	
Indie Game Area/インディーゲームコーナー	
Boxelware	Germany
Cup Dog Games	Taiwan
Indiesquire	Switzerland
Kashkool Games	United Arab Emirates
Lords of Ravage	Georgia
Nightmare House	United States of America
PlayTrans	
rokaplay	Germany
Scarlet String Studios	Canada
Slug Disco	United Kingdom
StoryCrop	China
STUDIO MECHKA	Bulgaria
Toii Games	Taiwan

※ Alphabetical Order by Exhibit Corner

# Physical (Real) Venue

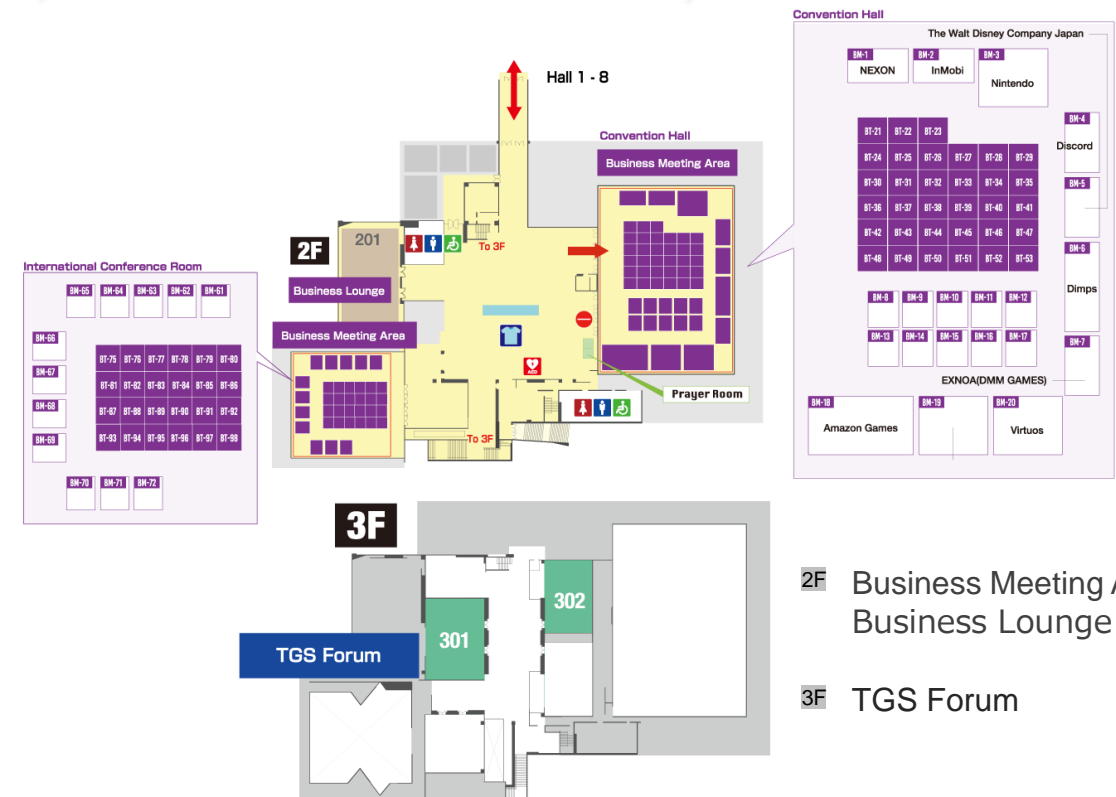
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## TGS2024 Overall Floor MAP (All Exhibition Halls, International Conference Hall, Event Hall at Makuhari Messe)

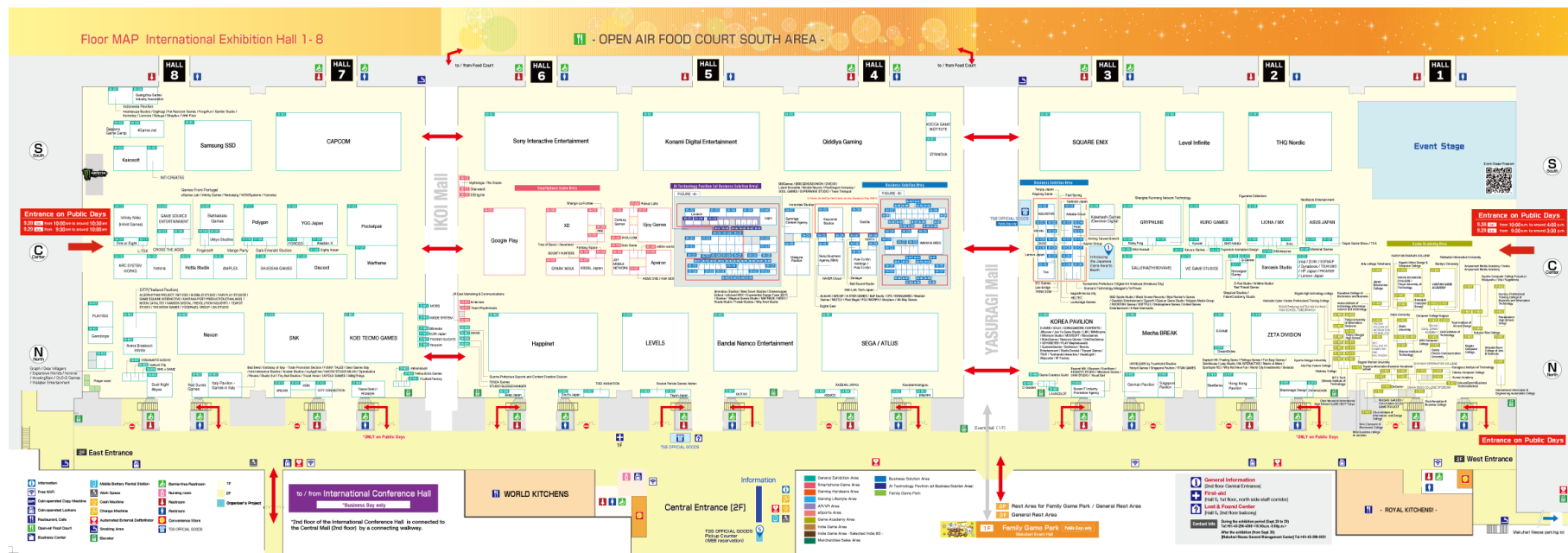


- Use of the entire Makuhari Messe area as exhibition space
- Food Court at South Side, Hall 9

### International Conference Hall



## International Exhibition Hall 1-8



## International Exhibition Hall 1- 8

General Exhibition Area, Smartphone Game Area, Game Academy Area, Business Solution Area, AI Technology Pavilion

## International Exhibition Hall 9 - 11

AR/VR Area, eSports Area, Gaming Hardware Area, Gaming Lifestyle Area, Indie Game Area, Selected Indie 80, Merchandise Sales Area

## Event Hall

Family Game Park

## International Exhibition Hall 9 - 11





# Opening Ceremony

〈Time & Date〉 September 26 (Thu.) 9:30am~ 10:05am

〈Location〉 Hall 1, Event Stage

## 〈Program〉

Organizer's Remarks

Haruhiro TSUJIMOTO, Chairman, CESA

Co-Organizer's Remarks

Tetsuya IGUCHI, President, Nikkei BP

Takeharu UCHIDA, Executive Director, Dentsu

Greetings from Guest of Honor

Masana EZAWA,

Policy Coordination Officer, Commerce and Services Group  
METI

Junichi SAKOMOTO

Japan Int'l Contents Festival Executive Committee

## 〈Ribbon Cutting〉

Haruhiro TSUJIMOTO, Chairman, CESA

Masana EZAWA, Policy Coordination Officer, Commerce and Services Group, METI

Junichi SAKOMOTO, JAPAN Int'l Contents Festival Executive Committee

Tetsuya IGUCHI, President, Nikkei BP

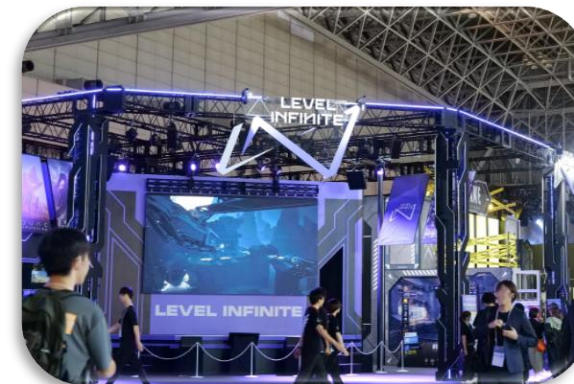
Takeharu UCHIDA, Executive Director, Dentsu





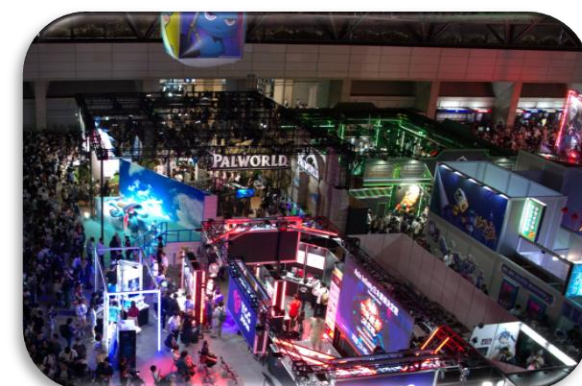
## Exhibition booth introduction

### General Exhibition





## General Exhibition



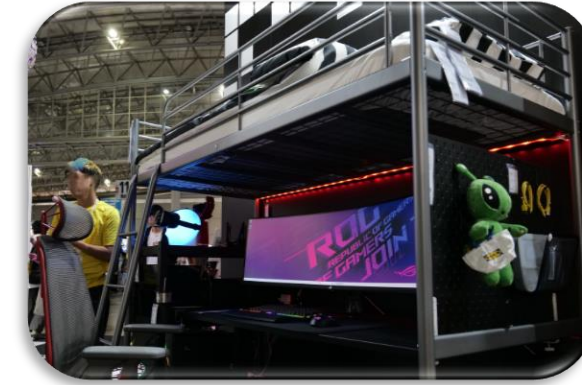
## Smartphone Game



## Gaming Hardware



## Gaming Lifestyle





# Venue Scenery ③

AR/VR



eSports



Game Academy



Indie Game



Selected Indie 80



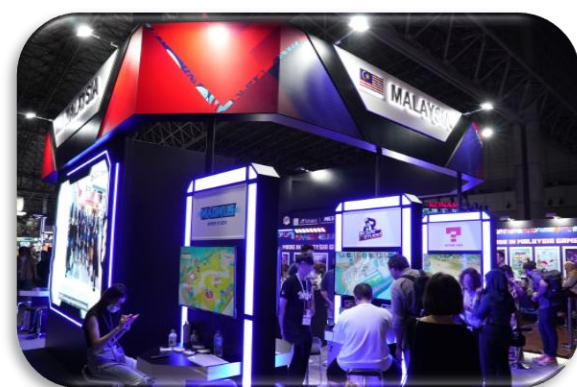
Merchandise Sales



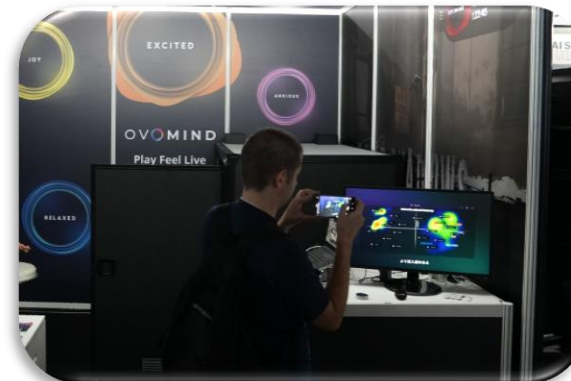
Family Game Park



Business Solution



AI Technology Pavilion



Business Meeting

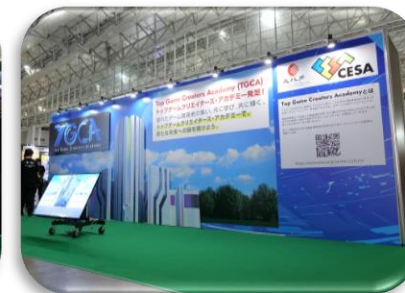


Organizer's Project

Japan Game Awards Future  
Division Voting Booth



Top Game Creators Academy/ 「To Enjoy Games Safely and Securely  
God Game Creator Evolution 2024 What we want you to know」





# Family Game Park

A free hands-on corner was set up as an area open to children under junior high school age, and their families. Under the theme of "Learning" and "Playing" through games, We offered activities that helps children to expand their possibilities and introduced software and game-related products that can be enjoyed safely and safely by all ages. At the Kids' Stage, exhibitors held events and attracted numerous visitor.

## 学ぶゾーン (Learning Zone)

サウンドクリエーター体験(30分)		キャラクターデザイナー体験(30分)	
9/28(土) 10:20~16:40 まで全8回	9/29(日) 9:50~16:10 まで全8回	9/28(土) 10:15~16:45 まで全13回	9/29(日) 9:45~16:15 まで全13回
プログラマー体験(40分)			
Scratchで シューティングゲームを つくろう!(40分)	Scratchで キャッチゲームを つくろう!(40分)	Scratchで ジャンプゲームを つくろう!(40分)	
9/28(土) 10:30~ / 14:10~ 9/29(日) 10:00~ / 13:40~	9/28(土) 11:30~ / 15:10~ 9/29(日) 11:00~ / 14:40~	9/28(土) 12:30~ / 16:10~ 9/29(日) 12:00~ / 15:40~	



Character Designer Experience



Programming Experience

Participants were given a "Job Book for Creating Games," which summarizes the professions involved in the process of making a game.



## 遊ぶゾーン (Play Zone)



Game Trial Experience



The "Age Ratings System." Information Panel

## (Kids Stage Program)

ファミリーゲームパーク キッズステージ プログラム	
9月28日(土)	
10:30	ファミリーゲームパーク情報局
11:00	
11:45	テレビびーむマガジン ゲーム実況Live!
12:50	
13:45	つまらない勉強を楽しくするやり方
14:15	
14:50	英語学習×リズムゲームを遊んでみよう
15:20	
16:00	キャラクターズスペシャルステージ
16:30	
9月29日(日)	
10:00	英語学習×リズムゲームを分けてみよう
10:30	
11:05	テレビびーむマガジン ゲーム実況Live!
11:35	
12:10	みんなで遊ぼう!「サントサウルス ディノスポーズ」ゲームバトル大会
12:40	
13:15	ファミリーゲームパーク情報局
13:45	
14:20	英語学習×リズムゲームを遊んでみよう
14:50	
15:30	キャラクターズスペシャルステージ
16:00	



kids' stage



“Selected Indie 80” exhibit space is designed to support indie game developers (individual and corporate) to exhibit at TGS free of charge, to revitalize the game industry, and to provide opportunities for the future. A record number of 973 titles were submitted from 74 countries and regions.

## Entries by country/region

Europe	223 title	Latin America and the Caribbean	58 title	Oceania	20 title
Asia	565 title	Middle East	21 title	Africa	2 title
North America	84 title				

## SELECTED INDIE 80 - Main Scheme Projects

## Schedule

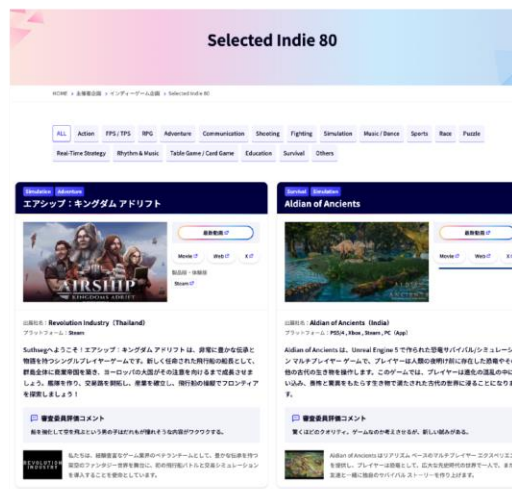
- 2.29 "Selected Indie 80" Entries Now Open
- 4.15 Sponsors Announced for Indie Game Free Exhibition Project
- 4.30 [Selected Indie 80] Entry deadline
- 7.04 TGS2024 Official Website Launches, Selected Indie 80 Exhibitors Announced
- 8.02 Indie Game Project Website Launches  
TGS Indie Game Official Ambassador is POCKY for Three Consecutive Years
- 9.11 Introduction program “Hello Indie”
- 9.18 Eight Finalists for SOWN2024 Chosen!
- 9.26 TOKYO GAME SHOW 2024 (~ 9.29)
- 9.27 Sense of Wonder Night 2024 ]
- 9.28 Official Streaming [Sense of Wonder Night 2024]



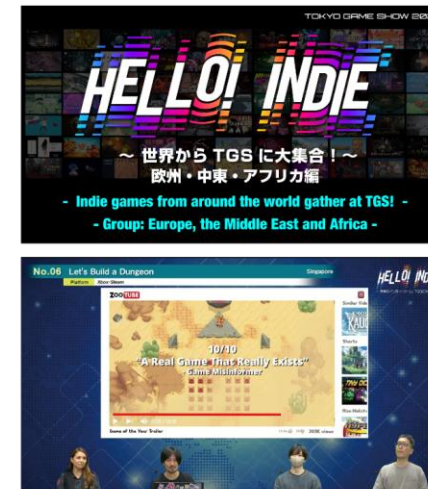
## Free rental of dedicated booth and PC equipment



## [Selected Indie 80] page on the official TGS website



## Introductory program of exhibited titles



## SOWN 2024





# Sense of Wonder Night 2024

The 17th Sense of Wonder Night 2024, a pitch event to highlight indie game developers, will be held on Friday, September 27, at 5:15 p.m. in Conference Room 301 of the International Conference Hall, with a qualified audience for the first time in five years. The Audience Award Grand Prix, the top prize of the SOWN, went to “Esophaguys” from Esophaguys Team (United States), which won the first prize of US\$3,000 and a trophy. In addition, “Hyper Wobbler” (Germany) swept the three categories in addition to the Runner-up Award. The Japanese entry, DOI Nobuhiro “HoooPizza” won the Best Presentation Award.



## SOWN2024 Finalists



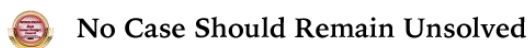
Esophaguys Team (United States of America)



Wobbly Labs (Germany)



Somi (Republic of Korea)



DOI Nobuhiro (Japan)



Nao Games (Japan)

Last Standing



Springloaded (Singapore)

Let's Build a Dungeon



Trinity Team (Italy)

CINEMA



Attructure (Japan)

ANLIFE: Motion-Learning Life Evolution



# International Party + Indie Night

After the Business Day on the second day of the show, the popular “International Party Indie Night” was held on the 2nd floor esplanade of Halls 9-11. In addition to domestic and international exhibitors, 786 people, including Gold Pass visitors, official influencers, and members of the press, gathered for a very lively event. In addition to attractions such as rice cake pounding and lion dance performances, the three-member alternative electronic group from Kyoto, “Sawa Angstrom,” was invited to the event to enhance the international exchange in a casual atmosphere.

## — Outline —

**Time & Date : 6:00pm~8:30pm**

**Friday, September 27**

**Venue: International Exhibition Hall 9-11  
Makuhari Messe(2nd Floor Esplanade)**

**Attendees: Exhibitors, Gold Pass, Press, Official  
Influencers** Number of participants: 786

**First part: 6:00pm- ◎ First part: 6pm**

**Artists Live on stage & DJ Sawa Angstrom Sawa  
Angstrom Mochi-tsuki (rice cake pounding) & lion  
dance performance\* Freshly pounded rice cakes will  
be distributed.**

**Part 2: 7:30pm~**

**◎ Cheers Toast by Mr. Yoshida, Sony Interactive  
Entertainment  
Speech by YouTuber Pokey  
Speech by Mr. Junpei Zaki, Official Influencer**

**Menu Western Buffet**

**Halal Buffet**

**Beverages (alcohol and soft drinks)**



Sawa Angstrom



# CESA Reception Party

“TOKYO GAME SHOW 2024/Japan Game Awards 2024 Reception Party” was a great success, attended by many guests, CESA members, TOKYO GAME SHOW exhibitors, and the winners of the “Japan Game Awards 2024”. The party was attended by many guests, CESA members, TOKYO GAME SHOW exhibitors, and the winners of the Japan Game Awards 2024, and was a great success.

〈Time & Date〉 September 26 (Thu.) 6:00pm ~ 7:30pm

〈Location〉 Tsuruno-ma, Hotel New Otani Makuhari

## 〈Program〉

Organizer Remark Haruhiro TSUJIMOTO, Chairman, CESA

### Greetings from Guest of Honor

Masana EZAWA, Policy Coordination Officer, Commerce and Services Group, METI

### Greetings from Guest of Honor

Hirohiko NAKAHARA, Deputy Director-General and Cultural Strategy Officer  
Cabinet Secretariat

### Toast

Hisashi KOINUMA, Director, CESA

### Closing Remark

Shingo OKAMURA, Director, CESA

◆Venue Scenary◆



Haruhiro TSUJIMOTO  
Chairman, CESA



Masana EZAWA  
Policy Coordination Office, Commerce and  
Services Group, METI



Hirohiko NAKAHARA  
Deputy Director-General and  
Cultural Strategy Officer,  
Cabinet Secretariat



Hisashi KOINUMA  
Director, CESA



Shingo OKAMURA  
Director, CESA



# Other Organizer's Projects

## Cosplay Area

Location : Hall 9 East, West Outside

This year, in order to allow cosplayers to enjoy cosplaying in a larger area, a covered area on the east side of Hall 9 as well as the public road on the west side of the hall will be opened as a cosplay area. On the two days open to the public, approximately 2,200 cosplayers. The event was attended by approximately 2,200 cosplayers on the two days of the open house.



## Food Court

Location : Hall 4-6 South Outside, Hall 9 South Outside

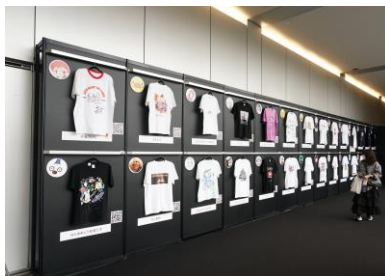
Seventeen outdoor kitchen cars were set up on the south side of Halls 4-6 and 9, serving a total of more than 45,000 meals over the four days.



## YouTube Creator T-Shirts Exhibit

Location : Hall 9 South

"YouTube Creator T-Shirt Display Corner" featuring original T-shirts created by YouTube creators for TGS was set up in the south of Hall 9. T-shirts were available for purchase by clicking on the 2D code posted next to each T-shirt to go to the creator's website.



## MONSTER ENERGY

Location: East, Hall 8 Wallside

For the 12th consecutive year, Monster Energy was a special sponsor as the official drink of the event, and set up its largest "MONSTER ENERGY" booth to date on the east wall of Hall 8, where it distributed the energy drink "Monster Energy" free of charge to visitors throughout the four-day event.



## Official Merchandise

Location: 2<sup>nd</sup> Floor Central Mall, Hall 4 Front(4-days), Hall 9 (4-days) , International Conference Hall 2F (Business Day), Hall 3 (Public Day)

\* Pre-order sales Counter for pick-up only: 2F Central Entrance

Based on the main visual drawn by Kukka and original designs produced by the artist group "ANIMAREAL," the lineup includes a wide range of products such as T-shirts, towels, mug cups, key chains, and can badges. The lineup of merchandise featuring the TGS mascot character "Ferretta," which was well received last year, will also be expanded. Pre-order sales have also been introduced. By pre-ordering and paying in advance, visitors were able to receive official merchandise without standing in line at the venue.



# Event Stages

To further enhance TGS2024, an event stage will be set up in Hall 1 of Makuhari Messe. Starting with the opening ceremony, a wide variety of stage contents were held, including keynote speeches, the Japan Game Awards, and other organizer content, as well as presentations by exhibitors and booth introductions.

## – Event Stage Timetable –

	9.26 Thu	9.27 Fri	9.28 Sat	9.29 Sun	
09 : 00					09 : 00
10 : 00	TOKYO GAME SHOW2024 開会式				10 : 00
11 : 00	基調講演	CESA 発表ステージ	Warframe   Devstream #181 - 「Koumeiと五つの定め」	PlayStation Presents 『DEATH STRANDING 2』 Special Stage !!	11 : 00
12 : 00					12 : 00
13 : 00	「ゲーム業界の未来に 向けた取り組み」	出張中継ステージ	吉本芸人が遊び倒すステージ		13 : 00
14 : 00				日本ゲーム大賞2024 「フューチャー部門」 発表授賞式	14 : 00
15 : 00					15 : 00
16 : 00	日本ゲーム大賞2024 「経済産業大臣賞」 「年間作品部門」 発表授賞式	出張中継ステージ	NHK presents NEW GAME + 公開収録	神ゲー創造主 エボリューション Project...	16 : 00
17 : 00					17 : 00
18 : 00					18 : 00

## – Stage Summary –



Opening Ceremonies



CESA Presentation Stage



NHK presents  
「NEW GAME +」public recording



Keynote Speeches



Relay stages



PlayStation® Presents  
『DEATH STRANDING 2』  
Special Stage !!



Initiatives for the Future of  
the Game Industry



Warframe | Devstream #181  
- 「Koumei & The Five Fates」



Japan Game Awards 2024  
「Future Division」  
Presentation Award Ceremony



Japan Game Awards 2024



Stage where Yoshimoto  
comedians play around



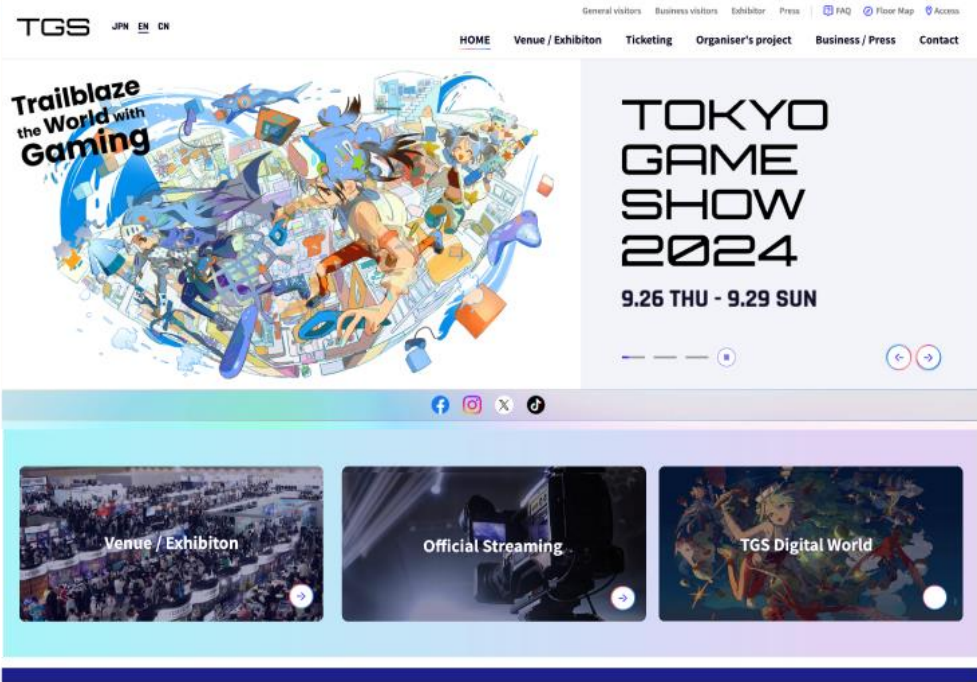
「神ゲー創造主evolution」project

# ONLINE Venue

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1st



- Placed 3 contents (exhibitor information, official program, and Digital World) on the first view. Added links by visitor type to the global navigation to allow users to browse content smoothly.
- Constructed a design that emphasizes usability improvement

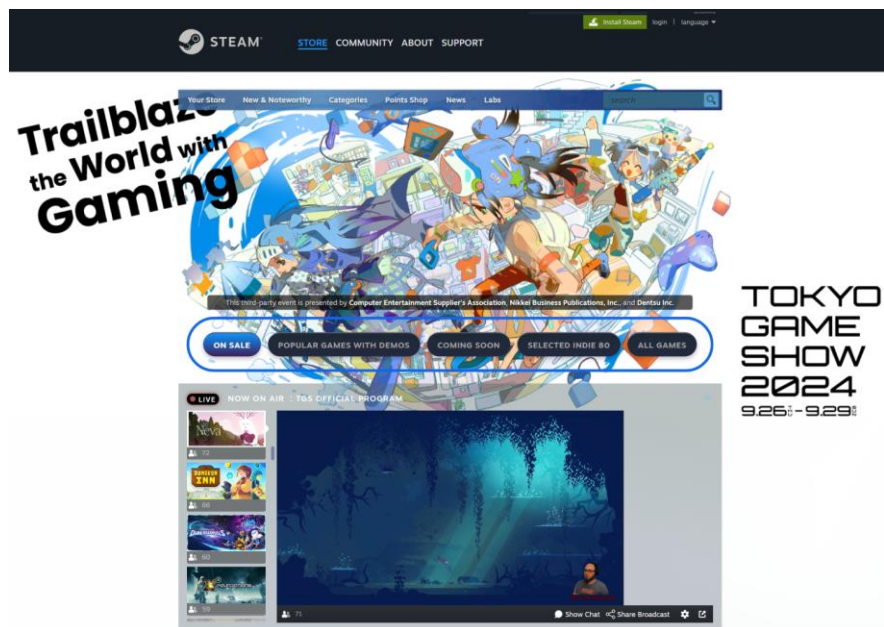
	2024	2023	2022
FORMAT	Hybrid	Hybrid	Hybrid
PAGE VIEWS	7,076,774	5,253,801	7,896,732
LANGUAGES	3 (JP/EN/CHS)	3 (JP/EN/CHS)	3 (JP/EN/CHS)

2nd

Venue / Exhibition		Ticket	Organizer's Project	Business / Press		Contact
Real (In-person) Exhibit	Online Exhibit	Ticketing	Organizer's Project	Business	Press / Influencer	Contact
Exhibitor Showroom Event Stage Food Court For Cosplayers Floor Map Requests and Precautions for TGS Visitors	Exhibitor List Official Streaming TGS Digital World Steam Special Venue	Business Day Ticket Public Day Ticket International Travel Agents	Keynotes Official Streaming Indie Game Project Sense of Wonder Night 2024 Japan Game Awards Official Goods Steam Special Venue Event Stage	Business Matching TGS Forum Third party provision of personal information to overseas exhibitors International Party TOKYO GAME SHOW 2024 Overseas Visitor Support	Press Release Press Registration / Download Center Exhibitor News Influencer and Creator Media partner Matching System for press and influencers Official Supporter Creator Lounge	FAQ Contact Chatbot To Exhibit Past TGS

# Steam Special Venue

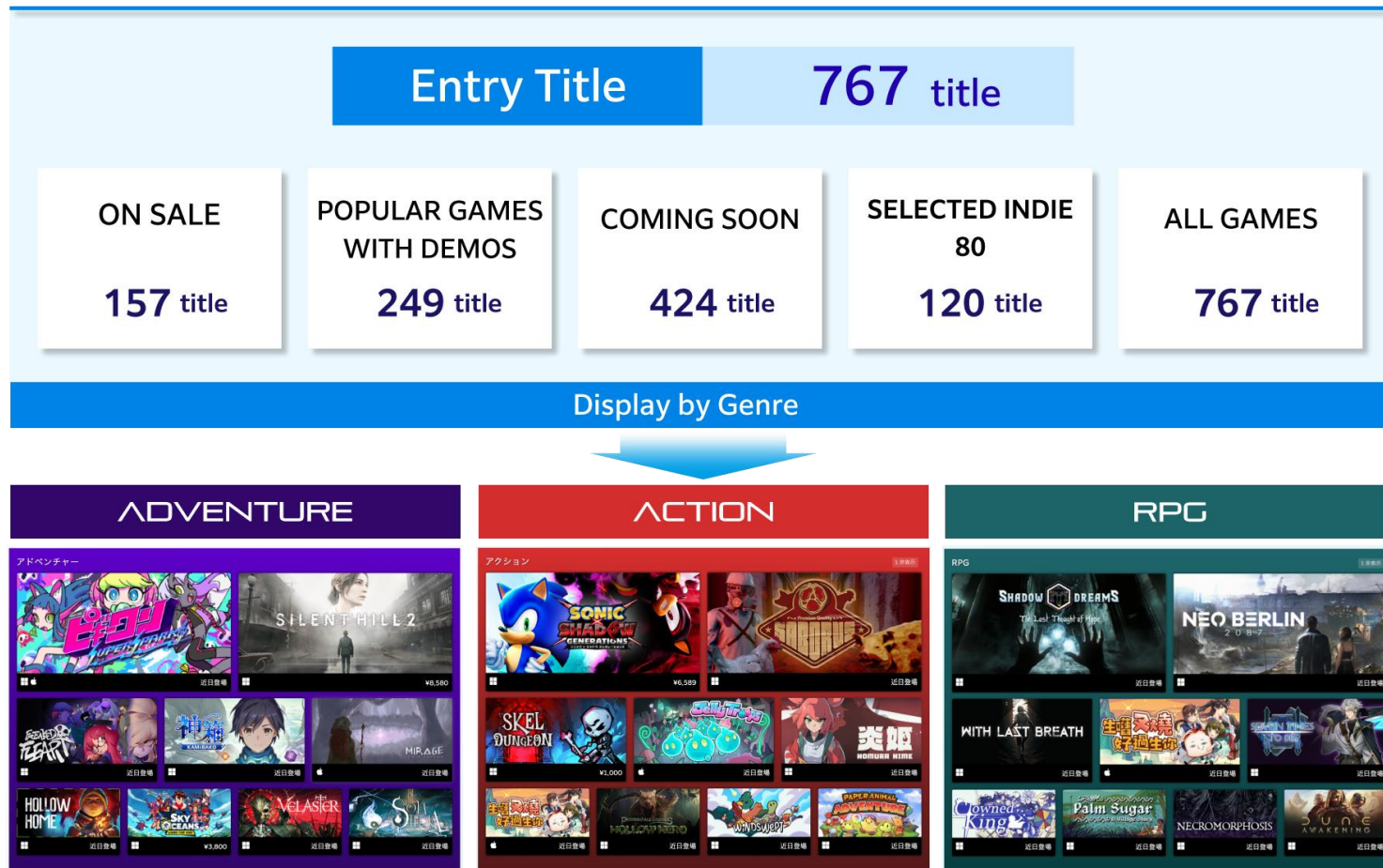
With the cooperation of Valve, a special TGS2024 page was opened on Steam. 767 titles are listed (643 titles in 2023), and the official program (live streaming on Japanese channel) has streamed on the TOP page.



Period: September 19th - September 30th

**Impressions** 11,253,712

**Unique Views** 1,547,706





# Official Program – Overall Outline

Twenty programs by the organizers and exhibitors will be distributed as official programs over the four days of the exhibition. In addition to the Japanese version, an English simultaneous interpretation version was distributed in parallel for global dissemination. For China and the U.S., distribution was also carried out in cooperation with local platforms and media.

## Official Programs

### ● Programs : 20

※Official Exhibitor Program organized by exhibitors was 12 programs.

### ● Streaming Time & Date :

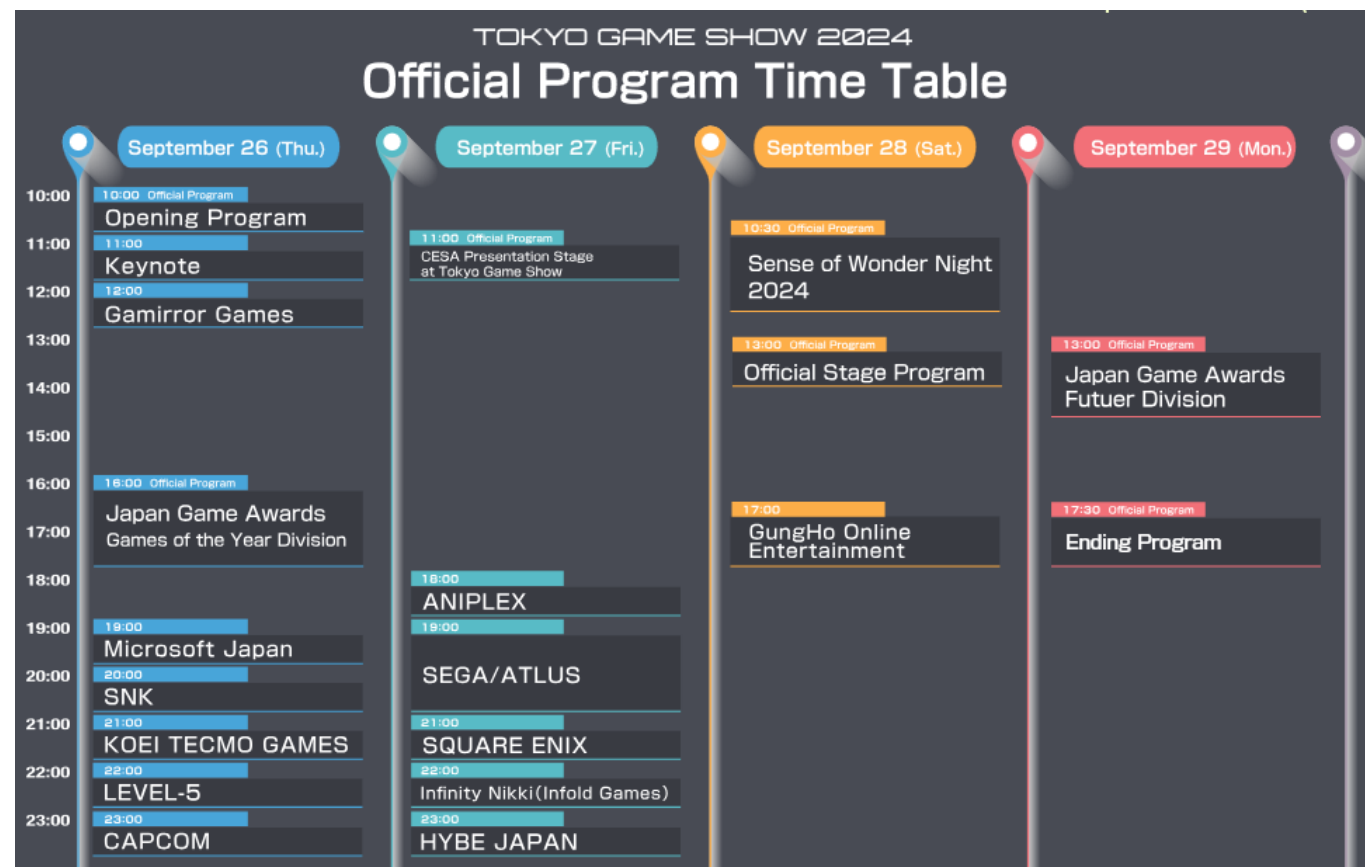
**September 26 (Thu.) ~29 (Sun.)**

※Available in archives with some exceptions

### ● Total Views : 15,962,811

#### Views by Platform

YouTube	1,363,754	(including Chinese and English)
X (Formerly Twitter)	117,730	(including English)
niconico	367,108	
Twitch	108,847	(including English and Mirror Distributions)
TikTok LIVE	111,576	
STEAM	1,547,706	
<hr/>		
DouYu (China)	6,140,278	
bilibili (China)	1,228,173	
Douyin (China)	26,660	
<hr/>		
IGN	4,950,979	



# Organizer Program

## Opening Program **Take on The Biggest Mission! TGS2024**

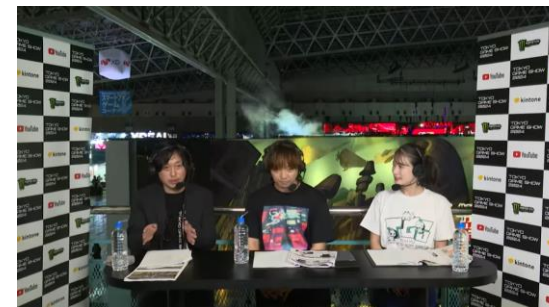
Time & Date : September 26 (Thu.)  
10:00am~10:30am

[https://youtube.com/live/9IIF\\_5g-d9s](https://youtube.com/live/9IIF_5g-d9s)

The opening of TGS 2024 is shown with the exhibition hall in the background.

### 【Cast Member】

- Daichi MIURA (TGS2024 Official Supporter)
- Risa Unai (TGS2023 Official Supporter)
- Taiyo TANABE (Head of TGS Management, Nikkei BP)



## Keynote Speech **Trailbraze the world with Gaming**

Time & Date : September 26 (Thu.)  
11:00am~11:50am

<https://youtube.com/live/j5KqCek8Mpw>

The keynote speech will be broadcast live on the event stage. Ken Kutaragi, known as the “Creator of PlayStation,” took the stage to commemorate the 30th anniversary of the PlayStation. Mr. Katsuhiko Hayashi moderated the session, which focused on the theme of “Be the first in the world with games. and cross-talk about the future prospects of the game market.

### 【Speaker】

Ken KUTARAGI

CEO, Ascent Robotics, Chief Executive Officer Representative Director, Professor Dean of Faculty of Infomatics, Kinki University

### 【Moderator】

KADOKAWA Game Linkage / Katsuhiko HAYASHI



## Ending Program **“TGS2024 Fan Meeting -Your Smiles Tell All about TGS-”**

Time & Date : September 29 (Sun.)  
5:30pm~6:00pm

<https://youtube.com/live/pGO rn7H8YAI>

After the closing of the real venue, we welcomed official supporter Daichi Miura, who reviewed the four days of the exhibition and summarized what we could see from TGS2024 and what to expect in the future.

### 【Cast Member】

- Daichi MIURA (TGS2024 Official Supporter)
- Go ISHIKAWA (TGS Management Office, DENTSU)
- Taiyo TANABE (Head of TGS Management, Nikkei BP)



# Official Exhibitor Program

TOKYO  
GAME  
SHOW  
2024

September 21 (Thu.)



## Gamirror Games

Gamirror Games Now TGS 2024 Special

[https://youtube.com/live/jsWZL\\_NQPHY](https://youtube.com/live/jsWZL_NQPHY)



## Microsoft Japan

Xbox Tokyo Game Show 2024 Broadcast

<https://youtube.com/live/2QgIZaaIDSI>



## SNK

SNK Special Program

[https://youtube.com/live/\\_riTDvjqHSw](https://youtube.com/live/_riTDvjqHSw)



## KOEI TECMO GAMES

"DYNASTY WARRIORS: ORIGINS" TGS Official Program

<https://youtube.com/live/n7Y1rbhGFZA>



## LEVEL-5

A Challenge Invitation from LEVEL5

<https://youtube.com/live/8qfbNwpIBbw>



## CAPCOM

TGS 2024 Capcom Online Special Program

<https://youtube.com/live/SGeWtxiGbg8>

※ Archives of each program may be closed in the future.

September 27 (Fri.)



## ANIPLEX

The Hundred Line -Last Defense Academy  
- SPECIAL PROGRAM

<https://youtube.com/live/Azv7W8vOtQY>



## SEGA/ATLUS

SEGA/ATLUS Special Program in TGS2024

[https://youtube.com/live/DZs7T\\_R78C4](https://youtube.com/live/DZs7T_R78C4)



## SQUARE ENIX

"EIKO KANO'S CRITIKANO HIT" TGS2024 SP

※Archive has been terminated.



## Infinity Nikki(Infold Games)

Infinity Nikki Special Program at TGS 2024

<https://youtube.com/live/PkzIEvN3uDc>



## HYBE JAPAN

Dungeon Stalkers TGS2024 Special Program

<https://youtube.com/live/xJvMQQSFzqg>

September 28 (Sat.)



## GungHo Online Entertainment

Puzzle & Dragons Champions Cup  
TOKYO GAME SHOW 2024

<https://youtube.com/live/cdCf7borD6Y>



# TOKYO GAME SHOW DIGITAL WORLD

The virtual venue of the Tokyo Game Show, which had been held under the name “TOKYO GAME SHOW VR” until last year, was held for the fourth time this year, the virtual venue of the Tokyo Game Show was renamed “Tokyo Game Show Digital World” as a digital space to be held counterpart of the real venue at Makuhari Messe.

The show was held from September 20(Fri.), prior to the opening of the real venue this year. In response to the requests from visitors who wanted to enjoy TGS at the virtual venue ahead of time and enjoy the virtual venue after the real venue closed, the event was held until October 6 (Sun.), one week longer than the real venue.

## – Outline of the event –

Title	TOKYO GAME SHOW Digital World 2024
Session	2024 Sep.20st 10:00 ~ 2024 Oct. 6th 24:00
Organized by.	Computer Entertainment Supplier's Association (CESA)
Venue	The Land of Games in the Sky “Games Islands”
Supported Devices	VR (Meta Quest2, Oculus Rift, HTC Vive, Valve Index) /Windows PC/Smartphones (iOS, Android)
Entry fee	Free



## – Exhibitors, Sponsors, Floor Map –

### Exhibitors

Imaginary Game Studios / INTI CREATES / Gugenka / Japan Association for the 2025 World Exposition / thatgamecompany Sky:Children of the Light / Survios, Inc. / SQUARE ENIX / Top Game Creators Academy / NIHON FALCOM / Palworld / BeXide / FANY / MyDearest / room6

### Digital World Sponsor

Inworld / The Tokyo Metropolitan Government and the Tokyo Convention & Visitors Bureau "HELLO! TOKYO FRIENDS" / pixiv Inc. / HEBEL HAUS / Meiji Yasuda / Red Bull

### Cooperation

CAPCOM / KOEI TECMO GAMES / Konami Digital Entertainment / SEGA / ATLUS / Sense of Wonder Night 2024 (SOWN2024) / Bandai Namco Entertainment / ProVision

### Technology partner

ambr

### Technical cooperation

Sony Corporation (360 Reality Audio)

### Media Partner

Famitsu





## – Visitor Achievements –

total number of visitors	<b>117,090</b>
average length of stay	<b>Approx. 77 min</b>
Device Ratio	VR 34.8% (33.8% last year) PC 42.1% (41.2% last year) SP 23.1% (25.0% last year)

- Although the total number of visitors decreased compared to last year, the average time spent at the show increased significantly.  
The interaction of the participating companies' booths and the immersive experience of the contents have improved, This is thought to have led to an increase in the number of users who took their time to enjoy the booths.
- The visitors were satisfied with the experience that only a DIGITAL WORLD can provide, such as "I could feel the festival atmosphere," "The objects and exhibits in the DW were good," and "I could have an experience that I could not have in real life."
- The ratio of devices used did not change significantly from last year.

## – Overall Visitor Attributes –

### Distribution

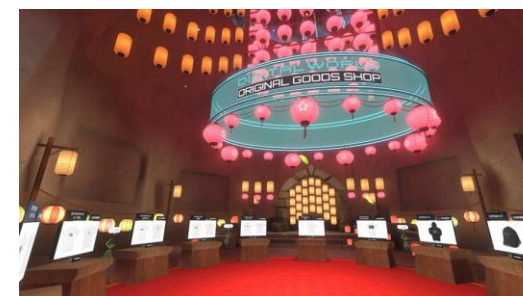
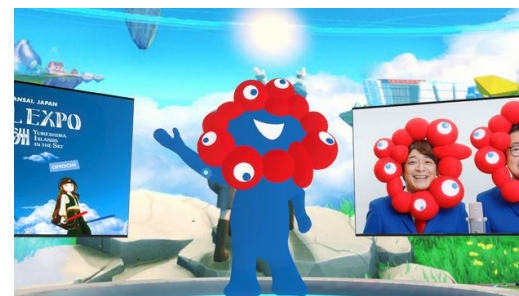
**About 80% male**  
**30% in their 20s and**  
**30% in their 30s**

### Countries/Regions visited

**74 countries**

(Japan, USA, Iceland, Taiwan, Korea, Spain, Canada, UK, Indonesia, France, Malaysia, Hong Kong, etc...)

## – Area Overview –





# BtoB Projects

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# Business Matching System

To encourage business negotiations between exhibitors and Business Day visitors and between exhibitors, the TGS Business Matching System will be in operation again this year. Exhibitors (including online exhibitors) and Business Day visitors can register for free on the system and make appointments for business meetings.

## Physical Exhibitors

Unlimited number of accounts can be added, and exhibitors can match with each other and with visitors (business matching)



Registration  
(Free)

## Online Exhibitors

Unlimited number of accounts can be added, exhibitors can match with each other and visitors (including online business meetings)



Registration  
(Free)

## Business Matching System



### TGS2024 Business Matching System

- ※Basic registration for all exhibitors In-Person Meeting Online Meeting
- ※Exhibitors are listed by category
- ※ (General, Business, Game Academy, Indie, etc.)
- ※ Matching support (e.g., recommendation function)
- ※Exhibitors can upload documents and videos.



Registration  
(Fee-charged)

## Business Day Visitors

### GOLD Pass

- Matching (business meeting) with exhibitors and visitors is available.

- Registration Fee : JPY27,500

### Business Day Pass

- Matching (business meeting) with exhibitor is available.

- Registration Fee : JPY 11,000

## In-Person / Online Meetings



## Meeting Results

- **Total Accounts :** 8,967 (2023 : 7,786/2022 : 5,679)
- **Meeting Requested :** 41,185 (2023 : 19,123/2022 : 11,862)
- **Meeting Established :** 3,669 (2023 : 2,355/2022 : 1,695)

## TGS2024 Business Matching System Participated Countries / Regions

Iceland, Ireland, United Arab Emirates, Algeria, Argentina, Andorra, Israel, Italy, India, Indonesia, Ukraine, Uruguay, United Kingdom, British Virgin Islands, British Cayman Islands, Estonia, Australia, Austria, Netherlands, Holland, Curacao, Ghana, Kazakhstan, Canada, Korea, Cambodia, Cyprus, Greece, Kyrgyzstan, Kuwait, Croatia, Congo, Saudi Arabia, Georgia, Singapore, Switzerland, Sweden, Spain Slovakia, Serbia, Thailand, Taiwan, Czech Republic, China, Tunisia, Chile, Denmark, Germany, Japan, New Zealand, Norway, Pakistan, Bahrain, Hungary, Bangladesh, Philippines, Finland, Brazil, France, Bulgaria, USA, Vietnam, Belgium Poland, Portugal, Hong Kong, Macau, Malaysia, Mexico, Moldova, Morocco, Jordan, Lithuania, Romania, Russia <78 countries/regions \*63 countries/regions in 2023>

A B-to-B seminar, "TGS Forum," will be held over the two days of the Business Days (September 26 and 27). In addition to organizer sessions on themes such as "Brand Strategy for Long-Lasting Titles" and "Human Resource Development," an e-sports conference hosted by JeSU and sponsorship sessions by exhibitors will be held. In addition to the lectures at the real venue (International Conference Hall), the sessions will be streamed live. It was also streamed in archive from September 28 (Saturday) to October 11 (Friday), and many businesspersons participated in both real and online sessions.

## Organizer Sessions

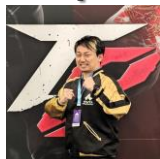
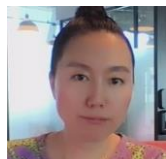
### Branding Strategy for Long-Life Intellectual Property

Program: KR-01

Time & Date : Thursday, September 26

10:30am-12:00

Venue : International Conference Hall 301



#### [Speakers]

**Yosuke Abe** Producer "PROFESSIONAL BASEBALL SPIRITS A" Series, Konami Digital Entertainment

**Ashita Yamazaki** Director, Creative Franchise Dept., Global Head of "Like a Dragon/Yakuza" Franchise Transmedia Business Unit, SEGA

**Naoya Yasuda (Yasuda Esports)** TEKKEN Series Marketing & Esports Producer, Bandai Namco Entertainment

**[Moderator]** Aya HIRANO, Nikkei X TREND

### How to Cultivate Talented Individuals Required for the Gaming Industry

Program KS-01

Time & Date : Thursday, September 26

10:30am-12:00

Venue : International Conference Hall 302



#### [Speakers]

**Kenji ONO**, Game education journalist Lecturer at International Professional University of Technology in Tokyo

**Daisuke MIYATA** Representative director, Game Creators Guild

**Takashi KIRIYAMA** Director, Graduate School of Film and New Media, Tokyo University of the Arts

**[Moderator]** Jumpei FURUHATA Nikkei X-TREND

### How will Web3 Transform the Game Industry? Exploring the future of new games based on recent examples

Program KR-02

Time & Date : Friday, September 27

10:30am-12:00

Venue : International Conference Hall 301



#### [Speakers]

**Ken KANAMOTO** web3 Business Department General Manager, Konami Digital Entertainment

**Yoshiaki HARAI** コロプラ Executive Director, COLOPL

**Keisuke HATA** Director, Blockchain Entertainment Division, Incubation Center, SQUARE ENIX

**[Moderator]** Taku AGATSUMA, Associate General Manager, Trend media Unit, Nikkei Business Publications

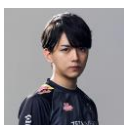
### Japan eSports Award 2024 Talk Event (organized by : JeSU)

Program KE-01

Time & Date : Friday, September 27

1:00pm-2:00pm

Venue : International Conference Hall 302



#### [Speakers]

**Acola** ZETA DIVISION SUPER SMASH BROS Player

**Laz** ZETA DIVISION Former VALOLANT Player

**UDI**, eFootball™ Player

**Amemiyataiyou**, Puyo Puyo Tetris Player

**Taiga Kishi**, Protagon eSports

**Shuhei YAMATO**, ODYSSEY MC, eSports caster



## Sponsorship Session : September 26 (Thursday)

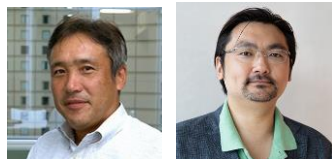
### The Best Shield and How To Use It: Protecting a Game in its 11<sup>th</sup> Year

Program SS-01

Time & Date : Thursday, September 26  
12:30-1:00pm

Venue : International Conference Hall 302

<Sponsored by>  
Digital Accels/Digital.ai



#### [Speakers]

**Takumi YOSHIDA**, Chief Operating Officer

Digital Accels/Digital.ai

**Nobuyasu MORITA**, Client Group 2, MONSTER STRIKE Development Division, Digital Entertainment Operations  
Department – Manager, **MIXI**

### Latest trend in out-of-app payments, to reduce app store fee

Program SS-02

Time & Date : Thursday, September 26  
1:30pm-2:00pm

Venue : International Conference Hall 302

<Sponsored by> Digital Garage



#### [Speaker]

**Kyohei MARUYAMA**, Strategic Business Planning Dept, Incubation Div, Digital Garage

### GLOBAL EXPANSION SUPPORT WITH XSOLLA

Program SS-03

Time & Date : Thursday, September 26  
2:30pm-3:00pm

Venue : International Conference Hall 302

<Sponsored by> Xsolla



#### [Speaker]

**Jin Jeong**, Regional Vice President Japan, Xsolla

### Future of game creation / CVC Investment Strategies for Entertainment Companies

Program SR-02

Time & Date : Thursday, September 26  
3:00pm-5:00pm

Venue : International Conference Hall 301

<Sponsored by>  
EY Strategy and Consulting



#### [Speakers]

**Shinji HASHIMOTO** Chairman, ForwardWorks / Senior Advisor, Sony Music Entertainment (Japan)

**Emiko YAMAMOTO** Head of APAC Publishing and Business Development, Amazon Japan/Amazon Game Studio

**Hideyo YOSHIDA** Sr.Manager, Game Entertainment Solutions, Amazon Web Services Japan

**Kazuhiro HADANO** CEO, Sony Ventures

**Hiroshi MATSUSHIMA** Investment Director, Sony Ventures

**Jiten DAJEE** General Partner, Rendered VC

**Takuro IMAICHI** Moderator & SpeakerPartner, EY Strategy and Consulting

**Minori YOTSUMOTO**, Manager, EY Strategy and Consulting

**Hayata SASAYAMA**, Sr.Consultant, EY Strategy and Consulting

## Sponsorship Session : September 27 (Friday)

### The Evolving DMM GAMES: Expanding business opportunities through Partnership

Program SR-04

Time & Date : September 27 (Friday)  
12:30-1:30pm

Venue : International Conference Hall 301

<Sponsored by> EXNOA (DMM GAMES)



#### [Speakers]

**Shusuke YOSHIDA**, Strategic Planning Division, Head of COO Office. EXNOA (DMM GAMES)

**Masahiko TAKEUCHI**, Division 2 Team CARAVAN, Aiming

**Shohei KAWAJIRI**, General Manager, First Alliance Department, Business Alliance Division, EXNOA (DMM GAMES)

**Hajime UCHIMURA**, General Manager, Platform Marketing Department, Marketing Division, EXNOA (DMM GAMES)

### Discovering Discord: Connect Your Game to 200M Global Players

Program SR-05

Time & Date : September 27 (Friday)  
2:00pm-3:00pm

Venue : International Conference Hall 301

<Sponsored by> Discord



#### [Speakers]

**Kelly Liang**, Discord

**Daniel Robson**, Chief Editor, IGN Japan

**Nikki DePaola**, Vice President of Global Media, Liquid Advertising

### China-Japan Esports Development Exchange

Program ES-02

Time & Date : September 27 (Friday)  
2:30pm-3:00pm

Venue : International Conference Hall 302

<Sponsored by> Tencent Japan



#### [Speakers]

**Leo Zhang**, Publishing Director, Tencent

**Julian Gu**, Director of Esports Business Department, Tencent

# Japan Game Awards 2024

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The “Japan Game Awards 2024,” now in its 28th year, is an annual award that honors the persons and organizations that have contributed to the development of the home video game industry in recent years. The “Minister of Economy, Trade and Industry Award” is given to a person or organization that has contributed to the development of the home video game industry in recent years.

The “Annual Award” will be given to a person or organization that has contributed to the home video game industry in recent years, and the “Future Award” will be given to an unreleased title that was exhibited or announced at TOKYO GAME SHOW 2024. The awards were presented in three categories: the “Minister of Economy, Trade and Industry Award,” the “Annual Work of the Year Category,” for works released in Japan in the previous fiscal year, and the “Future Category,” for unreleased works exhibited or announced at TOKYO GAME SHOW 2024.

The award ceremony was held on the TGS2024 Event Stage (Hall 1, Makuhari Messe). In addition to award winners and business visitors to TOKYO GAME SHOW, general users were selected by lottery and invited to attend the grand ceremony in front of a large audience. As in previous years, a live broadcast was also made on the official program, which was watched by a large number of people. In the “Annual Competition,” two new awards, the “Breakthrough Award” and the “Movement Award,” were introduced this year, and the selection and awarding of prizes based on a new evaluation axis attracted much attention. In the “Future Division,” 10 promising works were selected from the “Future Division Voting Booth” set up in Hall 3 at Makuhari Messe.

# 「Game of the Year Division」 Award List

The “Game of the Year” category was open to public voting from April 8th to July 19th, 2024. After the results of the public vote and the judging by the Japan Game Awards Selection Committee, the award-winning titles were decided. In addition to receiving the most public votes, “The Legend of Zelda: Tears of the Kingdom” (Nintendo Co., Ltd.) was selected by the Japan Game Awards Selection Committee as the most suitable title to represent the 2024 fiscal year.

Awards	Title	Company	Platform
The Minister of Economy, Trade and Industry Award	PlayStation		
Breakthrough Award	No.8 Exit	KOTAKE CREATE	Nintendo Switch/PS5/PS4/Steam
Movement Award	Suika Game	Aladdin X	Nintendo Switch/iOS・iPad OS/Android
Award for Excellence	The Legend of Zelda: Tears of the Kingdom	Nintendo	Nintendo Switch
	Street Fighter 6	CAPCOM	PS5/PS4/Xbox Series X S/Steam
	Final Fantasy XVI	SQUARE ENIX	PS5/Steam/Epic Games Store
	ARMORED CORE VI FIRES OF RUBICON	FromSoftware	PS5/PS4/Xbox Series X S/Xbox One/Steam
	Super Mario Brothers Wonder	Nintendo	Nintendo Switch
	Like A Dragon 7 Gaiden: The Man Who Erased His Name	SEGA	PS5/PS4/Xbox Game Pass/Xbox Series X S/Xbox One/Windows/Steam
Best Sales Award	The Legend of Zelda: Tears of the Kingdom	Nintendo	Nintendo Switch
Special Award	Street Fighter 6	CAPCOM	PS5/PS4/Xbox Series X S/Steam
Award of Excellence	Like A Dragon 8	SEGA	PS5/PS4/Xbox Series X S/Xbox One/Windows/Steam
	Persona 3 Reload	Atlus	Xbox Game Pass/Xbox Series X S/Xbox One/Windows/PS5/PS4/Steam
	FINAL FANTASY VII REBIRTH	SQUARE ENIX	PS5
	Unicorn Overload	Atlus	Nintendo Switch/PS5/PS4/Xbox Series X S
	Dragon's Dogma 2	CAPCOM	PS5/Xbox Series X S/Steam
Game Designers Award	Viewfinder	Sad Owl Studios	PS5/PS4/Steam
Grand Award	The Legend of Zelda: Tears of the Kingdom	Nintendo	Nintendo Switch

This year's “Minister of Economy, Trade and Industry Award” was given to PlayStation®. Normally, this award is given to people or groups that have contributed to the development of the game industry, but this year's award was given to PlayStation in recognition of its enduring contribution to the foundation of game culture, and in tribute to all those involved with PlayStation. The original PlayStation was launched in 1994 and will celebrate its 30th anniversary this December. By using CD-ROMs as the media and lowering the price of software, which had been rising, as well as utilizing new sales channels such as record shops and convenience stores, it broadened the base of game fans and, by attracting a variety of game manufacturers and titles, it dominated the market and brought about major changes in the game industry. As a next-generation high-performance video game console that realized 3D graphics using texture mapping, it expanded the possibilities for developers to express themselves, delivered new gaming experiences to fans, and became a major bestseller, becoming the first home console to achieve worldwide cumulative shipments of over 100 million units, contributing to the development of the Japanese game industry. It was also recognized for its role in leading the industry for 30 years, up to the current PlayStation 5. The Game Designers Award, which is selected based on originality and innovation from the perspective of creators, was selected by eight top creators, with Masahiro Sakurai as the head judge, and this year's award-winning work was selected as 'Viewfinder' (Sad Owl Studios). In addition, the Breakthrough Award, which was newly established this year, was awarded to 'Exit 8', and the Movement Award was awarded to 'Watermelon Game'.



# 「Game of the Year Division」 Awards Ceremony

In addition to the Minister of Economy, Trade and Industry Award, the Best Sales Award, the Game Designers Award, the Excellence Award and the Grand Award, the Breakthrough Award and the Movement Award, which were newly established this year, were also announced. The announcement and award ceremony was held at the event stage in Makuhari Messe, with the award recipients, TGS business visitors and general invited guests in attendance.

**Time & Date : 4:00pm-5:30pm**  
**Thursday, September 26**  
**Venue : TGS2024 Event Stage**  
**(Hall 1, Makuhari Messe)**  
**MC : Hikari Ijyuin (Talent)**  
**Misaki Maeda (Freelance MC)**



The Minister of Economy, Trade  
and Industry Award「PlayStation」



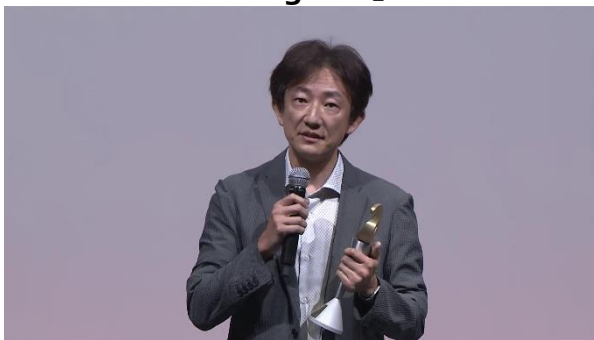
Breakthrough Award  
「No.8 Exit」

Movement Award  
「Suica」



# 「Game of the Year Division」 Awards Ceremony

Award of Excellence  
「The Legend of Zelda: Tears of the Kingdom」



Award of Excellence  
「Street Fighter 6」



Award of Excellence  
「FINAL FANTASY XVI」



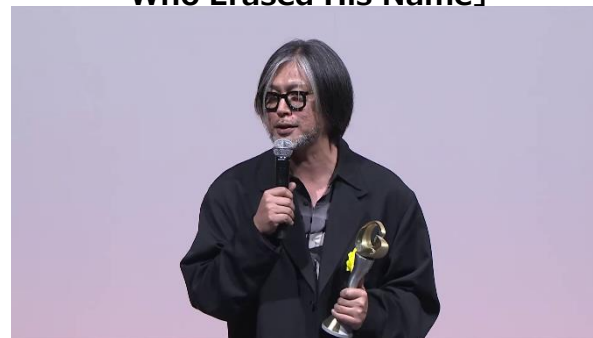
Award of Excellence  
「ARMORED CORE VI FIRES OF RUBICON」



Award of Excellence  
「Super Mario Brothers Wonder」



Award of Excellence  
「Like A Dragon 7 Gaiden: The Man Who Erased His Name」



# 「Game of the Year Division」 Awards Ceremony

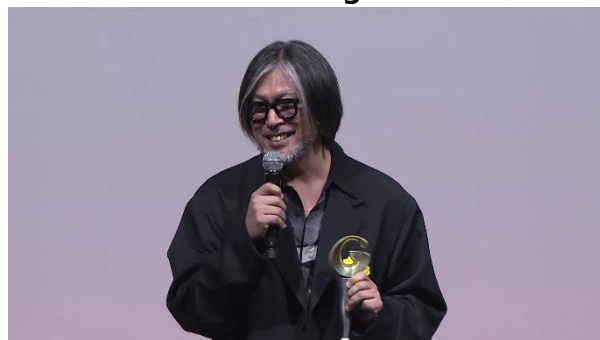
**Best Sales Award**  
「The Legend of Zelda: Tears of the Kingdom」



**Special Award**  
「Street Fighter 6」



**Award of Excellence**  
「Like A Dragon 8」



**Award of Excellence**  
「Persona 3 Reload」



**Award of Excellence**  
「FINAL FANTASY VII REBIRTH」



**Award of Excellence**  
「Unicorn Overload」



**Award of Excellence**  
「Dragon's Dogma 2」





# 「Game of the Year Division」 Awards Ceremony

Game Designers Award was announced and awarded by the jury chairman, Masahiro Sakurai.



Game Designers Award  
「Viewfinder」



The Legend of Zelda: Tears of the Kingdom was announced as the grand prize winner from among the 11 excellent prize-winning works.



General presenter receives the Grand Prize trophy



# 「Future Division」 Award List

Of the 10 award-winning works, 5 were exhibited in both the real and online categories, and the other 5 were exhibited only in the real category.

Title	Company	Platform
Arknights:Endfield	GRYPHLINE	PS5/PC/iOS/Android
Genso Suikoden I&II HD Remaster	Konami Digital Entertainment	Nintendo Switch/PS5/PS4/Xbox Series X S/Xbox One/Steam
DYNASTY WARRIOR ORIGINS	Koei Tecmo Games	PS5/Xbox Series X S/Steam
Dragon Quest III And to the legend...	SQUARE ENIX	Nintendo Switch/PS5/PS4/Xbox Series X S/Steam/PC
Persona 5 : The Phantom X	SEGA/ATLUS	PC/iOS/Android
METAPHOR : RE FANTAZIO	ATLUS	Xbox Series X s/Windows/PS5/PS4/Steam
Monster Hunter Wilds	CAPCOM	PS5/Xbox Series X S/Steam
Like A Dragon 8 Gaiden Pirates in Hawaii	SEGA	PS5/PS4/Xbox Series X S/Xbox One/Windows/Steam
Professor Layton and the New World of Steam	LEVEL5	Nintendo Switch
Romancing Saga 2: Revenge of the Seven	SQUARE ENIX	Nintendo Switch/PS5/PS4/Steam

【Platform Name】PS5:PlayStation®5 / PS4:PlayStation®4/PC: Windows®

# 「Future Division」 Awards Ceremony

All the award winners took to the stage for the award ceremony. Along with a video introduction of the award-winning works, the award-winning creators introduced their respective works. In addition, the editor-in-chief of the industry magazine who acted as presenter asked the award winners about the development stories and future plans on behalf of the users, and conveyed the appeal of the works to the on-site audience and the online audience.

**Time & Date : 1 : 00pm~2 : 30pm**  
**Sunday, September 29**

**Venue : TGS2024 Event Stage**  
**(Hall 1, Makuhari Messe)**

**MC : Shinya Arino (Talent)**

**Yuka Sakurano (Freelance MC)**

**Guest : Katsuhiko Hayashi (Famitsu)**

**Yoshimichi Nishioka (Dengeki)**

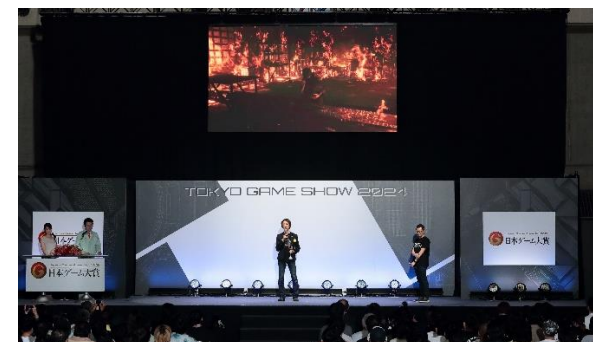
**Daisuke Terashi (V Jump)**

**General Comment : Koichi Hamamura**  
**(JGA Selection Committee)**

「Dragon Quest III And to the legend…」



「DYNASTY WARRIOR ORIGINS」



「METAPHOR : RE FANTAZIO」



「Romancing Saga 2: Revenge of the Seven」



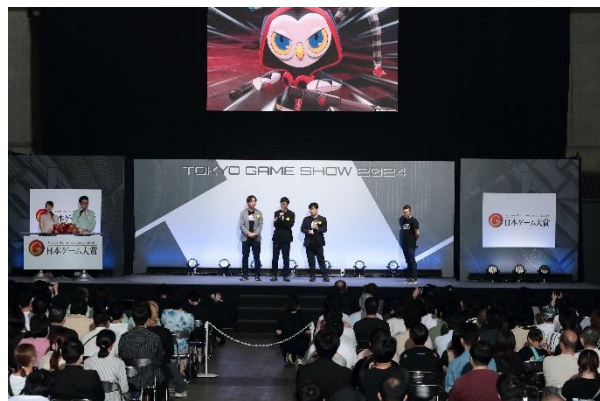
「Arknights:Endfield」



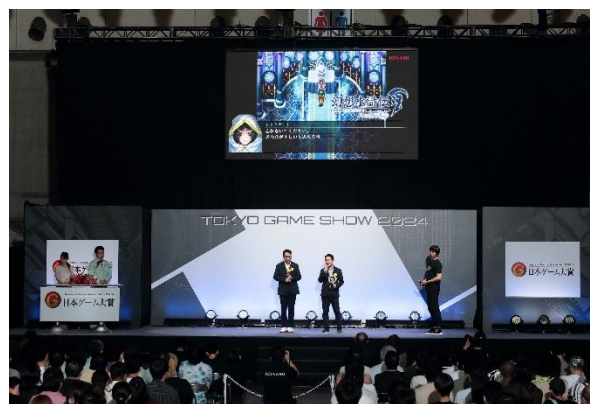


# 「Future Division」 Awards Ceremony

「Persona 5 : The Phantom X」



「Genso Suikoden I&II HD Remaster」



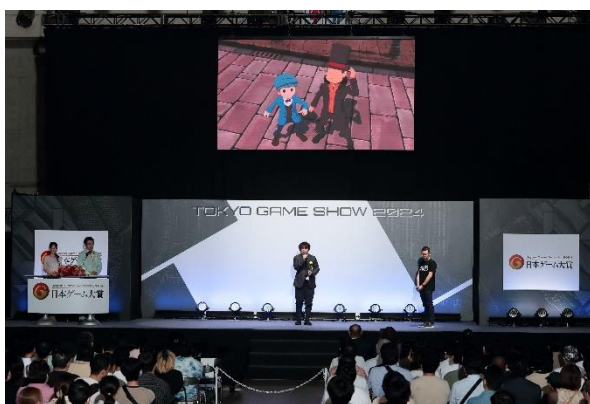
「Monster Hunter Wilds」



「Like A Dragon 8 Gaiden Pirates in Hawaii」



「Professor Layton and the New World of Steam」



<General Comments>



# Promotion・Publicity／Advertisement

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The official supporter of TGS2024 is Daichi Miura, who is known for his love of video games and for uploading game reviews and videos to his YouTube channel. He appeared in a special program that was broadcast before the event, and also appeared on the cover and in an interview in the “TGS NOW! - Tokyo Game Show 2024 Official Guidebook” booklet that was distributed for free at the venue, helping to raise the profile of TGS. During the event, he appeared in official programs and visited exhibitor booths. He also actively shared information on his own SNS, helping to make TGS even more exciting.

## Program Appearance

Appearance pre-event special programs and official programs



## X (Twitter) · Instagram / On Air at 「Daichi Miura Game Live」



## TGS NOW! ~TOKYO GAME 2024 Official Guide

## Visit and Try Out Exhibitor's Booths

## Visiting Exhibitors Booths



Free booklet introducing the highlights of TGS2024. English version (LEFT) is also available.





# Official Influencer from Overseas

TGS2024 invited “Official Influencer From Overseas” for the purpose of disseminating information globally. As a result of the selection process, Official Influencers from 12 countries and regions were chosen. The Official Influencers were asked to share the latest game information announced at TGS and scenes from the event on their own channels.



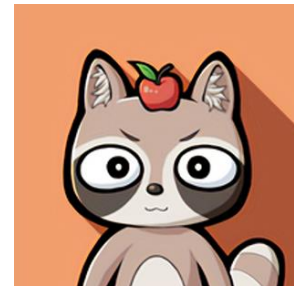
**Junpei Zaki**  
〈Australia〉



**Esports Go**  
〈China〉



**Deer Chan**  
〈Hong Kong〉



**NUGULMON**  
〈South Korea〉



**Gamer Secret**  
〈Malaysia〉



**Asheru**  
〈Philippines〉



**Xzit Thamer**  
〈Saudi Arabia〉



**Yosuke**  
〈Singapore〉



**Universe Into Sheet**  
〈Taiwan〉



**Unicat Gaming**  
〈Thailand〉



**Tunca Arslan**  
〈Turkey〉



**Game Cực Hay**  
〈Vietnam〉

# Attracting and Visiting Influencers

Influencers were invited from the Business Day with the aim of disseminating information about TGS. There were 730 pre-registered influencers (1069 people including their companions). The number of unique visitors to the event over the four days was 609 (846 in total). The level of satisfaction with the event was very high, and many videos of the venue, exhibitor booths, and game play were posted on sites such as YouTube and X.

## Main categories and overview of influencers invited to TGS2024

◎ **Invited Influencer** (Admission is possible for 4 days from September 26th to 29th.)

※ Exhibitor-invited influencers, office/MCN-invited influencers

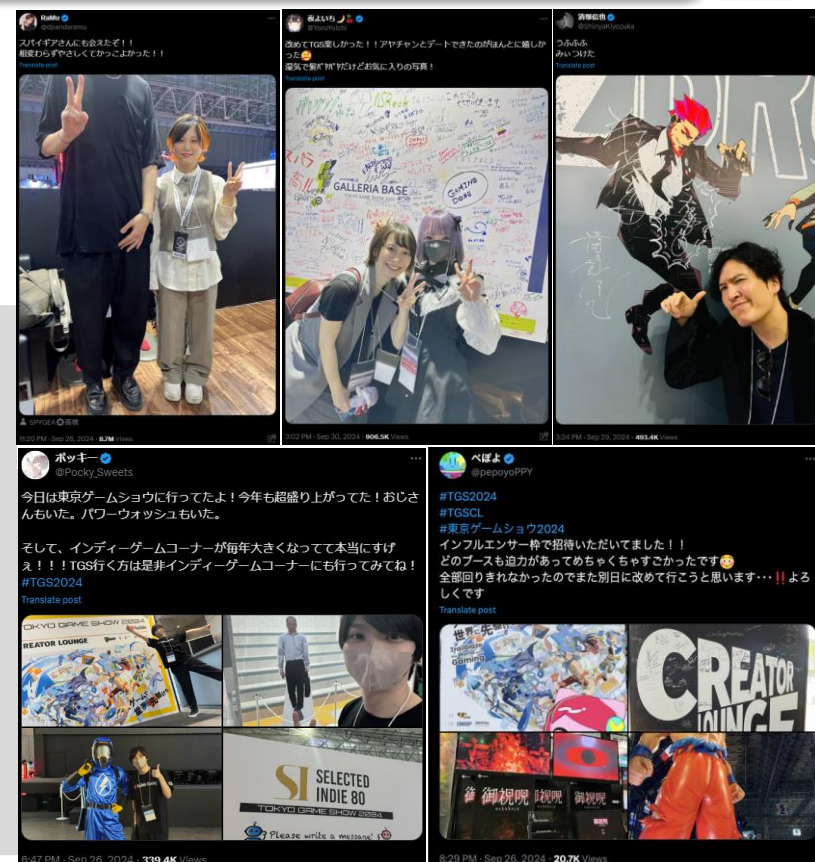
◎ **General Influencer** (Admission is possible for 3 days from September 27th to 29th.)

※ Approval of attendance after screening

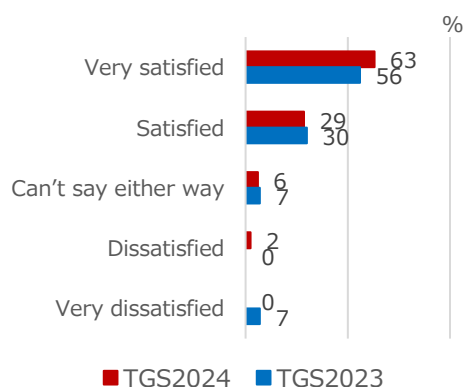
### 【General Influencer Screening and Selection Criteria】

The number of subscribers/followers of the account/channel must meet the following criteria in order to enter.  
“The number of registered users/followers on a single SNS account exceeds **30,000**” or ‘the **total number of registered users/followers on multiple SNS accounts exceeds 50,000**’. In addition, the content of the posts must not cause any inconvenience to third parties (including infringement of rights) or be offensive to public order and morals.

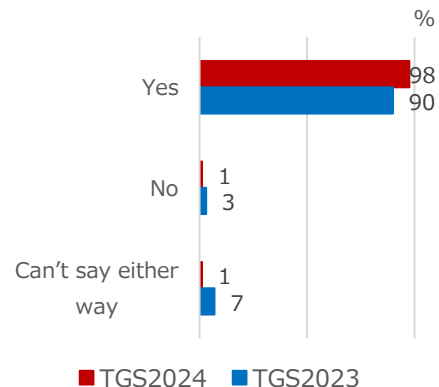
<Target SNS> YouTube / X / Instagram / Twitch / niconico / TikTok / other SNS



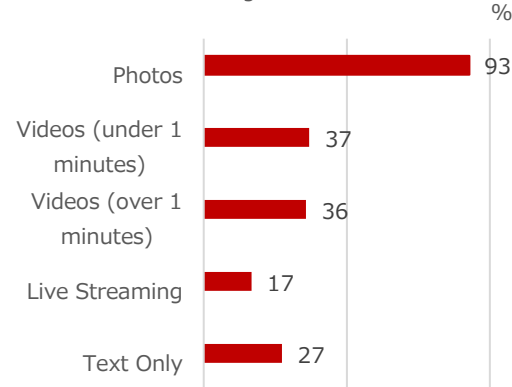
Visitor satisfaction with TGS2024



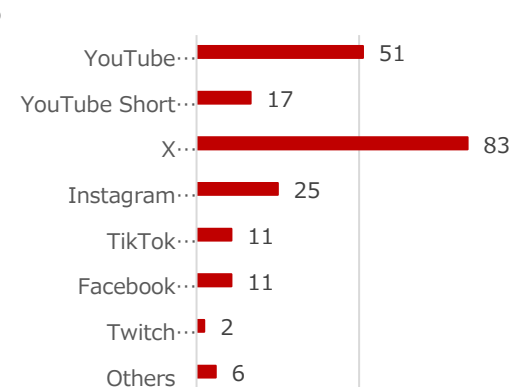
Come again next time?



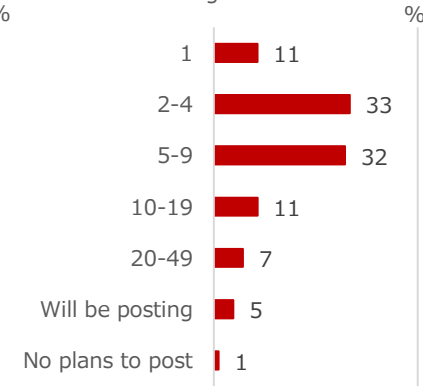
Posting Format



Posting Platform



Posting Number



\* A survey was conducted with registered influencers after the event. Number of responses: 84. The red bar graph shows the results for TGS 2024, and the blue bar graph shows the results for the previous year (TGS 2023).



# Attracting and Visiting Influencers <Creator Lounge>

As part of the influencer attraction program, a special area called the “Creator Lounge” was set up with the support of YouTube, a special sponsor, where influencers could take a break when visiting the event. Exhibitors and other sponsors who wanted to market to influencers were also invited to participate, and a trial play corner and drink service corner were set up to improve services for influencers. A total of 549 people used the Creator Lounge over the four days, including creators and their companions.



## CREATOR LOUNGE



## TGS2024 CREATOR LOUNGE Sponsorship Menu/Results

	Game Title Sponsors	Gaming Sponsors	Non-Gaming Sponsors
Target Company	Publishers, distribution companies, and game development companies that want influencers to try out <b>their titles</b> . ●Game Title	Gaming-related companies that want to <b>promote their company's game-related products, services, equipment, etc. to influencers</b> ●Gaming PC ●Monitors ●Peripherals・Service (Includes delivery-related equipment and software, etc.) ●Gaming Furniture・Chair ●Soundproof room for games, etc.	Influencers <b>want to promote their company's services, products, food, beverages, etc. Non-gaming companies</b> ●Consumer Goods ●Food ●Beverages, etc. ※Management Office confirmed which products can be displayed or provided.
sponsor	<b>HYBE Japan</b> <b>Xbox Game Pass</b>	—	<b>MONSTER ENERGY</b>



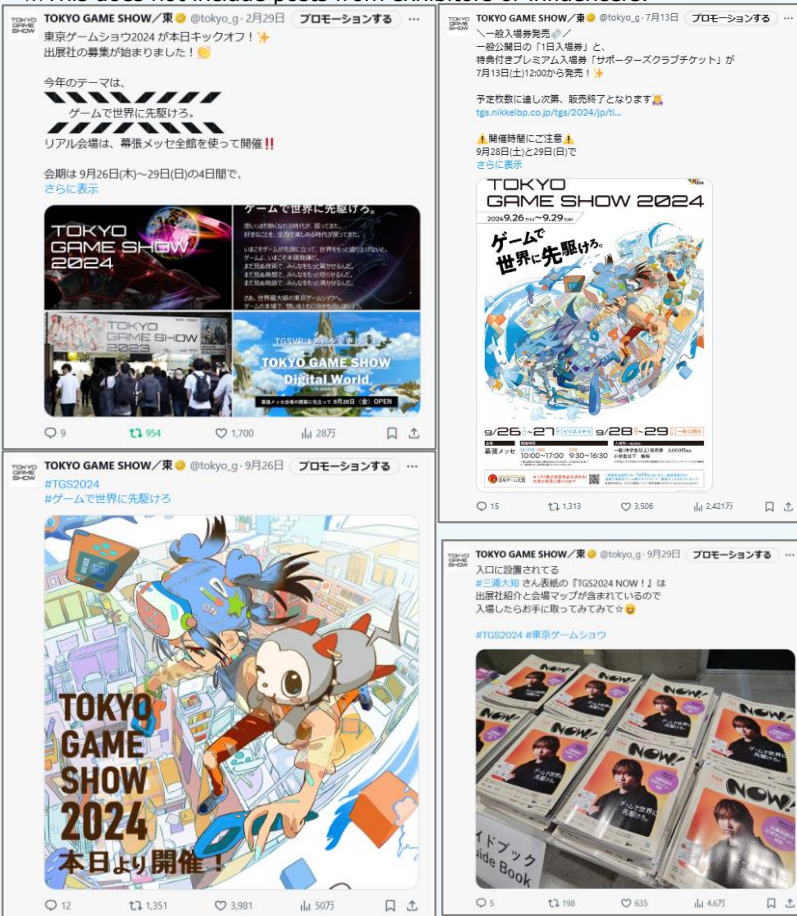


TGS posted various information about TGS on our official SNS (X, etc.) before the event started. During the event, we also widely disseminated information about the excitement at the venue and exhibitor booths.

## X (Former Twitter)

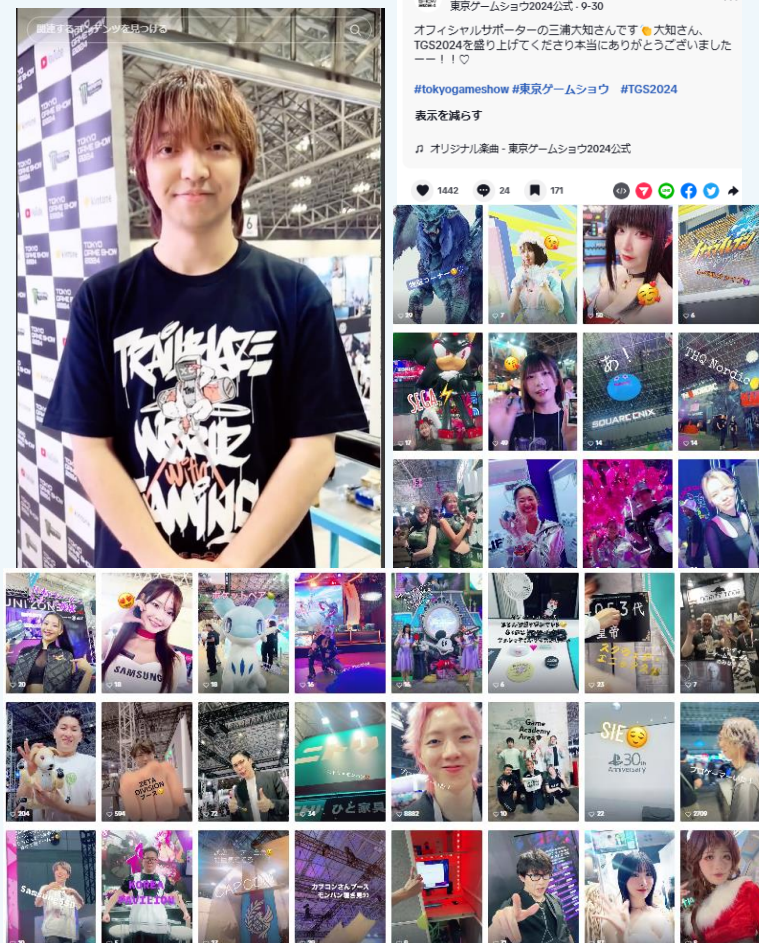
Information was sent out from X before the event. A countdown was posted from September of the month of the event using images from the exhibitors, and it was used as a publicity tool while also making visitors aware of the event. 158 posts were made.

※ This does not include posts from exhibitors or influencers.



## TikTok

In order to give people a taste of the fun of TGS, we posted 60 short videos on TikTok. Many people were able to feel the excitement of the venue and the gaming industry.



## 『Noda Crystal's Walk-Around』

TGS carried out "Magirabu Noda's Wandering Stroll", a tour of the venue with Magical Lovely Noda Crystal, who was an official supporter of TGS2021, and published it in an article on Nikkei X Trend.





協賛国・地域 Supporting countries/regions	海外旅行代理店 Company	支社・支店名 Branch office/branch
China   中国	上海佳途国際旅行社有限公司	上海本社
Hong Kong   香港	The Club Travel Services Limited	Club Travel
Taiwan   台湾	大栄国際旅行社	台北本社
Malaysia   マレーシア	H.I.S. Travel (Malaysia) Sdn.Bhd.	Kuala Lumpur
Singapore   シンガポール	H.I.S. International Travel Pte Ltd (Singapore)	Singapore
Philippines   フィリピン	H.I.S.(Philippines) Travel Corp. / Manila Branch	Manila
Thailand   タイ	H.I.S. Tours Co., Ltd. (Thailand)	Bangkok
Indonesia   インドネシア	PT. Harum Indah Sari Tours and Travel(HIS Indonesia)	Jakarta
Brazil   ブラジル	H.I.S.サンパウロ支店	São Paulo



## Media Partner List



Media Category		September 26		September 27		September 28		September 29		4-Days Total	
		Media	Staff	Media	Staff	Media	Staff	Media	Staff	Media	Staff
Domestic	TV	62	125	41	86	12	29	9	15	124	255
	Radio	16	43	9	36	4	21	4	12	33	112
	Newspaper	23	54	9	19	4	4	2	2	38	79
	Press Service	17	21	6	8	2	2	2	3	27	34
	Magazine	30	83	28	47	8	21	15	24	81	175
	Web	218	856	164	623	98	326	67	242	547	2,047
	Others	18	34	20	27	6	11	1	1	45	73
Overseas		256	451	158	387	97	172	62	114	573	1,124
2024 Total		640	1,667	435	1,233	231	586	162	413	1,468	3,899
2023 Total		September 21		September 22		September 23		September 24		Total	
		626	1,440	433	1,042	221	578	156	428	1,436	3,488

Country	Media	URL
Japan	Famitsu	<a href="http://www.famitsu.com/">http://www.famitsu.com/</a>
	GameWatch	<a href="http://game.watch.impress.co.jp/">http://game.watch.impress.co.jp/</a>
	4Gamer.net	<a href="https://www.4gamer.net/">https://www.4gamer.net/</a>
	Nikkei X-Trend	<a href="https://xtrend.nikkei.com/">https://xtrend.nikkei.com/</a>
	Tokyo Otaku Mode	<a href="https://otakumode.com/">https://otakumode.com/</a>
South Korea	GAMER'Z	<a href="http://cafe.naver.com/gamerz">http://cafe.naver.com/gamerz</a>
	RULIWEB.COM	<a href="http://www.ruliweb.com/">http://www.ruliweb.com/</a>
	INVEN	<a href="https://www.inven.co.kr/">https://www.inven.co.kr/</a>
Taiwan	Bahamut	<a href="http://www.gamer.com.tw/">http://www.gamer.com.tw/</a>
China	GAMECORES	<a href="https://www.gcores.com/">https://www.gcores.com/</a>
	TGBUS	<a href="http://www.tgbus.com/">http://www.tgbus.com/</a>
	A9VG	<a href="https://bbs.a9vg.com/">https://bbs.a9vg.com/</a>
	Game Bonfire	<a href="https://www.gamebonfire.com/">https://www.gamebonfire.com/</a>
	UCG <b>NEW</b>	<a href="https://www.ucg.cn/">https://www.ucg.cn/</a>
	GamerSky	<a href="http://www.gamersky.com">www.gamersky.com</a>
Hong Kong	Game Weekly	<a href="http://www.gameweekly.net">http://www.gameweekly.net</a>
Indonesia	KotakGame.com	<a href="http://www.kotakgame.com">http://www.kotakgame.com</a>
	Dunia Games <b>NEW</b>	<a href="https://duniagames.co.id/">https://duniagames.co.id/</a>
Malaysia	Gamer Braves <b>NEW</b>	<a href="https://www.gamerbraves.com/">https://www.gamerbraves.com/</a>
Global	IGN Japan	<a href="https://jp.ign.com/">https://jp.ign.com/</a>
Movie /SNS	niconico	<a href="http://www.nicovideo.jp/">http://www.nicovideo.jp/</a>
	Douyu	<a href="https://www.douyu.com/7dyu">https://www.douyu.com/7dyu</a>
	Douyin	<a href="https://www.douyin.com/">https://www.douyin.com/</a>
	X (Twitter)	<a href="https://x.com/tokyo_game_news">https://x.com/tokyo_game_news</a>
	Twitch	<a href="https://www.twitch.tv/tokyo_gamers">https://www.twitch.tv/tokyo_gamers</a>
	YouTube	<a href="https://www.youtube.com/channel/UCF7ysnK8s6tQdYUgWVIA">https://www.youtube.com/channel/UCF7ysnK8s6tQdYUgWVIA</a>
	bilibili	<a href="https://www.bilibili.com/">https://www.bilibili.com/</a>
	TikTok Live	<a href="https://www.tiktok.com/@gamechannelofficial">https://www.tiktok.com/@gamechannelofficial</a>



\*Pictures Excerpted

## Outdoor Advertisement

Station Front Arcade Banner



Entrance Canopy Banner



Plaza Billboard Banner



Arched Banner



## Distribution・Media Advertisements

Hand Fan Ad

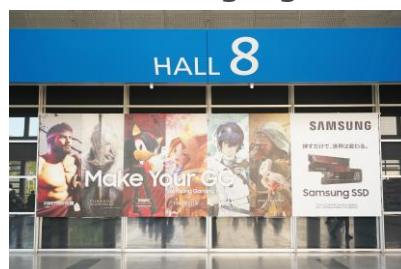


## Indoor・Venue Advertisement

Business Meeting Area  
Stand Banner



Central Mall Glass  
Wall Signage



Central Entrance  
Welcome Signage



Public Day  
Entrance Banner



Poster  
Magazine Advertisement

Weekly Famitsu (9/19)、  
Nikkei Entertainment! (9/4)、  
Nikkei Trendy (9/4)

Nikkei Business (9/20)  
Top Executive Interview



## Online Banner

Movie Banner



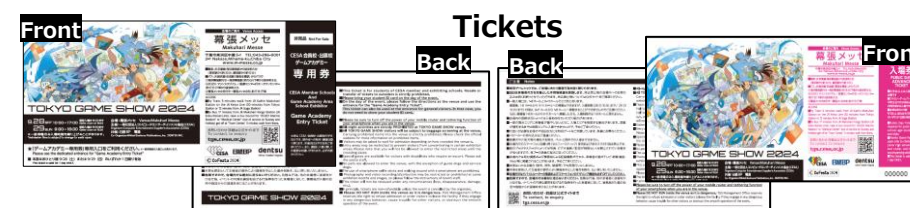
Rectangle Banner



Short Banner



Tickets

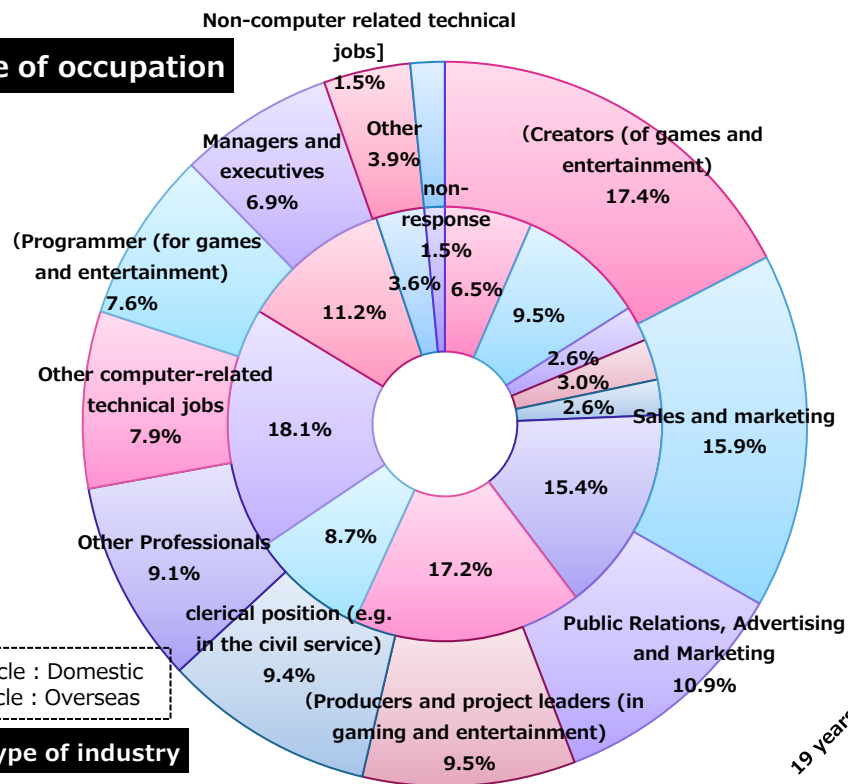


# Survey Results

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# Visitor Questionnaire Domestic Business Day and Overseas Visitors ①

## Type of occupation



## [Survey Method]

An e-mail requesting survey cooperation was sent to registrants for the Business Day of Tokyo Game Show 2024. Responses were accepted via Nikkei BP Consulting's web-based survey system, Cross Survey.

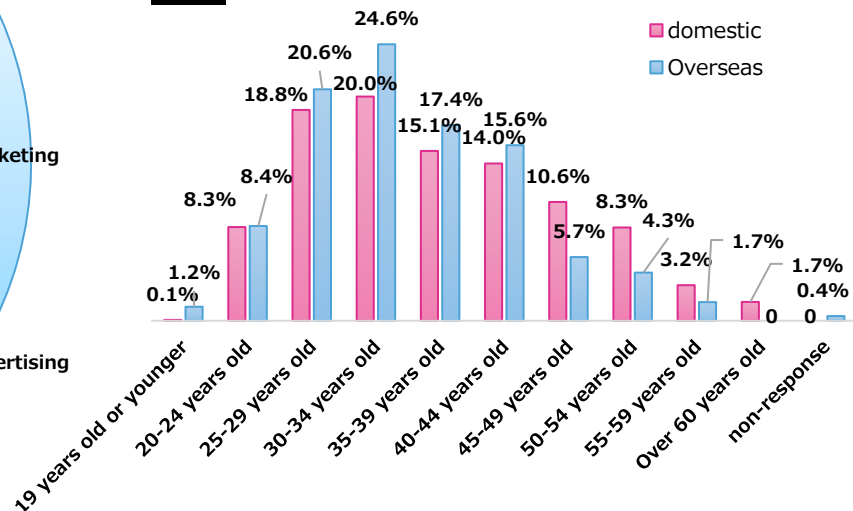
[Survey period] Domestic/International: October 28-November 8, 2024

[Number of valid responses] Domestic: 2,685 Overseas: 723 \*International: Business Days and General Public Days were combined.

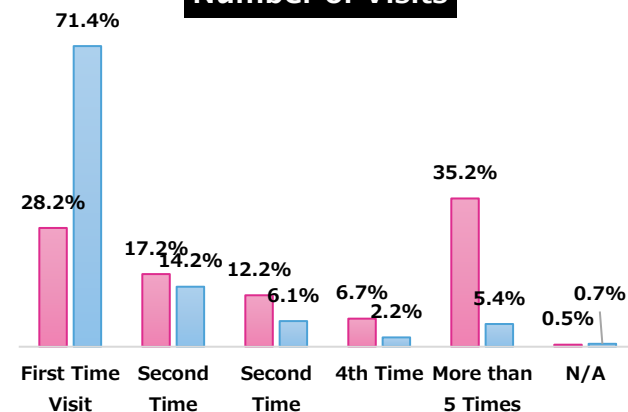
[Survey Conducted by] Nikkei BP Consulting, Inc.

<Composition ratio: rounded to the first decimal place> <Composition ratio: rounded to the first decimal place>

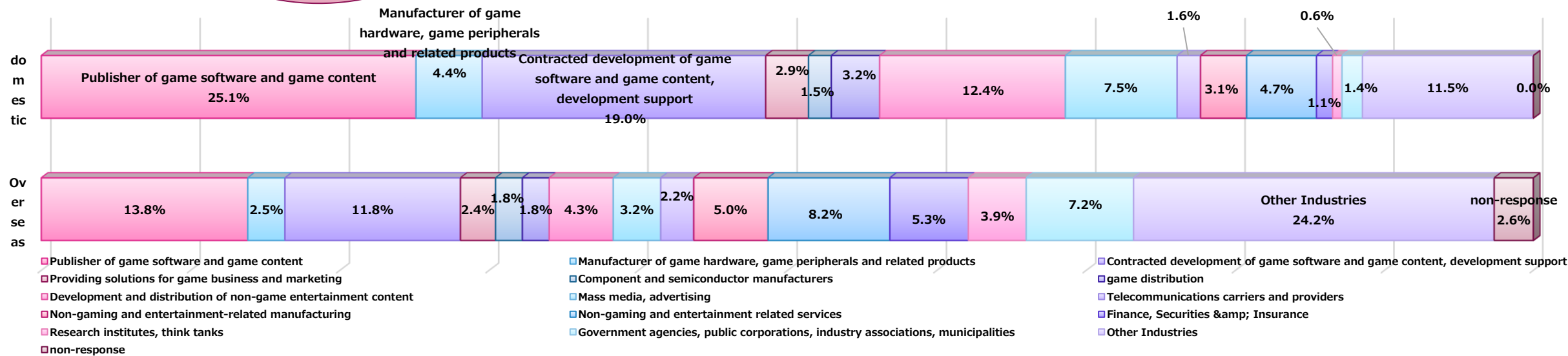
## Age



## Number of Visits



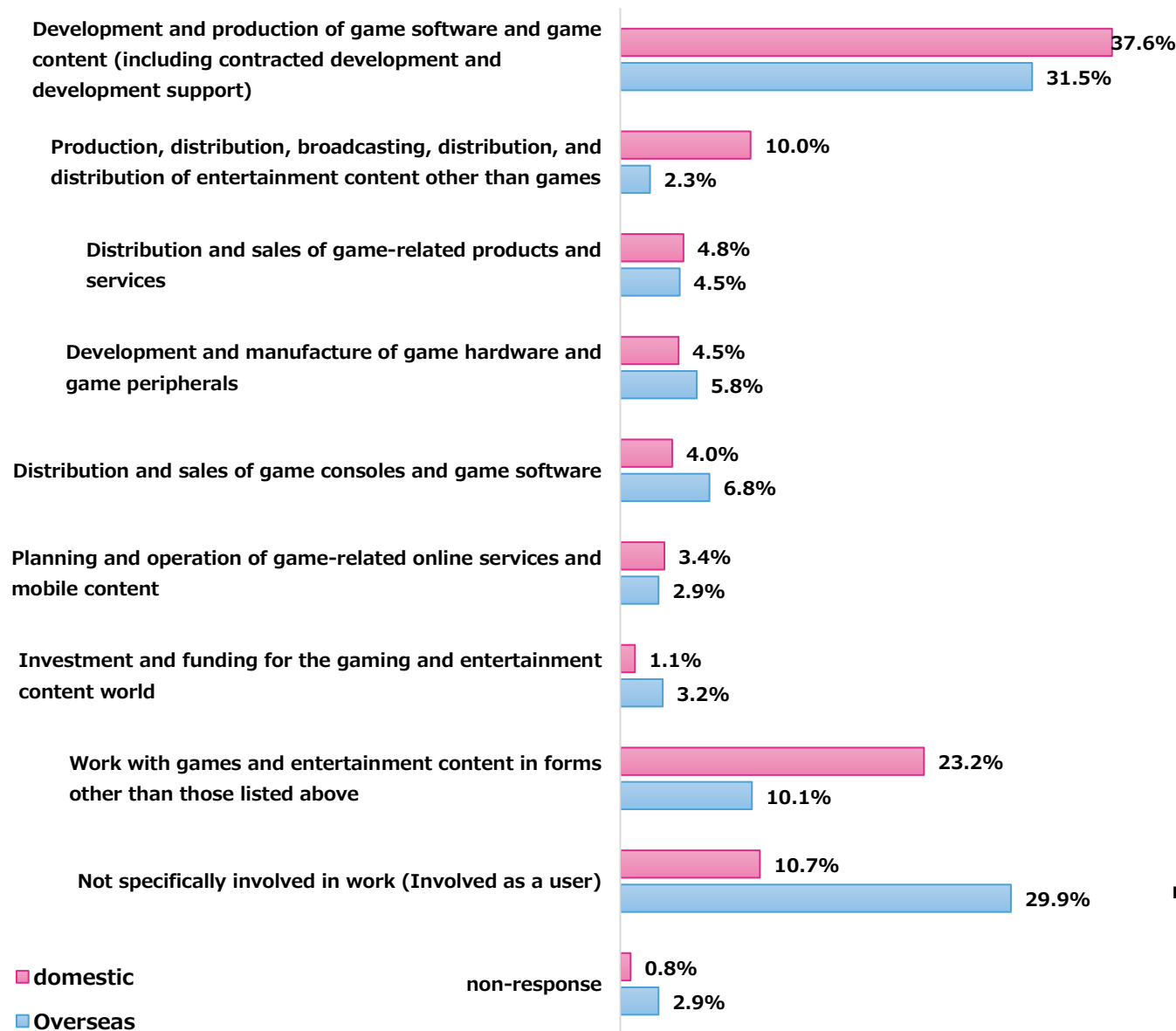
## Type of industry



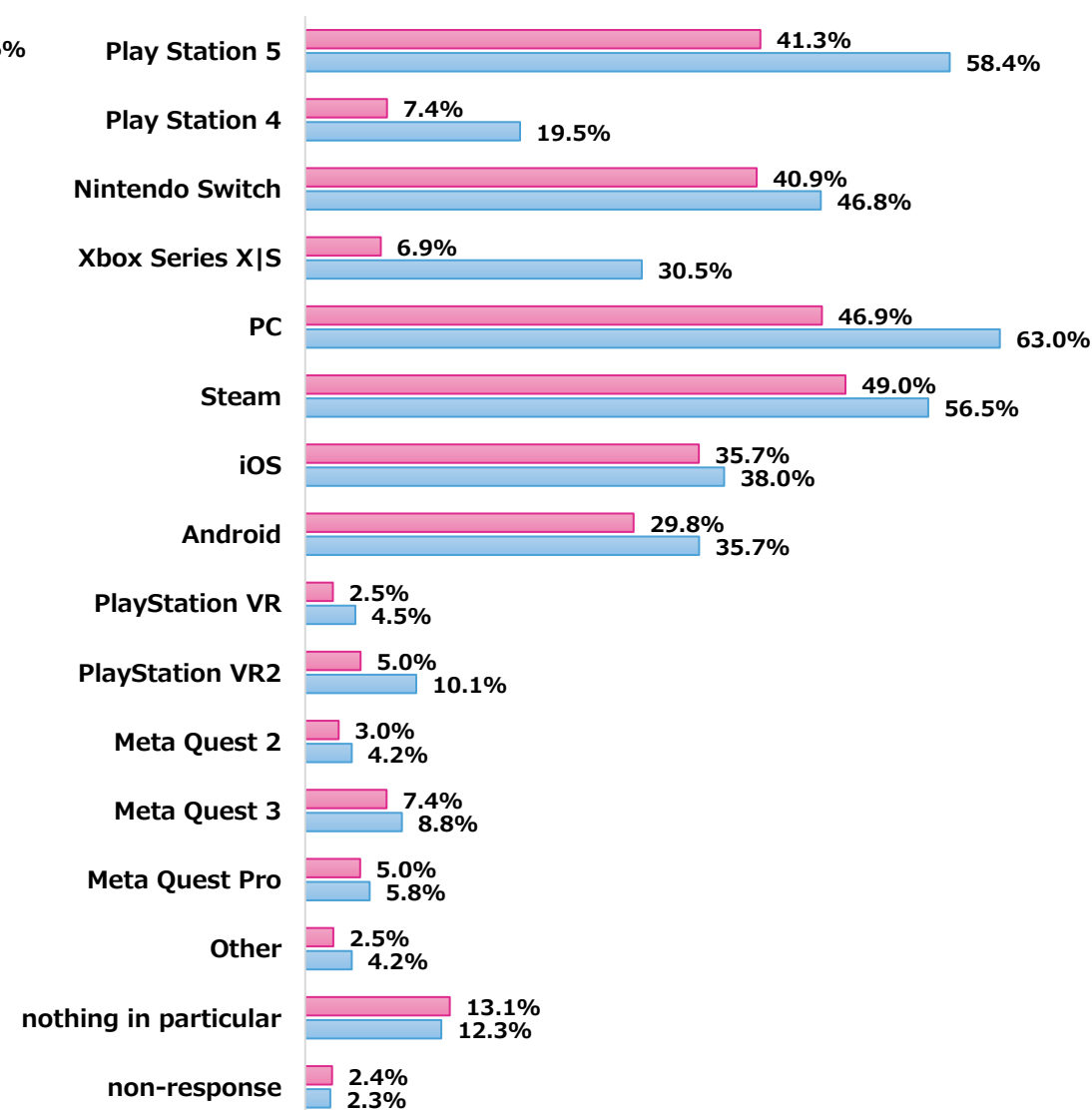


# Visitor Questionnaire Domestic Business Day and Overseas Visitors ②

## Involvement with gaming/entertainment content

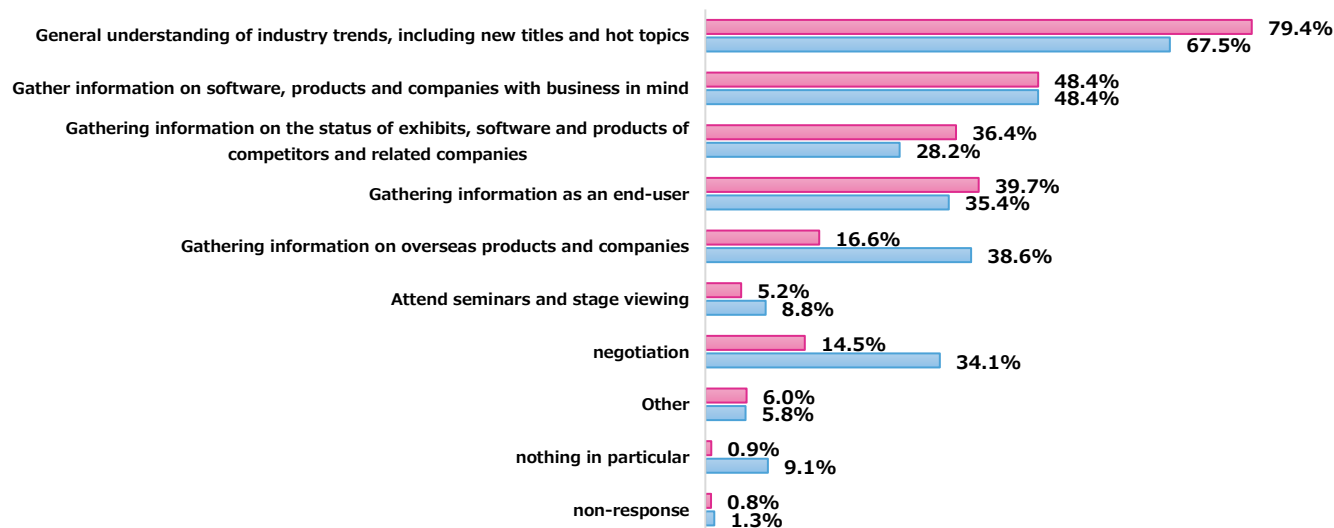


## Platforms you would like to focus on in the future

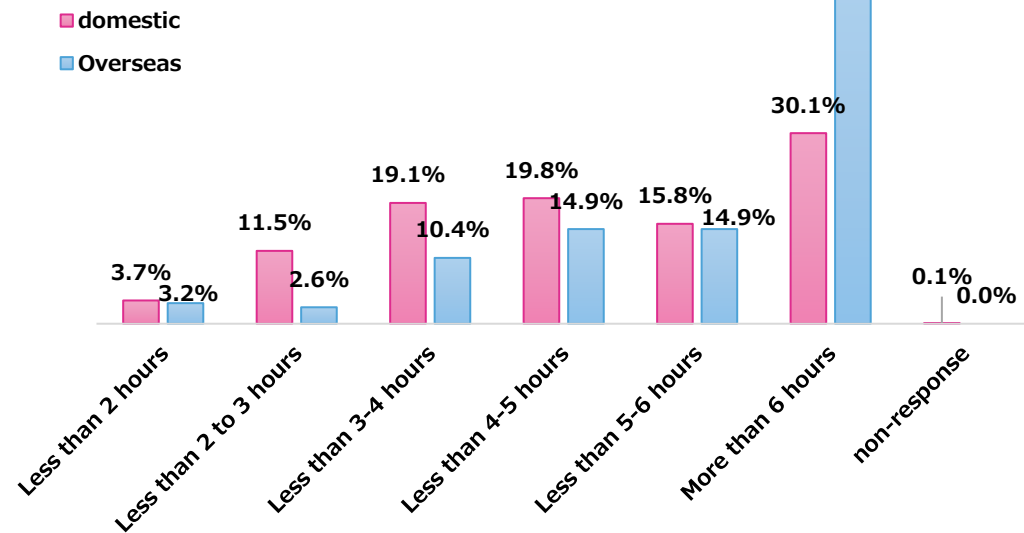


# Visitor Questionnaire Domestic Business Day and Overseas Visitors ③

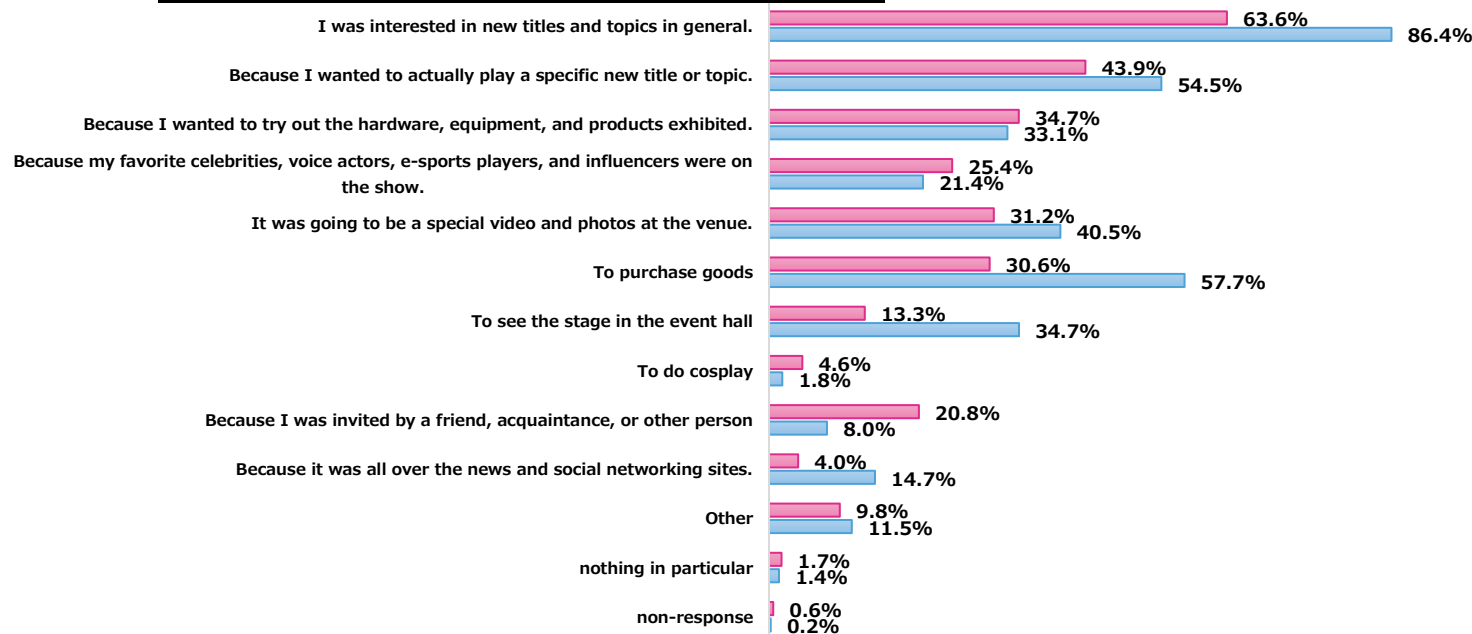
## Purpose of Participation [Business Day] (Multiple responses)



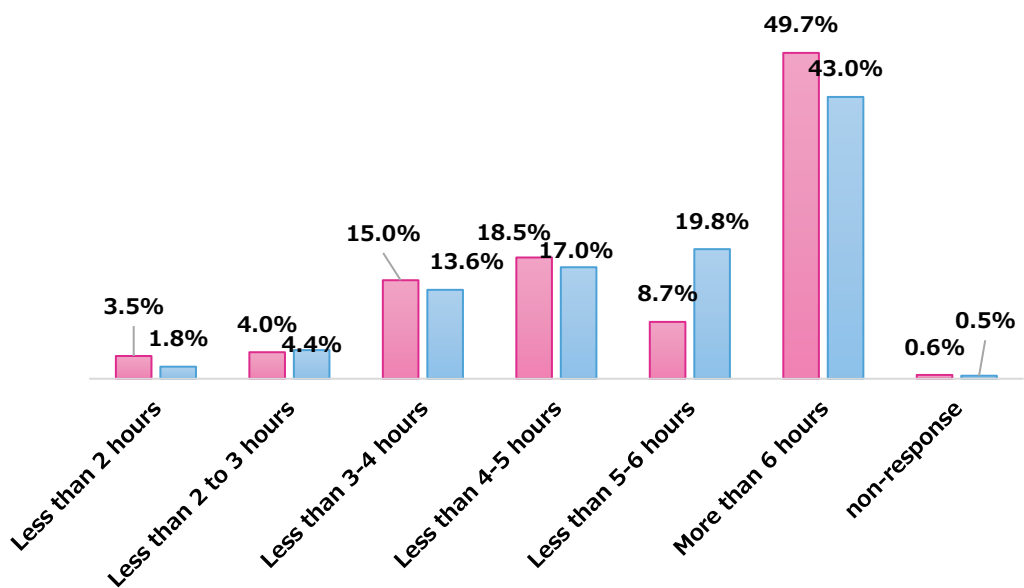
## Duration of stay at the venue [Business Day]



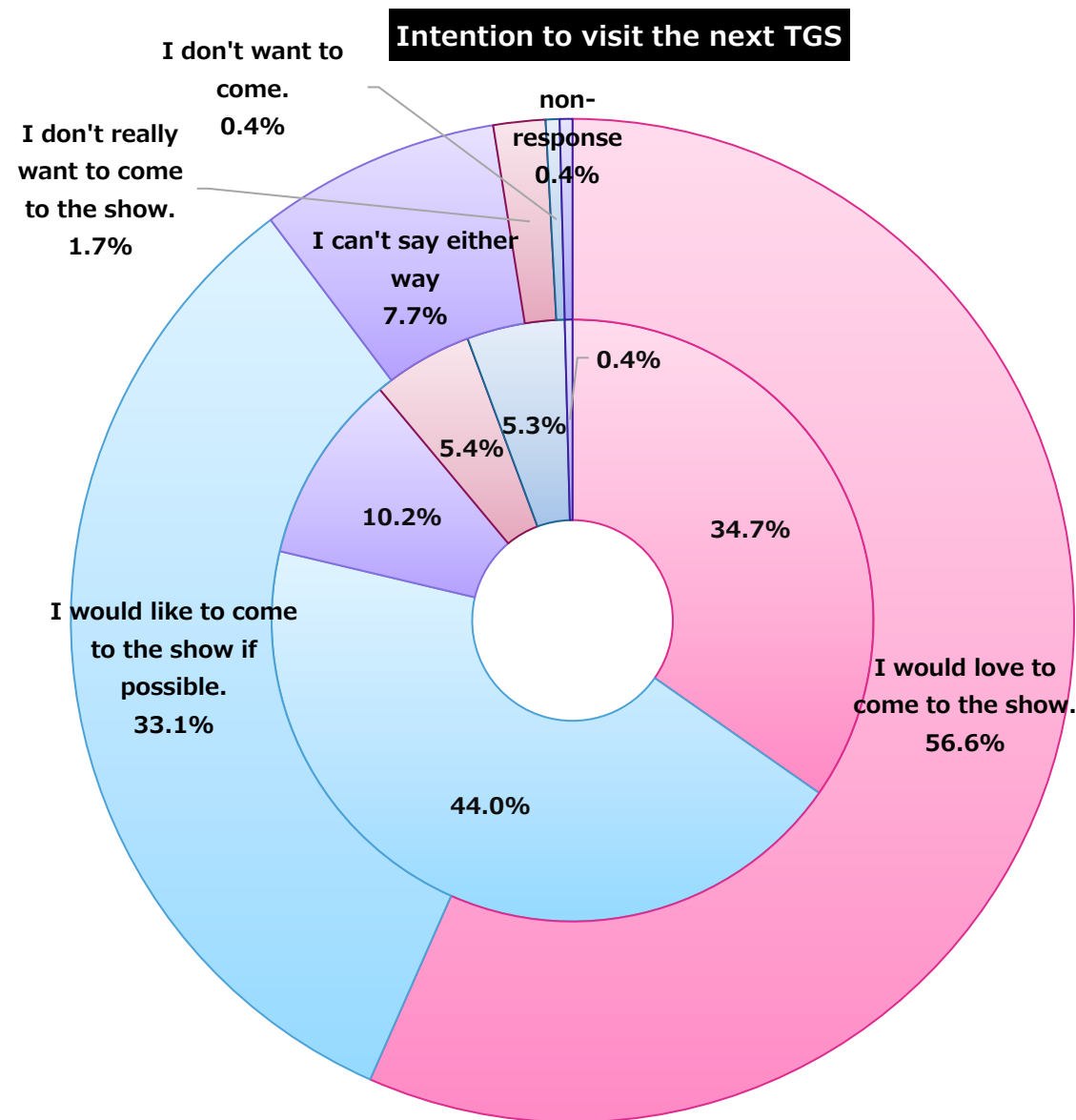
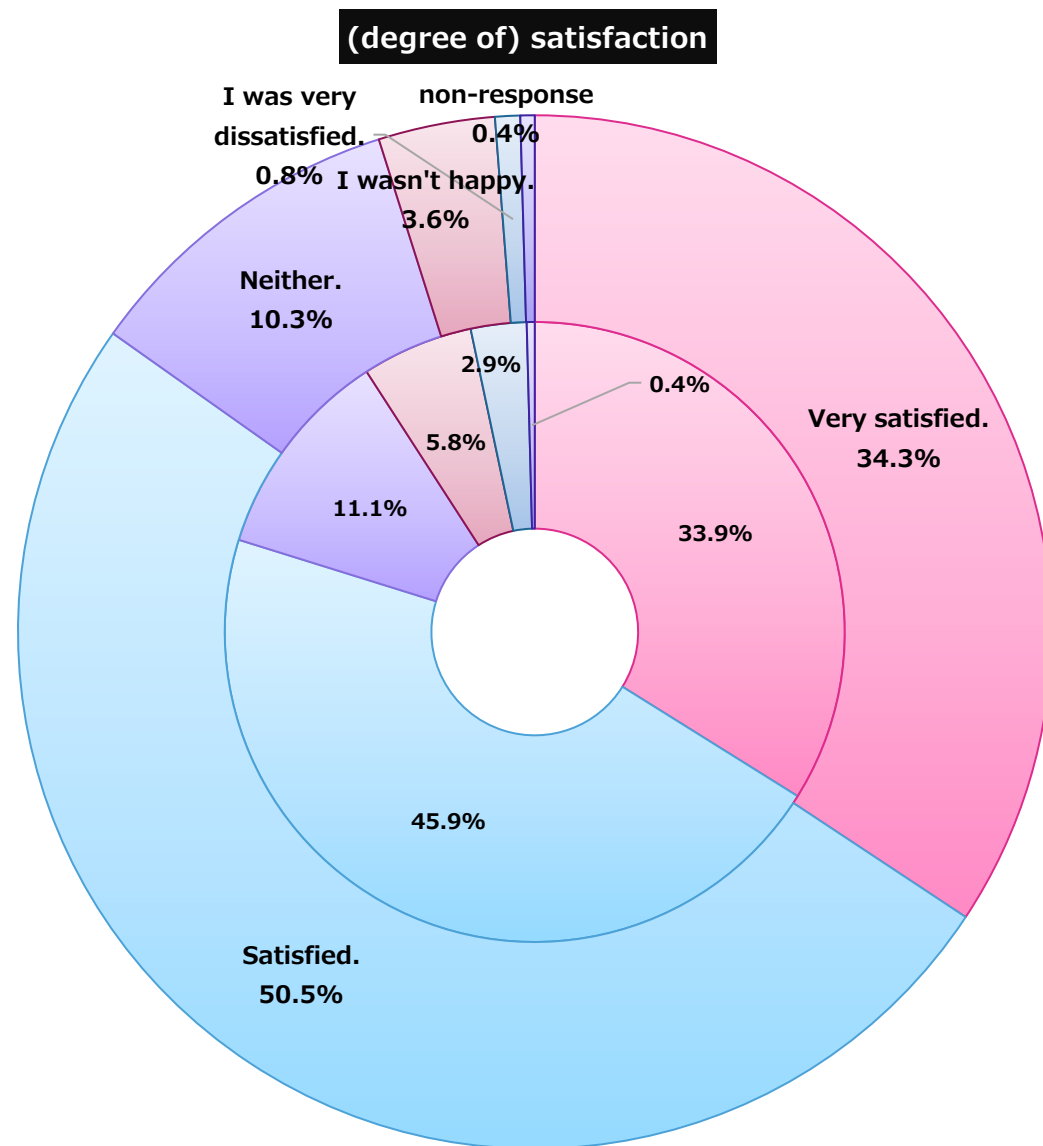
## Purpose of Participation [Open to the Public] (Multiple responses)



## Duration of stay at the venue [open to the public]



# Visitor Questionnaire Domestic Business Day and Overseas Visitors ④



Outer Circle : Domestic  
Inner Circle : Overseas



# Questionnaire for visitors Domestic general visitors ①

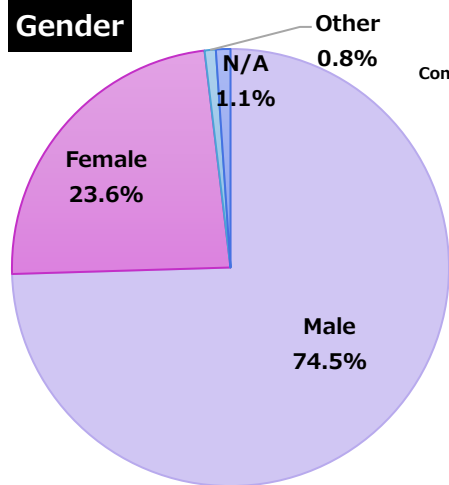
**[Survey Method]** WEB survey (Quantitative survey) \* Users who saw the announcement on the official TGS website/SNS and the official map accessed the survey page and answered the questions.

**[Period]** September 26 - October 6, 2024

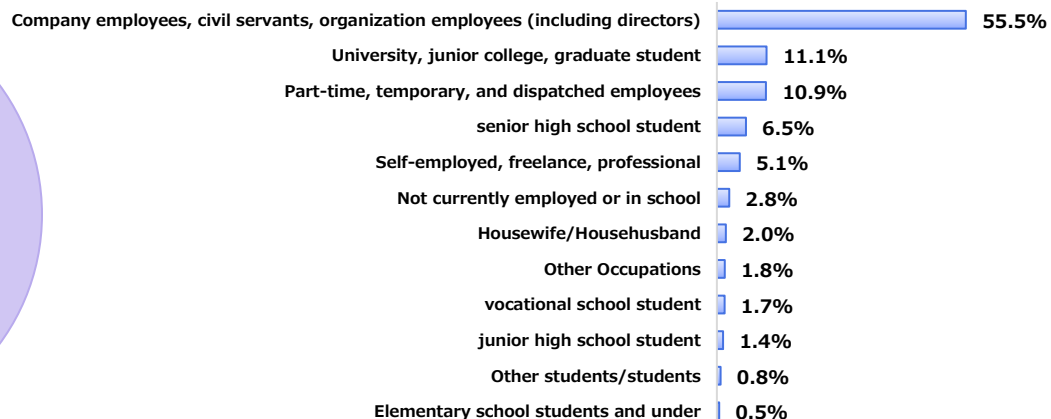
**[Number of valid responses]** 2,901 \*Excluding those involved in the game industry.

**[Survey Conducted by]** Computer Entertainment Supplier's Association

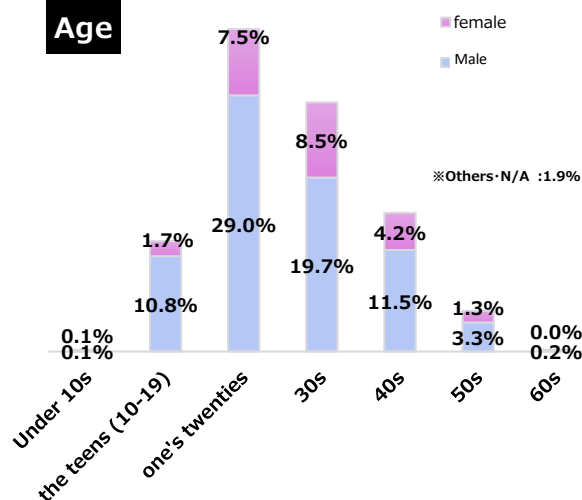
## Gender



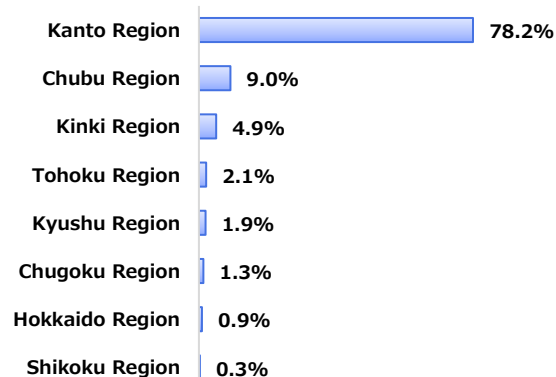
## business



## Age

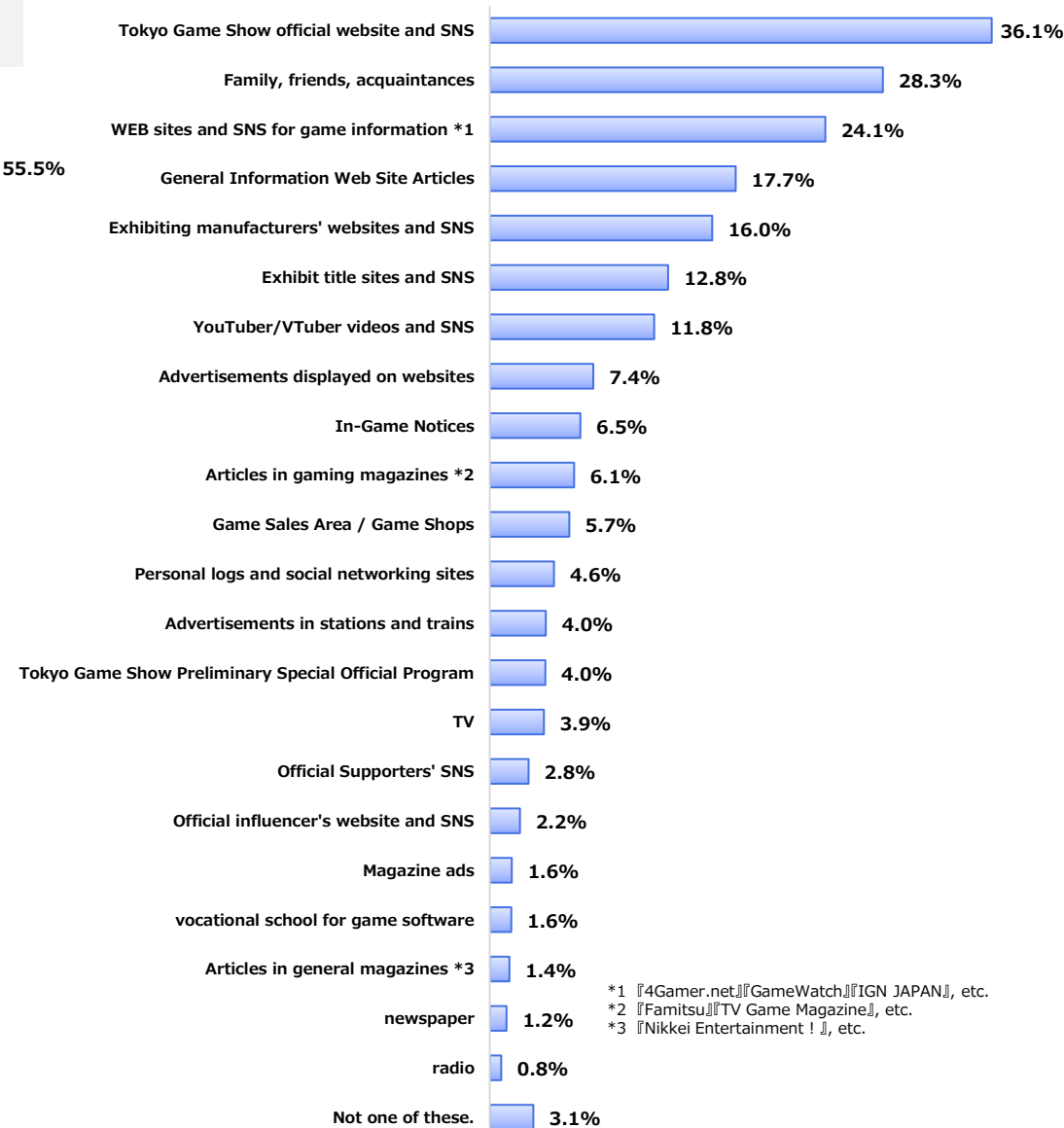


## Residential Location



※ From Overseas :1.4%

## Information contact pathway for TGS2024 (Multiple responses)



\*1 『4Gamer.net』『GameWatch』『IGN JAPAN』, etc.

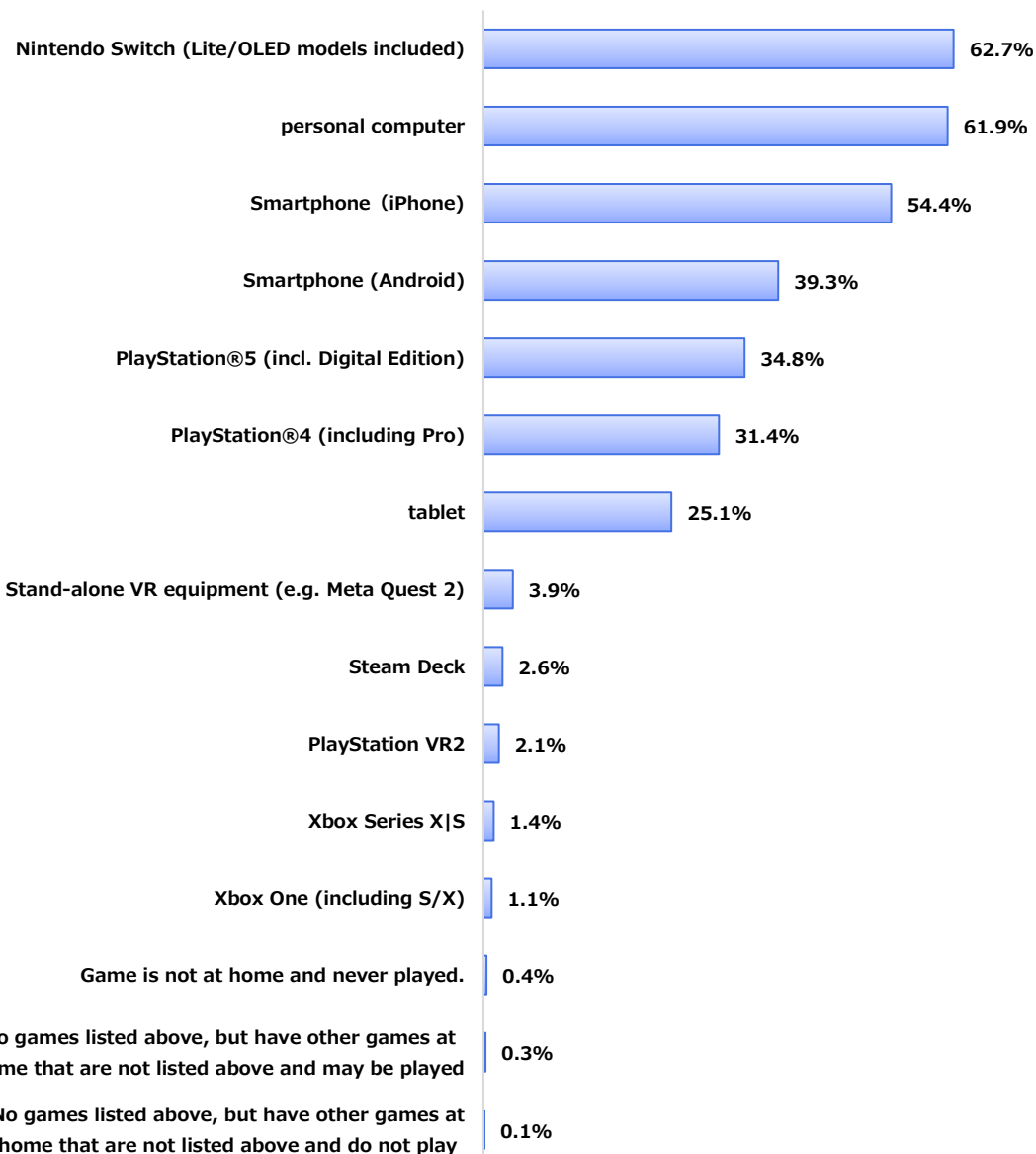
\*2 『Famitsu』『TV Game Magazine』, etc.

\*3 『Nikkei Entertainment ! 』, etc.

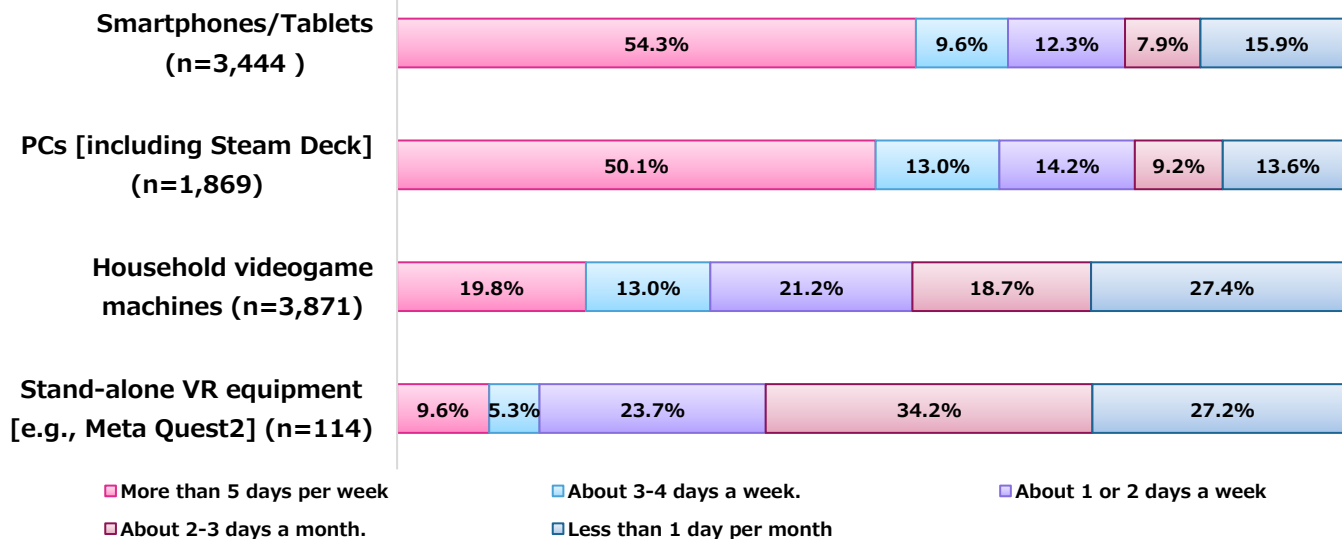
# Questionnaire for visitors Domestic general visitors ②

## Devices that are at home and may play games

(Multiple responses)

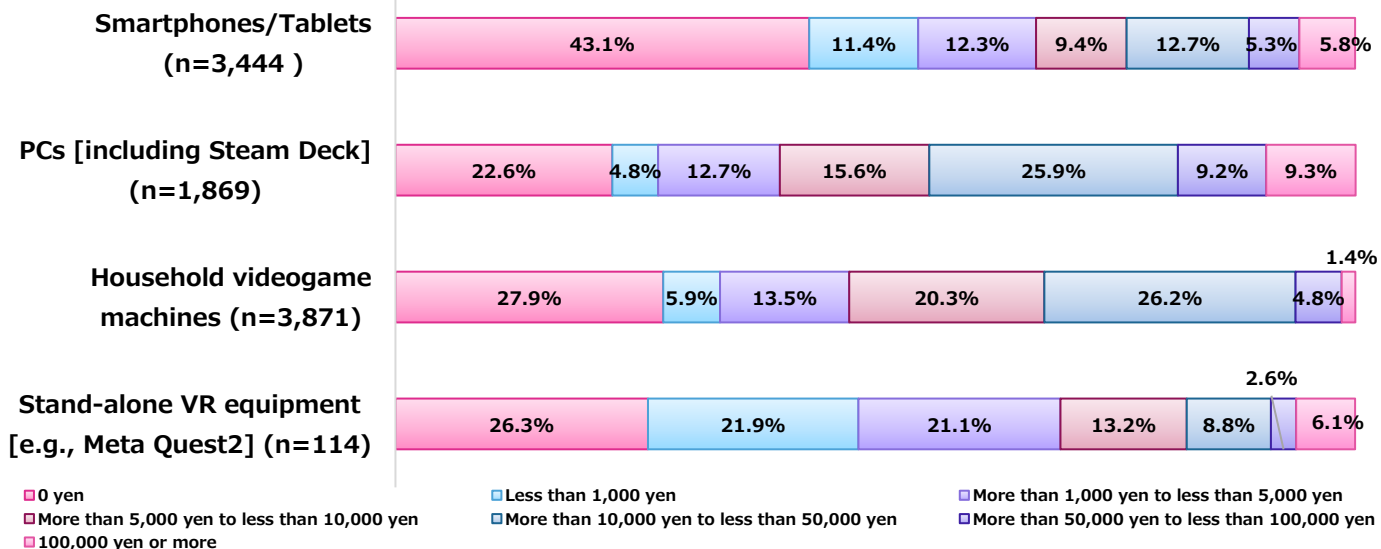


## Frequency of game play



## Amount spent on games in the last 12 months

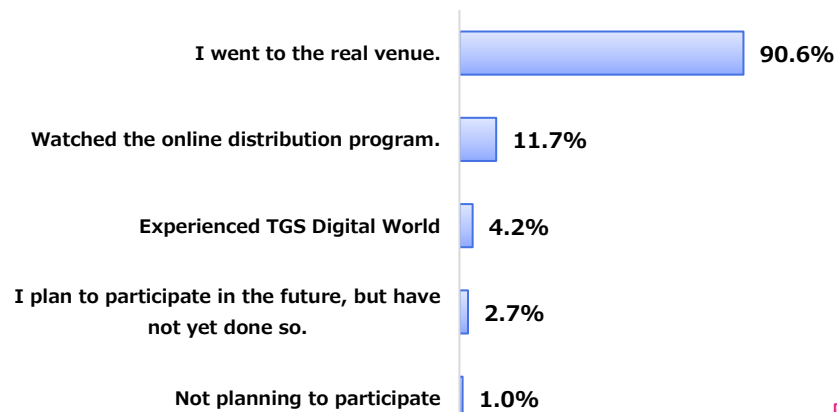
\*Includes VR-compatible/dedicated games \*Excludes hardware purchases such as game consoles and PCs, Amount spent on content (software, downloadable content, in-game purchases)



# Questionnaire for visitors Domestic general visitors ③

## TGS2024 How to participate

(Multiple responses)



## Number of times participated in TGS

1996~2019



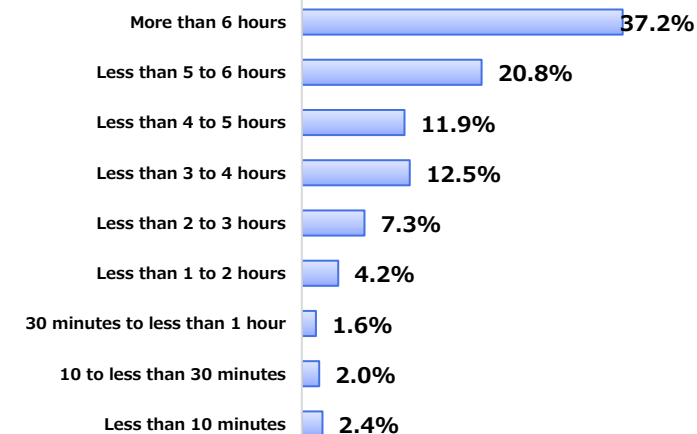
2022~2023



※Maximum of 2 Times in 2022~2023

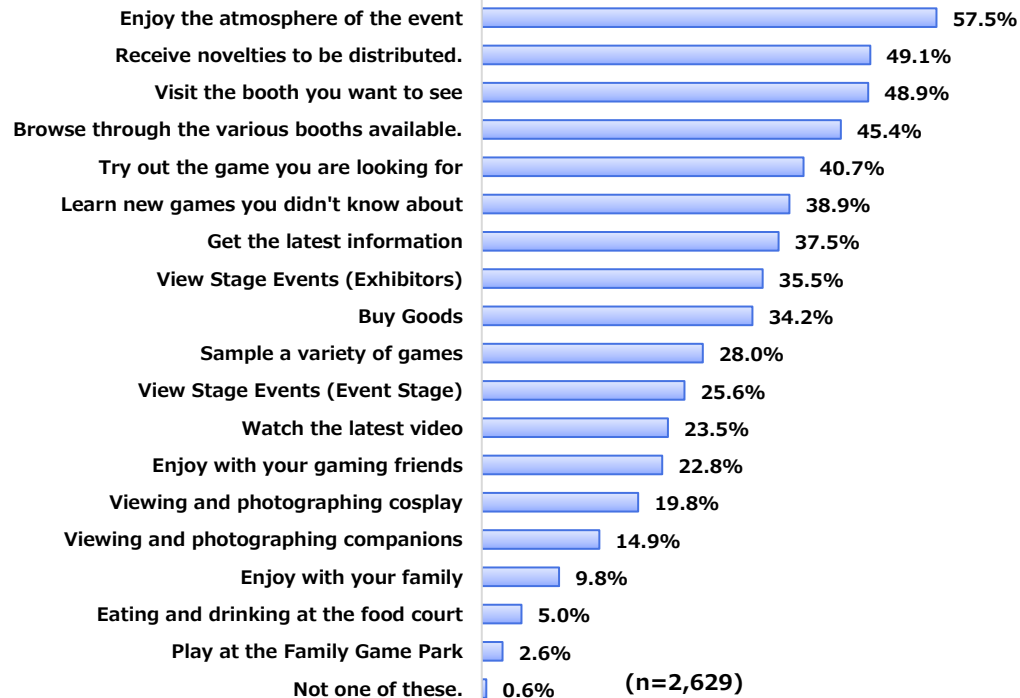
0 times one inning twice three times  
four times More than 5 times I don't remember.

## Real venue stay time



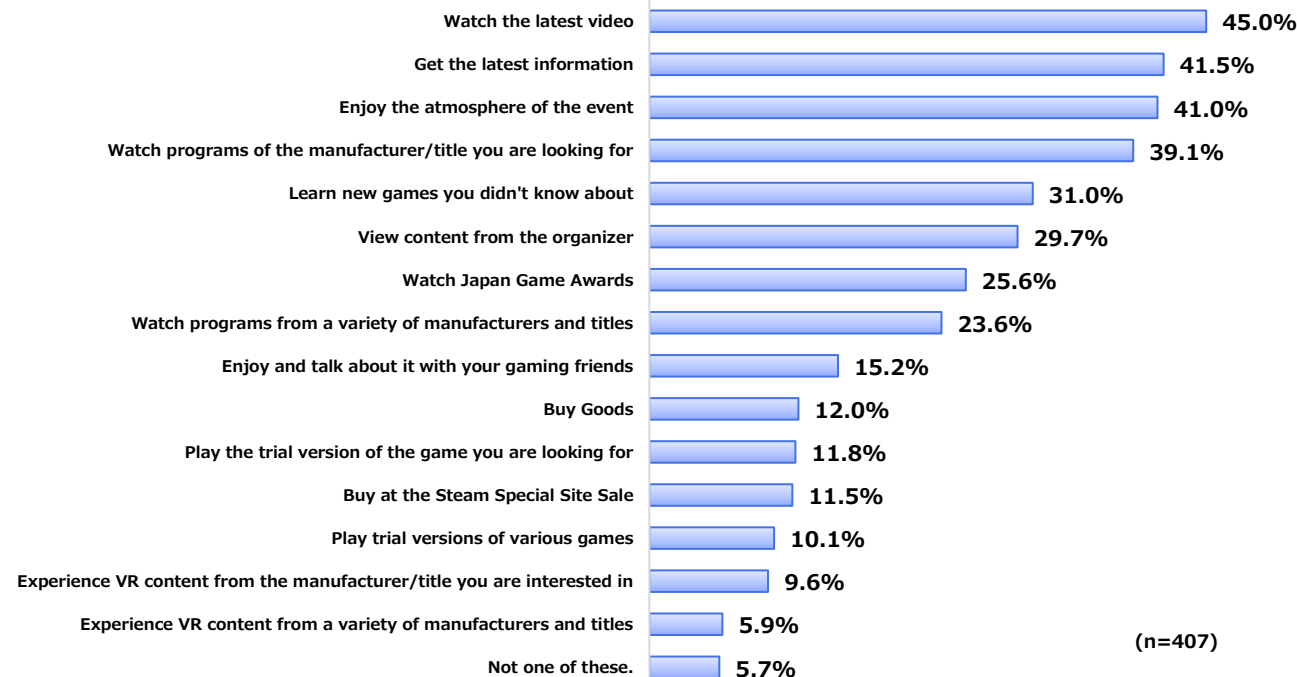
## Purpose of visiting real venues

(Multiple responses)



## Purpose of online participation

(Multiple responses)

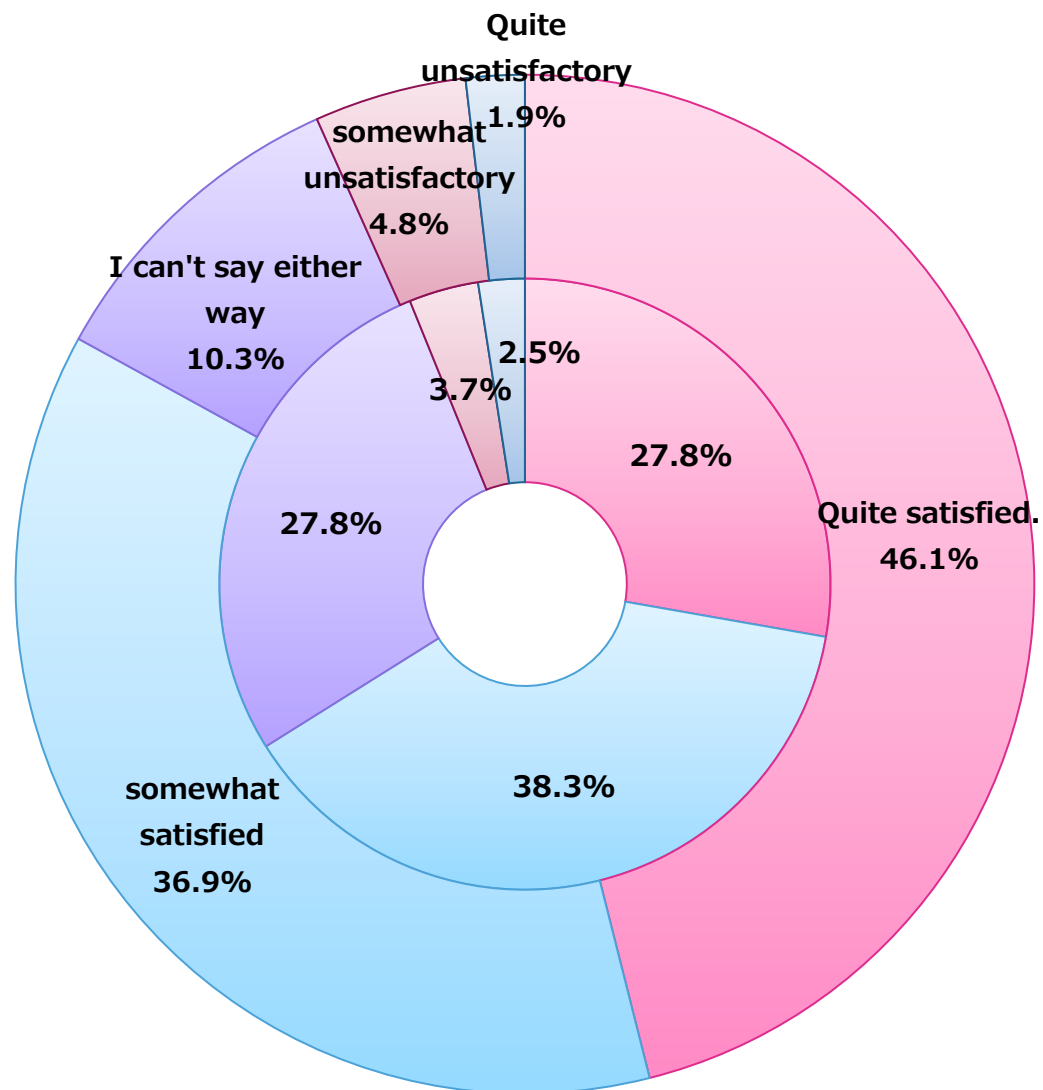


(n=407)



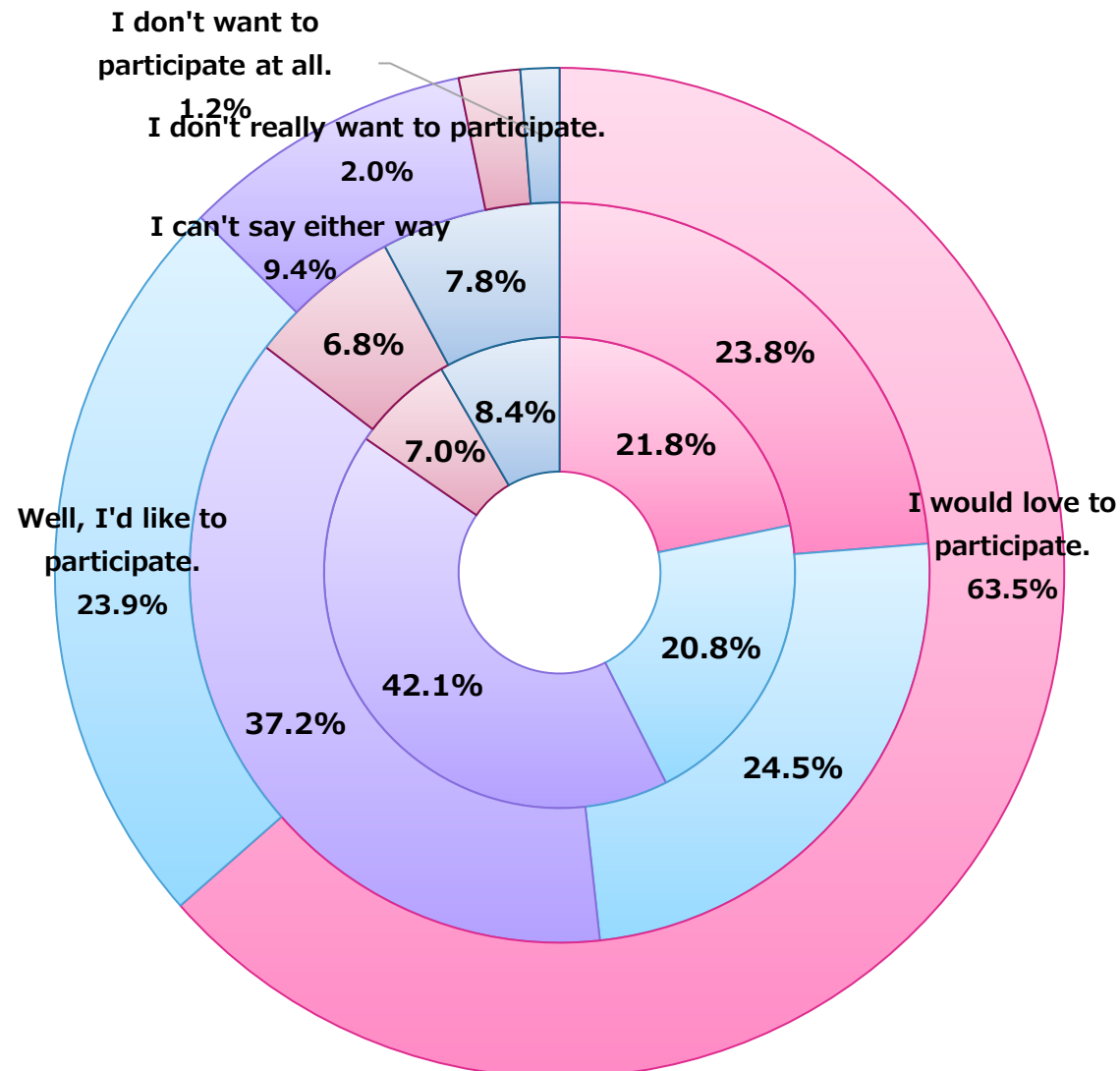
# Questionnaire for visitors Domestic general visitors④

(degree of) satisfaction



Outer circle: Real venues (n=2,629)  
Inner circle: online venues (n=407)

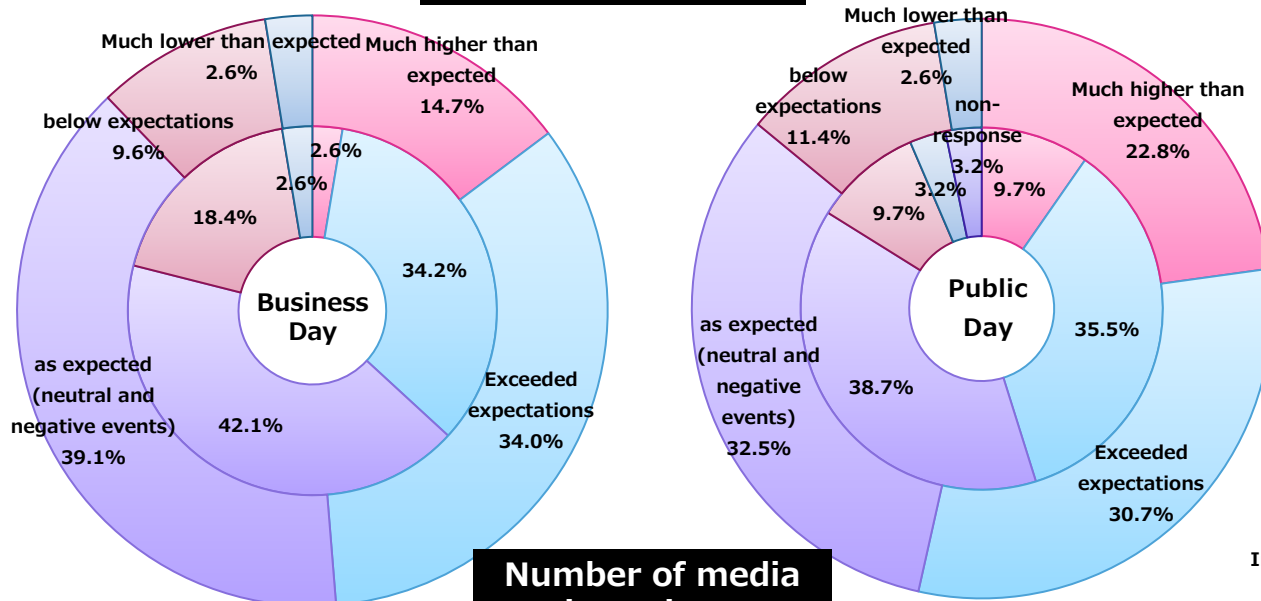
Intention to participate in the next TGS



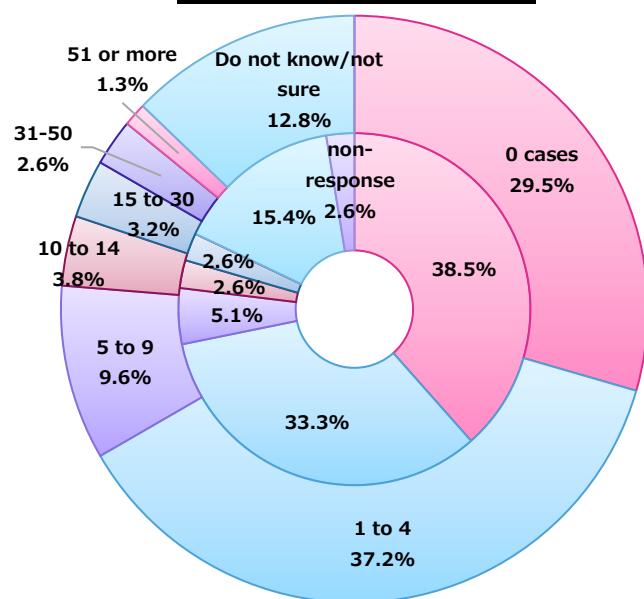
Outer circle: Real venue  
Middle circle: Online venue (official program)  
Inner circle: Online venue (TGSDW)

# Exhibitor Questionnaire ①

## Number of visitors to the booth



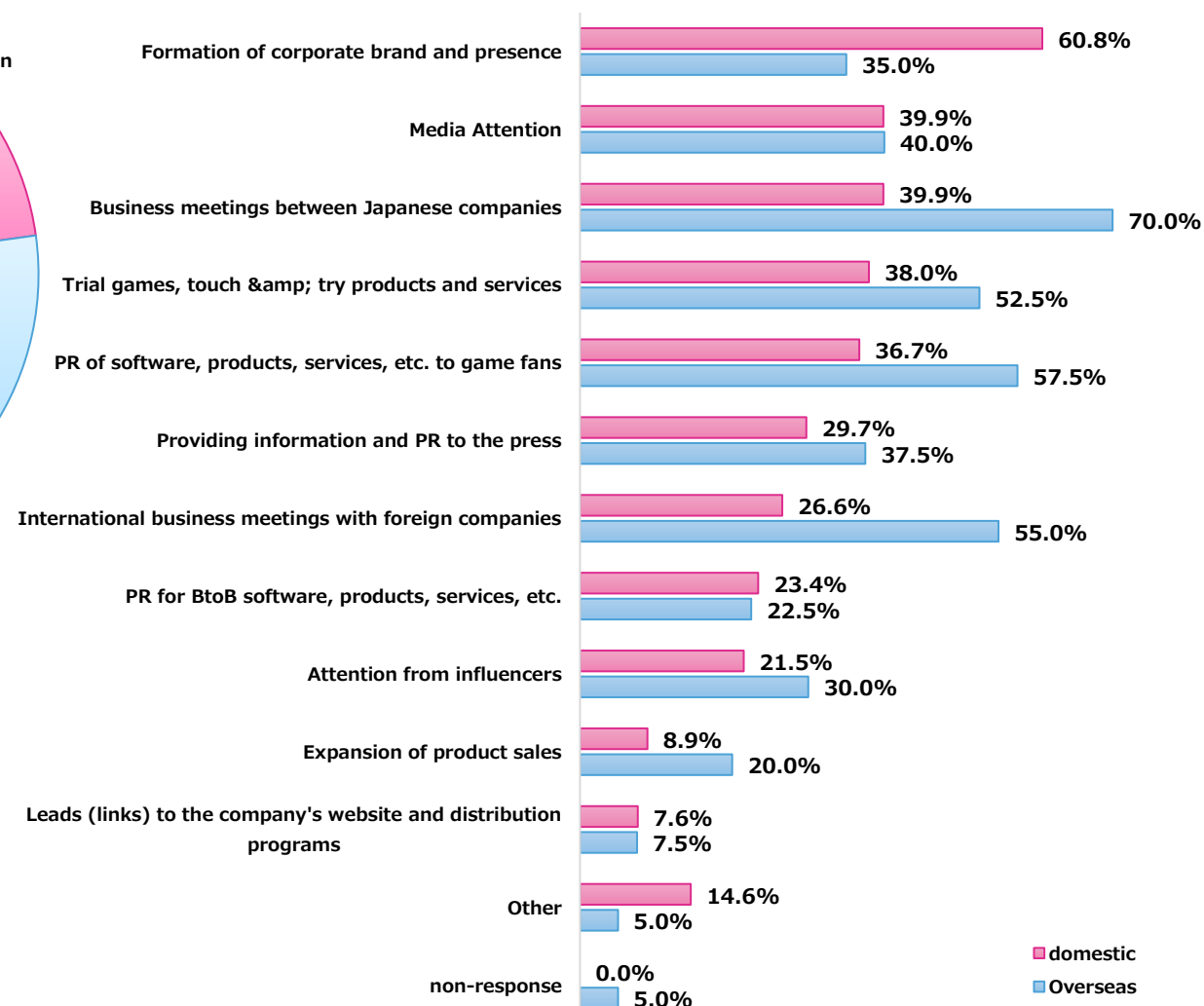
## Number of media interviews



Outer Circle : Domestic  
Inner Circle : Overseas

## Main purpose and motivation for exhibiting

(Multiple responses)



**[Survey Method]** The survey was distributed via e-mail to exhibitors at TGS2024, and responses were received via a web-based survey system.

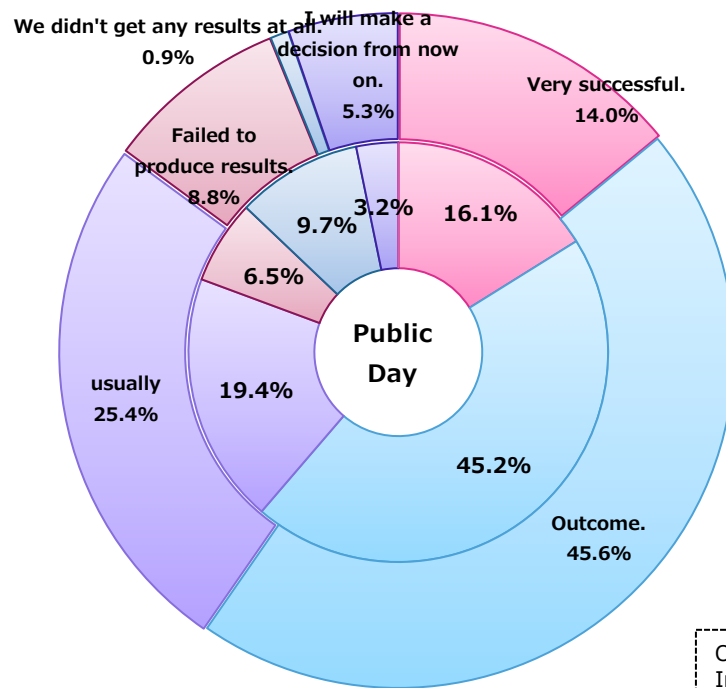
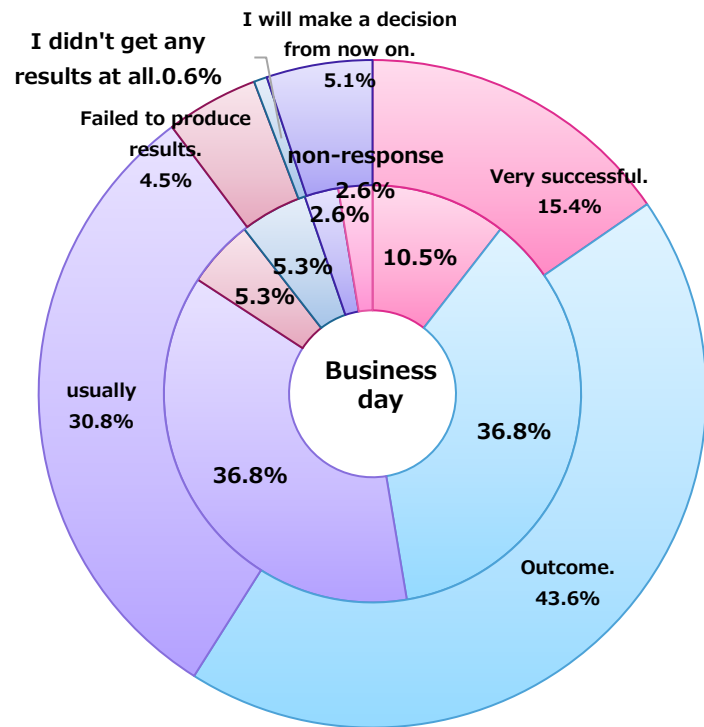
**[Period]** October 17, 2024 - November 2, 2024

**[Number of valid responses]** Domestic 148 companies Overseas 40 companies

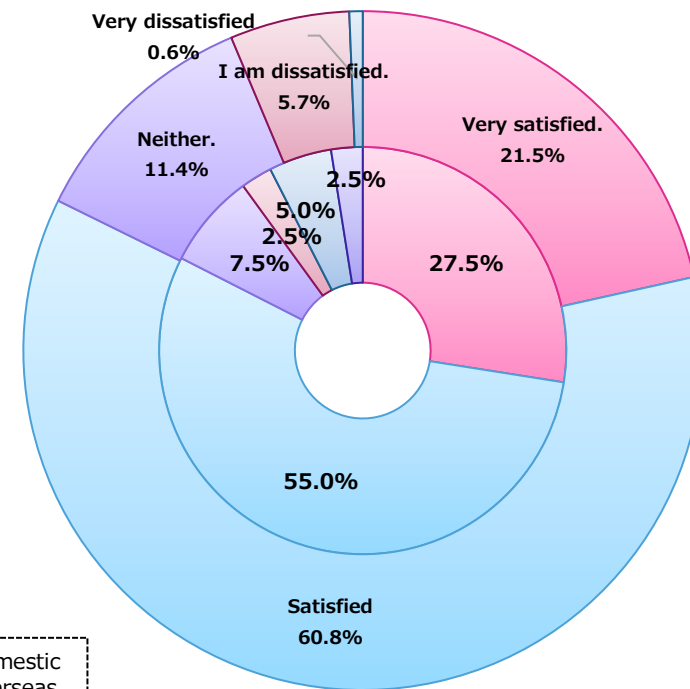
**[Survey Conducted by]** Nikkei BP Consulting, Inc.

# Exhibitor Questionnaire ②

## Exhibit Results

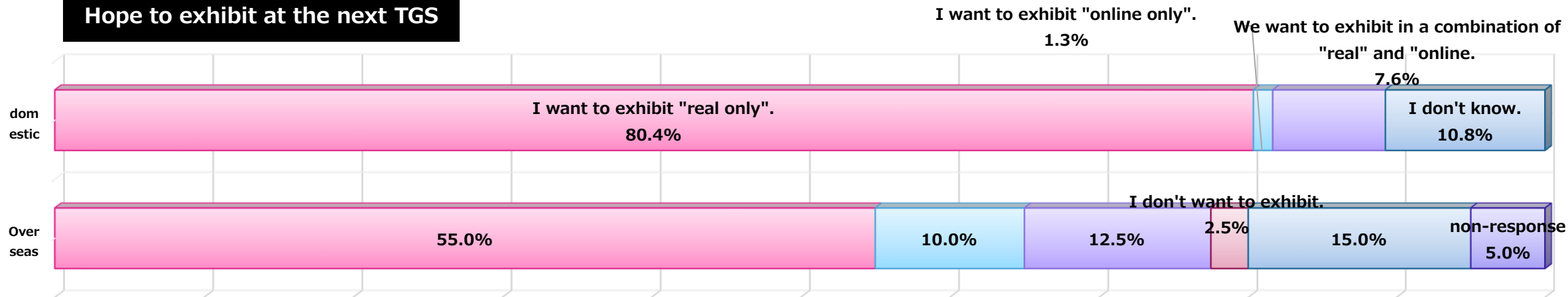


## (degree of) satisfaction



Outer Circle : Domestic  
Inner Circle : Overseas

## Hope to exhibit at the next TGS





# TOKYO GAME SHOW 2024 OFFICIAL REPORT

## **Published by**

Computer Entertainment Supplier's Association (CESA)  
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