

To all media representatives

February 21, 2025
Computer Entertainment Supplier's Association (CESA)

**One of Japan's largest gaming events with 6 million visitors,
TOKYO GAME SHOW 2025 is set to take place at Makuhari Messe
from September 25 (Thu) to 28 (Sun), 2025!
"Unlimited, Neverending Playground "**



Computer Entertainment Supplier's Association (CESA, President: Haruhiro Tsujimoto), in collaboration with Nikkei BP, Inc. (President and CEO: Tetsuya Iguchi) and Sony Music Solutions Inc. (President and Executive Officer: Hidehiko Otani), has decided to hold Tokyo Game Show 2025 (TGS2025) and has officially opened exhibition applications today.

TGS2025 will be held in a hybrid format, with both an on-site main venue and online events such as official programs. The on-site event will take place at Makuhari Messe (Chiba) over four days, from Thursday, September 25 to Sunday, September 28, 2025. The Business Days will be held on September 25 and 26 (Thursday and Friday), and the Public Days will be on September 27 and 28 (Saturday and Sunday). The event will offer a diverse experience for everyone, from business professionals to families, at the on-site venue, while online programs will provide a wide range of information and experiences that transcend geographical and time limitations.

Tickets for Public Days will be available from mid-July, and tickets for Business Days will be available from mid-August. Further details will be announced soon, so please look forward.

■ Japan Game Awards to be Upgraded with Venue Change and More This Year!

CESA has decided to host the prestigious Japan Game Awards 2025, which honors the No.1 game title representing the year. This year, the awards ceremony will take place at Iino Hall in Tokyo on Tues, September 23 (public holiday), two days before the Tokyo Game Show, instead of the event stage on the first day of the show. The ceremony will be upgraded compared to last year. Additionally, the sales period for eligible games has been updated. Details about the start of public voting and more will be announced soon.

<Changes this year>

① Event Date/Venue

Before: Tokyo Game Show First Day / Tokyo Game Show “Event Stage”
After : Two Days Before Tokyo Game Show / Iino Hall (Tokyo)

② Eligible Sales Period Change

Before: April 1 – March 31
After : June 1 – May 31

* For this year’s transition period, the eligible sales period is from April 1, 2024 (Monday) to May 31, 2025 (Saturday).

■ Three Features of TGS2025

● Maximizing Limited Space

To accommodate the growing number of exhibitors, effective utilization of the exhibition space at Makuhari Messe will be implemented. Regulations on booth numbers and placements will be reviewed to ensure an efficient venue layout. In addition, the number of booth location selection meetings will be increased to accommodate as many exhibitors needs as possible.

● Ensuring a Safe Event Venue for Everyone

As part of congestion alleviation, changes will be made to layouts and aisle widths. Wider aisles will be implemented in typically crowded areas, and clearer exhibition rules will be introduced to create a safe environment for both exhibitors and visitors.

● Creating Business Opportunities for the Gaming Industry

The business matching services, seminars, and other content will be strengthened, providing the largest business opportunities in the Asian gaming industry. Additionally, more opportunities will be created to connect with indie developers, helping nurture the next generation of hit-makers.

* For more details, please check the official website (<https://tgs.cesa.or.jp>)



■ TGS2025 Theme

"Unlimited, Neverending Playground"

TGS is a gathering place for games, creators, and players from around the world, where we create the future of games together.

Regardless of age or nationality, everyone, from children to adults, will encounter experiences that are so vast they can never fully be explored, enjoy freely, and connect with one another in a limitless world.

■ Tokyo Game Show 2025 Overview

Name : Tokyo Game Show 2025 (TGS2025)
Host : Computer Entertainment Supplier's Association (CESA)
Co-hosts: Nikkei BP, Inc., Sony Music Solutions Inc.
Dates :
Thurs, September 25 Business Day 10:00–17:00
Fri, September 26 Business Day 10:00–17:00
Sat, September 27 Public Day 9:30–17:00
Sun, September 28 Public Day 9:30–16:30
* Business Days and Public Days have different opening hours.
* Public Day opening times may advance by 30 minutes depending on the situation.
Venue : Makuhari Messe (Chiba City, Mihama District), Exhibition Halls 1-11, International Conference Hall, Event Hall
Expected Attendance: 250,000
Booth Applications : 2,500 booths
Official Website : <https://tgs.cesa.or.jp>

■ Exhibition Application, Selection Meetings, and Briefing Schedule

Deadline for Applications with 42 or more booths: Fri, May 23, 2025
Final Application Deadline: Fri, May 30, 2025
42+ Booth Selection Meeting: Tues, June 17, 2025
16+ Booth Selection Meeting: Tues, June 24, 2025
Official Program Selection Meeting (Priority Order ①②③): Fri, June 20, 2025
Official Program Selection Meeting (Priority Order ④⑤) : Fri, July 4, 2025
16- Booth Selection & Exhibitor Briefing: Tues, July 8, 2025

* For details, check the official website(<https://tgs.cesa.or.jp>)

* Priority Order for Official Program Selection Meeting

Priority ①: Applicants who purchased bundled packages

Priority ②: Console platform holders

Priority ③: Exhibitors with a track record of official exhibitor programs at TGS2024

Priority ④: General exhibitors from TGS2024

Priority ⑤: Other exhibitors



■Japan Game Awards 2025 Overview

Name : Japan Game Awards 2025 Awards Ceremony for the Works Category Presentation

Host : Computer Entertainment Supplier's Association (CESA)

Date : Tues, September 23, 2025 (public holiday)

Venue: Iino Hall (2-1-1 Uchisaiwaicho, Chiyoda-ku, Tokyo, Iino Building 4-6th floors)

Official Website: <https://awards.cesa.or.jp>

【Official Materials】

The image materials used in this release are stored in the following BOX folder.

Please feel free to use them when publishing.

URL: <https://app.box.com/s/icmbylntwtpe2qs1yh7qc2t5dvwwqo2e>

【Media Inquiries Regarding TGS2025】

Tokyo Game Show 2025 PR Secretariat (Sunny Side Up, Inc.)

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