

To all media representatives

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

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## Indie Game Developers Can Exhibit for Free "SELECTED INDIE 80" Entry Applications Now Open!



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## Sponsorship Applications Now Open for Companies Supporting Indie Game Projects!

The Computer Entertainment Supplier's Association (CESA), chaired by Haruhiro Tsujimoto, is pleased to announce the launch of the entry process for "SELECTED INDIE 80," a program allowing indie game developers to exhibit for free at Tokyo Game Show 2025 (TGS2025), co-hosted by Nikkei BP and Sony Music Solutions. The initiative aims to provide a platform for indie game developers to showcase their work and contribute to the growth of the global gaming industry. Applications are open starting today via the dedicated web entry form. The deadline for submission is 23:59, Friday, May 16, 2025 (JST).

\*For details, visit(<https://events.nikkeibp.co.jp/tgs/2025/jp/exhibitor/indie/>)

From the submitted entries, 80 titles will be selected through a review process to be featured as "SELECTED INDIE 80" at Makuhari Messe. These titles will also receive various promotional opportunities, including exposure on the official TGS website. Additionally, all selected titles will be automatically entered into the "Sense of Wonder Night (SOWN)," a game idea presentation contest. Be sure to review the eligibility requirements and conditions before applying!

### ■ **Benefits for "SELECTED INDIE 80" Participants**

Booth space, PC, and monitor equipment for exhibiting will be provided free of charge.

A dedicated promotional page on the official TGS website will be created. Various promotional activities will be conducted leading up to TGS2025.

For details, visit(<https://events.nikkeibp.co.jp/tgs/2025/jp/exhibitor/indie/index.html>)



# TOKYO GAME SHOW 2025

## ■ **"SELECTED INDIE 80" Application Overview**

Event Name : SELECTED INDIE 80  
Exhibition Dates : Thu, September 25 – Sun, September 28, 2025  
Venue : Makuhari Messe (Physical Exhibition)  
Exhibition Fee : Free  
Application Process: Submit via the "SELECTED INDIE 80" web entry form.  
Deadline : 23:59, Fri, May 16, 2025 (JST)  
Selection Process : Results to be announced in late May 2025.

### ● **Eligibility Criteria**

- Must be able to exhibit at Makuhari Messe for all four days.
- Annual revenue must be
  - Corporations: Less than 50 million JPY (approx. 500,000 USD)
  - Individuals: Less than 10 million JPY (approx. 100,000 USD)
- If the exhibitor is a corporation, it must be fully independent in terms of capital.

### ● **Eligible Games**

- Must be an original game (Derivative works, even with permission, are not allowed).
- Must be developed for platforms where the applicant holds the rights.
- Must comply with CESA and CERO ethical guidelines.

◎ [CESA「Global Event Compliance Policy」](#)

◎ [About CERO](#)

- And does not fall under any of the following conditions:
  - 1) Contains expressions that violate or may potentially violate the "prohibited expressions" listed in the CERO Ethics Guidelines "Appendix 3".
  - 2) The work has received a "Z" rating in CERO's examination, or may contain expressions equivalent to the "Z" rating.
  - 3) The work has already been released overseas and has been rated "17+" (MATURE) by an overseas rating organization (such as ESRB).
  - 4) The work is scheduled for release overseas and may be rated "17+" (MATURE) by an overseas rating organization (such as ESRB) due to its strong violence, which makes it unlikely to be classified as "13+" (TEEN).

### **【Contact for "SELECTED INDIE 80" Inquiries】**

Tokyo Game Show Indie Game Office (Nikkei BP Reader Service Center):

[https://posting.nikkeibp.co.jp/form-cgi/formhtml.cgi?form=tgs\\_indie/index.html](https://posting.nikkeibp.co.jp/form-cgi/formhtml.cgi?form=tgs_indie/index.html)



# TOKYO GAME SHOW 2025

## **■ Sponsorship applications for indie game projects are now open**

At the Tokyo Game Show, through "SELECTED INDIE 80," we aim to support indie game developers by providing a platform for them to showcase their work and reduce the burden of participation. We are seeking sponsors who will assist in conveying the fun of these games to fans worldwide. Sponsors will receive various benefits, including logo placement, exhibition booths, and business negotiation tables, to enhance the presence of the indie game industry. We encourage platform holders, publishers, hardware manufacturers, and others who support indie game developers to consider sponsoring.

The application deadline is Monday, March 31.

For more details, visit(<https://bit.ly/3QnHtxa>)

## **■ Sense of Wonder Night 2025**

The 18th edition of Sense of Wonder Night (SOWN) will be held this year. SOWN is a pitch contest for outstanding game ideas that evoke the "Sense of Wonder"—a feeling of something changing in one's world the moment one sees or hears the concept. Eight excellent ideas will be selected, and the finalists of "Sense of Wonder Night 2025" will be given the opportunity to present their works. Starting this year, in addition to the "SELECTED INDIE 80" exhibitors, exhibitors from the regular indie game section can also apply. Presentations will be held on the second day of the event, and after judging, the Grand Prize winner will receive \$3,000 USD, while other awards will receive \$500 USD each.

## **■ "Sense of Wonder Night (SOWN) 2025" Application Details**

Event Date: Fri, September 26, 2025 at Makuhari Messe

Eligibility: SELECTED INDIE 80 exhibitors, Indie Game Corner exhibitors (excluding online exhibitors)

\*If selected for SELECTED INDIE 80, automatic entry will apply.

\*Regular Indie Game Corner exhibitors have a different application process. Please check the "Sense of Wonder Night Information" for details.

## **■ Tokyo Game Show 2025 Overview**

Event Name : Tokyo Game Show 2025 (TOKYO GAME SHOW 2025)

Organizer : Computer Entertainment Supplier's Association (CESA)

Co-organizers : Nikkei BP, Sony Music Solutions Inc.

Event Dates(JST) :

Thurs, September 25, 2025 Business Day 10:00 - 17:00

Fri, September 26, 2025 Business Day 10:00 - 17:00

Sat, September 27, 2025 Public Day 9:30 - 17:00

Sun, September 28, 2025 Public Day 9:30 - 16:30

\*Opening hours differ between Business Days and Public Days.

\*Opening time on Public Days may be advanced by 30 minutes, depending on the situation.

Venue : Makuhari Messe (Mihama-ku, Chiba City) Exhibition Halls 1-11 /

International Conference Hall / Event Halls

Expected Attendance: 250,000 people

Number of Booths : 2,500 booths

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



# TOKYO GAME SHOW 2025

## **【Official Materials】**

The image materials used in this release are stored in the BOX below.  
Please feel free to use them when publishing.

URL: <https://app.box.com/s/7kr04ql1t1x7vcuanwmsou0jfjiacop5>

## **【Press Inquiries】**

Tokyo Game Show 2025 PR Office (Inside Sunnyside Up Inc.)  
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