

Unlimited, Neverending Playgrounds



OFFICIAL REPORT

TOKYO GAME SHOW 2025

TOKYO GAME SHOW 2025 was an event that symbolized an industry that continues to accelerate and remains the most dynamic. The scale of the exhibition has expanded year after year, with over 1,000 exhibiting companies, more than 4,000 booths, and Business Day attendance this year significantly exceeding 100,000. These figures for “exhibiting companies,” “booth count,” and “Business Day attendance” set new all-time records for the third consecutive year.

Within this, the “Business” and “Indie” sectors deserve special mentions. In recent years, companies entering the game industry from other sectors have increased globally. Business Area saw 310 companies set up booths, surpassing last year's number, and over 3,500 meetings were held during the two Business Days. An event where this many business meetings occur in just two days is unparalleled anywhere in the world. This demonstrates that many exhibitors recognize the significant business value in this gaming sector and in TOKYO GAME SHOW event platform held in Japan. These numerous business exhibitors (business content) attracted visitors from 68 countries and regions. The number of exhibitors in the Indie Game Area also grew significantly, with 294 companies participating in 2025. Interest in indie developers, who hold the potential to create future AAA titles, grows year by year. Companies and investors gather from around the world to catch a glimpse of their work. The number of indie developers continues to increase. For the “Selected Indie 80” program, which offers free exhibition space to indie developers, a record 1,365 titles applied for the limited 80 spots.

While TOKYO GAME SHOW continues to expand in this way, it naturally faces challenges. Public Days see even greater crowds than Business Days, leading to situations where visitors cannot try their desired titles. Additionally, the implementation of ticket sales limits to manage congestion has resulted in more cases where tickets are unavailable. Resolving these issues is our urgent priority, and we aim to build an environment where more game users can enjoy TOKYO GAME SHOW. While everyone's involvement with games and the gaming industry varies, both exhibitors and attendees share a deep love for games and place great expectations on TOKYO GAME SHOW, where these games come together. While numerous games are developed daily and game events showcasing them are held worldwide, we will continue to strive as the organizing committee to ensure TOKYO GAME SHOW remains a chosen marketing platform for bringing outstanding games to the world and effectively reaching game fans. We would like to express our sincere gratitude once again to all exhibitors and related parties for their tremendous cooperation.

We sincerely hope for your continued support for upcoming TOKYO GAME SHOW 2026.

Computer Entertainment Supplier's Association (CESA)

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Event Outline・Results



EVENT : TOKYO GAME SHOW 2025

Theme : Unlimited, Neverending Playground

Period : September 25 (Thu.) through 28 (Sun.),2025

Business Day : September 25 (Thu.), 26 (Fri.) 10:00~17:00

Public Day : September 27 (Sat.) 9:30~17:00

September 29 (Sun.) 9:30~16:30

※On Public Day, the entrance opened 30 minutes earlier than planned.

Organizer : Computer Entertainment Supplier's Association (CESA)

**Co-Organizer : Nikkei Business Publications, Inc.
Sony Music Solutions Inc.**

**Supporter : Ministry of Economy, Trade and Industry (METI)
Agency for Cultural Affairs**

Venue : Makuhari Messe Hall 1~11, International Conference Hall, Event Hall

▶ Event Results – Number of Visitors

Visitors

4-Days Total **263,101** (2024 : 274,739)

		2025	2024	2023
Business Day	September25 (Thu.)	52,352	September26 (Thu.) 42,031	September21 (Thu.) 33,706
	September26 (Fri.)	54,779	September27 (Fri.) 45,149	September22 (Fri.) 36,109
Public Day	September27 (Sat.)	77,415	September28 (Sat.) 97,786	September23 (Sat.) 96,033
	September28 (Sun.)	78,555	September29 (Sun.) 89,773	September24 (Sun.) 77,390
Total		263,101	274,739	243,238



Overseas Business Day Visitors by Country/Region

Region	Country/Region	Share	Region	Country/Region	Share	Region	Country/Region	Share	Region	Country/Region	Share	Region	Country/Region	Share
Asia	China	28.8%	North America	South Sudan	11.2%	Europe	Germany	0.8%	Europe	Ireland	0.1%	Middle East	Liechtenstein	0.02%
	Republic of Korea	20.4%		Canada	1.5%		Italy	0.7%		Austria	0.1%		Romania	0.02%
	Taiwan	9.9%		Africa	Zambia		0.02%	Netherlands		0.5%	Croatia		0.1%	Saudi Arabia
	Singapore	4.0%	Mexico		0.4%		Sweden	0.5%		Ukraine	0.1%		United Arab Emirates	0.51%
	Hong Kong	1.7%	Central and South America	Chile	0.3%		Russia	0.5%		Switzerland	0.1%		Iran	0.37%
	Thailand	1.6%		Brazil	0.3%		Spain	0.4%		Slovakia	0.1%		Turkey	0.3%
	Malaysia	1.5%		Argentina	0.1%		Iceland	0.2%	Portugal	0.07%	Israel	0.2%		
	Hong Kong	1.3%		Colombia	0.04%		Cyprus	0.2%	Armenia	0.02%	Kuwait	0.1%		
	Philippines	0.9%		Peru	0.04%		Czech Republic	0.2%	Estonia	0.02%	Uzbekistan	0.04%		
	India	0.9%		Bolivia	0.02%		Denmark	0.2%	Georgia	0.02%	Jordan	0.04%		
	Indonesia	0.9%	Malta	0.02%	Norway		0.2%	Belarus	0.02%	Australia	1.0%			
	Viet Nam	0.8%	Europe	United Kingdom	2.3%		Serbia	0.1%	Belgium	0.02%	New Zealand	0.2%		
	Brunei	0.04%		Poland	1.3%		Finland	0.1%	Malta	0.02%				
	Macao	0.02%		France	0.9%		Lithuania	0.1%	Moldova	0.02%				

- 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

General Exhibition Area	
Exhibitors	Country/Region
Alliance Arts	
ALLONE	
ANANTA	China
aANCHOR	
Animal Adventure	
Animula Nook	China
Annapurna Interactive	United States of America
Antom (Ant International)	China
Any	
AORUS	Taiwan
AppPay	
ARC SYSTEM WORKS	
AREA35	
ArkimA	Australia
ArtDock	Moldova
AYANEO	China
Baiyujing Studio	China
Bandai Namco Entertainment	
BASSDRUM	
Battlestate Games	
Beep Japan	
BeXide	
BILIBILI	China
BIPA (Busan IT Industry Promotion Agency)	Republic of Korea
Masangsoft	Republic of Korea
Milestone Games	Republic of Korea
Ndolphin Connect	Republic of Korea
ONW Studio N	Republic of Korea
Proto Factory	Republic of Korea
ProvisGames	Republic of Korea
SILOEGI Operation	Republic of Korea
SPKOREA	Republic of Korea
Blackmagic Design	
BloodLoop	Switzerland
Canon	
CAPCOM	
CenturyGames	China
CGKINGLAND	China
Chasing KaleidoRIDER	China
CITY CONNECTION	
Clover Lab	
com2us	
Corsair Japan	

Exhibitors	Country/Region
Coyote Runner	
CRITICAL REFLEX	Australia
Dark and Darker	
Devolver Digital	United States of America
DITP (Thailand Pavilion)	Thailand
ADISOFT GAMING	Thailand
Barking Kitten Interactive	Thailand
Bit Egg	Thailand
Bugblo Studio	Thailand
Digital Innovative Design and Technology Center	Thailand
FairPlay Studios	Thailand
Fourteenrain Studio	Thailand
Jumbo Jumps	Thailand
Monobread Digital Solutions	Thailand
Pixel Perfix	Thailand
SQUADX	Thailand
Triple Trio Studio	Thailand
Valdus Interactive	Thailand
VARISOFT	Thailand
Vonder Games	Thailand
WereBuff Studio	Thailand
Yggdrazil Group Public	Thailand
Duet Night Abyss	China
Eastasiasoft	Hong Kong
ECI GAMES	China
Eighty Kosan	
Electronic Arts	United States of America
ENTERGRAM	
FORTRESS HG	
Frozen Way	Poland
Fusion Interactive	China
G TUNE NEXTGEAR MouseComputer	
GALLERIA (THIRDWAVE)	
Game Source Entertainment	China
Games From Portugal	Portugal
eGames Lab	Portugal
Fapptory	Portugal
Redcatpig	Portugal
WOWsystems	Portugal
Gemdrops	
Genki	
German Pavilion	Germany
Aerosoft	Germany
astragon Entertainment	Germany

Exhibitors	Country/Region
BBG Entertainment	Germany
Bigpoint	Germany
Black Screen Records	Germany
Deck 13 Interactive	Germany
Elysium Game Studio	Germany
Institut fur Visual Computing, Hochschule Bonn-Rhein-Sieg	Germany
Kalypso Media Group	Germany
KING Art	Germany
Koelnmesse	Germany
Leipziger Messe International c/o Bundesministerium fur Wirtschaft und Energie	Germany
OCIRIS - GPORTAL	Germany
ROCKFISH Games	Germany
GMO Media	
Google Play	
Granado Espada M	Republic of Korea
GRAND OUTLAWS	United Arab Emirates
Graph	
GRYPHLINE	China
Gungho Online Entertainment	
Gunma prefecture	
GYEONGNAM GLOBAL GAME CENTER	Republic of Korea
BLANBEE	Republic of Korea
PLAY Mephistowaltz	Republic of Korea
HakkoAI	China
Happinet	
Hong Kong Pavilion	Hong Kong
Bright Success Technology	Hong Kong
Eteam Entertainment	Hong Kong
Hammerstone	Hong Kong
Hong Kong Digital Entertainment Association	Hong Kong
LIONROCK STUDIO	Hong Kong
Lokin Studios (Hong Kong)	Hong Kong
LOST Studio	Hong Kong
PANGU BY KENAL	Hong Kong
Studio19B	Hong Kong
Trillion AI	Hong Kong
Vision Party	Hong Kong
Why Not Have Fun Studio	Hong Kong
HORI	
Hotta Studio	China
Identity V	
IID	
Immortals Studios	China

Exhibitors	Country/Region
IndieArk	China
INFOLD GAMES	China
INTENSE	
INTI CREATES	
I-O DATA DEVICE	
Italy Pavilion	Italy
Bad Seed	Italy
DNSTY	Italy
Dreambits Studio	Italy
FUNNY TALES	Italy
Go-Oz	Italy
Green Flamingo Coop	Italy
ITALIAN GAMES FACTORY	Italy
MAF	Italy
Megalith Interactive Studios	Italy
Melazeta	Italy
Memorable Games	Italy
MORE GAMES STUDIO	Italy
Revera Studio	Italy
STRATOS : The Gaming Sphere	Italy
34BigThings	Italy
ITC	
Iwakuni City	
IzanagiGames	
JOY MOBILE NETWORK	Singapore
Joytify	Indonesia
JUNYUN	China
KADOKAWA	
Kakehashi Games	
kawakamisangyou	
KEMCO	
KOEI TECMO GAMES	
Konami Digital Entertainment	
KOREA PAVILION	Republic of Korea
ACT Games	Republic of Korea
Blackstorm	Republic of Korea
GONGGAMORE CONTENTS	Republic of Korea
Guild Studio	Republic of Korea
HAEGIN	Republic of Korea
HIGH-END GAMES	Republic of Korea
Hypercent	Republic of Korea
Lightersgames	Republic of Korea
Modle Studio	Republic of Korea
Newmatic	Republic of Korea
PepperStones	Republic of Korea

▶ Exhibitors List – Physical Exhibits ②

Exhibitors	Country/Region
Studio BBB	Republic of Korea
SUPERWAVE STUDIO	Republic of Korea
Team Tetrapod	Republic of Korea
Tripearl Games	
Lan-bridge Communications	China
LAUNCELOT	
Level Infinite	China
LEVEL5	
Lost Marble	United States of America
lowiro	United Kingdom
L-TEK	Poland
Mad Catz	
Malaysia Pavilion	Malaysia
FULOSO	Malaysia
KADEAU	Malaysia
Kotakoren Games Studio	Malaysia
LES'COPAQUE PRODUCTION	Malaysia
MAGNUS GAMES STUDIO	Malaysia
MATRADE	Malaysia
MDEC	Malaysia
METROPOLICE	Malaysia
Nimbus Games	Malaysia
Studio Raksa	Malaysia
Youniverse Games	Malaysia
Manjuu	
Mecha BREAK	China
MicroProse	Australia
Mini Craft : Lucky Battle	Republic of Korea
Mizuno	
Morbid Metal	
Moscow Game Hub	Russia
Agency of Creative Industries of Moscow	Russia
Antelus Games	Russia
Black Caviar Games	Russia
BUKA	Russia
CarX Technologies	Russia
Game Art Pioneers	Russia
MENSA VR	Russia
RuStore	Russia
Terrabyte Games	Russia
Videogame industry development organization (VIDO)	Russia
Watt Studio	Russia
1C Game Studios	Russia
4GAME	Russia

Exhibitors	Country/Region
MOSS	
MSI	Taiwan
MUTAN	
NCISOFT	Republic of Korea
NeoBards Entertainment	Taiwan
netmarble	Republic of Korea
Nexon	Republic of Korea
Nextorage	
NHK x GAME	
Norwegian Games	Norway
Hyper Games	Norway
Krillbite	Norway
Megapop	Norway
Red Thread	Norway
Snowcastle	Norway
Vibedy	Norway
Not An Avocado Studio	United Kingdom
Of Peaks and Tides	China
OMEN_HyperX(HP Japan)	
Once Human	China
One or Eight	
ONEXPLAYER	
otuA	
Outlaw Survivor MASSIVE!	
Pahdo Labs	United States of America
PEARL ABYSS	
Perfect World Games	China
PinCool	
PIONEER	
Planet Party Time	China
PLAYCARE	
PLAYISM	
POP MART	China
PROTOTYPE	
Qookka Games	China
QT DIG	
Quills: The Medieval War	United States of America
Rainy Frog	
RAZBAM JAPAN	
Red Dunes Games/REJECT	United Arab Emirates
Riot Games	
ROG (ASUS JAPAN)	
Safehouse	
Samsung R&D Institute Japan	
Samsung SSD	

Exhibitors	Country/Region
Sapporo Game Camp	
Saroasis Studios	China
Seaart	China
SEGA/ATLUS	
Seoul Business Agency x Gyeonggi Content Agency	Republic of Korea
Arcstar	Republic of Korea
Areumdamda Medialab	Republic of Korea
BePex	Republic of Korea
CFK	Republic of Korea
HellAssociation	Republic of Korea
Iron Deer Games	Republic of Korea
KiwiSaurus	Republic of Korea
L&K	Republic of Korea
MAYFLY	Republic of Korea
Mokum	Republic of Korea
Nimble Neuron	Republic of Korea
NSPEC	Republic of Korea
NUSOFT	Republic of Korea
Ring Games	Republic of Korea
Sevenline Labs	Republic of Korea
Versework	Republic of Korea
1N1	Republic of Korea
Sheer Tianyi Technology	China
SHUEISHA GAMES	
SilverStarJapan	
Smilegate	
Sony Interactive Entertainment	
SQUARE ENIX	
STARWARD	China
storynote	
Strifest	United Arab Emirates
STUDIOBSIDE	Republic of Korea
SUCCESS	
Sword of Justice	China
Taipei Game Show	Taiwan
Talesrunner RPG v2	Republic of Korea
Tassei denki	
Teyon Japan	
The Spike: Cross	
TinyCafe	Republic of Korea
TOCHIGI E-SPORTS FESTA 2025	
TOEI ANIMATION	
TOKYO MX:NodaCry's Ambition	
Topre	

Exhibitors	Country/Region
Ukiyo Studios	Australia
UNICO	
Valheim	Australia
VIC GAME STUDIOS	
Where Winds Meet	China
White Owls	
Wizardry Variants Daphne	
XD	
yamada game	
YOSHIMOTO KOGYO	
ZETA DIVISION	
ZUIKI	
4Gamer.net	
91Act	China

Smartphone Game Area

Exhibitors	Country/Region
BrowndustII	
CHENGDU GameTeahouse	China
EXE ARENA	Philippines
Katsi	Singapore
Link Very	
MINIMUM STUDIO	Republic of Korea
M-terrace	
Nakayoshi Parasise	
Neconome	
TEENY STUDIO	Republic of Korea
VARIQUEST	
Webeye	China
9YOU.COM	China

Gaming Hardware Area

Exhibitors	Country/Region
Address Service	
Aiuto	
AKFury	China
Akko	China
Ami	
AndGAMER	
AULA	China
BenQ Japan	
BESTAR Holdings	China

▶ Exhibitors List – Physical Exhibits ③

Exhibitors	Country/Region
Brook Gaming	Taiwan
Click Entertainment	United Kingdom
DELE	
DeOne Innovation Technology	China
EA SEMI(SHANGHAI)TECH	China
Edifier Japan	
Elgato	
ELSA Japan	
EPOMAKER	China
eXtremeRate	China
FOSTEX/Foster Electric	
Fumo Shop,Arbiter Studio	
GAMESIR	China
Genki	United States of America
Golden Tough Will	China
GPD(TENKU)	
GRAPHT	
GUANGDONG FORECO PACKAGING	China
Hanvon Ugee Technology (XPPen)	China
HexGaming	China
HID-Labs	
Host No.4 Technology chengdu	China
Huizhou Trantek Electronics	China
HYTE	
IQUNIX	China
KARNOX	China
Keychron	
KIBU	
K-SILVER	China
METADOX	Austria
Mirai Create	
Mirai MD	
moimate	
Moza Racing	China
nofio	Australia
PlayVital	China
Rabbit0(QUBE)	
Ragnok	China
SAVAGE RAVEN	China
Shanghai Flydigi Electronics Tech	China
Shanghai WOWO Technology	China
Shenzhen Dynamic Fingertip Network Technology.(Leadjoy)	China
Shenzhen Guli Tech	China
Shenzhen Huion Trend Technology	China
SHENZHEN TOMTOC TECHNOLOGY	China

Exhibitors	Country/Region
Shenzhen Yuantuntongda Trading	China
SonicBoom Entertainment	
Titan Army	
Warsong Technology	China
Wuhan Mr. Art Digital Technology	China
XEO LAB	
XYZ GROUP	
ZHONGYUAN INNOVATION	China

Gaming Lifestyle Area

Exhibitors	Country/Region
AIMchair	
beyerdynamic - LEWITT - FOCAL PROFESSIONAL	
GIFU PLASTIC INDUSTRY	
Karumoa	
kawakamisangyou	
Kohji Bessho Archi Lab	
MIDBASE	
moni-jo Make Will	
NITORI	
Nittoh	
Pixio(Hamee)	

AR/VR Area

Exhibitors	Country/Region
A440	
bHaptics	Republic of Korea
FORUM8	
Fun2 Studio	Taiwan
Gakugeki	
Gatebox	
IntoFree	
Japan Electronics College ProjectVR	
N7R (EOZ)	China
Nihon XR Center	
PocketReal	
Prodigy with MagnorosWorks	
ROOX	
TOKYO UNIVERSITY OF TECHNOLOGY	
TrueGear	China
Udexreal Intelligent Technology	China

eSports Area

Exhibitors	Country/Region
FlashFire	Taiwan
Meganemonoya	
O-HYPE	
PCCS	
Spiel Platz	
WALLHACK	Denmark

Indie Game Area

Exhibitors	Country/Region
AI Frog Interactive	
AI2U: With You 'Til The End	United States of America
Amusement Media Academy/Osaka Amusement Media Academy	
Anarch Entertainment	United States of America
ANMC	
Another Indie	China
Anshar Studios	Poland
ArtDock	Moldova
Asobism	
Astro Production	
BATTLEBREW PRODUCTIONS	Singapore
Be My Horde	Poland
Bearboy studios	Mexico
BitSummit	
Black Beard Design Studio	
BlastEdge Games	
Brazil Games	Brazil
Coffeenauts	Brazil
LIGHT FARM	Brazil
Nuuvem	Brazil
Canvas City	New Zealand
CENTERTOSECONDS	
Cerulean Games	United States of America
Chengdu Game River Technology	China
CHILE Pavilion	Chile
Austral Games	Chile
Cangrejo Ideas	Chile
Cloud Creatures Studios	Chile
Dreams of Heaven	Chile
Electroveja Labs	Chile

Exhibitors	Country/Region
Rocket Smash Studio	Chile
Chorus Worldwide	
COMETA GAMES	Mexico
Cosmo Japan	
CRAFTS&MEISTER	
Cutale Gaming	China
D.H	
Deadly Trick	Republic of Korea
Death Ring: Second Impact	China
DESIGN ACT	
DICO	
Digital Hollywood University	
DreamThread	
Drillhounds	China
Eastasiasoft	Hong Kong
Eisnid	
Enpitsu Games	
Escalera Games	Mexico
Escape from Duckov	China
FlyteCatEmotion	
Frontier Works	
Fruitbat Factory	Finland
Galaktus Indie Booth	Poland
Galaktus Polish Indie Booth	Poland
Gamersky Games	China
Games From Indonesia	Indonesia
Asosiasi Game Indonesia	Indonesia
Gamecom Team	Indonesia
HR Simulator	Indonesia
Khuga Labs	Indonesia
LOGIC - Thizen Studio	Indonesia
Ministry of Creative Economy	Indonesia
Separuh Interactive	Indonesia
Solestia Studio	Indonesia
The Jakarta Provincial and Tourism Creative Economy	Indonesia
Vifth Floor	Indonesia
Xelo Games	Indonesia
Gamirror Games	China
GEKKOUSHU	
GLASS CAT	
Gravity Game Arise	
GYAAR Studio	
Happinet	
HARRISONWORLD	

▶ Exhibitors List – Physical Exhibits ④

Exhibitors	Country/Region
HellPunk	Republic of Korea
Herdling	United States of America
HobbyJAPAN	
HOONDAHL Media Studio	Republic of Korea
HYPER REAL	
Identifile	Singapore
IGDA Japan Chapter	
iGi indie Game incubator AND SO-FU	
Illam Software Entertainment	Singapore
India Pavilion	India
Kleanup Games	India
Norian Games	India
Offline Human Studios	India
RI Game Studio	India
INDIE LIVE EXPO	
Industrial Technology and Witchcraft	Germany
Infini Fun	China
Inverse Atelier	Malaysia
I-rori Entertainment	
Izakaya Izakoza	Republic of Korea
Izanami Game Lab	
Jeonnam Information & Culture Industry Promotion Agency	Republic of Korea
ANIEDU	Republic of Korea
Waycoder	Republic of Korea
Justdan International	Taiwan
KADOKAWA Game Linkage	
KaeruPanda	
KAMITSUBAKI STUDIO	
KIC Games	
Kipwak Studio	Switzerland
Kisoutenguys	
Kodansha Game Lab	
Kotama&Academy Citadel	China
Lemport	China
LIGHTS INTERACTIVE	
logicalbeat	
Lucas Games	
Lunarium Studio	China
Mankind Games	
Mare	
Martix	
Master of Piece	Republic of Korea
MBA INTERNATIONAL	
MECHA NOVA & CUBS STORY	China

Exhibitors	Country/Region
Mogo Games	Sri Lanka
MYservice	
Nao Games	
Neon Noroshi	Sweden
Netherlands Pavilion	Netherlands
Breda University of Applied Sciences	Netherlands
Local Heroes Worldwide	Netherlands
MeetToMatch	Netherlands
Poki	Netherlands
Roost Games	Netherlands
Team Reptile	Netherlands
Total Mayhem Games	Netherlands
New York State Pavilion	United States of America
Atlantic Games	United States of America
Brokencigs	United States of America
Gumbo Collective	United States of America
InitialPrefabs	United States of America
M. Paul Games	United States of America
Mokuni	United States of America
NovyJump (Nostalgic Robot	United States of America
Rocket Science	United States of America
Vibe XP	United States of America
WhaleFood Games	United States of America
Wirescribe	United States of America
Work Dog Studios	United States of America
Nexting	
NexTone	
Nin-Ja Company	
NITRO PLUS	
OCEANUS GAMES	
offbrand games	United States of America
Oink Games	
OKJOY	China
OSAKA SOGO COLLEGE OF DESIGN	
Otter Yakuza	Singapore
PARCO GAMES	
PATORI	Malaysia
PHASE	
Phoenixx	
PinCool	
Pip Puzzle	United States of America
Pit-Step	
PLANETA	
PLAYISM	

Exhibitors	Country/Region
Polish Pavilion	Poland
Blobber Team	Poland
Feardemic	Poland
Gravity Rifiers	Poland
Incuvo	Poland
Institute of National Remembrance	Poland
kato.hub	Poland
Ludus AI	Poland
MFA GAMES	Poland
Pixel Trapps	Poland
Platige Image	Poland
PRIME BIT GAMES	Poland
Ready Code	Poland
Reality Games Polska	Poland
Render Cube	Poland
Retrovibe	Poland
Revolver Interactive	Poland
Starward Industries	Poland
The Witchery Machine	Poland
Untold Tales	Poland
VARSAV Game Studios	Poland
VR Factory Games	Poland
11 bit studios	Poland
Poly Poly Games	Taiwan
poncle	
Psycho-Sleuth	Taiwan
PUFF HOOK STUDIO	Taiwan
Quantum Peaks	Thailand
Rabbitly	
radiuthree	
REBOOT DEVELOP BLUE	Croatia
Reed_needle Flow	
RideonJapan	
room6	
SANDY FLOOR	Republic of Korea
SciObo	United States of America
Sekai Project	United States of America
SERIALGAMES	
Shochiku	
Signal compose	
Sinthetic	Australia
SKOOTA GAMES	
Slug Disco	United Kingdom
SmartSNS	
SNOWYOWL ENTERTAINMENT	Taiwan

Exhibitors	Country/Region
SofRock Games	
SoloGame	China
Sony Interactive Entertainment	
Spiral Up Games	Singapore
spiralsense	
SpringGuild	
SquishY	United States of America
starforge game	China
StirSystem	
Studio Lalala	
Studio Shimazu	
Sweden Game Arena	Sweden
Apog Labs	Sweden
Aurora Arts	Sweden
Beartwigs	Sweden
Carry Castle	Sweden
Hazelight Studios	Sweden
Invest in Skane	Sweden
IO Interactive	Sweden
Iron Gate Studios	Sweden
Llama Lane	Sweden
Northify	Sweden
Perfect Random	Sweden
Piktiv	Sweden
Really Interactive	Sweden
Resolution Games	Sweden
Snowprint Studios	Sweden
Speldosa	Sweden
Starbreeze Studios	Sweden
Swedish Games Industry	Sweden
The Gang	Sweden
Transcenders Media	Sweden
Windup Games	Sweden
Taiwan Indie Showcase (powered by ADI)	Taiwan
Digi Jello	Taiwan
Douli Games	Taiwan
Lotte Games	Taiwan
Mariana Games	Taiwan
PHOSEPO	Taiwan
Wiseye Studio	Taiwan
tatsumaki games	
TECH.C. GAME PROJECT	
Technical Arts	
Terletski Games	Georgia

▶ Exhibitors List – Physical Exhibits ⑤

Exhibitors	Country/Region
tery-do GAMES	
The Crazy Hyper-Dungeon Chronicles	Hong Kong
The Piper Of Dawn	Hong Kong
THE SPIKE : CROSS	Republic of Korea
The Weeping Swan: Ten Days of the City's Fall	Hong Kong
TheoriaCode	
Toii Games	Taiwan
TOKYO COOL JAPAN ACADEMY	
TOMCREATE	
Top Hat Studios	United States of America
Torisan	
TOYDIUM	
TrueWorld Studios	Singapore
TV TOKYO	
Twitchy Finger	Hong Kong
Ultinet	
UrbanFox	Taiwan
Ved:Recure	China
Venn Studios	Brazil
Whisper Partners	China
WhisperGames	China
White Babel Studio	China
Wonderland Kazakiri	
World Map	
X.D. Network	China
YANEURA GAMES	
YAO!GAMES	
Yet Another AI	
YITAO NETWORK	China
zakuzaku	
Zempie	Republic of Korea
2P Games	Hong Kong

Exhibitors	Country/Region
Bahamut and the Waqwaq Tree	Saudi Arabia
Coin Drop Games	United States of America
Common Opera	United States of America
Corebreaker	Brazil
Crude Oil	United States of America
degoma	Netherlands
Detective Dotson	India
Developer Dob	Canada
Digital Happiness	Indonesia
DOSMIC	Republic of Korea
Eguo	
ESDigital Games	Cyprus
Fragile Shapes Studio	Portugal
Gecko Gods	United Kingdom
Graytail	Republic of Korea
HANDSUM	
IceLemonTea Studio	China
IceToad Studio	China
Implicit Conversions	United States of America
ITAMAE STUDIO	
Jacob Jazz's FEAR FA 98	Spain
Kanata Lab	
Kei26	
Kenkou Land	
Khayalan Arts	Indonesia
Kugelblitz	
Lapsus Games	United States of America
Latent Entertainment	
Lightersgames	Republic of Korea
Megutan	
Militsioner	Georgia
MONORYLLIS	
Moonless	Republic of Korea
MUC GAMES	
NearPinGO	
No Players Online	Belgium
Non-Virtual Reality Games	Germany
Off-Score	Taiwan
Ohilo Games	India
Omnaya Studios	India
One Time Kindness	
Ovis Loop	Republic of Korea
Playables	Switzerland
Polychroma Games	Philippines
Polygoose Studio	United States of America

Exhibitors	Country/Region
Pone Games	China
PVKK:	
Planetenverteidigungskanonenkommandant	Germany
Rebuild Games	
Recharge	Turkey
Reverie	Republic of Korea
Rue Valley	Serbia
RunGround Works	
Ryo Kobuchi	
Sannin Interactive	Sweden
Snakbit	
StudioXOR	
Surface Labyrinth KURUMABU	
Takahiro Miyazawa	
TANUKI: Pon's Summer	
TearyHand Studio	
The Ember Guardian	France
The Midnight Barber	Spain
TopplePOP	Australia
Tripearl Games	Republic of Korea
Twentysix Interactive	United States of America
TYNEPUNK	United Kingdom
UDONPA	
Undercoders	Spain
VESTMAN	
Word Game	Taiwan
Yamamu Games	
727 NOT HOUND	

All Accessibility Area

Exhibitors	Country/Region
Araya	
Japan Electronics College Project	
Allcea	
Vuzix Japan	

Game Academy Area

Exhibitors	Country/Region
Aichi Institute of Technology	
Aichi University of Technology	
ARS COMPUTER COLLEGE	

SELECTED INDIE 80	
Exhibitors	Country/Region
Aikyam	Canada
ALEKSANDR MERKULOV	Serbia
ALIVE	Republic of Korea
Artis Impact	Malaysia
atelier-mimina	
AutoRogue	
Ayasa: Shadows of Silence	United States of America
Backpack Boy	United States of America

Exhibitors	Country/Region
Arts college Yokohama	
Aso Pop Culture College	
Broadmedia	
Bunkyo University	
Chuo Institute of Information and Design College	
Clark Memorial International High School CLARK NEXT Tokyo	
Computer College Nagoya	
ECC COLLEGE OF COMPUTER AND MULTIMEDIA	
EHIME Prefectural MATSUYAMA MINAMI HIGH SCHOOL TOBE BRANCH	
Hannan University	
Higashi-Nihon Design & Computer College	
Hokkaido Computer School	
Hokkaido Cyber Creator Professional Training College	
Hokkaido Information University	
Human Academy	
International Business Information College	
InternationalInformationAndEngineeringAutomobileCollege	
IT College Okinawa	
IWASAKI GAKUEN	
Japan Electronics College	
Kanagawa Institute of Technology	
Kawahara Vocational College of Electronics and Business	
Keio University	
Kinki Computer & Electronics College	
KOKUSAI RIKO COLLEGE	
KokusaiDenshiBusinessTechnicalSchool	
Kyushu Computer College Fukuoka / Kitakyushu / Oita / Kagoshima	
Kyushu Sangyo University	
Mirai business college of vocation	
Naemura Laboratory, The University of Tokyo	
NAGOYA KOGAKUIN COLLEGE	
NIHON KOGAKUIN COLLEGE /Tokyo University of Technology	
Niigata Computer College.	
Numazu Professional Training College of Business and Information Technology	

▶ Exhibitors List – Physical Exhibits ⑥

Exhibitors	Country/Region
okayama information college	
Osaka Designer Academy	
Osaka Electro-Communication University	
osaka institute of technology	
information science and technology	
OSAKA SOGO COLLEGE OF DESIGN	
Osnabrueck University	Germany
Ota Information & Business College	
Reitaku University Chen Lab	
SHINAGAWA GAKUGEI HIGH SCOOOL	
Shobi University	
Shohoku College	
Shonan Insutitute of Technology	
Tohoku Computer College	
Tokyo City University	
TOKYO COOL JAPAN ACADEMY	
Tokyo Information Design Professional University	
Tokyo Jitsugyo High School	
Tokyo University of Information Sciences	
Toyama Information Business Vocational school	
TOYO INSTITUTE OF ART & DESIGN	
TRIDENT COLLEGE OF INFORMATION TECHNOLOGY	
Tsukuba Business College	
Tsuyokute-newgame	
VANTAN GAME ACADEMY	
Waseda-Bunri College of Arts & Sciences	
YOKOHAMA GOOD GAME PROJECT	
727 NOT HOUND	

Merchandise Sales Area

Exhibitors	Country/Region
+ 1F	
AI PikattoAnime	
Algernonproduct	
azumaker	
Bandai Namco Entertainment	
Battlestate Games	
CAITAC FAMILY	

Exhibitors	Country/Region
Canbe(SOMSOC GALLERY)	
CAPCOM	
COSPA	
COZYWAVE	
CTCTYO	
DRECOM	
ensky	
Fangamer	
Fnatic Gear(ASK)	
FUTAROKU/Riot Store Japan	
Game Center CX	
GAMES GLORIOUS	
GRAPHT	
HanedaProject	
iam8bit	
InfoLens	
INSERT COIN	United Kingdom
KOEI TECMO GAMES	
KOJIMA PRODUCTIONS	
Mecha BREAK	China
MediaLink	
MSFactory	
MUTEKIJIKAN	
Nikkei Business Publications	
PROJECT:N2	United States of America
REJECT	
SANWADENSHI	
SEGA/ATLUS	
silkmasterSB FENNEL	
Spiderwebs	
SQUARE ENIX	
SQUARE ENIX Capsule Toy	
Sumitomo Rubber Industries	
TORCH TORCH	
TOYPLA	
TURTLE BEACH	
vaultroom	
ZETA DIVISION	

Business Solution Area

Exhibitors	Country/Region
ADIA Studios	China
adjoe Playtime	Germany

Exhibitors	Country/Region
ADOOR	
Ad-Virtua	
Agileware	
AHIRU	
AIQVE ONE	
AKA Virtual	
Akamai Technologies	
Algomatic	
Alibaba Cloud Japan	
AnyMind Group	Hong Kong
AppSamurai	United States of America
AQUASTAR	
Beijing E-TRANSLATION	China
beyond	
BlasTrain	
Brushup	
BSV Blockchain Japan Chapter	Switzerland
Bullet Group	
C&R Creative Studios	
CAC identity	
Causal Foundry	Spain
C-Garden	
Cloud Ace	
CLOUD CREATIVE STUDIOS	
Cloudflare Japan	
Commune	
CRI Middleware	
Crico	
Defios	
Diarkis	
DICO	
Digital Gear	
Digital Works Entertainment	
Drecom	
DynaComware	
EIEngine	
Epsilon Software	
FINE	
ForCreators	
FUNV	China
G2A.COM	Hong Kong
Game Carrot	China
Game8	
G-angle	
GIANTY	

Exhibitors	Country/Region
GRANDFUNK	
G-STAR	Republic of Korea
HEARTBEATS	
Incredibuild Japan	
IWATA	
JOC DN	
JR TOKAI AGENCY	
kagoshima isa city	
Keywords Studios International	
KongStudios	
Kumamoto City	
Kumamoto Prefecture South Area(Amakusa/Yatsushiro/Hitoyoshi&Kuma area)	
KUU	
Lapin	
Layup	
Lenovo Japan	
Levtech	
Lionbridge Games	
Little Red Zombies	India
Mankind Games	
Megaxus Infotech	Indonesia
memoQ	Hungary
MetAI	
Metavese Creators	
Mie Translation Services	Taiwan
MIMAKI ENGINEERING	
MiniMax	Singapore
Mirrativ	
Mosmoss Studio	Indonesia
mountain studio	
Myriashue	
Niigata City Hall	
Nikkei Gaming	
Nin-Ja Company	
OGIX	
OPTAGE	
Original Force	China
Paymentwall Terminal3	China
PayPal	
Pixljava	Malaysia
POLE TO WIN VIET NAM	Viet Nam
POLYGON MAGIC	
Poppin Games Japan	

Exhibitors	Country/Region
PUNKT	
Racjin	
RICOH PFU COMPUTING	
RR Donnelley	
Scenario Technology Mikagami	
SCREEN Graphic Solutions	
Shachihata	
Shinwork Technology	Taiwan
Shizuoka City	
SIGNARY	
Speech Graphics	United Kingdom
Stream Hatchet	Spain
SuccessGlo Japan	
sunbird	
SunFlare	
TAITRA	Taiwan
TASKIV	
Tenben	
Tencent Japan	
TenjoyJapan	
The First Peak	China
Thinkingdata	
Too	
TransPerfect Games	
Tubular Labs	United States of America
ULTRA-X	
Usednet	
UUUM	
V	
Winking Studios	China
WitOne	
Wovn Technologies	
Wrike Japan	
Xsolla Japan	
Yakubo	
Yeehe	China
Yenpoint	
YOKOSUKA City	
YouAppi Japan	
Zhengzhou Mingjiang Network Technology	China
Zshot	

AI Technology Pavilion (at Business Solution Area)

Exhibitors	Country/Region
Adobe	
AssetHub	United States of America
AVITA	
Darlin	
HEROZ	
Lancetier	
Midnight Labs Ceartas	Ireland
Mixbash.com	United States of America
NC AI	Republic of Korea
OVOMIND	
Preferred Networks	
Studio51	
Tripo AI	China
Ubitus	
ZEAL	

Business Meeting Area

Exhibitors	Country/Region
Adrea	
AIC	Saudi Arabia
Alpha CRC	
Amazon Games	United States of America
Amber Studio	Philippines
Bandai Namco Filmworks	
Black Screen Records	Germany
Blobber Team	Poland
Brazil Games	
ARVORE IMMERSIVE GAMES	Brazil
Coffeenauts	Brazil
CreativeSP	Brazil
EPOPEIA GAMES	Brazil
Fira Soft	Brazil
gamescom latam	Brazil
Glitch Factory	Brazil
INDIE HERO	Brazil
Izyplay	Brazil
LIGHT FARM	Brazil
Mad Mimic	Brazil
Nuuvem	Brazil

Exhibitors	Country/Region
QUByte Interactive	Brazil
Radioativa Game Sounds	Brazil
READY 2 RUMBLE Audio Studios	Brazil
Rogue Snail	Brazil
RoundTable Studio	Brazil
Split Studio	Brazil
Tempo Filmes	Brazil
Theogames	Brazil
Venn Studios	Brazil
VRMonkey	Brazil
CARTA ZERO	
COLOPL	
Cometa Games	Mexico
cybozu	
Cygames	
D3PUBLISHER	
DeNA	
DICO	
Dimps	
Discord	United States of America
Drecom	
Electronic Arts	United States of America
Elephant Japan	
ENCUBE	
EXNOA (DMM GAMES)	
French Delegation	France
ATLAS V	France
Business France	France
Ellipse Animation	France
Fortiche Production	France
Kid Katana Records	France
Le Studio de Trop	France
Mood Booster Group	France
TAKEOFF Studios	France
GameOps	Philippines
Gamersky Games	China
Games from Spain	Spain
Antidote	Spain
Bowl of Tentacles	Spain
CANARY ISLANDS GAMES	Spain
COSMIC SPELL	Spain
Drakhar Studio	Spain
Dreamsbringers	Spain
Foxtex Studio	Spain
Rising Pixel	Spain

Exhibitors	Country/Region
Selecta Play	Spain
Tellmewow	Spain
Terra Localizations	Spain
Vermila Studios	Spain
G-angle	
GC Social Media	Republic of Korea
GDC	United States of America
Glitz Visuals	
Globant Games Studio	United States of America
GREE Holdings	
GungHo Online Entertainment / GRAVITY	
Happinet	
HEXADRIVE	
Hobby Games	Bulgaria
Hotta Studio	China
HYBRID SQUAD	
INSTINCT3	Germany
Japan External Trade Organization(JETRO)	
Jeonnam Information & Culture Industry Promotion Agency	Republic of Korea
ANIEDU	Republic of Korea
Waycoder	Republic of Korea
Jetsynthesys	India
Justdan International	Taiwan
KADOKAWA	
Kakao Entertainment	Republic of Korea
KEMCO	
Kodansha	
KOP Global	China
KOREA PAVILION	Republic of Korea
ACT Games	Republic of Korea
Blackstorm	Republic of Korea
GONGGAMORE CONTENTS	Republic of Korea
Guild Studio	Republic of Korea
HAEGIN	Republic of Korea
HIGH-END GAMES	Republic of Korea
Hypercent	Republic of Korea
Lightersgames	Republic of Korea
Modle Studio	Republic of Korea
Newmatic	Republic of Korea
PepperStones	Republic of Korea
Studio BBB	Republic of Korea
SUPERWAVE STUDIO	Republic of Korea

▶ Exhibitors List – Physical Exhibits ⑧ / Online Exhibits

Exhibitors	Country/Region
Team Tetrapod	Republic of Korea
Tripearl Games	Republic of Korea
Kudos Productions	Taiwan
Lemnisca	United States of America
Leveret Group	Philippines
Lobah Studio	Saudi Arabia
Microids	France
MINELoader Studios	China
MIX	
Navegante	Mexico
Nintendo	
OMEN_HyperX(HP Japan)	
Once Human	China
Original Force	China
OSJ	
PHI Law Office	
Pixel Mafia	Philippines
PlatinumGames	
Play Interactive	Malaysia
Poppin Games Japan	
PQube	United Kingdom
PT AKG Entertainment	Indonesia
Razer	Singapore
RED ART GAMES	France
Red Hog Studio	Italy
REDORCA (Suzhou)	China
SAFARI GAMES	
Seoul Business Agency x Gyeonggi Content Agency	Republic of Korea
Arcstar	Republic of Korea
Areumdamda Medialab	Republic of Korea
BePex	Republic of Korea
CFK	Republic of Korea
HellAssociation	Republic of Korea
Iron Deer Games	Republic of Korea
KiwiSaurus	Republic of Korea
L&K	Republic of Korea
MAYFLY	Republic of Korea
Mokum	Republic of Korea
Nimble Neuron	Republic of Korea
NSPEC	Republic of Korea
NUSOFT	Republic of Korea
Ring Games	Republic of Korea
Sevenline Labs	Republic of Korea
Versework	Republic of Korea

Exhibitors	Country/Region
1N1	Republic of Korea
ShengQu Games	China
SHENZHEN TOMTOC TECHNOLOGY	China
Shochiku	
SHUEISHA GAMES	
SNK	
Soft-World International	Taiwan
Spiral Up Games	Singapore
SunFlare	
Tamsoft	
Teyon Japan	
The Puppeteer Animation Studios	Philippines
TMS ENTERTAINMENT	
TOKYO BROADCASTING SYSTEM TELEVISION	
TOSE	
Ubitus	
Urban Games	Switzerland
Vertic Studios	Malaysia
Virtuos	Singapore
viviON	
WinZO	India
Wonderworld Studios	Australia
Wright Brothers Sci-Tech	China
XAC	Taiwan
YUKE'S	

Family Game Area

Exhibitors	Country/Region
Bandai Namco Entertainment	
CAPCOM	
DreamOnline	
GRYPHLINE	China
Konami Digital Entertainment	
LEVEL5	
room6	
Samsung SSD	
SEGA/ATLUS	
Sony Interactive Entertainment	
SQUARE ENIX	
TopplePOP	Australia
TVgame magazine	

Real Physical

Organizer's Projects

Exhibitors	Country/Region
CESA Corner "Learn with your parents! Game Manual: How to get along with games!"	
Japan Game Awards Future Division/Visitor survey	
KAMI-GAME CREATORS' EVOLUTION 2025	
Top Game Creators Academy(TGCA)	

[ONLINE] General Exhibition Area

Exhibitors	Country/Region
BoomBit	Poland
Conqueror's Blade	China
DRIMAGE JAPAN	
Envar Games	United Kingdom
HAMSTER	
Hooded Horse Asia-Pacific	United States of America
Hooded Horse Eastern Europe	United States of America
Hooded Horse Europe	United States of America
Hooded Horse North America	United States of America
KALPA: Cosmic Symphony	Republic of Korea
Mango Party	Taiwan
Microsoft Japan	
2K/Take-Two Interactive Japan	

[ONLINE] Indie Game Area

Exhibitors	Country/Region
Escape Simulator 2	Croatia
Fallen Tear: The Ascension	Philippines
FUTURE SKART	Taiwan
Indiesquire	Switzerland
Light Up Games	Hong Kong
Little Corners	United Kingdom
ONYXPRISM	United States of America
Piece of Cake studios	France
rokaplay	Germany
Spaghetti Cat	United Kingdom
Stars of Icarus	United States of America

[ONLINE] Game Academy Area

Exhibitors	Country/Region
Akademeia 21st Century	
Kyushu Institute of Information Sciences	

[ONLINE] Business Solution Area

Exhibitors	Country/Region
Meshy AI	China
Setouchi Hyakusho	

ONLINE

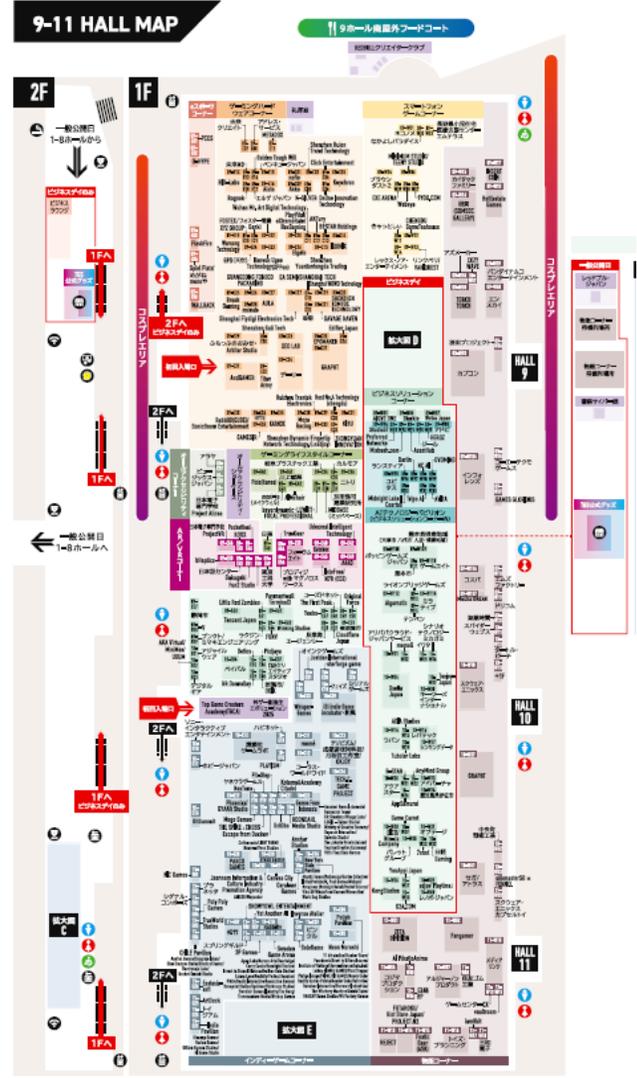
※ Physical Exhibit/Online Exhibit alphabetical order by exhibition Area

Physical (Real) Venue



▶ Floor MAP

Floor MAP



International Exhibition Hall 1- 8

General Exhibition Area, Game Academy Area

International Exhibition Hall 9 - 11

Smartphone Game Area, Gaming Hardware Area, Gaming Lifestyle Area, AR/VR Area, eSports Area, Indie Game Area, SELECTED INDIE 80 (*Esplanade) , All Accessibility Area, Merchandise Sales Area, Business Solution Area, AI Technology Pavilion, Business Lounge (*Esplanade)

International Conference Hall

Business Meeting Area, Business Lounge

Event Hall

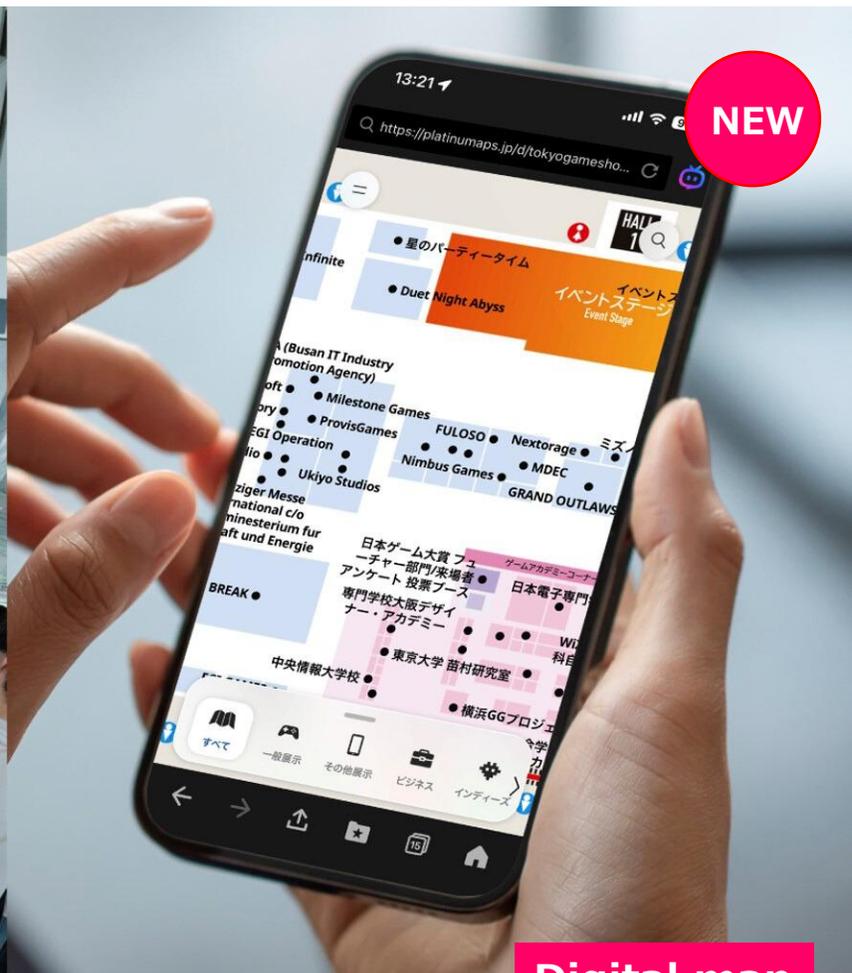
Family Game Park

▶ Floor MAP _ Guide map / Digital map

Guide map was returned after two years, integrated with the new digital map launched on the official website this year.



Guide map



Digital map

▶ Opening Ceremony

〈Time & Date〉 September 25 (Thu.) 9:30am~ 10:00am

〈Location〉 Hall 1, Event Stage

〈Program〉

Organizer's Remarks

Haruhiro TSUJIMOTO, Chairman, CESA

Co-Organizer's Remarks

Tetsuya IGUCHI, President, Nikkei BP

Hidehiko Ohtani, CEO, Sony Music Solutions

Greetings from Guest of Honor

Masanao EZAWA, Director-General for Commerce and Service Policy, Ministry of Economy, Trade and Industry

Hiroshi MORIMOTO, Director-General, Agency for Cultural Affairs

Greetings from TGS Official Supporter

Souta Hongo, Actor

〈Ribbon Cutting〉

Haruhiro TSUJIMOTO, Chairman, CESA

Masanao EZAWA, Director-General for Commerce and Service Policy, Ministry of Economy, Trade and Industry

Hiroshi MORIMOTO, Director-General, Agency for Cultural Affairs

Tetsuya IGUCHI, President, Nikkei BP

Hidehiko Ohtani, CEO, Sony Music Solutions

TOKYO GAME SHOW 2025



General Exhibition

Exhibition booth introduction



General Exhibition

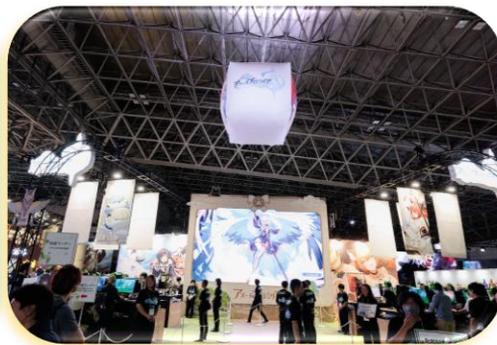
Organizer's Project



CESA Corner "Learn with your parents!
Game Manual: How to get along with games!"



Japan Game Awards
Future Division/Visitor survey



Top Game Creators Academy (TGCA)



KAMI-GAME CREATORS' EVOLUTION 2025

Exhibition booth introduction

Smartphone Game



Gaming Hardware



Gaming Lifestyle



AR/VR



eSports



Indie Game



SELECTED INDIE 80



All Accessibility



Game Academy



Merchandise Sales



Business Solution



AI Technology Pavilion



Business Meeting



Family Game Park



▶ Family Game Park



Free admission area exclusively for children in junior high school or younger accompanied by guardians, providing a safe and enjoyable space for families. We refreshed the event logo and name, featuring workshops where children can learn with excitement and game trial corners hosted by exhibitors. We also implemented exhibition programs designed to foster interest and affinity for the game industry as creators.

アソビバ! ASOVIVA!

遊べるゲームタイトル

マナビバ! MANAVIVA!

デザイン&3DCG体験 ~おえかきクルーズ~

Sociable Cart SC-1
自分で描いたデザインがCG化され、エンターテインメント空間で動く様子を体験
デザイナー体験しよう!
自分が制作したオリジナルの街でSC-1を動かす、インタラクティブな体験イベント!

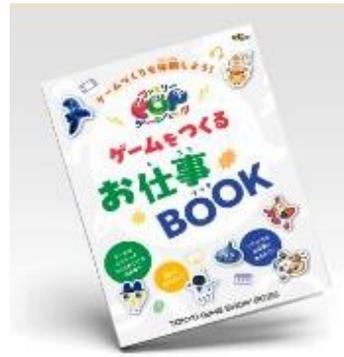
ゲームエンジニア体験 ~toioワークショップ~

宇宙船をつかってカードでプログラミング! 漂したアストロと仲間たちを救出しよう!
ブロックで宇宙船を組み立て、トイオカードでかんたんプログラミング! 漂したアストロと仲間たちを救出するミッションに挑戦しながら、「つくる」「うごかす」「工夫する」プロセスを楽しく体験できます。紙行印刷を重ねることで、ものづくりとプログラミングの魅力を一緒に味わいましょう。

サウンドクリエイター体験 ~ Nintendo Switchで音楽づくり! ~

CANVAS
コンピューター (Nintendo Switch) で音楽づくりを体験しよう!
ゲームの曲を作る流れを体験できる、ワークショップを実施
プログラム提供: 佐野電機

- Distributed Job Booklets to all visitors at entrances and other locations. The "Job Checkup" panels also serve as conversation starters for parents and children



- Collaborative projects featuring popular children's characters were also well-received.



Left: Acrylic keychain (sold as capsule toy) / Right: Stamp rally

▶ Indie Game Project received the highest number of entries ever.

Thanks to support from indie game sponsors, 80 indie game developers (SELECTED INDIE80) will exhibit free of charge in the Indie Game Area. (Free Services Provided) Dedicated exhibition booth / Full set of PC equipment / Use of the Meetup Area/ Free interpretation services (English and Chinese)

■ SELECTED INDIE 80 Selection Process: From submissions received by May 16 (1,365 titles from 81 countries and regions worldwide), 80 titles were selected.



Entry Period
Feb. 21 – May 16, 2025

Europe	: 281 title
Middle East	: 40 title
Asia	: 825 title
Central and South America	: 66 title
North America	: 125 title
Africa	: 2 title
Oceania	: 26 title



Exhibitor Announcement
July 4, 2025

Europe	: 17 title
Middle East	: 1 title
Asia	: 48 title
Central and South America	: 1 title
North America	: 11 title
Africa	: 1 title
Oceania	: 1 title



Finalist Announcement
August 18, 2025

Japan	: 4title
Australia	: 1 title
Switzerland	: 1 title
Taiwan	: 1 title
Germany	: 1 title



Sense of Wonder Night 2025
Sept. 26, 2025

Live event at International Conference Hall 301
Date and time: September 26, 5:00 PM~
SOWN2025 coverage will be streamed on the TGS official program September 26 (Fri) 10:00 PM~12:00 AM

▶ SOWN2025 Finalist/Award Winners List

The Audience Award Grand Prix, the top prize, was won by TearyHand Studio (Japan) for "and Roger," which received a prize of 3,000 USD and a trophy, as well as winning the Best Arts Award and Best Presentation Award. Additionally, the Audience Award Semi-Grand Prix was won by 'Near Pin GO' (Japan).

Audience Award Grand Prix
Best Arts Award & Best Presentation Award

ダレカレ

『and Roger』 Exhibitor: TearyHand Studio

This block features a white background with a laurel wreath logo on the left. The main text is in purple and black. Below the text is a photograph of two men holding a large black award plaque that says 'Audience Award Grand Prix \$3,000'. To the left of the photo is a pink graphic with a blue character and the Japanese text 'ダレカレ'.

Audience Award Semi-Grand Prix

スイングして 歩いて進む!

あなたの街がゴルフ場に

Apple Watch専用 位置連動ゴルフゲーム

『NearPinGO』 Exhibitor: NearPinGO

This block features a green background with a laurel wreath logo on the left. The main text is in green and black. Below the text is a photograph of three men holding a large black award plaque that says '\$500'. To the left of the photo is a screenshot of a game on an Apple Watch showing a golf course and the text 'スイングして 歩いて進む!' and 'あなたの街がゴルフ場に'.

Best Experimental Game Award



『Non-Virtual Reality Games』

Exhibitor:『Non-Virtual Reality Games』

Best Game Design Award



『Word Game』

Exhibitor:Word Game(Japanese)

Best Technological Game Award



『BB Adventure』

Exhibitor: Yamamu Games



『Deep Space Exploration』

Exhibitor:Latent Entertainment



『Toppop』

Exhibitor:Toppop

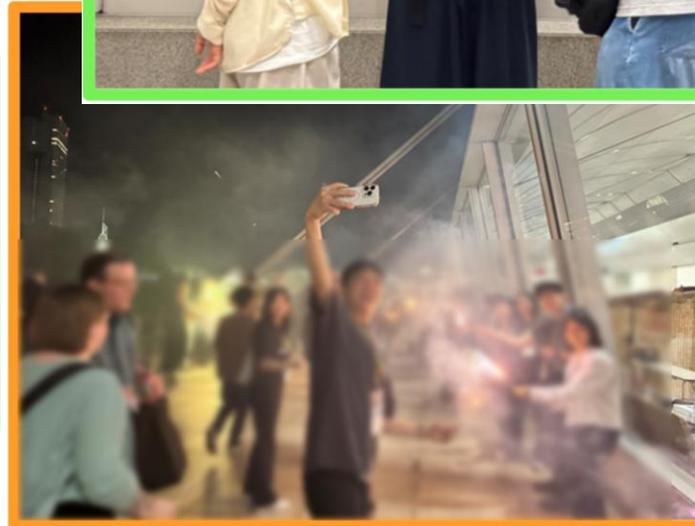


『Time Flies』

Exhibitor:Playables

▶ International Party

Following the conclusion of Business Day, the “International Party・Indie Night” was held starting at 6:00 PM on Friday, September 26th as an international networking event. In addition to domestic and international exhibitors, we welcomed 830 participants including Gold Pass attendees, TGS BOOSTERZ members, influencers, and media representatives, making for a very lively gathering.



▲The theme for 2025 is “Japanese Summer Festivals” Alongside light meals, food stalls lined up

▶ CESA Reception Party

“TGS2025 Networking Party” concluded successfully with a large attendance, including distinguished guests, Tokyo Game Show exhibitors, CESA members, and many others.

〈Time & Date〉 September 25 (Thu.) 6 : 00pm ~ 7 : 30pm

〈Location〉 Tsuruno-ma, Hotel New Otani Makuhari

〈Program〉

Organizer Remark Haruhiro TSUJIMOTO, Chairman, CESA

Guest Address: Mr. Ryo Minami, Director-General for Commerce and Services, Ministry of Economy, Trade and Industry (METI), and Head of the Commerce and Services Group

Guest Address: Mr. Hiroshi Moritomo, Director-General, Agency for Cultural Affairs

Toast: Mr. Minami Udagawa, Director, Computer Entertainment Supplier's Association

Special Merit Award: Mr. Ken Kutaragi, CEO, Ascent Robotics Inc.; Dean and Professor, Faculty of Information Science, Kindai University

Guest Address: Mr. Taro Yamada, Member of the House of Councillors (National Proportional Representation), Secretary-General, Intellectual Property Strategy Research Committee

Guest Address: Mr. Ken Akamatsu, Member of the House of Councillors, Manga Artist

Closing Remarks: Mr. Takashi Kiryu, Director, Computer Entertainment Supplier's Association



Haruhiro TSUJIMOTO, Chairman, CESA



Ryo MINAMI
Director-General for Commerce and Services, Ministry of Economy, Trade and Industry (METI), and Head of the Commerce and Services Group



Hiroshi MORIMOTO
Director-General, Agency for Cultural Affairs



Minami UDAGAWA
Director, Computer Entertainment Supplier's Association



Ken KUTARAGI
CEO, Ascent Robotics Inc. Dean and Professor, Faculty of Information Science, Kinki University



Taro YAMADA
Member of the House of Councillors, Secretary-General, Intellectual Property Strategy Research Committee



Ken AKAMATSU
Member of the House of Councillors, Manga Artist



Takashi KIRYU
Director, Computer entertainment supplier's Association

▶ Organizer's Project・Sponsorship Project ①

All Accessibility Showcase



“All Accessibility Area,” established starting in 2025, introduces software, tools, and services designed to enable everyone to enjoy games, organizers have set up the “All Accessibility Showcase,” providing an environment where people with and without disabilities can enjoy gaming together.

«Showcase»

[Console Platform/Game Titles]

- Nintendo Switch 2
- 「SUICA GAME」(Aladdin X)
- 「PuyoPuyo™Tetris@2S」(SEGA)
- 「Street Fighter 6」(Capcom)

[Device Providers]

- HORI 「Flex Controller」
- Techno Tool 「Analog Joystick」
- 「Optima Joystick」 「Arm Support」



Official Goods



Official TOKYO GAME SHOW 2025 merchandise available exclusively at the venue!~Featuring designs by popular illustrator Zashikowarashi and more, with over 60 items available~ Alongside a wide range of items including T-shirts, towels, key chains, acrylic stands, and eco-bags, this year also boasts an expanded lineup of new products themed around “Japanese-style goods.” Furthermore, as a new initiative this year, official merchandise collaborating with game titles exhibiting at TGS2025 will be sold. Participating titles this year are: Capcom's 'Resident Evil: Requiem', Koei Tecmo Games' 'Nioh', Konami Digital Entertainment's 'Momotaro Dentetsu 2: Your Town is Sure to Be Here Too', SEGA's 'Sonic the Hedgehog', and Bandai Namco Entertainment's 'Little Nightmares 3' with 5 titles.



Food Court



Food courts set up at three locations: Hall 4-6, in front of Hall 9, and the Family Game Park. Sold over 50,000 meals, surpassing last year's total! TGS collaboration foods were also served, making the food courts an area where everyone can experience games.

Offered TGS collaboration food with nine game titles. Collaborated with unreleased upcoming titles and popular series.



▶ Organizer's Project・Sponsorship Project ②

TGS Logo Monument



Starting this year, we created and set a 3D TGS logo monument at the main entrance along the visitor pathway to make an atmosphere of excitement.

Additionally, **stickers were distributed** to whom took a picture, and the planned number of stickers were all distributed.



Character Photo Spot



With the cooperation of all committee companies, we set up a photo spot.

Rather than using flat panels, layered them to create a three-dimensional display, establishing it as one of the new symbols representing TGS.

Social Media Posts



Cosplay Area



The cosplay area was opened at two locations this year as last year: the roof covered area of Hall 9 on the east and the area using the public road by the west of Hall 9. Over the two days, a total of 2,321 cosplayers participated.



Displayed TGS main visual in the cosplay area.

▶ Organizer's Project・Sponsorship Project ③

Red Bull



As a Platinum Sponsor of TGS2025, operated the "Red Bull Creator Club", VIP lounge for creators and a sampling booth.

"The Red Bull Creator Club" features a fully equipped streaming studio, broadcasting the latest TGS updates and content from creators around the world. It also boasts Makuhari Messe's first-ever exterior wall wrapping, delivering tremendous advertising impact.

Sampling booths was operated at three locations throughout the venue. Visitors were offered two varieties of the energy drink "Red Bull" for free.



SUZUKI



As a TGS2025 Silver Sponsor, Suzuki displayed a collaboration motorcycle featuring the Street Fighter 6 character "Juri" throughout the four days, along with a photo spot in the concourse. Participants also received stickers that grant access to Juri's voice.

We've been delighted to have so many people enjoy it every day.



Cybozu



Distribution of Support Items for Business Professionals Working in the Gaming Industry, etc.

- Distribution of Support Items for "Business Professionals Working in the Gaming Industry" For Women: Feminine Hygiene Products / For Men: Sweat Wipes
- Wi-Fi Sponsor in Business Meeting Areas & Business Lounge, etc.

※Business Sponsorship

▶ Organizer's Project・Sponsorship Project ④

NURO



The NURO × REJECT collaboration booth was set up in the venue concourse (in front of Hall 8). Samples of stickers, flyers, and three types of wet wipes were distributed. Posts introducing the NURO booth, primarily on social media platforms like X, by influencers and companies also generated buzz, attracting many visitors.

Additionally, provided event stage connections, aired commercials during stage intermissions, and displayed promotional content beneath the cover illustrations.



MegRhythm

Visitors to the concourse booth were offered a trial play of TEKKEN 8 and a "Megurhythm Carbonated Gel Pack" infused with cooling gel and carbonated water, allowing them to experience its refreshing effects.



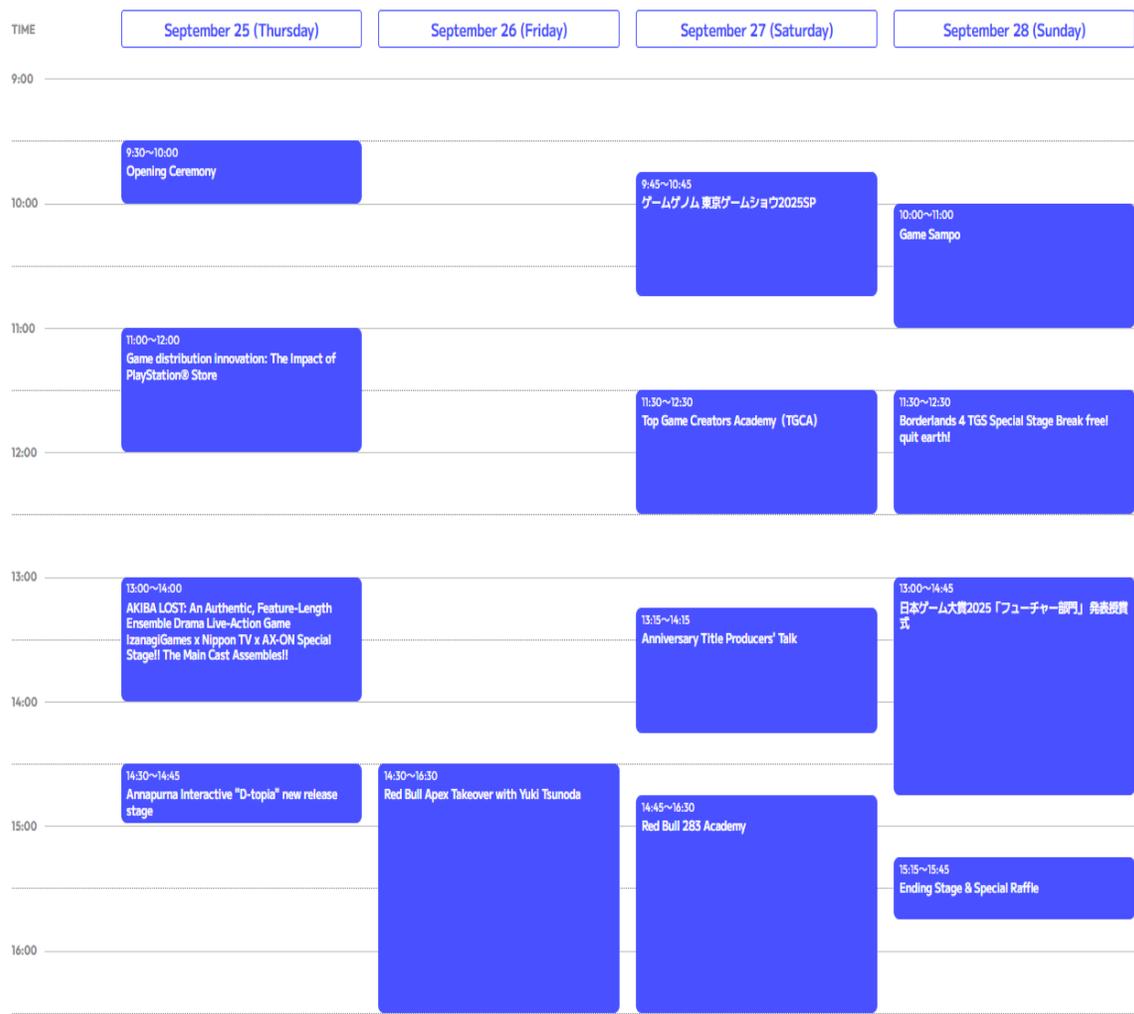
ChargeSPOT

The Tokyo Game Show teaser video was displayed for over a month and a half on ChargeSPOT digital signage at over 5,000 locations across all 47 prefectures of Japan.



▶ Event Stage

Over the four-day event period, 13 stages were held. New initiatives included live streaming of the opening ceremony and a lottery event during the closing stage. ※Excluding some stages



ONLINE Venue



▶ Official Website

Starting this year, we've changed the domain "tgs.casa.jp" and fully redesigned the site.

Implemented support for five languages (Japanese, English, Chinese, Taiwanese Chinese, Korean)

and prioritized smartphone optimization in the design.



The number of touchpoints from the TOP page has increased, leading to a rise in the number of page views.

Page views: Exceeded 10,000,000 PV

2025	7/8~9/29 (84days)	About 350page	5 Language	10,297,711 PV
2024	7/8~9/29 (84days)	About 150 page	3 language	7,076,774 PV
2023	7/5~10/2 (91days)	About 150 page	3 language	5,253,801 PV

▶ STEAM Special Page Records Its Highest Impressions Ever!

Valve has launched a Special TGS2025 page on Steam. It features 1,247 titles. (2024:767 Titles)



Impressions **19,227,486**
2024 : 11,253,712

Unique Views **2,679,343**
2024 : 1,547,706

*As of 30 September 2025

Entry Title **1,247**

Upload Period : 18 – 29 September, 2025

ON SALE POPULAR GAMES WITH DEMOS COMMIG SOON INDIE GAME Titles ALL GAMES

Display By Genre

Adventure

アドベンチャー

Ghost in the brain 暁る明晰夢

CLASS ZERO SEVEN

リズムボタル

POSTHUMOUS INVESTIGATION

YAR-TA

PLAYER LEVEL UP

RPG

狐のさし道

THE WYVERN

TRUE THIEF

THYSLASTERY

香恋RECALL

GRAYTAIL

Strange Seed

REMEDIAL

Action

アクション

METAL PRINCES

DOSMIC

THE LAND BENEATH US

SONOKUNI

Strange Seed

GRAYTAIL

GECHO

REMEDIAL

▶ Official Program Overview

In addition to the four-day event period, this year featured the Japan Game Awards held on September 23 and an advance livestream on September 24.

To reach a global audience, we provided simultaneous English interpretation alongside the Japanese version and supported other languages. For China and the United States, we also collaborated with local platform operators and media outlets for distribution.

PVs per platform

Platform	Total PVs
YouTube (JP/EN)	978,326
Twitch (JP/EN)	198,363
niconico	232,078
X	219,090
TikTok	34,250
Douyu	2,379,445
bilibili	5,663,400
Douyin	436,262
Total	10,141,184

● Number of the programs : 22

※Including, 9 from Exhibitors , 2 from Sponsors

● Streaming day/time : 2025 Sep 23(Tue)~28(Sun)

※ Available for viewing in the archive, except for some parts.

● Total PVs : 10,141,184

▶ Official Program Each Program Information

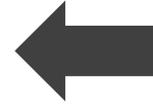
Sep 23 (Tue) Japan Game Award



Organizer Project

Japan Game Awards Games of the Year

https://www.youtube.com/live/NyLPvWz3_IY?si=rXyxD_jiiMfCgOf0



It was held at Iino Hall

Live streaming of the "Japan Game Awards Game of the Year Division"

Sep 24 (Wed) Early Streaming Slot



CAPCOM

TGS2025 CAPCOM ONLINE PROGRAM

https://youtu.be/iwJnZg-3Hos?si=OEg5eyty1EYu_jSz



As a new menu

Sales of distribution slots the day before the exhibition

※ Some archives have limited availability.

▶ Official Program Each Program Information

Sep 25 (Thu) Business Day



Organizer Project

TOKYO GAME SHOW 2025 Opening Ceremony

https://youtube.com/live/swI_rDw2-9o



Organizer Project

Game distribution innovation: The Impact of PlayStation® Store

<https://youtube.com/live/B343EKrcD9s>



IzanagiGames

AKIBA LOST: An Authentic, Feature-Length Ensemble Drama Live-Action Game IzanagiGames x Nippon TV x AX-ON Special Stage!! The Main Cast Assembles!!

<https://www.youtube.com/live/WNVhDJt-rK0>



Annapurna Interactive

Annapurna Interactive「D-topia」new release stage

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



Microsoft

Xbox Tokyo Game Show 2025 Broadcast

<https://www.youtube.com/live/CdwSadoUPBo?si=-KcZ5UJcMKWDZuXI>



Koei Tecmo Games

NIOH 3 Official Program

<https://youtu.be/8LkcQXLh4ZE?si=WvQszGzdK8e-u5pe>



LEVEL 5

LEVEL5 Special Match: Exclusive Gameplay Reveal!

<https://youtube.com/live/aETSx4HL1t4>



SQUARE ENIX

Kanō Eiko's Criticano Hit: Tokyo Game Show 2025 Special Edition

<https://youtube.com/live/jDn4wWkYnSI>

Sep 26 (Fri) Business Day



Qookka Games

TGS2025 'Shin Sen Series' Official Special Program

<https://www.youtube.com/watch?v=kO03CNgHEWw>



Electronic Arts

Battlefield 6 : Single Player Live Showcase

<https://www.youtube.com/live/VV3BBMTzDIg>



Red Bull (Sponsor Stage)

Red Bull Apex Takeover with Yuki Tsunoda

<https://www.youtube.com/live/7FVioT1QUek>



Organizer Project

SENSE OF WONDER NIGHT 2025

https://www.youtube.com/live/oGNraoUpq1M?si=yMeMD_saG6cnrtrQ

※ Some archives have limited availability.

▶ Official Program Each Program Information

Sep 27 (Sat) Public Day



D3PUBLISHER

『FULL METAL SCHOOLGIRL』 Live Play Special Revealed!

<https://www.youtube.com/live/RjjaWVDjcBc?si=Ik8LK-MmGsI8NUpB>



Organizer Project

Top Game Creators Academy (TGCA)

<https://www.youtube.com/live/zPdU7FDEx58?si=Jm2FAeVmQ7IvQy-t>



Organizer Project

Anniversary Title Producers' Talk

https://www.youtube.com/live/aFdYhhJW47I?si=ys6S Yajx0z_A43I7



Red Bull (Sponsor Stage)

Red Bull 283 Academy

<https://www.youtube.com/live/TAXFYhXua-Y>

Sep 28 (Sun) Public Day



Organizer Project

Game Sampo Stage

<https://www.youtube.com/live/ndDL6-CnvoE>



2K Interactive Japan

Borderlands 4 TGS Special Stage Break free! quit earth!

https://youtube.com/live/nfyubGFy_AE



Organizer Project

Japan Game Award 2025「Future Division」Award Ceremony

<https://www.youtube.com/live/uwWJIHrCnXI?si=dUCIZL47KkxRX2A0>



Organizer Project

Ending Stage & Special Raffle

<https://www.youtube.com/live/27g9Medns1s?si=PwUIIn5zGiJXIHUH>

※ Some archives have limited availability.

BtoB Projects



▶ Business Matching System

TGS Business Matching System has established a framework enabling exhibitors (including online exhibitors) and Business Day visitors to conduct hybrid business meetings through both in-person and online.



Meeting Results

- Total Accounts : 11,086 (2024 : 8,967 / 2023 : 7,786 / 2022 : 5,679)
- Meeting Requested : 88,977 (2024 : 41,185 / 2023 : 19,123 / 2022 : 11,862)
- Meeting Established : 3,591 (2024 : 3,669 / 2023 : 2,355 / 2022 : 1,695)

TGS2025 Business Matching System Participated Countries / Regions

Iceland, Ireland, United Arab Emirates, Argentina, Armenia, Israel, Italy, Iran, Indonesia, Ukraine, Uzbekistan, United Kingdom, Estonia, Australia, Austria, the Netherlands, Canada, Republic of Korea, North Korea, Cyprus, Greece, Kuwait, Croatia, Colombia, Saudi Arabia, Zambia, Georgia, Singapore, Switzerland, Sweden, Spain, Sri Lanka, Slovakia, Serbia, Thailand, Taiwan, Czech Republic, China, Chile, Denmark, Germany, Turkey, New Zealand, Japan, Norway, Pakistan, Panama, Hungary, Philippines, Finland, Brazil, France, Bulgaria, Brunei, United States of America, Viet Nam, Belarus, Peru, Belgium, Poland, Bolivia, Portugal, Hong Kong, Macao, Malta, Malaysia, Mexico, Moldova, Jordan, Lithuania, Liechtenstein, Romania, Russia

<74 countries/regions *78 countries/regions in 2024>

▶ TGS Forum Organizer Sessions

The two Business Days (September 25-26) featured the B2B seminar "TGS Forum." In addition to Organizer Sessions, Sponsorship Sessions by exhibiting companies were held. Live sessions took place at the International Conference Hall and were streamed live. Additionally, archived streams were available from Saturday, September 27 to Friday, October 10. Combined with the live sessions, many business professionals participated both in person and online.

Organizer Sessions

The Current State of the Middle East Gaming Industry – Esports World Cup 2025 Report –

Time & Date : September 25 (Thursday)
10:30 -12:00 am



[Speakers (from the left photo)]
Akihito Furusawa GLOE CEO
Nemo (Naoki Nemoto) Professional Street Fighter player
Katsuhiko Harada Bandai Namco Studios Executive Game Director and Chief Producer of the TEKKEN series
Masayuki Kusuda Embassy of Japan in Saudi Arabia Chief of Economic Section
[Moderator] Aya Hirano Nikkei Gaming Editor-in-Chief

"Trailblazing from Other Industries: The Potential of Marketing Strategies Pioneered by Games"

Time & Date : September 25 (Thursday)
3:30-5:00 pm



[Speakers (from the left photo)]
Tasuku Sasaki Kao Personal Health Business
Hikari Ogata Matsui Securities Marketing Dept. Promoter
[Moderator] Aya Hirano Nikkei Gaming Editor-in-Chief

The Trajectory and Future of Gamification: Pioneering New Frontiers in Cross-Industry Business with Insights from Gaming

Time & Date : September 26 (Friday)
10:30 -12:00 am



[Speakers (from the left photo)]
Manato Ito SEGA XD Senior Vice President & COO
Yasunari Ueda Former Vice Mayor of Sanjo City, Niigata Prefecture / Advisor of the Niigata eSports Union
Tomoyuki Matsumoto calbee Director, Calbee Future Labo
[Moderator] Shota Azuma Nikkei XTECH Staff Editor

"SENSE OF WONDER NIGHT2025"

Time & Date : September 26 (Friday)
5:00-7:00 pm



[Speakers (from the upper left photo)]
Kiyoshi Shin Game Journalist
Juan Gril
Ramon Nafria Videogame Ninja: Trusiga
Takeshi Takahashi NPO OcuFes
Kazunori Komagata Director of AURYN
Shuhei Yoshida Former Head of Indies Initiative Sony Interactive Entertainment
Yuki Katayama KODANSHA GAME CREATOR'S LAB.
Jh Shin Kinugasa Research Organization, Ritsumeikan University
Masafumi Onuki Calappa Games CEO
Pocky Content Creator

Sponsorship Session

The future of smartphone app payments under the new Japanese Smartphone Act

Time & Date : September 25 (Thursday)
12:30-1:00 pm



【Speakers (from the left photo)】
Kyohei Maruyama Digital Garage AppPay Dept. App Business Div.
Kenta Suzuki Japan Fair Trade Commission
Counsellor to the Secretariat (in charge of Digital Affairs)

Expanding Revenue through Out-of-App Payment Solutions for Markets Globally

Time & Date : September 25 (Thursday)
1:30-2:00 pm



【Speaker】
Junichi Sakishima Digital Garage Executive Officer Responsible for Strategic Business Planning / Head of App Business Division

Moscow Game Hub

Time & Date : September 25 (Thursday)
2:30-3:00 pm



【Speaker】
Konstantin Buchnev Agency of Creative Industries of Moscow
Deputy Director General

Keys to Game Growth: Payments and Global Expansion

Time & Date : September 26 (Friday)
12:30-1:30 pm



【Speakers (from the left photo)】
Mich Yoden PayPal Tokyo Branch Head of Japan
Kodai Hashimoto MIXI Manager of Development Department Tanpopo Division
Sandy Musa PayPal Director, PayPal Advertising

Generative AI × Game Development — How Adobe Firefly Accelerates and Expands Next-Generation Game Creation

Time & Date : September 26 (Friday)
1:30-2:00 pm



【Speaker】
Koichiro Miyoshi Adobe Senior Solution Consultant, Creative Product / Community Lead

Creating an AI-Native Game Company: The Vision of Algomatic

Time & Date : September 26 (Friday)
2:00-3:00 pm



【Speaker】
Ken Shimizu Algomatic DMM GAME Translate

Japan Game Awards 2025

The Japan Game Awards 2025, now in its 29th year, was held across three categories: the “Minister of Economy, Trade and Industry Award,” presented to individuals, organizations, or projects that have contributed to the recent development of the home video game industry; the “Annual Award,” for titles released in Japan during the previous year; and the “Future Division,” for unreleased titles exhibited or announced at TOKYO GAME SHOW 2025. The “Minister of Economy, Trade and Industry Award” and “Annual Game of the Year” categories were held at a venue in Tokyo prior to TGS2025.

The “Future Category” announcement and award ceremony was held, as in previous years, on the TGS2025 Event Stage (Makuhari Messe Hall 1). Both ceremonies were conducted before large audiences at their respective venue. As in previous years, the official program was also live-streamed, reaching a larger audience than ever before. The “Annual Award” drew significant attention as it was held independently at a separate venue, rather than at the TGS venue itself. For the “Future Division,” many attendees cast their votes at the “Future Division Voting Booth” set up in Makuhari Messe Hall 1. This resulted in the selection of 11 works showing great promise for the future.

▶ 「Game of the Year Division」 Award List

The “Game of the Year Division” held public voting from June 9 to July 18, 2025. Winners were determined based on the public voting results and judging by the Japan Game Awards Selection Committee. For the “Grand Prize,” in addition to receiving significant support in the public vote, the Japan Game Awards Selection Committee selected *Metaphor: Refantazio* (Atlus Inc.) as the work most deserving to represent the year 2025.

Awards	Titles	Company	Platform
The Minister of Economy, Trade, and Industry Award	Nintendo Switch 2		
Breakthrough Award	Clair Obscur:Expedition 33	Kepler Interactive	PS5, Xbox Series X S / GeForce Now / Project xCloud / PC
Movement Award	Pokémon Trading Card Game Pocket	The Pokémon Company	Android / iOS
Award for Excellence	Metaphor: ReFantazio	ATLUS CO., LTD.	PS5 / PS4 / Xbox Series X S / Project xCloud / PC
	Urban Myth Dissolution Center	SHUEISHA GAMES Inc.	PS5 / Nintendo Switch / Steam
	Romancing SaGa 2 REVENGE OF THE SEVEN	SQUARE ENIX CO., LTD.	PS5 / PS4 / Nintendo Switch / Steam
	DRAGON QUEST III HD-2D Remake	SQUARE ENIX CO., LTD.	PS5 / Nintendo Switch / Xbox Series X S / PC / Steam
	DYNASTY WARRIORS: ORIGINS	KOEI TECMO GAMES CO., LTD.	PS5 / Xbox Series X S / Steam
Special Award	PlayStation®Store	Sony Interactive Entertainment	
Award for Excellence	TokyoXtremeRacer	Genki Co., Ltd.	Steam
	Like a Dragon: Pirate Yakuza in Hawaii	SEGA CORPORATION	PS5 / PS4 / Xbox Series X S / Xbox One / PC / Steam
	Monster Hunter Wilds	CAPCOM CO., LTD.	PS5 / Xbox Series X S / PC
	The Hundred Line -Last Defense Academy-	Aniplex Inc.	Nintendo Switch / Steam
	FANTASY LIFE i: The Girl Who Steals Time	LEVEL5 Inc.	Nintendo Switch / PS5 / PS4 / Xbox Series X S / Steam
	ELDEN RING NIGHTREIGN	FromSoftware, Inc.	PS5 / PS4 / Xbox Series X S / Xbox One / Steam
Game Designers Award	INDIKA	Odd Meter	PS5 / Xbox Series X S / PC / Steam
Grand Award	Metaphor: ReFantazio	ATLUS CO., LTD.	PS5 / PS4 / Xbox Series X S / Project xCloud / PC

This year's “Minister of Economy, Trade and Industry Award” goes to the Nintendo Switch 2. Ahead of its June 5, 2025 release, detailed specifications, the launch date, and the reservation-based sales method announced in April generated significant buzz both domestically and internationally.

Supported by its user-friendly pricing and high hardware quality, global sales in the first four days exceeded 3.5 million units—the highest ever for a Nintendo dedicated game console. Cumulative sales by June reached 5.82 million units. As a Nintendo dedicated game console, it was released not only in Japan and Europe/America but also for the first time in East Asian regions like Thailand, Singapore, and the Philippines. This contributed to the development of Japan's home video game industry, a point that was highly regarded. The Game Designers Award, selected based on originality and innovation from a creator's perspective, was judged by a panel of eight top creators led by Masahiro Sakurai. This year's winner was INDIKA (Odd Meter Games). Additionally, the Breakthrough Award, newly established last year, was awarded to ‘Clair Obscur: Expedition 33’, while the Movement Award went to ‘Pokémon Trading Card Game Pocket’.

[Platform Name] PS5 : PlayStation® 5 / PS4 : PlayStation® 4 / PC : Windows®

▶ 「Games of the Year Division」 Award Ceremony

The Minister of Economy, Trade and Industry Award, Game Designers Award, Breakthrough Award, Movement Award, Award for Excellence, and Games of the Year were announced. The awards ceremony was held at a venue in Tokyo, with award recipients and invited guests in attendance.

Period : 6:00pm – 7:50pm, Tuesday, 23 September
Venue : Iino Hall (Chiyoda-ku, Japan)
MC : Hikari Ijyuin (Talent)
Misaki Maeda (Freelance MC)



Minister of Economy, Trade and Industry Award「Nintendo Switch 2」



Breakthrough Award 「Clair Obscur: Expedition 33」

Movement Award 「Pokémon Trading Card Game Pocket」



▶ 「Games of the Year」 Award Ceremony

Award for Excellence
「Metaphor: ReFantazio」
Japan Game Awards:2025



Award for Excellence
「Urban Myth Dissolution Center」



Award for Excellence
「Romancing SaGa 2 REVENGE OF THE SEVEN」
Japan Game Awards:2025



Award for Excellence
「DRAGON QUEST III HD-2D Remake」



Award for Excellence
「DYNASTY WARRIORS: ORIGINS」



Special Award
「PlayStation®Store」



Award for Excellence
「TokyoXtremeRacer」



Award for Excellence
「Like a Dragon: Pirate Yakuza in Hawaii」



Award for Excellence
「Monster Hunter Wilds」



▶ 「Games of the Year Division」 Award Ceremony

Award for Excellence
「The Hundred Line -Last Defense Academy-」 「FANTASY LIFE i: The Girl Who Steals Time」



Award for Excellence
「ELDEN RING NIGHTREIGN」



Game Designers Award 「ARMORED CORE VI FIRES OF RUBICON」



Award for Excellence: Grand Award Winner Announced from Among 11 Entries



Award for Excellence: Among 11 works, "Metaphor: ReFantazio" was announced as the Grand Award winner.



▶ 「Future Division」 Award List

Awards	Company	Platform
AKIBA LOST	IzanagiGames, Inc.	Nintendo Switch 2 / Nintendo Switch / PS5 / Steam
Ghost of Yōtei	Sony Interactive Entertainment	PS5
Hyrule Warriors: Age of Imprisonment	KOEI TECMO GAMES CO., LTD.	Nintendo Switch 2
DIGIMON STORY TIME STRANGER	Bandai Namco Entertainment Inc.	PS5 / Xbox Series X S / Steam
Nioh 3	KOEI TECMO GAMES CO., LTD.	PS5 / Steam
Resident Evil Requiem	CAPCOM CO., LTD.	Nintendo Switch 2 / PS5 / Xbox Series X S / Steam
Pragmata	CAPCOM CO., LTD.	PS5 / Xbox Series X S / Steam
ANANTA	Naked Rain Studio	PS5 / Steam / PC / iOS / Android
MONSTER HUNTER STORIES 3: TWISTED REFLECTION	CAPCOM CO., LTD.	Nintendo Switch 2 / PS5 / Xbox Series X S / Steam
Yakuza Kiwami 3 & Dark Ties	SEGA CORPORATION	Nintendo Switch 2 / PS5 / PS4 / Xbox Series X S / Steam
Mega Man Star Force Legacy Collection	CAPCOM CO., LTD.	Nintendo Switch / PS5 / PS4 / Xbox Series X S / Xbox One / Steam

[Platform Name]PS5 : PlayStation® 5 / PS4: PlayStation® 4 / PC : Windows®

▶ 「Future Division」 Awards Ceremony

All award winners took the stage for the presentation ceremony. Alongside introductory videos of the winning works, the creators themselves introduced each project. Additionally, the industry magazine editor-in-chief, serving as presenter, asked the winners questions on behalf of users about development stories and future plans, conveying the appeal of the works to both the live audience and online viewers.

Period : 1 : 00pm~2 : 30pm, Sun, 28 September
Venue : TGS2025 Event Stage
 (Hall 1, Makuhari Messe)
MC : Takaaki Hazama (Freelance MC)
Yuuka Sakurano (Freelance MC)
Presenters : Katsuhiko Hayashi (Famitsu)
Yoshimichi Nishioka (Dengeki)
Daisuke Teraji (V JUMP)
Review : Koichi Hamamura
 (Japan Game Awards Selection Committee Member)



「Resident Evil Requiem」



「Ghost of Yōtei™」



「DIGIMON STORY TIME STRANGER」



▶ 「Future Division」 Awards Ceremony

「AKIBA LOST」



「Yakuza Kiwami 3 & Dark Ties」



「Mega Man Star Force Legacy Collection」



「ANANTA」



「Hyrule Warriors: Age of Imprisonment」



「MONSTER HUNTER STORIES 3 TWISTED REFLECTION」



「Nioh 3」



「Pragmata」



<Review>



Promotion · Publicity / Advertisement

▶ Official Supporter

Assigned an actor Kanata Hongo, renowned for his love of gaming. Implemented comprehensive operations including pre-event PR and real-time updates during the event period.



Numerous pieces of content are distributed via the official X and official YouTube channels.

Uploaded a video report during the event period.



► Official Influencers

Newly named the official influencers as “TGS BOOSTERZ”.
Eleven influencers from Japan and abroad have been assigned
to strengthen information dissemination.

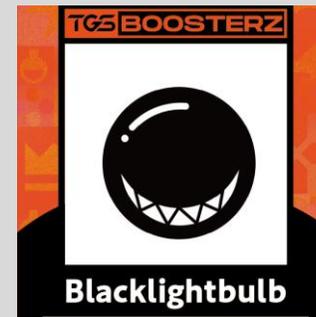


Japanese BOOSTERZ

Engaged four influencers

- Talent
- Former pro gamer
- Vtuber
- Weather caster

Each shared TGS information
targeting
Their distinct follower bases.



Overseas BOOSTERZ

Seven individuals were appointed from a total of five countries (China, South Korea, the United States, France, and Australia), focusing on countries with many exhibiting companies.

► Influencer

TGS BOOSTERZ



- Assigned by TGS organizer
- Invited **11 individuals** with a high interest in games from **6 regions**, both in Japan and international.
- Participated in PR activities starting before the event period, including the “Japan Game Awards.”



Number of pre-registered invitation

Exhibitor invited

Free

- Influencer : 381
Accompany : 182

Last year Influencer : 324、Accompany : 148

Platform Invited

Free

- Influencer : 147

PF:Platform (Youtube,Tiktok, Douin, Bilibili etc)

Agency MCN Invited

Paid

- Influencer : 83
Accompany : 43

Last year Influencer : 97、Accompany : 51

Number of pre-registrations for the general influencers

Paid

- Influencer : 176
Accompany : 81

Last year Influencer : 309、Accompany : 140

★ Exhibitor invited Influencers and Agency · MCN invited
Sep 25(Thu)~Sep 28(Sun)
Four days

※ Exhibitors were granted invitations for up to 10 influencers and 10 accompanying persons each.

★ General Influencers
Sep 26(Fri)~Sep 28(Sun)
Three days

※ —General Influencers are individuals who have over 30K subscribers/followers on a single Social media platform, or a combined total of over 50K subscribers/followers across multiple platforms, and who register for attendance by paying a fee (registration fee).

► Official Social Media etc.

This year's PR strategy focused on strengthening X as a key point, leveraging its dense cluster of gaming enthusiasts.

| Policy and Implementation Results

Increase the number of posts during the period

Posted **+327** more than last year

Implementation of Engagement Enhancement Measures

- Multiple **gift campaigns** conducted
- **Video content plan** featuring Hongo Kanata
- User-generated content (**UGC**) project implementation, etc.



Numerous posts from official supporters/influencers like Hongo Kanata, Mogami Moga, and overseas BOOSTERZ!



This year's top engagement countdown project: "Infinite ANANTA" Achieved 200,000 impressions & 4,800 likes!

Sep 25(Fri) 17:00 Sep 27(Sat) 12:00



Trend in Japan: Top 1!

1. **#TGS2025**
235,922件のツイート

In response to inbound demand for tickets, this year we implemented package sales, including tours with fast ticket, through a total of four domestic and international travel agencies.

Additionally, we newly introduced KKday as an overseas ticket platform, launching overseas sales via both paper and electronic tickets.

We saw purchases from many inbound customers, primarily from Northern Europe and Asia.

For Japan

JTB Stay plan with priority Fast ticket

For Overseas

The Club Travel Services Limited / Hong Kong

DAIEI TRAVEL SERVICE / Taiwan

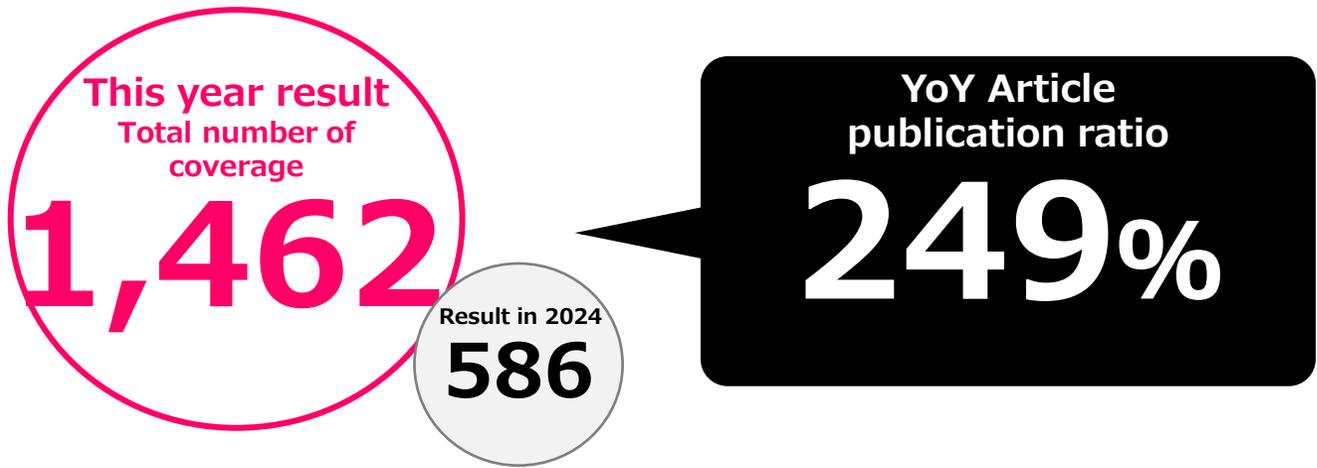
Ctrip / China Stay plan with priority Fast ticket



Intensified media promotion for key releases, maximizing TGS article coverage.

		Last year	This year	YoY
#01	Invitation of Event Announcement	86	116	135%
#02	Announcement of Event Overview	31	293	945%
#03	Selected Indie 80 Registration Open	9	74	822%
#04	Selected Indie 80 Sponsors Announcement	86	116	135%
#05	Teaser Video Release	-	94	-
#06	Exhibitor List Reveal	14	71	507%
#07	Main Visual Release	22	88	400%
#08	Family Game Park Announcement	24	30	125%
#09	Business day registration open	19	33	173%
#10	Selected Indie 80・SOWN	14	28	200%
#11	Official Supporter Announcement	12	47	391%
#12	Announcement of number of exhibitors・booths	14	83	592%
#13	Venue Map Release	14	47	335%
#14	Information of Event Details	32	71	221%
#15	Family Game Park Detailed Info	24	11	45%
#16	Opening Release	116	196	169%
#17	SOWN winner announcement	26	6	23%
#18	Closing Release	27	58	151%

Pre-event period



During event



Advertising equivalent over 2.8 billion yen media coverage!

▶ Promotion Projects <TGS Review Project>

This marks the fourth year of “Noda Crystal's Magical Love Stroll,” where we casually wander the venue with Noda Crystal. The appeal of this project lies in experiencing the full scope of TGS through Noda's unique perspective. This year, we visited for the first time during Business Day. Joining Noda for this Business Day stroll was Izen, a female stand-up comedian and trilingual.

日経 **XTREND** 日経 **GAMING**



▲ Mr. Noda, the businessman, was also very interested in his first Business Meeting Area visit.



▲ In the SI80 area, questions were being asked one after another to the creators of 'DareKare'.



▲ Both of them seemed completely absorbed in their enjoyment.



▲ Ms. Noda and Ms. Izen in unison to the cosplayer on stage: “Mindy!!!”



▲ Izen-san filling Noda-san's basket with merchandise one after another Enjoying Merchandise Sales Area

TOKYO GAME SHOW 2025

(Source : Nikkei XTREND [tgs2025]Noda Crystal's Magical Love Stroll)
https://xtrend.nikkei.com/atcl/contents/18/01255/?i_cid=nbpxr_child

▶ Advertisements・Productions

Outdoor Advertisement

Station Front Arcade Banner



Entrance Canopy Banner



Plaza Billboard Banner



Arched Banner



LED Vision 15-Second Video Ad



*Pictures Excerpted

Distribution・Media Advertisements

Hand Fan Ad

Front



Back



Indoor・Venue Advertisement

Business Meeting Area Stand Banner



Central Mall Glass Wall Signage



Central Entrance Welcome Signage (Glass Surface/Foot Rail)



Escalator Banner



Guide Map



Guide Booklet for Business Day Visitors

["TGS Now!"~TGS2025 for Business~]



Japanese



English

Online Banner

Visitor Web Site Top Banner



Visitor Web Site Organizer's Banner



Visitor Web site Video Banner Ad



Poster



Front



Tickets



Back

Survey Results

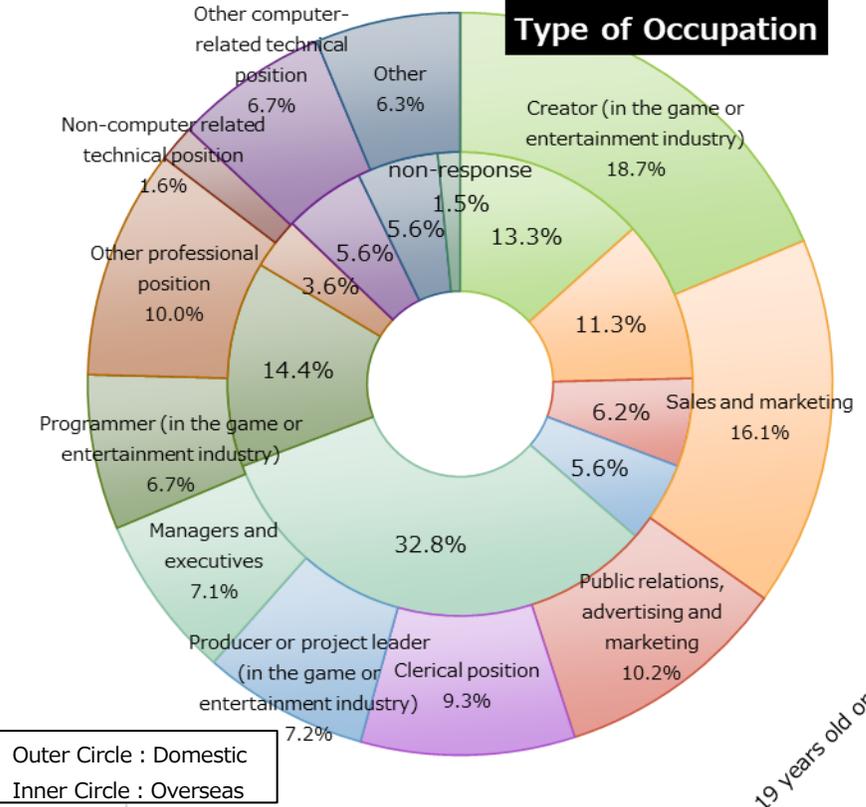


▶ Visitor Questionnaire Domestic and Overseas Business Day Visitors ①

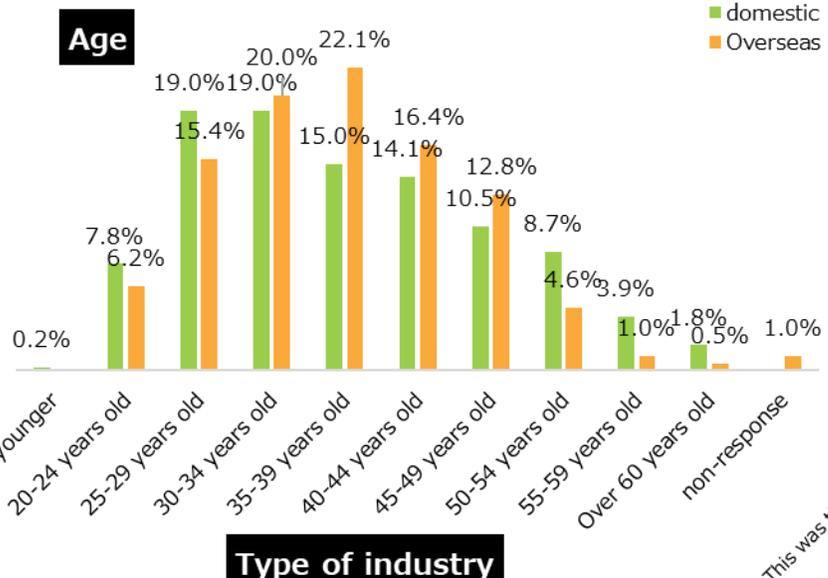
[Survey Method] An e-mail requesting survey cooperation was sent to registrants for the Business Day of Tokyo Game Show 2025. Responses were accepted via Nikkei BP Consulting's web-based survey system, Cross Survey.
[Survey period] Domestic·Overseas : October 8 – 27, 2025
[Number of valid responses] Domestic: 3,305 Overseas:195
[Survey Conducted by] Nikkei BP Consulting, Inc.

<Composition ratio: rounded to the first decimal place>

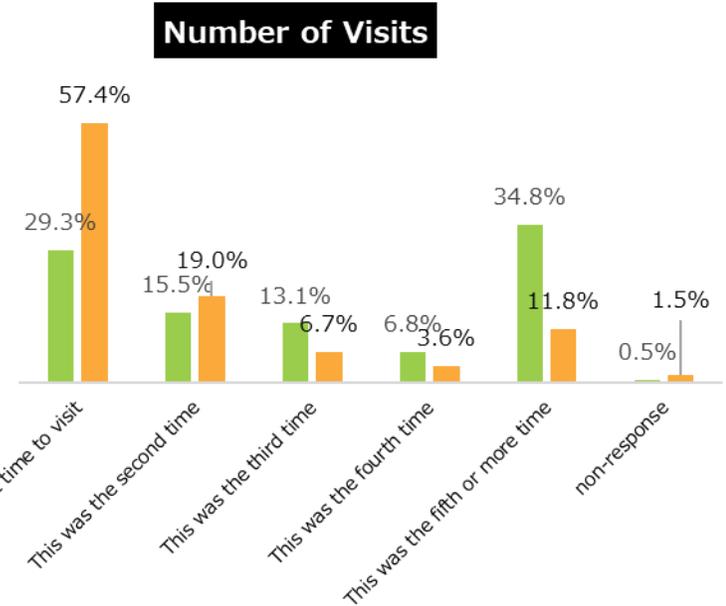
Type of Occupation



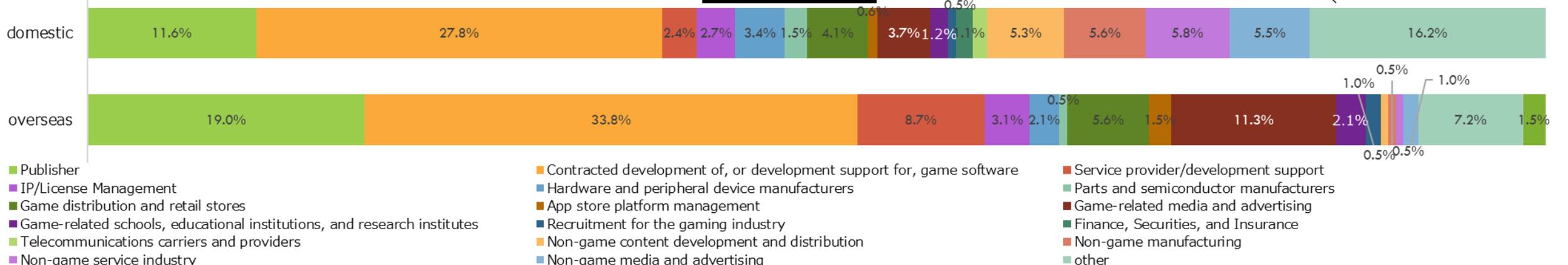
Age



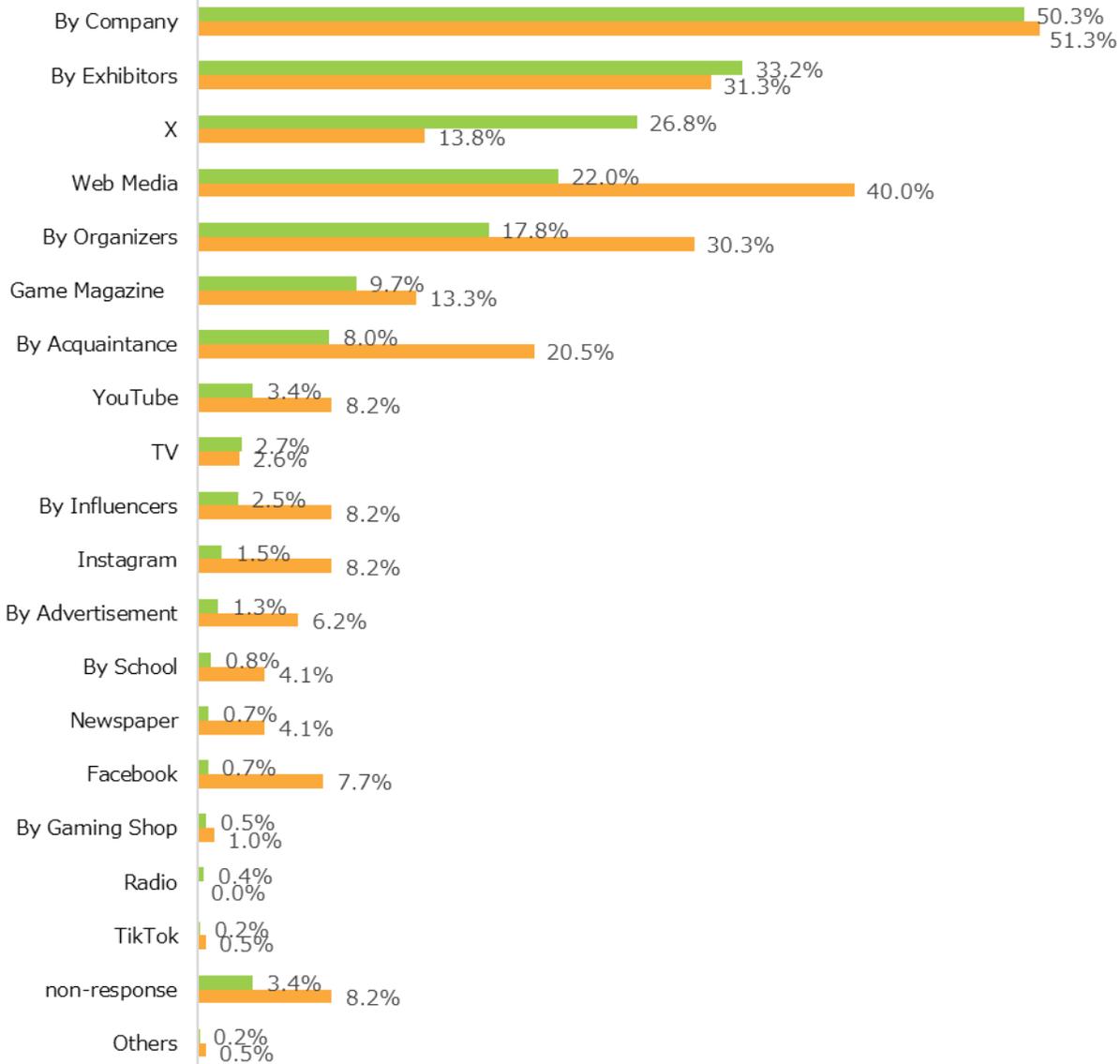
Number of Visits



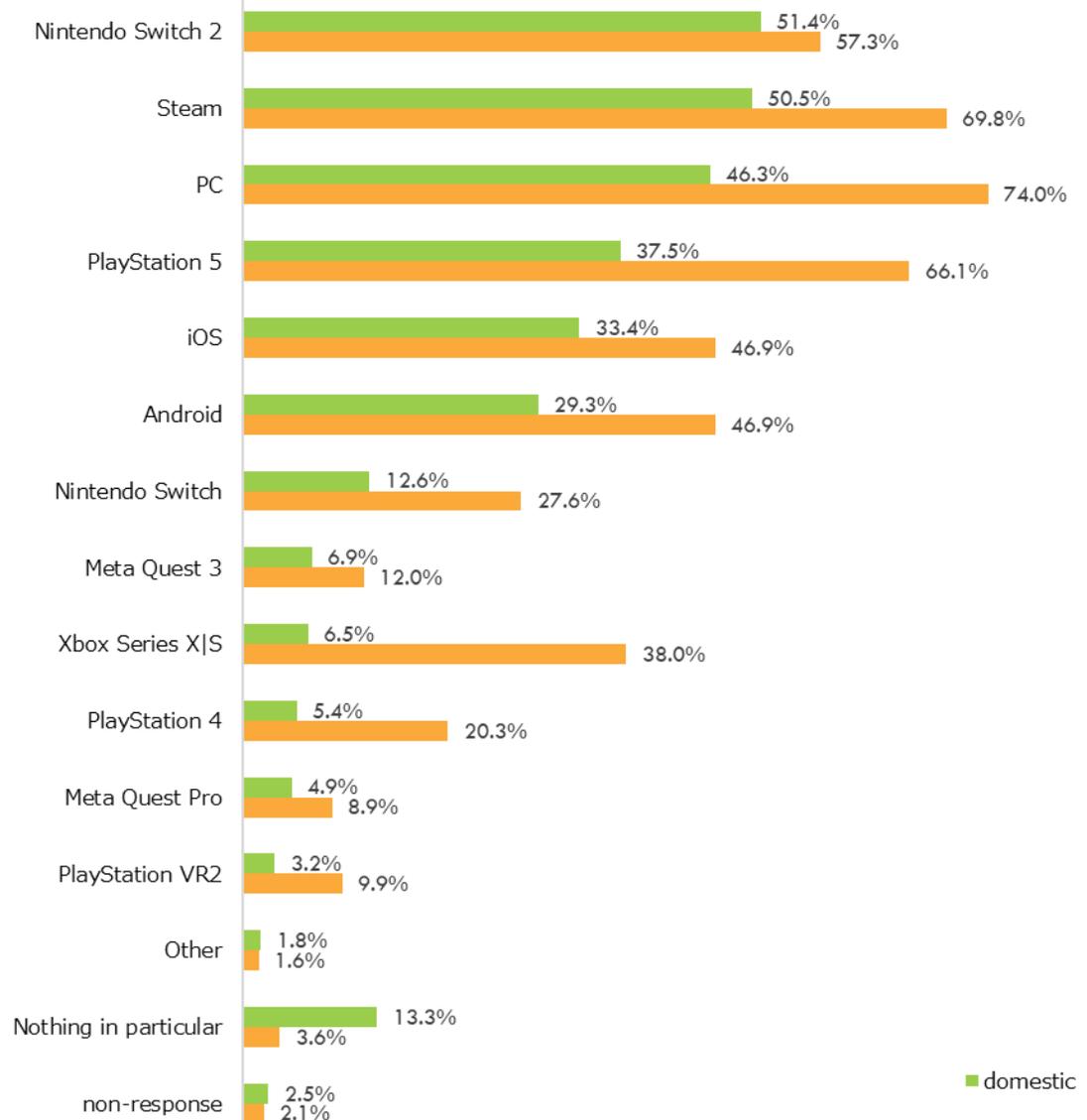
Type of industry



Information contact pathway for TGS2025 (Multiple responses)

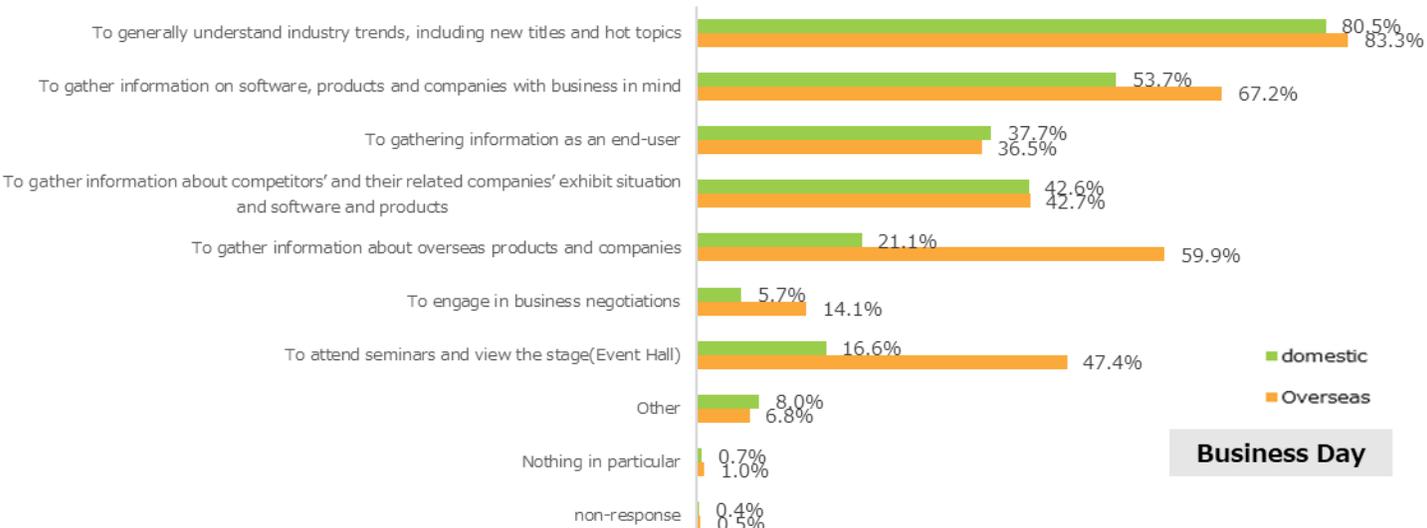


Platforms you would like to focus on in the future (Multiple responses)



▶ Visitor Questionnaire Domestic and Overseas Business Day Visitors ③

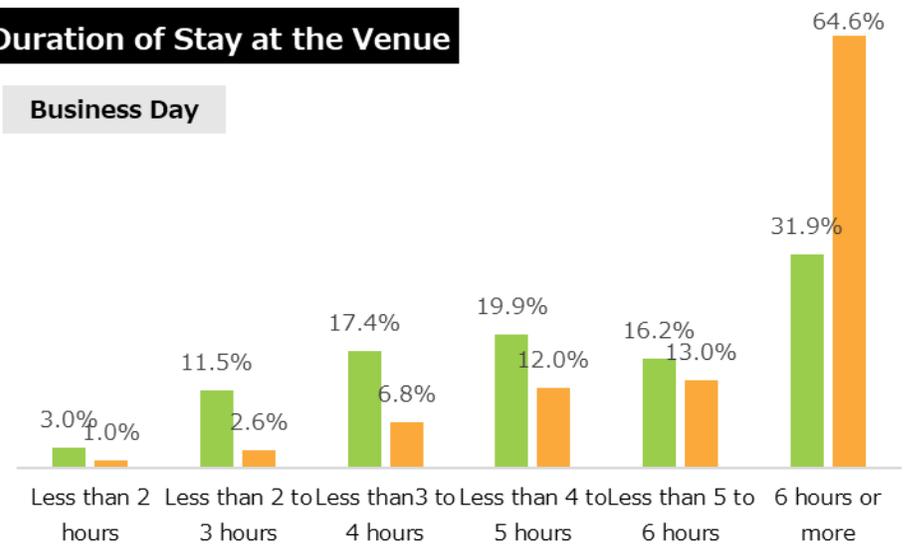
Purpose of Participation (Multiple responses)



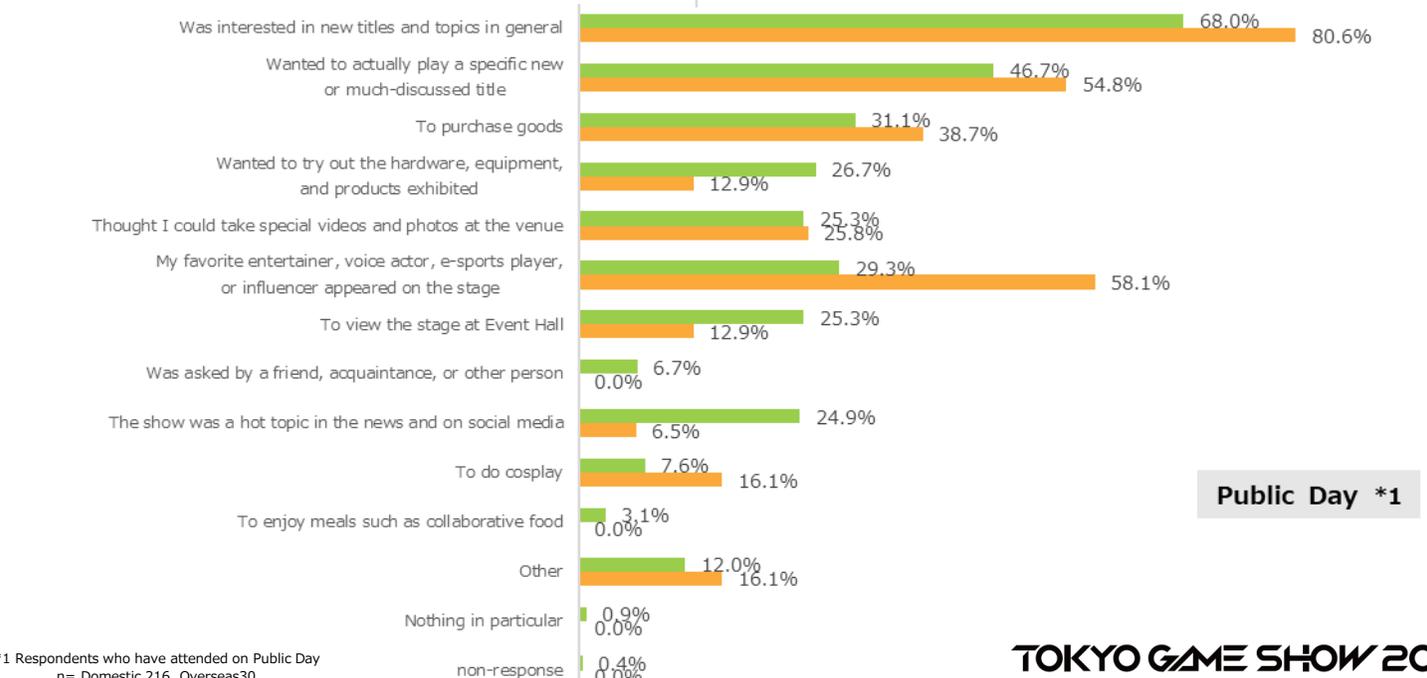
Business Day

Duration of Stay at the Venue

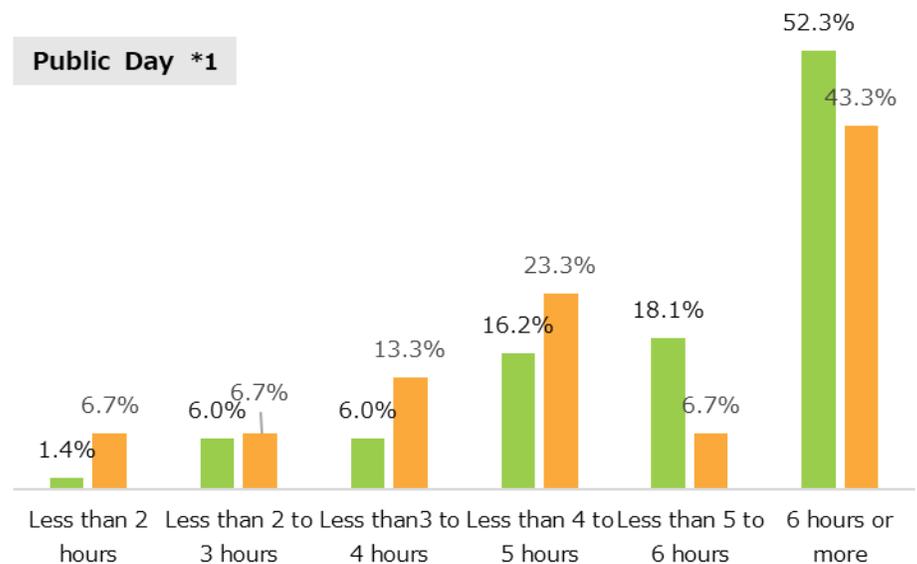
Business Day



Public Day *1

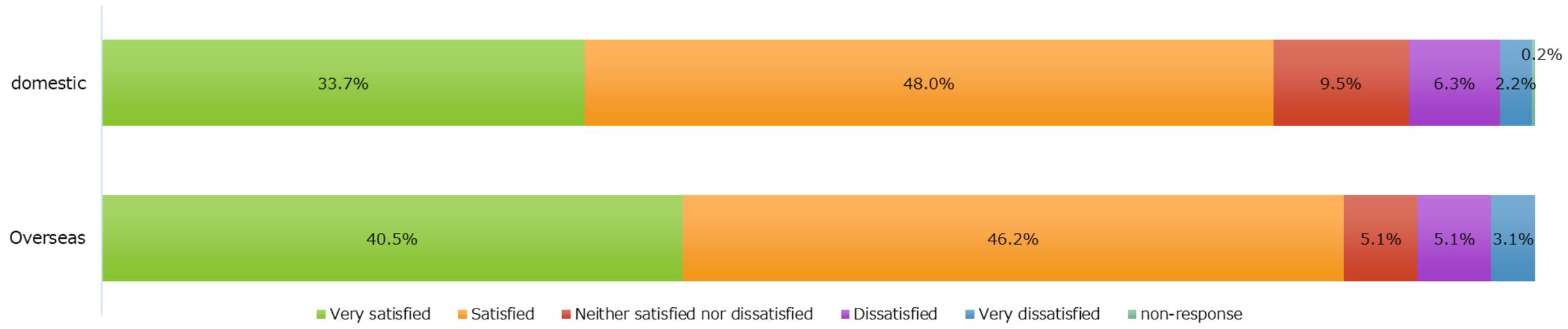


Public Day *1

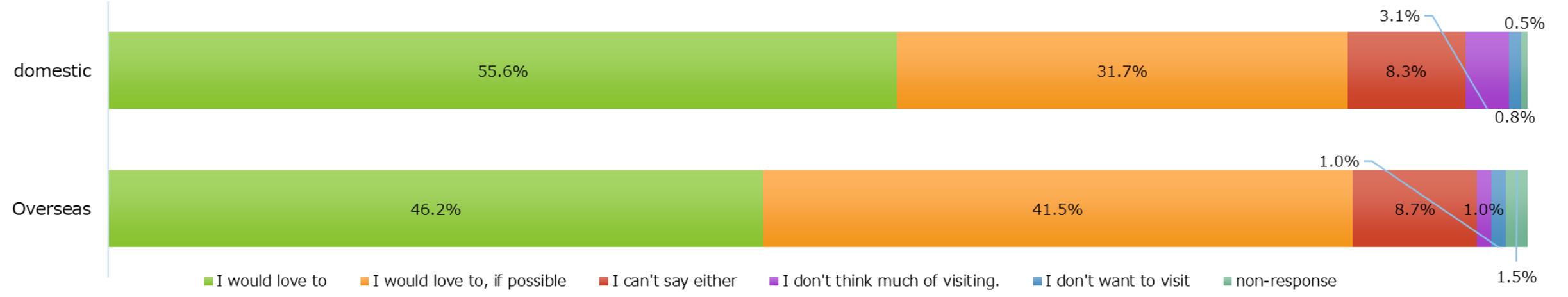


*1 Respondents who have attended on Public Day
n= Domestic 216 ,Overseas30

(Degree of) Satisfaction

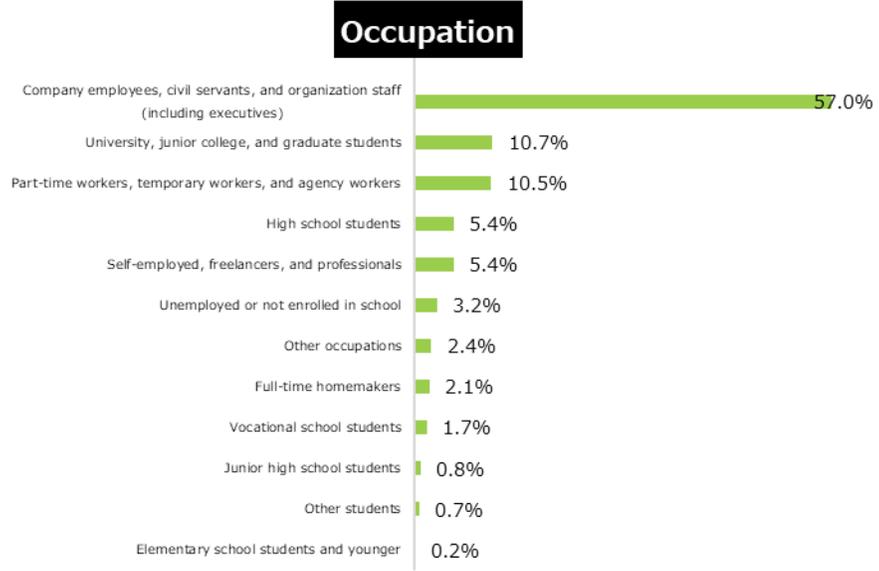
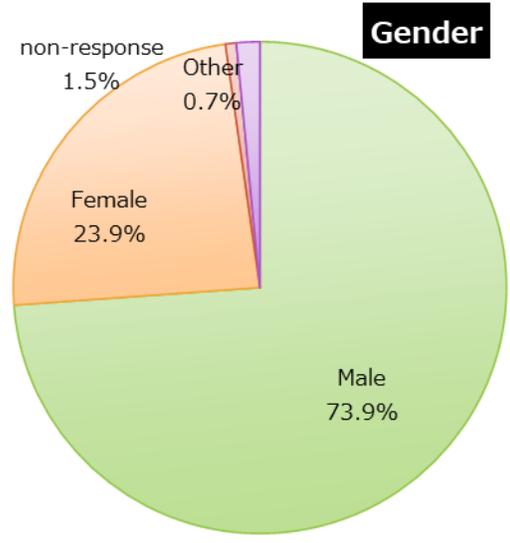


Intention to Visit the Next TGS

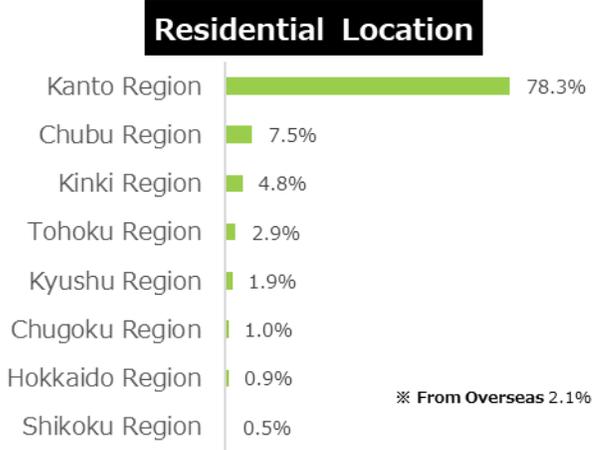
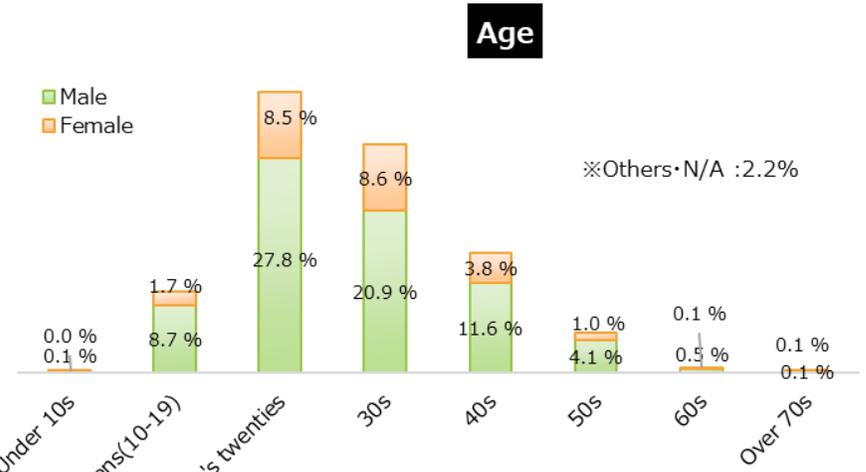
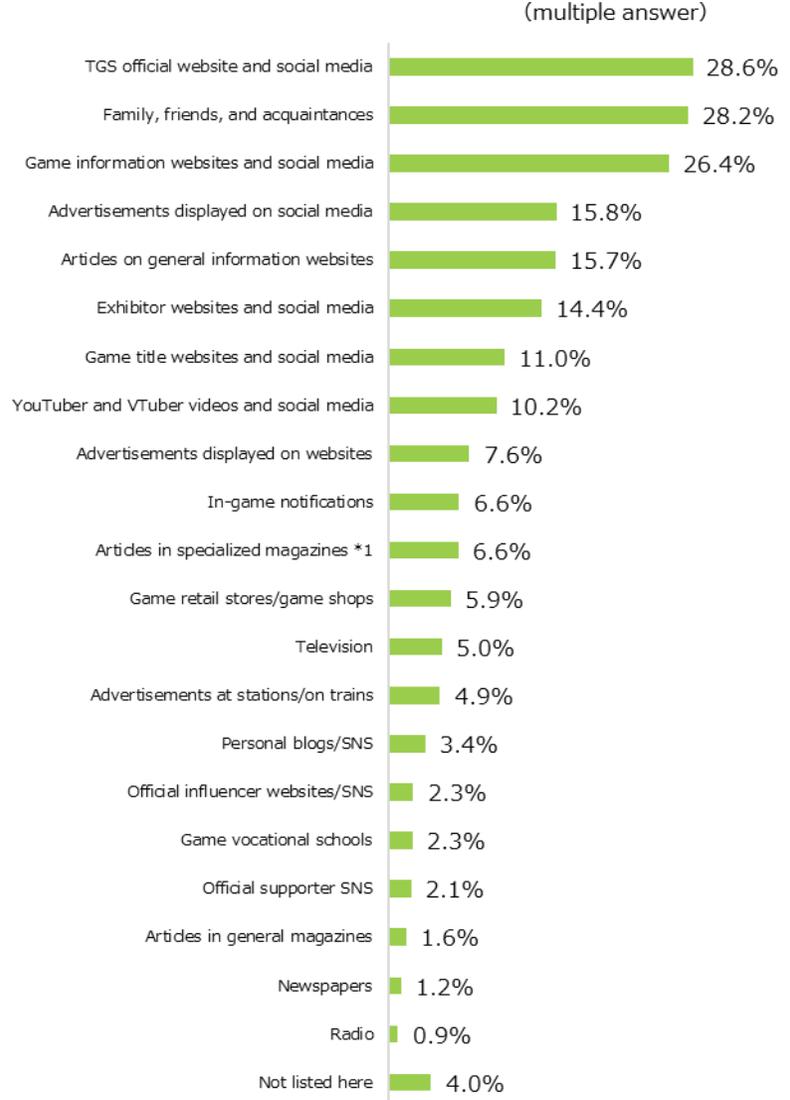


▶ Questionnaire for General Visitors ①

[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 25 - September 30, 2025
[Number of valid responses] 4,243 *Excluding those involved in the game industry.
[Survey Conducted by] Computer Entertainment Supplier's Association



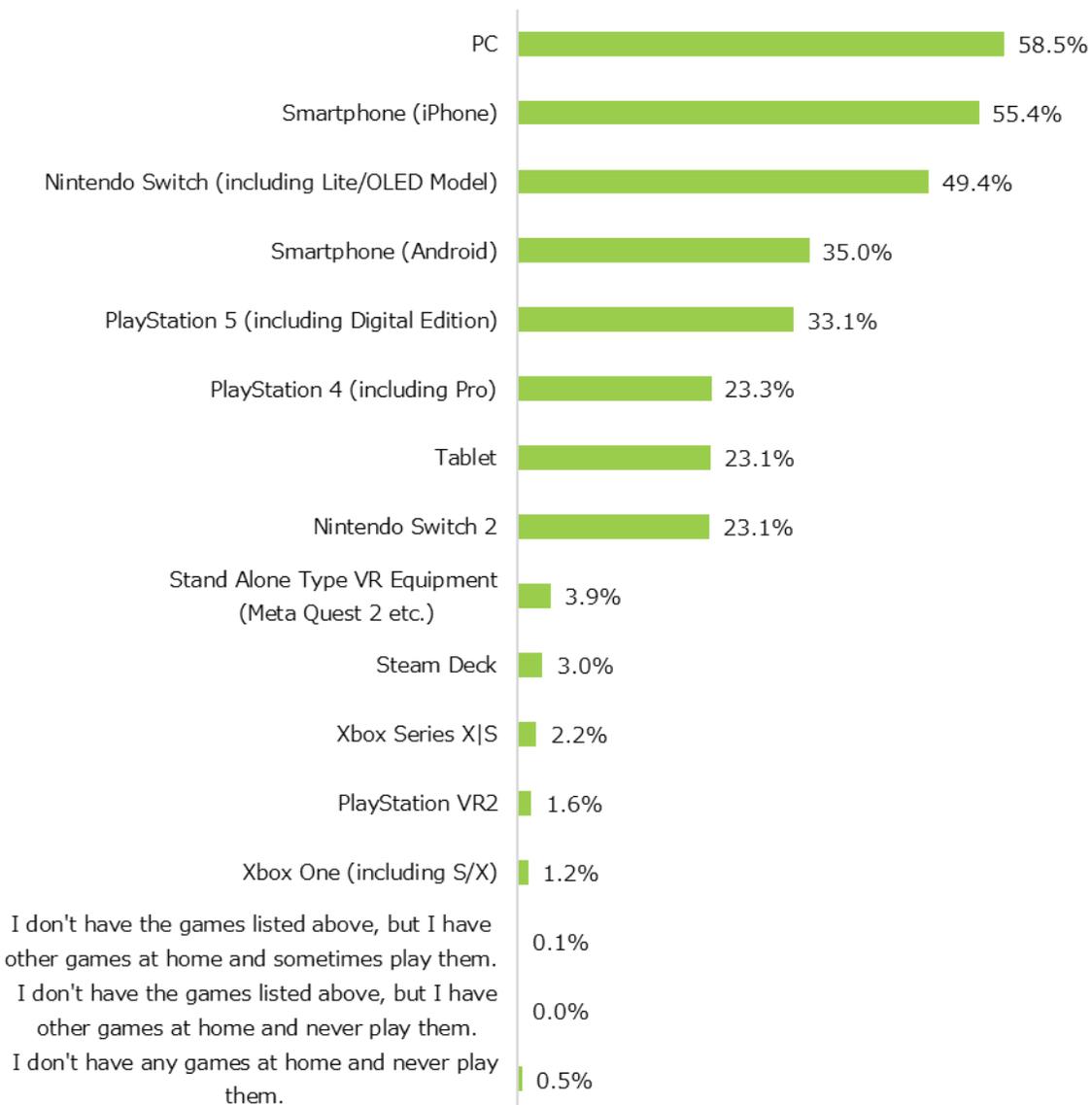
Information Access Channels for TGS2025



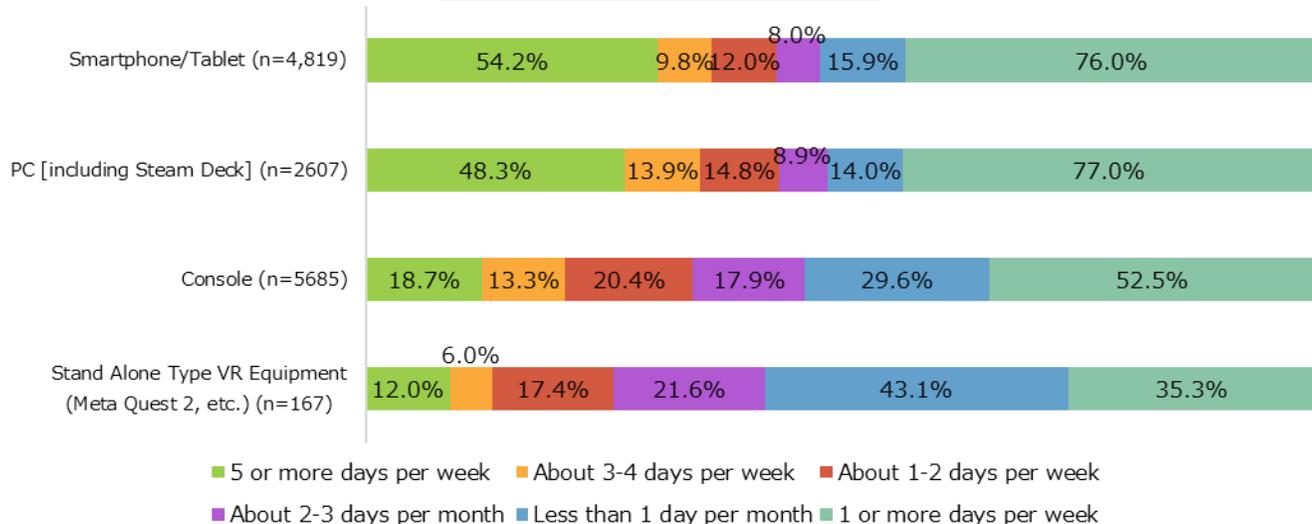
*1 Famitsu, Nikkei Entertainment, etc.

Home Gaming Platforms

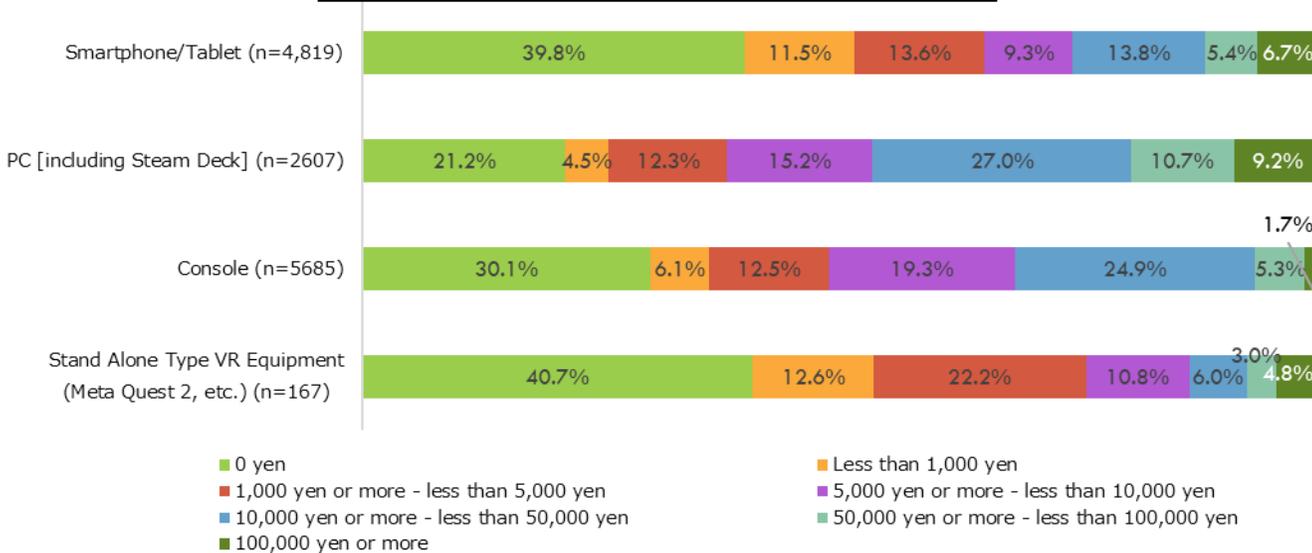
(multiple answer)



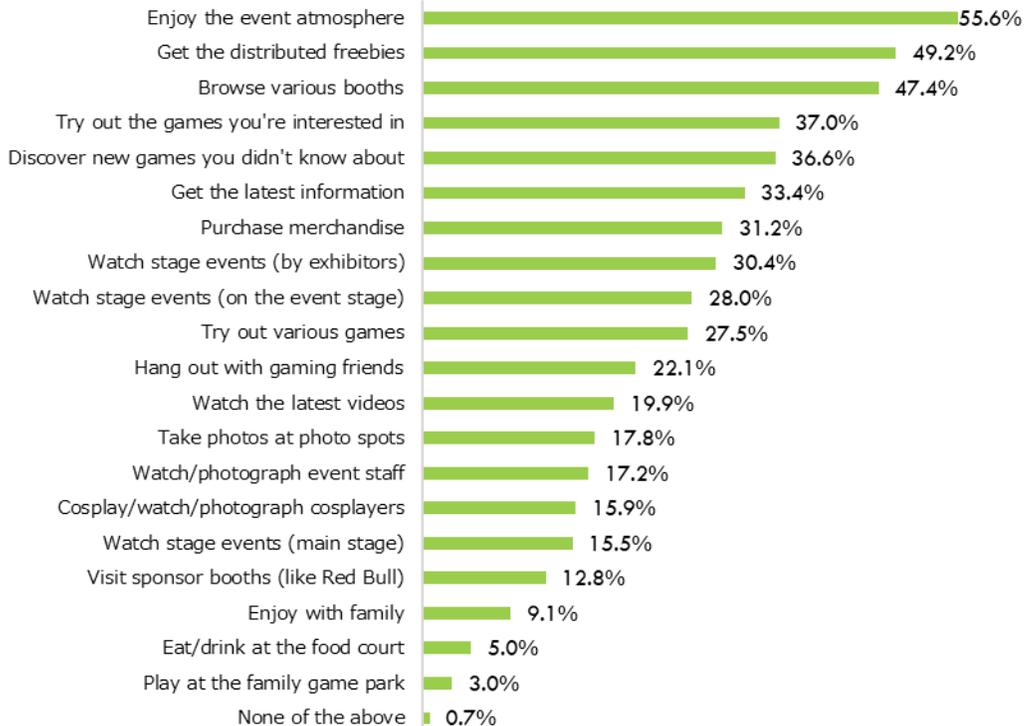
Frequency of Game Playing



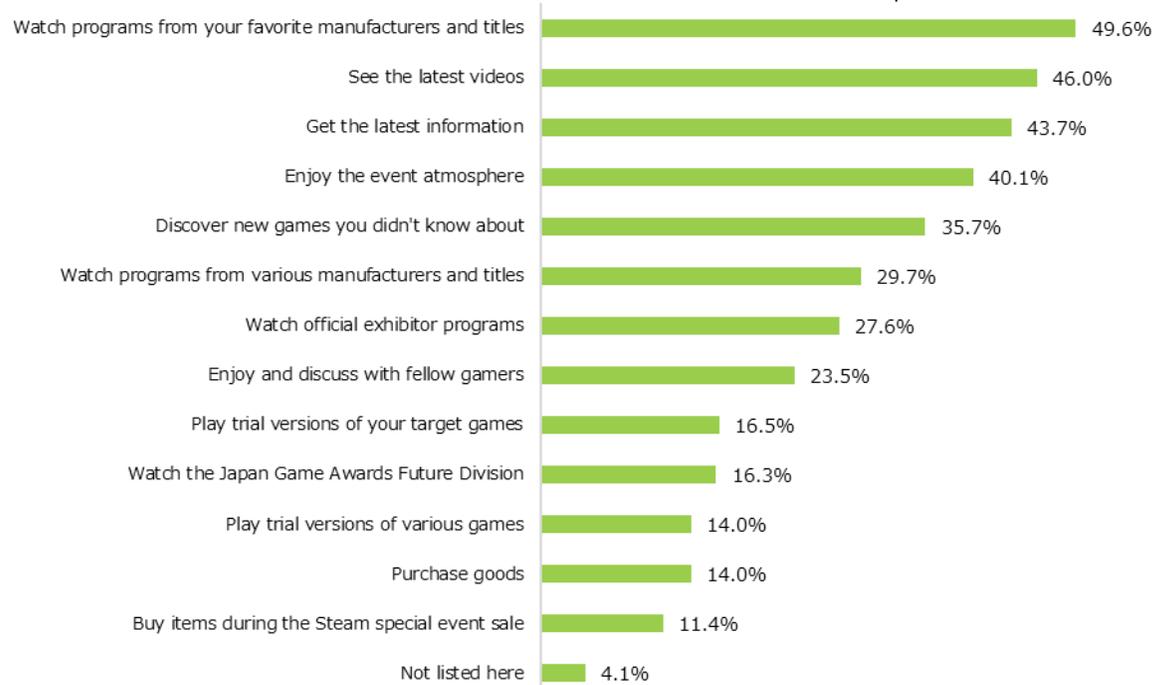
Amount spent on games in the past 1-year



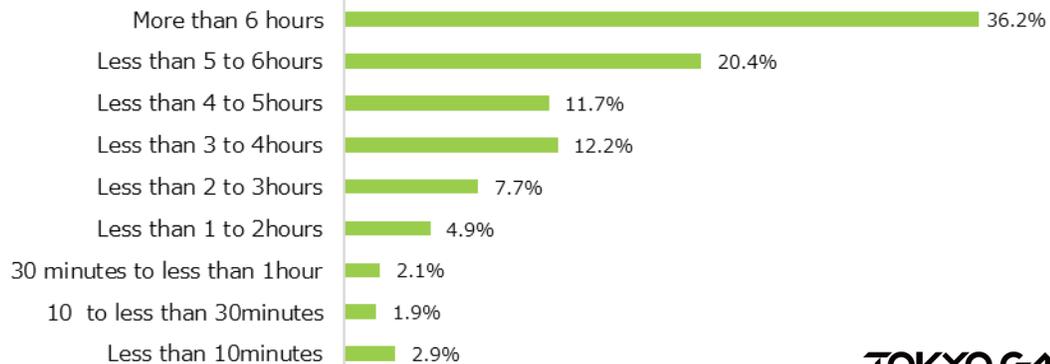
Intentions To Real Exhibit (multiple answers)



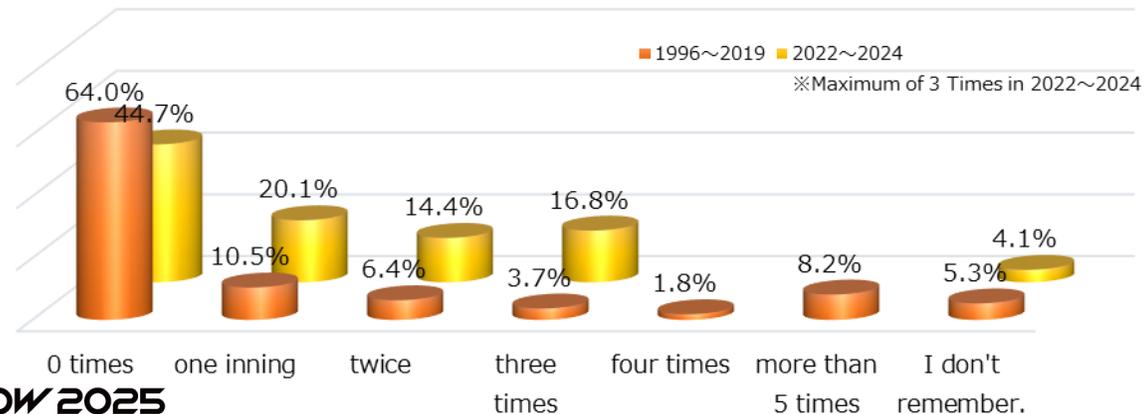
Intentions To Online Exhibit (multiple answers)



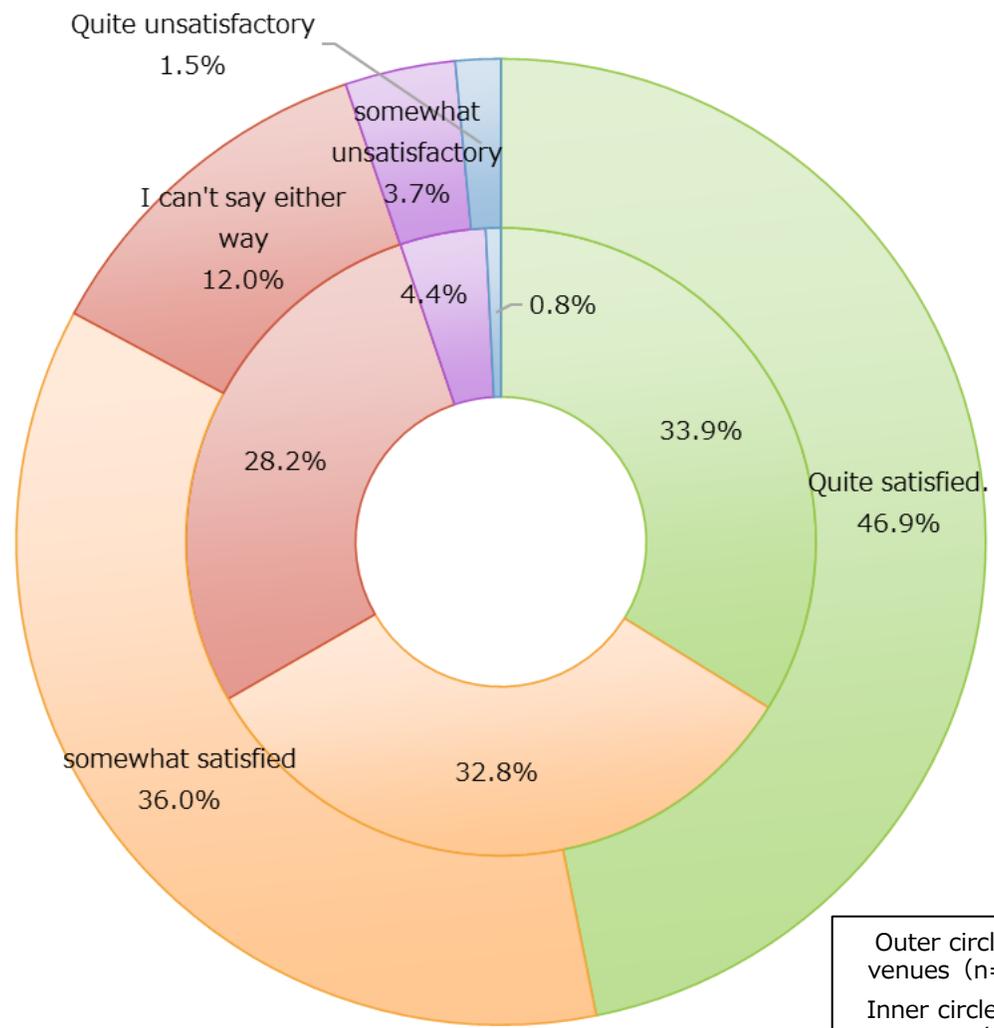
Real Venue Stay Time



Number of Times Participated in Previous TGS

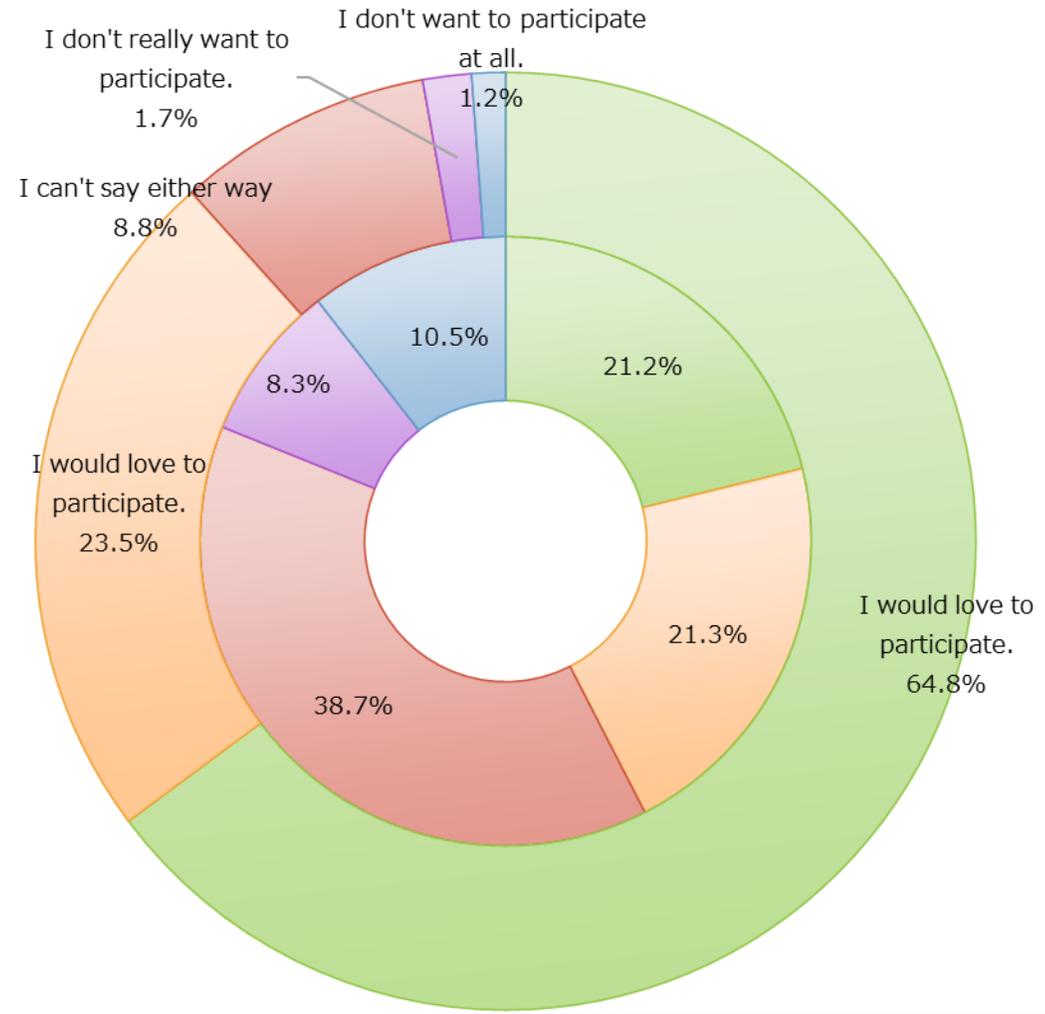


(Degree of) Satisfaction



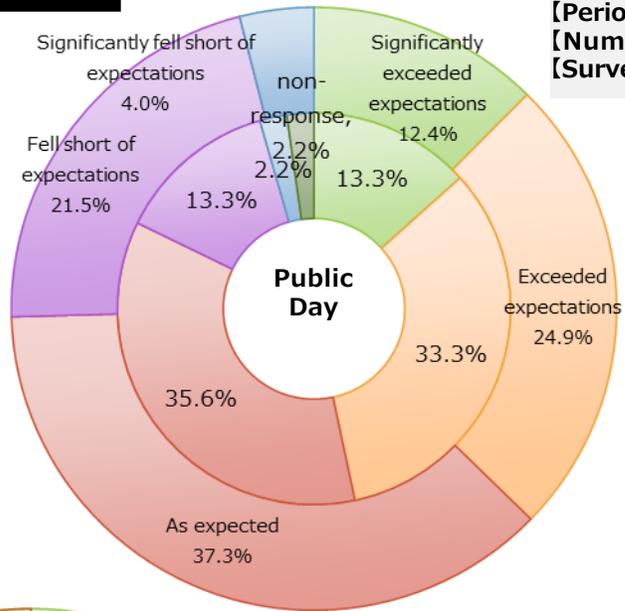
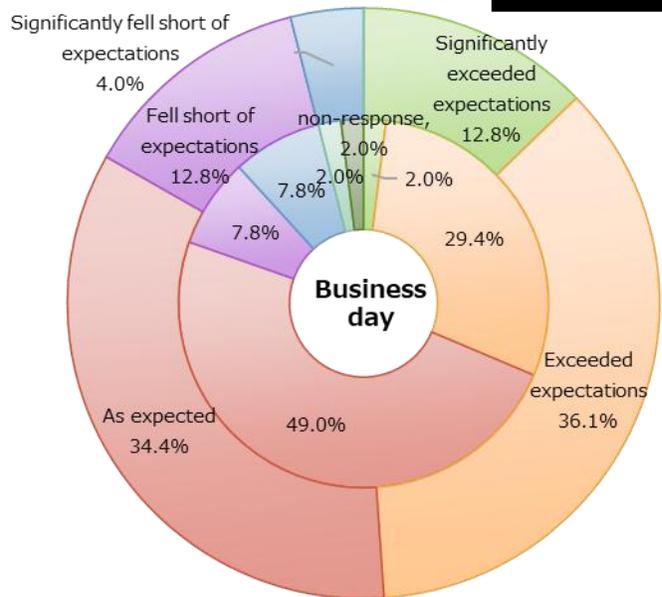
Outer circle: Real venues (n=3,778)
 Inner circle: online venues (n=387)

Intention to Participate in the next TGS



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

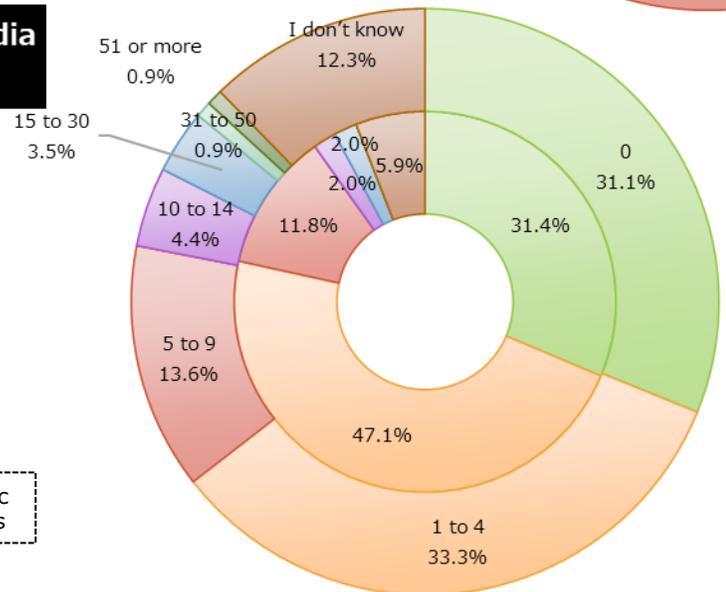
Number of Visitors to the Booth



[Survey Method] The survey was distributed via e-mail to exhibitors at TGS2025, and responses were received via a web-based survey system.
[Period] Domestic/Overseas : October 8 -20, 2025
[Number of valid responses] Domestic 228 companies Overseas 51 companies
[Survey Conducted by] Nikkei BP Consulting, Inc.

<Composition ratio: rounded to the first decimal place>

Number of Media Interviews



Outer Circle : Domestic
 Inner Circle : Overseas

Main purpose and motivation for exhibiting (Multiple responses)

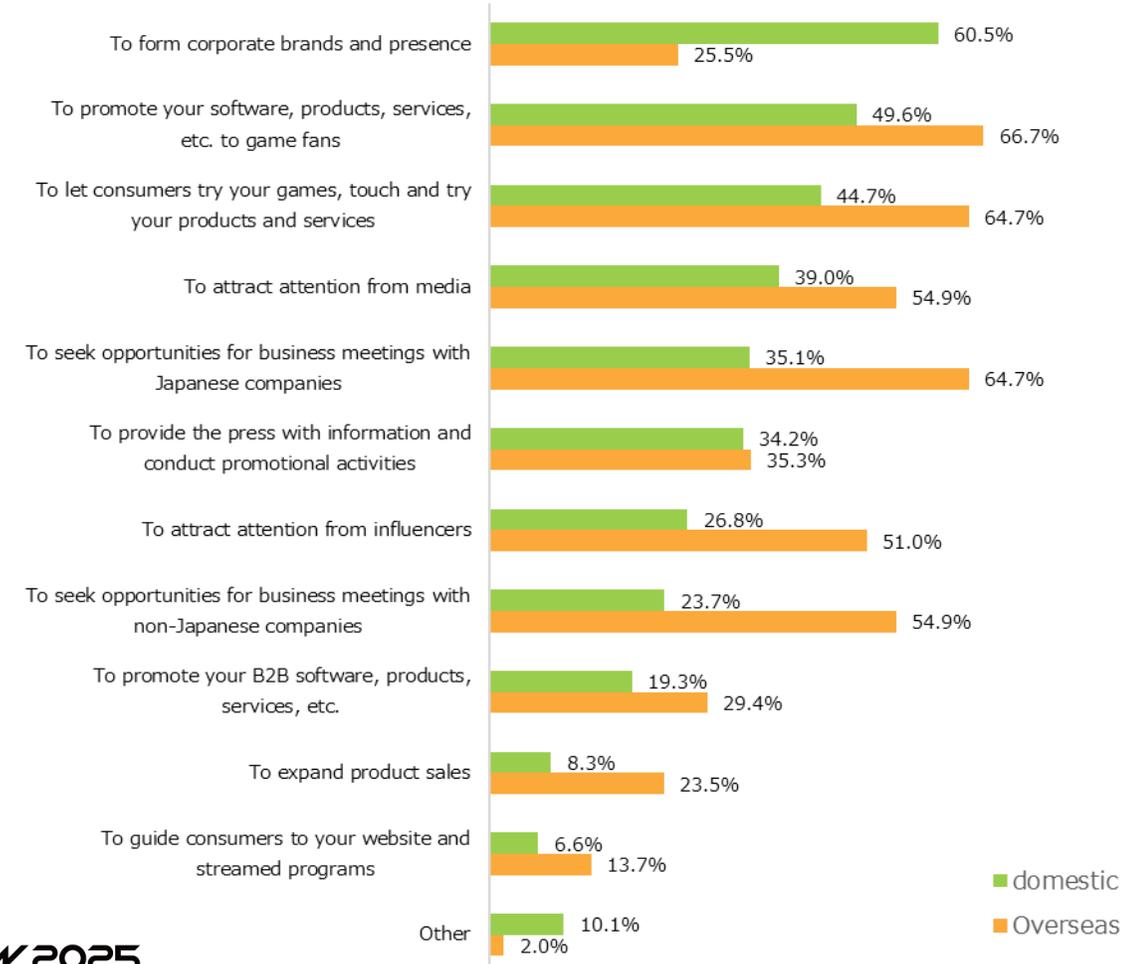
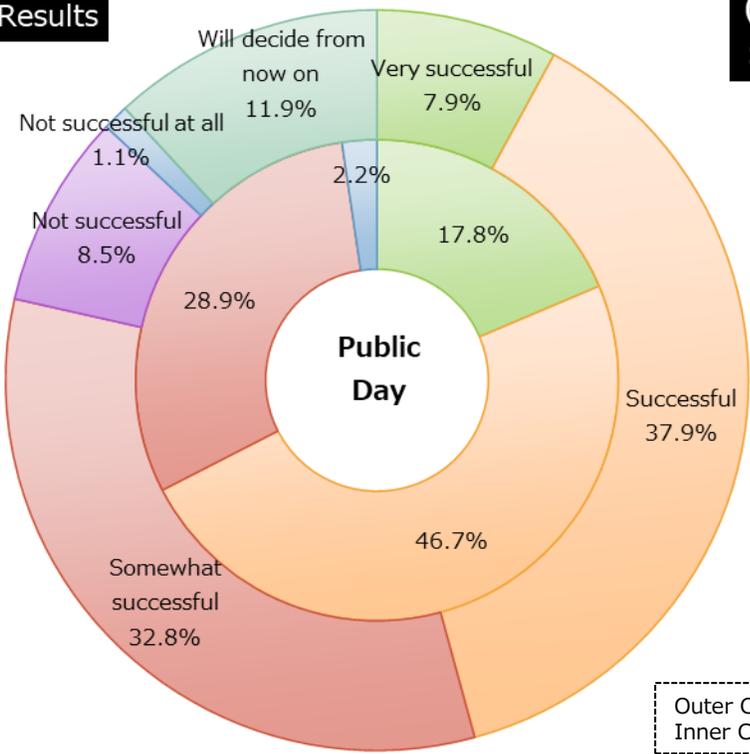
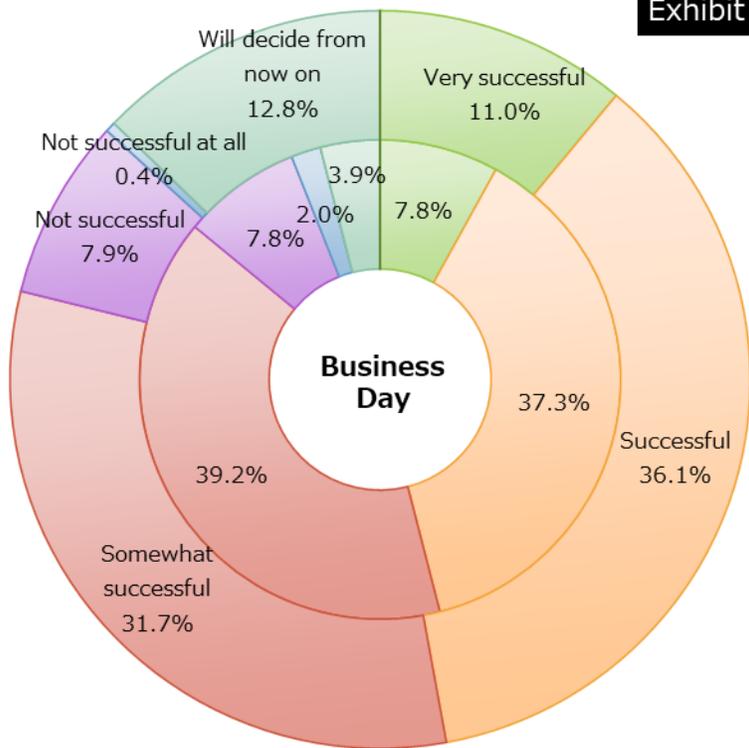
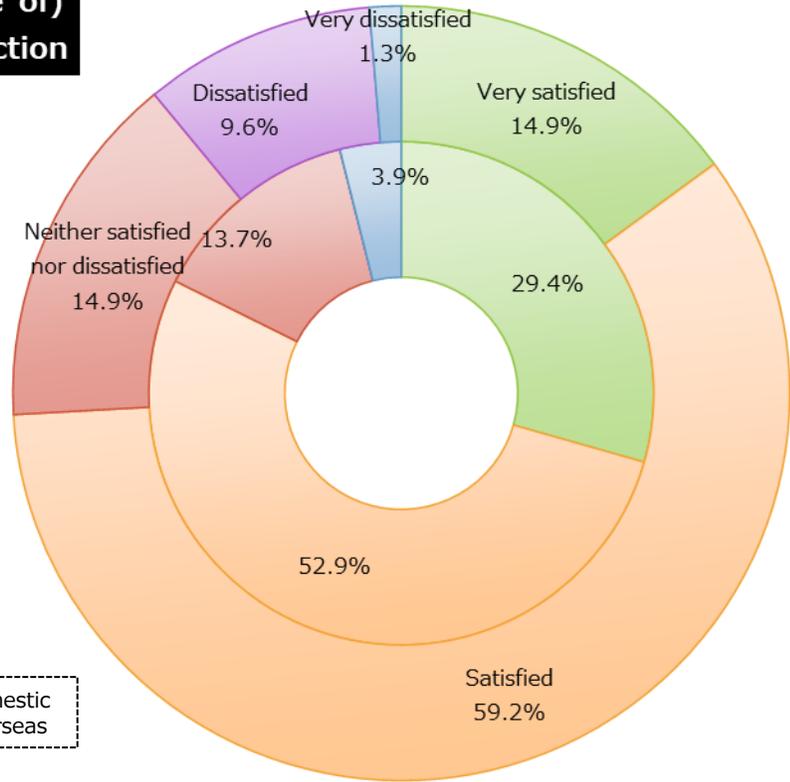


Exhibit Results

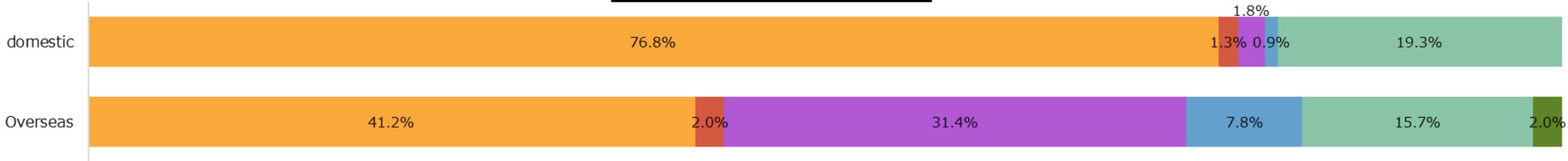


(Degree of) Satisfaction



Outer Circle : Domestic
Inner Circle : Overseas

Hope to exhibit at the next TGS



■ I want to exhibit in real venue only (booth+ Official web site and Steam special site)
 ■ I want to exhibit online only
 ■ I want to exhibit in a combination of real venue and online
 ■ Do not want to exhibit
 ■ Don't know
 ■ non-response

TOKYO GAME SHOW 2025 OFFICIAL REPORT

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Computer Entertainment Supplier's Association (CESA)
18 Fl. 2-7-1 Nishi Shinjuku, Shinjuku-ku, Tokyo 163-0718 Japan

Production

TGS Management Office

To Inquiry

Nikkei BP TOKYO GAME SHOW Management Office

E-mail : tgs-ope@nikkeibp.co.jp

