

TOKYO GAME SHOW 2025

Official Program Guide

Ver.03
June 2, 2025

INDEX

1 About TOKYO GAME SHOW -- P03

What is TOKYO GAME SHOW ?	- P04
TOKYO GAME SHOW 2024 Results	- P05
TOKYO GAME SHOW 2024 Performance	- P06
TOKYO GAME SHOW Visitor Trends	- P09

2 TOKYO GAME SHOW 2025 -- P10

Event Overview	- P11
Theme	- P12
Zoning	- P13

3 Event Stage Guide -- P14

Overview	- P15
Menu	- P16
Timetable	- P17
Stage Content	- P18
Intermission Ad Slot (15 seconds)	- P24

4 Application & Schedule -- P25

Application	- P26
Schedule	- P27
Inquiries	- P28

5 Sponsorship/ Advertising Terms -- P29

1 About TOKYO GAME SHOW

What is TOKYO GAME SHOW ?

Starting in 1996, TOKYO GAME SHOW is Japan's largest gaming event held every September at Makuhari Messe

With many game companies' exhibition booths, merchandise sales, new game announcements and trials, reveals of trailers (preview videos) for games in development, talk shows by developers and voice actors, live performances by artists, advance sales of merchandise, this comprehensive and massive trade show is covered by media worldwide with high global attention, bringing together everything related to gaming.

TOKYO GAME SHOW 2025

September 25-28
Makuhari Messe,
Japan

TOKYO GAME SHOW 2025 | 4

TOKYO GAME SHOW 2024 Performance | Event Results

202
4

Duration September 26 (Thu) - September 29 (Sun), 2024

Venue Makuhari Messe Halls 1-11 + International Conference Hall
+ Event Hall

Number of Exhibitors **985 companies** (2023: 787 companies)

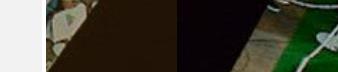
Number of Titles **2,850 titles** (2023: 2,291 titles)

Number of Visitors **274,739 people** (2023: 243,238 people)

Number of Media Outlets **1,468** (2023: 1,436)
Breakdown TV: 124 / Radio: 33 / Newspapers: 38 / News Agencies: 27 /
Magazines: 81 / Web: 547 / Others: 45

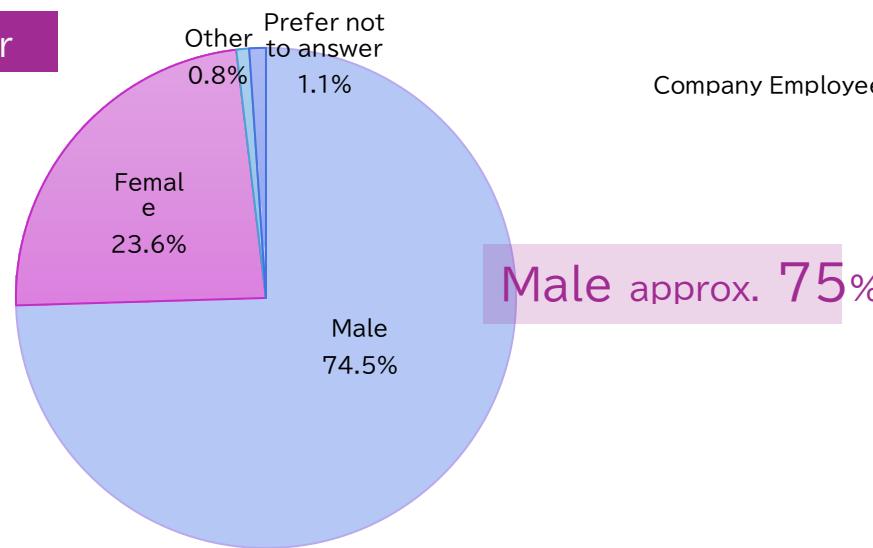
Number of Press Personnel **3,899 people** (2023: 3,488 people)
Breakdown TV: 255 / Radio: 112 / Newspapers: 79 / News Agencies: 34 /
Magazines: 175 / Web: 2,047 / Others: 73

Gaming Industry **Approximately 30 trillion yen market size** *Source: CESA Game Industry Report 2024

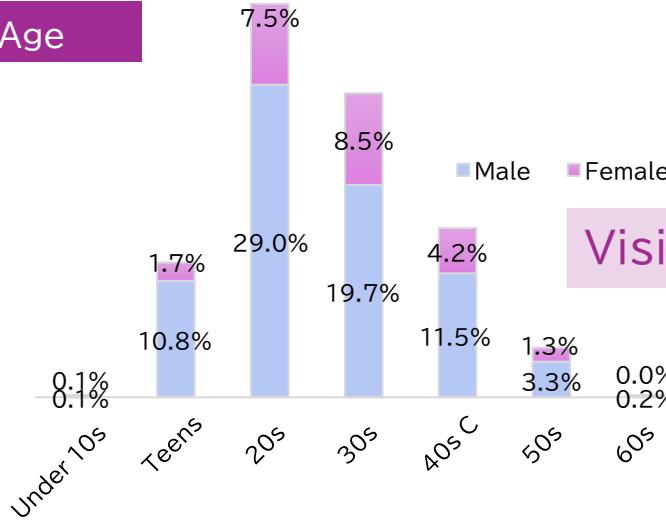


TOKYO GAME SHOW 2024 Performance | Visitor Demographics: General Visitors

Gender



Age



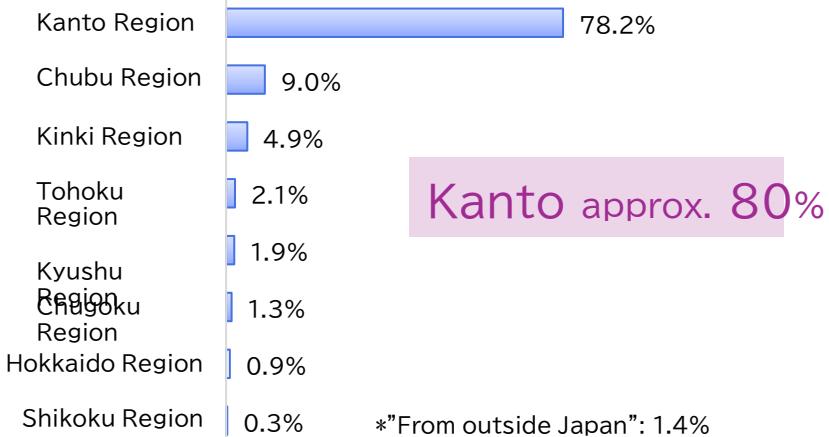
Occupation

Company Employee/Civil Servant/Organization Staff (including executives)

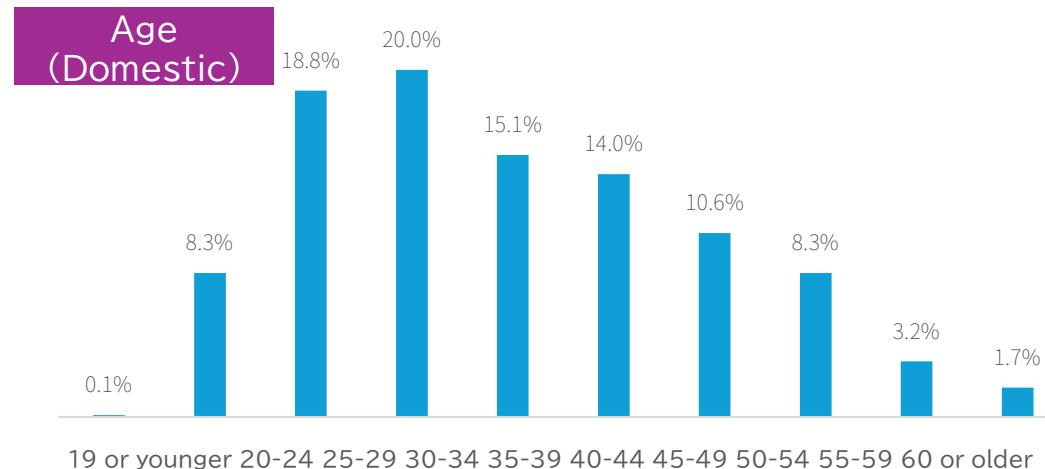
University/College/Graduate Student	11.1%
Part-time/Temporary/Contract Worker	10.9%
High School Student	6.5%
Self-employed/Freelance/Professional	5.1%
Currently not employed or in school	2.8%
Full-time Homemaker	2.0%
Other occupations	1.8%
Technical/Vocational School Student	1.7%
Middle School Student	1.4%
Other Students	0.8%
Elementary School or younger	0.5%

Company Employees approx. 55%

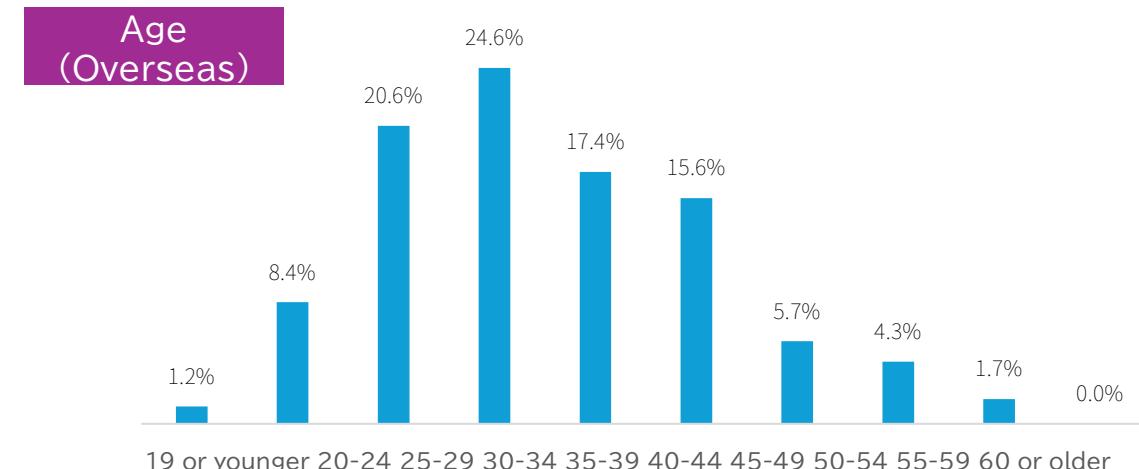
Region of Residence



TOKYO GAME SHOW 2024 Performance | Domestic Business Day Visitors & Overseas Visitors



Visitors in their 20s-30s



Visitors in their 20s-30s



Sales & Creators: approx. 33%



Executives/Officers/Computer-Related Technical Position: approx. 35%

TOKYO GAME SHOW 2024 Performance | Official Website / Official Social Media

Official Website



Approximately 7 million PV

Domestic X Followers



TOKYO GAME SHOW／東京ゲームショウ
3,767 件の投稿

ゲームで世界に先駆け
TOKYO GAME SHOW 2024
9.26~9.29

... 🔍 🔍 フォロー中

TOKYO GAME SHOW／東京ゲームショウ
@tokyo_game_show

TGS公式アカウント。TGS2025は9月25日(木)～9月28日(日)開催! こちらのアカウントは配信専用なので、質問等は公式サイト内問い合わせフォームからお願いします。ハッシュタグ #TGS2025 #東京ゲームショウ

エンターテイメント・レクリエーション Tokyo Japan tgs.cesa.or.jp
2009年12月からTwitterを利用しています

312 フォロー中 9.5万 フォロワー

Approximately 95,000 followers

TGS Related Videos



TOKYO GAME SHOW/東京ゲームショウ

@tokyogameshow チャンネル登録者数 8.17万人・477 本の動画

東京ゲームショウ2024公式番組の配信をこのチャンネルで9月26日から29日まで...さらに表示

tgs.cesa.or.jp、他 4 件のリンク

チャンネル登録

124 videos posted / approx. 1.5 million views

TOKYO GAME SHOW Visitor Trends

2022

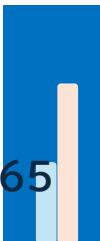
2023

2024

Number of General Visitors

Number of Business Day Visitors

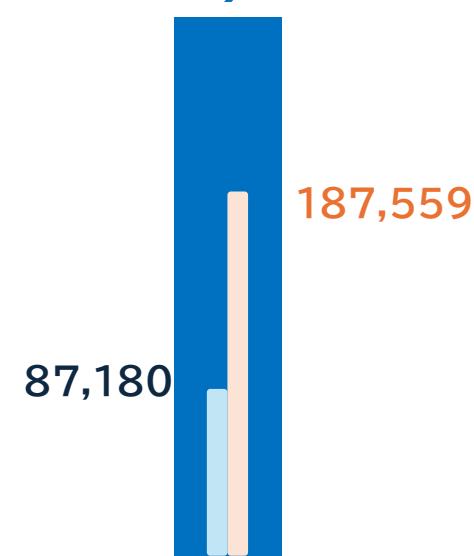
138,192



243,238



274,739



TGS real venue reach is increasing year by year!

2

TOKYO GAME SHOW 2025

TOKYO GAME SHOW 2025 | Event Overview

Name	TOKYO GAME SHOW 2025
Venue	Makuhari Messe Halls 1-11 + International Conference Hall + Event Hall
Duration	Business Days: September 25 (Thu) 10:00-17:00 September 26 (Fri) 10:00-17:00 Public Day: September 27 (Sat) 09:30-17:00 September 28 (Sun) 09:30-16:30
Organizer	Computer Entertainment Supplier's Association (CESA)
Co-organizers	Nikkei Business Publications Inc. Sony Music Solutions Inc.
Support	Ministry of Economy, Trade and Industry (tentative)



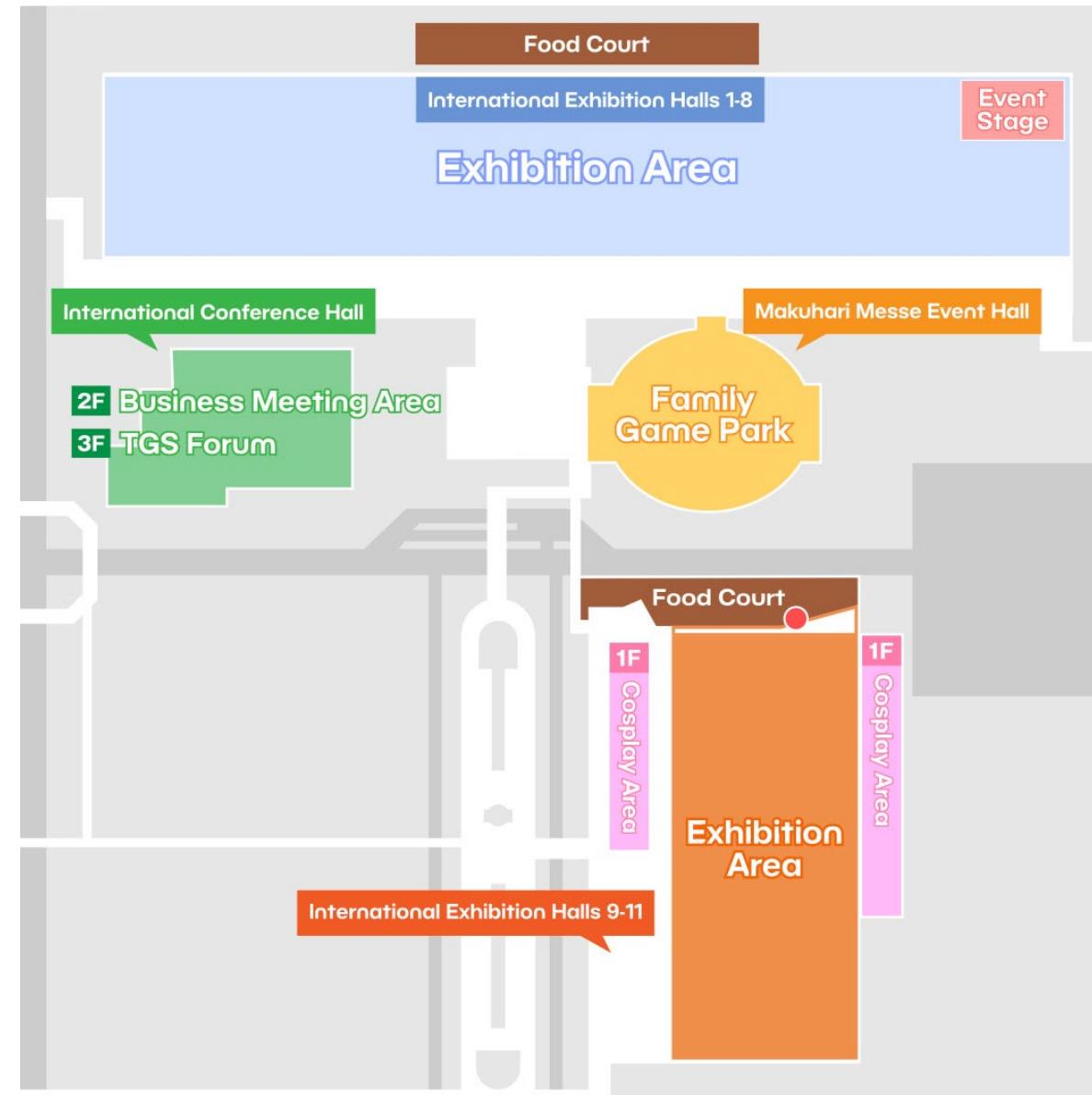
Theme

Unlimited, Neverending Playgrounds

TGS is a playground where games, creators, and players gather from around the world, and create the future of gaming together.

Transcending age and nationality, it provides a world where all visitors, both adults and children, can encounter more experiences than they can fully explore, enjoy themselves freely, and connect with others.

TOKYO GAME SHOW 2025 | Zoning



TOKYO GAME SHOW 2025

Business Days:

September 25 (Thu) 10:00-17:00
September 26 (Fri) 10:00-17:00

Public Day:

September 27 (Sat) 09:30-17:00
September 28 (Sun) 09:30-16:30



Family Game Park

Public Day:

September 27 (Sat) 09:30-17:00
September 28 (Sun) 09:30-16:30



3 Official Program Guide

About Event Stage & Official Program

At TGS2025, as a platform for exhibitors to promote new titles,

all event stages will be streamed in conjunction with the official program.

Additionally, from a global perspective, [we have prepared 24-hour slots for the official program.](#)

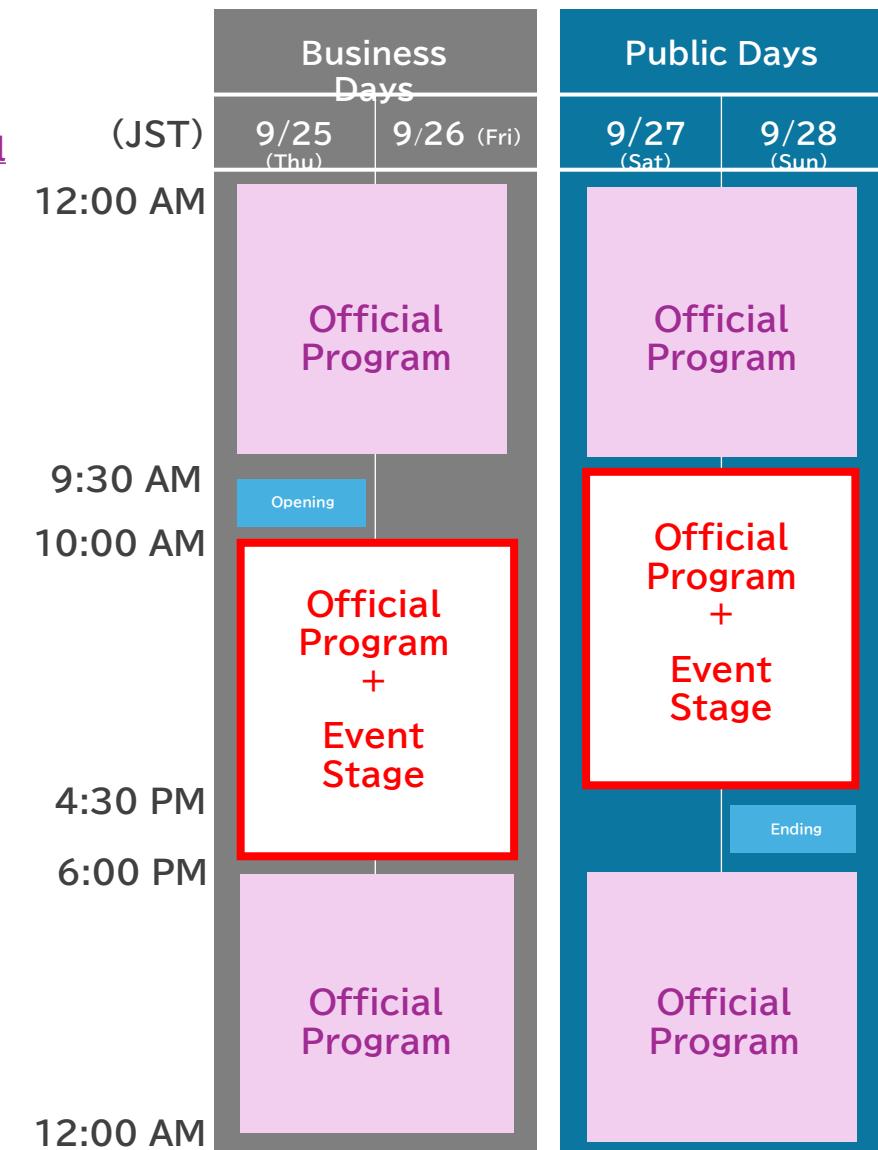
After application, the secretariat will review the stage content details, and we will contact you about implementation feasibility and timing by late June. For exhibitors whose implementation has been confirmed, please participate in the exhibitor briefing scheduled for early July.

Official Program + Event Stage Set Discount

CESA members: **3,410,000 yen** (tax included) **200,000 yen OFF**

General: **4,125,000 yen** (tax included) **250,000 yen OFF**

[Set discount applies, Official Program: 60-minute slot provided,
slot selection will be given priority.](#)



Official Program | Overview

At TGS2025, official programs will be streamed 24 hours from 0:00 to 24:00, viewable on various domestic and international video platforms including YouTube, X, and Niconico. No dedicated studio will be set up in Makuhari Messe, we will stream complete packages provided by exhibitors or live footage from separate studios/venue stages. Additionally, we offer special discounts for exhibitors who participated in last year's official program. Please consider participating in the official exhibitor program.

Official Program Participation Fee (tax excluded) Fee for 1 slot of 50 minutes *Exhibition fee not included. Separate application required for real or online exhibition.					
	Early Morning/Late Night Slot	General Slot *60 minutes	Second Round Candidate Slots	Advance Slot	Golden Time Slot
CESA members	550,000 yen (Tax included)	2,200,000 yen (Tax included)		3,300,000 yen (Tax included)	
General	660,000 yen (Tax included)	2,750,000 yen (Tax included)		3,850,000 yen (Tax included)	

[Official Program Participation Fees](#)
[About Special Discounts](#)

Exhibitors with track record of TGS2024 official exhibitor program receive 500,000 yen OFF the above fees
* Early morning and late night slots are not eligible for discounts.

Video Platforms

YouTube / X / niconico / Twitch / TikTok / DouYu / bilibili / Douyin

*Video platforms subject to change. / *Streaming to Chinese video platforms may not be possible depending on content. Please note in advance.

Official Program | Time Schedule

TIME (JST)	Previous Day	Business Days		Public Days		TIME (JST)
	9.24 Wed	9.25 Thu	9.26 Fri	9.27 Sat	9.28 Sun	
12:00 AM		Early Morning/Late Night Slot		12:00 AM - 12:50 AM	12:00 AM - 12:50 AM	12:00 AM
1:00 AM		1:00 AM - 1:50 AM	1:00 AM - 1:50 AM	1:00 AM - 1:50 AM	1:00 AM - 1:50 AM	1:00 AM
2:00 AM		2:00 AM - 2:50 AM	2:00 AM - 2:50 AM	2:00 AM - 2:50 AM	2:00 AM - 2:50 AM	2:00 AM
3:00 AM		3:00 AM - 3:50 AM	3:00 AM - 3:50 AM	3:00 AM - 3:50 AM	3:00 AM - 3:50 AM	3:00 AM
4:00 AM		4:00 AM - 4:50 AM	4:00 AM - 4:50 AM	4:00 AM - 4:50 AM	4:00 AM - 4:50 AM	4:00 AM
5:00 AM		5:00 AM - 5:50 AM	5:00 AM - 5:50 AM	5:00 AM - 5:50 AM	5:00 AM - 5:50 AM	5:00 AM
6:00 AM		6:00 AM - 6:50 AM	6:00 AM - 6:50 AM	6:00 AM - 6:50 AM	6:00 AM - 6:50 AM	6:00 AM
7:00 AM		7:00 AM - 7:50 AM	7:00 AM - 7:50 AM	7:00 AM - 7:50 AM	7:00 AM - 7:50 AM	7:00 AM
8:00 AM		8:00 AM - 8:50 AM	8:00 AM - 8:50 AM	8:00 AM - 8:50 AM	8:00 AM - 8:50 AM	8:00 AM
9:00 AM		General Slots *Linked with Event Stage		12:00 AM - 12:50 AM	12:00 AM - 12:50 AM	9:00 AM
10:00 AM		Second Round Candidate Slots (50 minutes) 10:05 AM - 10:55 AM	Second Round Candidate Slots (50 minutes) 10:05 AM - 10:55 AM	General Slots 10:30 AM - 11:30 AM	General Slots 10:00 AM - 11:00 AM	10:00 AM
11:00 AM		Organizer Stage *Cannot be selected	General Slots 11:00 AM - 12:00 AM	Second Round Candidate Slots (50 minutes) 11:35 AM - 12:25 PM	General Slots 11:30 AM - 12:30 PM	11:00 AM
12:00 PM		Second Round Candidate Slots (50 minutes) 12:05 PM - 12:55 PM	Second Round Candidate Slots (50 minutes) 12:05 PM - 12:55 PM	General Slots 12:30 PM - 1:30 PM	General Slots 12:00 PM - 1:00 PM	12:00 PM
1:00 PM		General Slots 1:00 PM - 2:00 PM	General Slots 1:00 PM - 2:00 PM	General Slots 2:00 PM - 3:00 PM	Organizer Stage *Cannot be selected	1:00 PM
2:00 PM		Second Round Candidate Slots (50 minutes) 2:05 PM - 2:55 PM	Second Round Candidate Slots (50 minutes) 2:05 PM - 2:55 PM	General Slots 3:00 PM - 4:00 PM	Organizer Stage *Cannot be selected	2:00 PM
3:00 PM		General Slots 3:00 PM - 4:00 PM	General Slots 3:00 PM - 4:00 PM	General Slots 3:30 PM - 4:30 PM		3:00 PM
4:00 PM		Second Round Candidate Slots (50 minutes) 4:05 PM - 4:55 PM	Second Round Candidate Slots (50 minutes) 4:05 PM - 4:55 PM	General Slots 4:00 PM - 5:00 PM		4:00 PM
5:00 PM		Advance Slot		6:00 PM - 6:50 PM	6:00 PM - 6:50 PM	5:00 PM
6:00 PM		Golden Time Slot		6:00 PM - 6:50 PM	6:00 PM - 6:50 PM	6:00 PM
7:00 PM		6:00 PM - 6:50 PM	6:00 PM - 6:50 PM	6:00 PM - 6:50 PM		7:00 PM
8:00 PM		7:00 PM - 7:50 PM	7:00 PM - 7:50 PM	7:00 PM - 7:50 PM		8:00 PM
9:00 PM		8:00 PM - 8:50 PM	8:00 PM - 8:50 PM	8:00 PM - 8:50 PM		9:00 PM
10:00 PM		9:00 PM - 9:50 PM	9:00 PM - 9:50 PM	9:00 PM - 9:50 PM		10:00 PM
11:00 PM		10:00 PM - 10:50 PM	10:00 PM - 10:50 PM	10:00 PM - 10:50 PM		11:00 PM
12:00 AM		11:00 PM - 11:50 PM	11:00 PM - 11:50 PM	11:00 PM - 11:50 PM		12:00 AM

Number of Official Program Slots

- **67 slots prepared for official program.**
- **Can use 2 consecutive slots as 110-minute slot.** (Participation fee ×2)

*Please consult secretariat for implementing 2 consecutive slots in general slot.

Advance Slot 6 slots

Early Morning/Late Night Slot 36 slots

General Slot *60 minutes *1

Golden Time Slot 18 slots

Second Round Candidate Slots TBD *2

*1 With 4 slots of organizer stage, becomes 7 slots.

*2 Event Stage: If package stage not sold out, will open for sales after first round recruitment ends. (See Event Stage Guide for package stage)

*3 Depending on the sales situation, we may adjust the time and number of sales slots.

Program Slot Selection Meeting *Meeting planned to be held online

Program slots will be determined at the “Program Slot Selection Meeting”. At the selection meeting, slots will be chosen according to selection priority.

After priority ①② selection, available slots will be announced to priority ③④ exhibitors. If many exhibition applications, slots may fill before the selection order reaches you. Only if no slots available when your turn comes, your application will be canceled without a cancellation fee. Please note in advance.

Program Slot Selection Meeting: Priority ①②③: June 20 (Fri) / Priority ④⑤: July 4 (Fri)

Program Slot Selection Priority Order

General Slot *60 minutes

- Priority ① Set sales purchase application order
- Priority ② Home game console platform providers
- Priority ③ Exhibitors with track record of TGS2024 official exhibitor program
- Priority ④ TGS2024 general exhibitors
- Priority ⑤ Other exhibitors

Advance Slot

Early Morning/Late Night Slot

Golden Time Slot

- Priority ② Home game console platform providers
- Priority ③ Exhibitors with track record of TGS2024 official exhibitor program
- Priority ④ TGS2024 general exhibitors
- Priority ⑤ Other exhibitors

*For same conditions

For priority ①②③ selection order, priority will be given in order of “Exhibitors with more official exhibitor program slots in 2024”, “2025 real exhibitors with more booth space numbers”, “Exhibitors meeting exhibition application deadline”, “CESA member companies”. If still the same conditions, priority will be determined by lottery.

For priority ④⑤ selection order, priority will be given in order of “2025 real exhibitors with more booth space numbers”, “Exhibitors meeting exhibition application deadline”, “CESA member companies”. If still the same conditions, priority will be determined by lottery.

*1 slot (50 or 110 minutes) per company. However, multiple slots (1 slot = 50 minutes) can be applied for if slots are available during selection meeting.

* Sponsored slots and organizer slots may be prioritized.

Regarding Rights Processing

Exhibitors must obtain permission and process necessary rights for videos, presentation materials, music, etc. prepared by exhibitors to ensure they do not infringe on copyrights or other rights of third parties.

If problems arise regarding third party rights infringement or if third parties suffer damages as a result, the exhibitor shall be responsible for handling the response.

Regarding Organizer Promotion

- After distribution of "Official Programs," video materials may be used for the TGS official site, social media, and future TGS promotion.
- Content (including created materials) and images that the TGS Secretariat interviews, photographs, and records during the event period may be used for the TGS official site, social media, and TGS promotion.

Caution when distributing titles equivalent to CERO "Z" rating

When distributing "Official Programs," titles equivalent to CERO "Z" rating must strictly comply with CESA's "Advertising Guidelines for 'Age 18 and over' Home Video Game Software."

<https://www.cesa.or.jp/uploads/guideline/cm-guide01.pdf>

When titles equivalent to CERO "Z" rating are included in the program, please do not record "depictions corresponding to Z (Age 18 and over) *such as body separation/loss or sexual expressions" as pointed out by CERO.

If there are titles equivalent to CERO "Z" rating, please submit video of only those applicable titles by "**Friday, August 29**" for secretariat review. We will check game video recording content in advance, and depending on the content of expressions, we may request program content modifications. If modifications are difficult or cannot meet the deadline, it may not be possible to distribute as part of the official program. Please note in advance.

Also, when titles equivalent to CERO "Z" rating are included, please display the CERO Z mark or indicate that it is an "Age 18 and over product" at the beginning of the program or before the applicable title.

*For rules regarding "Z" rating, please contact the secretariat for details

Official Program | Notes on Program Production

Archive of "Official Exhibitor Programs" on TGS Official Channel etc.

The "Official Program" will be archived on TGS official channels etc. after live streaming.

For archiving, please obtain permission in advance from exhibitors for videos, presentation materials, music, guests, etc. prepared by exhibitors, assuming archiving.

*Except when archiving is not possible

Complete package delivered content will be checked by the secretariat in advance

If the secretariat determines there are problems with the above content, we may request modifications or ask to stop/cancel live streaming.

Other Supplementary Items

- Second round candidate slots are first-come-first-served.
- Streamed programs will be archived on official channels of each video platform. If archiving is not possible, please notify us in advance.
- Additional streaming costs (transmission costs) will be incurred for streaming from exhibitor booths in Makuhari Messe venue or separate studios.
- Prior recording/editing (organizer production) is available as an option (paid) if desired. Prior recording schedule to be determined through consultation.

English Simultaneous Interpretation Version Streaming

- To strengthen information dissemination overseas, an English simultaneous interpretation version arranged by the organizer will be streamed parallel to the original version. (Included in participation fee)
- The organizer will arrange English simultaneous interpreters. Simultaneous interpretation in languages other than English are available as an option (paid).
- If translations of special terms are needed, please submit a translation term list in advance.
If no list is submitted, the secretariat will interpret and stream accordingly.

About Terms

- All entities and organizations wishing to exhibit are required to read and agree to the “TOKYO GAME SHOW 2025 Exhibition Rules” in the “TOKYO GAME SHOW 2025 Exhibition Guide” and the “TOKYO GAME SHOW 2025 Sponsorship and Advertising Terms” in this document before applying for exhibition.

Offer to Exhibitors

The following contents, services and functions will be provided to exhibitors.

- Official program titles will be posted on the “Official Program Schedule (tentative)” page.
The Official Program Schedule page will also link to the website you have set up.
 - Japanese, English, Chinese (simplified and traditional), and Korean will be provided on the official program title page.
* Information in Japanese, English, Chinese (simplified and traditional characters), and Korean to be provided by each company will be posted on the official program title page.
- Please check the application site (<https://tgs-system.com/>) for details (official program title, content, etc.)

Official Program & Event Stage | Intermission Ad Slot (15 seconds)



Official Program



Event stage

*Only before general slots

▼Event Stage Intermission Ad Structure



Duration	Specifications	Fee tax-included
1 slot 15seconds	Codec : mov file (ProRes422) or mp4 file (h.264) Mp4 file : Video bitrate 15Mbps or higher Resolution : 1,920x1,080 Frame rate : 59.94p Audio : 2ch (L,R) (MP4 file: Stereo) Interlaced format	550,000 yen

- Commercials will be shown before the start of each stage. *Before the start of the general slots, they will also be shown on the screen above the event stage.
- Broadcast timing and order will be determined by the secretariat.
- Applications will be accepted on a first-come, first-served basis.
- There are no purchase limits.

*Broadcast content will be reviewed by secretariat.

**Data Submission Deadline | September 5, 2025 (Friday)
6:00 PM**

4 Application & Schedule

Application

Official Program Application Site



*All entities and organizations wishing to exhibit are required to read and agree to the "TOKYO GAME SHOW 2025 Sponsorship and Advertising Terms" in this document before applying for exhibition.

*Applications will be processed on a first-come, first-served basis.

*We will contact you within 3 business days of receiving your application.

Please note that responses may take some time.

*After receiving and confirming the sponsorship application, the secretariat will send an "Application Acceptance Notice" to your registered email.

The sponsor agrees that this completes the sponsorship contract.

Data Policy

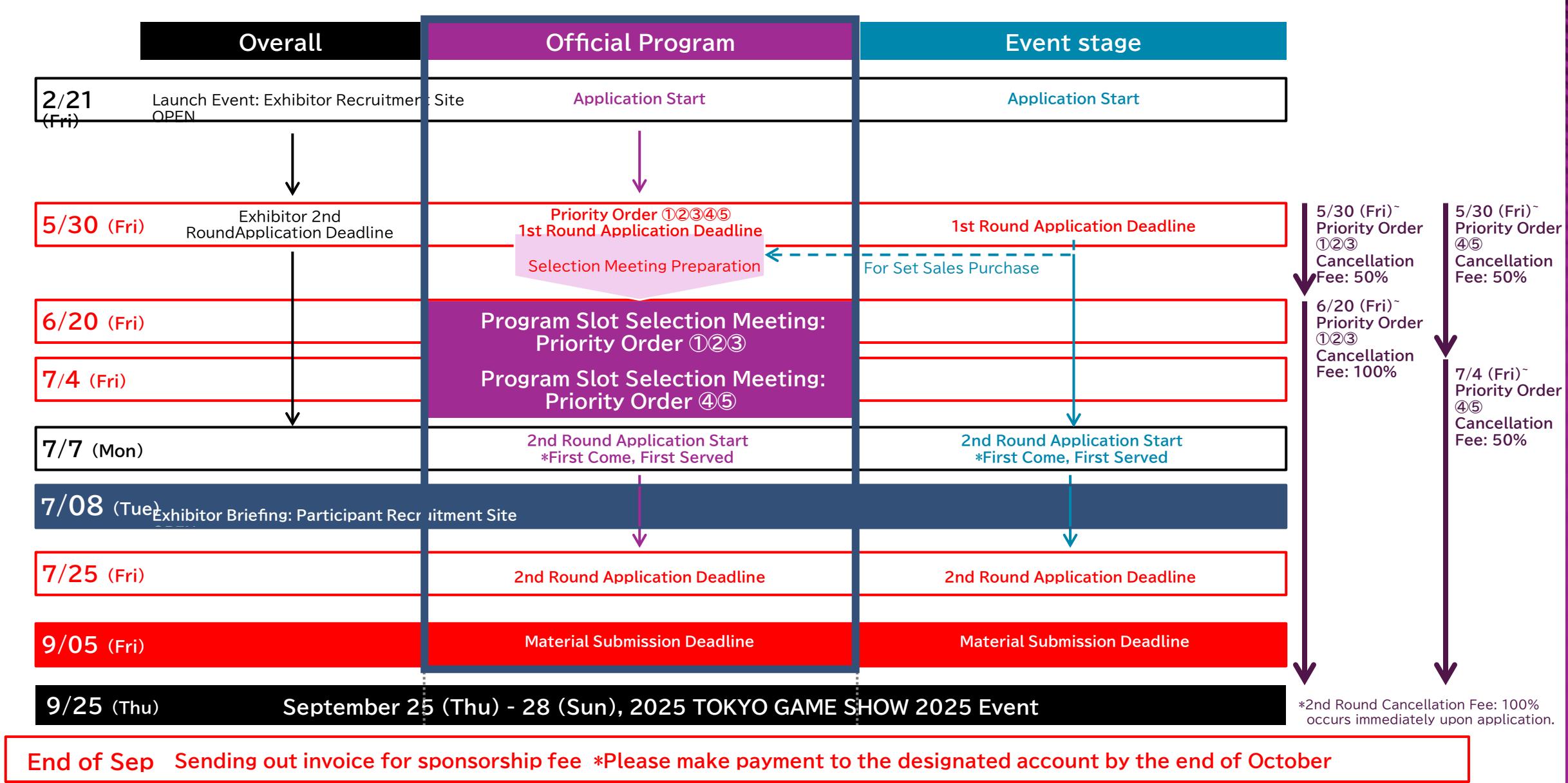
Time	Format
Varies according to the number of slots applied for.	Codec : mov file (ProRes422) or mp4 file (h.264) Mp4 file : Video bitrate 15Mbps or higher Resolution : 1,920x1,080 Frame rate : 59.94p Audio : 2ch (L,R) (MP4 file: Stereo) Interlaced format

Data Submission Deadline | May 30, 2025 (Friday)

***Second round of applications will begin on July 7.**

Schedule

*Schedule subject to change. Please note in advance.



Inquiries

**Sony Music Solutions (SMS) TOKYO GAME SHOW
Secretariat**

**Official Program Inquiry e-mail
tgs-program@sms-office.jp**

*We will contact you within 3 business days of receiving your inquiry.

Please note that depending on the nature of your inquiry, the response may take additional time.

*If you have not received an email from our secretariat, please configure your settings to accept emails from tgs-program@sms-office.jp and contact us again.

5

Sponsorship & Advertising Terms

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

Businesses and organizations wishing to sponsor or place advertisements shall apply for exhibition sponsorship/advertising based on the following "TOKYO GAME SHOW 2025 Sponsorship and Advertising Terms" (hereinafter referred to as "these Terms"). Unless otherwise specified, these Terms shall apply commonly to "Special Sponsorship Guide," "Official Program Guide," "Event Stage Guide," "Creator Lounge Sponsorship Guide," "Family Game Park Sponsorship Guide," "Online Advertising Guide," "Guide Map Advertising Guide," "Cosplay Area Sponsorship Guide," "Food Court Sponsorship Guide," and various regulations, guidelines, and instructions separately specified by the Computer Entertainment Supplier's Association (hereinafter referred to as "Organizer") and Nikkei Business Publications Inc./Sony Music Solutions Inc. (hereinafter collectively referred to as "Co-organizers").

After receiving and reviewing this sponsorship/advertising application, the secretariat (defined below as "Secretariat") will send a "Sponsorship/Advertising Application Acceptance Notice." The sponsor/advertiser agrees that this completes the exhibition Sponsorship/Advertising Contract.

■ Secretariat

In these Terms, "Secretariat" refers to the operational administrative office of "TOKYO GAME SHOW 2025" (hereinafter referred to as "the Exhibition") organized by the Exhibition's organizer and co-organizers.

■ Sponsorship/Advertising Guidelines

In these Terms, "Sponsorship/Advertising Guidelines" refers to the proposal documents separately specified, including "Special Sponsorship Guide," "Official Program Guide," "Event Stage Guide," "Creator Lounge Sponsorship Guide," "Family Game Park Sponsorship Guide," "Online Advertising Guide," "Guide Map Advertising Guide," "Cosplay Area Sponsorship Guide," and "Food Court Sponsorship Guide."

■ Sponsorship/Advertising Content

Details of sponsorship/advertising menus (events, streaming content, etc.) and types of sponsorship (Platinum, Gold, Silver, Bronze, etc.) shall be specified separately in the Sponsorship/Advertising Guidelines.

Sponsors/advertisers shall, in principle, provide monetary sponsorship/advertising. However, sponsorship/advertising through the provision of goods or services may be permitted only when approved by the Organizer.

The method and scope of exposure for products, services, logos, etc. provided by sponsors/advertisers and sponsorship/advertising benefits (advertising slots, event presentations, streaming introductions, etc.) shall be specified separately in the Sponsorship/Advertising Guidelines.

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

■Compliance with Terms

Businesses and organizations that have entered into contracts with the Secretariat under these Terms (hereinafter referred to as "Sponsors/Advertisers") shall comply with all regulations stated in these Terms and all regulations, guidelines, policies, and instructions presented by the Secretariat. If the Sponsor/Advertiser violates these Terms or if the Organizer or Secretariat determines that there has been nuisance to third parties or acts contrary to public order and morals, the Organizer and Secretariat may refuse the sponsorship/advertising application, terminate the contract, or order the suspension or modification of content exhibition/posting/streaming, and the Sponsor/Advertiser shall agree to this.

In such cases, the Organizer and Secretariat shall not refund any sponsorship/advertising fees and expenses paid in advance by the Sponsor/Advertiser, nor compensate for any damages incurred by the Sponsor/Advertiser or related parties due to contract termination or content exhibition/posting/streaming suspension/modification, and if the Organizer or Secretariat suffers damages, the Sponsor/Advertiser shall compensate the full amount.

■Sponsorship/Advertising Eligibility

Sponsors/Advertisers are not limited to game-related companies. However, sponsorship/advertising by corporations engaged in businesses that are contrary to public order and morals (e.g., adult entertainment, gambling-related industries, etc.) or other businesses deemed inappropriate by the Organizer will not be permitted. In addition, the Organizer reserves the right to refuse sponsorship/advertising from companies that do not align with the exhibition's brand image.

■Warranty

The Sponsor/Advertiser warrants to the Organizer that the products and services it provides do not infringe upon third-party rights and do not violate laws or public order and morals. If any third-party claims arise regarding legal violations, rights infringement, or other claims concerning the Organizer's implementation of sponsorship menus, the Sponsor/Advertiser shall resolve such claims at their own expense and responsibility.

■Formation of Contract

After receiving and reviewing a sponsorship/advertising application from a business or organization wishing to sponsor the exhibition, the Secretariat will send a Sponsorship/Advertising Application Acceptance Notice, which shall complete the exhibition Sponsorship/Advertising Contract between the Secretariat and the Sponsor/Advertiser.

■Prohibition of Subletting

Sponsors/Advertisers may not transfer or lease their contractual position and rights arising from these Terms to third parties without prior written permission from the Secretariat.

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

■Sponsorship Application and Payment Deadline

①The date of completion of the exhibition Sponsorship/Advertising Contract shall be the Sponsorship/Advertising Contract Date.
②After the Sponsorship/Advertising Contract Date, the Secretariat will issue an invoice to the Sponsor/Advertiser, and the Sponsor/Advertiser shall transfer the sponsorship/advertising fee to the bank account designated by the Secretariat by the payment date stated on the invoice. The transfer fee shall be borne by the Sponsor/Advertiser. If payment is not confirmed by the payment date, the Secretariat may terminate the contract related to this exhibition.

■Cancellation of Sponsorship Application

①If the Sponsor/Advertiser cancels all or part of the sponsorship/advertising contract after the Sponsorship/Advertising Contract Date, it must notify the Secretariat in writing.
②The cancellation fee (excluding consumption tax) due to cancellation by Sponsors/Advertisers shall be as follows, and the Sponsor/Advertiser shall pay the cancellation fee within 30 days after receiving the cancellation fee invoice from the Secretariat.

(Special Sponsorship)

- Cancellation after sponsorship decision: 100% of sponsorship fee

(Official Program)

- Individual cancellation fee provisions to be specified

(Event Stage)

- Individual cancellation fee provisions to be specified

(Creator Lounge)

- Cancellation after sponsorship decision: 100% of sponsorship fee

(Family Game Park Sponsorship)

- Cancellation after sponsorship decision: 100% of sponsorship fee

(Online Advertising)

- Cancellation after advertising decision: 100% of advertising fee

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

(Guide Map Advertising)

- Cancellation after advertising decision: 100% of advertising fee

(Cosplay Area Sponsorship)

- Cancellation after sponsorship decision: 100% of sponsorship fee

(Food Court Sponsorship)

- Cancellation after sponsorship decision: 100% of sponsorship fee

■ Liability for Damages

① The Organizer and Secretariat shall not be liable for any failure or damage caused by Sponsors/Advertisers (including employees and related parties such as contractors) in connection with the implementation of sponsorship/advertising menus at this exhibition, regardless of the reason.

② Rights clearance for content exhibited/posted online/streamed at this exhibition shall be handled at the Sponsor/Advertiser's expense and responsibility. In addition, the Organizer and Secretariat shall not be liable for compensation for accidents (theft, loss, fire, damage, etc.) caused by natural disasters or other force majeure events.

③ Sponsors/Advertisers shall immediately compensate for any damage to the exhibition's buildings or facilities caused by the negligence of their employees or related parties.

④ The Organizer and Secretariat shall not be responsible for any typographical errors or omissions that may accidentally occur in the TGS Official Website or other promotional materials for this exhibition.

⑤ In the event of outbreak/spread of various virus infections, national, local public bodies, designated public institutions, or designated local public institutions may request cancellation, postponement, or content modification of all or part of this exhibition based on emergency measures under the Act on Special Measures for Pandemic Influenza and New Infectious Diseases Preparedness and Response [Act No. 31 of May 11, 2012]. Under this law, or based on the Organizer and Secretariat's independent judgment, the Organizer and Secretariat will not refund sponsorship/advertising fees already received in the event of cancellation, postponement, or modification of this exhibition.

Depending on circumstances, the Organizer and Secretariat may make decisions different from those specified in this paragraph at their sole discretion.

⑥ The Organizer and Secretariat may publish expected attendance numbers for this exhibition, but Sponsors/Advertisers agree that these are merely predictions and do not guarantee these numbers, including changes due to circumstances described in ⑤ above.

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

■Statistical Information

The Organizer and Secretariat may acquire and use access information (including but not limited to IP addresses) of visitors who accessed exhibitors' online exhibition sites and management areas through this exhibition. However, such acquisition does not mean that the Organizer and Secretariat will provide such access information to exhibitors.

■Exhibition Postponement, Modification, or Cancellation

If the Secretariat postpones, changes the period, or cancels this exhibition due to reasons attributable to the Secretariat, the Secretariat shall refund Sponsors/Advertisers a pro-rated amount calculated based on the remaining days of the event. The Secretariat's liability to Sponsors/Advertisers under this article shall be limited to the refund of such pro-rated amount.

■Force Majeure

The Organizer and Secretariat may postpone, change the period, or cancel this exhibition if it becomes difficult or impossible to hold the exhibition due to a force majeure event as defined in the following items, or if the Organizer and Secretariat determine that such force majeure event may occur. However, in such cases, the Secretariat will not refund sponsorship/advertising fees already received from Sponsors/Advertisers and will demand full payment of unpaid sponsorship/advertising fees.

Furthermore, even if Sponsors/Advertisers suffer damages due to postponement, period change, or cancellation of this exhibition based on the above reasons, the Organizer and Secretariat shall not be liable to Sponsors/Advertisers.

- (1) When emergency inspection of computer systems related to this exhibition is required
- (2) When computers, communication lines, etc. stop due to an accident
- (3) Natural disasters (including earthquakes, typhoons, storms and rain, tsunamis, floods, landslides, lightning, explosions, fires, etc.)
- (4) Social disruption (including war, terrorism, hostile acts, civil war, riots, civil disturbances, etc.)
- (5) Acts of public authority (including enactment/revision of laws and regulations, government intervention, administrative orders, trade prohibitions, etc.)
- (6) Spread of infectious diseases/contagious diseases (including various bacteria, various viruses, etc.)
- (7) Shortage of materials/resources (including stoppage of electricity/gas/water supply, oil shortage, shortage of raw materials/materials, etc.)
- (8) Labor disputes (including strikes, sabotage, lockouts, etc.)
- (9) Default of important business partners (including bankruptcy/collapse of operating companies, etc.)
- (10) Other events not attributable to the Organizer or Secretariat

TOKYO GAME SHOW 2025 Sponsorship & Advertising Terms

[Personal Information Protection Initiatives]

Sony Music Solutions Inc. will acquire and use personal information based on the following privacy policy.

Sony Music Solutions Inc. Privacy Policy URL:

https://www.sonymicsolutions.co.jp/s/sms/page/company_privacy?ima=5632

Furthermore, Sponsors/Advertisers shall apply for sponsorship/advertising under these Terms after agreeing to jointly use personal information acquired by Sony Music Solutions Inc. as follows:

1. Items of personal data to be jointly used

Personal information items acquired based on Sony Music Solutions Inc.'s privacy policy

2. Range of joint users

Computer Entertainment Supplier's Association
Nikkei Business Publications Inc.

3. Purpose of use by users

Purpose of use of personal information acquired based on Sony Music Solutions Inc.'s privacy policy

4. Entity responsible for management of personal data

[Sony Music Solutions Inc.](#)

9-7-1 Akasaka, Minato-ku, Tokyo 107-6214

These Terms and Conditions are a reference translation of the Japanese version of the Terms and Conditions.

In the event of any discrepancy or inconsistency between the Japanese version of the Terms and Conditions and this Agreement, the Japanese version shall prevail.