



# TOKYO GAME SHOW 2025

To all members of the press

May 7, 2025

Computer Entertainment Supplier's Association

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## **Support indie game developers to exhibit for free**

## **Sponsors announced for**

## **"SELECTED INDIE 80"**

**Sony Interactive Entertainment, Nintendo and Kodansha,  
Happinet, PLAYISM, Hobby Japan  
iGi indie Game incubator, NexTone, World Map,  
CRI Middleware, Amakusa, BenQ Japan, ASK, Aurin**

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**SELECTED INDIE 80 entry deadline is Friday, May 16**

The Computer Entertainment Supplier's Association (CESA, Chairman: Haruhiro Tsujimoto) will sponsor "SELECTED INDIE 80" at TOKYO GAME SHOW 2025, which aims to provide a platform for indie game developers and contribute to the growth of the global game industry. We are pleased to announce that we have been selected as a sponsor of "SELECTED INDIE 80", which aims to provide a platform for indie game developers to play an active role and contribute to the growth of the global game industry. Applications from indie game developers for the SELECTED INDIE 80 will be accepted through Friday, May 16.

### **■ What is "SELECTED INDIE 80"?**

This is a project to support indie game developers, targeting individual developers and small studios. No qualifications are required, including nationality, age, or occupation, as long as the applicant meets the project's application requirements. Selected entries will be able to exhibit free of charge at the TOKYO GAME SHOW Indie Game Area with the support of the sponsors. The SELECTED INDIE 80 provides an opportunity to be noticed by showcasing indie game productions that should be highlighted in 2025. We will create opportunities and new possibilities for the next generation of creators by presenting to the international market works that are filled with the enthusiasm of the developers, works with originality, new sensations, and new common sense that cannot be realized by the major studios.

**■ 14 sponsors support exhibitors to revitalize the industry!**

The sponsors of the "SELECTED INDIE 80" and other indie game developer support plans are Sony Interactive Entertainment, Nintendo, Kodansha, Happinet, PLAYISM, Hobby Japan, iGi indie Game incubator, NexTone, World Map, CRI•Middleware, Amakusa City, BenQ Japan, ASK, and Aurin have been selected as sponsors. (\*Sponsor names are listed in order based on the sponsorship plan and past sponsorship history.) Exhibitors selected for SELECTED INDIE 80 will receive free rental of exhibition booths, PCs and monitors, as well as interpretation support for business meetings, with the support of the sponsor. The TOKYO GAME SHOW aims to revitalize the video game industry in Japan and abroad by providing a venue for indie game developers to make a leap forward.

Support: <Platinum Sponsor>	Sony Interactive Entertainment Nintendo Kodansha
<Gold Sponsor>	Happinet PLAYISM Hobby Japan
<Silver Sponsor>	iGi indie Game incubator NexTone World Map
<Bronze Sponsor>	CRI•Middleware Amakusa City
<Equipment Sponsor>	BenQ Japan ASK Aurin

**Platinum Sponsor****Gold Sponsor**

## Silver Sponsor



## Bronze Sponsor



## Equipment Sponsor

**■ Expand the scope of SOWN to all exhibitors in the Indie Game Area to boost the contest**

Since 2013, TOKYO GAME SHOW has established an "Indie Game Area" to showcase the appeal and potential of indie games and to support exhibits by indie game developers, including individuals.

This year, the SENSE OF WONDER NIGHT (SOWN) game idea presentation contest will be expanded to include all exhibitors\* in the Indie Game Area (\*Online exhibitors are not eligible). Entries for the SOWN will be accepted in mid-June. Titles selected for the "SELECTED INDIE 80" will also be automatically entered in the SOWN.

See more at: <https://events.nikkeibp.co.jp/tgs/2025/en/exhibitor/indie/#sown>

**■ SELECTED INDIE 80 Recruitment Overview**

Name: SELECTED INDIE 80

Dates: Thursday, September 25 ~ Sunday, September 28, 2025

Exhibit format: Real venue (Makuhari Messe)

Exhibit fee: Free of charge

How to apply: Apply through the dedicated web entry form for "SELECTED INDIE 80".

Application deadline: Friday, May 16, 2025 (JST)

Selection: Yes, late May 2025 Notification of selection results

**● Application Requirements**

• Those who can exhibit at Makuhari Messe (<https://www.m-messe.co.jp/>) for 4 days.

• Annual sales of the applicant organization

●Corporations: 50 million yen or about 500,000 US dollars or less



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◎Individuals: 10 million yen or 100,000 US dollars or less

•If the exhibiting organization is a corporation, it must be fully independent in terms of capital.

●Works that can be submitted

•Completely original games (derivative works cannot be exhibited regardless of whether or not permission is granted)

•The applicant must have the rights to develop the product for the platform.

•In accordance with the CESA Code of Ethics and the CERO Code of Ethics.

◎CESA " Global Event Compliance Policy "

◎About CERO

•The following are not applicable.

1) Contains expressions that conflict or may conflict with the " Prohibited Expressions " in Appendix 3 of CERO's Code of Ethics

2) Works that have received a "Z" classification rating by CERO, or may contain expressions equivalent to a "Z" classification.

3) Already announced overseas and designated as "17+" (MATURE) category by an overseas review organization (e.g. ESRB)

4) Works that are scheduled to be released overseas and may receive a "17+" (MATURE) classification designation by an overseas review organization (such as the ESRB) and are not considered to be equivalent to a "13+" (TEEN) classification due to their atrocity nature.

**[For inquiries about "SELECTED INDIE 80", please contact]**

TOKYO GAME SHOW Indie Game Management Office (Nikkei BP Reader Service Center)

Please contact us from below.

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

## ■ TOKYO GAME SHOW 2025 Overview

Name: TOKYO GAME SHOW 2025 (TOKYO GAME SHOW 2025)

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-sponsored by Nikkei BP Inc. and Sony Music Solutions Inc.

Duration:

Thursday, September 25, 2025 Business Day 10:00~17:00

Friday, September 26, 2025 Business Day 10:00~17:00

September 27, 2025 (Sat) General Public Day 9:30~17:00

September 28, 2025 (Sun) General Public Day 9:30~16:30

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

\*Opening time may be 30 minutes earlier on general public days depending on conditions.



# TOKYO GAME SHOW 2025

Venue: Makuhari Messe (Mihama-ku, Chiba City) Exhibition Hall 1~11 / International Conference Hall / Event Hall

Expected number of visitors: 250,000

Number of booths accepted: 2,500 booths

Official website: <https://tgs.cesa.or.jp/en>

**【For media inquiries regarding this matter, please contact】**

TOKYO GAME SHOW PR Office (in Sunny Side Up Inc.) Sunny Side Up Inc.)

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