

TOKYO GAME SHOW 2025

INDIE★GAME

SI SELECTED
INDIE 80»_

NOW CALLING FOR ENTRIES

Support project for indie game developers who do not have to be a corporation to exhibit

Deadline : May 16 [Fri.] , 2025

SELECTED INDIE 80 CALLING FOR ENTRIES

TOKYO GAME SHOW2025 provides a platform where indie developers (individuals and corporations) can play an active role, and with the aim of contributing to the growth of the global game industry, TGS2025 accepts applications for the “SELECTED INDIE 80” slot, where indie game developers can exhibit for free with the support of our sponsoring companies.

TGS Management Office will be screening for qualified exhibitors.

The selected exhibitors will be automatically entered as candidates for the presentation event “SENSE OF WONDER NIGHT 2025” (SOWN2025), where game ideas will be competed.

For more details about the event, please visit the TGS official website.

<https://events.nikkeibp.co.jp/tgs/2025/en/exhibitor/indie/index.html>

Application Closing Date: May 16 (Fri.), 2025 *Japan Standard Time (JST)

OUTLINE : “SELECTED INDIE 80”

VENUE: Makuhari Messe (2-1, Nakase, Mihamaku, Chiba-city, 261-8550 Japan)

PERIOD: September 25 (Thu.) ~ 28 (Sun.), 2025

SCREENING: Selection will be conducted by TGS Management Office

EXHIBITION: FREE



Benefits

TGS2025 will provide the following services to exhibitors (For SELECTED INDIE 80) with free of charge.

- A dedicated booth will be set up in Indie Game Area at the Makuhari Messe venue. (See the booth image)
- Rental of equipment such as PCs and display monitors (planned)
- 5 Exhibitor Passes
- Internet Wi-Fi Access at the booth (no guaranteed bandwidth)
- Posting exhibitor names on the TGS official website "Exhibitor List / SELECTED INDIE 80" page (Planned)
- Exhibited titles will be posted on the TGS special site installed on Steam (if titles for Steam are available)
- Access of TGS Business Matching System
- Access of Indie Meetup Area (Meeting Space)



Application conditions and qualifications

Open to all individuals regardless of nationality, age, or occupation (students, game producers, etc.) and to all corporate bodies.

Group or Organization that can be exhibited

- Only those who can exhibit at Makuhari Messe for 4 days
- For annual sales of the developer (individual or corporate) of the submitted title:
 - Corporate : Annual Sales with USD500,000/JPY50 Million or less
 - Individual : Annual Sales with USD100,000/JPY10 Million or less
- If the developer of the submitted title is a corporation, it must be fully independent in terms of capital.



What can be exhibited

- A completely original game (Derivative content cannot be exhibited regardless of whether or not it is licensed.)
- Created for a platform for which an applicant has the right to develop.
- Works that comply with the CESA Code of Ethics and the CERO Code of Ethics
 - *CESA "Global Event Compliance Policy" <https://www.cesa.or.jp/compliance.html>
 - *About CERO <https://www.cero.gr.jp/en/publics/index/3/>
- And **do not fall under any of the following items:**
 - ① An expression that conflicts with or that may conflict with Attached Appendix 3 "Banned Expressions" of the CERO Code of Ethics (<http://www.cero.gr.jp/en/publics/index/18/>) is included.
 - ② Works for which an "Z" rating category was assigned by CERO or an expression equivalent to the "Z" rating category may be included.
 - ③ Works that have already been released overseas and for which a "17+" (MATURE) rating category was assigned by an overseas examination body (e.g. ESRB).
 - ④ Works planned to be released overseas for which a "17+" (MATURE) rating category is expected to be assigned by an overseas examination body (e.g. ESRB)(excessively bloody works that cannot be regarded as being equivalent to a "13+" (TEEN) rating category).

Notes for Entry

The personal information submitted for the "SELECTED INDIE 80" will be collected by Nikkei Business Publications Inc. It will then be managed in full compliance with Privacy Statement of Nikkei Business Publications Inc. Also, the same information will be provided to respective third parties, the Computer Entertainment Supplier's Association (CESA) , the organizer of TOKYO GAME SHOW 2025 and Sony Music Solutions, the co-organizers of TOKYO GAME SHOW 2025 for the purpose of the sending information (e-mail, direct mail and research questionnaire etc.).

After Providing Personal Information to the Computer Entertainment Supplier's Association (CESA) and Sony Music Solutions each will then manage your information on its own responsibility.

The information related to the title entered at the time of entry will be posted on the website, etc., and will be shared with outsourced companies that have signed confidentiality agreements, judges, and sponsor companies that support "SELECTED INDIE 80". In addition, TGS Management Office sends e-mails, etc., on behalf of various sponsor companies (information on meetings, products/services, exhibitions/seminars/events, etc.) and requests for surveys, etc.

Please only apply if you agree to provide your registration information.

Application deadline : May 16 (Fri.), 2025. Qualified/Unqualified result about "SELECTED INDIE 80" : By email after late-May

If you do not meet the conditions of this project, or if you are not selected for the "SELECTED INDIE 80", please consider exhibiting at the "Indie Game Area" as usual (paid exhibit).

Before entering, please ensure the following:

*Attention when entering required items for the application form:

Please reconfirm your contact email address to ensure its correctness. If there are errors in the entered information, we might not be able to deliver the selection results.

*Regarding the URL details for each submitted material

During the selection process, if there are mistakes in the provided URL, such as a password being set that prevents the judges from examining the content, your entry will be considered ineligible for review. Also, if the judges cannot review the contents, the secretariat will not make any inquiries. Please confirm whether the URL, which can be verified by the secretariat during the selection period (February 21, 2025 to May 31, 2025), is correct.

*Regarding communication of selection results :

We will contact you at the email address that you provided at the time of entry from late May 2025 onwards. Please note that we do not accept inquiries via phone.

Additionally, we regret to inform you that we are unable to provide feedback on the evaluation contents.

SELECTED INDIE 80

For inquiries regarding SELECTED INDIE 80, please contact us at the following URL:

Inquiries / To Apply >>

<https://nkbp.jp/42w9Qki>



SENSE OF WONDER NIGHT (SOWN2025)

Sense of Wonder Night (SOWN)" is an event that aims to discover game ideas
that will trigger a "Sense of Wonder"

(a feeling of something changing in one's world the moment one sees or hears the concept).

In addition to the exhibitors selected for the previous SELECTED INDIE 80,
SOWN2025 will also accept applications from companies that will be exhibiting in the Indie Game Area for a fee.

Objectives of "SENSE OF WONDER NIGHT"

To introduce game with a game design and ideas that are experimental and creative, and that cannot be called conventional or traditional
To raise awareness of the great value of "Sense of Wonder" in games, which may transform the common sense of game, and lead to
invigorate the game industry

To provide future opportunities for those who are developing experimental and creative games.

To create new domains in the game industry
SOWN targets games that meet the following five criteria.

① A game that realizes a totally new, never- seen-before gaming experience

A game that employs technologies
that have not previously been used
successfully, such as natural
language processing, physics
engines, image recognition or
gesture control, to present a new
kind of experience.

② A game that challenges the common sense of games

A game that pursues new
ways of gaming expressions
and changes the player's
vision of the world after
playing and experiencing it.

③ A game with emergent features

A game that brings user's
activities into the game world
by embedding features such
as AI interactions and social
elements.

④ A game that makes people want to play it immediately

A game that makes everyone
thinks that they want to enjoy
the new experience for
themselves and feel that they
want to treasure it.

⑤ An amazing game

Any kind of new, eye-
grabbing and impressive
game!!

SOWN2025 Implementation Outline

Date : September 26 (Fri.), 2025 Japan Standard Time (time to be determined)

Venue : TGS2025 Scheduled in Makuhari Messe venue

Prize Money

Grand prix (Audience Award Grand Prix) : USD 3,000

Other awards : USD 500

Audience Award Semi-Grand Prix

Best Technological Game Award

Best Arts Award

Best Experimental Game Award

Best Game Design Award

Best Presentation Award



The presentations will be held on September 26 (Fri.) at Makuhari Messe, and will be broadcast on the official TGS program and will also be archived.

On the day of the event, the winners of the "Audience Award Grand Prix," "Audience Award Semi-Grand Prix," "Best Technological Game Award" "Best Arts Award" "Best Experimental Game Award" "Best Game Design Award" "Best Presentation Award".