

# TOKYO GAME SHOW 2021 ONLINE



CZZWU`F Ydcfh

Continuing from 2020, TOKYO GAME SHOW (TGS) held online in 2021 to prevent the spread of Covid-19 infection. This year, 351 companies exhibited, with 160 domestic companies and organizations exhibiting and 191 overseas companies exhibiting from 40 countries/regions, more than half of the exhibitors, reaffirming the global attention of this event.

As an online measure, TGS has implemented "official program", "Business Matching System", "Amazon Special Venue", etc., which were well received last year, and in 2021, TGS has newly introduced "trial version free trial", "TGS VR", "TOKYO GAME MUSIC FES", etc. It was carried out and generated many topics.

In addition, for the purpose of disseminating information and SNS, we set up a "trial exhibition area" in the venue of Makuhari Messe, and many press and influencers experienced real TOKYO GAME SHOW. Although it was not a large-scale exhibition area like before, the visitors were still satisfied and the information was disseminated through many media and SNS. In addition, thorough infection control measures were implemented at the venue, and we were able to complete the procedure without sending out one infected person. We would appreciate it if you could report on the contents of this year's event and deepen your understanding of this event. Once again, we would like to thank all the exhibitors and everyone involved for their great cooperation.

## Outline

**[Event Name]** TOKYO GAME SHOW 2021 ONLINE

**[Theme]** We'll always have games.

**[Period]** September 30 (Thu.) through October 3(Sun),2021

※September 29(Wed.) has been held online business matching ONLY.

**[Organizer]** Computer Entertainment Supplier's Association  
(CESA)

**[Co-Organizer]** Nikkei BP DENTSU

**[Admission Fee]** FREE

(except online meeting, TOKYO GAME MUSIC FES)

**[Venue]** Hall 7-8 Makuhari Messe

※Press and influencer ONLY

**[Official Website]**

<https://tgs.cesa.or.jp/en/> ( <https://expo.nikkeibp.co.jp/tgs/2021/en/> )

**[Special Sponsorship]** NTTe-Sports, MONSTER ENERGY

# Number of Exhibitors

**Number of Exhibitors : 351** (2020: 432)

**Japan:160** (2020: 209)    **Overseas:191** (2020: 223)

<Categories>    ·General : 102 (Japan 56/Overseas 46)

·Game School : 30 (Japan: 30)

·Indie Game : 124 (Japan 23/Overseas 101) ※Includes Selected Exhibits : 80 (Japan 14 /Overseas 66)

·Merchandise Sales : 9 (Japan 7/Overseas 2)

·Business : 86 (Japan 44/Overseas 42)

<Number of Exhibiting Titles/Products/Services>    2,223

## ●Exhibitors By Country/Region: 40 (2020: 34)

### Americas 9

Country/Region	Exhibitors
Argentine	3
Brazil	2
Canada	7
Chile	8
Columbia	1
El Salvador	1
Mexico	1
Peru	1
United States of America	17

### Europe 18

Country/Region	Exhibitors	Country/Region	Exhibitors
Belgium	3	Latvia	1
Bulgaria	1	Netherlands	1
Cyprus	1	Poland	9
Czech	6	Russia	1
Denmark	5	Serbia	1
Finland	2	Spain	7
France	4	Sweden	5
Germany	6	Switzerland	2
Italy	2	United Kingdom	2

### Asia/Oceania 12

Country/Region	Exhibitors	Country/Region	Exhibitors
Australia	2	Malaysia	8
China	17	Singapore	5
Hong Kong	2	South Korea	32
India	1	Taiwan	19
Indonesia	1	Thailand	1
Macau	1	Japan	160
NEMA 1			
Country/Region	Exhibitors		
Israel	2		

# Exhibitor List ①

◆General		EPOS Gaming	Denmark	Malaysia External Trade Development Corporation (MATRADE)	Malaysia
110 Industries	Switzerland	eSports high TV			
505 Games		Famitsu x DENGEKI		Microsoft	
6waves	Hong Kong	Fignny		MICRO-STAR INTERNATIONAL	Taiwan
AKRacing		fingger		miHoYo	
Alfi	Chile	Fruitbat Factory	Finland	Ministry of the Environment	
Amanita Design	Czech	Gamera Game	China	MyDearest	
Amazon Prime Gaming	United States of America	GoldKnights	Czech	NC	South Korea
ARC SYSTEM WORKS		Gran Saga		NEOGAMES	South Korea
Archosaur Games	China	GungHo Online Entertainment		Nippon Telegraph and Telephone e-Sports Corporation	
audio-technical		HAMSTER		Octeto Studios	Chile
AvantgardeForce		Happinet		OKAMURA	
AWL		Hiroshima City University x Movere		Panasonic	
BANDAI NAMCO Entertainment		Hooded Horse	United States of America	PLAYISM	
Beep Japan		HyperGryph	China	ProChile Japan	Chile
BenQ Japan		INCARNA STUDIOS	France	pupucard & APP	South Korea
Bloober Team	Poland	I-O DATA		RPG Time: The Legend of Wright	
Brazil Games	Brazil	IzanagiGames		SEGA/ATLUS	
CAPCOM		Japan esports Union		S-Game	China
CBE SOFTWARE	Czech	Karakai Jouzu no Takagi-san VR Project		Shiro Games	France
CFK	South Korea	KEMCO		Silver Lining Studio	Taiwan
Cine1	Chile	KIWIWALKS	South Korea	SK Telecom	South Korea
CITY CONNECTION		KOCCA	South Korea	Skywalk	South Korea
Columbus Circle		Koch Media	Germany	SNK	
Creepy Jar	Poland	KOEI TECMO GAMES		Sony Marketing	
CREST		KONAMI		Spike Chunsoft	
D_CIDE TRAUMEREI		Leonardo Interactive	Italy	SQUARE ENIX	
D3PUBLISHER		Level-5		Stormlight Studios	Chile
Digital Entertainment Asset	Singapore	Lightning Games	China	Sun-Gence	
DMM GAMES		Lilith Games	China	SUNSOFT	
Dreams of Heaven	Chile	LIONA		Survios	
		MADFINGER Games	Czech	TAKUMI-KATVRJAPAN-	

# Exhibitor List ②

Tencent Games	China	Japan Electronics College		AppTweak	Belgium
Ubisoft		Kanagawa Institute of Technology		AQUA	
Ulpo Media	Chile	Nagoya Computer School/Kyushu Computer School Fukuoka/Hokkaido Computer School		Archipelageek by Indonesia	Indonesia
undermountain				Artec	
VARK				AXELL	
Victoria VR	Czech	NAGOYA KOGAKUIN COLLEGE		BANDAI NAMCO Arts	
WhisperGames	China	NIHON KOGAKUIN COLLEGE		Bauhutte	
Wright Flyer Studios		Niigata Computer College.		Beijing HappyEver Technology	China
Yooreka Studio	China	Niigata High Technology College		BePex	South Korea
<b>◆ Merchandising Sales</b>		Numazu Professional Training College of Business and Information Technology		beyond	
ASUS JAPAN		OCA OSAKA COLLEGE OF DESIGN AND IT TECHNOLOGY		Billionairegames	South Korea
CAPCOM		Okayama Information College		City of SENDAI /SENDAI GAME COURT	
Digifast	Taiwan	OSAKA SOGO COLLEGE of DESIGN		Colombia Pavilion	Colombia
Fangamer		Osaka Amusement Media Academy		Dell Technologies Japan	
Game Center CX		Ota Information & Business College		design level	South Korea
HyperX	Taiwan	Renaissance		Digital Works Entertainment	
IKEA Japan		Shohoku College		Dimps	
InfoLens		Shonan Institute of Technology		DynaComware	
LG Electronics Japan		Tohoku Computer College		Embassy of Canada to Japan	Canada
<b>◆ Game School</b>		TOKYO COMMUNICATION ARTS		ENTACL GRAPHICXXX	
Adachi Education Group		Tokyo Jitsugyo High School		ERS	
Aichi Institute of Technology		TOKYO UNIVERSITY OF TECHNOLOGY		Eviry	
Amusement Media Academy		School of Media Science		EX4Games	South Korea
CLARK Memorial International High School		TOKYODESIGNTECHNOLOGYCENTER		Facebook	
Higashi-Nihon Design & Computer College		Vantan Game Academy		Fantasy Castle	Taiwan
Hokkaido Information University		<b>◆ Business</b>		flaggs	
Human Academy		4399 NET	China	flow	
International Information Engineering Automobile College		Acme Gamestudio	Taiwan	FORUM8	
		AIQVE ONE		G-angle	
		Alconost	United States of America	GLITCH STUDIO	South Korea
				GMO TECH	
				GonGunGames	South Korea
				GSC Game World	Cyprus

※Alphabetical Order by Exhibit Category

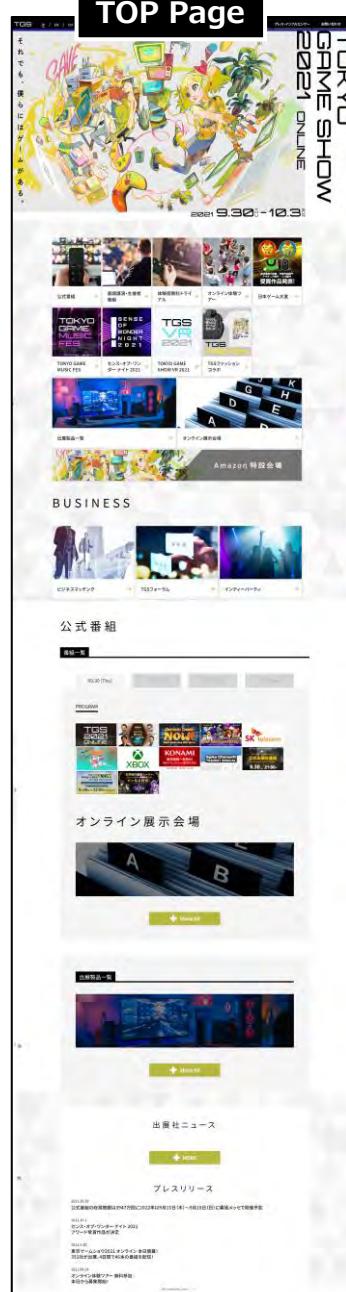
# Exhibitor List ③

GungHo Online		SunFlare		Foxy Voxel	Serbia
Entertainment/GRAVITY/GRAVITY		SUNRISE		Gamelobb	Malaysia
NEOCYON		Super.com	United Kingdom	Gamuzumi	Spain
Illusionist Animation Studio	Malaysia	superps-Japan		GIGABASH	Malaysia
IMAGICA DIGITALSCAPE		Taiwan External Trade Development Council (TAITRA)	Taiwan	IGDA Japan	
INFINITE ART SOLUTIONS	Russia			Intragames (Dangen)	South Korea
INTRAGAMES	South Korea	Twitter	Singapore	I-rori Entertainment	
Keywords Studios		Ubitus		Japan Electronics College Project VR	
LAC		Unlimi		Jyamma Games	Italy
Lapin		Virtuos	Singapore	Lumberhill	Poland
Limelight Networks Japan		Visual Dart	South Korea	Magic Cube	South Korea
Lumen Technologies		VisualLight	South Korea	Magnus Games Studio	Malaysia
Masangsoft	South Korea	VRCarver	South Korea	Maple Whispering	China
Mie Translation Services	Taiwan	Why Knot Studio	Malaysia	MBAinternational	
MIRAISENS		WINKING ART	Singapore	Motohga Engines	United States of America
NHN Techorus		Xsolla	United States of America	Neon Doctrine	Taiwan
Nintendo		YANGTZE MEMORY TECHNOLOGIES	China	OTONA SEOUL	South Korea
NOK		YUKIN TRADING		Phoenixx	
Oizumi Amuzio		Zombot Studio	Taiwan	picker studio	South Korea
Pangle	China	<b>◆ Indie Game</b>			Piece of Cake studios
Pavilion of Wallonia-Belgium	Belgium	2P Games	China	PROJECT MOREUM	South Korea
PIER Corporation	South Korea	A2 Softworks	Poland	Ratalaika Games	Spain
PTW JAPAN		All in! Games	Poland	Rootless Studio	South Korea
ROKUMENDO		Bedtime Digital Games	Denmark	Samurai Punk	Australia
Scenario Technology Mikagami		BORNSTAR SOFT	South Korea	Shanghai Hode Information Technology	China
Shinwork Technology	Taiwan	CAPERS	South Korea	Sigono	Taiwan
Singapore Games Association (SGGA)	Singapore	Chernobylite	Poland	SWEDISH GAMES INDUSTRY	Sweden
SOFT GEAR		DANGEN Entertainment		Team Madness Games	Spain
Softstar	Taiwan	Eastasiasoft	Hong Kong	The Nation's Largest Indie Game Festival for Students, School Indie Festival 2021	
Sony Interactive Entertainment		EX-DESIGN		The Sixth Hammer	Bulgaria
SPACEWAR	South Korea			Todak Studios	Malaysia
Storygames	South Korea				
Streamline Media Group	Malaysia				

# Exhibitor List ④

Toukana Interactive	Switzerland	Grimorio of Games	Spain	Red Nexus Games	Canada
UBIS	South Korea	Gummy Cat Studio	United States of America	rokaplay	Germany
Ultinet		Heart Shaped Games	United States of America	Rose City Games(Floppy Knights)	United States of America
<b>◆Indie Game "Selected Exhibit"</b>					
Acheron-soft		Indiesruption	Argentina	Rose City Games(Garden Story)	United States of America
Aeternum Game Studios	Spain	Jan Schekauski	Germany	Rumba Corp - DigiPen Europe Bilbao	Spain
Angeco Studios		Joon, Pol, Muuutsch, Char & Torfi	Denmark	Seagle Games	Taiwan
Aurora Punks	Sweden	KATAKOTO		ShenZhen XiaoChuang Living Technology	China
Beat The Expert	United States of America	Kindermann Corp	Chile	Shirokurohitsuji	
Beep		Kingblade Games	Israel	Solucia	Australia
buho Interactive Entertainment	Taiwan	Kuura Playhouse	Finland	Somber Pixel	Peru
Byte Barrel	Poland	Lo-Fi People	Israel	Something We Made	Sweden
Cave Monsters	United Kingdom	Magic Cube	South Korea	Soramame Games	
CGCG	Taiwan	Maschinen-Mensch	Germany	Starry Seaweed Game Studio	Taiwan
Charlene Putney & Martin Pichlmair	Denmark	Matsumoto		TechnoPixel	
Charles Games	Czech	Meddling Kids	United States of America	The Stonebot Studio	El Salvador
CHEMICAL PUDDING		Mighty Yell	United States of America	Thomas Waterzooi	Belgium
Clever Plays Studio	Canada	Ming Yen Wu	Taiwan	tob	
Clops Game Studio	Brazil	Multiverse Narratives	Netherlands	Tomas Lacerra	Argentina
DAVIGO	Canada	MythicOwl	Poland	Top Hat Studios	United States of America
Devin Santi	United States of America	Neilo		Toppluva	Sweden
Dusklight	Taiwan	Niila Games	Denmark	Torpor Games	Germany
Falling Squirrel	Canada	npckc studio		Troglobytes Games	Spain
Furoshiki Laboratory		Ogre Pixel	Mexico	Urniqe Studio	Thailand
Gabriel Rosa	Argentina	Pahris Entertainment	Latvia	Vivid Helix	Canada
Giant Door	Germany	Pixel Crow	Poland	Whitethorn Games	United States of America
Goblinz Publishing	France	PixelNAUTS Games	Canada	Wolfsden	United States of America
GoodbyeWorld Games	United States of America	Playbae	India	Work from Home	Macau
		Pontus Bjorkberg	Sweden		
		Put Up Thumb			

# TGS Official Site



# More Accessible for All Visitors

	<b>TGS2021 ONLINE</b>	*Research by Google Analytics ※Including Estimates
Format	Online + Partially Real Event	
Page Views	<b>2,744,918</b> (2020: 1,460,064)	
Total Pages	100 pages	
Languages	3 Languages (JPN/ENG/CHN)	

※Monitoring Period : August 20 (Fri.) - October 6 (Wed.)

# Official Program <Timetable>

TGS 2021 ONLINE

# **Official Program Time Table**

English/Chinese 2021.9.30 Thu ~ 10.3 Sun

9.30 Thu	10.1 Fri	10.2 Sat	10.3 Sun
09:00 ~		Organizer Program	09:00 ~
10:00 ~	TGS2021 ONLINE OPENNING	Happinet	10:00 ~
11:00 ~	Keynote	Tencent Games	11:00 ~
12:00 ~	Gamera Game	Lilith Games	12:00 ~
13:00 ~	SNK	GungHo Online Entertainment	13:00 ~
14:00 ~		Japan Game Awards: 2021 [Japanese Only]	14:00 ~
15:00 ~			15:00 ~
16:00 ~	SK Telecom	110 Industries	16:00 ~
17:00 ~	Team Madness Game	NC	17:00 ~
18:00 ~	Microsoft [Japanese Only]	GungHo Online Entertainment	18:00 ~
19:00 ~	KONAMI	Ubisoft	19:00 ~
20:00 ~	Spike Chunsoft	AKRacing	20:00 ~
21:00 ~	D3PUBLISHER	Wright Flyer Studios [Japanese Only]	21:00 ~
22:00 ~	CAPCOM [Chinese]	miHoYo	22:00 ~
23:00 ~	IzanagiGames	fingger	23:00 ~
00:00 ~		GRANSAGA	00:00 ~
		TGS2021 ONLINE ENDING	



**【Official Exhibitor Program】**  
# of Program : 46  
Total Viewing : 39.47 Million  
Distribution Period :  
**Sep.30 through Oct.3, 2021**  
※\* Can still watch it in the archive.  
(Some have been terminated)



# Official Exhibitor Program Views & Access Number

Added STEAM, Facebook, and HUYA (China) as distribution destinations to expand contact points with game fans. The total number of views of 46 programs is 39.47 million.

**2021 Total # of Views    39,465,366**

<b>YouTube</b>	2,973,140	※Includes English : 494,021, Chinese : 50,103
<b>Twitter</b>	3,030,712	※Includes English : 70,803
<b>nico nico</b>	1,671,655	
<b>Twitch</b>	987,906	※Includes English : 70,588
<b>TikTok LIVE</b>	158,360	
<b>Facebook</b>	14,792	※Includes English : 5,074
<b>STEAM</b>	3,249,615	
<b>DouYu (China)</b>	1,673,581	
<b>bilibili (China)</b>	665,490	
<b>Douyin/ Xigua/ (China)</b>	13,117,223	※Managed by ByteDance (TikTok)
<b>Toutiao</b>		
<b>HUYA (China)</b>	8,362,301	
<b>IGN</b>	3,560,591	

※Views from September 30 to October 11

## 2020 Data

### Official Exhibitor Program Views in 2020

<b>Total Views</b>	31,606,942
<b>YouTube</b>	4,050,963
<b>Twitter</b>	7,511,301
<b>niconico</b>	1,726,014
<b>Twitch</b>	875,350
<b>TikTok LIVE</b>	98,012
<b>Douyu (China)</b>	1,069,377
<b>bilibili (China)</b>	2,315,761
<b>Douyin/ Xigua/ (China)</b>	10,590,828
<b>Toutiao</b>	
<b>IGN (Global)</b>	3,369,336

Total from  
China  
**23,818,595**

Total from  
China  
**13,975,966**

# Official Exhibitor Program ①

## September 30 (Thu.)

Wide variety of lineups including game platformers, domestic game companies, overseas companies, and game schools. TGS2021 ONLINE provided strengthening program distribution not only in Japan but also overseas, such as providing simultaneous English interpretation for most programs.

### Gamera Game



ゲームの重要な部分であり、大きなプロジェクトでもあるため、  
but as this system is an important part of the game and requires a huge amount of content to develop,

GameraGame Now Tokyo Game Show 2021 Special

[https://www.youtube.com/watch?v=ldgkt\\_JZDj0](https://www.youtube.com/watch?v=ldgkt_JZDj0)

### SNK



[TGS2021 SNK]KOF XV SPECIAL PROGRAM

<https://www.youtube.com/watch?v=yZy-NbJzwjQ>

### SK Telecom



SKT Games Live streaming

<https://www.youtube.com/watch?v=TWGweGI8AQw>

### Team Madness Games



TEAM MADNESS GAMES' LIVE Streaming

[https://www.youtube.com/watch?v=\\_DSbe3oeJ30](https://www.youtube.com/watch?v=_DSbe3oeJ30)

### Microsoft



TGSにとって  
25周年の節目となる大事な年です

Tokyo Game Show 2021 Xbox Live Stream

※Japanese Only

### KONAMI



[KONAMI]New information to reveal for Yu-Gi-Oh! MASTER DUEL along with updates across key titles!

<https://www.youtube.com/watch?v=OcCS707bBdE>

### Spike Chunsoft



Spike Chunsoft TGS2021 SPECIAL

<https://www.youtube.com/watch?v=Z59ZhDsNp2Q>

### D3PUBLISHER



D3PUBLISHER TGS2021 OFFICIAL LIVE BROADCAST

<https://www.youtube.com/watch?v=FUHpkAAmMz4>

\* The archive of each program may be subject to terminate in the future.

\* The mask is removed only during recording and shooting under proper infection-prevention measures.

# Official Exhibitor Program ②

CAPCOM



TGS2021 CAPCOM ONLINE PROGRAM -  
MONSTER HUNTER SPOTLIGHT -  
<https://www.youtube.com/watch?v=z0WzEFC2E9M>

IzanagiGames



Yurukill Special!  
<Archive Closed>



October 1 (Fri.)

NTT e-Sports



NTTe-Sports Special Program

<https://www.youtube.com/watch?v=6UIXz062znQ>

Happinet



Happinet GAME SHOWCASE in TGS2021  
1st STAGE

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

505 Games



505 Games Upcoming New Titles Tokyo  
Game Show 2021

<https://www.youtube.com/watch?v=TMTc3I-c-4M>

SQUARE ENIX



SQUARE ENIX PRESENTS TGS2021

<https://www.youtube.com/watch?v=u53x8F6xrSA>

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# Official Exhibitor Program ③

## BANDAI NAMCO Entertainment



THE iDOLM@STER STARLIT SEASON

<Archive Closed>

## Level 5



ロボットって 僕らの世代にも特別な存在

MEGATON Lab. in TGS 2021

<https://www.youtube.com/watch?v=3bs5xcV6WAY>

## SEGA / ATLUS



SEGA ATLUS CHANNEL : " SEGA NEW" TGS Special

<https://www.youtube.com/watch?v=TtVqFoLEo6I>



TOKYO  
GAME  
SHOW  
2021  
ONLINE

## October 2 (Sat.)

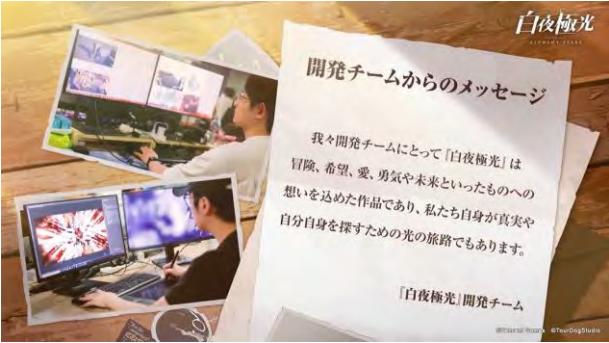
### Happinet



Happinet GAME SHOWCASE in TGS2021  
2nd STAGE

<https://www.youtube.com/watch?v=lbW-YHSwHZw>

### Tencent Games



Tencent Games New Collection

<https://www.youtube.com/watch?v=NJBbSa0ljo>

### Lilith Games



Lilith Games Warpath-武装都市- & New Game Release Conference

<https://www.youtube.com/watch?v=3aegI5ZFuY8>

### GungHo Online Entertainment



PUZZLE & DRAGONS

<https://www.youtube.com/watch?v=iB9xyVyAn9E>

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# Official Exhibitor Program ④

## KOEI TECMO GAMES



A 2-Hour Livestream! KOEI TECMO Special Program (10/2) - TGS2021  
<https://www.youtube.com/watch?v=9C8989aKfg8>

## KONAMI



[KONAMI] Tokimeki Memorial Girl's Side 4th Heart Stage / Gameplay with Michiru & Hikaru!  
※Japanese Only

## DMM GAMES



TGS2021 DMM GAMES Special Program "Touken Ranbu Musou TGS2021 Travel Edition" & "DMM GAMES Special Information"  
<https://www.youtube.com/watch?v=rQK-9ZXLcQa>



## October 3 (Sun.)

### S-Game



シナリオ/監督  
SoulframE  
 世界中の方々に、我々のユニークなIPをご紹介するのは、今回が初となります  
 This is the first time that we bring this highly stylish franchise to the international gamer community

New ARPG arrives, new expedition starts.

<https://www.youtube.com/watch?v=H4mWWh3Yfeo>

### Japan Electronics College



Japan Electronics College【TGS2021】

<https://www.youtube.com/watch?v=DAs1YGXGzyc>

### ARC SYSTEM WORKS



ASW SPECIAL PROGRAM

<https://www.youtube.com/watch?v=Jbnk4SMYM9Y>

### 110 Industries



The feature presentation of new AAA games in development under the 110 Industries umbrella

<https://www.youtube.com/watch?v=vfra99S2Ac>

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# Official Exhibitor Program ⑤

**NC**



Welcome to the World of "Lineage W"

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

**GungHo Online Entertainment**



Ninjala TOKYO GAME SHOW 2021CUP

<https://www.youtube.com/watch?v=y1-roNI5RXQ>

**Ubisoft**



UBIDAY2021 Online x TGS Special Program

<https://www.youtube.com/watch?v=XNXihx9ru5M>

**AKRacing**



AKRacing presents 「AKTalking」

<https://www.youtube.com/watch?v=-6xvWCuVc0w>

**Wright Flyer Studios**



HEAVEN BURNS RED TGS2021 Special Program

※Japanese Only

**miHoYo**



Genshin Impact TGS2021 Program

<https://twitter.com/i/broadcasts/1YqxopeZZwyKv>

※Twitter

**fingger**



"fingger" You will be the one of historical witness of the next-generation game distribution platform with NIJISANJI

<https://www.youtube.com/watch?v=mWgXBxdPn2M>

**Gran Saga**



Unpacked | Special Show

<https://www.youtube.com/watch?v=dIA7p4hzNyo>

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# Organizer's Program ①

In addition to the opening / ending program of the entire session, the organizer's program has been distributed at the first time of each day with the cooperation of IGN, Famitsu, etc.

## TGS2021 ONLINE OPENING PROGRAM

◇Distribution Time : September 30 (Thu.) 10:00~10:50

TGS Official Supporter and MCs has guided the highlights of the four days programs.

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



## Keynote : We'll always have games.

◇Distribution Time : September 30 (Thu) 11:00~11:50

In 2021, the Tokyo Game Show will celebrate its 25 year anniversary. Where are the games going in the next 25 years? What is going to change and how?

Game creators talk about the big changes happening in the game world.

<https://www.youtube.com/watch?v=H0kwpeqYkuU>



## IGN JAPAN Presents

### Ask IGN Global: What the world really thinks of Japanese games

◇Distribution Time : October 1 (Fri.) 10:00~10:50

Japan has contributed many of the most iconic franchises in gaming history. But what do gamers around the world really think of Japanese games? This panel hosted by IGN JAPAN aims to answer that question. As the world's biggest videogame news site, IGN has editions in nearly 30 regions and 25 languages, so we'll ask editors in regions including the United States, China, Europe and Southeast Asia about the game scene in each part of the world, and the Japanese games that matter to them. The session has discussed some of Japan's top game developers to respond.

<https://www.youtube.com/watch?v=PB6aHsbl0i4>

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# Organizer's Program ②



## Famitsu Presents The Appeal and Potential of RPG- Hironobu Sakaguchi and Naoki Yoshida / TGS2021 ONLINE Special Talk -

◇Distribution Time : October 2 (Sat.) 9:00~9:50

The session was excited to have a special dialogue between Hironobu Sakaguchi, the creator of the "Final Fantasy" series and the creator of highly acclaimed "Fantasian," his latest title, and Naoki Yoshida, the producer/director of "Final Fantasy XIV" as well as the producer of "Final Fantasy XVI," the latest title in the series. Discussed the appeal and the possibilities of RPG to their heart's content.

<https://www.youtube.com/watch?v=pBp-MMRnFV8>

## Is it really difficult to become a profession "game streamer"? What is the daily life and behind the scenes of production?

◇Distribution Time : October 3 (Sun.) 10:00~10:50

In 2020 (according to JAPAN ASSOCIATION FOR FINANCIAL PLANNERS) ranking of elementary school students (boys)'s "professions they want to be in the future", the 5th place is related to game production, and the 6th place is YouTuber, which is very popular with "game industry x influencer". Game streamers have a great influence on Generation Z. What is the daily life and production site of the game streamer who is longing for it? Popular game streamers have delivered the difficulty, fun, and rewardingness of making videos in a crosstalk format.

<https://www.youtube.com/watch?v=KuCvQLDAvW0>



## TGS2021 ONLINE ENDING PROGRAM

◇Distribution Time : October 3 (Sun.) 24:00~24:50

TGS2021 ONLINE has looked back on the four days with the guests and the three general MCs and discuss the future prospects.

<https://www.youtube.com/watch?v=mNPC7QP6DNE>

\* The above program content is reprinted from the website.

\* The archive of each program may be subject to terminate in the future.

\* The mask is removed only during recording and shooting under proper infection-prevention measures.

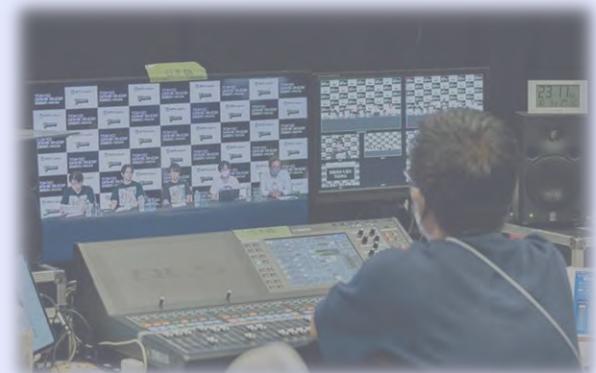
## About TGS

- I want you to hold it with general participation next year
- Hope everyone who is watching now can meet in Makuhari next year! !! Thanks guys.
- Although the VR was heavy, the taste of the content was exciting as the goal of TGS.
- Thank you again this year. I hope I can go there next year.
- Delivery was fun
- Last year was too late, but I want to go there next year.
- If it is held locally, I will go
- Thank you for the archive because there was a delivery that took time.
- Next year, it will be a local public event during the day, and at night, please request a delivery event.
- People in wheelchairs may have been pleased with online.
- It's fun to walk from Makuhari station to the venue.
- I want to participate in Makuhari next year.
- Go to the site next year! !!
- It was a very dense four days. I'll be waiting for the local event forever
- I know that the locals are fun, but I really want online
- It would be better to hold both online and offline at the same time.
- I want to go to the venue next year

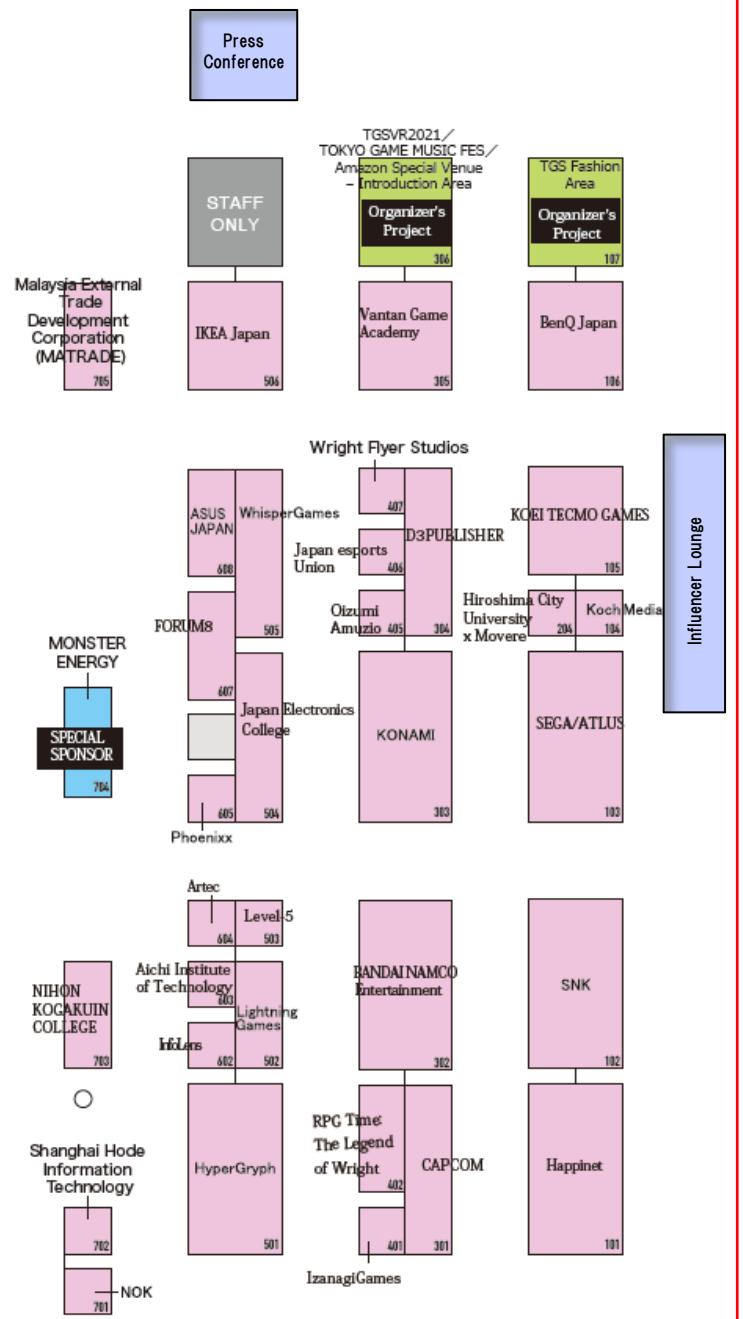
- Around next year, the epidemic of coronavirus will settle down, so it is possible to hold both online and offline.
- Because there are many bad weather before and after TGS, I would like you to continue to hold online in parallel.
- TGSVR became a comfort that I could not go to the site
- I wish I could go real next year
- I want to go to the site
- I enjoyed watching the broadcast program.
- The good thing about being online is that the sponsored program will look back on this year at the end.
- Let's meet locally next year!
- I want you to continue online because you can't go to the site even if you can do it in real life.
- I want you to continue hybrids in the future.
- Let's meet in Makuhari next year! !!
- I think it was good to feel the atmosphere for those who are far away and do not always meet the schedule.
- It would be nice if both sides could get excited.
- Because it is an online strength that can be developed as an event until midnight, it feels like complementing the fact that real events cannot be done.
- Every year, I participated in Business Day, so I couldn't go and it seemed like there was a hole in it ...
- TGS is due to the amount of heat in the field, isn't it?

## About Official Exhibitor Program

- Around next year, the epidemic of coronavirus will settle down, so it is possible to hold both online and offline.
- Because there are many bad weather before and after TGS, I would like you to continue to hold online in parallel.
- TGSVR became a comfort that I could not go to the site
- I wish I could go real next year
- I want to go to the site
- I enjoyed watching the broadcast program.
- It's good that you are putting a lot of effort into it.
- It's such a beautiful screen ~
- It's a service that makes you feel enthusiasm for new initiatives.
- There is a feeling of loneliness ... I really wanted to feel it locally, but thank you again this year. I hope I can go there next year.
- Chinese service is getting better and better. It's a pity that some of the programs I want to listen to are not yet available on TGS's official Chinese translation service.
- The good thing about a person with a nerdy temperament is that good things are good without discriminating against the country and without being afraid of being discriminated against by others.
- Since the market size is an order of magnitude even in English-speaking countries, it is important to have a strategy for overseas.
- In Germany and France, there are many people who know Japanese subculture more than Japanese, and I am surprised.
- Thank you for the fun broadcast!
- It's interesting because the reaction is good if there are people who are familiar with it.
- The production is quite powerful.
- If you weren't online, you wouldn't be able to do it until this time, right?
- The biggest concern is whether TGS will be an audience next year.
- I want to see it for the rest of my life! !! Thank you to all the staff! !! !!



# Makuhari Messe Venue ① <Trial Play·Exhibition Area>



Installed Trial Play & Exhibition Area for Press and Influencers at Makuhari Messe with 34 Exhibitors, Sponsors and Organizers.



## 【Exhibitors】

Aichi Institute of Technology, Artec, ASUS JAPAN, BANDAI NAMCO Entertainment, BenQ Japan, CAPCOM, D3PUBLISHER, FORUM8, Happinet, Hiroshima City University x Movere, HyperGryph, IKEA Japan, InfoLens, IzanagiGames, Japan esports Union, Japan Electronics College, KOEI TECMO GAMES, Koch Media, KONAMI, Level-5, Lightning Games, Malaysia External Trade Development Corporation(MATRADE), MONSTER ENERGY, NIHON KOGAKUIN COLLEGE, NOK, Oizumi Amuzio, Phoenixx, RPG Time: The Legend of Wright, SEGA/ATLUS, Shanghai Hode Information Technology, SNK, Vantan Game Academy, WhisperGames, Wright Flyer Studios (Alphabetical Orders)

※33 exhibitors 89 booths (Japan 27 exhibitors 74 booths / Overseas 6 exhibitors 15 booths) Official Sponsors : 1  
2 booths

# Makuhari Messe Venue ② <# of Visitors>

Invited mainly by the press on Thursdays and Fridays, and by influencers on Saturdays and Sundays. Premium influencers with special invitation slots will be admitted from Thursday. A total of more than 1,500 people visited the venue for four days, including the press and influencers.

	Total Visitors (a+b)	Influencers and Influencer Supporting Staff (a)	Press (b)
Sep.30 (Thu.)	<b>424</b>	118	306
Oct.1 (Fri.)	<b>314</b>	155	159
Oct.2 (Sat.)	<b>502</b>	417	85
Oct.3 (Sun.)	<b>334</b>	272	62
<b>Total</b>	<b>1,574</b>	<b>962</b>	<b>612</b>

※Excluding Event Staff and Exhibitors

## Invited Influencers Breakdown

### Premium Influencer

- Influencers and equivalents who meet the following conditions will be able to enter from the same Thursday, September 30 as the press.
- Over 1 million YouTube channel subscribers, influencers focusing on multiplayer, games, etc.
- Over 500,000 YouTube channel subscribers and game-focused influencers
- Over 300,000 YouTube channel subscribers, influencers focusing on talent activities and entertainment activities
- Invited influencer from TikTok

Visiting influencers (YouTubers) are invited based on the number of channel subscribers.

### Exhibitors-Invited Influencers

- Invite up to 10 exhibitors as premium influencers. They can enter from September 30 (Thursday).

### General Influencers

- YouTuber with over 300,000 subscribers
- YouTuber in game categories with over 30,000 subscribers
- In addition, influencers licensed by the TGS secretariat, Nico Nico, Twitter, Chinese video platforms, etc.



TGS has delivered to send all influencers with invitation card and sticker of TGS2021.



# Makuhari Messe Venue ③

&lt;Organizer's Corner・Sponsorship・Press Conference&gt;

## [Organizer's Corner at Makuhari Messe Venue]

### TGSVR 2021/TOKYO GAME MUSIC FES/Amazon Special Venue Introduction Area

It is a booth where you can experience TGSVR 2021, watch the video of TOKYO GAME MUSIC FES, and provide information of Amazon special venue. On devices like the Amazon Echo series, you could talk to the voice assistant Alexa and get information about TGS.



### TGS Fashion Area

TGS official T-shirts, hoodies and PUMA collaboration T-shirts are on display at the special Amazon venue. Designed with TGSVR 2021 and TOKYO GAME MUSIC FES motifs.



### Influencer Lounge

The influencers who visited can freely play the titles recommended by each company from the game titles that colored the Tokyo Game Show, collaborate videos, play against companions, and challenge solo time attack and score attack. It was a booth where you could shoot videos. To commemorate the 25th anniversary of TGS, a panel exhibition will be held to trace the history of the game as well as the history of TGS.

## [Sponsorship Booth at Makuhari Messe Venue]

### MONSTER ENERGY

Monster Energy, which has been a sponsor of official drinks for nine consecutive years, exhibited a collaboration booth of Monster Energy x Apex Legends. Collaboration can sampling, test stands, and venue-limited campaigns are held.



## [Press Conference at Makuhari Messe ]

### Japan eSports Union

#### 「Japan-Saudi Arabia esports Match」Press Conference

"Japan-Saudi Arabia eSports Match" JAPAN ROUND will be held on October 2nd (Sat) and 3rd (Sun), 2021. Prior to the event, a press release was held.

◇September 30 (Thu.) 11:30～12:30

#### 【Presenters】

Hideki OKAMURA (Chairman, JeSU)  
So TAKEI (Match Ambassador)  
Taki Al Fazan  
(CEO, Saudi Arabia eSports Union)  
Kiyota FUJITA  
(METI (IT Strategy) )



# Makuhari Messe Venue ④

&lt;Comments from Influencers/Degree of Satisfaction/Motivation of Visiting&gt;

23

We are disseminating information to South Korea, and this time we expected that the participation of overseas influencers would be small, and we wanted to convey the bright atmosphere of Japan as much as possible. This is because there are so many Koreans who are very interested in Japanese anime and games. It was a great pleasure to be able to shoot videos and broadcast live. There were some parts that I thought were regrettable because it was held on a smaller scale than expected, but I think it is very significant that we were able to hold it while there were many restrictions due to the corona. Thank you very much.

Since the reservation system was introduced for the first time, I was watching it, but I thought it was very good to be able to go to the actual venue and try it out without lining up with the reservation system! Even if it becomes a large scale, I think it would be nice if the influencer frame could be played by reservation or lottery.

The management staff and the staff at the exhibition booth were very kind and I really enjoyed it! Thank you for taking a lot of videos! There were a lot of products that I really wanted, and it was very attractive♪ I enjoyed online at home, so it's hard to throw away any of the online, offline, and SNS! Thank you for inviting me this time. I didn't post the game on the main channel of YouTube, so I couldn't get more views than usual, but it seems that viewers who are not interested in the game also enjoyed watching it! I love games, so I would like to contribute to the spread of games♪

This was the first time for me to participate, but it was a great stimulus to see the booths where the companies I'm interested in are actually exhibiting, and I was able to play pre-launch games and staff and developers. I was happy that I had a valuable experience of being able to hear from people directly. Among them, I was very interested in titles that I didn't know in detail until now, and I was able to create new ties. It was a great honor for me to be invited this time, and it was a factor that greatly increased my motivation for my future activities.

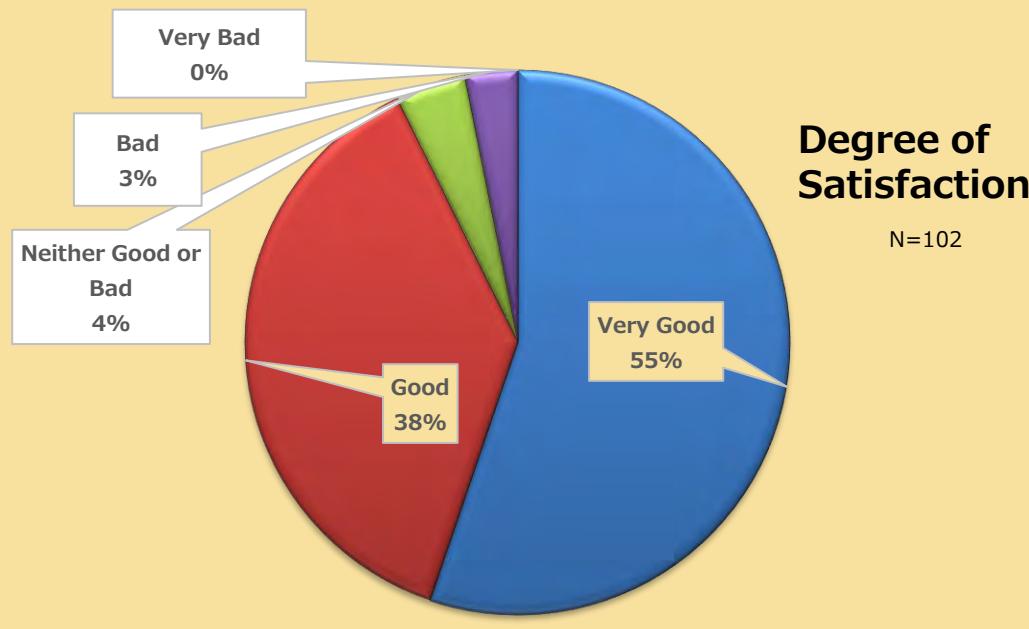
The normal game show was large, but it was a wide and shallow experience. Although the number of manufacturers who participated in this event was small, I was able to try out the game more deeply and was highly satisfied. In particular, we were grateful for our play video recording service, which we did not have the equipment to do. If I have a similar opportunity next time, I would like to participate.

This time I participated as an influencer frame. Although I participated only on Sunday, I was able to visit the booth and experience the game very comfortably. I have participated in such games-related events held at Makuhari Messe in the past, and although there are some points of time, it was the first time for me to go all the way to this point. Also, for the first time, I used the online appointment function. I was very happy that I was able to save the trouble of asking the booth directly to ask if the game could be played, and to have the exhibitor approach the game that I would not normally touch... Thanks to you, I was able to experience various games by continuing to go around the venue all day long. There were many points that would have been a lot of work for the event, and we can see the efforts of the organizers and exhibitors. It is unclear what the situation will be like next year, but I hope that it will be held on a large scale again.

As with the exhibitions, the information on new works etc. has been almost completely released before the day of each company's game show, so there is little excitement and topicality on the day. Each company will disclose information that has not been released so far on the day, so why not set up rules to get excited?

Personally, it was fun, but I feel that brand new technology and hardware were scarce. Perhaps my expectations were too high. Are you cutting into more games from a new perspective? I thought, but it was a pity that many of them were continued from existing titles and technologies, and few thought they were novel.

The invitation letter for the Tokyo Game Show sent in advance is really exciting as a game fan, and I still keep it in a safe place. With all these small concerns, I sincerely feel that I want to be an influencer who can be invited here again next year. Thank you very much for inviting me this time. We would like to thank you again for your ingenuity and holding of the event in this difficult situation.



## Motivation of Visiting



# Online Experience Tour ①

With the cooperation of HIS, major Japanese travel agent, a game fan will be able to enjoy an online experience tour of the Makuhari Messe venue, which only press influencers can enter, with live video while at home (free of charge). In addition to the official supporter Magic Lovely, the Japanese tour will be guided by the exhibitor booth with the side dish club, deputy manager, and Diane as guides. For the English tour, we visited the exhibitor booth under the guidance of IGN JAPAN Editor-in-Chief Robson Daniel and Twitch Streamer Starbitzchan. The tour was held for 3 days from October 1st (Friday).



Okazu Club



JICHO KACHO



DYAN



Magical Lovely

## English-speaking Tour

Directed by IGN Japan



Daniel Robson  
Chief Editor, IGN JAPAN  
Twitch Streamer

Online Experience Tour : <https://www.his-j.com/corp/contents/cpn/tgs/>

Tour Guide	Time & Date	Participants
<b>Magical Lovely</b>	October 1 (Fri) 11:00	281
<b>DYAN</b>	October 1 (Fri) 15:00	133
<b>JICHO KACHO</b>	October 2 (Sat) 11:00	405
<b>Okazu Club</b>	October 2 (Sat) 15:00	194
<b>Daniel Robson/Starbitzchan</b>	October 3 (Sun) 11:00	69

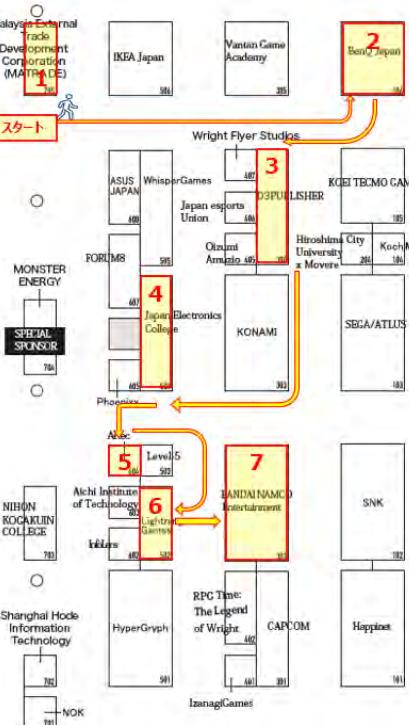
# Online Experience Tour ②

October 1 (Fri) 11:00-12:30  
Tour Guide : Magical Lovely



[Visiting Booths]

Malaysia External Trade Development Corporation (MATRADE)/BenQ Japan/D3PUBLISHER/Japan Electronics College /ARTEC/LightningGames/BANDAI NAMCO Entertainment

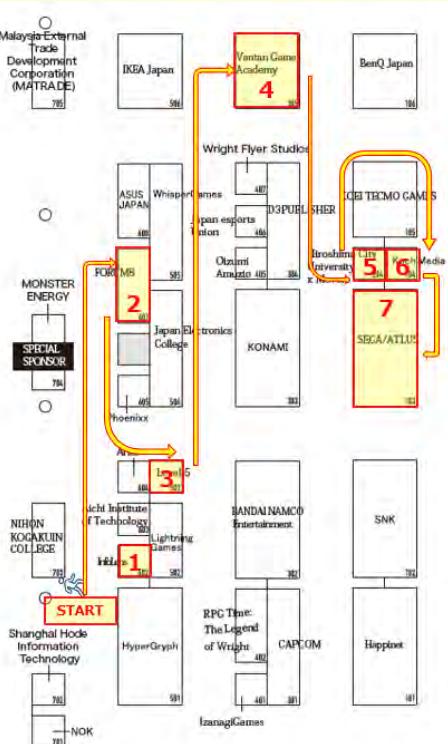


October 1 (Fri) 15:00-16:30  
Tour Guide : DYAN



[Visiting Booths]

InfoLens/FORUM8/Level-5/Vantan Game Academy/Hiroshima City University x Movere/Koch Media/SEGA/ATLUS

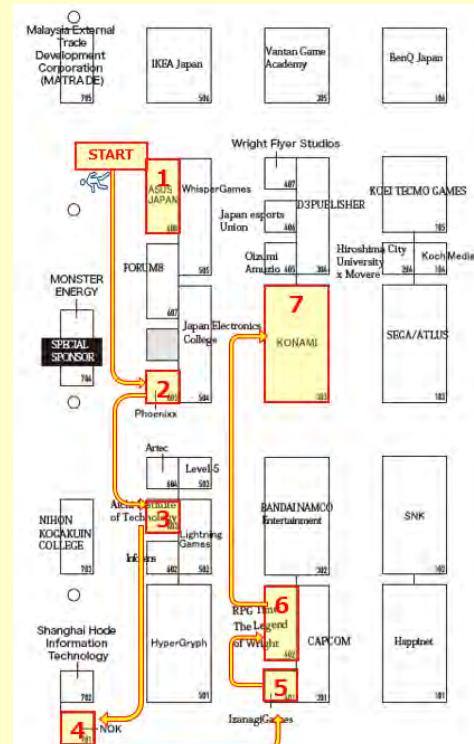


October 2 (Sat) 11:00-12:30  
Tour Guide : JICHO KACHO



[Visiting Booths]

ASUS JAPAN/Phoenixx/Aichi Institute of Technology/NOK/IzanagiGames/RPG Time: The Legend of Wright/KONAMI

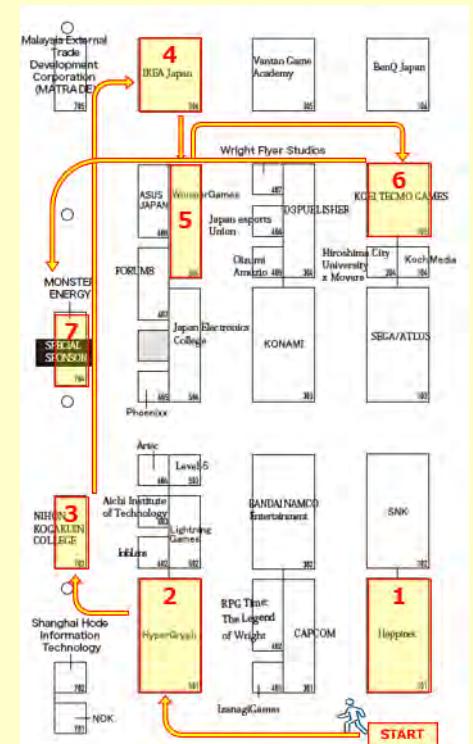


October 2 (Sat) 15:00-16:30  
Tour Guide : Okazu Club



[Visiting Booths]

Happinet/ HyperGryph/NIHON KOGAKUIN COLLEGE/IKEAJapan/WhisperGames/KOEI TECMO GAMES /MONSTER ENERGY

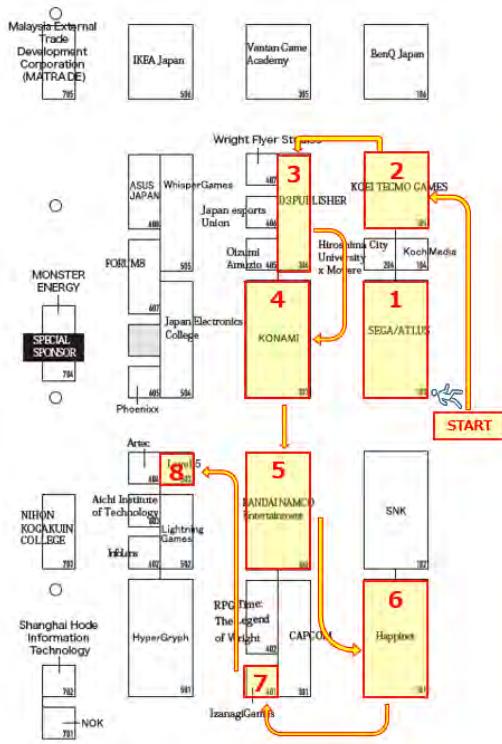


October 3 (Sun) 11:00-12:30  
Tour Guide : Daniel Robson (IGN)  
/Starbitzzychan



[Visiting Booths]

SEGA/ATLUS/KOEI TECMO GAMES/D3PUBLISHER/KONAMI/BANDAI NAMCO Entertainment/Happinet/IzanagiGames/Level-5



## Online Experience Tour ③

## &lt;Comments from Participants&gt;

I was very interested in knowing what kind of game I knew only by name. It was a lot of fun!

I'm glad that the two of Magic Lovely introduced me very happily. I hope there will be another tour like this next year.

Magic Lovely's tour was a lot of fun! Two people who like games were very good!

It was a very meaningful time to learn about overseas games and games made by students. It was also great that the two of Magic Lovely were playing happily. Thank you for your valuable opportunity!

It was also fun to see my favorite game being introduced and being experienced by the two Magic Lovely players. I would like to see the Little Nightmare booth locally, so I would like it to be held again.

TGS online tour was fun. The student's presentation made me want to support him with all my might. I enjoyed all of them, so I'm thinking of investigating the games that I was interested in later. One of Magic Lovely was familiar with the game, and one was good at progressing and easy to see. I'm hoping for the next event, but I hope the game screen will be easier to see.

It was fun, thank you. It was good to see the whole view of the city that I couldn't see anywhere else in the EDF trial video. I learned about programming materials at other booths.

I applied for the SEGA/ATLUS, but I was disappointed that I couldn't see the ATLUS. It is possible to introduce one game carefully, but I think that it would be more enjoyable if the games on display were roughly guided, so I would like to get a general guide.

I live in a rural area, but I couldn't go to the site easily, and I was able to solve the problem that I couldn't see it unless I lined up for a long time depending on the booth, and Diane, the tour guide, was also good. I enjoyed this online tour very much. I would like to participate again next time. Thank you very much.

DYNE introduced me to various game booths, and I was interested in genres that I wouldn't normally do, and it was a great time. However, I hope that the next time it will be held, we will be able to keep the booth time a little longer.

I enjoyed participating in JICHO KACHO tour! I was able to catch up with the trend with the comments of the two people and the comments of the developers.

The staff actively listened to the story of the game and I was able to watch it without any interruption. It was very interesting.

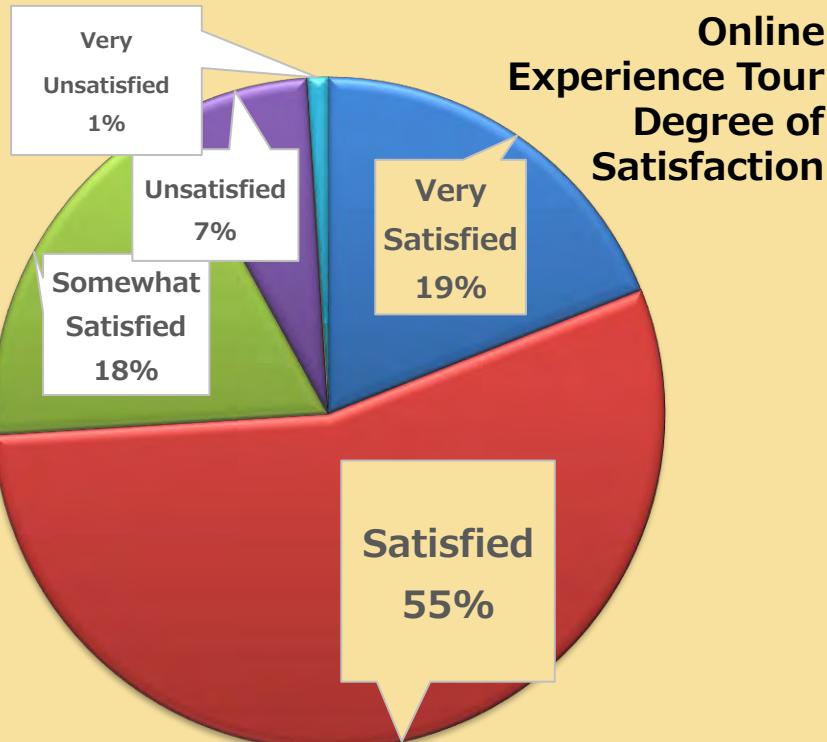
It was fun to see various new games. EEG measurement is also interesting. Next time I would like to see it on site.

It was a very meaningful time to get to know the atmosphere of the site. I wish the image quality and sound were a little better. We look forward to your continued fun planning.

I participated twice! thank you very much! There was also a live broadcast, so I was able to experience the feeling of being able to go to the site! The timing of switching booths was good, and in an hour and a half ... It might have been even better because the tour guide was a comedian! I hope you will continue to hold online tours in the future!

It was a short time today, but I enjoyed it very much. The desire to go to the venue became stronger. I want you to hold such an event again depending on the situation next year!

Thank you for giving me the opportunity to feel the atmosphere of the venue while I couldn't go there! If you can't go to the site next time, I want you to do it again! !!



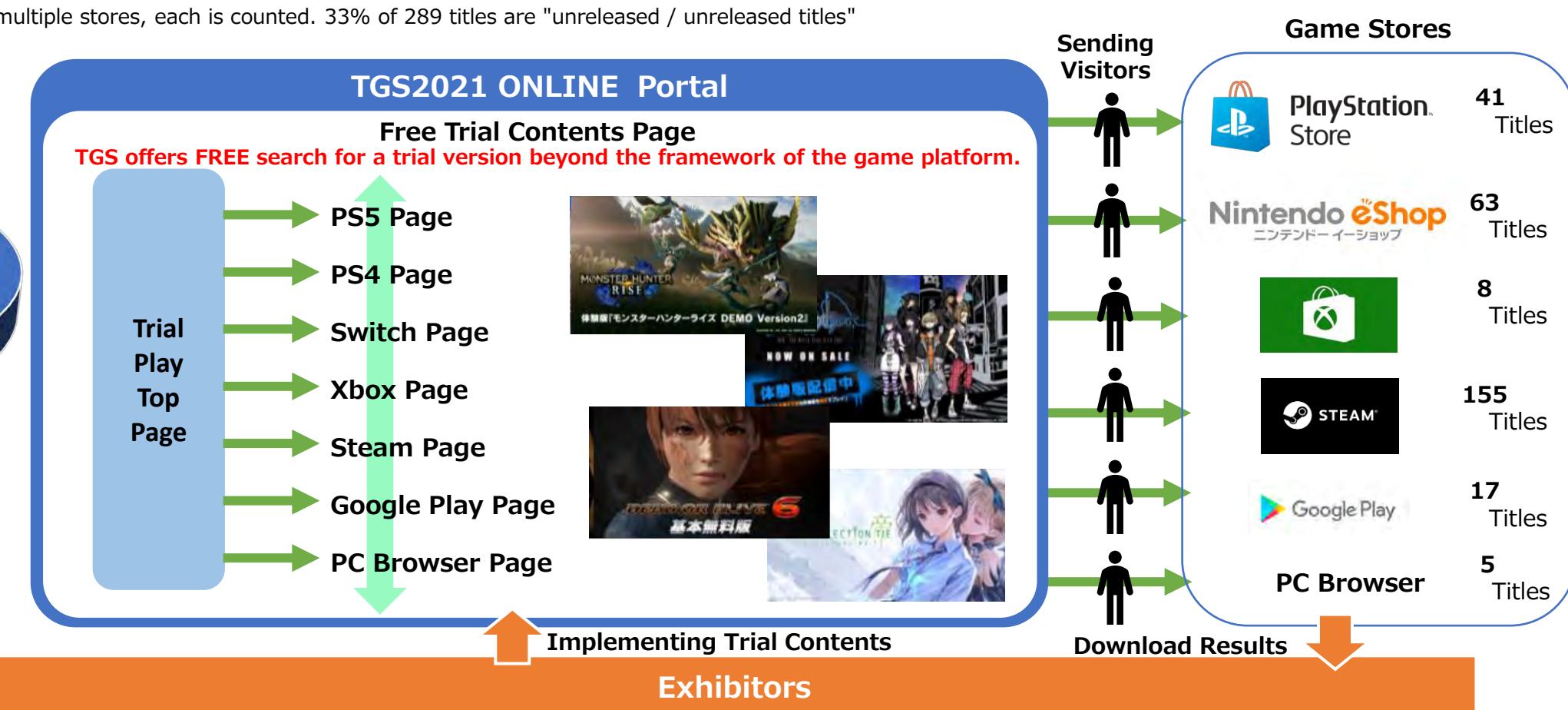
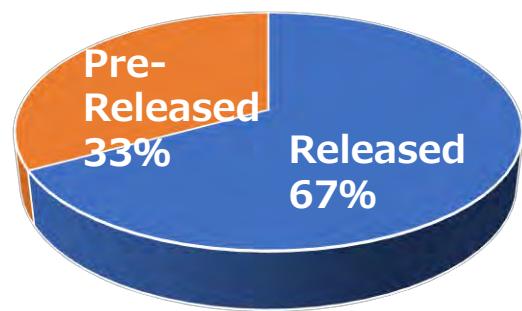
Source: Online Experience Tour Participants Post-Event Survey

Online  
Experience Tour  
Degree of  
Satisfaction

# Free Online Trial Games

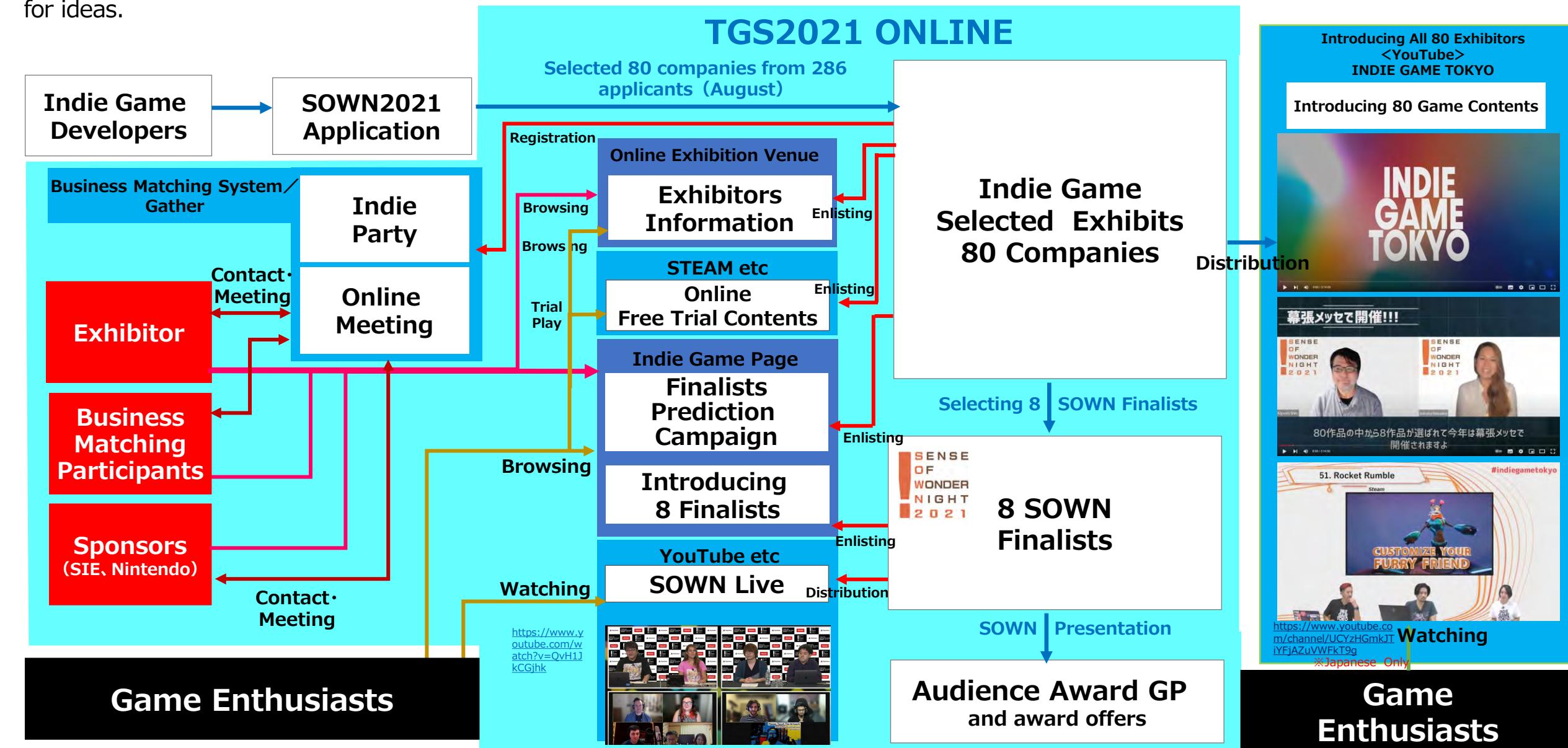
For the first time, the "trial play" that game fans expect from TGS will be held online. Regardless of whether it is "unreleased / unreleased title" or "already announced / released title", TGS2021 ONLINE prepared a trial version that exhibitors can play for free, and in advance "PlayStation Store", "Nintendo eShop", "Microsoft Store", "Steam", "Google Play", etc. The information is summarized on the "Trial Free Trial" page on the TGS2021 ONLINE official website. Following the link, I downloaded the trial version and had it played. This time, the trial version posted on the "Trial version free trial" page has a total of 289 titles.

\* If the same title is distributed in multiple stores, each is counted. 33% of 289 titles are "unreleased / unreleased titles"



# Indie Game Project ①

TGS called indie "Selected Exhibits" who can exhibit at TGS2021 ONLINE for free from all over the world, and selected 80 indie game companies. Eight companies selected from among them will hold a pitch event "Sense of Wonder Night (SOWN)" through online to compete for ideas.



# Indie Game Project ②

&lt;SENSE OF WONDER NIGHT/Concurrent Project&gt;

Sense of Wonder Night (SOWN) 2021 is an official program from the Makuhari Messe venueLive delivery. Eight finalists from six countries attended the presentation and decided on the Audience Award GP.

## SOWN2021 View Results October 1 (Fri) 11:00~12:50

Platform	Language	2021		2020	
		Viewing	Maximum Number of Simultaneous Connections	Viewing	Maximum Number of Simultaneous Connections
YouTube	Japanese	23,392	1,487	30,304	2,765
	English	5,806	180	8,440	594
Twitter	Japanese	355,000	—	118,000	—
	English	1,388	—	8,480	—
nico nico	Japanese	38,749	—	4,752	—
Twitch	Japanese	—	—	12,926	—
	English	—	—	351	—
Facebook	Japanese	642	11	—	—
	English	102	7	—	—

### [Concurrent Project ①]Ballot Campaign/INDIE GAME TOKYO

In order to get more interest in indie games, we will hold a voting campaign to predict 8 SOWN finalists from the 80 selected exhibitors, and a distribution program "INDIE GAME TOKYO" that introduces all 80 selected exhibitors at once. implementation.



### [Concurrent Project ②]Indie Party

Continuing from the previous year, we have prepared a venue where indie game developers, including selected exhibitors, can interact online using Gather (a two-dimensional RPG-style meeting system) (right). After the SOWN, the judges will also participate in the event.

A party venue that imitates the Makuhari Messe venue is prepared in "Gather". Participants became avatars and wandered around the venue, and were able to communicate with nearby people by "face-to-face".



## SOWN Finalist

Exhibitor	Game Title	Country
Clever Plays Studio	Operation: Tango	Canada
KATAKOTO	Sound of Kakurenbo	Japan
Kingblade Games	Do Not Buy This Game	Israel
Lo-Fi People	Blind Drive	Israel
Multiverse Narratives	Eloquence	Netherland
Playbae	In My Shadow	India
Soramame Games	Labyrinth of mystery and memory	Japan
Thomas Waterzooi	Please, Touch The Artwork	Belgium

★---Audience Award GP

# Japan Game Awards 2021

The "Japan Game Awards 2021", which celebrated its 25th anniversary this year, is the "Minister of Economy, Trade and Industry Award" given to those who have contributed to the development of the computer entertainment industry in recent years. Held in four divisions: "Game of the Year Division", "Amateur Division" for original unfinished works, regardless of students or the general public, and "U18 Division" for works developed by people under the age of 18. ..The announcement and awards of each award-winning work were broadcast live (simulcast) as the official program of "Tokyo Game Show 2021 Online". The "Future Division", which invites visitors to vote for unreleased works exhibited at the "Tokyo Game Show", will be selected this year as the "Tokyo Game Show 2021" will be held online as it did last year. I made a story. Instead, as a CESA official event, "Tokyo Game Show Special Project / Media Award 2021" will be held jointly by the three media of "Dengeki", "Famitsu" and "4Gamer.net". From the general public, we are looking for tweets with titles that interest you from the exhibition titles and titles that you want to support. Each media independently selects award-winning works. Introduced a new work that game users are paying attention to.

# Japan Game Awards 2021 Annual Awards List

The "Annual Works Division" has held a general vote from April 19 to July 23, 2021. Each award-winning work will be decided after the general voting results and the screening by the Japan Game Awards selection committee. In addition to the large number of supporters in the general voting, the "Grand Prize" was selected by the Japan Game Awards selection committee as the most suitable work to symbolize 2020, "Ghost of Tsushima" (Sony Interactive Entertainment) "MONSTER HUNTER RISE ™". ] (Capcom) was selected. The double award for the grand prize is the first since 2014.

The "Minister of Economy, Trade and Industry Award" given to those who have contributed to the development of the Japanese game industry in recent years has been decided by Mr. Shibusawa Kou."Shibusawa Kou" has been involved in the development of numerous works since the dawn of computer entertainment, leading the industry.

In addition, in the masterpieces "Nobunaga's Ambition" and "Sangokushi" series, he pioneered and established a major game genre called historical simulations, and was evaluated for his contribution to the development of the Japanese computer entertainment industry as a top creator for 40 years.

It was an award. In addition, the "Game Designers Award", which is selected based on originality and novelty from the creator's point of view, was selected by a total of nine top creators representing Japan, with Masahiro Sakurai as the chairman of the jury, and this year's award-winning works. "Mario Kart Live Home Circuit" (Nintendo) was selected as.

Awards	Title	Platform	Company
Grand Award	Ghost of Tsushima	PS4	Sony Interactive Entertainment
	MONSTER HUNTER RISE ™	Nintendo Switch	CAPCOM
Game Designers Award	Mario Kart Live: Home Circuit	Nintendo Switch	Nintendo
Award for Excellence	Umamusume: Pretty Derby	iOS / Android OS / PC	Cygames
	Genshin Impact	iOS / Android OS / PC / PS5 / PS4	miHoYo
	Ghost of Tsushima	PS4	Sony Interactive Entertainment
	Sakuna: Of Rice and Ruin	Nintendo Switch / PS4 / Steam	Marvelous
	Resident Evil 3	PS4 / Xbox One / PC	CAPCOM
	BUDDY MISSION BOND	Nintendo Switch	Nintendo
	FINAL FANTASY VII REMAKE	PS4	SQUARE ENIX
	Momotaro Dentetsu: Showa, Heisei, Reiwa mo Teiban!	Nintendo Switch	Konami Digital Entertainment
	MONSTER HUNTER RISE ™	Nintendo Switch	CAPCOM
	The Last Us Part II	PS4	Sony Interactive Entertainment
Best Sales Award	Momotaro Dentetsu: Showa, Heisei, Reiwa mo Teiban!	Nintendo Switch	Konami Digital Entertainment
Global Award Japanese Product	Animal Crossing: New Horizons	Nintendo Switch	Nintendo
Global Award Foreign Product	Call of Duty:Black Ops Cold War	PS5 / PS4 / Xbox One / Xbox Series X S / PC	ACTIVISION / Treyarch; Raven Software
The Minister of Economy, Trade and Industry Award	Kou Shibusawa		

# Japan Game Awards 2021 Presentation Event

Minister of Economy, Trade and Industry Award, Global Award, Best Sales Award, each award of the Game Designers Awards have announced. Winners have appeared through online message.

**Time & Date : October 2 (Sat.) 18 : 00~19 : 50**

**Moderator : Hikaru Ijyuin (Talent)  
Shouhei Shibata (Freelance)**

**Guest : Katsuhiko HAYASHI (Famitsu Group Representative)  
Yoshimichi Nishioka (Editor-in-Chief, Dengeki Game Media)**

**Global Award Foreign Product  
「Call of Duty Blackops Cold War」**



**Best Sales Award  
「Momotarodenretetsu: Show, Heisei, reiwa mo teiban！」**



**Minister of Economy, Trade, and Industry Award  
「Kou Shibusawa」**



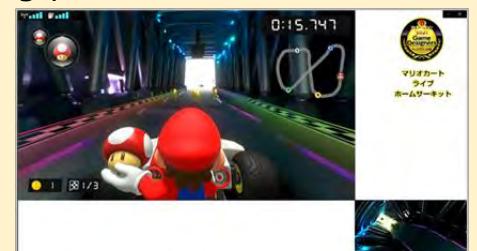
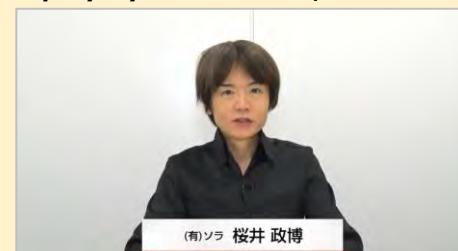
**Global Award Japanese Product  
「Animal Crossing」**



The moderator announces the award-winning and talks with guests.



For the Game Designers Award, the announcement and demo play by Mr. Sakurai, the chief judge, has broadcasted on VTR.



# Japan Game Awards 2021 Presentation Event

Grand Award for Excellence have announced from 10 candidates. The award event has introduced submitted to each award-winning with introducing comments from general voters on the screen. Winners have appeared in a video message.

## Award for Excellence 「Regident Evel 3」



## Award for Excellence 「FINAL FANTASY VII REMAKE」



## Award for Excellence 「The Last of Us Part II」



## Award for Excellence 「Ghost of Tsushima」



## Award for Excellence 「Genshin Impact」



## Award for Excellence 「Sakuna: Of Rice and Ruin」



The moderator announces the award-winning work and talks with guests.



# Japan Game Awards 2021 Presentation Event

Following the announcement of 10 works of Award for Excellence, the Grand Award was announced from among the works that won Award for Excellence. Grand Award goes to multiple winners since 2014.

## Award for Excellence

### 「Momotaroden-tetsu: Show, Heisei, reiwa mo teiban！」



## Award for Excellence

### 「BUDDY MISSION BOND」



## Award for Excellence

### 「Umamusume: Pretty Derby」



## Award for Excellence

### 「MONSTER HUNTER RISE™」



## Grand Award

### 「Ghost of Tsushima」「MONSTER HUNTER RISE™」



## Award for Excellence and/ Grand Award Winning Works and Looking back on all the award-winning works.



# Japan Game Awards 2021 Amateur Division Award Ceremony

Announced the grand award, award for excellence, and honorable mention award from the 10 finalists. Winners participated remotely, and the judges told the creators the reasons for the selection.

Time & Date : October 2 (Sat.) 12 : 30~14 : 38

Moderator : Shouhei SHIBATA (Freelance)  
Misaki MAEDA (Freelance)

<Remarks by Organizer>

Naohiro SAITO (Chief of Human Development, CESA)

## Finalists Team Introductions



## Finalists Work Introductions



鏡娘

## Award for Excellence - Explanation of Reasons for Selection



DungeonInversion

## Award for Excellence -Introduction of All Winners



## Opening



## Opening Remarks by Organizer



CESA人材育成部会 部長  
斎藤 直宏

## Finalist Nomination Briefing



コナデジタルエンタテインメント 岡村 恵明

「鏡娘」グループ名:櫻組歌 代表 近藤 要

## Announcement of Award for Excellence



「DungeonInversion」グループ名:ベイビーのひとりごと 代表 西川 仁

## Announcement of Grand Award～ Winner Interview



ウニイ研究所

HAL大阪

※スタッフが美味しくいただきました



「ウニイ研究所」グループ名:ボススタッフが美味しいいただきました 代表 石川 亮太

# Japan Game Awards Amateur Division Awards List

"Amateur Division" announced the recruitment theme on February 1st. Applications were accepted from March 1st to May 31st. This year, we solicited works under the theme of "Mobius strip" and received 493 works. In the selection process, game creators and game media editors conducted a viewing and trial screening of the work introduction video, and 10 works were selected and announced as award-winning works.

Awards	Title	Winner's Name	School	Platform
Grand Award	Wuny Laboratory	The staff had it deliciously.	HAL Osaka	PC
	Wuny Laboratory	The staff had it deliciously.	HAL Osaka	PC
	Orihime	Comoheri -Common Heritage	HAL Tokyo	PC
	ShiroChroConnect	Listing Bottle	HAL Osaka	PC
	DungeonInversion	Babys solioguy	HAL Nagoya	PC
	PARADOGS	Kazuya Tanoue	Waseda-Bunri College of Arts and Sciences	PC
	LUMINO La ruta natural	TablePunch	HAL Nagoya	PC
Award for Excellence	KYOMUSUME	SUIMINYOKKU	HAL Osaka	PC
	Confettia	Non and Nobu	HAL Tokyo	PC
	Tsukikage	FM Toksin Lab.	HAL Tokyo	PC
	ReverseRoom	Syunya Suzuki	NAGOYA KOGAKUIN COLLEGE	PC
Honorable Mention				

# Japan Game Awards 2021 U18 Division Award Ceremony 37

The GOLD, SILVER, and BRONZE awards have been decided based on the comprehensive evaluation of the preliminary trial screening of six finalists who advanced to the final and the presentation screening on the day. Winners participated remotely.

**Time & Date : October 3 (Sun.) 13 : 00~15 : 16**

**Moderator : Takashi TOKITA (Square Enix)  
Ai YOKOMACHI (Freelance)**

<Remarks from Organizer>

Naohiro SAITO (Chief, Human Development, CESA)  
Suguru SHOJI (Vice Chief, Human Development, CESA)

**Introduction of Judges**



**「BRONZE Award」  
Winner Announcement**



**Finalist Presentation on VTR broadcast-question and answer with judges**



**「SILVER Award」  
Winner Announcement**



**Opening**



**Opening Remarks by Organizer**



**Screening : Interview with  
Finalists and  
Tech Kids Grand Prix Guest Presentation**



**「GOLD Award」  
Winner Announcement**



**Closing Remarks by Organizer**



# Japan Game Awards 2021 U18 Division Winner List

"U18 Division" started accepting entries from December 28, 2020 and accepted applications from February 1 to March 31, 2021. Six works that passed the first screening and the preliminary competition advance to the final competition. In the final tournament, in addition to the preliminary trial examination by three judges, Comprehensive evaluation of the results of the presentation screening on the day of the finals. The "GOLD Award", "SILVER Award" and "BRONZE Award" have been decided and announced.

Prize	Title	Name	School
GOLD	Balloon Head	Taro FURUCHI	Aichi Pref. Aichi Sogo Technology Senior H.S.
SILVER	Planet of MAGURO	Noboru YAMAGUCHI	Kadokawa Dwango Gakuen N Senior H.S.
BRONZE	AGARES	Noritaka KUMABUCHI	Kobe City Science Technology Senior H.S.
		Yuji FUJIWARA	Kobe City Science Technology Senior H.S.
		Kuninori KUMAGAWA	Kobe City Science Technology Senior H.S.
	Color Overlap	Leo UEDA	Suginami-ku Nakase Junior H.S.
	KURAYAMI RUN	Ken KITAMURA	Doshisha Senior H.S.
	Card Action Mystery	Taichiro YUI	Kanagawa Sogo Sangyo Senior H.S.

# Amazon Special Venue ①

Continuing from last year, we have set up a special venue for TGS on Amazon.co.jp to offer a variety of goods sales experiences while enjoying various TGS programs and contents.

▼Amazon Special Venue (PC)

TOKYO GAME SHOW 2021 ONLINE

TGSトップ 物販会場へ

メインステージさんはオンラインです。

このSpecial Eventsの配信をチェックしましょう(18日前配信)。

最新の配信を見る

電脳の元ヒノ先生直伝 ¥540

LOST JUDGMENT 被かざされた記憶 ¥6,838

過去配信

TGS2021 ONLINE 4日目 TGS2021 ONLINE 3日目 TGS2021 ONLINE 2日目 TGS2021 ONLINE 1日目

番組表 9月30日 10月1日 10月2日 10月3日

Amazon特設会場 ステージのご案内

日本・サウジアラビア eスポーツマッチ JAPAN ROUND 2021.10.2 sat - 3 sun

SEGA ATLUS

一般社団法人日本eスポーツ連合

FASHION オリジナルアイテム販売中

TOKYO GAME SHOW VR 2021

日本ゲーム大賞

SENSE OF WONDER NIGHT 2021

TGSマーケット

GAMES GAMING DEVICES CHARACTER GOODS MUSIC/BOOK ACCESSORIES

e Infinity Gate Ver.1.0 ワードリンク500ml×24本 ★★★★☆ 19

(ビームスBEAMS)半袖プリントTシャツ ロゴ Tシャツ BEAMSロゴ 2-050

SteelSeries Arctis 7 ヘッドセット マイク付き 防滴 空間型 PS4/PC

HyperX Cloud Stinger グラウンドドット PS4/PC

▼TGS Market (retail venue)

amazon.co.jp

TOKYO GAME SHOW 2021 ONLINE

TGSマーケット

マーケットトップ ゲーム専門店 プライム フィルタ

注目のタイトル

LOST JUDGMENT

鬼滅の刃 無限列車

龍が如く7

SONIC COLORS ULTIMATE

売れ筋ランキング

# Amazon Special Venue ② New Initiatives

As a new initiative with Amazon special venue, we provide content that allows users to experience TGS at various points of contact.

**TGS official goods sales using Merch by Amazon**

**T-shirts in collaboration with PUMA are sold.**

**TGS Special Feature and Exhibit Game Trials on ReMG Broadcast Program**

**Amazon Music Unlimited 4-Month Trial Coupon Distribution**

**Amazon Music Delivers TGMF Playlists**

**Alexa Special Content Delivery**



音声アシスタントの Alexa に聞いてみよう  
アレクサ、東京ゲームショウってなに?

TGS2021 ONLINE | TOKYO GAME MUSIC FES



# Amazon Special Venue ③ Exhibiting Results

16 companies are invited to participate in the Exhibit campaign under the plan that leads to sales.

		Gold Plan	Entry Plan	Exhibit Only
		5 companies	8 companies	3 companies
Content	Set up a special page for manufacturers on Amazon's special site	Template	Logo & Product Listing Only	Products Listing Only
	Live distribution on Amazon's special site	No time limit	30 minutes	✗
	Video distribution within the manufacturer's special page	○	✗	✗
	Timer type product appearance function for live distribution in Amazon special site	○	✗	✗
Promotion	Products listed on TGS Market	○	○	○
	Distribution of targeted coupons * The cost of the coupons is borne by the exhibitors.	○	✗	✗
attracting customers	banner installed on the top page of Amazon's special site * Random display	Medium	Small	✗
	Company names and logos listed in the list of exhibitors	With Link	With Link	Company Name Only
	Company name and logo on the teaser page	With Link	Without Link	✗
	TGS Targeting Mail during the Period	○	✗	✗
	TGS End Target Mail	○	✗	✗
Options	Distribution of novelties to purchasers of TGS-related products * The content is subject to regulation/review	○	○	✗
	TGS music project participation + Amazon Music playlist distribution (adjustment required)	○	✗	✗
	Retargeting Action for trial code distribution (Targeting mail, coupon distribution, etc.)	○	○	✗

# Amazon Special Venue ④ Exhibitor List

- |                      |                                  |                       |
|----------------------|----------------------------------|-----------------------|
| •SEGA/ATLUS          | •Microsoft Japan Co., Ltd        | •Japan esports Union  |
| •Amazon Prime Gaming | •BANDAI NAMCO Entertainment Inc. |                       |
| •EPOS                | •MICRO-STAR INTERNATIONAL        | •Happinet             |
| •Okamura Corporation | •SQUARE ENIX                     | •LG Electronics Japan |
| •BenQ Japan          | •Indie Game Sale                 |                       |
| •AKRacing            | •A udio Technica Corporation     | •HyperX               |

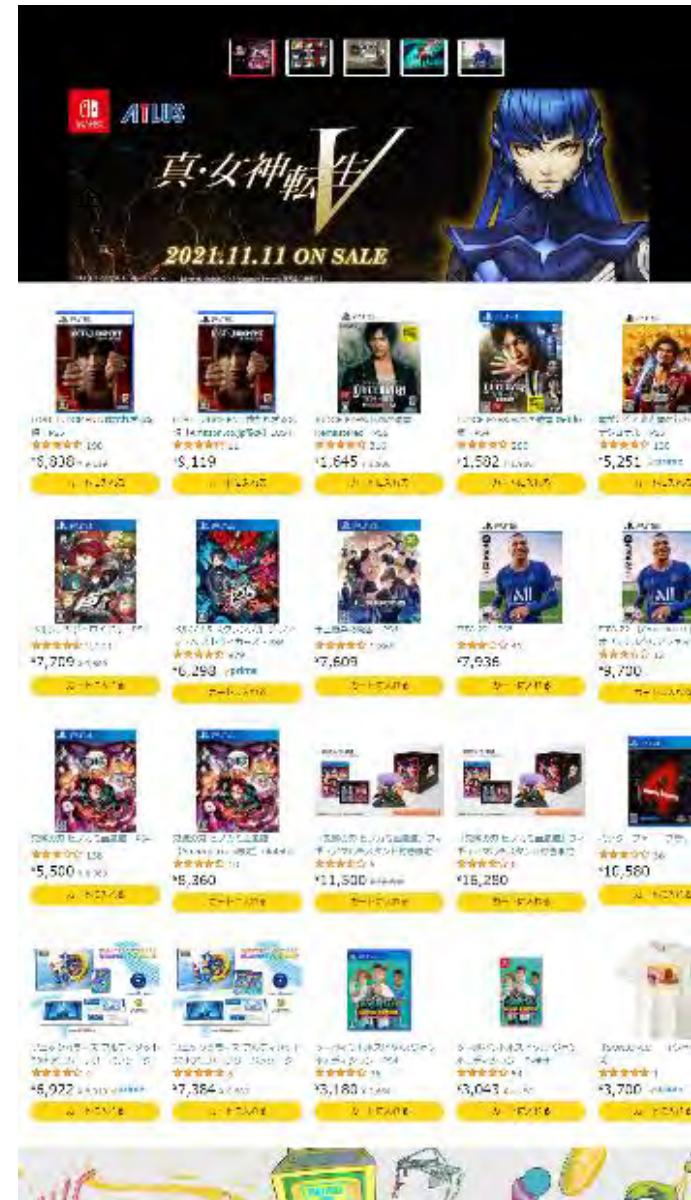
\*In order of Exhibitor Status (random order within each status)

# Amazon Special Venue ⑤ Exhibitor's Page

43

▼Exhibitor company page example: SEGA/ATLUS

TOKYO GAME SHOW 2021 ONLINE



▼ Exhibitor Company Page Example:  
Omnibus Stage

The screenshot shows the official website for Tokyo Game Show 2021 Online. At the top, there's a navigation bar with 'TGSトップ' and '物販会場へ'. Below it, a banner for 'Omnia Stage' features a colorful illustration of video game characters and objects. The main content area displays a message from BenQ stating that streaming has ended and thanking viewers. Below this, a section titled 'Live Broadcast Schedule' lists various BenQ products with their prices and ratings. Further down, there's a section for 'Recommended Products' featuring a grid of items like graphics cards and monitors. A sidebar on the right lists more recommended products.

# Amazon Special Venue ⑥ Feedback from Users

TGS終了。4日間ほぼYouTubeに張り付いてずっと見てたw現地だったら絶対見ないような番組も見れてめっちゃ楽しかった！現地も良いけどオンラインも捨てたもんじゃないですね。

#TGS2021

オンラインでTGS楽しめるの有難みしかない  
あらたな形でゲーム会社とか応援できる

**TGSの公式番組、エンディングもこんな時間までやってくれたのはオンライン開催のおかげやな**

Alexaが今日から4日間ゲームショウで○○や△△がオススメだぞ！と教えてくれたw  
そんなことも教えてくれるのか...  
とりあえずVRの設定をしてみようかな🤔  
オンライン放送も何やるか調べてみなくては...！

**TGS**、現地行っても人ごみで疲労感はないからオンラインで好きなの見れるのいいね

TGS、オンラインのが配信とかアーカイブで好きなタイミングで観られるし、のんびり情報集められるから精神的に楽で好きw

今年もTGS楽しかった！4日間ゲーム情報満載とか夢のようだよね……コロナ関係なく地方民にはオンラインまじでありがたい。関係者の皆様、いつも楽しいゲームをありがとうございますm(\_ \_)mこれからも楽しむぜえええええ！！！

あっ！今日から**TGS**でしたね！  
すっかり忘れてたけど**アレクサ**が教えてくれました。偉い。

PUMAとコラボするんかTGSグッズ！楽しみすぎる

ゲームショウのTシャツ。Amazonで買えるんだよね。かわいいな。

今年もTGS面白かったー！  
オンラインしてくれて本当にありがたや

TGSのキャンペーンでAmazonMusicのサブスクが4ヶ月無料だったから試しに登録してみたが……すごく快適

# TGS Fashion Project ①



"TGS official goods" were sold for the first time in two years.  
Collaborated goods with PUMA were also sold to celebrate the 25th anniversary of TGS.

## TGS official goods

Using "Merch by Amazon", a wide variety of not only TGS2021 but TGSVR and TGMF goods were sold in Japan and overseas.



**20 types**  
Worldwide sales in 6 countries

## Collaborated goods with PUMA

As the first trial of TGS, collaborated goods with PUMA were sold in Japan and overseas.



**1 type**  
Global 65 country shipping

# TGS Fashion Project ② User's Voice

The design, variety of items, and reasonable price are highly evaluated.

TGSのTシャツ！？デザイン最高！？！？

TGSのTシャツ、色々柄があってオサレだし何か買おうかなあ( ^ω^ )

TGSのTシャツとパーカー買って届いたので当日はそれ着ながら楽しむぞい。

TGSのパーカー買ってしまった。  
とても着心地良い( ^ω^ )

冬用にパーカーもあった。これで年中ブイアール！TGS、やるじゃん！

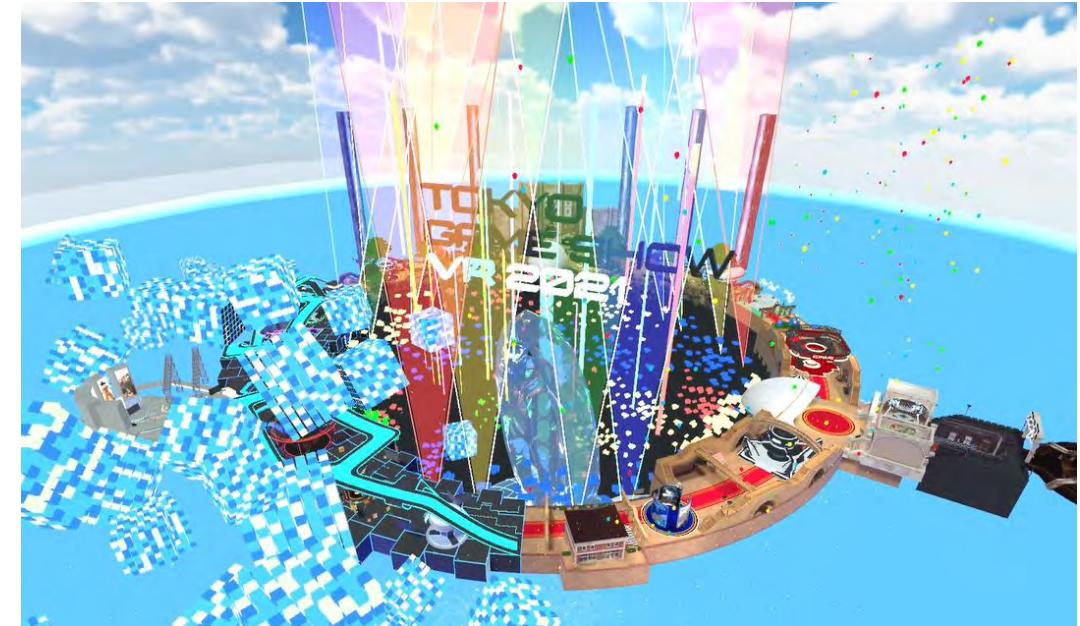
メインビジュアルのTシャツも販売中  
2800円とお手頃

TGSに行けないから物販で思い出作り。  
ロゴかわいいしネイビー好きだし(°Д°)Γ



今年のTGS VRが思ったより楽しかったのでつい買ってしまった超絶いかすTシャツが届いた♪ブイアール♪



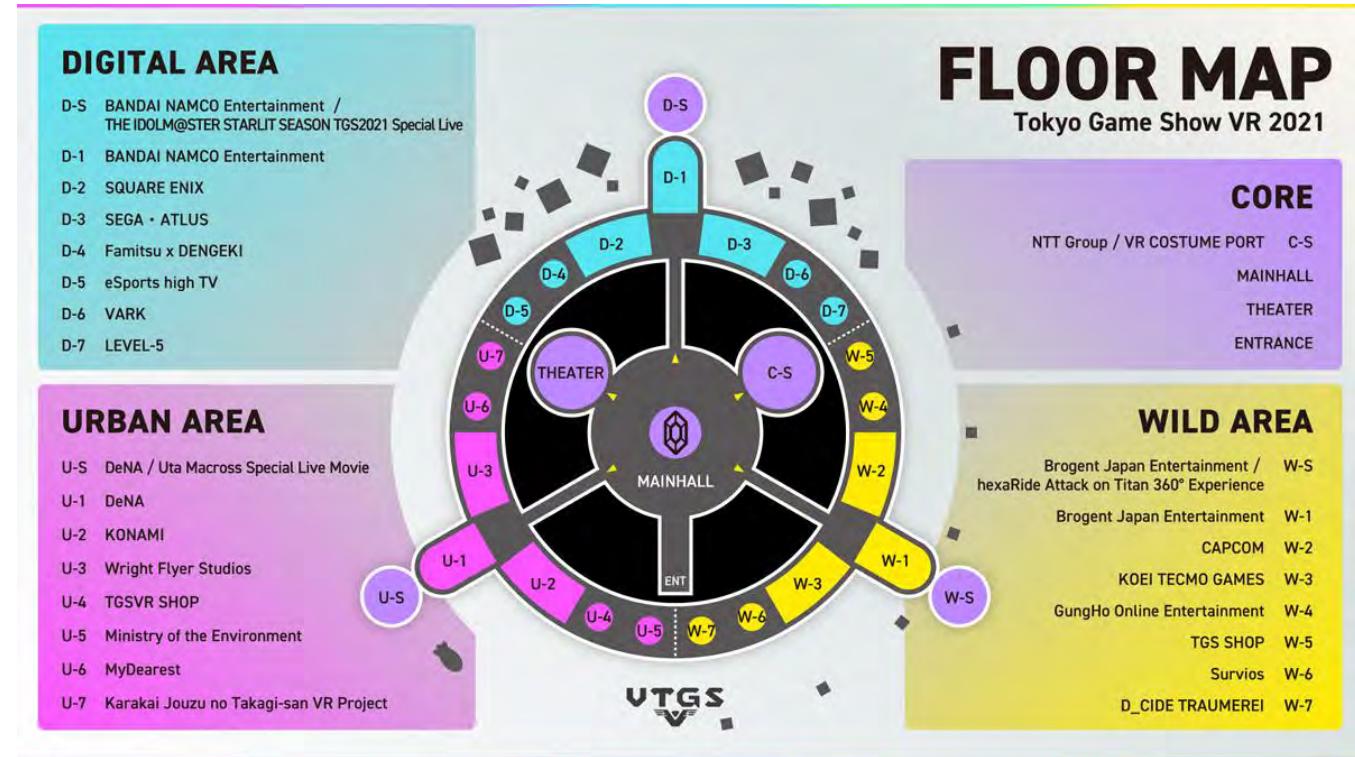


<b>Event Name</b>	<b>TOKYO GAME SHOW VR 2021</b>
<b>Theme</b>	<b>見てるだけじゃ、もったいない。(Just looking at it is a waste.)</b>
<b>Period</b>	<b>September 30 (Thu) 09:00 ~ October 3 (Sun) 26:00, 2021</b>
<b>Organizer</b>	<b>Computer Entertainment Supplier's Association (CESA)</b>
<b>Venue</b>	<b>GAME FLOAT / GAME FLOAT SKY</b>
<b>Device</b>	<b>GAME FLOAT : VR/Oculus Quest/Windows/Mac GAME FLOAT SKY : PC Browser/Smartphone Browser/Oculus Quest Browser</b>
<b>Participation Fee</b>	<b>Free</b>

Exhibitors **20**

Experience Space;  
**27 locations**

Main Hall: 1  
Theater: 1  
SP Contents Room: 3  
Booth Exhibitions: 22



## Exhibitor List

### ◆ Official VR Technology Partner

NTT Group

### ◆ Exhibitor List

eSports high TV

KONAMI

VARK

CAPCOM

Survios

BANDAI NAMCO Entertainment

### ◆ VR Partner

Karakai Jouzu no Takagi-san VR Project

SQUARE ENIX

Famitsu × DENGEKI

Brogent Japan Entertainment

Ministry of Environment

SEGA/ATLUS

MyDearest

GungHo Online Entertainment

DeNA

Wright Flyer Studios

KOEI TECMO GAMES

D\_CIDE TRAUMEREI

LEVEL-5

# TGSVR ③ Overview of Each Area

Entrance



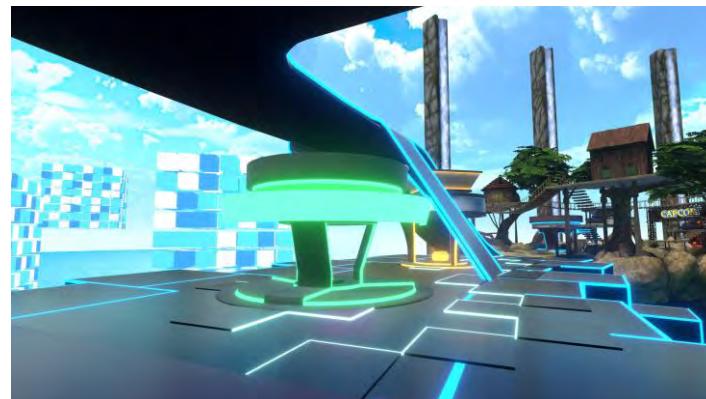
CORE



Theater



DIGITAL AREA



URBAN AREA

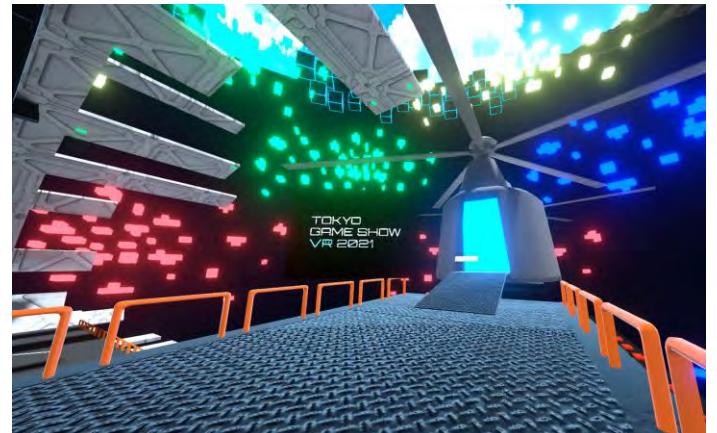
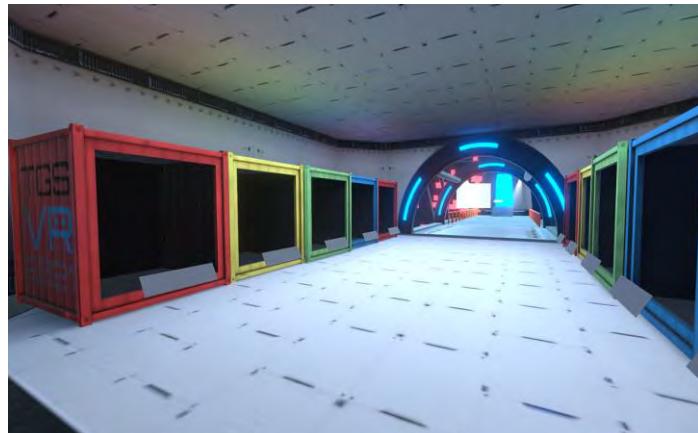
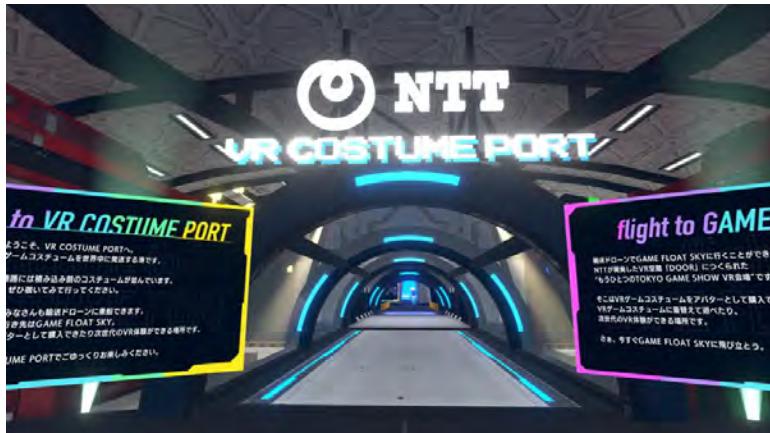


WILD AREA



# TGSVR ④ NTT Space

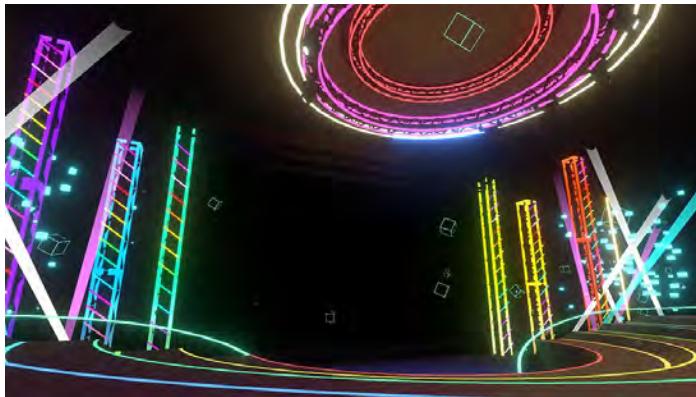
## NTT Space



## GAME FLOAT SKY



BANDAI NAMCO Entertainment / THE IDOLM@STER STARLIT SEASON TGS2021 Special Live



DeNA /  
Uta Macross Special Live Movie



Brogent Japan Entertainment /  
hexaRide Shingekino Kyojin 360° Experience



# TGSVR ⑥ Exhibitor's Space on DIGITAL AREA

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BANDAI NAMCO  
ENTERTAINMENT



SQUARE ENIX



SEGA/ATLUS



Famitsu × DENGEKI



eSports high TV



VARK



Level-5



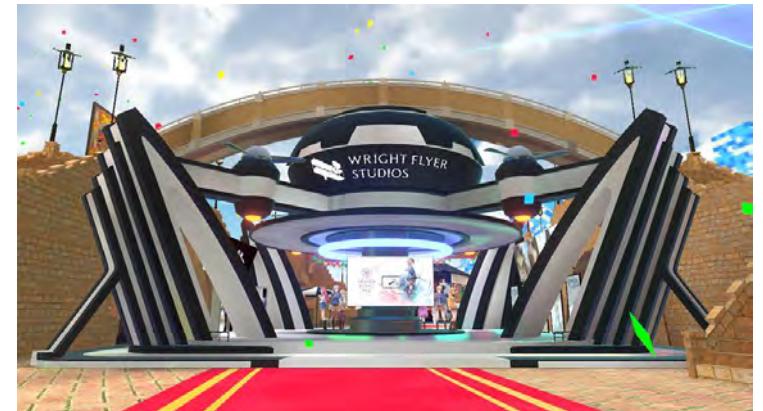
DeNA



KONAMI



Wright Flyer Studios



TGSVR SHOP



Ministry of Environment



MyDearest



Karakai Jouzu no Takagi-san VR Project



# TGSVR ⑧ Exhibitor's Space on WILD AREA

Brogent Japan Entertainment



CAPCOM



KOEI TECMO GAMES



GungHo Online Entertainment



TGS SHOP



Survios



D\_CIDE TRAUMEREI



The total number of visitors was more than 200,000.  
Two out of three people showed up with VR devices and stayed longer than expected.

## Total Number of Visitors

**210,566**

## Average Stay Time

**1,619.16 seconds  
= 27 min.**

## Device Ratio

**VR 66.7%  
PC 33.3%**

## ■ Media Coverages

FUJI Television  
「Mezamashi TV」



NHK  
「Tokyo Metropolitan Network」



TV Asahi  
「Super J Channel」



## ■ YouTube Uploads

OMEGA Sisters  
Subscribers : 283,000



「[Great Impact] TGS is dangerous with a large collection of game characters.」



# TOKYO GAME MUSIC FES ① Overview

For the first time in TGS history, a gaming music omnibus online concert held to commemorate TGS's 25th Anniversary.

## TOKYO GAME SHOW 2021 ONLINE TOKYO GAME MUSIC FES



### ■ Details of the implementation

#### < MAIN STAGE with Full Orchestra >

**STAGE 1: TGS2021 Special STAGE ~ We'll always have games. ~**

**STAGE 2: TGS 25<sup>th</sup> Anniversary STAGE ~ Our memories will never fade. ~**

#### < Thumva STAGE with various performance styles >

**STAGE 3: Thumva STAGE ~ Games and music, with us. ~**

### ■ Streaming date and time

**STAGE 1: 17:00 Saturday, October 2 - 23:59 Sunday, October 31**

**STAGE 2: 17:00 Sunday, October 3 - 23: 59 Sunday, October 31**

**STAGE 3: 20:00 Thursday, September 23 - 23: 59 Sunday, October 31**

### ■ Streaming venue

**STAGE 1&2: TGMF Special Site ( <https://tgmf.ecchat.live/2021/lp> )**

**STAGE 3: TGMF Thumva Special Site ( <https://thumva.com/events/d9lzcldmJeFlt6> )**



3 stages total of 9 contents, total of 55 titles, total of 168 songs performed

## STAGE 1: TGS 2021 Special STAGE

1. FINAL FANTASY X
2. METAL GEAR SOLID 4
3. Genshin Impact
4. Phantasy Star Online
- Intermission -
5. ROMANCE OF THE THREE KINGDOMS HADOU
6. NOBUNAGA'S AMBITION: SHINSEI
7. SONIC COLORS: ULTIMATE
8. MONSTER HUNTER series

## STAGE 2: TGS 25<sup>th</sup> Anniversary STAGE

1. Sakura Wars
2. Revelations: Persona
3. Atelier Marie / Atelier Ryza 2
4. Tales of Phantasia
5. STAR OCEAN /STAR OCEAN First Departure
- Intermission -
6. RESIDENT EVIL Series
7. NiGHTS into dreams ...
8. WILD ARMS
9. Arc The Lad II
10. SUIKODEN

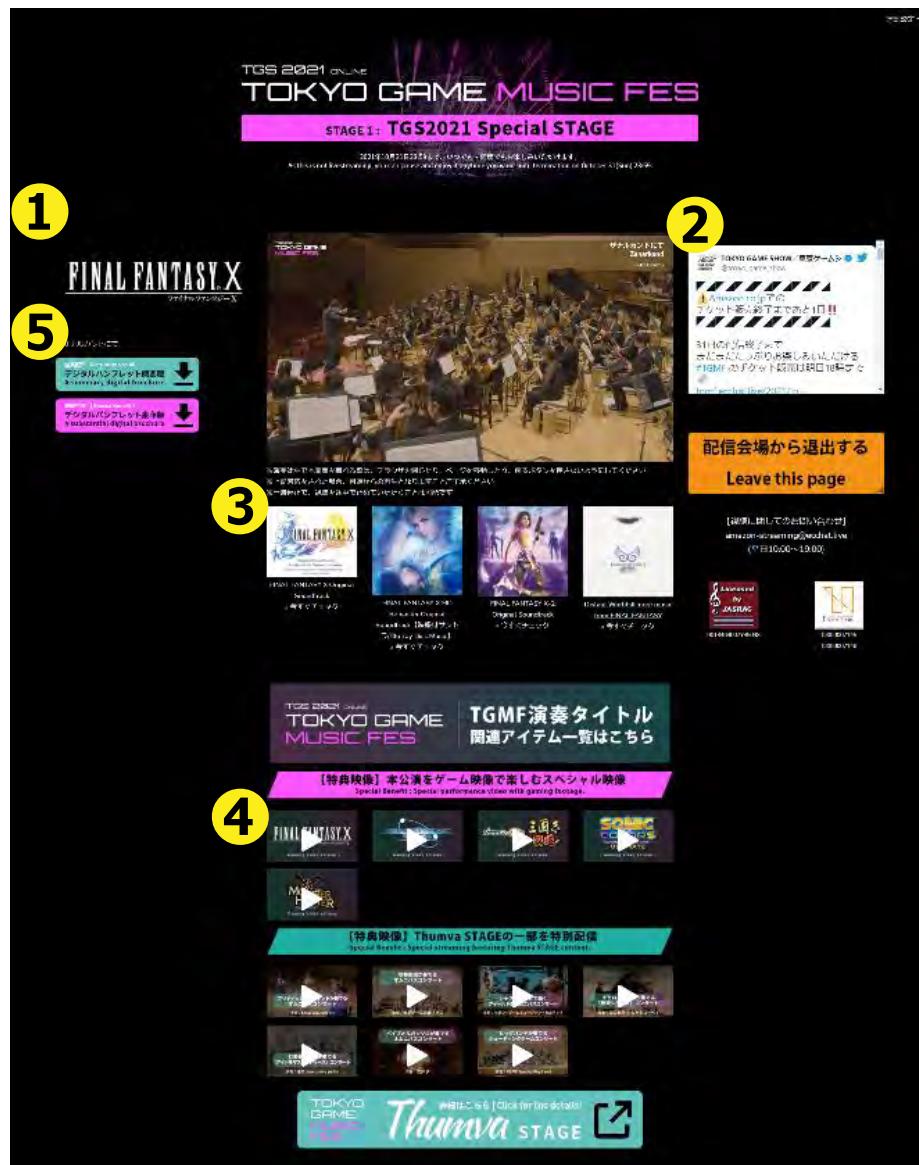
## STAGE 3: Thumva STAGE

1. an omnibus concert performed by a British quartet
2. an omnibus concert performed by a brass band
3. Field music omnibus concert with jazz arrangement
4. "Muso Series" Concert with Cello & Piano
5. play a percussion quartet "Idol Master Series" concert
6. Omnibus concert performed by pipe organ solo
7. Big Band Shooting Game Concert



# TOKYO GAME MUSIC FES ③ distribution screen

▼TGMF delivery page



Providing **5** ways of enjoying concerts unique to online concerts

**1** You can enjoy the concert while looking at the information of the musical piece.

**2** Audiences can listen to the concert while talking to each other

**3** A shopping cart where you can buy music items while listening to a concert

**4** A special video where you can enjoy an orchestra performance with a video game

\*Privilege buyers only

**5** 2 stages full of readability, over 40,000 words in total, program notes

\*Privilege buyers only

Audiences were highly satisfied with the results, and many of them watched the program repeatedly until just before the end of distribution. Many people are interested in unplayed games and want them to continue.

これは朗報だー!!  
TGS25thアニバーサリーゲームミュージックフェスオンラインのラインナップが豪華すぎる!  
サクラ大戦とTOPやスタオーとワイルドアームズに幻水って...当時夢中でプレイした懐かしのゲーム達の音楽が今年フルオーケストラで聴けるなんて...  
これは聴かないと!!楽しめた!  
#TGS2021  
#TGMF

聴き放題、生のオケコンでは味わえません、何度も聴くべき(個人的見解)

思い出たっぷりのゲームの曲も、未プレイのゲームの曲も楽しませて頂きました。ありがとうございました！来年のTGSでもやってほしい！！！

#TGMF

終わった～♪演奏もアレンジもとても好みで楽しかった。当時の世代民直撃の選曲ありがとうございました♪これ毎年やってほしいな #TGMF

25周年のタイトルと言われて、もうそんなに経つのかと思うタイトルばかりであると同時に多くの名曲を振り返る機会になりました。どれもが単体で公演できるほどのタイトルで、聴き応えのあるすばらしいアレンジでした。

この企画、今年だけで終わってしまうのはもったいないですね。

TGMFのパンフレット読むと、そのゲームを知らなくても楽しいけど好きな人が聴いたらもっと楽しいアレンジがされてるんだろうなと思う すごいな...  
あと時々攻略情報ぽい文章が混じってフフッてる

ずっとリピートしてるけど、イイ!!ほんと円盤ね(笑)欲しい。選曲と編曲が発狂もんだわ。部屋で見ててこの興奮をどうしてくれようか。どうしてくれるの?(知らんわ)  
月末まで配信されてるから、有料だけ聴く価値あり!!買ってよかったあ～!!ありがとうございます😊✨

#TGMF

#TGMF 楽しい催しをありがとうございました！！  
オーケストラ本公演も特別編成のThumva公演もゲームへの愛が詰まったステージで初めての曲もすごく楽しめました！  
一か月のアーカイブ期間のおかげで、たっぷり味わいながら聴くことができました...！来年以降も開催してほしいですし生演奏も聴きたい...！

とても素敵な企画をありがとうございました！ここだけのアレンジも大変素晴らしい感動しながら何度も楽しめていただきました。いつか音源の販売などあればいいなと夢見ております。次回もまたあることを期待したいです。ありがとうございました😊

素敵でした！😊😊😊😊😊  
知らないゲームの曲でもこれ好き！っていうのがたくさんあって楽しかったです～明日も楽しめます！ #TGMF

ゲーム映像版ヤバすぎ...映像の演奏が合いすぎて映像のための演奏なのかと思うくらい。ワイルドアームズ破壊力スゴい。一気に当時の感情がブワツツ溢れてくる。涙腺崩壊不可避。マリエル...アースガルズ...ツ！ #TGMF

TOKYO GAME MUSIC FESの曲をPrime Musicでプレイリスト作ってくれるのはセンスあるよな～いいね👍

どの作品の曲も演奏素晴らしかったです！  
配信ありがとうございます。音質も良くて単独だとオケコンとか無さそうな作品も聴けて良かったです。

#TGMF

#TGMF  
この度はとても素敵な企画をありがとうございました！  
パンフレットも読ませて頂き、とても拘りを感じました。  
また機会がございましたら、必ずチケットを買わせて頂きます！  
オーケストラ大好きなので、アークザラッドシリーズの曲が聴けて、最高に幸せでした！！次回も期待させてください！！

終わった...どの曲も素晴らしかった...最高だった...  
プレイしていないゲームも多かったけどイヤホンでゆっくりじっくり聴けたことパンフの充実さのおかげで色々な曲と出会えた...あっという間だった...！！ありがとうございました...！！

#TGMF

@tos 豪華パンフレットの曲解説が素晴らしい 音楽に詳しくないからこうやって丁寧に曲の魅力や構成を解説してくれるのも嬉しければ他タイトルや他曲のフレーズを交えてるのも感嘆 どのタイトルも良かったな.....また後日映像付きの方見よう 見れて良かった...素敵な企画をありがとうございました...

と、特典の...と、特典...ゲホ...ゲーム映像と共に聴くオーケストラこういうの待ってた！！デジタルパンフレットもよい♪✨こんなにサービス満点でもうどうしましょ

#TGMF

Amazon Music Unlimitedの4ヶ月無料キャンペーンにつられたんだけど、これコンサート内容が普通に聴きたいやつだわー

# TGS Business Matching ①

TGS2021 ONLINE Business Matching System provides exhibitors and general participants with accessible for matchmaking for online meeting and viewing business seminars through the system.

## Exhibitor

Unlimited Account Usage,  
Available for  
Exhibitor/Exhibitor,  
Exhibitor/Visitor Matching

Viewer  
List



### TGS Forum (On-Demand Basis)

Pre-recorded videos are released within TGS Business Matching System.

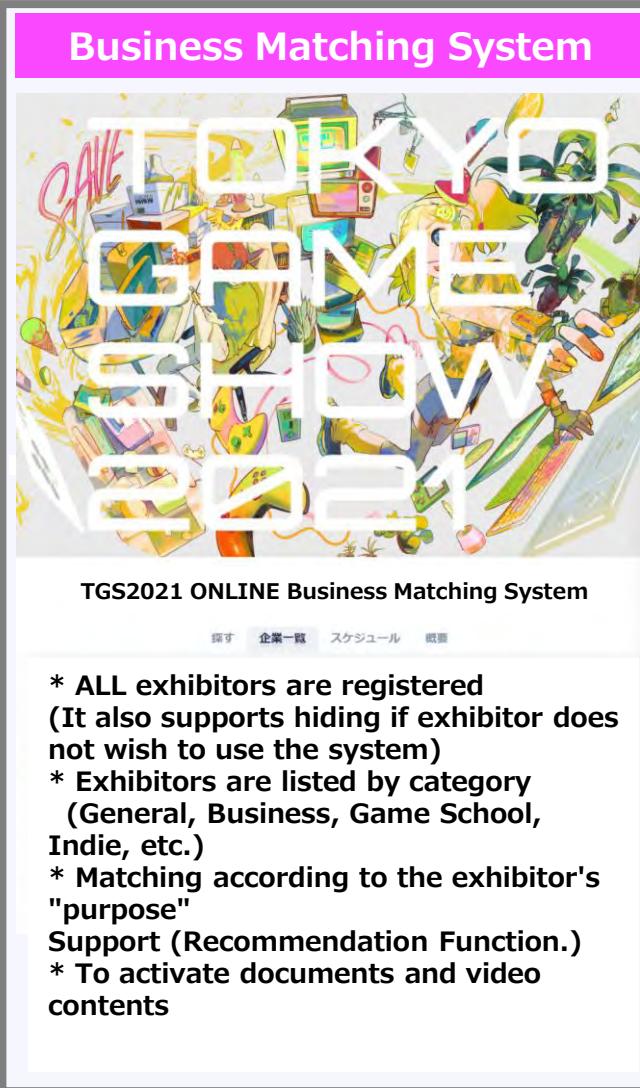
○Organizer's Session: 4 Sessions

○Sponsored Session: 5 Sessions

< Sponsored by : Facebook (Asia/Pacific), Yangtze Memory Technologies, Pangle >

Registration  
(FREE)

Watching  
(FREE)



Registration  
(Fee-charged)

Search  
Meeting  
Request  
Schedule  
Online  
Meeting

## Online Participants

GOLD Pass  
Matching with Exhibitors, Visitors  
Fee : JPY25,000

General Pass  
Matching with Exhibitors ONLY  
Fee : JPY10,000



## Online Meetings

## Meeting Results

### • Registered Accounts : 867

- Exhibitors : 674 accounts (2020 : 745 accounts)
- Visitors : 193 accounts (2020 : 214 accounts)
- Participated Countries and Regions : 48 (2020 : 40 countries and regions)

### • # of Meeting Applications : 6,936 (2020 : 6,500)

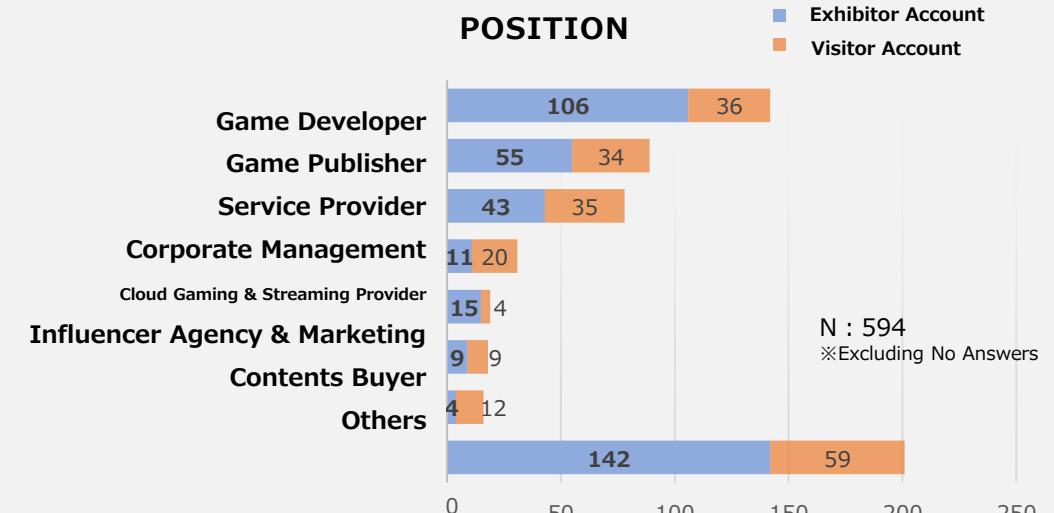
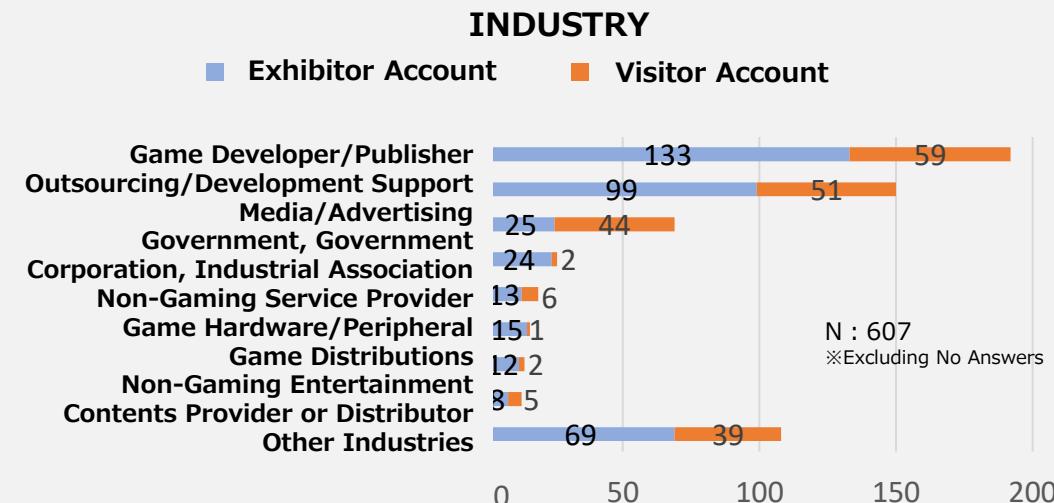
### • # of Established Meetings : 610 (2020 : 759)

\* Business meetings are not limited to the meeting platform provided by the business matching system. It was carried out using "Zoom", "Teams", "Skype", "Webex", etc.

### Countries and Region Participated TGS Business Matching System (Alphabetical Order)

Argentine, Australia, Austria, Belarus, Belgium, Bulgaria, Brazil, Canada, China, Chile, Columbia, Croatia, Cyprus, Czech, Denmark, El Salvador, Finland, France, Germany, Hong Kong, Ireland, Iceland, India, Indonesia, Israel, Italy, Japan, Korea, Latvia, Lithuania, Macau, Malaysia, Mexico, Netherlands, Norway, Peru, Poland, Russia, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand, Ukraine, United Kingdom, United States, Vietnam  
<48 Countries & Regions>

## Business Matching System Participants Profile



# TGS Business Matching System ③ < TGS Forum Organizer Seminar > 63



## [Organizer Seminar 1] New chapter of Metaverse

### - A new society created by games and creators -

Metaverse, where major companies have announced their entry into the market one after another, and the world is booming. The game space is the forerunner of the virtual world that is the stage of the Metaverse. A new society is beginning to emerge from games that incorporate SNS elements and have ability to create user-generated content. What kind of technological elements will be needed for the development of the Metaverse in the future? Looking ahead with the managers and creators about this torrent.

## [Organizer Seminar 2] Methods for discovery, development and marketing to make indie games a success

With indie games recently becoming a hit in the world and Japan, many publishers are interested in how to discover, develop and market these products. Inviting the person in charge of "Sakuna: Of Rice and Ruin" which achieved a total of one million shipping globally and the person from Kodansha Ltd. that focuses on development of indie game creators in future, methods to make indie games a success will be explored, based on their actual experiences.



## [Organizer Seminar 3] The potential of e-Sports of working adults to connect companies

More and more companies are now involved in e-Sports in varied forms, such as establishing e-Sports team in a company and supporting professional players and play-by-play announcers. In this session, having panelists from the companies that actually work on e-Sports, discussions will be conducted on the effects of e-Sports on companies from the perspectives of interaction between employees, welfare programs, securing human resources, work-life balance, and so on. It will explore the potential of e-Sports of working adults that could be a unique movement only in Japanese e-Sports.



## [Organizer Seminar 4] Gaming business's future to be transformed by VR

VR (virtual reality) technology has advanced both in hardware and software to spread as a new entertainment. What VR games will come into the spotlight in future? What drives the market to greatly flourish? There will be a heated discussion by Mr.Naoto Kato of Cluster, Inc. that expands "playing" VR space, Mr.Hironao Kunimitsu who is a founder of gumi Inc. and just appointed as CEO of Thirdverse Co., Ltd., a VR game developer, and Mr.Kento Kishigami, CEO of MyDearest Inc. that created VR hit products such as Tokyo Chronos.



(Sponsored by : YANGTZE MEMORY TECHNOLOGIES)

## [Sponsored Seminar 1] YMTC and its gaming SSD product PC005 Active with Xtacking® 3D NAND technology (Sponsored by Yangtze Memory Technologies)

The 30mins video will introduce you about the details of Yangtze Memory Technologies, Co., Ltd. and its high-performance gaming SSD PC005 Active with Xtacking® 3D NAND technology. Hope creators, e-sports gamers as well as the general users enjoy our movie session.



(Sponsored by : Facebook)

## [Sponsored Seminar 2] How to Go Big & Go Local with Instagram (Sponsored by Facebook)

- Topic1. How Facebook has contributed to gaming industry
- Topic2. Value of Instagram in Japanese market
- Topic3. The best practice of ad creatives for gaming



(Sponsored by : Facebook)

## [Sponsored Seminar 3] Women in Gaming (Sponsored by Facebook)

The "Women in Gaming with Facebook" event will be a program that will include a keynote presentation and a panel discussion on how the gaming industry can integrate diversity and inclusion into all aspects of gaming, specifically on increasing women representation in the industry.



(Sponsored by : Facebook)

## [Sponsored Seminar 4] Bringing JP Games to the World! FB Gaming strategies for business success. (Sponsored by Facebook)

Recently, Japan gaming market has been increasing moderately but Japanese gaming companies are facing further competition in Japan market. On the other hand, global gaming market grew faster with higher growth rate. In this session, we will talk about how to leverage Facebook platform to make your game successful, given the current global market.



(Sponsored by : Pangle)

## [Sponsored Seminar 5] Think Gaming, Think Pangle: Monetize with TikTok For Business Demand and Grow Users with High IAP Impact. (Sponsored by Pangle)

Pangle is the go-to-place for monetizing apps, attracting users, and pushing boundaries of creativity. Established as the leading mobile advertising platform in Asia, Pangle enables global app developers to maximize earnings through exclusive TikTok For Business demand, and advertisers to reach out to a massive audience. In this informative and inspiring seminar, Pangle's experts Yuki Inoue and Ryoma Ono will discuss following topics:

- ① About Pangle
- ② Game performance index
- ③ deep dive to Pangle puzzle game
- ④ Introduce Pangle monetize case study
- ⑤ Pangle user acquisition.

## [Special Program「Preparation Special」]

[TGS Pre-Event Special] One Month for Opening !

TGS2021 Online Preparation Special (September 1)

Total	YouTube	Twitter	niconico
30,959	19,466	4,426	7,067

In order to raise awareness of TGS, pre-programs for general game fans will be distributed on the official YouTube channel. TGS delivered a lot of contents such as an overview of TGS2021 ONLINE, an introduction of exhibitors, and announcements of official supporters.



## [Official Supporter]

Crystal Noda, who is the champion of "R-1 Grand Prix 2020" and who also makes games himself, and Murakami's Magic Lovely are appointed as TGS official supporters. In addition to appearing on official programs, he also acted as a guide on online experience tours, enlivening viewers with loving comments and a variety of knowledge unique to game lovers.



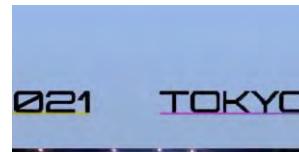
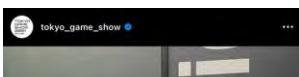
# Promotions ② <Official SNS Accounts>

TGS pre-event information has been sent through the official SNS accounts.

## Instagram

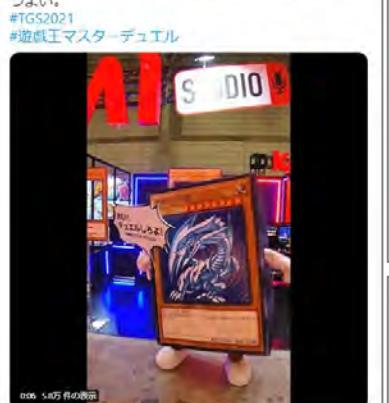
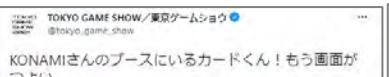


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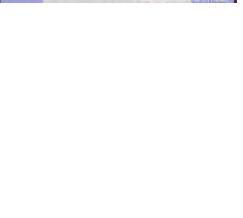


Source: TGS Official SNS Accounts

## Twitter



## TikTok



# Promotions ③ <Upload by Influencers>

Influencers invited to the Makuhari Messe venue will send information through videos and SNS. Posting from a different perspective than the media has received a lot of feedback from non-TGS fans.

## Video YouTube, Mildom, Twitch

- Uploads : 163
- Total Views : 3,611,961



## Twitter

- Uploads : 1,072
- Good! : 656,922
- Followers : 14,426,234



## TikTok

- Uploads : 16
- Good! : 95,517
- Followers : 2,062,565



# Press/Media Partner

In 2021, there were many reports from the perspective of "TGS's first VR conversion" and "combination with offline", and TV was particularly interested in VR venues. Regarding the Makuhari venue, which was invited only to the press and influencers, many people welcomed it, saying, "I'm glad I had a place to interview."

## ● Media Coverages

2021	TV	Radio	Newspaper	Magazine	Web	Total
Pre-Event	1	3	54	6	187	251
On The Day	6	10	118	7	2285	2426
Post-Event	3	8	98	11	500	620
Total	10	21	270	24	2972	3297
2020	14	1	294	49	2809	3167

## Main Media Exposures (TV)



CX「News Live it a」



NHK「Good Morning Japan」



TV Asahi「Super J Channel」



Nihon TV「eGG」

## ● Makuhari Messe Venue Press

Category	Sept. 30 (Thu)		Oct. 1 (Fri)		Oct. 2 (Sat)		Oct. 3 (Sun)		Total		
	Media	Staff	Media	Staff	Media	Staff	Media	Staff	Media	Staff	
Japan	<b>WEB</b>	<b>40</b>	<b>195</b>	<b>30</b>	<b>120</b>	<b>20</b>	<b>45</b>	<b>16</b>	<b>32</b>	<b>106</b>	<b>392</b>
	<b>Newspaper</b>	<b>11</b>	<b>15</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>21</b>	<b>25</b>
	<b>Press Service</b>	<b>4</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>5</b>
	<b>Satellite TV/CATV</b>	<b>2</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>6</b>	<b>12</b>
	<b>Terrestrial TV</b>	<b>4</b>	<b>13</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>9</b>	<b>21</b>
	<b>Production House/Others</b>	<b>8</b>	<b>30</b>	<b>2</b>	<b>17</b>	<b>5</b>	<b>12</b>	<b>4</b>	<b>11</b>	<b>19</b>	<b>70</b>
	<b>Radio</b>	<b>4</b>	<b>9</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>7</b>	<b>8</b>	<b>18</b>
	<b>Magazine</b>	<b>15</b>	<b>23</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>13</b>	<b>5</b>	<b>6</b>	<b>37</b>	<b>52</b>
	<b>Overseas Media</b>	<b>8</b>	<b>9</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>13</b>	<b>17</b>
<b>Total</b>		<b>96</b>	<b>306</b>	<b>50</b>	<b>159</b>	<b>45</b>	<b>85</b>	<b>32</b>	<b>62</b>	<b>223</b>	<b>612</b>

## ● Media Partner

Promote coverage and distribution by media partners. Especially in China, we welcomed a partner of the video distribution media "Huya", which has the largest share, to deepen the information dissemination to the Chinese market. For Europe and the United States, we have enhanced the information dissemination from each regional site by strengthening the relationship with IGN.



Weekly Famitsu



HUYA



4Gamer.net



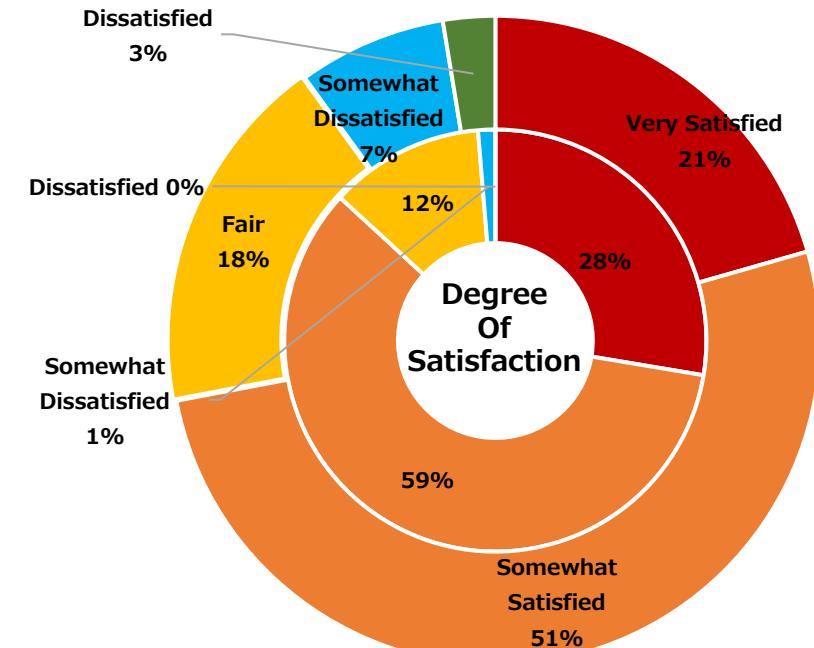
IGN Japan

## TGS Media Partner List

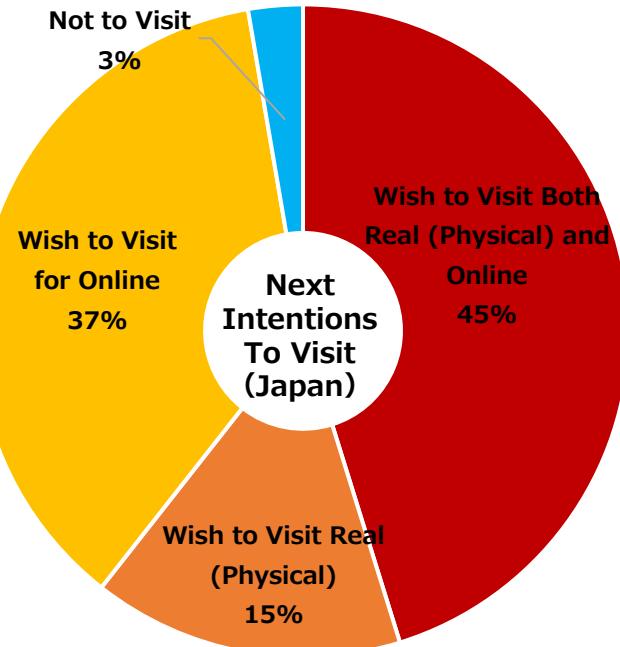
Country	No	Media Name	URL
Japan	1	Weekly Famitsu/ Famitsu.com/ Famitsu APP	<a href="http://www.famitsu.com/">http://www.famitsu.com/</a>
	2	GameWatch	<a href="http://game.watch.impress.co.jp/">http://game.watch.impress.co.jp/</a>
	3	nico nico	<a href="https://site.nicovideo.jp/tgs2020/">https://site.nicovideo.jp/tgs2020/</a>
	4	4Gamer.net	<a href="https://www.4gamer.net/">https://www.4gamer.net/</a>
	5	Nikkei XTrend	<a href="https://xtrend.nikkei.com/">https://xtrend.nikkei.com/</a>
	6	Tokyo Otaku Mode	<a href="https://ja.otakumode.com/">https://ja.otakumode.com/</a>
Korea	7	GAMER'Z	<a href="http://cafe.naver.com/gamerzfan/">http://cafe.naver.com/gamerzfan/</a>
	8	RULIWEB.COM	<a href="http://www.ruliweb.com/">http://www.ruliweb.com/</a>
Taiwan	9	Bahamut (巴哈姆特)	<a href="http://www.gamer.com.tw/">http://www.gamer.com.tw/</a>
	10	Douyu (斗鱼)	<a href="http://www.douyu.com/68">http://www.douyu.com/68</a>
China	11	Douyin, Xigua, Toutiao	<a href="https://live.ixigua.com/197511/">https://live.ixigua.com/197511/</a>
	12	Sina Game (新浪游戏频道)	<a href="http://game.sina.com.cn/">http://game.sina.com.cn/</a>
	13	Tencent Game (腾讯游戏频道)	<a href="http://v.qq.com/games">http://v.qq.com/games</a>
	14	GAMECORES	<a href="https://www.gcores.com/">https://www.gcores.com/</a>
	15	17173.com	<a href="http://www.17173.com/">http://www.17173.com/</a>
Hong Kong	16	TGBUS	<a href="http://www.tgbus.com/">http://www.tgbus.com/</a>
	17	A9VG	<a href="https://bbs.a9vg.com/">https://bbs.a9vg.com/</a>
	18	Game Weekly	<a href="http://www.gameweekly.net/">http://www.gameweekly.net/</a>
Indonesia	19	KotakGame.com	<a href="http://www.kotakgame.com/">http://www.kotakgame.com/</a>
	20	IGN Japan / IGN	<a href="https://jp.ign.com/">https://jp.ign.com/</a>
Video/ SNS	21	twitter	<a href="https://twitter.com/tokyo_game_show/">https://twitter.com/tokyo_game_show/</a>
	22	Twitch	<a href="https://www.twitch.tv/">https://www.twitch.tv/</a>
	23	YouTube	<a href="https://www.youtube.com/">https://www.youtube.com/</a>
	24	bilibili/哔哩哔哩	<a href="https://www.bilibili.com/">https://www.bilibili.com/</a>
	25	TikTok Live	<a href="https://www.tiktok.com/">https://www.tiktok.com/</a>
	26	HUYA	<a href="http://www.huya.com">http://www.huya.com</a>

# Survey for Online Visitors

## Degree of Satisfaction for TGS2021 ONLINE

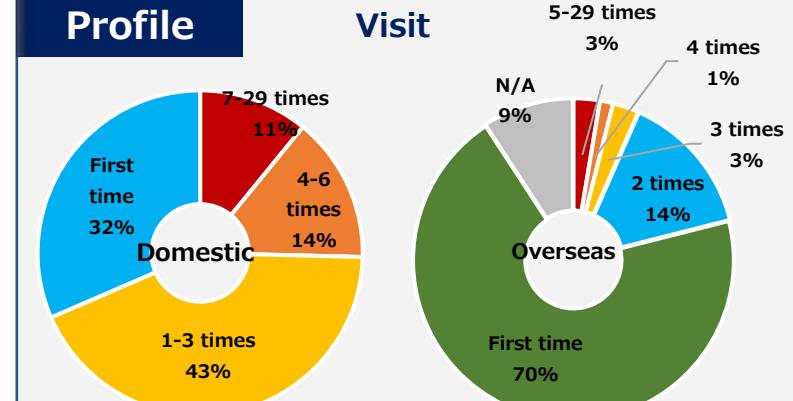


## Intentions to Visit to Next TOKYO GAME SHOW

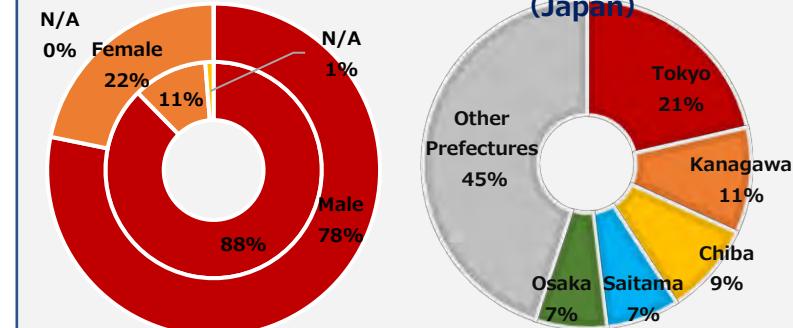


## Visitor Profile

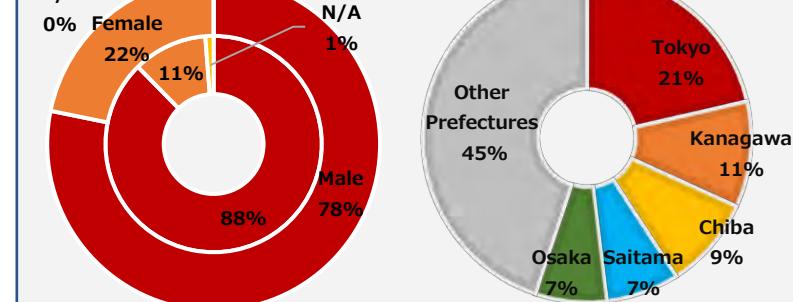
### Previous Visit



### Gender



### Location (Japan)



## Survey Outline

**[Method]** Japan : Web-based Survey  
Overseas : A survey cooperation request through TGS2021 official website to online visitors, and responses were accepted by Nikkei BP Consulting WEB survey system "Cross Survey" systems.

**[Period]** Japan : October 4 (Mon.) ~10 (Sun.) , 2021  
Overseas : October 22 (Fri.) ~ November 1 (Mon.) , 2021

**[Effective Responses]** Japan : 2746  
Overseas : 81

**[Survey Conducted by]** Japan : Computer Entertainment Supplier's Association  
Survey Planning : ADK Marketing Solutions  
Survey Execution : Marketing Garden  
Overseas : Nikkei BP Consulting

### Legend

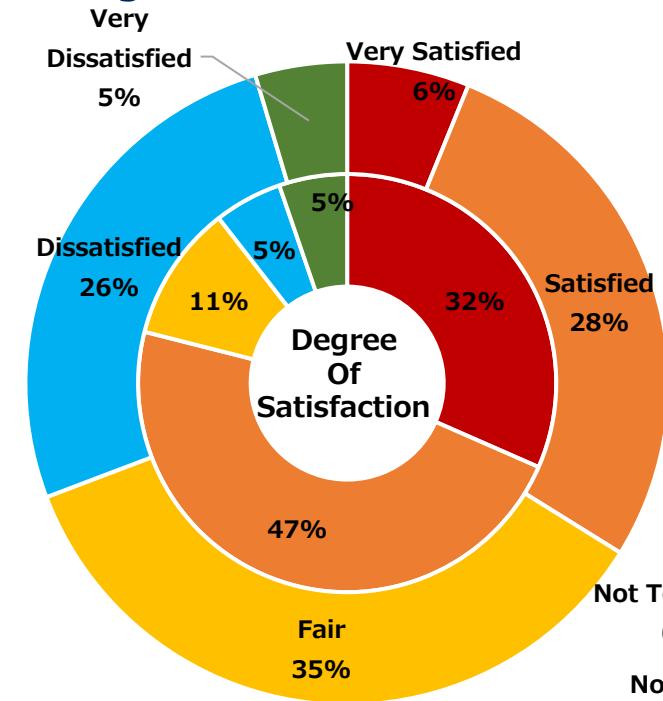


### Age (Domestic ONLY)



# Exhibitor Survey

## ◎Degree of Satisfaction to Exhibit



## Survey Outline

**[Method]** A survey cooperation request email was sent to exhibitors at the TOKYO GAME SHOW 2021 ONLINE. Response were accepted through Nikkei BP Consulting's WEB survey system "Cross Survey" systems.

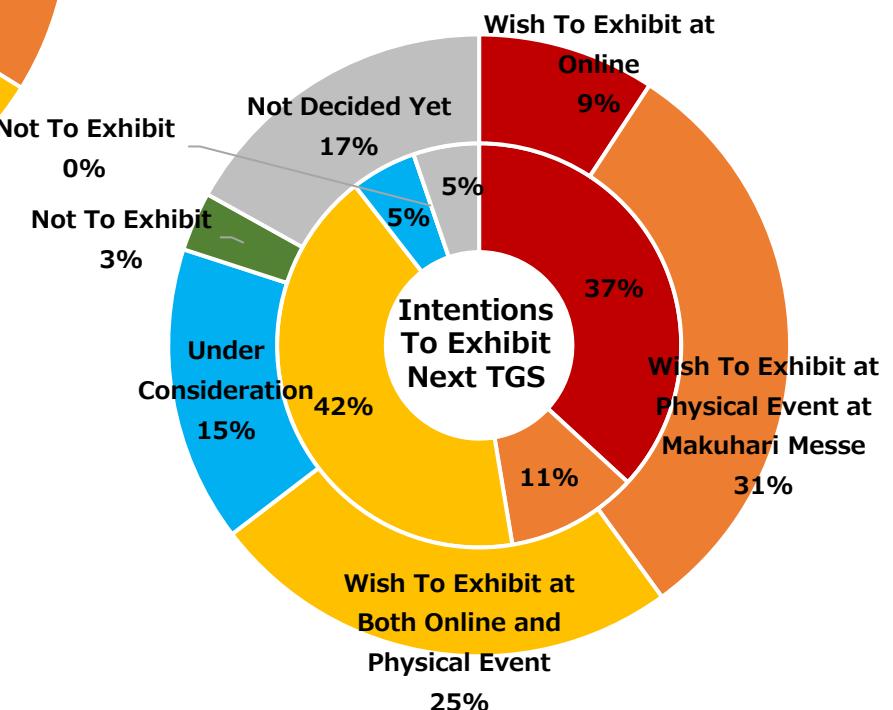
**[Period]** October 21 (Thu.) ~ November 1 (Mon.), 2021

**[Effective Responses]** Japan : 65

Overseas : 19

**[Research conducted by]** Nikkei BP Consulting

## ◎Intentions to Exhibit Next TOKYO GAME SHOW

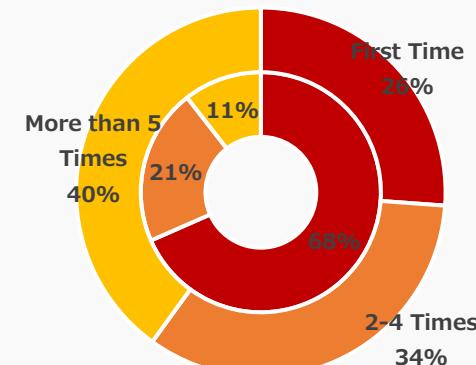


## ◎Legend

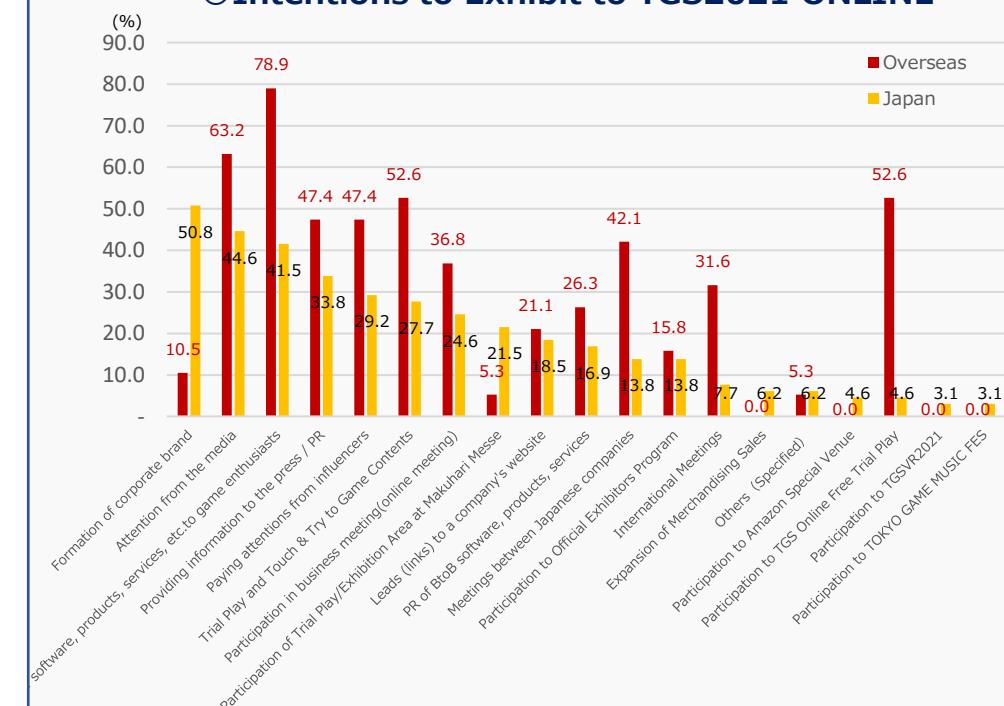


## Exhibitor Profile

### ◎Previous Exhibits



### ◎Intentions to Exhibit to TGS2021 ONLINE



# TOKYO GAME SHOW 2021 ONLINE Official Report

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TOKYO GAME SHOW Management Office

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