

TOKYO
GAME SHOW
2024

Supervised by
日経エンタテインメント!
ENTERTAINMENT!

Complimentary For TGS2024 Visitors

TGS NOW! ~TOKYO GAME SHOW
2024

Official Guide Book

Call For Advertisement

Advertise in the official guidebook, a must-have for visitors to TGS2024.

What is 『TGS NOW! ~TOKYO GAME SHOW 2024 Official Guidebook』?

Japanese and English versions will be produced and distributed free of charge to visitors on Business Day and General Public Days at the venue entrance (*).

TOKYO GAME SHOW (TGS) 2024 will publish "TGS NOW!: TOKYO GAME SHOW 2024 Official Guidebook," an official guidebook for visitors to the show, which will be distributed free of charge from the first day of the show.

"TGS NOW!" will be published under the supervision of the magazine "Nikkei Entertainment!" magazine, it introduces the highlights of TGS 2024, explains game trends based on interviews with exhibitors, and provides interesting and easy-to-understand articles.

It will also include a floor map and a schedule of events during the show, making it a must-have official guidebook for visitors to TGS 2024.

The English version will be distributed not only to TGS visitors from overseas, but also to overseas game events to be held in the fall of 2024 and thereafter.



"TGS NOW!" has prepared a menu for exhibitors to post their advertisements. We hope you will take advantage of this menu to deliver information on your game titles, products, and services to business and game fans in Japan and abroad.*
"TGS NOW!" will be distributed flat placement on a table at the entrance of the venue, etc.

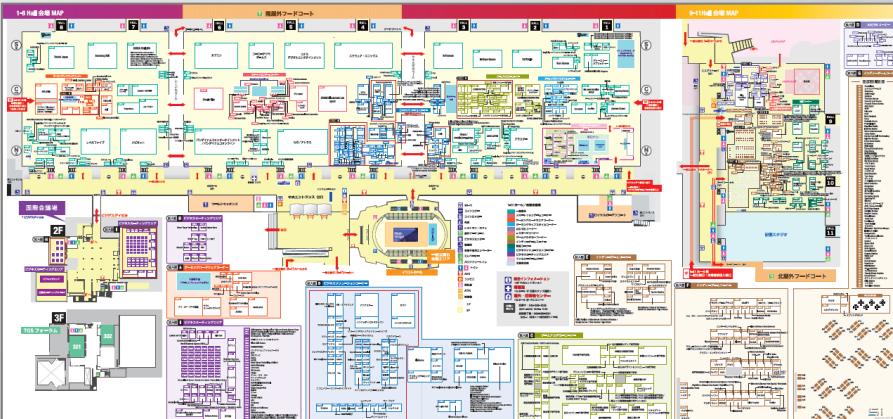


◆ Editorial Contents ※Subject To Change

- ✓ TGS2024 Hilighted Exhibitor
- ✓ Game Industry's Outlook for TGS2024
- ✓ TGS2024 Official Supporter Interview
- ✓ TGS2024 Floor Map・Exhibitor's Info.
- ✓ TGS2024 Organizer's Project/Information
- ✓ Event Schedule at TGS2024

etc.

※Editorial contents are subject to change without prior notice.



Venue Floor Map Distributed in 2023

Issue Date／Circulations

TGS NOW! ~TOKYO GAME SHOW 2024 Official Guidebook~

Issue Date : September 16 (Thu.) , 2024

Distribution Period : September 26 (Thu.) ~29 (Sun.)

Circulations : 200,000 (Japanese Edition) 、 20,000 (English Edition)

Format : Modified A4 Saddle-stitched, Left Opening 40 pages

※planned

Advertising Menu : Space and Rates

TGS2024 NOW !	Cover 4	Cover 2 Spread	Second Cover 2	Cover 3	1 page, 4-color	1 page, Advertorial
Space and Rate (tax incl.)	JPY 2,220,000	JPY 2,640,000	JPY 2,530,000	JPY 825,000	JPY 770,000	JPY 1,320,000

※The menu around the front pages will be limited to one company each. Please note that the ads will be closed as soon as all the spaces are sold out.

(tax inclusive)

※If you wish to advertise in English for the English version, please prepare both the Japanese and English versions of your ad.

※If you wish to have an advertorial, we will arrange a date for the interview. Please note that we may not be able to accept tie-ups depending on the date of your application.

※Fees, number of slots, specifications, etc. are subject to change without notice.

Advertising Material Specifications

(Saddle-stitched, Japanese edition is left opening.)

TGS2024 NOW!	Cover 4	Cover 2 Spread	1 page, 4-color	Center Spread
	230×200	280×420	280×210	280×420

Closing Dates

Space Reservations : July 26 (Fri.)

Materials : August 16 (Fri.)

* Below is an image based on the 2023 edition; content and style will differ from the articles in the 2024 edition.

04 Indie Games

Birth of a Worldwide Hit - Lots of Assistance Programs

Indie games (games that are developed by one person or a small group of people) are gaining a lot of traction as of late. The past few years have produced widely popular hits such as *Human Fall Flat* and *Fall Guys*. *Minecraft*, now a game known the world over, originally took to the scene as an indie game. However, there are many indie game developers who are struggling with production funding. Trying to support all platforms, from PCs to home game consoles, is beyond the scope of an individual's ability to cover. Also, younger creators with less experience may be unsure of the direction they want to take with their projects, or may still need some time and technical knowledge to master their tools. The availability of a network of people to consult in such cases would greatly affect how many developers can complete their games.

To solve these problems, a series of support programs have been launched by publishers such as Phoenix and KGI in recent years. The support varies from holding their own contests and awarding cash prizes to providing extensive support for brushing up and selling an indie developer's work.

<h1>Phoenixx / GYAAr Studio</h1> <h2>Sponsored Contests and Financial and Development Support</h2>	
<p>Supporting indie game creators in various ways. A wide variety of contest winners and Phoenixx published titles will be on display.</p>	
	Parry Nightmare First place entry in the GYAAr Studio Indie Game Contest. A top-down action game where players have to parry the attacks of countless enemies, build up their gauges, and defeat enemies. (Scheduled for release in 2023)
TrinityS A cooperative online action game for up to three players, focusing only on fantasy action RPG boss battles. (Available on PlayStation 4, PlayStation 5, and PC. By Phoenixx. Standard Edition: 1,870 JPY, Deluxe Edition: 2,670 JPY.)	
<h2>iGi indie Game incubator</h2> <h3>An Array of Advisors Help Solve Problems and Improve Your Skills</h3>	
<p>TGS 2023 will host five games produced by the third-year students of the iGi program 2023. All developers are working eagerly with their ambitious works that are likely to become future hit titles.</p>	
	KALEIDOLA An action puzzle game based on a kaleidoscope, with gameplay switching between 3D normal mode and 2D kaleidoscope mode.
	STRANGE SHADOW A horror adventure game where players crash on a planet and try to escape while evading giant creatures.
	Death the Guitar A 2D action game featuring a killer electric guitar that manipulates sound and electricity to unleash against humans.
	World End Execute In this stylish action game, you play the role of a protagonist left behind in a fictional social game and fight against the "Boss Data."

The image is a promotional poster for a game. At the top left, it says "NBP TGS©". Below that is a white box containing the word "Advertisement" in red. The central part of the poster features a stylized graphic of a keyboard. The keys are colored in shades of pink, grey, and teal. Large, bold letters are overlaid on the keys: "G", "A", "M", "E", "S", "I", "N", "M", "O", "T", "I", "O", "N", "T", "H", "E", "W", "O", "R", "L", "D", "I", "N", "R", "E", "V", "O", "L", "U", "T", "I", "O", "N". Below this graphic, the text "GAMES IN MOTION" and "THE WORLD IN REVOLUTION" is written in a bold, sans-serif font. At the bottom, the release date "9.20 ON SALE" is prominently displayed in a large, white, sans-serif font.

* Below is an image based on the 2023 edition; content and style will differ from the articles in the 2024 edition.

06

Esports

TV Broadcasters Taking Arms

Nippon Television Network

Creating Content for Younger Consumers through Esports

Nippon TV is involved in the production of esports programs and the management of professional teams. NTV will also exhibit at TGS 2023 to showcase its efforts.



They boast a roster of twenty players across three teams playing *Shadowverse*, *League of Legends*, and *Identity V*.



Esports is a sport where people enjoy watching and cheering for players as they compete in video games, just as they would cheer for athletes in sports competitions. TV broadcasting stations and esports are becoming more closely involved. Key stations in the Kanto region of Japan are beginning to broadcast programs related to esports. They are also active in fan-based initiatives.

For example, Nippon TV operates its own professional esports team. In 2018, they established a subsidiary AX Entertainment, and started operating a professional esports team AXIZ and began broadcasting the esports program, eGG. At that time, the Japanese esports industry was in its infancy, still seeking an organization that would oversee the entire industry. What was the aim of this TV broadcaster expanding into the management of professional esports teams? DAISUKE KOBAYASHI, Deputy Director in charge of the New Business Department of Nippon Television Network President's Office and President of AX Entertainment, replies, "Because we saw new possibilities in entertainment."

KOBAYASHI: "In the past, games were something to be played, not watched. It was around 2017 when *PLAYER UNKNOWN'S BATTLEGROUNDS* (now *PUBG: BATTLEGROUNDS*) became a huge hit, and the esports team DeToN-

Nator started to gain steam when gaming began to become something that you not only played by yourself but also a spectator sport where you could cheer for others playing. That's where I saw the potential."

PUBG: BATTLEGROUNDS is a battle royale game in which up to 100 players fight until the last player is left standing. The game launched on PC, PlayStation 4, and other consoles from 2017 to 2018. It became a major topic of conversation in the Japanese gaming scene.

Our Goal is to Become as Big as Baseball

Nippon TV has three pillars of its esports business: programming, teams, and tournament event management.

KOBAYASHI: "We are a TV station, so our first step is to launch a program that provides the latest information on esports, develop teams and players who will play a leading role in the information we provide, and organize competitions and events in which they can play an active role. An environment like Japanese professional baseball, where these three pillars create a synergistic effect, is the kind of perfection we are aiming for."

NTV is also actively involved in organizing convention events that serve as entertainment.

KOBAYASHI: "We would like to hold more events like the "National High School

Pokémon Ultra Championship,^{*} a competition we held this summer. At TGS 2023, we want to make it widely known that we are involved in esports competitions and would like to provide an opportunity to connect with game developers and companies that are willing to work with us to make these competitions a success.

We believe that content for the younger generation does not necessarily have to be on broadcast television. We will develop esports in an omnidirectional manner by combining streaming to reach the younger audience and TV broadcasting to reach all other generations."



An Information program featuring celebrities DAIGO, RENA TAKEDA, and others as hosts, broadcasting events related to esports and game showdowns between the performers.



A high school competition for the team strategy battle game *Pokémon Unite*, which started in 2022, in cooperation with The Pokémon Company.

Closing Dates:

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To Contact/To Inquiry

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