

To all members of the press

May 15, 2025

Computer Entertainment Supplier's Association

Tokyo Game Show 2025, starting!

Teaser video, new logo, photo spot, and present campaign are all available!



In preparation for the Tokyo Game Show 2025 to be held from Thursday, September 25 to Sunday, September 28, 2025 (hosted by Computer Entertainment Supplier's Association and co-hosted by Nikkei BP/Sony Music Solutions), today, Thursday, May 15, TGS 2025 teaser video and new logo were released. The video will be available on the official TGS YouTube channel from Thursday, May 15.

To commemorate the event, TGS official X and TGS media partner media will be running special events.

We hope you will join us in the excitement leading up to the Tokyo Game Show in 2025.

■ Tokyo Game Show 2025 Teaser Video Released

This year's main visual is created by Zashiki Warashi, an illustrator who has garnered attention for his delicate and unique world view. A teaser video, along with newly drawn characters, was released today on the official TGS YouTube channel to heighten anticipation for TGS 2025.



● Comment from Zashikawarashi:

I am pleased to announce that I will be participating in the Tokyo Game Show with my illustrations.

Having grown up with video games since childhood, it is a great honor for me to be involved in this project.

Under the theme of "An endless playground where you can't play enough," we put our hearts and souls into the creation of this fun project.

This is my first effort in the form of a teaser illustration.

I have devised a composition to create a sense of anticipation and excitement in the viewer, even with limited information.

I hope you will look forward to the main visual to be released in the future.

I am now sincerely looking forward to the Tokyo Game Show.

● Profile

Born in Fukuoka, Japan in 1987.

While working mainly on commercial illustrations, Zashikawarash also regularly holds exhibitions of original artwork.

Zashikawarash has published two collections of illustrations, "COLOR PALETTE" and "DANDELION" from Geijutsu Shinbunsha.

■ Renewal of the TGS logo! New design unveiled for the first time

Starting with TGS2025, the TGS logo has been redesigned. The stylish design symbolizes a new era of TGS, where evolving gaming experiences and next-generation entertainment gather.





■ Monuments appeared at the TGS site!

A large monument with the new logo will appear near the TGS site. It will be set up from the first day of the event as a perfect photo spot for visitors to take commemorative photos. Please take a memorable photo with the logo that will be the new "face" of TGS in the background.



Monument image

■ Teaser video release commemorative gift campaign!

To commemorate the release of the teaser video, a present campaign will be conducted by the TGS media partners who have endorsed the video. In this campaign, limited items in collaboration with a teaser visual created especially for this event will be given away! Please check each media article or SNS for application procedures and conditions of participation.

A follow and repost campaign will also be held at the official TGS X. Don't miss your chance to win special items only available at TGS!

TGS Official X: @tokyo_game_show

① TGS Official X Teaser Video Release Commemoration Present Campaign

<Campaign Overview>

Campaign Period: Thursday, May 15, 2025 through Saturday, May 31, 2025

Number of winners: 10people

How to apply:

STEP1: Follow the official Tokyo Game Show X account (X:tokyo_game_show) on X



STEP2: Quote and repost campaign posts sent out from Tokyo Game Show Official X

STEP3: Winners will be notified by X direct message (hereinafter referred to as DM) to the account that submitted the entry. Winners will be confirmed by registering their prize delivery address information at the URL provided in the DM.

Please note that you are not eligible to apply if any of the following apply

*If you are not following the Tokyo Game Show official X account or if you have unfollowed the account

*If you have not reposted the designated post

Prize: Limited edition T-shirt

② TGS Media Partner Present Campaign

<Campaign Overview>

Campaign media: Tokyo Game Show media partners

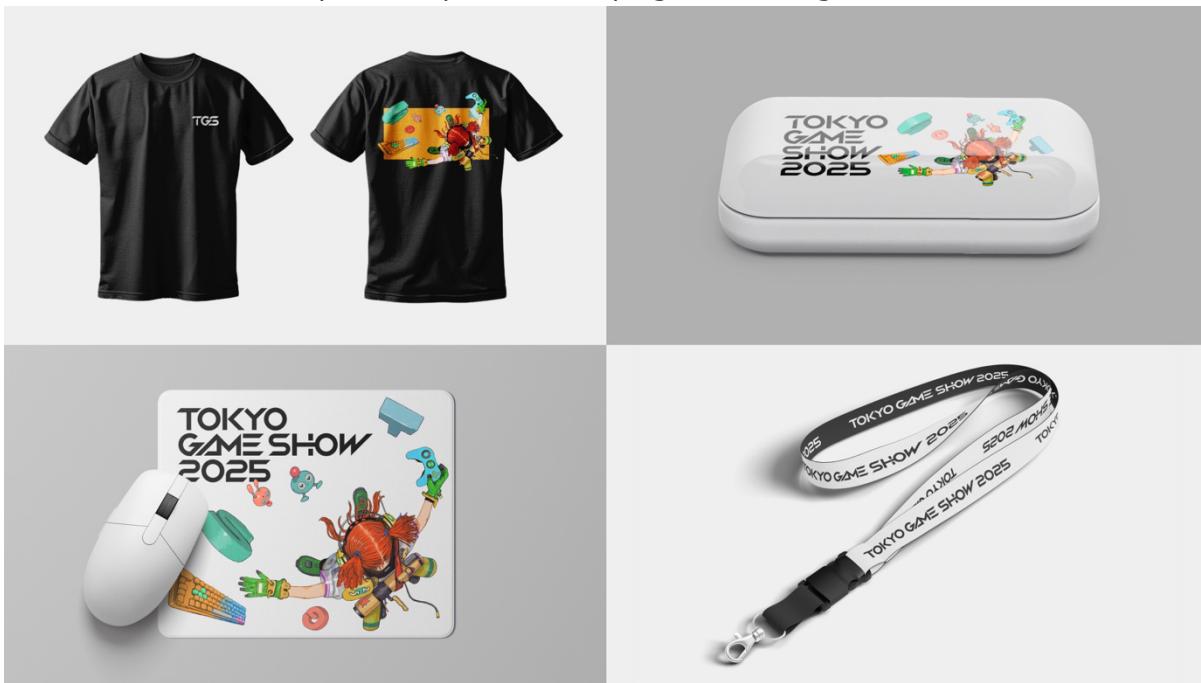
Campaign period: May 15, 2025 (Thursday) and thereafter

Number of winners: Varies with each medium.

How to apply: Please refer to the relevant articles in the media of each media partner.

Prizes: Limited mobile accessory case, limited mouse pad, limited neck strap

- TGS official X/media partners present campaign item images:



*The above items are for illustrative purposes only. Please note that the actual prizes may differ.

For more details on the campaign, please refer to the official TGS X and media partner articles and SNS posts.

■Exhibitor applications for TGS2025, deadline approaching!<Friday, May 30※>

The TGS2025 exhibit application deadline, Friday, May 30※, is fast approaching. This year, in order to maximize and optimize the exhibition hall, we are revising the layout of the exhibition hall and decentralizing the large booths to allow more companies to exhibit. The event will actively attract not only game fans and business people, but also domestic and international press and influencers, making it a great opportunity for exhibitors to showcase their products to a global audience. For more information, please visit the official TGS2025 website and the exhibit guide.※42 booths or more:

May 23

- Official website: <https://tgs.cesa.or.jp/>
- Exhibit Information: <https://x.gd/mkqt5>

■Applications for advertisements and sponsorships are also gradually approaching the deadline.

Various advertising and sponsorship plans are available in conjunction with the exhibition at TGS2025. Each of the application deadlines is set differently, so please check the documents below.

- Information on "Special Sponsorship" <Application deadline: May 30 (Fri)>
<https://x.gd/RpCw1>

- Official Programs" <First deadline for application: May 30 (Fri)>.
<https://x.gd/IOftg>

- Information on "Event Stage" <First deadline for application: May 30 (Fri)>
<https://x.gd/Ma3z0>

- Information on "Creator Lounge Sponsorship"
<Close date of application: May 30 (Fri)>.
<https://x.gd/3YHCF>

- Information on "Family Game Park Exhibit" <Application deadline: May 30 (Fri)>
<https://x.gd/Aczrf>

- Information on "Family Game Park Sponsorship"
<Close date of application: May 30 (Fri)>
<https://x.gd/ef3BK>



- Information on "Food Court Sponsorship" <Application deadline: June 20 (Fri)>
<https://x.gd/yijdJ>

- Information on "Cosplay Area Sponsorship" <Application deadline: June 20 (Fri)>
<https://x.gd/nckML6>

- Guide Map Ads" <Application deadline: June 20 (Fri)>
<https://x.gd/KZ8sx>

- Information on "Online Advertisement on the Website for Inviting Visitors"
<Close date of application: June 6 (Fri), etc.>.
<https://x.gd/XxoVP>

- Information on various advertising and sponsorship opportunities
<Application deadline: June 6 (Fri), etc.>.
<https://x.gd/Y6zPZ>

- TGS Forum Sponsorship Session" <Application Deadline: June 20 (Fri)>
<https://x.gd/IBfZE>

- Free booklet for Business Day visitors "TGS NOW! 2025 for Business" Advertisement Submission Information
<Application deadline: July 25 (Fri)>
<https://x.gd/AuT0G>



■ Tokyo Game Show 2025 Overview

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

Organizer: Computer Entertainment Supplier's Association (CESA)

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

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

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

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

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

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

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

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

Expected number of visitors: 250,000

Number of booths accepted: 2,500 booths

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

【Official Material】

The image materials used in this release are stored in the box below and may be used for publication.

URL: <https://app.box.com/s/dn6q2216p0vkd42nc31xhvsp131v17sv>

【For media inquiries】

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