

# OFFICIAL REPORT

Trailblaze  
the World with  
**Gaming**



TOKYO GAME SHOW 2024

# Acknowledges

Since the pandemic TOKYO GAME SHOW has continued to expand, but in 2024 the scale of the event exceeded even that. The number of exhibitors was 985, a significant increase on last year's 787 (125% increase year-on-year), and the number of exhibition booths at the real venue was also a record high of 3,252 a record high. In terms of visitor numbers, 274,739 people gathered at Makuhari Messe for four days of gaming, with nearly 1,000 exhibitors offering a wide range of content. So, what is the reason behind the continued expansion of TOKYO GAME SHOW?

One of the main reasons is that both exhibitors and visitors are focusing on the keyword "overseas". Of the 985 exhibitors, 535 were from overseas in 2024. We believe that this is the result of the fact that the main purpose of exhibiting at the show is to brand and conduct business negotiations in the Japanese market, and that the market of Japan, where TOKYO GAME SHOW is held, is considered important. In addition, with regard to overseas visitors, this year visitors from 78 countries and regions participated, and although various game events are now being held around the world, we feel that this is proof that TOKYO GAME SHOW has grown to become an event that is chosen by people who want to come to Japan and participate in TOKYO GAME SHOW.

The second reason is the diversification of content. The game industry is attracting attention from all industries around the world for its IP and technology, and the Tokyo Game Show in recent years has become an event that is a microcosm of the expansion of the gaming industry, with not only pure game content, but also a wide range of other content, including games and peripheral devices, as well as environments for playing games and game entertainment city concepts.

At the same time as the number of companies wanting to enter the game industry is increasing, there is no doubt that the diverse content is one of the factors that is further increasing the appeal of TOKYO GAME SHOW.

The game industry is one of the few industries in Japan that is "vibrant". The possibilities of this vibrant game industry are endless. TOKYO GAME SHOW, which allows us to look at this industry and beyond, will continue to grow into an even better event on a global scale, and the entire Management Office will continue to work hard to achieve this. We would like to thank all the exhibitors and everyone involved for their tremendous cooperation.

We look forward to your continued support for upcoming TOKYO GAME SHOW 2025.

# Table of Contents

## Event Outline・Results

● Event Outline・Results	… 4
● Outline	… 5
● Exhibitors List	… 8

## Physical (Real) Venue

● Floor Map	… 14
● Opening Ceremony	… 16
● Venue Scenery	… 17
● Family Game Park	… 20
● Indie Game Area	… 21
–「Selected Indie 80」	
–Sense of Wonder Night (SOWN)	
● International Party	… 23
● CESA Reception Party	… 24
● Other Organizer's Projects	… 25
● Event Stage	… 26

## Online Venue

● TGS Official Website	… 28
● Steam Special Venue	… 29
● Official Program	… 30
– Overall Outline	
– Organizer's Program	
– Official Exhibitor Program List	
● TOKYO GAME SHOW DIGITAL WORL 2024	… 33

## BtoB Projects

● Business Matching System	… 36
● TGS Forum	… 37
–Organizer Session	
–Sponsorship Session	

## Japan Game Awards 2024

● Japan Game Awards	… 41
–Outline	
–Game of ths Year Division	
–Future Division	

## Promotion・Publicity／Advertisement

● Official Supporter	… 51
● Official Influencer from Oversuas	… 52
● Influencer	… 53
– Attracting and Visiting Infleencers	
– Creator Lounge	
● Official SNS etc.	… 55
● Official Travel Agency	… 56
● Press Coverage	… 57
● Advertisements・Productions	… 58

## Survey Results

● Visitor Questionnaire	… 60
● Exhibitor Questionnaire	… 68

# Event Outline・Results

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# OUTLINE

EVENT	<b>TOKYO GAME SHOW 2024</b>
Theme	<b>Trailblaze the World with Gaming</b>
Period	<b>September 26 (Thu.) through 29 (Sun.), 2024</b>  Business Day : September 26 (Thu.), 27 (Fri.) 10:00~17:00 Public Day : September 28 (Sat.) 9:30~17:00 September 29 (Sun.) 9:00~16:30
	※On Public Day, the entrance opened 30 minutes earlier than planned.
Organizer	<b>Computer Entertainment Supplier's Association (CESA)</b>
Co-Organizer	<b>Nikkei Business Publications, Inc. DENTSU INC.</b>
Supporter	<b>Ministry of Economy, Trade and Industry (METI)</b>
Venue	<b>Makuhari Messe Hall 1~11, International Conference Hall, Event Hall</b>

# Event Results – Exhibitors/Exhibit Booths

## Exhibitors

**985** (2023 : 787)

◎ Domestic 450(Online Exhibitors : 11)

◎ Exhibitors by Area

● General Exhibition	260
● Smartphone Game	24
● Gaming Hardware	43
● Gaming Lifestyle	15
● AR/VR	21
● eSports	8
● Game Academy	56
● Indie Game	220
● Selected Indie80	81
● Merchandise Sales	36
● Family Game Park	13
● Business Solution	162
● AI Technology Pavilion	9
● Business Meeting Area	116

Overseas 535 Online Exhibitors : 19)

◎ Exhibitors by Country/Region **44** (2023 : 44)

### Americas 4

Country/Region	Exhibitors
Canada	6
Chile	10
Brazil	5
United States	40

### Europe 19

Country/Region	Exhibitors
Italy	17
Ukraine	2
Estonia	1
Cyprus	2
Georgia	1
Switzerland	9
Sweden	22
Spain	23
Denmark	2
Germany	20
Norway	3
Hungary	1
Finland	2

### Asia/Oceania 17

Country/Region	Exhibitors
India	15
Indonesia	13
Australia	5
Kazakhstan	1
Singapore	17
Thailand	18
New Zealand	3
Pakistan	1
Bangladesh	1
Philippines, the	2
Vietnam	1
Malaysia	15
South Korea	74
Hong Kong	15
Taiwan	24
China	78
Japan	450

## Exhibit Booths

**3,252** (2023 : 2,682)

# Event Results – Exhibiting Titles

## Titles

**2,850** (2023 : 2,291)

### ◎ Breakdown of Titles Exhibited by Platform/Genre

#### [Platform]

Platform	Titles	Platform	Titles
Nintendo Switch	<b>295</b>	Android	<b>190</b>
PlayStation 4	<b>156</b>	Others	<b>51</b>
PlayStation 5	<b>238</b>		
Xbox Series X S	<b>172</b>		
Xbox One	<b>86</b>		
Steam	<b>625</b>		
PC	<b>496</b>		
PC Browser	<b>32</b>		
iOS	<b>188</b>		

#### [Genre]

Genre	Titles	Genre	Titles
Role Playing	<b>347</b>	Action・Adventure	<b>187</b>
Action	<b>500</b>	Action Shooting	<b>47</b>
Simulation	<b>208</b>	Sports	<b>51</b>
Adventure	<b>397</b>	Racing	<b>28</b>
Shooting	<b>74</b>	Others (Genre)	<b>505</b>
Puzzle	<b>155</b>	Others (Genre)	<b>255</b>
Action・Role Playing	<b>96</b>		

※ Classifications in the table do not include titles with unknown "platform" or "genre".

# Event Results – Number of Visitors

## Visitors

◎ 4-Days Total: **274,739** (2023 : 243,238)

		2024	2023	2022
Business Day	September26 (Thu.)	<b>42,031</b>	September 21 (Thu.) 33,706	September 15 (Thu.) 23,051
	September27 (Fri.)	<b>45,149</b>	September 22 (Fri.) 36,109	September 16 (Fri.) 27,614
Public Day	September28 (Sat.)	<b>97,786</b>	September 23 (Sat.) 96,033	September 17 (Sat.) 47,236
	September29 (Sun.)	<b>89,773</b>	September 24 (Sun.) 77,390	September 18 (Sun.) 40,291
Total		<b>274,739</b>	243,238	138,192

※ For 2022, on the second day of Business Day, Friday, September 16, general visitors will be admitted from 2:00 p.m.

## Overseas Business Day Visitors by Country/Region

Region	Country/Region	Share	Region	Country/Region	Share	Region	Country/Region	Share	Region	Country/Region	Share
Asia	China	29.64%	Europe	United Kingdom	2.06%	Europe	Iceland	0.09%	North America	United States of America	12.26%
	Republic of Korea	17.91%		France	1.09%		Andorra	0.09%		Canada	1.56%
	Taiwan	9.03%		Germany	1.06%		Bulgaria	0.09%		Brazil	0.62%
	Hong Kong	4.50%		Turkey	1.06%		リニア	0.09%		Mexico	0.32%
	Singapore	4.03%		Poland	1.06%		Ireland	0.06%		Argentine	0.26%
	Thailand	1.59%		Sweden	0.85%		Greece	0.06%		Uruguay	0.12%
	Malaysia	1.03%		Spain	0.74%		Switzerland	0.06%		Peru	0.09%
	Indonesia	0.85%		Netherlands	0.68%		Slovakia	0.06%		Cayman islands	0.06%
	India	0.65%		Italy	0.50%		Norway	0.06%		Virgin islands	0.03%
	Philippines	0.59%		Cyprus	0.41%		Armenia	0.03%		Curacao	0.03%
	Viet Nam	0.38%		Finland	0.41%		Georgia	0.03%		Chile	0.03%
Oceania	Cambodia	0.12%		Czech Republic	0.35%		Portugal	0.03%		Dominican Republic	0.03%
	Macao	0.09%		Estonia	0.24%		Malta	0.03%		Ghana	0.06%
	Myanmar	0.03%		Denmark	0.18%		Liechtenstein	0.03%		Tunisia	0.03%
	Australia	0.79%	Middle East	Austria	0.15%				Africa	Morocco	0.03%
Middle East	New Zealand	0.18%		Belgium	0.15%						
	Saudi Arabia	0.35%		Russia	0.15%						
	United Arab Emirates	0.32%		Serbia	0.12%						
	Israel	0.18%									
	Jordan	0.09%									
	Kuwait	0.06%									
	Bahrain	0.06%									

- Breakdown of overseas visitors accepted at the counter on Business Day
- Foreign residents in Japan, guest pass holders, members of the foreign press, and exhibitor pass holders are excluded.



# Exhibitors List – Physical Exhibits ①

※ Alphabetical Order by Exhibit Corner

## Real Physical

Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region
General Exhibition Area/一般展示		General Exhibition Area/一般展示		General Exhibition Area/一般展示		General Exhibition Area/一般展示		General Exhibition Area/一般展示	
ANIPLEX		Eighty Kosen		Finifugu Games	Hong Kong	Iwakuni City		Exhibitors	Country/Region
ARC SYSTEM WORKS		ELSA Japan		Fun Easy Games	Hong Kong	Kairossoft		General Exhibition Area/一般展示	
AREA 35		Expansive Worlds	Sweden	Gianthouse	Hong Kong	Kakehashi Games		Exhibitors	Country/Region
Arena Breakout: Infinite	China	FallenCranberry Studio	Singapore	Leap Studio	Hong Kong	Kawakamisangyou		General Exhibition Area/一般展示	
ASUS JAPAN		Figurama Collectors		ML INTERACTIVE	Hong Kong	KEMCO		Exhibitors	Country/Region
Bandai Namco Entertainment		Fingersoft	Finland	Realm of Alters	Hong Kong	Kevuru Games	Ukraine	General Exhibition Area/一般展示	
Battlestate Games		FORCES		Sportopia FEC	Hong Kong	KOCCA GAME INSTITUTE	Republic of Korea	Exhibitors	Country/Region
BBmedia		FRONTIER		Why Not Have Fun	Hong Kong	KOEI TECMO GAMES		General Exhibition Area/一般展示	
Beep Japan		Fruitbat Factory	Finland	World City Investments	Hong Kong	Konami Digital Entertainment		Exhibitors	Country/Region
Blackmagic Design		GALLERIA(THIRDWAVE)		Xanadoo	Hong Kong	KOREA PAVILION	Republic of Korea	General Exhibition Area/一般展示	
Busan IT Industry Promotion Agency	Republic of Korea	Game Creators Guild		HORI		D-ZARD	Republic of Korea	Exhibitors	Country/Region
Beyond Will	Republic of Korea	GAME SOURCE ENTERTAINMENT	China	Hotta Studio	China	EXLIX	Republic of Korea	General Exhibition Area/一般展示	
Bluesom	Republic of Korea	Games From Portugal	Portugal	HowlingRain	Taiwan	GONGGAMORE CONTENTS	Republic of Korea	Exhibitors	Country/Region
EverStone	Republic of Korea	eGames Lab	Portugal	HP Japan		Jiffycrew	Republic of Korea	General Exhibition Area/一般展示	
KKANGTO STUDIO	Republic of Korea	Infinity Games	Portugal	Indonesia Pavilion	Indonesia	Joe Yu Game Studio	Republic of Korea	Exhibitors	Country/Region
Milestone Games	Republic of Korea	Redcatpig	Portugal	Anantarupa Studios	Indonesia	L&K	Republic of Korea	General Exhibition Area/一般展示	
ONW STUDIO	Republic of Korea	WOWSystems	Portugal	DigiKagi	Indonesia	MilkEmpire	Republic of Korea	Exhibitors	Country/Region
Visual Dart	Republic of Korea	Yacooba	Portugal	Fat Raccoon Games	Indonesia	Minimum Studio	Republic of Korea	General Exhibition Area/一般展示	
CAPCOM		Gemdrops		ForgeFun	Indonesia	MOVISOFT	Republic of Korea	Exhibitors	Country/Region
C-Garden		German Pavilion	Germany	Gambir Studio	Indonesia	NboxGames	Republic of Korea	General Exhibition Area/一般展示	
CITY CONNECTION		BAD Spiele Studio	Germany	Komodoz	Indonesia	NDevGames	Republic of Korea	Exhibitors	Country/Region
CROSS THE AGES	France	Black Screen Records	Germany	Lioncore	Indonesia	Newcore Games	Republic of Korea	General Exhibition Area/一般展示	
D4Enterprise		Byte Rocker's Games	Germany	Sekuya	Indonesia	OddOneGames	Republic of Korea	Exhibitors	Country/Region
Dark Emerald Studios	United Arab Emirates	Daedalic Entertainment	Germany	Strayflux	Indonesia	ODYSSEYER	Republic of Korea	General Exhibition Area/一般展示	
Dear Villagers	France	Egosoft	Germany	Vifth Floor	Indonesia	PLAY Mephistowaltz	Republic of Korea	Exhibitors	Country/Region
Devolver Digital	United States of America	Elysium Game Studio	Germany	Infinity Nikki(Infold Games)		QueseraGames	Republic of Korea	General Exhibition Area/一般展示	
Dimensionals	Canada	Kalypso Media Group	Germany	INSIDE SYSTEM		Sentience	Republic of Korea	Exhibitors	Country/Region
Discord	United States of America	ROCKFISH Games	Germany	Intel		Skonec Entertainment	Republic of Korea	General Exhibition Area/一般展示	
DITP(Thailand Pavilion)	Thailand	SOFTFLIX	Germany	INTI CREATIVES		Studio Doodal	Republic of Korea	Exhibitors	Country/Region
ALGORHYTHM PROJECT	Thailand	Stratosphere Games	Germany	Italy Pavilion - Games in Italy	Italy	Tripearl Games	Republic of Korea	General Exhibition Area/一般展示	
BIT EGG	Thailand	United Games Entertainment	Germany	Bad Seed	Italy	TSUF	Republic of Korea	Exhibitors	Country/Region
BUGBLIO STUDIO	Thailand	4-Real Intermedia	Germany	Embassy of Italy - Trade Promotion Section	Italy	Twohands Interactive	Republic of Korea	General Exhibition Area/一般展示	
FAIR PLAY STUDIOS	Thailand	Gino		FUNNY TALES	Italy	VisualLight	Republic of Korea	Exhibitors	Country/Region
GAME SQUARE INTERACTIVE	Thailand	GMO Media		Gear Games Italy	Italy	Waycoder	Republic of Korea	General Exhibition Area/一般展示	
KANTANA POST PRODUCTION [THAILAND]	Thailand	Graph		Idra Interactive Studios	Italy	3F Factory	Republic of Korea	Exhibitors	Country/Region
MOON CATALYST	Thailand	GRYPHLINE	China	Invader Studios	Italy	KURO GAMES	China	General Exhibition Area/一般展示	
NAMSON DIGITAL	Thailand	Guangzhou Games Industry Association	China	myAppFree	Italy	Kyuzan		Exhibitors	Country/Region
TEAPOT STUDIO	Thailand	Gunma Prefecture Esports and Content Creation Division		NACON STUDIO MILAN	Italy	LAUNCELOT		General Exhibition Area/一般展示	
THE MONK GAMES	Thailand	Happinet		Operaludica	Italy	Lenovo Japan		Exhibitors	Country/Region
YGGDRAZIL GROUP	Thailand	hnone	United States of America	Revera	Italy	Level Infinite	China	General Exhibition Area/一般展示	
ZAI STUDIO	Thailand	historia		Studio Evil	Italy	LEVEL5		Exhibitors	Country/Region
DouYu Japan		Hong Kong Pavilion	Hong Kong	Tiny Bull Studios	Italy	LIONA		General Exhibition Area/一般展示	
DreamOnline		Daytech HK	Hong Kong	Travel Verse	Italy	L-TEK	Poland	Exhibitors	Country/Region
Duet Night Abyss	China	Feeling Game	Hong Kong	UNTOLD GAMES	Italy	Mango Party	Taiwan	General Exhibition Area/一般展示	
Dynabook				34BigThings	Italy	Mecha BREAK	China	Exhibitors	Country/Region

# Exhibitors List – Physical Exhibits ②

※ Alphabetical Order by Exhibit Corner

## Real Physical

Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region
<b>General Exhibition Area/一般展示</b>									
Tassei Denki		Tree of Savior : Neverland	China	TOPRE		WALLHACK	Denmark	OKAYAMA INFORMATION COLLEGE.	
TENDA Games		Ujoy Games	China	Trustech Japan		XR ASIA SUMMITS	Malaysia	Osaka Electro-Communication University	
Teyon Japan		XD	China	Western Digital		Aichi Institute of Technology		osaka institute of technology information science and technology	
THQ Nordic		XREAL Japan		XEO LAB		Amusement Media Academy/Osaka Amusement Media Academy		OSAKA SOGO COLLEGE OF DESIGN	
TITAN GAMES	Singapore	9YOU.COM	China	<b>Gaming Hardware Area/ゲーミングハードウェアコーナー</b>		ARS Computer College		Ota Information & Business College	
TOEI ANIMATION		<b>Gaming Hardware Area/ゲーミングハードウェアコーナー</b>		AIMchair		Arts college Yokohama		Renaissance High School Group	
Topnotch Animation Design	China	Aiuto		BFP		Aso Pop Culture College		Sagami Woman University	
TSUKUMO		Alliance	Sweden	E-DX		Bunkyo University		Shobi University	
TYKONO OLIGATE	China	AndGAMER (Void & AIM1)		GIFU PLASTIC INDUSTRY		Chuo Institute of Information and Design College		Shohoku College	
Ukiyo Studios	Australia	AULA JAPAN		HASEKO REAL ESTATE DEVELOPMENT		Clark Memorial International High School CLARK NEXT Tokyo		Shonan Institute of Technology	
UNYIELDER by TrueWorld Studios	Singapore	Bear Racing Service		IKEA		Computer College Nagoya		SIT X-Tech(Shonan Institute of Technology)	
VIC GAME STUDIOS		BenQ Japan		Kawakamisangyou		DoCarrier		Tohoku Computer College	
Walaber Entertainment	United States of America	Best One		LEWITT		ECC COLLEGE OF COMPUTER AND MULTIMEDIA		TOKYO COOL JAPAN ACADEMY	
Warframe	United States of America	BIGBIG WON	China	Livlanmind		EHIME Prefectural MATSUYAMA MINAMI HIGH SCHOOL TOBE BRANCH		Tokyo Jitsugyo High School	
WAWE		Brook Gaming	Taiwan	Miyaji Shokai		Higashi-Nihon Design & Computer College		Tokyo University of Information Sciences	
Wild Assault	China	Cleer	China	NITORI		Hokkaido Computer School		Toyama Information Business Vocational school	
YAMADA DENKI		Corsair Japan		NITTO		Hokkaido Cyber Creator Professional Training College		Toyo Institute of Art and Design	
Yellow Brick Games	Canada	CRI Middleware/ PIONEER		Pixio(Hamee)		Hokkaido Information University		TRIDENT COLLEGE OF INFORMATION TECHNOLOGY	
Yenpoint		Dongguan 3e Electronics	China	STERLING		Human Academy		VANTAN GAME ACADEMY	
YGG Japan		eXtremeRate & HexGaming	China	STERLINGPRODUCT		Induk University	Republic of Korea	Waseda-Bunri College of Arts & Sciences	
YOSHIMOTO KOGYO		FACESEC & PHYSCE	Singapore	<b>AR/VR Area/AR/VRコーナー</b>		InternationalInformation&EngineeringAutomobileCollege		YOKOHAMA GOOD GAME PROJECT	
Ysbryd Games	Singapore	Fratnic Gear		bHaptics	Republic of Korea	IWASAKI GAKUEN		<b>Indie Game Area/インディーゲームコーナー</b>	
ZETA DIVISION		FOSTEX/Foster Electric		Bigscreen	United States of America	Japan Electronics College		Abu Dhabi Gaming	United Arab Emirates
ZUIKI		fumo-shop		FORUM8		Kanagawa Institute of Technology		After Work Games	United Arab Emirates
4Gamer.net		GITOPER	China	Fun2 Studio	Taiwan	Kawahara College of Electronics and Business		Hypemastersc MENA	United Arab Emirates
<b>Smartphone Game Area/スマートフォンゲームコーナー</b>									
AIQVE ONE/ANA NEO		GPD Game Console (TENKU)		Gatebox		Kinki Computer & Electronics College		Kashkool Games	United Arab Emirates
Apeiron	Hong Kong	Hanvon Ugee Technology (XPen)	China	Grounding		Kokusai Riko College		Khosouf Studio Middle East	United Arab Emirates
BOUNTY HUNTERS	United Arab Emirates	Host No.4 Technology(chengdu)	China	IntoFree		KokusaiDensiBusinessTechnicalSchool		AI Frog Interactive	
Century Games	China	HYTE		Japan Electronics College ProjectVR		Kyushu Computer College Fukuoka / Kitakyushu / Oita / Kagoshima		Ancient Forge	Poland
EIEngine		imation		N7R	China	Kyushu Sangyo University		Appare Factory	
Fantasy Space	United States of America	I-O DATA DEVICE		Pimax	China	Mirai business college of vocation		APRIZE	
Google Play		KARNOX	China	Player One	Saudi Arabia	NAGOYAKOGAKUIN COLLEGE		Arcadia	Thailand
JOY MOBILE NETWORK	Singapore	moomate		StretchSense	New Zealand	NIHON KOGAKUIN COLLEGE /Tokyo University of Technology		ASMIK ACE	
JR East Marketing & Communications		MouseComputer		TOM CREATE		Numazu Professional Training College of Business and Information Technology		Asobism	
m00m world	United States of America	Mozia Racing	China	Tundra Labs	United States of America	Niigata Computer College		Away From Home	United States of America
M-terrace		MSI	Taiwan	VGC		Niigata high technology college		Ayatcatgames	United States of America
Mythologia -The Oracle-		NB ERGONOMIC	China	VR IMAGINATORS		Numazu Professional Training College of Business and Information Technology		BADMAD ROBOTS	Singapore
Riseup Labs	Bangladesh	NEXICONN TECHNOLOGY		<b>eSports Area/eスポーツコーナー</b>				BeXide	
RNE		ONEPLAYER		GACHISUP				Black Beard Design Studio	
Shangri-La Frontier		RIDDLE ORDER		Japan e-Motorsport Organization(JeMO)				BlackGuardian	Republic of Korea
Solo Game	China	Shanghai Sixunited Intelligent Technology	China	PCCS				BlastEdge Games	
SPARK NEXA	China	Shenzhen Guli Tech	China	Rabbit0					
Starward	China	Shenzhen Honcam Technology	China	REJECT					
Team Rhythricals	Republic of Korea	Shenzhen KTC Technology	China	SINRA GAMING					
		TechnoBlood eSports							

# Exhibitors List – Physical Exhibits ③

※ Alphabetical Order by Exhibit Corner

## Real Physical

Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region
Indie Game Area/インディーゲームコーナー		Indie Game Area/インディーゲームコーナー		Indie Game Area/インディーゲームコーナー		Indie Game Area/インディーゲームコーナー		Indie Game Area/インディーゲームコーナー	
BloodLoop	Switzerland	GameFloat		Matrix		PORTAL DE TANHAUSER	Spain	Toydium	
Borealys Games	Canada	Gamersky Games	China	MBAinternational		TRUSIGA	Spain	tsukuru uozu project (UozuCity)	
Brilliant Skies	United Kingdom	Gamirror Games	China	Meseed Software		Spiral Up	China	Ultinet	
BS TV TOKYO		G-Blossom/Glitz Visuals		METASLA		spiralsense		Whisper Partners	China
btf	Germany	Gotcha Gotcha Games		Minimum Studio	Republic of Korea	START with GRAVITY		WhisperGames	China
Carrottin	United States of America	GRAVITY GAME ARISE		MISTERY	China	Stromatsoft		Wiggin Industries	Spain
CENTERTOSECONDS		Gugenka		MONOWAVE	Republic of Korea	Studio Lalala		Wizard Tortoise Games	
CERTIA		GURI GAMES		Moonana Games	United States of America	STUDIO LIGHTS		ZAKUZAKU	
Cerulean Games	United States of America	GYAAR Studio		NatsumeAtari		Sweden Game Arena	Sweden	2P Games	Hong Kong
CHILE Pavilion	Chile	Hakurokudo		Oaks Games Studio	Brazil	Bit Egg	Sweden	5dims	
Abstract Digital	Chile	Half Sword	Germany	ONECONNECT		Carry Castle	Sweden	Selected Indie 80	
Aone Games	Chile	Happinet		Peakware Studio	Thailand	Chromatic Ink	Sweden	Aldian of Ancients	India
Cangrejo Ideas	Chile	hide Games	China	Phoenixx		Coherence	Sweden	Annulus	
Estudio Mezcla	Chile	HYPER REAL		Pip Puzzle	United States of America	Crypto Rouge	Sweden	ARA	
InvadeLab	Chile	Hypercent	Republic of Korea	PLAYISM		Dashy Studios	Sweden	Attructure	
Niebla Games	Chile	IGDA Japan Chapter		Poland	Poland	Dataspelsbranschen	Sweden	BearBoneStudio	Taiwan
Octeto Studio	Chile	iGi indie Game incubator / SO-FU		Game Industry Conference	Poland	Evergreen IT	Sweden	Black Tangerine	Republic of Korea
Youtouch Technology Lab	Chile	Illam Software Entertainment	Singapore	Ice Code Games	Poland	Fireshard	Sweden	Calman	Germany
4HA Games Studio	Chile	India Pavilion	India	Lukasik.art	Poland	Game Advisor	Sweden	Cardboard Studio	
Chorus Worldwide		Ayelet Technology	India	Render Cube	Poland	Ichi go Ichie	Sweden	Cobysoft Joe	United States of America
CLOUD CREATIVE STUDIOS		Brewed Games	India	Sodigital	Poland	Impact Unified	Sweden	Common Opera	United States of America
Cocoro Software		GameEon Studios	India	Superkami	Poland	Magnetic Lake	Sweden	David Wehle	United States of America
COYOTE RUNNER		GDAI (Game Developer Association of India)	India	The Knights of Unity	Poland	Ninmark Soundworks	Sweden	DDDistorion	
Crackin		Insanity Crew	India	Polish Indie Booth	Poland	Perfect Random	Sweden	DOI Nobuhiro	
D.H		Mono Tusk Studios	India	Preferred Networks		Pugstorm	Sweden	Dumpling	China
Dagada's Story	France	Redimension Games	India	Pressed Elephant	Canada	Rotten Raccoons	Sweden	ElePass: Only Elephants Can Unlock the Passcode	
DAONE GAMES	Taiwan	Singular Scheme	India	Project Tower	France	Silent Factory	Sweden	ENTAFLIP	
Dinko	Australia	Street Lamp Games	India	PROMOTAL		Something We Made	Sweden	Esophaguis Team	United States of America
dot.Studio		Tathvamasi Studios	India	RabbityEntertainment		SwissGames	Switzerland	Explosive Disposal Team	Republic of Korea
DRIFTED	Taiwan	Weloadin	India	radiuthree		Castle Come	Switzerland	FANIMAX	Taiwan
eastasiasoft	Hong Kong	Yegname	India	Ratalaika Games / Shinyuden	Spain	Henry Halfhead	Switzerland	Finch Bird Studio	Estonia
Edigger	China	Zatun	India	room6 / Yokaze		Psychotic Bathtub	Switzerland	First Dwarf	Poland
ELSA Japan		5TH OCEAN STUDIOS	India	Scarlet Defiance	United States of America	Roots of Fury	Switzerland	Fix-a-Bug	Italy
Entalto Publishing (powered by Games from Spain)	Spain	INDIE LIVE EXPO		Sekai Project	United States of America	Shoe it All!	Switzerland	Glowfrog Games	United Kingdom
ENTALTO PUBLISHING	Spain	Indie.io	United States of America	SERIALGAMES		Sneaky Blinder	Switzerland	GOOFIES	
Erotes Studio	Taiwan	Izakaya Conversare	Republic of Korea	Shenzhen Bingo Culture Technology	China	Synodic Arc	United States of America	Gurei	Brazil
ESDigital Games	Cyprus	IZON.		Shireishi Production	Indonesia	TASKIV		HORROID GAME STUDIO	France
False Prophet	Poland	Jack & Detectives - A Silent Social Detection Game -		Synthetic	Australia	tatsumaki games		iBright Games	Turkey
Feelcerca		KADOKAWA		SKOOFTA GAMES		Tatsumeeko: Lumina Fates	Singapore	KIC Games	
FlyteCatEmotion		Kamoyanagi Broadcast		South Pole Bebop	Republic of Korea	TECH.C. GAME PROJECT		Kinmoku	Germany
FUNBREW GAMES	China	Kisoutenguys		SoybloQ	Germany	Thunderfox Studio	Republic of Korea	Lemport	China
Galaktus Indie Booth	Poland	KODANSHA Game Creator's Lab		Spain Indie Showcase (powered by Games from Spain)	Spain	TOKYO COOL JAPAN ACADEMY		Metavoidal	Republic of South Africa
Game for IT		Kooapps	Philippines	HELLO MONSTER	Spain	Tokyo Stories		MING STUDIO	China
Game Studio		Lily's Labyrinth of Lust	United States of America	ONIROID	Spain	TOKYOTOON		Moonlight Sculptor	France
		logicalbeat				Top Hat Studios	United States of America		

# Exhibitors List – Physical Exhibits

④

TOKYO  
GAME  
SHOW  
2024

## Real Physical

※ Alphabetical Order by Exhibit Corner

Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region	Exhibitors	Country/Region
<b>Selected Indie 80</b>		<b>Selected Indie 80</b>							
Nao Games		Wondernaut Studio	Brazil	Konami Digital Entertainment		DXable/Digital.ai		Make Will	
Nekologic	United Kingdom	yolk heroes: A Long Tamago	United States of America	moze		DynaComware		Malaysia Pavilion	Malaysia
NEKOUP		20Clocksoft	Republic of Korea	Samsung SSD		ECI Games	China	Ammobox Studios	Malaysia
Neon Blood	Spain	<b>Merchandise Sales Area/物販コーナー</b>		SEGA/ATLUS		Ei Force Tech	China	Bear Down Studios	Malaysia
NERDY PENGUIN		AI PikattoAnime		Sony Interactive Entertainment		Enjoy Payment	China	Dreamscapes Edtech	Malaysia
Newman Jason	United States of America	Algernonproduct		SQUARE ENIX		Epsilon Software		eSolved MSC	Malaysia
Nomadic Games	Thailand	Azumaker		THQ Nordic		FastSpring	United States of America	Experiential Design Team (EDT)	Malaysia
npckc		Battlestate Games		TVgame magazine		FINE		Goolee	Malaysia
One Team.		Bethesda		UNI-TY		Game8		Magnus Games Studio	Malaysia
Optillusion Games	United States of America	CAITAC FAMILY		<b>Business Solution Area/ビジネスソリューションコーナー</b>		Gekko		MATRADE	Malaysia
Other Tales Interactive	Denmark	Canbe(SOMSOC GALLERY)		ADIA Studios	China	GIANTY		MDEC	Malaysia
Playdew	Pakistan	CAPCOM		Ad-Virtua		Gyeonggi Content Agency	Republic of Korea	Rcade Studio	Malaysia
Polygonjs	United Kingdom	COSPA		Aiming Taiwan Branch	Taiwan	BIBGames	Republic of Korea	Todak Studios	Malaysia
Psychoflow Studio	Taiwan	DONGGUAN CITY ZHIMEI ELECTRONIC TECHNOLOGY	China	AIQVE ONE		BRIDGEHEADUNION	Republic of Korea	Why Knot Studio	Malaysia
QUByte Interactive	Brazil	ensky		AKA Virtual		DIVEXR	Republic of Korea	Megaxus Infotech	Indonesia
Red Nexus Games	Canada	Fangamer		Alconost	United States of America	Lizard Smoothie	Republic of Korea	memoQ	Hungary
Revolution Industry	Thailand	Fnatic Gear(ASK)		Alibaba Cloud		Nimble Neuron	Republic of Korea	MetAI	
Rocket Smash Studio	Chile	GAMES GLORIOUS		Alpha CRC		PawDragon Company	Republic of Korea	Mie Translation Services	Taiwan
ROOMTONE Games	Republic of Korea	GeekShare	China	Appier Group	Taiwan	SOUL GAMES	Republic of Korea	MIRAISENS	
SAFE HAVN STUDIO		GRAPHT		AQUASTAR		SUPERWAVE STUDIO	Republic of Korea	Mirrativ	
SBO Games		HanedaProject		ARAWA STUDIO(G-angle)		Team Tetrapod	Republic of Korea	monoAI technology	
SCIKA		Happinet		beyond		HELTEC		mountain studio	
Secret Character	Thailand	IGN JAPAN STORE		Bird fab studio		Hitachi Systems		MyDearest	
Somi	Republic of Korea	InfoLens		BlasTrain		IMAGICA GEEQ		Myriashue	
Spikewave Games	China	INSERT COIN	China	Brushup		Immortals Studios	Malaysia	NAVER Cloud	Republic of Korea
Spoonful Of Wonder	Australia	KOEI TECMO GAMES		CGKINGLAND	China	Incredibuild Japan		Nippon Television Network	
Springloaded	Singapore	KOJIMA PRODUCTIONS		Checkout.com	China	InMobi	Singapore	NOKOV Motion Capture	China
SSUN GAMES	Republic of Korea	L-TEK	Poland	Cloud Ace		ITOCHU Cable Systems		OPTAGE	
Stellaglate		matsumoto shoji		Creative Companies Association of Moldova	Moldova	IWATA		Original Force	China
STUDIO KOBA	Spain	Medialink		ArtDock	Moldova	JCG		Outbrain Japan	
TARP Studio	Republic of Korea	NIKKEIBP		Avantaj Prim	Moldova	JOCDN		PingCAP	
TeamVeister	China	PlayVital	China	Future Tech Activity	Moldova	kagoshima isa city		Playio	
TEBASAKI GAMES		POCKET PAIR		Invest Moldova	Moldova	Kagoshima Prefecture (Kagoshima Regional Promotion Bureau)		Plott	
tiny cactus studio		SANWA DENSHI		Lore Games	Moldova	Keywords Studios		Pole To Win Holdings/Pole To Win	
Toge Productions	Indonesia	SEGA		Moldova IT Park	Moldova	Kumamoto Prefecture/Digital Art Amakusa (Amakusa City)		POLE TO WIN VIET NAM	Viet Nam
Toroya My Battery Is Fried		SQUARE ENIX		Creative house pocket		Lan-bridge	China	Purmoe Design Lab	
Torpor Games	Germany	TORCH TORCH		CRI Middleware		Lapin		Rayking Game	China
Toybox Games Studios	Australia	TOYPLA		Cynra		Lenovo Japan		RICOH Industrial Solutions	
Trinity Team	Italy	ZETA DIVISION		D.H.		Levtech		Salt Sound Studio	China
Twigames	Ukraine	+1F		Diarkis		Linkworld International	China	Samsung R&D Institute Japan	
VRMonkey	Brazil	<b>FamilyGame Park/ファミリーゲームパーク</b>		DICO		Lionbridge Games	United States of America	Scenario Technology Mikagami	
Whacky Mole Studio	Sweden	Bandai Namco Entertainment		Digital Garage		Lokum Games	Turkey	Seoul Business Agency (SBA)	Republic of Korea
Whistling Wizard	New Zealand	Benesse Corporation		Digital Gear		M Power		Actionfit	Republic of Korea
Wnader land Kazakiri		CAPCOM		Digital Works Entertainment				AIRCAP	Republic of Korea
Wobbly Labs	Germany	Happinet		Digitalog Technologies	Republic of Korea			A-STAR GAMES	Republic of Korea

# Exhibitors List – Physical Exhibits 5／Online Exhibits

## Real Physical

※ Alphabetical Order by Exhibit Corner

Exhibitors	Country/Region
Business Solution Area/ビジネスソリューションコーナー	
Buff Studio	Republic of Korea
CFK	Republic of Korea
IKINAGAMES	Republic of Korea
Maetdol Games	Republic of Korea
NEXTLV	Republic of Korea
Plain Bagel	Republic of Korea
POLYMORPH	Republic of Korea
Storytaco	Republic of Korea
4th May Games	Republic of Korea
Shachihata	
Sheer Tianyi Technology	China
Shinwork Technology	Taiwan
Speech Graphics	United Kingdom
Spicemart	
StirSystem	
Stream Hatchet	Spain
Sunbird	
SunFlare	
TAITRA	Taiwan
TENBEN	
TenjoyJapan	
ThikingData	
Tokyo Cartographic	
Too	
Totani Translations	
TYRADs	Singapore
ULTRA-X ASIA PACIFIC	
V	
Well-Link Tech Japan	
Winking Studios	Singapore
WitOne	
Wown Technologies	
Wrike Japan	
Xsolla	United States of America
Yakubo	
YOKOSUKA City	
YYSTV Media & Video Game Museum	China
Zenlayer	China
7KINGDOM	
AI Technology Pavilion/AIテクノロジーパビリオン	
Drecom	
Elith	
Equinix Japan	
HechicerIA	Spain
OVOMIND	
SilverStarJapan	
Techno-Speech	
Ubitus	
ZEAL	
Business Meeting Area/ビジネスミーティングエリア	
ADWAYS DEEE	
Amazon Games	
Bandai Namco Filmworks	
Bilkent CYBERPARK	Turkey
Bilisim	Turkey
Blackburne Games Yazilim	Turkey
FUNEXAGON OYUN TEKNOLOJILERI	Turkey
KIRPI STUDIO	Turkey
Kodobur Yazilim Bilisim Tasarim Arge Otomotiv	Turkey
MIA Teknoloji	Turkey
Mildmania	Turkey
Moralabs	Turkey
Nomad Monkey	Turkey
VLMedia	Turkey
Boke	China
CARTA MARKETING FIRM	
CHILE Pavilion	Chile
Comic Frontier	
Confiction	Singapore
Cygames	
D3PUBLISHER	
DeNA	
Dimps	
Disc 2 Games	New Zealand
Discord	United States of America
Dxable/Digital.ai	
Eliphant Japan	
ENCUBE	
EXNOA(DMM GAMES)	
EY Strategy and Consulting	
French Delegation	France
ALPHA-RLH	France
Atlas V	France
Backlight Studio	France
CATIE	France
ESCALE	France
GENYMOTION	France
HeadBang Club	France
Ikanovision	France
Business Meeting Area/ビジネスミーティングエリア	
Kalank	France
La Meduse Violette	France
Mangas.IO	France
NADK	France
NGROUND	France
Prime Cognition World	France
SELL	France
SNJV	France
Studio Camelia	France
TAKEOFF	France
VR Boxing	France
Games from Spain	Spain
ANTIDOTE	Spain
CANARY ISLAND GAMES	Spain
COSMIC SPELL	Spain
DRAKHAR STUDIO	Spain
FACTORIA DE INNOVACION	Spain
NOXONICTS	Spain
OPHIION STUDIOS	Spain
QUANTUM BOX	Spain
SELECTAVISION	Spain
TELLMEWOW	Spain
UNDERGAMES	Spain
VERMILA	Spain
GC	Republic of Korea
GDC	United States of America
Glitz Visuals	
GREE	
GungHo Online Entertainment / GRAVITY	
Gyeonggi Content Agency	Republic of Korea
Happinet	
Hotta Studio	China
HYBRID SQUAD	
IKY	
i-mobile	
InMobi	Singapore
KADOKAWA	
Kakao Entertainment	Republic of Korea
Kodansha	
KOREA PAVILION	Republic of Korea
Kudos Productions	Taiwan
Lemnisca	United States of America
LEMON SKY STUDIOS	Malaysia
Microds	France
NAVER Cloud	Republic of Korea

## ONLINE

Exhibitors	Country/Region
General Exhibition Area/一般展示	
BoomBit	Poland
Gungho Online Entertainment	
HAMSTER	
Hooded Horse Asia-Pacific	United States of America
Hooded Horse Europe	United States of America
Hooded Horse North America	United States of America
HYBE JAPAN	
Microsoft Japan	
Neos	
Ubisoft Japan	
Vixa Games	Poland
AR/VR Area/AR/VRコーナー	
Imaginary Game Studios	United States of America
Japan Association for the 2025 World Exposition	
NIHON FALCOM	
Survios	United States of America
thatgamecompany Japan	
Game Academy Area/ゲームアカデミーコーナー	
AKADEMIA 21st CENTURY	
Indie Game Area/インディーゲームコーナー	
Boxelware	Germany
Cup Dog Games	Taiwan
Indiesquire	Switzerland
Kashkool Games	United Arab Emirates
Lords of Ravage	Georgia
Nightmare House	United States of America
PlayTrans	
rokaplay	Germany
Scarlet String Studios	Canada
Slug Disco	United Kingdom
StoryCrop	China
STUDIO MECHKA	Bulgaria
Toii Games	Taiwan

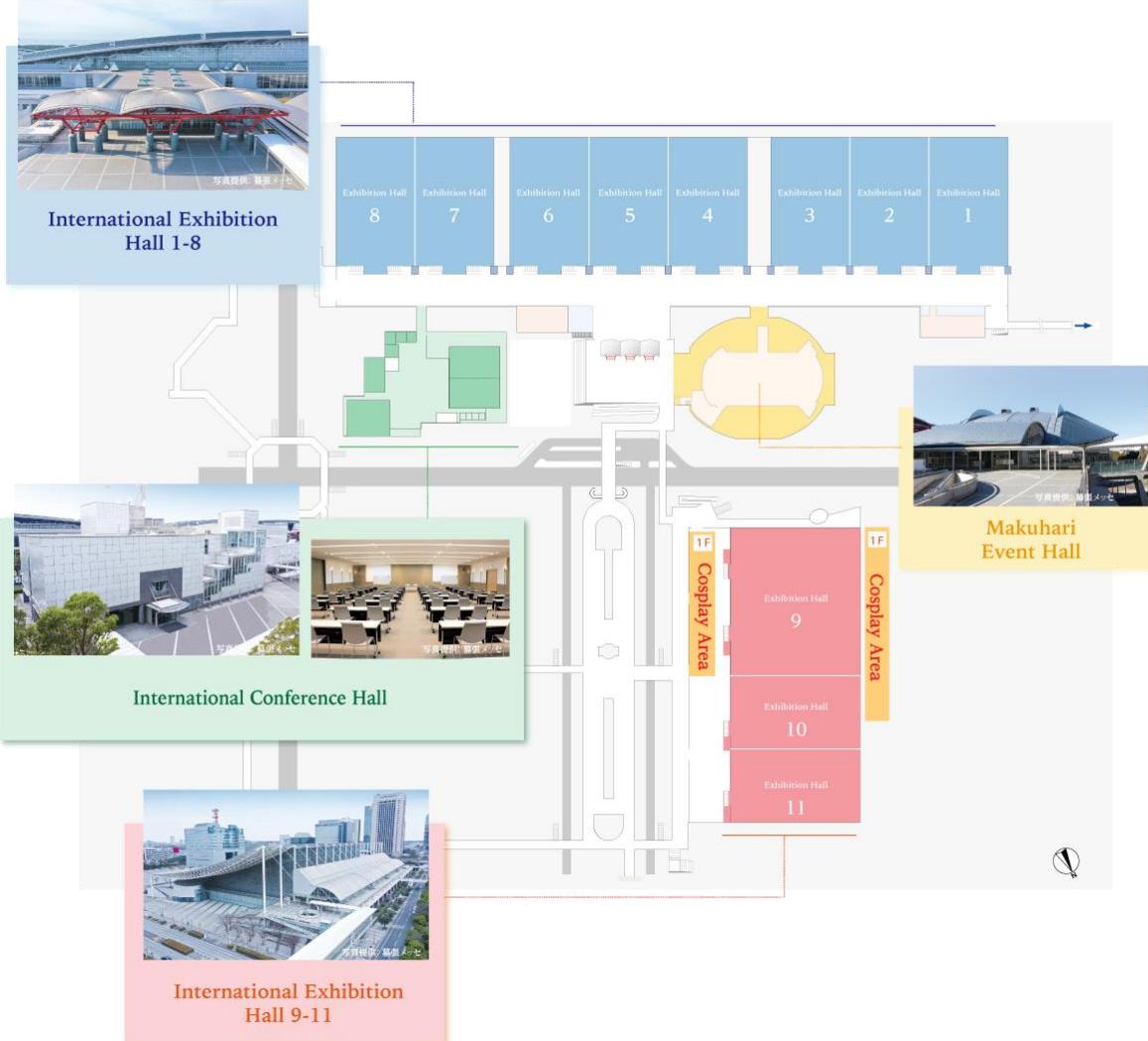
※ Alphabetical Order by Exhibit Corner

# Physical (Real) Venue

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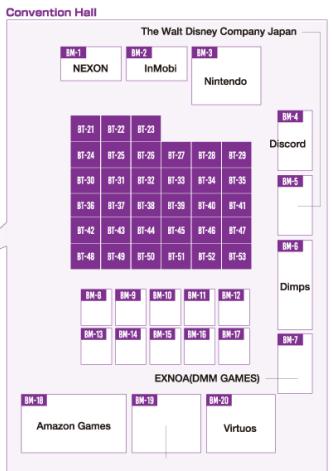
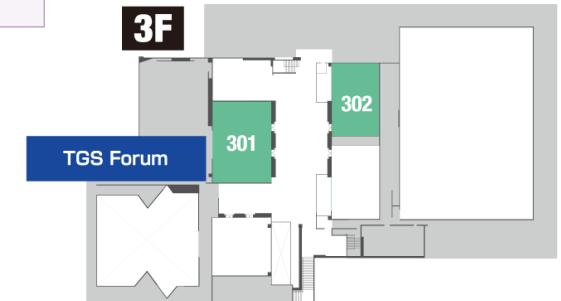
# Floor MAP

TGS2024 Overall Floor MAP (All Exhibition Halls, International Conference Hall, Event Hall at Makuhari Messe)



- Use of the entire Makuhari Messe area as exhibition space
- Food Court at South Side, Hall 9

## International Conference Hall

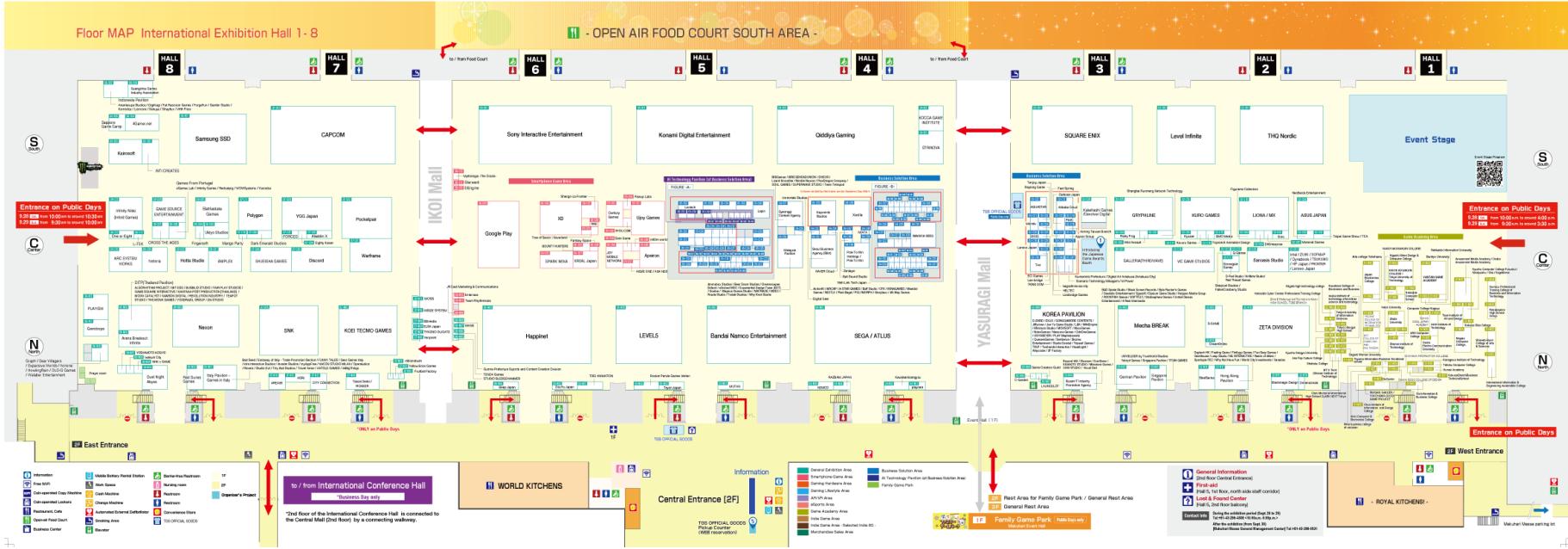


**2F** Business Meeting Area  
Business Lounge

**3F** TGS Forum

# Floor MAP

## International Exhibition Hall 1-8



## International Exhibition Hall 1-8

General Exhibition Area, Smartphone Game Area, Game Academy Area, Business Solution Area, AI Technology Pavilion

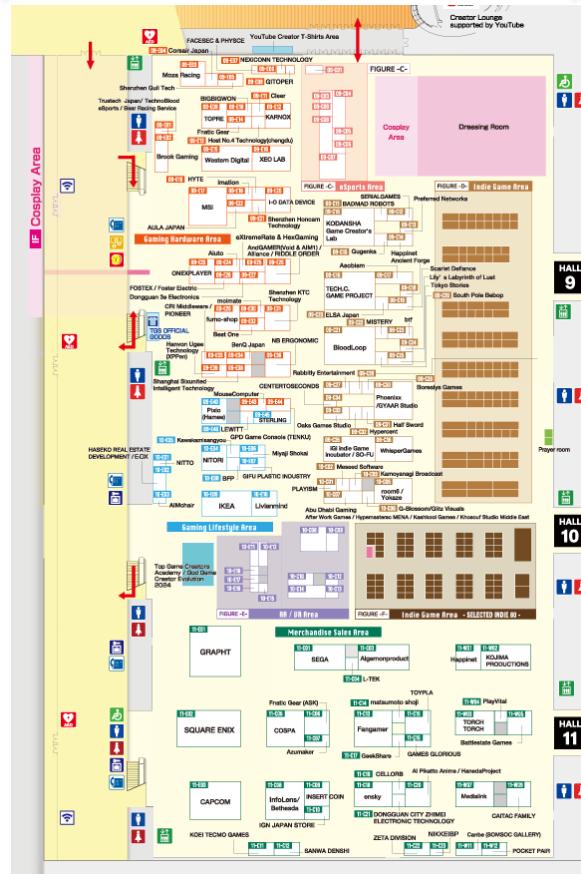
## International Exhibition Hall 9 - 11

AR/VR Area, eSports Area, Gaming Hardware Area, Gaming Lifestyle Area, Indie Game Area, Selected Indie 80, Merchandise Sales Area

## Event Hall

Family Game Park

## International Exhibition Hall 9 - 11



# Opening Ceremony

**〈Time & Date〉** September 26 (Thu.) 9:30am~ 10:05am

**〈Location〉** Hall 1, Event Stage

## 〈Program〉

Organizer's Remarks

Haruhiro TSUJIMOTO, Chairman, CESA

Co-Organizer's Remarks

Tetsuya IGUCHI, President, Nikkei BP

Takeharu UCHIDA, Executive Director, Dentsu

Greetings from Guest of Honor

Masana EZAWA,

Policy Coordination Officer, Commerce and Services Group

METI

Junichi SAKOMOTO

Japan Int'l Contents Festival Executive Committee

## 〈Ribbon Cutting〉

Haruhiro TSUJIMOTO, Chairman, CESA

Masana EZAWA, Policy Coordination Officer, Commerce and Services Group, METI

Junichi SAKOMOTO, JAPAN Int'l Contents Festival Executive Committee

Tetsuya IGUCHI, President, Nikkei BP

Takeharu UCHIDA, Executive Director, Dentsu



# Venue Scenery ①

## Exhibition booth introduction



# Venue Scenery ②

## General Exhibition



## Smartphone Game



## Gaming Hardware



# Venue Scenery ③

AR/VR



eSports



Game Academy



Indie Game



Selected Indie 80



Merchandise Sales



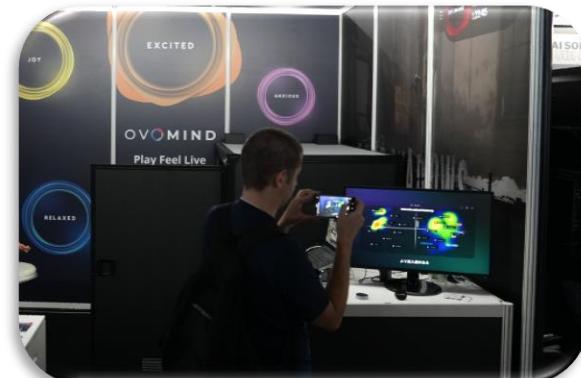
Family Game Park



Business Solution



AI Technology Pavilion



Business Meeting

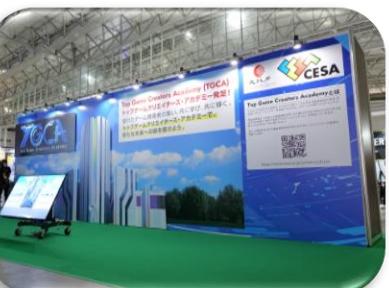


Japan Game Awards Future Division Voting Booth



Organizer's Project

Top Game Creators Academy / 「To Enjoy Games Safely and Securely God Game Creator Evolution 2024 What we want you to know」



# Family Game Park

A free hands-on corner was set up as an area open to children under junior high school age, and their families. Under the theme of "Learning" and "Playing" through games, We offered activities that helps children to expand their possibilities and introduced software and game-related products that can be enjoyed safely and safely by all ages.

At the Kids' Stage, exhibitors held events and attracted numerous visitor.

## 学ぶゾーン

(Learning Zone)

サウンドクリエーター体験(30分)		キャラクターデザイナー体験(30分)	
9/28(土)	9/29(日)	9/28(土)	9/29(日)
10:20~16:40 まで 全8回	9:50~16:10 まで 全8回	10:15~16:45 まで 全13回	9:45~16:15 まで 全13回
<b>プログラマー体験(40分)</b>			
Scratchで シューティングゲームを つくろう!(40分)	Scratchで キャッチゲームを つくろう!(40分)	Scratchで ジャンプゲームを つくろう!(40分)	Scratchで 10:30~ / 14:10~ 9/29(日) 10:00~ / 13:40~
9/28(土) 11:30~ / 15:10~ 9/29(日) 11:00~ / 14:40~	9/28(土) 12:30~ / 16:10~ 9/29(日) 12:00~ / 15:40~	9/28(土) 11:00~ / 14:10~ 9/29(日) 11:30~ / 15:10~	



Character Designer Experience



Programming Experience

Participants were given a "Job Book for Creating Games," which summarizes the professions involved in the process of making a game.



## 遊ぶゾーン

(Play Zone)



Game Trial Experience



The "Age Ratings System."Information Panel

## Kids Stage Program

ファミリーゲームパーク キッズステージ プログラム	
9月28日(土)	
10:30	ファミリーゲームパーク情報局
11:00	てれびげーむマガジン ゲーム実況Live!
11:45	つまらない勉強を楽しくするやり方
12:00	英語学習×リスムゲームを遊んでみよう
12:45	キャラクタースペシャルステージ
14:15	
14:50	
15:20	
16:00	
16:30	
9月29日(日)	
10:00	英語学習×リスムゲームを分解してみよう
10:30	てれびげーむマガジン ゲーム実況Live!
11:05	あんないで読み!「ギガントサウルス ディノスポーツ」ゲームバトル大会
11:35	
12:10	ファミリーゲームパーク情報局
12:40	英語学習×リスムゲームを遊んでみよう
13:15	
13:45	
14:20	
14:50	
15:30	キャラクタースペシャルステージ
16:00	



kids' stage

# Indie Game Project

"Selected Indie 80" exhibit space is designed to support indie game developers (individual and corporate) to exhibit at TGS free of charge, to revitalize the game industry, and to provide opportunities for the future. A record number of 973 titles were submitted from 74 countries and regions.

## Entries by country/region

Europe	223 title	Latin America and the Caribbean	58 title	Oceania	20 title
Asia	565 title	Middle East	21 title	Africa	2 title
North America	84 title				

## Schedule

- 2.29 "Selected Indie 80" Entries Now Open
- 4.15 Sponsors Announced for Indie Game Free Exhibition Project
- 4.30 [Selected Indie 80] Entry deadline
- 7.04 TGS2024 Official Website Launches, Selected Indie 80 Exhibitors Announced
- 8.02 Indie Game Project Website Launches
- TGS Indie Game Official Ambassador is POCKY for Three Consecutive Years
- 9.11 Introduction program "Hello Indie"
- 9.18 Eight Finalists for SOWN2024 Chosen!
- 9.26 TOKYO GAME SHOW 2024 (~ 9.29)
- 9.27 Sense of Wonder Night 2024』
- 9.28 Official Streaming [Sense of Wonder Night 2024]



## SELECTED INDIE 80 - Main Scheme Projects

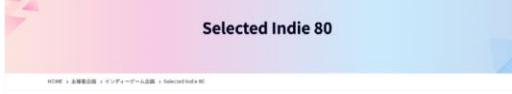
Free rental of dedicated booth and PC equipment




ELSA VELUGA G4-AD 200 for TGS



[Selected Indie 80] page on the official TGS website



Selected Indie 80

HOME > 参加者登録 > インディーゲーム企画 > Selected Indie 80

ALL Action FPS / TPS RPG Adventure Communication Shooting Simulation Music / Dance Sports Race Puzzle

Real-Time Strategy Rhythm / Music Table Game / Card Game Education Survival Others

アシックス：キングダムアドリフト

Revolution Industry (Thailand)

Sulsway よくこそ！エブリデイ キングダムアドリフトは、非常に豊かな伝統と物語を持つラングビーフライヤーゲームです。新しく生まれた飛行船の駆け出しで、野性全開の冒險を生き抜き、ヨーロッパの空を飛ぶ道を開けるまで成長させましょう。駆け出さず、実戦力を駆使せ、飛行船の強敵でプロティアを倒しましょう！

アシックス：キングダムアドリフト

Revolution Industry (Thailand)

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アシックス：キングダムアドリフト

Revolution Industry (Thailand)

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Selected Indie 80

HOME > 参加者登録 > インディーゲーム企画 > Selected Indie 80

ALL Action FPS / TPS RPG Adventure Communication Shooting Simulation Music / Dance Sports Race Puzzle

Real-Time Strategy Rhythm / Music Table Game / Card Game Education Survival Others

アシックス：キングダムアドリフト

Revolution Industry (Thailand)

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アシックス：キングダムアドリフト

Revolution Industry (Thailand)

Sulsway よくこそ！エブリデイ キングダムアドリフトは、非常に豊かな伝統と物語を持つラングビーフライヤーゲームです。新しく生まれた飛行船の駆け出しで、野性全開の冒險を生き抜き、ヨーロッパの空を飛ぶ道を開けるまで成長させましょう。駆け出さず、実戦力を駆使せ、飛行船の強敵でプロティアを倒しましょう！

Introductory program of exhibited titles



HELLO! INDIE

~世界からTGSに大集合！~

欧州・中東・アフリカ編

- Indie games from around the world gather at TGS! -

- Group: Europe, the Middle East and Africa -

No.06 Let's Build a Dungeon

10/10 A Real Game That Really Exists! Cam & Midiminer

Game of the Year Trophy

SOWN 2024



SENSE OF WONDER NIGHT 2024



# Sense of Wonder Night 2024

TOKYO  
GAME  
SHOW  
2024

The 17th Sense of Wonder Night 2024, a pitch event to highlight indie game developers, will be held on Friday, September 27, at 5:15 p.m. in Conference Room 301 of the International Conference Hall, with a qualified audience for the first time in five years. The Audience Award Grand Prix, the top prize of the SOWN, went to "Esophaguys" from Esophaguys Team (United States), which won the first prize of US\$3,000 and a trophy. In addition, "Hyper Wobbler" (Germany) swept the three categories in addition to the Runner-up Award. The Japanese entry, DOI Nobuhiro "HoooPizza" won the Best Presentation Award.



Sense of Wonder Night 2024



Esophaguys Team (United States of America)



HYPER WOBBLER

Wobbly Labs (Germany)



Hyper Wobbler



Somi (Republic of Korea)



No Case Should Remain Unsolved



DOI Nobuhiro (Japan)



HoooPizza



Nao Games (Japan)

Last Standing



Springloaded (Singapore)

Let's Build a Dungeon



Trinity Team (Italy)

CINEMA



ANLIFE

Motion-Learning Life Evolution

Attructure (Japan)

ANLIFE: Motion-Learning Life Evolution

# International Party + Indie Night

After the Business Day on the second day of the show, the popular "International Party Indie Night" was held on the 2nd floor esplanade of Halls 9-11. In addition to domestic and international exhibitors, 786 people, including Gold Pass visitors, official influencers, and members of the press, gathered for a very lively event. In addition to attractions such as rice cake pounding and lion dance performances, the three-member alternative electronic group from Kyoto, "Sawa Angstrom," was invited to the event to enhance the international exchange in a casual atmosphere.

## — Outline —

**Time & Date : 6:00pm~8:30pm**

**Friday, September 27**

**Venue: International Exhibition Hall 9-11  
Makuhari Messe(2nd Floor Esplanade)**

**Attendees: Exhibitors, Gold Pass, Press, Official Influencers**  
**Number of participants: 786**

**First part: 6:00pm- ◎ First part: 6pm**

**Artists Live on stage & DJ Sawa Angstrom**  
**Sawa Angstrom**  
**Mochi-tsuki (rice cake pounding) & lion dance performance\*** Freshly pounded rice cakes will be distributed.

**Part 2: 7:30pm~**

**◎Cheers Toast by Mr. Yoshida, Sony Interactive Entertainment**

**Speech by YouTuber Pokey**

**Speech by Mr. Junpei Zaki, Official Influencer**

**Menu Western Buffet**

**Halal Buffet**

**Beverages (alcohol and soft drinks)**



Sawa Angstrom



# CESA Reception Party

"TOKYO GAME SHOW 2024/Japan Game Awards 2024 Reception Party" was a great success, attended by many guests, CESA members, TOKYO GAME SHOW exhibitors, and the winners of the "Japan Game Awards 2024". The party was attended by many guests, CESA members, TOKYO GAME SHOW exhibitors, and the winners of the Japan Game Awards 2024, and was a great success.

⟨Time & Date⟩ September 26(Thu.) 6:00pm ~ 7:30pm

⟨Location⟩ Tsuruno-ma, Hotel New Otani Makuhari

◆Venue Scenery◆

## ⟨Program⟩

Organizer Remark Haruhiro TSUJIMOTO, Chairman, CESA

### Greetings from Guest of Honor

Masana EZAWA, Policy Coordination Officer, Commerce and Services Group, METI

### Greetings from Guest of Honor

Hirohiko NAKAHARA, Deputy Director-General and Cultural Strategy Officer  
Cabinet Secretariat

### Toast

Hisashi KOINUMA, Director, CESA

### Closing Remark

Shingo OKAMURA, Director, CESA



Haruhiro TSUJIMOTO  
Chairman, CESA



Masana EZAWA  
Policy Coordination Office, Commerce and Services Group, METI



Hirohiko NAKAHARA  
Deputy Director-General and Cultural Strategy Officer,  
Cabinet Secretariat



Hisashi KOINUMA  
Director, CESA



Shingo OKAMURA  
Director, CESA

# Other Organizer's Projects

## Cosplay Area

Location : Hall 9 East, West Outside

This year, in order to allow cosplayers to enjoy cosplaying in a larger area, a covered area on the east side of Hall 9 as well as the public road on the west side of the hall will be opened as a cosplay area. On the two days open to the public, approximately 2,200 cosplayers. The event was attended by approximately 2,200 cosplayers on the two days of the open house.



## Food Court

Location : Hall 4-6 South Outside, Hall 9 South Outside

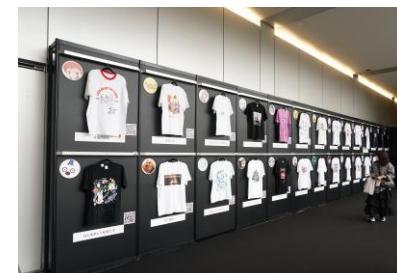
Seventeen outdoor kitchen cars were set up on the south side of Halls 4-6 and 9, serving a total of more than 45,000 meals over the four days.



## YouTube Creator T-Shirts Exhibit

Location : Hall 9 South

"YouTube Creator T-Shirt Display Corner" featuring original T-shirts created by YouTube creators for TGS was set up in the south of Hall 9. T-shirts were available for purchase by clicking on the 2D code posted next to each T-shirt to go to the creator's website.



## MONSTER ENERGY

Location: East, Hall 8 Wallside

For the 12th consecutive year, Monster Energy was a special sponsor as the official drink of the event, and set up its largest "MONSTER ENERGY" booth to date on the east wall of Hall 8, where it distributed the energy drink "Monster Energy" free of charge to visitors throughout the four-day event.



## Official Merchandise

Location: 2<sup>nd</sup> Floor Centaral Mall, Hall 4 Front(4-days), Hall 9 (4-days) , International Conference Hall 2F (Business Day), Hall 3 (Public Day)

\* Pre-order sales Counter for pick-up only: 2F Central Entrance

Based on the main visual drawn by Kukka and original designs produced by the artist group "ANIMAREAL," the lineup includes a wide range of products such as T-shirts, towels, mug cups, key chains, and can badges. The lineup of merchandise featuring the TGS mascot character "Ferretta," which was well received last year, will also be expanded. Pre-order sales have also been introduced. By pre-ordering and paying in advance, visitors were able to receive official merchandise without standing in line at the venue.



# Event Stages

To further enhance TGS2024, an event stage will be set up in Hall 1 of Makuhari Messe.

Starting with the opening ceremony, a wide variety of stage contents were held, including keynote speeches, the Japan Game Awards, and other organizer content, as well as presentations by exhibitors and booth introductions.

## - Event Stage Timetable -

	9.26 Thu	9.27 Fri	9.28 Sat	9.29 Sun
09:00	TOKYO GAME SHOW2024 開会式			
10:00				PlayStation Presents 『DEATH STRANDING 2』 Special Stage !!
11:00	基調講演	CESA 発表ステージ	Warframe   Devstream #181- 「Koumeiと五つの定め」	
12:00	「ゲーム業界の未来に 向けた取り組み」	出張中継ステージ	吉本芸人が遊び倒すステージ	日本ゲーム大賞2024 「フューチャー部門」 発表授賞式
13:00				
14:00				
15:00				
16:00	日本ゲーム大賞2024 「経済産業大臣賞」 「年間作品部門」 発表授賞式	出張中継ステージ	NHK presents NEW GAME + 公開収録	神ゲー創造主 エボリューション Project...
17:00				
18:00				

## - Stage Summary -



Opening Ceremonies



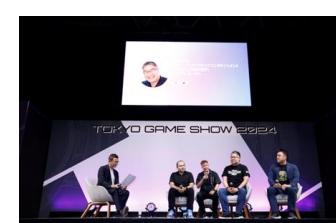
CESA Presentation Stage



Keynote Speeches



Relay stages



Initiatives for the Future of  
the Game Industry



Warframe | Devstream #181  
- 「Koumei & The Five Fates」



Japan Game Awards 2024



Stage where Yoshimoto  
comedians play around



NHK presents  
『NEW GAME +』  
公開収録



PlayStation® Presents  
『DEATH STRANDING 2』  
Special Stage !!



Japan Game Awards 2024  
「Future Division」  
Presentation Award Ceremony

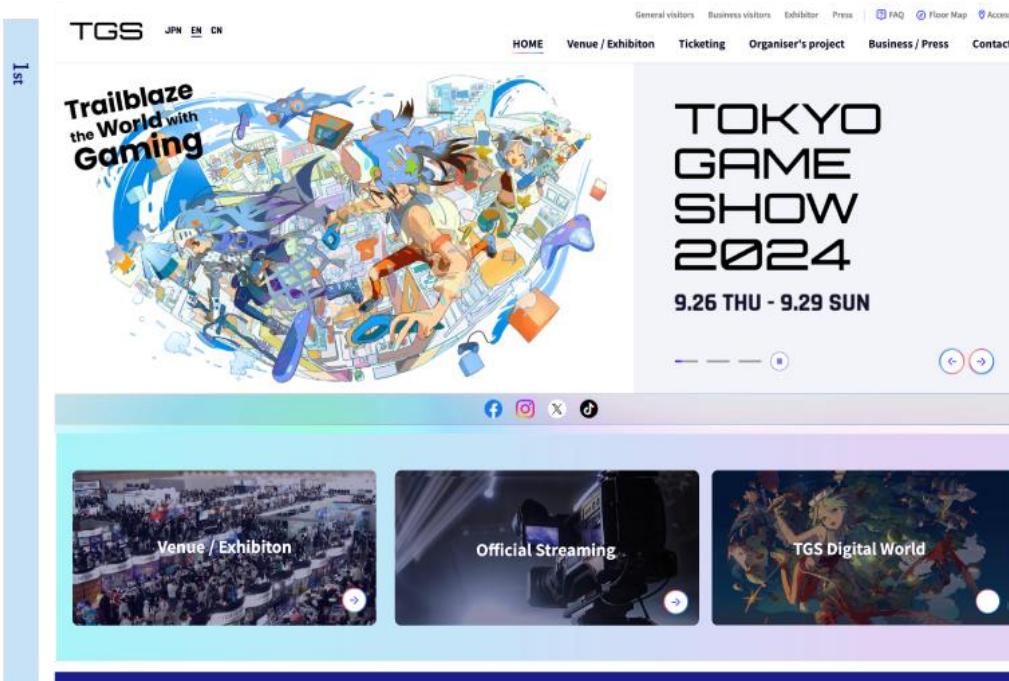


『神ゲー創造主 evolution』project

# ONLINE Venue

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# TGS Official website



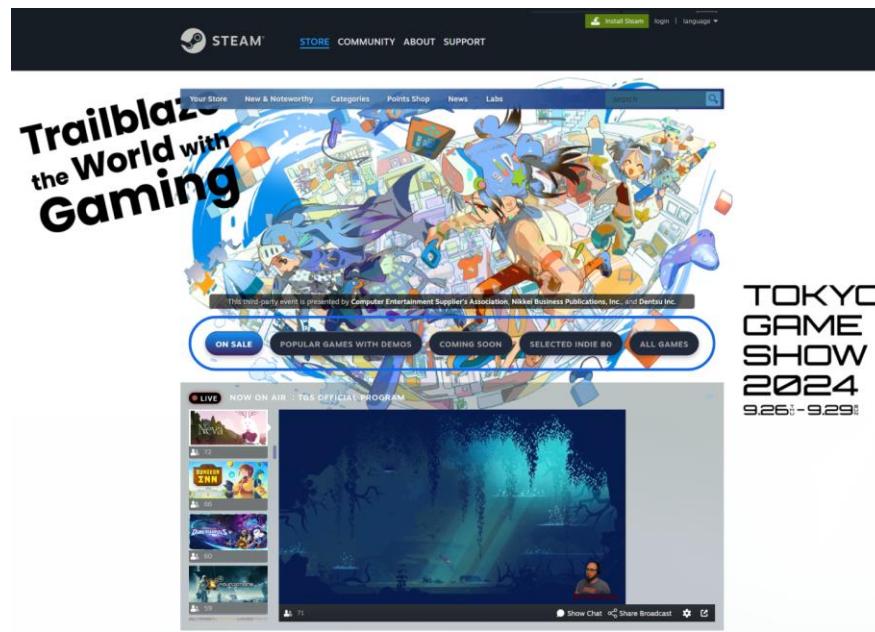
- 1st
- Placed 3 contents (exhibitor information, official program, and Digital World) on the first view. Added links by visitor type to the global navigation to allow users to browse content smoothly.
  - Constructed a design that emphasizes usability improvement

	2024	2023	2022
FORMAT	Hybrid	Hybrid	Hybrid
PAGE VIEWS	7,076,774	5,253,801	7,896,732
LANGUAGES	3 (JP/EN/CHS)	3 (JP/EN/CHS)	3 (JP/EN/CHS)

Venue / Exhibition		Ticket	Organizer's Project	Business / Press		Contact
Real (In-person) Exhibit	Online Exhibit	Ticketing	Organizer's Project	Business	Press / Influencer	Contact
Exhibitor Showroom Event Stage Food Court For Cosplayers Floor Map Requests and Precautions for TGS Visitors	Exhibitor List Official Streaming TGS Digital World Steam Special Venue	Business Day Ticket Public Day Ticket International Travel Agents	Keynotes Official Streaming Indie Game Project Sense of Wonder Night 2024 Japan Game Awards Official Goods Steam Special Venue Event Stage	Business Matching TGS Forum Third party provision of personal information to overseas exhibitors International Party TOKYO GAME SHOW 2024 Overseas Visitor Support	Press Release Press Registration / Download Center Exhibitor News Influencer and Creator Media partner Matching System for press and influencers Official Supporter Creator Lounge	FAQ Contact Chatbot To Exhibit Past TGS

# Steam Special Venue

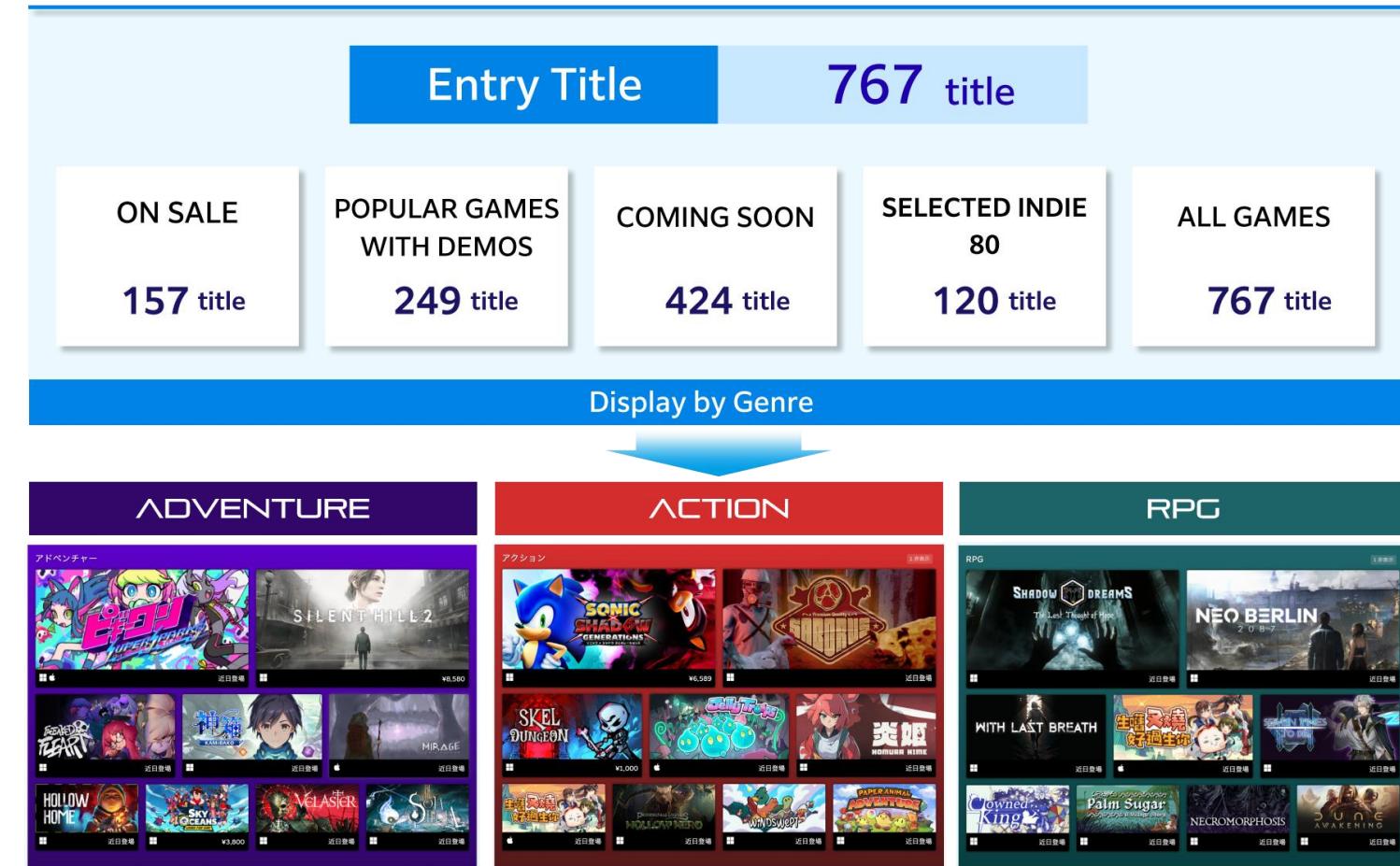
With the cooperation of Valve, a special TGS2024 page was opened on Steam. 767 titles are listed (643 titles in 2023), and the official program (live streaming on Japanese channel) has streamed on the TOP page.



Period: September 19th - September 30th

**Impressions** 11,253,712

**Unique Views** 1,547,706



# Official Program – Overall Outline

Twenty programs by the organizers and exhibitors will be distributed as official programs over the four days of the exhibition. In addition to the Japanese version, an English simultaneous interpretation version was distributed in parallel for global dissemination. For China and the U.S., distribution was also carried out in cooperation with local platforms and media.

## Official Programs

### ● Programs : 20

※Official Exhibitor Program organized by exhibitors was 12 programs.

### ● Streaming Time & Date :

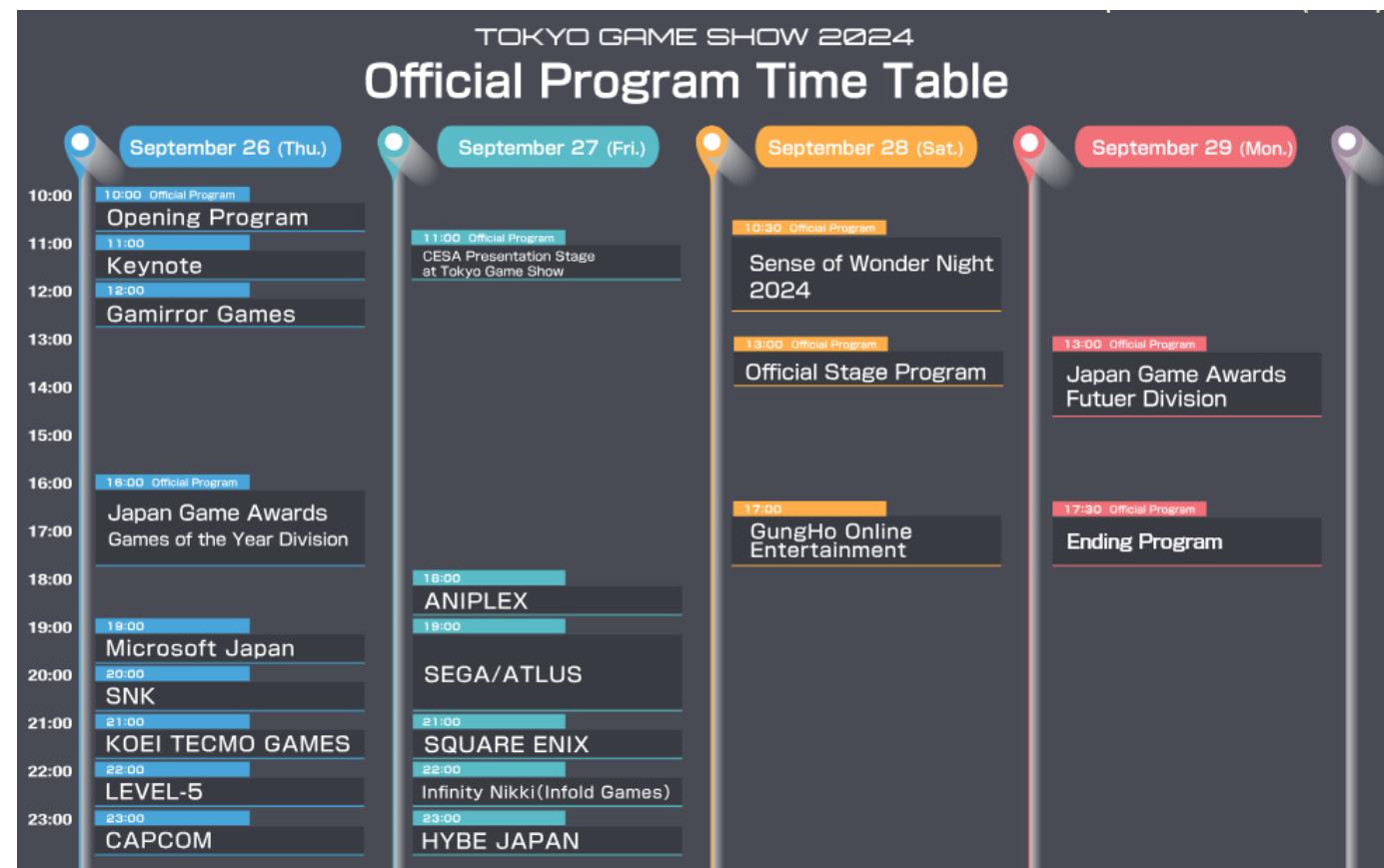
**September 26 (Thu.) ~29 (Sun.)**

※Available in archives with some exceptions

### ● Total Views : 15,962,811

#### Views by Platform

<b>YouTube</b>	1,363,754	(including Chinese and English)
X (Formerly Twitter)	117,730	(including English)
niconico	367,108	
Twitch	108,847	(including English and Mirror Distributions)
TikTok LIVE	111,576	
STEAM	1,547,706	
-----	-----	-----
DouYu (China)	6,140,278	
bilibili (China)	1,228,173	
Douyin (China)	26,660	
-----	-----	-----
IGN	4,950,979	



# Organizer Program

## Opening Program

### Take on The Biggest Mission! TGS2024

Time & Date : September 26 (Thu.)  
10:00am~10:30am

[https://youtube.com/live/9IIF\\_5g-d9s](https://youtube.com/live/9IIF_5g-d9s)

The opening of TGS 2024 is shown with the exhibition hall in the background.



## Keynote Speech

### Trailblaze the world with Gaming

Time & Date : September 26 (Thu.)  
11:00am~11:50am

<https://youtube.com/live/j5KqCek8Mpw>

The keynote speech will be broadcast live on the event stage. Ken Kutaragi, known as the "Creator of PlayStation," took the stage to commemorate the 30th anniversary of the PlayStation. Mr. Katsuhiko Hayashi moderated the session, which focused on the theme of "Be the first in the world with games. and cross-talk about the future prospects of the game market.



#### 【Speaker】

Ken KUTARAGI  
CEO, Ascent Robotics, Chief Executive Officer Representative Director, Professor Dean of Faculty of Infomatics, Kinki University

#### 【Moderator】

KADOKAWA Game Linkage / Katsuhiko HAYASHI

## Ending Program

### TGS2024 Fan Meeting -Your Smiles Tell All about TGS-

Time & Date : September 29 (Sun.)  
5:30pm~6:00pm

<https://youtube.com/live/pGOrn7H8YAI>

After the closing of the real venue, we welcomed official supporter Daichi Miura, who reviewed the four days of the exhibition and summarized what we could see from TGS2024 and what to expect in the future.



#### 【Cast Member】

•Daichi MIURA (TGS2024 Official Supporter)  
•Go ISHIKAWA (TGS Management Office, DENTSU)  
•Taiyo TANABE (Head of TGS Management, Nikkei BP)

# Official Exhibitor Program

September 21 (Thu.)

## Gamirror Games

Gamirror Games Now TGS 2024 Special

[https://youtube.com/live/jsWZL\\_NOPHY](https://youtube.com/live/jsWZL_NOPHY)



## Microsoft Japan

Xbox Tokyo Game Show 2024 Broadcast

<https://youtube.com/live/2QgIZaaIDsI>



## SNK

SNK Special Program

[https://youtube.com/live/\\_riTDvjqHSw](https://youtube.com/live/_riTDvjqHSw)



## KOEI TECMO GAMES

"DYNASTY WARRIORS: ORIGINS" TGS Official Program

<https://youtube.com/live/n7Y1rbhGFzA>



## LEVEL-5

A Challenge Invitation from LEVEL5

<https://youtube.com/live/8qfbNwpIBbw>



## CAPCOM

TGS 2024 Capcom Online Special Program

<https://youtube.com/live/SGeWtxiGbg8>



※ Archives of each program may be closed in the future.

September 27 (Fri.)

## ANIPLEX

The Hundred Line -Last Defense Academy - SPECIAL PROGRAM

<https://youtube.com/live/Azv7W8vOtQY>



## SEGA/ATLUS

SEGA/ATLUS Special Program in TGS2024

[https://youtube.com/live/Dzs7T\\_R78C4](https://youtube.com/live/Dzs7T_R78C4)



## SQUARE ENIX

"EIKO KANO'S CRITIKANO HIT" TGS2024 SP

※Archive has been terminated.



## Infinity Nikki(Infold Games)

Infinity Nikki Special Program at TGS 2024

<https://youtube.com/live/PkzlEvN3uDc>



## HYBE JAPAN

Dungeon Stalkers TGS2024 Special Program

<https://youtube.com/live/xJvMQQSFzqg>



September 28 (Sat.)

## GungHo Online Entertainment

Puzzle & Dragons Champions Cup  
TOKYO GAME SHOW 2024

<https://youtube.com/live/cdCf7borD6Y>

# TOKYO GAME SHOW DIGITAL WORLD

TOKYO  
GAME  
SHOW  
2024

The virtual venue of the Tokyo Game Show, which had been held under the name "TOKYO GAME SHOW VR" until last year, was held for the fourth time this year, the virtual venue of the Tokyo Game Show was renamed "Tokyo Game Show Digital World" as a digital space to be held counterpart of the real venue at Makuhari Messe.

The show was held from September 20(Fri.), prior to the opening of the real venue this year. In response to the requests from visitors who wanted to enjoy TGS at the virtual venue ahead of time and enjoy the virtual venue after the real venue closed, the event was held until October 6 (Sun.), one week longer than the real venue.

## - Outline of the event -

Title	TOKYO GAME SHOW Digital World 2024
Session	2024 Sep.20st 10:00 ~ 2024 Oct. 6th 24:00
Organized by.	Computer Entertainment Supplier's Association (CESA)
Venue	The Land of Games in the Sky "Games Islands"
Supported Devices	VR (Meta Quest2, Oculus Rift, HTC Vive, Valve Index) /Windows PC/Smartphones (iOS, Android)
Entry fee	Free



## - Exhibitors, Sponsors, Floor Map -

### Exhibitors

Imaginary Game Studios / INTI CREATES / Gugenka / Japan Association for the 2025 World Exposition / thatgamecompany Sky:Children of the Light / Survios, Inc. / SQUARE ENIX / Top Game Creators Academy / NIHON FALCOM / Palworld / BeXide / FANY / MyDearest / room6

### Digital World Sponsor

Inworld / The Tokyo Metropolitan Government and the Tokyo Convention & Visitors Bureau "HELLO! TOKYO FRIENDS" / pixiv Inc. / HEBEL HAUS / Meiji Yasuda / Red Bull

### Cooperation

CAPCOM / KOEI TECMO GAMES / Konami Digital Entertainment / SEGA/ATLUS / Sense of Wonder Night 2024 (SOWN2024) / Bandai Namco Entertainment / ProVision

### Technology partner

ambr

### Technical cooperation

Sony Corporation (360 Reality Audio)

### Media Partner

Famitsu



## - Visitor Achievements -

total number of visitors	<b>117,090</b>
average length of stay	<b>Approx. 77 min</b>
Device Ratio	<b>VR 34.8% (33.8% last year) PC 42.1% (41.2% last year) SP 23.1% (25.0% last year)</b>

● Although the total number of visitors decreased compared to last year, the average time spent at the show increased significantly.

The interaction of the participating companies' booths and the immersive experience of the contents have improved. This is thought to have led to an increase in the number of users who took their time to enjoy the booths.

● The visitors were satisfied with the experience that only a DIGITAL WORLD can provide, such as "I could feel the festival atmosphere," "The objects and exhibits in the DW were good," and "I could have an experience that I could not have in real life."

● The ratio of devices used did not change significantly from last year.

## - Area Overview -



## - Overall Visitor Attributes -

### Distribution

**About 80% male  
30% in their 20s and  
30% in their 30s**

### Countries/Regions visited

### 74 countries

(Japan, USA, Iceland, Taiwan, Korea, Spain, Canada, UK, Indonesia, France, Malaysia, Hong Kong, etc...)

# BtoB Projects

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# Business Matching System

To encourage business negotiations between exhibitors and Business Day visitors and between exhibitors, the TGS Business Matching System will be in operation again this year. Exhibitors (including online exhibitors) and Business Day visitors can register for free on the system and make appointments for business meetings.

**Physical Exhibitors**  
Unlimited number of accounts can be added, and exhibitors can match with each other and with visitors (business matching)



**Online Exhibitors**  
Unlimited number of accounts can be added, exhibitors can match with each other and visitors (including online business meetings)



**Business Day Visitors**

**GOLD Pass**

- Matching (business meeting) with exhibitors and visitors is available.
- Registration Fee: JPY27,500

**Business Day Pass**

- Matching (business meeting) with exhibitor is available.
- Registration Fee: JPY 11,000



## Meeting Results

- **Total Accounts :** 8,967 (2023 : 7,786/2022 : 5,679)
- **Meeting Requested :** 41,185 (2023 : 19,123/2022 : 11,862)
- **Meeting Established :** 3,669 (2023 : 2,355/2022 : 1,695)

## TGS2024 Business Matching System Participated Countries / Regions

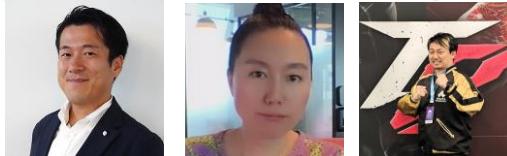
Iceland, Ireland, United Arab Emirates, Algeria, Argentina, Andorra, Israel, Italy, India, Indonesia, Ukraine, Uruguay, United Kingdom, British Virgin Islands, British Cayman Islands, Estonia, Australia, Austria, Netherlands, Holland, Curacao, Ghana, Kazakhstan, Canada, Korea, Cambodia, Cyprus, Greece, Kyrgyzstan, Kuwait, Croatia, Congo, Saudi Arabia, Georgia, Singapore, Switzerland, Sweden, Spain Slovakia, Serbia, Thailand, Taiwan, Czech Republic, China, Tunisia, Chile, Denmark, Germany, Japan, New Zealand, Norway, Pakistan, Bahrain, Hungary, Bangladesh, Philippines, Finland, Brazil, France, Bulgaria, USA, Vietnam, Belgium, Poland, Portugal, Hong Kong, Macau, Malaysia, Mexico, Moldova, Morocco, Jordan, Lithuania, Romania, Russia <78 countries/regions \*63 countries/regions in 2023>

A B-to-B seminar, "TGS Forum," will be held over the two days of the Business Days (September 26 and 27). In addition to organizer sessions on themes such as "Brand Strategy for Long-Lasting Titles" and "Human Resource Development," an e-sports conference hosted by JeSU and sponsorship sessions by exhibitors will be held. In addition to the lectures at the real venue (International Conference Hall), the sessions will be streamed live. It was also streamed in archive from September 28 (Saturday) to October 11 (Friday), and many businesspersons participated in both real and online sessions.

## Organizer Sessions

### Branding Strategy for Long-Life Intellectual Property

Program: KR-01  
Time & Date : Thursday, September 26  
10:30am-12:00  
Venue : International Conference Hall 301



### How to Cultivate Talented Individuals Required for the Gaming Industry

Program KS-01  
Time & Date : Thursday, September 26  
10:30am-12:00  
Venue : International Conference Hall 302



### How will Web3 Transform the Game Industry? Exploring the future of new games based on recent examples

Program KR-02  
Time & Date : Friday, September 27  
10:30am-12:00  
Venue : International Conference Hall 301



### Japan eSports Award 2024 Talk Event (organized by : JeSU)

Program KE-01  
Time & Date : Friday, September 27  
1:00pm-2:00pm  
Venue : International Conference Hall 302



#### [Speakers]

**Yosuke Abe** Producer "PROFESSIONAL BASEBALL SPIRITS A" Series, Konami Digital Entertainment

**Ashita Yamazaki** Director, Creative Franchise Dept., Global Head of "Like a Dragon/Yakuza" Franchise Transmedia Business Unit, SEGA

**Naoya Yasuda (Yasuda Esports)** TEKKEN Series Marketing & Esports Producer, Bandai Namco Entertainment

**[Moderator]Aya HIRANO, Nikkei X TREND**

#### [Speakers)

**Kenji ONO**, Game education journalistLecturer at International Professional University of Technology in Tokyo

**Daisuke MIYATA** Representative director, Game Creators Guild

**Takashi KIRIYAMA** Director, Graduate School of Film and New Media, Tokyo University of the Arts

**[Moderator ]Jumpei FURUHATA Nikkei X-TREND**

#### [Speakers]

**Ken KANAMOTO** web3 Business Department General Manager, Konami Digital Entertainment

**Yoshiaki HARAI コロプラ** Executive Director, COOPL

**Keisuke HATA** Director, Blockchain Entertainment Division, Incubation Center, SQUARE ENIX

**[Moderator]Taku AGATSUMA,** Associate General Manager, Trend media Unit, Nikkei Business Publications

#### [Speakers]

**Acola ZETA DIVISION** SUPER SMASH BROS Player

**Laz ZETA DIVISION** Former VALOLANT Player

**UDI, eFootball™ Player**

**Amemiyataiyou, Puyo Puyo Tetris Player**

**Taiga Kishi, Protagon eSports**

**Shuhei YAMATO, ODYSSEY MC, eSports caster**

## Sponsorship Session : September 26 (Thursday)

### The Best Shield and How To Use It: Protecting a Game in its 11<sup>th</sup> Year

Program SS-01

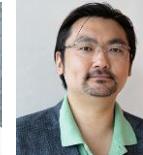
Time & Date : Thursday, September 26

12:30-1:00pm

Venue : International Conference Hall 302

<Sponsored by>

Digital Accels/Digital.ai



### Latest trend in out-of-app payments, to reduce app store fee

Program SS-02

Time & Date : Thursday, September 26

1:30pm-2:00pm

Venue : International Conference Hall 302

<Sponsored by> Digital Garage



### GLOBAL EXPANSION SUPPORT WITH XSOLLA

Program SS-03

Time & Date : Thursday, September 26

2:30pm-3:00pm

Venue : International Conference Hall 302

<Sponsored by> Xsolla



### Future of game creation / CVC Investment Strategies for Entertainment Companies

Program SR-02

Time & Date : Thursday, September 26

3:00pm-5:00pm

Venue : International Conference Hall 301

<Sponsored by>

EY Strategy and Consulting



#### [Speakers]

**Takumi YOSHIDA**, Chief Operating Officer

Digital Accels/Digital.ai

**Nobuyasu MORITA**, Client Group 2, MONSTER STRIKE Development Division, Digital Entertainment Operations Department – Manager, **MIXI**

#### [Speaker]

**Kyohei MARUYAMA**, Strategic Business Planning Dept, Incubation Div, Digital Garage

#### [Speaker]

**Jin Jeong**, Regional Vice President Japan, **Xsolla**

#### [Speakers]

**Shinji HASHIMOTO** Chairman, ForwardWorks / Senior Advisor, Sony Music Entertainment (Japan)

**Emiko YAMAMOTO** Head of APAC Publishing and Business Development, Amazon Japan/Amazon Game Studio

**Hideyo YOSHIDA** Sr.Manager, Game Entertainment Solutions, Amazon Web Services Japan

**Kazuhito HADANO** CEO, Sony Ventures

**Hiroshi MATSUSHIMA** Investment Director, Sony Ventures

**Jiten DAJEE** General Partner, Rendered VC

**Takuro IMAICHI** Moderator & SpeakerPartner, EY Strategy and Consulting

**Minori YOTSUMOTO**, Manager, EY Strategy and Consulting

**Hayata SASAYAMA**, Sr.Consultant, EY Strategy and Consulting

## Sponsorship Session : September 27 (Friday)

### The Evolving DMM GAMES: Expanding business opportunities through Partnership

Program SR-04

Time & Date : September 27 (Friday)

12:30-1:30pm

Venue : International Conference Hall 301

<Sponsored by> EXNOA (DMM GAMES)



#### [Speakers]

**Shusuke YOSHIDA**, Strategic Planning Division, Head of COO Office, EXNOA (DMM GAMES)

**Masahiko TAKEUCHI**, Division 2 Team CARAVAN, Aiming

**Shohei KAWAJIRI**, General Manager, First Alliance Department, Business Alliance Division, EXNOA (DMM GAMES)

**Hajime UCHIMURA**, General Manager, Platform Marketing Department, Marketing Division, EXNOA (DMM GAMES)

### Discovering Discord: Connect Your Game to 200M Global Players

Program SR-05

Time & Date : September 27 (Friday)

2:00pm-3:00pm

Venue : International Conference Hall 301

<Sponsored by> Discord



#### [Speakers]

**Kelly Liang**, Discord

**Daniel Robson**, Chief Editor, IGN Japan

**Nikki DePaola**, Vice President of Global Media, Liquid Advertising

### China-Japan Esports Development Exchange

Program ES-02

Time & Date : September 27 (Friday)

2:30pm-3:00pm

Venue : International Conference Hall 302

<Sponsored by> Tencent Japan



#### [Speakers]

**Leo Zhang**, Publishing Director, Tencent

**Julian Gu**, Director of Esports Business Department, Tencent

# Japan Game Awards 2024

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# 「Japan Game Awards 2024」Outline

The “Japan Game Awards 2024,” now in its 28th year, is an annual award that honors the persons and organizations that have contributed to the development of the home video game industry in recent years. The “Minister of Economy, Trade and Industry Award” is given to a person or organization that has contributed to the development of the home video game industry in recent years.

The “Annual Award” will be given to a person or organization that has contributed to the home video game industry in recent years, and the “Future Award” will be given to an unreleased title that was exhibited or announced at TOKYO GAME SHOW 2024. The awards were presented in three categories: the “Minister of Economy, Trade and Industry Award,” the “Annual Work of the Year Category,” for works released in Japan in the previous fiscal year, and the “Future Category,” for unreleased works exhibited or announced at TOKYO GAME SHOW 2024.

The award ceremony was held on the TGS2024 Event Stage (Hall 1, Makuhari Messe). In addition to award winners and business visitors to TOKYO GAME SHOW, general users were selected by lottery and invited to attend the grand ceremony in front of a large audience. As in previous years, a live broadcast was also made on the official program, which was watched by a large number of people. In the “Annual Competition,” two new awards, the “Breakthrough Award” and the “Movement Award,” were introduced this year, and the selection and awarding of prizes based on a new evaluation axis attracted much attention. In the “Future Division,” 10 promising works were selected from the “Future Division Voting Booth” set up in Hall 3 at Makuhari Messe.

# 「Game of the Year Division」Award List

The “Game of the Year” category was open to public voting from April 8th to July 19th, 2024. After the results of the public vote and the judging by the Japan Game Awards Selection Committee, the award-winning titles were decided. In addition to receiving the most public votes, “The Legend of Zelda: Tears of the Kingdom” (Nintendo Co., Ltd.) was selected by the Japan Game Awards Selection Committee as the most suitable title to represent the 2024 fiscal year.

Awards	Title	Company	Platform
The Minister of Economy, Trade and Industry Award	PlayStation		
Breakthrough Award	No.8 Exit	KOTAKE CREATE	Nintendo Switch/PS5/PS4/Steam
Movement Award	Suika Game	Aladdin X	Nintendo Switch/iOS·iPad OS/Android
Award for Excellence	The Legend of Zelda: Tears of the Kingdom	Nintendo	Nintendo Switch
	Street Fighter 6	CAPCOM	PS5/PS4/Xbox Series X S/Steam
	Final Fantasy XVI	SQUARE ENIX	PS5/Steam/Epic Games Store
	ARMORED CORE VI FIRES OF RUBICON	FromSoftware	PS5/PS4/Xbox Series X S/Xbox One/Steam
	Super Mario Brothers Wonder	Nintendo	Nintendo Switch
	Like A Dragon 7 Gaiden: The Man Who Erased His Name	SEGA	PS5/PS4/Xbox Game Pass/Xbox Series X S/Xbox One/Windows/Steam
	The Legend of Zelda: Tears of the Kingdom	Nintendo	Nintendo Switch
Best Sales Award	Street Fighter 6	CAPCOM	PS5/PS4/Xbox Series X S/Steam
Award of Excellence	Like A Dragon 8	SEGA	PS5/PS4/Xbox Series X S/Xbox One/Windows/Steam
	Persona 3 Reload	Atlus	Xbox Game Pass/Xbox Series X S/Xbox One/Windows/PS5/PS4/Steam
	FINAL FANTASY VII REBIRTH	SQUARE ENIX	PS5
	Unicorn Overload	Atlus	Nintendo Switch/PS5/PS4/Xbox Series X S
	Dragon's Dogma 2	CAPCOM	PS5/Xbox Series X S/Steam
Game Designers Award	Viewfinder	Sad Owl Studios	PS5/PS4/Steam
Grand Award	The Legend of Zelda: Tears of the Kingdom	Nintendo	Nintendo Switch

This year's "Minister of Economy, Trade and Industry Award" was given to PlayStation®. Normally, this award is given to people or groups that have contributed to the development of the game industry, but this year's award was given to PlayStation in recognition of its enduring contribution to the foundation of game culture, and in tribute to all those involved with PlayStation. The original PlayStation was launched in 1994 and will celebrate its 30th anniversary this December. By using CD-ROMs as the media and lowering the price of software, which had been rising, as well as utilizing new sales channels such as record shops and convenience stores, it broadened the base of game fans and, by attracting a variety of game manufacturers and titles, it dominated the market and brought about major changes in the game industry. As a next-generation high-performance video game console that realized 3D graphics using texture mapping, it expanded the possibilities for developers to express themselves, delivered new gaming experiences to fans, and became a major bestseller, becoming the first home console to achieve worldwide cumulative shipments of over 100 million units, contributing to the development of the Japanese game industry. It was also recognized for its role in leading the industry for 30 years, up to the current PlayStation 5. The Game Designers Award, which is selected based on originality and innovation from the perspective of creators, was selected by eight top creators, with Masahiro Sakurai as the head judge, and this year's award-winning work was selected as 'Viewfinder' (Sad Owl Studios). In addition, the Breakthrough Award, which was newly established this year, was awarded to 'Exit 8', and the Movement Award was awarded to 'Watermelon Game'.

# 「Game of the Year Division」Awards Ceremony

In addition to the Minister of Economy, Trade and Industry Award, the Best Sales Award, the Game Designers Award, the Excellence Award and the Grand Award, the Breakthrough Award and the Movement Award, which were newly established this year, were also announced. The announcement and award ceremony was held at the event stage in Makuhari Messe, with the award recipients, TGS business visitors and general invited guests in attendance.

**Time & Date : 4:00pm-5:30pm**  
**Thursday, September 26**  
**Venue : TGS2024 Event Stage**  
**(Hall 1, Makuhari Messe)**  
**MC : Hikari Ijyuin (Talent)**  
**Misaki Maeda (Freelance MC)**



The Minister of Economy, Trade  
and Industry Award「PlayStation」



Breakthrough Award  
「No.8 Exit」



Movement Award  
「Suica」



# 「Game of the Year Division」Awards Ceremony

Award of Excellence

「The Legend of Zelda: Tears of the Kingdom」



Award of Excellence

「Street Fighter 6」



Award of Excellence

「FINAL FANTASY XVI」



Award of Excellence

「ARMORED CORE VI FIRES OF RUBICON」



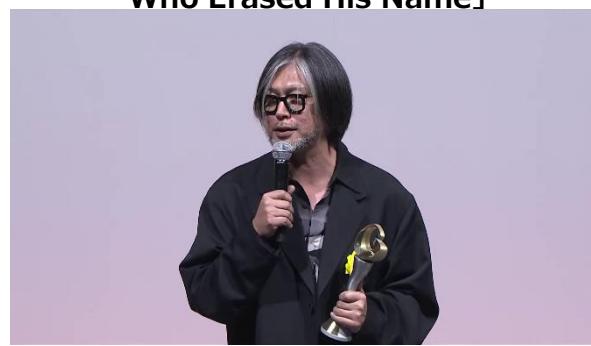
Award of Excellence

「Super Mario Brothers Wonder」



Award of Excellence

「Like A Dragon 7 Gaiden: The Man Who Erased His Name」



# 「Game of the Year Division」Awards Ceremony

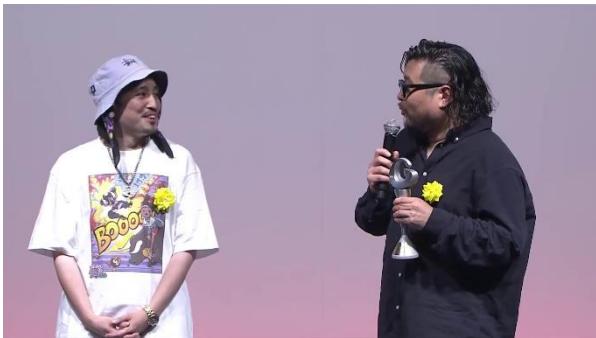
## Best Sales Award

「The Legend of Zelda: Tears of the Kingdom」

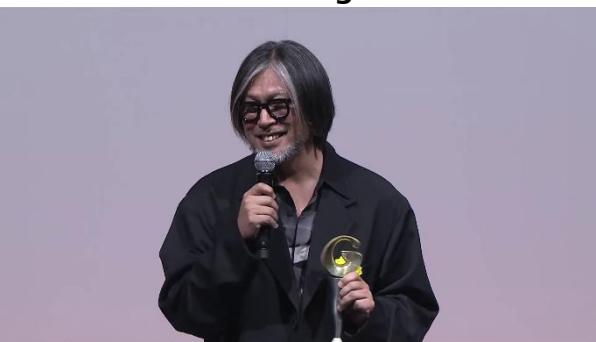


## Special Award

「Street Fighter 6」



Award of Excellence  
「Like A Dragon 8」



Award of Excellence  
「Persona 3 Reload」



Award of Excellence  
「FINAL FANTASY VII REBIRTH」



Award of Excellence  
「Unicorn Overload」



Award of Excellence  
「Dragon's Dogma 2」



# 「Game of the Year Division」Awards Ceremony

Game Designers Award was announced and awarded by the jury chairman, Masahiro Sakurai.



The Legend of Zelda: Tears of the Kingdom was announced as the grand prize winner from among the 11 excellent prize-winning works.

Game Designers Award  
「Viewfinder」



General presenter receives the Grand Prize trophy



# 【Future Division】Award List

Of the 10 award-winning works, 5 were exhibited in both the real and online categories, and the other 5 were exhibited only in the real category.

Title	Company	Platform
Arknights:Endfield	GRYPHLINE	PS5/PC/iOS/Android
Genso Suikoden I&II HD Remaster	Konami Digital Entertainment	Nintendo Switch/PS5/PS4/Xbox Series X S/Xbox One/Steam
DYNASTY WARRIOR ORIGINS	Koei Tecmo Games	PS5/Xbox Series X S/Steam
Dragon Quest III And to the legend…	SQUARE ENIX	Nintendo Switch/PS5/PS4/Xbox Series X S/Steam/PC
Persona 5 : The Phantom X	SEGA/ATLUS	PC/iOS/Android
METAPHOR : RE FANTAZIO	ATLUS	Xbox Series X S/Windows/PS5/PS4/Steam
Monster Hunter Wilds	CAPCOM	PS5/Xbox Series X S/Steam
Like A Dragon 8 Gaiden Pirates in Hawaii	SEGA	PS5/PS4/Xbox Series X S/Xbox One/Windows/Steam
Professor Layton and the New World of Steam	LEVEL5	Nintendo Switch
Romancing Saga 2: Revenge of the Seven	SQUARE ENIX	Nintendo Switch/PS5/PS4/Steam

【Platform Name】PS5:PlayStation®5 / PS4:PlayStation®4/PC: Windows®

# 「Future Division」Awards Ceremony

All the award winners took to the stage for the award ceremony. Along with a video introduction of the award-winning works, the award-winning creators introduced their respective works. In addition, the editor-in-chief of the industry magazine who acted as presenter asked the award winners about the development stories and future plans on behalf of the users, and conveyed the appeal of the works to the on-site audience and the online audience.

**Time & Date : 1 : 00pm~2 : 30pm**  
**Sunday, September 29**

**Venue : TGS2024 Event Stage**  
**(Hall 1, Makuhari Messe)**

**MC : Shinya Arino (Talent)**  
**Yuka Sakurano (Freelance MC)**  
**Guest : Katsuhiko Hayashi (Famitsu)**  
**Yoshimichi Nishioka (Dengeki)**  
**Daisuke Terashi (V Jump)**  
**General Comment : Koichi Hamamura**  
**(JGA Selection Committee)**

## 「Dragon Quest III And to the legend...」



## 「DYNASTY WARRIOR ORIGINS」



## 「METAPHOR : RE FANTAZIO」



## 「Romancing Saga 2: Revenge of the Seven」



## 「Arknights:Endfield」



# 「Future Division」Awards Ceremony

「Persona 5 : The Phantom X」



「Genso Suikoden I&II HD Remaster」



「Monster Hunter Wilds」



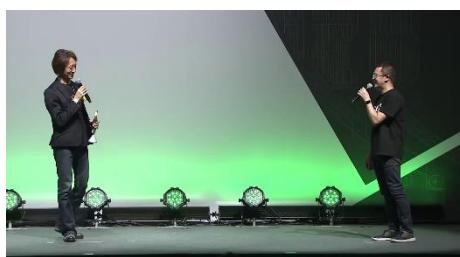
「Like A Dragon 8 Gaiden Pirates in Hawaii」



「Professor Layton and the New World of Steam」



〈General Comments〉



# Promotion・Publicity／Advertisement

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# Official Supporter

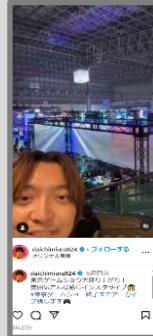
The official supporter of TGS2024 is Daichi Miura, who is known for his love of video games and for uploading game reviews and videos to his YouTube channel. He appeared in a special program that was broadcast before the event, and also appeared on the cover and in an interview in the “TGS NOW! - Tokyo Game Show 2024 Official Guidebook” booklet that was distributed for free at the venue, helping to raise the profile of TGS. During the event, he appeared in official programs and visited exhibitor booths. He also actively shared information on his own SNS, helping to make TGS even more exciting.

## Program Appearance

Appearance pre-event special programs and official programs



## X (Twitter) • Instagram/On Air at 「Daichi Miura Game Live」

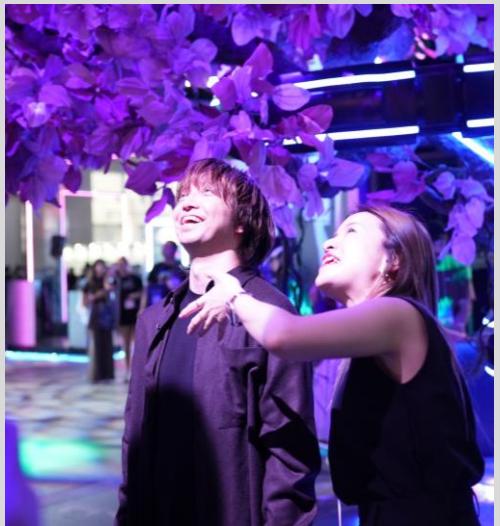


## TGS NOW! ~TOKYO GAME 2024 Official Guide



Free booklet introducing the highlights of TGS2024. English version (LEFT) is also available.

## Visit and Try Out Exhibitor's Booths



## Visiting Exhibitors Booths

# Official Influencer from Overseas

TGS2024 invited “Official Influencer From Overseas” for the purpose of disseminating information globally. As a result of the selection process, Official Influencers from 12 countries and regions were chosen. The Official Influencers were asked to share the latest game information announced at TGS and scenes from the event on their own channels.



**Junpei Zaki**  
<Australia>



**Esports Go**  
<China>



**Deer Chan**  
<Hong Kong>



**NUGULMON**  
<South Korea>



**Gamer Secret**  
<Malaysia>



**Asheru**  
<Philippines>



**Xzit Thamer**  
<Saudi Arabia>



**Yosuke**  
<Singapore>



**Universe Into Sheet**  
**Unicat Gaming**  
<Taiwan>



**Unicat Gaming**  
<Thailand>



**Tunca Arslan**  
<Turkey>



**Game Cực Hay**  
<Vietnam>

# Attracting and Visiting Influencers

Influencers were invited from the Business Day with the aim of disseminating information about TGS. There were 730 pre-registered influencers (1069 people including their companions). The number of unique visitors to the event over the four days was 609 (846 in total). The level of satisfaction with the event was very high, and many videos of the venue, exhibitor booths, and game play were posted on sites such as YouTube and X.

## Main categories and overview of influencers invited to TGS2024

### ◎Invited Influencer (Admission is possible for 4 days from September 26th to 29th.)

※ Exhibitor-invited influencers, office/MCN-invited influencers

### ◎General Influencer (Admission is possible for 3 days from September 27th to 29th.)

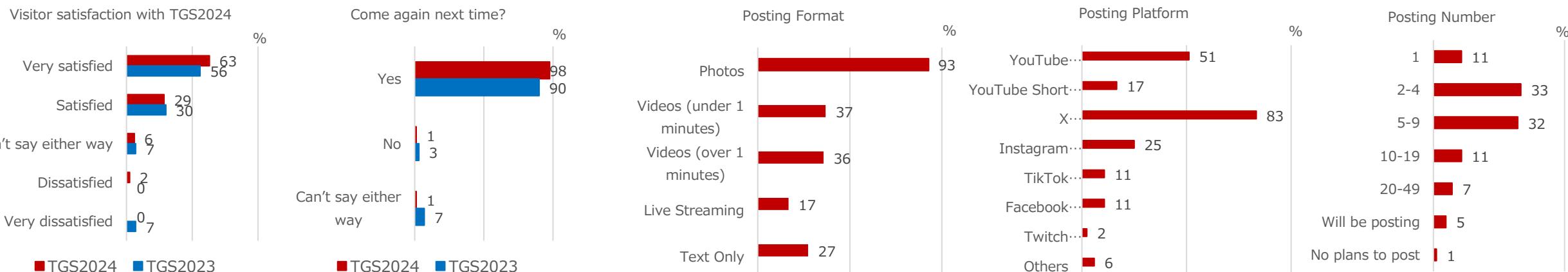
※ Approval of attendance after screening

#### 【 General Influencer Screening and Selection Criteria】

The number of subscribers/followers of the account/channel must meet the following criteria in order to enter.

"The number of registered users/followers on a single SNS account exceeds **30,000**" or 'the **total number of registered users/followers on multiple SNS accounts exceeds 50,000**'. In addition, the content of the posts must not cause any inconvenience to third parties (including infringement of rights) or be offensive to public order and morals.

**<Target SNS>** YouTube / X / Instagram / Twitch / niconico / TikTok / other SNS



# Attracting and Visiting Influencers <Creator Lounge>

As part of the influencer attraction program, a special area called the “Creator Lounge” was set up with the support of YouTube, a special sponsor, where influencers could take a break when visiting the event. Exhibitors and other sponsors who wanted to market to influencers were also invited to participate, and a trial play corner and drink service corner were set up to improve services for influencers. A total of 549 people used the Creator Lounge over the four days, including creators and their companions.



## TGS2024 CREATOR LOUNGE Sponsorship Menu/Results

	Game Title Sponsors	Gaming Sponsors	Non-Gaming Sponsors
Target Company	Publishers, distribution companies, and game development companies that want influencers to try out <b>their titles</b> . ◎Game Title	Gaming-related companies that want to <b>promote their company's game-related products, services, equipment, etc. to influencers</b> <ul style="list-style-type: none"> <li>◎Gaming PC ◎Monitors</li> <li>◎Peripherals·Service (Includes delivery-related equipment and software, etc.)</li> <li>◎Gaming Furniture·Chair</li> <li>◎Soundproof room for games, etc.</li> </ul>	Influencers <b>want to promote their company's services, products, food, beverages, etc. Non-gaming companies</b> <ul style="list-style-type: none"> <li>◎Consumer Goods</li> <li>◎Food ◎Beverages, etc.</li> </ul> ※Management Office confirmed which products can be displayed or provided.
sponso red	HYBE Japan Xbox Game Pass	—	MONSTER ENERGY



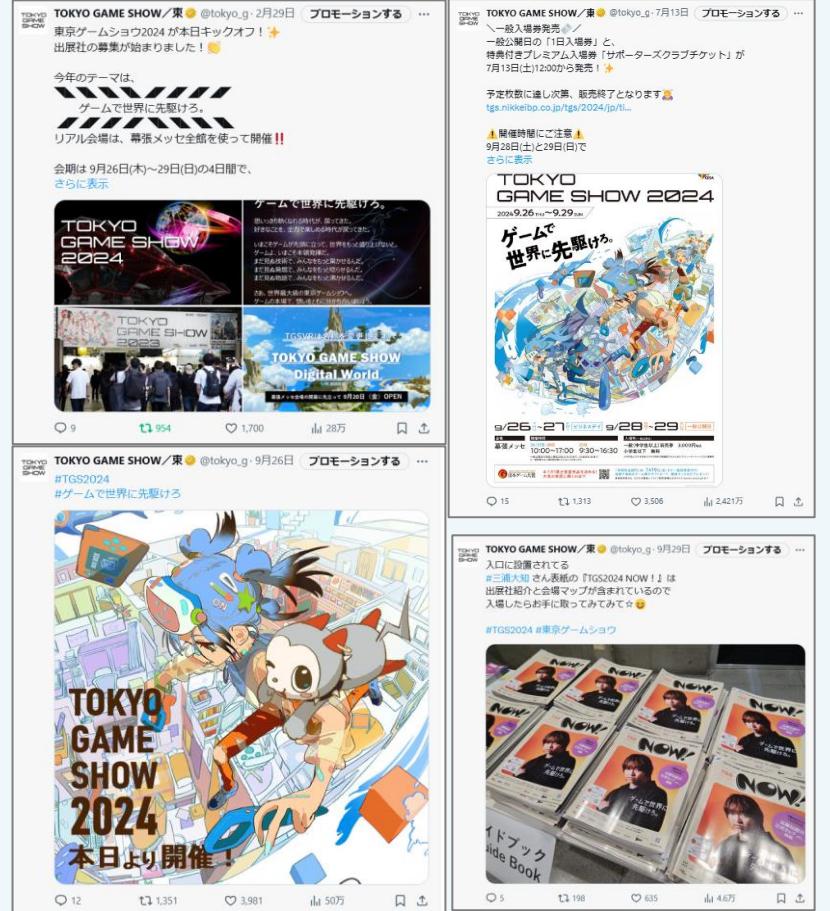
# Official SNS etc.

TGS posted various information about TGS on our official SNS (X, etc.) before the event started. During the event, we also widely disseminated information about the excitement at the venue and exhibitor booths.

## X (Former Twitter)

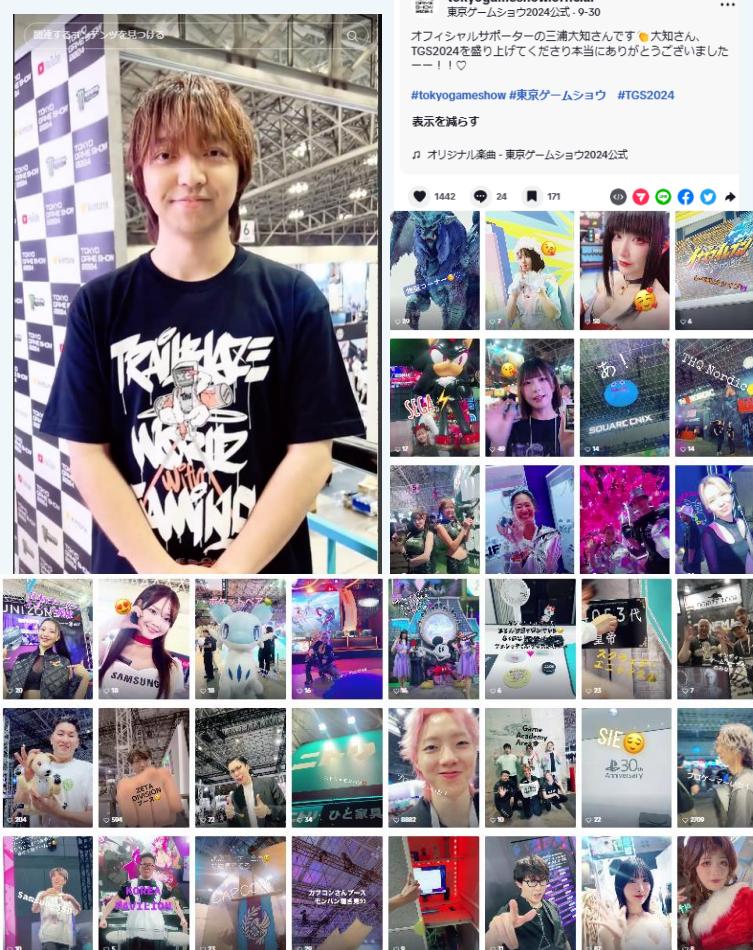
Information was sent out from X before the event. A countdown was posted from September of the month of the event using images from the exhibitors, and it was used as a publicity tool while also making visitors aware of the event. 158 posts were made.

\*This does not include posts from exhibitors or influencers.



## TikTok

In order to give people a taste of the fun of TGS, we posted 60 short videos on TikTok. Many people were able to feel the excitement of the venue and the gaming industry.



## 『Noda Crystal's Walk-Around』

TGS carried out "Magirabu Noda's Wandering Stroll", a tour of the venue with Magical Lovely Noda Crystal, who was an official supporter of TGS2021, and published it in an article on Nikkei X Trend.



# Official Travel Agency

TOKYO  
GAME  
SHOW  
2024

In line with the increase in overseas visitors, nine overseas travel agencies from various countries and regions participated as official sponsors. The official travel agencies not only supported people living in each country and region to visit Japan, but also provided support for the necessary entry documents for exhibitors. In addition, the official travel agencies prepared original tours to TOKYO GAME SHOW, which included general tickets and Supporter's Club tickets, and contributed to attracting overseas visitors.

協賛国・地域 Supporting countries/regions	海外旅行代理店 Company	支社・支店名 Branch office/branch
China   中国	上海佳途国际旅行社有限公司	上海本社
Hong Kong   香港	The Club Travel Services Limited	Club Travel
Taiwan   台湾	大荣国际旅行社	台北本社
Malaysia   マレーシア	H.I.S. Travel (Malaysia) Sdn.Bhd.	Kuala Lumpur
Singapore   シンガポール	H.I.S. International Travel Pte Ltd (Singapore)	Singapore
Philippines   フィリピン	H.I.S.(Philippines) Travel Corp. / Manila Branch	Manila
Thailand   タイ	H.I.S. Tours Co., Ltd. (Thailand)	Bangkok
Indonesia   インドネシア	PT. Harum Indah Sari Tours and Travel(HIS Indonesia)	Jakarta
Brazil   ブラジル	H.I.S.サンパウロ支店	São Paulo

Group Land Package + Tokyo Game Show Ticket 1 Day  
Traveling Period : 25 - 30 September 2024 / 6Days 5Nights  
HIS SPORTS & EVENTS TOURS

ゲームで世界に先駆けよう  
TGS 2024 9.26 - 9.29

Highlight

- พักเพลิดเพลินในสุดยอดที่พัก
- ประดิษฐ์แพคเกจท่องเที่ยวตามหัวใจของคุณ
- จองตั๋วเข้าชม Tokyo game show 2024
- กว่า 100 ที่พัก

วันเดินทาง	สถานที่การเดินทาง	โรงแรม
25 พ.ค. 67	สวนสนุกโทนิก อรุณรัตน์ - บางนา กรุงเทพฯ	New Otani Inn Tokyo
26 พ.ค. 67	เรือสำราญ โอเรียนทอล แอดเวนเจอร์ส โตเกียว - โตเกียว	B.L.I.O. Hotel
27 พ.ค. 67	เรือสำราญ โอเรียนทอล แอดเวนเจอร์ส โตเกียว - อาชิโระ	New Otani Inn Tokyo
28 พ.ค. 67	มหกรรม Tokyo Game Show 2024	B.J.
29 พ.ค. 67	บ้านเรือนชาวญี่ปุ่น	New Otani Inn Tokyo
30 พ.ค. 67	สวนสนุกโทนิก อรุณรัตน์	New Otani Inn Tokyo

สำรองที่พัก ~  
Inbox

02 022 0938 09:30 – 18:00 น.  
Line ID: THS4MEET • ไม่ว่าจะอยู่ไหน ก็สามารถจองห้องพักได้ทันที

TOKYO GAME SHOW 2024  
Date: 9/28 (Sat) 10:00am -5:00pm  
Priority Entry Time : ~9:30 am  
Venue: Makuhari Messe  
Organizer: Computer Entertainment Supplier's Association (CESA)  
Co-Organizer: Nikkei Business Publications, Inc. DENTSU INC.  
Travel Agent:

TOKYO GAME SHOW 2024  
Date: 9/28 (Sat) 10:00am -5:00pm  
Please come to the dedicated reception desk.  
Venue: Makuhari Messe  
Organizer: Computer Entertainment Supplier's Association (CESA)  
Co-Organizer: Nikkei Business Publications, Inc. DENTSU INC.  
Travel Agent:  
<https://tgs.cesa.or.jp>

# Press Coverage

The total number of domestic and international press visitors over the four days of the show was 1,468 media outlets and 3,899 journalists, both of which exceeded the previous year's figures. This year, we also concluded media partner agreements with influential game media outlets in Japan and Asia. They actively published and distributed information about TGS.

## TV Exposures



Media Category	September 26		September 27		September 28		September 29		4-Days Total		
	Media	Staff	Media	Staff	Media	Staff	Media	Staff	Media	Staff	
Domestic	TV	62	125	41	86	12	29	9	15	124	255
	Radio	16	43	9	36	4	21	4	12	33	112
	Newspaper	23	54	9	19	4	4	2	2	38	79
	Press Service	17	21	6	8	2	2	2	3	27	34
	Magazine	30	83	28	47	8	21	15	24	81	175
	Web	218	856	164	623	98	326	67	242	547	2,047
	Others	18	34	20	27	6	11	1	1	45	73
Overseas	256	451	158	387	97	172	62	114	573	1,124	
2024 Total	640	1,667	435	1,233	231	586	162	413	1,468	3,899	
2023 Total	September 21		September 22		September 23		September 24		Total		
	626	1,440	433	1,042	221	578	156	428	1,436	3,488	

## Media Partner List

Country	Media	URL
Japan	Famitsu	<a href="http://www.famitsu.com/">http://www.famitsu.com/</a>
	GameWatch	<a href="http://game.watch.impress.co.jp/">http://game.watch.impress.co.jp/</a>
	4Gamer.net	<a href="https://www.4gamer.net/">https://www.4gamer.net/</a>
	Nikkei X-Trend	<a href="https://xtrend.nikkei.com/">https://xtrend.nikkei.com/</a>
	Tokyo Otaku Mode	<a href="https://otakumode.com/">https://otakumode.com/</a>
South Korea	GAMER'Z	<a href="http://cafe.naver.com/gamerz">http://cafe.naver.com/gamerz</a>
	RULIWEB.COM	<a href="http://www.rulweb.com/">http://www.rulweb.com/</a>
	INVEN	<a href="https://www.inven.co.kr/">https://www.inven.co.kr/</a>
Taiwan	Bahamut	<a href="http://www.gamer.com.tw/">http://www.gamer.com.tw/</a>
China	GAMECORES	<a href="https://www.gcores.com/">https://www.gcores.com/</a>
	TGBUS	<a href="http://www.tgbus.com/">http://www.tgbus.com/</a>
	A9VG	<a href="https://bbs.a9vg.com/">https://bbs.a9vg.com/</a>
	Game Bonfire	<a href="https://www.gamebonfire.com/">https://www.gamebonfire.com/</a>
	UCG <span style="color: red;">NEW</span>	<a href="https://www.ucg.cn/">https://www.ucg.cn/</a>
	GamerSky	<a href="http://www.gamersky.com">www.gamersky.com</a>
Hong Kong	Game Weekly	<a href="http://www.gameweekly.net/">http://www.gameweekly.net/</a>
Indonesia	KotakGame.com	<a href="http://www.kotakgame.com/">http://www.kotakgame.com/</a>
	Dunia Games <span style="color: red;">NEW</span>	<a href="https://duniagames.co.id/">https://duniagames.co.id/</a>
Malaysia	Gamer Braves <span style="color: red;">NEW</span>	<a href="https://www.gamerbraves.com">https://www.gamerbraves.com</a>
Global	IGN Japan	<a href="https://jp.ign.com/">https://jp.ign.com/</a>
Movie / SNS	niconico	<a href="http://www.nicovideo.jp/">http://www.nicovideo.jp/</a>
	Douyu	<a href="https://www.douyu.com/7dsh">https://www.douyu.com/7dsh</a>
	Douyin	<a href="https://www.douyin.com/">https://www.douyin.com/</a>
	X (Twitter)	<a href="https://x.com/tokyogame_show">https://x.com/tokyogame_show</a>
	Twitch	<a href="https://www.twitch.tv/tokyogame">https://www.twitch.tv/tokyogame</a>
	YouTube	<a href="https://www.youtube.com/@tokyogameshow.TGS24">https://www.youtube.com/@tokyogameshow.TGS24</a>
	bilibili	<a href="https://www.bilibili.com/@tokyogameshow_omoi">https://www.bilibili.com/@tokyogameshow_omoi</a>
	TikTok Live	<a href="https://www.tiktok.com/@tokyogameshow.TGS24">https://www.tiktok.com/@tokyogameshow.TGS24</a>

# Advertisements・Productions

\*Pictures Excerpted

## Outdoor Advertisement

### Station Front Arcade Banner   Entrance Canopy Banner



### Plaza Billboard Banner



### Arched Banner



## Distribution・Media Advertisements

### Hand Fan Ad



## Indoor・Venue Advertisement

### Business Meeting Area Stand Banner



### Central Mall Glass Wall Signage



### Central Entrance Welcome Signage



### Public Day Entrance Banner



## Online Banner

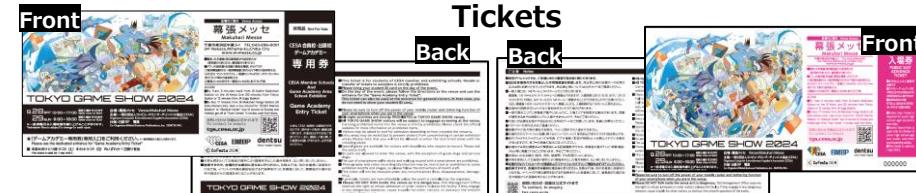
### Movie Banner



### Rectangle Banner



### Short Banner



## Poster Magazine Advertisement

Weekly Famitsu (9/19)、  
Nikkei Entertainment! (9/4)、  
Nikkei Trendy (9/4)



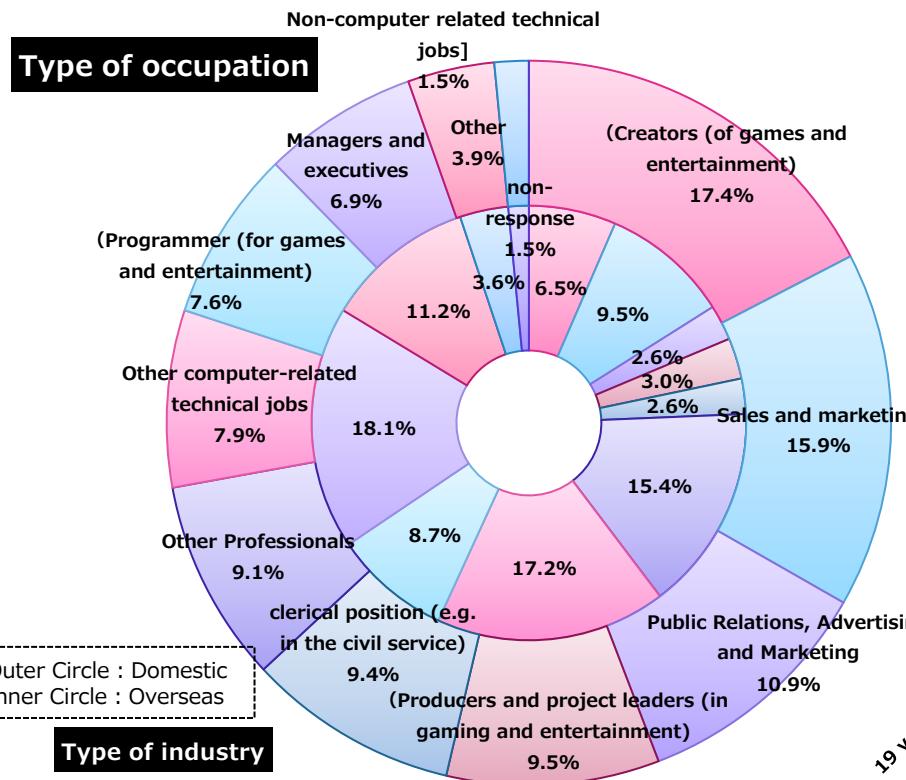
Nikkei Business (9/20)  
Top Executive Interview



# Survey Results

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# Visitor Questionnaire Domestic Business Day and Overseas Visitors ①



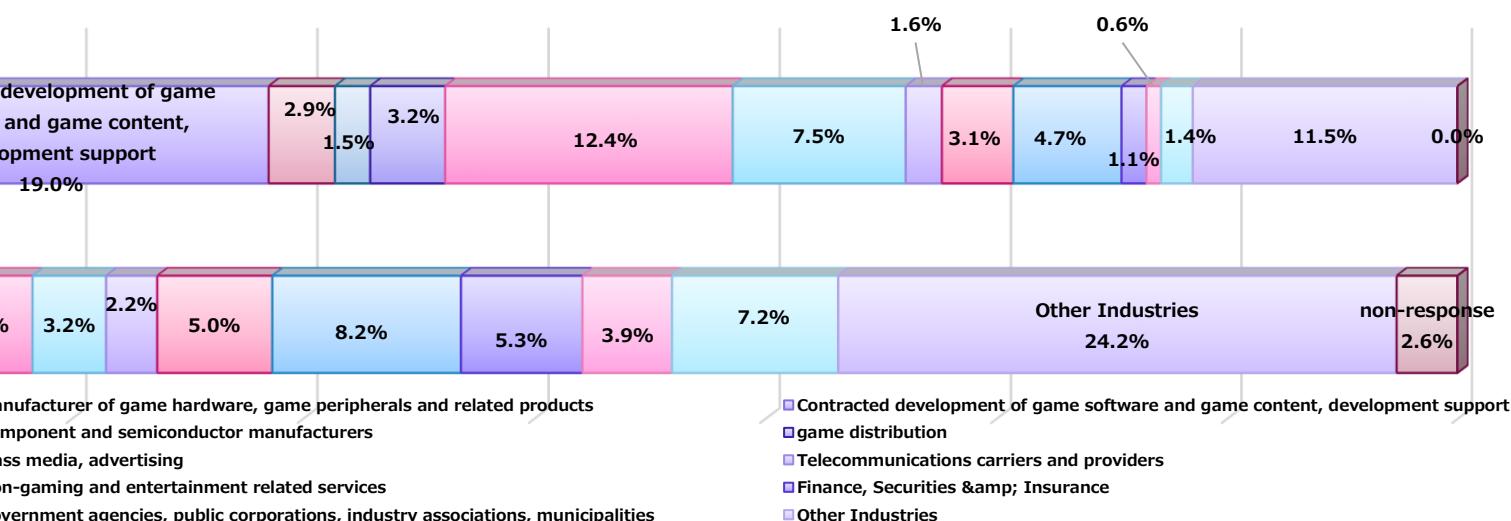
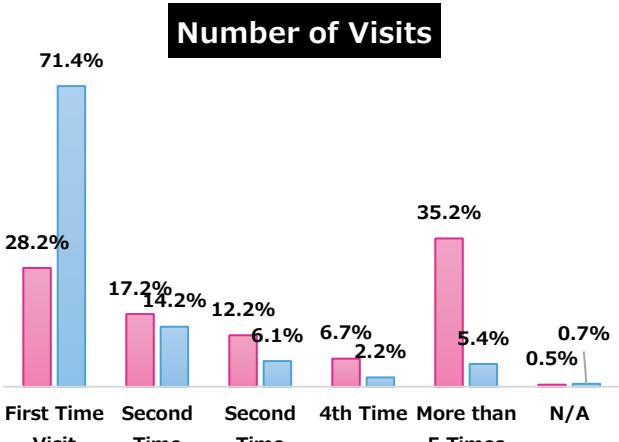
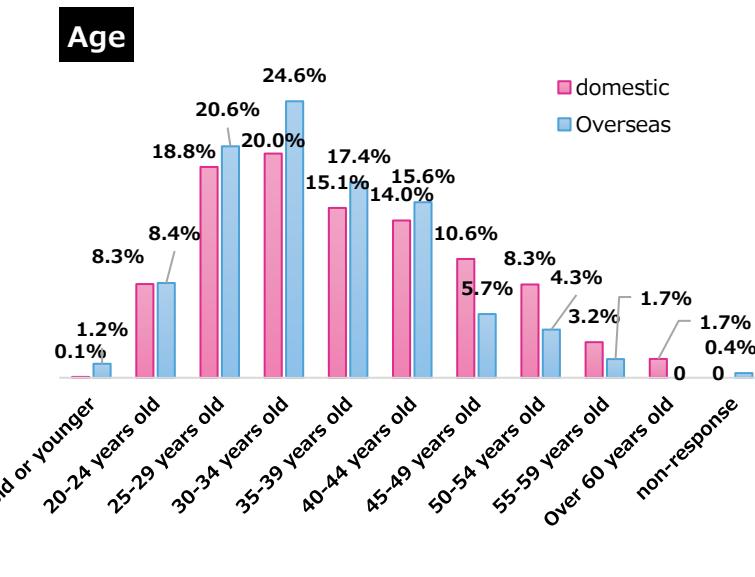
**[Survey Method]** An e-mail requesting survey cooperation was sent to registrants for the Business Day of Tokyo Game Show 2024. Responses were accepted via Nikkei BP Consulting's web-based survey system, Cross Survey.

**[Survey period]** Domestic/International: October 28-November 8, 2024

**[Number of valid responses]** Domestic: 2,685 Overseas: 723 \*International: Business Days and General Public Days were combined.

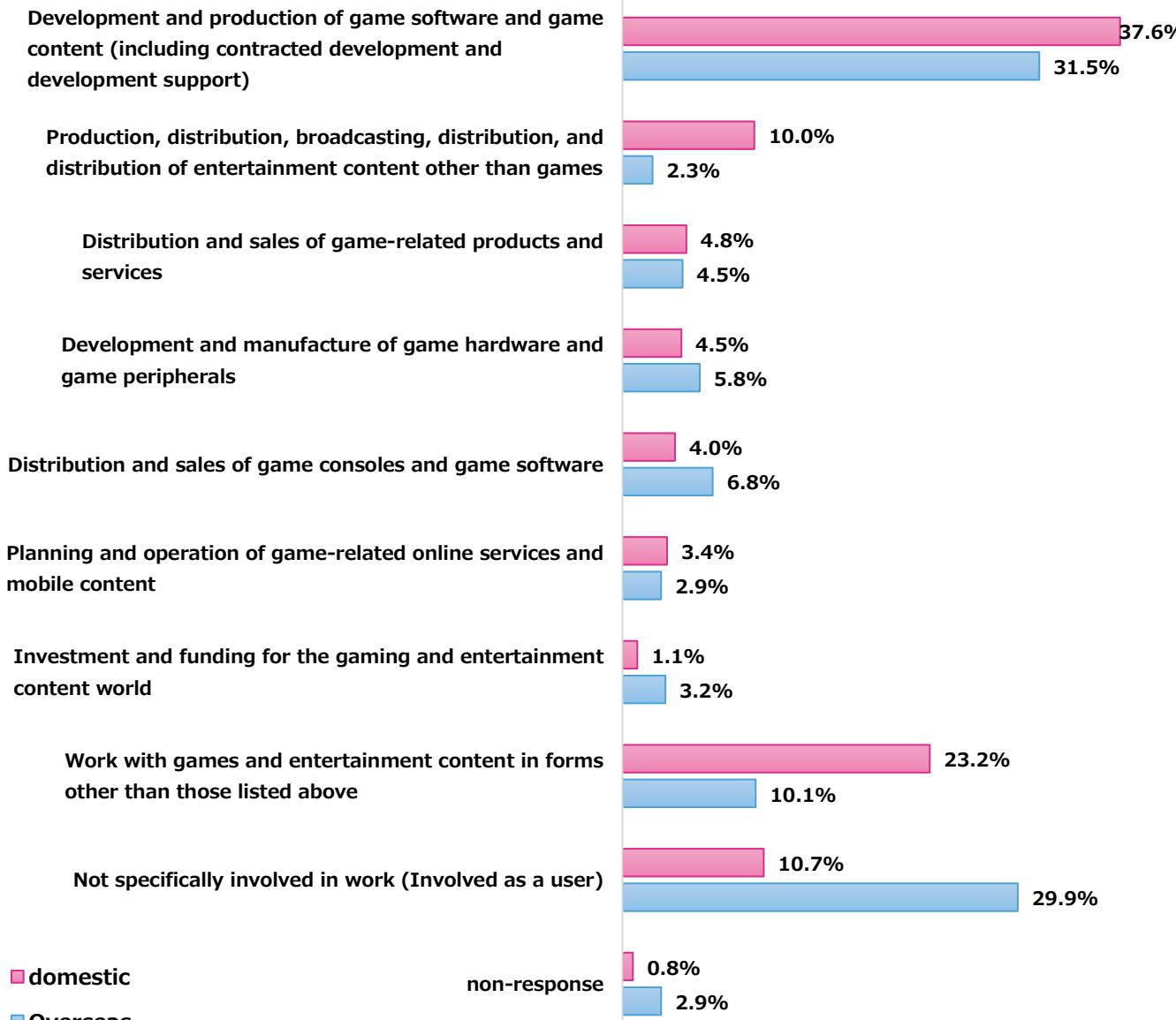
**[Survey Conducted by]** Nikkei BP Consulting, Inc.

<Composition ratio: rounded to the first decimal place> <Composition ratio: rounded to the first decimal place>

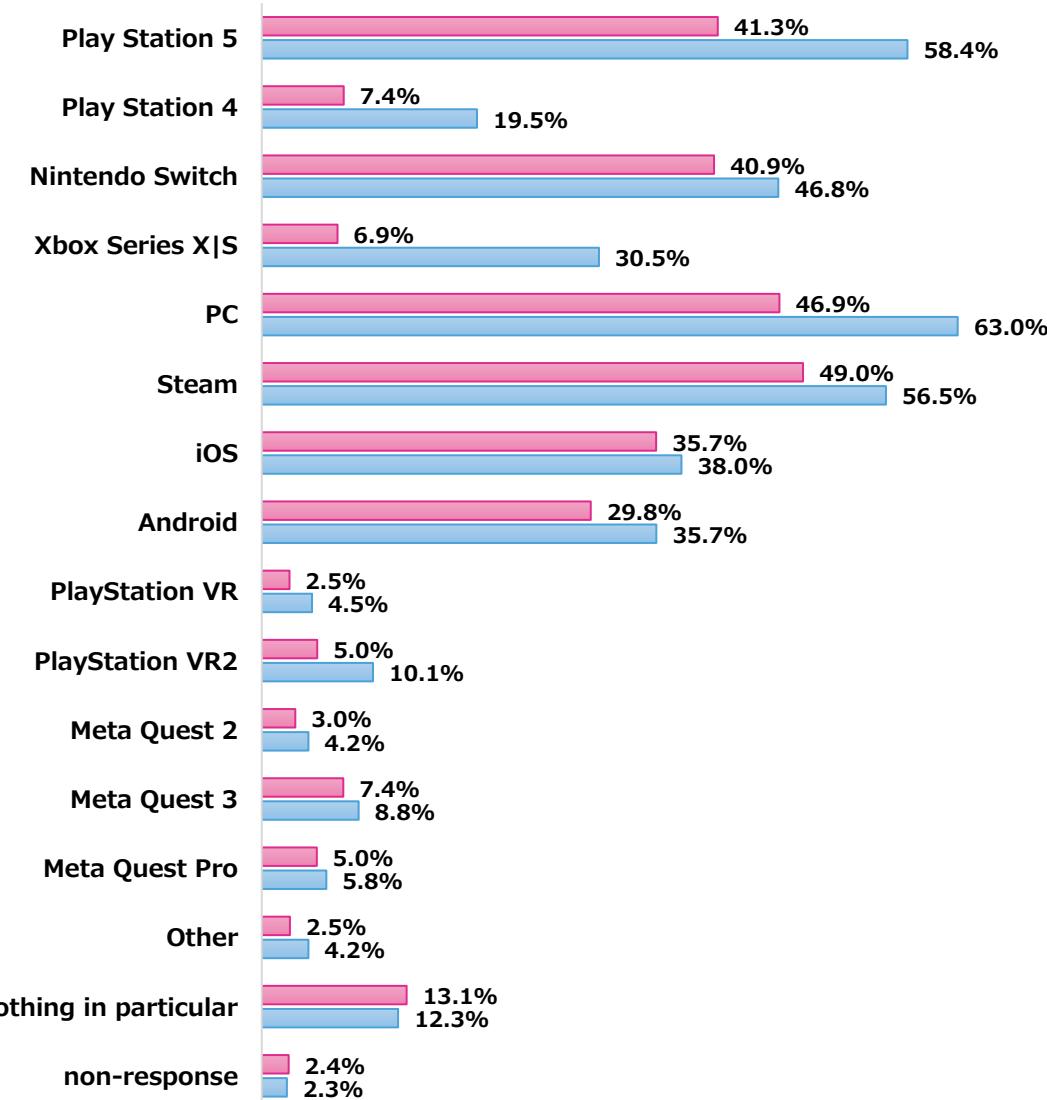


# Visitor Questionnaire Domestic Business Day and Overseas Visitors ②

## Involvement with gaming/entertainment content

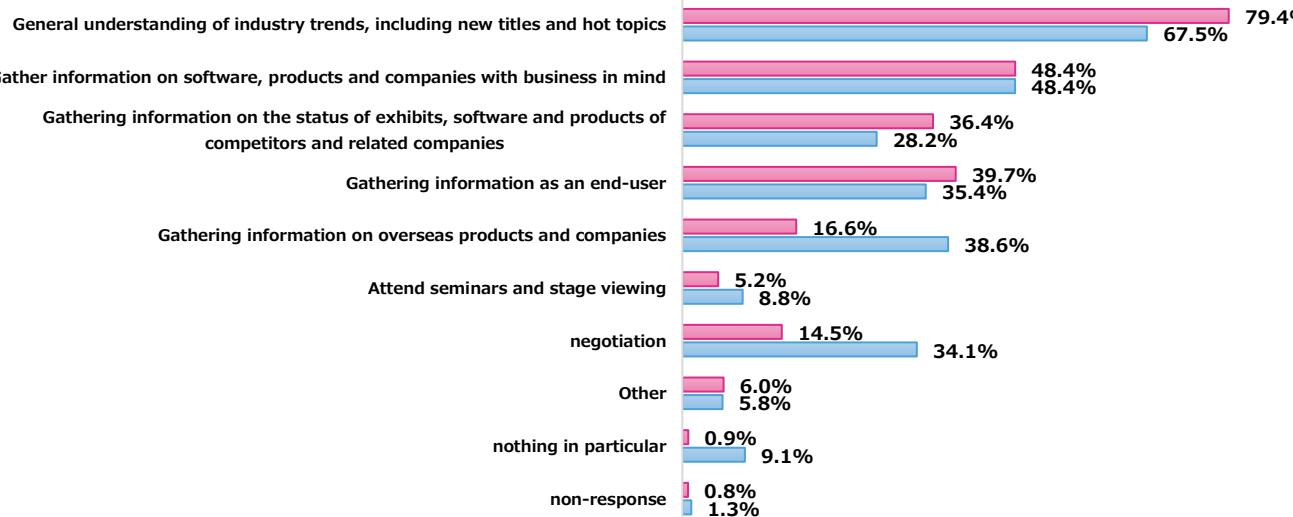


## Platforms you would like to focus on in the future

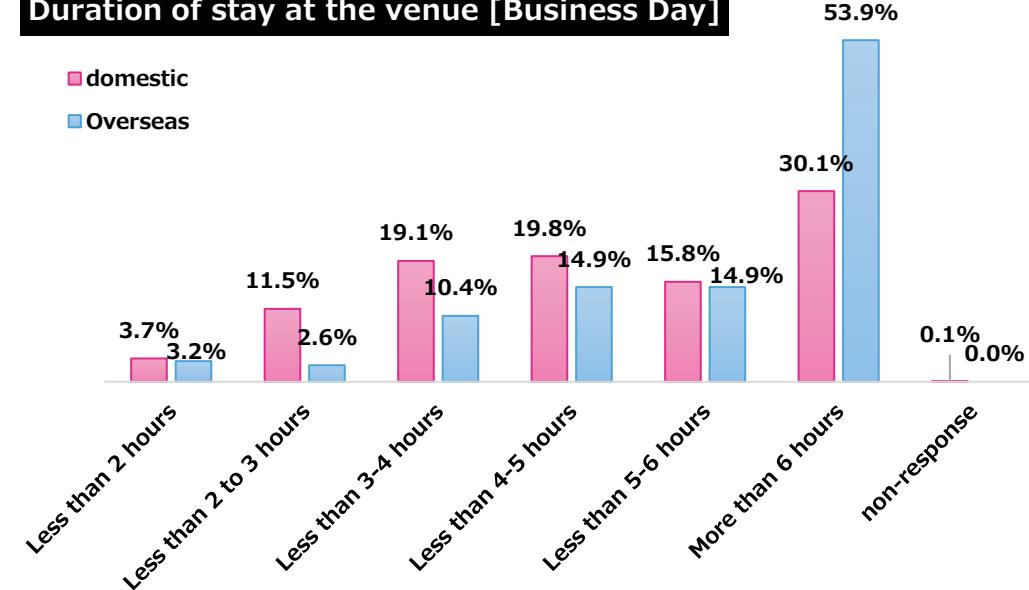


# Visitor Questionnaire Domestic Business Day and Overseas Visitors ③

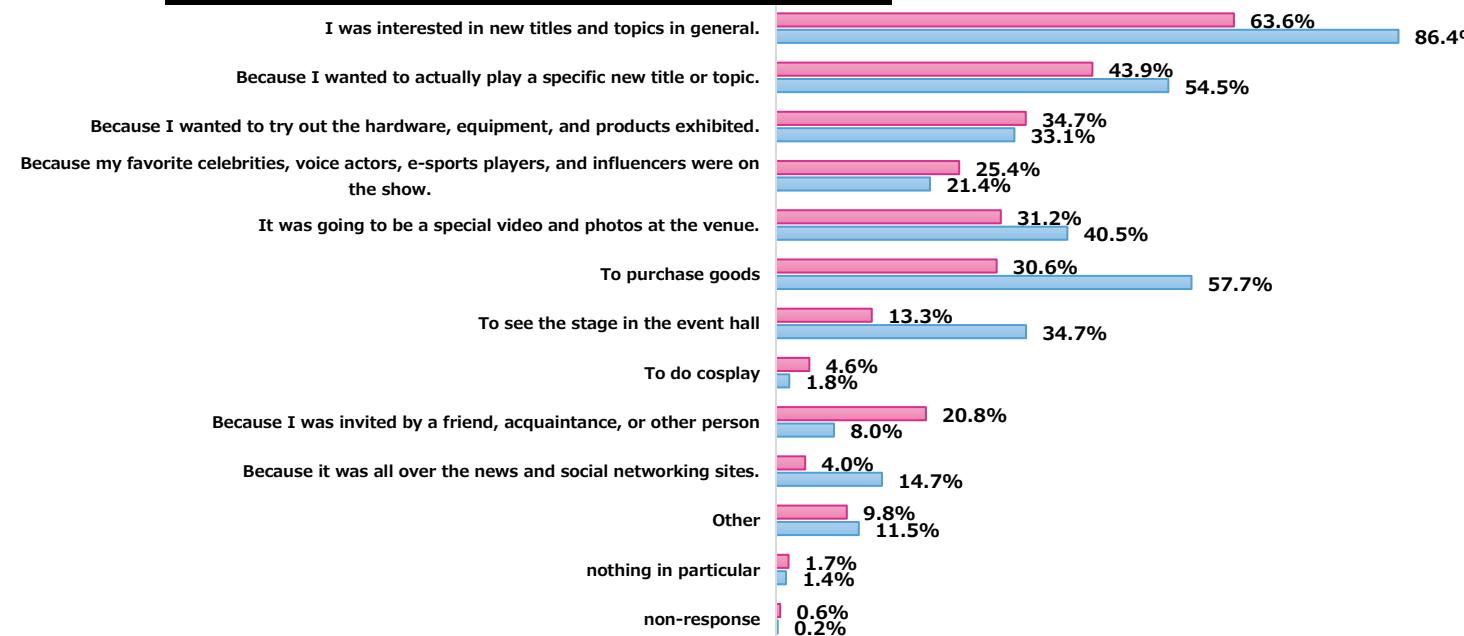
## Purpose of Participation [Business Day] (Multiple responses)



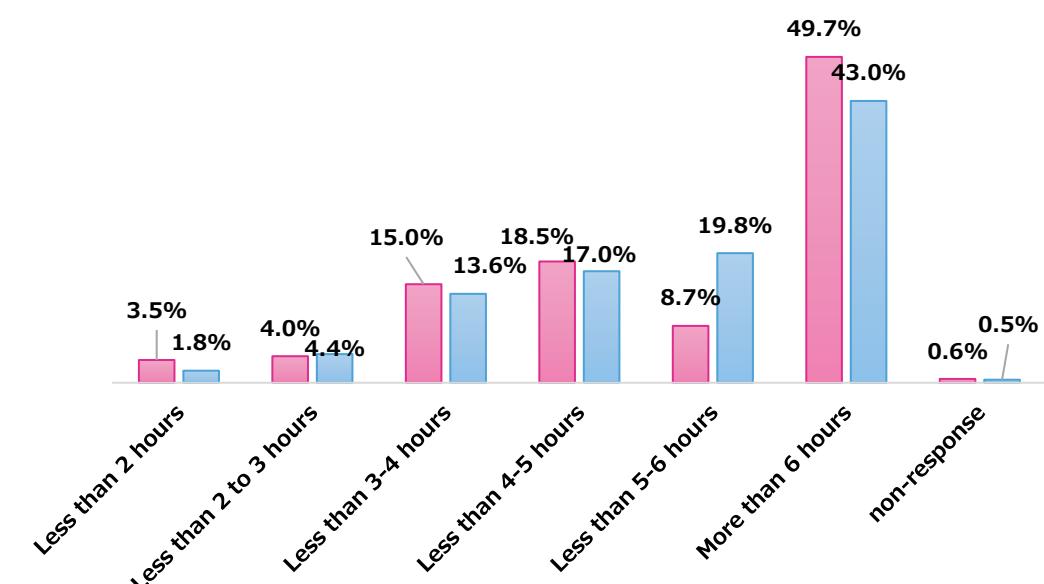
## Duration of stay at the venue [Business Day]



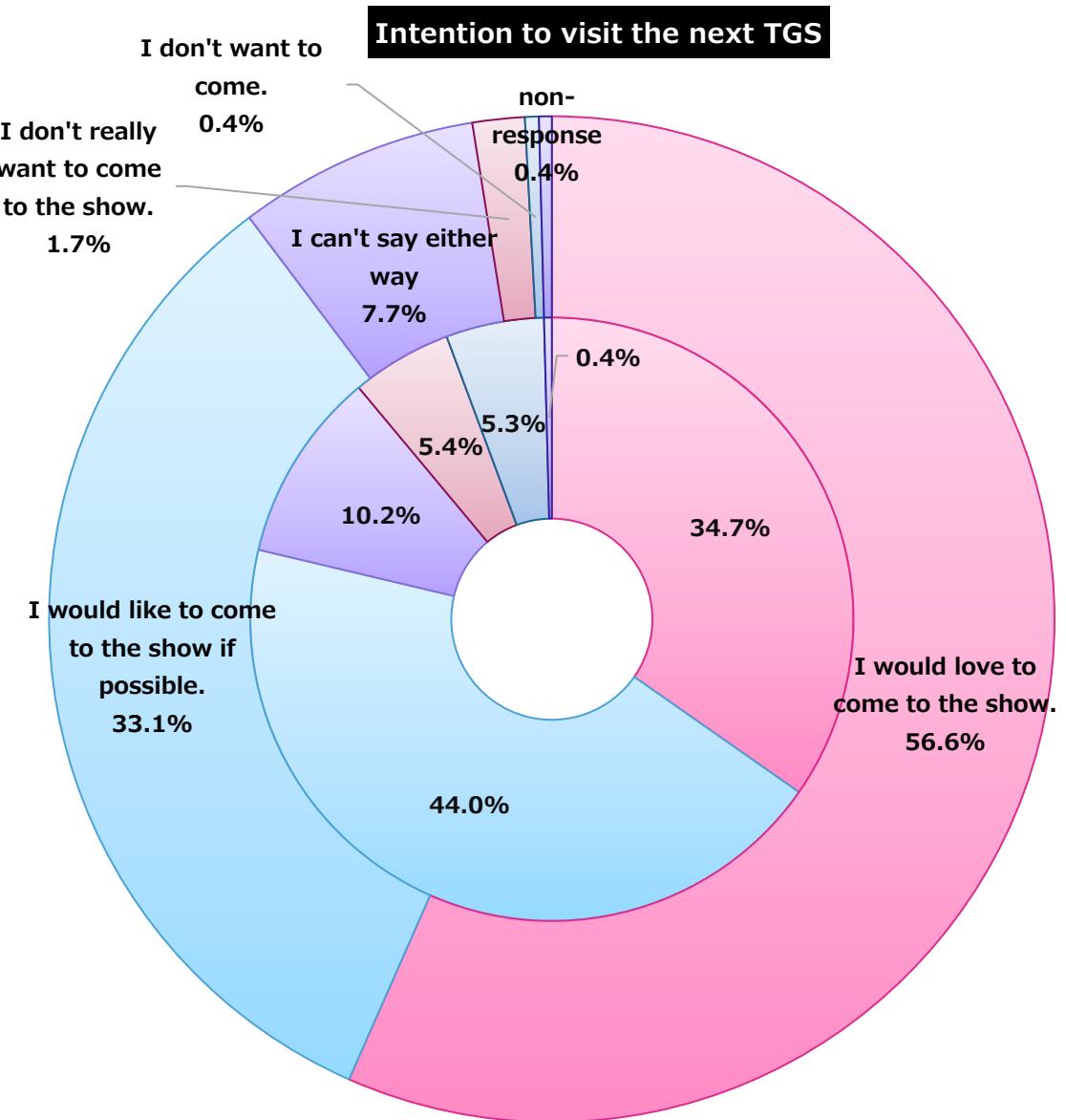
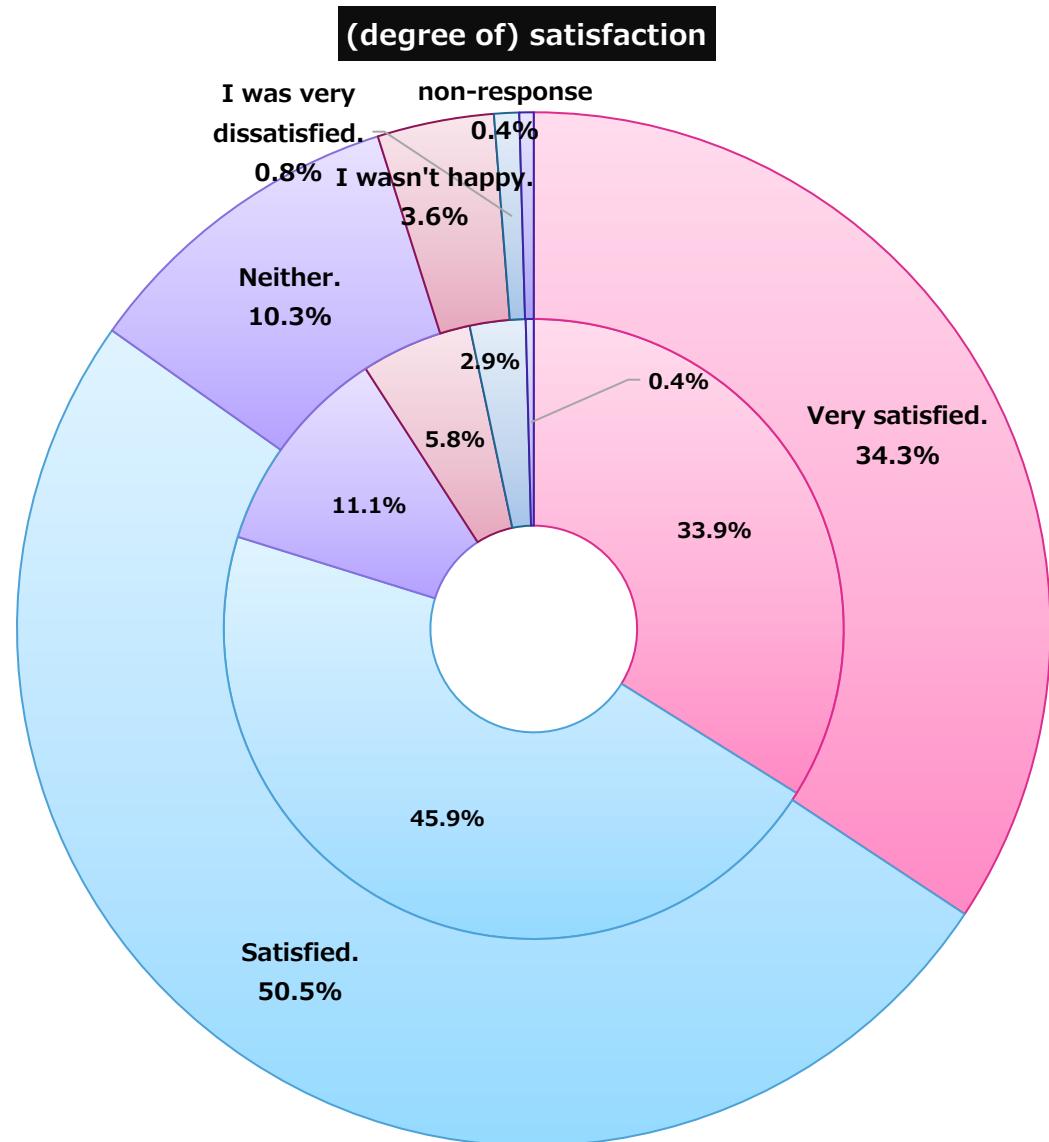
## Purpose of Participation [Open to the Public] (Multiple responses)



## Duration of stay at the venue [open to the public]



# Visitor Questionnaire Domestic Business Day and Overseas Visitors ④



Outer Circle : Domestic  
Inner Circle : Overseas

# Questionnaire for visitors Domestic general visitors ①

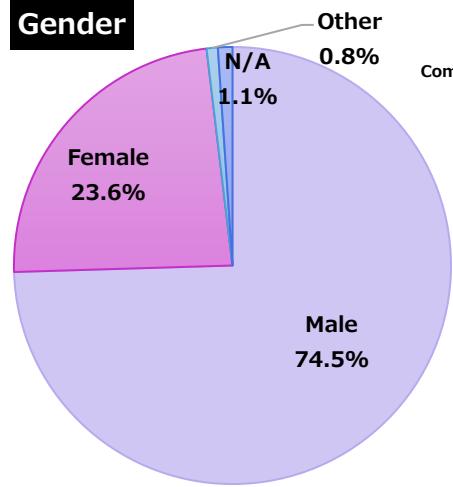
**[Survey Method]** WEB survey (Quantitative survey) \* Users who saw the announcement on the official TGS website/SNS and the official map accessed the survey page and answered the questions.

**[Period]** September 26 - October 6, 2024

**[Number of valid responses]** 2,901 \*Excluding those involved in the game industry.

**[Survey Conducted by]** Computer Entertainment Supplier's Association

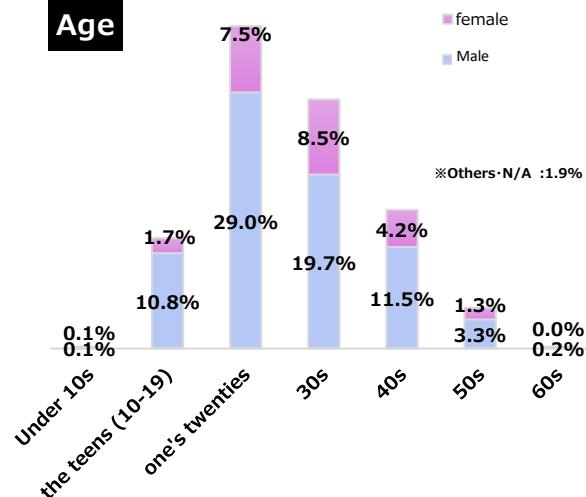
## Gender



## business

Company employees, civil servants, organization employees (including directors)	55.5%
University, junior college, graduate student	11.1%
Part-time, temporary, and dispatched employees	10.9%
senior high school student	6.5%
Self-employed, freelance, professional	5.1%
Not currently employed or in school	2.8%
Housewife/Househusband	2.0%
Other Occupations	1.8%
vocational school student	1.7%
junior high school student	1.4%
Other students/students	0.8%
Elementary school students and under	0.5%

## Age

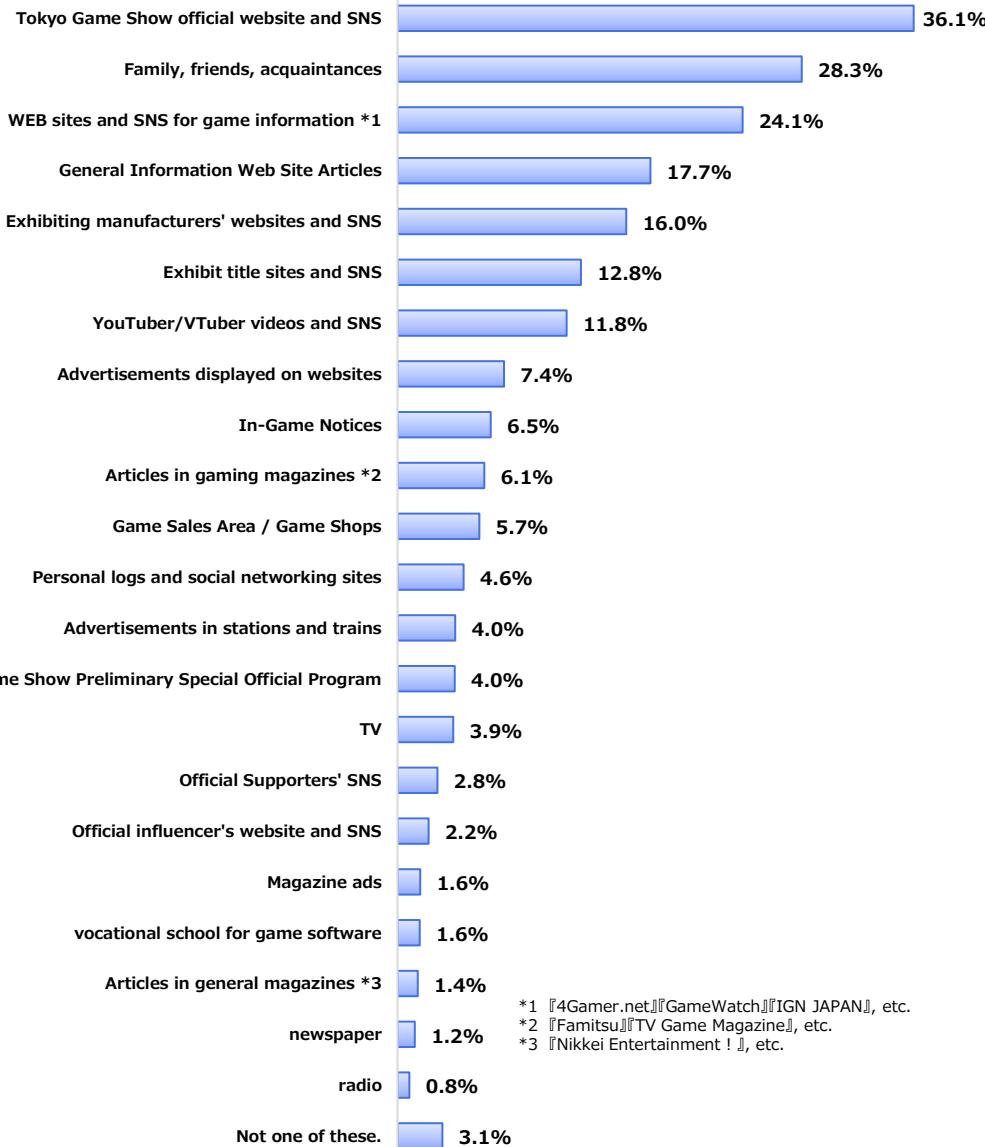


## Residential Location

Kanto Region	78.2%
Chubu Region	9.0%
Kinki Region	4.9%
Tohoku Region	2.1%
Kyushu Region	1.9%
Chugoku Region	1.3%
Hokkaido Region	0.9%
Shikoku Region	0.3%

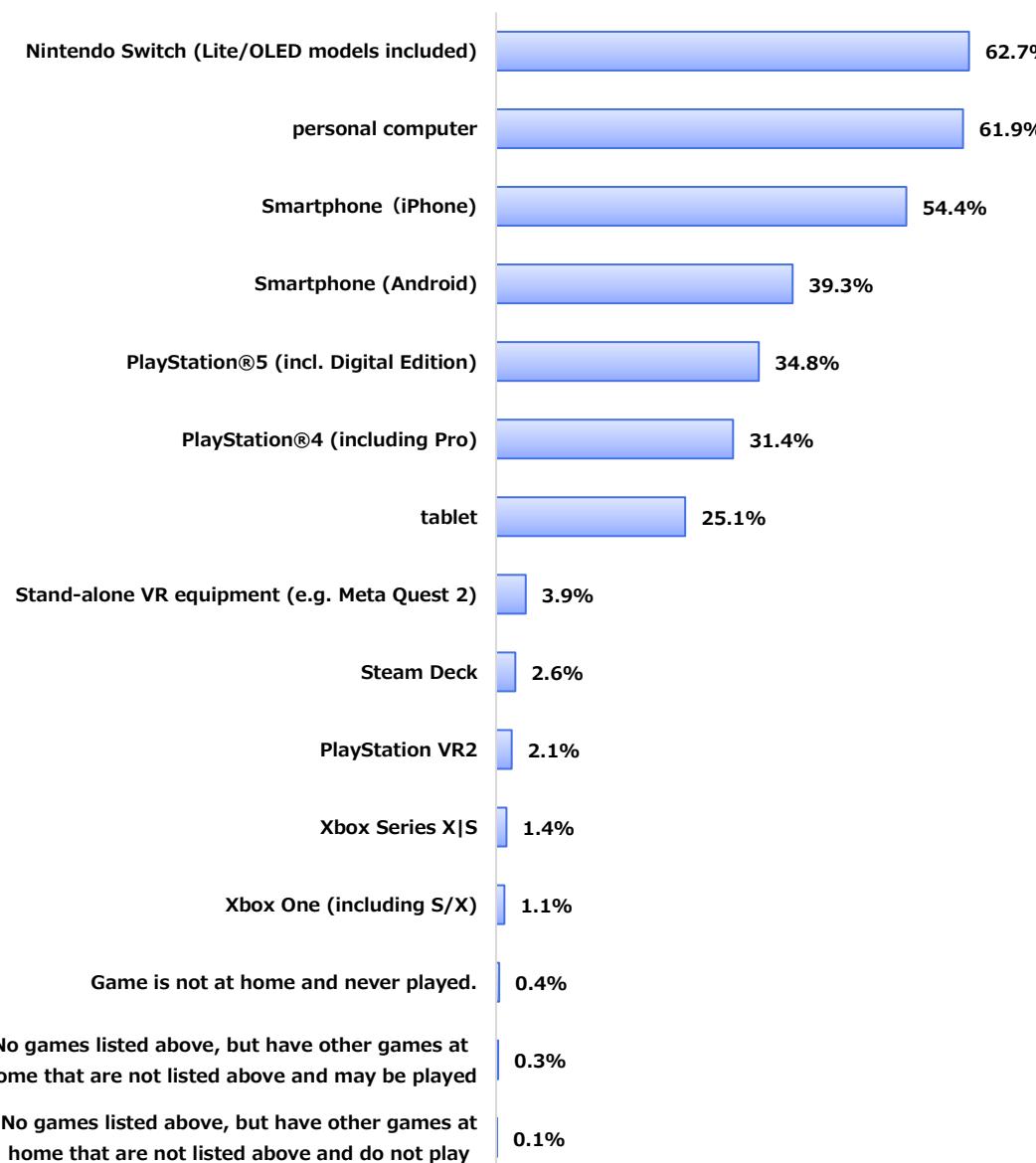
※ From Overseas :1.4%

## Information contact pathway for TGS2024 (Multiple responses)

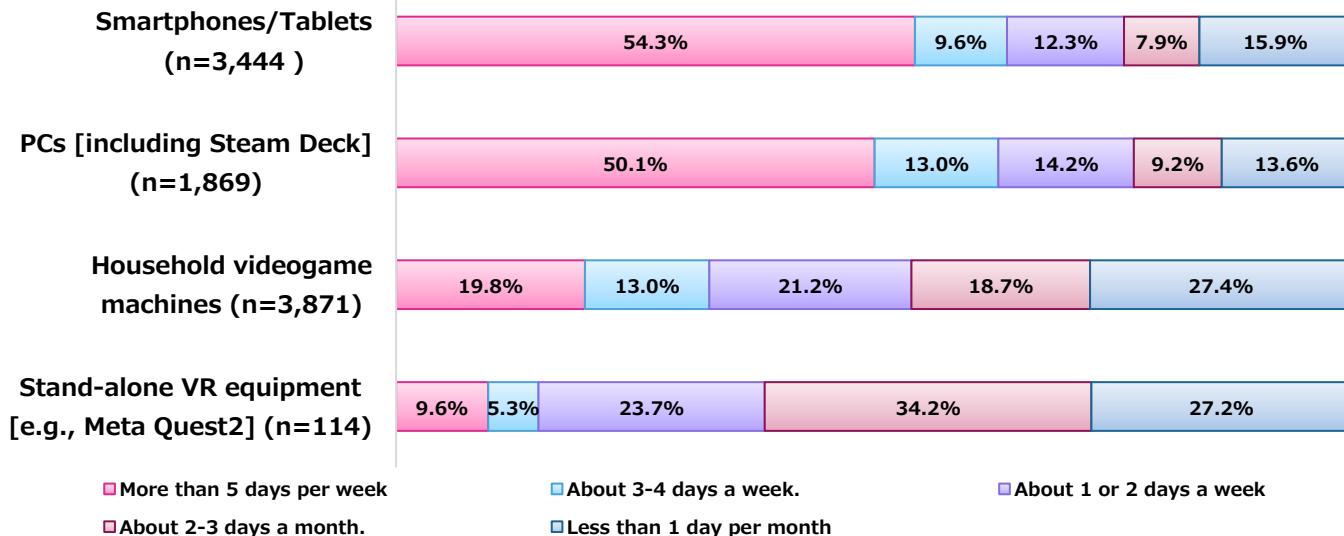


# Questionnaire for visitors Domestic general visitors ②

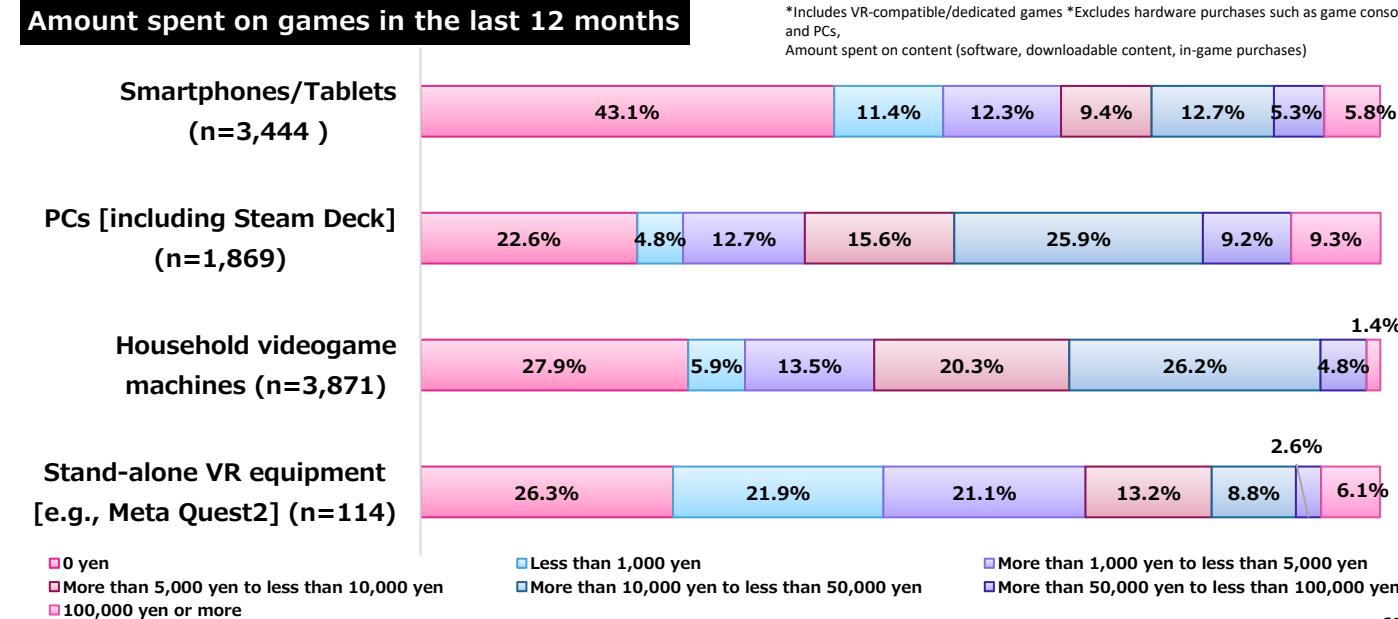
## Devices that are at home and may play games (Multiple responses)



## Frequency of game play

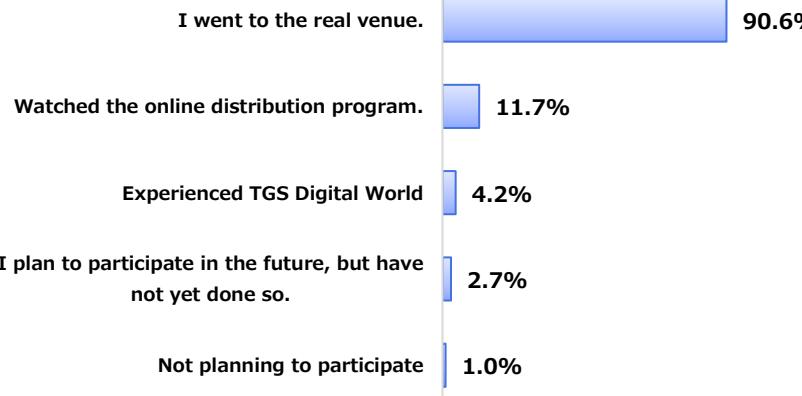


## Amount spent on games in the last 12 months

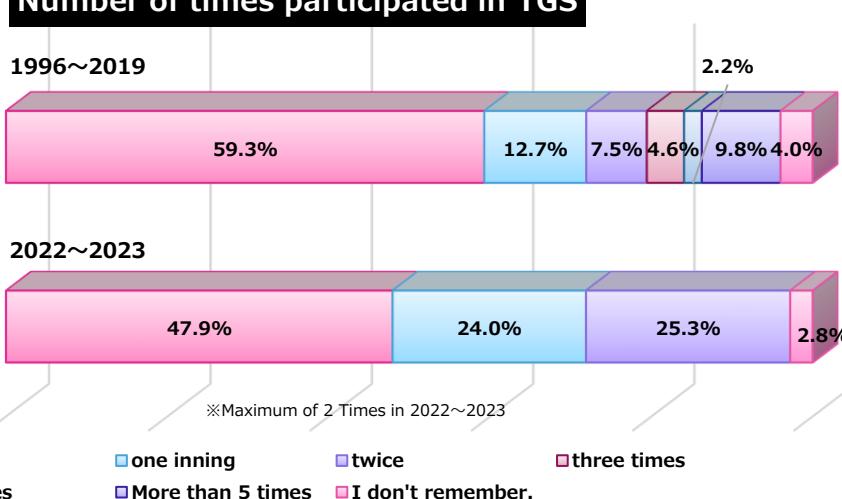


# Questionnaire for visitors Domestic general visitors ③

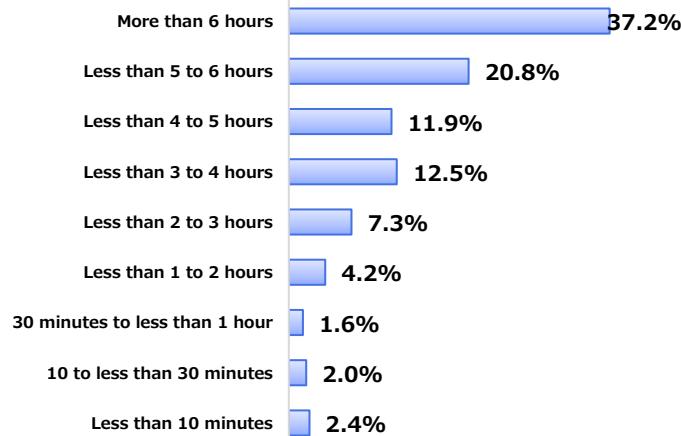
## TGS2024 How to participate (Multiple responses)



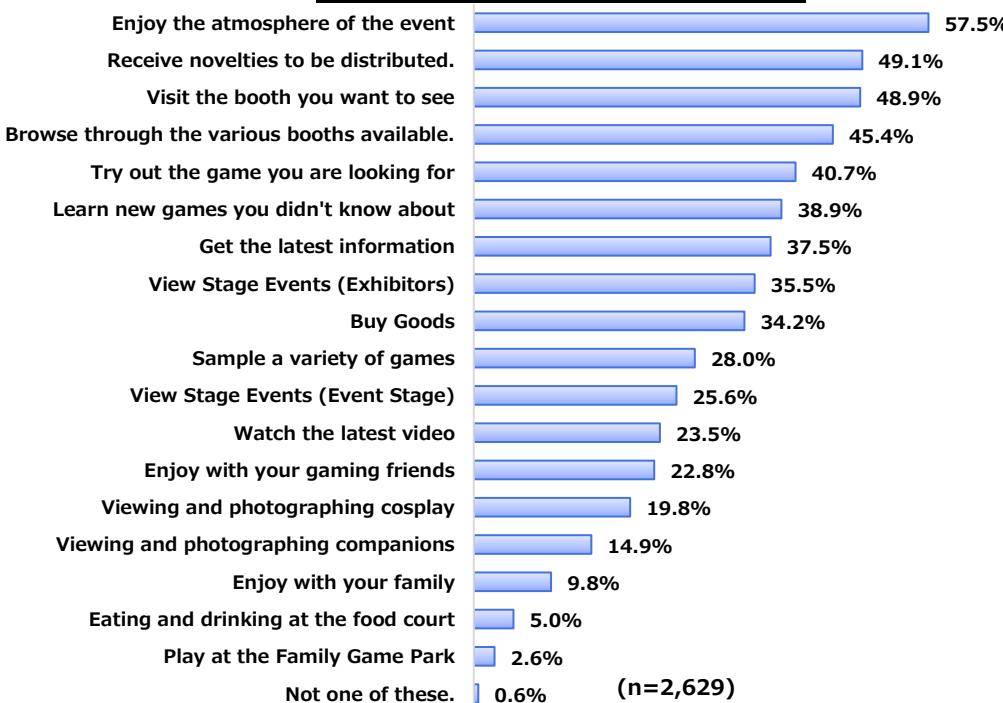
## Number of times participated in TGS



## Real venue stay time



## Purpose of visiting real venues (Multiple responses)

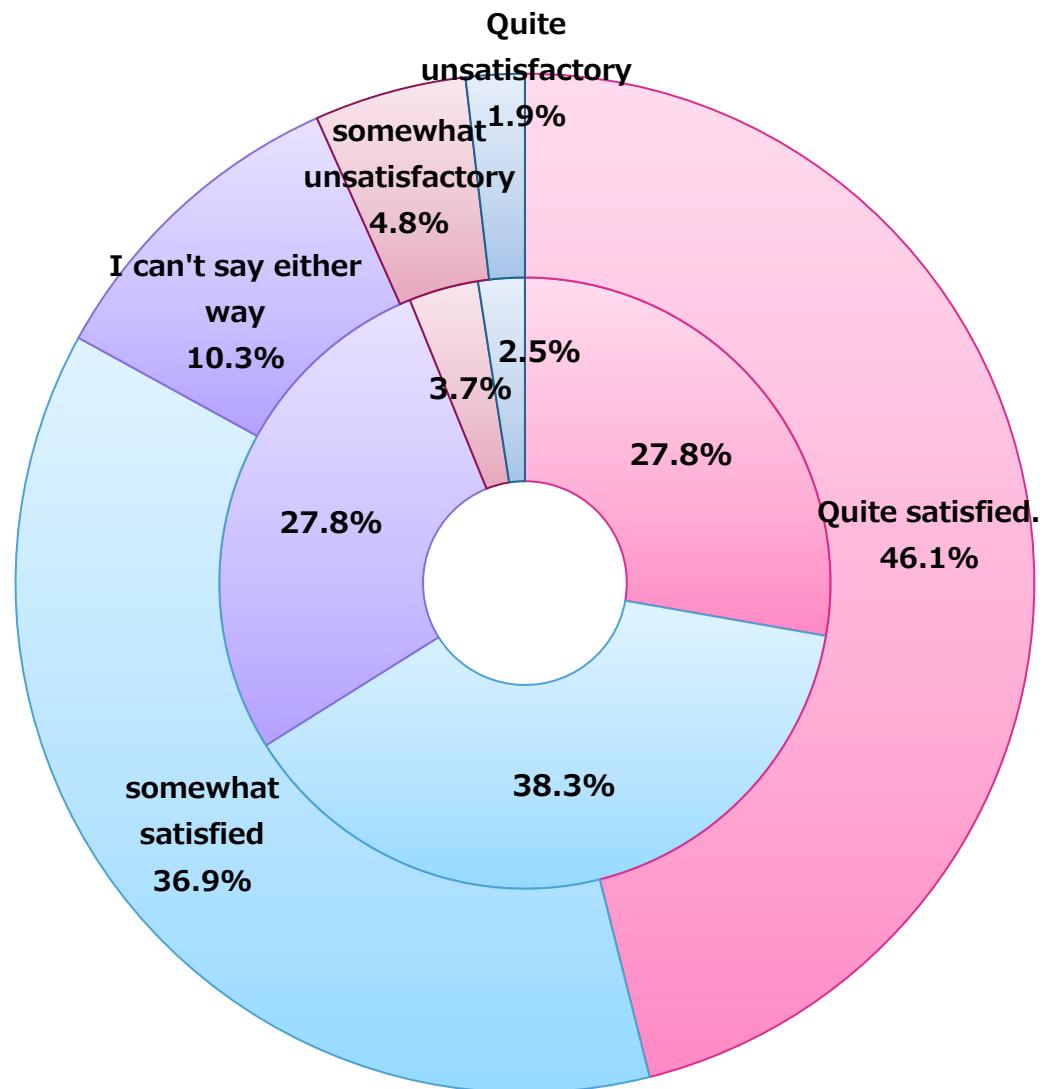


## Purpose of online participation (Multiple responses)



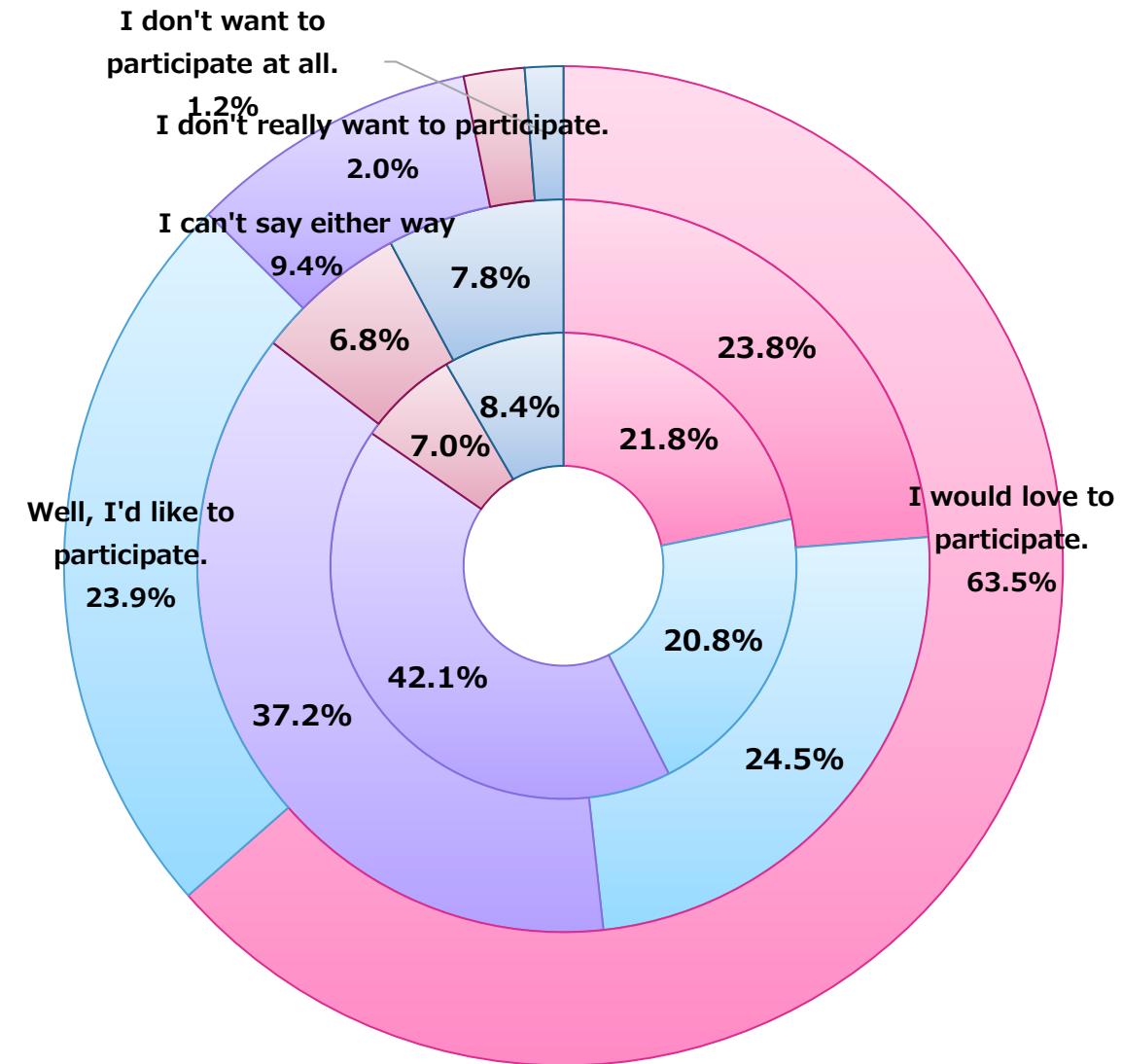
# Questionnaire for visitors Domestic general visitors④

(degree of) satisfaction



Outer circle: Real venues (n=2,629)  
Inner circle: online venues (n=407)

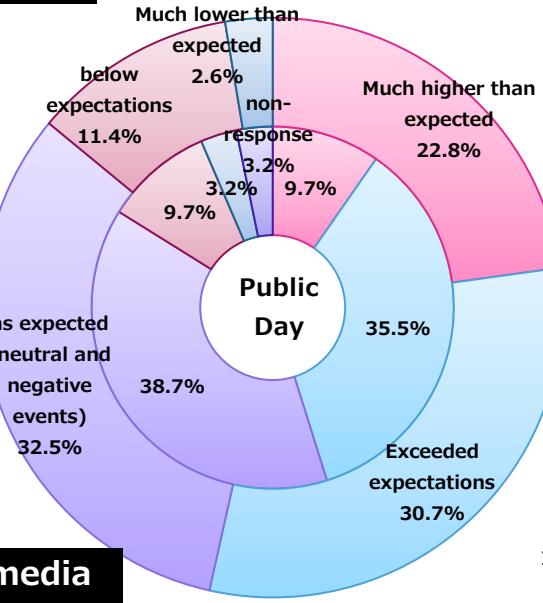
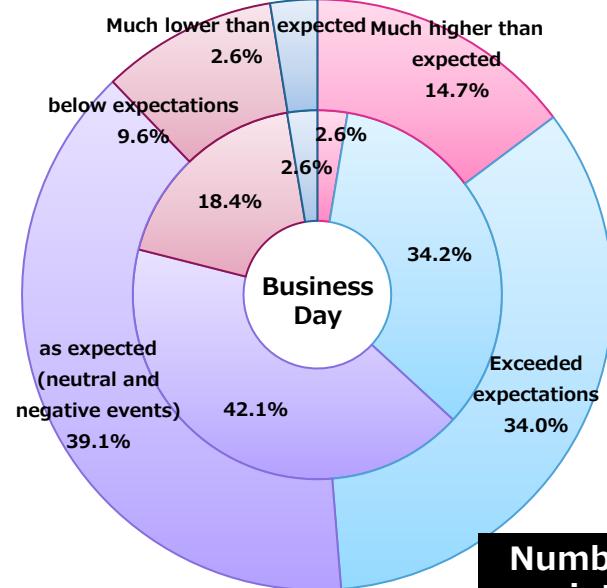
Intention to participate in the next TGS



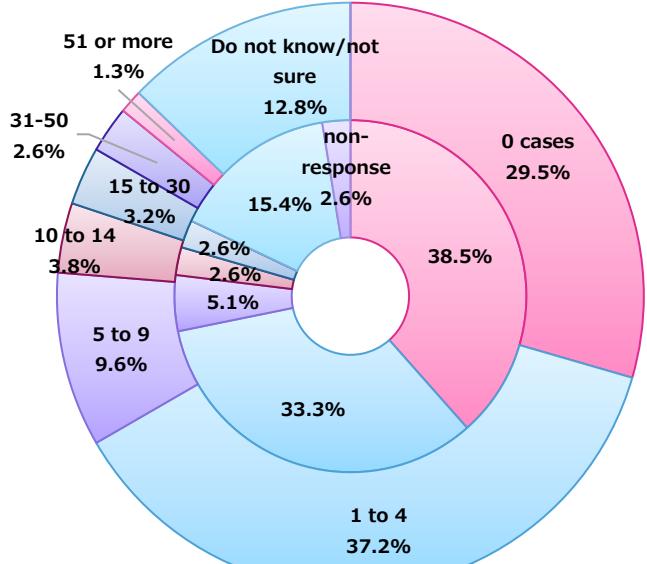
Outer circle: Real venue  
Middle circle: Online venue (official program)  
Inner circle: Online venue (TGSDW)

# Exhibitor Questionnaire ①

Number of visitors to the booth

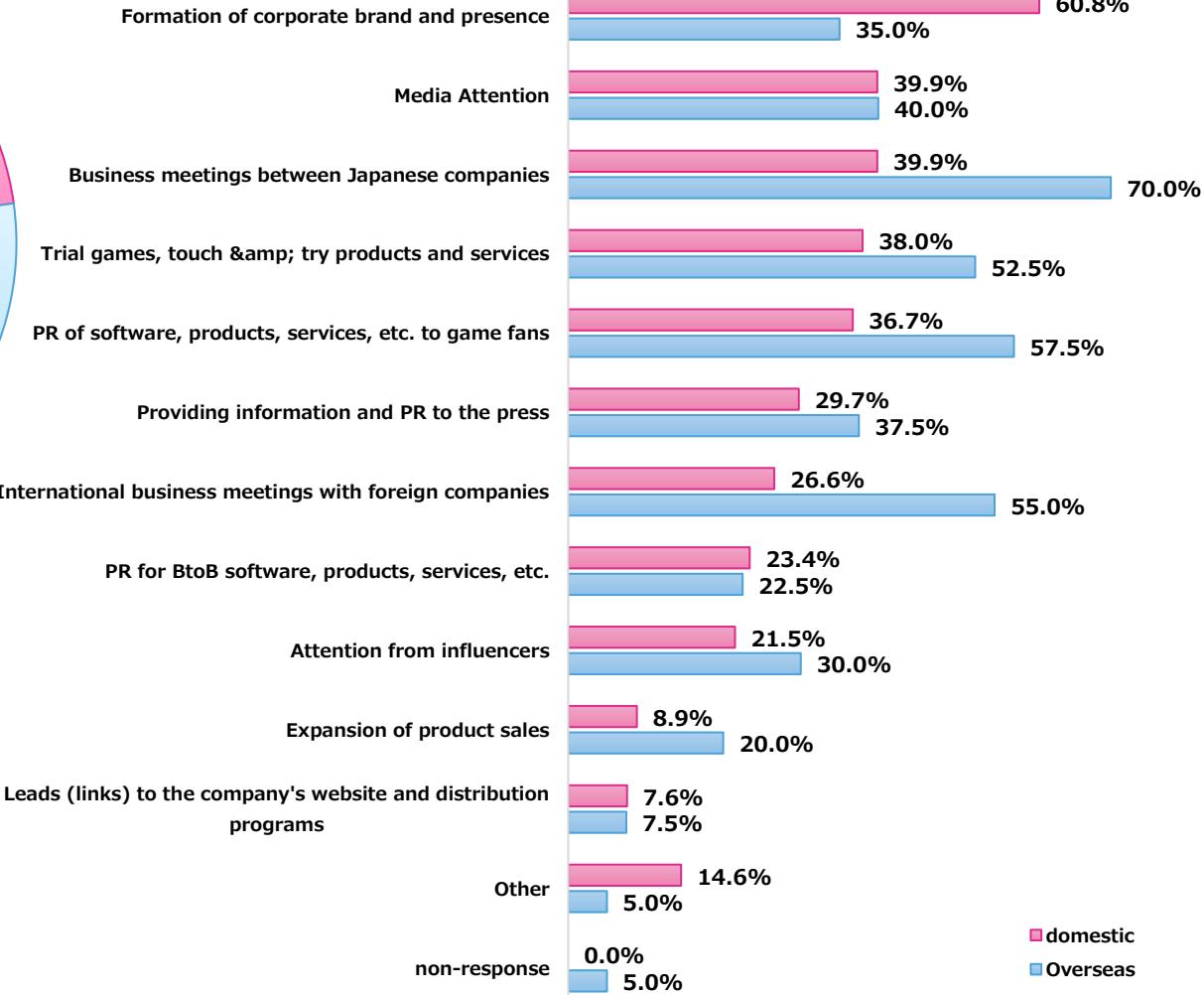


Number of media interviews



Main purpose and motivation for exhibiting

(Multiple responses)



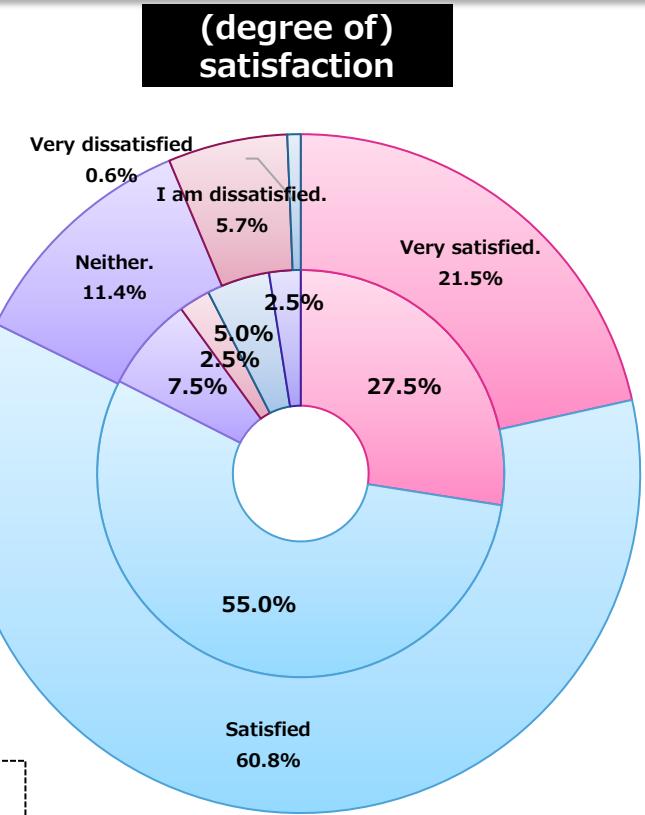
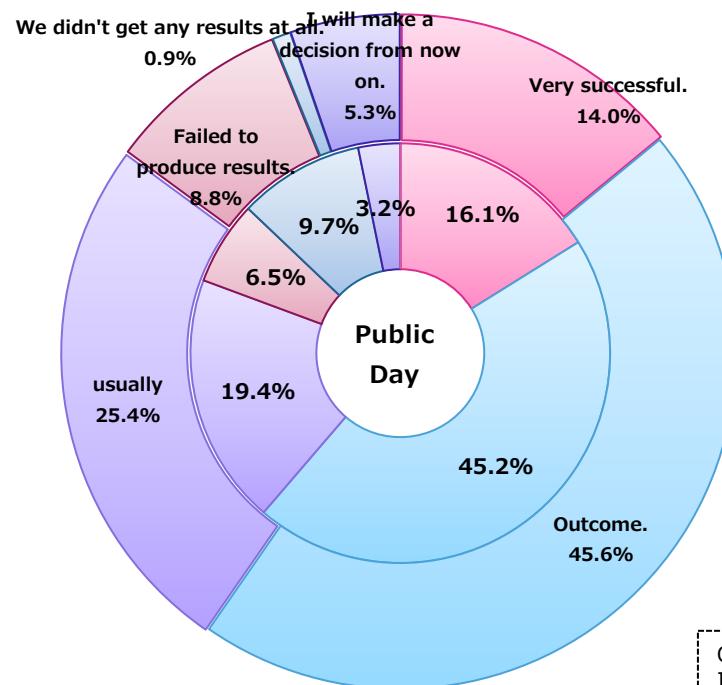
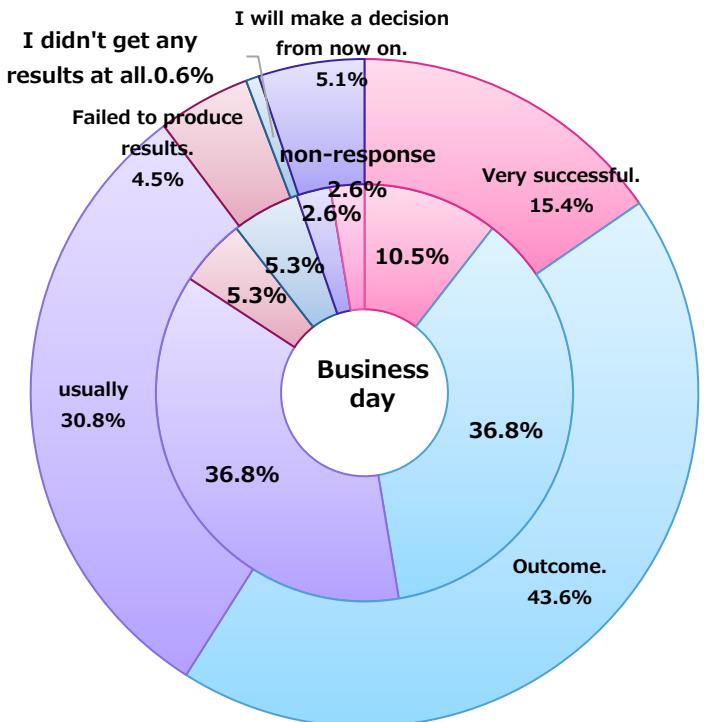
**[Survey Method]** The survey was distributed via e-mail to exhibitors at TGS2024, and responses were received via a web-based survey system.

**[Period]** October 17, 2024 - November 2, 2024

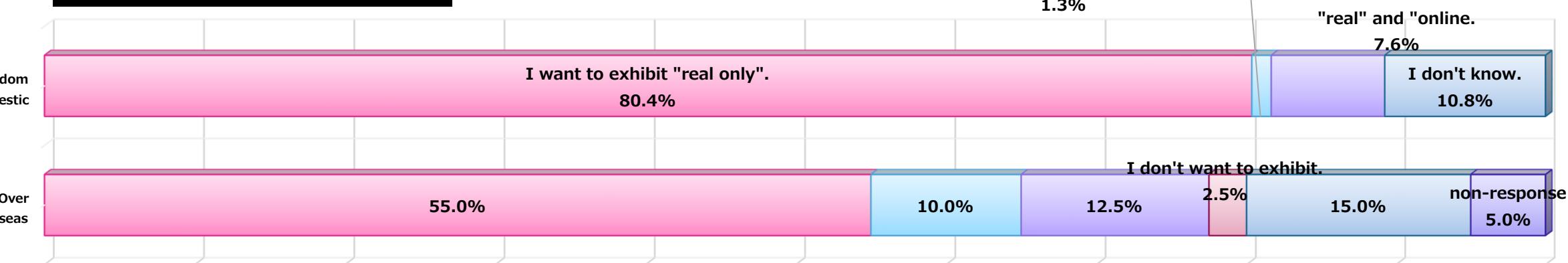
**[Number of valid responses]** Domestic 148 companies Overseas 40 companies

**[Survey Conducted by]** Nikkei BP Consulting, Inc.

# Exhibitor Questionnaire ②



## Hope to exhibit at the next TGS



# **TOKYO GAME SHOW 2024**

## **OFFICIAL REPORT**

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