

TOKYO GAME SHOW 2020 | ONLINE

The Future Touches Gaming First.

Press Release

October 13, 2020

TGS2020 ONLINE Held as First-ever Virtual Event for Five Days!

Official Programs Attracted

31.6 million views in total

TGS2021 planned to be held at Makuhari Messe, Japan from Sep. 30 to Oct. 3, 2021

Computer Entertainment Supplier's Association of Japan

Computer Entertainment Supplier's Association of Japan (CESA, Chairman: Hideki Hayakawa) held Tokyo Game Show 2020 Online (TGS2020 ONLINE) for five days from September 23 (Wed.) to 27 (Sun.), 2020. Kicking off with online business matching from September 23, TGS2020 ONLINE hosted 35 Official Exhibitor Programs delivering the latest information from Sep. 24 to 27. The events held as part of the Organizer's Projects included Keynote Speech under the theme of *The Future Touches Gaming First.*, the Opening and Closing Programs with the appearance of Official Supporter Hajime Syacho, the e-sports championships e-Sports X and the presentation event for indie game developers SENSE OF WONDER NIGHT (SOWN). Together with the announcement ceremonies of the category winners of Japan Game Awards, a total of 51 programs were streamed on the official channels of TGS2020 ONLINE.

To reach global audience, Keynote Speech, Japan Game Awards: 2020 Games of the Year Division, SENSE OF WONDER NIGHT and some other programs held in Japanese were live streamed with English voiceover, while some exhibitors streaming their programs in Chinese. The total number of views of the official programs counted over 31.6 million across Japan and overseas (For the period from Sep. 24 to Oct. 4.)

As the first-ever collaboration with Amazon Japan, the official programs were also streamed at the Amazon Japan Special Venue which introduced selected items of official exhibitors on sale via Amazon.co.jp.

During the event period, many online business matching meetings were scheduled via the updated TGS Business Matching System. Companies and organizations from 40 countries and regions accessed the System over the five-day period, and some 6,500 requests were made for meeting appointments, up 36% over the previous year. International opportunities accounted for 73% of the total requests. The users increased notably from Latin America, with 36 companies from four countries accessing the System as compared to 17 companies from three countries last year.

Although TGS2020 ONLINE was held as a fully-virtual event, the internationally-known exhibition played its role successfully as a hub of game business through delivering the latest updates to the world. **Tokyo Game Show 2021 is planned to be held at Makuhari Messe, Japan from Sep. 30 (Thu.) to Oct. 3 (Sun.), 2021. Make sure to mark your calendar.**

●Number of Views on TGS 2020 ONLINE Official Channels (From Sep. 24 to Oct. 4)

Total Number of Views: 31,606,942 views

YouTube :	4,050,963
	(incl. Japanese, English and Chinese)
Twitter :	7,511,301
	(incl. Japanese, English and Chinese)
niconico (Japanese) :	1,726,014
Twitch :	875,350
	(incl. Japanese and English)
TikTok LIVE (Japanese) :	98,012
Douyu (China) :	1,069,377
Bilibili (China) :	2,315,761
Douyin, Xigua, Toutiao (China) :	10,590,828
IGN :	3,369,336
	(incl. Japanese and English)

◇Reference: For the number of views on TGS 2019 official channels, please visit:

<https://tgs.nikkeibp.co.jp/tgs/2020ex/exhibition/report.html>

<https://tgs.nikkeibp.co.jp/tgs/2020ex/en/exhibition/report.html>

■ 「TOKYO GAME SHOW 2020 ONLINE」 Outline

Event Name: TOKYO GAME SHOW 2020 ONLINE

Web URL: <https://tgs.cesa.or.jp/en/>

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizer: Nikkei Business Publications, Inc. / DENTSU, INC.

Supporter: Ministry of Economy, Trade and Industry

Period: September 23 (Wed.) – 27 (Sun.), 2020

*September 23(Wed.) will be online business matching ONLY.

*Amazon and Amazon.co.jp are the trademarks of Amazon.com, Inc. or its affiliates.