# TOKYO GAME SHOW 2020 | ONLINE

## "The Future Touches Gaming First."

Press Release                                                                                      June 25, 2020

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Projects for Independent Game Developers
## Now Accepting Applications for TGS2020 ONLINE
## "Selected Exhibitor" and "SENSE OF WONDER NIGHT"
With support of two sponsors confirmed, the Indie Game "Selected Exhibit" scheme is offered for free on the official website!

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Computer Entertainment Supplier's Association (CESA)

In cooperation with Nikkei Business Publications, Inc. (Nikkei BP, President: Naoto Yoshida) and DENTSU, Inc. (Representative Director: Hiroshi Igarashi), Computer Entertainment Supplier's Association (CESA, Chairman: Hideki Hayakawa) has announced that it will be holding TOKYO GAME SHOW 2020 ONLINE (TGS2020 ONLINE) for five days from Wednesday, September 23 to Sunday, September 27.

TGS2020 ONLINE will be the first-ever digital exhibition in the history of TGS, and the annually-held project to support independent game (indie game) developers is also decided to be held online this year: one is "Selected Exhibit" in the Indie Game area on the TGS2020 ONLINE official website, which requires no fee to exhibit digitally, and the other is "SENSE OF WONDER NIGHT 2020 (SOWN2020)," the competition to recognize outstanding game ideas from the exhibitors showcasing at the "Selected Exhibit" area.

Since it was launched for the first time in TGS 2013, the Indie Game Area "Selected Exhibitor" has offered to exhibit the titles which pass the screening and will have many visitors including the game industry professionals to gamer funs every year. In TGS2019, 86 developers from 22 countries/regions, screened from 322 applicants around the world, had exhibited in the Indie Game Area "Selected Exhibitor."

On the other hand, SOWN was established in 2008 as a project to showcase game ideas that will give the players "Sense of Wonder" － a feeling that something will change in players' world. This had been originally held alone, but has changed to the project to give a chance to be the SOWN presenters selected from Indie Game Area "Selected Exhibitor", to present their own game ideas from 2017. In the TGS2019, eight developers appeared on the stage as the presenters of SOWN.

The two sponsors, Nintendo Co., Ltd. and Sony Interactive Entertainment Inc. (SIE) are now announced to support indie game developers for the both projects. Developers whose titles selected by the TGS Management Office get to exhibit in the Indie Game Area "Selected Exhibit" for free. Also, Nintendo and SIE will also co-sponsor SOWN2020. Both projects will be carried out with the cooperation of International Game Developers Association Japan Chapter (IGDA Japan).

Through these projects, TGS2020 ONLINE will provide opportunities to disseminate new games created by independent game developers to the world.

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For details on application and requirement for both projects, please refer to
**TOKYO GAME SHOW** official website:
https://tgs.cesa.or.jp/en/

- For inquiries on Indie Game "Selected Exhibit" and "SOWN2020" (e-mail only)

: indiegame@eventinfo.tokyo

## (1) Indie Game "Selected Exhibit"

Supported by the two sponsors, SIE and Nintendo, independent game developers can exhibit their products for free at the Indie Game "Selected Exhibit."

Anyone who would like to apply for the "Selected Exhibit" complies with the application rules, it does not matter to professionals, amateurs, individuals or corporations. After the deadline, "Selected Exhibit" are selected by the TGS Management Office.

Indie game developers who are successfully chosen as Selected Exhibit will gain exposure on the exhibitor page of the Indie Game developers on the TGS2020 ONLINE official website for free of charge. Selected Exhibits can also hold online business meetings with other exhibitors through the TGS Business Matching System as well as participating in the "Indie Game Party" held online. Moreover, Selected Exhibitors can gain attentions from game fans with a pre-event campaign held by TGS 2020 ONLINE.

**Name:** Indie Game "Selected Exhibit"
 *In this area, exhibition slots for corporate participants are also available. These slots provided with fees will **not** be eligible for the support program of exhibition fee. For details, please check "Exhibit Guide" in the TGS2020 official website at a later date.
**Period:**  Wednesday, September 23 to Sunday, September 27, 2020

Venue:  TGS2020 ONLINE

**Exhibition fee:** Free of charge
**Application:** The web application form on the TGS official website (http://tgs.cesa.or.jp/en/)

**Application deadline:** Sunday, July 26, 2020 (*Japan Time)

**Screening:** Selection will be conducted by the TGS Management Office

**Results:** The successful applicants will be contacted directly by the Management Office in middle August, 2020.
  *The Management Office may ask for additional information, depending on your application contents.
  *The Management Office may recommend that you exhibit in other exhibition areas, depending on your application.
  *Selected Exhibits can be participated in the online business matching and other events via the TGS Business Matching System for free of charge.

## Qualifications for ＂Selected Exhibit＂

- Annual sales of the organization planning to exhibit
For corporation: It shall be approx. 50,000,000 yen or US 500,000 dollars less.
For individual: It shall be approx. 10,000,000 yen or US 100,000 dollars less.
- If the organization planning to exhibit is a corporation, it must not carry any capital ties with other entities (i.e. It shall not be invested f be invested from a large a large game publisher.)

## What can be displayed at ＂Selected Exhibit＂:

- A completely original game
  (Derivative content cannot be exhibited regardless of whether or not it is licensed.)
- Created for a platform which an applicant has the right to develop.
- Works that comply with the CESA Code of Ethics and CERO Code of Ethics
  ( http://www.cero.gr.jp/en/publics/index/18/ ) and do not fall under any of the following items:

**1)** An expression that conflicts with or may conflict Attached Table 3 "Prohibited Words and Phrases" of the CERO Code Ethics is included.

**2)** Works for which a "Z" rating category was assigned by CERO or an expression equivalent to the ＂Z＂ rating category may be included.

**3)** Works that have already been released overseas and for which a "17+" (MATURE) rating category was assigned by an overseas category was assigned by an overseas category was assigned by an overseas examination body (e.g. ESRB).

**4)** Works planned to be released overseas for which a "17+" (MATURE) rating category is expected to be assigned by an overseas examination body (e.g., ESRB) (excessively bloody works that cannot be regarded as being equivalent to a "13+" (TEEN) rating category.

## Application:
Fill the web application form on the TGS official website (https://tgs.cesa.or.jp/en/) and **submit it by Sunday, July 26. (*Japan Time)**

## Inquiries for Indie Game ＂Selected Exhibit＂ (e-mail only)
： indiegame@eventinfo.tokyo

## (2) SENSE OF WONDER NIGHT 2020 (SOWN2020)

The SENSE OF WONDER NIGHT (SOWN) is the event to provide the titles exhibited in the Indie Game "Selected Exhibit" with opportunities for the presentation to their game idea ideas that will give the players "Sense of Wonder," a feeling that something will change in players' world.

If you apply for the SOWN2020, please sign up to the Indie Game "Selected Exhibit" first. Eight titles will be nominated as SOWN finalists out of all the exhibitors entitled to the Selected Exhibit. Winners will be elected by judges for titles such as "Grand Audience," "Best Game Design" and so on, after the presentation on the stage. Continuing from last year, the SOWN award winners will be presented with prize money.

| Event Title: | SENSE OF WONDER NIGHT 2020 (SOWN2020) |
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Event Title:     SENSE OF WONDER NIGHT 2020 (SOWN2020)
Cooperation:     International Game Developers Association Japan Chapter (IGDA Japan)
Application:     The web application form on the SOWN 2020 official website
                 (https://tgs.cesa.or.jp/sown/en/).
Eligibility:     Open to all individuals regardless of nationality, age, or occupation (students,
                 game producers, etc.) and to all corporate bodies
Application Deadline:     Sunday, July 26, 2020 (*Japan Time)
                         *Applicants must apply for the Indie Game Area "Selected Exhibition."
Screening:     Presenters will be nominated by the SOWN Screening Committee.
Results:     The selected applicants will be directly contacted by the Management Office by
             Early September 2020.
                 * Games selected by the Screening Committee and deemed presentable at the TOKYO GAME
                 SHOW 2020 ONLINE(up to 8 entries) will be regarded as the final SOWN 2020 presentation
                 games.

## <Objectives of SENSE OF WONDER NIGHT>

• To introduce games with a design and ideas that are experimental and creative, and that cannot be called conventional or traditional.
• To heighten awareness of the importance of creating a game that gives people a "Sense of Wonder," a sense that something will change in their world, and to invigorate the game industry.
• To offer people creating experimental games opportunities for the future.
• To create new domains in the game industry

## SOWN2020 Presentation

**Date:**  Friday, September 25, 2020 (18:00 to 20:00, tentative)

**Venue:** The event will be held in Tokyo with the online live streaming. (tentative)

**Prize Money:**  Grand prix (Grand Audience Award) 3,000 USD 3,000

Other awards (Best Game Design Award, etc.) 500 USD

Notes: The Presentation Day

- The presenter is assumed to be displayed at Indie Game "Selected Exhibit"
- Each presenter will be given 10 minutes for their presentation. Each presenter will be asked to present or demonstrate the games to the audience.
(There will be consecutive English-Japanese interpreting for all presentations.)
- Finalists participating from overseas and remote areas will give presentations online or show presentation videos submitted in prior to the event.
- Video-streaming of all presentations is scheduled. Other information on the presented game ideas provided in advance will also be subject to release on TGS2020 ONLINE.

The Game Chosen as the Finalist of "SENSE of Wonder Night" is

**- A game that realizes a totally new, never-seen-before gaming experience**
 A game that employs technologies that have not previously been used successfully, such as natural language processing, physics engines, image recognition or gesture control, to present a new kind of experience.
**- A game that challenges the common sense of ordinary games**

A game that pursues new ways of gaming expressions and changes the player's vision of the world after playing and experiencing it.
- **A game with emergent features**
A game that brings user's activities into the game world by embedding features such as AI interactions and social elements.
- **A game that makes people want to play it immediately**
A game that makes everyone thinks that they want to enjoy the new experience for themselves and feel that they want to treasure it.
- **An amazing game**
Any kind of new, eye -grabbing and impressive game!!


## Games "SENSE OF WONDER NIGHT" is NOT intended for

- **A game that focuses on other elements**
A game in which the highlight focuses on elements comprising the games such as the newness background setting, situation, character design, graphics, story, audio, etc. instead of the game itself.
- **A game of a new genre created by combining or rehashing existing genres**
However, a game providing a truly new game experience may be considered for acceptance.
- **A game that is new only in targeting a specific user group**
A game will not be deemed as being new and innovative just because it is focused on a specific user group (such as female users or the elderly). However, a game providing a truly new game experience may be considered for acceptance.
- **A game created for the purpose of demonstrating a technological innovation, experimental business model, or distribution mechanism**
A game of this kind will not be completely rejected from the screening process but they must demonstrate that it is capable of directly and tangibly providing a new game experience.


## Inquiries for SENSE OF WONDER NIGHT (e-mail only)

： indiegame@eventinfo.tokyo


# ■「TOKYO GAME SHOW 2020 ONLINE」 Outline

Event Name： TOKYO GAME SHOW 2020 ONLINE

Web URL： https://tgs.cesa.or.jp/

Organizer： Computer Entertainment Supplier's Association (CESA)

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

Supporter: Ministry of Economy, Trade and Industry (Planned)

Period： September 23 (Wed.) – 27 (Sun.), 2020
*Only the Online Business Matching Event will be holding on September 23.