

TOKYO GAME SHOW 2020 | ONLINE

The Future Touches Gaming First.

Press Release

July 21, 2020

First-Ever Challenge! TOKYO GAME SHOW 2020 ONLINE Establishes Special Amazon Online Venue

*Not only merchandise but also streaming of official TGS programs
and esport competitions!*

Organized by the Computer Entertainment Supplier's Association

The Computer Entertainment Supplier's Association ("CESA"; Chairman: Hideki Hayakawa) has announced the establishment of a special online venue on the Amazon website for hosting Tokyo GAME SHOW 2020 ONLINE ("TGS2020 ONLINE"), scheduled to be held online September 23–27 (Wed-Sun), 2020.

TOKYO GAME SHOW 2020 ONLINE

A special Amazon online venue for TGS2020 ONLINE has been set up with a specially-prepared page on the Amazon website. The main TGS2020 ONLINE venue (<https://tgs.cesa.or.jp/>) has also posted links on its site to ensure a smooth transition of visitors between the main venue and special venue (*see next page for more information on content provided from the special venue).

This is the first time in its 24-year history that TGS will be held exclusively online. This also marks the first time in history for TGS and Amazon.co.jp to work together in an official capacity. Don't miss the chance to experience this first-of-its-kind challenge!

The special Amazon online venue will also have a unique sponsors page available for four days from September 24 (Thu), which will feature the streaming of official TGS programs, exhibitor programs, and esports competitions; sales of products and related goods; Japan Game Awards announcements, and much more. Much of the content delivered by TGS2020 ONLINE will be available for viewing from both the main venue and special Amazon venue.

Establishing this year's special Amazon online venue, it is believed, will provide even more people the chance to experience the future of gaming and technology, including those who have never attended a TGS event before. It will also offer a smoother route for goods purchases, allowing customers to enjoy shopping for related goods and services with even more ease.

Overview of the Special Amazon Online Venue

Period: September 24–27 (Thu-Sun), 2020

Content provided:

- Streaming of official TGS programs
- Streaming of exhibiting companies' programs
- Streaming of esports competitions
- Sales of products and related goods
- Special Amazon Online venue Sponsors Page
- Japan Game Awards announcements

*More information, including the special Amazon online venue URL, will be announced on the official TGS website (<https://tgs.cesa.or.jp/>) and in future press releases.

*The above information represents the plan as of July 21, 2020. Please note that content is subject to change depending on future conditions concerning preparations and applications.

For more information on this project, please visit the Tokyo Game Show official website (<https://tgs.cesa.or.jp/>).

**For questions on the launch of the TGS2020 ONLINE Special Amazon Online Venue, contact:
Tokyo Game Show Administrative Office at Dentsu
tgs@dentsu-eo.co.jp**

* This project is provided by the Computer Entertainment Supplier's Association.
Note that Amazon does not accept any inquiries regarding this campaign.

■「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

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

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