



The theme is "We'll always have games."

TOKYO GAME SHOW 2021 will be held online!

Offline features for the press and influencers will upgrade the show

Dates: September 30th (Thu) to October 3rd (Sun), 2021

Exhibitor applications accepted starting today!

The Computer Entertainment Supplier's Association (CESA, Chairman: Hideki Hayakawa) has decided to hold the 2021 Tokyo Game Show online in cooperation with Nikkei BP (President: Naoto Yoshida) and DENTSU, Inc. (President and Executive Director: Hiroshi Igarashi). TOKYO GAME SHOW 2021 Online (TGS2021 ONLINE) will be held for four days from September 30th (Thu) to October 3rd (Sun), 2021, and online business meetings only will start on September 29th (Wed). Also, exhibitor applications are accepted starting today. The deadline for exhibitor applications is June 25th (Fri).

"**We'll always have games**" has been selected as the theme of TGS2021 ONLINE. Last year, the amazing potential of games shocked the world. TOKYO GAME SHOW is celebrating its 25th year since its inception in 1996. This theme expresses the wish to recreate TOKYO GAME SHOW for the next 25 years and create an exciting future together with everyone who likes games.

This will be the second online event following 2020, with upgraded content. With the streaming of official programs that were popular last year at the forefront, there will be online E-commerce and business matching as well as a new trial version demo feature. In addition, **an offline(physical) venue will be provided where the press (TV, newspapers, magazines, websites, etc.) and influencers (game commentators, game-loving celebrities, etc.) are actually exposed to new games, creating an environment for interviewing exhibitors and playing demos of exhibitor titles.** With the help of the press and influencers, we will communicate the appeal of games and the action at TGS2021 ONLINE to as many people as possible.

TOKYO GAME SHOW has continued to evolve as a game event that combines both B-to-B and B-to-C elements, with the number of visitors reaching more than 250,000 for seven consecutive years since 2013. In 2020, the Covid-19 crisis led us to suddenly hold the event online. We launched new online-only features such as the streaming of official programs, and the total number of program views reached 31.6 million. This year's TOKYO GAME SHOW, held online for a second time, will be a place to convey more of the potential of games and the enrichment that games bring to society, despite various difficulties. Please stay tuned.

The theme of TOKYO GAME SHOW 2021 Online

”We’ ll always have games.”

2020. TGS has recognized again.

Games may be closer the distance between people.

Games may become the engine of the world in the future.

It was a year that surprised the world with the great potential of games.

2021. TOKYO GAME SHOW celebrates its 25th anniversaries.

Where will the game go in the next 25 years?

How will life change when the game changes?

Because of this time, TGS wishes to create a place where all the people who grew up with the game can be gathering regardless of their position or age.

The various things that will be born there will surely become an ale for tomorrow.

This year, TGS recreates the new TOKYO GAME SHOW.
With such enthusiasm, TGS creates a lively future from here with everyone who likes games.

Key points of TGS2021 ONLINE

The TGS2021 ONLINE portal site (<https://tgs.cesa.or.jp/en/>) is scheduled to open for the general public on September 1st, 2021 (Wed), and the following features will be held online as the show approaches.

- **All official programs will be streamed with simultaneous English interpretation**

Official programs by the organizer and exhibitors will be streamed online for 4 days. YouTube, Twitter, niconico, Twitch, Facebook, Douyin, DouYu, bilibili, and other leading video platforms in Japan and abroad will stream globally to Japan, Europe, the United States, and China. In addition to the Japanese version (original version), a simultaneous English interpretation version will be streamed in parallel for all programs this year.

- **The trial version demo feature will expose you to the appeal of new games**

In cooperation with the online stores of game platforms, we are presenting a feature that allows game fans to play trial versions of new games online for free.

- **Thrilling Buying Experience at the Amazon.co.jp Special Venue**

This year, customers will again be able to purchase a variety of products as they watch all kinds of TGS content live at the Amazon.co.jp Special Venue. TGS also provides the opportunity for immersive product purchases (live commerce) linked to the exhibitor's program.

- **Business matching system**

This year, we will again provide a business matching system that allows exhibitors and trade visitors to conduct business meetings online. Within the business matching system, B-to-B seminars will also be streamed by the organizer and sponsors to provide new business tips and solutions.

- **Demos and exhibitions for the press and influencers**

We will set up an offline venue at Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture) where the press (TV, newspapers, magazines, websites, etc.) and influencers (game commentators, streamers, game-loving celebrities, entertainers, etc.) can actually play games and cover the event. At the venue, each exhibitor will set up a booth for playing demos and an exhibition, and a press conference for reporters will also be held. Creating a place for exhibitors, the press, and influencers to interact with each other will promote the spread of information and communicate the appeal of the games and the action of TGS2021 ONLINE to as many people as possible.

- **We are planning an online "experience" tour that allows general visitors to have a simulated experience of the venue!**

In collaboration with HIS, we will hold an online "experience" tour for general visitors around the

"Trial Play and Exhibition Area for the Press and Influencers" venue (The tour participation is fee-charged). Create opportunities for interactive and special experiences, such as visiting exhibitors' booths online, seeing the inside of the venue, and communicating with game creators. We will provide new ways to enjoy online events.

* The above is the scheduled content as of March 30, 2021 (Tue). The content may change depending on the future preparation status and exhibitor application status.

We are also considering various features in addition to the above. As soon as decisions are made, we will inform you in a press release.

* In the demo and exhibition area for the press and influencers, we will take thorough measures to prevent the spread of novel coronavirus infections. Exhibitors, the press, and influencers will be informed of the details later.

* General visitors are not allowed to visit the "Demos and Exhibitions for the Press and Influencers" venue.

■ **TOKYO GAME SHOW 2021 Online Overview**

Title : TOKYO GAME SHOW 2021 Online (TGS2021 ONLINE)

Organizer : Computer Entertainment Supplier's Association (CESA)

Co-Organizer : Nikkei BP / DENTSU, Inc.

Support : Ministry of Economy, Trade and Industry (planned)

Dates : September 30th (Thu) to October 3rd (Sun), 2021

* The list of exhibitors will be released on the TGS2021 ONLINE portal site in early August.

August 20th (Fri) Business matching system made available.

September 29th (Wed) will be online business meetings ONLY.

Show format : Online (<https://tgs.cesa.or.jp/en/>)

★ **Demos and exhibitions for the press and influencers**

Dates : 10:00 to 17:00 September 30th (Thu) to October 3rd (Sun), 2021

Venue : Makuhari Messe Exhibition Hall (2-1 Nakase, Mihama-ku, Chiba City, Chiba Prefecture)

* We will provide further guidance to the press and influencers. In addition, influencers will be invited by the management office to visit the venue.

* General visitors are not allowed to visit.

■ Exhibitor registration schedule

Exhibitor application deadline: June 25, 2021 (Fri)

Official exhibitor program slot selection meeting:

July 9, 2021 (Fri): Exhibitors in order of priority ① and ②

July 16, 2021 (Fri): Exhibitors in order of priority ③ and ④

* Priority ①: Video game console platformer

Priority ②: 2020 Official Exhibitor Program Exhibitor

Priority ③: 2020 general exhibitors

Priority ④: Other exhibitors

Selection meeting for demo and exhibition booth locations for the press and influencers:

July 26, 2021 (Mon): "Program Exhibition (Official Exhibitor Program)" Exhibitors

July 30, 2021 (Fri): "Online Exhibition" Exhibitors

Exhibitor briefing session: July 30, 2021 (Fri)

⇒ For details on exhibiting, please check the document "Exhibitor Information" below.

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

■ Amazon.co.jp Special Venue Registration Schedule

Amazon exhibitor application deadline: PLATINUM Plan or GOLD Plan : June 18th (Fri)

Entry Plan or Display Only Plan : June 25th (Fri)

* The application for a plan is based on the premise that you have applied for a program exhibition or online exhibition.

⇒ For details on the Amazon.co.jp Special Venue,

it will be released soon at <https://tgs.cesa.or.jp/en/>