

**TOKYO
GAME SHOW
2021**

ONLINE

Guide to Official Exhibitor Program

Remarks

TOKYO GAME SHOW 2021 | ONLINE

TOKYO GAME SHOW (TGS) will be holding online this year.

TGS2021 ONLINE will deliver the official program from 10:00 in the morning to 24:00 over the four days of the event, and will be able to watch them at TGS Official Channels on YouTube, Twitter and various video platforms in Japan and overseas.

In addition to distributing organizer programs such as keynote speeches, the Japan Game Awards, and the indie game pitch event "Sense of Wonder Night (SOWN)" TGS prepares a frame for distributing exhibitor programs (TGS Official Exhibitor Program).

Join the "Official Exhibitor Program" where the official exhibitor programs can be distributed.

Program Broadcasting Period

September 30 (Thu) ~ October 3 (Sun) 2021

Exhibit Fee (tax inclusive): TGS Official Exhibitor Program

General Slot	JPY 2,750,000
Golden Slot	JPY 3,850,000

※General Slot Time: 10:00am – 5:50pm / Golden Slot : 6:00pm – 11:50pm
(based on Japan Standard Time)

※Above fees are included TGS Online Exhibit fee.

Program Outline

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● The program provides participating exhibitors the following items, service and functions

- ※ Exhibitor name will be posted on the [Exhibitor List] on TGS2021 portal. In addition, each exhibitor's introduction will be linked from the exhibitor list.
- ※ Exhibitor introduction pages will be available in Japanese and English (Japanese and English information prepared by each company will be posted respectively).
- ※ ALL exhibitors will be entitled to use TGS Business Matching System for free. The system provides to connect with other exhibitors and paid trade visitors as well.

● Providing Exhibitor's Slot in Official Program (50 minutes per slot)

- ※ 1 Slot: 50 minutes ※ Up to 2 consecutive slots (Total 110 minutes) available upon availability. (Exhibition Fee for the program will be double.)

● Available Slots: September 30 (Thu) through October 3 (Sun)

- ※ Available Slots: See next page in "Yellow" for General Slots and "Brown" for Golden Slots.
- ※ Contact OMO if you wish to deliver at a time other than the program frame in the timeline.

● Programs will be streaming at the following TGS channels.

**YouTube / Twitter / niconico / Twitch / Facebook / TikTok / Douyin
DouYu / bilibili**

- ※ If the exhibitor wishes to distribute own channel(s), it will be available upon request.

● Program Time Slot is decided by "Program Time Slot Selection Meeting" with followed by 2 selection priority orders

- ※ TGS2021 Official Exhibitor Program Time Slot Meeting will be holding on July 9 (for Priority ① and ②) and July 16 (for Priority ③ and ④). At the meeting, each exhibitor picks up the appropriate slot(s) in the order of selection priorities. After selecting by Priority ① and ② exhibitors, the Management Office will inform the exhibitors of Priority ③ and ④ for the vacant time slots in advance. In case of a larger number of exhibition applications exceeding the available slots, it will be possible that the available time slots will be filled before all the selection orders come around. In this case, if there are no more available slots, exhibitor will be asked to decide whether to cancel the exhibition (no cancellation fee will be charged.) or to exhibit "Online Only". The right of decision by applicable exhibitor(s) will be remained by one business day after the selection meeting.

Selection Priority

Priority ① : Game Console Platform Company

Priority ② : Exhibitor that participated in the preceding show (TGS2020 ONLINE) with Official Exhibitor Program

Priority ③ : Exhibitor that participated in the preceding show (TGS2020 ONLINE) with online exhibit only

Priority ④ : Other Exhibitor

- ※ Regarding the selection priority ① and ②, the companies with the largest number of slot participations in 2020 will be prioritized. For other selection orders, exhibitors who have met the exhibition application deadline timeline, and CESA member will be given priority under the same conditions. For priority ③ and ④, the companies which "met with application deadline", and CESA members will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.
- ※ 1 company has 1 slot basis. However, if there are available slots remain, exhibitor can apply for multiple slots (50 minutes/1 slot).

※ Program Time Slot Meeting will be holding online.

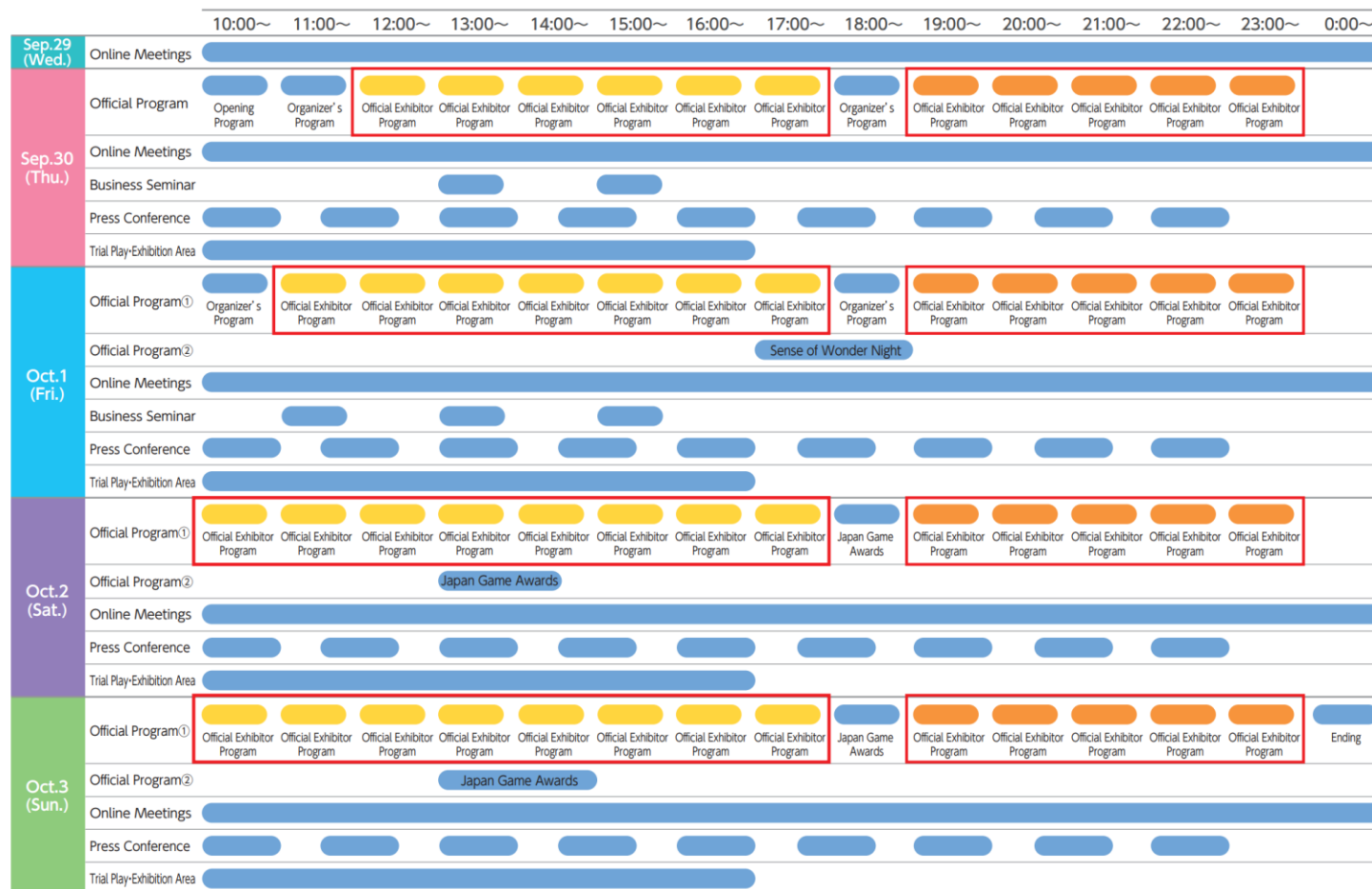
Slot Time Schedule (Tentative)

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Official Exhibitor Program Time Slots Schedule

※Timetable is subject to change without prior notice.

General Golden



- Exhibitors can select the implementation frame of Official Exhibitor Program from the part surrounded by red line.
- If an exhibitor wishes to set the program between midnight and 6:00am, additional extra-hour fee will be charged.
- The above time zone is based on JST (Japan Standard Time).

Supplementary Items

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●The organizer will arrange the general MC, distribution studio (including basic decoration and waiting room), program director, script, and directions.

- ※It will be live-streamed from the studio set up by the organizer at Makuhari Messe. If the exhibitor wishes to use the studio other than provided studio, please arrange by the exhibitor. In addition, in the case of distribution from another studio, an additional distribution fee will be charged.
- ※The basic set of the studio is a digital background created by chroma key composition.
- ※If the performers cannot come to the studio, the organizer will also support online participation. (Upon consultations)
- ※If you wish to pre-record / edit (by the organizer), it will be an option (charged). The pre-recording schedule will be decided upon prior consultations.
- ※The program can be produced by a production company arranged by the exhibitor, or the video (complete package) pre-recorded by the exhibitor can be distributed, but the participation fee will be the same.

●In order to strengthen promotions for overseas, the organizer will arrange an English simultaneous interpreter and distribute the English simultaneous interpreter version in parallel with the original version. (Included in the exhibition fee)

- ※Organizer assigns simultaneous English/Japanes interpreter. Optional (charged) if you wish to have a simultaneous interpretation version in a language other than English.

●Simulcast will be delivered on TGS Official Channel.

- ※Simulcast video platforms are planned to be YouTube, Twitter, niconico, Twitch, Facebook, TikTok, Douyin, DouYu, bilibili and other platforms.
- ※Simulcast can also be delivered to the exhibitor's owned channel. (Only for desired exhibitors)
- ※The delivered programs will be archived on the official channel of each video platform. If archiving is not possible, please let us know in advance.
- ※For companies that participated in the official exhibitor programs, programs produced and distributed by the exhibitors can also be simulcast on the TGS official channel (only for companies wishing to do so).
- ※If the delivery times overlap, up to 2 programs will be available in the same time zone.

Arrangements by Organizer¹

※Produced by Dwango

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Staff Compositions Per One Program

- **Director (staff:1)** Program Production, Time Management, Performance on the Day of Event
- **Assistant Director (staff:1)** Contacting performers to help director (including logistic support)
- **Program Configuration** Managing program structure and script
- **Switching (staff: 1)** Switching and adjusting images such as cameras, game consoles, images, and slides in the program.
- **Video Photographer (staff: 2)** Operating video camera (3 units)
- **Sound (staff: 1)** Sound switching and coordinating between performers, consoles, video data, and BGMs
- **Video Output** Managing multiple video output (from consoles, information, and remote controls)
- **Sound Input** Managing multiple sound source (from consoles, video data, BGMs, SE, and remote controls)
- **Interpreter Support** Adjusting the audio in simultaneous interpretation. Basic support available only in English
- **Broadcasting** Simulcast at TGS Official Channel at YouTube Live, periscope, niconico and other platforms

Arrangements by Organizer②

※Produced by Dwango

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Equipment Configurations (per 1 slot) ※(): number of unit

- **Switcher (1~2)** Video switching / composition *Basic number of inputs: 8 systems
 - **Video Camera (3)** Studio Video Productions
 - **Sound Mixer (1)** Voice switching / composition (01V)
 - **Microphone (5)** For studio performers ※Maximum number of microphones at studio: 5
 - **Supporting Remote Operations (1)** Output the video and audio from the remote tool to the screen
 - **Output from Game Consoles (2)** Up to 2 units can be stand by at the same time and display on the screen
 - **PC for output (1)** Output of slides, screen UI, etc.
- *In case of the display system is complicated such as e-Sports, arrangements upon consultations
- **Video Output (1)** Output of video data
 - **Streaming Equipment (3~)** For YouTube Live, periscope, niconico and other video platform
 - **Recorded Data (1)** Program out only, unedited, cloud data delivery

Program Materials and Equipment

- **Official Exhibitor Program Video/BGM** Opening Video, Jingle
- **Display Items** Performer's Name Plate
- **Play Cast List** Play Cast List for Production Staff
- **Script Book** Printing Program Script Book (Up to 20 copies)
- **Infection Prevention Measures** Non-contact thermometer, alcohol disinfectant, acrylic board, mask

Provided by Exhibitor

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- **Performer/Guest (★)** Casting of Performers, Guest, (Talent, Voice Actors, etc.), Hair Make-up Staff
- **Video Footage** Game Play Promotion Video and other footages
- **Slide** Introduction Slide ※1920×1080 with jpg format
- **Game BGMs** Use in the program
- **Game Consoles** Game Hardware machine that can use the titles introduced in the program
- **Decoration Items** Ornaments such as posters and stuffed animals
- **Program Cover Image** Images for advance notice such as YouTube Live, NicoNico Live Broadcasting
- **Background Image** For studio background
- **Program Title** Use for TGS2021 ONLINEや、YouTube Live、niconico and other platforms
- **Promotion Images by Performers** Use for the program, website

(★) The exhibition fee for TGS Official Exhibitor Program does NOT include for casting of guests (talents, voice actors, etc.) and various customizations. If the exhibitor wish to arrange, Management Office will quote separately.

Optional Price

※Per 50 Minutes/Slot (Tax Inclusive)

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● Late Night/Early Morning Slot (Japan Standard Time : 0:00am ~ 6:00am)

- Distribution of Pre-Recorded Contents **JPY 660,000**

※Additional 600,000 yen for distribution of programs recorded will be charged if the program holds in another studio

- Live **JPY 1,210,000**

※Live distribution at the studio in the Makuhari Messe Exhibition Hall prepared by the organizer

● Pre-Record (Accepting 3 programs per day with first-come, first-serve basis)

- Without Editing **JPY 1,210,000** ※Additional fee may be required with video editing

● Language Subtitle Input/Editing (including translation fee)

- Per One Language **JPY 440,000**

● Simultaneous Interpretation (excluding Japanese/English)

- 1 Language (Live) **JPY 660,000**

※Simultaneous interpretation is included in the pre-recorded program: 500,000 yen per language

● Live Distribution from non-Venue (excluding production and studio rental fees)

- Distribution Fee only **JPY 440,000**

※For special designs / decorations, productions, and other options tailored to the exhibitor, Management Office will make a separate quotation upon consultation.



Live Broadcasting Studio

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Live broadcasting and recording will be taking place following venue.

Makuhari Messe Exhibition Hall Special Studio

<http://www.m-messe.co.jp/>

Access

◆Train◆

- Approx. 30 minutes from Tokyo Station or 12 minutes from Soga Station to Kaihim Makuhari Station on the JR Keiyo Line. 5 minutes walk to Makuhari Messe.
- Approx. 40 minutes from Akihabara Station to Makuhari Hongo Station on the JR Sobu Line. 15 minutes by bus to Makuhari Messe.

◆Bus◆

1. For "Kaihim Makuhari Station"

Makuhari Hongo Station --JR Kaihim Makuhari Station (5 minutes walk to Makuhari Messe) 15 minutes

2. For "ZOZO MARINE STADIUM" / "Iryo Center"

Makuhari Hongo Station --Town Center (3 minutes walk to Makuhari Messe) 17 minutes

3. For "Makuhari Messe Chuo"

Makuhari Hongo Station --Makuhari Messe Chuo 17 minutes

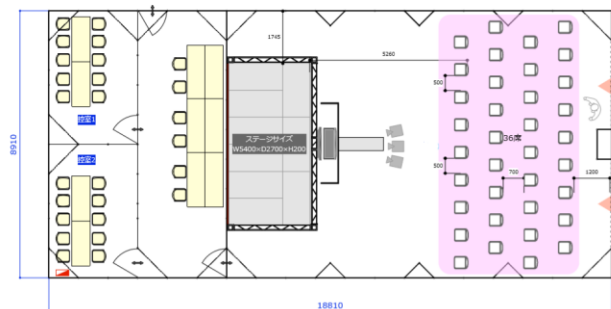
◆Car◆

- From Tokyo

Approx. 40 minutes from downtown Tokyo or Tokyo International Airport (Haneda) to Makuhari Messe via the Higashi Kanto Expressway (exit at the Wangan Narashino Interchange) or the Keiyo Toll Road (exit at the Makuhari Interchange). 5 minutes to Makuhari Messe from either exit.

- From Narita Airport

Approx. 30 minutes from [Narita International Airport](#) via the Higashi Kanto Expressway. 5 minutes to Makuhari Messe from the Wangan-Chiba Interchange exit



Studio Image

•Rehearsal

Official Exhibitor Programs will be distributed alternately in three studios with equivalent equipment. As soon as the previous show in the studio is over rehearsal at next program in designated studio will be launched.

•Studio Equipment *Refer for equipment list on page 7.

Consult with TGS Management Office in advance if the participating exhibitor wish to set additional studio equipment. Management Office does not support for editing video and audio in the studio.

•About the Access of Performer, Loading and Unloading

*Will inform the instructions in the [Exhibitor's Manual] in late July.

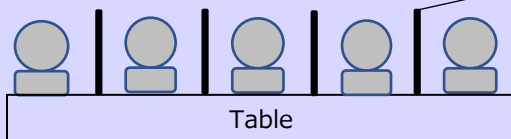
Pre-Recording

Details will be announced. (Refer to Page 9 for Options.)

Studio Configurations

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Game Introductions [Position] (Estimated Number of Performers: 5)



- ※Place a transparent acrylic board between the performers to create a gap about 70cm.
- ※Performers can be participated remotely.
- ※Please contact to Management Office if more than 5 people will appear at the same time.
- ※MC provided by organizer includes on this configuration.

[Program Configurations]

OOpening

- Remarks/Introductions
- Inviting guests

OIntroduction of Game Title(s)

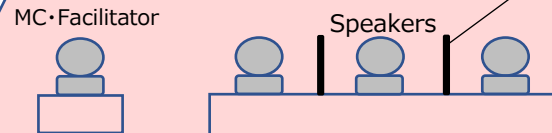
- PVs, Presentations, Game Plays

OEnding

- Information, Remarks
- ※ It is also possible to introduce multiple titles while changing guest performers.

Acrylic Board

Panel/Talk Sessions [Position] (Estimated Number of Performers:4)



- ※Place a transparent acrylic board between the performers to create a gap about 70cm.
- ※Without acrylic board, make a gap at least 2m.
- ※Performers can be participated remotely.
- ※Please contact to Management Office if more than 4 people will appear at the same time.

[Program Configurations]

OOpening

- Remarks, Introduction of session outline
- Inviting speakers

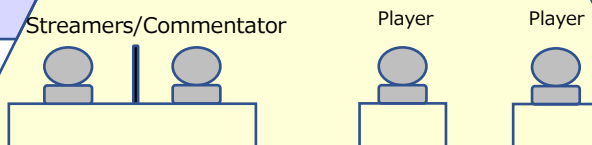
OTalk Session

- Speaking Session, Dialogue, Interview, Discussion

OEnding

- Wrap-ups, Remarks
- ※ Images, slides, etc. can be displayed as materials.

Game Plays (Exhibitions) [Position] (Estimated Number of Performers: 4)



- ※Place a transparent acrylic board between the performers to create a gap about 70cm.
- ※Without acrylic board, make a gap at least 2m.
- ※Players, streamers, or commentators can be participated remotely.
- ※Please contact to Management Office if more than 4 people will appear at the same time.

[Program Configurations]

OOpening

- Remarks, Exhibition Rules
- Inviting and introduce of athletes

OGame Exhibition Match

- Available for live commentary on the battle screen
- Consultation required regarding screen UI design and operation

- Dialogue at post-game match

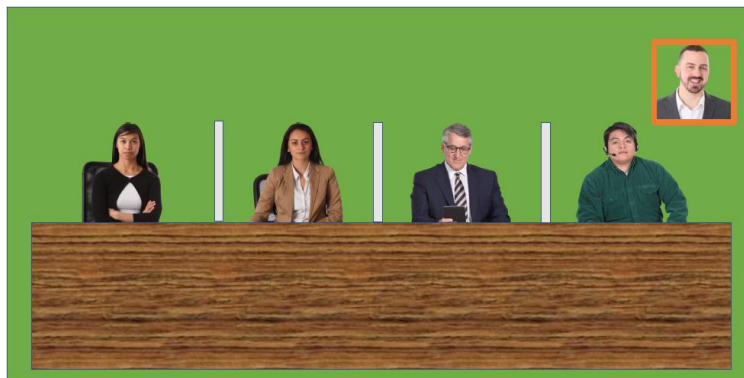
OEnding

- Closing Remarks

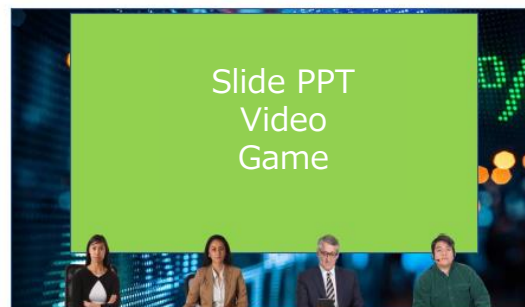
Basic Screen Configurations

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Image of On-site Performers Positions + Remote Performer



Other Screen Images



※Regarding the screen configuration, consult with us in advance about what can be reflected in the basic equipment configuration, alternative displays may be able to support other than this images.

Notes for Program Productions

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● Rights processing of videos, presentation materials, images, music, etc.

Regarding videos, presentation materials, music, etc. prepared by exhibitors, be careful not to infringe the copyrights and other rights of third parties. Please obtain permission from the exhibitor and process the necessary rights prior conducting official program.

If a problem such as infringement of the rights of a third party occurs, or if the third party is damaged as a result, the exhibitor is responsible for handling it.

● About game titles handled in the program

When distributing the "Official Exhibitor Program", please be sure to comply with CESA's "Guidelines for Advertising, etc. of Home Game Software for" Only for 18 years old and over "" such as Z titles.

<https://www.cesa.or.jp/uploads/guideline/cm-guide01.pdf>

● About program distributions

Distribution The "Official Exhibitor Program" will be distributed from the TGS official account. If you wish, you can also deliver from the exhibitor's account. (Consult separately for delivery method). Management Office will inform the exhibitor about the platform to be used separately.

● About the organizer promotion

① After the "Official Exhibitor Program" is distributed, the video material will be used for the TGS official website, SNS, and future TGS promotion.

② Regarding the contents (including created materials) and portraits that the TGS secretariat interviewed, photographed, and recorded during the session, in addition to the TGS official website and SNS. It may be used for the promotion of TGS.

● About the archive of "Official Exhibitor Programs" on TGS official channels, etc.

"Official Exhibitor Programs" will be archived on the TGS official channel after live distribution.

For archiving, permission for videos, presentation materials, music, guests, etc. prepared by exhibitors is premised on archiving.

Please contact the exhibitor in advance. * Except when archiving is not possible

● Secondary use of "Official Exhibitor Program" by exhibitors

After distribution of "Official Exhibitor Program", if the exhibitor uses the video for secondary use other than the archive of the TGS official channel, the office work is done in advance. Please inform to TGS Management Office.

* After the "Official Exhibitor Program" is distributed, we will hand over the video file as data.

* Please give permission from the exhibitor, etc. for the secondary use of the "Official Exhibitor Program".

* If the exhibitor uses the "Official Exhibitor Program" for the secondary use, no usage fee will be charged to the organizer.

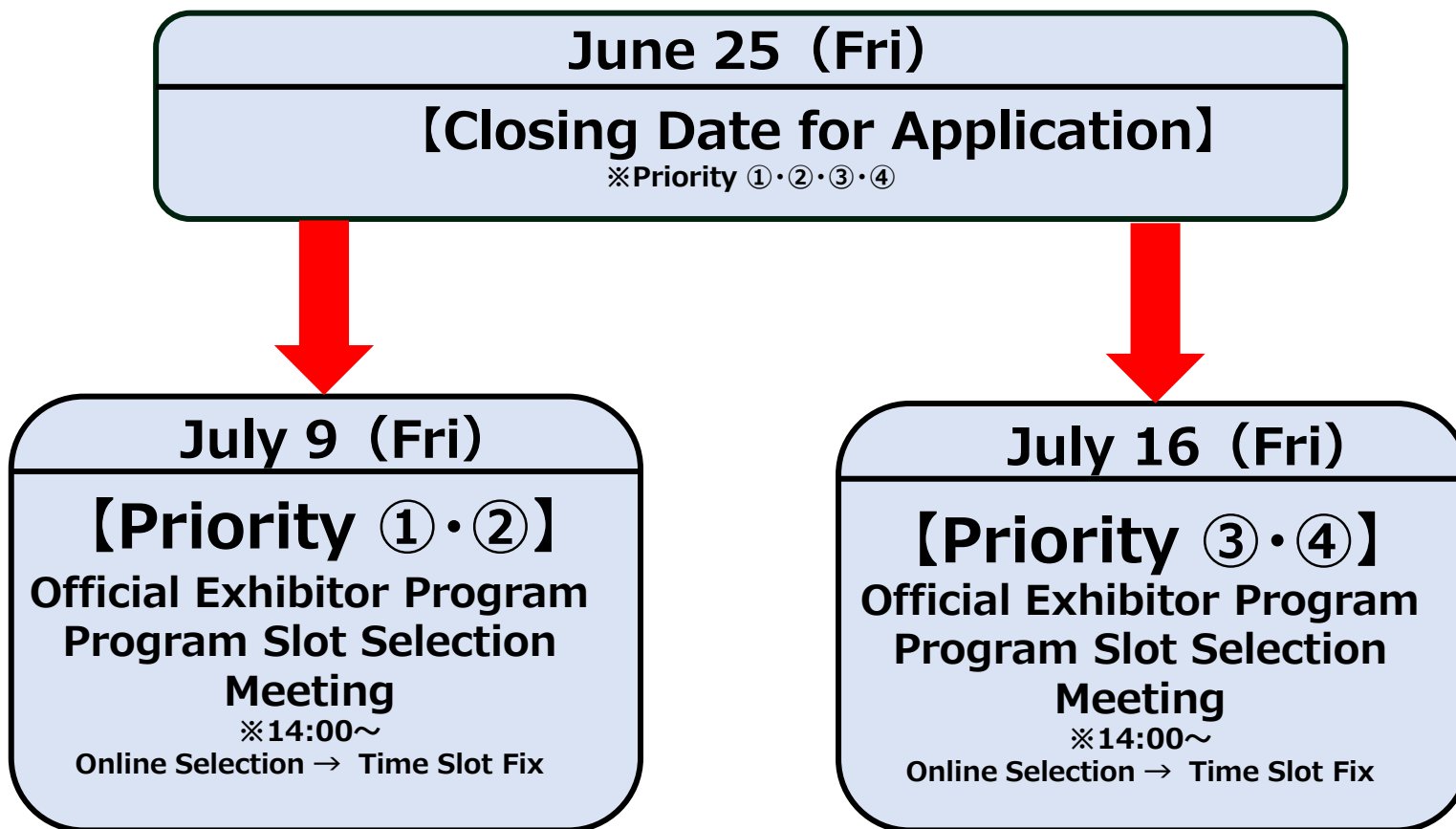
● TGS Management Office will confirm the contents of pre-recorded complete package delivery in advance.

● Take measures against Covid-19 infections. Please give consideration to the viewer not only in the operation of the recording site but also in the productions.

If Management Office and Organizer determine that there is a problem with the above contents, Management Office may ask the exhibitor to request corrections or stop / cancel the live distribution.

Timeline

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Selection Priority

※Slot Selection Meeting will be holding online.

Priority ① : Game Console Platform Company

Priority ② : Exhibitor that participated in the preceding show (TGS2020 ONLINE) with Official Exhibitor Program

Priority ③ : Exhibitor that participated in the preceding show (TGS2020 ONLINE) with online exhibit only

Priority ④ : Other Exhibitor

※Regarding the selection priority ① and ②, the companies with the largest number of slot participations in 2020 will be prioritized. For other selection orders, exhibitors who have met the exhibition application deadline timeline, and CESA member will be given priority under the same conditions. For priority ③ and ④, the companies which "met with application deadline", and CESA members will be given priority under the same conditions. If the conditions are still the same, a lottery will be held.

※1 company has 1 slot basis. However, if there are available slots remain, exhibitor can apply for multiple slots.

To Contact

**TGS Overseas Management Office
(OMO)**

【E-mail】

tgs@congre.co.jp

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