

# TOKYO GAME SHOW 2021

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## ONLINE

### Guide To Online Trial Play Project

**Updated: July 9, 2021**



# TGS2021 ONLINE Online Trial Play Project ①

TGS2021 ONLINE provides Online Trial Play opportunity for game enthusiasts around the world. The project offers TGS2021 ONLINE exhibitors to provide to introduce new gaming title as free trial. The project is FREE for exhibitors. Let's join!

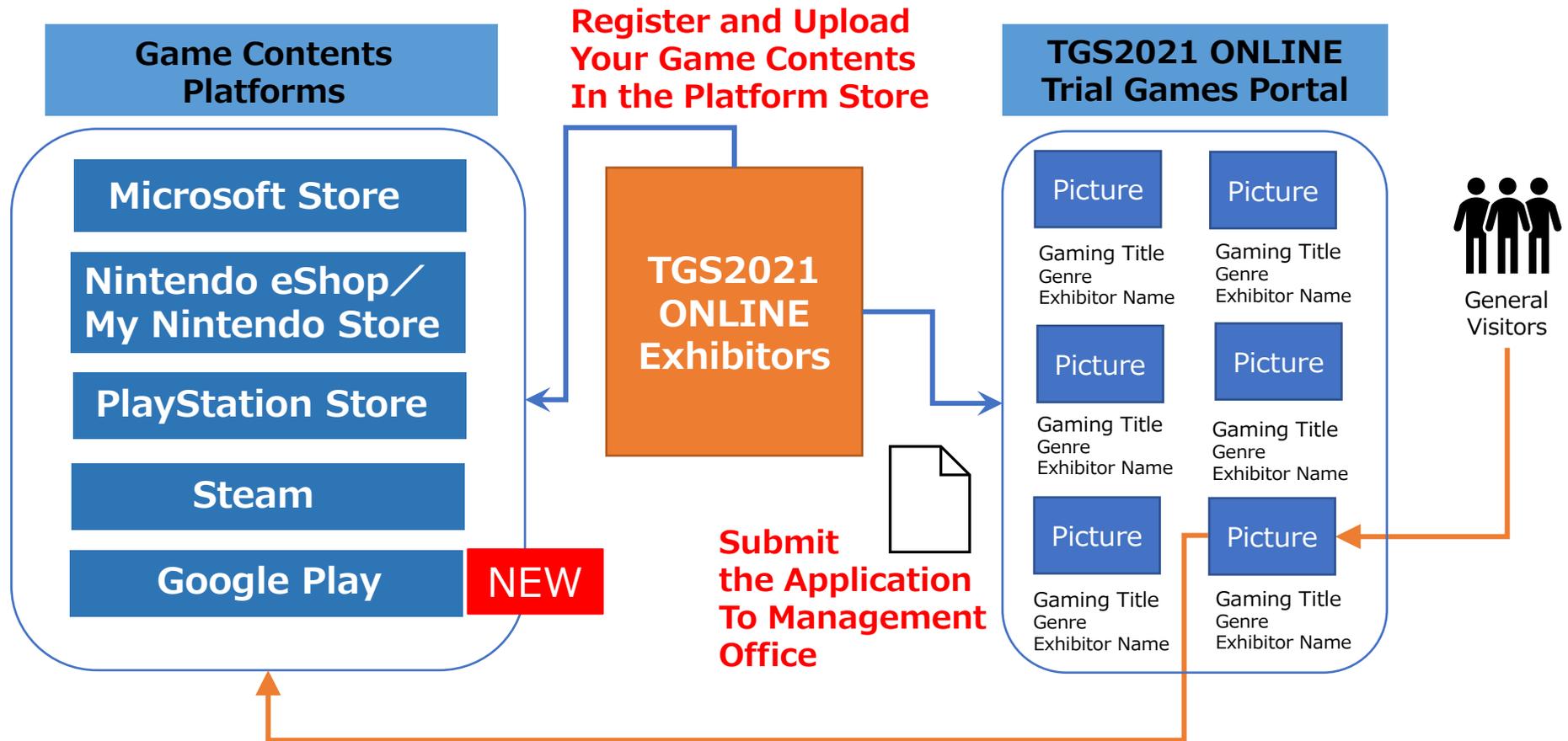
## 【Online Trial Play Project: Outline】

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- The "Online Trial Play Project" is an opportunity for game enthusiasts to play exhibitor's gaming titles for free as a TGS2021 ONLINE official project, regardless of whether it is an **"undisclosed / unreleased title"** or **"disclosed / released title"**. The project **intend to raise awareness and promote sale**.
- **Exhibitors prepare a trial version that they can play for free, and the exhibitors upload it to each platform stores. TGS Management Office collects information on the trial version from each exhibiting company and posts it on the TGS2021 ONLINE official website. TGS2021 ONLINE link to the URL of each store and trial version.**
  - \* Please inform TGS Management Office if the exhibitor wish to limit the number of people who can play for free, such as "only for download version reservations".
- TGS Management Office contacts each store for cooperation, such as announcing the trial version trial plan and preparing a special page (if available).
- "Trial Play" summary page on TGS2021 ONLINE official website will be available from **September 1 (Wednesday)**. The release timing and release period of the trial version can be decided by the exhibitor, but if you wish to publish it on the "trial version" summary page after September 2, the Management Office will select from the schedule dates in advance.

# TGS2021 ONLINE Online Trial Play Project ②

## [Implementation]



## 【Information From TGS Management Office】

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- TGS2021 ONLINE Trial Play will be available on **the following platform stores**:
  - Microsoft Store
  - Nintendo eShop/My Nintendo Store
  - PlayStation Store
  - Steam
  - Google Play **NEW**

※The trial version of for smartphone games is **ONLY** available on Google Play (Updated: July 9, 2021).
- To Apply : Fill in **Application Form (excel file)**. **Fee: FREE**
  - \* Submission information will be shared with each platform company.
  - \* **ONLY** game contents can be uploaded.
  - \* Exhibitors who offer trial versions at stores on each platform of "Nintendo Switch", "PlayStation", and "Xbox"

Please contact the person in charge of each exhibiting company of each platform together with the application form.
- Submission Deadline : **July 16 (Fri)**
  - ※ Fill in the attached Application Form (Excel) and send it by e-mail.
  - ※The entry deadline for Google Play is **Monday, July 26.**
- Documents to be submitted to the Management Office after entry (planned)
  - \*The form for submitting documents will be announced after the entry deadline.
  - Exhibitor Information (Exhibitor Name)
  - Game Title (Title Name, Genre, Summary, Product Information Link, etc.)
  - Contents Introduction for Trial Game (Platform, Trial Version URL, etc)
  - Game Title Thumbnail Image (JPEG, PNG) X 1
- Document Submission (tentative) : **August 6 (Fri)**

## 【Notes for Trial Version Distributions to Nintendo Switch】

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- ONLY publishers who are exhibiting TGS2021 ONLINE or TGS2021 ONLINE Official Exhibitor Programs and who have a license agreement with Nintendo can participate on this project.
- In order to deliver the trial version, the main story must have passed the lot check by Nintendo. If the game contents do not make it in time, it will not be available to play the trial version on Nintendo Switch. For more information, please contact the Nintendo representative.
- Titles that have not been applied to the TGS Management Office cannot participate in the project.
- For titles equivalent to CERO Rating "Z", please contact the Nintendo office and TGS Management Office for further instructions.  
CERO "Z" : <https://www.cero.gr.jp/en/publics/index/17/#block47>
- Please check the Nintendo Developer Portal for other points to note when distributing the trial version.

## [Notes for Trial Version Distributions to PlayStation]

- ONLY publishers who are exhibiting TGS2021 ONLINE or TGS2021 ONLINE Official Exhibitor Programs and who have a partnership agreement with Sony Interactive Entertainment (SIE) can participate on this project.
- Titles that have not been applied to the TGS Management Office cannot participate in the project.
- If you have passed the application deadline for entry or the deadline for submitting documents, you will not be able to participate in this project.
- For titles equivalent to CERO Rating "Z", please contact the Sony Interactive Entertainment office and TGS Management Office for further instructions.  
CERO "Z" : <https://www.cero.gr.jp/en/publics/index/17/#block47>
- The title of the trial version should be "**[Product Version Title] + [TGS Trial Version] (\*\*\*\*\* TGS trial version)**".
- The deadline for application for distribution to the PlayStation Store is 8 Days prior to the Store is posted after completing all preparations such as title ID registration and QA as in the case of normal trial version distribution (strict adherence to the deadline).  
※For details, please contact the Sony Interactive Entertainment Office.
- If the exhibitors wish to re-upload want the trial version of the released title, please contact the Sony Interactive Entertainment Office.

## **[Notes for Trial Version Distributions to Xbox]**

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- ONLY publishers who are exhibiting TGS2021 ONLINE or TGS2021 ONLINE Official Exhibitor Programs and who have a partnership agreement with Microsoft can participate on this project.
- Titles that have not been applied to the TGS Management Office cannot participate in the project.
- If you have passed the application deadline for entry or the deadline for submitting documents, you will not be able to participate in this project.
- Trial versions of "CERO Z" rating and "CERO Z-equivalent" titles cannot be played on Xbox.  
CERO "Z" : <https://www.cero.gr.jp/en/publics/index/17/#block47>
- If you wish to enter the trial version or unlock the released titles for a limited time, please contact the exhibitor's contact person in charge of Microsoft.

## 【Notes for Trial Version Distributions to Steam】

- ONLY publishers who are exhibiting TGS2021 ONLINE or TGS2021 ONLINE Official Exhibitor Programs and who have uploaded trial game on Steam Store can participate on this project. (See below for new product store pages on Steam )
- Titles that have not been applied to the TGS Management Office cannot participate in the project.
- Exhibitors who do not have a product store page on Steam will have a product store page on Steam.

### <Getting Started Steam Store Page>

**Note: All the following process ① to ④ will take about one month.**

- ① Refer to 「Steamworks Documentation」 (<https://partner.steamgames.com/doc/home>) and proceed to 「Getting Started」.
  - ② Upload the trial version and proceed to 「6. Preparing for Release」.
  - ③ When you reach to 「6. Preparing for Release」, please receive a review by Steam Support.
  - ④ After reviewing and approving by Steam Support, put your product store page on 「Full Release」.
- ※ For more detail, refer to Steam Support page (<https://help.steampowered.com/en/wizard/HelpWithPublishing>).
- After submission the application to this project, please send (1) the product store page URL, (2) Publisher ID, and (3) App ID to the TGS Management Office.

## 【Notes for Distributing Your Open Test Version on Google Play】

- TGS Online Exhibit or TGS Official Exhibitor Program, AND publishers allowed to distribute apps to Google Play Store can participate in this project.
- Titles that have not been submitted Online Trial Play Project application to TOKYO GAME SHOW Management Office cannot participate in this project.
- For preparations and precautions for distributing the Open Test Version on the Google Play store, confirm the URL below.

< <https://support.google.com/googleplay/android-developer/answer/9845334?hl=en> >

**※ The application deadline for newly added for Google Play is July 26 (Monday).**

# To Apply for Online Trial Play Project

To apply for TGS2021 ONLINE Trial Play Project, submit Application Form (attached Excel File) with fill in the required items and send to TGS Management Office.

★ Application Closing : July 16, 2021 (Fri)

※ The application deadline for Google Play is July 26 (Monday).

★ Submission To : [tgs-ope@nikkeibp.co.jp](mailto:tgs-ope@nikkeibp.co.jp)

【To Contact/Inquiry】

TOKYO GAME SHOW Management Office

E-mail : [tgs-ope@nikkeibp.co.jp](mailto:tgs-ope@nikkeibp.co.jp)