



TOKYO GAME SHOW 2021 ONLINE 2nd Announcement!
Keynote Speakers Unveiled!
46 Titles of Free Trial Play Added!
"TGS Forum" sponsorship seminar speaker announcement!

Computer Entertainment Supplier's Association ("CESA", Chairman: Hideki Hayakawa) announced today the Keynote speakers of TOKYO GAME SHOW 2021 ONLINE ("TGS2021 ONLINE") which will be held from September 30 (Thursday) to October 3 (Sunday) and enlisted it on the official website <<https://tgs.cesa.or.jp/>>.

The Keynote will be held with the aim of drawing the future of the game from the discussions of key persons, based on various events and trends surrounding the video game. It will be delivered from 11:00 to 11:50 on September 30th (Thursday), the first day of the TGS2021 ONLINE.

This year, under the theme "We'll always have games.", with the keyword "digital revolution", creators who are active in the frontline of game production about the evolution of game expression and the future of game communications and game experiences.

The first speaker is Konami Digital Entertainment's Seitaro Kimura, who is currently a producer of "eFootball™ 2022" and has been involved in the "PES (Pro Evolution Soccer)" production team since 2001. The second person is Mr. Morimasa Sato of Capcom, who served as the first director of the latest work "BIOHAZARD VILLAGE" and contributed to gain high acclaim worldwide. The other is Mr. Katsuhiro Harada of BANDAI NAMCO Entertainment, who has been involved in the "TEKKEN" series for 27 years as a project leader and is currently working on new IP development.

Please look forward to what kind of future the game will look like through the dialogue between these three people and Mr. Katsuhiko Hayashi, the representative of the Famitsu Group, who overlooks the game scene through many interviews.

In addition, today, the speakers of the "TGS Forum" sponsorship seminar have been released, and 46 titles of "Online Free Trial Play", which allows you to play the trial version of the game for free, have been added.

TGS2021 ONLINE is held under the theme of "We'll always have games." While daily life and activities are restricted, we will communicate the charm of games and what can be achieved only by games online and offline. Please continue to pay attention to TGS2021 ONLINE.

Newest and Updated Information Are Posted on TGS Official Website!

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

■ Keynote speakers unveiled ※Japan Standard Time /UTC+9

●September 30 (Thu.)

11:00-11:50 Keynote "We'll always have games. "

2021. TOKYO GAME SHOW celebrates its 25th anniversaries. Where will the game go in the next 25 years? What will happen to the game? The game creators are talking about the Great Change that is happening in the Game World.



Seitaro KIMURA

eFootball™ series Producer
Konami Digital Entertainment

In 1998, KIMURA joined Konami Digital Entertainment as a programmer. He has been on the "PES (Pro Evolution Soccer)" production team since 2001. He has since been involved in soccer titles as a producer since 2020, after working as a director and assistant producer. He is currently the producer of "eFootball™".



Morimasa SATO

Director, Consumer Games Development Division 1 R&D Department 1
Capcom

In 2014, SATO joined Capcom as a planner. In "BIOHAZARD 7 resident evil", in addition to the main scenario, he is involved in the overall game such as level design. He is also the lead game designer for the trial version of "BIOHAZARD 7 resident evil" and the DLC "End of Zoe". As a director of "Resident Evil Village", he continues to create scenarios and design general games following the previous work.



Katsuhiro HARADA

Chief Producer / Game Director
BANDAI NAMCO Entertainment

After graduating from Waseda University, HARADA joined NAMCO (currently BANDAI NAMCO Entertainment). He has been in charge of character design and animation control script development, including planning. He has also been a project leader for the Tekken series for 27 years and is currently working on new IP development while continuing his research in community management and marketing. His masterpieces include "Tekken" series, "Soul Caliber" series, Pokkén, and VR summer lessons.



Moderator

Katsuhiko HAYASHI

Famitsu Group Representative
KADOKAWA Game Linkage Inc.

After working as the editor-in-chief of "Weekly Famitsu", became Famitsu Group Representative from April 2020. In the ever-evolving gaming industry, he aims to create time-leading services and content.

■ "TGS Forum" sponsorship seminar speakers have been decided!

Four of the five session speakers of the "TGS Forum" sponsorship seminar focusing on the latest trends and business trends in the game industry have been decided. Exhibitors and paid participants for business purposes can view it by logging in to TGS Business Matching System.

* Paid participation in business matching system : <https://client.eventhub.jp/ticket/5Tx4XLA5J>

* All the seminar is available on demand basis.

* If you view sponsorship seminar, your personal information registered in the business matching system will be shared with the sponsor of such seminar as provision to a third party.

“How to Go Big & Go Local with Instagram” (Sponsored by : Facebook)

Topic1. How Facebook has contributed to gaming industry Topic2. Value of Instagram in Japanese market Topic3. The best practice of ad creatives for gaming

Masahiro Ajisawa	Facebook Japan, Managing Director
Ayako Uemura	Facebook Singapore, Client Solutions Manager
Ryosuke Nishio	Cygames, PR Manager
Hatsume	Game Streamer
Hajime Okazawa	Facebook Singapore, Client Partner Manager

“Women in Gaming” (Sponsored by : Facebook)

The “Women in Gaming with Facebook” event will be a program that will include a keynote presentation and a panel discussion on how the gaming industry can integrate diversity and inclusion into all aspects of gaming, specifically on increasing women representation in the industry.

Maya Okui	LINE, Executive Officer and General Manager, Game Business Division
Yuko Nemoto	mixi, Corporate Officer Chief General Manager Monster Strike Business Operations
Sandhya Devanathan	Facebook Singapore, Director of Gaming, APAC
Saya Muraki	Facebook Singapore, Client Solutions Manager, Global Gaming
Minori Toyoi	Facebook Japan, Client Partner, eCommerce / Women@ Facebook Japan Co-lead
Sha Tao	Facebook Japan, Client solutions partner, Tech&Telco Industry / Women@ Facebook Japan Co-lead
Kumi Tominaga	Facebook Japan, Head of Creative Shop / D&I Council Lead

“Bringing JP Games to the World! FB Gaming strategies for business success.”

(Sponsored by : Facebook)

Recently, Japan gaming market has been increasing moderately but Japanese gaming companies are facing further competition in Japan market. On the otherhand, global gaming market grew faster with higher growth rate. In this session, we will talk about how to leverage Facebook platform to make your game successful, given the current global market.

Yosuke Arai	Facebook Singapore, Client Partner Manager, Global Gaming
Shigeo Tadakuma	Facebook Singapore, Regional Manager, Japan, Facebook Audience Network
Tetsuro Suzuki	AppsFlyer Japan, Director of Sales

“Pangle User Acquisition strategy and monetize index for game publisher.”

(Sponsored by : Pangle)

1,About Pangle 2,Game performance index 3,deep dive to Pangle puzzle game 4,Introduce Pangle monetize case study 5,Pangle user acquisition.

Yuki Inoue	Bytedance Pangle business development manager
Ryoma Ono	Bytedance, Monetization Product-TikTok Monetization Product-Product Strategy and Operation-APAC

■ New 46 Titles of Online Free Trial Play Added

Free Trial Play offers game fans opportunities to play exhibit-related titles for free through online, regardless of whether before-announcement/unreleased titles or announced/released titles.

Exhibitors are preparing free trial versions to be delivered on console, PC, and smartphone online stores including "Microsoft Store", "Nintendo eShop/My Nintendo Store", "PlayStation Store", "Steam, and "Google Play". They can play with them through links from the summary page of TGS2021 ONLINE official website.

Additional 46 titles of free trial versions are released today followed by the release of new trial versions on September 30 (Thursday). Finally, over 250* trial versions are planned to be available.

<https://tgs.nikkeibp.co.jp/tgs/2021/en/contents/trialplay.html>

* If the same title is distributed on multiple stores, each store is counted.

■「TOKYO GAME SHOW 2021 ONLINE」 Outline

Event Name : TOKYO GAME SHOW 2021 ONLINE

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

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 30 (Thu.) – October 3 (Sun.), 2021

*September 29(Wed.) will be online business matching ONLY.