



**TOKYO GAME SHOW 2021 ONLINE Kicks Off !
351 Exhibitors Are Exhibited
Delivered 46 Programs in 4 days !
Amazon Special Site & TGSVR2021 Open
Deliver 232 Titles on Free Online Trial Play
Trial / Exhibition Area for Press & Influencers opens today**

Computer Entertainment Supplier's Association ("CESA", Chairman: Hideki Hayakawa) will hold the TOKYO GAME SHOW 2021 ONLINE ("TGS2021 ONLINE") for four days from today, September 30th (Thursday) to October 3rd (Sunday) < <https://tgs.cesa.or.jp/en/> >.

TOKYO GAME SHOW delivers new titles for various platforms including game consoles, smartphones, and PCs as well as wide range of game-related information. During the exhibition period, it will distribute official programs (organizer's programs / official exhibitor's programs, etc.) and set up the Amazon Special Site to offer game products and goods.

Furthermore, today, the first virtual space "TOKYO GAME SHOW VR 2021" at TOKYO GAME SHOW will open. All participating titles of "Free Online Trial Play" that game fans can download and play trial versions such as new titles for free are released. TGS2021 ONLINE have also opened an offline venue (real venue) where the press and influencers can interview and try out new game titles.

The number of exhibitors at TGS2021 ONLINE is 351. The breakdown of the number of exhibitors by region is 160 from Japan and 191 from overseas. The countries / regions in order to the number of exhibitors are South Korea (32), Taiwan (19), China (17), the United States (17), Poland (9), Chile (8), Malaysia (8), Canada (7), Spain (7), Czech Republic (6) and Germany (6).

The official program starts with the opening program that welcomes the official supporter Magical Lovely. Over the four days of the event, TGS2021 ONLINE will deliver 46 programs, including 10 organizer's programs such as Keynote, SENSE OF WONDER NIGHT, and Japan Game Awards, and 36 exhibitor's programs. You do not need to pre-register or log in to watch the program, and you can enjoy it for free.

TGS2021 ONLINE is organized with the theme "We'll always have games". Amid restricted everyday life and activities, TGS2021 ONLINE communicates charms of games and experiences realized only by games, via online and offline. Please enjoy the 4 days of TGS2021 ONLINE.

Information on TGS2021 ONLINE is available on the official website! !

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

■ Exhibitors and Exhibiting Titles and Products

of Exhibiting Companies and Organizations : 351 (Domestic: 160, Overseas: 191)

of Exhibiting Game Titles and Products: 2223

https://tgs.nikkeibp.co.jp/tgs/2021/en/exhibition/list_genre.html

Countries/regions exhibiting at TOKYO GAME SHOW 2021 ONLINE *Alphabetical Order						
Asia/Oceania (12)						
Australia	China	Hong Kong	India	Indonesia	Japan	Macau
Malaysia	Singapore	South Korea	Taiwan	Thailand		
Americas (9)						Middle East (1)
Argentina	Brazil	Canada	Chile	Colombia	El Salvador	Israel
Mexico	Peru	United States				
Europe (16)						
Belgium	Bulgaria	Cyprus	Czech	Denmark	Finland	France
Germany	Italy	Latvia	Netherlands	Poland	Russia	Serbia
Spain	Sweden	Switzerland	United Kingdom			

■ Official programs delivered over 4 days

There are 46 official programs to be streamed during four days of the event. The official programs will be streamed by various video platforms including YouTube, Twitter, Twitch, niconico, Facebook, and TikTok Live to generate lots of connections with game fans. For overseas, they will be streamed in cooperation with platformers and media including DouYu (China), bilibili (China), Douyin (China), HUYA (China), and IGN (United States). These programs will be also available on the Amazon Special Site (Amazon.co.jp) and TGS Special Page of Steam.

For almost all the programs, English simultaneous translation version will be streamed in parallel, apart from original version in Japanese. Chinese simultaneous translation and multilingual subtitles are currently being prepared for some of programs, to enhance communication to overseas.

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

[List of program viewing URLs by video platform]

- YouTube <https://www.youtube.com/channel/UCIFyIegrk4g6CFqGYCwTViA>
- Twitter https://twitter.com/tokyo_game_show
- niconico <https://site.nicovideo.jp/tgs2021/>
- Twitch <https://www.twitch.tv/tokyogameshow6/>
- Facebook <https://www.facebook.com/tokyogameshow>
- TikTok Live <https://www.tiktok.com/@tokyogameshow.official>
- Amazon Special Site <https://www.amazon.co.jp/tgs>
- Steam TGS Special Site <https://store.steampowered.com/sale/TGS2021>
- TGSVR2021 <https://tgsvr.com/>

TGS 2021 ONLINE		Official Program Time Table	
English/Chinese		2021.9.30 Thu ~ 10.3 Sun	
9.30 Thu	10.1 Fri	10.2 Sat	10.3 Sun
09:00 ~		Official Program	09:00 ~
10:00 ~	Official Program	Happinet	Official Program
11:00 ~	SENSE OF WONDER NIGHT 2021 (SOWN2021)	Tencent Games	S-Game
12:00 ~		Lilith Games	Japan Electronics College
13:00 ~			ARC SYSTEM WORKS
14:00 ~			
15:00 ~			110 Industries
16:00 ~	NTT e-Sports	GungHo Online Entertainment	NC
17:00 ~	Happinet	Japan Game Awards: 2021	GungHo Online Entertainment
18:00 ~	505 Games		Ubisoft
19:00 ~	SQUARE ENIX		AKRacing
20:00 ~	BANDAI NAMCO Entertainment	KOEI TECMO GAMES [Chinese]	Wright Flyer Studios [Japanese Only]
21:00 ~	Level 5 [Chinese]	KONAMI [Japanese Only]	miHoYo
22:00 ~	Sega / Atlas [Chinese]	DMM GAMES [Chinese]	fingger
23:00 ~			GRANSAGA
00:00 ~			TGS2021 ONLINE ENDING

【Official Programs】 ※Japan Standard Time /UTC+9

●September 30 (Thu.)

10:00-10:50 Organizer's Program

TGS2021 ONLINE OPENING

11:00-11:50 Organizer's Program

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.

12:00-12:50 GameraGame

GameraGame Now Tokyo Game Show 2021 Special

GameraGame, a Chinese indie game publisher, is here again at Tokyo Game Show! This time, we brought huge amounts of game information including "Dyson Sphere Program". More than 1.5 million copies sold, the popular sci-fi management game "Dyson Sphere Program" is starting to prepare the largest major update since its Early Access release. Tons of update plan and information will be unveiled at TGS. What's more, an Egyptian-style tactical strategy game series will announce its new work: "Warriors of the Nile 2". Plenty more new games and new information will be brought by Gamera Game at Tokyo Game Show event. Stay tuned!

13:00-13:50 SNK

[TGS2021 SNK]KOF XV SPECIAL PROGRAM

Here's the latest info on KOF XV, which releases Feb 17th, 2022!

There will be a special KOF program featured on the hit fighting game-focused show, "Fighting Game Cafe Hamejun". Fan-favorite hameko and Jun Utahiroba from the band Golden Bomber will join KOF top players as well as KOF developers. Get ready for character reveals, system breakdowns, and the first ever footage of KOF XV being played!

16:00-16:50 SK Telecom

SKT Games Live streaming

As the number one Telco service provider in Korea and the first Telco to provide the world with 5G, we're proud to present our gaming line-up ANVIL, Little Witch in the Woods, and Vapor World. SKT has launched multiple games since 2020 and is looking for the next partner to come and join our gaming venture.

17:00-17:50 Team Madness Games

TEAM MADNESS GAMES' LIVE Streaming

Team Madness Games' CEO will talk about their debut game It's Mealtime! main mechanics, core gameplay, release date & plans for future

18:00-18:50 Microsoft

Tokyo Game Show 2021 Xbox Live Stream

JUMP IN and join Xbox as we bring the joy and community of our gaming ecosystem to the world.

19:00-19:50 KONAMI

[KONAMI] New information to reveal for Yu-Gi-Oh! MASTER DUEL along with updates across key titles!

"TOKYO GAME SHOW 2021 ONLINE" KONAMI Special Program! We will deliver the latest information on a variety of KONAMI games including Yu-Gi-Oh! MASTER DUEL and many others! Introductions for other games are also coming soon! Stay tuned!

★KONAMI Tokyo Game Show 2021 Online Special Website★

<https://www.konami.com/games/event/tgs/?lang=en>*All programs will be distributed in Japanese language only.*Information contained in the video is as of the release date.©2020 Studio Dice/SHUEISHA, TV TOKYO, KONAMI ©Konami Digital Entertainment

20:00-20:50 Spike Chunsoft

Spike Chunsoft TGS2021 SPECIAL

We'll be bringing you a lot of information on Spike Chunsoft games!

Will give you the latest information on the upcoming Nintendo Switch version of "Danganronpa Decadence", the hot title PlayStation5/PlayStation4 "Dying Light 2 Stay Human", and many other titles. We'll also have the world's first look at actual play of "Danganronpa S: Ultimate Summer Camp"!

21:00-21:50 D3PUBLISHER

D3PUBLISHER TGS2021 OFFICIAL LIVE BROADCAST

22:00-22:50 CAPCOM

TGS2021 CAPCOM ONLINE PROGRAM - MONSTER HUNTER SPOTLIGHT -

Catch up on the latest details of the newly announced Monster Hunter Rise: Sunbreak, as well as news and updates for Monster Hunter Rise and Monster Hunter Stories 2: Wings of Ruin, courtesy of the development team.

23:00-23:50 IzanagiGames

Yurukill Special!

Moe Iori is Yurukill: The Calumniation Games official ambassador! Live gameplay + video message from Takuya Eguchi & Saori Hayami + new announcement!

●October 1 (Fri.)

10:00-10:50 Organizer's Program

IGN JAPAN Presents

Ask IGN Global: What the world really thinks of Japanese games

Japan has contributed many of the most iconic franchises in gaming history. But what do gamers around the world really think of Japanese games? This panel hosted by IGN JAPAN aims to answer that question. As the world's biggest videogame news site, IGN has editions in nearly 30 regions and 25 languages, so we'll ask editors in regions including the United States, China, Europe and Southeast Asia about the game scene in each part of the world, and the Japanese games that matter to them. Then we'll ask some of Japan's top game developers to respond. Don't miss it!

11:00-12:50 Organizer's Program

SENSE OF WONDER NIGHT 2021 (SOWN2021)

"SENSE OF WONDER NIGHT 2021 (SOWN2021)" is "Sense of Wonder" when everyone sees the concept of the world at the moment they see it or hear the concept. This year's event will be the 14th time as a project to discover game ideas that will cause game developers and provide game developers with opportunities for presentations and exhibitions at the TOKYO GAME SHOW venue.

16:00-16:50 NTTe-Sports

NTTe-Sports Special Program

NTTe-Sports aims to contribute to "connecting," "educating," and "revitalizing the community" by combining cutting-edge ICT and e-Sports. In this program, we will introduce the efforts of NTT e-Sports and the possibility of a competition for business people.

17:00-17:50 Happinet

Happinet GAME SHOWCASE in TGS2021 1st STAGE

18:00-18:50 505 Games

505 Games Upcoming New Titles Tokyo Game Show 2021

Get ready for the latest information on 505 Games' new titles, such as world-crafting sandbox "Grow: Song of the Evertree" and Co-op Monster-Raising RPG "Re:Legend" and more! We invite you this special show with dev team's story about the "Eiyuden Chronicle" and "Eiyuden Chronicle: Rising" with Yoshitaka Murayama, leading game design and scenario of the JRPG project, and Junko Kawano, leading character design. Eiyuden Chronicle receives massive support from the community in the Kickstarter. Don't miss the secret guest with the passion for the video game!

19:00-19:50 SQUARE ENIX

SQUARE ENIX PRESENTS TGS2021

SQUARE ENIX PRESENTS TGS2021 will give you the latest news about our upcoming titles, along with the pre-announced information.

20:00-20:50 BANDAI NAMCO Entertainment

THE iDOLM@STER STARLIT SEASON

21:00-21:50 Level-5

MEGATON Lab. in TGS 2021

22:00-23:50 SEGA / ATLUS

SEGA ATLUS CHANNEL : " SEGA NEW" TGS Special

SEGA NEW, the SEGA news variety show, is included as a special TGS program that is filled with the latest info on the newest SEGA and ATLUS titles straight from Makuhari Messe! A new SEGA RPG is also set to be announced!

SEGA/ATLUS TGS 2021 ONLINE <https://tgs.sega.jp/en/program/>

●October 2 (Sat.)

9:00-9:50 Organizer's Program

Famitsu Presents : The Appeal and Potential of RPG- Hironobu Sakaguchi and Naoki Yoshida / TGS2021 ONLINE Special Talk -

We are excited to have a special dialogue between Hironobu Sakaguchi, the creator of the "Final Fantasy" series and the creator of highly acclaimed "Fantasian," his latest title, and Naoki Yoshida, the producer/director of "Final Fantasy XIV" as well as the producer of "Final Fantasy XVI," the latest title in the series. They will discuss the appeal and the possibilities of RPG to their heart's content.*Please note that no new information of "FF" series will be announced during the broadcast.

10:00-11:50 Happinet

Happinet GAME SHOWCASE in TGS2021 2nd STAGE

12:00-13:50 Tencent Games

Tencent Games New Collection

Tencent Games will be showing the latest information of existing and upcoming titles, including the line strategy RPG Alchemy Stars featuring a breathtaking art style, the incredible fantasy MMORPG Code:D-Blood with stunning graphics and the super high-quality 3D RPG Saint Seiya Rising Cosmo.

12:30-14:00 Organizer's Program

Japan Game Awards: 2021 Amateur Division

14:00-15:50 Lilith Games

Lilith Games Warpath-武装都市-& New Game Release Conference

Introduce the charm of "Warpath-武装都市" that was newly launched this year. Release the trial versions of two new games scheduled to be launched next year.

16:00-17:50 GungHo Online Entertainment

18:00-19:50 Organizer's Program

Japan Game Awards: 2021 Games of the Year Division

The Japan Game Awards: 2021 Games of the Year Division Minister of Economy, Trade and Industry Award; Global Awards; Best Sales Award; Game Designers Award; and Special Award will be announced on Saturday, October 2 starting at 6:00 p.m. (Japan Standard Time /UTC+9). The Grand Award will be selected from among the Special Award. The masters of ceremony will be Hikaru Ijuin, known as the greatest gamer in the entertainment industry, and esports announcer Shohei Shibata. Media editors will be invited as guests and cross talk will held as this year's award recipients are announced! The Japan Game Awards: 2021 Games of the Year Division covers works that were released from April 1, 2020, to March 31, 2021, for which general votes are received from you. The award-winning works are selected by the Selection Committee. Which works will win the awards? Don't miss the announcements!

20:00-21:50 KOEI TECMO GAMES

A 2-Hour Livestream! KOEI TECMO Special Program (10/2) - TGS2021

Sat., Oct. 2 @ 20:00~21:50 (JST) - TGS2021 KOEI TECMO Special Program

KOEI TECMO's upcoming key titles will be featured in this approximately 2-hour program!

Split into two programs, find out the latest information on these 3 (+1 unannounced) titles.

Timetable

First half (20:00~)

NOBUNAGA'S AMBITION: Shinsei

DYNASTY WARRIORS 9 Empires

Second half (21:00~)

BLUE REFLECTION: Second Light

(unannounced title)

Guests

First half

Kenichi Ogasawara (Producer, NOBUNAGA'S AMBITION: Shinsei)

Akihiro Suzuki (General Producer, DYNASTY WARRIORS 9 Empires)

Second half

Kanako Yanagihara (Ao Hoshizaki voice actor, BLUE REFLECTION: Second Light)

Mel Kishida (Character design/Supervisor)

Related links

NOBUNAGA'S AMBITION: Shinsei official website (JP) - <https://www.gamecity.ne.jp/shinsei/>

DYNASTY WARRIORS 9 Empires official website - <https://www.koeitecmoamerica.com/dw9e/>

BLUE REFLECTION: Second Light official website - <https://blue-reflection.com/secondlight/us/>

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22:00-22:50 KONAMI

[KONAMI] Tokimeki Memorial Girl's Side 4th Heart Stage / Gameplay with Michiru & Hikaru!

"Tokimeki Memorial Girl's Side 4th Heart" (launching 28th October on Nintendo Switch™) We will present the gameplay with Mariko Kouda and Marika Kohno who are voice actors of Hanatsubaki sisters. Also, we will have special comments from gorgeous voice actors! Stay tuned for "Habataki-city" where you can see characters with rich personalities, and the rare occasion that those wonderful guests play the game!

<Guest *without honorifics>

●Gameplay :

Mariko Kouda (act as Michiru Hanatsubaki) / Marika Kohno (act as Hikaru Hanatsubaki)

●MC : Icchou Mori

●Appearance on video :

Yuki Kaji (act as Ryota Kazama) / Takuya Sato (act as Nozomu Sassa) /

Jun Fukuyama (act as Yanosuke Hiiragi)

23:00-23:50 DMM GAMES

TGS2021 DMM GAMES Special Program "Touken Ranbu Warriors TGS Travel Edition" & "DMM GAMES Special Information"

Dogma Kazami, Osamu Saegusa, Director from Koei Tecmo Games, Junta Inagaki Producer from DMM Games, will appear as MCs. Special guests Tomoaki Maeno, who plays Kunihiro Yamambagiri, and Kengo Takanashi, as Nagayoshi Yamambagiri, will be playing "Touken Ranbu Warriors" to get a closer look at the game's appeal!

DMM GAMES announced the 10th anniversary campaign which will be coming at the end of this year as a special information! Following with the latest videos related to the new title!

●October 3 (Sun.)

10:00-10:50 Organizer's Program

Is it really difficult to become a profession "game streamer"?What is the daily life and behind the scenes of production?

In 2020 (according to JAPAN ASSOCIATION FOR FINANCIAL PLANNERS) ranking of elementary school students (boys)'s "professions they want to be in the future", the 5th place is related to game production, and the 6th place is YouTuber, which is very popular with "game industry x influencer". Game streamers have a great influence on Generation Z. What is the daily life and production site of the game streamer who is longing for it? Popular game streamers will deliver the difficulty, fun, and rewardingness of making videos in a crosstalk format.

11:00-11:50 S-Game

New ARPG arrives, new expedition starts.

It is the live broadcast introducing the latest titles. Stay tuned with us for the newest information, don't miss out on it!

12:00-12:50 Japan Electronics College

Japan Electronics College[TGS2021]

Japan Electronics College will exhibit at TOKYO GAME SHOW for 26 consecutive years! This year too, we will introduce student works from three departments in the game field. Please have a look!

13:00-13:50 ARC SYSTEM WORKS

ASW SPECIAL PROGRAM

Tune in for the latest information on River City Saga: Three Kingdoms, River City Girls 2, and Guilty Gear -Strive-!

13:00-15:00 Organizer's Program

Japan Game Awards: 2021 U18 Division

15:00-15:50 110 Industries

The feature presentation of new AAA games in development under the 110 Industries umbrella

TGS2021 110 INDUSTRIES SPECIAL PROGRAM Featured products:- Wanted: Dead, a hardcore third-person shooter/slasher game currently in development by the Ninja Gaiden and Dead or Alive team. - Red Goes Faster, an interstellar adventure/racing game currently in development. - Vengeance is Mine, a post-existential third-person action/adventure game currently in development. Special appearances by: Yu Suzuki, Stefanie Joosten, Koji Igarashi, Dasha Rush, Fee Marie Zimmerman, Yoshifuru Okamoto, Hiroaki Matsui, Natsuki Tsurugai and Christian Aragones. ©110 Industries SA. All rights reserved.

16:00-16:50 NC

Welcome to the World of "Lineage W"

The upcoming "Lineage W" is a title that will be released with the determination to be the "definitive version of Lineage."

NCSOFT will be presenting this title with the determination to make it the "definitive version of Lineage," not only to the fans of the world's leading MMORPG game title "Lineage" series but also to those who are not yet familiar with "Lineage."

NCSOFT will be holding a special program at TGS 2021 to introduce the new expectations and charms of "Lineage" not only to the fans of the world's leading MMORPG series, "Lineage", but also to those who have not yet heard of it. We have prepared a unique program for you at TGS 2021.

Why don't you join us in the adventure of the new world created by "Lineage W" through "Lineage World"?

«Lineage W Official Website » lineagew.com

17:00-17:50 GungHo Online Entertainment

Ninjala TOKYO GAME SHOW 2021CUP

18:00-18:50 Ubisoft

UBISOFT DAY 2021 ONLINE × TGS SPECIAL PROGRAM

Special program for UBIDAY2021

19:00-19:50 AKRacing

AKTalking 2021

We will send you a fun talk live that will resonate with game fans.

20:00-20:50 Wright Flyer Studios

HEAVEN BURNS RED TGS2021 Special Program

21:00-21:50 miHoYo

22:00-22:50 finger

"finger" You will be the one of historical witness of the next-generation game distribution platform with NIJISANJI

"finger" is the next-generation game distribution platform presented by finger.IncThe live game streaming is finally in a new era!In this era, you are not just watching the live stream!The appeal of the "finger" that you will be able to participate in game via comments and items.We would like you to experience this new feature by Sara Hoshikawa and Kizuku Yashiro from the popular virtual river group NIJISANJI delivering the game!AirtimeScheduled for Sunday, October 3, 2021 from 22:00 to 22:50 JSTPerformerSara HoshikawaKizuku YashiroVisit our website at <https://www.corp.fingger.com/>

23:00-23:50 Gran Saga

Unpacked | Special Show

24:00-24:50 Organizer's Program

TGS2021 ONLINE ENDING

■ "TGS Forum" will be delivered on demand from today

TGS Forum, a BtoB seminar focusing on the latest trends and business development in the gaming industry will be delivered in the business matching system. Exhibitors and fee-paid business participants can watch a total of 9 seminars, including the organizer seminar and the sponsorship seminar.

- * fee-paid participation in business matching system : <https://client.eventhub.jp/ticket/5Tx4XLA5J>
- * All the seminar is available on demand basis.
- * All the seminar is delivered in Japanese

【Organizer's Programs】

"New chapter of Metaverse - A new society created by games and creators -"

Metaverse, where major companies have announced their entry into the market one after another, and the world is booming. The game space is the forerunner of the virtual world that is the stage of the Metaverse. A new society is beginning to emerge from games that incorporate SNS elements and have ability to create user-generated content. What kind of technological elements will be needed for the development of the Metaverse in the future? Looking ahead with the managers and creators about this torrent.

"Methods for discovery, development and marketing to make indie games a success"

With indie games recently becoming a hit in the world and Japan, many publishers are interested in how to discover, develop and market these products. Inviting the person in charge of "Sakuna: Of Rice and Ruin" which achieved a total of one million shipping globally and the person from Kodansha Ltd. that focuses on development of indie game creators in future, methods to make indie games a success will be explored, based on their actual experiences.

“The potential of e-Sports of working adults to connect companies”

More and more companies are now involved in e-Sports in varied forms, such as establishing e-Sports team in a company and supporting professional players and play-by-play announcers. In this session, having panelists from the companies that actually work on e-Sports, discussions will be conducted on the effects of e-Sports on companies from the perspectives of interaction between employees, welfare programs, securing human resources, work-life balance, and so on. It will explore the potential of e-Sports of working adults that could be a unique movement only in Japanese e-Sports.

“Gaming business’s future to be transformed by VR”

VR (virtual reality) technology has advanced both in hardware and software to spread as a new entertainment. What VR games will come into the spotlight in future? What drives the market to greatly flourish? There will be a heated discussion by Mr.Naoto Kato of Cluster, Inc. that expands “playing” VR space, Mr.Hironao Kunimitsu who is a founder of gumi Inc. and just appointed as CEO of Thirdverse Co., Ltd., a VR game developer, and Mr.Kento Kishigami, CEO of MyDearest Inc. that created VR hit products such as Tokyo Chronos.

【Sponsor’s Programs】

* 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.

“YMTC and its gaming SSD product PC005 Active with Xtacking® 3D NAND technology”

(Sponsored by : YANGTZE MEMORY TECHNOLOGIES)

The 30mins video will introduce you about the details of Yangtze Memory Technologies, Co., Ltd. and its high-performance gaming SSD PC005 Active with Xtacking® 3D NAND technology. Hope creators, e-sports gamers as well as the general users enjoy our movie session.

“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

“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.

“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.

“Think Gaming, Think Pangle: Monetize with TikTok For Business Demand and Grow Users with High IAP Impact.” (Sponsored by : Pangle)

Pangle is the go-to-place for monetizing apps, attracting users, and pushing boundaries of creativity. Established as the leading mobile advertising platform in Asia, Pangle enables global app developers to maximize earnings through exclusive TikTok For Business demand, and advertisers to reach out to a massive audience. In this informative and inspiring seminar, Pangle’s experts Yuki Inoue and Ryoma Ono will discuss following topics:

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

■“Online Free Trial Play” All 232 titles released

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. Today, a new title will be released and you can play all 232 titles.

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

■The Amazon Special Site Page opens today too.



Amazon’s special site opened today, where you can watch various TGS2021 ONLINE programs and enjoy shopping. Over the four-day period of TGS, not only will official programs (from the organizers / official exhibitors, etc.) be available, but programs sponsored by the proprietary exhibitors from Amazon’s special site too. You can check out the latest information and TGS contents. You can purchase exhibitor products and TGS-related products too. TGS official goods and Puma collaboration items will be exclusively on sale on Amazon. In addition, tickets for the TOKYO GAME MUSIC FES, which will be held on October 2 & 3, will also be available for purchase.

Amazon will also offer TGS content in Japan on its cloud-based voice assistant “Amazon Alexa” for limited time only until October 3. Alexa will tell you about the TGS streaming schedule, highlights and behind-the-scenes game tips in Japanese too.

We hope you will visit Amazon’s special site and enjoy TGS.

Amazon’s Special Site <https://www.amazon.co.jp/tgs>

■ The TGSVR2021 opens today!



TGS will deliver a new experience in its first VR space in the history of TGS for four days starting today. You will be able to enjoy various contents as if you were walking around inside the world of the game, where you could also meet a famous character

The application will be available for download from 9:00 a.m. on September 30 (Thursday). For more details, please visit the TGSVR2021 website below.

TGSVR2021 Event Dates : September 30 (Thu)~October 3 (Sun)

TGSVR2021 WEB Site : <https://tgsvr.com/>

■ Announcing all the songs featured in the TOKYO GAME MUSIC FES! A playlist of the original versions of the songs will be available on Amazon Music Unlimited! You can also learn the songs before the event!



The "TOKYO GAME MUSIC FES (TGMF)" will feature three omnibus stages featuring all kinds of great music from nostalgic games to the latest games, made possible only by TGS. In the two main stages, the "TGS Special Orchestra," which is specially organized for TGS, will deliver a massive performance of over two hours at the prestigious Suntory Hall.

The performance titles and music will be announced on the special website and TGS official SNS!

TGMF Special Site: <https://tgmf.ecchat.live/2021/lp>

The other Thumva stage will feature a big band, jazz quartet and other performances that are different from a full orchestra. There will also be revival live streaming today on September 30 (Thursday) and tomorrow on October 1 (Friday), so check out the Thumva Stage special page for more information!

TGMF Thumva Stage : <https://thumva.com/events/d9IzjrctdmJeFIt6>

You can enjoy both stages as many times as you like, anytime until October 31 (Sun). Please visit the TGMF special website for more information on tickets and performances.

TGMF special site : <https://thumva.com/events/d9IzjrctdmJeFIt6>

In addition, a playlist of original versions of some of the songs performed on the three stages of TGMF will be available on Amazon Music Unlimited only in Japan.

A total of 64 classic songs are available for your enjoyment (only in Japan).

TGS2021 ONLINE | TGMF Playlist : <https://music.amazon.co.jp/playlists/B09DFF1FB6>

A special campaign is also put in place for you to experience Amazon Music Unlimited for four months for free if you access the TGMF special site! Please visit the above TGMF special site for details on the campaign.

■ The Trial & Exhibition Area for Press and Influencers at Makuhari Messe opens today

In TGS2021 ONLINE that is organized online, Makuhari Messe is the physical venue where only the press and influencers can enter to actually play and experience new titles, products, and services by exhibitors. It opened today.

A total of 34 exhibitors and sponsor companies have booths, and in the organizer corner you can experience the virtual space "TGSVR2021" and watch the video of "TOKYO GAME MUSIC FES", as well as a game history panel exhibition commemorating the 25th anniversary of the TOKYO GAME SHOW. We have set up a lounge where influencers can shoot collaborative videos.

【Makuhari Messe – List of exhibitors】 ※Alphabetical Order

Aichi Institute of Technology / Artec / ASUS JAPAN / BANDAI NAMCO Entertainment /
BenQ Japan / CAPCOM / D3PUBLISHER / FORUM8 / Happinet /
Hiroshima City University x Movere / HyperGryph / IKEA Japan / InfoLens /
IzanagiGames / Japan Electronics College / Japan esports Union / Koch Media /
KOEI TECMO GAMES / KONAMI / Level-5 / Lightning Games /
Malaysia External Trade Development Corporation (MATRADE) / MONSTER ENERGY
NIHON KOGAKUIN COLLEGE / NOK / Oizumi Amuzio / Phoenixx /
RPG Time: The Legend of Wright / SEGA/ATLUS /
Shanghai Hode Information Technology / SNK / Vantan Game Academy /
WhisperGames / Wright Flyer Studios

[Organizer corner of Makuhari Messe venue]

Introduction area of TGSVR2021, TOKYO GAME MUSIC FES and Amazon Special Site

This booth offers TGSVR2021 experience, TOKYO GAME MUSIC FES video viewing, and information on Amazon Special Site. On devices such as the Amazon Echo series, you can hear TGS information by talking to the voice assistant Alexa.

TGS Fashion Area

TGS official T-shirts, hoodies, and PUMA collaboration T-shirts on sale at the Amazon Special Site will be on display. Designs with TGSVR2021 and TOKYO GAME MUSIC FES as motifs are also available.

Influencer Lounge

A corner where visiting influencers can freely play popular games that have colored the TOKYO GAME SHOW so far and shoot collaboration videos. You can take videos of battles with your companions, and videos of solo time attacks and score attacks. In commemoration of the 25th anniversary of TGS, there is also a panel exhibition that traces the history of the game as well as the history of TGS.

■ Free “Online Experience Tour” starts on October 1st!

Online Experience Tour (free of charge) conducted with the cooperation of HIS allows game fans to enjoy live video of the Makuhari Messe venue, which only the press and influencers can enter, while staying at home. In addition to the official supporter Magical Lovely, the Japanese tour will be guided by Okazu Club, JICHO KACHO, and Daian at each exhibitor's booth. The English tour will visit the exhibitor booth under the guidance of IGN JAPAN Chief Editor Daniel Robson and Twitch Streamer Starbitzychan. The tour will start tomorrow, October 1st (Friday) for 3 days.

To Apply TGS2021 Online Experience Tour, Click [HERE](#)

<https://www.his-j.com/corp/contents/cpn/tgs/>

Japanese-speaking tour



Okazu Club



Daian



JICHO KACHO

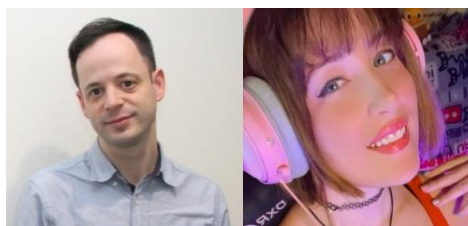


Magical Lovely

English-speaking tour



Directed by IGN Japan



Daniel Robson

Starbitzychan

Chief Editor, IGN Japan

Twitch Streamer

■「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

Period: September 30 (Thu.) – October 3 (Sun.), 2021

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