



TOKYO GAME SHOW 2021 ONLINE  
**Official Programs Attracted  
39.5 Million Views in Total**

**TGS2022 planned to be held at Makuhari Messe, Japan from Sep. 15 to 18, 2022**

Computer Entertainment Supplier's Association of Japan ("CESA", Chairman: Hideki Hayakawa) held the TOKYO GAME SHOW 2021 ONLINE (TGS2021 ONLINE) for four days from September 30th (Thursday) to October 3rd (Sunday).

351 companies and organizations exhibited at the online showroom, and during the exhibition period, 46 official programs including 36 programs by exhibitors and 10 programs by the organizer were distributed. There were lots of first-time released information, special talks, interviews, etc. unique to TGS, which created a lot of topics.

The program was distributed on various platforms such as TGS's YouTube official channel, Twitter official account, niconico and Steam's TGS special page, as well as video media such as DouYu, bilibili, Douyin, Xigua, Toutiao, HUYA for China, and for Europe and the United States was distributed in collaboration with IGN, the world's largest game media.

Most programs are distributed not only in Japanese, but also in English with simultaneous interpretation and subtitles. Some programs are also available with simultaneous interpretation in Chinese and multilingual subtitles, and have been watched by many overseas people. As a result, the total number of viewers was 39.5 Million. (Period: September 30th-October 11th).

During the exhibition period, the venue set up an exhibition hall at Makuhari Messe for the press and influencers only, while trying to prevent the spread of the COVID-19. 34 exhibiting and sponsoring companies set up booths and widely disseminated information through news reports and SNS posts.

TGS2021 ONLINE was held under the theme of " We'll always have games." with the desire to create a place where all game lovers can gather across positions and generations because of this time. In addition to selling game-related products and TGS official goods at the Amazon Special Site, many new projects such as TOKYO GAME SHOW VR 2021 (TGSVR2021) which is the first VR venue, TOKYO GAME MUSIC FES, Online Free Trial, etc. was implemented.

TGS2021 ONLINE also held the Online Experience Tour where game-loving entertainers introduced the state of the Makuhari Messe exhibition hall, and believed that this project were able to provide game fans with an unprecedented experience.

TOKYO GAME SHOW 2022 will be held at Makuhari Messe from September 15th (Thursday) to September 18th (Sunday). Please look forward to the ever-evolving TGS.

## ■ Number of Views on TGS 2021 ONLINE Official Channels

\*From Sep. 30 to Oct. 11

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**Total Number of Views : 39,465,366 views**

<b>YouTube</b>	<b>2,973,140</b>	(incl. Japanese, English and Chinese)
<b>Twitter</b>	<b>3,030,712</b>	(incl. Japanese and English)
<b>niconico</b>	<b>1,671,655</b>	
<b>Twitch</b>	<b>987,906</b>	(incl. Japanese and English)
<b>TikTok LIVE</b>	<b>158,360</b>	
<b>Facebook</b>	<b>14,792</b>	(incl. Japanese and English)
<b>STEAM</b>	<b>3,249,615</b>	
<b>DouYu (China)</b>	<b>1,673,581</b>	
<b>bilibili (China)</b>	<b>665,490</b>	
<b>Douyin, Xigua, Toutiao (China)</b>	<b>13,117,223</b>	
<b>HUYA (China)</b>	<b>8,362,301</b>	
<b>IGN</b>	<b>3,560,591</b>	

## ■ TGSVR2021 VR app Usage result \*From Sep. 30 to Oct. 3

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<b>The number of visitors (Total)</b>	<b>210,566 people</b>
<b>Average stay time</b>	<b>Approximately 27 minutes (1,619.16 seconds)</b>
<b>Device ratio</b>	<b>VR : 66.7% PC : 33.3%</b>

## ■ 「TOKYO GAME SHOW 2021 ONLINE」 Outline

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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.