



Theme: **“Nothing Stops Gaming”**

**TOKYO GAME SHOW 2022 Outline Released  
Physical Venue Setup for the First Time in Three Years  
for Business and General Visitors!  
Exhibitor applications starting today!  
Virtual-only exhibitors are also welcome.**

**[Dates] September 15 (Thu) to 18 (Sun), 2022**

In cooperation with Nikkei Business Publications, Inc. (Nikkei BP, President: Naoto Yoshida) and Dentsu, Inc. (Representative Director: Norihiro Kuretani), Computer Entertainment Supplier's Association (CESA, Chairman: Hideki Hayakawa) has announced that it will be holding TOKYO GAME SHOW 2022. Applications for exhibition are now being accepted. The application deadline is Friday, May 27, 2022.

TOKYO GAME SHOW 2022 (TGS2022) will be held for four days from Thursday, September 15 to Sunday, September 18. At Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture), September 15 (Thu.) and 16 (Fri.) will be Business Days, and September 17 (Sat.) and 18 (Sun.) will be as Public Days. On the second Business Day on September 16 (Fri.), however, general admission will be available from 2:00 p.m. During the event, the latest information on the game industry will be released through various channels, including online programs.

The theme for TGS2022 is “Nothing Stops Gaming.” Over these two years, various fun events disappeared from our daily life, but games still lightened up our days. Games will continue to brighten up the days of everybody now and forever—this year's theme implies such strong determination.

From the perspective of preventing the spread of COVID-19 infection, TOKYO GAME SHOW was held fully online two years ago, and the last year's TGS was held in a hybrid style of online programs as well as physical (in-person) venue inviting journalists and influencers. It is for the first time in three years to hold TGS at a physical venue with admission open for business and general visitors.

This year's event will again launch official programs that have exceeded a total of 30 million views for the second consecutive year since TGS2020 ONLINE two years ago. Moreover, most of this year's official programs in Japanese will also stream an English simultaneous interpretation version for overseas game fans. Other popular programs from the last year are also planned for global audience, such as free trial of demo versions of the latest games to enjoy at home, virtual tour experience, and the TGS Virtual Reality (VR) area.

Stay tuned on TGS2022, which will be held in an even more advanced style combining the revival of a physical venue and the online streaming of official programs proving popular in past events.

\*For admission to the physical venue (Makuhari Messe), a limited number of tickets will be sold according to the upper limit of visitors in line with the national and local government policies and measures to protect the spread of COVID-19 infection. Due to uncertainties of vaccination situations among young people, elementary school students or younger children are not allowed for admission to secure safety of this year's event. Information on ticket sales will be announced around July.

## **TOKYO GAME SHOW 2022 Theme**

# “Nothing Stops Gaming”

We had to give up doing fun things one after another over these two years.  
How many times we thought, what happened to our days?

Even then, we still had games that kept us going.  
Thrilling plot twists, captivating and heated experience lightened up our  
everyday life.  
Games became our hope.

2022 is the year to show the real spirit of games.  
TOKYO GAME SHOW has the mission to create our hope and beyond.  
Update our possibilities. Unprecedented excitement is always born out of  
something you have never imagined.  
Let's open the gate to the forefront of games.  
Give courage and enthusiasm to everyone. Show your love of games to each  
other.

For everyone to share the “great feeling of living in this era”  
Let's dive into the heart of game craze.  
Nothing Stops Gaming ! ! !

## ●Exhibition Areas (Makuhari Messe Hall 1 to 8)

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- **General Exhibition Area**

This area showcases digital entertainment products and services, focusing on video game software.

\*The area will be open "All four days".



- **Smartphone Game Area**

This exhibit area focuses on games for smart devices, such as smartphones and tablets, of iOS, Android and others, as well as social games played on mobile devices and computer browsers.

\*The area will be open "All four days".



- **e-Sports Area**

This area showcases game titles developed as e-Sports (home video games, smartphone games, PC games), as well as hardware and devices.

\*The area will be open "All four days".



- **VR / AR Area**

This area showcases game software and hardware related to VR (virtual reality), AR (augmented reality), and MR (mixed reality), along with related services.

\*The area will be open "All four days".



- **Indie Game Area**

This area is for independent (indie) game developers to showcase their completely original games for various platforms.

\*The area will be open "All four days".



- **Game School Area**

This area showcases game schools for future game creators.

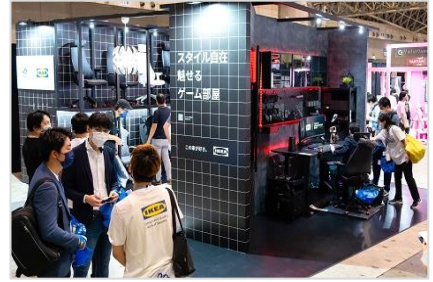
\*The area will be open "All four days".



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- **Merchandise Sales Area**

This area is for sales of game-related products.



\*The area will be open "All four days".

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- **B-to-B Exhibition Area/Meeting Area**

- **Business Solution Area**

This exhibition area is for game-related businesses seeking for business-to-business opportunities. The TGS Forum Sponsorship Session is also available as an option (additional fees required).

\*Some booths will be open "All 4 Days", and some will be open "Business Days Only."



- **New Stars Area (Asia/Eastern Europe/Latin America)**

This area showcases overseas businesses which will become rising stars in the game industry—promising game startups, development studios, and services from various regions. Special focus is placed on Asia, Eastern Europe, and Latin America to introduce excellent companies from the regions.

- **Asia New Stars Area**

With a focus on Southeast Asia, South Asia, and the Middle East, this area showcases promising game startups, development studios, solution vendors, and others from the region.

- **Eastern Europe New Stars Area**

This area showcases game startups from Eastern European countries (Poland, Croatia, Czech Republic, Romania, and others) where many technical institutions offer courses in game engineering.

- **Latin America New Stars Area**

This area showcases game startups from notably emerging Latin American countries (Brazil, Argentina, Chile, Colombia, Costa Rica, Mexico, and others).

\* Some booths will be open "All 4 Days", and some will be open "Business Days Only."



- **Business Meeting Area**

**International Conference Hall**

This is a meeting space for conducting productive meetings in a relaxed atmosphere. The area provides a free business-matching system connecting exhibitors with Business Day visitors or other exhibitors.

\*This area will be open during "Business Days Only."



## ● Organizer Programs

### ◆ TGS Forum 2022 Keynote Speeches

This session features hottest topics in the game industry this year.

<To be held online>

\*To be held on September 15 (Thu.)



### ◆ SENSE OF WONDER NIGHT (SOWN) 2022

This international pitch contest is a gateway to successful indie games, where developers will present their innovative ideas to people in the game industry.

Ideas are solicited from around the world and outstanding works will be awarded with the prizes.

<To be held online>

\*To be held on September 16 (Fri.)



### ◆ TGS Forum 2022 Specialized Session

A conference will be held for industry stakeholders, focusing on the latest game industry trends in technology and business.

<To be held physically. \*Also to be streamed online>

\*To be held on September 16 (Fri.)



### ◆ Japan Game Awards 2022

Japan Game Awards 2022 is the selection and awarding event hosted by Computer Entertainment Supplier's Association (CESA) for recognizing outstanding computer entertainment software.

The winners of GOTY Division, Ministry of Economy, Trade and Industry Award, Game Designer Award, Amateur Division and U18 Division among other prizes will be announced during the period of TGS.

\*To be streamed online during TGS2022 (Details to be announced at a later date.)



### ◆ eSports Conference hosted by JeSU

The first-ever business conference event on eSports hosted by Japan eSports Union (JeSU) will be held in conjunction with TGS 2022.

Eyeing at growing demand in eSports and related industries, eSports companies from Japan and around the world will get together to discuss their insights on creating new business opportunities and possibilities.

<To be held physically. \*Also to be streamed online>

\*To be held on September 15 (Thu.)



## ● Online Programs

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### ● Online Exhibition Venue

Get to know companies and organizations in the game industry on the TGS official website featuring news and information on our exhibitors showcasing at physical and online venues.



### ● Official Programs

Official programs by the organizer and exhibitors will be streamed online via YouTube, Twitter, niconico, Twitch, China's Huya, DouYu and other leading video platforms to global audience in Japan, Europe, the United States, China and more. In addition to the Japanese version (original version), simultaneous English interpretation will be provided for almost all programs this year.



### ● Online Experience Tour

Game fans around the world are invited to join this virtual tour to visit and experience exhibition booths at TGS together with our “tour guide.”



### ● Free Trial of Demo Versions

In cooperation with online stores of game platformers, game fans can download and play trial versions of upcoming games and other features for free.



### ● Online Business Meeting

Exhibitors can access our business matching system to find their possible business partners and conduct meetings online.



### ● TOKYO GAME SHOW VR 2022

The first-ever “Virtual Area” opened at the last year’s TGS will be held again this year as TOKYO GAME SHOW VR 2022 (TGSVR2022) for four days during the event.



\*The above is the scheduled programs as of February 28 (Mon), 2022. The content may change depending on the future preparation status and exhibition application status. We are also planning various features in addition to the above. As soon as decisions are made, we will inform you in a press release.

\*At the physical venue (Makuhari Messe) and streaming studios, we put in place strict COVID-19 infection control measures.

## ■ **TOKYO GAME SHOW 2022 Exhibition Outline**

Event Title: TOKYO GAME SHOW 2022

Organizer: Computer Entertainment Supplier's Association (CESA)

Co-Organizers: Nikkei Business Publications, Inc., Dentsu, Inc.

Sponsor: Ministry of Economy, Trade and Industry (TBC)

Dates & Times: September 15 (Thursday), 2022 Business Day 10:00 a.m. - 5:00 p.m.

September 16 (Friday), 2022 Business Day 10:00 a.m. - 6:00 p.m.

\*General admission on Sep. 16 (Fri.) will be open between 2:00-6:00 p.m.

September 17 (Saturday), 2022 Public Day 10:00 a.m. - 6:00 p.m.

September 18 (Sunday), 2022 Public Day 10:00 a.m. - 6:00 p.m.

\*Doors may open at 9:30 a.m. on Public Days depending on circumstances.

Venue: Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)

Exhibition Halls 1 to 8 / International Conference Hall

Expected Number of Visitors: 150,000

Expected Number of Booths: 1,500

Official Website: <https://tgs.cesa.or.jp/>

## ■ **Exhibitor Application, Selection, Briefing Schedule**

Exhibition Application Deadline: May 27 (Friday), 2022

Booth Location Selection Meeting: June 14 (Tuesday), 2022 - For exhibitors with 40 or more booths  
(no adjoining exhibitors)

July 6 (Wednesday), 2022 - For exhibitors with less than 40 booths  
(adjoining other exhibitors)

Official Exhibitor Program Slot (regular streaming) Selection Meeting:

June 17 (Friday), 2022: Exhibitors of priority 1 and 2

June 1 (Friday), 2022: Exhibitors of priority 3 and 4

\*Priority 1: Home video game console platformers

Priority 2: 2021 Official Exhibitor Program exhibitors

Priority 3: 2021 general exhibitor

Priority 4: Other exhibitor

Exhibitor Briefing : July 6 (Wednesday), 2022

\*For more details of "Exhibitor Information", please visit the TGS 2022 Official Website at:

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