



Press Release

July 22, 2022

Computer Entertainment Supplier's Association

TOKYO GAME SHOW 2022 Business Day Pass On Sale from Noon, July 22 (Fri.)

**General Admission Ticket Sales Now Start for Overseas Visitors and
Foreign Residents in Japan**

Don't Forget to Pre-register for TGS Forum!

Business Day Passes for TOKYO GAME SHOW 2022 (TGS2022), to be held in-person at Makuhari Messe from September 15 (Thu.) to 18 (Sun.), go on sale from noon, July 22 (Fri.) Two types of passes are available for Business Day visitors: General Pass (JPY11,000 including tax) and Gold Pass with unique benefits such as access to an exclusive business lounge (JPY27,500 including tax.) For purchasing your ticket online, please visit the TGS2022 Official Website at

<https://tgs.nikkeibp.co.jp/tgs/2022/en/ticket/businessday.html>

General admission tickets for overseas visitors and foreign residents in Japan are also now on sale.

Moreover, TGS Forum, to be held on September 16 (Fri.), Business Day 2, is now accepting pre-registration (free of charge.) TGS Forum is a series of business sessions focusing on the latest trends and various solutions in the gaming industry, although a majority of them will be held in Japanese. Business Day visitors can pre-register to attend the Forum in person. At-the-door registration is also available on the event day, depending on the venue's capacity.

TGS 2022, under the theme "Nothing Stops Gaming," will promote the ever-progressing attractiveness of games from various perspectives to the broader public. The real event comes back after a three-year wait, bringing together gaming businesses from Japan and abroad under one roof. Please look forward to it.

About "Business Day" Pass

TGS2022 secures September 15 (Thu.) and 16 (Fri.) as Business Days for visitors looking for new business opportunities in the gaming industry and offers an environment to facilitate meetings among trade visitors. Business Days are open only for the guests of exhibitors and Business Day pass holders (*).

To purchase a Business Day Pass, you must go through the pre-screening process to prove that you are a member of the game industry. Only those who passed our screening process are eligible to visit TGS2022 on Business Days. Moreover, students are NOT allowed to enter with a Business Day Pass. Visitors are also asked NOT to accompany preschoolers, including toddlers or babies, to the venue. Business Day Pass is available in two types: General Pass (JPY11,000 including tax) and GOLD Pass with benefits such as access to an exclusive business lounge (JPY27,500 including tax.)

Business Day Pass purchasers can use the TGS Business Matching System offered exclusively for business visitors to make appointments with exhibitors and other game industry companies before the event.

Business Day GOLD Pass offers various benefits, including skip-the-line entrance registration from a dedicated counter and making business meeting appointments with other Business Day visitors and exhibitors. Moreover, GOLD Pass holders can use an exclusive business lounge within the Makuhari Messe International Hall. For more details, please visit the TGS2022 Official Website.

*The venue will open to the public after 14:00 of September 16 (Fri.)

*To learn more about the Business Day Pass, please visit the TGS2022 Official Website at:
(<https://tgs.nikkeibp.co.jp/tgs/2022/en/ticket/businessday.html>)

■About TGS Entry Japan Support Office

TGS2022 set up the TGS Entry Japan Support Office to help prepare documents required for entry to Japan for exhibitors, press, and trade visitors visiting Japan from overseas. If you want to receive these support services, please make your application by 5:00 p.m., Aug. 5 (Fri.), 2022 (JST.)

For more details about the services, please visit: https://biz.knt.co.jp/tour/2022/09/tokyo_game_show/

*We can support the preparation of required documents at JPY16,500 (including tax) per person.

■ General Admission Ticket Sales Start for Overseas Visitors and Foreign Residents in Japan (junior high schoolers or older)

General admission tickets for overseas visitors and foreign residents in Japan go on sale from noon July 22 (Fri.), JST. The ticket types and prices are shown below. Please refer to the English or Chinese version of the TGS2022 Official Website to learn more about ticket sales.

*The ticketing system for general visitors from overseas differs from the one introduced on the Japanese version of the TGS2022 website.

- **List of General Admission Tickets for Overseas Visitors and Foreign Residents in Japan (junior high schoolers or older)**

(Tickets are available in five types)

Sep. 16 (Fri.)	Afternoon Ticket	JPY1,300
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Sep. 17 (Sat.)	Supporters Club Ticket	JPY4,000
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Sep. 17 (Sat.)	One-day Ticket	JPY2,300
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Sep. 18 (Sun.)	Supporters Club Ticket	JPY4,000
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Sep. 18 (Sun.)	One-day Ticket	JPY2,300
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*All attendees can buy up to four tickets per person (up to two tickets per person for Supporters Club Ticket)

*General visitor ticket (One-day Ticket) and Supporters Club Ticket are available for online advance sales only.

*For this year's TGS, elementary schoolers or younger children, including babies and toddlers, cannot enter the venue even if a guardian accompanies them.

*Afternoon tickets on Sep. 17 (Sat.) and 18 (Sun.) are unavailable for general visitors from overseas.

*No ticket sales at the door.

■About TGS Forum <Sep. 16 (Fri.)> *Sessions are held mainly in Japanese.

The Business Day Pass or Exhibitor Guest Pass (Business Day Pre-registration Ticket) holders can pre-register to attend the sessions of the TGS Forum, to be held on September 16th (Fri.) Pre-registrants can attend the session at a real venue, and registration at the door may also be possible depending on the venue's capacity. You will be asked to show your Business Day visitor badge to enter the session venue. Please complete your Business Day visitor entrance registration before attending the TGS Forum.

TGS Forum sessions will also be offered by live and archive streaming. Business Day Pass or Exhibitor Guest Pass (Business-Day Pre-registration Ticket) holders pre-registered to the TGS Forum can view the video streaming at an exclusive site, which will be informed to the pre-registrants separately (On-demand archive streaming is distributed from Sep. 17 to 30.)

[TGS Forum Timetable]

	10:00	11:00	12:00	13:00		14:00	15:00	16:00	
Regular Session		KR-01 10:30～ Metaverse Frontline : Hardware Evolution (Tentative)		SR-02 12:30～ [Sponsor] Freeverse.io		SR-03 14:00～ [Sponsor] double jump .tokyo		SR-04 15:30～ [Sponsor] NetEase Games	
Short Session		KS-01 10:30～ Future of esports		SS-02 12:30～ [Sponsor] Twitter Japan		SS-03 13:30～ [Sponsor] Huawei Technologies Japan		SS-04 14:30～ [Sponsor] PolkaFantasy	SS-05 15:30～ [Sponsor] Moloco

◇Organizer Sessions

Program KR-01

Date and Time: From 10:30 a.m. to noon, September 16 (Fri.)

Venue : International Conference Hall 201

Program Details :

<Theme> “Metaverse Frontline : Hardware Evolution” (Tentative)

“Metaverse” is a big topic. While software parts such as Metaverse platforms, NFTs, and blockchains are attracting attention, hardware is also steadily evolving.

The environment has been greatly enhanced, including the announcement of new models of Meta, and new models that are attracting attention from domestic manufacturers.

We will focus on the evolution of hardware (mainly HMDs), one of the two wheels for experiencing the Metaverse space, and share the latest business information about the Metaverse.

<Speaker> Chris Pruitt Director of Content Ecosystem, Meta
Takuma Iwasa CEO, Shiftall

and more

Program KS -01

Date and Time: From 10:30 a.m. to noon, September 16 (Fri.)

Venue : International Conference Hall 302

Program Details :

<Theme> “Future of esports”

A panel discussion on the theme of continuous and healthy growth of the Japanese e-sports market. Professional e-sports players, relevant ministries and agencies, media, and other people from various fields related to e-sports will be invited to exchange a wide range of opinions on current issues, future possibilities, and actions that should be taken by each field to open up the future of e-sports.

◇Sponsorship Sessions

TGS Forum offers Sponsorship Sessions organized by exhibitors sponsoring TGS2022 in addition to Organizer Sessions. The company name of each sponsor is shown on the sponsorship session program title. If you pre-register or register at the door to participate in a sponsorship session, the TGS2022 Secretariat of Nikkei BP will collect your data (personal information entered for pre-registration or the information on your name card) and provide them to a sponsor of the session (third party provision.)

* Pre-registration for Sponsorship Sessions will start as soon as the content is decided.

Program SR-02

Date and Time: From 12:30 p.m. to 1:30 p.m. September 16 (Fri.)

Venue : International Conference Hall 201

<Sponsor> Freeverse.io

Program SR-03

Date and Time: From 2:00 p.m. to 3:00 p.m. September 16 (Fri.)

Venue : International Conference Hall 201

<Sponsor> double jump.tokyo

Program SR-04

Date and Time: From 3:30 p.m. to 4:30 p.m. September 16 (Fri.)

Venue : International Conference Hall 201

<Sponsor> NetEase Games

Program SS-02

Date and Time: From 12:30 p.m. to 1:00 p.m. September 16 (Fri.)

Venue : International Conference Hall 302

<Sponsor> Twitter Japan

Program SS-03

Date and Time: From 1:30 p.m. to 2:00 p.m. September 16 (Fri.)

Venue : International Conference Hall 302

<Sponsor> Huawei Technologies Japan

Program SS-04

Date and Time: From 2:30 p.m. to 3:00 p.m. September 16 (Fri.)

Venue : International Conference Hall 302

<Sponsor> PolkaFantasy

Program SS-05

Date and Time: From 3:30 p.m. to 4:00 p.m. September 16 (Fri.)

Venue : International Conference Hall 302

<Sponsor> Moloco

*Session themes, sponsors, speakers, and other details are subject to change without notice.

■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

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