

TOKYO GAME SHOW 2022 Official Supporter is**Asuka Kijima!****Communicating the Excitement of Games by Appearing on Official Programs and Visiting Exhibition Booths!**

TOKYO GAME SHOW appoints the Official Supporter annually, who can raise momentum toward the upcoming event and communicate the excitement of games to the broader public.

TOKYO GAME SHOW 2022 (TGS2022), to be held physically at Makuhari Messe from September 15 (Thu.) to 18 (Sun.), has announced that this year's Official Supporter is Asuka Kijima. Asuka had been a weathercaster in a Japanese TV news program for a long time until this April. She is currently involved in many activities as a fashion model and actress. Also known as an avid game fan, she streams play-by-play game commentary videos on her YouTube channel "Asukasanchi," boasting 427,000 subscribers.

Asuka will visit the physical TGS2022 venue to experience various games, communicate the attractions of the latest games from a game fan's viewpoint, and make appearances on TGS official programs. Don't forget to check her out during the event.

**<Comments from the TGS2022 Official Supporter Asuka Kijima>**

I was actually at TGS2019, as I was invited to appear on the stage of a game company. It was my first work in the gaming industry, and this experience made me realize that I loved games. Triggered by this opportunity, I got interested in expanding my career to the gaming field. I still cannot believe that I have been appointed as the Official Supporter of TGS.

Past TGS Official Supporters were all big names, so I am humbled and privileged to take this role. As a game fan, I genuinely want to enjoy being part of TGS 2022.

<Watch her comments on video>

<https://youtu.be/sd19PcBAYqk>

<Biography of Asuka Kijima>

Model/Actress

Born on February 15, 1996, in Hyogo Prefecture

Asuka had been the seventh-generation weather forecaster for the Nippon TV news program "ZIP!" from 2017 to April 2022. In 2021, she was ranked first on the ORICON NEWS most favorite weather forecasters. Currently, she models exclusively for the *non-no* fashion magazine. Also known as an avid game fan, she uploads her gaming room tour and play-by-play game commentary videos on her YouTube channel "Asukasanchi."

■ 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>
*Official streaming programs, TOKYO GAME SHOW VR 2022, and other online projects will be held in conjunction with the physical event.