

Press Release

August 24, 2022

Computer Entertainment Supplier's Association

**Discover, Experience, and Support Indie Games!**

## **TGS's Annual Indie Game Campaign “Guess the SOWN2022 Finalists” Starts Today!**

**Popular content creator POCKY comes in  
as TGS2022 Indie Game Official Ambassador.**

**Check out all 78 candidates in the kick-off program tonight!**

TOKYO GAME SHOW 2022 (TGS2022), to be held physically at Makuhari Messe from September 15 (Thu.) to 18 (Sun.), starts the “Guess the SOWN2022 Finalists!” campaign today, Aug. 24 (Wed.) Please send in your choice to nominate the eight finalists who go on to the SENSE OF WONDER NIGHT 2022 (SOWN2022), a pitch event for indie game developers chosen from the 78 game titles registered to the Indie Game “Selected Exhibit” project.

\*Campaign URL: <https://tgs.nikkeibp.co.jp/tgs/2022/en/contents/sowncampaign.html>

To kick off the campaign, the online streaming program “INDIE GAME TOKYO” will introduce all finalist candidates from 5:00 p.m. today (JST) on the TGS official YouTube channel (streamed in Japanese.) Check out all 78 titles with the popular content creator POCKY, assigned to the TGS2022 Indie Game Official Ambassador.

\* Program URL: <https://youtu.be/1awaW6KAUwE> (Streamed in Japanese only)

Indie games are gathering attention as a source of new talents creating great hits recently. Let's discover and experience the 78 creative game titles chosen as finalist candidates from TGS's record-high 583 entries and show your support for your favorite games.

### **■About TGS Indie Game Project “SENSE OF WONDER NIGHT (SOWN)”**

The SENSE OF WONDER NIGHT (SOWN) is the project to provide an opportunity for indie game developers to present their works to discover unique ideas that will catch people by surprise and give them a “Sense of Wonder”——a feeling that something will change in their world, right at the instant of first seeing or hearing about the concept. The event marks its 15th anniversary this year.

The screening committee will select the SOWN finalists from the game titles chosen for “Indie Game Selected Exhibit,” a free exhibition project at TGS. For TGS2022, 78 titles are chosen for the “Selected Exhibit” from a total of 583 entries. From the selected 78 titles, eight developers will be further nominated as finalists to compete at this year's SOWN.

The eight finalists will give their presentations at the TGS studio of Makuhari Messe on Sep. 16 (Fri.), the Day 2 of TGS2022. The event will be streamed live as a TGS official program. The winners of the Audience Award Grand Prix, Audience Award Semi-Grand Prix, Best Technological Game Award, Best Arts Award, Best Experimental Game Award, Best Game Design Award, and Best Presentation Award will be decided after the screening.

\*To view the past “SENSE OF WONDER NIGHT 2021” on the TGS Official YouTube channel, please visit: <https://www.youtube.com/watch?v=QvH1JkCGjhk> (Streamed in English)

## ■About the “Guess the SOWN2022 Finalists!” Campaign

TGS2022 runs the campaign for game fans to guess who will be the “SOWN 2022 Finalists” on its special website from Aug. 24 (Wed.) to Sep. 6 (Tue.)

You can watch the demonstration videos prepared by the developers of all 78 selected titles, enjoy the trial play of demo versions, and vote for your favorite titles with your support comments that you think will be the most appropriate as a finalist. TGS will send your support comments to the developers of your favorite games. Following the announcement of the SOWN finalists on Sep. 7 (Wed.), the voters who correctly guessed the most number of finalists will win a prize, which they can choose from either PlayStation®5 (two winners) or “TOKYO GAME SHOW 2022 Official T-shirt (30 winners.)



How to Vote: Visit the TGS2022 Official Website “Indie Game Project” page at:

< <https://tgs.nikkeibp.co.jp/tgs/2022/en/contents/sowncampaign.html> >

Voting Period: From Aug. 24 (Wed.) to Sep. 6 (Tue.), 2022

Prizes: PlayStation®5 (two winners) or TOKYO GAME SHOW 2022 Official T-shirt (30 winners)

Winners: After the announcement of SOWN finalists, the voters who correctly guessed the most number of finalists will be the winners, in descending order. The winners would be selected by lottery if the voters made the correct guess for the same number of finalists. We will announce the winners by sending the prizes to them.

## ■The Online Program “INDIE GAME TOKYO” Introduces 78 SOWN Finalist Candidates

To kick off the “Guess the SOWN2022 Finalists” campaign, TGS will stream the online program “INDIE GAME TOKYO” from 5:00 p.m. today to introduce the SOWN finalist candidates who showcase their game titles at the “Indie Game Selected Exhibit.” The program will give an exclusive sneak peek of the 78 titles selected from TGS’s record-high 583 entries for the “Indie Game Selected Exhibit.”

Popular play-by-play game commentator POCKY, whose YouTube channel boasts over 3.2 million subscribers, comes in as TGS2022 Indie Game Official Ambassador and introduces all selected titles together with Mr. Shin Imai, Deputy Editor-in-Chief of IGN Japan. Don’t miss this excellent opportunity to experience attractive indie games full of creative ideas.

Program URL: <https://youtu.be/1awaW6KAUwE> (Streamed in Japanese only)

Streaming schedule: From 5:00 p.m. to 9:00 p.m., Aug. 24 (Wed.)



**TGS2022 Indie Game Official Ambassador is POCKY!**

POCKY is a popular Japanese content creator whose YouTube channel has over 3.2 million subscribers, boasting more than 3 billion total views. He has been active in play-by-play game commentary and is known for his love of indie games.

**[Comments from POCKY]**

I have always loved indie games and have made many videos on them. So, I am thrilled to be part of this indie game event. I'll do my best to let people know about the fun of playing indie games in my way!

## ■TOKYO GAME SHOW 2022 Exhibition Outline

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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.