



October 16, 2024

Computer Entertainment Supplier's Association

【TGS2024】

TOKYO GAME SHOW 2024 Online Report Official Programs Attracted 15,962,811 Views in Total TGSDW2024 Welcomed 117,090 Visitors

Computer Entertainment Supplier's Association ("CESA", Chairperson: Haruhiro Tsujimoto) held TOKYO GAME SHOW 2024 (TGS2024) in person at Makuhari Messe, starting from September 26 (Thu.) to 29 (Sun.) Today, we have released the final number of viewers and visitors who attended the main online programs of TGS2024.

At TGS2024, a record-high 985 companies and organizations participated in the event. The physical exhibition used the entire Makuhari Messe building as the venue. The online programs included the official program streaming, the virtual exhibition TOKYO GAME SHOW Digital World 2024 (TGSDW2024), and the Steam Special Site, making it the largest hybrid event to date in TGS history.

The official online programs that started since TGS 2020 were distributed across various platforms, including the TGS official YouTube channel, X account, niconico, and TGS Special page on Steam. For China, the programs were distributed on video platforms such as DouYu and bilibili. TGS partnered with IGN, one of the world's largest gaming media, to distribute programs in Europe and the United States. Most of the programs were available in both English and Japanese with simultaneous interpretation and subtitles. Some programs were also streamed with simultaneous interpretation in Chinese, attracting many viewers from overseas. The total number of views for both live and archived distributions was 15,962,811 (period: Sep. 26 to Oct. 7).

TGSDW2024, a virtual version of the exhibition, opened on Sep. 20 (Fri.) and ran for 17 days until Oct. 6 (Sun.) The event was set on "Game Island," a virtual island floating in the sky. Visitors were able to explore the world of games, enjoy quests and magic, and visit corporate booths while traveling around the venue. The event attracted many participants, with a total number of visitors counted at 117,090 and an average stay time of approximately 77 minutes.

The next TOKYO GAME SHOW 2025 will take place from Sep. 25 (Thu.) to 28 (Sun.), and the physical location for the event will be Makuhari Messe. Stay tuned for updates on the constantly evolving event.

*The total number of visitors to the TGS2024 physical exhibition was announced on Sep. 29 (Sun.) Please see below:

<https://tgs.nikkeibp.co.jp/tgs/2024/assets/pdf/news0929en.pdf>

■ Official Program Views by Platform *Period: Sep. 26 – Oct. 7

Total Number of Views : 15,962,811 (views)

YouTube		1,363,754	(incl. English and Chinese)
X		117,730	(incl. English)
niconico		367,108	
Twitch		108,847	(incl. English)
TikTok LIVE		111,576	
Steam		1,547,706	
DouYu	(China)	6,140,278	
bilibili	(China)	1,228,173	
Douyin	(China)	26,660	
IGN	(Japan and global)	4,950,979	

■ TGSDW2024 Visitor Results *Period: Sep. 20 - Oct. 6

Total number of visitors	117,090 people
Average stay time	Approx. 77 minutes
Device ratio	VR : 34.8% PC : 42.1% Smartphone : 23.1%

■ TOKYO GAME SHOW 2024 Exhibition Outline

Event Title: TOKYO GAME SHOW 2024

Organizer: Computer Entertainment Supplier's Association (CESA)

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

Supported by: Japanese Ministry of Economy, Trade, and Industry

Dates & Times: September 26 (Thu.), 2024 Business Day 10:00 a.m.- 5:00 p.m.

September 27 (Fri.), 2024 Business Day 10:00 a.m.- 5:00 p.m.

September 28 (Sat.), 2024 Public Day 9:30 a.m.- 5:00 p.m.

September 29 (Sun.), 2024 Public Day 9:00 a.m.- 4:30 p.m.

Venue: [Physical exhibition] Makuhari Messe (Mihama-ku, Chiba City, Chiba Prefecture)

Exhibition Halls 1 to 11 / International Conference Hall / Event Hall

[Online exhibition] Official website /official streaming /TGS Digital World/ Steam Special Venue

Number of Visitors: 274,739 *Second-highest record in TGS history

Number of Exhibitors: 985 companies *Record-high

Number of Exhibition Booths: 3,252 booths *Record-high

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