



## 【TGS2024】

### Flash Reports on Visitors The In-person Exhibition Welcomed a Total of 274,739 Visitors during the Four-day Period

Computer Entertainment Supplier's Association (CESA, Chairperson: Haruhiro Tsujimoto) has announced that a total of 274,739 people visited the four-day TOKYO GAME SHOW 2024 (TGS2024) held in-person at Makuhari Messe from Sep. 26 (Thu.) to 29 (Sun.) The event was held in collaboration with Nikkei Business Publications, Inc. and Dentsu, Inc.

The total number of TGS official program viewers during the event period and the number of online visitors to TOKYO GAME SHOW Digital World 2024 will be announced at a later date.

| 2024                           |                       | 2023                  | 2022                  |
|--------------------------------|-----------------------|-----------------------|-----------------------|
| Sep. 26 (Thu.)<br>Business Day | 42,031 people         | Sep. 21 (Thu.)        | Sep. 15 (Thu.)        |
|                                |                       | 33,706 people         | 23,051 people         |
| Sep. 27 (Fri.)<br>Business Day | 45,149 people         | Sep. 22 (Fri.)        | Sep. 16 (Fri.)        |
|                                |                       | 36,109 people         | 27,614 people         |
| Sep. 28 (Sat.)<br>Public Day   | 97,786 people         | Sep. 23 (Sat.)        | Sep. 17 (Sat.)        |
|                                |                       | 96,033 people         | 47,236 people         |
| Sep. 29 (Sun.)<br>Public Day   | 89,773 people         | Sep. 24 (Fri.)        | Sep. 18 (Sun.)        |
|                                |                       | 77,390 people         | 40,291 people         |
| <b>Total</b>                   | <b>274,739 people</b> | <b>243,238 people</b> | <b>138,192 people</b> |

TGS2024 was held under the theme of "Trailblaze the World with Gaming". The exhibition hosted a record-high number of 985 companies and organizations from 44 countries and regions. The in-person venue at Makuhari Messe, new game titles made their debut for various platforms, including home-use game consoles, smart devices, PCs, and VR. A wide range of game-related products, services, solutions, and goods were also exhibited, showcasing the ever-growing world of the gaming industry. Moreover, the Event Stage hosted a variety of programs, including Keynote Speeches, the Japan Game Awards 2024 Announcement and Awarding ceremony, and the announcement of a joint initiative with the Agency for Cultural Affairs to foster future game creators.

Participants also actively searched for potential business partners, leading to a record-breaking number of 3,669 business negotiations taking place through the TGS Business Matching System.

During the event, a total of 20 official programs were live-streamed on various platforms, including TGS official YouTube, X, Twitch, niconico, and the Steam Special Venue, for online audiences. Programs targeting Chinese viewers were streamed on DouYu, bilibili, and HUYA, while programs for the US and Europe were distributed jointly with IGN. In addition, the virtual venue TOKYO GAME SHOW Digital World 2024 also welcomed many gaming enthusiasts and will continue until October 6.

**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.**