

PRESS RELEASE

TOHOKUSHINSHA FILM CORPORATION to Exhibit at ChinaJoy 2025 for Second Consecutive Year

— Strengthening Ties with Chinese Companies Engaged in Game and Animation Businesses through
New Game & Animation Audio Production Center —

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TOHOKUSHINSHA FILM CORPORATION (TFC, Head Office: Minato-ku, Tokyo; President & CEO, Representative Director: Keiichi Kosaka) will exhibit at ChinaJoy 2025, one of Asia's largest digital entertainment expos, taking place in Shanghai, China from Friday, August 1 to Monday, August 4, 2025. The company will participate in the BtoB exhibition (Booth No. W4-A175) during the first three days of the event, from Friday, August 1 to Sunday, August 3.



TFC's booth at ChinaJoy 2024 welcomed many visitors and generated strong interest.

● Overview

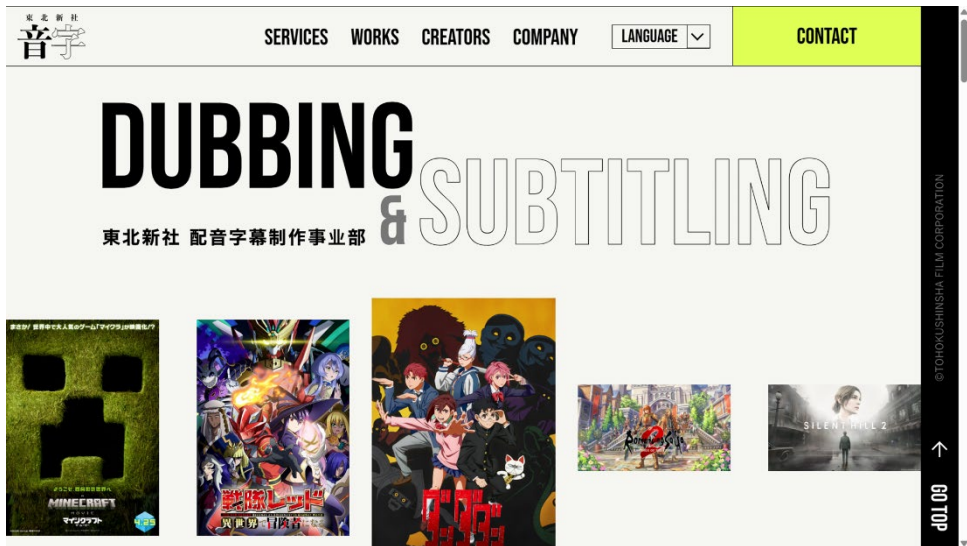
-Tohokushinsha Film Corporation will return to ChinaJoy 2025 with an expanded booth to strengthen partnerships and enhance its presence in the Asian market through its high-level audio production capabilities for film, TV series, animation, and games.

-The company will also participate in the 2025 China International Game Developers Conference (CIGDC), where it will deliver a presentation and co-host an industry event on August 1 with CASTALIA AUDIO and Tsugi GK, showcasing collaborative production models, technologies, and voice talent expertise.

-In April 2025, Tohokushinsha launched a new Game & Animation Audio Production Center, accelerating global expansion with enhanced multilingual localization services and boosting support for Chinese-language projects.

Since its founding, Tohokushinsha's Dubbing and Subtitling Business Division has been recognized as a creative leader in the industry, handling high profile Japanese dubbing and subtitle productions for overseas films and television series (for theatrical releases, streaming platforms, broadcasts, and DVDs), as well as audio production on numerous highly anticipated animated titles. Its outstanding creative capabilities have earned strong acclaim within the industry.

In recent years, Tohokushinsha has expanded into the game audio production field, leveraging its extensive audio production expertise to work on titles such as *FINAL FANTASY XVI* and *Monster Hunter Rise*.



For more information on the achievements of TFC's Dubbing & Subtitling Business Division, please visit: <https://tfc-dubsub.com/en/>

Following its participation last year, this marks Tohokushinsha's second consecutive exhibition at ChinaJoy. For this year's event, the company has expanded its booth to facilitate broader discussions and proposals with local companies. Goals include increasing brand awareness in the Asian market—including China—and establishing new partnerships in the field of audio production.

In addition to its presence at ChinaJoy 2025, Tohokushinsha will participate as a partner company in the 2025 China International Game Developers Conference (CIGDC), which will be held in Shanghai from Tuesday, July 29 to Friday, August 1. There, Tohokushinsha will represent Japan's audio production industry through a dedicated presentation.

Furthermore, on Friday, August 1, Tohokushinsha will co-host a joint event at the Game Museum of CADPA (China Audio-video and Digital Publishing Association) in collaboration with CASTALIA AUDIO, a Shanghai-based music production company, and Tsugi GK, a sound tools development firm based in Niigata, Japan. The event will showcase each company's strengths and expertise to industry professionals.

Tohokushinsha remains committed to expanding its technological expertise globally and to supporting the creation of world-class content through collaboration with partners across Asia.

Establishment of Game & Animation Audio Production Center to Strengthen Presence in the Chinese Market

To strengthen its global audio production capabilities in the game and animation sectors, TFC established a new specialized unit, the **Game & Animation Audio Production Center**, on April 1, 2025. The Center features an expanded team—including Chinese-speaking staff members—and is equipped to swiftly deliver high-quality multilingual productions at a global standard, including voice recording, sound effects and music creation, and script localization.

In addition to its game and animation initiatives, the company is also accelerating global efforts through its overseas film and TV series audio production division—Tohokushinsha’s longest-standing department—by actively localizing Chinese short dramas for Japanese audiences.

Tohokushinsha's Audio Production Achievements (FY2024)

- Total projects: **3,644**
 - Dubbing: 2,429 / Subtitles: 1,215
 - Game-related projects: Approximately 550
- Total voice actor castings (cumulative): **24,557**
 - Unique voice actors: 2,269



Games (selected, in no particular order):

Silent Hill 2, Romancing SaGa 2: Revenge of the Seven, FINAL FANTASY XVI, Monster Hunter Rise, Stellar Blade, Wo Long: Fallen Dynasty, WILD HEARTS, DEATH STRANDING, League of Legends, Dragon Quest X, Dragon Quest XI S, ARMORED CORE VI FIRES OF RUBICON, Rise of the Ronin, FINAL FANTASY VII REBIRTH



Anime (selected, in no particular order):

DAN DA DAN, Bye Bye, Earth, Call of the Night, The Red Ranger Becomes an Adventurer in Another World, Teogonia, Ramen Akaneko, Look Back, The Colors Within, Dead Dead Demon’s Dededede Destruction, Totto-Chan: The Little Girl at the Window, Scott Pilgrim Takes Off, Lupin the IIIrd series, Mobile Suit Gundam Hathaway



Overseas Films & TV series (selected, in no particular order):

SUPERMAN, A Minecraft Movie, The Lord of the Rings: The War of the Rohirrim, Furiosa: A Mad Max Saga, Wednesday, The Gentlemen, Queen Charlotte: A Bridgerton Story, DUNE: Part Two, Harry Potter series, Fantastic Beasts series

▼ ChinaJoy 2025 Exhibition Overview

- **Dates:** Friday, August 1 – Sunday, August 3, 2025
- **Venue:** Shanghai New International Expo Centre
(TFC Exhibition Booth: W4-A175)

<https://en.chinajoy.net/#/englishPage/englishHome?language=En&>

▼ CHINA INTERNATIONAL GAME DEVELOPERS CONFERENCE

The China International Game Developers Conference (CIGDC) is a global event where the gaming industries of China and the world come together to strengthen collaboration across business, technology, and culture. The 2025 conference will be held under the theme: “Building an Inclusive, Innovative, and Sustainable Global Game Ecosystem.” Koji Okano, Executive Officer and Head of the Dubbing & Subtitling Business Division at Tohokushinsha Film Corporation, will deliver a presentation titled: **“What Tohokushinsha Can Offer – Delivering the Appeal of Chinese Games through Collaboration and Integration.”**

- **Dates:** Tuesday, July 29 – Friday, August 1, 2025
- **Venue:** Hyatt on the Bund, Shanghai
- **Organizers:** China Audio-video and Digital Publishing Association, People’s Government of Hongkou District, Shanghai

▼ Joint Event with Music Production Company "CASTALIA AUDIO"

This event will showcase Tohokushinsha’s achievements and expertise in voice actor operations, while exploring future collaboration opportunities through its partnership model with CASTALIA AUDIO. The program features a presentation on Tohokushinsha’s game audio production projects, an introduction to CASTALIA AUDIO’s latest music production technologies, and a networking session for companies from the audio and music industry. Additionally, a sound director from Tohokushinsha’s Directors Department will appear as a guest speaker for a special talk session.

- **Event Title:** *Game Sound Oasis – Experience the Future of Game Audio!*
- **Date:** Friday, August 1, 2025 | 6:30PM–9:30PM (Beijing Time)
- **Venue:** Game Museum of CADPA

▼ Company Overview - TOHOKUSHINSHA FILM CORPORATION

President & CEO, Representative Director: Keiichi Kosaka

Established: April 1, 1961

Capital: ¥2.487 billion

Business Description: Dubbing, subtitling, audio production services, and more

Corporate Website: <https://www.tfc.co.jp/english/>

▼ TFC’s Dubbing & Subtitling Business Division Website: <https://tfc-dubsub.com/en/>

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