

TOKYO GAME SHOW 2003

Visitors Survey Report

November 2003

Computer Entertainment Supplier's Association



Outline of Survey	3
I. Visitors' Characteristics	4
1. Gender	4
2. Age	4
3. Residential area	5
4. Occupation	5
II. Household Videogames	6
1. Hardware ownership	6
2. Hardware the respondents wish to purchase	7
3. Most favorite game genres	8
4. Most favorite game types	10
5. Game software playable on old consoles which the users wish to play on the latest consoles	12
6. Frequency of game playing	13
7. Duration of game playing (on a daily basis)	14
8. Number of software packages purchased for the past one year	15
9-1. Player's consideration about game-play clearance times (for RPG and simulation games)	16
9-2. Player's consideration about game-play clearance times (for racing, sports and puzzle games)	17
10-1. Acceptable game-play clearance time (for RPG and simulation games)	18
10-2. Acceptable game-play clearance time (for racing, sports and puzzle games)	19
11. Ownership of games developed by foreign manufactures	20
12. Intention to purchase games developed by foreign manufacturers	21
III. Games Playable on KEITAI/PHS Mobile Phones	22
1. Ownership rate of KEITAI/PHS mobile phones	22
2. Game playing on KEITAI/PHS mobile phones	23
3. Places where the respondents play games on KEITAI/PHS mobile phones	24
4. Duration of playing games on KEITAI/PHS mobile phones (weekly total)	24
IV. PC Games	25
1. Places where the respondents use a computer	25
2. Familiarity with PC games	26
3. Type of PC games played	27
4. Duration of playing PC games (weekly total)	27
5. Annual number of PC games played	28

V. Network Games	29
1-1. Experience of playing network games (at home) -----	29
1-2. Experience of playing network games (in a complex cafe) -----	30
1-3. Experience of playing network games (in a game arcade) -----	31
2-1. Intention to play network games (at home) -----	32
2-2. Intention to play network games (in a complex cafe) -----	33
2-3. Intention to play network games (in a game arcade) -----	34
3. Consoles used to play network games at home -----	35
4. Titles of network games the respondents play(ed) -----	36
VI. Baseball	37
1-1. Interest in baseball -----	37
1-2. Baseball topics the respondents were particularly interested in -----	38
2. Ownership of baseball game software -----	39
3. This year's purchase plan of baseball game software -----	40
VII. Rating Label	41
1. Recognition of a rating label -----	41
2-1. Familiarity with the function of a rating label -----	42
2-2. Descriptions of a rating label given by the respondents -----	43
VIII. Attendance at TOKYO GAME SHOW 2003	44
1. Information source about TOKYO GAME SHOW 2003 -----	44
2. Number of past visits to TOKYO GAME SHOW -----	45
3. Degree of satisfaction with TOKYO GAME SHOW 2003 -----	46
4. Intention to visit the next TOKYO GAME SHOW -----	47
Appendix 1) Sample Survey Form -----	48
Appendix 2) Location of Questionnaire Booths -----	52

Outline of Survey

1. Survey Aim

To obtain data useful for CESA members in mapping out their marketing strategies, by identifying the basic characteristics of visitors (game users) to TOKYO GAME SHOW 2003 (hereafter, TGS 2003) organized by CESA and obtaining information about the consoles and games the visitors currently use.

2. Survey Target

Individual men and women between the ages of 10 and 49 who visited TGS 2003.

3. Survey Method

Questionnaire survey at booths in TGS 2003 venue.

* Refer to P.52 for the locations of the booths.

4. Time Period Survey Conducted

Sunday, September 28, 2003 [10:00-17:00]

5. Visitor Turnout

	Total number of visitors (persons)	No. of samples collected	No. of effective samples
Sept. 26 (Fri.)	32,176	-	-
Sept. 27 (Sat.)	53,935	-	-
Sept. 28 (Sun.)	63,978	1,178 S	1,118 S
Total	150,089	1,178 S	1,118 S

* "Business Day" for industry-related visitors was arranged on Sept. 26 (Fri.).

Outline of the past 12 exhibitions

	Date	No. of visitors (total of 3 days)
'96	Aug. 22 (Thu.) ~ 24 (Sat.) '96 at Tokyo Big Site	109,649
'97 Spring	Apr. 4 (Fri.) ~ 6 (Sun.) '97 at Tokyo Big Site	121,172
'97 Autumn	Sept. 5 (Fri.) ~ 7 (Sun.) '97 at Makuhari Messe	140,630
'98 Spring	Mar. 20 (Fri.) ~ 22 (Sun.) '98 at Makuhari Messe	147,193
'98 Autumn	Oct. 9 (Fri.) ~ 11 (Sun.) '98 at Makuhari Messe	156,455
'99 Spring	Mar. 19 (Fri.) ~ 21 (Sun.) '99 at Makuhari Messe	163,448
'99 Autumn	Sept. 17 (Fri.) ~ 19 (Sun.) '99 at Makuhari Messe	163,866
2000 Spring	Mar. 31 (Fri.) ~ Apr. 2 (Sun.) 2000 at Makuhari Messe	131,708
2000 Autumn	Sept. 22 (Fri.) ~ 24 (Sun.) 2000 at Makuhari Messe	137,400
2001 Spring	Mar. 30 (Fri.) ~ Apr. 1 (Sun.) 2001 at Makuhari Messe	118,080
2001 Autumn	Oct. 12 (Fri.) ~ 14(Sun.) 2001 at Makuhari Messe	129,626
2002	Sept. 20 (Fri.) ~ 22 (Sun.) 2002 at Makuhari Messe	134,042

6. Analytical Method

Cross analysis focusing on the characteristics of the subjects and the frequency of their game playing.

* It needs to be reminded that each survey result does not necessarily represent the trends of the general public since these surveys target visitors to TGS, which is more likely to attract hard-core users.

Regarding the regular survey items such as the visitors' basic characteristics, the results are compared with those of TGS 2001 Autumn and TGS 2002 (the two most recent preceding shows).

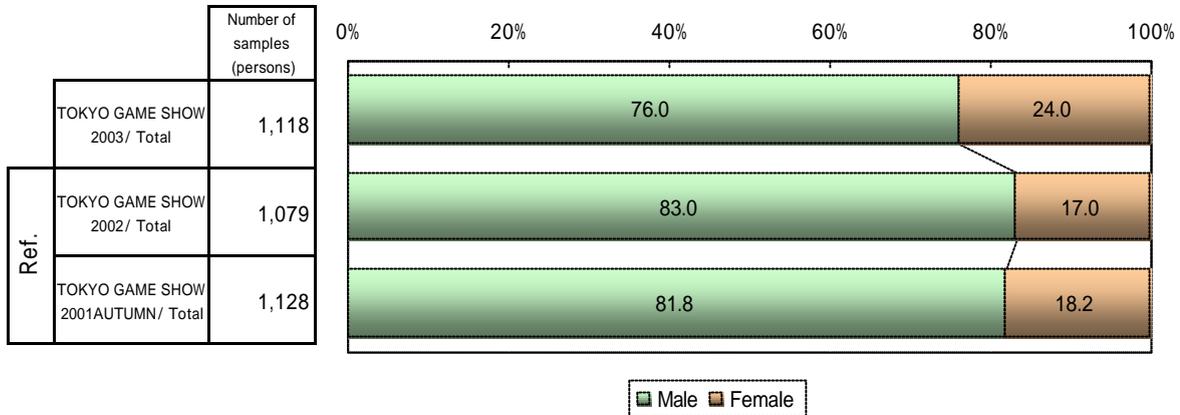
7. Organizations Involved in this Survey

Executive organization: Computer Entertainment Supplier's Association

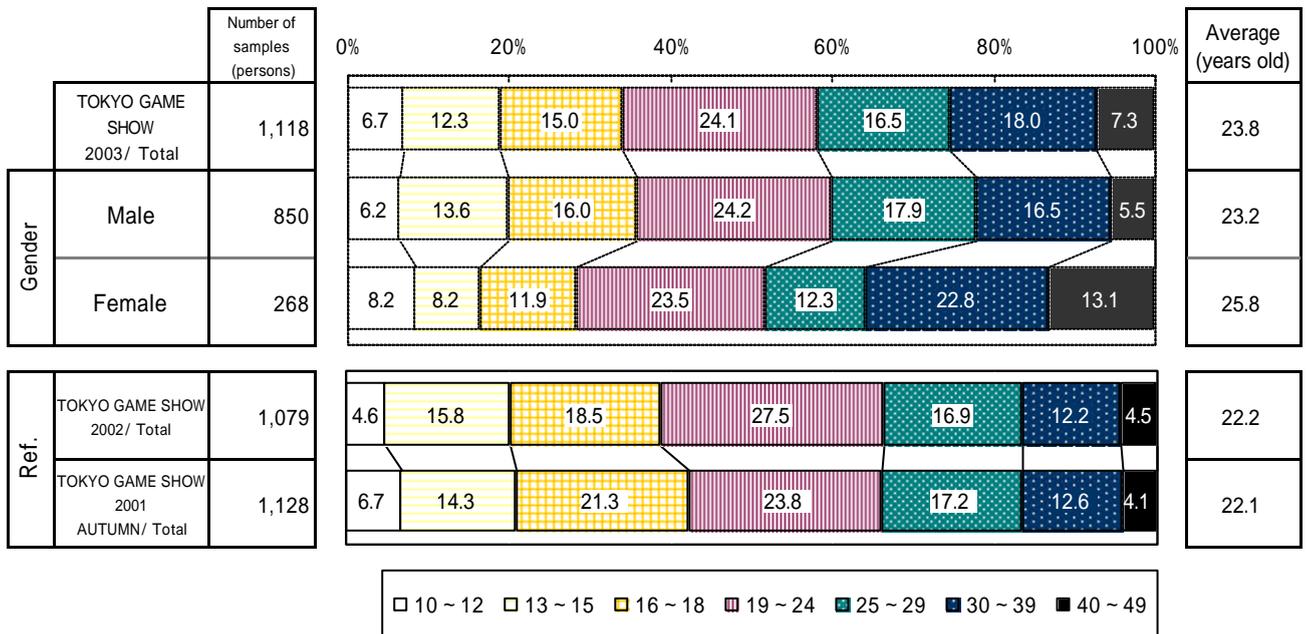
Planning organization: NIPPON TELENET CORPORATION

I. Visitors' Characteristics

1. Gender

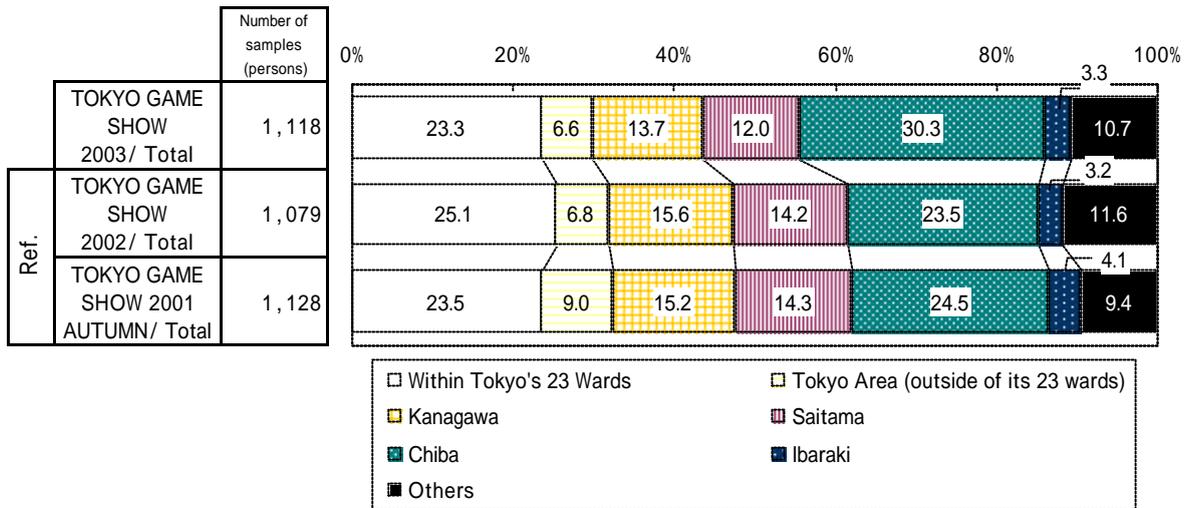


2. Age

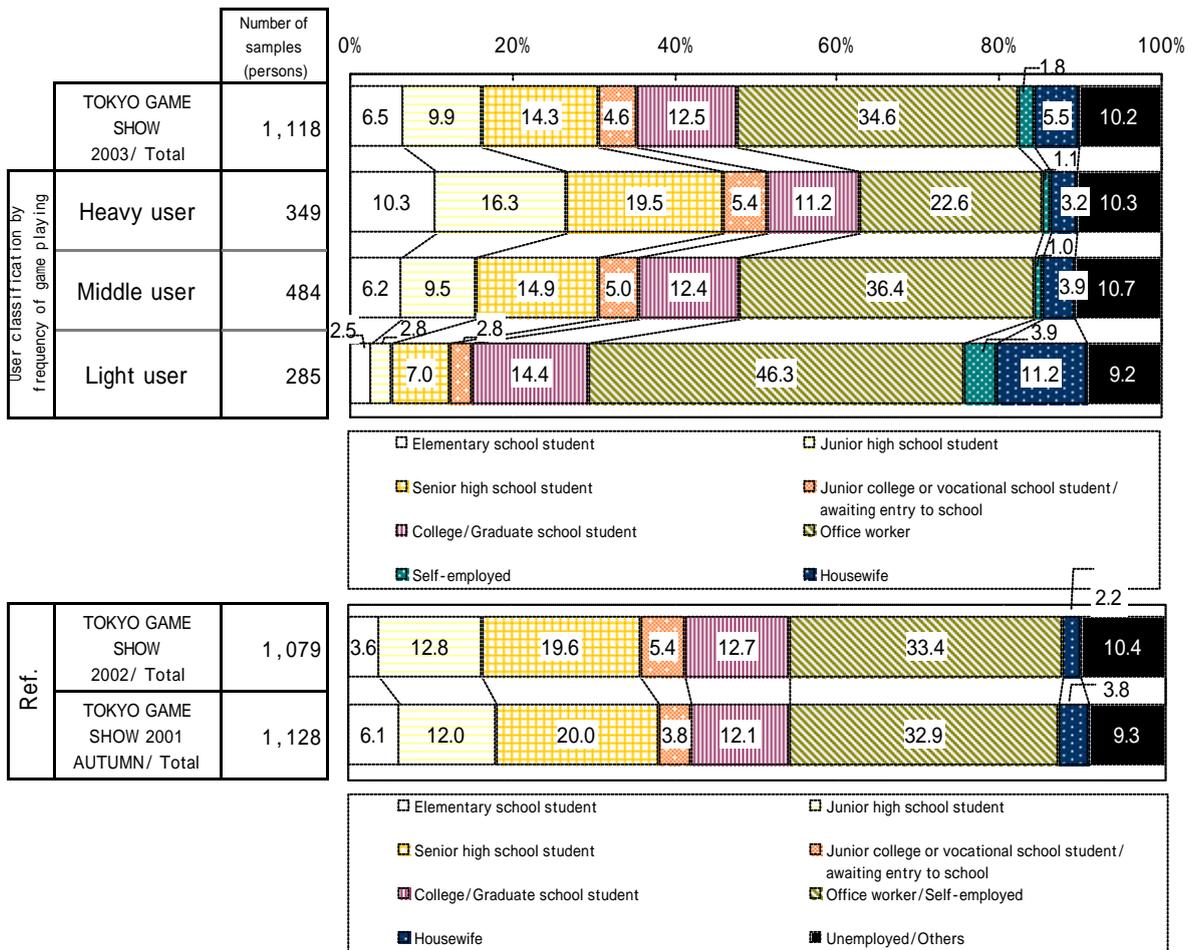


- The proportion of male visitors accounted for nearly three quarters of the total. The proportion of female visitors increased from the previous exhibition.
- Among all, the proportion of visitors aged between 19 and 24 was the highest. In comparison with the male group, the proportion of female visitors between the ages of 30 and 49 was greater.

3. Residential area



4. Occupation



* CESA regards visitors to Tokyo Game Show as "game users", who are classified into three groups depending on how often they play videogames and are defined as follows. The same definition has been applied to the past visitors surveys.

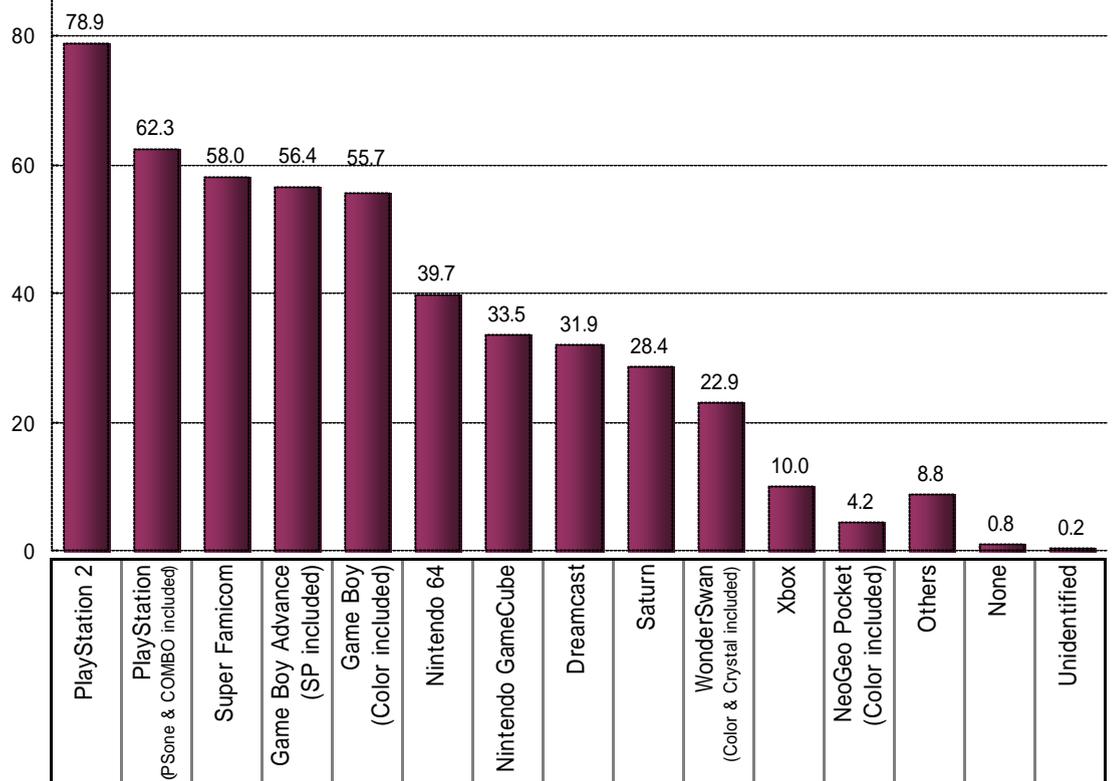
User classification by frequency of game playing
 Heavy user...plays games almost everyday Middle user...plays games 2-5 days a week Light user...plays games one day a week or less

- The proportion of visitors from Chiba Prefecture increased slightly.
- The younger groups play games more frequently.

II. Household Videogames

1. Hardware ownership (Multiple answers)

(Unit: %) (n=1,118 persons)



		Number of samples (persons)	PlayStation 2	PlayStation (PSone & COMBO included)	Super Famicom	Game Boy Advance (SP included)	Game Boy (Color included)	Nintendo 64	Nintendo GameCube	Dreamcast	Saturn	WonderSwan (Color & Crystal included)	Xbox	NeoGeo Pocket (Color included)	Others	None	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	78.9	62.3	58.0	56.4	55.7	39.7	33.5	31.9	28.4	22.9	10.0	4.2	8.8	0.8	0.2
Gender and age	Male	850	81.3	63.2	59.1	54.7	53.2	39.9	32.6	35.2	30.9	22.6	11.3	4.9	9.9	0.6	0.2
	10 ~ 12	53	69.8	64.2	67.9	84.9	83.0	66.0	41.5	9.4	20.8	26.4	7.5	0.0	9.4	0.0	0.0
	13 ~ 15	116	76.7	70.7	73.3	78.4	81.0	75.0	46.6	13.8	12.1	25.9	4.3	5.2	6.9	0.0	0.9
	16 ~ 18	136	89.7	68.4	70.6	66.2	72.1	55.9	41.2	33.1	24.3	32.4	7.4	5.9	10.3	0.0	0.0
	19 ~ 24	206	85.4	69.4	58.3	45.1	45.6	25.7	27.7	49.5	38.8	20.9	13.1	5.8	10.2	0.0	0.0
	25 ~ 29	152	81.6	55.3	48.0	37.5	34.2	21.7	23.0	44.7	44.7	22.4	19.1	8.6	11.8	0.7	0.7
	30 ~ 39	140	76.4	58.6	48.6	42.9	30.0	21.4	27.9	36.4	34.3	14.3	10.7	2.1	11.4	2.1	0.0
	40 ~ 49	47	76.6	40.4	51.1	61.7	59.6	53.2	29.8	25.5	19.1	14.9	12.8	0.0	4.3	2.1	0.0
	Female	268	71.3	59.7	54.5	61.9	63.8	39.2	36.2	21.6	20.5	23.9	6.0	1.9	5.2	1.5	0.0
	10 ~ 12	22	59.1	54.5	59.1	95.5	100.0	81.8	63.6	13.6	4.5	4.5	0.0	0.0	0.0	0.0	0.0
13 ~ 15	22	63.6	77.3	77.3	68.2	95.5	45.5	31.8	13.6	18.2	18.2	4.5	4.5	4.5	0.0	0.0	
16 ~ 18	32	87.5	65.6	71.9	65.6	65.6	43.8	31.3	15.6	15.6	40.6	6.3	3.1	6.3	0.0	0.0	
19 ~ 24	63	76.2	63.5	54.0	49.2	55.6	20.6	20.6	19.0	23.8	31.7	4.8	0.0	4.8	3.2	0.0	
25 ~ 29	33	60.6	51.5	54.5	45.5	45.5	27.3	30.3	42.4	36.4	21.2	21.2	3.0	9.1	3.0	0.0	
30 ~ 39	61	68.9	55.7	37.7	65.6	55.7	37.7	44.3	24.6	18.0	18.0	4.9	1.6	4.9	1.6	0.0	
40 ~ 49	35	74.3	54.3	51.4	65.7	65.7	51.4	45.7	17.1	20.0	22.9	0.0	2.9	5.7	0.0	0.0	

User classification by frequency	Heavy user	349	82.5	67.3	68.5	65.9	64.8	50.4	42.7	35.8	31.5	28.7	10.3	6.0	10.3	0.3	0.3
	Middle user	484	83.3	63.8	59.3	56.0	54.1	37.2	31.8	33.7	30.0	22.7	11.4	4.1	9.5	0.2	0.0
	Light user	285	67.0	53.7	42.8	45.6	47.4	30.9	24.9	24.2	22.1	16.1	7.4	2.1	5.6	2.5	0.4

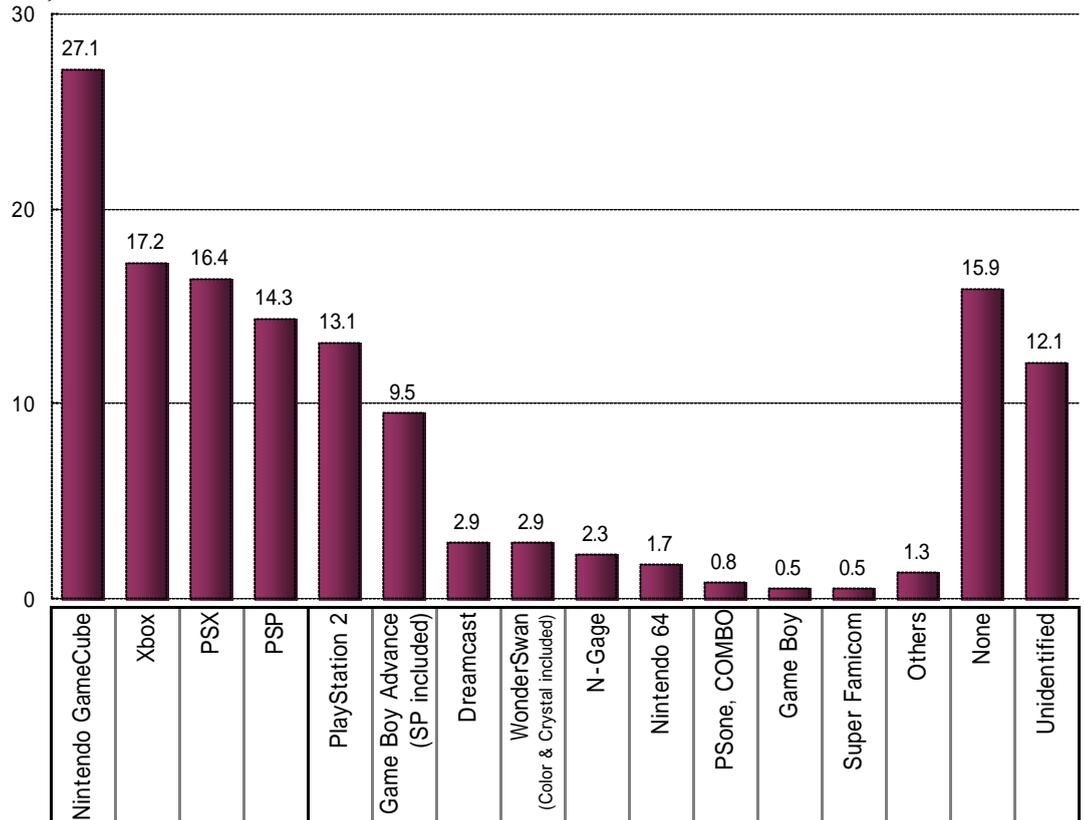
Ref.	TOKYO GAME SHOW 2002/ Total	1,079	77.0	71.3	66.6	52.5	64.1	38.3	22.1	41.7	38.1	32.7	9.5	6.4	11.8		
	TOKYO GAME SHOW 2001 AUTUMN/ Total	1,128	60.0	77.7	72.7	35.4	68.3	37.8	5.5	43.7	39.7	31.2	0.0	5.9	12.6		

- The ownership rate of "PlayStation 2" has remained the top of the hardware owned since last year.
- The ownership rate of "Nintendo GameCube" increased from the previous survey.

2. Hardware the respondents wish to purchase (Multiple answers)

(n=1,118 persons)

(Unit: %)



		Number of samples (persons)	Nintendo GameCube	Xbox	PSX	PSP	PlayStation 2	Game Boy Advance (SP included)	Dreamcast	WonderSwan (Color & Crystal included)	N-Gage	Nintendo 64	PSone, COMBO	Game Boy	Super Famicom	Others	None	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	27.1	17.2	16.4	14.3	13.1	9.5	2.9	2.9	2.3	1.7	0.8	0.5	0.5	1.3	15.9	12.1
Gender and age	Male	850	26.9	17.8	18.7	16.7	11.5	8.2	2.8	2.1	2.8	1.3	0.5	0.4	0.2	1.4	16.4	12.4
	10 ~ 12	53	30.2	18.9	3.8	5.7	13.2	5.7	3.8	3.8	1.9	0.0	0.0	0.0	0.0	1.9	17.0	17.0
	13 ~ 15	116	26.7	17.2	19.8	19.0	13.8	4.3	3.4	1.7	5.2	0.9	0.9	0.0	0.0	0.9	16.4	14.7
	16 ~ 18	136	26.5	25.0	27.2	23.5	3.7	9.6	6.6	1.5	3.7	2.2	0.7	0.7	0.0	0.7	15.4	14.7
	19 ~ 24	206	31.1	12.6	20.9	19.9	8.7	11.7	1.0	4.4	2.9	1.0	0.5	0.5	0.5	2.4	15.0	10.7
	25 ~ 29	152	28.3	12.5	18.4	15.8	12.5	9.9	1.3	1.3	2.6	2.0	0.7	0.0	0.0	0.7	15.1	14.5
	30 ~ 39	140	18.6	22.1	15.7	10.7	17.9	6.4	2.9	0.7	0.7	0.0	0.0	0.0	0.0	1.4	20.0	9.3
	40 ~ 49	47	27.7	23.4	8.5	10.6	17.0	2.1	2.1	0.0	2.1	4.3	0.0	2.1	2.1	2.1	17.0	4.3
	Female	268	27.6	15.3	9.0	6.7	18.3	13.4	3.0	5.2	0.7	3.0	1.9	1.1	1.5	1.1	14.6	11.2
	10 ~ 12	22	22.7	9.1	0.0	0.0	22.7	0.0	4.5	9.1	0.0	9.1	0.0	0.0	0.0	0.0	31.8	9.1
	13 ~ 15	22	22.7	13.6	13.6	9.1	31.8	18.2	4.5	9.1	4.5	4.5	0.0	0.0	0.0	4.5	13.6	9.1
	16 ~ 18	32	37.5	15.6	18.8	6.3	6.3	15.6	3.1	9.4	0.0	3.1	6.3	0.0	3.1	3.1	18.8	12.5
	19 ~ 24	63	31.7	17.5	9.5	7.9	12.7	14.3	3.2	4.8	0.0	1.6	1.6	0.0	4.8	1.6	14.3	9.5
	25 ~ 29	33	21.2	6.1	18.2	12.1	21.2	30.3	3.0	3.0	0.0	0.0	0.0	6.1	0.0	0.0	0.0	9.1
	30 ~ 39	61	29.5	14.8	3.3	4.9	24.6	8.2	1.6	3.3	1.6	1.6	1.6	0.0	0.0	0.0	14.8	14.8
	40 ~ 49	35	20.0	25.7	2.9	5.7	14.3	8.6	2.9	2.9	0.0	5.7	2.9	2.9	0.0	0.0	14.3	11.4
	User classification by frequency	Heavy user	349	25.8	17.5	17.5	16.9	10.0	8.3	2.6	2.0	3.4	0.9	0.6	0.3	0.6	2.3	17.8
Middle user		484	28.7	18.2	19.0	15.5	10.7	10.3	3.9	3.3	2.3	2.7	0.8	0.6	0.4	1.0	16.1	11.6
Light user		285	26.0	15.1	10.5	9.1	21.1	9.5	1.4	3.2	1.1	1.1	1.1	0.7	0.7	0.7	13.3	11.2
Ref.	TOKYO GAME SHOW 2002/ Total	1,079	33.8	39.8	/	/	20.7	20.3	6.5	10.0	/	1.9	5.0	0.7	0.8	4.0	12.0	/
	TOKYO GAME SHOW 2001 AUTUMN/ Total	1,128	44.9	49.6	/	/	30.0	23.9	9.0	9.0	/	1.9	6.5	1.0	0.4	0.6	6.8	/

•Although "Nintendo Game Cube" was able to maintain the highest rate, it decreased from last year. The drop is particularly more pronounced when viewed against the figure of "Xbox" over the same period.

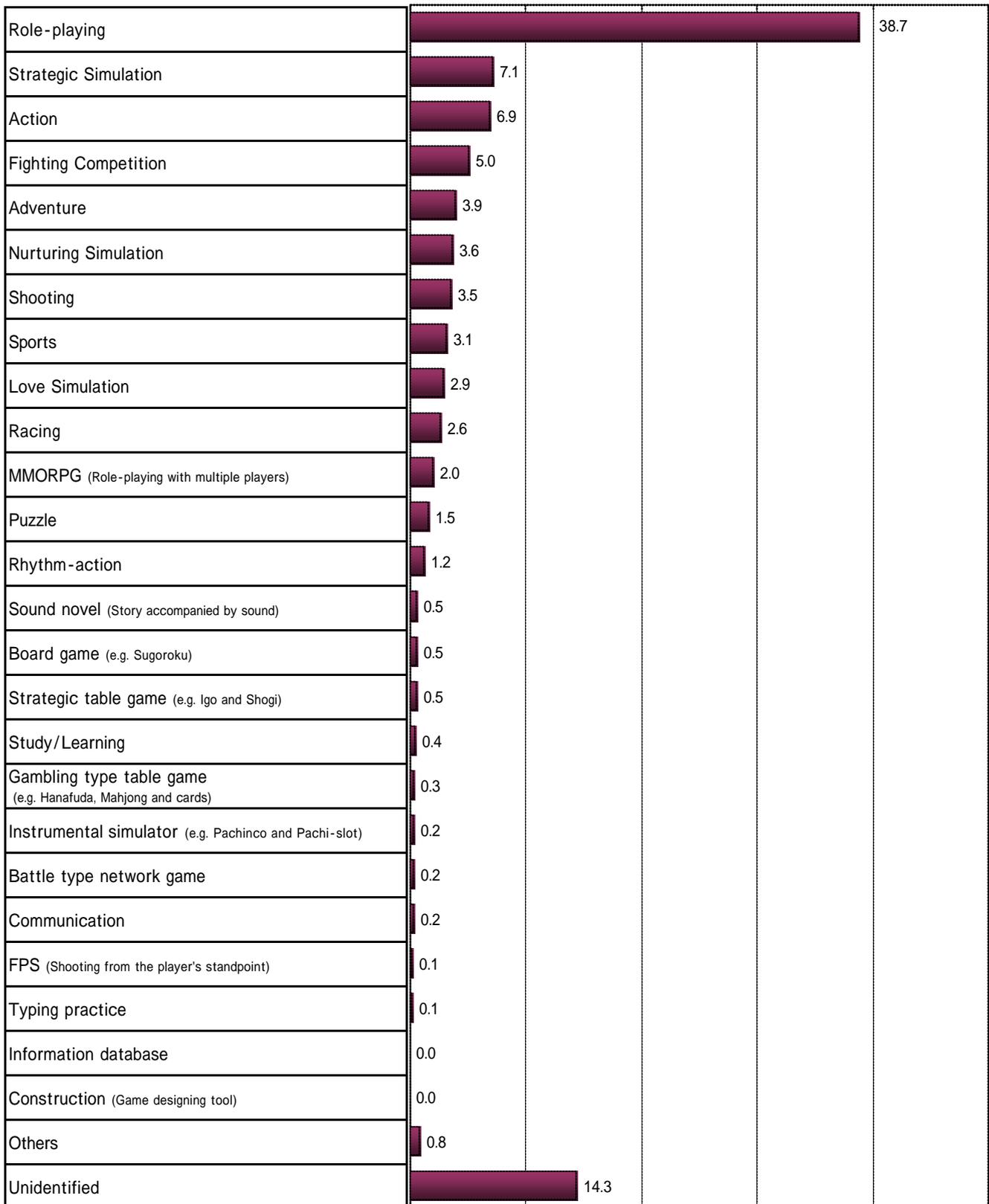
•While the proportion of visitors who wished to purchase already-released hardware has decreased, their interest in PSX and PSP is apparently high.

3. Most favorite game genres

(Unit: %)

(n=1,118 persons)

0 10 20 30 40 50



Although a single answer was required to the question about the most favorite game genre, some respondents gave more than one answer so that they were categorized in "unidentified."

- Among all game genres, "role-playing" was selected the most and it was particularly popular among frequent gamers.
- The users between the ages of 10 and 12 reported that they preferred "action" and "adventure" to "role-playing".
- The genres preferred more among light users were "sports", "racing" and "puzzle".

(Unit: %)

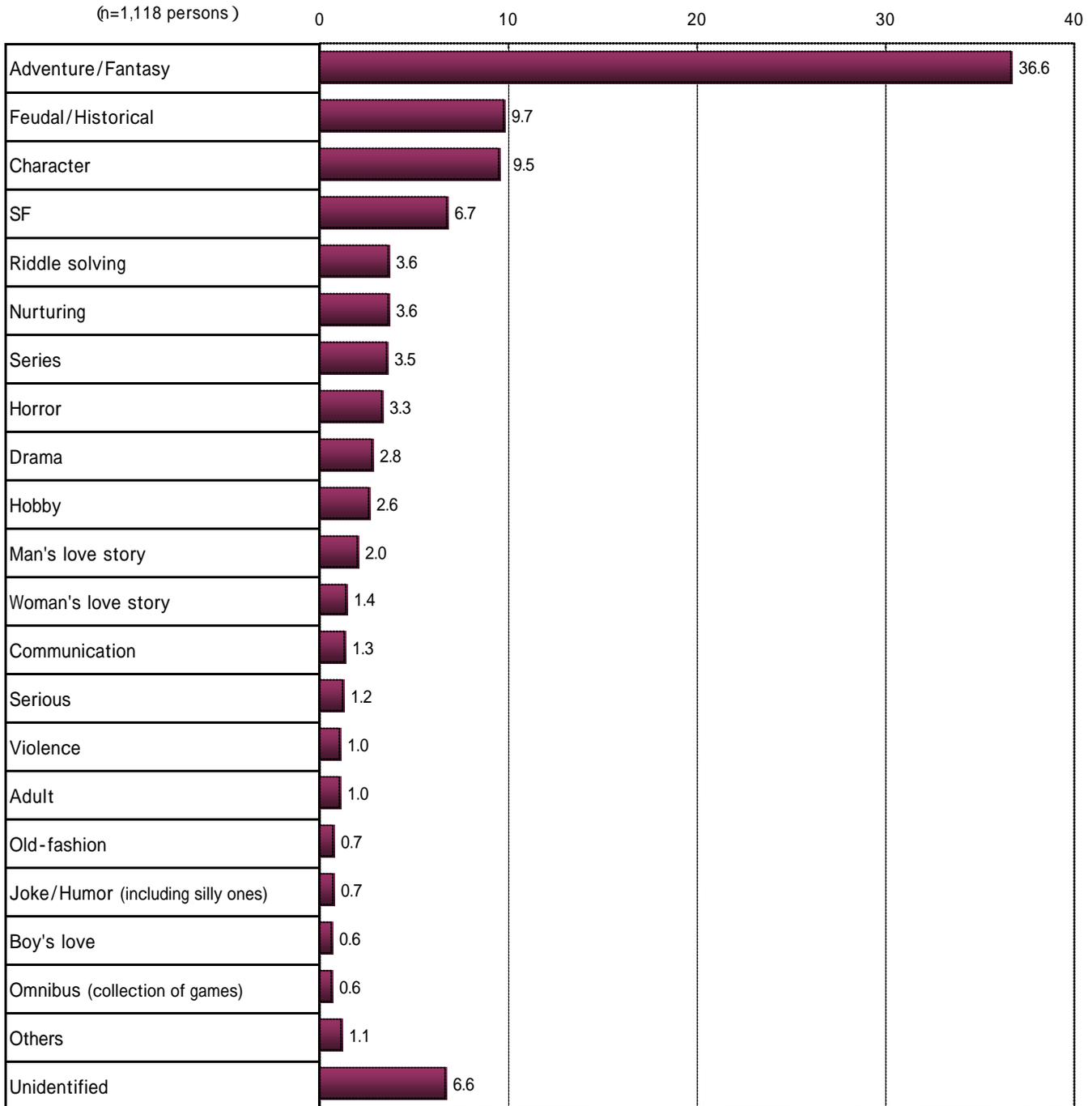
	TOKYO GAME SHOW 2003/ Total	Gender and age														User classification by frequency of game				
		Male	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	Female	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	Heavy user	Middle user	Light user
Number of samples (persons)	1,118	850	53	116	136	206	152	140	47	268	22	22	32	63	33	61	35	349	484	285
Role-playing	38.7	38.1	28.3	43.1	51.5	40.3	32.9	32.9	21.3	40.7	9.1	50.0	53.1	57.1	39.4	32.8	28.6	45.8	40.1	27.7
Strategic Simulation	7.1	8.2	3.8	6.0	2.9	8.3	10.5	15.0	6.4	3.4	0.0	0.0	6.3	4.8	9.1	1.6	0.0	5.2	8.5	7.0
Action	6.9	7.9	9.4	12.1	8.8	8.3	5.3	5.0	8.5	3.7	13.6	0.0	6.3	1.6	3.0	1.6	5.7	8.9	6.4	5.3
Fighting Competition	5.0	5.4	5.7	1.7	4.4	7.8	6.6	4.3	6.4	3.7	9.1	13.6	3.1	0.0	3.0	1.6	5.7	5.7	4.8	4.6
Adventure	3.9	3.6	11.3	0.9	2.9	2.9	7.2	2.1	0.0	4.9	22.7	4.5	3.1	0.0	3.0	4.9	5.7	2.9	5.4	2.8
Nurturing Simulation	3.6	3.1	1.9	5.2	1.5	1.9	3.9	3.6	4.3	5.2	9.1	4.5	0.0	3.2	6.1	8.2	5.7	2.0	3.9	4.9
Shooting	3.5	4.0	7.5	2.6	1.5	2.4	3.9	7.9	6.4	1.9	0.0	0.0	0.0	1.6	3.0	3.3	2.9	3.2	2.7	5.3
Sports	3.1	3.5	7.5	1.7	1.5	3.4	4.6	3.6	6.4	1.9	9.1	0.0	0.0	0.0	0.0	1.6	5.7	2.0	2.3	6.0
Love Simulation	2.9	2.5	0.0	0.0	7.4	1.9	3.9	0.7	0.0	4.1	0.0	4.5	9.4	4.8	6.1	3.3	0.0	1.7	3.3	3.5
Racing	2.6	2.9	5.7	1.7	1.5	2.4	3.9	2.1	8.5	1.5	0.0	0.0	0.0	3.2	0.0	3.3	0.0	0.3	3.1	4.6
MMORPG (Role-playing with multiple players)	2.0	2.4	0.0	2.6	1.5	3.4	2.0	3.6	0.0	0.7	0.0	4.5	0.0	0.0	3.0	0.0	0.0	2.9	1.7	1.4
Puzzle	1.5	0.6	0.0	0.0	0.0	1.0	1.3	0.7	0.0	4.5	9.1	4.5	3.1	1.6	3.0	6.6	5.7	0.3	1.2	3.5
Rhythm-action	1.2	1.1	0.0	0.9	3.7	1.0	0.7	0.0	0.0	1.5	0.0	0.0	3.1	3.2	0.0	1.6	0.0	1.4	0.8	1.4
Sound novel (Story accompanied by sound)	0.5	0.2	0.0	0.0	0.7	0.5	0.0	0.0	0.0	1.5	0.0	0.0	0.0	3.2	6.1	0.0	0.0	1.1	0.2	0.4
Board game (e.g. Sugoroku)	0.5	0.6	0.0	0.0	0.7	1.5	0.0	0.7	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.8	0.7
Strategic table game (e.g. Igo and Shogi)	0.5	0.5	1.9	0.0	0.0	0.5	0.7	0.7	0.0	0.7	0.0	0.0	0.0	1.6	0.0	1.6	0.0	0.3	0.4	1.1
Study/Learning	0.4	0.2	1.9	0.0	0.0	0.0	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.3	0.2	0.7
Gambling type table game (e.g. Hanafuda, Mahjong and cards)	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	1.6	2.9	0.3	0.0	0.7
Instrumental simulator (e.g. Pachinco and Pachi-slot)	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.4	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.3	0.0	0.4
Battle type network game	0.2	0.2	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Communication	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.4	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.7
FPS (shooting from the player's standpoint)	0.1	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Typing practice	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Information database	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Construction (Game designing tool)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.8	0.7	1.9	0.0	0.7	1.0	1.3	0.0	0.0	1.1	4.5	0.0	3.1	1.6	0.0	0.0	0.0	1.4	0.2	1.1
Unidentified	14.3	13.6	13.2	19.8	8.8	11.7	9.9	15.7	27.7	16.4	13.6	13.6	9.4	12.7	12.1	26.2	20.0	14.0	13.4	16.1

Ref.	TOKYO GAME SHOW 2002/ Total	TOKYO GAME SHOW 2001 AUTUMN/ Total
	Number of samples (persons)	1,079
Role-playing	34.9	39.5
Simulation	16.9	19.2
Action	7.8	6.6
Fighting Competition	5.8	10.2
Adventure	5.6	6.6
Sports/Racing	4.4	5.3
Shooting	2.9	3.8
Rhythm-action	2.7	2.9
Puzzle	2.1	2.8
Board/Table	1.8	1.0
Others	1.9	2.1
Unidentified	13.2	0.0

4. Most favorite game types

(Unit: %)

(n=1,118 persons)



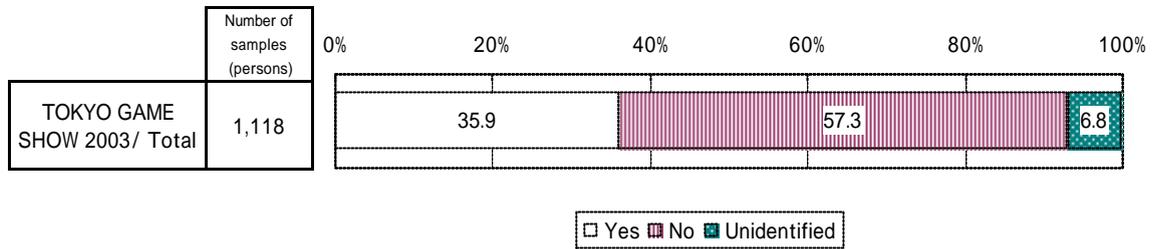
Although a single answer was required to the question about the most favorite game type, some respondents gave more than one answer so that they were categorized in "unidentified".

- "Adventure/Fantasy" was selected the most and it was particularly popular among frequent gamers.
- Female users preferred "character" and "riddle solving" types and few selected "feudal/historical" and "SF".

(Unit: %)

	TOKYO GAME SHOW 2003/ Total	Gender and age														User classification by frequency of game playing				
		Male	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	Female	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	Heavy user	Middle user	Light user
Number of samples (persons)	1,118	850	53	116	136	206	152	140	47	268	22	22	32	63	33	61	35	349	484	285
Adventure/Fantasy	36.6	35.9	43.4	40.5	47.8	39.8	31.6	20.7	23.4	38.8	27.3	50.0	43.8	47.6	24.2	34.4	40.0	42.7	38.8	25.3
Feudal/Historical	9.7	11.8	9.4	9.5	5.9	7.3	17.8	20.0	12.8	3.4	9.1	0.0	0.0	3.2	12.1	0.0	2.9	8.0	9.1	13.0
Character	9.5	8.4	15.1	5.2	10.3	6.3	6.6	9.3	14.9	13.1	36.4	9.1	9.4	4.8	6.1	21.3	11.4	9.2	7.2	13.7
SF	6.7	8.0	0.0	6.9	5.1	10.2	7.9	7.9	19.1	2.6	0.0	4.5	6.3	1.6	3.0	3.3	0.0	6.0	6.0	8.8
Riddle solving	3.6	2.5	0.0	2.6	1.5	1.9	4.6	2.1	4.3	7.1	0.0	0.0	3.1	4.8	12.1	9.8	14.3	1.7	3.9	5.3
Nurturing	3.6	3.6	5.7	4.3	3.7	4.4	2.0	3.6	2.1	3.4	0.0	4.5	0.0	4.8	6.1	1.6	5.7	5.2	2.7	3.2
Series	3.5	3.4	7.5	9.5	0.7	2.4	2.0	3.6	0.0	3.7	9.1	9.1	3.1	4.8	3.0	0.0	2.9	3.7	4.8	1.1
Horror	3.3	3.3	3.8	5.2	2.9	2.4	2.0	5.7	0.0	3.4	9.1	4.5	3.1	3.2	0.0	4.9	0.0	3.7	3.7	2.1
Drama	2.8	2.7	0.0	3.4	2.2	3.4	3.3	2.1	2.1	3.0	0.0	4.5	0.0	1.6	6.1	6.6	0.0	3.7	2.9	1.4
Hobby	2.6	2.6	0.0	0.9	0.7	1.9	3.9	5.0	6.4	2.6	0.0	0.0	0.0	0.0	6.1	6.6	2.9	1.4	3.3	2.8
Man's love story	2.0	2.6	0.0	1.7	5.9	1.9	3.9	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.3	2.1
Woman's love story	1.4	0.4	0.0	0.9	0.0	1.0	0.0	0.0	0.0	4.9	0.0	0.0	12.5	7.9	3.0	3.3	2.9	0.9	1.9	1.4
Communication	1.3	1.3	1.9	0.9	0.7	1.5	1.3	2.1	0.0	1.1	0.0	0.0	0.0	1.6	0.0	0.0	5.7	1.1	1.0	1.8
Serious	1.2	1.2	0.0	0.0	0.0	1.9	0.7	2.1	4.3	1.1	0.0	0.0	6.3	0.0	3.0	0.0	0.0	1.1	1.2	1.1
Violence	1.0	1.2	1.9	0.0	1.5	1.0	1.3	1.4	2.1	0.4	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.6	1.2	1.1
Adult	1.0	1.2	0.0	0.0	0.7	1.0	3.3	0.7	2.1	0.4	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.3	0.4	2.8
Old-fashion	0.7	0.9	0.0	0.9	1.5	0.5	1.3	0.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.4	1.1
Joke/Humor (incl. silly ones)	0.7	0.7	1.9	0.0	0.7	1.9	0.0	0.0	0.0	0.7	0.0	0.0	0.0	1.6	0.0	1.6	0.0	0.9	0.6	0.7
Boy's love	0.6	0.5	0.0	0.0	0.7	0.5	0.7	0.7	0.0	1.1	0.0	4.5	6.3	0.0	0.0	0.0	0.0	0.6	0.6	0.7
Omnibus (collection of games)	0.6	0.5	1.9	0.0	1.5	0.5	0.0	0.0	0.0	1.1	0.0	0.0	0.0	1.6	0.0	0.0	5.7	0.0	1.0	0.7
Others	1.1	1.3	3.8	0.0	0.7	1.5	2.0	0.7	2.1	0.4	0.0	0.0	0.0	0.0	0.0	1.6	0.0	1.4	0.2	2.1
Unidentified	6.6	6.2	3.8	7.8	5.1	6.8	3.9	10.0	2.1	7.8	9.1	9.1	3.1	9.5	15.2	4.9	5.7	5.4	6.6	8.1

5. Game software playable on old consoles which the users wish to play on the latest con:



(Unit: %)

		Number of samples (persons)	Yes	No	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	35.9	57.3	6.8
Gender and age	Male	850	36.0	57.8	6.2
	10 ~ 12	53	9.4	79.2	11.3
	13 ~ 15	116	19.0	75.9	5.2
	16 ~ 18	136	33.8	63.2	2.9
	19 ~ 24	206	43.2	51.5	5.3
	25 ~ 29	152	43.4	51.3	5.3
	30 ~ 39	140	47.1	44.3	8.6
	40 ~ 49	47	25.5	61.7	12.8
	Female	268	35.4	56.0	8.6
	10 ~ 12	22	18.2	77.3	4.5
	13 ~ 15	22	27.3	72.7	0.0
	16 ~ 18	32	31.3	59.4	9.4
	19 ~ 24	63	36.5	47.6	15.9
	25 ~ 29	33	51.5	45.5	3.0
	30 ~ 39	61	39.3	54.1	6.6
	40 ~ 49	35	31.4	57.1	11.4

User classification by frequency of	Number of samples (persons)	Yes	No	Unidentified
Heavy user	349	35.0	57.6	7.4
Middle user	484	36.4	58.7	5.0
Light user	285	36.1	54.7	9.1

< Game titles playable on old-type consoles which the respondents wished to play again >

(n=382 persons)

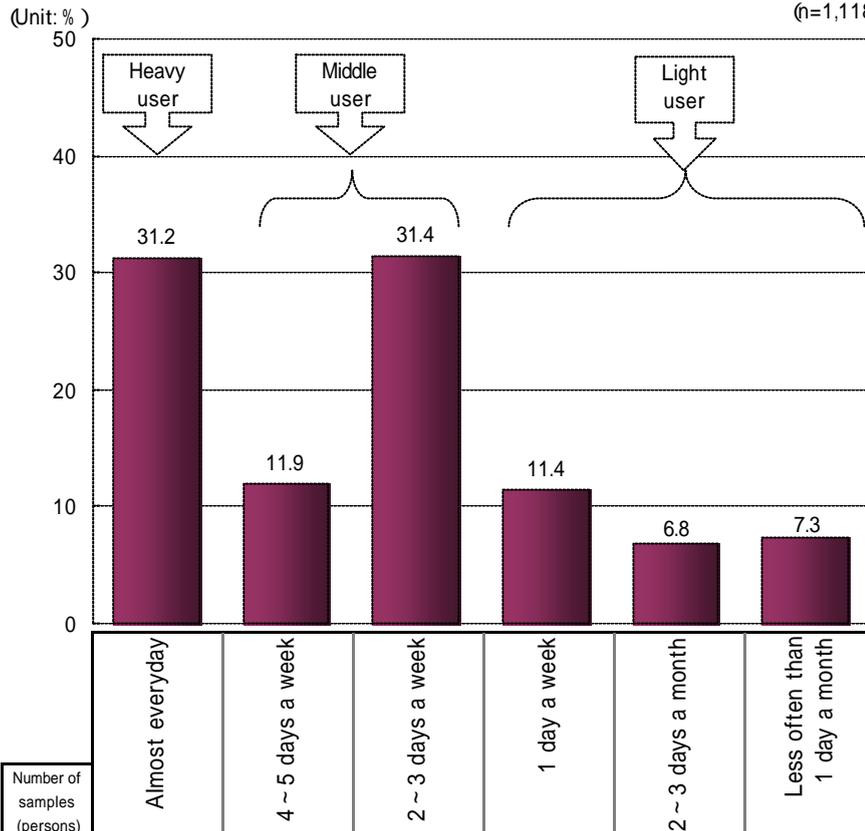
Titles	Quantity
"Final Fantasy" series	20
"Invader"	13
"Kuniokun" series	12
"Dragon Quest" series	10
"Super Mario" series	9
"Seiken Densetsu" series	9
"Romancing SaGa" series	9
"Tetris" series	7
"E's" series	5
"Street Fighter" series	5
"Dig Dag"	5
"Famicom Tantei Club" series	5
"Mario Bros."	5
The rest is omitted.	

Although multiple answers were acceptable, names of game titles from the same series were counted as one title.

- 35.9% of the total respondents chose "Yes" and no big difference was seen among the three user groups.
- The male users between the ages of 19 and 39 and the female users between 25 and 29 gave a positive answer.

6. Frequency of game playing

(n=1,118 persons)



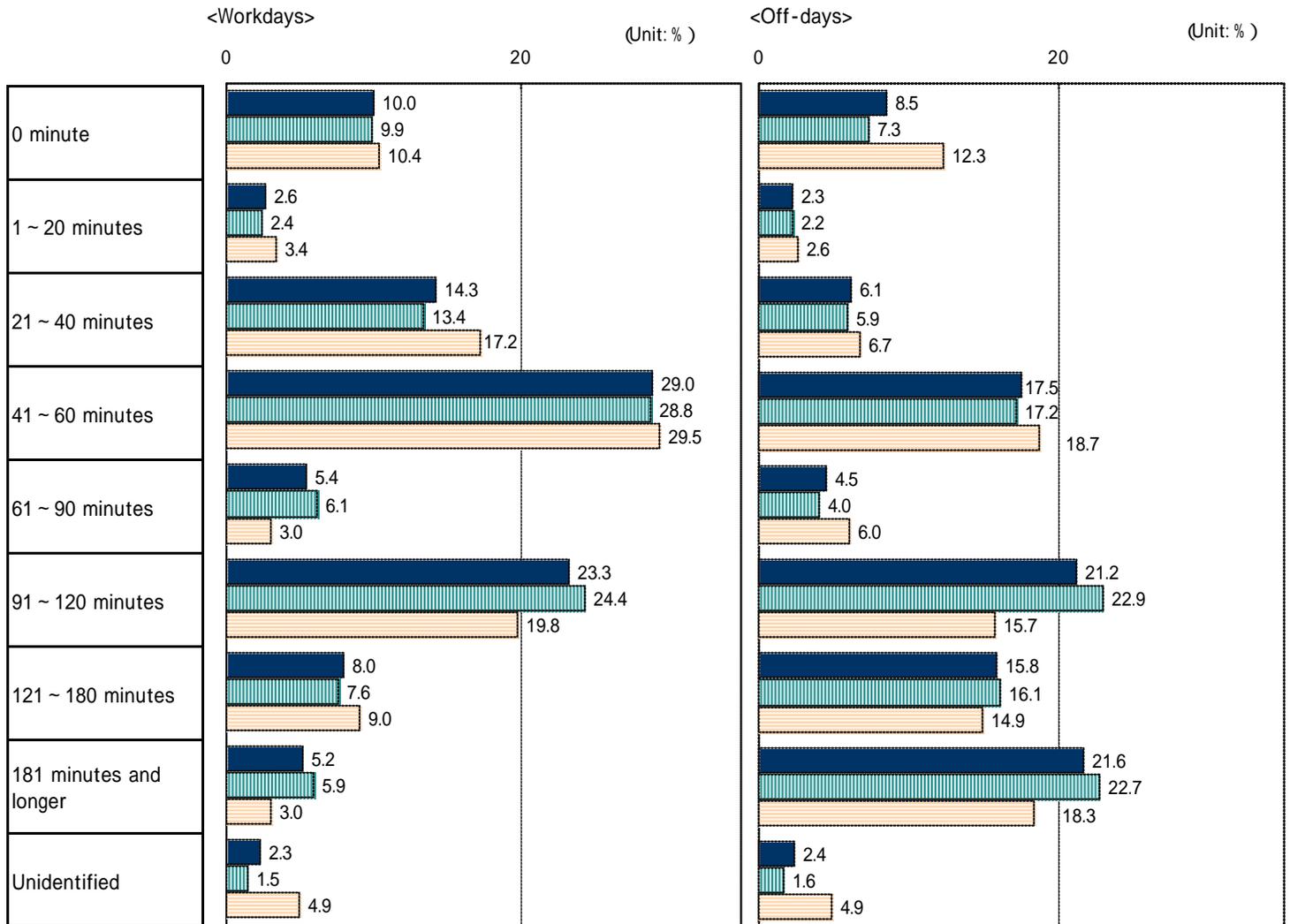
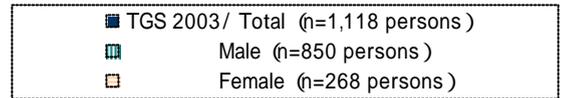
		Number of samples (persons)	Almost everyday	4 ~ 5 days a week	2 ~ 3 days a week	1 day a week	2 ~ 3 days a month	Less often than 1 day a month	Weekly average (days)
TOKYO GAME SHOW 2003/ Total		1,118	31.2	11.9	31.4	11.4	6.8	7.3	3.7
Gender and age	Male	850	32.9	13.5	31.2	10.8	5.8	5.8	3.8
	10 ~ 12	53	52.8	22.6	17.0	3.8	3.8	0.0	5.2
	13 ~ 15	116	54.3	14.7	26.7	1.7	1.7	0.9	5.2
	16 ~ 18	136	44.1	18.4	25.7	5.1	4.4	2.2	4.6
	19 ~ 24	206	32.5	13.1	34.5	13.6	1.9	4.4	3.9
	25 ~ 29	152	19.7	11.2	38.2	15.1	8.6	7.2	3.0
	30 ~ 39	140	19.3	9.3	36.4	15.0	7.1	12.9	2.9
	40 ~ 49	47	10.6	8.5	21.3	19.1	25.5	14.9	1.9
	Female	268	25.7	6.7	32.1	13.1	10.1	12.3	3.1
	10 ~ 12	22	31.8	9.1	40.9	13.6	4.5	0.0	3.8
	13 ~ 15	22	40.9	9.1	27.3	13.6	4.5	4.5	4.1
	16 ~ 18	32	28.1	12.5	46.9	0.0	6.3	6.3	3.7
	19 ~ 24	63	25.4	7.9	30.2	11.1	9.5	15.9	3.0
	25 ~ 29	33	30.3	3.0	30.3	9.1	12.1	15.2	3.2
30 ~ 39	61	24.6	4.9	24.6	23.0	14.8	8.2	2.8	
40 ~ 49	35	8.6	2.9	34.3	14.3	11.4	28.6	1.8	

Ref.	Weekly average (total)		
	TOKYO GAME SHOW 2003/ Total	TOKYO GAME SHOW 2002/ Total	TOKYO GAME SHOW 2001 AUTUMN/ Total
	3.7 days	4.1 days	4.0 days

<Calculation to obtain an average weekly frequency of game playing>
 「almost everyday」: 7 days, 「4-5 days a week」: 4.5 days, 「2-3 days a week」: 2.5 days,
 「2-3 days a month」: 0.3 day, 「less often than 1 day a month」: 0.1 day

- The proportions of the users who were playing games "almost everyday" and "2-3 days a week" were high. In comparison with the past surveys, the average weekly frequency of game playing was lower.
- The male users between the ages of 10 and 18 showed the highest weekly average.

7. Duration of game playing (on a daily basis)



Change in average duration of game playing (minutes)	Workdays			Off-days		
	TOKYO GAME SHOW 2003/ Total	TOKYO GAME SHOW 2002/ Total	TOKYO GAME SHOW 2001 AUTUMN/ Total	TOKYO GAME SHOW 2003/ Total	TOKYO GAME SHOW 2002/ Total	TOKYO GAME SHOW 2001 AUTUMN/ Total
	86.7	95.9	92.7	146.9	171.2	158.4

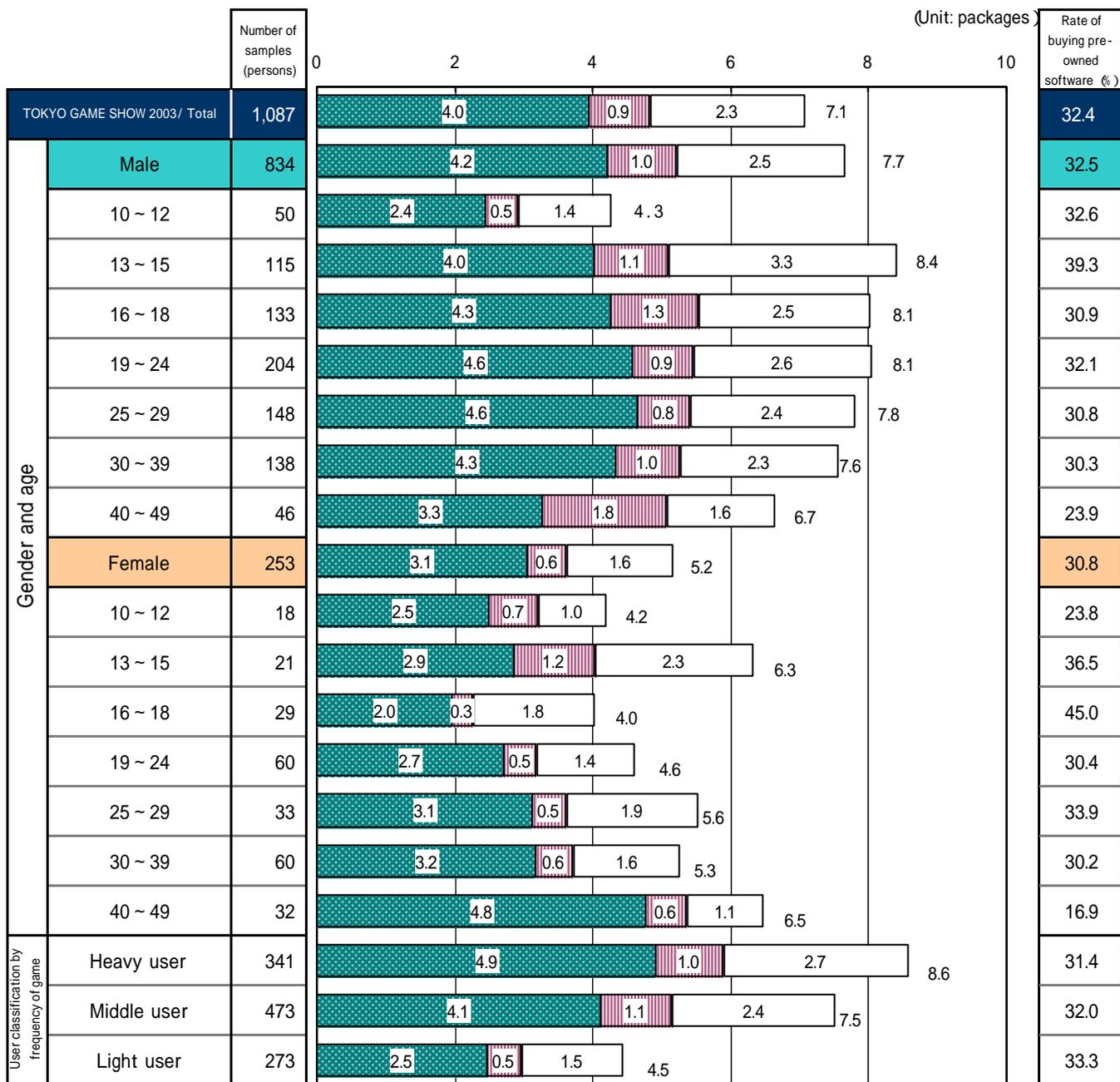
<Average duration and total weekly length of game playing by gender and age>

TOKYO GAME SHOW 2003/ Total	Gender and age																
	Male	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	Female	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	
Average duration Workdays (min.)	86.7	89.5	83.3	107.7	113.4	98.3	84.1	61.8	42.5	77.5	53.9	67.3	90.7	94.0	107.3	70.3	39.7
Average duration Off-days (min.)	146.9	151.1	132.1	172.6	191.2	154.9	150.2	123.5	70.1	132.8	81.4	185.0	182.4	178.5	150.0	89.6	62.6
Average weekly frequency (days)	3.65	3.83	5.19	5.15	4.63	3.87	3.02	2.86	1.94	3.08	3.81	4.11	3.73	3.04	3.16	2.84	1.79
Total weekly length (min.)	436.8	466.1	529.9	684.2	680.5	493.5	386.2	300.1	137.7	349.2	260.2	511.9	521.7	454.7	424.4	238.2	116.8

* Total weekly length = (Average weekly frequency - 2) × Average duration on workdays + Average duration on off-days × 2
Starting from this survey, all calculations were based on a 5-day workweek.

- For workdays, "41-60 minutes" and "91-120 minutes" were selected most and the average duration of game playing was 86.7 minutes.
- For off-days, "91-120 minutes" and "181 minutes and longer" were selected most with the average duration of 146.9 minutes.
- The average durations of game playing on both workdays and off-days became shorter than the results in the past surveys. On average, the female users tend to play games shorter than the male users.

8. Number of software packages purchased for the past one year



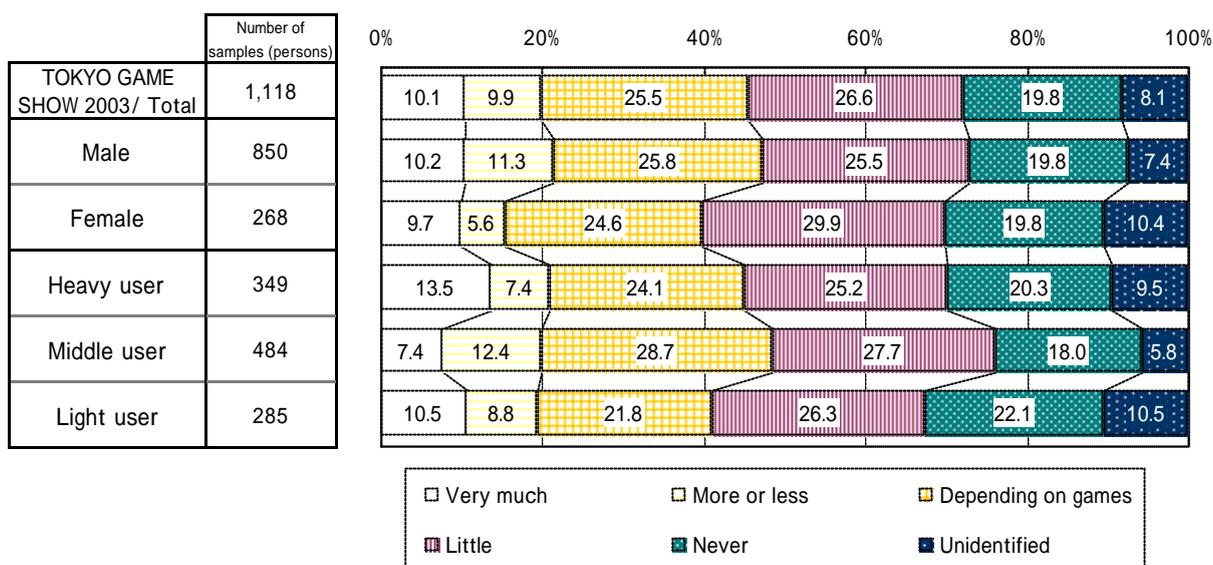
■ New regular price ■ New low-price □ Pre-owned

Ref.	Number of software packages purchased for the past one year		
	TOKYO GAME SHOW 2003/ Total	TOKYO GAME SHOW 2002/ Total	TOKYO GAME SHOW 2001 AUTUMN/ Total
	7.1 packages	8.7 packages	4.7 packages

TGS 2001 Autumn shows the number of software packages purchased for the past six months.

- The average number of software packages purchased by the respondents was 7.1 packages, which is further broken down into 4.0 new regular price packages, 0.9 new low-price package and 2.3 pre-owned packages.
- The rate of purchasing pre-owned packages accounted for about 30%.
- The higher rate of purchasing pre-owned software was seen among the male users aged between 13 and 15 and the female users between 16 and 18.

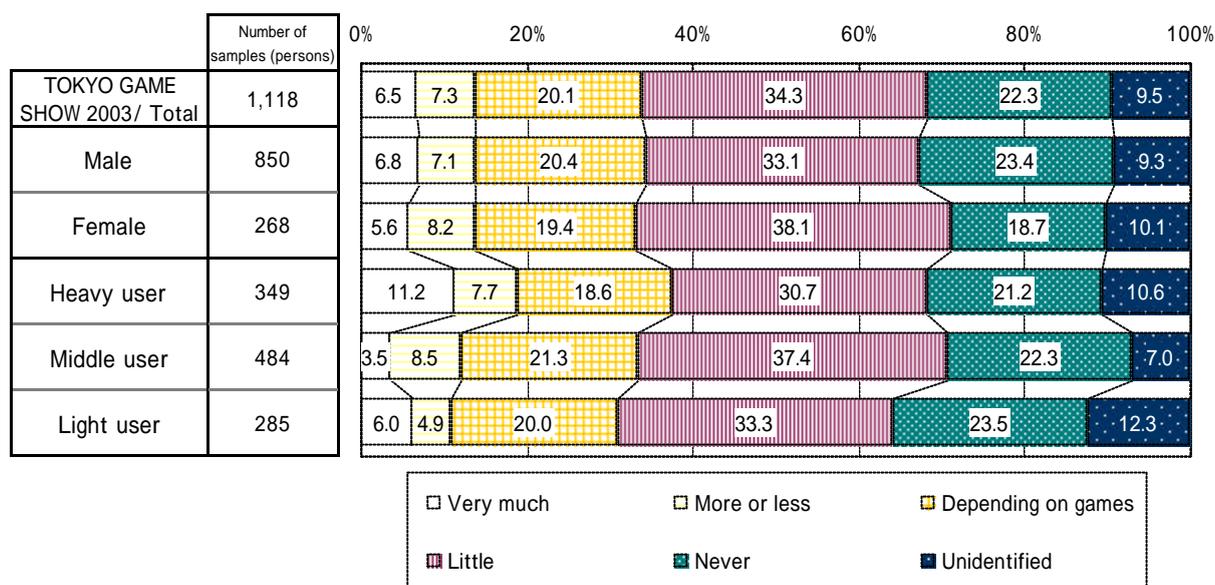
9-1. Player's consideration about game-play clearance times (for RPG and simulation games)



		Number of samples (persons)	Very much	More or less	Depending on games	Little	Never	Unidentified
(Unit: %)								
TOKYO GAME SHOW 2003/ Total		1,118	10.1	9.9	25.5	26.6	19.8	8.1
Gender and age	Male	850	10.2	11.3	25.8	25.5	19.8	7.4
	10 ~ 12	53	13.2	7.5	22.6	20.8	18.9	17.0
	13 ~ 15	116	8.6	9.5	28.4	18.1	22.4	12.9
	16 ~ 18	136	10.3	12.5	27.9	25.0	19.1	5.1
	19 ~ 24	206	12.1	12.1	30.1	23.8	16.5	5.3
	25 ~ 29	152	7.9	14.5	24.3	27.0	18.4	7.9
	30 ~ 39	140	10.7	8.6	21.4	31.4	25.0	2.9
	40 ~ 49	47	8.5	10.6	14.9	36.2	19.1	10.6
	Female	268	9.7	5.6	24.6	29.9	19.8	10.4
	10 ~ 12	22	4.5	4.5	22.7	27.3	13.6	27.3
	13 ~ 15	22	4.5	4.5	18.2	50.0	18.2	4.5
	16 ~ 18	32	31.3	6.3	15.6	18.8	18.8	9.4
	19 ~ 24	63	4.8	7.9	22.2	28.6	30.2	6.3
	25 ~ 29	33	0.0	9.1	33.3	30.3	21.2	6.1
30 ~ 39	61	11.5	4.9	23.0	31.1	16.4	13.1	
40 ~ 49	35	11.4	0.0	37.1	28.6	11.4	11.4	
User classification by frequency of game playing	Heavy user	349	13.5	7.4	24.1	25.2	20.3	9.5
	Middle user	484	7.4	12.4	28.7	27.7	18.0	5.8
	Light user	285	10.5	8.8	21.8	26.3	22.1	10.5

- When three answers such as "very much", "more or less" and "depending on games" were combined, nearly half of the total respondents reported they considered the game-play clearance time when purchasing software.
- Compared to female users, male users tend to take the game clearance time into consideration more.

9-2. Player's consideration about game-play clearance times (for racing, sports and puzzle games)



(Unit :%)

		Number of samples (persons)	Very much	More or less	Depending on games	Little	Never	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	6.5	7.3	20.1	34.3	22.3	9.5
Gender and age	Male	850	6.8	7.1	20.4	33.1	23.4	9.3
	10 ~ 12	53	9.4	1.9	34.0	15.1	17.0	22.6
	13 ~ 15	116	6.0	8.6	19.8	25.0	26.7	13.8
	16 ~ 18	136	10.3	8.8	18.4	30.1	24.3	8.1
	19 ~ 24	206	5.8	5.3	19.9	36.4	26.2	6.3
	25 ~ 29	152	5.3	10.5	21.7	36.2	17.8	8.6
	30 ~ 39	140	7.9	5.0	18.6	36.4	26.4	5.7
	40 ~ 49	47	2.1	6.4	14.9	46.8	17.0	12.8
	Female	268	5.6	8.2	19.4	38.1	18.7	10.1
	10 ~ 12	22	4.5	4.5	13.6	36.4	18.2	22.7
	13 ~ 15	22	4.5	13.6	22.7	40.9	13.6	4.5
	16 ~ 18	32	6.3	12.5	18.8	31.3	25.0	6.3
	19 ~ 24	63	6.3	4.8	19.0	38.1	22.2	9.5
	25 ~ 29	33	3.0	6.1	15.2	42.4	27.3	6.1
30 ~ 39	61	8.2	11.5	16.4	41.0	11.5	11.5	
40 ~ 49	35	2.9	5.7	31.4	34.3	14.3	11.4	
User classification by frequency of game playing	Heavy user	349	11.2	7.7	18.6	30.7	21.2	10.6
	Middle user	484	3.5	8.5	21.3	37.4	22.3	7.0
	Light user	285	6.0	4.9	20.0	33.3	23.5	12.3

•When three answers such as "very much", "more or less" and "depending on games" were combined, nearly 30% of the total respondents reported they considered the game-play clearance time when purchasing software.

•In comparison with earlier mentioned game genres which require quite a long time to complete, only a low proportion of respondents seemed to care about the game-play clearance time.

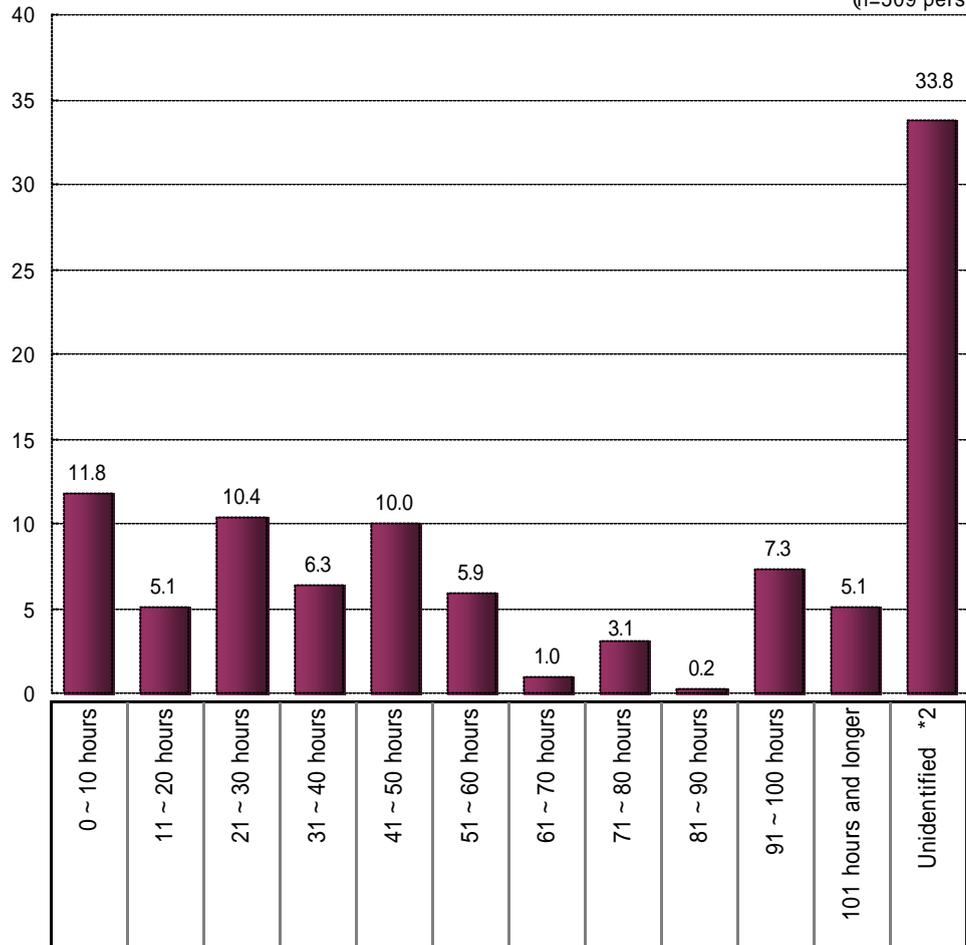
•Heavy users tend to care about the clearance time.

10-1. Acceptable game-play clearance time (for RPG and simulation games)

(Among the total respondents who answered that they cared about game-play clearance time "very much", "more or less" or "depending on games")

(Unit: %)

(n=509 persons)



		Number of samples (persons)												Average acceptable game-play clearance time (hours)	
2003/ Total (*1)		509	11.8	5.1	10.4	6.3	10.0	5.9	1.0	3.1	0.2	7.3	5.1	33.8	62.5
Gender and age	Male	402	11.9	6.2	11.7	7.5	10.7	6.5	1.2	3.2	0.2	6.7	5.0	29.1	62.3
	Female	107	11.2	0.9	5.6	1.9	7.5	3.7	0.0	2.8	0.0	9.3	5.6	51.4	63.5

User classification by frequency of game	Number of samples (persons)												Average acceptable game-play clearance time (hours)	
Heavy user	157	8.9	3.8	8.3	4.5	11.5	8.3	0.6	5.1	0.0	7.0	7.6	34.4	92.9
Middle user	235	11.9	6.4	11.1	8.9	9.4	5.1	0.9	2.6	0.4	9.4	4.3	29.8	51.2
Light user	117	15.4	4.3	12.0	3.4	9.4	4.3	1.7	1.7	0.0	3.4	3.4	41.0	43.0

*1: TOKYO GAME SHOW 2003 -The total respondents who care about the game-play clearance time of RPG and simulation games

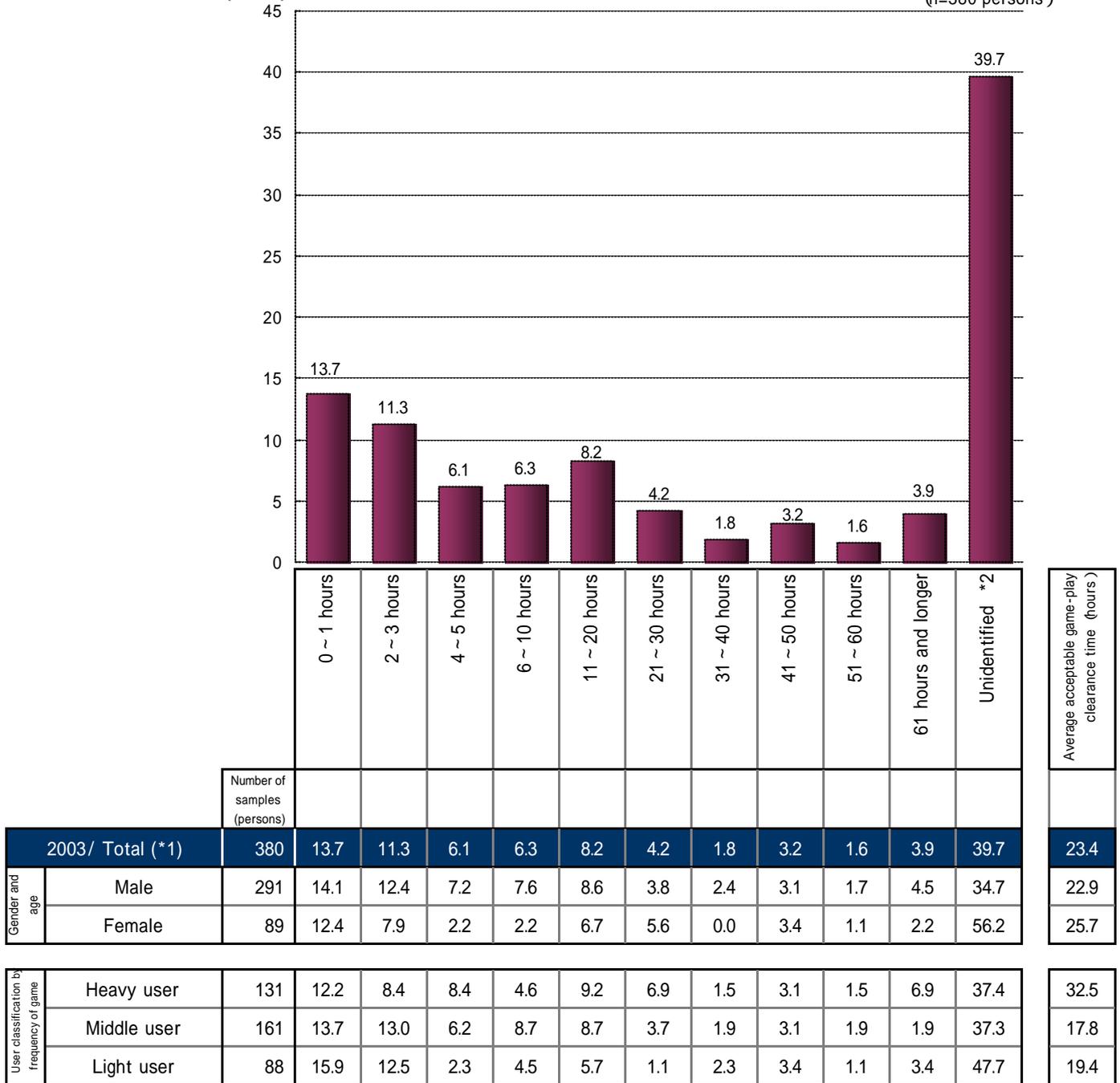
*2: Among the total respondents who answered that they cared about game-play clearance time "very much", "more or less" or "depending on games", 33.8% of them did not give a clear answer concerning the acceptable game-play clearance time (for RPG and simulation games).

• The average acceptable game-play clearance time (for RPG and simulation games) was 62.5 hours. Most respondents chose answers ranging from "0-10 hours" to "51-61 hours".

10-2. Acceptable game-play clearance time (for racing, sports and puzzle games)

(Among the total respondents who answered that they cared about game-play clearance time "very much", "more or less" or "depending on games")

(Unit: %) (n=380 persons)

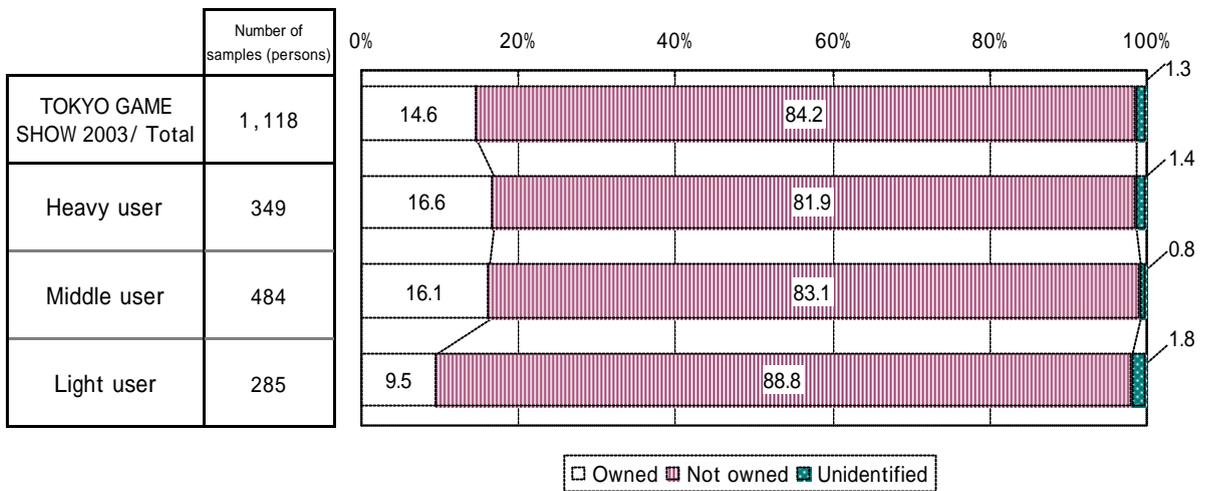


*1: TOKYO GAME SHOW 2003 -The total respondents who care about the game-play clearance time of racing, sports and puzzle games

*2: Among the total respondents who answered that they cared about game-play clearance time "very much", "more or less" or "depending on games", 39.7% of them did not give a clear answer concerning the acceptable game-play clearance time (for racing, sports and puzzle games).

• The average acceptable game-play clearance time (for racing, sports and puzzle games) was 23.4 hours. Most respondents chose answers ranging from "0-1 hours" to "2-3 hours".

11. Ownership of games developed by foreign manufactures



< Number of games owned developed by foreign manufacturers (n=152 persons) >

		Number of samples (persons)	Owned	Not owned	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	14.6	84.2	1.3
Gender and age	Male	850	16.2	82.6	1.2
	10 ~ 12	53	9.4	86.8	3.8
	13 ~ 15	116	7.8	90.5	1.7
	16 ~ 18	136	14.0	85.3	0.7
	19 ~ 24	206	19.9	79.6	0.5
	25 ~ 29	152	19.1	79.6	1.3
	30 ~ 39	140	19.3	80.0	0.7
	40 ~ 49	47	17.0	80.9	2.1
	Female	268	9.3	89.2	1.5
	10 ~ 12	22	-	95.5	4.5
	13 ~ 15	22	4.5	95.5	-
	16 ~ 18	32	6.3	93.8	-
	19 ~ 24	63	12.7	85.7	1.6
	25 ~ 29	33	12.1	87.9	-
30 ~ 39	61	13.1	85.2	1.6	
40 ~ 49	35	5.7	91.4	2.9	

(Unit: packages)

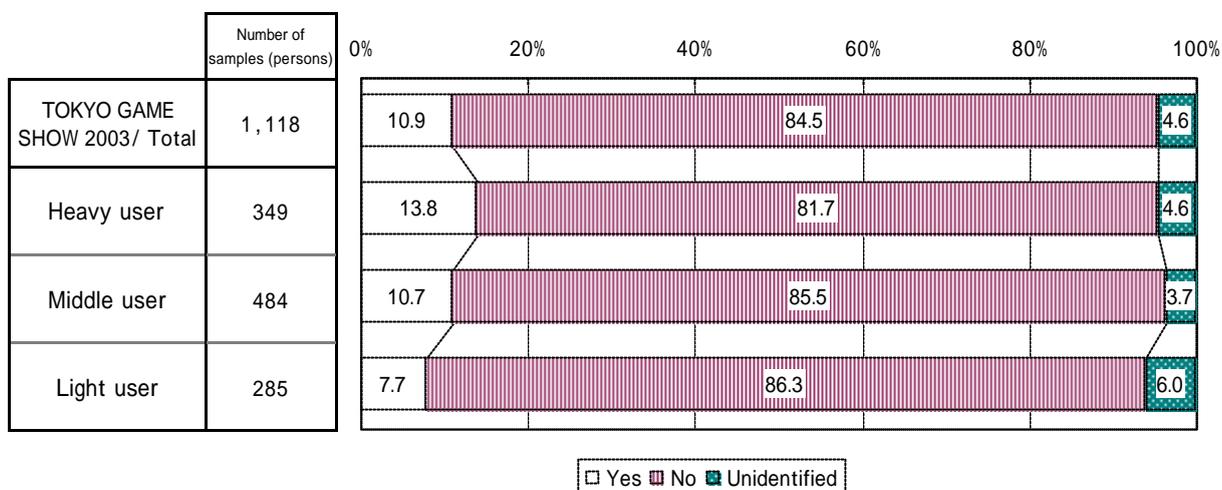
2003/ Total (*)	3.3
Male	3.6
Female	1.7
Heavy user	3.6
Middle user	2.9
Light user	3.7

* TOKYO GAME SHOW 2003 ·The total holders of games developed by foreign manufacturers

User classification by frequency of game playing	Number of samples (persons)	Owned	Not owned	Unidentified
Heavy user	349	16.6	81.9	1.4
Middle user	484	16.1	83.1	0.8
Light user	285	9.5	88.8	1.8

- The ownership rate of games developed by foreign manufacturers was 10%, and the average number of such games held was 3.3 units.
- The proportions of both female users and light users who owned games developed by foreign manufacturers were less than 10%.

12. Intention to purchase games developed by foreign manufacturers



< Foreign game titles the respondents intended to purchase >

		Number of samples (persons)	Yes	No	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	10.9	84.5	4.6
Gender and age	Male	850	11.9	83.5	4.6
	10 ~ 12	53	13.2	75.5	11.3
	13 ~ 15	116	6.9	90.5	2.6
	16 ~ 18	136	13.2	82.4	4.4
	19 ~ 24	206	14.6	82.0	3.4
	25 ~ 29	152	11.2	86.8	2.0
	30 ~ 39	140	11.4	82.9	5.7
	40 ~ 49	47	10.6	76.6	12.8
	Female	268	7.8	87.7	4.5
	10 ~ 12	22	9.1	81.8	9.1
	13 ~ 15	22	9.1	90.9	0.0
	16 ~ 18	32	9.4	90.6	0.0
	19 ~ 24	63	12.7	79.4	7.9
	25 ~ 29	33	6.1	87.9	6.1
	30 ~ 39	61	3.3	93.4	3.3
	40 ~ 49	35	5.7	91.4	2.9

(n=113 persons)	
Title	Quantity
"Grand Theft Auto" series	16
"Lineage 1 -2"	5
"HALF LIFE 2"	5
"Getaway"	3
"Ultima" series	3
"Arcturus"	3
"HALO2"	3
Titles respondents seemingly misunderstood	
"Naruto1 -2"	3
"Dragon Quest" series	3
The rest is omitted.	

User classification by frequency of game playing	Number of samples (persons)	Yes	No	Unidentified
Heavy user	349	13.8	81.7	4.6
Middle user	484	10.7	85.5	3.7
Light user	285	7.7	86.3	6.0

(Unit: %)

- Nearly 10% of the total respondents intended to purchase games developed by foreign manufacturers.
- The heavy user group showed a stronger intention of purchasing such games.

III. Games Playable on KEITAI/PHS Mobile Phones

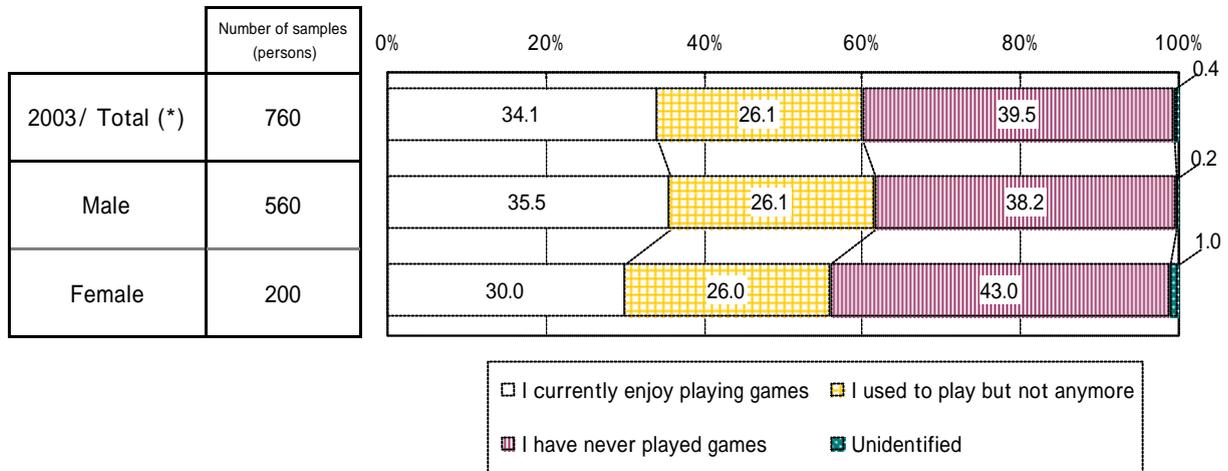
1. Ownership rate of KEITAI/PHS mobile phones



		Number of samples (persons)	(Unit: %)		
			Owned	Not owned	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	68.0	30.9	1.2
Gender and age	Male	850	65.9	32.8	1.3
	10 ~ 12	53	13.2	83.0	3.8
	13 ~ 15	116	44.8	55.2	0.0
	16 ~ 18	136	70.6	27.2	2.2
	19 ~ 24	206	80.1	18.9	1.0
	25 ~ 29	152	71.1	27.6	1.3
	30 ~ 39	140	72.1	26.4	1.4
	40 ~ 49	47	66.0	34.0	0.0
	Female	268	74.6	24.6	0.7
	10 ~ 12	22	22.7	72.7	4.5
	13 ~ 15	22	68.2	31.8	0.0
	16 ~ 18	32	87.5	12.5	0.0
	19 ~ 24	63	79.4	20.6	0.0
25 ~ 29	33	90.9	9.1	0.0	
30 ~ 39	61	80.3	19.7	0.0	
40 ~ 49	35	65.7	31.4	2.9	
User classification by frequency of	Heavy user	349	64.5	34.7	0.9
	Middle user	484	68.4	30.4	1.2
	Light user	285	71.6	27.0	1.4

- The ownership rate of KEITAI/PHS mobile phones was about 70%.
- The female user group showed the higher ownership rate.

2. Game playing on KEITAI/PHS mobile phones (Among the total KEITAI/PHS mobile phone holders)



		Number of samples (persons)	I currently enjoy playing games	I used to play but not anymore	I have never played games	Unidentified
(Unit: %)						
2003/ Total (*)		760	34.1	26.1	39.5	0.4
Gender and age	Male	560	35.5	26.1	38.2	0.2
	10 ~ 12	7	57.1	0.0	42.9	0.0
	13 ~ 15	52	55.8	17.3	26.9	0.0
	16 ~ 18	96	41.7	32.3	26.0	0.0
	19 ~ 24	165	35.8	27.3	37.0	0.0
	25 ~ 29	108	28.7	23.1	47.2	0.9
	30 ~ 39	101	29.7	29.7	40.6	0.0
	40 ~ 49	31	19.4	19.4	61.3	0.0
	Female	200	30.0	26.0	43.0	1.0
	10 ~ 12	5	40.0	20.0	40.0	0.0
	13 ~ 15	15	33.3	26.7	40.0	0.0
	16 ~ 18	28	32.1	32.1	32.1	3.6
	19 ~ 24	50	42.0	30.0	28.0	0.0
	25 ~ 29	30	23.3	23.3	53.3	0.0
	30 ~ 39	49	24.5	20.4	53.1	2.0
40 ~ 49	23	17.4	26.1	56.5	0.0	
User classification by frequency of game playing	Heavy user	225	40.9	26.2	32.4	0.4
	Middle user	331	35.3	27.2	37.2	0.3
	Light user	204	24.5	24.0	51.0	0.5

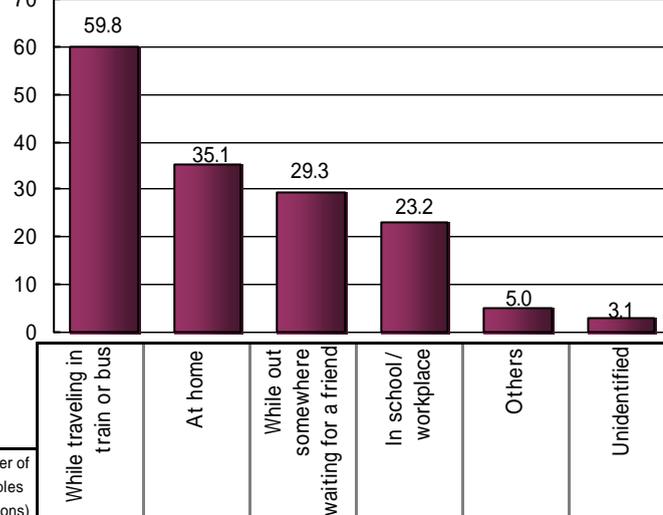
* TOKYO GAME SHOW 2003/ The total KEITAI/PHS mobile phone holders

- Nearly 60% of the respondents had an experience of playing games on KEITAI/PHS mobile phones, answering that they "currently enjoy playing games" or "used to play but not anymore".
- Frequent game users tend to have more experiences of playing games on KEITAI/PHS mobile phones.

3. Places where the respondents play games on KEITAI/PHS mobile phones

(Among the total respondents who selected "I currently enjoy playing games" on KEITAI/PHS mobile phones)

(Unit: %) (n=259 persons)



		Number of samples (persons)	While traveling in train or bus	At home	While out somewhere waiting for a friend	In school/workplace	Others	Unidentified
2003/ Total (*)		259	59.8	35.1	29.3	23.2	5.0	3.1
Gender and age	Male	199	60.3	30.7	25.1	25.1	6.5	3.0
	Female	60	58.3	50.0	43.3	16.7	0.0	3.3

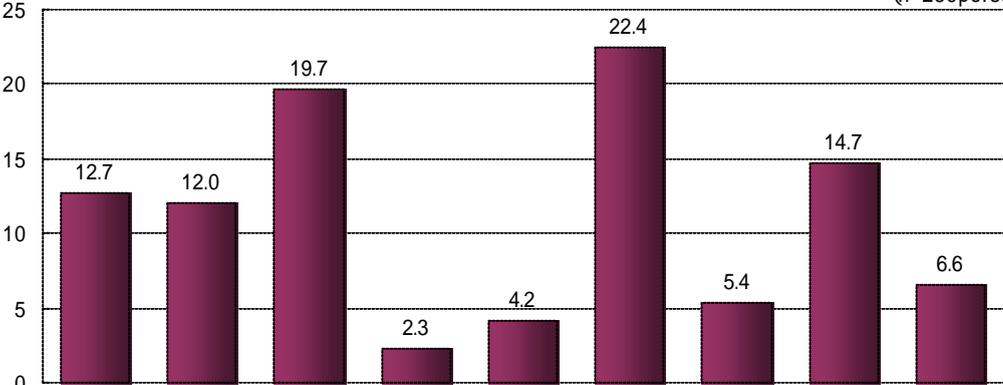
		Number of samples (persons)	While traveling in train or bus	At home	While out somewhere waiting for a friend	In school/workplace	Others	Unidentified
User classification by frequency of game playing	Heavy user	92	54.3	34.8	32.6	25.0	6.5	5.4
	Middle user	117	59.0	32.5	24.8	19.7	6.0	2.6
	Light user	50	72.0	42.0	34.0	28.0	0.0	0.0

TOKYO GAME SHOW 2003 ·The total KEITA /PHS mobile phone game users

4. Duration of playing games on KEITAI/PHS mobile phones (weekly total)

(Among the total respondents who selected "I currently enjoy playing games" on KEITAI/PHS mobile phones)

(Unit: %) (n=259persons)



		Number of samples (persons)	1 ~ 10 minutes	11 ~ 20 minutes	21 ~ 30 minutes	31 ~ 40 minutes	41 ~ 50 minutes	51 ~ 60 minutes	61 ~ 100 minutes	101 minutes and longer	Unidentified	Average duration (minutes)
2003/ Total (*)		259	12.7	12.0	19.7	2.3	4.2	22.4	5.4	14.7	6.6	68.5
Gender and age	Male	199	11.6	14.1	19.6	3.0	4.0	24.6	4.5	13.6	5.0	64.7
	Female	60	16.7	5.0	20.0	0.0	5.0	15.0	8.3	18.3	11.7	82.1

		Number of samples (persons)	1 ~ 10 minutes	11 ~ 20 minutes	21 ~ 30 minutes	31 ~ 40 minutes	41 ~ 50 minutes	51 ~ 60 minutes	61 ~ 100 minutes	101 minutes and longer	Unidentified	Average duration (minutes)
User classification by frequency of game playing	Heavy user	92	12.0	10.9	17.4	2.2	4.3	26.1	8.7	10.9	7.6	64.7
	Middle user	117	13.7	12.8	19.7	1.7	4.3	25.6	3.4	13.7	5.1	68.7
	Light user	50	12.0	12.0	24.0	4.0	4.0	8.0	4.0	24.0	8.0	74.8

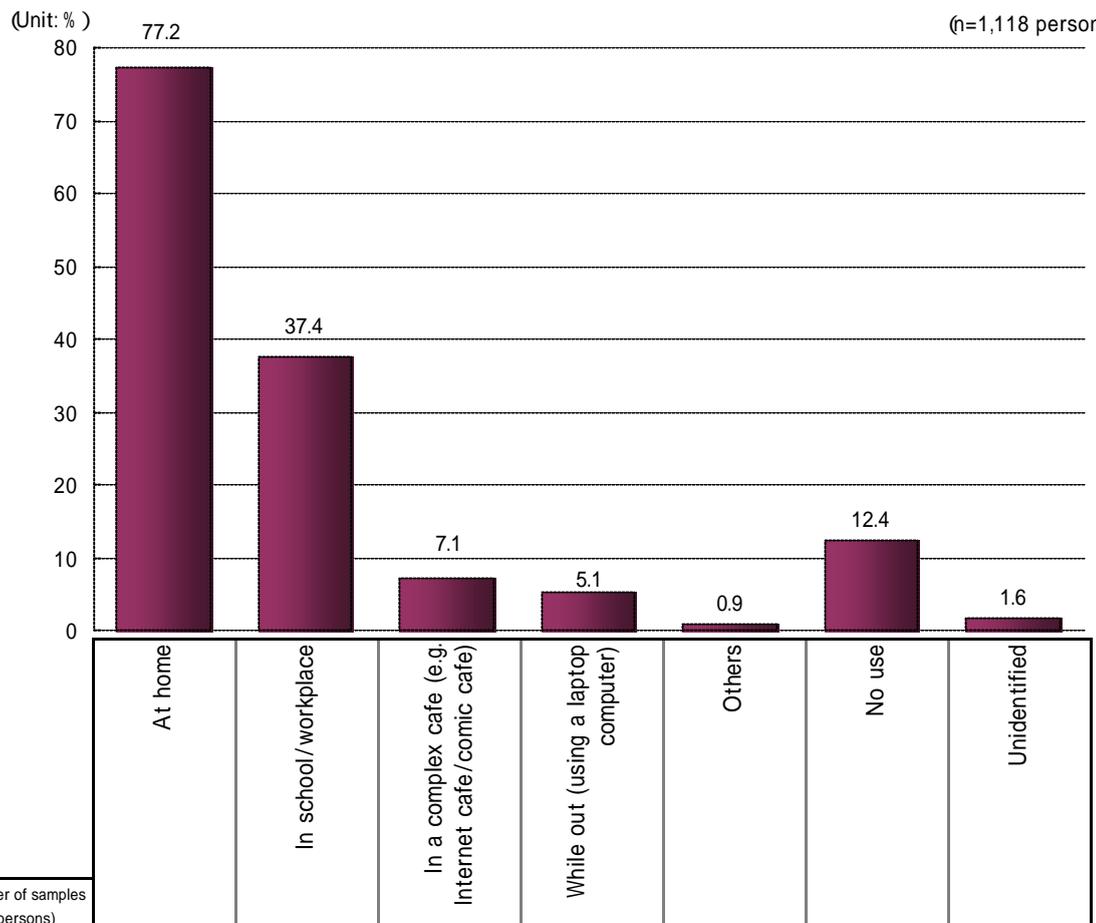
TOKYO GAME SHOW 2003 ·The total KEITA /PHS mobile phone game users

- Most of the respondents play games while traveling in train and bus, while those who play at home account for 35.1%.
- The average duration was 68.5 minutes, and the most selected time range was "51 ~ 60 minutes" followed by "21 ~ 30 minutes".
- The average duration of game playing by the female user group was higher than that of the male user group.

IV. PC Games

1. Places where the respondents use a computer (Multiple answers)

(Unit: %) (n=1,118 persons)



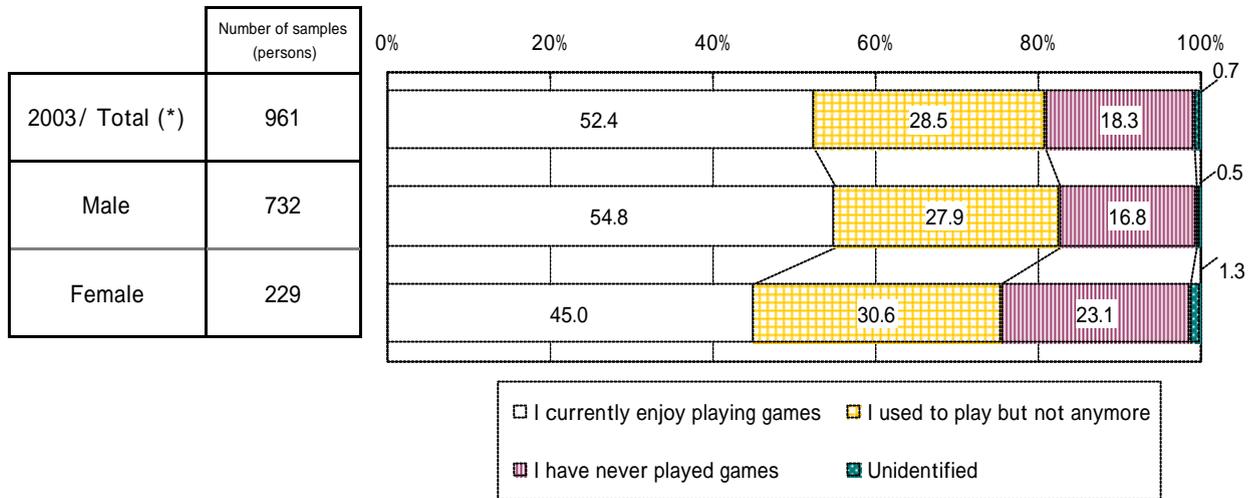
		Number of samples (persons)	At home	In school/workplace	In a complex cafe (e.g. internet cafe/comic cafe)	While out (using a laptop computer)	Others	No use	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	77.2	37.4	7.1	5.1	0.9	12.4	1.6
Gender and age	Male	850	78.2	38.8	6.7	5.9	0.6	12.2	1.6
	10 ~ 12	53	64.2	34.0	1.9	1.9	0.0	24.5	3.8
	13 ~ 15	116	74.1	27.6	5.2	0.9	1.7	16.4	1.7
	16 ~ 18	136	77.2	33.1	7.4	4.4	0.0	13.2	1.5
	19 ~ 24	206	82.5	40.8	7.8	6.3	1.0	7.8	1.5
	25 ~ 29	152	84.9	41.4	8.6	5.9	0.0	9.2	0.7
	30 ~ 39	140	72.9	50.0	7.1	12.1	0.7	12.1	2.9
	40 ~ 49	47	83.0	38.3	2.1	6.4	0.0	14.9	0.0
	Female	268	73.9	32.8	8.2	2.6	1.9	13.1	1.5
	10 ~ 12	22	59.1	31.8	9.1	0.0	4.5	18.2	4.5
	13 ~ 15	22	72.7	36.4	4.5	0.0	0.0	13.6	0.0
	16 ~ 18	32	62.5	43.8	12.5	6.3	9.4	12.5	0.0
	19 ~ 24	63	74.6	47.6	12.7	4.8	0.0	14.3	1.6
25 ~ 29	33	81.8	33.3	15.2	6.1	0.0	6.1	0.0	
30 ~ 39	61	82.0	23.0	0.0	0.0	1.6	11.5	3.3	
40 ~ 49	35	71.4	11.4	5.7	0.0	0.0	17.1	0.0	

User classification by frequency of game playing	Number of samples (persons)	At home	In school/workplace	In a complex cafe (e.g. internet cafe/comic cafe)	While out (using a laptop computer)	Others	No use	Unidentified
Heavy user	349	72.2	30.7	6.9	3.4	1.1	16.9	2.0
Middle user	484	78.1	36.6	8.9	3.9	0.8	11.2	1.7
Light user	285	81.8	47.0	4.2	9.1	0.7	9.1	1.1

(Unit: %)

• Nearly 80% of the total respondents use computers at home while 12.4% do not use computers.

2. Familiarity with PC games (Among the total computer users)



(Unit: %)

		Number of samples (persons)	I currently enjoy playing games	I used to play but not anymore	I have never played games	Unidentified
2003/ Total (*)		961	52.4	28.5	18.3	0.7
Gender and age	Male	732	54.8	27.9	16.8	0.5
	10 ~ 12	38	52.6	31.6	15.8	0.0
	13 ~ 15	95	58.9	26.3	14.7	0.0
	16 ~ 18	116	57.8	24.1	18.1	0.0
	19 ~ 24	187	57.2	24.1	18.7	0.0
	25 ~ 29	137	54.7	29.2	15.3	0.7
	30 ~ 39	119	49.6	32.8	17.6	0.0
	40 ~ 49	40	42.5	37.5	12.5	7.5
	Female	229	45.0	30.6	23.1	1.3
	10 ~ 12	17	35.3	29.4	35.3	0.0
	13 ~ 15	19	31.6	31.6	36.8	0.0
	16 ~ 18	28	32.1	35.7	32.1	0.0
	19 ~ 24	53	54.7	24.5	18.9	1.9
	25 ~ 29	31	48.4	32.3	19.4	0.0
	30 ~ 39	52	50.0	26.9	21.2	1.9
	40 ~ 49	29	41.4	41.4	13.8	3.4
	User classification by frequency of game playing	Heavy user	283	61.1	24.7	13.8
Middle user		422	51.7	28.7	19.0	0.7
Light user		256	44.1	32.4	22.3	1.2

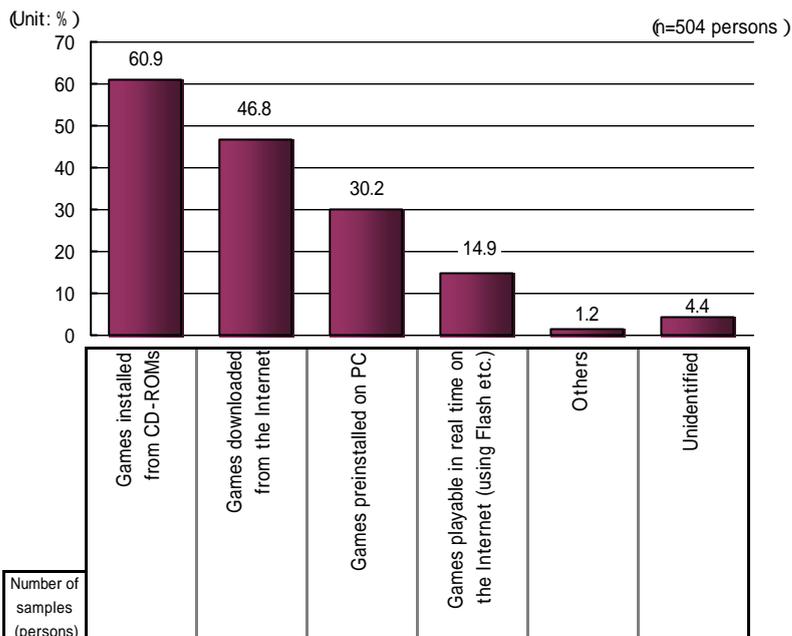
TOKYO GAME SHOW 2003 ·The total computer users

- Over 80% of the computer users currently play or used to play PC games.
- Frequent game players tend to play PC games more often.

3. Type of PC games played

(Among the total respondents who currently enjoy playing PC games)

(Unit: %) (n=504 persons)



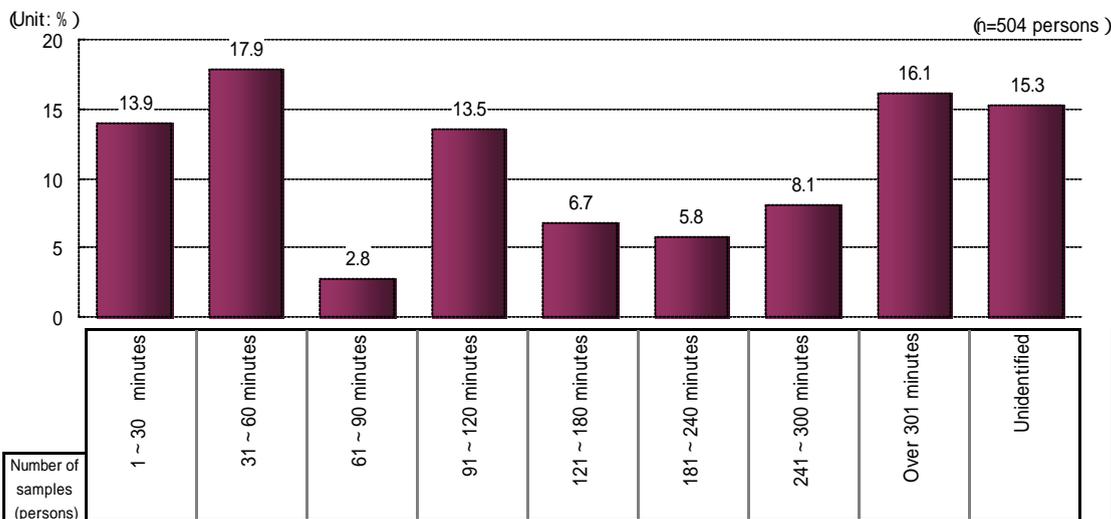
		Number of samples (persons)	2003/ Total (*)	60.9	46.8	30.2	14.9	1.2	4.4
Gender and age	Male	401	63.1	46.4	28.4	13.5	1.0	4.2	
	Female	103	52.4	48.5	36.9	20.4	1.9	4.9	
User classification by frequency of game playing	Heavy user	173	58.4	56.6	30.6	16.8	0.6	5.2	
	Middle user	218	62.8	46.3	28.4	15.6	1.8	3.7	
	Light user	113	61.1	32.7	32.7	10.6	0.9	4.4	

TOKYO GAME SHOW 2003 The total PC game users

4. Duration of playing PC games (weekly total)

(Among the total respondents who currently enjoy playing PC games)

(Unit: %) (n=504 persons)



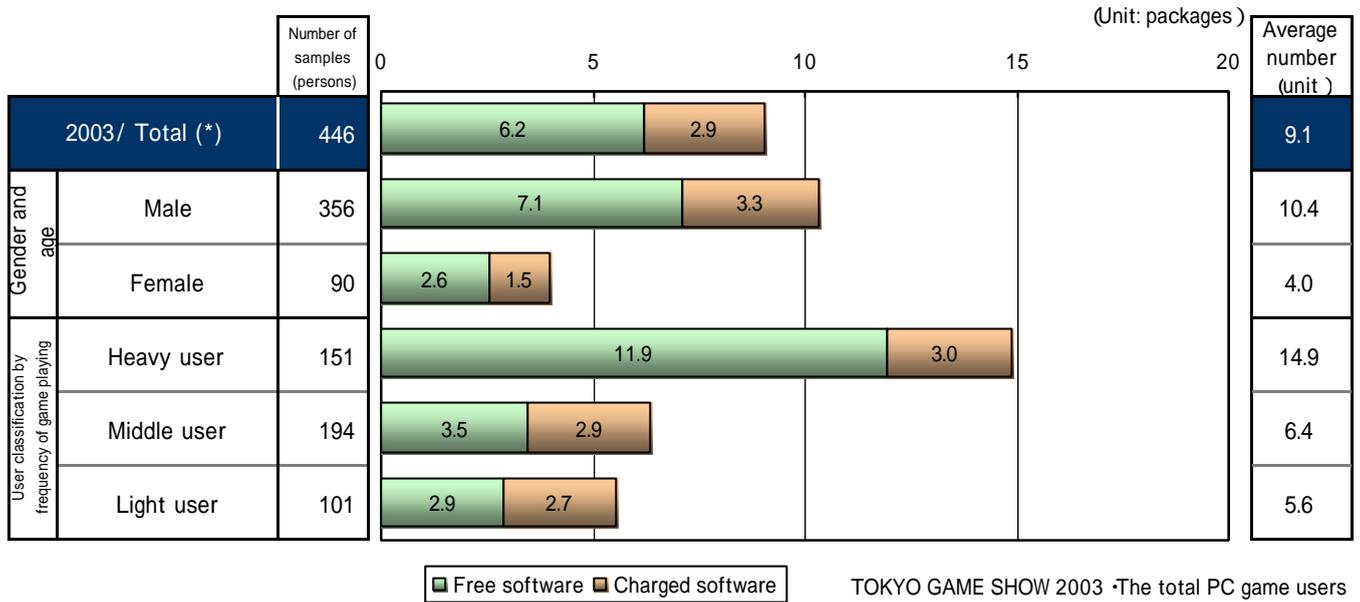
		Number of samples (persons)	2003/ Total (*)	13.9	17.9	2.8	13.5	6.7	5.8	8.1	16.1	15.3	Average duration (minutes)
Gender and age	Male	401	12.7	16.7	2.7	14.7	7.2	6.7	7.5	16.7	15.0	291.9	
	Female	103	18.4	22.3	2.9	8.7	4.9	1.9	10.7	13.6	16.5	263.5	
User classification by frequency of game playing	Heavy user	173	11.0	17.9	1.7	12.1	7.5	5.2	6.4	17.3	20.8	365.9	
	Middle user	218	11.9	18.3	4.1	12.8	6.4	8.3	10.6	16.5	11.0	241.0	
	Light user	113	22.1	16.8	1.8	16.8	6.2	1.8	6.2	13.3	15.0	255.3	

TOKYO GAME SHOW 2003 The total PC game users

- Most PC games played by the respondents were installed from CD-ROMs, accounting for nearly 60% of the total, followed by "games downloaded from the Internet" and "games preinstalled on PC".
- The male users mostly play games installed from CD-ROMs while the female users mostly enjoy games preinstalled on PCs (those played in real time on the Internet in the Flash format).
- Although the weekly average time spent playing PC games was 286.2 minutes, most answers were ranged within "up to 120 minutes".

5. Annual number of PC games played

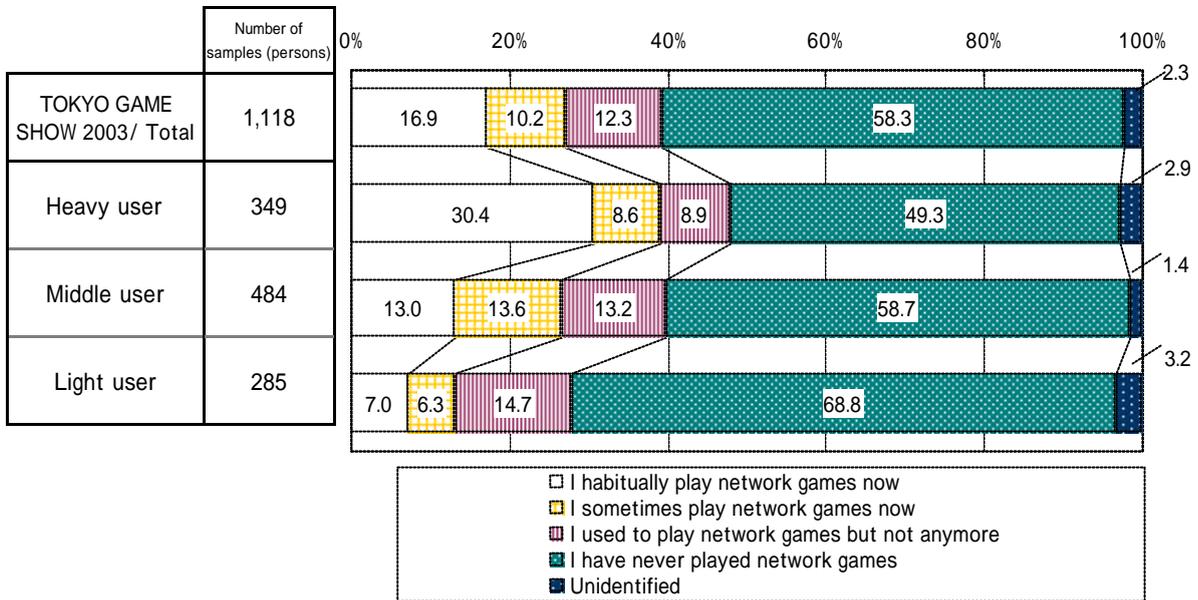
(Among the total respondents who currently enjoy playing PC games)



- The average annual number of PC games played by the respondents totaled 9.1 units, which consisted of 6.2 free software titles and 2.9 charged software titles.
- Heavy users tend to play more free software titles.

V. Network Games

1-1. Experience of playing network games (at home)

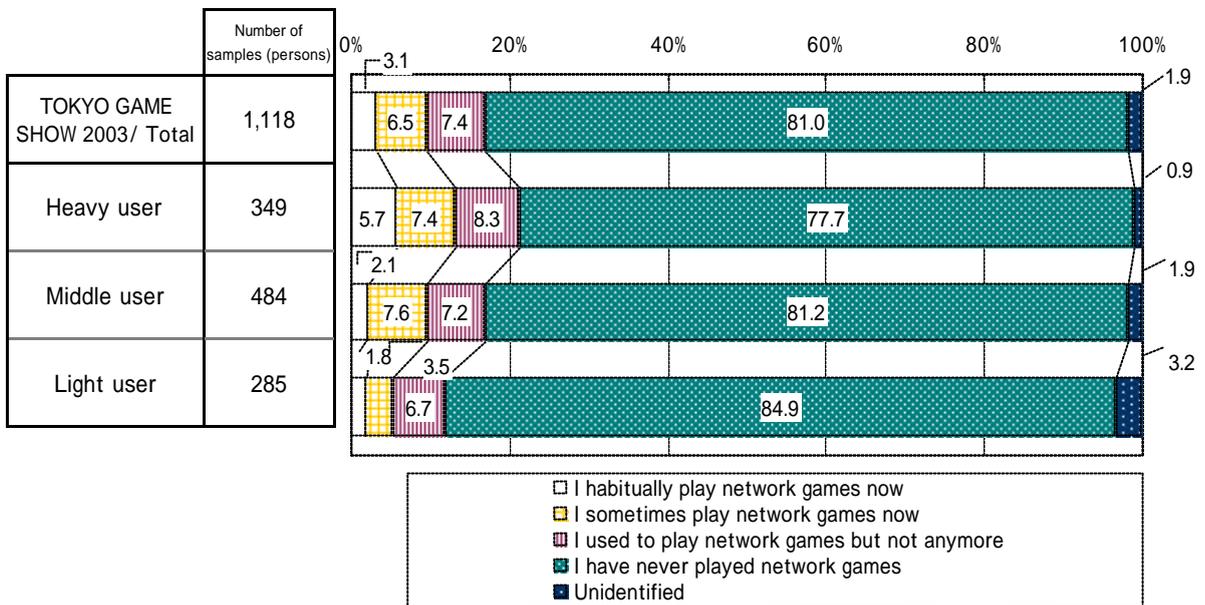


(Unit: %)

		Number of samples (persons)	I habitually play network games now	I sometimes play network games now	I used to play network games but not anymore	I have never played network games	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	16.9	10.2	12.3	58.3	2.3
Gender and age	Male	850	18.1	10.2	13.3	56.0	2.4
	10 ~ 12	53	7.5	7.5	3.8	71.7	9.4
	13 ~ 15	116	19.8	11.2	12.1	54.3	2.6
	16 ~ 18	136	18.4	10.3	12.5	56.6	2.2
	19 ~ 24	206	18.0	11.7	14.6	54.4	1.5
	25 ~ 29	152	24.3	9.2	19.7	46.1	0.7
	30 ~ 39	140	15.7	8.6	10.7	62.1	2.9
	40 ~ 49	47	12.8	12.8	10.6	61.7	2.1
	Female	268	13.1	10.1	9.0	65.7	2.2
	10 ~ 12	22	0.0	22.7	9.1	59.1	9.1
	13 ~ 15	22	13.6	0.0	9.1	72.7	4.5
	16 ~ 18	32	9.4	12.5	12.5	65.6	0.0
	19 ~ 24	63	23.8	4.8	9.5	61.9	0.0
25 ~ 29	33	21.2	15.2	12.1	51.5	0.0	
30 ~ 39	61	9.8	9.8	4.9	70.5	4.9	
40 ~ 49	35	2.9	11.4	8.6	77.1	0.0	
user classification by frequency of game playing	Heavy user	349	30.4	8.6	8.9	49.3	2.9
	Middle user	484	13.0	13.6	13.2	58.7	1.4
	Light user	285	7.0	6.3	14.7	68.8	3.2

- Nearly 40% of the respondents had an experience of playing network games.
- Frequent game players tend to have more experiences of playing network games.

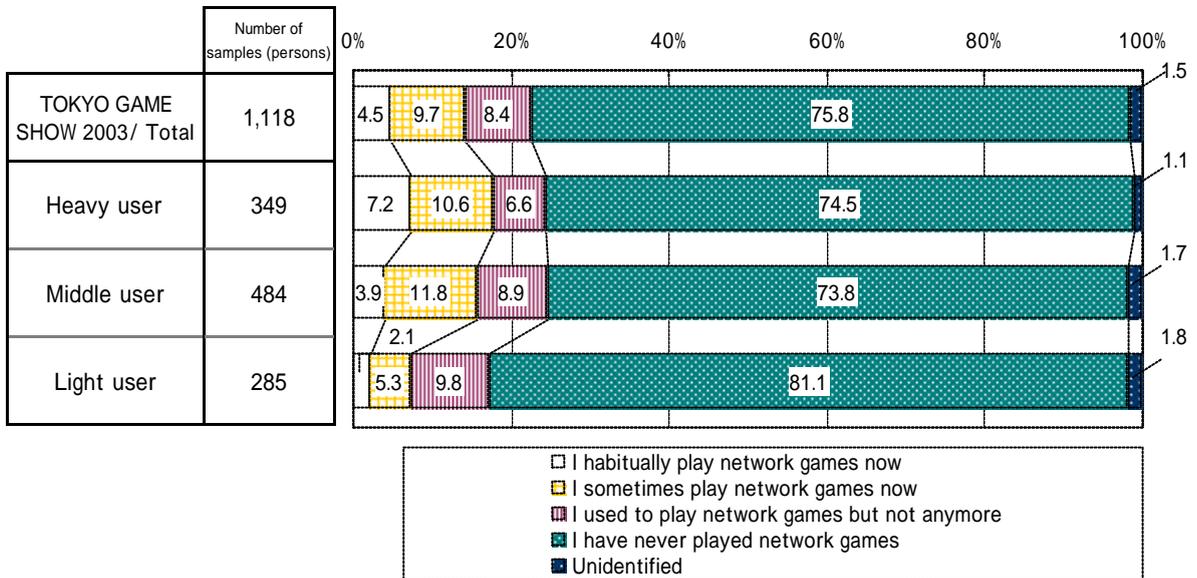
1-2. Experience of playing network games (in a complex cafe)



		Number of samples (persons)	I habitually play network games now	I sometimes play network games now	I used to play network games but not anymore	I have never played network games	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	3.1	6.5	7.4	81.0	1.9
Gender and age	Male	850	3.4	6.6	7.5	80.6	1.9
	10 ~ 12	53	1.9	3.8	5.7	86.8	1.9
	13 ~ 15	116	1.7	6.9	5.2	83.6	2.6
	16 ~ 18	136	5.1	5.1	9.6	79.4	0.7
	19 ~ 24	206	1.9	8.7	8.7	79.6	1.0
	25 ~ 29	152	5.9	8.6	7.2	75.7	2.6
	30 ~ 39	140	2.9	4.3	7.9	81.4	3.6
	40 ~ 49	47	4.3	4.3	4.3	87.2	0.0
	Female	268	2.2	6.3	7.1	82.5	1.9
	10 ~ 12	22	0.0	4.5	0.0	90.9	4.5
	13 ~ 15	22	4.5	4.5	4.5	86.4	0.0
	16 ~ 18	32	3.1	6.3	6.3	84.4	0.0
	19 ~ 24	63	1.6	11.1	12.7	74.6	0.0
	25 ~ 29	33	3.0	9.1	9.1	75.8	3.0
30 ~ 39	61	3.3	4.9	8.2	82.0	1.6	
40 ~ 49	35	0.0	0.0	0.0	94.3	5.7	
User classification by frequency of game playing	Heavy user	349	5.7	7.4	8.3	77.7	0.9
	Middle user	484	2.1	7.6	7.2	81.2	1.9
	Light user	285	1.8	3.5	6.7	84.9	3.2

- Nearly 17.0% of the respondents had an experience of playing network games in a complex cafe.
- Frequent game players tend to have more experiences of playing network games in a complex cafe.

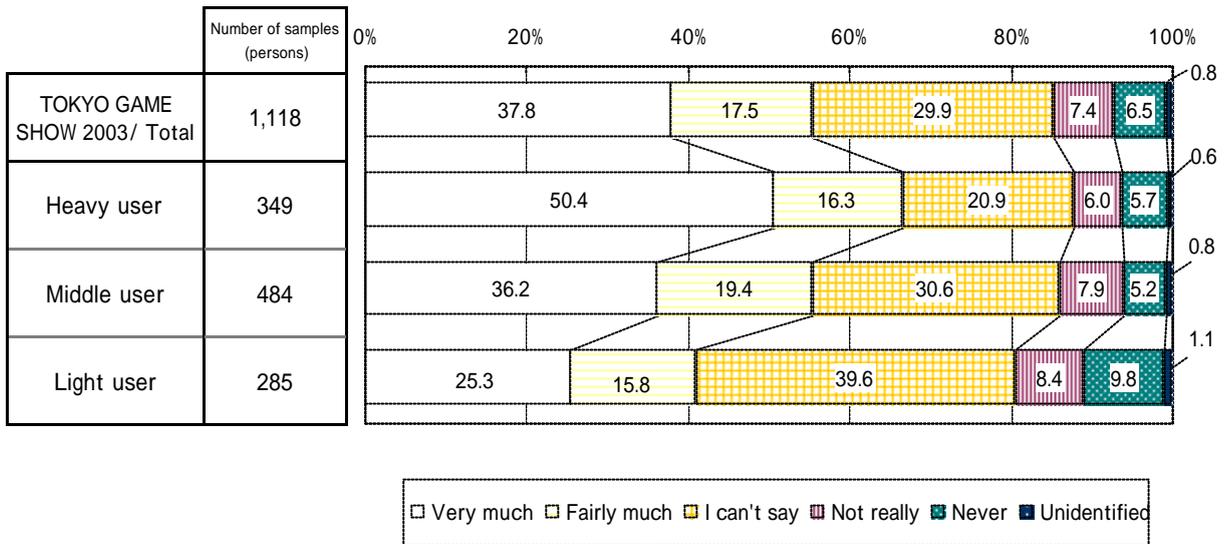
1-3. Experience of playing network games (in a game arcade)



		Number of samples (persons)	I habitually play network games now	I sometimes play network games now	I used to play network games but not anymore	I have never played network games	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	4.5	9.7	8.4	75.8	1.5
Gender and age	Male	850	5.4	10.4	9.8	73.1	1.4
	10 ~ 12	53	1.9	7.5	18.9	67.9	3.8
	13 ~ 15	116	6.0	9.5	7.8	75.0	1.7
	16 ~ 18	136	4.4	11.8	7.4	76.5	-
	19 ~ 24	206	6.8	10.7	6.8	73.8	1.9
	25 ~ 29	152	5.3	12.5	13.2	67.1	2.0
	30 ~ 39	140	5.7	7.9	11.4	74.3	0.7
	40 ~ 49	47	4.3	10.6	8.5	76.6	-
	Female	268	1.5	7.8	4.1	84.7	1.9
	10 ~ 12	22	-	4.5	-	81.8	13.6
	13 ~ 15	22	-	4.5	9.1	86.4	-
	16 ~ 18	32	6.3	9.4	-	81.3	3.1
	19 ~ 24	63	1.6	12.7	6.3	79.4	-
	25 ~ 29	33	3.0	9.1	3.0	84.8	-
30 ~ 39	61	-	3.3	4.9	90.2	1.6	
40 ~ 49	35	-	8.6	2.9	88.6	-	
User classification by frequency of game playing	Heavy user	349	7.2	10.6	6.6	74.5	1.1
	Middle user	484	3.9	11.8	8.9	73.8	1.7
	Light user	285	2.1	5.3	9.8	81.1	1.8

- More than 20% of the respondents had an experience of playing network games in a game arcade.
- The experience rates of the female and light user groups were less than 20%.

2-1. Intention to play network games (at home)

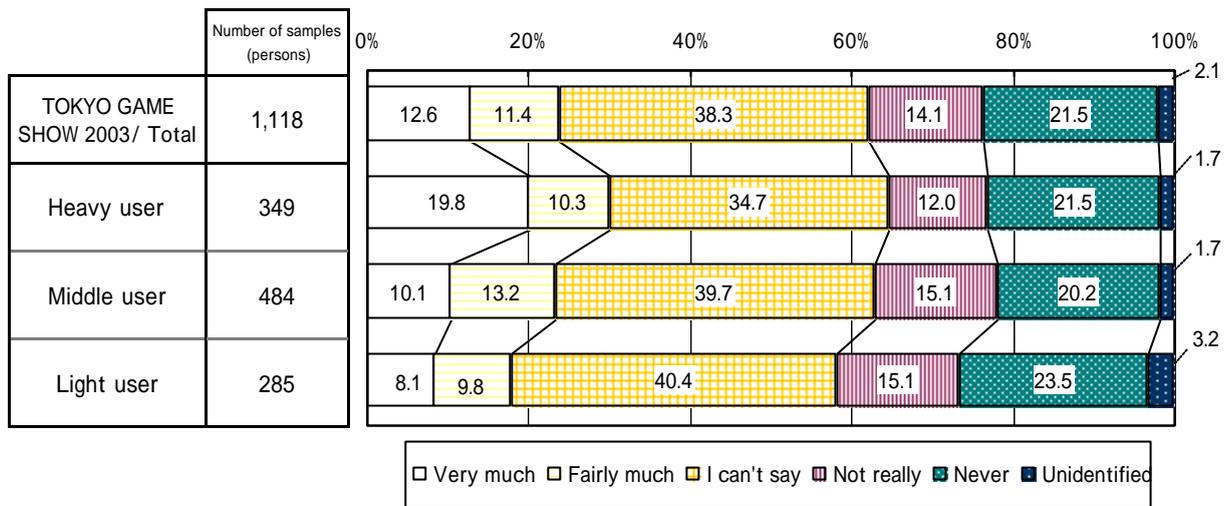


(Unit: %)

		Number of samples (persons)	Very much	Fairly much	I can't say	Not really	Never	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	37.8	17.5	29.9	7.4	6.5	0.8
Gender and age	Male	850	39.8	16.6	27.9	8.2	6.5	1.1
	10 ~ 12	53	26.4	18.9	30.2	7.5	15.1	1.9
	13 ~ 15	116	45.7	15.5	21.6	8.6	6.9	1.7
	16 ~ 18	136	50.7	16.2	21.3	5.1	5.9	0.7
	19 ~ 24	206	37.9	23.3	26.7	6.8	4.9	0.5
	25 ~ 29	152	43.4	10.5	31.6	8.6	5.3	0.7
	30 ~ 39	140	35.0	14.3	30.7	13.6	4.3	2.1
	40 ~ 49	47	19.1	14.9	44.7	6.4	14.9	0.0
	Female	268	31.7	20.5	36.2	4.9	6.7	0.0
	10 ~ 12	22	22.7	40.9	27.3	4.5	4.5	0.0
	13 ~ 15	22	40.9	13.6	36.4	9.1	0.0	0.0
	16 ~ 18	32	34.4	25.0	37.5	0.0	3.1	0.0
	19 ~ 24	63	41.3	17.5	31.7	4.8	4.8	0.0
	25 ~ 29	33	42.4	24.2	24.2	6.1	3.0	0.0
30 ~ 39	61	24.6	16.4	41.0	3.3	14.8	0.0	
40 ~ 49	35	14.3	17.1	51.4	8.6	8.6	0.0	
User classification by frequency of game playing	Heavy user	349	50.4	16.3	20.9	6.0	5.7	0.6
	Middle user	484	36.2	19.4	30.6	7.9	5.2	0.8
	Light user	285	25.3	15.8	39.6	8.4	9.8	1.1

- A majority of the respondents wished to play network games at home very much or fairly much.
- Frequent game players showed a higher intention of playing network games at home.

2-2. Intention to play network games (in a complex cafe)

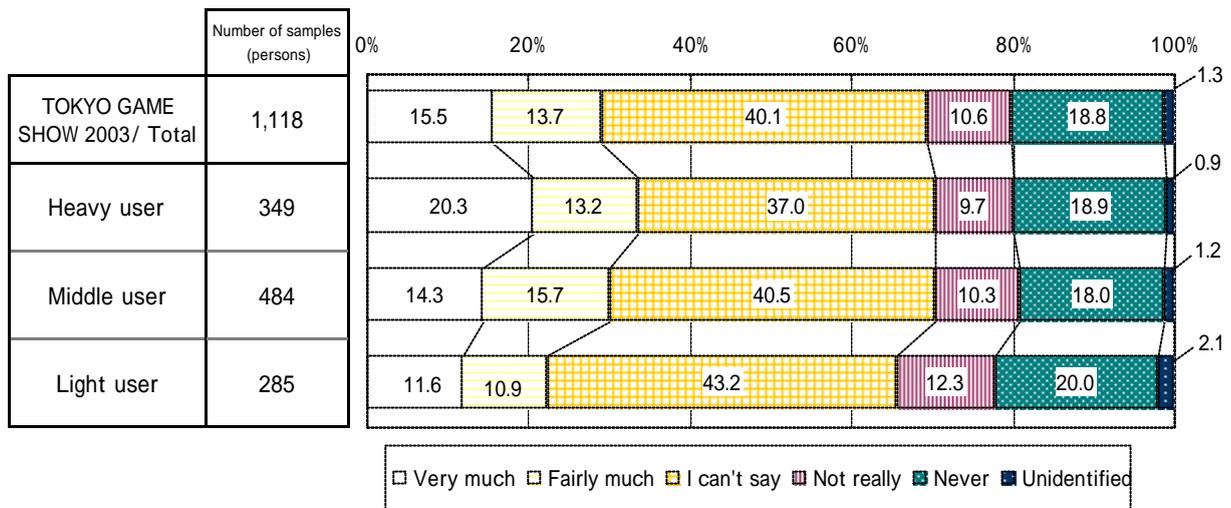


(Unit: %)

		Number of samples (persons)	Very much	Fairly much	I can't say	Not really	Never	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	12.6	11.4	38.3	14.1	21.5	2.1
Gender and age	Male	850	13.4	11.4	37.3	14.2	21.5	2.1
	10 ~ 12	53	17.0	9.4	32.1	13.2	22.6	5.7
	13 ~ 15	116	17.2	10.3	33.6	12.1	25.0	1.7
	16 ~ 18	136	17.6	15.4	39.0	8.8	18.4	0.7
	19 ~ 24	206	11.2	10.7	40.3	19.4	17.5	1.0
	25 ~ 29	152	11.2	12.5	32.2	14.5	27.0	2.6
	30 ~ 39	140	12.1	10.0	43.6	13.6	17.1	3.6
	40 ~ 49	47	8.5	8.5	31.9	14.9	34.0	2.1
	Female	268	10.1	11.6	41.4	13.8	21.3	1.9
	10 ~ 12	22	-	9.1	54.5	-	27.3	9.1
	13 ~ 15	22	9.1	13.6	36.4	22.7	13.6	4.5
	16 ~ 18	32	18.8	18.8	28.1	18.8	15.6	-
	19 ~ 24	63	17.5	11.1	34.9	19.0	17.5	-
	25 ~ 29	33	9.1	18.2	42.4	15.2	15.2	-
30 ~ 39	61	4.9	8.2	45.9	11.5	26.2	3.3	
40 ~ 49	35	5.7	5.7	51.4	5.7	31.4	-	
User classification by frequency of game playing	Heavy user	349	19.8	10.3	34.7	12.0	21.5	1.7
	Middle user	484	10.1	13.2	39.7	15.1	20.2	1.7
	Light user	285	8.1	9.8	40.4	15.1	23.5	3.2

- More than 20% of the respondents wished to play network games in a complex cafe very much or fairly much.
- Frequent game players showed a higher intention of playing network games in a complex cafe.

2-3. Intention to play network games (in a game arcade)



(Un it: %)

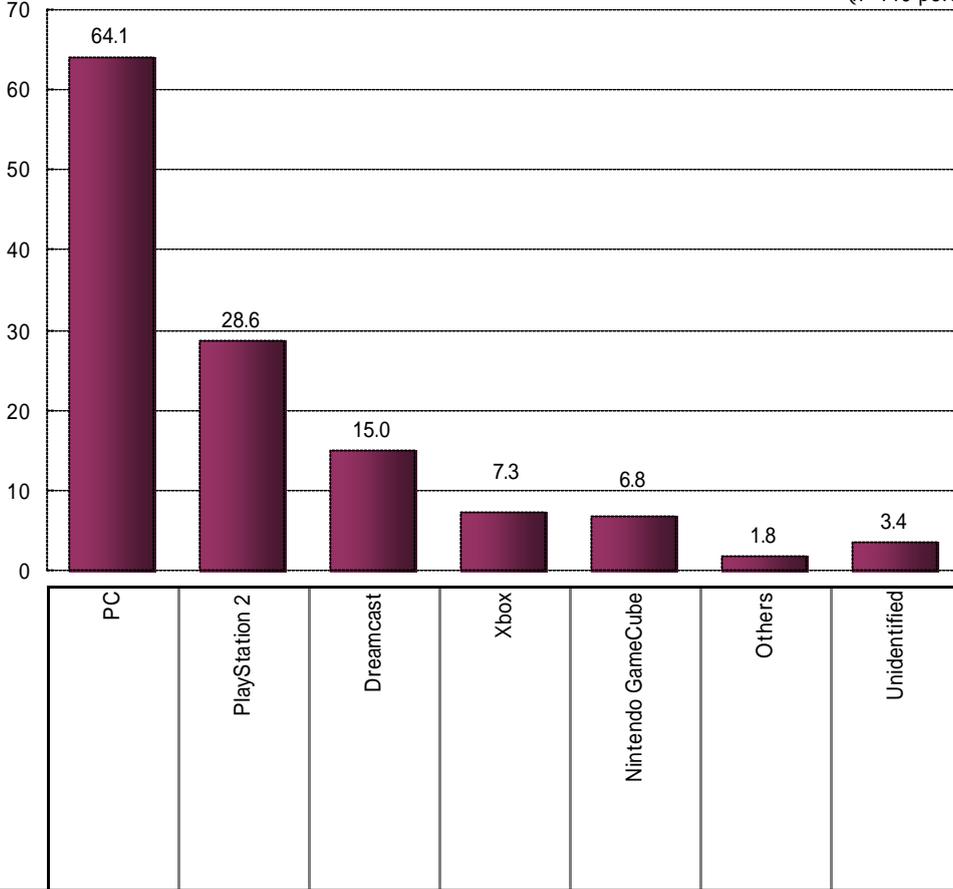
		Number of samples (persons)	Very much	Fairly much	I can't say	Not really	Never	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	15.5	13.7	40.1	10.6	18.8	1.3
Gender and age	Male	850	17.3	14.8	37.3	11.2	18.0	1.4
	10 ~ 12	53	20.8	15.1	35.8	3.8	22.6	1.9
	13 ~ 15	116	19.8	12.9	36.2	10.3	19.0	1.7
	16 ~ 18	136	18.4	21.3	35.3	7.4	17.6	-
	19 ~ 24	206	16.5	17.0	36.9	13.1	15.0	1.5
	25 ~ 29	152	16.4	13.2	36.8	10.5	20.4	2.6
	30 ~ 39	140	18.6	11.4	39.3	16.4	12.9	1.4
	40 ~ 49	47	6.4	6.4	44.7	10.6	31.9	-
	Female	268	9.7	10.1	48.9	9.0	21.3	1.1
	10 ~ 12	22	9.1	9.1	50.0	9.1	18.2	4.5
	13 ~ 15	22	4.5	22.7	50.0	4.5	13.6	4.5
	16 ~ 18	32	15.6	15.6	46.9	9.4	12.5	-
	19 ~ 24	63	11.1	14.3	38.1	12.7	23.8	-
	25 ~ 29	33	15.2	9.1	54.5	9.1	12.1	-
30 ~ 39	61	4.9	4.9	47.5	11.5	29.5	1.6	
40 ~ 49	35	8.6	-	65.7	-	25.7	-	
User classification by frequency of game playing	Heavy user	349	20.3	13.2	37.0	9.7	18.9	0.9
	Middle user	484	14.3	15.7	40.5	10.3	18.0	1.2
	Light user	285	11.6	10.9	43.2	12.3	20.0	2.1

- Nearly 30% of the respondents wished to play network games in a game arcade very much or fairly much.
- Frequent game players showed a higher intention of playing network games in a game arcade.

3. Consoles used to play network games at home (Multiple answers)

(Among the total respondents who habitually or sometimes play network games at home now or used to play but not any)

(Unit: %) (n=440 persons)



		Number of samples (persons)	PC	PlayStation 2	Dreamcast	Xbox	Nintendo GameCube	Others	Unidentified
2003/ Total (*)		440	64.1	28.6	15.0	7.3	6.8	1.8	3.4
Gender and age	Male	354	64.4	29.1	15.5	7.3	7.1	1.7	3.1
	Female	86	62.8	26.7	12.8	7.0	5.8	2.3	4.7
User classification by frequency of game	Heavy user	167	63.5	36.5	15.0	4.2	7.8	1.2	2.4
	Middle user	193	65.3	28.0	16.1	8.8	8.3	1.0	3.6
	Light user	80	62.5	13.8	12.5	10.0	1.3	5.0	5.0

TOKYO GAME SHOW 2003 ·The total network game users

- "PC" was the top console used, accounting for more than 60% of the total.
- Among the three game user groups, the heavy user group showed the higher utilization rate of "PlayStation 2".

4. Titles of network games the respondents play(ed)

(Among the total respondents who habitually or sometimes play network games at home now or used to play but not anymore)

(n=315 persons)

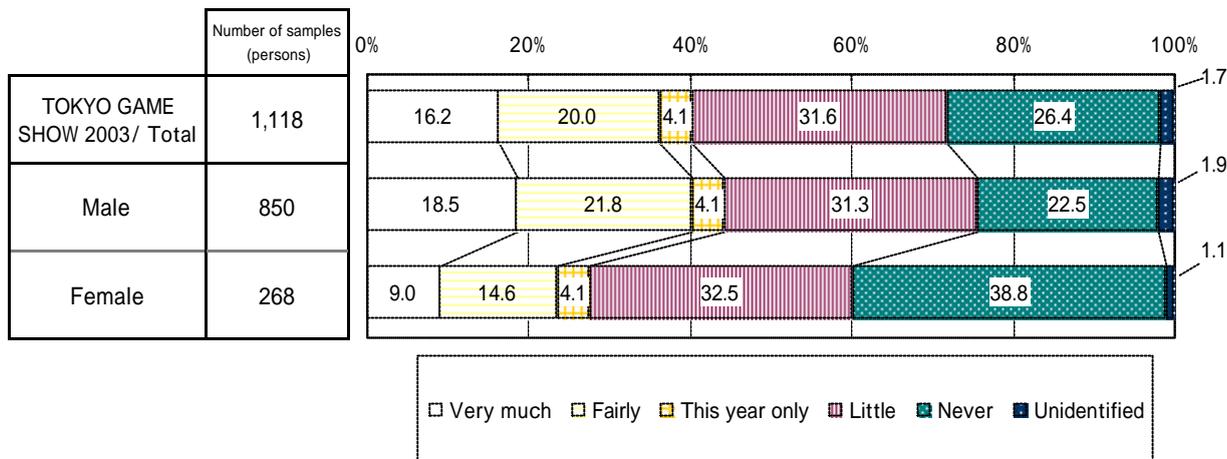
Title	Quantity
"Final Fantasy XI"	81
"Ragnarok Online"	70
"Phantasy Star Online" series	49
"Lineage"	29
"Minna-no Golf Online"	15
"Bomberman Online"	9
"Ultima Online"	8
"Diablo" series	9
"Reversi"	8
"Fortress" series	7
"Tonpuso"	7
"Guruguru Onsen"	6
"Asgard"	6
"Final Fantasy" etc.	5
"Shisso Yankee-damashi"	5
"Eternal Chaos"	5
"Mahjong"	4
"Sakura Taisen Online"	4
"Ever Quest"	3
"Hangame Japan"	3
"Nobunaga-no Yabo Online"	3
"Mu Continental of Legend"	3
"Prinstontale"	3
"Cronous"	2
"Hakoniwa Shoto"	2
"Hanafuda"	2
"Mail de Quest"	2
"Mariokart"	2
"Marvel vs Capcom"	2
"Final Fantasy Adventure"	2
"Pocket Monster Crystal Version"	2
"Muzzle Flash"	2
"Age of Empires"	2
"Shogi"	2
"Taisen Puzzle-dama Online"	2
The rest is omitted.	

Although multiple answers were acceptable, names of game titles from the same series were counted as one title.

VI. Baseball

1-1. Interest in baseball

(e.g. Japanese professional and high school baseball as well as the Major League)



(Unit: %)

		Number of samples (persons)	Very much	Fairly	This year only	Little	Never	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	16.2	20.0	4.1	31.6	26.4	1.7
Gender and age	Male	850	18.5	21.8	4.1	31.3	22.5	1.9
	10 ~ 12	53	18.9	17.0	3.8	30.2	24.5	5.7
	13 ~ 15	116	18.1	12.9	4.3	30.2	32.8	1.7
	16 ~ 18	136	11.8	17.6	2.9	36.8	29.4	1.5
	19 ~ 24	206	20.4	20.4	2.4	34.5	20.9	1.5
	25 ~ 29	152	20.4	28.3	3.3	25.7	20.4	2.0
	30 ~ 39	140	20.7	25.7	9.3	27.9	15.0	1.4
	40 ~ 49	47	17.0	34.0	2.1	34.0	10.6	2.1
	Female	268	9.0	14.6	4.1	32.5	38.8	1.1
	10 ~ 12	22	4.5	4.5	0.0	31.8	54.5	4.5
	13 ~ 15	22	18.2	9.1	13.6	18.2	40.9	0.0
	16 ~ 18	32	0.0	6.3	6.3	25.0	62.5	0.0
	19 ~ 24	63	11.1	15.9	1.6	27.0	44.4	0.0
25 ~ 29	33	6.1	12.1	3.0	48.5	30.3	0.0	
30 ~ 39	61	9.8	19.7	3.3	37.7	27.9	1.6	
40 ~ 49	35	11.4	22.9	5.7	34.3	22.9	2.9	
User classification by frequency of game playing	Heavy user	349	17.8	16.9	2.9	33.0	26.9	2.6
	Middle user	484	14.9	21.5	4.5	31.0	26.9	1.2
	Light user	285	16.5	21.4	4.9	30.9	24.9	1.4

When the three answers "very much", "fairly" and "this year only" were combined, nearly 40% of the total respondents were interested in baseball.

The male users were more interested in baseball.

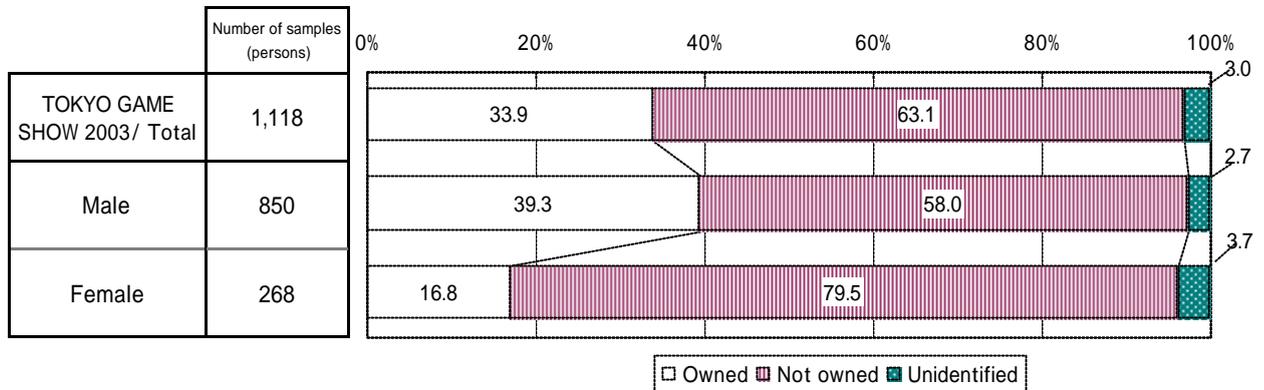
1-2. Baseball topics the respondents were particularly interested in

(Among the respondents who were interested in baseball "very much", "fairly" and "this year only"
(n=285 persons))

Topic	Quantity
Outcomes of Japanese professional baseball games on the whole	56
<ul style="list-style-type: none"> • Outcomes of Japanese professional baseball games • Results of the pennant races and the Japan Series • The Central League pennant race • This year's winning team • Winning percentage of each team • Strength of each team this year • Results and highlights of games 	
Hanshin Tigers	55
<ul style="list-style-type: none"> • The Hanshin Tiger's championship • The Japan Series between the Hanshin Tigers and the Daiei Hawks • Hanshin's victory • Because the Hanshin was tough this year • How many games the Hanshin wins and how many games the Giants loses • I personally like Mr. Hoshino • I am a Hanshin fan 	
Major League, particularly Japanese players	54
<ul style="list-style-type: none"> • Achievements of Japanese players in the Major League • Japanese pitchers in the Major League • Major Leaguers' return to Japanese baseball teams • Interests in baseball players who make their debut in the Major League • Challengers to the Major League such as Matsui, Ichiro and Shinjo • Achievements of Matsui in the Major League • Whether or not Matsui can win the Rookie of the Year award? • Nomo, Japanese Major Leaguer 	
Yomiuri Giants	33
<ul style="list-style-type: none"> • Retirement of Hara from the Giants • Whether the Giant can win the championship next year • Comeback of the Giants • Game results of the Giants • I like the Giants • Since I am a Giants fan, I am interested in anything about the Giants • Whether the Giants wins or loses • I become happy when the Giant loses a game because I don't like the team 	
Other favorite teams	32
<ul style="list-style-type: none"> • Game results of favorite teams • Whether the Yakult Swallows wins ? • I am a Dragons fan • I support the Hiroshima Carp • The rank of the Seibu Lions • I want the Lotte Marines to win the championship • The Yokohama BayStars • The number of games the Yokohama BayStars loses 	
Japanese professional baseball players	21
<ul style="list-style-type: none"> • Physical conditions and achievements of favorite players • Game results, achievements and tactics of game players • Players' new records 	
High school baseball games (Koshien in summer)	17
Competitions for titles (e.g. a home-run king)	11
Draft and trade	9

- Many were interested in results of Japanese professional baseball games and the pennant races.
- The Hanshin Tigers and the Major League were two particular topics the respondents mentioned.
- Those who showed a special interest in baseball this year referred to the Hanshin Tigers.

2. Ownership of baseball game software



		Number of samples (persons)	(Unit: %)		
			Owned	Not owned	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	33.9	63.1	3.0
Gender and age	Male	850	39.3	58.0	2.7
	10 ~ 12	53	45.3	50.9	3.8
	13 ~ 15	116	45.7	51.7	2.6
	16 ~ 18	136	39.0	58.1	2.9
	19 ~ 24	206	40.3	57.8	1.9
	25 ~ 29	152	36.8	59.2	3.9
	30 ~ 39	140	36.4	60.7	2.9
	40 ~ 49	47	29.8	70.2	0.0
	Female	268	16.8	79.5	3.7
	10 ~ 12	22	13.6	77.3	9.1
	13 ~ 15	22	27.3	68.2	4.5
	16 ~ 18	32	9.4	84.4	6.3
	19 ~ 24	63	15.9	81.0	3.2
	25 ~ 29	33	12.1	84.8	3.0
30 ~ 39	61	18.0	78.7	3.3	
40 ~ 49	35	22.9	77.1	0.0	
User classification by frequency of game playing	Heavy user	349	38.7	59.3	2.0
	Middle user	484	34.5	62.0	3.5
	Light user	285	27.0	69.8	3.2

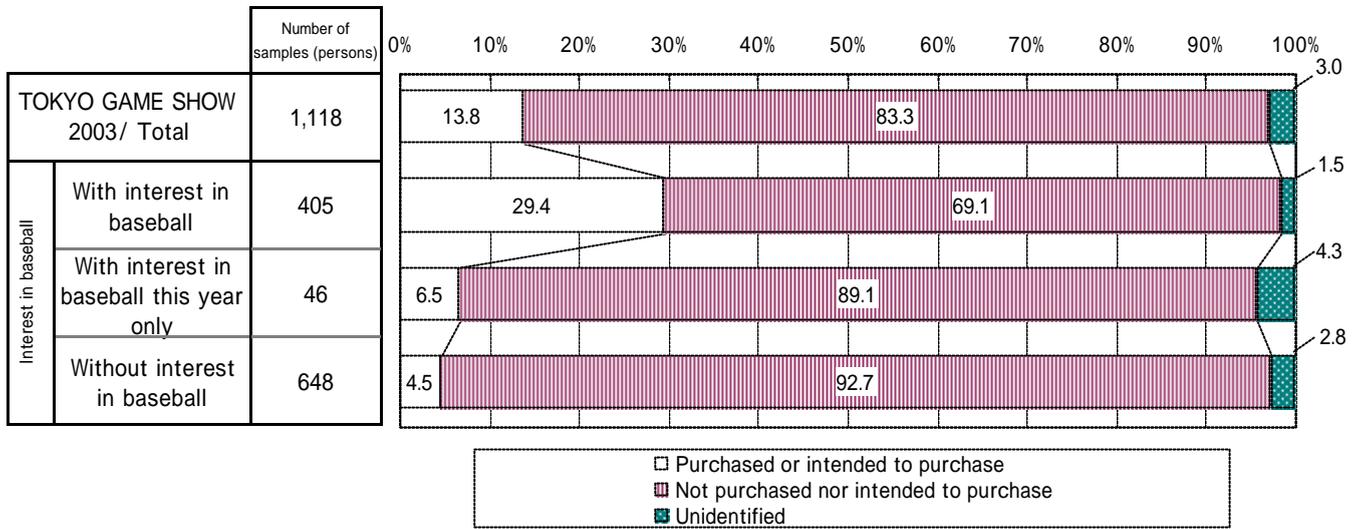
< Number of baseball game software packages owned (n=385 persons) >

		(Unit: package)
2003/ Total (*)		2.4
Male		2.5
Female		1.8
Heavy user		2.4
Middle user		2.6
Light user		2.1

TOKYO GAME SHOW 2003 ·
The total baseball game software holders

- More than 30% of the total respondents reported that they held baseball game software and the average number of software packages owned was 2.4 units.
- The ownership rate of the male user group was nearly 40%.
- Frequent game players tend to own more baseball game software packages.

3. This year's purchase plan of baseball game software



(Unit: %)

	Number of samples (persons)	Purchased or intended to purchase	Not purchased nor intended to purchase	Unidentified	
TOKYO GAME SHOW 2003/ Total	1,118	13.8	83.3	3.0	
Gender and age	Male	850	16.6	80.8	2.6
	10 ~ 12	53	20.8	75.5	3.8
	13 ~ 15	116	26.7	70.7	2.6
	16 ~ 18	136	14.7	80.9	4.4
	19 ~ 24	206	17.5	81.6	1.0
	25 ~ 29	152	13.2	84.2	2.6
	30 ~ 39	140	12.1	84.3	3.6
	40 ~ 49	47	12.8	87.2	0.0
	Female	268	4.9	91.0	4.1
	10 ~ 12	22	0.0	95.5	4.5
	13 ~ 15	22	9.1	90.9	0.0
	16 ~ 18	32	3.1	87.5	9.4
	19 ~ 24	63	6.3	90.5	3.2
	25 ~ 29	33	0.0	93.9	6.1
	30 ~ 39	61	3.3	91.8	4.9
	40 ~ 49	35	11.4	88.6	0.0
	User classification by frequency of	Heavy user	349	18.6	78.8
Middle user		484	12.6	83.9	3.5
Light user		285	9.8	87.7	2.5

< Baseball game software titles the respondents purchased or intended to purchase this year >

(n=121 persons)

Title	Quantity
"Jikkyou Pawafuru Puroyakyu 10"	48
"Jikkyou Pawafuru Puroyakyu" series	49
"Necchu! Puroyakyu 2003"	12
"Family Stadium" series	5
"Gekito Puroyakyu	
Mizushima Shinji All Stars VS Puroyakyu"	4
"Best Play Puroyakyu"	2
"Puroyakyu Team o Tsukuro!"	2
The rest is omitted.	

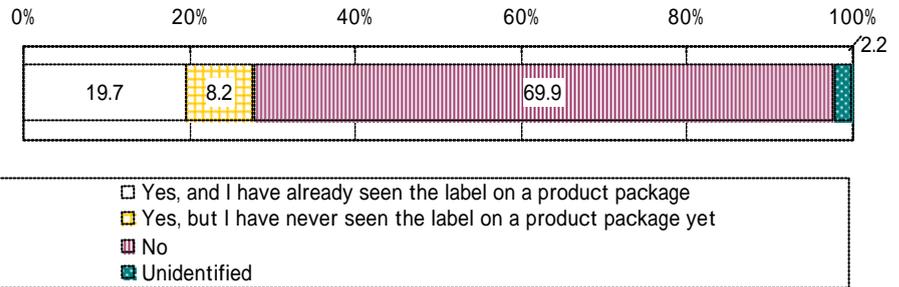
Although multiple answers were acceptable, names of game titles from the same series were counted as one 1

- Although the proportion of game players who "purchased or intended to purchase" baseball game software was only 10% of the total, the rate accounted for nearly 30% of the respondents who were "very much" and "fairly" interested in baseball.
- The proportion of male users who purchased or intended to purchase baseball game software was higher.
- Only 6.5% of the respondents who were interested in baseball this year only purchased or intended to purchase baseball game software.

VII. Rating Label

1. Recognition of a rating label

	Number of samples (persons)
TOKYO GAME SHOW 2003/ Total	1,118



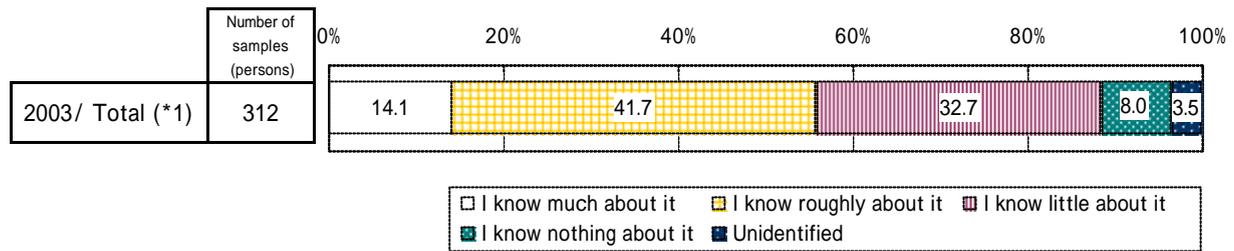
		Number of samples (persons)	Yes, and I have already seen the label on a product package	Yes, but I have never seen the label on a product package yet	No	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	19.7	8.2	69.9	2.2
Gender and age	Male	850	22.0	8.9	66.6	2.5
	10 ~ 12	53	9.4	5.7	83.0	1.9
	13 ~ 15	116	21.6	6.9	66.4	5.2
	16 ~ 18	136	29.4	5.1	64.7	0.7
	19 ~ 24	206	26.2	9.2	63.1	1.5
	25 ~ 29	152	22.4	12.5	63.2	2.0
	30 ~ 39	140	19.3	10.0	66.4	4.3
	40 ~ 49	47	4.3	12.8	80.9	2.1
	Female	268	12.3	6.0	80.2	1.5
	10 ~ 12	22	4.5	9.1	81.8	4.5
	13 ~ 15	22	9.1	0.0	90.9	0.0
	16 ~ 18	32	12.5	6.3	81.3	0.0
	19 ~ 24	63	19.0	11.1	68.3	1.6
	25 ~ 29	33	15.2	3.0	81.8	0.0
30 ~ 39	61	8.2	4.9	85.2	1.6	
40 ~ 49	35	11.4	2.9	82.9	2.9	
User classification by frequency of game	Heavy user	349	21.2	7.7	68.2	2.9
	Middle user	484	21.7	9.9	66.9	1.4
	Light user	285	14.4	6.0	76.8	2.8

			Yes	No	Unidentified
Ref.	TOKYO GAME SHOW 2002/ Total	1,079	32.1	67.3	0.6

Nearly 30% of the total respondents knew of the rating label. No big difference was seen from the recognition rate of the previous survey.

- The recognition rate was lower in the female user and light user groups.

2-1. Familiarity with the function of a rating label
(Among the total respondents who recognized the rating label)



(Unit: %)

		I know much about it	I know roughly about it	I know little about it	I know nothing about it	Unidentified	
2003/ Total (*1)	312	14.1	41.7	32.7	8.0	3.5	
Gender and age	Male	15.6	39.9	33.1	8.0	3.4	
	10 ~ 12	8	12.5	25.0	25.0	37.5	0.0
	13 ~ 15	33	6.1	27.3	48.5	15.2	3.0
	16 ~ 18	47	10.6	40.4	36.2	8.5	4.3
	19 ~ 24	73	20.5	38.4	28.8	8.2	4.1
	25 ~ 29	53	22.6	37.7	32.1	3.8	3.8
	30 ~ 39	41	12.2	51.2	31.7	2.4	2.4
	40 ~ 49	8	12.5	75.0	12.5	0.0	0.0
	Female	49	6.1	51.0	30.6	8.2	4.1
	10 ~ 12	3	0.0	0.0	33.3	66.7	0.0
	13 ~ 15	2	0.0	0.0	100.0	0.0	0.0
	16 ~ 18	6	0.0	50.0	33.3	16.7	0.0
	19 ~ 24	19	5.3	57.9	26.3	0.0	10.5
	25 ~ 29	6	0.0	66.7	33.3	0.0	0.0
30 ~ 39	8	12.5	50.0	25.0	12.5	0.0	
40 ~ 49	5	20.0	60.0	20.0	0.0	0.0	
User classification by frequency of game	Heavy user	101	14.9	41.6	32.7	8.9	2.0
	Middle user	153	13.1	42.5	32.7	8.5	3.3
	Light user	58	15.5	39.7	32.8	5.2	6.9
Ref.	2002/ Total (*2)	346	9.2	38.2	43.9	5.2	3.5

1: TOKYO GAME SHOW 2003 -The total respondents who recognized the rating label

2: TOKYO GAME SHOW 2002 -The total respondents who recognized the age -based classification label

- A majority of the respondents who recognized the rating label knew much or roughly about its function.
- In comparison with the previous survey, the rate increased slightly.

2-2. Descriptions of a rating label given by the respondents (Among the total respondents who recognized the rating label)

(n=116 persons)

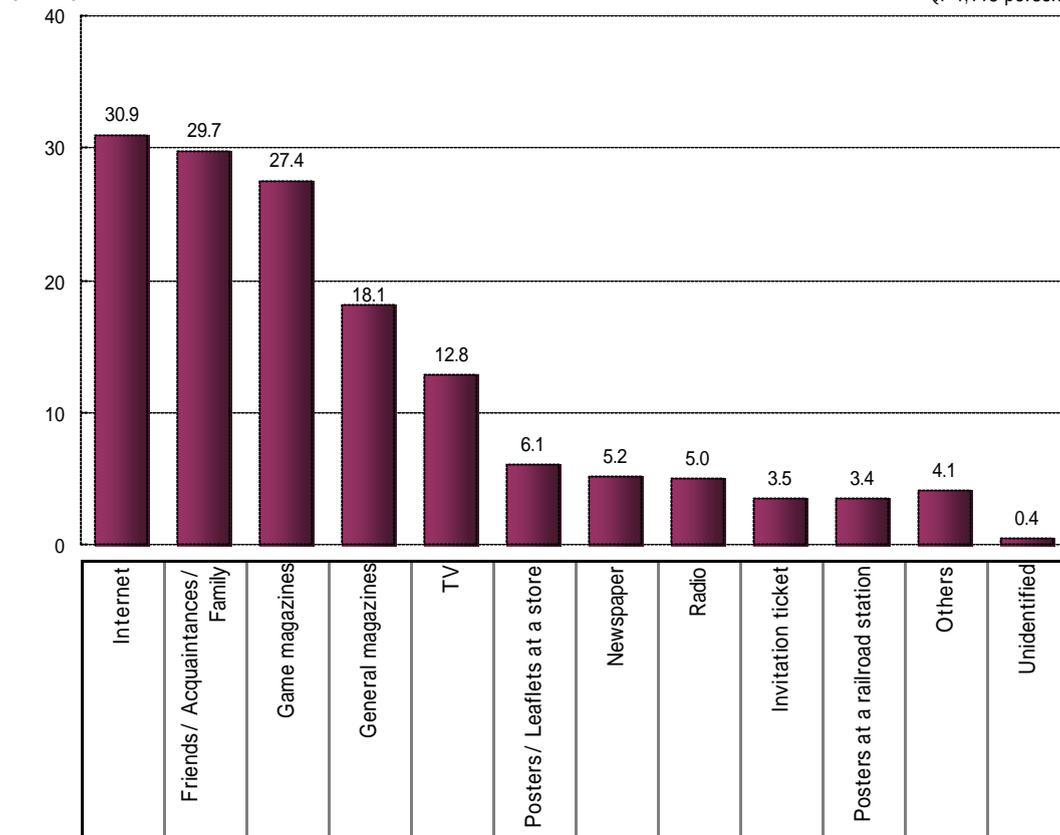
Descriptions indicating a relatively good understanding of the system
<ul style="list-style-type: none">• Games are screened to determine which age groups the contents are intended for.• These do not have any legally enforceable status: they are only used as a guide.• Users are informed by being shown recommended ages for the products.• A system with age classifications to make purchasing easier.• As a form of assistance in purchasing a game product.• The introduction of age-based classifications according to the contents of game products.• Whether or not the contents are suitable for the purchaser's age group.• Markings indicating proper user age groups according to their contents.• The age-based classification functions as a yardstick for evaluating the suitability of game software
Descriptions indicating a mistaken understanding that the system legally enforces age restriction
<ul style="list-style-type: none">• Indication of age restrictions according to game contents.• It allows certain products to be purchased by limited age groups• Application of age restrictions depending on game contents• Application of age restrictions to game products• Age restrictions of purchasers• People under the designated age are not permitted to play.• Something like "Rated R".• Prohibition to those younger than 15 and those younger than 18.
Descriptions indicating a mistaken understanding that the system legally enforces expression restriction
<ul style="list-style-type: none">• Through an age regulation system for software buyers (and thus users), it aims to sustain wholesome lifestyles by supporting clear package descriptions of contained scenes of violence deemed harmful to minors, and work towards the prevention of an unregulated market place.• Manufacturers specify the appropriate user age ranges for certain games, particularly in the categories of horror, violence, as well as in adult games.• The standard of social ethics is forced by the industry on users.• Restriction of violence scenes
Descriptions indicating a total misunderstanding
<ul style="list-style-type: none">• Prohibiting resell of secondhand goods.• Prohibition of purchasing pre-owned software• The system against the sale of secondhand goods.• It is meaningless and unreliable because the system is not applied to nonmember manufacturers.• Copyright.• Ratings for images, scenarios, music, operability etc.

• Quite a few respondents seemingly misunderstood it as an age-based purchase-restriction system. Although some believed they were very familiar with the system, they mistakenly put that the system was an age-restriction system.
• Some completely misunderstood the system as regulation against the sale of secondhand software.

VIII. Attendance at TOKYO GAME SHOW 2003

1. Information source about TOKYO GAME SHOW 2003

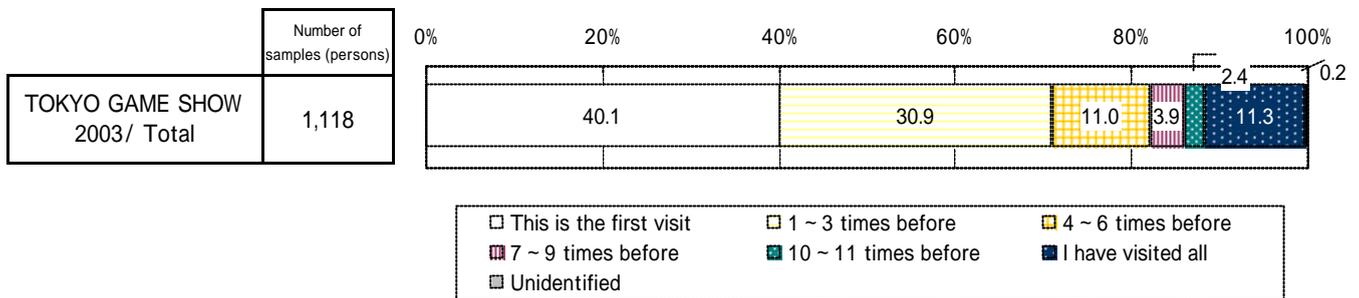
(Unit: %) (n=1,118 persons)



		Number of samples (persons)	Internet	Friends/ Acquaintances/ Family	Game magazines	General magazines	TV	Posters/ Leaflets at a store	Newspaper	Radio	Invitation ticket	Posters at a railroad station	Others	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	30.9	29.7	27.4	18.1	12.8	6.1	5.2	5.0	3.5	3.4	4.1	0.4
Gender and age	Male	850	31.4	28.1	30.2	19.5	11.4	6.7	5.1	6.0	2.9	3.8	4.1	0.5
	10 ~ 12	53	9.4	37.7	20.8	20.8	22.6	5.7	7.5	3.8	0.0	1.9	5.7	1.9
	13 ~ 15	116	27.6	45.7	22.4	19.0	12.1	4.3	6.0	10.3	1.7	2.6	1.7	0.0
	16 ~ 18	136	24.3	30.9	32.4	19.9	9.6	10.3	2.2	8.1	4.4	4.4	4.4	0.7
	19 ~ 24	206	34.5	31.1	37.9	19.4	9.7	6.8	1.9	2.9	4.9	3.4	4.9	0.0
	25 ~ 29	152	43.4	19.1	30.9	17.8	7.9	6.6	2.6	5.3	2.6	3.3	6.6	0.0
	30 ~ 39	140	30.0	14.3	31.4	22.1	12.1	7.1	10.7	7.9	1.4	6.4	2.1	1.4
	40 ~ 49	47	38.3	23.4	14.9	17.0	19.1	2.1	12.8	2.1	2.1	2.1	2.1	0.0
	Female	268	29.5	34.7	18.3	13.4	17.2	4.1	5.6	1.9	5.2	2.2	4.1	0.0
	10 ~ 12	22	4.5	40.9	13.6	13.6	18.2	9.1	4.5	0.0	0.0	0.0	4.5	0.0
	13 ~ 15	22	50.0	45.5	13.6	13.6	9.1	0.0	0.0	0.0	4.5	4.5	4.5	0.0
	16 ~ 18	32	31.3	37.5	25.0	6.3	9.4	9.4	0.0	3.1	12.5	3.1	12.5	0.0
	19 ~ 24	63	39.7	41.3	25.4	11.1	7.9	3.2	1.6	1.6	4.8	3.2	1.6	0.0
25 ~ 29	33	30.3	39.4	21.2	9.1	6.1	6.1	9.1	3.0	3.0	6.1	0.0	0.0	
30 ~ 39	61	26.2	23.0	8.2	19.7	31.1	3.3	11.5	1.6	8.2	0.0	3.3	0.0	
40 ~ 49	35	17.1	25.7	20.0	17.1	31.4	0.0	8.6	2.9	0.0	0.0	5.7	0.0	
User classification by frequency of game playing	Heavy user	349	28.1	33.2	28.7	18.6	12.3	5.2	2.3	4.3	4.0	3.2	5.2	0.3
	Middle user	484	35.5	28.7	31.4	18.4	11.0	6.8	4.8	4.8	2.9	3.3	4.1	0.4
	Light user	285	26.7	27.0	18.9	16.8	16.5	6.0	9.5	6.3	3.9	3.9	2.8	0.4
Ref.	TOKYO GAME SHOW 2002/ Total	1,079	30.8	29.5	50.1	10.2	11.4	6.5	4.2	8.2	/	4.4	3.4	/
	TOKYO GAME SHOW 2001 AUTUMN/ Total	1,128	29.3	30.7	43.7	9.5	11.8	7.0	5.1	5.9	/	3.2	4.7	/

- "Internet", "friends/acquaintances/family" and "game magazines" were the top three information sources about TGS2003. In comparison with the past surveys, the proportion of "game magazines" was declining.
- Most of the female users selected "friends/acquaintances/family" as information sources.

2. Number of past visits to TOKYO GAME SHOW



(Unit: %)

		Number of samples (persons)	This is the first visit	1 ~ 3 times before	4 ~ 6 times before	7 ~ 9 times before	10 ~ 11 times before	I have visited all	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	40.1	30.9	11.0	3.9	2.4	11.3	0.2
Gender and age	Male	850	37.6	30.8	11.1	4.2	2.7	12.9	0.2
	10 ~ 12	53	49.1	37.8	9.4	0.0	0.0	3.8	0.0
	13 ~ 15	116	43.1	37.1	6.9	1.7	1.7	9.5	0.0
	16 ~ 18	136	36.8	38.9	8.8	2.9	1.5	11.0	0.0
	19 ~ 24	206	37.9	31.1	11.2	7.8	2.4	9.7	0.0
	25 ~ 29	152	30.3	21.7	13.8	3.9	7.3	21.7	0.7
	30 ~ 39	140	38.6	23.6	14.3	3.6	2.2	16.4	0.0
	40 ~ 49	47	34.0	34.1	10.6	6.4	0.0	12.8	2.1
	Female	268	47.8	31.0	10.8	3.0	1.5	6.0	0.0
	10 ~ 12	22	54.5	36.4	4.5	0.0	0.0	4.5	0.0
	13 ~ 15	22	54.5	41.0	4.6	0.0	0.0	0.0	0.0
	16 ~ 18	32	53.1	25.0	9.4	6.3	3.1	3.1	0.0
	19 ~ 24	63	50.8	27.0	12.7	1.6	1.6	6.3	0.0
	25 ~ 29	33	36.4	30.3	12.1	3.1	3.1	15.2	0.0
	30 ~ 39	61	45.9	39.4	8.2	4.9	0.0	1.6	0.0
	40 ~ 49	35	42.9	20.0	20.0	2.9	2.9	11.4	0.0
	User classification by frequency of game playing	Heavy user	349	39.0	36.1	9.4	2.6	2.6	9.7
Middle user		484	38.2	29.9	13.0	4.5	3.3	10.7	0.2
Light user		285	44.6	26.0	9.5	4.6	0.7	14.0	0.0
Degree of satisfaction	Satisfied (*)	799	39.7	32.5	10.7	3.5	2.3	10.9	0.1
	I can't say	208	45.7	29.8	9.6	3.4	1.5	9.6	0.5
	Not satisfied (*)	107	31.8	21.5	15.0	8.4	5.6	16.8	0.0

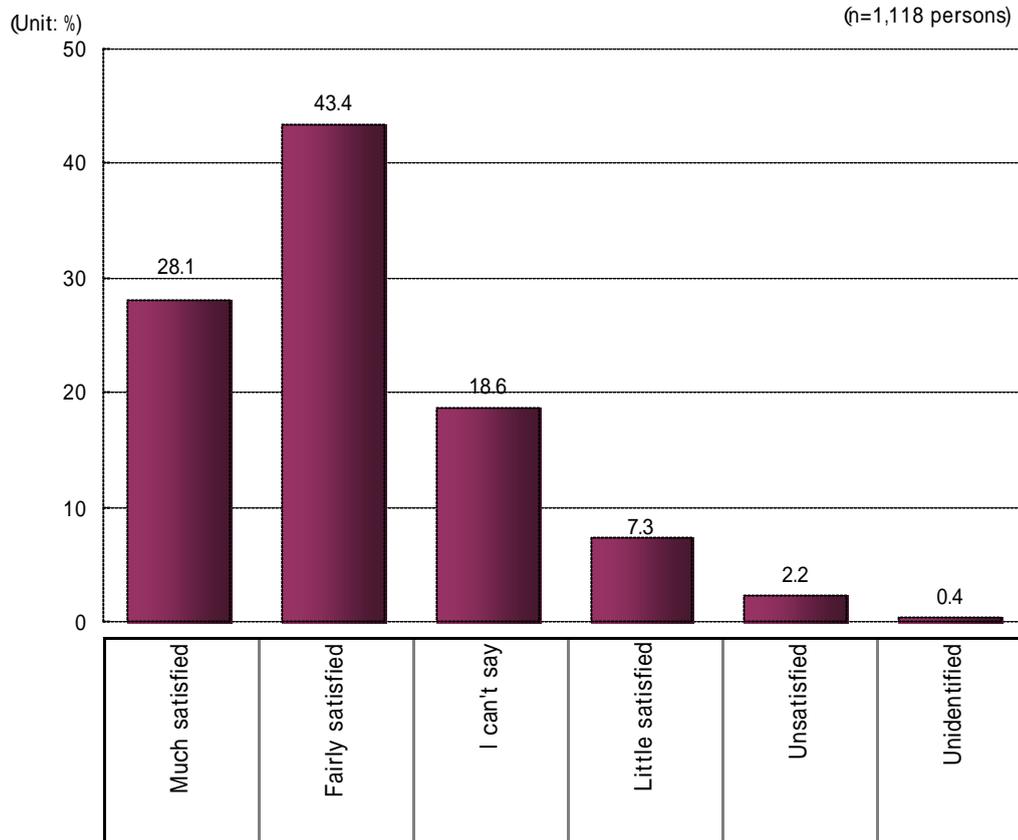
The respondents who selected "much satisfied" and "fairly satisfied" were grouped into a "satisfied" category and those who selected "little satisfied" and "unsatisfied" were grouped into a "not satisfied" category.

Average number of past visits	TOKYO GAME SHOW 2003/ Total	TOKYO GAME SHOW 2002/ Total	TOKYO GAME SHOW 2001 AUTUMN/ Total
	3.4 times	2.8 times	2.9 times

- Nearly 40% of the respondents visited the TGS 2003 for the first time.
- About a half of the female visitors visited the TGS 2003 for the first time.

3. Degree of satisfaction with TOKYO GAME SHOW 2003

(n=1,118 persons)



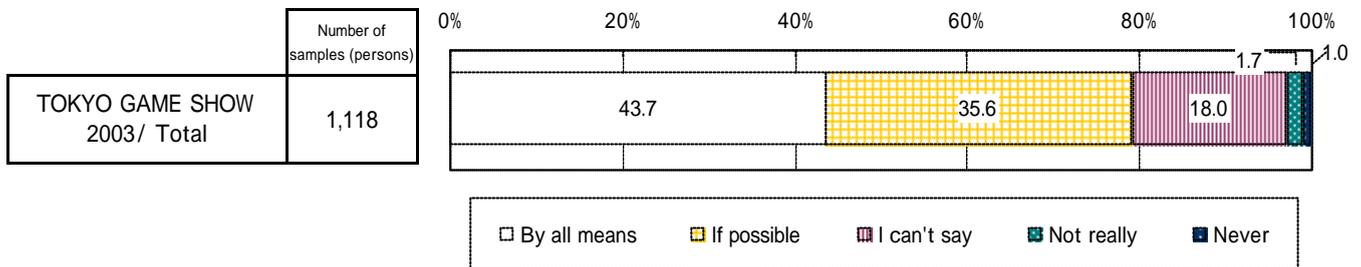
		Number of samples (persons)	Much satisfied	Fairly satisfied	I can't say	Little satisfied	Unsatisfied	Unidentified
TOKYO GAME SHOW 2003/ Total		1,118	28.1	43.4	18.6	7.3	2.2	0.4
Gender and age	Male	850	30.7	41.2	18.4	7.6	1.9	0.2
	10 ~ 12	53	58.5	20.8	18.9	1.9	0.0	0.0
	13 ~ 15	116	48.3	37.1	6.9	6.0	1.7	0.0
	16 ~ 18	136	44.9	44.1	5.9	3.7	1.5	0.0
	19 ~ 24	206	28.2	40.8	20.4	8.7	1.9	0.0
	25 ~ 29	152	13.8	48.0	20.4	13.8	3.9	0.0
	30 ~ 39	140	19.3	44.3	26.4	7.9	1.4	0.7
	40 ~ 49	47	14.9	36.2	42.6	4.3	0.0	2.1
	Female	268	19.8	50.4	19.4	6.3	3.4	0.7
	10 ~ 12	22	36.4	40.9	13.6	4.5	0.0	4.5
	13 ~ 15	22	22.7	45.5	18.2	13.6	0.0	0.0
	16 ~ 18	32	43.8	46.9	6.3	3.1	0.0	0.0
	19 ~ 24	63	17.5	39.7	28.6	11.1	3.2	0.0
25 ~ 29	33	9.1	66.7	21.2	0.0	0.0	3.0	
30 ~ 39	61	9.8	55.7	21.3	6.6	6.6	0.0	
40 ~ 49	35	17.1	57.1	14.3	2.9	8.6	0.0	

User classification by frequency of game playing	Heavy user	349	39.3	39.5	13.5	6.0	1.1	0.6
	Middle user	484	25.8	48.8	15.5	8.1	1.7	0.2
	Light user	285	18.2	38.9	30.2	7.7	4.6	0.4
	Total	1,118	28.1	43.4	18.6	7.3	2.2	0.4

Ref.	TOKYO GAME SHOW 2002/ Total	1,079	31.2	47.6	13.5	5.7	2.0	
------	-----------------------------	-------	------	------	------	-----	-----	--

- Nearly 70% of the total respondents were much satisfied or fairly satisfied with the show.
- The satisfaction degree of the light user group was a little lower.

4. Intention to visit the next TOKYO GAME SHOW



		Number of samples (persons)	By all means	If possible	I can't say	Not really	Never
TOKYO GAME SHOW 2003/ Total		1,118	43.7	35.6	18.0	1.7	1.0
Gender and age	Male	850	45.6	34.1	17.8	1.6	0.8
	10 ~ 12	53	52.8	24.5	18.9	1.9	1.9
	13 ~ 15	116	62.1	27.6	9.5	0.0	0.9
	16 ~ 18	136	55.9	32.4	9.6	0.7	1.5
	19 ~ 24	206	41.3	36.4	18.9	3.4	0.0
	25 ~ 29	152	42.8	35.5	19.1	1.3	1.3
	30 ~ 39	140	35.7	36.4	25.7	1.4	0.7
	40 ~ 49	47	25.5	44.7	27.7	2.1	0.0
	Female	268	37.7	40.3	18.7	1.9	1.5
	10 ~ 12	22	45.5	50.0	0.0	4.5	0.0
	13 ~ 15	22	54.5	18.2	27.3	0.0	0.0
	16 ~ 18	32	50.0	40.6	9.4	0.0	0.0
	19 ~ 24	63	38.1	31.7	25.4	3.2	1.6
	25 ~ 29	33	27.3	48.5	24.2	0.0	0.0
30 ~ 39	61	27.9	49.2	18.0	1.6	3.3	
40 ~ 49	35	37.1	40.0	17.1	2.9	2.9	

User classification by frequency of game playing			Number of samples (persons)	By all means	If possible	I can't say	Not really	Never
	Heavy user	349	55.9	30.1	12.6	0.6	0.9	
	Middle user	484	43.0	37.8	16.7	1.7	0.8	
	Light user	285	30.2	38.6	26.7	3.2	1.4	

Degree of satisfaction			Number of samples (persons)	By all means	If possible	I can't say	Not really	Never
	Satisfied (*)	799	55.3	36.9	7.4	0.3	0.1	
	I can't say	208	11.1	38.5	47.6	2.4	0.5	
Not satisfied (*)	107	21.5	19.6	39.3	11.2	8.4		

Ref.	TOKYO GAME SHOW 2002/ Total	Number of samples (persons)	By all means	If possible	I can't say	Not really	Never
		1,079	49.9	30.8	16.7	1.3	1.3

The respondents who selected "much satisfied" and "fairly satisfied" were grouped into a "satisfied" category and those who selected "little satisfied" and "unsatisfied" were grouped into a "not satisfied" category.

- Nearly 80% of the total respondents wished to visit the next show "by all means" or "if possible".
- The intention of the light user group to visit the next show was a little lower.
- Over 90% of the visitors who were satisfied with the show wished to visit the next show while nearly 40% of the "not satisfied" visitors wished to visit the next show.

Appendix 1) Sample Survey Form

Thank you for your cooperation in the "TOKYO GAME SHOW 2003" Visitors Survey

- CESA -

Q 1 1) Your gender and age.

Gender [1.Male 2.Female]	Age () years old
----------------------------	-------------------

2) Your area of residence. <Choose only one>

1.Within Tokyo's 23 wards	3.Kanagawa	5.Chiba	7.Other prefecture
2.Tokyo area (outside of its 23 wards)	4.Saitama	6.Ibaraki	()

3) Your occupation. <Choose only one>

1.Elementary school student	4.Junior college or vocational school student/ awaiting entry to school	6.Office worker	9.Unemployed
2.Junior high school student		7.Self-employed	10.Other
3.Senior high school student	5.College or graduate student	8.Housewife	(Specifically)

Questions about household videogames

Q 2 1) What game machine do you have? <Choose any number of answers> *Excluding PCs and mobile phones.

1.Nintendo GameCube	6.Dreamcast	11.NeoGeo Pocket (Color included)
2.Nintendo 64	7.Saturn	12.Xbox
3.Game Boy Advance (SP included)	8.PlayStation 2	13.Other ()
4.Game Boy (Color included)	9.PlayStation (PSone & COMBO included)	
5.Super Famicom	10.WonderSwan (Color & Crystal included)	14.None

2) What game machine do you want to buy? <Choose any number of answers> *Excluding PCs and mobile phones.

1.Nintendo GameCube	7.PlayStation 2	13.N-Gage
2.Nintendo 64	8.PSone/COMBO	14.Other ()
3.Game Boy Advance (SP included)	9.WonderSwan (Color & Crystal included)	
4.Game Boy (Color included)	10.Xbox	
5.Super Famicom	11.PSX	15.None
6.Dreamcast	12.PSP	

Q 3 Please choose the genre and type of game you like most.

1) Genre <Choose only one>

1.Role - playing	10.Fighting competition	18.Instrumental simulator (e.g. Pachinko and Pachi-slot)
2.Nurturing simulation	11.Shooting	19.MMORPG (Role-playing with multiple players)
3.Strategic simulation	12.Sports	20.Battle-type network game
4.Love simulation	13.Racing	21.Study/Learning
5.Adventure	14.Puzzle	22.Information database
6.Action	15.Board game (e.g. Sugoroku)	23.Typing practice
7.Rhythm-action	16.Strategic table game (e.g. Igo and Shogi)	24.Construction (Game designing tool)
8.Sound novel (Story accompanied by sound)	17.Gambling-type table game	25.Communication
9.FPS (Shooting from the player's standpoint)	(e.g. Hanafuda, Mahjong and cards)	26.Other (Specify:)

2) Type <Choose only one>

1.Feudal/Historical	6.Boy's love	11.Adult	16.Drama	21.Other
2.Horror	7.SF	12.Hobby	17.Old-fashion	(Specify:)
3.Adventure/Fantasy	8.Riddle solving	13.Communication	18.Series	
4.Man's love story	9.Nurturing	14.Character	19.Omnibus (collection of games)	
5.Woman's love story	10.Violence	15.Serious	20.Joke/Humor (including silly ones)	

Q 4 Among all the games which you used to play in game arcades or on old-type consoles (household-use consoles or PCs), are there any games you want to play again on the latest consoles? If the answer is "yes", please specify their titles. <Choose only one>

1.Yes (Titles:)	2.No
------------------	------

Q 5 1) How often on average do you play games? <Choose only one> *Excluding PC and mobile phone games.

1.Almost everyday	3.2 ~ 3 days a week	5.2 ~ 3 days a month
2.4 ~ 5 days a week	4.1 day a week	6.Less often than 1 day a month

2) How long (minutes) do you spend playing games at a time? Give each answer for workdays and off-days.

*Excluding PC and mobile phone games.

Workdays about () minutes	•	Off-days about () minutes
----------------------------	---	----------------------------

Q 6 How many videogames (software) did you buy in the last year? Give the number each for new-release regular packages, new-release low-priced packages (less than 3,000 yen like "PlayStation the Best") and pre-owned packages. * Excluding PC games.

New regular () unit(s) New low-price () unit(s) Pre-owned () unit(s)

Q 7 In purchasing new game software, do you take the game-play clearance time (the necessary time to complete a whole game from start to finish) into consideration? If you choose any answer from 1 to 3, what do you think is the maximum period of time suitable to clear all of the stages of one game? Please give your answers by game type.

Maximum suitable game-completion time for games (e.g. RPG and simulation) which require a quite long time to complete

1. Very much
2. More or less
3. Depending on games
4. Little
5. Never

Up to () hours

Maximum suitable game-completion time for games (e.g. racing, sports and puzzle) which can be played repeatedly in short period cycles

1. Very much
2. More or less
3. Depending on games
4. Little
5. Never

Up to () hours

Q 8 1) Do you have any game developed by a foreign manufacturer? <Choose only one and specify the number if you have any>

1. Yes: () unit(s) 2. No

2) Are there any foreign games you want to buy? Please specify the title. <Choose only one>

1. Yes (Title:) 2. No

Questions about games played on KEITAI/PHS mobile phones

Q 9 1) Do you have your own KEITAI/PHS mobile phone? <Choose only one>

1. Yes 2. No go to Q10

2) Do you play games on your KEITAI/PHS mobile phone? <Choose only one>

1. I currently enjoy playing games
2. I used to play but not anymore
3. I have never played games

go to Q10

【To those who have chosen 1 in 2)】

3) In which place do you play games on KEITAI/PHS mobile phones? <Choose any number of answers>

1. At home 3. While traveling in train or bus 5. Other (Specifically)
2. In school/workplace 4. While out somewhere waiting for a friend

4) How long do you play games on KEITAI/PHS mobile phones in a week?

About () minutes

Questions about PC games

Q10 1) In which place do you use a computer? < Choose any number of answers >

1. At home 4. While out (using a laptop computer)
2. In school/workplace 5. Other ()
3. In a complex cafe (e.g. Internet cafe/comic cafe) 6. No use go to Q11

2) Do you play PC games? < Choose only one >

1. I currently enjoy playing games
2. I used to play but not anymore
3. I have never played games

go to Q11

【To those who have chosen 1 in 2)】

3) What type of games do you play on your PC? < Choose any number of answers >

1. Games preinstalled on PC	5. Other
2. Games installed from CD-ROMs	(Specifically)
3. Games downloaded from the Internet	
4. Games playable in real time on the Internet (using Flash etc.)	

4) How many PC games do you play annually? Give the answer each for free games and charged games.

Free: () units	Charged () units
-----------------	-------------------

5) How long do you play PC games in a week?

About () minutes

Questions about network games (which allow players to communicate through the Internet)

Q11 1) Do you play network games at home? < Choose only one >

1. I habitually play network games now.	3. I used to play network games but not anymore.
2. I sometimes play network games now.	4. I have never played network games. go to 4) in Q11

【To those who have chosen an answer from 1 to 3 in 1)】

2) Which consoles do (did) you use when you play(ed) network games. < Choose any number of answers >

1. Dreamcast	4. Xbox
2. PlayStation 2	5. PC
3. Nintendo GameCube	6. Other (Specifically)

3) Please put the name of network games you play(ed).

--

【To all】

4) Do you want to play network games in future? < Choose only one >

1. Definitely	3. I can't say	4. Not really
2. Fairly much		5. Never

5) Have you ever played network games in a complex cafe (e.g. Internet cafe and comic cafe)? < Choose only one >

1. I habitually play network games now.
2. I sometimes play network games now.
3. I used to play network games but not anymore.
4. I have never played network games.

6) Do you want to play network games in a complex cafe in future? < Choose only one >

1. Definitely	3. I can't say	4. Not really
2. Fairly much		5. Never

7) Have you ever played network games in a game arcade? < Choose only one >

1. I habitually play network games now.
2. I sometimes play network games now.
3. I used to play network games but not anymore.
4. I have never played network games.

8) Do you want to play network games in a game arcade in future? < Choose only one >

1. Definitely	3. I can't say	4. Not really
2. Fairly much		5. Never

Questions about baseball

Q12 1) How interested are you in baseball (e.g. Japanese professional and high school baseball as well as Major League baseball)?
 <Choose only one>

1.Very much 2.Fairly 3.This year only 4.Little 5.Never	┌───┐ │ │───┐ │ │ │ └───┘ │ ┌───┐ │ │ │───┘ └───┘	What topic are you particularly interested in? ()
--	---	--

2) Do you have any baseball game software? <Choose only one and specify the number if you have any>

1.Yes: () unit(s)	2.No
--------------------	------

3) Have you purchased or do you intend to purchase any baseball game software this year? <Choose only one>

1.Yes, I have bought or intend to buy	2.No go to Q13
---------------------------------------	----------------

【To those who have chosen 1 in 3)】

4) Please list the name of software you have purchased or intend to purchase.

--

Questions about a "rating label"

Q13 1) Do you know that a "rating label" has been attached to a game software package since the end of 2002? <Choose only one>

1.Yes, and I have already seen the label on a product package. 2.Yes, but I have never seen the label on a product package yet. 3.No go to Q14
--

【To those who have chosen 1 or 2 in 1)】

2) Do you know how the "rating label" works? Please describe its function you know of.

<Choose only one>

1.I know much about it	2.I know roughly about it	3.I know little about it	4.I know nothing about it
Function you know of ()			

Questions about TOKYO GAME SHOW

Q14 1) How did you know of "TOKYO GAME SHOW 2003"? <Choose any number of answers>

1.TV	5.General magazines	9.Internet
2.Radio	6.Posters/Leaflets at a store	10.Invitation ticket
3.Newspaper	7.Posters at a railroad station	11.Other (Specifically)
4.Game magazines	8.Friends/Acquaintances/Family	

2) TOKYO GAME SHOW has been held 12 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn in 2002). How many times have you visited? <Choose only one>

1.I have visited all	2.I have visited () times	3.This is my first visit
----------------------	----------------------------	--------------------------

3) How much are you satisfied with "TOKYO GAME SHOW 2003"? <Choose only one>

1.Much satisfied	3.I can't say	4.Little satisfied
2.Fairly satisfied		5.Unsatisfied

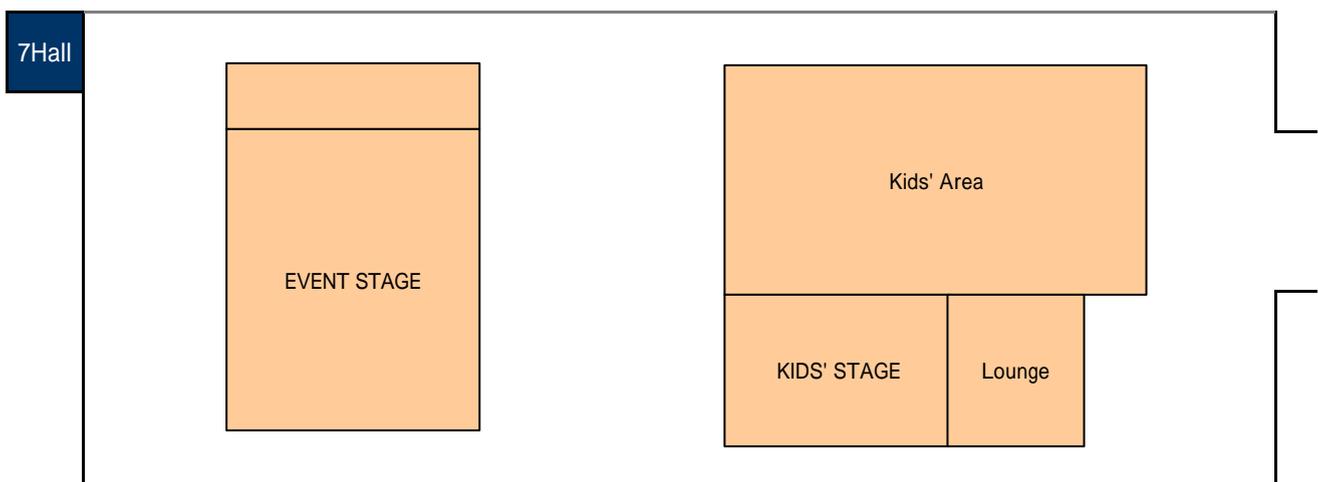
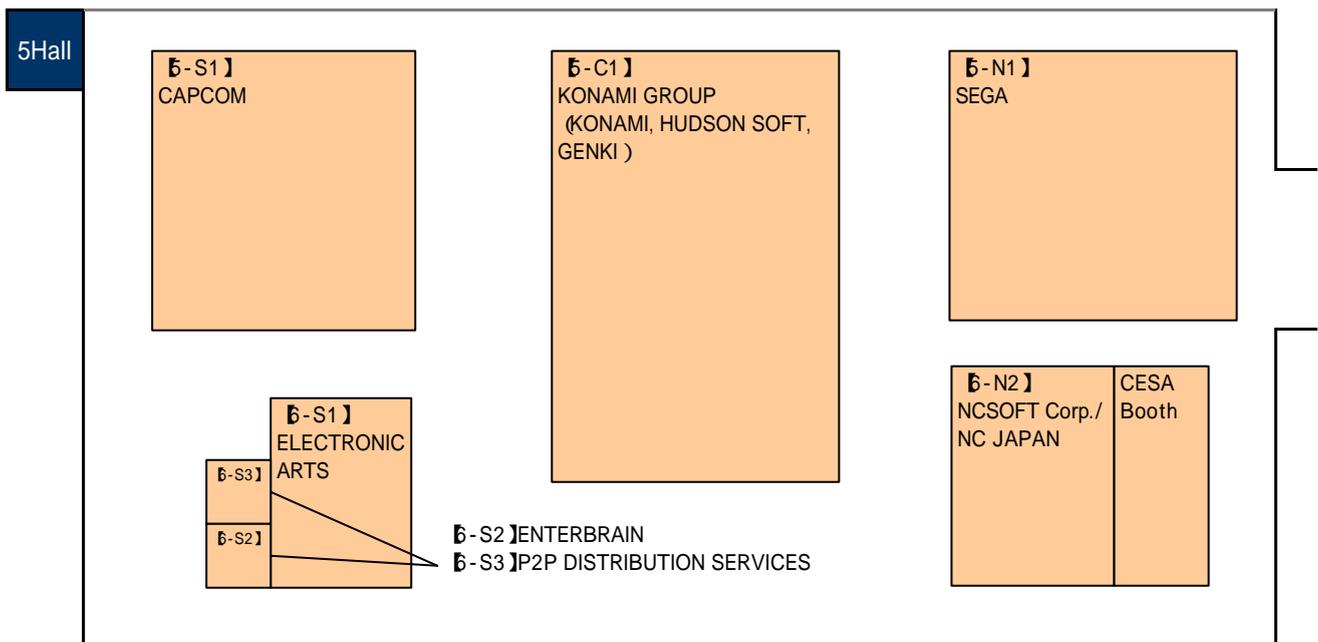
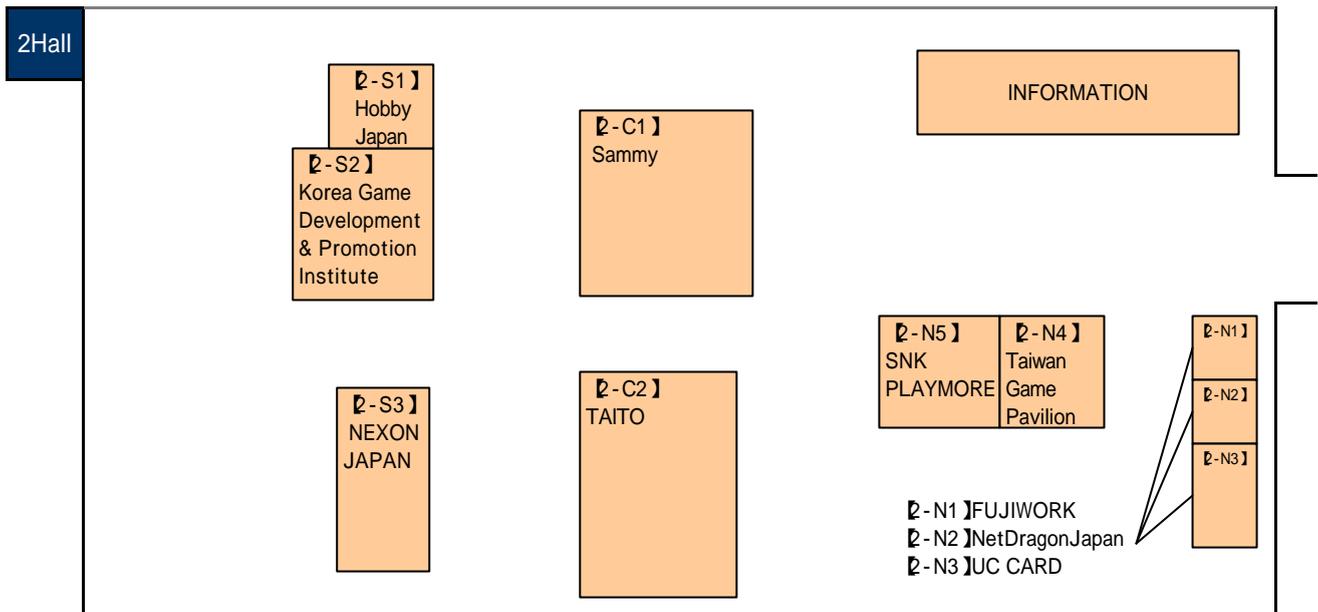
4) Do you want to visit the next TOKYO GAME SHOW? <Choose only one>

1.By all means	3.I can't say	4.Not really
2.If possible		5.Never

Thank you for your cooperation.

Appendix 2) Location of Questionnaire Booths

: Location of questionnaire booths



All rights reserved

**TOKYO GAME SHOW 2003
Visitors Survey Report**

Published in November 2003

Publisher

Computer Entertainment Supplier's Association
Office: Nishi-Shimbashi Annex 3F, 1-22-10
Nishi-Shimbashi, Minato-ku, Tokyo, 105-0003 JAPAN
TEL: 03-3591-9151
FAX: 03-3591-9152