

TOKYO GAME SHOW 2006

Visitors Survey Report

November 2006

Computer Entertainment Supplier's Association



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■ Outline of Survey

- 1 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 2006 (hereafter, TGS 2006) organized by CESA and obtaining information about the consoles and games the visitors currently use.
- 2 Target : Individual men and women of ages 3 or older who visited TGS 2006.
* Categories "3-9" and "50 or older" were added this year (substitution was allowed when respondents, like pre-school children, were incapable of filling out the survey themselves.)
- 3 Method : Questionnaire survey at booths in TGS 2006 venue.
* Refer to P 72 for the locations of the booths.
- 4 Period : Sunday, September 24, 2006 [10:00 - 17:00]

5 Visitor Turnout :

	Total number of visitors (persons)	No. of collected samples	No. of valid responses
Sept. 22 (Fri)	39,645	—	—
Sept. 23 (Sat)	84,823	—	—
Sept. 24 (Sun)	67,943	1,148 S	1,087 S
Total	192,411	1,148 S	1,087 S

* Sept. 22 (Fri.) was arranged as "Business Day" solely for industry-related visitors.

■ Outline of the past 15 exhibitions

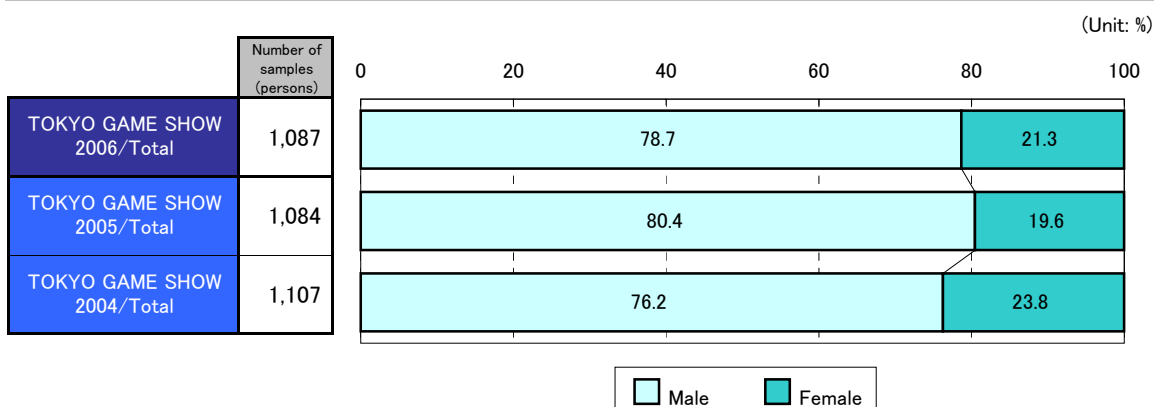
	Date	No. of visitors (total of 3 days)
'96	Aug. 22 (Thu.)~24 (Sat.) '96 at Tokyo Big Site	109,649
'97 Spring	Apr. 4 (Fri.)~ 6 (Sun.) '97 at Tokyo Big Site	121,172
'97 Autumn	Sept. 5 (Fri.)~ 7 (Sun.) '97 at Makuhari Messe	140,630
'98 Spring	Mar. 20 (Fri.)~ 22 (Sun.) '98 at Makuhari Messe	147,913
'98 Autumn	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
2003	Sept. 26 (Fri.)~28(Sun.) 2003 at Makuhari Messe	150,089
2004	Sept. 24 (Fri.)~26 (Sun.) 2004 at Makuhari Messe	160,096
2005	Sept. 16 (Fri.)~18 (Sun.) 2005 at Makuhari Messe	176,056

- 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 2003 and TGS 2004 (the two most recent preceding shows).
- 7 Organizers : Executive organization: Computer Entertainment Supplier's Association
Planning organization: NIPPON TELENET CORPORATION

I. Visitors' Characteristics

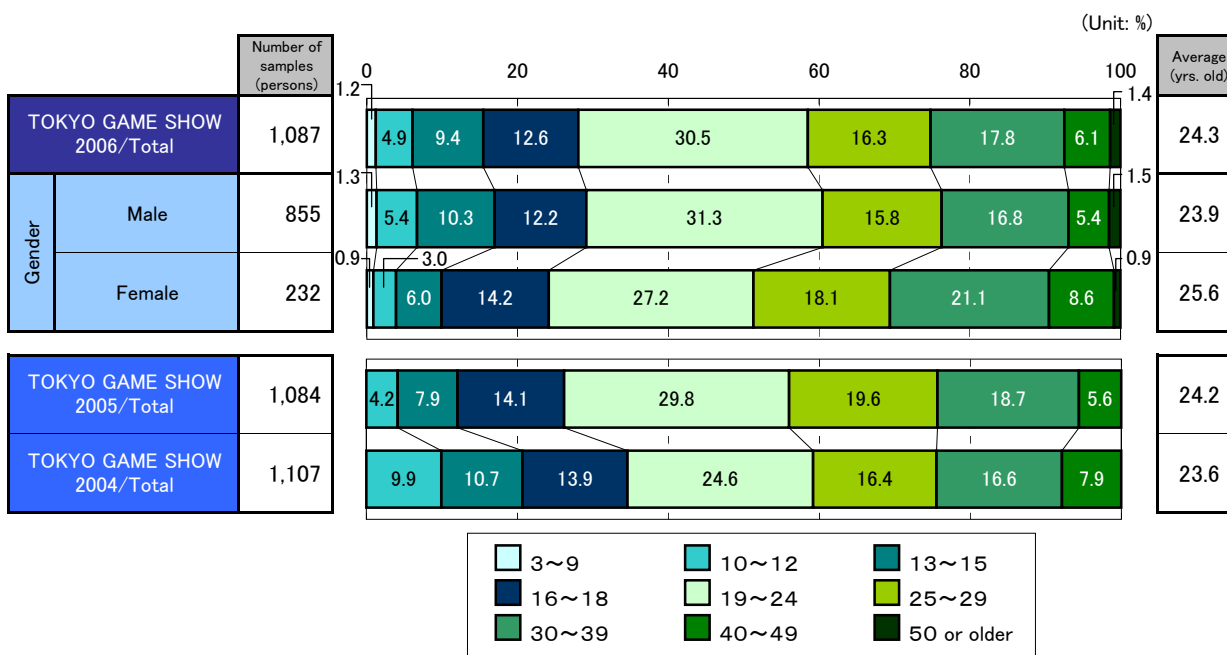
1. Gender

[Q] Your gender and age



2. Age

[Q] Your gender and age

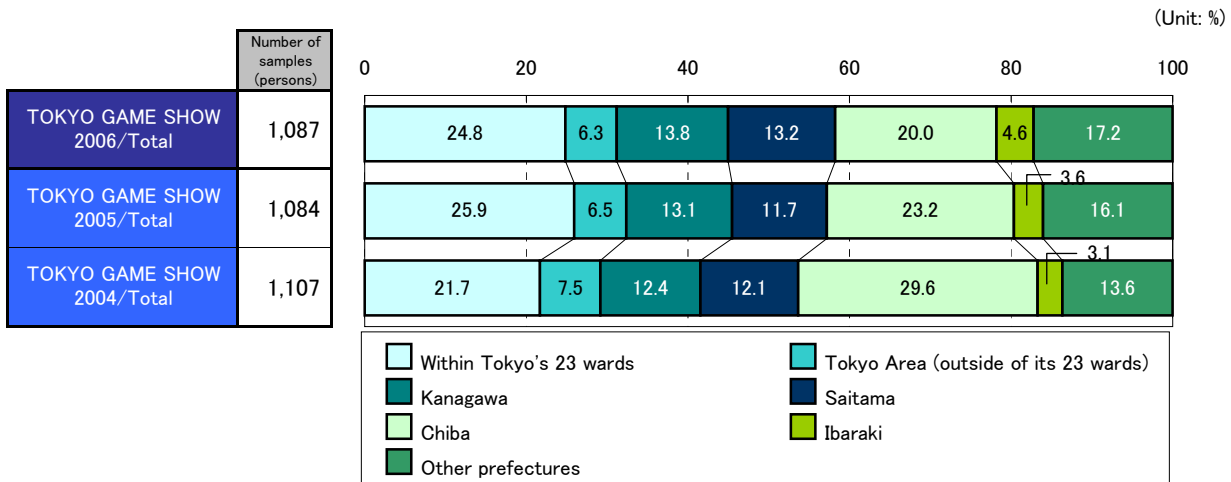


Note) "3-9" and "50 or older" have been added from TGS 2006 survey.

•Female visitors increased compared to the last time, and amounted to more than 20% of the total visitors. (21.3%)
 •Visitors aged "3-9" and "50 or older" were included in the survey this year. Highest number of visitors belonged to the "19-24" category (30.5%).

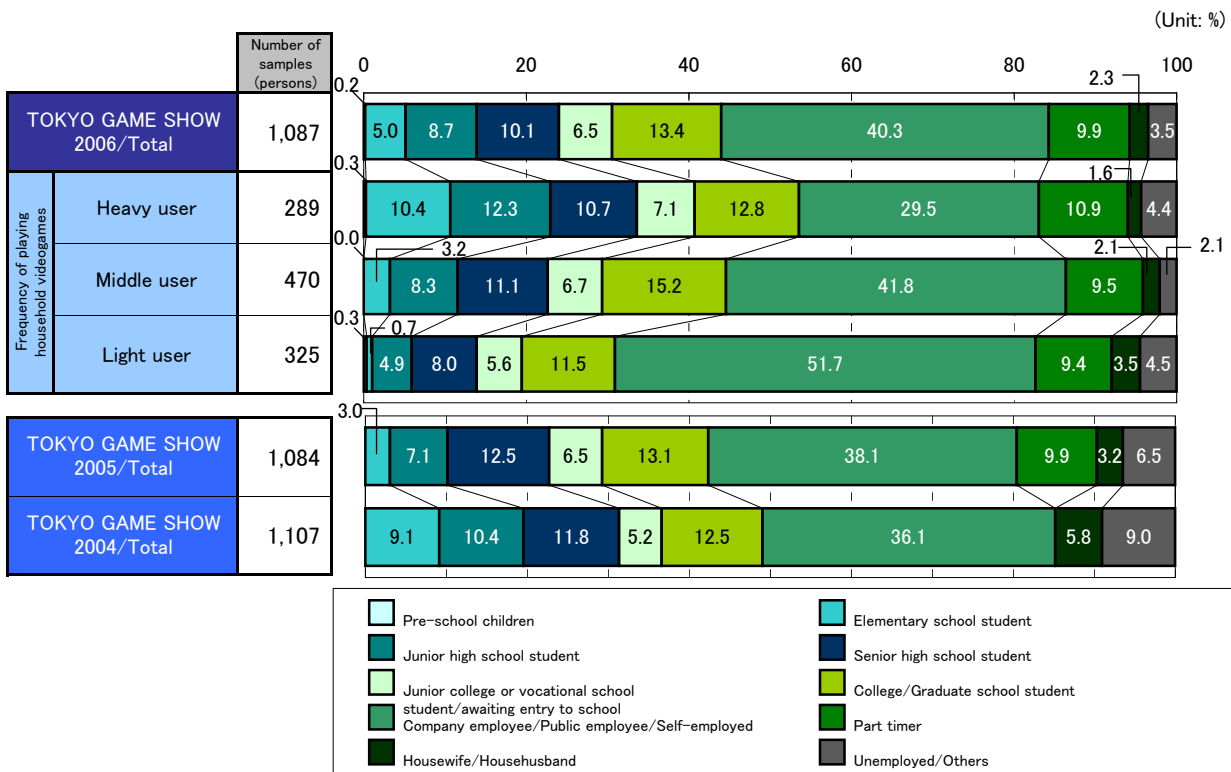
3. Residential area

[Q] Your area of residence



4. Occupation

[Q] Your occupation



Note 1) Category of "Pre-school children" was added and "Office worker" was replaced by "Company employee/Public employee/Self-employed" from TGS survey 2006. "Part timer" was added to the occupation category from the TGS 2005 survey.

Note 2) 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.

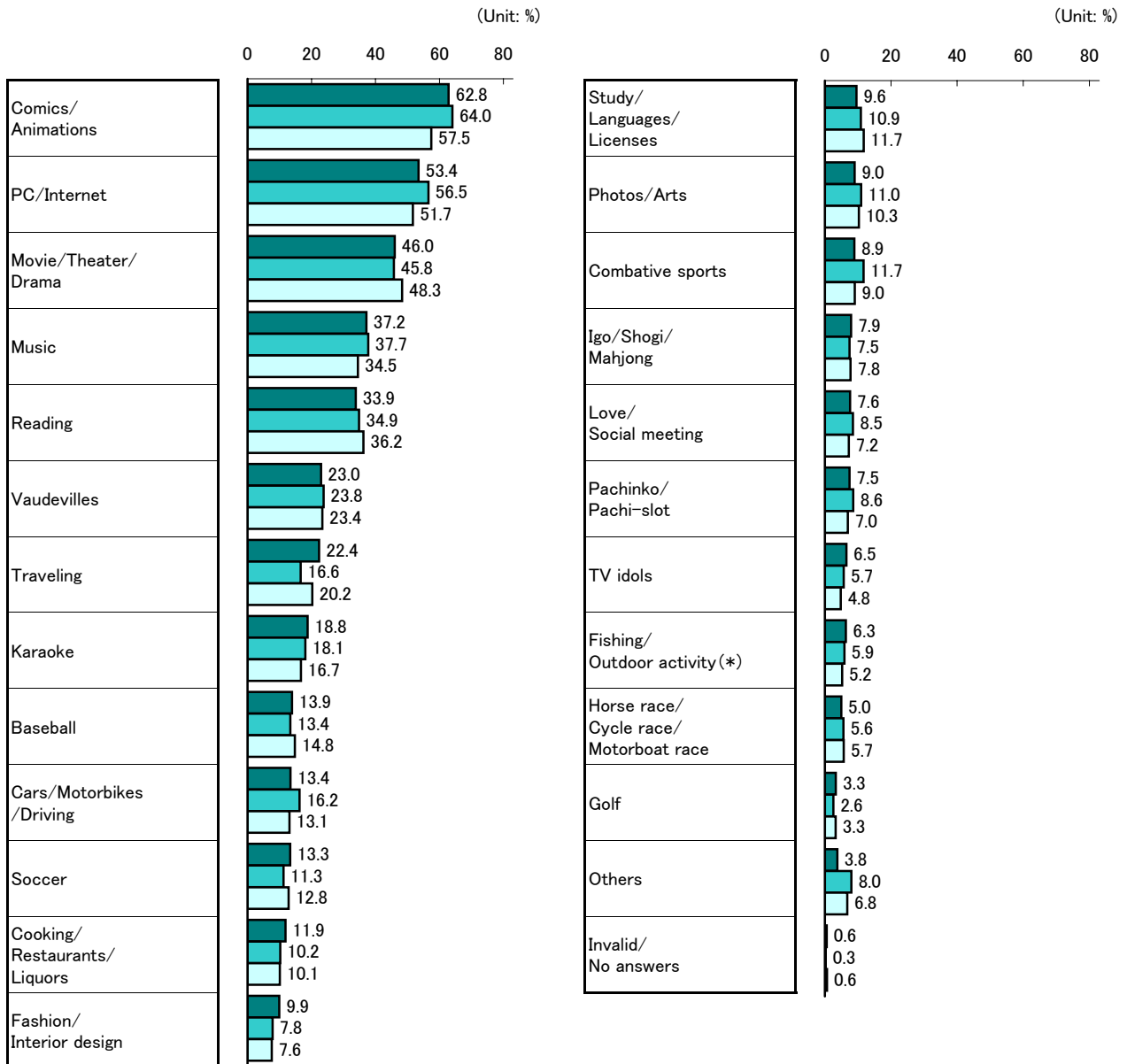
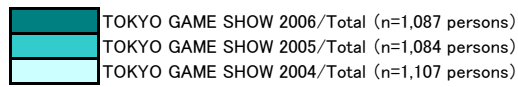
[User classification by frequency of game playing]

- 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

*Highest number of visitors were from "within the Tokyo's 23 wards" as it was last year. Visitors from "Chiba" decreased, a tendency continuing from three years ago. Visitors from "other prefectures" increased.
 *More than 40% of the total visitors were "Company employee/Public employee/Self-employed". As for "light users", more than half belonged to this occupational category.

5. Hobbies and interests 《Multiple answers》

[Q] Your hobbies and interests other than games



* The former category "Fishing" was replaced by "Fishing/outdoor activity" from the TGS 2005 survey.

• Respondents were most interested in "Comics/Animations" and "PC/Internet"; a continuing tendency from the last survey. The ratio increases along with the rise in the frequency of playing household videogames.

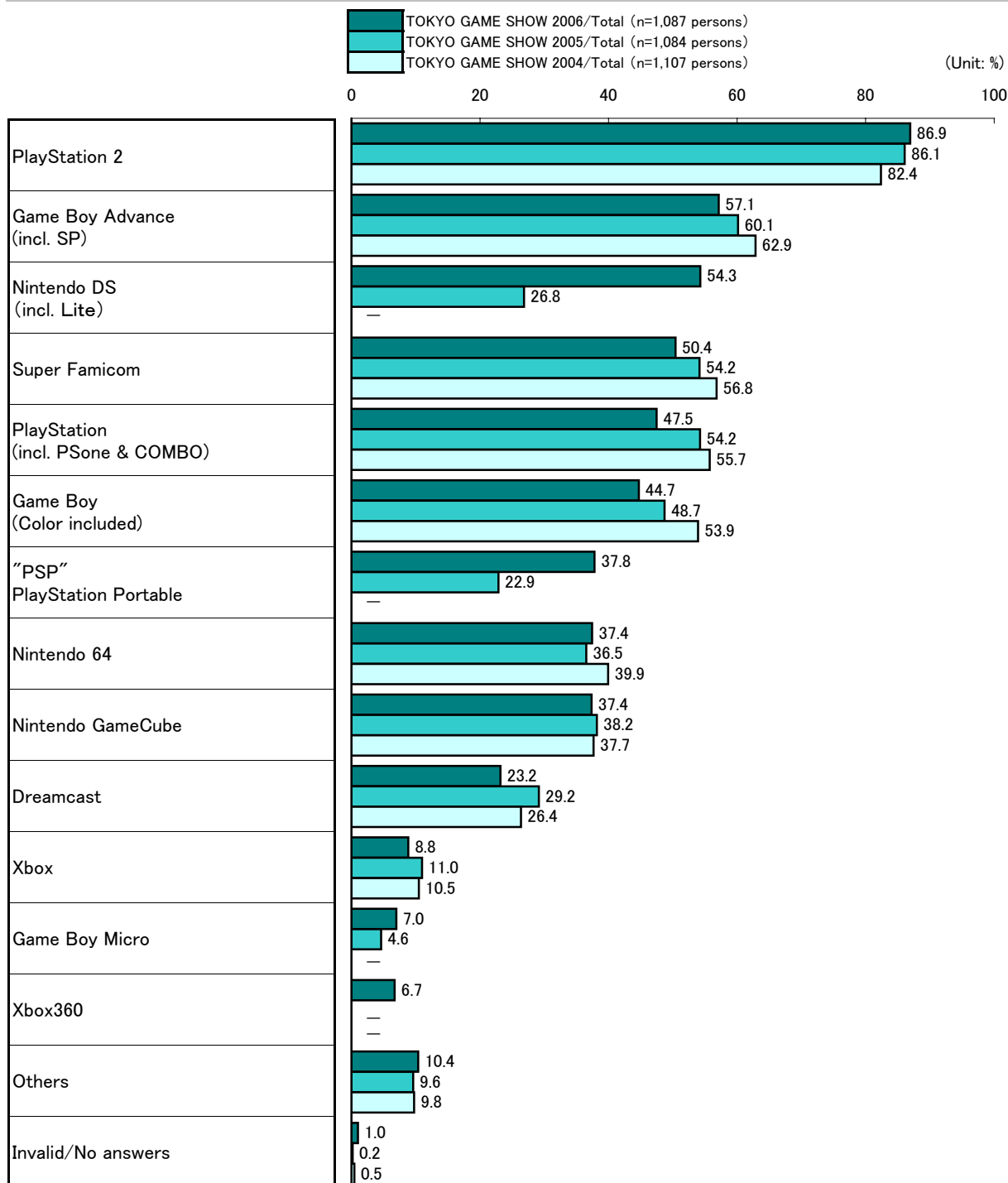
(Unit: %)

	TOKYO GAME SHOW 2006/Total	Gender and Age																				Frequency of playing household videogames		
		Male										Female										Heavy user	Middle user	Light user
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,087	855	11	46	88	104	268	135	144	46	13	232	2	7	14	33	63	42	49	20	2	366	433	288
Comics/ Animations	62.8	61.1	90.9	60.9	65.9	68.3	71.3	60.7	50.7	19.6	0.0	69.4	100.0	85.7	78.6	81.8	76.2	64.3	67.3	35.0	0.0	68.9	65.4	51.4
PC/Internet	53.4	54.3	45.5	21.7	53.4	61.5	61.9	60.7	45.1	41.3	46.2	50.4	50.0	28.6	57.1	45.5	61.9	47.6	44.9	50.0	0.0	56.3	53.6	49.7
Movie/Theater/ Drama	46.0	43.7	18.2	26.1	46.6	44.2	43.7	51.9	45.8	32.6	38.5	54.3	0.0	14.3	57.1	42.4	58.7	64.3	53.1	60.0	50.0	41.3	50.6	45.1
Music	37.2	35.9	9.1	28.3	19.3	37.5	44.8	43.0	29.9	26.1	30.8	41.8	0.0	14.3	64.3	51.5	52.4	35.7	36.7	20.0	0.0	35.2	40.2	35.1
Reading	33.9	31.5	0.0	21.7	38.6	41.3	35.8	32.6	18.1	30.4	15.4	42.7	0.0	14.3	35.7	54.5	39.7	35.7	49.0	55.0	0.0	32.5	35.6	33.0
Vaudevilles	23.0	24.1	27.3	19.6	20.5	29.8	26.5	26.7	24.3	4.3	7.7	19.0	0.0	28.6	28.6	12.1	14.3	21.4	20.4	25.0	50.0	21.9	25.4	20.8
Traveling	22.4	20.8	9.1	17.4	9.1	12.5	21.3	31.1	20.8	28.3	46.2	28.0	0.0	14.3	7.1	6.1	30.2	42.9	30.6	45.0	0.0	18.6	21.9	27.8
Karaoke	18.8	17.9	0.0	0.0	4.5	21.2	25.7	22.2	18.8	0.0	7.7	22.0	0.0	14.3	35.7	27.3	28.6	21.4	14.3	10.0	0.0	15.3	21.2	19.4
Baseball	13.9	16.6	0.0	30.4	15.9	14.4	15.3	20.0	13.9	15.2	30.8	3.9	0.0	0.0	7.1	3.0	0.0	7.1	6.1	0.0	50.0	13.1	14.8	13.5
Cars/Motorbikes /Driving	13.4	16.0	9.1	4.3	2.3	14.4	14.9	25.9	17.4	32.6	15.4	3.9	0.0	0.0	0.0	3.0	3.2	2.4	8.2	5.0	0.0	13.1	14.1	12.8
Soccer	13.3	14.9	27.3	13.0	3.4	22.1	13.4	22.2	13.2	13.0	7.7	7.8	0.0	0.0	0.0	3.0	6.3	9.5	10.2	15.0	50.0	13.9	13.6	12.2
Cooking/ Restaurants/ Liquors	11.9	10.9	0.0	0.0	3.4	9.6	11.6	15.6	15.3	10.9	7.7	15.5	0.0	0.0	0.0	3.0	14.3	16.7	22.4	40.0	0.0	11.2	12.9	11.1
Fashion/ Interior design	9.9	6.9	0.0	0.0	2.3	9.6	8.6	11.9	5.6	0.0	0.0	21.1	0.0	14.3	14.3	21.2	28.6	31.0	14.3	5.0	0.0	8.5	11.5	9.4
Study/ Languages/ Licenses	9.6	9.4	0.0	4.3	4.5	6.7	10.8	17.0	10.4	0.0	0.0	10.3	0.0	14.3	21.4	3.0	14.3	14.3	8.2	0.0	0.0	6.6	11.8	10.1
Photos/Arts	9.0	7.7	0.0	2.2	4.5	3.8	10.1	12.6	7.6	4.3	0.0	13.8	0.0	0.0	21.4	15.2	23.8	7.1	8.2	10.0	0.0	7.1	9.7	10.4
Combative sports	8.9	10.3	9.1	4.3	5.7	6.7	12.3	16.3	10.4	4.3	7.7	3.9	0.0	0.0	7.1	6.1	0.0	4.8	6.1	5.0	0.0	9.0	11.1	5.6
Igo/Shogi/ Mahjong	7.9	9.4	9.1	6.5	8.0	10.6	11.9	8.9	6.3	8.7	7.7	2.6	0.0	0.0	0.0	3.0	3.2	0.0	2.0	10.0	0.0	8.7	6.5	9.0
Love/ Social meeting	7.6	8.5	0.0	2.2	4.5	11.5	8.2	13.3	11.1	0.0	0.0	4.3	0.0	14.3	7.1	6.1	1.6	7.1	4.1	0.0	0.0	7.1	7.6	8.3
Pachinko/ Pachi-slot	7.5	8.3	0.0	0.0	2.3	5.8	9.0	14.1	9.7	10.9	7.7	4.3	0.0	0.0	0.0	0.0	4.8	4.8	4.1	15.0	0.0	9.8	7.4	4.5
TV idols	6.5	6.9	0.0	4.3	2.3	7.7	5.2	9.6	13.2	2.2	0.0	5.2	0.0	14.3	7.1	3.0	0.0	9.5	8.2	5.0	0.0	5.5	8.1	5.6
Fishing/ Outdoor activity	6.3	7.5	0.0	2.2	8.0	6.7	8.2	8.1	6.3	10.9	15.4	2.2	0.0	0.0	0.0	3.0	0.0	0.0	4.1	10.0	0.0	6.3	6.0	6.9
Horse race/ Cycle race/ Motorboat race	5.0	6.1	0.0	0.0	2.3	3.8	5.2	8.1	10.4	10.9	7.7	0.9	0.0	0.0	0.0	0.0	0.0	2.4	2.0	0.0	0.0	3.6	5.3	6.3
Golf	3.3	4.0	0.0	2.2	1.1	4.8	6.7	3.0	2.1	2.2	7.7	0.9	0.0	0.0	0.0	3.0	1.6	0.0	0.0	0.0	0.0	3.8	2.1	4.5
Others	3.8	4.2	9.1	4.3	3.4	2.9	5.6	1.5	5.6	2.2	7.7	2.2	0.0	0.0	14.3	0.0	0.0	2.4	2.0	5.0	0.0	2.5	4.6	4.2
Invalid/ No answers	0.6	0.7	0.0	2.2	1.1	0.0	0.4	0.7	0.7	0.0	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.5	0.3

II. Household Videogames

1. Hardware ownership 《Multiple answers》

[Q] What game machines do you have? (Excluding PCs and mobile phones.)



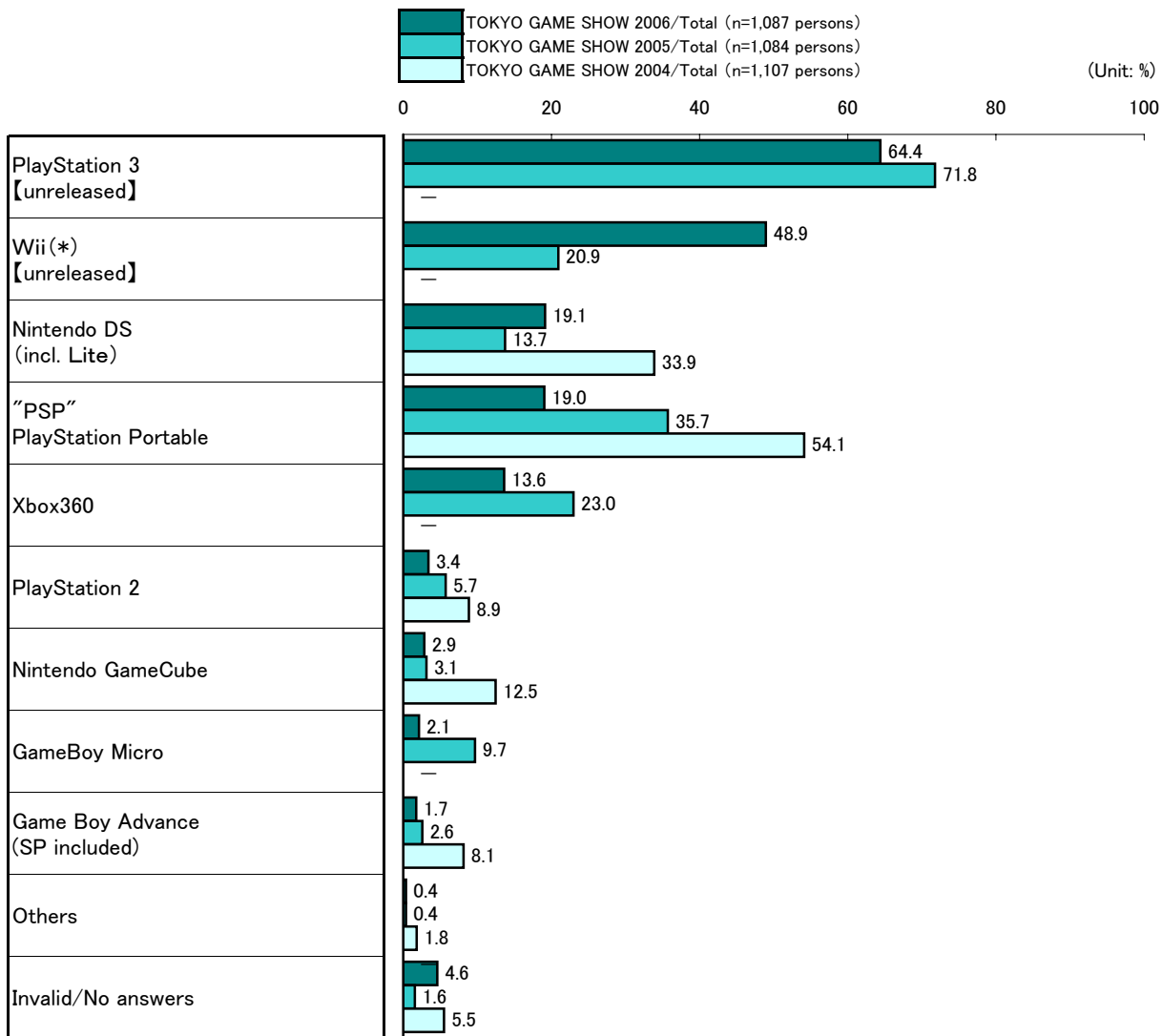
- Those who own “PlayStation 2” are increasing year by year and remain to be the most owned hardware (86.9%).
- Those who own Nintendo DS (incl. Lite) increased more than double (54.3%) and came close to “Game Boy Advance (incl. SP)” (57.1%).
- More males own installed types and more females own portable types except for “PSP” which was owned more by males than females.

(Unit: %)

	TOKYO GAME SHOW 2006/Total	Gender and Age																			Frequency of playing household videogames			
		Male									Female										Heavy user	Middle user	Light user	
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,087	855	11	46	88	104	268	135	144	46	13	232	2	7	14	33	63	42	49	20	2	366	433	288
PlayStation 2	86.9	87.5	63.6	82.6	86.4	86.5	91.4	91.1	87.5	76.1	61.5	84.9	50.0	57.1	71.4	90.9	87.3	83.3	89.8	80.0	100.0	89.3	91.0	77.8
Game Boy Advance (incl. SP)	57.1	56.4	63.6	91.3	84.1	76.0	53.7	38.5	36.8	54.3	46.2	59.9	50.0	85.7	100.0	60.6	50.8	52.4	61.2	70.0	0.0	67.5	54.3	48.3
Nintendo DS (incl. Lite)	54.3	53.2	63.6	84.8	70.5	54.8	48.1	45.9	45.8	54.3	61.5	58.2	50.0	71.4	71.4	63.6	54.0	54.8	53.1	65.0	100.0	65.3	53.1	42.0
Super Famicom	50.4	50.9	36.4	47.8	51.1	65.4	52.2	49.6	43.1	45.7	46.2	48.7	0.0	42.9	57.1	42.4	52.4	42.9	57.1	40.0	50.0	54.4	51.3	44.1
PlayStation (incl. PSone & COMBO)	47.5	47.3	27.3	45.7	52.3	58.7	48.9	40.7	43.1	39.1	53.8	48.3	0.0	28.6	64.3	48.5	57.1	42.9	44.9	35.0	100.0	51.4	48.5	41.0
Game Boy (incl. Color)	44.7	44.2	9.1	56.5	72.7	66.3	48.5	24.4	28.5	19.6	38.5	46.6	0.0	28.6	92.9	69.7	49.2	35.7	26.5	50.0	50.0	49.5	48.3	33.3
“PSP” PlayStation Portable	37.8	39.9	27.3	37.0	62.5	45.2	38.8	28.9	36.8	41.3	30.8	30.2	0.0	28.6	50.0	21.2	31.7	23.8	32.7	40.0	0.0	48.1	34.9	29.2
Nintendo 64	37.4	37.9	9.1	52.2	69.3	57.7	34.3	22.2	22.2	37.0	53.8	35.8	50.0	14.3	50.0	54.5	36.5	19.0	28.6	55.0	0.0	46.7	35.8	28.1
Nintendo GameCube	37.4	37.9	27.3	58.7	61.4	48.1	32.8	25.2	29.2	41.3	53.8	35.3	50.0	28.6	85.7	51.5	31.7	21.4	22.4	50.0	0.0	45.9	39.0	24.0
Dreamcast	23.2	25.3	0.0	4.3	11.4	9.6	26.9	44.4	36.1	17.4	15.4	15.5	50.0	14.3	21.4	3.0	12.7	11.9	28.6	15.0	0.0	28.1	22.4	18.1
Xbox	8.8	10.2	0.0	0.0	8.0	4.8	8.6	14.1	20.1	2.2	23.1	3.9	50.0	14.3	7.1	0.0	1.6	7.1	2.0	5.0	0.0	11.5	7.4	7.6
GameBoy Micro	7.0	7.3	9.1	6.5	10.2	6.7	7.1	4.4	10.4	4.3	0.0	6.0	0.0	14.3	7.1	0.0	4.8	4.8	10.2	10.0	0.0	9.8	7.6	2.4
Xbox360	6.7	8.1	0.0	2.2	5.7	4.8	7.5	12.6	13.9	2.2	0.0	1.7	50.0	0.0	0.0	6.1	0.0	2.4	0.0	0.0	0.0	10.9	5.1	3.8
Others	10.4	10.6	0.0	2.2	2.3	8.7	13.4	14.8	13.2	4.3	15.4	9.5	0.0	0.0	14.3	6.1	9.5	4.8	20.4	0.0	0.0	11.5	10.9	8.3
Invalid/ No answers	1.0	0.8	0.0	0.0	0.0	0.0	1.1	0.7	0.7	2.2	7.7	1.7	0.0	0.0	0.0	0.0	3.2	0.0	4.1	0.0	0.0	0.5	0.5	2.4

2. Hardware the respondents wish to purchase 《Multiple answers》

[Q] What game machines do you want to buy? (Excluding PCs and mobile phones.)



*“Revolution (tentative)” was replaced by “Wii” from TGS 2006 survey following the formal announcement of the product name.

- “PlayStation 3” was the most popular hardware (64.4%) though the percentage dropped somewhat compared to the previous survey.
- Respondents interested in purchasing “Wii” more than doubled from 20.9% to 48.9%.
- Those interested in purchasing “Nintendo DS (Lite included)” had decreased in the previous survey, but increased this time. It is especially popular among female and light users.

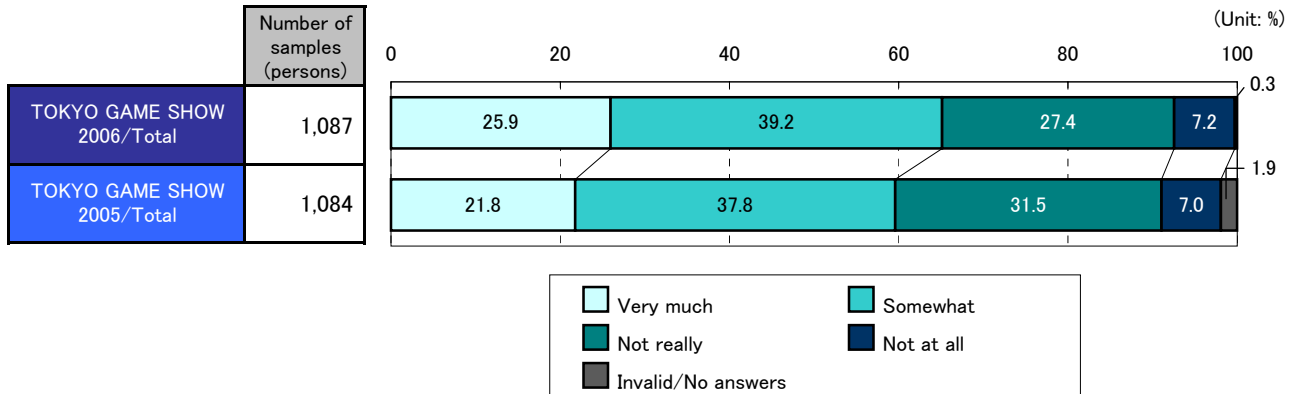
(Unit: %)

	TOKYO GAME SHOW 2006/Total	Gender and Age																				Frequency of playing household videogames		
		Male										Female										Heavy user	Middle user	Light user
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,087	855	11	46	88	104	268	135	144	46	13	232	2	7	14	33	63	42	49	20	2	366	433	288
PlayStation 3 【unreleased】	64.4	68.4	36.4	63.0	68.2	76.0	69.8	71.1	62.5	65.2	76.9	49.6	50.0	14.3	64.3	54.5	41.3	50.0	53.1	60.0	50.0	67.8	67.0	56.3
Wii(*) 【unreleased】	48.9	52.2	36.4	45.7	54.5	56.7	54.9	57.0	45.8	47.8	15.4	37.1	0.0	14.3	28.6	45.5	41.3	35.7	40.8	25.0	0.0	55.7	51.5	36.5
Nintendo DS (incl. Lite)	19.1	17.7	45.5	6.5	14.8	21.2	20.1	17.8	17.4	8.7	7.7	24.6	0.0	42.9	28.6	15.2	25.4	23.8	28.6	25.0	0.0	16.1	20.3	21.2
“PSP” Playstation Portable	19.0	16.7	9.1	21.7	11.4	17.3	20.1	17.0	13.9	13.0	7.7	27.6	0.0	14.3	35.7	33.3	27.0	28.6	26.5	20.0	50.0	16.9	21.7	17.7
Xbox360	13.6	14.6	0.0	2.2	11.4	13.5	14.6	17.0	20.1	15.2	15.4	9.9	0.0	0.0	14.3	3.0	14.3	11.9	8.2	10.0	0.0	13.1	13.9	13.9
PlayStation 2	3.4	3.0	18.2	4.3	3.4	2.9	3.0	0.7	4.2	2.2	0.0	4.7	0.0	0.0	7.1	3.0	4.8	4.8	4.1	10.0	0.0	3.6	2.3	4.9
Nintendo GameCube	2.9	2.6	27.3	6.5	5.7	2.9	1.1	3.0	0.7	0.0	0.0	3.9	0.0	0.0	14.3	0.0	1.6	7.1	6.1	0.0	0.0	3.3	2.8	2.4
Game Boy Micro	2.1	1.9	18.2	0.0	2.3	4.8	2.2	0.7	0.0	0.0	0.0	3.0	0.0	28.6	0.0	6.1	1.6	0.0	4.1	0.0	0.0	2.7	2.1	1.4
Game Boy Advance (SP included)	1.7	1.3	9.1	0.0	2.3	0.0	1.5	1.5	1.4	0.0	0.0	3.4	0.0	0.0	0.0	0.0	4.8	7.1	4.1	0.0	0.0	1.1	1.2	3.5
Others	0.4	0.2	0.0	0.0	1.1	0.0	0.0	0.7	0.0	0.0	0.0	0.9	0.0	14.3	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.3	0.7	0.0
Invalid/ No answers	4.6	4.1	0.0	6.5	1.1	2.9	3.0	5.9	5.6	6.5	7.7	6.5	50.0	0.0	7.1	6.1	6.3	4.8	10.2	0.0	0.0	2.7	4.4	7.3

3. Preference of color for the body of a household videogame machine

(1) Consideration of body color when buying a household videogame machine

[Q] When buying a household videogame machine, how important is the body color?



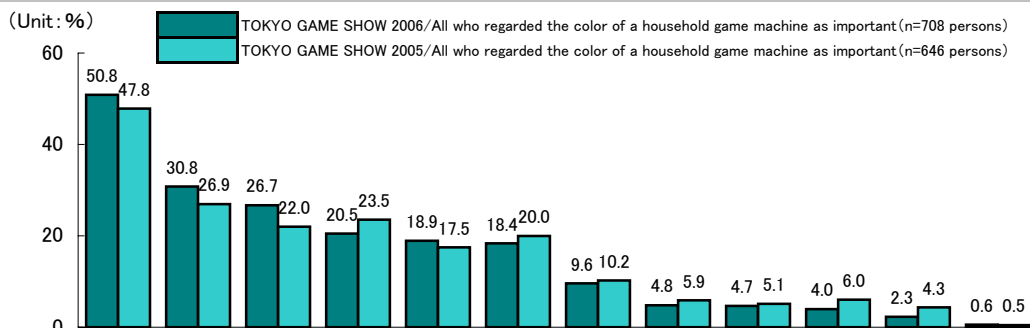
		Number of samples (persons)	Very much	Somewhat	Not really	Not at all	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	25.9	39.2	27.4	7.2	0.3
Gender and Age	Male	855	25.8	37.7	28.1	8.2	0.2
	3~9	11	9.1	45.5	36.4	9.1	0.0
	10~12	46	19.6	50.0	23.9	6.5	0.0
	13~15	88	27.3	39.8	25.0	8.0	0.0
	16~18	104	27.9	40.4	26.9	3.8	1.0
	19~24	268	25.0	39.2	27.6	7.8	0.4
	25~29	135	26.7	40.7	24.4	8.1	0.0
	30~39	144	27.1	29.2	32.6	11.1	0.0
	40~49	46	21.7	26.1	37.0	15.2	0.0
	50 or older	13	46.2	23.1	30.8	0.0	0.0
	Female	232	26.3	44.8	25.0	3.4	0.4
	3~9	2	0.0	50.0	0.0	50.0	0.0
	10~12	7	14.3	14.3	57.1	14.3	0.0
	13~15	14	14.3	42.9	35.7	7.1	0.0
	16~18	33	24.2	39.4	27.3	9.1	0.0
	19~24	63	30.2	46.0	20.6	1.6	1.6
	25~29	42	28.6	54.8	14.3	2.4	0.0
30~39	49	24.5	44.9	30.6	0.0	0.0	
40~49	20	25.0	45.0	30.0	0.0	0.0	
50 or older	2	100.0	0.0	0.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	366	24.6	38.3	27.0	9.8	0.3
	Middle user	433	25.2	43.6	26.6	4.4	0.2
	Light user	288	28.8	33.7	29.2	8.0	0.3

- The sum of those who regard the body color "very much" and "somewhat" important increased compared to the previous survey and amounted to 65.1% of the total respondents.
- More female users and more middle users of household videogames regarded the body color of a household game machine as important.

(2) Favorite body color [All who regarded the color of a household videogame machine as important] 《Multiple answers》

[To all who regarded the body color as "very much" or "somewhat" important.]

[Q] Which color do you prefer for the body of a household videogame machine?



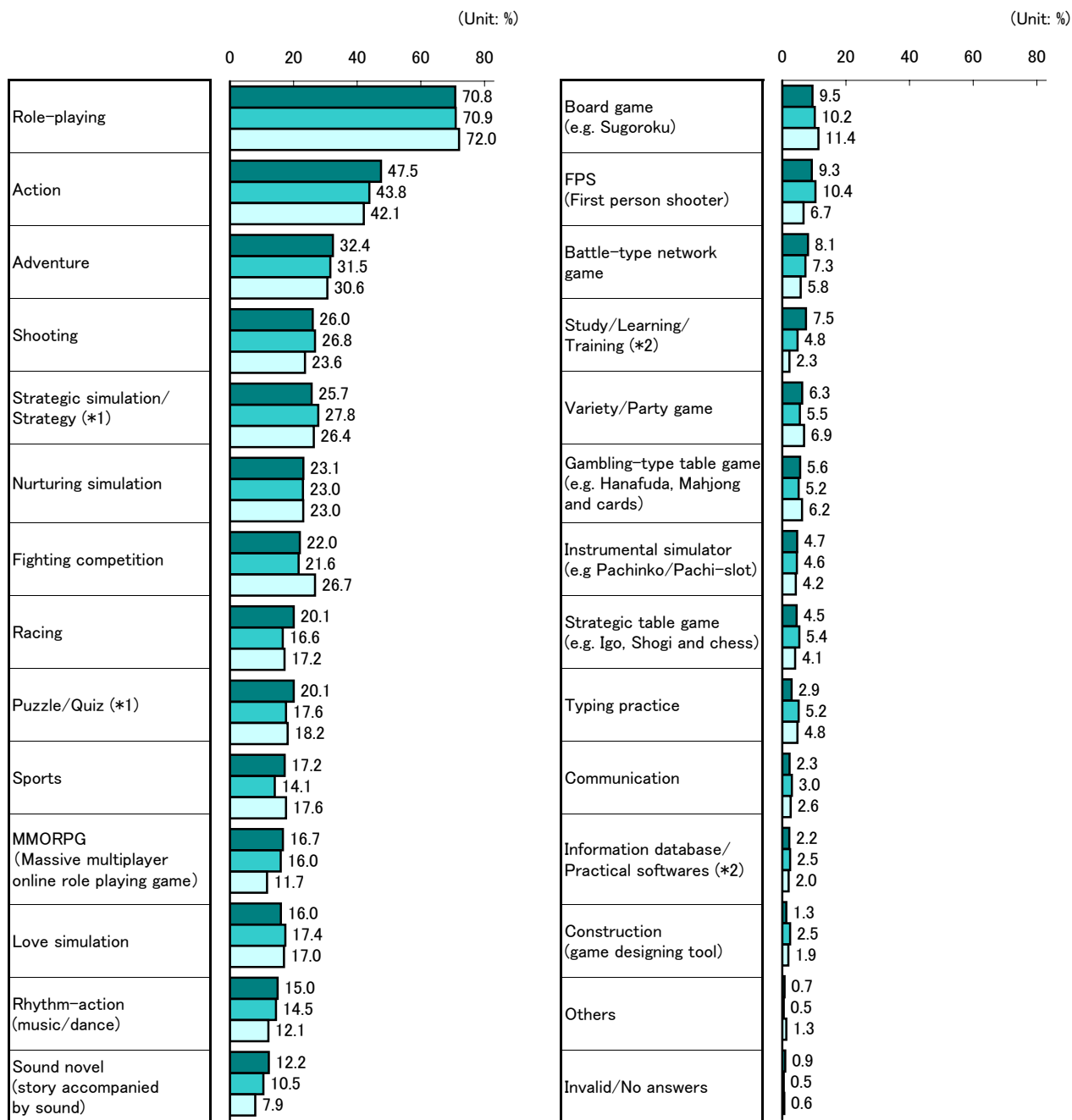
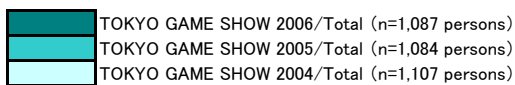
		Number of samples (persons)	Black	White	Cold color (blue, green, purple, gray, etc.)	Silver	Warm color (red, yellow, pink, orange, etc.)	Metallic (excluding gold and silver)	Color used for old-type game machines (e.g. Famicom color)	Pattern	Self-customize with stickers etc.	Gold	Others	Invalid/No answers
TOKYO GAME SHOW 2006/ All who regarded the color of a household videogame machine as important		708	50.8	30.8	26.7	20.5	18.9	18.4	9.6	4.8	4.7	4.0	2.3	0.6
Gender and Age	Male	543	54.0	30.9	24.3	20.6	14.4	18.6	10.3	4.2	4.4	3.5	1.8	0.7
	3~9	6	16.7	33.3	33.3	16.7	16.7	33.3	0.0	0.0	16.7	16.7	0.0	0.0
	10~12	32	34.4	21.9	15.6	37.5	6.3	18.8	18.8	0.0	12.5	12.5	0.0	0.0
	13~15	59	61.0	28.8	23.7	32.2	10.2	11.9	5.1	1.7	1.7	3.4	1.7	1.7
	16~18	71	45.1	33.8	28.2	19.7	8.5	19.7	9.9	2.8	4.2	2.8	2.8	2.8
	19~24	172	61.0	35.5	30.8	11.6	20.9	19.2	12.2	5.2	2.3	2.3	1.7	0.0
	25~29	91	67.0	35.2	22.0	24.2	16.5	13.2	14.3	9.9	7.7	2.2	0.0	0.0
	30~39	81	42.0	23.5	19.8	21.0	9.9	24.7	7.4	2.5	4.9	3.7	3.7	1.2
	40~49	22	45.5	22.7	4.5	22.7	4.5	22.7	0.0	0.0	0.0	4.5	4.5	0.0
	50 or older	9	33.3	11.1	11.1	22.2	33.3	22.2	0.0	0.0	0.0	0.0	0.0	0.0
	Female	165	40.6	30.3	34.5	20.0	33.9	17.6	7.3	6.7	5.5	5.5	3.6	0.0
	3~9	1	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	10~12	2	0.0	50.0	100.0	0.0	0.0	0.0	50.0	0.0	50.0	0.0	0.0	0.0
	13~15	8	37.5	37.5	62.5	12.5	25.0	12.5	0.0	12.5	12.5	0.0	0.0	0.0
	16~18	21	42.9	23.8	47.6	23.8	47.6	19.0	9.5	4.8	4.8	0.0	0.0	0.0
	19~24	48	47.9	39.6	35.4	10.4	37.5	2.1	4.2	12.5	6.3	4.2	6.3	0.0
	25~29	35	31.4	25.7	37.1	20.0	31.4	22.9	11.4	2.9	2.9	11.4	2.9	0.0
30~39	34	38.2	29.4	23.5	23.5	32.4	35.3	8.8	5.9	5.9	2.9	5.9	0.0	
40~49	14	42.9	21.4	7.1	50.0	21.4	21.4	0.0	0.0	0.0	14.3	0.0	0.0	
50 or older	2	100.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	230	50.9	30.0	27.8	22.2	20.0	19.6	11.3	6.1	5.2	4.3	1.7	1.3
	Middle user	298	54.4	30.2	25.5	19.1	18.8	19.5	9.7	5.4	5.4	4.7	3.0	0.0
	Light user	180	45.0	32.8	27.2	20.6	17.8	15.0	7.2	2.2	2.8	2.2	1.7	0.6

(Unit: %)

- "Black" was selected by almost half of the total respondents (50.8%), and it was particularly popular among male and heavy user groups.
- "Silver", "Gold" and "Metallic (excluding gold and silver)" decreased compared to the previous survey.
- Primary colors like "cold (blue, green, purple, gray, etc.)" and "warm (red, yellow, pink, orange, etc.)" colors are popular among female users.

4. Favorite game genres 《Multiple answers》

[Q] Please choose the genre of game you like.



*1 : From the TGS 2005 survey, "Strategic simulation" and "Puzzle" were replaced by "Strategic simulation/Strategy" and "Puzzle/Quiz", respectively.

*2: From the TGS 2006 survey, "Study/Learning" and "Information database" were replaced by "Study/Learning/Training" and "Information database/Practical software", respectively.

• "Role playing" was most favored (70.8%).
 • Male users prefer "Action", "Strategic simulation/Strategy", "Shooting", "Fighting competition", "Racing" and "MMORPG" while female users play "Nurturing simulation", "Puzzle/Quiz", "Love simulation" and "Rhythm-action" more often. Light users tend to play "Puzzle/Quiz". "Study/Learning/Training" is popular among female users, especially those over 30 years old.
 • A correlation between respondents' interests and their favorite game types was revealed: "Combative sports", and "Cars/Motorbikes/Driving" fans preferred "Fighting competition" and "Racing", respectively, and "Horse race/Cycle race/Motorboat race" and "Golf" fans favored "Sports" games.

(Unit: %)

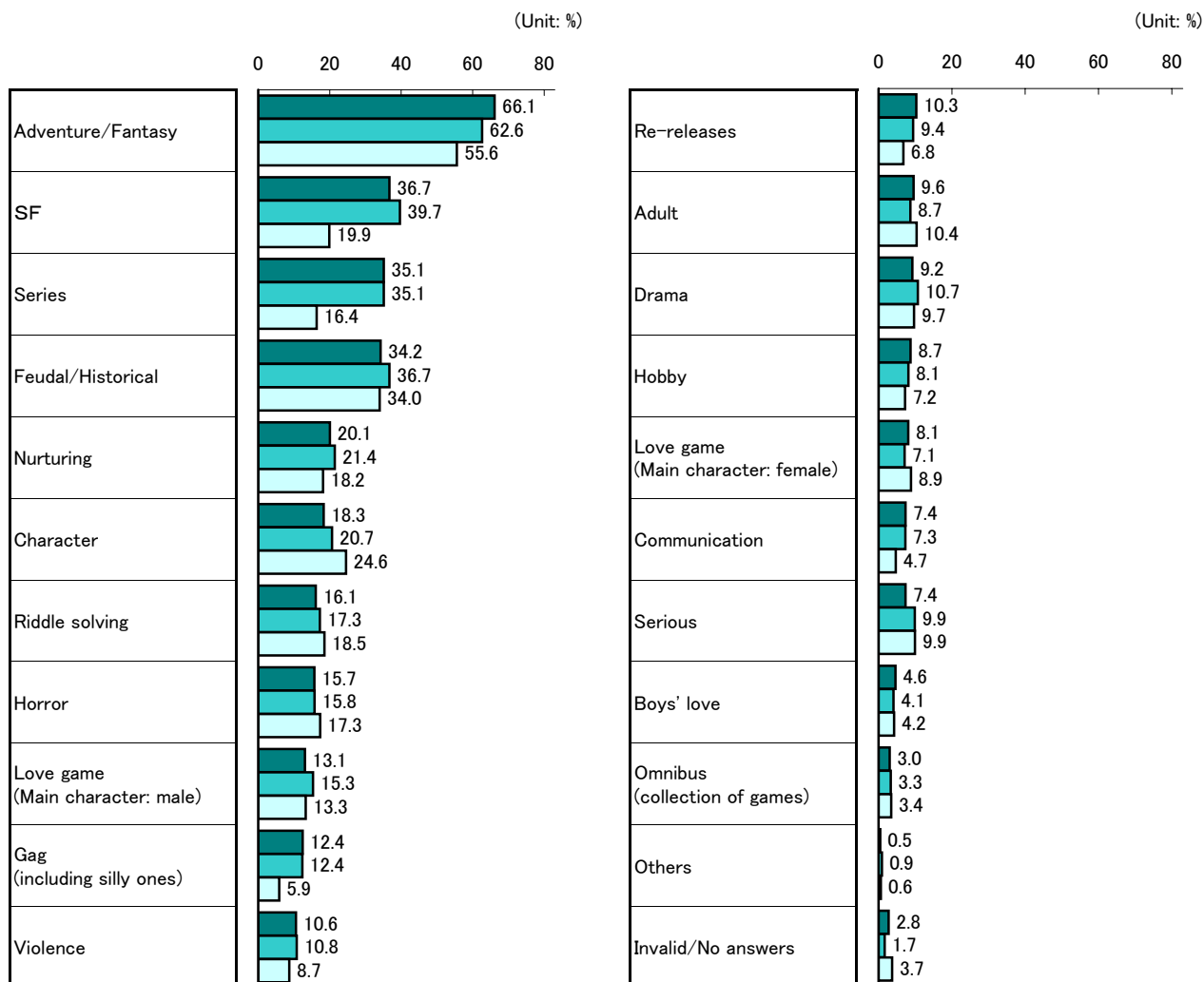
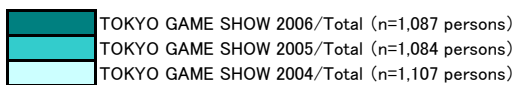
	TOKYO GAME SHOW 2006/Total	Gender and Age																		Frequency of playing household videogames				
		Male									Female									Heavy user	Middle user	Light user		
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,087	855	11	46	88	104	268	135	144	46	13	232	2	7	14	33	63	42	49	20	2	366	433	288
Role-playing	70.8	71.8	36.4	63.0	72.7	82.7	78.7	75.6	63.9	43.5	46.2	67.2	0.0	28.6	71.4	78.8	85.7	54.8	63.3	45.0	50.0	73.5	73.7	63.2
Action	47.5	51.2	45.5	60.9	63.6	58.7	60.1	50.4	34.0	15.2	23.1	33.6	0.0	28.6	42.9	36.4	36.5	38.1	26.5	30.0	0.0	51.4	54.7	31.6
Adventure	32.4	33.0	54.5	54.3	45.5	37.5	27.6	35.6	25.7	21.7	23.1	30.2	0.0	28.6	28.6	39.4	31.7	28.6	28.6	25.0	0.0	36.3	33.9	25.0
Shooting	26.0	31.0	18.2	21.7	43.2	31.7	28.7	36.3	27.8	26.1	30.8	7.8	0.0	14.3	7.1	9.1	7.9	7.1	4.1	10.0	50.0	25.7	28.4	22.9
Strategic simulation/ Strategy	25.7	28.8	9.1	19.6	20.5	34.6	31.3	26.7	32.6	30.4	7.7	14.2	0.0	0.0	7.1	24.2	15.9	11.9	16.3	5.0	0.0	25.1	27.9	22.9
Nurturing simulation	23.1	20.7	27.3	15.2	20.5	25.0	20.9	17.8	25.0	10.9	15.4	31.9	50.0	42.9	50.0	45.5	28.6	23.8	28.6	30.0	0.0	24.0	23.6	21.2
Fighting competition	22.0	25.1	18.2	30.4	23.9	24.0	29.1	27.4	23.6	6.5	7.7	10.3	0.0	14.3	21.4	15.2	6.3	11.9	10.2	5.0	0.0	27.3	21.5	16.0
Racing	20.1	23.6	18.2	28.3	22.7	25.0	22.8	25.9	18.8	32.6	23.1	6.9	0.0	14.3	14.3	9.1	7.9	2.4	6.1	5.0	0.0	20.5	21.9	16.7
Puzzle/Quiz	20.1	16.4	18.2	6.5	6.8	13.5	17.5	25.2	16.7	17.4	15.4	33.6	50.0	28.6	21.4	21.2	31.7	35.7	40.8	40.0	100.0	18.6	22.2	18.8
Sports	17.2	20.0	27.3	21.7	13.6	21.2	18.7	24.4	18.8	30.4	0.0	6.9	0.0	0.0	7.1	3.0	6.3	7.1	10.2	5.0	50.0	16.1	16.9	19.1
MMORPG (Massive multiplayer online role-playing game)	16.7	19.6	0.0	2.2	11.4	15.4	26.9	28.9	18.1	6.5	7.7	5.6	0.0	0.0	0.0	12.1	6.3	7.1	2.0	5.0	0.0	19.1	16.9	13.2
Love simulation	16.0	13.7	0.0	0.0	6.8	20.2	19.8	11.9	13.9	2.2	0.0	24.6	0.0	14.3	35.7	27.3	28.6	33.3	10.2	25.0	0.0	16.4	15.5	16.3
Rhythm-action (music/dance)	15.0	13.6	0.0	4.3	11.4	15.4	21.3	12.6	9.0	2.2	0.0	20.3	0.0	14.3	35.7	30.3	22.2	19.0	16.3	5.0	0.0	17.5	15.0	11.8
Sound novel (story accompanied by sound)	12.2	11.9	0.0	2.2	12.5	11.5	11.6	14.1	17.4	6.5	0.0	13.4	0.0	14.3	7.1	12.1	15.9	11.9	18.4	5.0	0.0	13.4	12.0	11.1
Board game (e.g. Sugoroku)	9.5	9.7	0.0	2.2	5.7	8.7	12.7	9.6	11.8	8.7	0.0	8.6	0.0	0.0	14.3	3.0	4.8	7.1	20.4	5.0	0.0	9.8	10.4	7.6
FPS (First person shooter)	9.3	11.2	0.0	2.2	14.8	9.6	14.9	12.6	9.7	2.2	0.0	2.2	0.0	0.0	0.0	6.1	3.2	0.0	0.0	0.0	50.0	10.4	10.6	5.9
Battle-type network game	8.1	9.5	9.1	2.2	9.1	7.7	11.2	14.8	8.3	0.0	7.7	3.0	0.0	0.0	14.3	3.0	1.6	4.8	0.0	5.0	0.0	10.7	7.9	5.2
Study/Learning/ Training	7.5	5.4	9.1	2.2	1.1	4.8	4.5	8.1	6.3	10.9	7.7	15.1	0.0	0.0	21.4	9.1	12.7	11.9	20.4	25.0	50.0	4.9	8.3	9.4
Variety/Party game	6.3	6.1	9.1	8.7	1.1	6.7	7.5	6.7	6.9	0.0	0.0	6.9	0.0	14.3	7.1	9.1	6.3	2.4	8.2	10.0	0.0	5.2	9.0	3.5
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	5.6	6.2	0.0	0.0	5.7	2.9	6.0	7.4	10.4	6.5	7.7	3.4	0.0	0.0	0.0	0.0	3.2	7.1	2.0	5.0	50.0	7.1	3.9	6.3
Instrumental simulator (e.g. Pachinko/Pachi- slot)	4.7	5.3	0.0	2.2	5.7	1.0	4.5	5.9	4.9	15.2	30.8	2.6	0.0	0.0	0.0	0.0	3.2	4.8	2.0	5.0	0.0	5.7	4.2	4.2
Strategic table game (e.g. Igo, Shogi and chess)	4.5	5.4	0.0	0.0	4.5	5.8	6.0	4.4	5.6	10.9	7.7	1.3	0.0	0.0	0.0	0.0	1.6	4.8	0.0	0.0	0.0	4.9	3.9	4.9
Typing practice	2.9	2.5	9.1	0.0	0.0	1.9	3.7	4.4	1.4	0.0	0.0	4.7	0.0	0.0	0.0	0.0	9.5	2.4	4.1	10.0	0.0	2.5	3.9	2.1
Communication	2.3	1.8	0.0	0.0	1.1	1.0	1.9	2.2	2.8	0.0	7.7	4.3	0.0	0.0	14.3	9.1	6.3	2.4	0.0	0.0	0.0	2.2	2.8	1.7
Info. database/ Practical softwares	2.2	2.2	0.0	2.2	0.0	1.0	2.2	3.7	2.8	2.2	7.7	2.2	0.0	0.0	0.0	0.0	6.3	2.4	0.0	0.0	0.0	3.0	1.8	1.7
Construction (game designing tool)	1.3	1.4	0.0	0.0	1.1	1.0	1.5	3.0	1.4	0.0	0.0	0.9	0.0	14.3	0.0	0.0	0.0	2.4	0.0	0.0	0.0	1.4	1.2	1.4
Others	0.7	0.8	9.1	0.0	0.0	1.9	1.1	0.0	0.7	0.0	0.0	0.4	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.8	0.7	0.7
Invalid/No answers	0.9	1.1	0.0	4.3	0.0	1.9	0.7	0.7	1.4	0.0	0.0	0.4	0.0	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	0.7

(Unit: %)

	TOKYO GAME SHOW 2006/Total	Hobbies and interests																								
		Comics/Animations	PC/Internet	Movie/Theater/Drama	Music	Reading	Vaudevilles	Traveling	Karaoke	Baseball	Cars/Motorbikes/ Driving	Soccer	Cooking/Restaurants/ Liquors	Fashion/ Interior design/ Study/Languages/ Licenses	Photos/Arts	Combative sports	Igo/Shogi/Mahjong	Love/Social meeting	Pachinko/Pachi- slot	TV idols	Fishing/ Outdoor activity	Horse race/Cycle race/ Motorboat race	Golf	Others	Invalid/No answers	
Number of samples (persons)	1,087	683	581	500	404	368	250	243	204	151	146	145	129	108	104	98	97	86	83	81	71	69	54	36	41	6
Role-playing	70.8	79.8	79.3	75.2	79.2	82.3	77.6	66.3	82.8	74.8	71.9	74.5	80.6	80.6	77.9	76.5	75.3	82.6	80.7	72.8	71.8	76.8	61.1	75.0	73.2	50.0
Action	47.5	55.5	53.0	56.0	55.7	51.9	58.0	44.9	54.4	51.0	54.1	55.9	52.7	54.6	55.8	59.2	67.0	53.5	44.6	48.1	46.5	52.2	51.9	58.3	51.2	83.3
Adventure	32.4	40.6	34.3	36.6	39.1	41.3	36.0	31.3	39.7	27.8	31.5	37.2	37.2	30.6	38.5	37.8	33.0	40.7	33.7	23.5	31.0	42.0	18.5	38.9	43.9	50.0
Shooting	26.0	27.8	30.6	30.6	28.0	31.5	34.4	26.7	30.4	29.1	44.5	28.3	34.1	28.7	33.7	42.9	43.3	34.9	43.4	28.4	38.0	56.5	22.2	27.8	24.4	50.0
Strategic simulation/ Strategy	25.7	29.9	29.4	25.6	28.0	32.1	28.8	26.7	29.4	29.8	27.4	32.4	40.3	25.9	32.7	26.5	39.2	44.2	32.5	24.7	26.8	39.1	38.9	41.7	34.1	33.3
Nurturing simulation	23.1	26.9	24.4	25.4	27.0	28.3	27.6	25.5	33.3	29.8	25.3	27.6	37.2	28.7	33.7	30.6	39.2	33.7	36.1	32.1	38.0	27.5	37.0	22.2	24.4	16.7
Fighting competition	22.0	26.2	25.0	23.0	26.5	26.6	29.6	23.0	31.4	24.5	33.6	23.4	34.1	28.7	28.8	34.7	47.4	30.2	31.3	29.6	28.2	37.7	35.2	38.9	26.8	33.3
Racing	20.1	20.9	23.9	22.4	23.0	20.1	25.2	24.3	22.5	26.5	53.4	28.3	25.6	18.5	26.9	27.6	28.9	22.1	28.9	23.5	22.5	29.0	27.8	27.8	17.1	0.0
Puzzle/Quiz	20.1	22.1	23.8	22.2	26.2	26.1	30.0	28.0	30.4	19.2	26.0	28.3	38.0	30.6	29.8	28.6	28.9	30.2	26.5	23.5	29.6	15.9	22.2	27.8	14.6	0.0
Sports	17.2	14.1	16.4	18.2	19.8	14.9	25.2	23.0	23.5	44.4	28.1	48.3	24.8	22.2	30.8	18.4	33.0	24.4	32.5	27.2	29.6	30.4	42.6	47.2	14.6	0.0
MMORPG (Massive multiplayer online role-playing game)	16.7	18.3	24.3	17.2	20.0	17.9	18.0	18.5	23.0	16.6	24.0	15.2	20.2	19.4	23.1	19.4	12.4	22.1	20.5	18.5	21.1	29.0	16.7	22.2	9.8	33.3
Love simulation	16.0	22.1	18.8	16.0	21.5	23.4	18.4	18.9	31.9	17.2	15.8	17.2	23.3	21.3	26.0	22.4	22.7	19.8	34.9	24.7	35.2	14.5	25.9	27.8	24.4	0.0
Rhythm-action (music/dance)	15.0	18.4	20.3	16.8	24.3	19.3	21.2	17.3	34.3	15.2	22.6	15.2	24.8	25.0	21.2	28.6	16.5	18.6	24.1	17.3	18.3	21.7	13.0	19.4	12.2	0.0
Sound novel (story accompanied by sound)	12.2	15.7	15.8	13.4	15.8	17.9	13.2	15.6	21.1	11.9	17.8	13.1	21.7	13.9	15.4	20.4	16.5	16.3	15.7	19.8	19.7	15.9	16.7	13.9	9.8	0.0
Board game (e.g. Sugoroku)	9.5	10.7	11.5	12.2	12.6	12.8	15.2	17.7	16.2	11.3	15.8	19.3	18.6	13.0	19.2	21.4	19.6	17.4	16.9	17.3	14.1	14.5	24.1	22.2	7.3	0.0
FPS (First person shooter)	9.3	11.0	13.4	12.0	11.6	12.8	10.8	10.3	14.7	7.3	22.6	9.7	15.5	12.0	15.4	15.3	15.5	14.0	13.3	11.1	16.9	23.2	7.4	8.3	9.8	33.3
Battle-type network game	8.1	8.9	12.4	10.0	10.4	9.5	8.4	13.2	14.2	6.0	12.3	7.6	15.5	11.1	15.4	16.3	11.3	14.0	18.1	8.6	8.5	17.4	7.4	11.1	4.9	0.0
Study/Learning/ Training	7.5	7.3	8.4	10.0	8.7	11.1	8.8	13.2	12.3	7.3	13.0	13.1	14.7	14.8	18.3	15.3	10.3	14.0	10.8	6.2	7.0	13.0	13.0	8.3	7.3	0.0
Variety/Party game	6.3	7.0	7.1	8.2	7.7	7.9	11.2	11.5	12.7	8.6	10.3	9.0	15.5	11.1	15.4	13.3	11.3	9.3	22.9	14.8	9.9	7.2	14.8	8.3	2.4	0.0
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	5.6	6.0	5.9	5.4	5.0	5.7	9.2	8.6	10.3	11.3	7.5	6.9	10.9	4.6	7.7	9.2	8.2	23.3	8.4	24.7	8.5	4.3	24.1	11.1	7.3	0.0
Instrumental simulator (e.g. Pachinko/Pachi- slot)	4.7	4.1	4.5	4.8	4.7	5.4	4.8	7.4	4.9	5.3	6.2	7.6	10.1	6.5	3.8	6.1	9.3	11.6	8.4	28.4	9.9	10.1	11.1	11.1	2.4	0.0
Strategic table game (e.g. Igo, Shogi and chess)	4.5	4.7	6.0	4.6	6.2	7.3	5.2	7.8	6.9	7.3	6.8	9.0	7.0	7.4	9.6	8.2	11.3	24.4	9.6	4.9	7.0	7.2	18.5	11.1	4.9	16.7
Typing practice	2.9	2.8	3.6	3.4	3.2	3.8	3.2	5.8	6.4	3.3	6.8	4.8	7.0	5.6	7.7	9.2	3.1	8.1	7.2	4.9	4.2	8.7	3.7	5.6	7.3	0.0
Communication	2.3	2.3	3.4	3.6	3.5	3.3	2.8	3.7	6.9	3.3	5.5	2.1	7.8	6.5	9.6	8.2	6.2	4.7	12.0	2.5	4.2	4.3	5.6	5.6	7.3	0.0
Info. database/ Practical softwares	2.2	2.5	3.4	3.2	4.2	3.5	3.6	5.3	6.4	4.0	6.2	3.4	7.0	8.3	4.8	7.1	5.2	5.8	7.2	6.2	7.0	5.8	9.3	2.8	2.4	0.0
Construction (game designing tool)	1.3	1.8	1.9	1.4	1.7	1.6	2.4	2.9	3.4	2.6	4.1	2.1	4.7	4.6	4.8	3.1	3.1	4.7	9.6	3.7	2.8	2.9	3.7	2.8	4.9	0.0
Others	0.7	0.4	0.9	0.2	0.2	0.3	0.8	0.4	1.5	0.0	0.7	0.0	1.6	0.0	0.0	0.0	0.0	1.2	1.2	0.0	1.4	0.0	0.0	0.0	2.4	0.0
Invalid/No answers	0.9	0.7	0.3	0.8	0.7	0.8	0.0	2.1	0.0	1.3	1.4	2.8	0.0	0.9	1.0	1.0	2.1	0.0	1.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0

5. Favorite game types 《Multiple answers》

[Q] Please choose the type of game you like.



Note) From the TGS 2005 research, the former category "Joke/Humor (including silly ones)" was changed to "Gag (including silly ones)" and expressions of some options were modified.

- "Adventure/fantasy" was selected the most. It has been steadily increasing every year.
- Male users preferred "SF", "Feudal/historical", "Horror" and "Violence" more than female users while a reversed tendency was seen with "Love game (Main character: female)" and "Boys' love", "Character" and "Nursing" are especially popular among young females. The popularity of "series" games among heavy users is considerably high.
- A correlation between respondents' interests and their favorite game types was revealed: Those interested in "Study/languages/licenses" and "Reading" tended to prefer "Adventure/fantasy".

(Unit: %)

	TOKYO GAME SHOW 2006/Total	Gender and Age																		Frequency of playing household videogames				
		Male									Female									Heavy user	Middle user	Light user		
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,087	855	11	46	88	104	268	135	144	46	13	232	2	7	14	33	63	42	49	20	2	366	433	288
Adventure/ Fantasy	66.1	66.1	54.5	65.2	63.6	70.2	73.1	71.9	58.3	37.0	46.2	66.4	0.0	42.9	64.3	63.6	77.8	64.3	65.3	65.0	0.0	68.3	71.4	55.6
SF	36.7	39.6	9.1	10.9	40.9	42.3	42.5	43.7	42.4	34.8	23.1	25.9	0.0	28.6	14.3	27.3	33.3	16.7	24.5	35.0	0.0	37.2	39.7	31.6
Series	35.1	36.3	18.2	34.8	39.8	45.2	41.0	34.8	30.6	17.4	7.7	31.0	0.0	0.0	50.0	33.3	31.7	28.6	34.7	25.0	0.0	40.2	38.1	24.3
Feudal/ Historical	34.2	37.0	18.2	28.3	28.4	37.5	39.2	36.3	41.0	45.7	23.1	24.1	0.0	0.0	14.3	24.2	31.7	31.0	16.3	25.0	0.0	33.3	36.0	32.6
Nurturing	20.1	18.8	27.3	19.6	17.0	18.3	20.1	20.0	17.4	15.2	15.4	24.6	0.0	42.9	35.7	27.3	25.4	23.8	24.5	10.0	0.0	21.6	21.5	16.0
Character	18.3	17.7	54.5	15.2	13.6	19.2	17.9	17.0	21.5	6.5	7.7	20.7	50.0	28.6	42.9	27.3	19.0	14.3	16.3	20.0	0.0	19.7	18.9	15.6
Riddle solving	16.1	14.5	0.0	10.9	5.7	9.6	16.0	21.5	17.4	13.0	7.7	22.0	0.0	28.6	7.1	12.1	20.6	23.8	34.7	15.0	50.0	16.9	16.4	14.6
Horror	15.7	17.0	0.0	15.2	20.5	17.3	14.6	20.7	20.8	10.9	0.0	11.2	0.0	0.0	0.0	3.0	14.3	9.5	18.4	15.0	0.0	17.5	17.3	11.1
Love game (Main character: male)	13.1	13.7	9.1	2.2	8.0	16.3	19.4	14.1	13.9	0.0	0.0	10.8	0.0	0.0	7.1	15.2	14.3	11.9	6.1	10.0	0.0	13.9	13.9	10.8
Gag (including silly ones)	12.4	12.6	0.0	17.4	5.7	15.4	14.2	16.3	9.7	6.5	15.4	11.6	0.0	0.0	14.3	9.1	17.5	4.8	16.3	5.0	0.0	15.8	12.7	7.6
Violence	10.6	12.4	0.0	2.2	13.6	11.5	14.6	13.3	13.9	8.7	0.0	3.9	0.0	0.0	0.0	0.0	4.8	4.8	6.1	5.0	0.0	11.7	11.3	8.0
Re-releases	10.3	11.8	0.0	6.5	4.5	15.4	14.2	14.1	13.2	4.3	0.0	4.7	0.0	0.0	7.1	3.0	3.2	4.8	8.2	5.0	0.0	12.8	10.4	6.9
Adult	9.6	11.8	0.0	0.0	3.4	11.5	14.2	14.1	16.7	8.7	7.7	1.3	0.0	0.0	0.0	0.0	1.6	0.0	2.0	5.0	0.0	13.4	6.9	8.7
Drama	9.2	8.3	0.0	2.2	3.4	8.7	11.2	9.6	7.6	8.7	0.0	12.5	0.0	14.3	0.0	6.1	14.3	11.9	18.4	15.0	0.0	10.7	9.2	7.3
Hobby	8.7	8.7	0.0	0.0	3.4	5.8	10.4	8.9	13.9	6.5	15.4	9.1	0.0	0.0	14.3	15.2	9.5	2.4	8.2	10.0	50.0	9.0	8.1	9.4
Love game (Main character: female)	8.1	4.2	0.0	0.0	4.5	2.9	4.5	6.7	5.6	0.0	0.0	22.4	0.0	42.9	14.3	33.3	23.8	31.0	8.2	20.0	0.0	6.8	7.9	10.1
Communication	7.4	6.3	0.0	4.3	4.5	10.6	6.0	5.9	6.3	6.5	7.7	11.2	0.0	28.6	14.3	3.0	15.9	14.3	6.1	10.0	0.0	6.8	7.9	7.3
Serious	7.4	7.6	0.0	4.3	4.5	9.6	11.9	9.6	2.8	0.0	0.0	6.5	0.0	0.0	7.1	15.2	7.9	2.4	4.1	5.0	0.0	9.6	6.7	5.6
Boys' love	4.6	2.0	0.0	2.2	1.1	2.9	2.6	1.5	1.4	2.2	0.0	14.2	0.0	0.0	7.1	30.3	12.7	19.0	6.1	15.0	0.0	6.3	2.8	5.2
Omnibus (collection of games)	3.0	3.0	0.0	0.0	1.1	1.9	3.4	5.9	3.5	2.2	0.0	3.0	0.0	0.0	7.1	9.1	1.6	2.4	2.0	0.0	0.0	4.1	3.0	1.7
Others	0.5	0.6	0.0	0.0	2.3	0.0	0.0	0.7	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.2	0.3
Invalid/ No answers	2.8	3.2	0.0	10.9	2.3	1.9	2.6	3.0	3.5	2.2	7.7	1.3	50.0	14.3	0.0	0.0	0.0	0.0	2.0	0.0	0.0	3.8	1.6	3.1

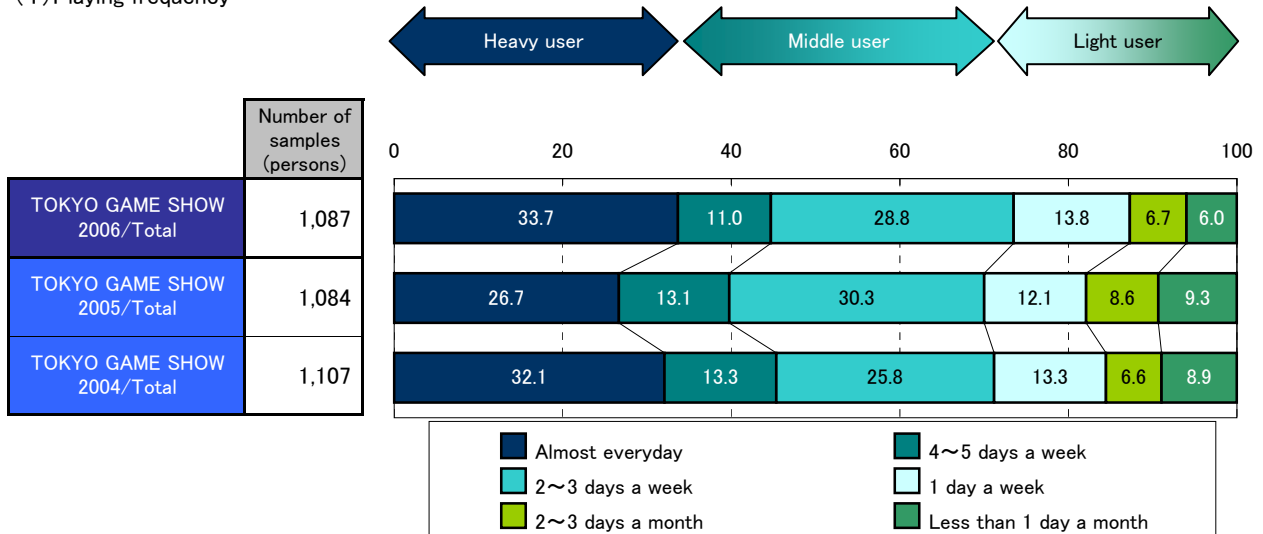
(Unit: %)

	TOKYO GAME SHOW 2006/Total	Hobbies and interests																								
		Comics/ Animations	PC/Internet	Movie/Theater/Drama	Music	Reading	Vaudevilles	Traveling	Karaoke	Baseball	Cars/Motorbikes/ Driving	Soccer	Cooking/Restaurants/ Liquors	Fashion/ Interior design	Study/Languages/ Licenses	Photos/Arts	Combative sports	Igo/Shogi/Mahjong	Love/Social meeting	Pachinko/Pachr-slot	TV idols	Fishing/ Outdoor activity	Horse race/Cycle race/ Motorboat race	Golf	Others	Invalid/No answers
Number of samples (persons)	1,087	683	581	500	404	368	250	243	204	151	146	145	129	108	104	98	97	86	83	81	71	69	54	36	41	6
Adventure/ Fantasy	66.1	74.7	74.0	75.4	73.5	78.5	73.2	67.9	77.5	62.9	68.5	71.7	76.7	74.1	79.8	71.4	69.1	68.6	71.1	55.6	64.8	71.0	42.6	66.7	63.4	33.3
SF	36.7	42.8	45.4	45.2	41.6	45.7	39.6	41.2	43.1	34.4	47.9	39.3	51.9	40.7	43.3	49.0	40.2	51.2	43.4	34.6	32.4	50.7	25.9	52.8	29.3	66.7
Series	35.1	42.5	41.5	36.8	41.8	45.1	46.0	33.7	44.1	46.4	39.0	37.2	39.5	34.3	44.2	43.9	40.2	52.3	41.0	43.2	36.6	39.1	37.0	38.9	36.6	0.0
Feudal/ Historical	34.2	34.6	33.4	39.4	37.4	37.2	36.0	40.7	38.2	39.1	32.9	44.1	47.3	36.1	51.9	37.8	41.2	46.5	41.0	43.2	26.8	43.5	53.7	44.4	29.3	50.0
Nurturing	20.1	22.1	23.8	22.2	24.0	26.4	24.4	24.7	30.4	27.8	26.0	29.0	31.0	23.1	36.5	27.6	32.0	26.7	37.3	32.1	26.8	21.7	35.2	27.8	14.6	0.0
Character	18.3	23.4	20.3	19.8	25.0	19.3	22.8	15.2	27.5	20.5	17.8	25.5	23.3	21.3	25.0	27.6	22.7	23.3	30.1	28.4	22.5	21.7	16.7	27.8	34.1	0.0
Riddle solving	16.1	17.9	18.6	18.4	18.6	19.0	17.6	21.0	24.5	19.2	21.9	21.4	32.6	20.4	27.9	18.4	19.6	22.1	21.7	25.9	18.3	14.5	22.2	13.9	14.6	0.0
Horror	15.7	16.4	16.4	20.4	15.6	17.1	19.2	19.3	19.1	15.2	21.9	21.4	22.5	22.2	23.1	23.5	23.7	15.1	25.3	29.6	22.5	34.8	22.2	16.7	22.0	0.0
Love game (Main character: male)	13.1	17.7	16.7	13.0	18.1	17.9	16.8	16.9	28.9	18.5	15.8	17.9	24.8	18.5	23.1	19.4	22.7	23.3	31.3	19.8	23.9	13.0	22.2	22.2	19.5	0.0
Gag (including silly ones)	12.4	14.9	15.7	11.6	15.8	15.2	18.4	14.8	20.6	14.6	21.9	12.4	22.5	11.1	18.3	16.3	17.5	23.3	18.1	19.8	16.9	13.0	18.5	13.9	19.5	16.7
Violence	10.6	11.1	12.2	14.6	12.1	13.0	12.4	12.8	13.2	7.9	17.1	14.5	15.5	13.9	17.3	9.2	18.6	12.8	22.9	18.5	15.5	27.5	13.0	11.1	14.6	0.0
Re-releases	10.3	12.7	14.1	12.8	14.9	13.0	17.2	14.4	17.6	10.6	18.5	12.4	18.6	13.0	15.4	10.2	19.6	19.8	20.5	13.6	16.9	11.6	14.8	11.1	17.1	16.7
Adult	9.6	11.7	12.9	9.0	12.4	10.3	10.8	13.2	23.0	14.6	18.5	14.5	16.3	13.0	19.2	11.2	15.5	16.3	27.7	22.2	23.9	21.7	22.2	13.9	9.8	0.0
Drama	9.2	11.4	11.4	12.8	11.6	14.4	12.4	14.8	18.1	9.9	13.0	12.4	17.8	9.3	17.3	21.4	12.4	9.3	16.9	8.6	15.5	13.0	7.4	5.6	9.8	0.0
Hobby	8.7	9.1	12.4	9.2	10.4	11.4	11.6	14.4	19.6	13.9	17.8	13.1	20.9	17.6	18.3	21.4	13.4	16.3	16.9	14.8	15.5	15.9	22.2	16.7	14.6	0.0
Love game (Main character: female)	8.1	11.4	9.8	10.2	9.7	12.5	7.6	10.7	16.7	4.6	9.6	8.3	10.9	14.8	13.5	12.2	8.2	8.1	10.8	8.6	18.3	5.8	13.0	11.1	4.9	0.0
Communication	7.4	8.9	10.2	8.6	10.4	10.6	8.8	12.3	16.2	7.3	13.0	10.3	18.6	13.9	24.0	16.3	12.4	9.3	24.1	8.6	15.5	10.1	13.0	13.9	12.2	0.0
Serious	7.4	9.2	10.5	9.0	11.4	12.2	7.6	10.3	14.7	6.0	13.0	6.9	11.6	14.8	14.4	12.2	13.4	17.4	16.9	11.1	8.5	10.1	13.0	5.6	7.3	0.0
Boys' love	4.6	6.0	5.3	4.2	5.0	7.1	4.0	4.5	7.8	2.6	2.7	2.8	8.5	7.4	3.8	8.2	3.1	7.0	6.0	3.7	7.0	4.3	3.7	11.1	2.4	0.0
Omnibus (collection of games)	3.0	3.5	4.3	3.4	5.7	4.6	4.4	4.5	8.3	3.3	7.5	4.1	7.0	7.4	5.8	6.1	6.2	7.0	12.0	4.9	7.0	5.8	7.4	5.6	4.9	0.0
Others	0.5	0.6	0.9	0.2	0.2	0.0	0.4	0.4	1.0	0.7	0.7	0.0	0.8	0.0	0.0	0.0	0.0	2.3	1.2	1.2	1.4	0.0	0.0	0.0	0.0	0.0
Invalid/ No answers	2.8	2.2	1.5	1.6	2.7	1.6	0.4	2.9	0.5	5.3	2.7	4.1	2.3	0.9	1.9	2.0	4.1	2.3	0.0	0.0	4.2	1.4	1.9	2.8	2.4	0.0

6. Frequency of game playing

[Q] How often on average do you play games using a household videogame machine? (Excluding PC and mobile phone games.)

(1) Playing frequency

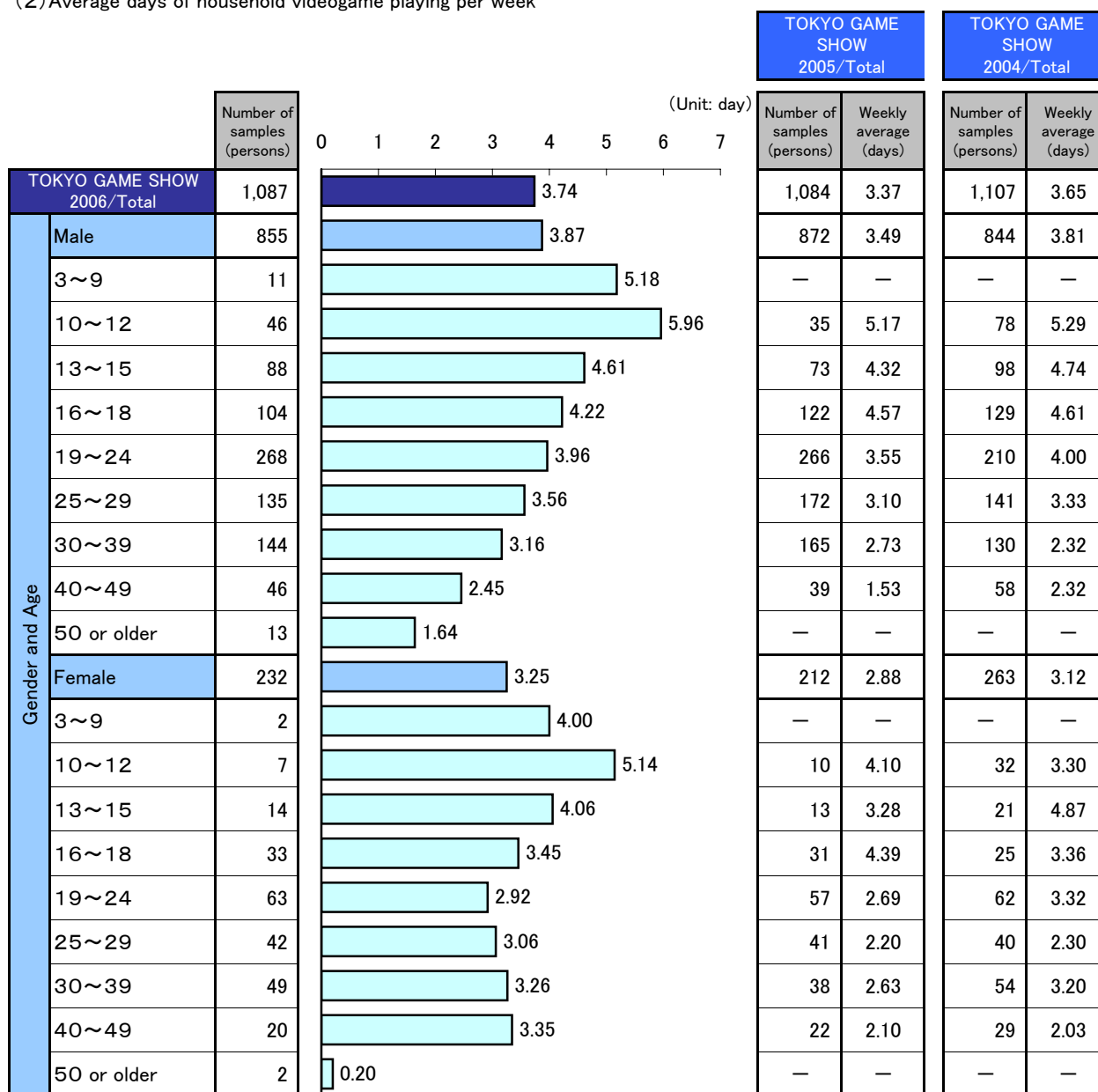


(Unit: %)

		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
TOKYO GAME SHOW 2006/Total		1,087	33.7	11.0	28.8	13.8	6.7	6.0
Gender and Age	Male	855	35.3	11.6	28.7	13.8	5.6	5.0
	3~9	11	54.5	18.2	18.2	9.1	0.0	0.0
	10~12	46	73.9	6.5	19.6	0.0	0.0	0.0
	13~15	88	45.5	19.3	19.3	5.7	5.7	4.5
	16~18	104	39.4	13.5	28.8	12.5	1.9	3.8
	19~24	268	36.2	11.9	29.1	14.6	5.6	2.6
	25~29	135	30.4	9.6	33.3	14.1	7.4	5.2
	30~39	144	22.2	11.8	36.1	14.6	6.9	8.3
	40~49	46	19.6	2.2	23.9	34.8	10.9	8.7
	50 or older	13	15.4	0.0	7.7	30.8	7.7	38.5
	Female	232	27.6	9.1	29.3	13.8	10.8	9.5
	3~9	2	50.0	0.0	0.0	50.0	0.0	0.0
	10~12	7	57.1	14.3	14.3	14.3	0.0	0.0
	13~15	14	28.6	21.4	42.9	0.0	7.1	0.0
	16~18	33	33.3	9.1	24.2	6.1	9.1	18.2
	19~24	63	20.6	6.3	41.3	11.1	11.1	9.5
	25~29	42	23.8	9.5	28.6	21.4	9.5	7.1
	30~39	49	28.6	10.2	22.4	20.4	10.2	8.2
	40~49	20	35.0	5.0	20.0	10.0	20.0	10.0
50 or older	2	0.0	0.0	0.0	0.0	50.0	50.0	

- "Heavy users" who play "almost everyday" decreased in the previous survey, but increased this time. (33.7%)
- Both with male and female users, the highest number of respondents who play "almost everyday" belonged to the "10-12" age range and the ratio was especially high with male users (73.9%).

(2) Average days of household videogame playing per week



Note) Calculation assumption for obtaining the average weekly frequency of household videogame playing

"Almost everyday": 7 days, "4-5 days a week": 4.5 days, "2-3 days a week": 2.5 days,

"1 day a week": 1 day, "2-3 days a month": 0.3 day, "less often than 1 day a month": 0.1 day

• Weekly playing frequency was 3.74 days and increased this year against the tendency of decrease during the past couple years.

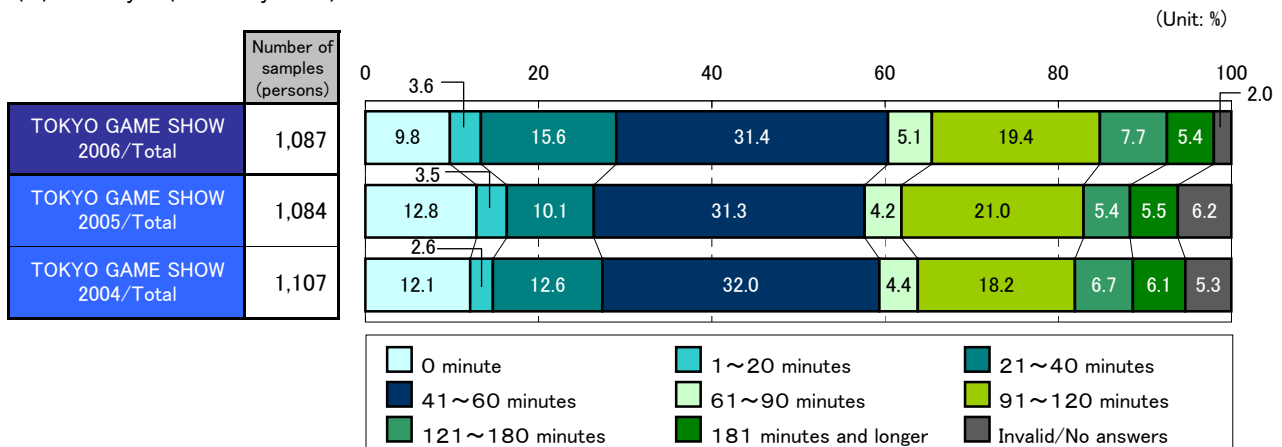
• Both male and female users aged between "10-12" had the highest playing frequency, with the male users reaching 5.96 days.

A decrease was observed only for both male and female users aged between "16-18".

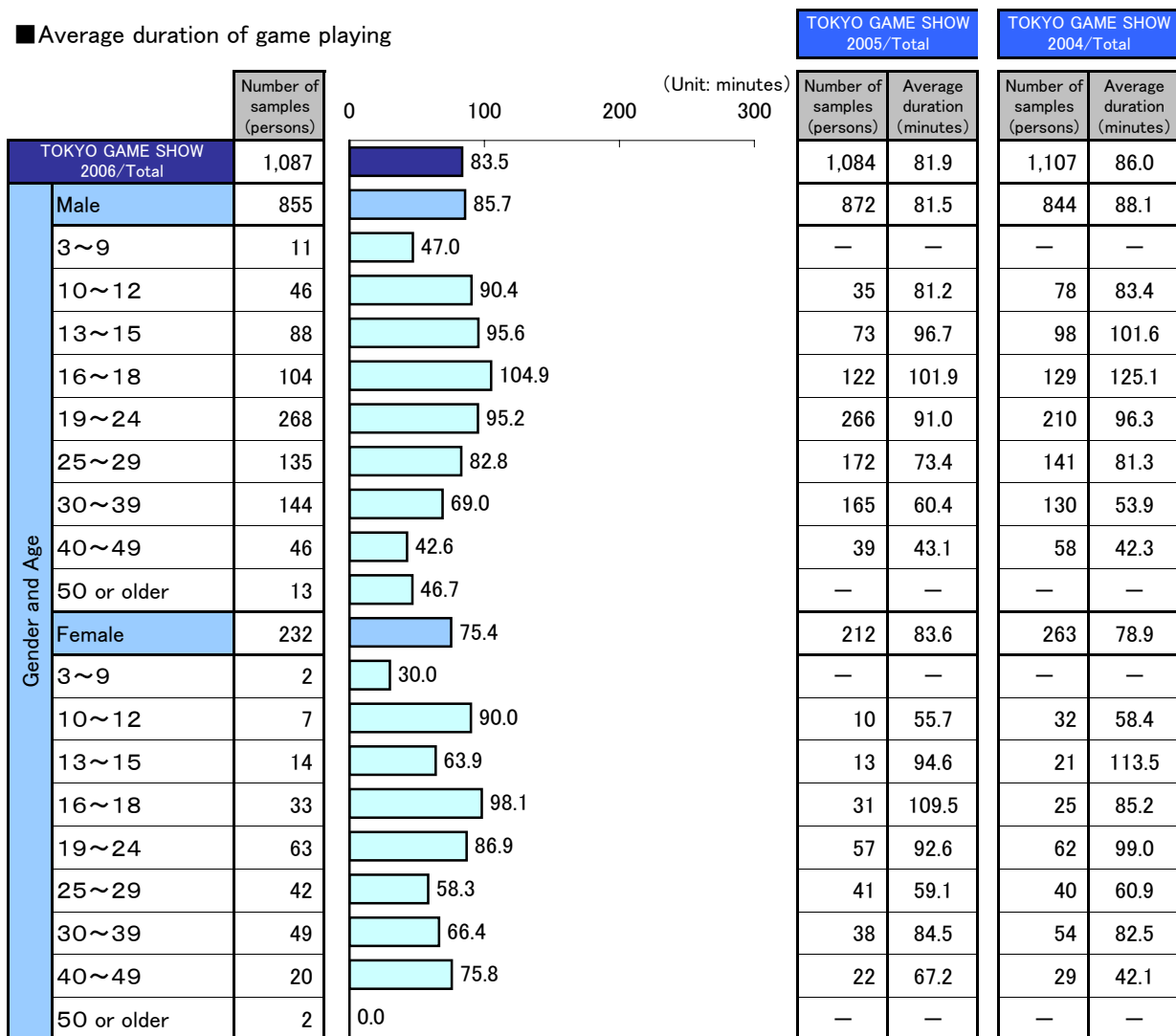
7. Duration of game playing

[Q] How long (minutes) do you spend playing household videogames at a time? Give answers each for workdays and off-days.

(1) Workdays (on a daily basis)



■ Average duration of game playing

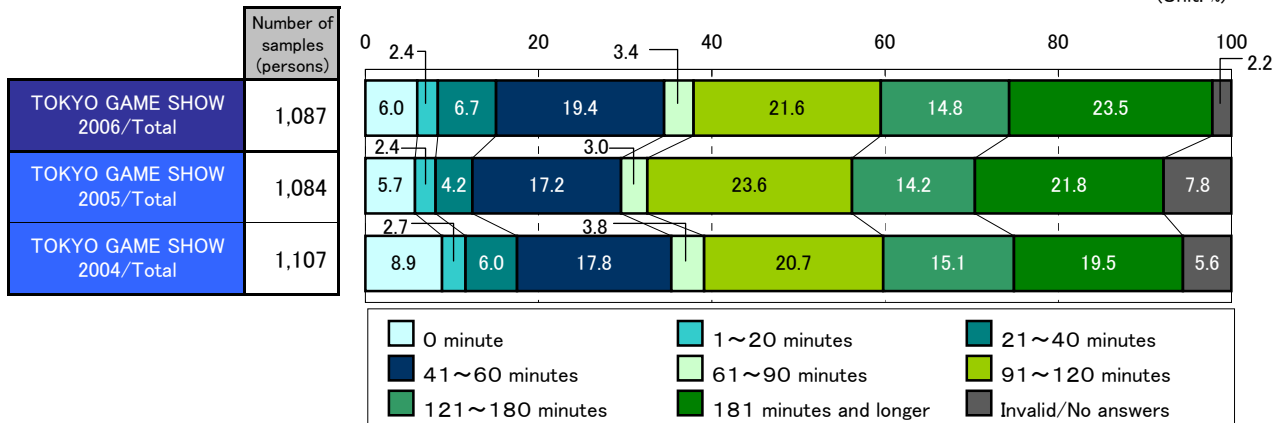


• The highest number of respondents play "41~60 min" or "91~120 min" at a time, a trend continuing from previous years. In addition, more respondents play "21~40 min" compared to the previous survey.

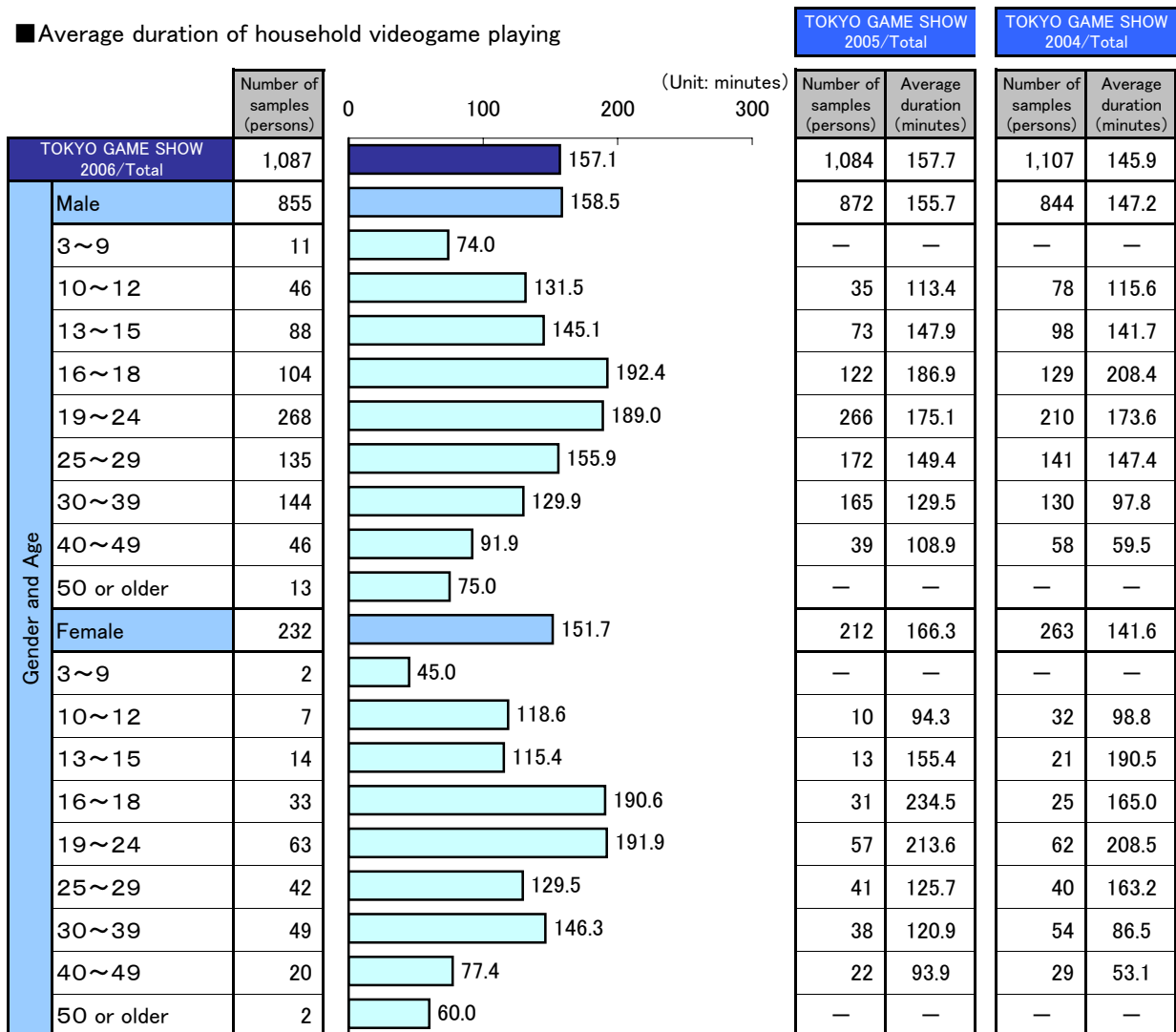
• The average playing time slightly increased to 83.5 min compared to the previous survey. For two years in a row, the average playing time increased among male users aged "30~39" and female users "40~49".

(2) Off-days (on a daily basis)

(Unit: %)

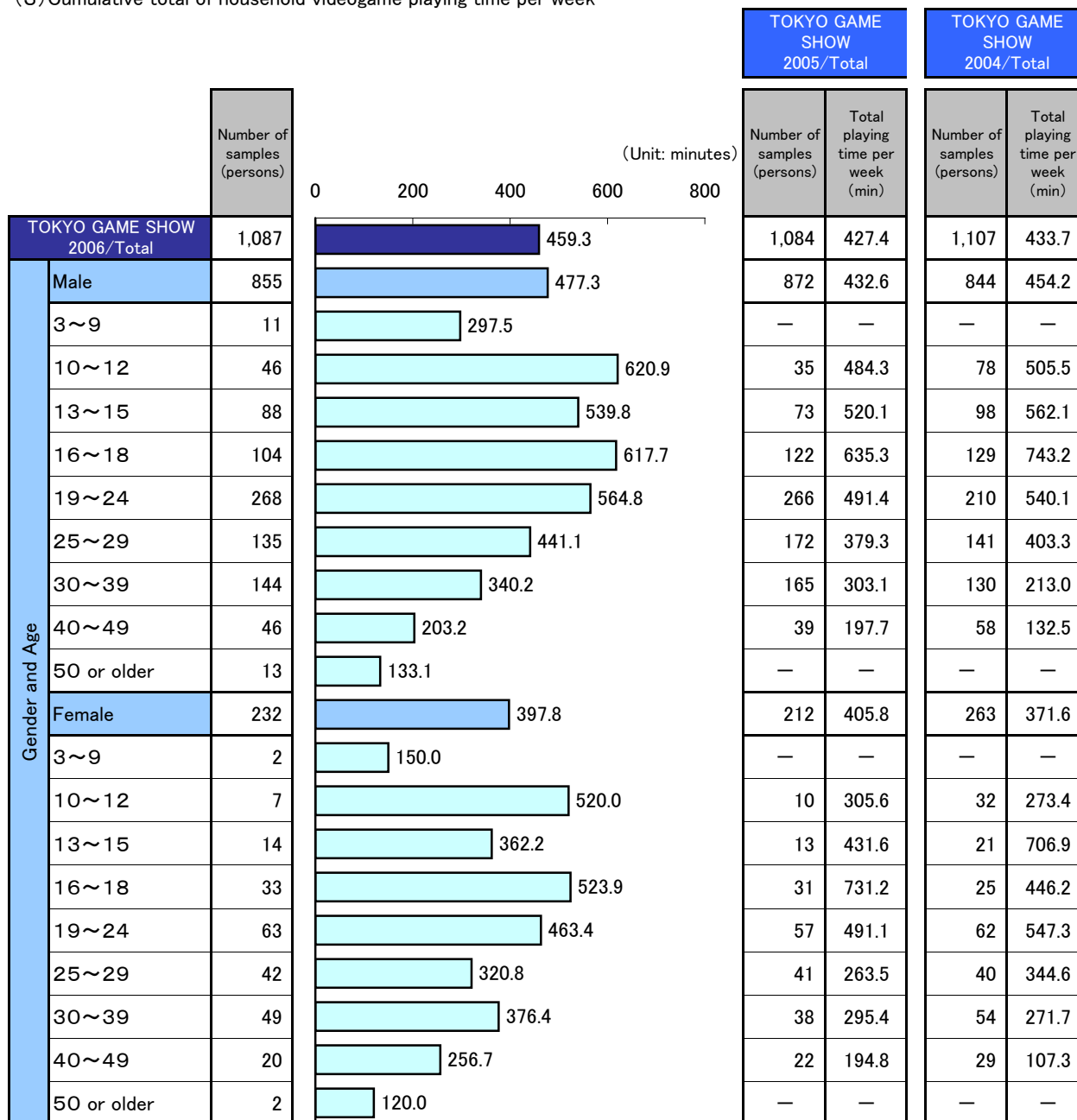


■ Average duration of household videogame playing



• Long-stretch players who selected "181 min and longer" consisted the most (23.5%), but on the other hand, an increase was seen in brief players selecting "21~40" and "41~60" minutes.
 • Average playing time per day was 157.1 min and hardly showed any fluctuation. Both male and female users aged "16~18" and "19~24" are playing about 190 min per day on average.

(3) Cumulative total of household videogame playing time per week



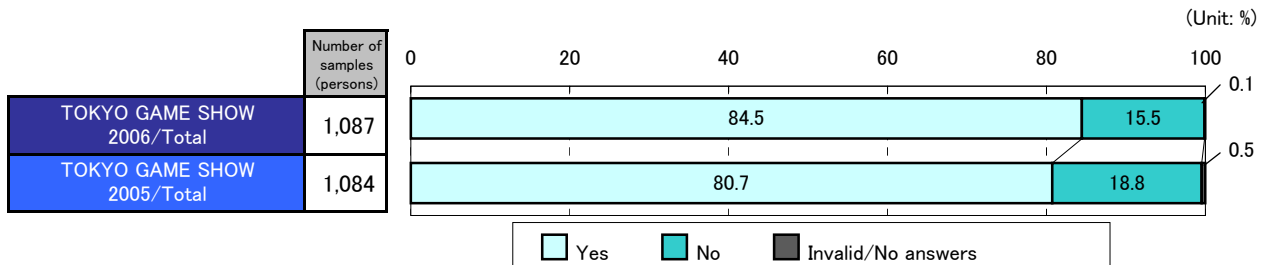
Note) Total weekly playing time = (Ave. playing days per week - 2) × Ave. work-day playing min. + Ave. off-day playing min. × 2

- Total weekly playing time reached the highest this year (459.3 min) due to the increase in weekly playing days.
- Among male users aged "10-12" and "16-18", total weekly playing time exceeded 600 min.
- The playing time of both male and female users aged between 16-18 decreased. On the other hand, the playing time of users over 25 years old is overall increasing.

8. Tendency of software purchases

(1) Number of softwares purchased during the past one year

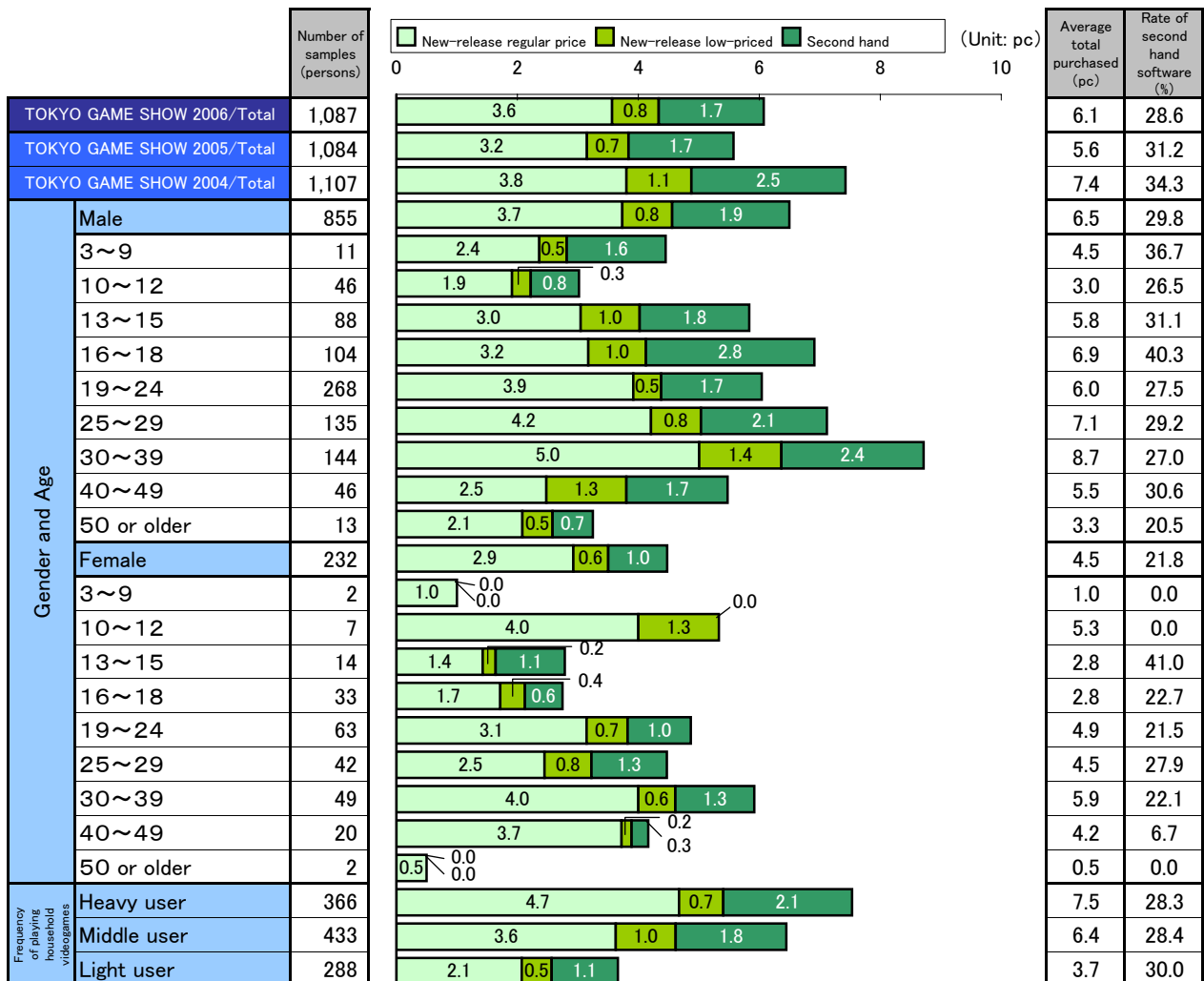
[Q] Did you buy any videogame software in the last one year? (Excluding PC games.)



(2) Average number of softwares purchased during the past one year

[To all who bought software(s) in the last one year]

[Q] Give the number each for "new-release regular price", "new-release low-priced" and "second hand" package(s).



Note) To calculate the average number of software packages purchased, users who answered to Q(1) that they did not buy any software were given a factor of "0" and included in the parameter in Q(2) (excluding those who gave invalid answers or no answers).

- Nearly 84.5% of the total respondents purchased household videogame softwares during the past one year.
- Total number of purchase increased compared to the previous survey (6.1pc). Male users aged "30-39" purchased the most (8.7 pc).
- Users buying second hand softwares are in a decrease, and the rate was lower than 30% of the total respondents (28.6%).

(3) Purchased household videogame softwares that satisfied the users

[All who bought game software(s) during the past one year.] 《Free answer/Multiple answers》

[Q] If you were satisfied by the softwares you purchased, please indicate the name and the type of the console.
(Excluding PC and KEITAI games.)

(699 titles given by 680 valid responses: n=918 persons)

Title/Series 【Breakdown】 Title	Console	Title Qty
"FINAL FANTASY" series		104
FINAL FANTASY III	NDS	47
FINAL FANTASY XII	PS2	37
FINAL FANTASY XI	PS2	9
FINAL FANTASY X	PS2	2
FINAL FANTASY IV	GBA	1
FINAL FANTASY VIII	PS	1
FFX/FFX-2 Ultimate Box	PS2	1
FINAL FANTASY Tactics	PS	1
"FINAL FANTASY" series	-	5
"Tales Of" series		32
Tales of the Abyss	PS2	19
Tales of Fantasia Full Voice Edition	PSP	8
Tales of Symphonia	PS2	2
Tales of Destiny 2	PS2	1
Tales of Legendia	PS2	1
"Tales of Destiny" series	PS2	1
"Mario" and "Super Mario" series		31
New Super Mario Brothers	NDS	14
Mario Kart DS	NDS	5
Super Mario 64DS	NDS	1
Mario Hoops 3-on-3	NDS	1
Super Mario Advance	GBA	1
Mario Party 7	NGC	1
"Mario" and "Super Mario" series	NDS	7
"Mario"	(No Answer)	1
"Monster Hunter" series		29
Monster Hunter Portable	PSP	15
Monster Hunter 2	PS2	9
Monster Hunter series	PS2	5
.hack//G.U.	PS2	28
PERSONA 3	PS2	18
"Valkyrie Profile" series		17
Valkyrie Profile 2: Silmeria	PS2	16
Valkyrie Profile: Lenneth	PSP	1
Okami	PS2	17
KINGDOM HEARTS II	PS2	16
"Winning Eleven" series		13
Winning Eleven 10	PS2	8
Winning Eleven 9	PS2	2
"Win-Ele 2"	(No answer)	1
"Win-Ele" and "Winning Eleven"	PS2	2
"Xenosaga" series		12
Xenosaga Episode III	PS2	11
"Xenosaga"	PS2	1
Animal Forest	NDS	12
"Brain Training" series		11
Brain training DS	NDS	6
Brain training DS 2	NDS	4
"Brain Training/ Brain Training 2"	NDS	1

Title/Series 【Breakdown】 Title	Console	Title Qty
"Sengoku Basara" series		10
Sengoku Basara 2	PS2	9
"Sengoku Basara"	(No answer)	1
"Ace Combat" series		9
Ace Combat Zero	PS2	7
Ace Combat 5	PS2	1
Ace Combat 3	PS	1
Phantasy Star Universe	PS2	9
MELTY BLOOD: Act Cadenza	PS2	9
MOTHER3	GBA	9
"Gundam" series		8
SD Gundam G GENERATION PORTABLE	PSP	4
Gundam Climax U.C.	PS2	2
Gundam Seed Destiny Federation VS. ZAFT	PS2	1
"Gundam Seed"	(No answer)	1
"Powerful Pro Baseball Live" series		8
Powerful Pro Baseball Live 13	PS2	4
Powerful Pro Baseball Live 12 Ultimate Edition	PS2	1
Powerful Pro Baseball Live 12	NGC	1
Powerful Pro Baseball Live 11	PS2	1
"Powerful Pro Baseball Live"	PS2	1
"Pokemon" series		7
Pokemon Rangers	NDS	3
Pokemon Mystery Dungeon	NDS	2
Pokemon Emerald	GBA	1
"Pokemon"	GBA	1
"Metal Gear Solid" series		7
Metal Gear Solid 3	PS2	3
Metal Gear Solid 3 Subsistence	PS2	2
"Metal Gear Solid" series	PS2	1
"Metal Gear Solid"	(No answer)	1
Rhythm Tengoku	GBA	7
Rune Factory	NDS	7
Tetris DS	NDS	6
"Resident Evil 4" series		6
Resident Evil 4	PS2	5
Resident Evil 4	(No answer)	1
Ryu Ga Gotoku	PS2	6
DEAD OR ALIVE	X360	5
Ar Tonelico	PS2	5
SUPER ROBOT WARS Alpha 3	PS2	5
"Harukanaru Toki no Naka De" series		5
Harukanaru Toki no Naka De: Mai-hito-yo	PS2	2
Harukanaru Toki no Naka De 3: Labyrinth of Destiny	PS2	1
Harukanaru Toki no Naka De 3: Izayoi-ki	PS2	1
"Harukanaru Toki no Naka de"	PS2	1
Everybody's Tennis	PS2	5
"Ridge Racer" series		5
Ridge Racer 6	X360	4
Ridge Racer 2	PSP	1

The rest is omitted.

Note 1) If multiple titles were indicated by one respondent, each one was totaled up as an individual answer.

However, if titles from the same series were listed, they were counted into one answer/ series title.

Note 2) Abbreviations of consoles are as follows:

NGC: Nintendo Game Cube, GBA: Game Boy Advance, NDS: Nintendo-DS

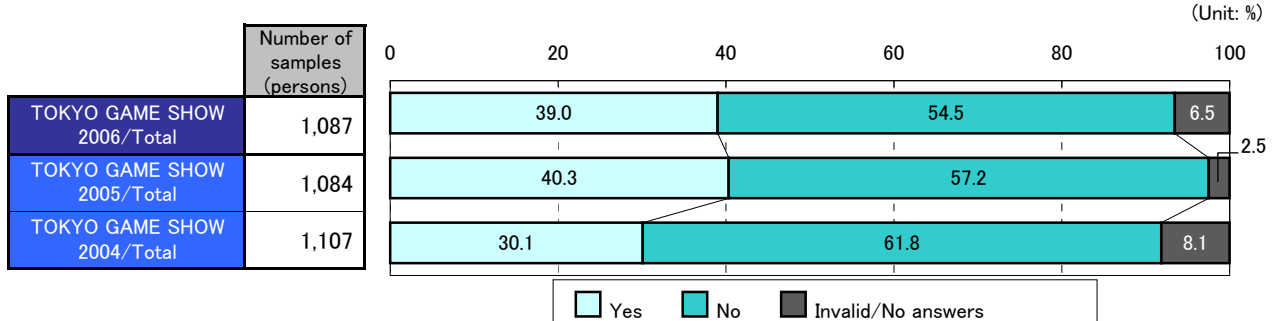
PS: PlayStation, PS2: PlayStation 2, PSP: PSP, X360: Xbox360

- FINAL FANTASY series was the top with 104 titles listed by respondents.
- "FINAL FANTASY III"(NDS) and "FINAL FANTASY XII"(PS2) were selected the most among the series.
- Next in line were "Tales Of", "Mario" and "Super Mario", and "Monster Hunters" series.
- As a single title not in a series, ".hack//G.U."(PS2) was indicated by 28.

9. Old game softwares the users wish to play on the latest consoles

[Q] Among all the games which you used to play in game arcades or on old-type consoles (home-use consoles or PCs), is there any game you want to play again on the latest consoles? If so, please list the specific titles.

(1) Whether the users wish to play old game softwares on the latest consoles



(2) Game titles the respondents wish to play again on the latest consoles [All who wanted to play old games on the latest consoles.]
 《Free answer/Multiple answers》

(385 titles given by 375 valid responses: n=424 persons)

(Unit: %)

		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	39.0	54.5	6.5
Gender and Age	Male	855	38.9	54.6	6.4
	3~9	11	0.0	81.8	18.2
	10~12	46	13.0	80.4	6.5
	13~15	88	25.0	65.9	9.1
	16~18	104	37.5	56.7	5.8
	19~24	268	44.8	50.4	4.9
	25~29	135	45.9	47.4	6.7
	30~39	144	47.9	46.5	5.6
	40~49	46	32.6	60.9	6.5
	50 or older	13	0.0	76.9	23.1
	Female	232	39.2	53.9	6.9
	3~9	2	0.0	100.0	0.0
	10~12	7	0.0	100.0	0.0
13~15	14	28.6	64.3	7.1	
16~18	33	27.3	72.7	0.0	
19~24	63	49.2	42.9	7.9	
25~29	42	45.2	42.9	11.9	
30~39	49	46.9	46.9	6.1	
40~49	20	25.0	65.0	10.0	
50 or older	2	0.0	100.0	0.0	
Frequency of playing household videogames	Heavy user	366	40.4	55.5	4.1
	Middle user	433	39.7	50.8	9.5
	Light user	288	36.1	58.7	5.2

Names of game titles	Title Qty
"FINAL FANTASY" series	23
"Mario" and "Super Mario" series	21
"DRAGON QUEST" series	17
"SaGa" series	14
"FIRE EMBLEM" series	12
"Seiken Densetsu" series	9
"Chrono Trigger" series	8
"Xenogears"	7
"Cyber Troopers Virtual-On" series	6 each
"Live A Live"	
"Kuniokun" series	5 each
"THE LEGEND OF ZELDA" series	
"Knights"	
"Suberanka"	4 each
"Tales Of" series	
"Mother" series	
"Road Runner"	
"Mega Man" series	
"Space Invader"	3 each
"Legend of the Mystical Ninja" series	
"Grandia"	
"Space Channel 5"	
"Panzer Dragoon" series	
"Final Fight"	
"Pooyan"	
"Kirby Super DX"	
The rest is omitted.	

Note) If multiple titles were indicated by one respondent, each one was totaled up as an individual answer. However, if titles from the same series were listed, they were counted into one answer/ series title.

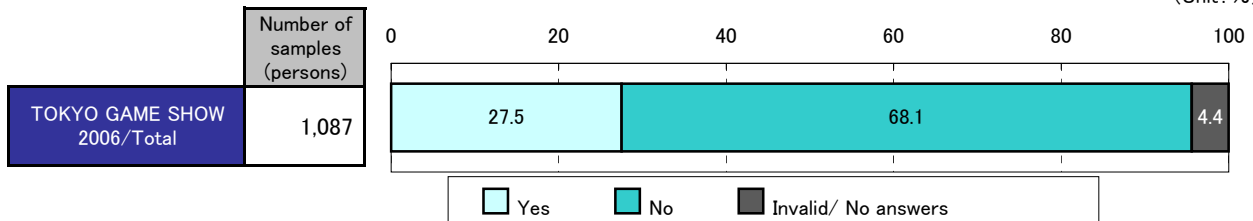
- Nearly 40% of the total respondents chose "yes", which was slightly lower than the last year's result. Heavy users in particular gave positive answers.
- The "Final Fantasy" series was selected the most.

10. Ownership of household videogame softwares for "Study/Learning/Training"

[Q] Do you have "Study/Learning/Training" software(s) for household videogames? (Exc. PC and mobile phone games)
 【To all who selected "Yes"】
 If so, please list the titles and the console type.

(1) Ownership of "Study/Learning/Training" softwares for household videogames.

(Unit: %)



(2) Titles of "Studying/Learning/Training" softwares for household videogames.

【All who own "Studying/Training/Learning" softwares for household videogame machines】
 《Free answer/Multiple answers》

(271 titles given by 268 valid responses:
 n=292 persons)

		Number of samples (persons)	(Unit: %)		
TOKYO GAME SHOW 2006/Total		1,087	Yes	No	Invalid/ No answers
Gender and Age	Male	855	26.9	68.5	4.6
	3~9	11	36.4	54.5	9.1
	10~12	46	32.6	58.7	8.7
	13~15	88	25.0	64.8	10.2
	16~18	104	28.8	67.3	3.8
	19~24	268	23.1	73.1	3.7
	25~29	135	26.7	68.9	4.4
	30~39	144	28.5	69.4	2.1
	40~49	46	37.0	60.9	2.2
	50 or older	13	23.1	69.2	7.7
	Female	232	29.7	66.4	3.9
	3~9	2	0.0	100.0	0.0
	10~12	7	28.6	71.4	0.0
	13~15	14	28.6	71.4	0.0
	16~18	33	30.3	66.7	3.0
	19~24	63	27.0	68.3	4.8
	25~29	42	31.0	66.7	2.4
	30~39	49	34.7	61.2	4.1
	40~49	20	25.0	65.0	10.0
50 or older	2	50.0	50.0	0.0	

Frequency of playing household videogames			Yes	No	Invalid/ No answers
Heavy user	366	28.7	66.1	5.2	
Middle user	433	29.6	65.1	5.3	
Light user	288	22.9	75.0	2.1	

Title	Console	Title Qty
Brain Training DS	NDS	166
Eigo-zuke	NDS	35
Brain Training 2 DS	NDS	24
Yawaraka Atama Juku	NDS	14
Brain Trainer Portable	PSP	11
Atama Scan	NDS	3 each
Kazuo	PSP	
Su-doku	NDS	2 each
DS Rakuhi Jiten	NDS	
No-ni-kaikan Aha Taiken!	PSP	
Raki☆Suta Moe Drill	NDS	1 each
Unotan	NDS	
Kanji-no-wataridori	NDS	
Kanji-ryoku	NDS	
Shikakui-atama-wo-Maruku-suru	GBA	
Talkman	PSP	
Moji-pittan	PSP	

Note 1) If respondents gave more than one title, each one was counted as an individual answer.

Note 2) The abbreviations for the consoles listed above are as follows:

NDS: Nintendo-DS, GBA: Game Boy Advance and PSP: PSP

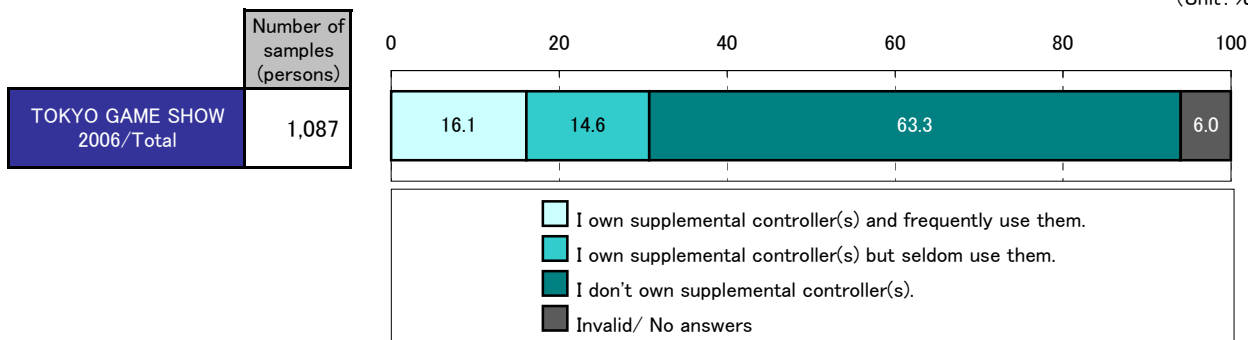
• Those owning "Studying/Learning /Training" software(s) amounted to 27.5% of the total respondents. The ratio is comparatively high with male users aged between "3-9" and "40-49" and female users aged between "30-39".
 • "Brain Training" is by far the most owned software series.

11. Ownership and use of supplemental controllers for household videogame machines

[Q] Do you have supplemental controllers for household videogames in addition to the one packaged with the console? (Exc. those for PC)
 If so, do you use it/them often?
 【To all who own supplemental controller(s)】
 Please specify the type of the controller(s).

(1) Ownership of supplemental controllers for household videogames.

(Unit: %)



(Unit: %)

		Number of samples (persons)	I own supplemental controller(s) and frequently use them.	I own supplemental controller(s) but seldom use them.	I don't own supplemental controller(s).	Invalid/ No answers
TOKYO GAME SHOW 2006/Total		1,087	16.1	14.6	63.3	6.0
Gender and Age	Male	855	17.2	14.5	62.5	5.8
	3~9	11	36.4	9.1	54.5	0.0
	10~12	46	10.9	15.2	60.9	13.0
	13~15	88	17.0	10.2	60.2	12.5
	16~18	104	14.4	19.2	63.5	2.9
	19~24	268	17.9	13.4	65.3	3.4
	25~29	135	18.5	14.8	60.0	6.7
	30~39	144	18.1	16.7	60.4	4.9
	40~49	46	17.4	15.2	60.9	6.5
	50 or older	13	7.7	0.0	76.9	15.4
	Female	232	12.1	15.1	66.4	6.5
	3~9	2	0.0	0.0	100.0	0.0
	10~12	7	0.0	14.3	71.4	14.3
	13~15	14	7.1	35.7	57.1	0.0
	16~18	33	24.2	9.1	60.6	6.1
	19~24	63	6.3	12.7	77.8	3.2
25~29	42	14.3	21.4	54.8	9.5	
30~39	49	16.3	12.2	65.3	6.1	
40~49	20	5.0	15.0	65.0	15.0	
50 or older	2	0.0	0.0	100.0	0.0	

(2) The type of the supplemental controller for household videogames. 【All who own supplemental controllers】 《Free answer/Multiple answers》

(178 titles given by 217 valid responses: n=334 persons)

Type	Title Qty
For PS2/PS	35
HORI product	34
Rapid firing controllers	28
Wireless controllers	19
For games with sound and rhythm	15
Arcade (stick) type	11 each
Stick type (Joy stick)	
For combat games	10
For racing games	8
For GC	6
For Neo-Geo	4
Controller of a different design	3 each
Logicool product	
Keyboard type controller	2 each
Railway controller	
Gun controller	
For Super Famicom	
Dragon Quest Slime Controller	
Pad type (Joy Pad)	
The rest is omitted.	

Frequency of playing household videogames	Number of samples (persons)	I own supplemental controller(s) and frequently use them.	I own supplemental controller(s) but seldom use them.	I don't own supplemental controller(s).	Invalid/ No answers
Heavy user	366	18.6	16.7	59.3	5.5
Middle user	433	16.6	13.9	63.5	6.0
Light user	288	12.2	13.2	68.1	6.6

Note) When respondents listed more than one controller type, each item was counted as an individual answer. Also, if multiple items were included in an answer of one controller type, each item was totaled up as an individual answer.

Ex.1: "HORI rapid firing controller" → One answer each for "HORI product" and "Rapid-firing controller"

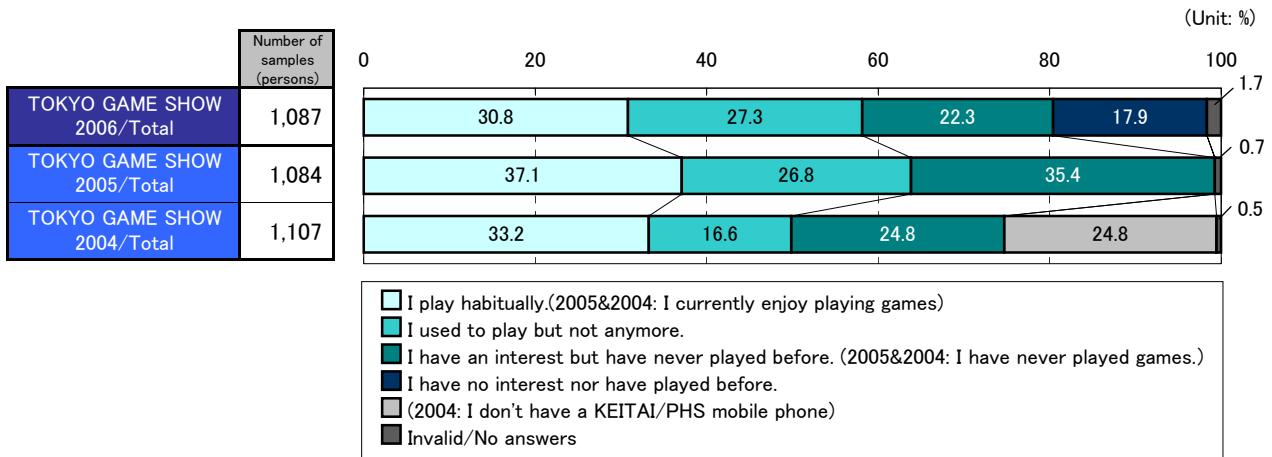
Ex.2: "Wireless controller for PS2/PS" → One answer each for "Wireless controller" and "For PS2/PS".

• Supplemental controller(s) was owned by 30.7% of total respondents. Frequent users amounted to 16.1% of total respondents.
 • "For PS2/PS" "HORI product" and "Rapid-firing controllers" were listed the most.

III. Mobile Phone Games

1. Familiarity with mobile phone games

[Q] Do you play games on your mobile phone (incl. PHS)?



		Number of samples (persons)	I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	30.8	27.3	22.3	17.9	1.7
Gender and Age	Male	855	29.8	27.8	21.5	18.8	2.0
	3~9	11	18.2	27.3	27.3	27.3	0.0
	10~12	46	17.4	23.9	19.6	28.3	10.9
	13~15	88	34.1	11.4	30.7	18.2	5.7
	16~18	104	34.6	26.9	19.2	19.2	0.0
	19~24	268	35.4	31.3	19.4	13.4	0.4
	25~29	135	25.2	31.1	20.0	21.5	2.2
	30~39	144	22.9	31.3	20.8	22.9	2.1
	40~49	46	30.4	21.7	30.4	17.4	0.0
	50 or older	13	23.1	38.5	15.4	23.1	0.0
	Female	232	34.5	25.4	25.0	14.7	0.4
	3~9	2	0.0	0.0	50.0	50.0	0.0
	10~12	7	0.0	28.6	28.6	42.9	0.0
	13~15	14	35.7	14.3	21.4	28.6	0.0
	16~18	33	45.5	24.2	18.2	12.1	0.0
	19~24	63	30.2	39.7	22.2	7.9	0.0
	25~29	42	35.7	31.0	26.2	7.1	0.0
30~39	49	32.7	14.3	24.5	26.5	2.0	
40~49	20	50.0	10.0	35.0	5.0	0.0	
50 or older	2	0.0	0.0	100.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	366	28.4	28.7	20.2	19.4	3.3
	Middle user	433	33.5	26.6	21.5	17.8	0.7
	Light user	288	29.9	26.7	26.0	16.3	1.0
Ref.	TOKYO GAME SHOW 2004/ All the mobile phone holders	829	44.4	22.2	33.2		0.2

(Unit: %)

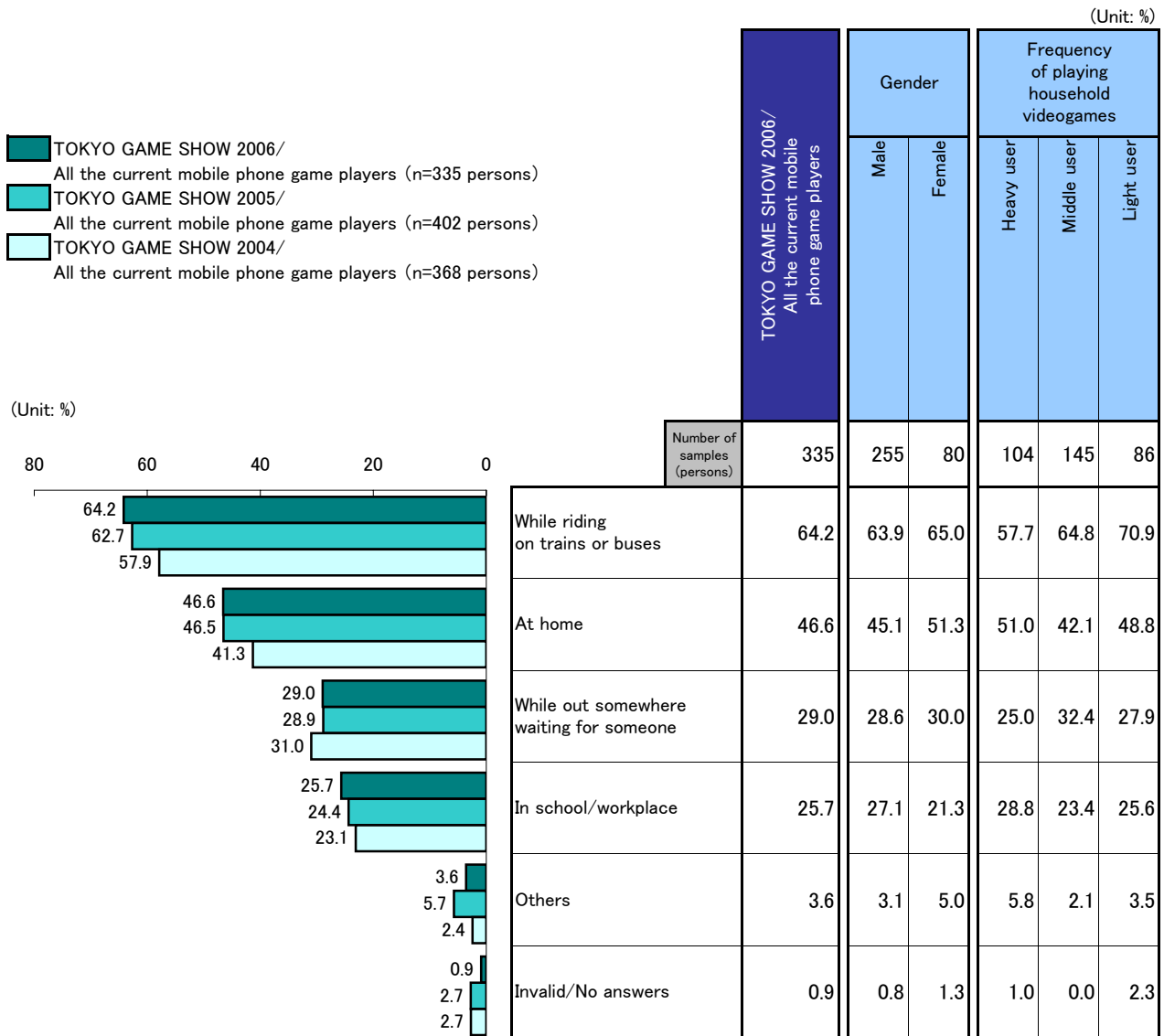
Note 1) From TOKYO GAME SHOW 2006 survey, "I currently enjoy playing games." was replaced by "I play habitually." Also, "I have never played games." was split into two options: "I have an interest but have never played before." and "I have no interest nor have played before."

Note2) Although this question was directed only at mobile phone (incl. PHS) holders (see the above table) in the TGS 2004 surveys, the numbers of non-mobile phone (incl. PHS) users were added to the earlier survey results in order to make a comparison with the 2006 and 2005 study which took the total number of respondents into account (the top graph).

- The proportion of the respondents who "play habitually" has decreased to 30.8% of the total. Female users play mobile phone games slightly more than male users.
- Nearly 45.5% of the female group aged between 16 and 18 habitually play mobile phone games, which is the highest rate observed among all groups by gender and age.
- "I play habitually" was selected the most by middle users.

2. Places where mobile phone games are played 【All the current mobile phone game players】
 《Multiple answers》

【To all who selected "I play habitually" on a mobile phone (incl. PHS).】
 [Q] Where do you play games on mobile phones (incl. PHS)? Choose any number of answers.

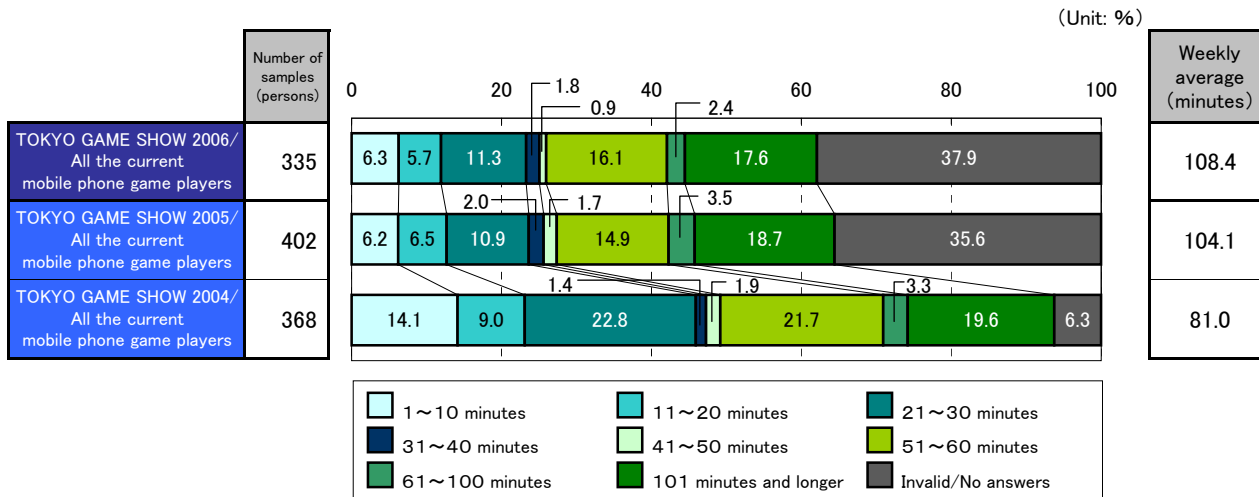


• Similar to the last year's result, most respondents play games "while riding on trains or buses" (64.2%).
 The above tendency was especially high with "light users" of household videogames (70.9%).

3. Duration of playing games on mobile phones (weekly total) 【All the current mobile phone game players】

【To all who selected “I play habitually” on a mobile phone (incl. PHS).】

【Q】 How long do you play games on mobile phones (incl. PHS) in a week?



(Unit: %)

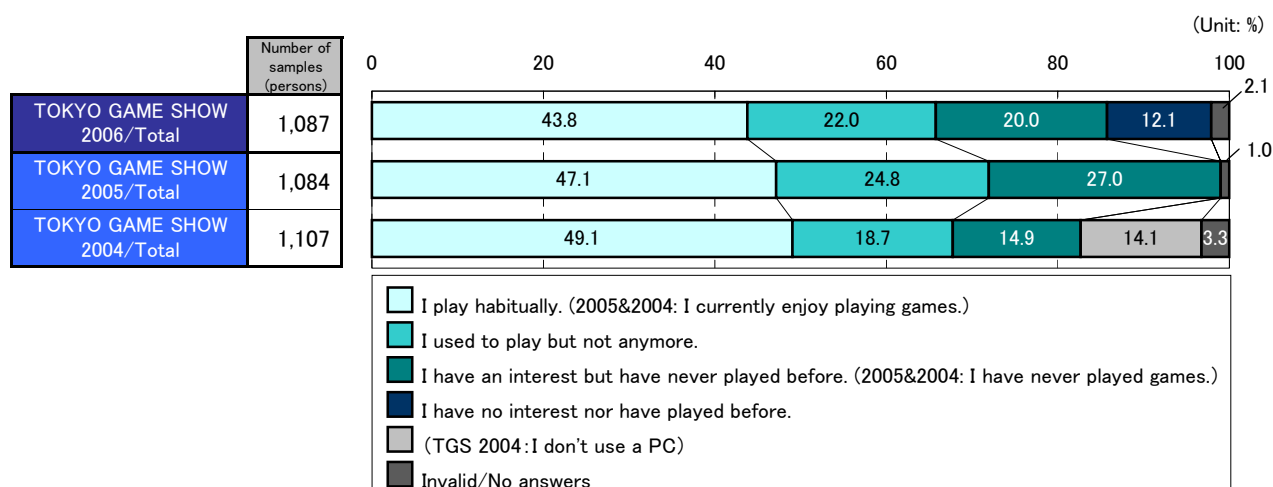
		Number of samples (persons)	1~10 minutes	11~20 minutes	21~30 minutes	31~40 minutes	41~50 minutes	51~60 minutes	61~100 minutes	101 minutes and longer	Invalid/No answers	Weekly average (minutes)
TOKYO GAME SHOW 2006/ All the current mobile phone game players		335	6.3	5.7	11.3	1.8	0.9	16.1	2.4	17.6	37.9	108.4
Gender	Male	255	6.3	6.7	11.8	2.0	0.8	15.7	2.4	16.9	37.6	100.8
	Female	80	6.3	2.5	10.0	1.3	1.3	17.5	2.5	20.0	38.8	132.9
Frequency of playing household videogames	Heavy user	104	8.7	5.8	8.7	1.0	1.0	14.4	3.8	16.3	40.4	99.9
	Middle user	145	4.8	6.2	15.9	1.4	1.4	14.5	2.1	13.8	40.0	84.7
	Light user	86	5.8	4.7	7.0	3.5	0.0	20.9	1.2	25.6	31.4	152.1

- Weekly playing time slightly increased compared to the previous survey (108.4 min).
- Female players and “light users” of household videogames had a tendency of long weekly playing time.

IV. PC Games

1. Familiarity with PC games

[Q] Do you play PC games?



(Unit: %)

		Number of samples (persons)	I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	43.8	22.0	20.0	12.1	2.1
Gender and Age	Male	855	47.1	21.1	18.0	11.7	2.1
	3~9	11	45.5	9.1	36.4	9.1	0.0
	10~12	46	28.3	19.6	15.2	23.9	13.0
	13~15	88	50.0	11.4	19.3	13.6	5.7
	16~18	104	44.2	22.1	19.2	12.5	1.9
	19~24	268	57.5	17.5	16.8	7.8	0.4
	25~29	135	48.9	19.3	15.6	15.6	0.7
	30~39	144	34.7	30.6	21.5	11.8	1.4
	40~49	46	43.5	37.0	13.0	4.3	2.2
	50 or older	13	38.5	23.1	23.1	15.4	0.0
	Female	232	31.5	25.4	27.2	13.8	2.2
	3~9	2	50.0	0.0	0.0	50.0	0.0
	10~12	7	14.3	14.3	42.9	28.6	0.0
	13~15	14	35.7	21.4	28.6	14.3	0.0
	16~18	33	33.3	18.2	24.2	21.2	3.0
	19~24	63	28.6	33.3	28.6	7.9	1.6
	25~29	42	23.8	28.6	23.8	19.0	4.8
	30~39	49	38.8	18.4	30.6	12.2	0.0
40~49	20	35.0	35.0	20.0	5.0	5.0	
50 or older	2	50.0	0.0	50.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	366	46.4	21.0	19.7	10.4	2.5
	Middle user	433	44.3	20.6	21.5	11.8	1.8
	Light user	288	39.6	25.3	18.1	14.9	2.1
Ref.	TOKYO GAME SHOW 2004/ All the computer users	921	59.0	22.5	17.9		0.7

Note 1) From TGS 2006 survey, "I currently enjoy playing games." was replaced by "I play habitually." Also, "I have never played games." was split into two options: "I have an interest but have never played before." and "I have no interest nor have played before."

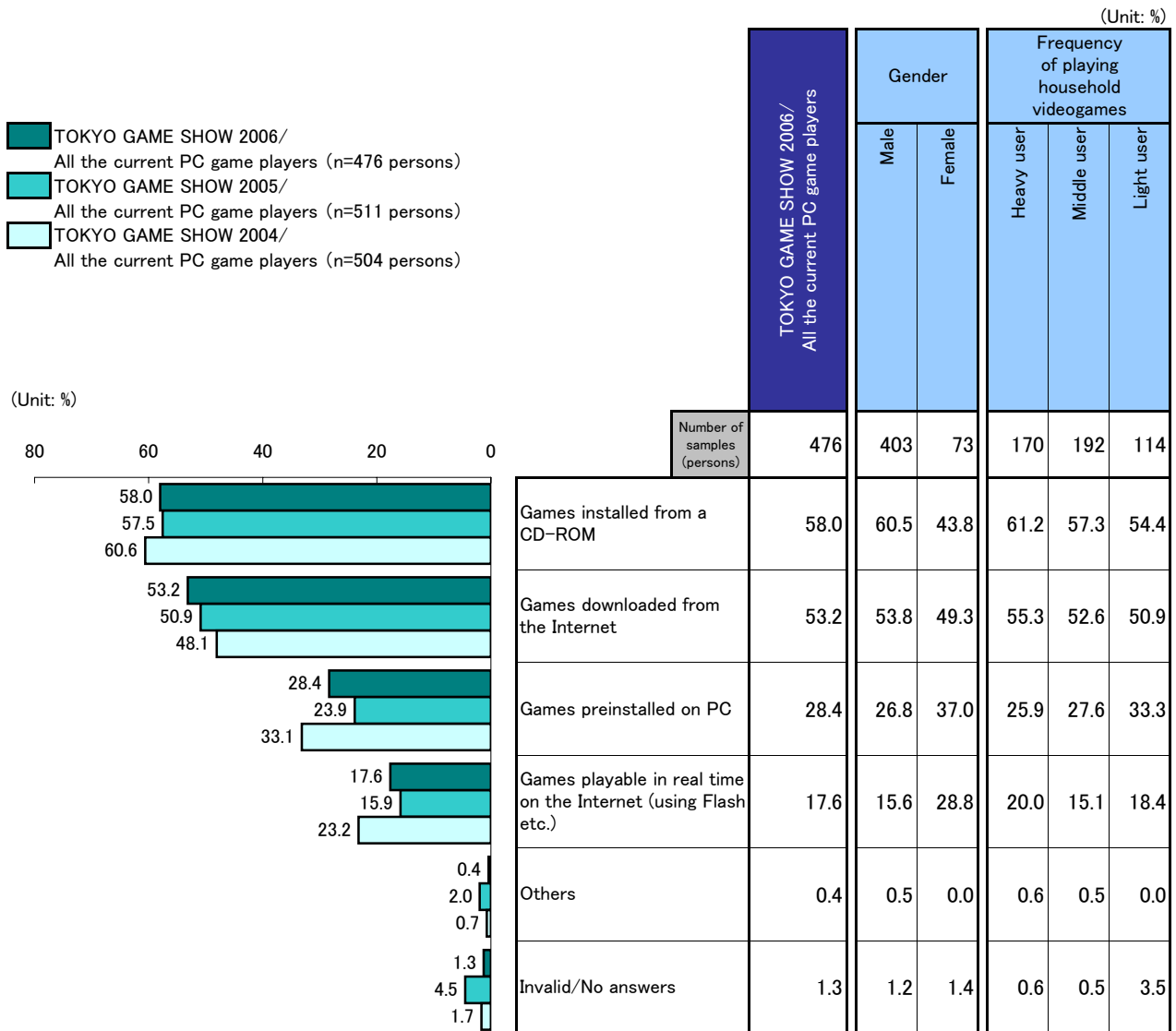
Note2) Although this question was directed only at PC users (see the above table) in the TGS 2004 surveys, the numbers of non-PC users were added to the earlier survey results in order to make a comparison with the 2006 and 2005 study which took the total number of respondents into account (the top graph).

- Respondents that habitually play PC games decreased compared to the previous survey (43.8%). More males play PC games.
- The highest number of habitual PC game players was the category of males aged "19-24" (57.5%).
- "Heavy users" of household videogames had a comparatively high tendency of habitually playing PC games.

2. Types of PC games played 【All the current PC game players】 《Multiple answers》

【To all who selected “I habitually play” games on a PC】

[Q] What type of games do you play on your PC? Choose any number of answers.

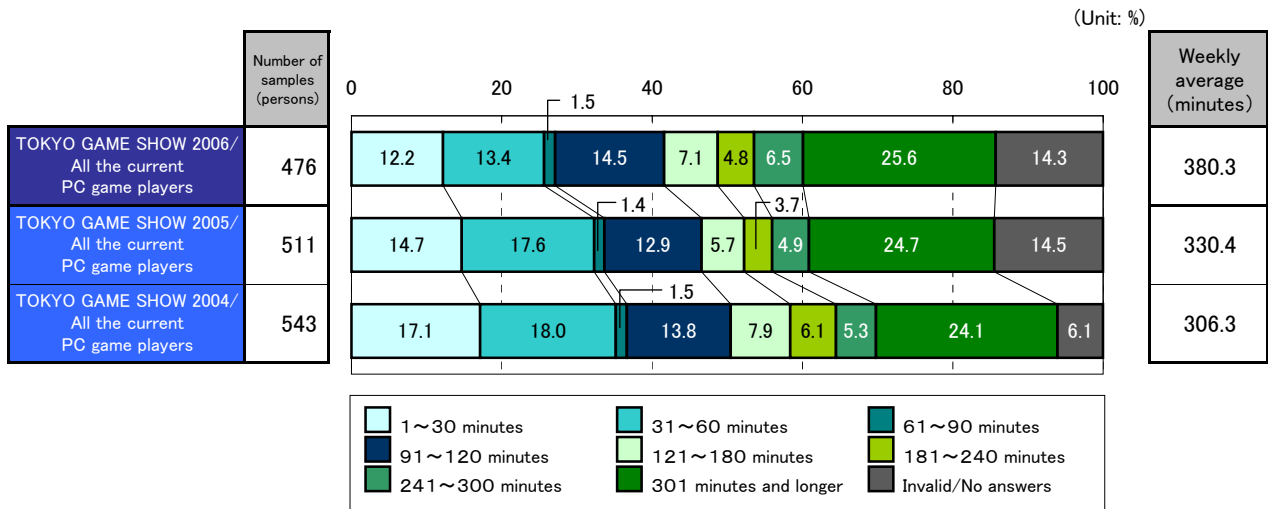


• Those who play “games downloaded from the Internet” (53.2%) have been increasing every year, and the difference from the “games installed from a CD-ROM” (58.0%), the top of the list, is shrinking. Among female users, downloaded games are played more often.

3. Duration of PC game playing (weekly total) 【All the current PC game players】

【To all who selected "I habitually play" games on a PC】

[Q] How long do you play PC games in a week?



(Unit: %)

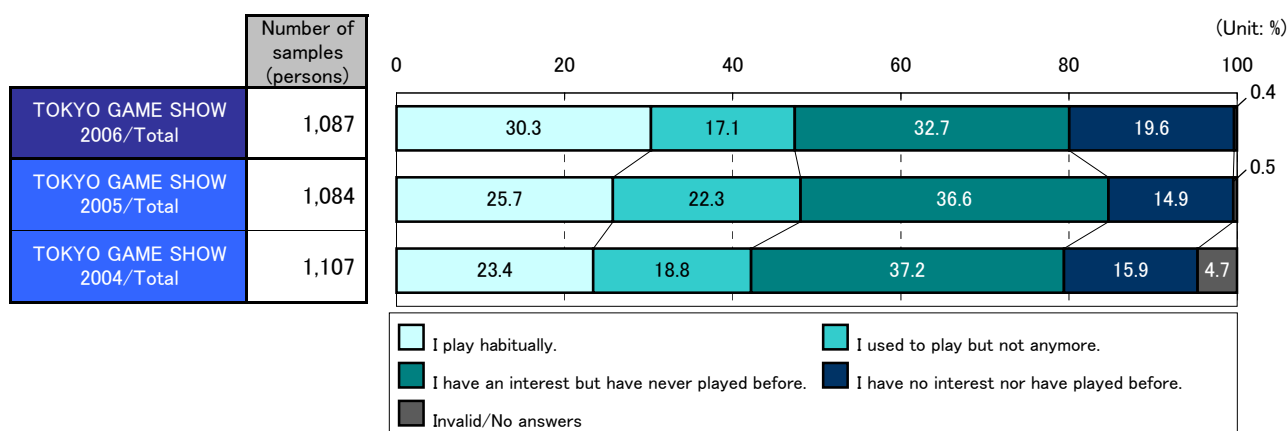
		Number of samples (persons)	1~30 minutes	31~60 minutes	61~90 minutes	91~120 minutes	121~180 minutes	181~240 minutes	241~300 minutes	301 minutes and longer	Invalid/No answers	Weekly average (minutes)
TOKYO GAME SHOW 2006/ All the current PC game players		476	12.2	13.4	1.5	14.5	7.1	4.8	6.5	25.6	14.3	380.3
Gender	Male	403	11.2	14.1	1.2	15.4	6.9	5.2	6.5	25.6	13.9	389.2
	Female	73	17.8	9.6	2.7	9.6	8.2	2.7	6.8	26.0	16.4	329.3
Frequency of playing household videogames	Heavy user	170	10.6	10.6	0.6	14.1	7.6	6.5	7.1	27.6	15.3	445.0
	Middle user	192	12.5	17.2	1.6	13.5	7.3	4.2	7.3	23.4	13.0	285.3
	Light user	114	14.0	11.4	2.6	16.7	6.1	3.5	4.4	26.3	14.9	447.6

• Respondents selecting "1-30" and "31-60" decreased while those selecting "181-420" minutes increased, a continued tendency from the previous survey.
 Compared to the previous survey, the average weekly playing time increased about 50 min to 380.3 min and an overall trend of longer playing time was observed.

V. Network Games

1. Familiarity with network games

[Q] Have you ever played network games or on-line games?

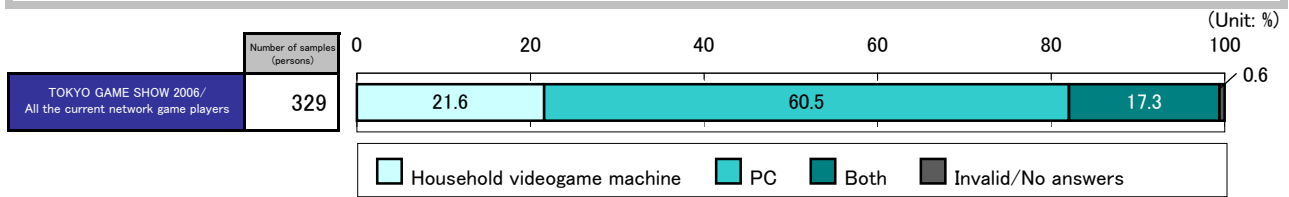


		Number of samples (persons)	I play habitually.	I used to play but not anymore	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	30.3	17.1	32.7	19.6	0.4
Gender and Age	Male	855	33.2	17.3	30.8	18.4	0.4
	3~9	11	27.3	9.1	27.3	36.4	0.0
	10~12	46	23.9	8.7	37.0	28.3	2.2
	13~15	88	38.6	14.8	29.5	17.0	0.0
	16~18	104	30.8	23.1	24.0	22.1	0.0
	19~24	268	34.0	20.9	29.5	15.7	0.0
	25~29	135	37.8	13.3	28.1	19.3	1.5
	30~39	144	32.6	18.8	34.0	14.6	0.0
	40~49	46	23.9	8.7	45.7	21.7	0.0
	50 or older	13	30.8	7.7	38.5	23.1	0.0
	Female	232	19.4	16.4	39.7	24.1	0.4
	3~9	2	0.0	0.0	0.0	100.0	0.0
	10~12	7	28.6	14.3	14.3	42.9	0.0
	13~15	14	28.6	0.0	50.0	21.4	0.0
	16~18	33	18.2	15.2	42.4	24.2	0.0
	19~24	63	17.5	25.4	39.7	15.9	1.6
	25~29	42	14.3	16.7	42.9	26.2	0.0
	30~39	49	16.3	12.2	40.8	30.6	0.0
	40~49	20	40.0	15.0	30.0	15.0	0.0
50 or older	2	0.0	0.0	50.0	50.0	0.0	
Frequency of playing household videogames	Heavy user	366	38.3	13.7	29.5	17.8	0.8
	Middle user	433	30.0	18.5	32.6	18.9	0.0
	Light user	288	20.5	19.4	36.8	22.9	0.3

- Habitual network game players are increasing year by year, and exceeded 30% of the total respondents. (30.3%)
- Frequent players of household videogames tend to have more experiences of playing network games.

2. Platforms used to play network games 【All the current network game players】

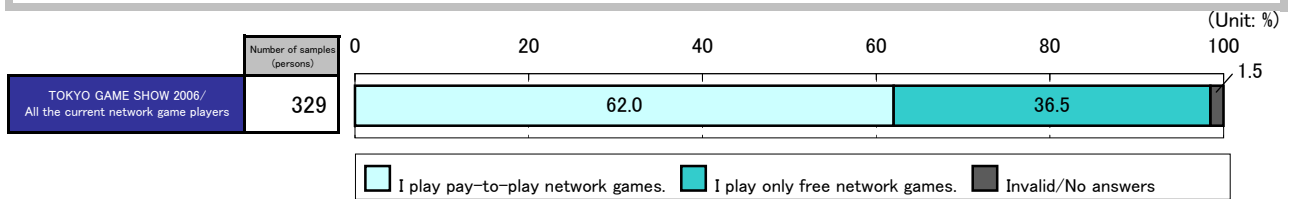
【To all who selected "I habitually play network games now"】
 [Q] Which game machines do you use to play network games and on-line games?



		Number of samples (persons)	Household videogame machine	PC	Both	Invalid/No answers
TOKYO GAME SHOW 2006/ All the current network game players		329	21.6	60.5	17.3	0.6
Gender	Male	284	22.2	58.8	18.3	0.7
	Female	45	17.8	71.1	11.1	0.0
Frequency of playing household videogames	Heavy user	140	30.0	47.1	22.1	0.7
	Middle user	130	19.2	66.9	13.8	0.0
	Light user	59	6.8	78.0	13.6	1.7

3. Frequency of playing pay-to-play network games 【All the current network game players】

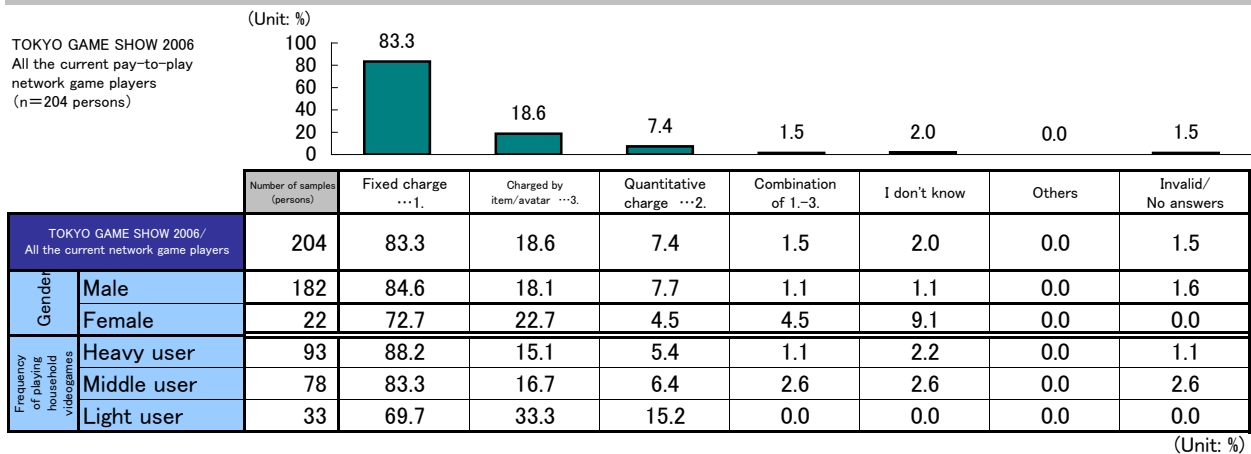
【To all who selected "I habitually play network games now"】
 [Q] Do you play network games or on-line games with fees?



		Number of samples (persons)	I play pay-to-play network games.	I play only free network games.	Invalid/No answers
TOKYO GAME SHOW 2006/ All the current network game players		329	62.0	36.5	1.5
Gender	Male	284	64.1	34.5	1.4
	Female	45	48.9	48.9	2.2
Frequency of playing household videogames	Heavy user	140	66.4	32.1	1.4
	Middle user	130	60.0	37.7	2.3
	Light user	59	55.9	44.1	0.0

4. Methods of paying for network games 【All the current pay-to-play network game players】 《Multiple answers》

【To all who selected "I play pay-to-play network games"】
 [Q] Please select all types of paying methods you have used for network games.

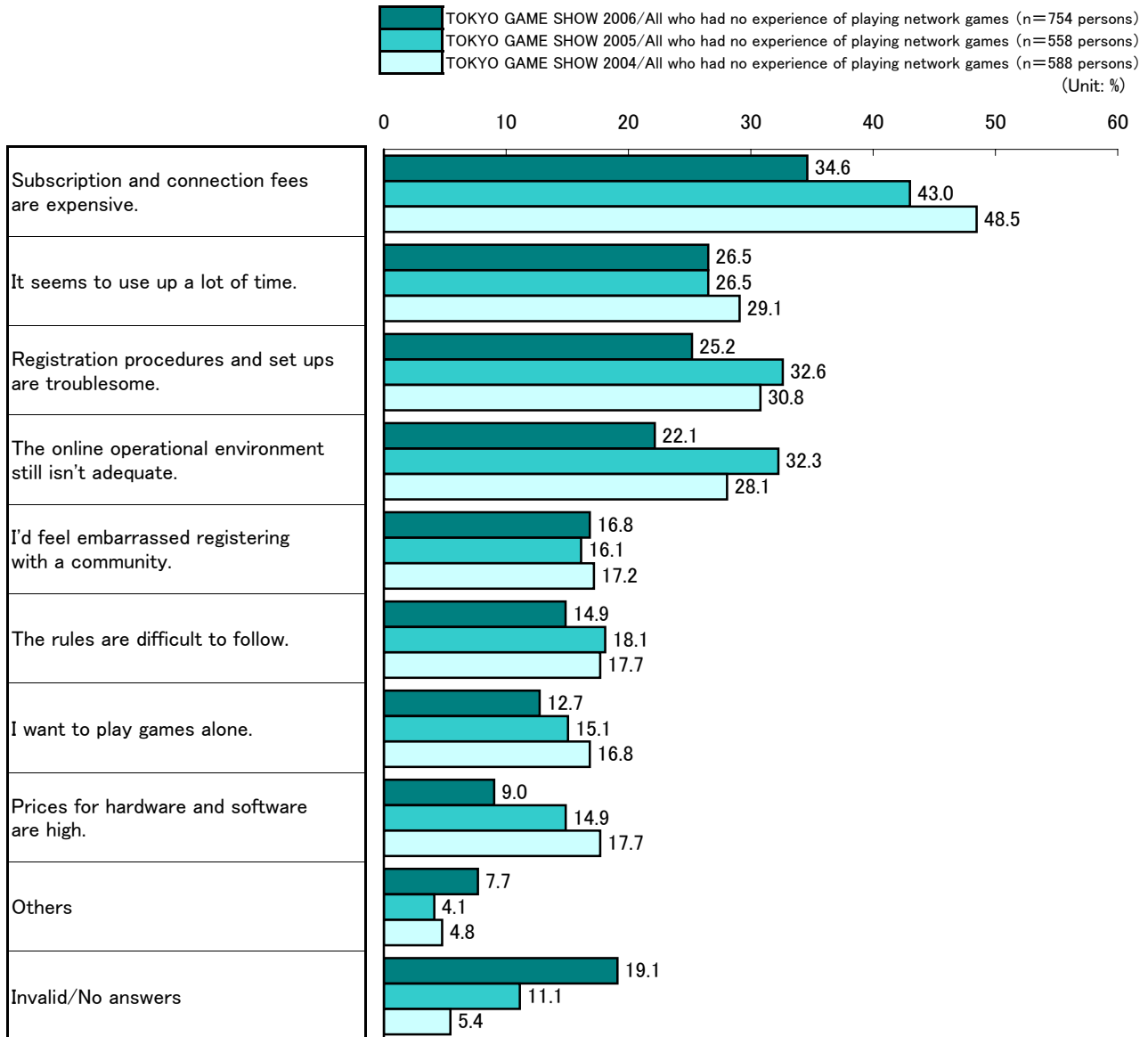


- When those who play network games on "PC" and "Both" are totaled, 77.8% of all the network game players use PCs.
- Among network game players, 62.0% of them play pay-to-play games.
- Fixed charging system is used by far the most by the players of pay-to-play games.

5. Reasons for not playing network games 【All who had no experience of playing network games】 《Multiple answers》

【To all who selected “I used to play but not anymore.”, “I have an interest but have never played before.” or “I have no interest nor have played before.”】

[Q] Choose any number of answers why you don't play network games or on-line games.



Note) The data of TGS 2005&2004 surveys are given as reference as this question was asked to those who selected either “I have an interest but have never played network games” or “I have no interest nor have played network games” and thus the sample body differs from the TGS 2006 survey.

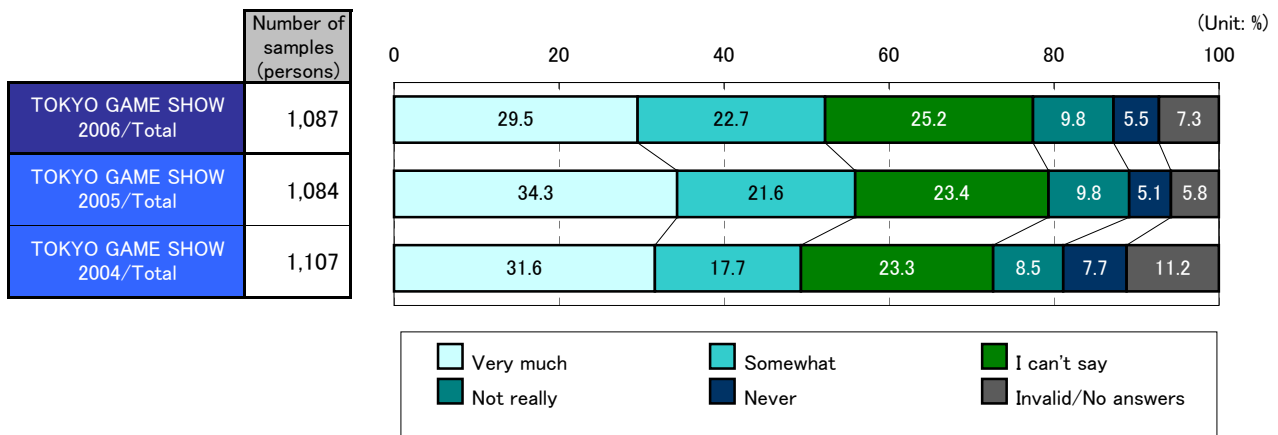
- Respondents raised “subscription and connection fees are expensive” the most as a reason for not playing network games (34.6%). This was followed by “it seems to use up a lot of time” and “registration procedures and set ups are troublesome”.
- There was a tendency of middle and light users of household videogames referring to the time while heavy and middler users of household videogames referring to registration procedures/setups and the online environment.

(Unit: %)

	TOKYO GAME SHOW 2006 All who had no experience of playing network games	Gender and Age																		Frequency of playing household videogames				
		Male	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	Female	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	Heavy user	Middle user	Light user
Number of samples (persons)	754	568	8	34	54	72	177	82	97	35	9	186	2	5	10	27	51	36	41	12	2	223	303	228
Subscription and connection fees are expensive.	34.6	34.5	12.5	23.5	20.4	48.6	35.6	41.5	34.0	20.0	44.4	34.9	0.0	40.0	60.0	51.9	31.4	36.1	26.8	25.0	0.0	34.5	37.3	31.1
It seems to use up a lot of time.	26.5	27.3	12.5	14.7	16.7	19.4	30.5	34.1	34.0	22.9	33.3	24.2	0.0	20.0	30.0	29.6	25.5	25.0	19.5	25.0	0.0	20.6	29.4	28.5
Registration procedures and set ups are troublesome.	25.2	23.8	12.5	20.6	29.6	26.4	23.2	29.3	22.7	14.3	0.0	29.6	50.0	20.0	60.0	25.9	29.4	22.2	36.6	16.7	0.0	26.0	27.1	21.9
The online operational environment still isn't adequate.	22.1	21.8	12.5	2.9	27.8	27.8	23.2	20.7	23.7	14.3	11.1	23.1	0.0	40.0	50.0	40.7	15.7	8.3	29.3	16.7	0.0	25.6	23.4	17.1
The rules are difficult to follow.	16.8	15.7	0.0	5.9	13.0	13.9	19.2	17.1	19.6	8.6	0.0	20.4	50.0	0.0	10.0	14.8	23.5	16.7	22.0	41.7	0.0	16.1	18.2	15.8
I'd feel embarrassed registering with a community.	14.9	13.2	0.0	20.6	11.1	9.7	11.3	12.2	18.6	14.3	22.2	19.9	50.0	20.0	30.0	29.6	19.6	13.9	17.1	8.3	50.0	16.6	10.9	18.4
I want to play games alone.	12.7	12.0	12.5	5.9	0.0	15.3	11.3	8.5	22.7	11.4	11.1	15.1	0.0	0.0	20.0	14.8	15.7	8.3	24.4	8.3	0.0	10.3	13.9	13.6
I want to play games alone.	9.0	8.1	12.5	11.8	7.4	15.3	4.0	8.5	9.3	8.6	0.0	11.8	0.0	20.0	30.0	18.5	7.8	11.1	7.3	16.7	0.0	11.2	9.9	5.7
Others	7.7	7.7	0.0	5.9	3.7	5.6	10.2	4.9	9.3	11.4	11.1	7.5	0.0	0.0	10.0	3.7	9.8	13.9	4.9	0.0	0.0	5.8	7.6	9.6
Invalid/ No answers	19.1	19.9	37.5	35.3	24.1	22.2	18.1	15.9	16.5	20.0	11.1	16.7	50.0	0.0	0.0	11.1	19.6	19.4	17.1	16.7	50.0	20.6	17.2	20.2

6. Intention to play network games

[Q] Do you want to play network games or on-line games in the future?

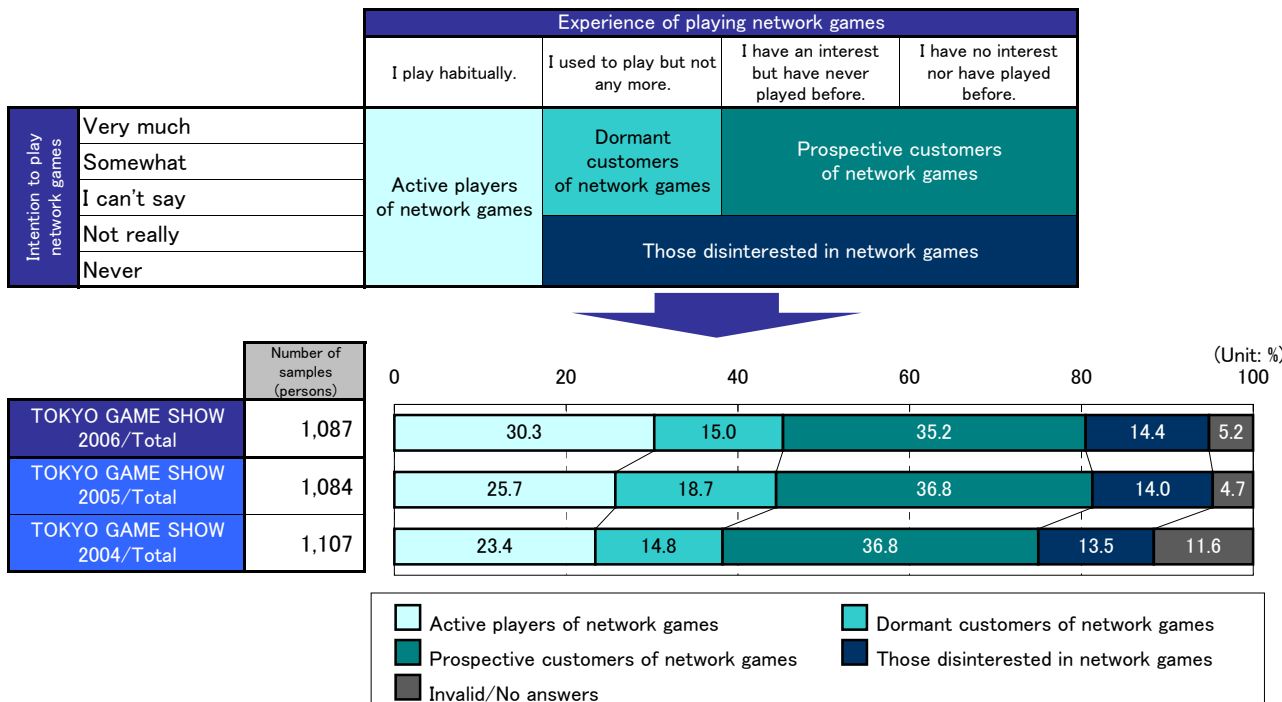


		Number of samples (persons)	Very much	Somewhat	I can't say	Not really	Never	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	29.5	22.7	25.2	9.8	5.5	7.3
Gender and Age	Male	855	31.8	23.2	24.0	9.2	4.9	6.9
	3~9	11	9.1	27.3	18.2	18.2	9.1	18.2
	10~12	46	17.4	32.6	21.7	8.7	8.7	10.9
	13~15	88	39.8	23.9	18.2	4.5	4.5	9.1
	16~18	104	32.7	25.0	20.2	7.7	9.6	4.8
	19~24	268	36.9	24.3	22.8	7.8	2.6	5.6
	25~29	135	32.6	21.5	27.4	9.6	3.0	5.9
	30~39	144	27.8	21.5	25.0	13.2	5.6	6.9
	40~49	46	17.4	15.2	34.8	13.0	6.5	13.0
	50 or older	13	23.1	7.7	46.2	15.4	7.7	0.0
	Female	232	21.1	21.1	29.7	11.6	7.8	8.6
	3~9	2	50.0	0.0	0.0	0.0	50.0	0.0
	10~12	7	14.3	0.0	42.9	0.0	28.6	14.3
	13~15	14	21.4	14.3	21.4	28.6	7.1	7.1
	16~18	33	21.2	45.5	18.2	9.1	3.0	3.0
	19~24	63	23.8	22.2	27.0	11.1	6.3	9.5
	25~29	42	19.0	16.7	42.9	9.5	7.1	4.8
30~39	49	24.5	18.4	26.5	16.3	8.2	6.1	
40~49	20	10.0	10.0	35.0	5.0	10.0	30.0	
50 or older	2	0.0	0.0	100.0	0.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	366	37.7	23.5	19.9	5.7	4.9	8.2
	Middle user	433	26.6	25.2	25.2	10.9	5.8	6.5
	Light user	288	23.6	18.1	31.9	13.2	5.9	7.3

- Nearly 52.3% of the total respondents expressed an intention to play network games though this is a slight decrease from the previous survey.
- 25.2% of the respondents gave noncommittal answers and this tendency was particularly noticeable among female users.
- A higher proportion of frequent users of household videogames expressed an intention to play network games.

7. Categorization of customers of network games

- ★ The respondents were classified into four major groups according to “Experience of playing network games” and “Intention to play network games”.



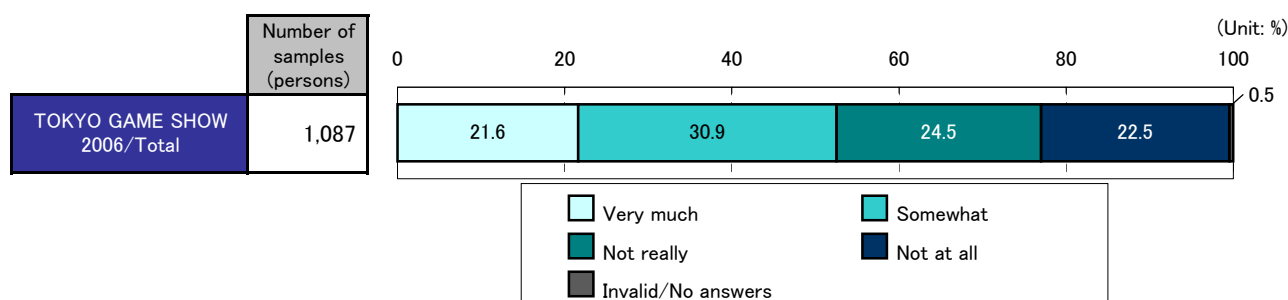
		Number of samples (persons)	Active players of network games	Dormant customers of network games	Prospective customers of network games	Those disinterested in network games	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	30.3	15.0	35.2	14.4	5.2
Gender and Age	Male	855	33.2	15.3	33.2	13.5	4.8
	3~9	11	27.3	9.1	27.3	27.3	9.1
	10~12	46	23.9	8.7	41.3	17.4	8.7
	13~15	88	38.6	13.6	31.8	9.1	6.8
	16~18	104	30.8	19.2	31.7	15.4	2.9
	19~24	268	34.0	19.0	33.6	10.1	3.4
	25~29	135	37.8	11.9	35.6	11.1	3.7
	30~39	144	32.6	15.3	27.1	18.8	6.3
	40~49	46	23.9	8.7	41.3	17.4	8.7
	50 or older	13	30.8	7.7	38.5	23.1	0.0
	Female	232	19.4	13.8	42.7	17.7	6.5
	3~9	2	0.0	0.0	50.0	50.0	0.0
	10~12	7	28.6	14.3	14.3	28.6	14.3
	13~15	14	28.6	0.0	35.7	28.6	7.1
	16~18	33	18.2	12.1	54.5	12.1	3.0
	19~24	63	17.5	22.2	36.5	15.9	7.9
	25~29	42	14.3	14.3	52.4	14.3	4.8
30~39	49	16.3	8.2	46.9	22.4	6.1	
40~49	20	40.0	15.0	20.0	15.0	10.0	
50 or older	2	0.0	0.0	100.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	366	38.3	13.1	33.1	9.8	5.7
	Middle user	433	30.0	15.2	35.1	15.5	4.2
	Light user	288	20.5	17.0	38.2	18.4	5.9

- The sum of dormant and prospective customers decreased slightly to 50.2% compared to the previous survey (55.5%).
- The proportions of prospective customers and non-acceptants were larger among female users than among male users.
- The proportions of prospective customers and non-acceptants were high among light users of household videogame players.

VI. "Soccer" and games

1. Interest in the FIFA World Cup, Germany

[Q] Were you interested in the World Cup Soccer held in Germany in 2006?



		Number of samples (persons)	Very much	Somewhat	Not really	Not at all	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	21.6	30.9	24.5	22.5	0.5
Gender and Age	Male	855	24.2	32.0	23.6	19.5	0.6
	3~9	11	27.3	27.3	27.3	18.2	0.0
	10~12	46	28.3	32.6	13.0	23.9	2.2
	13~15	88	19.3	18.2	29.5	31.8	1.1
	16~18	104	23.1	30.8	25.0	21.2	0.0
	19~24	268	20.5	38.1	19.4	21.6	0.4
	25~29	135	25.2	31.9	25.9	16.3	0.7
	30~39	144	29.9	27.1	27.8	14.6	0.7
	40~49	46	34.8	41.3	21.7	2.2	0.0
	50 or older	13	15.4	38.5	30.8	15.4	0.0
	Female	232	12.1	26.7	27.6	33.6	0.0
	3~9	2	0.0	0.0	0.0	100.0	0.0
	10~12	7	0.0	0.0	28.6	71.4	0.0
	13~15	14	0.0	21.4	28.6	50.0	0.0
	16~18	33	6.1	21.2	36.4	36.4	0.0
	19~24	63	15.9	22.2	31.7	30.2	0.0
	25~29	42	11.9	35.7	21.4	31.0	0.0
30~39	49	14.3	24.5	22.4	38.8	0.0	
40~49	20	15.0	55.0	25.0	5.0	0.0	
50 or older	2	50.0	0.0	50.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	366	22.7	26.2	23.5	26.8	0.8
	Middle user	433	21.2	33.0	26.3	18.9	0.5
	Light user	288	20.8	33.7	22.9	22.6	0.0
		Number of samples (persons)	Very much	Somewhat	Only this time because it was held in Japan and Korea.	Not really	Not at all
Ref.	TOKYO GAME SHOW 2002/Total	1,079	31.1	24.1	12.8	17.9	14.1

- When "very much" and "somewhat" were added, more than half of the respondents (52.5%) were interested in the World Cup.
- Except for the age range of "13-15", the total of "very much" and "somewhat" interested were more than half of the male users.
- Though few in sample numbers, interest was especially high in the age range of "40-49" both for male and female users.

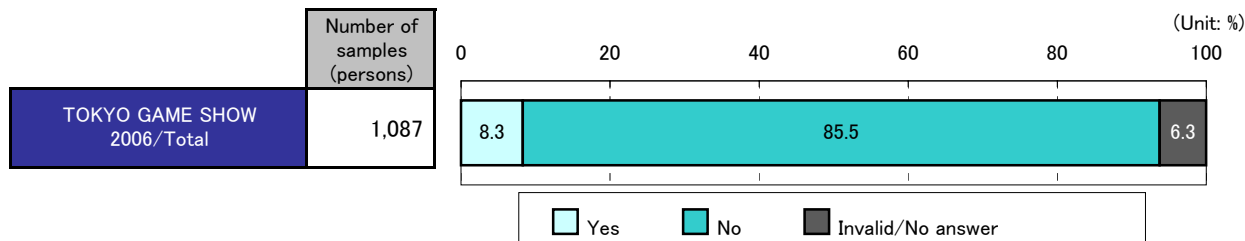
2. Purchase of "soccer" game softwares for household videogame machines

[Q] Did you purchase any soccer games for household videogame machines this year? (Excluding PC and mobile phone games.)

【To all who selected "yes".】

- If so, please indicate the specific game title and console.
- When did you buy the game(s)? Please select all appropriate answers.

(1)Purchase of "soccer" game softwares for household game machines.



		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	8.3	85.5	6.3
Gender and Age	Male	855	9.5	85.4	5.1
	3~9	11	0.0	100.0	0.0
	10~12	46	8.7	82.6	8.7
	13~15	88	4.5	90.9	4.5
	16~18	104	15.4	81.7	2.9
	19~24	268	9.0	84.7	6.3
	25~29	135	14.8	80.7	4.4
	30~39	144	6.3	89.6	4.2
	40~49	46	8.7	84.8	6.5
	50 or older	13	0.0	92.3	7.7
	Female	232	3.9	85.8	10.3
	3~9	2	0.0	50.0	50.0
	10~12	7	0.0	85.7	14.3
	13~15	14	7.1	78.6	14.3
	16~18	33	3.0	93.9	3.0
	19~24	63	3.2	93.7	3.2
	25~29	42	2.4	83.3	14.3
	30~39	49	4.1	81.6	14.3
	40~49	20	10.0	70.0	20.0
50 or older	2	0.0	100.0	0.0	
Frequency of playing household videogames	Heavy user	366	9.6	82.8	7.7
	Middle user	433	9.2	85.9	4.8
	Light user	288	5.2	88.2	6.6
Interest in the FIFA World Cup	Interested(*)	571	14.0	82.1	3.9
	Not interested(*)	511	1.8	89.8	8.4
	Invalid/No answer	5	20.0	20.0	60.0
Ref.	TOKYO GAME SHOW 2002/Total	1,079	16.2	83.8	

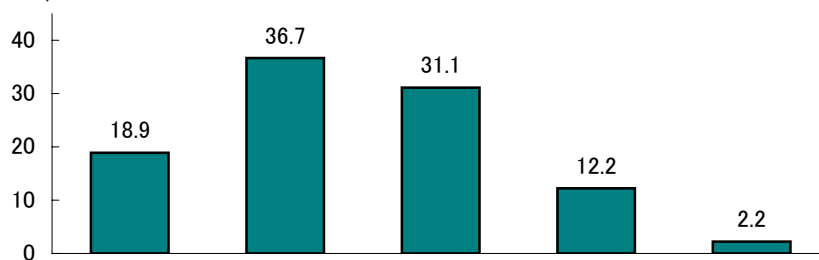
*"Very much" and "Somewhat" were integrated into "Interested" and "Not really" and "Not at all" were integrated into "Not interested".

- Those who purchased soccer game softwares were 8.3% of the entire respondents.
- Purchase rate was high among male users of age ranges "16-18" and "25-29".

(2) Purchase time [All who purchased "soccer" game software(s) for household videogame machines] 《Multiple answers》

TOKYO GAME SHOW 2006/ All those who bought "soccer" game software(s) for household videogame machines.

(Unit: %)



		Number of samples (persons)	Jan. to March	April to May	June (The month of World Cup)	July and onward	Invalid/No answers
TOKYO GAME SHOW 2006 All respondents who purchased soccer game software(s) for household videogames		90	18.9	36.7	31.1	12.2	2.2
Gender	Male	81	21.0	35.8	32.1	9.9	2.5
	Female	9	0.0	44.4	22.2	33.3	0.0
Frequency of playing household videogames	Heavy user	35	14.3	28.6	42.9	14.3	0.0
	Middle user	40	17.5	45.0	22.5	15.0	2.5
	Light user	15	33.3	33.3	26.7	0.0	6.7
		Number of samples (persons)	Jan. to March	April to May	June (The month of World Cup)	July and onward	
Ref.	TOKYO GAME SHOW 2006 All respondents who purchased soccer game software(s) for household videogames	175	25.7	34.3	28.6	16.0	

(Unit: %)

(3) Titles of the purchased "soccer" game softwares

[To all who purchased "soccer" game software(s)] 《Free answer/Multiple answers》

(75 titles given by 74 valid responses: TGS 2006/ All who purchased "soccer" game software(s), n=90 persons)

Title/Series	Console	Title Qty
[Breakdown]Title		
"Winning Eleven" series		58
Winning Eleven 10	PS2	22
Winning Eleven 9	PS2	7
Winning Eleven 8	PS2	3
Winning Eleven 5	PS2	2
World Soccer Winning Eleven 9 Ubiquitous Evolution	PSP	2
"Winning Eleven" series	PS2	14
"Winning Eleven" series	(No answer)	8
"FIFA" series		9
2006 FIFA World Cup Germany	X360	6
2006 FIFA World Cup Germany	PS2	1
2006 FIFA World Cup Germany	PSP	1
FIFA Street	PS2	1
"Let's Make a Pro Soccer Team!" series		6
Let's Make a Pro Soccer Team! European Championship	PS2	5
Let's Make a Pro Soccer Team! series	(No answer)	1
Super Mario Strikers	NGC	1
Calcio Bit	GBA	1

Note 1) If multiple titles were indicated by one respondent, each one was counted as an individual answer. However, if titles from the same series were listed, they were counted into one answer/ series title.

Note 2) The abbreviation of consoles are as follows:

NGC: Nintendo Game Cube, GBA: Game Boy Advance, PS2: PlayStation 2, PSP: PSP and X360: Xbox 360

- Soccer game softwares were purchased the most during "April to March" (36.7%).
- The "Winning Eleven" series were by far the most purchased software.

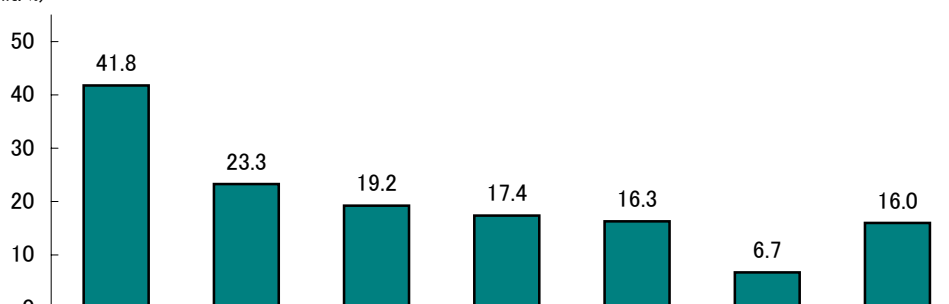
VII. Railroad fans and games

1. Interest in various vehicles 《Multiple answers》

[Q] Please select all vehicles you are interested in.

TOKYO GAME SHOW 2006/Total (n=1,087 persons)

(Unit: %)



		Number of samples (persons)	Cars	Bicycles	Railroad	Aircrafts	Motorbikes	Ships	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	41.8	23.3	19.2	17.4	16.3	6.7	16.0
Gender and Age	Male	855	44.3	23.5	20.0	17.9	18.2	6.5	13.0
	3~9	11	36.4	27.3	36.4	9.1	9.1	27.3	0.0
	10~12	46	28.3	23.9	15.2	21.7	23.9	15.2	10.9
	13~15	88	28.4	35.2	15.9	21.6	10.2	9.1	10.2
	16~18	104	34.6	19.2	14.4	16.3	22.1	5.8	20.2
	19~24	268	44.8	26.5	18.3	15.3	18.3	6.3	14.6
	25~29	135	52.6	18.5	16.3	14.1	17.0	5.2	17.0
	30~39	144	52.1	21.5	28.5	19.4	13.9	0.7	8.3
	40~49	46	54.3	13.0	30.4	30.4	32.6	13.0	4.3
	50 or older	13	76.9	23.1	38.5	30.8	38.5	7.7	0.0
	Female	232	32.3	22.4	16.4	15.5	9.1	7.3	27.2
	3~9	2	0.0	0.0	0.0	0.0	0.0	50.0	50.0
	10~12	7	0.0	28.6	0.0	0.0	0.0	0.0	71.4
	13~15	14	21.4	35.7	7.1	14.3	7.1	0.0	21.4
	16~18	33	15.2	45.5	12.1	12.1	12.1	21.2	24.2
	19~24	63	34.9	20.6	17.5	20.6	6.3	3.2	27.0
	25~29	42	42.9	9.5	21.4	16.7	7.1	9.5	28.6
	30~39	49	38.8	14.3	16.3	14.3	14.3	6.1	28.6
	40~49	20	40.0	25.0	25.0	15.0	10.0	0.0	10.0
50 or older	2	0.0	50.0	0.0	0.0	0.0	0.0	50.0	
Frequency of playing household videogames	Heavy user	366	37.7	23.8	20.2	15.3	13.7	7.7	18.0
	Middle user	433	44.6	23.6	17.8	18.0	18.0	6.2	14.5
	Light user	288	42.7	22.2	20.1	19.1	17.0	6.3	15.6

(Unit: %)

- "Cars" were selected the most (41.8%) followed by "bicycles" and "railroad".
- Male users aged 40 or older showed more interest in almost all types of vehicles compared to male users of other age groups.
- Female users aged between 13 and 18 showed high interest in "bicycles".
- "Railroad" is popular among male users aged 3 to 9 and 40 or older.

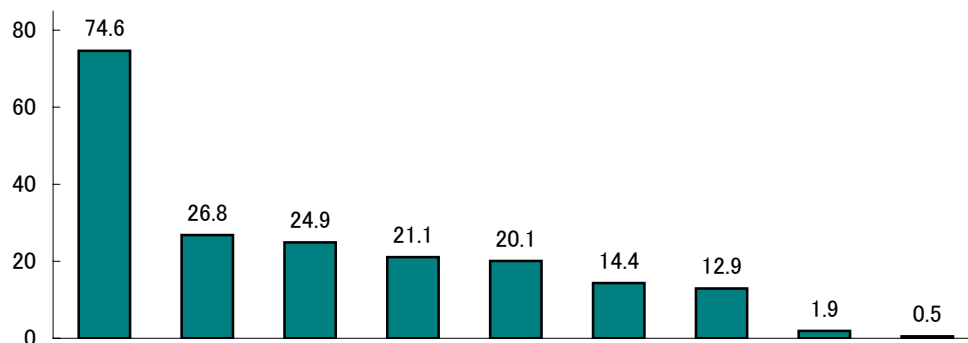
2. Other interests of railroad fans 【All railroad fans】《Multiple answers》

【To all who selected "railroad" as their favorite vehicle】

【Q】 Please select all of your interests listed below.

TOKYO GAME SHOW 2006/ All railroad fans (n=209 persons)

(Unit: %)



		Number of samples (persons)	Traveling/On-board traveling	Station lunch packs/Souvenir	Time tables	Photography	Figures/Minia-tures	Railroad sounds	Collection of tickets, stamps, train parts	Others	Invalid/No answers
TOKYO GAME SHOW 2006/ All railroad fans		209	74.6	26.8	24.9	21.1	20.1	14.4	12.9	1.9	0.5
Gender	Male	171	74.3	25.1	25.7	22.2	23.4	16.4	12.9	2.3	0.6
	Female	38	76.3	34.2	21.1	15.8	5.3	5.3	13.2	0.0	0.0
Frequency of playing household videogames	Heavy user	74	70.3	28.4	23.0	20.3	24.3	13.5	14.9	2.7	0.0
	Middle user	77	76.6	26.0	24.7	22.1	18.2	15.6	7.8	1.3	1.3
	Light user	58	77.6	25.9	27.6	20.7	17.2	13.8	17.2	1.7	0.0

(Unit: %)

- "Traveling/on-board traveling" was selected the most among railroad fans. (74.6%)
- Male users and "heavy users" have high interest in "figures and miniatures".

3. Titles of favorite "railroad" game softwares for household videogames
 《Free answer/Multiple answers》

[Q] If you have a favorite "railroad" game software, please indicate the title and the console. (Exc. PC and mobile phone games)

(148 titles given by 146 valid responses: TOKYO GAME SHOW 2006/Total, n=1,087 persons)

Title/Series	Console	Title Qty
【Breakdown】Title		
"Densha de GO!" series		112
Densha de GO! 2	PS	3
Densha de GO! 3 Tsukin-hen	PS2	3
Densha de GO! Professional specification	PS	2
Densha de GO! FINAL	PS2	3
Densha de GO! Pocket	PAP	3
Densha de GO!	PS	37
Densha de GO!	PS2	14
Densha de GO! 64	N64	3
Densha de GO!	PSP	2
Densha de GO!	WS	1
Densha de GO! 2 ON Neo-Geo Pocket	NGP	1
Densha de GO!	PS/PS2	1
Densha de GO!	PS/SS	1
Densha de GO!	(No answer)	30
Densha de GO! Series	PS	1
Densha de GO! Series	PS etc.	1
Densha de GO! Series	PS/PS2	2
Densha de GO! Series	PS/PS2/PSP	1
Densha de GO! Series	PS2	1
Densha de GO! Series	(No answer)	1
THE Tsukin Densha Untenshi – Densha de GO! 3 Tsukin hen	PS2	1
"A Ressha de Iko" series		14
A Ressha de Iko 4	PS	1
A Ressha de Iko 5	PS	2
A Ressha de Iko 6	PS2	1
A Ressha de Iko	PS2	4
A Ressha de Iko	PS	2
A Ressha de Iko	(No answer)	4
"Momotaro Dentetsu" series		12
Momotaro Dentetsu	PS2	4
Momotaro Dentetsu G: Gold Deck wo Tsukure!	GBA	1
Momotaro Dentetsu	SFC	1
Momotaro Dentetsu	FC	1
Momotaro Dentetsu	(No answer)	5
"Train Simulator" series		8
The Keihin Kyuko Lines – Train Simulator Real	PS2	2
Train Simulator Real	PS2	1
Mobile Train Simulator: Keisei, Touei Asakusa, Keikyu Lines	PSP	1
Train Simulator+Densha de GO! Tokyo Kyuko	PS2	1
Train Simulator	PS2	1
Train Simulator	(No answer)	2
"Thomas the Tank Engine & Friends"	(No answer)	1
"Tetsudo-Oh" (Famicom board game)	(No answer)	1

Note 1) If multiple titles were indicated by one respondent, each one was counted as an individual answer.

However, if titles from the same series were listed, they were counted into one answer/ series title.

Note 2) The abbreviation of consoles are as follows:

FC: Famicom, SFC: Super Famicom, N64: Nintendo 64, GBA: GameBoy Advance, PS: PlayStation

PS2: PlayStation 2, PSP: PSP, SS: Saturn, WS: Wonder Swan and NGP: Neo-Geo Pocket

The most favored railroad game software was Densha-de-GO!, and the PlayStation version was selected the most.

VIII. Peripheral aspects of games

1. Advertisements included in games

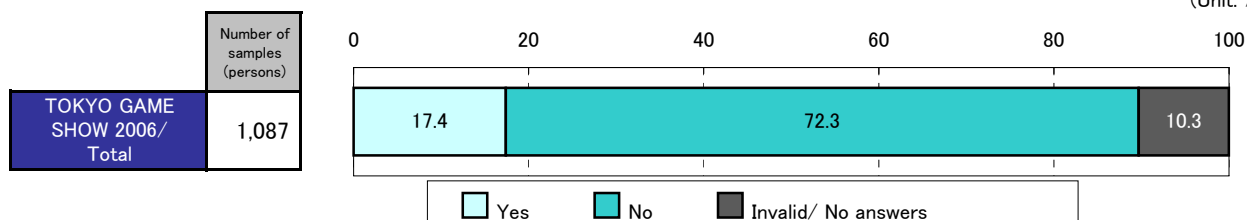
[Q] Have you seen advertisement clips of existing companies and products contained in the game?

【To all who selected “Yes”】

If so, please indicate the software title, the advertising company, and/or product.

(1) Experience of seeing advertisements included in games.

(Unit: %)



(2) Advertisements seen in games

【All respondents who have seen advertisements in games】

《Free answers/Multiple answers》

(Unit: %)

		Number of samples (persons)	Yes	No	Invalid/ No answers
TOKYO GAME SHOW 2006/ Total		1,087	17.4	72.3	10.3
Gender and Age	Male	855	19.3	71.0	9.7
	3~9	11	0.0	90.9	9.1
	10~12	46	10.9	80.4	8.7
	13~15	88	11.4	73.9	14.8
	16~18	104	17.3	76.0	6.7
	19~24	268	18.3	72.0	9.7
	25~29	135	24.4	63.7	11.9
	30~39	144	25.0	66.0	9.0
	40~49	46	28.3	65.2	6.5
	50 or older	13	7.7	92.3	0.0
	Female	232	10.3	77.2	12.5
	3~9	2	0.0	100.0	0.0
	10~12	7	0.0	71.4	28.6
	13~15	14	0.0	85.7	14.3
	16~18	33	15.2	75.8	9.1
	19~24	63	9.5	74.6	15.9
25~29	42	14.3	76.2	9.5	
30~39	49	12.2	73.5	14.3	
40~49	20	5.0	90.0	5.0	
50 or older	2	0.0	100.0	0.0	
Frequency of playing household videogames	Heavy user	366	20.5	69.1	10.4
	Middle user	433	17.1	73.2	9.7
	Light user	288	13.9	75.0	11.1

(92 titles given by 87 valid responses: n=189 persons)

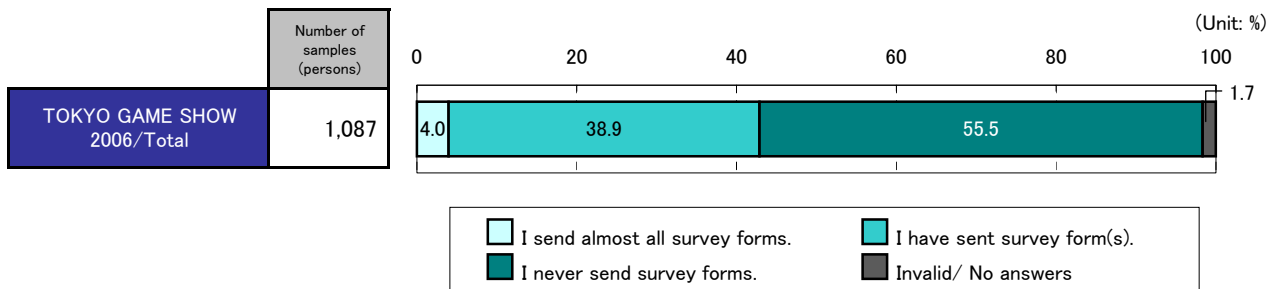
Title/Series	Advertising company/ product	AD Qty	Title Qty
“Metal Gear Solid” series	Calorie Mate	10	11
	Famitsu	1	
“Gran Turismo” series	TOYOTA	3	9
	HONDA	3	
	spoon	1	
	“Automobile related”	1	
“Winning Eleven” series	Adidas	7	8
	Santory	1	
“Ryu Ga Gotoku”	Don Quijote	5	7
	Matsumoto Kiyoshi	1	
	Santory	1	
“Project Gotham Racing” series	Yoshino-ya	1	5
	ampm	1	
	Aiful	1	
	“Many”	2	
“Powerful Pro Baseball Live” series	Secom	2	4
	“All kinds”	2	
“Shinseiki Evangelion: Ayanami Ikusei Keikaku – Asuka Hokan Keikaku”	Animate	2	4
	Matsumoto Kiyoshi	1	
	Gamers	1	
“Ridge Racer” series	ITALIAN TOMATO	2	3
	Tekken	1	
“Crazy Taxi”	GAP	2	3
	Tower Records	1	
“Out Run” series	AMD	2	3
	Olympus	1	
“Mario Brothers”	Nagatani-en	2	2
“FIFA World Cup”	Adidas	2	2
“Street Fighter ZERO 2”	Fujitsu	2	2
“Virtua Striker”	Adidas	1	2
	FUJIFILM	1	
The rest is omitted.			

Note) If one respondent listed more than one title, product or company, each one was counted as one answer.

- Advertisements contained in games had been viewed by 17.4% of the total respondents.
- Comparatively larger number of male users aged between 25 to 49 had seen advertisements.
- “Metal Gear Solid” was indicated the most along with the product name “Calorie Mate”.

2. Experience of completing and mailing survey forms

[Q] Have you ever filled out and mailed a survey form packaged together with a videogame software?



(Unit: %)

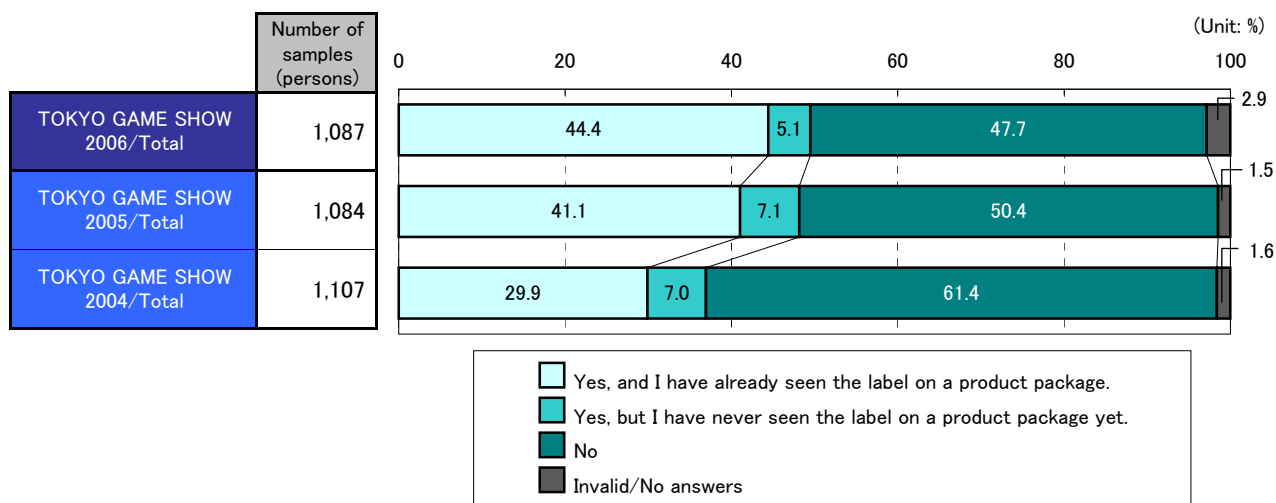
		Number of samples (persons)	I send almost all survey forms.	I have sent survey form(s).	I never send survey forms.	Invalid/ No answers
TOKYO GAME SHOW 2006/Total		1,087	4.0	38.9	55.5	1.7
Gender and Age	Male	855	4.4	39.5	54.2	1.9
	3~9	11	9.1	27.3	63.6	0.0
	10~12	46	2.2	30.4	67.4	0.0
	13~15	88	5.7	43.2	48.9	2.3
	16~18	104	4.8	33.7	60.6	1.0
	19~24	268	3.7	38.8	56.0	1.5
	25~29	135	3.7	38.5	55.6	2.2
	30~39	144	4.9	51.4	39.6	4.2
	40~49	46	6.5	30.4	63.0	0.0
	50 or older	13	7.7	30.8	61.5	0.0
	Female	232	2.2	36.6	60.3	0.9
	3~9	2	0.0	0.0	100.0	0.0
	10~12	7	0.0	28.6	57.1	14.3
	13~15	14	0.0	57.1	42.9	0.0
	16~18	33	3.0	36.4	60.6	0.0
	19~24	63	3.2	31.7	65.1	0.0
	25~29	42	0.0	42.9	57.1	0.0
	30~39	49	4.1	36.7	57.1	2.0
	40~49	20	0.0	35.0	65.0	0.0
50 or older	2	0.0	0.0	100.0	0.0	
Frequency of playing household videogames	Heavy user	366	4.4	40.7	54.6	0.3
	Middle user	433	5.3	43.2	49.7	1.8
	Light user	288	1.4	30.2	65.3	3.1

- Survey forms were regularly sent by 4.0% of the total respondents. When combined, respondents with an experience of sending survey forms amounted to 42.9% of the total respondents.
- Among male users aged between "30-39", 56.3% had an experience of sending survey form(s).
- Among "light users" of household videogames, 65.3% had never sent a survey form.

IX. Rating Label

1. Awareness of the rating label

[Q] Do you know that a "rating label" is attached to a game software package?



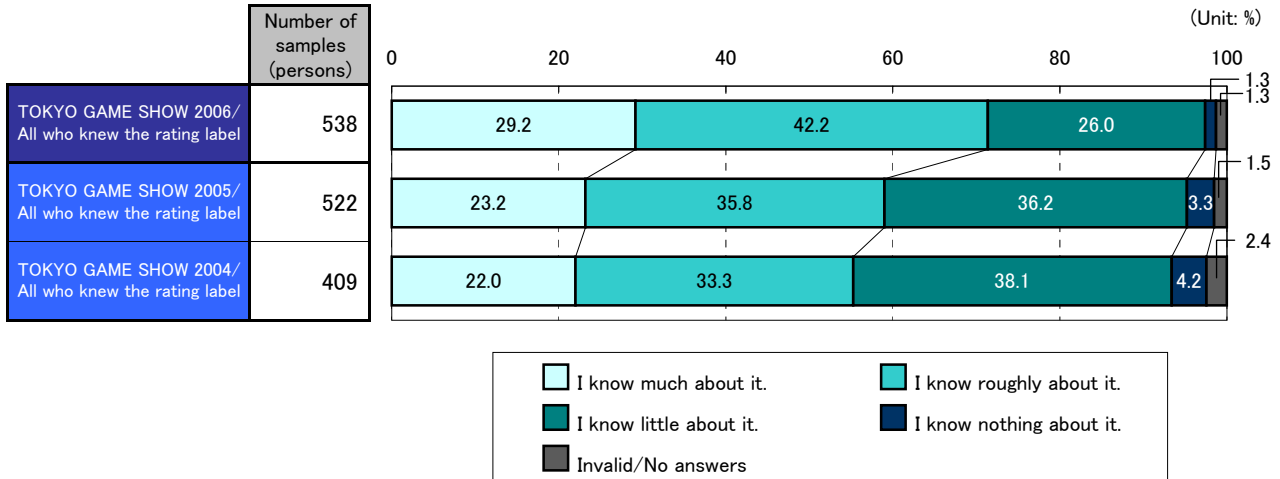
		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	44.4	5.1	47.7	2.9
Gender and Age	Male	855	46.8	5.3	45.3	2.7
	3~9	11	9.1	9.1	72.7	9.1
	10~12	46	23.9	8.7	67.4	0.0
	13~15	88	43.2	2.3	51.1	3.4
	16~18	104	43.3	7.7	46.2	2.9
	19~24	268	54.1	3.0	41.4	1.5
	25~29	135	51.9	7.4	35.6	5.2
	30~39	144	52.8	5.6	38.2	3.5
	40~49	46	30.4	6.5	63.0	0.0
	50 or older	13	0.0	7.7	92.3	0.0
	Female	232	35.8	4.3	56.5	3.4
	3~9	2	0.0	0.0	100.0	0.0
	10~12	7	42.9	0.0	42.9	14.3
	13~15	14	28.6	7.1	64.3	0.0
	16~18	33	54.5	3.0	39.4	3.0
	19~24	63	42.9	1.6	52.4	3.2
	25~29	42	26.2	4.8	66.7	2.4
30~39	49	34.7	8.2	55.1	2.0	
40~49	20	15.0	5.0	75.0	5.0	
50 or older	2	0.0	0.0	50.0	50.0	
Frequency of playing household videogames	Heavy user	366	49.2	4.4	43.7	2.7
	Middle user	433	48.5	5.5	43.0	3.0
	Light user	288	32.3	5.2	59.7	2.8

•When the numbers of respondents who answered "Yes, and I have already seen the label on a product package" and "Yes, but have never seen the label yet" were totaled, the awareness of the rating label accounted for 49.5%, marking a steady increase year by year and for the first time surpassed the number of those who didn't know the label. However, 56.5% of female users and 59.7% of light users of household videogames did not know of the label and the awareness of users in these categories remain low.

2. Familiarity with the function of a rating label 【All who knew the rating label】

【To all who selected “Yes and I have already seen the label on a product package” or “Yes, but I have never seen the label on a product package yet”】

[Q] Do you know how the “rating label” works?



		Number of samples (persons)	I know much about it.	I know roughly about it.	I know little about it.	I know nothing about it.	Invalid/No answers
TOKYO GAME SHOW 2006/ All who knew the rating label		538	29.2	42.2	26.0	1.3	1.3
Gender and Age	Male	445	31.0	41.8	24.5	1.3	1.3
	3~9	2	50.0	50.0	0.0	0.0	0.0
	10~12	15	40.0	46.7	13.3	0.0	0.0
	13~15	40	35.0	25.0	35.0	5.0	0.0
	16~18	53	26.4	35.8	35.8	0.0	1.9
	19~24	153	32.0	43.1	23.5	0.7	0.7
	25~29	80	33.8	45.0	17.5	2.5	1.3
	30~39	84	27.4	45.2	25.0	1.2	1.2
	40~49	17	23.5	47.1	17.6	0.0	11.8
	50 or older	1	0.0	100.0	0.0	0.0	0.0
	Female	93	20.4	44.1	33.3	1.1	1.1
	3~9	0	-	-	-	-	-
	10~12	3	33.3	33.3	33.3	0.0	0.0
	13~15	5	20.0	20.0	60.0	0.0	0.0
16~18	19	31.6	36.8	31.6	0.0	0.0	
19~24	28	14.3	60.7	25.0	0.0	0.0	
25~29	13	7.7	30.8	46.2	7.7	7.7	
30~39	21	23.8	47.6	28.6	0.0	0.0	
40~49	4	25.0	25.0	50.0	0.0	0.0	
50 or older	0	-	-	-	-	-	
Frequency of playing household videogames	Heavy user	196	30.6	43.4	25.5	0.0	0.5
	Middle user	234	31.2	40.6	24.4	2.1	1.7
	Light user	108	22.2	43.5	30.6	1.9	1.9

- The rates of respondents selecting “I know much about it” or “I know roughly about it” are steadily increasing.
- Nearly 71.4% of the respondents who could recognize the rating label knew well or fairly well about the rating system.

3. Descriptions of a rating label given by respondents

【All who knew much or roughly about the function of the rating label】《Free answer》

【To all who selected “I know much about it” and “I knew roughly about it” (Those who know the rating label)】

[Q] Do you know how the “rating label” works? Please describe its function.

(217 valid responses: n=384 persons)

Perfect/Nearly perfect comprehension / Understanding of purpose	125 persons
◎Perfect comprehension: It is a reference marking that indicates “advisable user age groups” according to “game contents”.	19 persons
<ul style="list-style-type: none"> • Advises age range depending on contents. • Indicates suitable age range by contents. For youths. • Indicates contents in relation to suitable age range. • Game contents are indicated. Advisable age range etc. • ①Indicates advisable player age ②Indicates that there are violent and/or grotesque scenes. 	<ul style="list-style-type: none"> • Indicates the rating of advisable age range based on a review of game contents. • To provide games rated for suitable age range by reviewing the contents. • Advisable age rating according to game contents. • Classified by advisable player age (according to contents). • ••••etc.
○Nearly perfect comprehension: It is a reference marking indicating “advisable user age groups” (“game contents” not mentioned).	56 persons
<ul style="list-style-type: none"> • Reference for advisable player (purchase) age • For classifying advisable player age. • Voluntary indication of targeted player age. • Indicates the appropriate minimum player age. • Establishes advisable player age. • To inform consumer the target age of the game. 	<ul style="list-style-type: none"> • Indication of targeted age for purchase reference. • Advise on player minimum age. • Guideline of games in relation to suitable age groups • Reference for suitable player age of game softwares • Reference to the specific minimum player age. • Reference of the target player age range of the softwares. • ••••etc.
○Nearly perfect comprehension: It is a reference marking of “game contents” (“advisable user age groups” not mentioned).	9 persons
<ul style="list-style-type: none"> • Indicates whether the contents are grotesque or not. • It protects the rights of those who wish not to see violent scenes etc. 	<ul style="list-style-type: none"> • Regulation on sales according to sexual and/or violent expression. • Brief explanation of the tendency of genre and contents • ••••etc.
△Reference to specific rating categories or system changes.	27 persons
<ul style="list-style-type: none"> • Rating labels changed. Player age classification. • Player age classification by A, B, C, D and Z. • A: Advisable for all age...etc. • A=All age, B=12, C=15, D=17 and Z=18 • A=All age, B=12 or older, C=15 or older, D=17 or older and Z=only 18 or older 	<ul style="list-style-type: none"> • Violence included, player minimum age etc. • 15 or older if there are smoking scenes etc • Reviewed by CERO. Highest restriction is Z category. Other categories are classified by age. • Rated Z can be played only by 18 y.o. or older. Other categories are ref. for advisable player age. • ••••etc.
△Understanding of purpose: It is a “reference” rating or “basis for individual judgment”, or a system to protect young people.	14 persons
<ul style="list-style-type: none"> • To distinguish those that are harmful depending on age. • Reference for purchase. • Reference source on whether it is harmful to children. • To provide caution on games with contents inappropriate for children etc. • For purchasing games with appropriate contents, by applying rating labels, consumers can limit their choice to games for all ages or 12 or older. 	<ul style="list-style-type: none"> • To prevent children from purchasing games with inappropriate contents. • Index on whether it is appropriate to allow children to play. • Prevents youths from playing games with inappropriate contents. • Catering to the concerns of parents over violent scenes. • ••••etc.
Misapprehension/Vague comprehension	92 persons
× Misapprehension: It is a rating for “restriction” or a “ban” on purchase based on consumer age.	69 persons
<ul style="list-style-type: none"> • Age limit on game purchase. • Indicates age limit for game purchase. • A ban on game playing of those excluded from rated age groups. • Age limit on game purchase. • Games with age limit. • Regulating rating of player age. 	<ul style="list-style-type: none"> • Age restriction • Those excluded from the rated age cannot purchase the game. • Limits game playing by age. • Limits game access by age. • Ban on sales to under age consumers. • R rating • ••••etc.
× Misapprehension: It is a system legally regulating expressions.	4 persons
<ul style="list-style-type: none"> • Limitation concerning young children etc. and violent/sexual expression etc. • Regulation on expression for specific age groups. 	<ul style="list-style-type: none"> • Regulation of violent scenes etc. • Regulation on visual images etc. of the games.
? Too ambiguous, vague, unclear or far-off	19 persons
<ul style="list-style-type: none"> • Age • Differs by age. • Regulation • There are restrictions. • For those who fall in the restricted category. 	<ul style="list-style-type: none"> • I understand it as a classification of consumers. • A sales reference given by some kind of organization. • They each have strict restrictions. • Can narrow down target age groups. • Prevention of juvenile crime. • ••••etc.

Note) Comment are unedited.

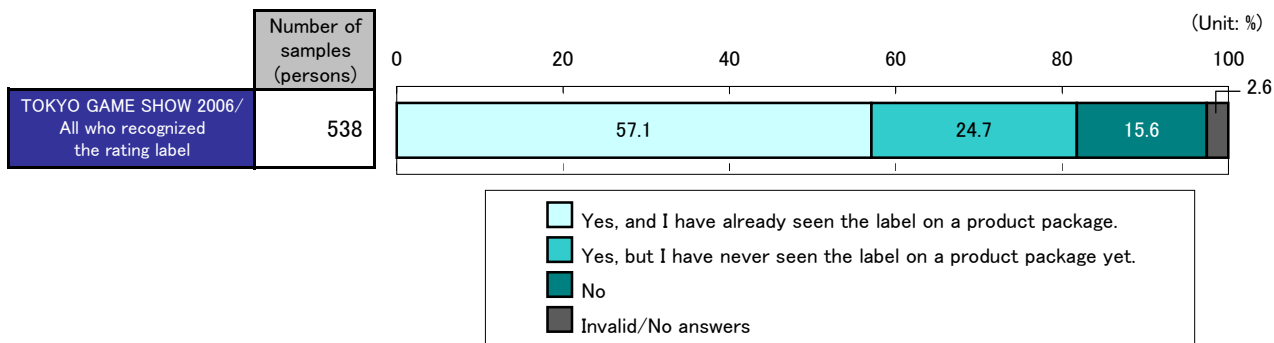
• Even when those with nearly perfect comprehension were counted, respondents that could be classified as knowing how the rating system worked were less than half of the valid responses (125/271 persons, 46.1%).

• Quite a few of the respondents who misunderstood answered that the system was an age-based purchase restriction system.

4. Awareness of the rating label Z 【All who were aware of the rating label】

【To all who were aware of and “had already seen the label on a product package” and who were aware of “but had never seen the label yet”】

[Q] Do you know that “Only 18 or older” was added to the rating labels this March?



		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	Invalid/No answers
TOKYO GAME SHOW 2006/ All who recognized the rating label		538	57.1	24.7	15.6	2.6
Gender and Age	Male	445	59.8	23.4	14.4	2.5
	3~9	2	50.0	0.0	50.0	0.0
	10~12	15	53.3	33.3	13.3	0.0
	13~15	40	65.0	22.5	12.5	0.0
	16~18	53	62.3	24.5	11.3	1.9
	19~24	153	66.0	22.9	9.8	1.3
	25~29	80	58.8	16.3	20.0	5.0
	30~39	84	53.6	26.2	17.9	2.4
	40~49	17	29.4	41.2	17.6	11.8
	50 or older	1	0.0	0.0	100.0	0.0
	Female	93	44.1	31.2	21.5	3.2
	3~9	0	-	-	-	-
	10~12	3	0.0	0.0	100.0	0.0
	13~15	5	40.0	20.0	40.0	0.0
	16~18	19	26.3	57.9	15.8	0.0
	19~24	28	60.7	21.4	14.3	3.6
	25~29	13	38.5	30.8	15.4	15.4
30~39	21	42.9	33.3	23.8	0.0	
40~49	4	75.0	0.0	25.0	0.0	
50 or older	0	-	-	-	-	
Frequency of playing household videogames	Heavy user	196	61.7	23.5	13.8	1.0
	Middle user	234	57.7	23.9	15.4	3.0
	Light user	108	47.2	28.7	19.4	4.6

• The sum of those who were aware of the Z category (Only 18 or older) regardless of whether they had or had not seen the labels on products amounted to 81.8%.
Especially, 88.9% of male users aged between 19–25 knew of the Z category.

X. Opinions concerning the game industry 《Free answer》

[Q] Please put down freely any opinions you have (anything, including dissatisfaction or requests) about game companies, creators, distributors, retailers, software and so forth.

(325 valid responses: n=1,087 persons)

Age: 3-9
Male
<ul style="list-style-type: none"> •Please make it cheaper.
Age: 10-12
Male
<ul style="list-style-type: none"> •Please provide a one-year guarantee. •I want more software for portable games like DS. •I love Mario and Monster Hunter. •I would like the opinions of the users to be respected more.
Age: 13-15
Male
<ul style="list-style-type: none"> •Please lower the age limit for GTA. •I like the MGS series. •PS3 is too expensive. •I would like you to make games for all ages, not just adults. •I want more on-line and match-up games. •It's hard to get foreign games. •Please remake past games. •I'm hoping that Kingdom Hearts 3 will come out. •Please put more emphasis on the storyline instead of just the graphics and music. •The games are boring. •I want you to release an arcade controller for KONAMI's Beatmania. •Keep up the good work! •Too many bugs. I want a more flexible game with emphasis on COOP. •I hate it when the release date is changed. •My dream is to create a great game that'll be enjoyed by everybody. •I want games with more options. •I want you to make the games cheaper. •It'd be great if a completely new game were created instead of remakes.
Female
<ul style="list-style-type: none"> •The characters are unattractive these days. •I want a game with a more interesting storyline. Of course if the quality is good so much the better. •I want you to improve the image quality!
Age: 16-18
Male
<ul style="list-style-type: none"> •PS3 is still too expensive. •Go PS3! Don't lose to Wii! •I want you to hurry up and popularize PS3. •I have high expectations for Wii. •I have high expectations for Wii. •I am putting my faith in Wii. •I want illegal ROMs to be done away with. •Because of the ratings, I can't buy games that I could before. •The quality of household videogames is dropping. Please create an entirely new product. •I want you to stick to the promised release dates. •Please improve quality. •There are a lot of lousy games. Play them yourself before selling them. •Graphics are overemphasized in too many games. •I would like you to give priority to the contents instead of the graphics. •Games are gradually getting more expensive. •PS-related games aren't doing well these days, but I hope they do better.

Note) Comments are unedited.

- I would like you to avoid stock shortages.
- You are working hard enough.
- Please consider what the consumers want.
- Please make more fun software that is not part of a series.
- The fact that not much is explained could be one of the attractions of your games.
- Go with the flow!
- I would like more motorbike games. Please re-release Xenogears with updated graphics
- Stick to making genuinely interesting games.
- Put out lots of remakes of old games.
- Make them cheaper!!
- Please add more and more game options!!
- I wish the hardware were cheaper.
- PLEASE make it cheap.
- Design games that don't cause motion sickness.
- Downloading takes too much time.
- Play it yourself before marketing (too many bugs and stuff).

Female

- Please make Tales of Destiny into a cartoon!!!!
- I hope Tales of Destiny is made into a cartoon.
- Please re-release FF12 with improved image quality.
- Please release games that are in PS2 in GC too.
- PS3 is expensive.
- It's expensive.
- Please make more CAPCOM products.
- Release games on the scheduled dates.
- I want more practical products.
- Please make more boys' love games.
- Please release the details of manufacturer perks earlier.
- Market more software before releasing new hardware.
- There should be more Basara products.
- I think too much emphasis is put on details for players who focus on every single element of the games.

Age: 19-24

Male

- There is nowhere to request new software.
- It is doubtful that CERO is functioning.
- It's nice that there are more CG movies, but the games are boring. Please create games with substance.
- CGs are great but the stories and systems are poor.
- There are a lot of games for DS that are great. I want more for other hardwares.
- A lot of games become boring when taken from a PC to be turned into household videogames.
- We don't need PS3. It's been causing nothing but headaches for the game companies.
- PS3 is too expensive/ Xbox is noisy / graphics aren't that important.
- PS3 is too expensive. Don't think consumers don't know any better.
- PS3 will be released but I think there's still a lot that can be done with PS2. The recent software packages for PS2 are really fun.
- It will be fun to see how far PS3 can go, won't it?
- Now that PS3 and Wii are going to be released, I'm looking forward to completely new software.
- I want you to release FF and Dragonquest for PSP.
- Please make STG arcade into a household videogame!
- Please make more games for Xbox360. I'm looking forward to the next Ace Combat.
- I feel like there's not enough substance to the action games.
- Please make games that are easy to play.
- I look forward to something new and unique!
- Don't be satisfied with past products. Keep on exploring the development of interesting softwares.
- I want you to know that there are still places where only ISDN or AirH" can be used.
- I don't care much for graphics. I just want to play games that are clear and simple.
- I find that the playability of the games doesn't match the quality of the graphics. They're not as user-friendly as they could be. (Handling is sometimes difficult and displays are hard to see.)
- Don't just improve the graphics — make the stories more interesting.
- Please give me a surprise, something fresh.
- Even if the on-line games are great, the management companies suck.
- Please improve the quality of data management for on-line games.

Note) Comments are unedited.

- On-line games are too expensive.
- I hope you won't be overtaken by overseas game companies.
- I would like you to create an environment conducive to development.
- I look forward to a game that would be a delight just to buy!! I'm rooting for you!!
- It'd be nice to have more software that requires less commitment.
- I'd like you to work more on creating completely new software.
- GO SONY!!
- I hope the government won't make any trouble.
- Please focus on the contents of the games rather than the graphics.
- I want game-creators to design games as they like, without any limitations.
- I'm worried about the future of the game industry.
- It'd be nice if a comprehensive event like the game show could be held all over Japan.
- Please provide instructions that can be understood even by beginners.
- I don't want the contents of the games to be regulated.
- People say that game prices are high, but I don't think so.
- There are too many types of hardware.
- The technology for creating games is rapidly becoming more sophisticated, making it hard for industry newcomers.
- Games for brain training are in at the moment. I think if the advantages of those games were added to RPG etc., the slump would end.
- Spend more time creating games instead of bombarding consumers with ads.
- There's no individuality.
- I hope there will be more entertaining games and that the game industry will become even more fun.
- I'll be involved in the industry from now on and hope to work with you.
- I want to play compact games.
- The stories don't appeal to me any more. Downloading takes too long.
- Most of the recent games are boring, with emphasis only on the quality of the graphics.
- You have to pay to play most MMO games now. That makes it hard for someone like me who's been playing on-line games since the early days.
- Games these days are simpler, so I don't like them.
- Games these days are hard to handle.
- There are too many consumer-targeted games that are in series. Please release tons of new titles.
- I know that circumstances surrounding game development are increasingly difficult, but I sincerely hope that you'll keep up your good work.
- I'm through with games that take too long (FF8 onward).
- The stories and contents of the games lack substance.
- I expect that you'll come up with better games in the future.
- If you keep on releasing sequels, the industry itself will decline. Please do your utmost to release new games.
- Now that new types of hardware are being released continuously, I wish that companies would think hard about the purpose and appeal of the games they develop.
- Please have faith in your work.
- The age of the Super Famicom was more fun.
- I'd like you to develop software as you please.
- Dear SQUARE ENIX, please release a new Dewprism game! I also hope for the on-line version of Itadaki Street and a new Bust A Move game. Dear NAMCO BANDAI, please release a new Kaze-no-Kuronoa game.
- Dear SQUARE, I love the Kingdom Hearts series. I'm looking forward to all kinds of new products and games.
- I find there are too many games similar to Star Wars. Please do something about Gung Ho...
- Software is expensive.
- Software prices are high!!
- Software is getting expensive.
- Too expensive.
- If the increase in the number of second hand stores puts pressure on the industry...
- It'd be nice if the Tokyo Game Show could be held for three days. GO tri-Ace!
- Please lower the prices!
- I can understand hardware being out of stock, but there's no excuse for software being out of stock.
- Only specifications for hardware keep being upgraded, but I hope that the industry keeps on growing.
- I don't like it when release dates are postponed.
- I often see a game released not too long ago already at a second hand store with a low price tag. Won't people stop buying new games?
- I don't understand why release dates keep changing.
- Expressions are limited too much.
- Make it a priority to create games that don't frustrate the players.
- As long as you produce professional work, that's all that's needed.
- Make the contents of the games your selling point, not the graphics!!

Note) Comments are unedited.

- Quality has improved too much compared to the past. My favorite company (small-scale) was driven out of business.
- Please remake old games.
- Dear manufacturers and game creators: These days I can't find games that I feel like buying. Please make something interesting.
- I feel that a gap is being formed between how the manufacturers and consumers think.
- Metal Gear Solid is amazing.
- I want more games to be made into cartoons, movies, etc.
- I want the price to be lowered a little more (¥5,000~6,000).
- Please lower the prices of the hardware and the software a bit more.
- I want you to increase the number of on-line games.
- Please create games as you like, without being restricted in any way.
- More remakes!
- Please reduce your prices!
- Check out and take hints from the old games that were really interesting.
- Make the games cheaper (by finding sponsors).
- I want the game industry to become more considerate of casual players. Also, the new games are too expensive these days! I can see that a lot of money was put into developing them, but can't they be made cheaper?
- I want RPG with elements that can be played to the last detail.
- Won't crime increase with these games becoming too realistic?
- Please release remakes.
- Ratings aren't enough. Games with extreme contents should be regulated or stop being manufactured/distributed.
- It's important to follow the ratings, but don't self-regulate too much.

Female

- We don't need software for PS3. It's sad to see manufacturers going out of business.
- I'm drawn to beautiful, clear graphics.
- Make the game more interesting, don't just emphasize graphics.
- There are too many different types of hardware. I'm keeping myself from buying one because I don't know which one has the software that interests me. I wish there were software packages that could be played using any hardware.
- I want you to make more games with interesting contents instead of just good graphics.
- Speed up the processing of NG messages to the board! If you can't, outsource the work!
- Put more energy into making the stories interesting.
- I want something that lets you enjoy the old-time 2D feeling.
- Don't narrow down the ads. Play them on all channels.
- These days there aren't many simple games (with easy handling and easy completion of levels) or "lousy games", so it's hard to enjoy casual playing.
- Make RPGs that have stories with depth like the old FFs.
- Software is expensive.
- Too much expensive software.
- Keep to the announced release dates.
- It's good that the technical quality is improving, but the functions are getting too difficult for me to keep up with, and I think there are a lot of games out there now that have unappealing stories.
- It would be nice if more original games were released instead of those based on comic books or sequels of popular games.
- Please release silly games.
- I want games that are easier to understand and easier to progress with. No more emphasis is needed on CGs — I want something that's easy to play.
- I want more RPGs that can be played with cooperating players.
- Make more games for women. Not for "girls" but for "women" (they don't have to be love-story games).
- Please include explanations of terms in the hardware. It's a nuisance to have to buy books to look them up.

Age: 25-29

Male

- The best edition is released too early. You feel like you lost out in buying the regular one.
- It looks like PS3 is going to keep on releasing games in series. The times of SFC were the best...especially around FF5...
- I think with RPGs, too much manpower is put into the parts unrelated to the story. For example, what is the license for FF12? It's a pain in the neck!
- I don't want energy put into areas unrelated to game software.
- There aren't enough events.
- Put more emphasis on the contents of the game, not just the CGs.
- I want to play something interesting.
- Please provide more ways of playing on-line.
- Make real plans for projects.
- For popular characters there's no choice, but for others, I wish there were some options for names and appearances.

Note) Comments are unedited.

- Please make new, interesting software. It doesn't matter if it's for old-type hardware or has low-grade specifications.
- I have no use for games that only have good CGs.
- I want you to put more emphasis on the sense of accomplishment for completing a level.
- Please reduce the price of the software.
- I think the handling of the games should be made a bit simpler.
- Please disseminate a system of purchasing games by downloading.
- Please do something to prevent limited editions from going to resellers!! (This is a desperate wish!)
- There are too many sequels these days.
- I wish you'd publicize how great Xbox is in magazines and other media.
- There are a lot of sequels with poor quality.
- I want the new hardware to do well and plan to buy it so please keep the cost of software low.
- Only series are released with new hardware. Too many games that are just impressive movies and boring games. I think the industry is going to scale down.
- It's just too unfair that the prices of a newly released game and a used game differed by only 100 yen.
- Put more energy in schooling.
- I'm worried that with improvements in specifications, the market will be dominated by large-scale companies and the industry will lose free competition.
- SEGA, please make it easier to get connected with the network.
- Way too expensive! And there are too many of the same old games.
- I want more games that can be played in less time.
- Make second-hand products cheaper.
- Sometimes I feel like I'm being pushed by the manufacturers. I get disappointed after buying games like Star Fox DS that can be played only with a pen or ones that can be enjoyed only by certain people. Good games continue to be fun to play even a long time after their release. I hope you will put your efforts into making games like that.
- Make sure you de-bug!
- There're just too many regulations! Loosen them and release more interesting games.
- I want more MMOs of Japanese companies.
- I'm rooting for the Japanese game manufacturers! I think it's a good idea to release more games that players can purchase items for.
- Customer service is poor for on-line games.
- I want more on-line only products to be for general sale.
- I'm hoping that Mr. Tetsuya Nomura will continue to create the KH sequels.
- I ask you to be sure to de-bug the games. I don't care if that makes them more expensive or delays the release date for a year. Release something that is worth waiting that long for.
- Release dates are postponed too often.
- I wish the premium price of videogame software is lowered by making it into a virtual console of Wii. The resellers may complain, but we don't care!
- I want to play something completely new and unique, something dangerous.
- Make RPGs with more interesting stories.
- Please lose more money.
- Please hold more presentations of new games like this one.
- Make games cheaper!
- If they were cheaper...
- Please listen to the players.
- I don't think the industry is keeping up with changes among the consumers. Please keep us hooked on you! (Focus on maintenance and follow-up for on-line games!) I'll still play PSU though. Oh, and Korean games are boring. Can't you reduce their booth space?
- I don't understand the criteria for the ratings.
- Ratings aren't necessary.

Females (Age: 25-29)

- There are too many releases at 7 o'clock. Especially hardware and popular software... Also, prices are too high.
- Please re-make masterpieces from the past. New releases are OK, but SFC editions and recent software batteries aren't good.
- There's no point in just the CGs being improved.
- Dear SONY, please let me know the timing of price reduction.
- If you keep on ignoring the consumers, you're going to fail. (SQUARE ENIX)
- Consumers are taken too lightly. That's why the position of the game industry remains low.

Age: 30-39

Male

- Release MMO games that can be played in less than 30 minutes.
- Too many 3D games are released.

Note) Comments are unedited.

- I want simple but profound games like M.U.L.E. to be re-released.
- Improve the quality of MMORPG data processing.
- There's no need to do anything outside of the game industry like what's being done with PS3.
- Xbox360 gave me a sense of momentum. I think it's going to be great.
- Please expand the environment for easier game playing by hooking up with arcades, etc.
- Don't release games in series easily without putting in much effort. I expect games that can compete with foreign products.
- I want lots of events to be held.
- Instead of concentrating on creating products that will sell, please make hardware and software from the genuine perspective of what you want to create and play yourself.
- There are too many self-satisfying large-scale games.
- Don't release sequels in quick succession. I lose track of how many were released and in any case, I don't have the time to play them
- Please distribute free leaflets at stores.
- Value past games.
- There are just too many and there's too little information on games other than newly released ones.
- Keep up the good work!
- I want to buy cheaper products and games that emphasize the characters, handling and screen quality. It's difficult for me to play games for which it's hard to complete levels, but my idea is to enjoy them even if I have to use software tools of more than two companies to simplify them.
- I expect improvements in ease of handling and hardware quality.
- Reduce hardware prices.
- Please hold game shows twice a year!
- Some games are priced inappropriately.
- The Japanese game industry is world-class, but this fact is not acknowledged by the general public. The industry should do something about this.
- I think NINTENDO is selfish for retreating from the TGS just because they lost the battle to SCE with the existing hardware.
- I hate the fact that there are limited edition software packages that aren't sold at just any old store.
- KOEI, do something about that amazing number of bugs!
- Please keep on releasing wonderful games!
- I can't say anything cause I haven't had enough money to buy anything.
- If the industry brought politicians on their side, it should be possible to suppress the criticism by the stupid media quite a bit. Also, SONY is weird these days. Let me tell you, PS3 is still too expensive! I can wait another year.
- Please try your best not to increase software prices.
- Software prices are high.
- If you have done the ratings properly, keep them on the games for selling and buying (second hand).
- There should be more servers for the on-line games.
- Please check out consumer reviews on the on-line postings, and give serious thought to them. A half-baked game shouldn't be released.
- Please give a boost to the industry with the new releases at the end of the year.
- Don't pour your energy into the technical development of hardware — instead you should think about extending the life of existing hardware.
- I find it strange that there are no questions on the use of high-vision TV, Internet, Youtube, iPod, etc. You should acknowledge the fact that game manufacturers have rivals outside of the industry as well. The comment of NINTENDO president, Mr. Iwata, and the success of "Love & Berry" are well worth giving serious thought to.
- The package should indicate how many people can play.
- I don't mind the release date being postponed, just let us know earlier.
- The attitude of the clerk at the Square Enix booth was terrible (a male clerk in charge of guiding visitors). Too bad the games are good.
- Please make Play Station cheaper. ¥49,000 is still too expensive.
- I don't like it that the release dates for Microsoft products differ in Japan. Please export.
- Don't make games for geeks, make them for the general public.
- Games are expanded into too many media. You can't keep up with them unless you follow all of the sources.
- Same old thing.
- There wasn't anything new, just sequels. I was a bit disappointed!
- Please reduce the price of new products. Also, I wish dealers wouldn't set premium prices.
- Make them cheaper!
- Make games with imagination!!
- All remake games become totally different products.
- I don't like the fact that the industry depends too much on sequels.
- I wish software was cheaper.
- Please sell software packages for a longer time. They are discontinued right away!

Note) Comments are unedited.

- There are many kinds of games I want to play, but for too many of them it takes too long to complete the final level, so I can't play them.
- Make games in which you defeat, rather than kill, the opponent!!
- Won't contact with players decrease unless you give more attention to the stores?
- I don't have anything special to say but please keep on making fun games.
- Please make low-priced products.
- Please make low-priced products.
- The prices of the network games are too high. Charges of more than ¥1,000 a month are unbelievable. ¥300~500/month would be ideal.
- Once you decide on a release date, stick to it.
- Give more thought to the release dates. We've reached the limit for selling games during the Christmas and New Year's holidays (because of competition from other types of games).
- Give more thought to the release dates. We've reached the limit for selling games during the Christmas and New Year's holidays (because of competition from other types of games).

Female

- When I came at about 9:30 a.m. on the 23rd, I was held up for about an hour outside, and sent to the end of the line-up for people with same-day tickets. There was no point in buying tickets in advance. What's this all about?
- On-line games lag behind as far as systems, security and rules are concerned.
- Too much effort is put into graphics.
- Go CLOVER STUDIO!!
- More advertising of the game release dates would be good.
- I often wonder if perks are going to be added.
- The system has become too complex. MMORPG is not made for working adults.
- There are too many software packages with perks. I don't think they're necessary. It would be easier to buy software if the price was reduced a little more. I think varying the perks from dealer to dealer is bad for consumers. As for series, good systems should be kept, and systems with problems should be improved. Consumer opinions should be reflected more in the products.
- I have had no luck in finding NINTENDO-DS Lite in stores. Supply is not keeping up with demand.
- Release software that is worth its price.
- For a change, please release software that doesn't completely rely on graphics. Please make all games playable on-line.
- I welcome the best editions, but it's sad to see the price of a newly released software drop so fast.
- Reservations and other perks shouldn't differ between dealers.

Age: 40-49

Male

- Dear CAPCOM, the system of Bio Hazard is too weird and unimpressive. The trilogy of the RBG simulation is not a good idea. In general, the contents of the games are a disaster.
- I want hardwares to be compatible.
- Doesn't handling tend to be overly complicated?
- The way large-scale games are placed above everything else gets on my nerves. I want to play good-quality software, not something with excessive embellishment. In that sense, I look forward to Wii.
- Price is too high.
- More new-release collections like this one would be nice. I want to play simple role-playing games. Games are getting too difficult.

Female

- Please use talented voice actors.
- Keep up with maintenance.

Age: 50 or older

Male

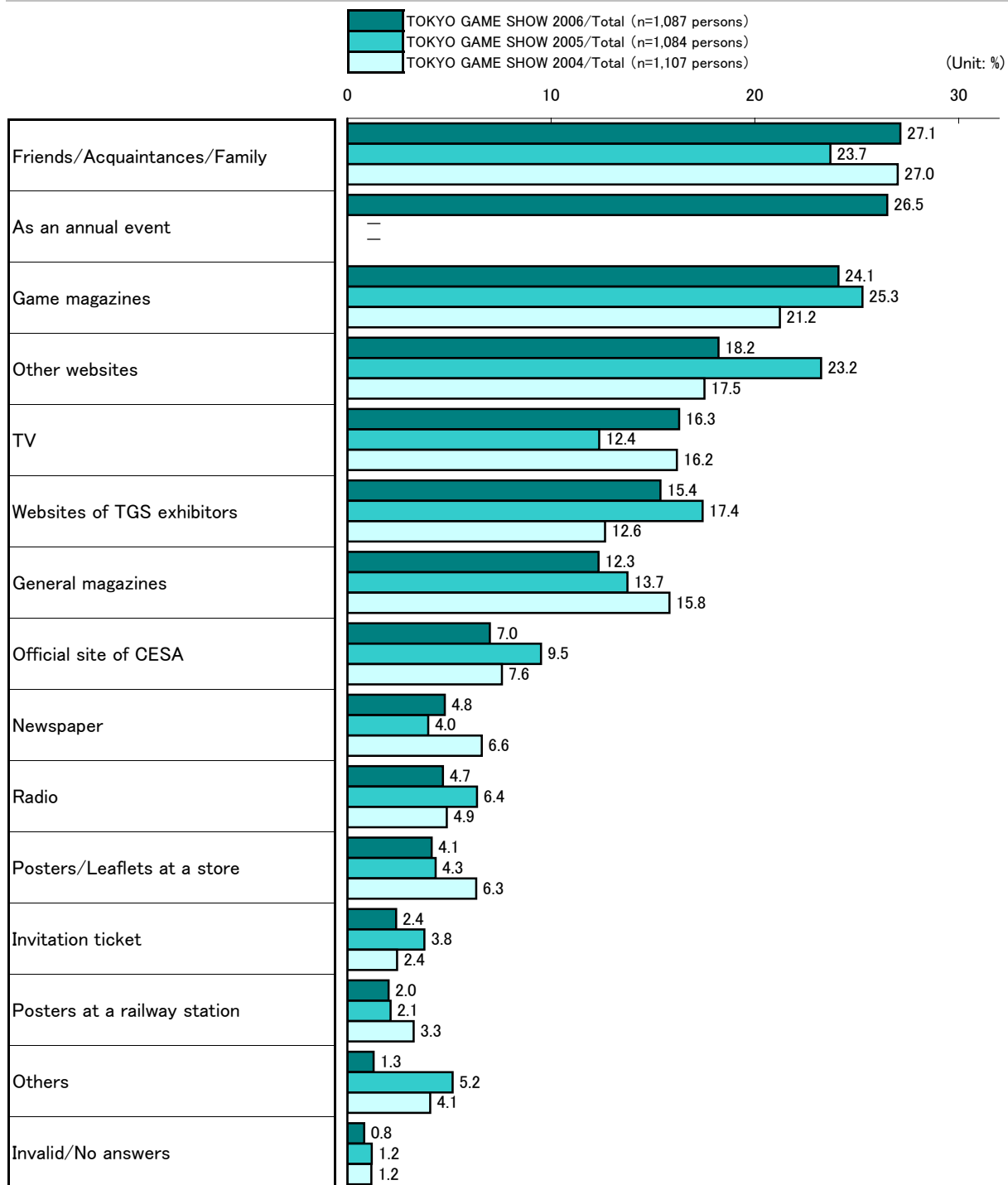
- Games are expensive.
- Software prices are too high.
- Too expensive.

Note) Comments are unedited.

XI. Turnout at TOKYO GAME SHOW 2006

1. Information source about TOKYO GAME SHOW 2006 《Multiple answers》

[Q] How did you know of "TOKYO GAME SHOW 2006"? Choose any number of answers.



Note) From TOKYO GAME SHOW 2006 survey, "As an annual event" was added to the categories.

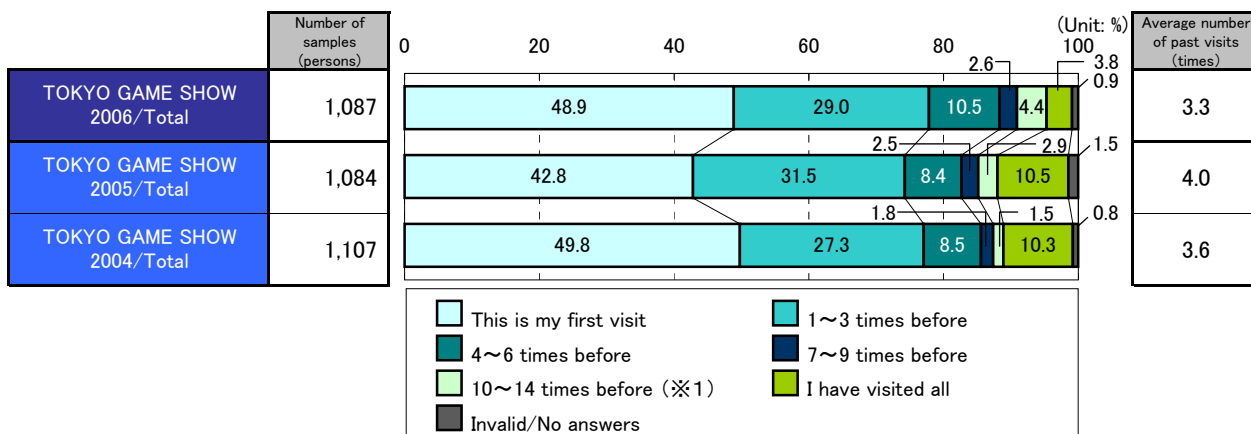
- Those who found out about the show from "friends/ acquaintances/ family" increased compared to last year (27.1%) Especially the rate was high among female respondents (33.2%).
- Male users tended to select "Game magazines" or "Other websites" but the rates of both categories decreased compared to last year.
- The newly added "As an annual event" which belonged to the "Others" category until last year was selected by 26.5% of the total respondents.

(Unit: %)

	TOKYO GAME SHOW 2006/Total	Gender and Age																		Frequency of playing household videogames				
		Male	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	Female	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	Heavy user	Middle user	Light user
Number of samples (persons)	1,087	855	11	46	88	104	268	135	144	46	13	232	2	7	14	33	63	42	49	20	2	366	433	288
Friends/ Acquaintances/ Family	27.1	25.5	18.2	41.3	38.6	39.4	26.1	20.7	12.5	8.7	15.4	33.2	50.0	42.9	28.6	45.5	39.7	23.8	24.5	25.0	100.0	28.1	27.5	25.3
As an annual event	26.5	26.5	9.1	6.5	11.4	19.2	35.1	35.6	27.8	15.2	30.8	26.3	0.0	0.0	28.6	27.3	23.8	26.2	32.7	30.0	0.0	27.9	28.6	21.5
Game magazines	24.1	26.4	9.1	30.4	15.9	25.0	27.6	35.6	28.5	15.2	7.7	15.5	0.0	28.6	21.4	9.1	11.1	11.9	30.6	5.0	0.0	28.1	27.3	14.2
Other websites	18.2	19.5	9.1	8.7	25.0	13.5	19.0	20.7	20.8	28.3	30.8	13.4	0.0	14.3	35.7	6.1	19.0	9.5	8.2	15.0	0.0	14.8	20.3	19.4
TV	16.3	17.3	36.4	34.8	18.2	21.2	16.8	13.3	11.8	13.0	30.8	12.5	0.0	0.0	0.0	9.1	4.8	11.9	20.4	35.0	50.0	16.9	15.9	16.0
Websites of TGS exhibitors	15.4	14.7	0.0	8.7	13.6	16.3	17.5	19.3	12.5	4.3	0.0	17.7	0.0	14.3	42.9	21.2	15.9	16.7	16.3	10.0	0.0	15.8	14.8	15.6
General magazines	12.3	13.3	9.1	21.7	14.8	8.7	16.0	14.8	7.6	13.0	7.7	8.6	50.0	0.0	7.1	9.1	3.2	7.1	12.2	20.0	0.0	11.7	13.2	11.8
Official site of CESA	7.0	7.7	0.0	2.2	5.7	1.0	9.7	11.1	10.4	4.3	7.7	4.3	0.0	0.0	7.1	3.0	0.0	2.4	8.2	15.0	0.0	7.7	6.5	6.9
Newspaper	4.8	5.5	9.1	2.2	5.7	3.8	5.6	1.5	6.3	10.9	38.5	2.2	0.0	0.0	7.1	0.0	0.0	0.0	4.1	10.0	0.0	2.7	5.1	6.9
Radio	4.7	5.3	9.1	0.0	5.7	4.8	5.6	5.9	6.3	4.3	0.0	2.6	0.0	0.0	7.1	6.1	1.6	2.4	0.0	5.0	0.0	3.8	3.5	7.6
Posters/ Leaflets at a store	4.1	4.6	9.1	6.5	1.1	1.0	5.6	6.7	6.3	0.0	0.0	2.6	0.0	0.0	14.3	0.0	1.6	7.1	0.0	0.0	0.0	5.2	3.7	3.5
Invitation ticket	2.4	2.1	0.0	0.0	0.0	1.9	5.2	0.7	0.7	0.0	0.0	3.4	0.0	0.0	0.0	3.0	4.8	2.4	6.1	0.0	0.0	2.2	2.3	2.8
Posters at a railroad station	2.0	2.2	9.1	2.2	2.3	0.0	3.4	3.0	0.7	2.2	0.0	1.3	0.0	0.0	7.1	0.0	0.0	4.8	0.0	0.0	0.0	2.2	1.8	2.1
Others	1.3	1.4	0.0	0.0	1.1	2.9	2.6	0.0	0.7	0.0	0.0	0.9	0.0	0.0	0.0	3.0	0.0	2.4	0.0	0.0	0.0	1.4	0.9	1.7
Invalid/ No answers	0.8	0.8	0.0	2.2	0.0	2.9	0.0	1.5	0.0	2.2	0.0	0.9	0.0	0.0	0.0	0.0	1.6	2.4	0.0	0.0	0.0	0.8	0.7	1.0

2. Number of past visits to TOKYO GAME SHOW

[Q] TOKYO GAME SHOW has been held 15 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn in 2002, 2003, 2004 and 2005). How many times have you visited?



		Number of samples (persons)	This is my first visit	1~3 times before	4~6 times before	7~9 times before	10~14 times before (*1)	I have visited all	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	48.9	29.0	10.5	2.6	4.4	3.8	0.9
Gender and Age	Male	855	47.3	29.1	11.0	2.5	5.0	4.2	0.9
	3~9	11	63.6	27.3	9.1	0.0	0.0	0.0	0.0
	10~12	46	52.2	32.6	6.5	4.3	2.2	0.0	2.2
	13~15	88	73.9	18.2	3.4	1.1	1.1	1.1	1.1
	16~18	104	61.5	24.0	6.7	1.9	1.9	2.9	1.0
	19~24	268	47.8	32.8	9.7	2.2	3.7	3.4	0.4
	25~29	135	31.9	34.1	17.0	1.5	8.1	5.2	2.2
	30~39	144	29.9	26.4	18.1	4.9	11.1	9.0	0.7
	40~49	46	54.3	30.4	8.7	2.2	2.2	2.2	0.0
	50 or older	13	38.5	30.8	7.7	0.0	7.7	15.4	0.0
	Female	232	54.7	28.4	8.6	3.0	2.2	2.2	0.9
	3~9	2	100.0	0.0	0.0	0.0	0.0	0.0	0.0
	10~12	7	100.0	0.0	0.0	0.0	0.0	0.0	0.0
	13~15	14	50.0	35.7	7.1	0.0	0.0	7.1	0.0
16~18	33	60.6	24.2	6.1	3.0	6.1	0.0	0.0	
19~24	63	63.5	25.4	6.3	0.0	1.6	3.2	0.0	
25~29	42	47.6	40.5	7.1	2.4	0.0	0.0	2.4	
30~39	49	44.9	26.5	12.2	8.2	2.0	4.1	2.0	
40~49	20	35.0	35.0	20.0	5.0	5.0	0.0	0.0	
50 or older	2	100.0	0.0	0.0	0.0	0.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	366	49.7	29.0	10.4	2.2	3.8	4.1	0.8
	Middle user	433	47.3	27.9	11.5	3.5	4.8	3.9	0.9
	Light user	288	50.0	30.6	9.0	1.7	4.5	3.1	1.0
Degree of satisfaction	Satisfied (*2)	839	48.4	29.1	11.4	2.5	4.3	3.6	0.7
	I can't say	167	53.3	30.5	6.6	2.4	3.0	3.6	0.6
	Not satisfied (*2)	71	45.1	26.8	9.9	4.2	9.9	4.2	0.0
	Invalid/No answers	10	40.0	10.0	0.0	0.0	0.0	20.0	30.0

*1: The term "10-13 times before" was used in the TGS 2005 survey, while "10-12 times before" was used in the TGS 2004 survey.

*2: The respondents who selected "much satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "not satisfied" category.

- First timers increased from last year and amounted to 48.9% of total respondents.
- Those who had come 3 or less times in the past (4 or less including this year) consisted 77.8% of total respondents and the average number of visits (3.3) decreased compared to the previous survey.
- Nearly half of the "light users" visited the show for the first time this year.

3. Company booths the respondents thought was the best 《Free answer》

[Q] Which company's booth do you think was the best among all the exhibitors at Tokyo Game Show 2006?
Please specify only one company.

(807 valid responses: n=1,087)

Names of company booths	Persons Qty
SQUARE ENIX	153
Sony Computer Entertainment	133
BANDAI NAMCO Games (*1)	93
CAPCOM	74 each
KONAMI	
SEGA	50
KOEI	49
Microsoft	37
SNK PLAYMORE	16
Tecmo	15
NTT DoCoMo	13 each
TAITO	
NHN Japan (Hangame)	12 each
HUDSON	
Marvelous Interactive	10
Soft Bank (vodafone)	9
KDDI	7 each
PROTOTYPE	

Names of company booths	Persons Qty
D3PUBLISHER	5
NETTS	4 each
IREM SOFTWARE ENGINEERING	
TAKARA Tommy (*2)	2
NeoWiz Japan	
Cykan	1 each
EASYFUN	
Alchemist	
KID	
GameCenter CX	
Genki	
Serendipity	
Famitsu (Enter Brain)	
FromSoftware	
Media Works	
UBITECHNO	

Note 1) When a product name is answered instead of a company booth name, it is counted as an answer for the company booth name.
e.g.) "PS3" → "Sony Computer Entertainment" and "Xbox360" → "Microsoft"

Note 2) Various expressions of BANDAI NAMCO Games (*1) and TAKARA Tommy were all included for the respective companies.

(Ref.) Break down of BANDAI NAMCO Games →

"BANDAI NAMCO Games"	31
"BANDAI NAMCO"	27
"NAMCO/BANDAI"	2
"BANDAI"	19
"NAMCO"	14

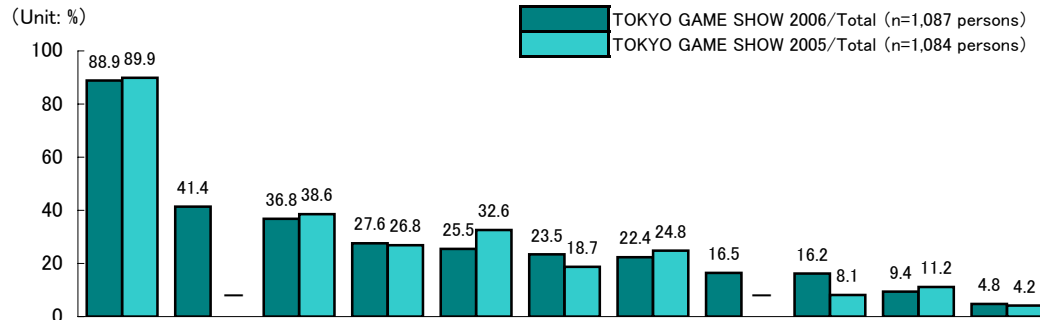
(Ref.) Break down of TAKARA Tommy →

"TAKARA Tommy"	3
"TAKARA"	1

• SQUARE ENIX booth was the most popular. Followed by Sony Computer Entertainment, and BANDAI NAMCO Games.

4. Areas the respondents visited 《Multiple answers》

[Q] The booths exhibited at Tokyo Game Show 2006 were roughly grouped into the following areas.
Choose all areas you visited.



		Number of samples (persons)	Exhibitors' General Area (Hall 2-6)	Videogame Museum (Hall 2)	Sales Area (Hall 7)	Dining Place (Hall 7)	Mobile Content Area (Hall 4)	Game School Area (Hall 7)	Event Stage (Hall 8)	Development tools & Middleware Area (Hall 2/3)	International Pavilion (Hall 3)	Kids' Area (Hall 8)	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	88.9	41.4	36.8	27.6	25.5	23.5	22.4	16.5	16.2	9.4	4.8
Gender and Age	Male	855	90.3	44.3	35.2	26.9	26.2	24.2	20.5	18.0	17.1	9.2	4.4
	3~9	11	72.7	36.4	18.2	18.2	27.3	27.3	0.0	9.1	9.1	63.6	9.1
	10~12	46	71.7	32.6	23.9	30.4	21.7	32.6	13.0	13.0	19.6	43.5	10.9
	13~15	88	84.1	45.5	25.0	23.9	17.0	27.3	17.0	18.2	17.0	8.0	5.7
	16~18	104	92.3	64.4	44.2	32.7	34.6	32.7	29.8	26.0	19.2	8.7	5.8
	19~24	268	94.4	42.9	39.6	28.0	29.1	28.0	23.5	17.2	17.5	3.4	3.0
	25~29	135	90.4	43.7	36.3	23.7	21.5	17.8	19.3	20.0	14.1	3.0	5.2
	30~39	144	90.3	41.7	31.9	22.9	24.3	14.6	13.9	13.9	16.7	4.2	4.2
	40~49	46	93.5	34.8	30.4	30.4	32.6	19.6	21.7	21.7	19.6	32.6	0.0
	50 or older	13	100.0	23.1	38.5	38.5	23.1	15.4	30.8	7.7	15.4	15.4	0.0
	Female	232	83.6	30.6	42.7	30.2	22.8	20.7	29.3	10.8	12.9	9.9	6.0
	3~9	2	50.0	50.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	100.0	0.0
	10~12	7	57.1	0.0	14.3	14.3	14.3	14.3	0.0	0.0	0.0	42.9	14.3
	13~15	14	85.7	42.9	50.0	28.6	28.6	21.4	21.4	14.3	14.3	7.1	7.1
	16~18	33	87.9	18.2	51.5	51.5	15.2	30.3	42.4	0.0	6.1	0.0	0.0
	19~24	63	82.5	41.3	39.7	31.7	23.8	20.6	30.2	12.7	19.0	0.0	6.3
	25~29	42	85.7	35.7	38.1	23.8	21.4	14.3	28.6	16.7	21.4	11.9	7.1
30~39	49	81.6	28.6	51.0	28.6	30.6	20.4	30.6	10.2	8.2	14.3	10.2	
40~49	20	95.0	15.0	40.0	20.0	20.0	25.0	20.0	10.0	5.0	25.0	0.0	
50 or older	2	50.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	366	88.0	42.6	38.5	28.4	24.6	26.8	21.6	15.8	16.7	13.7	4.9
	Middle user	433	90.8	46.4	39.0	28.4	26.8	23.1	22.9	18.0	16.2	5.8	3.9
	Light user	288	87.2	32.3	31.3	25.3	24.7	19.8	22.6	14.9	15.6	9.4	5.9
Degree of satisfaction	Satisfied (*)	839	91.2	42.0	37.7	27.2	25.3	24.3	23.0	16.7	16.1	9.4	3.1
	I can't say	167	82.6	40.1	31.7	28.7	27.5	19.8	20.4	15.0	16.2	7.8	6.6
	Not satisfied (*)	71	88.7	43.7	43.7	33.8	26.8	25.4	22.5	19.7	19.7	14.1	7.0
	Invalid/No answers	10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0

(Unit: %)

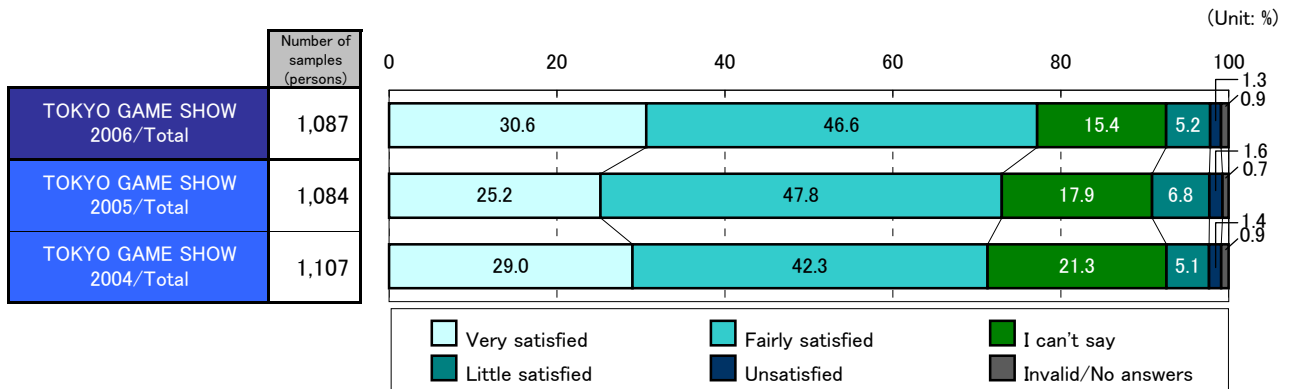
Note) In TOKYO GAME SHOW 2006, some booths were placed in areas differing from those in TOKYO GAME SHOW 2005.

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

• "Exhibitors' General Area" was visited by 88.9% of total respondents, followed by the new "Videogame Museum" that was visited by 41.4%.
• More female respondents tended to visit the "Sales Area", "Dining Place", "Event Stage" and "Kids' Area".

5. Degree of satisfaction with TOKYO GAME SHOW 2006

[Q] How much are you satisfied with "TOKYO GAME SHOW 2006"?



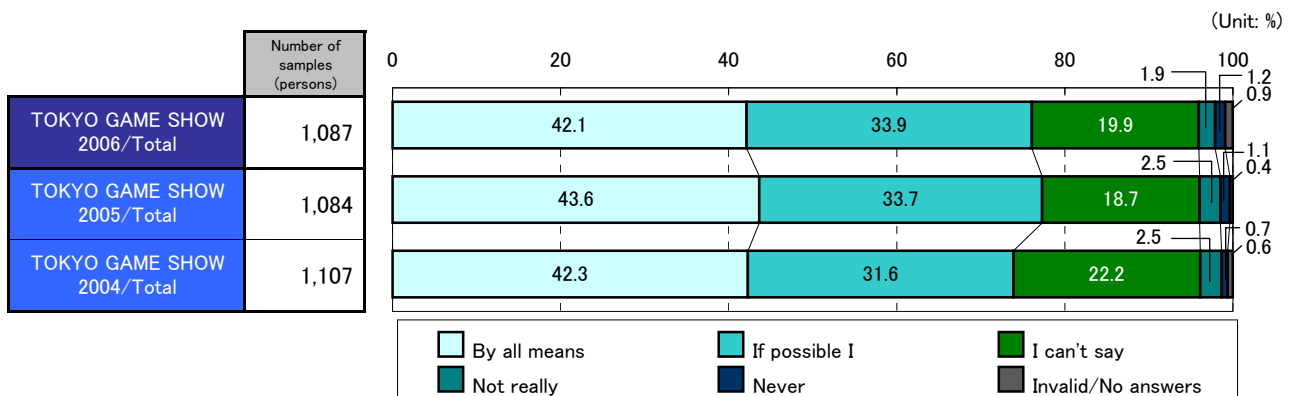
(Unit: %)

		Number of samples (persons)	Very satisfied	Fairly satisfied	I can't say	Little satisfied	Unsatisfied	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	30.6	46.6	15.4	5.2	1.3	0.9
Gender and Age	Male	855	32.5	45.6	14.4	4.8	1.6	1.1
	3~9	11	27.3	72.7	0.0	0.0	0.0	0.0
	10~12	46	56.5	26.1	13.0	0.0	2.2	2.2
	13~15	88	52.3	34.1	6.8	4.5	1.1	1.1
	16~18	104	38.5	44.2	11.5	2.9	1.9	1.0
	19~24	268	29.1	50.0	14.9	3.7	1.5	0.7
	25~29	135	34.1	44.4	14.1	4.4	1.5	1.5
	30~39	144	20.1	54.9	13.9	8.3	1.4	1.4
	40~49	46	15.2	34.8	39.1	8.7	2.2	0.0
	50 or older	13	23.1	38.5	15.4	15.4	7.7	0.0
	Female	232	23.7	50.0	19.0	6.9	0.0	0.4
	3~9	2	0.0	50.0	0.0	50.0	0.0	0.0
	10~12	7	14.3	28.6	28.6	28.6	0.0	0.0
	13~15	14	42.9	42.9	14.3	0.0	0.0	0.0
16~18	33	42.4	48.5	9.1	0.0	0.0	0.0	
19~24	63	25.4	47.6	17.5	9.5	0.0	0.0	
25~29	42	11.9	57.1	21.4	7.1	0.0	2.4	
30~39	49	22.4	49.0	24.5	4.1	0.0	0.0	
40~49	20	10.0	60.0	20.0	10.0	0.0	0.0	
50 or older	2	0.0	50.0	50.0	0.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	366	37.4	44.3	11.2	4.4	1.9	0.8
	Middle user	433	30.5	48.5	13.9	5.1	1.2	0.9
	Light user	288	22.2	46.5	22.9	6.6	0.7	1.0
Number of past visits	This is the first visit	531	33.9	42.6	16.8	4.5	1.5	0.8
	1~14 times before	507	27.6	50.9	14.2	6.1	1.0	0.2
	I have visited all	41	26.8	46.3	14.6	4.9	2.4	4.9
	Invalid/No answers	8	25.0	37.5	0.0	0.0	0.0	37.5

- Over 77.2% of the total respondents were "very" or "fairly" satisfied with the show, an increase compared to the last year.
- The younger the visitor, the more satisfied he/she was with the show. The satisfaction degree of the light user group was a little low.

6. Intention to visit the next TOKYO GAME SHOW

[Q] Do you want to visit the next TOKYO GAME SHOW?



		Number of samples (persons)	By all means	If possible	I can't say	Not really	Never	Invalid/No answers
TOKYO GAME SHOW 2006/Total		1,087	42.1	33.9	19.9	1.9	1.2	0.9
Gender and Age	Male	855	43.0	32.6	20.0	2.0	1.3	1.1
	3~9	11	45.5	54.5	0.0	0.0	0.0	0.0
	10~12	46	63.0	15.2	17.4	2.2	0.0	2.2
	13~15	88	54.5	27.3	12.5	1.1	3.4	1.1
	16~18	104	38.5	33.7	23.1	2.9	1.0	1.0
	19~24	268	42.9	34.7	19.0	1.9	0.7	0.7
	25~29	135	45.2	28.1	23.0	2.2	0.0	1.5
	30~39	144	37.5	41.0	16.7	0.7	2.8	1.4
	40~49	46	30.4	28.3	34.8	6.5	0.0	0.0
	50 or older	13	15.4	30.8	46.2	0.0	7.7	0.0
	Female	232	38.8	38.8	19.4	1.7	0.9	0.4
	3~9	2	50.0	0.0	50.0	0.0	0.0	0.0
	10~12	7	0.0	57.1	14.3	14.3	14.3	0.0
	13~15	14	57.1	35.7	7.1	0.0	0.0	0.0
	16~18	33	48.5	33.3	18.2	0.0	0.0	0.0
	19~24	63	41.3	36.5	19.0	1.6	1.6	0.0
	25~29	42	26.2	47.6	21.4	2.4	0.0	2.4
30~39	49	44.9	34.7	20.4	0.0	0.0	0.0	
40~49	20	30.0	45.0	20.0	5.0	0.0	0.0	
50 or older	2	0.0	50.0	50.0	0.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	366	47.8	33.1	14.5	1.9	1.9	0.8
	Middle user	433	43.0	36.3	18.2	1.6	0.0	0.9
	Light user	288	33.7	31.6	29.2	2.4	2.1	1.0
Number of past visits	This is the first visit	531	35.0	34.5	24.9	2.8	2.1	0.8
	1~14 times before	507	47.1	35.5	15.8	1.2	0.2	0.2
	I have visited all	41	70.7	14.6	7.3	0.0	2.4	4.9
	Invalid/No answers	8	50.0	0.0	12.5	0.0	0.0	37.5
Degree of satisfaction	Satisfied (*)	839	50.2	36.9	12.2	0.5	0.2	0.0
	I can't say	167	16.2	26.9	51.5	3.6	1.8	0.0
	Not satisfied (*)	71	14.1	19.7	39.4	15.5	11.3	0.0
	Invalid/No answers	10	0.0	0.0	0.0	0.0	0.0	100.0

*The respondents who selected "much satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "not satisfied" category.

•76.1% of the total respondents wished to visit the next show "by all means" or "if possible". The proportion slightly decreased from the last year's survey.

•The intention of light users and first visitors to visit the next show was a little low.

Appendix 1) Sample Survey Form

Thank you for your cooperation in the "TOKYO GAME SHOW 2006" Visitors Survey
 - Computer Entertainment Supplier's Association <CESA> -

Q1 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 [Specifically]

3) Your occupation <Choose only one>

1. Pre-school children 4. Senior high school student 6. College/Graduate school student 9. Part timer 12. Other
 2. Elementary school student 5. Junior college or vocational school 7. Company employee/Public employee 10. Housewife/Househusband [Specifically]
 3. Junior high school student student/awaiting entry to school 8. Self-employed 11. Unemployed

4) Your hobbies and interests other than games <Choose any number of answers>

1. Movie/Theater/Drama 7. Reading 13. Baseball 19. Traveling
 2. Comics/Cartoons 8. PC/Internet 14. Soccer 20. Fashion/Interior design
 3. Music 9. Photos/Arts 15. Golf 21. Cooking/Restaurants/Liquors
 4. Karaoke 10. Igo/Shogi/Mahjong 16. Combative sports 22. Love/Social meeting
 5. TV idols 11. Pachinko/Pachislo 17. Fishing/Outdoor activity 23. Study/Languages/Licenses
 6. Vaudevilles 12. Horse race/Cycle race/Motorboat race 18. Cars/Motorbikes/Driving 24. Other [Specifically]

Questions about household videogames

Q2 1) What game machines do you have? <Choose any number of answers> *Exc. PCs and mobile phones.

1. Nintendo GameCube 6. Game Boy Advance (incl. SP) 11. Xbox360
 2. Nintendo 64 7. Game Boy (incl. Color) 12. Xbox
 3. Super Famicom 8. PlayStation 2 13. Dreamcast
 4. Nintendo DS (Lite included) 9. PlayStation (incl. PSone & COMBO) 14. Other
 5. GameBoy Micro 10. PSP "PlayStation Portable" [Specifically]

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

1. Wii [Unreleased] 5. Game Boy Advance (SP included) 9. Xbox360
 2. Nintendo GameCube 6. PlayStation 3 (unreleased) 10. Other
 3. Nintendo DS (Lite included) 7. PlayStation 2 [Specifically]
 4. Game Boy Micro 8. PSP "PlayStation Portable"

3) When buying a household videogame machine, how important is the body color? <Choose only one>

1. Very much 2. Somewhat 3. Not much 4. Not at all Go to [Q3]

[If the answer is "1" or "2"]

4) Which color do you prefer for the body of a household videogame machine? <Choose any number of answers>

1. Black 5. Metallic (Exc. gold and silver) 9. Color used for old-type game machines (e.g. Famicom color)
 2. White 6. Warm color (red, yellow, pink, orange, etc.) 10. Self-customize with stickers etc.
 3. Gold 7. Cold color (blue, green, purple, gray, etc.) 11. Other
 4. Silver 8. Pattern [Specifically]

Q3 Please choose the genre and type of game you like.

1) Genre <Choose any number of answers>

1. Role-playing 10. Shooting 19. Instrumental simulator (e.g. Pachinko and Pachislo)
 2. Nurturing simulation 11. FPS (First person shooter) 20. MMORPG (Massive multiplayer online role-playing game)
 3. Strategic simulation/Strategy 12. Sports 21. Battle-type network game
 4. Love simulation 13. Racing 22. Study/Learning/Training
 5. Adventure 14. Puzzle/Quiz 23. Information database/Practical softwares
 6. Action 15. Board game (e.g. Sugoroku) 24. Typing practice
 7. Rhythm-action (music/dance) 16. Variety/Party game 25. Construction (game designing tool)
 8. Sound novel (story accompanied by sound) 17. Strategic table game (e.g. Igo, Shogi and chess) 26. Communication
 9. Fighting competition 18. Gambling-type table game (e.g. Hanafuda, Mahjong and cards) 27. Other
 [Specifically]

2) Type <Choose any number of answers>

1. Feudal/Historical 6. Boys' love 11. Nurturing 16. Series 21. Other
 2. Adventure/Fantasy 7. Horror 12. Communication 17. Re-releases [Specifically]
 3. SF 8. Violence 13. Drama 18. Serious
 4. Love game (Main character: male) 9. Adult 14. Hobby 19. Gag (including silly ones)
 5. Love game (Main character: Female) 10. Riddle solving 15. Character 20. Omnibus (collection of games)

Q4 1) How often on average do you play games using a household videogame machine? <Choose only one> *Exc. 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 household videogames at a time? Give answers each for workdays and off-days.

【Workdays】 about () minutes 【Off-days】 about () minutes

Q5 1) Did you buy any videogame software in the last one year? <Choose only one> *Exc. PC games.

1. Yes 2. No Go to [Q6]

【If the answer is "1. Yes"】

2) Give the number each for "new-release regular price", "new-release low-priced package(s)*" and "second hand" package(s).
* New-release low-priced packages=those priced at less than 3,000 yen such as "PlayStation the Best" and "Famicom Mini"

New-release regular: () pc(s) New-release low-priced: () pc(s) Pre-owned: () pc(s)

3) If you were satisfied by the softwares you purchased, please indicate the name and the type of the console.
* Exc. PC and mobile phone games.

(Title /Console)

Q6 Among all the games which you used to play in game arcades or on old-type consoles (home-use consoles or PCs), is there any game you want to play again on the latest consoles? If so, please list the specific titles.

1. Yes (Title) 2. No

Q7 Do you have "Study/ Learning/ Training" software(s) for household videogames? <Choose only one> *Exc. PC and mobile phone games. If so, please list the titles and the console type.

1. Yes (Title /Console) 2. No

Q8 Do you have supplemental controllers for household videogames in addition to the one packaged with the console? *Exc. controllers for PC. If so, do you use it/them often? <Choose only one> Also, please list the type of the controller(s).

1. I own supplemental controller(s) and frequently use them.
2. I own supplemental controller(s) but seldom use them.
3. I don't own supplemental controller(s).

【If the answer is "1" or "2"】
(Specific controller types)

■ Questions about games played on mobile phones.

Q9 1) Do you play games on your mobile phone (incl. PHS)? <Choose only one>

1. I play habitually. 3. I have an interest but have never played before.
2. I used to play but not anymore. 4. I have no interest nor have played before. Go to [Q10]

【If the answer is "1"】

2) Where do you play games on mobile phones (incl. PHS)? <Choose any number of answers>

- | | | |
|------------------------|--|-----------------|
| 1. At home | 3. While riding on trains or buses | 5. Other |
| 2. In school/workplace | 4. While out somewhere waiting for someone | (Specifically) |

3) How long do you play games on mobile phones (incl. PHS) in a week? About () minutes

■ Questions about PC games

Q10 1) Do you play PC games? <Choose only one>

1. I play habitually. 3. I have an interest but have never played before.
2. I used to play but not anymore. 4. I have no interest nor have played before. Go to [Q11] (on the back)

【If the answer is "1"】

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

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

3) How long do you play PC games in a week? About () minutes

【Please go to ([Q11]) on the back】

Other game-related questions.

Q14 Have you seen advertisement clips of existing companies and products contained in the game? <Choose only one.>
If yes, please indicate the software title, the advertising company, and/or product.

1. Yes (Title _____ /Company and product name _____) 2. No

Q15 Have you ever filled out and mailed a survey form packaged together with a videogame software? <Choose only one.>

1. I send almost all survey forms. 2. I have sent survey form(s). 3. I never send survey forms.

Q16 1) Do you know that a "rating label" is attached to a game software package? <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 [Q17]

[If the answer is "1" or "2"]

2) Do you know how the "rating label" works? <Choose only one>
If yes, please describe its function.

1. I know much about it 2. I know roughly about it 3. I know little about it 4. I know nothing about it
If the answer is "1" or "2" → (Function you know of: _____)

3) Do you know that "Only 18 or older" was added to the rating labels this March? <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

Q17 Please put down freely any opinions you have (anything, including dissatisfaction or requests) about game companies, creators, distributors, retailers, software and so forth.

Questions about TOKYO GAME SHOW

Q18 1) How did you know of "TOKYO GAME SHOW 2006"? <Choose any number of answers>

1. TV 2. Radio 3. Newspaper 4. Game magazines 5. General magazines 6. Posters/Leaflets at a store 7. Posters at a railroad station 8. Friends/Acquaintances/Family 9. Official site of CESA 10. Websites of TGS exhibitors 11. Other websites 12. Invitation ticket 13. Personal routine 14. Other (Specifically _____)

2) TOKYO GAME SHOW has been held 15 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn in 2002, 2003, 2004 and 2005). 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) Which company's booth do you think was the best among all the exhibitors at TOKYO GAME SHOW 2006? Please specify only one company. ----->

4) The booths exhibited at TOKYO GAME SHOW 2006 were roughly grouped into the following areas. Choose all areas you visited. <Choose any number of answers>

1. Exhibitors' General Area (Hall 1-6) 2. Videogame Museum (Hall 2) 3. Development tools & Middleware Area (Hall 2-3) 4. International Pavilion (Hall 3) 5. Mobile Content Area (Hall 4) 6. Game School Area (Hall 7) 7. Sales Area (Hall 7) 8. Dining Place (Hall 7) 9. Kids' Area (Hall 8) 10. Event Stage (Hall 8)

5) How much are you satisfied with "TOKYO GAME SHOW 2006"? <Choose only one>

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

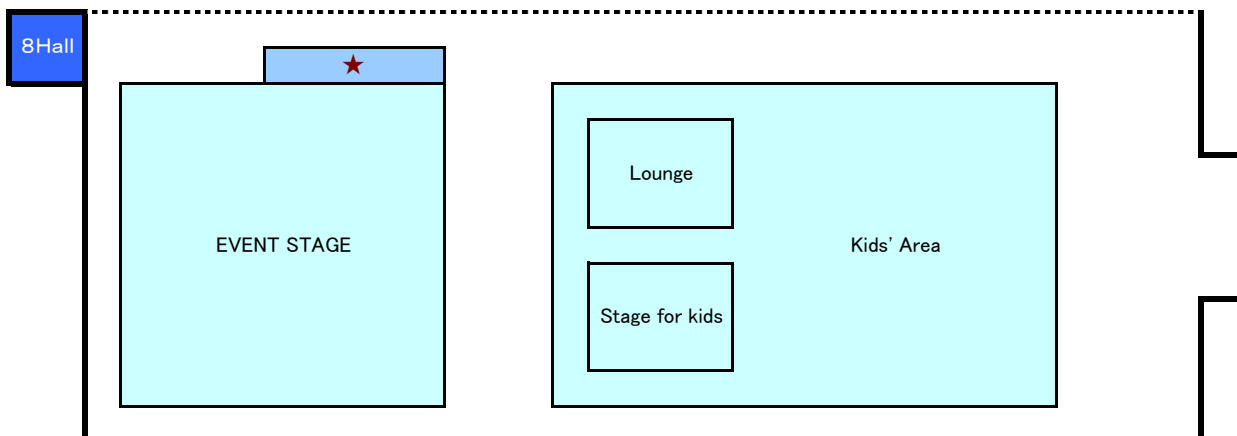
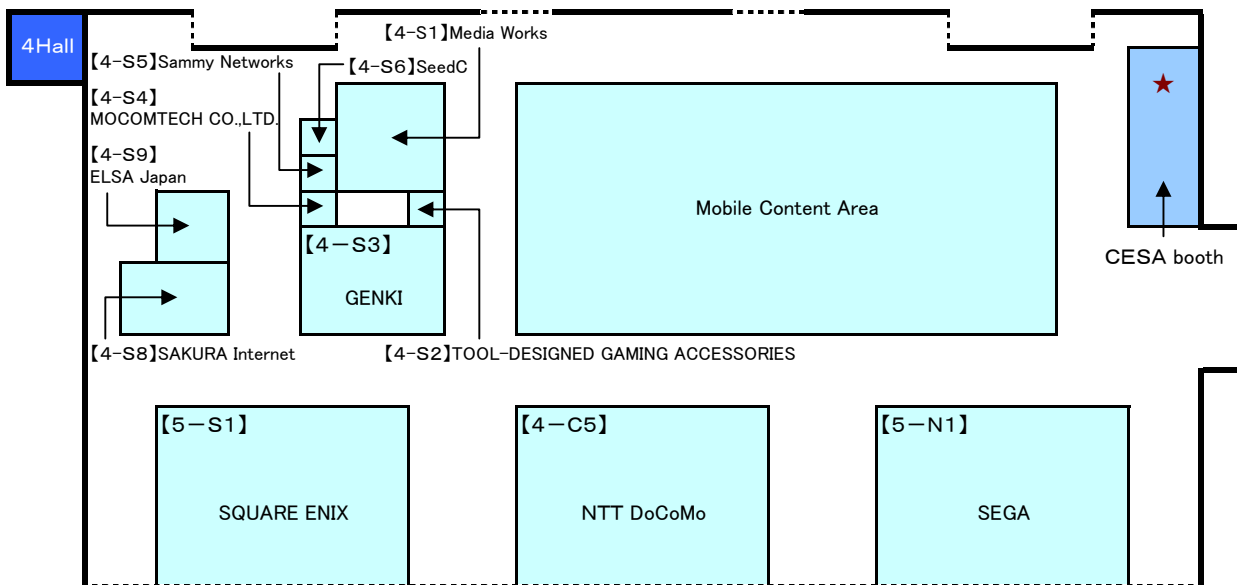
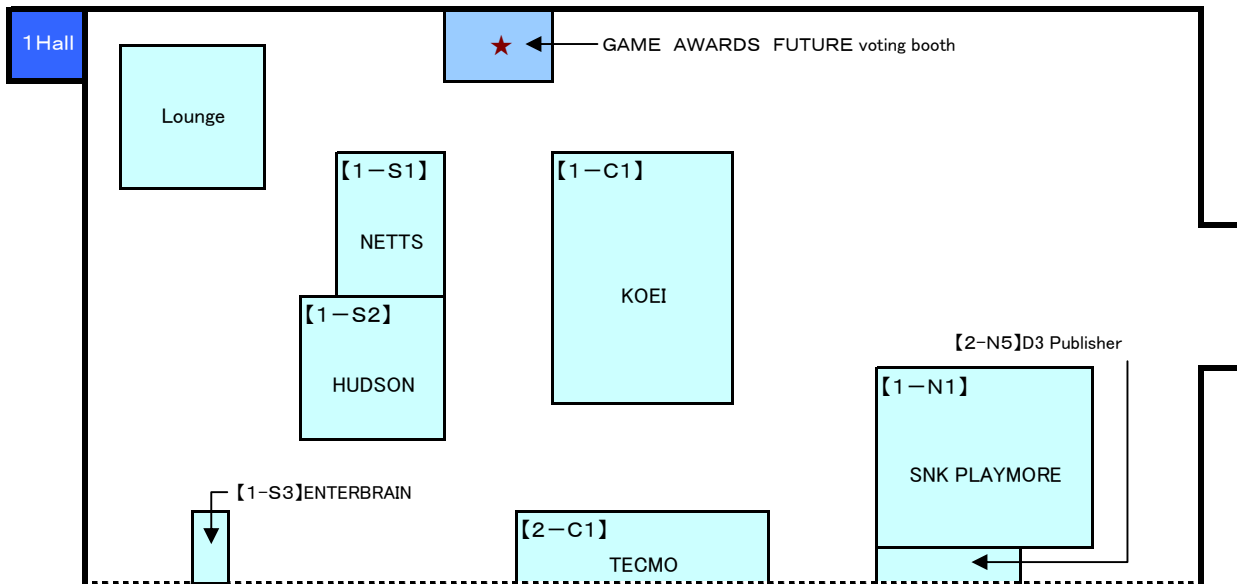
6) Do you want to visit the next TOKYO GAME SHOW? <Choose only one>

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

Thank you for your cooperation.

Appendix 2) Location of Questionnaire Booths

★ : Location of questionnaire booths



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TOKYO GAME SHOW 2006 Visitors Survey Report

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