

TOKYO GAME SHOW 2007

Visitors Survey Report

November 2007

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 2007 (hereafter, TGS 2007) 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 2007.
- 3 Method : Questionnaire survey at booths in TGS 2007 venue.
* Refer to P 72 for the locations of the booths.
- 4 Period : Sunday, September 23, 2007 [10:00 – 17:00]

5 Visitor Turnout :

	Total number of visitors (persons)	No. of collected samples	No. of valid responses
Sept. 20 (Thu)	29,783	—	—
Sept. 21 (Fri)	32,390	—	—
Sept. 22 (Sat)	64,795	—	—
Sept. 23 (Sun)	66,072	1,193 S	1,094 S
合計	193,040	1,193 S	1,094 S

* Sept. 20 (Thu.) and 21 (Fri) were arranged as "Business Day" solely for industry-related visitors.

■ Outline of the past 16 exhibitions

	Date	Hall	No. of visitors (total of 3 days)
'96	Aug. 22 (Thu.)~24 (Sat.) '96	Tokyo Big Site	109,649
'97 Spring	Apr. 4 (Fri.)~ 6 (Sun.) '97	Tokyo Big Site	121,172
'97 Autumn	Sept. 5 (Fri.)~ 7 (Sun.) '97	Makuhari Messe	140,630
'98 Spring	Mar. 20 (Fri.)~ 22 (Sun.) '98	Makuhari Messe	147,913
'98 Autumn	Oct. 9 (Fri.)~ 11 (Sun.) '98	Makuhari Messe	156,455
'99 Spring	Mar. 19 (Fri.)~21 (Sun.) '99	Makuhari Messe	163,448
'99 Autumn	Sept. 17 (Fri.)~ 19 (Sun.) '99	Makuhari Messe	163,866
2000 Spring	Mar. 31 (Fri.)~Apr. 2 (Sun.) 2000	Makuhari Messe	131,708
2000 Autumn	Sept. 22 (Fri.)~ 24 (Sun.) 2000	Makuhari Messe	137,400
2001 Spring	Mar. 30 (Fri.)~Apr. 1 (Sun.) 2001	Makuhari Messe	118,080
2001 Autumn	Oct. 12 (Fri.)~14(Sun.) 2001	Makuhari Messe	129,626
2002	Sept. 20 (Fri.)~ 22 (Sun.) 2002	Makuhari Messe	134,042
2003	Sept. 26 (Fri.)~28(Sun.) 2003	Makuhari Messe	150,089
2004	Sept. 24 (Fri.)~26 (Sun.) 2004	Makuhari Messe	160,096
2005	Sept. 16 (Fri.)~18 (Sun.) 2005	Makuhari Messe	176,056
2006	Sept. 22 (Fri.)~24 (Sun.) 2006	Makuhari Messe	192,411

- 6 Analytical Method : Cross analysis focusing on the characteristics of the subjects and the frequency of their game playing.

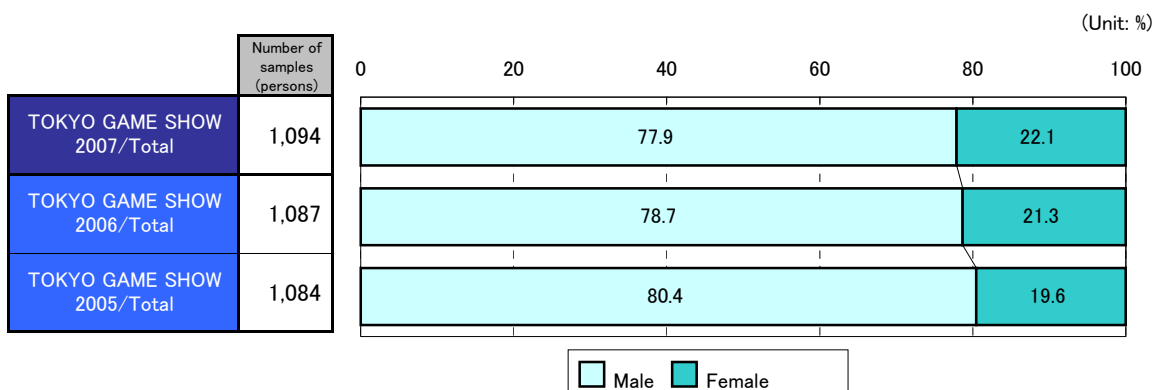
* It needs to be reminded that each survey result does not necessarily represent the trends of the general public since these surveys target visitors to TGS, which is more likely to attract hard-core users. Regarding the regular survey items such as the visitors' basic characteristics, the results are compared with those of TGS 2005 and TGS 2006 (the two most recent preceding shows).

- 7 Organizers : Executive organization: Computer Entertainment Supplier's Association (CESA)
Planning organization: NIPPON TELENET CORPORATION

I. Visitors' Characteristics

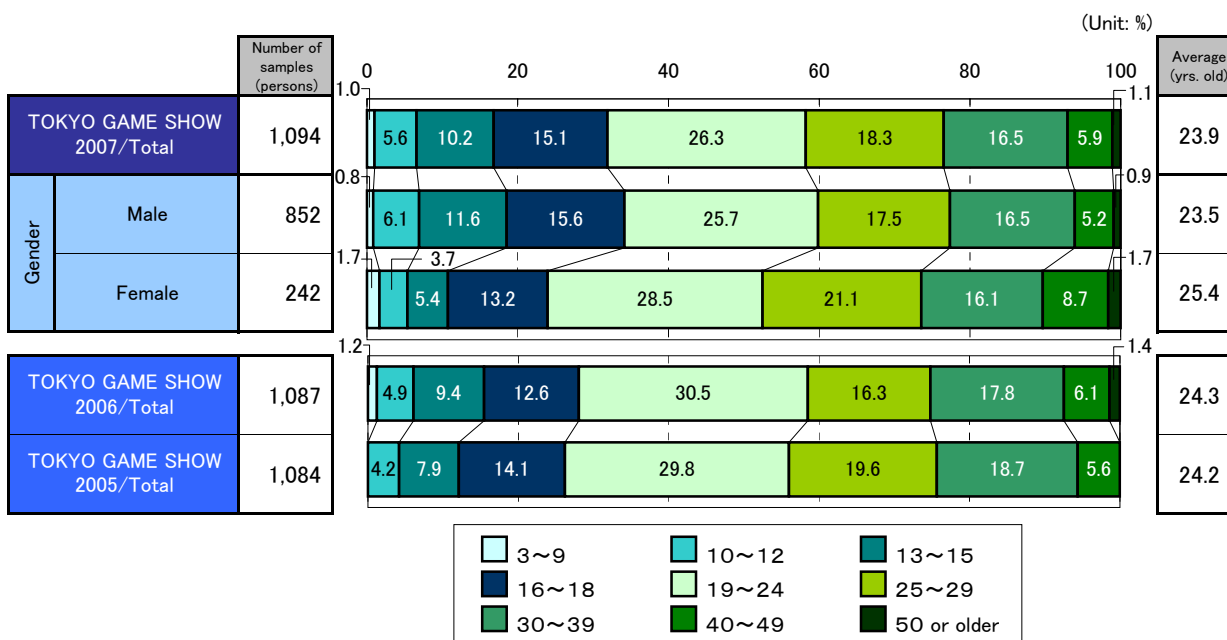
1. Gender

[Q] Your gender and age



2. Age

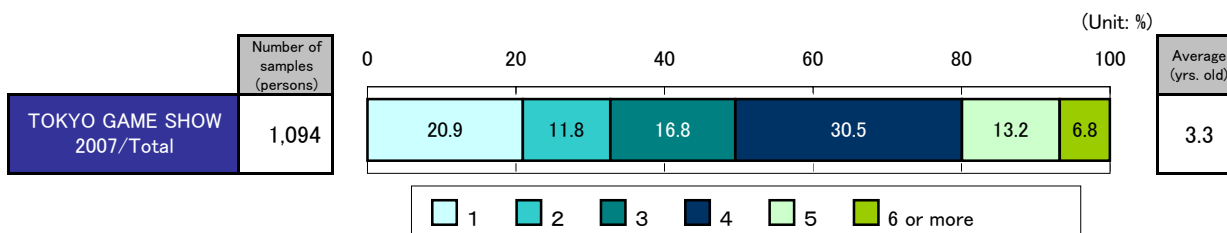
[Q] Your gender and age



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

3. Number of family members living together

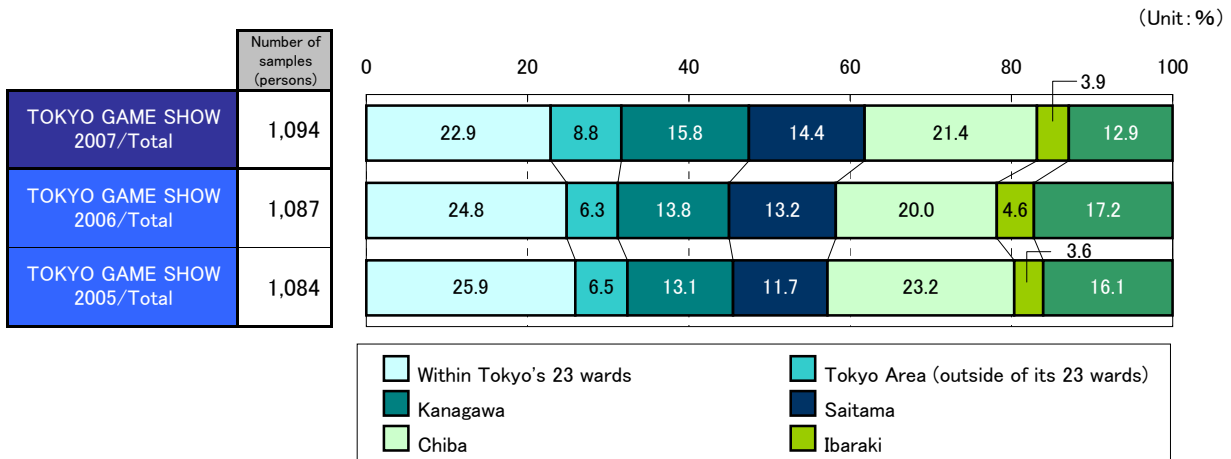
[Q] How many family members including yourself live together? ※If you live alone, please fill out (1).



- Sex ratio statistics indicate that the number of female visitors steadily increased and amounted to 22.1%.
- Although the category with the highest number of visitors (26.5%) was the "19-24" category, as in past years, there were fewer visitors in that category than last year. The numbers of visitors in the "16-18" and "25-29" categories increased.
- The average number of family members living together was "3.3". The largest number was "4" (30.5%) and 20.9% of visitors lived-alone.

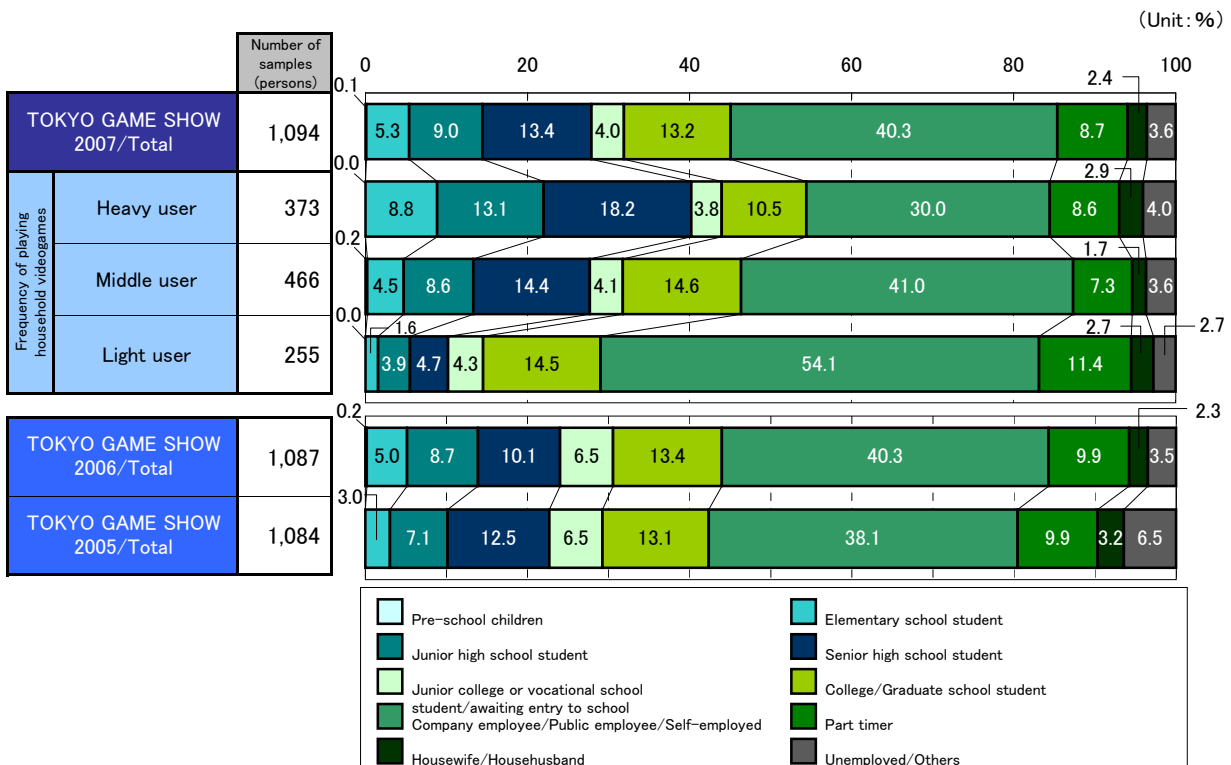
4. Residential area

[Q] Your area of residence



5. Occupation

[Q] Your occupation



Note 1) The category of "Pre-school children" was added and "Office worker" was replaced by "Company employee/Public employee/Self-employed" in the 2006 TGS 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]

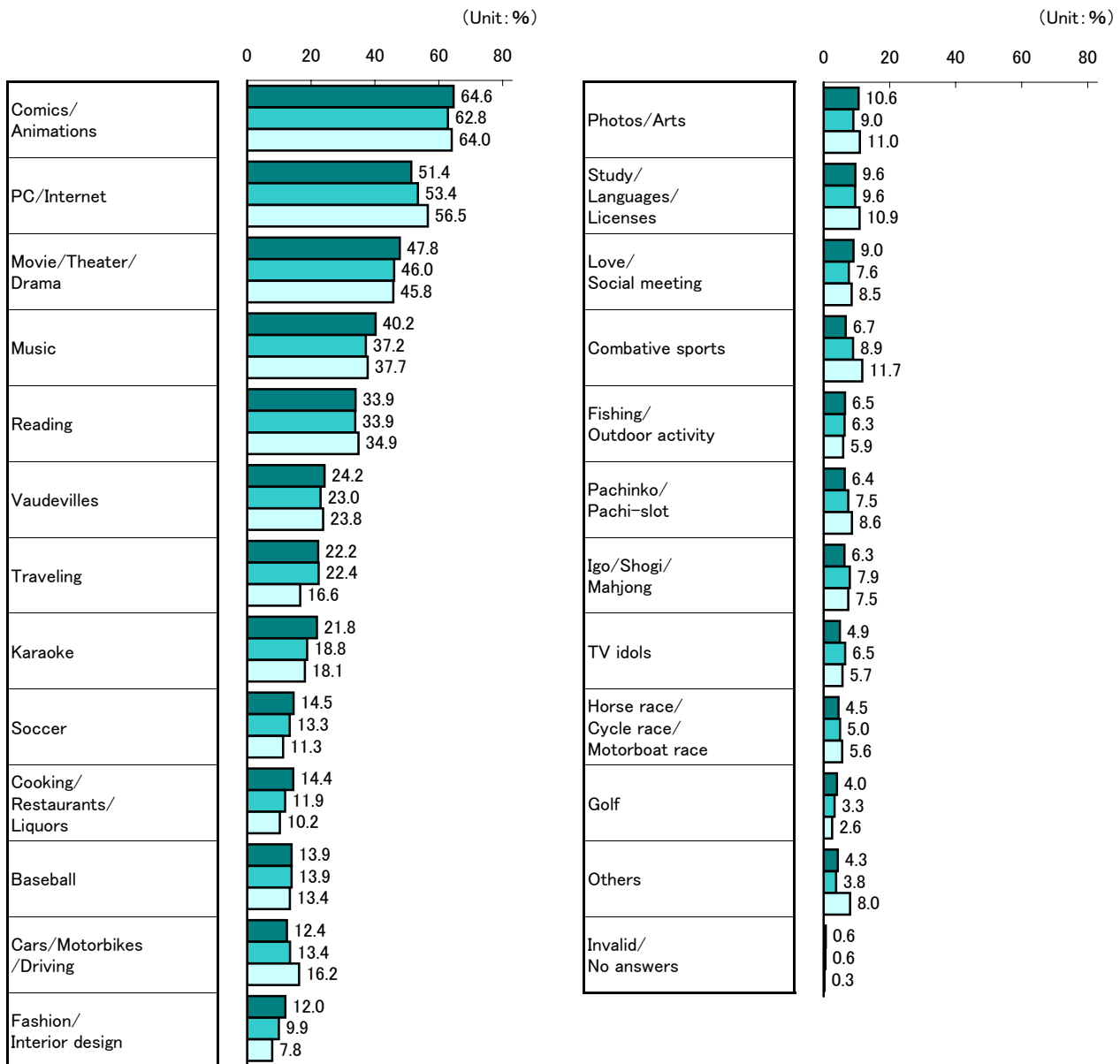
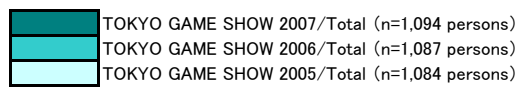
- Heavy user : plays games almost everyday
- Middle user : plays games 2-5 days a week
- Light user : plays games one day a week or less

• The area from which the highest number of visitors came was "Within Tokyo's 23 wards," but the percentage was smaller than last year. "Chiba" was in second place. The numbers of visitors from "Kanagawa" and "Saitama" prefectures increased steadily.

• The category with the highest percentage of visitors was "Company employee/Public employee/Self-employed" (43.3%). 54.1% of "Light users" belonged to this occupational category.

6. Hobbies and interests 《Multiple answers》

[Q] Your hobbies and interests other than games



• Respondents were most interested in "Comics/Animations" (64.6%); a continuing tendency from the last survey. "PC/Internet" was in second place, although it was decreasing in popularity.

• "Movies/Theater/Drama", "Karaoke", "Soccer", "Cooking/Restaurants/Liquors", "Fashion/Interior design", "Fishing/Outdoor activity" and "Golf" increased for two consecutive years.

• The ratios for "Comics/Animation", "PC/Internet" and "Karaoke" increased along with the increase in frequency of playing household videogames.

(Unit: %)

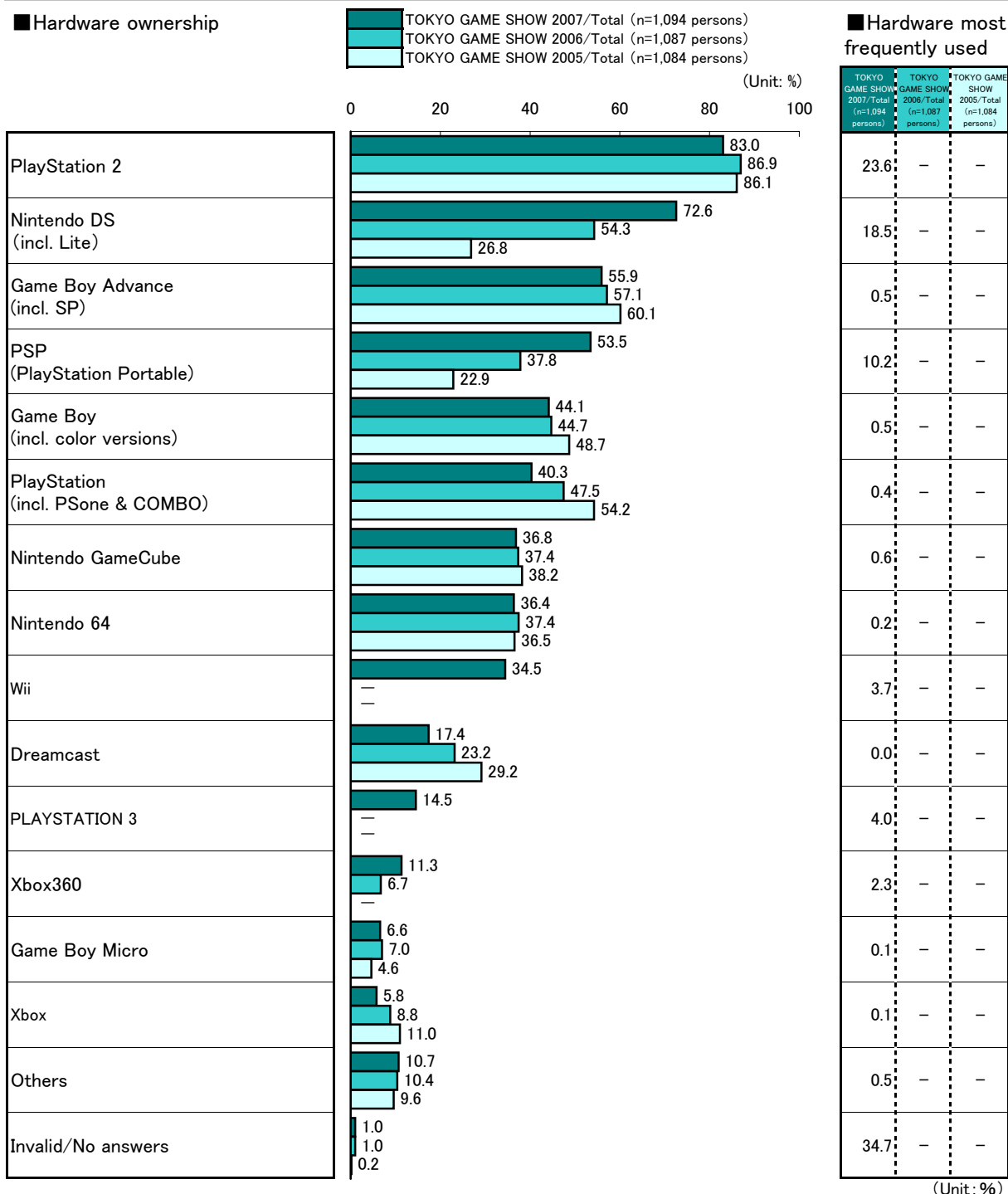
	TOKYO GAME SHOW 2007 / Total	Gender and Age																		Frequency of playing household videogames				
		Male									Female									Heavy user	Middle user	Light user		
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,094	852	7	52	99	133	219	149	141	44	8	242	4	9	13	32	69	51	39	21	4	373	466	255
Comics/ Animations	64.6	64.8	71.4	73.1	70.7	77.4	75.3	66.4	43.3	25.0	0.0	64.0	50.0	44.4	92.3	90.6	75.4	52.9	56.4	33.3	0.0	76.4	62.0	52.2
PC/Internet	51.4	52.7	0.0	32.7	44.4	59.4	63.9	51.7	54.6	27.3	37.5	46.7	0.0	33.3	46.2	50.0	59.4	37.3	48.7	33.3	50.0	55.0	52.4	44.3
Movie/Theater/ Drama	47.8	46.1	0.0	23.1	39.4	53.4	49.3	47.7	49.6	43.2	37.5	53.7	50.0	11.1	38.5	53.1	62.3	54.9	59.0	47.6	25.0	45.6	47.4	51.8
Music	40.2	38.8	0.0	17.3	32.3	55.6	51.1	35.6	29.1	18.2	25.0	45.0	0.0	11.1	46.2	62.5	60.9	41.2	30.8	28.6	25.0	39.9	42.1	37.3
Reading	33.9	31.7	14.3	23.1	39.4	42.9	34.7	32.2	20.6	13.6	25.0	41.7	25.0	33.3	46.2	50.0	43.5	43.1	38.5	38.1	0.0	34.9	36.1	28.6
Vaudevilles	24.2	24.3	14.3	36.5	27.3	20.3	27.4	22.1	25.5	9.1	0.0	24.0	0.0	22.2	15.4	31.3	23.2	21.6	33.3	14.3	25.0	26.8	24.9	19.2
Traveling	22.2	18.7	0.0	5.8	10.1	9.0	17.8	25.5	27.0	31.8	62.5	34.7	0.0	0.0	0.0	18.8	40.6	54.9	35.9	38.1	0.0	18.2	22.7	27.1
Karaoke	21.8	18.5	0.0	3.8	12.1	33.8	26.0	16.1	11.3	4.5	0.0	33.5	0.0	11.1	30.8	40.6	47.8	33.3	17.9	28.6	0.0	25.5	20.2	19.6
Soccer	14.5	17.8	28.6	11.5	9.1	15.0	17.8	24.2	21.3	22.7	0.0	2.9	0.0	0.0	7.7	3.1	0.0	2.0	7.7	4.8	0.0	13.7	14.8	15.3
Cooking/ Restaurants/ Liquors	14.4	11.6	0.0	3.8	4.0	5.3	15.1	14.8	16.3	15.9	12.5	24.4	25.0	0.0	15.4	18.8	31.9	23.5	25.6	19.0	50.0	14.5	11.4	20.0
Baseball	13.9	16.2	14.3	17.3	8.1	14.3	18.7	18.1	21.3	4.5	12.5	5.8	0.0	0.0	15.4	9.4	8.7	2.0	2.6	4.8	0.0	12.9	14.6	14.1
Cars/Motorbikes /Driving	12.4	14.1	0.0	7.7	4.0	6.8	16.4	18.1	22.0	20.5	0.0	6.6	0.0	0.0	0.0	6.3	5.8	9.8	5.1	14.3	0.0	11.5	10.5	17.3
Fashion/ Interior design	12.0	8.0	0.0	3.8	5.1	6.8	11.0	11.4	7.1	2.3	0.0	26.0	0.0	11.1	0.0	18.8	43.5	31.4	12.8	14.3	50.0	10.5	12.0	14.1
Photos/Arts	10.6	8.8	0.0	1.9	6.1	7.5	13.2	13.4	4.3	6.8	0.0	16.9	25.0	0.0	7.7	21.9	26.1	13.7	12.8	9.5	0.0	9.1	11.2	11.8
Study/ Languages/ Licenses	9.6	9.9	0.0	5.8	5.1	6.0	15.5	10.7	11.3	4.5	0.0	8.7	0.0	0.0	0.0	9.4	10.1	9.8	5.1	9.5	50.0	5.9	9.7	14.9
Love/ Social meeting	9.0	8.9	0.0	7.7	3.0	9.0	10.5	12.8	10.6	0.0	0.0	9.5	0.0	0.0	15.4	3.1	17.4	7.8	7.7	4.8	0.0	8.3	7.9	12.2
Combative sports	6.7	8.3	14.3	5.8	7.1	9.0	7.3	9.4	10.6	4.5	12.5	0.8	0.0	0.0	0.0	0.0	0.0	2.0	2.6	0.0	0.0	6.7	7.1	5.9
Fishing/ Outdoor activity	6.5	7.2	14.3	9.6	8.1	4.5	6.8	4.0	8.5	18.2	0.0	4.1	0.0	0.0	0.0	6.3	4.3	3.9	7.7	0.0	0.0	7.2	5.2	7.8
Pachinko/ Pachi-slot	6.4	7.0	0.0	0.0	2.0	3.0	7.8	8.7	12.1	15.9	0.0	4.1	0.0	0.0	0.0	3.1	5.8	3.9	5.1	4.8	0.0	7.2	5.6	6.7
Igo/Shogi/ Mahjong	6.3	7.6	0.0	7.7	9.1	10.5	7.3	7.4	7.8	0.0	0.0	1.7	0.0	0.0	7.7	3.1	0.0	3.9	0.0	0.0	0.0	11.8	2.8	4.7
TV idols	4.9	5.2	0.0	0.0	2.0	3.0	6.8	8.1	6.4	4.5	0.0	4.1	0.0	0.0	0.0	12.5	5.8	2.0	2.6	0.0	0.0	5.6	3.2	7.1
Horse race/ Cycle race/ Motorboat race	4.5	5.5	0.0	0.0	2.0	3.0	3.2	7.4	11.3	15.9	0.0	0.8	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	5.4	3.9	4.3
Golf	4.0	4.7	0.0	7.7	4.0	3.8	3.2	6.7	2.8	9.1	25.0	1.7	0.0	11.1	0.0	0.0	0.0	0.0	5.1	4.8	0.0	4.3	5.2	1.6
Others	4.3	4.2	0.0	5.8	6.1	6.8	4.1	4.0	1.4	2.3	0.0	4.5	0.0	11.1	0.0	0.0	2.9	3.9	5.1	9.5	50.0	2.1	4.1	7.8
Invalid/ No answers	0.6	0.5	0.0	0.0	1.0	0.8	0.0	0.0	1.4	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	2.0	2.6	4.8	0.0	0.5	0.6	0.8

II. Household Videogames

1. Hardware ownership 《Multiple answers》• Hardware most frequently used

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

[Q] Which game machine do you use most frequently among the ones selected in the above? Please select one.



Note) Question on the hardware most frequently used was added in TGS survey 2007.

- PlayStation 2 was the highest both for ownership and hardware most frequently used. However, the ownership ratio decreased for the first time to 83.0%.
- The ownership ratios for "Nintendo DS (incl. Lite)" and "PSP (PlayStation Portable)" are growing steadily. Their ratios for the hardware most frequently used exceeded 10%, and took the second and the third places respectively.
- Among the next-generation game consoles, "Wii" had the highest ownership ratio (34.5%). "PLAYSTATION 3" and "Xbox360" occupied 14.5% and 11.3% respectively. However, "PLAYSTATION 3" (4.0%) rated higher than "Wii" (3.7%) for frequency of use.
- Among females users, "Nintendo DS (incl. Lite)" was the hardware most frequently used (28.5%). More males were owners than females for all the models except "Nintendo DS (incl. Lite)", which was owned by 77.3% of females.

■ Hardware ownership (Gender・Age / Frequency of playing household videogames)

(Unit: %)

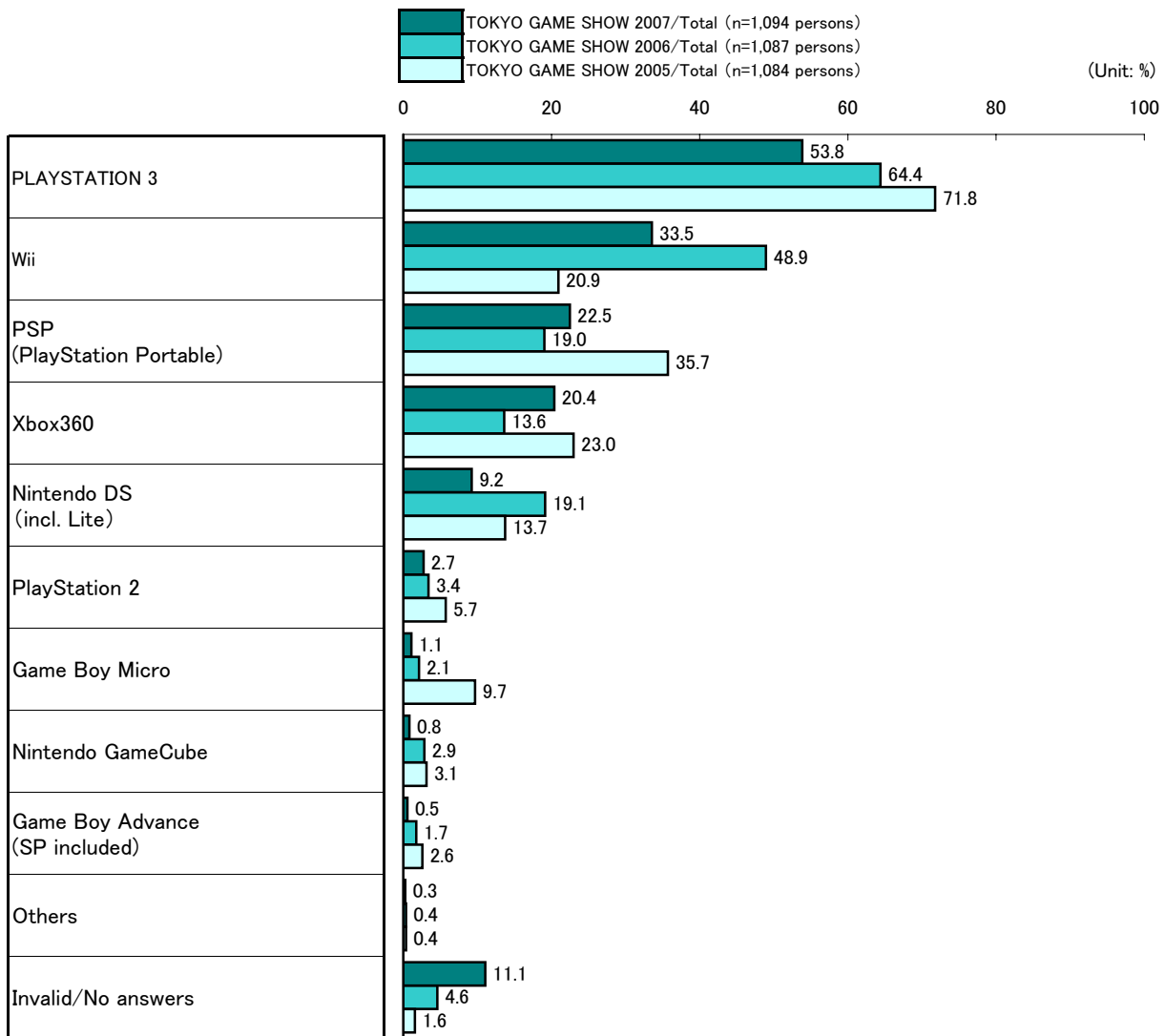
	TOKYO GAME SHOW 2007 / Total	Gender and Age																		Frequency of playing household videogames				
		Male									Female									Heavy user	Middle user	Light user		
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,094	852	7	52	99	133	219	149	141	44	8	242	4	9	13	32	69	51	39	21	4	373	466	255
PlayStation 2	83.0	84.2	57.1	71.2	80.8	90.2	89.0	85.9	84.4	63.6	75.0	78.9	50.0	77.8	61.5	81.3	87.0	78.4	79.5	71.4	50.0	85.5	85.6	74.5
Nintendo DS (incl. Lite)	72.6	71.2	100.0	90.4	79.8	73.7	62.6	71.8	67.4	77.3	37.5	77.3	100.0	100.0	92.3	59.4	75.4	88.2	66.7	81.0	75.0	80.2	74.5	58.0
Game Boy Advance (incl. SP)	55.9	56.2	42.9	78.8	88.9	72.9	49.3	38.3	44.7	45.5	25.0	55.0	50.0	77.8	76.9	71.9	50.7	47.1	41.0	61.9	75.0	66.2	57.7	37.6
PSP (PlayStation Portable)	53.5	57.9	0.0	57.7	69.7	72.9	63.9	53.7	40.4	38.6	37.5	38.0	0.0	33.3	30.8	40.6	44.9	29.4	43.6	33.3	50.0	64.6	56.7	31.4
Game Boy (incl. Color)	44.1	45.2	42.9	59.6	68.7	66.9	43.8	31.5	19.9	45.5	37.5	40.5	0.0	22.2	61.5	65.6	47.8	31.4	17.9	42.9	50.0	52.3	41.8	36.5
PlayStation (incl. PSone & COMBO)	40.3	41.1	42.9	36.5	43.4	47.4	42.0	37.6	41.1	27.3	50.0	37.6	0.0	22.2	46.2	53.1	42.0	31.4	30.8	38.1	25.0	46.4	39.3	33.3
Nintendo GameCube	36.8	38.4	28.6	63.5	66.7	50.4	32.4	26.8	23.4	25.0	50.0	31.4	0.0	55.6	46.2	50.0	24.6	27.5	23.1	33.3	50.0	47.5	35.6	23.5
Nintendo 64	36.4	37.6	14.3	38.5	60.6	65.4	37.4	19.5	18.4	29.5	25.0	32.2	0.0	22.2	61.5	59.4	34.8	19.6	10.3	47.6	25.0	42.6	36.3	27.5
Wii	34.5	35.3	28.6	51.9	42.4	31.6	27.9	36.2	37.6	38.6	37.5	31.4	100.0	66.7	53.8	31.3	21.7	25.5	33.3	33.3	25.0	40.5	35.0	24.7
Dreamcast	17.4	18.8	0.0	9.6	6.1	8.3	19.2	34.9	29.1	6.8	0.0	12.4	0.0	0.0	0.0	12.5	10.1	15.7	23.1	9.5	0.0	18.5	18.2	14.1
PlayStation 3	14.5	15.1	14.3	21.2	14.1	12.0	13.7	16.1	19.1	9.1	25.0	12.4	25.0	0.0	15.4	12.5	11.6	13.7	12.8	9.5	25.0	20.1	13.3	8.6
Xbox360	11.3	13.3	0.0	3.8	5.1	12.0	17.8	16.1	17.0	6.8	0.0	4.5	0.0	0.0	0.0	6.3	2.9	7.8	2.6	9.5	0.0	16.1	10.5	5.9
Game Boy Micro	6.6	7.2	0.0	9.6	7.1	4.5	7.3	12.1	6.4	0.0	0.0	4.5	0.0	0.0	0.0	3.1	1.4	3.9	7.7	19.0	0.0	9.7	5.8	3.5
Xbox	5.8	6.8	0.0	0.0	4.0	3.0	7.3	12.8	9.9	2.3	0.0	2.1	0.0	0.0	0.0	3.1	1.4	2.0	5.1	0.0	0.0	6.7	5.4	5.1
Others	10.7	10.9	0.0	5.8	12.1	11.3	11.4	12.8	12.1	4.5	0.0	9.9	0.0	11.1	15.4	12.5	7.2	9.8	12.8	9.5	0.0	13.7	10.9	5.9
Invalid/ No answers	1.0	1.1	0.0	0.0	0.0	0.8	0.5	2.0	0.7	6.8	0.0	0.8	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	25.0	0.3	0.2	3.5

■ The hardware most frequently used (Gender・Age/Frequency of playing household videogames) (Unit: %)

	TOKYO GAME SHOW 2007/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)	1,094	852	7	52	99	133	219	149	141	44	8	242	4	9	13	32	69	51	39	21	4	373	466	255
PlayStation 2	23.6	23.0	14.3	11.5	16.2	31.6	29.2	20.8	20.6	13.6	12.5	25.6	0.0	11.1	7.7	31.3	34.8	23.5	25.6	19.0	0.0	22.5	22.7	26.7
Nintendo DS (incl. Lite)	18.5	15.6	0.0	17.3	14.1	6.0	13.2	15.4	24.8	31.8	12.5	28.5	75.0	33.3	38.5	12.5	20.3	37.3	38.5	23.8	25.0	18.5	17.4	20.4
PSP (PlayStation Portable)	10.2	11.5	0.0	5.8	15.2	19.5	15.1	8.1	3.5	9.1	0.0	5.8	0.0	0.0	0.0	9.4	7.2	3.9	10.3	0.0	0.0	13.1	11.2	4.3
PLAYSTATION 3	4.0	4.5	0.0	11.5	2.0	2.3	3.7	4.0	8.5	0.0	12.5	2.5	0.0	0.0	0.0	0.0	2.9	3.9	5.1	0.0	0.0	5.1	3.9	2.7
Wii	3.7	3.5	0.0	9.6	4.0	3.8	0.9	2.7	5.0	6.8	0.0	4.5	0.0	22.2	15.4	3.1	2.9	3.9	5.1	0.0	0.0	2.9	4.3	3.9
Xbox360	2.3	2.9	0.0	0.0	1.0	3.8	3.7	4.0	2.8	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	1.9	1.6
Nintendo GameCube	0.6	0.4	0.0	0.0	1.0	0.0	0.5	0.7	0.0	0.0	0.0	1.7	0.0	0.0	0.0	6.3	1.4	0.0	0.0	4.8	0.0	0.5	0.6	0.8
Game Boy Advance (incl. SP)	0.5	0.6	0.0	0.0	1.0	0.8	0.9	0.0	0.7	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.3	0.4	1.2
Game Boy (incl. Color)	0.5	0.7	0.0	0.0	0.0	0.0	1.8	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
PlayStation (incl. PSone & COMBO)	0.4	0.5	0.0	0.0	0.0	0.0	0.5	1.3	0.0	0.0	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.8
Nintendo 64	0.2	0.2	0.0	1.9	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4
Game Boy Micro	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Xbox	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Dreamcast	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.5	0.6	0.0	0.0	0.0	0.0	0.5	2.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.4
Invalid/ No answers	34.7	35.8	85.7	42.3	45.5	32.3	29.7	39.6	31.9	36.4	50.0	31.0	25.0	33.3	38.5	37.5	30.4	27.5	15.4	47.6	75.0	33.0	36.5	34.1

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

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



Note) Because "Wii" had not been named yet at the Tokyo Game Show 2005, it was referred to as "Revolution (tentative name)" in the q

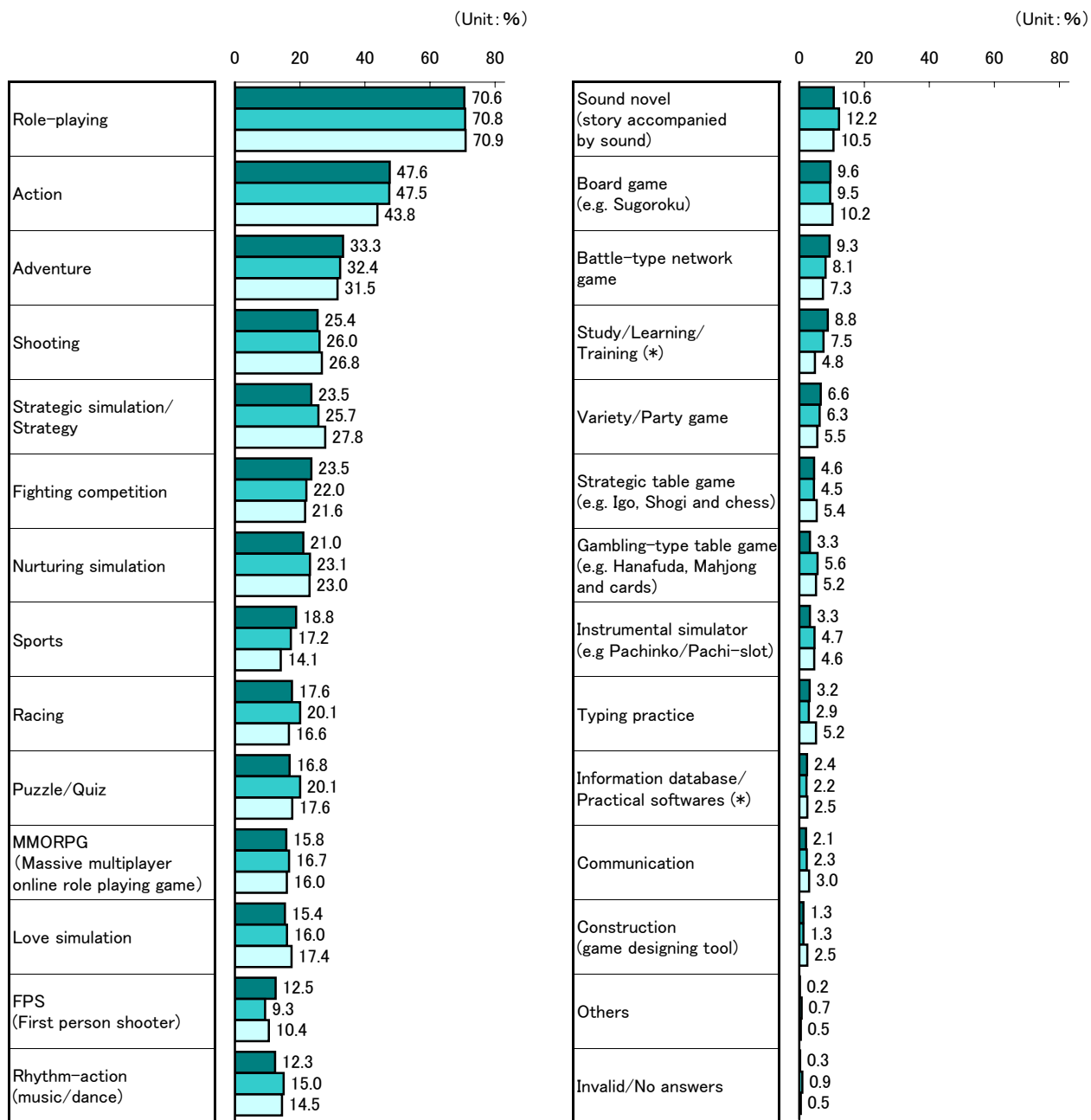
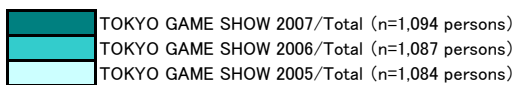
- "PLAYSTATION 3" was the most popular hardware (53.8%), as it was last year, but the percentage dropped for two consecutive years.
- Though the percentages for ownership of "PSP (PlayStation Portable)" and "Xbox360" dropped in the previous survey, they increased again this year.
- The percentages for those who want to get "Wii", "PSP (PlayStation Portable)" and "Nintendo DS (incl. Lite)" were higher among females than males.
- The percentages for ownership of "PSP (PlayStation Portable)" and "Nintendo DS (incl. Lite)" were the highest among light users.

(Unit: %)

	TOKYO GAME SHOW 2007/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)	1,094	852	7	52	99	133	219	149	141	44	8	242	4	9	13	32	69	51	39	21	4	373	466	255
PLAYSTATION 3	53.8	55.9	14.3	50.0	61.6	66.9	59.4	49.7	52.5	45.5	12.5	46.7	50.0	55.6	23.1	56.3	46.4	51.0	41.0	47.6	25.0	56.3	58.4	42.0
Wii	33.5	31.3	71.4	32.7	25.3	35.3	33.8	26.2	27.0	40.9	50.0	41.3	0.0	22.2	30.8	34.4	42.0	43.1	48.7	57.1	25.0	34.0	33.0	33.7
PSP (Playstation Portable)	22.5	21.0	0.0	30.8	23.2	18.0	18.3	22.8	24.8	15.9	0.0	27.7	0.0	33.3	15.4	31.3	30.4	33.3	25.6	14.3	25.0	21.4	21.7	25.5
Xbox360	20.4	22.8	0.0	23.1	25.3	31.6	23.7	26.8	14.9	2.3	12.5	12.0	0.0	11.1	7.7	12.5	18.8	9.8	2.6	19.0	0.0	24.7	19.1	16.5
Nintendo DS (incl. Lite)	9.2	8.2	14.3	3.8	8.1	8.3	9.1	9.4	6.4	6.8	25.0	12.8	0.0	0.0	23.1	21.9	13.0	9.8	15.4	0.0	25.0	7.5	9.2	11.8
PlayStation 2	2.7	2.6	0.0	7.7	9.1	2.3	0.9	1.3	1.4	0.0	0.0	3.3	0.0	0.0	15.4	12.5	1.4	2.0	0.0	0.0	0.0	2.7	3.4	1.6
Game Boy Micro	1.1	0.9	0.0	5.8	3.0	0.8	0.5	0.0	0.0	0.0	0.0	1.7	0.0	0.0	7.7	3.1	0.0	0.0	5.1	0.0	0.0	0.8	1.7	0.4
Nintendo GameCube	0.8	1.1	0.0	7.7	3.0	0.8	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.9	0.8
Game Boy Advance (SP included)	0.5	0.7	0.0	3.8	0.0	0.8	0.5	0.0	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	0.5	0.6	0.4
Others	0.3	0.4	0.0	0.0	0.0	0.8	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.8
Invalid/ No answers	11.1	10.8	14.3	1.9	8.1	6.8	11.0	15.4	13.5	13.6	12.5	12.0	50.0	22.2	30.8	6.3	11.6	5.9	10.3	14.3	25.0	9.4	10.5	14.5

3. Favorite game genres 《Multiple answers》

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



*In the TGS 2006 survey, "Study/Learning" and "Information database" were replaced by "Study/Learning/Training" and "Information database/Practical softwares", respectively.

- "Role playing" was the most popular type of game (70.6%).
- Male users prefer "Role playing", "Action", "Shooting", "Strategic simulation/Strategy", "Fighting competition" and "Sports," while female users played "Nurturing simulation", "Puzzle/Quiz", "Love simulation" and "Rhythm-action (music/dance)" more often.
- Figures for playing frequency indicated that "Puzzle/Quiz" and "Study/Learning/Training" were popular among light users.
- A correlation between respondents' interests and their favorite game types was revealed: "Fighting competition" and "Sports" were popular among "Fighting sports" fans and "Soccer/Baseball/Golf" fans respectively, and "Racing" was popular among "Car/Bike/Drive" and "Fishing/Outdoor activities" fans.

(Unit: %)

	TOKYO GAME SHOW 2007/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)	1,094	852	7	52	99	133	219	149	141	44	8	242	4	9	13	32	69	51	39	21	4	373	466	255
Role-playing	70.6	71.5	28.6	50.0	70.7	80.5	71.7	75.8	75.9	50.0	62.5	67.4	50.0	44.4	69.2	87.5	66.7	72.5	61.5	52.4	50.0	74.3	73.4	60.0
Action	47.6	52.3	14.3	71.2	70.7	62.4	58.4	43.6	35.5	25.0	12.5	31.0	25.0	11.1	38.5	56.3	46.4	19.6	15.4	9.5	0.0	57.6	44.6	38.4
Adventure	33.3	33.3	42.9	61.5	52.5	38.3	28.3	26.8	26.2	13.6	12.5	33.1	0.0	33.3	53.8	46.9	37.7	31.4	23.1	14.3	25.0	37.8	34.5	24.3
Shooting	25.4	30.0	0.0	26.9	38.4	39.1	30.1	27.5	23.4	25.0	12.5	9.1	0.0	0.0	0.0	12.5	13.0	5.9	10.3	4.8	25.0	29.0	24.7	21.6
Strategic simulation/ Strategy	23.5	26.1	0.0	11.5	23.2	29.3	31.1	30.2	26.2	9.1	0.0	14.5	0.0	11.1	15.4	21.9	17.4	17.6	5.1	9.5	0.0	26.8	23.4	18.8
Fighting competition	23.5	26.5	14.3	34.6	27.3	33.1	30.1	29.5	16.3	6.8	0.0	12.8	0.0	11.1	15.4	25.0	17.4	3.9	12.8	4.8	0.0	29.0	22.1	18.0
Nurturing simulation	21.0	19.4	0.0	7.7	17.2	21.1	21.9	19.5	22.7	13.6	12.5	26.9	0.0	11.1	15.4	25.0	27.5	29.4	25.6	33.3	75.0	23.1	22.1	16.1
Sports	18.8	22.2	42.9	25.0	16.2	22.6	16.9	26.8	27.0	18.2	50.0	7.0	25.0	11.1	7.7	0.0	5.8	2.0	12.8	14.3	25.0	16.4	21.7	17.3
Racing	17.6	20.9	0.0	34.6	27.3	26.3	15.1	18.8	19.1	18.2	25.0	5.8	0.0	0.0	0.0	6.3	5.8	2.0	10.3	14.3	0.0	20.9	16.1	15.3
Puzzle/Quiz	16.8	12.1	0.0	9.6	9.1	8.3	14.2	14.1	17.0	4.5	0.0	33.5	25.0	22.2	23.1	15.6	40.6	27.5	53.8	33.3	0.0	14.5	17.0	20.0
MMORPG (Massive multiplayer online role-playing game)	15.8	17.8	0.0	7.7	12.1	28.6	19.6	23.5	13.5	2.3	0.0	8.7	0.0	0.0	0.0	6.3	14.5	7.8	5.1	14.3	0.0	21.4	13.1	12.5
Love simulation	15.4	11.7	0.0	0.0	8.1	21.1	14.2	12.8	9.9	0.0	0.0	28.1	25.0	11.1	30.8	34.4	36.2	27.5	20.5	19.0	0.0	18.2	12.9	15.7
FPS (First person shooter)	12.5	15.8	0.0	5.8	19.2	23.3	18.7	18.8	9.2	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	2.0	0.0	4.8	0.0	15.3	12.9	7.8
Rhythm-action (music/dance)	12.3	11.0	14.3	5.8	8.1	16.5	15.5	10.1	7.8	0.0	0.0	16.9	0.0	0.0	30.8	18.8	21.7	17.6	15.4	4.8	0.0	10.7	14.4	11.0
Sound novel (story accompanied by sound)	10.6	9.7	0.0	3.8	3.0	13.5	11.9	14.1	9.2	0.0	0.0	13.6	0.0	0.0	7.7	6.3	11.6	27.5	12.8	9.5	25.0	10.5	12.2	7.8
Board game (e.g. Sugoroku)	9.6	8.7	0.0	9.6	8.1	6.0	11.9	10.7	6.4	4.5	0.0	12.8	0.0	11.1	30.8	12.5	13.0	9.8	20.5	0.0	0.0	11.0	9.2	8.2
Battle-type network game	9.3	11.4	0.0	3.8	16.2	15.0	14.6	13.4	5.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	5.8	2.0	0.0	0.0	0.0	10.5	9.0	8.2
Study/Learning/ Training	8.8	6.6	0.0	1.9	1.0	1.5	5.9	10.7	8.5	22.7	12.5	16.5	25.0	0.0	7.7	9.4	20.3	11.8	15.4	28.6	75.0	5.6	9.4	12.2
Variety/Party game	6.6	6.1	0.0	5.8	6.1	3.8	8.7	7.4	5.0	2.3	0.0	8.3	0.0	0.0	38.5	9.4	5.8	5.9	7.7	4.8	25.0	6.7	6.7	6.3
Strategic table game (e.g. igo, shogi and chess)	4.6	5.2	0.0	3.8	4.0	4.5	5.9	6.7	6.4	0.0	0.0	2.5	0.0	0.0	7.7	3.1	1.4	2.0	0.0	4.8	25.0	5.1	4.5	3.9
Gambling-type table game (e.g. hanafuda, mahjong and cards)	3.3	3.5	0.0	1.9	2.0	3.0	2.7	6.0	4.3	4.5	0.0	2.5	0.0	0.0	0.0	3.1	0.0	3.9	5.1	0.0	25.0	4.0	3.2	2.4
Instrumental simulator (e.g pachinko/pachi- slot)	3.3	3.5	0.0	1.9	3.0	3.8	3.7	4.7	2.8	4.5	0.0	2.5	0.0	0.0	0.0	0.0	2.9	2.0	5.1	4.8	0.0	4.3	3.4	1.6
Typing practice	3.2	2.7	0.0	1.9	1.0	3.8	2.7	3.4	2.8	0.0	12.5	5.0	0.0	0.0	0.0	6.3	2.9	3.9	10.3	4.8	25.0	3.8	2.4	3.9
Info. database/ Practical softwares	2.4	2.1	0.0	0.0	1.0	1.5	1.4	4.7	2.1	2.3	12.5	3.3	0.0	0.0	0.0	6.3	1.4	0.0	7.7	4.8	25.0	2.1	2.6	2.4
Communication	2.1	2.0	0.0	1.9	4.0	1.5	0.9	2.7	2.1	2.3	0.0	2.5	0.0	11.1	7.7	0.0	4.3	2.0	0.0	0.0	0.0	2.4	2.4	1.2
Construction (game designing tool)	1.3	1.4	0.0	1.9	0.0	1.5	1.4	3.4	0.7	0.0	0.0	0.8	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	1.1	1.7	0.8
Others	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.2	0.4
Invalid/No answers	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.8	0.0	0.0	7.7	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.2	0.8

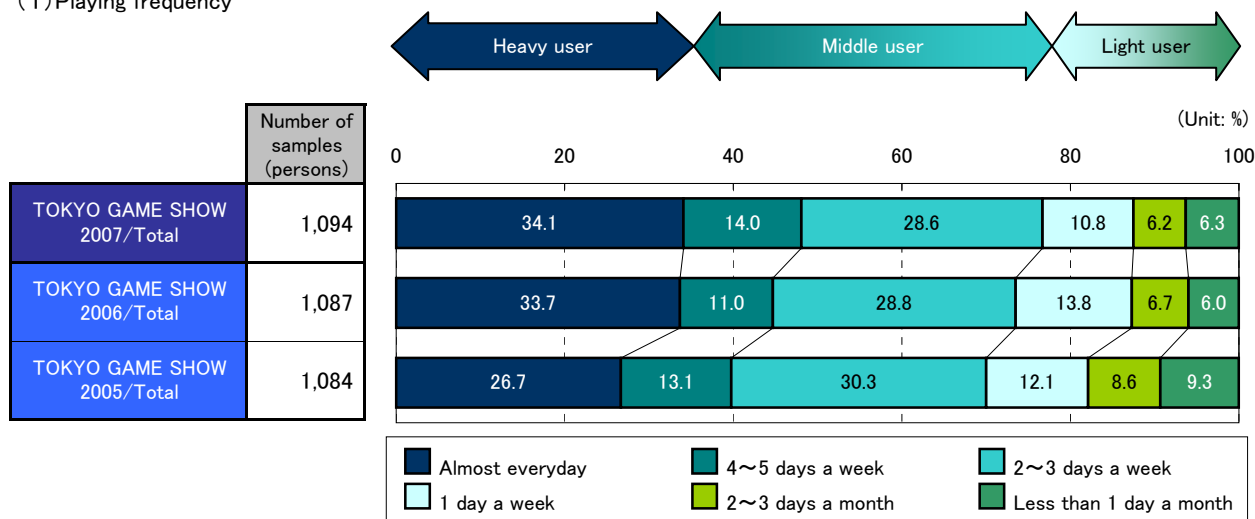
(Unit: %)

	TOKYO GAME SHOW 2007/Total	Hobbies and interests																								
		Comics/Animations	PC/Internet	Movie/Theater/Drama	Music	Reading	Vaudevilles	Traveling	Karaoke	Soccer	Cooking/Restaurants/ Liquors	Baseball	Cars/Motorbikes/ Driving	Fashion/ Interior design	Photos/Arts	Study/Languages/ Licenses	Love/Social meeting	Combatative sports	Fashion/ Interior design	Pachinko/Pachi-slot	Igo/Shogi/Mahjong	TV idols	Horse race/Cycle race/ Motorboat race	Golf	Others	Invalid/No answers
Number of samples (persons)	1,094	707	562	523	440	371	265	243	239	159	158	152	136	131	116	105	99	73	71	70	69	54	49	44	47	7
Role-playing	70.6	76.7	78.1	74.8	73.6	79.0	78.1	69.1	75.7	69.8	72.8	75.0	71.3	72.5	77.6	74.3	73.7	76.7	70.4	74.3	81.2	74.1	73.5	63.6	61.7	71.4
Action	47.6	56.3	55.7	51.6	60.0	53.9	61.9	44.4	55.6	54.1	46.8	55.3	58.8	45.8	50.0	47.6	49.5	65.8	63.4	40.0	58.0	51.9	36.7	52.3	46.8	14.3
Adventure	33.3	41.4	37.5	37.9	41.6	44.2	44.2	33.7	42.3	39.0	37.3	34.2	33.8	38.9	40.5	41.9	40.4	41.1	47.9	32.9	42.0	46.3	26.5	43.2	36.2	57.1
Shooting	25.4	28.3	32.0	28.9	33.2	31.0	27.9	23.0	25.9	32.1	28.5	32.2	39.7	21.4	22.4	28.6	25.3	37.0	43.7	30.0	37.7	31.5	30.6	38.6	29.8	14.3
Strategic simulation/ Strategy	23.5	27.2	28.1	26.0	26.8	32.9	23.8	28.8	32.2	31.4	31.0	34.9	33.8	26.7	29.3	40.0	35.4	26.0	28.2	22.9	37.7	42.6	24.5	22.7	21.3	14.3
Fighting competition	23.5	28.9	27.9	24.1	29.3	26.4	35.8	19.8	31.0	28.9	24.7	30.9	25.7	26.7	26.7	31.4	35.4	52.1	38.0	22.9	40.6	35.2	22.4	29.5	19.1	14.3
Nurturing simulation	21.0	23.1	24.9	26.4	27.0	27.2	26.0	25.5	33.1	25.8	33.5	29.6	26.5	32.1	28.4	39.0	32.3	16.4	25.4	27.1	31.9	22.2	20.4	13.6	17.0	14.3
Sports	18.8	18.8	18.7	20.3	20.2	19.4	23.4	21.4	18.8	55.3	22.2	49.3	23.5	18.3	16.4	27.6	25.3	34.2	33.8	25.7	21.7	14.8	30.6	56.8	27.7	0.0
Racing	17.6	16.3	21.5	19.5	22.0	17.3	22.3	17.7	18.4	28.9	17.1	25.0	41.2	19.1	19.0	21.9	19.2	27.4	39.4	17.1	34.8	16.7	28.6	29.5	27.7	0.0
Puzzle/Quiz	16.8	18.1	19.0	19.9	22.3	23.2	24.5	24.7	27.2	18.2	31.6	21.1	16.2	31.3	31.0	27.6	21.2	19.2	28.2	14.3	24.6	7.4	16.3	9.1	19.1	28.6
MMORPG (Massive multiplayer online role-playing game)	15.8	19.2	22.4	18.4	18.6	21.0	15.5	15.6	23.4	20.8	22.2	14.5	18.4	19.8	18.1	21.9	21.2	17.8	28.2	18.6	27.5	11.1	12.2	9.1	12.8	28.6
Love simulation	15.4	20.9	17.1	16.1	18.4	19.9	14.0	18.5	28.0	15.1	20.9	17.8	14.7	21.4	19.8	20.0	30.3	9.6	16.9	28.6	15.9	25.9	14.3	11.4	4.3	28.6
FPS (First person shooter)	12.5	13.9	15.3	13.2	16.4	16.4	12.1	12.8	13.0	20.8	12.7	16.4	19.9	8.4	13.8	19.0	14.1	23.3	16.9	7.1	17.4	7.4	16.3	11.4	23.4	0.0
Rhythm-action (music/dance)	12.3	15.0	17.1	13.8	19.8	15.6	18.1	14.4	25.9	12.6	20.9	9.9	16.9	23.7	20.7	14.3	20.2	8.2	21.1	7.1	14.5	9.3	12.2	18.2	4.3	14.3
Sound novel (story accompanied by sound)	10.6	12.6	14.1	11.3	14.3	15.1	11.3	13.6	16.3	13.2	15.2	13.2	11.8	16.0	16.4	14.3	11.1	17.8	11.3	8.6	17.4	14.8	10.2	11.4	10.6	14.3
Board game (e.g. Sugoroku)	9.6	12.0	12.6	11.5	14.5	14.3	14.7	11.9	18.8	11.9	22.2	19.1	10.3	17.6	16.4	20.0	17.2	8.2	22.5	17.1	21.7	9.3	16.3	11.4	6.4	0.0
Battle-type network game	9.3	11.2	13.2	10.7	12.3	13.7	10.6	9.9	14.6	13.8	15.2	12.5	9.6	12.2	12.9	18.1	10.1	11.0	16.9	15.7	26.1	9.3	12.2	6.8	10.6	0.0
Study/Learning/ Training	8.8	8.2	8.2	10.9	10.2	12.1	10.2	18.9	13.0	10.7	19.6	9.2	6.6	17.6	13.8	28.6	15.2	4.1	8.5	12.9	11.6	7.4	22.4	13.6	12.8	14.3
Variety/Party game	6.6	7.4	8.9	6.7	10.0	8.6	10.6	7.8	13.4	8.8	13.9	11.8	11.0	11.5	10.3	11.4	13.1	6.8	16.9	11.4	17.4	9.3	6.1	9.1	4.3	0.0
Strategic table game (e.g. igo, shogi and chess)	4.6	5.4	5.5	6.3	6.1	6.5	4.9	7.4	9.2	11.3	9.5	9.9	6.6	3.8	8.6	15.2	8.1	6.8	7.0	7.1	15.9	1.9	0.0	9.1	4.3	0.0
Gambling-type table game (e.g. hanafuda, mahjong and cards)	3.3	4.0	3.9	3.6	4.3	4.6	5.7	5.3	6.7	6.9	10.1	6.6	6.6	2.3	6.9	9.5	5.1	5.5	8.5	14.3	17.4	5.6	8.2	6.8	2.1	0.0
Instrumental simulator (e.g. pachinko/pachi- slot)	3.3	3.5	3.2	3.6	3.2	3.2	4.5	4.5	5.0	6.3	4.4	3.3	8.1	4.6	4.3	7.6	5.1	5.5	2.8	17.1	7.2	1.9	10.2	2.3	2.1	0.0
Typing practice	3.2	4.0	5.0	4.2	4.8	5.4	4.9	5.3	6.7	4.4	10.8	5.3	5.9	6.1	6.0	8.6	8.1	4.1	8.5	8.6	13.0	5.6	4.1	13.6	2.1	0.0
Info. database/ Practical softwares	2.4	2.5	3.6	3.3	3.4	3.8	1.9	4.9	4.6	4.4	7.0	3.9	2.2	4.6	6.9	12.4	2.0	1.4	1.4	2.9	10.1	1.9	6.1	4.5	4.3	0.0
Communication	2.1	2.5	2.5	1.9	2.7	4.3	2.3	4.1	5.0	4.4	4.4	3.3	2.9	3.8	5.2	5.7	3.0	2.7	2.8	2.9	7.2	0.0	2.0	0.0	0.0	0.0
Construction (game designing tool)	1.3	1.7	2.1	1.5	1.8	2.7	2.3	2.1	3.3	3.1	3.2	3.9	1.5	3.1	5.2	5.7	1.0	1.4	1.4	1.4	5.8	3.7	2.0	2.3	2.1	0.0
Others	0.2	0.1	0.2	0.2	0.0	0.3	0.0	0.4	0.0	0.6	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Invalid/No answers	0.3	0.0	0.2	0.4	0.2	0.3	0.0	0.8	0.0	0.6	0.0	0.0	0.7	0.8	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0

4. Frequency of game playing

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

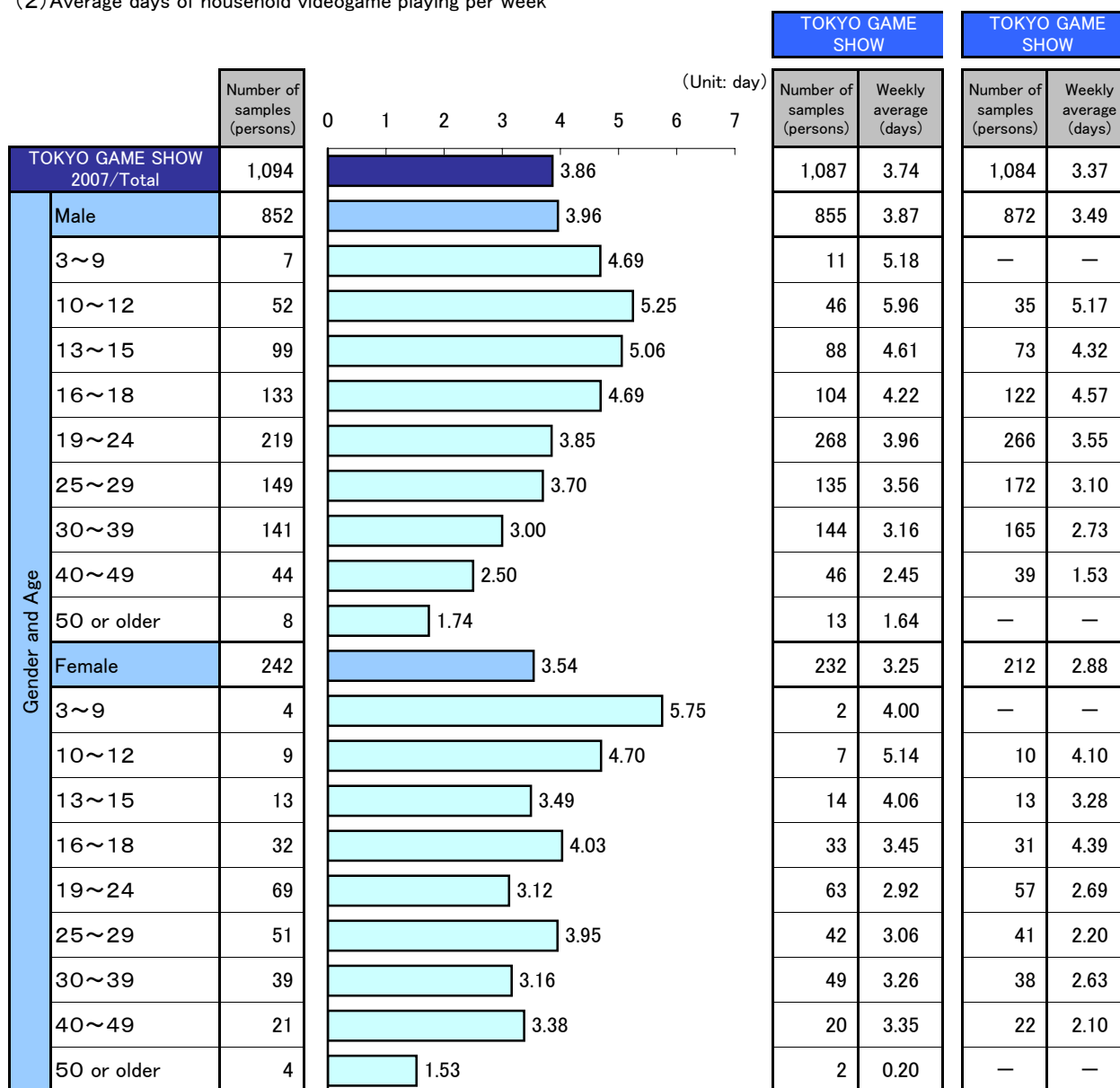
(1) Playing frequency



		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 2007/Total		1,094	34.1	14.0	28.6	10.8	6.2	6.3
Gender and Age	Male	852	35.1	14.8	28.2	10.7	6.0	5.3
	3~9	7	42.9	28.6	14.3	0.0	14.3	0.0
	10~12	52	59.6	7.7	28.8	0.0	1.9	1.9
	13~15	99	50.5	22.2	18.2	6.1	1.0	2.0
	16~18	133	45.1	16.5	29.3	4.5	3.0	1.5
	19~24	219	31.5	18.3	27.4	11.4	5.5	5.9
	25~29	149	31.5	12.8	30.9	11.4	8.7	4.7
	30~39	141	22.0	9.2	33.3	17.7	8.5	9.2
	40~49	44	18.2	9.1	20.5	25.0	13.6	13.6
	50 or older	8	0.0	0.0	62.5	12.5	12.5	12.5
	Female	242	30.6	11.2	30.2	11.2	7.0	9.9
	3~9	4	50.0	50.0	0.0	0.0	0.0	0.0
	10~12	9	44.4	22.2	22.2	0.0	11.1	0.0
	13~15	13	30.8	23.1	7.7	7.7	0.0	30.8
	16~18	32	34.4	21.9	21.9	6.3	6.3	9.4
	19~24	69	24.6	8.7	33.3	13.0	8.7	11.6
	25~29	51	39.2	5.9	33.3	7.8	7.8	5.9
	30~39	39	25.6	7.7	33.3	15.4	7.7	10.3
	40~49	21	28.6	4.8	38.1	19.0	4.8	4.8
50 or older	4	0.0	0.0	50.0	25.0	0.0	25.0	

- "Heavy users" who play "almost everyday" increased for two consecutive years (34.1%).
- The ratio of "almost everyday" is the highest among males in all age groups of "25~29" and younger.
- The ratio of "2~3 days a week" is the highest among males and females of "30~39" and "50 or older" and among females of "40~49".

(2) Average days of household videogame playing per week



Note 1) 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

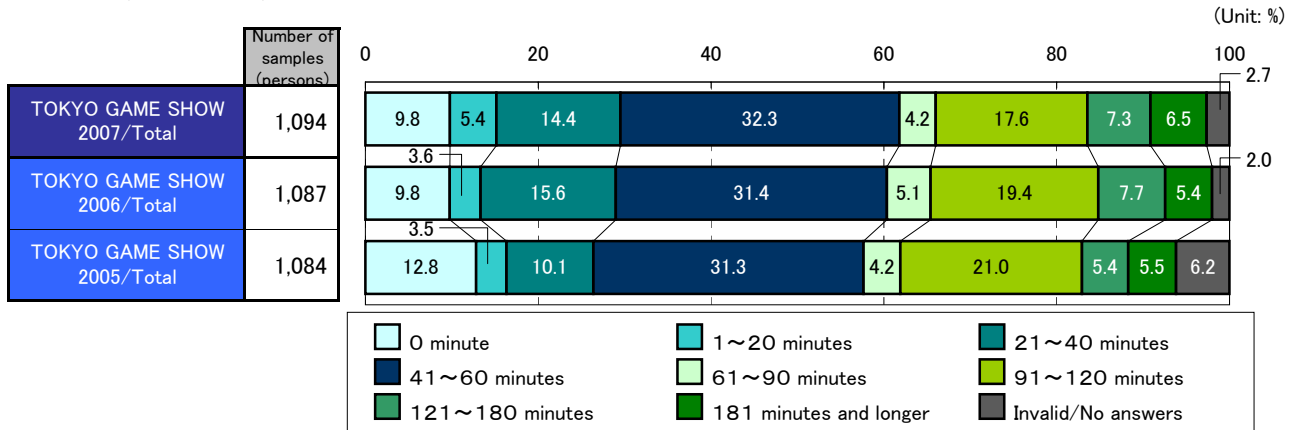
Note 2) "3-9" and "50 or older" were added to "Gender and Age" in TGS 2006 survey.

- The average weekly frequency is 3.86 days. It has increased for two consecutive years.
- Among male users, the average of playing days is the highest in the age group of "10-12" (5.25 days).
- The average days increased in the age groups of "16-18", "25-29", "40-49" and "50 or older" both with male and female users.

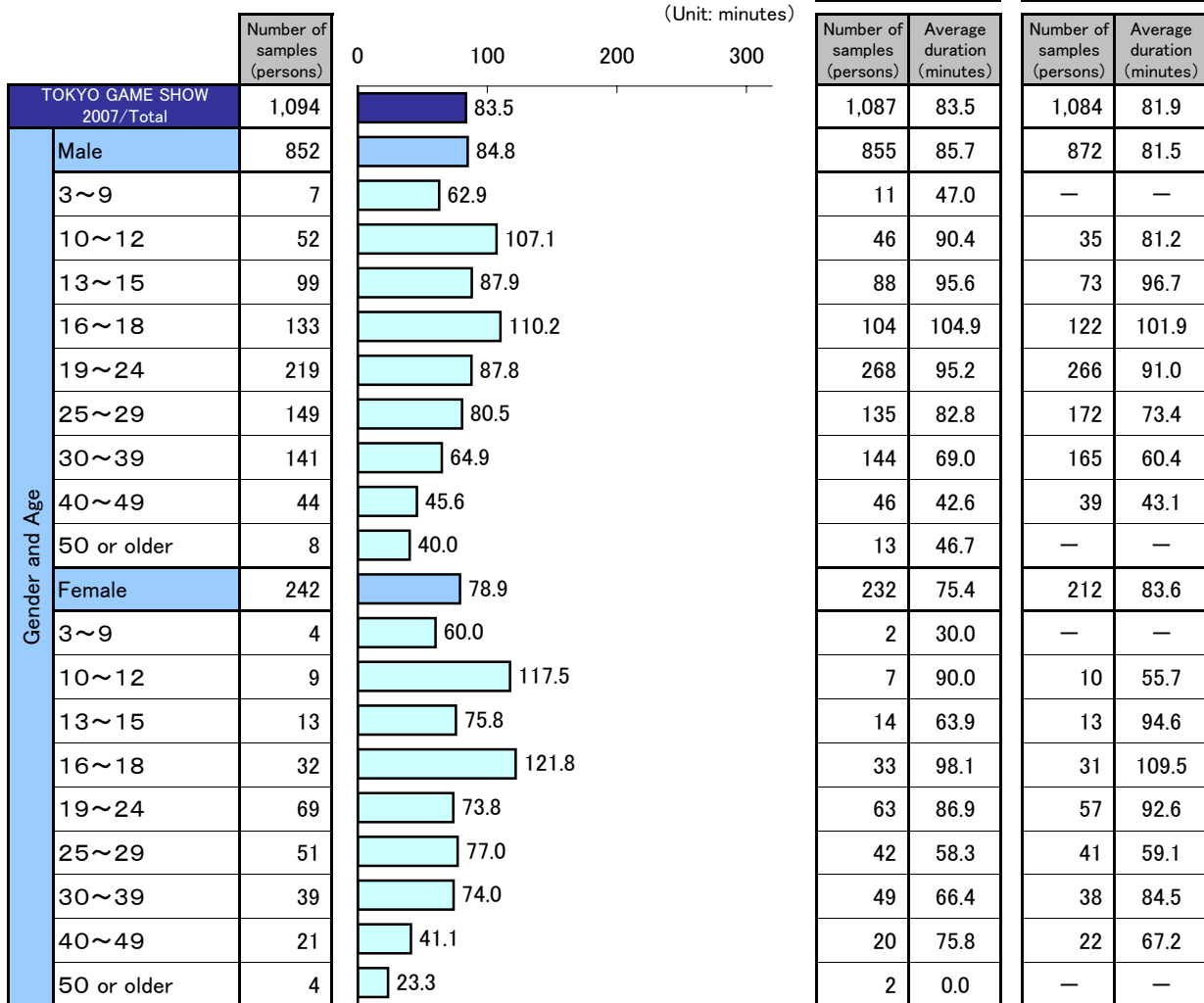
5. Duration of game playing

[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)



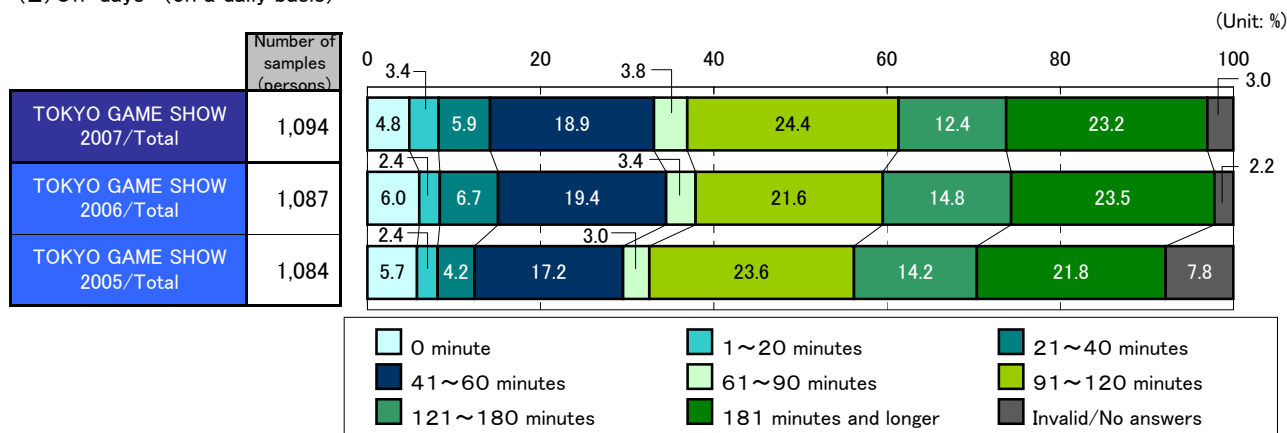
■ Average duration of game playing



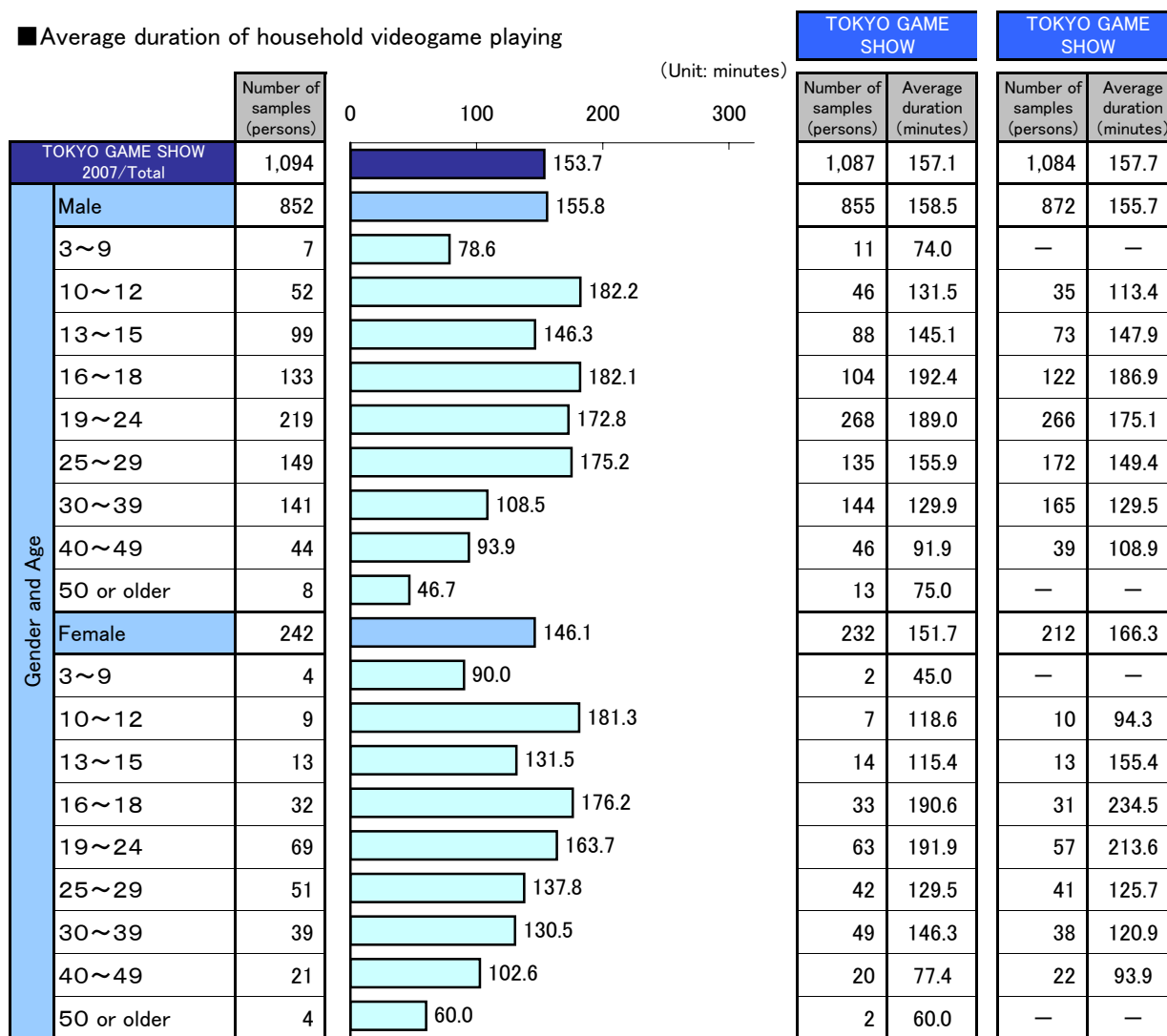
Note) "3~9" and "50 or older" were added to "Gender and Age" in TGS 2006 survey.

- The highest number of respondents play "41~60 min" per a weekday as well as in the past surveys. "1~20 min" and "181 min and longer" also increased this time.
- The average playing time is 83.5, which is almost the same as for the last survey. The average playing time has increased for male users of "10~12" and "16~18" and for female users of "10~12" for two years in a row.

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



■ Average duration of household videogame playing

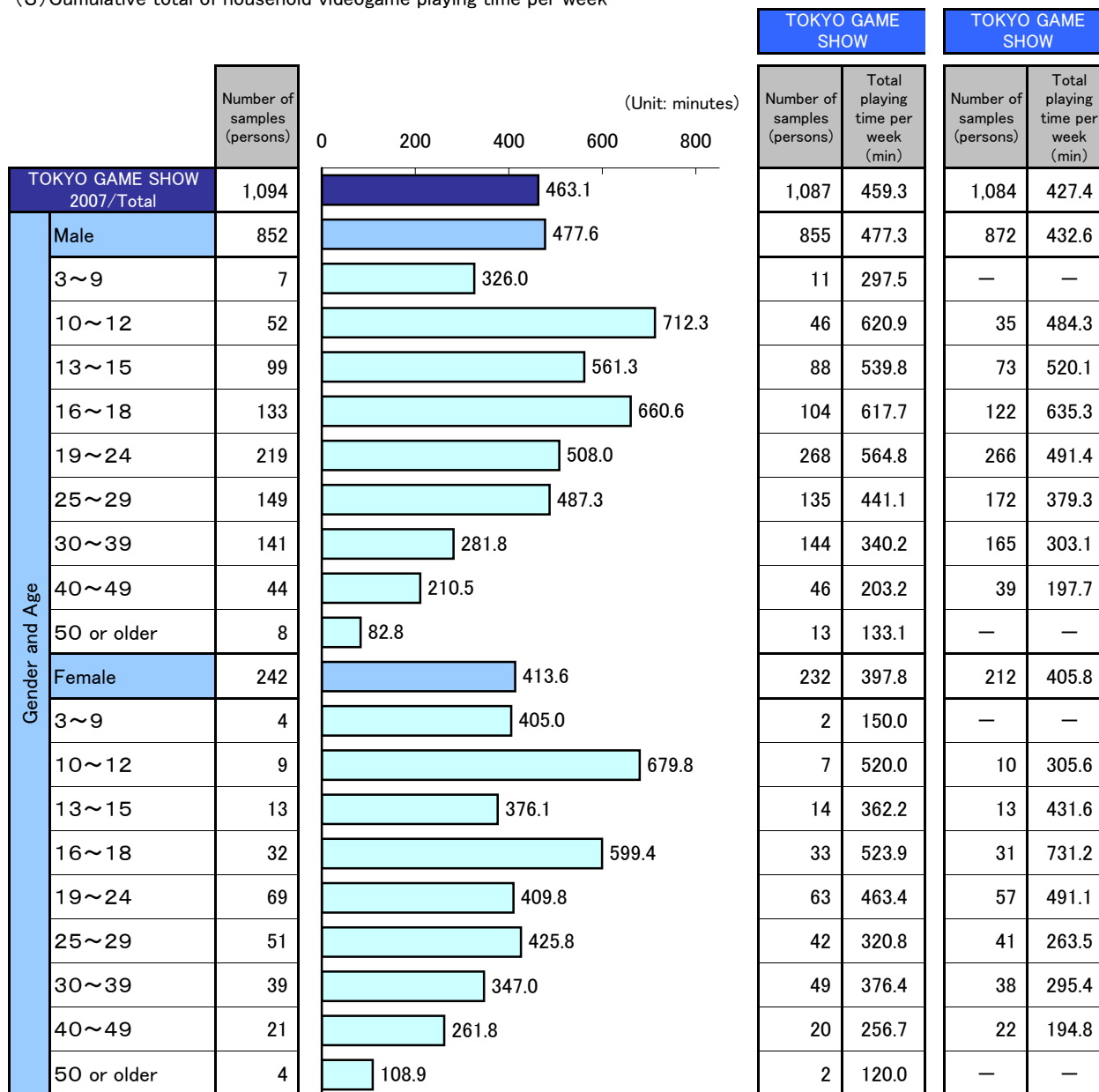


Note) "3~9" and "50 or older" were added to "Gender and Age" in TGS 2006 survey.

"91~120 min" is the most common length of playing time (24.4%), and replaced "181min and longer", the previous length of time.

The average playing time per day off slightly declined to 153.7 min. The average playing time has increased year by year both with male and female users in the "10~12" group. It exceeded 180 min. to become the longest period among all age groups.

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



Note 1) Total weekly playing time = (Ave. playing days per week - 2) × Ave. work-day playing min. + Ave. off-day playing min. × 2

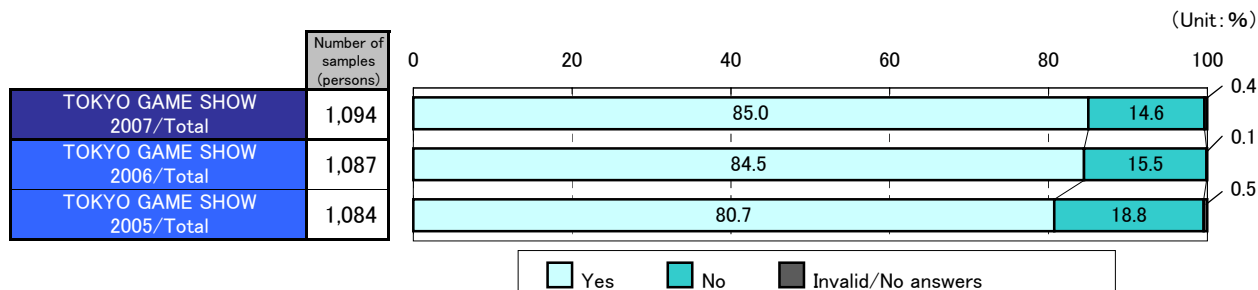
Note 2) "3-9" and "50 or older" were added to "Gender and Age" in TGS 2006 survey.

• Total weekly playing time is 463.1 min. It has increased for two consecutive years due to the increase in playing days.
 • Total weekly playing time increased both with male and female users of "10-12", "25-29", and "40-49" and with males of "13-15" for two consecutive years.
 Especially, male users of "10-12" play the longest in the categories of Gender and Age, and the time has amounted to 712.3 minutes.

6. Tendency of software purchases

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

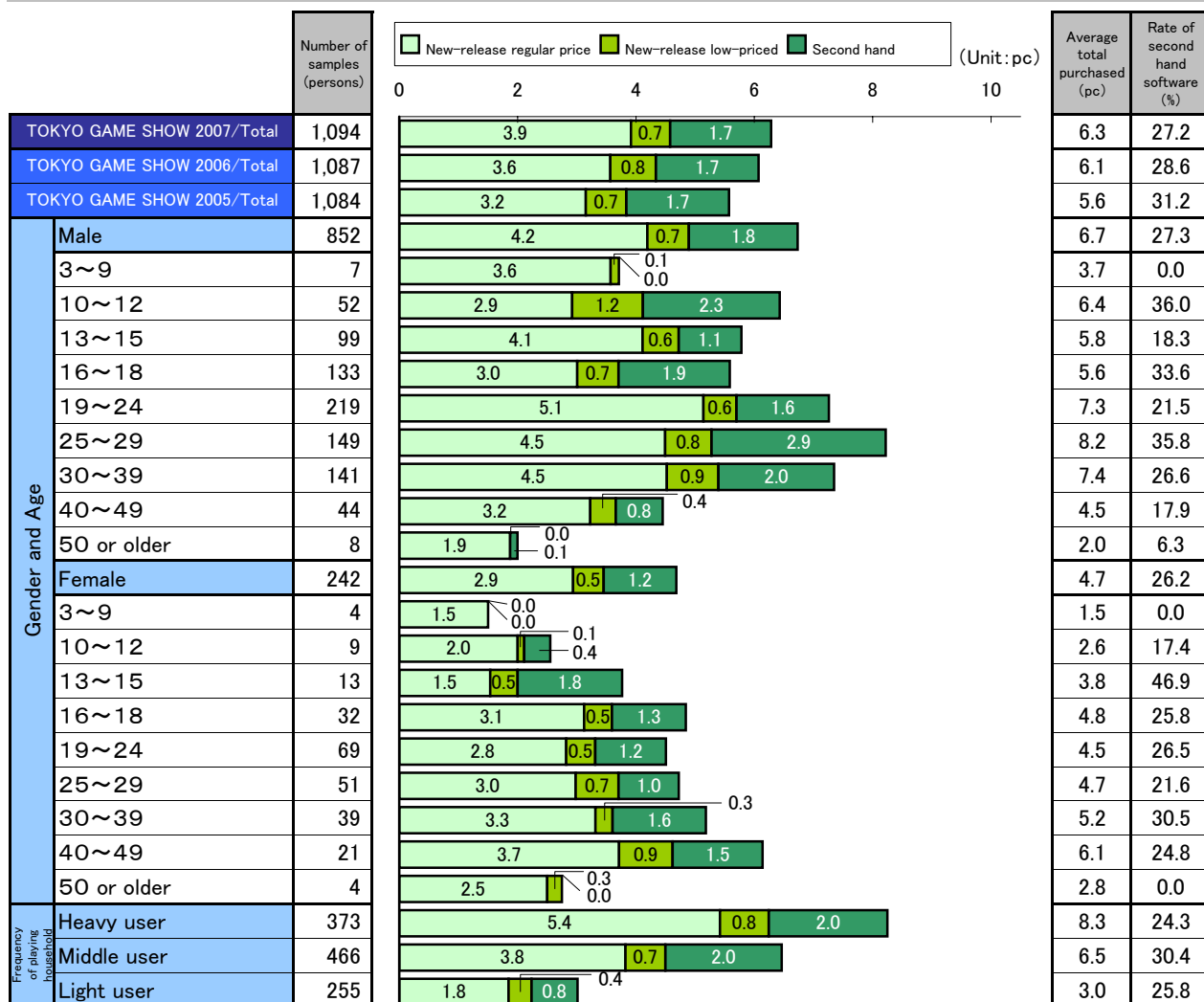
[Q] Did you buy any videogame software in the last one year? (Excluding PC games.)



(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 85.0% of all respondents purchased household videogame software during the past year. This figure represents a slight increase over the previous year.
- The total number of purchases increased compared to the previous year (6.3pcs) for two consecutive years. Male users aged "25~29" purchased the most (8.2 pcs).
- The number of users buying second-hand software is decreasing, and the rate was 27.2%.

(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.)

(757 titles given by 733 valid responses: n=930 persons)

Title/Series 【Breakdown】 Title	Console	Title Qty
"FINAL FANTASY" series		103
CRISIS CORE FINAL FANTASYVII	PSP	52
FINAL FANTASY CRYSTAL CHRONICLES: RING OF FATES	NDS	13
FINAL FANTASY III	NDS	10
FINAL FANTASY XII (Incl.International Zodiac Job System)	PS2	5
FINAL FANTASY XI (Incl.Treasures of Aht Urhgan)	PS2	5
FINAL FANTASY XII REVENANT WINGS	NDS	4
FINAL FANTASY TACTICS: The War of the Lions	PSP	3
FINAL FANTASY X	PS2	1
FINAL FANTASY IV	(No answer)	1
FINAL FANTASY XI	(No answer)	1
"FINAL FANTASY" and "FF"	PSP	4
"FF series"	PS2	2
"FINAL FANTASY" and "FF"	(No answer)	2
"Monster Hunter" series		63
Monster Hunter Portable 2nd	PSP	62
Monster Hunter 2	PS2	1
"The Legend of Zelda" series		26
The Legend of Zelda: Phantom Hourglass	NDS	11
The Legend of Zelda: Twilight princes	Wii	11
The Legend of Zelda: Twilight princes	NGC	1
"The Legend of Zelda" and "Zelda"	(No answer)	3
"SUPER ROBOT WARS" series		22
SUPER ROBOT WARS OG ORIGINAL GENERATIONS	PS2	16
"SUPER ROBOT WARS"	NDS	1
"SUPER ROBOT WARS"	PSP	1
"SUPER ROBOT WARS OG" and "Super Robbot OG"	(No answer)	2
"SUPER ROBOT WARS" and "Super Robbot"	(No answer)	2
Another Century's Episode 3 THE FINAL	PS2	20
"Metal Gear" series		18
Metal Gear Solid Portable OPS (Incl. "OPS+")	PSP	14
Metal Gear Solid 3	PS2	2
Metal Gear 20th Anniversary Metal Gear Solid Collection	PS2	1
"Metal Gear"	(No answer)	1
Wonderful World	NDS	17
Wii Sports	Wii	16
"Winning Eleven" series		16
J.League Winning Eleven 2007	PS2	4
WORLD SOCCER WINNING ELEVEN 10 UBIQUITOUS EVOLUTION	PSP	2
J.LEAGUE Winning Eleven 10 + EUROPE LEAGUE '06-'07	PS2	1
WORLD SOCCER WINNING ELEVEN 7	PS2	1
"Win-Ele 10"	PS2	1
"Winning Eleven" and "Win-Ele"	PS2	4
"Winning Eleven" and "Win-Ele"	(No answer)	3
"Mario" and "Super Mario" series		16
Super Paper Mario	Wii	5
New Super Mario Brothers	NDS	4
Mario Kart DS	NDS	4
Mario Party 8	Wii	2
Mario Strikers Charged	Wii	1
Professor Layton and the Mysterious Village	NDS	16

Title/Series 【Breakdown】 Title	Console	Title Qty
"Gundam" series		14
Gundam Seed Destiny Federation VS. Z.A.F.T. II PLUS	PS2	8
Gundam Seed Destiny Federation VS. Z.A.F.T. PORTABLE	PSP	4
Gundam Musou	PS3	1
"Gundam"	(No answer)	1
"Phoenix Wright: Ace Attorney" series		14
Phoenix Wright: Ace Attorney 4	NDS	5
Phoenix Wright: Ace Attorney 3	NDS	3
Phoenix Wright: Ace Attorney	NDS	1
"Phoenix Wright: Ace Attorney"	NDS	3
"Phoenix Wright: Ace Attorney 1-3"	NDS	1
"Phoenix Wright: Ace Attorney"	(No answer)	1
"Tales Of" series		14
Tales of Destiny	PS2	5
Tales of Fandom Vol.2	PS2	3
Tales of the Abyss	PS2	2
Tales of Symphonia	PS2	1
Tales of Fantasia Full Voice Edition	PSP	1
Tales of The World Dungeon 3	GBA	1
"Tales of"	PS2	1
"BIOHAZARD" series		14
BIOHAZARD 4 Wii Edition	Wii	5
BIOHAZARD 4	PS2	4
BIOHAZARD 3 LAST ESCAPE	PS	1
BIOHAZARD 0	NGC	1
"BIOHAZARD"	NGC	1
"BIOHAZARD"	PS2	1
"BIOHAZARD"	(No answer)	1
Brain training DS	NDS	12
THE IDOLM@STER	X360	11
Animal Crossing: Wild World	NDS	11
"KINGDOM HEARTS II" series		11
KINGDOM HEARTS II FINAL MIX+	PS2	8
"KINGDOM HEARTS II"	PS2	2
"KINGDOM HEARTS II"	(No answer)	1
"DRAGON QUEST" series		11
DRAGON QUEST Monster's joker	NDS	8
Dragon Quest Swords: The Masked Queen and the Tower of Mirrors	Wii	2
DRAGON QUEST VIII	PS2	1
"Pokemon" series		11
Pocket monster Diamond pearl	NDS	6
Pokemon Fushigi no Dungeon: Toki no Tankentai/ Yami no Tankentai	NDS	3
"Pokemon Mystery Dungeon"	NDS	2
Itadaki Street DS	NDS	8
"Grand Theft Auto" series		8
Grand Theft Auto San Andreas	PS2	5
"Grand Theft Auto"	PS2	3
"Powerful Pro Baseball Live" series		8
Powerful Pro Baseball Live Wii	Wii	3
Powerful Pro Baseball Live Portable 2	PSP	2
Powerful Pro Baseball Live 14	PS2	1
"PAWAPURO"	PS2	1
"PAWAPURO"	(No answer)	1
"PERSONA" series		8
PERSONA3 FES	PS2	6
"PERSONA3" and "P3"	PS2	2
LOST PLANET	X360	8

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:

Wii: Wii, NGC: Nintendo Game Cube, NDS: Nintendo DS, GBA: Game Boy Advance, PS3: PLAYSTATION 3
PS2: PlayStation 2, PS: PlayStation, PSP: PSP(PlayStation Portable), X360: Xbox360

Title/Series	Console	Title Qty
【Breakdown】 Title		
Ryu Ga Gotoku series		7
Ryu Ga Gotoku 2	PS2	6
"Ryu Ga Gotoku"	(No answer)	1
".hack//G.U." series		6
.hack//G.U. Vol.3	PS2	3
".hack//G.U." and ".hack//G.U. series"	PS2	2
".hack//G.U."	(No answer)	1
"beatmania II DX" series		6
beatmania II DX13 Distorted	PS2	5
"beatmania II DX"	PS2	1
"Higurashi no Nakukoroni" series		6
Higurashi no Nakukoroni Matsuri	PS2	4
"Higurashi no Nakukoroni"	PS2	2
EVERYBODY'S GOLF5	PS3	6
"Fate/stay night" series		5
Fate/stay night [Realta Nua]	PS2	4
Fate/tigercolossum	PSP	1
The Elder Scrolls IV Oblivion	X360	5
Gears of War	X360	5
"SENGOKU MUSOU" series		5
SENGOKU MUSOU 2 Mousho Den	PS2	3
SENGOKU MUSOU 2	PS2	2
Trusty Bell Dream of Chopin	X360	5
Fire Emblem: Radiant Dawn	Wii	5
"Ace Combat" series		4
Ace Combat Zero The Belkan War	PS2	3
Ace Combat X Skies of Deception	PSP	1
"Puyopuyo" series		4
Puyopuyo! 15th Anniversary	NDS	2
Puyopuyo!	PS2	1
"Puyopuyo"	(No answer)	1
"BLEACH" series		3
Bleach Heat the Soul 4	PSP	3
"Bleach"	(No answer)	2
DS Vision Training	NDS	3
JUMP ULTIMATE STARS	NDS	3
"ARMORED CORE" series		3
ARMORED CORE 4	PS3	2
ARMORED CORE LAST RAVEN	PS2	1
"English Factory" series		3
English Factory	NDS	2
Motto Eigo Duke	NDS	1
"Guilty Gear" series		3
GUILTY GEAR XX Λ CORE	PS2	2
GUILTY GEAR XX	PS2	1
"Legend of Mana" series		3
Legend of Mana: HEROES of MANA	NDS	1
"Legend of Mana"	NDS	2
Etrian Odyssey	NDS	3
"Devil May Cry" series		3
Devil May Cry 3 (Incl. Special Edition)	PS2	2
"Devil May Cry"	PS2	1
FolksSoul	PS3	3
Moero! Nekketsu Rhythm Damashii: Osu! Tatakae! Ouendan 2	NDS	3

Title/Series	Console	Title Qty
【Breakdown】 Title		
"FRONT MISSION" series		2
FRONT MISSION 1ST	NDS	1
FRONT MISSION 5 ~Scars of the War~	PS2	1
KOF MAXIMUM IMPACT REGULATION "A"	PS2	2
The Earth Self Defence Force 2	PS2	2
VitaminX	PS2	2
Okami	PS2	2
ODIN SPHERE	PS2	2
La Corda D'oro 2	PS2	2
Kuron Yoma Gauen-ki "re:charge"	PS2	2
"CALL OF DUTY" series		2
CALL OF DUTY3	PS3	1
CALL OF DUTY2	X360	1
"GOD OF WAR" series		2
GOD OF WAR	PS2	1
GOD OF WAR II	PS2	1
Kotoba no Puzzle Mojipittan DS	NDS	2
Silent Hill 4	PS2	2
Chibi-Robo: Park Patrol	NDS	2
"Sangokushi" series		2
Sangokushi VI	PSP	1
"Sangokushi"	(No answer)	1
"Shining" series		2
Shining wind	PS2	1
Shining Tears	PS2	1
Shaberu! DS Oryouri Navi	NDS	2
"TAIKO DRUM MASTER" series		2
TAIKO DRUM MASTER: Touch de Dokodon!	NDS	1
"TAIKO DRUM MASTER"	PS2	1
SUPER SMASH BROS. DX	NGC	2
"DEAD OR ALIVE" series		2
DEAD OR ALIVE 4	X360	1
"DEAD OR ALIVE"	X360	1
Tetris DS	NDS	2
Dokidoki Majo Shinpan!	NDS	2
Need for Speed Carbon	PS3	2
"nintendogs" series		2
nintendogs Shiba & Friends	NDS	1
"nintendogs"	NDS	1
FURAI-NO-SIREN DS	NDS	2
Forever Blue	Wii	2
Blue Dragon	X360	2
"Pro Yakyu Spirits" series		2
Pro Yakyu Spirits 4	PS2	1
Pro Yakyu Spirits 4	PS3	1
"Makai Senki Disgaea" series		2
Makai Senki Disgaea	PS2	1
Makai Senki Disgaea	PSP	1
Minna Daisuki Katamari Damacy	PS2	2
Fishing Master	Wii	2
Luminous Arc	NDS	2
Rainbow Six: Vegas	X360	2
"WILD ARMS" series		2
WILD ARMS Crossfire	PSP	1
WILD ARMS the 5th Vanguard	PS2	1
The rest of the titles with one response are omitted.		

•FINAL FANTASY series was the top with 103 answers listed by respondents, and Crisis Core Final Fantasy VII (PSP) occupied more than half (52 titles).

•As a sigle title, Monster Hunter Portable 2nd (PSP) was the top with 62 answers.

7. 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.

(565 titles given by 616 valid responses: n=1,094 persons)

Title	Title Qty	Title	Title Qty	Title	Title Qty
"FINAL FANTASY" series	50	Xenogears	7	Famista	3
FINAL FANTASY VII	31	"Kuniokun" series	6	METROID	3
FINAL FANTASY IX	4	Kunio-kun no Jidaigeki dayo Zen'in Shūgō!	1	WILDARMS 2nd IGNITION	3
FINAL FANTASY V	2	"Kuniokun series"	5	R-TYPE	2
FINAL FANTASY VI	2	"Gradius" series	6	Algos no Senshi	2
FINAL FANTASY X	2	Gradius IV	1	IKARUGA	2
FINAL FANTASY IV	1	"Gradius"	5	Vampire Savior	2
FINAL FANTASY VIII	1	"THE LEGEND OF ZELDA" series	6	ACE COMBAT	2
FINAL FANTASY XII	1	THE LEGEND OF ZELDA: Ocarina of Time	4	EXCITE BIKE	2
FINAL FANTASY VI · VII · VIII	1	THE LEGEND OF ZELDA: Majora's Mask	1	Okami	2
"FINAL FANTASY" and "FF"	5	"THE LEGEND OF ZELDA"	1	The Ocean Hunter	2
"Mario" and "Super Mario" series	31	"Gundam" series	5	"Initial D" series	2
Super Mario RPG	4	Gundam Federation VS Gion	1	Initial D Ver.3	1
Super Mario Brothers	4	Gundam Giren no Yabou	1	"Initial D"	1
Super Mario 64	3	"Gundam" and "Gaundam products"	3	"Guilty Gear" series	2
Super Mario World	2	"FIRE EMBLEM" series	5	GUILTY GEAR XX Λ CORE	1
Mario RPG	2	FIRE EMBLEM EXCEED A GENERATION	2	"GUILTY GEAR"	1
Mario Kart	2	FIRE EMBLEM Torakia 776	1	Quiz Magic Academy	2
Mario Picros	1	FIRE EMBLEM GAIDEN	1	Kowloon's Gate	2
Mario Party 2	1	"FIRE EMBLEM"	1	Grandia	2
Mario Brothers	1	Terranigma	5	Golden Eye 007	2
"Mario"	6	"Metal Gear" series	5	The House of the Dead 4	2
"Super Mario"	5	Metal Gear Solid	1	"Sakura Battle" series	2
"DRAGON QUEST" series	20	"Metal Gear"	4	Sacra Battle 4	1
DRAGON QUEST VI	4	Ice Climber	4	Sakura Battle 2·4	1
DRAGON QUEST III	2	Romance of the Three Kingdoms	4	"Star Ocean" series	2
DRAGON QUEST IV	2	"SUPER ROBOT WARS" series	4	Star Ocean: Second Street	1
DRAGON QUEST II	1	SUPER ROBOT WARS IMPACT	1	"Star Ocean"	1
DRAGON QUEST V	1	THE LOAD OF ELEMENTAL series	1	Derby Stallion	2
DRAGON QUEST I · II · III	1	"ORIGINAL GENERATIONS series"	1	"Great Strategy" series	2
DRAGON QUEST II · III	1	"SUPER ROBOT WARS"	1	Great Strategy III	1
DRAGON QUEST III · IV	1	Taiko no Tatsujin	4	Great Strategy Expert	1
Dragon Quest Monsters: Terry's Wonderland	1	"Super Smash Bros." series	4	Downtown Nekketsu Koushinkyoku Soreyuke Daiundoukai	2
"DRAQUE", "DRAGON QUEST", "DRAQUE series"	6	"Ogre Battle" series	4	DIGDUG	2
"Seiken Densetsu" series	16	Ogre Battle Saga Episode 7 Tactics	3	DRAGON SPIRIT	2
Seiken Densetsu 2	5	March of the Black Queen	1	"Dragon Ball" series	2
Seiken Densetsu 3	3	"Tales Of" series	4	Dragon Ball Z Gaiden: Saiyajin Zetsumetsu Keikaku	1
Seiken Densetsu: LEGEND OF MANA	3	Tales of Etania	1	"Dragon Ball (SFC)"	1
Seiken Densetsu 2·3	1	Tales of the Abyss	1	Transformers: Convoy no Nazo	2
"Seiken Densetsu" and "Seiken Densetsu series"	4	Tales of Destiny	1	Final Fight	2
Space Invader	15	"Tales series"	1	Fantasy Zone	2
"Mega Man" series	14	"Knights" NiGHTS into Dreams...	4	MAPPY	2
Mega Man 2	1	PACMAN	4	"Mado Monogatari" series	2
Mega Man 4	1	PHANTASY STAR ONLINE	4	Live A Live	2
Mega Man 6	1	"Puyopuyo" series	4	"Langrisser" series	2
Mega Man X2	1	Puyopuyo SUN	1	Langrisser V	1
Mega Man X5	1	"Puyopuyo"	3	"Langrisser series"	1
Mega Man DASH	1	Winning Eleven	3	Little Princess: Puppet Princess of Marl's Kingdom	2
"Mega Man X" and "Mega Man X series"	2	Elevator Action	3	Rave Racer	2
"Mega Man" and "Mega Man series"	6	Kerunaguru	3	Ore no Shikabane wo Koete Yuke	2
"SaGa" series	12	"Street Fighters" series	3	"Wagyan Land" series	2
Romancing SaGa 2	3	Street Fighter II	2	"Wagyan Land"	1
Romancing SaGa 3	2	"Street Fighter Products"	1	"Super Wagyan Land"	1
Final Fantasy Legend II	2	Suberanka	3	Wani Wani Panic	2
SaGa Frontier	1	XEVIIOUS	3	WONDER PROJECT J2	2
Sa·Ga 1·2·3	1	"Dungeons & Dragons" series	3	Getsu Fuuma Den	2
"Romancing SaGa" and "Romancing Saga series"	3	Dungeons & Dragons: Shadow over Mystara	2	"Cyber Troopers Virtual-On" series	2
"Chrono Trigger" series	11	"Dungeons & Dragons"	1	Cyber Troopers Virtual-On: Oratorio-Tangram	1
Chrono Trigger	9	"TETRIS" series	3	"Cyber Troopers Virtual-On"	1
Chrono Cross	2	Tetris Battle Gaiden	1	The rest of the titles with one response are omitted.	
Donkey Kong	9	"TETRIS"	2		
Kirby Super DX	8	The Recovery of BABYLYM	3		

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.

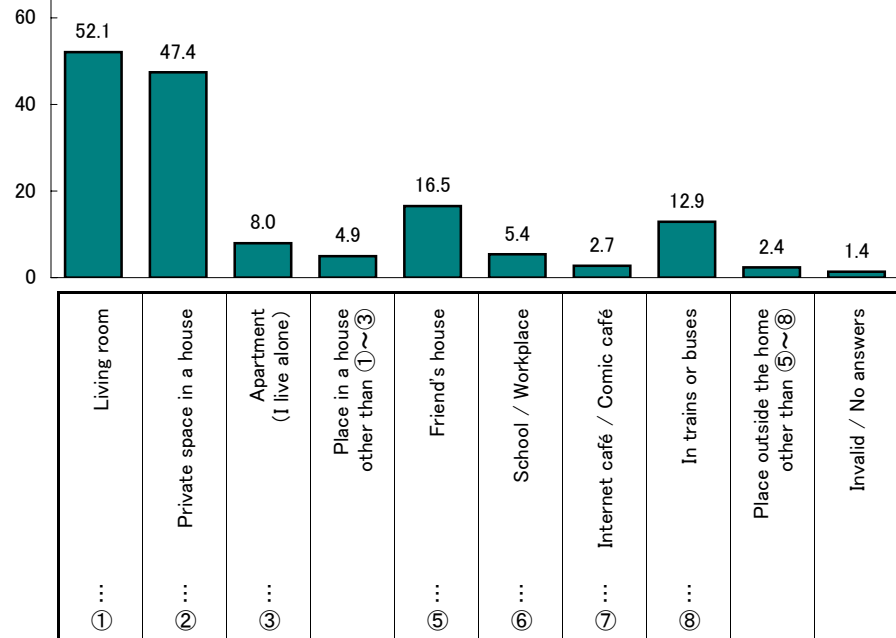
- FINAL FANTASY series was the top with 50 responses including 31 answers for Final Fantasy VII.
- "Mario" and "Super Mario" series (31 responses), and "DRAGON QUEST" series (20 responses) followed.

8. Place where household video games are played 《Multiple answers》

[Q] Please choose the place you play household video games.

Tokyo Game Show 2007/Total
(n=1,094人)

(Unit: %)



		Number of samples (persons)	(Home)				(Outside home)					
Tokyo Game Show 2007/Total		1,094	52.1	47.4	8.0	4.9	16.5	5.4	2.7	12.9	2.4	1.4
Gender and Age	Male	852	49.4	49.9	8.3	4.7	19.0	5.4	2.9	12.4	2.1	1.1
	3~9	7	85.7	0.0	0.0	14.3	28.6	0.0	0.0	14.3	0.0	0.0
	10~12	52	76.9	44.2	0.0	5.8	26.9	1.9	1.9	11.5	1.9	0.0
	13~15	99	60.6	52.5	0.0	7.1	28.3	4.0	4.0	8.1	4.0	2.0
	16~18	133	46.6	66.9	0.8	5.3	33.8	12.8	0.8	16.5	0.8	0.8
	19~24	219	38.8	49.8	16.4	4.6	23.3	6.4	2.7	16.4	2.3	0.5
	25~29	149	39.6	48.3	16.1	2.7	12.1	3.4	6.7	10.7	2.0	0.7
	30~39	141	53.9	44.7	6.4	3.5	2.1	3.5	2.1	10.6	2.8	0.0
	40~49	44	70.5	31.8	2.3	4.5	2.3	0.0	0.0	4.5	0.0	4.5
	50 or older	8	25.0	37.5	0.0	12.5	0.0	0.0	0.0	0.0	0.0	25.0
	Female	242	61.6	38.8	6.6	5.8	7.9	5.4	2.1	14.5	3.3	2.5
	3~9	4	25.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0
	10~12	9	100.0	11.1	0.0	11.1	11.1	0.0	0.0	0.0	0.0	0.0
	13~15	13	53.8	38.5	0.0	15.4	15.4	7.7	7.7	7.7	0.0	7.7
	16~18	32	62.5	50.0	0.0	3.1	12.5	9.4	0.0	12.5	0.0	0.0
	19~24	69	65.2	34.8	13.0	10.1	13.0	11.6	4.3	17.4	2.9	1.4
	25~29	51	45.1	43.1	11.8	2.0	3.9	0.0	2.0	15.7	5.9	3.9
	30~39	39	64.1	48.7	2.6	2.6	2.6	2.6	0.0	20.5	5.1	0.0
	40~49	21	71.4	28.6	0.0	4.8	0.0	0.0	0.0	9.5	4.8	0.0
50 or older	4	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

(Unit: %)

• "Living room" was selected most frequently (52.1%) and "Private space in a house" was in second place (47.4%). Among the places outside the home, "Friend's house" was selected most often (16.5%) and "In trains or buses" was in second place (12.9%).

• The rate for "Private space in a house" was higher than that for "Living room" among male users.

• "Living room" was selected most often (65.9%) by users who play "Wii" most frequently.

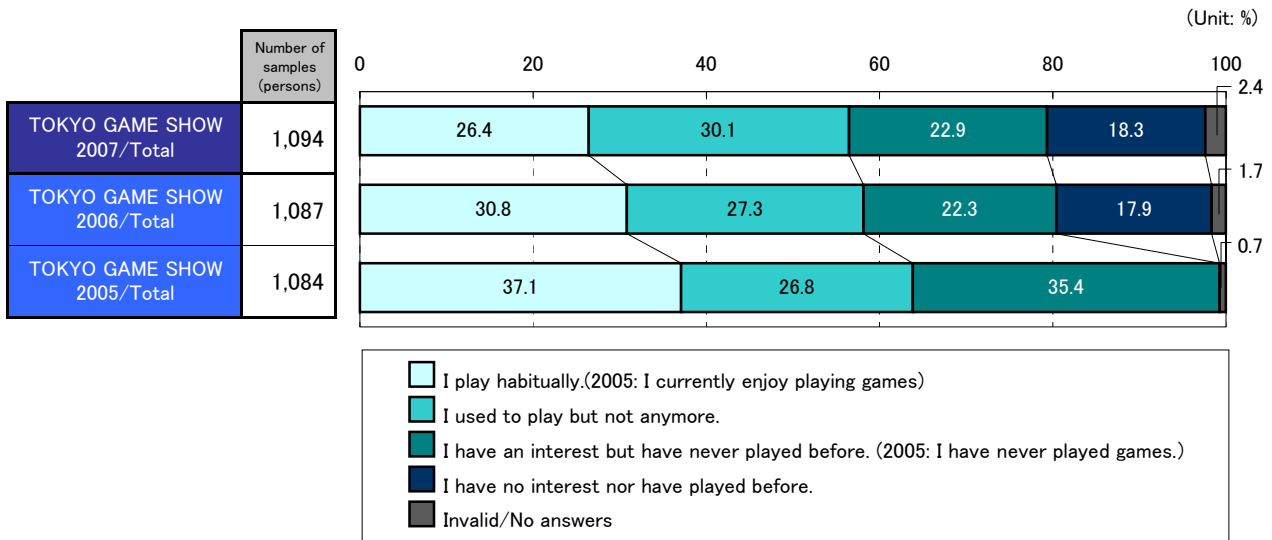
(Unit: %)

		Number of samples (persons)	Living room ⋮ ①	Private space in a house ⋮ ②	Apartment (1 live alone) ⋮ ③	Place in a house other than ①~③ ⋮ ④	Friend's house ⋮ ⑤	School / Workplace ⋮ ⑥	Internet café / Comic café ⋮ ⑦	In trains or buses ⋮ ⑧	Place outside the home other than ⑤~⑧ ⋮ ⑨	Invalid / No answers
			(Home)				(Outside home)					
Tokyo Game Show 2007/Total		1,094	52.1	47.4	8.0	4.9	16.5	5.4	2.7	12.9	2.4	1.4
Frequency of playing household video games	Heavy user	373	51.2	53.1	6.7	5.6	18.5	7.2	3.8	18.2	2.7	1.3
	Middle user	466	50.0	49.1	9.2	5.2	18.5	6.0	2.1	12.2	3.0	1.5
	Light user	255	57.3	36.1	7.5	3.5	10.2	1.6	2.4	6.3	0.8	1.2
Number of family members	1	229	35.8	26.2	36.7	1.7	11.8	3.5	3.1	10.0	2.2	1.3
	2~4	647	57.5	51.0	0.5	4.0	16.2	5.3	2.0	12.5	2.2	1.4
	5 or more	218	53.2	59.2	0.0	11.0	22.5	7.8	4.6	17.0	3.2	1.4
Hardware most frequently used (Top 6)	PlayStation 2	258	51.9	48.8	8.5	5.0	17.4	5.4	3.1	9.3	1.2	0.8
	Nintendo DS (Incl. Lite)	202	54.5	55.0	4.5	3.0	12.9	5.0	1.0	19.3	4.5	0.5
	PSP (PlayStation Portable)	112	48.2	49.1	11.6	6.3	25.0	8.0	3.6	17.9	2.7	0.9
	PLAYSTATION 3	44	43.2	47.7	9.1	4.5	13.6	2.3	0.0	11.4	2.3	4.5
	Wii	41	65.9	29.3	0.0	2.4	12.2	7.3	0.0	4.9	2.4	2.4
	Xbox360	25	44.0	48.0	28.0	4.0	8.0	4.0	4.0	8.0	0.0	4.0

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 2007/Total		1,094	26.4	30.1	22.9	18.3	2.4
Gender and Age	Male	852	24.2	30.4	23.6	19.4	2.5
	3~9	7	14.3	14.3	28.6	28.6	14.3
	10~12	52	19.2	13.5	40.4	15.4	11.5
	13~15	99	24.2	21.2	25.3	23.2	6.1
	16~18	133	31.6	30.1	22.6	15.0	0.8
	19~24	219	23.7	40.6	18.3	16.9	0.5
	25~29	149	25.5	32.2	20.8	20.1	1.3
	30~39	141	23.4	28.4	22.0	23.4	2.8
	40~49	44	13.6	29.5	29.5	27.3	0.0
	50 or older	8	0.0	0.0	100.0	0.0	0.0
	Female	242	34.3	28.9	20.2	14.5	2.1
	3~9	4	0.0	0.0	0.0	25.0	75.0
	10~12	9	55.6	0.0	11.1	33.3	0.0
	13~15	13	38.5	15.4	15.4	15.4	15.4
16~18	32	31.3	31.3	21.9	15.6	0.0	
19~24	69	39.1	34.8	14.5	11.6	0.0	
25~29	51	33.3	31.4	25.5	9.8	0.0	
30~39	39	33.3	30.8	15.4	20.5	0.0	
40~49	21	28.6	28.6	28.6	14.3	0.0	
50 or older	4	0.0	0.0	100.0	0.0	0.0	
Frequency of playing in a household	Heavy user	373	26.0	31.4	22.8	16.4	3.5
	Middle user	466	27.5	32.2	22.7	15.5	2.1
	Light user	255	25.1	24.3	23.1	26.3	1.2

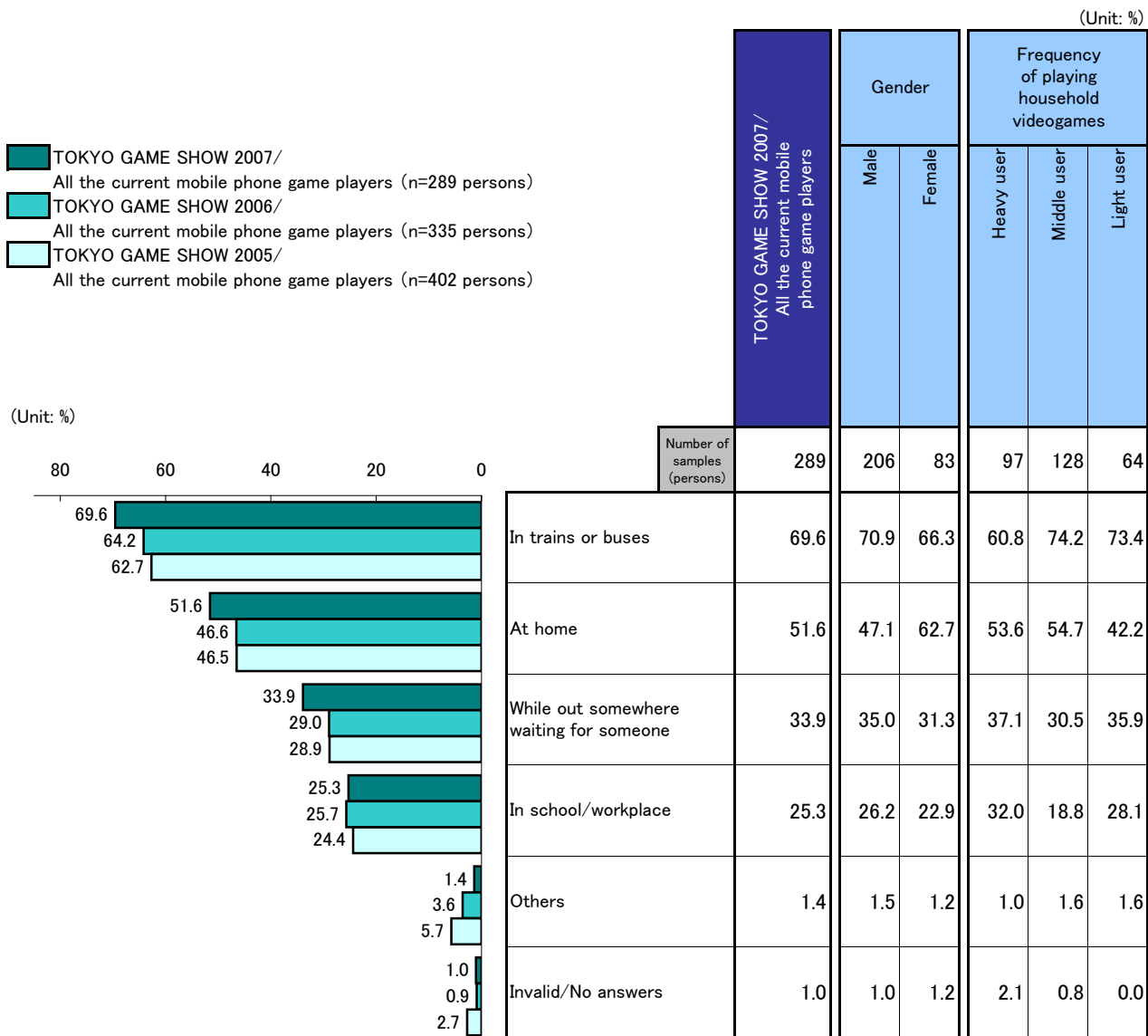
(Unit: %)

Note) 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."

- The proportion of respondents who "play habitually" has decreased for two consecutive years to 26.4% of the total.
- "I play habitually" was selected more by female users (34.3%) than by male users (24.2%).
- Among the options for frequency of playing games, "I play habitually" was selected the most by moderate 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.

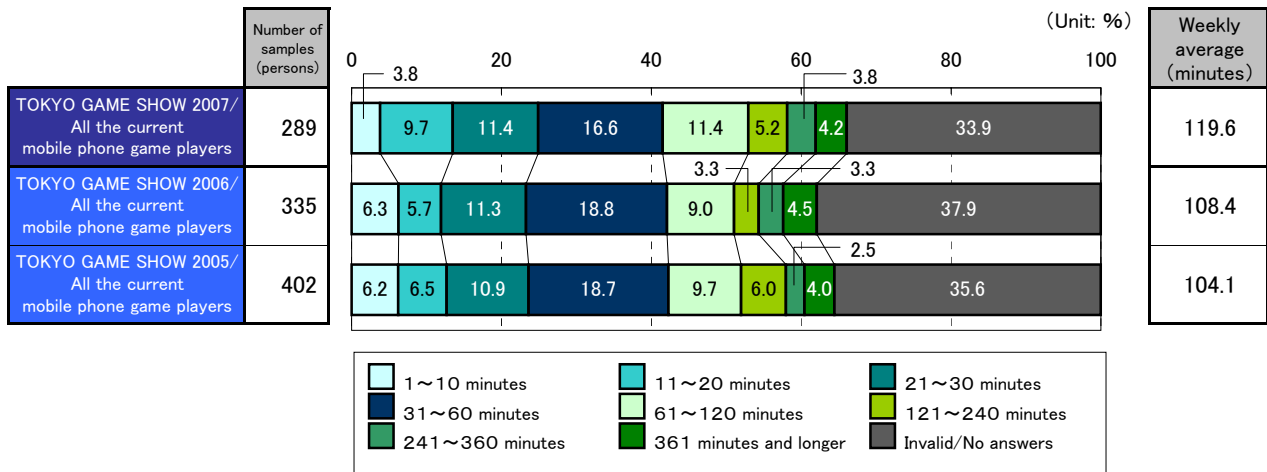


•As was the case last year and two years ago, most respondents played games “In trains or buses” (69.6%).
 •More female users selected “At home” than male users, and the ratio amounted to 62.7%.

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?



		Number of samples (persons)	(Unit: %)								Weekly average (minutes)	
			1~10 minutes	11~20 minutes	21~30 minutes	31~60 minutes	61~120 minutes	121~240 minutes	241~360 minutes	361 minutes and longer	Invalid/No answers	
TOKYO GAME SHOW 2007/ All the current mobile phone game players		289	3.8	9.7	11.4	16.6	11.4	5.2	3.8	4.2	33.9	119.6
Gender	Male	206	3.4	10.7	11.2	17.5	11.2	5.8	2.9	3.9	33.5	115.3
	Female	83	4.8	7.2	12.0	14.5	12.0	3.6	6.0	4.8	34.9	130.7
Frequency of playing household	Heavy user	97	4.1	9.3	13.4	17.5	9.3	6.2	2.1	3.1	35.1	106.5
	Middle user	128	3.1	8.6	9.4	17.2	13.3	4.7	5.5	3.9	34.4	127.0
	Light user	64	4.7	12.5	12.5	14.1	10.9	4.7	3.1	6.3	31.3	124.5

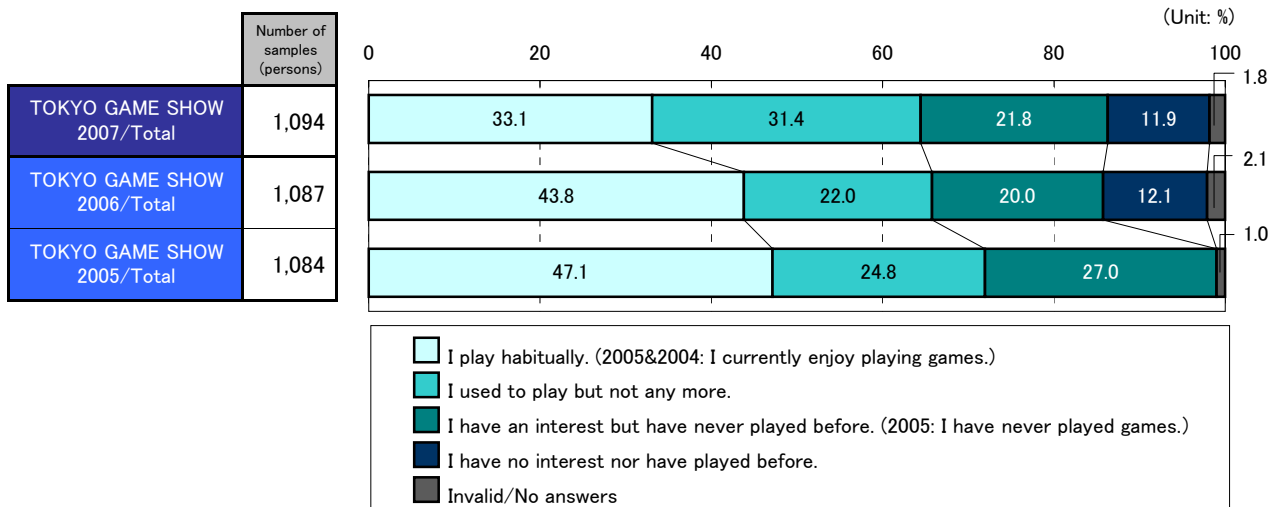
Note) The categories for “Time spent playing games” were changed for TOKYO GAME SHOW 2007. In accordance with this change, the survey results for both 2005 and 2006 were tallied again. (top graph)

- Weekly playing time increased compared to the previous survey (119.6 min).
- Female players and “moderate users” of household video games tended to report a long weekly playing time.

IV. PC Games

1. Familiarity with PC games

[Q] Do you play PC games?



		Number of samples (persons)	(Unit: %)				
			I play habitually.	I used to play but not any more.	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		1,094	33.1	31.4	21.8	11.9	1.8
Gender and Age	Male	852	35.8	31.5	20.0	10.7	2.1
	3~9	7	0.0	14.3	71.4	14.3	0.0
	10~12	52	23.1	34.6	21.2	7.7	13.5
	13~15	99	33.3	26.3	15.2	21.2	4.0
	16~18	133	36.8	27.8	22.6	12.0	0.8
	19~24	219	40.6	32.0	19.6	7.8	0.0
	25~29	149	45.0	31.5	13.4	8.7	1.3
	30~39	141	28.4	37.6	22.0	9.2	2.8
	40~49	44	25.0	34.1	27.3	13.6	0.0
	50 or older	8	50.0	12.5	37.5	0.0	0.0
	Female	242	23.6	31.0	28.5	16.1	0.8
	3~9	4	0.0	25.0	25.0	25.0	25.0
	10~12	9	33.3	22.2	11.1	33.3	0.0
	13~15	13	15.4	38.5	38.5	7.7	0.0
	16~18	32	15.6	18.8	37.5	28.1	0.0
	19~24	69	26.1	30.4	29.0	13.0	1.4
	25~29	51	25.5	29.4	29.4	15.7	0.0
30~39	39	25.6	43.6	17.9	12.8	0.0	
40~49	21	23.8	33.3	33.3	9.5	0.0	
50 or older	4	25.0	25.0	25.0	25.0	0.0	
Frequency of playing household	Heavy user	373	37.3	27.3	22.0	9.9	3.5
	Middle user	466	34.1	32.6	20.2	12.0	1.1
	Light user	255	25.1	34.9	24.7	14.5	0.8

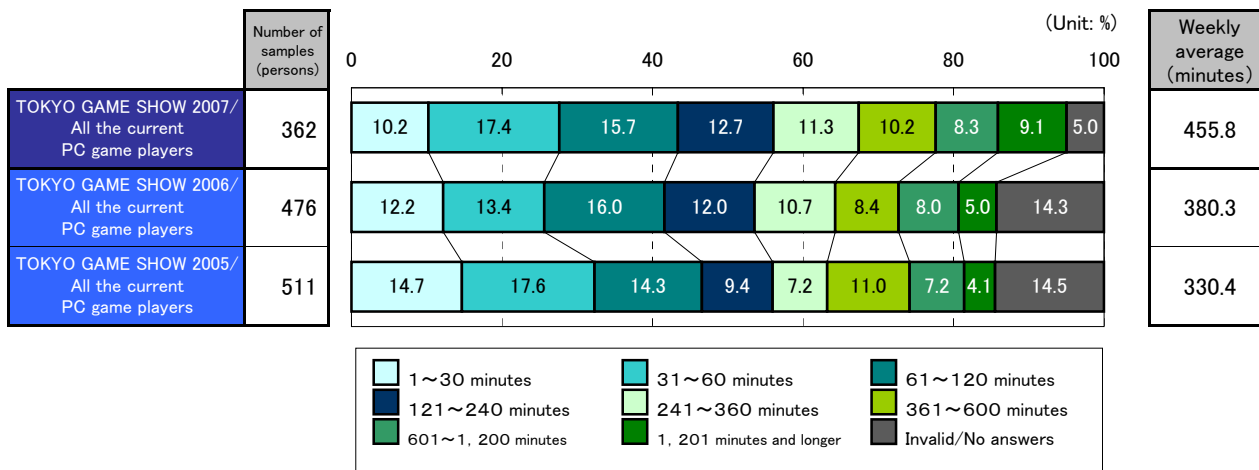
Note) From TGS 2006 survey, "I currently enjoy playing games." was replaced by "I play habitually." Also, "I have never played games." was split into two options: "I have an interest but have never played before." and "I have no interest nor have played before."

- The number of respondents who habitually play PC games decreased considerably compared to the previous year (33.1%).
- More male respondents selected "I play habitually." (35.8%) than female respondents (23.6%).
- "Heavy users" of household video games had the highest tendency of habitually playing PC games.

2. 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?



		Number of samples (persons)	(Unit: %)								Weekly average (minutes)	
			1~30 minutes	31~60 minutes	61~120 minutes	121~240 minutes	241~360 minutes	361~600 minutes	601~1,200 minutes	1,201 minutes and longer	Invalid/No answers	
TOKYO GAME SHOW 2007/ All the current PC game players		362	10.2	17.4	15.7	12.7	11.3	10.2	8.3	9.1	5.0	455.8
Gender	Male	305	8.5	15.4	15.1	13.4	12.1	11.5	9.5	9.8	4.6	497.4
	Female	57	19.3	28.1	19.3	8.8	7.0	3.5	1.8	5.3	7.0	227.6
Frequency of playing household	Heavy user	139	8.6	7.9	17.3	15.8	12.9	5.8	7.2	16.5	7.9	568.2
	Middle user	159	8.2	23.3	15.1	12.6	10.7	13.2	10.1	3.1	3.8	348.2
	Light user	64	18.8	23.4	14.1	6.3	9.4	12.5	6.3	7.8	1.6	488.7

Note) From TOKYO GAME SHOW 2007 counting classifications of “Duration of playing games” was changed.

In accordance with this change, the survey results of both 2005 and 2006 were counted again. (the top graph)

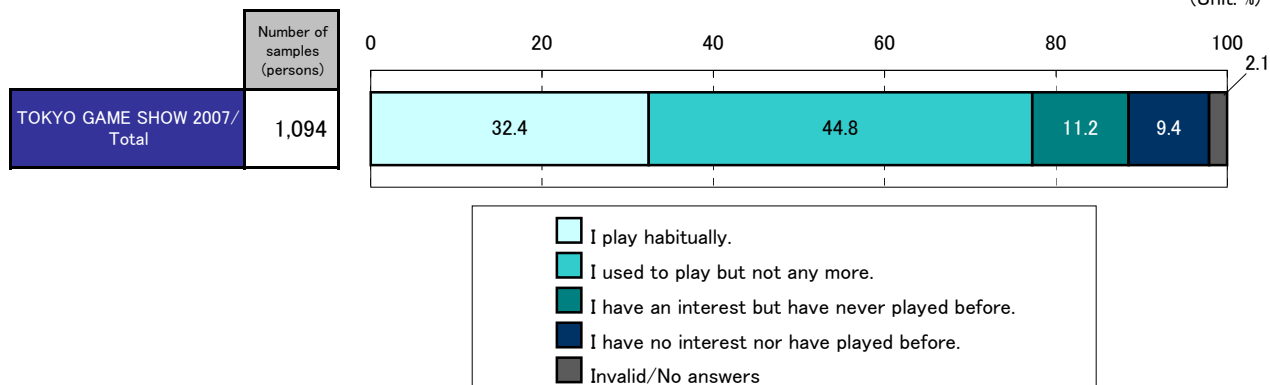
- Weekly playing time increased by 75.5 min compared over that revealed by the previous survey (455.8min).
- Male players and “Heavy users” of household video games tended to report a long weekly playing time.

V. Arcade Games

1. Familiarity with arcade games

[Q] Have you ever played arcade games?

(Unit: %)



(Unit: %)

		Number of samples (persons)	I play habitually.	I used to play but not any more.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2007/Total		1,094	32.4	44.8	11.2	9.4	2.1
Gender and Age	Male	852	35.1	44.1	9.4	9.2	2.2
	3~9	7	57.1	42.9	0.0	0.0	0.0
	10~12	52	50.0	30.8	1.9	11.5	5.8
	13~15	99	39.4	34.3	11.1	9.1	6.1
	16~18	133	39.1	35.3	15.0	9.0	1.5
	19~24	219	39.3	41.6	9.1	9.6	0.5
	25~29	149	26.2	57.0	8.1	6.0	2.7
	30~39	141	28.4	53.9	7.1	9.2	1.4
	40~49	44	29.5	52.3	6.8	9.1	2.3
	50 or older	8	0.0	12.5	37.5	50.0	0.0
	Female	242	23.1	47.1	17.8	10.3	1.7
	3~9	4	0.0	25.0	25.0	25.0	25.0
	10~12	9	33.3	44.4	0.0	22.2	0.0
	13~15	13	23.1	46.2	15.4	15.4	0.0
16~18	32	40.6	21.9	12.5	25.0	0.0	
19~24	69	21.7	49.3	21.7	4.3	2.9	
25~29	51	27.5	51.0	15.7	5.9	0.0	
30~39	39	15.4	61.5	15.4	5.1	2.6	
40~49	21	9.5	47.6	28.6	14.3	0.0	
50 or older	4	0.0	50.0	25.0	25.0	0.0	
Frequency of playing household	Heavy user	373	37.0	42.4	9.4	8.0	3.2
	Middle user	466	32.2	44.0	13.1	9.2	1.5
	Light user	255	26.3	49.8	10.6	11.8	1.6

• Respondents who replied "I used to play but not any more" were the most numerous (44.8%) and 32.4% of respondents replied "I play habitually."

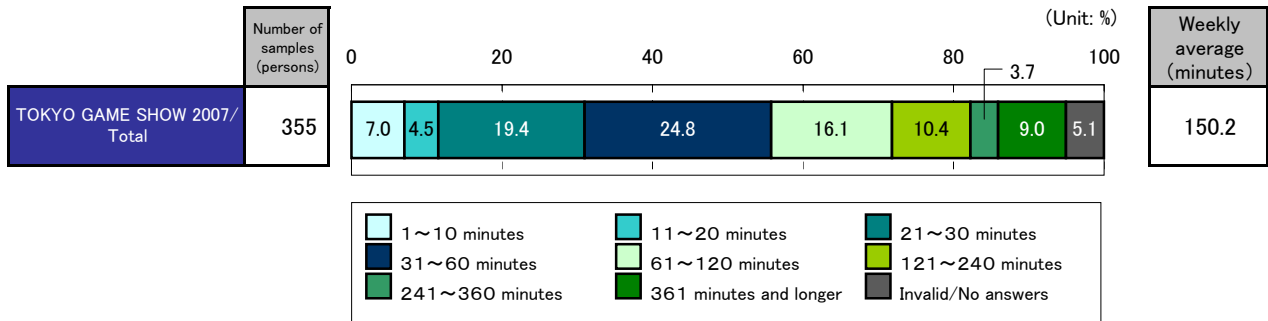
• Males had a greater tendency to play habitually (35.1%) than female respondents (23.1%).

• "Heavy users" of household video games had the greatest tendency to habitually play arcade games.

2. Duration of Arcade game playing (weekly total) 【All current arcade game players】

【To all respondents who selected “1 habitually play” arcade games】

【Q】 How much time do you spend playing arcade games in a week?



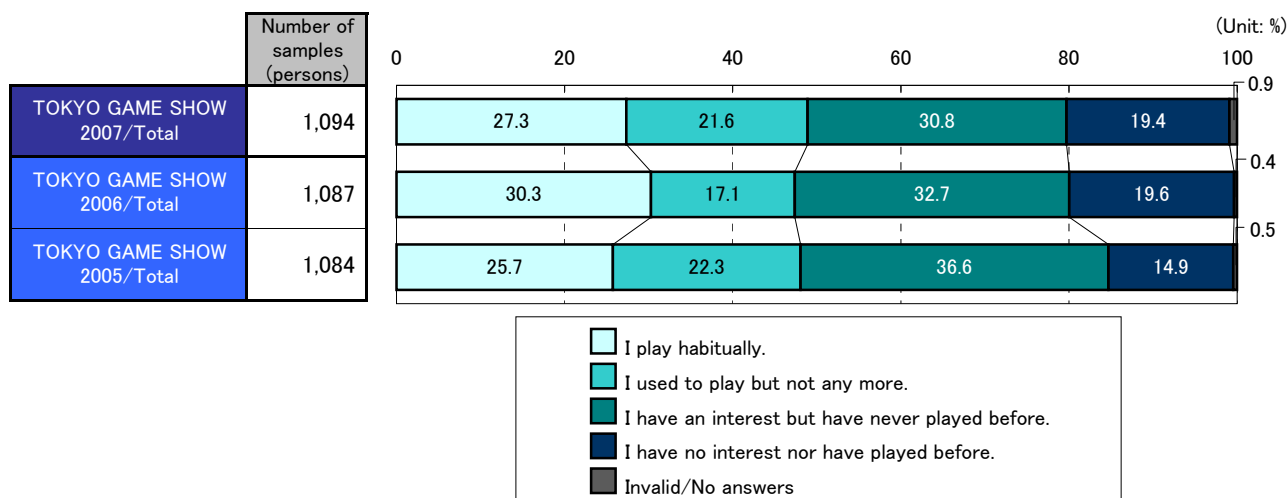
		Number of samples (persons)	(Unit: %)									Weekly average (minutes)
			1~10 minutes	11~20 minutes	21~30 minutes	31~60 minutes	61~120 minutes	121~240 minutes	241~360 minutes	361 minutes ~	Invalid/No answers	
TOKYO GAME SHOW 2007/ Total		355	7.0	4.5	19.4	24.8	16.1	10.4	3.7	9.0	5.1	150.2
Gender	Male	299	6.7	3.3	18.1	26.8	15.4	10.7	4.0	10.4	4.7	162.8
	Female	56	8.9	10.7	26.8	14.3	19.6	8.9	1.8	1.8	7.1	81.3
Frequency of playing household	Heavy user	138	4.3	4.3	15.9	25.4	19.6	11.6	2.2	9.4	7.2	144.0
	Middle user	150	8.0	4.0	19.3	29.3	15.3	10.0	4.0	6.7	3.3	133.0
	Light user	67	10.4	6.0	26.9	13.4	10.4	9.0	6.0	13.4	4.5	201.5

- Respondents who played for “31-60 min” were the most numerous.(24.8%), and “21-30 min” was in second place (19.4%).
- The weekly average was 150.2 minutes, longer than the time spent playing games on mobile phones (119.6 min). (See page 29)
- Males played for twice as long as females. “Light users” of household video games tended to play longer.

VI. Network Games

1. Familiarity with network games

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

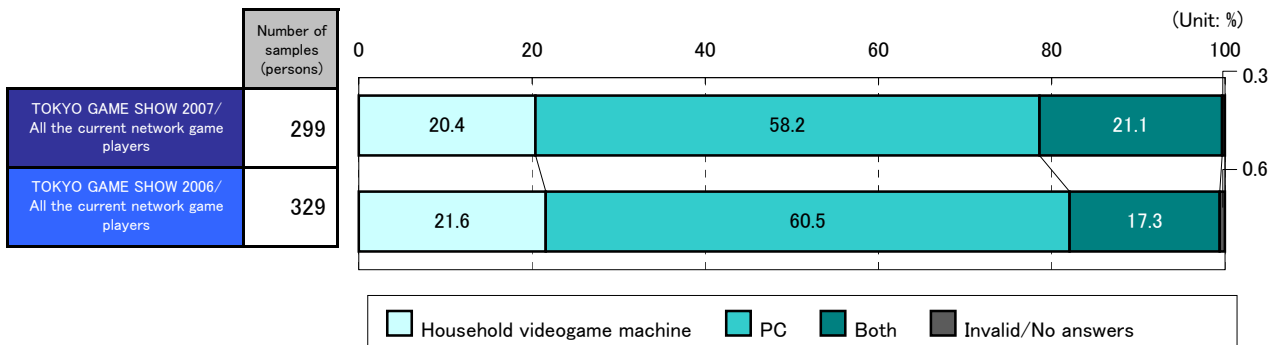


		Number of samples (persons)	I play habitually.	I used to play but not any more.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2007/Total		1,094	27.3	21.6	30.8	19.4	0.9
Gender and Age	Male	852	31.3	22.7	27.6	17.5	0.9
	3~9	7	0.0	0.0	57.1	42.9	0.0
	10~12	52	36.5	15.4	23.1	21.2	3.8
	13~15	99	23.2	24.2	26.3	26.3	0.0
	16~18	133	38.3	22.6	25.6	11.3	2.3
	19~24	219	31.5	26.5	23.7	18.3	0.0
	25~29	149	35.6	26.8	24.2	13.4	0.0
	30~39	141	31.2	20.6	33.3	13.5	1.4
	40~49	44	11.4	6.8	47.7	31.8	2.3
	50 or older	8	37.5	12.5	37.5	12.5	0.0
	Female	242	13.2	17.8	42.1	26.0	0.8
	3~9	4	0.0	0.0	25.0	75.0	0.0
	10~12	9	22.2	11.1	22.2	33.3	11.1
	13~15	13	15.4	15.4	38.5	30.8	0.0
	16~18	32	6.3	15.6	56.3	21.9	0.0
	19~24	69	13.0	23.2	37.7	26.1	0.0
	25~29	51	11.8	23.5	35.3	29.4	0.0
30~39	39	23.1	10.3	53.8	12.8	0.0	
40~49	21	9.5	14.3	47.6	28.6	0.0	
50 or older	4	0.0	0.0	25.0	50.0	25.0	
Frequency of playing household	Heavy user	373	33.8	20.6	28.2	16.1	1.3
	Middle user	466	28.5	22.3	30.5	17.8	0.9
	Light user	255	15.7	21.6	35.3	27.1	0.4

- The number of respondents who habitually played network games decreased compared to the previous survey (27.3%).
- More males play habitually (31.3%) than females (13.2%).
- Frequent players of household video games tend to play network games habitually.

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?

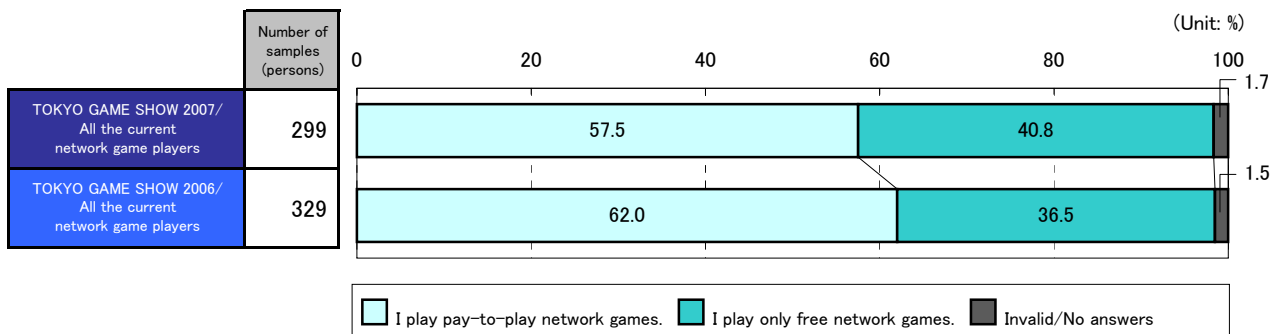


		Number of samples (persons)	Household videogame machine	PC	Both	Invalid/No answers
TOKYO GAME SHOW 2007 / All the current network game players		299	20.4	58.2	21.1	0.3
Gender	Male	267	21.3	56.6	21.7	0.4
	Female	32	12.5	71.9	15.6	0.0
Frequency of playing household	Heavy user	126	21.4	51.6	27.0	0.0
	Middle user	133	23.3	58.6	18.0	0.0
	Light user	40	7.5	77.5	12.5	2.5

- When those who play network games on “PC” and “Both” are totaled, 79.3% of all the network game players use PCs.
- “Both” increased compared to the previous survey.
- Light users of household video games had a notably low tendency of playing on a “household video game console” compared to other users (7.5%).

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

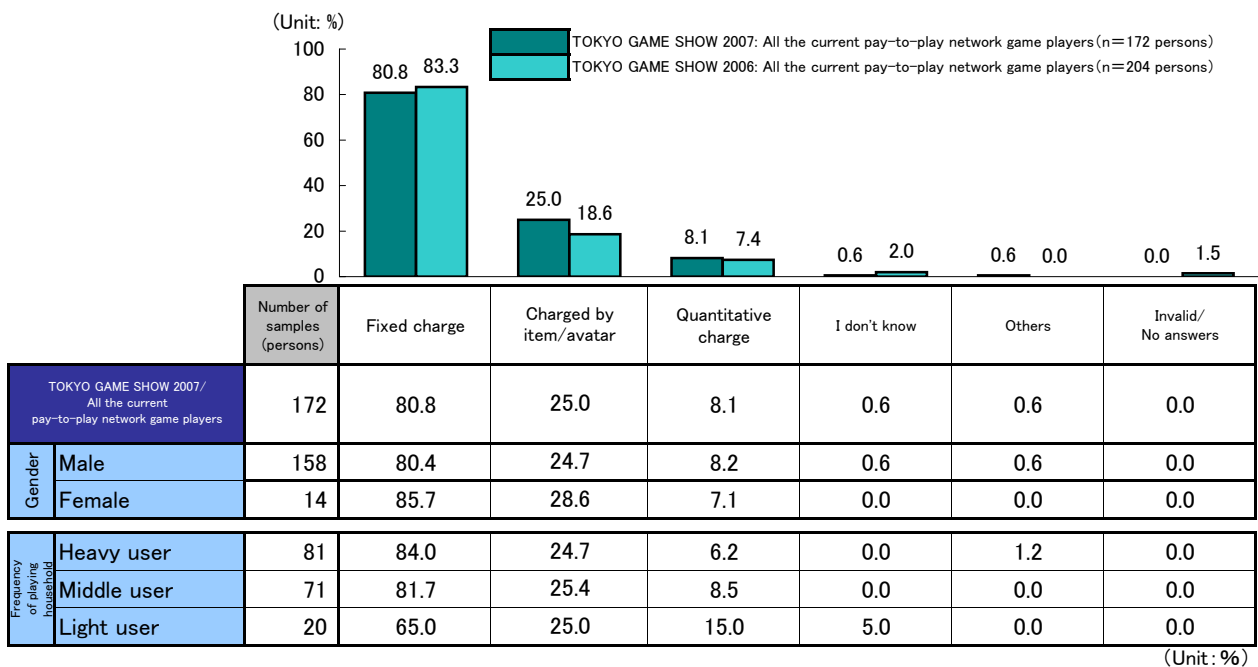
【To all who selected "I habitually play network games now"
 [Q] Do you play network games or on-line games with fees?



		Number of samples (persons)	(Unit: %)		
			I play pay-to-play network games.	I play only free network games.	Invalid/No answers
TOKYO GAME SHOW 2007/ All the current network game players		299	57.5	40.8	1.7
Gender	Male	267	59.2	39.3	1.5
	Female	32	43.8	53.1	3.1
Frequency of playing household	Heavy user	126	64.3	34.1	1.6
	Middle user	133	53.4	45.1	1.5
	Light user	40	50.0	47.5	2.5

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

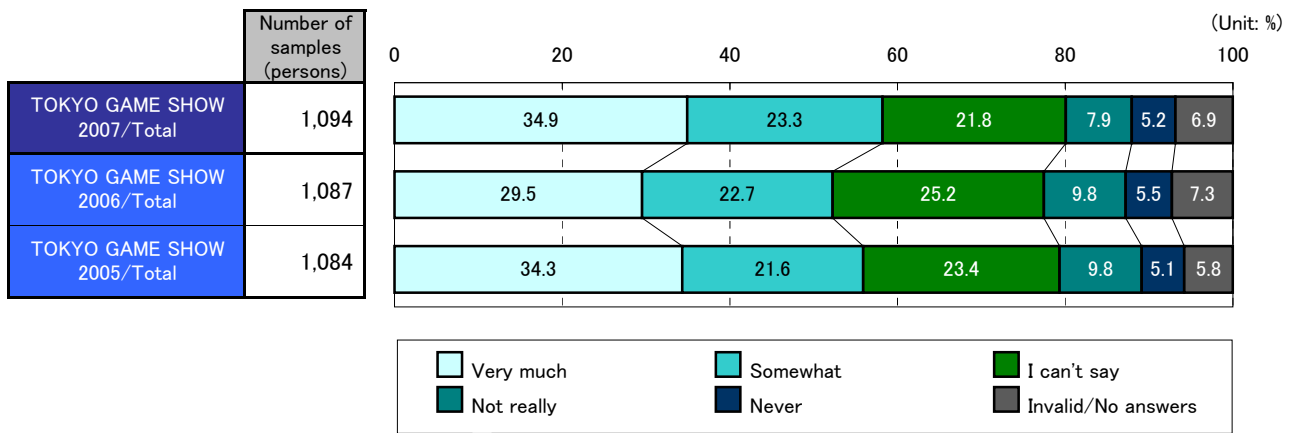
【To all who selected "I play pay-to-play network games"
 [Q] Please select all types of paying methods you have used for network games.



- 57.5% of network game players played pay-to-play games – fewer than last year.
- The fixed charging system is still used most (80.8%), although it decreased compared to last year.
- "Charged by item/avatar" is listed second (25.0%), and showed an increase over last year.

5. Intention to play network games

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



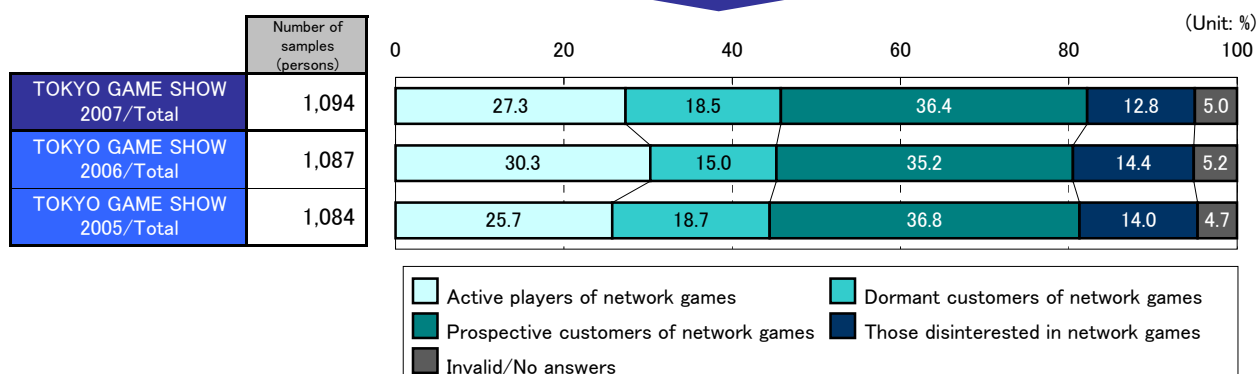
		Number of samples (persons)	(Unit: %)					Invalid/No answers
			Very much	Somewhat	I can't say	Not really	Never	
TOKYO GAME SHOW 2007/Total		1,094	34.9	23.3	21.8	7.9	5.2	6.9
Gender and Age	Male	852	38.5	22.3	20.2	6.9	5.2	6.9
	3~9	7	0.0	42.9	0.0	28.6	14.3	14.3
	10~12	52	53.8	19.2	17.3	1.9	1.9	5.8
	13~15	99	44.4	18.2	11.1	11.1	9.1	6.1
	16~18	133	44.4	23.3	21.1	3.8	4.5	3.0
	19~24	219	39.3	20.1	23.3	6.8	5.0	5.5
	25~29	149	38.9	27.5	19.5	4.0	4.0	6.0
	30~39	141	32.6	19.9	19.9	8.5	4.3	14.9
	40~49	44	13.6	29.5	29.5	11.4	9.1	6.8
	50 or older	8	12.5	25.0	37.5	25.0	0.0	0.0
	Female	242	22.3	26.9	27.7	11.2	5.4	6.6
	3~9	4	75.0	0.0	0.0	0.0	0.0	25.0
	10~12	9	33.3	33.3	0.0	22.2	0.0	11.1
	13~15	13	15.4	46.2	23.1	15.4	0.0	0.0
	16~18	32	25.0	28.1	25.0	9.4	6.3	6.3
	19~24	69	26.1	26.1	26.1	7.2	8.7	5.8
	25~29	51	21.6	19.6	35.3	15.7	3.9	3.9
	30~39	39	17.9	35.9	30.8	10.3	0.0	5.1
	40~49	21	9.5	23.8	23.8	14.3	14.3	14.3
50 or older	4	0.0	0.0	75.0	0.0	0.0	25.0	
Frequency of playing household	Heavy user	373	47.7	21.4	15.5	4.3	4.6	6.4
	Middle user	466	32.8	24.2	21.5	9.9	4.5	7.1
	Light user	255	20.0	24.3	31.8	9.4	7.5	7.1

- Nearly 58.2% of all respondents expressed an intention to play network games — a ratio that represents an increase over the previous year.
- More males responded “very much” (38.5%) than did females (22.3%).
- Intention to play network games is proportional to the frequency of playing household video games.

6. 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”.

		Experience of playing network games			
		I play habitually.	I used to play but not any more.	I have an interest but have never played before.	I have no interest nor have played before.
Intention to play network games	Very much	Active players of network games	Dormant customers of network games	Prospective customers of network games	
	Somewhat				
	I can't say				
	Not really	Those disinterested in network games			
	Never				



		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 2007/Total		1,094	27.3	18.5	36.4	12.8	5.0
Gender and Age	Male	852	31.3	19.1	33.3	11.7	4.5
	3~9	7	0.0	0.0	42.9	42.9	14.3
	10~12	52	36.5	15.4	38.5	3.8	5.8
	13~15	99	23.2	19.2	33.3	20.2	4.0
	16~18	133	38.3	19.5	30.8	6.8	4.5
	19~24	219	31.5	22.8	31.5	11.4	2.7
	25~29	149	35.6	22.8	29.5	8.1	4.0
	30~39	141	31.2	15.6	33.3	12.8	7.1
	40~49	44	11.4	6.8	56.8	20.5	4.5
	50 or older	8	37.5	12.5	25.0	25.0	0.0
	Female	242	13.2	16.1	47.1	16.5	7.0
	3~9	4	0.0	0.0	75.0	0.0	25.0
	10~12	9	22.2	11.1	33.3	22.2	11.1
	13~15	13	15.4	15.4	53.8	15.4	0.0
	16~18	32	6.3	15.6	56.3	15.6	6.3
	19~24	69	13.0	21.7	43.5	15.9	5.8
	25~29	51	11.8	19.6	45.1	19.6	3.9
	30~39	39	23.1	10.3	51.3	10.3	5.1
	40~49	21	9.5	9.5	38.1	28.6	14.3
50 or older	4	0.0	0.0	50.0	0.0	50.0	
Frequency of playing household	Heavy user	373	33.8	18.5	34.6	8.0	5.1
	Middle user	466	28.5	18.7	33.5	14.4	4.9
	Light user	255	15.7	18.0	44.3	16.9	5.1

- The numbers of both dormant and prospective customers increased compared to the previous survey, and the total was 54.9%.
- The proportions of prospective customers and non-acceptants were larger among female users than male users.
- The proportions of prospective customers and non-acceptants were high among light users of household videogame players.

VII. "Meals", "Cooking" and games

1. The tendency to eat and drink while playing games

[Q] Do you eat or drink anything when you are playing a game? <Choose only one>



(Unit: %)

		Number of samples (persons)	Always	Sometimes	Only when playing in an Internet-café or comic-café	Never	Invalid/No answers
TOKYO GAME SHOW 2007/Total		1,094	18.5	54.9	2.1	24.0	0.5
Gender and Age	Male	852	17.8	55.3	1.9	24.6	0.4
	3~9	7	28.6	71.4	0.0	0.0	0.0
	10~12	52	19.2	48.1	1.9	30.8	0.0
	13~15	99	11.1	52.5	2.0	34.3	0.0
	16~18	133	9.0	60.2	2.3	28.6	0.0
	19~24	219	16.0	61.6	1.8	20.1	0.5
	25~29	149	28.2	50.3	1.3	20.1	0.0
	30~39	141	20.6	56.0	2.1	19.9	1.4
	40~49	44	18.2	43.2	2.3	36.4	0.0
	50 or older	8	37.5	12.5	0.0	50.0	0.0
	Female	242	20.7	53.7	2.9	21.9	0.8
	3~9	4	25.0	0.0	0.0	75.0	0.0
	10~12	9	11.1	77.8	0.0	11.1	0.0
	13~15	13	23.1	46.2	7.7	23.1	0.0
	16~18	32	21.9	43.8	0.0	34.4	0.0
	19~24	69	18.8	60.9	4.3	15.9	0.0
	25~29	51	27.5	54.9	2.0	15.7	0.0
30~39	39	23.1	56.4	2.6	15.4	2.6	
40~49	21	4.8	47.6	4.8	38.1	4.8	
50 or older	4	25.0	25.0	0.0	50.0	0.0	
Frequency of playing household	Heavy user	373	23.1	52.8	2.1	21.7	0.3
	Middle user	466	15.9	59.0	2.6	21.9	0.6
	Light user	255	16.5	50.6	1.2	31.4	0.4
Respondents of "Cooking/ Restaurants/ Liquors" in Hobbies and Interests (P6)		158	19.0	55.7	3.2	22.2	0.0

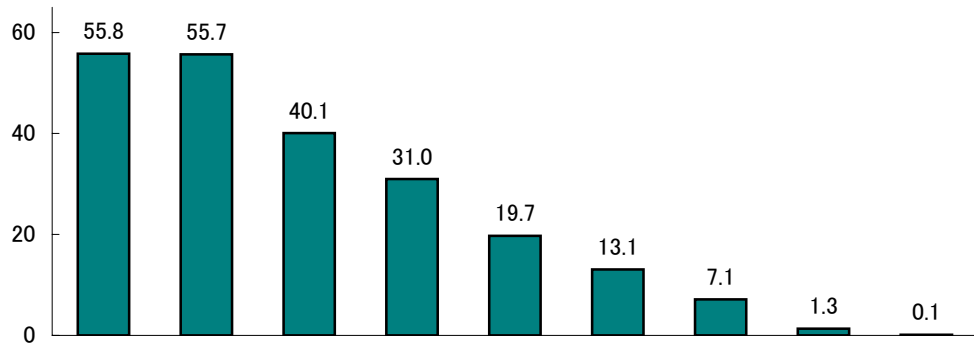
- 75.5% (the total ratio for "Always", "Sometimes" and "Only when playing in an Internet cafe or comic café") of respondents had experienced drinking and eating during games.
- Males had a higher tendency not to eat or drink during games (24.6%) than females (21.9%).
- 23.1% of "Heavy users" of household videogames responded "Always".

2. Details of foods and drinks 【All respondents who have an experience of eating and drinking】
 《Multiple answers》

【To all who selected “Always”, “Sometimes” or “Only when playing in an Internet cafe or a comic cafe”】
 [Q] What kind of food do you have? <Choose any number of answers.>

Game players who eat or drink while playing in Tokyo Game Show 2007 (n=826 persons)

(Unit: %)



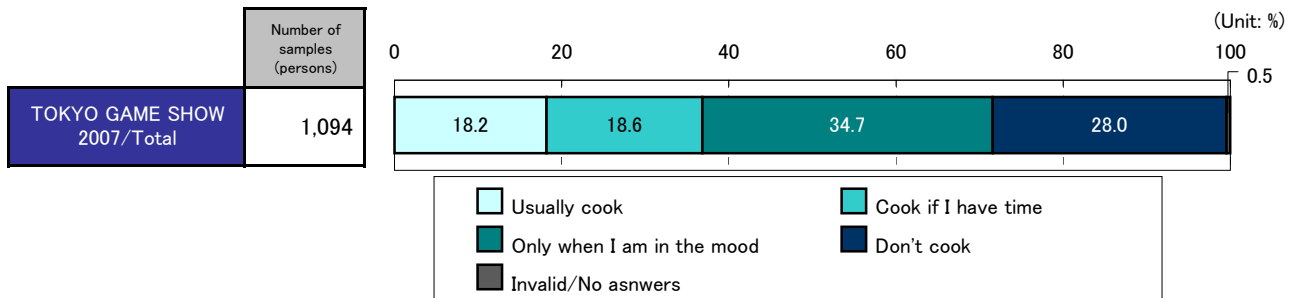
		Number of samples (persons)	Water/Japanese tea	Juice/Carbonated drinks	Snack food	Coffee/Tea	Light meal (rice balls, bread)	Gum/Candy	Spirits	Others	Invalid/No answers
Tokyo Game Show 2007 All experienced player		826	55.8	55.7	40.1	31.0	19.7	13.1	7.1	1.3	0.1
Gender and Age	Male	639	52.1	59.9	39.3	28.5	18.9	12.5	7.4	1.1	0.2
	3~9	7	14.3	71.4	28.6	14.3	28.6	0.0	0.0	0.0	14.3
	10~12	36	47.2	66.7	47.2	8.3	22.2	25.0	0.0	0.0	0.0
	13~15	65	49.2	63.1	29.2	10.8	10.8	15.4	0.0	0.0	0.0
	16~18	95	44.2	71.6	40.0	21.1	12.6	20.0	0.0	2.1	0.0
	19~24	174	48.9	65.5	40.2	29.3	25.3	14.9	6.3	1.7	0.0
	25~29	119	63.0	62.2	46.2	29.4	26.1	8.4	12.6	0.8	0.0
	30~39	111	60.4	43.2	34.2	45.0	13.5	4.5	18.0	0.9	0.0
	40~49	28	42.9	32.1	42.9	46.4	7.1	3.6	3.6	0.0	0.0
	50 or older	4	50.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0
	Female	187	68.4	41.2	42.8	39.6	22.5	15.0	6.4	2.1	0.0
	3~9	1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	10~12	8	62.5	62.5	37.5	12.5	0.0	25.0	0.0	0.0	0.0
	13~15	10	70.0	60.0	50.0	20.0	10.0	30.0	0.0	10.0	0.0
	16~18	21	71.4	19.0	38.1	14.3	19.0	14.3	0.0	0.0	0.0
	19~24	58	63.8	56.9	46.6	46.6	29.3	20.7	6.9	1.7	0.0
	25~29	43	72.1	32.6	37.2	46.5	27.9	4.7	7.0	2.3	0.0
	30~39	32	75.0	40.6	50.0	43.8	21.9	12.5	15.6	3.1	0.0
	40~49	12	66.7	16.7	41.7	41.7	8.3	16.7	0.0	0.0	0.0
50 or older	2	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	
Frequency of playing household	Heavy user	291	52.9	58.8	41.9	32.6	21.0	17.2	6.9	1.0	0.3
	Middle user	361	59.6	53.5	38.8	26.9	20.8	11.1	6.1	1.7	0.0
	Light user	174	52.9	55.2	39.7	36.8	15.5	10.3	9.8	1.1	0.0
Respondents of “Cooking/Restaurants/Liquors” in Hobbies and Interests (P6)		123	59.3	55.3	48.8	42.3	26.0	16.3	17.1	2.4	0.0

(Unit: %)

- Many respondents selected “Water / Japanese tea” (55.8%) and “Juice / Carbonated drinks” (55.7%). “Snack food” was third (40.1%).
- Females tended to drink “Water / Japanese tea” and “Coffee/Tea”, whereas males tended to drink “Juice / Carbonated drinks” and “Spirits”.
- 17.1% of “Cooking/Restaurants/Liquors” respondents drank spirits while playing games.

3. Cooking experience in daily life

[Q] Do you usually cook your meals?



		Number of samples (persons)	Usually cook	Cook if I have time	Only when I am in the mood	Don't cook	Invalid/No answers
TOKYO GAME SHOW 2007/Total		1,094	18.2	18.6	34.7	28.0	0.5
Gender and Age	Male	852	12.9	18.7	35.7	32.4	0.4
	3~9	7	14.3	0.0	14.3	71.4	0.0
	10~12	52	3.8	3.8	40.4	51.9	0.0
	13~15	99	10.1	3.0	37.4	47.5	2.0
	16~18	133	8.3	21.1	44.4	26.3	0.0
	19~24	219	11.9	22.8	39.7	25.1	0.5
	25~29	149	16.1	30.9	29.5	23.5	0.0
	30~39	141	19.1	14.9	29.1	36.9	0.0
	40~49	44	13.6	20.5	27.3	38.6	0.0
	50 or older	8	37.5	0.0	25.0	37.5	0.0
	Female	242	36.8	18.6	31.4	12.4	0.8
	3~9	4	0.0	0.0	25.0	50.0	25.0
	10~12	9	11.1	11.1	55.6	22.2	0.0
	13~15	13	23.1	23.1	30.8	23.1	0.0
16~18	32	12.5	28.1	34.4	25.0	0.0	
19~24	69	36.2	11.6	43.5	8.7	0.0	
25~29	51	31.4	33.3	25.5	9.8	0.0	
30~39	39	48.7	15.4	25.6	7.7	2.6	
40~49	21	81.0	4.8	9.5	4.8	0.0	
50 or older	4	100.0	0.0	0.0	0.0	0.0	
Frequency of playing household	Heavy user	373	16.1	16.9	35.7	31.1	0.3
	Middle user	466	17.8	20.6	33.7	27.0	0.9
	Light user	255	22.0	17.6	35.3	25.1	0.0
Respondents of "Cooking/ Restaurants/ Liquors" in Hobbies and Interests (P6)		158	34.8	22.8	31.6	10.1	0.6

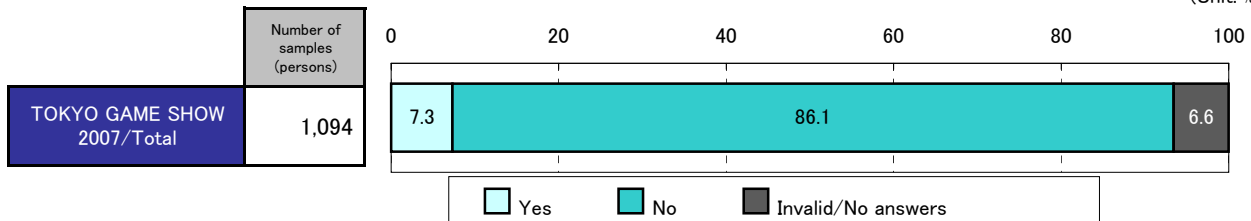
- 18.2% responded "I usually cook". "I cook if I have time" was selected the most (34.7%). Respondents who replied "I don't cook" amounted to 28.0%.
- Females who usually cook amounted to 36.8%, almost 3 times more than male respondents (12.9%).

4. Ownership of software related to "Cooking"

[Q] Do you have household game software related to cooking items such as recipes? <Choose only one.>
 (Exclude PC and mobile phone games.)
 【To all who selected "Yes"】
 If you do, please indicate the name and type of console.

(1) Ownership of "Cooking" software for household videogames.

(Unit: %)



(2) Titles of "Cooking" household videogame
 【All who selected "Yes"】
 《Free answer/Multiple answers》

(60 titles given by 60 valid responses: n=90 persons)

Title	Console	Title Qty
Talking! DS Cooking Navigation series		48
Talking! DS Cooking Navigation	NDS	46
Talking! DS Cooking Navigation Imperial Hotel ~Home Cooking learning from the top chef~	NDS	2
Cooking Mom series		7
Cooking mom	NDS	6
Cooking Mom, Let's cook all together!	Wii	1
Health support recipe 1000 DS recipe c	NDS	1
Yoshinoya	PS2	1
Ore no Ryori (My cooking)	PS	1
SakasyoDS (Master of Sake)	NDS	1
Oishinbo DS recipe collection	NDS	1

		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2007/Total		1,094	7.3	86.1	6.6
Gender and Age	Male	852	6.0	86.5	7.5
	3~9	7	14.3	85.7	0.0
	10~12	52	1.9	96.2	1.9
	13~15	99	3.0	88.9	8.1
	16~18	133	2.3	93.2	4.5
	19~24	219	5.5	84.9	9.6
	25~29	149	8.1	86.6	5.4
	30~39	141	9.9	82.3	7.8
	40~49	44	11.4	72.7	15.9
	50 or older	8	0.0	75.0	25.0
	Female	242	12.0	84.7	3.3
	3~9	4	0.0	75.0	25.0
	10~12	9	22.2	77.8	0.0
	13~15	13	7.7	92.3	0.0
	16~18	32	6.3	84.4	9.4
	19~24	69	13.0	84.1	2.9
25~29	51	7.8	90.2	2.0	
30~39	39	23.1	76.9	0.0	
40~49	21	4.8	90.5	4.8	
50 or older	4	25.0	75.0	0.0	
Frequency of playing household	Heavy user	373	7.8	87.1	5.1
	Middle user	466	8.4	84.8	6.9
	Light user	255	4.7	87.1	8.2
Respondents of "Cooking/Restaurants/Liquors" in Hobbies and Interests (P6)		158	13.3	83.5	3.2
Cooking frequency in daily life	Daily	199	15.6	78.9	5.5
	As much as possible when having time	204	7.4	87.7	4.9
	Only when feeling like cooking	380	5.0	87.9	7.1
	Not at all	306	4.9	87.6	7.5
	Invalid/No answers	5	0.0	80.0	20.0

Note 1) If respondents answer more than one title, each title is counted as one answer.

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

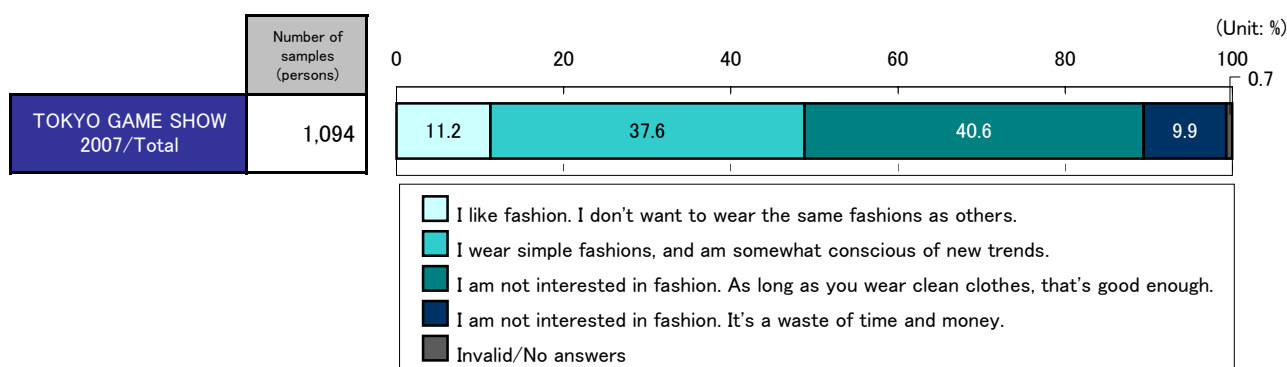
Wii:Wii, NDS: Nintendo DS, PS2: PlayStation 2, PS: PlayStation

- Owners of "Cooking" software made up 7.3% of the total number of respondents. Female owners amounted to 12.0%, twice as many as males (6.0%).
- The respondents of "Cooking/Restaurants/Liquors" (13.3%) and those who cook daily (15.6%) had high rates of ownership.
- "Talking! DS Cooking Navigation" series is by far the most frequent response, and it amounted to 80% of valid answers.

VIII. "Fashion" and games

1. Tendency in fashion in general

[Q] Which is closest to your idea about fashion? <Choose only one.>



(Unit: %)

		Number of samples (persons)	I like fashion.	Wear simple fashions, conscious of new trends.	Not interested, clean clothes are good enough.	Not interested, a waste of time and money.	Invalid/No answers
TOKYO GAME SHOW 2007/Total		1,094	11.2	37.6	40.6	9.9	0.7
Gender and Age	Male	852	10.2	33.1	44.7	11.4	0.6
	3~9	7	14.3	14.3	28.6	42.9	0.0
	10~12	52	9.6	13.5	46.2	30.8	0.0
	13~15	99	7.1	28.3	39.4	24.2	1.0
	16~18	133	9.0	42.9	37.6	10.5	0.0
	19~24	219	13.7	29.7	49.8	6.4	0.5
	25~29	149	12.8	37.6	41.6	7.4	0.7
	30~39	141	6.4	37.6	46.8	8.5	0.7
	40~49	44	6.8	29.5	56.8	4.5	2.3
	50 or older	8	12.5	25.0	50.0	12.5	0.0
	Female	242	14.9	53.3	26.0	4.5	1.2
	3~9	4	25.0	50.0	0.0	25.0	0.0
	10~12	9	22.2	33.3	22.2	11.1	11.1
	13~15	13	7.7	53.8	30.8	7.7	0.0
	16~18	32	9.4	40.6	37.5	9.4	3.1
	19~24	69	23.2	56.5	18.8	1.4	0.0
	25~29	51	19.6	58.8	21.6	0.0	0.0
	30~39	39	7.7	43.6	38.5	7.7	2.6
	40~49	21	0.0	66.7	28.6	4.8	0.0
50 or older	4	0.0	100.0	0.0	0.0	0.0	
Frequency of playing household	Heavy user	373	8.6	32.4	43.7	14.5	0.8
	Middle user	466	12.0	38.4	41.4	7.5	0.6
	Light user	255	13.7	43.5	34.5	7.5	0.8
Respondents of "Fashion/Interior design" (P6)		131	32.1	60.3	6.1	0.8	0.8

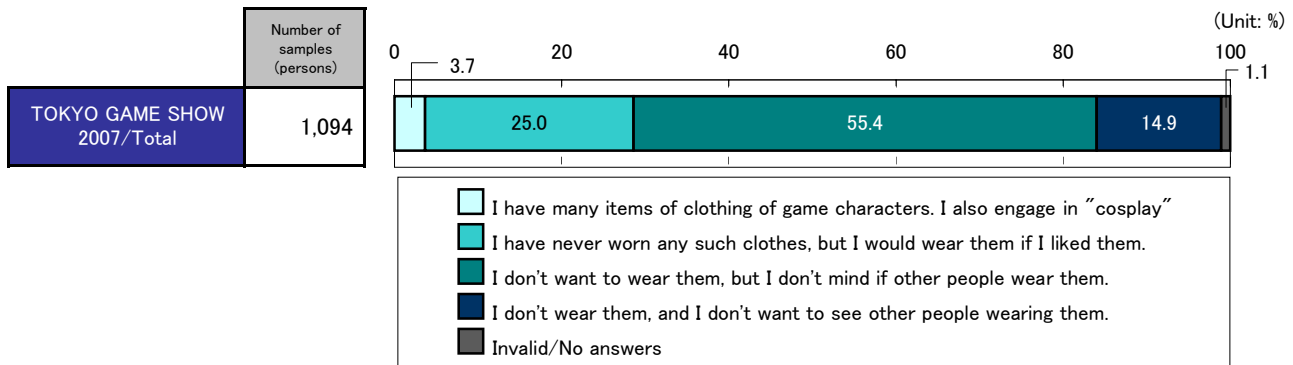
• "I am not interested in fashion. As long as you wear clean clothes, that's good enough." was selected most frequently (40.6%), followed by "I wear simple fashions, and am somewhat conscious of new trends." (37.6%).

• "I am not interested in fashion. As long as you wear clean clothes, that's good enough." was selected most among males (44.7%) and "I wear simple fashions, and am somewhat conscious of new trends." was selected most frequently among females (53.3%).

• 14.5% of "Heavy users" of household videogames selected "I am not interested in fashion. It's a waste of time and money."

2. Opinion about wearing fashion of game characters

[Q] Which is closest to your idea about wearing fashion of game characters? <Choose only one.>



		Number of samples (persons)	Have many items, engage in "cosplay"	Never worn, but I would wear if I liked	Don't want to wear, but don't mind if other people wear	Don't wear or want to see other people wearing	Invalid/No answers
TOKYO GAME SHOW 2007/Total		1,094	3.7	25.0	55.4	14.9	1.1
Gender and Age	Male	852	2.3	19.6	60.0	17.3	0.8
	3~9	7	0.0	0.0	42.9	42.9	14.3
	10~12	52	0.0	17.3	40.4	42.3	0.0
	13~15	99	2.0	17.2	44.4	36.4	0.0
	16~18	133	1.5	25.6	58.6	14.3	0.0
	19~24	219	5.0	20.5	62.1	11.9	0.5
	25~29	149	1.3	25.5	63.1	8.7	1.3
	30~39	141	2.1	14.2	67.4	14.9	1.4
	40~49	44	0.0	9.1	75.0	13.6	2.3
	50 or older	8	0.0	0.0	87.5	12.5	0.0
	Female	242	8.3	43.8	39.3	6.6	2.1
	3~9	4	0.0	0.0	50.0	25.0	25.0
	10~12	9	11.1	44.4	33.3	11.1	0.0
	13~15	13	0.0	69.2	30.8	0.0	0.0
16~18	32	3.1	62.5	25.0	3.1	6.3	
19~24	69	17.4	50.7	24.6	4.3	2.9	
25~29	51	7.8	43.1	41.2	7.8	0.0	
30~39	39	5.1	30.8	53.8	10.3	0.0	
40~49	21	0.0	19.0	81.0	0.0	0.0	
50 or older	4	0.0	0.0	50.0	50.0	0.0	
Frequency of playing household	Heavy user	373	3.2	28.2	52.3	15.3	1.1
	Middle user	466	3.6	22.7	57.5	15.0	1.1
	Light user	255	4.3	24.3	56.1	14.1	1.2
Respondents of "Fashion/Interior design"(P6)		131	6.9	42.7	45.0	5.3	0.0
Tendency in fashion in general	I like fashion.	123	11.4	35.0	38.2	15.4	0.0
	Wear simple fashions, conscious of new trends.	411	2.9	29.7	54.7	12.4	0.2
	Not interested, clean clothes are good enough.	444	2.5	18.9	65.3	13.1	0.2
	Not interested, a waste of time and money.	108	2.8	21.3	38.9	31.5	5.6
	Invalid/No answers	8	0.0	12.5	25.0	12.5	50.0

(Unit: %)

• "I don't want to wear them, but I don't mind if other people wear them." was selected most (55.4%).

• "I have many items of clothing of game characters. I also engage in 'cosplay'" was selected by 3.7% of all respondents. Females selected this response more (8.3%) than males (2.3%). And the percentage amounted to 11.4% among respondents who selected "I like fashion. I don't want to wear the same fashions as others."

• The respondents who selected "I am not interested in fashion. It's a waste of time and money." had a high tendency to select "I don't wear them, and I don't want to see other people wearing them." (31.5%).

IX. Peripheral Aspects of Games

1. Advertisements included in games

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

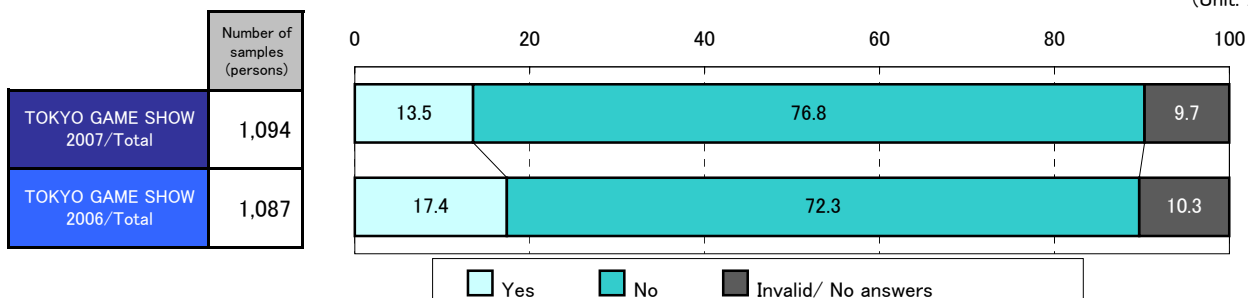
※Note: These are not TV commercials, but commercials that appear on a game screen.

【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》

(67 titles given by 62 valid responses: n=148 persons)

		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2007/Total		1,094	13.5	76.8	9.7
Gender and Age	Male	852	14.4	74.8	10.8
	3~9	7	0.0	100.0	0.0
	10~12	52	0.0	88.5	11.5
	13~15	99	5.1	76.8	18.2
	16~18	133	12.8	78.2	9.0
	19~24	219	15.1	73.1	11.9
	25~29	149	22.1	69.8	8.1
	30~39	141	19.1	69.5	11.3
	40~49	44	11.4	84.1	4.5
	50 or older	8	37.5	62.5	0.0
	Female	242	10.3	83.9	5.8
	3~9	4	0.0	75.0	25.0
	10~12	9	11.1	77.8	11.1
	13~15	13	0.0	84.6	15.4
	16~18	32	12.5	84.4	3.1
	19~24	69	10.1	84.1	5.8
25~29	51	19.6	78.4	2.0	
30~39	39	2.6	92.3	5.1	
40~49	21	9.5	81.0	9.5	
50 or older	4	0.0	100.0	0.0	
Frequency of playing household	Heavy user	373	15.0	75.9	9.1
	Middle user	466	13.9	75.5	10.5
	Light user	255	10.6	80.4	9.0

Title/Series	Advertising company/ product	AD Qty	Title Qty
“Metal Gear Solid” series	Calorie Mate	13	13
“Ryu Ga Gotoku”	Don Quijote	8	13
	Matsuya	2	
	Acom	1	
	Suntory	1	
“Powerful Pro Baseball Live” series	[All kinds]	1	5
	SONY	1	
	Kiyoken	1	
	Seibu Dep	1	
“Winning Eleven” series	SOGO	1	4
	[Many]	1	
	Adidas	2	
	Kirin	1	
“Gran Turismo” series	[All kinds]	1	4
	Bridgestone	2	
	TOYOTA	1	
Fighting Vipers	[Automobile makers]	1	3
	Pepsi	3	
Ma-raki-Suta Moe Drill -Start on a Journey-	TYPE MOON	1	3
	Omega Vision	1	
	Circus	1	
WORLD CLUB Champion Football	Calcio	1	2
	Famitsu	1	
“Shinseiki Evangelion” series	Gamers	1	2
	[Coffee]	1	
“Project Gotham Racing” series	Coca-cola	1	2
	[All kinds]	1	

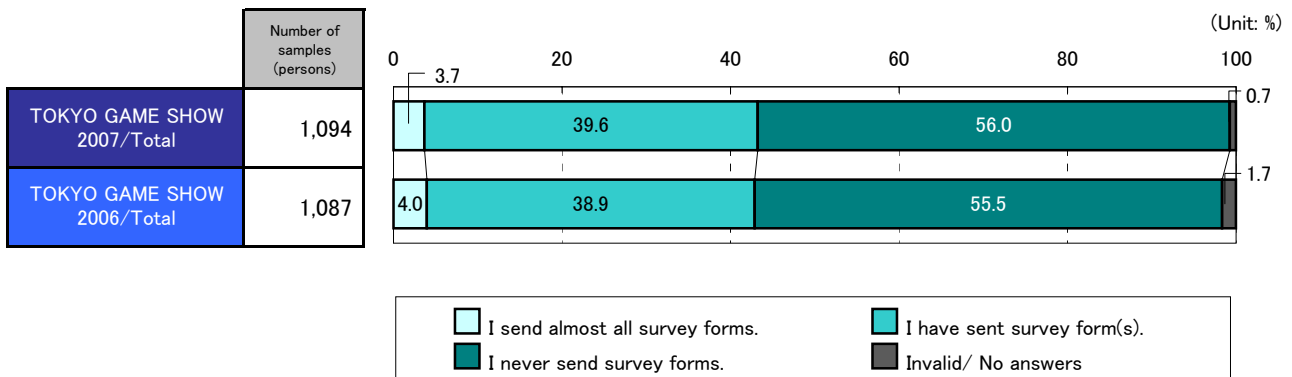
The rest of the titles with one response are omitted.

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

- 13.5% of respondents answered “Yes”, fewer last year (17.4%) .
- More male users answered “Yes” than female users. Among household game users, heavy users tended to answer “Yes” .
- The top answer was “Metal Gear Solid” series 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?



		Number of samples (persons)	(Unit: %)			
			I send almost all survey forms.	I have sent survey form(s).	I never send survey forms.	Invalid/ No answers
TOKYO GAME SHOW 2007/Total		1,094	3.7	39.6	56.0	0.7
Gender and Age	Male	852	3.8	41.4	54.1	0.7
	3~9	7	0.0	42.9	57.1	0.0
	10~12	52	5.8	30.8	59.6	3.8
	13~15	99	2.0	30.3	67.7	0.0
	16~18	133	4.5	43.6	51.9	0.0
	19~24	219	4.1	40.2	55.3	0.5
	25~29	149	3.4	47.7	47.7	1.3
	30~39	141	3.5	51.1	45.4	0.0
	40~49	44	2.3	29.5	65.9	2.3
	50 or older	8	12.5	25.0	62.5	0.0
	Female	242	3.3	33.1	62.8	0.8
	3~9	4	0.0	0.0	100.0	0.0
	10~12	9	0.0	33.3	66.7	0.0
	13~15	13	0.0	30.8	69.2	0.0
	16~18	32	6.3	25.0	68.8	0.0
	19~24	69	5.8	34.8	58.0	1.4
	25~29	51	3.9	37.3	58.8	0.0
30~39	39	0.0	35.9	64.1	0.0	
40~49	21	0.0	38.1	57.1	4.8	
50 or older	4	0.0	0.0	100.0	0.0	
Frequency of playing household	Heavy user	373	4.3	43.2	51.5	1.1
	Middle user	466	2.8	41.0	55.4	0.9
	Light user	255	4.3	31.8	63.9	0.0

- Survey forms were regularly sent by 3.7% of the total respondents. When combined, respondents with an experience of sending survey forms amounted to 43.3% of the total respondents, which was about the same as the previous survey.
- The rate of survey response was highest for male respondents in the age of 30-39 (54.6%).
- Among "light users" of household videogames, 63.9% had never sent a survey form.

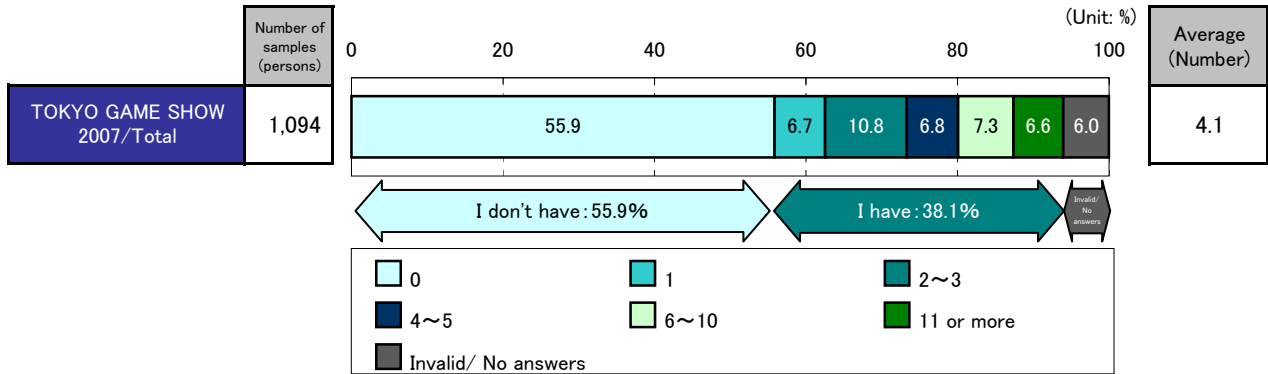
3. Possession of sound track CDs related to games

[Q] Do you have sound track CDs of games?

【To all who selected “Yes”】

If so, please indicate the number of CDs and the title of your most favorite CD.

(1) Number of game sound track CDs possessed by game users



		Number of samples (persons)	I have						Invalid/ No answers	Average (Number)
			0	1	2~3	4~5	6~10	11 or more		
TOKYO GAME SHOW 2007/Total		1,094	55.9	6.7	10.8	6.8	7.3	6.6	6.0	4.1
Gender and Age	Male	852	57.4	7.2	10.2	5.5	7.4	6.1	6.2	4.1
	3~9	7	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	10~12	52	71.2	1.9	13.5	3.8	0.0	0.0	9.6	0.5
	13~15	99	63.6	10.1	10.1	4.0	4.0	1.0	7.1	2.0
	16~18	133	63.2	6.8	12.8	6.0	3.0	5.3	3.0	2.3
	19~24	219	44.7	10.5	11.4	7.3	11.9	8.7	5.5	5.2
	25~29	149	48.3	6.7	12.1	9.4	10.1	8.7	4.7	6.4
	30~39	141	62.4	5.0	7.1	2.1	9.2	7.8	6.4	5.5
	40~49	44	79.5	2.3	0.0	0.0	2.3	2.3	13.6	0.8
	50 or older	8	62.5	0.0	0.0	0.0	0.0	0.0	37.5	0.0
	Female	242	50.4	5.0	12.8	11.2	7.0	8.3	5.4	4.1
	3~9	4	25.0	0.0	0.0	0.0	0.0	0.0	75.0	0.0
	10~12	9	77.8	0.0	0.0	0.0	0.0	0.0	22.2	0.0
	13~15	13	38.5	15.4	15.4	23.1	0.0	0.0	7.7	1.8
	16~18	32	40.6	6.3	18.8	25.0	6.3	3.1	0.0	2.6
	19~24	69	42.0	7.2	17.4	11.6	10.1	7.2	4.3	4.5
	25~29	51	49.0	3.9	9.8	11.8	11.8	11.8	2.0	4.9
	30~39	39	66.7	0.0	5.1	5.1	2.6	15.4	5.1	6.0
40~49	21	61.9	4.8	19.0	0.0	0.0	9.5	4.8	2.8	
50 or older	4	75.0	0.0	0.0	0.0	25.0	0.0	0.0	1.5	
Frequency of playing household	Heavy user	373	53.6	6.4	11.8	7.5	7.5	7.2	5.9	5.2
	Middle user	466	53.2	7.3	10.3	6.9	7.3	8.2	6.9	4.3
	Light user	255	63.9	5.9	10.2	5.5	7.1	2.7	4.7	2.0

Note) For the calculation of the average number of CDs, respondents who answered “I don't have any” are included in the number of respondents. (Invalid answers and blanks are excluded)

- Respondents who had sound track CDs made up 38.1% of the total number of respondents (Male: 36.4, Female: 44.2%).
- Most of them had 2-3 CDs. 15.4% of female respondents aged 30-39 had 11 or more CDs.
- The average number of CDs possessed including those who had no CDs was 4.1. The higher the frequency of household game playing, the higher the average number of CDs possessed was.

(2) Sound track CDs related to favorite games [All who have sound track CDs related to favorite games]

<Free answer/singular answer>

(330 valid responses: n=449 persons)

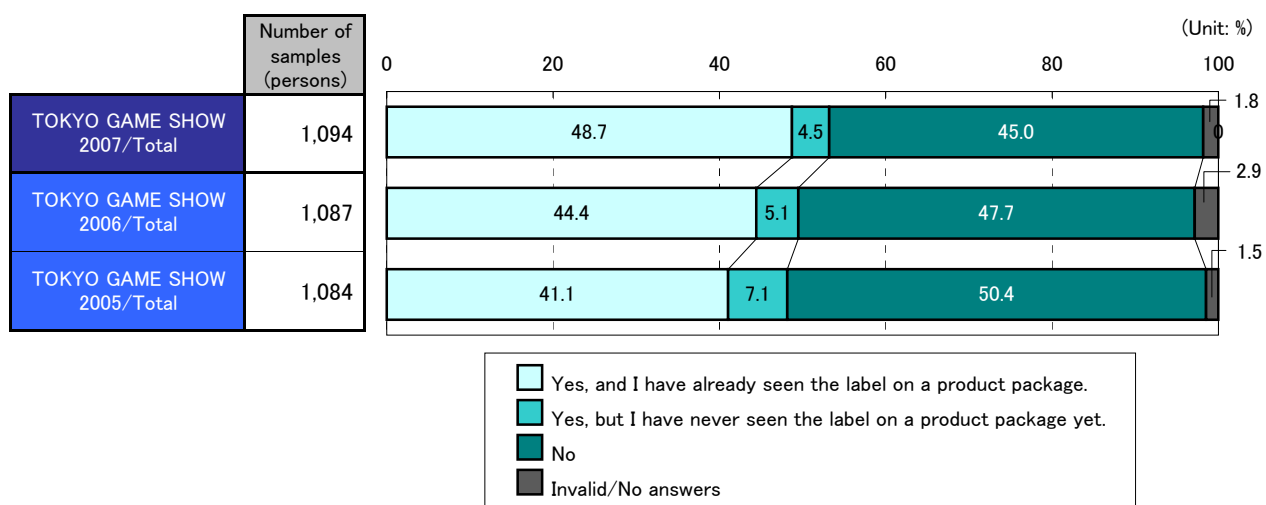
Title	Title Qty	Title	Title Qty	Title	Title Qty
"FINAL FANTASY" series	70	"METAL GEAR" series	10	Monster hunter Music Collection	4
FINAL FANTASY X	10	METAL GEAR SOLID 3	4	"WILD ARMS" series	4
FINAL FANTASY VII	9	METAL GEAR SOLID 2	2	Wild Arms 3	1
FINAL FANTASY XI (incl. Chains of Promathia)	9	METAL GEAR SOLID 2: SOLID SNAKE	1	Wild Arms 4	1
FINAL FANTASY VIII	5	"METAL GEAR SOLID"	1	"Wild Arms"	2
FINAL FANTASY Tactics	4	"METAL GEAR"	2	"MOTHER" series	3
FINAL FANTASY VI	4	"BEATMANIA II DX" series	9	MOTHER1+2	2
FINAL FANTASY IX	4	Beatmania II DX 14 GOLD	3	MOTHER2: COUNTER ATTACK OF GEEG	1
FINAL FANTASY XII	4	Beatmania II DX 6th style	1	"ToHeart" series	3
FINAL FANTASY III	3	Beatmania II DX 9th style	1	ToHeart2	2
FINAL FANTASY V	3	Beatmania II DX 11 II DX RED	1	ToHeart1	1
FINAL FANTASY IV	2	Beatmania II DX 12 HAPPY SKY	1	AR TONELILCO	3
FINAL FANTASY VII ADVENT CHILDREN	1	"beatmania II DX"	2	"THE KING OF FIGHTERS" series	3
FINAL FANTASY X-2	1	"SUPER ROBOT BATTLE" series	9	THE KING OF FIGHTERS '95	1
"FF CONCERT CD (2000)"	1	SUPER ROBOT BATTLE OG ORIGINAL GENERATIONS	3	THE KING OF FIGHTERS '98	1
"FF SERIES MUSIC ARRANGE"	1	THE THIRD SUPER ROBOT BATTLE	2	"KOF"	1
"FINAL FANTASY", "FF", "FF series"	9	"SUPER ROBOT BATTLE OG"	1	SALAMANDER	3
"CHRONO TRIGGER" series	14	"SUPER ROBOT BATTLE" and "SUPER ROBOT BATTLE series"	3	RABYRINTH OF WORLD FOREST	3
CHRONO TRIGGER	8	"SAKURA BATTLE" series	8	"THE LEGEND OF ZELDA" series	3
CHRONO CROSS	6	IMPERIAL KAGEKI DAN	2	The Legend of Zelda: Ocarina of Time	1
"DRAGON QUEST" series	13	SAKURA BATTLE MUSIC COLLECTION 2002~2006	1	"ZELDA" and "THE LEGEND OF ZELDA"	2
SYMPHONIC SUITE: DRAGON QUEST III	1	"SAKURA BATTLE"	5	"LEGEND OF HEROES" series	2
SYMPHONIC SUITE: DRAGON QUEST	1	WONDERFUL WORLD	6	THE LEGEND OF HEROES: SORA NO KISEKI	1
DRAGON QUEST I	1	.hack//G.U.	5	"LEGEND OF HEROES"	1
DRAGON QUEST VII	1	AIR	3	Okami	2
DRAGON QUEST VIII	1	YS	2	"GARO-DENSETSU" series	2
DRAGON QUEST I ~IV	1	VALKYRIE PROFILE	2	GARO-DENSETSU SPECIAL	1
DRAGON QUEST IN BRASS	1	"ACE COMBAT" series	4	"GARO-DENSETSU"	1
DRAGON QUEST BEST	1	ACE COMBAT 04	1	"GENSO SUIKODEN" series	2
"DRAGON QUEST" and "DRAQUE"	5	ACE COMBAT 05	1	GENSO SUIKODEN II	1
"KINGDOM HEARTS" series	12	"ACE COMBAT" and "ACE COMBAT series"	2	GENSO SUIKODEN V	1
KINGDOM HEARTS II	7	"GRADIUS" series	4	SUPER SMASH BROTHERS DX	2
"KINGDOM HEARTS"	5	GRADIUS II	2	DEVIL MAY CRY	2
"TALES OF" series	12	"GRADIUS"	2	FURAI-NO-RESIN	2
TALES OF THE ABYSS	5	"SaGa" series	4	"POP'N MUSIC" series	2
TALES OF DESTINY	2	SAGA FRONTIER	1	POP'N MUSIC14 FEVER !	1
TALES OF LEGENDIA	1	UNLIMITED SAGA	1	"POP'N MUSIC"	1
THE BEST OF TALES	4	ROMANCING SAGA3	1	"RIDGE RACER" series	2
"SHIN-MEGAMI-TENSEI/DEVIL SUMMONER/PERSONA" series	11	"ROMANCING SAGA"	1	RIDGE RACER7	1
SHIN-MEGAMI-TENSEI 3	1	"SEIKEN DENSETSU" series	4	"RIDGE RACERS"	1
DEVIL SUMMONER SOUL HACKERS	1	Seiken Densetsu: LEGEND OF MANA	3	The rest is omitted.	
PERSONA 3 Burn My Dread	1	Seiken Densetsu 2	1		
"PERSONA 3"	7	XENOGears	4		
"PERSONA series"	1	"POKEMON" series	4		

• "Final Fantasy" series gained 70 responses, and of those, "Final Fantasy X" gained 10 responses.
 • "Chrono Trigger" series (14 responses) and Dragon Quest series (13 responses) followed.

X. Rating Label

1. Awareness of the rating label

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



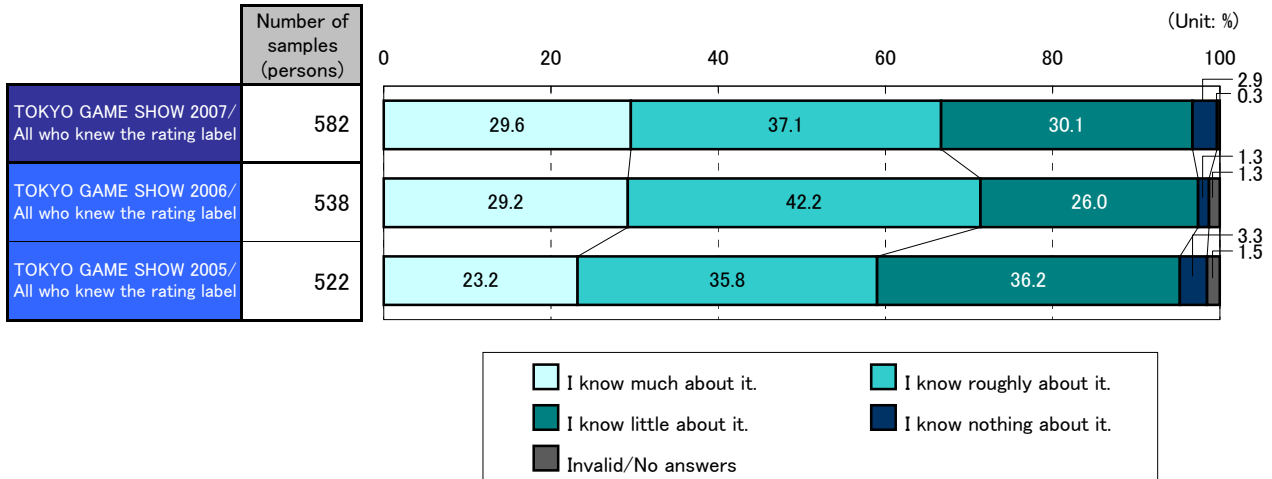
		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2007/Total		1,094	48.7	4.5	45.0	1.8
Gender and Age	Male	852	51.2	4.2	42.7	1.9
	3~9	7	14.3	0.0	85.7	0.0
	10~12	52	17.3	1.9	76.9	3.8
	13~15	99	41.4	7.1	50.5	1.0
	16~18	133	63.2	3.0	32.3	1.5
	19~24	219	59.4	5.5	33.8	1.4
	25~29	149	61.7	4.7	31.5	2.0
	30~39	141	48.9	2.8	46.1	2.1
	40~49	44	20.5	2.3	72.7	4.5
	50 or older	8	12.5	0.0	87.5	0.0
	Female	242	40.1	5.4	52.9	1.7
	3~9	4	0.0	25.0	75.0	0.0
	10~12	9	33.3	0.0	66.7	0.0
	13~15	13	23.1	0.0	76.9	0.0
	16~18	32	50.0	0.0	50.0	0.0
	19~24	69	53.6	5.8	37.7	2.9
	25~29	51	41.2	3.9	52.9	2.0
	30~39	39	38.5	7.7	53.8	0.0
	40~49	21	9.5	14.3	71.4	4.8
50 or older	4	0.0	0.0	100.0	0.0	
Frequency of playing household	Heavy user	373	52.3	3.8	41.3	2.7
	Middle user	466	51.7	5.6	41.2	1.5
	Light user	255	38.0	3.5	57.3	1.2

•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 53.2%, marking a steady increase year by year and for the first time surpassed the number of those who didn't know the label. However, 52.9% of female users and 57.3% 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		582	29.6	37.1	30.1	2.9	0.3
Gender and Age	Male	472	32.2	34.7	29.7	3.2	0.2
	3~9	1	0.0	0.0	100.0	0.0	0.0
	10~12	10	30.0	20.0	40.0	10.0	0.0
	13~15	48	31.3	20.8	29.2	18.8	0.0
	16~18	88	37.5	23.9	36.4	2.3	0.0
	19~24	142	29.6	38.7	31.7	0.0	0.0
	25~29	99	32.3	44.4	22.2	1.0	0.0
	30~39	73	30.1	39.7	26.0	2.7	1.4
	40~49	10	50.0	20.0	30.0	0.0	0.0
	50 or older	1	0.0	100.0	0.0	0.0	0.0
	Female	110	18.2	47.3	31.8	1.8	0.9
	3~9	1	0.0	0.0	0.0	0.0	100.0
	10~12	3	0.0	66.7	0.0	33.3	0.0
	13~15	3	66.7	0.0	33.3	0.0	0.0
16~18	16	37.5	43.8	18.8	0.0	0.0	
19~24	41	17.1	48.8	34.1	0.0	0.0	
25~29	23	8.7	60.9	30.4	0.0	0.0	
30~39	18	11.1	38.9	44.4	5.6	0.0	
40~49	5	20.0	40.0	40.0	0.0	0.0	
50 or older	0	-	-	-	-	-	
Frequency of playing household	Heavy user	209	33.5	32.1	30.6	3.8	0.0
	Middle user	267	28.5	38.6	30.3	2.2	0.4
	Light user	106	24.5	43.4	28.3	2.8	0.9

- Respondents who selected “I know a lot about it” or “I know roughly about it” made up 66.7% of the respondents who knew the rating label.
- Respondents who selected “I know roughly about it” decreased (37.1%) and respondents who selected “I know little about it” increased (30.1%) compared to the previous year.

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=388 persons)

Perfect/Nearly perfect comprehension / Understanding of purpose	114 persons
<input checked="" type="radio"/> Perfect comprehension: It is a reference marking that indicates “advisable user age groups” according to “game contents”. <ul style="list-style-type: none"> •Indicates advisable age range when grotesque scenes are included. •Indicates advisable age range and the level of violent scenes. •Indicates advisable age range according to game contents. •Indicate suitable age range by contents. •Guideline of game contents (violence, sex, bloody scens, etc) with advisable age range •Reference of game contents and advisable age range. •Indicates whether game contents are suitable for the age range. •Games are rated by contents. •Game ethical expressions are evaluated by age range. 	11 persons
<input type="radio"/> Nearly perfect comprehension: It is a reference marking indicating “advisable user age groups” (“game contents” not mentioned). <ul style="list-style-type: none"> •Targeted age range •Targeted (suitable) age range •Classification of advisable player age, not challenge levels •Reference of suitable age range, which has no binding force. •Reference of suitable age range. Retailers are requested to display pr •Approximate player age range (except Z) •Marking of suitable age range •Indication of targeted player age •Advisable player age (A=all ages etc.) •Indicates suitable age range for the game •Reference for purchasing a suitable game for one’s age •Guideline for purchasing a game by age •Guideline of player age who can play •Indication of suitable age range for games 	68 persons
<input type="radio"/> Nearly perfect comprehension: It is a reference marking of “game contents” (“advisable user age groups” not mentioned). <ul style="list-style-type: none"> •Indicates whether the game includes extreme contents. •Rough indication of game contents •Objectively indicates the level of the expressions in games •Guideline whether games are suitable for children or includes extremen expressions •On the expression of games •Indicates whether there are violent or sexual expressions. 	7 persons
<input type="radio"/> Indication of specific rating categories <ul style="list-style-type: none"> •A~D and Z (5 ratings) •A•B•C•D•Z •A and B (suitable for – years old) •Classified into A, B, C, D and Z in order. •A: All ages, B: 12 or older, C: 15 or older, D: 17 or older, Z: 18 or older •A is OK for all. The danger level becomes worse gradually in the order of B, C and Z. •A, B or Z •Z•D•C•B•A→18•17•15•12•all •Z is only for persons over 18. 	21 persons
<input type="radio"/> Understanding of purpose: It is a “reference” rating or “basis for individual judgment”, or a system to protect young people. <ul style="list-style-type: none"> •Regulates harmful games for young people •To protect young people from being affected in the process of mental growth •To prevent young people from playing games including sexual or violent scenes •To prevent young people from seeing harmful scenes •To specify games that are not suitable for young people 	7 persons
Misapprehension/Vague comprehension	103 persons
<input checked="" type="radio"/> Misapprehension: It is a rating for “restriction” or a “ban” on purchase based on consumer age. <ul style="list-style-type: none"> •Age restriction by contents •Age restriction •Age restriction to protect children from harmful effects •Restriction of age •Restriction of age (such as “Adults only”) •Indication only for player over specified age •Player age is restricted for extreme contents, such as harmful contents from an educational viewpoint. •Games are sold only to customers over the specified age. •Target age is restricted depending on game contents. •Age restriction depending on game contents •Age restriction when purchasing games •Age restriction for purchasing •Only players over specified ages can play games. 	91 persons
<input checked="" type="radio"/> Misapprehension: It is a system legally regulating expressions. <ul style="list-style-type: none"> •Indication of suitable age and regulation of violent or love scenes. •Regulation of games including sexual or violent scenes for protection of persons underage. •Regulation on violent expressions 	3 persons
<input type="radio"/> Too ambiguous, vague, unclear or far-off <ul style="list-style-type: none"> •About age •Restriction mark •Administrative authority for video games •CERO •Designation by trained persons •Permission is required. •It is possible to reject the sale of games to persons without certification of ages. •Irresponsible ranking for external appeal 	9 persons

Note) Comments are unedited.

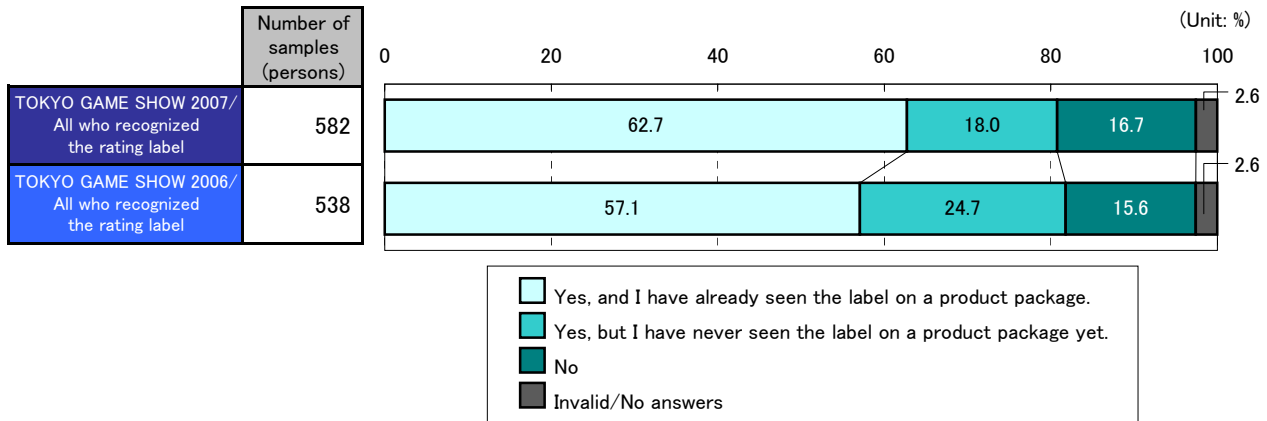
• Respondents who knew about the rating system (knew the categories or understood the purpose) made up more than half of the valid responses (114/217 persons, 52.5%).

• Quite a few of the respondents had a misunderstanding that the system was an age-based system for restricting or prohibiting purchases.

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 in March 2006?



		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 2007/ All who recognized the rating label		582	62.7	18.0	16.7	2.6
Gender and Age	Male	472	66.5	16.1	14.8	2.5
	3~9	1	0.0	0.0	100.0	0.0
	10~12	10	70.0	10.0	10.0	10.0
	13~15	48	81.3	10.4	8.3	0.0
	16~18	88	78.4	9.1	9.1	3.4
	19~24	142	68.3	17.6	11.3	2.8
	25~29	99	60.6	21.2	15.2	3.0
	30~39	73	47.9	20.5	30.1	1.4
	40~49	10	60.0	10.0	30.0	0.0
	50 or older	1	100.0	0.0	0.0	0.0
	Female	110	46.4	26.4	24.5	2.7
	3~9	1	0.0	0.0	0.0	100.0
	10~12	3	0.0	100.0	0.0	0.0
	13~15	3	100.0	0.0	0.0	0.0
16~18	16	68.8	25.0	6.3	0.0	
19~24	41	43.9	31.7	22.0	2.4	
25~29	23	43.5	26.1	30.4	0.0	
30~39	18	38.9	11.1	44.4	5.6	
40~49	5	40.0	20.0	40.0	0.0	
50 or older	0	-	-	-	-	
Frequency of playing household	Heavy user	209	70.3	14.8	11.0	3.8
	Middle user	267	65.5	16.1	16.5	1.9
	Light user	106	40.6	29.2	28.3	1.9

- Although the number of “those who were aware of the Z category and had seen the labels on products” increased, “those who were aware of the Z category but had not seen them” decreased. The sum of those who were aware of the Z category amounted to 80.7%, with a little decrease from the last year.
- In the parents’ generations aged 30–39 and 40–49, more than 30% of male respondents and more than 40% of female respondents did not know Z category.

XI. 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.

(336 valid responses: n=1,094 persons)

Age: 10-12
Male
<ul style="list-style-type: none"> •I'd like you to sell more PSP software. I'd like you to reduce the price of PS3. •I'd like you to work hard on Xbox360. •Make games cheap ! ! !
Age: 13-15
Male
<ul style="list-style-type: none"> •I'd like you to put out the latest .hack game soon. •I'd like you to increase the amount of game software in SCE a little more. •I'd like you to keep introducing a lot of new ideas. •Please make sure they won't break a lot. •I'd like you to transfer products that you've launched abroad to the Japanese market just as they are. •Work harder! •I'm looking forward to the technology progressing fast. •Bridget's mistake in GUILTY GEAR XX Λ CORE is terrible. •These days there are only dull games. •Game consoles are too expensive. •The prices of game consoles and game software are too high. •Please keep working hard. •I want games with a lot of freedom and nice-looking graphics. •I'd like you to make the stories longer on the whole. •I'd like you to tone down the blood and violence. •Please make more dot picture games. •Games are really fun. •In the DS version of Dragon Quest VI, add Drakey to the monster buddies. •There are too few Nintendo sound track CDs. •"Famista" PSP version ! •Make "Furage" (flying get) easy to do. •I'd like you to release new Pokemon software. •You should survey everyone often. •I'd like you to put Metal Gear Solid 4 into CERO "C". •I'd like you to develop your technology a lot more and release new games. •Be sure to present Han games at next year's TGS. •I'd like you to make realistic games. •Sometimes loading takes too long.
Female
<ul style="list-style-type: none"> •I want you to put out more Wii software. I'm looking forward to a new game in the tales series!! •I want you to launch a game that combines existing technology and the latest technology. •I'm expecting you to develop fun RPGs and other games! •I'd like you to make durable games.
Age: 16-18
Male
<ul style="list-style-type: none"> •Please make "Full Metal Panic!" action games. •I cannot buy games for people 18 years of age and over. •It's good that 3D technology is developing, but if that's all there is the games tend to be all the same. •Work hard on PS3. •You should drastically reduce the price of PS3. •I'd like you to release more PSP software. •I'd like you to put play images into PV rather than movies. •Please make more RPGs. •Please work harder on the promotion of Xbox360. •Please release the continuation of Ark System Works' Battle Fantasia.

Note: Comments are unedited.

- Images are important, but please focus on the system as well.
- Please stop remaking the same contents for other models. They're almost the same.
- I'd like you to become a trustworthy company for online games. There are too many incompetent companies.
- Please make more games that can be played online (for home and PC use).
- Please work hard.
- Work hard ! !
- Work hard!
- Please reduce the price of games.
- Please make games with good contents and stories.
- Please lower the price of limited edition games.
- I'm looking forward to a lot of exciting, fun games.
- Please keep working hard.
- Please don't let the mass media get to you, and keep working hard.
- Many of the recent games are prejudicial, so please improve them.
- These days games are expensive. It seems like for the time being you think releasing limited edition versions is enough?
- This can be said about all kinds of games: The story is not interesting.
- Please release more games in the Square Enix "Chocobo" series. I'm glad that the new game Dungeon came out — the first new one in nine years.
- Please make the stories good.
- Please make more scenes where Super Robot busts are swinging.
- Players find "love" on the production side moving. I'm looking forward to games with "love".
- Don't just put out sequels.
- I'm pretty satisfied.
- Please make more games that a lot of people can play cooperatively.
- Anything is fine as long as it's fun.
- Low prices! Innovative images! Sound quality!
- The price.
- I want to play against other people on the Net.
- High-quality images are good, but I don't think it's good if all the work goes into the images, because it makes a lot of games unbalanced.
- It's hard to get a hold of games made by minor manufacturers. I can't find bargains.
- Please throw in more perks.
- Make them a little cheaper!
- Please reduce the price of games more.
- Please release more Monster Hunter games.
- Please make games that you can make with the users.
- They should be cheaper if they are reserved.
- Don't just make remakes.
- Make loading faster.
- Make loading faster. Abolish the PSP version upgrade.
- Please release the Rock Man X Series in PSP.

Female

- I have high expectations for CG.
- The DS third party is over-issuing.
- Don't put out any more FF7 products.
- Before the show opened there were no pamphlets or anything, so I was bored. I wanted to go somewhere, but I couldn't. Don't make people bored before the show opens.
- Please make games that are really fun to play.
- Please keep making good games. I'm looking forward to new Wii tales games and Nintendo Smash Brothers X.
- CHUNSOFT and Atlas products have been pretty good recently, so I'm looking forward to the next ones.
- Dragon Quest was better in 2D.
- Please make action games that are easy for beginners to play.

Age: 19-24

Male

- I don't want expensive games to be of low quality.

Note) Comments are unedited.

- ① Please take into account the wishes of users (for sequels, etc.) more!! I especially want a remake of “Final FantasyVII” and sequels to Dew Prism and Kaze no Klonoa!!
- ② The voting for the Future category of the Japan Game Awards should at least be possible up to the morning of the last day. And announce the winner in the evening! I want you to take into account the opinions of people who can't attend until the last day as well!!! Also, I think that if you announce the winners for the Game of the Year category and the Amateur category the status of the Awards will improve. And the MC should be Mr. Ijioh !
- ③ Please do something about the Square Enix booth's “Closed Mega Theater”!! The capacity was too small, so only some people could see it!! I didn't know why I bothered to come all the way to the show. Please tell the Square Enix to increase the capacity of the theater!!
- Make it one tenth the price!
- Please make “Call of Duty 4” a multiple player game.
- Please enrich the contents rather than CG. I'm sick of remakes and series sequels.
- Lower the price of PS3.
- More RPGs.
- I'm not satisfied with the Wii line of software.
- I think it's okay to reuse systems from old games, and not use only new ideas.
- Please make a game with a new feel.
- I'm hoping for new games.
- There are very few games that you can really get hooked on. Too much emphasis is placed on graphics.
- I want to play a totally new type of game that has never existed before.
- It's not good enough to just spend a lot of money to make good graphics!
- Make more types of fun FPS games.
- Make fun games, okay?
- There isn't enough original software. Too many sequels. Power Pro has been awful for the last few years.
- Compared to games from other countries, too much emphasis is placed on either the story or the way of playing the game. There are a lot of innocuous games, so I'm hoping that a lot of new games will come out that are experimental and advanced.
- Even though development costs a lot of money, I want you to put out more PS3 software.
- All companies should do their best to avoid delayed product launchings.
- I want you to put out software for all kinds of hardware.
- You shouldn't just be satisfied with image quality — you should work more on the story and other aspects as well.
- Image quality is important, but I want you to make the contents simple and fun.
- It's okay to place importance on image quality, but more emphasis should be put on the story and contents.
- The focus should not only be on the image — the system and story should have a bit more substance.
- Please work hard.
- Please work hard.
- I want a console that I can use for old games as well, or for resale software.
- There's no software that arouses interest.
- I can put up with graphics, but if there's a problem with the system, the scenario or the way the game unfolds, I often can't stand it.
- Are there any creators?
- I want you to make people more aware that games are a form of art.
- Stop blaming the users when the games don't sell.
- The games are very unbalanced.
- I think the fact that games are a type of culture is starting to become established. Please work hard to develop them further.
- Keep putting out good games.
- Please keep making high-quality games.
- I want more consumer games.
- Please work hard to increase the number of seamless games.
- It's disappointing when something is out of stock, so please prevent that from happening.
- I want you to make games with a high level of freedom.
- I want you to release more new games that aren't part of a series.
- The new games don't look fun.
- I like games that are easy to operate.
- There are too many sequels. Players are forced too much to use the touch panel in DS games.
- When you put out a sequel, make sure it doesn't become a character-based game.
- Make software cheaper.
- I'd like you to distribute more trial versions.
- Expensive.
- Make something the writer will be pleased with.
- There needs to be a more flexible schedule for the people who make the games!
- I want to play games with simple movements and a profound level of difficulty.
- For now, lower the price of PS3. I want the negative cycle to stop.
- I'd be happy to have a lot of games that I can be deeply absorbed in for a long time.

Note) Comments are unedited.

- All the products are very similar, so I'd like you to be more adventurous.
- I want you to loosen the rules for Japanese games (porn, grotesque games, etc.), but of course I don't mind if they are sold with a Z rating.
- I want Nintendo to release Sumabura X soon. (My friends are waiting too.)
- The prices are too high.
- Please become fools.
- I want you to do something about the bugs.
- I don't mind if you delay the release date, but I want you to make good games with no bugs.
- There are too many delayed release dates.
- Spare me the delayed release dates. I know it's hard for you though.
- Stop delaying release dates.
- I'd rather you didn't delay release dates too often.
- I'm disappointed with delays of release dates.
- Too many games are released on the same day.
- I'd like you to create a better environment for CG creators to work in.
- I think there should be games with interfaces that are designed better.
- I want you to make more cultural games on the level of novels and movies!
- I want games that really engage players.
- Too many reservation perks.
- The future of corporate restructuring, 2D combat games.
- The remakes are mediocre.
- No more remakes!
- Please make games realistic (RPG/MMO).
- Even if you use ratings, I don't think the number of crimes will decrease. (I don't think games are necessarily increasing the crime rate.)

Female

- PS3 is expensive!
- PS3 is too expensive!
- I want you to reduce the price of PS3.
- I hate it when you do a remake of the final version. I want it to be perfect the first time, even if it's released late.
- I'm starting to get sick of image-oriented games. I want you to release more dot picture software, and games with more sophisticated scenarios.
- To Capcom, please release a new game of Breath of Fire series!
- Do your best!
- I like games with a nice-looking screen, but I want you to release fun games.
- Please handle games with love.
- I want you to make next-generation hardware cheaper.
- Stop releasing too much information and giving away stories to the public.
- I'm hoping for games with good stories.
- I want you to include realistic elements in the settings, etc. (language used for talking to aristocrats).
- Instead of mass production and mass consumption, I want you to make "good products" that will endure as cultural artifacts.
- I want to play games that aren't simply nice-looking — they should have a story that moves you.
- Please make fun games.
- As long as there's constant stimulation...
- I'm looking forward to good products sold at cheaper prices.
- Make low prices a reality. More fun! More beautiful!
- Among all the games that resemble each other, I'm hoping for new games that have never existed before.
- I want you to make games with a lot of discoveries and moving stories.
- I want you to keep making games that fans can enjoy.
- I want you to look more at old games.
- I think that many of the old games were more fun, so please do something about that!
- I want you to release more software for girls (not for children).
- It would be good if games were a little cheaper.

Age: 25-29

Male

- ① Stop extending release dates. ② I was disappointed in the free distribution of Level 5 trial version software. It should have been distributed to everyone.
- DS is wonderful, but I want you to break into PSP as well.
- Personally, I like consoles such as Wii that focus on playability more than consoles such as PS3 that emphasize graphics.
- The quality of Wii software is still low.

Note) Comments are unedited.

- I hope that a lot of games to play with a Wii console will be released.
- There isn't a big enough stock of Xbox360 software; if I can't buy it on the date of release the store doesn't get a new supply for a while.
- There are no ingenious games like there were at the time of FC. I don't need purely visual games (especially PS games). With the exception of Nintendo, all Wii games can be played just by swinging.
- Please release a PS3 version of Idol Master.
- Please fix the bugs that are obvious every time a game is played.
- I want you to release new games that have never existed before. And I want to be able to play them on line.
- New games are released too late.
- I want games with a high level of difficulty, like the RPGs we had before. (Recently more importance has been placed on graphics?)
- Porn games for PCs!
- I want you to make fun games.
- Capcom, I'm looking forward to MH3.
- Please work hard.
- I want you to place more importance on operability than on quality.
- I have high hopes for portable consoles.
- The games are too commonplace.
- I want you to hold game shows twice a year, like you used to.
- Games are not for playing. They're a form of studying! (Thanks to DS.)
- Please think about how to sell limited-edition products.
- I'd like you to indicate clearly whether or not there are perks for purchasing a product.
- Please continue to make fun games. And stick to the release date if possible.
- There are too many remakes these days.
- You run out of stock too often.
- Work hard on scenarios.
- I'd like you to expand the range of operability, so that games can be played by any age group. Please make games for PCs as well.
- Software prices are high.
- Too expensive.
- I'm hoping for games that anyone can enjoy.
- I hope for creative games that will show the world that is to come.
- I hope there will be no boring games released. It would be convenient to have a review to refer to before buying a game.
- I want you to make low-priced, fun software.
- Whatever you do, make the games fun!
- I'd like you to start a school for studying programming, CG, etc. on weekends when people don't have to work.
- Because games are a new Japanese industry, I want you to invigorate the industry a lot, and make it grow in a positive direction along with other industries as far as hiring, economic growth, etc. are concerned.
- Please don't change the style whenever Part 2 becomes Part 3.
- There's no software that makes you want hardware.
- Products are released too late.
- I want you to try to prevent delayed release dates. Especially for Leaf.
- Please give us high-quality games.
- Work harder to prevent illegal copying!!
- Please make games that give the people who play them hope.
- There are too many movies. I want more playing screens.
- Go back to the images that were used in the old games.
- I'm not satisfied with the increased volume in the useless mini-games. Work harder on the main story.
- Please develop games that are more fun!
- Cheaper!
- Cheap!
- Make them cheap. I mean it.
- I'd like fun software that players can really get into. Isn't hardware being developed too soon?
- What users want is fun, not graphics.
- Go after reality. There's too much delusion.
- Don't just make trendy games.
- The distribution channels are too narrow. It's inconvenient to gather information because of the shrinking regional populations.
- I don't understand the rating standards very well.

Female (Age: 25-29)

- Improvement of PS3 software. You should emphasize the special features of PS3 more, and advertise it.
- There are no fun games.

Note) Comments are unedited.

- There are more games with a nice-looking screen, but that is not what is of real interest (especially for RPGs). It's time to come up with a concept for Wii other than that of making games for a lot of people to play. I hesitate to buy one because of that.
- I want to buy manufacturers' goods on cell phone sites.
- Don't just put movies in the game. The main thing is playing!
- Give us more information about games.
- Please give us good-quality game contents.
- Stop using exclusive products to stir up excitement and sell off your products.
- Make sure you don't run out of stock.
- I want to play games that are simple, easy-to-understand, collectible, charming and sensitive.
- Ever since Square joined together with Enix, FF (main series) stories have become boring, and the speed with which software is released has decreased, so it's no fun. Also, original SCEI software has become boring.
- Weakness of Sega consumers... Try a bit harder.
- I like Sony. Please develop more fun games.
- Increase the number of trial version downloads.
- Please make games that small children can play with peace of mind. These days it seems that children who don't have games are rejected by their peers — please help solve this problem.
- Low prices please.
- Nintendo DS involves too much education and brain training, so please make more regular games (action, etc.) like PSP.
- Please reduce prices. (I mean it.)
- It would help if prices were a little lower overall.
- Make games that anybody can easily understand.
- When it became possible to play games that were originally PC games with PS2, if a problem occurred it was not dealt with very agreeably.
- There's too much software for light users.

Age: 30-39

Male

- I'd like you to make sequels for software that you sell over one million copies of.
- Computer graphics are used too much. Sometimes old retro games are more fun.
- Please release more software for PS3.
- There are no killer titles in PS3.
- Please don't release so many easy remakes.
- I want games that I can enjoy, not just games that sell.
- There are many similar games. I want games that I can play with all F1 machines and courses (1976~2007)!
- I think that if prices were a bit lower, people would buy more. But they wouldn't buy used games.
- Please continue to be innovative.
- There are a lot of legacies from the past and games with no playability.
- It's good for images to be better, but I want you to make games that are exciting, like those we had in the days of Famicom. The images can be mediocre.
- I'm hoping for games that couples can enjoy together.
- Capcom is the best.
- I want the industry and government to join together to fight addiction, etc., and to work to improve the status of gaming.
- I want numbered tickets at the Game Show to be prepared on the first day.
- Weekends are good for the Game Show, but I would like it to be extended to Monday. Generally speaking two days isn't long enough.
- Software should be compatible with games, regardless of the type of hardware.
- I hope that domestic PC games will be further developed (especially FPD).
- Recently there have been many cases of "freeze-bug → recall". Please develop games properly.
- I think there have been too many limited-edition games recently.
- Please take on the challenge of making games with a new feel.
- The first-come first-served method of distributing numbered tickets for the Square Enix theater (closed theater) isn't fair. I would like you to at least split the distribution into two sessions — morning and afternoon. If that's not possible, you should use the event stage.
- Please place importance on the contents of the story.
- Please lower the price of software.
- Instead of just making games for intellectual training, please develop games that challenge the limits of hardware.
- There isn't much choice in stores. There are only new games.
- I really want you to make tutorials for beginners.
- Please release TREASURE's "RADIANT SILVERGUN" for PS2!
- They're getting more and more violent.

Note) Comments are unedited.

- Because at the time Nintendo couldn't beat SCE, it stopped participating in TGS, but it makes no sense for a major company like Nintendo not to participate. They should realize the responsibility they have as a major company and start participating in TGS again next year.
- I want to see increased extensibility of hardware, improvement of software, and games that users want.
- Famitsu magazines should stop providing information only for PS.
- I want you to make consoles cheaper.
- I want to use a portable console to play more famous Famicom and other games (such as Fire Emblem) that I used to play.
- I want you to revive software that used to be popular! (from the 70s and 80s).
- I want you to remember the olden days!
- I want you to develop better software.
- Make it cheaper.
- Please work hard to not be beaten by users' claims.
- You give advance notice, but there are so many products with an undecided release date that I lose interest (DS' s one-segment broadcasting, Animal Forest, etc.)

Female

- I don't play games very much, but I love DS' s Layton series, and have come this far. Please make fun games that even beginners can play!
- I don't think you need to announce dates of release very far in advance... (I think it' s better to make the announcement once the game has been finished.)
- Game software is expensive.
- I would like there to be two or three levels of difficulty in one piece of game software. Now the software is too difficult so it' s always game over.
- Shouldn't a little of the money from sales of second-hand products be paid to the original companies that make them? Software is expensive, and I usually buy the best version. I also buy second-hand products, but I feel bad for the company that originally made them. Also, RPGs have too many polygons. 2D is just fine.
- The perks for making reservations are different in every store. I want that to end.
- There isn't enough distribution of Level Five software! Why do they run out only in 30 minutes after releasing starts?

Age: 40-49

Male

- PSP' s GPS function has bad sensitivity. (I had the manufacturer look at it, but with no success.)
- I don't like the fact that the best version of a game is released so soon. Because I' m busy I buy games at the regular price, and it bothers me that they are sold cheaply.
- I' m looking forward to fun software.
- Now that I' m older I can't clear the stages of games that I used to be able to clear. I like action and other types, but I' d like the level of the easy mode to be lowered.
- Even if a game is popular, what about unrealistic elements such as murders? If you think about the fact that children play these games, it' s not good to be only concerned about making money.
- Please make them cheaper.

Female

- My eyes get tired when I use a portable console, so I' d like to be able to play games on a big screen.
- I want compatible software. Also, I wish I could use a USB cable or memory stick to connect to my PC.

Age: 50 and over

Male

- Development of games for seniors

Female

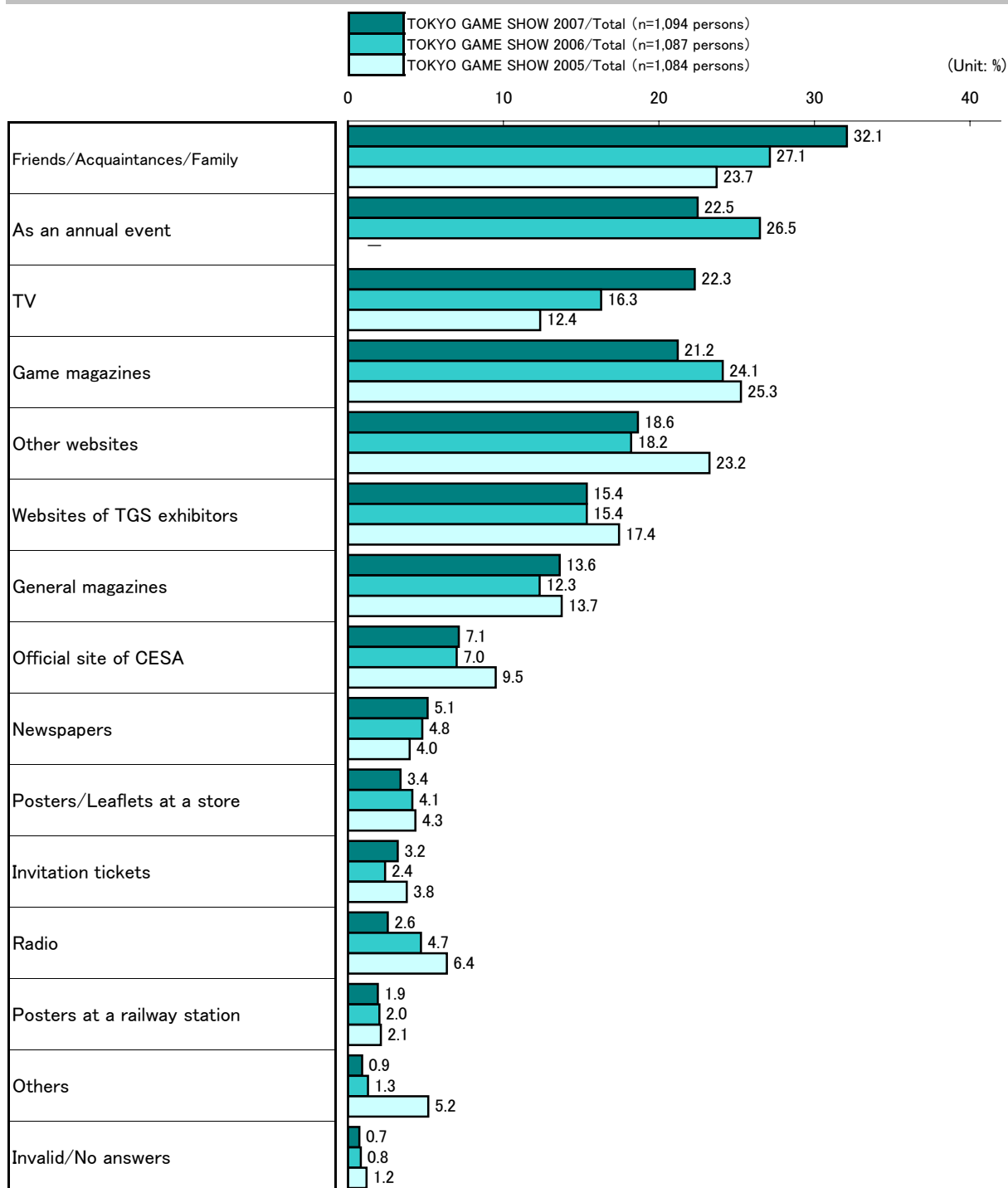
- I' d like software for studying languages in a fun way.
- I don't like the fact that brain training games misidentify handwriting and voices.

Note) Comments are unedited.

XII. Turnout at TOKYO GAME SHOW 2007

1. Information source about TOKYO GAME SHOW 2007 《Multiple answers》

[Q] How did you know of "TOKYO GAME SHOW 2007"? Choose any number of answers.



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

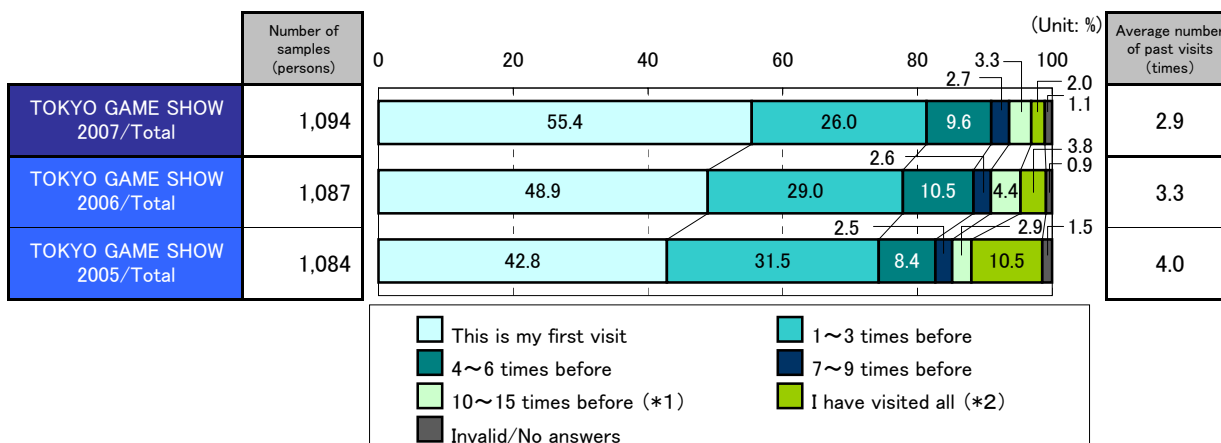
- "Friends/ Acquaintances/ Family" increased compared to last year (32.1%) and was the top as a source of information. Especially the rate was high among female respondents (37.6%).
- "As an annual event" was the second, decreasing a little (22.5%), and TV was the third, increasing for the second consecutive year (22.3%).
- "Game magazines" decreased for the second consecutive year (21.2%). Especially among light users of household games, only 9.8% selected it.

(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)	1,094	852	7	52	99	133	219	149	141	44	8	242	4	9	13	32	69	51	39	21	4	373	466	255
Friends/ Acquaintances/ Family	32.1	30.5	42.9	26.9	45.5	37.6	35.6	20.1	22.7	18.2	0.0	37.6	50.0	55.6	46.2	46.9	40.6	35.3	20.5	38.1	25.0	31.9	31.3	33.7
As an annual event	22.5	22.9	0.0	7.7	10.1	29.3	28.8	30.2	20.6	11.4	0.0	21.1	0.0	11.1	15.4	18.8	20.3	23.5	35.9	4.8	25.0	23.1	24.5	18.0
TV	22.3	22.2	28.6	40.4	31.3	18.8	17.8	19.5	19.1	27.3	37.5	22.7	0.0	22.2	15.4	18.8	24.6	21.6	25.6	23.8	50.0	24.4	22.1	19.6
Game magazines	21.2	22.2	0.0	17.3	16.2	26.3	25.1	28.2	18.4	13.6	0.0	17.8	0.0	0.0	38.5	25.0	18.8	17.6	15.4	9.5	0.0	25.2	24.2	9.8
Other websites	18.6	18.5	28.6	15.4	13.1	15.8	17.8	17.4	26.2	25.0	12.5	19.0	50.0	22.2	15.4	15.6	17.4	13.7	25.6	23.8	25.0	20.1	18.5	16.9
Websites of TGS exhibitors	15.4	14.3	0.0	3.8	15.2	18.8	14.2	20.1	9.9	6.8	25.0	19.0	0.0	0.0	30.8	25.0	24.6	11.8	20.5	14.3	0.0	16.1	18.0	9.4
General magazines	13.6	14.7	0.0	11.5	11.1	15.8	17.4	14.8	16.3	6.8	12.5	9.9	0.0	11.1	15.4	9.4	11.6	7.8	7.7	14.3	0.0	13.4	15.5	10.6
Official site of CESA	7.1	6.9	0.0	3.8	5.1	7.5	7.8	11.4	4.3	0.0	25.0	7.9	0.0	0.0	7.7	15.6	4.3	5.9	12.8	9.5	0.0	7.0	8.4	5.1
Newspapers	5.1	5.0	14.3	7.7	7.1	3.8	5.0	4.7	2.8	4.5	25.0	5.4	0.0	0.0	0.0	6.3	0.0	3.9	7.7	28.6	0.0	4.0	5.8	5.5
Posters/ Leaflets at a store	3.4	3.3	0.0	0.0	1.0	4.5	6.4	0.7	2.8	4.5	0.0	3.7	0.0	0.0	23.1	6.3	2.9	2.0	2.6	0.0	0.0	3.5	3.4	3.1
Invitation tickets	3.2	2.9	0.0	3.8	1.0	5.3	2.3	1.3	2.1	11.4	0.0	4.1	0.0	0.0	7.7	6.3	4.3	2.0	5.1	4.8	0.0	2.7	3.2	3.9
Radio	2.6	2.9	0.0	1.9	3.0	3.8	2.3	2.7	3.5	4.5	0.0	1.2	0.0	0.0	0.0	3.1	1.4	0.0	0.0	4.8	0.0	2.4	3.4	1.2
Posters at a railway station	1.9	1.5	0.0	1.9	1.0	3.0	1.4	1.3	1.4	0.0	0.0	3.3	0.0	0.0	7.7	3.1	4.3	0.0	7.7	0.0	0.0	1.1	3.0	1.2
Others	0.9	0.8	0.0	1.9	1.0	0.0	0.5	2.0	0.7	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	2.0	2.6	4.8	0.0	1.3	0.6	0.8
Invalid/ No answers	0.7	0.8	0.0	0.0	2.0	0.0	0.5	2.0	0.7	0.0	0.0	0.4	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	1.3	0.4	0.4

2. Number of past visits to TOKYO GAME SHOW

[Q] TOKYO GAME SHOW has been held 16 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2006). How many times have you visited?



(Unit: %)

		Number of samples (persons)	This is my first visit	1~3 times before	4~6 times before	7~9 times before	10~15 times before (*1)	I have visited all (*2)	Invalid/No answers
TOKYO GAME SHOW 2007/Total		1,094	55.4	26.0	9.6	2.7	3.3	2.0	1.1
Gender and Age	Male	852	52.9	27.1	10.3	2.6	3.6	2.2	1.2
	3~9	7	100.0	0.0	0.0	0.0	0.0	0.0	0.0
	10~12	52	71.2	19.2	1.9	1.9	1.9	0.0	3.8
	13~15	99	70.7	27.3	1.0	0.0	0.0	1.0	0.0
	16~18	133	58.6	27.1	8.3	1.5	2.3	1.5	0.8
	19~24	219	50.2	32.4	10.0	2.7	2.3	0.9	1.4
	25~29	149	38.3	26.8	18.1	6.7	6.0	2.0	2.0
	30~39	141	41.1	27.0	16.3	1.4	7.8	5.7	0.7
	40~49	44	63.6	18.2	6.8	0.0	4.5	6.8	0.0
	50 or older	8	75.0	12.5	0.0	12.5	0.0	0.0	0.0
	Female	242	64.0	21.9	7.0	2.9	2.1	1.2	0.8
	3~9	4	25.0	50.0	0.0	0.0	0.0	0.0	25.0
	10~12	9	55.6	22.2	0.0	11.1	0.0	11.1	0.0
	13~15	13	61.5	15.4	23.1	0.0	0.0	0.0	0.0
16~18	32	81.3	12.5	0.0	0.0	6.3	0.0	0.0	
19~24	69	71.0	24.6	4.3	0.0	0.0	0.0	0.0	
25~29	51	62.7	21.6	11.8	3.9	0.0	0.0	0.0	
30~39	39	48.7	20.5	10.3	10.3	2.6	5.1	2.6	
40~49	21	57.1	33.3	4.8	0.0	4.8	0.0	0.0	
50 or older	4	75.0	0.0	0.0	0.0	25.0	0.0	0.0	
Frequency of playing household	Heavy user	373	53.9	28.4	9.7	2.1	3.2	1.1	1.6
	Middle user	466	54.1	26.6	9.0	3.9	3.6	2.1	0.6
	Light user	255	60.0	21.2	10.6	1.2	2.7	3.1	1.2
Degree of satisfaction	Satisfied (*3)	867	55.6	26.6	9.6	2.1	3.2	2.1	0.8
	I can't say	140	62.9	23.6	5.7	3.6	1.4	1.4	1.4
	Not satisfied (*3)	82	41.5	23.2	17.1	7.3	7.3	2.4	1.2
	Invalid/No answers	5	40.0	20.0	0.0	0.0	0.0	0.0	40.0

*1: The term "10~14 times before" was used in the TGS 2006 survey, while "10~13 times before" was used in the TGS 2005 survey.

*2: The term "15 times before" was used in the TGS 2006 survey, while "14 times before" was used in the TGS 2005 survey.

*3: 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 timer increased for two consecutive years and amounted to 55.4% of total respondents, exceeding a half.

• Those who had come 3 or less times in the past (4 or less including this year) accounted for 81.4% of total respondents and the average number of visits (2.9) decreased compared to the previous survey.

• 60.0% 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 2007?

Please specify only one company.

※As for visitors who have just arrived at the show, please indicate which company's booth you want to visit most.

(822 valid responses: n=1,094)

Names of company booths	Persons Qty
SQUARE ENIX	191
KONAMI	132
CAPCOM	92
BANDAI NAMCO Games (*)	81
KOEI	60
Sony Computer Entertainment	54
SEGA	48
Microsoft	27
LEVEL5	24
SNK PLAYMORE	14
Tecmo	
MARVELOUS ENTERTAINMENT	9
KDDI	7 each
HUDSON	
Cykan Games	6 each
Soft Bank Mobile	
Tito	
PROTOTYPE	

Names of company booths	Persons Qty
Ark System Works	5 each
IREM	
D3PUBLISHER	4 each
BROCCOLI	
NTT DoCoMo	3 each
TAKARA Tommy	
ENTERBRAIN	2 each
ONSEN	
COSPA	
JALECO	
BANPRESTO	1 each
AQUAPLUS	
ATLAS	
Media Magic	
YOYOGI ANIMATION GAKUIN	

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 (*) were integrated into the same category.

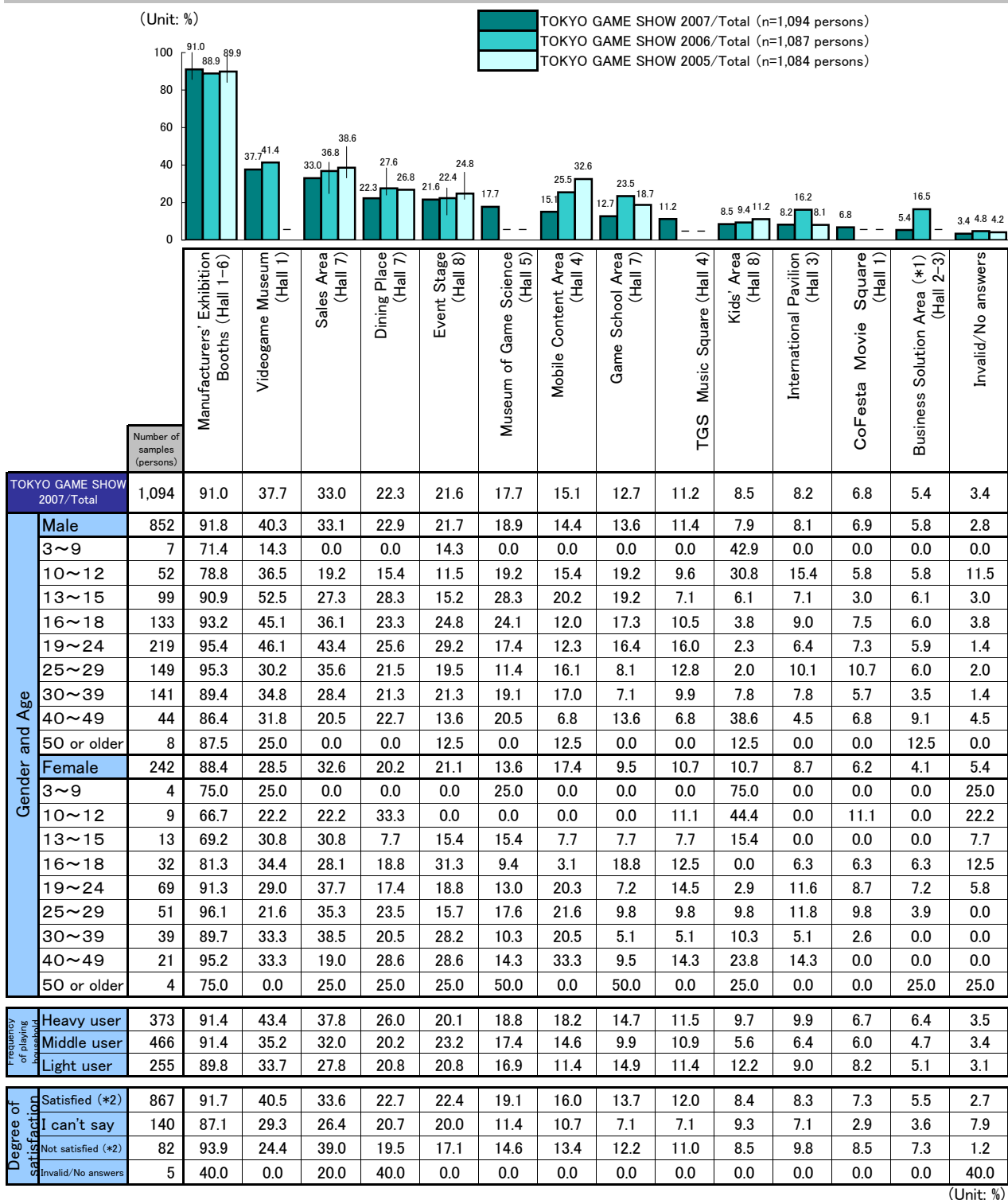
(Ref.) Breakdown of BANDAI NAMCO Games →

"BANDAI NAMCO Games"	55
"NAMCO"	15
"BANDAI"	11

• SQUARE ENIX booth was the most popular (191 persons). KONAMI, CAPCOM, BANDAI NAMCO Games and KOEI followed.

4. Areas the respondents visited 《Multiple answers》

[Q] The booths exhibited at Tokyo Game Show 2007 were roughly grouped into the following areas.
Choose all areas you visited or you want to visit by all means.



(Unit: %)

Note) Some booths were placed in areas different from those in TOKYO GAME SHOW 2005 and 2006.

*1: Business Solution Area was called Development Tools & Middleware Area in TOKYO GAME SHOW 2006.

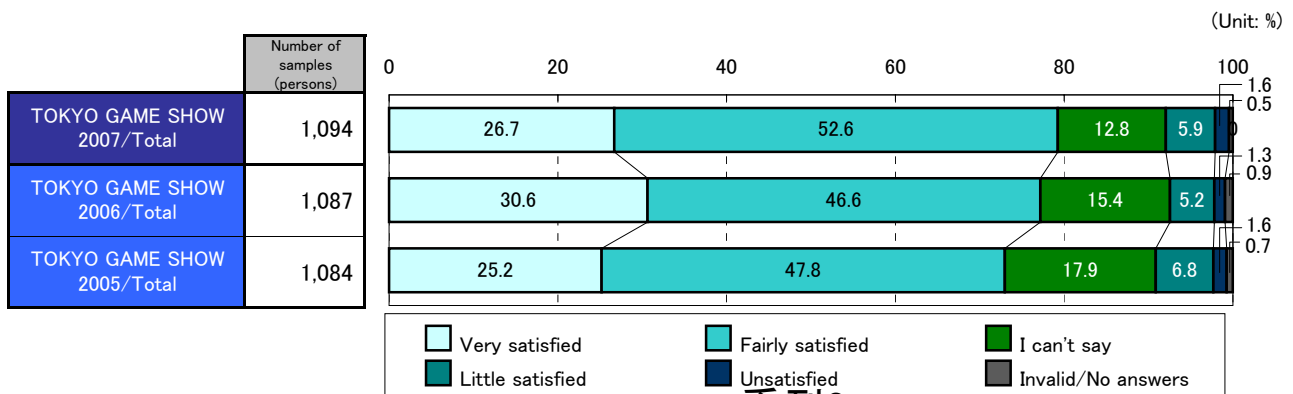
*2: The respondents who selected "much satisfied" and "fairly satisfied" were grouped into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "not satisfied" category.

• "Manufacturers' Exhibition Booths" were visited by 91.0% of total respondents, the number followed by the new "Museum of Game Science" that was visited by 17.7%.

• More female respondents tended to visit the "Mobile Content Area", "Kids Area" and "International Pavilion" than males.

5. Degree of satisfaction with TOKYO GAME SHOW 2007

[Q] How much are you satisfied with "TOKYO GAME SHOW 2007"?



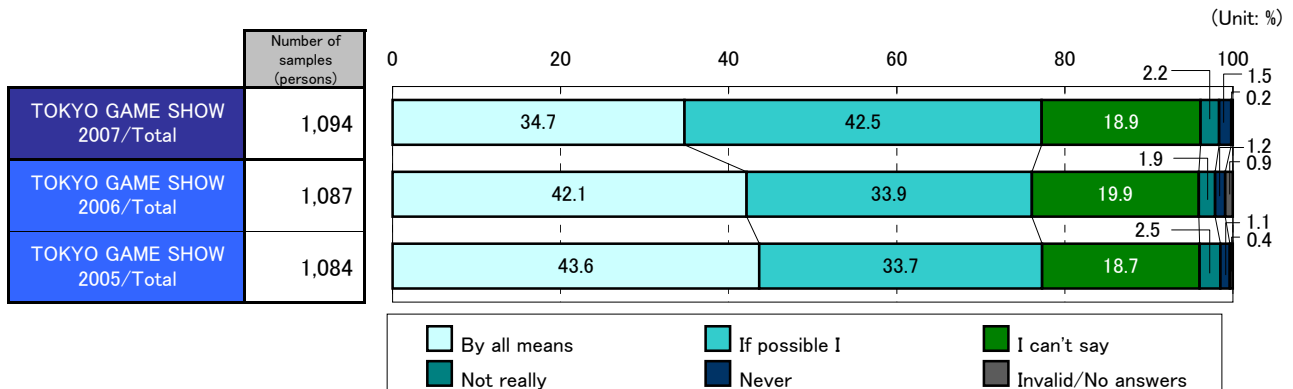
(Unit: %)

		Number of samples (persons)	Very satisfied	Fairly satisfied	I can't say	Little satisfied	Unsatisfied	Invalid/No answers
TOKYO GAME SHOW 2007/Total		1,094	26.7	52.6	12.8	5.9	1.6	0.5
Gender and Age	Male	852	28.6	51.4	12.4	5.5	1.8	0.2
	3~9	7	28.6	57.1	14.3	0.0	0.0	0.0
	10~12	52	48.1	40.4	7.7	1.9	0.0	1.9
	13~15	99	45.5	44.4	8.1	2.0	0.0	0.0
	16~18	133	39.1	47.4	8.3	3.8	1.5	0.0
	19~24	219	28.8	55.7	8.7	6.4	0.5	0.0
	25~29	149	22.8	52.3	13.4	6.7	4.0	0.7
	30~39	141	14.2	53.9	20.6	7.8	3.5	0.0
	40~49	44	4.5	61.4	22.7	9.1	2.3	0.0
	50 or older	8	12.5	37.5	50.0	0.0	0.0	0.0
	Female	242	19.8	56.6	14.0	7.0	1.2	1.2
	3~9	4	25.0	50.0	0.0	0.0	0.0	25.0
	10~12	9	33.3	33.3	22.2	11.1	0.0	0.0
	13~15	13	38.5	53.8	7.7	0.0	0.0	0.0
16~18	32	34.4	40.6	9.4	15.6	0.0	0.0	
19~24	69	18.8	59.4	17.4	4.3	0.0	0.0	
25~29	51	15.7	64.7	7.8	5.9	3.9	2.0	
30~39	39	15.4	59.0	17.9	7.7	0.0	0.0	
40~49	21	4.8	57.1	19.0	9.5	4.8	4.8	
50 or older	4	0.0	75.0	25.0	0.0	0.0	0.0	
Frequency of playing household	Heavy user	373	35.1	48.0	9.9	4.6	1.3	1.1
	Middle user	466	25.3	55.2	11.2	7.1	1.3	0.0
	Light user	255	16.9	54.5	20.0	5.5	2.7	0.4
Number of past visits	This is the first visit	606	28.9	50.7	14.5	4.3	1.3	0.3
	1~14 times before	455	23.5	55.6	10.8	7.9	2.0	0.2
	I have visited all	22	27.3	54.5	9.1	4.5	4.5	0.0
	Invalid/No answers	11	36.4	27.3	9.1	9.1	0.0	18.2

- 79.3% of the total number of respondents were "very" or "fairly" satisfied with the show, an increase over last year. However, the number of respondents who were very satisfied decreased.
- The younger the visitor, the more satisfied he/she was with the show. The level of satisfaction of visitors aged 13 to 15 was the highest.
- The level of satisfaction of household game users was higher for those who played more frequently. There was no correlation between satisfaction and frequency of visiting TGS.

6. Intention to visit the next TOKYO GAME SHOW

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



(Unit: %)

	Number of samples (persons)	By all means	If possible	I can't say	Not really	Never	Invalid/No answers	
TOKYO GAME SHOW 2007/Total	1,094	34.7	42.5	18.9	2.2	1.5	0.2	
Gender and Age	Male	852	35.9	43.4	17.3	2.2	1.1	0.1
	3~9	7	57.1	28.6	14.3	0.0	0.0	0.0
	10~12	52	51.9	34.6	13.5	0.0	0.0	0.0
	13~15	99	48.5	33.3	14.1	2.0	2.0	0.0
	16~18	133	38.3	44.4	15.0	1.5	0.8	0.0
	19~24	219	33.3	47.9	16.4	1.8	0.5	0.0
	25~29	149	37.6	38.9	19.5	2.7	0.7	0.7
	30~39	141	26.2	48.9	19.1	3.5	2.1	0.0
	40~49	44	20.5	56.8	18.2	4.5	0.0	0.0
	50 or older	8	12.5	12.5	62.5	0.0	12.5	0.0
Female	242	30.6	39.3	24.8	2.1	2.9	0.4	
3~9	4	100.0	0.0	0.0	0.0	0.0	0.0	
10~12	9	44.4	33.3	11.1	11.1	0.0	0.0	
13~15	13	23.1	53.8	23.1	0.0	0.0	0.0	
16~18	32	25.0	43.8	28.1	3.1	0.0	0.0	
19~24	69	31.9	33.3	30.4	1.4	2.9	0.0	
25~29	51	31.4	41.2	19.6	2.0	3.9	2.0	
30~39	39	33.3	35.9	25.6	2.6	2.6	0.0	
40~49	21	14.3	52.4	23.8	0.0	9.5	0.0	
50 or older	4	25.0	50.0	25.0	0.0	0.0	0.0	
Frequency of playing household	Heavy user	373	43.7	39.7	13.7	1.9	0.8	0.3
	Middle user	466	33.5	44.2	18.9	2.1	1.3	0.0
	Light user	255	23.9	43.5	26.7	2.7	2.7	0.4
Number of past visits	This is the first visit	606	29.7	42.4	22.8	2.6	2.3	0.2
	1~14 times before	455	39.8	43.5	14.9	1.5	0.2	0.0
	I have visited all	22	63.6	27.3	4.5	0.0	4.5	0.0
	Invalid/No answers	11	45.5	36.4	0.0	9.1	0.0	9.1
Degree of satisfaction	Satisfied (*)	867	40.9	46.8	11.5	0.6	0.1	0.0
	I can't say	140	6.4	31.4	55.7	2.9	3.6	0.0
	Not satisfied (*)	82	15.9	18.3	35.4	18.3	12.2	0.0
	Invalid/No answers	5	60.0	0.0	0.0	0.0	0.0	40.0

*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.

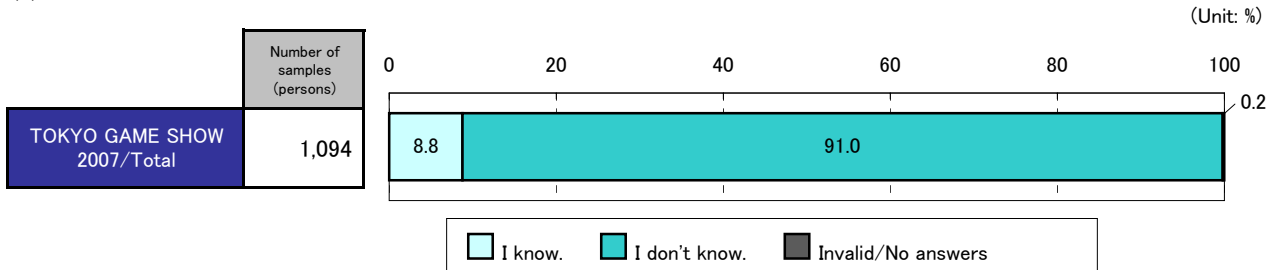
• Although the number of respondents who wished to visit the next show by all means decreased a little, 77.2% of the total respondents wished to visit the next show "by all means" or "if possible". This proportion represented a slight increase over last year's figure.

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

7. Awareness of CoFesta

[Q] Do you know CoFesta?
 【To all who answered Yes】
 How did you know of CoFesta? Choose any number of answers.

(1) Awareness of CoFesta

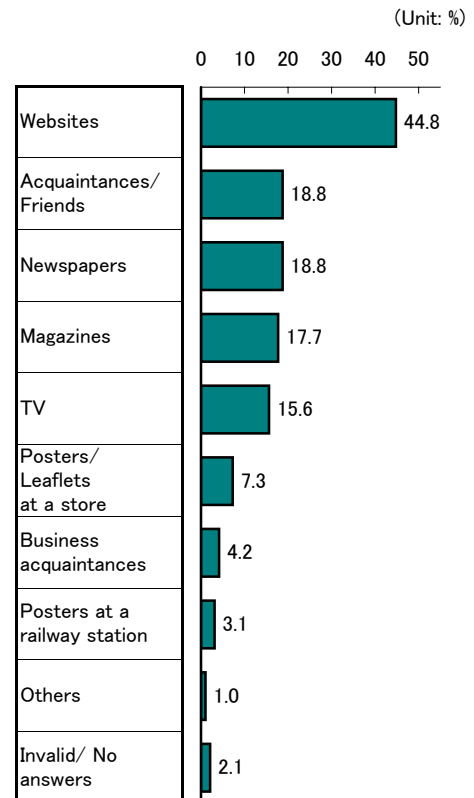


(2) Information source about CoFesta 【To all who know CoFesta】

Tokyo Game Show 2007
 Total of respondents who knew CoFesta (n=90)

(Unit: %)

		Number of samples (persons)	I know	I don't know	Invalid/No answer
TOKYO GAME SHOW 2007/Total		1,094	8.8	91.0	0.2
Gender and Age	Male	852	8.5	91.3	0.2
	3~9	7	0.0	100.0	0.0
	10~12	52	9.6	90.4	0.0
	13~15	99	6.1	93.9	0.0
	16~18	133	7.5	92.5	0.0
	19~24	219	9.1	90.9	0.0
	25~29	149	6.0	93.3	0.7
	30~39	141	12.1	87.9	0.0
	40~49	44	9.1	88.6	2.3
	50 or older	8	12.5	87.5	0.0
	Female	242	9.9	90.1	0.0
	3~9	4	0.0	100.0	0.0
	10~12	9	11.1	88.9	0.0
	13~15	13	7.7	92.3	0.0
	16~18	32	15.6	84.4	0.0
	19~24	69	7.2	92.8	0.0
	25~29	51	5.9	94.1	0.0
	30~39	39	20.5	79.5	0.0
	40~49	21	4.8	95.2	0.0
50 or older	4	0.0	100.0	0.0	
Frequency of playing household	Heavy user	373	8.8	90.9	0.3
	Middle user	466	8.2	91.8	0.0
	Light user	255	9.8	89.8	0.4



• Only 8.8% of respondents were familiar with CoFesta. More female respondents (9.9%) than male respondents (8.5%) knew about it. Light users showed a slightly higher rate of awareness (9.8%) than did frequent users.
 • "Website" was the top (44.8%) as a source of information.

Appendix 1) Sample Survey Form

Thank you for your cooperation in the "TOKYO GAME SHOW 2007" Visitors Survey
 - Computer Entertainment Supplier's Association <CESA> -

Q1 1) Your gender and age.

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

2) How many members in your family including you?

※If you live alone, fill in 1.

-----▶ () person(s)

3) 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]

4) 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

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

2) What game machine do you use the most among the above?

Select the number.

-----▶ ()

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

1. Wii 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"

Q3 Which genre of household videogames do you prefer? <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]

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 a day? 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 Please choose the place you play household video games. Choose any number of answers.

- | | | |
|-----------------------------|------------------------------------|------------------------------------------|
| 1. Living room | 4. Place in a house other than 1~3 | 7. Internet café / Comic café |
| 2. Private space in a house | 5. Friend's house | 8. In trains or buses |
| 3. Apartment (I live alone) | 6. School / Workplace | 9. Place outside the home other than 5~8 |

Q8 Do you have sound track CDs of games? <Choose only one>
If so, please indicate the number of CDs and title of your most favorite CD.

1. I have. _____ How many CDs (_____)
2. I don't have _____ Your favorite CD title [_____]

■ 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 any more. 4. I have no interest nor have played before. _____ Go to [Q11] (on the back)

[If the answer is "1"]

2) How long do you play PC games in a week? ----- About (_____) minutes

■ Questions about arcade games

Q11 1) Have you ever played arcade games?

1. I play habitually. 3. I have an interest but have never played before. _____
2. I used to play but not any more. 4. I have no interest nor have played before. _____ Go to [Q12] (on the back)

[If the answer is "1"]

2) How much time do you spend playing arcade games in a week? ----- About (_____) minutes

[Please go to ([Q12]) on the back]

Q17 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.

Q18 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. 3. No → Go to [Q19]
2. Yes, but I have never seen the label on a product package yet.

【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 last in March 2006? <Choose only one>

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

Q19 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

Q20 1) How did you know of "TOKYO GAME SHOW 2007"? <Choose any number of answers>

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

2) TOKYO GAME SHOW has been held 16 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2006). 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 2007? Please specify only one company.

※As for the respondents who have just arrived at the show, which booth do you want to visit best? →

4) The booths exhibited at TOKYO GAME SHOW 2007 were roughly grouped into the following areas. Choose all areas you visited or want to visit by all means. <Choose any number of answers>

1. Exhibitors' General Area (Hall 1-6) 8. Museum of Game Science (Hall 5)
2. Videogame Museum (Hall 1) 9. Game School Area (Hall 7)
3. CoFesta Movie Square (Hall 1) 10. Sales Area (Hall 7)
4. Business Solution Area (Hall 2-3) 11. Dining Place (Hall 7)
5. International Pavilion (Hall 3) 12. Kids' Area (Hall 8)
6. Mobile Content Area (Hall 4) 13. Event Stage (Hall 8)
7. TGS MUSIC SQUARE (Hall 4)

5) How much are you satisfied with "TOKYO GAME SHOW 2007"? <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

Q21 1) Do you know CoFesta? <Choose only one>

1. I know. 2. I don't know.

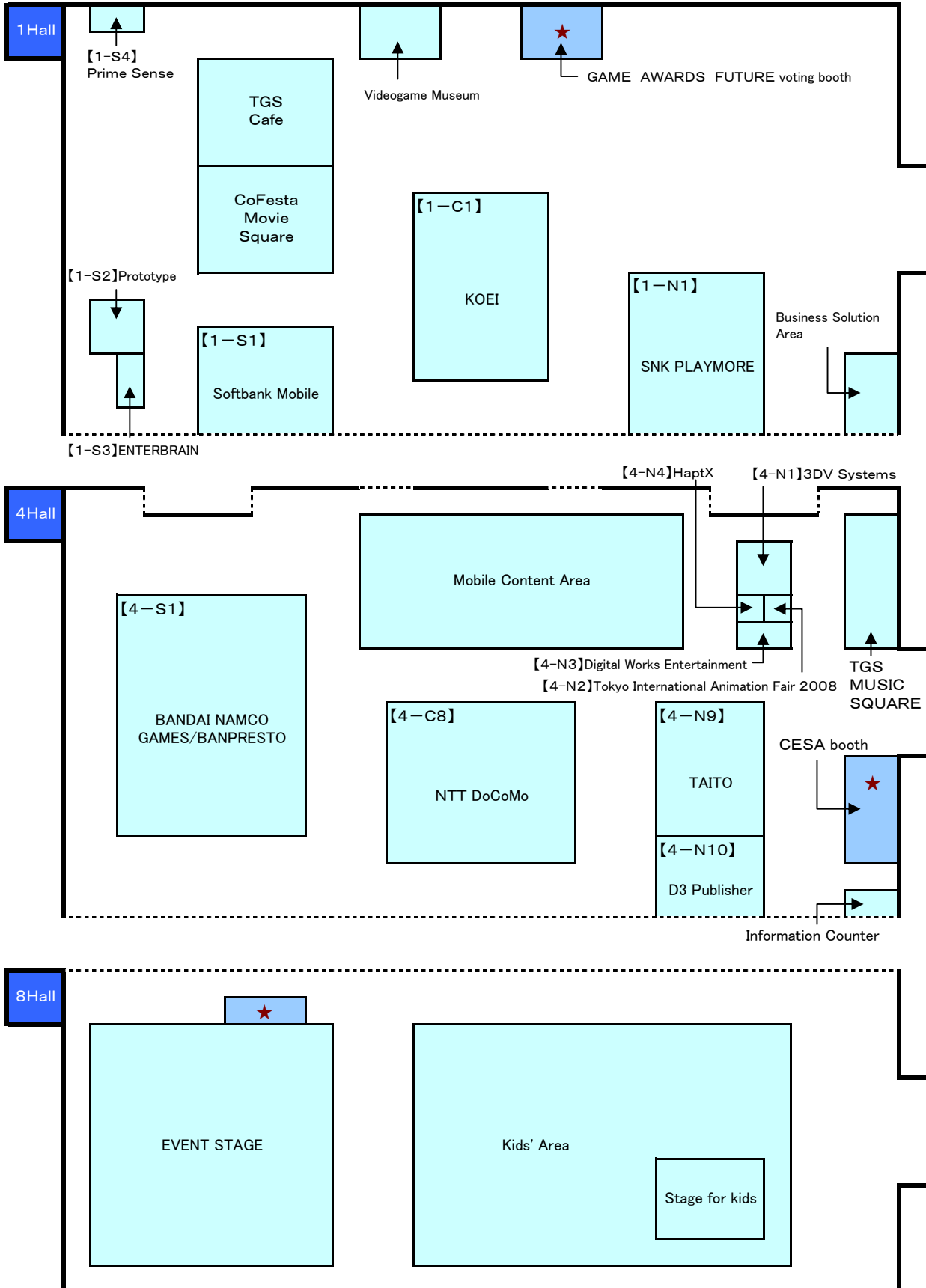
【If you choose 1】

2) How did you know of CoFesta? <Choose any number of answers>

1. Newspapers 3. Website 5. Posters/Leaflets at a store 7. Business acquaintances 9. Others
2. Magazines 4. TV 6. Posters at a railroad station 8. Acquaintances/Friends [Specifically]

Appendix 2) Location of Questionnaire Booths

★ : Location of questionnaire booths



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TOKYO GAME SHOW 2007 Visitors Survey Report

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