

TOKYO GAME SHOW 2012

Visitors Survey Report

November 2012

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 2012 (hereafter, TGS 2012) 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 2012
- 3 Method : Questionnaire survey at booths in TGS 2012 venue
* Refer to P 72 for the locations of the booths.
- 4 Period : September 23 (Sun.), 2012 [10:00 – 17:00]

5 Visitor Turnout :

	Total number of visitors (persons)	No. of collected samples	No. of valid responses
Sept. 20 (Thur.)	27,391	—	—
Sept. 21 (Fri.)	24,504	—	—
Sept. 22 (Sat.)	94,989	—	—
Sept. 23 (Sun.)	76,869	1,282 S	1,161 S
Total	223,753	1,282 S	1,161 S

* Sept. 20 (Thur.) and 21 (Fri.) were arranged as “Business Days” solely for industry-related visitors.
(Extended to two days since TGS2007.)

■ Outline of the past 20 exhibitions

	Date	Site	No. of visitors (Total)
'96	Aug. 22 (Thur.)~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. 26 (Fri.)~28(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
2007	Sept. 20 (Thur.)~23 (Sun.) 2007	Makuhari Messe	193,040
2008	Oct. 9 (Thur.)~12 (Sun.) 2008	Makuhari Messe	194,288
2009	Sept. 24 (Thur.)~27 (Sun.) 2009	Makuhari Messe	185,030
2010	Sept. 16 (Thur.)~19 (Sun.) 2010	Makuhari Messe	207,647
2011	Sept. 15 (Thur.)~18 (Sun.) 2011	Makuhari Messe	222,668

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

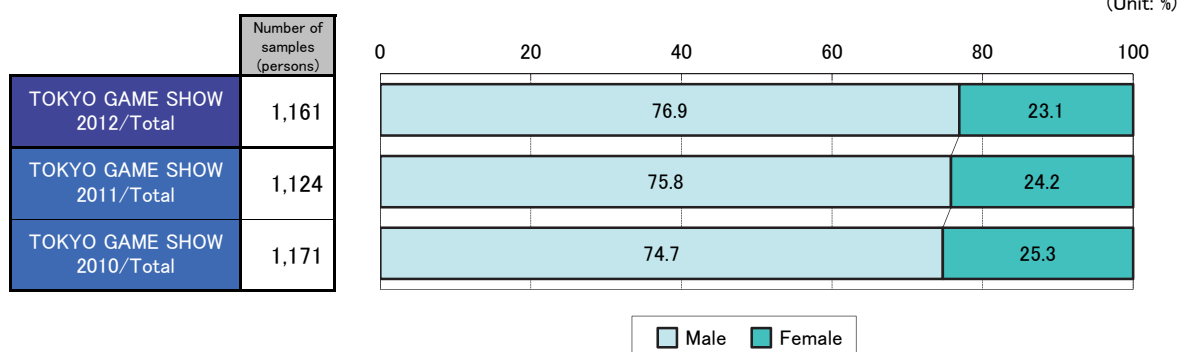
※ It needs to be reminded that each survey result does not necessarily represent the trends of the general public since these surveys target visitors to TGS, which is more likely to attract hard-core users. Regarding the regular survey items such as the visitors' basic characteristics, the results are compared with those of TGS 2010 and TGS 2011 (the two most recent preceding shows).

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

I. Visitors' Characteristics

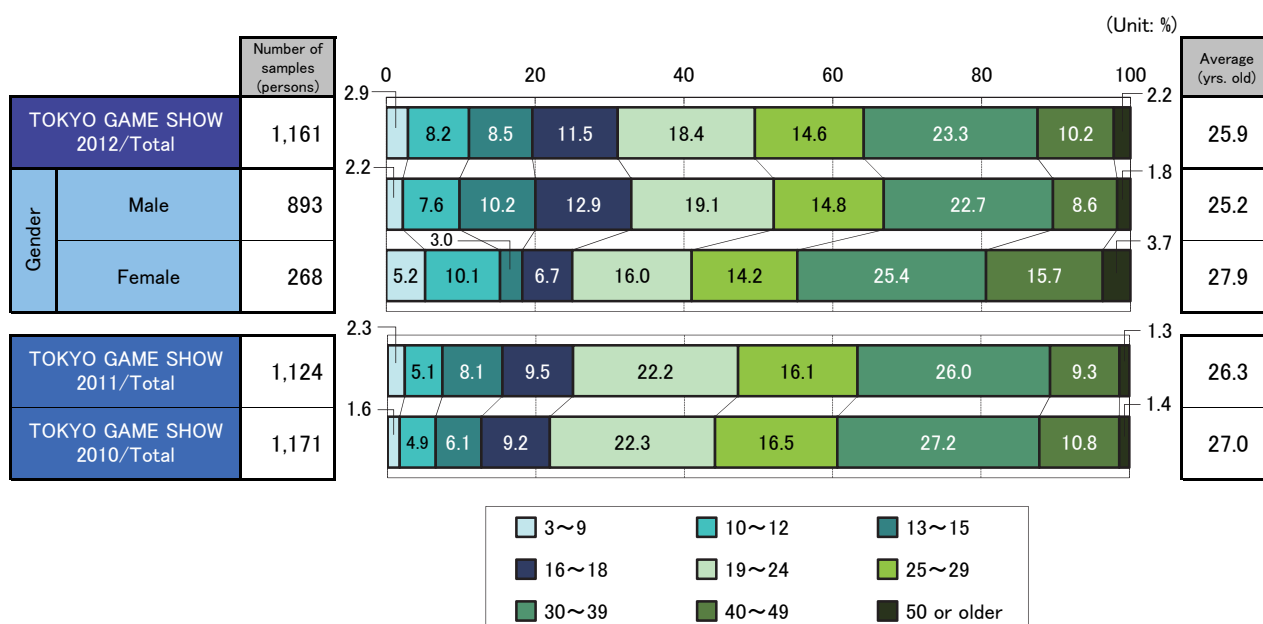
1. Gender

[Q] Your gender



2. Age

[Q] Your age

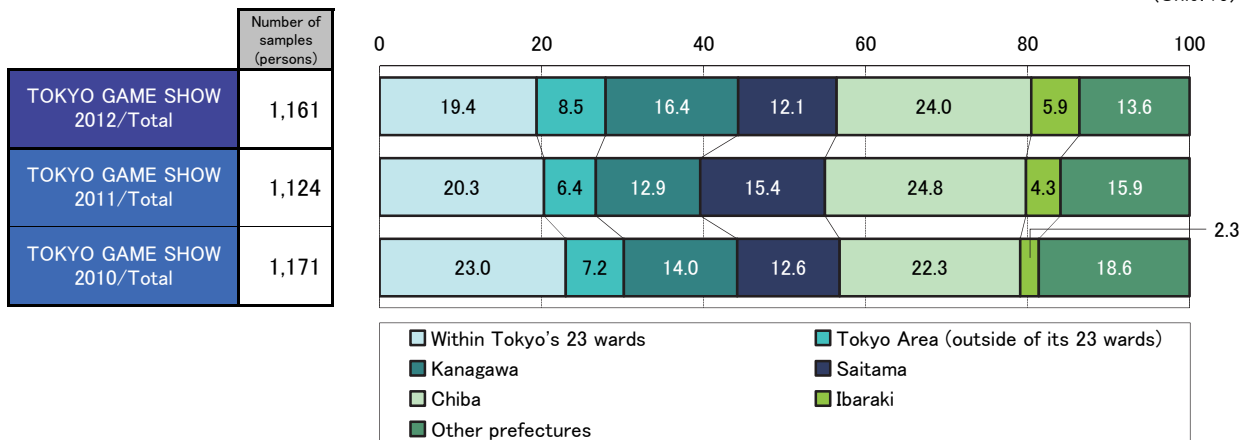


- The ratio of male visitors increased for three consecutive years, reaching 76.9%.
- The age category with the highest number of visitors was still the "30~39" category (23.3%). The ratios of young people in the "3~9" (2.9%), "10~12" (8.2%), "13~15" (8.5%) and "16~18" (11.5%) categories increased compared to the previous year. The average age of visitors decreased from the previous year (26.3) to 25.9 years old.

3. Residential area

[Q] Your area of residence

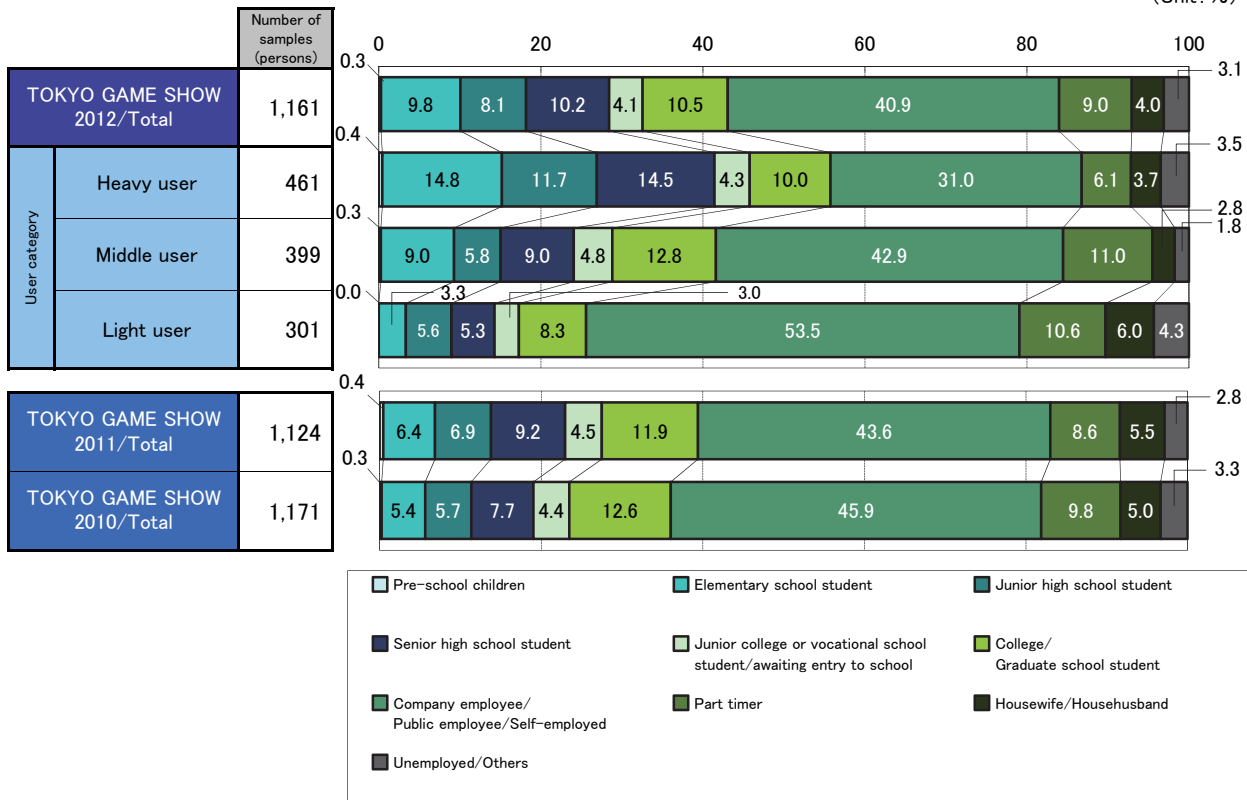
(Unit: %)



4. Occupation

[Q] Your occupation

(Unit: %)



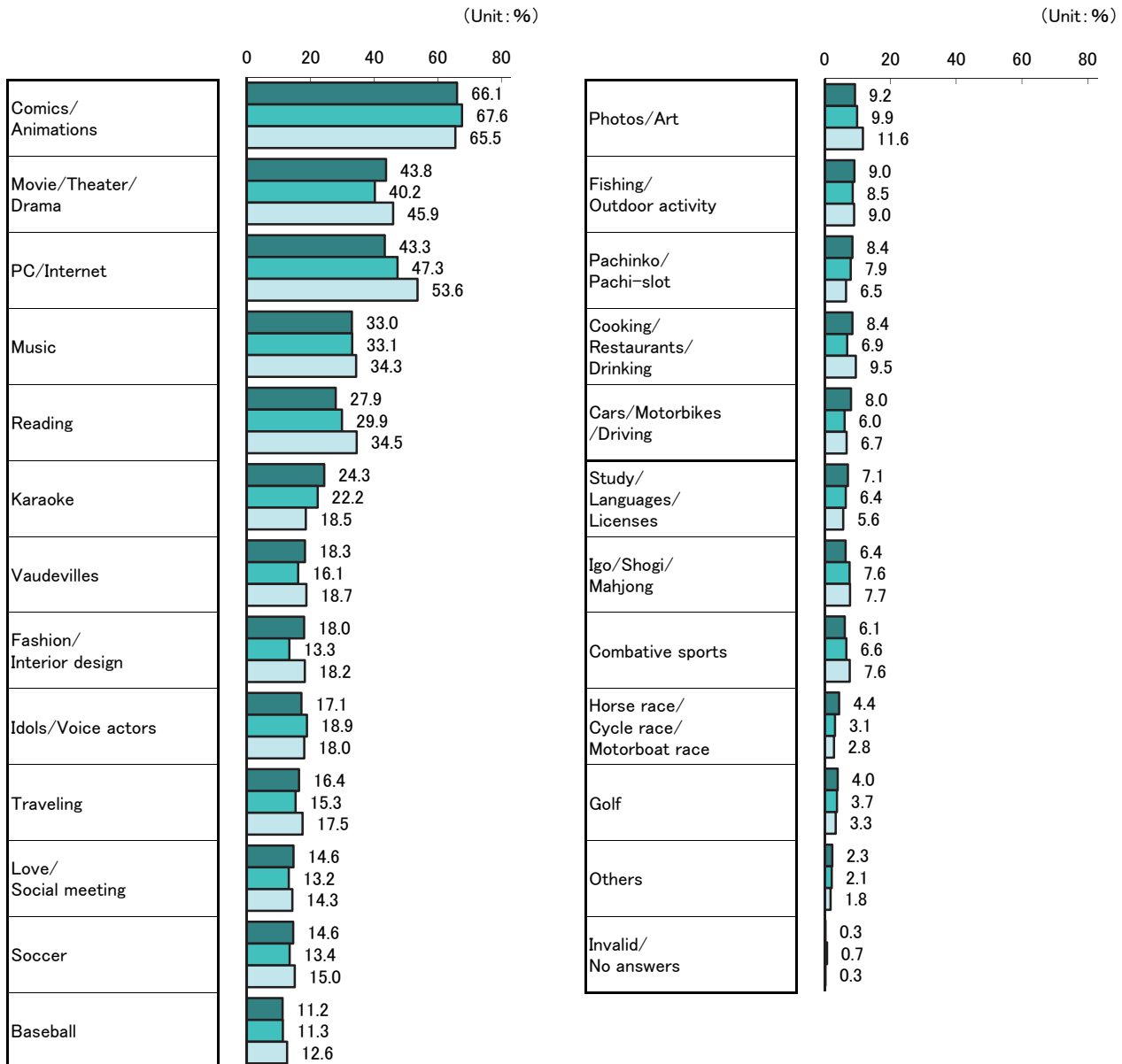
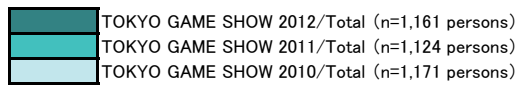
Note) CESA regards visitors to Tokyo Game Show as "game users", who are classified into three groups depending on how often they play videogames and are defined as follows. The same definition has been applied to the past visitors surveys.

[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 "Chiba" (24.8%), as in the previous year.
- The most common occupation among visitors was "Company employee / Public employee / Self-employed" (40.9%), accounting for 53.5% of "light users".

5. Hobbies and interests 《Multiple answers》

[Q] Do you have any hobbies or interests other than games? <Choose any number of answers>



- Respondents were most interested in “Comics/Animation” (66.1%); a continuing trend from the 2010 and 2011 surveys. “PC/Internet” (43.3%), which was in second place in the previous survey, decreased, and “Movie/Theater/Drama” (43.8%) took over second place.
- The ratios for “Comics/Animation”, “PC/Internet”, “Karaoke”, “Fishing / Outdoor activity”, “Pachinko/Pachi-slot” and “Igo/Shogi/Mahjong” were higher the greater the frequency of playing household videogames.
- The ratios for “Movie/Theater/Drama”, “Vaudeville”, “Fashion / Interior design”, “Traveling”, “Love/Encounters”, “Photos/Art”, and “Cooking/Restaurants/Drinking” increased as the frequency of playing household videogames decreased.

(Gender and Age)

(Unit: %)

	TOKYO GAME SHOW 2012/Total	Gender and Age																			
		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
Number of samples (persons)	1,161	893	20	68	91	115	171	132	203	77	16	268	14	27	8	18	43	38	68	42	10
Comics/ Animations	66.1	67.0	55.0	67.6	67.0	79.1	78.9	69.7	62.6	39.0	31.3	63.1	92.9	74.1	75.0	83.3	76.7	68.4	54.4	38.1	30.0
Movie/Theater/ Drama	43.8	42.6	15.0	26.5	34.1	39.1	48.0	49.2	46.8	45.5	37.5	47.8	7.1	22.2	50.0	44.4	76.7	50.0	52.9	45.2	20.0
PC/Internet	43.3	45.5	15.0	22.1	47.3	55.7	52.0	52.3	37.4	55.8	25.0	36.2	14.3	25.9	37.5	55.6	58.1	39.5	29.4	28.6	30.0
Music	33.0	31.9	10.0	7.4	33.0	42.6	41.5	42.4	24.6	23.4	25.0	36.6	7.1	14.8	37.5	55.6	62.8	42.1	33.8	28.6	20.0
Reading	27.9	26.5	15.0	14.7	35.2	34.8	33.3	27.3	19.2	23.4	12.5	32.5	14.3	40.7	62.5	55.6	46.5	31.6	27.9	16.7	10.0
Karaoke	24.3	21.6	5.0	4.4	14.3	42.6	25.1	29.5	16.3	11.7	18.8	33.2	35.7	22.2	50.0	44.4	62.8	36.8	19.1	23.8	20.0
Vaudevilles	18.3	17.4	0.0	17.6	22.0	18.3	18.7	14.4	17.2	16.9	18.8	21.3	14.3	11.1	25.0	11.1	20.9	26.3	26.5	19.0	30.0
Fashion/ Interior design	18.0	15.9	15.0	4.4	2.2	11.3	17.5	16.7	21.7	26.0	31.3	25.0	0.0	3.7	0.0	22.2	32.6	34.2	25.0	28.6	60.0
Idols/Voice actors	17.1	15.7	0.0	0.0	16.5	23.5	23.4	15.9	13.8	11.7	0.0	22.0	28.6	25.9	25.0	27.8	32.6	28.9	19.1	7.1	0.0
Traveling	16.4	19.4	10.0	1.5	4.4	13.9	14.6	16.7	29.6	42.9	62.5	6.3	0.0	3.7	0.0	0.0	9.3	7.9	7.4	7.1	10.0
Love/ Social meeting	14.6	12.5	0.0	1.5	3.3	7.8	14.0	14.4	20.2	18.2	6.3	21.6	7.1	7.4	12.5	16.7	27.9	18.4	32.4	16.7	30.0
Soccer	14.6	16.0	45.0	16.2	7.7	14.8	14.0	15.9	20.7	14.3	6.3	9.7	0.0	14.8	0.0	16.7	7.0	15.8	8.8	4.8	20.0
Baseball	11.2	13.5	15.0	17.6	6.6	12.2	12.9	15.2	15.3	11.7	25.0	3.4	0.0	7.4	0.0	0.0	2.3	10.5	1.5	2.4	0.0
Photos/Art	9.2	7.8	0.0	1.5	6.6	12.2	11.1	9.1	5.9	7.8	0.0	13.8	7.1	3.7	12.5	38.9	27.9	18.4	8.8	4.8	0.0
Fishing/ Outdoor activity	9.0	9.7	0.0	11.8	14.3	14.8	9.9	6.8	7.4	9.1	6.3	6.7	7.1	11.1	12.5	11.1	2.3	7.9	5.9	4.8	10.0
Pachinko/ Pachi-slot	8.4	10.5	0.0	0.0	1.1	7.8	17.5	8.3	16.3	11.7	6.3	1.5	0.0	0.0	0.0	0.0	0.0	0.0	2.9	4.8	0.0
Cooking/Restaurants/ Drinking	8.4	4.9	0.0	1.5	1.1	5.2	9.4	6.1	3.4	5.2	6.3	20.1	7.1	22.2	37.5	16.7	30.2	13.2	19.1	14.3	40.0
Cars/Motorbikes/ Driving	8.0	9.0	20.0	8.8	5.5	9.6	8.2	3.8	8.4	20.8	12.5	4.9	7.1	14.8	37.5	0.0	4.7	0.0	1.5	2.4	10.0
Study/Languages/ Licenses	7.1	6.9	0.0	0.0	2.2	7.8	13.5	9.8	4.9	5.2	6.3	7.5	7.1	0.0	0.0	27.8	16.3	5.3	2.9	7.1	0.0
Igo/Shogi/ Mahjong	6.4	7.6	0.0	5.9	5.5	10.4	8.8	10.6	5.9	7.8	0.0	2.2	0.0	3.7	0.0	5.6	4.7	5.3	0.0	0.0	0.0
Combative sports	6.1	7.6	5.0	0.0	7.7	7.8	7.6	6.8	10.8	9.1	0.0	1.1	0.0	0.0	0.0	5.6	0.0	2.6	1.5	0.0	0.0
Horse race/Cycle race/ Motorboat race	4.4	5.5	0.0	0.0	1.1	4.3	5.3	3.0	9.9	10.4	12.5	0.7	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	10.0
Golf	4.0	4.8	0.0	2.9	4.4	1.7	2.3	4.5	6.9	13.0	6.3	1.1	0.0	0.0	0.0	0.0	2.3	0.0	2.9	0.0	0.0
Others	2.3	2.2	5.0	1.5	4.4	2.6	1.8	3.8	1.0	0.0	6.3	2.6	0.0	7.4	0.0	0.0	0.0	5.3	0.0	7.1	0.0
Invalid/ No answers	0.3	0.2	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0

(Frequency of playing household videogames/Social game player category/Game player category)

(Unit: %)

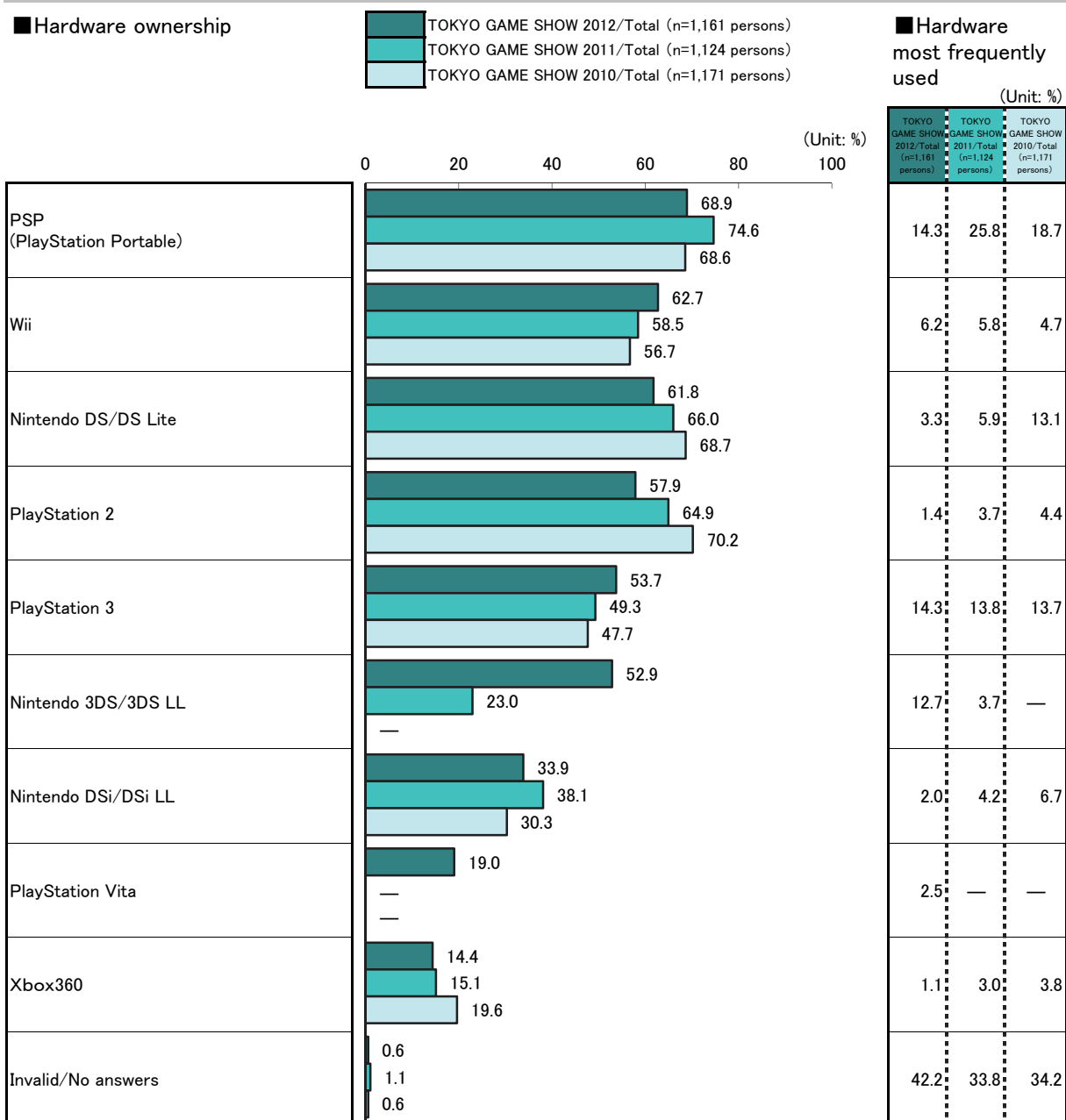
	TOKYO GAME SHOW 2012/Total	Frequency of playing household videogames			Social game player category					Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	Mixi game players	Facebook game players	Smartphones/tablet PCs game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,161	461	399	301	515	358	274	162	102	465	331	434	382
Comics/ Animations	66.1	73.1	66.9	54.2	70.1	73.7	69.0	69.1	62.7	62.8	65.9	70.3	73.0
Movie/Theater/ Drama	43.8	39.7	46.4	46.5	46.6	46.1	43.4	43.2	52.0	41.7	45.0	43.5	43.5
PC/Internet	43.3	49.9	41.1	36.2	47.2	49.7	44.5	53.1	51.0	44.7	42.0	53.2	53.4
Music	33.0	33.2	34.8	30.2	37.1	38.3	33.6	42.6	40.2	36.1	30.2	34.8	38.5
Reading	27.9	28.4	29.1	25.6	28.0	28.5	25.2	24.1	22.5	27.1	25.7	29.0	32.7
Karaoke	24.3	26.0	24.8	20.9	30.7	31.6	26.6	36.4	33.3	25.8	27.2	24.7	31.9
Vaudevilles	18.3	16.9	18.0	20.6	19.8	19.0	19.3	23.5	14.7	18.5	20.8	16.4	19.9
Fashion/ Interior design	18.0	16.3	17.0	21.9	17.9	15.4	18.6	17.9	20.6	17.0	19.0	15.7	17.0
Idols/Voice actors	17.1	16.1	18.8	16.6	18.6	19.6	15.7	25.3	18.6	16.3	16.6	17.5	22.5
Traveling	16.4	13.4	15.8	21.6	19.2	19.3	20.4	22.8	23.5	18.1	21.1	17.1	14.7
Love/ Social meeting	14.6	12.4	15.3	17.3	16.7	14.8	15.3	18.5	18.6	14.8	17.2	12.9	15.7
Soccer	14.6	13.4	16.8	13.3	16.5	16.5	17.9	23.5	24.5	16.6	16.6	15.4	15.7
Baseball	11.2	12.4	9.0	12.3	11.8	11.7	13.5	18.5	15.7	11.6	12.7	11.3	12.0
Photos/Art	9.2	9.1	9.3	9.3	9.7	7.8	6.6	9.3	18.6	10.3	7.3	10.1	12.8
Fishing/ Outdoor activity	9.0	10.0	8.5	8.3	9.1	9.8	9.5	8.6	7.8	10.3	8.5	8.1	9.4
Pachinko/ Pachi-slot	8.4	9.5	8.3	7.0	13.8	15.1	14.6	13.0	9.8	9.9	11.8	10.1	10.7
Cooking/Restaurants/ Drinking	8.4	6.3	8.0	12.3	7.8	6.4	7.3	8.6	13.7	8.0	6.6	7.6	8.9
Cars/Motorbikes/ Driving	8.0	7.8	6.8	10.0	9.3	8.7	10.2	7.4	8.8	8.6	8.8	7.4	8.6
Study/Languages/ Licenses	7.1	6.3	7.8	7.3	8.2	6.7	5.5	8.6	13.7	6.0	5.7	7.8	7.9
Igo/Shogi/ Mahjong	6.4	7.2	6.5	5.0	8.0	8.4	5.8	6.8	5.9	5.4	7.6	8.1	8.4
Combative sports	6.1	5.2	7.3	6.0	8.0	8.4	7.3	12.3	8.8	8.0	8.5	7.1	8.4
Horse race/Cycle race/ Motorboat race	4.4	3.5	5.5	4.3	5.8	6.1	5.5	4.3	6.9	5.8	4.2	5.3	3.9
Golf	4.0	3.3	2.0	7.6	3.9	3.1	3.3	5.6	7.8	3.4	3.6	4.1	3.4
Others	2.3	2.6	2.0	2.3	1.7	1.4	1.8	1.9	3.9	2.6	2.1	1.8	2.4
Invalid/ No answers	0.3	0.2	0.3	0.3	0.2	0.3	0.4	0.0	0.0	0.2	0.0	0.2	0.0

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 1) Nintendo 3DS was added in TGS survey 2011, and changed to Nintendo 3DS/3DS LL in the TGS survey 2012.

Note 2) PSP Vita was added in the TGS survey 2012.

•As for ownership ratios, "PSP (PlayStation Portable)" (68.9%) remained at the top, although it decreased compared to 2011 (74.6%). "Wii" (62.7%) increased for two consecutive years, ranking second instead of "Nintendo DS/DS Lite" (61.8%). "PlayStation 3" (53.7%) and "Nintendo DSi/DSi LL" (52.9%) increased to over 50%. Newly released "PlayStation Vita" gained 19.0%.

•Frequency of use for both "PSP (PlayStation Portable)" and "PlayStation 3" was 14.3%, the top ranking.

•Among heavy users, "PSP (PlayStation Portable)" ranked at the top both in ratio of ownership (74.4%) and in frequency of use (17.1%).

(Gender and Age)

■ Hardware ownership

(Unit: %)

	TOKYO GAME SHOW 2012/Total	Gender and Age																			
		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
Number of samples (persons)	1,161	893	20	68	91	115	171	132	203	77	16	268	14	27	8	18	43	38	68	42	10
PSP (PlayStation Portable)	68.9	72.6	35.0	58.8	76.9	84.3	81.9	79.5	68.0	55.8	50.0	56.7	28.6	33.3	50.0	72.2	79.1	57.9	61.8	50.0	30.0
Wii	62.7	60.4	85.0	85.3	82.4	66.1	53.8	43.9	54.7	53.2	68.8	70.5	78.6	85.2	75.0	72.2	65.1	60.5	72.1	78.6	30.0
Nintendo DS/ DS Lite	61.8	60.7	70.0	69.1	75.8	77.4	62.0	52.3	51.2	48.1	43.8	65.3	57.1	77.8	75.0	66.7	76.7	60.5	67.6	54.8	30.0
PlayStation 2	57.9	60.1	25.0	50.0	53.8	71.3	62.0	68.2	63.5	46.8	37.5	50.4	35.7	29.6	37.5	61.1	69.8	50.0	55.9	45.2	20.0
PlayStation 3	53.7	56.7	20.0	35.3	40.7	55.7	70.2	67.4	62.1	46.8	37.5	44.0	21.4	33.3	25.0	33.3	62.8	50.0	51.5	33.3	30.0
Nintendo 3DS/ 3DS LL	52.9	52.4	80.0	77.9	59.3	47.8	45.0	48.5	52.2	48.1	37.5	54.5	50.0	74.1	37.5	44.4	53.5	36.8	58.8	61.9	50.0
Nintendo DSi/ DSi LL	33.9	33.6	55.0	55.9	58.2	26.1	22.8	22.7	33.0	33.8	37.5	34.7	42.9	59.3	62.5	16.7	25.6	18.4	33.8	45.2	30.0
PlayStation Vita	19.0	20.7	10.0	7.4	17.6	23.5	22.8	25.0	22.7	20.8	6.3	13.4	7.1	11.1	12.5	16.7	11.6	13.2	20.6	7.1	10.0
Xbox360	14.4	15.8	0.0	4.4	6.6	11.3	23.4	21.2	19.7	13.0	6.3	9.7	0.0	7.4	12.5	0.0	23.3	7.9	10.3	4.8	10.0
Invalid/ No answers	0.6	0.6	0.0	1.5	0.0	0.0	0.6	0.0	0.5	2.6	0.0	0.7	0.0	0.0	0.0	0.0	0.0	2.6	1.5	0.0	0.0

■ Hardware most frequently used

Number of samples (persons)	1,161	893	20	68	91	115	171	132	203	77	16	268	14	27	8	18	43	38	68	42	10
PSP (PlayStation Portable)	14.3	14.7	5.0	17.6	23.1	22.6	12.3	15.9	10.3	9.1	6.3	13.1	0.0	0.0	37.5	44.4	9.3	23.7	10.3	7.1	10.0
PlayStation 3	14.3	16.5	0.0	7.4	12.1	19.1	22.2	19.7	15.8	14.3	12.5	7.1	0.0	11.1	0.0	5.6	11.6	13.2	4.4	4.8	0.0
Nintendo 3DS/ 3DS LL	12.7	11.8	15.0	26.5	9.9	7.8	8.2	8.3	15.3	10.4	12.5	16.0	21.4	29.6	25.0	5.6	20.9	10.5	16.2	7.1	20.0
Wii	6.2	5.9	5.0	4.4	7.7	3.5	4.7	7.6	7.4	6.5	0.0	7.1	14.3	3.7	12.5	16.7	2.3	0.0	7.4	14.3	0.0
Nintendo DS/ DS Lite	3.3	2.4	0.0	0.0	0.0	1.7	3.5	2.3	3.4	3.9	0.0	6.3	0.0	7.4	0.0	11.1	9.3	7.9	7.4	2.4	0.0
PlayStation Vita	2.5	2.6	0.0	1.5	1.1	6.1	1.8	3.8	3.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	9.3	2.6	1.5	0.0	0.0
Nintendo DSi/ DSi LL	2.0	2.2	15.0	2.9	4.4	1.7	0.6	0.0	2.0	3.9	6.3	1.1	0.0	3.7	0.0	0.0	0.0	0.0	0.0	4.8	0.0
PlayStation 2	1.4	1.8	0.0	0.0	1.1	1.7	1.2	4.5	1.5	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Xbox360	1.1	1.3	0.0	0.0	0.0	1.7	2.3	1.5	1.5	1.3	0.0	0.4	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0
Invalid/ No answers	42.2	40.9	60.0	39.7	40.7	33.9	43.3	36.4	39.9	48.1	62.5	46.6	64.3	44.4	25.0	16.7	34.9	42.1	52.9	59.5	70.0

(Frequency of playing household videogames/Social game player category/Game player category)

■ Hardware ownership

(Unit: %)

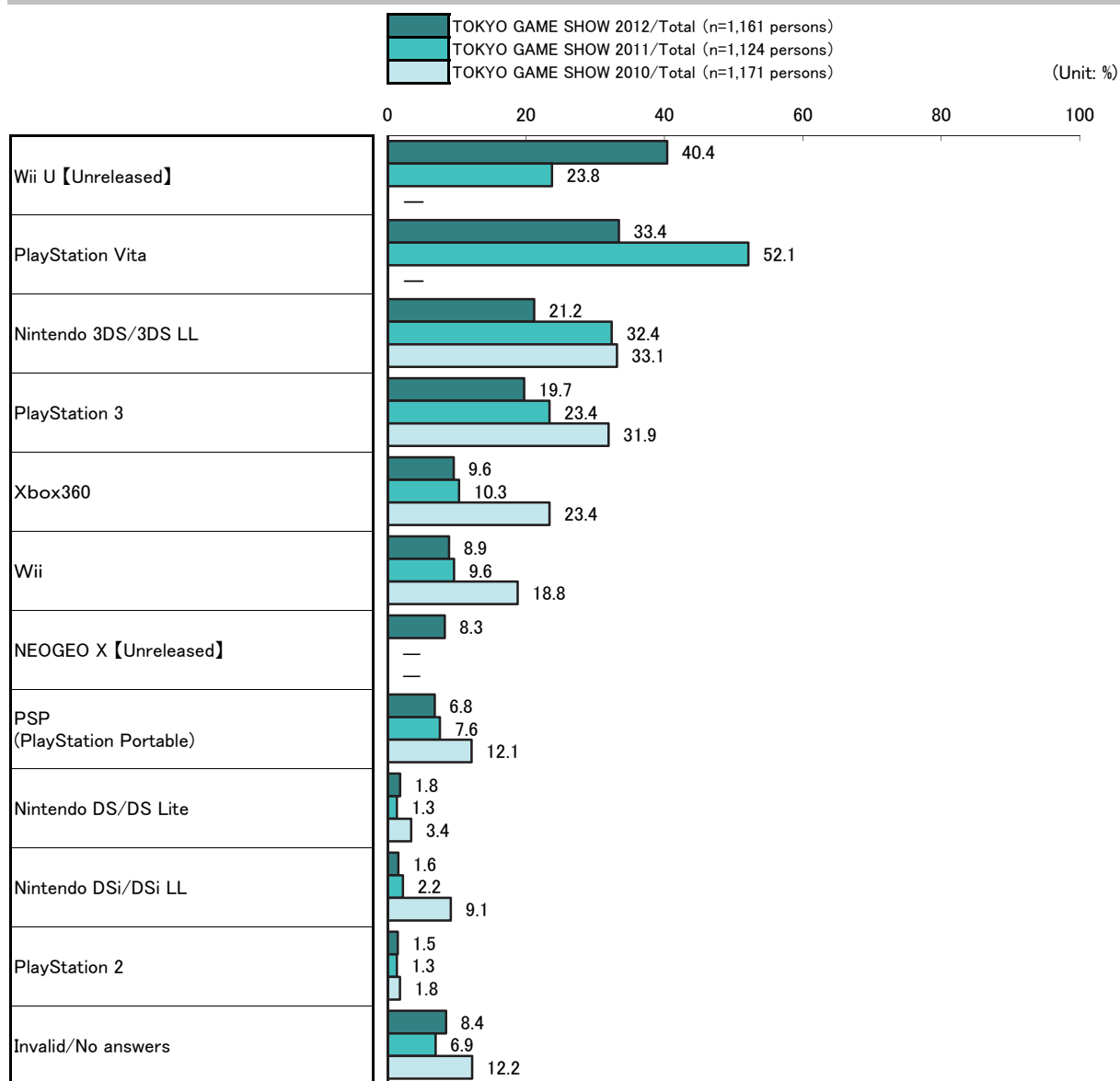
	TOKYO GAME SHOW 2012/Total	Frequency of playing household videogames			Social game player category					Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	Mixi game players	Facebook game players	Smartphones/tablet PCs game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,161	461	399	301	515	358	274	162	102	465	331	434	382
PSP (PlayStation Portable)	68.9	74.4	72.9	55.1	76.5	80.7	75.9	78.4	70.6	71.2	70.7	75.8	73.8
Wii	62.7	71.1	59.6	53.8	62.9	64.2	64.2	63.0	61.8	63.9	60.7	68.9	66.5
Nintendo DS/ DS Lite	61.8	68.8	58.1	55.8	64.7	66.2	66.8	69.8	65.7	64.5	63.1	62.7	66.2
PlayStation 2	57.9	64.2	55.9	50.8	64.9	68.7	67.5	72.2	56.9	58.3	61.9	60.6	59.2
PlayStation 3	53.7	55.7	57.9	45.2	60.4	64.8	61.7	64.2	58.8	57.4	55.3	64.7	55.5
Nintendo 3DS/ 3DS LL	52.9	66.4	51.6	33.9	48.2	47.5	47.8	51.9	50.0	52.9	50.2	54.1	55.2
Nintendo DSi/ DSi LL	33.9	39.9	32.6	26.2	30.1	31.3	29.6	32.1	39.2	34.6	33.8	35.5	36.6
PlayStation Vita	19.0	23.0	19.8	12.0	20.6	22.1	17.5	22.8	26.5	19.1	16.9	23.5	18.6
Xbox360	14.4	14.8	15.3	12.6	15.3	15.9	12.0	17.3	19.6	17.2	12.4	19.4	13.9
Invalid/ No answers	0.6	0.4	0.0	1.7	0.2	0.3	0.0	0.0	0.0	0.4	0.6	0.2	0.0

■ Hardware most frequently used

Number of samples (persons)	1,161	461	399	301	515	358	274	162	102	465	331	434	382
PSP (PlayStation Portable)	14.3	17.1	13.5	11.0	16.9	16.8	17.2	16.0	8.8	12.5	13.0	12.4	15.2
PlayStation 3	14.3	15.8	14.8	11.3	15.7	17.0	18.2	17.9	11.8	15.1	14.5	18.9	18.1
Nintendo 3DS/ 3DS LL	12.7	15.4	12.3	9.3	9.7	9.2	9.5	4.9	9.8	11.8	10.6	9.4	12.3
Wii	6.2	7.8	4.3	6.3	5.0	3.9	6.2	3.1	4.9	5.2	5.1	8.8	4.2
Nintendo DS/ DS Lite	3.3	1.7	3.0	6.0	3.7	2.8	4.4	4.3	2.0	3.2	3.3	1.6	2.9
PlayStation Vita	2.5	2.6	3.8	0.7	3.3	3.9	2.6	2.5	2.0	2.4	2.7	3.2	2.4
Nintendo DSi/ DSi LL	2.0	2.2	1.5	2.3	1.0	0.8	1.8	1.2	0.0	1.5	2.1	1.4	2.6
PlayStation 2	1.4	0.4	1.3	3.0	1.2	1.4	1.5	2.5	2.0	0.6	1.2	0.5	1.0
Xbox360	1.1	0.7	1.0	2.0	0.8	0.3	1.1	0.6	0.0	0.6	0.6	1.2	1.0
Invalid/ No answers	42.2	36.2	44.6	48.2	42.7	43.9	37.6	46.9	58.8	47.1	46.8	42.6	40.3

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

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



Note 1) Nintendo 3DS was changed to Nintendo 3DS/3DS LL in the TGS survey 2012.

Note 2) PlayStation Vita and Wii U (Unreleased) were added in the 2011 TGS survey.

Note 3) NEOGEO X (Unreleased) was added in the 2012 TGS survey.

• “Wii U” (40.4%), which had not yet been released as of the date of the questionnaire, ranked first. “PlayStation Vita” (33.4%), which had not yet been released as of the date of the questionnaire, and ranked at the top in the previous survey, dropped to second.

• The percentage of respondents wishing to purchase “Wii U” was more than half in the “10–12” (54.4%) and “13–15” (51.6%) categories. The ratios were higher the greater the frequency of playing household videogames.

(Gender and Age)

(Unit: %)

	TOKYO GAME SHOW 2012/Total	Gender and Age																			
		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
Number of samples (persons)	1,161	893	20	68	91	115	171	132	203	77	16	268	14	27	8	18	43	38	68	42	10
Wii U 【Unreleased】	40.4	42.9	40.0	54.4	51.6	43.5	43.3	38.6	37.9	44.2	31.3	32.1	21.4	44.4	25.0	33.3	32.6	21.1	41.2	31.0	0.0
PlayStation Vita	33.4	34.6	20.0	30.9	40.7	49.6	38.0	29.5	30.0	27.3	25.0	29.5	21.4	14.8	50.0	22.2	46.5	31.6	35.3	14.3	20.0
Nintendo 3DS/ 3DS LL	21.2	19.6	30.0	19.1	20.9	15.7	21.6	22.7	18.7	14.3	18.8	26.5	50.0	33.3	12.5	33.3	32.6	23.7	16.2	23.8	40.0
PlayStation 3	19.7	21.4	10.0	13.2	27.5	33.9	18.1	21.2	18.7	22.1	12.5	14.2	21.4	7.4	25.0	11.1	16.3	15.8	11.8	16.7	10.0
Xbox360	9.6	11.1	0.0	8.8	12.1	19.1	7.6	13.6	9.9	9.1	12.5	4.5	7.1	3.7	12.5	11.1	2.3	5.3	2.9	4.8	0.0
Wii	8.9	8.1	5.0	7.4	7.7	8.7	6.4	10.6	5.9	10.4	25.0	11.6	21.4	3.7	0.0	5.6	9.3	21.1	7.4	14.3	30.0
NEOGEO X 【Unreleased】	8.3	9.7	0.0	7.4	12.1	15.7	12.3	5.3	9.4	6.5	6.3	3.4	7.1	3.7	12.5	11.1	2.3	0.0	2.9	2.4	0.0
PSP (PlayStation Portable)	6.8	6.2	10.0	10.3	12.1	4.3	4.7	3.8	5.4	6.5	6.3	9.0	21.4	11.1	12.5	11.1	9.3	7.9	5.9	7.1	10.0
Nintendo DS/ DS Lite	1.8	1.9	5.0	1.5	4.4	1.7	1.2	3.0	1.0	1.3	0.0	1.5	7.1	3.7	12.5	0.0	0.0	0.0	1.5	0.0	0.0
Nintendo DSi/ DSi LL	1.6	1.1	0.0	2.9	4.4	0.9	0.0	2.3	0.0	0.0	0.0	3.0	14.3	3.7	0.0	5.6	0.0	0.0	2.9	4.8	0.0
PlayStation 2	1.5	1.7	0.0	1.5	3.3	0.9	2.3	2.3	1.0	1.3	0.0	0.7	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Invalid/ No answers	8.4	7.7	15.0	7.4	7.7	5.2	8.8	6.1	7.9	10.4	6.3	10.8	7.1	3.7	0.0	16.7	9.3	13.2	11.8	14.3	10.0

(Frequency of playing household videogames/Social game player category/Game player category)

(Unit: %)

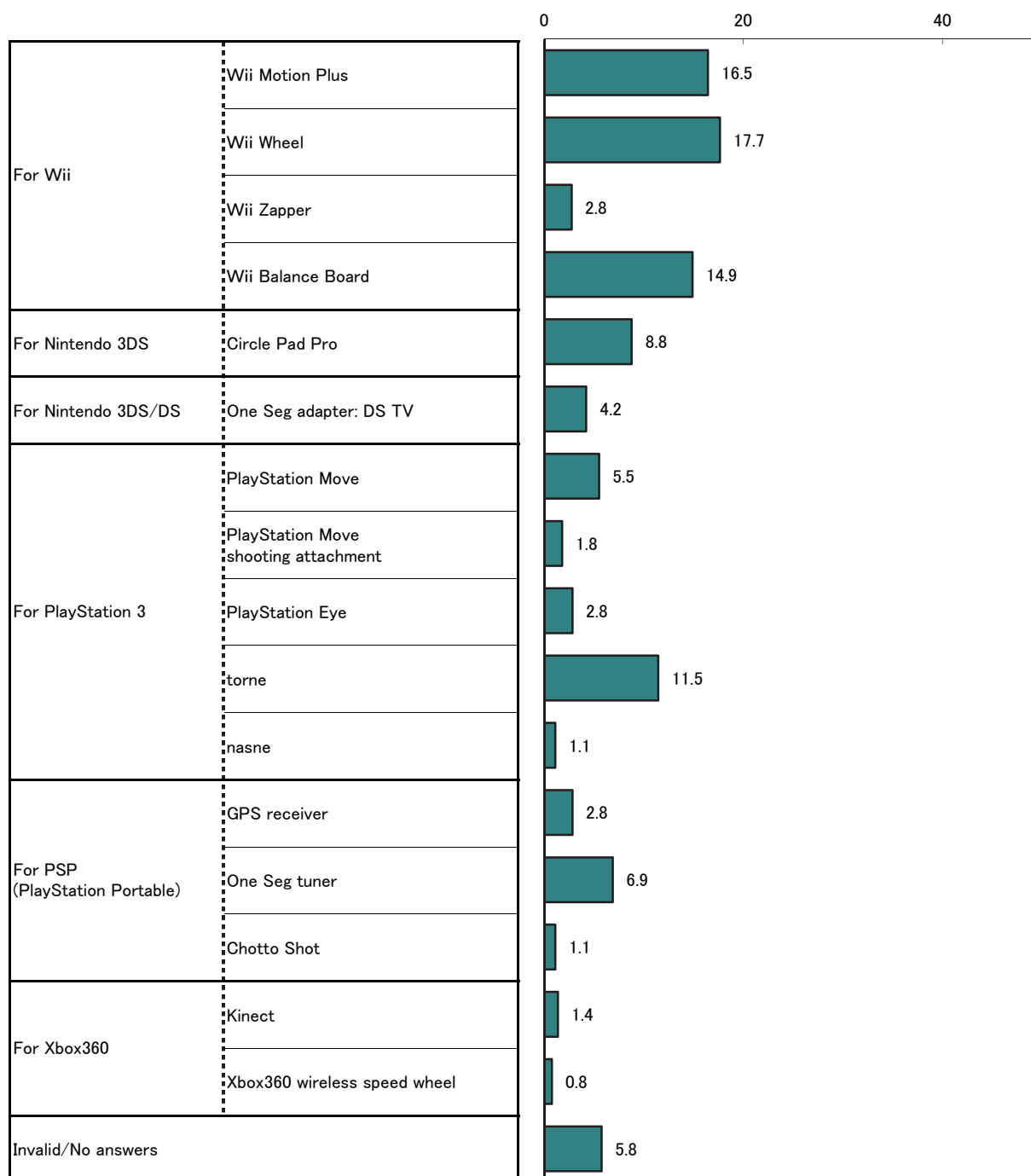
	TOKYO GAME SHOW 2012/Total	Frequency of playing household videogames			Social game player category					Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	Mixi game players	Facebook game players	Smartphones/tablet PCs game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,161	461	399	301	515	358	274	162	102	465	331	434	382
Wii U 【Unreleased】	40.4	49.0	39.3	28.6	37.7	37.4	34.7	42.0	39.2	40.4	35.3	43.5	45.3
PlayStation Vita	33.4	37.3	36.6	23.3	35.5	35.8	36.9	33.3	28.4	33.5	34.1	36.2	38.5
Nintendo 3DS/ 3DS LL	21.2	18.7	23.8	21.6	21.7	20.7	24.1	21.0	19.6	22.4	23.3	16.4	20.7
PlayStation 3	19.7	20.0	17.0	22.9	21.6	20.9	22.3	21.6	14.7	20.0	22.4	17.5	24.1
Xbox360	9.6	10.8	8.0	9.6	10.3	11.2	10.6	12.3	10.8	10.5	9.4	12.4	11.3
Wii	8.9	6.1	9.0	13.0	10.1	10.1	11.7	11.1	10.8	10.5	11.8	6.9	9.7
NEOGEO X 【Unreleased】	8.3	10.0	8.3	5.6	9.5	10.1	9.1	12.3	12.7	11.0	9.1	11.3	12.0
PSP (PlayStation Portable)	6.8	5.9	6.0	9.3	5.8	5.6	5.8	6.2	2.9	4.5	5.4	6.2	8.4
Nintendo DS/ DS Lite	1.8	1.5	1.3	3.0	1.0	0.8	0.7	0.0	1.0	1.3	1.8	0.7	1.6
Nintendo DSi/ DSi LL	1.6	1.5	1.3	2.0	1.4	0.8	1.5	3.1	1.0	1.5	2.7	1.2	2.4
PlayStation 2	1.5	1.5	1.0	2.0	1.7	2.0	1.5	0.6	1.0	1.7	2.4	1.8	1.8
Invalid/ No answers	8.4	6.9	7.8	11.6	8.2	8.4	9.1	7.4	11.8	8.0	6.0	7.8	6.0

3. Use of game machine accessories 《Multiple answers》

[Q] What game machine accessories are you using now? <Choose any number of answers>

■ Rate of use of game machine accessories
TOKYO GAME SHOW 2012/Total (n=1,161 persons)

(Unit: %)



- The accessories for Wii, “Wii Wheel” (17.7%), “Wii Motion Plus” (16.5%), and “Wii Balance Board” (14.9%) ranked first to third.
- “torne” (11.5%) ranked first among the accessories for PlayStation 3.

(Gender and Age)

(Unit: %)

		TOKYO GAME SHOW 2012/Total	Gender and Age																			
			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
Number of samples (persons)		1,161	893	20	68	91	115	171	132	203	77	16	268	14	27	8	18	43	38	68	42	10
For Wii	Wii Motion Plus	16.5	16.9	20.0	30.9	27.5	14.8	11.7	7.6	16.3	24.7	12.5	14.9	7.1	22.2	37.5	16.7	9.3	10.5	19.1	11.9	10.0
	Wii Wheel	17.7	18.1	45.0	38.2	31.9	22.6	8.2	10.6	13.8	15.6	25.0	16.0	14.3	25.9	50.0	22.2	9.3	2.6	16.2	23.8	0.0
	Wii Zapper	2.8	2.9	10.0	2.9	6.6	4.3	3.5	0.0	0.5	5.2	0.0	2.2	0.0	3.7	0.0	11.1	2.3	2.6	1.5	0.0	0.0
	Wii Balance Board	14.9	13.2	25.0	26.5	22.0	11.3	8.2	4.5	10.8	24.7	6.3	20.5	14.3	40.7	25.0	27.8	14.0	15.8	19.1	23.8	0.0
For Nintendo 3DS	Circle Pad Pro	8.8	10.5	10.0	17.6	13.2	11.3	5.8	8.3	12.8	9.1	6.3	3.0	0.0	0.0	0.0	5.6	4.7	0.0	4.4	4.8	0.0
For Nintendo 3DS/DS	One Seg adapter: DS TV	4.2	4.9	10.0	13.2	6.6	4.3	3.5	1.5	2.0	10.4	12.5	1.9	0.0	7.4	0.0	5.6	0.0	0.0	1.5	0.0	10.0
For PlayStation 3	PlayStation Move	5.5	6.4	5.0	4.4	6.6	6.1	5.3	3.0	8.4	13.0	0.0	2.6	0.0	3.7	12.5	0.0	2.3	0.0	5.9	0.0	0.0
	PlayStation Move shooting attachment	1.8	2.2	0.0	1.5	1.1	3.5	2.3	1.5	2.0	5.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
	PlayStation Eye	2.8	3.7	5.0	2.9	3.3	3.5	2.9	1.5	4.4	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	torne	11.5	12.5	0.0	7.4	4.4	11.3	15.2	18.2	15.3	11.7	0.0	7.8	0.0	7.4	12.5	0.0	9.3	10.5	8.8	9.5	0.0
	nasne	1.1	1.5	0.0	2.9	0.0	1.7	2.3	0.0	1.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
For PSP (PlayStation Portable)	GPS receiver	2.8	3.2	0.0	0.0	2.2	7.0	1.2	6.1	1.0	7.8	6.3	1.5	0.0	0.0	0.0	0.0	2.3	2.6	1.5	2.4	0.0
	One Seg tuner	6.9	8.3	0.0	7.4	7.7	14.8	7.6	9.1	4.9	9.1	18.8	2.2	0.0	0.0	0.0	0.0	0.0	5.3	2.9	4.8	0.0
	Chotto Shot	1.1	1.5	0.0	1.5	4.4	3.5	0.6	0.8	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
For Xbox360	Kinect	1.4	1.6	0.0	1.5	1.1	1.7	0.6	0.8	3.4	1.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0
	Xbox360 wireless speed wheel	0.8	0.9	0.0	1.5	2.2	0.9	0.6	1.5	0.5	0.0	0.0	0.4	0.0	0.0	12.5	0.0	0.0	0.0	0.0	0.0	0.0
Invalid/No answers		5.8	6.4	0.0	0.0	0.0	5.2	10.5	10.6	7.9	2.6	6.3	3.7	0.0	0.0	0.0	0.0	18.6	2.6	1.5	0.0	0.0

(Frequency of playing household videogames/Hardware)

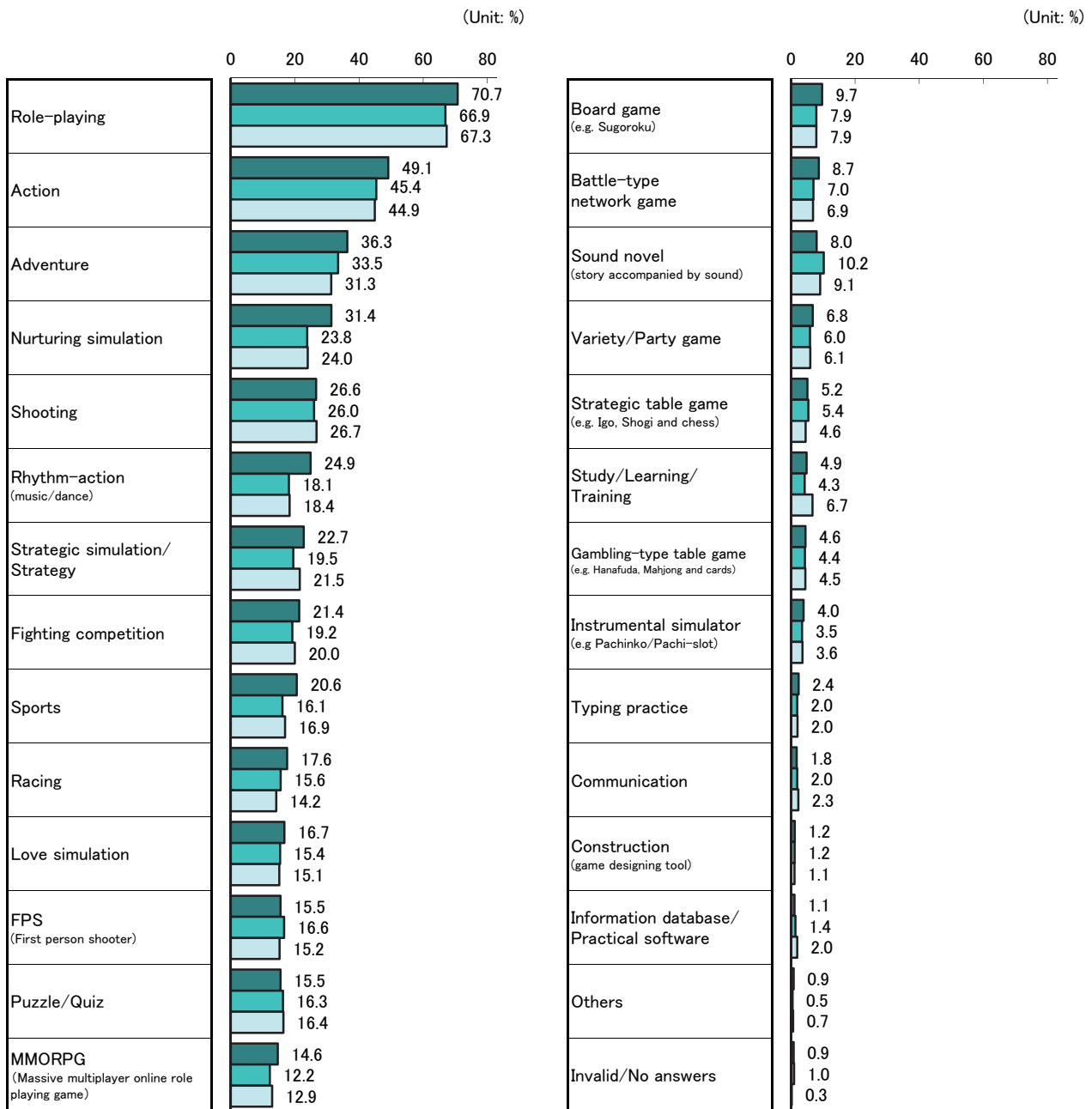
(Unit: %)

		TOKYO GAME SHOW 2012/Total	Frequency of playing household videogames			Hardware								
			Heavy user	Middle user	Light user	Wii	Nintendo 3DS/3DS LL	Nintendo DSi/DSi LL	Nintendo DS/DS Lite	PlayStation 3	PlayStation 2	PlayStation Vita	PSP (PlayStation Portable)	Xbox360
Number of samples (persons)		1,161	461	399	301	728	614	393	717	624	672	221	800	167
For Wii	Wii Motion Plus	16.5	18.2	12.8	18.6	26.2	22.0	22.1	20.1	17.8	17.3	18.1	16.5	21.0
	Wii Wheel	17.7	21.7	14.8	15.3	28.2	24.4	27.7	21.2	17.1	17.4	14.9	17.9	16.2
	Wii Zapper	2.8	3.3	2.5	2.3	4.4	3.7	5.6	3.9	3.8	3.6	4.1	3.0	6.0
	Wii Balance Board	14.9	16.5	12.0	16.3	23.8	20.2	21.6	18.0	15.5	14.7	15.8	15.8	17.4
For Nintendo 3DS	Circle Pad Pro	8.8	12.6	9.3	2.3	12.5	16.6	12.0	10.6	11.1	9.7	11.8	10.6	12.0
For Nintendo 3DS/DS	One Seg adapter: DS TV	4.2	5.4	4.3	2.3	5.1	5.7	7.4	5.2	4.5	3.9	5.4	3.6	5.4
For PlayStation 3	PlayStation Move	5.5	7.4	5.3	3.0	4.5	5.2	5.3	5.6	10.3	6.4	10.9	6.4	8.4
	PlayStation Move shooting attachment	1.8	2.8	1.8	0.3	1.8	1.8	2.8	2.1	3.4	2.4	5.0	2.5	4.2
	PlayStation Eye	2.8	3.9	2.5	1.7	3.2	2.9	3.6	3.5	5.3	3.7	6.8	3.6	6.6
	torne	11.5	10.8	12.3	11.3	12.4	12.9	11.2	12.4	21.3	14.7	24.0	14.8	16.8
	nasne	1.1	1.1	0.8	1.7	1.4	1.0	1.5	1.1	2.1	1.3	3.2	1.3	3.0
For PSP (PlayStation Portable)	GPS receiver	2.8	2.4	3.5	2.7	3.0	2.6	4.3	3.2	3.7	4.2	4.5	4.1	3.6
	One Seg tuner	6.9	7.4	8.3	4.3	7.6	7.5	9.4	8.5	9.1	8.8	14.5	10.0	6.6
	Chotto Shot	1.1	1.7	0.5	1.0	1.1	1.0	2.5	1.5	1.6	1.5	3.2	1.6	1.8
For Xbox360	Kinect	1.4	1.7	0.5	2.0	1.8	1.8	3.6	2.0	2.4	1.9	3.6	1.9	9.6
	Xbox360 wireless speed wheel	0.8	1.1	0.5	0.7	1.0	0.5	1.3	0.7	1.0	0.9	1.8	0.8	5.4
Invalid/No answers		5.8	5.0	6.8	5.6	4.9	4.4	4.8	5.9	8.8	7.3	8.1	7.6	40.1

4. Favorite game genres 《Multiple answers》

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

 TOKYO GAME SHOW 2012/Total (n=1,161 persons)
 TOKYO GAME SHOW 2011/Total (n=1,124 persons)
 TOKYO GAME SHOW 2010/Total (n=1,171 persons)



• “Role playing” (70.7%) increased and remained the most popular type of game. “Action” also increased, ranking second with 49.1% of respondents.

• Male users preferred “Role playing”, “Action”, “Adventure”, “Shooting”, “Strategic simulation / Strategy”, “Fighting competition”, “Sports”, “Racing” and “FPS (First person shooter)”, while female users preferred “Nurturing simulation”, “Rhythm-action (music/dance)”, “Love simulation” and “Puzzle/Quiz”.

(Gender and Age)

(Unit: %)

	TOKYO GAME SHOW 2012/Total	Gender and Age																			
		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
Number of samples (persons)	1,161	893	20	68	91	115	171	132	203	77	16	268	14	27	8	18	43	38	68	42	10
Role-playing	70.7	74.5	30.0	52.9	72.5	77.4	77.2	80.3	81.3	71.4	62.5	58.2	14.3	33.3	62.5	72.2	81.4	63.2	58.8	59.5	30.0
Action	49.1	55.1	70.0	58.8	70.3	70.4	60.8	54.5	43.3	33.8	18.8	29.1	14.3	22.2	37.5	61.1	37.2	28.9	26.5	23.8	10.0
Adventure	36.3	37.0	35.0	44.1	60.4	53.0	38.0	27.3	23.2	28.6	43.8	34.3	21.4	48.1	62.5	50.0	44.2	28.9	26.5	33.3	0.0
Nurturing simulation	31.4	30.8	10.0	19.1	45.1	43.5	36.8	25.8	27.6	19.5	6.3	33.2	35.7	29.6	50.0	22.2	41.9	36.8	32.4	28.6	20.0
Shooting	26.6	30.0	25.0	30.9	44.0	47.8	24.6	22.0	22.2	31.2	43.8	15.3	14.3	18.5	12.5	27.8	16.3	13.2	16.2	9.5	10.0
Rhythm-action (music/dance)	24.9	21.4	15.0	8.8	37.4	41.7	24.6	16.7	13.8	7.8	12.5	36.6	42.9	40.7	37.5	61.1	37.2	44.7	32.4	26.2	10.0
Strategic simulation/ Strategy	22.7	27.0	10.0	23.5	29.7	28.7	28.1	30.3	29.6	18.2	6.3	8.6	0.0	7.4	25.0	11.1	14.0	7.9	8.8	4.8	0.0
Fighting competition	21.4	24.7	20.0	30.9	31.9	39.1	25.1	20.5	19.7	15.6	0.0	10.1	14.3	14.8	12.5	22.2	7.0	7.9	14.7	0.0	0.0
Sports	20.6	23.2	20.0	22.1	23.1	24.3	22.2	21.2	24.1	27.3	18.8	11.9	14.3	33.3	25.0	11.1	2.3	2.6	10.3	14.3	20.0
Racing	17.6	20.4	25.0	22.1	27.5	29.6	15.2	18.9	12.8	26.0	37.5	8.2	14.3	18.5	25.0	16.7	9.3	2.6	4.4	4.8	0.0
Love simulation	16.7	15.1	0.0	1.5	13.2	27.0	18.7	14.4	12.8	16.9	6.3	22.0	14.3	11.1	25.0	33.3	34.9	36.8	17.6	11.9	0.0
FPS (First person shooter)	15.5	19.4	0.0	10.3	23.1	34.8	31.6	16.7	11.3	7.8	0.0	2.6	0.0	0.0	25.0	11.1	4.7	2.6	0.0	0.0	0.0
Puzzle/Quiz	15.5	12.7	0.0	10.3	11.0	12.2	14.0	11.4	13.3	19.5	6.3	25.0	14.3	11.1	12.5	27.8	20.9	26.3	33.8	31.0	10.0
MMORPG (Massive multiplayer online role playing game)	14.6	17.0	5.0	1.5	19.8	27.8	18.7	18.2	18.7	7.8	0.0	6.7	0.0	3.7	0.0	11.1	4.7	18.4	5.9	4.8	0.0
Board game (e.g. Sugoroku)	9.7	9.7	10.0	11.8	9.9	13.9	7.0	11.4	8.9	7.8	6.3	9.7	14.3	11.1	12.5	0.0	7.0	10.5	10.3	11.9	10.0
Battle-type network game	8.7	10.9	5.0	8.8	17.6	22.6	12.9	10.6	4.9	1.3	6.3	1.5	0.0	0.0	12.5	0.0	2.3	2.6	0.0	2.4	0.0
Sound novel (story accompanied by sound)	8.0	8.5	0.0	0.0	6.6	15.7	11.1	10.6	8.9	1.3	0.0	6.3	0.0	7.4	0.0	0.0	11.6	5.3	10.3	2.4	0.0
Variety/ Party game	6.8	6.2	10.0	11.8	13.2	10.4	3.5	0.8	4.4	6.5	0.0	9.0	21.4	22.2	25.0	0.0	7.0	5.3	7.4	7.1	0.0
Strategic table game (e.g. Igo, Shogi and chess)	5.2	6.5	0.0	2.9	16.5	8.7	2.9	6.1	6.9	3.9	6.3	0.7	7.1	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0
Study/Learning/ Training	4.9	3.2	5.0	1.5	4.4	3.5	2.3	1.5	3.0	9.1	0.0	10.4	0.0	0.0	12.5	0.0	9.3	15.8	11.8	19.0	10.0
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	4.6	5.6	0.0	1.5	9.9	10.4	2.9	4.5	6.4	2.6	12.5	1.1	0.0	0.0	0.0	5.6	0.0	0.0	1.5	2.4	0.0
Instrumental simulator (e.g. Pachinko/Pachi-slot)	4.0	4.7	0.0	1.5	6.6	9.6	3.5	3.8	3.9	5.2	6.3	1.5	0.0	0.0	12.5	0.0	0.0	5.3	1.5	0.0	0.0
Typing practice	2.4	2.4	10.0	1.5	6.6	4.3	2.9	0.8	0.5	0.0	0.0	2.6	0.0	0.0	0.0	0.0	4.7	2.6	2.9	4.8	0.0
Communication	1.8	1.8	0.0	0.0	2.2	7.0	1.2	0.0	1.5	1.3	0.0	1.9	0.0	0.0	12.5	0.0	2.3	2.6	1.5	2.4	0.0
Construction (game designing tool)	1.2	1.6	0.0	4.4	3.3	3.5	0.6	0.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Information database/ Practical software	1.1	1.5	0.0	0.0	1.1	2.6	1.8	0.0	2.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.9	0.8	5.0	0.0	2.2	1.7	0.6	0.0	0.0	0.0	6.3	1.1	0.0	0.0	0.0	0.0	2.3	2.6	0.0	0.0	10.0
Invalid/ No answers	0.9	0.3	0.0	1.5	0.0	0.0	0.6	0.0	0.0	0.0	6.3	2.6	7.1	0.0	0.0	0.0	0.0	0.0	1.5	2.4	40.0

(Frequency of playing household videogames/Social game player category/Game player category)

(Unit: %)

	TOKYO GAME SHOW 2012/Total	Frequency of playing household videogames			Social game player category					Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	Mixi game players	Facebook game players	Smartphones/tablet PCs game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,161	461	399	301	515	358	274	162	102	465	331	434	382
Role-playing	70.7	75.9	69.4	64.5	77.5	79.3	80.3	78.4	75.5	71.4	72.5	76.7	70.2
Action	49.1	60.3	44.4	38.2	50.3	52.2	51.1	56.2	47.1	49.0	48.6	56.7	58.6
Adventure	36.3	41.9	36.6	27.6	36.5	38.3	36.1	40.7	35.3	35.5	37.5	40.1	46.1
Nurturing simulation	31.4	36.0	28.3	28.2	37.5	37.2	35.0	41.4	31.4	30.1	32.6	34.6	35.6
Shooting	26.6	33.8	21.1	22.9	27.8	30.7	29.9	35.2	25.5	27.7	27.8	30.9	34.3
Rhythm-action (music/dance)	24.9	32.1	23.8	15.3	28.3	29.1	28.5	26.5	18.6	26.2	26.6	27.6	36.9
Strategic simulation/ Strategy	22.7	28.9	18.5	18.9	26.6	27.1	26.6	25.9	23.5	20.0	20.8	27.9	25.1
Fighting competition	21.4	27.5	19.5	14.3	23.7	26.3	25.9	21.0	16.7	22.2	23.9	25.8	30.4
Sports	20.6	20.6	19.3	22.3	22.9	20.9	25.9	25.9	29.4	22.2	22.7	21.0	22.5
Racing	17.6	20.4	16.5	14.6	18.3	17.3	19.3	22.2	16.7	19.8	16.3	19.4	22.0
Love simulation	16.7	20.2	15.0	13.6	21.9	22.3	21.2	22.8	19.6	17.4	15.7	18.2	22.8
FPS (First person shooter)	15.5	21.3	14.8	7.6	16.7	17.9	13.5	19.8	14.7	15.7	11.2	25.3	20.4
Puzzle/Quiz	15.5	16.7	14.0	15.6	18.6	19.8	20.8	21.6	16.7	17.0	16.9	13.6	21.5
MMORPG (Massive multiplayer online role playing game)	14.6	23.0	11.0	6.6	19.4	22.6	18.2	21.0	19.6	15.1	15.7	29.7	17.8
Board game (e.g. Sugoroku)	9.7	13.7	8.3	5.6	11.5	10.6	11.7	9.3	11.8	9.9	9.7	9.9	11.5
Battle-type network game	8.7	16.5	3.8	3.3	11.7	12.6	13.9	11.7	8.8	9.9	10.6	17.7	15.7
Sound novel (story accompanied by sound)	8.0	9.5	8.5	5.0	10.5	11.2	9.9	12.3	10.8	8.2	7.9	11.3	12.8
Variety/ Party game	6.8	10.0	3.8	6.0	5.4	5.6	6.2	4.9	3.9	6.7	6.9	6.0	9.4
Strategic table game (e.g. Igo, Shogi and chess)	5.2	8.7	3.3	2.3	6.6	7.3	7.3	5.6	5.9	6.2	5.7	7.4	8.9
Study/Learning/ Training	4.9	4.1	5.0	6.0	5.0	4.7	5.1	8.6	9.8	5.8	3.9	3.7	6.8
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	4.6	6.7	3.5	2.7	6.8	8.7	8.0	6.2	3.9	4.5	6.0	6.0	8.4
Instrumental simulator (e.g. Pachinko/Pachi-slot)	4.0	5.6	2.0	4.0	5.6	6.1	6.6	6.8	4.9	4.7	5.4	6.0	7.1
Typing practice	2.4	4.6	0.8	1.3	3.9	3.9	2.6	4.3	2.0	2.6	2.4	3.2	4.5
Communication	1.8	2.8	1.8	0.3	2.1	2.5	1.8	3.1	3.9	1.7	2.1	3.0	2.4
Construction (game designing tool)	1.2	2.4	0.3	0.7	1.2	1.4	0.4	1.9	0.0	1.1	0.6	2.1	1.8
Information database/ Practical software	1.1	1.7	0.8	0.7	1.2	1.4	1.1	1.2	2.0	1.3	1.5	2.1	1.8
Others	0.9	1.3	0.5	0.7	0.6	0.8	0.4	0.0	1.0	0.6	0.9	0.9	1.3
Invalid/ No answers	0.9	1.1	0.0	1.7	0.2	0.3	0.0	0.0	0.0	0.6	0.6	0.5	0.5

(Hobbies and Interests)

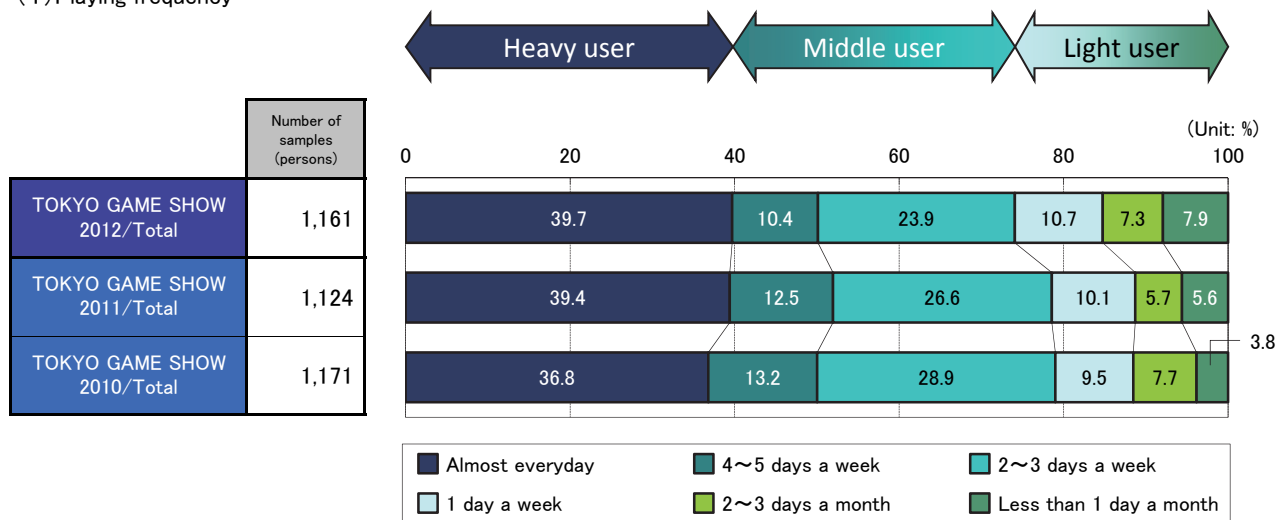
(Unit: %)

	TOKYO GAME SHOW 2012/Total	Hobbies and Interests																								
		Comics/Animations	Movie/Theater/Drama	PC/Internet	Music	Reading	Karaoke	Vaudevilles	Fashion/Interior design	TV idols/Voice actors	Traveling	Love/Social meeting	Soccer	Baseball	Photos/Arts	Fishing/Outdoor activity	Pachinko/Pachi-slot	Cooking/Restaurants/ Liquors	Cars/Motorbikes/Driving	Study/Languages/ Licenses	Igo/Shogi/Mahjong	Combative sports	Horse race/Cycle race/ Motorboat race	Golf	Others	Invalid/No answers
Number of samples (persons)	1,161	767	508	503	383	324	282	212	209	199	190	170	169	130	107	105	98	98	93	82	74	71	51	46	27	3
Role-playing	70.7	75.5	74.6	78.1	78.1	79.3	78.0	73.1	68.4	76.4	74.2	71.8	72.2	74.6	72.0	79.0	90.8	68.4	76.3	74.4	82.4	80.3	84.3	65.2	70.4	66.7
Action	49.1	54.8	52.0	59.8	59.5	55.9	54.6	56.1	49.8	54.3	54.7	52.9	53.3	50.8	63.6	65.7	50.0	50.0	55.9	63.4	45.9	64.8	31.4	41.3	51.9	33.3
Adventure	36.3	42.6	41.1	41.6	46.2	44.8	48.2	48.1	41.1	47.7	37.4	38.2	37.3	41.5	57.0	48.6	35.7	42.9	44.1	53.7	43.2	49.3	31.4	30.4	33.3	33.3
Nurturing simulation	31.4	36.5	31.5	37.8	35.5	44.4	42.9	38.2	34.0	45.2	31.1	47.6	33.1	38.5	41.1	41.9	41.8	49.0	31.2	45.1	41.9	39.4	54.9	19.6	37.0	66.7
Shooting	26.6	29.2	30.5	34.6	35.2	33.3	31.2	32.5	29.7	31.7	33.7	31.2	33.1	31.5	36.4	40.0	34.7	31.6	38.7	36.6	28.4	39.4	31.4	32.6	29.6	33.3
Rhythm-action (music/dance)	24.9	30.4	27.6	35.6	41.8	37.7	40.1	39.6	27.3	40.7	23.7	31.8	26.6	14.6	43.0	37.1	30.6	30.6	23.7	34.1	24.3	38.0	21.6	6.5	33.3	0.0
Strategic simulation/ Strategy	22.7	25.9	25.8	30.6	28.5	31.2	26.2	23.6	25.8	26.6	26.3	31.2	24.9	28.5	30.8	39.0	26.5	24.5	25.8	26.8	50.0	31.0	27.5	21.7	14.8	0.0
Fighting competition	21.4	25.6	25.6	28.8	30.0	29.0	27.7	32.1	21.1	30.2	26.8	23.5	26.6	27.7	29.9	35.2	31.6	26.5	20.4	29.3	37.8	43.7	31.4	19.6	14.8	0.0
Sports	20.6	18.9	21.7	19.9	20.6	17.6	21.3	26.9	23.4	18.6	30.5	22.4	50.3	53.1	15.9	34.3	29.6	18.4	33.3	31.7	24.3	33.8	39.2	37.0	18.5	33.3
Racing	17.6	16.8	16.3	21.1	21.9	16.7	17.0	20.3	21.1	18.1	35.8	16.5	20.7	28.5	18.7	19.0	15.3	20.4	22.6	22.0	10.8	23.9	21.6	19.6	11.1	33.3
Love simulation	16.7	22.0	18.7	25.8	27.2	27.2	31.6	18.9	18.2	39.7	18.9	21.8	17.2	16.2	38.3	23.8	23.5	25.5	18.3	32.9	21.6	23.9	31.4	6.5	14.8	0.0
FPS (First person shooter)	15.5	18.9	20.5	22.5	21.9	19.4	19.9	16.5	15.3	19.1	16.8	14.7	13.6	16.2	24.3	18.1	22.4	14.3	19.4	26.8	24.3	32.4	13.7	10.9	18.5	0.0
Puzzle/Quiz	15.5	18.0	16.7	18.9	19.3	21.3	20.6	25.5	22.0	23.6	21.6	31.2	15.4	14.6	22.4	19.0	24.5	22.4	15.1	18.3	27.0	18.3	17.6	10.9	14.8	0.0
MMORPG (Massive multiplayer online role playing game)	14.6	18.1	16.9	23.7	21.1	21.0	19.5	13.7	17.2	14.6	17.9	17.1	16.0	13.1	22.4	19.0	18.4	15.3	14.0	24.4	23.0	22.5	13.7	13.0	11.1	0.0
Board game (e.g. Sugoroku)	9.7	10.8	10.0	12.1	11.7	10.8	14.2	13.7	12.9	10.6	10.5	17.1	8.9	10.8	10.3	15.2	15.3	8.2	11.8	17.1	23.0	15.5	11.8	6.5	22.2	33.3
Battle-type network game	8.7	11.3	8.5	15.9	14.1	14.8	14.2	9.0	9.1	11.6	10.0	11.8	8.9	11.5	9.3	17.1	15.3	9.2	8.6	13.4	13.5	11.3	11.8	6.5	11.1	0.0
Sound novel (story accompanied by sound)	8.0	10.6	10.8	13.3	13.6	15.7	14.2	10.4	9.6	14.1	8.9	12.9	7.1	10.0	12.1	3.8	12.2	7.1	7.5	8.5	10.8	11.3	11.8	6.5	7.4	0.0
Variety/ Party game	6.8	7.7	5.1	7.0	6.5	8.3	9.9	12.3	9.1	8.5	8.9	10.6	6.5	6.9	10.3	11.4	9.2	10.2	9.7	9.8	8.1	5.6	3.9	13.0	14.8	0.0
Strategic table game (e.g. Igo, Shogi and chess)	5.2	5.6	4.9	7.6	6.0	7.4	7.1	4.2	2.4	5.5	5.3	7.6	4.7	7.7	2.8	8.6	8.2	4.1	4.3	11.0	23.0	14.1	13.7	6.5	14.8	0.0
Study/Learning/ Training	4.9	4.6	6.9	6.0	6.5	8.6	7.8	10.8	10.5	6.0	6.8	11.8	3.6	4.6	12.1	4.8	5.1	12.2	8.6	6.1	6.8	2.8	11.8	6.5	7.4	0.0
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	4.6	6.0	5.1	7.2	7.8	5.6	7.8	7.1	5.7	6.5	8.4	7.1	5.3	6.2	5.6	7.6	16.3	1.0	7.5	11.0	23.0	12.7	13.7	8.7	14.8	0.0
Instrumental simulator (e.g. Pachinko/Pachi-slot)	4.0	4.7	3.7	5.6	4.7	4.0	7.4	5.7	5.7	7.0	9.5	6.5	5.3	3.1	4.7	5.7	18.4	5.1	8.6	13.4	9.5	12.7	13.7	6.5	11.1	0.0
Typing practice	2.4	3.0	2.8	4.4	3.4	3.7	4.3	2.8	2.9	3.5	1.6	4.1	1.2	2.3	4.7	1.0	5.1	4.1	4.3	3.7	2.7	2.8	2.0	2.2	3.7	0.0
Communication	1.8	2.2	2.6	3.4	2.3	3.4	2.8	2.4	2.4	3.5	1.6	5.3	2.4	3.8	5.6	1.0	2.0	3.1	3.2	3.7	5.4	2.8	2.0	4.3	3.7	0.0
Construction (game designing tool)	1.2	1.6	1.6	1.6	2.1	1.5	1.1	1.4	0.5	2.5	1.6	1.2	1.2	2.3	1.9	1.0	1.0	2.0	3.2	1.2	0.0	2.8	2.0	2.2	0.0	0.0
Information database/ Practical software	1.1	1.6	1.6	1.8	1.3	1.2	1.1	0.9	1.4	2.0	1.6	2.4	0.6	1.5	0.9	2.9	4.1	1.0	1.1	0.0	4.1	1.4	5.9	0.0	3.7	0.0
Others	0.9	0.7	0.6	0.6	0.8	0.3	0.7	0.0	1.4	1.0	0.5	0.0	0.0	0.8	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	3.7	0.0
Invalid/ No answers	0.9	0.5	1.2	0.6	0.5	0.9	0.7	0.5	2.4	0.0	0.5	1.2	1.2	0.0	0.0	1.0	1.0	4.1	1.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0

5. Frequency of game playing

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

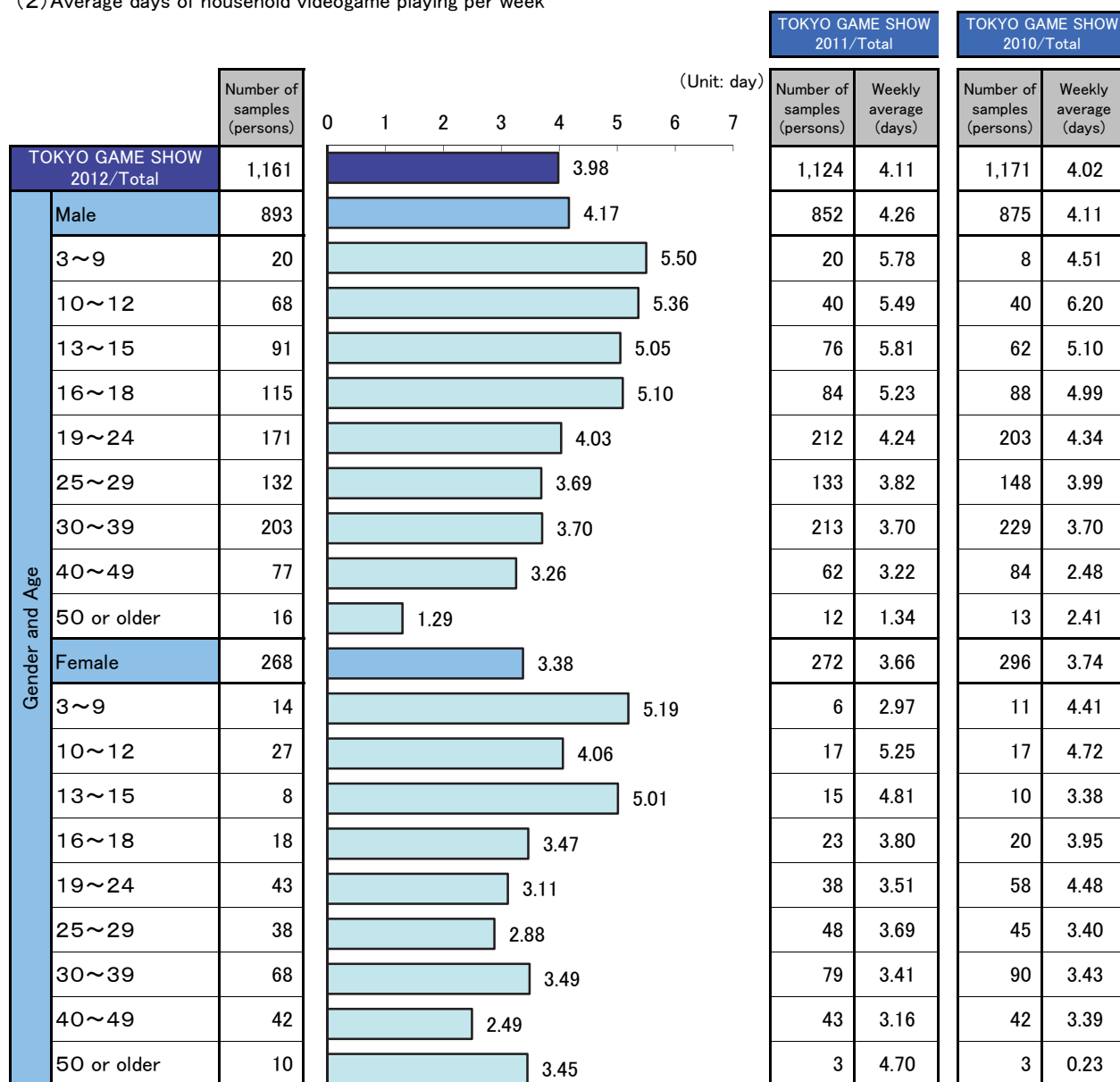
(1) Playing frequency



		Number of samples (persons)	(Unit: %)					
			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 2012/Total		1,161	39.7	10.4	23.9	10.7	7.3	7.9
Gender and Age	Male	893	42.6	10.8	23.0	10.4	6.3	7.1
	3~9	20	60.0	15.0	25.0	0.0	0.0	0.0
	10~12	68	63.2	8.8	20.6	1.5	2.9	2.9
	13~15	91	59.3	7.7	17.6	9.9	4.4	1.1
	16~18	115	60.0	7.8	18.3	7.8	1.7	4.3
	19~24	171	36.8	15.2	26.9	7.6	3.5	9.9
	25~29	132	34.1	11.4	25.0	13.6	7.6	8.3
	30~39	203	34.0	13.3	22.7	12.3	9.4	8.4
	40~49	77	31.2	3.9	27.3	18.2	7.8	11.7
	50 or older	16	6.3	0.0	18.8	25.0	43.8	6.3
	Female	268	30.2	9.3	27.2	11.6	10.8	10.8
	3~9	14	64.3	7.1	14.3	0.0	0.0	14.3
	10~12	27	40.7	11.1	22.2	11.1	14.8	0.0
	13~15	8	62.5	0.0	25.0	0.0	0.0	12.5
	16~18	18	22.2	16.7	44.4	0.0	16.7	0.0
	19~24	43	20.9	14.0	34.9	11.6	7.0	11.6
	25~29	38	28.9	0.0	23.7	21.1	13.2	13.2
	30~39	68	29.4	13.2	26.5	13.2	10.3	7.4
	40~49	42	19.0	7.1	26.2	11.9	14.3	21.4
	50 or older	10	40.0	0.0	20.0	10.0	10.0	20.0

- "Heavy users" who play "almost every day" increased to 39.7%.
- The percentage of "almost every day" exceeded 60% for males of the "3~9", "10~12" and "16~18" age groups, as well as females of the "13~15" age group.

(2) Average days of household videogame playing per week



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

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

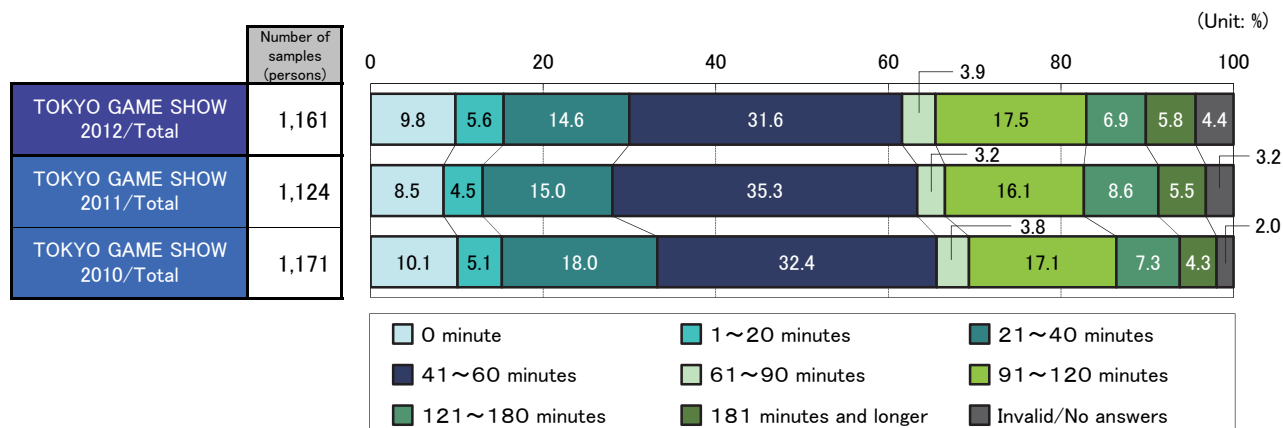
"1 day a week": 1 day, "2-3 days a month": 0.3 day, "less often than 1 day a month": 0.1 day

- The average weekly frequency decreased to 3.98 days.
- The average weekly frequency exceeded 5 days for males of the "3-9", "10-12", "13-15" and "16-18" age groups, as well as for females of the "3-9" and "13-15" age groups.

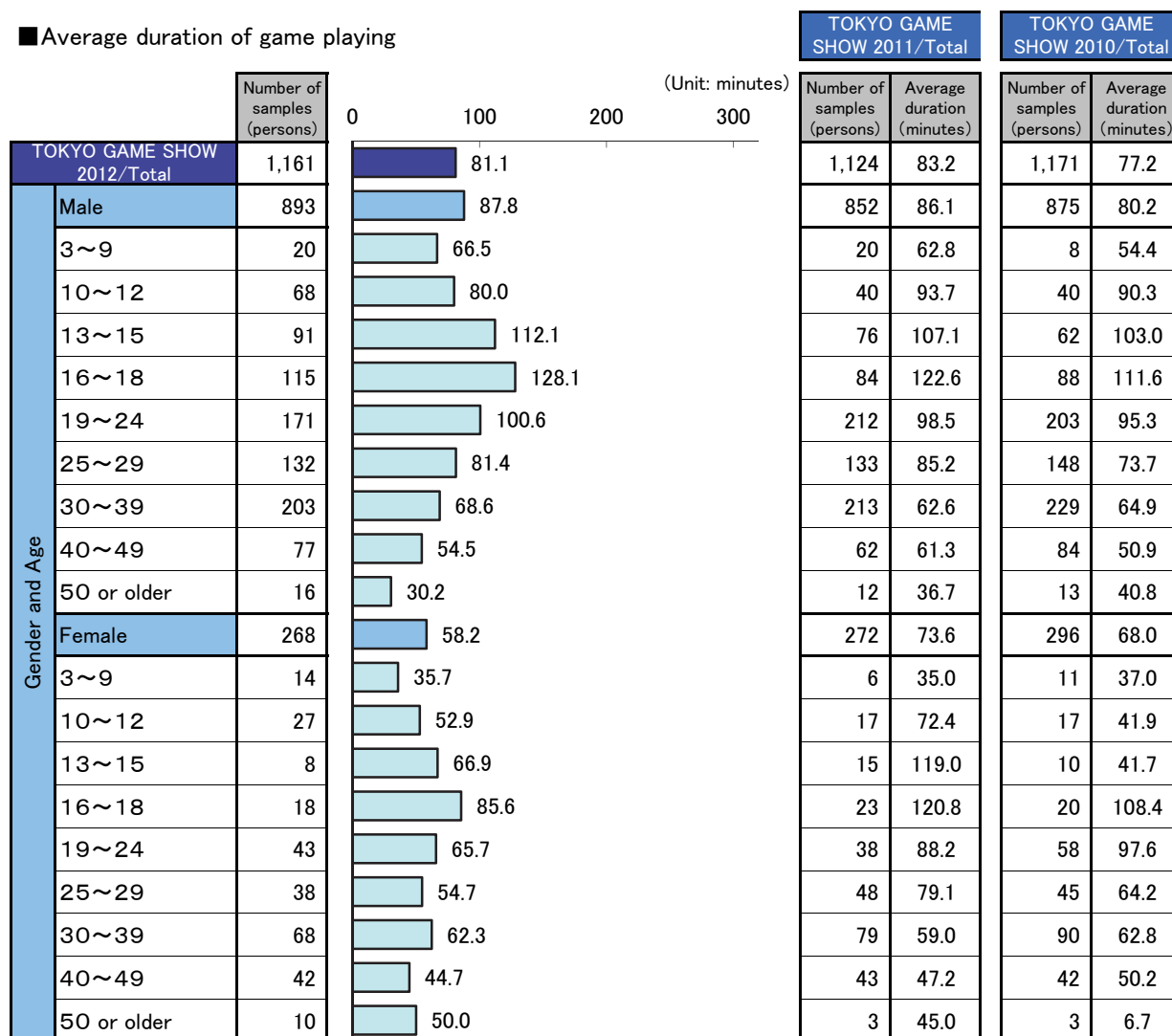
6. Duration of game playing

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

(1) Workdays (on a daily basis)



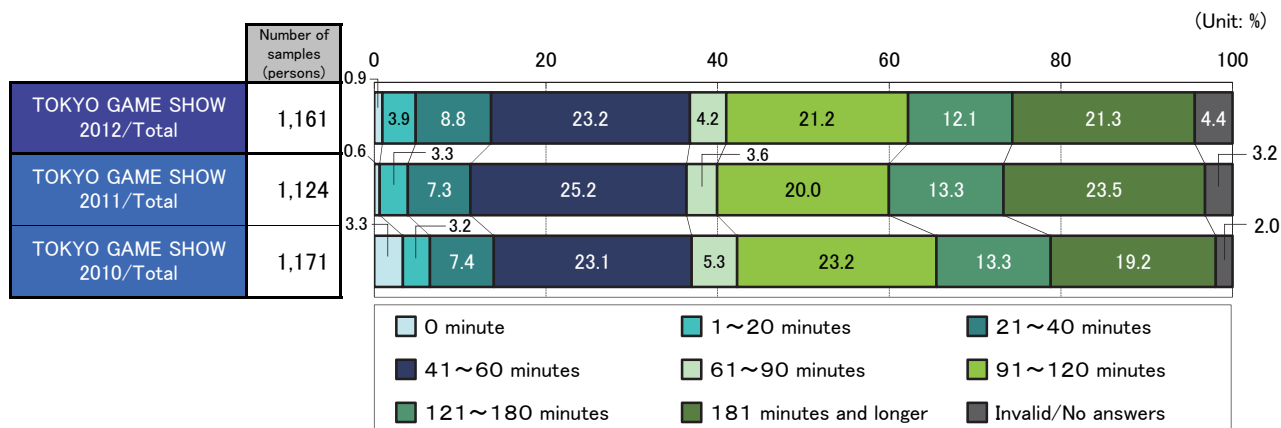
■ Average duration of game playing



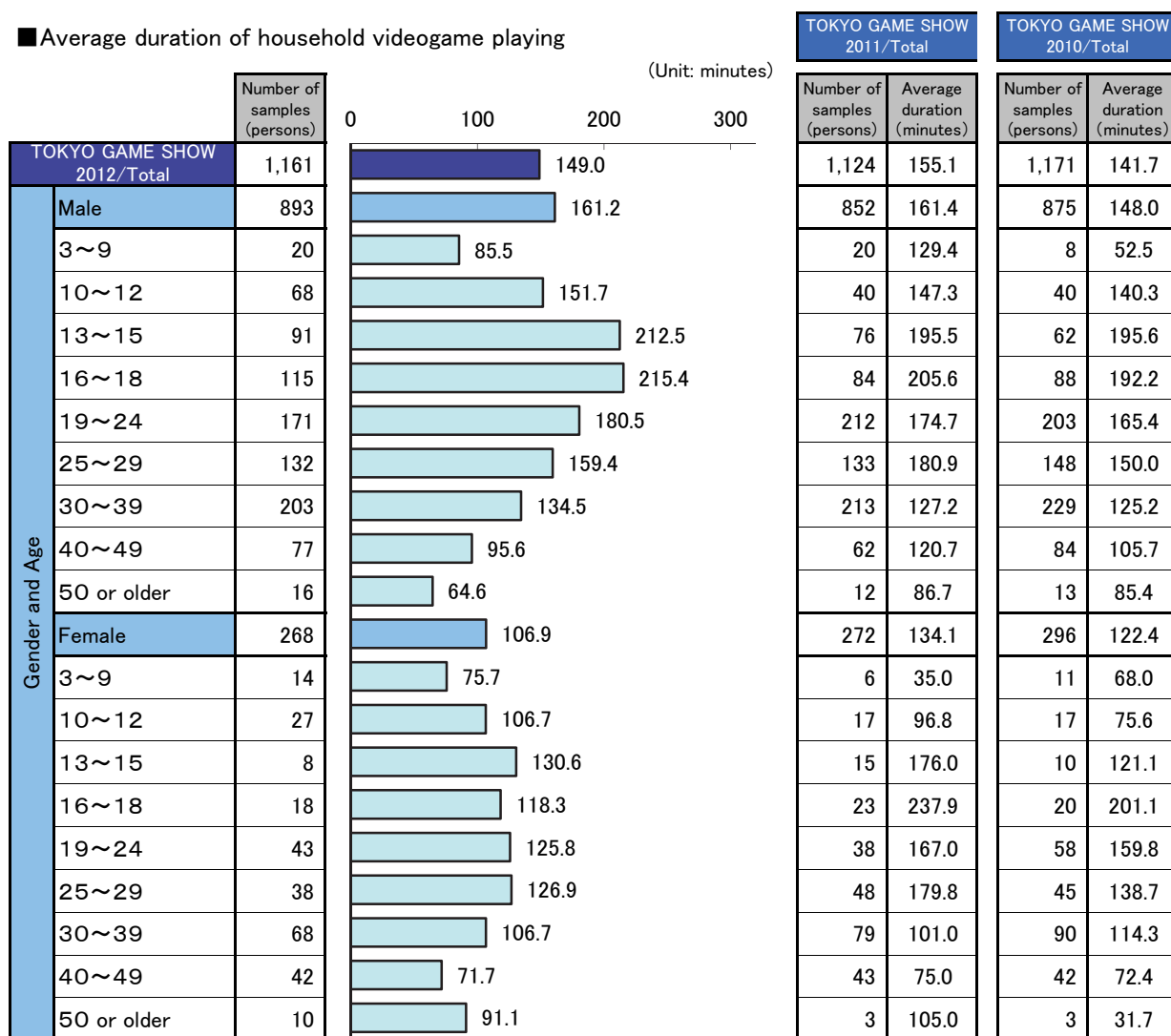
• The highest number of respondents played "41~60 min" per workday, and the ratio (31.6%) decreased compared with the ratio for 2011 (35.3%).

• The average playing time per workday decreased from 83.2 minutes to 81.1 minutes. Both males and females in the "16~18" age group played the longest on workdays. (males: 128.1 min., females: 85.6 min.).

(2) Days off (on a daily basis)

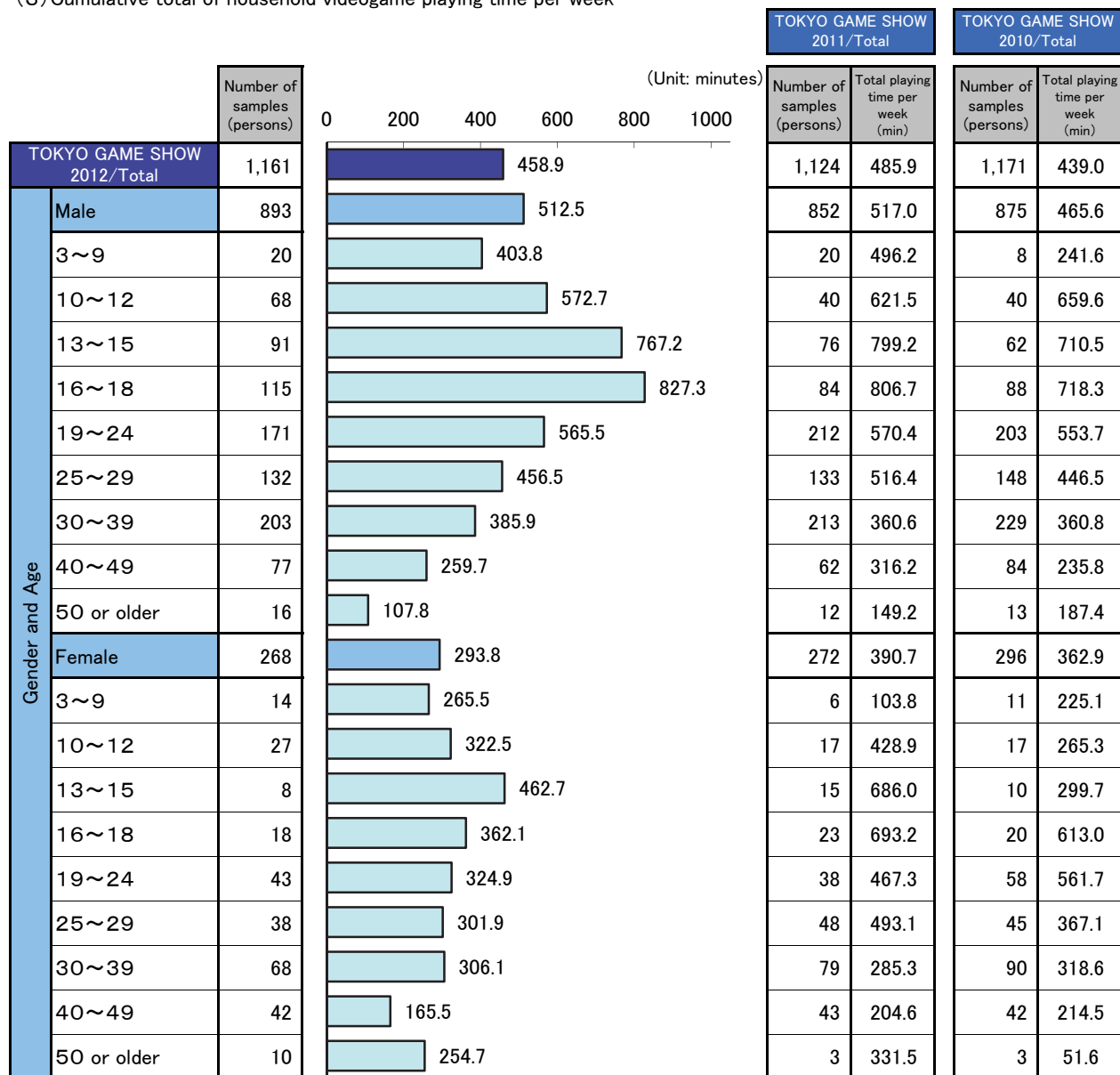


■ Average duration of household videogame playing



- The ratios of "41~60 min." (23.2%), "91~120 min." (21.2%) and "181 min.~" (21.3%) were evenly high.
- The average playing time per day off decreased from 155.1 minutes to 149.0 minutes.

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



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

- Total weekly playing time decreased compared with last year (485.9 min.) to 458.9 minutes.
- Total weekly playing time decreased both among males (512.5 min.) and among females (293.8 min.).
- Males (827.3 min.) in the "16-18" age group and females (462.7 min.) in the "13-15" age group played the longest of all age groups.

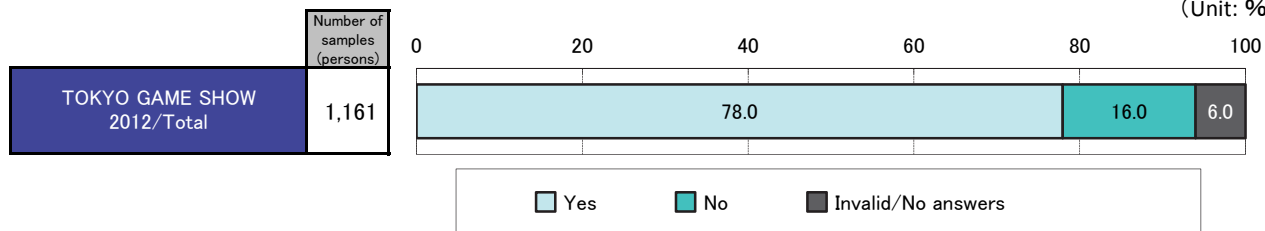
7. Tendency of software purchases

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

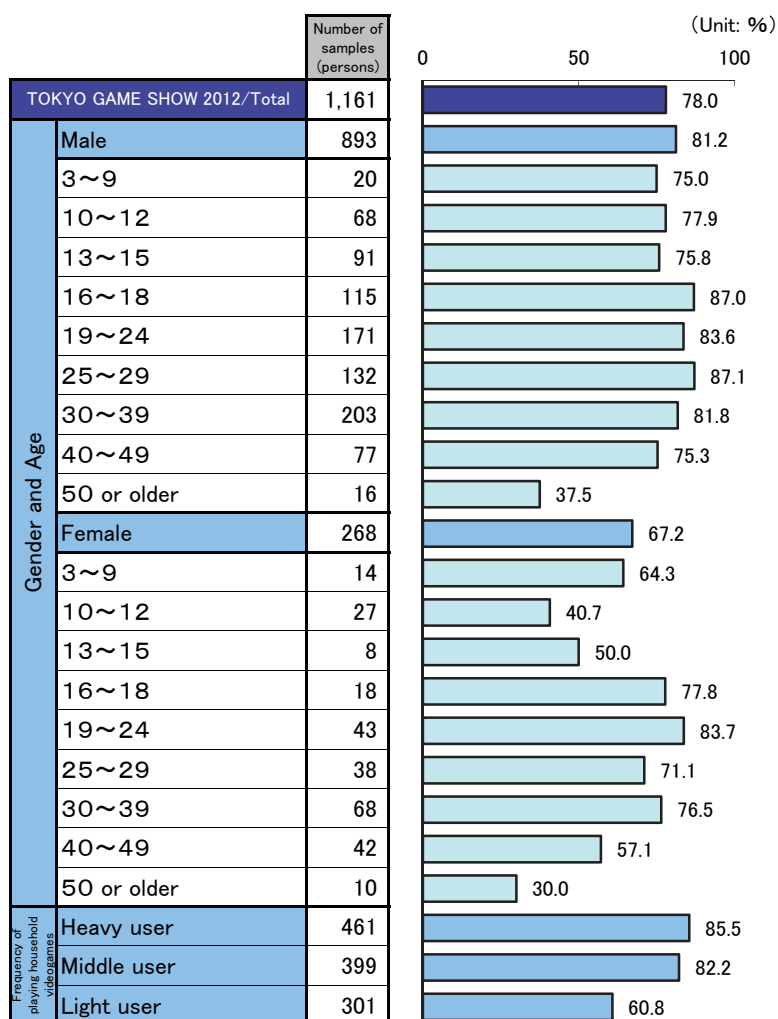
[Q] Did you buy any household videogame software in the last year? Give your answer for "1. Software package (new-release regular-price)", "2. Software package (new-release low-priced)", "3. Software package (second-hand)" and "4. Software by downloading for a fee".
*Exc. PC and mobile phone games.

■ Purchase rate for household videogame software ("1. Software package (new-release, regular-price)", "2. Software package (new-release, low-priced)", "3. Software package (second-hand)" and "3. Software package (second-hand)" and "4. Software obtained by downloading for a fee")

(Unit: %)



(Gender and Age / Frequency of playing household videogames)



(Software category)

1 New/ Regular- price	2 New/ Low-priced	3 Second- hand	4 Downloading
66.2	16.9	37.9	23.2
69.8	18.8	41.5	25.3
65.0	5.0	20.0	10.0
67.6	20.6	41.2	35.3
67.0	28.6	37.4	20.9
71.3	26.1	53.0	23.5
69.0	15.8	46.2	25.7
74.2	17.4	46.2	30.3
73.9	15.3	36.5	24.6
64.9	18.2	35.1	23.4
31.3	12.5	18.8	12.5
54.5	10.4	25.7	16.0
57.1	7.1	14.3	28.6
33.3	3.7	7.4	18.5
25.0	12.5	12.5	12.5
50.0	16.7	50.0	5.6
74.4	16.3	41.9	20.9
50.0	10.5	23.7	10.5
64.7	11.8	33.8	17.6
50.0	7.1	9.5	11.9
20.0	0.0	10.0	20.0
74.8	23.0	44.3	34.1
69.7	16.0	41.1	20.1
48.5	8.6	23.9	10.6

(Unit: %)

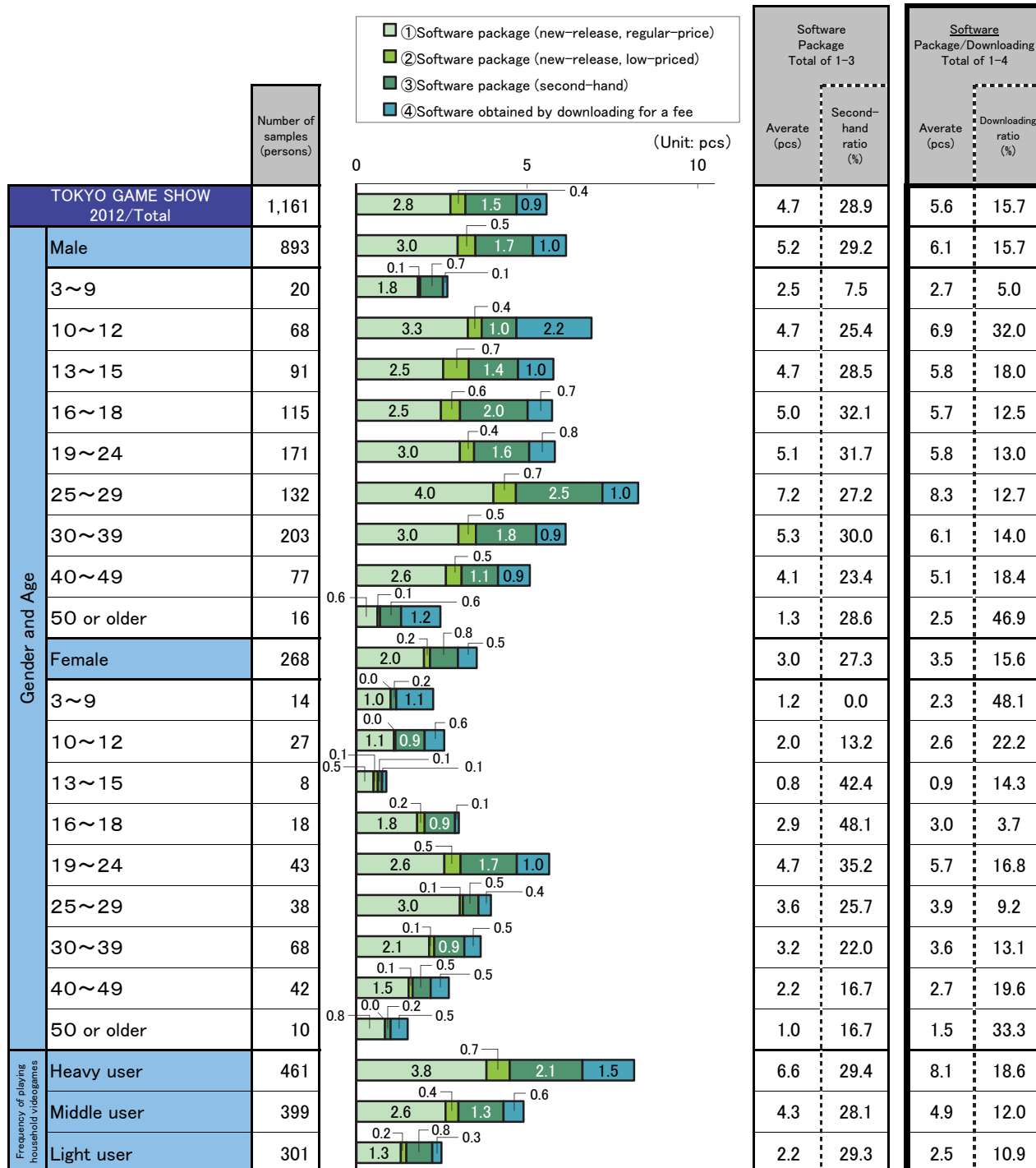
- Respondents who purchased household videogame software during the past year accounted for 78.0%.
- The ratio of people who had purchased household videogame software was higher for males (81.2%) than for females, and highest among "Heavy users" (85.5%).
- The ratio for the purchase of "Software package (new-release regular-price)" (66.2%) was the highest. The ratio for "Purchase of software by downloading for a fee" (23.2%) was higher than that for "Software package (new-release low-priced)" (16.9%).

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

【For respondents who bought household videogame software in the past year】

(“1. Software package (new-release, regular-price)”, “2. Software package (new-release, low-priced)”, “3. Software package (second-hand)” and “4. Software obtained by downloading for a fee”)

[Q] If the answer is “Yes”, please indicate how many items you bought for each category.



Note) To calculate the average number of software packages purchased, users who answered Q(1) with the response that they did not buy any software were given a factor of “0” and included in the parameter for Q(2). However, those who gave an invalid answer or no answer for any of the software categories were excluded.

- The average number of purchases of household videogame software (including purchase by downloading) was 5.6.
- The number of purchases for “Purchase of software by downloading for a fee” was 0.9, accounting for 15.7% of the total.
- The number of purchases of a software package was 4.7, and “Software package (second hand)” accounted for 28.9%.

(3) Purchased household videogame softwares that satisfied the users
 [All who bought game software during the past one year] 《Free/Multiple answers》

[Q] If you were satisfied with the software you purchased, please indicate the name and the type of the console.
 (Excluding PC games and mobile phone games)

(Valid respondents/answers: 673/705, n=905)

Title/Series [Breakdown] Title	Console	Title Qty
"DRAGON QUEST" series		71
Dragon Quest X: Rise of the Five Tribes Online	Wii	44
Dragon Warrior Monsters 3D	3DS	17
Dragon Quest IX Defenders of the Starry Sky	NDS	2
Dragon Quest 25th Anniversary: DRAGON QUEST I, II, III	Wii	1
Dragon Quest VI: Realms of Revelation	NDS	1
"DRAGON QUEST" "DRA QUE"	Wii	4
"DRAGON QUEST" "DRA QUE"	(No answer)	2
"MONSTER HUNTER" series		56
MONSTER HUNTER 3G	3DS	41
MONSTER HUNTER PORTABLE 3rd	PSP	9
MONSTER HUNTER 3	Wii	2
MONSTER HUNTER Diary Poka Poka Airu Village G	PSP	1
"MONSTER HUNTER PORTABLE"	PSP	1
"MON HUN"	(No answer)	2
"Pokemon" series		52
Pokemon Black Version 2	NDS	18
Pokemon White Version 2	NDS	12
Pokemon White & Black 2	NDS	9
PokePark 2: Wonders Beyond	Wii	2
Pokemon Black Version	NDS	1
Pokemon Battle Revolution	Wii	1
"Pocket Monster", "Pokemon"	(No answer)	7
"Pokemon"	NDS	1
"Pokemon Rumble Blast"	(No answer)	1
"Mario" series		34
New Super Mario Bros. 2	3DS	20
Super Mario 3D Land	3DS	3
Mario Kart 7	3DS	3
Mario Kart Wii	Wii	1
Mario Party 8	Wii	1
"Mario"	3DS	2
"Super Mario"	3DS	1
"Mario"	NDS	1
"Mario Galaxy"	Wii	1
"Mario Party"	(No answer)	1
HATSUNE MIKU -Project DIVA- series		23
HATSUNE MIKU -Project DIVA- f	PSV	19
HATSUNE MIKU and Future Stars Project mirai	3DS	2
HATSUNE MIKU -Project DIVA- 2nd	PSP	1
HATSUNE MIKU -Project DIVA- extend	PSP	1
"Call of Duty" series		20
Call of Duty: Modern Warfare 3	PS3	8
Call of Duty: Black Ops	PS3	3
Call of Duty: Black Ops	X360	2
Call of Duty: Modern Warfare 2	PS3	2
Call of Duty: Modern Warfare 3	X360	2
"Call of Duty"	PS3	3
"FINAL FANTASY" series		19
FINAL FANTASY XIII-2	PS3	3
FINAL FANTASY TYPE-0	PSP	2
THEATRHYTHM FINAL FANTASY	3DS	2
DISSIDIA duodecim FINAL FANTASY	PSP	1
FINAL FANTASY: The 4 Heroes of Light	NDS	1
FINAL FANTASY III	PSP	1
FINAL FANTASY VIII (Game Archives)	PSV	1
FINAL FANTASY XIII-2	(No answer)	1
「FF」	(No answer)	3
「FF」	PS3	2
「FF」	Wii	1
「FF」	3DS	1
"MOBILE SUIT GUNDAM" series		18
MOBILE SUIT GUNDAM EXTREME VERSUS	PS3	11
MOBILE SUIT GUNDAM AGE	PSP	2
GUNDAM MUSOU 3	PS3	1
GUNDAM MEMORIES	PSP	1
MOBILE SUIT GUNDAM: GUNDAM vs GUNDAM Next Plus	PSP	1
"GUNDAM"	PS3	2

Title/Series [Breakdown] Title	Console	Title Qty
"PERSONA" series		17
PERSONA4 Golden	PSV	15
Persona4 The ULTIMATE in MAYONAKA ARENA	PS3	2
"DANGANRONPA" series		14
Super Danganronpa 2	PSP	13
"DANGANRONPA"	PSP	1
"Tales of" series		14
Tales of Vesperia	PS3	4
Tales of Vesperia PlayStation3 the Best	PS3	2
Tales of Xillia	PS3	2
Tales of the Abyss	PS2	2
Tales of Innocence R	PSV	1
Tales of Graces f	PS3	1
Tales of the Heroes: Twin Brave	PSP	1
"Tales" series	PS3	1
"Taiko: Drum Master" series		13
Taiko: Drum Master: Chibi dragon to fushigina Orb	3DS	4
Taiko no Tatsujin Portable DX	PSP	2
Taiko: Drum Master Wii	Wii	1
"Taiko no Tatsujin"	(No answer)	4
"Taiko: Drum Master"	Wii	1
"Taiko: Drum Master"	NDS	1
Dragon's Dogma	PS3	10
Super Robot Wars Z: Regeneration Chapter	PSP	9
"Little Battlers eXperience" series		8
Little Battlers eXperience: BAKU BOOST	3DS	5
Little Battlers eXperience: BOOST	PSP	1
"Little Battlers eXperience"	(No answer)	2
"MEDAROT" series		8
MEDAROT 7	3DS	6
MEDAROT DS	NDS	2
DARK SOULS	PS3	8
"Winning Eleven" series		7
WORLD SOCCER Winning Eleven 2012	PS3	3
WORLD SOCCER Winning Eleven 2012	PSP	1
WORLD SOCCER Winning Eleven 2012	(No answer)	1
"Winning Eleven"	PS3	1
"Winning Eleven"	PSP	1
Gravity Rush	PSV	7
"GOD EATER" series		7
Gods Eater Burst	PSP	4
"God Eater"	PSP	3
Etrian Odyssey IV	3DS	7
"RESIDENT EVIL" series		7
Resident Evil: Revelations	3DS	3
Resident Evil: Operation Raccoon City	PS3	1
"Resident Evil 5"	PS3	2
"Resident Evil"	(No answer)	1
"METAL GEAR SOLID" series		7
METAL GEAR SOLID: SNAKE EATER 3D	3DS	2
METAL GEAR SOLID HD EDITION	PSV	1
METAL GEAR SOLID HD EDITION	PS3	1
METAL GEAR SOLID PEACE WALKER	PSP	1
METAL GEAR SOLID PEACE WALKER HD EDITION	PS3	1
METAL GEAR SOLID 4 GUNS OF THE PATRIOTS	PS3	1
"THE IDOLM@STER" series		6
THE IDOLM@STER 2	PS3	5
THE IDOLM@STER SP	PSP	1
"Train Your Brain" series		6
Train Your Brain in Five Minutes a Day	3DS	5
"Train Your Brain"	(No answer)	1
Fire Emblem: Awakening	3DS	6
"Harvest Moon" series		6
Harvest Moon: A New Beginning	3DS	4
Harvest Moon: Back to Nature	PS	1
"Harvest Moon"	(No answer)	1

Title/Series 【Breakdown】 Title	Console	Title Qty
"KIRBY'S DREAM LAND" series		6
Kirby's Dream Collection	Wii	2
Kirby AIR RIDE	NGC	1
Kirby Wii	Wii	1
Kirby Super Star Ultra	NDS	1
"Kirby"	(No answer)	1
Culdcept	3DS	5
"KINGDOM HEARTS" series		5
KINGDOM HEARTS 3D	3DS	3
KINGDOM HEARTS Birth by Sleep Final Mix	PSP	1
"KINGDOM HEARTS"	PS2	1
"POWERFUL PRO BASEBALL LIVE" series		5
Powerful Pro Baseball Live 2012	PS3	3
Powerful Pro Baseball Live 2012	(No answer)	1
"Power Pro"	(No answer)	1
"STREET FIGHTERS" series		5
Super Street Fighter IV Ardade edition	X360/PS3	1
Super Street Fighter IV Ardade edition	PS3	1
Super Street Fighter IV 3D edition	3DS	1
Super Street Fighter X Tekken	X360/PS3	1
Super Street Fighter IV	X360/PS3	1
"Devil Kings" series		5
Devil Kings HD Collection	PS3	2
Devil Kings 3	PS3	1
Devil Kings 3 Utage	Wii	1
"Devil Kings	PS3	1
Nayuta no Kiseki	PSP	5
"Battlefield" series		5
Battlefield 3	PS3	4
Battlefield 3	(No answer)	1
"BLAZBLUE" series		5
BLAZBLUE – CONTINUUM SHIFT EXTEND	PSP	1
BLAZBLUE – CONTINUUM SHIFT EXTEND	PS3	1
BLAZBLUE – CONTINUUM SHIFT EXTEND	PS3/PSV	1
"BLAZBLUE"	PS3	1
"BLAZBLUE"	(No answer)	1
"Rune Factory" series		5
Rune Factory 4	3DS	4
Rune Factory Oceans	PS3	1
Atelier Ayesha: The Alchemist of Twilight Land	PS3	4
THE LEGEND OF HEROS: Zero no Kiseki	PSP	4
"SAMURAI WARRIORS" series		4
Samurai Warriors Chronicle 2nd	3DS	3
Samurai Warriors 2 (Game Archives)	PS3	1
"TEKKEN" series		4
Tekken TAG Tournament 2	X360/PS3	1
Tekken TAG Tournament 2	PS3	1
"Tekken"	PS3	1
"Tekken"	(No answer)	1
DEVIL SUMMONER SOUL HACKERS	3DS	4
"ONE PIECE" series		4
One Piece: Pirate Warriors	PS3	3
"ONE PIECE"	(No answer)	1
"ARMORED CORE" series		3
ARMORED CORE V	PS3	2
ARMORED CORE for Answer	PS3	1
Hyperdimension Neptunia Victory	PS3	3
"SUMMON NIGHT" series		3
Summon Night	PSP/PSV	1
Summon Night 2	PSP/PSV	1
"Summon Night" (Game Archives)	PS3	1
"THE ELDER SCROLLS" series		3
The Elder Scrolls V: Skyrim	PS3	2
The Elder Scrolls IV: Oblivion	PS3	1
DIGIMON WORLD Re:Digitize	PSP	3

Title/Series 【Breakdown】 Title	Console	Title Qty
"THE LEGEND OF ZELDA" series		3
The Legend of Zelda: Skyward Sword	Wii	1
"The Legend of Zelda: Ocarina of Time"	(No answer)	1
"Zelda"	(No answer)	1
"DEVIL MAY CRY" series		3
DEVIL MAY CRY 4	X360	1
DEVIL MAY CRY 4	PS3	1
DEVIL MAY CRY: HD collection	PS3	1
TOKYO JUNGLE	PS3	3
"Animal Crossing" series		3
Animal Crossing: Wild World	NDS	1
"Animal Crossing"	(No answer)	2
Bakemonogatari Portable	PSP	3
"WARRIORS OROCHI" series		3
Warriors Orochi 2	X360	1
Warriors Orochi 2	PS3	1
Warriors Orochi 2 Special	PSP	1
Little Big Planet	PSV	3
"YAKUZA" series		3
YAKUZA 4	PS3	2
"Black Panther"	PSP	1
"ASSASSIN'S CREED"		2
"ASSASSIN'S CREED"	PS3	1
"ASSASSIN'S CREED"	(No answer)	1
Inazuma Eleven GO	3DS	2
Wii Sports Resort	Wii	2
"WINNING POST" series		2
Winning Post 7 2012	(No answer)	1
"Winning Post"	PSP	1
"ACE COMBAT" series		2
ACE COMBAT: Zero the Belkan War	PS2	1
ACE COMBAT X2: Joint Assault	PSP	1
"ART ACADEMY" series		2
Art Academy (DSiWare)	3DS	1
Art Academy (First semester/Second semester)	(DSiウェア)	1
Ore no Shikabane wo Koeteyuke	PSP	2
"GRAN TURISMO" series		2
GRAN TURISMO 5	PS3	1
GRAN TURISMO 5 Spec II	PS3	1
GO VACATION	Wii	2
THE KING OF FIGHTERS XIII	PS3	2
Jyuzaengi: Engetsu Sangokuden	PSP	2
CLASS OF HEROES: Toki no Gakuen	PS2	2
KID ICARUS:Uprising	3DS	2
7th Dragon 2020	PSP	2
"SONIC" series		2
SONIC WORLD ADVENTURE	PS3	1
SONIC ADVENTURE 2	(No answer)	1
TIME TRAVELERS		2
TIME TRAVELERS	PSV	1
TIME TRAVELERS	PSP	1
Denpa Ningen no RPG	3DS	2
RUN FOR MONEY	3DS	2
DORA-KAZU: Nobita's Great Adventure into Mathematics	3DS	2
NieR RepliCant	PS3	2
PHANTASY STAR PORTABLE INFINITY	PSP	2
"FIFA"		2
"FIFA"	Wii	1
"FIFA"	(No answer)	1
"Puyo Puyo" series		2
"Puyo Puyo"	PSP	1
"Puyo Puyo 7"	Wii	1
PROFESSIONAL BASEBALL SPIRITS 2012		2
PROFESSIONAL BASEBALL SPIRITS 2012	PSV	1
PROFESSIONAL BASEBALL SPIRITS 2012	PSP	1
The rest of the titles with one response are omitted.		

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

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

Note 2) Abbreviations of consoles are as follows:

Wii: Wii, NGC: Nintendo GameCube, 3DS: Nintendo 3DS, NDS: Nintendo DS, PS3: PlayStation 3,

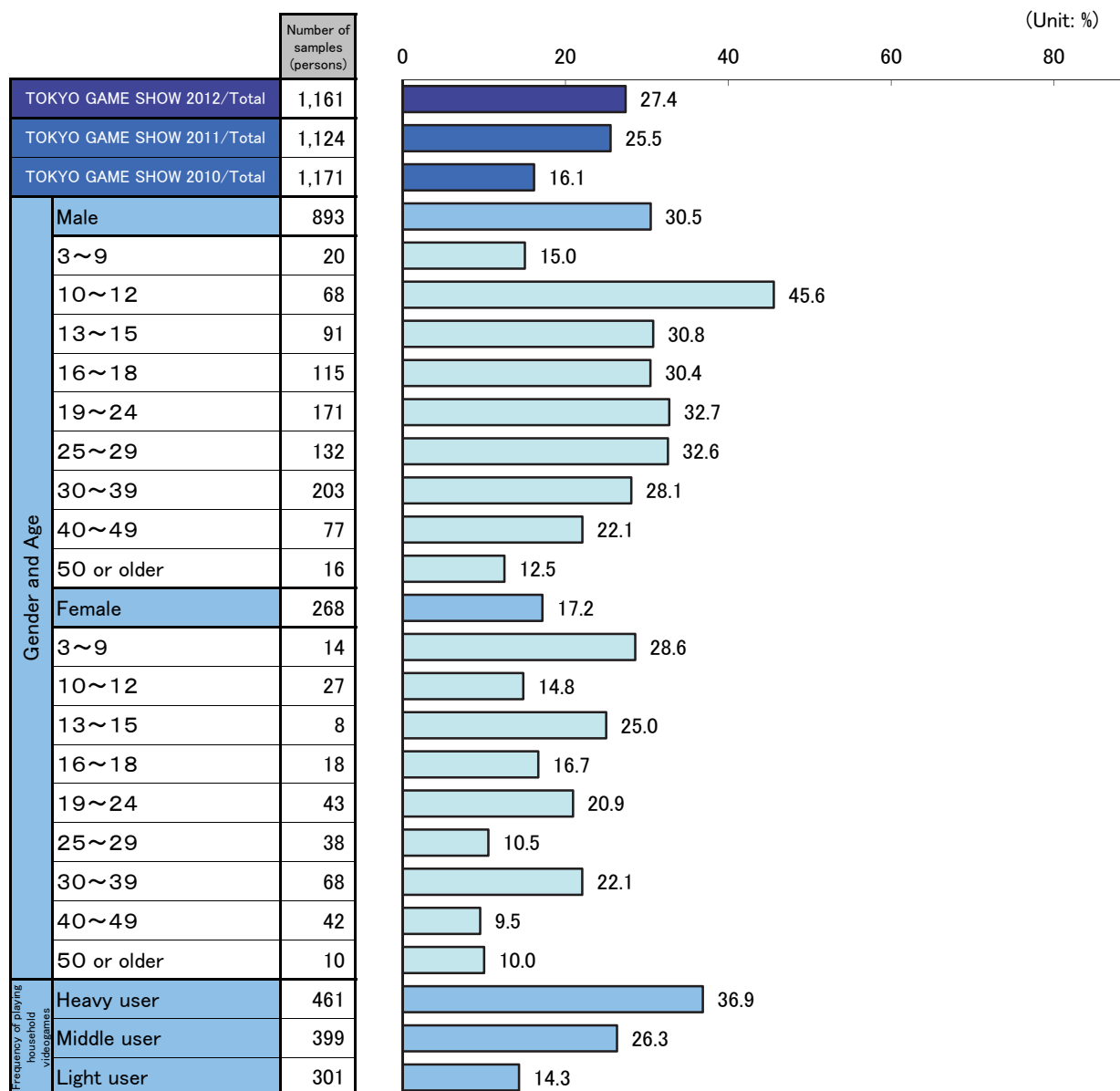
PS2: PlayStation 2, PSV: PlayStation Vita, PSP: PSP (PlayStation Portable), X360: Xbox360

- The "DRAGON QUEST" series (71) greatly increased from the previous survey (17), ranking at the top. "MONSTER HUNTER" series (56) and "Pokemon" series (52) followed.
- The single title ranking at the top was "DRAGON QUEST X Online" (Wii) with 44 responses. "MONSTER HUNTER 3G" (3DS) was in second place, with 41 responses.

8. Tendency of purchases of additional contents by downloading

[Q] In the past year, did you buy any additional contents for household videogame software such as items, stages, scenarios and music, through downloading from sales sites (Wii Shopping Channel, NINTENDO eShop, PlayStation Store, Xbox Live Market Place, etc)?

■ Yearly purchase rate of additional contents for household videogame software through downloading
(Percentage of respondents who purchased additional contents by downloading)



- The number of respondents who purchased additional items by downloading during the past year greatly increased from 25.5% to 27.4%.
- The purchase rate for videogame software was high among heavy users (36.9%).

III. Social Games

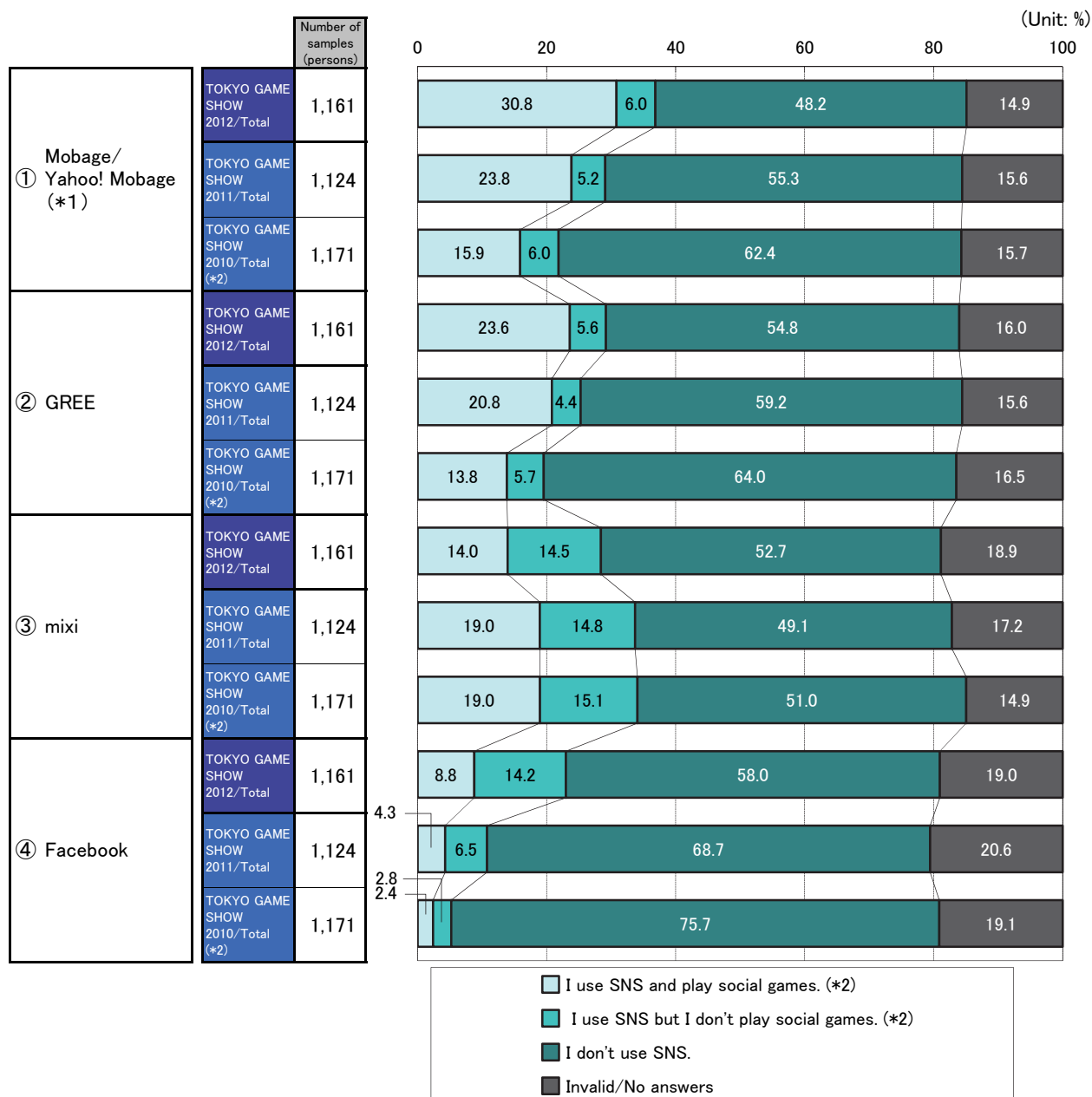
1. Familiarity with SNS and social games

[Q] Do you use SNS for 1–4 below? Do you play games on SNS?

Choose the option that is closest to your answer.

①Mobage/Yahoo! Mobage ②GREE ③mixi ④Facebook

■ Familiarity with SNS and social games (Total)



*1: This question was asked regarding Mobage Town in the 2010 TGS survey.

*2: These options were "I use SNS and play games" and "I use SNS but I don't play games" in the 2010 TGS survey.

• "Mobage/Yahoo! Mobage" was the most used SNS. The percentages of respondents who said, "I use SNS and play social games" (Mobage game players) and "I use SNS but don't play social games" (non-players of Mobage games) were 30.8% and 6.0% respectively, accounting for 36.9% in total. The rate increased further compared to the previous year (29.1%). "GREE" increased from the previous year (25.3%) to 29.2%, and those responses included players (23.6%) and non-players (5.6%) of GREE games. "mixi", which was at the top in the previous survey, decreased from 33.7% to 28.4%, including players (14.0%) and non-players (14.5%) of mixi games, dropping to third.

• The ratio for playing social games exceeded 40% for "Mobage/Yahoo! Mobage" in the categories of "male 16–18" (47.8%) and "female 25–29" (44.7%), and for "GREE" in the "male 16–18" category (40.9%).

■ Familiarity with SNS and social games

(Gender and Age/Frequency of playing Household videogames/Other games player category)

① Mobage /

Yahoo! Mobage (*1)

② GREE

		Number of samples (persons)	I use SNS and play social games. (*2)	I use SNS but I don't play social games. (*2)	I don't use SNS.	Invalid/No answers	I use SNS and play social games. (*2)	I use SNS but I don't play social games. (*2)	I don't use SNS.	Invalid/No answers
TOKYO GAME SHOW 2012/Total		1,161	30.8	6.0	48.2	14.9	23.6	5.6	54.8	16.0
Gender and Age	Male	893	32.8	5.5	47.5	14.2	24.2	5.4	54.8	15.7
	3~9	20	10.0	0.0	55.0	35.0	0.0	0.0	65.0	35.0
	10~12	68	11.8	2.9	54.4	30.9	10.3	1.5	57.4	30.9
	13~15	91	29.7	5.5	49.5	15.4	19.8	5.5	58.2	16.5
	16~18	115	47.8	9.6	33.9	8.7	40.9	8.7	36.5	13.9
	19~24	171	37.4	8.2	47.4	7.0	20.5	9.9	60.2	9.4
	25~29	132	34.1	5.3	47.7	12.9	21.2	4.5	59.1	15.2
	30~39	203	33.5	3.4	49.8	13.3	26.1	3.0	57.1	13.8
	40~49	77	24.7	2.6	53.2	19.5	32.5	2.6	50.6	14.3
	50 or older	16	31.3	6.3	37.5	25.0	18.8	6.3	37.5	37.5
	Female	268	24.3	7.8	50.7	17.2	21.6	6.3	54.9	17.2
	3~9	14	7.1	7.1	57.1	28.6	0.0	0.0	64.3	35.7
	10~12	27	11.1	3.7	66.7	18.5	7.4	3.7	70.4	18.5
	13~15	8	0.0	12.5	62.5	25.0	0.0	0.0	75.0	25.0
	16~18	18	16.7	16.7	66.7	0.0	22.2	11.1	61.1	5.6
	19~24	43	30.2	14.0	46.5	9.3	27.9	7.0	55.8	9.3
	25~29	38	44.7	10.5	26.3	18.4	28.9	13.2	47.4	10.5
	30~39	68	30.9	7.4	47.1	14.7	25.0	5.9	50.0	19.1
	40~49	42	11.9	0.0	64.3	23.8	26.2	2.4	52.4	19.0
	50 or older	10	20.0	0.0	40.0	40.0	10.0	10.0	40.0	40.0
User category	Heavy user	461	33.8	6.3	45.1	14.8	25.6	5.0	53.8	15.6
	Middle user	399	29.3	6.0	51.9	12.8	19.3	6.5	58.9	15.3
	Light user	301	28.2	5.6	48.2	17.9	26.2	5.3	50.8	17.6
Game player category	Mobile phone game players	465	42.2	7.3	36.1	14.4	33.5	6.9	45.2	14.4
	Smartphone/Tablet PC game players	331	53.8	6.0	26.0	14.2	41.7	7.6	35.6	15.1
	Online game players	434	38.5	6.2	44.7	10.6	27.0	4.4	56.5	12.2
	Arcade game players	382	38.0	7.1	42.9	12.0	28.5	5.8	51.6	14.1
TOKYO GAME SHOW 2011/Total		1,124	23.8	5.2	55.3	15.6	20.8	4.4	59.2	15.6
TOKYO GAME SHOW 2010/Total (*2)		1,171	15.9	6.0	62.4	15.7	13.8	5.7	64.0	16.5

(Unit: %)

*1: This question was asked regarding Mobage Town in the 2010 TGS survey.

*2: These options were "I use SNS and play games" and "I use SNS but I don't play games" in the 2010 TGS survey.

③mixi

④Facebook

		Number of samples (persons)	I use SNS and play social games. (*)	I use SNS but I don't play social games. (*)	I don't use SNS.	Invalid/No answers	I use SNS and play social games. (*)	I use SNS but I don't play social games. (*)	I don't use SNS.	Invalid/No answers
TOKYO GAME SHOW 2012/Total		1,161	14.0	14.5	52.7	18.9	8.8	14.2	58.0	19.0
Gender and Age	Male	893	14.4	13.9	53.0	18.7	8.7	13.9	58.5	18.9
	3~9	20	0.0	0.0	65.0	35.0	0.0	0.0	65.0	35.0
	10~12	68	0.0	0.0	64.7	35.3	1.5	0.0	64.7	33.8
	13~15	91	6.6	2.2	71.4	19.8	4.4	8.8	67.0	19.8
	16~18	115	23.5	19.1	46.1	11.3	9.6	14.8	62.6	13.0
	19~24	171	18.1	24.6	46.8	10.5	9.9	24.0	54.4	11.7
	25~29	132	19.7	22.7	40.9	16.7	9.8	17.4	55.3	17.4
	30~39	203	14.8	10.3	55.7	19.2	9.9	12.8	58.1	19.2
	40~49	77	11.7	7.8	55.8	24.7	15.6	10.4	51.9	22.1
	50 or older	16	0.0	6.3	50.0	43.8	0.0	6.3	50.0	43.8
	Female	268	12.3	16.4	51.9	19.4	9.0	15.3	56.3	19.4
	3~9	14	0.0	0.0	64.3	35.7	0.0	0.0	64.3	35.7
	10~12	27	3.7	0.0	74.1	22.2	0.0	7.4	70.4	22.2
	13~15	8	0.0	0.0	75.0	25.0	0.0	0.0	75.0	25.0
	16~18	18	5.6	33.3	55.6	5.6	16.7	11.1	61.1	11.1
	19~24	43	18.6	27.9	41.9	11.6	11.6	30.2	51.2	7.0
	25~29	38	18.4	39.5	31.6	10.5	15.8	28.9	42.1	13.2
	30~39	68	17.6	5.9	55.9	20.6	11.8	8.8	57.4	22.1
	40~49	42	9.5	16.7	50.0	23.8	4.8	16.7	57.1	21.4
	50 or older	10	0.0	0.0	50.0	50.0	0.0	0.0	50.0	50.0
User category	Heavy user	461	14.8	13.9	54.2	17.1	8.2	12.1	61.8	17.8
	Middle user	399	12.3	15.0	54.6	18.0	7.8	15.8	58.6	17.8
	Light user	301	15.0	14.6	47.8	22.6	11.0	15.3	51.2	22.6
Game player category	Mobile phone game players	465	19.1	14.0	47.7	19.1	13.3	17.4	51.4	17.8
	Smartphone/Tablet PC game players	331	19.6	16.3	40.5	23.6	10.6	13.9	51.4	24.2
	Online game players	434	17.5	14.1	53.2	15.2	11.3	16.4	57.6	14.7
	Arcade game players	382	16.2	17.5	50.3	16.0	7.9	16.8	58.9	16.5
TOKYO GAME SHOW 2011/Total		1,124	19.0	14.8	49.1	17.2	4.3	6.5	68.7	20.6
TOKYO GAME SHOW 2010/Total (*)		1,171	19.0	15.1	51.0	14.9	2.4	2.8	75.7	19.1

(Unit: %)

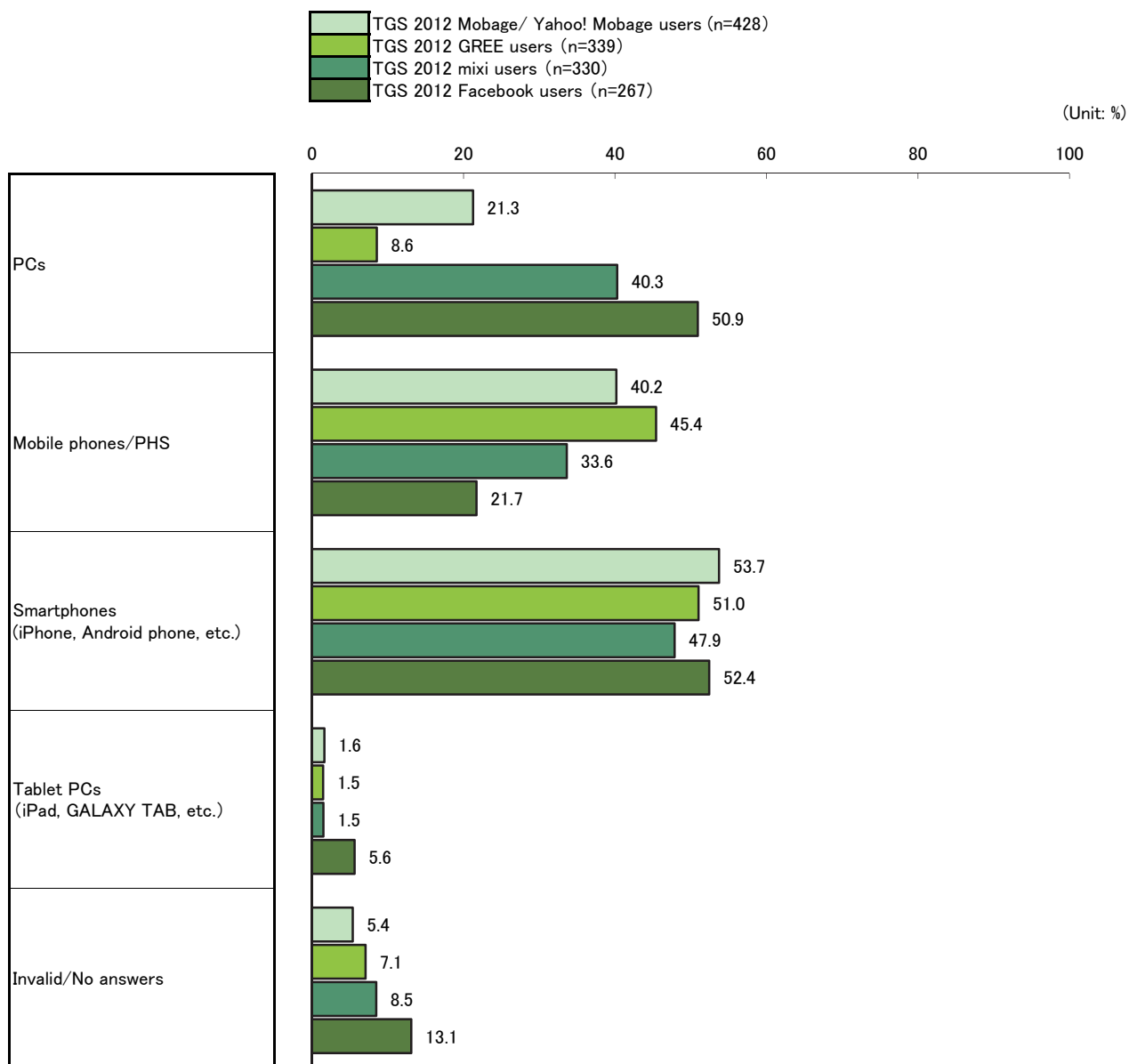
* These options were "I use SNS and play games" and "I use SNS but I don't play games" in TGS survey 2010.

2. Hardware used for SNS 【All SNS users】

【All users of SNS (1-4) (Respondents who selected “I use SNS and play social games” or “I use SNS but don’t play social games”)】

[Q] Select any number of hardware units you use for SNS.

■ Hardware used for SNS 《Total》

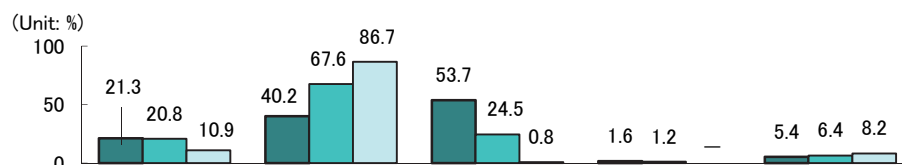


- Most users used a smartphone in all SNSs. (Mobage/Yahoo! Mobage: 53.7% / GREE: 51.0% / mixi: 47.9% / Facebook: 52.4%)
- The ratio for using a PC decreased for “GREE”, “mixi” and “Facebook”, but has been increasing for “Mobage/Yahoo! Mobage” (2010: 10.9%, 2011: 20.8%, 2012: 21.3%)

■ Hardware used for SNS 《For each SNS》
(Gender/User category/Game play/Other games player category)

① Mobage/
Yahoo! Mobage (*)

TGS 2012 Mobage/Yahoo! Mobage users (n=428)
TGS 2011 Mobage/Yahoo! Mobage users (n=327)
TGS 2010 Mobage Town users (n=256) (*)



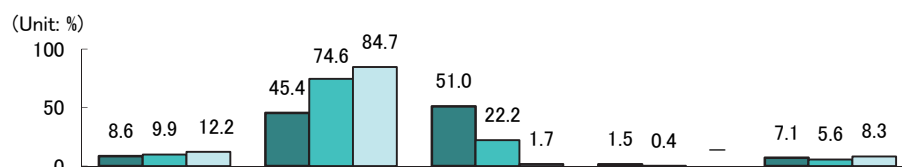
		Number of samples (persons)	PC	Mobile phones/PHS	Smartphones (iPhone, Android phone, etc.)	Tablet PCs (iPad, GALAXY TAB, etc.)	Invalid/No answers
TGS 2012 Mobage/Yahoo! Mobage users		428	21.3	40.2	53.7	1.6	5.4
Gender	Male	342	20.5	41.2	54.7	1.5	3.8
	Female	86	24.4	36.0	50.0	2.3	11.6
User category	Heavy user	185	25.9	40.0	54.1	1.1	3.2
	Middle user	141	15.6	37.6	53.2	2.1	7.8
	Light user	102	20.6	44.1	53.9	2.0	5.9
Mixi games	Players	358	21.2	41.3	55.0	2.0	4.2
	Non-players	70	21.4	34.3	47.1	0.0	11.4
Game player category	Smartphone/Tablet PC game players	230	20.9	23.9	73.9	2.6	5.7
	Mobile phone game players	198	16.7	55.6	41.4	2.5	5.6
	Online game players	194	24.2	41.8	54.6	2.6	4.1
	Arcade game players	172	22.7	43.6	52.3	1.7	5.2

(Unit: %)

*This question was asked regarding Mobage Town in TGS survey 2010.

② GREE

TGS 2012 GREE users (n=339)
TGS 2011 GREE users (n=284)
TGS 2010 GREE users (n=229)



		Number of samples (persons)	PC	Mobile phones/PHS	Smartphones (iPhone, Android phone, etc.)	Tablet PCs (iPad, GALAXY TAB, etc.)	Invalid/No answers
TGS 2012 GREE users		339	8.6	45.4	51.0	1.5	7.1
Gender	Male	264	9.1	47.7	50.0	1.1	5.7
	Female	75	6.7	37.3	54.7	2.7	12.0
User category	Heavy user	141	12.8	45.4	53.2	0.7	2.8
	Middle user	103	4.9	47.6	45.6	1.0	11.7
	Light user	95	6.3	43.2	53.7	3.2	8.4
Mixi games	Players	274	8.0	47.4	53.6	1.8	4.0
	Non-players	65	10.8	36.9	40.0	0.0	20.0
Game player category	Smartphone/Tablet PC game players	188	11.2	28.2	70.7	2.7	8.0
	Mobile phone game players	163	7.4	60.1	38.0	2.5	8.0
	Online game players	136	12.5	51.5	50.7	2.9	6.6
	Arcade game players	131	9.2	45.0	55.0	1.5	5.3

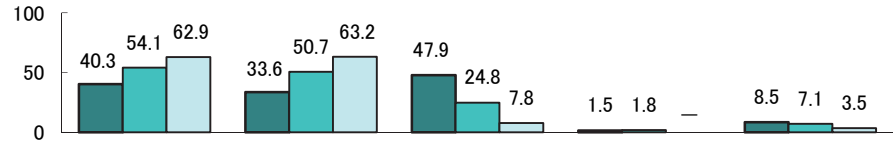
(Unit: %)

Note) The category of "Tablet PCs (iPad, GALAXY TAB, etc.)" was added to the 2011 TGS survey.

③mixi



(Unit: %)



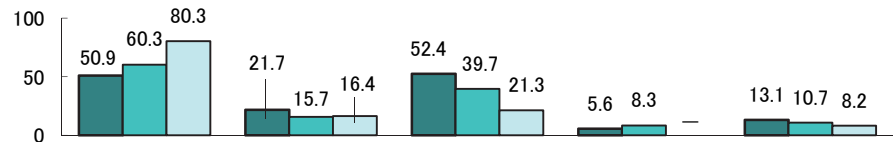
		Number of samples (persons)	PC	Mobile phones/PHS	Smartphones (iPhone, Android phone, etc.)	Tablet PCs (iPad, GALAXY TAB, etc.)	Invalid/No answers
TGS 2012 mixi users		330	40.3	33.6	47.9	1.5	8.5
Gender	Male	253	41.1	36.8	47.0	1.6	7.1
	Female	77	37.7	23.4	50.6	1.3	13.0
User category	Heavy user	132	42.4	34.1	50.8	1.5	4.5
	Middle user	109	36.7	38.5	45.9	1.8	11.9
	Light user	89	41.6	27.0	46.1	1.1	10.1
Mixi games	Players	162	43.2	38.3	48.8	1.2	3.7
	Non-players	168	37.5	29.2	47.0	1.8	13.1
Game player category	Smartphone/Tablet PC game players	154	37.7	21.4	64.3	0.0	5.8
	Mobile phone game players	119	32.8	44.5	40.3	0.0	7.6
	Online game players	137	48.9	32.8	48.9	0.7	5.1
	Arcade game players	129	39.5	34.9	49.6	0.8	7.0

(Unit: %)

④Facebook



(Unit: %)



		Number of samples (persons)	PC	Mobile phones/PHS	Smartphones (iPhone, Android phone, etc.)	Tablet PCs (iPad, GALAXY TAB, etc.)	Invalid/No answers
TGS 2012 Facebook users		267	50.9	21.7	52.4	5.6	13.1
Gender	Male	202	54.5	23.8	53.5	6.9	9.4
	Female	65	40.0	15.4	49.2	1.5	24.6
User category	Heavy user	94	57.4	23.4	55.3	4.3	9.6
	Middle user	94	48.9	16.0	51.1	11.7	13.8
	Light user	79	45.6	26.6	50.6	0.0	16.5
Mixi games	Players	102	51.0	22.5	62.7	2.0	8.8
	Non-players	165	50.9	21.2	46.1	7.9	15.8
Game player category	Smartphone/Tablet PC game players	143	45.5	16.8	61.5	7.7	11.9
	Mobile phone game players	81	46.9	25.9	45.7	4.9	12.3
	Online game players	120	55.0	23.3	53.3	6.7	11.7
	Arcade game players	94	51.1	22.3	51.1	5.3	9.6

(Unit: %)

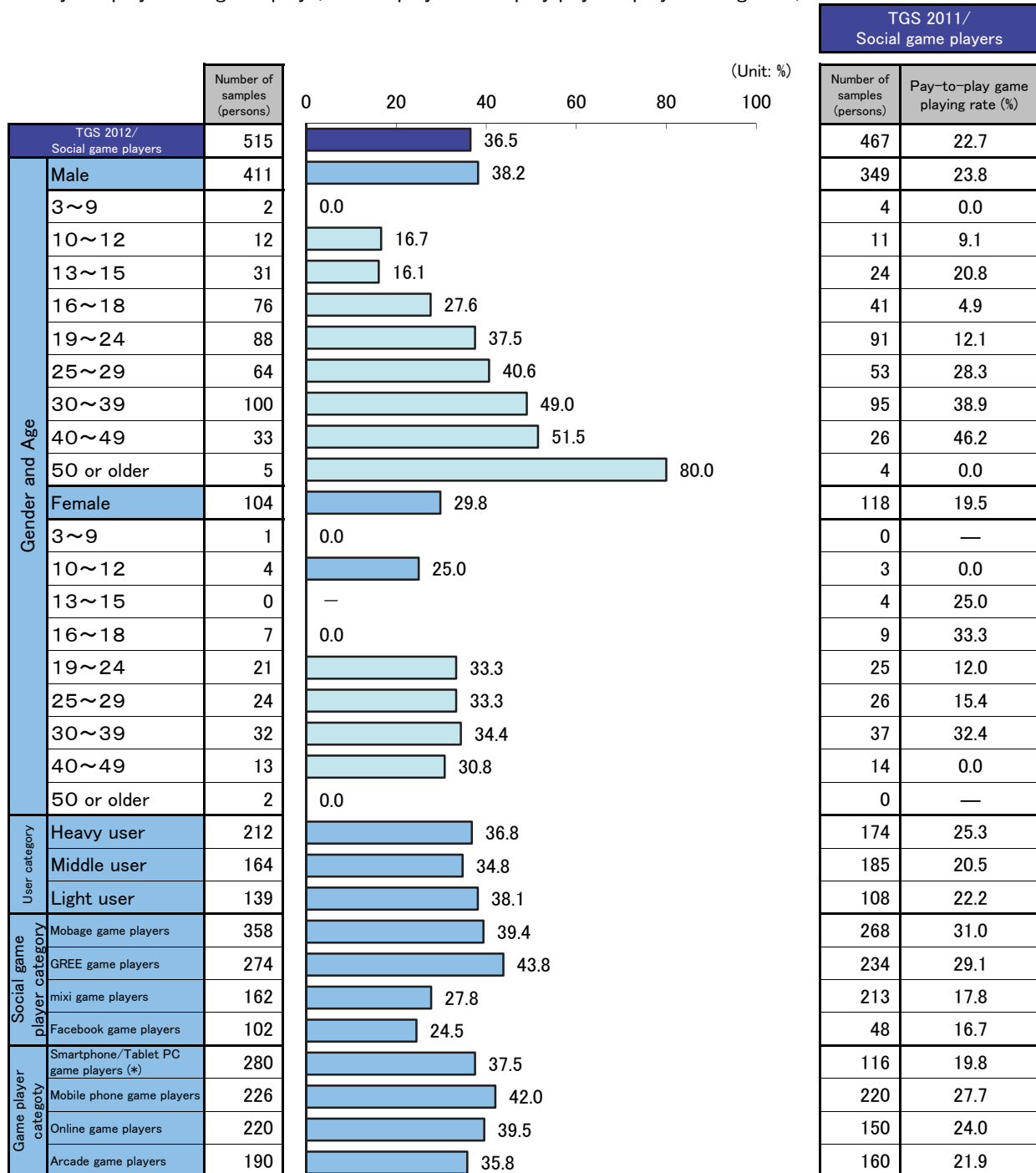
Note) The category of "Tablet PCs (iPad, GALAXY TAB, etc.)" was added to the 2011 TGS survey.

3. Familiarity with pay-to-play social game contents 【All social game players】

【To all who answered, “I use SNS and play social games” (social game players) for any SNS】

【Q】 Do you pay an additional fee to play social games?

■ Pay-to-play social game play (Rate of players who play pay-to-play social games)



*“Smartphone game players” was used instead of “Smartphone/Tablet PC game players” in the 2011 TGS survey .

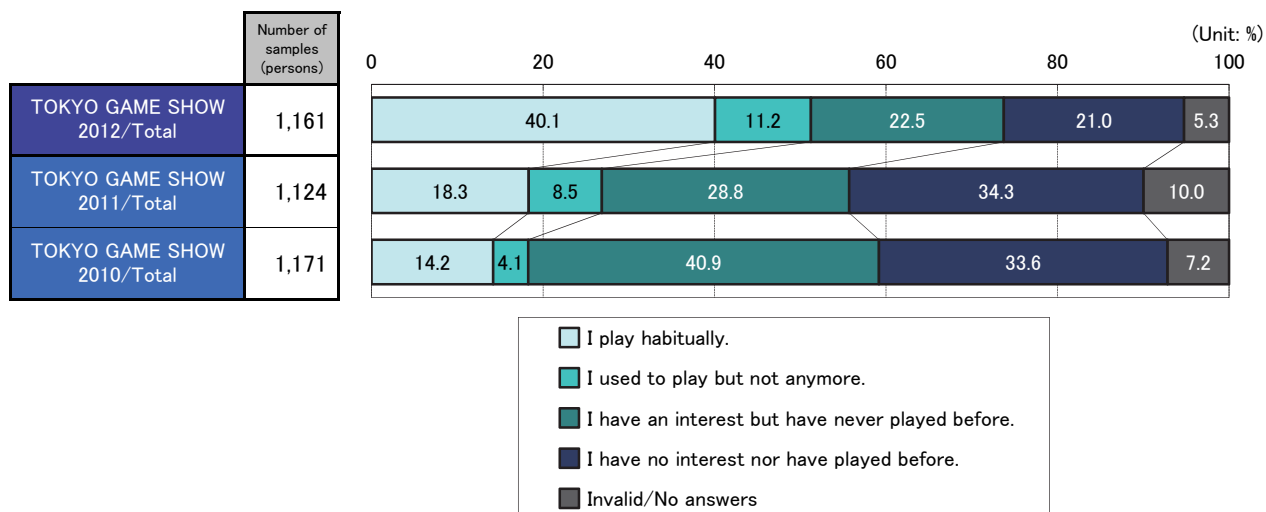
- The total average percentage was 22.7%. The percentage was higher for males (23.8%) than for females (19.5%).
- The ratio for playing pay-to-play social games was the highest for “GREE” (43.8%), followed by “Mobage” (39.4%)

IV. Smartphone/Tablet PC Games

1. Familiarity with smartphone/tablet PC game contents

*"Smartphones" refers to mobile phones that have additional advanced functions such as iPhone and Android phone.
 *"Tablet PCs" refers to flat, portable PCs with touch panel screens such as iPad and Galaxy Tab.
 Please answer only for downloaded games other than social games provided through SNS.

[Q] Do you play games on your smartphone/tablet PC?



(Unit: %)

		Number of samples (persons)	I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/ No answers
TOKYO GAME SHOW 2012/ Total		1,161	40.1	11.2	22.5	21.0	5.3
Gender and Age	Male	893	39.9	12.7	22.3	19.9	5.3
	3~9	20	50.0	5.0	20.0	10.0	15.0
	10~12	68	35.3	8.8	17.6	20.6	17.6
	13~15	91	38.5	11.0	16.5	22.0	12.1
	16~18	115	47.0	13.0	21.7	13.9	4.3
	19~24	171	38.0	15.8	20.5	22.2	3.5
	25~29	132	40.9	12.9	27.3	17.4	1.5
	30~39	203	37.9	14.8	23.2	21.7	2.5
	40~49	77	42.9	7.8	23.4	26.0	0.0
	50 or older	16	25.0	6.3	43.8	6.3	18.8
	Female	268	40.7	6.3	23.1	24.6	5.2
	3~9	14	35.7	7.1	21.4	28.6	7.1
	10~12	27	44.4	7.4	22.2	22.2	3.7
	13~15	8	25.0	0.0	62.5	12.5	0.0
	16~18	18	27.8	22.2	11.1	38.9	0.0
	19~24	43	41.9	7.0	30.2	18.6	2.3
	25~29	38	44.7	10.5	15.8	28.9	0.0
	30~39	68	44.1	2.9	22.1	25.0	5.9
	40~49	42	40.5	2.4	26.2	19.0	11.9
	50 or older	10	30.0	0.0	10.0	40.0	20.0
User category	Heavy user	461	40.6	12.4	20.2	20.6	6.3
	Middle user	399	38.6	10.0	24.8	21.6	5.0
	Light user	301	41.2	11.0	22.9	20.9	4.0
Game player category	Social game players	515	54.4	9.9	21.9	10.3	3.5
	Mobile phone game players	331	56.8	3.6	22.4	13.0	4.2
	Online game players	434	47.9	13.4	18.2	17.1	3.5
	Arcade game players	382	44.0	12.0	19.1	19.4	5.5

*This question was asked regarding games on Smartphones/PDA in the 2010 TGS survey, and regarding games on Smartphones in the 2011 TGS survey.

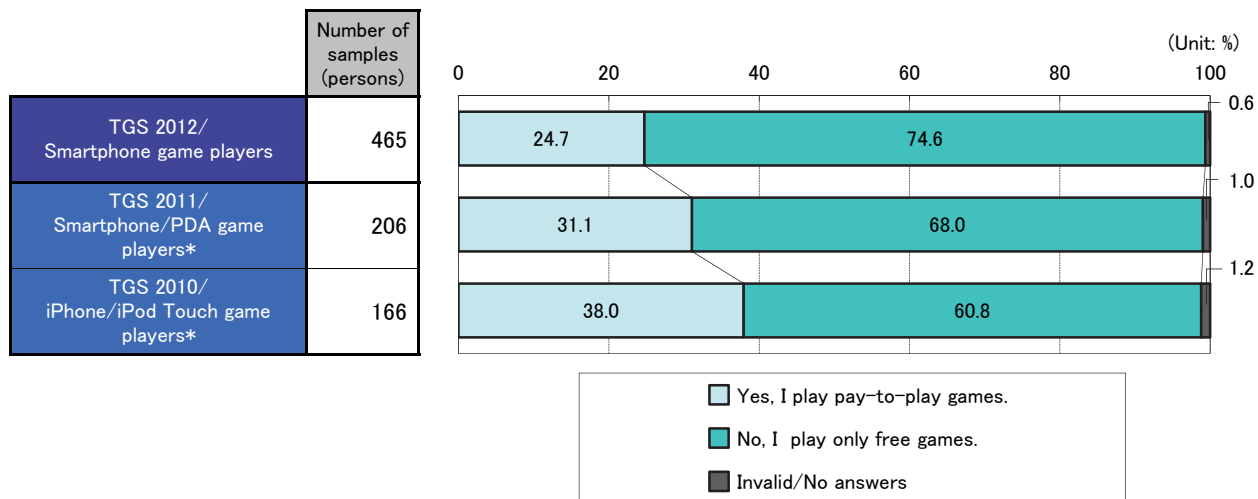
- The proportion of respondents who "play habitually" greatly increased from the previous survey figure of 18.3% to 40.1%.
- "I play habitually" was selected more by male users (39.9%) than by female users (40.7%).
- "I play habitually" was selected the most by light users (41.2%).

2. Familiarity with pay-to-play games for smartphones/tablet PCs

【All the current smartphone/tablet PC game players】

【To all who selected "I play habitually" on a smartphone / tablet PC】

【Q】 Do you play pay-to-play games on your smartphone/tablet PC?



		Number of samples (persons)	Yes, I play pay-to-play games.	No, I play only free games.	Invalid/No answers
TGS 2012/ Smartphone game players		465	24.7	74.6	0.6
Gender	Male	356	28.7	71.1	0.3
	Female	109	11.9	86.2	1.8
User category	Heavy user	187	29.4	70.1	0.5
	Middle user	154	22.1	77.3	0.6
	Light user	124	21.0	78.2	0.8
Game player category	Social game players	280	26.8	72.9	0.4
	Mobile phone game players	188	20.2	79.3	0.5
	Online game players	208	34.6	63.9	1.4
	Arcade game players	168	27.4	72.6	0.0

*This question was asked regarding games on Smartphones/PDA in the 2010 TGS survey, and regarding games on Smartphones in the 2011 TGS survey.

• 24.7% of the game players on smartphones / tablet PCs played pay-to-play games; this ratio represents a continuing decrease. The percentage was higher for males (28.7%) than for females (11.9%). Heavy users played pay-to-play games the most (29.4%).

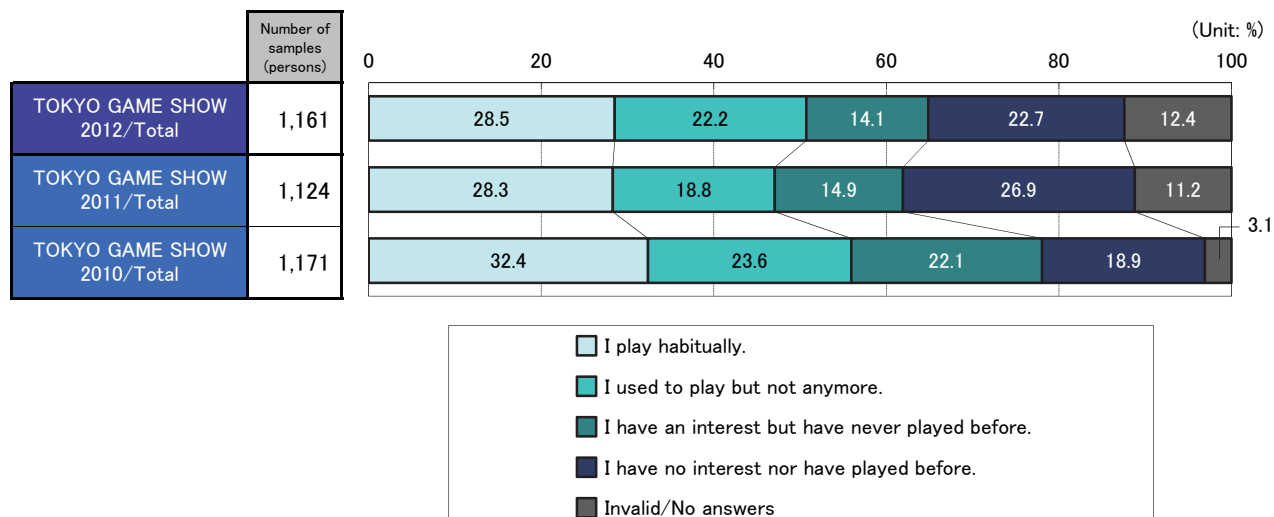
V. Mobile Phone Game Contents

1. Familiarity with mobile phone game contents

*Please answer only for games for mobile phones and PHS excluding smartphones.

*Please answer only for downloaded or incorporated games excluding social games.

[Q] Do you play games on your mobile phone/PHS?



(Unit: %)

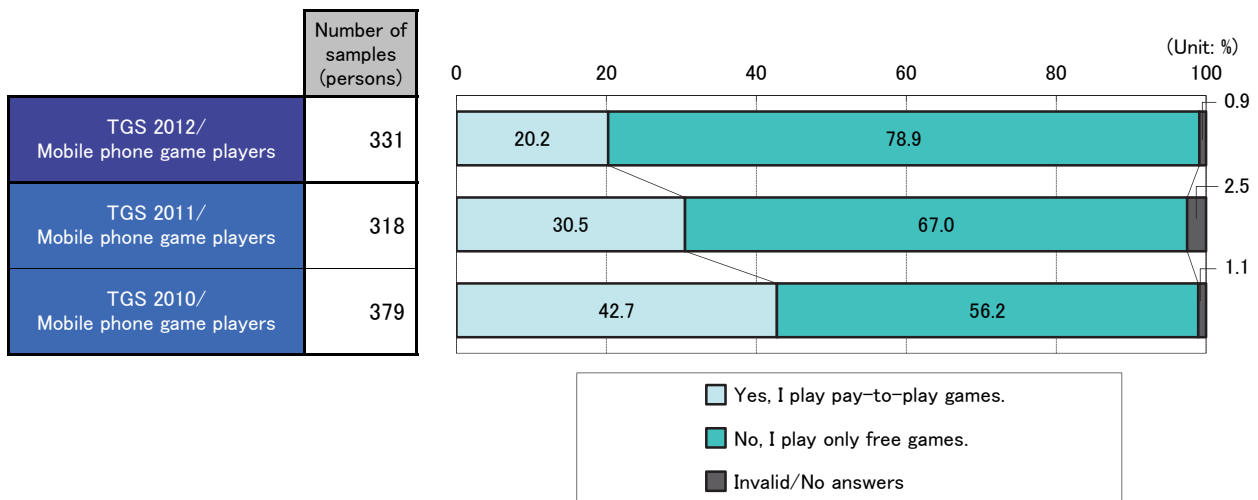
		Number of samples (persons)	I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
Gender and Age	TOKYO GAME SHOW 2012/Total	1,161	28.5	22.2	14.1	22.7	12.4
	Male	893	29.5	22.2	14.3	21.7	12.3
	3~9	20	20.0	15.0	30.0	15.0	20.0
	10~12	68	22.1	10.3	23.5	27.9	16.2
	13~15	91	25.3	11.0	17.6	29.7	16.5
	16~18	115	42.6	18.3	9.6	15.7	13.9
	19~24	171	28.1	29.8	7.6	21.6	12.9
	25~29	132	25.8	28.0	15.2	20.5	10.6
	30~39	203	28.6	25.6	16.7	20.7	8.4
	40~49	77	33.8	18.2	9.1	27.3	11.7
	50 or older	16	37.5	18.8	31.3	0.0	12.5
	Female	268	25.4	22.4	13.4	26.1	12.7
	3~9	14	28.6	7.1	14.3	42.9	7.1
	10~12	27	25.9	14.8	14.8	37.0	7.4
	13~15	8	12.5	0.0	37.5	37.5	12.5
	16~18	18	5.6	50.0	16.7	22.2	5.6
	19~24	43	32.6	34.9	7.0	11.6	14.0
	25~29	38	28.9	21.1	5.3	26.3	18.4
	30~39	68	27.9	19.1	16.2	25.0	11.8
	40~49	42	21.4	19.0	16.7	26.2	16.7
	50 or older	10	20.0	20.0	10.0	40.0	10.0
User category	Heavy user	461	28.4	23.2	11.3	24.5	12.6
	Middle user	399	27.3	23.8	16.3	20.3	12.3
	Light user	301	30.2	18.6	15.6	23.3	12.3
Game player category	Social game players	515	43.9	22.7	9.1	11.1	13.2
	Smartphone/Tablet PC game players	465	40.4	22.8	7.3	13.5	15.9
	Online game players	434	35.9	22.1	10.6	19.4	12.0
	Arcade game players	382	32.5	23.6	10.2	20.9	12.8

- The proportion of respondents who "play habitually" was 28.5%, showing a slight increase from the previous result (28.3%).
- "I play habitually" was selected the most by male users in the "16~18" age group (42.6%) and by female users in the "19~24" age group (32.6%).
- "I play habitually" was selected the most by light users (30.2%).

2. Familiarity with pay-to-play games for mobile phones 【All mobile phone game players】

【To all who selected "I play habitually" on a mobile phone (mobile phone game players)】

【Q】 Do you play pay-to-play games on your mobile phone/PHS?



		Number of samples (persons)	(Unit: %)		
			Yes, I play pay-to-play games.	No, I play only free games.	Invalid/No answers
TGS 2012/ Mobile phone game players		331	20.2	78.9	0.9
Gender	Male	263	21.3	77.9	0.8
	Female	68	16.2	82.4	1.5
User category	Heavy user	131	21.4	78.6	0.0
	Middle user	109	21.1	78.0	0.9
	Light user	91	17.6	80.2	2.2
Game player category	Social game players	226	22.1	77.0	0.9
	Smartphone/Tablet PC game players	188	21.3	78.2	0.5
	Online game players	156	23.7	75.6	0.6
	Arcade game players	124	21.8	78.2	0.0

- The ratio of players of pay-to-play games decreased to 20.2%, showing a continuous decrease from the survey results of 2010 (42.7%) and 2011 (30.5%).
- The percentage for playing pay-to-play games on mobile phones was higher for males (21.3%) than for females (16.2%).
- As for the category of users, heavy users played pay-to-play games on mobile phones the most (21.4%).

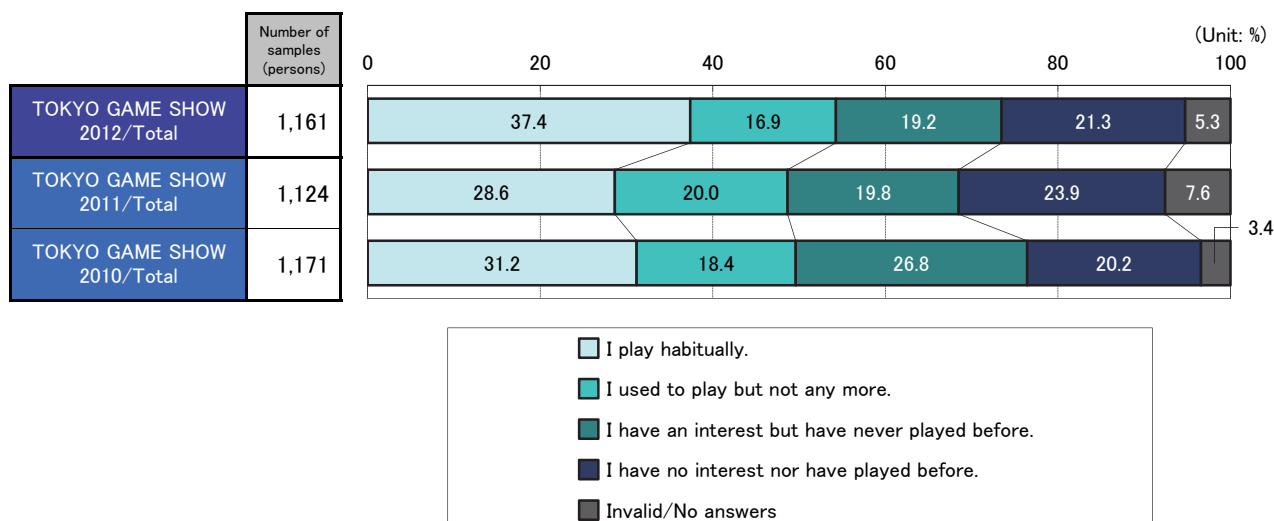
VI. On-line Games

1. Familiarity with on-line games

*Include MMOPRG, RTS, match-up combat games, etc. and Web browser games (puzzles/card games etc.) that function in real time. Exclude social games provided through SNS.

*Please give answers only for household videogames and PC games. Exclude games for mobile phones/PHS or smartphones/tablet PCs as well as arcade games.

[Q] Do you play on-line games?



(Unit: %)

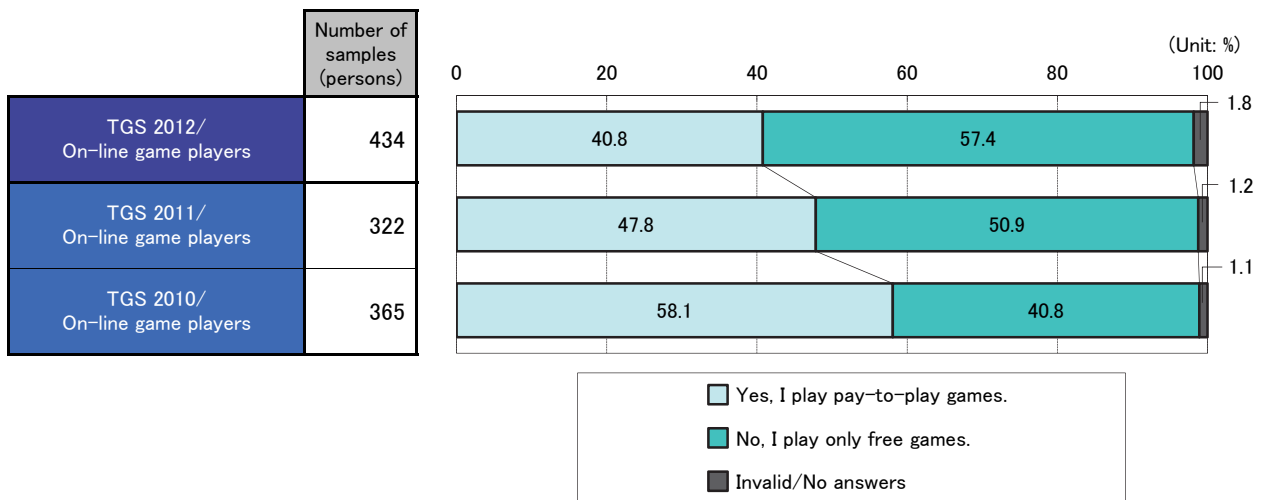
		Number of samples (persons)	I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2012/Total		1,161	37.4	16.9	19.2	21.3	5.3
Gender and Age	Male	893	41.7	17.1	18.9	17.9	4.4
	3~9	20	30.0	5.0	25.0	25.0	15.0
	10~12	68	33.8	5.9	26.5	20.6	13.2
	13~15	91	48.4	9.9	11.0	22.0	8.8
	16~18	115	54.8	19.1	12.2	10.4	3.5
	19~24	171	42.7	21.6	14.6	19.3	1.8
	25~29	132	40.2	18.2	23.5	17.4	0.8
	30~39	203	40.4	19.7	21.2	16.3	2.5
	40~49	77	29.9	18.2	22.1	26.0	3.9
	50 or older	16	31.3	12.5	37.5	0.0	18.8
	Female	268	23.1	16.0	20.1	32.5	8.2
	3~9	14	28.6	14.3	7.1	42.9	7.1
	10~12	27	37.0	7.4	11.1	37.0	7.4
	13~15	8	37.5	0.0	0.0	50.0	12.5
	16~18	18	0.0	44.4	11.1	44.4	0.0
	19~24	43	30.2	20.9	16.3	25.6	7.0
	25~29	38	23.7	15.8	18.4	34.2	7.9
	30~39	68	22.1	13.2	26.5	30.9	7.4
	40~49	42	14.3	11.9	35.7	23.8	14.3
	50 or older	10	20.0	20.0	10.0	40.0	10.0
User category	Heavy user	461	46.2	15.0	17.1	16.5	5.2
	Middle user	399	35.3	18.5	19.0	22.3	4.8
	Light user	301	26.6	17.6	22.6	27.2	6.0
Game player category	Social game players	515	42.7	20.0	18.6	14.8	3.9
	Smartphone/Tablet PC game players	465	44.7	18.7	16.6	16.3	3.7
	Mobile phone game players	331	47.1	13.6	20.5	15.1	3.6
	Arcade game players	382	46.6	16.8	13.6	19.1	3.9

- The number of respondents who habitually played on-line games was 37.4%, showing an increase from the result of 2011 (28.6%).
- More males (41.7%) play habitually than females (23.1%).
- Frequent players of household videogames tended to play on-line games habitually.

2. Familiarity with pay-to-play on-line games 【All the current on-line game players】

【To all who selected "I habitually play on-line games"】

[Q] Do you play pay-to-play online games?



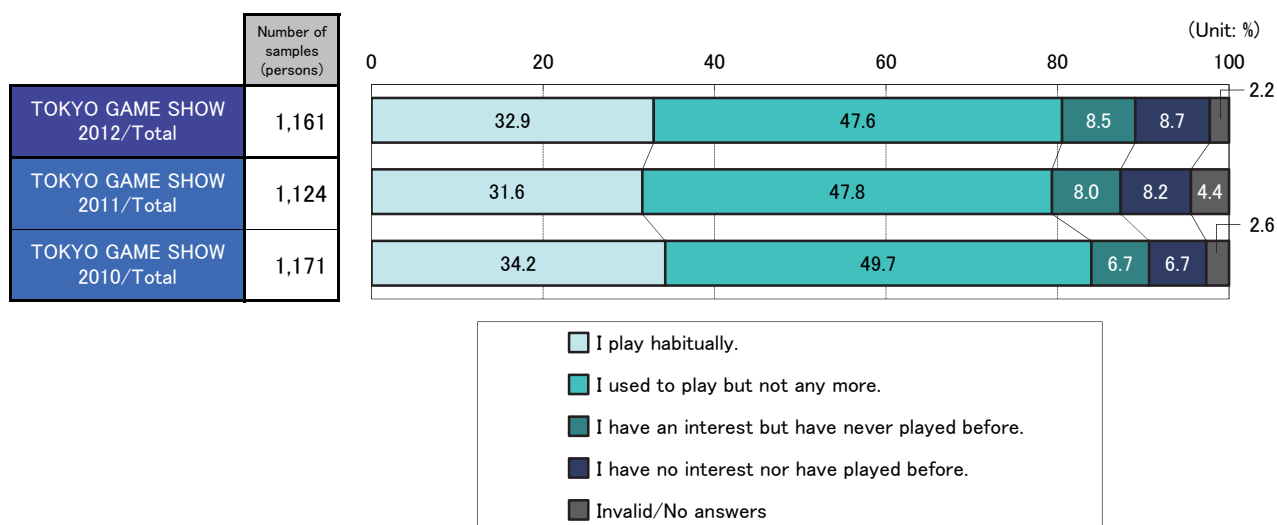
		Number of samples (persons)	Yes, I play pay-to-play games.	No, I play only free games.	Invalid/No answers
TGS 2012/ On-line game players		434	40.8	57.4	1.8
Gender	Male	372	42.5	56.2	1.3
	Female	62	30.6	64.5	4.8
User category	Heavy user	213	44.6	54.9	0.5
	Middle user	141	37.6	58.9	3.5
	Light user	80	36.3	61.3	2.5
Game player category	Social game players	220	47.3	51.4	1.4
	Smartphone/Tablet PC game players	208	37.5	60.1	2.4
	Mobile phone game players	156	39.1	58.3	2.6
	Arcade game players	178	34.3	64.6	1.1

• The percentage of on-line game players who played pay-to-play games was 40.8%, which represents a continuous decrease from the results of 2010 (58.1%) and 2011 (47.8%). More males (42.5%) play pay-to-play games habitually than females (30.6%).

VII. Arcade Games

1. Familiarity with arcade games

[Q] Do you play games in a game center?



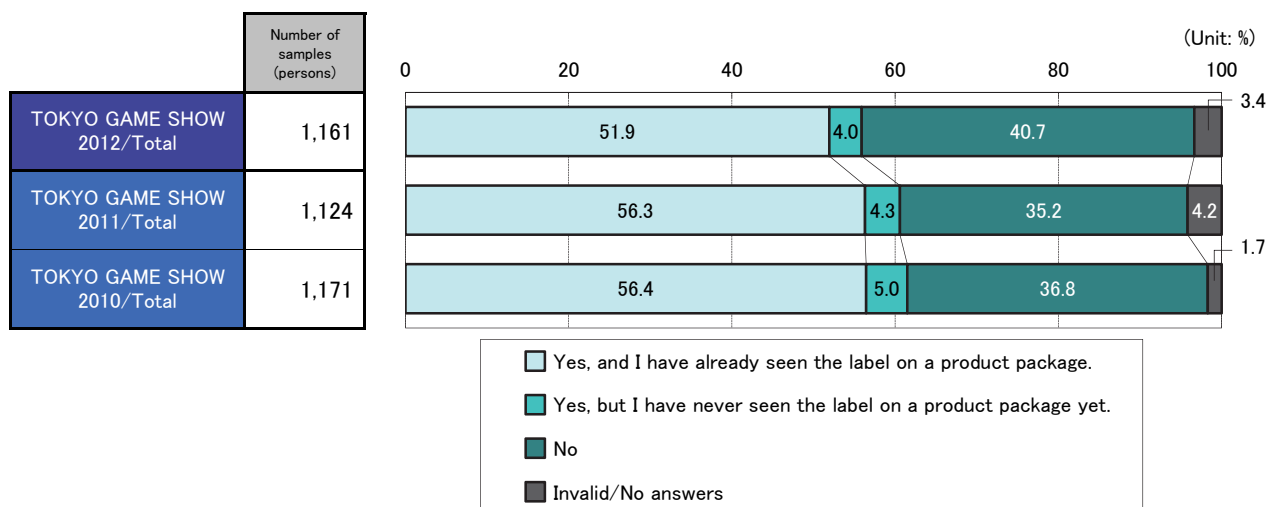
		Number of samples (persons)	(Unit: %)				
			I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2012/Total		1,161	32.9	47.6	8.5	8.7	2.2
Gender and Age	Male	893	34.0	47.4	8.0	8.5	2.1
	3~9	20	45.0	20.0	20.0	5.0	10.0
	10~12	68	32.4	45.6	7.4	8.8	5.9
	13~15	91	46.2	30.8	6.6	13.2	3.3
	16~18	115	49.6	34.8	7.8	5.2	2.6
	19~24	171	36.3	41.5	7.0	13.5	1.8
	25~29	132	34.8	49.2	8.3	6.1	1.5
	30~39	203	25.6	61.1	7.9	5.4	0.0
	40~49	77	16.9	63.6	9.1	9.1	1.3
	50 or older	16	6.3	68.8	6.3	12.5	6.3
	Female	268	29.1	48.5	10.4	9.3	2.6
	3~9	14	42.9	28.6	0.0	28.6	0.0
	10~12	27	37.0	37.0	11.1	11.1	3.7
	13~15	8	37.5	25.0	25.0	12.5	0.0
	16~18	18	55.6	27.8	16.7	0.0	0.0
User category	Heavy user	461	38.6	44.9	7.2	6.5	2.8
	Middle user	399	32.3	45.1	11.0	9.8	1.8
	Light user	301	24.9	55.1	7.3	10.6	2.0
Game player category	Social game players	515	36.9	47.2	8.0	6.0	1.9
	Smartphone/Tablet PC game players	465	36.1	47.1	7.5	7.3	1.9
	Mobile phone game players	331	37.5	44.7	10.0	6.0	1.8
	Online game players	434	41.0	43.3	8.1	6.7	0.9

- The percentage of respondents who “habitually play arcade games” was 32.9%, which represents an increase from the previous result (31.6%).
- The ratio of respondents who “habitually play arcade games” was the highest for the “16~18” age group both for males (49.6%) and females (55.6%).

VIII. Rating Label

1. Awareness of the rating label

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



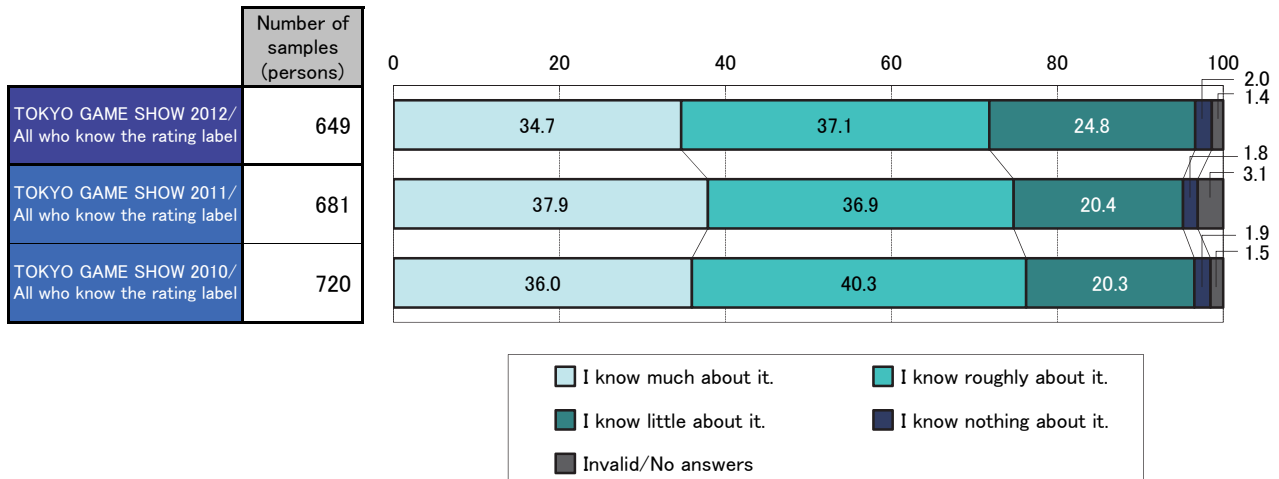
		(Unit: %)				
		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/ No answers
TOKYO GAME SHOW 2012/Total		1,161	51.9	4.0	40.7	3.4
Gender and Age	Male	893	58.0	4.0	34.9	3.0
	3～9	20	20.0	0.0	60.0	20.0
	10～12	68	52.9	4.4	35.3	7.4
	13～15	91	65.9	2.2	30.8	1.1
	16～18	115	61.7	7.8	25.2	5.2
	19～24	171	67.8	2.9	28.1	1.2
	25～29	132	70.5	4.5	24.2	0.8
	30～39	203	48.8	4.4	43.3	3.4
	40～49	77	46.8	1.3	51.9	0.0
	50 or older	16	18.8	6.3	68.8	6.3
	Female	268	31.7	3.7	60.1	4.5
	3～9	14	7.1	0.0	78.6	14.3
	10～12	27	25.9	7.4	63.0	3.7
	13～15	8	50.0	0.0	50.0	0.0
	16～18	18	44.4	5.6	50.0	0.0
	19～24	43	58.1	2.3	34.9	4.7
	25～29	38	44.7	0.0	55.3	0.0
	30～39	68	20.6	4.4	70.6	4.4
	40～49	42	19.0	4.8	66.7	9.5
	50 or older	10	10.0	10.0	80.0	0.0
User category	Heavy user	461	61.2	3.5	32.3	3.0
	Middle user	399	54.6	3.5	38.8	3.0
	Light user	301	34.2	5.3	56.1	4.3

- The number of respondents who answered "Yes, and I have already seen the label on a product package" decreased from 56.3% to 51.9%.
- 60.1% of female users and 56.1% of light users of household videogames did not know of the label, and the awareness of it among users in these categories remained relatively low.

2. Familiarity with the function of a rating label 【All who know 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?



(Unit: %)

		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 2012/ All who know the rating label		649	34.7	37.1	24.8	2.0	1.4
Gender and Age	Male	554	35.9	35.4	25.1	2.0	1.6
	3~9	4	75.0	25.0	0.0	0.0	0.0
	10~12	39	28.2	35.9	30.8	2.6	2.6
	13~15	62	37.1	35.5	25.8	1.6	0.0
	16~18	80	30.0	32.5	32.5	2.5	2.5
	19~24	121	44.6	31.4	19.0	3.3	1.7
	25~29	99	34.3	37.4	25.3	1.0	2.0
	30~39	108	36.1	35.2	25.9	0.9	1.9
	40~49	37	29.7	51.4	16.2	2.7	0.0
	50 or older	4	0.0	25.0	75.0	0.0	0.0
	Female	95	27.4	47.4	23.2	2.1	0.0
	3~9	1	0.0	100.0	0.0	0.0	0.0
	10~12	9	22.2	33.3	22.2	22.2	0.0
	13~15	4	0.0	25.0	75.0	0.0	0.0
	16~18	9	44.4	55.6	0.0	0.0	0.0
	19~24	26	38.5	46.2	15.4	0.0	0.0
	25~29	17	23.5	47.1	29.4	0.0	0.0
	30~39	17	17.6	58.8	23.5	0.0	0.0
	40~49	10	30.0	40.0	30.0	0.0	0.0
	50 or older	2	0.0	50.0	50.0	0.0	0.0
User category	Heavy user	298	40.9	33.9	21.5	2.3	1.3
	Middle user	232	30.2	41.4	26.7	0.9	0.9
	Light user	119	27.7	37.0	29.4	3.4	2.5

• The number of respondents who selected “I know a lot about it” (34.7%) decreased compared with 2011 (37.9%). When the number of respondents who selected “I am somewhat familiar with it” (37.1%) was added, 71.8% of the respondents who had some knowledge of the label understood its function.

3. Descriptions of rating label given by respondents

【All respondents who were very familiar or only slightly familiar with the function of the rating label】《Free answer》

【To all respondents who selected “I know a lot about it” and “I know a little about it” (Those who know the rating label)】

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

(223 valid responses: n=466 persons)

(Unit: persons)

Perfect/Nearly perfect comprehension / Understanding of purpose	132
◎Perfect comprehension: It is a reference marking that indicates “recommended user age groups” according to “game contents”. <ul style="list-style-type: none"> •Age-group classification, standards for contents •Standards for users’ ages and standards for erotic and grotesque contents •Games classified as A, B, C, D, Z, and violent or grotesque contents •Age-group classification, standards for contents •Reference for appropriate ages and genres •Age group that will be less affected by the game contents •Age-group classification according to game contents •Reference for player’s ages according to game contents such as gory scenes •Age-group classification according to game contents •General indication of intended age group and contents 	16
○Nearly perfect comprehension: It is a reference marking indicating “recommended user age groups” (“game contents” not mentioned). <ul style="list-style-type: none"> •Age-group classification such as “18 years or older” according to the game •Classification according to age •Indication of ages of target players •Indication of appropriate ages for purchasing the game •Approximate target ages •Indication of ages of target players •Marks that indicate appropriate ages for playing the games •CERO’s rating of the game according to the ages of target players •Reference for appropriate age for purchase of the game •Reference for appropriate ages •Appropriate ages for purchasing the game (no legal binding) •Reference (other than Z) •Reference for appropriate ages to play games •Indication of appropriate ages for games 	66
○Near-perfect comprehension: It is a reference marking of “game contents” (“recommended user age groups” not mentioned). <ul style="list-style-type: none"> •Reference for stimulating content •To prevent children from seeing extreme content •Drug- and crime-related games and violent and sexual games •Reference for whether games include violent content •Warning about erotic and grotesque content •Classified as B or C depending on whether game characters bleed 	13
○Nearly perfect comprehension: Understanding of specific rating categories (“game contents” not mentioned). <ul style="list-style-type: none"> •A is acceptable for everyone, and Z is not good for children. •Classification as A, B, C, D, Z according to players’ ages •A: all ages, B: 12 or older, C: 15 or older, etc. •Classification according to players’ ages; B: 12 or older, C: 15 or older •Children should not play Z-rated games. •Checking of age is only required for Z-rated games. 	15
○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"> •Educational consideration for children and guidance for parents •For the purpose of preventing children from seeing inappropriate game contents •Some game contents affect children •To distinguish games that are harmful to youth from other games •There are game contents which are not good from an educational view point. •Voluntary regulation in the game industry 	11
△Indication of ages or rating categories only <ul style="list-style-type: none"> •There are classifications of A ~D and Z. •There are classifications of A ~C ?, D and Z. •Z-rating •Ages •Depends on player’s age •By age 	11
Misapprehension / Unclear	91
× Misapprehension: It is a rating for a “restriction” or a “ban” on purchase based on consumer age. <ul style="list-style-type: none"> •Age limit •Age limit (purchasers) •Age limit of game players •Age limit for A, B and C •The software that players of each age group can purchase is limited. •People who are not in the target age group are not allowed to use it because of its bad influence •Age limit according to the contents of the game •Age limit according to the game contents •Age limit for purchasing the game, determined according to its contents •Age limit according to the game contents 	84
× Misapprehension: It is a system that legally regulates the contents of games. <ul style="list-style-type: none"> •Regulation of content •Age limit according to game contents that include extreme scenes, such as those that contain violence •Regulation of sexual content •Restricts children from playing grotesque games. 	5
× Answers about judging methods (Misunderstanding of the intention of the question) <ul style="list-style-type: none"> •CERO •CERO determines the game rating depending on game contents. 	2

Note 1) Comments were selected from among the responses, and are unedited.

Note 2) If they were too ambiguous, vague, meaningless or scattered, the responses to open-ended questions, as well as the responses to questions about “familiarity with the function of a rating label” were regarded as invalid.

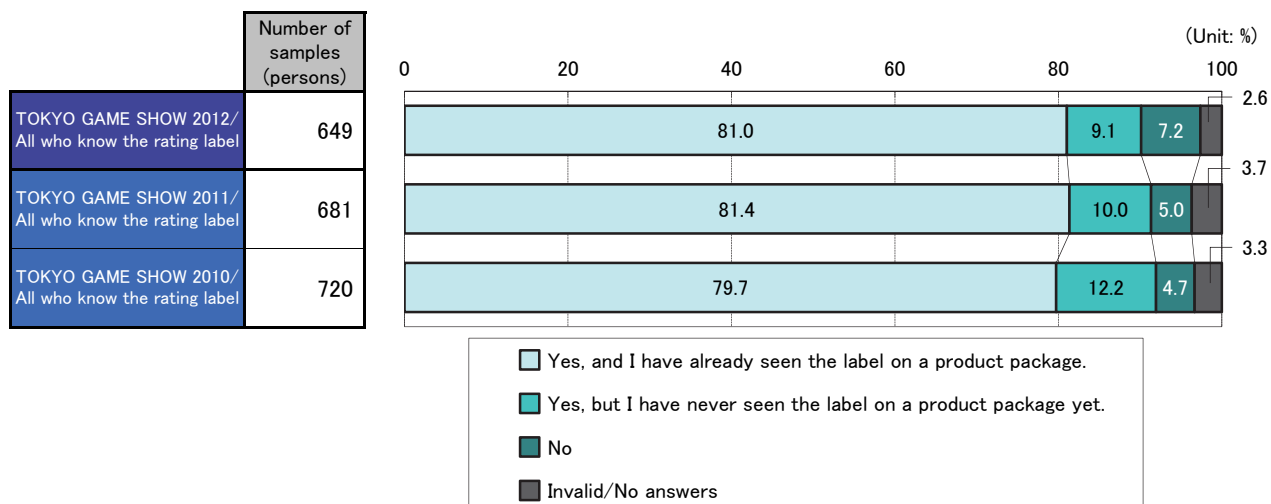
•When respondents who have some knowledge of the rating marks such as specific categories or the purpose of the system are included, 132 respondents out of 223 valid responses (59.2%) acknowledged the rating marks, which showed a decrease from 2011 (61.6%).

•Quite a few respondents (84 persons) misunderstood the system, thinking that “It is a rating for a “restriction” or a “ban” on purchase based on consumer age”.

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 about class Z (Only 18 or older)?



(Unit: %)

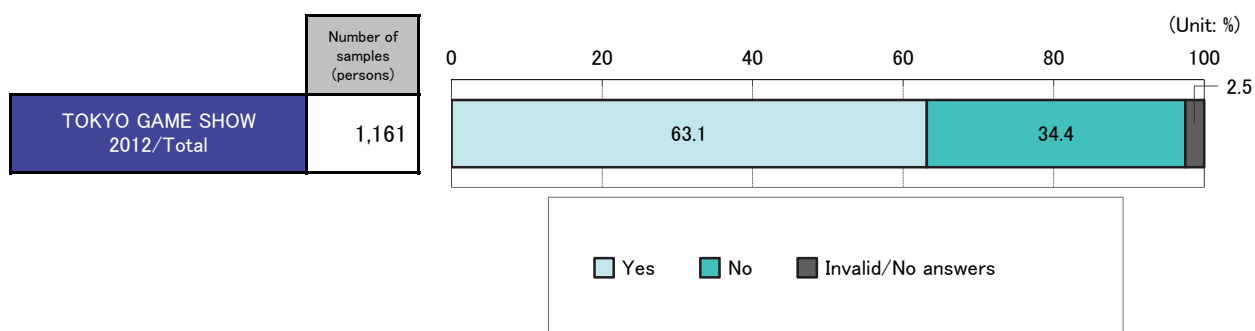
		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2012/ All who know the rating label		649	81.0	9.1	7.2	2.6
Gender and Age	Male	554	82.3	8.1	6.5	3.1
	3~9	4	50.0	50.0	0.0	0.0
	10~12	39	64.1	17.9	10.3	7.7
	13~15	62	88.7	8.1	3.2	0.0
	16~18	80	91.3	5.0	2.5	1.3
	19~24	121	86.8	5.8	6.6	0.8
	25~29	99	78.8	9.1	6.1	6.1
	30~39	108	79.6	7.4	11.1	1.9
	40~49	37	78.4	8.1	5.4	8.1
	50 or older	4	75.0	0.0	0.0	25.0
	Female	95	73.7	14.7	11.6	0.0
	3~9	1	100.0	0.0	0.0	0.0
	10~12	9	44.4	22.2	33.3	0.0
	13~15	4	75.0	25.0	0.0	0.0
	16~18	9	100.0	0.0	0.0	0.0
	19~24	26	88.5	7.7	3.8	0.0
	25~29	17	88.2	5.9	5.9	0.0
	30~39	17	52.9	29.4	17.6	0.0
	40~49	10	50.0	30.0	20.0	0.0
	50 or older	2	50.0	0.0	50.0	0.0
User category	Heavy user	298	84.9	6.7	5.0	3.4
	Middle user	232	79.7	11.2	7.3	1.7
	Light user	119	73.9	10.9	12.6	2.5

- The number of respondents who replied “Yes, and I have already seen the label on a product package” slightly decreased from 81.4% to 81.0%.
- The number of respondents who replied “Yes, but I haven’t yet seen the label on a product package” decreased from 10.0% to 9.1%, and the total number of people who knew of the Z category decreased from 91.3% to 90.1%.

IX. Trends with Regard to Spending Allowance (Salary) – Cross Table with the Parameters of User Categories

1. Regular receipt of an allowance (salary)

[Q] Do you receive money you can spend freely (allowance or salary) on the same day every month?



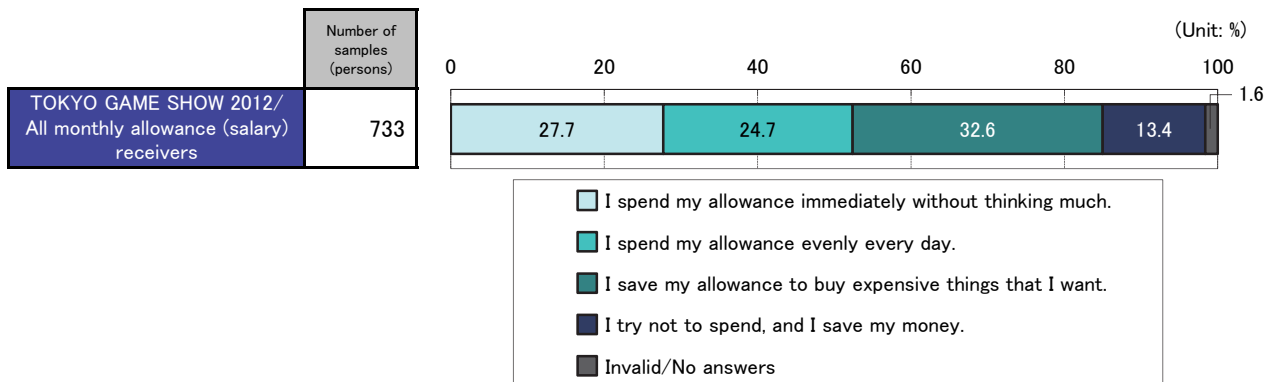
		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2012/Total		1,161	63.1	34.4	2.5
Gender and Age	Male	893	63.2	34.7	2.1
	3~9	20	25.0	60.0	15.0
	10~12	68	39.7	57.4	2.9
	13~15	91	54.9	44.0	1.1
	16~18	115	65.2	32.2	2.6
	19~24	171	71.3	27.5	1.2
	25~29	132	69.7	28.8	1.5
	30~39	203	69.0	29.1	2.0
	40~49	77	61.0	37.7	1.3
	50 or older	16	37.5	56.3	6.3
	Female	268	63.1	33.2	3.7
	3~9	14	21.4	71.4	7.1
	10~12	27	37.0	59.3	3.7
	13~15	8	62.5	25.0	12.5
	16~18	18	44.4	55.6	0.0
	19~24	43	97.7	2.3	0.0
	25~29	38	68.4	21.1	10.5
	30~39	68	61.8	36.8	1.5
	40~49	42	61.9	33.3	4.8
	50 or older	10	70.0	30.0	0.0
User category	Heavy user	461	62.0	34.1	3.9
	Middle user	399	65.9	32.8	1.3
	Light user	301	61.1	36.9	2.0
Game player category	Social game players	515	65.6	31.3	3.1
	Smartphone/Tablet PC game players	465	63.9	31.8	4.3
	Mobile phone game players	331	62.2	34.4	3.3
	Online game players	434	63.6	32.9	3.5
	Arcade game players	382	64.9	33.8	1.3

- 63.1% of the respondents received their allowance (salary) on the same day every month.
- There is no big difference according to game player category.

2. Trends with Regard to Spending Allowance (Salary) 【All who receive a monthly allowance (salary)】

【To all who receive an allowance (salary) on the same day every month (Receivers of monthly allowance (salary))】

【Q】 Select the behavior that is the most similar to yours.



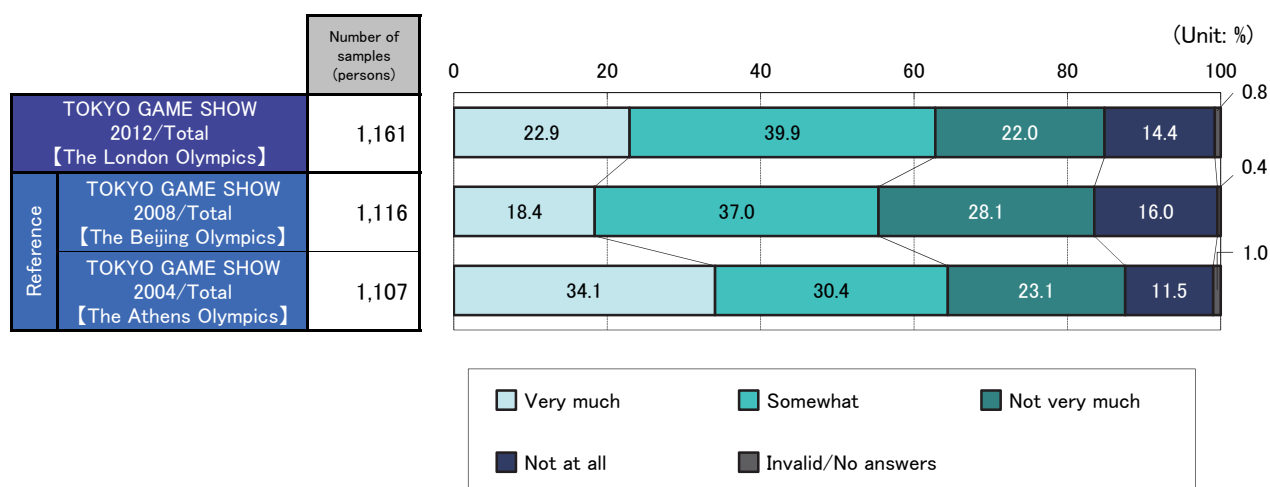
		(Unit: %)				
		Number of samples (persons)	I spend my allowance immediately without thinking much.	I spend my allowance evenly every day.	I save my allowance to buy expensive things that I want.	I try not to spend, and I save my money.
TOKYO GAME SHOW 2012/ All monthly allowance (salary) receivers		733	27.7	24.7	32.6	13.4
Gender and Age	Male	564	29.4	23.2	34.0	11.5
	3~9	5	60.0	0.0	0.0	40.0
	10~12	27	33.3	14.8	33.3	14.8
	13~15	50	26.0	22.0	32.0	20.0
	16~18	75	32.0	20.0	37.3	9.3
	19~24	122	29.5	22.1	32.8	13.1
	25~29	92	25.0	25.0	39.1	7.6
	30~39	140	27.1	24.3	35.0	12.1
	40~49	47	38.3	34.0	23.4	4.3
	50 or older	6	33.3	16.7	50.0	0.0
	Female	169	21.9	29.6	27.8	19.5
	3~9	3	33.3	0.0	0.0	33.3
	10~12	10	30.0	10.0	10.0	50.0
	13~15	5	20.0	0.0	40.0	40.0
	16~18	8	12.5	62.5	12.5	12.5
	19~24	42	19.0	28.6	31.0	21.4
	25~29	26	23.1	26.9	26.9	23.1
	30~39	42	21.4	31.0	33.3	14.3
	40~49	26	26.9	38.5	23.1	11.5
	50 or older	7	14.3	28.6	42.9	0.0
User category	Heavy user	286	30.8	26.2	31.5	9.4
	Middle user	263	22.8	24.0	39.5	12.5
	Light user	184	29.9	23.4	24.5	20.7
Game player category	Social game players	338	28.1	26.6	32.8	10.1
	Smartphone/Tablet PC game players	297	27.6	27.6	29.3	13.5
	Mobile phone game players	206	28.2	24.8	33.5	12.6
	Online game players	276	29.0	25.7	34.4	9.1
	Arcade game players	248	33.9	23.4	29.0	12.1

- The ratio of “I save my allowance to buy expensive things that I want” (32.6%) was the highest among the respondents who were receiving their allowance (salary) on the same day every month.
- The ratio of “I spend my allowance immediately without thinking much” (33.9%) was the highest among arcade game players.

X. The London Olympics and Games

1. Interest in the London Olympics

[Q] How interested were you in the London Olympic Games held this year?



		Number of samples (persons)	(Unit: %)				
			Very much	Somewhat	Not very much	Not at all	Invalid/No answers
TOKYO GAME SHOW 2012/Total 【The London Olympics】		1,161	22.9	39.9	22.0	14.4	0.8
Gender and Age	Male	893	23.2	39.4	22.3	14.4	0.7
	3~9	20	25.0	50.0	5.0	15.0	5.0
	10~12	68	27.9	38.2	19.1	11.8	2.9
	13~15	91	26.4	44.0	18.7	11.0	0.0
	16~18	115	26.1	33.0	26.1	14.8	0.0
	19~24	171	15.2	44.4	20.5	19.9	0.0
	25~29	132	18.2	34.1	27.3	19.7	0.8
	30~39	203	24.6	39.9	24.6	10.8	0.0
	40~49	77	29.9	41.6	18.2	9.1	1.3
	50 or older	16	37.5	25.0	18.8	12.5	6.3
	Female	268	22.0	41.4	21.3	14.2	1.1
	3~9	14	14.3	28.6	21.4	35.7	0.0
	10~12	27	33.3	29.6	25.9	7.4	3.7
	13~15	8	12.5	62.5	25.0	0.0	0.0
	16~18	18	11.1	55.6	11.1	22.2	0.0
	19~24	43	16.3	34.9	34.9	14.0	0.0
	25~29	38	23.7	39.5	15.8	21.1	0.0
	30~39	68	16.2	47.1	22.1	13.2	1.5
	40~49	42	28.6	45.2	14.3	9.5	2.4
	50 or older	10	60.0	30.0	10.0	0.0	0.0
User category	Heavy user	461	18.0	36.7	26.9	17.6	0.9
	Middle user	399	24.3	42.9	19.5	12.3	1.0
	Light user	301	28.6	40.9	17.9	12.3	0.3

• When “very much” and “somewhat” were added, 62.8% of the respondents were interested in the London Olympics. The rate was higher than that for the Beijing Olympics (55.4%), revealed by the Tokyo Game Show 2008 survey.

• “Heavy users” of household video games selected “I was very much interested” (18.0%) and “I was somewhat interested” (36.7%) less, and “I was not very much interested” (26.9%) and “I was not interested at all” (17.6%) more, compared to users in other categories.

2. Purchase of household video games related to the Olympics

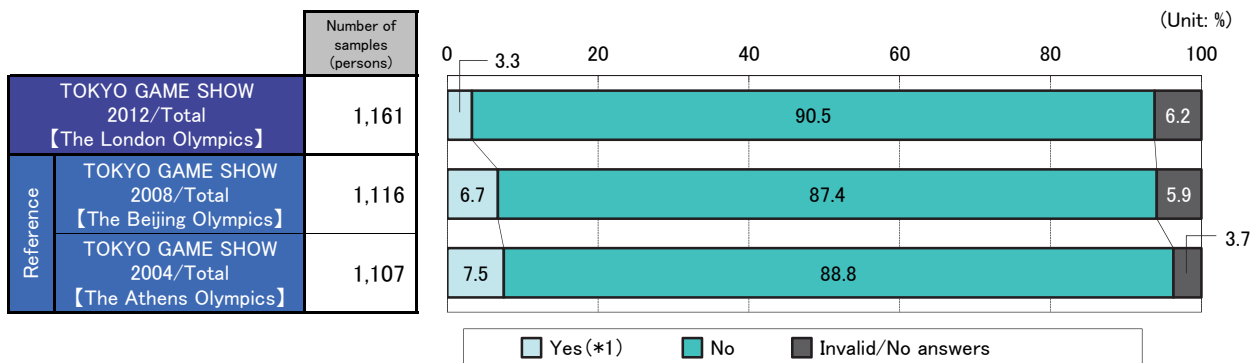
[Q] Did you buy any videogame software related to sports included in the Olympic Games (soccer, tennis, boxing, archery, etc.) in the last year? *Exc. PC and mobile phone games.

【To all who selected “Yes”】

•If the answer is “Yes”, please indicate the name and the type of console.

•When did you buy the game software? Choose the periods.

(1) Purchasing rate of household videogames related to the Olympics



		Number of samples (persons)	(Unit: %)		
			Yes	No	Invalid/No answers
TOKYO GAME SHOW 2012/Total 【The London Olympics】		1,161	3.3	90.5	6.2
Gender and Age	Male	893	3.1	91.6	5.3
	3~9	20	5.0	85.0	10.0
	10~12	68	7.4	79.4	13.2
	13~15	91	2.2	97.8	0.0
	16~18	115	0.0	96.5	3.5
	19~24	171	2.9	93.0	4.1
	25~29	132	4.5	88.6	6.8
	30~39	203	3.0	91.1	5.9
	40~49	77	2.6	92.2	5.2
	50 or older	16	6.3	93.8	0.0
	Female	268	3.7	86.9	9.3
	3~9	14	0.0	78.6	21.4
	10~12	27	11.1	85.2	3.7
	13~15	8	0.0	87.5	12.5
	16~18	18	0.0	100.0	0.0
	19~24	43	2.3	88.4	9.3
	25~29	38	2.6	92.1	5.3
	30~39	68	4.4	82.4	13.2
	40~49	42	4.8	85.7	9.5
	50 or older	10	0.0	90.0	10.0
User category	Heavy user	461	2.4	89.6	8.0
	Middle user	399	4.5	90.2	5.3
	Light user	301	3.0	92.4	4.7
Interests in London Olympics	Interested (*2)	729	4.0	92.9	3.2
	Uninterested (*2)	423	2.1	87.9	9.9
	Invalid/No answer	9	0.0	22.2	77.8

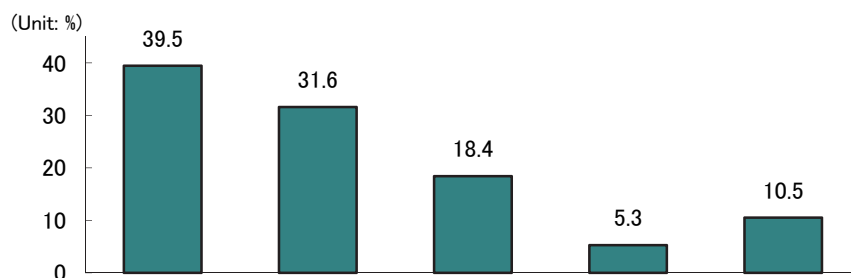
*1: The question in the 2004 TGS survey (Athens Olympic Games) was “bought/will buy”.

*2: The respondents who answered “very much interested” and “fairly interested” were integrated into the “interested” category and those who answered “not very much interested” and “not interested at all” were integrated into the “uninterested” category.

•Only 3.3% of all respondents purchased a household videogame related to the Olympics in the past year. “Baseball”, which was played at the Beijing Olympics, was not played at the London Olympics.

(2) Time when purchasing the Olympic-related household videogames
 【All who selected “Yes”】 《Multiple answers》

Tokyo Game Show 2008
 Purchasers of the Olympic-related
 household videogames (n=38)



		Number of samples (persons)	Oct. 2011–March 2012	April–July 2012	August 2012 (Olympic period)	Sept. 2012	Invalid/No answers
Tokyo Game Show 2012 Purchasers of the Olympic-related household videogames		38	39.5	31.6	18.4	5.3	10.5
Gender	Male	28	50.0	28.6	7.1	7.1	7.1
	Female	10	10.0	40.0	50.0	0.0	20.0
Frequency of playing household	Heavy user	11	27.3	54.5	18.2	9.1	9.1
	Middle user	18	50.0	16.7	16.7	5.6	11.1
	Light user	9	33.3	33.3	22.2	0.0	11.1

(Unit: %)

(3) Titles of the Olympic-related household videogames
 【All who selected “Yes”】 《Free/Multiple answers》

Tokyo Game Show 2012 Purchasers of the Olympic-related household video games (n=38): Valid answers 20/Total number of titles 20

Title/Series	Console	Title Qty
【Breakdown】 Title		
“Winning Eleven” series		8
WORLD SOCCER Winning Eleven 2012	PSP	3
WORLD SOCCER Winning Eleven 2012	PS3	1
“Winning Eleven” “Wi Ele”	PS3	3
“Winning Eleven” “Wi Ele”	(No answer)	1
Mario and Sonic at the London 2012 Olympic Games		8
Mario and Sonic at the London 2012 Olympic Games	3DS	5
Mario and Sonic at the London 2012 Olympic Games	Wii	2
Mario and Sonic at the London 2012 Olympic Games	Wii/3DS	1
Inazuma Eleven Strikers 2012 Xtreme	Wii	1
“DECA SPORTA”	Wii	1
FIFA2012	PSV	1
Mario Tennis Open	3DS	1

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, 3DS: Nintendo 3DS, PS3: PlayStation 3, PSP: PSP(PlayStation Portable)

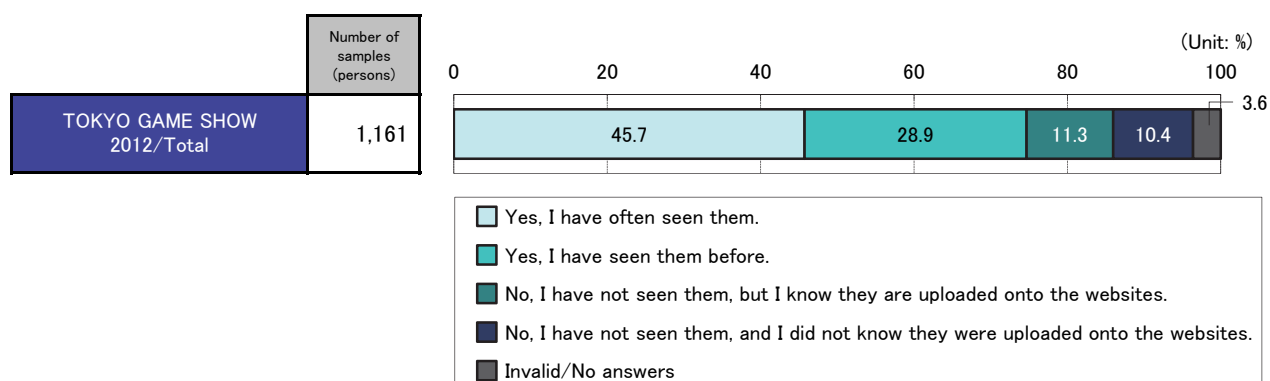
PSV: PlayStation Vita

- “October 2011–March 2012” was the period in which the most purchasers (39.5%) bought Olympics-related video games.
- Many respondents purchased the “Winning Eleven” series (8) and “Mario&Sonic at the London Olympics” (8).

XI. Videos of Games Being Played on Video Websites

1. Viewing of games being played on video websites

[Q] Have you ever seen videos of games being played on video websites such as YouTube or Nico Nico Douga?



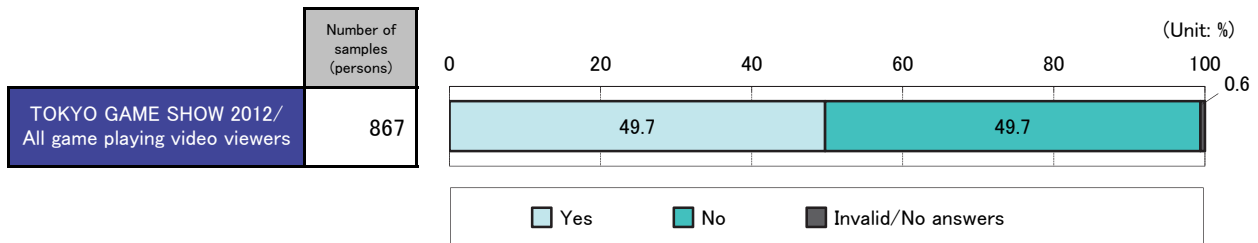
		(Unit: %)					
		Number of samples (persons)	Yes, I have often seen them.	Yes, I have seen them before.	No, I have not seen them, but I know they are uploaded onto the websites.	No, I have not seen them, and I did not know they were uploaded onto the websites.	Invalid/ No answers
TOKYO GAME SHOW 2012/Total		1,161	45.7	28.9	11.3	10.4	3.6
Gender and Age	Male	893	50.6	28.6	10.5	8.1	2.2
	3~9	20	20.0	25.0	10.0	35.0	10.0
	10~12	68	45.6	25.0	7.4	14.7	7.4
	13~15	91	61.5	24.2	7.7	4.4	2.2
	16~18	115	77.4	15.7	3.5	3.5	0.0
	19~24	171	60.8	28.7	5.3	4.1	1.2
	25~29	132	58.3	28.8	8.3	3.8	0.8
	30~39	203	36.0	37.9	16.3	8.4	1.5
	40~49	77	22.1	31.2	23.4	20.8	2.6
	50 or older	16	6.3	31.3	31.3	12.5	18.8
	Female	268	29.5	30.2	13.8	18.3	8.2
	3~9	14	28.6	35.7	7.1	14.3	14.3
	10~12	27	40.7	14.8	7.4	22.2	14.8
	13~15	8	50.0	0.0	25.0	12.5	12.5
	16~18	18	50.0	33.3	11.1	5.6	0.0
	19~24	43	34.9	34.9	18.6	7.0	4.7
	25~29	38	26.3	50.0	2.6	18.4	2.6
	30~39	68	29.4	30.9	17.6	16.2	5.9
	40~49	42	11.9	19.0	21.4	38.1	9.5
	50 or older	10	10.0	30.0	0.0	20.0	40.0
User category	Heavy user	461	58.1	24.5	5.6	8.5	3.3
	Middle user	399	42.4	29.6	15.3	10.3	2.5
	Light user	301	31.2	34.9	14.6	13.6	5.6

- 45.7% of all respondents replied, “Yes, I have often seen them”. When the number of “Yes, I have seen them before” was added, 74.7% of all respondents had seen videos of games being played on a website.
- The ratio of “Yes, I have often seen them” was the highest (58.1%) among heavy users of household videogames.

2. Purchase of games after viewing of games being played on websites 【All viewers of game-playing videos on websites】

【To all who replied “Yes, I have often seen them” and “Yes, I have seen them before” (Game-playing video viewers)】

〔Q〕 Have you ever bought game software after seeing it played on a website?



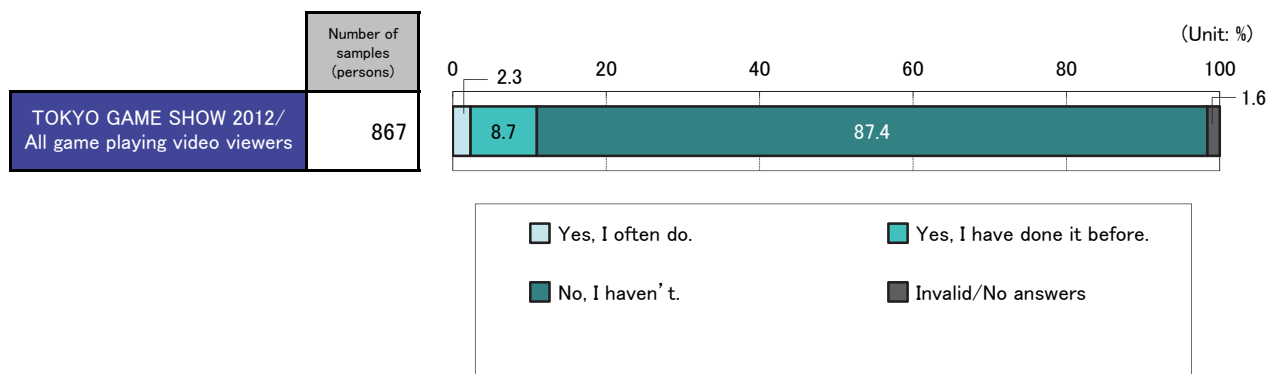
		Number of samples (persons)	(Unit: %)		
			Yes	No	Invalid/No answers
TOKYO GAME SHOW 2012/ All game playing video viewers		867	49.7	49.7	0.6
Gender and Age	Male	707	52.6	47.0	0.4
	3~9	9	22.2	77.8	0.0
	10~12	48	56.3	41.7	2.1
	13~15	78	64.1	35.9	0.0
	16~18	107	68.2	31.8	0.0
	19~24	153	57.5	42.5	0.0
	25~29	115	49.6	50.4	0.0
	30~39	150	40.7	58.0	1.3
	40~49	41	34.1	65.9	0.0
	50 or older	6	0.0	100.0	0.0
	Female	160	36.9	61.9	1.3
	3~9	9	22.2	77.8	0.0
	10~12	15	26.7	73.3	0.0
	13~15	4	50.0	50.0	0.0
	16~18	15	40.0	60.0	0.0
	19~24	30	46.7	53.3	0.0
	25~29	29	44.8	51.7	3.4
	30~39	41	31.7	65.9	2.4
	40~49	13	38.5	61.5	0.0
	50 or older	4	0.0	100.0	0.0
User category	Heavy user	381	61.4	38.1	0.5
	Middle user	287	46.0	53.3	0.7
	Light user	199	32.7	66.8	0.5

- About half (49.7%) of the respondents who had seen videos of games being played on a website bought the game software afterward.
- 61.4% of heavy users of household videogames replied “Yes” to this question.

3. Uploading of videos of game-playing 【All viewers of game- playing videos on websites 】

【To all who replied “Yes, I have often seen them” and “Yes, I have seen them before” (Game- playing video viewers)】

[Q] Have you ever uploaded videos of you playing games onto a website?



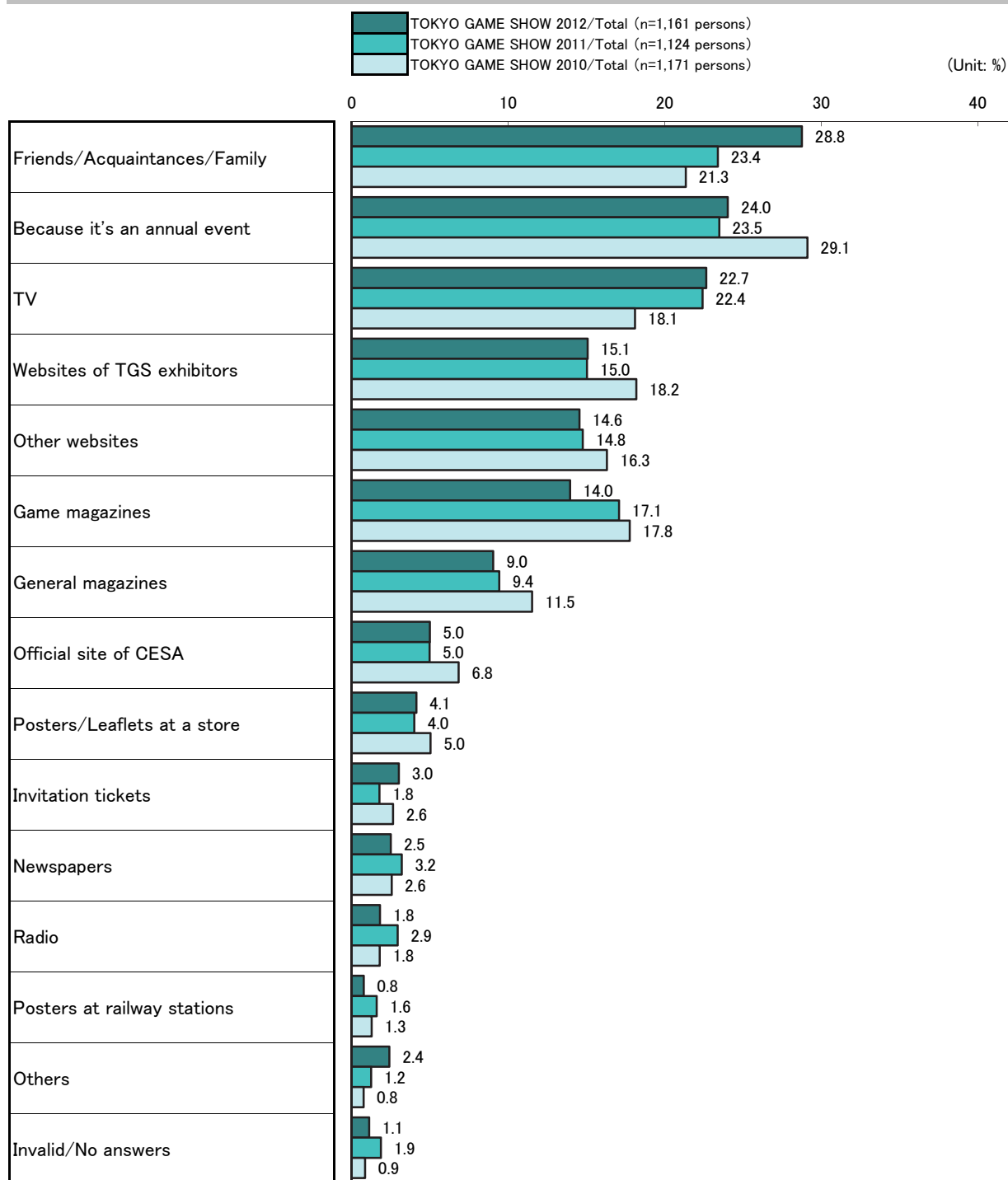
		Number of samples (persons)	Yes, I often do.	Yes, I have done it before.	No, I haven't.	Invalid/No answers
TOKYO GAME SHOW 2012/ All game playing video viewers		867	2.3	8.7	87.4	1.6
Gender and Age	Male	707	2.4	9.9	86.3	1.4
	3~9	9	0.0	0.0	100.0	0.0
	10~12	48	2.1	6.3	89.6	2.1
	13~15	78	3.8	7.7	88.5	0.0
	16~18	107	0.9	18.7	79.4	0.9
	19~24	153	3.9	7.2	88.9	0.0
	25~29	115	1.7	11.3	85.2	1.7
	30~39	150	2.0	9.3	86.0	2.7
	40~49	41	0.0	4.9	90.2	4.9
	50 or older	6	16.7	16.7	66.7	0.0
	Female	160	1.9	3.1	92.5	2.5
	3~9	9	0.0	0.0	100.0	0.0
	10~12	15	0.0	6.7	93.3	0.0
	13~15	4	0.0	0.0	100.0	0.0
	16~18	15	0.0	6.7	93.3	0.0
	19~24	30	3.3	3.3	93.3	0.0
	25~29	29	3.4	3.4	93.1	0.0
	30~39	41	0.0	2.4	90.2	7.3
	40~49	13	7.7	0.0	84.6	7.7
	50 or older	4	0.0	0.0	100.0	0.0
User category	Heavy user	381	2.6	11.0	84.0	2.4
	Middle user	287	2.1	7.3	89.5	1.0
	Light user	199	2.0	6.0	91.0	1.0

•2.3% of viewers of videos of games being played on a website replied “Yes, I often do”. When the number of “Yes, I have done it before” was added, 11.0% of all respondents uploaded their game playing.

XII. Turnout at TOKYO GAME SHOW 2012

1. Information source about TOKYO GAME SHOW 2012 《Multiple answers》

[Q] How did you know of "TOKYO GAME SHOW 2011"? Choose any number of answers.



• "Friends/Acquaintances/Family" increased from 23.4% to 28.8%, and ranked at the top, surpassing "Because it's an annual event" (24.0%)

(Gender and Age)

(Unit: %)

	TOKYO GAME SHOW 2012/Total	Gender and Age																			
		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
Number of samples (persons)	1,161	893	20	68	91	115	171	132	203	77	16	268	14	27	8	18	43	38	68	42	10
Friends/ Acquaintances/ Family	28.8	27.5	35.0	36.8	52.7	38.3	33.9	15.9	16.3	13.0	0.0	32.8	28.6	33.3	25.0	66.7	37.2	26.3	25.0	28.6	60.0
Because it's an annual event	24.0	24.3	10.0	8.8	19.8	24.3	29.8	29.5	28.6	18.2	6.3	23.1	7.1	11.1	0.0	16.7	30.2	34.2	27.9	23.8	0.0
TV	22.7	21.8	30.0	30.9	30.8	22.6	17.0	18.2	16.7	27.3	37.5	25.4	35.7	37.0	50.0	16.7	11.6	26.3	22.1	33.3	20.0
Websites of TGS exhibitors	15.1	16.5	5.0	11.8	9.9	20.0	15.2	18.2	19.2	19.5	12.5	10.4	0.0	7.4	0.0	16.7	11.6	13.2	14.7	7.1	0.0
Other websites	14.6	15.8	15.0	8.8	13.2	11.3	19.9	14.4	18.7	20.8	0.0	10.4	14.3	7.4	37.5	11.1	14.0	2.6	11.8	9.5	0.0
Game magazines	14.0	16.7	0.0	10.3	12.1	19.1	23.4	21.2	11.3	20.8	12.5	4.9	0.0	3.7	0.0	5.6	14.0	2.6	5.9	0.0	0.0
General magazines	9.0	10.2	5.0	10.3	7.7	10.4	11.7	9.1	11.8	6.5	18.8	5.2	0.0	18.5	12.5	11.1	2.3	2.6	4.4	2.4	0.0
Official site of CESA	5.0	5.7	5.0	2.9	2.2	6.1	3.5	8.3	7.9	7.8	0.0	2.6	0.0	3.7	0.0	0.0	4.7	0.0	2.9	2.4	10.0
Posters/ Leaflets at a store	4.1	4.6	5.0	1.5	6.6	3.5	4.7	4.5	5.4	3.9	6.3	2.6	0.0	3.7	0.0	0.0	7.0	0.0	1.5	4.8	0.0
Invitation tickets	3.0	2.8	5.0	1.5	2.2	6.1	4.1	2.3	1.0	0.0	12.5	3.7	7.1	11.1	0.0	5.6	0.0	2.6	4.4	2.4	0.0
Newspapers	2.5	2.6	0.0	1.5	2.2	2.6	2.3	2.3	3.0	1.3	18.8	2.2	0.0	11.1	0.0	0.0	0.0	5.3	0.0	2.4	0.0
Radio	1.8	1.9	0.0	0.0	0.0	3.5	2.3	1.5	2.0	2.6	6.3	1.5	7.1	3.7	12.5	0.0	0.0	0.0	0.0	0.0	10.0
Posters at railway stations	0.8	0.9	0.0	1.5	3.3	0.9	0.6	0.8	0.5	0.0	0.0	0.4	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	2.4	2.2	0.0	1.5	1.1	3.5	4.7	1.5	1.5	1.3	0.0	3.0	7.1	7.4	0.0	5.6	2.3	5.3	0.0	2.4	0.0
Invalid/ No answers	1.1	1.0	0.0	4.4	0.0	0.9	1.2	1.5	0.5	0.0	0.0	1.5	0.0	3.7	12.5	0.0	0.0	0.0	1.5	0.0	10.0

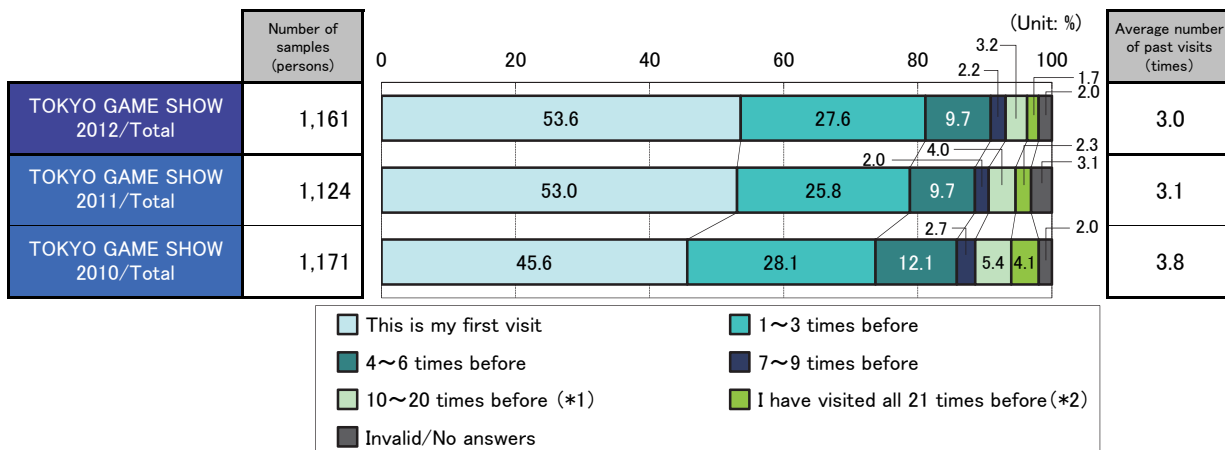
(Frequency of playing household videogames/Social game player category/Game player category)

(Unit: %)

	TOKYO GAME SHOW 2012/Total	User category			Social game player category					Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	Mixi game players	Facebook game players	Smartphone game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,161	461	399	301	515	358	274	162	102	465	331	434	382
Friends/ Acquaintances/ Family	28.8	28.6	29.3	28.2	26.2	26.0	29.9	29.6	27.5	28.4	23.6	26.7	32.7
Because it's an annual event	24.0	28.0	22.3	20.3	24.9	24.6	24.5	26.5	21.6	19.4	20.2	25.3	26.4
TV	22.7	20.8	25.8	21.3	21.2	23.5	20.4	17.9	23.5	24.1	23.0	20.3	23.3
Websites of TGS exhibitors	15.1	17.8	14.5	11.6	16.9	17.3	20.4	20.4	14.7	17.8	17.5	17.7	16.8
Other websites	14.6	15.2	14.0	14.3	12.4	13.1	10.2	9.3	12.7	13.8	15.7	18.4	15.2
Game magazines	14.0	16.9	15.3	7.6	16.9	17.6	18.2	19.1	17.6	14.0	13.3	16.1	17.5
General magazines	9.0	6.7	11.0	10.0	9.9	11.2	9.9	8.0	16.7	10.1	10.3	9.7	10.7
Official site of CESA	5.0	4.3	7.3	3.0	4.1	3.4	2.9	6.8	5.9	4.7	3.6	6.2	5.2
Posters/ Leaflets at a store	4.1	6.3	3.3	2.0	3.9	2.5	2.9	4.9	6.9	4.1	3.6	4.4	5.2
Invitation tickets	3.0	2.0	3.5	4.0	2.7	3.1	1.1	4.3	2.9	3.9	3.0	3.2	3.1
Newspapers	2.5	1.1	4.3	2.3	1.7	2.0	1.5	0.6	2.0	2.6	3.0	3.0	3.1
Radio	1.8	1.3	1.5	3.0	1.6	1.7	1.1	1.9	2.0	1.7	1.5	1.2	2.4
Posters at railway stations	0.8	1.3	0.3	0.7	0.8	0.8	1.1	0.6	0.0	1.5	0.6	1.2	1.6
Others	2.4	3.0	1.5	2.7	3.7	3.6	5.1	4.9	4.9	2.6	3.3	1.8	2.4
Invalid/ No answers	1.1	1.7	0.5	1.0	0.8	1.1	0.4	0.0	0.0	1.5	0.9	0.7	0.5

2. Number of past visits to TOKYO GAME SHOW

[Q] TOKYO GAME SHOW has been held 20 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2011). How many times have you visited?



		Number of samples (persons)	This is my first visit	1~3 times before	4~6 times before	7~9 times before	10~20 times before (*1)	I have visited all 21 times before (*2)	Invalid/No answers
TOKYO GAME SHOW 2012/Total		1,161	53.6	27.6	9.7	2.2	3.2	1.7	2.0
Gender and Age	Male	893	53.5	27.5	9.4	2.0	3.5	2.1	1.9
	3~9	20	70.0	20.0	5.0	5.0	0.0	0.0	0.0
	10~12	68	69.1	22.1	2.9	0.0	0.0	1.5	4.4
	13~15	91	73.6	18.7	3.3	2.2	0.0	0.0	2.2
	16~18	115	63.5	27.0	4.3	0.9	0.9	0.9	2.6
	19~24	171	58.5	31.0	7.6	0.0	0.6	1.2	1.2
	25~29	132	43.2	28.0	19.7	1.5	3.0	3.8	0.8
	30~39	203	37.4	31.0	14.8	3.0	8.4	3.4	2.0
	40~49	77	42.9	29.9	3.9	7.8	10.4	2.6	2.6
	50 or older	16	68.8	18.8	6.3	0.0	0.0	6.3	0.0
	Female	268	53.7	27.6	10.8	3.0	2.2	0.4	2.2
	3~9	14	78.6	21.4	0.0	0.0	0.0	0.0	0.0
	10~12	27	48.1	22.2	14.8	3.7	3.7	3.7	3.7
	13~15	8	87.5	12.5	0.0	0.0	0.0	0.0	0.0
	16~18	18	77.8	11.1	5.6	5.6	0.0	0.0	0.0
	19~24	43	58.1	27.9	9.3	2.3	0.0	0.0	2.3
User category	Heavy user	461	52.7	26.7	10.2	2.2	4.3	1.1	2.8
	Middle user	399	52.9	27.6	11.3	2.5	2.8	2.3	0.8
	Light user	301	55.8	28.9	7.0	2.0	2.0	2.0	2.3
Game player category	Social game players	515	53.0	27.4	9.5	2.3	3.5	2.1	2.1
	Smartphone/Tablet PC game players	465	54.2	28.6	9.0	2.4	2.2	1.7	1.9
	Mobile phone game players	331	50.8	29.9	10.0	2.1	2.7	1.5	3.0
	Online game players	434	51.2	28.8	11.3	1.8	3.0	2.3	1.6
	Arcade game players	382	52.4	26.4	10.5	2.9	3.9	1.8	2.1
Degree of satisfaction	Satisfied (*3)	936	53.1	28.6	10.4	1.7	3.0	1.9	1.3
	I can't say	154	63.6	21.4	7.8	4.5	1.3	0.6	0.6
	Unsatisfied (*3)	48	41.7	29.2	8.3	4.2	14.6	0.0	2.1
	Invalid/No answers	23	30.4	21.7	0.0	4.3	0.0	4.3	39.1

*1: The term "10~19 times before" was used in the TGS 2011 survey, and "10~18 times before" was used in the TGS 2010 survey.

*2: The term "all 20 times before" was used in the TGS 2011 survey, and "all 19 times before" was used in the TGS 2010 survey.

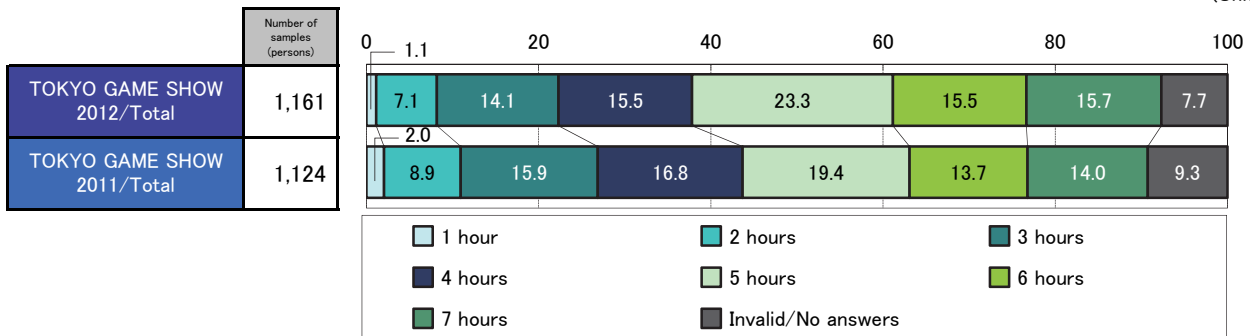
*3: The respondents who selected "much satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "unsatisfied" category.

• The number of first-time visitors (53.6%) to the show increased from the survey results of 2010 (45.6%) and 2011 (53.0%). The average number of visits decreased further from 3.8 (2010) and 3.1 (2011) to 3.0.

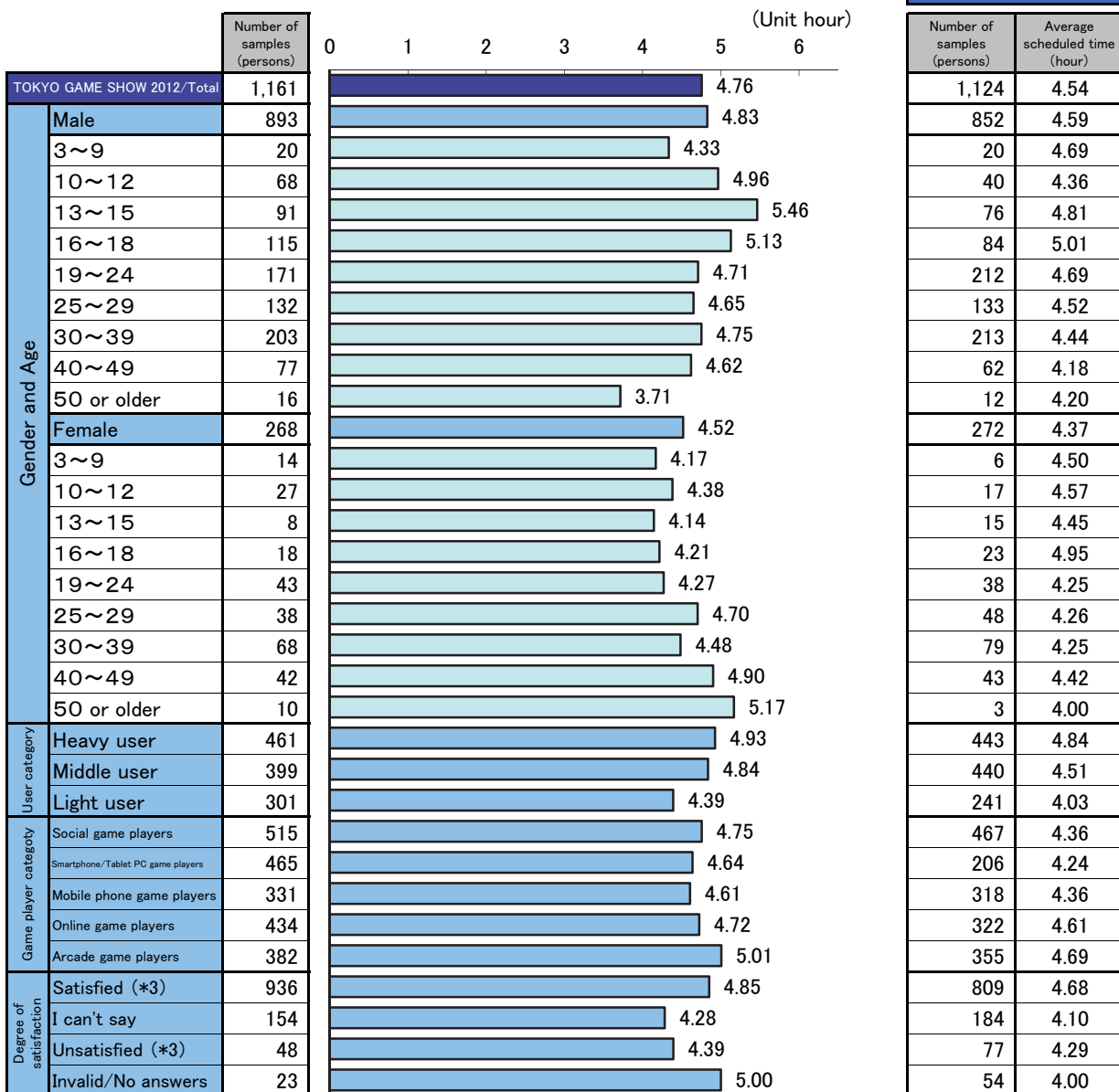
3. Time Scheduled to Spend at TOKYO GAME SHOW 2012

[Q] How long are you going to spend at TOKYO GAME SHOW 2012?

(Unit: %)



■ Average scheduled time



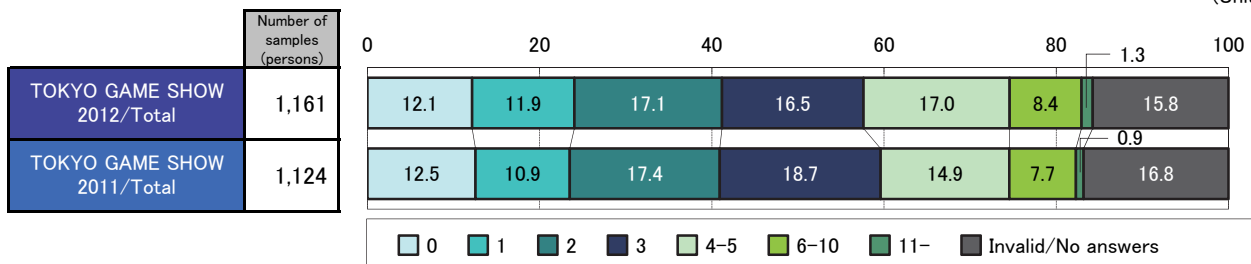
* The respondents who selected "much satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "unsatisfied" category.

- The ratio for "5 hours" (23.3%) was the highest, increasing from the previous result (19.4%).
- The average time scheduled to spend increased from 4.54 hours to 4.76 hours. The average time among heavy users was 4.93 hours. The time was longer the higher the frequency of playing household videogames.

4. Number of Games Scheduled to Play at TOKYO GAME SHOW 2012

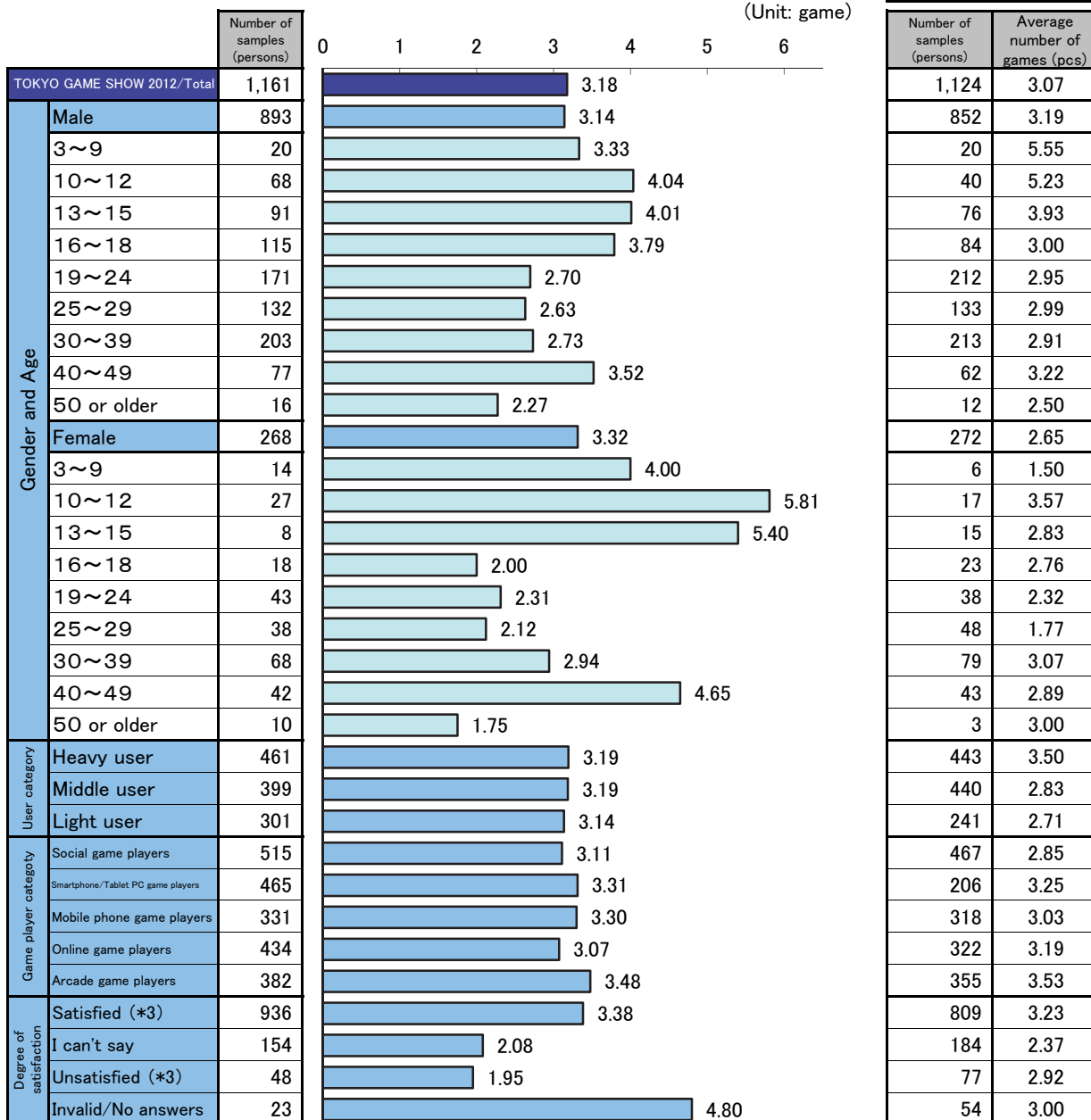
[Q] How many games are you going to try at TOKYO GAME SHOW 2012?

(Unit: %)



■ Average number of games scheduled to play

(Unit: game)



* 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 "unsatisfied" category.

- The ratios for "2 games" (17.1%), "3 games" (16.5%), and "4-5 games" (17.0%) were high.
- The average number of games visitors intended to play increased from 3.07 to 3.18.

5. Manufacturers' 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 2012?

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.

(Valid responses:869/n=1,161)

Rank	Names of company booths	Persons Qty	TOKYO GAME SHOW 2011 770valid responses (n=1,124)		TOKYO GAME SHOW 2010 842valid responses (n=1,171)	
			Persons Qty	Rank	Persons Qty	Rank
1	CAPCOM	194	136	(1)	241	(1)
2	NAMCO BANDAI Games	149	96	(4)	68	(5)
3	SEGA	126	108	(2)	132	(2)
4	KONAMI	118	95	(5)	74	(4)
5	SQUARE ENIX	75	92	(6)	92	(3)
6	LEVEL-5	43	0	—	42	(8)
7	GREE	42	50	(7)	0	—
8	Sony Computer Entertainment	32	102	(3)	51	(6)
9	Bushiroad	17	2	(15)	5	(15)
10	gloops	13	4	(13)	0	—
	TECMO KOEI Games	13	11	(10)	11	(11)
12	ARC SYSTEM WORKS	10	7	(12)	5	(15)
13	MEDAROT	8	0	—	0	—
14	D3 PUBLISHER	5	0	—	9	(12)
15	Alchemist	4	4	(13)	1	(21)
	CyAC	4	0	—	1	(21)
17	PROTOTYPE	3	0	—	0	—
18	Architect	2	0	—	0	—
	ASCII MEDIA WORKS	2	0	—	2	(18)
	Electronic Arts (SEGA booth)	2	2	(15)	0	—
	Happymeal	2	0	—	0	—
22	5pb.	1	0	—	1	(21)
	ENTERBRAIN	1	1	(20)	3	(17)
	Game Center CX	1	0	—	1	(21)
	COLOPL	1	0	—	0	—
	Japan Electronics College	1	0	—	2	(18)

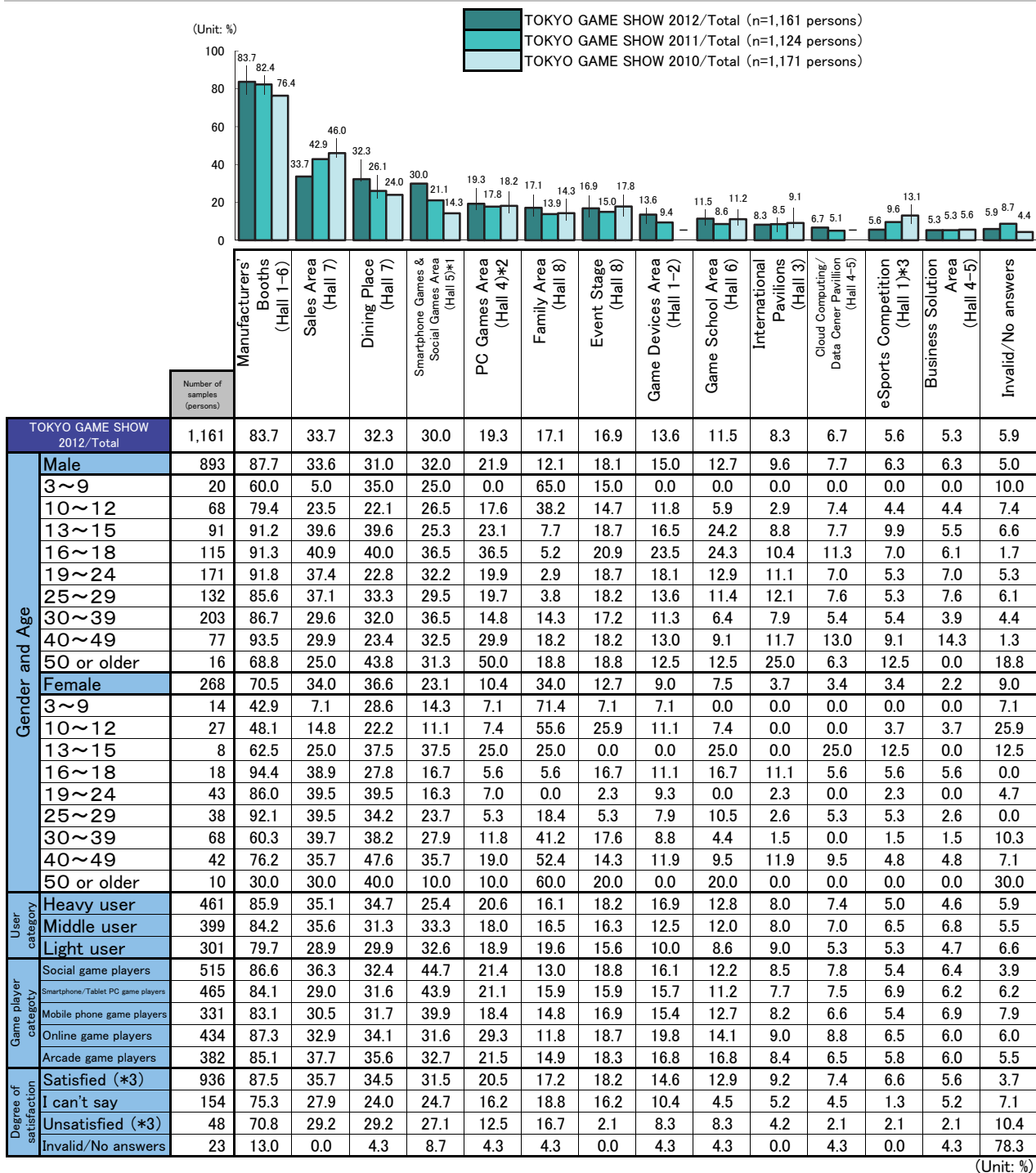
Note) When a product name is answered instead of a company booth name, it is counted as an answer for the company booth name.

e.g.) "MON HUN (Monster Hunter)"→"CAPCOM", "PS3"→"Sony Computer Entertainment", etc.

•CAPCOM (194) ranked at the top in popularity, as in 2010 (241) and 2011 (136).
BANDAI NAMCO Games (149), SEGA (126), and KONAMI (118) followed.

6. Areas the respondents visited 《Multiple answers》

[Q] The booths exhibited at Tokyo Game Show 2011 were roughly grouped into the following areas.
Choose all areas you visited or you want to visit by all means.



Note) Some booths were placed in areas different from those of last year or the year before.

*1: "Smartphone Games & Social Games Area" was called "Mobile & Social Games Area" in TGS 2011 and "Mobile Area" in TGS 2010.

*2: "PC Games Area" was called "Game PC/PC Network Games Area" in TGS 2011 and "Game PC/PC Online Game Business Talk Area" in TGS 2010.

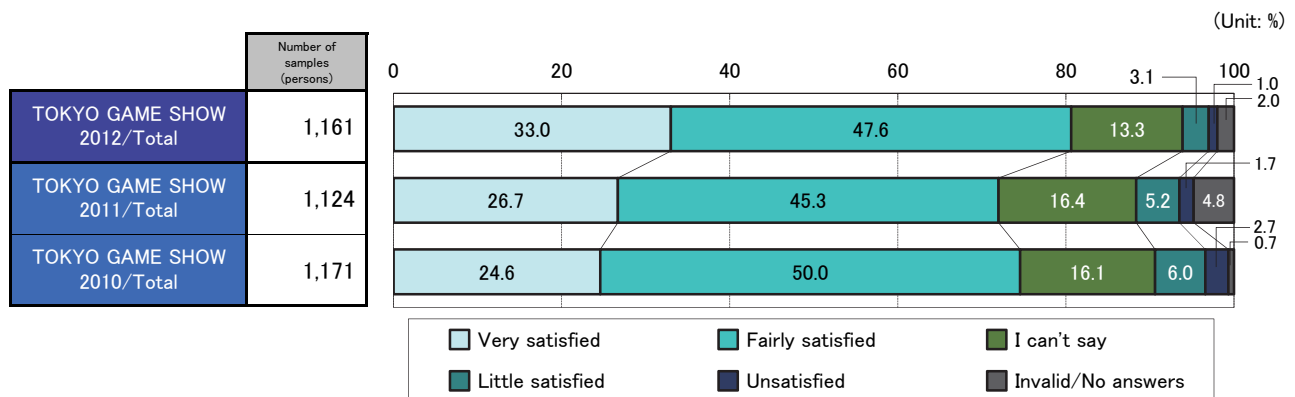
*3: In TGS 2010 and TGS 2011, eSports Competition "Cyber Games Asia" was called "Fighting Game Competition Area".

*4: The respondents who selected "Very satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "unsatisfied" category.

• "Manufacturers' Booths" were visited the most (83.7%), followed by "Sales Area" (33.7%) and "Dining Place" (32.3%).
 • 30.0% of visitors visited "Smartphone Games & Social Games Area". More than 40% of social game players (44.7%) and smartphone/tablet PC game players (43.9%) visited the area respectively.

7. Degree of satisfaction with TOKYO GAME SHOW 2012

[Q] How much are you satisfied with "TOKYO GAME SHOW 2012"?



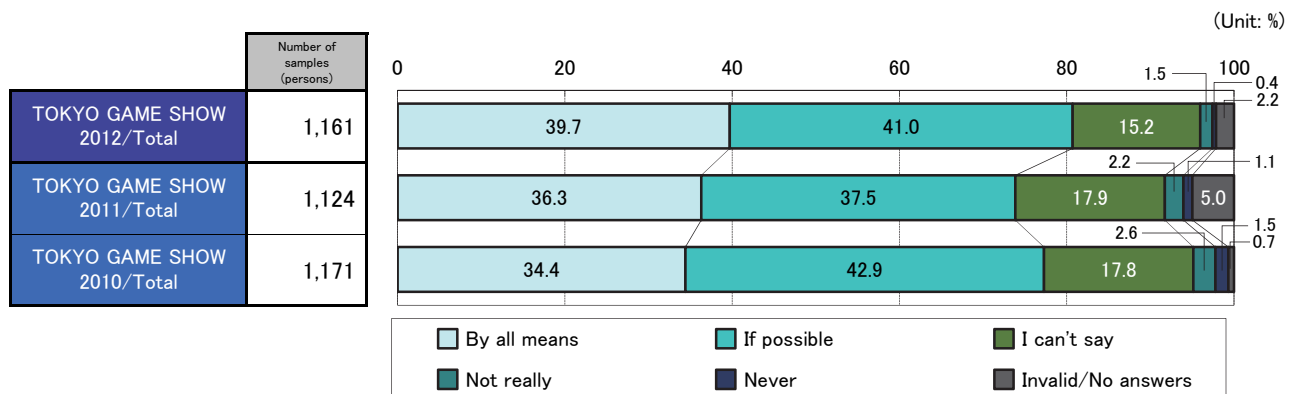
(Unit: %)

	Number of samples (persons)	By all means	If possible	I can't say	Not really	Never	Invalid/No answers
TOKYO GAME SHOW 2012/Total	1,161	33.0	47.6	13.3	3.1	1.0	2.0
Gender and Age							
Male	893	35.4	47.0	12.0	2.9	1.2	1.5
3~9	20	30.0	70.0	0.0	0.0	0.0	0.0
10~12	68	60.3	30.9	2.9	0.0	0.0	5.9
13~15	91	64.8	30.8	3.3	0.0	1.1	0.0
16~18	115	47.8	43.5	7.8	0.9	0.0	0.0
19~24	171	32.7	49.7	10.5	5.3	1.2	0.6
25~29	132	25.8	53.0	15.2	3.0	1.5	1.5
30~39	203	22.7	52.7	15.3	4.4	2.5	2.5
40~49	77	22.1	49.4	23.4	3.9	1.3	0.0
50 or older	16	12.5	43.8	37.5	0.0	0.0	6.3
Female	268	25.0	49.6	17.5	3.7	0.4	3.7
3~9	14	28.6	28.6	42.9	0.0	0.0	0.0
10~12	27	44.4	33.3	14.8	0.0	0.0	7.4
13~15	8	37.5	50.0	12.5	0.0	0.0	0.0
16~18	18	50.0	44.4	5.6	0.0	0.0	0.0
19~24	43	20.9	62.8	14.0	2.3	0.0	0.0
25~29	38	23.7	50.0	13.2	10.5	2.6	0.0
30~39	68	16.2	52.9	22.1	2.9	0.0	5.9
40~49	42	21.4	52.4	16.7	4.8	0.0	4.8
50 or older	10	10.0	40.0	20.0	10.0	0.0	20.0
User category							
Heavy user	461	37.7	44.5	11.5	2.4	1.1	2.8
Middle user	399	34.1	49.6	11.3	2.5	1.3	1.3
Light user	301	24.3	49.8	18.6	5.0	0.7	1.7
Game player category							
Social game players	515	33.4	48.0	12.8	3.5	0.8	1.6
Smartphone/tablet PC game players	465	34.8	47.7	11.6	3.0	0.6	2.2
Mobile phone game players	331	32.9	46.8	13.3	2.7	1.2	3.0
Online game players	434	35.3	45.2	13.1	3.0	1.4	2.1
Arcade game players	382	41.4	42.4	10.5	1.8	1.8	2.1
Number of past visits							
This is the first visit	622	34.9	45.0	15.8	2.7	0.5	1.1
1~20 times before	498	29.5	52.8	10.8	3.6	1.8	1.4
I have visited all	20	65.0	25.0	5.0	0.0	0.0	5.0
Invalid/No answers	21	28.6	23.8	4.8	4.8	0.0	38.1

- The numbers of respondents who were "very" satisfied and "fairly" satisfied both increased. The total for these two categories accounted for 80.6%.
- More than 90% of males aged "3-9", "10-12" and "13-15" and females aged "16-18" were satisfied with the show.

8. 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 2012/Total		1,161	39.7	41.0	15.2	1.5	0.4	2.2
Gender and Age	Male	893	41.4	41.8	13.4	1.3	0.4	1.6
	3~9	20	35.0	60.0	0.0	0.0	0.0	5.0
	10~12	68	60.3	30.9	2.9	0.0	0.0	5.9
	13~15	91	57.1	33.0	8.8	0.0	1.1	0.0
	16~18	115	51.3	37.4	10.4	0.9	0.0	0.0
	19~24	171	36.3	45.6	14.0	2.3	1.2	0.6
	25~29	132	41.7	39.4	15.2	2.3	0.0	1.5
	30~39	203	35.0	45.3	14.8	2.0	0.5	2.5
	40~49	77	27.3	46.8	26.0	0.0	0.0	0.0
	50 or older	16	12.5	56.3	25.0	0.0	0.0	6.3
	Female	268	34.0	38.4	21.3	1.9	0.4	4.1
	3~9	14	28.6	28.6	35.7	7.1	0.0	0.0
	10~12	27	55.6	18.5	18.5	0.0	0.0	7.4
	13~15	8	25.0	25.0	50.0	0.0	0.0	0.0
	16~18	18	50.0	38.9	11.1	0.0	0.0	0.0
User category	Heavy user	461	43.8	38.4	12.8	1.3	0.4	3.3
	Middle user	399	42.4	41.4	13.5	1.3	0.5	1.0
	Light user	301	29.9	44.5	21.3	2.0	0.3	2.0
Game player category	Social game players	515	40.6	42.3	13.4	1.6	0.4	1.7
	Smartphone/tablet PC game players	465	41.5	41.1	12.7	1.9	0.2	2.6
	Mobile phone game players	331	39.3	44.1	11.8	0.9	0.6	3.3
	Online game players	434	44.7	38.5	12.9	1.4	0.2	2.3
	Arcade game players	382	46.9	38.2	11.0	1.0	0.5	2.4
Number of past visits	This is the first visit	622	33.0	43.6	19.1	2.4	0.5	1.4
	1~20 times before	498	47.0	40.0	10.8	0.4	0.4	1.4
	I have visited all	20	85.0	5.0	5.0	0.0	0.0	5.0
	Invalid/No answers	21	23.8	23.8	14.3	0.0	0.0	38.1
Degree of satisfaction	Satisfied (*)	936	47.0	43.8	8.5	0.2	0.1	0.3
	I can't say	154	7.8	36.4	53.9	1.9	0.0	0.0
	Unsatisfied (*)	48	16.7	20.8	29.2	25.0	8.3	0.0
	Invalid/No answers	23	4.3	0.0	0.0	0.0	0.0	95.7

*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.

- The numbers of respondents who wished to visit the next show "by all means" and "if possible" increased. The total rate for the two categories was 80.7%.
- The greater the number of past visits, the stronger the intention of visiting the next show.

Appendix 1) Sample Survey Form

Thank you for your cooperation in the "TOKYO GAME SHOW 2012" Visitors Survey

— Computer Entertainment Supplier's Association <CESA> —

Q1 1) Your gender and age

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

2) Your area of residence <Choose one>

1. Within Tokyo's 23 wards 3. Kanagawa 5. Chiba
2. Tokyo area (outside of its 23 wards) 4. Saitama 6. Ibaraki [Specifically]

3) Your occupation <Choose 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 student/awaiting entry to school 7. Company employee/Public employee 10. Housewife/Househusband [Specifically]
3. Junior high school student 8. Self-employed 11. Unemployed

4) Do you have any hobbies or interests other than games? <Choose any number of answers>

1. Movie/Theater/Drama 7. Reading 13. Baseball 19. Cars/Motorbikes/Driving 25. Others
2. Comics/Cartoons 8. PC/Internet 14. Soccer 20. Traveling [Specifically]
3. Music 9. Photos/Arts 15. Golf 21. Fashion/Interior design
4. Karaoke 10. Igo/Shogi/Mahjong 16. Combative sports 22. Cooking/Restaurants/Drinking
5. TV idols/Voice actors 11. Pachinko/Pachislo 17. Other sports 23. Love/Social meeting
6. Vaudevilles 12. Horse race/Cycle race/Motorboat race 18. Fishing/Outdoor activity 24. Study/Languages/Licenses

Q2 1) Do you receive money you can spend freely (allowance or salary) on the same day every month? <Choose one>

1. Yes 2. No → [If the answer is "2", go to [Q3].

[If the answer is "1" in 1)] ←

2) Select the behavior that is the most similar to yours. <Choose one>

1. I spend my allowance immediately without thinking much. 3. I save my allowance to buy expensive things that I want.
2. I spend my allowance evenly every day. 4. I try not to spend, and I save my money.

■ Questions about household videogames

Q3 1) What game machines do you have? <Choose any number of answers> *Exc. PCs and mobile phones.

1. Wii 4. Nintendo DS/DS Lite 7. PlayStation Vita
2. Nintendo 3DS/3DS LL 5. PlayStation 3 8. PSP (PlayStation Portable)
3. Nintendo Dsi/Dsi LL 6. PlayStation 2 9. Xbox360

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. Nintendo DS/DS Lite 9. PSP (PlayStation Portable)
2. Wii U (Unreleased) 6. PlayStation 3 10. Xbox360
3. Nintendo 3DS/3DS LL 7. PlayStation 2 11. NEOGEO X (Unreleased)
4. Nintendo Dsi/Dsi LL 8. PlayStation Vita

Q4 What game machine accessories are you using now? <Choose any number of answers>

[For Wii] 1. Wii MotionPlus 6. One Seg adapter: DS TV **[For PSP (PlayStation Portable)]** 12. GPS receiver
2. Wii Wheel **[For Nintendo 3DS/DS]** 7. PlayStation Move 13. One Seg tuner
3. Wii Zapper **[For PlayStation 3]** 8. PlayStation Move shooting attachment 14. Chotto Shot
4. Wii Balance Board 9. PlayStation Eye **[For Xbox360]** 15. Kinect
[For Nintendo 3DS] 5. Circle Pad Pro 10. torne 16. Xbox360 wireless speed wheel
11. nasne

Q5 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]

Q6 1) How often on average do you play games using a household videogame machine? <Choose 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 days off.

【Workdays】 about () minutes 【Days off】 about () minutes

Q7 1) Did you buy any household videogame software in the last year? Give your answer for "1. Software package (new-release, regular-price)", "2. Software package (new-release, low-priced)", "3. Software package (second-hand)" and "4. Software obtained by downloading for a fee".
<Choose one for each category> *Exc. PC and mobile phone games.

*Exc. PC and mobile phone games. If the answer is "Yes", please indicate how many items you bought for each category.

1. Software package (new-release, regular-price)	1. Yes → () items 2. No
2. Software package (new-release, low-priced)	1. Yes → () items 2. No
3. Software package (second-hand)	1. Yes → () items 2. No
4. Software obtained by downloading for a fee	1. Yes → () items 2. No

Games priced 3,000 yen or lower such as "PlayStation the Best" and "Famicom Mini"

Software downloaded directly to game consoles through sales sites such as "Wii Shopping Channel", "Nintendo DSi Shop", "Nintendo eShop", "PlayStation Store", and "Xbox Live Market Place"

【If the answer is "1. Yes." in any question of 1)】*If not, go to [Q8].

2) If you were satisfied by the software you purchased in the last one year, please indicate the name and the type of the console.

*Exc. PC and mobile phone games.

(Title) / Console ()

Q8 In the past year, did you buy any additional contents for household videogame software such as items, stages, scenarios and music, through downloading from sales sites (Wii Shopping Channel, NINTENDO eShop, PlayStation Store, Xbox Live Market Place, etc)? <Choose one>

1. Yes 2. No

■ Questions about SNS and social games

*SNS (social network service) refers to membership-based online service for social relations among members.

*Social games refer to all games that can be played on SNS.

Q9 1) Do you use SNS for 1-4 below? Do you play games on SNS?
Choose the option that is closest to your answer.
<Choose one for each question.>

【If the answer is "1" or "2" in 1)】

2) Select any number of hardware units you use for SNS.
<Choose any number of answers.>

① Mobage/ Yahoo! Mobage	1. I use SNS and play games. _____ 2. I use SNS but I don't play games. _____ 3. I don't use SNS.	① Mobage / /Yahoo! Mobage	1. PC 2. Mobile phones/PHS 3. Smartphones (iPhone, Android phone, etc.) 4. Tablet PCs (iPad, GALAXY TAB, etc.)
② GREE	1. I use SNS and play games. _____ 2. I use SNS but I don't play games. _____ 3. I don't use SNS.	② GREE	1. PC 2. Mobile phones/PHS 3. Smartphones (iPhone, Android phone, etc.) 4. Tablet PCs (iPad, GALAXY TAB, etc.)
③ mixi	1. I use SNS and play games. _____ 2. I use SNS but I don't play games. _____ 3. I don't use SNS.	③ mixi	1. PC 2. Mobile phones/PHS 3. Smartphones (iPhone, Android phone, etc.) 4. Tablet PCs (iPad, GALAXY TAB, etc.)
④ Facebook	1. I use SNS and play games. _____ 2. I use SNS but I don't play games. _____ 3. I don't use SNS.	④ Facebook	1. PC 2. Mobile phones/PHS 3. Smartphones (iPhone, Android phone, etc.) 4. Tablet PCs (iPad, GALAXY TAB, etc.)

【If the answer is "1. I use SNS and play games." in any question of 1)】*If not, go to [Q10] on the reverse side.

3) Do you pay an additional fee to play social games? <Choose one.>

1. Yes 2. No

【Go to [Q10] on the back.】

■ Questions about games played on smartphones/tablet PCs (excluding social games)

*"Smartphones" refers to mobile phones that have additional advanced functions such as iPhone and Android phone.

*"Tablet PCs" refers to flat, portable PCs with touch panel screens such as iPad and Galaxy Tab.

*Please answer only for downloaded games other than social games provided through SNS.

Q10 1) Do you play games on your smartphone/tablet PC? <Choose 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. |

→ **[If the answer is "2-4", go to [Q11].]**

→ **[If the answer is "1" in 1)]**

2) Do you play pay-to-play games on your smartphone/tablet PC? <Choose one.>

- | | |
|-----------------------------------|--------------------------------|
| 1. Yes, I play pay-to-play games. | 2. No, I play only free games. |
|-----------------------------------|--------------------------------|

■ Questions about games played on mobile phones/PHS (Excluding games for smartphones/social games)

*Please answer only for games for mobile phones and PHS excluding smartphones.

*Please answer only for downloaded or incorporated games excluding social games provided through SNS.

Q11 1) Do you play games on your mobile phone/PHS? <Choose 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. |

→ **[If the answer is "2-4", go to [Q12].]**

→ **[If the answer is "1" in 1)]**

2) Do you play pay-to-play games on mobile phones? <Choose one>

- | | |
|-----------------------------------|--------------------------------|
| 1. Yes, I play pay-to-play games. | 2. No, I play only free games. |
|-----------------------------------|--------------------------------|

■ Questions about on-line games (excluding social games)

*Includes MMOPRG, RTS, match-up combat games, etc. and Web browser games (puzzles/card games etc.) that function in real time.

Excludes social games provided through SNS.

*Please give answers only for household videogames and/or PC games. Exclude mobile phones/PHS, smartphones/ tablet PCs and arcade games.

Q12 1) Do you play on-line games? <Choose 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. |

→ **[If the answer is "2-4", go to [Q13].]**

→ **[Only if above answer is "1"]**

2) Do you play on-line games with fees? <Choose one>

- | | |
|-----------------------------------|--------------------------------|
| 1. Yes, I play pay-to-play games. | 2. No, I play only free games. |
|-----------------------------------|--------------------------------|

■ Questions about arcade games

Q13 Have you ever played arcade games? <Choose 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. |

■ Other game-related questions

Q14 1) Do you know that a "rating label" is attached to a game software package? <Choose 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. | |

→ **[If the answer is "3", Go to [Q15]]**

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

2) Do you know how the "rating label" works? <Choose 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 |
| <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 2px; margin-right: 10px;"> [If the answer is "1" or "2"] </div> <div style="border: 1px solid black; padding: 2px; flex-grow: 1;"> Function you know of. </div> </div> | | | |

3) Do you know that "Only 18 or older" is included in the rating labels? <Choose 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. | |

Q15 1) How interested were you in the London Olympic Games held this year? <Choose one>

1. Very much 2. Somewhat 3. Not very much 4. Not at all

2) Did you buy any videogame software related to sports included in the Olympic Games (soccer, tennis, boxing, archery, etc.) in the last year? <Choose one>
*Exc. PC and mobile phone games. If the answer is "Yes", please indicate the name and the type of console.

1. Yes (Title /Console) 2. No → **【If the answer is "2", go to [Q16]】**

【If the answer is "1" in 1)】 ←

3) When did you buy the game software? Choose the periods. <Choose any number of answers>

1. October through March 2011 2. April through July 2012 3. August 2012 (When the Olympic games) 4. September 2012

Q16 1) Have you ever seen videos of games being played on video websites such as YouTube or Nico Nico Douga?

1. Yes, I have often seen them. 3. No, I have not seen them, but I know they are uploaded onto the websites. →
2. Yes, I have seen them before. 4. No, I have not seen them, and I did not know they were uploaded onto the websites. →

【If the answer is "1" or "2" in 1)】 ←

【If the answer is "3-4", go to [Q17]】 ←

2) Have you ever bought game software after seeing it played on a website? <Choose one>

1. Yes 2. No

3) Have you ever uploaded videos of you playing games onto a website? <Choose one>

1. Yes, I often do. 2. Yes, I have done it before. 3. No, I haven't.

Q17 Please describe what your expectations are for and/or what you are dissatisfied with the game industry (game manufacturers, creators, distributors, shops and software).

■ Questions about TOKYO GAME SHOW

Q18 1) How did you know of "TOKYO GAME SHOW 2012"? <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. Because it's an annual event
3. Newspaper 7. Posters at a railroad station 14. Others
4. Game magazines 8. Friends/Acquaintances/Family 11. Other websites [Specifically]

2) TOKYO GAME SHOW has been held 21 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2011). How many times have you visited? <Choose only one.>

1. I have visited all 21 times before. 2. I have visited () times. 3. This is my first visit.

3) How long are you going to spend at TOKYO GAME SHOW 2012? ----->

About () hours

4) How many games are you going to try at TOKYO GAME SHOW 2012? ----->

About () games

5) Which company's booth do you think was the best among all the exhibitors at TOKYO GAME SHOW 2012? Please specify only one company.

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

6) The areas below have been set up at TOKYO GAME SHOW 2012. Which did you visit or plan to visit without fail? <Choose any number of answers.>

- | | | | |
|---|------------|---------------------------------|----------|
| 1. Manufacturers' Booths | (Hall 1-6) | 8. Smartphone/Social Games Area | (Hall 5) |
| 2. eSports Competition "Cyber Games Asia" | (Hall 1) | 9. Game School Area | (Hall 6) |
| 3. Game Devices Area | (Hall 1-2) | 10. Dining Place | (Hall 7) |
| 4. International Pavilions | (Hall 3) | 11. Sales Area | (Hall 7) |
| 5. PC Games Area | (Hall 4) | 12. Event Stage | (Hall 8) |
| 6. Business Solution Area | (Hall 4-5) | 13. Family Area | (Hall 8) |
| 7. Cloud Computing/Data Center Pavillion | (Hall 4-5) | | |

7) How much are you satisfied with "TOKYO GAME SHOW 2012"? <Choose only one.>

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

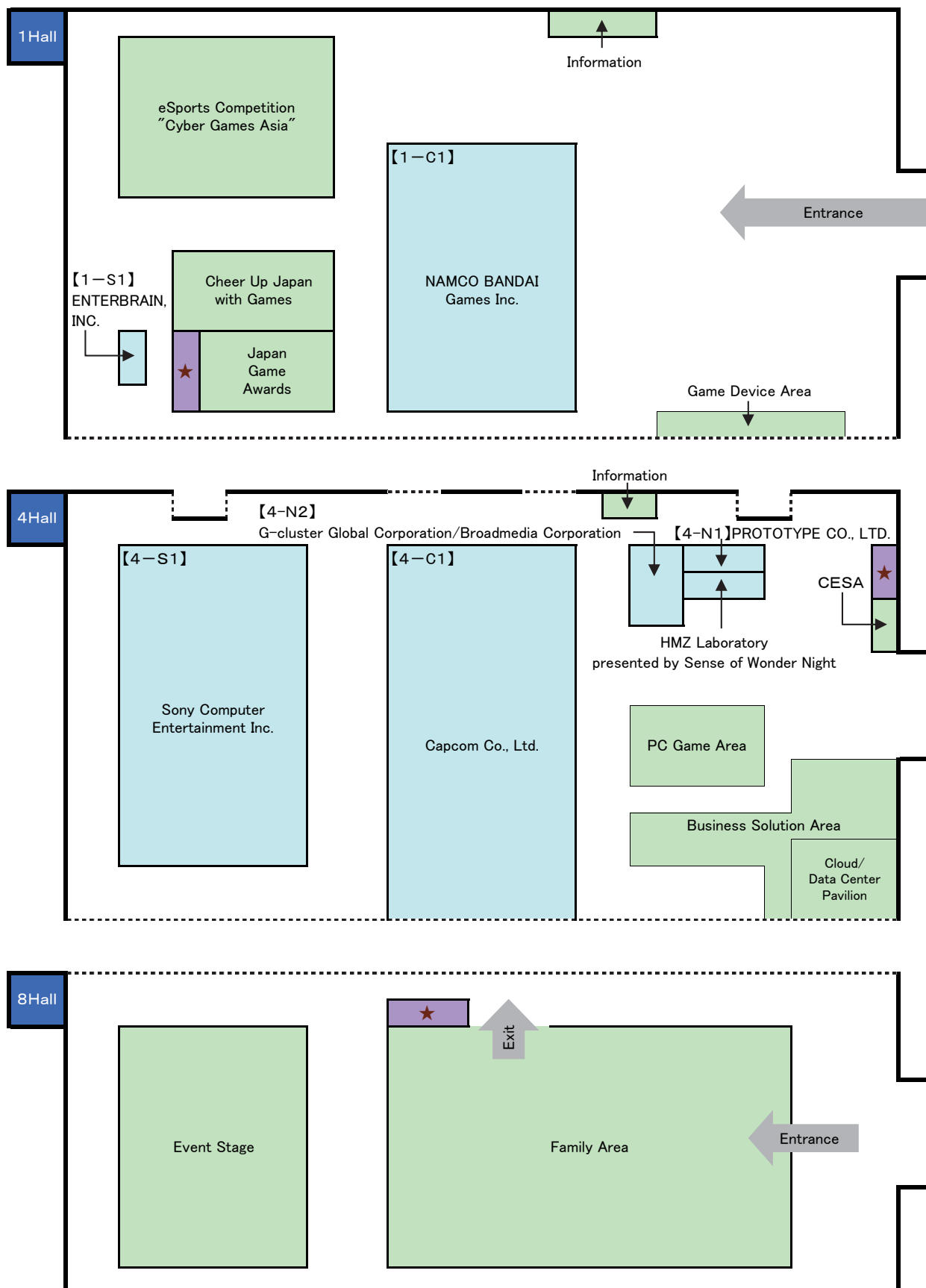
8) Do you want to visit the next TOKYO GAME SHOW? <Choose only one.>

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

Thank you for your cooperation.

Appendix 2) Location of questionnaire booths

★: Location of questionnaire booths



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TOKYO GAME SHOW 2012

Visitors Survey Report

Published in November 2012

Publisher

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