

TOKYO GAME SHOW 2013

Visitors Survey Report

November 2013

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 2013 (hereafter, TGS 2013) organized by CESA and obtaining information about the consoles and games the visitors currently use and play.
2. **Target** : Men and women aged 3 or older who visited TGS 2013
3. **Method** : Questionnaire survey at the booths in TGS 2013 venue  
\* Refer to P 76 for the locations of the booths.
4. **Period** : September 22 (Sun.), 2013 [10:00 - 17:00]

5. Visitor Turnout		Total number of visitors (persons)	No. of collected samples	No. of valid responses
	Sept. 19 (Thur.)	29,171	—	—
	Sept. 20 (Fri.)	23,183	—	—
	Sept. 21 (Sat.)	102,399	—	—
	Sept. 22 (Sun.)	115,444	1,261 S	1,132 S
	Total	270,197	1,261 S	1,132 S

\* Sept. 19 (Thur.) and 20 (Fri.) were arranged as "Business Days" solely for industry-related visitors.  
(Extended to two days since TGS2007.)

### ■ Outline of the past 22 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
2012	Sept. 20 (Thur.)~23 (Sun.), 2012	Makuhari Messe	223,753

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

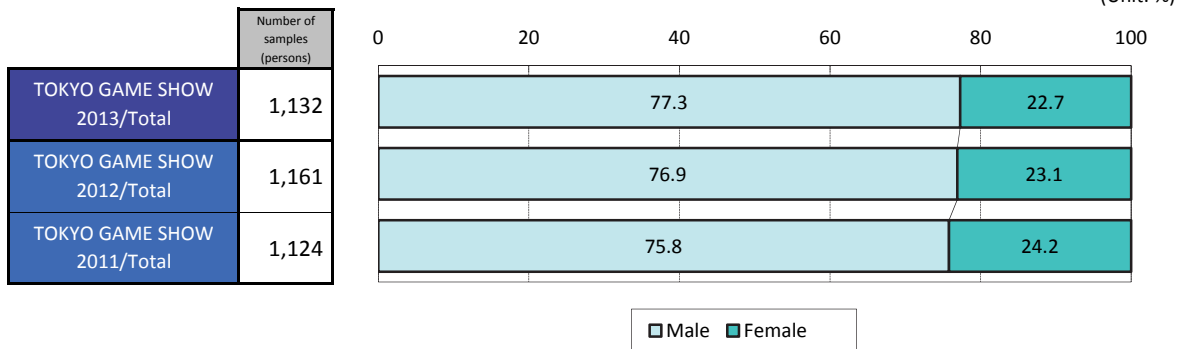
\* It needs to be reminded that each survey result does not necessarily represent the trends of the general public since these surveys target visitors to TGS, which is more likely to attract hard-core users. Regarding the regular survey items such as the visitors' basic characteristics, the results are compared with those of TGS 2011 and TGS 2012 (the two most recent preceding shows).

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

# I. Visitors' Characteristics

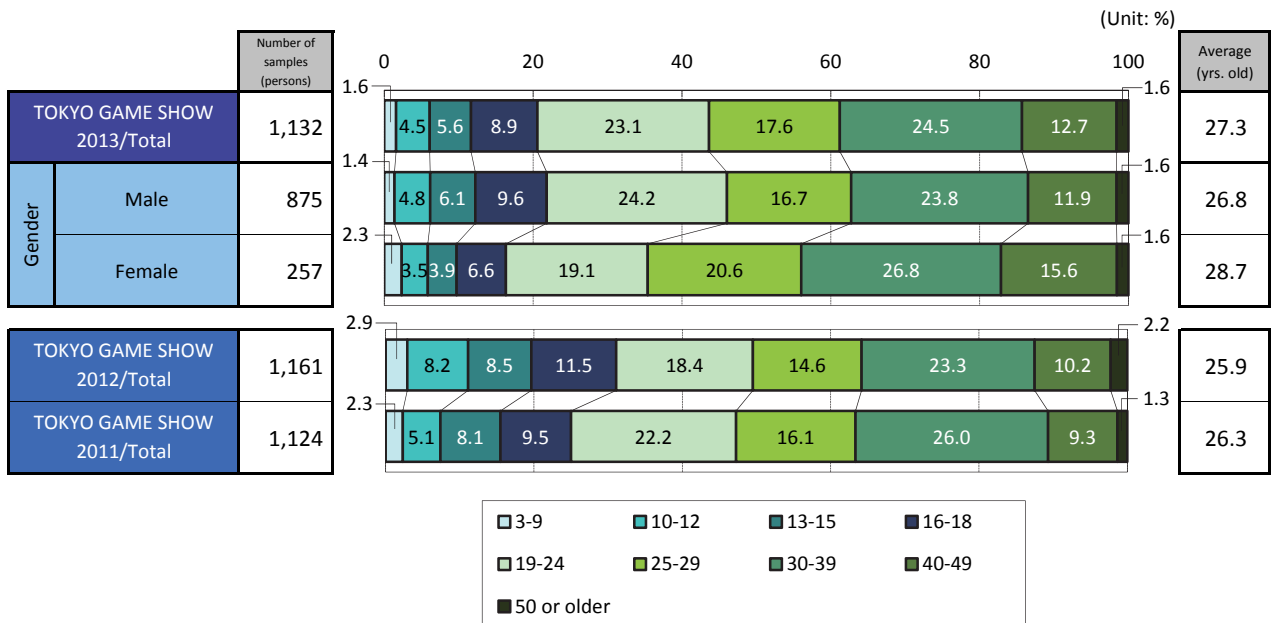
## 1. Gender

[Q] Your gender



## 2. Age

[Q] Your age

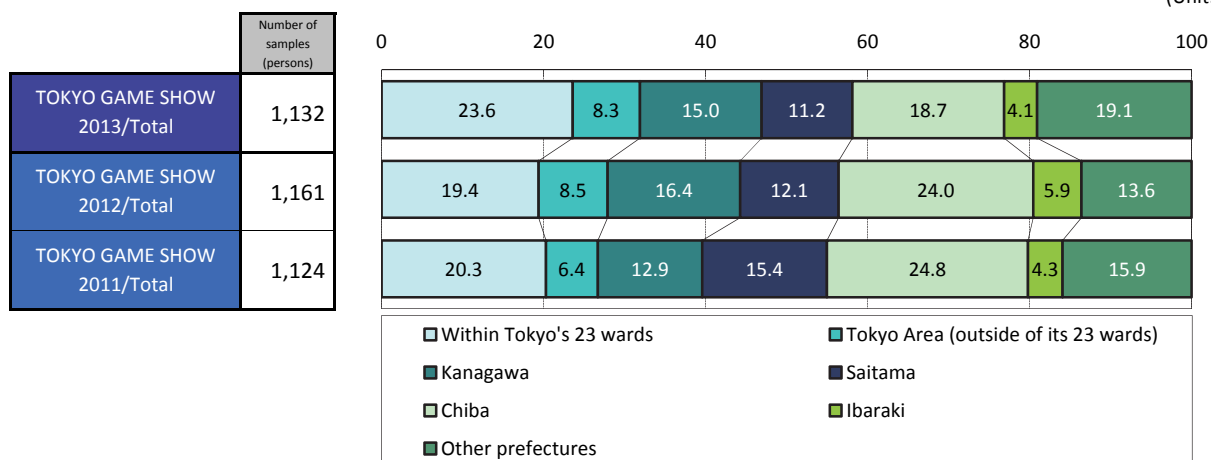


- The ratio of male visitors increased further, reaching 77.3%.
- The age category with the highest number of visitors was still the "30-39" category (24.5%). The ratios of young people in the "3-9" (1.6%), "10-12" (4.5%), "13-15" (5.6%) and "16-18" (8.9%) categories decreased compared to the previous year. The average age of visitors increased from the previous year (25.9) to 27.3 years old.

### 3. Residential area

[Q] Your area of residence

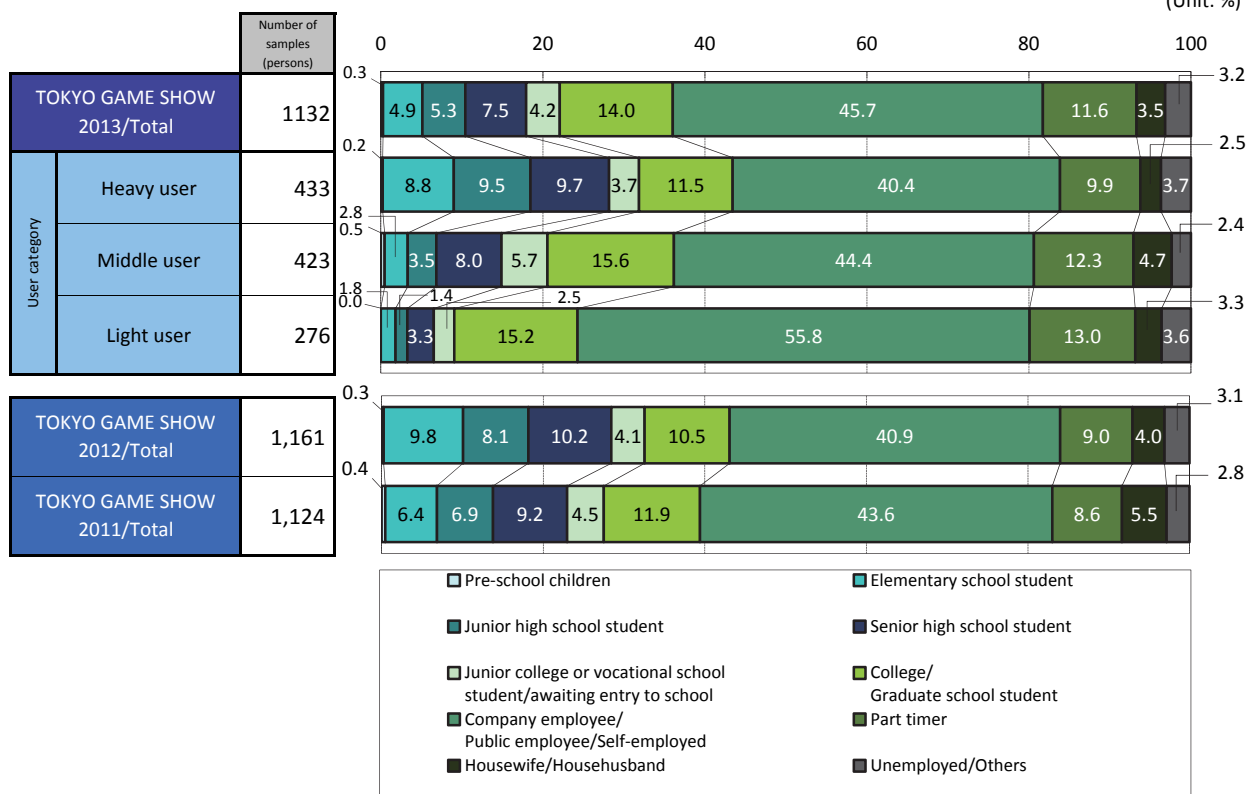
(Unit: %)



### 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.

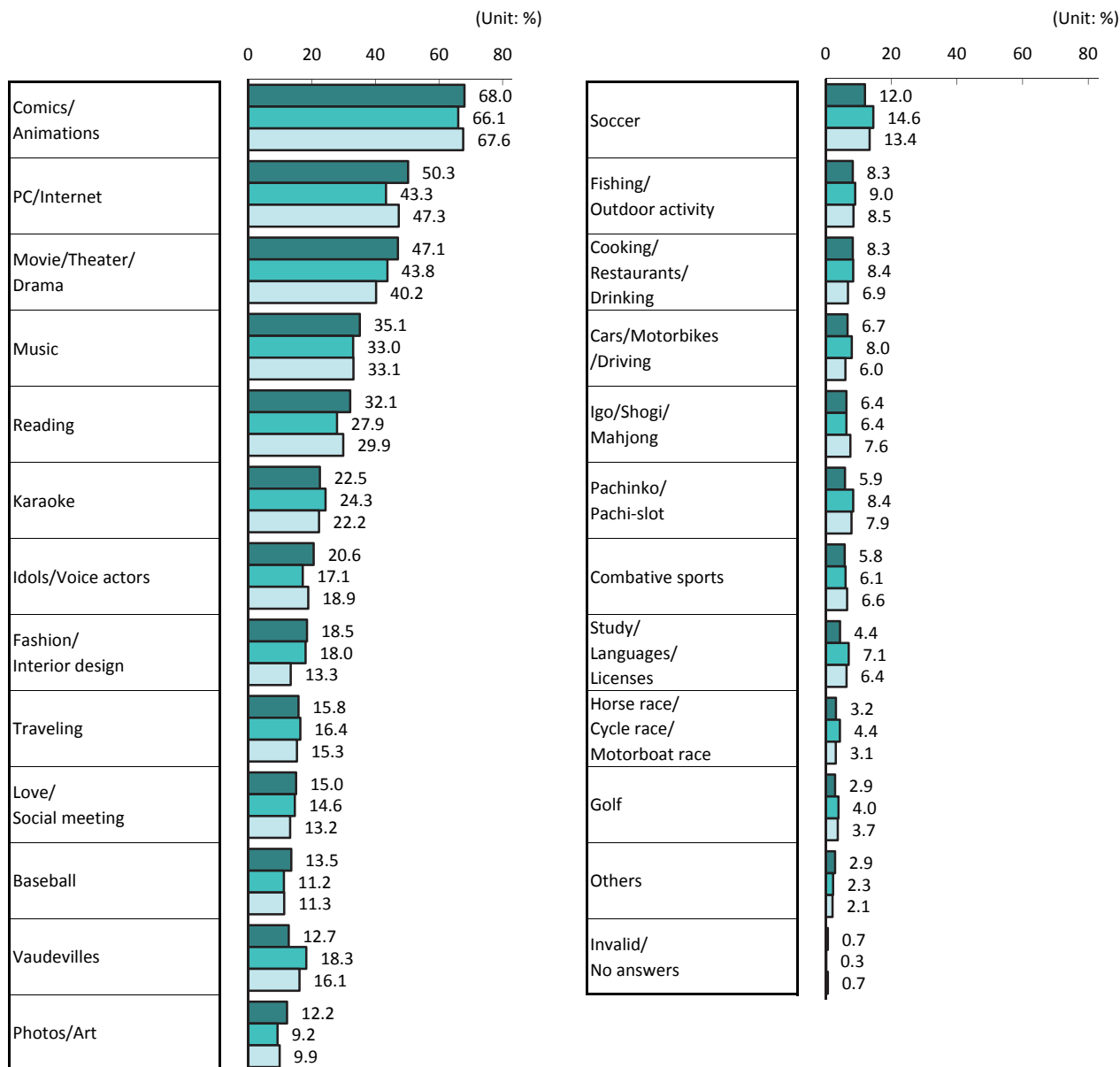
[User classification by frequency of game playing]	Heavy user	: plays games almost everyday
	Middle user	: plays games 2-5 days a week
	Light user	: plays games one day a week or less

- "Within Tokyo's 23 wards" (23.6%) ranked top as the area from which visitors came, exceeding the number of visitors from "Chiba" (18.7%), which was the highest in the previous year.
- The most common occupation among visitors was "Company employee / Public employee / Self-employed" (45.7%), accounting for 55.8% 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>

 TOKYO GAME SHOW 2013/Total (n=1,132 persons)  
 TOKYO GAME SHOW 2012/Total (n=1,161 persons)  
 TOKYO GAME SHOW 2011/Total (n=1,124 persons)



- Respondents were most interested in "Comics/Animation" (68.0%); a continuing trend from the 2011 and 2012 surveys. "PC/Internet" (50.3%), which was in third place in the previous survey, ranked second, and "Movie/Theater/Drama" (47.1%) dropped to third place, though the percentage increased.
- The ratios for "Comics/Animation", "PC/Internet", "Idols / Voice actors", "Cars/Motorbikes/Driving" and "Combative sports" were higher, the greater the frequency of playing household videogames.
- The ratios for "Reading", "Fashion/Interior design", "Traveling" and "Golf" increased as the frequency of playing household videogames decreased.

[Gender and Age]

(Unit: %)

	TOKYO GAME SHOW 2013/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)	1,132	875	12	42	53	84	212	146	208	104	14	257	6	9	10	17	49	53	69	40	4
Comics/ Animations	68.0	69.1	66.7	57.1	79.2	75.0	76.4	71.2	67.3	54.8	35.7	64.2	66.7	22.2	80.0	82.4	85.7	75.5	56.5	40.0	0.0
PC/Internet	50.3	51.7	8.3	33.3	47.2	58.3	56.1	55.5	51.0	51.0	28.6	45.5	16.7	11.1	30.0	58.8	59.2	43.4	46.4	45.0	0.0
Movie/Theater/ Drama	47.1	46.9	16.7	16.7	37.7	32.1	45.3	55.5	49.5	62.5	64.3	47.9	16.7	22.2	20.0	41.2	49.0	45.3	60.9	45.0	75.0
Music	35.1	33.4	8.3	4.8	28.3	50.0	41.5	41.1	25.0	26.9	28.6	40.9	16.7	22.2	30.0	64.7	42.9	47.2	33.3	47.5	0.0
Reading	32.1	31.5	16.7	19.0	47.2	36.9	35.4	36.3	24.5	26.0	28.6	33.9	50.0	33.3	60.0	35.3	38.8	34.0	29.0	30.0	0.0
Karaoke	22.5	20.5	8.3	2.4	17.0	33.3	31.6	24.0	14.4	7.7	0.0	29.6	0.0	33.3	20.0	29.4	61.2	30.2	15.9	20.0	25.0
Idols/Voice actors	20.6	20.6	0.0	2.4	15.1	21.4	24.5	23.3	23.1	16.3	14.3	20.6	16.7	22.2	10.0	17.6	32.7	20.8	18.8	15.0	0.0
Fashion/ Interior design	18.5	16.6	8.3	4.8	3.8	13.1	20.3	22.6	15.4	16.3	28.6	24.9	0.0	0.0	10.0	17.6	22.4	28.3	26.1	35.0	50.0
Traveling	15.8	18.7	0.0	4.8	1.9	17.9	17.9	19.9	21.2	32.7	7.1	5.8	0.0	0.0	0.0	0.0	12.2	3.8	7.2	5.0	0.0
Love/ Social meeting	15.0	12.3	0.0	0.0	7.5	8.3	14.2	13.7	14.4	14.4	14.3	24.1	16.7	11.1	10.0	11.8	28.6	18.9	26.1	35.0	25.0
Baseball	13.5	16.2	8.3	9.5	13.2	9.5	17.0	18.5	19.7	16.3	7.1	4.3	16.7	0.0	0.0	0.0	2.0	9.4	4.3	2.5	0.0
Vaudevilles	12.7	12.8	0.0	4.8	11.3	16.7	9.4	16.4	14.9	14.4	0.0	12.5	0.0	22.2	10.0	5.9	8.2	13.2	15.9	15.0	0.0
Photos/Art	12.2	10.9	0.0	0.0	11.3	14.3	13.7	11.0	8.2	12.5	14.3	16.7	0.0	11.1	10.0	17.6	34.7	13.2	10.1	17.5	0.0
Soccer	12.0	14.7	33.3	9.5	5.7	15.5	13.7	17.1	17.3	13.5	7.1	2.7	0.0	0.0	0.0	5.9	4.1	0.0	5.8	0.0	0.0
Fishing/ Outdoor activity	8.3	9.1	8.3	7.1	7.5	17.9	9.9	6.8	8.7	6.7	7.1	5.4	16.7	0.0	0.0	5.9	4.1	7.5	4.3	7.5	0.0
Cooking/Restaurants/ Drinking	8.3	5.9	0.0	0.0	0.0	10.7	9.0	7.5	3.8	4.8	0.0	16.3	0.0	22.2	0.0	0.0	14.3	22.6	20.3	17.5	0.0
Cars/Motorbikes/ Driving	6.7	8.1	8.3	9.5	5.7	13.1	6.1	6.8	6.3	14.4	7.1	1.9	0.0	0.0	0.0	0.0	6.1	0.0	0.0	5.0	0.0
Igo/Shogi/ Mahjong	6.4	7.4	0.0	4.8	7.5	7.1	9.4	7.5	6.3	7.7	7.1	2.7	0.0	0.0	20.0	0.0	4.1	1.9	1.4	2.5	0.0
Pachinko/ Pachi-slot	5.9	6.6	0.0	2.4	7.5	0.0	5.2	10.3	10.1	5.8	0.0	3.5	0.0	0.0	0.0	0.0	4.1	0.0	7.2	5.0	0.0
Combative sports	5.8	7.2	0.0	2.4	5.7	11.9	6.1	8.2	8.7	5.8	0.0	1.2	0.0	0.0	0.0	0.0	4.1	1.9	0.0	0.0	0.0
Study/Languages/ Licenses	4.4	4.6	0.0	0.0	5.7	6.0	5.7	3.4	6.3	1.9	0.0	3.9	0.0	22.2	10.0	0.0	2.0	1.9	4.3	5.0	0.0
Horse race/Cycle race/ Motorboat race	3.2	3.9	0.0	0.0	3.8	2.4	1.9	8.2	3.8	4.8	7.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0
Golf	2.9	3.5	0.0	2.4	1.9	6.0	4.2	3.4	2.4	3.8	7.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0
Others	2.9	3.1	16.7	7.1	1.9	2.4	3.3	3.4	1.9	1.9	7.1	2.3	0.0	11.1	10.0	0.0	2.0	3.8	1.4	0.0	0.0
Invalid/ No answers	0.7	0.9	0.0	2.4	1.9	2.4	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0



[Frequency of playing household videogames/Social game player category/Game player category]

(Unit: %)

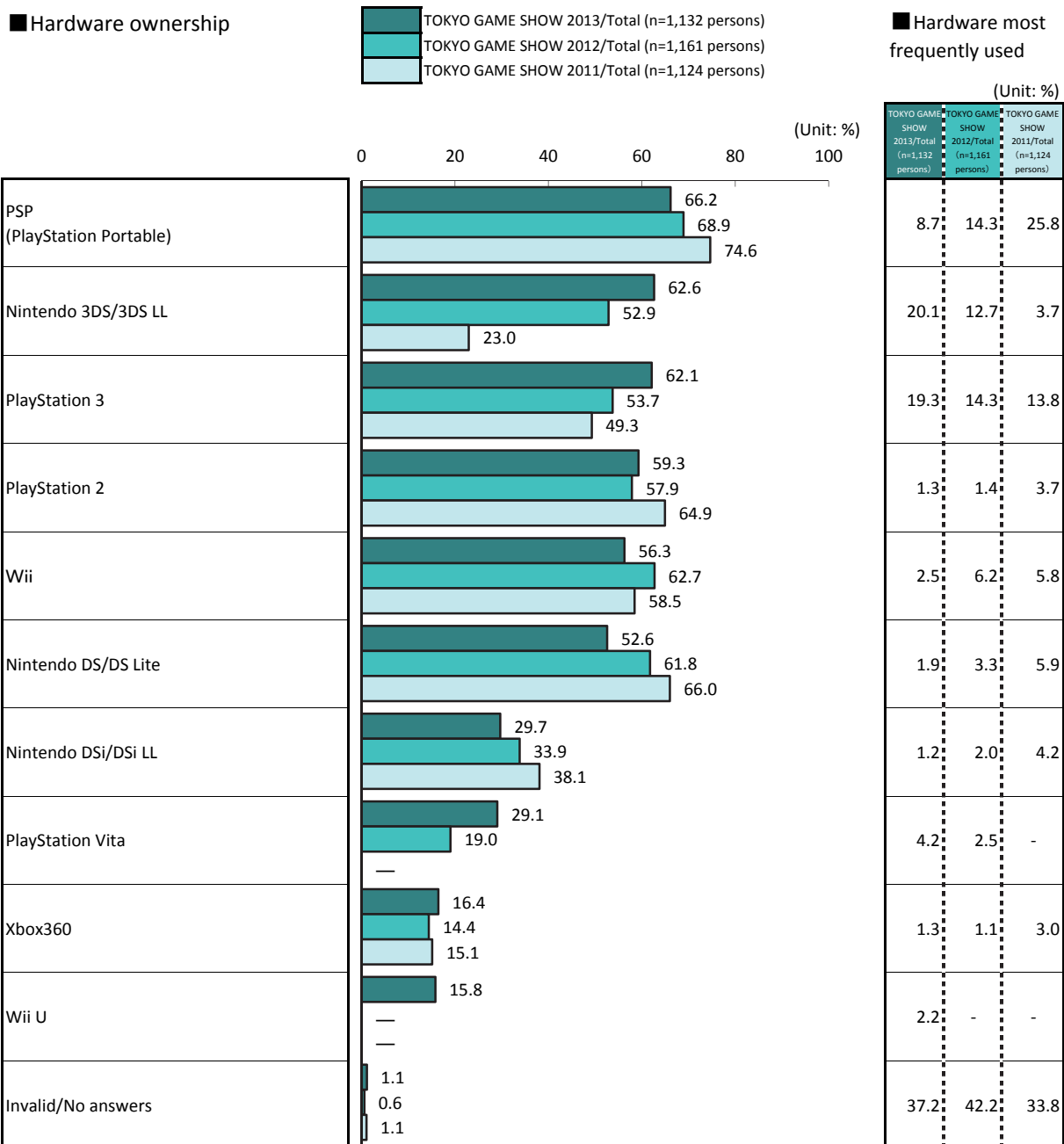
	TOKYO GAME SHOW 2013/Total	Frequency of playing household videogames			Social game player category							Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	mixi game players	LINE game players	Ameba game players	niconico game players	Smartphones/tablet PCs game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,132	433	423	276	546	255	245	63	266	102	106	576	216	383	336
Comics/ Animations	68.0	73.7	67.4	60.1	73.4	78.8	78.4	84.1	69.2	75.5	76.4	69.8	70.4	71.0	77.1
PC/Internet	50.3	53.3	52.0	42.8	51.5	56.1	53.9	46.0	47.7	56.9	62.3	53.0	43.5	55.9	52.1
Movie/Theater/ Drama	47.1	44.6	50.1	46.4	48.9	44.3	51.4	49.2	51.1	46.1	48.1	48.4	52.8	47.8	44.6
Music	35.1	32.3	37.6	35.5	39.2	38.0	36.7	50.8	38.3	43.1	38.7	36.6	34.3	36.8	38.4
Reading	32.1	31.4	32.4	32.6	30.4	32.9	27.8	41.3	29.3	36.3	34.9	30.9	25.9	31.9	31.3
Karaoke	22.5	22.2	25.1	19.2	29.7	33.7	29.4	39.7	30.1	35.3	32.1	27.1	25.9	23.2	31.5
Idols/Voice actors	20.6	21.9	20.3	18.8	26.6	31.8	32.7	38.1	19.2	33.3	29.2	20.8	21.8	21.7	24.1
Fashion/ Interior design	18.5	15.2	16.8	26.1	20.3	17.3	16.3	25.4	16.9	21.6	25.5	18.4	17.6	17.8	16.7
Traveling	15.8	12.0	16.8	20.3	16.8	14.1	14.7	14.3	16.5	15.7	21.7	15.6	15.3	15.1	16.7
Love/ Encounter	15.0	12.2	16.8	16.7	16.8	16.5	14.3	25.4	15.0	16.7	16.0	14.8	12.5	14.9	15.8
Baseball	13.5	14.3	11.6	15.2	15.6	18.8	17.6	14.3	11.3	12.7	15.1	13.9	11.1	13.1	15.5
Vaudevilles	12.7	12.9	12.1	13.4	14.7	14.5	15.1	15.9	15.4	12.7	15.1	13.4	11.6	9.7	15.2
Photos/Art	12.2	10.4	13.7	12.7	15.8	16.9	16.7	27.0	13.9	19.6	20.8	13.2	14.4	13.3	15.8
Soccer	12.0	14.1	9.9	12.0	14.7	18.4	18.8	20.6	13.9	12.7	20.8	13.7	16.7	13.6	15.5
Fishing/ Outdoor activities	8.3	9.2	7.6	8.0	8.1	8.6	7.8	7.9	7.9	9.8	12.3	7.6	6.5	8.1	7.7
Cooking/Restaurants/ Drinking	8.3	7.4	9.0	8.7	9.7	9.4	10.6	14.3	11.3	11.8	8.5	8.5	8.8	6.8	7.4
Cars/Motorbikes/ Driving	6.7	7.6	6.9	5.1	7.1	8.6	5.7	6.3	8.3	2.9	10.4	7.8	7.9	7.3	7.7
Igo/Shogi/ Mahjong	6.4	6.7	6.1	6.2	7.0	6.7	4.5	7.9	5.6	9.8	10.4	6.9	6.0	8.4	8.0
Pachinko/ Pachi-slot	5.9	5.5	4.5	8.7	7.3	9.0	9.4	12.7	8.3	4.9	4.7	6.6	5.1	7.3	8.9
Combative sports	5.8	7.2	6.4	2.9	6.8	7.5	9.0	7.9	5.6	3.9	11.3	5.9	5.6	5.7	8.9
Study/Languages/ Licenses	4.4	3.9	5.9	2.9	5.7	5.5	6.5	11.1	6.0	7.8	9.4	5.4	5.1	6.5	5.7
Horse race/Cycle race/ Motorboat race	3.2	3.2	2.6	4.0	3.3	3.1	4.5	4.8	3.0	2.0	3.8	3.1	3.7	3.4	4.5
Golf	2.9	2.5	2.8	3.6	2.9	2.4	2.9	3.2	3.8	2.9	7.5	3.3	2.8	3.4	2.7
Others	2.9	2.3	3.5	2.9	2.6	2.4	2.4	4.8	1.9	2.9	0.9	2.3	2.8	2.6	3.0
Invalid/ No answers	0.7	1.6	0.2	0.0	0.5	1.2	0.4	0.0	0.8	0.0	0.9	0.7	0.5	1.0	1.5

## II. Household Videogames

### 1. Hardware ownership 《Multiple answers》 / Hardware most frequently used

[Q] What household game machines do you have?

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



Note 1) PlayStation Vita was added in the TGS survey 2012.

Note 2) Wii U was added in the TGS survey 2013.

• As for ownership ratios, "PSP (PlayStation Portable)" (66.2%) remained at the top, although it decreased compared to 2011 and 2012. "Wii" (56.3%), which was in second place in the previous year, decreased. "Nintendo 3DS/3DS LL" (62.6%) ranked second instead, and "PlayStation 3" (62.1%) ranked third. Both of these increased significantly. "PlayStation Vita", which was released the previous year, increased to 29.1%, and the ratio for the newly released "Wii U" was 15.8%.

• As for frequency of use, "Nintendo 3DS/3DS LL" (20.1%) and "PlayStation 3" (19.3%) ranked first and second respectively.

• Among light users, "PlayStation 3" ranked at the top both in ratio of ownership (52.9%) and in frequency of use (17.4%).

[Gender and Age]

■ Hardware ownership

(Unit: %)

	TOKYO GAME SHOW 2013/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)	1,132	875	12	42	53	84	212	146	208	104	14	257	6	9	10	17	49	53	69	40	4
PSP (PlayStation Portable)	66.2	67.8	25.0	45.2	81.1	85.7	77.8	69.2	63.0	52.9	28.6	60.7	16.7	22.2	50.0	70.6	75.5	75.5	58.0	47.5	0.0
Nintendo 3DS/ 3DS LL	62.6	61.3	91.7	90.5	66.0	52.4	58.0	54.8	64.4	63.5	35.7	67.3	66.7	88.9	80.0	52.9	65.3	69.8	63.8	72.5	50.0
PlayStation 3	62.1	65.3	25.0	35.7	50.9	76.2	70.8	75.3	65.9	58.7	28.6	51.4	16.7	22.2	30.0	58.8	55.1	56.6	59.4	40.0	50.0
PlayStation 2	59.3	60.7	41.7	35.7	56.6	70.2	58.5	69.9	62.0	57.7	50.0	54.5	16.7	22.2	20.0	70.6	63.3	67.9	50.7	45.0	75.0
Wii	56.3	55.5	83.3	85.7	73.6	75.0	50.0	47.9	45.2	58.7	50.0	58.8	83.3	77.8	60.0	94.1	53.1	54.7	53.6	60.0	25.0
Nintendo DS/ DS Lite	52.6	51.1	58.3	71.4	69.8	60.7	50.0	50.0	44.7	44.2	28.6	57.6	50.0	77.8	70.0	88.2	65.3	62.3	44.9	47.5	25.0
Nintendo DSi/ Dsi LL	29.7	28.8	50.0	57.1	43.4	29.8	21.7	24.0	26.0	31.7	42.9	32.7	16.7	77.8	60.0	64.7	24.5	18.9	31.9	32.5	50.0
PlayStation Vita	29.1	31.0	8.3	9.5	30.2	28.6	33.5	39.7	31.3	28.8	14.3	22.6	0.0	0.0	30.0	29.4	22.4	30.2	29.0	7.5	0.0
Xbox360	16.4	18.5	8.3	9.5	1.9	16.7	10.8	30.1	22.1	26.0	14.3	9.3	16.7	0.0	10.0	23.5	10.2	7.5	7.2	10.0	0.0
Wii U	15.8	14.7	16.7	26.2	9.4	8.3	13.2	13.0	16.8	18.3	21.4	19.5	0.0	44.4	30.0	23.5	12.2	9.4	24.6	25.0	25.0
Invalid/ No answers	1.1	1.3	0.0	0.0	1.9	1.2	0.9	1.4	2.4	0.0	0.0	0.8	16.7	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0

■ Hardware most frequently used

Number of samples (persons)	1,132	875	12	42	53	84	212	146	208	104	14	257	6	9	10	17	49	53	69	40	4
Nintendo 3DS/3DS LL	20.1	17.4	0.0	21.4	26.4	8.3	12.3	17.8	22.6	19.2	21.4	29.6	50.0	55.6	30.0	17.6	24.5	30.2	29.0	35.0	0.0
PlayStation 3	19.3	21.4	0.0	9.5	17.0	34.5	34.0	20.5	15.9	8.7	7.1	12.1	0.0	0.0	10.0	17.6	18.4	17.0	8.7	7.5	0.0
PSP (PlayStation Portable)	8.7	8.5	0.0	2.4	15.1	14.3	12.3	6.2	6.3	3.8	7.1	9.3	0.0	0.0	0.0	17.6	16.3	13.2	4.3	7.5	0.0
PlayStation Vita	4.2	4.3	0.0	2.4	7.5	3.6	4.7	6.2	3.8	2.9	0.0	3.9	0.0	0.0	0.0	5.9	6.1	3.8	5.8	0.0	0.0
Wii	2.5	2.5	0.0	4.8	1.9	3.6	0.9	1.4	4.8	1.9	0.0	2.3	0.0	0.0	0.0	11.8	0.0	1.9	2.9	2.5	0.0
Wii U	2.2	2.2	0.0	4.8	0.0	0.0	1.4	2.1	3.8	2.9	0.0	2.3	0.0	11.1	0.0	0.0	0.0	0.0	7.2	0.0	0.0
Nintendo DS/DS Lite	1.9	1.8	8.3	2.4	0.0	2.4	1.9	1.4	1.9	1.9	0.0	2.3	0.0	11.1	10.0	5.9	0.0	3.8	0.0	2.5	0.0
PlayStation 2	1.3	1.5	0.0	0.0	1.9	2.4	2.8	0.7	1.4	0.0	0.0	0.8	0.0	0.0	0.0	0.0	2.0	1.9	0.0	0.0	0.0
Xbox360	1.3	1.6	0.0	2.4	0.0	2.4	0.5	2.1	1.0	4.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0
Nintendo DSi/DSi LL	1.2	1.1	0.0	0.0	0.0	0.0	1.4	1.4	1.0	1.9	7.1	1.6	0.0	0.0	10.0	5.9	0.0	0.0	1.4	2.5	0.0
Invalid/No answers	37.2	37.7	91.7	50.0	30.2	28.6	27.8	40.4	37.5	51.9	57.1	35.4	50.0	22.2	40.0	17.6	32.7	28.3	40.6	40.0	100.0

[Frequency of playing household videogames/Social game player category/Game player category]

■ Hardware ownership

(Unit: %)

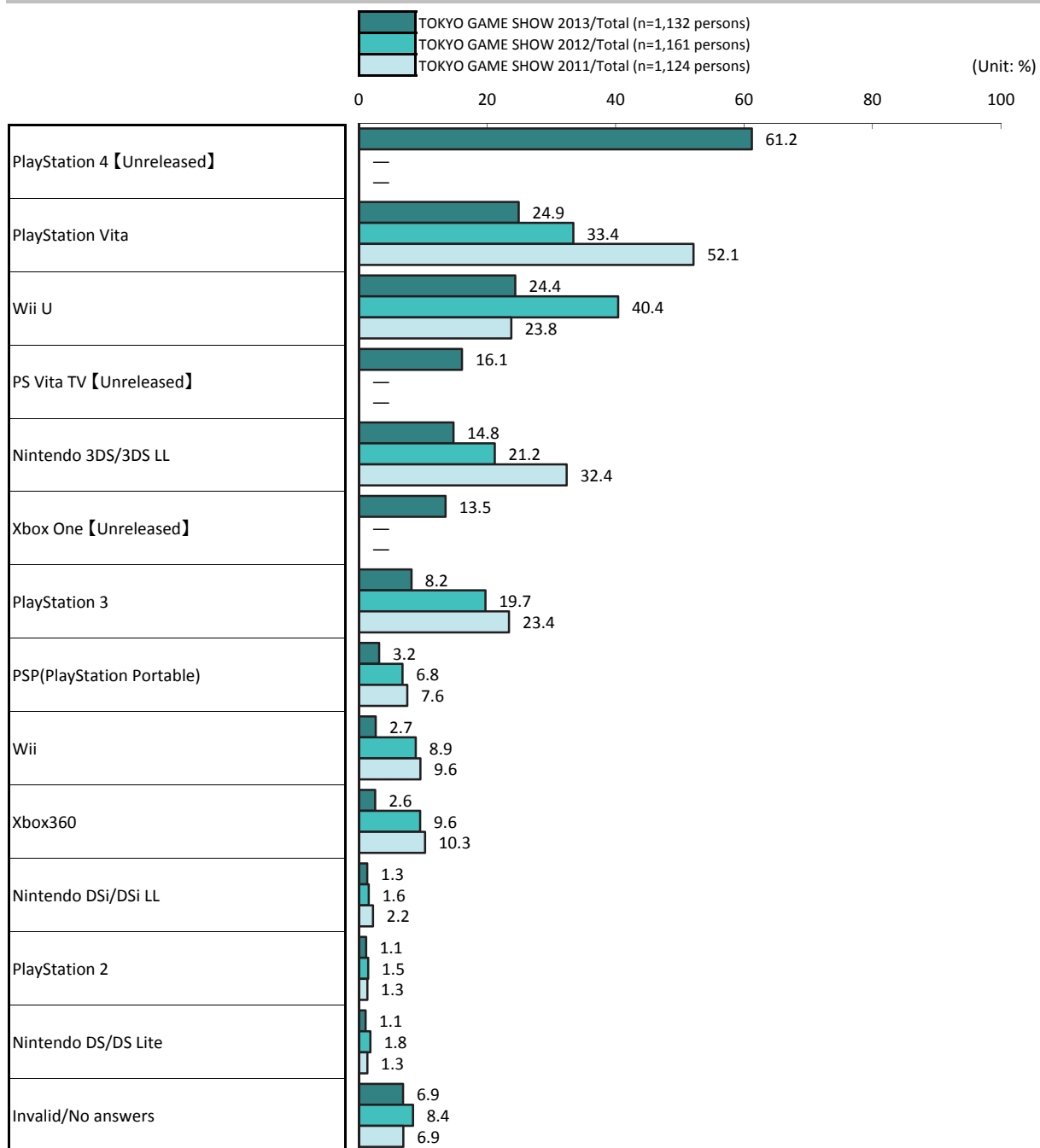
	TOKYO GAME SHOW 2013/Total	Frequency of playing household videogames			Social game player category							Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	mixi game players	LINE game players	Ameba game players	niconico game players	Smartphones/tablet PCs game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,132	433	423	276	546	255	245	63	266	102	106	576	216	383	336
PSP (PlayStation Portable)	66.2	75.8	66.0	51.4	71.4	78.8	69.0	71.4	69.2	77.5	77.4	70.0	59.3	74.4	70.5
Nintendo 3DS/3DS LL	62.6	74.1	64.5	41.7	64.3	64.7	66.1	66.7	65.8	63.7	64.2	64.1	60.2	64.8	65.2
PlayStation 3	62.1	67.9	62.2	52.9	64.1	65.1	69.8	61.9	64.3	62.7	71.7	65.5	56.5	72.8	63.7
PlayStation 2	59.3	64.4	58.9	51.8	64.8	70.2	65.7	69.8	61.7	61.8	68.9	60.6	58.8	68.4	64.6
Wii	56.3	66.3	54.1	43.8	54.9	57.3	54.3	42.9	60.2	51.0	52.8	59.0	52.3	61.1	61.0
Nintendo DS/DS Lite	52.6	62.4	50.1	40.9	54.4	58.0	55.1	57.1	57.1	58.8	55.7	56.8	47.7	55.1	57.1
Nintendo DSi/DSi LL	29.7	39.0	26.2	20.3	29.1	29.4	29.4	28.6	28.6	35.3	38.7	29.2	32.9	30.8	38.7
PlayStation Vita	29.1	36.3	29.1	17.8	29.5	34.5	31.8	30.2	24.8	28.4	40.6	29.5	26.9	36.8	33.3
Xbox360	16.4	19.4	16.3	12.0	17.4	19.2	18.0	15.9	14.3	16.7	20.8	16.7	15.3	21.4	18.8
Wii U	15.8	21.0	14.7	9.4	15.2	13.7	16.3	15.9	17.3	15.7	19.8	15.5	17.1	18.8	16.4
Invalid/No answers	1.1	0.2	1.2	2.5	1.1	1.6	0.8	0.0	0.8	0.0	0.0	0.9	1.9	1.3	1.8

■ Hardware most frequently used

Number of samples (persons)	1,132	433	423	276	546	255	245	63	266	102	106	576	216	383	336
Nintendo 3DS/3DS LL	20.1	24.5	20.6	12.7	19.8	19.6	20.8	27.0	18.8	23.5	12.3	19.6	18.1	18.0	20.5
PlayStation 3	19.3	21.2	18.4	17.4	18.3	20.0	20.0	17.5	18.8	16.7	23.6	18.9	14.8	22.7	20.8
PSP (PlayStation Portable)	8.7	7.4	10.4	8.0	10.4	13.7	9.8	14.3	7.5	16.7	14.2	9.4	7.4	6.0	9.2
PlayStation Vita	4.2	4.2	4.7	3.6	4.0	3.1	4.5	1.6	3.8	6.9	1.9	3.8	2.3	5.5	4.8
Wii	2.5	2.3	1.9	3.6	2.6	2.4	2.4	3.2	2.6	2.0	3.8	2.1	3.7	3.4	2.1
Wii U	2.2	1.8	3.5	0.7	1.6	1.6	0.4	0.0	3.0	0.0	0.9	1.7	1.4	3.4	1.5
Nintendo DS/DS Lite	1.9	0.9	1.9	3.6	1.5	0.4	2.0	1.6	1.1	2.0	0.9	1.6	0.9	0.8	2.1
PlayStation 2	1.3	0.9	1.9	1.1	0.9	1.2	0.8	3.2	1.9	0.0	0.9	1.2	0.9	1.6	2.1
Xbox360	1.3	1.8	1.2	0.7	0.9	0.8	0.8	0.0	0.8	0.0	0.9	1.0	1.9	0.8	1.2
Nintendo DSi/DSi LL	1.2	0.5	1.2	2.5	1.3	0.8	0.8	1.6	0.8	2.0	1.9	1.2	0.9	1.6	1.2
Invalid/No answers	37.2	34.4	34.3	46.0	38.6	36.5	37.6	30.2	41.0	30.4	38.7	39.4	47.7	36.3	34.5

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

[Q] What household game machines do you want to buy?



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

Note 2) PlayStation 4 (unreleased), PS Vita TV (unreleased) and Xbox One (unreleased) were added in the TGS survey 2013.

• "PlayStation 4" (61.2%), which had not yet been released as of the date of the questionnaire, ranked first, and "PS Vita TV" (16.1%) and "Xbox One" (13.5%), which had not yet been released as of the date either, followed.

• The percentage of respondents wishing to purchase "PlayStation 4" was more than 70% in the "13-15" (75.5%), "16-18" (71.4%), "19-24" (72.6%) and "25-29" (71.2%) categories. The ratios of "Xbox One" were higher among males (13.5%) than females (5.1%), showing a great difference between the two categories.

[Gender and Age]

(Unit: %)

	TOKYO GAME SHOW 2013/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)	1,132	875	12	42	53	84	212	146	208	104	14	257	6	9	10	17	49	53	69	40	4
PlayStation 4 【Unreleased】	61.2	65.3	8.3	26.2	75.5	71.4	72.6	71.2	63.0	60.6	50.0	47.5	0.0	22.2	30.0	47.1	55.1	56.6	47.8	45.0	25.0
PlayStation Vita	24.9	26.1	16.7	23.8	30.2	36.9	31.1	23.3	24.5	13.5	28.6	21.0	16.7	11.1	40.0	35.3	24.5	15.1	20.3	17.5	25.0
Wii U	24.4	24.6	75.0	47.6	26.4	35.7	25.0	18.5	18.8	19.2	21.4	23.7	50.0	33.3	10.0	23.5	20.4	26.4	21.7	22.5	50.0
PS Vita TV 【Unreleased】	16.1	16.6	8.3	9.5	32.1	19.0	15.1	19.2	14.4	15.4	7.1	14.4	0.0	11.1	20.0	23.5	20.4	9.4	13.0	15.0	0.0
Nintendo 3DS/ 3DS LL	14.8	13.9	16.7	7.1	15.1	19.0	13.7	19.9	9.6	13.5	7.1	17.5	0.0	22.2	30.0	29.4	18.4	18.9	14.5	15.0	0.0
Xbox One 【Unreleased】	13.5	16.0	8.3	7.1	17.0	21.4	15.1	17.8	13.0	23.1	0.0	5.1	0.0	11.1	0.0	5.9	4.1	3.8	2.9	12.5	0.0
PlayStation 3	8.2	7.8	0.0	4.8	18.9	3.6	12.3	6.8	5.3	3.8	14.3	9.7	0.0	0.0	30.0	23.5	12.2	11.3	7.2	2.5	0.0
PSP (PlayStation Portable)	3.2	3.0	0.0	4.8	5.7	1.2	3.3	2.7	3.4	1.0	7.1	3.9	16.7	0.0	0.0	11.8	4.1	0.0	2.9	7.5	0.0
Wii	2.7	2.5	8.3	2.4	3.8	1.2	3.3	2.7	1.0	2.9	7.1	3.1	0.0	0.0	0.0	0.0	8.2	3.8	1.4	2.5	0.0
Xbox360	2.6	2.2	0.0	0.0	9.4	4.8	2.8	1.4	0.5	1.0	0.0	3.9	0.0	0.0	0.0	5.9	4.1	9.4	1.4	2.5	0.0
Nintendo DSi/ DSi LL	1.3	0.9	0.0	4.8	3.8	0.0	0.5	0.7	1.0	0.0	0.0	2.7	0.0	11.1	20.0	5.9	0.0	3.8	0.0	2.5	0.0
PlayStation 2	1.1	1.1	0.0	2.4	0.0	1.2	1.9	0.7	1.0	1.0	0.0	1.2	0.0	0.0	0.0	5.9	0.0	0.0	0.0	5.0	0.0
Nintendo DS/ DS Lite	1.1	1.0	0.0	0.0	1.9	0.0	1.9	0.7	1.0	1.0	0.0	1.2	16.7	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0
Invalid/ No answers	6.9	5.6	16.7	16.7	0.0	2.4	6.1	3.4	7.2	4.8	0.0	11.3	33.3	11.1	20.0	11.8	14.3	5.7	10.1	12.5	0.0

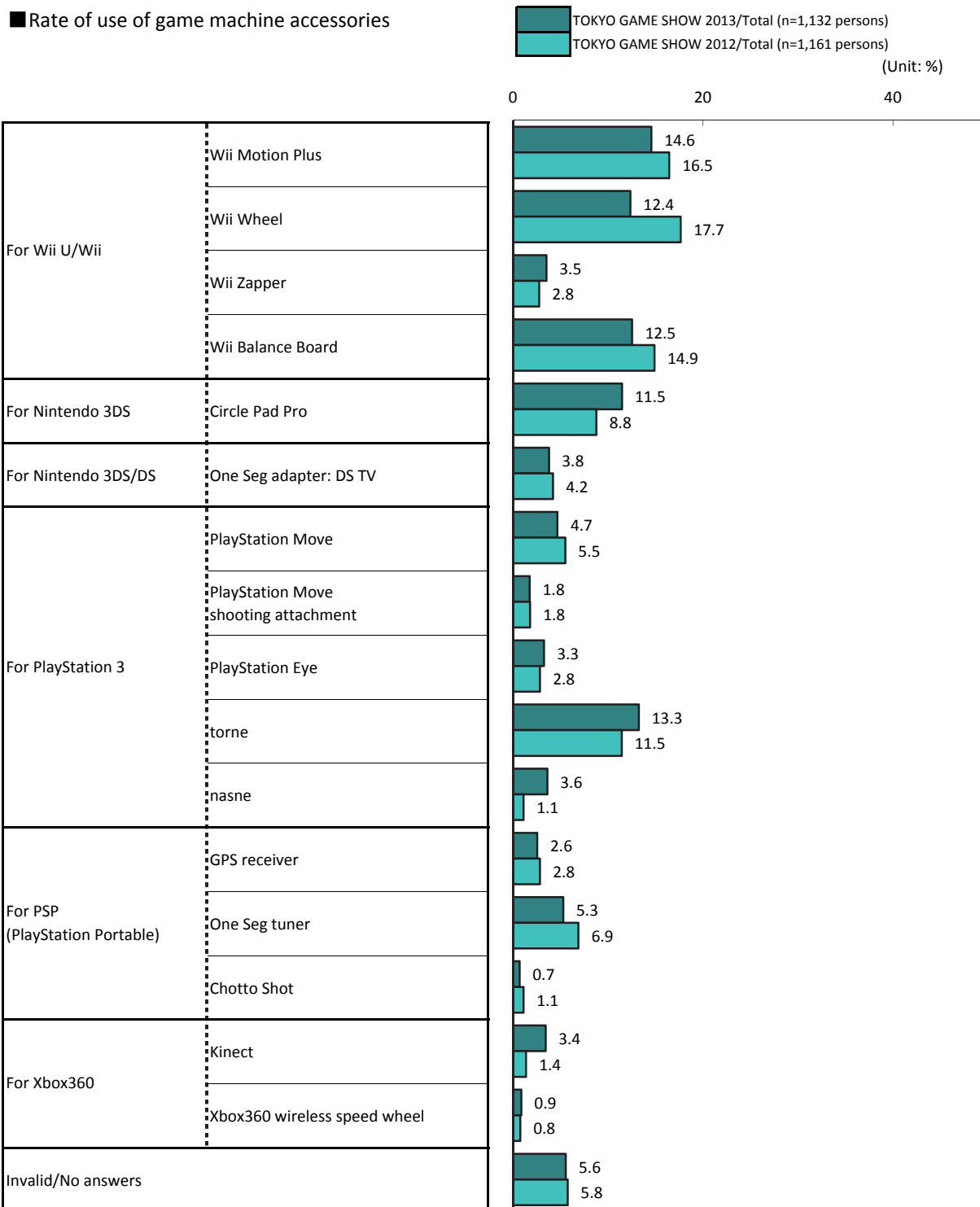
[Frequency of playing household videogames/Social game player category/Game player category]

(Unit: %)

	TOKYO GAME SHOW 2013/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	LINE game players	Ameba game players	niconico game players	Smartphones/tablet PCs game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,132	433	423	276	546	255	245	63	266	102	106	576	216	383	336
PlayStation 4 【Unreleased】	61.2	63.5	62.2	56.2	65.6	68.2	69.4	57.1	66.9	63.7	71.7	63.5	57.4	69.7	63.7
PlayStation Vita	24.9	24.5	26.7	22.8	26.7	32.2	27.8	28.6	24.8	33.3	31.1	25.3	22.2	25.8	25.0
Wii U	24.4	30.3	23.2	17.0	25.1	23.5	25.7	33.3	26.3	27.5	25.5	25.7	24.1	23.8	30.4
PS Vita TV 【Unreleased】	16.1	18.7	15.6	12.7	17.6	17.6	18.4	23.8	14.7	20.6	29.2	16.7	17.6	21.4	17.9
Nintendo 3DS/ 3DS LL	14.8	12.7	14.4	18.5	15.2	17.6	13.9	14.3	16.2	20.6	17.0	14.9	15.7	12.8	14.6
Xbox One 【Unreleased】	13.5	15.0	14.2	10.1	14.1	14.9	15.1	17.5	13.2	17.6	24.5	14.1	17.6	18.3	20.8
PlayStation 3	8.2	6.9	9.0	9.1	8.8	10.6	9.8	14.3	4.9	8.8	9.4	7.6	10.2	5.5	9.2
PSP (PlayStation Portable)	3.2	3.7	2.6	3.3	3.8	3.5	4.5	6.3	3.0	2.9	1.9	2.8	4.2	2.3	3.9
Wii	2.7	2.8	2.6	2.5	2.7	2.0	2.0	3.2	4.5	4.9	3.8	2.3	4.6	2.3	3.3
Xbox360	2.6	2.5	2.4	2.9	3.5	4.3	4.9	6.3	2.3	4.9	6.6	2.8	4.2	2.9	4.8
Nintendo DSi/ DSi LL	1.3	2.3	0.5	1.1	1.5	1.6	2.0	1.6	1.1	2.0	1.9	1.0	2.3	0.8	2.4
PlayStation 2	1.1	2.3	0.5	0.4	1.5	2.0	2.0	1.6	0.8	1.0	1.9	0.5	1.9	1.0	0.9
Nintendo DS/ DS Lite	1.1	0.9	0.9	1.4	1.1	1.6	1.6	1.6	1.1	1.0	0.0	0.9	2.3	0.5	1.8
Invalid/ No answers	6.9	6.5	6.1	8.7	5.3	5.5	4.9	3.2	5.3	4.9	4.7	5.9	6.5	4.7	4.2

### 3. Use of game machine accessories 《Multiple answers》

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



• "Wii Motion Plus" (14.6%) for "Wii U/Wii" ranked first, and "torne" (13.3%) for PlayStation 3 and "Wii Balance Board" (12.5%) and "Wii Wheel" (12.4%) for "Wii U/Wii" ranked second to fourth.

• Males owned more accessories than did females, except for "Wii Balance Board" (Males: 12.5%, Females: 17.5%)



[Gender and Age]

(Unit: %)

		TOKYO GAME SHOW 2013/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)		1,132	875	12	42	53	84	212	146	208	104	14	257	6	9	10	17	49	53	69	40	4
For Wii U/ Wii	Wii Motion Plus	14.6	14.5	16.7	26.2	24.5	20.2	10.4	15.1	9.1	19.2	7.1	14.8	16.7	33.3	20.0	5.9	8.2	13.2	13.0	25.0	25.0
	Wii Wheel	12.4	12.8	33.3	52.4	32.1	15.5	6.1	9.6	7.2	12.5	7.1	10.9	16.7	22.2	20.0	17.6	2.0	5.7	8.7	25.0	0.0
	Wii Zapper	3.5	4.2	8.3	14.3	5.7	4.8	1.9	4.1	2.4	7.7	0.0	1.2	0.0	0.0	10.0	0.0	0.0	1.9	1.4	0.0	0.0
	Wii Balance Board	12.5	11.1	8.3	38.1	28.3	15.5	6.1	4.8	9.1	10.6	14.3	17.5	16.7	44.4	20.0	29.4	10.2	11.3	18.8	22.5	0.0
For Nintendo 3DS	Circle Pad Pro	11.5	13.3	8.3	19.0	17.0	3.6	11.3	15.8	14.9	14.4	14.3	5.4	0.0	0.0	10.0	5.9	4.1	5.7	7.2	5.0	0.0
For Nintendo 3DS/DS	One Seg adapter: DS TV	3.8	3.3	0.0	4.8	1.9	1.2	2.4	2.7	3.8	6.7	7.1	5.4	0.0	0.0	10.0	5.9	4.1	0.0	2.9	17.5	25.0
For PlayStation 3	PlayStation Move	4.7	5.0	8.3	2.4	1.9	6.0	4.7	5.5	4.8	7.7	0.0	3.5	0.0	0.0	0.0	11.8	4.1	3.8	2.9	0.0	25.0
	PlayStation Move shooting attachment	1.8	2.1	0.0	2.4	1.9	3.6	1.9	0.7	1.4	4.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	1.9	1.4	0.0	0.0
	PlayStation Eye	3.3	3.7	8.3	2.4	1.9	3.6	0.9	4.8	3.4	9.6	0.0	1.9	0.0	0.0	0.0	5.9	0.0	1.9	2.9	2.5	0.0
	torne	13.3	15.2	0.0	9.5	1.9	11.9	15.1	24.7	15.4	16.3	7.1	6.6	0.0	11.1	10.0	5.9	2.0	3.8	14.5	2.5	0.0
	nasne	3.6	4.2	0.0	4.8	0.0	1.2	3.3	4.8	5.3	8.7	0.0	1.6	0.0	0.0	10.0	0.0	2.0	1.9	1.4	0.0	0.0
For PSP (PlayStation Portable)	GPS receiver	2.6	3.0	0.0	2.4	1.9	0.0	1.9	2.7	4.8	5.8	0.0	1.2	0.0	0.0	0.0	0.0	2.0	0.0	2.9	0.0	0.0
	One Seg tuner	5.3	6.4	0.0	2.4	5.7	2.4	4.2	6.8	10.1	8.7	7.1	1.6	0.0	11.1	0.0	0.0	2.0	0.0	0.0	5.0	0.0
	Chotto Shot	0.7	0.8	0.0	2.4	0.0	1.2	0.5	0.0	1.4	1.0	0.0	0.4	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0
For Xbox360	Kinect	3.4	3.9	8.3	2.4	0.0	4.8	1.9	6.2	3.4	7.7	0.0	1.9	0.0	0.0	0.0	5.9	2.0	0.0	1.4	5.0	0.0
	Xbox360 wireless speed wheel	0.9	1.0	8.3	4.8	0.0	0.0	0.5	1.4	1.0	1.0	0.0	0.4	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0
Invalid/ No answers		5.6	6.3	0.0	0.0	1.9	7.1	4.2	11.0	7.2	6.7	7.1	3.1	0.0	0.0	10.0	5.9	4.1	1.9	2.9	2.5	0.0

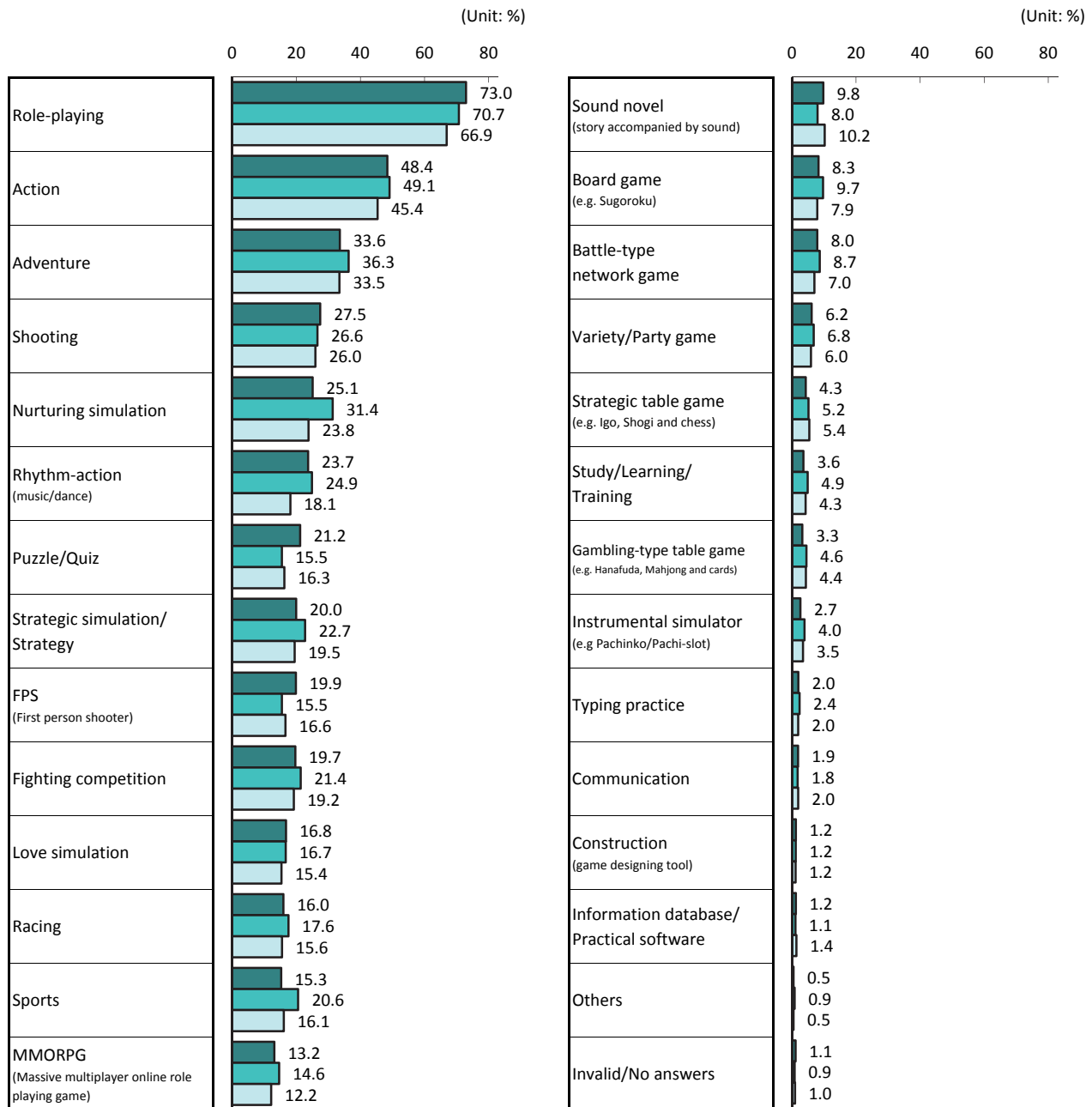
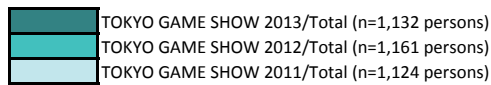
[Frequency of playing household videogames／Hardware]

(Unit: %)

		TOKYO GAME SHOW 2012/Total	Frequency of playing household videogames			Hardware									
			Heavy user	Middle user	Light user	Wii U	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)		1,132	433	423	276	179	637	709	336	595	703	671	329	749	186
For Wii U/ Wii	Wii Motion Plus	14.6	18.5	16.5	5.4	43.6	24.8	19.6	25.3	19.8	16.1	16.1	18.8	15.4	25.8
	Wii Wheel	12.4	18.2	12.3	3.3	34.1	21.5	17.1	23.2	17.6	12.5	14.3	13.4	13.4	16.7
	Wii Zapper	3.5	5.3	3.5	0.7	12.3	6.1	4.8	8.6	5.7	4.1	4.8	5.2	4.5	9.7
	Wii Balance Board	12.5	17.8	11.6	5.8	32.4	22.1	16.6	23.2	19.0	13.2	15.5	12.2	15.0	19.9
For Nintendo 3DS	Circle Pad Pro	11.5	16.6	9.9	5.8	26.8	16.5	18.3	20.2	16.5	13.9	14.3	20.7	14.2	24.7
For Nintendo 3DS/DS	One Seg adapter: DS TV	3.8	4.8	2.4	4.3	6.7	4.4	5.2	7.1	5.0	3.7	3.7	4.9	3.9	6.5
For Play Station 3	PlayStation Move	4.7	6.0	3.8	4.0	7.8	5.7	5.4	7.1	6.2	7.5	5.8	10.9	6.1	12.4
	PlayStation Move shooting attachment	1.8	2.3	2.1	0.4	2.2	2.4	1.8	2.7	2.2	2.8	2.7	4.6	2.4	5.9
	PlayStation Eye	3.3	3.9	2.8	2.9	5.0	3.8	3.5	4.5	4.0	5.3	4.0	6.7	4.3	7.0
	torne	13.3	16.4	12.3	9.8	21.2	15.4	14.2	15.5	14.8	21.3	15.8	26.4	16.3	25.3
	nasne	3.6	3.9	4.0	2.5	6.7	3.9	4.1	5.1	4.2	5.8	3.9	10.0	4.0	6.5
For PSP (PlayStation Portable)	GPS receiver	2.6	2.5	2.1	3.3	6.1	3.0	3.0	4.8	3.5	3.7	4.0	5.8	3.9	7.0
	One Seg tuner	5.3	5.8	5.9	3.6	7.8	6.0	5.9	7.7	7.4	6.5	7.0	8.2	8.0	10.2
	Chotto Shot	0.7	0.7	0.9	0.4	1.7	0.9	1.0	1.2	1.2	1.1	1.2	1.8	1.1	1.6
For Xbox360	Kinect	3.4	4.8	3.1	1.8	12.3	5.3	5.1	7.1	5.2	5.0	5.1	7.0	4.8	21.0
	Xbox360 wireless speed wheel	0.9	1.4	0.5	0.7	3.4	1.3	1.3	1.5	1.0	1.1	1.3	1.2	1.1	5.4
Invalid/ No answers		5.6	6.2	5.9	4.0	3.9	5.7	5.8	6.3	6.2	6.3	6.7	7.3	6.8	33.9

#### 4. Favorite game genres 《Multiple answers》

[Q] Please choose the genre of game you like. \*Excluding smartphone/ mobile phone games.



- "Role playing" (73.0%) increased for three consecutive years and remained the most popular type of game. "Action" remained second with 48.4% of respondents.
- Male users preferred "Role playing", "Action", "Shooting", "Strategic simulation / Strategy", "FPS (First person shooter)", "Fighting competition", "Racing" and "Sports", while female users preferred "Adventure" "Nurturing simulation", "Rhythm-action (music/dance)", "Puzzle/Quiz" and "Love simulation".

[Gender and Age]

(Unit: %)

	TOKYO GAME SHOW 2013/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)	1,132	875	12	42	53	84	212	146	208	104	14	257	6	9	10	17	49	53	69	40	4
Role-playing	73.0	73.3	16.7	45.2	69.8	73.8	74.1	75.3	77.4	78.8	78.6	72.0	33.3	22.2	30.0	88.2	85.7	79.2	72.5	65.0	75.0
Action	48.4	53.0	50.0	64.3	67.9	65.5	63.2	52.1	42.3	38.5	14.3	32.7	16.7	11.1	60.0	64.7	46.9	39.6	24.6	10.0	0.0
Adventure	33.6	32.2	8.3	45.2	43.4	42.9	37.7	29.5	25.5	23.1	21.4	38.1	33.3	11.1	50.0	58.8	53.1	39.6	27.5	35.0	0.0
Shooting	27.5	31.5	8.3	38.1	50.9	39.3	29.2	26.0	27.9	32.7	50.0	13.6	16.7	11.1	20.0	17.6	16.3	17.0	7.2	15.0	0.0
Nurturing simulation	25.1	24.1	0.0	11.9	32.1	34.5	27.8	22.6	22.1	19.2	14.3	28.4	50.0	22.2	30.0	17.6	30.6	32.1	26.1	30.0	0.0
Rhythm-action (music/dance)	23.7	20.5	16.7	14.3	20.8	33.3	23.6	23.3	16.8	12.5	0.0	34.6	50.0	11.1	70.0	47.1	49.0	43.4	18.8	25.0	0.0
Puzzle/Quiz	21.2	18.7	41.7	19.0	24.5	17.9	13.7	19.9	18.8	24.0	7.1	29.6	33.3	33.3	10.0	47.1	20.4	32.1	29.0	35.0	25.0
Strategic simulation/Strategy	20.0	23.1	0.0	16.7	24.5	32.1	28.8	20.5	23.1	14.4	7.1	9.3	0.0	0.0	30.0	23.5	14.3	5.7	5.8	7.5	0.0
FPS (First person shooter)	19.9	24.1	0.0	7.1	41.5	47.6	36.8	23.3	10.6	11.5	0.0	5.4	0.0	0.0	10.0	29.4	10.2	5.7	0.0	0.0	0.0
Fighting competition	19.7	22.9	16.7	16.7	41.5	31.0	23.6	21.2	23.6	12.5	0.0	8.9	0.0	0.0	10.0	23.5	10.2	13.2	8.7	0.0	0.0
Love simulation	16.8	14.3	0.0	2.4	22.6	25.0	18.4	14.4	11.5	5.8	7.1	25.3	0.0	11.1	20.0	47.1	36.7	28.3	21.7	15.0	0.0
Racing	16.0	18.7	16.7	23.8	30.2	27.4	18.9	13.0	13.9	23.1	7.1	6.6	16.7	22.2	20.0	0.0	8.2	3.8	4.3	7.5	0.0
Sports	15.3	17.6	8.3	11.9	17.0	16.7	18.4	17.1	16.8	24.0	7.1	7.4	33.3	22.2	10.0	5.9	0.0	5.7	5.8	12.5	25.0
MMORPG (Massive multiplayer online role playing game)	13.2	14.7	0.0	2.4	17.0	21.4	15.6	19.2	13.9	10.6	0.0	7.8	16.7	0.0	0.0	11.8	16.3	9.4	4.3	2.5	0.0
Sound novel (story accompanied by sound)	9.8	8.8	0.0	0.0	11.3	14.3	10.4	10.3	8.2	4.8	0.0	13.2	0.0	0.0	0.0	23.5	18.4	22.6	10.1	5.0	0.0
Board game (e.g. Sugoroku)	8.3	8.1	0.0	4.8	15.1	11.9	8.0	8.2	8.2	4.8	0.0	8.9	0.0	11.1	20.0	17.6	6.1	11.3	7.2	7.5	0.0
Battle-type network game	8.0	9.4	0.0	9.5	24.5	13.1	9.4	10.3	6.3	5.8	0.0	3.1	0.0	0.0	0.0	11.8	0.0	5.7	2.9	2.5	0.0
Variety/Party game	6.2	5.3	16.7	4.8	11.3	6.0	3.8	4.1	6.7	2.9	0.0	9.3	16.7	22.2	0.0	29.4	10.2	5.7	4.3	12.5	0.0
Strategic table game (e.g. Igo, Shogi and chess)	4.3	5.3	0.0	2.4	13.2	6.0	7.5	2.7	4.3	3.8	0.0	1.2	0.0	11.1	0.0	0.0	0.0	1.9	0.0	2.5	0.0
Study/Learning/Training	3.6	2.6	0.0	0.0	3.8	2.4	0.5	2.7	3.4	5.8	7.1	7.0	0.0	22.2	0.0	17.6	2.0	7.5	4.3	7.5	50.0
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	3.3	3.4	0.0	2.4	9.4	3.6	3.3	2.1	3.4	3.8	0.0	2.7	0.0	0.0	10.0	0.0	4.1	1.9	2.9	2.5	0.0
Instrumental simulator (e.g. Pachinko/Pachi-slot)	2.7	2.7	0.0	2.4	3.8	2.4	3.3	2.1	2.4	2.9	7.1	2.3	0.0	11.1	0.0	17.6	2.0	1.9	0.0	0.0	0.0
Typing practice	2.0	1.7	0.0	0.0	9.4	3.6	2.4	0.7	0.0	1.0	0.0	3.1	0.0	11.1	0.0	5.9	4.1	5.7	0.0	2.5	0.0
Communication	1.9	1.4	0.0	0.0	7.5	2.4	1.4	0.0	0.5	1.9	0.0	3.9	0.0	22.2	10.0	5.9	4.1	1.9	1.4	5.0	0.0
Construction (game designing tool)	1.2	1.1	0.0	0.0	3.8	3.6	1.4	0.7	0.0	1.0	0.0	1.6	0.0	0.0	10.0	5.9	0.0	3.8	0.0	0.0	0.0
Information database/Practical software	1.2	1.1	0.0	0.0	1.9	2.4	1.4	0.7	0.0	1.9	7.1	1.6	0.0	0.0	10.0	0.0	0.0	5.7	0.0	0.0	0.0
Others	0.5	0.6	0.0	2.4	0.0	1.2	0.9	0.0	0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Invalid/No answers	1.1	1.1	16.7	4.8	0.0	0.0	0.5	1.4	1.4	0.0	0.0	1.2	0.0	22.2	0.0	0.0	0.0	1.9	0.0	0.0	0.0

[Frequency of playing household videogames/Social game player category/Game player category]

(Unit: %)

	TOKYO GAME SHOW 2013/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	LINE game players	Ameba game players	niconico game players	Smartphones/tablet PCs game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,132	433	423	276	546	255	245	63	266	102	106	576	216	383	336
Role-playing	73.0	76.4	73.0	67.4	76.4	77.3	76.3	79.4	75.6	68.6	81.1	75.7	74.5	77.5	73.8
Action	48.4	55.4	48.9	36.6	50.4	50.6	49.0	52.4	48.5	49.0	54.7	50.7	40.3	54.3	58.0
Adventure	33.6	38.3	32.9	27.2	34.8	38.4	34.3	46.0	30.8	38.2	43.4	33.5	32.9	36.0	39.9
Shooting	27.5	30.7	26.2	24.3	27.3	27.1	27.3	33.3	24.8	28.4	40.6	27.4	24.5	33.4	32.7
Nurturing simulation	25.1	28.4	25.3	19.6	30.0	32.9	33.5	41.3	30.1	43.1	41.5	28.3	29.2	26.9	28.3
Rhythm-action (music/dance)	23.7	24.5	23.9	22.1	27.7	30.6	29.0	49.2	27.8	33.3	35.8	26.0	21.3	25.3	35.7
Puzzle/Quiz	21.2	23.1	19.6	20.7	26.0	30.2	29.4	39.7	27.1	30.4	25.5	25.5	27.3	19.8	28.3
Strategic simulation/Strategy	20.0	23.6	18.9	15.9	20.9	21.6	21.6	33.3	20.3	21.6	31.1	21.9	20.8	24.0	26.8
FPS (First person shooter)	19.9	25.6	21.5	8.3	21.8	23.1	20.4	14.3	25.9	23.5	36.8	21.9	18.5	32.6	25.6
Fighting competition	19.7	24.0	19.9	12.7	19.8	22.0	19.6	22.2	18.4	18.6	29.2	19.8	19.0	23.2	28.0
Love simulation	16.8	19.4	17.0	12.3	23.8	30.6	25.7	31.7	18.8	38.2	35.8	19.8	23.1	19.8	24.7
Racing	16.0	18.2	15.1	13.8	16.7	14.5	17.6	19.0	16.9	18.6	24.5	16.5	15.7	19.1	20.2
Sports	15.3	15.5	16.5	13.0	17.2	18.8	19.6	12.7	19.2	18.6	18.9	17.5	19.0	17.0	19.0
MMORPG (Massive multiplayer online role playing game)	13.2	17.6	12.5	7.2	15.2	14.9	15.1	14.3	16.9	20.6	24.5	16.3	14.8	25.8	17.3
Sound novel (story accompanied by sound)	9.8	9.9	9.9	9.4	10.1	11.4	8.6	14.3	8.6	15.7	15.1	9.5	7.9	11.0	13.4
Board game (e.g. Sugoroku)	8.3	8.5	9.7	5.8	9.0	10.2	9.4	17.5	8.3	9.8	16.0	8.5	9.7	9.1	11.3
Battle-type network game	8.0	12.0	6.6	3.6	7.5	8.2	6.5	7.9	6.8	14.7	17.0	8.0	6.0	16.2	12.2
Variety/Party game	6.2	7.4	6.4	4.0	7.3	6.3	6.5	15.9	7.5	6.9	13.2	6.9	8.8	8.1	8.0
Strategic table game (e.g. Igo, Shogi and chess)	4.3	5.8	3.1	4.0	4.9	4.3	4.5	11.1	3.0	8.8	12.3	4.3	6.0	5.0	6.3
Study/Learning/Training	3.6	3.9	2.8	4.3	3.7	3.9	4.9	1.6	4.5	3.9	3.8	3.1	3.7	3.1	5.1
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	3.3	3.9	3.1	2.5	2.9	3.5	3.3	9.5	2.6	3.9	8.5	4.0	4.6	3.1	4.8
Instrumental simulator (e.g Pachinko/Pachi-slot)	2.7	2.8	2.4	2.9	2.7	2.7	4.1	6.3	3.4	2.9	5.7	2.4	2.8	2.1	4.8
Typing practice	2.0	2.1	2.6	1.1	2.2	2.7	3.3	4.8	2.6	3.9	4.7	2.4	2.8	4.2	3.9
Communication	1.9	2.1	1.4	2.5	2.0	1.6	2.4	3.2	0.8	3.9	5.7	1.9	2.3	2.6	2.4
Construction (game designing tool)	1.2	1.6	1.2	0.7	1.8	3.1	2.0	1.6	2.3	3.9	4.7	1.4	0.9	2.1	2.1
Information database/Practical software	1.2	1.2	0.9	1.8	1.3	2.0	2.0	3.2	1.1	2.9	3.8	0.9	0.9	1.3	2.7
Others	0.5	0.7	0.7	0.0	0.2	0.0	0.4	0.0	0.4	0.0	0.0	0.2	0.5	0.5	0.0
Invalid/No answers	1.1	1.2	1.4	0.7	0.9	0.8	0.4	0.0	1.1	0.0	0.0	0.9	3.2	1.3	1.5

[Hobbies and Interests]

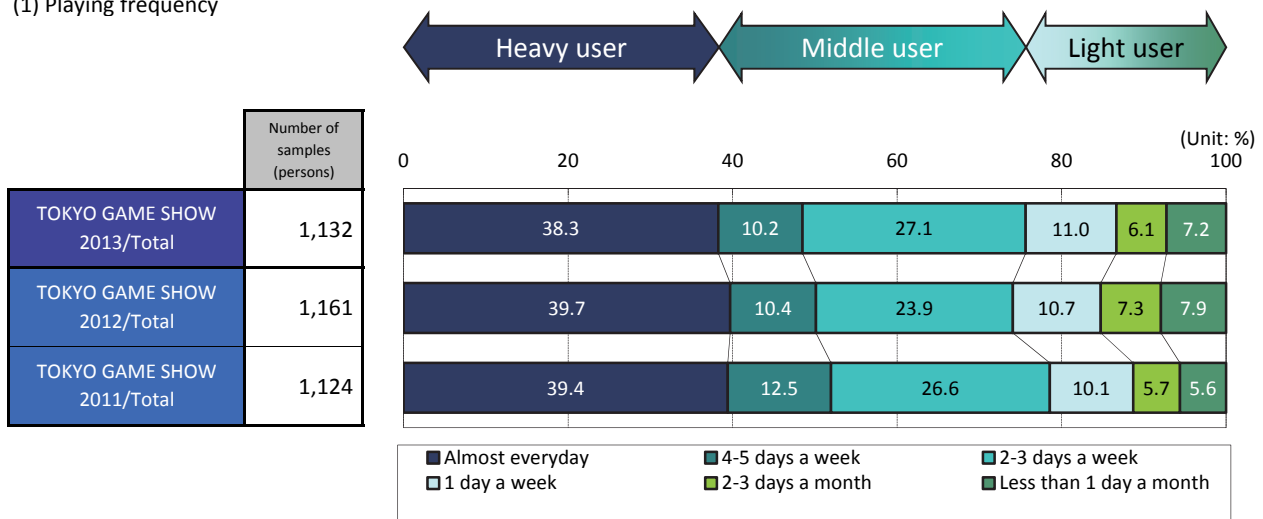
(Unit: %)

	TOKYO GAME SHOW 2013/Total	Hobbies and Interests																								
		Comics/Animations	PC/Internet	Movie/Theater/Drama	Music	Reading	Karaoke	TV idols/Voice actors	Fashion/Interior design	Traveling	Love/Social meeting	Baseball	Vaudevilles	Photos/Arts	Soccer	Fishing/Outdoor activity	Cooking/Restaurants/Liquors	Cars/Motorbikes/Driving	Igo/Shogi/Mahjong	Pachinko/Pachi-Slot	Combative sports	Study/Languages/Licenses	Horse race/Cycle race/Motorboat race	Golf	Others	Invalid/No answers
Number of samples (persons)	1,132	770	569	533	397	363	255	233	209	179	170	153	144	138	136	94	94	76	72	67	66	50	36	33	33	8
Role-playing	73.0	77.9	80.3	77.9	80.9	80.4	76.1	78.5	78.0	70.4	78.8	70.6	78.5	85.5	77.9	81.9	78.7	69.7	84.7	77.6	86.4	76.0	83.3	66.7	57.6	62.5
Action	48.4	55.8	56.9	52.0	61.5	53.2	65.9	62.7	54.1	54.7	52.4	57.5	61.1	61.6	52.9	68.1	58.5	65.8	66.7	47.8	69.7	66.0	50.0	72.7	51.5	25.0
Adventure	33.6	38.7	40.8	38.1	43.3	44.1	45.1	43.3	42.6	31.3	40.6	38.6	46.5	48.6	32.4	46.8	45.7	42.1	43.1	37.3	43.9	56.0	27.8	33.3	33.3	37.5
Shooting	27.5	29.7	32.7	30.6	33.5	32.5	29.0	32.2	32.5	37.4	33.5	30.7	36.1	42.0	31.6	36.2	35.1	40.8	37.5	35.8	48.5	38.0	30.6	48.5	27.3	25.0
Nurturing simulation	25.1	30.5	30.4	28.1	34.0	32.2	33.7	35.6	36.8	29.1	42.9	35.3	33.3	41.3	31.6	40.4	34.0	34.2	41.7	31.3	33.3	46.0	33.3	27.3	21.2	25.0
Rhythm-action (music/dance)	23.7	29.4	30.6	21.8	35.3	32.8	37.3	35.2	23.9	18.4	34.1	20.3	32.6	38.4	20.6	37.2	35.1	25.0	30.6	17.9	28.8	30.0	27.8	24.2	21.2	0.0
Puzzle/Quiz	21.2	22.9	26.7	21.8	26.4	27.0	27.5	24.0	27.8	19.0	25.9	25.5	34.0	34.8	17.6	26.6	27.7	23.7	30.6	31.3	25.8	30.0	30.6	15.2	30.3	12.5
Strategic simulation/Strategy	20.0	23.8	25.5	22.5	24.2	26.7	25.5	25.3	24.9	24.0	24.1	30.1	25.7	34.1	27.9	38.3	13.8	36.8	45.8	25.4	37.9	34.0	27.8	33.3	21.2	37.5
FPS (First person shooter)	19.9	21.6	25.7	22.7	25.4	24.0	25.1	23.2	22.5	23.5	18.2	25.5	20.8	31.2	22.8	26.6	19.1	26.3	27.8	17.9	37.9	28.0	19.4	36.4	12.1	62.5
Fighting competition	19.7	23.5	24.1	21.8	24.4	22.3	25.1	26.6	23.9	24.0	24.1	24.2	33.3	29.7	27.2	36.2	30.9	34.2	34.7	37.3	56.1	34.0	33.3	36.4	18.2	37.5
Love simulation	16.8	22.1	19.0	13.9	22.7	22.3	27.1	33.9	16.3	15.6	20.6	16.3	21.5	22.5	16.2	20.2	18.1	19.7	22.2	19.4	19.7	38.0	19.4	6.1	15.2	12.5
Racing	16.0	16.2	18.1	17.4	20.9	16.5	20.4	18.5	23.9	40.2	19.4	23.5	25.7	27.5	24.3	34.0	22.3	23.7	26.4	19.4	30.3	24.0	30.6	39.4	18.2	12.5
Sports	15.3	14.3	14.4	16.1	19.1	14.3	18.4	19.7	17.7	25.1	15.9	47.1	18.8	15.2	45.6	31.9	16.0	22.4	26.4	26.9	30.3	28.0	44.4	36.4	6.1	0.0
MMORPG (Massive multiplayer online role playing game)	13.2	14.4	18.5	14.3	15.1	18.7	18.4	15.9	19.1	17.3	20.0	15.0	13.9	25.4	16.2	19.1	22.3	18.4	22.2	19.4	22.7	20.0	13.9	30.3	9.1	37.5
Sound novel (story accompanied by sound)	9.8	12.2	13.2	11.4	15.1	16.8	17.3	17.2	14.4	6.7	17.6	10.5	12.5	18.1	9.6	19.1	13.8	11.8	18.1	13.4	18.2	24.0	11.1	6.1	15.2	12.5
Board game (e.g. Sugoroku)	8.3	9.6	11.4	9.2	12.1	14.0	12.5	9.9	15.3	7.8	11.8	9.8	13.9	18.8	8.8	12.8	12.8	9.2	22.2	11.9	15.2	26.0	16.7	9.1	27.3	25.0
Battle-type network game	8.0	8.7	12.1	8.1	9.6	11.0	9.0	10.3	8.6	7.8	11.2	13.1	7.6	12.3	11.8	18.1	7.4	13.2	19.4	11.9	16.7	6.0	11.1	24.2	3.0	25.0
Variety/Party game	6.2	7.0	8.8	7.1	9.6	8.5	11.8	10.3	11.0	6.1	11.8	7.2	15.3	17.4	7.4	11.7	9.6	13.2	16.7	13.4	10.6	18.0	13.9	9.1	21.2	0.0
Strategic table game (e.g. Igo, Shogi and chess)	4.3	5.5	6.0	5.3	6.8	8.5	7.5	7.7	6.7	6.7	5.9	6.5	9.0	10.9	6.6	11.7	8.5	11.8	22.2	9.0	13.6	10.0	11.1	15.2	3.0	0.0
Study/Learning/Training	3.6	3.4	4.0	4.1	5.8	6.1	7.1	5.6	5.7	1.1	7.6	3.9	6.3	6.5	2.9	9.6	8.5	6.6	6.9	4.5	4.5	4.0	5.6	6.1	6.1	0.0
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	3.3	3.8	4.6	3.2	4.5	4.7	6.3	5.2	5.3	3.9	4.7	3.3	2.8	8.0	4.4	4.3	4.3	5.3	18.1	11.9	1.5	8.0	5.6	0.0	6.1	0.0
Instrumental simulator (e.g. Pachinko/Pachi-slot)	2.7	3.0	3.3	3.6	3.8	3.0	4.3	4.3	2.4	4.5	4.7	3.3	5.6	6.5	2.9	3.2	3.2	6.6	8.3	13.4	4.5	4.0	11.1	0.0	3.0	0.0
Typing practice	2.0	2.5	3.2	2.3	3.0	3.3	5.5	3.9	1.9	2.2	3.5	4.6	4.2	3.6	5.1	6.4	3.2	3.9	4.2	4.5	6.1	6.0	5.6	6.1	0.0	0.0
Communication	1.9	1.6	2.8	1.3	2.5	2.5	3.1	2.6	2.9	1.1	4.7	1.3	3.5	4.3	2.2	3.2	4.3	3.9	2.8	3.0	4.5	6.0	0.0	3.0	6.1	0.0
Construction (game designing tool)	1.2	1.4	1.6	1.1	1.5	2.5	3.1	2.1	2.9	1.1	2.4	1.3	2.8	4.3	2.9	1.1	2.1	3.9	1.4	4.5	4.5	4.0	0.0	6.1	0.0	0.0
Information database/Practical software	1.2	1.4	1.8	1.7	2.3	2.5	2.4	2.1	2.4	1.1	2.9	2.6	3.5	4.3	2.9	3.2	4.3	3.9	1.4	3.0	3.0	0.0	0.0	6.1	3.0	0.0
Others	0.5	0.6	0.7	0.4	0.5	0.6	0.0	0.9	1.0	0.6	0.6	0.0	0.0	0.7	0.0	0.0	0.0	2.6	0.0	0.0	1.5	0.0	0.0	0.0	3.0	0.0
Invalid/No answers	1.1	1.2	0.5	1.7	0.3	0.0	2.0	0.0	0.5	1.1	0.0	0.0	0.0	0.7	2.2	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	3.0	0.0

## 5. Frequency of game playing

[Q] How often on average do you play games using a household videogame machine? \*Excluding PC/ smartphone/mobile phone games.

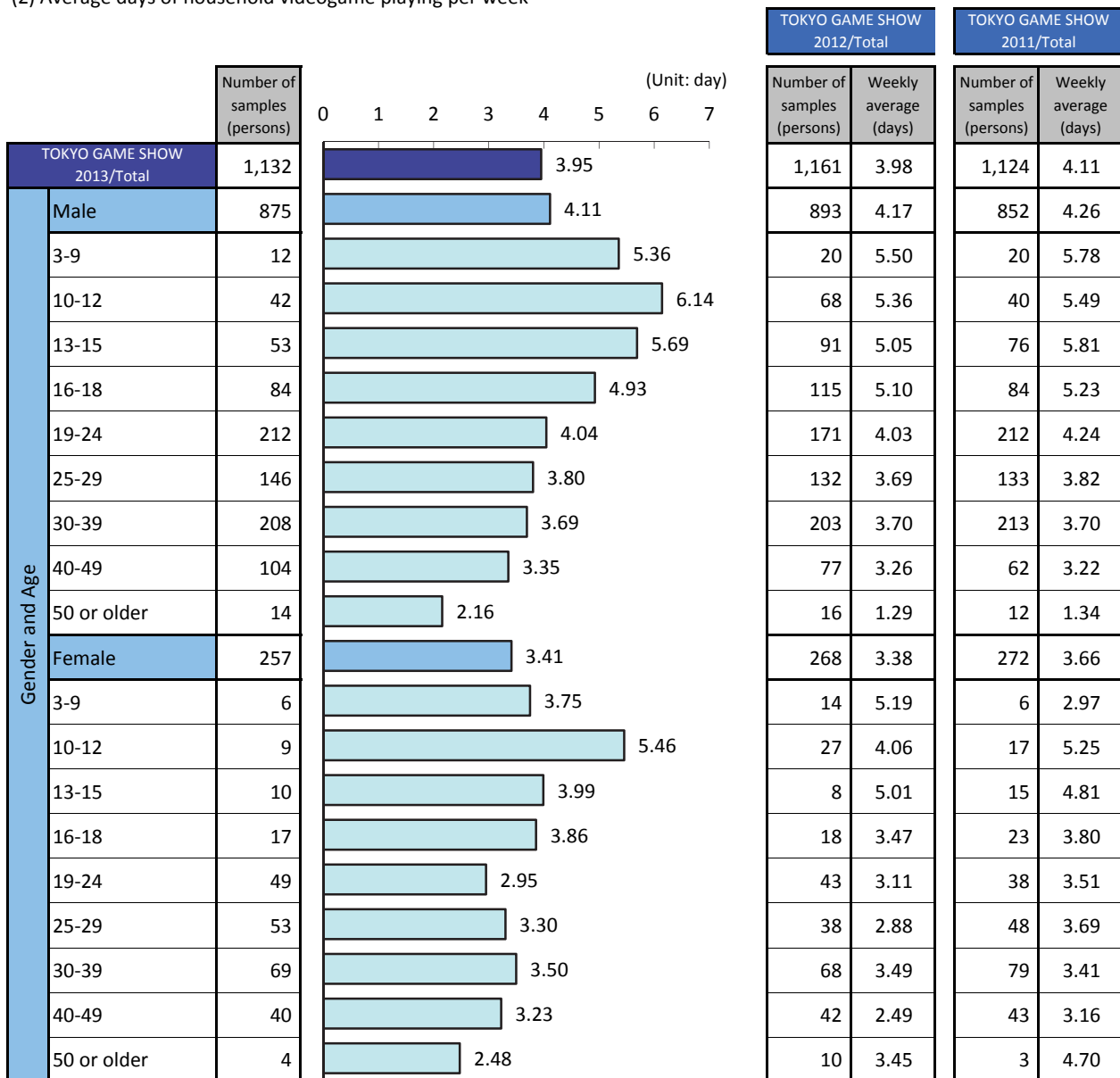
### (1) Playing frequency



		(Unit: %)						
		Number of samples (persons)	Almost everyday	4-5 days a week	2-3 days a week	1 day a week	2-3 days a month	Less often than 1 day a month
TOKYO GAME SHOW 2013/Total		1,132	38.3	10.2	27.1	11.0	6.1	7.2
Gender and Age	Male	875	41.0	9.9	26.4	11.0	5.3	6.4
	3-9	12	66.7	8.3	8.3	8.3	8.3	0.0
	10-12	42	78.6	7.1	11.9	2.4	0.0	0.0
	13-15	53	66.0	15.1	13.2	5.7	0.0	0.0
	16-18	84	48.8	15.5	31.0	3.6	1.2	0.0
	19-24	212	39.6	10.4	27.4	9.4	6.1	7.1
	25-29	146	36.3	7.5	29.5	16.4	6.2	4.1
	30-39	208	34.1	11.1	25.5	13.9	6.7	8.7
	40-49	104	29.8	5.8	33.7	13.5	7.7	9.6
	50 or older	14	21.4	0.0	21.4	7.1	0.0	50.0
	Female	257	28.8	11.3	29.6	11.3	8.9	10.1
	3-9	6	33.3	0.0	50.0	16.7	0.0	0.0
	10-12	9	66.7	11.1	11.1	0.0	0.0	11.1
	13-15	10	50.0	0.0	10.0	20.0	10.0	10.0
	16-18	17	29.4	23.5	23.5	11.8	11.8	0.0
	19-24	49	18.4	14.3	32.7	16.3	12.2	6.1
	25-29	53	24.5	15.1	30.2	13.2	1.9	15.1
	30-39	69	33.3	7.2	29.0	7.2	8.7	14.5
	40-49	40	25.0	10.0	35.0	10.0	15.0	5.0
	50 or older	4	25.0	0.0	25.0	0.0	25.0	25.0

- "Heavy users", who play "almost every day", decreased slightly from 39.7% to 38.3%.
- The percentage of "2-3 days a week" increased from 23.9% to 27.1%.
- The percentage of "almost every day" increased to 78.6% for males of the "10-12" 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 slightly from 3.98 days to 3.95 days.
- The average weekly frequency for males of the "10-12" age group reached 6.14 days. The frequency exceeded 5 days for males of the "3-9" and "13-15" age groups, as well as for females of the "10-12" age group.

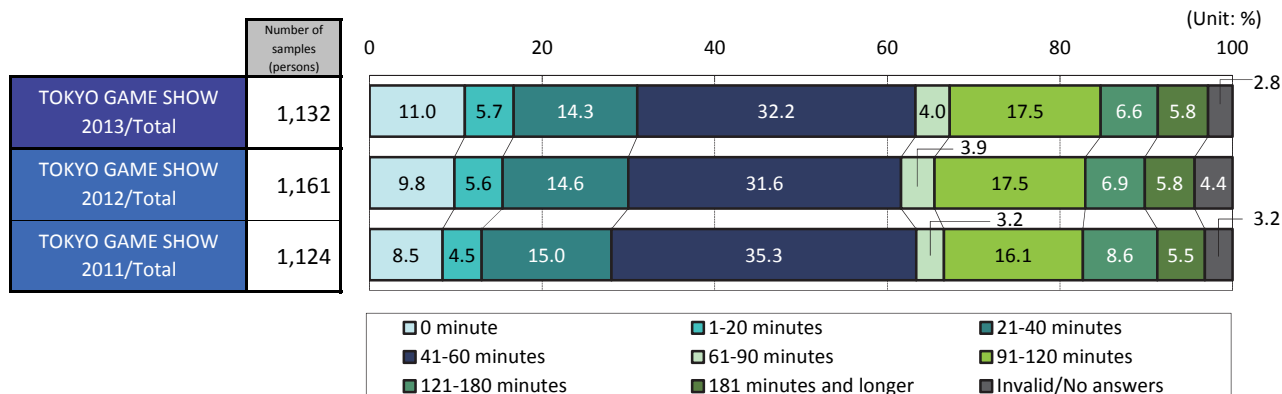


## 6. Duration of game playing

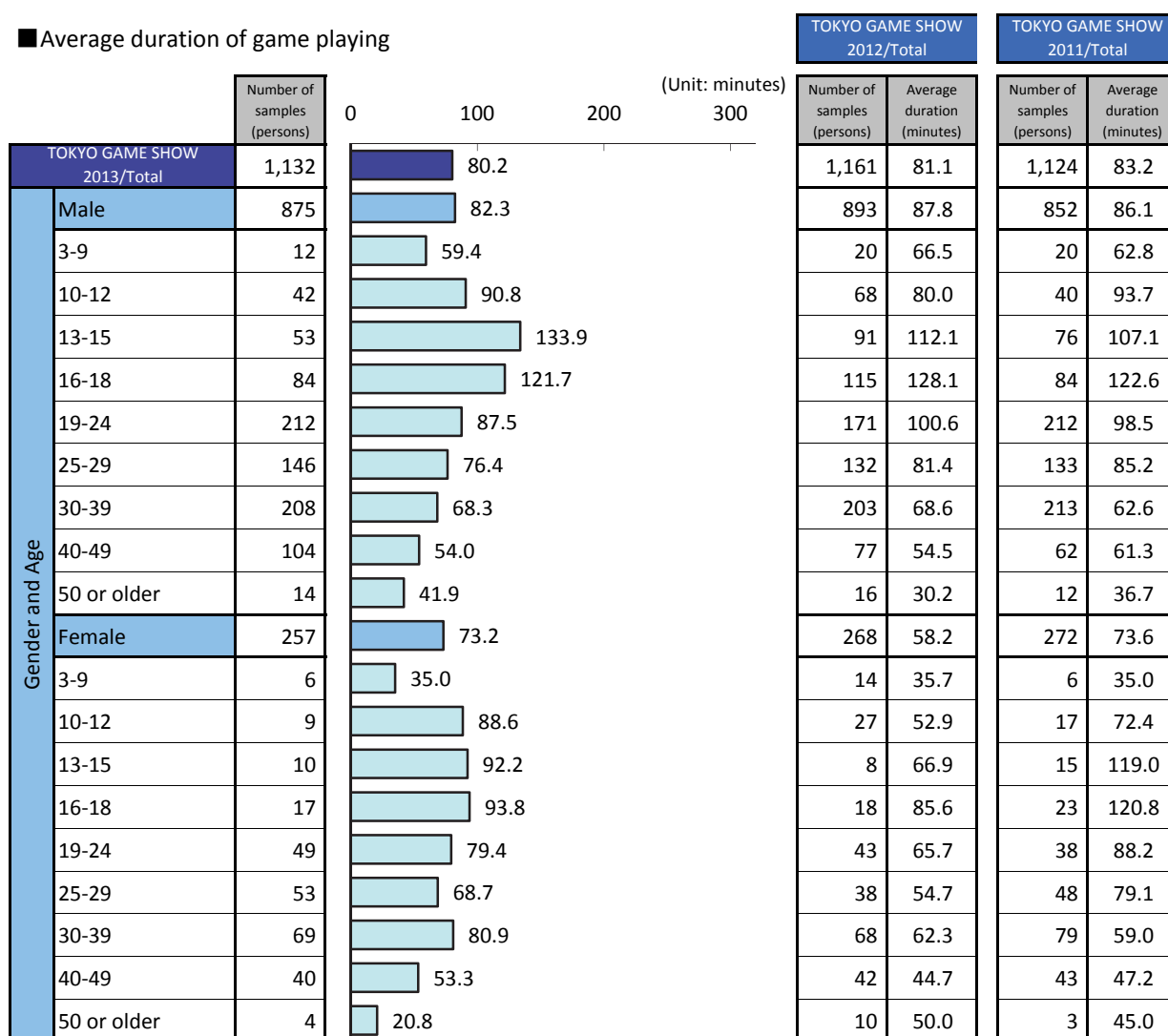
[Q] How long (minutes) do you spend playing household videogames at a time? Give answers each for workdays and days off.

\*Excluding PC/ smartphone/mobile phone games.

### (1) Workdays (on a daily basis)



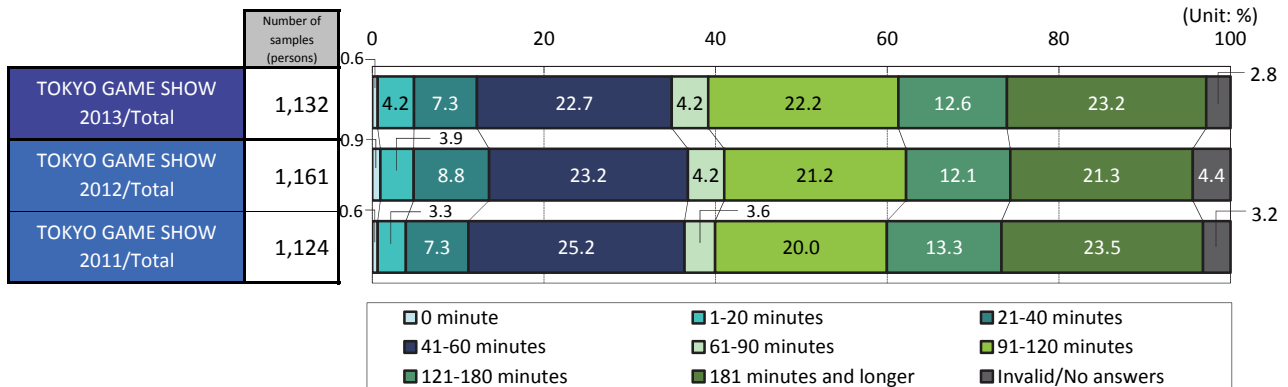
### ■ Average duration of game playing



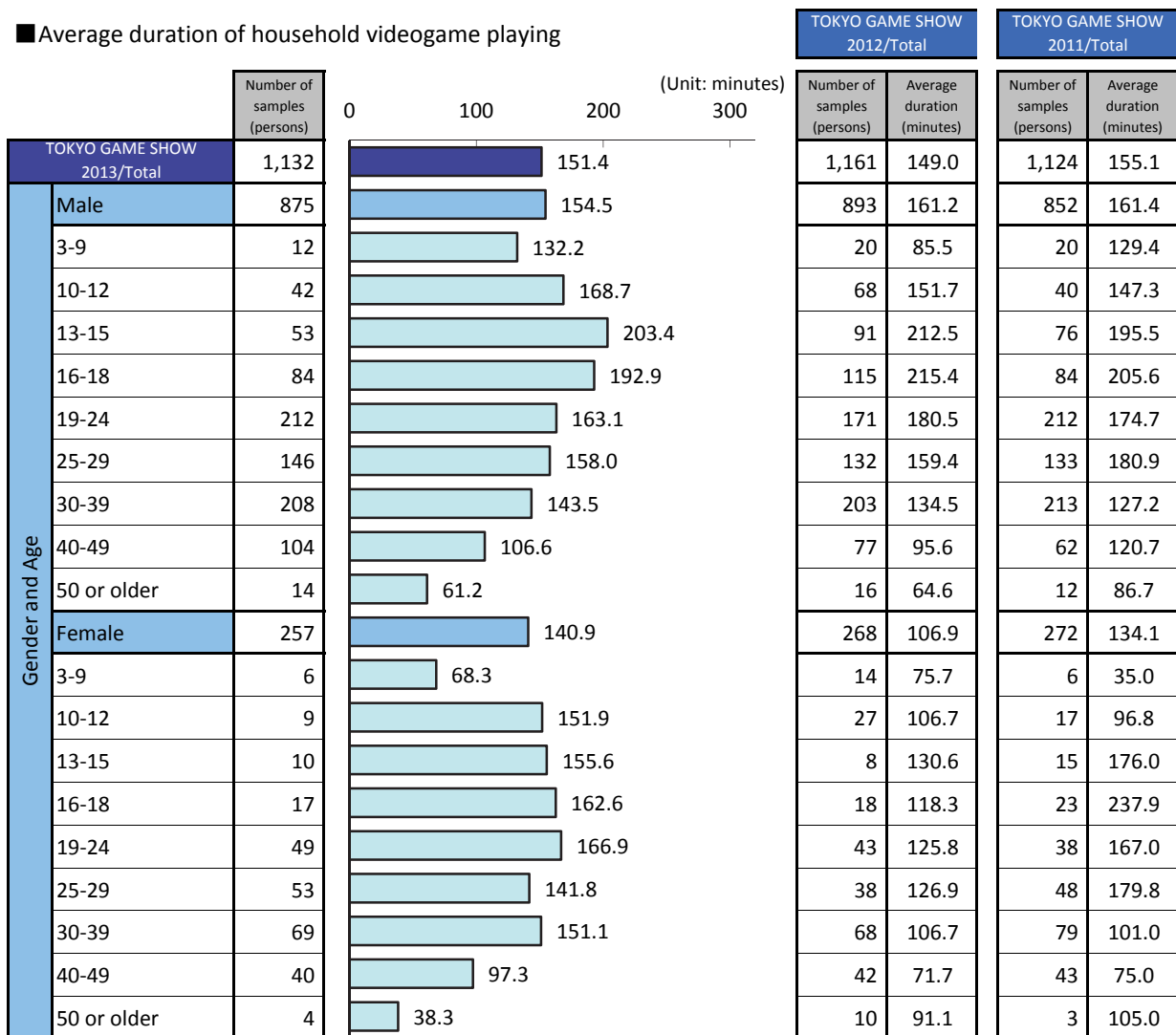
• The highest number of respondents played "41-60 min" per workday, and the ratio (32.2%) increased compared with the previous year (31.6%).

• The average playing time per workday decreased further from 83.2 minutes (2011) and 81.1 minutes (2012) to 80.2 minutes. Males in the "13-15" and "16-18" age groups played longer than two hours on workdays ("13-15": 133.9 min., "16-18": 121.7 min.).

(2) Days off (on a daily basis)

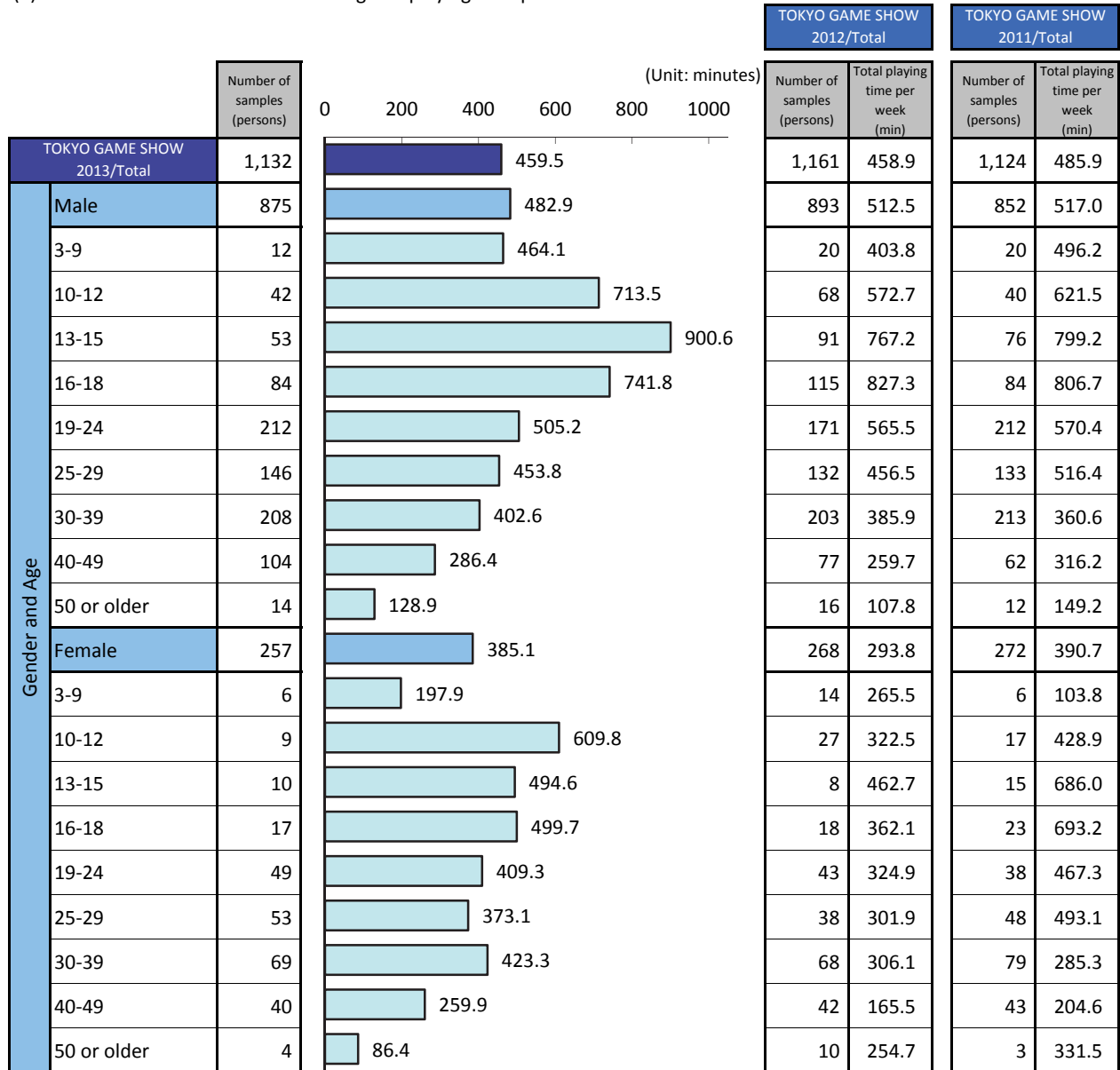


■ Average duration of household videogame playing



- The ratios of "41-60 min." (22.7%), "91-120 min." (22.2%) and "181 min.-" (23.3%) were evenly high.
- The average playing time per day off increased from 149.0 minutes to 151.4 minutes. Males in the "13-15" age group played longest (203.4 min.) per day off.

(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 increased slightly compared with last year (458.9 min.) to 459.5 minutes.
- Total weekly playing time decreased among males from 512.5 minutes to 482.9 minutes, and increased among females from 293.8 minutes to 385.1 minutes.
- Males in the "13-15" age group played the longest (900.6 min.)

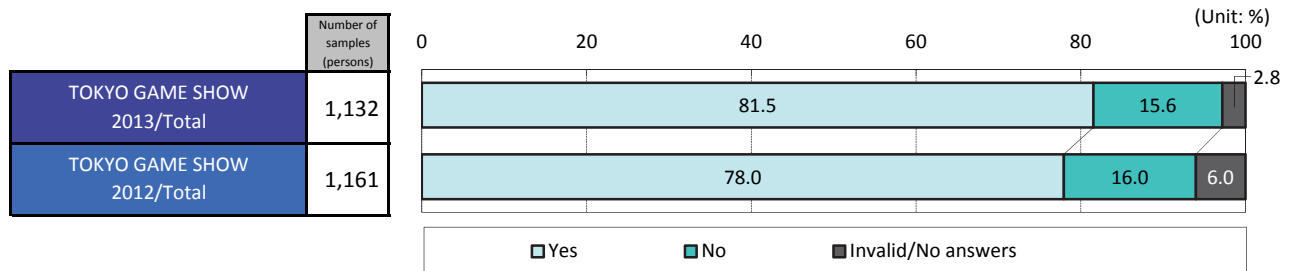
## 7. Tendency of software purchases

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

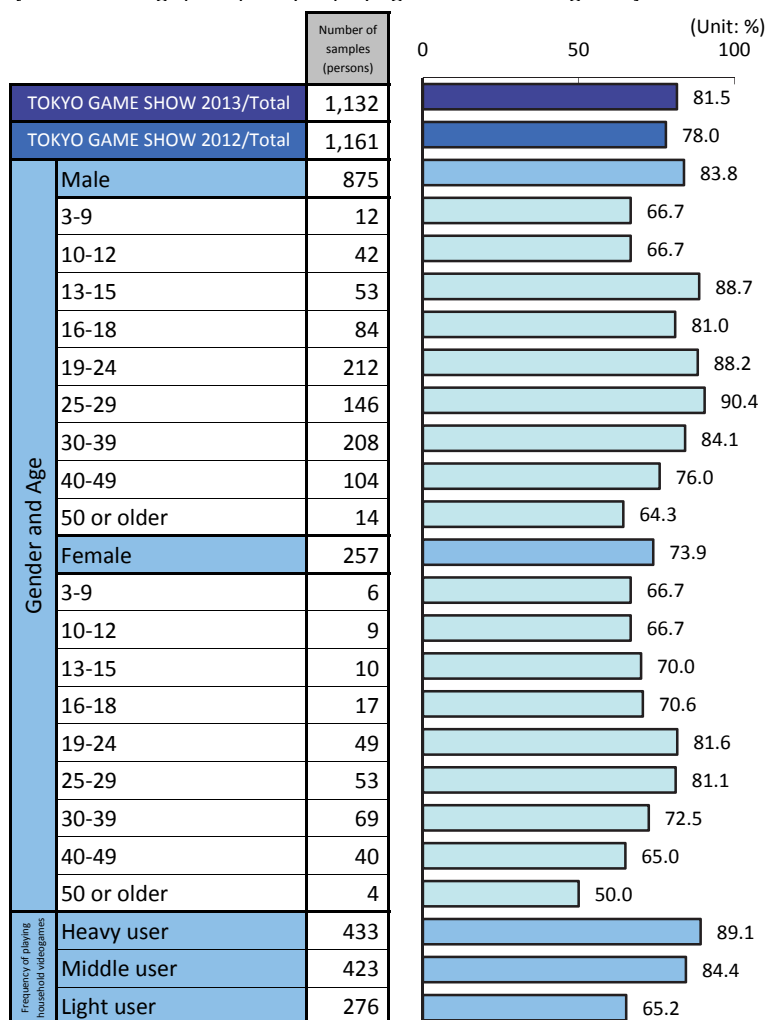
[Q] Did you buy any household videogame software in the last year? Give your answer for "1. Software package (new-release regular-price)", "2. Software package (new-release low-priced)", "3. Software package (second-hand)" and "4. Software by downloading for a fee".  
\*Excluding PC/ smartphone/mobile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



#### [Gender and Age / Frequency of playing household videogames]



#### [Software category]

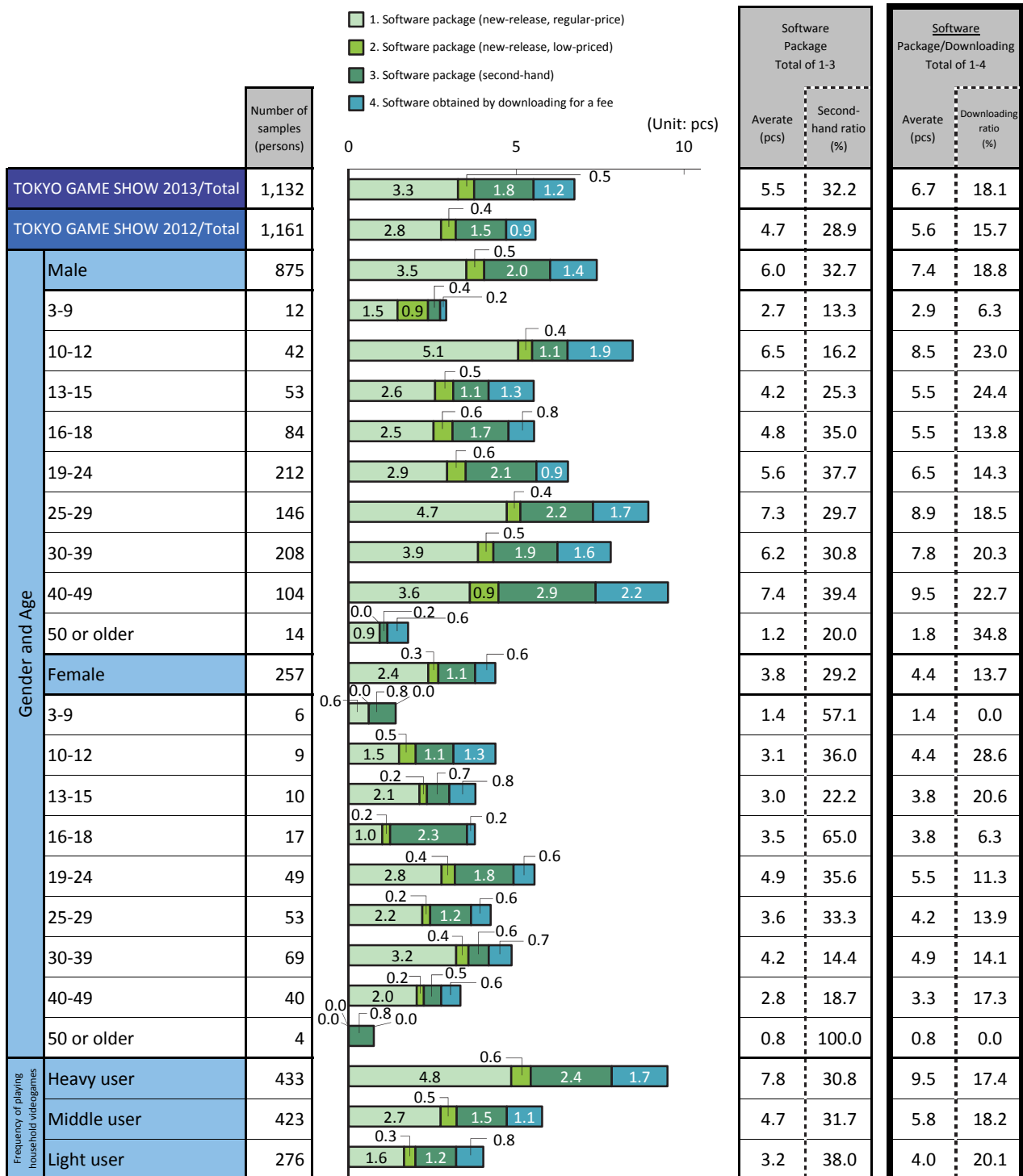
1 New/ Regular-price	2 New/ Low-priced	3 Second-hand	4 Downloading
69.9	17.7	36.8	30.7
66.2	16.9	37.9	23.2
72.3	18.6	38.4	32.5
50.0	8.3	16.7	16.7
57.1	14.3	38.1	35.7
67.9	32.1	45.3	39.6
75.0	22.6	38.1	23.8
73.1	22.2	46.7	28.8
82.2	18.5	41.1	39.0
73.6	13.0	31.3	31.7
68.3	18.3	33.7	37.5
35.7	0.0	21.4	21.4
61.5	14.4	31.5	24.9
50.0	0.0	50.0	16.7
66.7	11.1	33.3	22.2
60.0	20.0	40.0	30.0
29.4	23.5	41.2	5.9
65.3	20.4	38.8	22.4
69.8	17.0	34.0	26.4
66.7	11.6	24.6	33.3
57.5	7.5	20.0	22.5
0.0	0.0	50.0	0.0
82.2	21.7	40.0	42.5
71.6	18.0	37.6	28.1
47.8	10.9	30.8	16.3

(Unit: %)

- Respondents who purchased household videogame software during the past year increased from 78.0% to 81.5%
- The ratio of people who had purchased household videogame software was higher for males (83.8%) than for females, and highest among "Heavy users" (89.1%).
- The ratios for the purchase of "Software package (new-release regular-price)", "Software package (new-release low-priced)" and "Purchase of software by downloading for a fee" increased from 66.2% to 69.9%, from 16.9% to 17.7%, and from 23.2% to 30.7% respectively.

## (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")  
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) increased from 5.6 to 6.7.
- The number for "Purchase of software by downloading for a fee" was 1.2, increasing from 15.7% to 18.1% of the total.
- The total number of purchases of a software package increased from 4.7 to 5.5, and "Software package (second hand)" also increased from 28.9% to 32.2%.

(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/ smartphone/mobile phone games.

(Valid respondents/answers: 717/742, n=923)

Title/Series	Console	Title Qty
【Breakdown】 Title		
"MONSTER HUNTER" series		137
MONSTER HUNTER 4	3DS	121
MONSTER HUNTER 3G	3DS	2
MONSTER HUNTER 3 (tri-)	Wii	1
MONSTER HUNTER 3G HDver	WiiU	1
MONSTER HUNTER PORTABLE 3rd	PSP	1
"MON HUN""MON HUN 3G/4"	3DS	6
"MON HUN"	PSP	3
"MON HUN"	(No answer)	2
"DRAGON QUEST" series		34
Dragon Quest VII: Warriors of Eden	3DS	10
Dragon Quest X: Rise of the Five Tribes Online	WiiU	10
Dragon Quest X: Rise of the Five Tribes Online	Wii	7
Dragon Quest X: Rise of the Five Tribes Online	(No answer)	4
Dragon Quest IX: Sentinels of the Starry Skies	NDS	1
Dragon Quest Monsters: Terry no Wonderland 3D	3DS	1
"DRAGON QUEST MONSTERS"	(No answer)	1
"Animal Crossing" series		32
Animal Crossing: New Leaf	3DS	30
Animal Crossing: Wild World	NDS	1
Animal Crossing: City Folk	Wii	1
"FINAL FANTASY" series		24
Final Fantasy XIV: A Realm Reborn	PS3	15
FINAL FANTASY TYPE-0	PSP	3
FINAL FANTASY XIII-2	PS3	2
Final Fantasy XI: Seekers of Adoulin (Expansion Disc)	PS2	1
"FINAL FANTASY", "FF"	PS3	2
"FINAL FANTASY"	(No answer)	1
"Call of Duty" series		21
Call of Duty: Black Ops II	PS3	17
Call of Duty: Black Ops II	X360	1
Call of Duty: Modern Warfare 3	PS3	1
Call of Duty 3	PS3	1
"Call of Duty"	(No answer)	1
"Ace Attorney" series		19
Ace Attorney 5	3DS	16
Ace Attorney 4	NDS	1
Ace Attorney Investigations 2	NDS	1
"Ace Attorney"	NDS	1
The Last of Us	PS3	16
"Mario" series		15
New Super Mario Bros. U	WiiU	4
Luigi's Mansion: Dark Moon	3DS	4
Mario & Sonic at the London 2012 Olympic Games	Wii	2
New Super Luigi U	WiiU	1
Super Mario Collection Special	Wii	1
Mario & Luigi: Dream Team	3DS	1
Mario Kart 7	3DS	1
"New Super Mario Bros. 2"	3DS	1
"Tales of" series		14
Tales of Xillia 2	PS3	11
Tales of Vesperia	PS3	1
TALES OF HEARTS R	PSV	1
"TALES OF PHANTASIA"	PSP	1
"HATSUNE MIKU -Project DIVA- " series		14
HATSUNE MIKU -Project DIVA- F	PS3	6
HATSUNE MIKU -Project DIVA- f	PSV	5
HATSUNE MIKU and Future Stars Project mirai	3DS	1
HATSUNE MIKU -Project DIVA- f/HATSUNE MIKU -Project DIVA- F	PSV/PS3	1
「Project DIVA」	(No answer)	1
"JOJO'S BIZARRE ADVENTURE" series		12
JOJO'S BIZARRE ADVENTURE: ALL STAR BATTLE	PS3	10
"JOJO"	(No answer)	2
"YAKUZA" series		12
YAKUZA 5	PS3	9
YAKUZA 4	PS3	1
YAKUZA OF THE END	PS3	1
"YAKUZA"	PS3	1

Title/Series	Console	Title Qty
【Breakdown】 Title		
Dragon's Crown		12
Dragon's Crown	PS3	7
Dragon's Crown	PSV	5
EARTH DEFENCE FORCES 4		11
EARTH DEFENCE FORCES 4	PS3	8
EARTH DEFENCE FORCES 4	X360	2
EARTH DEFENCE FORCES 4	(No answer)	1
Toukiden		11
Toukiden	PSV	8
Toukiden	PSP	3
"MOBILE SUIT GUNDAM" series		10
GUNDAM BREAKER	PS3	5
GUNDAM BREAKER	(No answer)	1
MOBILE SUIT GUNDAM EXTREME VERSUS	PS3	1
MOBILE SUIT GUNDAM: GUNDAM vs GUNDAM	PSP	1
"GUNDAM"	PS3	1
"SD GUNDAM GGENERATION"	(No answer)	1
Shin Megami Tensei IV	3DS	10
"Pikmin" series		10
Pikmin 3	WiiU	8
Play on Wii Pikmin 2	Wii	1
"Pikmin"	(No answer)	1
"Pokemon" series		9
Pokemon Black Version 2	NDS	3
Pokemon White & Black 2	NDS	1
Pokemon White Version	NDS	1
Pokemon White & Black	NDS	1
Pokemon Mystery Dungeon: Blue Rescue Team and Red Rescue Team	GBA/NDS	1
"Pokemon"	(No answer)	2
"METAL GEAR SOLID" series		9
METAL GEAR RISING REVENGEANCE	PS3	3
METAL GEAR SOLID HD EDITION	PSV	2
METAL GEAR SOLID HD EDITION	PS3	1
METAL GEAR SOLID: SNAKE EATER 3D	3DS	1
METAL GEAR SOLID 4 GUNS OF THE PATRIOTS	PS3	1
"MGS3"	PS3	1
"Uta no Prince-sama" series		8
Uta no Prince-sama: MUSIC2	PSP	4
"Uta no Prince-sama" "Uta☆Pri"	PSP	4
"Danganronpa" series		8
Super Danganronpa 2: Sayonara Zetsubo Gakuen	PSP	4
Danganronpa: Trigger Happy Havoc/Super Danganronpa 2: Sayonara Zetsubo Gakuen	PSP	1
"Danganronpa"	PSP	3
"BIOHAZARD" series		8
Biohazard 6	PS3	5
BIOHAZARD: Revelations Unveiled Edition	PS3	1
BIOHAZARD: The Mercenaries 3D	3DS	1
"BIOHAZARD"	PS3	1
"PERSONA" series		8
PERSONA4 Golden	PSV	6
PERSONA3 Portable	PSP	1
Persona4 The ULTIMATE in MAYONAKA ARENA	PS3	1
Battlefield3	PS3	7
"Phantasy Star" series		7
Phantasy Star Online 2	PSV	5
PHANTASY STAR PORTABLE2 INFINITY	PSP	2
"Fate" series		7
Fate/EXTRA CCC	PSP	5
Fate/stay night Réalta Nua	PSV	2
Bravely Default Flying Fairy	3DS	7
"ONE PIECE" series		7
One Piece: Pirate Warriors 2	PS3	3
One Piece: Pirate Warriors 2	PSV	1
One Piece: ROMANCE DAWN	PSP	1
"One Piece: Pirate Warriors"	PS3	1
"ONE PIECE"	PS3	1

Title/Series 【Breakdown】 Title	Console	Title Qty
"Winning Eleven" series		6
WORLD SOCCER Winning Eleven 2013	PS3	3
WORLD SOCCER Winning Eleven 2012	PS2	1
"WORLD SOCCER Winning Eleven 2013"	(No answer)	1
"WORLD SOCCER Winning Eleven 2012"	(No answer)	1
"GOD EATER" series		6
Gods Eater Burst	PSP	5
God Eater	PSP	1
"SUMMON NIGHT" series		6
SUMMON NIGHT 5	PSP	3
SUMMON NIGHT 4	PSP	3
"Super Robot Wars" series		6
Super Robot Wars UX	3DS	2
Super Robot Wars Z	PS2	1
"Super Robot Wars ZII"	PSP	1
"Super Robot Wars OG"	PSP	1
"Super Robot"	PS3	1
KILLZONE: MERCENARY	PSV	5
"Etrian Odyssey" series	PS3	5
Etrian Odyssey Untold: The Millennium Girl	3DS	4
Etrian Odyssey IV: Legends of the Titan	3DS	1
DARK SOULS	PS3	5
Tomodachi Collection New Life	3DS	5
"FANTASY LIFE" series		5
FANTASY LIFE	3DS	4
FANTASY LIFE LINK!	3DS	1
THE IDOLM@STER SHINY FESTA	PSP	4
"Assassin's Creed" Series		4
Assassin's Creed III	PS3	1
"Assassin's Creed"	PS3	3
Cardfight! Vanguard Ride to Victory	3DS	4
"KINGDOM HEARTS" series		4
KINGDOM HEARTS - HD 1.5 Remix -	PS3	3
KINGDOM HEARTS 3D: Dream Drop Distance	3DS	1
Sword Art Online infinity moment	PSP	4
"Devil May Cry" series		4
DmC Devil May Cry	PS3	3
"Devil May Cry"	PS2	1
"Neptune" series		4
Ultradimension Idol Neptune PP	PSV	2
Ultra Dimension Neptune V	PS3	1
Hyperdimension Neptunia mk2	PS3	1
"BLAZBLUE" series		4
BLAZBLUE - CONTINUUM SHIFT EXTEND-	PSV	1
BLAZBLUE - CONTINUUM SHIFT EXTEND-	PS3/PSV	1
"BLAZBLUE"	PS3	2
Okami HD	PS3	3
Dynasty Warriors 8	PS3	3
"SEGA 3D Reproduction Project" series		3
3D Galaxy Force II	3DS	2
3D Space Harrier	3DS	1
"THE LEGEND OF ZELDA" series		3
The Legend of Zelda: Skyward Sword	Wii	2
The Legend of Zelda: Twilight Princess	Wii	1
SOUL SACRIFICE	PSV	3
"TEKKEN" series		3
Tekken TAG Tournament 2	PS3	2
Tekken 6	PS3	1

Title/Series 【Breakdown】 Title	Console	Title Qty
Tomb Raider	PS3	3
"Dragon's Dogma" series		3
Dragon's Dogma: Dark Arisen	PS3	1
"Dragon's Dogma"	PS3	2
"Puyo Puyo" series		3
Puyo Puyo!! Puyopuyo 20th anniversary	3DS	1
"Puyo Puyo"	3DS	1
"Puyo Puyo"	PS2	1
"KIRBY'S DREAM LAND" series		3
Kirby's Dream Collection: Special Edition	Wii	1
Kirby Wii	Wii	1
"Kirby"	(No answer)	1
The Witch and the Hundred Knight	PS3	3
Lego® City Undercover	WiiU	3
"ARMORED CORE" series		2
ARMORED CORE for Answer	PS3	1
ARMORED CORE V	X360	1
Atelier Escha & Logy: Alchemists of the Dusk Sky	PS3	2
Journey	PS3	2
KAMEN RIDER BATTERIDE WAR	PS3	2
KILLER IS DEAD		2
KILLER IS DEAD	PS3	1
KILLER IS DEAD	X360	1
CLANNAD	PSP	2
"God of War" series		2
God of War III	PS3	1
God of War: Ascension	PS3	1
THE KING OF FIGHTERS XIII	PS3	2
Sayonara Umihara Kawase	3DS	2
The Wonderful 101	WiiU	2
The Elder Scrolls V: Skyrim		2
The Elder Scrolls V: Skyrim	PS3	1
The Elder Scrolls V: Skyrim	X360	1
"JIKKYOU PAWAFURU PURO YAKYU" series		2
JIKKYOU PAWAFURU PURO YAKYU 2012	PS3	1
"JIKKYOU PAWAFURU PURO YAKYU"	PS2	1
"STEINS;GATE" series		2
STEINS;GATE Linear Bounded Phenogram	PS3	1
"STEINS;GATE"	PS3	1
Disney Magic Castle My Happy Life	3DS	2
"DEAD OR ALIVE" series		2
DEAD OR ALIVE 5 ULTIMATE	X360	1
"DEAD OR ALIVE"	PSV	1
DEMON GAZE	PSV	2
"Momotaro Dentetsu" series		2
Momotaro Dentetsu 16: Moving in Hokkaido	Wii	1
"Momotaro Dentetsu" series	PS	1
Youkai Watch	3DS	2
Little Busters! Converted Edition	PSV	2
Little Big Planet 2	PS3	2
"LOST PLANET 3" series		2
LOST PLANET 3	PS3	1
"LOST PLANET"	PS3	1
Shadow of the Colossus		2
Shadow of the Colossus	PS3	1
Shadow of the Colossus	PS2	1
The rest of the games 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:  
WiiU: Wii U, Wii: Wii, 3DS: Nintendo 3DS, NDS: Nintendo DS, GBA: Game Boy Advance, PS3: PlayStation 3, PS2: PlayStation 2,  
PS: PlayStation, PSV: PlayStation Vita, PSP: PSP (PlayStation Portable), X360: Xbox360

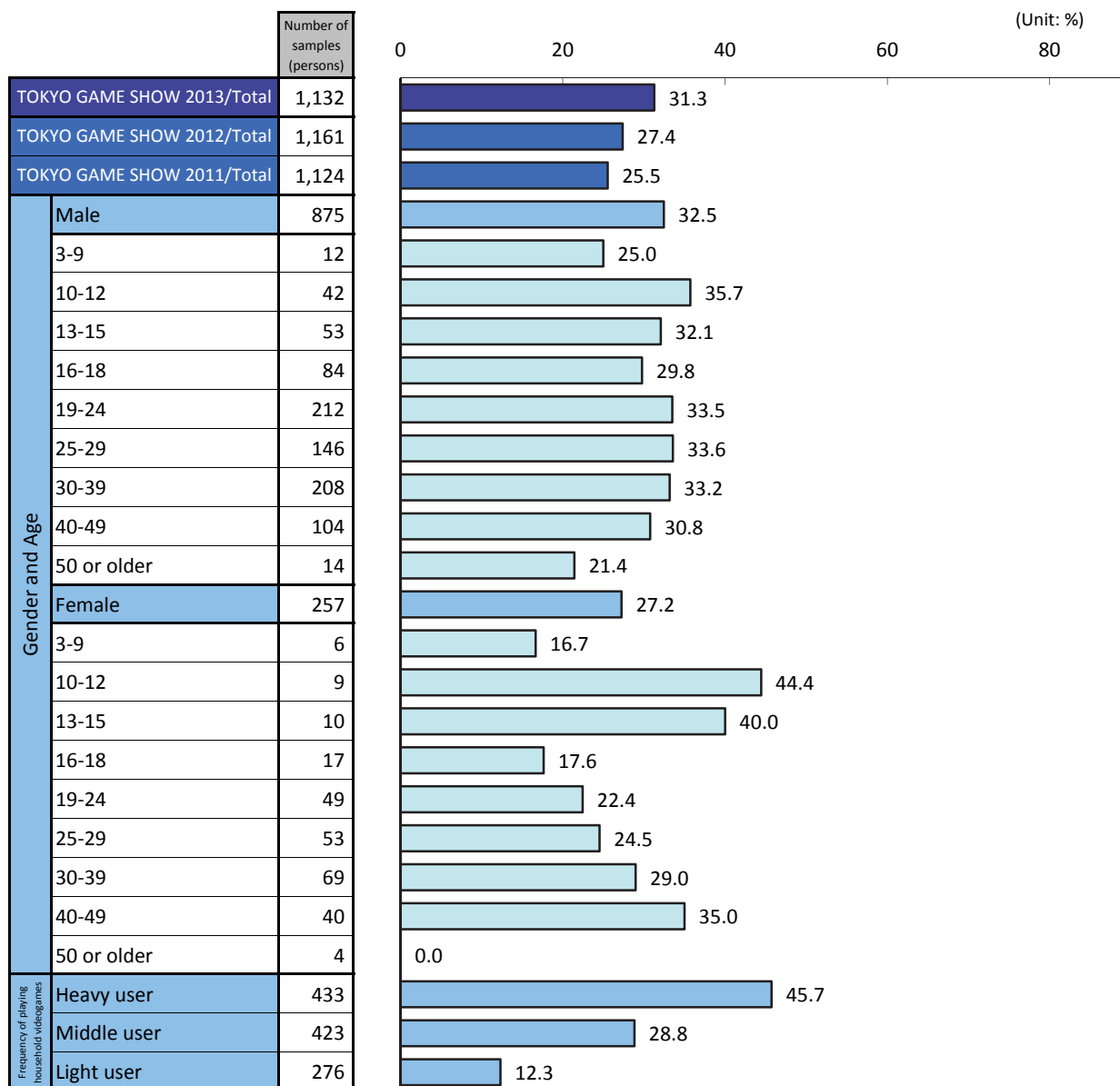
- The "MONSTER HUNTER" series ranked top, with 137 responses, accounting for 18.5% of 742 responses. "DRAGON QUEST" series (34) and "Animal Crossing" series (32) followed.
- The single title ranking at the top was "MONSTER HUNTER 4" (3DS) with 121 responses, and "Animal Crossing New Leaf" was in second place, with 30 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)?

\*Excluding PC/ smartphone/mobile phone games.

■ 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 increased further from 25.5% (2011) and 27.4% (2012) to 31.3%.
- The purchase rate was high among heavy users of household videogame software (45.7%).

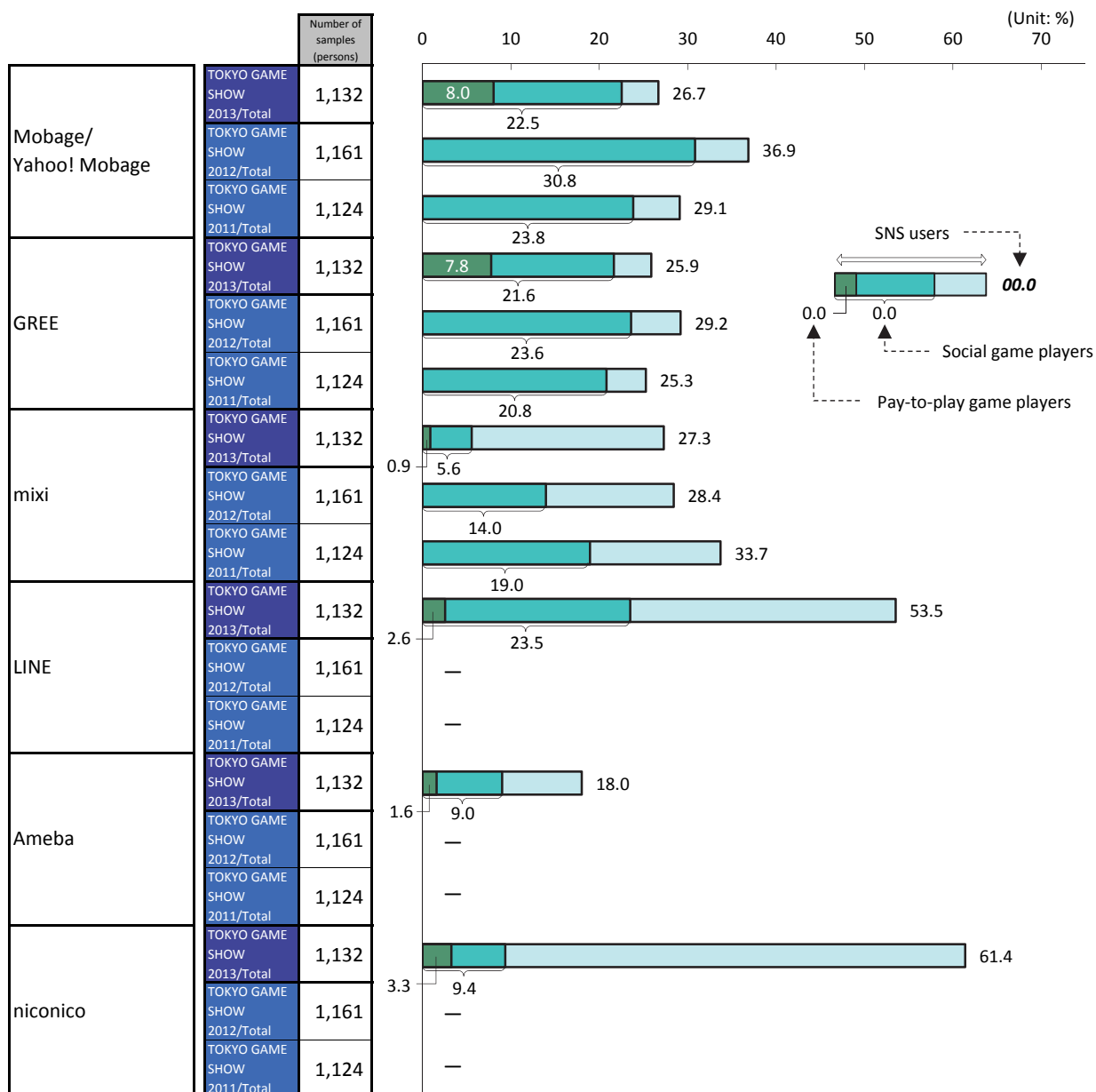


### III. Social Games

#### 1. Familiarity with SNS and social games

[Q] 【Questions with regard to Mobage/Yahoo! Mobage, GREE, mixi, LINE, Ameba, and niconico】  
 Do you use SNS?  
 【To those who use SNS】  
 Do you play games on SNS?  
 【To those who use SNS and play social games on SNS】  
 Do you pay an additional fee to play social games?

##### (1) Familiarity with SNS and social games / Ratio of players who play pay-to-play social games 《Total》



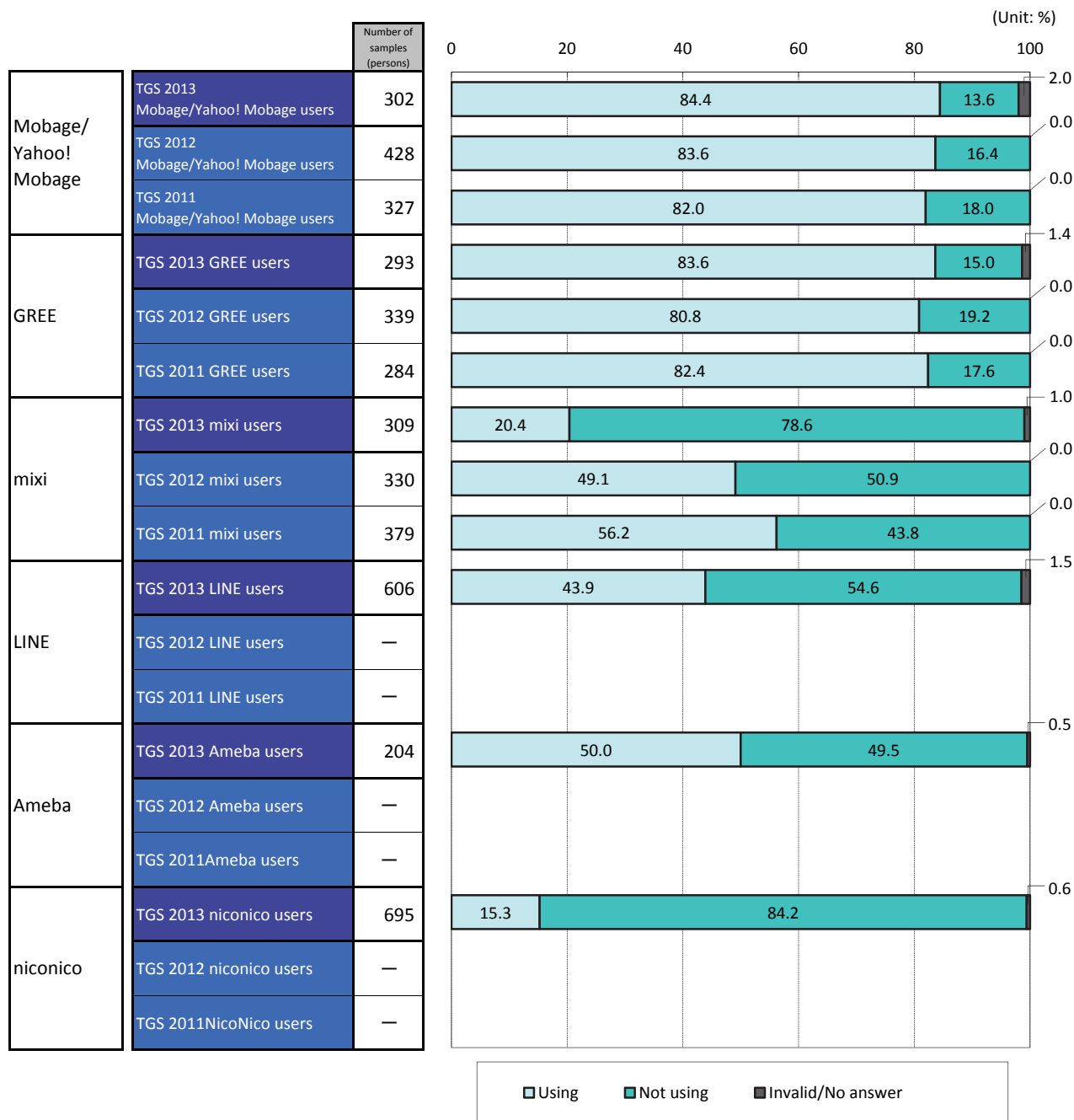
Note 1) The SNS categories of LINE, Ameba and niconico and the question regarding the pay-to-play social games on SNS were added for TGS 2013.

The question regarding SNS social games was asked of the users of SNS only, and the question regarding SNS pay-to-play social games was asked of the players of SNS games only; however, the ratios were calculated for the total number of respondents in order to compare the result with the results of 2011 and 2012.

Note 2) The SNS use rate was the sum of the ratio of respondents who replied, "I use SNS and play games" and the ratio of respondents who replied, "I use SNS but I don't play games", for the surveys of TGS 2011 and 2012.

- "niconico" was the most used SNS (61.4%), followed by "LINE" (53.5%).
- "LINE" was used most (23.5%) by social game players, followed by "Mobage/Yahoo! Mobage" (22.5%) and "GREE" (21.6%).
- Among social games played for a fee, "Mobage/Yahoo! Mobage" (8.0%) was used most, and "GREE" (7.8%) was second.

(2) Familiarity with social games 【All respondents who use SNS】

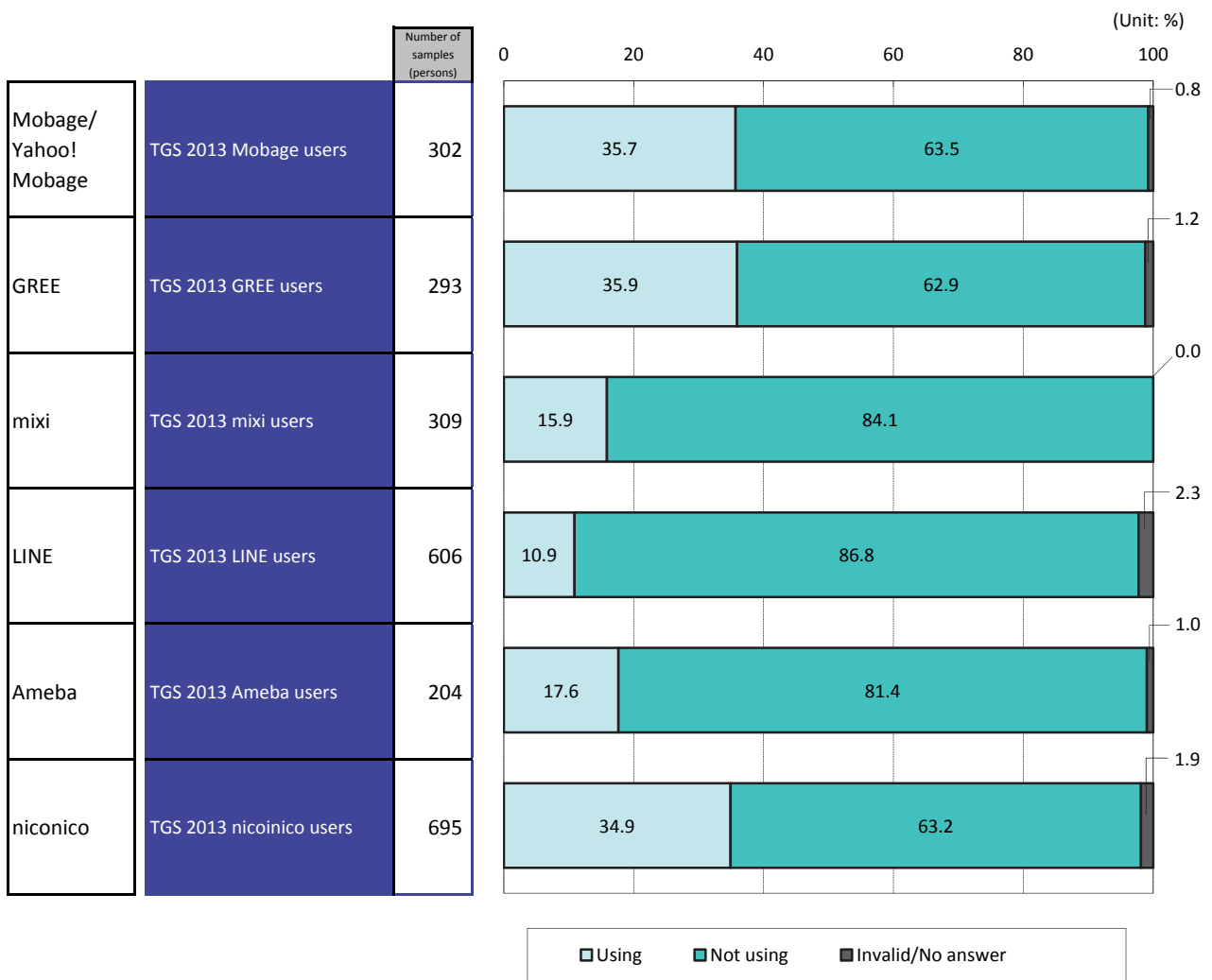


Note 1) "LINE""Ameba"and "niconico" were added to SNS from TGS survey 2013.

Note 2) The SNS game playing rates were calculated for the total number of respondents who replied, "I use SNS and play games" and "I use SNS but I don't play games", for the surveys of TGS 2011 and 2012.

•The ratio for playing social games exceeded 80% for users of "Mobage/Yahoo! Mobage" (84.4%) and "GREE" (83.6%); a continuing tendency from the 2011 and 2012 surveys. "LINE" (43.9%) and "Ameba" (50.0%) followed, with nearly half of the users. Meanwhile, the ratio for "niconico" was 15.3%, and that for "mixi" dropped sharply from around 50% (56.2% in 2011 and 49.1% in 2012) to 20.4%.

(3) Rate of players who play pay-to-play social games 【All respondents who play SNS games】



•The ratio for playing social games for a fee exceeded 30% for users of "Mobage/Yahoo! Mobage" (35.7%), "GREE" (35.9%) and "niconico" (34.9%). The lowest in the ranking was "LINE" users (10.9%).

(4) Familiarity with SNS and social games / Rate of players who play pay-to-play social games  
 《TGS 2013 Total (For each SNS)》 [Gender and Age / User Category / Game Player Category]

			Mobage/Yahoo! Mobage			GREE		
			SNS utilization rate	Social game playing rate	Pay-to-play game playing rate	SNS utilization rate	Social game playing rate	Pay-to-play game playing rate
		Number of samples (persons)	Using Mobage	Playing games on Mobage	Playing pay-to-play games on Mobage	Using GREE	Playing games on GREE	Playing pay-to-play games on GREE
TOKYO GAME SHOW 2013/Total		1,132	26.7	22.5	8.0	25.9	21.6	7.8
Gender and Age	Male	875	26.1	21.9	8.2	24.0	20.3	7.5
	3-9	12	16.7	16.7	8.3	8.3	8.3	8.3
	10-12	42	7.1	7.1	2.4	11.9	7.1	0.0
	13-15	53	11.3	11.3	0.0	13.2	13.2	3.8
	16-18	84	41.7	32.1	3.6	26.2	20.2	2.4
	19-24	212	31.6	25.5	9.4	24.1	19.3	8.0
	25-29	146	23.3	19.2	10.3	24.7	21.9	9.6
	30-39	208	25.5	23.6	12.5	27.4	23.6	7.2
	40-49	104	21.2	17.3	3.8	25.0	22.1	12.5
	50 or older	14	42.9	35.7	14.3	35.7	35.7	14.3
	Female	257	28.8	24.5	7.4	32.3	26.1	8.6
	3-9	6	16.7	16.7	0.0	16.7	16.7	0.0
	10-12	9	0.0	0.0	0.0	22.2	22.2	11.1
	13-15	10	20.0	10.0	0.0	10.0	10.0	0.0
	16-18	17	23.5	17.6	0.0	35.3	29.4	11.8
	19-24	49	38.8	34.7	10.2	38.8	30.6	6.1
	25-29	53	26.4	22.6	11.3	20.8	15.1	9.4
	30-39	69	30.4	27.5	8.7	39.1	34.8	10.1
	40-49	40	32.5	25.0	5.0	37.5	25.0	7.5
	50 or older	4	0.0	0.0	0.0	25.0	25.0	25.0
User category	Heavy user	433	27.5	22.4	9.0	25.4	21.2	8.3
	Middle user	423	27.2	23.6	6.4	24.8	21.0	6.6
	Light user	276	24.6	21.0	9.1	28.3	23.2	8.7
Game category	Social game players	546	51.6	46.7	16.7	50.5	44.9	16.1
	Mobage game players	255	100.0	100.0	35.7	67.1	60.8	19.6
	GREE game players	245	68.6	63.3	22.9	100.0	100.0	35.9
	mixi game players	63	52.4	47.6	15.9	58.7	54.0	20.6
	LINE game players	266	44.0	38.0	10.9	41.4	35.3	10.9
	Ameba game players	102	57.8	52.9	10.8	55.9	52.0	12.7
	niconico game players	106	50.0	47.2	15.1	49.1	43.4	14.2
	Smartphone/Tablet PC game players	576	37.2	31.8	11.5	35.2	29.5	10.4
	Mobile phone game players	216	44.4	39.4	15.3	41.2	36.6	13.4
	Online game players	383	30.8	25.8	8.1	24.5	19.6	5.5
	Arcade game players	336	34.2	29.8	11.6	31.0	28.0	11.0

(Unit: %)

			mixi			LINE		
			SNS utilization rate	Social game playing rate	Pay-to-play game playing rate	SNS utilization rate	Social game playing rate	Pay-to-play game playing rate
			Using mixi	Playing games on mixi	Playing pay-to-play games on mixi	Using LINE	Playing games on LINE	Playing pay-to-play games on LINE
		Number of samples (persons)						
TOKYO GAME SHOW 2013/Total		1,132	27.3	5.6	0.9	53.5	23.5	2.6
Gender and Age	Male	875	24.5	3.9	0.8	51.8	21.5	2.5
	3-9	12	0.0	0.0	0.0	25.0	0.0	0.0
	10-12	42	0.0	0.0	0.0	26.2	19.0	2.4
	13-15	53	5.7	1.9	0.0	45.3	18.9	1.9
	16-18	84	17.9	1.2	0.0	81.0	42.9	0.0
	19-24	212	25.9	4.2	0.9	64.6	21.7	3.3
	25-29	146	39.0	4.8	0.7	54.8	21.9	4.1
	30-39	208	30.8	7.2	1.9	40.4	17.3	1.9
	40-49	104	17.3	1.0	0.0	41.3	18.3	2.9
	50 or older	14	14.3	0.0	0.0	21.4	7.1	0.0
	Female	257	37.0	11.3	1.2	59.5	30.4	2.7
	3-9	6	0.0	0.0	0.0	50.0	50.0	0.0
	10-12	9	11.1	11.1	0.0	33.3	22.2	11.1
	13-15	10	0.0	0.0	0.0	60.0	10.0	0.0
	16-18	17	29.4	5.9	0.0	76.5	35.3	5.9
	19-24	49	40.8	18.4	0.0	77.6	46.9	0.0
	25-29	53	50.9	17.0	3.8	56.6	15.1	0.0
	30-39	69	44.9	8.7	1.4	58.0	30.4	5.8
	40-49	40	27.5	7.5	0.0	47.5	35.0	2.5
	50 or older	4	0.0	0.0	0.0	25.0	0.0	0.0
User category	Heavy user	433	24.5	3.5	1.2	49.2	23.6	2.5
	Middle user	423	27.9	7.1	0.5	56.5	23.9	2.6
	Light user	276	30.8	6.5	1.1	55.8	22.8	2.5
Game category	Social game players	546	36.4	11.5	1.8	73.3	48.7	5.3
	Mobage game players	255	39.2	11.8	2.4	67.5	39.6	5.1
	GREE game players	245	42.0	13.9	2.4	65.7	38.4	6.9
	mixi game players	63	100.0	100.0	15.9	65.1	42.9	7.9
	LINE game players	266	36.5	10.2	0.8	100.0	100.0	10.9
	Ameba game players	102	39.2	10.8	1.0	84.3	50.0	6.9
	niconico game players	106	26.4	8.5	0.0	66.0	43.4	8.5
	Smartphone/Tablet PC game players	576	30.7	7.3	1.4	71.0	38.2	4.7
	Mobile phone game players	216	33.3	11.1	1.4	60.6	36.6	6.5
	Online game players	383	28.7	5.2	0.0	60.3	27.7	3.7
	Arcade game players	336	32.4	11.3	2.1	59.5	30.1	4.8

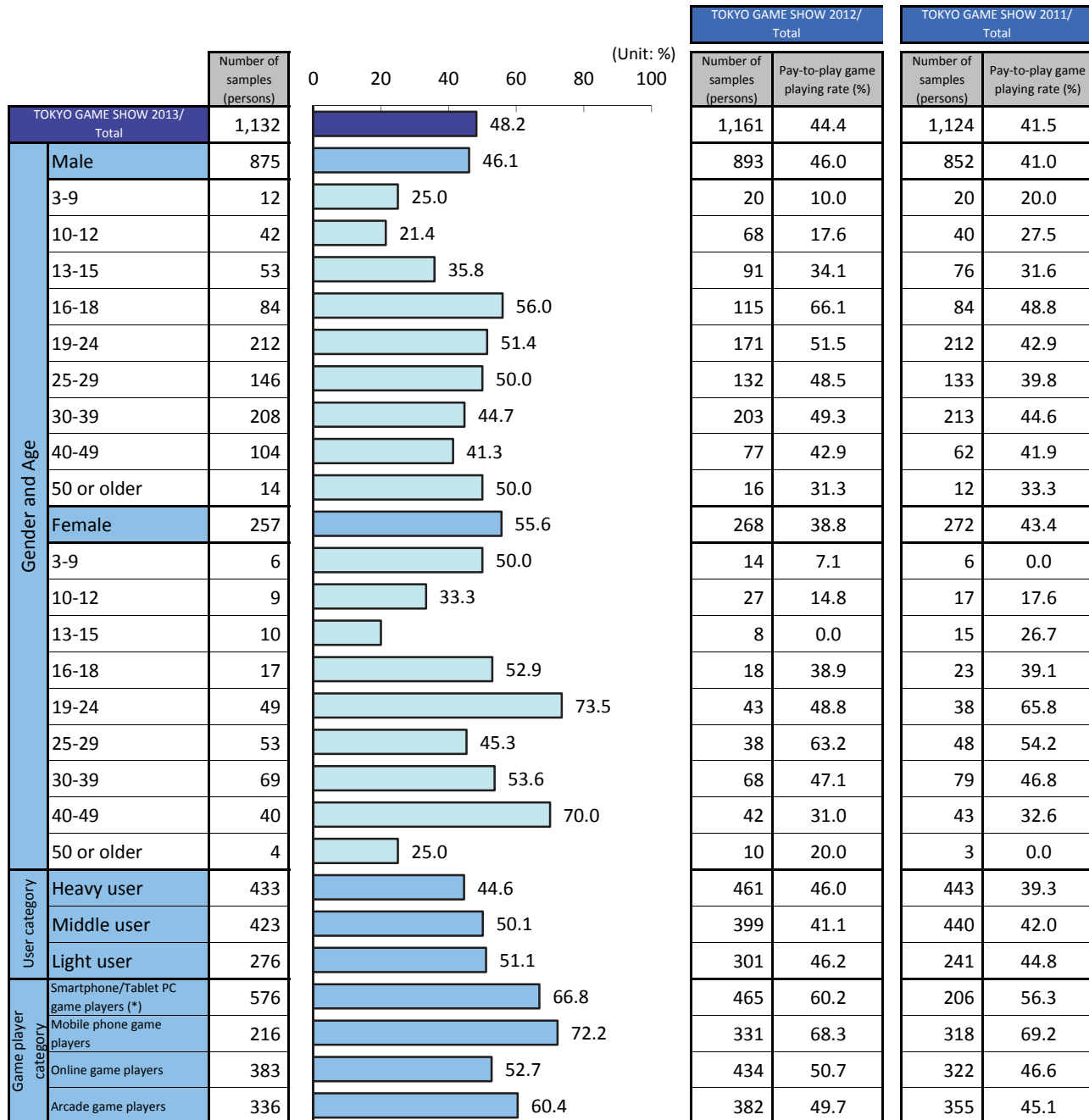
(Unit: %)

			Ameba			niconico			
			SNS utilization rate	Social game playing rate	Pay-to-play game playing rate	SNS utilization rate	Social game playing rate	Pay-to-play game playing rate	
			Using Ameba	Playing games on Ameba	Playing pay-to-play games on Ameba	Using niconico	Playing games on niconico	Playing pay-to-play games on niconico	
TOKYO GAME SHOW 2013/Total		Number of samples (persons)	1,132	18.0	9.0	1.6	61.4	9.4	3.3
Gender and Age	Male	875	15.7	7.8	1.1	61.4	9.5	3.4	
	3-9	12	8.3	8.3	0.0	16.7	0.0	0.0	
	10-12	42	4.8	2.4	2.4	11.9	4.8	2.4	
	13-15	53	15.1	11.3	0.0	58.5	11.3	5.7	
	16-18	84	25.0	11.9	0.0	78.6	19.0	6.0	
	19-24	212	16.0	9.0	0.9	77.8	9.4	3.3	
	25-29	146	16.4	6.8	2.1	67.8	11.0	3.4	
	30-39	208	12.5	6.3	1.0	57.7	8.2	2.4	
	40-49	104	18.3	7.7	1.9	42.3	4.8	3.8	
	50 or older	14	14.3	0.0	0.0	35.7	7.1	0.0	
	Female	257	26.1	13.2	3.1	61.5	8.9	2.7	
	3-9	6	0.0	0.0	0.0	16.7	0.0	0.0	
	10-12	9	22.2	22.2	11.1	55.6	11.1	0.0	
	13-15	10	30.0	10.0	10.0	60.0	20.0	10.0	
	16-18	17	23.5	11.8	5.9	88.2	11.8	5.9	
	19-24	49	20.4	16.3	4.1	83.7	16.3	6.1	
	25-29	53	24.5	9.4	3.8	66.0	1.9	0.0	
	30-39	69	33.3	17.4	1.4	53.6	8.7	2.9	
	40-49	40	30.0	10.0	0.0	45.0	7.5	0.0	
	50 or older	4	0.0	0.0	0.0	0.0	0.0	0.0	
User category	Heavy user	433	15.9	6.5	1.2	61.9	10.6	4.6	
	Middle user	423	20.1	11.1	1.4	64.3	9.7	2.4	
	Light user	276	18.1	9.8	2.5	56.2	6.9	2.5	
Game category	Social game players	546	30.2	18.7	3.3	71.2	19.4	6.8	
	Mobage game players	255	35.7	21.2	4.3	77.3	19.6	8.2	
	GREE game players	245	31.8	21.6	4.1	69.0	18.8	6.1	
	mixi game players	63	28.6	17.5	4.8	74.6	14.3	3.2	
	LINE game players	266	30.5	19.2	4.9	65.4	17.3	6.8	
	Ameba game players	102	100.0	100.0	17.6	81.4	30.4	13.7	
	niconico game players	106	43.4	29.2	8.5	100.0	100.0	34.9	
	Smartphone/Tablet PC game players	576	24.0	13.9	2.4	65.8	13.5	5.6	
	Mobile phone game players	216	24.1	13.0	4.2	60.2	20.8	8.8	
	Online game players	383	22.5	12.3	2.6	73.6	15.1	6.8	
	Arcade game players	336	18.8	11.3	3.6	70.8	15.2	6.3	

(Unit: %)

## 2. Familiarity with social games

### ■ Social game play (Rate of players who play social games on the SNS)

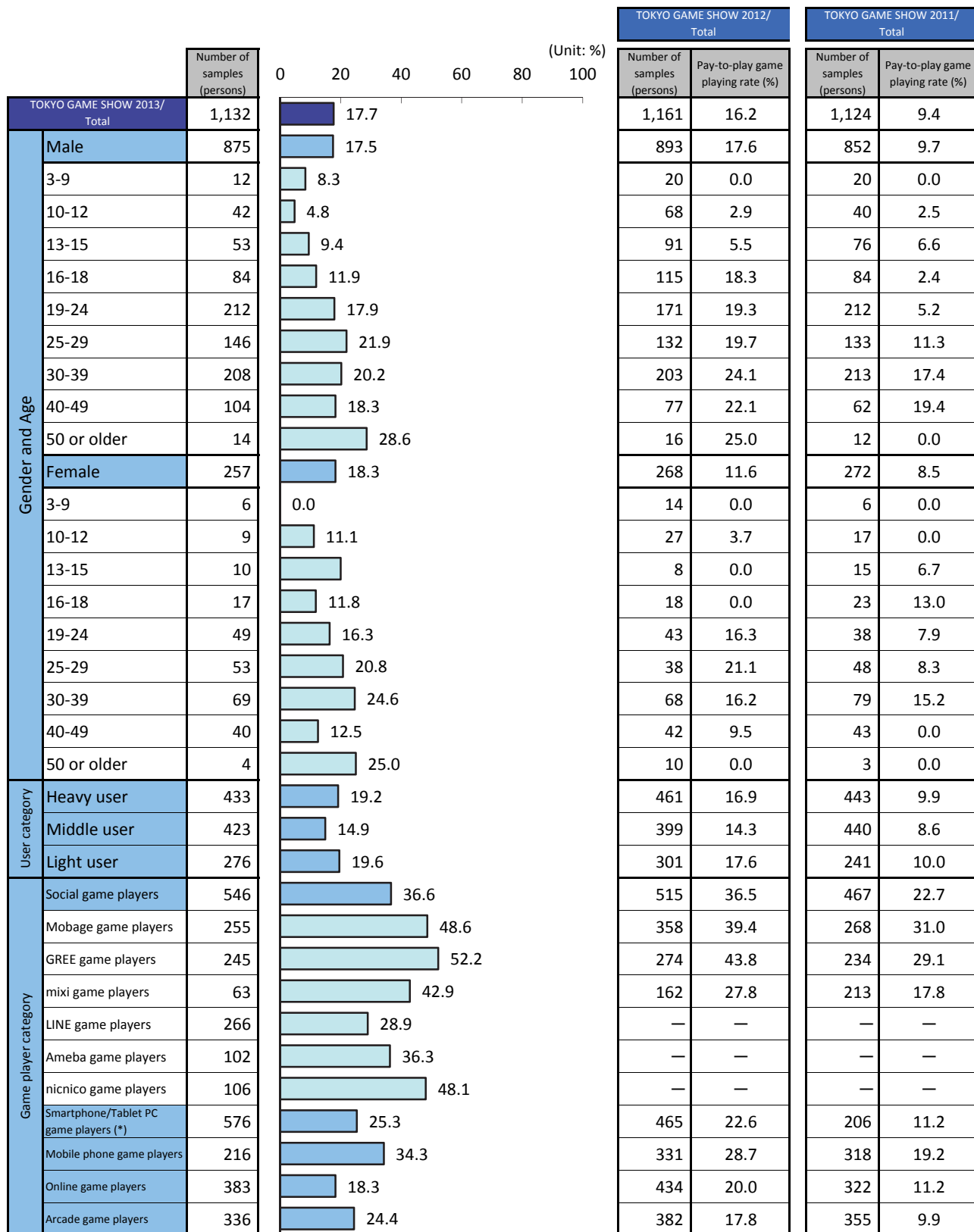


\*"Smartphone game players" was used instead of "Smartphone/Tablet PC game players" in the 2011 TGS survey .

- The rate of playing SNS games was 48.2% showing a steady increase from 2011 (41.5%) and 2012 (44.4%). The percentage was higher for females (55.6%) than for males (46.1%).
- As for household games, the higher the frequency, the lower the rate of playing SNS games.

### 3. Familiarity with pay-to-play social games

#### ■ Pay-to-play social game play (Rate of players who pay an additional fee to play social games)



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

- The total percentage increased from 16.2% to 17.7%.
- The ratio for social game players (546 persons) was 36.6%, which was almost the same as the figure from the previous survey (36.5%).
- The ratio exceeded 50% for GREE players (52.2%).

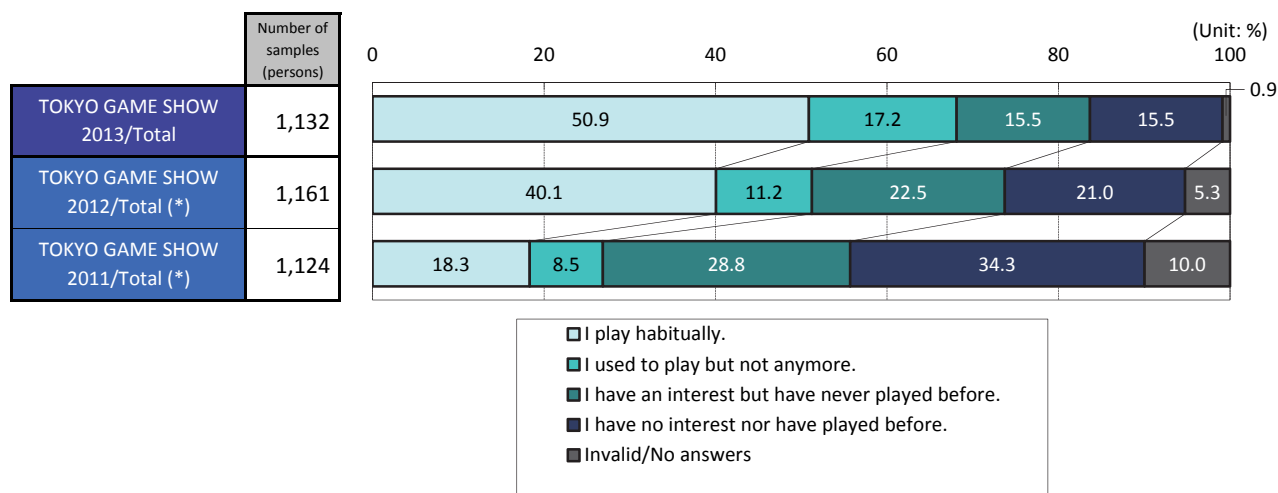


## IV. Smartphone/Tablet PC Games

### 1. Familiarity with smartphone/tablet PC game contents

● "Smartphone/ Tablet PC games" refers to game contents played by downloading an application from an application store such as App Store and Google Play  
 \*Excluding social games of SNS.  
 \*\*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.

[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 2013/Total		1,132	50.9	17.2	15.5	15.5	0.9
Gender and Age	Male	875	50.3	18.2	15.1	15.7	0.8
	3-9	12	50.0	16.7	16.7	16.7	0.0
	10-12	42	40.5	21.4	14.3	21.4	2.4
	13-15	53	45.3	18.9	18.9	13.2	3.8
	16-18	84	61.9	22.6	6.0	9.5	0.0
	19-24	212	53.3	20.8	9.4	15.6	0.9
	25-29	146	56.8	17.1	11.0	14.4	0.7
	30-39	208	42.3	17.8	21.6	17.8	0.5
	40-49	104	52.9	10.6	21.2	15.4	0.0
	50 or older	14	14.3	14.3	42.9	28.6	0.0
	Female	257	52.9	14.0	17.1	14.8	1.2
	3-9	6	50.0	0.0	16.7	33.3	0.0
	10-12	9	33.3	33.3	0.0	33.3	0.0
	13-15	10	40.0	10.0	20.0	30.0	0.0
	16-18	17	41.2	35.3	5.9	17.6	0.0
	19-24	49	73.5	6.1	12.2	8.2	0.0
	25-29	53	45.3	24.5	18.9	9.4	1.9
	30-39	69	56.5	11.6	15.9	13.0	2.9
	40-49	40	50.0	2.5	27.5	20.0	0.0
	50 or older	4	0.0	25.0	50.0	25.0	0.0
User category	Heavy user	433	50.6	17.3	13.9	17.6	0.7
	Middle user	423	51.3	17.3	17.5	12.8	1.2
	Light user	276	50.7	17.0	15.2	16.3	0.7
Game player category	Social game players	546	70.5	12.6	11.5	4.6	0.7
	Mobile phone game players	216	74.5	5.1	13.9	6.0	0.5
	Online game players	383	58.7	18.0	13.1	9.7	0.5
	Arcade game players	336	61.9	14.0	13.7	9.5	0.9

\*This question was asked regarding games on Smartphones in the 2011 TGS survey.

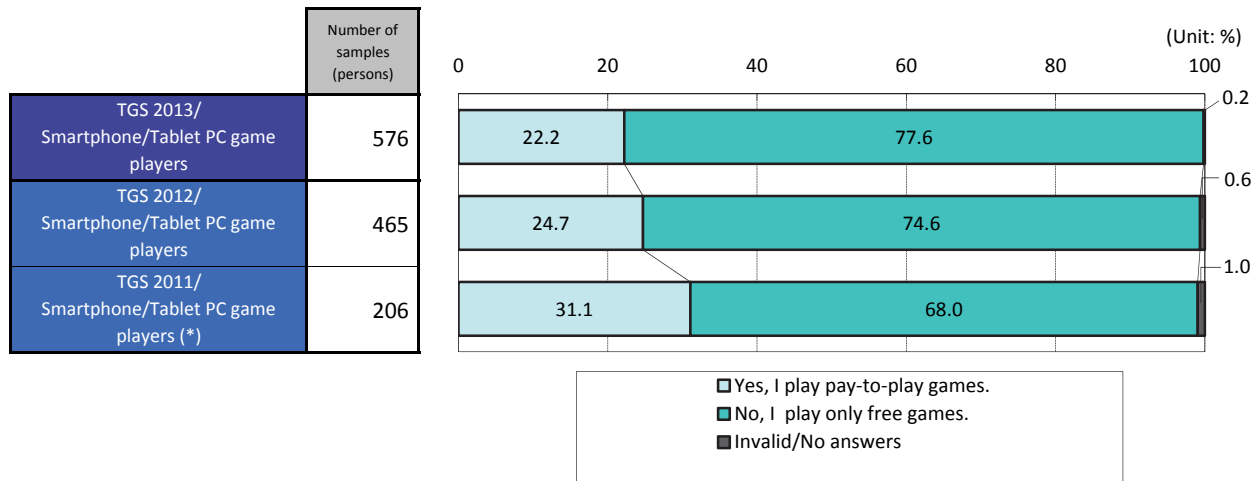
- The proportion of respondents who "play habitually" increased further from the previous survey figure of 40.1% to 50.9%.
- "I play habitually" was selected more by female users (52.9%) than male users (50.3%).
- "I play habitually" was selected by many males in the "16-18" age group (61.9%) and females in the "19-24" age group (73.5%).

## 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?



(Unit: %)

		Number of samples (persons)	Yes, I play pay-to-play games.	No, I play only free games.	Invalid/No answers
TGS 2013/ Smartphone/Tablet PC game players		576	22.2	77.6	0.2
Gender	Male	440	23.9	75.9	0.2
	Female	136	16.9	83.1	0.0
User category	Heavy user	219	25.1	74.4	0.5
	Middle user	217	20.3	79.7	0.0
	Light user	140	20.7	79.3	0.0
Game player category	Social game players	385	22.1	77.7	0.3
	Mobile phone game players	161	26.7	72.7	0.6
	Online game players	225	26.2	73.3	0.4
	Arcade game players	208	30.8	68.8	0.5

\*This question was asked regarding games on Smartphones in the 2011 TGS survey.

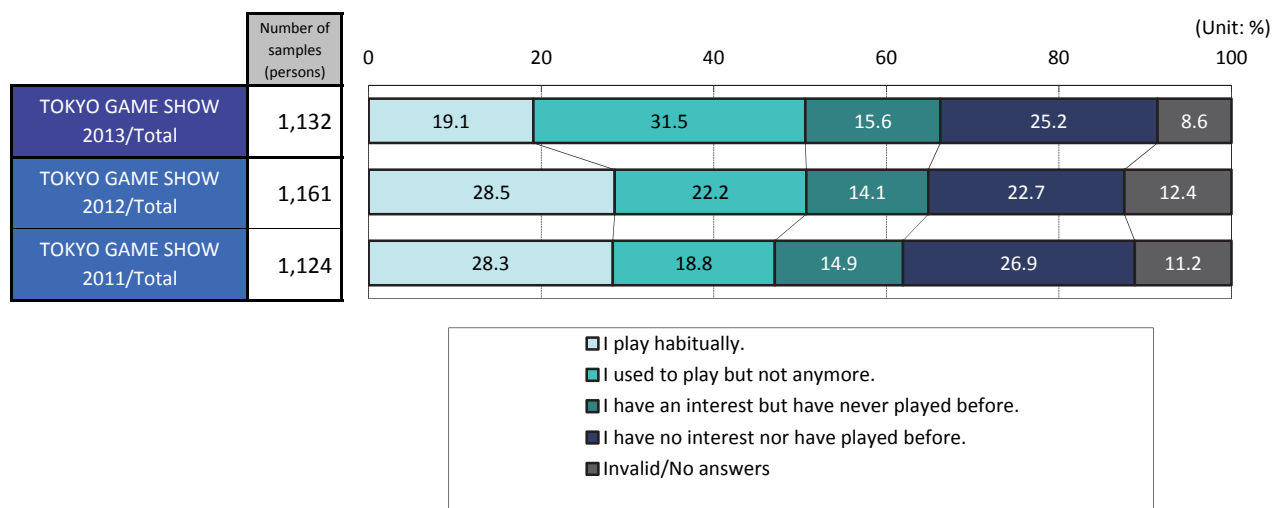
• 22.2% of the game players on smartphones / tablet PCs played pay-to-play games; this ratio represents a decrease from the previous survey figure (24.7%), which is a continuing tendency. The percentage was higher for males (23.9%) than for females (16.9%). Heavy users played pay-to-play games the most (25.1%).

## 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.
- \* Excluding SNS social games.

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



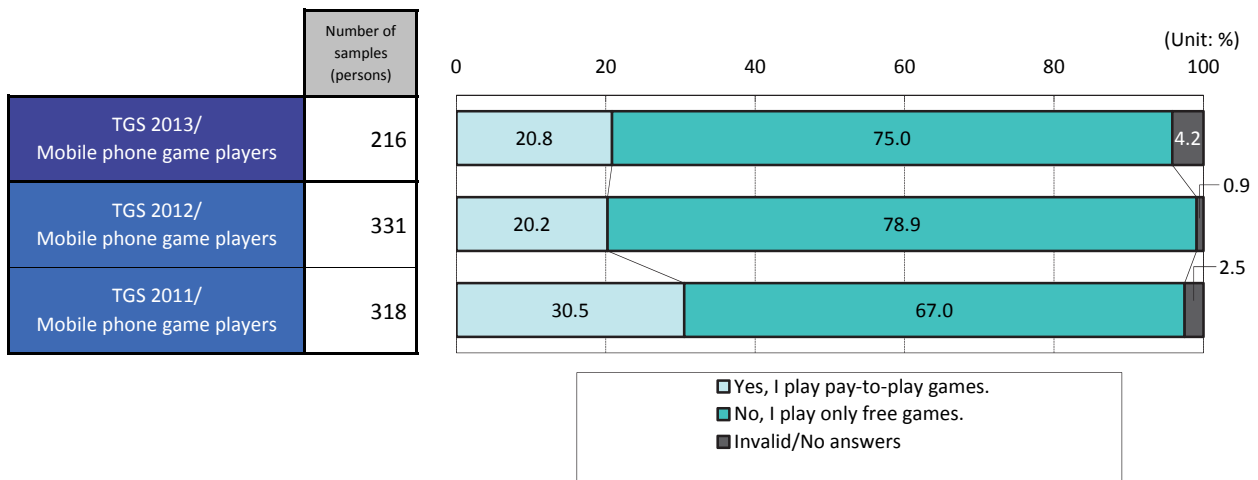
		(Unit: %)					
		Number of samples (persons)	I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2013/Total		1,132	19.1	31.5	15.6	25.2	8.6
Gender and Age	Male	875	18.2	31.7	16.2	25.9	8.0
	3-9	12	25.0	25.0	25.0	25.0	0.0
	10-12	42	16.7	14.3	9.5	45.2	14.3
	13-15	53	13.2	20.8	32.1	22.6	11.3
	16-18	84	16.7	31.0	13.1	32.1	7.1
	19-24	212	14.6	36.3	13.2	27.8	8.0
	25-29	146	19.9	34.9	13.0	22.6	9.6
	30-39	208	18.8	34.6	18.8	23.1	4.8
	40-49	104	24.0	26.0	18.3	22.1	9.6
	50 or older	14	28.6	28.6	14.3	21.4	7.1
	Female	257	22.2	31.1	13.6	22.6	10.5
	3-9	6	16.7	0.0	33.3	50.0	0.0
	10-12	9	33.3	11.1	0.0	44.4	11.1
	13-15	10	30.0	20.0	10.0	30.0	10.0
	16-18	17	17.6	29.4	5.9	41.2	5.9
	19-24	49	22.4	38.8	10.2	18.4	10.2
	25-29	53	15.1	52.8	11.3	13.2	7.5
	30-39	69	26.1	21.7	11.6	21.7	18.8
	40-49	40	25.0	25.0	22.5	25.0	2.5
	50 or older	4	0.0	0.0	75.0	0.0	25.0
User category	Heavy user	433	19.2	33.3	13.6	26.6	7.4
	Middle user	423	18.2	28.8	18.2	23.9	10.9
	Light user	276	20.3	33.0	14.9	25.0	6.9
Game player category	Social game players	546	28.6	33.2	12.1	16.1	10.1
	Smartphone/Tablet PC game players	576	28.0	30.6	10.4	20.0	11.1
	Online game players	383	23.0	32.4	15.4	20.9	8.4
	Arcade game players	336	26.5	31.8	13.1	20.8	7.7

- The proportion of respondents who "play habitually" was 19.1%, showing a considerable decrease from the previous survey result (28.5%). The proportion of respondents who "used to play but not anymore" increased from 22.2% to 31.5%.
- "I play habitually" was selected the most by light users (20.3%).

## 2. Familiarity with pay-to-play games for mobile phones 【All current 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?



		(Unit: %)			
		Number of samples (persons)	Yes, I play pay-to-play games.	No, I play only free games.	Invalid/ No answers
TGS 2013/ Mobile phone game players		216	20.8	75.0	4.2
Gender	Male	159	21.4	73.6	5.0
	Female	57	19.3	78.9	1.8
User category	Heavy user	83	25.3	69.9	4.8
	Middle user	77	18.2	79.2	2.6
	Light user	56	17.9	76.8	5.4
Game player category	Social game players	156	21.2	75.0	3.8
	Smartphone/Tablet PC game players	161	22.4	73.3	4.3
	Online game players	88	23.9	71.6	4.5
	Arcade game players	89	27.0	69.7	3.4

- The ratio of players of pay-to-play games increased slightly from 20.2% to 20.8%.
- The percentage for playing pay-to-play games on mobile phones was higher for males (21.4%) than for females (19.3%).
- As for the category of users, heavy users played pay-to-play games on mobile phones the most (25.3%).

## VI. On-line Games

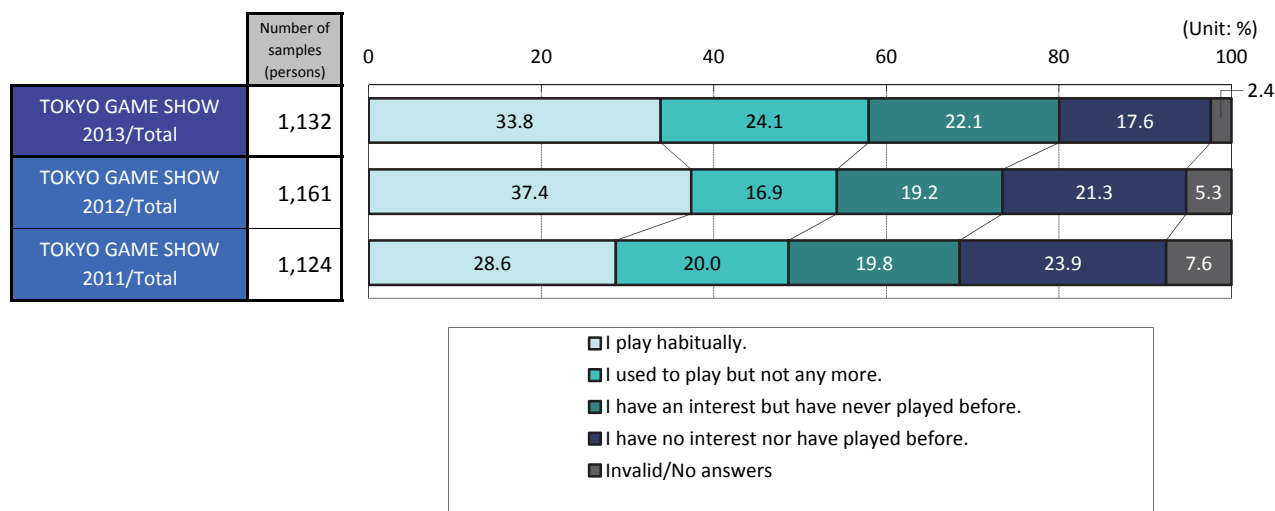
### 1. Familiarity with on-line games

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

\*Excluding SNS social games.

\*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?



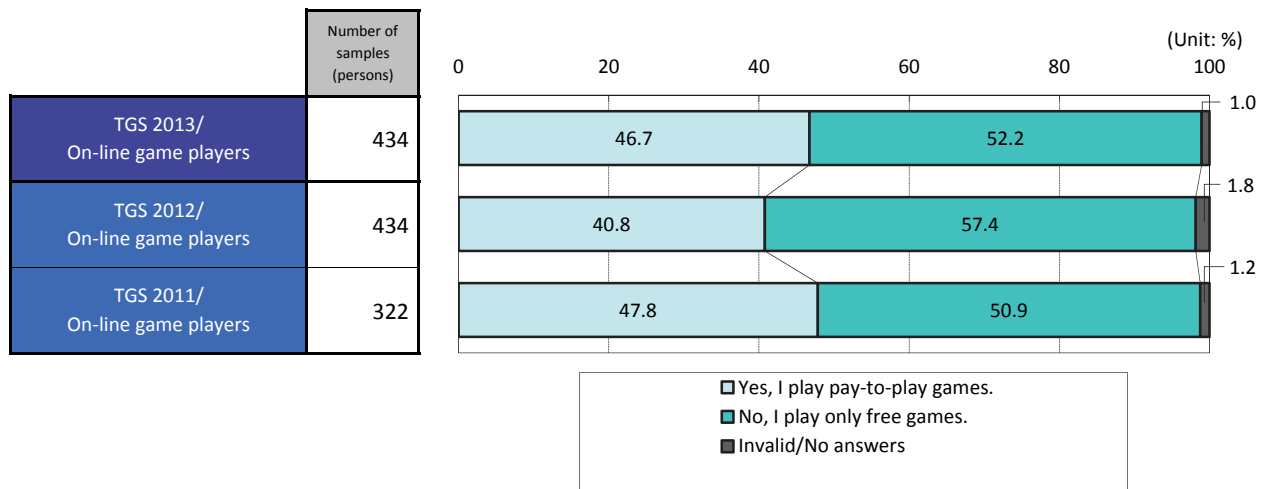
		(Unit: %)					
		Number of samples (persons)	I play habitually.	I used to play but not any more.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/ No answers
TOKYO GAME SHOW 2013/Total		1,132	33.8	24.1	22.1	17.6	2.4
Gender and Age	Male	875	36.9	24.7	20.7	15.3	2.4
	3-9	12	25.0	8.3	33.3	25.0	8.3
	10-12	42	35.7	9.5	26.2	28.6	0.0
	13-15	53	43.4	13.2	26.4	11.3	5.7
	16-18	84	56.0	17.9	15.5	9.5	1.2
	19-24	212	34.0	29.2	17.9	16.0	2.8
	25-29	146	40.4	29.5	16.4	12.3	1.4
	30-39	208	32.7	30.3	19.7	14.4	2.9
	40-49	104	31.7	18.3	29.8	18.3	1.9
	50 or older	14	21.4	14.3	35.7	28.6	0.0
	Female	257	23.3	22.2	26.8	25.3	2.3
	3-9	6	16.7	33.3	0.0	50.0	0.0
	10-12	9	33.3	0.0	11.1	55.6	0.0
	13-15	10	10.0	20.0	30.0	30.0	10.0
	16-18	17	29.4	29.4	23.5	17.6	0.0
	19-24	49	24.5	30.6	28.6	16.3	0.0
	25-29	53	22.6	26.4	30.2	18.9	1.9
	30-39	69	24.6	17.4	27.5	24.6	5.8
40-49	40	22.5	17.5	27.5	32.5	0.0	
50 or older	4	0.0	0.0	25.0	75.0	0.0	
User category	Heavy user	433	43.0	20.1	17.3	17.3	2.3
	Middle user	423	33.6	26.2	23.2	14.7	2.4
	Light user	276	19.9	27.2	27.9	22.5	2.5
Game player category	Social game players	546	37.0	26.4	22.2	12.6	1.8
	Smartphone/Tablet PC game players	576	39.1	24.8	20.5	13.5	2.1
	Mobile phone game players	216	40.7	20.8	21.8	15.7	0.9
	Arcade game players	336	42.0	22.6	23.8	10.4	1.2

- The number of respondents who habitually played on-line games was 33.8%, showing a decrease from the previous survey result (37.4%).
- More males (36.9%) play habitually than females (23.3%).
- 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?



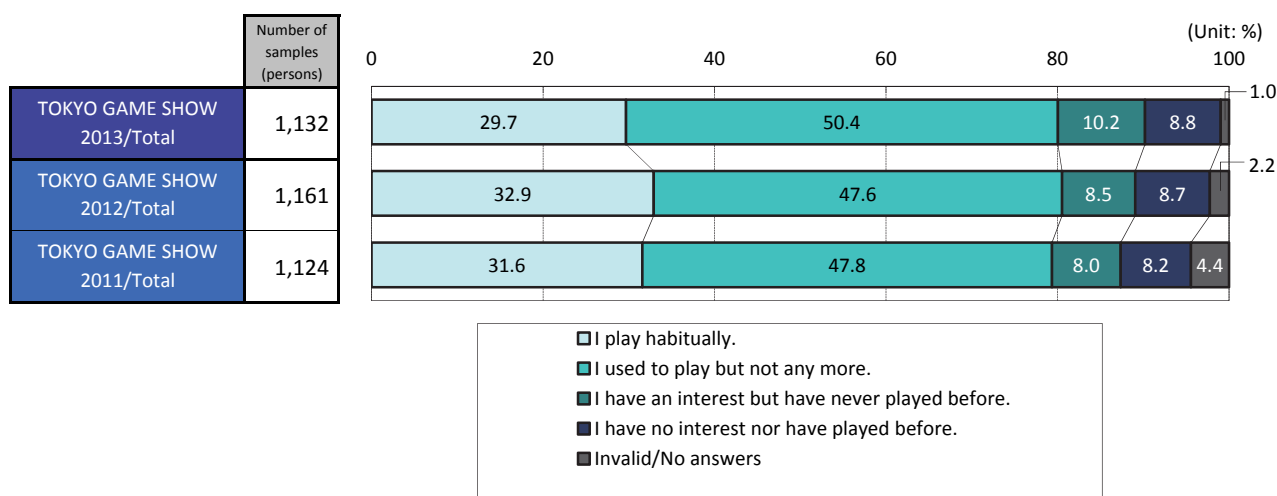
		Number of samples (persons)	(Unit: %)		
			Yes, I play pay-to-play games.	No, I play only free games.	Invalid/ No answers
TGS 2013/ On-line game players		383	46.7	52.2	1.0
Gender	Male	323	48.0	50.8	1.2
	Female	60	40.0	60.0	0.0
User category	Heavy user	186	59.1	39.2	1.6
	Middle user	142	33.1	66.2	0.7
	Light user	55	40.0	60.0	0.0
Game player category	Social game players	202	42.6	56.4	1.0
	Smartphone/Tablet PC game players	225	43.1	55.6	1.3
	Mobile phone game players	88	48.9	48.9	2.3
	Arcade game players	141	48.2	49.6	2.1

- The percentage of on-line game players who played pay-to-play games was 46.7%, which represents an increase from the previous survey result (40.8%). More males (48.0%) play pay-to-play games habitually than females (40.0%).
- As for the category of users, heavy users played pay-to-play online games the most (59.1%).

## 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 any more.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2013/Total		1,132	29.7	50.4	10.2	8.8	1.0
Gender and Age	Male	875	31.0	50.9	9.5	8.0	0.7
	3-9	12	41.7	25.0	16.7	16.7	0.0
	10-12	42	33.3	28.6	21.4	16.7	0.0
	13-15	53	47.2	35.8	7.5	7.5	1.9
	16-18	84	33.3	52.4	6.0	7.1	1.2
	19-24	212	34.9	44.8	7.1	11.8	1.4
	25-29	146	32.9	48.6	12.3	6.2	0.0
	30-39	208	26.0	63.0	7.2	3.4	0.5
	40-49	104	22.1	59.6	9.6	8.7	0.0
	50 or older	14	0.0	57.1	35.7	7.1	0.0
	Female	257	25.3	48.6	12.5	11.7	1.9
	3-9	6	33.3	16.7	16.7	33.3	0.0
	10-12	9	33.3	44.4	11.1	11.1	0.0
	13-15	10	40.0	50.0	10.0	0.0	0.0
	16-18	17	35.3	52.9	5.9	5.9	0.0
	19-24	49	46.9	36.7	10.2	6.1	0.0
	25-29	53	24.5	43.4	20.8	9.4	1.9
	30-39	69	11.6	60.9	7.2	14.5	5.8
	40-49	40	15.0	57.5	12.5	15.0	0.0
	50 or older	4	0.0	0.0	50.0	50.0	0.0
User category	Heavy user	433	33.9	48.0	8.1	9.5	0.5
	Middle user	423	28.8	48.7	12.5	8.3	1.7
	Light user	276	24.3	56.5	9.8	8.7	0.7
Game player category	Social game players	546	37.2	47.4	7.3	7.5	0.5
	Smartphone/Tablet PC game players	576	36.1	46.7	9.4	7.1	0.7
	Mobile phone game players	216	41.2	43.1	6.9	7.9	0.9
	Online game players	383	36.8	46.5	9.4	7.3	0.0

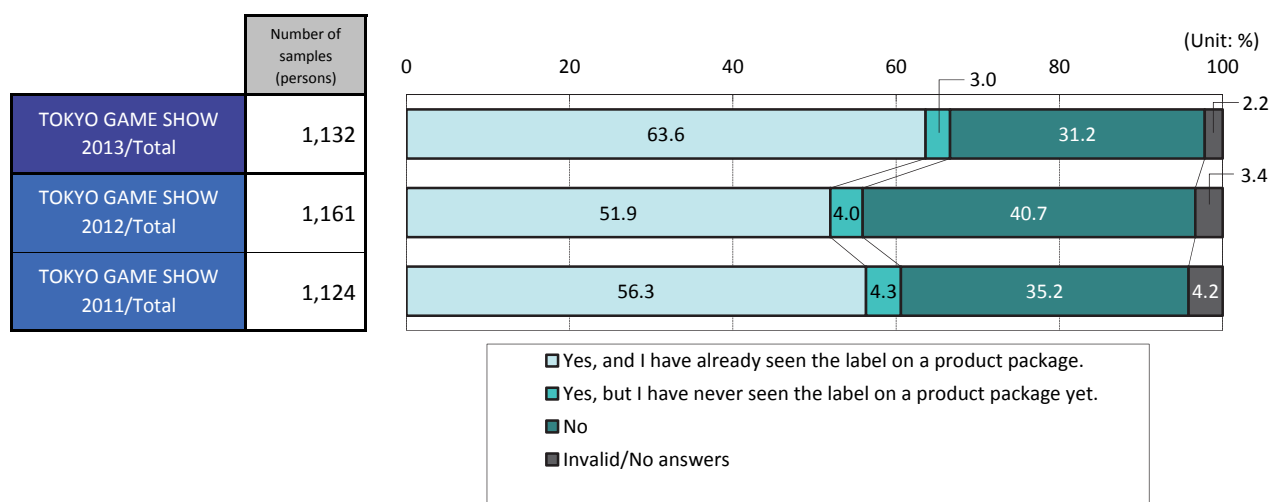
• The percentage of respondents who "habitually play arcade games" was 29.7%, which represents an increase from the previous survey result (32.9%).

• The ratio of respondents who "habitually play arcade games" was high for males in the "13-15" age group (47.2%) and females in the "19-24" age group (49.6%).

## 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 2013/Total		1,132	63.6	3.0	31.2	2.2
Gender and Age	Male	875	69.0	2.9	26.4	1.7
	3-9	12	16.7	8.3	75.0	0.0
	10-12	42	50.0	2.4	40.5	7.1
	13-15	53	66.0	3.8	28.3	1.9
	16-18	84	78.6	1.2	20.2	0.0
	19-24	212	73.6	3.3	20.3	2.8
	25-29	146	78.1	1.4	19.9	0.7
	30-39	208	69.7	3.4	26.0	1.0
	40-49	104	58.7	1.9	37.5	1.9
	50 or older	14	28.6	14.3	57.1	0.0
	Female	257	45.1	3.5	47.5	3.9
	3-9	6	33.3	0.0	66.7	0.0
	10-12	9	22.2	11.1	66.7	0.0
	13-15	10	20.0	0.0	60.0	20.0
	16-18	17	58.8	0.0	41.2	0.0
	19-24	49	63.3	4.1	32.7	0.0
	25-29	53	58.5	3.8	32.1	5.7
	30-39	69	43.5	2.9	46.4	7.2
	40-49	40	20.0	5.0	75.0	0.0
	50 or older	4	0.0	0.0	100.0	0.0
User category	Heavy user	433	71.1	2.8	24.0	2.1
	Middle user	423	64.3	3.3	29.8	2.6
	Light user	276	50.7	2.9	44.6	1.8

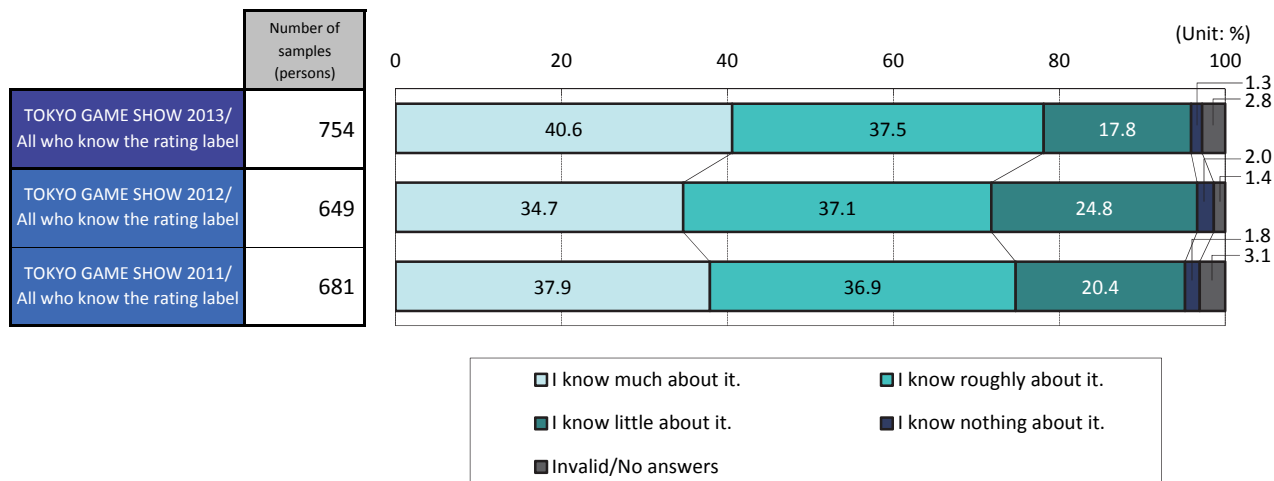
- The number of respondents who answered "Yes, and I have already seen the label on a product package" increased from 51.9% to 63.6%.
- The recognition rate of the rating marks was higher, the higher the frequency of playing household videogames .



## 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?



		Number of samples (persons)	(Unit: %)				
			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 2013/ All who know the rating label		754	40.6	37.5	17.8	1.3	2.8
Gender and Age	Male	629	41.3	37.5	17.3	1.0	2.9
	3-9	3	33.3	0.0	0.0	33.3	33.3
	10-12	22	45.5	27.3	18.2	4.5	4.5
	13-15	37	37.8	27.0	29.7	0.0	5.4
	16-18	67	56.7	32.8	9.0	1.5	0.0
	19-24	163	48.5	34.4	14.7	0.0	2.5
	25-29	116	35.3	37.1	22.4	1.7	3.4
	30-39	152	30.9	46.1	19.7	0.7	2.6
	40-49	63	44.4	41.3	11.1	0.0	3.2
	50 or older	6	33.3	50.0	16.7	0.0	0.0
	Female	125	36.8	37.6	20.0	3.2	2.4
	3-9	2	50.0	50.0	0.0	0.0	0.0
	10-12	3	33.3	0.0	33.3	33.3	0.0
	13-15	2	50.0	50.0	0.0	0.0	0.0
	16-18	10	50.0	30.0	20.0	0.0	0.0
	19-24	33	51.5	21.2	21.2	3.0	3.0
	25-29	33	33.3	36.4	30.3	0.0	0.0
	30-39	32	25.0	53.1	15.6	6.3	0.0
	40-49	10	20.0	60.0	0.0	0.0	20.0
	50 or older	0	—	—	—	—	—
User category	Heavy user	320	47.8	34.1	15.0	1.6	1.6
	Middle user	286	35.0	40.2	20.6	0.7	3.5
	Light user	148	35.8	39.9	18.2	2.0	4.1

• The ratio of respondents who selected "I know a lot about it" increased from 34.7% to 40.6%. When the number of respondents who selected "I am somewhat familiar with it" (37.5%) was added, 78.1% of the respondents who had some knowledge of the marks 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.

(276 valid responses: n=589 persons)

Perfect/Nearly perfect comprehension / Understanding of purpose	162
<input checked="" type="radio"/> Perfect comprehension: It is a reference marking that indicates "recommended user age groups" according to "game contents".	31
<ul style="list-style-type: none"> <li>Indication of ages of target players and contents such as violence</li> <li>Indication of ages of target players for game contents</li> <li>Guideline of ages for the game contents</li> <li>Indication of contents and target ages</li> <li>Ages and contents</li> </ul>	<ul style="list-style-type: none"> <li>Age-group classification according to game contents</li> <li>Age group classification and grotesque contents</li> <li>Influence on game players according to ages and standards for erotic or violent contents</li> <li>Standards for users ages and category</li> <li>Checking of appropriate contents for specified ages</li> <li>...etc.</li> </ul>
<input type="radio"/> Nearly perfect comprehension: It is a reference marking indicating "recommended user age groups" ("game contents" not mentioned).	89
<ul style="list-style-type: none"> <li>Indication of appropriate ages for the game</li> <li>Indication of appropriate ages for purchasing the game</li> <li>Indication of ages of target players</li> <li>Standards for users' ages</li> <li>Classification of users' ages</li> <li>Indication of appropriate ages for the game</li> </ul>	<ul style="list-style-type: none"> <li>Guideline of the ages of target game players</li> <li>Indication of ages of target game players</li> <li>Indication of appropriate ages</li> <li>Classification of game players according to age</li> <li>Guideline of the ages, but not enforceable</li> <li>Guideline of the target ages</li> <li>...etc.</li> </ul>
<input type="radio"/> Near-perfect comprehension: It is a reference marking of "game contents" ("recommended user age groups" not mentioned).	12
<ul style="list-style-type: none"> <li>Indication of stimulating content</li> <li>Indication of grotesque contents</li> <li>Indication of contents</li> </ul>	<ul style="list-style-type: none"> <li>Indication of contents such as blood or shooting</li> <li>Indication of game contents for consumers</li> <li>Indication whether inappropriate expressions for the youth are included</li> <li>...etc.</li> </ul>
<input type="radio"/> Understanding of purpose: It is a "reference" rating or "basis for individual judgment", or a system to protect young people.	9
<ul style="list-style-type: none"> <li>For sound growth of juveniles</li> <li>To prevent children from purchasing inappropriate games</li> <li>For children's education</li> </ul>	<ul style="list-style-type: none"> <li>To prevent juveniles from playing inappropriate games</li> <li>To prevent juveniles from playing games including violent contents</li> <li>To prevent children from seeing harmful information</li> <li>...etc.</li> </ul>
<input type="radio"/> Nearly perfect comprehension: Understanding of specific rating categories ("game contents" not mentioned).	5
<ul style="list-style-type: none"> <li>ABCDZ, A→all ages, B→12, C→15, D→18</li> </ul>	<ul style="list-style-type: none"> <li>Games for player's age of 12 or older (15-year-old, 17- or 18-year-old players)</li> <li>...etc.</li> </ul>
<input type="radio"/> Indication of ages or rating categories only	9
<ul style="list-style-type: none"> <li>Marking of A, B, and C</li> <li>Classified into A ~ Z</li> </ul>	<ul style="list-style-type: none"> <li>Classified into A ~ D and Z</li> <li>Ages</li> <li>...etc.</li> </ul>
<input type="radio"/> Referring to the intents of the rating system	7
<ul style="list-style-type: none"> <li>Guideline of game players</li> </ul>	<ul style="list-style-type: none"> <li>Guideline of game players</li> <li>...etc.</li> </ul>
Misapprehension / Unclear	114
<input checked="" type="radio"/> Misapprehension: It is a rating for a "restriction" or a "ban" on purchase based on consumer age.	103
<ul style="list-style-type: none"> <li>Age limit</li> <li>Age limit for playing the game</li> <li>Age limit according to the game contents</li> <li>Age limit according to the game contents (sexual expression and blood)</li> <li>Age limit for purchasing the games (zero, 12, 15 or 18-year-old players)</li> </ul>	<ul style="list-style-type: none"> <li>Age limit (purchasers)</li> <li>Age limit of children</li> <li>Age limit for the game</li> <li>Age limit for purchasing (violent content games)</li> <li>Classification of games depending on ages</li> <li>...etc.</li> </ul>
<input checked="" type="radio"/> Answers about judging methods (Misunderstanding of the intention of the question)	6
<ul style="list-style-type: none"> <li>Standards determined based on evaluation by persons selected at random</li> <li>CERO</li> </ul>	<ul style="list-style-type: none"> <li>Judged by common people</li> <li>Is it cero?</li> <li>...etc.</li> </ul>
<input checked="" type="radio"/> Confusing with the rating of Motion Picture Code of Ethics Committee	4
<ul style="list-style-type: none"> <li>R18</li> </ul>	<ul style="list-style-type: none"> <li>"R"-rated or games including inappropriate expressions for the ages</li> <li>...etc.</li> </ul>
<input checked="" type="radio"/> Misunderstanding of the rating system	1
<ul style="list-style-type: none"> <li>A is for all ages, B is for 10-year-old or older and C is for 16-year-old or older players.</li> </ul>	

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.

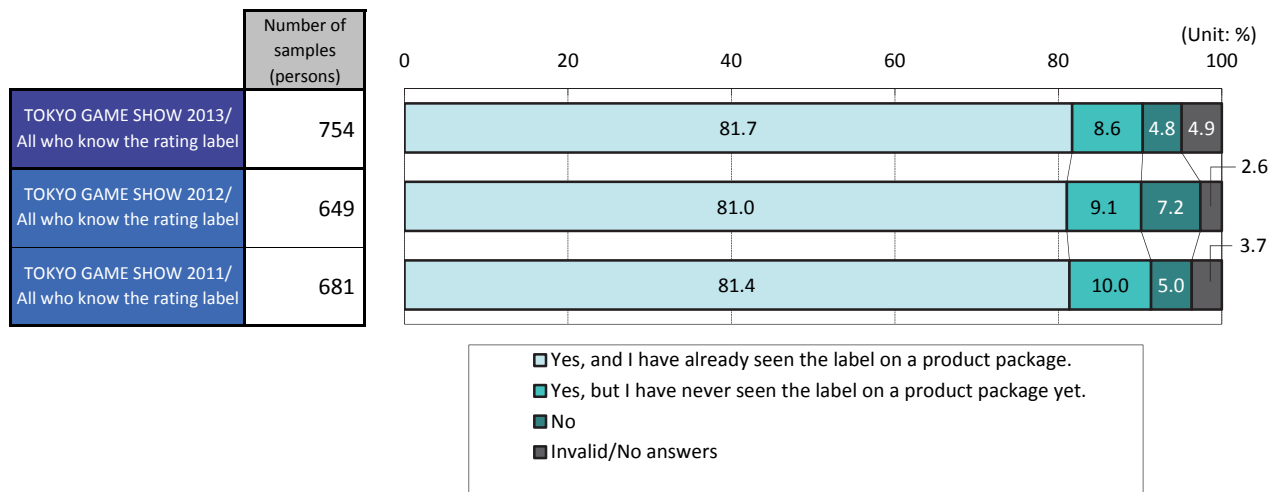
•When respondents who have some knowledge of the rating marks such as specific categories or the purpose of the system are included, 163 respondents out of 276 valid responses (59.1%) acknowledged the rating marks, which is the almost the same as the percentage in 2011 (59.2%).

•Quite a few respondents (103 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 know 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)?



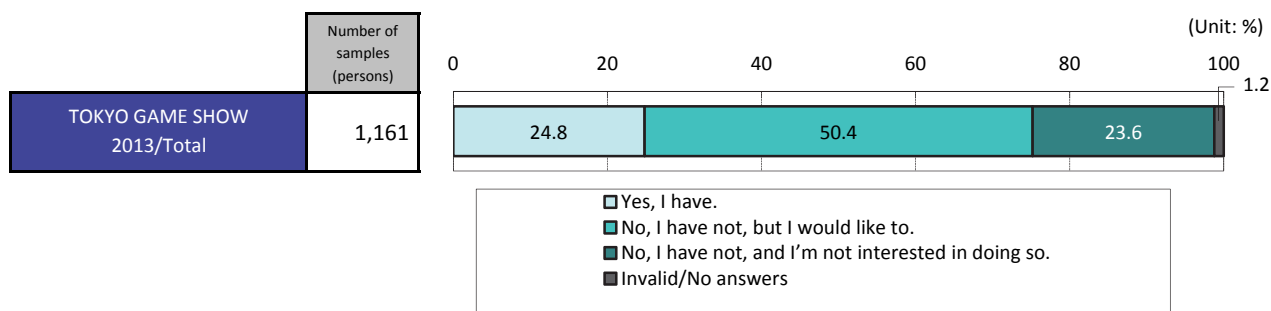
		(Unit: %)				
		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2013/ All who know the rating label		754	81.7	8.6	4.8	4.9
Gender and Age	Male	629	83.3	7.3	4.9	4.5
	3-9	3	33.3	0.0	33.3	33.3
	10-12	22	72.7	4.5	13.6	9.1
	13-15	37	91.9	0.0	5.4	2.7
	16-18	67	94.0	1.5	4.5	0.0
	19-24	163	87.7	7.4	1.2	3.7
	25-29	116	79.3	10.3	3.4	6.9
	30-39	152	79.6	9.2	7.9	3.3
	40-49	63	82.5	7.9	4.8	4.8
	50 or older	6	33.3	16.7	16.7	33.3
	Female	125	73.6	15.2	4.0	7.2
	3-9	2	50.0	50.0	0.0	0.0
	10-12	3	0.0	66.7	33.3	0.0
	13-15	2	50.0	50.0	0.0	0.0
	16-18	10	80.0	20.0	0.0	0.0
	19-24	33	84.8	3.0	6.1	6.1
	25-29	33	72.7	15.2	3.0	9.1
	30-39	32	75.0	15.6	3.1	6.3
	40-49	10	60.0	20.0	0.0	20.0
	50 or older	0	—	—	—	—
User category	Heavy user	320	86.3	6.6	4.4	2.8
	Middle user	286	81.5	8.0	4.2	6.3
	Light user	148	72.3	14.2	6.8	6.8

- The number of respondents who replied "Yes, and I have already seen the label on a product package" increased from 81.0% to 81.7%.
- The number of respondents who replied "Yes, but I haven't yet seen the label on a product package" decreased slightly from 9.1% to 8.6%, but the total number of people who knew of the Z category increased slightly from 90.1% to 90.3%.

## IX. Trend of Visits to Places Related to Games and Animated Movies

### 1. Visits to Places Related to Games and Animated Movies

[Q] Have you been to a place that was the setting for a game or an animated movie, or to a tourist attraction specified in a related collaboration project after playing the game or seeing the animated movie? <Choose one>



		Number of samples (persons)	(Unit: %)			
TOKYO GAME SHOW 2013/Total		1,132	24.8	50.4	23.6	1.2
Gender and Age	Male	875	24.8	50.4	23.9	0.9
	3-9	12	16.7	25.0	58.3	0.0
	10-12	42	9.5	31.0	57.1	2.4
	13-15	53	22.6	58.5	17.0	1.9
	16-18	84	28.6	53.6	16.7	1.2
	19-24	212	34.4	49.5	15.1	0.9
	25-29	146	28.1	52.1	19.2	0.7
	30-39	208	21.2	52.4	26.0	0.5
	40-49	104	14.4	46.2	38.5	1.0
	50 or older	14	14.3	78.6	7.1	0.0
	Female	257	24.9	50.2	22.6	2.3
	3-9	6	0.0	0.0	100.0	0.0
	10-12	9	0.0	22.2	66.7	11.1
	13-15	10	20.0	80.0	0.0	0.0
	16-18	17	23.5	64.7	11.8	0.0
	19-24	49	32.7	57.1	8.2	2.0
	25-29	53	32.1	49.1	17.0	1.9
	30-39	69	21.7	53.6	23.2	1.4
	40-49	40	25.0	40.0	30.0	5.0
	50 or older	4	0.0	25.0	75.0	0.0
User category	Heavy user	433	29.6	47.1	22.4	0.9
	Middle user	423	21.5	53.4	23.9	1.2
	Light user	276	22.5	50.7	25.0	1.8
Game player category	Social game players	546	28.4	50.9	19.6	1.1
	Smartphone/Tablet PC game players	576	26.4	52.4	20.5	0.7
	Mobile phone game players	216	29.2	49.1	20.4	1.4
	Online game players	383	32.1	47.8	18.8	1.3
	Arcade game players	336	34.8	50.0	15.2	0.0
Hobbies/Interests	Comics/Animations	770	29.9	50.4	18.4	1.3
	Traveling	209	32.1	47.8	18.7	1.4

•The ratio of respondents who had visited a place related to a game or an animated movie was 24.8%. The ratio of respondents who replied, "No, I have not, but I would like to" was 50.4%.

•No great difference was shown between males and females, and the ratios were the highest for respondents aged "19-24" in both sex categories. (Male: 34.4% / Female: 32.7%)

## 2. Game/ Animation Titles and Visited Places

【All who visited a place related a game or an animated movie】《Free/Multiple answers》

【All who selected "Yes" in 1. (Visitors to a place related a game or an animated movie)】

[Q] What game or animated movie was it, and where did you visit? <Give any number of answers.>

Tokyo Game Show 2013 visitors to a place related to a game/an animated movie (n=281): Valid respondents 219/Total number of places 250

Game/Animated movie title Visited place	Qty (Places)	Game/Animated movie title Visited place	Qty (Places)
<b>Anohana: The Flower We Saw That Day</b>	19	<b>Samurai Warriors</b>	4
Chichibu (Saitama Pref.)	18	Kikusen-in Temple (Aichi Pref.)	1
Hanno (Saitama Pref.)	1	Sawayama (Shiga Pref.)	1
<b>MONSTER HUNTER</b>	14	Obuse (Nagano Pref.)	1
Shibu Spa (Nagano Pref.)	7	Niigata (Niigata Pref.)	1
MONSTER HUNTER G in Greenland (Kumamoto Pref.)	2	<b>CLANNAD</b>	3
Universal Studios Japan (Osaka Pref.)	2	Kyoto (Kyoto Pref.)	1
E-capcom Odaiba Office (Tokyo)	1	Senriyama (Osaka Pref.)	1
Karaoke PASELA Monster Hunter Room (Tokyo)	1	High School at Komaba, University of Tsukuba (Tokyo)	1
MONSTER HUNTER Festa	1	<b>Tamayura</b>	3
<b>STEINS;GATE</b>	13	Takehara (Hiroshima Pref.)	3
Akihabara (Tokyo)	13	<b>DATE A LIVE</b>	3
<b>Ore no Imouto ga Konna ni Kawaii Wake ga Nai</b>	11	Machida (Tokyo)	3
Chiba / Chiba Station/ Chiba Urban Monorail (Chiba Pref.)	10	<b>HATSUNE MIKU -Project DIVA-</b>	3
Akihabara (Tokyo)	1	Sapporo Snow Festival (Hokkaido)	2
<b>A Certain Magical Index / A Certain Scientific Railgun</b>	11	Yokohama Red Brick Warehouse (Kanagawa Pref.)	1
Tachikawa (Tokyo)	7	<b>ROBOTICS;NOTES</b>	3
Tama Center (Tokyo)	3	Tanegashima / Tanegashima Airport (Kagoshima Pref.)	3
Tokiwadai (Tokyo)	1	<b>THE IDOLM@STER</b>	2
<b>K-ON!</b>	10	Yokohama / Yamashita Park (Kanagawa Pref.)	2
Toyosato Elementary School (Shiga Pref.)	7	<b>AKIBA'S TRIP</b>	2
Osaka (Osaka Pref.)	2	Akihabara (Tokyo)	2
London (UK)	1	<b>Umineko: WHEN THEY CRY</b>	2
<b>Lucky Star</b>	10	Former Iwasaki Family Residence (Tokyo)	1
Washinomiya Shrine / Washinomiya (Saitama Pref.)	6	Former Furukawa Gardens (Tokyo)	1
Satte (Saitama Pref.)	2	<b>WOLF CHILDREN</b>	2
Kasukabe-kyoei High School (Saitama Pref.)	1	Kunitachi (Tokyo)	1
Saitama (Saitama Pref.)	1	Kamiichi-machi, Tateyama-machi (Toyama Pref.)	1
<b>Girls und Panzer</b>	9	<b>KANNAGI: Crazy Shrine Maidens</b>	2
Oarai-machi (Ibaraki Pref.)	9	Shichigahama (Miyagi Pref.)	1
<b>Higurashi: WHEN THEY CRY</b>	9	Sendai City (Miyagi Pref.)	1
Shirakawago (Gifu Pref.)	8	<b>MOBILE SUIT GUNDAM</b>	2
Nishikasai ~ Kasai (Tokyo)	1	Kamiigusa (Tokyo)	1
<b>Neon Genesis EVANGELION</b>	6	Nasu Highland Park (Tochigi Pref.)	1
Hakone / Hakone-yumoto (Kanagawa Pref.)	6	<b>Ace Attorney</b>	2
<b>Devil Kings</b>	6	Keiyou Line Mystery Rally (Tokyo/ Kanagawa Pref.)	2
Sendai (Miyagi Pref.)	2	<b>kin-iro mosaic</b>	2
Azuchi Castle (Shiga Pref.)	1	Tsudanuma (Chiba Pref.)	2
Osaka Castle (Osaka Pref.)	1	<b>JOJO'S BIZARRE ADVENTURE</b>	2
Sekigahara (Gifu Pref.)	1	Sendai (Miyagi Pref.)	1
Kochi (Kochi Pref.)	1	Venezia (Italy)	1
<b>The Melancholy of Haruhi Suzumiya</b>	5	<b>Tamako Market</b>	2
Nishinomiya (Hyogo Pref.)	5	Kyoto/ Demachi-yanagi (Kyoto Pref.)	2
<b>Tsuritama</b>	5	<b>TARI TARI</b>	2
Enoshima (Kanagawa Pref.)	5	Enoshima (Kanagawa Pref.) / Kanagawa Pref.	2
<b>Hakuoki</b>	5	<b>Love, Chunibyo &amp; Other Delusions</b>	2
Kyoto (Kyoto Pref.)	3	Kyoto (Kyoto Pref.)	1
Aizu (Fukushima Pref.)	1	Shiga (Shiga Pref.)	1
Hakodate (Hokkaido Pref.)	1	<b>Tantei Opera Milky Holmes</b>	2
<b>Initial D</b>	4	Yokohama City (Kanagawa Pref.)	2
Irohazaka Slope (Tochigi Pref.)	2	<b>DRAGON QUEST</b>	2
Akagi Pass (Gunma Pref.)	1	Karaoke PASELA LUIDA'S BAR (Tokyo)	1
Mt. Akina (Mt. Haruna in Gunma Pref.)	1	DRAGON QUEST Exhibition in Huis Ten Bosch (Nagasaki Pref.)	1
<b>La Corda d'Oro</b>	4	<b>Nobunaga's Ambition series</b>	2
Yokohama (Kanagawa Pref.)	4	Azuchi Castle (Shiga Pref.)	1
<b>The Lonely Gourmet</b>	4	Osaka Castle (Osaka Pref.)	1
Akabane (Tokyo)	1	<b>Within the Expanse of a Distant Time</b>	2
Osaka (Osaka Pref.)	1	Kyoto (Kyoto Pref.)	2
Ikebukuro (Tokyo)	1	<b>Fate</b>	2
San-ya (Tokyo)	1	Tokushima (Tokushima Pref.)	1
		Nagasaki (Nagasaki Pref.)	1
		The rest of the places with one response are omitted.	

Note) When more than one places are written regarding one game, each place is counted individually; however, when they are located nearby in one prefecture, they are counted collectively as one.

- Places related to "Anohana: The Flower We Saw That Day" (19 places) were visited most, including "Chichibu" (18) and "Hannou" (1).
- As for "Monster Hunter", 14 places were visited, and many of these were event sites such as "Shibu Onsen" (7).

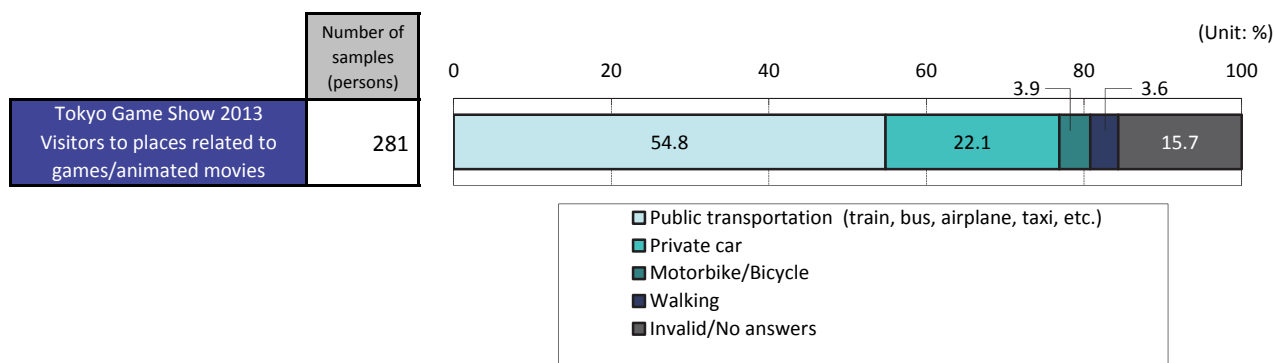
### 3. Transportation for Visits

【All who visited a place related a game or an animated movie】

【All who selected "Yes" in 1. (Visitors to a place related a game or an animated movie)】

[Q] How did you get there?

If your answer is "1", please give the transportation cost for the visit.



		(Unit: %)						Users of public transportation for visits	
		Number of samples (persons)	Public transportation (train, bus, airplane, taxi, etc.)	Private car	Motorbike/ Bicycle	Walking	Invalid/ No answers	Number of samples (persons)	Average travel cost (yen)
Tokyo Game Show 2013 Visitors to places related to games/animated movies		281	54.8	22.1	3.9	3.6	15.7	154	13,593
Gender	Male	217	50.7	22.6	5.1	4.1	17.5	110	11,246
	Female	64	68.8	20.3	0.0	1.6	9.4	44	19,274
User category	Heavy user	128	50.0	22.7	4.7	3.9	18.8	64	10,184
	Middle user	91	58.2	19.8	5.5	2.2	14.3	53	18,409
	Light user	62	59.7	24.2	0.0	4.8	11.3	37	12,891
Game player category	Social game players	155	56.8	23.9	3.2	1.9	14.2	88	9,874
	Smartphone/Tablet PC game players	152	55.3	19.1	5.9	2.0	17.8	84	13,293
	Mobile phone game players	63	50.8	27.0	3.2	3.2	15.9	32	11,010
	Online game players	123	56.1	25.2	4.9	1.6	12.2	69	7,066
	Arcade game players	117	54.7	18.8	3.4	1.7	21.4	64	10,225
Hobbies/ Interests	Comics/Animations	230	56.5	22.6	3.0	3.5	14.3	130	13,061
	Traveling	67	62.7	23.9	0.0	4.5	9.0	42	12,979

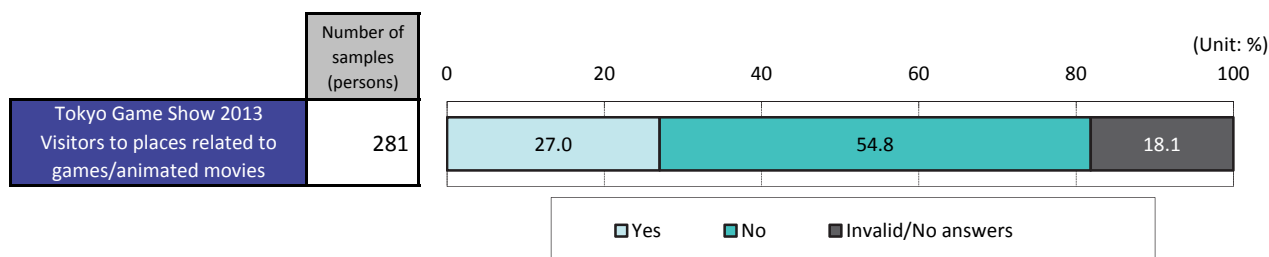
- The most-used transportation was "Public transportation" (54.8%).
- The average round-trip cost for "Public transportation" was 13,593 yen.

#### 4. Purchase of Items/ Use of Services Related to Games and Animation Films

【All who visited a place related a game or an animated movie】

【All who selected "Yes" in 1. (Visitors to a place related a game or an animated movie)】

[Q] Did you buy any item or use any service related to the game or animated movie during the visit? (other than transportation and accommodation) If your answer is yes, please write what you bought and how much you paid.



		Number of samples (persons)	(Unit: %)			Purchasers of items/ Users of services	
			Yes	No	Invalid/ No answers	Number of samples (persons)	Average spending (yen)
Tokyo Game Show 2013 Visitors to places related to games/animated movies		281	27.0	54.8	18.1	76	5,428
Gender	Male	217	24.9	56.7	18.4	54	3,597
	Female	64	34.4	48.4	17.2	22	10,500
User category	Heavy user	128	25.0	50.8	24.2	32	10,332
	Middle user	91	31.9	57.1	11.0	29	2,689
	Light user	62	24.2	59.7	16.1	15	1,590
Game player category	Social game players	155	30.3	51.0	18.7	47	2,771
	Smartphone/Tablet PC game players	152	26.3	52.0	21.7	40	3,796
	Mobile phone game players	63	27.0	50.8	22.2	17	4,000
	Online game players	123	28.5	55.3	16.3	35	3,095
	Arcade game players	117	29.9	50.4	19.7	35	8,213
Hobbies/ Interests	Comics/Animations	230	30.9	53.0	16.1	71	5,428
	Traveling	67	29.9	59.7	10.4	20	9,686

#### ■ Types of Items/ Services

【All who purchased related items/used related services】

《Multiple/Fee answers》

Tokyo Game Show 2013 purchasers of related items/ users of related services (n=76): Valid respondents 59/Total number of items/services 68

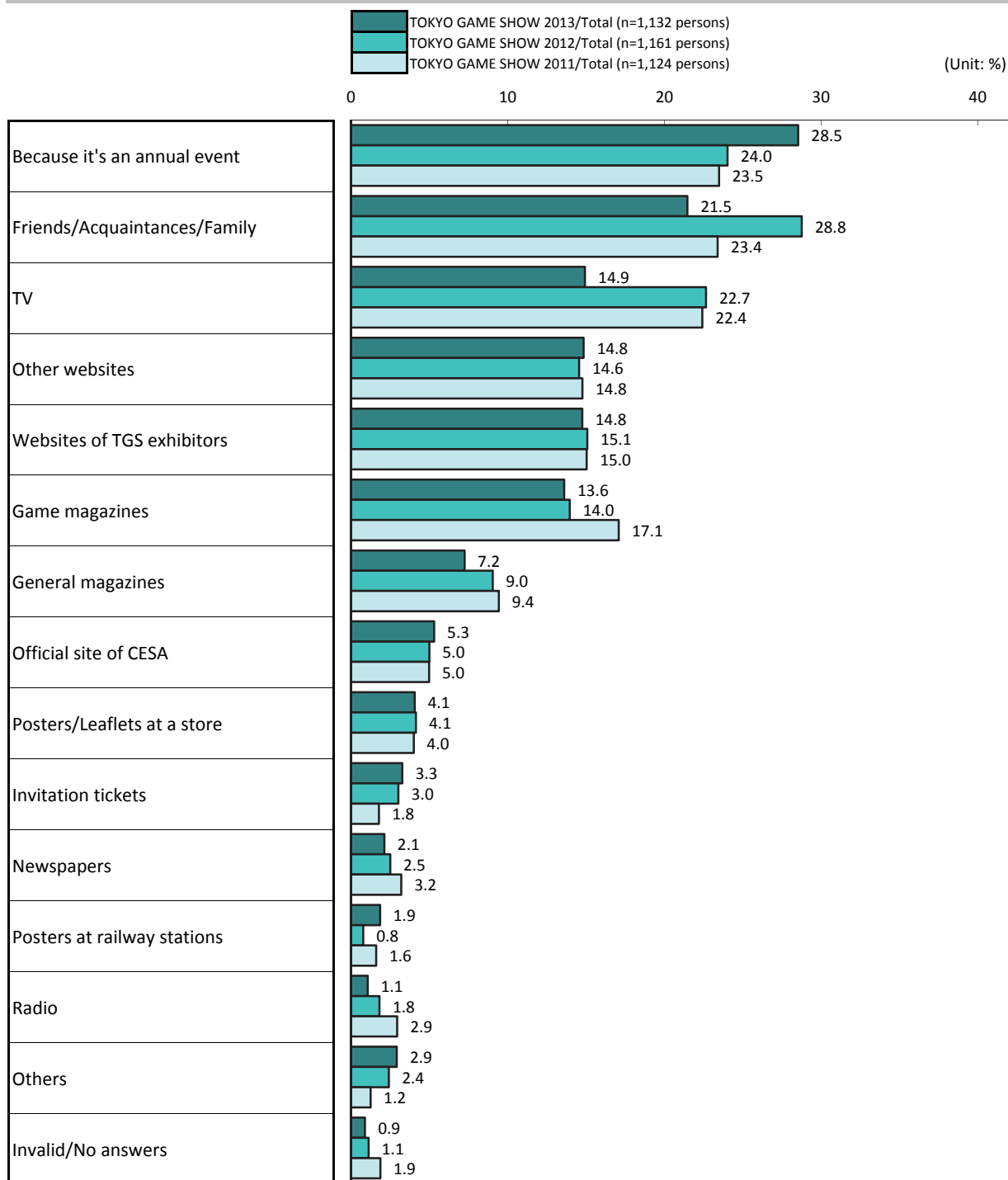
Items/ Services	Qty
Related goods	24
Food	11
Clothes/ Towels	7
Books	6
Drinks	3
Admission/ Playing fee	3
Memorial tickets	3
Dining	3
Blu-ray Discs/ DVDs	3
Votive tablets/Good luck charms	2
Stage performances/Movies	2
Photographs	1

- 27.0% of respondents purchased a related item or used a related service during the visit. The ratio was higher for females (34.4%) than for males (24.9%).
- The item purchased most was "Related goods" (24), followed by "Food" (11).
- The average amount of money spent was 5,428 yen. Females spent more (10,500 yen) than did males (3,597 yen).

## X. Turnout at TOKYO GAME SHOW 2013

### 1. Information source about TOKYO GAME SHOW 2013 《Multiple answers》

[Q] How did you know of "TOKYO GAME SHOW 2013"? Choose any number of answers.



• "Because it's an annual event" increased from 24.0% to 28.5%, and ranked at the top. "Friends/Acquaintances/Family" decreased from 28.8% to 21.5%.



[Gender and Age]

(Unit: %)

	TOKYO GAME SHOW 2013/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)	1,132	875	12	42	53	84	212	146	208	104	14	257	6	9	10	17	49	53	69	40	4
Because it's an annual event	28.5	29.5	16.7	7.1	28.3	17.9	27.8	32.2	38.9	32.7	14.3	25.3	0.0	22.2	10.0	29.4	32.7	32.1	24.6	17.5	0.0
Friends/ Acquaintances/ Family	21.5	20.0	58.3	21.4	50.9	28.6	22.6	17.1	12.0	7.7	14.3	26.5	50.0	44.4	50.0	23.5	34.7	17.0	20.3	27.5	25.0
TV	14.9	15.3	8.3	28.6	24.5	16.7	11.8	13.0	12.0	22.1	14.3	13.6	16.7	55.6	20.0	0.0	6.1	7.5	14.5	22.5	25.0
Other websites	14.8	15.1	0.0	11.9	17.0	22.6	15.1	13.7	11.5	17.3	35.7	14.0	33.3	11.1	10.0	11.8	16.3	9.4	15.9	15.0	0.0
Websites of TGS exhibitors	14.8	14.5	8.3	9.5	22.6	14.3	13.2	17.8	13.5	14.4	7.1	15.6	0.0	22.2	0.0	23.5	12.2	22.6	15.9	12.5	0.0
Game magazines	13.6	15.4	0.0	23.8	20.8	26.2	13.7	15.8	11.5	13.5	14.3	7.4	0.0	11.1	10.0	11.8	12.2	3.8	5.8	7.5	0.0
General magazines	7.2	8.6	0.0	2.4	11.3	13.1	8.5	4.8	9.1	9.6	21.4	2.7	0.0	11.1	0.0	0.0	2.0	7.5	1.4	0.0	0.0
Official site of CESA	5.3	5.7	0.0	0.0	7.5	4.8	4.2	6.2	7.7	7.7	0.0	3.9	0.0	11.1	0.0	0.0	2.0	5.7	2.9	5.0	25.0
Posters/ Leaflets at a store	4.1	3.9	8.3	7.1	5.7	1.2	3.8	2.1	4.3	4.8	7.1	4.7	0.0	11.1	0.0	0.0	2.0	11.3	4.3	2.5	0.0
Invitation tickets	3.3	3.0	16.7	2.4	3.8	3.6	2.8	4.1	1.4	1.9	7.1	4.3	0.0	11.1	10.0	0.0	8.2	3.8	2.9	0.0	25.0
Newspapers	2.1	2.2	0.0	2.4	7.5	3.6	0.9	2.7	0.5	2.9	7.1	1.9	0.0	11.1	0.0	0.0	2.0	1.9	0.0	5.0	0.0
Posters at railway stations	1.9	1.8	0.0	0.0	9.4	1.2	2.4	1.4	1.0	1.0	0.0	1.9	0.0	11.1	0.0	0.0	2.0	1.9	1.4	0.0	25.0
Radio	1.1	1.1	0.0	0.0	1.9	0.0	1.4	1.4	0.5	2.9	0.0	0.8	0.0	11.1	0.0	0.0	0.0	1.9	0.0	0.0	0.0
Others	2.9	2.7	0.0	4.8	0.0	3.6	6.1	1.4	1.9	0.0	0.0	3.5	0.0	11.1	0.0	5.9	6.1	3.8	1.4	2.5	0.0
Invalid/ No answers	0.9	1.1	0.0	0.0	0.0	0.0	1.9	2.1	0.0	1.9	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

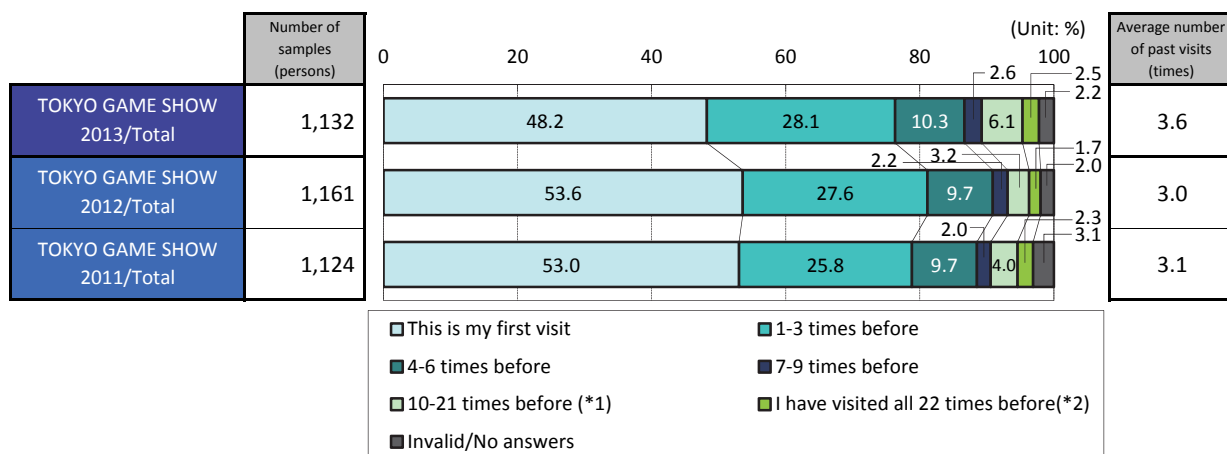
[Frequency of playing household videogames/Social game player category/Game player category]

(Unit: %)

	TOKYO GAME SHOW 2013/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	LINE game players	Ameba game players	niconico game players	Smartphones/tablet PCs game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,132	433	423	276	546	255	245	63	266	102	106	576	216	383	336
Because it's an annual event	28.5	32.8	26.2	25.4	29.7	34.5	31.4	38.1	22.9	33.3	35.8	27.8	25.9	34.7	30.1
Friends/ Acquaintances/ Family	21.5	21.5	21.3	21.7	22.0	18.4	19.6	23.8	24.8	23.5	22.6	22.4	22.7	17.2	21.7
TV	14.9	14.3	16.8	13.0	16.3	13.7	16.3	12.7	21.4	18.6	18.9	16.5	17.1	13.8	16.1
Other websites	14.8	14.8	16.5	12.3	15.4	14.1	17.1	14.3	16.2	19.6	17.0	14.8	13.0	15.7	14.0
Websites of TGS exhibitors	14.8	13.9	16.8	13.0	16.1	19.2	18.4	19.0	13.9	18.6	25.5	17.2	15.7	19.8	18.5
Game magazines	13.6	19.2	12.3	6.9	14.3	15.3	14.7	12.7	15.0	19.6	24.5	15.6	11.1	15.9	18.2
General magazines	7.2	8.3	6.9	6.2	7.5	7.8	8.6	9.5	7.1	7.8	15.1	7.5	9.3	6.8	10.1
Official site of CESA	5.3	5.3	5.2	5.4	6.0	5.9	6.1	9.5	6.0	8.8	9.4	5.7	7.4	5.7	6.3
Posters/ Leaflets at a store	4.1	2.8	3.8	6.5	4.4	3.5	4.5	7.9	4.5	2.9	3.8	4.3	4.2	2.6	5.4
Invitation tickets	3.3	3.2	3.1	3.6	2.9	2.7	2.9	0.0	2.6	5.9	3.8	3.3	3.2	3.1	2.7
Newspapers	2.1	2.1	1.9	2.5	2.6	2.0	3.7	9.5	3.4	5.9	5.7	3.0	1.9	3.9	3.3
Posters at railway stations	1.9	1.8	2.4	1.1	2.9	3.1	2.4	6.3	3.4	4.9	6.6	2.4	2.8	1.6	3.0
Radio	1.1	0.7	1.4	1.1	1.3	0.8	2.4	4.8	1.1	2.9	2.8	1.0	2.8	0.8	1.5
Others	2.9	2.1	3.3	3.6	3.8	5.1	3.7	1.6	4.9	3.9	4.7	3.5	3.2	3.4	3.6
Invalid/ No answers	0.9	0.7	0.9	1.1	0.9	0.0	0.4	0.0	1.1	0.0	0.9	0.9	0.5	0.8	0.6

## 2. Number of past visits to TOKYO GAME SHOW

[Q] TOKYO GAME SHOW has been held 22 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2012). How many times have you visited?



		Number of samples (persons)	(Unit: %)						
			This is my first visit	1-3 times before	4-6 times before	7-9 times before	10-21 times before(*1)	I have visited all 22 times before(*2)	Invalid/No answers
TOKYO GAME SHOW 2013/Total		1,132	48.2	28.1	10.3	2.6	6.1	2.5	2.2
Gender and Age	Male	875	46.9	26.6	11.3	3.0	7.2	2.9	2.2
	3-9	12	58.3	16.7	0.0	0.0	0.0	0.0	25.0
	10-12	42	66.7	19.0	0.0	2.4	0.0	0.0	11.9
	13-15	53	62.3	32.1	0.0	1.9	0.0	0.0	3.8
	16-18	84	71.4	20.2	8.3	0.0	0.0	0.0	0.0
	19-24	212	60.4	25.5	10.8	0.9	1.4	0.0	0.9
	25-29	146	37.0	33.6	15.1	2.7	7.5	2.7	1.4
	30-39	208	28.8	22.1	18.3	6.3	15.9	6.7	1.9
	40-49	104	33.7	31.7	7.7	4.8	15.4	5.8	1.0
	50 or older	14	35.7	50.0	7.1	0.0	0.0	7.1	0.0
	Female	257	52.9	33.1	7.0	1.2	2.3	1.2	2.3
	3-9	6	83.3	16.7	0.0	0.0	0.0	0.0	0.0
	10-12	9	55.6	33.3	0.0	0.0	0.0	0.0	11.1
	13-15	10	80.0	20.0	0.0	0.0	0.0	0.0	0.0
	16-18	17	76.5	17.6	0.0	0.0	0.0	0.0	5.9
User category	Heavy user	433	44.1	31.4	9.7	2.8	6.0	2.8	3.2
	Middle user	423	51.1	27.4	10.4	2.6	5.4	2.1	0.9
	Light user	276	50.4	23.9	11.2	2.2	7.2	2.5	2.5
Game player category	Social game players	546	48.4	29.1	11.7	2.4	4.6	2.2	1.6
	Smartphone/Tablet PC game players	576	51.0	27.3	10.9	2.1	4.5	1.6	2.6
	Mobile phone game players	216	47.2	25.0	12.0	1.4	6.9	2.8	4.6
	Online game players	383	42.0	29.2	11.7	3.7	7.3	3.1	2.9
	Arcade game players	336	48.2	27.1	10.1	2.1	6.3	2.4	3.9
Degree of satisfaction	Satisfied (*3)	944	47.9	30.0	10.2	2.3	5.2	2.3	2.1
	I can't say	132	49.2	21.2	9.8	3.8	12.9	1.5	1.5
	Unsatisfied (*3)	46	47.8	15.2	15.2	4.3	6.5	8.7	2.2
	Invalid/No answers	10	70.0	0.0	10.0	0.0	0.0	0.0	20.0

\*1: The term "10-20 times before" was used in the TGS 2012 survey, and "10-19 times before" was used in the TGS 2011 survey.

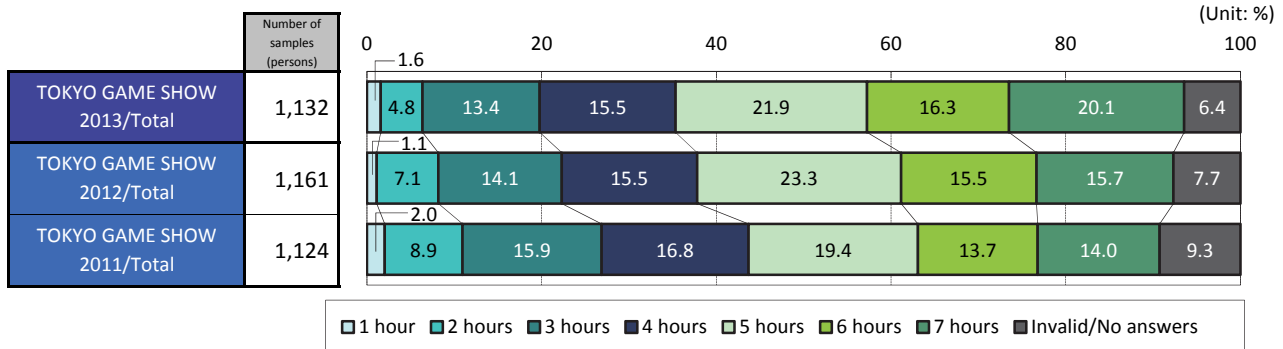
\*2: The term "all 21 times before" was used in the TGS 2012 survey, and "all 20 times before" was used in the TGS 2011 survey.

\*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.

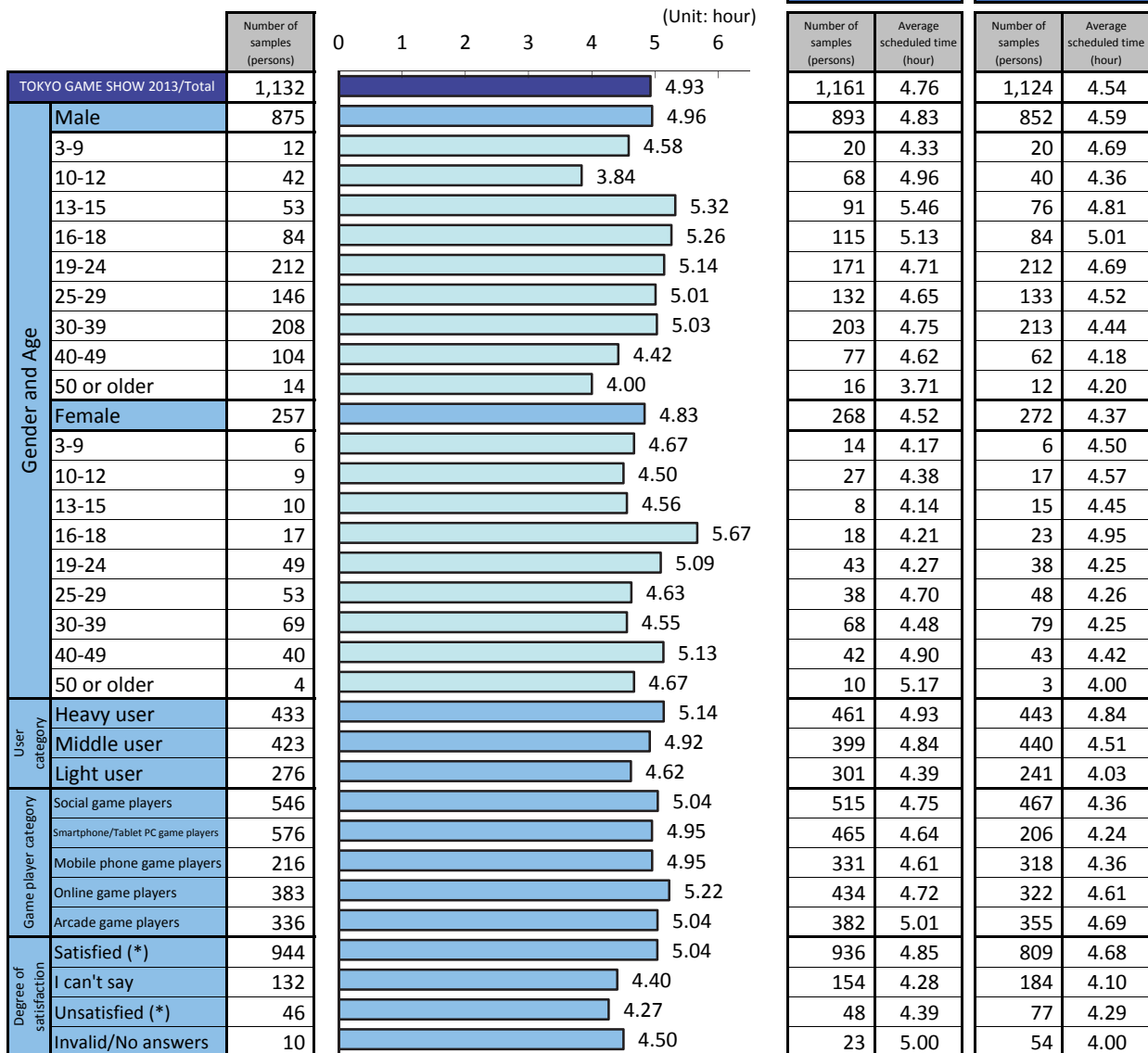
• The number of first-time visitors to the show ranked at the top, but the ratio decreased from the survey results of 2011 (53.0%) and 2012 (53.6%) to less than 50% (48.2%). The average number of visits increased from 3.0 to 3.6.

### 3. Time Scheduled to Spend at TOKYO GAME SHOW 2013

[Q] How long are you going to spend at TOKYO GAME SHOW 2013?



#### ■ Average scheduled time

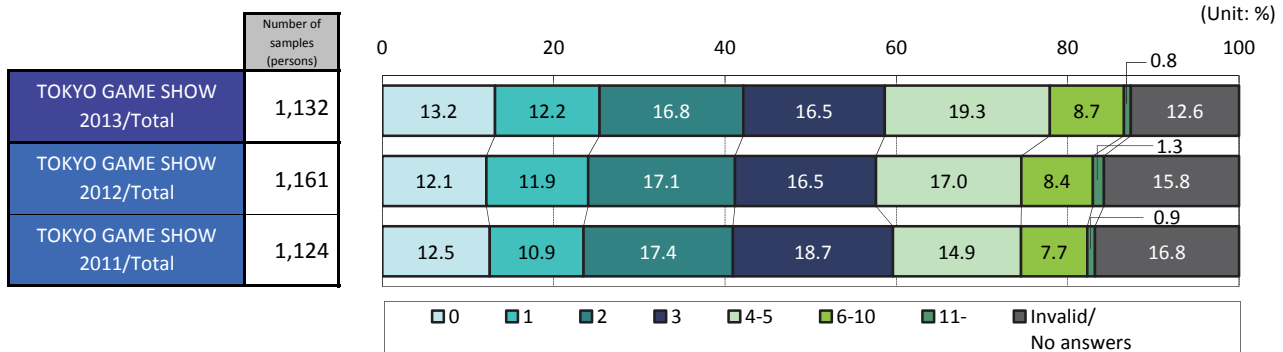


\* The respondents who selected "much satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "unsatisfied" category.

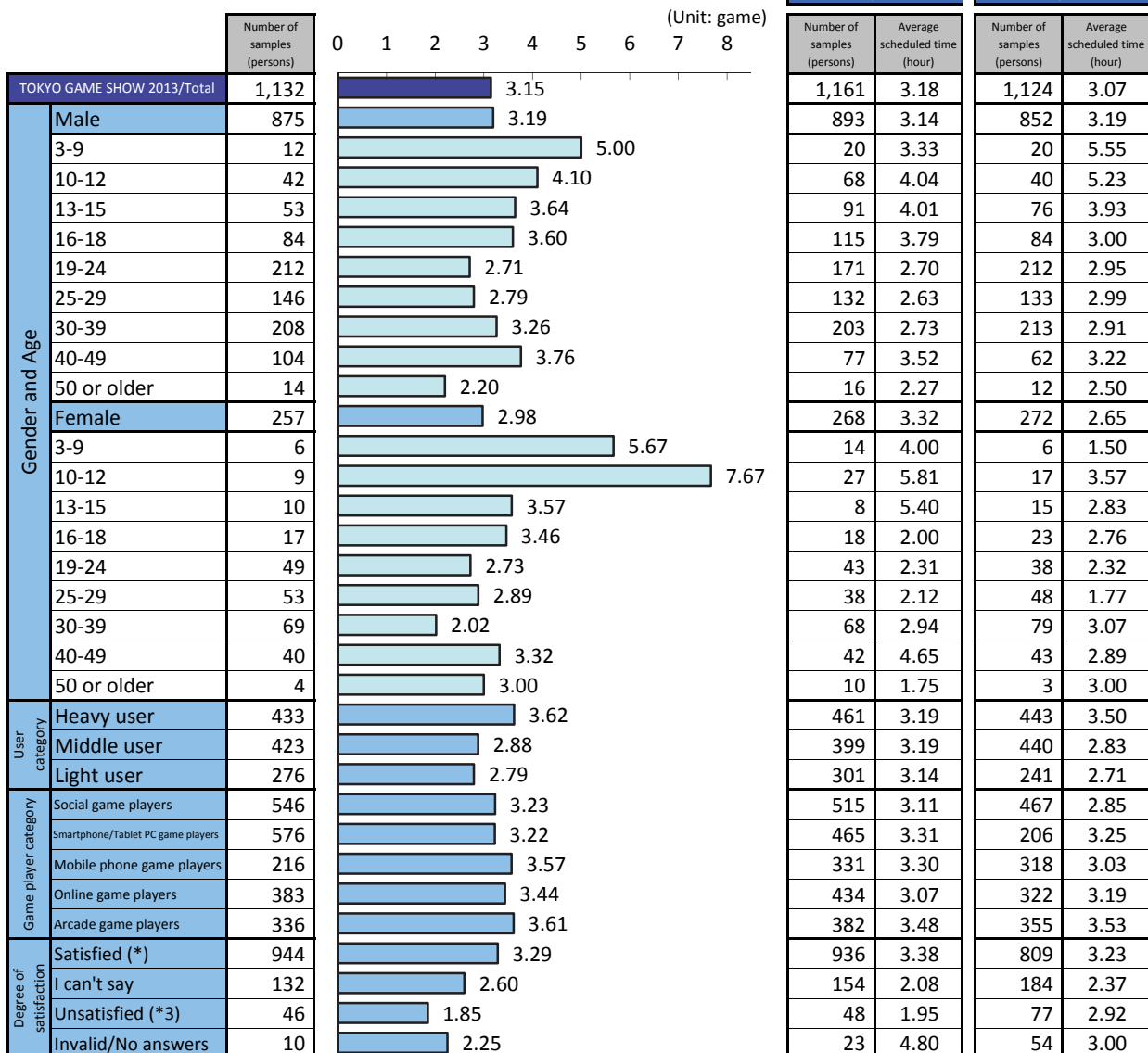
- The ratio for "5 hours" (21.9%) was the highest, and the ratio for the longest "7 hours" was 20.1%.
- The average time scheduled to spend increased further from the survey results of 2011 (4.54 hours) and 2012 (4.76 hours) to 4.93 hours. The average time among heavy users exceeded 5 hours (5.14 hours), increasing from the previous survey result of 4.93 hours.

#### 4. Number of Games Scheduled to Play at TOKYO GAME SHOW 2013

[Q] How many games are you going to try at TOKYO GAME SHOW 2013?



#### ■ Average number of games scheduled to play



\* 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 "4-5 games" ranked top (19.3%), followed by "2 games" (16.8%) and "3 games" (16.5%).
- The average number of games visitors intended to play decreased slightly from 3.18 to 3.15.

## 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 2013?  
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:865/n=1,132)

Rank	Names of company booths	Persons Qty	TOKYO GAME SHOW 2012 869 valid responses (n=1,161)		TOKYO GAME SHOW 2011 770 valid responses (n=1,124)	
			Persons Qty	Rank	Persons Qty	Rank
1	SEGA	162	126	(3)	108	(2)
2	Sony Computer Entertainment	139	32	(8)	102	(3)
3	SQUARE ENIX	113	75	(5)	92	(6)
4	NAMCO BANDAI Games	104	149	(2)	96	(4)
5	CAPCOM	80	194	(1)	136	(1)
6	GungHo Online Entertainment	47	0	—	0	—
7	Microsoft Japan	31	0	—	21	(8)
8	GREE	28	42	(7)	50	(7)
9	Electronic Arts (*1)	24	2	(18)	2	(15)
10	KONAMI (*2)	21	118	(4)	95	(5)
11	NIHON FALCOM (*3)	17	0	—	19	(9)
12	Bushiroad	14	17	(9)	2	(15)
13	ARC SYSTEM WORKS	11	10	(12)	7	(12)
14	TECMO KOEI Games	10	13	(10)	11	(10)
	AMD Japan	10	0	—	0	—
16	Rocket Company	9	0	—	0	—
17	PROTOTYPE	6	3	(17)	0	—
18	SUN	4	0	—	0	—
19	NTT Plala	3	0	—	0	—
	Game Center CX	3	1	(22)	0	—
	Rockstar Games(CAPCOM booth)	3	0	—	0	—
22	ARCANA FAMIGLIA	2	0	—	0	—
	WARGAMING JAPAN	2	0	—	0	—
	Dengeki	2	0	—	0	—
	Compile Heart (SEGA booth)	2	0	—	0	—
	SteelSeries	2	0	—	0	—
	Bethesda Softworks	2	0	—	0	—
	Mad Catz	2	0	—	0	—
29	Asterizm <NIGORO>	1	0	—	0	—
	ATLUS (*4)	1	0	—	2	(15)
	AVerMedia Technologies	1	0	—	0	—
	AT-X	1	0	—	0	—
	ENTERBRAIN	1	1	(22)	1	(20)
	Sanwa Denshi (In ARC SYSTEM WORKS Merchandise Sales Area)	1	0	—	0	—
	G-cluster Global	1	0	—	0	—
	SWISS GAMES	1	0	—	0	—
	Taiwan Game Pavilion	1	0	—	0	—
	Happymeal	1	2	(18)	0	—
	5pb./SCIENCE ADVENTURE TEAM	1	1	(22)	0	—
	Pokelabo(GREE booth)	1	0	—	0	—

\*1: "Electronic Arts" was called "Electronic Arts (SEGA booth)" in TGS 2011 and 2012.

\*2: "KONAMI" was called "KONAMI (Family area booth)" in TGS 2013.

\*3: "NIHON FALCOM" was called "NIHON FALCOM (KONAMI booth)" in TGS 2011.

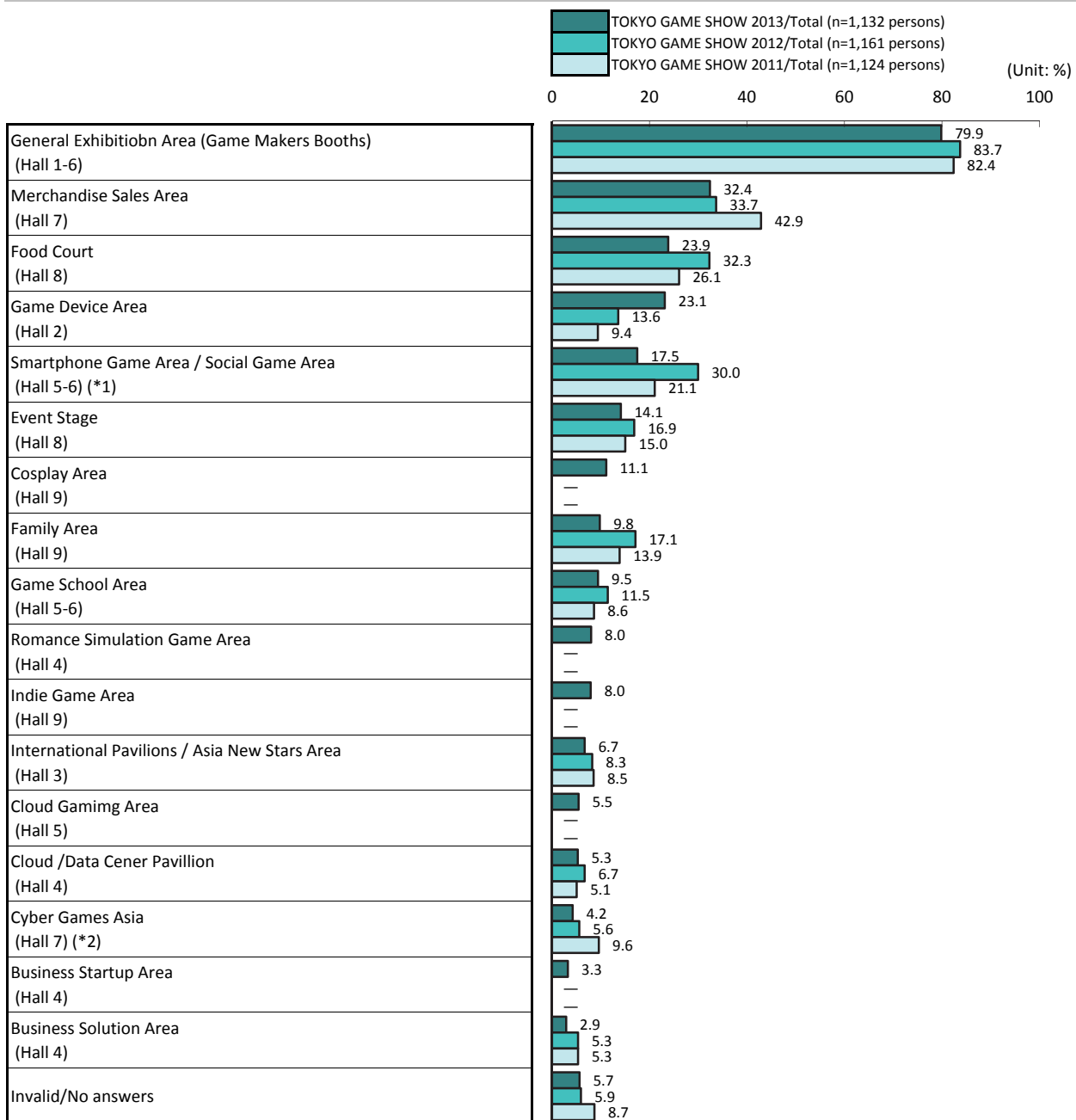
\*4: "ATLUS" was called "ATLUS (SEGA booth)" in TGS 2013.

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", "PS4"→"Sony Computer Entertainment", etc.

•SEGA (162) ranked at the top in popularity, and the number of respondents who selected SEGA exceeded 100 for three consecutive years, as in 2011 (108) and 2012 (126). Sony Computer Entertainment increased remarkably from 32 to 139, ranking second. SQUARE ENIX (113), NAMCO BANDAI Games (104), and CAPCOM (80) followed.

## 6. Areas the respondents visited 《Multiple answers》

[Q] The booths exhibited at Tokyo Game Show 2013 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 Game Area/Social Game Area" was called "Mobile & Social Games Area" in TGS 2011.

\*2: "Cyber Games Asia" was called "eSports Competition Area" in TGS 2012 and "Fighting Game Competition Area" in TGS 2011.

• "Game Makers' Booths" were visited the most (79.9%), followed by "Merchandise Sales Area" (32.4%) and "Food Court" (23.9%).  
• 11.1% of visitors visited the newly set up "Cosplay Area", and 8.0% visited "Romance Simulation Game Area" and "Indie Game Area" respectively.

[Gender and Age]

(Unit: %)

	TOKYO GAME SHOW 2013/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)	1,132	875	12	42	53	84	212	146	208	104	14	257	6	9	10	17	49	53	69	40	4
General Exhibitiobn Area (Game Makers Booths) (Hall 1-6)	79.9	82.2	33.3	47.6	81.1	92.9	84.0	84.9	87.0	77.9	71.4	72.0	33.3	33.3	60.0	70.6	83.7	79.2	69.6	72.5	50.0
Merchandise Sales Area (Hall 7)	32.4	31.1	8.3	4.8	34.0	29.8	38.2	30.8	32.7	28.8	14.3	37.0	0.0	11.1	30.0	41.2	40.8	47.2	33.3	35.0	50.0
Food Court (Hall 8)	23.9	22.3	25.0	2.4	26.4	26.2	22.2	17.8	25.5	26.0	14.3	29.2	16.7	22.2	10.0	35.3	28.6	32.1	24.6	37.5	50.0
Game Device Area (Hall 2)	23.1	26.1	8.3	4.8	34.0	35.7	35.8	27.4	19.2	17.3	21.4	13.2	0.0	0.0	10.0	23.5	26.5	15.1	4.3	10.0	25.0
Smartphone Game Area / Social Game Area (Hall 5-6)	17.5	17.7	0.0	7.1	22.6	20.2	19.3	17.1	18.3	17.3	7.1	16.7	16.7	0.0	20.0	17.6	16.3	22.6	14.5	17.5	0.0
Event Stage (Hall 8)	14.1	14.2	8.3	4.8	18.9	13.1	17.5	13.0	13.5	13.5	14.3	14.0	0.0	0.0	0.0	17.6	10.2	26.4	7.2	20.0	25.0
Cosplay Area (Hall 9)	11.1	10.6	0.0	4.8	13.2	8.3	14.2	8.9	11.1	9.6	7.1	12.8	0.0	0.0	10.0	35.3	20.4	15.1	7.2	7.5	0.0
Family Area (Hall 9)	9.8	7.5	50.0	26.2	11.3	0.0	6.1	2.1	4.8	16.3	0.0	17.5	83.3	33.3	0.0	11.8	6.1	5.7	24.6	27.5	25.0
Game School Area (Hall 5-6)	9.5	10.2	8.3	0.0	15.1	13.1	16.5	4.8	9.1	7.7	0.0	7.0	0.0	11.1	0.0	17.6	14.3	7.5	0.0	7.5	0.0
Romance Simulation Game Area (Hall 4)	8.0	4.1	0.0	0.0	7.5	2.4	4.7	4.1	3.8	5.8	0.0	21.4	16.7	0.0	60.0	23.5	28.6	24.5	14.5	17.5	0.0
Indie Game Area (Hall 9)	8.0	8.2	0.0	9.5	9.4	7.1	9.9	9.6	5.3	10.6	0.0	7.0	0.0	0.0	0.0	29.4	8.2	7.5	2.9	7.5	0.0
International Pavilions / Asia New Stars Area (Hall 3)	6.7	7.8	0.0	0.0	7.5	1.2	13.2	10.3	5.3	8.7	0.0	3.1	0.0	11.1	0.0	0.0	6.1	5.7	0.0	2.5	0.0
Cloud Gamimg Area (Hall 5)	5.5	6.4	0.0	0.0	5.7	3.6	11.3	5.5	5.8	5.8	0.0	2.3	0.0	0.0	0.0	0.0	0.0	3.8	2.9	2.5	25.0
Cloud /Data Cener Pavillion (Hall 4)	5.3	6.3	0.0	0.0	9.4	6.0	8.5	2.7	7.7	6.7	0.0	1.9	0.0	0.0	0.0	0.0	4.1	5.7	0.0	0.0	0.0
Cyber Games Asia (Hall 7)	4.2	4.5	8.3	0.0	15.1	3.6	8.0	2.1	1.9	1.9	7.1	3.5	0.0	0.0	0.0	5.9	8.2	5.7	0.0	2.5	0.0
Business Startup Area (Hall 4)	3.3	3.9	0.0	0.0	7.5	3.6	6.1	1.4	3.4	3.8	7.1	1.2	0.0	11.1	0.0	0.0	0.0	1.9	1.4	0.0	0.0
Business Solution Area (Hall 4)	2.9	3.4	0.0	0.0	5.7	2.4	4.7	2.1	2.9	5.8	0.0	1.2	0.0	0.0	0.0	5.9	0.0	1.9	0.0	0.0	25.0
Invalid/No answers	5.7	5.5	16.7	28.6	5.7	2.4	2.8	3.4	3.4	9.6	7.1	6.2	0.0	11.1	10.0	5.9	4.1	5.7	8.7	5.0	0.0



[Frequency of playing household videogames/Game player category/TGS satisfaction level]

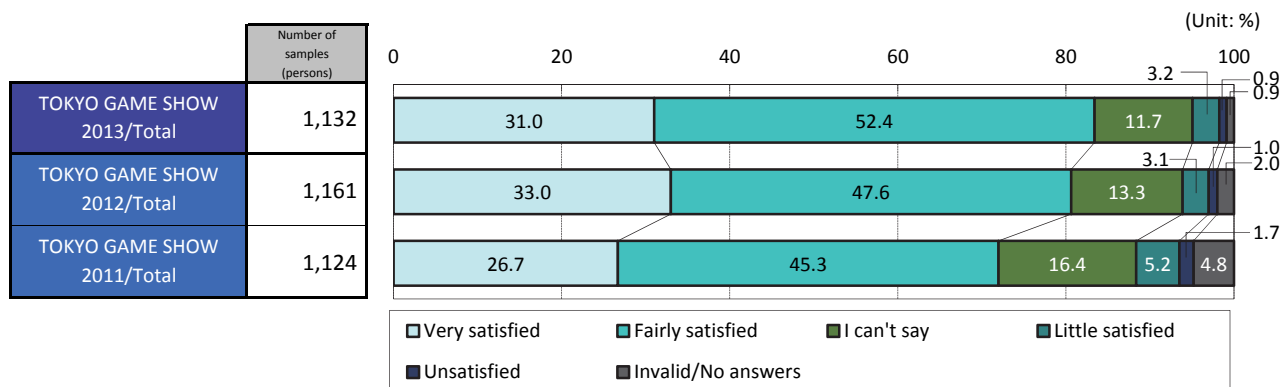
(Unit: %)

	TOKYO GAME SHOW 2013/Total	Frequency of playing household videogames			Game player category					TGS satisfaction level			
		Heavy user	Middle user	Light user	Social game players	Smartphones/tablet PCs game players	Mobile phone game players	Online game players	Arcade game players	Satisfied (*)	I can't say	Unsatisfied (*)	Invalid/No answers
Number of samples (persons)	1,132	433	423	276	546	576	216	383	336	944	132	46	10
General Exhibitiobn Area (Game Makers Booths) (Hall 1-6)	79.9	81.3	82.3	73.9	79.9	79.5	76.4	83.3	81.5	81.8	72.7	73.9	20.0
Merchandise Sales Area (Hall 7)	32.4	34.9	33.3	27.2	34.2	30.4	28.7	33.4	33.6	34.0	23.5	32.6	0.0
Food Court (Hall 8)	23.9	21.7	26.5	23.2	24.7	21.7	22.2	26.9	25.0	23.6	27.3	23.9	0.0
Game Device Area (Hall 2)	23.1	24.0	24.6	19.6	26.6	25.3	24.5	28.5	29.5	25.2	15.2	8.7	0.0
Smartphone Game Area / Social Game Area (Hall 5-6)	17.5	16.4	17.3	19.6	24.7	23.4	20.8	17.5	19.6	18.8	11.4	13.0	0.0
Event Stage (Hall 8)	14.1	12.7	16.5	12.7	16.3	14.9	15.7	13.8	14.9	15.0	11.4	6.5	0.0
Cosplay Area (Hall 9)	11.1	9.2	11.3	13.8	12.6	11.5	11.6	11.7	13.7	11.4	10.6	8.7	0.0
Family Area (Hall 9)	9.8	9.5	9.5	10.9	9.0	8.9	10.6	7.8	9.8	8.6	18.9	10.9	0.0
Game School Area (Hall 5-6)	9.5	8.3	10.4	9.8	9.3	8.9	12.5	11.0	13.1	9.7	9.1	6.5	0.0
Romance Simulation Game Area (Hall 4)	8.0	7.2	7.3	10.5	10.8	9.2	11.6	6.8	11.3	8.9	3.8	4.3	0.0
Indie Game Area (Hall 9)	8.0	6.5	9.5	8.0	7.3	8.0	5.1	9.7	7.4	8.2	9.1	2.2	0.0
International Pavilions / Asia New Stars Area (Hall 3)	6.7	7.4	5.4	7.6	6.8	6.4	9.3	8.6	8.3	6.9	7.6	2.2	0.0
Cloud Gamimg Area (Hall 5)	5.5	5.3	5.7	5.4	5.9	5.6	5.6	7.0	7.4	5.5	6.8	2.2	0.0
Cloud /Data Cener Pavillion (Hall 4)	5.3	4.8	5.9	5.1	5.9	4.9	5.6	7.0	7.1	5.6	3.8	4.3	0.0
Cyber Games Asia (Hall 7)	4.2	4.6	4.3	3.6	4.8	4.0	6.0	5.5	8.0	4.3	3.8	4.3	0.0
Business Startup Area (Hall 4)	3.3	3.5	2.8	3.6	3.5	3.0	4.2	3.9	3.9	3.3	3.8	2.2	0.0
Business Solution Area (Hall 4)	2.9	2.8	2.4	4.0	3.1	3.3	2.8	2.9	4.2	3.0	3.0	2.2	0.0
Invalid/No answers	5.7	5.8	4.5	7.2	4.9	6.1	5.1	5.7	4.2	4.6	7.6	6.5	80.0

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

## 7. Degree of satisfaction with TOKYO GAME SHOW 2013

[Q] How much are you satisfied with "TOKYO GAME SHOW 2013"?



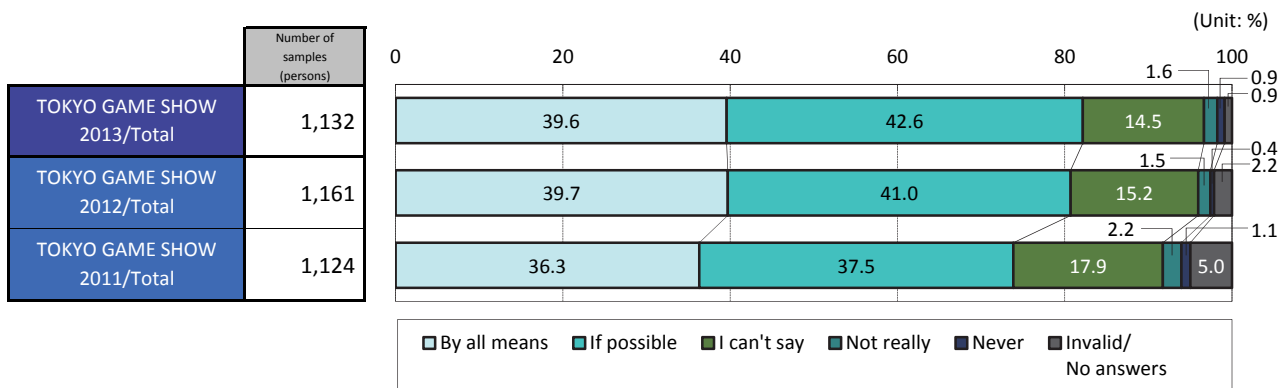
(Unit: %)

		Number of samples (persons)	By all means	If possible	I can't say	Not really	Never	Invalid/No answers
TOKYO GAME SHOW 2013/Total		1,132	31.0	52.4	11.7	3.2	0.9	0.9
Gender and Age	Male	875	32.0	51.1	10.9	3.8	1.1	1.1
	3-9	12	41.7	33.3	16.7	0.0	8.3	0.0
	10-12	42	45.2	42.9	4.8	0.0	2.4	4.8
	13-15	53	66.0	26.4	3.8	0.0	1.9	1.9
	16-18	84	47.6	42.9	4.8	4.8	0.0	0.0
	19-24	212	41.0	49.1	7.1	1.9	0.5	0.5
	25-29	146	23.3	61.0	9.6	4.1	1.4	0.7
	30-39	208	17.3	58.2	14.9	7.7	1.0	1.0
	40-49	104	22.1	52.9	21.2	1.9	1.0	1.0
	50 or older	14	7.1	42.9	21.4	7.1	7.1	14.3
	Female	257	27.6	56.8	14.4	1.2	0.0	0.0
	3-9	6	66.7	33.3	0.0	0.0	0.0	0.0
	10-12	9	44.4	44.4	11.1	0.0	0.0	0.0
	13-15	10	30.0	60.0	10.0	0.0	0.0	0.0
	16-18	17	70.6	29.4	0.0	0.0	0.0	0.0
	19-24	49	32.7	61.2	6.1	0.0	0.0	0.0
	25-29	53	22.6	56.6	20.8	0.0	0.0	0.0
	30-39	69	18.8	62.3	17.4	1.4	0.0	0.0
	40-49	40	17.5	62.5	15.0	5.0	0.0	0.0
	50 or older	4	0.0	25.0	75.0	0.0	0.0	0.0
User category	Heavy user	433	41.1	46.9	8.1	1.8	0.7	1.4
	Middle user	423	26.7	59.1	10.2	3.3	0.2	0.5
	Light user	276	21.7	50.7	19.6	5.1	2.2	0.7
Game player category	Social game players	546	31.7	53.8	10.1	3.3	0.5	0.5
	Smartphone/tablet PC game players	576	34.4	51.2	10.4	2.4	0.7	0.9
	Mobile phone game players	216	37.0	41.2	16.7	1.9	1.4	1.9
	Online game players	383	35.8	52.0	7.8	2.3	1.3	0.8
	Arcade game players	336	40.8	46.7	8.9	2.7	0.3	0.6
Number of past visits	This is the first visit	546	36.1	46.7	11.9	2.6	1.5	1.3
	1-21 times before	541	25.5	59.1	11.6	3.3	0.2	0.2
	I have visited all	28	28.6	50.0	7.1	14.3	0.0	0.0
	Invalid/No answers	17	47.1	23.5	11.8	0.0	5.9	11.8

- The total numbers of respondents who were "very" satisfied and "fairly" satisfied accounted for 83.4%.
- More than 90% of males aged "13-15", "16-18" and "19-24" and females aged "3-9", "13-15" and "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?



		Number of samples (persons)						
			By all means	If possible	I can't say	Not really	Never	Invalid/No answers
TOKYO GAME SHOW 2013/Total		1,132	39.6	42.6	14.5	1.6	0.9	0.9
Gender and Age	Male	875	41.8	40.8	13.7	1.5	1.0	1.1
	3-9	12	50.0	25.0	16.7	0.0	8.3	0.0
	10-12	42	33.3	42.9	16.7	0.0	0.0	7.1
	13-15	53	66.0	28.3	3.8	0.0	1.9	0.0
	16-18	84	52.4	38.1	6.0	2.4	1.2	0.0
	19-24	212	44.8	42.9	9.9	1.4	0.5	0.5
	25-29	146	36.3	42.5	17.8	1.4	1.4	0.7
	30-39	208	38.9	42.8	13.9	2.4	1.0	1.0
	40-49	104	34.6	37.5	24.0	1.0	1.0	1.9
	50 or older	14	14.3	57.1	21.4	0.0	0.0	7.1
	Female	257	31.9	48.6	17.1	1.9	0.4	0.0
	3-9	6	66.7	33.3	0.0	0.0	0.0	0.0
	10-12	9	33.3	44.4	11.1	11.1	0.0	0.0
	13-15	10	50.0	50.0	0.0	0.0	0.0	0.0
	16-18	17	47.1	35.3	17.6	0.0	0.0	0.0
	19-24	49	40.8	46.9	10.2	2.0	0.0	0.0
	25-29	53	30.2	45.3	22.6	1.9	0.0	0.0
	30-39	69	20.3	55.1	21.7	1.4	1.4	0.0
	40-49	40	30.0	52.5	15.0	2.5	0.0	0.0
	50 or older	4	0.0	50.0	50.0	0.0	0.0	0.0
User category	Heavy user	433	48.5	37.9	9.9	0.9	1.4	1.4
	Middle user	423	37.8	45.6	14.4	1.9	0.0	0.2
	Light user	276	28.3	45.3	21.7	2.2	1.4	1.1
Game player category	Social game players	546	42.5	43.0	12.3	1.1	0.5	0.5
	Smartphone/tablet PC game players	576	42.2	42.2	12.7	1.4	0.7	0.9
	Mobile phone game players	216	48.6	35.2	12.0	1.9	0.5	1.9
	Online game players	383	45.4	41.3	11.0	0.8	0.8	0.8
	Arcade game players	336	47.9	40.5	8.6	1.8	0.3	0.9
Number of past visits	This is the first visit	546	32.8	42.9	19.4	2.4	1.5	1.1
	1-21 times before	541	44.4	44.4	10.0	0.7	0.2	0.4
	I have visited all	28	75.0	17.9	3.6	3.6	0.0	0.0
	Invalid/No answers	17	47.1	17.6	17.6	0.0	5.9	11.8
TGS satisfaction level	Satisfied (*)	944	45.7	45.0	8.8	0.1	0.2	0.2
	I can't say	132	7.6	31.8	54.5	4.5	1.5	0.0
	Unsatisfied (*)	46	13.0	30.4	19.6	23.9	13.0	0.0
	Invalid/No answers	10	10.0	10.0	0.0	0.0	0.0	80.0

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

•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 82.2%.

•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 2013" Visitors Survey  
— Computer Entertainment Supplier's Association <CESA> —

### Q.1 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 7. Other  
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

## ■ Questions about household videogames (\*Excluding games for PCs, smartphones and mobile phones.)

### Q.2 1) What game machines do you have? <Choose any number of answers>

1. Wii U 4. Nintendo DSi/DSi LL 7. PlayStation 2 10. Xbox360  
2. Wii 5. Nintendo DS/DS Lite 8. PlayStation Vita  
3. Nintendo 3DS/3DS LL 6. PlayStation 3 9. PSP (PlayStation Portable)

### 2) What game machine do you use the most among the above? Select the number.

-----> ( )

### 3) What game machines do you want to buy? <Choose any number of answers>

1. Wii U 5. Nintendo DS/DS Lite 9. PlayStation Vita 13. Xbox360  
2. Wii 6. PlayStation 4 (Unreleased) 10. PS Vita TV (Unreleased)  
3. Nintendo 3DS/3DS LL 7. PlayStation 3 11. PSP (PlayStation Portable)  
4. Nintendo DSi/DSi LL 8. PlayStation 2 12. Xbox One (Unreleased)

### Q.3 What game machine accessories are you using now? <Choose any number of answers>

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

### Q.4 Which genre of household videogames do you prefer? <Choose any number of answers> (\*Excluding games for PCs, smartphones and mobile phones.)

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 ]

### Q.5 1) How often on average do you play games using a household videogame machine? <Choose one> (\*Excluding games for PCs, smartphones and mobile phones.)

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. (\*Excluding games for PCs, smartphones and mobile phones.)

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

- Q.6** 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> (\*Excluding games for PCs, smartphones and mobile phones.)

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. <u>Software obtained by downloading for a fee</u>	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 "Nintendo eShop", "Wii Shopping Channel", "Nintendo DSi Shop", "PlayStation Store" and "Xbox Live Market Place".

【If the answer is "1. Yes." in any question of 1)】 \*If not, go to [Q7].

- 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.  
(\*Excluding games for PCs, smartphones and mobile phones.)

(Title	/Console	)
--------	----------	---

- Q.7** 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 (NINTENDO eShop, Wii Shopping Channel, PlayStation Store, Xbox Live Market Place, etc)?  
<Choose one> (\*Excluding games for PCs, smartphones and mobile phones.)

1. Yes	2. No
--------	-------

### ■ Questions about SNS and social games

#### **Q.8** Mobage/Yahoo! Mobage

- 1) Do you use Mobage? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 1)】 ※If the answer is "2", go to [Q9].

- 2) Do you play games on Mobage? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 2)】 ※If the answer is "2", go to [Q9].

- 3) Do you pay an additional fee to play games on Mobage? <Choose one>

1. Yes	2. No
--------	-------

#### **Q.10** mixi

- 1) Do you use mixi? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 1)】 ※If the answer is "2", go to [Q11].

- 2) Do you play games on mixi? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 2)】 ※If the answer is "2", go to [Q11].

- 3) Do you pay an additional fee to play games on mixi? <Choose one>

1. Yes	2. No
--------	-------

#### **Q.12** Ameba

- 1) Do you use Ameba? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 1)】 ※If the answer is "2", go to [Q13].

- 2) Do you play games on Ameba? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 2)】 ※If the answer is "2", go to [Q13].

- 3) Do you pay an additional fee to play games on Ameba? <Choose one>

1. Yes	2. No
--------	-------

#### **Q.9** GREE

- 1) Do you use GREE? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 1)】 ※If the answer is "2", go to [Q10].

- 2) Do you play games on GREE? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 2)】 ※If the answer is "2", go to [Q10].

- 3) Do you pay an additional fee to play GREE? <Choose one>

1. Yes	2. No
--------	-------

#### **Q.11** LINE

- 1) Do you use LINE? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 1)】 ※If the answer is "2", go to [Q12].

- 2) Do you play games on LINE? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 2)】 ※If the answer is "2", go to [Q12].

- 3) Do you pay an additional fee to play games on LINE? <Choose one>

1. Yes	2. No
--------	-------

#### **Q.13** niconico

- 1) Do you use niconico? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 1)】 ※If the answer is "2", go to [Q14].

- 2) Do you play games on niconico? <Choose one>

1. Yes	2. No
--------	-------

▶【If the answer is "1" in 2)】 ※If the answer is "2", go to [Q14].

- 3) Do you pay an additional fee to play games on niconico? <Choose one>

1. Yes	2. No
--------	-------

**[Go to [Q14] on the back.]**

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

\*"Smartphone/Tablet PC games" refers to games downloaded through application stores such as App Store and Google Play.

\*Please answer only for downloaded games other than social games provided through SNS, which were asked about in Q8-Q13 on the previous page.

\*"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.

**Q.14** 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 [Q15].】**

→ **【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 into mobile phones and PHS.

\*Please answer only for downloaded games excluding social games provided through SNS, which were asked about in Q8-Q13 on the previous page.

**Q.15** 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 [Q16].】**

→ **【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, which were asked about in Q8-Q13 on the previous page.

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

**Q.16** 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 [Q17].】**

→ **【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

**Q.17** 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

**Q.18** 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 [Q19]】**

**【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 |
|-------------------------|----------------------------|---------------------------|----------------------------|

**【If the answer is "1" or "2"】**

Function you know of:

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. |       |

**Q.19** 1) Have you been to a place that was the setting for a game or an animated movie, or to a tourist attraction specified in a related collaboration project after playing the game or seeing the animated movie? <Choose one>

1. Yes, I have.	2. No, I have not, but I would like to.	3. No, I have not, and I'm not interested in doing so.
-----------------	---	--

→ **【If the answer is "1" in 1)】** → **【If the answer is "2-3", go to [Q20].】**

2) What game or animated movie was it, and where did you visit? <Write any number of answers.>

(Game/Animated movie title:	Place visited:	)
-----------------------------	----------------	---

※If you have visited several places, please answer the following questions with regard to the place you visited most recently.

3) How did you get there? <Choose one>

If your answer is "1", please give the transportation cost for the visit.

1. Public transportation (train, bus, airplane, taxi, etc.)	2. Private car	3. Motorbike/Bicycle	4. Walking
---	----------------	----------------------	------------

→ Travel cost: yen

4) Did you buy any item or use any service related to the game or animated movie during the visit? (other than transportation and accommodation)  
<Choose one> If your answer is yes, please write what you bought and how much you paid.

1. Yes	2. No
--------	-------

→ Name of the item/service: Price: yen

**Q.20** 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

**Q.21** 1) How did you know of "TOKYO GAME SHOW 2013"? <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	11. Other websites	14. Others
4. Game magazines	8. Friends/Acquaintances/Family		[ Specifically ]

2) TOKYO GAME SHOW has been held 22 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2012). How many times have you visited? <Choose only one.>

1. I have visited all 22 times before.	2. I have visited ( ) times.	3. This is my first visit.
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3) How long are you going to spend at TOKYO GAME SHOW 2013? -----> About ( ) hours

4) How many games are you going to try at TOKYO GAME SHOW 2013? ----> About ( ) games

5) Which company's booth do you think was the best among all the exhibitors at TOKYO GAME SHOW 2013? 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 2013. Which did you visit or plan to visit without fail?  
<Choose any number of answers.>

1. General Exhibitiobn Area (Game Makers Booths)	(Hall 1-6)	10. Game School Area	(Hall 5-6)
2. Game Device Area	(Hall 2)	11. Cyber Games Asia	(Hall 7)
3. International Pavilions / Asia New Stars Area	(Hall 3)	12. Merchandise Sales Area	(Hall 7)
4. Business Startup Area	(Hall 4)	13. Event Stage	(Hall 8)
5. Business Solution Area	(Hall 4)	14. Food Court	(Hall 8)
6. Cloud /Data Cener Pavillion	(Hall 4)	15. Family Area	(Hall 9)
7. Romance Simulation Game Area	(Hall 4)	16. Cosplay Area	(Hall 9)
8. Cloud Gaming Area	(Hall 5)	17. Indie Game Area	(Hall 9)
9. Smartphone Game Area / Social Game Area	(Hall 5-6)		

7) How much are you satisfied with "TOKYO GAME SHOW 2013"? <Choose only one.>

1. Very satisfied	2. Fairly satisfied	3. I can't say	4. Little satisfied	5. Unsatisfied
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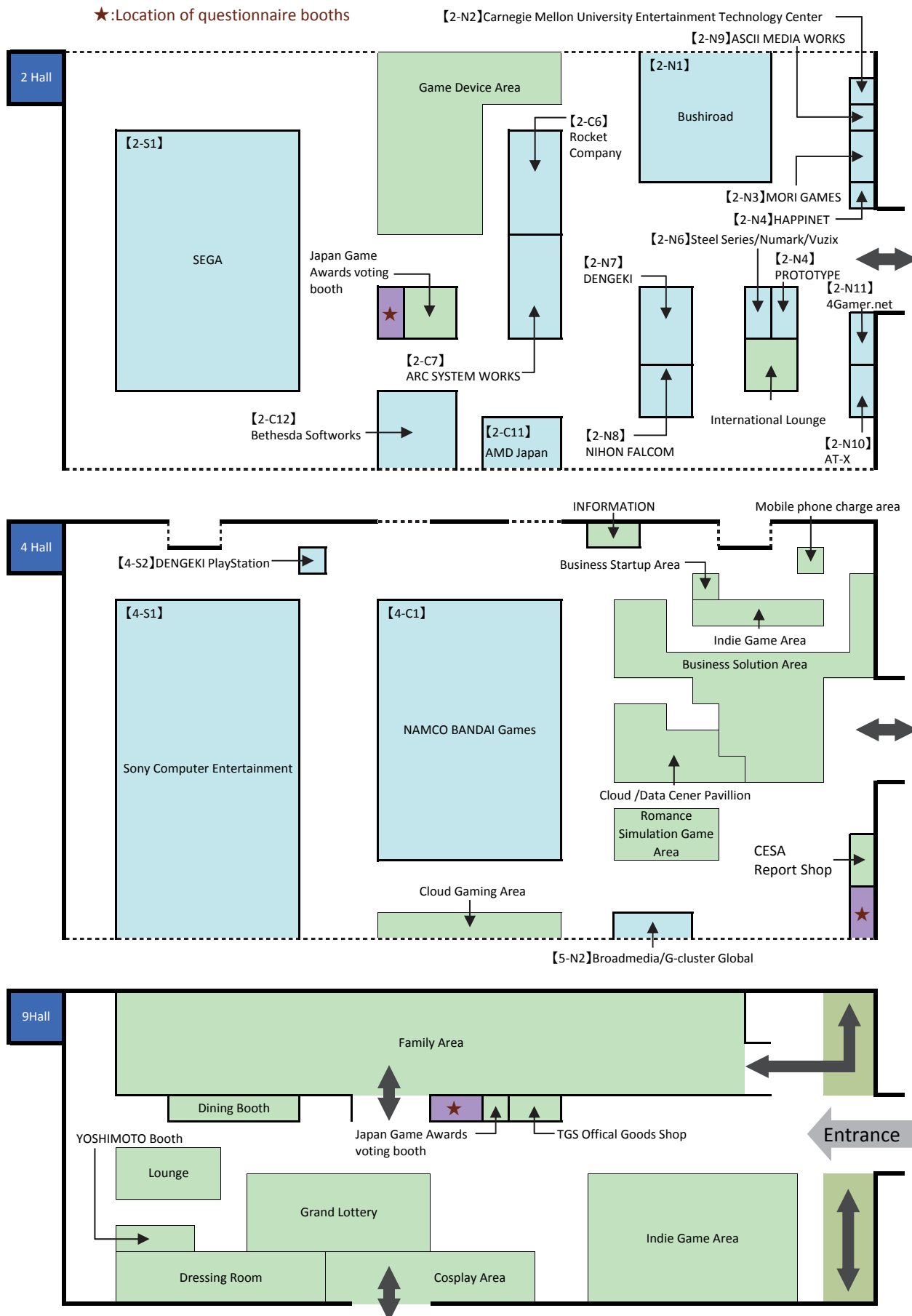
8) Do you want to visit the next TOKYO GAME SHOW? <Choose only one.>

1. By all means	2. If possible	3. I can't say	4. Not really	5. Never
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Thank you for your cooperation.

## Appendix 2) Location of questionnaire booths

★:Location of questionnaire booths





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# **TOKYO GAME SHOW 2013**

## **Visitors Survey Report**

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