

TOKYO GAME SHOW 2017

Visitors Survey Report

November 2017

COMPUTER ENTERTAINMENT SUPPLIER'S ASSOCIATION



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Outline of TOKYO GAME SHOW 2017 Visitors Survey



1. Outline of Survey

	TOKYO GAME SHOW 2017 Visitors Survey	[Comparison] General Consumer Survey
■ Purpose	Understand general visitors to the TOKYO GAME SHOW in terms of their basic characteristics ,the extent to which they play games on a regular basis, and their level of participation in TOKYO GAME SHOW.	Ascertain the frequency of game playing and attitudes among general consumers in Japan.
■ Targets	Visitors to the TOKYO GAME SHOW Individual men and women of ages 3 or older.	General consumers Individual men and women of ages 3-79.
■ Sampling Plan	Questionnaire booths were set up in four locations in the venue (refer to appendix at end of report for the locations of these booths.) In order to get data on visitors overall, questionnaires were handed to visitors randomly in different time slots that were established based on past survey results.	Samples selected from the Trust Panel of Nippon Research Center. When selecting the samples, calculations took into account past results so that the results collected would have similar component distribution ratios of gender, age, and region to the 2015 census results.
■ Questionnaire	See questionnaire form at the end of report.	See "2017 CESA Research Report on the General Public."
■ Method	Central location test (self-administered survey)	Mail survey
■ Date of survey	September 24, 2017 (Sun) *Second day of the event (final day)	January 5, 2017 (Thu) - January 25, 2017 (Wed)
■ Target Research Period	Present situation (time of implementation) (Purchase history: September 25, 2016 - September 24, 2017)	Present situation (time of implementation) (Purchase history: January 1, 2016 - December 31, 2016)
■ Effective Responses	1,156 samples The numbers of visitors on each day of event were as follows: September 23, 2017 (Sat): 106,075 September 24, 2017 (Sun): 90,160	2,765 samples (Effective response rate: 45.3%)
■ Method of Analysis	In order to understand the attributes of visitors to the TOKYO GAME SHOW, cross tabulation was performed focusing on gender, age, and GUESS (see P8.) In addition, the visitor group was compared to general consumers and a 3-year time series comparison was also conducted to prepare the report. Note that this report is based on the effective respondents. Cases in which the effective responses were under 30 were generally removed from analysis.	
■ Organizer/ Research Organization	Organizer: Computer Entertainment Supplier's Association (CESA) Survey plan: gameage R&I Co., Ltd. Research organization: Nippon Research Center, Ltd.	

Respondents' Characteristics

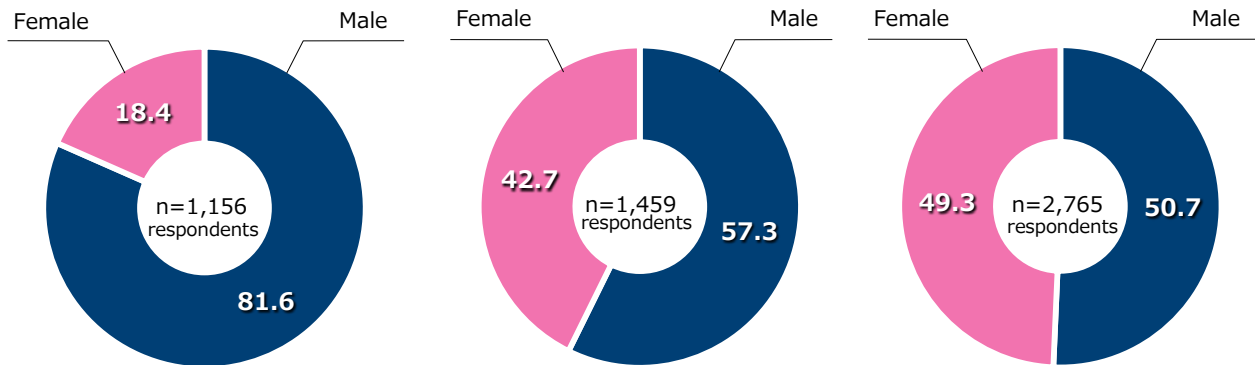


1. Gender

■ Comparison with General Consumers

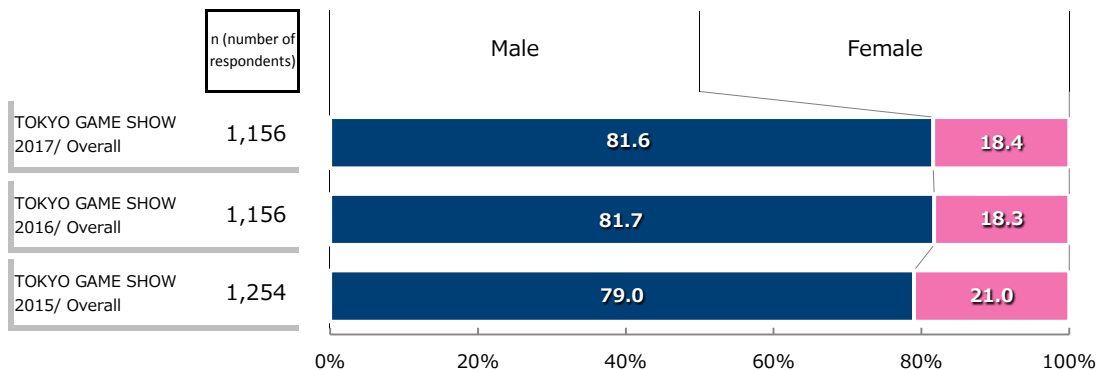
[TOKYO GAME SHOW 2017/ Overall] [2016: General Consumers/ Game players] [2016: General Consumers/ Overall]

(Unit: %)



■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



* "General consumers/ game players" refers to regular players of one or more of the following:

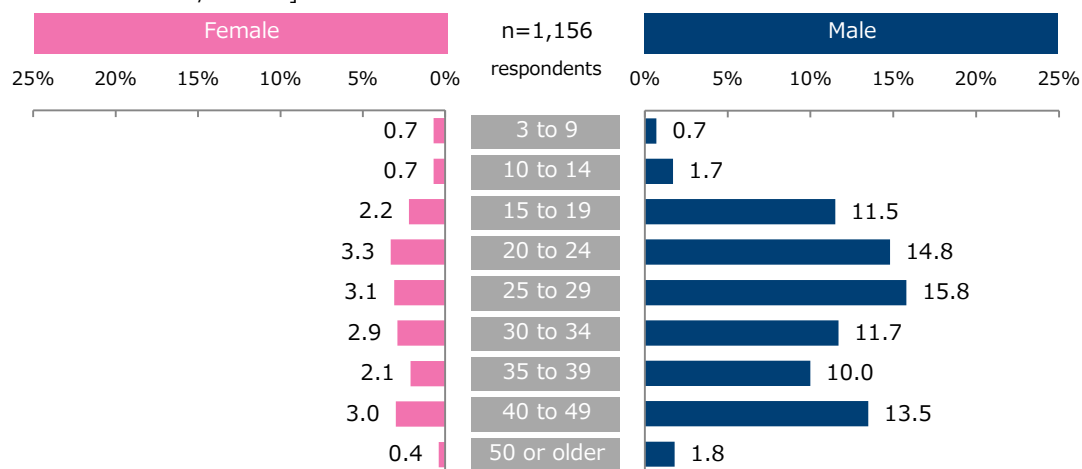
Video games, PC games, smartphone/ tablet games, mobile phone games, arcade games.

- Gender ratios are similar to the previous year (Male: 81.6%, Female: 18.4%).
- "Male" is 24.3 points higher than "General consumers/Game players".

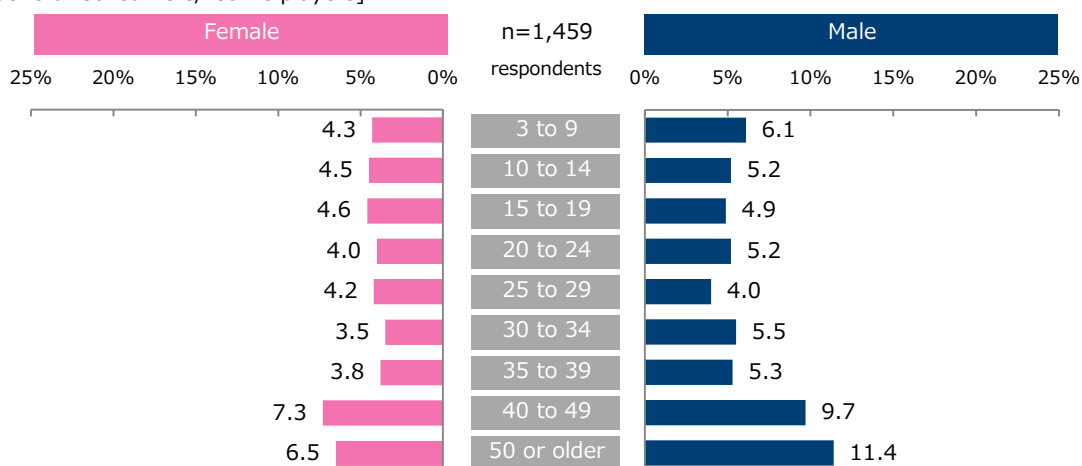
2. Gender and Age

■ Comparison with General Consumers

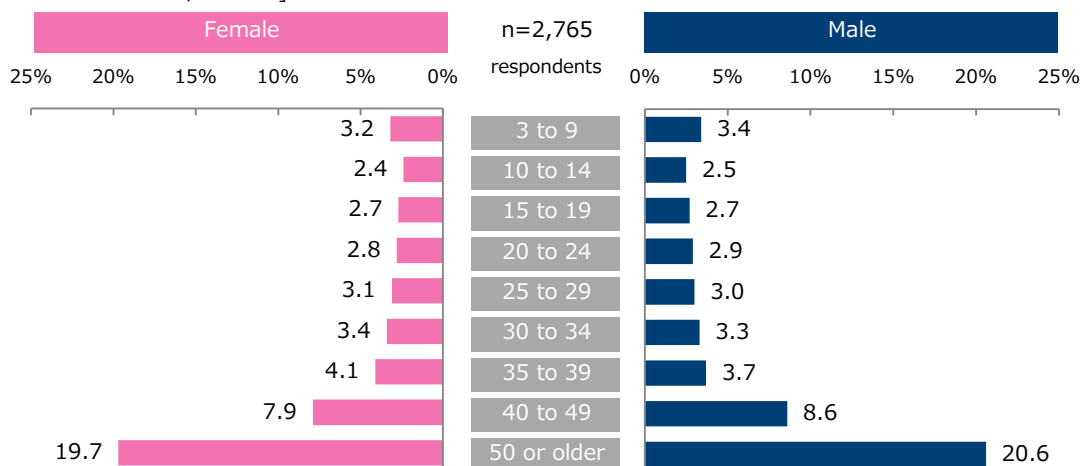
[TOKYO GAME SHOW 2017/ Overall]



[2016: General Consumers/ Game players]

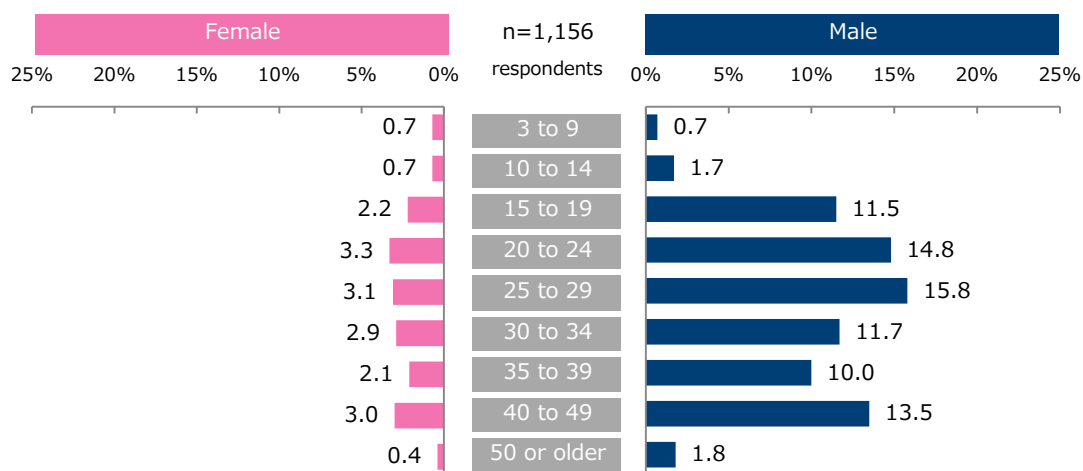


[2016: General Consumers/ Overall]

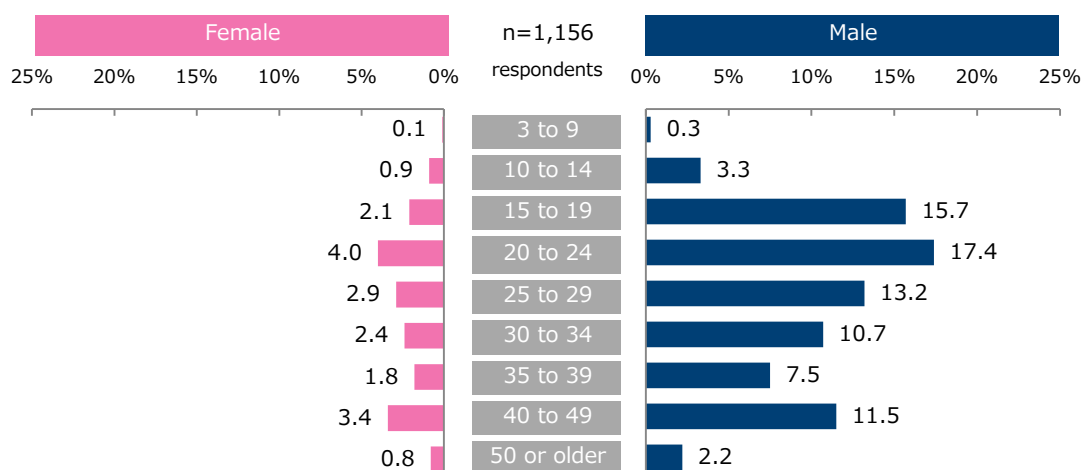


■ Time Series Comparison

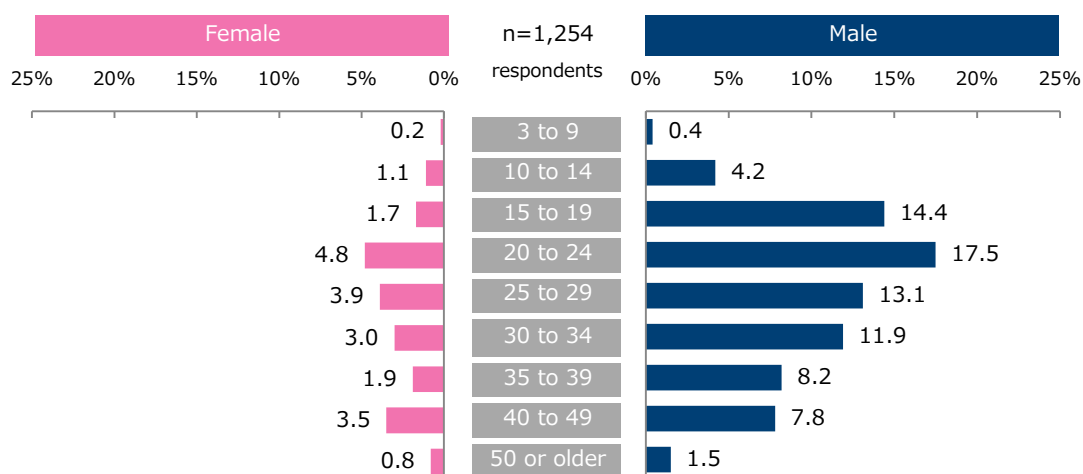
[TOKYO GAME SHOW 2017/ Overall]



[TOKYO GAME SHOW 2016/ Overall]



[TOKYO GAME SHOW 2015/ Overall]



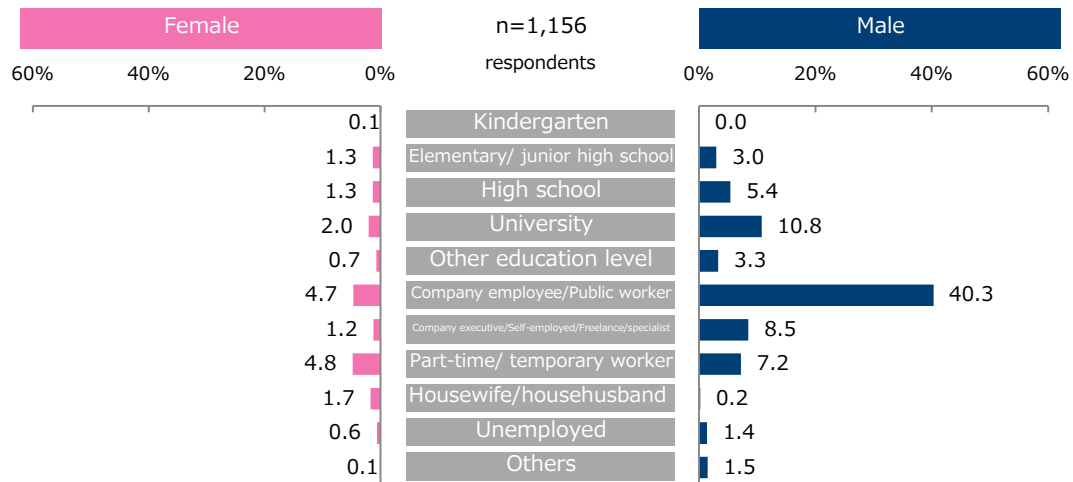
- The ratios of "Male age 15 to 19" and "Male age 20 to 24" are 4.2 and 2.6 points lower each compared to the last year. However, the ratios of "Male age 25 to 29", "Male age 35 to 39", and "Male age 40 to 49" are 2 to 3 points higher than the last year.
- The ratio of "Male age 20 to 24" and "Male age 25 to 29" of "TGS2017 Overall" is about 10 points higher than that of "General consumers/ Game players".



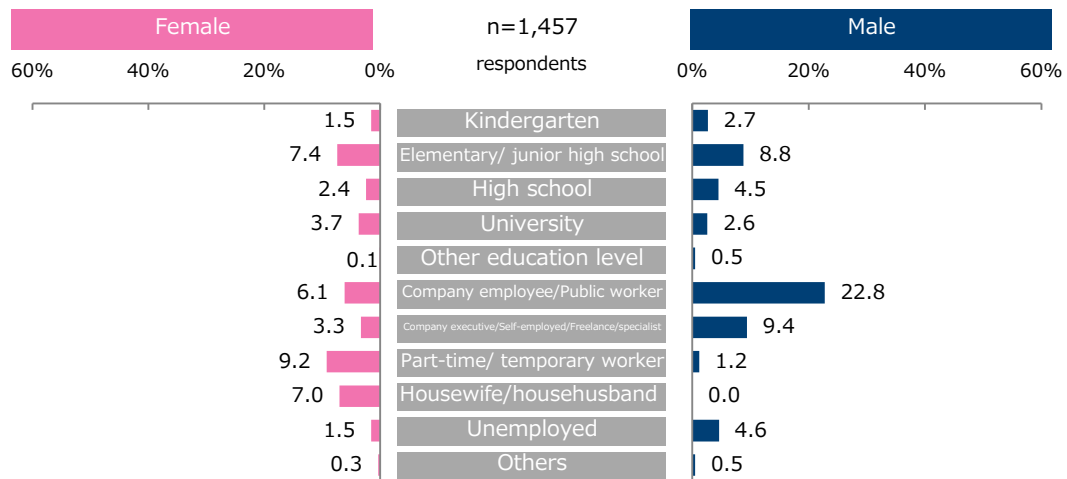
3. Occupation

■ Comparison with General Consumers

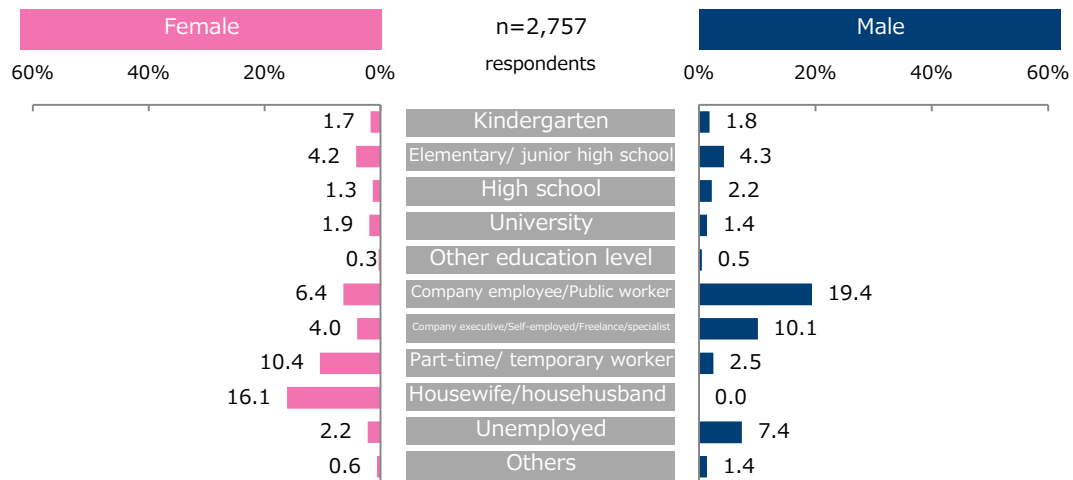
[TOKYO GAME SHOW 2017/ Overall]



[2016: General Consumers/ Game players]

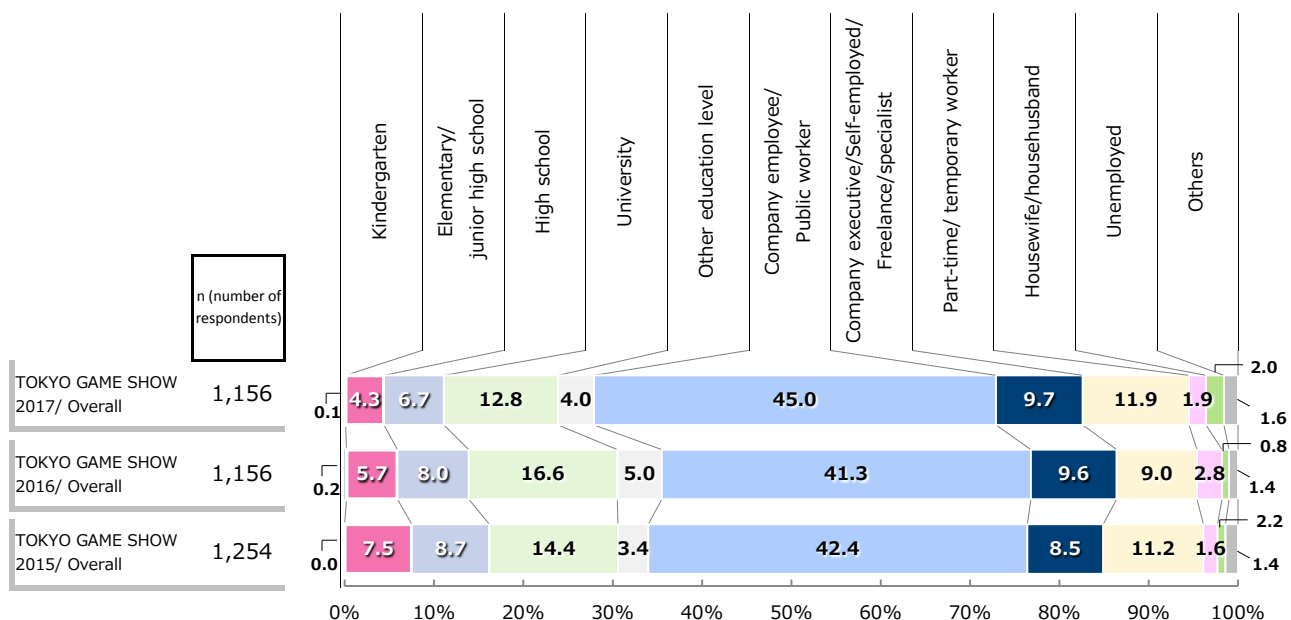


[2016: General Consumers/ Overall]



■ Time Series Comparison

[TOKYO GAME SHOW/ Overall]



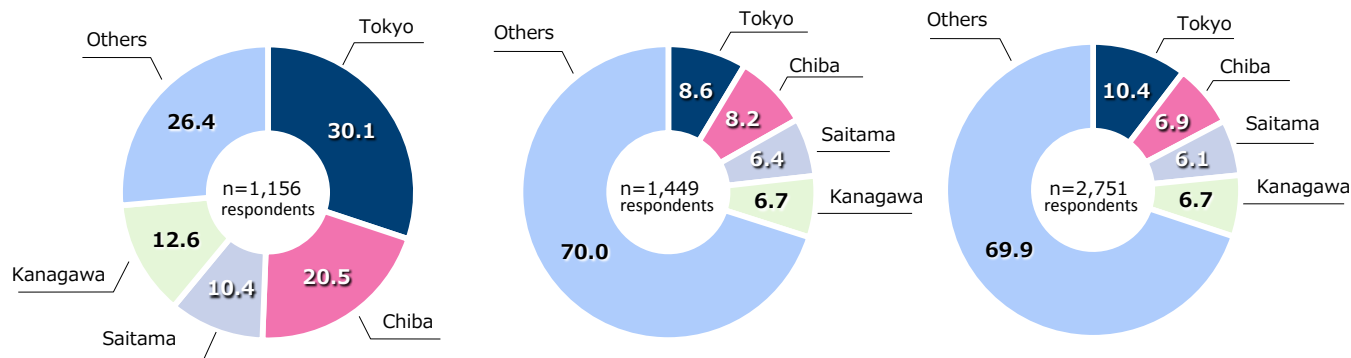
- In the ratio of occupation by gender, the largest group is male "Company employee/public worker" (40.3%), followed by male "University" (10.8%), male "Company executive/Self-employed/Freelance/specialist"(8.5%), and male "Part-time/temporary worker" (7.2%).
- Male "Company employee/public worker" of TOKYO GAME SHOW 2017 is 17.5 points higher than that of "General consumer/Game player".
- Compared to the previous year, the ratio of "Company employee/public worker" is 3.7 points higher, while the "University" ratio is 3.8 points lower.

4. Residential Area

■ Comparison with General Consumers

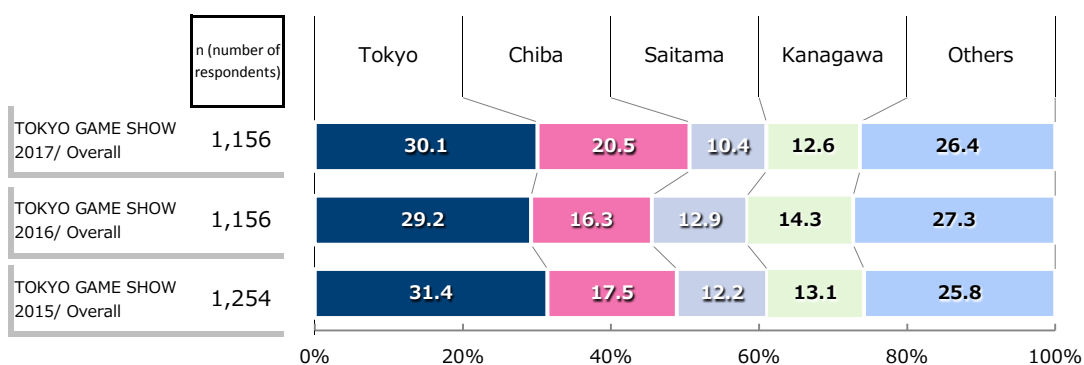
[TOKYO GAME SHOW 2017/ Overall] [2016: General Consumers/ Game players][2016: General Consumers/ Overall]

(Unit: %)



■ Time Series Comparison

[TOKYO GAME SHOW/ Overall]

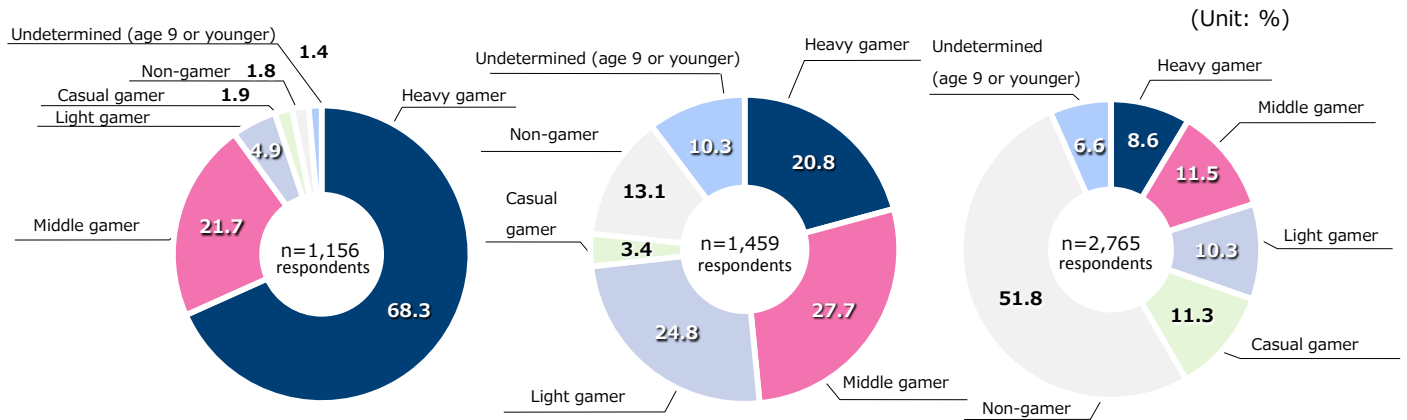


- 30.1% of respondents comes from Tokyo. More than half of them are from Tokyo area including Chiba (20.5%) where the show took place.
- Tokyo and the three surrounding prefectures (Tokyo: 30.1%, Chiba: 20.5%, Saitama: 10.4%, Kanagawa: 12.6%) account for 73.6% of respondents at TOKYO GAME SHOW 2017. The ratio is 43.7 points higher than "general consumers/game players".
- The ratio of "Chiba" is 4.2 points higher than the previous year.

5. GUESS

■ Comparison with General Consumers

[TOKYO GAME SHOW 2017/ Overall] [2016: General Consumers/ Game players] [2016: General Consumers/ Overall]



GUESS [Game User Engagement Scale Segmentation]

GUESS is an index shows by how much users engage with video games and/or smartphone/tablet games.

It is calculated based on the data of "Game device ownership", "Gameplay status", and "Attitude about games".

* Children 9 and under are excluded from the data sampling.

User Category	Participation in Gaming	Explanation
Heavy gamer	<div style="display: flex; align-items: center; justify-content: center;"> <div style="width: 50px; height: 100px; background: linear-gradient(to top, #007bff, #66b3ff); margin-right: 10px;"></div> <div style="text-align: center;"> <p>High</p> <p>Low</p> </div> </div>	The gamers have own values about playing games and don't care other people's comments and trends. Game is a part of their life and they are proud of playing games.
Middle gamer		Middle gamers also show a high interest in games next to heavy games and are willing to purchase games. But game is not a most favorite thing to do for them, so they don't like playing time-consuming games except some challenging games.
Light gamer		Light gamers show less willingness to evaluate, purchase, and share games with others than Heavy gamer and Middle gamer do. They like to play casual games that satisfy their demands and are likely to avoid purchasing game apps.
Casual gamer		Casual gamers show a low interest in games and are not willing to pay for them. Some have negative feelings towards games. For them, playing game is one of ways to kill time, so do not want to play difficult games.
Non-gamer		Non-gamers do not even have video game consoles. They also do not play games on mobile devices (smartphone/tablet).

- "Heavy gamer" accounts for the highest proportion in GUESS category at 68.3%, followed by "Middle gamer" (21.7%) and "Light gamer" (4.9%).
- The ratio of "Heavy gamer" at TOKYO GAME SHOW 2017 is 47.5 points higher, while "Light gamer" and "Non-gamer" are 19.9 and 11.3 points lower each than those of "general consumers/game players".

Video Game Playing Status

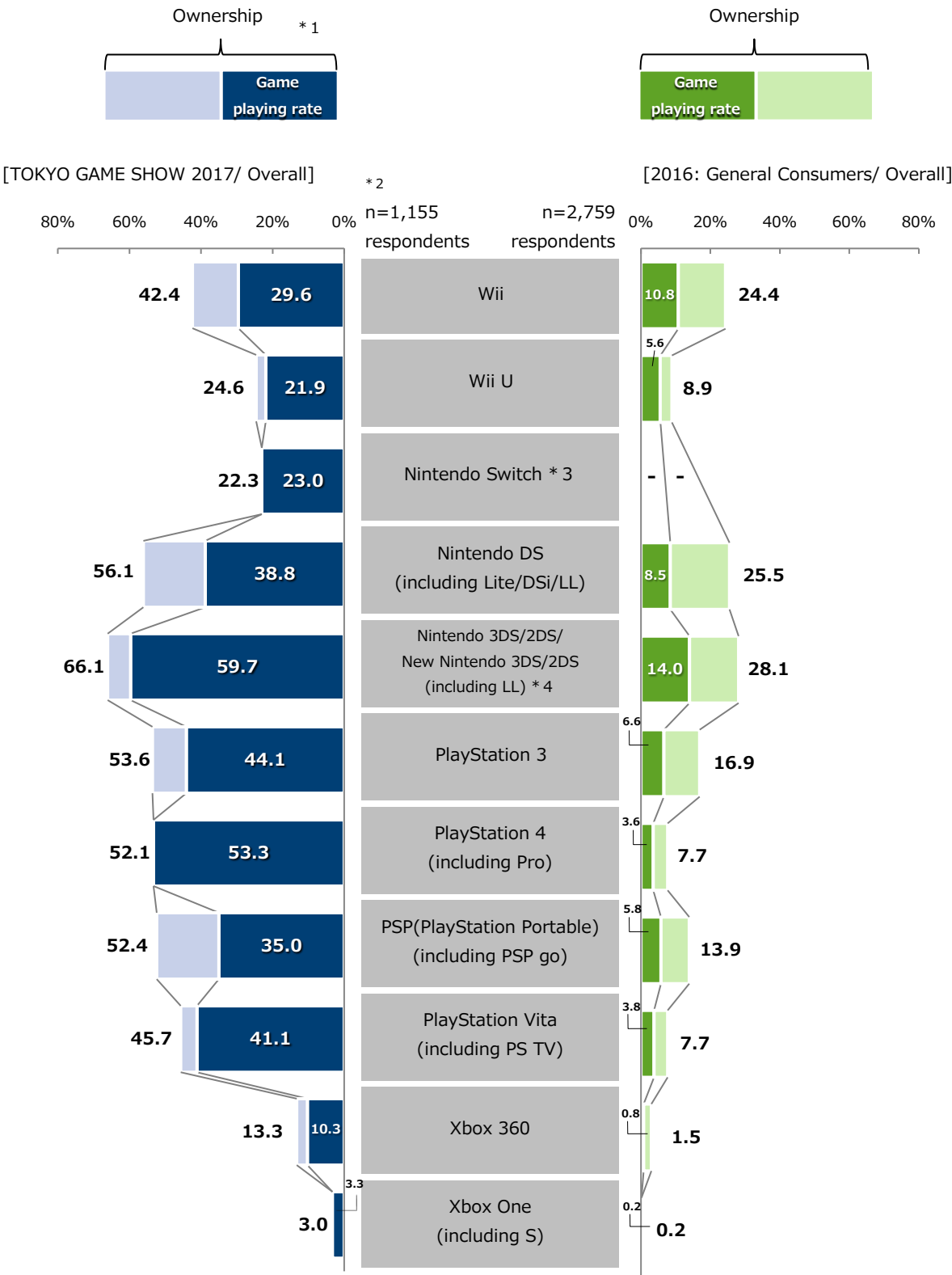
1. Video Game Console Ownership and Game Playing Rate

Question

Please select all video game consoles that you have in your home. [Multiple answers]

Please select all video game consoles that you play games on. [Multiple answers]

Comparison with General Consumers



*1: Game playing rate may go over ownership rate because respondents were asked about their game playing status whether they had each game console or not.
*2: For "TOKYO GAME SHOW 2017/ Overall", "ownership rates" is n=1,155 respondents, and play rate is n=1,150 respondents.
*3: "Nintendo Switch" was not shown in the general consumer survey because it was not released at the time of the survey.
*4: The questionnaire uses "Nintendo 3DS/2DS/New Nintendo 3DS (including LL)" in the General Consumer Survey 2016.

■ Game Playing Rate by Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

	TOKYO GAME SHOW 2017/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,150	938	8	20	131	171	182	250	155	21	212	8	8	25	38	36	58	34	5
Wii	29.6	28.7	37.5	55.0	45.0	37.4	22.0	22.4	21.3	14.3	33.5	25.0	62.5	48.0	28.9	25.0	34.5	26.5	60.0
Wii U	21.9	20.8	50.0	65.0	26.7	25.7	18.7	14.8	16.1	14.3	26.9	25.0	62.5	44.0	21.1	19.4	24.1	26.5	20.0
Nintendo Switch	23.0	22.8	12.5	20.0	19.8	32.2	25.3	19.6	19.4	14.3	23.6	25.0	12.5	52.0	31.6	19.4	15.5	14.7	20.0
Nintendo DS (including Lite/DSi/LL)	38.8	36.7	37.5	45.0	47.3	45.6	34.1	30.8	31.0	23.8	48.1	37.5	62.5	72.0	55.3	41.7	39.7	44.1	40.0
Nintendo 3DS/2DS/ New Nintendo 3DS/2DS (including LL)	59.7	58.6	75.0	90.0	65.6	60.2	59.9	56.8	52.3	23.8	64.6	62.5	75.0	76.0	63.2	66.7	62.1	64.7	20.0
PlayStation 3	44.1	46.2	37.5	25.0	39.7	50.9	52.7	46.0	45.8	19.0	34.9	25.0	25.0	16.0	31.6	47.2	43.1	26.5	60.0
PlayStation 4 (including Pro)	53.3	56.6	12.5	35.0	64.1	67.8	62.6	56.4	41.3	19.0	38.7	0.0	25.0	32.0	52.6	38.9	48.3	20.6	60.0
PSP(PlayStation Portable) (including PSP go)	35.0	35.2	0.0	5.0	32.8	47.4	35.2	34.8	31.6	23.8	34.0	12.5	12.5	28.0	39.5	27.8	44.8	32.4	20.0
PlayStation Vita (including PS TV)	41.1	41.9	12.5	40.0	42.7	46.2	46.7	39.2	38.7	28.6	37.7	25.0	25.0	44.0	39.5	36.1	46.6	23.5	40.0
Xbox 360	10.3	11.6	0.0	0.0	5.3	12.3	13.7	12.4	16.1	0.0	4.7	0.0	0.0	0.0	5.3	8.3	5.2	5.9	0.0
Xbox One (including S)	3.3	3.9	0.0	0.0	3.8	2.3	6.0	3.2	5.8	0.0	0.5	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

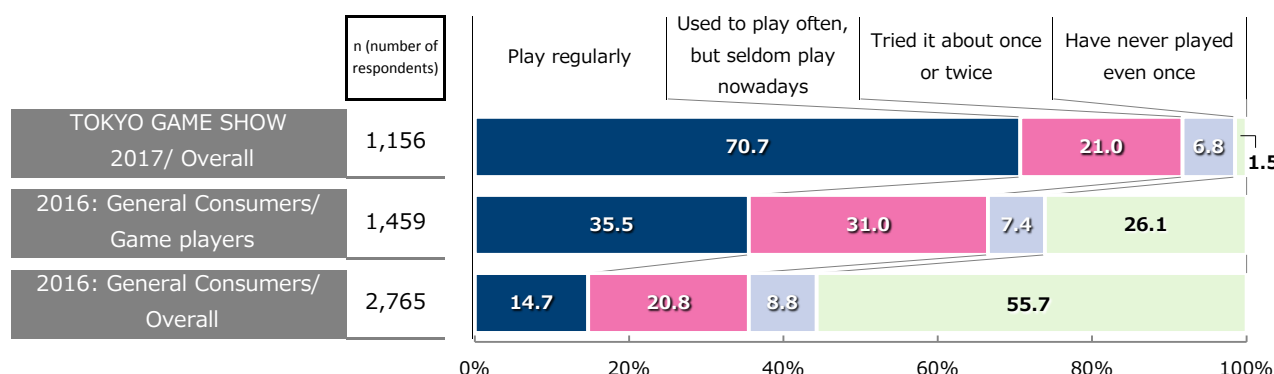
- 66.1% of respondents owns "Nintendo 3DS/2DS/ New Nintendo 3DS/2DS" with the highest ratio of the survey, followed by "Nintendo DS (including Lite/DSi/LL)" (56.1%), "PlayStation 3" (53.6%), "PSP (including PSP go)" (52.4%), and "PlayStation 4" (52.1%).
- "Nintendo 3DS/2DS/ New Nintendo 3DS/2DS" is played most by the respondents at 59.7%. "PlayStation 4" comes next at 53.3%, followed by "PlayStation 3" (44.1%) and "PlayStation Vita" (41.1%).
- The following segments by gender and age have ratios that are more than 10 points higher than "Overall": Male age 15 to 19 playing "PlayStation 4" (64.1%) and "Wii" (45%), Male age 20 to 24 playing "PlayStation 4" (67.8%) and "PSP (including PSP go)" (47.4%), Female age 20 to 24 playing "Nintendo DS (including Lite/DSi/LL)" (55.3%).

2. Experience of Playing Video Games

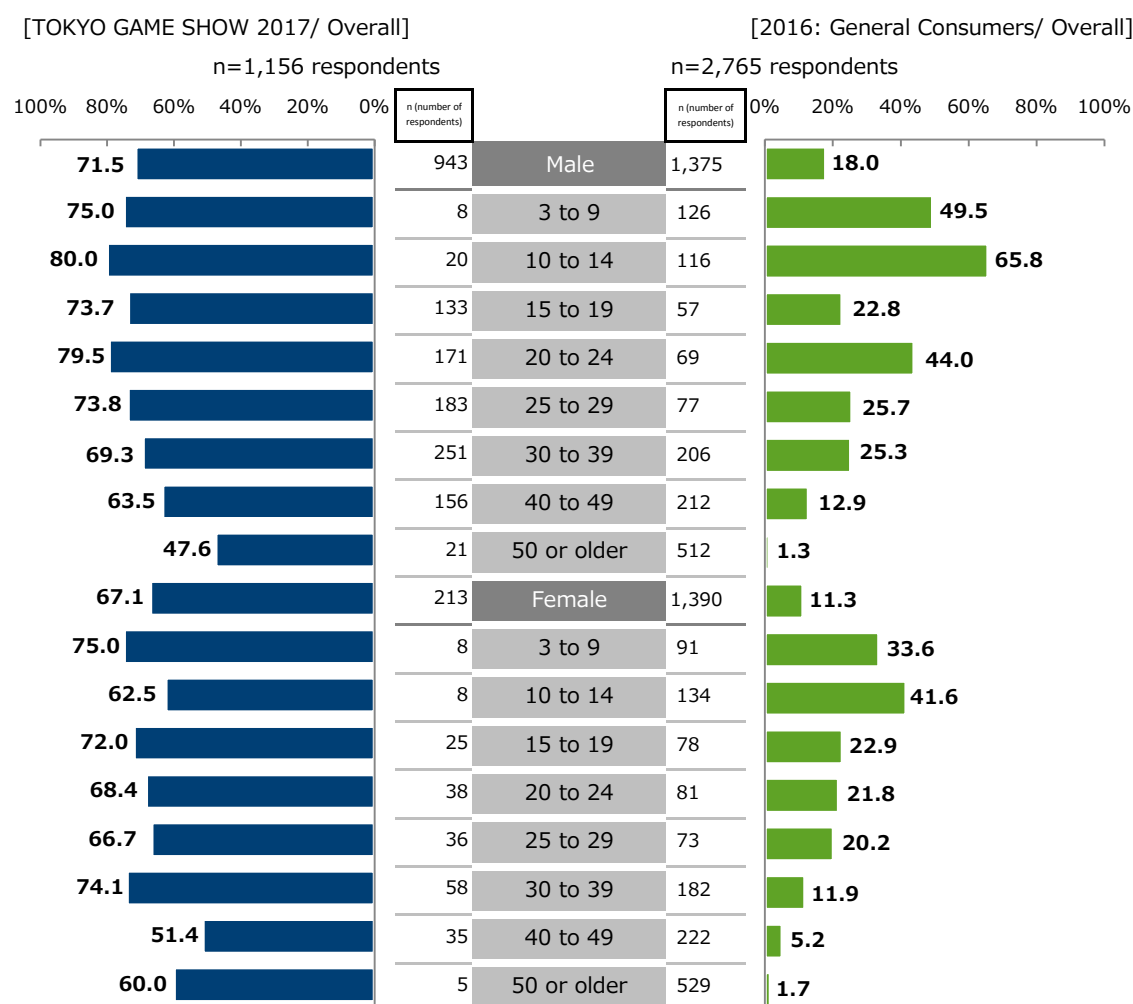
Question

Do you ever play games on video game consoles? [Single answer]

■ Comparison with General Consumers



■ Rate of regular game playing (rate of those who answered "Play regularly") by Gender and Age



- 70.7% of respondents plays video games "regularly".
- 71.5% of Male plays "regularly". Especially among males age 20 to 24, 79.5% of them are regular players. The ratio of female regular players is 67.1% and 74.1% of female age 30 to 39 "plays regularly".
- The ratios of "Regular players" of male and female at TOKYO GAME SHOW 2017 are more than 50 points higher than those of "General consumers/overall".

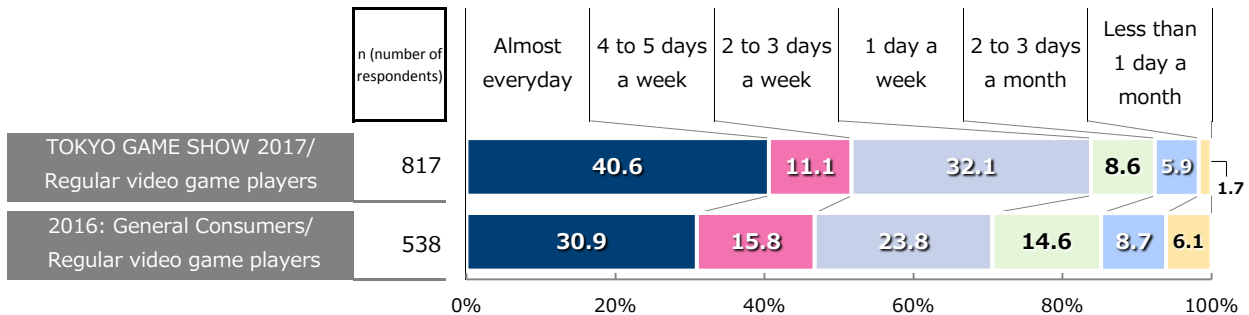
3. Frequency of Video Game Playing

Question

How many days do you play video games per week (or month) ? [Single answer]

■ Comparison with General Consumers

[Regular video game players]



■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2017/ Regular video game players]

(Unit: %)

		n (number of respondents)	Almost everyday	4 to 5 days a week	2 to 3 days a week	1 day a week	2 to 3 days a month	Less than 1 day a month
TOKYO GAME SHOW 2017/ Regular video game players		817	40.6	11.1	32.1	8.6	5.9	1.7
Gender and Age	Male	674	41.1	11.9	31.5	8.0	6.1	1.5
	3 to 9	6	66.7	0.0	33.3	0.0	0.0	0.0
	10 to 14	16	75.0	0.0	25.0	0.0	0.0	0.0
	15 to 19	98	53.1	15.3	22.4	5.1	4.1	0.0
	20 to 24	136	44.1	11.0	30.9	5.9	6.6	1.5
	25 to 29	135	37.0	14.8	31.9	6.7	8.1	1.5
	30 to 39	174	36.8	13.2	33.9	10.9	3.4	1.7
	40 to 49	99	30.3	6.1	39.4	12.1	10.1	2.0
	50 or older	10	50.0	10.0	10.0	10.0	10.0	10.0
	Female	143	38.5	7.7	35.0	11.2	4.9	2.8
	3 to 9	6	50.0	0.0	50.0	0.0	0.0	0.0
	10 to 14	5	60.0	0.0	40.0	0.0	0.0	0.0
	15 to 19	18	44.4	5.6	27.8	22.2	0.0	0.0
	20 to 24	26	26.9	11.5	46.2	15.4	0.0	0.0
	25 to 29	24	29.2	8.3	25.0	20.8	12.5	4.2
	30 to 39	43	37.2	11.6	32.6	7.0	9.3	2.3
	40 to 49	18	44.4	0.0	44.4	0.0	0.0	11.1
	50 or older	3	100.0	0.0	0.0	0.0	0.0	0.0
* 1	Heavy gamer	661	44.6	12.6	29.5	7.3	5.1	0.9
	Middle gamer	117	21.4	6.8	43.6	14.5	9.4	4.3
	Light gamer	13	15.4	0.0	38.5	15.4	15.4	15.4
	Casual gamer	11	18.2	0.0	54.5	18.2	0.0	9.1

*1 GUESS

*Darker shading indicates a higher ratio.

- 40.6% of respondents plays video games "Almost everyday" and 11.1% of them plays "4 to 5 days a week".
- 53.1% of male age 15 to 19 plays "Almost everyday" and the ratio is more than 10 points higher than the overall.
- 44.6% of "Heavy gamer" in GUESS says "Almost everyday" and it is much higher ratio than other gamer types.

4. Number of Video Game Software Purchases

Question

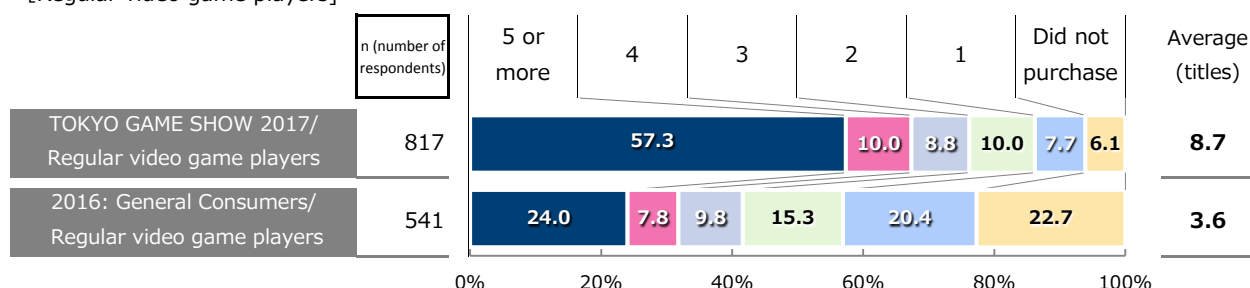
How many video game software did you purchase in the last 12 months?

Please select your answer for each of the following types of software. [Single answer]

[Purchase rate for newly released package software]

■ Comparison with General Consumers

[Regular video game players]



■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2017/ Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2017/ Regular video game players		817	57.3	10.0	8.8	10.0	7.7	6.1	8.7
Gender and Age	Male	674	58.5	10.4	9.5	8.8	7.3	5.6	9.1
	3 to 9	6	16.7	0.0	16.7	33.3	16.7	16.7	2.5
	10 to 14	16	43.8	12.5	0.0	6.3	37.5	0.0	5.9
	15 to 19	98	58.2	13.3	11.2	8.2	4.1	5.1	10.3
	20 to 24	136	61.8	7.4	11.8	7.4	6.6	5.1	8.9
	25 to 29	135	58.5	16.3	9.6	7.4	3.7	4.4	8.7
	30 to 39	174	59.2	8.0	9.2	9.8	7.5	6.3	9.4
	40 to 49	99	58.6	9.1	7.1	8.1	10.1	7.1	9.0
	50 or older	10	50.0	0.0	0.0	30.0	10.0	10.0	10.6
	Female	143	51.7	8.4	5.6	16.1	9.8	8.4	6.9
	3 to 9	6	33.3	0.0	16.7	16.7	0.0	33.3	5.8
	10 to 14	5	40.0	0.0	20.0	20.0	0.0	20.0	10.6
	15 to 19	18	50.0	16.7	11.1	0.0	16.7	5.6	9.1
	20 to 24	26	53.8	11.5	3.8	11.5	11.5	7.7	6.2
	25 to 29	24	62.5	8.3	4.2	12.5	4.2	8.3	7.7
	30 to 39	43	48.8	2.3	2.3	27.9	14.0	4.7	5.3
	40 to 49	18	50.0	16.7	5.6	16.7	5.6	5.6	7.9
	50 or older	3	66.7	0.0	0.0	0.0	0.0	33.3	7.7
* 1	Heavy gamer	661	64.8	10.7	8.3	8.9	5.1	2.1	9.8
	Middle gamer	117	25.6	8.5	12.0	15.4	19.7	18.8	4.2
	Light gamer	13	15.4	0.0	7.7	15.4	23.1	38.5	2.2
	Casual gamer	11	36.4	9.1	0.0	0.0	18.2	36.4	6.8

*1 GUESS

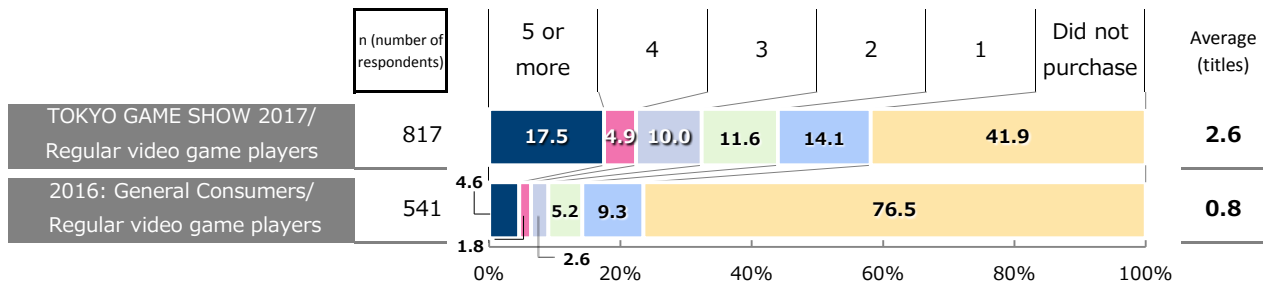
*Darker shading indicates a higher ratio.

- 57.3% of respondents purchased "5 or more" video game software and the overall average is 8.7 games.
- The average number of software purchased by male age 15 to 19 is 10.3.
- 64.8% of "Heavy gamer" in GUESS purchased "5 or more". The "Heavy gamer" average is 9.8 games that is higher than other gamer types.

[Purchase rate for paid software downloads]

■ Comparison with General Consumers

[Regular video game players]



■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2017/ Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2017/Regular video game players		817	17.5	4.9	10.0	11.6	14.1	41.9	2.6
Gender and Age	Male	674	18.7	4.9	9.8	11.9	13.9	40.8	2.7
	3 to 9	6	0.0	0.0	0.0	16.7	33.3	50.0	0.7
	10 to 14	16	6.3	0.0	18.8	12.5	25.0	37.5	1.6
	15 to 19	98	13.3	4.1	10.2	12.2	21.4	38.8	2.2
	20 to 24	136	18.4	6.6	6.6	10.3	12.5	45.6	2.3
	25 to 29	135	24.4	4.4	14.1	14.8	13.3	28.9	3.5
	30 to 39	174	23.6	5.7	8.6	12.6	8.6	40.8	3.1
	40 to 49	99	12.1	3.0	9.1	8.1	16.2	51.5	2.6
	50 or older	10	10.0	10.0	10.0	10.0	10.0	50.0	2.5
	Female	143	11.9	4.9	11.2	10.5	14.7	46.9	1.8
	3 to 9	6	0.0	0.0	0.0	0.0	16.7	83.3	0.2
	10 to 14	5	0.0	0.0	0.0	20.0	0.0	80.0	0.4
	15 to 19	18	11.1	0.0	16.7	33.3	16.7	22.2	2.2
	20 to 24	26	15.4	11.5	11.5	7.7	11.5	42.3	2.1
	25 to 29	24	20.8	8.3	16.7	4.2	4.2	45.8	2.8
	30 to 39	43	14.0	2.3	2.3	11.6	27.9	41.9	1.8
	40 to 49	18	0.0	5.6	16.7	0.0	5.6	72.2	0.8
	50 or older	3	0.0	0.0	66.7	0.0	0.0	33.3	2.0
* 1	Heavy gamer	661	20.7	5.6	10.9	12.1	14.5	36.2	2.9
	Middle gamer	117	4.3	2.6	6.8	11.1	10.3	65.0	1.2
	Light gamer	13	0.0	0.0	0.0	7.7	7.7	84.6	0.2
	Casual gamer	11	9.1	0.0	18.2	0.0	27.3	45.5	2.3

*1 GUESS

*Darker shading indicates a higher ratio.

- 17.5% of respondents purchased software downloads "5 or more". 58.1% of all the respondents purchased more than software (a total of "1" to "5 or more"). The average number of software purchased is 2.6.
- 24.4% of "Male age 25 to 29" and 23.6% of "Male age 30 to 39" purchased "5 or more" and the ratios are higher among other age groups (the average numbers of software are more than 3). Over 70% of male age 25 to 29 purchased more than one software downloads.
- Only 20.7% of "Heavy gamer" in GUESS purchased "5 or more". "Heavy gamer" purchased 2.9 software on average.

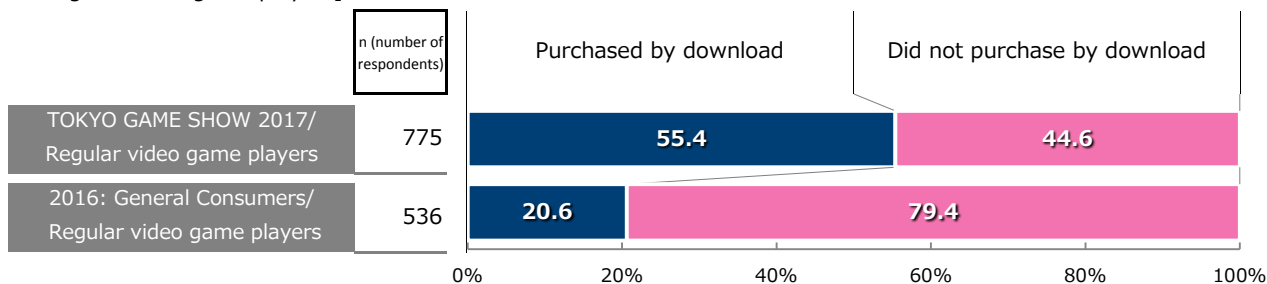
5. Purchasing/Non-purchasing of Additional Download Content for Video Games

Question

Have you purchased any additional downloadable content on online shops provided by each video game console in the last 12 months? [Single answer]

■ Comparison with General Consumers

[Regular video game players]



■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2017/ Regular video game players]

(Unit: %)

		n (number of respondents)	Purchased by download	Did not purchase by download
TOKYO GAME SHOW 2017/ Regular video game players		775	55.4	44.6
Gender and Age	Male	636	57.7	42.3
	3 to 9	4	0.0	100.0
	10 to 14	16	31.3	68.8
	15 to 19	96	72.9	27.1
	20 to 24	128	59.4	40.6
	25 to 29	127	68.5	31.5
	30 to 39	164	51.8	48.2
	40 to 49	93	44.1	55.9
	50 or older	8	37.5	62.5
	Female	139	44.6	55.4
	3 to 9	6	0.0	100.0
	10 to 14	5	40.0	60.0
	15 to 19	17	58.8	41.2
	20 to 24	26	50.0	50.0
	25 to 29	24	37.5	62.5
	30 to 39	40	52.5	47.5
	40 to 49	18	27.8	72.2
	50 or older	3	66.7	33.3
* 1	Heavy gamer	628	61.9	38.1
	Middle gamer	113	31.0	69.0
	Light gamer	13	7.7	92.3
	Casual gamer	9	44.4	55.6

*1 GUESS

*Darker shading indicates a higher ratio.

- 55.4% of respondents purchased additional downloadable content for video games.
- Male purchased additional downloadable content more than female (Male:57.7%, Female: 44.6%).
- 61.9% of "Heavy gamer" in GUESS purchased additional content by download.

6. Favorite Game Genres

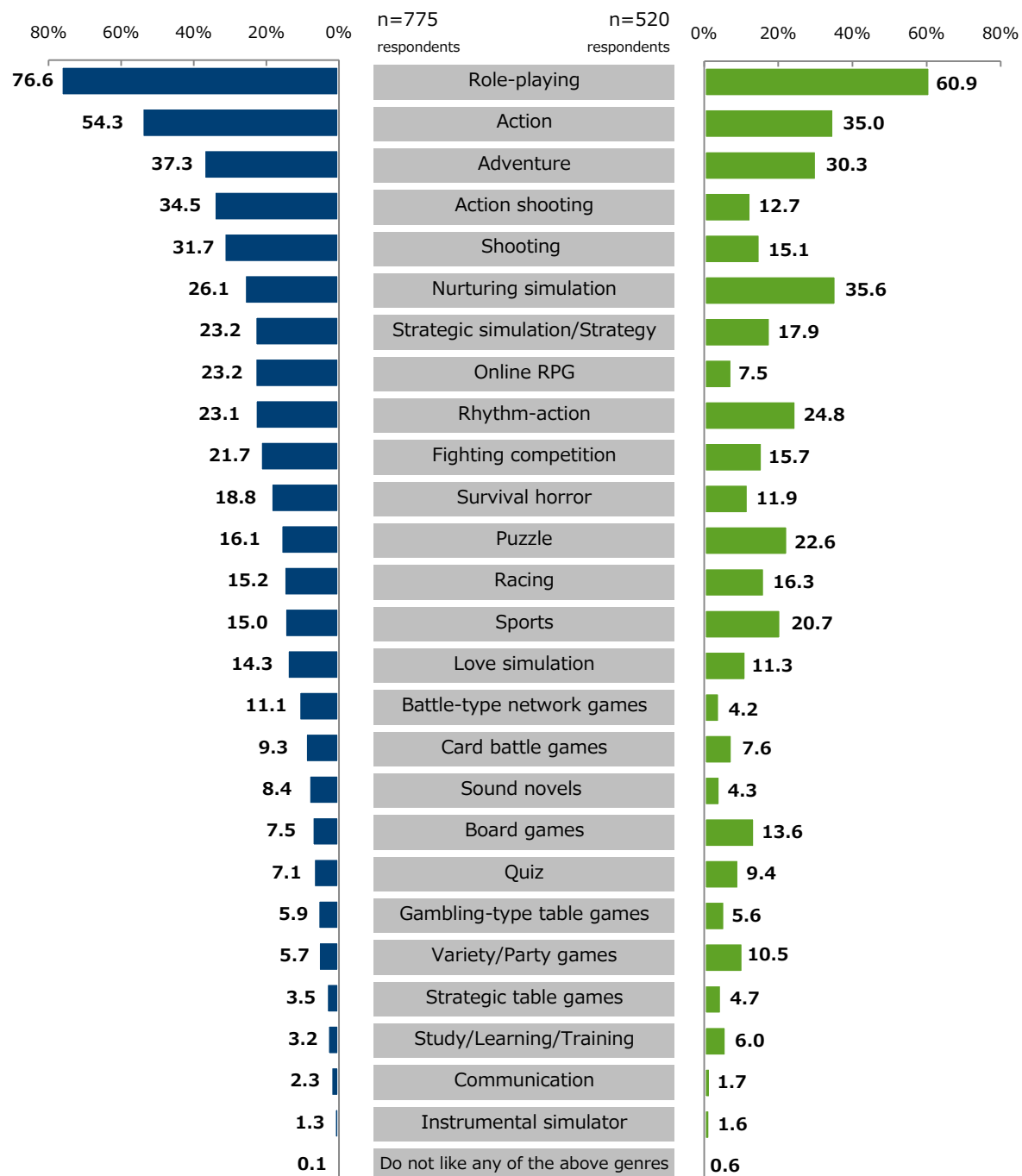
Question

Which of the following video game genres do you like? [Multiple answers]

■ Comparison with General Consumers

[TOKYO GAME SHOW 2017/ Regular video game players]

[2016: General Consumers/ Regular video game players]



■ Gender and Age

[TOKYO GAME SHOW 2017/ Regular video game players]

	TOKYO GAME SHOW 2017/ Regular video game players	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	775	637	4	15	97	127	128	169	87	10	138	6	5	18	25	23	41	17	3
Role-playing	76.6	76.1	50.0	60.0	72.2	71.7	75.8	79.9	85.1	70.0	79.0	33.3	80.0	83.3	80.0	78.3	85.4	76.5	66.7
Action	54.3	56.2	25.0	40.0	61.9	68.5	62.5	53.8	35.6	20.0	45.7	33.3	60.0	61.1	56.0	60.9	36.6	17.6	33.3
Adventure	37.3	35.9	0.0	60.0	37.1	46.5	37.5	30.2	24.1	50.0	43.5	0.0	80.0	55.6	56.0	60.9	34.1	11.8	66.7
Action shooting	34.5	38.3	0.0	26.7	56.7	52.0	46.1	28.4	13.8	0.0	16.7	0.0	20.0	27.8	24.0	8.7	22.0	0.0	0.0
Shooting	31.7	34.5	25.0	40.0	50.5	45.7	28.9	27.2	23.0	30.0	18.8	16.7	20.0	50.0	16.0	21.7	7.3	11.8	33.3
Nurturing simulation	26.1	25.0	25.0	26.7	26.8	27.6	23.4	24.9	21.8	20.0	31.2	33.3	80.0	38.9	20.0	39.1	31.7	17.6	0.0
Strategic simulation/Strategy	23.2	25.0	0.0	20.0	20.6	26.8	25.8	23.7	33.3	0.0	15.2	0.0	20.0	33.3	8.0	26.1	12.2	0.0	33.3
Online RPG	23.2	22.9	0.0	40.0	28.9	27.6	21.1	18.9	19.5	10.0	24.6	16.7	40.0	50.0	24.0	13.0	24.4	11.8	33.3
Rhythm-action	23.1	21.7	0.0	33.3	27.8	24.4	23.4	17.2	16.1	20.0	29.7	33.3	80.0	55.6	36.0	21.7	22.0	5.9	33.3
Fighting competition	21.7	23.9	25.0	46.7	28.9	26.8	28.1	16.6	19.5	10.0	11.6	16.7	0.0	16.7	12.0	17.4	12.2	0.0	0.0
Survival horror	18.8	19.3	0.0	20.0	28.9	22.8	19.5	14.8	14.9	0.0	16.7	0.0	20.0	27.8	8.0	26.1	14.6	11.8	33.3
Puzzle	16.1	12.6	0.0	13.3	9.3	12.6	10.2	17.8	10.3	10.0	32.6	50.0	60.0	38.9	32.0	26.1	31.7	29.4	0.0
Racing	15.2	17.6	50.0	33.3	19.6	22.8	13.3	12.4	19.5	20.0	4.3	0.0	0.0	22.2	4.0	4.3	0.0	0.0	0.0
Sports	15.0	16.6	50.0	20.0	13.4	17.3	18.8	16.6	16.1	0.0	7.2	33.3	0.0	11.1	8.0	0.0	4.9	11.8	0.0
Love simulation	14.3	13.3	0.0	0.0	17.5	18.1	10.9	11.2	13.8	0.0	18.8	0.0	40.0	27.8	20.0	13.0	17.1	17.6	33.3
Battle-type network games	11.1	11.9	0.0	26.7	13.4	14.2	14.1	9.5	6.9	10.0	7.2	0.0	20.0	16.7	4.0	4.3	7.3	5.9	0.0
Card battle games	9.3	10.2	0.0	13.3	10.3	13.4	10.9	10.7	2.3	20.0	5.1	0.0	0.0	27.8	0.0	8.7	0.0	0.0	0.0
Sound novels	8.4	7.5	0.0	6.7	3.1	7.1	10.9	5.9	12.6	0.0	12.3	0.0	20.0	11.1	8.0	4.3	22.0	5.9	33.3
Board games	7.5	6.3	25.0	13.3	4.1	1.6	2.3	10.1	8.0	40.0	13.0	50.0	20.0	22.2	8.0	13.0	4.9	17.6	0.0
Quiz	7.1	5.7	0.0	6.7	4.1	5.5	4.7	7.7	4.6	10.0	13.8	66.7	20.0	11.1	20.0	0.0	14.6	5.9	0.0
Gambling-type table games	5.9	6.1	0.0	13.3	5.2	7.1	6.3	5.3	5.7	10.0	5.1	0.0	0.0	16.7	8.0	4.3	2.4	0.0	0.0
Variety/Party games	5.7	5.3	0.0	13.3	9.3	4.7	2.3	6.5	3.4	0.0	7.2	0.0	0.0	11.1	8.0	8.7	7.3	5.9	0.0
Strategic table games	3.5	3.8	0.0	13.3	4.1	3.1	3.9	3.6	1.1	20.0	2.2	0.0	0.0	5.6	4.0	4.3	0.0	0.0	0.0
Study/Learning/Training	3.2	2.4	0.0	6.7	1.0	1.6	1.6	4.1	2.3	0.0	7.2	50.0	20.0	5.6	4.0	4.3	4.9	5.9	0.0
Communication	2.3	1.7	0.0	6.7	1.0	0.8	3.1	1.2	1.1	10.0	5.1	0.0	40.0	5.6	4.0	4.3	4.9	0.0	0.0
Instrumental simulator	1.3	1.1	0.0	0.0	4.1	0.8	0.0	0.6	0.0	10.0	2.2	0.0	0.0	0.0	4.0	4.3	0.0	5.9	0.0
Do not like any of the above genres	0.1	0.2	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

- "Role-playing" (76.6%) and "Action" (54.3%) are the two most popular video game genres.
- The ratios of the following video game genres are more than 10 points higher than those of "General consumers"; "Role-playing" (76.6%), "Action" (54.3%), "Action shooting" (34.5%), "Shooting" (31.7%), "Online RPG" (23.2%).
- The following genres have high ratios in some segments by gender and age and those ratios are more than 10 points higher than the each total by genre: "Action Shooting" of male age 15 to 19 (56.7%), of male age 20 to 24 (52%), and of male age 25 to 29 (46.1%). "Shooting" of male age 15 to 19 (50.5%) and of male age 20 to 24 (45.7%). "Strategic simulation" of male age 40 to 49 (33.3%). "Action" of male age 20 to 24 (68.5%). "Survival horror" of male age 15 to 19 (28.9%). "Puzzle" of female age 30 to 39 (31.7%). "Sound novels" of female age 30 to 39 (22%).

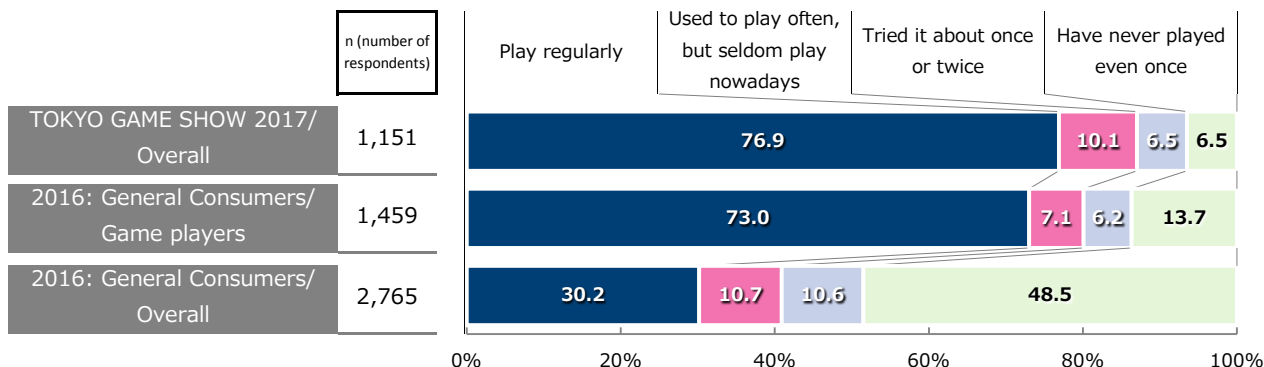
Smartphone/Tablet Game Playing Status

1. Smartphone/Tablet Game Playing Experience

Question

Do you ever play games on smartphone/tablet? [Single answer]

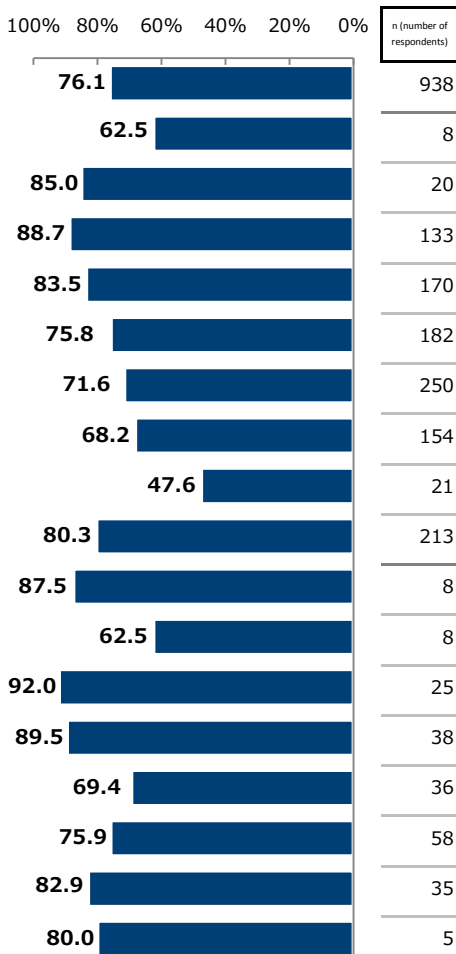
■ Comparison with General Consumers



■ Rate of Regular Game Playing (rate of those who answered "Play regularly") by Gender and Age

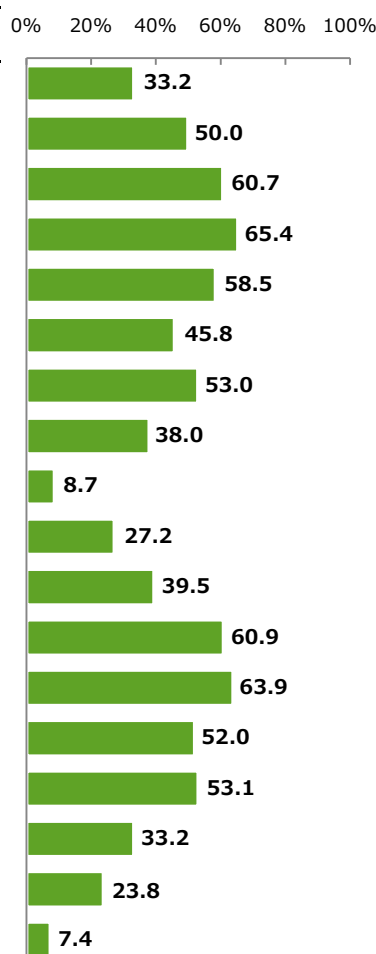
[TOKYO GAME SHOW 2017/ Overall]

n=1,151 respondents



[2016: General Consumers/ Overall]

n=2,765 respondents

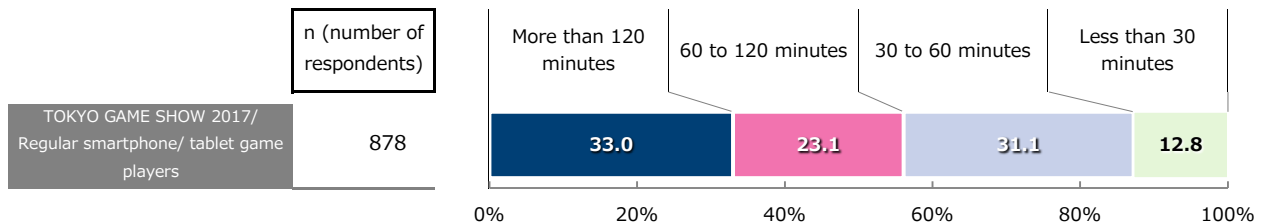


- 76.9% of respondents plays smartphone/tablet games "regularly".
- "General consumers/Game players" and "TOKYO GAME SHOW 2017" are similar in the ratio of regular players (73% and 76.9%).
- 80.3% of female is regular smartphone/tablet players as opposed to 76.1% of male.

2. The Amount of Time Spent Playing Smartphone/Tablet Games

Question

How many minutes a day do you play games on smartphone/tablet? [Single answer]



Gender and Age

[TOKYO GAME SHOW 2017/ Regular smartphone/ tablet game players]

(Unit: %)

		TOKYO GAME SHOW 2017/ Regular smartphone/ tablet game players	Gender and Age																	
			Male									Female								
				3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)		878	710	5	17	118	141	136	179	104	10	168	6	5	22	33	25	44	29	4
More than 120 minutes		33.0	32.5	20.0	52.9	45.8	33.3	26.5	31.3	26.0	10.0	35.1	16.7	60.0	50.0	42.4	48.0	18.2	27.6	50.0
60 to 120 minutes		23.1	23.2	20.0	17.6	22.9	27.0	23.5	24.0	18.3	20.0	22.6	50.0	0.0	27.3	18.2	16.0	31.8	17.2	0.0
30 to 60 minutes		31.1	30.7	40.0	17.6	22.9	30.5	33.1	30.2	38.5	40.0	32.7	33.3	0.0	18.2	30.3	32.0	38.6	41.4	50.0
Less than 30 minutes		12.8	13.5	20.0	11.8	8.5	9.2	16.9	14.5	17.3	30.0	9.5	0.0	40.0	4.5	9.1	4.0	11.4	13.8	0.0

*Darker shading indicates a higher ratio.

- 33% of respondents plays smartphone/tablet games "more than 120 minutes" a day. 23.1% plays "60 to 120 minutes" a day. As a result, 56.1% of them plays smartphone/tablet games more than 60 minutes a day.
- 32.5% of male and 35.1% of female play "more than 120 minutes" a day. Especially among males age 15 to 19 and females age 20 to 24, the ratios are both more than 40%.

3. Types of Game Played

Question

Please choose the type(s) of smartphone/tablet games that you have played in the last 12 months.

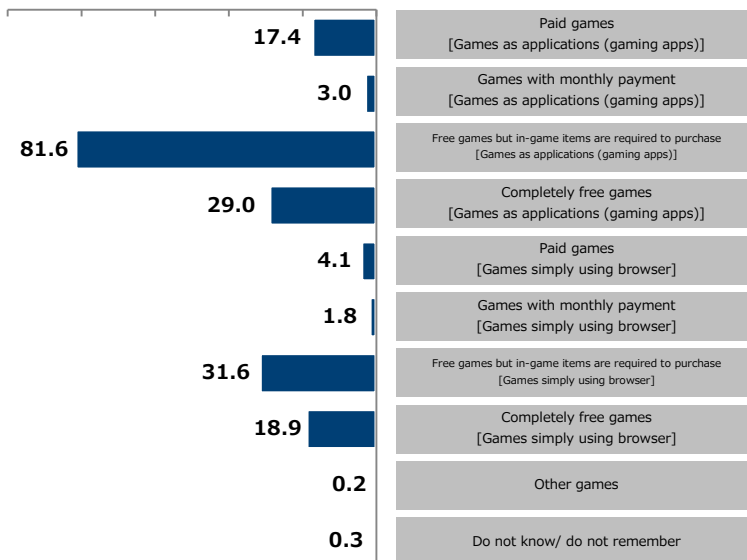
[Multiple answers]

■ Comparison with General Consumers

[TOKYO GAME SHOW 2017/ Regular smartphone/ tablet game players]

n=877 respondents

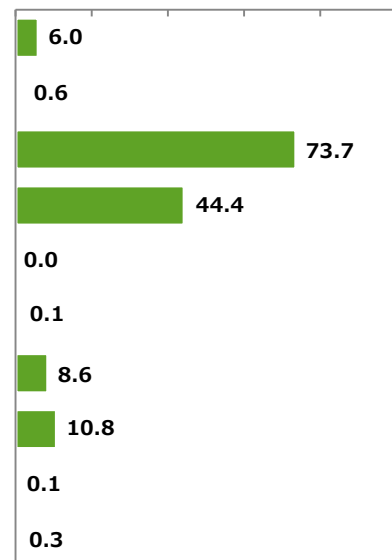
100% 80% 60% 40% 20% 0%



[2016: General Consumers/ Regular smartphone/ tablet game players]

n=1,122 respondents

0% 20% 40% 60% 80% 100%



■ Gender and Age

[TOKYO GAME SHOW 2017/ Regular smartphone/ tablet game players]

(Unit: %)

n (number of respondents)	TOKYO GAME SHOW 2017/ Regular smartphone/ tablet game players	Gender and Age																	
		Male									Female								
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
877	709	4	16	118	142	136	179	104	10	168	6	5	22	33	25	44	29	4	
Paid games[Games as applications (gaming apps)]	17.4	18.3	25.0	18.8	22.0	18.3	20.6	15.6	16.3	10.0	13.7	0.0	0.0	9.1	24.2	12.0	13.6	10.3	25.0
Games with monthly payment [Games as applications (gaming apps)]	3.0	3.0	0.0	6.3	1.7	2.8	2.2	3.9	2.9	10.0	3.0	0.0	0.0	0.0	6.1	4.0	4.5	0.0	0.0
Free games but in-game items are required to purchase [Games as applications (gaming apps)]	81.6	82.4	50.0	81.3	79.7	86.6	83.8	85.5	78.8	30.0	78.6	50.0	40.0	86.4	87.9	84.0	77.3	72.4	75.0
Completely free games[Games as applications (gaming apps)]	29.0	26.1	25.0	31.3	42.4	23.2	19.9	25.1	18.3	50.0	41.1	66.7	60.0	63.6	39.4	32.0	31.8	44.8	0.0
Paid games[Games simply using browser]	4.1	4.4	0.0	0.0	5.1	3.5	6.6	2.2	6.7	0.0	3.0	0.0	0.0	0.0	9.1	8.0	0.0	0.0	0.0
Games with monthly payment [Games simply using browser]	1.8	1.8	0.0	0.0	1.7	2.8	0.7	1.7	1.9	10.0	1.8	0.0	0.0	0.0	6.1	0.0	2.3	0.0	0.0
Free games but in-game items are required to purchase [Games simply using browser]	31.6	32.4	0.0	12.5	33.1	37.3	27.2	38.0	27.9	20.0	28.0	0.0	0.0	31.8	30.3	56.0	29.5	10.3	0.0
Completely free games[Games simply using browser]	18.9	17.6	25.0	43.8	24.6	13.4	16.9	16.8	11.5	40.0	24.4	33.3	80.0	40.9	27.3	12.0	22.7	10.3	25.0
Other games	0.2	0.3	0.0	0.0	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Do not know/ do not remember	0.3	0.4	25.0	0.0	0.0	0.7	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

● "Free games but in-game items are required to purchase [Games as applications (gaming apps)] on smartphone/tablet is played most by respondents with a remarkably high ratio (81.6%). However, in regard to "Completely free games [Games as applications (gaming apps)]", its ratio of "General consumers/Game players" is 15.4 points higher than that of TOKYO GAME SHOW 2017.

● About 80% of both male and female play "Free games but in-game items are required to purchase [Games as applications (gaming apps)]". However, among males age 15 to 19 and females age 20 to 24 the ratios of playing "Completely free games [Games as applications (gaming apps)]" (42.4% and 39.4%) are more than 10 points higher than the overall average.

4. Purchasing/Non-purchasing of In-game Items in Free Games

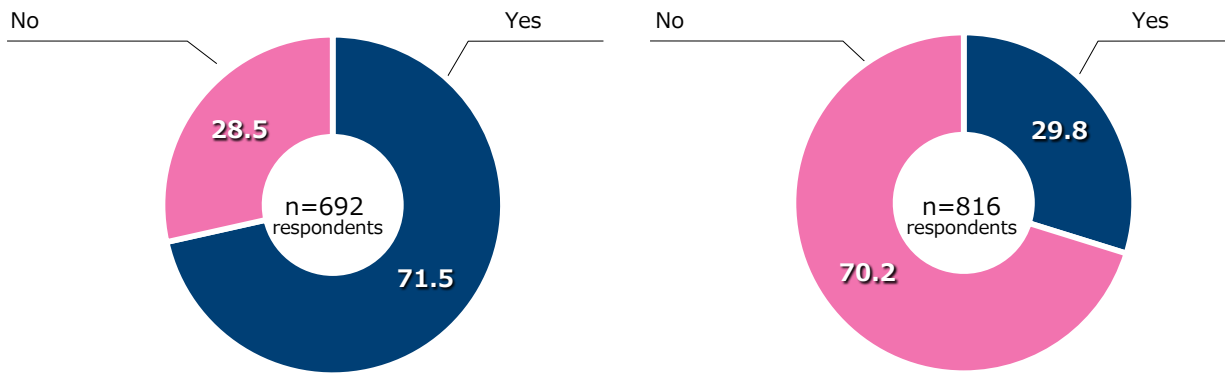
Question

In the last 12 months, have you purchased in-game items for free smartphone/tablet games which charge you for those items? [Single answer]

■ Comparison with General Consumers

[TOKYO GAME SHOW 2017/ Smartphone(tablet) game players who play free games with paid in-game items]

[2016: General Consumers/ Smartphone(tablet) game players who play free games with paid in-game items]



■ Gender and Age

[TOKYO GAME SHOW 2017/ Smartphone(tablet) game players who play free games with paid in-game items]

(Unit: %)

		TOKYO GAME SHOW 2017/ Smartphone(tablet) game players who play free games with paid in-game items	Gender and Age																	
			Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)		692	565	2	11	91	119	110	148	81	3	127	3	2	19	28	21	32	19	3
Yes		71.5	73.8	0.0	27.3	69.2	84.0	78.2	75.7	63.0	66.7	61.4	0.0	0.0	57.9	82.1	76.2	62.5	36.8	33.3
No		28.5	26.2	100.0	72.7	30.8	16.0	21.8	24.3	37.0	33.3	38.6	100.0	100.0	42.1	17.9	23.8	37.5	63.2	66.7

*Darker shading indicates a higher ratio.

- 71.5% of smartphone/tablet game players who play "free games but in-game items are required to purchase" actually purchased in-game items and the ratio is 41.7 points higher than that of "General consumers".
- 73.8% of male and 61.4% of female actually purchased. The ratio is especially high among males age 20 to 24 at 84%.

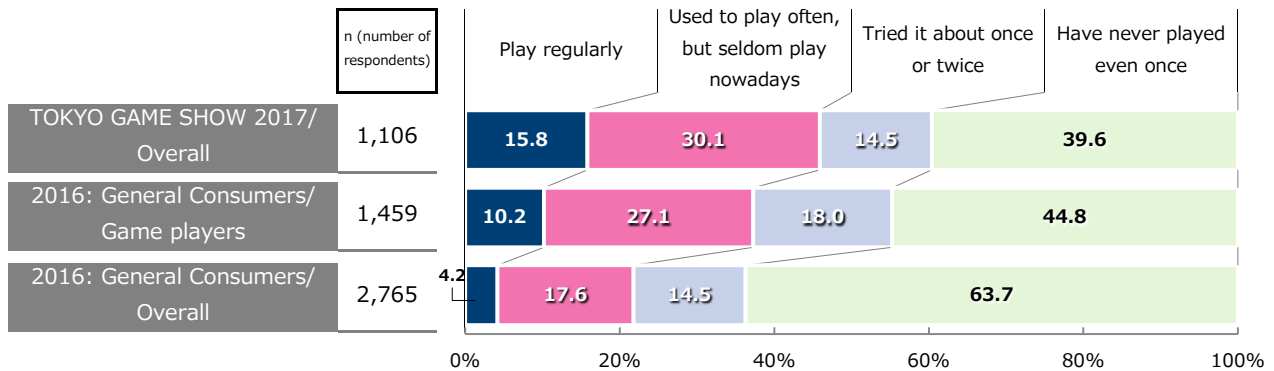
Mobile Phone Game Playing Status

1. Mobile Phone Games Playing Experience

Question

Do you ever play games on mobile phone (feature phone)? [Single answer]

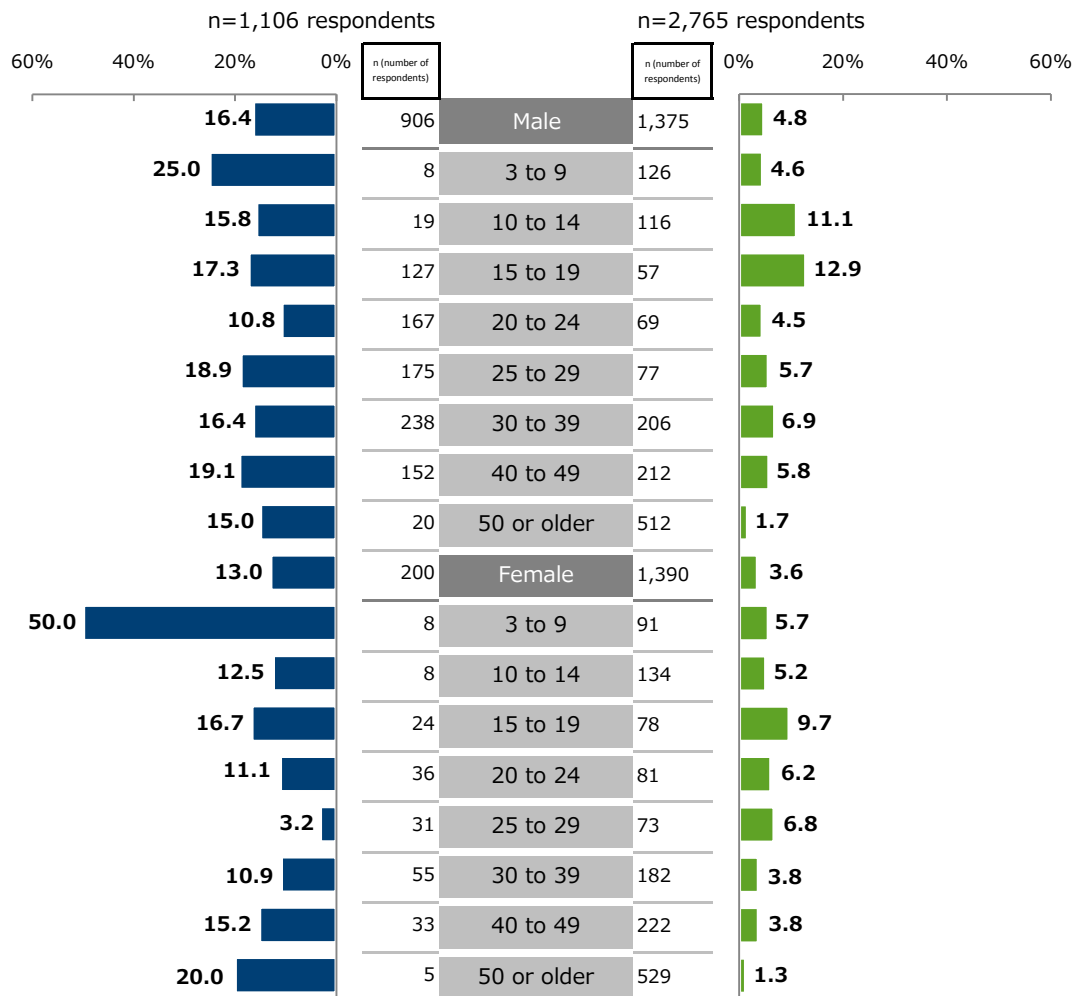
■ Comparison with General Consumers



■ Rate of Regular Game Playing (rate of those who answered "Play regularly") by Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

[2016: General Consumers/ Overall]



- 15.8% of respondents plays mobile phone games "regularly", which is the relatively low rate compare to other game platforms. 30.1% of them says "used to play often but seldom play nowadays".
- About 15% of both male and female are regular mobile phone players. 19.1% of male age 40 to 49 and 15.2% of female age 40 to 49 still play regularly.

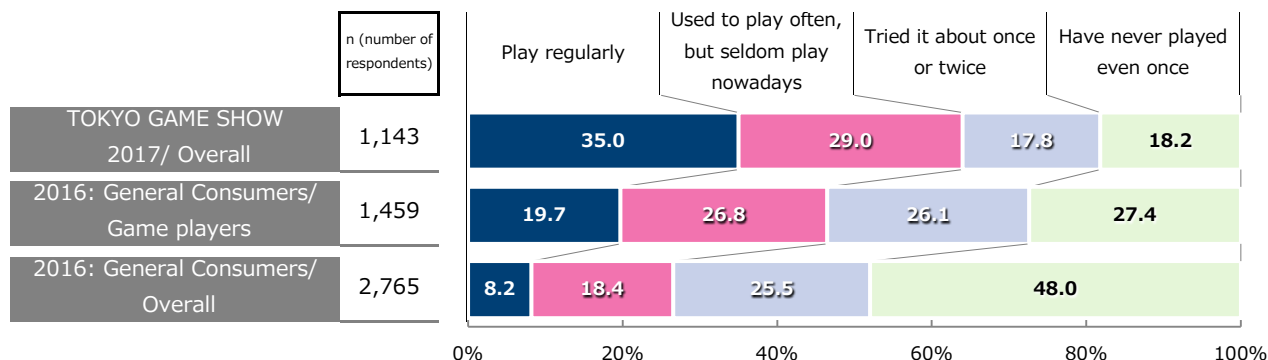
PC Game Playing Status

1. PC Game Playing Experience

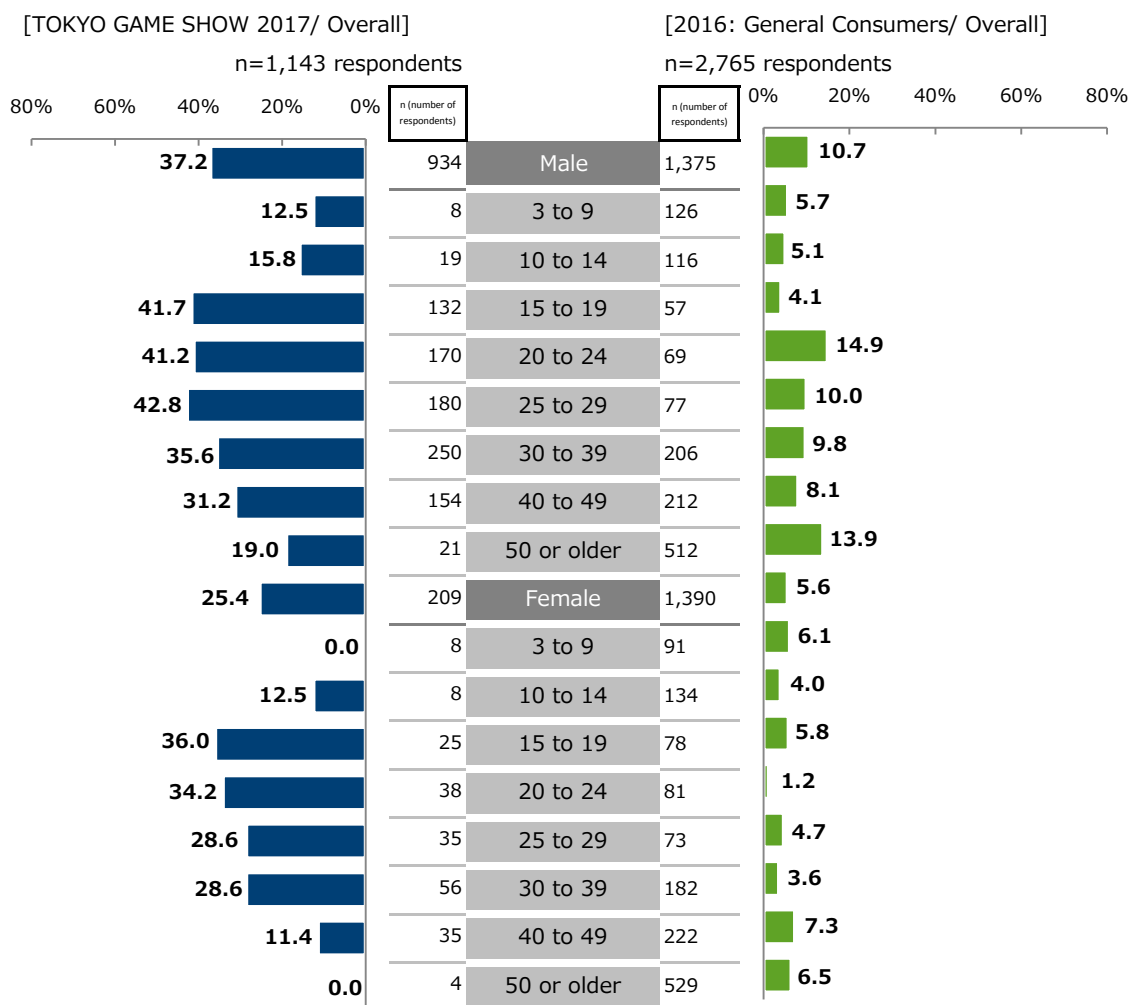
Question

Do you ever play games on PC? [Single answer]

■ Comparison with General Consumers



■ Rate of Regular Game Playing (rate of those who answered "Play regularly") by Gender and Age



- 35% of respondents plays PC games "regularly".
- The ratios of "Gamers who play PC games regularly" of male and female at TOKYO GAME SHOW 2017 are higher than those of "General consumers/overall" (Over 25 points of male and about 20 points of female are higher than "General consumers").
- More than 40% of "male age 15 to 19", "male age 20 to 24", and "male age 25 to 29" plays "regularly".

2. Types of Game Played

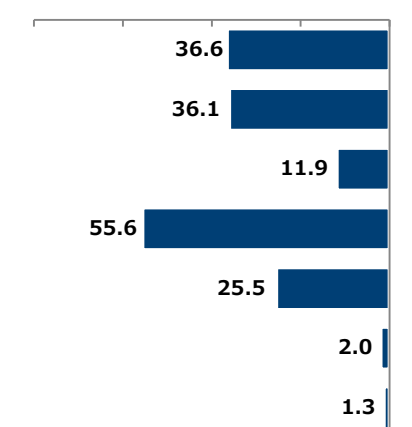
Question

Please choose the type(s) of PC games that you have played in the last 12 months. [Multiple answers]

■ Comparison with General Consumers

[TOKYO GAME SHOW 2017/ Regular PC game players]

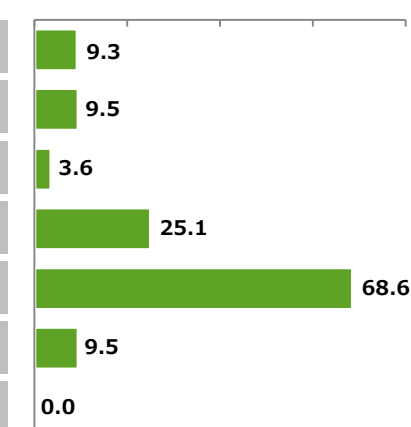
n=396 respondents



[2016: General Consumers/ Regular PC game players]

n=217 respondents

0% 20% 40% 60% 80%



■ Gender and Age

[TOKYO GAME SHOW 2017/ Regular PC game players]

(Unit: %)

n (number of respondents)	TOKYO GAME SHOW 2017/ Regular PC game players	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
	396	343	1	3	55	69	76	87	48	4	53	0	1	9	13	10	16	4	0
Packaged game software purchased in stores or via mail order	36.6	38.2	0.0	0.0	32.7	31.9	36.8	42.5	50.0	50.0	26.4	0.0	0.0	11.1	38.5	10.0	31.3	50.0	0.0
Paid game downloads	36.1	38.8	0.0	33.3	38.2	53.6	38.2	40.2	18.8	25.0	18.9	0.0	0.0	0.0	30.8	20.0	12.5	50.0	0.0
Games with monthly payment	11.9	11.4	0.0	0.0	14.5	10.1	10.5	10.3	14.6	0.0	15.1	0.0	0.0	0.0	23.1	10.0	25.0	0.0	0.0
Free games but in-game items are required to purchase	55.6	56.6	0.0	100.0	56.4	63.8	52.6	59.8	47.9	25.0	49.1	0.0	100.0	66.7	30.8	70.0	37.5	50.0	0.0
Completely free games	25.5	25.4	100.0	33.3	27.3	24.6	26.3	31.0	6.3	75.0	26.4	0.0	100.0	33.3	30.8	10.0	18.8	50.0	0.0
Other games	2.0	2.0	0.0	0.0	3.6	2.9	0.0	2.3	2.1	0.0	1.9	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0
Do not know/ do not remember	1.3	1.5	0.0	0.0	3.6	1.4	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

- 55.6% of PC gamers plays "Free games but in-game items are required to purchase" on PC, which is the highest rate in types of PC game. However, among the "General consumers/Game players," the rate of "Completely free games" is the highest at 68.6%.
- "Free games but in-game items are required to purchase" is played most by both male and female. The ratio of "Paid game downloads" among males is about 20 points higher than females.

3. Purchasing/Non-purchasing of In-game Items in Free Games

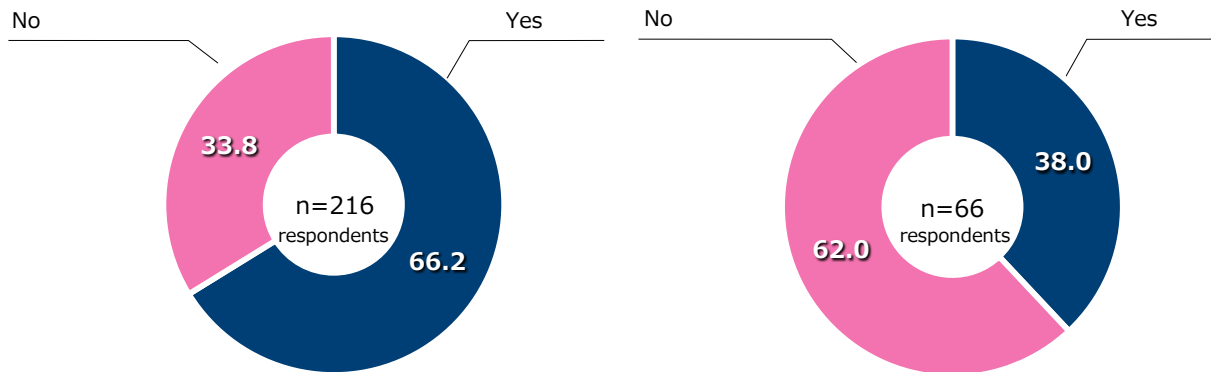
Question

In the last 12 months, have you purchased in-game items for free PC games which charge you for those items ? [Single answer]

■ Comparison with General Consumers

[TOKYO GAME SHOW 2017/ PC game players who play free games with paid in-game items]

[2016: General Consumers/ PC game players who play free games with paid in-game items]



■ Gender and Age

[TOKYO GAME SHOW 2017/ PC game players who play free games with paid in-game items]

(Unit: %)

		Gender and Age																	
		Male								Female									
		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	216	190	0	3	30	42	40	51	23	1	26	0	1	6	4	7	6	2	0
Yes	66.2	63.7	0.0	0.0	50.0	64.3	77.5	66.7	56.5	100.0	84.6	0.0	0.0	66.7	75.0	100.0	100.0	100.0	0.0
No	33.8	36.3	0.0	100.0	50.0	35.7	22.5	33.3	43.5	0.0	15.4	0.0	100.0	33.3	25.0	0.0	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

- 66.2% of PC gamers who play "free games but in-game items are required to purchase" actually purchased in-game items, which is 28.2 points higher than that of "General consumers".
- 63.7% of male purchased. Especially among males age 25 to 29 the ratio is up to 77.5%.

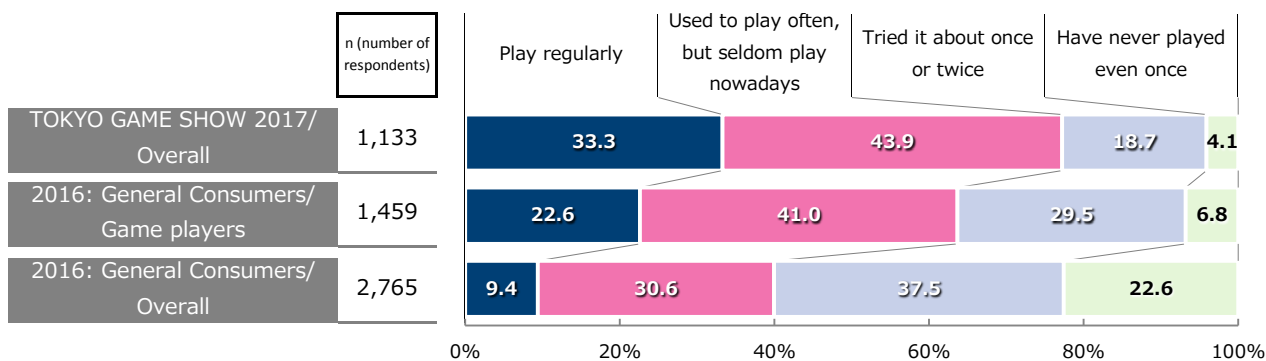
Arcade Game Playing Status

1. Arcade Game Playing Experience

Question

Do you ever play arcade games? [Single answer]

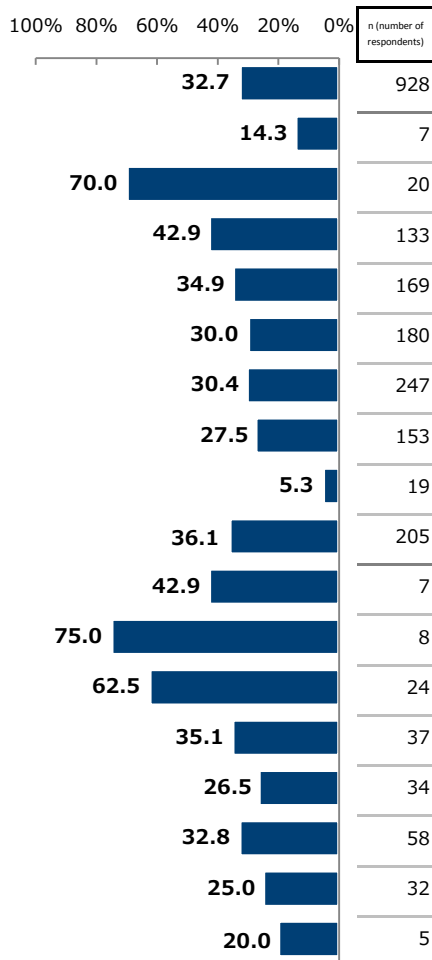
■ Comparison with General Consumers



■ Rate of Regular Game Playing (rate of those who answered "Play regularly") by Gender and Age

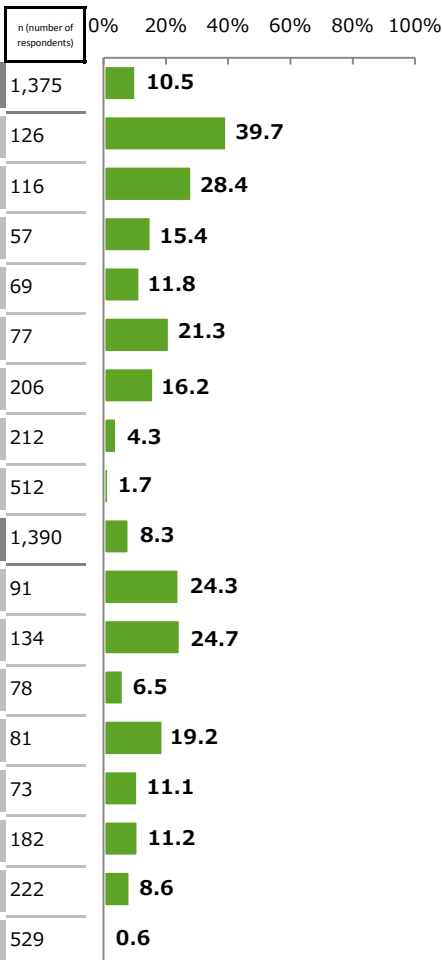
[TOKYO GAME SHOW 2017/ Overall]

n=1,133 respondents



[2016: General Consumers/ Overall]

n=2,765 respondents



- 33.3% of respondents plays arcade games "regularly". 43.9% says that "used to play often but seldom play nowadays" and the ratio is higher than other game platforms.
- 32.7% of male and 36.1% of female play arcade games "regularly". The ratio is high among males age 15 to 19 at 42.9%.

Overlaps among Types of Games

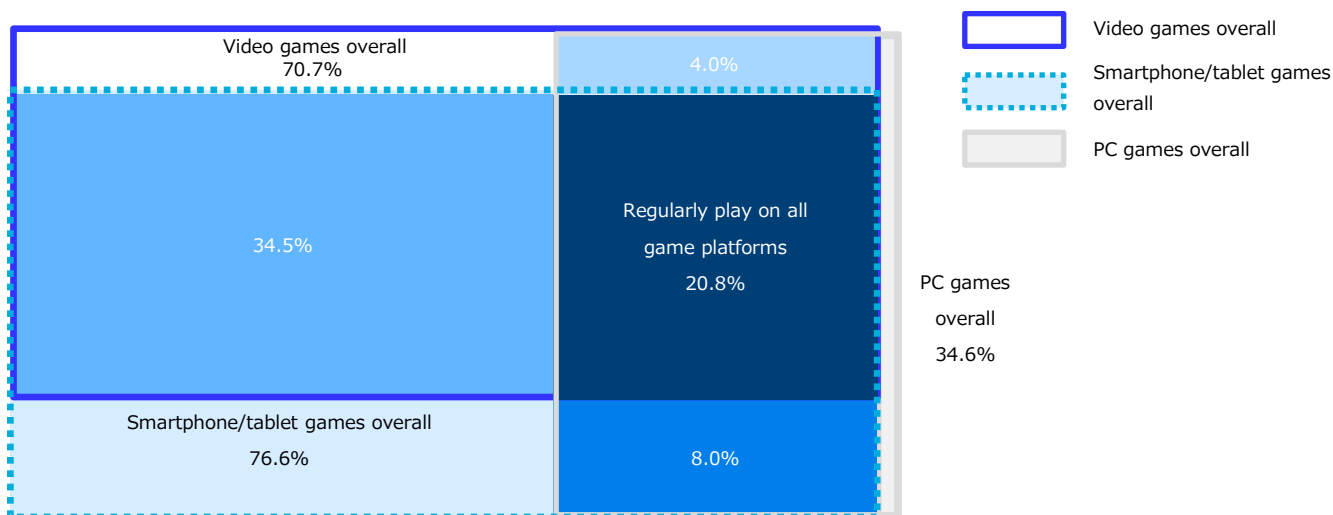
1. Game Platform Overlap Rates by regular game players

The following diagram represents the overlaps in the usage of the three game types ("video games", "smartphone/tablet games" and "PC games") by regular game players (those who answered "play regularly")

■ Comparison with General Consumers

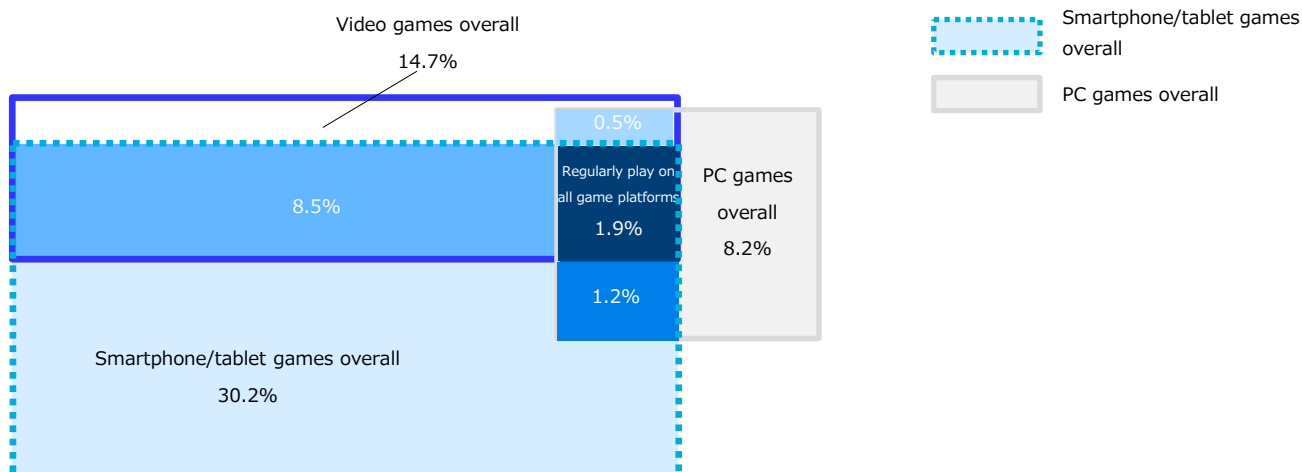
[TOKYO GAME SHOW 2017/ Overall]

n=1,156 respondents



[2016: General Consumers/ Overall]

n=2,765 respondents



* Overlap rate is calculated from the respective numbers of effective responses.

- 20.8% of respondents plays all three types of games regularly (video games, smartphone/tablet games, and PC games) and the ratio is 18.9 points higher than that of "General consumers/overall".
- 34.5% of respondents plays video games and smartphone/tablet games regularly. 4% plays only video games and PC games constantly.

■ Game overlap rate by type of regular game players

[TOKYO GAME SHOW 2017/ Type of regular game players]

(Unit: %)

		video games	smartphone/tablet games	mobile phone games	PC games	arcade games
	n (number of respondents)					
Regular video game players	817	–	78.2	16.5	35.0	36.8
Regular smartphone/tablet game players	885	72.2	–	17.9	37.6	36.5
Regular mobile phone game players	175	77.1	90.3	–	50.9	41.7
Regular PC game players	400	71.5	83.3	22.3	–	40.5
Regular arcade game players	377	79.8	85.7	19.4	43.0	–

*Darker shading indicates a higher ratio.

■ Game overlap rate by type of regular game players

[2016: General Consumers/ Type of regular game players]

(Unit: %)

		video games	smartphone/tablet games	mobile phone games	PC games	arcade games
	n (number of respondents)					
Regular video game players	541	–	70.4	9.1	16.6	33.1
Regular smartphone/tablet game players	1,127	34.3	–	12.4	10.4	20.3
Regular mobile phone game players	282	32.0	89.3	–	12.5	17.5
Regular PC game players	217	30.0	38.4	6.4	–	13.4
Regular arcade game players	349	52.0	65.5	7.9	11.7	–

*Darker shading indicates a higher ratio.

● About 70% of each type of regular game players (smartphone/tablet, mobile phone, PC, and arcade game players) also plays video games regularly. In regard to video game players, 78.2% of them plays smartphone/tablet games.

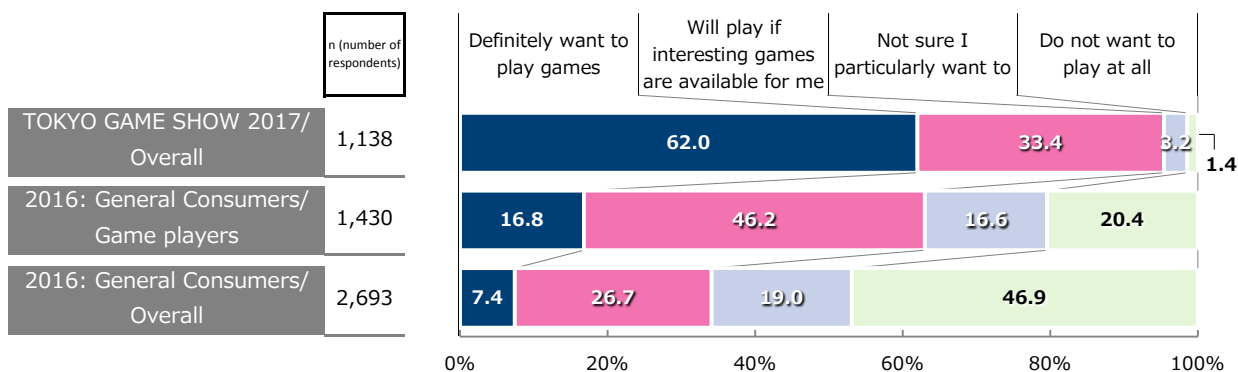
Willingness to Play Games in Future

1. Willingness to Play Video Games

Question

How much would you like to play games on video game consoles? [Single answer]

■ Comparison with General Consumers



■ Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

		Gender and Age																	
		Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,138	927	6	20	132	170	180	247	152	20	211	7	8	24	38	36	58	35	5
Definitely want to play games	62.0	63.0	66.7	70.0	75.8	70.6	65.0	61.9	44.7	40.0	57.8	42.9	50.0	70.8	65.8	61.1	63.8	34.3	40.0
Will play if interesting games are available for me	33.4	32.7	33.3	25.0	22.7	27.1	29.4	34.4	48.0	45.0	36.5	57.1	50.0	25.0	31.6	33.3	32.8	51.4	40.0
Not sure I particularly want to	3.2	3.0	0.0	5.0	0.8	2.4	5.0	2.0	5.3	0.0	3.8	0.0	0.0	4.2	2.6	2.8	1.7	8.6	20.0
Do not want to play at all	1.4	1.3	0.0	0.0	0.8	0.0	0.6	1.6	2.0	15.0	1.9	0.0	0.0	0.0	0.0	2.8	1.7	5.7	0.0

*Darker shading indicates a higher ratio.

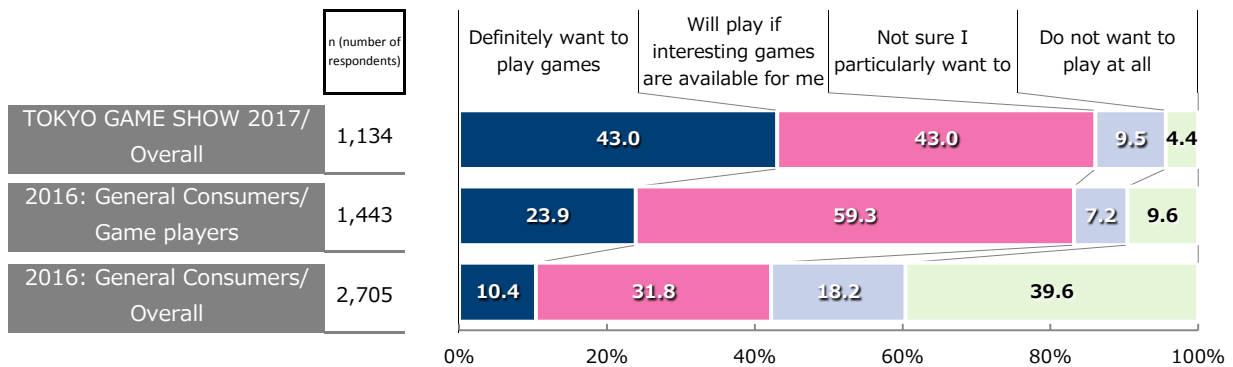
- 62% of respondents would like to play video games in the future and 33.4% would play video games "if interesting games are available for me". In total, 95.4% of them shows some willingness to play video games.
- The ratio of those who will play video games is 45.2 points higher than that of "General consumers/Game players".
- About 60% of both male and female would like to play video games in the future. 75.8% of male age 15 to 19 will play.

2. Willingness to Play Smartphone/Tablet Games

Question

How much would you like to play games on smartphone/tablet? [Single answer]

■ Comparison with General Consumers



■ Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

		TOKYO GAME SHOW 2017/ Overall	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)		1,134	924	6	20	132	168	179	248	151	20	210	7	8	24	38	36	58	35	4
Definitely want to play games		43.0	42.0	16.7	65.0	56.8	46.4	40.2	38.7	33.1	15.0	47.6	42.9	50.0	66.7	63.2	36.1	41.4	37.1	75.0
Will play if interesting games are available for me		43.0	43.2	83.3	35.0	34.1	37.5	44.7	44.0	51.7	60.0	42.4	57.1	50.0	25.0	31.6	52.8	43.1	51.4	25.0
Not sure I particularly want to		9.5	10.0	0.0	0.0	7.6	11.9	10.6	11.7	8.6	5.0	7.6	0.0	0.0	8.3	2.6	8.3	13.8	5.7	0.0
Do not want to play at all		4.4	4.9	0.0	0.0	1.5	4.2	4.5	5.6	6.6	20.0	2.4	0.0	0.0	0.0	2.6	2.8	1.7	5.7	0.0

*Darker shading indicates a higher ratio.

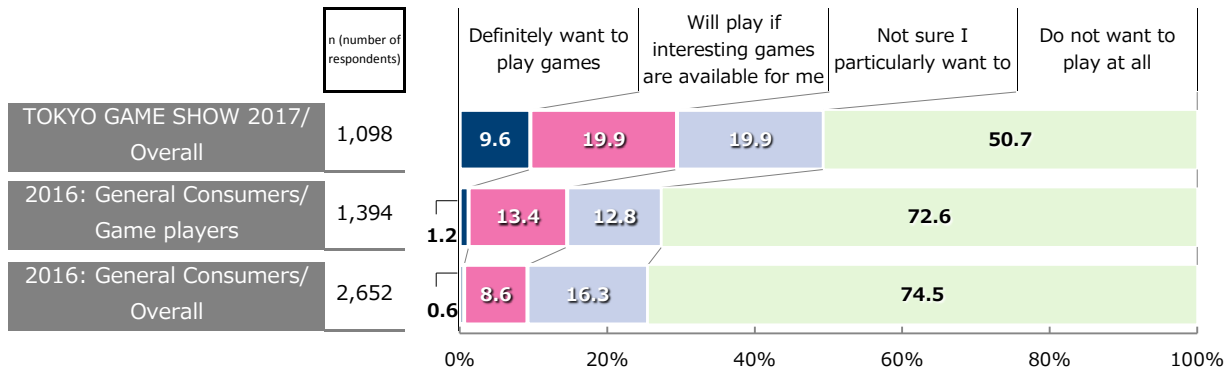
- 43% of respondents would like to play smartphone/tablet games in the future and 43% would play smartphone/tablet games "if interesting games are available for me". In total, 86% shows some willingness to play smartphone/tablet games.
- The ratio of those who will play smartphone/tablet games is 19.1 points higher than that of "General consumers/Game players".
- 42% of male and 47.6% of female would like to play smartphone/tablet games in the future. 63.2% of female age 20 to 24 will play.

3. Willingness to Play Mobile Phone Games

Question

How much would you like to play games on mobile phone(feature phone)? [Single answer]

■ Comparison with General Consumers



■ Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2017/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,098	895	6	19	128	164	174	243	143	18	203	7	8	24	37	33	57	33	4
Definitely want to play games	9.6	9.7	16.7	21.1	16.4	9.8	9.8	7.4	6.3	5.6	8.9	28.6	0.0	8.3	10.8	9.1	10.5	3.0	0.0
Will play if interesting games are available for me	19.9	19.1	16.7	42.1	18.0	16.5	21.8	17.7	18.9	22.2	23.2	42.9	37.5	29.2	13.5	18.2	24.6	27.3	0.0
Not sure I particularly want to	19.9	19.8	0.0	5.3	20.3	20.1	20.7	22.6	16.1	16.7	20.2	0.0	12.5	16.7	21.6	24.2	22.8	18.2	25.0
Do not want to play at all	50.7	51.4	66.7	31.6	45.3	53.7	47.7	52.3	58.7	55.6	47.8	28.6	50.0	45.8	54.1	48.5	42.1	51.5	75.0

*Darker shading indicates a higher ratio.

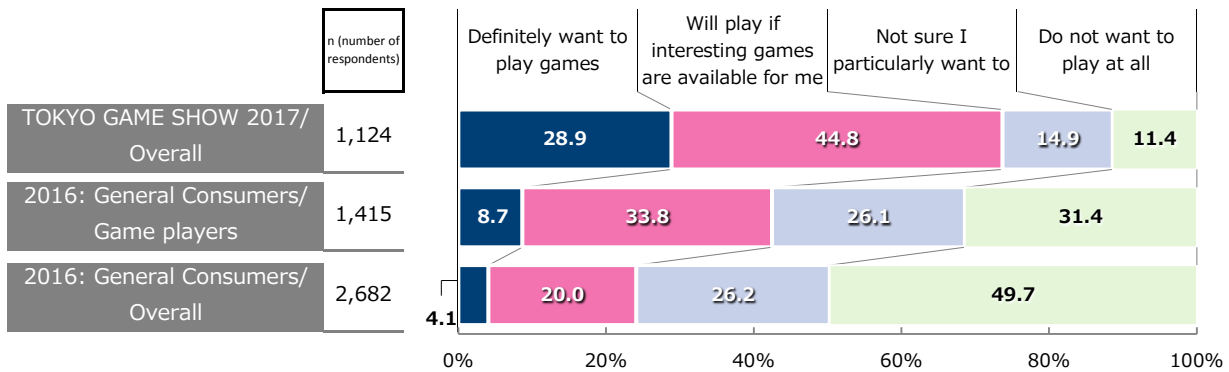
- 9.6% of respondents would like to play mobile phone games in the future and 19.9% would play mobile phone games "if interesting games are available for me". In total, 29.5% shows some willingness to play mobile phone games.
- The ratio of those who will play mobile phone games is 8.4 points higher than that of "General consumers/Game players".
- About 10% of male and of female would like to play mobile phone games in the future. 16.4% of male age 15 to 19 will play.

4. Willingness to Play PC Games

Question

How much would you like to play games on PC(notebook/desktop)? [Single answer]

■ Comparison with General Consumers



■ Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

		TOKYO GAME SHOW 2017/ Overall	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)		1,124	920	7	19	130	169	179	248	149	19	204	7	8	24	37	35	57	33	3
Definitely want to play games		28.9	30.7	14.3	47.4	43.8	37.3	30.2	26.2	20.1	15.8	21.1	14.3	25.0	29.2	35.1	11.4	19.3	15.2	0.0
Will play if interesting games are available for me		44.8	45.4	42.9	36.8	39.2	43.2	50.3	48.4	42.3	57.9	42.2	57.1	50.0	54.2	29.7	48.6	40.4	36.4	66.7
Not sure I particularly want to		14.9	13.5	0.0	15.8	7.7	12.4	10.6	17.3	18.1	5.3	21.1	14.3	12.5	12.5	24.3	22.9	26.3	18.2	0.0
Do not want to play at all		11.4	10.4	42.9	0.0	9.2	7.1	8.9	8.1	19.5	21.1	15.7	14.3	12.5	4.2	10.8	17.1	14.0	30.3	33.3

*Darker shading indicates a higher ratio.

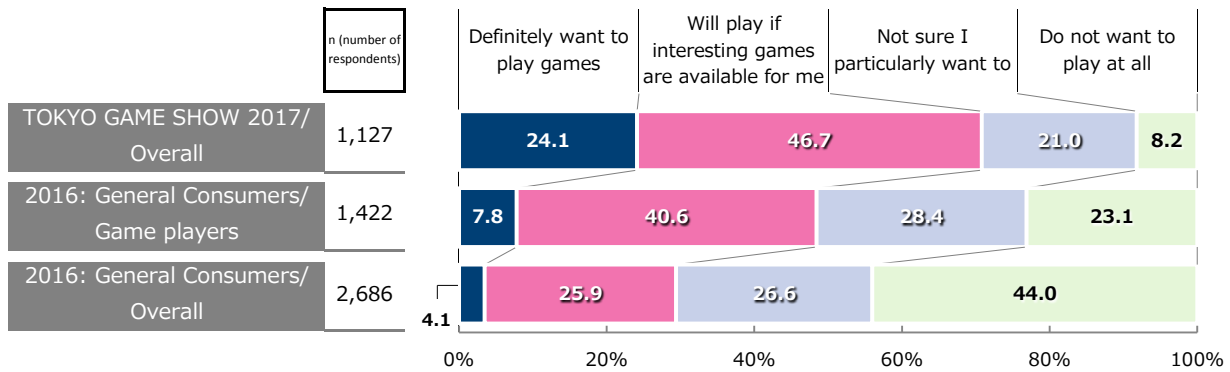
- 28.9% of respondents would like to play PC games in the future and 44.8% would play PC games "if interesting games are available for me". In total, 73.7% shows some willingness to play PC games.
- The ratio of those who will play PC games is 20.2 points higher than that of "General consumers/Game players".
- 30.7% of male and 21.1% of female would like to play PC games in the future. 43.8% of male age 15 to 19 will play.

5. Willingness to Play Arcade Games

Question

How much would you like to play games at arcade? [Single answer]

■ Comparison with General Consumers



■ Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

		TOKYO GAME SHOW 2017/ Overall	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)		1,127	918	6	19	131	169	178	245	151	19	209	7	8	24	38	35	58	34	5
Definitely want to play games		24.1	23.3	16.7	47.4	37.4	25.4	19.1	19.2	19.2	10.5	27.8	28.6	62.5	41.7	31.6	22.9	29.3	11.8	0.0
Will play if interesting games are available for me		46.7	46.7	66.7	42.1	32.1	45.6	51.1	51.8	45.0	63.2	46.4	57.1	37.5	33.3	47.4	48.6	41.4	55.9	80.0
Not sure I particularly want to		21.0	21.8	16.7	10.5	22.1	24.3	19.1	20.0	27.8	10.5	17.7	14.3	0.0	20.8	13.2	22.9	22.4	14.7	0.0
Do not want to play at all		8.2	8.2	0.0	0.0	8.4	4.7	10.7	9.0	7.9	15.8	8.1	0.0	0.0	4.2	7.9	5.7	6.9	17.6	20.0

*Darker shading indicates a higher ratio.

- 24.1% of respondents would like to play arcade games in the future and 46.7% would play arcade games "if interesting games are available for me". In total, 70.8% shows some willingness to play arcade games.
- The ratio of those who will play arcade games is 16.3 points higher than that of "General consumers/Game players".
- 23.3% of male and 27.8% of female would like to play arcade games in the future. 37.4% of male age 15 to 19 and 31.6% of female age 20 to 24 will play.

6. Willingness to Purchase Video Game Consoles

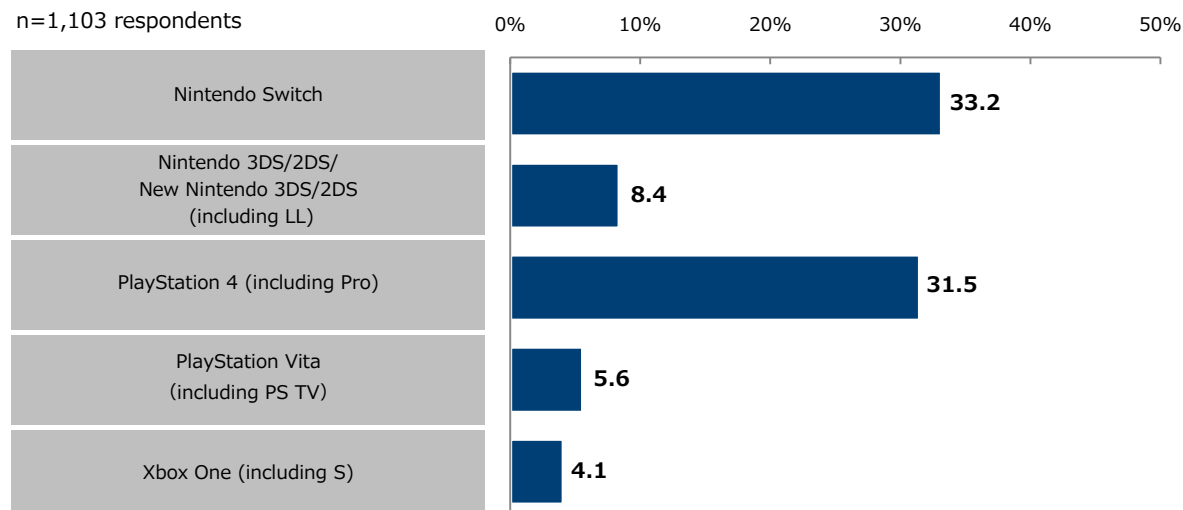
Question

Please select all video game consoles that you (or a co-resident) plan to purchase for your home.

[Multiple answers]

[TOKYO GAME SHOW 2017/ Overall]

n=1,103 respondents



Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2017/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,103	897	7	19	125	158	175	241	151	21	206	8	7	23	37	36	58	32	5
Nintendo Switch	33.2	32.0	14.3	31.6	30.4	31.6	33.1	35.3	29.8	19.0	38.3	50.0	28.6	39.1	32.4	41.7	43.1	34.4	20.0
Nintendo 3DS/2DS/ New Nintendo 3DS/2DS (including LL)	8.4	7.6	14.3	10.5	5.6	7.6	6.9	8.3	6.6	19.0	12.1	0.0	0.0	17.4	18.9	8.3	10.3	12.5	20.0
PlayStation 4 (including Pro)	31.5	32.2	0.0	21.1	29.6	29.1	30.9	34.9	35.8	47.6	28.2	0.0	0.0	30.4	27.0	44.4	25.9	28.1	20.0
PlayStation Vita (including PS TV)	5.6	5.4	0.0	5.3	8.0	5.1	3.4	5.8	4.0	14.3	6.8	0.0	0.0	8.7	10.8	8.3	5.2	6.3	0.0
Xbox One (including S)	4.1	4.8	0.0	5.3	4.8	6.3	5.1	5.8	2.0	0.0	1.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

- Over 30% of respondents plans to purchase "Nintendo Switch" and "PlayStation 4 (including Pro)".
- 32% of male and 38.3% of female are planning to purchase "Nintendo Switch", while 32.2% of male and 28.2% of female will purchase "PlayStation 4 (including Pro)".

7. Game Playing Experience and Willingness to Play

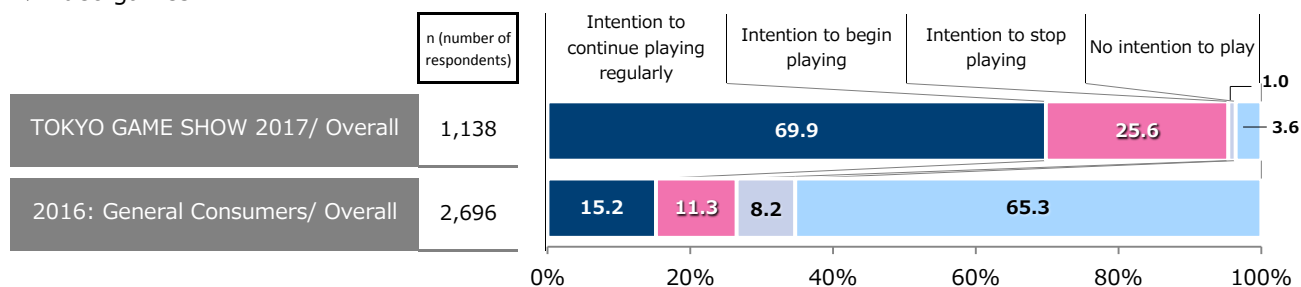


"Game playing experience" was cross-tabulated with "game playing willingness for" each game platform.

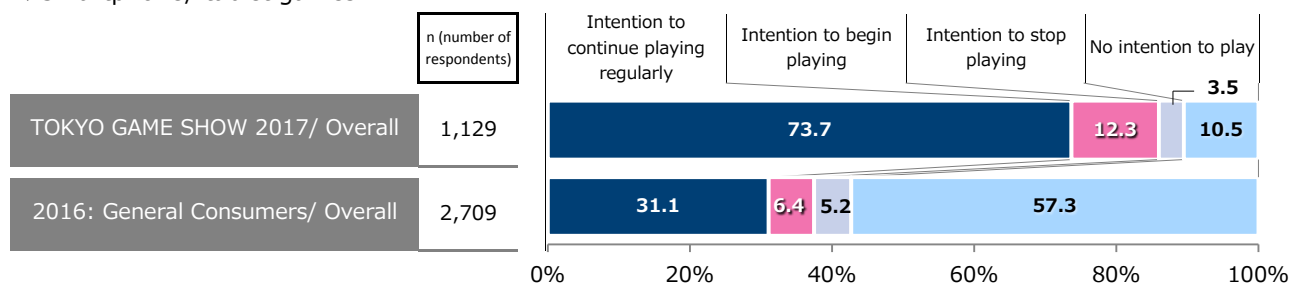
The results are shown below in four categories.

		Gameplay experience			
		Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played even once
Intention to play	Definitely want to play games	Intention to continue playing regularly	Intention to begin playing		
	Will play if interesting games are available for me				
	Not sure I particularly want to	Intention to stop playing	No intention to play		
	Do not want to play at all				

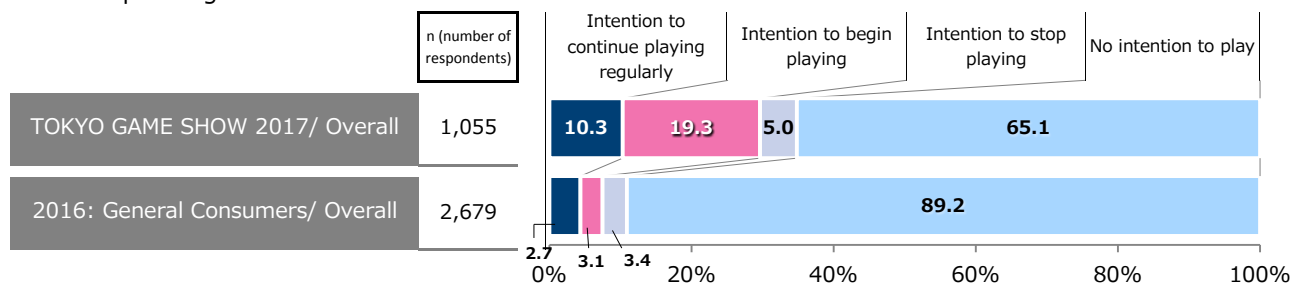
◆ Video games



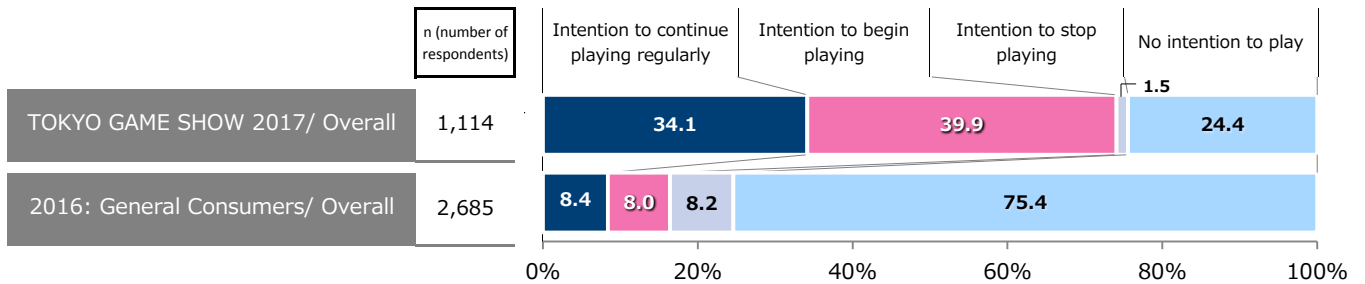
◆ Smartphone/ tablet games



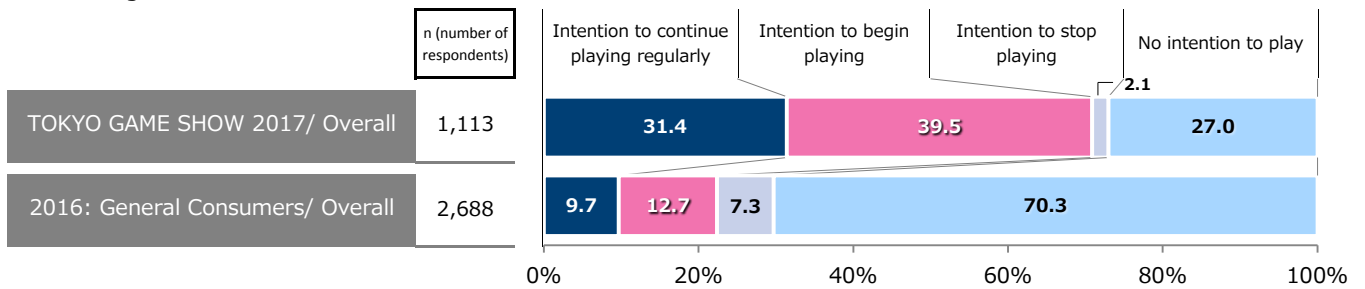
◆ Mobile phone games



◆PC games



◆Arcade games



- 69.9% of respondents who currently play video games on a regular basis would continue to play video games regularly, and the ratio is 54.7 points higher than that of "General consumers/overall".
- 73.7% of respondents who currently play smartphone/tablet games on a regular basis would continue to play smartphone/tablet games regularly, and the ratio is 42.6 points higher than that of "General consumers/overall".
- 10.3% of respondents who currently play mobile games on a regular basis would continue to play mobile games regularly, and the ratio is 7.6 points higher than that of "General consumers/overall".
- 34.1% of respondents who currently play PC games on a regular basis would continue to play PC games regularly, and the ratio is 25.7 points higher than that of "General consumers/overall".
- 31.4% of respondents who currently play arcade games on a regular basis would continue to play arcade games regularly, and the ratio is 21.7 points higher than that of "General consumers/overall".

8. Game Platform Overlap Rates by Willing Game Players

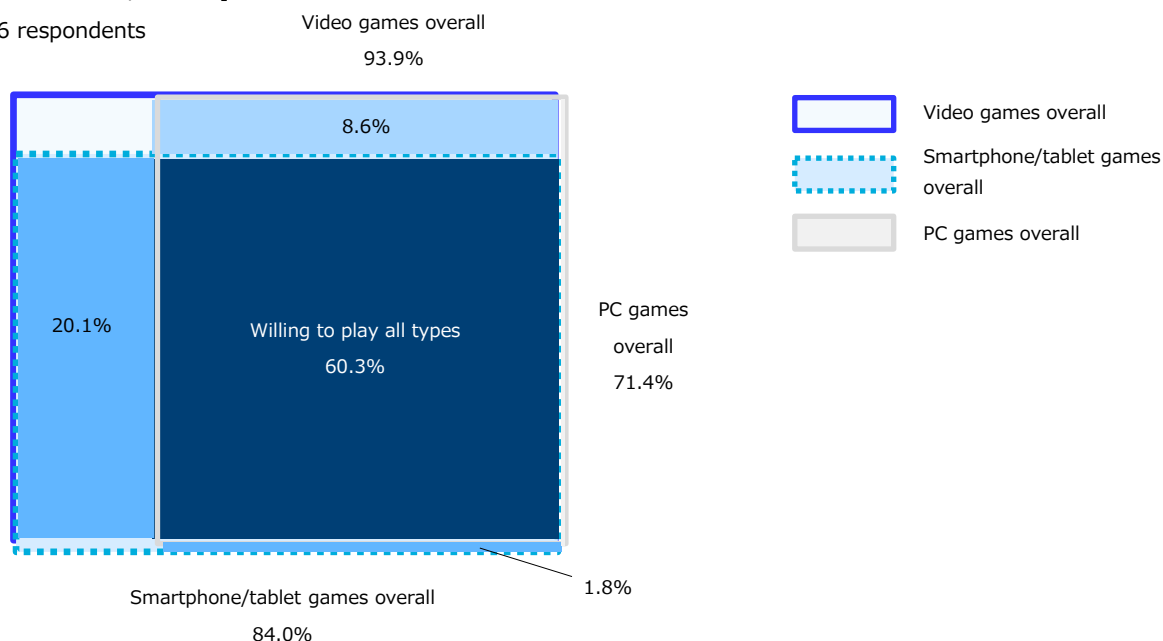


The following diagram represents the overlaps in the three game types ("video games," "smartphone/tablet games" and "PC games") as selected by willing game players (those who answered "Definitely want to play games" or "Will play if interesting games are available for me.")

■ Comparison with General Consumers

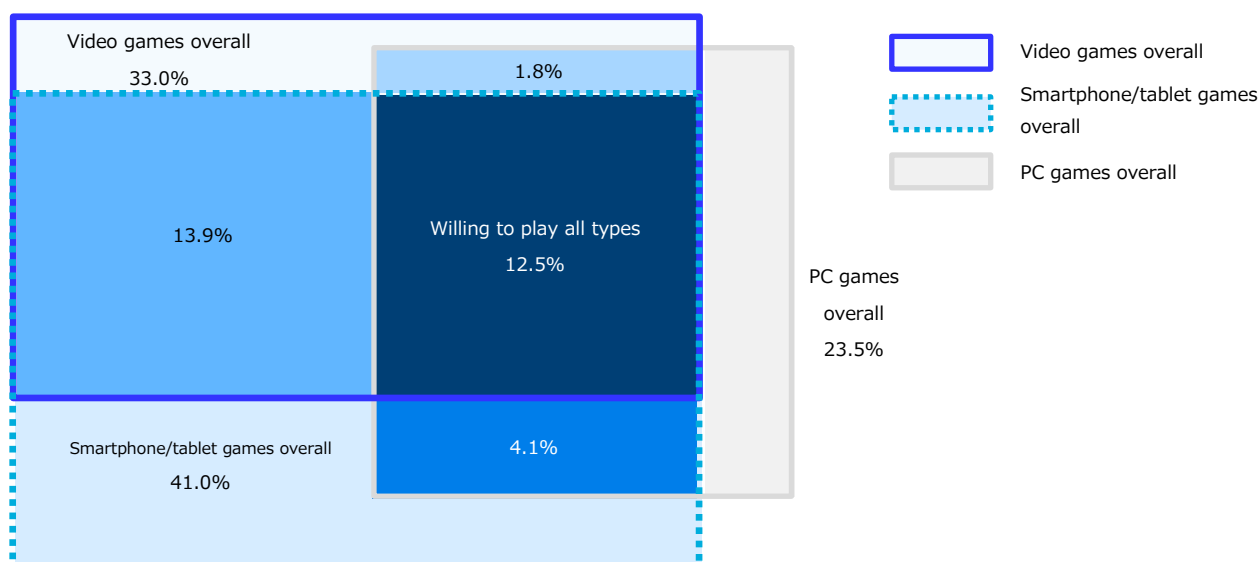
[TOKYO GAME SHOW 2017/ Overall]

n=1,156 respondents



[2016: General Consumers/ Overall]

n=2,765 respondents



* Overlap rate is calculated from the respective numbers of effective responses.

- 60.3% of those who have intention to play any of the following types of game (video games, PC games, and/or smartphone/tablet games) in the future, would like to play all three types. The ratio is 47.8 points higher than that of "General consumers/overall".
- 20.1% of them wants to play only video games and smartphone/tablet games and 8.6% wants to play video games and PC games.

■ Gameplay Willingness Rates by Willing Game Players of each game platform *

[TOKYO GAME SHOW 2017/ Regular game players of each game platform]

(Unit: %)

		video games	smartphone/tablet games	mobile phone games	PC games	arcade games
	n (number of respondents)					
Willing players of video games	1,086	–	85.5	27.8	73.3	71.2
Willing players of smartphone/tablet games	971	95.7	–	30.7	73.9	71.5
Willing players of mobile phone games	313	96.5	95.2	–	85.3	83.4
Willing players of PC games	825	96.5	87.0	32.4	–	74.3
Willing players of arcade games	790	97.8	87.8	33.0	77.6	–

*Darker shading indicates a higher ratio.

[2016: General Consumers/ Regular game players of each game platform]

(Unit: %)

		video games	smartphone/tablet games	mobile phone games	PC games	arcade games
	n (number of respondents)					
Willing players of video games	1,205	–	80.0	16.9	43.4	57.5
Willing players of smartphone/tablet games	1,489	64.4	–	19.1	40.5	50.6
Willing players of mobile phone games	340	63.5	89.1	–	65.8	63.7
Willing players of PC games	719	60.9	70.7	24.6	–	50.2
Willing players of arcade games	976	66.7	73.0	19.7	41.5	–

*Darker shading indicates a higher ratio.

* Willingness rate is based on the sum of "Definitely want to play games" and "Will play if interesting games are available for me."

- 85.5% of those who want to play video games in the future (willing players of video games) also wants to play smartphone/tablet games. Over 70% of them wants to play PC games and arcade games.
- Over 95% of each of the following willing players of smartphone/tablet games, mobile phone games, PC games, and arcade games also intends to play video games.

The Situation regarding TOKYO GAME SHOW 2017

1. Information Sources

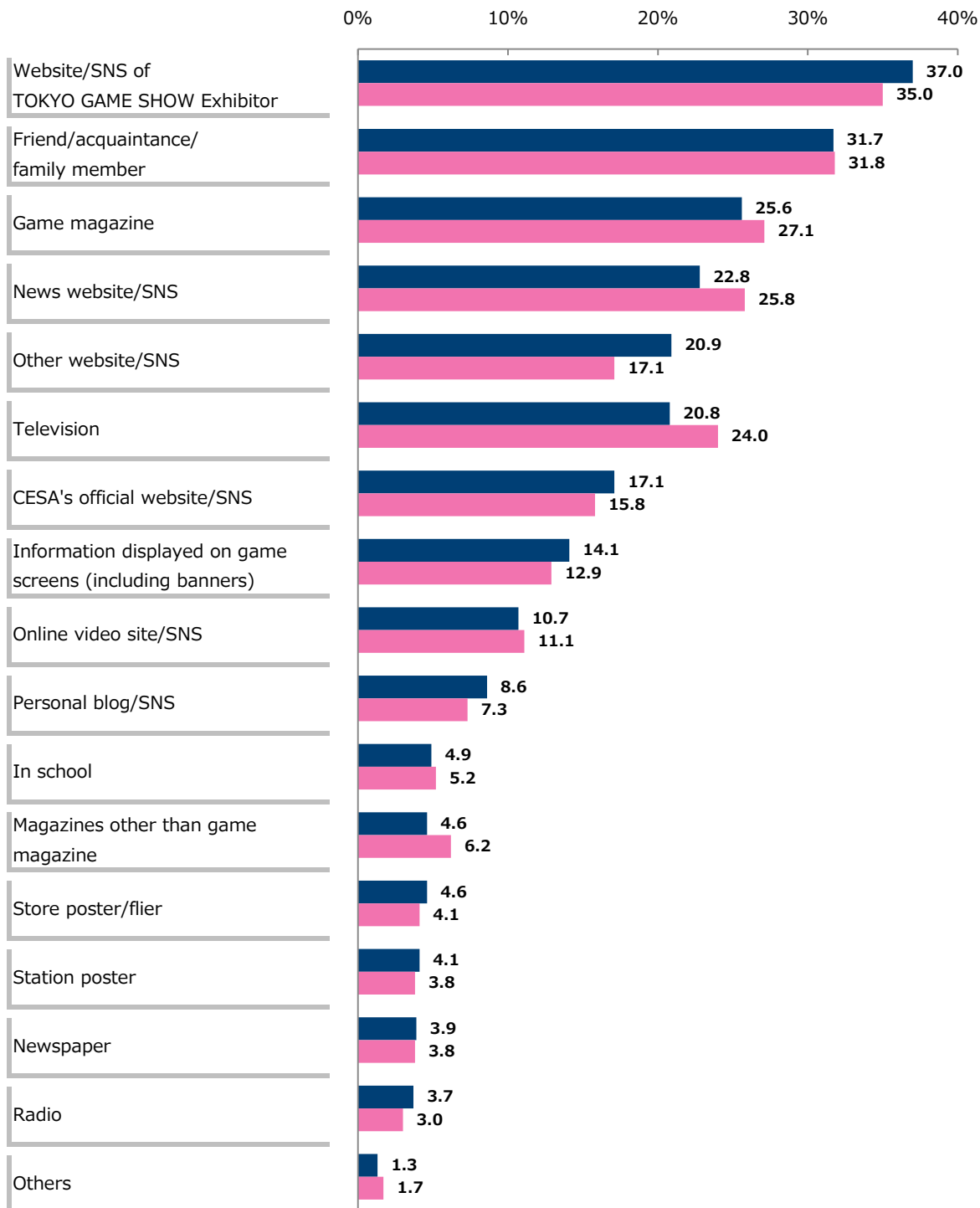
Question

Where did you see or hear about the TOKYO GAME SHOW 2017? Please choose the sources of information you have seen or heard about the TOKYO GAME SHOW 2017. [Multiple answers]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]

TOKYO GAME SHOW 2017/ Overall (n=1,142 respondents)
TOKYO GAME SHOW 2016/ Overall (n=1,146 respondents)



■ Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2017/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,142	931	6	20	133	170	177	250	154	21	211	8	8	25	38	34	58	35	5
Website/SNS of TOKYO GAME SHOW Exhibitor	37.0	36.3	0.0	35.0	34.6	42.4	32.2	38.8	35.7	19.0	39.8	25.0	25.0	28.0	39.5	52.9	53.4	20.0	40.0
Friend/acquaintance/ family member	31.7	30.8	66.7	60.0	49.6	41.2	29.4	22.0	17.5	4.8	35.5	75.0	75.0	44.0	39.5	26.5	22.4	42.9	0.0
Game magazine	25.6	27.1	16.7	20.0	21.8	25.9	26.0	32.0	27.3	28.6	19.0	0.0	12.5	16.0	15.8	20.6	32.8	5.7	20.0
News website/SNS	22.8	24.7	0.0	10.0	17.3	25.9	32.8	26.0	22.1	19.0	14.2	0.0	0.0	8.0	18.4	26.5	15.5	5.7	20.0
Other website/SNS	20.9	20.2	0.0	5.0	19.5	20.6	20.3	21.6	22.1	9.5	24.2	0.0	0.0	20.0	18.4	29.4	29.3	31.4	20.0
Television	20.8	20.7	33.3	25.0	23.3	20.0	19.2	16.4	24.7	38.1	20.9	0.0	25.0	32.0	13.2	20.6	24.1	14.3	60.0
CESA's official website/SNS	17.1	18.4	0.0	10.0	10.5	14.7	19.2	23.6	21.4	19.0	11.4	0.0	0.0	24.0	0.0	23.5	13.8	5.7	0.0
Information displayed on game screens (including banners)	14.1	14.3	0.0	10.0	18.8	18.2	16.9	12.8	7.1	9.5	13.3	0.0	12.5	20.0	10.5	11.8	17.2	11.4	0.0
Online video site/SNS	10.7	11.8	0.0	25.0	18.8	12.9	14.7	7.6	8.4	0.0	5.7	0.0	0.0	4.0	5.3	8.8	6.9	2.9	20.0
Personal blog/SNS	8.6	9.5	16.7	10.0	9.0	10.0	8.5	9.6	9.7	9.5	4.7	0.0	0.0	4.0	0.0	11.8	3.4	5.7	20.0
In school	4.9	5.3	0.0	10.0	18.0	8.2	4.0	0.0	1.3	0.0	3.3	0.0	0.0	16.0	5.3	0.0	0.0	2.9	0.0
Magazines other than game magazine	4.6	5.3	0.0	0.0	4.5	2.9	5.6	6.8	4.5	19.0	1.4	0.0	12.5	0.0	2.6	2.9	0.0	0.0	0.0
Store poster/flier	4.6	4.6	0.0	0.0	4.5	4.7	3.4	6.0	3.2	14.3	4.3	12.5	12.5	4.0	2.6	5.9	5.2	0.0	0.0
Station poster	4.1	4.5	0.0	5.0	6.0	3.5	4.5	4.4	3.9	9.5	2.4	0.0	12.5	0.0	2.6	2.9	1.7	2.9	0.0
Newspaper	3.9	4.6	0.0	5.0	2.3	5.3	4.5	4.0	5.8	14.3	0.9	0.0	0.0	4.0	0.0	0.0	1.7	0.0	0.0
Radio	3.7	4.0	0.0	0.0	3.0	1.8	3.4	4.8	5.8	14.3	2.4	0.0	12.5	4.0	0.0	0.0	3.4	2.9	0.0
Others	1.3	1.2	0.0	5.0	1.5	0.0	1.7	0.4	1.9	4.8	1.9	0.0	0.0	4.0	0.0	2.9	3.4	0.0	0.0

*Darker shading indicates a higher ratio.

- The information source respondents saw or heard most about TOKYO GAME SHOW 2017 is "Website/SNS of TOKYO GAME SHOW Exhibitor" (37%). It is followed by "Friend/acquaintance/family member" (31.7%), "Game magazine" (25.6%), "News website/SNS" (22.8%), "Other websites/SNS" (20.9%), and "Television" (20.8%).
- The following information sources have ratios by age and gender that are more than 10 points higher than the overall average: "Friend/acquaintance/family member" among males age 15 to 19 (49.6%) and females age 40 to 49 (42.9%), "News website/SNS" among males age 25 to 29 (32.8%), "Website/SNS of TOKYO GAME SHOW Exhibitor" among females age 25 to 29 (52.9%) and age 30 to 39 (53.4%), "Other websites/SNS" among females age 40 to 49 (31.4%), and "In School" among males age 15 to 19 (18%).

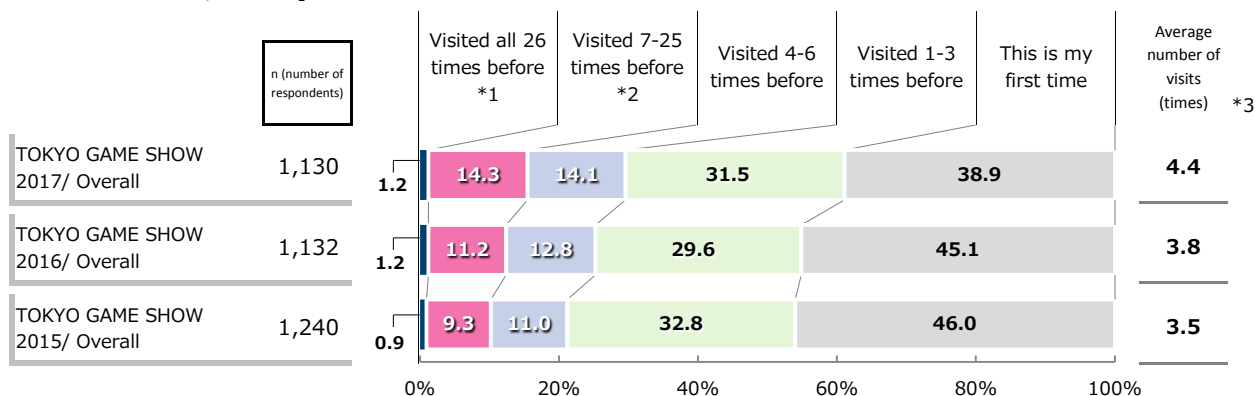
2. Number of Visits

Question

The TOKYO GAME SHOW has been held 26 times (summer 1996, spring and autumn 1997-2001, autumn 2002-2016). How many times have you been this show so far? [Single answer]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2017/ Overall]

[TOKYO GAME SHOW 2017/ Overall]			(Unit: %)					
		n (number of respondents)	Visited all 26 times before	Visited 7-25 times before	Visited 4-6 times before	Visited 1-3 times before	This is my first time	Average number of visits (times)
TOKYO GAME SHOW 2017/ Overall		1,130	1.2	14.3	14.1	31.5	38.9	4.4
Gender and Age	Male	924	1.3	15.5	13.6	32.1	37.4	4.6
	3 to 9	8	0.0	0.0	0.0	62.5	37.5	2.1
	10 to 14	20	0.0	0.0	5.0	40.0	55.0	1.8
	15 to 19	132	0.0	2.3	6.1	29.5	62.1	2.0
	20 to 24	170	0.0	2.9	8.8	40.6	47.6	2.4
	25 to 29	181	0.0	9.4	17.7	30.9	42.0	3.5
	30 to 39	243	1.2	29.6	15.6	28.8	24.7	6.6
	40 to 49	151	4.6	28.5	19.2	28.5	19.2	7.9
	50 or older	19	10.5	15.8	15.8	36.8	21.1	7.8
	Female	206	0.5	9.2	16.0	28.6	45.6	3.5
	3 to 9	7	0.0	0.0	0.0	57.1	42.9	2.1
	10 to 14	8	0.0	12.5	12.5	37.5	37.5	3.0
	15 to 19	25	0.0	4.0	8.0	20.0	68.0	2.1
	20 to 24	38	0.0	5.3	0.0	39.5	55.3	2.3
	25 to 29	34	0.0	5.9	26.5	29.4	38.2	3.4
	30 to 39	57	0.0	12.3	31.6	22.8	33.3	4.5
	40 to 49	33	3.0	18.2	6.1	27.3	45.5	4.7
	50 or older	4	0.0	0.0	25.0	0.0	75.0	2.5
	*	Heavy gamer	774	0.8	14.7	15.0	30.9	38.6
Middle gamer		247	2.0	14.2	13.0	30.0	40.9	4.4
Light gamer		55	3.6	16.4	12.7	30.9	36.4	4.9
Casual gamer		19	0.0	0.0	10.5	52.6	36.8	2.4
Non-gamer		20	0.0	20.0	10.0	35.0	35.0	4.7

*1 GUESS

*Darker shading indicates a higher ratio.

*2 The column heading "Visited all 26 times before" appears in the TOKYO GAME SHOW 2016 Visitors' Survey as "Visited all 25 times before" and in the TOKYO GAME SHOW 2015 Visitors' Survey as "Visited all 24 times before."

*3 The column heading "Visited 7-25 times before" appears in the TOKYO GAME SHOW 2016 Visitors' Survey as "Visited 7-24 times before" and in the TOKYO GAME SHOW 2015 Visitors' Survey as "Visited 7-23 times before."

*4 The average number of visits includes the 2017 visit.

- 61.1% of respondents has visited TOKYO GAME SHOW before (respondents who have visited "1 to 3" or "4 to 6" or "7 to 25" or "26" times) and the ratio is 6.2 points higher than the previous year. The average number of visits is 4.4 times.
- Males have visited 4.6 times on average, while female's average number of visits is 3.5.
- Heavy gamer in GUESS has visited 4.5 times and Light gamer visited 4.9 times.

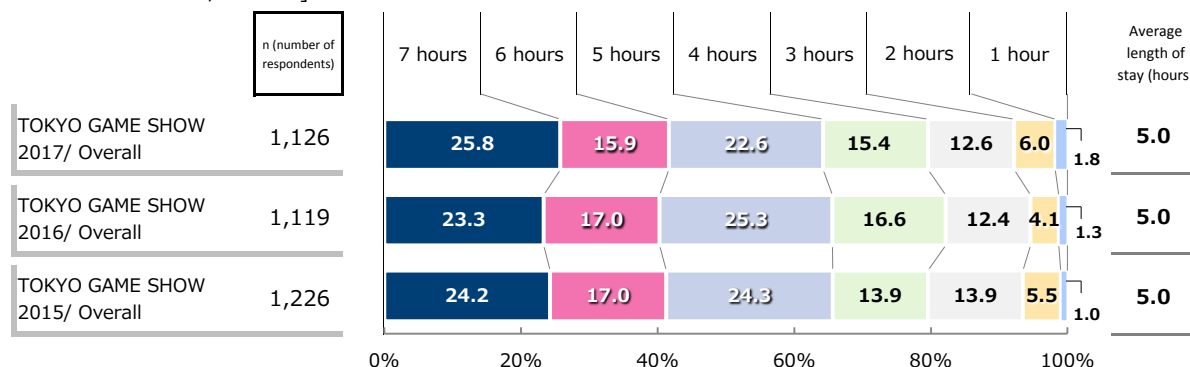
3. Planned Length of Stay

Question

For today's TOKYO GAME SHOW 2017, how many hours do you plan to stay in total? [Numeric answer]

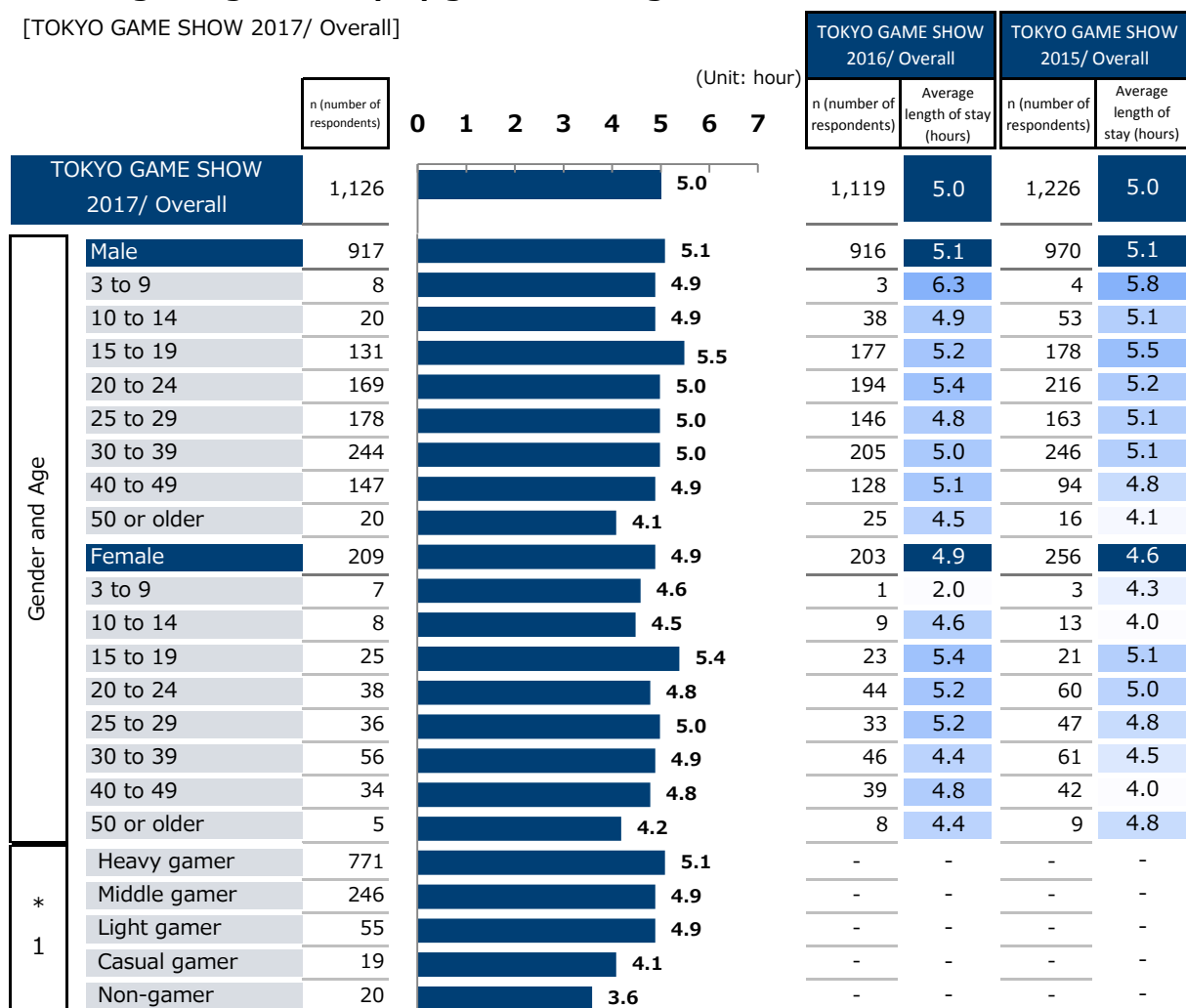
Time Series Comparison

[TOKYO GAME SHOW / Overall]



Average length of stay by gender and age/ GUESS

[TOKYO GAME SHOW 2017/ Overall]



*1 GUESS

*2 "GUESS" was utilized for the TOKYO GAME SHOW survey in 2017.

*Darker shading indicates a higher ratio.

※2

- 25.8% of respondents plans to stay "7 hours" and 22.6% stays "5 hours". The average length of stay is 5.0 hours, which is same as year 2015 and 2016.
- Males stay 5.1 hours and females stay 4.9 hours on average. The average length of stay for males age 15 to 19 is 5.5 hours.
- Heavy gamer in GUESS plans to stay 5.1 hours on average.

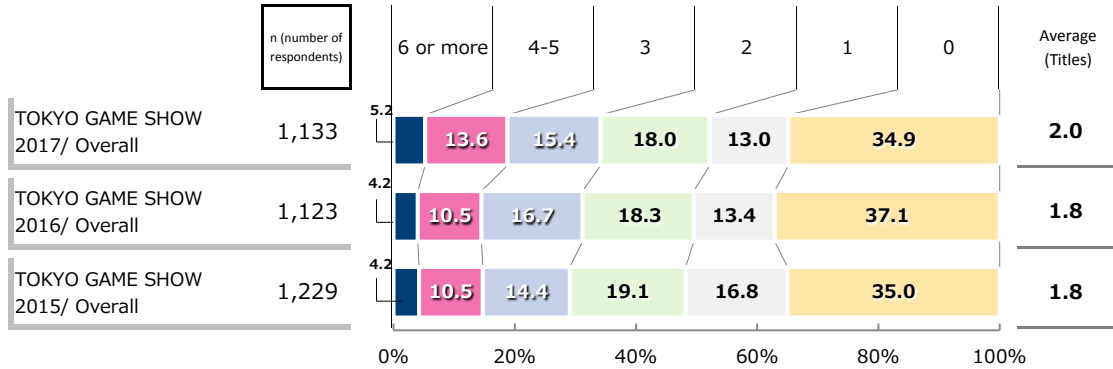
4. Number of Titles Visitors Planned to Sample

Question

For today's TOKYO GAME SHOW 2017, how many game titles do you plan to play in total? [Numeric answer]

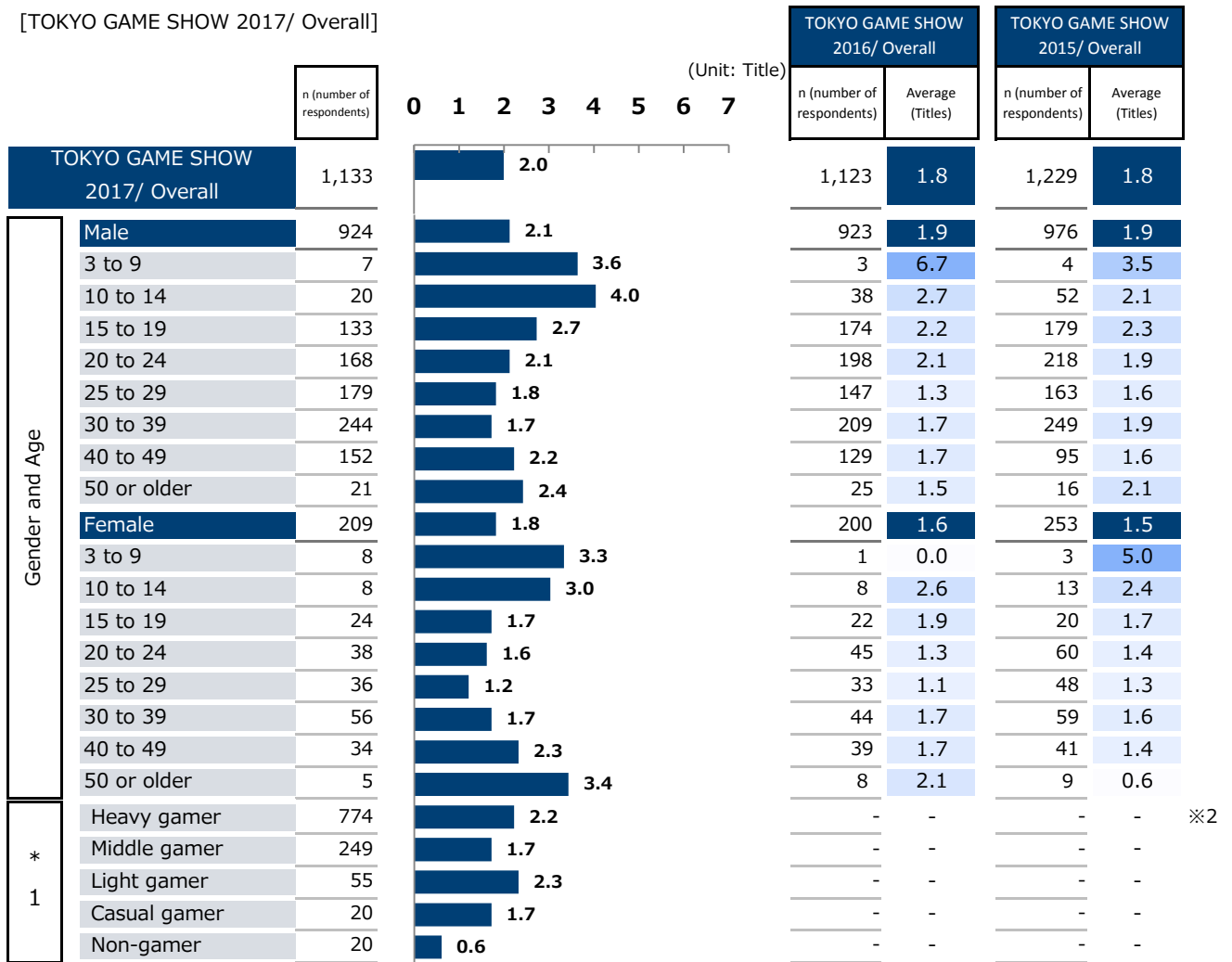
Time Series Comparison

[TOKYO GAME SHOW / Overall]



Average number of titles visitors planned to sample by gender and age/GUESS

[TOKYO GAME SHOW 2017/ Overall]



*1 GUESS

*2 "GUESS" was utilized for the TOKYO GAME SHOW survey in 2017.

*Darker shading indicates a higher ratio.

- 65.1% of respondents plans to sample more than 1 title (a total of "1" to "more than 6"). Among them 13% would sample "1 title", 18% says "2 titles", and 15.4% says "3 titles". The average number of sampling is 2 titles.
- Male's average number of sampling is 2.1 titles and female's is 1.8. For males age 15 to 19, they will sample 2.7 titles.
- Heavy gamer in GUESS plans to sample 2.2 titles and Light gamer samples 2.3 titles on average.

5. Favorite Developer/Publisher Booths

Question

Out of the developers/publishers that have exhibited at today's TOKYO GAME SHOW 2017, which booth did you like the best? Please write down the name of the company. [Open-ended answer]

[TOKYO GAME SHOW 2017/ Overall]

(n=982 respondents)

Rank	Names of Company Booths *1	Number of persons *2	TOKYO GAME SHOW 2016/Overall (n=989 respondents)		TOKYO GAME SHOW 2015/Overall (n=1,106 respondents)	
			Number of persons	Rank	Number of persons	Rank
1	CAPCOM	184	169	(2)	159	(1)
2	SEGA Games	180	142	(4)	138	(2)
3	SQUARE ENIX	152	158	(3)	115	(4)
4	Sony Interactive Entertainment	103	186	(1)	125	(3)
5	KONAMI	90	44	(6)	69	(8)
6	BANDAI NAMCO Entertainment	74	86	(5)	106	(5)
7	KOEI TECMO GAMES	49	31	(7)	35	(10)
8	Wargaming Japan	31	21	(10)	21	(12)
9	DMM GAMES	30	22	(9)	77	(6)
10	Nihon Falcom (KONAMI booth)	17	6	(17)	16	(14)
	Bushiroad	17	25	(8)	28	(11)
12	D3 PUBLISHER	9	9	(14)	-	-
13	ATLUS (SEGA Games booth)	8	16	(13)	13	(15)
14	KLabGames	6	-	-	-	-
	5pb. (SEGA Games booth)	6	-	-	-	-
16	ASOBIMO	4	3	(19)	2	(24)
	INTI CREATES	4	-	-	-	-
18	coly	3	-	-	-	-
	Twitch	3	3	(19)	-	-
	Hokkaido Information University	3	-	-	-	-
	Dell	3	-	-	-	-
22	Voltage	2	6	(16)	5	(18)
	Flyhigh Works	2	-	-	-	-
	6waves	2	-	-	-	-

*1 When a product name is given instead of a company booth name, it is counted as an answer for the corresponding company booth.

e.g.) "MONSTER HUNTER"→"CAPCOM","PS4"→"Sony Interactive Entertainment" etc.

*2 Booths are listed if 2 or more people indicate them as their favorite.

■Order of Preference by Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: person)

	1st Place	2nd Place	3rd Place	4th Place	5th Place
SHOW 2017/ Overall	CAPCOM	SEGA Games	SQUARE ENIX	Sony Interactive Entertainment	KONAMI
(n=982)	184	180	152	103	90
Male	CAPCOM	SEGA Games	SQUARE ENIX	Sony Interactive Entertainment	KONAMI
805	158	151	108	89	81
3 to 9	CAPCOM	SQUARE ENIX	Sony Interactive Entertainment	DMM GAMES	KLabGames
5	1				
10 to 14	CAPCOM	SQUARE ENIX	Sony Interactive Entertainment	SEGA Games	BANDAI NAMCO Entertainment
16	3			2	
15 to 19	CAPCOM	SEGA Games	SQUARE ENIX	Sony Interactive Entertainment	※ 1
114	25	21	17	11	8
20 to 24	CAPCOM	SEGA Games	KONAMI	Sony Interactive Entertainment	BANDAI NAMCO Entertainment
145	28	26	20	18	12
25 to 29	CAPCOM	SEGA Games	KONAMI	SQUARE ENIX	Sony Interactive Entertainment
154	32	28	18	17	15
30 to 39	SEGA Games	CAPCOM	SQUARE ENIX	KONAMI	Sony Interactive Entertainment
220	46	45	39	21	18
40 to 49	CAPCOM	SEGA Games	Sony Interactive Entertainment	SQUARE ENIX	BANDAI NAMCO Entertainment
136	23		21	19	16
50 or older	SEGA Games	SQUARE ENIX	Sony Interactive Entertainment	KONAMI	BANDAI NAMCO Entertainment
15	5	2			
Female	SQUARE ENIX	SEGA Games	CAPCOM	Sony Interactive Entertainment	DMM GAMES
177	44	29	26	14	
3 to 9	BANDAI NAMCO Entertainment	SQUARE ENIX			
6	4	2			
10 to 14	SQUARE ENIX	KONAMI	DMM GAMES		
6	3	2	1		
15 to 19	SEGA Games	SQUARE ENIX	DMM GAMES	CAPCOM	Sony Interactive Entertainment
21	5		3	2	
20 to 24	SEGA Games	CAPCOM	KOEI TECMO GAMES	SQUARE ENIX	DMM GAMES
35	7	5		4	3
25 to 29	CAPCOM	SQUARE ENIX	SEGA Games	Sony Interactive Entertainment	KOEI TECMO GAMES
31	5		4		3
30 to 39	SQUARE ENIX	CAPCOM	SEGA Games	Sony Interactive Entertainment	DMM GAMES
51	17	8	7	5	4
40 to 49	SQUARE ENIX	SEGA Games	CAPCOM	BANDAI NAMCO Entertainment	※ 2
24	8	5	4	3	1
50 or older	CAPCOM	SEGA Games			
3	2	1			

*1: Joint 5th place: KONAMI, Wargaming Japan

*2: Joint 5th place: Sony Interactive Entertainment, KONAMI, DMM GAMES, Bushiroad

- The best booth chosen by respondents is "CAPCOM" (n=184/ 2nd place last year). The second best booth is "SEGA Games" (n=180/ 4th place last year). "SQUARE ENIX" takes 3rd place (n=152/ 3rd place last year). "Sony Interactive Entertainment" is in 4th place (n=103/ 1st place last year) and "KONAMI" is in 5th place (n=90/ 6th place last year).
- The most popular booth among males is "CAPCOM", while females choose "SQUARE ENIX". "DMM GAMES" becomes the 4th best booth among females. "KOEI TECMO GAMES" is popular among females age 20 to 29.



6. Areas Respondents Visited or Intended to Visit



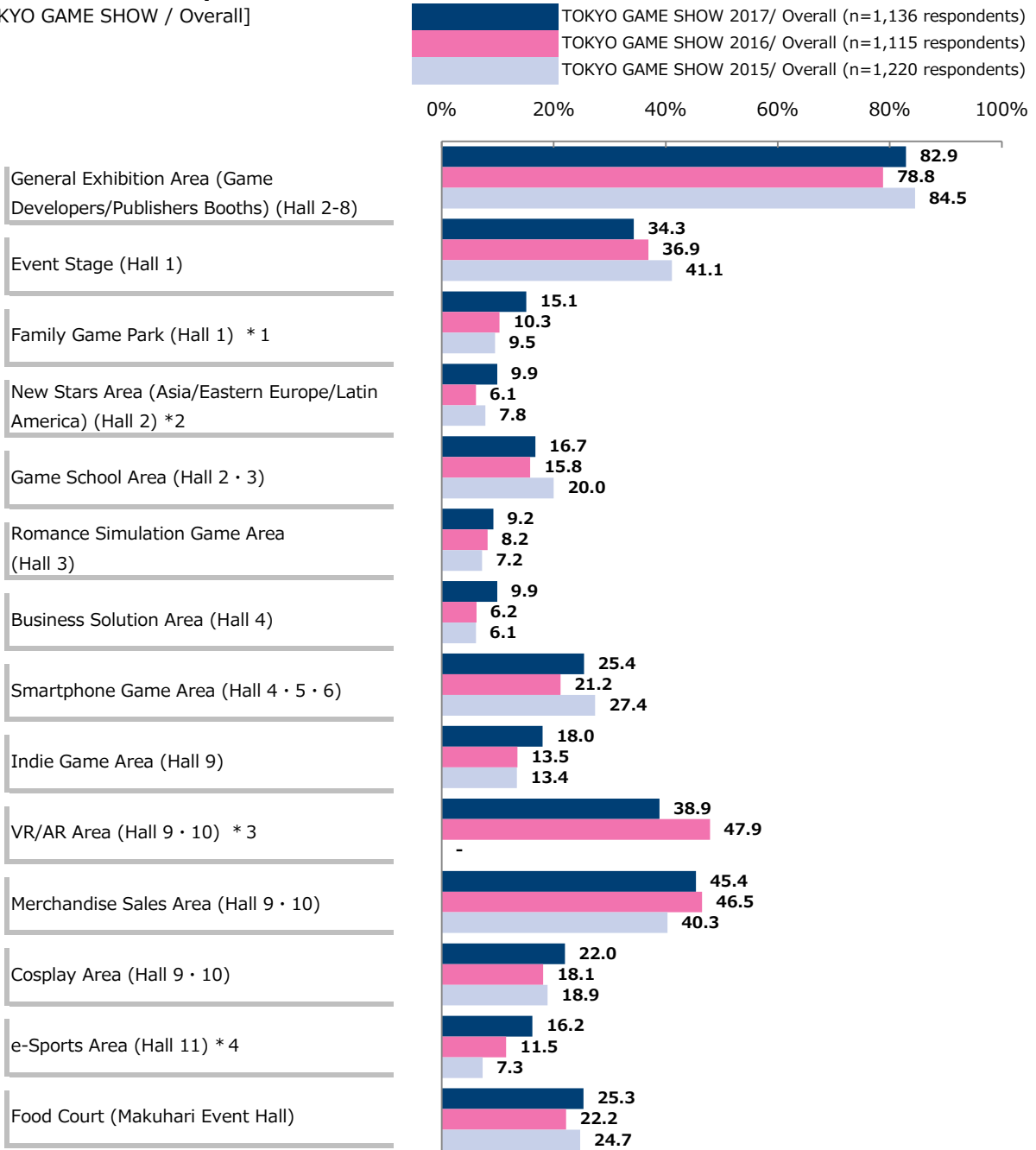
Question

The booths at the TOKYO GAME SHOW 2017 are broadly divided into the following areas.

Please tell us which of these you have been to and/or will definitely go to. [Multiple answers]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



*1 The Family Game Park was called the "Family Area" in TOKYO GAME SHOW 2015.

*2 New Stars Area (Asia/Eastern Europe/Latin America) was called "International Pavilion /Asia New Stars Area" in TOKYO GAME SHOW 2015.

*3 "VR/AR Area" is newly added from the TOKYO GAME SHOW 2016 survey. VR/AR Area was called "VR Area" in TOKYO GAME SHOW 2016.

*4 e-Sports Area was called "The Cyber Games Asia (e-SPORTS Competition)" in TOKYO GAME SHOW 2015.

■ Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2017/ Overall	Gender and Age																			
		Male										Female									
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9		10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	1,136	928	6	20	130	171	182	246	152	21	208	6	8	25	37	36	57	34	5		
General Exhibition Area (Game Developers/Publishers Booths) (Hall 2-8)	82.9	84.4	66.7	70.0	80.8	86.0	86.3	87.0	82.2	81.0	76.4	66.7	75.0	76.0	78.4	83.3	78.9	67.6	60.0		
Event Stage (Hall 1)	34.3	35.0	50.0	20.0	31.5	42.1	36.3	37.0	28.9	19.0	31.3	33.3	50.0	60.0	37.8	30.6	22.8	11.8	40.0		
Family Game Park (Hall 1)	15.1	13.5	66.7	50.0	12.3	7.0	8.2	11.4	23.0	23.8	22.6	83.3	75.0	24.0	10.8	8.3	15.8	38.2	20.0		
New Stars Area (Asia/Eastern Europe/Latin America) (Hall 2)	9.9	10.6	0.0	5.0	13.1	8.2	8.8	10.6	14.5	9.5	7.2	0.0	12.5	12.0	10.8	8.3	1.8	5.9	20.0		
Game School Area (Hall 2・3)	16.7	17.2	0.0	5.0	25.4	15.8	15.9	15.9	18.4	14.3	14.4	16.7	37.5	24.0	16.2	11.1	8.8	14.7	0.0		
Romance Simulation Game Area (Hall 3)	9.2	8.3	0.0	0.0	13.8	5.3	8.8	6.5	9.2	19.0	13.5	0.0	12.5	20.0	13.5	8.3	19.3	8.8	0.0		
Business Solution Area (Hall 4)	9.9	10.9	16.7	5.0	12.3	9.4	9.9	11.8	11.2	14.3	5.3	0.0	12.5	12.0	5.4	8.3	1.8	2.9	0.0		
Smartphone Game Area (Hall 4・5・6)	25.4	26.5	16.7	15.0	30.0	23.4	24.7	28.5	27.0	33.3	20.2	16.7	37.5	32.0	29.7	11.1	17.5	14.7	0.0		
Indie Game Area (Hall 9)	18.0	19.6	0.0	5.0	20.0	24.6	17.0	18.3	22.4	14.3	11.1	0.0	12.5	16.0	18.9	5.6	12.3	5.9	0.0		
VR/AR Area (Hall 9・10)	38.9	41.2	50.0	40.0	50.0	45.0	39.0	38.6	36.2	38.1	28.8	0.0	25.0	28.0	37.8	38.9	24.6	26.5	0.0		
Merchandise Sales Area (Hall 9・10)	45.4	44.6	0.0	40.0	55.4	44.4	46.2	44.7	39.5	19.0	49.0	33.3	50.0	44.0	45.9	63.9	47.4	44.1	60.0		
Cosplay Area (Hall 9・10)	22.0	22.8	0.0	5.0	22.3	25.7	24.2	22.4	22.4	23.8	18.3	16.7	50.0	32.0	16.2	25.0	14.0	5.9	0.0		
e-Sports Area (Hall 11)	16.2	18.1	0.0	10.0	28.5	21.1	19.8	11.8	15.1	23.8	7.7	0.0	0.0	8.0	13.5	13.9	5.3	2.9	0.0		
Food Court (Makuhari Event Hall)	25.3	26.2	16.7	25.0	34.6	25.1	25.3	24.4	25.0	23.8	21.2	0.0	25.0	24.0	18.9	19.4	22.8	23.5	20.0		

*Darker shading indicates a higher ratio.

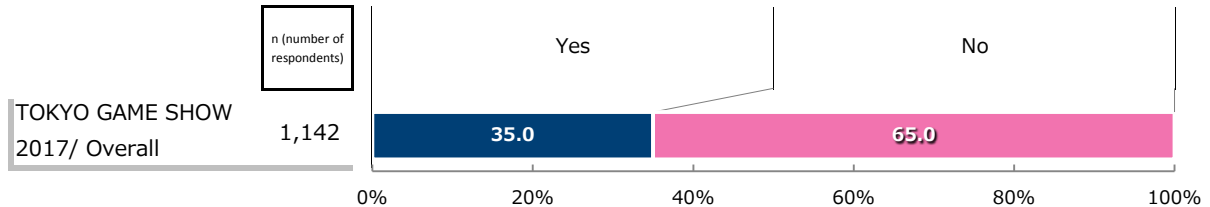
- 82.9% of respondents visited or is willing to visit "General Exhibition Area (Game Developers/ Publishers Booths)". 45.4% would visit (visited) "Merchandise Sales Area" followed by "VR/AR Area" (38.9%) and "Event Stage" (34.3%).
- About 80% of both male and female choose "General Exhibition Area". Male prefers "VR/AR Area", "e-Sports Area", and "Indie Game Area" than female does. On the other hand, female prefers to visit "Romance Simulation Game Area" and "Family Game Park" than male.

7. Watching "e-Sports X"

Question

Did (or will) you watch the game tournaments of "e-Sports X" on special stage in Hall 11? [Single answer]

[TOKYO GAME SHOW 2017/ Overall]



Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

			Yes	No
TOKYO GAME SHOW 2017/ Overall			35.0	65.0
Gender and Age	Male	932	36.8	63.2
	3 to 9	7	0.0	100.0
	10 to 14	20	25.0	75.0
	15 to 19	130	42.3	57.7
	20 to 24	171	43.3	56.7
	25 to 29	183	38.3	61.7
	30 to 39	244	32.0	68.0
	40 to 49	156	34.0	66.0
	50 or older	21	38.1	61.9
	Female	210	27.1	72.9
	3 to 9	8	37.5	62.5
	10 to 14	8	25.0	75.0
	15 to 19	25	20.0	80.0
	20 to 24	37	27.0	73.0
	25 to 29	36	27.8	72.2
	30 to 39	58	31.0	69.0
	40 to 49	33	24.2	75.8
	50 or older	5	20.0	80.0

*Darker shading indicates a higher ratio.

- 35% of respondents watched or would watch "e-Sports X" held newly in 2017.
- Males(36.8%) want to watch "e-Sports X" more than females(27.1%) do. Over 40% of "male age 15 to 19" and "male age 20 to 24" is interested in watching.

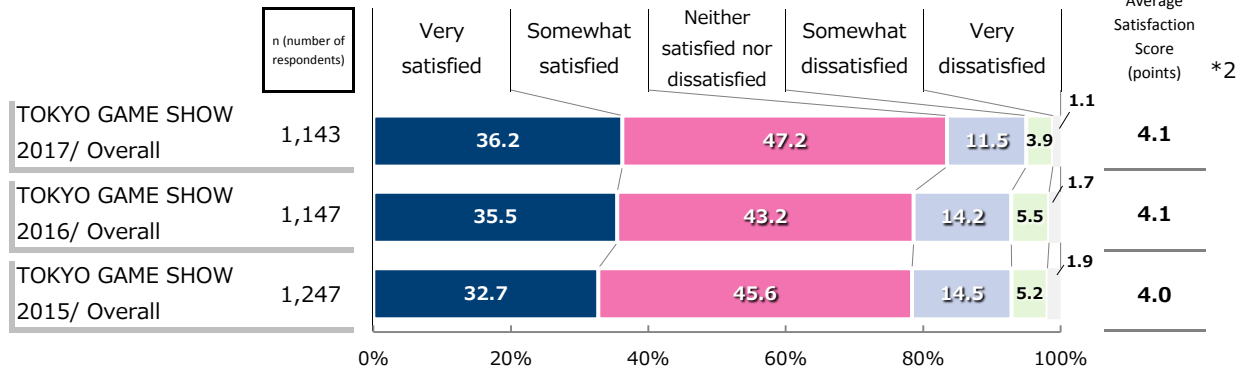
8. Degree of Satisfaction

Question

To what extent are you satisfied with the content of the TOKYO GAME SHOW 2017? [Single answer]

Time Series Comparison

[TOKYO GAME SHOW / Overall]



Gender and Age/ GUESS

[TOKYO GAME SHOW 2017/ Overall]

			(Unit: %)					Average Satisfaction Score (points)
			Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	
TOKYO GAME SHOW 2017/ Overall			36.2	47.2	11.5	3.9	1.1	4.1
Gender and Age	Male	932	35.6	46.9	12.3	4.1	1.1	4.1
	3 to 9	7	28.6	28.6	42.9	0.0	0.0	3.9
	10 to 14	20	70.0	25.0	5.0	0.0	0.0	4.7
	15 to 19	131	55.7	34.4	6.9	1.5	1.5	4.4
	20 to 24	170	35.9	50.0	9.4	4.7	0.0	4.2
	25 to 29	181	33.7	49.7	12.2	3.3	1.1	4.1
	30 to 39	246	32.5	47.2	14.2	4.9	1.2	4.0
	40 to 49	156	21.8	55.1	16.0	5.8	1.3	3.9
	50 or older	21	33.3	38.1	19.0	4.8	4.8	3.9
	Female	211	38.9	48.3	8.1	3.3	1.4	4.2
	3 to 9	8	25.0	50.0	12.5	12.5	0.0	3.9
	10 to 14	8	37.5	50.0	0.0	0.0	12.5	4.0
	15 to 19	25	64.0	32.0	4.0	0.0	0.0	4.6
	20 to 24	37	40.5	51.4	5.4	0.0	2.7	4.3
	25 to 29	36	47.2	38.9	11.1	2.8	0.0	4.3
	30 to 39	58	32.8	60.3	5.2	1.7	0.0	4.2
* 1	Heavy gamer	781	41.1	45.6	9.6	2.9	0.8	4.2
	Middle gamer	249	26.5	53.8	12.0	5.6	2.0	4.0
	Light gamer	57	21.1	47.4	21.1	7.0	3.5	3.8
	Casual gamer	21	33.3	33.3	28.6	4.8	0.0	4.0
	Non-gamer	20	20.0	45.0	25.0	10.0	0.0	3.8

*1 GUESS

*Darker shading indicates a higher ratio.

*2 Average satisfaction score was calculated by giving 5 points to "Very satisfied," 4 points to "Somewhat satisfied," 3 points to "Neither satisfied nor dissatisfied" 2 points to "Somewhat dissatisfied," and 1 point to "Very dissatisfied."

■ Degree of Satisfaction by Number of Visits, Length of Stay, and Titles Sampled

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

								Average Satisfaction Score (points)
		n (number of respondents)	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	
TOKYO GAME SHOW 2017/ Overall		1,143	36.2	47.2	11.5	3.9	1.1	4.1
Number of Visits	Visited 7 times or more	173	31.8	46.2	13.9	6.4	1.7	4.0
	Visited 4-6 times	158	33.5	52.5	8.2	5.7	0.0	4.1
	Visited 1-3 times	349	34.7	50.7	9.7	4.0	0.9	4.1
	First visit	437	40.5	43.0	12.8	2.3	1.4	4.2
Length of Stay	7 hours	284	47.9	41.5	6.0	3.2	1.4	4.3
	6 hours	177	35.6	48.6	8.5	6.8	0.6	4.1
	5 hours	253	34.4	51.8	11.1	2.0	0.8	4.2
	4 hours	171	33.3	49.1	12.9	3.5	1.2	4.1
	3 hours or less	228	28.1	46.9	18.9	4.8	1.3	4.0
Titles Sampled	6 titles or more	58	53.4	31.0	10.3	5.2	0.0	4.3
	3-5 titles	324	39.5	47.2	9.3	3.7	0.3	4.2
	1-2 titles	349	37.5	49.9	8.6	3.2	0.9	4.2
	0 titles	390	31.5	46.9	14.9	4.6	2.1	4.0

*Darker shading indicates a higher ratio.

■ Degree of Satisfaction by Areas Visited

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

		n (number of respondents)	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Average Satisfaction Score (points)
TOKYO GAME SHOW 2017/ Overall		1,143	36.2	47.2	11.5	3.9	1.1	4.1
Areas Visited	General Exhibition Area (Game Developers/Publishers Booths) (Hall 2-8)	938	38.3	48.6	8.6	3.6	0.9	4.2
	Event Stage (Hall 1)	389	40.1	46.5	9.3	2.6	1.5	4.2
	Family Game Park (Hall 1)	171	39.2	43.9	13.5	1.8	1.8	4.2
	New Stars Area (Asia/Eastern Europe/Latin America) (Hall 2)	113	38.1	48.7	8.0	2.7	2.7	4.2
	Game School Area (Hall 2・3)	190	37.9	50.0	8.9	2.1	1.1	4.2
	Romance Simulation Game Area (Hall 3)	105	41.0	47.6	7.6	0.0	3.8	4.2
	Business Solution Area (Hall 4)	112	39.3	49.1	7.1	1.8	2.7	4.2
	Smartphone Game Area (Hall 4・5・6)	287	35.9	53.7	7.7	1.7	1.0	4.2
	Indie Game Area (Hall 9)	205	38.5	48.3	6.8	5.9	0.5	4.2
	VR/AR Area (Hall 9・10)	439	37.6	48.5	9.3	3.4	1.1	4.2
	Merchandise Sales Area (Hall 9・10)	514	38.3	50.6	8.0	2.3	0.8	4.2
	Cosplay Area (Hall 9・10)	249	37.8	51.0	7.2	3.2	0.8	4.2
	e-Sports Area (Hall 11)	183	45.9	43.2	5.5	4.9	0.5	4.3
	Food Court (Makuhari Event Hall)	285	42.1	46.3	7.4	3.2	1.1	4.3

*Darker shading indicates a higher ratio.

*There are multiple answers for Areas Visited, so the values are reference values.

- 36.2% of respondents says "Very satisfied" with TOKYO GAME SHOW 2017 and 47.2% says "Somewhat satisfied". In total 83.4% of respondents is satisfied with the show. The average satisfaction score is 4.1 points.
- 55.7% of male age 15 to 19 says "Very satisfied" with their average satisfaction score of 4.4 points.
- 41.1% of Heavy gamer in GUESS says "Very satisfied" (the average satisfaction score is 4.2 points).
- The less respondents who came to the show, the more they are satisfied with the show. The average score for the respondents who visited "for the first time" is 4.2 points.
- The respondents who stayed in the show for "7 hours" are more satisfied, with the high average score (4.3 points).
- The more titles respondents sampled, the more likely they are satisfied with the show. The average score for those who sampled "6 titles or more" is 4.3 points.

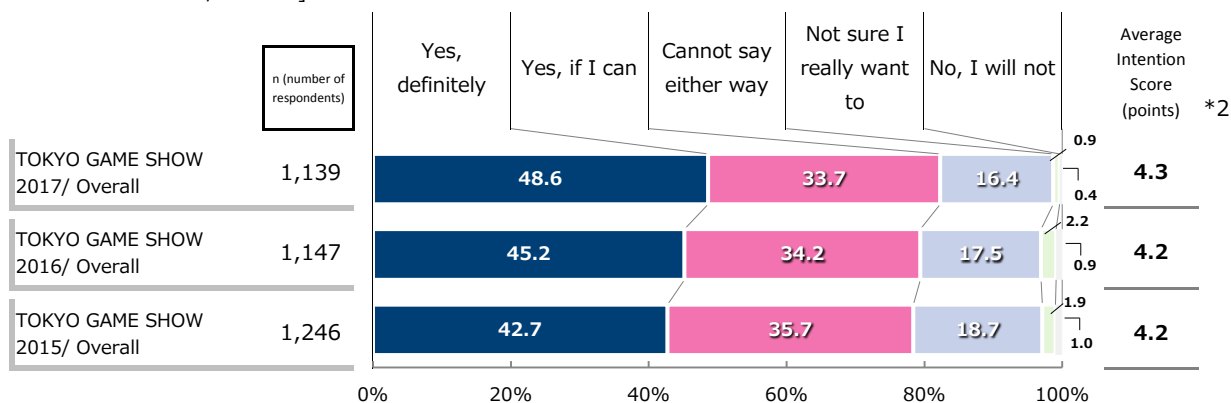
9. Intention to Visit Again

Question

Will you come to the next year's TOKYO GAME SHOW? [Single answer]

Time Series Comparison

[TOKYO GAME SHOW / Overall]



Gender and Age/ GUESS

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

			n (number of respondents)					Average Intention Score (points)					
			Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not						
TOKYO GAME SHOW 2017/ Overall			1,139	48.6	33.7	16.4	0.9	0.4	4.3				
Gender and Age	Male	931	48.4	35.1	14.9	1.1	0.4	4.3					
	3 to 9	7	42.9	14.3	42.9	0.0	0.0	4.0					
	10 to 14	20	70.0	20.0	10.0	0.0	0.0	4.6					
	15 to 19	130	55.4	36.2	7.7	0.0	0.8	4.5					
	20 to 24	170	43.5	40.0	13.5	2.9	0.0	4.2					
	25 to 29	182	47.8	36.8	14.3	0.5	0.5	4.3					
	30 to 39	245	48.6	35.1	13.9	1.6	0.8	4.3					
	40 to 49	156	44.9	31.4	23.7	0.0	0.0	4.2					
	50 or older	21	57.1	23.8	19.0	0.0	0.0	4.4					
	Female	208	49.5	27.4	23.1	0.0	0.0	4.3					
	3 to 9	8	25.0	50.0	25.0	0.0	0.0	4.0					
	10 to 14	7	57.1	42.9	0.0	0.0	0.0	4.6					
	15 to 19	25	80.0	12.0	8.0	0.0	0.0	4.7					
	20 to 24	37	48.6	29.7	21.6	0.0	0.0	4.3					
	25 to 29	35	51.4	14.3	34.3	0.0	0.0	4.2					
	30 to 39	58	50.0	32.8	17.2	0.0	0.0	4.3					
	40 to 49	33	27.3	33.3	39.4	0.0	0.0	3.9					
	50 or older	5	60.0	20.0	20.0	0.0	0.0	4.4					
* 1	Heavy gamer	779	53.8	33.1	12.1	0.9	0.1	4.4					
	Middle gamer	248	36.7	37.1	24.2	1.2	0.8	4.1					
	Light gamer	57	42.1	26.3	29.8	0.0	1.8	4.1					
	Casual gamer	20	45.0	30.0	25.0	0.0	0.0	4.2					
	Non-gamer	20	30.0	40.0	30.0	0.0	0.0	4.0					

*1 GUESS

*Darker shading indicates a higher ratio.

*2 Average intention score was calculated by giving 5 points to "Yes, definitely," 4 points to "Yes, if I can," 3 points to "Cannot say either way," 2 points to "Not sure I really want to," and 1 point to "No, I will not."

■ **Intention to Visit the Next TOKYO GAME SHOW by Number of Visits, Length of Stay, Titles Sampled, and Degree of Satisfaction regarding Visit**

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

			Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not	Average Intention Score (points)
		n (number of respondents)						
TOKYO GAME SHOW 2017/ Overall		1,139	48.6	33.7	16.4	0.9	0.4	4.3
Number of Visits	Visited 7 times or more	175	62.3	26.9	10.9	0.0	0.0	4.5
	Visited 4-6 times	157	61.1	24.8	14.0	0.0	0.0	4.5
	Visited 1-3 times	348	47.7	36.8	14.1	0.9	0.6	4.3
	First visit	434	38.7	38.2	21.2	1.4	0.5	4.1
Length of Stay	7 hours	287	63.8	26.5	9.1	0.0	0.7	4.5
	6 hours	177	50.8	33.3	14.7	1.1	0.0	4.3
	5 hours	251	47.8	37.5	13.9	0.4	0.4	4.3
	4 hours	170	42.9	34.7	21.2	1.2	0.0	4.2
	3 hours or less	224	31.3	40.2	26.3	2.2	0.0	4.0
Titles Sampled	6 titles or more	58	65.5	19.0	15.5	0.0	0.0	4.5
	3-5 titles	324	55.2	29.6	14.8	0.0	0.3	4.4
	1-2 titles	346	47.1	36.7	14.2	1.7	0.3	4.3
	0 titles	388	42.0	37.1	19.6	1.0	0.3	4.2
Degree of Satisfaction regarding Visit	Very satisfied	414	81.4	16.4	2.2	0.0	0.0	4.8
	Somewhat satisfied	535	34.8	49.2	16.1	0.0	0.0	4.2
	Neither satisfied nor dissatisfied	130	13.8	33.8	48.5	3.8	0.0	3.6
	Somewhat dissatisfied	45	15.6	20.0	51.1	8.9	4.4	3.3
	Very dissatisfied	12	25.0	0.0	50.0	8.3	16.7	3.1

*Darker shading indicates a higher ratio.

■ Intention to Visit Next TOKYO GAME SHOW by Areas Visited

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

			(unit: %)					Average Intention Score (points)	
		n (number of respondents)	Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not		
TOKYO GAME SHOW 2017/ Overall			1,139	48.6	33.7	16.4	0.9	0.4	4.3
Areas Visited	General Exhibition Area (Game Developers/Publishers Booths) (Hall 2-8)	937	51.2	33.8	13.9	0.7	0.3	4.3	
	Event Stage (Hall 1)	389	53.0	33.9	12.1	0.5	0.5	4.4	
	Family Game Park (Hall 1)	170	52.4	28.2	19.4	0.0	0.0	4.3	
	New Stars Area (Asia/Eastern Europe/Latin America) (Hall 2)	113	57.5	30.1	12.4	0.0	0.0	4.5	
	Game School Area (Hall 2・3)	190	54.2	34.7	11.1	0.0	0.0	4.4	
	Romance Simulation Game Area (Hall 3)	105	60.0	25.7	13.3	0.0	1.0	4.4	
	Business Solution Area (Hall 4)	112	58.0	33.0	8.9	0.0	0.0	4.5	
	Smartphone Game Area (Hall 4・5・6)	287	53.0	36.2	10.8	0.0	0.0	4.4	
	Indie Game Area (Hall 9)	205	56.1	30.2	12.7	1.0	0.0	4.4	
	VR/AR Area (Hall 9・10)	440	51.6	33.6	13.9	0.5	0.5	4.4	
	Merchandise Sales Area (Hall 9・10)	512	53.5	34.4	11.3	0.8	0.0	4.4	
	Cosplay Area (Hall 9・10)	249	52.6	37.8	8.8	0.8	0.0	4.4	
	e-Sports Area (Hall 11)	183	54.1	33.3	10.9	1.1	0.5	4.4	
	Food Court (Makuhari Event Hall)	287	57.1	30.7	11.1	0.7	0.3	4.4	

*There are multiple answers for Areas Visited, so the values are reference values.

*Darker shading indicates a higher ratio.

- 48.6% of respondents says "Definitely" would like to visit TOKYO GAME SHOW next year and 33.7% would visit "if I can". In total 82.3% of all intends to visit next time. The average score is 4.3 points.
- Over 50% of "male age 15 to 19", "female age 25 to 29", and "female age 30 to 39" says "Definitely".
- 53.8% of Heavy gamer in GUESS wants to visit next year with the average 4.4 points.
- The more respondents visit the show, the more likely they have an intention to come again. The average score for the respondents who have visited "7 times or more" is 4.5 points.
- The longer respondents stay, the more likely they want to visit again. The average score for those who stayed "7 hours" is 4.5 points.
- The more titles respondents sample, the more they want to visit again. The average score for those who sampled "6 titles or more" is 4.5 points.
- The respondents who are highly satisfied with the show are more likely to visit again. The average score for the respondents who say "very satisfied" is 4.8 points.

Game-related Issues

1. Event Participation

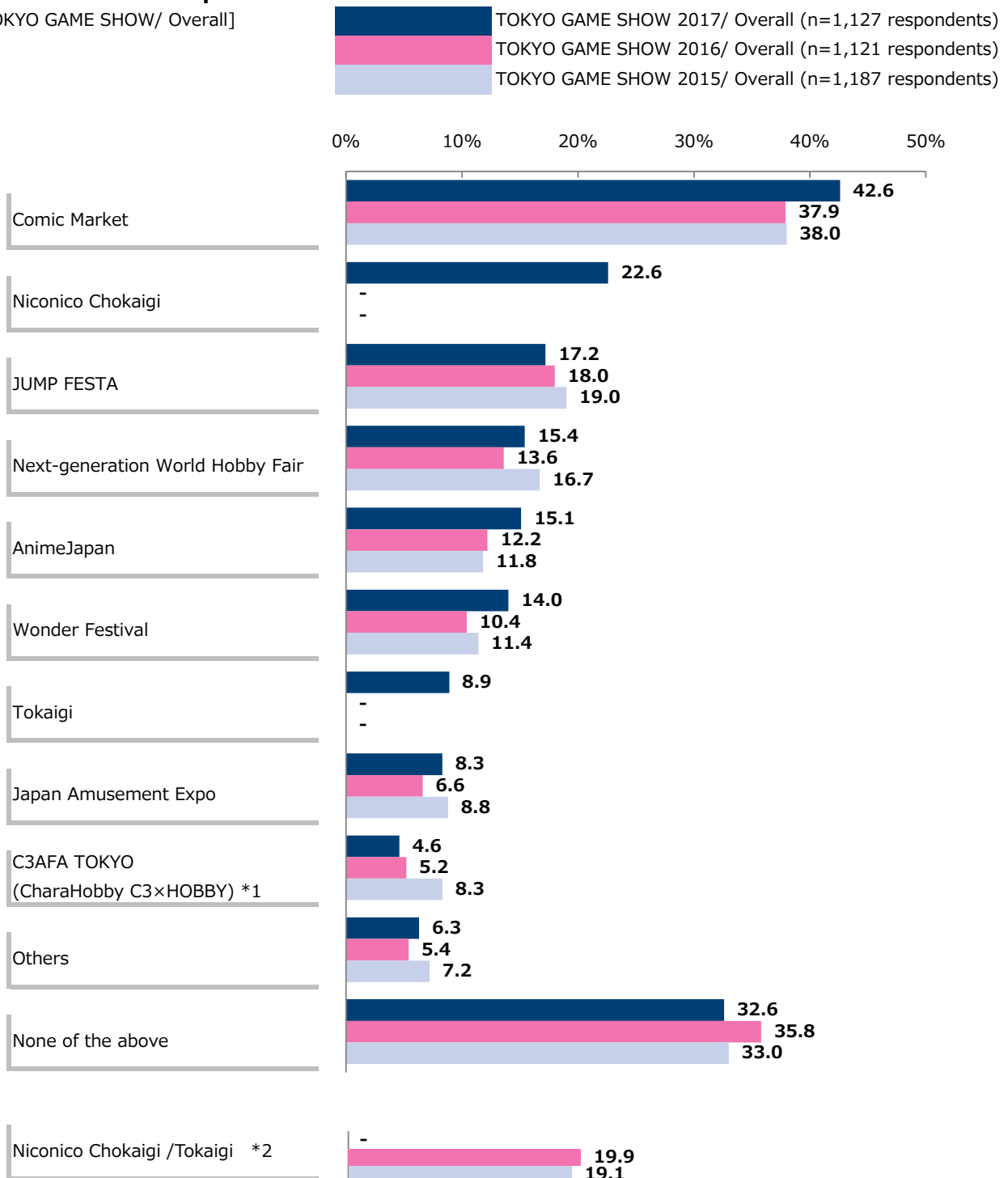
Question

Which of the following events have you been to other than the TOKYO GAME SHOW?

*Do not include online participations. [Multiple answers]

■ Time Series Comparison

[TOKYO GAME SHOW/ Overall]



*1 "C3AFA TOKYO(CharaHobby C3×HOBBY)" was called "C3TOKYO(CharaHobby C3×HOBBY)" in TOKYO GAME SHOW 2016, and "CharaHobby C3×HOBBY" in TOKYO GAME SHOW 2015.

*2 "Niconico Chokaigi /Tokaigi" used in 2016 is divided into "Niconico Chokaigi" and "Tokaigi" in the 2017 TOKYO GAME SHOW survey.

■ Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2017/ Overall	Gender and Age																	
		Male									Female								
		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	1,127	921	7	20	127	169	177	246	155	20	206	8	8	25	36	36	55	33	5
Comic Market	42.6	43.2	28.6	25.0	29.9	44.4	46.9	47.2	45.2	45.0	39.8	12.5	12.5	28.0	41.7	47.2	52.7	36.4	0.0
Niconico Chokaigi	22.6	24.3	0.0	30.0	16.5	21.9	24.3	29.3	25.2	30.0	15.0	0.0	12.5	16.0	13.9	22.2	20.0	6.1	0.0
JUMP FESTA	17.2	15.3	0.0	10.0	11.0	11.8	19.8	13.8	20.0	25.0	25.7	12.5	0.0	28.0	13.9	22.2	34.5	36.4	20.0
Next-generation World Hobby Fair	15.4	15.9	14.3	45.0	16.5	12.4	15.3	11.8	20.0	35.0	13.6	0.0	25.0	8.0	8.3	13.9	20.0	15.2	0.0
AnimeJapan	15.1	16.0	0.0	5.0	8.7	14.8	15.3	17.9	22.6	20.0	11.2	0.0	0.0	4.0	8.3	13.9	16.4	15.2	0.0
Wonder Festival	14.0	15.1	0.0	0.0	2.4	4.7	15.3	22.4	25.2	35.0	9.2	0.0	0.0	0.0	5.6	13.9	16.4	9.1	0.0
Tokaigi	8.9	9.0	14.3	25.0	7.9	6.5	6.8	11.0	9.7	10.0	8.3	12.5	0.0	16.0	5.6	13.9	7.3	3.0	0.0
Japan Amusement Expo	8.3	8.8	0.0	5.0	2.4	5.9	7.3	11.4	13.5	25.0	6.3	0.0	0.0	4.0	5.6	5.6	7.3	12.1	0.0
C3AFA TOKYO (CharaHobby C3×HOBBY)	4.6	5.1	0.0	0.0	0.0	2.4	1.7	6.5	12.9	20.0	2.4	0.0	0.0	0.0	0.0	0.0	7.3	3.0	0.0
Others	6.3	6.0	0.0	0.0	5.5	5.9	5.6	6.5	6.5	10.0	7.8	0.0	0.0	16.0	2.8	8.3	9.1	9.1	0.0
None of the above	32.6	31.6	42.9	20.0	47.2	34.3	26.6	30.1	25.8	25.0	36.9	62.5	50.0	36.0	38.9	38.9	25.5	36.4	80.0

*Darker shading indicates a higher ratio.

- The most popular event respondents have been to is "Comic Market" (42.6%), followed by "Niconico Chokaigi" (22.6%), "JUMP FESTA" (17.2%), "Next-generation World Hobby Fair" (15.4%), and "AnimeJapan" (15.1%). 67.4% of the respondents in total has participated in any of the related events. However, 32.6% of the respondents has "never been to the those related events".
- The following events have ratios by age and gender that are more than 10 points higher than the overall average: "Wonder Festival" among males age 40 to 49 (25.2%), "JUMP FESTA" among females age 30 to 39 (34.5%) and age 40 to 49 (36.4%), and "Comic Market" among females age 30 to 39 (52.7%).



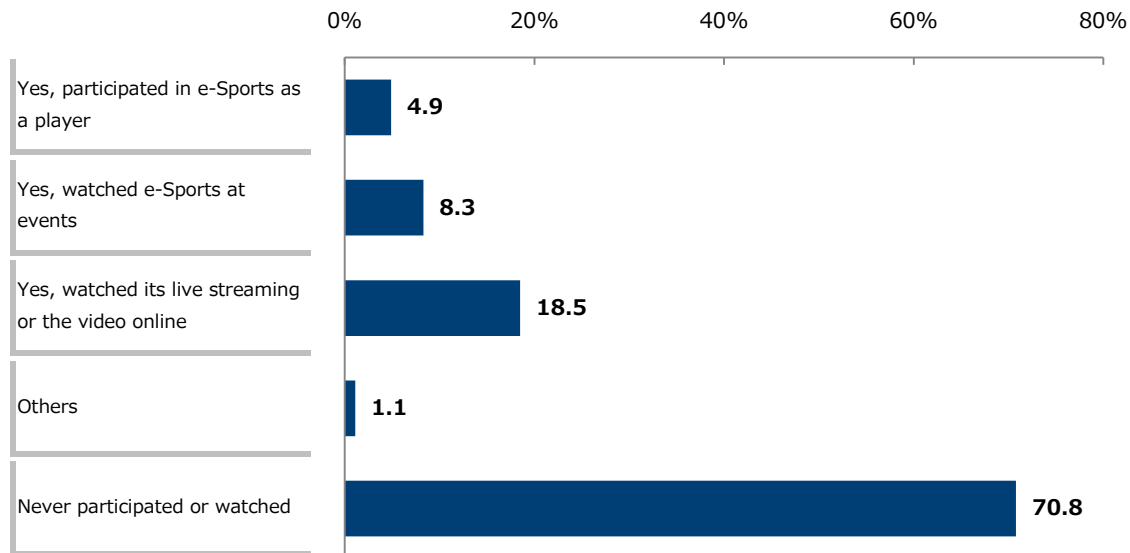
2. Experience of e-Sports

Question

Have you ever participated in e-Sports or watched the tournaments? [Single answer]

[TOKYO GAME SHOW 2017/ Overall]

n=1,138 respondents



Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2017 / People interested in VR games	Gender and Age																	
		Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,138	929	8	20	131	171	181	245	152	21	209	8	8	25	37	36	56	34	5
Yes, participated in e-Sports as a player	4.9	5.8	0.0	5.0	8.4	8.8	5.0	4.1	3.9	9.5	1.0	0.0	0.0	0.0	0.0	2.8	1.8	0.0	0.0
Yes, watched e-Sports at events	8.3	8.9	0.0	15.0	9.9	10.5	9.9	8.2	5.3	14.3	5.7	0.0	0.0	4.0	8.1	8.3	5.4	2.9	20.0
Yes, watched its live streaming or the video online	18.5	19.7	0.0	10.0	30.5	25.7	19.3	18.4	9.9	9.5	12.9	0.0	0.0	24.0	18.9	13.9	12.5	5.9	0.0
Others	1.1	1.1	0.0	0.0	0.0	0.6	2.2	0.4	1.3	9.5	1.4	0.0	0.0	0.0	0.0	5.6	0.0	2.9	0.0
Never participated or watched	70.8	68.4	100.0	75.0	57.3	60.8	66.3	71.4	81.6	66.7	81.8	100.0	100.0	76.0	75.7	75.0	82.1	91.2	80.0

*Darker shading indicates a higher ratio.

- 18.5% of the respondents watched e-Sports live streaming or its video online and 8.3% watched it at events. 4.9% of them participated in e-Sports as a player. In total 29.2% of all the respondents, including 1.1% of those who says "others" has experienced e-Sports in some way.
- 30.5% of male age 15 to 19 and 18.9% of female age 20 to 24 watched e-Sports live streaming or its video online.

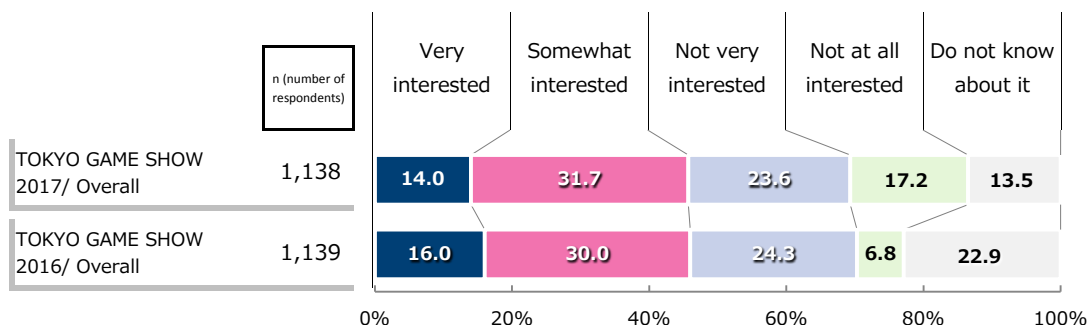
3. Interest in e-Sports

Question

How interested are you in e-Sports? [Single answer]

■ Time Series Comparison

[TOKYO GAME SHOW/ Overall]



■ Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

			Very interested	Somewhat interested	Not very interested	Not at all interested	Do not know about it
TOKYO GAME SHOW 2017/ Overall			14.0	31.7	23.6	17.2	13.5
Gender and Age	Male	929	15.8	34.1	22.9	16.5	10.7
	3 to 9	8	0.0	0.0	25.0	62.5	12.5
	10 to 14	20	30.0	30.0	10.0	15.0	15.0
	15 to 19	130	26.9	36.9	14.6	11.5	10.0
	20 to 24	171	19.9	37.4	19.3	11.7	11.7
	25 to 29	182	15.4	37.4	19.8	18.7	8.8
	30 to 39	245	9.8	31.8	31.8	15.9	10.6
	40 to 49	152	10.5	30.9	24.3	21.7	12.5
	50 or older	21	19.0	28.6	28.6	19.0	4.8
	Female	209	5.7	21.1	26.3	20.6	26.3
	3 to 9	8	0.0	25.0	12.5	25.0	37.5
	10 to 14	8	0.0	0.0	12.5	50.0	37.5
	15 to 19	25	4.0	20.0	32.0	12.0	32.0
	20 to 24	36	2.8	27.8	19.4	16.7	33.3
	25 to 29	36	16.7	22.2	27.8	16.7	16.7
	30 to 39	57	5.3	19.3	31.6	21.1	22.8
	40 to 49	34	2.9	20.6	20.6	26.5	29.4
	50 or older	5	0.0	20.0	60.0	20.0	0.0

*Darker shading indicates a higher ratio.

- 14% of respondents is "Very interested" in e-Sports and 31.7% is "Somewhat interested". In total, 45.7% shows some interest in e-Sports. In addition, 13.5% of all the respondents does "NOT know" e-Sports itself and the ratio decreases by 9.4 points compared to the last year.
- The number of males (15.8%) who say "very interested" in e-Sports is larger than that of females who say "Very interested" (5.7%). Among males age 15 to 19, 26.9% chose "Very interested". On the other hand, more females (26.3%) do not know about e-Sports than males (10.7%) do.

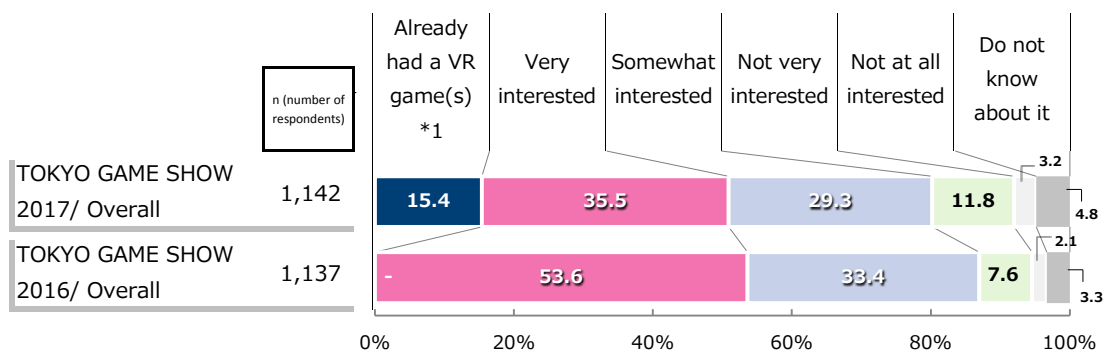
4. Interest in VR Games

Question

How interested are you in VR (Virtual Reality) games? [Single answer]

■ Time Series Comparison

[TOKYO GAME SHOW/ Overall]



■ Gender and Age

[TOKYO GAME SHOW 2017/ Overall]

(Unit: %)

			Already had a VR game(s)	Very interested	Somewhat interested	Not very interested	Not at all interested	Do not know about it	
TOKYO GAME SHOW 2017/ Overall			1,142	15.4	35.5	29.3	11.8	3.2	4.8
Gender and Age	Male	932	16.3	36.5	29.7	10.8	2.6	4.1	
	3 to 9	8	0.0	12.5	12.5	12.5	12.5	50.0	
	10 to 14	20	20.0	35.0	20.0	5.0	5.0	15.0	
	15 to 19	131	16.0	46.6	24.4	6.9	5.3	0.8	
	20 to 24	171	20.5	40.9	25.1	9.4	1.2	2.9	
	25 to 29	183	18.0	35.5	25.7	13.1	3.3	4.4	
	30 to 39	245	14.3	33.9	36.3	11.0	0.8	3.7	
	40 to 49	153	14.4	31.4	33.3	15.0	2.6	3.3	
	50 or older	21	9.5	23.8	47.6	0.0	4.8	14.3	
	Female	210	11.4	31.0	27.6	16.2	5.7	8.1	
	3 to 9	8	0.0	12.5	12.5	25.0	0.0	50.0	
	10 to 14	8	12.5	25.0	37.5	0.0	12.5	12.5	
	15 to 19	25	20.0	40.0	24.0	8.0	4.0	4.0	
	20 to 24	37	10.8	29.7	35.1	10.8	2.7	10.8	
	25 to 29	36	16.7	36.1	8.3	25.0	11.1	2.8	
	30 to 39	57	10.5	35.1	29.8	14.0	5.3	5.3	
	40 to 49	34	0.0	20.6	41.2	26.5	5.9	5.9	
	50 or older	5	40.0	20.0	20.0	0.0	0.0	20.0	

*1 "Already had a VR game(s)" is newly added from the TOKYO GAME SHOW 2017 survey.

*Darker shading indicates a higher ratio.

- 35.5% of the respondents is "Very interested" in VR games and 29.3% says "Somewhat interested". Including the respondents who say "already had one" (15.4%), 80.2% in total shows some interest in VR games.
- 31% of female and 36.5% of male says "Very interested". The ratio of "very interested" for male age 15 to 19 is 46.6%.

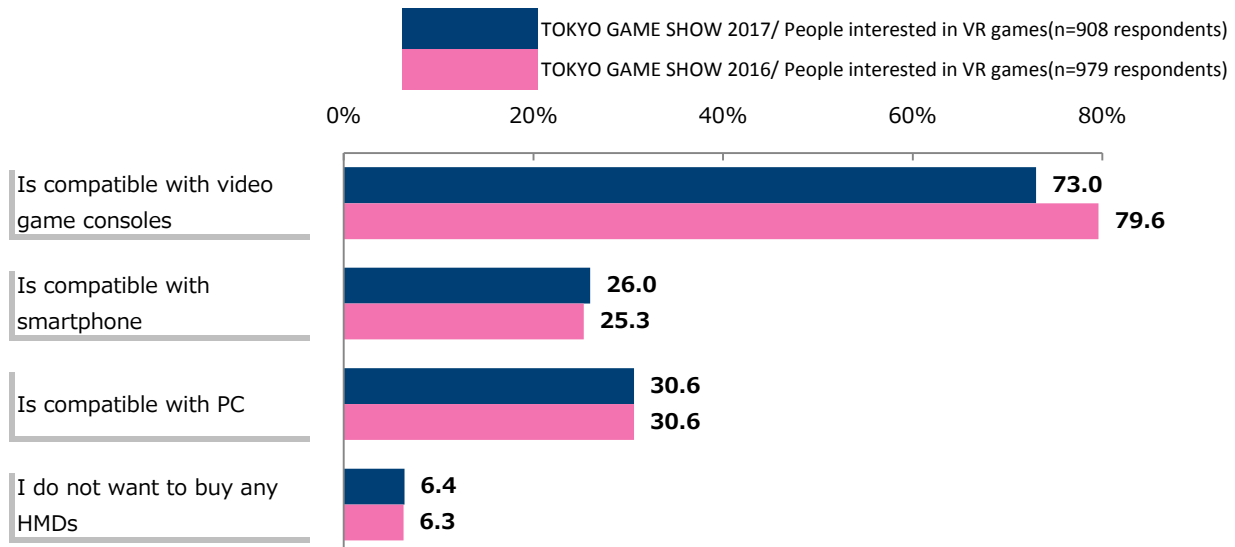
5. Willingness to Purchase a Head-mounted Display for VR Games

Question

Would you like to purchase a head-mounted display (HMD) that enables you to play VR games (a device worn on the head covering eyes)? Please select the types of the HMD that you would like to buy. [Multiple answers]

Time Series Comparison

[TOKYO GAME SHOW 2017/ People interested in VR games]



Gender and Age

[TOKYO GAME SHOW 2017/ People interested in VR games]

(Unit: %)

	TOKYO GAME SHOW 2017/ People interested in VR games	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	908	763	2	14	113	147	145	204	121	17	145	2	5	21	27	22	43	21	4
Is compatible with video game consoles	73.0	73.7	50.0	71.4	75.2	75.5	75.2	77.0	66.9	47.1	69.7	50.0	80.0	76.2	59.3	95.5	62.8	66.7	50.0
Is compatible with smartphone	26.0	25.0	50.0	35.7	23.9	25.2	17.2	26.5	30.6	29.4	31.0	50.0	0.0	47.6	22.2	31.8	32.6	23.8	50.0
Is compatible with PC	30.6	32.6	0.0	35.7	38.9	37.4	35.9	28.9	22.3	41.2	20.0	0.0	20.0	23.8	33.3	31.8	16.3	0.0	0.0
I do not want to buy any HMDs	6.4	6.0	0.0	14.3	6.2	7.5	3.4	5.4	6.6	11.8	8.3	0.0	20.0	0.0	14.8	0.0	7.0	19.0	0.0

*Darker shading indicates a higher ratio.

- Among those who are interested in VR games, 73% of them wants to purchase a head-mounted display (HMD) that is compatible with video game consoles. 30.6% of them wants HMD that is compatible with PC, and 26% looks for HMD that can be used for smartphone.
- 31% of females and 25% of males choose smartphone-type HMD for purchase.

Appendix

TOKYO GAME SHOW 2017 Visitors Survey Questionnaire

Office Use Only A	Office Use Only B
1. Hall 2	1.11:00~ 4.14:00~
2. Hall 6	2.12:00~ 5.15:00~
3. Hall 7	3.13:00~ 6.16:00~
4. Hall 9	

[For all respondents]

Q1 Please inform us of your (1) gender; (2) age; and (3) the prefecture in which you live.

(1) What is your gender? (Please select one)	(2) How old are you?	(3) Which prefecture do you live in? (Please select one)
1 Male 2 Female	years old	1 Tokyo 3 Saitama Prefecture 5 Others 2 Chiba Prefecture 4 Kanagawa Prefecture ()

★

[For all respondents]

Q2 What is your occupation? If you are a student, what is your level of education? (Please select one)

1 Kindergarten	5 Other education level	9 Part-time/temporary worker
2 Elementary/ Junior high school	6 Company employee/ Public worker	10 Housewife/househusband
3 High school	7 Company executive	11 Unemployed
4 University	8 Self-employed /Freelance/specialist	12 Others

★

■ Questions about video games

Please note that “video games” refers to games that are played on the consoles shown below in Q3.

[For all respondents]

Q3(a) Please select all video game consoles that you have in your home. (Please select all that apply)

1 Wii	5 Nintendo 3DS/2DS	8 PSP(PlayStation Portable)	10 Xbox 360
2 Wii U	New Nintendo 3DS/2DS	(including PSP go)	11 Xbox One
3 Nintendo Switch	(including LL)	9 PlayStation Vita	(including S)
4 Nintendo DS	6 PlayStation 3	(including PS TV)	12 None of the above
(including Lite/DSi/LL)	7 PlayStation 4(including Pro)		

[For all respondents]

Q3(b) Please select all video game consoles that you play games on. (Please select all that apply)

1 Wii	5 Nintendo 3DS/2DS	8 PSP(PlayStation Portable)	10 Xbox 360
2 Wii U	New Nintendo 3DS/2DS	(including PSP go)	11 Xbox One
3 Nintendo Switch	(including LL)	9 PlayStation Vita	(including S)
4 Nintendo DS	6 PlayStation 3	(including PS TV)	12 None of the above
(including Lite/DSi/LL)	7 PlayStation 4(including Pro)		

[For all respondents]

Q3(c) Please select all video game consoles that you (or a co-resident) plan to purchase for your home. (Please select all that apply)

3 Nintendo Switch	5 Nintendo 3DS/2DS	9 PlayStation Vita	11 Xbox One
	New Nintendo 3DS/2DS	(including PS TV)	(including S)
	(including LL)		12 None of the above
	7 PlayStation 4(including Pro)		

[For all respondents]

Q4 Do you ever play games on video game consoles as shown in Q3? (Please select one)

1 Play regularly	<input type="text"/> → Go to Q10(a) on page 3
2 Used to play often, but seldom play nowadays	
3 Tried it about once or twice	
4 Have never played even once	

★

[Those who chose “play regularly” in Q4]

Q5 Please select the answer that best describes your video game play habit. (Please select one)

1 Have been playing regularly (for one year or more)
2 Have started playing again (having not played for one year or more)
3 Have started playing in the past twelve months (having never played before)

[Those who chose “play regularly” in Q4]

Q6 How many days do you play video games per week (or month)? (Please select one)

1 Almost everyday	3 2 to 3 days a week	5 2 to 3 days a month
2 4 to 5 days a week	4 1 day a week	6 Less than 1 day a month

★

[Those who chose “play regularly” in Q4]

Q7 How many video game software did you purchase in the last 12 months?

Please select your answer for each of the following types of software.

*Packaged software refers to game software (in a physical package) purchased in stores or by mail order.

*Software downloads refer to game software purchased on and downloaded to a video game consoles.

They also include purchased download cards or codes from stores.

(Please select one for each)	did not purchase	1	2	3	4	5	6	7	8	9	10	11	12 or more
New packaged software purchased in the last 12 months													
a) For Wii →	0	1	2	3	4	5	6	7	8	9	10	11	12
b) For Wii U →	0	1	2	3	4	5	6	7	8	9	10	11	12
c) For Nintendo Switch	0	1	2	3	4	5	6	7	8	9	10	11	12
d) For Nintendo DS →	0	1	2	3	4	5	6	7	8	9	10	11	12
e) For Nintendo 3DS/2DS →	0	1	2	3	4	5	6	7	8	9	10	11	12
f) For PlayStation 3 →	0	1	2	3	4	5	6	7	8	9	10	11	12
g) For PlayStation 4 →	0	1	2	3	4	5	6	7	8	9	10	11	12
h) For PSP (PlayStation Portable) →	0	1	2	3	4	5	6	7	8	9	10	11	12
i) For PlayStation Vita →	0	1	2	3	4	5	6	7	8	9	10	11	12
j) For Xbox 360 →	0	1	2	3	4	5	6	7	8	9	10	11	12
k) For Xbox One →	0	1	2	3	4	5	6	7	8	9	10	11	12

Paid software downloads purchased in the last 12 months													
k) Purchased on Nintendo eShop (Wii, Wii U, Switch, DS, 3DS) →	0	1	2	3	4	5	6	7	8	9	10	11	12
l) Purchased on PlayStation Store (PS3, PS4, PSP, PS Vita) →	0	1	2	3	4	5	6	7	8	9	10	11	12
m) Purchased on Xbox Live Marketplace (Xbox 360, Xbox One) →	0	1	2	3	4	5	6	7	8	9	10	11	12

[Those who chose “play regularly” in Q4]

Q8 Have you purchased any additional downloadable content on online shops provided by each video game console in the last 12 months? (Please select one)

*Additional content refers to items, stages, scenarios, or music that can be added to your video games.

*Online shops refer to Nintendo eShop, Wii Shop Channel, PlayStation Store, and Xbox Live Marketplace, etc.

1 Yes, purchased by download

2 No, did not purchase by download

[Those who chose “play regularly” in Q4]

Q9 Which of the following video game genres do you like? (Please select all that apply)

- | | | |
|---|--|---|
| 1 Role-playing (RPG) | 11 Shooting | 21 Gambling-type table games |
| 2 Nurturing simulation | 12 Action shooting (FPS/TPS) | 22 Instrumental simulator (Slots etc.) |
| 3 Strategic simulation/Strategy | 13 Sports | 23 Online RPG (MMORPG/MORPG) |
| 4 Love simulation | 14 Racing | 24 Battle-type network games |
| 5 Adventure | 15 Puzzle | 25 Study/Learning/Training |
| 6 Action | 16 Quiz | 26 Communication |
| 7 Survival horror | 17 Card battle games | 27 Do not like any of the above genres |
| 8 Rhythm-action (Music/dance etc.) | 18 Board games | |
| 9 Sound novels | 19 Variety/Party games | |
| 10 Fighting competition | 20 Strategic table games (Chess etc.) | |

■ Questions about electronic devices such as PC and smartphone

[For all respondents]

Q10 (a) Please choose all electronic devices that you have in your home. (Please select all that apply)

1 PC (Desktop PC, Laptop)	6 iPad (including mini/Air/Pro)
2 iPhone	7 Android tablet
3 Android smartphone	8 Other tablets
4 Other smartphones	9 iPod Touch
5 Mobile phone (Not including smartphones)	10 None of the above

Q10(b) Please choose all electronic devices that you play games on. (Please select all that apply)

1 PC (Desktop PC, Laptop)	6 iPad (including mini/Air/Pro)
2 iPhone	7 Android tablet
3 Android smartphone	8 Other tablets
4 Other smartphones	9 iPod Touch
5 Mobile phone (Not including smartphones)	10 None of the above

■ Questions about smartphone/tablet games

[For all respondents]

Q11 Do you ever play games on smartphone/tablet? (Please select one)

1 Play regularly	→ Go to Q12
2 Used to play often, but seldom play nowadays	
3 Tried it about once or twice	
4 Have never played even once	→ Go to Q18

[Those who chose 1 to 3 in Q11 (a person who have played games on smartphone/tablet)]

Q12 Have you played smartphone/tablet games in the last 3 months? (Please select one)

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

[Those who chose 1 to 3 in Q11 (a person who have played games on smartphone/tablet)]

Q13 How many days do you play games on smartphone/tablet per week or month? (Please select one)

1 Almost everyday	3 2 to 3 days a week	5 2 to 3 days a month
2 4 to 5 days a week	4 Once a week	6 Less than 1 day a month

[Those who chose 1 to 3 in Q11 (a person who have played games on smartphone/tablet)]

Q14 Have you purchased smartphone or tablet games and/or items in those games? (Please select all that apply)

1 No, never paid
2 Yes, (have) paid fixed amount of money every month
3 Yes, (have) paid only for favorite games
4 Yes, paid for games download but not for items in games

[Those who chose 1 “play regularly” in Q11 (a person who plays games on smartphone/tablet regularly)]

Q15 How many minutes a day do you play games on smartphone/tablet? (Please select one)

1 More than 120 minutes	3 30 to 60 minutes
2 60 to 120 minutes	4 Less than 30 minutes

[Those who chose 1 “play regularly” in Q11 (a person who plays games on smartphone/tablet regularly)]

Q16 Please choose the type(s) of smartphone/tablet games that you have played in the last 12 months. (Please select all that apply)

[Games as applications (gaming apps)]	
1 Paid games	
2 Games with monthly payment	
3 Free games but in-game items are required to purchase	
4 Completely free games	
[Games simply using browser (*)]	
5 Paid games	
6 Games with monthly payment	
7 Free games but in-game items are required to purchase	
8 Completely free games	
9 Other games (specify: _____)	<div style="border: 1px solid black; padding: 5px;"> *Games that you can play simply by accessing a website without the installation of special software. </div>
10 Do not know/ do not remember	

[Those who chose [3] or [7] in Q16 (Free games but in-game items are required to purchase)]

Q17 In the last 12 months, have you purchased in-game items for free smartphone/tablet games which charge you for those items? (Please select one)

3 Yes

4 No

■ Questions about mobile phone (Feature phone) games

[For all respondents]

Q18 Do you ever play games on mobile phone (feature phone)? (Please select one)

- 1 Play regularly
- 2 Used to play often, but seldom play nowadays
- 3 Tried it about once or twice
- 4 Have never played even once

■ Questions about PC games

[For all respondents]

Q19 Do you ever play games on PC? (Please select one)

- 1 Play regularly
 - 2 Used to play often, but seldom play nowadays
 - 3 Tried it about once or twice
 - 4 Have never played even once
- Go to Q22

[Those who chose 1 “play regularly” in Q19 (a person who plays PC games regularly)]

Q20 Please choose the type(s) of PC games that you have played in the last 12 months. (Please select all that apply)

- 1 Packaged game software purchased in stores or via mail order
- 2 Paid game downloads
- 3 Games with monthly payment
- 4 Free games but in-game items are required to purchase
- 5 Completely free games
- 6 Other games (specify:)
- 7 Do not know/ do not remember

[Those who chose 4 “Free games but in-game items are required to purchase” in Q20.]

Q21 In the last 12 months, have you purchased in-game items for free PC games which charge you for those items ? (Please select one)

1 Yes

2 No

■ Questions about arcade games

[For all respondents]

Q22 Do you ever play arcade games? (Please select one)

- 1 Play regularly
- 2 Used to play often, but seldom play nowadays
- 3 Tried it about once or twice
- 4 Have never played even once

■ Questions about games overall

[For all respondents]

Q23 How much would you like to play games on/at the following platforms/place? (Please select one for each)

(Please select one for each)		Definitely want to play games	Will play if interesting games are available for me	Not sure I particularly want to	Do not want to play at all
a) Video game consoles	→	1	2	3	4
b) Smartphone/tablet	→	1	2	3	4
c) Mobile phone (Feature phone)	→	1	2	3	4
d) PC (Notebook/Desktop)	→	1	2	3	4
e) Arcade	→	1	2	3	4

[For all respondents]

Q24 To what extent do you agree or disagree with the following statements? (Please select one for each)

(Please select one for each)	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
a) I play games that are popular around me →	1	2	3	4
b) I play games I think become popular near future before other people do →	1	2	3	4
c) I switch my games to the ones my friends play →	1	2	3	4
d) I do not feel like playing games no one talks about →	1	2	3	4
e) I look for games I want to play by myself →	1	2	3	4
f) Picture quality, operability, and actions are important for games →	1	2	3	4
g) I like to appreciate the story, picture, and world-view of games →	1	2	3	4
h) Game expresses creators' passion →	1	2	3	4

■ Questions about the TOKYO GAME SHOW

[For all respondents]

Q25 (1) Where did you see or hear about the TOKYO GAME SHOW 2017? Please choose the sources of information you have seen or heard about the TOKYO GAME SHOW 2017. (Please select all that apply)

1 Television	7 CESA's official website/SNS	14 In school
2 Radio	8 Website/SNS of TOKYO GAME SHOW Exhibitor	15 Store poster/flier
3 Newspaper	9 News website/SNS	16 Station poster
4 Game magazine	10 Online video site/SNS	17 Others (specify:)
5 Magazines other than game magazine	11 Personal blog/SNS	
6 Information displayed on game screens (including banners)	12 Other website/SNS	
	13 Friend/acquaintance/family member	

(2) The TOKYO GAME SHOW has been held 26 times (summer 1996, spring and autumn 1997–2001, autumn 2002–2016). How many times have you been this show so far? (Please select one)

1 () times	2 This is my first time
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(3) For today's TOKYO GAME SHOW 2017, how many hours do you plan to stay in total? (Please fill in the number from 1 to 7)
*Do not include the waiting time to enter

→ Approximately Hour(s)

(4) For today's TOKYO GAME SHOW 2017, how many game titles do you plan to play in total? *If you do not plan to play, please write "0".

→ Approximately Title(s)

(5) Out of the developers/publishers that have exhibited at today's TOKYO GAME SHOW 2017, which booth did you like the best? Please write down the name of the company. (Please choose one)

→ Name of a developer/publisher

*If you have just arrived, please write down the name of the exhibiting company you would like to go most.

(6) The booths at the TOKYO GAME SHOW 2017 are broadly divided into the following areas. Please tell us which of these you have been to and/or will definitely go to. (Please select all that apply)

1 General Exhibition Area (Game Developers/Publishers Booths)	(Hall 2 – 8)
2 Event Stage	(Hall 1)
3 Family Game Park	(Hall 1)
4 New Stars Area (Asia/Eastern Europe/Latin America)	(Hall 2)
5 Game School Area	(Hall 2,3)
6 Romance Simulation Game Area	(Hall 3)
7 Business Solution Area	(Hall 4)
8 Smartphone Game Area	(Hall 4,5,6)
9 Indie Game Area	(Hall 9)
10 VR/AR Area	(Hall 9,10)
11 Merchandise Sales Area	(Hall 9,10)
12 Cosplay Area	(Hall 9,10)
13 e-Sports Area	(Hall 11)
14 Food Court	(Makuhari Event Hall)

(7) Did (or will) you watch the game tournaments of “e-Sports X” on special stage in Hall 11? (Please select one)

1 Yes	2 No
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(8) To what extent are you satisfied with the content of the TOKYO GAME SHOW 2017? (Please select one)

1 Very satisfied	3 Neither satisfied nor dissatisfied	4 Somewhat dissatisfied
2 Somewhat satisfied		5 Very dissatisfied

(9) Will you come to the next year’s TOKYO GAME SHOW? (Please select one)

1 Yes, definitely	3 Cannot say either way	4 Not sure I really want to
2 Yes, if I can		5 No, I will not

[For all respondents]

Q26 Which of the following events have you been to other than the TOKYO GAME SHOW?(Please select all that apply)
*Do not include online participations.

1 Comic Market	6 Wonder Festival
2 JUMP FESTA	7 Japan Amusement Expo
3 Niconico Chokaigi /Tokaigi	8 AnimeJapan
4 Next-generation World Hobby Fair	9 Others (Please specify:)
5 CharaHobby C3×HOBBY	10 None of the above

Q27(a) Have you ever participated in e-Sports or watched the tournaments? (Please select all that apply)

1 Yes, participated in e-Sports as a player	4 Others
2 Yes, watched e-Sports at events	(Please specify)
3 Yes, watched its live streaming or the video online	5 Never participated or watched

Q27(b) How interested are you in e-Sports? (Please select one)

1 Very interested	3 Not very interested	5 Do not know about it
2 Somewhat interested	4 Not at all interested	

Q28(a) How interested are you in VR (Virtual Reality) games? * If you already had a VR game, please choose 1 “Already had”.
Others choose from 2 to 6. (Please select one)

1 Already had a VR game(s)	4 Not very interested
2 Very interested	5 Not at all interested
3 Somewhat interested	6 Do not know about it

[Those who chose 1 to 3 in Q28 (a)]

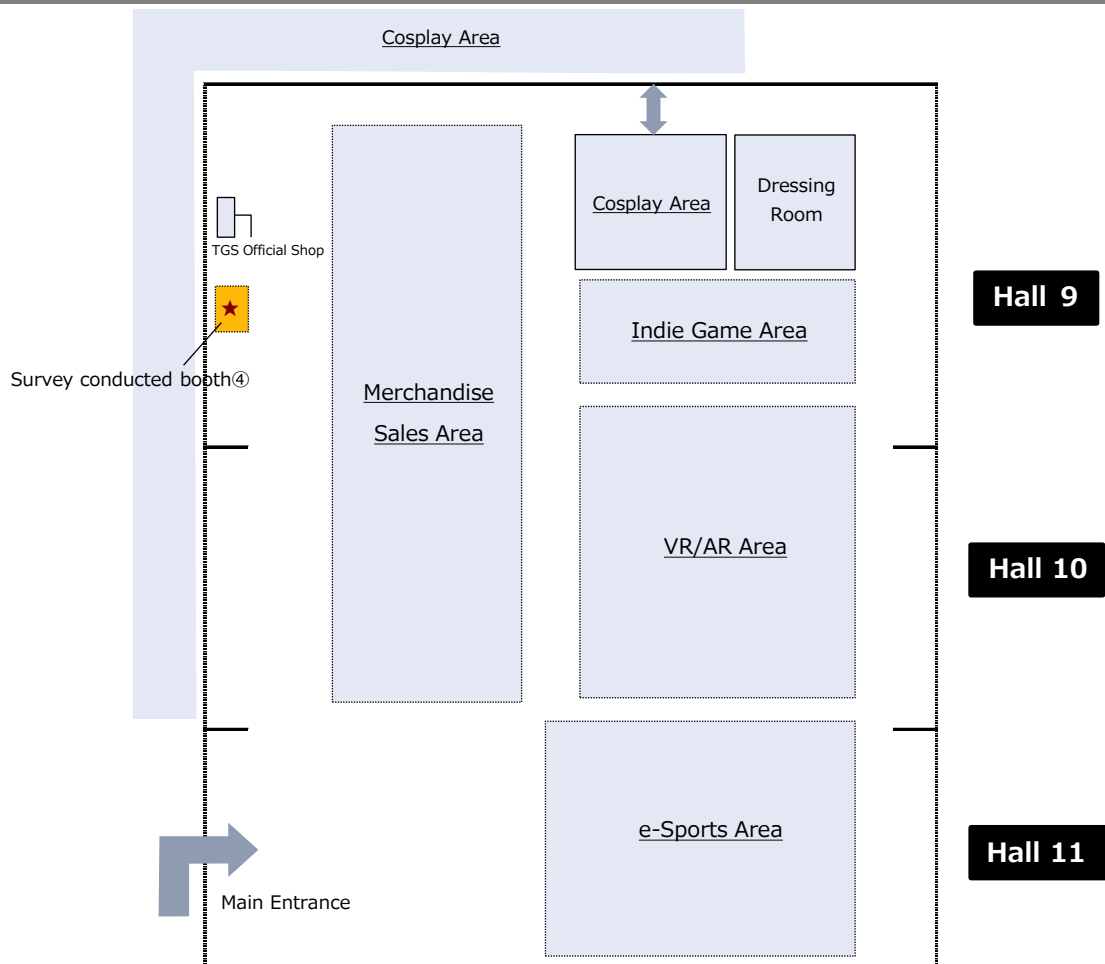
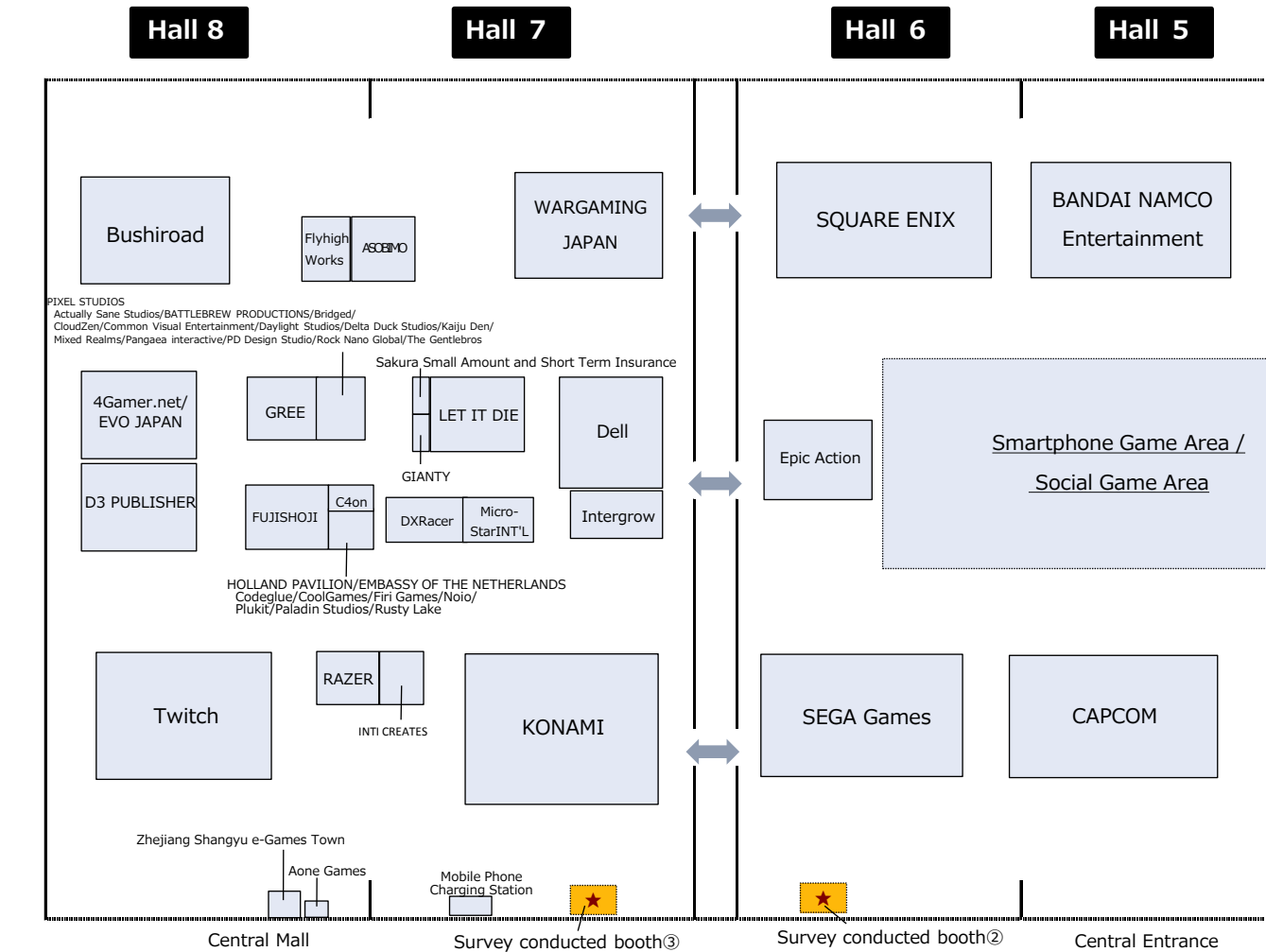
Q28(b) Would you like to purchase a head-mounted display (HMD) that enables you to play VR games (a device worn on the head covering eyes)? Please select the types of the HMD that you would like to buy. (Please select all that apply)

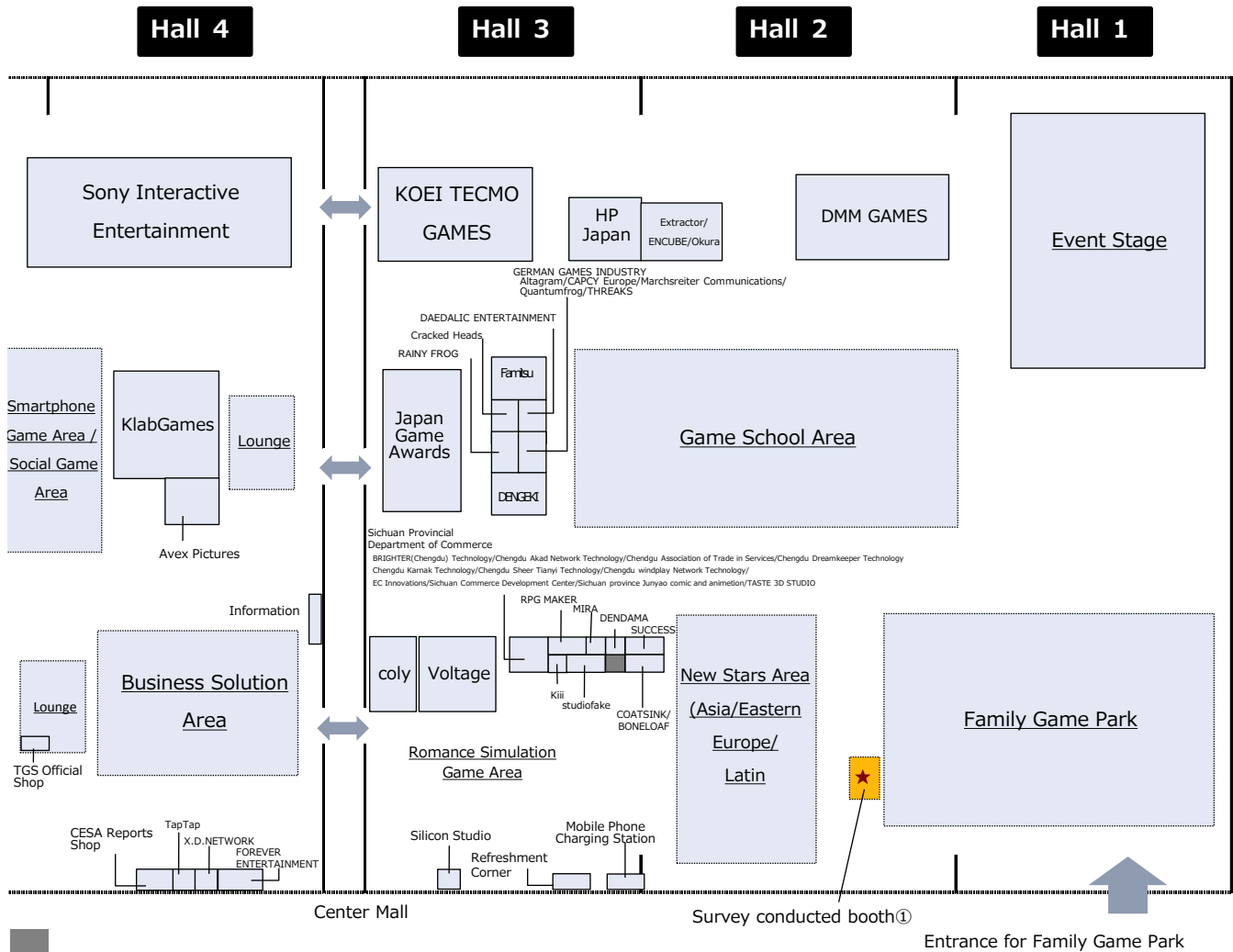
* If you had already bought, please choose the one(s) you bought from below.

1 Is compatible with video game consoles
2 Is compatible with smartphone
3 Is compatible with PC
4 I do not want to buy any HMDs

Thank you for your cooperation.

Appendix : Location of survey





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TOKYO GAME SHOW 2017 Visitors Survey Report

Date of issue	November 2017
Publisher	Computer Entertainment Supplier's Association(CESA) Odakyu daiichiseimei Building 18F, 2-7-1 Nishishinjuku, Shinjuku-ku, Tokyo, 163-0718, Japan
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Please include the following information in your inquiry

- (1) Your name(with the name of your working place or school)
 - (2) Your e-mail address to which our reply to your request is forwarded.
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