

# **TOKYO GAME SHOW 2019**

## **Visitors Survey Report**

**November 2019**

**COMPUTER ENTERTAINMENT SUPPLIER'S ASSOCIATION**





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# Outline of TOKYO GAME SHOW 2019 Visitors Survey



## 1. Outline of Survey



### TOKYO GAME SHOW 2019 Visitors Survey

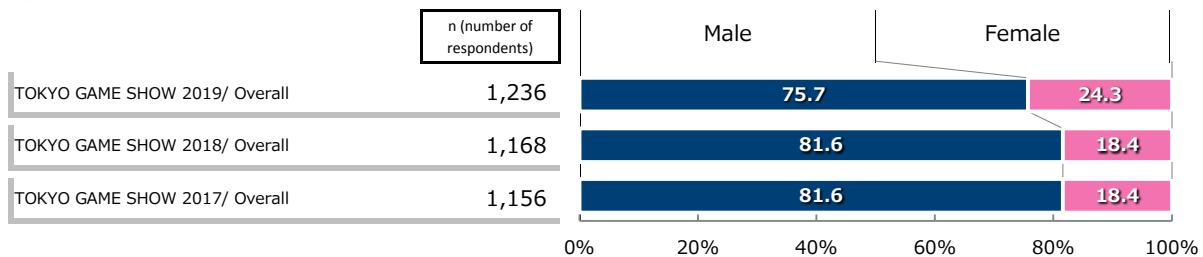
■ Purpose	Understand general visitors to the TOKYO GAME SHOW in terms of their basic characteristics, the extent to which they play games on a regular basis, and their level of participation in TOKYO GAME SHOW.
■ Targets	Visitors to the TOKYO GAME SHOW Individual men and women of ages 3 or older.
■ Sampling Plan	This survey has been conducted at 5 places in the venue since 2018 (*Please see the specific conducted places in the appendix.) According to sample quotas by hours determined by the past records of the surveys, respondents were chosen at random to seize the accurate overall sample as much as possible.
■ Questionnaire	See questionnaire form at the end of report.
■ Method	Central location test (self-administered survey)
■ Date of survey	September 15, 2019 (Sun) *Second day of the event (final day)
■ Target Research Period	Present situation (time of implementation) (Purchase history: September 16, 2018 - September 15, 2019)
■ Effective Responses	1,236 samples The numbers of visitors on each day of event were as follows: September 14, 2019 (Sat): 91,301 September 15, 2019 (Sun): 102,333
■ Method of Analysis	In order to clarify the attributes of visitors to the TOKYO GAME SHOW, this report uses cross tabulation tables by gender, age, and GUESS index (see P4) and compares the results with the data in the last two years. The survey in this report basically counts on a number of valid samples. We do not analyze the data with samples less than 30.
■ 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

### ■ Time Series Comparison

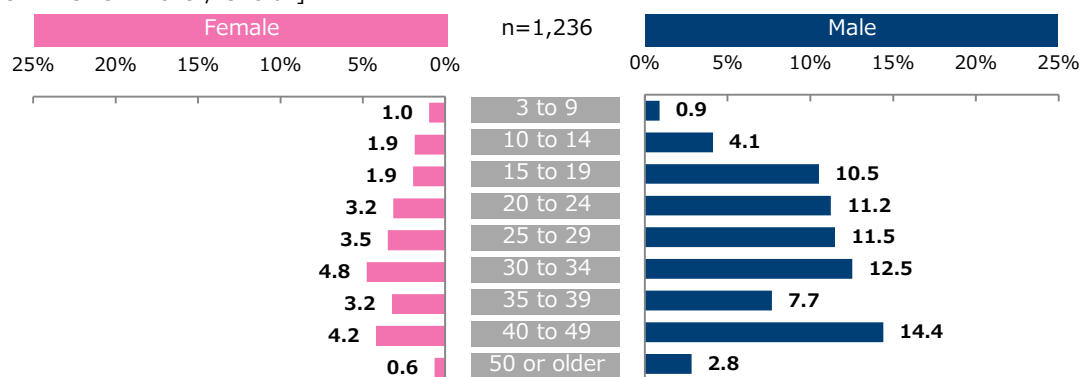
[TOKYO GAME SHOW / Overall]



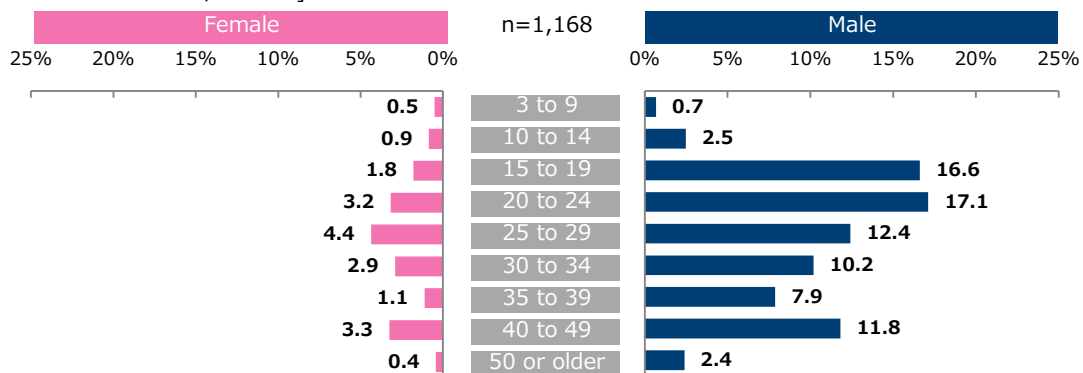
## 2. Gender and Age

### ■ Time Series Comparison

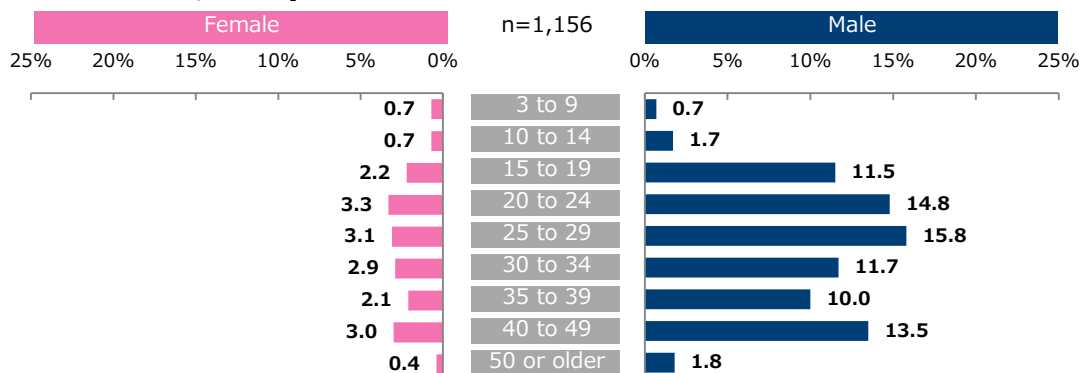
[TOKYO GAME SHOW 2019 / Overall]



[TOKYO GAME SHOW 2018 / Overall]



[TOKYO GAME SHOW 2017/ Overall]

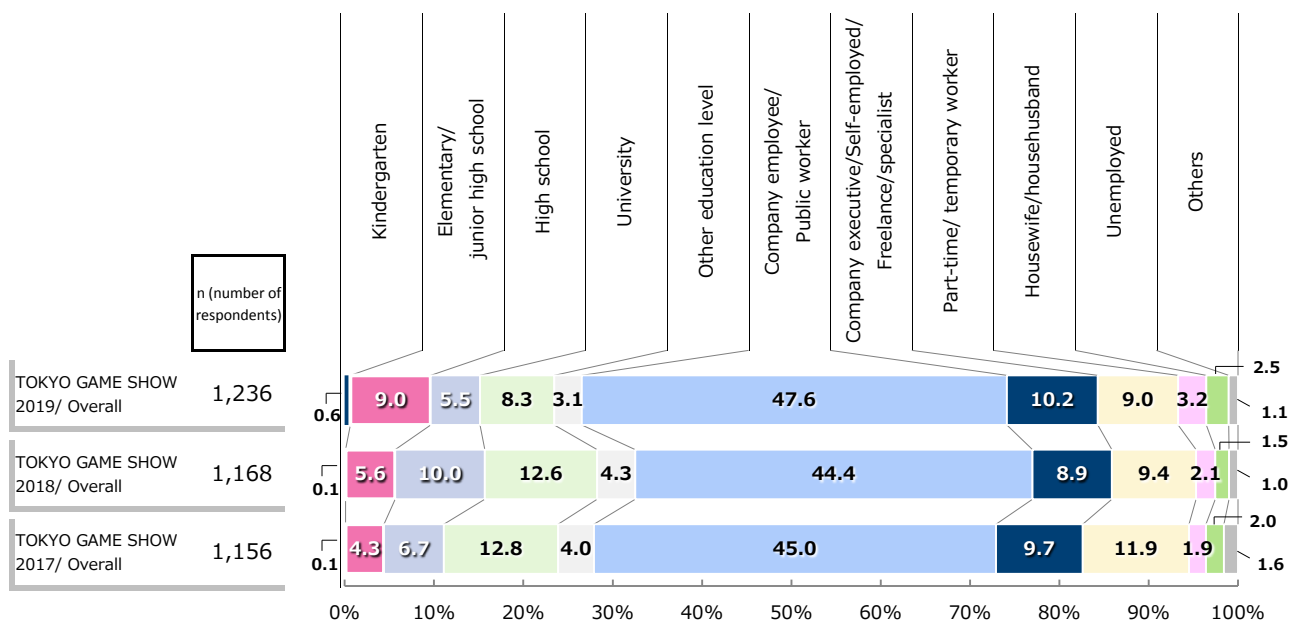


- The respondents' gender ratios are; Male(75.7%) and Female (24.3%).
- The ratios of "Male age 15 to 19", "Male age 20 to 24", "Male age 25 to 29" and "Male age 30 to 34" are over 10% (10.5% to 14.4%). The ratios of "Male age 15 to 19" and "Male age 20 to 24" are lower than the last year by 6.1 points and 5.9 points each.

### 3.Occupation

#### Time Series Comparison

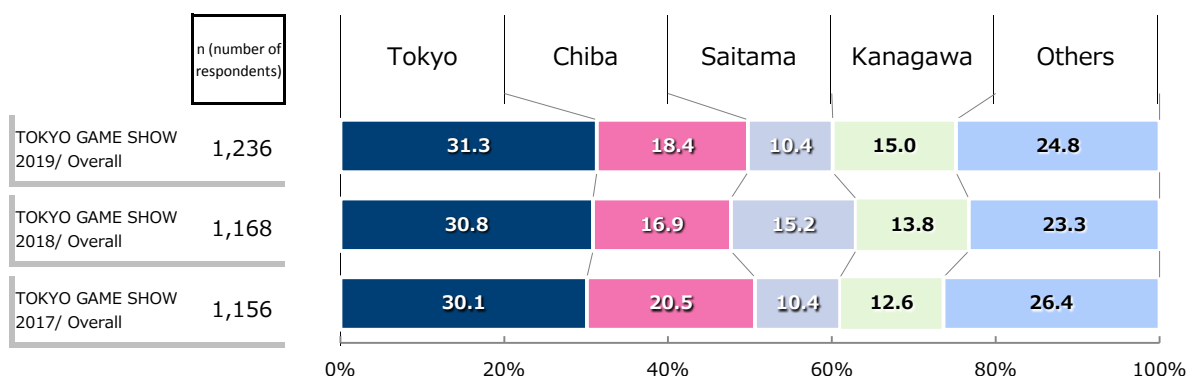
[TOKYO GAME SHOW / Overall]



### 4.Residential Area

#### Time Series Comparison

[TOKYO GAME SHOW / Overall]

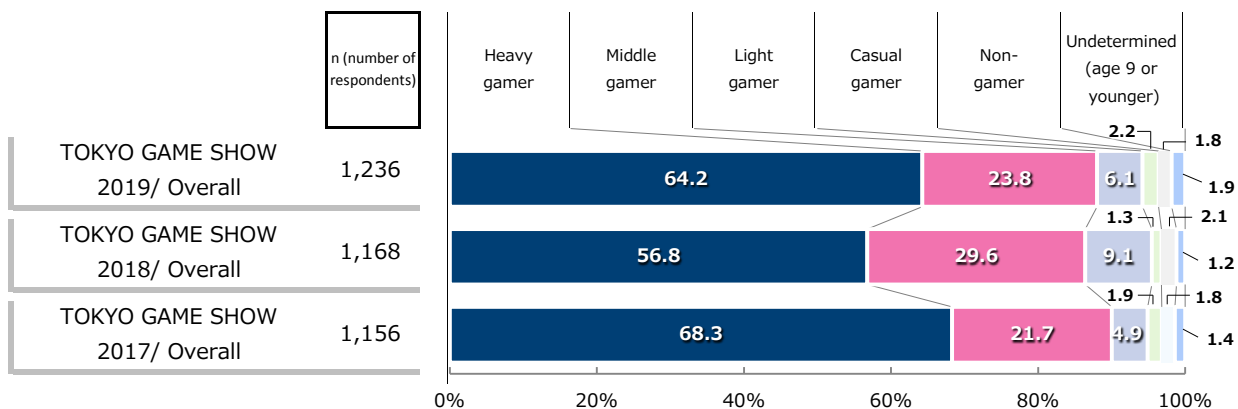


- "Company employee/public worker" (47.6%) is the largest occupation group among respondents, followed by "Self-employed /Freelance/specialists" (10.2%), "Elementary/Junior high school student" and "Part-time/temporary worker" (9.0% each).
- Compared to the previous year, the ratio of "Elementary/Junior high school student" and "Company employee/public worker" are higher by 3.4 points and 3.2 points each, while the "High school student" and "University student" become lower by 4.5 points and 4.3 points.
- 31.3% of respondents comes from Tokyo and 18.4% comes from Chiba, where the show took place. 15.0% of respondents are Kanagawa residents.
- The ratio of respondents from "Saitama" is 4.8 points lower than the previous year.

## 5. GUESS

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



### GUESS 【Game User Engagement Scale Segmentation】 \*1

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>High</div> <div>Low</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).

\*1 "GUESS" was utilized for the TOKYO GAME SHOW survey in 2017.

- "Heavy gamer" accounts for the highest proportion in GUESS category at 64.2%, followed by "Middle gamer" (23.8%) and "Light gamer" (6.1%).
- The ratio of "Heavy gamer" is 7.4 points higher, while "Middle gamer" and "Light gamer" are 5.8 and 3.0 points lower each than the previous year.



# Video Game Playing Status

## 1.Video Game Console Ownership and Game Playing Rate

Question

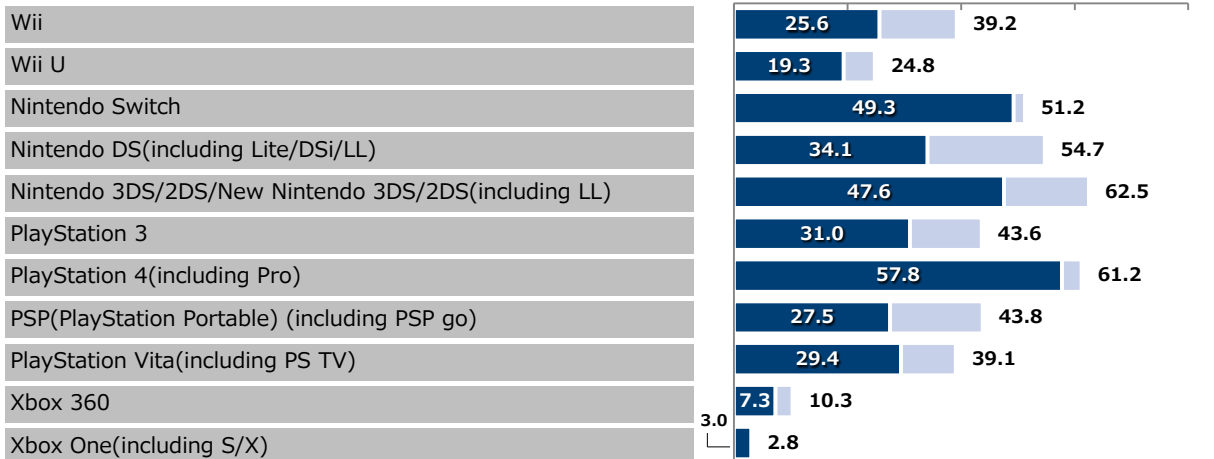
Please select all video game consoles that you have in your home. [Multiple answers]

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

### Time Series Comparison

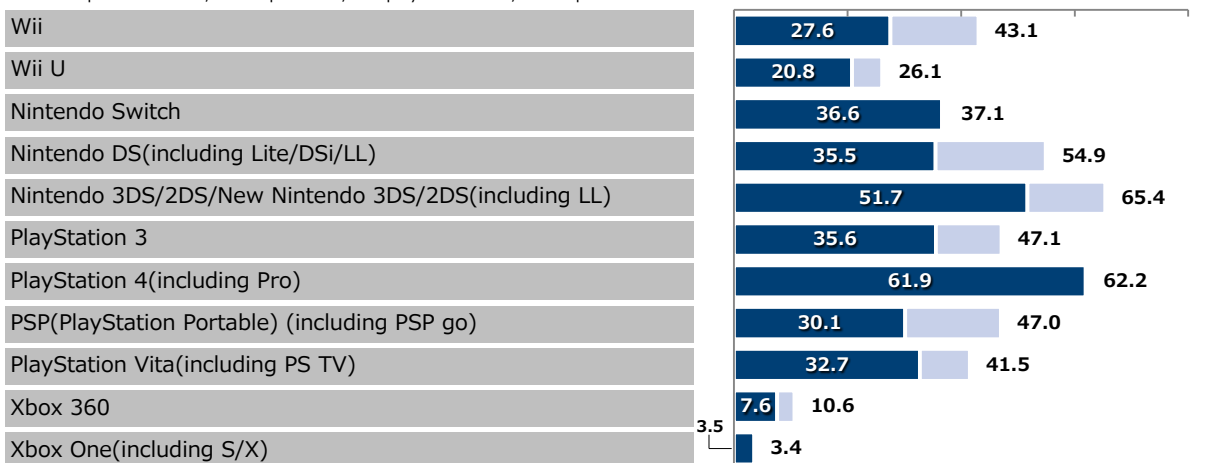
[TOKYO GAME SHOW 2019 / Overall]

"ownership rates" is n=1,234 respondents, and play rate is n=1,232 respondents.



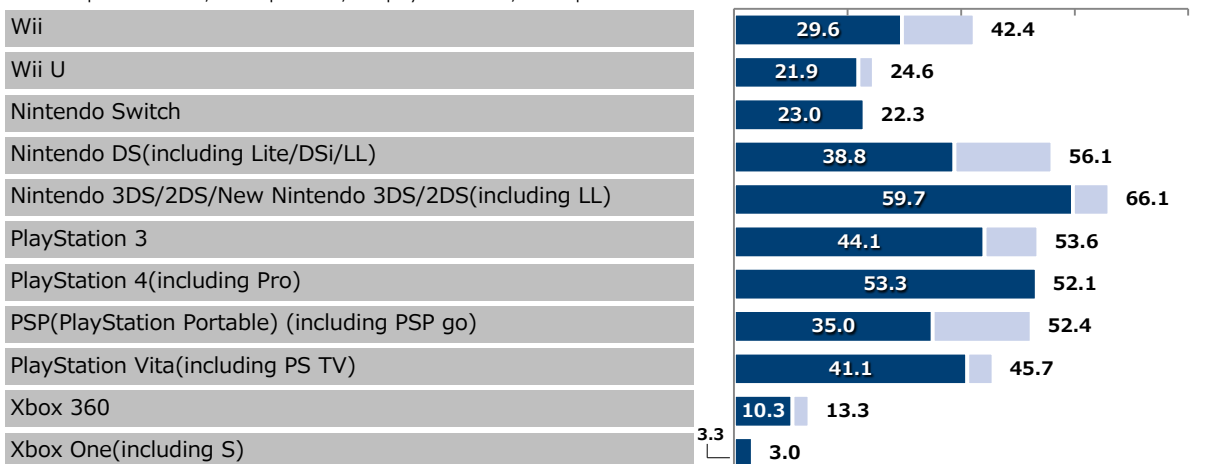
[TOKYO GAME SHOW 2018 / Overall]

"ownership rates" is n=1,166 respondents, and play rate is n=1,161 respondents.



[TOKYO GAME SHOW 2017 / Overall]

"ownership rates" is n=1,155 respondents, and play rate is n=1,150 respondents.



\*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.

## ■ Game Playing Rate by Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

	TOKYO GAME SHOW 2019/ 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)	1,232	933	11	51	129	139	142	249	177	35	299	11	23	24	39	43	99	52	8
Wii	25.6	25.5	18.2	39.2	38.0	28.1	31.0	20.1	16.4	14.3	26.1	9.1	34.8	54.2	43.6	27.9	15.2	21.2	12.5
Wii U	19.3	20.2	0.0	51.0	37.2	18.7	22.5	12.9	11.9	8.6	16.7	18.2	26.1	33.3	10.3	14.0	11.1	23.1	12.5
Nintendo Switch	49.3	49.0	81.8	70.6	59.7	53.2	57.7	47.0	31.6	17.1	50.2	72.7	65.2	54.2	48.7	76.7	42.4	36.5	12.5
Nintendo DS (including Lite/DSi/LL)	34.1	33.7	27.3	47.1	43.4	36.0	37.3	31.7	22.0	28.6	35.5	0.0	30.4	62.5	56.4	48.8	27.3	25.0	12.5
Nintendo 3DS/2DS/ New Nintendo 3DS/2DS (including LL)	47.6	47.2	63.6	70.6	57.4	39.6	52.8	44.2	41.2	28.6	48.8	36.4	65.2	75.0	61.5	58.1	43.4	30.8	12.5
PlayStation 3	31.0	33.7	9.1	23.5	28.7	25.9	45.1	39.8	31.6	25.7	22.7	0.0	8.7	29.2	28.2	37.2	24.2	15.4	0.0
PlayStation 4 (including Pro)	50.6	54.0	9.1	52.9	54.3	59.7	59.2	60.6	42.9	34.3	40.1	0.0	13.0	20.8	59.0	65.1	45.5	26.9	25.0
PSP(PlayStation Portable) (including PSP go)	17.5	16.9	0.0	5.9	10.9	19.4	18.3	22.5	15.3	14.3	19.1	0.0	0.0	16.7	23.1	39.5	21.2	9.6	12.5
PlayStation Vita (including PS TV)	18.0	17.9	9.1	17.6	17.1	14.4	19.7	22.1	15.8	11.4	18.4	0.0	8.7	25.0	5.1	18.6	31.3	7.7	25.0
Xbox 360	2.4	2.8	0.0	0.0	0.8	0.0	0.7	5.2	5.6	2.9	1.3	0.0	0.0	0.0	0.0	2.3	1.0	3.8	0.0
Xbox One (including S/X)	0.9	1.1	0.0	0.0	1.6	0.7	1.4	0.0	2.3	2.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0

\*Darker shading indicates a higher ratio.

- 62.5% of respondents owns "Nintendo 3DS/2DS/ New Nintendo 3DS/2DS", which is the highest ratio of the survey. It is followed by "PlayStation 4 including Pro" (61.2%) and "Nintendo DS (including Lite/DSi/LL)" (54.7%) .
- "PlayStation 4" is played most by the respondents at 57.8%. "Nintendo Switch" is the second played console among respondents at 49.3% and "Nintendo 3DS/2DS/ New Nintendo 3DS/2DS" is the third (47.6%).
- "Nintendo Switch" increases its ownership and playing ratios by 14.1 and 12.7 points among respondents compared to the previous year.
- The following segments by gender and age have high playing ratios that are more than 20 points higher than "Overall": Male age 10 to 14 playing "Nintendo Switch" (70.6%), "Nintendo 3DS/2DS/ New Nintendo 3DS/2DS" (70.6%), and "Wii U" (51%), Female age 20 to 24 playing "Nintendo DS (including Lite/DSi/LL)" (56.4%), Female age 25 to 29 playing "Nintendo Switch" (76.7%) and "PSP (including PSP go)" (53.5%).

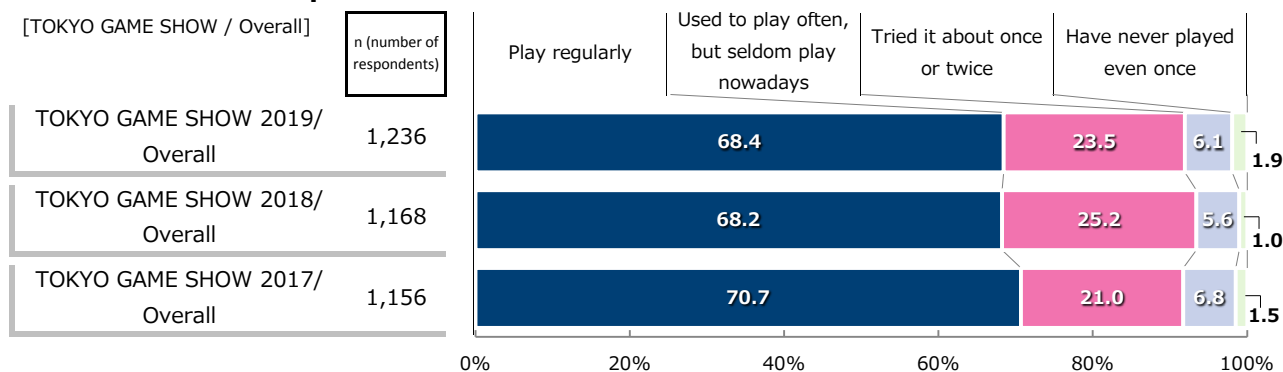
## 2. Experience of Playing Video Games

Question

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

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

			n (number of respondents)	Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played even once
TOKYO GAME SHOW 2019/ Overall			1,236	68.4	23.5	6.1	1.9
Gender and Age	Male		936	70.5	22.6	5.7	1.2
	3 to 9		11	90.9	0.0	9.1	0.0
	10 to 14		51	86.3	11.8	2.0	0.0
	15 to 19		130	73.8	18.5	6.2	1.5
	20 to 24		139	71.9	23.0	5.0	0.0
	25 to 29		142	78.9	16.2	4.2	0.7
	30 to 39		250	71.6	22.4	6.0	0.0
	40 to 49		178	59.6	30.3	6.7	3.4
	50 or older		35	37.1	48.6	8.6	5.7
	Female		300	62.0	26.0	7.7	4.3
	3 to 9		12	66.7	8.3	16.7	8.3
	10 to 14		23	60.9	34.8	0.0	4.3
	15 to 19		24	70.8	25.0	4.2	0.0
	20 to 24		39	79.5	15.4	5.1	0.0
	25 to 29		43	79.1	14.0	4.7	2.3
	30 to 39		99	57.6	25.3	10.1	7.1
	40 to 49		52	42.3	44.2	7.7	5.8
	50 or older		8	37.5	37.5	25.0	0.0

\*Darker shading indicates a higher ratio.

- 68.4% of respondents plays video games "regularly".
- 70.5% of Male plays "regularly". Especially among males under age 39, over 70% of each age group are regular players. In the meanwhile, the ratio of female regular player is 62.0% and among them 79.5% of female age 20 to 24 and 79.1% of female age 25 to 29 "plays regularly".

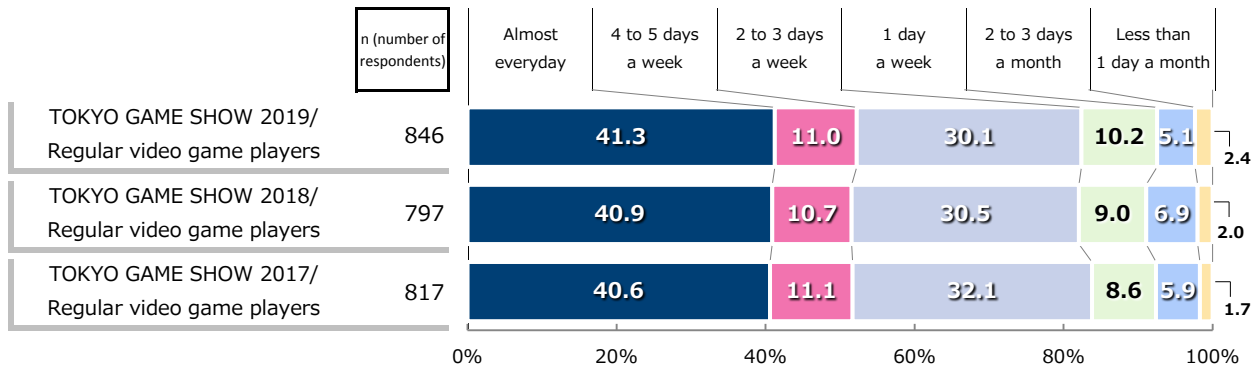
### 3. Frequency of Video Game Playing

#### Question

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

#### ■ Time Series Comparison

[TOKYO GAME SHOW / Regular video game players]



#### ■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2019 / 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 2019/ Regular video game players		846	41.3	11.0	30.1	10.2	5.1	2.4
Gender and Age	Male	660	44.7	11.1	29.5	9.4	3.6	1.7
	3 to 9	10	80.0	10.0	0.0	10.0	0.0	0.0
	10 to 14	44	72.7	9.1	15.9	0.0	2.3	0.0
	15 to 19	96	63.5	15.6	15.6	4.2	1.0	0.0
	20 to 24	100	50.0	12.0	26.0	8.0	4.0	0.0
	25 to 29	112	41.1	9.8	33.0	8.9	5.4	1.8
	30 to 39	179	34.1	11.2	36.3	11.7	3.9	2.8
	40 to 49	106	32.1	7.5	39.6	14.2	3.8	2.8
	50 or older	13	23.1	15.4	23.1	23.1	7.7	7.7
	Female	186	29.0	10.8	32.3	12.9	10.2	4.8
	3 to 9	8	37.5	37.5	12.5	0.0	12.5	0.0
	10 to 14	14	28.6	7.1	28.6	28.6	7.1	0.0
	15 to 19	17	17.6	5.9	35.3	23.5	17.6	0.0
	20 to 24	31	29.0	9.7	35.5	9.7	6.5	9.7
	25 to 29	34	29.4	14.7	32.4	8.8	14.7	0.0
	30 to 39	57	36.8	8.8	31.6	8.8	8.8	5.3
	40 to 49	22	18.2	9.1	31.8	18.2	9.1	13.6
	50 or older	3	0.0	0.0	66.7	33.3	0.0	0.0
* 1	Heavy gamer	649	44.4	10.9	29.9	8.8	4.2	1.8
	Middle gamer	148	25.7	11.5	35.1	15.5	8.8	3.4
	Light gamer	16	43.8	6.3	12.5	25.0	6.3	6.3
	Casual gamer	11	45.5	0.0	27.3	9.1	9.1	9.1

\*1 GUESS

\*Darker shading indicates a higher ratio.

- 41.3% of respondents plays video games "Almost everyday" and 11.0% of them plays "4 to 5 days a week". In total, more than 50% of them plays games frequently.
- 44.4% of "Heavy gamer" in GUESS says "Almost everyday" and the ratio is much higher than that of "Middle gamer"(25.7%).

## 4. Number of Video Game Software Purchases

### Question

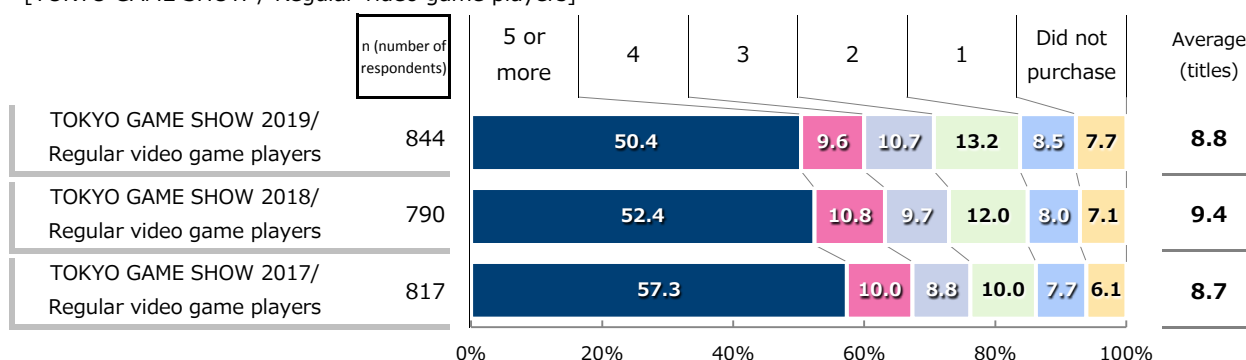
How many video game software did you purchase in the last 12 months?

Please select your answer for each of the following types of software. [Single answer] \*1

[Purchase rate for newly released package software]

### ■ Time Series Comparison

[TOKYO GAME SHOW / Regular video game players]



### ■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2019 / Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2019/ Regular video game players		844	50.4	9.6	10.7	13.2	8.5	7.7	8.8
Gender and Age	Male	658	50.5	10.5	11.4	12.3	8.2	7.1	9.1
	3 to 9	10	30.0	10.0	30.0	10.0	20.0	0.0	4.6
	10 to 14	44	63.6	9.1	11.4	0.0	6.8	9.1	9.4
	15 to 19	96	49.0	13.5	8.3	14.6	4.2	10.4	12.1
	20 to 24	99	55.6	7.1	11.1	9.1	11.1	6.1	8.5
	25 to 29	112	53.6	11.6	6.3	17.9	5.4	5.4	8.0
	30 to 39	178	46.1	12.4	16.3	12.9	5.6	6.7	8.5
	40 to 49	106	48.1	8.5	10.4	10.4	14.2	8.5	9.5
	50 or older	13	46.2	0.0	7.7	23.1	23.1	0.0	11.4
	Female	186	50.0	6.5	8.1	16.1	9.7	9.7	7.7
	3 to 9	8	25.0	0.0	37.5	12.5	12.5	12.5	3.1
	10 to 14	14	42.9	7.1	0.0	28.6	14.3	7.1	6.6
	15 to 19	17	47.1	0.0	0.0	11.8	23.5	17.6	14.9
	20 to 24	31	61.3	3.2	6.5	12.9	9.7	6.5	7.5
	25 to 29	34	67.6	2.9	11.8	11.8	0.0	5.9	9.1
	30 to 39	57	49.1	15.8	3.5	12.3	7.0	12.3	7.6
	40 to 49	22	31.8	0.0	13.6	31.8	18.2	4.5	4.1
	50 or older	3	0.0	0.0	33.3	33.3	0.0	33.3	1.7
※ 2	Heavy gamer	647	57.8	9.1	9.4	12.2	5.6	5.9	10.0
	Middle gamer	148	27.0	13.5	12.2	17.6	14.9	14.9	5.3
	Light gamer	16	0.0	0.0	25.0	12.5	50.0	12.5	1.5
	Casual gamer	11	36.4	9.1	9.1	18.2	27.3	0.0	6.1

\*1 Specific number of purchased video games was filled in by respondents who bought more than 12 games, started in 2019.

\*2 GUESS

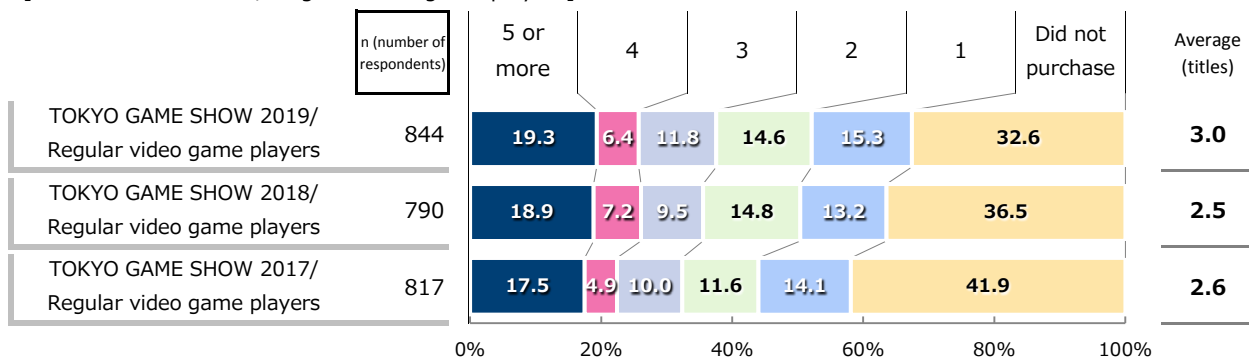
\*Darker shading indicates a higher ratio.

- 50.4% of respondents purchased "5 or more" new packaged video game software this year and the overall average number of purchase is 8.8 games.
- Male age 15 to 19 purchased 12.1 games on average, which is higher than other age groups.
- 57.8% of "Heavy gamer" in GUESS purchased "5 or more". The average of "Heavy gamer" is 10.0 games, which is higher than "Middle gamer".

[Purchase rate for paid software downloads]

## ■ Time Series Comparison

[TOKYO GAME SHOW / Regular video game players]



## ■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2019 / Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2019/ Regular video game players		844	19.3	6.4	11.8	14.6	15.3	32.6	3.0
Gender and Age	Male	658	20.8	7.4	11.6	14.9	15.5	29.8	3.3
	3 to 9	10	10.0	0.0	10.0	10.0	0.0	70.0	1.2
	10 to 14	44	34.1	4.5	6.8	13.6	13.6	27.3	3.6
	15 to 19	96	17.7	10.4	12.5	19.8	12.5	27.1	3.0
	20 to 24	99	27.3	12.1	11.1	17.2	9.1	23.2	4.6
	25 to 29	112	18.8	8.9	13.4	11.6	16.1	31.3	3.2
	30 to 39	178	18.5	6.7	12.9	15.7	17.4	28.7	3.2
	40 to 49	106	19.8	2.8	9.4	12.3	21.7	34.0	3.1
	50 or older	13	15.4	0.0	7.7	7.7	23.1	46.2	2.5
	Female	186	14.0	2.7	12.9	13.4	14.5	42.5	1.9
	3 to 9	8	0.0	0.0	25.0	0.0	12.5	62.5	0.9
	10 to 14	14	21.4	0.0	0.0	0.0	14.3	64.3	1.9
	15 to 19	17	5.9	0.0	11.8	17.6	0.0	64.7	1.0
	20 to 24	31	19.4	3.2	6.5	19.4	19.4	32.3	2.2
	25 to 29	34	23.5	2.9	17.6	17.6	14.7	23.5	3.0
	30 to 39	57	12.3	5.3	15.8	14.0	14.0	38.6	1.9
	40 to 49	22	4.5	0.0	13.6	9.1	22.7	50.0	1.2
	50 or older	3	0.0	0.0	0.0	0.0	0.0	100.0	0.0
* 1	Heavy gamer	647	23.3	7.6	13.1	15.1	14.2	26.6	3.5
	Middle gamer	148	7.4	2.7	6.8	13.5	19.6	50.0	1.5
	Light gamer	16	0.0	0.0	0.0	18.8	37.5	43.8	0.8
	Casual gamer	11	0.0	9.1	9.1	9.1	9.1	63.6	0.9

\*1 GUESS

\*Darker shading indicates a higher ratio.

- 67.4% of all the respondents purchased more than one video game software downloads (a total of "1" to "5 or more"). 19.3% of respondents purchased "5 or more" software. The average number of software purchased is 3.0.
- "Male age 20 to 24" purchased 4.6 software downloads on average and the average is higher than those of other age groups.
- 23.3% of "Heavy gamer" in GUESS purchased "5 or more" and their average number of software is 3.5.

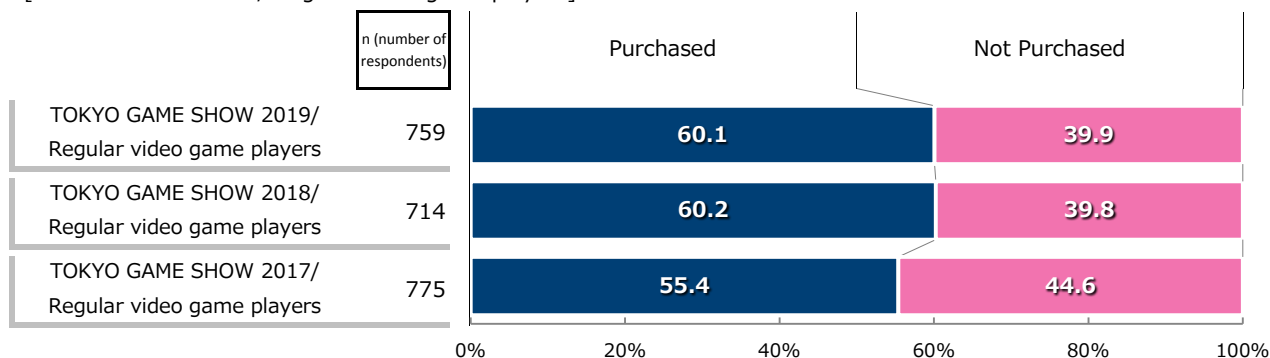
## 5. Purchasing/Non-purchasing of Additional Download Content for Video Games

Question

Have you purchased any additional downloadable content or in-game currency in the last 12 months?\*1

### ■ Time Series Comparison

[TOKYO GAME SHOW / Regular video game players]



### ■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2019 / Regular video game players]

(Unit: %)

		n (number of respondents)	Purchased	Not Purchased
TOKYO GAME SHOW 2019/ Regular video game players		759	60.1	39.9
Gender and Age	Male	589	64.7	35.3
	3 to 9	8	12.5	87.5
	10 to 14	34	70.6	29.4
	15 to 19	87	66.7	33.3
	20 to 24	92	69.6	30.4
	25 to 29	102	72.5	27.5
	30 to 39	163	62.6	37.4
	40 to 49	92	58.7	41.3
	50 or older	11	36.4	63.6
	Female	170	44.1	55.9
	3 to 9	4	0.0	100.0
	10 to 14	14	21.4	78.6
	15 to 19	16	18.8	81.3
	20 to 24	28	46.4	53.6
	25 to 29	34	67.6	32.4
	30 to 39	51	45.1	54.9
	40 to 49	20	50.0	50.0
	50 or older	3	0.0	100.0
* 2	Heavy gamer	590	65.6	34.4
	Middle gamer	136	46.3	53.7
	Light gamer	13	23.1	76.9
	Casual gamer	6	33.3	66.7

\*1 "In-game currency" was added to a question of 2018 survey.

\*Darker shading indicates a higher ratio.

\*2 GUESS

- 60.1% of respondents purchased additional downloadable content or in-game currency for video games.
- "Purchased" ratio this year is similar to last year and by 4.7 points from two years ago.
- 64.7% of male and 44.1% of female purchased the content. Especially among males age 25 to 29, the purchased rate is 72.5% and it is 12.4 points higher than overall.
- In GUESS, 65.6% of "Heavy gamer" says "purchased" the content.



## 6. Favorite Game Genres

Question

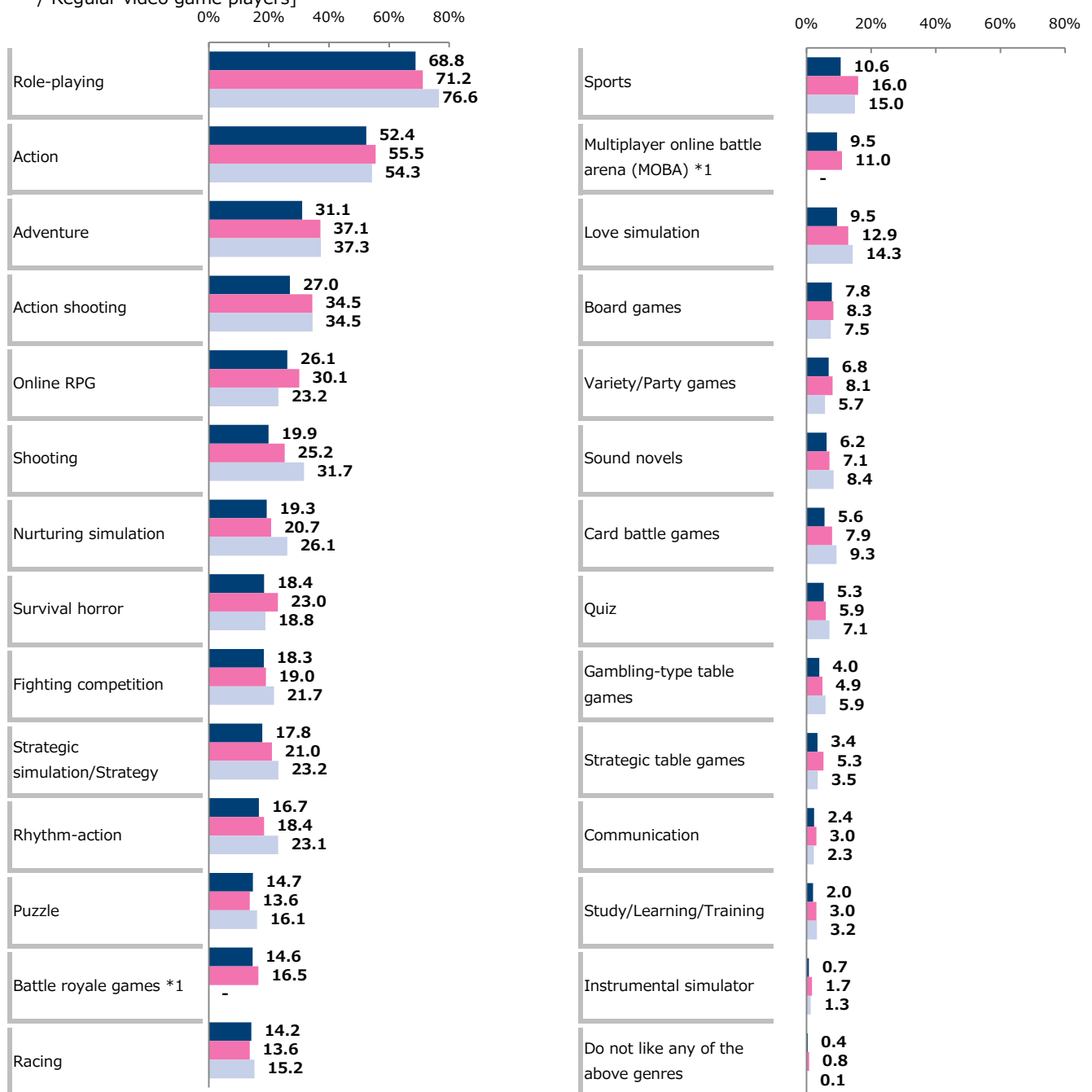
Which of the following video game genres do you like? [Multiple answers]

### ■ Time Series Comparison

[TOKYO GAME SHOW

/ Regular video game players]

TOKYO GAME SHOW 2019/ Regular video game players (n = 804 respondents)  
 TOKYO GAME SHOW 2018/ Regular video game players (n = 757 respondents)  
 TOKYO GAME SHOW 2017/ Regular video game players (n = 775 respondents)



\*1 "Battle royale games" and "Multiplayer online battle arena (MOBA)" were newly added to the survey items as new genres in 2018.



## ■ Gender and Age

[TOKYO GAME SHOW 2019 / Regular video game players]

(Unit: %)

	TOKYO GAME SHOW 2019/ Regular video 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)	804	636	9	44	94	94	108	171	104	12	168	7	13	16	30	33	50	17	2
Role-playing	68.8	67.5	22.2	45.5	55.3	63.8	76.9	78.9	70.2	33.3	73.8	14.3	61.5	81.3	63.3	97.0	80.0	58.8	50.0
Action	52.4	53.3	44.4	45.5	53.2	58.5	65.7	57.3	35.6	33.3	48.8	28.6	46.2	62.5	53.3	57.6	46.0	35.3	0.0
Adventure	31.1	29.2	44.4	38.6	29.8	35.1	33.3	22.8	26.9	8.3	38.1	28.6	38.5	37.5	33.3	39.4	38.0	47.1	50.0
Action shooting	27.0	29.7	22.2	40.9	39.4	37.2	31.5	24.0	17.3	33.3	16.7	0.0	15.4	25.0	23.3	18.2	12.0	17.6	0.0
Online RPG	26.1	26.6	11.1	36.4	30.9	27.7	22.2	31.6	17.3	8.3	24.4	0.0	15.4	31.3	20.0	30.3	30.0	17.6	0.0
Shooting	19.9	21.9	22.2	43.2	31.9	24.5	14.8	15.2	20.2	16.7	12.5	0.0	7.7	18.8	16.7	12.1	10.0	17.6	0.0
Nurturing simulation	19.3	16.0	0.0	15.9	19.1	16.0	16.7	18.1	11.5	8.3	31.5	0.0	15.4	43.8	20.0	42.4	40.0	11.8	100.0
Survival horror	18.4	17.8	0.0	20.5	23.4	13.8	18.5	16.4	19.2	8.3	20.8	0.0	15.4	50.0	23.3	21.2	20.0	5.9	0.0
Fighting competition	18.3	19.5	11.1	29.5	25.5	17.0	13.0	21.1	17.3	16.7	13.7	0.0	15.4	12.5	13.3	12.1	18.0	11.8	0.0
Strategic simulation/Strategy	17.8	18.9	11.1	9.1	18.1	19.1	15.7	22.8	20.2	25.0	13.7	0.0	7.7	12.5	16.7	18.2	10.0	23.5	0.0
Rhythm-action	16.7	13.5	0.0	18.2	18.1	17.0	13.9	11.1	10.6	0.0	28.6	0.0	46.2	62.5	33.3	36.4	20.0	0.0	0.0
Puzzle	14.7	10.5	11.1	11.4	11.7	11.7	11.1	9.9	9.6	0.0	30.4	57.1	46.2	31.3	23.3	27.3	34.0	5.9	100.0
Battle royale games *1	14.6	17.0	22.2	54.5	39.4	17.0	8.3	7.0	6.7	8.3	5.4	0.0	7.7	6.3	3.3	6.1	6.0	5.9	0.0
Racing	14.2	14.9	22.2	18.2	14.9	11.7	13.9	15.8	16.3	8.3	11.3	28.6	15.4	18.8	16.7	0.0	12.0	5.9	0.0
Sports	10.6	12.9	22.2	11.4	11.7	12.8	11.1	14.0	13.5	16.7	1.8	0.0	0.0	6.3	0.0	0.0	2.0	5.9	0.0
Multiplayer online battle arena (MOBA) *1	9.5	9.6	11.1	20.5	17.0	7.4	13.0	5.8	3.8	0.0	8.9	14.3	23.1	6.3	10.0	15.2	4.0	0.0	0.0
Love simulation	9.5	7.2	11.1	4.5	6.4	7.4	11.1	5.8	7.7	0.0	17.9	14.3	0.0	25.0	10.0	18.2	24.0	17.6	50.0
Board games	7.8	7.9	33.3	6.8	8.5	8.5	5.6	8.2	7.7	0.0	7.7	28.6	0.0	0.0	6.7	9.1	4.0	23.5	0.0
Variety/Party games	6.8	5.8	22.2	2.3	9.6	5.3	4.6	6.4	3.8	0.0	10.7	14.3	15.4	6.3	3.3	15.2	12.0	11.8	0.0
Sound novels	6.2	5.5	0.0	2.3	5.3	4.3	7.4	4.7	8.7	0.0	8.9	0.0	7.7	6.3	6.7	12.1	12.0	5.9	0.0
Card battle games	5.6	6.9	0.0	11.4	10.6	5.3	9.3	4.1	6.7	0.0	0.6	0.0	7.7	0.0	0.0	0.0	0.0	0.0	0.0
Quiz	5.3	3.9	0.0	2.3	1.1	2.1	4.6	7.0	2.9	8.3	10.7	0.0	38.5	6.3	6.7	12.1	8.0	0.0	100.0
Gambling-type table games	4.0	4.4	0.0	6.8	7.4	2.1	0.9	2.9	5.8	33.3	2.4	0.0	0.0	0.0	6.7	3.0	2.0	0.0	0.0
Strategic table games	3.4	3.8	0.0	6.8	4.3	2.1	1.9	4.1	4.8	8.3	1.8	14.3	0.0	0.0	3.3	0.0	2.0	0.0	0.0
Communication	2.4	2.5	0.0	2.3	3.2	3.2	1.9	2.3	2.9	0.0	1.8	0.0	0.0	0.0	3.3	0.0	4.0	0.0	0.0
Study/Learning/Training	2.0	1.7	11.1	6.8	0.0	1.1	0.9	1.8	1.9	0.0	3.0	0.0	7.7	0.0	3.3	0.0	6.0	0.0	0.0
Instrumental simulator	0.7	0.9	0.0	0.0	1.1	1.1	0.9	0.6	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Do not like any of the above genres	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.6	1.0	0.0	0.6	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0

\*Darker shading indicates a higher ratio.

- "Role-playing" (68.8%) is the most popular video game genre among respondents, followed by "Action" (52.4%).
- The ratio of "Adventure" (31.1%), "Action Shooting" (27.0%), "Shooting" (19.9%), and "Sports" (10.6%) decrease by more than 5 points from last year.
- The following genre ratios are more than 20 points higher than the overall: "Shooting" in male age 10 to 14 (43.2%), "Battle royale" in male age 10 to 14 (54.5%) and male age 15 to 19 (39.4%), "Role-playing" in female age 25 to 29 (97.0%), "Nurturing simulation" in female age 25 to 29 (42.4%) and female age 30 to 39 (40.0%).

### Smartphone/Tablet Game Playing Status

## 1. Smartphone/Tablet Game Playing Experience

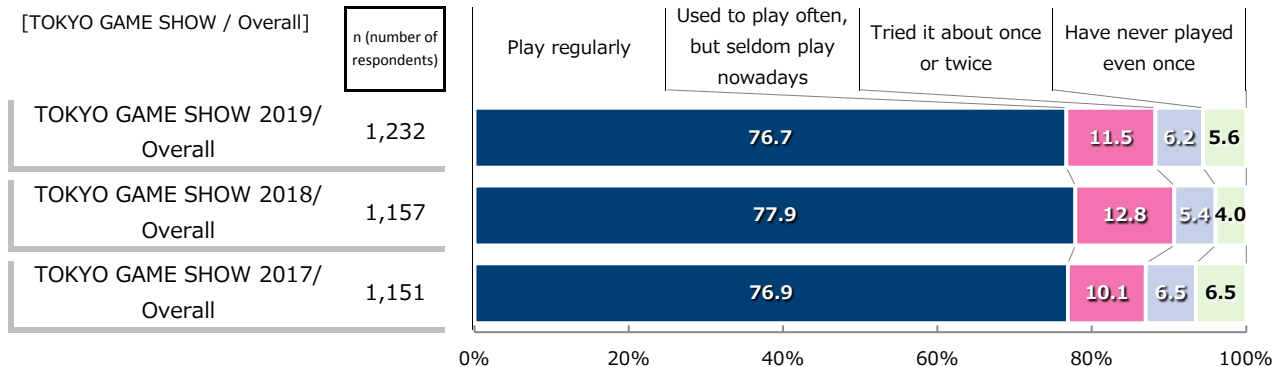
**Question**

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

## ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]

n (number of respondents)



## ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

		n (number of respondents)	Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played even once
TOKYO GAME SHOW 2019/ Overall		1,232	76.7	11.5	6.2	5.6
Gender and Age	Male	935	75.9	12.3	6.5	5.2
	3 to 9	11	54.5	0.0	18.2	27.3
	10 to 14	51	82.4	15.7	2.0	0.0
	15 to 19	130	82.3	13.1	3.8	0.8
	20 to 24	139	76.3	16.5	5.8	1.4
	25 to 29	142	78.2	10.6	6.3	4.9
	30 to 39	250	80.0	9.6	6.4	4.0
	40 to 49	177	65.5	13.0	9.0	12.4
	50 or older	35	62.9	14.3	11.4	11.4
	Female	297	79.1	9.1	5.1	6.7
	3 to 9	12	66.7	0.0	25.0	8.3
	10 to 14	23	73.9	17.4	0.0	8.7
	15 to 19	24	100.0	0.0	0.0	0.0
	20 to 24	39	84.6	10.3	2.6	2.6
	25 to 29	42	92.9	4.8	0.0	2.4
	30 to 39	98	78.6	12.2	1.0	8.2
	40 to 49	51	60.8	5.9	19.6	13.7
	50 or older	8	75.0	25.0	0.0	0.0

\*Darker shading indicates a higher ratio.

- 76.7% of respondents plays smartphone/tablet games "regularly".
- 75.9% of male plays "regularly" and over 80% of "male age 10 to 14" (82.4%), "male age 15 to 19" (82.3%), and "male age 30 to 39" (80.0%) are regular players. For female, 79.1% of them is regular smartphone/tablet player. 92.9% of "female age 25 to 29" and 84.6% of "female age 20 to 24" says "play regularly".

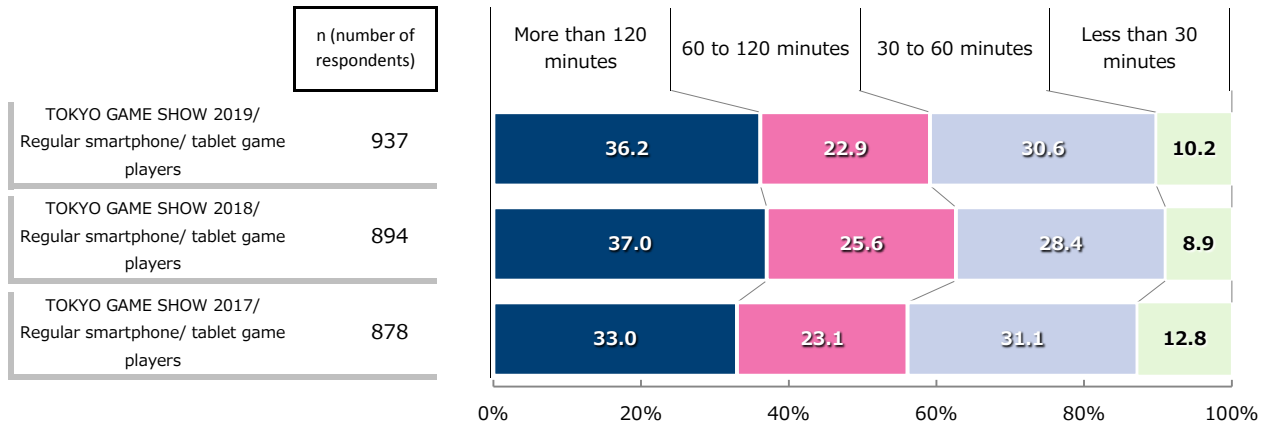
## 2. The Amount of Time Spent Playing Smartphone/Tablet Games

### Question

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

### Time Series Comparison

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



### Gender and Age

[TOKYO GAME SHOW 2019 / Regular smartphone/ tablet game players]

(Unit: %)

		Gender and Age																	
	TOKYO GAME SHOW 2019/ Regular smartphone/ tablet game players	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
n (number of respondents)	937	703	6	42	106	106	111	198	112	22	234	8	17	24	33	39	76	31	6
More than 120 minutes	36.2	37.3	0.0	54.8	63.2	37.7	32.4	34.3	23.2	9.1	32.9	0.0	41.2	58.3	21.2	38.5	31.6	25.8	33.3
60 to 120 minutes	22.9	23.8	0.0	28.6	20.8	23.6	17.1	23.2	30.4	40.9	20.5	25.0	11.8	12.5	27.3	15.4	25.0	16.1	33.3
30 to 60 minutes	30.6	29.4	83.3	7.1	10.4	28.3	42.3	32.8	33.0	40.9	34.2	37.5	29.4	16.7	45.5	35.9	34.2	38.7	16.7
Less than 30 minutes	10.2	9.5	16.7	9.5	5.7	10.4	8.1	9.6	13.4	9.1	12.4	37.5	17.6	12.5	6.1	10.3	9.2	19.4	16.7

\*Darker shading indicates a higher ratio.

- More than 50% of respondents plays smartphone/tablet games more than 60 minutes a day. More specifically 36.2% of them plays "more than 120 minutes" and 22.9% plays "60 to 120 minutes" a day.
- 63.2% of "male age 15 to 19" and 54.8% of "male age 10 to 14" plays "more than 120 minutes" a day.

### 3. Types of Game Played

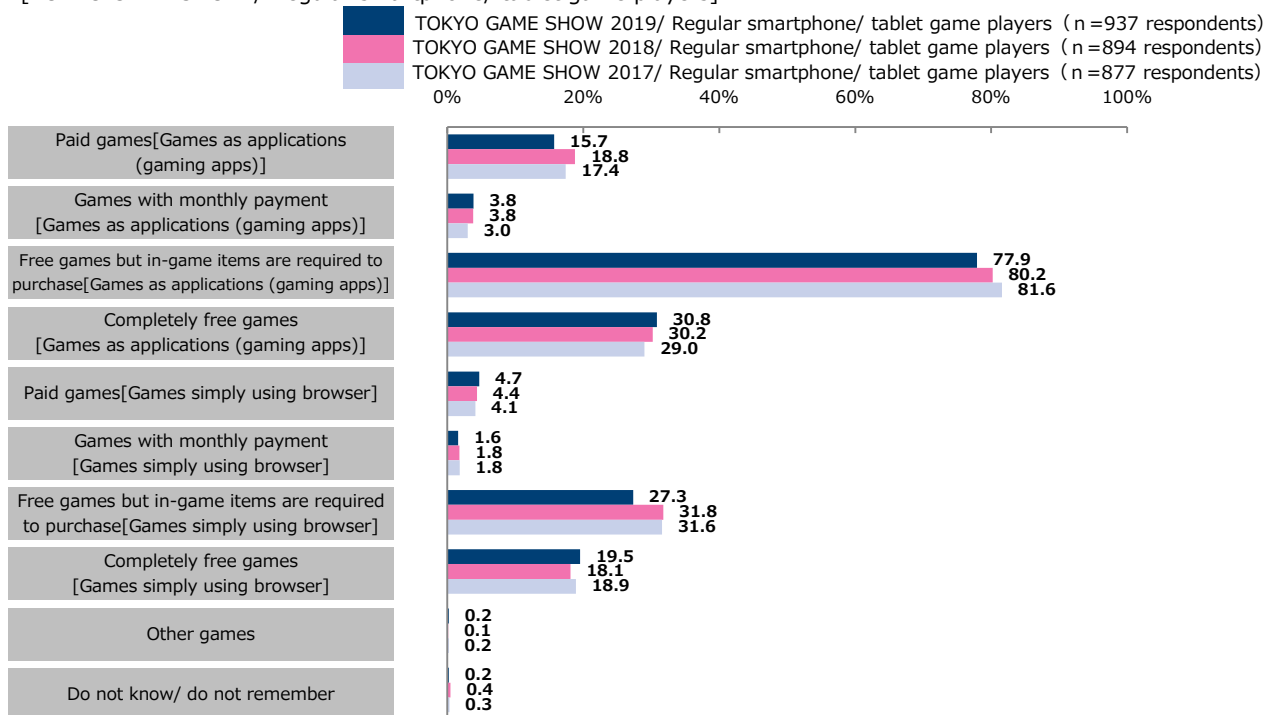
#### Question

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

[Multiple answers]

#### ■ Time Series Comparison

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



#### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Regular smartphone/ tablet game players]

(Unit: %)

n (number of respondents)	937	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
			703	6	41	106	106	111	199	112		22	234	7	17	24	33	39	77
Paid games[Games as applications (gaming apps)]	15.7	16.8	0.0	9.8	18.9	25.5	16.2	16.1	12.5	13.6	12.4	0.0	11.8	12.5	18.2	12.8	13.0	9.7	0.0
Games with monthly payment [Games as applications (gaming apps)]	3.8	4.6	0.0	4.9	2.8	5.7	4.5	4.0	5.4	9.1	1.7	0.0	0.0	4.2	3.0	0.0	2.6	0.0	0.0
Free games but in-game items are required to purchase [Games as applications (gaming apps)]	77.9	78.1	50.0	63.4	77.4	82.1	82.9	83.4	68.8	72.7	77.4	71.4	58.8	75.0	81.8	87.2	75.3	74.2	100.0
Completely free games[Games as applications (gaming apps)]	30.8	29.7	83.3	51.2	34.0	34.9	19.8	23.6	30.4	31.8	34.2	28.6	70.6	33.3	27.3	30.8	28.6	41.9	33.3
Paid games[Games simply using browser]	4.7	5.3	0.0	0.0	12.3	3.8	7.2	4.5	2.7	0.0	3.0	0.0	0.0	0.0	6.1	2.6	2.6	6.5	0.0
Games with monthly payment [Games simply using browser]	1.6	1.3	0.0	2.4	0.0	0.0	3.6	1.5	0.9	0.0	2.6	14.3	5.9	0.0	3.0	0.0	3.9	0.0	0.0
Free games but in-game items are required to purchase [Games simply using browser]	27.3	28.3	16.7	29.3	25.5	25.5	31.5	29.6	30.4	18.2	24.4	0.0	23.5	33.3	27.3	38.5	19.5	16.1	16.7
Completely free games[Games simply using browser]	19.5	18.5	33.3	29.3	24.5	21.7	11.7	13.1	19.6	27.3	22.6	28.6	41.2	25.0	12.1	17.9	19.5	29.0	50.0
Other games	0.2	0.3	0.0	0.0	0.9	0.0	0.0	0.0	0.9	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	5.9	0.0	0.0	0.0	1.3	0.0	0.0

\*Darker shading indicates a higher ratio.

- 77.9% of regular smartphone/tablet players plays "Free games but in-game items are required to purchase [Games as applications (gaming apps)]" on smartphone/tablet.
- The ratios of "Free games but in-game items are required to purchase" both in males and females are over 70%.

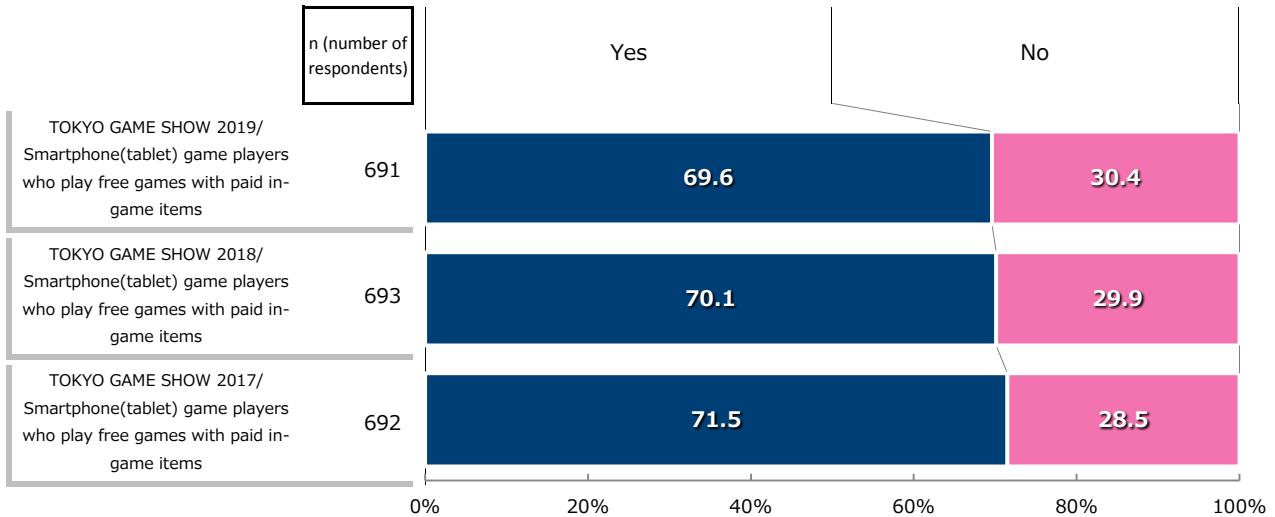
#### 4. Purchasing/Non-purchasing of In-game Items in Free Games

##### 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]

##### ■ Time Series Comparison

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



##### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Smartphone(tablet) game players who play free games with paid in-game items]

(Unit: %)

		TOKYO GAME SHOW 2019/ Smartphone(tablet) game players who play free games with paid in-game items	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)	691	516	3	22	78	83	86	158	71	15	175	5	10	16	25	35	55	23	6	
Yes	69.6	71.9	0.0	59.1	71.8	77.1	73.3	78.5	56.3	73.3	62.9	0.0	20.0	56.3	68.0	82.9	70.9	47.8	50.0	
No	30.4	28.1	100.0	40.9	28.2	22.9	26.7	21.5	43.7	26.7	37.1	100.0	80.0	43.8	32.0	17.1	29.1	52.2	50.0	

\*Darker shading indicates a higher ratio.

- 69.6% of smartphone/tablet game players who play "free games but in-game items are required to purchase" actually has purchased in-game items in the last 12 months.
- "Purchased" rate has not changed much over the past two years.
- 71.9% of male and 62.9% of female says "purchased" in-game items.

# PC Game Playing Status

## 1. PC Game Playing Experience

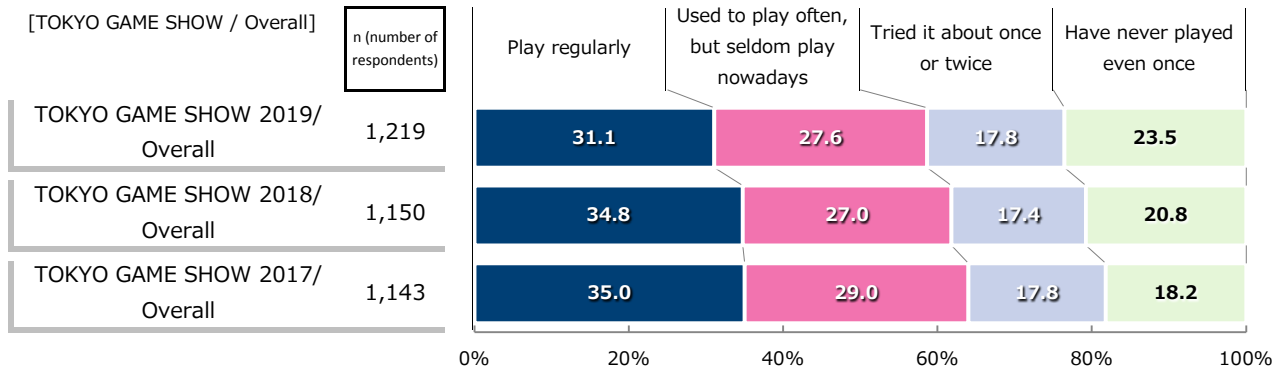
Question

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

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]

n (number of respondents)



### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

			n (number of respondents)	Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played even once
TOKYO GAME SHOW 2019/ Overall			1,219	31.1	27.6	17.8	23.5
Gender and Age	Male		924	35.3	27.6	16.6	20.6
	3 to 9		11	0.0	9.1	18.2	72.7
	10 to 14		51	29.4	9.8	29.4	31.4
	15 to 19		129	50.4	18.6	14.7	16.3
	20 to 24		138	34.1	25.4	23.2	17.4
	25 to 29		139	42.4	25.2	15.8	16.5
	30 to 39		246	36.6	32.9	10.6	19.9
	40 to 49		175	25.1	32.6	17.7	24.6
	50 or older		35	17.1	48.6	17.1	17.1
	Female		295	18.0	27.5	21.7	32.9
	3 to 9		11	0.0	9.1	9.1	81.8
	10 to 14		23	17.4	17.4	17.4	47.8
	15 to 19		24	41.7	25.0	8.3	25.0
	20 to 24		39	20.5	30.8	28.2	20.5
	25 to 29		42	19.0	40.5	28.6	11.9
	30 to 39		96	14.6	30.2	24.0	31.3
	40 to 49		52	15.4	17.3	19.2	48.1
	50 or older		8	12.5	37.5	12.5	37.5

\*Darker shading indicates a higher ratio.

- 31.1% of respondents plays PC games "regularly".
- Among respondents 35.3% of male and 18.0% of female are regular PC game players. Especially the ratios of PC regular players in "male age 15 to 19" and "male age 25 to 29" are high at 50.4% and 42.4%.
- The ratio of "regular PC game players" decreases by 3.7 points from last year.

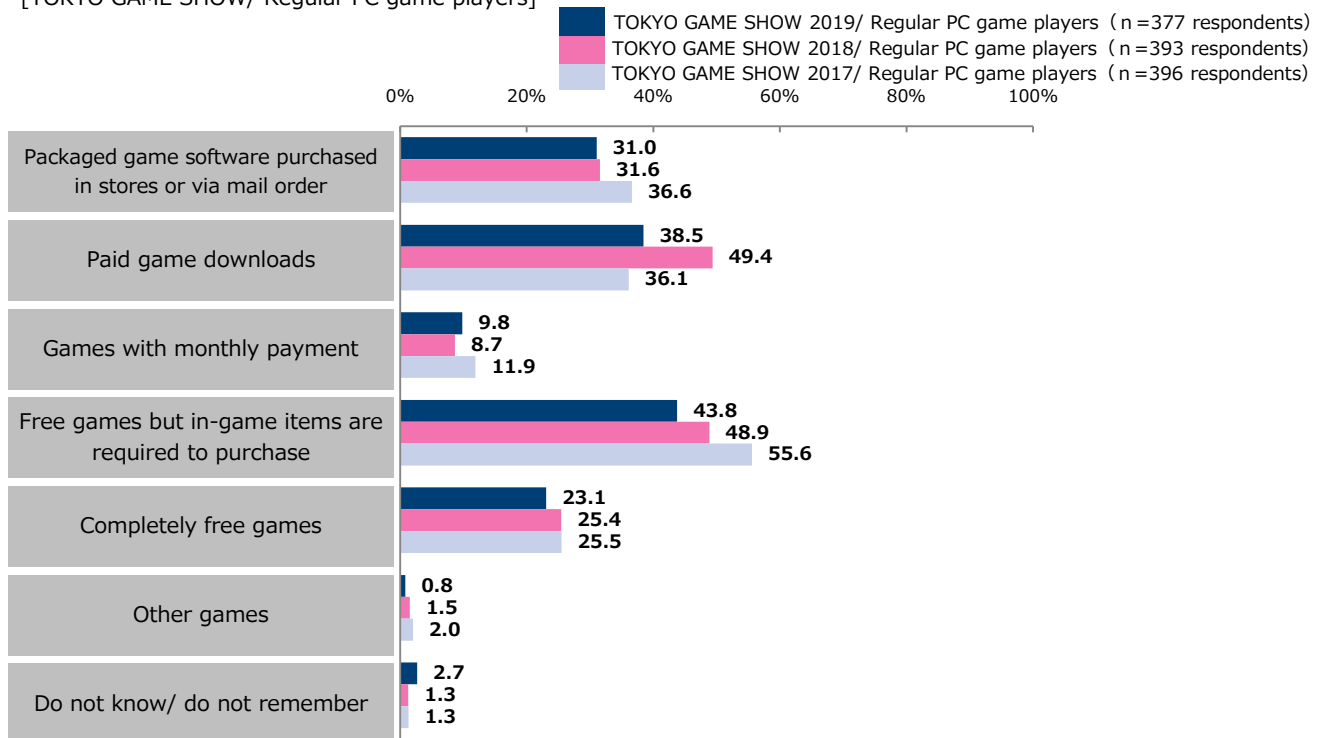
## 2. Types of Game Played

Question

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

### ■ Time Series Comparison

[TOKYO GAME SHOW/ Regular PC game players]



### ■ Gender and Age

[TOKYO GAME SHOW 2019/ Regular PC game players]

(Unit: %)

	TOKYO GAME SHOW 2019/ Regular PC 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)	377	325	0	15	65	47	59	89	44	6	52	0	4	10	8	7	14	8	1
Packaged game software purchased in stores or via mail order	31.0	31.7	0.0	20.0	35.4	36.2	30.5	34.8	22.7	16.7	26.9	0.0	50.0	30.0	25.0	28.6	21.4	25.0	0.0
Paid game downloads	38.5	40.3	0.0	33.3	66.2	48.9	30.5	37.1	20.5	0.0	26.9	0.0	50.0	40.0	50.0	14.3	7.1	25.0	0.0
Games with monthly payment	9.8	9.8	0.0	0.0	4.6	14.9	11.9	10.1	13.6	0.0	9.6	0.0	0.0	0.0	12.5	0.0	28.6	0.0	0.0
Free games but in-game items are required to purchase	43.8	44.0	0.0	46.7	38.5	46.8	50.8	42.7	43.2	33.3	42.3	0.0	75.0	30.0	50.0	28.6	64.3	12.5	0.0
Completely free games	23.1	22.2	0.0	33.3	29.2	29.8	16.9	13.5	18.2	66.7	28.8	0.0	50.0	20.0	12.5	42.9	14.3	50.0	100.0
Other games	0.8	0.9	0.0	0.0	1.5	2.1	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Do not know/ do not remember	2.7	1.8	0.0	0.0	0.0	0.0	3.4	3.4	2.3	0.0	7.7	0.0	0.0	0.0	0.0	42.9	7.1	0.0	0.0

\*Darker shading indicates a higher ratio.

- PC gamers play "Free games but in-game items are required to purchase" most on PC at 43.8%, followed by "Paid game downloads" (38.5%) and "Packaged game software" (31.0%).
- The ratio of "Paid game downloads" decreases by 10.9 points from last year.
- Over 40% of both male and female play "Free games but in-game items are required to purchase" and it is the highest ratio (Male:44.0% Female:42.3%). "Paid game downloads" is chosen by 40.3% of male, but only 26.9% of female choose it.

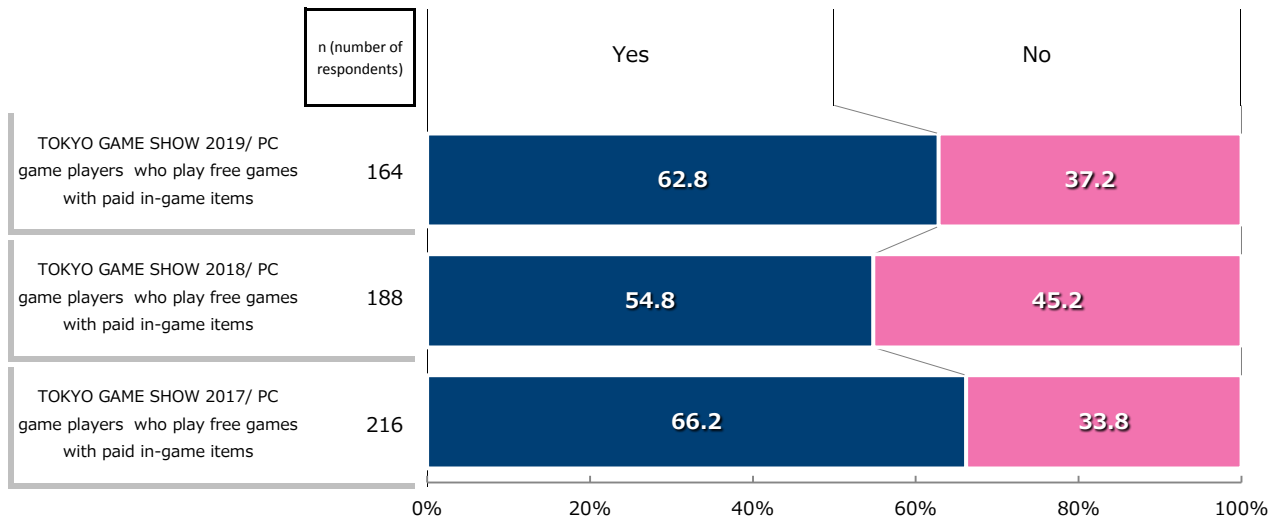
### 3. Purchasing/Non-purchasing of In-game Items in Free Games

#### Question

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

#### ■ Time Series Comparison

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



#### ■ Gender and Age

[TOKYO GAME SHOW 2019 / PC game players who play free games with paid in-game items]

(Unit: %)

		TOKYO GAME SHOW 2019/ PC 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)		164	142	0	7	25	22	29	38	19	2	22	0	3	3	4	2	9	1	0
Yes		62.8	64.8	0.0	57.1	48.0	86.4	62.1	73.7	57.9	0.0	50.0	0.0	33.3	33.3	50.0	0.0	66.7	100.0	0.0
No		37.2	35.2	0.0	42.9	52.0	13.6	37.9	26.3	42.1	100.0	50.0	0.0	66.7	66.7	50.0	100.0	33.3	0.0	0.0

\*Darker shading indicates a higher ratio.

- 62.8% of PC gamers who play "free games but in-game items are required to purchase" on PC actually purchased in-game items in the last 12 months.
- The ratio of "Purchased" increases by 8 points from last year.
- 64.8% of male and 50.0% of female say "Purchased" in-game items.



# Arcade Game Playing Status

## 1. Arcade Game Playing Experience

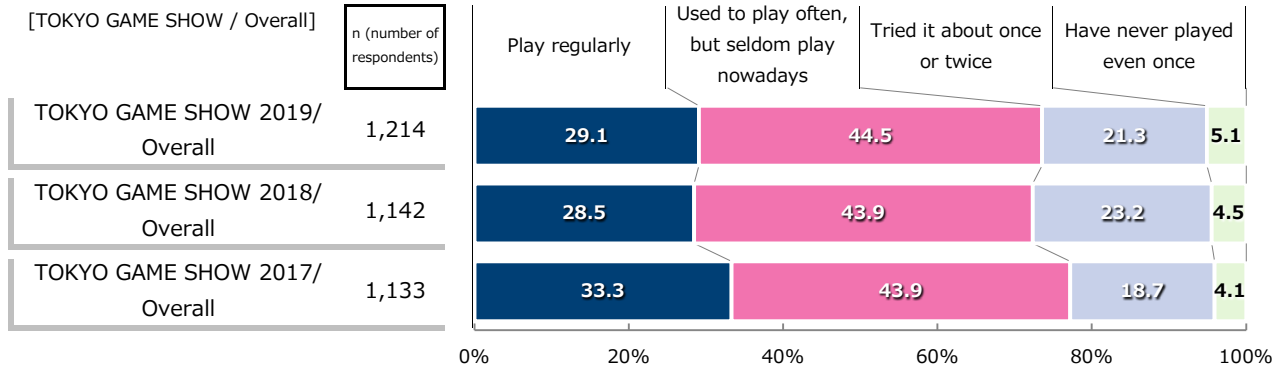
Question

Do you ever play arcade games? [Single answer] \*1

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]

n (number of respondents)



### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

			n (number of respondents)	Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played even once
TOKYO GAME SHOW 2019/ Overall			1,214	29.1	44.5	21.3	5.1
Gender and Age	Male		919	29.2	47.3	18.5	5.0
	3 to 9		10	40.0	10.0	30.0	20.0
	10 to 14		50	62.0	30.0	6.0	2.0
	15 to 19		130	35.4	43.8	16.2	4.6
	20 to 24		136	30.9	35.3	30.9	2.9
	25 to 29		140	26.4	51.4	17.1	5.0
	30 to 39		246	25.2	51.2	16.7	6.9
	40 to 49		173	26.0	52.6	17.3	4.0
	50 or older		34	2.9	73.5	17.6	5.9
	Female		295	28.8	35.6	30.2	5.4
	3 to 9		10	40.0	10.0	20.0	30.0
	10 to 14		23	56.5	21.7	17.4	4.3
	15 to 19		24	45.8	29.2	20.8	4.2
	20 to 24		39	38.5	25.6	35.9	0.0
	25 to 29		42	38.1	33.3	28.6	0.0
	30 to 39		97	19.6	41.2	34.0	5.2
	40 to 49		52	9.6	48.1	32.7	9.6
	50 or older		8	25.0	37.5	25.0	12.5

\*1 "Game amusement facilities" was added to the list of game platforms in 2018.

\*Darker shading indicates a higher ratio.

- 29.1% of respondents plays arcade games "regularly".
- Among respondents 29.2% of male and 28.8% of female play arcade games "regularly". Especially the ratio of regular arcade game player is high at 62.0% among "males age 10 to 14".

## Overlaps among Types of Games

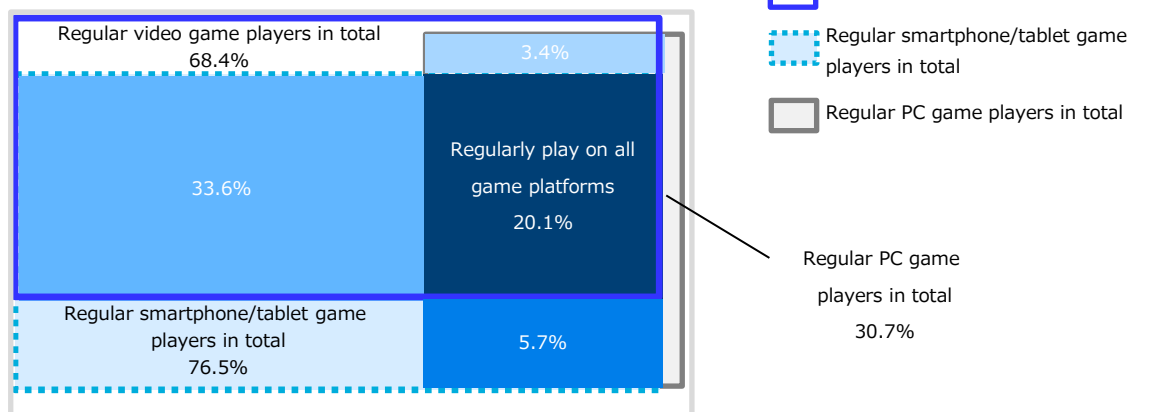
### 1. Game Platform Overlap Rates by regular game players

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") \*1

#### ■ Time Series Comparison

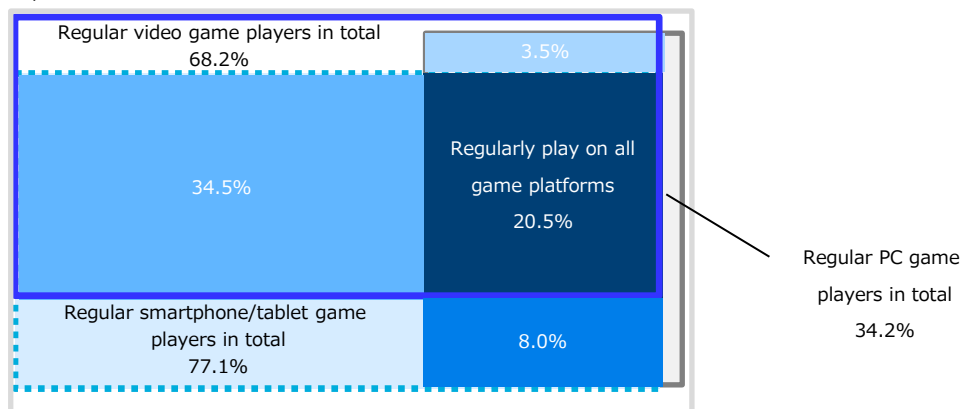
[TOKYO GAME SHOW 2019 / Overall]

n=1,236 respondents



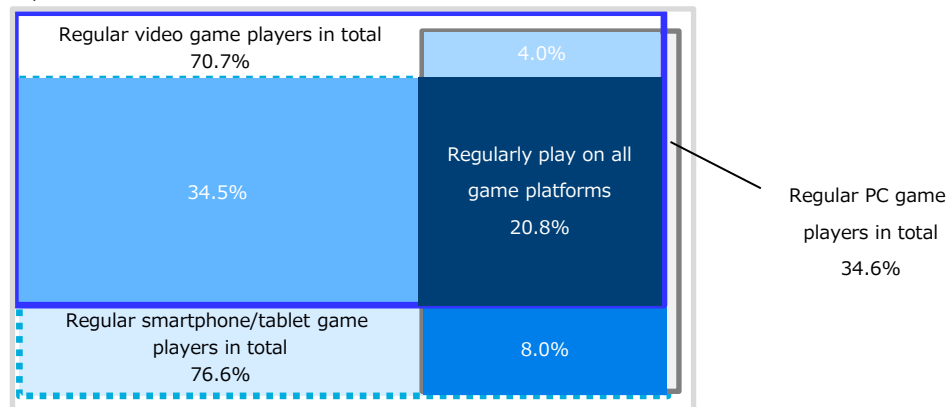
[TOKYO GAME SHOW 2018 / Overall]

n=1,168 respondents



[TOKYO GAME SHOW 2017 / Overall]

n=1,156 respondents



\*1 Overlap rate is calculated from the respective numbers of effective responses.

- 20.1% of any game types of regular players (video games, smartphone/tablet games, and PC games) plays all three types of games regularly. 33.6% of them plays "video games" and "smartphone/tablet games" regularly, while 3.4% plays "video games" and "PC games". 5.7% of them is "Smartphone/tablet game" and "PC game" players.

## ■ Game overlap rate by type of regular game players

[TOKYO GAME SHOW 2019 / Type of regular game players]

(Unit: %)

	n (number of respondents)	video games	smartphone/tablet games	PC games	arcade games
Regular video game players	846	–	78.4	34.3	33.0
Regular smartphone/tablet game players	945	70.2	–	33.8	32.1
Regular PC game players	379	76.5	84.2	–	37.7
Regular arcade game players	353	79.0	85.8	40.5	–

[TOKYO GAME SHOW 2018 / Type of regular game players]

(Unit: %)

	n (number of respondents)	video games	smartphone/tablet games	PC games	arcade games
Regular video game players	797	–	80.6	35.1	31.9
Regular smartphone/tablet game players	901	71.3	–	37.0	30.2
Regular PC game players	400	70.0	83.3	–	37.0
Regular arcade game players	325	78.2	83.7	45.5	–

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

(Unit: %)

	n (number of respondents)	video games	smartphone/tablet games	PC games	arcade games
Regular video game players	817	–	78.2	35.0	36.8
Regular smartphone/tablet game players	885	72.2	–	37.6	36.5
Regular PC game players	400	71.5	83.3	–	40.5
Regular arcade game players	377	79.8	85.7	43.0	–

\*Darker shading indicates a higher ratio.

- About 70% to 80% of each type of regular game players (smartphone/tablet, mobile phone, PC, and arcade game players) also plays video games regularly. Also over 70% of them including video game players plays smartphone/tablet games regularly.

## Willingness to Play Games in Future

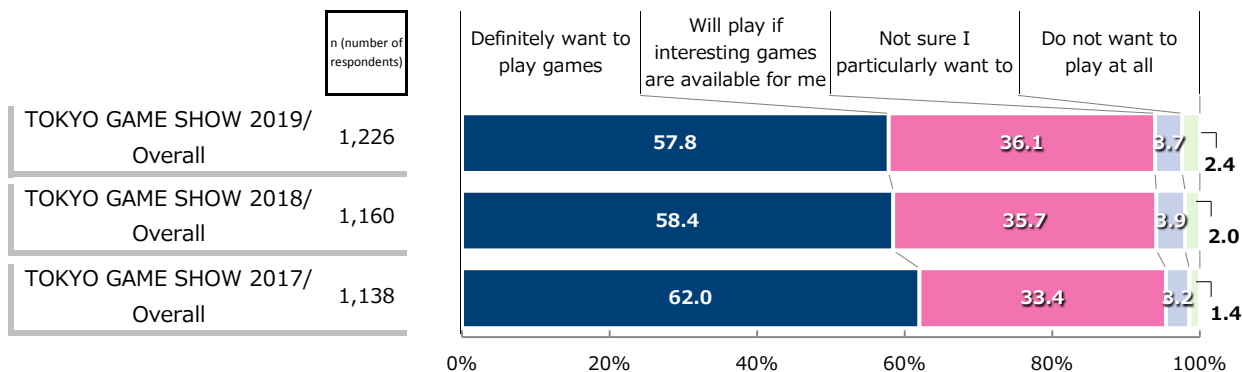
### 1. Willingness to Play Video Games

Question

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

#### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



#### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

		TOKYO GAME SHOW 2019/ 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)		1,226	931	11	50	130	139	142	250	174	35	295	11	22	24	38	42	98	52	8
Definitely want to play games		57.8	59.4	54.5	78.0	71.5	71.9	64.8	55.2	43.1	28.6	52.9	45.5	63.6	50.0	81.6	64.3	53.1	26.9	12.5
Will play if interesting games are available for me		36.1	34.4	45.5	20.0	21.5	25.2	34.5	38.4	46.0	48.6	41.7	45.5	36.4	45.8	18.4	31.0	38.8	65.4	87.5
Not sure I particularly want to		3.7	3.7	0.0	0.0	6.2	1.4	0.7	4.4	4.6	11.4	3.7	9.1	0.0	0.0	0.0	2.4	7.1	3.8	0.0
Do not want to play at all		2.4	2.6	0.0	2.0	0.8	1.4	0.0	2.0	6.3	11.4	1.7	0.0	0.0	4.2	0.0	2.4	1.0	3.8	0.0

\*Darker shading indicates a higher ratio.

- 57.8% of respondents would like to play video games from now on and 36.1% would play video games "if interesting games are available for me". In total, 93.9% of them shows some willingness to play video games in the future.
- Among respondents 59.4% of male and 52.9% of female would like to play video games in the future. Especially the ratios of "Definitely would play" video games are high (all of them are over 70%) in "male age 10 to 14", "male age 15 to 19", "male age 20 to 24", and "female age 20 to 24".

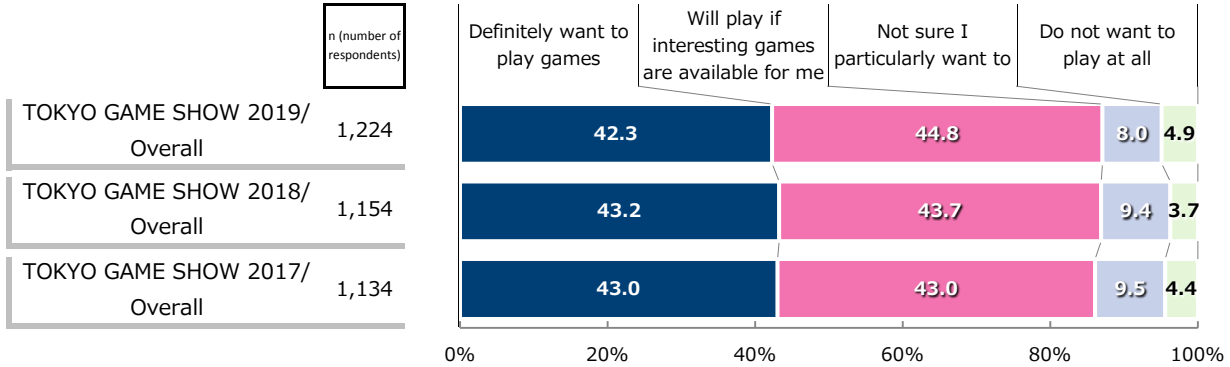
## 2. Willingness to Play Smartphone/Tablet Games

Question

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

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

		TOKYO GAME SHOW 2019/ 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)		1,224	927	11	50	129	138	142	248	174	35	297	12	22	24	39	42	99	52	7
Definitely want to play games		42.3	41.5	36.4	68.0	55.8	47.8	40.8	36.3	28.7	31.4	44.8	33.3	45.5	54.2	56.4	47.6	49.5	26.9	14.3
Will play if interesting games are available for me		44.8	44.4	36.4	26.0	33.3	39.9	45.8	49.6	51.7	54.3	45.8	33.3	45.5	45.8	35.9	47.6	41.4	57.7	85.7
Not sure I particularly want to		8.0	8.8	18.2	2.0	6.2	8.7	7.0	10.5	12.1	5.7	5.4	16.7	0.0	0.0	7.7	2.4	6.1	7.7	0.0
Do not want to play at all		4.9	5.2	9.1	4.0	4.7	3.6	6.3	3.6	7.5	8.6	4.0	16.7	9.1	0.0	0.0	2.4	3.0	7.7	0.0

\*Darker shading indicates a higher ratio.

- 42.3% of respondents would like to play smartphone/tablet games from now on and 44.8% would play smartphone/tablet games "if interesting games are available for me". In total, 87.1% of them shows some willingness to play smartphone/tablet games in the future.
- Among respondents 41.5% of male and 44.8% of female would like to play smartphone/tablet games in the future. Especially the ratio of "Definitely would play" is high among "male age 10 to 14" at 68.0%.

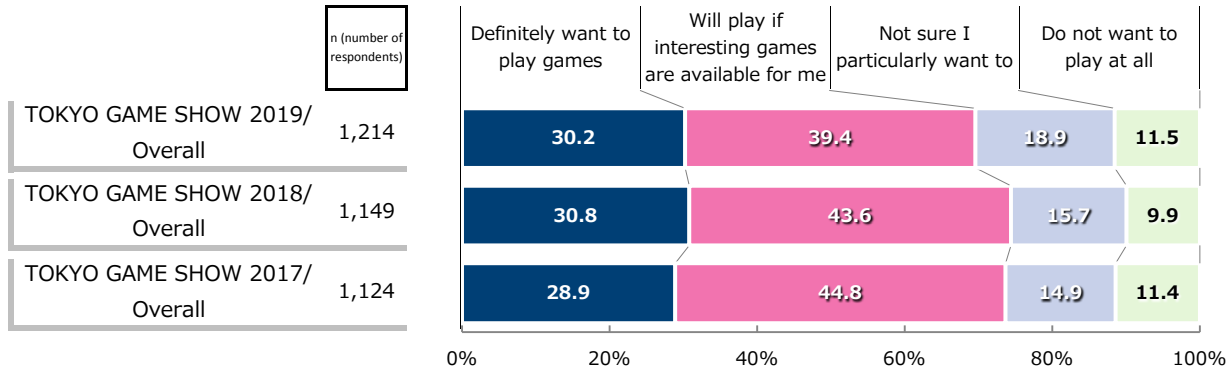
### 3. Willingness to Play PC Games

Question

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

#### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



#### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

		TOKYO GAME SHOW 2019/ 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)		1,214	924	11	51	129	137	142	245	174	35	290	10	22	24	38	42	98	49	7
Definitely want to play games		30.2	33.9	18.2	41.2	56.6	45.3	40.1	24.9	18.4	14.3	18.6	10.0	31.8	29.2	28.9	19.0	15.3	8.2	14.3
Will play if interesting games are available for me		39.4	38.6	27.3	35.3	35.7	36.5	38.7	42.0	38.5	42.9	41.7	10.0	36.4	58.3	42.1	52.4	30.6	51.0	71.4
Not sure I particularly want to		18.9	17.0	18.2	13.7	5.4	10.9	11.3	24.9	23.0	25.7	24.8	30.0	18.2	4.2	10.5	23.8	40.8	20.4	0.0
Do not want to play at all		11.5	10.5	36.4	9.8	2.3	7.3	9.9	8.2	20.1	17.1	14.8	50.0	13.6	8.3	18.4	4.8	13.3	20.4	14.3

\*Darker shading indicates a higher ratio.

- 30.2% of respondents would like to play PC games from now on and 39.4% would play PC games "if interesting games are available for me". In total, 69.6% of them shows some willingness to play PC games in the future.
- Among respondents 33.9% of male and 18.6% of female would like to play PC games in the future. Especially the ratio of "Definitely would play" is high among "male age 15 to 19" at 56.6%.

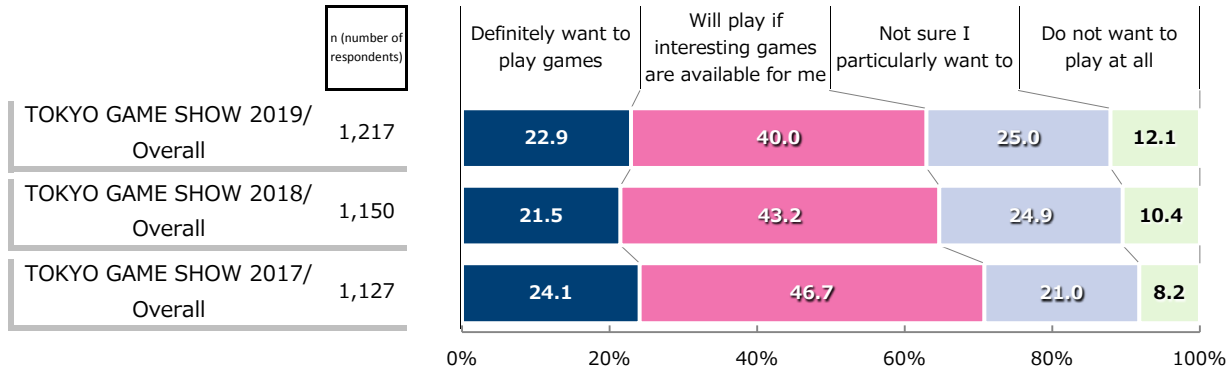
## 4. Willingness to Play Arcade Games

Question

How much would you like to play games at arcade? [Single answer]\*1

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

		TOKYO GAME SHOW 2019/ 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)		1,217	923	11	50	129	138	141	246	173	35	294	11	22	24	38	42	98	52	7
Definitely want to play games		22.9	22.1	54.5	42.0	35.7	27.5	20.6	16.3	13.3	2.9	25.5	27.3	59.1	29.2	39.5	31.0	18.4	9.6	14.3
Will play if interesting games are available for me		40.0	41.3	18.2	32.0	33.3	34.8	49.6	42.7	47.4	42.9	36.1	18.2	22.7	41.7	28.9	42.9	35.7	40.4	57.1
Not sure I particularly want to		25.0	23.7	0.0	22.0	18.6	23.2	21.3	28.9	22.5	34.3	28.9	18.2	18.2	25.0	18.4	21.4	36.7	36.5	28.6
Do not want to play at all		12.1	12.9	27.3	4.0	12.4	14.5	8.5	12.2	16.8	20.0	9.5	36.4	0.0	4.2	13.2	4.8	9.2	13.5	0.0

\*1 "Game amusement facilities" was added to the list of game platforms in 2018.

\*Darker shading indicates a higher ratio.

- 22.9% of respondents would like to play arcade games from now on and 40% would play arcade games "if interesting games are available for me". In total, 62.9% of them shows some willingness to play arcade games in the future.
- Among respondents 22.1% of male and 25.5% of female would like to play arcade games in the future. Especially the ratio of "Definitely would play" is high among "male age 10 to 14" at 42.0%.

## 5. Willingness to Purchase Video Game Consoles

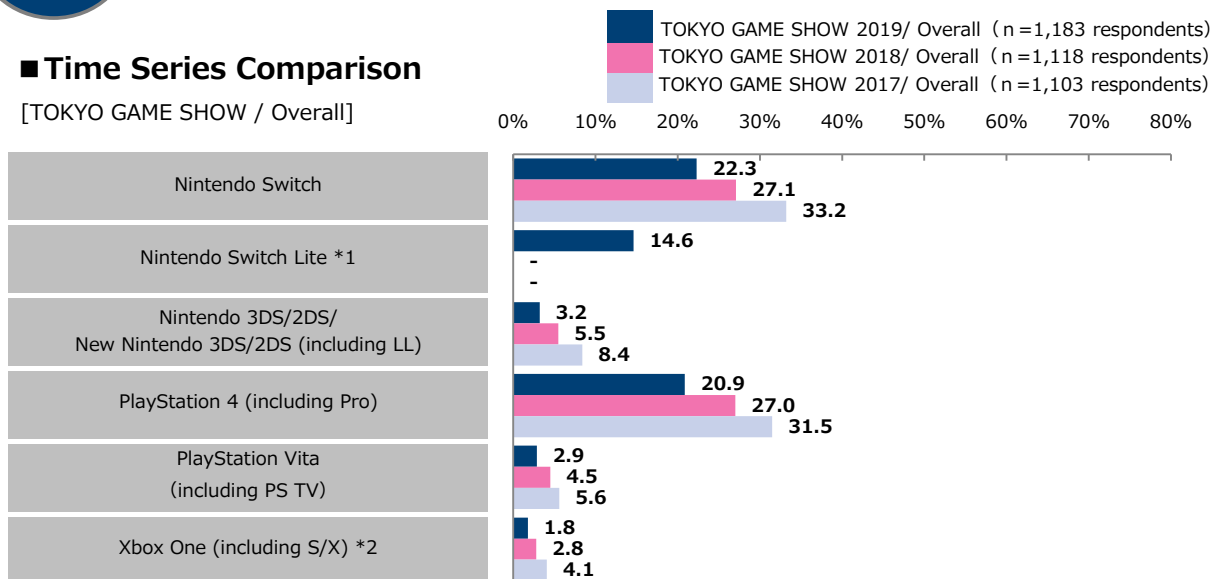
### Question

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

[Multiple answers]

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



\*1 "Nintendo Switch Lite" was added to the list of consoles in 2019.

\*2 It was asked as "Xbox One (including S)" in 2017.

### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

		TOKYO GAME SHOW 2019/ Overall	Gender and Age																	
			Male									Female								
n (number of respondents)		1,183	895	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	288	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
Nintendo Switch		22.3	21.9	20.0	6.4	14.4	24.2	21.7	22.8	31.1	11.4	23.6	20.0	17.4	25.0	24.3	19.5	26.6	23.5	25.0
Nintendo Switch Lite		14.6	12.7	20.0	6.4	9.6	10.6	15.2	14.1	14.4	11.4	20.5	10.0	13.0	25.0	27.0	29.3	21.3	11.8	12.5
Nintendo 3DS/2DS/ New Nintendo 3DS/2DS (including LL)		3.2	3.2	0.0	4.3	3.2	1.5	5.1	3.3	3.6	0.0	3.1	20.0	0.0	4.2	5.4	4.9	2.1	0.0	0.0
PlayStation 4 (including Pro)		20.9	22.2	30.0	6.4	20.0	28.8	23.9	18.7	25.7	25.7	16.7	20.0	4.3	12.5	24.3	9.8	19.1	17.6	25.0
PlayStation Vita (including PS TV)		2.9	3.0	0.0	4.3	0.8	2.3	2.9	3.7	1.8	14.3	2.4	0.0	0.0	8.3	0.0	2.4	2.1	2.0	12.5
Xbox One (including S/X)		1.8	1.7	0.0	0.0	3.2	0.8	0.7	3.3	0.6	0.0	2.1	0.0	0.0	0.0	5.4	4.9	2.1	0.0	0.0

\*Darker shading indicates a higher ratio.

- Over 20% of respondents plans to purchase "Nintendo Switch" and "PlayStation 4 (including Pro)". Regarding "Nintendo Switch Lite", 14.6% of them shows willingness to purchase.
- Among respondents 21.9% of male and 23.6% of female are planning to purchase "Nintendo Switch". In case of "PlayStation 4 (including Pro)", 22.2% of male and 16.7% of female have intention to purchase it.





## 6. Game Playing Experience and Willingness to Play

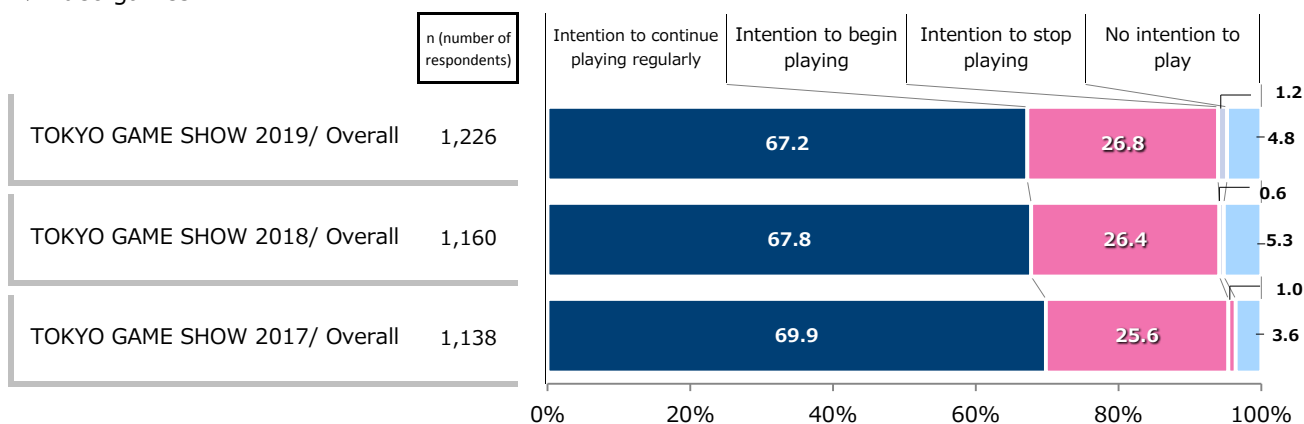


"Game playing experience" was cross-tabulated with "game playing willingness for" each game platform.

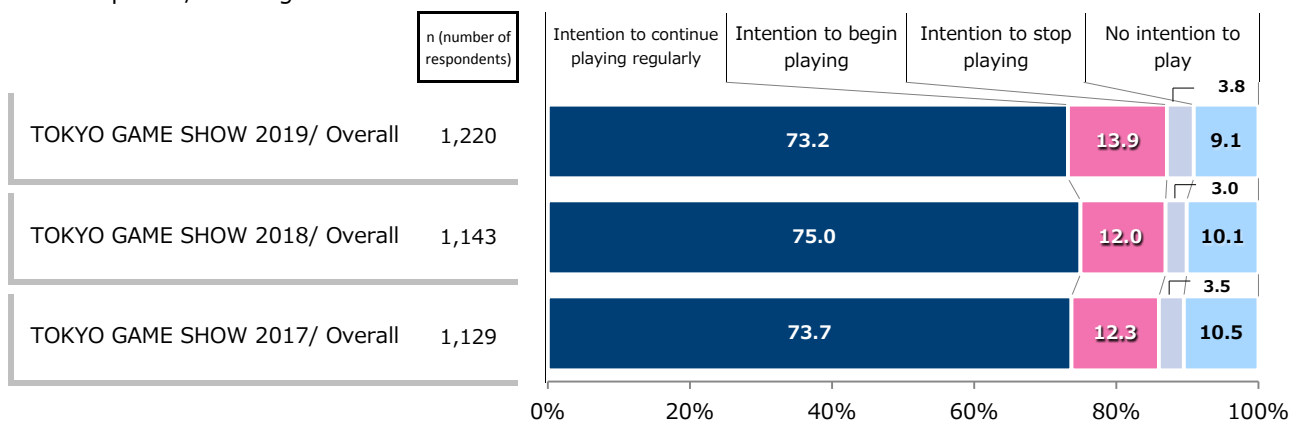
The results are shown below in four categories.

		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				

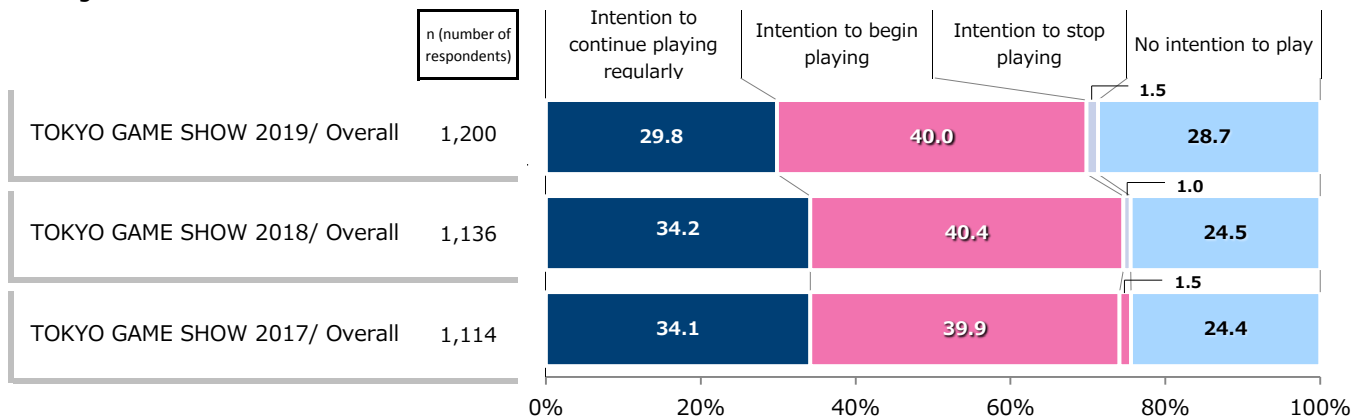
### ◆ Video games



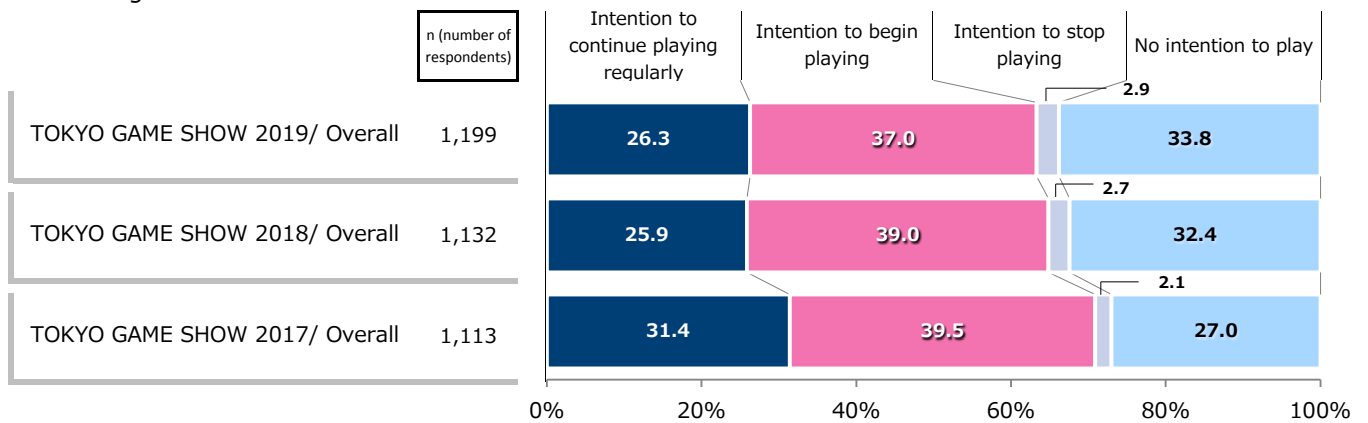
### ◆ Smartphone/ tablet games



◆PC games



◆Arcade games



- 67.2% of respondents would continue to play video games on a regular basis (continuous current regular player) and 26.8% of them would try to play video games (new willing player). In total, 94.0% of them would be potential players for video games.
- 73.2% of respondents would be continuous regular player of smartphone/tablet games and 13.9% of them would be new willing player. In total, 87.1% of them would be potential players for smartphone/tablet games.
- 29.8% of respondents would be continuous regular player of PC games and 40.0% of them would be new willing player. In total, 69.8% of them would be potential players for PC games.
- 26.3% of respondents would be continuous regular player of arcade games and 37.0% of them would be new willing player. In total, 63.3% of them would be potential players for arcade games.

## 7. Game Platform Overlap Rates by Willing Game Players

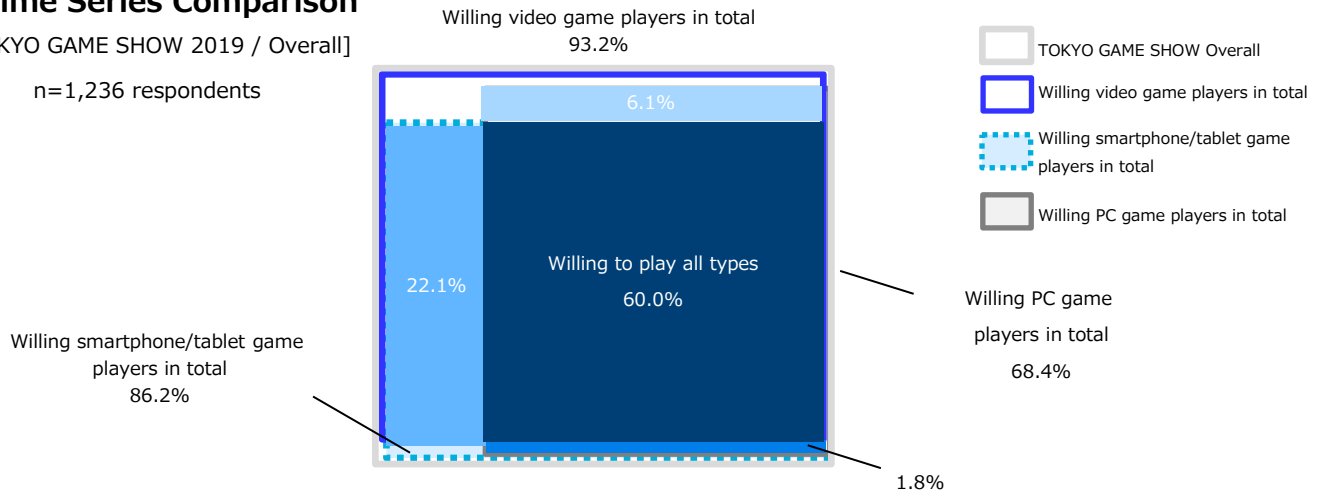


The following diagram represents the overlaps in the three game types (“video games,” “smartphone/tablet games” and “PC games”) as selected by willing game players (those who answered “Definitely want to play games” or “Will play if interesting games are available for me.”) \*1

### ■ Time Series Comparison

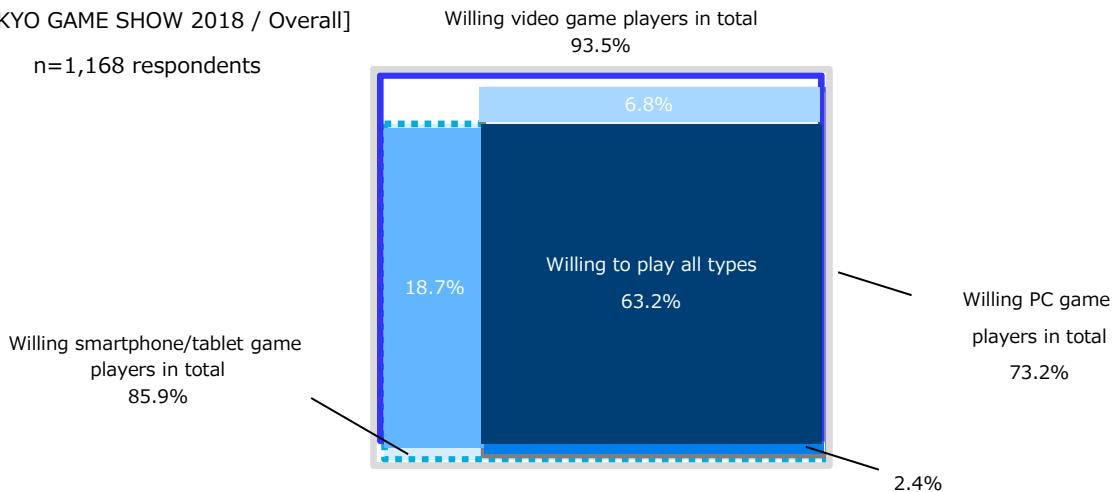
[TOKYO GAME SHOW 2019 / Overall]

n=1,236 respondents



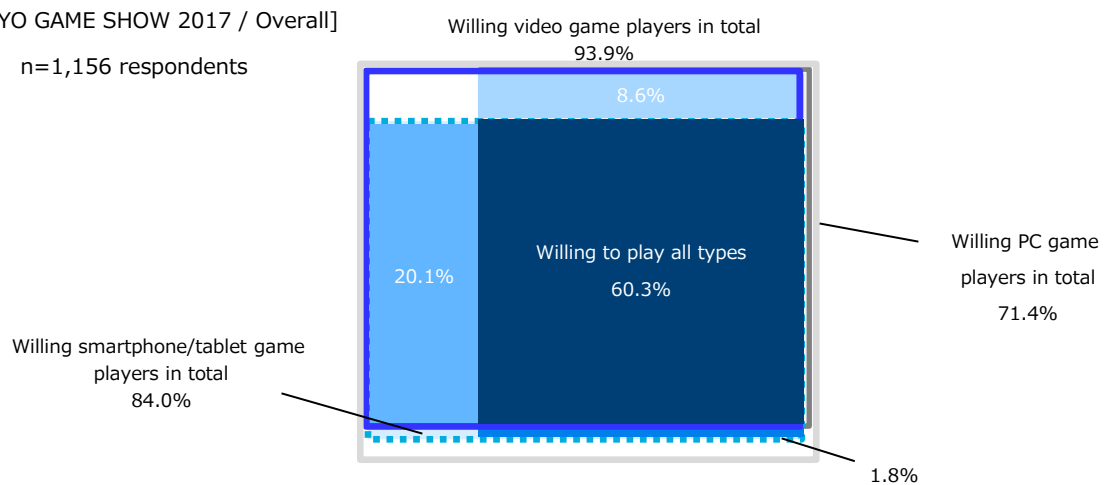
[TOKYO GAME SHOW 2018 / Overall]

n=1,168 respondents



[TOKYO GAME SHOW 2017 / Overall]

n=1,156 respondents



\*1 Overlap rate is calculated from the respective numbers of effective responses.

● 60.0% of respondents who have intention to play any of the following types of game (video games, PC games, and/or smartphone/tablet games) would like to play all three types of games (video games, PC games, and smartphone/tablet games) in the future. 22.1% of them would play two types; video games and smartphone/tablet games. 6.1% says video games and PC games, and other 1.8% says smartphone/tablet games and PC games.

## ■ Gameplay Willingness Rates by Willing Game Players of each game platform \*1

[TOKYO GAME SHOW 2019 / Regular game players of each game platform]

(Unit: %)

	n (number of respondents)	video games	smartphone/tablet games	PC games	arcade games
Willing players of video games	1,152	–	88.0	70.8	65.1
Willing players of smartphone/tablet games	1,066	95.1	–	71.6	64.6
Willing players of PC games	845	96.6	90.3	–	70.1
Willing players of arcade games	766	97.9	89.9	77.3	–

[TOKYO GAME SHOW 2018 / Regular game players of each game platform]

(Unit: %)

	n (number of respondents)	video games	smartphone/tablet games	PC games	arcade games
Willing players of video games	1,092	–	87.5	74.8	65.9
Willing players of smartphone/tablet games	1,003	95.3	–	76.4	66.1
Willing players of PC games	855	95.6	89.6	–	69.0
Willing players of arcade games	744	96.8	89.1	79.3	–

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

(Unit: %)

	n (number of respondents)	video games	smartphone/tablet games	PC games	arcade games
Willing players of video games	1,086	–	85.5	73.3	71.2
Willing players of smartphone/tablet games	971	95.7	–	73.9	71.5
Willing players of PC games	825	96.5	87.0	–	74.3
Willing players of arcade games	790	97.8	87.8	77.6	–

\*Darker shading indicates a higher ratio.

\*1 Willingness rate is based on the sum of "Definitely want to play games" and "Will play if interesting games are available for me."

- Over 95% of respondents who are willing to play each of the following 4 games (video games, smartphone/tablet games, PC games, and arcade games) also intends to play video games.
- About 90% of them who are willing players for any of 4 games would play smartphone/tablet games.

# The Situation regarding TOKYO GAME SHOW 2019

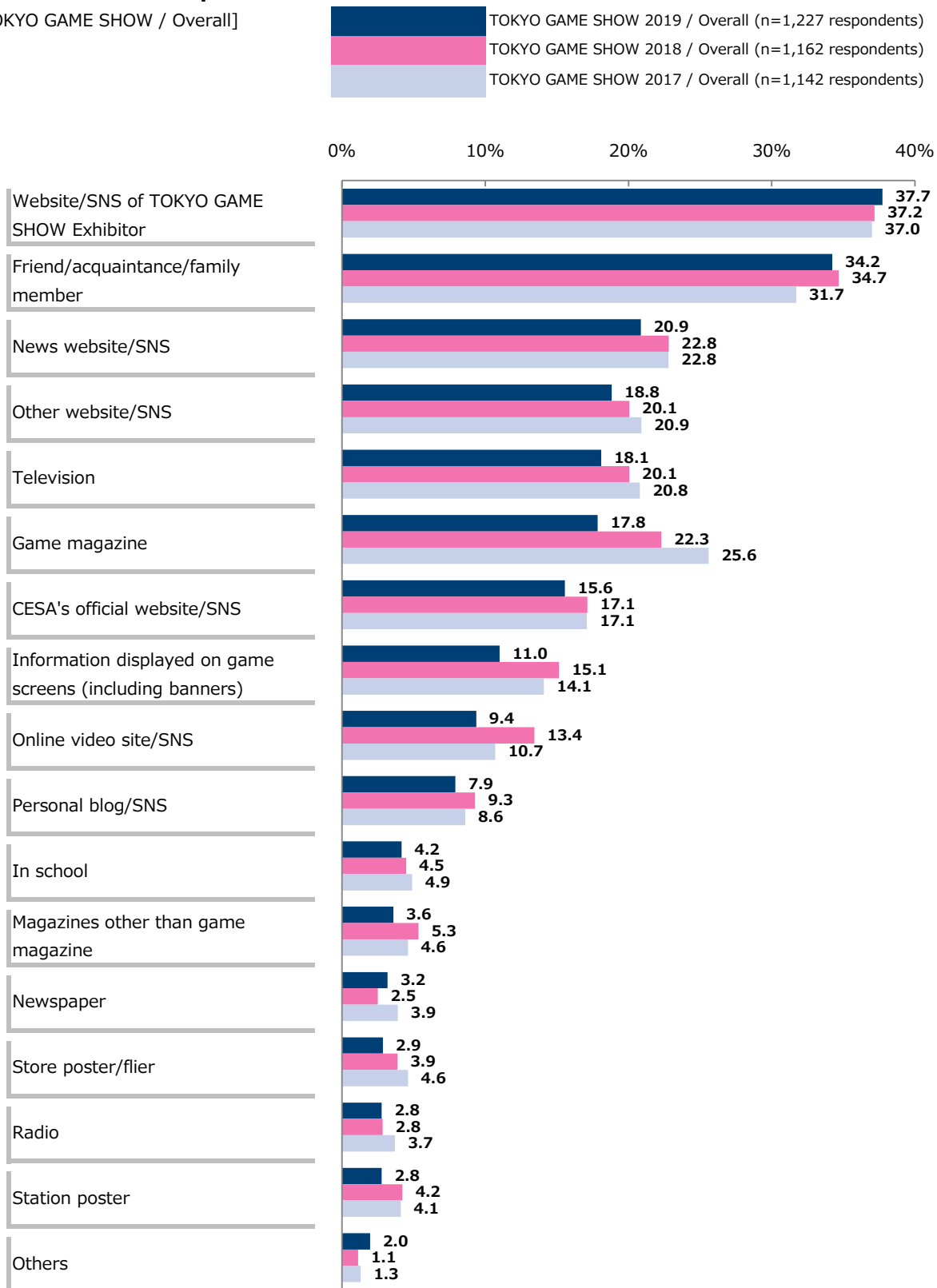
## 1. Information Sources

Question

Where did you see or hear about the TOKYO GAME SHOW 2019? Please choose the sources of information you have seen or heard about the TOKYO GAME SHOW 2019. [Multiple answers]

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



## Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

	TOKYO GAME SHOW 2019/ 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数(人)	1,227	928	11	50	129	137	142	248	176	35	299	12	23	24	39	42	99	52	8
Website/SNS of TOKYO GAME SHOW Exhibitor	37.7	36.4	0.0	16.0	31.8	33.6	38.0	42.3	39.8	40.0	41.8	8.3	21.7	37.5	48.7	66.7	42.4	40.4	0.0
Friend/acquaintance/family member	34.2	32.5	63.6	52.0	51.9	40.1	31.0	23.8	19.9	25.7	39.5	50.0	69.6	50.0	28.2	38.1	36.4	34.6	37.5
News website/SNS	20.9	22.4	18.2	6.0	12.4	31.4	26.8	27.0	19.3	14.3	16.1	0.0	4.3	8.3	28.2	23.8	19.2	7.7	12.5
Other website/SNS	18.8	17.7	18.2	26.0	20.2	13.1	14.8	19.4	17.6	14.3	22.4	16.7	26.1	33.3	12.8	26.2	20.2	28.8	0.0
Television	18.1	18.9	0.0	22.0	20.2	15.3	21.1	20.6	17.0	17.1	15.7	25.0	26.1	8.3	7.7	19.0	18.2	13.5	0.0
Game magazine	17.8	19.2	0.0	12.0	13.2	14.6	15.5	27.8	23.3	8.6	13.7	16.7	8.7	12.5	25.6	19.0	14.1	1.9	12.5
CESA's official website/SNS	15.6	16.8	0.0	6.0	9.3	17.5	13.4	20.2	22.2	25.7	11.7	8.3	0.0	12.5	12.8	14.3	13.1	13.5	0.0
Information displayed on game screens (including banners)	11.0	10.7	9.1	12.0	12.4	11.7	13.4	11.3	6.8	2.9	12.0	8.3	13.0	12.5	20.5	11.9	11.1	7.7	12.5
Online video site/SNS	9.4	10.8	0.0	18.0	19.4	12.4	12.7	9.7	3.4	2.9	5.0	8.3	4.3	4.2	10.3	4.8	2.0	5.8	12.5
Personal blog/SNS	7.9	8.1	0.0	2.0	10.9	10.9	4.9	9.3	6.8	8.6	7.4	0.0	4.3	12.5	5.1	14.3	5.1	7.7	12.5
In school	4.2	4.2	0.0	4.0	20.2	5.1	2.1	0.0	0.6	0.0	4.0	0.0	8.7	29.2	2.6	2.4	0.0	1.9	0.0
Magazines other than game magazine	3.6	3.9	0.0	2.0	0.8	3.6	2.8	6.9	3.4	5.7	2.7	8.3	4.3	4.2	0.0	7.1	1.0	1.9	0.0
Newspaper	3.2	3.2	0.0	6.0	0.8	3.6	2.8	3.6	4.0	2.9	3.0	8.3	4.3	4.2	5.1	7.1	1.0	0.0	0.0
Store poster/flier	2.9	3.0	0.0	6.0	3.1	2.9	2.8	2.0	4.0	2.9	2.3	8.3	0.0	8.3	2.6	2.4	2.0	0.0	0.0
Radio	2.8	2.8	0.0	8.0	0.0	2.2	2.8	2.8	4.0	2.9	2.7	8.3	8.7	4.2	0.0	2.4	1.0	3.8	0.0
Station poster	2.8	2.5	0.0	2.0	3.1	4.4	1.4	2.8	1.1	2.9	3.7	0.0	4.3	12.5	5.1	0.0	1.0	5.8	12.5
Others	2.0	2.0	9.1	6.0	4.7	0.7	1.4	2.0	0.0	2.9	1.7	0.0	0.0	0.0	0.0	0.0	2.0	3.8	12.5

\*Darker shading indicates a higher ratio.

- The information source respondents saw or heard most about TOKYO GAME SHOW 2019 is "Website/SNS of TOKYO GAME SHOW Exhibitor" (37.7%), followed by "Friend/acquaintance/family member" (34.2%), "News website/SNS" (20.9%).
- The following ratios of information sources are more than 10 points higher than the overall: "Friend/acquaintance/family member" in males age 10 to 14 (50%) and males age 15 to 19 (51.9%), "News website/SNS" in males age 20 to 24 (31.4%), "Online videos/SNS" in males age 15 to 19 (19.4%), "Game magazine" in males age 30 to 39 (27.8%), "CESA's official website/SNS" in males age over 50 (25.7%), females age 20 to 24 (48.7%) and females age 25 to 29 (66.7%), and "In school" in males age 15 to 19 (20.2%).

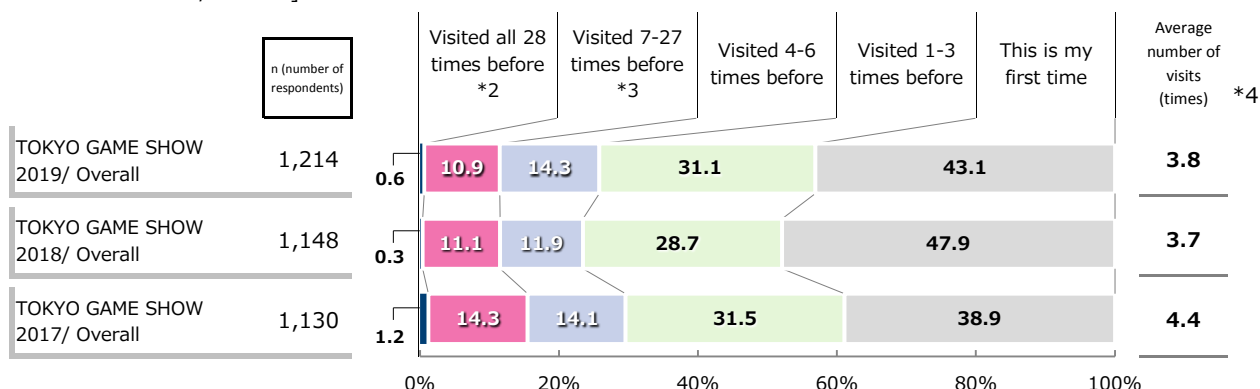
## 2. Number of Visits

### Question

The TOKYO GAME SHOW has been held 28 times (summer 1996, spring and autumn 1997-2001, autumn 2002-2018). 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 2019 / Overall]

[TOKYO GAME SHOW 2019 / Overall]			(Unit: %)					
		n (number of respondents)	Visited all 28 times before	Visited 7-27 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 2019/ Overall		1,214	0.6	10.9	14.3	31.1	43.1	3.8
Gender and Age	Male	917	0.8	11.7	14.6	30.6	42.3	4.0
	3 to 9	11	0.0	0.0	0.0	27.3	72.7	1.3
	10 to 14	50	0.0	2.0	6.0	24.0	68.0	1.9
	15 to 19	126	0.0	0.8	4.0	26.2	69.0	1.7
	20 to 24	137	0.0	4.4	8.0	38.0	49.6	2.4
	25 to 29	142	0.0	7.7	17.6	38.7	35.9	3.4
	30 to 39	246	0.0	17.9	22.8	29.3	30.1	5.0
	40 to 49	171	3.5	24.6	16.4	25.1	30.4	6.6
	50 or older	34	2.9	5.9	17.6	32.4	41.2	4.4
	Female	297	0.0	8.4	13.5	32.7	45.5	3.2
	3 to 9	10	0.0	0.0	0.0	20.0	80.0	1.4
	10 to 14	23	0.0	8.7	0.0	47.8	43.5	2.9
	15 to 19	24	0.0	8.3	16.7	25.0	50.0	2.9
	20 to 24	39	0.0	5.1	10.3	33.3	51.3	2.7
	25 to 29	43	0.0	2.3	18.6	44.2	34.9	2.7
	30 to 39	99	0.0	10.1	17.2	30.3	42.4	3.3
	40 to 49	51	0.0	15.7	11.8	25.5	47.1	4.4
	50 or older	8	0.0	0.0	12.5	37.5	50.0	2.1
	*	Heavy gamer	782	0.6	10.7	15.6	31.8	41.2
Middle gamer		291	0.7	13.7	11.0	32.0	42.6	4.2
Light gamer		75	0.0	4.0	24.0	26.7	45.3	3.3
Casual gamer		26	0.0	3.8	7.7	30.8	57.7	2.2
Non-gamer		19	0.0	21.1	0.0	15.8	63.2	3.4

\*1 GUESS

\*Darker shading indicates a higher ratio.

\*2 The column heading "Visited all 28 times before" appears in the TOKYO GAME SHOW 2018 Visitors' Survey as "Visited all 27 times before" and in the TOKYO GAME SHOW 2017 Visitors' Survey as "Visited all 26 times before."

\*3 The column heading "Visited 7-27 times before" appears in the TOKYO GAME SHOW 2018 Visitors' Survey as "Visited 7-26 times before" and in the TOKYO GAME SHOW 2017 Visitors' Survey as "Visited 7-25 times before."

\*4 The average number of visits includes the 2019 visit.

- 56.9% of respondents has visited TOKYO GAME SHOW before (the total of the number of respondents who have visited "1 to 3", "4 to 6", "7 to 27", and "28" times).
- The ratio of respondents who have visited more than once increases by 4.8 points compared with the previous year.
- The average number of visits among males age 30 to 39 is 5.0 times and among males age 40 to 49 the average is 6.6 times.

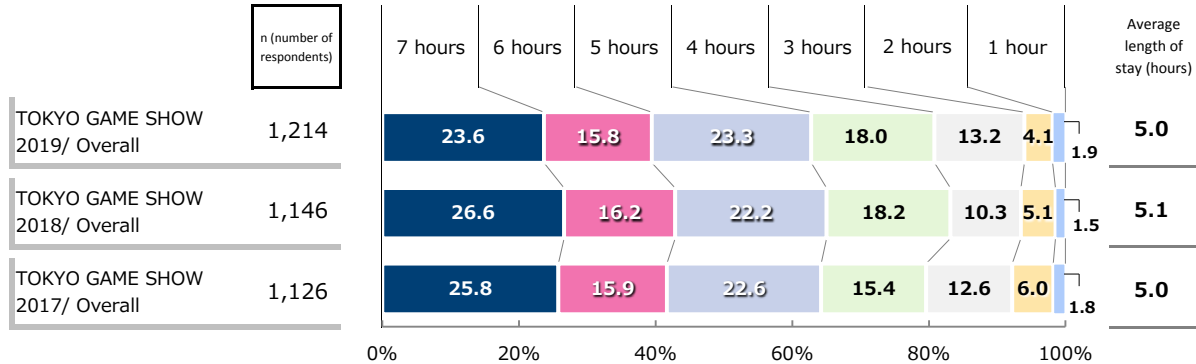
### 3. Planned Length of Stay

Question

For today's TOKYO GAME SHOW 2019, how many hours do you plan to stay in total? [Numeric answer]

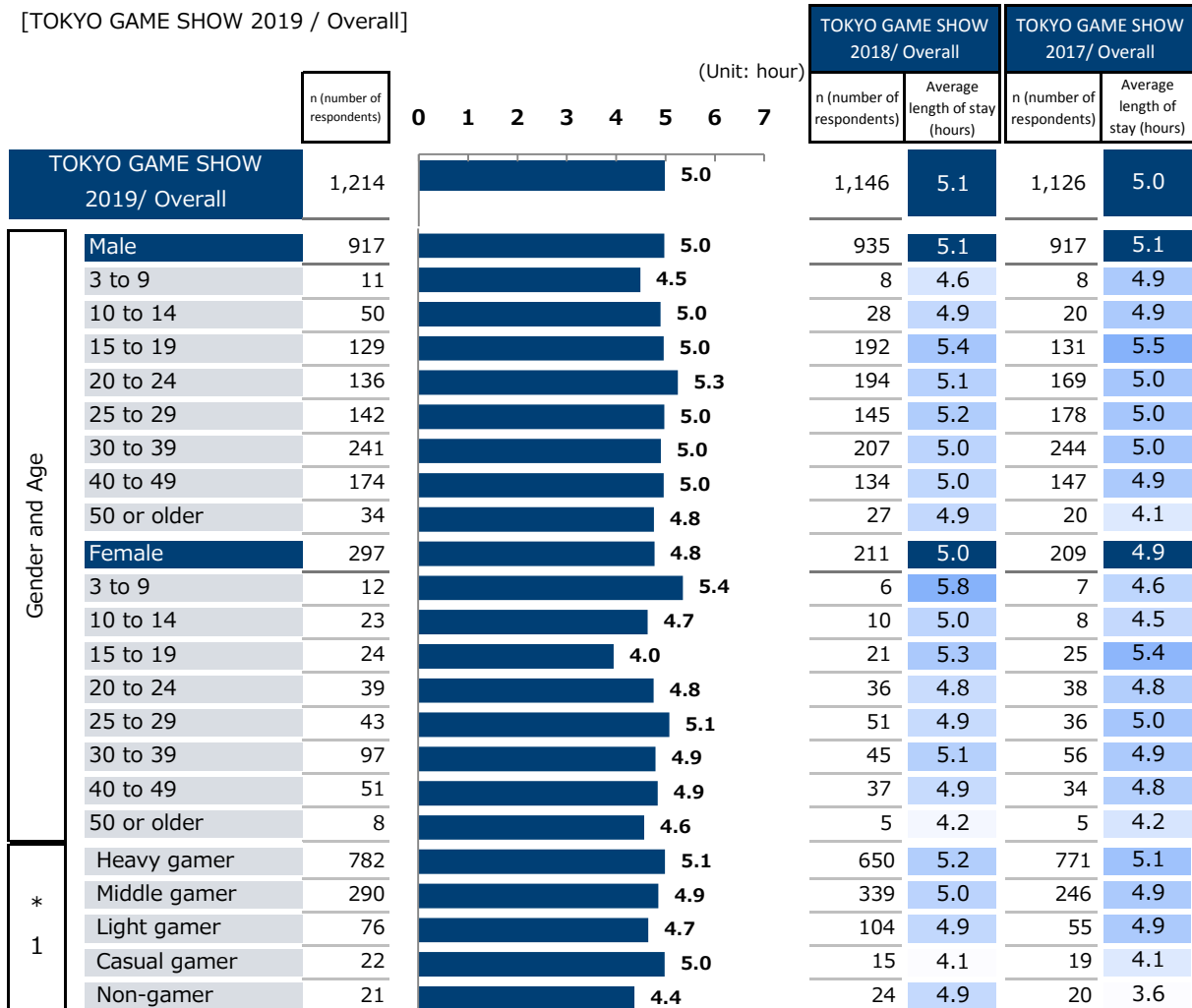
#### Time Series Comparison

[TOKYO GAME SHOW / Overall]



#### Average length of stay by gender and age/ GUESS

[TOKYO GAME SHOW 2019 / Overall]



\*1 GUESS

\*Darker shading indicates a higher ratio.

- 23.6% of respondents plans to stay the venue for "7 hours" and 23.3% is to stay for "5 hours". The average length of stay is 5.0 hours.
- Males stay for 5.0 hours and females stay for 4.8 hours on average. Especially among males age 20 to 24 the average length of stay is 5.3 hours.
- Heavy gamer in GUESS plans to stay for 5.1 hours on average.



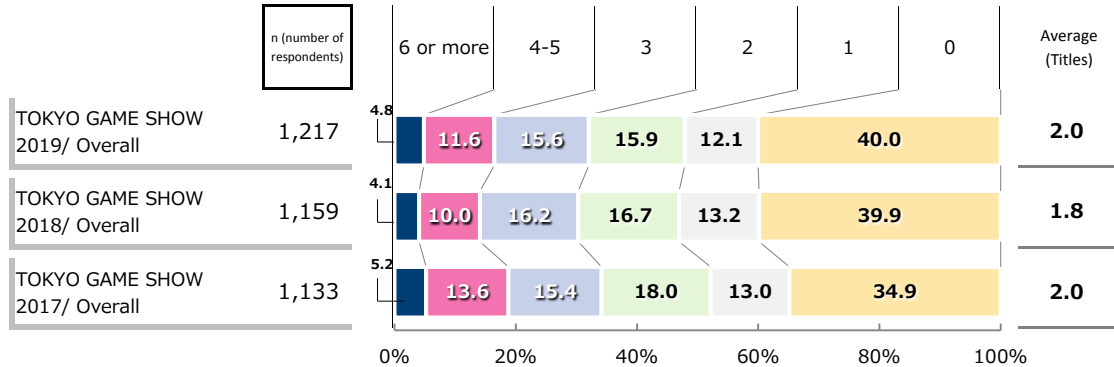
## 4. Number of Titles Visitors Planned to Sample

### Question

For today's TOKYO GAME SHOW 2019, how many game titles do you plan to play in total? [Numeric answer]

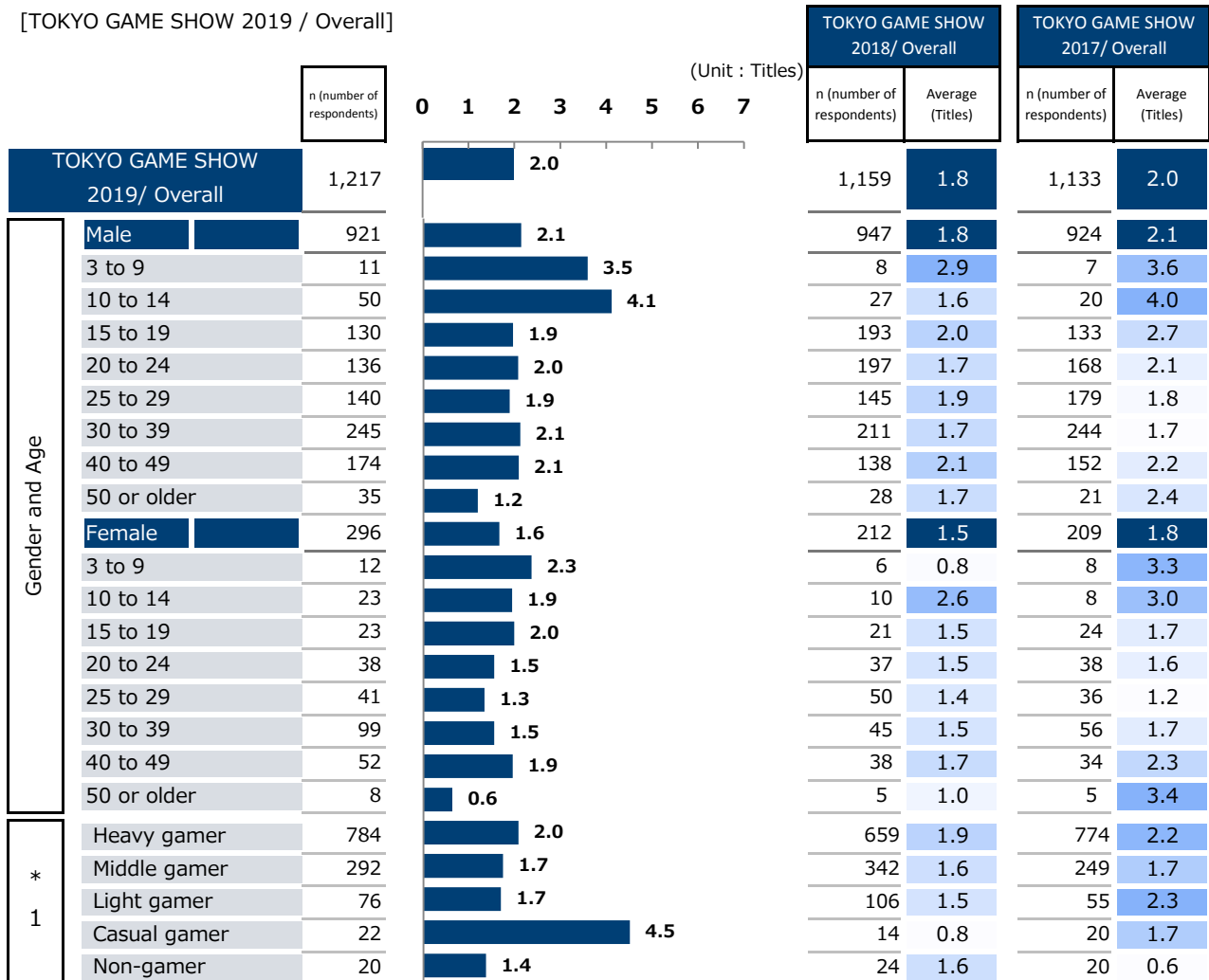
### Time Series Comparison

[TOKYO GAME SHOW / Overall]



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

[TOKYO GAME SHOW 2019 / Overall]



\*1 GUESS

\*Darker shading indicates a higher ratio.

- 60.0% of respondents plans to sample more than 1 title (a total of the ratios of "1 title" (12.1%), "2 titles" (15.9%), "3 titles" (15.6%), "4 to 5 titles" (11.6%), and "more than 6" (4.8%)). The average number of sampling is 2.0 titles.
- Male's average number of sampling is 2.1 titles and female's is 1.6. Among males age 10 to 14 they will sample 4.1 titles on average. "Males age 30 to 39" and "males age 40 to 49" will play 2.1 titles.
- Heavy gamer in GUESS plans to sample 2.0 titles on average.

## 5. Favorite Developer/Publisher Booths

Question

Out of the developers/publishers that have exhibited at today's TOKYO GAME SHOW 2019, which booth did you like the best? Please write down the name of the company. [Open-ended answer]

[TOKYO GAME SHOW 2019 / Overall]

(n=1,173 respondents)

Rank	Names of Company Booths *1	Number of persons *2	TOKYO GAME SHOW 2018/ Overall (n=1,034 respondents)		TOKYO GAME SHOW 2017/ Overall (n=982 respondents)	
			Number of persons	Rank	Number of persons	Rank
1	SEGA Games/ATRUS *3	239	-	-	-	-
2	SQUARE ENIX	208	162	(1)	152	(3)
3	CAPCOM	176	161	(2)	184	(1)
4	BANDAI NAMCO Entertainment	100	90	(5)	74	(6)
5	Sony Interactive Entertainment	98	110	(4)	103	(4)
6	KONAMI	68	67	(6)	90	(5)
7	KOEI TECMO GAMES	30	21	(13)	49	(7)
8	TAITO	19	2	(33)	-	-
9	Nihon Falcom (KONAMI booth)	13	8	(17)	17	(10)
10	UBISOFT	12	-	-	-	-
11	Cyberpunk2077	10	-	-	-	-
	GungHo Online Entertainment□	10	6	(19)	-	-
	KOJIMA PRODUCTIONS STORE	10	4	(23)	-	-
14	DMM GAMES	7	28	(8)	30	(9)
15	miHoYo	6	-	-	-	-
16	IGG	5	-	-	-	-
	MICRO-STAR INTERNATIONAL	5	-	-	-	-
	Dell	5	-	-	-	-
19	SilverStarJapan	4	-	-	-	-
	Renaissance high school	4	-	-	-	-
	NOGIKOI	4	-	-	-	-
22	Google Play	3	-	-	-	-
	IVR	3	-	-	-	-
	YUNUO GAMES	3	-	-	-	-
	INTI CREATES	3	-	-	4	(16)
	studiofake	3	3	(28)	-	-
	LEVEL-5	3	27	(9)	-	-
28	6waves	2	-	-	2	(22)
	Bekko.com	2	-	-	-	-
	Fangamer	2	-	-	-	-
	lowiro	2	-	-	-	-
	NTT DOCOMO	2	-	-	-	-
	PLAYISM	2	-	-	-	-
	Sukeban Games (PLAYISM booth)	2	-	-	-	-
	KEMCO	2	-	-	-	-
	NEURON·AGE	2	-	-	-	-
	Happinet	2	-	-	-	-
	HAMSTER	2	-	-	-	-
	FERMAT	2	-	-	-	-
	YOMUNECO	2	-	-	-	-
	HP JAPAN	2	6	(19)	-	-

\*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.

\*3 The figures of "SEGA games/Atlas" in 2018 and 2017 are not shown here since the data of Atlas was included in the one of SEGA games in 2019.

## ■Order of Preference by Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: person)

	1st Place	2nd Place	3rd Place	4th Place	5th Place
TOKYO GAME SHOW 2019/ Overall	SEGA Games/ATRUS	SQUARE ENIX	CAPCOM	BANDAI NAMCO Entertainment	Sony Interactive Entertainment
(n=1,173)	239	208	176	100	98
Male	SEGA Games/ATRUS	SQUARE ENIX	CAPCOM	Sony Interactive Entertainment	BANDAI NAMCO Entertainment
890	179	151	143	76	67
3 to 9	SEGA Games/ATRUS	BANDAI NAMCO Entertainment	KONAMI	SQUARE ENIX	Cyberpunk2077
11	2			1	
10 to 14	BANDAI NAMCO Entertainment	Sony Interactive Entertainment	SEGA Games/ATRUS	CAPCOM	*1
49	11	7	6	5	2
15 to 19	CAPCOM	Sony Interactive Entertainment	SEGA Games/ATRUS	SQUARE ENIX	BANDAI NAMCO Entertainment
124	22	20	19	11	8
20 to 24	SEGA Games/ATRUS	CAPCOM	SQUARE ENIX	Sony Interactive Entertainment	BANDAI NAMCO Entertainment
125	30	24	20	8	
25 to 29	SEGA Games/ATRUS	SQUARE ENIX	CAPCOM	Sony Interactive Entertainment	BANDAI NAMCO Entertainment
139	26		25	10	
30 to 39	SQUARE ENIX	SEGA Games/ATRUS	CAPCOM	Sony Interactive Entertainment	KONAMI
241	59	50	36	16	
40 to 49	SEGA Games/ATRUS	SQUARE ENIX	CAPCOM	BANDAI NAMCO Entertainment	KONAMI
168	41	29	27	16	12
50 or older	Sony Interactive Entertainment	SEGA Games/ATRUS	SQUARE ENIX	CAPCOM	KONAMI
33	6	5	4		
Female	SEGA Games/ATRUS	SQUARE ENIX	CAPCOM	BANDAI NAMCO Entertainment	Sony Interactive Entertainment
283	60	57	33		22
3 to 9	BANDAI NAMCO Entertainment	KONAMI	SEGA Games/ATRUS	SQUARE ENIX	
12	3		2	1	
10 to 14	SEGA Games/ATRUS	SQUARE ENIX	BANDAI NAMCO Entertainment	*2	
23	4		3	2	
15 to 19	SEGA Games/ATRUS	CAPCOM	Sony Interactive Entertainment	SQUARE ENIX	BANDAI NAMCO Entertainment
23	6	3		2	
20 to 24	SEGA Games/ATRUS	SQUARE ENIX	CAPCOM	Sony Interactive Entertainment	BANDAI NAMCO Entertainment
34	12	8	4		2
25 to 29	SEGA Games/ATRUS	SQUARE ENIX	BANDAI NAMCO Entertainment	CAPCOM	Sony Interactive Entertainment
37	12	6		4	2
30 to 39	SQUARE ENIX	SEGA Games/ATRUS	CAPCOM	Sony Interactive Entertainment	KONAMI
97	21	15		10	9
40 to 49	SQUARE ENIX	BANDAI NAMCO Entertainment	SEGA Games/ATRUS	CAPCOM	*3
50	12	11	8	4	2
50 or older	SQUARE ENIX	BANDAI NAMCO Entertainment	SEGA Games/ATRUS	CAPCOM	KOEI TECMO GAMES
7	3	1			

\*1 Joint 5th place: KONAMI, Dell, Renaissance high school

\*2 Joint 4th place: CAPCOM, KONAMI, LEVEL-5

\*3 Joint 5th place: Sony Interactive Entertainment, KONAMI

- The best booth chosen by respondents is "SEGA Games/Atlas" (n=239/ No rank last year because they are separately chosen last year). The second best is "SQUARE ENIX" (n=208/ 1st place last year). "CAPCOM" takes 3rd place (n=176/ 2nd place last year). "BANDAI NAMCO Entertainment" is in 4th place (n=100/ 5th place last year) and "Sony Interactive Entertainment" is in 5th place (n=98/ 4th place last year).
- The highest number of both males and females chooses "SEGA Games/Atlas" as the best booth.



## 6. Areas Respondents Visited or Intended to Visit



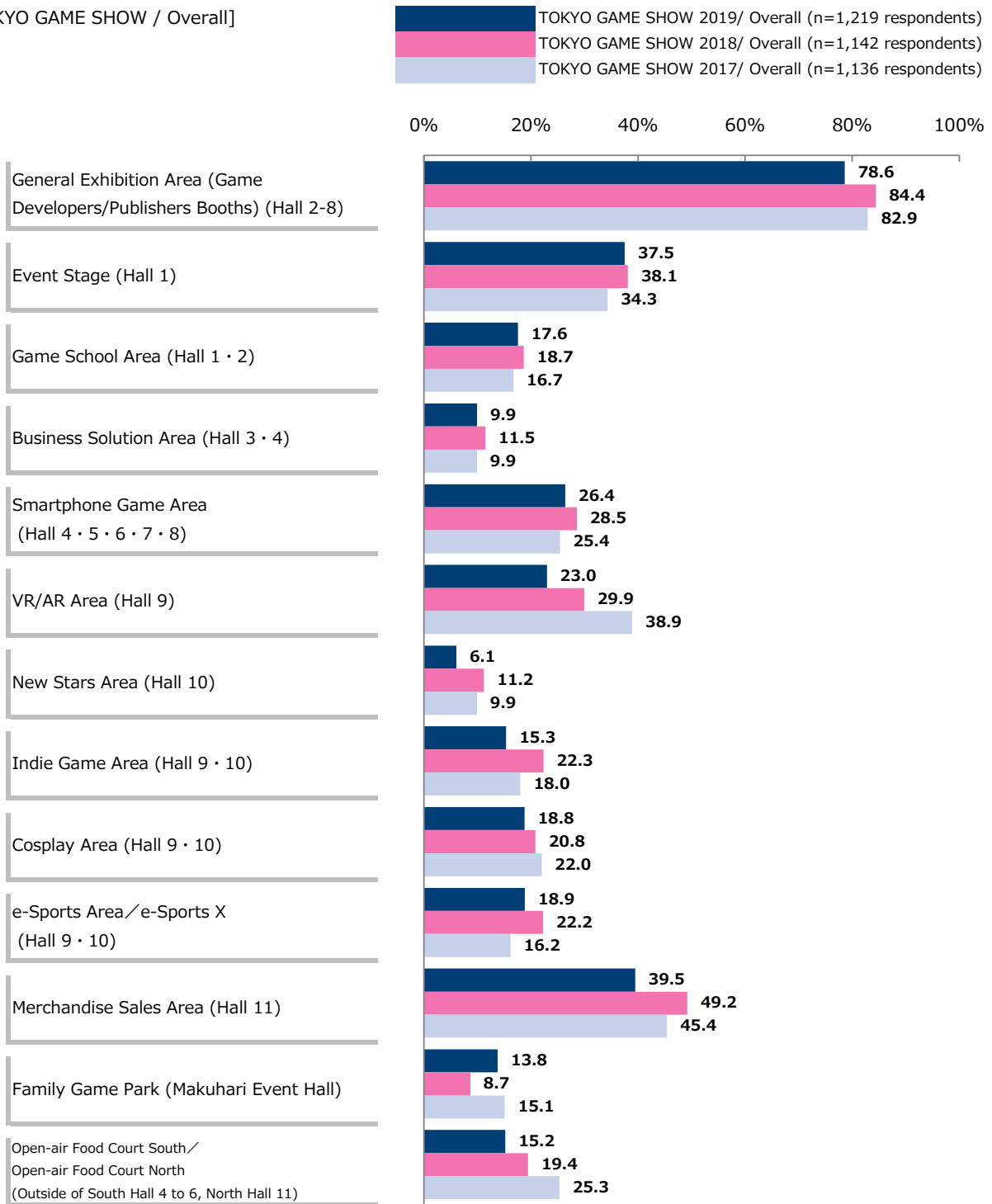
### Question

The booths at the TOKYO GAME SHOW 2019 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]



## ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

	TOKYO GAME SHOW 2019/ 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)	1,219	921	11	48	129	135	141	247	176	34	298	12	23	24	39	42	99	51	8
General Exhibition Area (Game Developers/Publishers Booths) (Hall 2-8)	78.6	80.2	72.7	68.8	71.3	85.2	86.5	81.4	80.1	79.4	73.5	33.3	60.9	66.7	76.9	85.7	80.8	62.7	87.5
Event Stage (Hall 1)	37.5	39.8	27.3	31.3	45.7	43.7	41.1	38.9	35.8	41.2	30.2	16.7	17.4	20.8	28.2	42.9	29.3	33.3	50.0
Game School Area (Hall 1・2)	17.6	19.0	9.1	25.0	31.8	24.4	17.0	15.4	11.9	14.7	13.1	0.0	13.0	25.0	17.9	9.5	12.1	13.7	0.0
Business Solution Area (Hall 3・4)	9.9	10.9	0.0	14.6	12.4	11.9	11.3	9.3	10.2	11.8	7.0	8.3	13.0	16.7	2.6	2.4	6.1	9.8	0.0
Smartphone Game Area (Hall 4・5・6・7・8)	26.4	26.9	18.2	29.2	31.8	26.7	27.7	30.0	17.6	32.4	24.8	0.0	43.5	37.5	25.6	19.0	20.2	27.5	37.5
VR/AR Area (Hall 9)	23.0	24.8	9.1	20.8	26.4	28.9	29.1	26.3	18.8	14.7	17.4	0.0	17.4	25.0	15.4	14.3	16.2	25.5	12.5
New Stars Area (Hall 10)	6.1	7.1	0.0	8.3	10.9	8.9	7.8	5.3	5.7	2.9	3.0	0.0	8.7	4.2	2.6	2.4	0.0	7.8	0.0
Indie Game Area (Hall 9・10)	15.3	17.9	0.0	8.3	17.1	27.4	21.3	16.2	16.5	8.8	7.4	8.3	8.7	4.2	7.7	9.5	6.1	9.8	0.0
Cosplay Area (Hall 9・10)	18.8	20.7	0.0	12.5	20.9	26.7	29.8	20.2	14.8	11.8	12.8	0.0	13.0	20.8	12.8	16.7	13.1	9.8	0.0
e-Sports Area／e-Sports X (Hall 9・10)	18.9	21.7	0.0	29.2	34.9	25.2	19.1	19.0	15.9	14.7	10.1	8.3	8.7	12.5	7.7	7.1	11.1	9.8	25.0
Merchandise Sales Area (Hall 11)	39.5	40.1	9.1	31.3	48.8	38.5	40.4	41.7	39.2	26.5	37.6	0.0	26.1	20.8	51.3	42.9	43.4	33.3	37.5
Family Game Park (Makuhari Event Hall)	13.8	9.3	72.7	35.4	3.9	3.7	5.0	8.1	10.8	14.7	27.5	91.7	60.9	12.5	2.6	4.8	23.2	52.9	12.5
Open-air Food Court South／ Open-air Food Court North (Outside of South Hall 4 to 6, North Hall 11)	15.2	15.3	9.1	4.2	14.7	15.6	15.6	17.0	16.5	14.7	14.8	0.0	17.4	8.3	2.6	19.0	20.2	15.7	12.5

\*Darker shading indicates a higher ratio.

- The area respondents visited most or is willing to visit is "General Exhibition Area (Game Developers/Publishers Booths)" (78.6%), followed by "Event Stage" (37.5%) and "Merchandise Sales Area" (34.1%) .
- 80.2% of male and 73.5% of female visited (would visit) "General Exhibition Area (Game Developers/Publishers Booths)", which is the highest ratio compared to other areas. Among males some visited area ratios such as "General Exhibition Area", "VR/AR area", "Event stage", etc. are more than 5 points higher than those of female's.

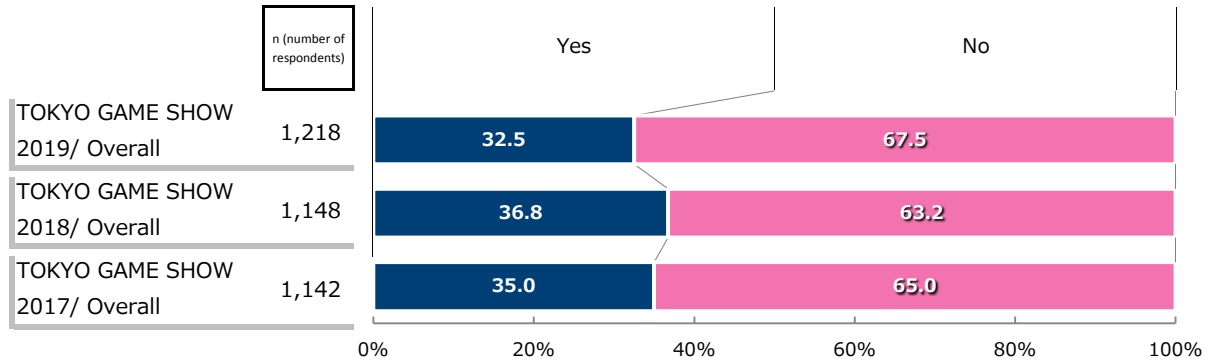
## 7. Watching "e-Sports X"

Question

Did (or will) you watch the game tournaments of "e-Sports X" on special stage in Hall 9・10? [Single answer]

### Time Series Comparison

[TOKYO GAME SHOW / Overall]



### Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

		n (number of respondents)	Yes	No
TOKYO GAME SHOW 2019/ Overall		1,218	32.5	67.5
Gender and Age	Male	924	35.2	64.8
	3 to 9	11	36.4	63.6
	10 to 14	49	28.6	71.4
	15 to 19	130	43.8	56.2
	20 to 24	134	42.5	57.5
	25 to 29	141	34.0	66.0
	30 to 39	249	31.7	68.3
	40 to 49	175	29.7	70.3
	50 or older	35	40.0	60.0
	Female	294	24.1	75.9
	3 to 9	12	16.7	83.3
	10 to 14	22	31.8	68.2
	15 to 19	24	29.2	70.8
	20 to 24	38	15.8	84.2
	25 to 29	41	22.0	78.0
	30 to 39	99	22.2	77.8
	40 to 49	50	30.0	70.0
	50 or older	8	37.5	62.5

\*Darker shading indicates a higher ratio.

- 32.5% of respondents watched or would watch "e-Sports X".
- 35.2% of male and 24.1% of female watched or would watch it. Among males age 15 to 19, 20 to 24, and over 50, more than 40% of them says they did or would.

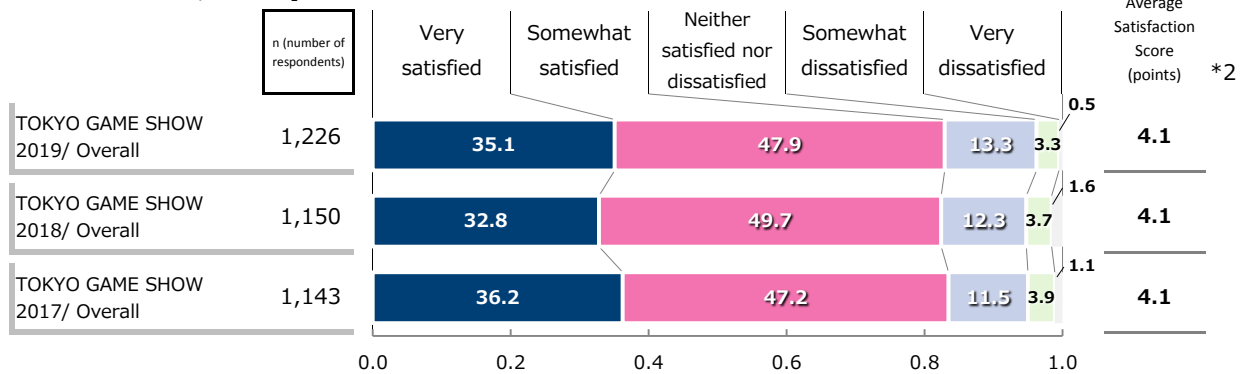
## 8. Degree of Satisfaction

Question

To what extent are you satisfied with the content of the TOKYO GAME SHOW 2019? [Single answer]

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



### ■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2019 / 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 2019/ Overall			1,226	35.1	47.9	13.3	3.3	0.5	4.1
Gender and Age	Male	930	36.5	46.8	13.1	3.1	0.5	4.2	
	3 to 9	11	27.3	27.3	27.3	18.2	0.0	3.6	
	10 to 14	50	62.0	26.0	10.0	2.0	0.0	4.5	
	15 to 19	129	64.3	30.2	5.4	0.0	0.0	4.6	
	20 to 24	139	43.9	43.9	8.6	1.4	2.2	4.3	
	25 to 29	142	34.5	47.9	14.1	3.5	0.0	4.1	
	30 to 39	248	25.8	58.5	12.5	3.2	0.0	4.1	
	40 to 49	177	24.9	48.6	20.3	5.1	1.1	3.9	
	50 or older	34	11.8	58.8	23.5	5.9	0.0	3.8	
	Female	296	30.7	51.4	13.9	3.7	0.3	4.1	
	3 to 9	12	75.0	8.3	16.7	0.0	0.0	4.6	
	10 to 14	22	36.4	36.4	9.1	13.6	4.5	3.9	
	15 to 19	24	41.7	50.0	8.3	0.0	0.0	4.3	
	20 to 24	38	31.6	55.3	10.5	2.6	0.0	4.2	
	25 to 29	42	31.0	59.5	7.1	2.4	0.0	4.2	
	30 to 39	99	27.3	52.5	15.2	5.1	0.0	4.0	
	40 to 49	52	17.3	59.6	21.2	1.9	0.0	3.9	
	50 or older	7	42.9	28.6	28.6	0.0	0.0	4.1	
* 1	Heavy gamer	789	40.4	46.9	9.9	2.4	0.4	4.2	
	Middle gamer	292	24.0	54.5	17.5	4.1	0.0	4.0	
	Light gamer	75	22.7	53.3	18.7	4.0	1.3	3.9	
	Casual gamer	25	20.0	32.0	36.0	8.0	4.0	3.6	
	Non-gamer	22	31.8	27.3	27.3	9.1	4.5	3.7	

\*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 2019 / 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 2019/ Overall		1,226	35.1	47.9	13.3	3.3	0.5	4.1
Number of Visits	Visited 7 times or more	138	26.8	55.8	13.0	4.3	0.0	4.1
	Visited 4-6 times	173	30.1	54.3	12.7	2.9	0.0	4.1
	Visited 1-3 times	376	35.9	48.4	10.4	4.3	1.1	4.1
	First visit	517	38.1	43.7	15.5	2.3	0.4	4.2
Length of Stay	7 hours	285	42.5	47.0	6.0	4.2	0.4	4.3
	6 hours	189	33.3	47.6	14.3	4.2	0.5	4.1
	5 hours	280	36.4	50.0	10.7	2.5	0.4	4.2
	4 hours	219	30.1	52.1	15.5	2.3	0.0	4.1
	3 hours or less	231	29.4	42.4	23.8	3.5	0.9	4.0
Titles Sampled	6 titles or more	58	43.1	41.4	12.1	3.4	0.0	4.2
	3-5 titles	328	39.9	47.0	9.8	2.7	0.6	4.2
	1-2 titles	338	34.6	48.5	13.0	3.6	0.3	4.1
	0 titles	485	30.3	49.3	16.5	3.5	0.4	4.1

\*Darker shading indicates a higher ratio.



## ■ Degree of Satisfaction by Areas Visited

[TOKYO GAME SHOW 2019 / 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 2019/ Overall		1,226	35.1	47.9	13.3	3.3	0.5	4.1
Areas Visited * 1	General Exhibition Area (Game Developers/Publishers Booths) (Hall 2-8)	955	34.9	49.5	11.7	3.6	0.3	4.2
	Event Stage (Hall 1)	454	39.2	47.6	11.5	1.3	0.4	4.2
	Game School Area (Hall 1・2)	213	48.8	39.4	8.9	2.3	0.5	4.3
	Business Solution Area (Hall 3・4)	121	39.7	48.8	10.7	0.8	0.0	4.3
	Smartphone Game Area (Hall 4・5・6・7・8)	317	39.4	47.6	10.4	2.2	0.3	4.2
	VR/AR Area (Hall 9)	276	42.4	48.2	8.3	1.1	0.0	4.3
	New Stars Area (Hall 10)	74	45.9	44.6	6.8	2.7	0.0	4.3
	Indie Game Area (Hall 9・10)	185	41.1	50.8	5.9	1.6	0.5	4.3
	Cosplay Area (Hall 9・10)	226	40.3	48.7	8.0	1.8	1.3	4.2
	e-Sports Area/e-Sports X (Hall 9・10)	229	47.6	41.5	9.6	1.3	0.0	4.4
	Merchandise Sales Area (Hall 11)	479	37.6	51.1	9.0	2.3	0.0	4.2
	Family Game Park (Makuhari Event Hall)	167	31.1	43.7	18.6	6.0	0.6	4.0
	Open-air Food Court South/ Open-air Food Court North (Outside of South Hall 4 to 6, North Hall 11)	185	37.8	47.0	9.7	4.9	0.5	4.2

\*1 There are multiple answers for Areas Visited, so the values are reference values.

\*Darker shading indicates a higher ratio.

- 35.1% of respondents says "Very satisfied" and 47.9% says "Somewhat satisfied" with TOKYO GAME SHOW 2019. In total 83.0% of respondents is satisfied with the show. The average satisfaction score is 4.1 points.
- 62.0% of male age 10 to 14 and 64.3% of male age 15 to 19 says "Very satisfied", giving 4.5 and 4.6 points average satisfaction score each.
- 40.4% of Heavy gamer in GUESS is "Very satisfied" (the average satisfaction score is 4.2 points).
- The less times respondents have visited the show, the more they are satisfied with the show. The average score for the respondents who visited the show "for the first time" is 4.2 points.
- The average satisfaction score of respondents who stay for "7 hours" is the highest (4.3 points) among others segmented based on length of stay.
- Respondents who sampled more than 3 titles are more satisfied than those who did less than 3.

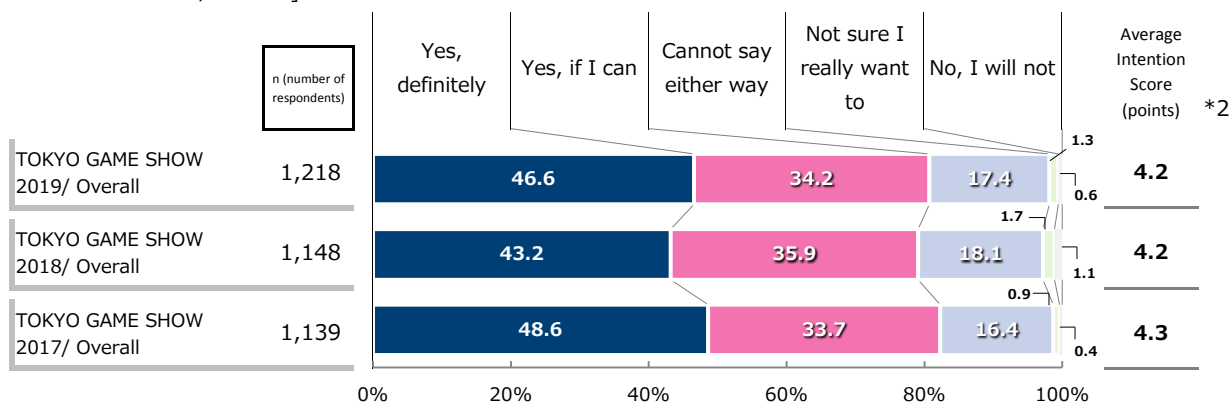
## 9. Intention to Visit Again

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 2019 / 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)	
			46.6	34.2	17.4	1.3	0.6		
								4.2	
Gender and Age	Male	924	48.9	32.9	16.7	1.0	0.5		
	3 to 9	11	27.3	63.6	9.1	0.0	0.0		
	10 to 14	50	50.0	30.0	20.0	0.0	0.0		
	15 to 19	130	64.6	24.6	10.8	0.0	0.0		
	20 to 24	137	54.0	29.2	12.4	2.9	1.5		
	25 to 29	142	50.0	38.0	10.6	0.7	0.7		
	30 to 39	246	45.1	35.4	17.9	0.8	0.8		
	40 to 49	174	42.0	31.0	26.4	0.6	0.0		
	50 or older	34	32.4	44.1	20.6	2.9	0.0		
	Female	294	39.1	38.1	19.7	2.4	0.7		
	3 to 9	12	41.7	16.7	41.7	0.0	0.0		
	10 to 14	21	38.1	38.1	14.3	9.5	0.0		
	15 to 19	24	54.2	33.3	12.5	0.0	0.0		
	20 to 24	39	46.2	35.9	15.4	2.6	0.0		
	25 to 29	42	38.1	45.2	14.3	2.4	0.0		
	30 to 39	98	37.8	40.8	17.3	3.1	1.0		
	40 to 49	51	29.4	39.2	31.4	0.0	0.0		
	50 or older	7	42.9	14.3	28.6	0.0	14.3		
* 1	Heavy gamer	789	53.1	33.0	12.8	0.9	0.3		
	Middle gamer	290	35.5	38.3	23.1	2.1	1.0		
	Light gamer	73	28.8	35.6	34.2	1.4	0.0		
	Casual gamer	23	26.1	30.4	39.1	0.0	4.3		
	Non-gamer	20	50.0	15.0	20.0	10.0	5.0		

\*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 2019 / Overall]

(Unit: %)

			n (number of respondents)	Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not	Average Intention Score (points)
TOKYO GAME SHOW 2019/ Overall			1,218	46.6	34.2	17.4	1.3	0.6	4.2
Number of Visits	Visited 7 times or more	137		65.0	24.8	10.2	0.0	0.0	4.5
	Visited 4-6 times	173		58.4	31.8	9.2	0.0	0.6	4.5
	Visited 1-3 times	375		50.4	34.9	12.8	1.1	0.8	4.3
	First visit	513		34.5	37.4	25.1	2.3	0.6	4.0
Length of Stay	7 hours	283		61.1	27.6	10.2	1.1	0.0	4.5
	6 hours	190		46.8	36.3	16.3	0.5	0.0	4.3
	5 hours	278		45.0	38.1	15.8	0.7	0.4	4.3
	4 hours	218		41.7	37.2	17.9	2.3	0.9	4.2
	3 hours or less	229		32.8	34.1	29.7	2.2	1.3	3.9
Titles Sampled	6 titles or more	57		63.2	26.3	10.5	0.0	0.0	4.5
	3-5 titles	327		57.8	28.1	12.8	0.9	0.3	4.4
	1-2 titles	336		47.9	36.9	13.1	0.9	1.2	4.3
	0 titles	482		35.3	37.6	24.9	2.1	0.2	4.1
Degree of Satisfaction regarding Visit	Very satisfied	425		80.0	15.8	4.2	0.0	0.0	4.8
	Somewhat satisfied	585		34.9	50.4	14.0	0.3	0.3	4.2
	Neither satisfied nor dissatisfied	160		8.8	27.5	57.5	5.0	1.3	3.4
	Somewhat dissatisfied	40		17.5	22.5	45.0	10.0	5.0	3.4
	Very dissatisfied	5		0.0	0.0	40.0	40.0	20.0	2.2

\*Darker shading indicates a higher ratio.

## ■ Intention to Visit Next TOKYO GAME SHOW by Areas Visited

[TOKYO GAME SHOW 2019 / Overall]

(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 2019/ Overall			46.6	34.2	17.4	1.3	0.6	4.2
Areas Visited *1	General Exhibition Area (Game Developers/Publishers Booths) (Hall 2-8)	951	48.7	34.7	14.9	1.1	0.6	4.3
	Event Stage (Hall 1)	451	51.4	33.0	13.5	1.8	0.2	4.3
	Game School Area (Hall 1・2)	214	62.1	26.6	9.8	1.4	0.0	4.5
	Business Solution Area (Hall 3・4)	121	52.9	30.6	15.7	0.8	0.0	4.4
	Smartphone Game Area (Hall 4・5・6・7・8)	318	49.7	35.5	13.2	1.6	0.0	4.3
	VR/AR Area (Hall 9)	277	59.2	29.6	11.2	0.0	0.0	4.5
	New Stars Area (Hall 10)	73	65.8	27.4	6.8	0.0	0.0	4.6
	Indie Game Area (Hall 9・10)	183	62.3	27.3	9.3	1.1	0.0	4.5
	Cosplay Area (Hall 9・10)	224	51.8	36.2	10.7	1.3	0.0	4.4
	e-Sports Area/e-Sports X (Hall 9・10)	228	55.7	29.8	13.2	1.3	0.0	4.4
	Merchandise Sales Area (Hall 11)	479	53.2	34.2	11.5	0.8	0.2	4.4
	Family Game Park (Makuhari Event Hall)	164	42.7	35.4	17.7	4.3	0.0	4.2
	Open-air Food Court South/ Open-air Food Court North (Outside of South Hall 4 to 6, North Hall 11)	184	50.5	32.6	15.8	1.1	0.0	4.3

\*1 There are multiple answers for Areas Visited, so the values are reference values.

\*Darker shading indicates a higher ratio.

- 46.6% of respondents "Definitely" would like to visit TOKYO GAME SHOW next year and 34.2% would visit "if I can". In total 80.8% of all respondents intends to visit next time. The average score of willingness to visit is 4.2 points.
- 48.9% of male and 39.1% of female would like to visit strongly. 64.6% of males age 15 to 19 says "Definitely".
- 53.1% of Heavy gamer in GUESS would "definitely" visit next year.
- The more times respondents visit the show, the more likely they have an intention to come again. 65.0% of respondents who have visited "7 times or more" shows willingness to visit again (the average score is 4.5 points).
- The more respondents spend time in the venue, the more they want to visit again. The average score of respondents who stay for "7 hours" is 4.5 points.
- The more titles respondents sample, the more likely they have willingness to revisit the show. The average score of those who sampled "6 titles or more" is 4.5 points.
- The respondents who are highly satisfied with the show are more likely to show their intention to visit next year. The average score of the respondents who say "very satisfied" is 4.8 points.

# Game-related Issues

## 1. Event Participation

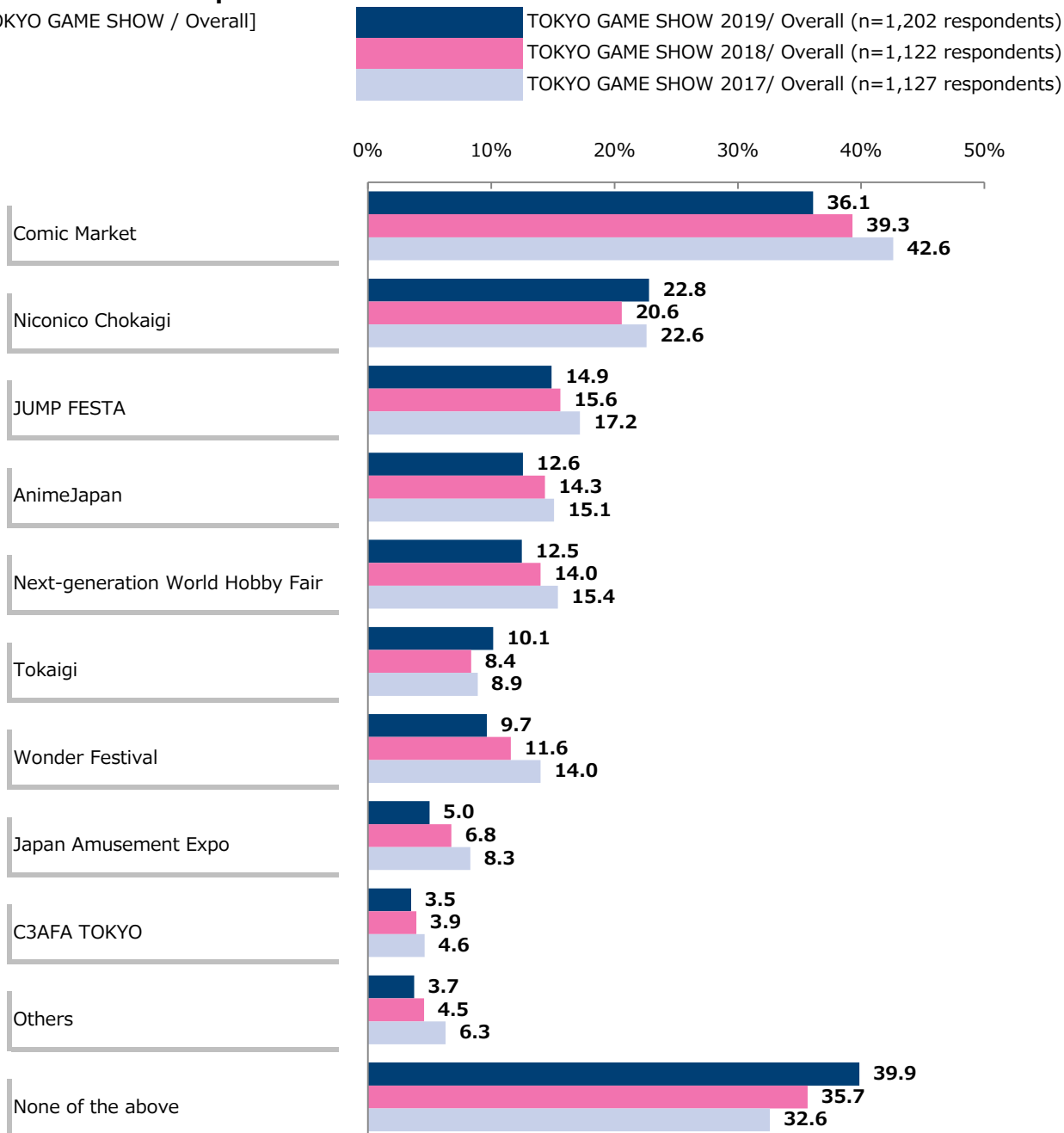
Question

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]



## ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

	TOKYO GAME SHOW 2019/ 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)	1,202	910	11	48	128	133	139	244	172	35	292	11	23	23	39	41	97	50	8
Comic Market	36.1	35.7	0.0	8.3	24.2	36.1	42.4	43.0	40.1	25.7	37.3	9.1	21.7	47.8	51.3	53.7	39.2	20.0	25.0
Niconico Chokaigi	22.8	23.8	0.0	20.8	19.5	19.5	25.2	26.2	30.2	14.3	19.5	9.1	26.1	17.4	33.3	19.5	20.6	8.0	12.5
JUMP FESTA	14.9	11.9	9.1	6.3	6.3	11.3	15.1	12.7	15.1	8.6	24.3	0.0	21.7	34.8	20.5	29.3	26.8	22.0	12.5
AnimeJapan	12.6	12.6	0.0	2.1	7.0	14.3	15.8	12.3	16.3	17.1	12.3	9.1	0.0	21.7	12.8	26.8	10.3	8.0	0.0
Next-generation World Hobby Fair	12.5	12.9	18.2	22.9	20.3	10.5	13.7	8.6	11.0	14.3	11.3	9.1	13.0	17.4	12.8	7.3	10.3	14.0	0.0
Tokaigi	10.1	10.9	0.0	10.4	10.9	6.0	12.9	11.1	15.7	0.0	7.9	0.0	13.0	8.7	23.1	4.9	6.2	2.0	0.0
Wonder Festival	9.7	10.7	9.1	0.0	0.8	1.5	12.2	13.9	22.1	11.4	6.5	0.0	0.0	4.3	10.3	12.2	7.2	4.0	0.0
Japan Amusement Expo	5.0	4.7	0.0	2.1	0.8	0.8	3.6	5.3	11.6	5.7	5.8	9.1	4.3	8.7	7.7	2.4	6.2	6.0	0.0
C3AFA TOKYO	3.5	3.8	0.0	2.1	0.8	0.0	3.6	3.3	11.0	2.9	2.4	0.0	0.0	0.0	2.6	9.8	0.0	4.0	0.0
Others	3.7	3.6	0.0	4.2	2.3	3.8	4.3	3.7	4.1	2.9	4.1	9.1	4.3	4.3	0.0	0.0	7.2	4.0	0.0
None of the above	39.9	40.1	72.7	60.4	45.3	39.1	37.4	35.7	36.0	48.6	39.0	81.8	43.5	34.8	23.1	26.8	36.1	54.0	62.5

\*Darker shading indicates a higher ratio.

- "Comic Market" is the event the highest ratio of respondents have been to (36.1%), followed by "Niconico Chokaigi" (22.8%) and "JUMP FESTA" (14.9%). On the other hand, 39.9% of respondents has "never been to those events".
- The ratios of "Wonder Festival" in male age 40 to 49 (22.1%), "Comic Market" in female age 20 to 24 (51.3%) and female age 25 to 29 (53.7%), "JUMP FESTA" in female age 25 to 29 (29.3%) and female age 30 to 39 (26.8%), "Next-generation World Hobby Fair" in male age 10 to 14 (22.9%), "Niconico Chokaigi" in female age 20 to 24 (33.3%), "Tokaigi" in female age 20 to 24 (23.1%), and "AnimeJapan" in female age 25 to 29 (26.8%) are more than 10 points higher than each overall average.



## 2. Experience of e-Sports

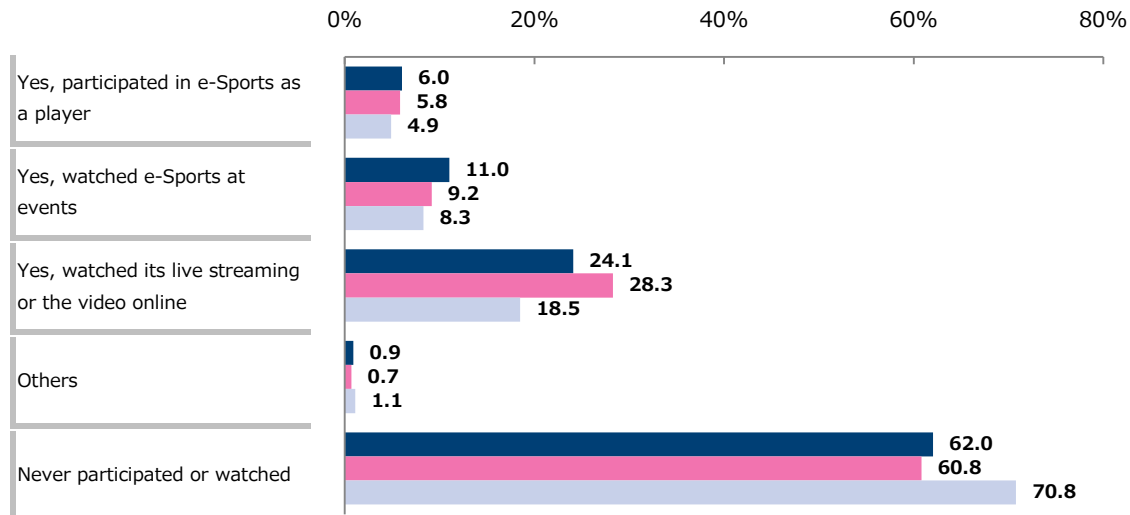
Question

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

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]

TOKYO GAME SHOW 2019/ Overall (n=1,225 respondents)  
TOKYO GAME SHOW 2018/ Overall (n=1,146 respondents)  
TOKYO GAME SHOW 2017/ Overall (n=1,138 respondents)



### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

	TOKYO GAME SHOW 2019 / 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)	1,225	928	11	50	130	137	142	248	175	35	297	12	23	24	39	41	98	52	8
Yes, participated in e-Sports as a player	6.0	7.3	9.1	16.0	9.2	7.3	9.2	6.0	5.1	0.0	2.0	0.0	8.7	4.2	0.0	2.4	2.0	0.0	0.0
Yes, watched e-Sports at events	11.0	12.6	0.0	10.0	15.4	13.9	9.9	12.5	13.7	11.4	6.1	16.7	4.3	12.5	2.6	4.9	6.1	3.8	12.5
Yes, watched its live streaming or the video online	24.1	26.4	9.1	36.0	40.8	35.8	20.4	24.6	16.0	17.1	16.8	16.7	13.0	20.8	15.4	22.0	18.4	11.5	12.5
Others	0.9	1.1	0.0	4.0	0.8	0.0	0.0	1.6	1.7	0.0	0.3	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0
Never participated or watched	62.0	56.8	81.8	44.0	41.5	48.9	62.0	59.3	65.7	71.4	78.5	75.0	82.6	66.7	82.1	78.0	75.5	86.5	75.0

\*Darker shading indicates a higher ratio.

- 24.1% of respondents has watched e-Sports on live streaming or online video and 11.0% has watched it at e-Sports events. 6.0% of them has participated in e-Sports as a player. Overall 38.0% of all the respondents including 0.9% of those who says "others" has experienced e-Sports in some ways.
- More male have watched e-Sports on live streaming or online videos than female (Male:26.4% Female:16.8%).

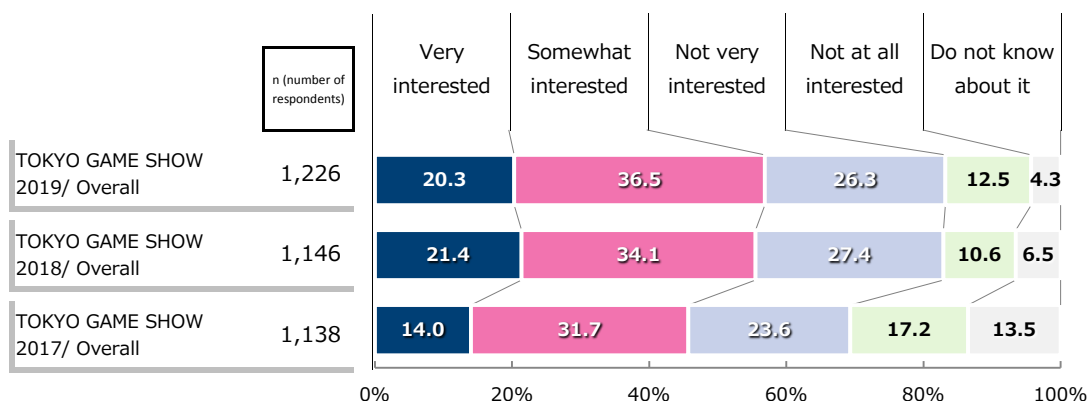
### 3. Interest in e-Sports

#### Question

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

#### Time Series Comparison

[TOKYO GAME SHOW / Overall]



#### Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

		n (number of respondents)	Very interested	Somewhat interested	Not very interested	Not at all interested	Do not know about it
TOKYO GAME SHOW 2019/ Overall		1,226	20.3	36.5	26.3	12.5	4.3
Gender and Age	Male	930	22.6	37.3	25.2	11.9	3.0
	3 to 9	11	0.0	27.3	27.3	27.3	18.2
	10 to 14	49	42.9	30.6	14.3	10.2	2.0
	15 to 19	130	46.9	32.3	13.1	5.4	2.3
	20 to 24	138	28.3	36.2	19.6	11.6	4.3
	25 to 29	142	21.8	31.7	31.7	11.3	3.5
	30 to 39	248	14.5	41.5	29.0	11.3	3.6
	40 to 49	177	9.6	43.5	29.4	16.4	1.1
	50 or older	35	14.3	34.3	31.4	20.0	0.0
	Female	296	13.2	34.1	30.1	14.2	8.4
	3 to 9	12	25.0	0.0	33.3	8.3	33.3
	10 to 14	23	30.4	34.8	13.0	8.7	13.0
	15 to 19	24	25.0	29.2	37.5	4.2	4.2
	20 to 24	38	13.2	39.5	21.1	18.4	7.9
	25 to 29	42	9.5	50.0	26.2	11.9	2.4
	30 to 39	98	12.2	29.6	33.7	18.4	6.1
	40 to 49	51	3.9	35.3	33.3	15.7	11.8
	50 or older	8	0.0	37.5	50.0	0.0	12.5

\*Darker shading indicates a higher ratio.

- 20.3% of respondents is "Very interested" and 36.5% is "Somewhat interested" in e-Sports. In total, 56.8% of all the respondents shows an interest in e-Sports, while 4.3% does "Not know" e-Sports itself.
- 22.6% of male is "Very interested" in e-Sports, but the ratio is higher than that of female(13.2%). Among "males age 15 to 19" and "males age 10 to 14", over 40% of them is "Very interested" (46.9% and 42.9% respectively).



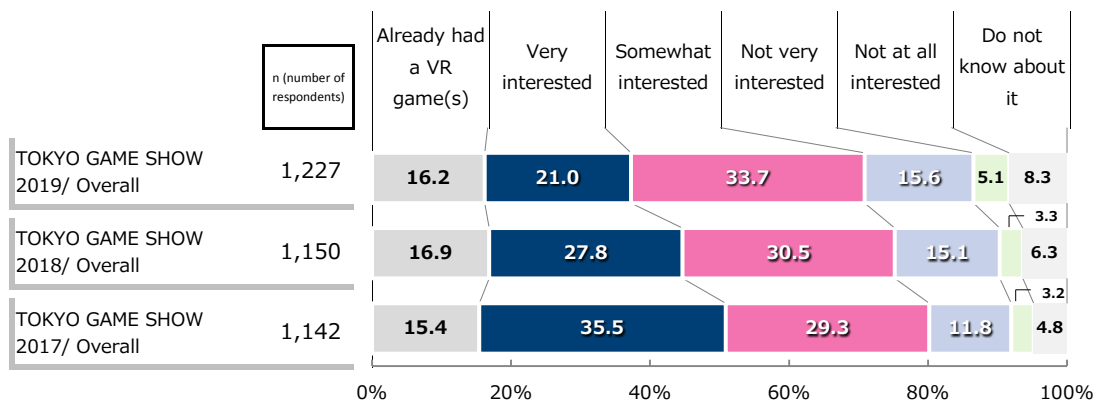
## 4. Interest in VR Games

### 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 2019 / Overall]

(Unit: %)

			n (number of respondents)	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 2019/ Overall			1,227	16.2	21.0	33.7	15.6	5.1	8.3
Gender and Age	Male		928	18.4	23.1	31.8	13.9	5.0	7.9
	3 to 9		11	0.0	9.1	36.4	18.2	0.0	36.4
	10 to 14		50	22.0	10.0	30.0	20.0	8.0	10.0
	15 to 19		130	14.6	30.8	26.2	12.3	5.4	10.8
	20 to 24		136	19.9	30.9	29.4	13.2	2.2	4.4
	25 to 29		142	24.6	20.4	28.9	13.4	4.9	7.7
	30 to 39		249	20.5	24.5	30.1	13.3	3.6	8.0
	40 to 49		175	14.3	19.4	38.9	13.1	7.4	6.9
	50 or older		35	8.6	5.7	51.4	22.9	8.6	2.9
	Female		299	9.4	14.7	39.5	21.1	5.7	9.7
	3 to 9		12	0.0	0.0	33.3	16.7	8.3	41.7
	10 to 14		23	8.7	17.4	26.1	21.7	8.7	17.4
	15 to 19		24	16.7	33.3	33.3	12.5	0.0	4.2
	20 to 24		39	7.7	12.8	43.6	15.4	7.7	12.8
	25 to 29		42	11.9	19.0	38.1	28.6	0.0	2.4
	30 to 39		99	10.1	12.1	42.4	18.2	9.1	8.1
	40 to 49		52	3.8	9.6	46.2	26.9	3.8	9.6
	50 or older		8	25.0	25.0	12.5	37.5	0.0	0.0

\*Darker shading indicates a higher ratio.

- 21.0% of respondents is "Very interested" and 33.7% is "Somewhat interested" in VR games. In total, 70.9% of all the respondents including those who have "already had a VR game" (16.2%) shows an interest in VR games.
- The total ratio of "Very interested" in VR games decreases by 6.8 points compared with last year.
- Over 30% of "male age 15 to 19" and "male age 20 to 24" say "Very interested" in VR games.



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

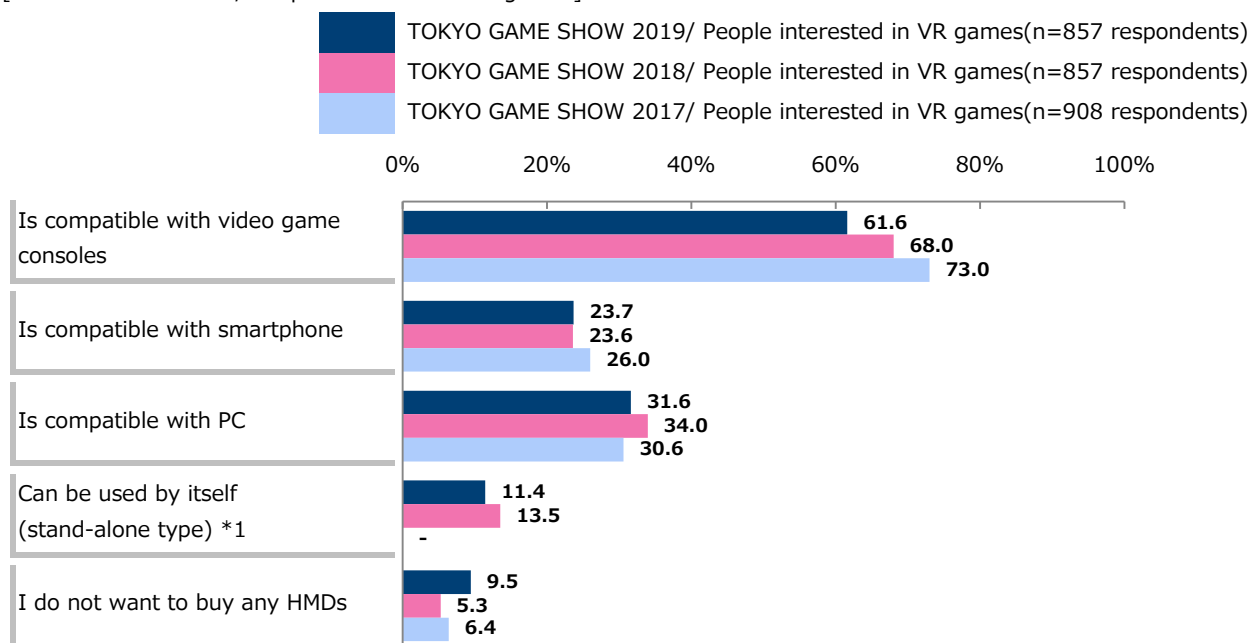


### Question

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 / People interested in VR games]



### Gender and Age

[TOKYO GAME SHOW 2019 / People interested in VR games]

(Unit: %)

		TOKYO GAME SHOW 2019/ 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)	857	669	5	31	92	109	104	185	120	23	188	4	12	20	25	29	62	31	5	
Is compatible with video game consoles	61.6	61.9	100.0	61.3	54.3	56.9	63.5	62.7	68.3	60.9	60.6	25.0	33.3	45.0	48.0	79.3	62.9	71.0	80.0	
Is compatible with smartphone	23.7	24.1	40.0	16.1	21.7	24.8	23.1	27.0	16.7	56.5	22.3	75.0	16.7	25.0	20.0	31.0	19.4	16.1	20.0	
Is compatible with PC	31.6	35.4	0.0	22.6	50.0	43.1	34.6	34.6	23.3	39.1	18.1	0.0	33.3	30.0	32.0	6.9	12.9	16.1	20.0	
Can be used by itself (stand-alone type)	11.4	11.7	20.0	6.5	13.0	10.1	13.5	11.4	11.7	13.0	10.6	0.0	41.7	25.0	0.0	3.4	6.5	16.1	0.0	
I do not want to buy any HMDs	9.5	7.8	0.0	22.6	9.8	5.5	6.7	4.9	11.7	0.0	15.4	25.0	16.7	20.0	20.0	6.9	19.4	6.5	20.0	

\*1 "Can be used by itself (stand-alone type)" was added to the survey items as a new HMD option in 2018.

\*Darker shading indicates a higher ratio.

- Among respondents who are interested in VR games, 61.6% of them wants to purchase a head-mounted display (HMD) that is compatible with video game consoles. 31.6% of the respondents wants HMD that is compatible with PC, followed by 23.7% of them who looks for the one for smartphone and 11.4% of stand-alone type driven by itself.
- The ratio of HMD that is "compatible with video game consoles" decreases by 6.4 points compared with last year.

## 6. Interest in "cross-platform play"

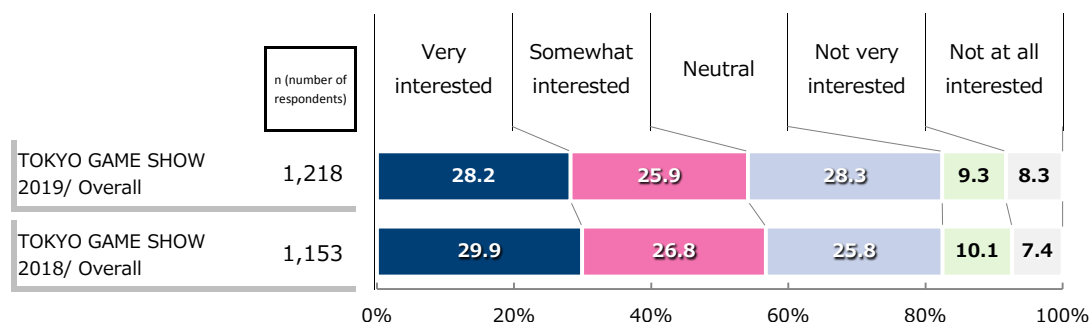
### Question

How interested are you in "cross-platform play"? [Single answer]

\* "Cross-platform play" is one of the systems for online video game that enables people to play a same game with each other simultaneously on more than two game platforms such as video game console, PC, and smartphone.

### Time Series Comparison

[TOKYO GAME SHOW / Overall]



### Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

		n (number of respondents)	Very interested	Somewhat interested	Neutral	Not very interested	Not at all interested
TOKYO GAME SHOW 2019/ Overall		1,218	28.2	25.9	28.3	9.3	8.3
Gender and Age	Male	922	32.2	25.5	28.1	7.6	6.6
	3 to 9	11	9.1	9.1	36.4	9.1	36.4
	10 to 14	49	59.2	14.3	16.3	0.0	10.2
	15 to 19	129	48.1	22.5	24.0	2.3	3.1
	20 to 24	135	39.3	26.7	23.7	8.1	2.2
	25 to 29	142	32.4	26.8	26.8	7.0	7.0
	30 to 39	248	27.8	29.0	28.2	8.9	6.0
	40 to 49	173	19.1	26.0	35.8	9.2	9.8
	50 or older	35	11.4	20.0	40.0	20.0	8.6
	Female	296	15.9	27.0	29.1	14.5	13.5
	3 to 9	11	0.0	0.0	45.5	18.2	36.4
	10 to 14	22	13.6	22.7	27.3	13.6	22.7
	15 to 19	24	12.5	37.5	45.8	0.0	4.2
	20 to 24	39	15.4	33.3	20.5	10.3	20.5
	25 to 29	42	23.8	35.7	16.7	14.3	9.5
	30 to 39	99	21.2	26.3	28.3	15.2	9.1
	40 to 49	52	7.7	19.2	30.8	25.0	17.3
	50 or older	7	0.0	28.6	71.4	0.0	0.0

\*Darker shading indicates a higher ratio.

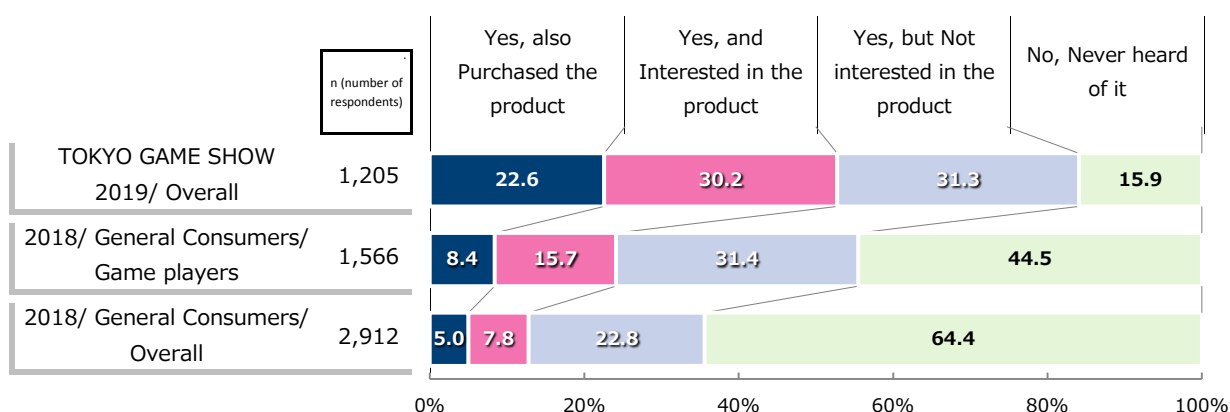
- 28.2% of respondents is "Very interested" and 25.9% is "Somewhat interested" in "cross-platform play". In total, 54.1% of all the respondents shows an interest in cross-platform play.
- 32.2% of male says "Very interested" and the ratio is higher than female's (15.9%).

## 7. Awareness of Retro style dedicated video game consoles

### Question

Have you heard about "Retro style dedicated video game consoles (recreated mini video game consoles emulating the original ones)"? [Single answer]  
 \* "Retro style dedicated video game consoles" are miniaturized version of old video game consoles released in the past with dozens of built-in games.

### ■ Comparison with General Consumers



### ■ Gender and Age

[TOKYO GAME SHOW 2019 / Overall]

(Unit: %)

			n (number of respondents)	Yes, also Purchased the product	Yes, and Interested in the product	Yes, but Not interested in the product	No, Never heard of it
TOKYO GAME SHOW 2019/ Overall			1,205	22.6	30.2	31.3	15.9
Gender and Age	Male		915	24.7	29.1	31.7	14.5
	3 to 9		11	9.1	27.3	27.3	36.4
	10 to 14		50	30.0	14.0	34.0	22.0
	15 to 19		123	17.9	28.5	35.0	18.7
	20 to 24		134	14.9	29.9	38.1	17.2
	25 to 29		140	25.0	25.7	35.0	14.3
	30 to 39		247	26.3	33.6	31.2	8.9
	40 to 49		175	36.6	28.6	21.1	13.7
	50 or older		35	11.4	34.3	37.1	17.1
	Female		290	15.9	33.8	30.0	20.3
	3 to 9		12	8.3	16.7	33.3	41.7
	10 to 14		22	4.5	22.7	36.4	36.4
	15 to 19		23	0.0	30.4	52.2	17.4
	20 to 24		38	15.8	28.9	23.7	31.6
	25 to 29		39	15.4	35.9	41.0	7.7
	30 to 39		99	23.2	34.3	26.3	16.2
	40 to 49		50	16.0	44.0	18.0	22.0
	50 or older		7	14.3	42.9	42.9	0.0

\*Darker shading indicates a higher ratio.

- 22.6% of respondents has actually purchased "Retro style dedicated video game consoles" and 30.2% of them is "interested in the product". In total, over 50% of them shows an interest in "Retro style dedicated video game consoles".
- The summed ratio of "Purchased" and "Interested" in the product in "Tokyo Game Show 2019/Overall" is 28.7 points higher than the one of "General Consumers/ Game players" and 40 points higher than "General Consumers/ Overall".
- The above ratio is also high (about 60%) among males age 30 to 39, males age 40 to 49, and females age over 30.

# Appendix

# TOKYO GAME SHOW 2019

## Visitors Survey Questionnaire

Office Use Only A  
1. Hall 1-3  
2. Hall 4-6  
3. Hall 7-8  
4. Hall 9-11  
5. Event HallOffice Use Only B  
1.11:00- 4.14:00-  
2.12:00- 5.15:00-  
3.13:00- 6.16:00-**[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?	years  old	(3) Which prefecture do you live in? (Please select one)
1 Male   2 Female			<div style="display: flex; justify-content: space-between;"> <div>1 Tokyo 2 Chiba Prefecture</div> <div>3 Saitama Prefecture 4 Kanagawa Prefecture</div> <div>5 Others (                      )</div> </div>

★

**[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/X)
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/X)
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
4 Nintendo Switch Lite	New Nintendo 3DS/2DS	(including PS TV)	(including S/X)
	(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)

<div style="display: flex;"> <div style="width: 30%;"> 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 </div> <div style="width: 30%; border-bottom: 1px solid black; margin-left: 10px;"></div> </div>	→ Go to Q10(a) on page 3
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★

**[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)
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**[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.

\*Please specify the number purchased if you bought more than 12 games.

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

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

**[Those who chose “play regularly” in Q4]**

**Q8** Have you purchased any additional downloadable content or in-game currency in the last 12 months? (Please select one)

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

<b>1</b> Purchased	<b>2</b> Not Purchased
--------------------	------------------------

**[Those who chose “play regularly” in Q4]**

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

<b>1</b> Role-playing (RPG)	<b>11</b> Survival horror	<b>21</b> Board games
<b>2</b> OnlineRPG(MMORPG/MORPG)	<b>12</b> Rhythm-action (Music/dance etc.)	<b>22</b> Variety/Party games
<b>3</b> Nurturing simulation	<b>13</b> Sound novels	<b>23</b> Strategic table games (Chess etc.)
<b>4</b> Strategic simulation/Strategy	<b>14</b> Love simulation	<b>24</b> Gambling-type table games
<b>5</b> Adventure	<b>15</b> Fighting competition	<b>25</b> Instrumental simulator (Slots etc.)
<b>6</b> Action	<b>16</b> Sports	<b>26</b> Study/Learning/Training
<b>7</b> Action shooting (FPS/TPS)	<b>17</b> Racing	<b>27</b> Communication
<b>8</b> Shooting	<b>18</b> Puzzle	<b>28</b> Do not like any of the above genres
<b>9</b> Multiplayer online battle arena (MOBA)	<b>19</b> Quiz	
<b>10</b> Battle royale games	<b>20</b> Card battle games	

## ■ 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	<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>
6 Games with monthly payment	
7 Free games but in-game items are required to purchase	
8 Completely free games	
9 Other games (specify: _____)	
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)

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

## ■ Questions about PC games

[For all respondents]

Q18 Do you ever play games on PC? (Please select one)

1 Play regularly	→ Go to Q21
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 1 “play regularly” in Q18 (a person who plays PC games regularly)]

Q19 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 Q19.]

Q20 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]

Q21 Do you ever play arcade games? (Please select one)

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

## ■ Questions about games overall

[For all respondents]

Q22 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) PC (Notebook/Desktop) →	1	2	3	4
d) Arcade →	1	2	3	4

[For all respondents]

Q23 How interested are you in “cross-platform play”? (Please select one)

\* “Cross-platform play” is one of the systems for online video game that enables people to play a same game with each other simultaneously on more than two game platforms such as video game console, PC, and smartphone.

1 Very interested	3 Neutral	4 Not very interested
2 Somewhat interested		5 Not at all interested

**【For all respondents】**

Q24 Have you heard about “Retro style dedicated video game consoles (recreated mini video game consoles emulating the original ones)”? (Please select one)

\* “Retro style dedicated video game consoles” are miniaturized version of old video game consoles released in the past with dozens of built-in games.

Examples: Nintendo Classic Mini/NES classic edition, NEOGEO mini, PlayStation Classic, etc.

- |   |   |
|---|---|
| <b>1</b> Yes, also Purchased the product    | <b>3</b> Yes, but Not interested in the product |
| <b>2</b> Yes, and Interested in the product | <b>4</b> No, Never heard of it                  |

**【For all respondents】**

Q25 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 →	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
b)	I play games I think become popular near future before other people do →	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
c)	I switch my games to the ones my friends play →	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
d)	I do not feel like playing games no one talks about →	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
e)	I look for games I want to play by myself →	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
f)	Picture quality, operability, and actions are important for games →	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
g)	I like to appreciate the story, picture, and world-view of games →	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
h)	Game expresses creators’ passion →	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>

**■ Questions about the TOKYO GAME SHOW**

**【For all respondents】**

Q26 (1) Where did you see or hear about the TOKYO GAME SHOW 2019? Please choose the sources of information you have seen or heard about the TOKYO GAME SHOW 2019. (Please select all that apply)

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

(2) The TOKYO GAME SHOW has been held 28 times (summer 1996, spring and autumn 1997–2001, autumn 2002–2018). How many times have you been this show so far? (Please select one)

<b>1</b> ( ) times	<b>2</b> This is my first time
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(3) For today’s TOKYO GAME SHOW 2019, 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 2019, 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 2019, 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 2019 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)

<b>1</b>	General Exhibition Area (Game Developers/Publishers Booths)	(Hall 2~8)
<b>2</b>	Event Stage	(Hall 1)
<b>3</b>	Game School Area	(Hall 1,2)
<b>4</b>	Business Solution Area	(Hall 3,4)
<b>5</b>	Smartphone Game Area	(Hall 4~8)
<b>6</b>	VR/AR Area	(Hall 9)
<b>7</b>	New Stars Area	(Hall 10)
<b>8</b>	Indie Game Area	(Hall 9,10)
<b>9</b>	Cosplay Area	(Hall 9,10)
<b>10</b>	e-Sports Area / e-Sports X	(Hall 9,10)
<b>11</b>	Merchandise Sales Area	(Hall 11)
<b>12</b>	Family Game Park	(Makuhari Event Hall)
<b>13</b>	Open-air Food Court South/ Open-air Food Court North	(Outside of South Hall 4 to 6, North Hall 11)

(7) Did (or will) you watch the game tournaments of “e-Sports X” on special stage in Hall 9,10? (Please select one)

<b>1</b>	Yes	<b>2</b>	No
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(8) To what extent are you satisfied with the content of the TOKYO GAME SHOW 2019? (Please select one)

<b>1</b>	Very satisfied	<b>3</b>	Neither satisfied nor dissatisfied	<b>4</b>	Somewhat dissatisfied
<b>2</b>	Somewhat satisfied	<b>5</b>	Very dissatisfied		

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

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

[For all respondents]

Q27 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.

<b>1</b>	Comic Market	<b>7</b>	Wonder Festival
<b>2</b>	JUMP FESTA	<b>8</b>	Japan Amusement Expo
<b>3</b>	Niconico Chokaigi	<b>9</b>	AnimeJapan
<b>4</b>	Tokaigi	<b>10</b>	Others (Please specify: )
<b>5</b>	Next-generation World Hobby Fair	<b>11</b>	None of the above
<b>6</b>	C3AFA TOKYO		

Q28(a) Have you ever participated in e-Sports or watched the tournaments? (Please select all that apply)

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

Q28(b) How interested are you in e-Sports? (Please select one)

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

Q29(a) How interested are you in VR (Virtual Reality) games? (Please select one)

\* If you already had a VR game, please choose 1 “Already had”. Others choose from 2 to 6.

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

[Those who chose 1 to 3 in Q29 (a)]

Q29(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)

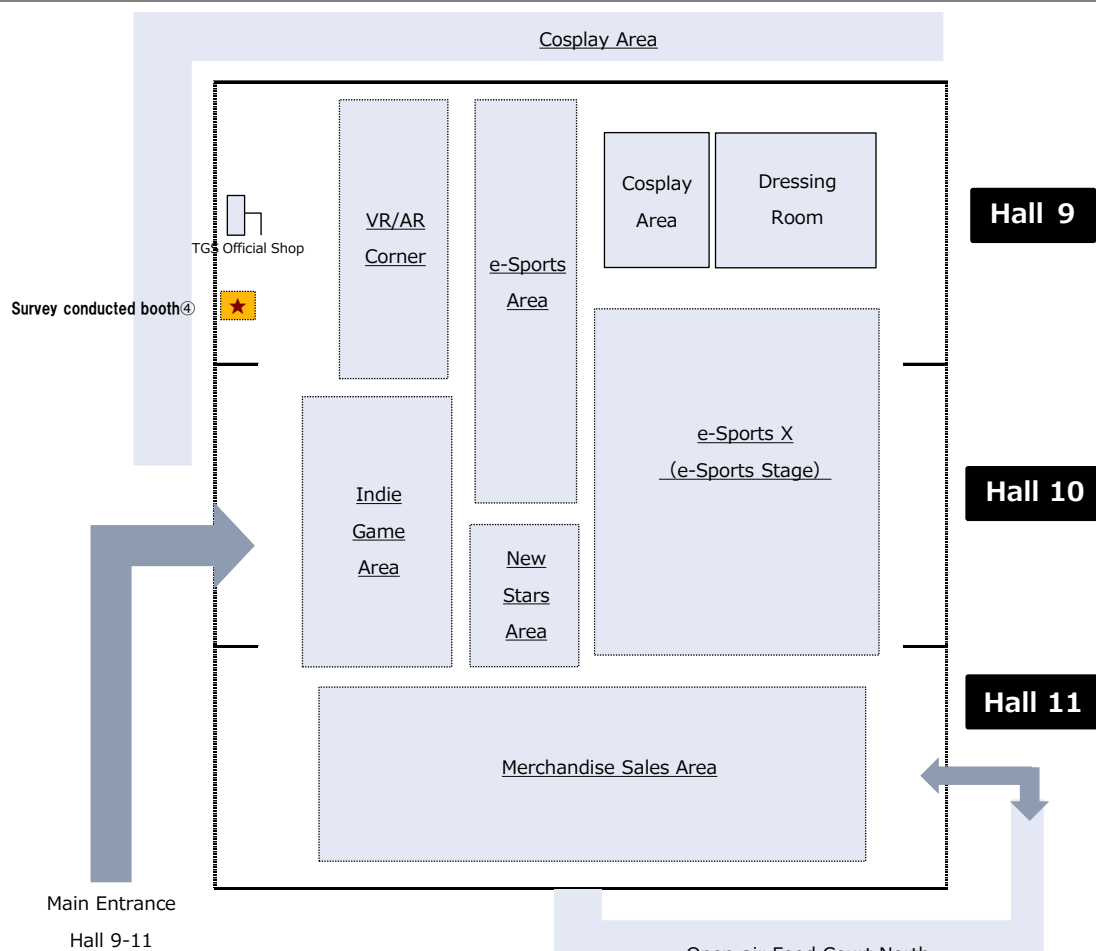
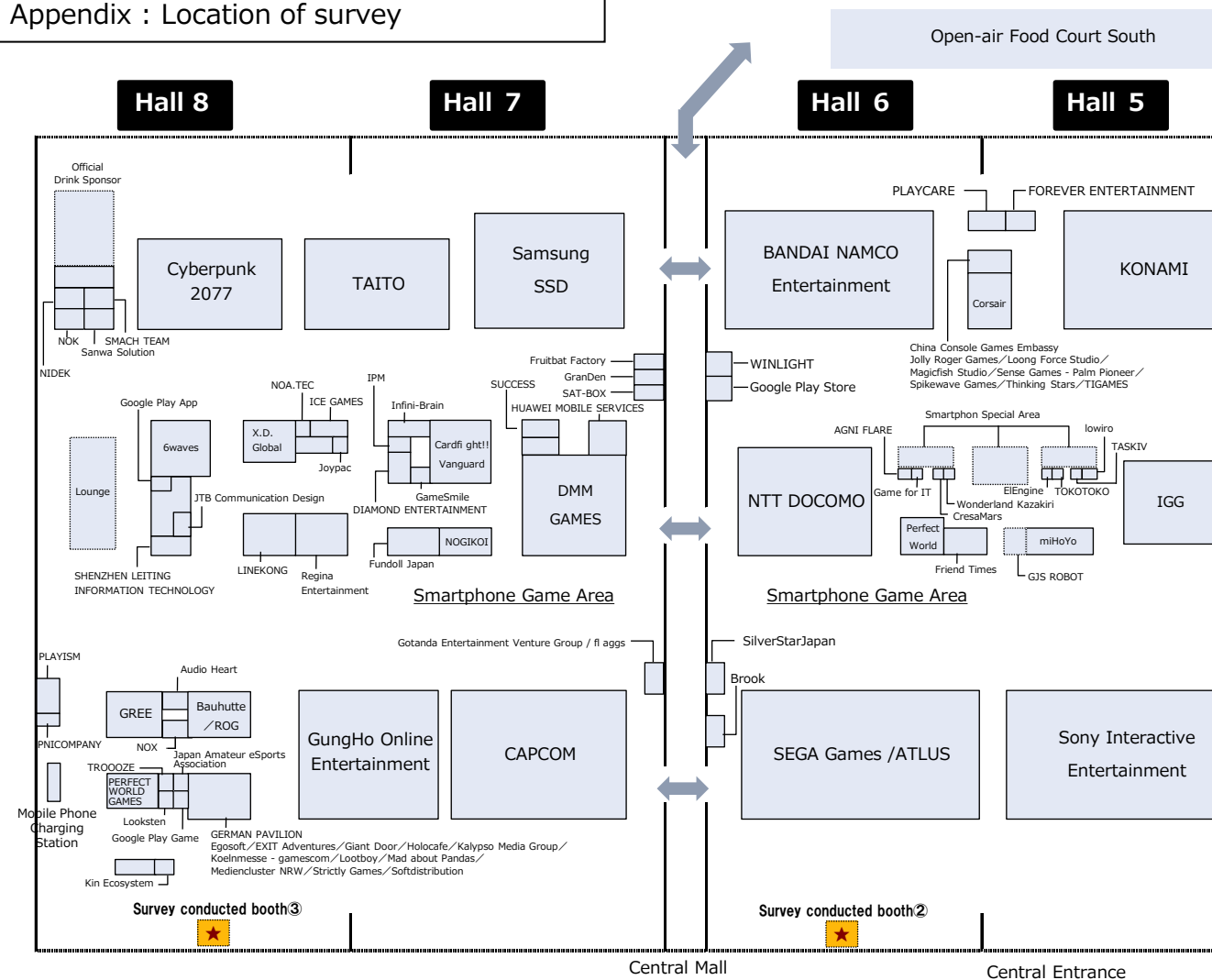
\* If you had already bought, please choose the one(s) you bought from below.

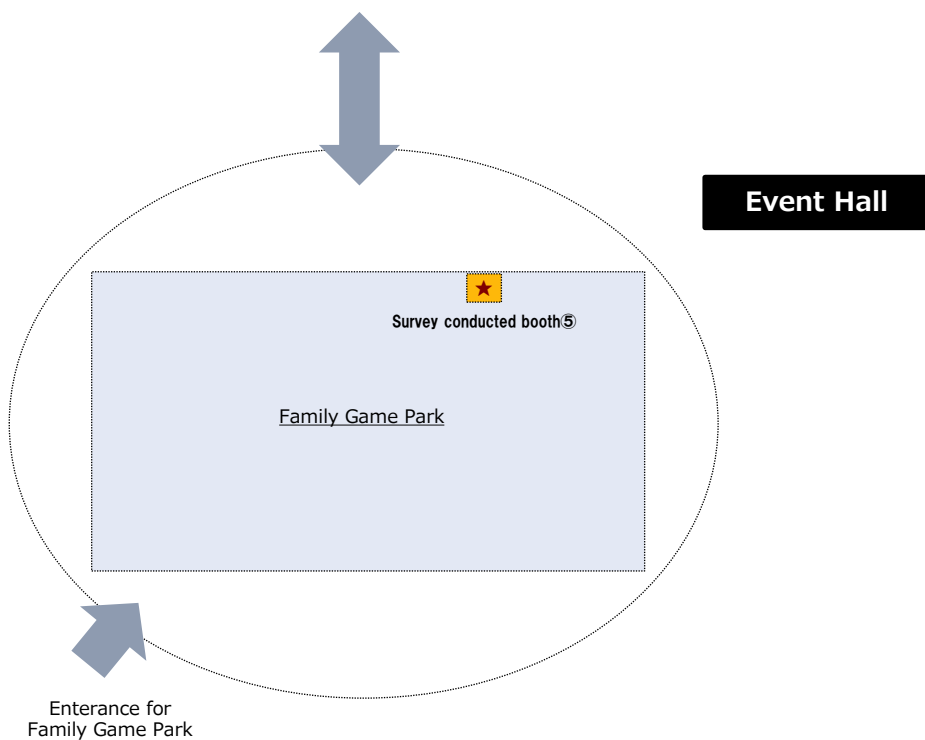
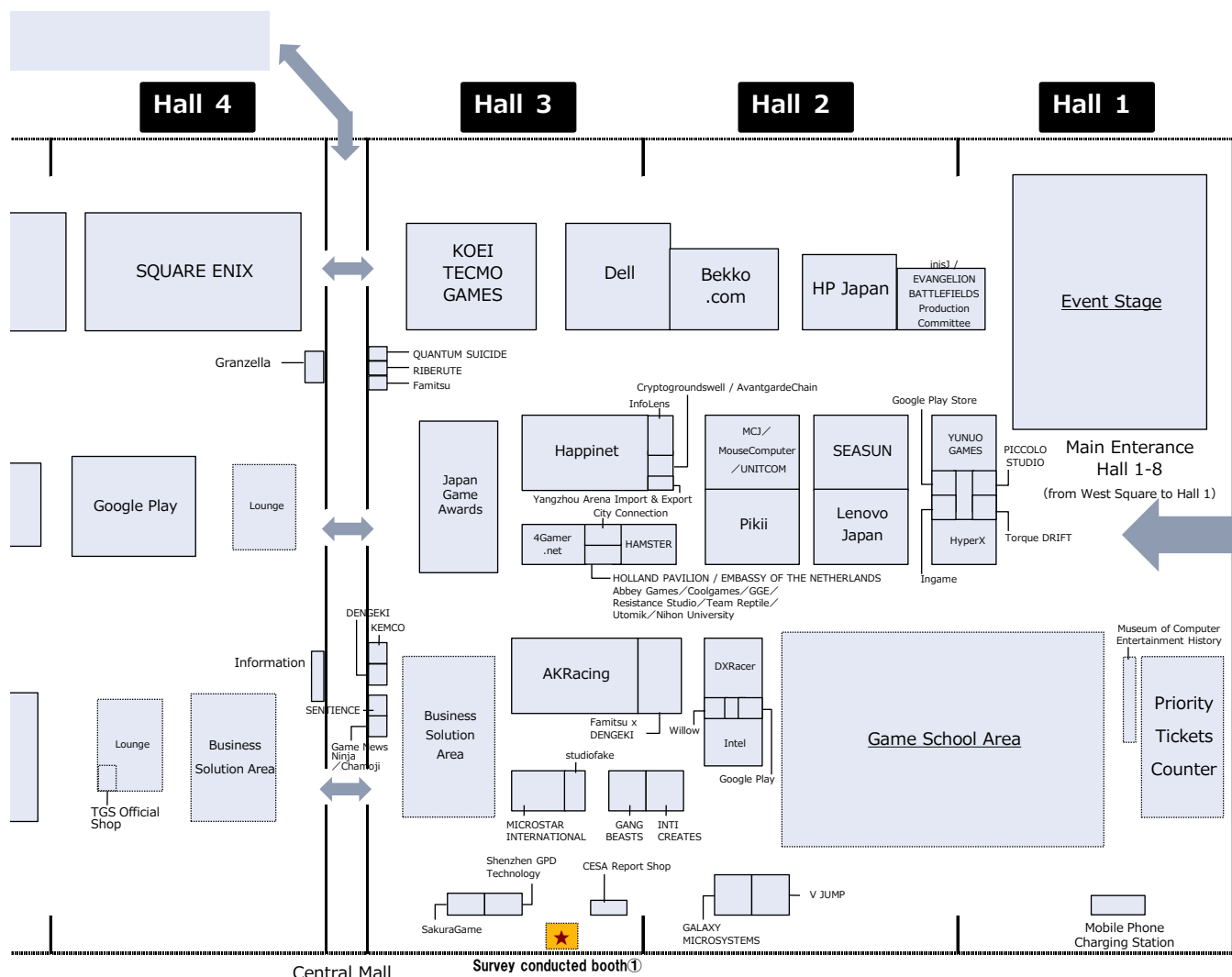
<b>1</b>	Is compatible with video game consoles	<b>4</b>	Can be used by itself (stand-alone type)
<b>2</b>	Is compatible with smartphone	<b>5</b>	I do not want to buy any HMDs
<b>3</b>	Is compatible with PC		

★

Thank you for your cooperation.

## Appendix : Location of survey







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## **TOKYO GAME SHOW 2019 Visitors Survey Report**

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Date of issue	November 2019
Publisher	Computer Entertainment Supplier's Association(CESA) Odakyu daiichiseimei Building 18F, 2-7-1 Nishishinjuku, Shinjuku-ku, Tokyo, 163-0718, Japan
Publishing Supervisor	Hideki Hayakawa
Inquiries	Computer Entertainment Supplier's Association(CESA) TEL:03-6302-0231 FAX:03-6302-0362 <a href="http://www.cesa.or.jp/">http://www.cesa.or.jp/</a>  E-mail inquiries <a href="mailto:report@cesa.or.jp">report@cesa.or.jp</a>

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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.
-