

# **TOKYO GAME SHOW 2020 ONLINE**

## **Visitors Survey Report**

**December 2020**

**COMPUTER ENTERTAINMENT SUPPLIER'S ASSOCIATION**





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# Outline of TOKYO GAME SHOW 2020 ONLINE Visitors Survey



## 1. Outline of Survey



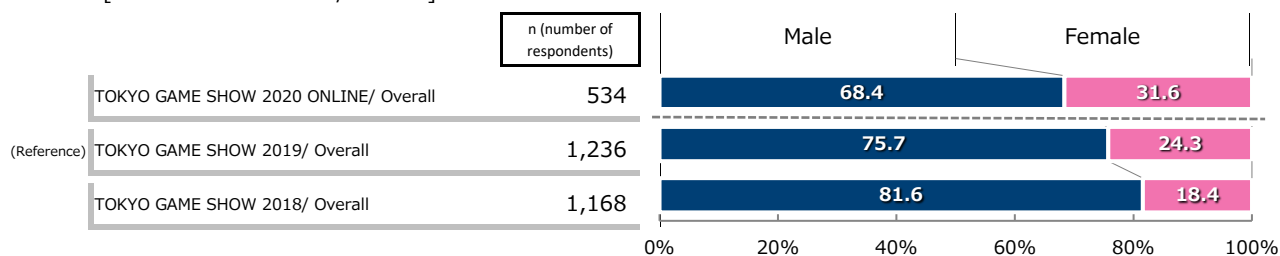
TOKYO GAME SHOW 2020 ONLINE Visitors Survey	
■ Purpose	Understand general visitors to the TOKYO GAME SHOW 2020 ONLINE in terms of their basic characteristics, the extent to which they play games on a regular basis, and their level of participation in TOKYO GAME SHOW.
■ Targets	Visitors to the TOKYO GAME SHOW 2020 ONLINE Individual men and women of ages 3 or older.
■ Sampling Plan	A banner linking to the survey application site was posted on the TOKYO GAME SHOW 2020 ONLINE website to recruit survey respondents. The link to the survey website was distributed during the response period to those who responded, and they were asked to answer the questionnaire.
■ Questionnaire	See questionnaire form at the end of report.
■ Method	WEB survey
■ Survey period	September 30, 2020(Wed) - October 6, 2020(Tue)
■ Target Research Period	Present situation (time of implementation) (Purchase history: October 1st, 2019 - October 5th, 2020)
■ Effective Responses	534 samples The total number of views of the official programme was 31.6 million
■ Method of Analysis	To clarify the characteristics of TOKYO GAME SHOW 2020 ONLINE visitors, we compiled a report by conducting a cross tabulation of the respondents by sex, age and GUESS (*see p.4) and compared it with the past two years' TOKYO GAME SHOW visitor surveys. *Since the survey methods differ, the past data is merely a reference value. Note that this report is based on valid respondents. For the most part, those with less than 30 respondents are not mentioned in the analysis.
■ Organizer/ Research Organization	Organizer: Computer Entertainment Supplier's Association (CESA) Survey plan: gameage R&I Co., Ltd. Research organization: Nippon Research Center, Ltd.

# Respondents' Characteristics

## 1. Gender

### ■ Time Series Comparison (Reference)

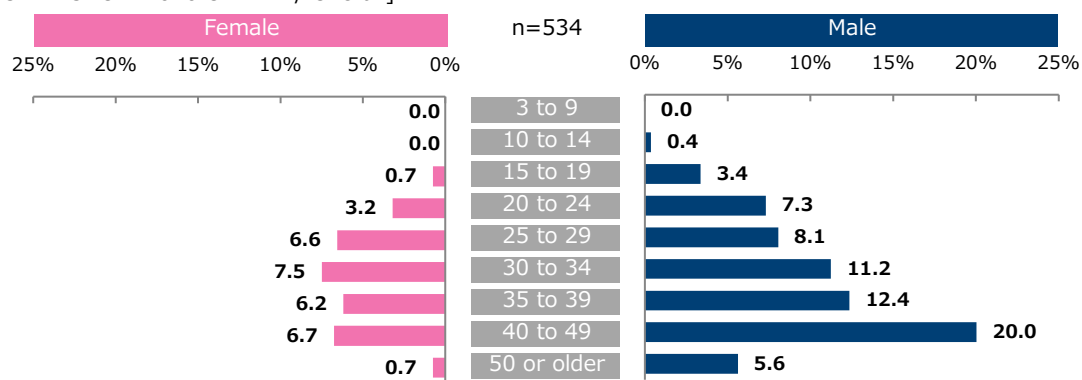
[TOKYO GAME SHOW / Overall]



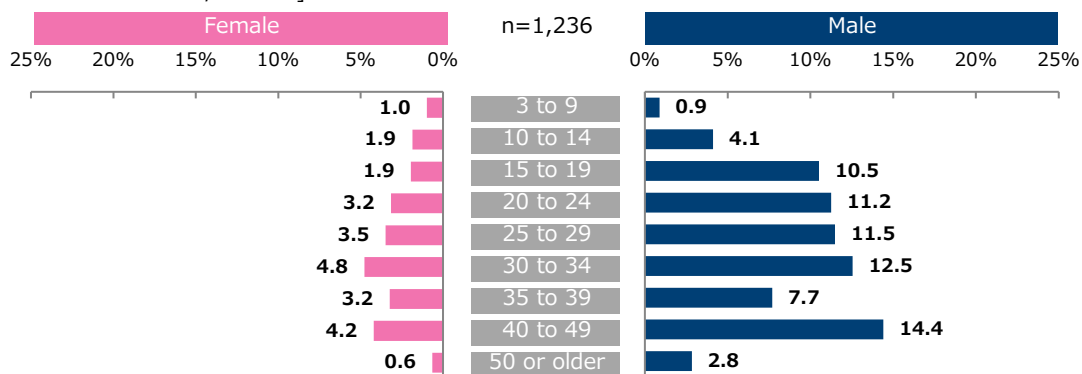
## 2. Gender and Age

### ■ Time Series Comparison (Reference)

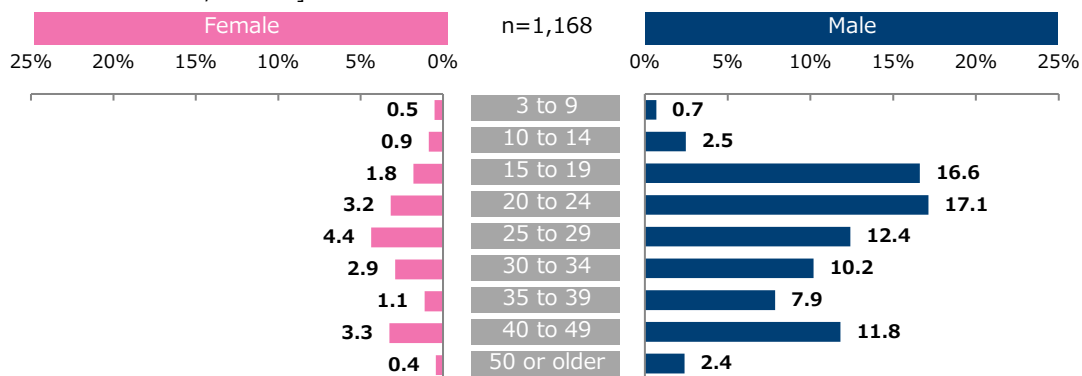
[TOKYO GAME SHOW 2020 ONLINE / Overall]



(Reference) [TOKYO GAME SHOW 2019 / Overall]



[TOKYO GAME SHOW 2018 / Overall]

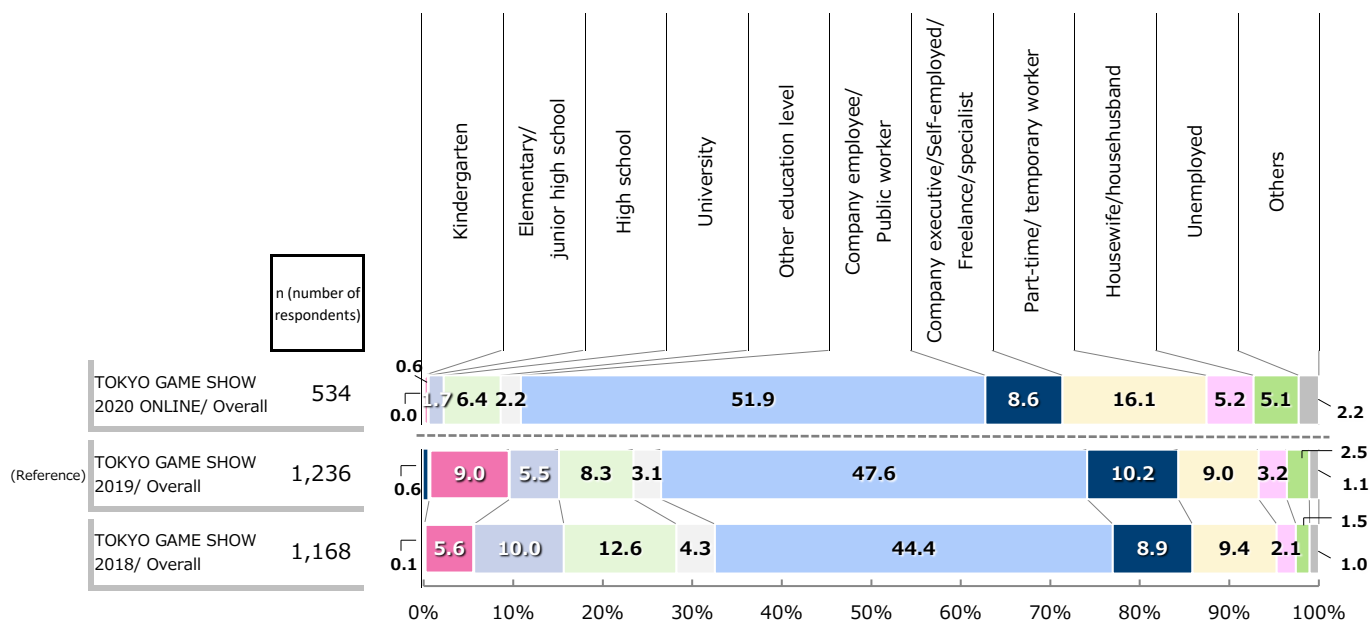


- The respondents' gender ratios are: male (68.4%) and female (31.6%). The ratio of female is higher than the previous year.
- By gender and age, males in their 30s (combining male age 30 to 34 (11.2%) and male age 35 to 39 (12.4%)) accounted for the highest percentage at 23.6%, followed by males in their 40s (20.0%). Compared to the previous year, the ratio of young males is lower.

### 3.Occupation

#### ■ Time Series Comparison (Reference)

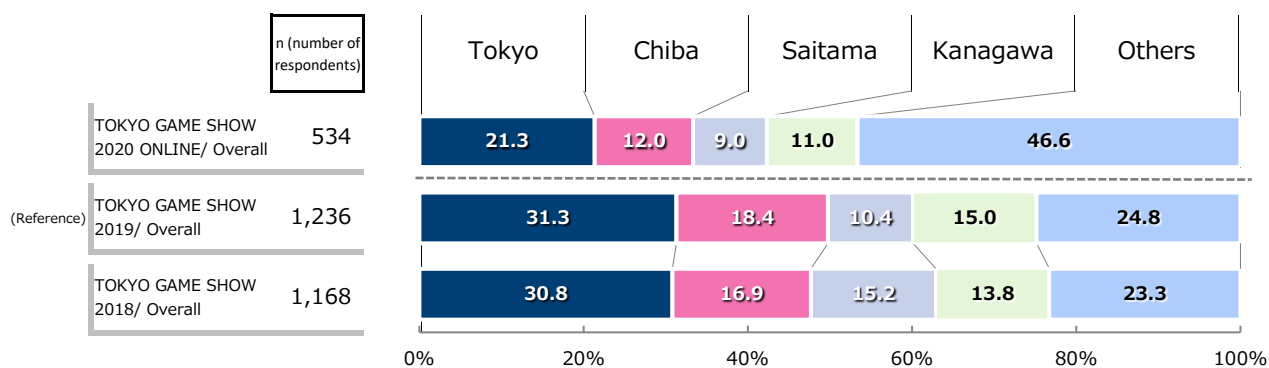
[TOKYO GAME SHOW / Overall]



### 4.Residential Area

#### ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



- Compared to the previous year, the ratio of "company employee/public worker" was highest at 51.9%.  
Compared to the previous year, the ratios of "company employee/public worker" and "part-time/temporary worker" were higher, and the ratio of "Kindergarten" "Elementary/junior high school" and "High school" was lower.
- Out of Tokyo and three neighboring prefectures, the number of Tokyo residents was the highest at 21.3%.  
However, with the change of the venue from Makuhari Messe to online, the ratio of residents from Tokyo and the three prefectures is lower than the yearly average, while "others" increased significantly, accounting for 46.6%.

### ■ Time Series Comparison (Reference)

			Heavy gamer	Middle gamer	Light gamer	Casual gamer	Non-gamer	Undetermined (age 9 or younger)
(Reference)	TOKYO GAME SHOW 2020 ONLINE/ Overall	534	64.8	27.0	6.9	0.7	0.6	0.0
	TOKYO GAME SHOW 2019/ Overall	1,236	64.2	23.8	6.1	2.2	1.8	1.9
	TOKYO GAME SHOW 2018/ Overall	1,168	56.8	29.6	9.1	1.3	2.1	1.2

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.

- Among respondents "Heavy gamer" in GUESS accounted for the highest ratio (64.8%), followed by "Middle gamer" (27.0%) and "Light gamer" (6.9%).
- This year shows the tendency of respondents' profile (GUESS) more clearly, including high ratio of users who are engaged in game deeply as usual.

# Video Game Playing Status

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

Question

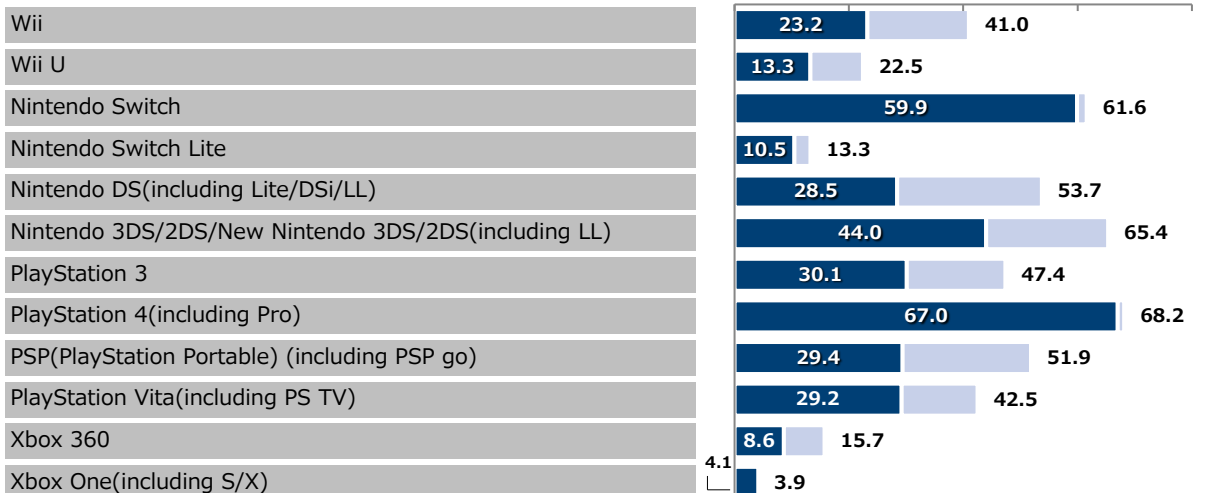
Please select all video game consoles that you have in your home. [Multiple answers]

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

### ■ Time Series Comparison (Reference)

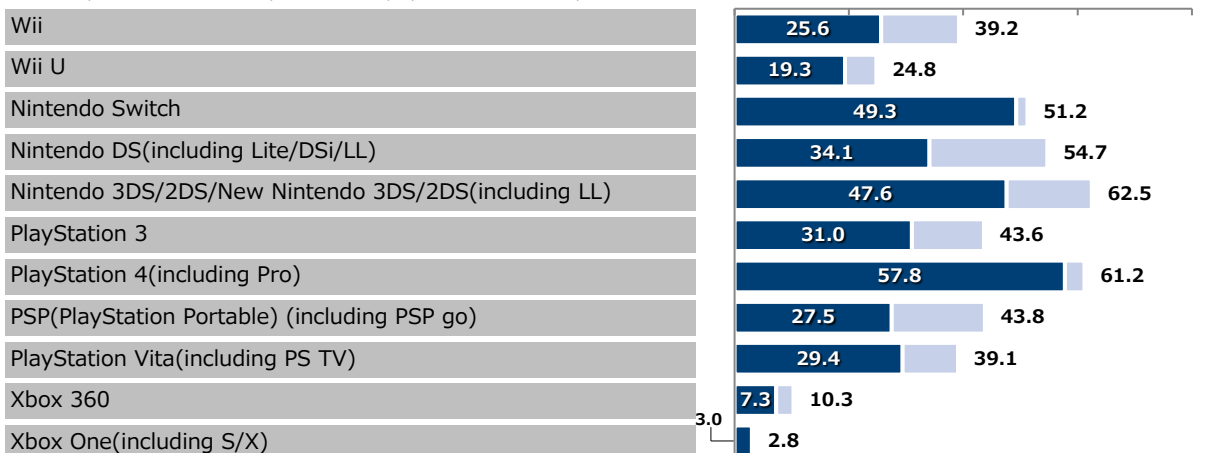
[TOKYO GAME SHOW 2020 ONLINE / Overall]

"ownership rates" is n=534 respondents, and play rate is n=534 respondents.



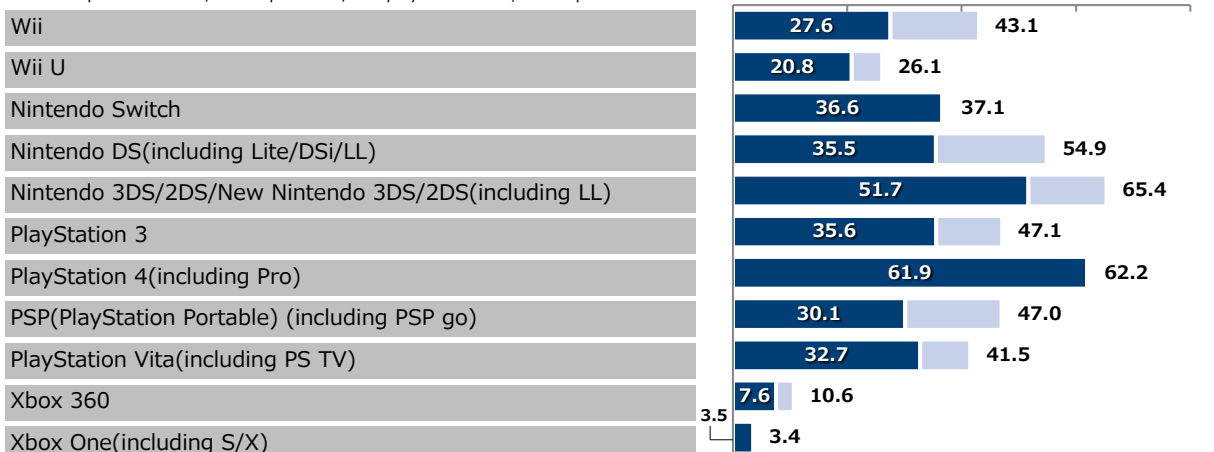
(Reference) [TOKYO GAME SHOW 2019 / Overall]

"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.



\*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 2020 ONLINE / Overall]

(Unit: %)

	TOKYO GAME SHOW 2020 ONLINE/ 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)	534	365	0	2	18	39	43	126	107	30	169	0	0	4	17	35	73	36	4
Wii	23.2	22.7	0.0	0.0	44.4	17.9	27.9	20.6	23.4	16.7	24.3	0.0	0.0	50.0	41.2	28.6	16.4	22.2	50.0
Wii U	13.3	12.9	0.0	0.0	27.8	7.7	14.0	11.1	14.0	13.3	14.2	0.0	0.0	25.0	11.8	17.1	13.7	11.1	25.0
Nintendo Switch	59.9	56.4	0.0	50.0	61.1	51.3	48.8	57.9	60.7	50.0	67.5	0.0	0.0	75.0	82.4	77.1	58.9	66.7	75.0
Nintendo Switch Lite	10.5	9.6	0.0	0.0	11.1	7.7	18.6	9.5	7.5	6.7	12.4	0.0	0.0	0.0	17.6	5.7	13.7	16.7	0.0
Nintendo DS (including Lite/DSi/LL)	28.5	27.1	0.0	0.0	44.4	23.1	32.6	20.6	30.8	30.0	31.4	0.0	0.0	25.0	29.4	40.0	30.1	27.8	25.0
Nintendo 3DS/2DS/ New Nintendo 3DS/2DS (including LL)	44.0	40.0	0.0	50.0	55.6	35.9	39.5	33.3	47.7	36.7	52.7	0.0	0.0	75.0	58.8	62.9	47.9	47.2	50.0
PlayStation 3	30.1	28.5	0.0	0.0	16.7	28.2	32.6	27.8	30.8	26.7	33.7	0.0	0.0	0.0	23.5	37.1	32.9	38.9	50.0
PlayStation 4 (including Pro)	67.0	67.1	0.0	50.0	44.4	76.9	74.4	68.3	67.3	53.3	66.9	0.0	0.0	25.0	47.1	80.0	71.2	55.6	100.0
PSP(PlayStation Portable) (including PSP go)	29.4	26.6	0.0	0.0	5.6	23.1	32.6	29.4	26.2	26.7	35.5	0.0	0.0	0.0	29.4	34.3	35.6	38.9	75.0
PlayStation Vita (including PS TV)	29.2	29.0	0.0	0.0	33.3	17.9	32.6	26.2	35.5	26.7	29.6	0.0	0.0	0.0	17.6	37.1	28.8	30.6	50.0
Xbox 360	8.6	9.0	0.0	0.0	5.6	2.6	18.6	7.9	10.3	6.7	7.7	0.0	0.0	0.0	0.0	0.0	12.3	11.1	0.0
Xbox One (including S/X)	4.1	4.7	0.0	0.0	0.0	2.6	7.0	3.2	5.6	10.0	3.0	0.0	0.0	25.0	0.0	2.9	2.7	0.0	25.0

\*Darker shading indicates a higher ratio.

- 68.2% of respondents owns "PlayStation 4 (including Pro)", which is the highest ratio, and is followed by "Nintendo 3DS/2DS/New Nintendo 3DS/2DS (including LL)" (65.4%) , and "Nintendo Switch" (61.6%).
- PlayStation 4 (including Pro) is played most at 67.0% on video game consoles, followed by Nintendo Switch (59.9%).

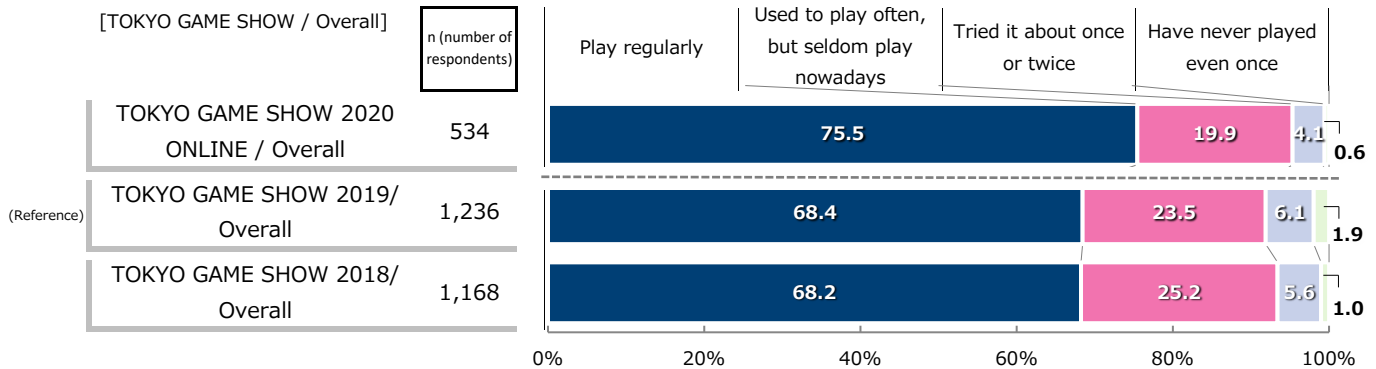
## 2. Experience of Playing Video Games

Question

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

### Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



### Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / 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 2020 ONLINE / Overall		534	75.5	19.9	4.1	0.6
Gender and Age	Male	365	73.4	21.4	4.4	0.8
	3 to 9	0	0.0	0.0	0.0	0.0
	10 to 14	2	50.0	0.0	50.0	0.0
	15 to 19	18	77.8	22.2	0.0	0.0
	20 to 24	39	76.9	17.9	5.1	0.0
	25 to 29	43	65.1	23.3	9.3	2.3
	30 to 39	126	73.0	23.0	3.2	0.8
	40 to 49	107	74.8	21.5	2.8	0.9
	50 or older	30	76.7	16.7	6.7	0.0
	Female	169	79.9	16.6	3.6	0.0
	3 to 9	0	0.0	0.0	0.0	0.0
	10 to 14	0	0.0	0.0	0.0	0.0
	15 to 19	4	75.0	25.0	0.0	0.0
	20 to 24	17	76.5	17.6	5.9	0.0
	25 to 29	35	88.6	11.4	0.0	0.0
	30 to 39	73	78.1	17.8	4.1	0.0
	40 to 49	36	75.0	19.4	5.6	0.0
	50 or older	4	100.0	0.0	0.0	0.0

\*Darker shading indicates a higher ratio.

- 75.5% of the respondents said they "play regularly" games on video game consoles, followed by 19.9% saying "used to play often, but seldom play nowadays".

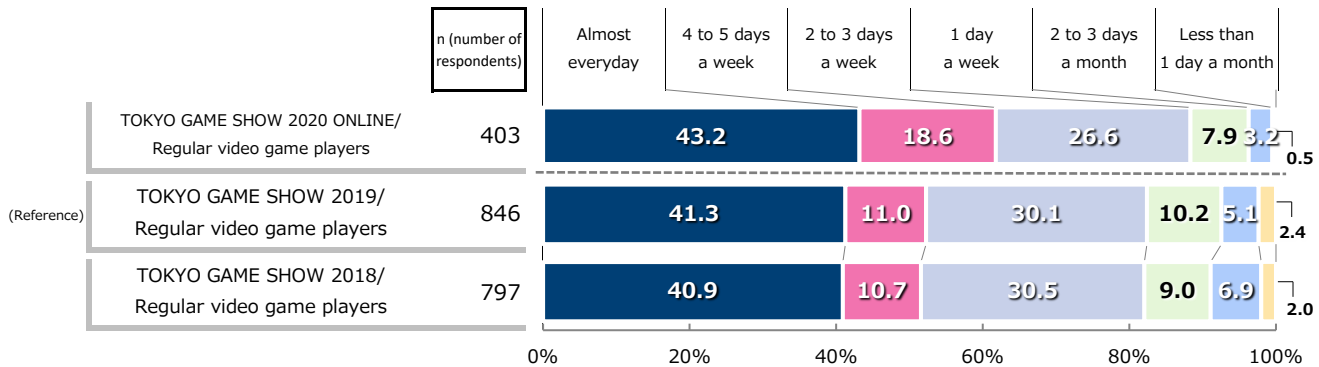
### 3. Frequency of Video Game Playing

Question

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

#### Time Series Comparison (Reference)

[TOKYO GAME SHOW / Regular video game players]



#### Gender and Age/ GUESS

[TOKYO GAME SHOW 2020 ONLINE / 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 2020 ONLINE / Regular video game players		403	43.2	18.6	26.6	7.9	3.2	0.5
Gender and Age	Male	268	42.5	17.5	26.1	9.0	4.1	0.7
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	1	100.0	0.0	0.0	0.0	0.0	0.0
	15 to 19	14	71.4	14.3	7.1	0.0	7.1	0.0
	20 to 24	30	53.3	20.0	20.0	3.3	3.3	0.0
	25 to 29	28	50.0	10.7	32.1	3.6	3.6	0.0
	30 to 39	92	40.2	19.6	28.3	5.4	4.3	2.2
	40 to 49	80	36.3	18.8	28.8	13.8	2.5	0.0
	50 or older	23	30.4	13.0	21.7	26.1	8.7	0.0
	Female	135	44.4	20.7	27.4	5.9	1.5	0.0
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	0	0.0	0.0	0.0	0.0	0.0	0.0
	15 to 19	3	33.3	33.3	0.0	33.3	0.0	0.0
	20 to 24	13	46.2	7.7	46.2	0.0	0.0	0.0
	25 to 29	31	35.5	35.5	19.4	9.7	0.0	0.0
	30 to 39	57	50.9	17.5	22.8	5.3	3.5	0.0
	40 to 49	27	37.0	18.5	40.7	3.7	0.0	0.0
	50 or older	4	75.0	0.0	25.0	0.0	0.0	0.0
* 1	Heavy gamer	290	47.2	20.0	25.2	5.5	1.7	0.3
	Middle gamer	99	33.3	15.2	31.3	13.1	6.1	1.0
	Light gamer	12	25.0	16.7	16.7	25.0	16.7	0.0
	Casual gamer	2	50.0	0.0	50.0	0.0	0.0	0.0

\*1 GUESS

\*Darker shading indicates a higher ratio.

- In terms of frequency of playing on video game consoles, 43.2% of the respondents played them "almost every day" and 18.6% played them "4 to 5 days a week". More than 60% of respondents selected "4 or more days a week" as their frequency. A relatively high percentage (26.6%) played "2 to 3 days a week", and the number of people who played "1 day a week or less" was low.

## 4. Number of Video Game Software Purchases

### Question

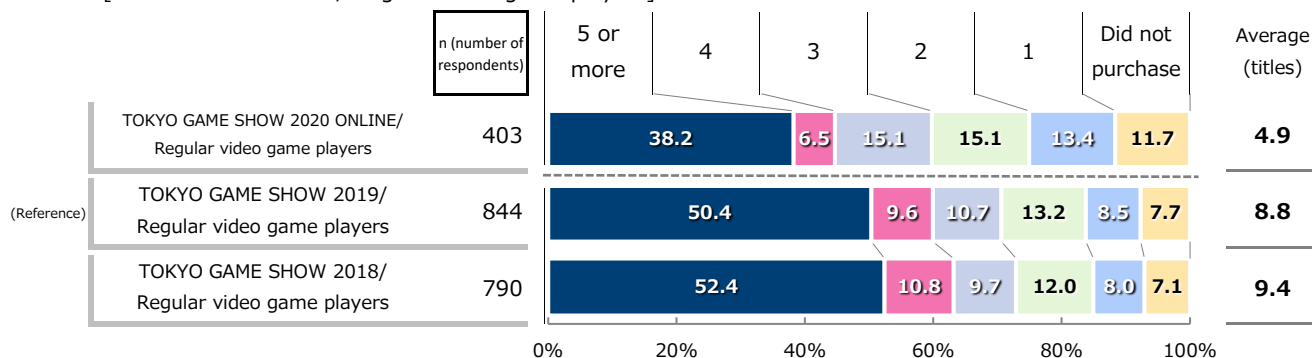
How many video game software did you purchase in the last 12 months?

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 (Reference)

[TOKYO GAME SHOW / Regular video game players]



### ■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2020 ONLINE / Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2020 ONLINE / Regular video game players		403	38.2	6.5	15.1	15.1	13.4	11.7	4.9
Gender and Age	Male	268	37.7	7.8	13.4	13.4	13.8	13.8	5.0
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	1	0.0	0.0	0.0	0.0	0.0	100.0	0.0
	15 to 19	14	21.4	14.3	14.3	21.4	7.1	21.4	3.4
	20 to 24	30	36.7	10.0	16.7	10.0	16.7	10.0	3.8
	25 to 29	28	42.9	0.0	14.3	17.9	3.6	21.4	7.4
	30 to 39	92	40.2	13.0	10.9	14.1	15.2	6.5	5.3
	40 to 49	80	43.8	2.5	15.0	11.3	13.8	13.8	5.5
	50 or older	23	13.0	8.7	13.0	13.0	21.7	30.4	2.5
	Female	135	39.3	3.7	18.5	18.5	12.6	7.4	4.7
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	15 to 19	3	0.0	0.0	0.0	33.3	33.3	33.3	1.0
	20 to 24	13	46.2	0.0	23.1	0.0	23.1	7.7	4.0
	25 to 29	31	29.0	6.5	19.4	32.3	9.7	3.2	3.6
	30 to 39	57	43.9	5.3	17.5	15.8	8.8	8.8	5.4
	40 to 49	27	44.4	0.0	14.8	18.5	14.8	7.4	4.9
	50 or older	4	25.0	0.0	50.0	0.0	25.0	0.0	5.8
※ 2	Heavy gamer	290	44.1	7.2	15.9	11.0	11.7	10.0	5.6
	Middle gamer	99	25.3	5.1	11.1	25.3	18.2	15.2	3.4
	Light gamer	12	8.3	0.0	33.3	25.0	8.3	25.0	2.0
	Casual gamer	2	0.0	0.0	0.0	50.0	50.0	0.0	1.5

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

\*2 GUESS

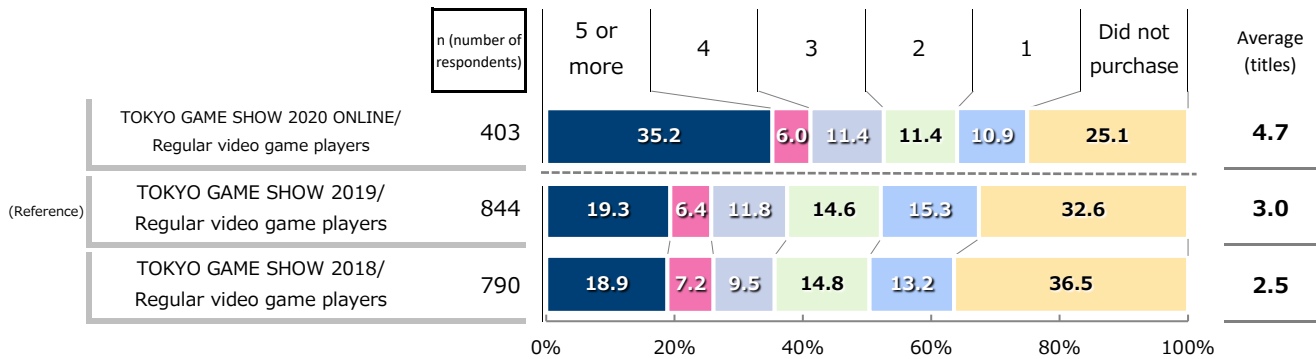
\*Darker shading indicates a higher ratio.

- 38.2% of the respondents purchased "5 or more titles" (packaged game software) for video game consoles.
- The average number purchased was 4.9 titles.
- 11.7% of the respondents did not purchase any new packaged game software despite continuing to play games on their video game console.

[Purchase rate for paid software downloads]

## ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Regular video game players]



## ■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2020 ONLINE / Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2020 ONLINE / Regular video game players		403	35.2	6.0	11.4	11.4	10.9	25.1	4.7
Gender and Age	Male	268	36.6	6.0	10.1	11.2	9.0	27.2	4.6
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	1	0.0	0.0	0.0	0.0	0.0	100.0	0.0
	15 to 19	14	21.4	7.1	7.1	21.4	0.0	42.9	3.4
	20 to 24	30	26.7	3.3	16.7	20.0	6.7	26.7	3.4
	25 to 29	28	32.1	0.0	10.7	17.9	17.9	21.4	4.8
	30 to 39	92	45.7	9.8	8.7	5.4	6.5	23.9	4.6
	40 to 49	80	40.0	6.3	8.8	10.0	12.5	22.5	5.5
	50 or older	23	17.4	0.0	13.0	13.0	4.3	52.2	4.0
	Female	135	32.6	5.9	14.1	11.9	14.8	20.7	4.8
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	15 to 19	3	33.3	0.0	0.0	0.0	0.0	66.7	2.0
	20 to 24	13	38.5	0.0	7.7	15.4	15.4	23.1	3.5
	25 to 29	31	32.3	12.9	16.1	6.5	16.1	16.1	5.1
	30 to 39	57	36.8	1.8	17.5	14.0	10.5	19.3	5.6
	40 to 49	27	25.9	7.4	11.1	11.1	18.5	25.9	4.1
	50 or older	4	0.0	25.0	0.0	25.0	50.0	0.0	2.0
※ 2	Heavy gamer	290	42.8	6.2	11.7	11.0	8.3	20.0	5.7
	Middle gamer	99	18.2	6.1	10.1	13.1	18.2	34.3	2.4
	Light gamer	12	0.0	0.0	16.7	8.3	16.7	58.3	0.8
	Casual gamer	2	0.0	0.0	0.0	0.0	0.0	100.0	0.0

\*1 GUESS

\*Darker shading indicates a higher ratio.

- 35.2% of the respondents indicated they made "5 or more" video game software downloads for video game consoles, with an average of 4.7 titles purchased.
- A fairly large number of respondents (25.1%) did not purchase any downloadable games.

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

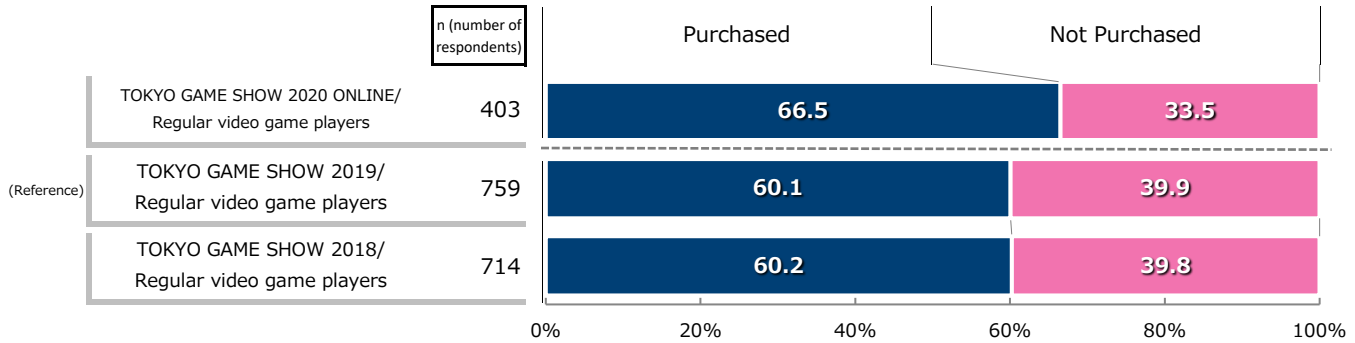
### Question

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

[Single answer]

### ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Regular video game players]



### ■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2020 ONLINE / Regular video game players]

(Unit: %)

		n (number of respondents)	Purchased	Not Purchased
TOKYO GAME SHOW 2020 ONLINE / Regular video game players		403	66.5	33.5
Gender and Age	Male	268	66.8	33.2
	3 to 9	0	0.0	0.0
	10 to 14	1	100.0	0.0
	15 to 19	14	64.3	35.7
	20 to 24	30	70.0	30.0
	25 to 29	28	75.0	25.0
	30 to 39	92	70.7	29.3
	40 to 49	80	62.5	37.5
	50 or older	23	52.2	47.8
	Female	135	65.9	34.1
	3 to 9	0	0.0	0.0
	10 to 14	0	0.0	0.0
	15 to 19	3	33.3	66.7
	20 to 24	13	69.2	30.8
	25 to 29	31	71.0	29.0
	30 to 39	57	66.7	33.3
	40 to 49	27	63.0	37.0
	50 or older	4	50.0	50.0
※ 1	Heavy gamer	290	74.1	25.9
	Middle gamer	99	50.5	49.5
	Light gamer	12	25.0	75.0
	Casual gamer	2	0.0	100.0

\*1 GUESS

\*Darker shading indicates a higher ratio.

- 66.5% of the respondents answered that they "purchased" additional downloadable content or in-game currency for video game consoles.



## 6. Favorite Game Genres

Question

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

### ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW

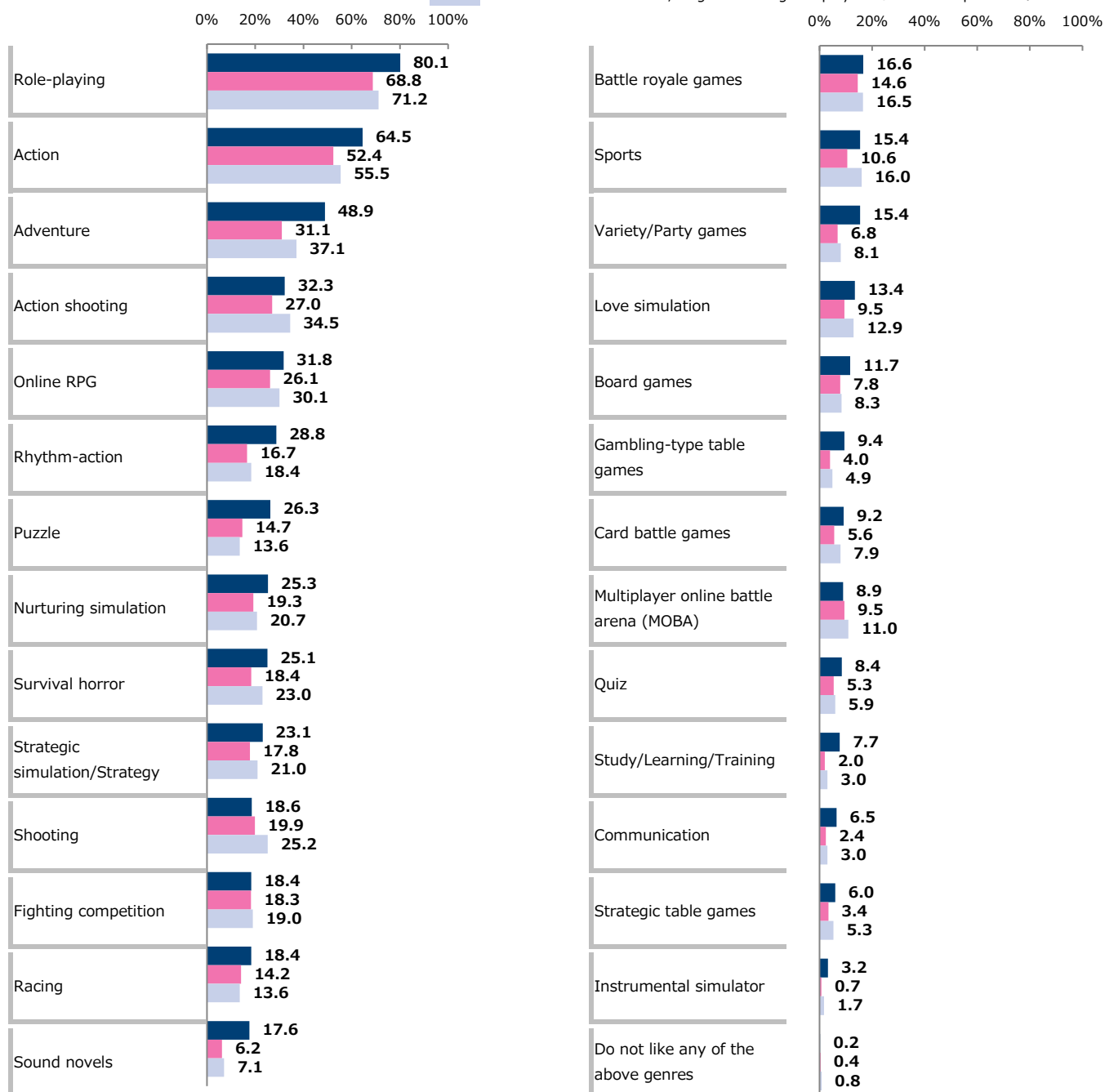
(Reference)

/ Regular video game players]

TOKYO GAME SHOW 2020 ONLINE/ Regular video game players (n=403 respondents)

TOKYO GAME SHOW 2019/ Regular video game players (n=804 respondents)

TOKYO GAME SHOW 2018/ Regular video game players (n=757 respondents)



## Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Regular video game players]

(Unit: %)

	TOKYO GAME SHOW 2020 ONLINE / Regular video game players	Gender and Age																	(Unit: %)
		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	
n (number of respondents)	403	268	0	1	14	30	28	92	80	23	135	0	0	3	13	31	57	27	4
Role-playing	80.1	76.9	0.0	0.0	64.3	73.3	75.0	80.4	82.5	60.9	86.7	0.0	0.0	33.3	76.9	87.1	93.0	81.5	100.0
Action	64.5	69.0	0.0	0.0	85.7	66.7	75.0	70.7	68.8	52.2	55.6	0.0	0.0	33.3	69.2	64.5	52.6	51.9	25.0
Adventure	48.9	44.0	0.0	0.0	50.0	40.0	46.4	42.4	46.3	43.5	58.5	0.0	0.0	0.0	69.2	67.7	47.4	70.4	75.0
Action shooting	32.3	38.8	0.0	100.0	57.1	50.0	57.1	37.0	30.0	26.1	19.3	0.0	0.0	33.3	7.7	41.9	17.5	3.7	0.0
Online RPG	31.8	33.2	0.0	0.0	28.6	36.7	32.1	34.8	31.3	34.8	28.9	0.0	0.0	33.3	23.1	29.0	35.1	11.1	75.0
Rhythm-action	28.8	21.6	0.0	0.0	35.7	36.7	17.9	19.6	21.3	8.7	43.0	0.0	0.0	66.7	30.8	41.9	49.1	33.3	50.0
Puzzle	26.3	19.8	0.0	0.0	28.6	3.3	17.9	20.7	22.5	26.1	39.3	0.0	0.0	0.0	23.1	25.8	49.1	48.1	25.0
Nurturing simulation	25.3	21.6	0.0	0.0	35.7	20.0	25.0	23.9	17.5	17.4	32.6	0.0	0.0	66.7	15.4	35.5	36.8	29.6	0.0
Survival horror	25.1	26.5	0.0	0.0	21.4	26.7	21.4	26.1	32.5	17.4	22.2	0.0	0.0	33.3	15.4	35.5	12.3	29.6	25.0
Strategic simulation/Strategy	23.1	25.0	0.0	0.0	42.9	6.7	14.3	26.1	31.3	26.1	19.3	0.0	0.0	0.0	7.7	22.6	21.1	14.8	50.0
Shooting	18.6	24.3	0.0	100.0	35.7	6.7	17.9	21.7	32.5	26.1	7.4	0.0	0.0	33.3	7.7	16.1	5.3	0.0	0.0
Fighting competition	18.4	21.6	0.0	0.0	28.6	20.0	14.3	21.7	27.5	8.7	11.9	0.0	0.0	33.3	7.7	19.4	10.5	3.7	25.0
Racing	18.4	25.0	0.0	0.0	42.9	20.0	25.0	18.5	30.0	30.4	5.2	0.0	0.0	0.0	0.0	12.9	3.5	3.7	0.0
Sound novels	17.6	16.0	0.0	0.0	28.6	16.7	14.3	7.6	27.5	4.3	20.7	0.0	0.0	0.0	15.4	19.4	19.3	29.6	25.0
Battle royale games	16.6	19.4	0.0	0.0	42.9	30.0	17.9	25.0	11.3	0.0	11.1	0.0	0.0	33.3	7.7	16.1	10.5	7.4	0.0
Sports	15.4	20.9	0.0	0.0	21.4	26.7	14.3	19.6	25.0	13.0	4.4	0.0	0.0	0.0	15.4	0.0	5.3	3.7	0.0
Variety/Party games	15.4	14.6	0.0	0.0	35.7	10.0	17.9	17.4	11.3	4.3	17.0	0.0	0.0	33.3	30.8	16.1	17.5	7.4	25.0
Love simulation	13.4	9.7	0.0	0.0	21.4	16.7	7.1	9.8	7.5	4.3	20.7	0.0	0.0	33.3	15.4	19.4	22.8	18.5	25.0
Board games	11.7	11.6	0.0	0.0	28.6	6.7	7.1	14.1	8.8	13.0	11.9	0.0	0.0	33.3	23.1	6.5	10.5	11.1	25.0
Gambling-type table games	9.4	10.8	0.0	0.0	21.4	3.3	14.3	10.9	12.5	4.3	6.7	0.0	0.0	33.3	7.7	3.2	3.5	11.1	25.0
Card battle games	9.2	10.4	0.0	0.0	28.6	10.0	17.9	7.6	8.8	8.7	6.7	0.0	0.0	0.0	7.7	9.7	1.8	14.8	0.0
Multiplayer online battle arena (MOBA)	8.9	10.8	0.0	0.0	28.6	10.0	21.4	7.6	7.5	13.0	5.2	0.0	0.0	33.3	0.0	16.1	1.8	0.0	0.0
Quiz	8.4	8.2	0.0	0.0	7.1	3.3	3.6	8.7	11.3	8.7	8.9	0.0	0.0	0.0	0.0	12.9	8.8	11.1	0.0
Study/Learning/Training	7.7	5.2	0.0	0.0	7.1	0.0	7.1	4.3	5.0	13.0	12.6	0.0	0.0	0.0	0.0	12.9	15.8	11.1	25.0
Communication	6.5	6.0	0.0	0.0	7.1	0.0	7.1	9.8	2.5	8.7	7.4	0.0	0.0	0.0	0.0	9.7	10.5	3.7	0.0
Strategic table games	6.0	6.7	0.0	0.0	28.6	3.3	7.1	3.3	3.8	21.7	4.4	0.0	0.0	0.0	7.7	3.2	1.8	7.4	25.0
Instrumental simulator	3.2	4.5	0.0	0.0	21.4	0.0	3.6	4.3	2.5	8.7	0.7	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Do not like any of the above genres	0.2	0.4	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

\*Darker shading indicates a higher ratio.

- The most popular genre of video games was "role-playing" at 80.1%.  
The second most popular genre was "action" at 64.5%.  
The third was "adventure" at 48.9%.

# Smartphone/Tablet Game Playing Status

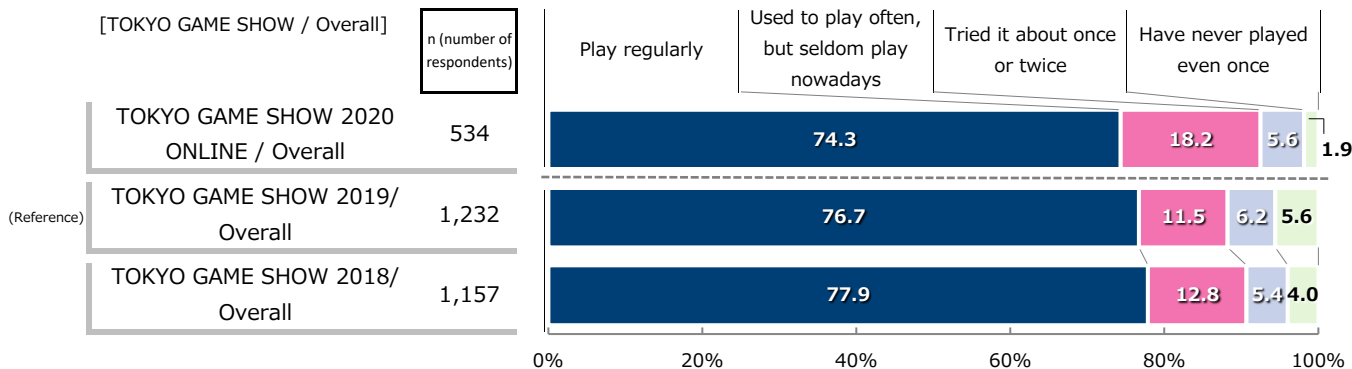
## 1. Smartphone/Tablet Game Playing Experience

Question

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

### ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / 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 2020 ONLINE / Overall		534	74.3	18.2	5.6	1.9
Gender and Age	Male	365	71.5	20.0	6.8	1.6
	3 to 9	0	0.0	0.0	0.0	0.0
	10 to 14	2	100.0	0.0	0.0	0.0
	15 to 19	18	72.2	27.8	0.0	0.0
	20 to 24	39	64.1	25.6	7.7	2.6
	25 to 29	43	83.7	14.0	0.0	2.3
	30 to 39	126	78.6	12.7	7.9	0.8
	40 to 49	107	58.9	29.9	8.4	2.8
	50 or older	30	76.7	13.3	10.0	0.0
	Female	169	80.5	14.2	3.0	2.4
	3 to 9	0	0.0	0.0	0.0	0.0
	10 to 14	0	0.0	0.0	0.0	0.0
	15 to 19	4	100.0	0.0	0.0	0.0
	20 to 24	17	88.2	11.8	0.0	0.0
	25 to 29	35	80.0	17.1	2.9	0.0
	30 to 39	73	82.2	13.7	2.7	1.4
	40 to 49	36	72.2	16.7	5.6	5.6
	50 or older	4	75.0	0.0	0.0	25.0

\*Darker shading indicates a higher ratio.

- The response to a question about experience playing smartphone and tablet games was overwhelming, with 74.3% saying they "play regularly". Including the percent of those saying "used to play often, but seldom play nowadays" (18.2%), 92.5% of the respondents have continuously played smartphone and tablet games.

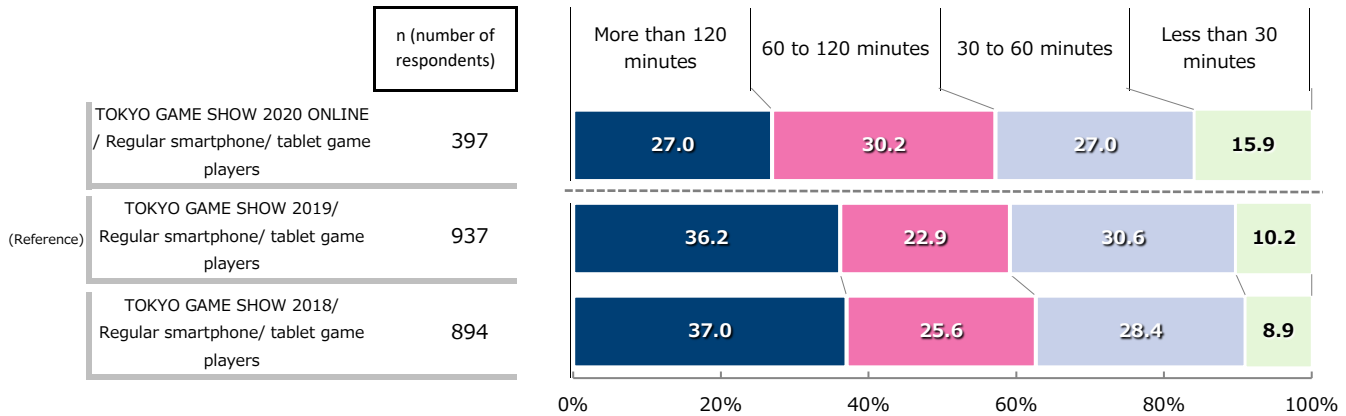
## 2. The Amount of Time Spent Playing Smartphone/Tablet Games

### Question

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

### ■ Time Series Comparison (Reference)

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



### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Regular smartphone/ tablet game players]

(Unit: %)

		Gender and Age																	
		Male									Female								
		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	397	261	0	2	13	25	36	99	63	23	136	0	0	4	15	28	60	26	3
More than 120 minutes	27.0	26.1	0.0	0.0	53.8	24.0	33.3	29.3	14.3	21.7	28.7	0.0	0.0	50.0	33.3	25.0	26.7	30.8	33.3
60 to 120 minutes	30.2	29.9	0.0	0.0	23.1	32.0	33.3	39.4	20.6	13.0	30.9	0.0	0.0	25.0	40.0	28.6	30.0	26.9	66.7
30 to 60 minutes	27.0	26.8	0.0	50.0	7.7	28.0	25.0	20.2	39.7	30.4	27.2	0.0	0.0	0.0	20.0	39.3	26.7	26.9	0.0
Less than 30 minutes	15.9	17.2	0.0	50.0	15.4	16.0	8.3	11.1	25.4	34.8	13.2	0.0	0.0	25.0	6.7	7.1	16.7	15.4	0.0

\*Darker shading indicates a higher ratio.

- "60 to 120 minutes" (30.2%) was the most daily play time for smartphone and tablet games among respondents.
- "More than 120 minutes" and "30 to 60 minutes" were both indicated by 27.0% of the respondents.

### 3. Types of Game Played

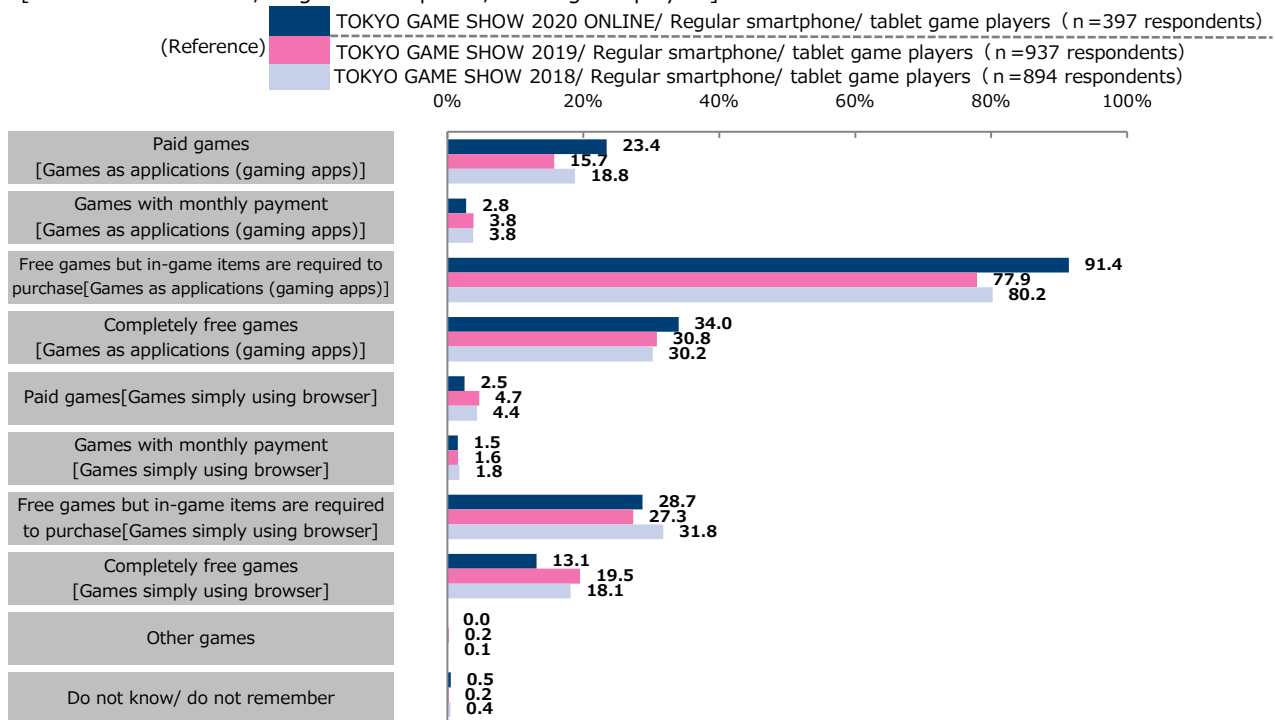
#### Question

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

[Multiple answers]

#### ■ Time Series Comparison (Reference)

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



#### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Regular smartphone/ tablet game players]

(Unit: %)

	TOKYO GAME SHOW 2020 ONLINE / Regular smartphone/ tablet game players	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	397	261	0	2	13	25	36	99	63	23	136	0	0	4	15	28	60	26	3
Paid games[Games as applications (gaming apps)]	23.4	26.1	0.0	50.0	23.1	16.0	19.4	35.4	20.6	21.7	18.4	0.0	0.0	25.0	26.7	17.9	15.0	23.1	0.0
Games with monthly payment [Games as applications (gaming apps)]	2.8	3.1	0.0	0.0	7.7	0.0	2.8	4.0	3.2	0.0	2.2	0.0	0.0	0.0	0.0	10.7	0.0	0.0	0.0
Free games but in-game items are required to purchase[Games as applications (gaming apps)]	91.4	89.7	0.0	50.0	92.3	96.0	94.4	86.9	88.9	91.3	94.9	0.0	0.0	100.0	93.3	100.0	95.0	92.3	66.7
Completely free games[Games as applications (gaming apps)]	34.0	36.0	0.0	50.0	61.5	28.0	25.0	32.3	44.4	39.1	30.1	0.0	0.0	25.0	33.3	39.3	30.0	19.2	33.3
Paid games[Games simply using browser]	2.5	1.5	0.0	0.0	15.4	4.0	2.8	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	3.6	3.3	11.5	0.0
Games with monthly payment[Games simply using browser]	1.5	1.1	0.0	0.0	0.0	4.0	2.8	0.0	0.0	4.3	2.2	0.0	0.0	0.0	6.7	3.6	0.0	3.8	0.0
Free games but in-game items are required to purchase[Games simply using browser]	28.7	28.4	0.0	0.0	53.8	40.0	33.3	24.2	25.4	21.7	29.4	0.0	0.0	50.0	20.0	14.3	33.3	34.6	66.7
Completely free games[Games simply using browser]	13.1	13.8	0.0	100.0	46.2	8.0	11.1	9.1	15.9	13.0	11.8	0.0	0.0	50.0	20.0	14.3	6.7	7.7	33.3
Other games	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Do not know/ do not remember	0.5	0.4	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.7	0.0	0.0	0.0	6.7	0.0	0.0	0.0	0.0

\*Darker shading indicates a higher ratio.

- A very high percentage (91.4%) of the respondents played "Free games but in-game items are required to purchase [Games as applications (gaming apps)]" for smartphone and tablet games. As for the rest, 34.0% of the respondents played "Completely free games [Games as applications (gaming apps)]", and 28.7% played "Free games but in-game items are required to purchase [Games simply using browser]".

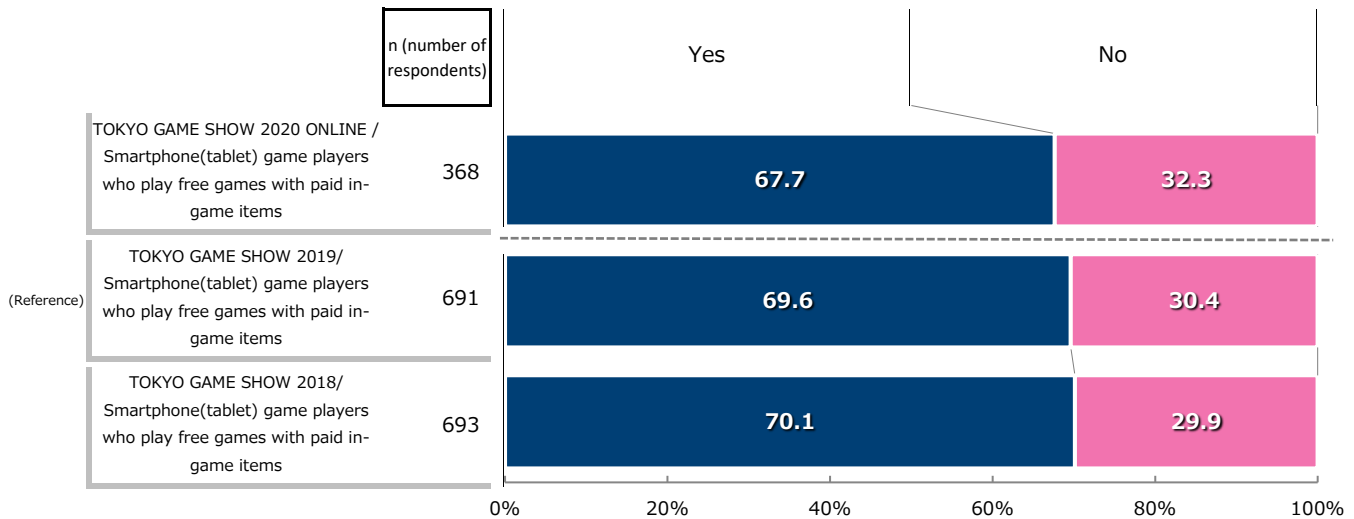
## 4. Purchasing/Non-purchasing of In-game Items in Free Games

### 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 (Reference)

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



### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Smartphone(tablet) game players who play free games with paid in-game items]

(Unit: %)

		Gender and Age																	
		Male									Female								
n (number of respondents)		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		
	TOKYO GAME SHOW 2020 ONLINE / Smartphone(tablet) game players who play free games with paid in-game items	238	0	1	12	24	35	88	57	21	130	0	0	4	14	28	57	24	3
Yes	67.7	65.5	0.0	0.0	66.7	58.3	80.0	65.9	61.4	61.9	71.5	0.0	0.0	50.0	85.7	82.1	64.9	75.0	33.3
No	32.3	34.5	0.0	100.0	33.3	41.7	20.0	34.1	38.6	38.1	28.5	0.0	0.0	50.0	14.3	17.9	35.1	25.0	66.7

\*Darker shading indicates a higher ratio.

- Of players of who play basic free games + paid in-game items for smartphones and tablets, 67.7% have paid for items in the past year.

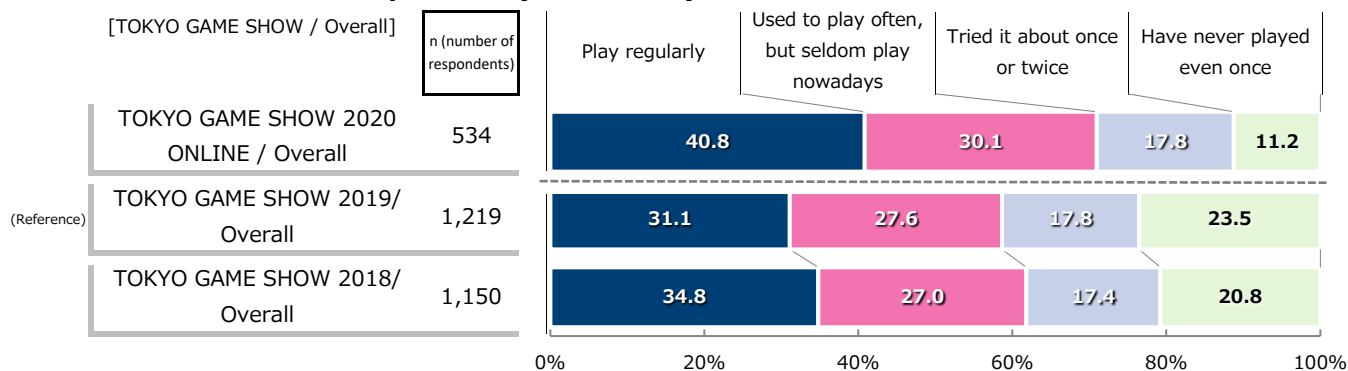
# PC Game Playing Status

## 1. PC Game Playing Experience

Question

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

### ■ Time Series Comparison (Reference)



### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / 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 2020 ONLINE/ Overall		534	40.8	30.1	17.8	11.2
Gender and Age	Male	365	45.8	28.5	16.2	9.6
	3 to 9	0	0.0	0.0	0.0	0.0
	10 to 14	2	100.0	0.0	0.0	0.0
	15 to 19	18	66.7	5.6	22.2	5.6
	20 to 24	39	51.3	25.6	7.7	15.4
	25 to 29	43	51.2	23.3	18.6	7.0
	30 to 39	126	39.7	33.3	19.8	7.1
	40 to 49	107	46.7	29.0	13.1	11.2
	50 or older	30	36.7	33.3	16.7	13.3
	Female	169	30.2	33.7	21.3	14.8
	3 to 9	0	0.0	0.0	0.0	0.0
	10 to 14	0	0.0	0.0	0.0	0.0
	15 to 19	4	50.0	25.0	25.0	0.0
	20 to 24	17	41.2	23.5	11.8	23.5
	25 to 29	35	28.6	37.1	28.6	5.7
	30 to 39	73	30.1	31.5	20.5	17.8
	40 to 49	36	25.0	38.9	19.4	16.7
	50 or older	4	25.0	50.0	25.0	0.0

\*Darker shading indicates a higher ratio.

- Asked if they "play regularly" PC games, 40.8% of the respondents answered yes. The percentage of respondents who answered "Used to play often, but seldom play nowadays" was relatively high at 30.1%.

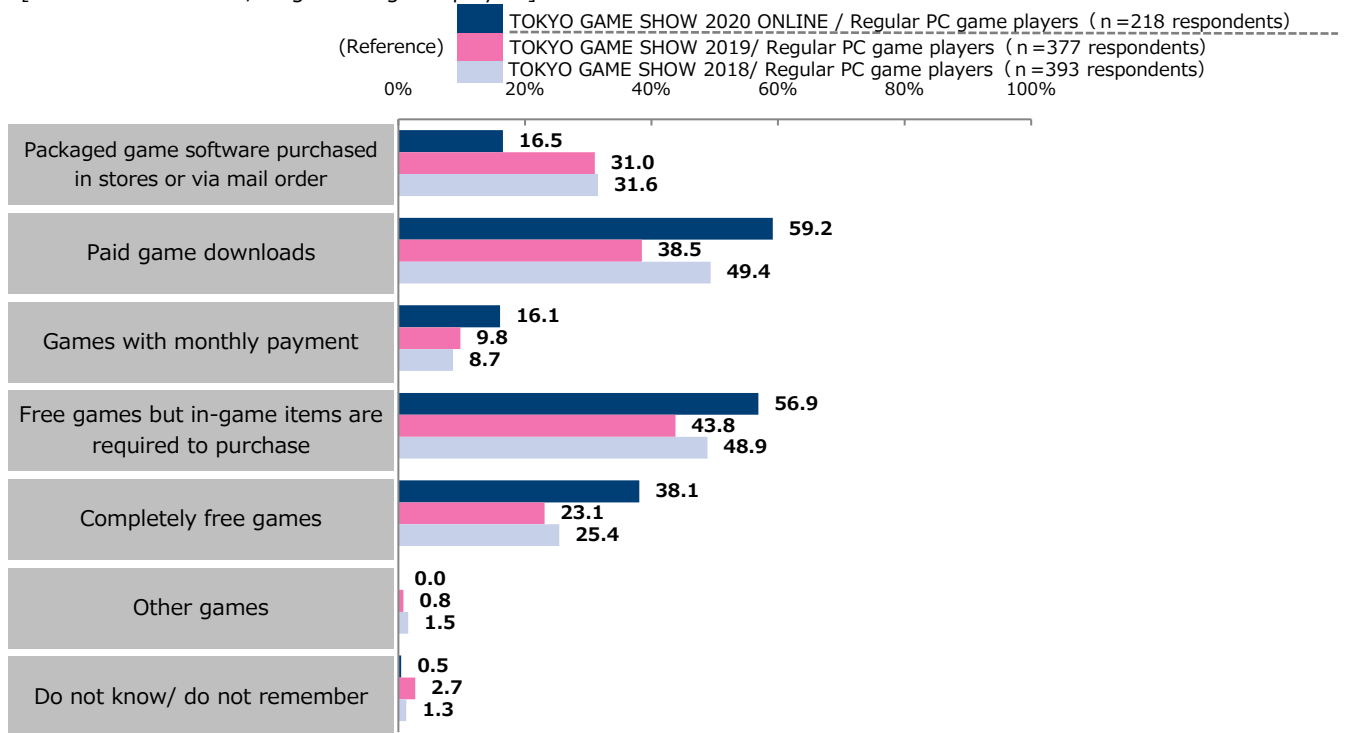
## 2. Types of Game Played

Question

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

### ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW/ Regular PC game players]



### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Regular PC game players]

(Unit: %)

	TOKYO GAME SHOW 2020 ONLINE / Regular PC game players	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	218	167	0	2	12	20	22	50	50	11	51	0	0	2	7	10	22	9	1
Packaged game software purchased in stores or via mail order	16.5	17.4	0.0	50.0	16.7	30.0	18.2	10.0	16.0	27.3	13.7	0.0	0.0	0.0	0.0	30.0	13.6	0.0	100.0
Paid game downloads	59.2	62.3	0.0	100.0	41.7	55.0	63.6	70.0	66.0	36.4	49.0	0.0	0.0	0.0	71.4	90.0	36.4	22.2	100.0
Games with monthly payment	16.1	17.4	0.0	0.0	8.3	20.0	9.1	20.0	18.0	27.3	11.8	0.0	0.0	0.0	14.3	0.0	9.1	22.2	100.0
Free games but in-game items are required to purchase	56.9	57.5	0.0	100.0	83.3	50.0	54.5	58.0	54.0	54.5	54.9	0.0	0.0	100.0	42.9	30.0	68.2	55.6	0.0
Completely free games	38.1	39.5	0.0	100.0	58.3	55.0	31.8	36.0	32.0	45.5	33.3	0.0	0.0	50.0	14.3	50.0	22.7	44.4	100.0
Other games	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Do not know/ do not remember	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.0

\*Darker shading indicates a higher ratio.

- The most popular type of PC game played by respondents was "paid game downloads" at 59.2%. "Free games but in-game items are required to purchase" (56.9%) also ranked high. "Completely free games" (38.1%) came in third.

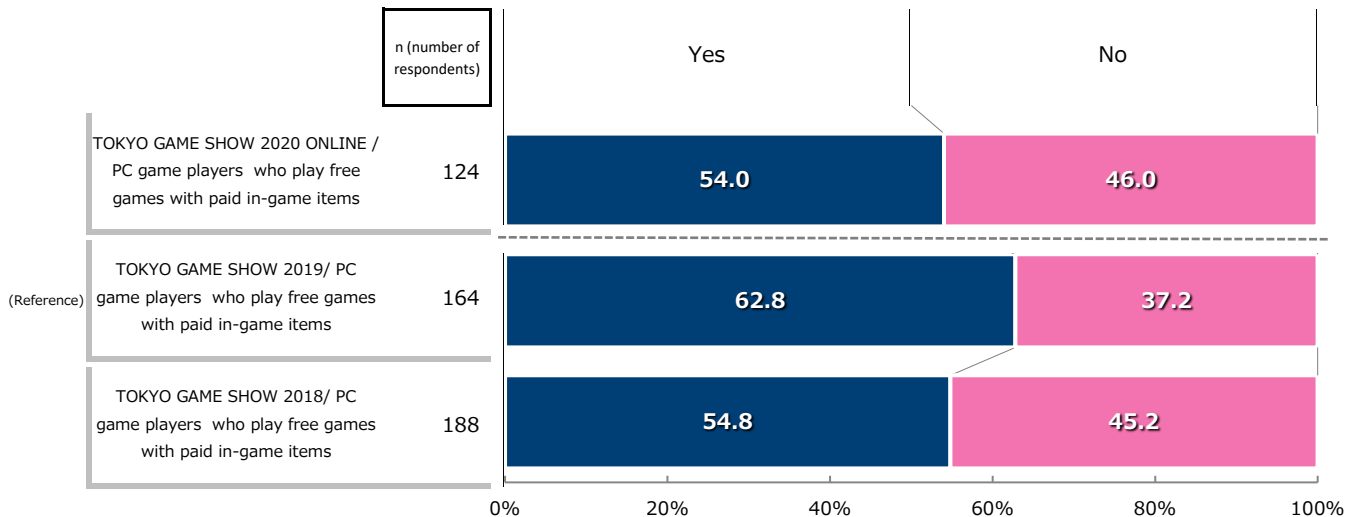
### 3. Purchasing/Non-purchasing of In-game Items in Free Games

#### 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 (Reference)

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



#### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / PC game players who play free games with paid in-game items]

(Unit: %)

		TOKYO GAME SHOW 2020 ONLINE / PC 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)	124	96	0	2	10	10	12	29	27	6	28	0	0	2	3	3	15	5	0
Yes	54.0	52.1	0.0	100.0	40.0	50.0	50.0	65.5	40.7	50.0	60.7	0.0	0.0	50.0	33.3	100.0	60.0	60.0	0.0
No	46.0	47.9	0.0	0.0	60.0	50.0	50.0	34.5	59.3	50.0	39.3	0.0	0.0	50.0	66.7	0.0	40.0	40.0	0.0

\*Darker shading indicates a higher ratio.

- When PC game players who play free games with paid in-game items were asked whether or not they had purchased items during the past year, 54.0% responded that they had done so.

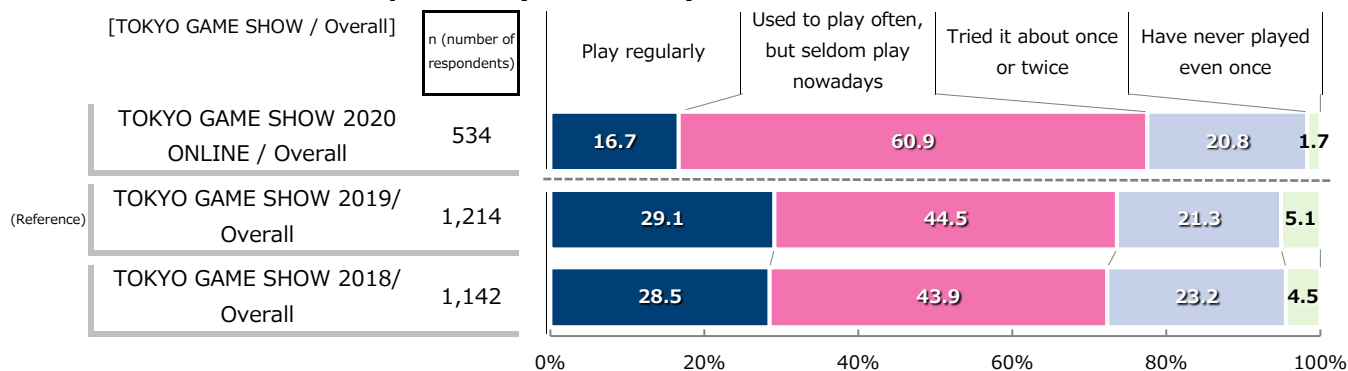
# Arcade Game Playing Status

## 1. Arcade Game Playing Experience

Question

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

### ■ Time Series Comparison (Reference)



### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / 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 2020 ONLINE / Overall		534	16.7	60.9	20.8	1.7
Gender and Age	Male	365	15.9	62.7	20.0	1.4
	3 to 9	0	0.0	0.0	0.0	0.0
	10 to 14	2	100.0	0.0	0.0	0.0
	15 to 19	18	27.8	38.9	33.3	0.0
	20 to 24	39	25.6	56.4	15.4	2.6
	25 to 29	43	18.6	55.8	23.3	2.3
	30 to 39	126	14.3	57.9	27.0	0.8
	40 to 49	107	12.1	75.7	10.3	1.9
	50 or older	30	6.7	73.3	20.0	0.0
	Female	169	18.3	56.8	22.5	2.4
	3 to 9	0	0.0	0.0	0.0	0.0
	10 to 14	0	0.0	0.0	0.0	0.0
	15 to 19	4	50.0	25.0	25.0	0.0
	20 to 24	17	29.4	41.2	23.5	5.9
	25 to 29	35	28.6	45.7	25.7	0.0
	30 to 39	73	12.3	67.1	17.8	2.7
	40 to 49	36	11.1	58.3	27.8	2.8
	50 or older	4	25.0	50.0	25.0	0.0

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

\*Darker shading indicates a higher ratio.

- 60.9% of respondents said they "used to play often, but seldom play nowadays".
- 16.7% of respondents said they "play regularly".

## Overlaps among Types of Games

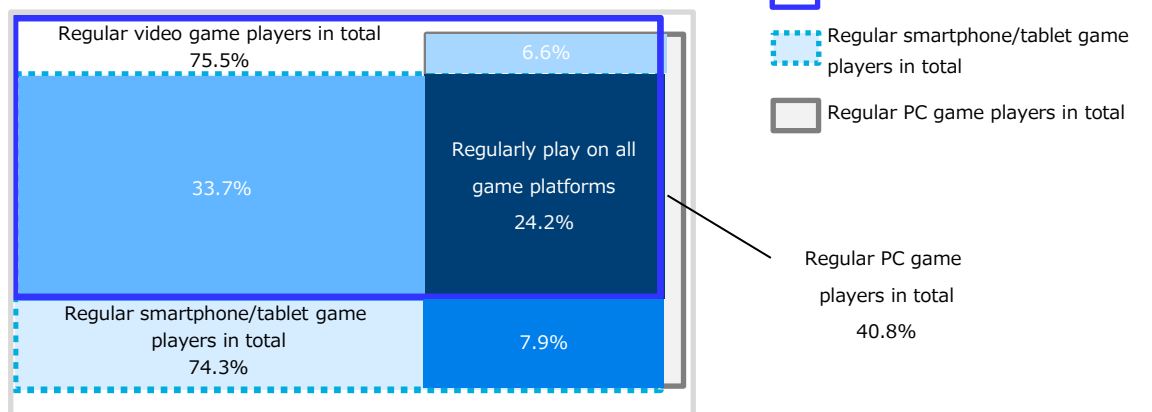
### 1. Game Platform Overlap Rates by regular game players ●●●●●●●●

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 (Reference)

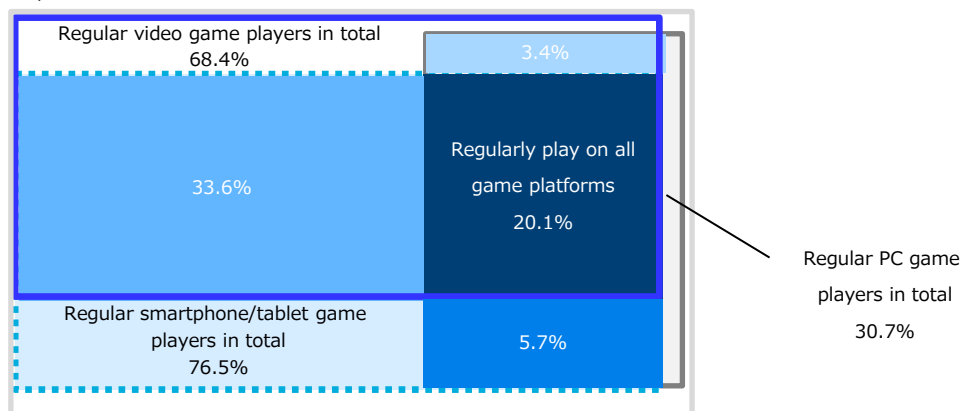
[TOKYO GAME SHOW 2020 ONLINE / Overall]

n=534 respondents



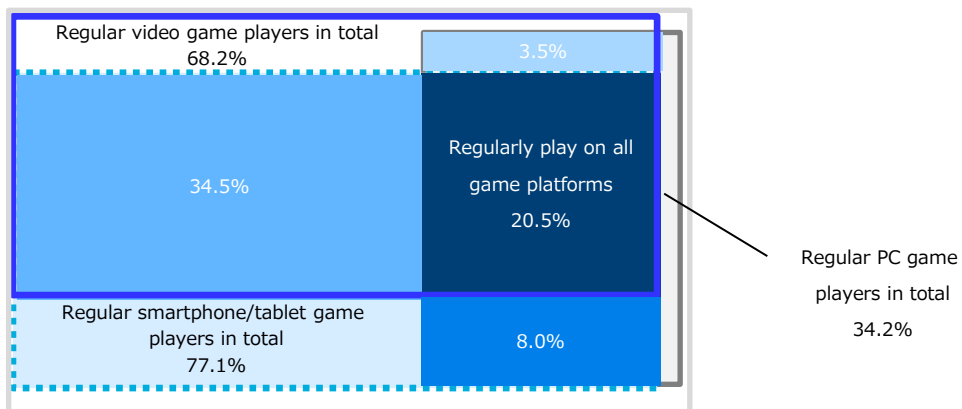
(Reference) [TOKYO GAME SHOW 2019 / Overall]

n=1,236 respondents



[TOKYO GAME SHOW 2018 / Overall]

n=1,168 respondents



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

● 24.2% of any game types of regular players (video games, smartphone/tablet games, and PC games) played all three types of games: "video games", "smartphone/tablet games" and "PC games". A high ratio of both video game regular players and smartphone/tablet regular players play both types of games together (33.7%).

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

[TOKYO GAME SHOW 2020 ONLINE / Type of regular game players]

(Unit: %)

	n (number of respondents)	video games	smartphone/tablet games	PC games	arcade games
Regular video game players	403	–	76.7	40.7	16.6
Regular smartphone/tablet game players	397	77.8	–	43.1	18.9
Regular PC game players	218	75.2	78.4	–	26.6
Regular arcade game players	89	75.3	84.3	65.2	–

(Reference) [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	–

\*Darker shading indicates a higher ratio.

- 75% to 84% of each type of regular game players (smartphone/tablet, mobile phone, PC, and arcade game players) also plays video games and smartphone/tablet games regularly.

## Willingness to Play Games in Future

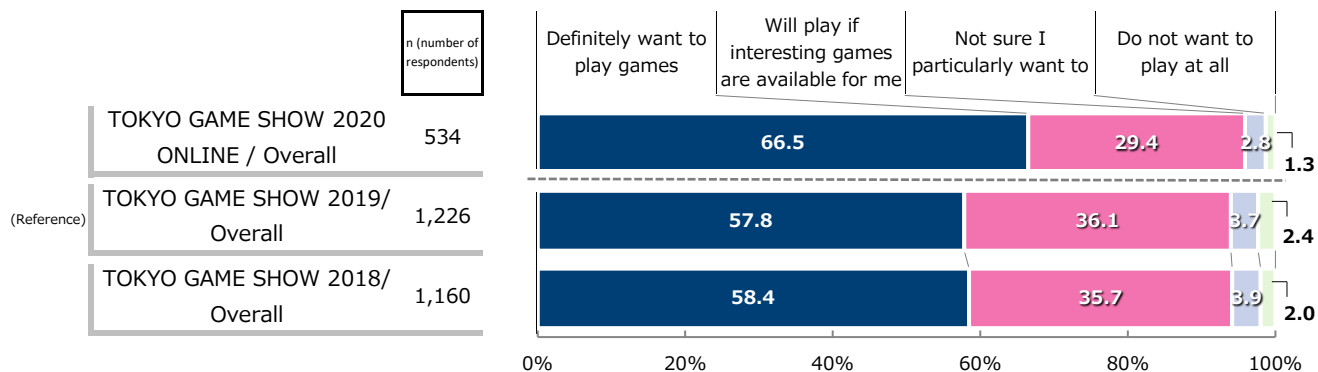
### 1. Willingness to Play Video Games

Question

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

#### ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



#### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

		TOKYO GAME SHOW 2020 ONLINE / 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)		534	365	0	2	18	39	43	126	107	30	169	0	0	4	17	35	73	36	4
Definitely want to play games		66.5	64.9	0.0	50.0	61.1	76.9	67.4	68.3	62.6	43.3	69.8	0.0	0.0	50.0	64.7	80.0	76.7	52.8	50.0
Will play if interesting games are available for me		29.4	30.1	0.0	50.0	27.8	15.4	27.9	27.0	33.6	53.3	27.8	0.0	0.0	50.0	29.4	20.0	23.3	38.9	50.0
Not sure I particularly want to		2.8	3.3	0.0	0.0	5.6	7.7	0.0	4.0	1.9	3.3	1.8	0.0	0.0	0.0	5.9	0.0	0.0	5.6	0.0
Do not want to play at all		1.3	1.6	0.0	0.0	5.6	0.0	4.7	0.8	1.9	0.0	0.6	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0

\*Darker shading indicates a higher ratio.

● When asked about their intention to play console games in the future, 66.5% responded that they "definitely want to play" them. Combined with the response "will play if interesting games are available for me" (29.4%), a total of 95.9% indicated an interest in playing them.

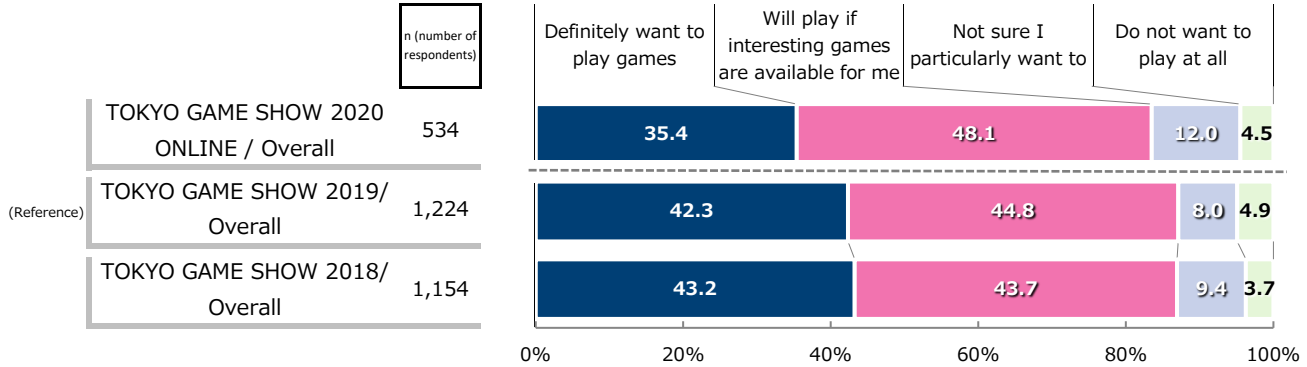
## 2. Willingness to Play Smartphone/Tablet Games

Question

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

### ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

		TOKYO GAME SHOW 2020 ONLINE / Overall	Gender and Age																	
			Male								Female									
n (number of respondents)		534	365	0	2	18	39	43	126	107	30	169	0	0	4	17	35	73	36	4
Definitely want to play games		35.4	32.1	0.0	0.0	50.0	43.6	32.6	31.0	28.0	26.7	42.6	0.0	0.0	50.0	64.7	45.7	42.5	33.3	0.0
Will play if interesting games are available for me		48.1	48.5	0.0	50.0	27.8	35.9	58.1	50.8	47.7	56.7	47.3	0.0	0.0	50.0	23.5	42.9	49.3	55.6	75.0
Not sure I particularly want to		12.0	14.2	0.0	50.0	5.6	15.4	4.7	15.1	17.8	13.3	7.1	0.0	0.0	0.0	5.9	5.7	8.2	8.3	0.0
Do not want to play at all		4.5	5.2	0.0	0.0	16.7	5.1	4.7	3.2	6.5	3.3	3.0	0.0	0.0	0.0	5.9	5.7	0.0	2.8	25.0

\*Darker shading indicates a higher ratio.

- When asked about their intention to play smartphone and tablet games in the future, 35.4% responded that they "definitely want to play" them. Combined with the response "will play if interesting games are available for me" (48.1%), a total of 83.5% indicated an interest in playing them.

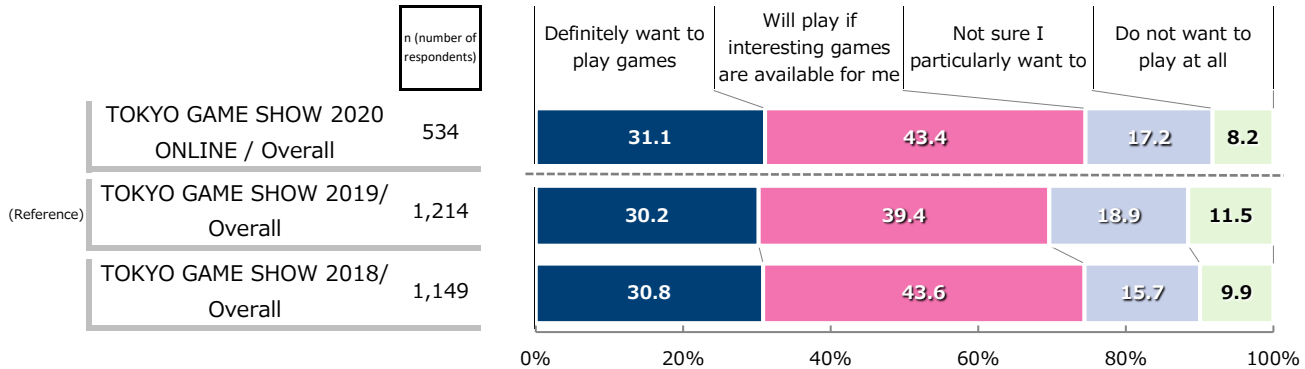
### 3. Willingness to Play PC Games

Question

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

#### ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



#### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

		TOKYO GAME SHOW 2020 ONLINE / Overall	Gender and Age																	
			Male									Female								
n (number of respondents)		534	365	0	2	18	39	43	126	107	30	169	0	0	4	17	35	73	36	4
Definitely want to play games		31.1	35.1	0.0	100.0	61.1	51.3	37.2	33.3	31.8	10.0	22.5	0.0	0.0	50.0	41.2	34.3	15.1	13.9	25.0
Will play if interesting games are available for me		43.4	41.6	0.0	0.0	27.8	38.5	51.2	40.5	38.3	60.0	47.3	0.0	0.0	25.0	23.5	42.9	53.4	52.8	50.0
Not sure I particularly want to		17.2	15.1	0.0	0.0	5.6	5.1	7.0	19.8	15.9	23.3	21.9	0.0	0.0	25.0	23.5	14.3	21.9	27.8	25.0
Do not want to play at all		8.2	8.2	0.0	0.0	5.6	5.1	4.7	6.3	14.0	6.7	8.3	0.0	0.0	0.0	11.8	8.6	9.6	5.6	0.0

\*Darker shading indicates a higher ratio.

● When asked about their intention to play PC games in the future, 31.1% responded that they "definitely want to play" them. Combined with the response "will play if interesting games are available for me" (43.4%), a total of 74.5% indicated an interest in playing them.

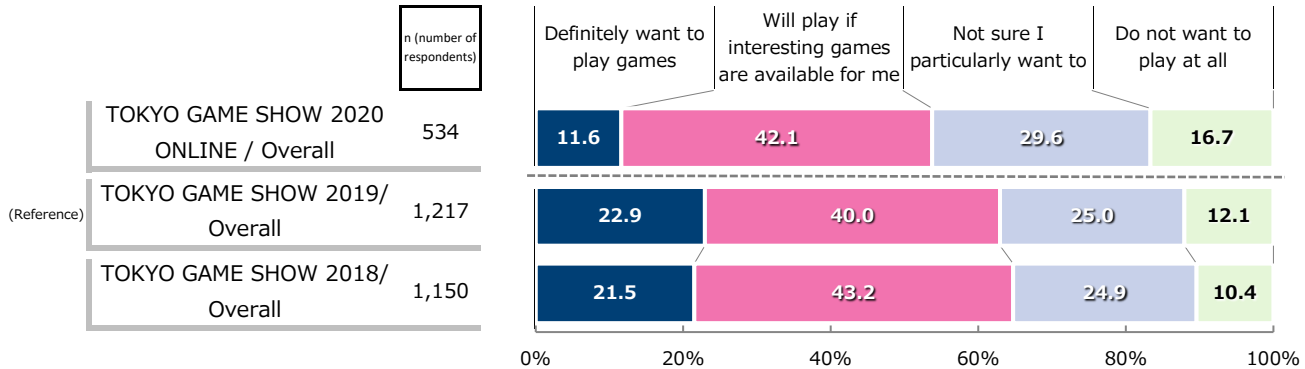
## 4. Willingness to Play Arcade Games

### Question

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

### ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

		TOKYO GAME SHOW 2020 ONLINE / Overall	Gender and Age																	
			Male								Female									
n (number of respondents)		534	365	0	2	18	39	43	126	107	30	169	0	0	4	17	35	73	36	4
Definitely want to play games		11.6	12.1	0.0	100.0	33.3	33.3	14.0	6.3	6.5	6.7	10.7	0.0	0.0	25.0	5.9	22.9	8.2	2.8	25.0
Will play if interesting games are available for me		42.1	43.0	0.0	0.0	27.8	33.3	48.8	45.2	50.5	23.3	40.2	0.0	0.0	50.0	58.8	37.1	41.1	33.3	25.0
Not sure I particularly want to		29.6	29.0	0.0	0.0	27.8	20.5	23.3	31.7	27.1	46.7	30.8	0.0	0.0	25.0	11.8	22.9	34.2	41.7	25.0
Do not want to play at all		16.7	15.9	0.0	0.0	11.1	12.8	14.0	16.7	15.9	23.3	18.3	0.0	0.0	0.0	23.5	17.1	16.4	22.2	25.0

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

\*Darker shading indicates a higher ratio.

- When asked about their intention to play arcade games in the future, only 11.6% responded that they "definitely want to play" them, which was lower than other games. When combined with the response "will play if interesting games are available for me" (42.1%), a total of 53.7% indicated an interest in playing arcade games.



## 5. Willingness to Purchase Video Game Consoles



### Question

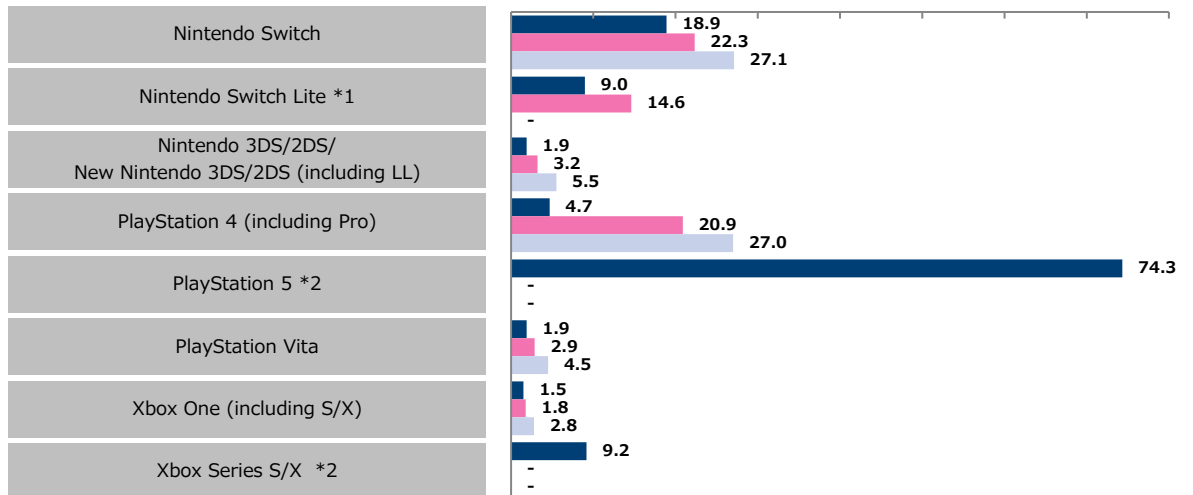
Please select all video game consoles that you (or a co-resident) plan to purchase for your home.

[Multiple answers]

### Time Series Comparison

#### (Reference)

[TOKYO GAME SHOW / Overall]



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

\*2 "Playstation 5" and "Xbox Series S/X" were added to the list of consoles in 2020.

### Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

	TOKYO GAME SHOW 2020 ONLINE / 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)	534	365	0	2	18	39	43	126	107	30	169	0	0	4	17	35	73	36	4
Nintendo Switch	18.9	17.0	0.0	0.0	16.7	10.3	18.6	17.5	19.6	13.3	23.1	0.0	0.0	0.0	11.8	25.7	23.3	27.8	25.0
Nintendo Switch Lite	9.0	6.8	0.0	0.0	5.6	2.6	7.0	8.7	7.5	3.3	13.6	0.0	0.0	0.0	0.0	14.3	11.0	25.0	25.0
Nintendo 3DS/2DS/ New Nintendo 3DS/2DS (including LL)	1.9	1.1	0.0	0.0	0.0	2.6	2.3	0.8	0.9	0.0	3.6	0.0	0.0	0.0	5.9	2.9	4.1	2.8	0.0
PlayStation 4 (including Pro)	4.7	4.4	0.0	50.0	11.1	2.6	7.0	3.2	4.7	0.0	5.3	0.0	0.0	25.0	0.0	2.9	5.5	8.3	0.0
PlayStation 5	74.3	74.2	0.0	50.0	72.2	74.4	72.1	75.4	75.7	70.0	74.6	0.0	0.0	50.0	70.6	77.1	76.7	72.2	75.0
PlayStation Vita	1.9	1.6	0.0	0.0	0.0	0.0	0.0	4.0	0.9	0.0	2.4	0.0	0.0	0.0	0.0	2.9	2.7	2.8	0.0
Xbox One (including S/X)	1.5	1.1	0.0	0.0	0.0	2.6	0.0	1.6	0.9	0.0	2.4	0.0	0.0	0.0	0.0	2.9	2.7	2.8	0.0
Xbox Series S/X	9.2	11.0	0.0	0.0	11.1	7.7	11.6	10.3	13.1	10.0	5.3	0.0	0.0	0.0	5.9	5.7	5.5	5.6	0.0

\*Darker shading indicates a higher ratio.

- The percentages of respondents planning to purchase "PlayStation 5" in the future was extremely high at 74.3%.  
The next highest percentage was 18.9% for "Nintendo Switch".



## 6. Game Playing Experience and Willingness to Play

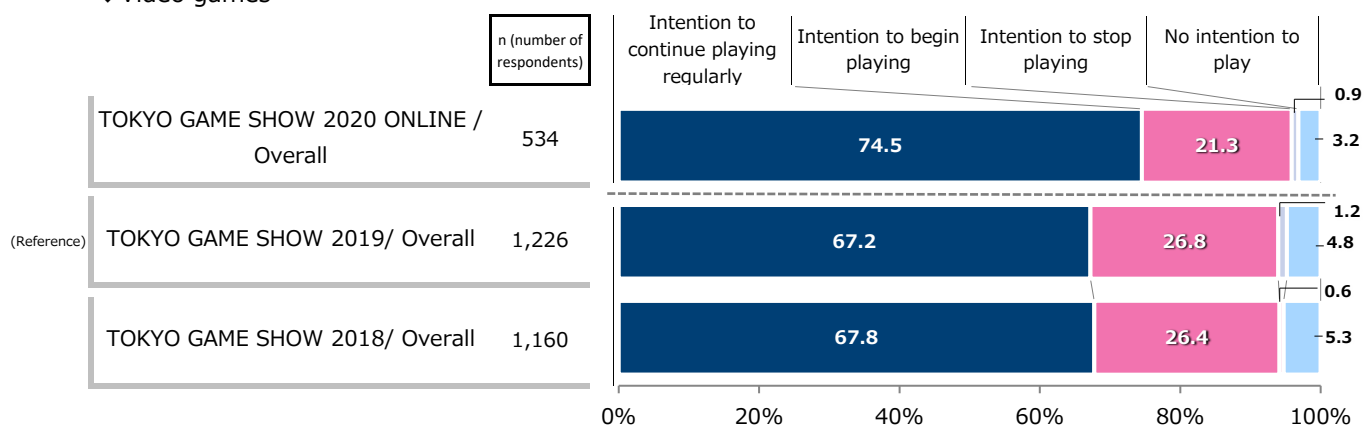


"Game playing experience" was cross-tabulated with "game playing willingness for" each game platform.

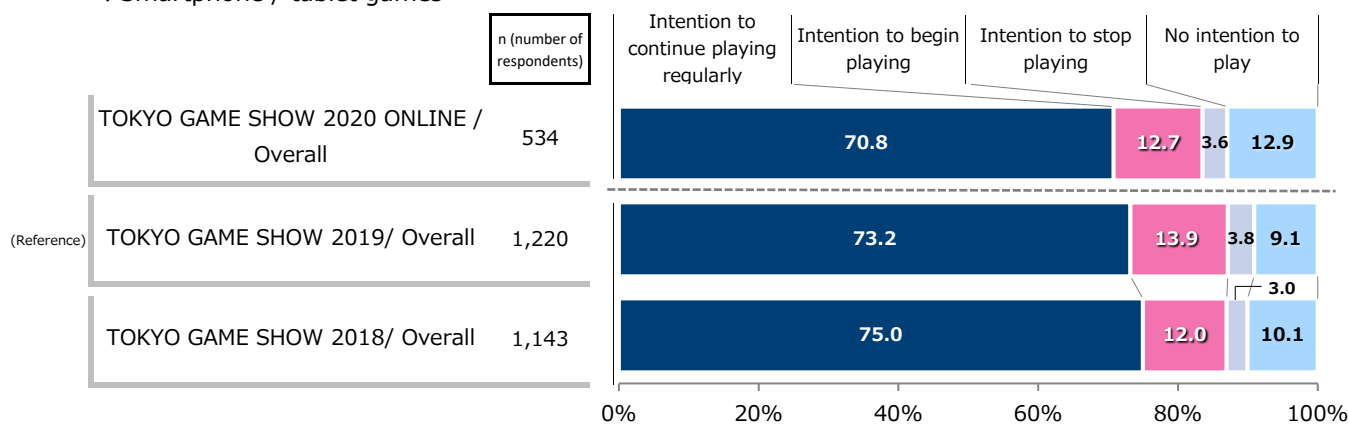
The results are shown below in four categories.

		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				

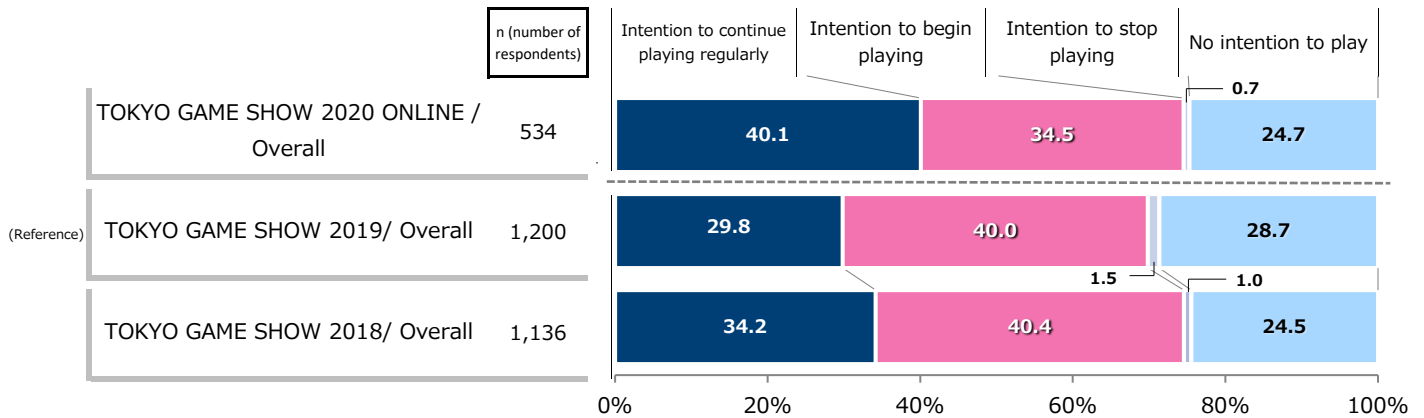
### ◆ Video games



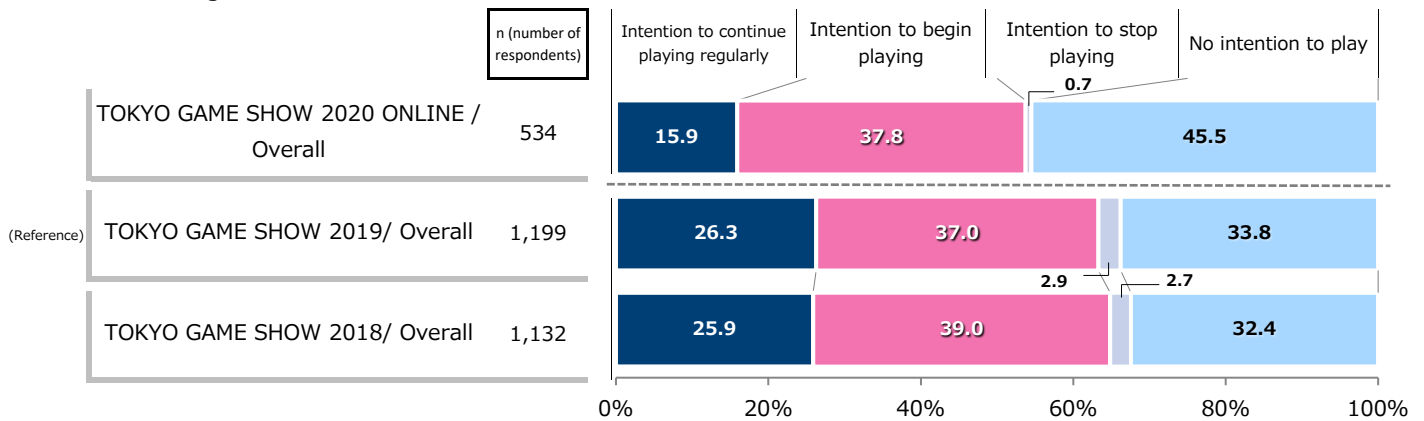
### ◆ Smartphone / tablet games



◆PC games



◆Arcade games



- 74.5% of the respondents "intend to continue" playing video games and 21.3% "intend to start playing", together accounting for 95.8%.
- 70.8% "intend to continue" smartphone/tablet games with 12.7% for "intend to start playing". Combined, it accounts for 83.5%.
- 40.1% of the respondents "intend to continue" playing PC games and 34.5% "intend to start playing", together accounting for 74.6%.
- 15.9% of the respondents "intend to continue" playing arcade games and 37.8% "intend to start playing", together accounting for 53.7%.

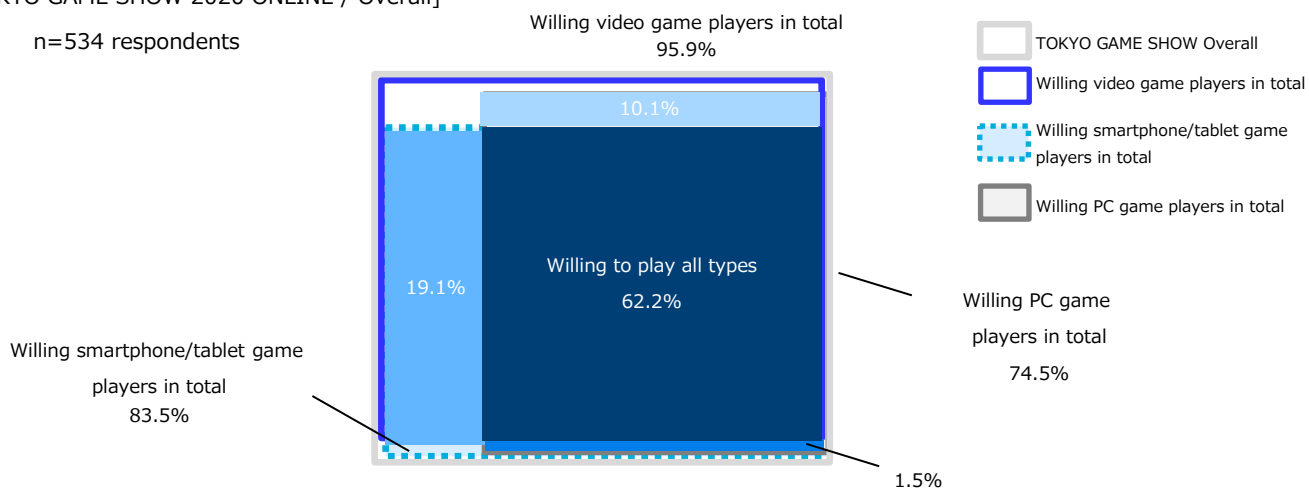
## 7. Game Platform Overlap Rates by Willing Game Players ●●●●●●●●

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 (Reference)

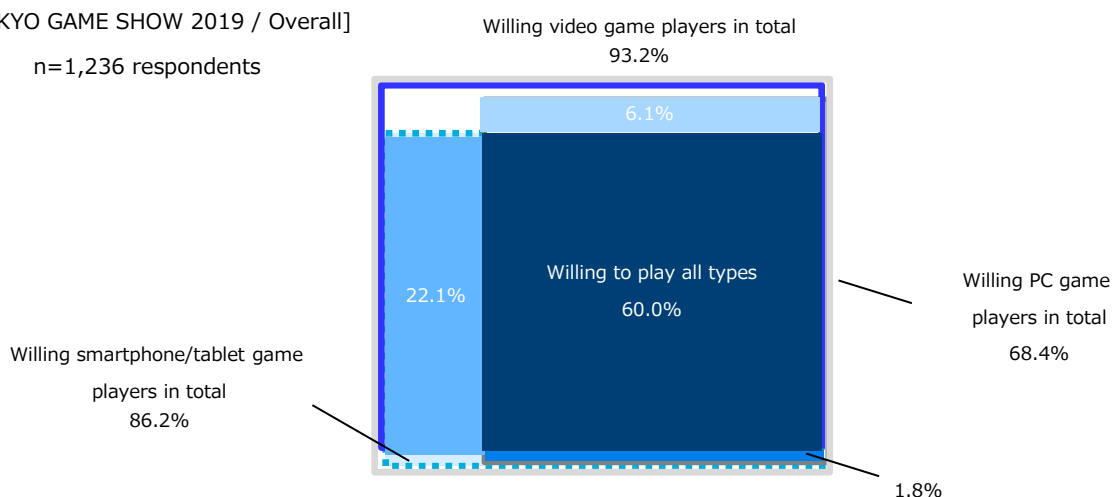
[TOKYO GAME SHOW 2020 ONLINE / Overall]

n=534 respondents



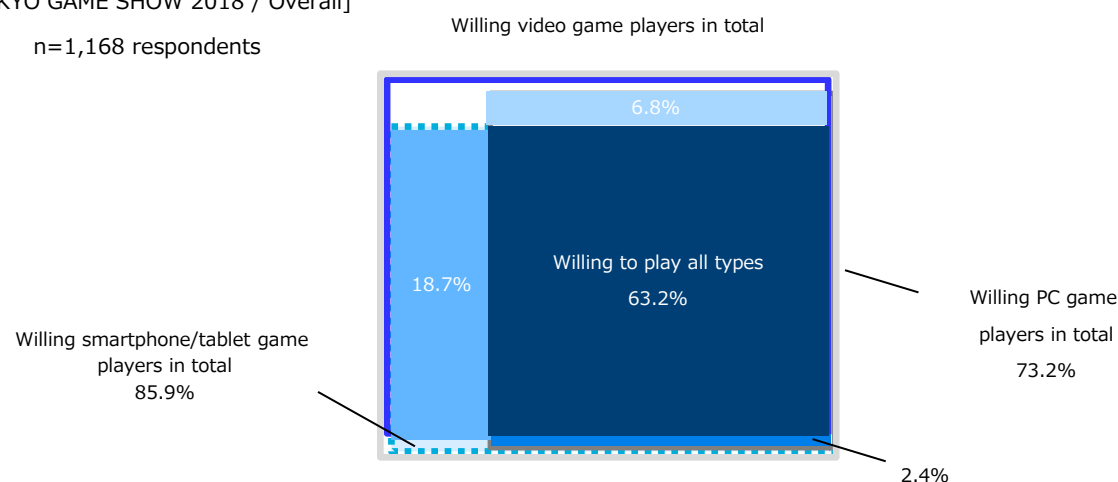
(Reference) [TOKYO GAME SHOW 2019 / Overall]

n=1,236 respondents



[TOKYO GAME SHOW 2018 / Overall]

n=1,168 respondents



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

● 62.2% 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. 19.1% of them would play two types; video games and smartphone/tablet games. 10.1% says video games and PC games. The percentage for "smartphone/tablet games" and "PC games" was 1.5%.

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

[TOKYO GAME SHOW 2020 ONLINE / 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	512	–	84.8	75.4	54.3
Willing players of smartphone/tablet games	446	97.3	–	76.2	54.9
Willing players of PC games	398	97.0	85.4	–	60.1
Willing players of arcade games	287	96.9	85.4	83.3	–

(Reference) [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	–

\*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."

- Regarding platform overlap among players interested in any of the four game types ("video games", "smartphone and tablet games", "PC games" and "arcade games"), around 97% of the respondents indicated that they intend to play "video games".
- In addition, a high rate of the respondents (roughly 85%) interested in any of the four game types indicated an intention to play "smartphone/tablet games".

# The Situation regarding TOKYO GAME SHOW 2020 ONLINE

## 1. Information Sources

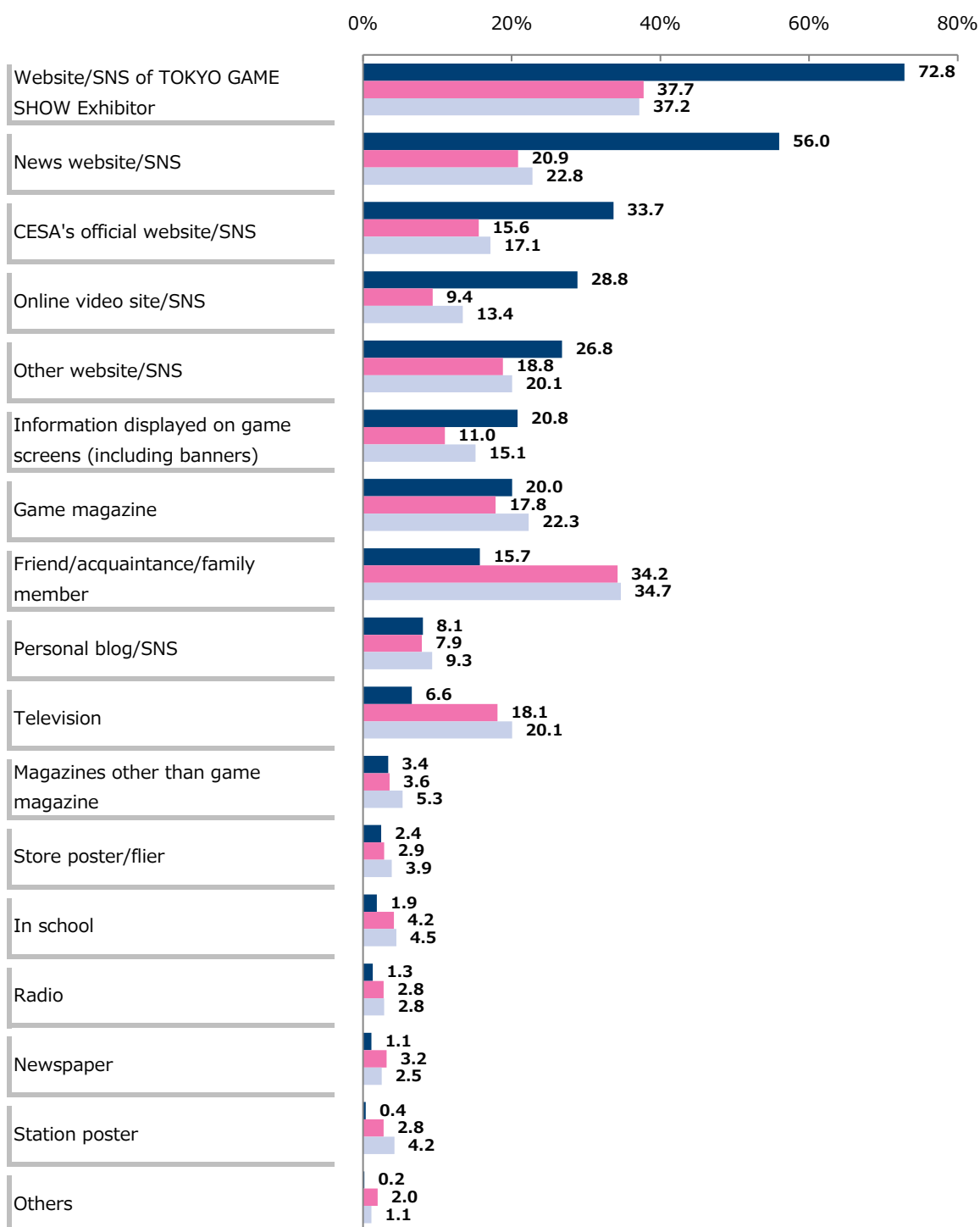
Question

Where did you see or hear about the TOKYO GAME SHOW 2020 ONLINE? Please choose the sources of information you have seen or heard about the TOKYO GAME SHOW 2020 ONLINE. [Multiple answers]

### ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]

(Reference) TOKYO GAME SHOW 2020 ONLINE / Overall (n=534 respondents)  
 TOKYO GAME SHOW 2019 / Overall (n=1,227 respondents)  
 TOKYO GAME SHOW 2018 / Overall (n=1,162 respondents)



## ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

n (number of respondents)	TOKYO GAME SHOW 2020 ONLINE / 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
	534	365	0	2	18	39	43	126	107	30	169	0	0	4	17	35	73	36	4
Website/SNS of TOKYO GAME SHOW Exhibitor	72.8	72.3	0.0	100.0	72.2	64.1	72.1	66.7	80.4	76.7	74.0	0.0	0.0	25.0	52.9	77.1	82.2	66.7	100.0
News website/SNS	56.0	58.6	0.0	100.0	66.7	38.5	53.5	60.3	61.7	66.7	50.3	0.0	0.0	25.0	47.1	37.1	52.1	63.9	50.0
CESA's official website/SNS	33.7	36.7	0.0	0.0	33.3	38.5	34.9	34.9	38.3	43.3	27.2	0.0	0.0	0.0	17.6	20.0	30.1	36.1	25.0
Online video site/SNS	28.8	31.0	0.0	50.0	61.1	20.5	23.3	34.1	27.1	36.7	24.3	0.0	0.0	75.0	29.4	25.7	21.9	22.2	0.0
Other website/SNS	26.8	24.4	0.0	0.0	27.8	12.8	14.0	28.6	26.2	30.0	32.0	0.0	0.0	50.0	23.5	34.3	27.4	38.9	50.0
Information displayed on game screens (including banners)	20.8	20.0	0.0	50.0	22.2	7.7	16.3	23.0	23.4	13.3	22.5	0.0	0.0	25.0	23.5	25.7	26.0	13.9	0.0
Game magazine	20.0	21.1	0.0	50.0	38.9	12.8	20.9	21.4	24.3	6.7	17.8	0.0	0.0	0.0	17.6	20.0	17.8	19.4	0.0
Friend/acquaintance/family member	15.7	11.8	0.0	50.0	16.7	17.9	18.6	10.3	9.3	3.3	24.3	0.0	0.0	0.0	29.4	37.1	21.9	16.7	25.0
Personal blog/SNS	8.1	7.9	0.0	0.0	5.6	7.7	11.6	5.6	9.3	10.0	8.3	0.0	0.0	25.0	5.9	0.0	9.6	13.9	0.0
Television	6.6	5.8	0.0	0.0	0.0	5.1	7.0	4.0	7.5	10.0	8.3	0.0	0.0	0.0	11.8	8.6	5.5	13.9	0.0
Magazines other than game magazine	3.4	4.4	0.0	0.0	5.6	2.6	2.3	4.0	5.6	6.7	1.2	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0
Store poster/flier	2.4	2.7	0.0	0.0	0.0	0.0	4.7	1.6	5.6	0.0	1.8	0.0	0.0	0.0	5.9	2.9	0.0	2.8	0.0
In school	1.9	1.9	0.0	50.0	5.6	5.1	0.0	2.4	0.0	0.0	1.8	0.0	0.0	50.0	0.0	0.0	0.0	2.8	0.0
Radio	1.3	1.4	0.0	0.0	0.0	0.0	0.0	2.4	0.9	3.3	1.2	0.0	0.0	0.0	0.0	0.0	1.4	2.8	0.0
Newspaper	1.1	1.1	0.0	0.0	0.0	0.0	0.0	0.8	0.9	6.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.0
Station poster	0.4	0.3	0.0	0.0	5.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0
Others	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0

\*Darker shading indicates a higher ratio.

- "Website/SNS of TOKYO GAME SHOW Exhibitor" was the most common source of information on TGS 2020 online among respondents, accounting for 72.8% of the total. The second highest was "News website/SNS" at 56.0% followed by "CESA's official website/SNS" at 33.7%. Perhaps because the event was held online, web media ranked high overall.

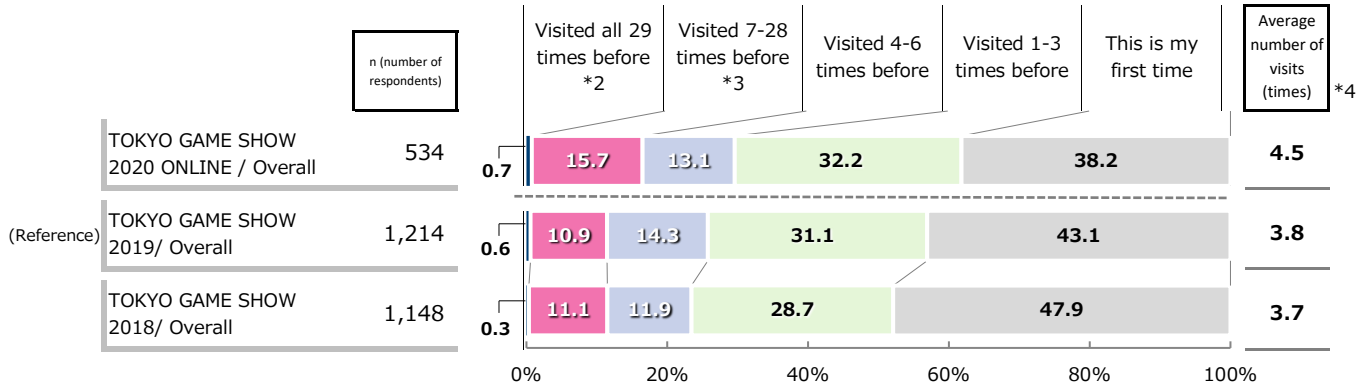
## 2. Number of Visits

### Question

There have been 29 TOKYO GAME SHOWS held at an actual venue: summer '96, spring and fall of each year from '97 to '01, and fall of each year from '02 to '19. Of which, how many shows have you visited? [Single answer]

### Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



### Gender and Age/ GUESS

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

		n (number of respondents)	Visited all 29 times before	Visited 7-28 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 2020 ONLINE / Overall		534	0.7	15.7	13.1	32.2	38.2	4.5
Gender and Age	Male	365	0.8	17.8	12.3	31.8	37.3	4.8
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	2	0.0	0.0	50.0	50.0	0.0	4.0
	15 to 19	18	0.0	0.0	0.0	38.9	61.1	1.7
	20 to 24	39	0.0	0.0	7.7	53.8	38.5	2.4
	25 to 29	43	0.0	11.6	7.0	41.9	39.5	3.5
	30 to 39	126	1.6	19.8	19.0	27.0	32.5	5.4
	40 to 49	107	0.9	28.0	11.2	24.3	35.5	6.3
	50 or older	30	0.0	16.7	6.7	30.0	46.7	3.8
	Female	169	0.6	11.2	14.8	33.1	40.2	4.0
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	0	0.0	0.0	0.0	0.0	0.0	0.0
	15 to 19	4	0.0	0.0	0.0	50.0	50.0	1.8
	20 to 24	17	0.0	0.0	17.6	23.5	58.8	2.2
* 1	25 to 29	35	0.0	11.4	11.4	45.7	31.4	3.8
	30 to 39	73	0.0	11.0	16.4	32.9	39.7	3.4
	40 to 49	36	2.8	16.7	16.7	22.2	41.7	6.1
	50 or older	4	0.0	25.0	0.0	50.0	25.0	7.0
	Heavy gamer	346	0.6	15.9	14.7	35.0	33.8	4.6
	Middle gamer	144	0.7	14.6	13.2	27.1	44.4	4.3
	Light gamer	37	0.0	16.2	0.0	29.7	54.1	3.7
	Casual gamer	4	0.0	25.0	0.0	25.0	50.0	5.0
	Non-gamer	3	33.3	33.3	0.0	0.0	33.3	15.3

\*1 GUESS

\*Darker shading indicates a higher ratio.

\*2 The column heading "Visited all 29 times before" appears in the TOKYO GAME SHOW 2019 Visitors' Survey as "Visited all 28 times before" and TOKYO GAME SHOW 2018 Visitors' Survey as "Visited all 27 times before".

\*3 The column heading "Visited 7-28 times before" appears in the TOKYO GAME SHOW 2019 Visitors' Survey as "Visited 7-27 times before" and TOKYO GAME SHOW 2018 Visitors' Survey as "Visited 7-26 times before".

\*4 The average number of visits includes the 2020 visit.

- As for the number of visits, "This is my first time" was the highest at 38.2%. 61.8% of respondents had visited the venue from "all 29 times" to "1-3 times before". The average number of visits was 4.5.

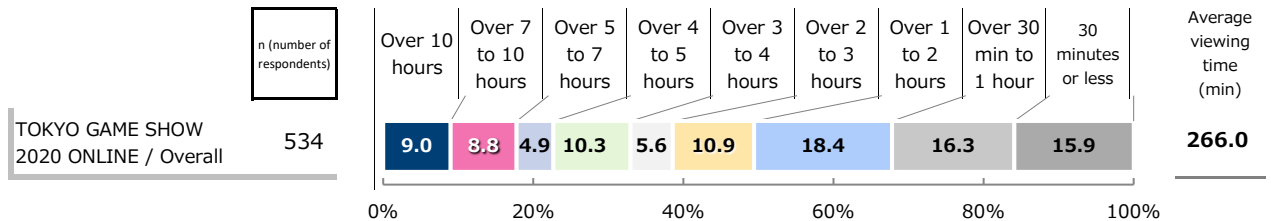
### 3. Viewing Time

#### Question

In total, about how many minutes did you spend viewing this year's TOKYO GAME SHOW 2020 ONLINE website and shows? [Numeric answer]

#### Overall

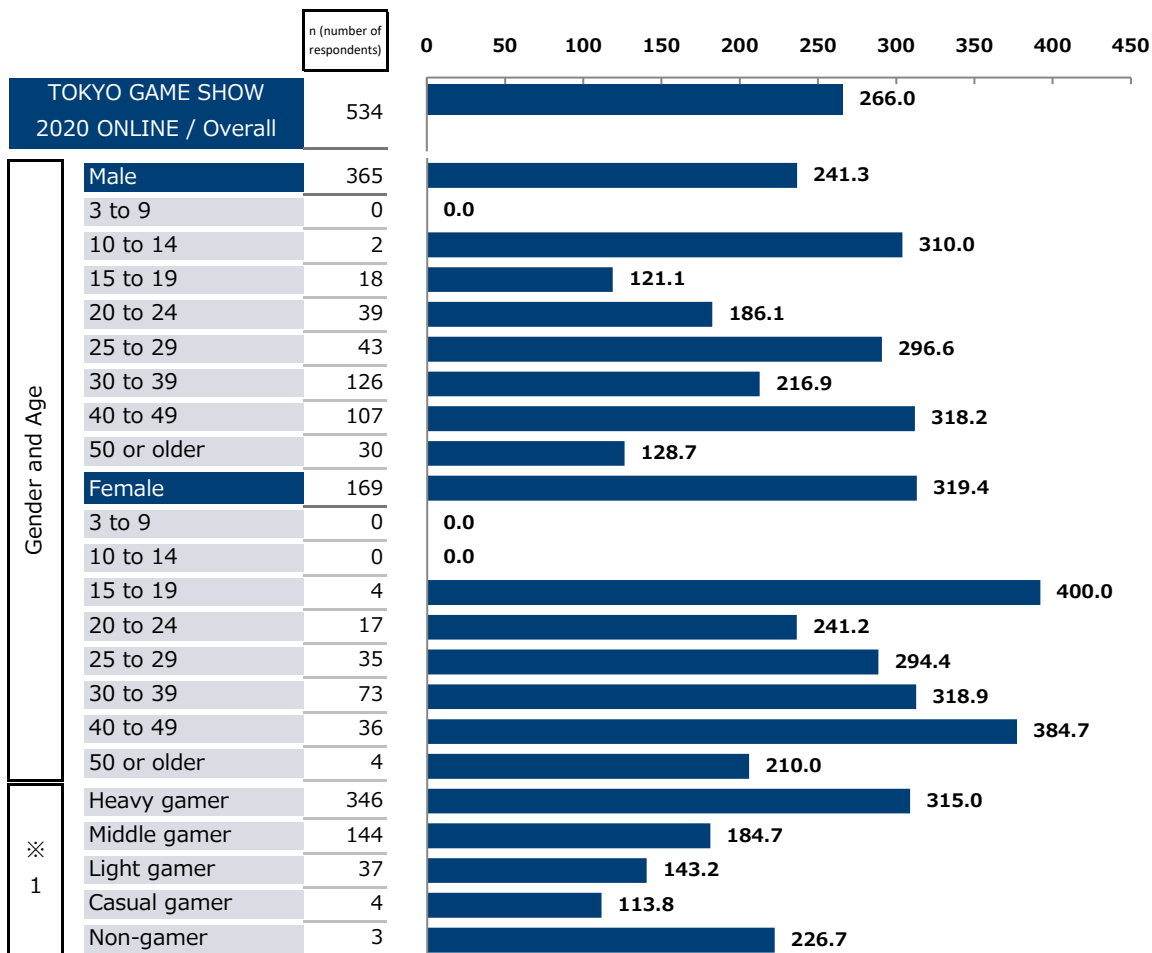
[TOKYO GAME SHOW / Overall]



#### Average viewing time by gender and age/ GUESS

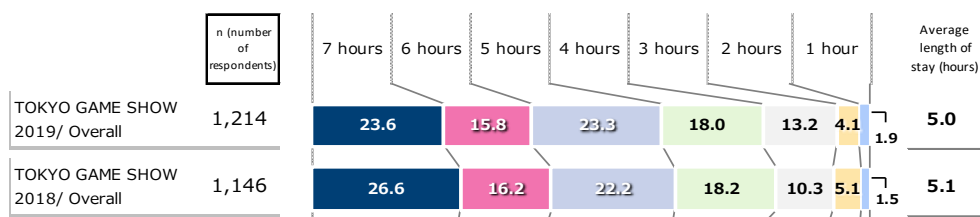
[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: minutes)



\*1 GUESS

(Reference)Average length of stay



- The majority of respondents spent two hours or less for viewing, with 15.9% answering "30 minutes or less", followed by "Over 30 min to 1 hour" at 16.3%, and "Over 1 to 2 hours" at 18.4%. The average viewing time was 266 minutes.



## 4. Favorite Developer/Publisher



### Question

Of the game developers featured in this year's TOKYO GAME SHOW 2020 ONLINE, which one did you think was the best? [Open-ended answer] \*1

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(n=534)

Rank	Names of Company *2	Number of persons *3
1	CAPCOM	131
2	SQUARE ENIX	119
3	SEGA / ATRUS *4	76
4	KOEI TECMO GAMES	62
5	KONAMI	20
6	BANDAI NAMCO Entertainment	16
7	Spike Chunsoft	13
8	Sony Interactive Entertainment	12
9	Microsoft Japan	10
10	D3PUBLISHER	9
11	miHoYo	8
12	LEVEL-5	4
13	KLab	3
	Nippon Ichi Software	3
15	Cygames	2
	DMM GAMES	2
	GungHo Online Entertainment	2
	Happinet	2

(Reference)

TOKYO GAME SHOW 2019/ Overall (n=1,173 respondents)		TOKYO GAME SHOW 2018/ Overall (n=1,034 respondents)	
Number of persons	Rank	Number of persons	Rank
176	(3)	161	(2)
208	(2)	162	(1)
239	(1)	-	-
30	(7)	21	(13)
68	(6)	67	(6)
100	(4)	90	(5)
-	-	-	-
98	(5)	110	(4)
-	-	-	-
-	-	8	(17)
6	(15)	-	-
3	(22)	27	(9)
-	-	22	(10)
-	-	-	-
-	-	-	-
7	(14)	28	(8)
10	(11)	6	(19)
2	(28)	-	-

※1 Until 2019 survey, this question was asked as "Out of the developers/publishers that have exhibited, which booth did you like the best?".

\*2 When a product name is given instead of a company name, it is counted as an answer for the corresponding company.

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

\*3 Companies are listed if 2 or more people indicate them as their favorite.

\*4 The figures of "SEGA / Atlas" in 2018 is 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 2020 ONLINE / Overall]

(Unit: person)

	1st Place	2nd Place	3rd Place	4th Place	5th Place
TOKYO GAME SHOW 2020 ONLINE/Overall	CAPCOM	SQUARE ENIX	SEGA / ATRUS	KOEI TECMO GAMES	KONAMI
(n=534)	131	119	76	62	20
Male	CAPCOM	SQUARE ENIX	SEGA / ATRUS	KOEI TECMO GAMES	*1
365	86	73	53	41	15
3 to 9					
0					
10 to 14	KOEI TECMO GAMES	KONAMI			
2	1				
15 to 19	CAPCOM	SEGA / ATRUS	BANDAI NAMCO Entertainment	Microsoft Japan	*2
18	3		2		1
20 to 24	CAPCOM	SQUARE ENIX	KOEI TECMO GAMES	SEGA / ATRUS	miHoYo
39	9	8	5	4	3
25 to 29	CAPCOM	SQUARE ENIX	KOEI TECMO GAMES	*3	
43	15	9	7	2	
30 to 39	CAPCOM	SQUARE ENIX	KOEI TECMO GAMES	SEGA / ATRUS	KONAMI
126	33	24	18	15	6
40 to 49	SQUARE ENIX	SEGA / ATRUS	CAPCOM	KOEI TECMO GAMES	BANDAI NAMCO Entertainment
107	24		23	8	6
50 or older	SQUARE ENIX	SEGA / ATRUS	CAPCOM	Sony Interactive Entertainment	*4
30	7	5	3	2	1
Female	SQUARE ENIX	CAPCOM	SEGA / ATRUS	KOEI TECMO GAMES	*5
169	46	45	23	21	5
3 to 9					
0					
10 to 14					
0					
15 to 19	CAPCOM	SEGA / ATRUS	miHoYo	LEVEL-5	
4	1				
20 to 24	SQUARE ENIX	KOEI TECMO GAMES	CAPCOM	SEGA / ATRUS	
17	5	4	3	2	
25 to 29	CAPCOM	SQUARE ENIX	SEGA / ATRUS	KOEI TECMO GAMES	Spike Chunsoft
35	12	8	5	3	
30 to 39	SQUARE ENIX	CAPCOM	SEGA / ATRUS	KOEI TECMO GAMES	*6
73	22	19	10	8	2
40 to 49	CAPCOM	SQUARE ENIX	KOEI TECMO GAMES	SEGA / ATRUS	*7
36	9		6	4	2
50 or older	SQUARE ENIX	CAPCOM	SEGA / ATRUS		
4	2	1			

\*1 KONAMI and Bandai Namco Entertainment tied for 5th place.

\*2 SQUARE ENIX, KOEI TECMO GAMES, KONAMI, Spike Chunsoft and Klab tied for 5th place.

\*3 SEGA / ATRUS, BANDAI NAMCO Entertainment and KONAMI tied for 4th place.

\*4 KOEI TECMO GAMES, BANDAI NAMCO Entertainment, Microsoft Japan, D3PUBLISHER, miHoYo, LEVEL-5 and GungHo Online Entertainment tied for 5th place.

\*5 KONAMI and Spike Chunsoft tied for 5th place.

\*6 KONAMI and D3PUBLISHER tied for 5th place.

\*7 KONAMI and Sony Interactive Entertainment tied for 5th place.

### ●The best developer/publisher is:

1st place: "CAPCOM" (131 respondents/3rd place last year), 2nd place: "SQUARE ENIX" (119 respondents/2nd place last year), 3rd place: "SEGA / ATRUS" (76 respondents/1st place last time), 4th place: "KOEI TECMO GAMES" (62 respondents/7th place last year), 5th place: "KONAMI" (20 respondents/6th place last time).



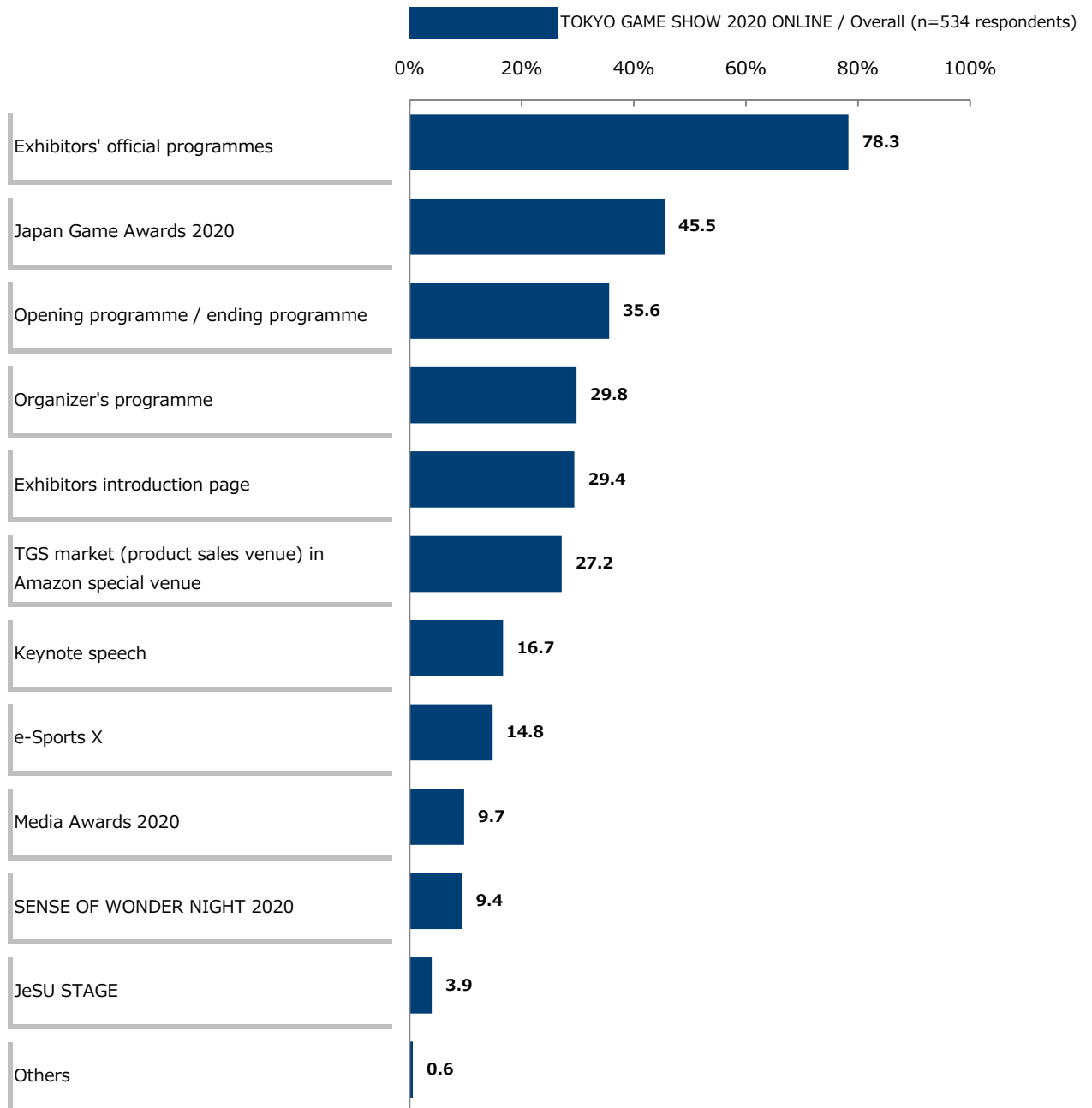
## 5. Content Viewed

### Question

TOKYO GAME SHOW 2020 ONLINE can be roughly divided into the following categories. Please select all that you actually viewed. [Multiple answers]

### ■ Overall

[TOKYO GAME SHOW 2020 ONLINE / Overall]



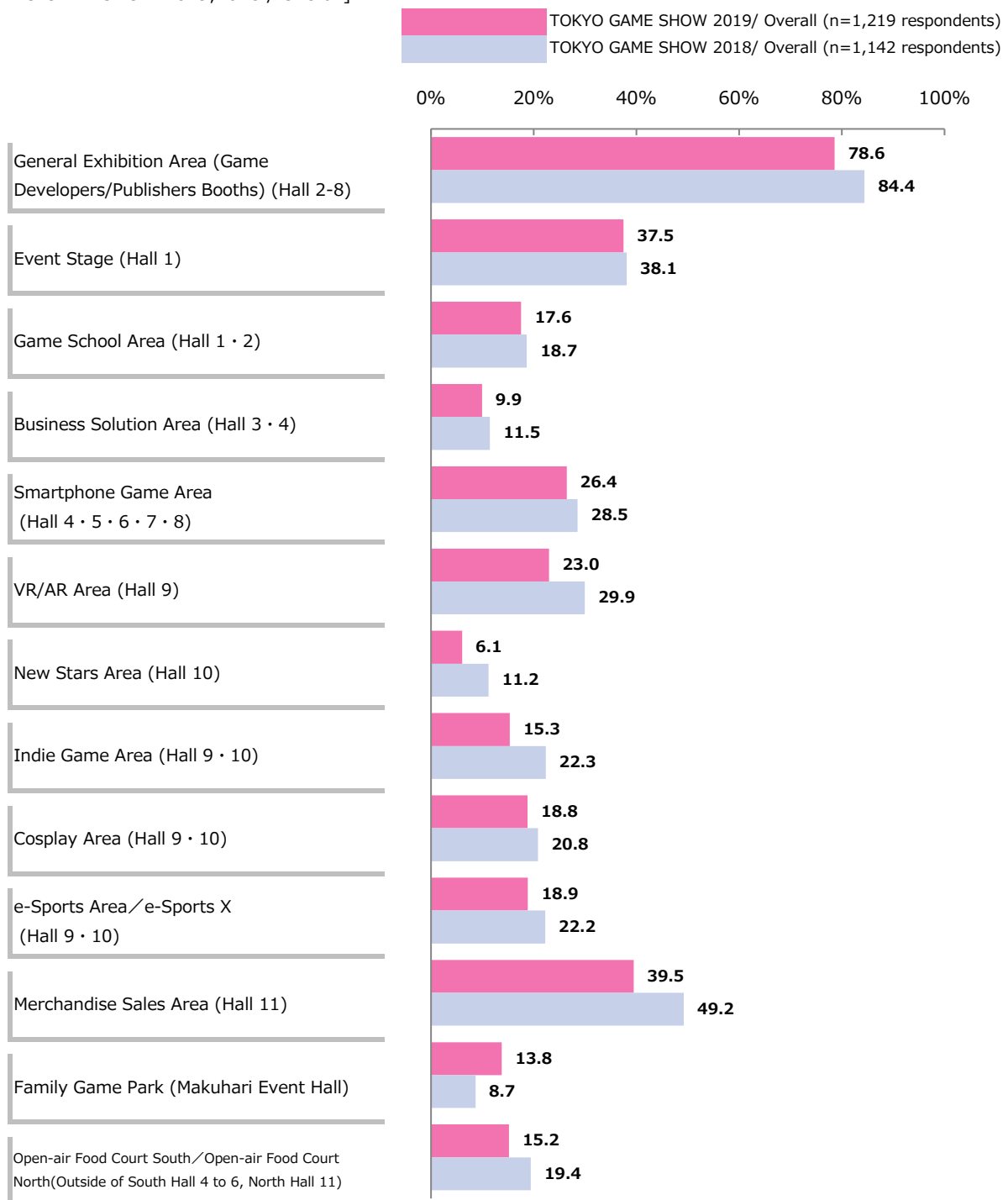
(Reference)

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]

[TOKYO GAME SHOW 2019,2018 / Overall]



## ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

	TOKYO GAME SHOW 2020 ONLINE / 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)	534	365	0	2	18	39	43	126	107	30	169	0	0	4	17	35	73	36	4
Exhibitors' official programmes	78.3	77.0	0.0	100.0	66.7	66.7	81.4	81.7	77.6	66.7	81.1	0.0	0.0	100.0	76.5	77.1	79.5	86.1	100.0
Japan Game Awards 2020	45.5	42.7	0.0	50.0	61.1	46.2	53.5	42.1	38.3	30.0	51.5	0.0	0.0	25.0	52.9	51.4	54.8	44.4	75.0
Opening programme / ending programme	35.6	36.7	0.0	100.0	38.9	30.8	37.2	38.1	37.4	30.0	33.1	0.0	0.0	25.0	23.5	31.4	34.2	36.1	50.0
Organizer's programme	29.8	30.7	0.0	50.0	22.2	25.6	25.6	27.8	39.3	30.0	27.8	0.0	0.0	25.0	5.9	31.4	27.4	36.1	25.0
Exhibitors introduction page	29.4	28.2	0.0	100.0	16.7	10.3	30.2	31.7	31.8	23.3	32.0	0.0	0.0	0.0	17.6	34.3	37.0	33.3	0.0
TGS market (product sales venue) in Amazon special venue	27.2	23.3	0.0	100.0	33.3	15.4	32.6	21.4	21.5	23.3	35.5	0.0	0.0	25.0	17.6	34.3	39.7	38.9	25.0
Keynote speech	16.7	18.1	0.0	0.0	16.7	5.1	23.3	14.3	24.3	23.3	13.6	0.0	0.0	25.0	11.8	14.3	9.6	22.2	0.0
e-Sports X	14.8	15.6	0.0	100.0	27.8	15.4	16.3	11.9	18.7	6.7	13.0	0.0	0.0	50.0	11.8	5.7	15.1	13.9	0.0
Media Awards 2020	9.7	8.5	0.0	50.0	11.1	12.8	7.0	7.9	9.3	0.0	12.4	0.0	0.0	25.0	5.9	11.4	12.3	16.7	0.0
SENSE OF WONDER NIGHT 2020	9.4	8.2	0.0	50.0	0.0	7.7	11.6	4.8	11.2	10.0	11.8	0.0	0.0	25.0	5.9	14.3	8.2	19.4	0.0
JeSU STAGE	3.9	4.1	0.0	50.0	0.0	5.1	2.3	4.0	4.7	3.3	3.6	0.0	0.0	25.0	0.0	0.0	5.5	2.8	0.0
Others	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.6	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0

\*Darker shading indicates a higher ratio.

- As for the browsed content, "Exhibitors' Official Programs" was viewed most by respondents with particularly high ratio at 78.3%, followed by "Japan Game Awards 2020" (45.5%), "Opening/ending programme" (35.6%), "Organizer's programme" (29.8%), "Exhibitor introduction page" (29.4%), and "TGS market (product sales venue) in Amazon special venue" (27.2%).

## 6. Degree of Satisfaction

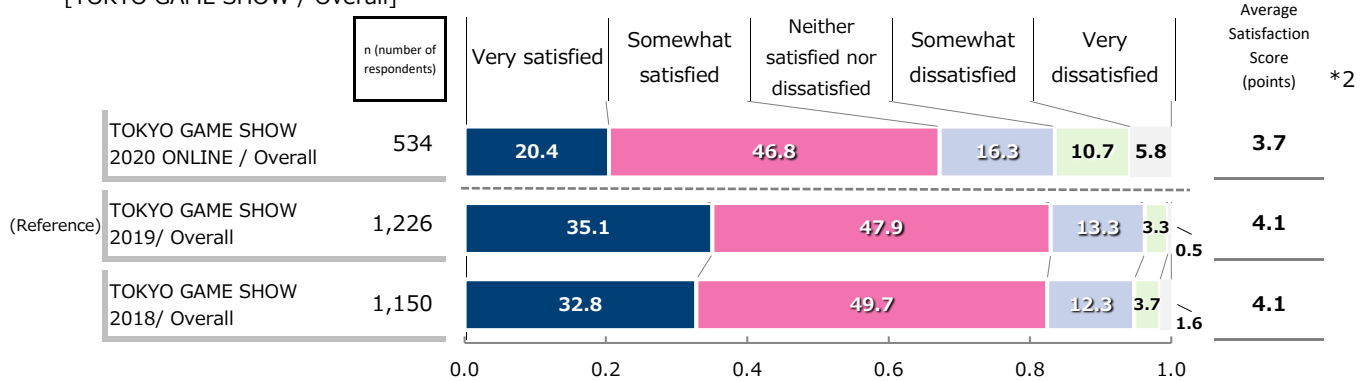
Question

To what extent are you satisfied with the content of the TOKYO GAME SHOW 2020 ONLINE?

[Single answer]

### Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



### Gender and Age/ GUESS

[TOKYO GAME SHOW 2020 ONLINE / 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 2020 ONLINE / Overall			534	20.4	46.8	16.3	10.7	5.8	3.7
Gender and Age	Male	365	16.4	44.9	17.5	13.2	7.9	3.5	
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0	
	10 to 14	2	50.0	0.0	50.0	0.0	0.0	4.0	
	15 to 19	18	33.3	50.0	0.0	16.7	0.0	4.0	
	20 to 24	39	20.5	46.2	7.7	23.1	2.6	3.6	
	25 to 29	43	20.9	46.5	11.6	14.0	7.0	3.6	
	30 to 39	126	16.7	41.3	19.0	13.5	9.5	3.4	
	40 to 49	107	13.1	47.7	21.5	8.4	9.3	3.5	
	50 or older	30	3.3	46.7	26.7	13.3	10.0	3.2	
	Female	169	29.0	50.9	13.6	5.3	1.2	4.0	
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0	
	10 to 14	0	0.0	0.0	0.0	0.0	0.0	0.0	
	15 to 19	4	50.0	50.0	0.0	0.0	0.0	4.5	
	20 to 24	17	35.3	47.1	5.9	11.8	0.0	4.1	
	25 to 29	35	31.4	34.3	20.0	8.6	5.7	3.8	
	30 to 39	73	30.1	56.2	11.0	2.7	0.0	4.1	
	40 to 49	36	22.2	55.6	16.7	5.6	0.0	3.9	
	50 or older	4	0.0	75.0	25.0	0.0	0.0	3.8	
*	Heavy gamer	346	23.4	47.1	12.7	11.3	5.5	3.7	
	Middle gamer	144	16.0	46.5	22.2	9.7	5.6	3.6	
	Light gamer	37	10.8	43.2	27.0	10.8	8.1	3.4	
	Casual gamer	4	0.0	100.0	0.0	0.0	0.0	4.0	
	Non-gamer	3	33.3	0.0	33.3	0.0	33.3	3.0	

\*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 viewing

[TOKYO GAME SHOW 2020 ONLINE / 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 2020 ONLINE / Overall		534	20.4	46.8	16.3	10.7	5.8	3.7
Number of Visits	Visited 7 times or more	88	15.9	30.7	22.7	13.6	17.0	3.1
	Visited 4-6 times	70	15.7	50.0	20.0	4.3	10.0	3.6
	Visited 1-3 times	172	20.9	50.0	15.7	11.0	2.3	3.8
	First visit	204	23.5	50.0	12.7	11.3	2.5	3.8
Length of Viewing	Over 7 hours	95	32.6	50.5	7.4	9.5	0.0	4.1
	Over 4 to 7 hours	81	34.6	37.0	13.6	11.1	3.7	3.9
	Over 2 to 4 hours	88	21.6	60.2	8.0	6.8	3.4	3.9
	Over 1 to 2 hours	98	13.3	50.0	19.4	10.2	7.1	3.5
	1 hour or less	172	10.5	40.7	25.0	13.4	10.5	3.3

\*Darker shading indicates a higher ratio.

## ■ Levels of Satisfaction by Content Viewed

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

								Average Satisfaction Score (points)	
			Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied		
			n (number of respondents)						
TOKYO GAME SHOW 2020 ONLINE / Overall			534	20.4	46.8	16.3	10.7	5.8	3.7
Content Viewed *1	Exhibitors' official programmes	418	22.0	49.3	15.1	9.3	4.3	3.8	
	Japan Game Awards 2020	243	30.5	46.9	10.3	8.6	3.7	3.9	
	Opening programme / ending programme	190	30.0	47.4	10.0	11.6	1.1	3.9	
	Organizer's programme	159	27.7	49.7	12.6	6.9	3.1	3.9	
	Exhibitors introduction page	157	24.8	42.7	20.4	8.3	3.8	3.8	
	TGS market (product sales venue) in Amazon special venue	145	23.4	44.8	16.6	11.7	3.4	3.7	
	Keynote speech	89	28.1	50.6	6.7	12.4	2.2	3.9	
	e-Sports X	79	27.8	48.1	11.4	11.4	1.3	3.9	
	Media Awards 2020	52	42.3	46.2	7.7	1.9	1.9	4.3	
	SENSE OF WONDER NIGHT 2020	50	28.0	54.0	6.0	12.0	0.0	4.0	
	JeSU STAGE	21	33.3	33.3	14.3	19.0	0.0	3.8	
	Others	3	33.3	0.0	0.0	0.0	66.7	2.3	

\*1 Please take the values as reference due to its multiple answer question.

\*Darker shading indicates a higher ratio.

- The percentage of respondents who were "very satisfied" and "somewhat satisfied" was 20.4% and 46.8%, respectively, which together accounts for 67.2% of the total.
- In terms of frequency of visits, less frequent visits tended to result in higher levels of satisfaction. 23.5% of visitors who visited for the first time this year were "very satisfied" and 50.0% "somewhat satisfied", for a total of 73.5%.
- By length of viewing, the longer their viewing, the higher their satisfaction.

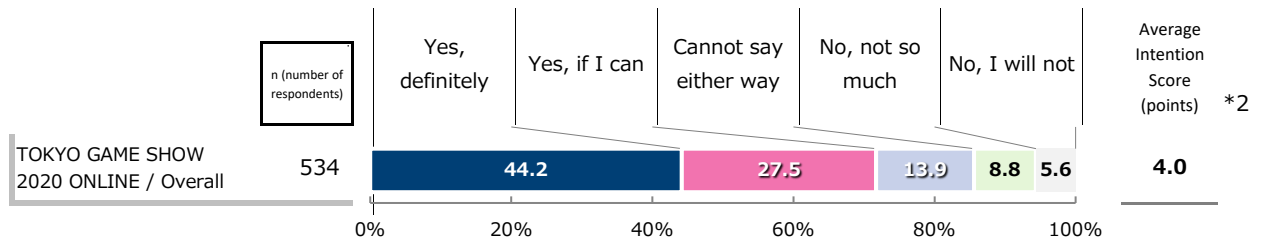
## 7-1. Intention to Visit Again (if held at venue)

### Question

If the next TOKYO GAME SHOW were to be held at Makuhari Messe in Chiba Prefecture, as it had been until last year, would you like to visit the venue? [Single answer]

### Overall

[TOKYO GAME SHOW 2020 ONLINE / Overall]



### Gender and Age/ GUESS

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

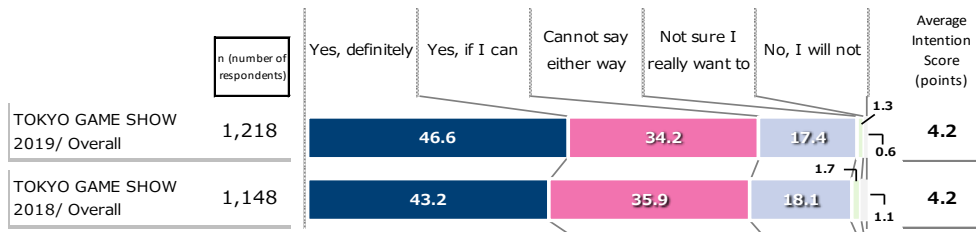
		n (number of respondents)	Yes, definitely	Yes, if I can	Cannot say either way	No, not so much	No, I will not	Average Intention Score (points)
TOKYO GAME SHOW 2020 ONLINE / Overall		534	44.2	27.5	13.9	8.8	5.6	4.0
Gender and Age	Male	365	42.5	27.7	14.2	9.0	6.6	3.9
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	2	100.0	0.0	0.0	0.0	0.0	5.0
	15 to 19	18	50.0	16.7	33.3	0.0	0.0	4.2
	20 to 24	39	59.0	23.1	10.3	5.1	2.6	4.3
	25 to 29	43	51.2	34.9	7.0	2.3	4.7	4.3
	30 to 39	126	42.9	28.6	10.3	11.9	6.3	3.9
	40 to 49	107	35.5	28.0	17.8	9.3	9.3	3.7
	50 or older	30	23.3	26.7	23.3	16.7	10.0	3.4
	Female	169	47.9	27.2	13.0	8.3	3.6	4.1
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	0	0.0	0.0	0.0	0.0	0.0	0.0
	15 to 19	4	75.0	25.0	0.0	0.0	0.0	4.8
	20 to 24	17	41.2	41.2	0.0	11.8	5.9	4.0
* 1	Heavy gamer	346	49.4	26.9	11.6	7.2	4.9	4.1
	Middle gamer	144	35.4	33.3	13.9	10.4	6.9	3.8
	Light gamer	37	29.7	13.5	35.1	13.5	8.1	3.4
	Casual gamer	4	25.0	0.0	25.0	50.0	0.0	3.0
	Non-gamer	3	66.7	33.3	0.0	0.0	0.0	4.7

\*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 "No, not so much," and 1 point to "No, I will not."

(Reference)



■ **Intention to Visit the Next TOKYO GAME SHOW by Number of Visits, Length of Viewing and Degree of Satisfaction regarding Visit (if held at venue)**

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

								Average Intention Score (points)
			Yes, definitely	Yes, if I can	Cannot say either way	No, not so much	No, I will not	
		n (number of respondents)						
TOKYO GAME SHOW 2020 ONLINE / Overall		534	44.2	27.5	13.9	8.8	5.6	4.0
Number of Visits	Visited 7 times or more	88	80.7	11.4	5.7	0.0	2.3	4.7
	Visited 4-6 times	70	65.7	24.3	5.7	4.3	0.0	4.5
	Visited 1-3 times	172	48.8	29.1	12.2	9.3	0.6	4.2
	First visit	204	17.2	34.3	21.6	13.7	13.2	3.3
Length of Viewing	Over 7 hours	95	55.8	21.1	12.6	8.4	2.1	4.2
	Over 4 to 7 hours	81	48.1	22.2	12.3	9.9	7.4	3.9
	Over 2 to 4 hours	88	45.5	28.4	10.2	8.0	8.0	4.0
	Over 1 to 2 hours	98	45.9	24.5	15.3	9.2	5.1	4.0
	1 hour or less	172	34.3	34.9	16.3	8.7	5.8	3.8
Degree of Satisfaction regarding Visit	Very satisfied	109	50.5	26.6	9.2	4.6	9.2	4.0
	Somewhat satisfied	250	39.6	29.6	16.8	9.6	4.4	3.9
	Neither satisfied nor dissatisfied	87	44.8	26.4	16.1	10.3	2.3	4.0
	Somewhat dissatisfied	57	47.4	22.8	8.8	14.0	7.0	3.9
	Very dissatisfied	31	51.6	25.8	9.7	3.2	9.7	4.1

\*Darker shading indicates a higher ratio.

## ■ Intention to Visit the Next TOKYO GAME SHOW by Content Viewed (if held at venue)

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

		n (number of respondents)	Yes, definitely	Yes, if I can	Cannot say either way	No, not so much	No, I will not	Average Intention Score (points)
TOKYO GAME SHOW 2020 ONLINE / Overall		534	44.2	27.5	13.9	8.8	5.6	4.0
Content Viewed *1	Exhibitors' official programmes	418	44.5	28.7	13.9	8.9	4.1	4.0
	Japan Game Awards 2020	243	46.5	28.8	11.9	8.2	4.5	4.0
	Opening programme / ending programme	190	53.7	22.6	11.6	7.9	4.2	4.1
	Organizer's programme	159	49.7	24.5	14.5	6.9	4.4	4.1
	Exhibitors introduction page	157	49.7	24.2	12.1	8.3	5.7	4.0
	TGS market (product sales venue) in Amazon special venue	145	54.5	25.5	9.7	6.2	4.1	4.2
	Keynote speech	89	47.2	25.8	10.1	11.2	5.6	4.0
	e-Sports X	79	46.8	27.8	8.9	10.1	6.3	4.0
	Media Awards 2020	52	46.2	28.8	11.5	7.7	5.8	4.0
	SENSE OF WONDER NIGHT 2020	50	52.0	28.0	6.0	10.0	4.0	4.1
	JeSU STAGE	21	47.6	14.3	23.8	4.8	9.5	3.9
	Others	3	66.7	33.3	0.0	0.0	0.0	4.7

\*1 Please take the values as reference due to its multiple answer question.

\*Darker shading indicates a higher ratio.

- For their intention to return next time, 44.2% of respondents answered "yes, definitely" and 27.5% answered "yes, if I can", for a total of 71.7%.
- In terms of the number of visits, the more often their visit, the more likely they intended to visit again.  
Among those who have visited more than seven times in the past, a particularly high percentage of 80.7% answered "yes, definitely".
- By length of viewing, the longer their viewing, the greater their intention to visit again.
- There was no noticeable tendency in terms of visitor satisfaction.

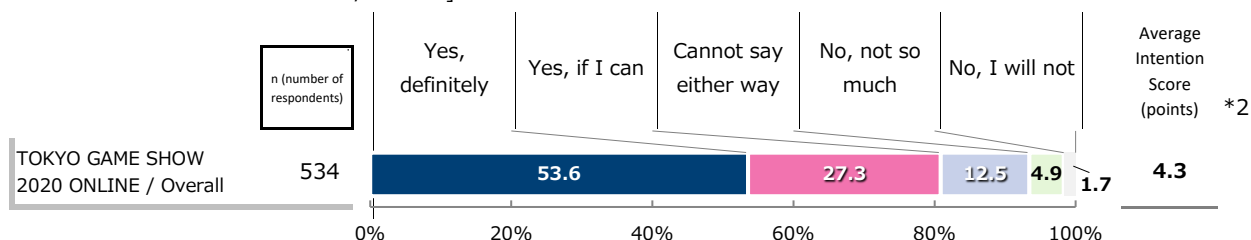
## 7-2. Intention to Visit Again (if held online)

Question

If the next TOKYO GAME SHOW were held online like this year, would you like to visit the website? [Single answer]

### Overall

[TOKYO GAME SHOW 2020 ONLINE / Overall]



### Gender and Age/ GUESS

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

		n (number of respondents)	Yes, definitely	Yes, if I can	Cannot say either way	No, not so much	No, I will not	Average Intention Score (points)
TOKYO GAME SHOW 2020 ONLINE / Overall		534	53.6	27.3	12.5	4.9	1.7	4.3
Gender and Age	Male	365	47.9	28.8	14.8	6.0	2.5	4.1
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	2	50.0	0.0	50.0	0.0	0.0	4.0
	15 to 19	18	44.4	38.9	11.1	5.6	0.0	4.2
	20 to 24	39	46.2	25.6	12.8	12.8	2.6	4.0
	25 to 29	43	39.5	32.6	20.9	7.0	0.0	4.0
	30 to 39	126	55.6	24.6	11.1	5.6	3.2	4.2
	40 to 49	107	47.7	30.8	15.9	2.8	2.8	4.2
	50 or older	30	33.3	33.3	20.0	10.0	3.3	3.8
	Female	169	65.7	24.3	7.7	2.4	0.0	4.5
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	0	0.0	0.0	0.0	0.0	0.0	0.0
	15 to 19	4	100.0	0.0	0.0	0.0	0.0	5.0
	20 to 24	17	70.6	29.4	0.0	0.0	0.0	4.7
	25 to 29	35	51.4	17.1	20.0	11.4	0.0	4.1
* 1	Heavy gamer	346	58.1	24.6	10.4	4.9	2.0	4.3
	Middle gamer	144	46.5	34.7	13.9	4.2	0.7	4.2
	Light gamer	37	37.8	24.3	29.7	8.1	0.0	3.9
	Casual gamer	4	50.0	50.0	0.0	0.0	0.0	4.5
	Non-gamer	3	66.7	0.0	0.0	0.0	33.3	3.7

\*1 GUESS

\*Darker shading indicates a higher ratio.

\*2 Average 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 "No, not so much," and 1 point to "No, I will not."

■ **Intention to Visit the Next TOKYO GAME SHOW by Number of Visits, Length of Viewing and Degree of Satisfaction regarding Visit (if held online)**

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

			Yes, definitely	Yes, if I can	Cannot say either way	No, not so much	No, I will not	Average Intention Score (points)
		n (number of respondents)						
TOKYO GAME SHOW 2020 ONLINE / Overall		534	53.6	27.3	12.5	4.9	1.7	4.3
Number of Visits	Visited 7 times or more	88	47.7	20.5	20.5	4.5	6.8	4.0
	Visited 4-6 times	70	50.0	30.0	14.3	2.9	2.9	4.2
	Visited 1-3 times	172	48.3	27.9	16.3	7.6	0.0	4.2
	First visit	204	61.8	28.9	5.4	3.4	0.5	4.5
Length of Viewing	Over 7 hours	95	81.1	12.6	3.2	3.2	0.0	4.7
	Over 4 to 7 hours	81	66.7	25.9	6.2	0.0	1.2	4.6
	Over 2 to 4 hours	88	62.5	25.0	9.1	3.4	0.0	4.5
	Over 1 to 2 hours	98	40.8	36.7	14.3	7.1	1.0	4.1
	1 hour or less	172	34.9	32.0	21.5	7.6	4.1	3.9
Degree of Satisfaction regarding Visit	Very satisfied	109	92.7	4.6	2.8	0.0	0.0	4.9
	Somewhat satisfied	250	60.8	33.2	5.2	0.8	0.0	4.5
	Neither satisfied nor dissatisfied	87	20.7	44.8	27.6	5.7	1.1	3.8
	Somewhat dissatisfied	57	17.5	28.1	28.1	26.3	0.0	3.4
	Very dissatisfied	31	16.1	9.7	35.5	12.9	25.8	2.8

\*Darker shading indicates a higher ratio.

## ■ Intention to Visit the Next TOKYO GAME SHOW by Content Viewed (if held online)

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

								Average Intention Score (points)
			Yes, definitely	Yes, if I can	Cannot say either way	No, not so much	No, I will not	
		n (number of respondents)						
TOKYO GAME SHOW 2020 ONLINE / Overall		534	53.6	27.3	12.5	4.9	1.7	4.3
Content Viewed *1	Exhibitors' official programmes	418	56.7	27.0	11.7	3.3	1.2	4.3
	Japan Game Awards 2020	243	63.0	23.0	10.3	2.9	0.8	4.4
	Opening programme / ending programme	190	68.4	22.1	5.8	3.7	0.0	4.6
	Organizer's programme	159	65.4	23.9	6.3	3.8	0.6	4.5
	Exhibitors introduction page	157	61.1	23.6	11.5	3.2	0.6	4.4
	TGS market (product sales venue) in Amazon special venue	145	59.3	26.2	11.0	2.8	0.7	4.4
	Keynote speech	89	71.9	19.1	5.6	3.4	0.0	4.6
	e-Sports X	79	62.0	21.5	13.9	2.5	0.0	4.4
	Media Awards 2020	52	82.7	13.5	1.9	1.9	0.0	4.8
	SENSE OF WONDER NIGHT 2020	50	68.0	22.0	4.0	6.0	0.0	4.5
	JeSU STAGE	21	52.4	42.9	0.0	4.8	0.0	4.4
	Others	3	33.3	0.0	0.0	0.0	66.7	2.3

\*1Please take the values as reference due to its multiple answer question.

\*Darker shading indicates a higher ratio.

- When asked if they would visit again if the next show is also held online, 53.6% of the respondents said "yes, definitely", and 27.3% said "yes, if I can", for a total of 80.9%.  
This was 9.2 points higher than when held at a the venue.
- By frequency of visits, the less often the visit, the more likely the respondent is likely to visit again, with 61.8% of those who visited for the first time this year agreed that they would definitely visit again.
- By length of viewing, the longer their stay, the greater their intention to visit again.
- In terms of visitor satisfaction, the more satisfied visitors were with their visit this time, the stronger they intended to visit again.

# Game-related Issues



## 1. Online or In-Venue Events Visited in the Past

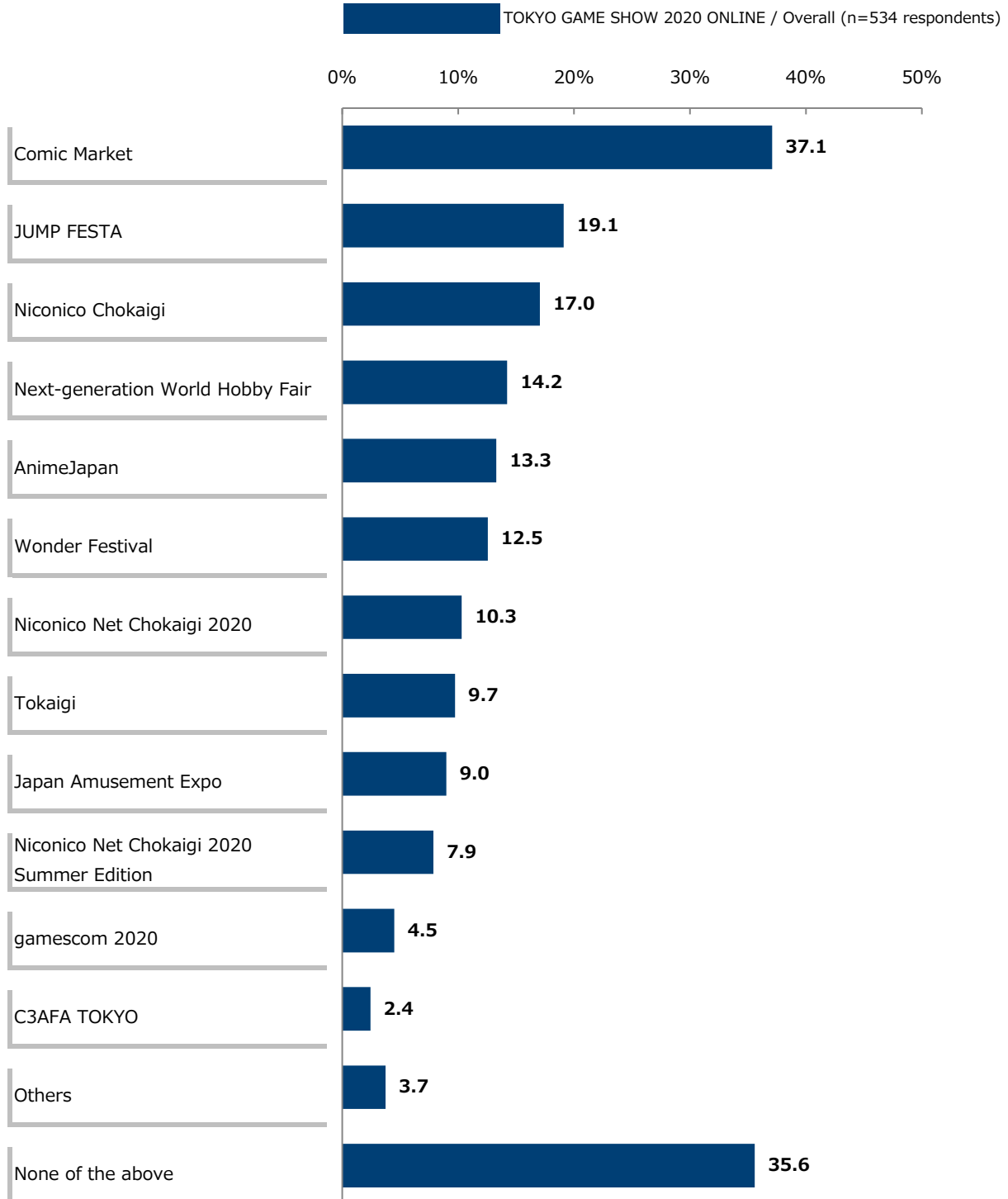


Question

Other than the TOKYO GAME SHOW, please list all of the venue events and online event venues you have ever visited. [Multiple answers]

### ■ Overall

[TOKYO GAME SHOW 2020 ONLINE / Overall]

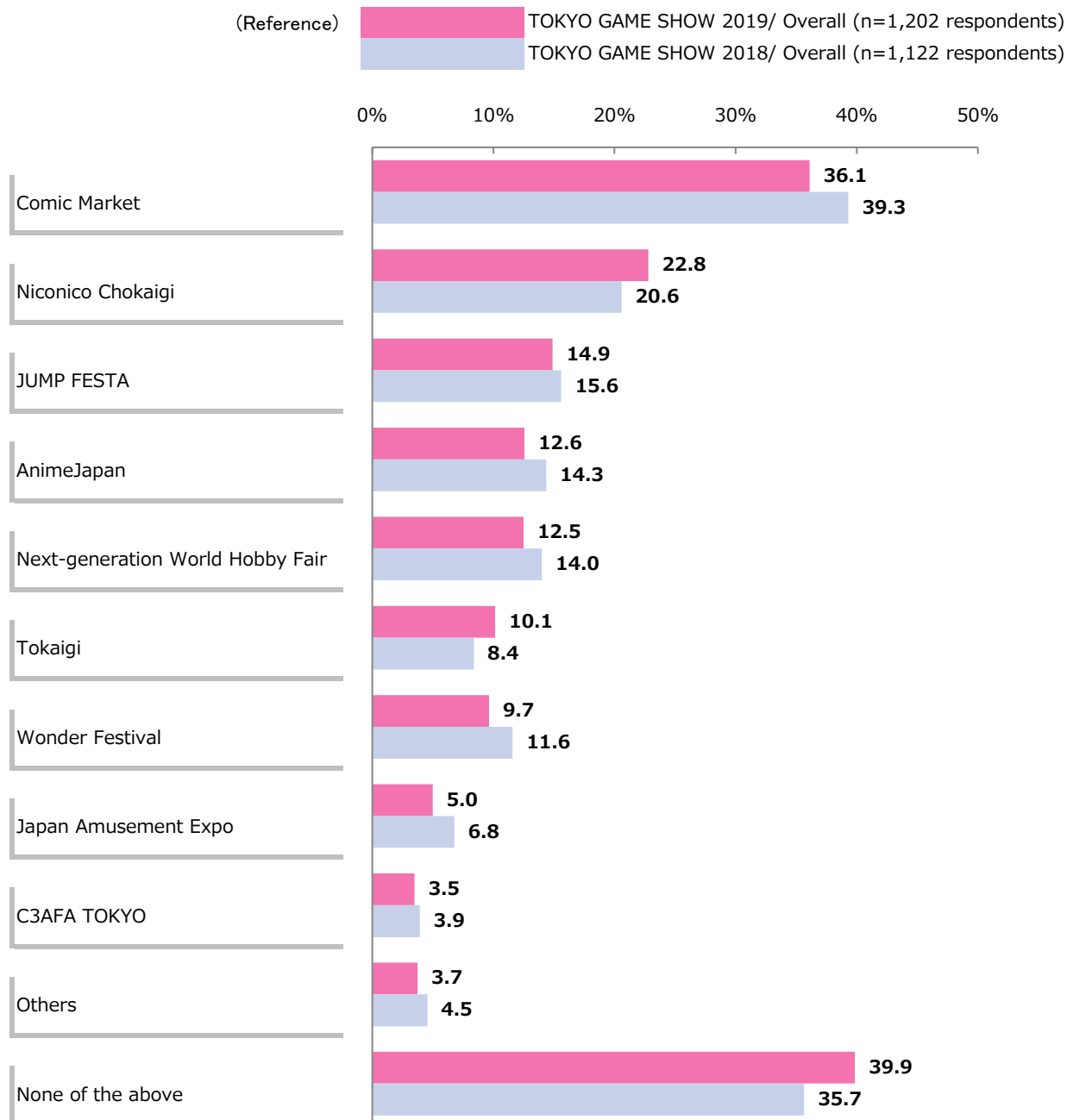


Question

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

\*Do not include online participations. [Multiple answers]

[TOKYO GAME SHOW 2019,2018 / Overall]



## ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

n (number of respondents)	TOKYO GAME SHOW 2020 ONLINE / 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
	534	365	0	2	18	39	43	126	107	30	169	0	0	4	17	35	73	36	4
Comic Market	37.1	35.9	0.0	50.0	33.3	35.9	48.8	34.9	31.8	36.7	39.6	0.0	0.0	0.0	35.3	34.3	45.2	36.1	75.0
JUMP FESTA	19.1	15.9	0.0	50.0	11.1	7.7	25.6	18.3	15.9	3.3	26.0	0.0	0.0	0.0	35.3	22.9	23.3	25.0	100.0
Niconico Chokaigi	17.0	17.0	0.0	50.0	16.7	28.2	25.6	16.7	7.5	23.3	17.2	0.0	0.0	25.0	29.4	5.7	17.8	16.7	50.0
Next-generation World Hobby Fair	14.2	14.8	0.0	50.0	11.1	10.3	20.9	12.7	13.1	26.7	13.0	0.0	0.0	0.0	17.6	11.4	13.7	13.9	0.0
AnimeJapan	13.3	12.3	0.0	50.0	5.6	12.8	20.9	12.7	9.3	10.0	15.4	0.0	0.0	0.0	17.6	22.9	11.0	13.9	50.0
Wonder Festival	12.5	13.7	0.0	0.0	11.1	2.6	7.0	13.5	20.6	16.7	10.1	0.0	0.0	0.0	5.9	5.7	12.3	8.3	50.0
Niconico Net Chokaigi 2020	10.3	11.2	0.0	50.0	27.8	15.4	9.3	7.9	11.2	10.0	8.3	0.0	0.0	25.0	23.5	5.7	5.5	8.3	0.0
Tokaigi	9.7	9.9	0.0	50.0	5.6	10.3	14.0	11.9	5.6	10.0	9.5	0.0	0.0	0.0	11.8	14.3	9.6	2.8	25.0
Japan Amusement Expo	9.0	10.4	0.0	0.0	5.6	7.7	11.6	9.5	12.1	13.3	5.9	0.0	0.0	0.0	0.0	5.7	6.8	5.6	25.0
Niconico Net Chokaigi 2020 Summer Edition	7.9	8.8	0.0	50.0	27.8	10.3	9.3	5.6	8.4	6.7	5.9	0.0	0.0	25.0	5.9	5.7	4.1	8.3	0.0
gamescom 2020	4.5	4.4	0.0	50.0	0.0	5.1	2.3	4.8	3.7	6.7	4.7	0.0	0.0	0.0	5.9	8.6	2.7	5.6	0.0
C3AFA TOKYO	2.4	2.7	0.0	0.0	0.0	0.0	0.0	3.2	4.7	3.3	1.8	0.0	0.0	0.0	0.0	2.9	1.4	2.8	0.0
Others	3.7	3.0	0.0	0.0	5.6	2.6	2.3	2.4	4.7	0.0	5.3	0.0	0.0	25.0	5.9	5.7	1.4	11.1	0.0
None of the above	35.6	37.5	0.0	50.0	33.3	35.9	23.3	38.9	43.9	33.3	31.4	0.0	0.0	50.0	35.3	28.6	32.9	30.6	0.0

\*Darker shading indicates a higher ratio.

● Among the venue events that respondents visited, "Comic Market" is the most popular event visited by respondents with the highest rate at 37.1%, followed by "JUMP FESTA" (19.1%) and "Niconico Chokaigi" (17.0%).  
35.6% had "None of the above".

## 2. Experience of e-Sports

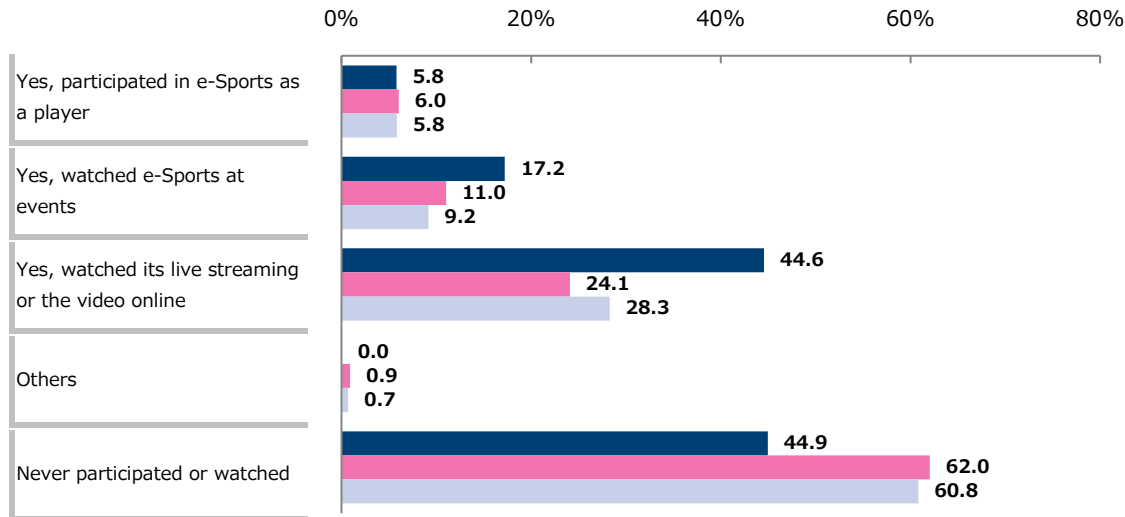
### Question

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

### Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]

(Reference) TOKYO GAME SHOW 2020 ONLINE / Overall (n=534 respondents)  
TOKYO GAME SHOW 2019 / Overall (n=1,225 respondents)  
TOKYO GAME SHOW 2018 / Overall (n=1,146 respondents)



### Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: %)

		TOKYO GAME SHOW 2020 ONLINE / 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)		534	365	0	2	18	39	43	126	107	30	169	0	0	4	17	35	73	36	4
Yes, participated in e-Sports as a player		5.8	7.7	0.0	50.0	22.2	10.3	4.7	9.5	4.7	0.0	1.8	0.0	0.0	0.0	5.9	5.7	0.0	0.0	0.0
Yes, watched e-Sports at events		17.2	17.3	0.0	50.0	16.7	20.5	18.6	19.0	14.0	13.3	17.2	0.0	0.0	25.0	11.8	28.6	15.1	13.9	0.0
Yes, watched its live streaming or the video online		44.6	46.8	0.0	100.0	55.6	35.9	41.9	49.2	52.3	30.0	39.6	0.0	0.0	50.0	47.1	48.6	35.6	36.1	25.0
Others		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Never participated or watched		44.9	41.4	0.0	0.0	27.8	46.2	41.9	36.5	43.0	60.0	52.7	0.0	0.0	50.0	52.9	42.9	54.8	55.6	75.0

\*Darker shading indicates a higher ratio.

- When asked about their experience of participating in or watching e-Sports, 44.6% of respondents said they had "watched its live streaming or the video online", 17.2% had "watched e-Sports at events", and 5.8% had "participated in e-Sports as a player". Overall, 55.1% of all the respondents had "participated in or watched e-Sports".

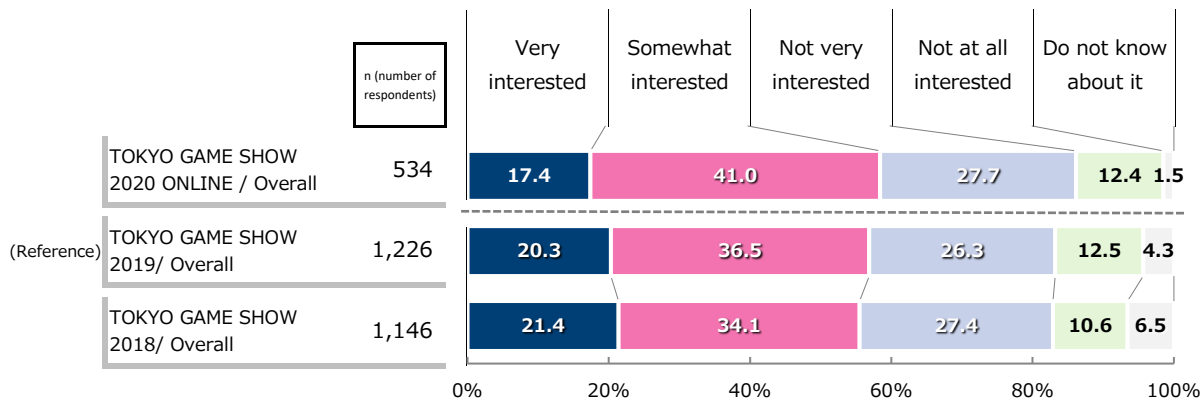
### 3. Interest in e-Sports

#### Question

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

#### ■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



#### ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / 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 2020 ONLINE / Overall		534	17.4	41.0	27.7	12.4	1.5
Gender and Age	Male	365	17.5	41.9	26.0	13.2	1.4
	3 to 9	0	0.0	0.0	0.0	0.0	0.0
	10 to 14	2	100.0	0.0	0.0	0.0	0.0
	15 to 19	18	33.3	44.4	16.7	5.6	0.0
	20 to 24	39	25.6	38.5	20.5	10.3	5.1
	25 to 29	43	14.0	55.8	25.6	2.3	2.3
	30 to 39	126	16.7	43.7	24.6	14.3	0.8
	40 to 49	107	15.0	38.3	30.8	15.9	0.0
	50 or older	30	10.0	33.3	30.0	23.3	3.3
	Female	169	17.2	39.1	31.4	10.7	1.8
	3 to 9	0	0.0	0.0	0.0	0.0	0.0
	10 to 14	0	0.0	0.0	0.0	0.0	0.0
	15 to 19	4	50.0	25.0	0.0	25.0	0.0
	20 to 24	17	23.5	35.3	29.4	11.8	0.0
	25 to 29	35	14.3	48.6	20.0	8.6	8.6
	30 to 39	73	15.1	43.8	31.5	9.6	0.0
	40 to 49	36	19.4	22.2	47.2	11.1	0.0
	50 or older	4	0.0	50.0	25.0	25.0	0.0

\*Darker shading indicates a higher ratio.

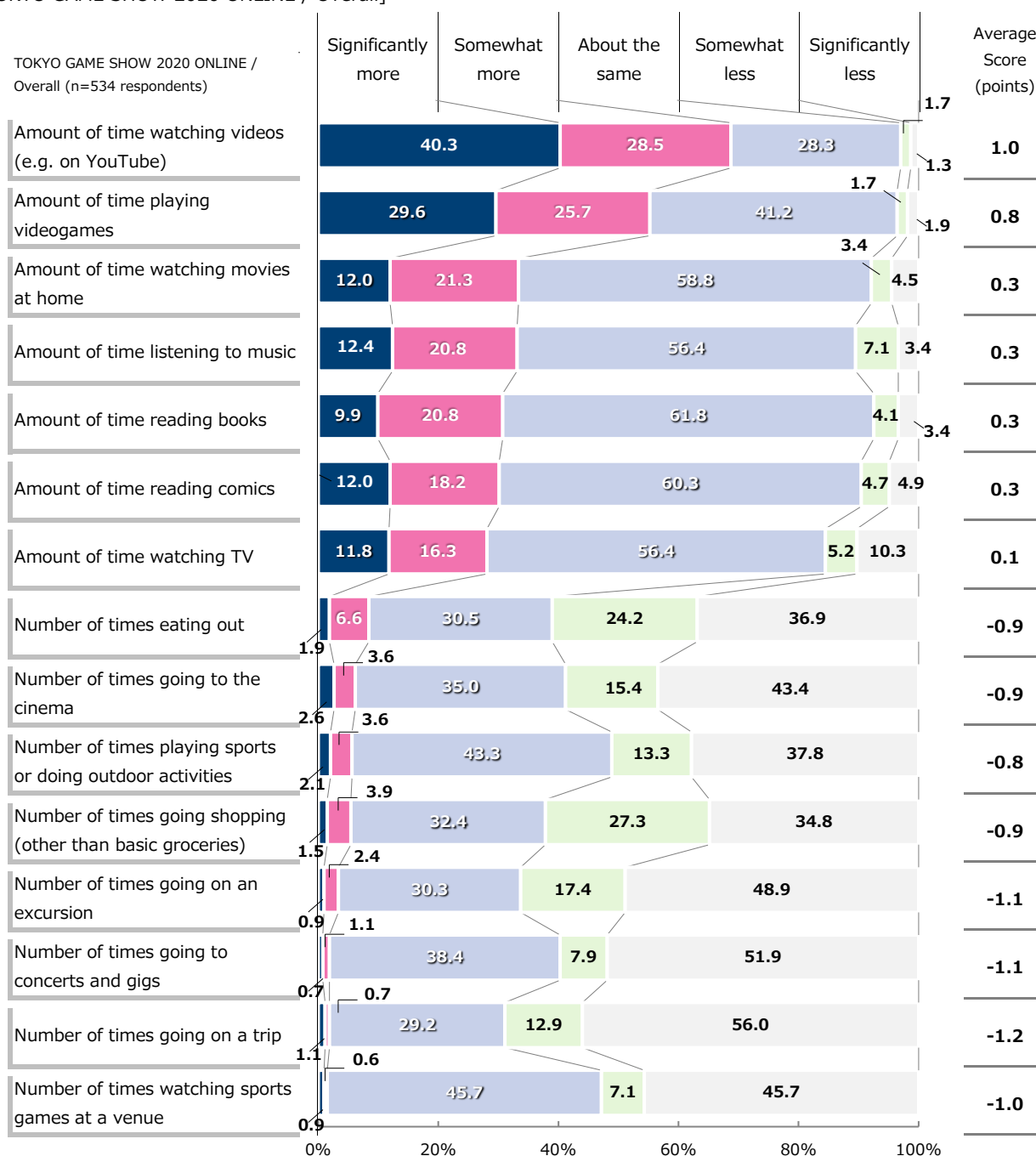
- When asked about their interest in e-Sports, 17.4% answered that they were "very interested" and 41.0% answered that they were "somewhat interested", which together accounted for 58.4%. On the other hand, only 1.5% answered that they did "not know" about e-Sports.

## 4. Changes After the Spread of COVID-19

### Question

Has there been a change in the amount of time and frequency of your leisure/entertainment activities before and after the spread of COVID-19? [Single answer for each]

[TOKYO GAME SHOW 2020 ONLINE / Overall]



\*The average value (points) is calculated as follows: 2 points for "Significantly more", 1 point for "Somewhat more", 0 point for "About the same", -1 point for "Somewhat less", and -2 points for "Significantly less".

\* Activities are listed in descending order of total rate of "Significantly more" and "Somewhat more".

## ■ Gender and Age

[TOKYO GAME SHOW 2020 ONLINE / Overall]

(Unit: points)

	TOKYO GAME SHOW 2020 ONLINE / 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)	534	365	0	2	18	39	43	126	107	30	169	0	0	4	17	35	73	36	4
Amount of time watching videos (e.g. on YouTube)	1.0	1.0	0.0	1.5	1.5	1.2	1.2	1.0	0.8	0.7	1.2	0.0	0.0	1.5	1.4	1.4	1.2	1.0	1.3
Amount of time playing videogames	0.8	0.7	0.0	1.5	0.9	1.0	1.1	0.6	0.6	0.4	1.0	0.0	0.0	1.5	0.8	1.1	1.0	0.9	0.8
Amount of time watching movies at home	0.3	0.3	0.0	0.0	0.8	0.2	0.5	0.3	0.1	0.5	0.5	0.0	0.0	0.8	0.6	0.6	0.4	0.3	0.5
Amount of time listening to music	0.3	0.3	0.0	1.0	0.6	0.8	0.3	0.3	0.1	0.1	0.4	0.0	0.0	0.8	0.8	0.4	0.3	0.2	-0.3
Amount of time reading books	0.3	0.2	0.0	0.0	0.6	0.3	0.3	0.2	0.2	0.2	0.4	0.0	0.0	0.0	0.3	0.3	0.4	0.6	0.3
Amount of time reading comics	0.3	0.2	0.0	-1.0	0.6	0.2	0.2	0.3	0.2	0.0	0.4	0.0	0.0	0.0	0.4	0.2	0.5	0.5	0.3
Amount of time watching TV	0.1	0.1	0.0	-1.0	0.4	0.0	0.2	0.0	0.0	0.5	0.2	0.0	0.0	-0.8	0.2	0.1	0.5	0.1	0.0
Number of times eating out	-0.9	-0.8	0.0	-0.5	-1.1	-0.5	-0.8	-0.8	-0.9	-0.8	-1.0	0.0	0.0	0.3	-1.1	-0.8	-1.1	-1.4	-0.5
Number of times going to the cinema	-0.9	-0.8	0.0	-1.0	-0.7	-0.5	-0.8	-0.7	-1.1	-0.9	-1.1	0.0	0.0	-0.3	-0.5	-1.2	-1.3	-1.2	-0.8
Number of times playing sports or doing outdoor activities	-0.8	-0.7	0.0	0.5	-0.6	-0.4	-0.5	-0.7	-0.9	-0.9	-1.0	0.0	0.0	-0.5	-0.9	-0.9	-1.1	-1.3	-0.3
Number of times going shopping (other than basic groceries)	-0.9	-0.8	0.0	0.0	-0.8	-0.4	-0.7	-0.8	-0.9	-0.8	-1.2	0.0	0.0	-0.8	-1.1	-0.8	-1.3	-1.3	-0.8
Number of times going on an excursion	-1.1	-1.0	0.0	-1.0	-1.1	-0.7	-0.6	-1.0	-1.2	-1.3	-1.4	0.0	0.0	-0.5	-0.9	-1.3	-1.4	-1.7	-1.0
Number of times going to concerts and gigs	-1.1	-0.9	0.0	-1.0	-1.1	-1.0	-0.8	-0.9	-0.9	-1.0	-1.4	0.0	0.0	-1.5	-1.2	-1.5	-1.3	-1.7	-1.0
Number of times going on a trip	-1.2	-1.1	0.0	-1.0	-0.9	-1.0	-0.8	-1.1	-1.3	-1.2	-1.4	0.0	0.0	-1.0	-1.2	-1.3	-1.5	-1.7	-1.0
Number of times watching sports games at a venue	-1.0	-0.9	0.0	0.0	-1.2	-0.9	-0.7	-0.8	-1.0	-1.1	-1.0	0.0	0.0	-0.5	-1.0	-0.9	-1.1	-1.3	0.0

※ セルの色が濃いほど数値が高いことを示す。

\*The average value (points) is calculated as follows: 2 points for "Significantly more", 1 point for "Somewhat more", 0 point for "About the same", -1 point for "Somewhat less", and -2 points for "Significantly less".

- As for changes due the spread of COVID-19, the number of people who go outside has decreased significantly, while the people who "watch videos (on YouTube etc.)" are "significantly increased" by 40.3% and "slightly increased" by 28.5%. "Time to play games" comes next with 29.6% saying "significantly increased" and 25.7% "slightly increased".



# Appendix

Appendix: Questionnaire		Questionnaire About "TOKYO GAME SHOW 2020 ONLINE"	
Question No.	Option No.	Questions / Response options	Respondents who are required to answer
Q1		What is your gender? (Please choose one)	all
	1	Male	
	2	Female	
Q2		How old are you? (Please specify)	all
		XX years old	
Q3		Which prefecture do you live in? (Please choose one)	all
		■47prefectures+Others	
Q4		What is your occupation? If you are a student, what is your level of education? (Please choose one)	all
	1	Kindergarten	
	2	Elementary/ Junior high school	
	3	High school	
	4	University	
	5	Other education level	
	6	Company employee/ Public worker	
	7	Company executive	
	8	Self-employed /Freelance/specialist	
	9	Part-time/temporary worker	
	10	Housewife/househusband	
	11	Unemployed	
	12	Others	
Q4-1		<p>【These questions must be answered by a parent/guardian】</p> <p>Do you agree to allow your child to take this survey? (Please choose one)</p>	Those under 14 years old or yet to enter junior high school
	1	I agree	
	2	I disagree	
<p>■ Questions about video games</p> <p>Please note that "video games" refers to games that are played on the consoles shown below in Q5.</p>			
Q5		Please select all video game consoles that you have in your home. (Please choose all that apply)	all
	1	Wii	
	2	Wii U	
	3	Nintendo Switch	
	4	Nintendo Switch Lite	
	5	Nintendo DS (including Lite/DSi/LL)	
	6	Nintendo 3DS/2DS/New Nintendo 3DS/2DS (including LL)	
	7	PlayStation 3	
	8	PlayStation 4 (including Pro)	
	9	PSP(PlayStation Portable) (including PSP go)	
	10	PlayStation Vita (including PS TV)	
	11	Xbox 360	
	12	Xbox One (including S/X)	
	13	None of the above	

Question No.	Option No.	Questions / Response options	Respondents who are required to answer
Q6		Please select all video game consoles that you play games on. (Please choose all that apply)	all
	1	Wii	
	2	Wii U	
	3	Nintendo Switch	
	4	Nintendo Switch Lite	
	5	Nintendo DS (including Lite/DSi/LL)	
	6	Nintendo 3DS/2DS/New Nintendo 3DS/2DS (including LL)	
	7	PlayStation 3	
	8	PlayStation 4 (including Pro)	
	9	PSP(PlayStation Portable) (including PSP go)	
	10	PlayStation Vita (including PS TV)	
	11	Xbox 360	
	12	Xbox One (including S/X)	
	13	None of the above	
Q7		Please select all video game consoles that you (or a co-resident) plan to purchase for your home. (Please choose all that apply)	all
	1	Nintendo Switch	
	2	Nintendo Switch Lite	
	3	Nintendo 3DS/2DS/New Nintendo 3DS/2DS (including LL)	
	4	PlayStation 4 (including Pro)	
	5	PlayStation 5	
	6	PlayStation Vita	
	7	Xbox One (including S/X)	
	8	Xbox Series S/X	
	9	None of the above	
Q8		Do you ever play games on video consoles as shown in previous question? (Please choose one)	all
	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	
Q9		Please select the answer that best describes your video game play habit. (Please choose one)	Those who chose "play regularly" in Q8
	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)	
Q10		How many days do you play video games per week (or month) ? (Please choose one)	Those who chose "play regularly" in Q8
	1	Almost everyday	
	2	4 to 5 days a week	
	3	2 to 3 days a week	
	4	1 day a week	
	5	2 to 3 days a month	
	6	Less than 1 day a month	

Question No.	Option No.	Questions / Response options	Respondents who are required to answer
Q11		Have you purchased any video games in the last 12 months? Please list what you bought, broken down by packaged games and digital downloads. (Choose all you can apply)	Those with either Q5 "game consoles at home" or Q6 "game consoles that they occasionally use"
		*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.	
		<New packaged software purchased in the last 12 months>	
	1	For Wii	
	2	For Wii U	
	3	For Nintendo Switch	
	4	For Nintendo DS	
	5	For Nintendo 3DS/2DS	
	6	For PlayStation 3	
	7	For PlayStation 4	
	8	For PSP (PlayStation Portable)	
	9	For PlayStation Vita	
	10	For Xbox 360	
	11	For Xbox One	
		<Paid downloads purchased in the last 12 months>	
	12	Purchased on Nintendo eShop (Wii, Wii U, Switch, DS, 3DS,2DS)	
	13	Purchased on PlayStation Store (PS3, PS4, PSP, PS Vita)	
	14	Purchased on Xbox Games Store (Xbox 360, Xbox One)	
	15	I haven't purchased any software in the past year	

Question No.	Option No.	Questions / Response options	Respondents who are required to answer
Q12		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)	Those who "purchased game software in the past year" in Q11
		*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.	
		【Question】	
		<New packaged software purchased in the last 12 months>	
	a )	For Wii	
	b )	For Wii U	
	c )	For Nintendo Switch	
	d )	For Nintendo DS	
	e )	For Nintendo 3DS/2DS	
	f )	For PlayStation 3	
	g )	For PlayStation 4	
	h )	For PSP (PlayStation Portable)	
	i )	For PlayStation Vita	
	j )	For Xbox 360	
	k )	For Xbox One	
		<Paid software downloads purchased in the last 12 months>	
	l )	Purchased on Nintendo eShop (Wii, Wii U, Switch, DS, 3DS,2DS)	
	m )	Purchased on PlayStation Store (PS3, PS4, PSP, PS Vita)	
	n )	Purchased on Xbox Games Store (Xbox 360, Xbox One)	
		【Entry field】	
		x x (Please specify)	
Q13		Have you purchased any additional downloadable content or in-game currency in the last 12 months? (Please choose one)	Those who chose "play regularly" in Q8
		*Additional downloadable content refers to items, stages, scenarios, or music that can be added to your video games.	
	1	Purchased	
	2	Not Purchased	

Question No.	Option No.	Questions / Response options	Respondents who are required to answer
Q14		Which of the following video game genres do you like? (Please choose all that apply)	Those who chose "play regularly" in Q8
	1	Role-playing (RPG)	
	2	OnlineRPG(MMORPG/MORPG)	
	3	Nurturing simulation	
	4	Strategic simulation/Strategy	
	5	Adventure	
	6	Action	
	7	Action shooting (FPS/TPS)	
	8	Shooting	
	9	Multiplayer online battle arena (MOBA)	
	10	Battle royale games	
	11	Survival horror	
	12	Rhythm-action (Music/dance etc.)	
	13	Sound novels	
	14	Love simulation	
	15	Fighting competition	
	16	Sports	
	17	Racing	
	18	Puzzle	
	19	Quiz	
	20	Card battle games	
	21	Board games	
	22	Variety/Party games	
	23	Strategic table games (Chess etc.)	
	24	Gambling-type table games	
	25	Instrumental simulator (Slots etc.)	
	26	Study/Learning/Training	
	27	Communication	
	28	Do not like any of the above genres	
■ Questions about electronic devices such as PC and smartphone			
Q15		Please choose all electronic devices that you have in your home. (Please choose all that apply)	all
	1	PC (Desktop PC, Laptop)	
	2	iPhone	
	3	Android smartphone	
	4	Other smartphones	
	5	Mobile phone (Not including smartphones)	
	6	iPad (including mini/Air/Pro)	
	7	Android tablet	
	8	Other tablets	
	9	iPod Touch	
	10	None of the above	

Question No.	Option No.	Questions / Response options	Respondents who are required to answer
Q16		Please choose all electronic devices that you play games on. (Please choose all that apply)	all
	1	PC (Desktop PC, Laptop)	
	2	iPhone	
	3	Android smartphone	
	4	Other smartphones	
	5	Mobile phone (Not including smartphones)	
	6	iPad (including mini/Air/Pro)	
	7	Android tablet	
	8	Other tablets	
	9	iPod Touch	
	10	None of the above	
■ Questions about smartphone/tablet games			
Q17		Do you ever play games on smartphone/tablet? (Please choose one)	all
	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	
Q18		Have you played smartphone/tablet games in the last 3 months? (Please choose one)	Those who chose "1 to 3" in Q17 (a person who have played games on smartphone/tablet)
	1	Yes	
	2	No	
Q19		How many days do you play games on smartphone/tablet per week or month? (Please choose one)	Those who chose "1 to 3" in Q17 (a person who have played games on smartphone/tablet)
	1	Almost everyday	
	2	4 to 5 days a week	
	3	2 to 3 days a week	
	4	1 day a week	
	5	2 to 3 days a month	
	6	Less than 1 day a month	
Q20		Have you purchased smartphone or tablet games and/or items in those games? (Please choose all that apply)	Those who chose "1 to 3" in Q17 (a person who have played games on smartphone/tablet)
	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	
Q21		How many minutes a day do you play games on smartphone/tablet? (Please choose one)	Those who chose 1 "play regularly" in Q17 (a person who plays games on smartphone/tablet regularly)
	1	More than 120 minutes	
	2	60 to 120 minutes	
	3	30 to 60 minutes	
	4	Less than 30 minutes	

Question No.	Option No.	Questions / Response options	Respondents who are required to answer
Q22		Please choose the type(s) of smartphone/tablet games that you have played in the last 12 months.(Please choose all that apply)	Those who chose 1 “play regularly” in Q17 (a person who plays games on smartphone/tablet regularly)
		[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 (*)] *Games that you can play simply by accessing a website without the installation of special software.	
	5	Paid games	
	6	Games with monthly payment	
	7	Free games but in-game items are required to purchase	
	8	Completely free games	
	9	Other games (specify: )	
	10	Do not know/ do not remember	
Q23		In the last 12 months, have you purchased in-game items for free smartphone/tablet games which charge you for those items?(Please choose one)	Those who chose "3" or "7" in Q22 (Free games but in-game items are required to purchase)
	1	Yes	
	2	No	
■ Questions about PC games			
Q24		Do you ever play games on PC?(Please choose one)	all
	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	
Q25		Please choose the type(s) of PC games that you have played in the last 12 months.(Please choose all that apply)	Those who chose 1 “play regularly” in Q24 (a person who plays PC games regularly)
	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	
Q26		In the last 12 months, have you purchased in-game items for free PC games which charge you for those items ?(Please choose one)	Those who chose 4 “Free games but in-game items are required to purchase” in Q25
	1	Yes	
	2	No	

Question No.	Option No.	Questions / Response options	Respondents who are required to answer
■ Questions about arcade games			
Q27		Do you ever play arcade games? (Please choose one)	all
	1	Play regularly	
	2	Used to play often, but seldom play nowadays	
	3	Tried it about once or twice	
	4	Have never played even once	
■ Questions about games overall			
Q28		How much would you like to play games on/at the following platforms/place? (One answer for each item)	all
		【Types of platform】	
	a )	Video game consoles	
	b )	Smartphone/tablet	
	c )	PC (Notebook/Desktop)	
	d )	Arcade	
		【Options】	
	1	Definitely want to play games	
	2	Will play if interesting games are available for me	
	3	Not sure I particularly want to	
	4	Do not want to play at all	
Q29		To what extent do you agree or disagree with the following statements? (One answer for each item)	all
		【Statements】	
	a)	I play games that are popular around me	
	b)	I play games I think become popular near future before other people do	
	c)	I switch my games to the ones my friends play	
	d)	I do not feel like playing games no one talks about	
	e)	I look for games I want to play by myself	
	f )	Picture quality, operability, and actions are important for games	
	g )	I like to appreciate the story, picture, and world-view of games	
	h )	Game expresses creators' passion	
		【Options】	
	1	Strongly agree	
	2	Somewhat agree	
	3	Somewhat disagree	
	4	Strongly disagree	

Question No.	Option No.	Questions / Response options	Respondents who are required to answer
■ Questions about the TOKYO GAME SHOW			
Q30		Where did you see or hear about the TOKYO GAME SHOW 2020 ONLINE? Please choose the sources of information you have seen or heard about the TOKYO GAME SHOW 2020 ONLINE. (Please choose all that apply)	all
	1	Television	
	2	Radio	
	3	Newspaper	
	4	Game magazine	
	5	Magazines other than game magazine	
	6	Information displayed on game screens (including banners)	
	7	CESA's official website/SNS	
	8	Website/SNS of TOKYO GAME SHOW Exhibitor	
	9	News website/SNS	
	10	Online video site/SNS	
	11	Personal blog/SNS	
	12	Other website/SNS	
	13	Friend/acquaintance/family member	
	14	In school	
	15	Store poster/flier	
	16	Station poster	
	17	Others(specify: )	
Q31		Have you ever been to a TOKYO GAME SHOW that took place in a real-life venue, not online, in previous years? (Please choose one)	all
	1	Yes, I have been to TOKYO GAME SHOW in the past (venue)	
	2	No, I have NEVER been to TOKYO GAME SHOW in the past (venue)	
Q32		There have been 29 TOKYO GAME SHOWs held at an actual venue: summer '96, spring and fall of each year from '97 to '01, and fall of each year from '02 to '19. Of which, how many shows have you visited? (Please specify)	Those who chose "1 I have been to Tokyo Game Show in the past" in Q31.
		Visited XX times in the past	
Q33		In total, about how many minutes did you spend viewing this year's TOKYO GAME SHOW 2020 ONLINE website and shows?	all
	1	XX minutes	
Q34		Of the game developers featured in this year's TOKYO GAME SHOW 2020 ONLINE, which one did you think was the best? (Please specify)	all
		<Name of a developer (Please choose only one developer) >	

Question No.	Option No.	Questions / Response options	Respondents who are required to answer
Q35		TOKYO GAME SHOW 2020 ONLINE can be roughly divided into the following categories. Please select all that you actually viewed. (Please choose all that apply)	all
	1	Exhibitors' official programmes	
	2	Opening programme / ending programme	
	3	Keynote speech	
	4	Organizer's programme	
	5	Japan Game Awards 2020	
	6	SENSE OF WONDER NIGHT 2020	
	7	e-Sports X	
	8	JeSU STAGE	
	9	Media Awards 2020	
	10	TGS market (product sales venue) in Amazon special venue	
	11	Exhibitors introduction page	
	12	Others(specify: )	
Q36		To what extent are you satisfied with the content of the TOKYO GAME SHOW 2020 ONLINE?(Please choose one)	all
	1	Very satisfied	
	2	Somewhat satisfied	
	3	Neither satisfied nor dissatisfied	
	4	Somewhat dissatisfied	
	5	Very dissatisfied	
Q37		If the next TOKYO GAME SHOW were to be held at Makuhari Messe in Chiba Prefecture, as it had been until last year, would you like to visit the venue? (Please choose one)	all
	1	Yes, definitely	
	2	Yes, if I can	
	3	Cannot say either way	
	4	No, not so much	
	5	No, I will not	
Q38		If the next TOKYO GAME SHOW were held online like this year, would you like to visit the website? (Please choose one)	all
	1	Yes, definitely	
	2	Yes, if I can	
	3	Cannot say either way	
	4	No, not so much	
	5	No, I will not	

Question No.	Option No.	Questions / Response options	Respondents who are required to answer
Q39		Other than the TOKYO GAME SHOW, please list all of the venue events and online event venues you have ever visited. (Please choose all that apply)	all
		Venue events	
	1	Comic Market	
	2	JUMP FESTA	
	3	Niconico Chokaigi	
	4	Tokaigi	
	5	Next-generation World Hobby Fair	
	6	C3AFA TOKYO	
	7	Wonder Festival	
	8	Japan Amusement Expo	
	9	Anime Japan	
		Online events	
	10	Niconico Net Chokaigi 2020	
	11	Niconico Net Chokaigi 2020 Summer	
	12	gamescom 2020	
	13	Others (Please specify: )	
	14	I have never been to an event like this	
Q40		Have you ever participated in e-Sports or watched the tournaments? (Please choose all that apply)	all
	1	Yes, participated in e-Sports as a player	
	2	Yes, watched e-Sports at events	
	3	Yes, watched its live streaming or the video online	
	4	Others (Please specify: )	
	5	Never participated or watched	
Q41		How interested are you in e-Sports?(Please choose one)	all
	1	Very interested	
	2	Somewhat interested	
	3	Not very interested	
	4	Not at all interested	
	5	Do not know about it	

Question No.	Option No.	Questions / Response options	Respondents who are required to answer
Q42		Has there been a change in the amount of time and frequency of your leisure/entertainment activities before and after the spread of COVID-19? (Please choose one for each item)	all
		【Types of activities】	
	a)	Amount of time playing videogames	
	b)	Amount of time watching TV	
	c)	Amount of time watching movies at home	
	d)	Number of times going to the cinema	
	e)	Amount of time listening to music	
	f)	Number of times going to concerts and gigs	
	g)	Amount of time reading comics	
	h)	Amount of time reading books	
	i)	Amount of time watching videos (e.g. on YouTube)	
	j)	Number of times eating out	
	k)	Number of times going shopping (other than basic groceries)	
	l)	Number of times going on an excursion	
	m)	Number of times going on a trip	
	n)	Number of times playing sports or doing outdoor activities	
	o)	Number of times watching sports games at a venue	
		【Options】	
	1	Significantly more	
	2	Somewhat more	
	3	About the same	
	4	Somewhat less	
	5	Significantly less	
		~ Thank you for your participation. ~	
		We will be gifting QUO Card Pay worth 500 yen as a reward to 200 participants who will be randomly selected.	
		Winners will be notified by delivery of the prize by mail.	



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## **TOKYO GAME SHOW 2020 ONLINE Visitors Survey Report**

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Please include the following information in your inquiry

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