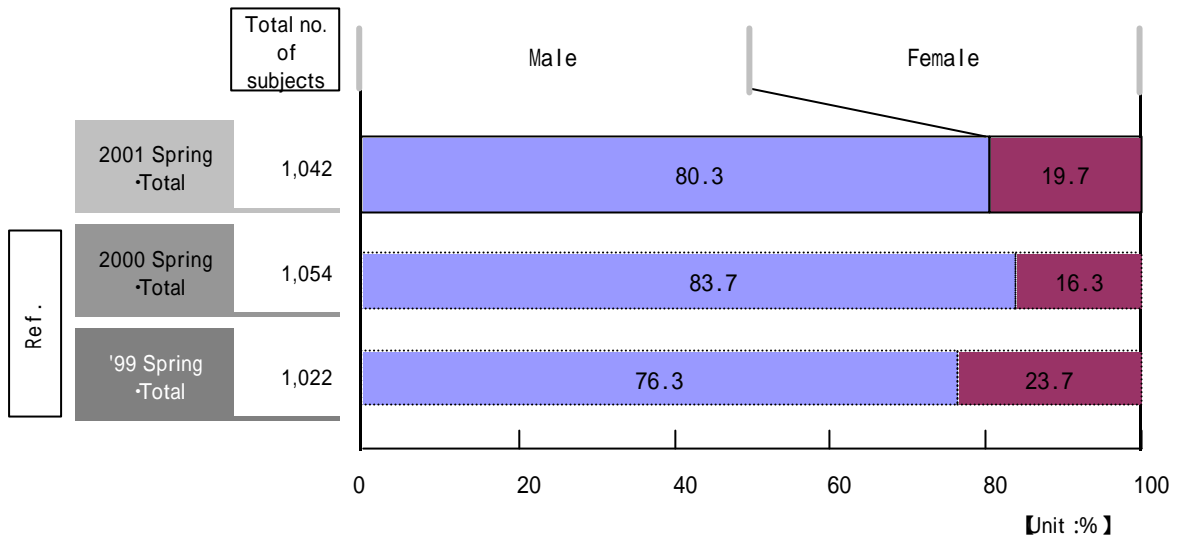


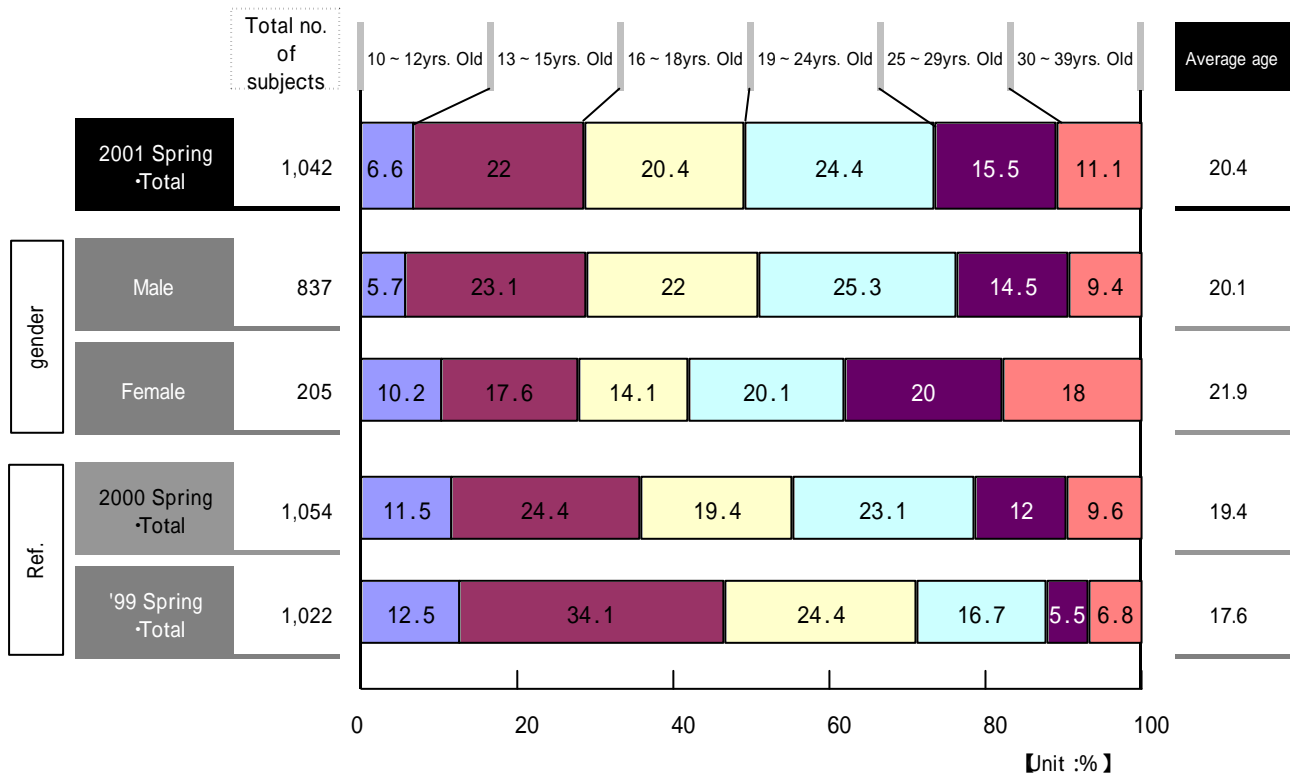
.A research of the visitors at Tokyo Game Show 2001 Spring

- characteristics of visitors

1. Gender



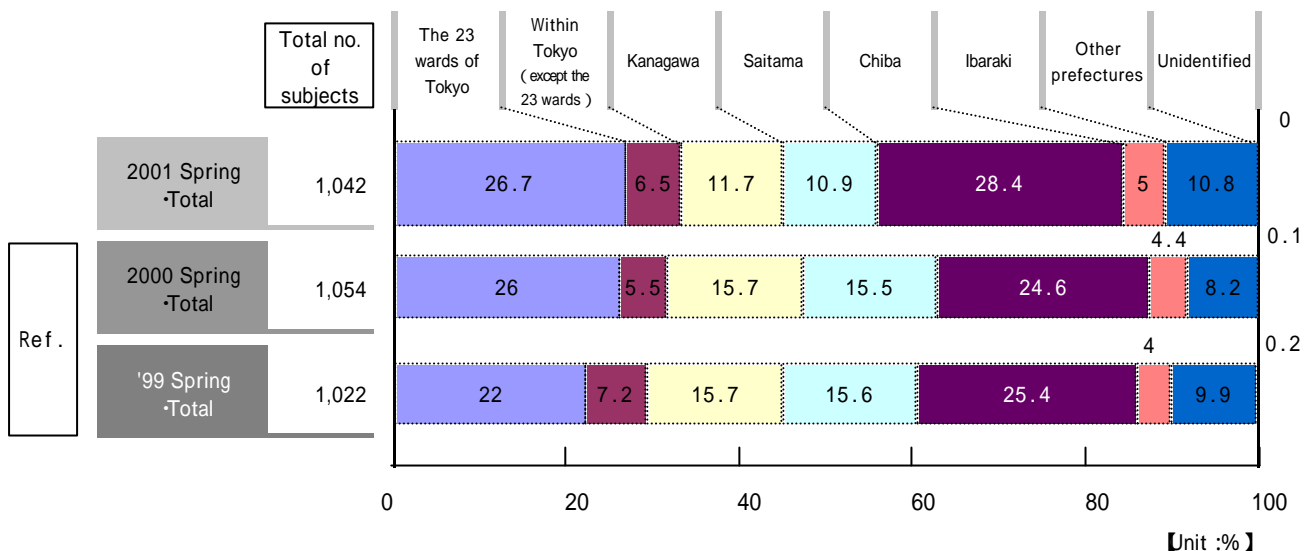
2. Age



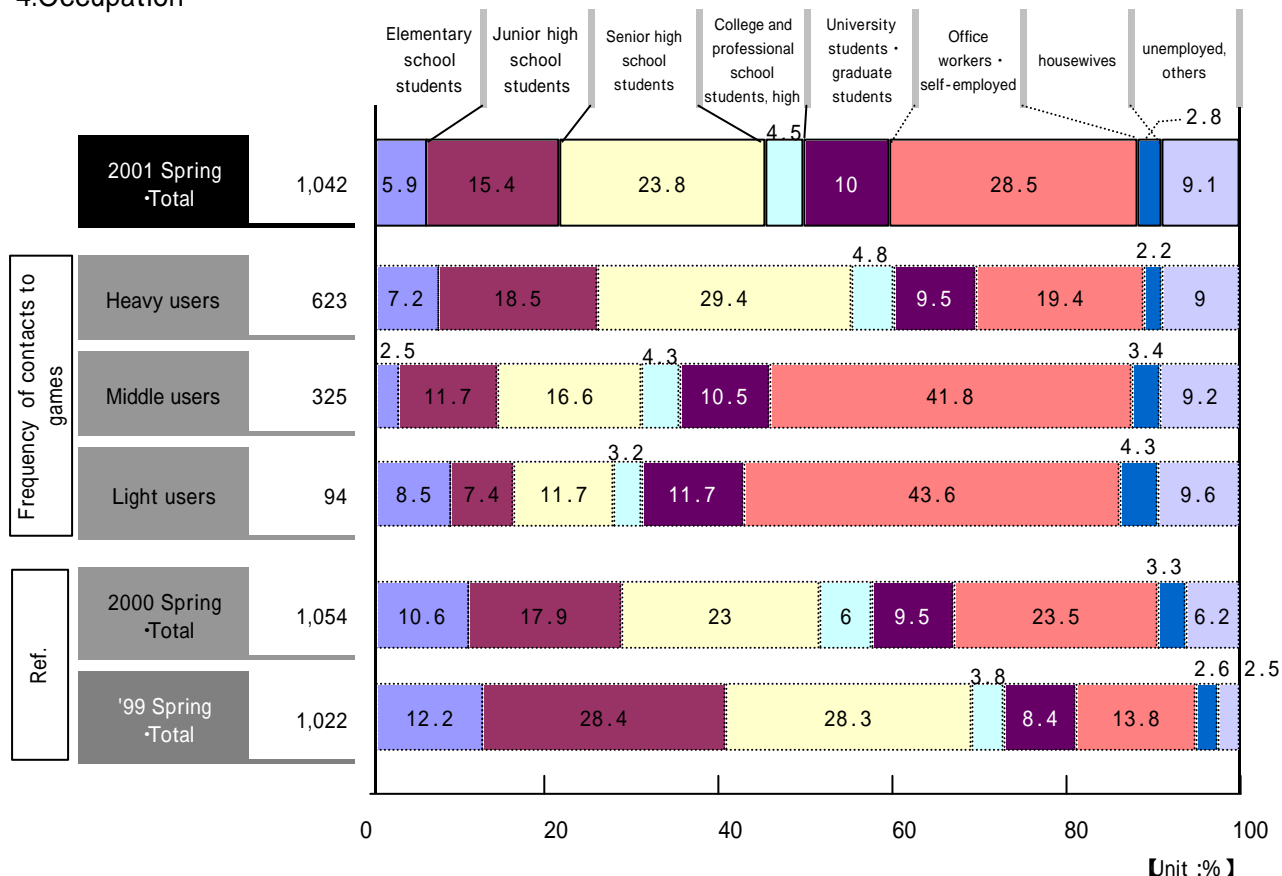
Though males occupy 80%, the ratio has decreased since last time, and the ratio of female visitors has increased instead.

When the visitors' age is compared with the data from last time, the ratio of people with ages that correspond to elementary school students, "10-12 yrs. old", has decreased. In contrast, more people of ages between "25 and 29 yrs old" and "30 and 39 yrs. old" attended this year.

3.Place of residence



4.Occupation



•The spread of the place of residence changed with the comparable rate as the last two years.

•The ratio of students from elementary school to university/graduate school was approximately 60% (59.6%).

The proportion of the members of society (office workers and self-employed people) has grown compared with the last two studies.

*1 At the marketing committee, we call the visitors at Tokyo Game Show as "the game users". The game users are classified into three groups according to how often they are in contact with games. Those definitions apply to all the past visitors research.

Classifications according to the frequency of contact with games

heavy users...play games almost everyday middle users...play games a couple of days a week light users...play games less than once a week