

# TOKYO GAME SHOW 2011

## Visitors Survey Report

November 2011

Computer Entertainment Supplier's Association



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## ■ Outline of Survey

- 1 Aim : To obtain data useful for CESA members in mapping out their marketing strategies, by identifying the basic characteristics of visitors (game users) to TOKYO GAME SHOW 2011 (hereafter, TGS 2011) organized by CESA and obtaining information about the consoles and games the visitors currently use.
- 2 Target : Individual men and women of ages 3 or older who visited TGS 2011
- 3 Method : Questionnaire survey at booths in TGS 2011 venue  
\* Refer to P 76 for the locations of the booths.
- 4 Period : September 18 (Sun.), 2011 [10:00 – 17:00]

5 Visitor Turnout :

	Total number of visitors (persons)	No. of collected samples	No. of valid responses
Sept. 15 (Thur.)	25,631	—	—
Sept. 16 (Fri.)	27,042	—	—
Sept. 17 (Sat.)	86,251	—	—
Sept. 18 (Sun.)	83,744	1,276 S	1,124 S
Total	222,668	1,276 S	1,124 S

\* Sept. 15 (Thu.) and 16 (Fri.) were arranged as “Business Days” solely for industry-related visitors.  
(Extended to two days since TGS2007.)

■ Outline of the past 20 exhibitions	Date	Site	No. of visitors (Total)
'96	Aug. 22 (Thur.)~24 (Sat.) '96	Tokyo Big Site	109,649
'97 Spring	Apr. 4 (Fri.)~ 6 (Sun.) '97	Tokyo Big Site	121,172
'97 Autumn	Sept. 5 (Fri.)~ 7 (Sun.) '97	Makuhari Messe	140,630
'98 Spring	Mar. 20 (Fri.)~ 22 (Sun.) '98	Makuhari Messe	147,913
'98 Autumn	Oct. 9 (Fri.)~ 11 (Sun.) '98	Makuhari Messe	156,455
'99 Spring	Mar. 19 (Fri.)~21 (Sun.) '99	Makuhari Messe	163,448
'99 Autumn	Sept. 17 (Fri.)~ 19 (Sun.) '99	Makuhari Messe	163,866
2000 Spring	Mar. 31 (Fri.)~Apr. 2 (Sun.) 2000	Makuhari Messe	131,708
2000 Autumn	Sept. 22 (Fri.)~ 24 (Sun.) 2000	Makuhari Messe	137,400
2001 Spring	Mar. 30 (Fri.)~Apr. 1 (Sun.) 2001	Makuhari Messe	118,080
2001 Autumn	Oct. 12 (Fri.)~14(Sun.) 2001	Makuhari Messe	129,626
2002	Sept. 20 (Fri.)~ 22 (Sun.) 2002	Makuhari Messe	134,042
2003	Sept. 26 (Fri.)~28(Sun.) 2003	Makuhari Messe	150,089
2004	Sept. 26 (Fri.)~28(Sun.) 2004	Makuhari Messe	160,096
2005	Sept. 16 (Fri.)~18 (Sun.) 2005	Makuhari Messe	176,056
2006	Sept. 22 (Fri.)~24 (Sun.) 2006	Makuhari Messe	192,411
2007	Sept. 20 (Thur.)~23 (Sun.) 2007	Makuhari Messe	193,040
2008	Oct. 9 (Thur.)~12 (Sun.) 2008	Makuhari Messe	194,288
2009	Sept. 24 (Thur.)~27 (Sun.) 2009	Makuhari Messe	185,030
2010	Sept. 16 (Thur.)~19 (Sun.) 2010	Makuhari Messe	207,647

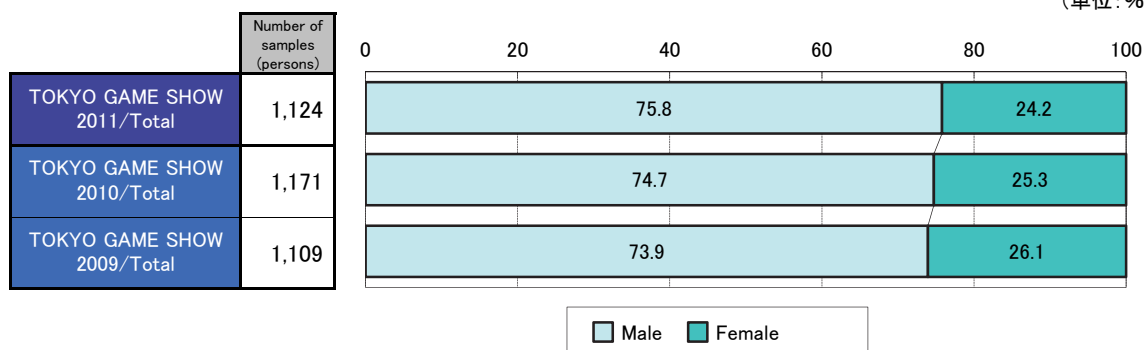
- 6 Analytical Method : Cross analysis focusing on the characteristics of the subjects and the frequency of their game playing.
- ※ It needs to be reminded that each survey result does not necessarily represent the trends of the general public since these surveys target visitors to TGS, which is more likely to attract hard-core users.  
Regarding the regular survey items such as the visitors' basic characteristics, the results are compared with those of TGS 2009 and TGS 2010 (the two most recent preceding shows).
- 7 Organizers : Executive organization: Computer Entertainment Supplier's Association (CESA)  
Planning organization: NIPPON TELENET CORPORATION

# I. Visitors' Characteristics

## 1. Gender

[Q] Your gender

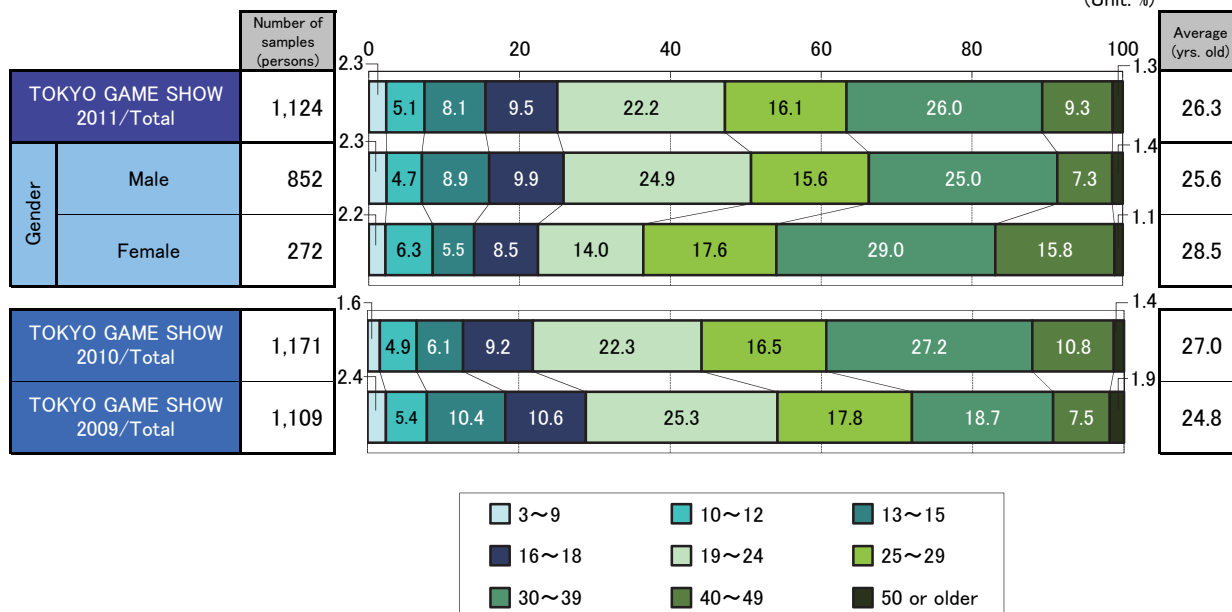
(単位: %)



## 2. Age

[Q] Your age

(Unit: %)

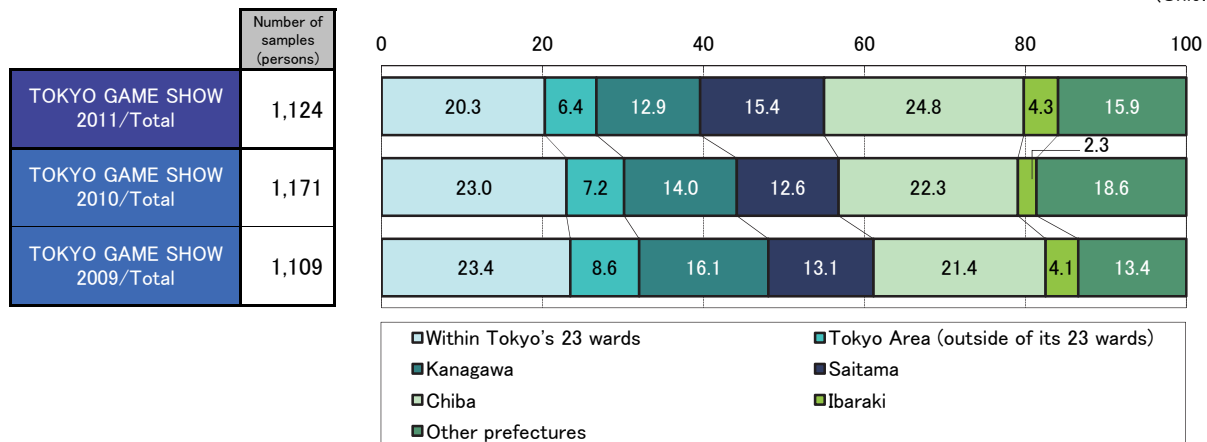


- The ratio of male visitors increased for two consecutive years, reaching 75.8%.
- The age category with the highest number of visitors was the "30-39" category (26.0%). The ratios of young people in the "3-9" (2.3%), "10-12" (5.1%), "13-15" (8.1%) and "16-18" (9.5%) categories increased compared to the previous year.

### 3. Residential area

[Q] Your area of residence

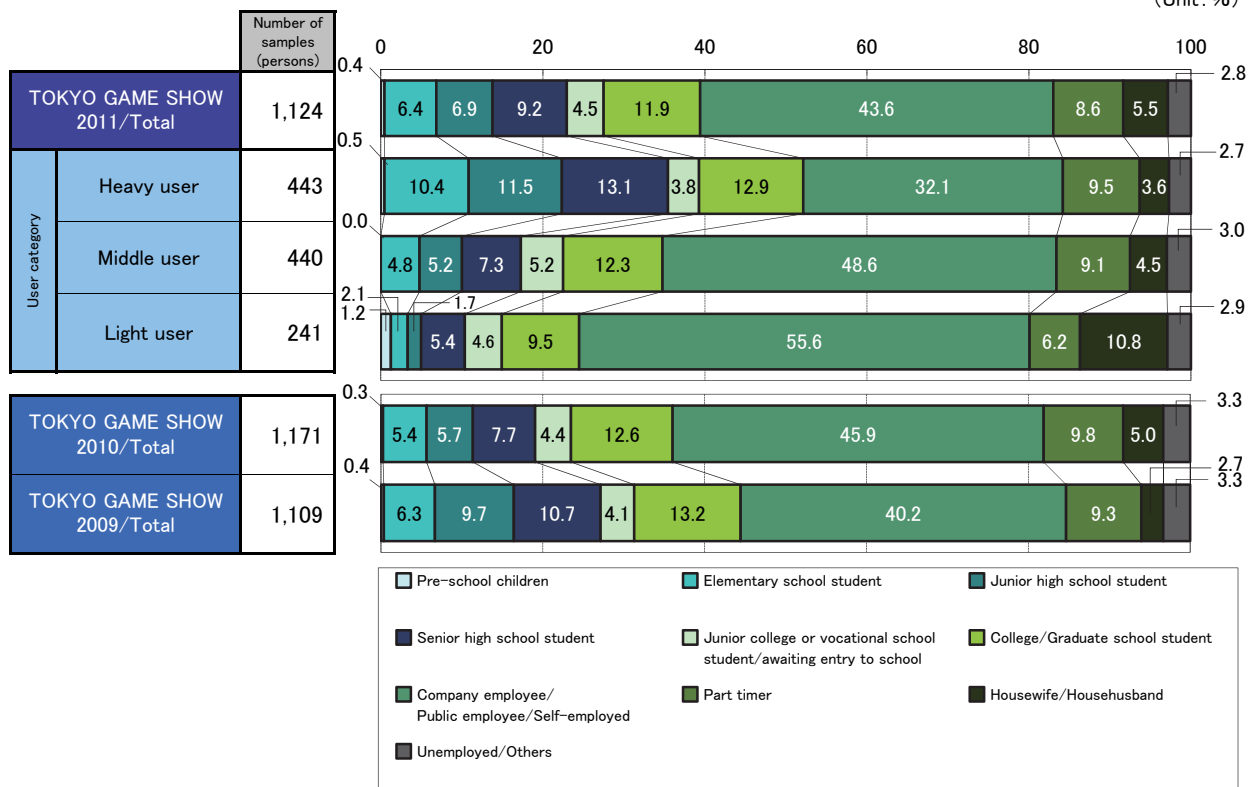
(Unit: %)



### 4. Occupation

[Q] Your occupation

(Unit: %)



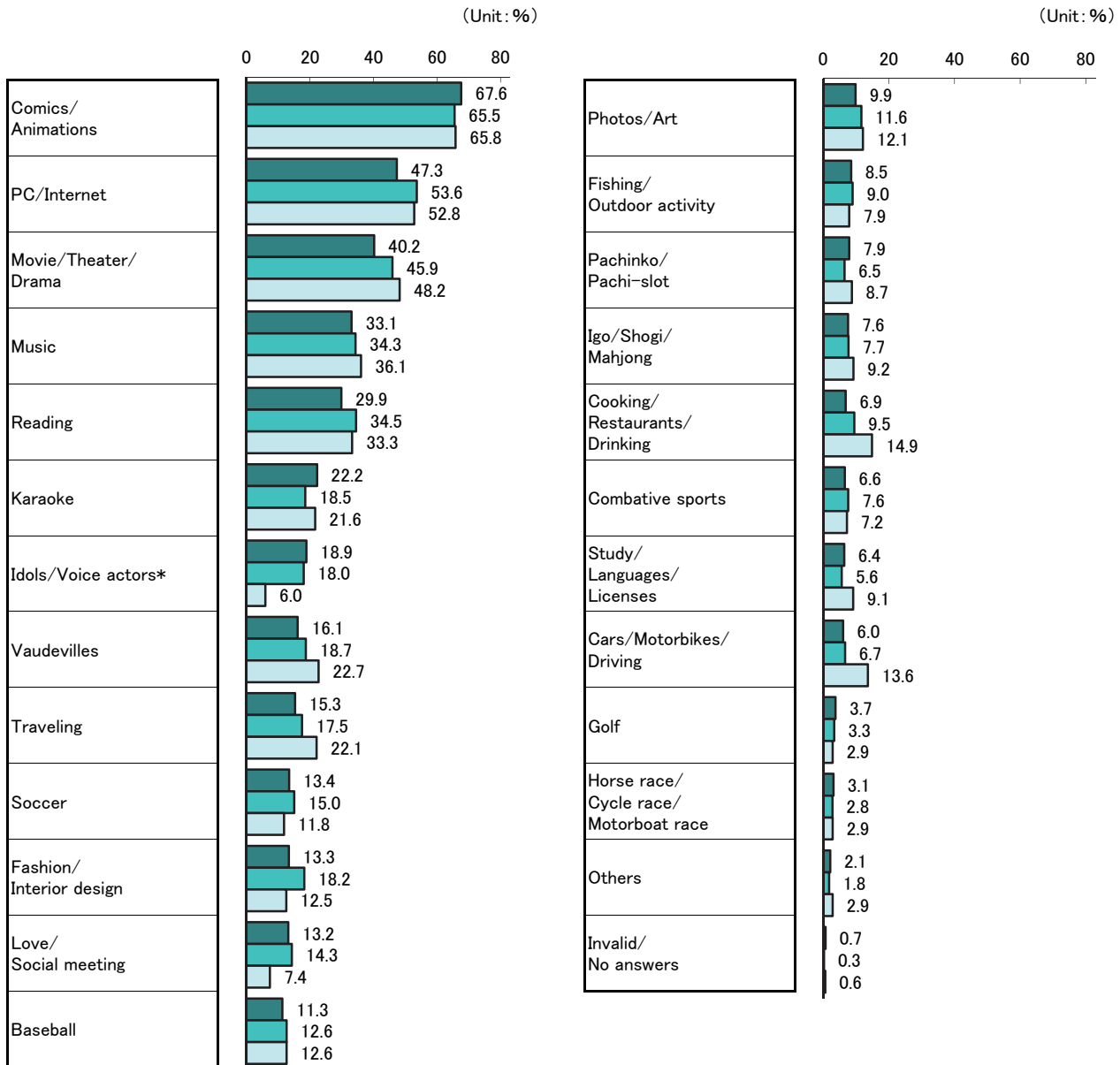
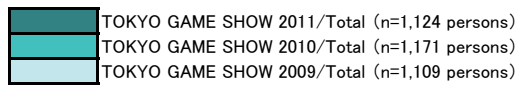
Note) CESA regards visitors to Tokyo Game Show as "game users", who are classified into three groups depending on how often they play videogames and are defined as follows. The same definition has been applied to the past visitors surveys.

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

- The area from which the highest number of visitors came was "Chiba" (24.8%), which surpassed "Within Tokyo's 23 wards" (20.3%), for the first time.
- The occupation with the highest percentage of visitors was "Company employee/Public employee/Self-employed" (43.6%), accounting for 55.6% of "light users".

## 5. Hobbies and interests 《Multiple answers》

[Q] Do you have any hobbies or interests other than games? <Choose any number of answers>



\*"TV idols" was changed to "TV idols/Voice actors" in TGS survey 2010.

- Respondents were most interested in "Comics/Animations" (67.6%); a continuing tendency from the 2009 and 2010 surveys.
- "PC/Internet" (47.3%) was in second place.
- The ratios for "Comics/Animation", "PC/Internet", "Karaoke", "TV idols/Voice actors", "Soccer", "Baseball", "Fishing/Outdoor activity" and "Combative sports" were higher the greater the frequency of playing household videogames.
- The ratios for "Cooking/Restaurants/Drinking" increased as the frequency of playing household videogames decreased.

## (Gender and Age)

(Unit: %)

	TOKYO GAME SHOW 2011/Total	Gender and Age																			
		Male	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	Female	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older
Number of samples (persons)	1,124	852	20	40	76	84	212	133	213	62	12	272	6	17	15	23	38	48	79	43	3
Comics/Animations	67.6	70.0	70.0	70.0	76.3	85.7	86.3	63.9	60.6	40.3	16.7	60.3	100.0	100.0	86.7	82.6	86.8	64.6	39.2	30.2	33.3
PC/Internet	47.3	50.1	15.0	37.5	48.7	56.0	57.1	62.4	43.7	41.9	16.7	38.6	0.0	52.9	53.3	47.8	55.3	39.6	31.6	27.9	0.0
Movie/Theater/ Drama	40.2	38.3	20.0	22.5	27.6	44.0	41.5	46.6	37.1	37.1	25.0	46.3	33.3	23.5	40.0	43.5	57.9	39.6	55.7	44.2	0.0
Music	33.1	31.8	10.0	7.5	21.1	40.5	42.0	40.6	27.2	19.4	25.0	37.1	0.0	11.8	53.3	52.2	68.4	41.7	31.6	18.6	0.0
Reading	29.9	29.5	10.0	20.0	40.8	42.9	37.3	30.8	21.1	11.3	16.7	31.3	16.7	47.1	66.7	43.5	47.4	25.0	22.8	16.3	33.3
Karaoke	22.2	20.9	10.0	5.0	13.2	35.7	30.7	28.6	13.6	3.2	0.0	26.5	33.3	17.6	40.0	52.2	39.5	27.1	21.5	9.3	0.0
TV idols/Voice actors	18.9	18.5	0.0	5.0	11.8	27.4	25.9	13.5	18.3	17.7	8.3	19.9	16.7	35.3	33.3	43.5	42.1	16.7	8.9	2.3	0.0
Vaudevilles	16.1	15.0	30.0	10.0	10.5	13.1	13.2	17.3	18.3	12.9	8.3	19.5	0.0	29.4	13.3	13.0	36.8	12.5	20.3	16.3	0.0
Traveling	15.3	17.5	5.0	5.0	2.6	16.7	15.1	18.0	24.4	27.4	41.7	8.5	0.0	0.0	0.0	4.3	2.6	14.6	13.9	7.0	0.0
Soccer	13.4	15.4	30.0	25.0	7.9	9.5	13.7	15.8	18.8	11.3	33.3	7.4	0.0	17.6	26.7	4.3	7.9	0.0	6.3	7.0	33.3
Fashion/ Interior design	13.3	10.8	5.0	2.5	6.6	8.3	11.3	11.3	13.1	16.1	8.3	21.3	0.0	17.6	13.3	8.7	26.3	25.0	20.3	27.9	33.3
Love/ Social meeting	13.2	10.6	0.0	2.5	1.3	7.1	10.4	15.8	14.1	12.9	8.3	21.3	0.0	11.8	13.3	4.3	39.5	16.7	26.6	20.9	0.0
Baseball	11.3	13.1	5.0	2.5	5.3	16.7	13.7	15.8	16.0	11.3	8.3	5.5	0.0	5.9	26.7	4.3	5.3	2.1	6.3	2.3	0.0
Photos/Arts	9.9	8.5	0.0	2.5	5.3	13.1	10.4	9.8	7.5	4.8	16.7	14.3	0.0	23.5	20.0	21.7	36.8	8.3	10.1	2.3	0.0
Fishing/ Outdoor activity	8.5	10.1	0.0	12.5	21.1	16.7	8.0	7.5	8.5	9.7	0.0	3.7	0.0	0.0	26.7	4.3	5.3	2.1	2.5	0.0	0.0
Pachinko/Pachi-slot	7.9	9.0	0.0	0.0	2.6	7.1	10.4	8.3	13.6	11.3	0.0	4.4	0.0	0.0	0.0	0.0	2.6	8.3	7.6	2.3	0.0
Igo/Shogi/Mahjong	7.6	9.3	0.0	12.5	7.9	17.9	11.8	9.0	5.2	6.5	8.3	2.2	0.0	0.0	6.7	4.3	5.3	0.0	2.5	0.0	0.0
Cooking/Restaurants/ Drinking	6.9	4.2	0.0	0.0	0.0	4.8	6.1	7.5	4.2	0.0	0.0	15.1	0.0	23.5	26.7	8.7	21.1	18.8	11.4	11.6	0.0
Combative sports	6.6	7.9	0.0	0.0	7.9	7.1	8.0	8.3	11.3	4.8	0.0	2.6	0.0	0.0	0.0	13.0	2.6	0.0	2.5	2.3	0.0
Study/Languages/ Licenses	6.4	6.9	0.0	0.0	3.9	7.1	10.8	7.5	7.5	1.6	0.0	4.8	0.0	5.9	0.0	8.7	13.2	4.2	3.8	0.0	0.0
Cars/Motorbikes/ Driving	6.0	7.0	10.0	5.0	6.6	6.0	5.7	9.0	5.6	12.9	16.7	2.9	0.0	5.9	0.0	8.7	2.6	0.0	2.5	4.7	0.0
Golf	3.7	4.5	5.0	7.5	2.6	2.4	2.4	5.3	5.6	3.2	33.3	1.5	0.0	0.0	6.7	4.3	0.0	2.1	1.3	0.0	0.0
Horse race/Cycle race/ Motorboat race	3.1	3.5	0.0	0.0	2.6	3.6	3.3	2.3	6.1	3.2	0.0	1.8	0.0	5.9	0.0	4.3	2.6	0.0	2.5	0.0	0.0
Others	2.1	2.1	0.0	0.0	1.3	0.0	4.2	0.8	2.8	1.6	0.0	2.2	0.0	0.0	0.0	4.3	0.0	4.2	0.0	4.7	33.3
Invalid/No answers	0.7	0.9	0.0	5.0	1.3	0.0	0.0	2.3	0.5	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0



(Frequency of playing household videogames/Social game player category/Game player category)

(Unit: %)

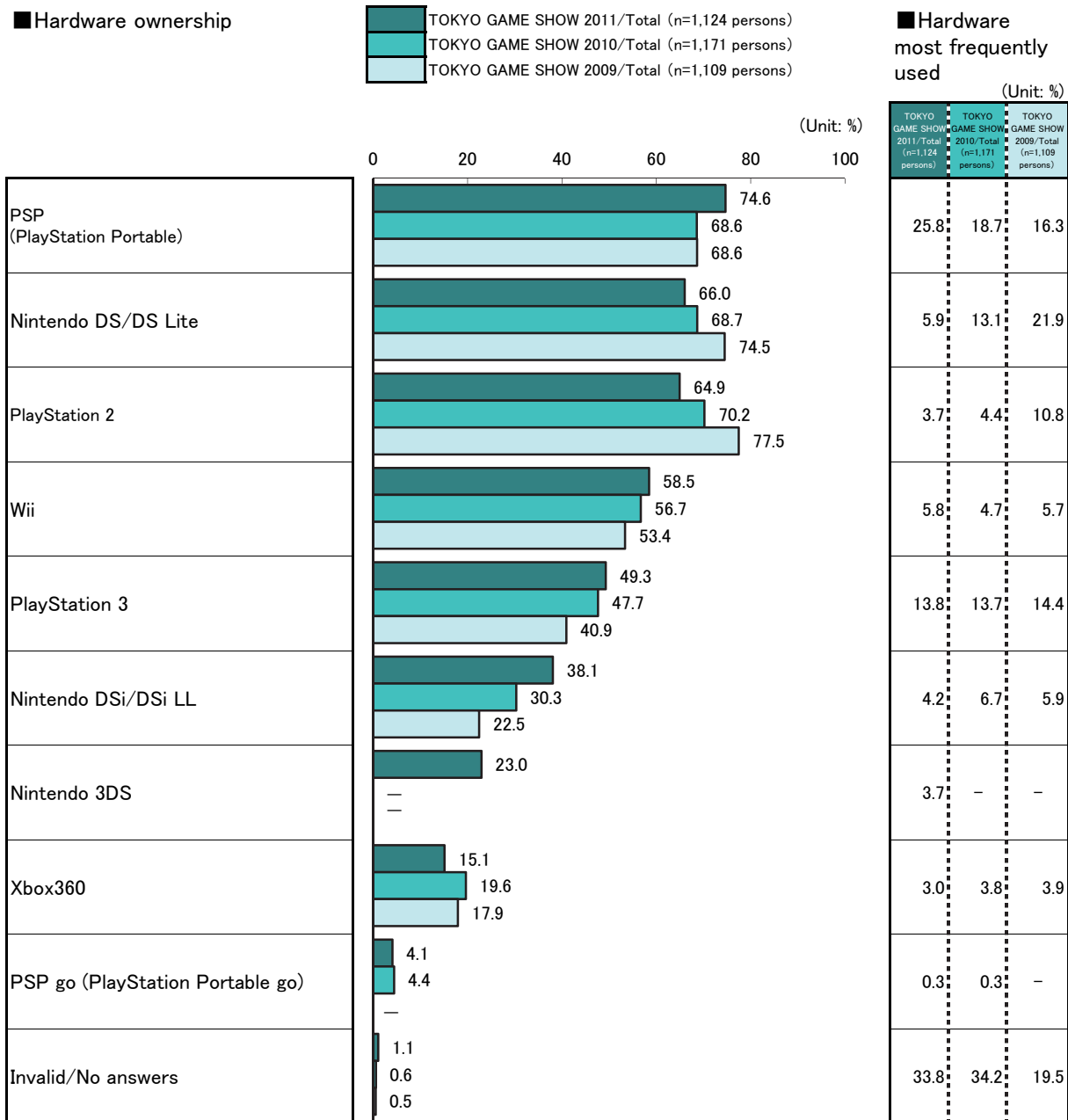
	TOKYO GAME SHOW 2011/Total	Frequency of playing household videogames			Social game player category					Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	mixi game players	Facebook game players	Smartphone game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,124	443	440	241	467	268	234	213	48	206	318	322	355
Comics/Animations	67.6	77.9	64.1	55.2	66.2	69.0	65.8	70.0	66.7	64.6	66.0	68.0	75.5
PC/Internet	47.3	51.7	46.6	40.7	44.5	44.0	41.9	47.9	41.7	43.7	39.0	56.8	53.8
Movie/Theater/Drama	40.2	44.7	35.9	39.8	43.0	41.4	40.6	46.0	45.8	44.7	41.8	43.8	40.3
Music	33.1	32.7	34.5	31.1	34.5	31.7	34.2	39.4	31.3	32.0	30.2	29.8	32.7
Reading	29.9	34.1	26.6	28.2	26.3	28.0	26.1	28.2	8.3	29.1	26.1	28.0	31.0
Karaoke	22.2	24.2	21.6	19.9	24.0	23.5	27.8	30.5	25.0	23.8	22.0	21.4	24.5
TV idols/Voice actors	18.9	20.3	20.2	13.7	20.3	21.3	21.8	25.8	20.8	18.4	18.6	17.4	24.5
Vaudevilles	16.1	18.5	14.3	14.9	20.3	22.8	20.9	23.0	22.9	16.5	21.1	13.7	18.0
Traveling	15.3	11.7	18.9	15.4	19.7	19.8	20.9	24.4	20.8	17.5	17.3	15.5	16.6
Soccer	13.4	16.3	13.4	8.3	13.3	13.1	15.0	14.6	12.5	13.6	13.5	14.0	13.2
Fashion/Interior design	13.3	13.1	12.5	15.4	14.6	12.7	14.5	18.8	18.8	15.5	13.5	14.6	14.4
Love/Social meeting	13.2	12.6	12.0	16.2	13.9	14.2	14.1	13.6	10.4	15.0	14.2	11.8	14.1
Baseball	11.3	13.5	10.2	9.1	12.8	13.4	15.4	11.7	8.3	11.2	11.3	11.2	13.5
Photos/Arts	9.9	9.7	10.2	9.5	10.5	11.2	10.7	12.2	12.5	11.7	8.2	9.6	9.9
Fishing/Outdoor activity	8.5	9.3	8.6	7.1	9.2	10.1	8.1	11.3	14.6	10.2	8.2	8.7	9.6
Pachinko/Pachi-slot	7.9	7.2	8.4	8.3	11.3	14.6	11.5	9.9	2.1	9.7	12.6	8.7	11.0
Igo/Shogi/Mahjong	7.6	8.1	8.2	5.4	6.9	9.0	6.0	5.2	6.3	6.8	9.7	10.2	10.4
Cooking/Restaurants/Drinking	6.9	5.2	7.0	9.5	9.0	8.6	7.7	13.1	12.5	9.7	7.2	7.8	8.5
Combative sports	6.6	8.1	6.4	4.1	6.9	6.7	5.6	8.9	8.3	6.3	6.6	7.5	7.6
Study/Languages/Licenses	6.4	6.1	5.2	9.1	9.4	7.5	7.7	13.6	6.3	8.3	6.9	7.5	8.2
Cars/Motorbikes/Driving	6.0	7.0	3.9	8.3	5.6	6.7	5.6	6.1	4.2	6.8	5.7	8.7	6.8
Golf	3.7	3.8	3.2	4.6	6.0	6.0	7.7	6.1	0.0	4.9	5.7	4.7	3.1
Horse race/Cycle race/Motorboat race	3.1	2.9	3.6	2.5	3.0	3.0	3.8	3.3	4.2	1.5	3.5	3.7	4.8
Others	2.1	1.8	2.0	2.9	1.5	0.7	1.3	1.9	0.0	1.0	1.9	1.6	2.0
Invalid/No answers	0.7	0.5	0.7	1.2	1.3	1.1	2.1	0.9	0.0	1.0	1.3	1.9	1.7

## II. Household Videogames

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

[Q] What game machines do you have? (Excluding PCs and mobile phones.)

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



Note 1) Nintendo DSi was added in TGS survey 2009, and changed to Nintendo DSi/DSi LL in TGS survey 2010.

Note 2) Nintendo DS (incl. Lite) was changed to Nintendo DS/DS Lite in TGS survey 2010.

Note 3) PSP go (PlayStation Portable go) was added in TGS survey 2010.

Note 4) Nintendo 3DS was added to the 2011 TGS survey.

•As for ownership ratios, "PSP (PlayStation Portable)" (74.6%) increased compared to 2010 (68.6%), ranking at the top. "Nintendo DS/DS Lite" (66.0%) remained in second place. "PlayStation 2" (64.9%), which ranked at the top last year, dropped to third. "Wii", "PlayStation 3" and "Nintendo DSi/DSi LL" steadily increased. Nintendo 3DS gained 23.0%.

•As for frequency of use, "PSP (PlayStation Portable)" greatly increased from 18.7% to 25.8%, and remained at the top for two consecutive years; "PlayStation 3" (13.8%) ranked second. These two left the rest far behind.

•Among heavy users, "PSP (PlayStation Portable)" ranked at the top both in ratio of ownership (81.3%) and in frequency of use (31.2%).

(Gender and Age)

## ■ Hardware ownership

(Unit: %)

	TOKYO GAME SHOW 2011/Total	Gender and Age																			
		Male	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Female	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older
Number of samples (persons)	1,124	852	20	40	76	84	212	133	213	62	12	272	6	17	15	23	38	48	79	43	3
PSP (PlayStation Portable)	74.6	76.2	40.0	50.0	86.8	90.5	85.8	78.2	71.4	53.2	66.7	69.9	33.3	64.7	80.0	95.7	89.5	83.3	51.9	62.8	33.3
Nintendo DS/ DS Lite	66.0	63.5	55.0	80.0	84.2	76.2	60.4	51.1	62.0	56.5	58.3	73.9	66.7	82.4	80.0	82.6	73.7	79.2	70.9	65.1	66.7
PlayStation 2	64.9	67.3	25.0	52.5	72.4	70.2	70.3	73.7	66.2	59.7	66.7	57.7	16.7	29.4	53.3	69.6	71.1	68.8	57.0	48.8	33.3
Wii	58.5	54.7	75.0	82.5	69.7	69.0	43.4	45.1	51.6	58.1	75.0	70.2	100.0	82.4	86.7	69.6	52.6	64.6	74.7	69.8	66.7
PlayStation 3	49.3	51.9	35.0	25.0	44.7	51.2	59.9	66.2	49.8	33.9	50.0	41.2	0.0	41.2	46.7	39.1	44.7	58.3	39.2	27.9	33.3
Nintendo DSi/ DSi LL	38.1	36.6	55.0	57.5	46.1	40.5	25.5	30.8	42.3	37.1	8.3	42.6	33.3	64.7	60.0	43.5	23.7	27.1	48.1	53.5	33.3
Nintendo 3DS	23.0	22.9	55.0	47.5	14.5	23.8	12.7	23.3	27.7	22.6	25.0	23.2	50.0	5.9	26.7	21.7	15.8	16.7	32.9	20.9	33.3
Xbox360	15.1	16.5	0.0	7.5	7.9	11.9	17.0	26.3	21.6	4.8	16.7	10.7	0.0	5.9	6.7	21.7	15.8	14.6	8.9	4.7	0.0
PSP go (PlayStation Portable go)	4.1	4.1	0.0	2.5	2.6	4.8	4.7	3.8	3.8	8.1	0.0	4.0	0.0	5.9	0.0	8.7	5.3	0.0	6.3	2.3	0.0
Invalid/ No answers	1.1	1.1	5.0	0.0	0.0	0.0	1.4	0.0	1.4	3.2	0.0	1.1	0.0	0.0	0.0	0.0	2.6	0.0	1.3	2.3	0.0

## ■ Hardware most frequently used

Number of samples (persons)	1,124	852	20	40	76	84	212	133	213	62	12	272	6	17	15	23	38	48	79	43	3
PSP (PlayStation Portable)	25.8	27.0	0.0	25.0	40.8	41.7	31.1	24.8	22.1	11.3	8.3	22.1	16.7	11.8	20.0	47.8	34.2	27.1	13.9	14.0	0.0
PlayStation 3	13.8	15.5	0.0	2.5	9.2	10.7	22.6	23.3	14.1	8.1	8.3	8.5	0.0	0.0	20.0	13.0	5.3	14.6	6.3	7.0	0.0
Nintendo DS/DS Lite	5.9	5.0	15.0	7.5	9.2	1.2	4.7	1.5	6.1	6.5	0.0	8.5	0.0	11.8	6.7	8.7	7.9	6.3	8.9	11.6	0.0
Wii	5.8	4.6	5.0	10.0	6.6	3.6	1.4	4.5	3.3	12.9	16.7	9.6	16.7	29.4	6.7	0.0	2.6	4.2	13.9	9.3	33.3
Nintendo DSi/DSi LL	4.2	2.9	15.0	7.5	1.3	2.4	0.5	0.8	5.2	4.8	0.0	8.1	0.0	29.4	20.0	4.3	5.3	4.2	3.8	14.0	0.0
Nintendo 3DS	3.7	4.0	15.0	12.5	0.0	1.2	0.9	3.0	6.1	6.5	16.7	2.9	0.0	0.0	6.7	0.0	2.6	2.1	6.3	0.0	0.0
PlayStation 2	3.7	3.9	0.0	2.5	1.3	2.4	3.8	5.3	4.2	6.5	8.3	3.3	0.0	0.0	6.7	17.4	2.6	0.0	2.5	2.3	0.0
Xbox360	3.0	3.6	0.0	0.0	1.3	1.2	5.2	6.0	4.2	1.6	0.0	1.1	0.0	0.0	0.0	0.0	5.3	0.0	1.3	0.0	0.0
PSP go (PlayStation Portable go)	0.3	0.2	0.0	0.0	1.3	1.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Invalid/No answers	33.8	33.2	50.0	32.5	28.9	34.5	29.7	30.8	34.7	41.9	41.7	35.7	66.7	11.8	13.3	8.7	34.2	41.7	43.0	41.9	66.7

(Frequency of playing household videogames/Social game player category/Game player category)

■ Hardware ownership

(Unit: %)

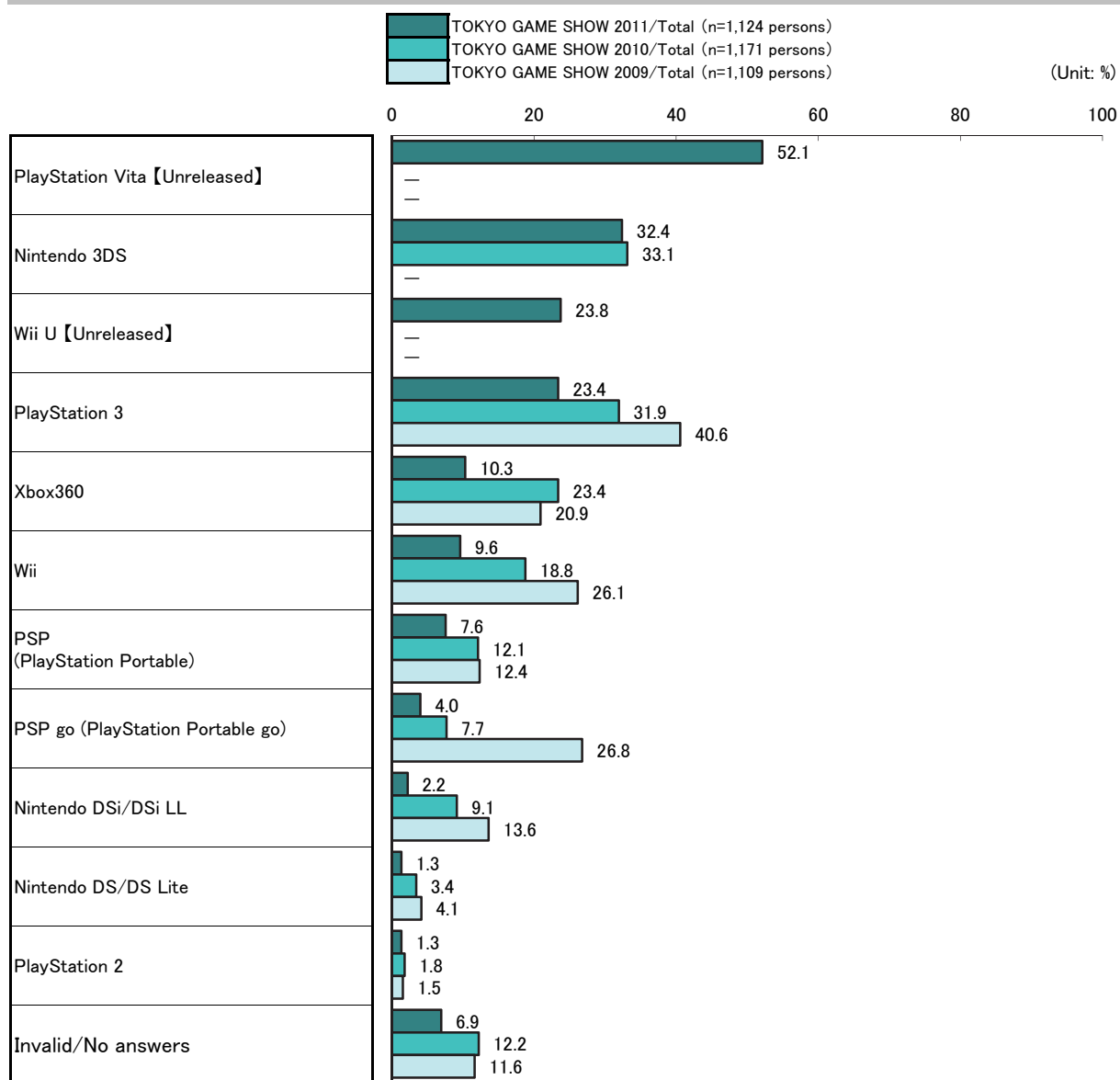
	TOKYO GAME SHOW 2011/Total	Frequency of playing household videogames			Social game player category					Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	mixi game players	Facebook game players	Smartphone game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,124	443	440	241	467	268	234	213	48	206	318	322	355
PSP (PlayStation Portable)	74.6	81.3	76.1	59.8	73.7	78.7	74.8	67.6	66.7	74.3	69.5	75.5	80.0
Nintendo DS/DS Lite	66.0	68.6	68.0	57.7	66.6	70.5	67.5	59.6	47.9	66.5	65.1	63.7	68.2
PlayStation 2	64.9	70.9	64.3	55.2	70.0	75.0	73.1	69.0	64.6	67.0	70.8	69.6	71.5
Wii	58.5	62.5	57.3	53.1	57.0	61.6	59.4	50.2	54.2	56.3	60.4	54.3	59.4
PlayStation 3	49.3	51.0	55.0	35.7	47.5	49.3	46.6	51.6	50.0	54.9	44.7	56.5	51.5
Nintendo DSi/DSi LL	38.1	44.2	36.6	29.5	38.3	41.8	38.0	42.3	33.3	30.6	40.3	32.3	38.6
Nintendo 3DS	23.0	25.7	25.2	13.7	20.8	20.5	23.9	17.8	25.0	28.2	20.1	23.9	22.3
Xbox360	15.1	20.3	15.0	5.8	12.2	10.8	12.0	15.0	16.7	16.0	11.6	18.0	17.5
PSP go (PlayStation Portable go)	4.1	4.7	3.6	3.7	4.7	4.1	4.3	6.1	8.3	8.3	3.5	4.0	5.1
Invalid/No answers	1.1	0.2	0.5	3.7	1.7	0.7	0.9	1.9	2.1	1.9	0.9	0.9	0.6

■ Hardware most frequently used

Number of samples (persons)	1,124	443	440	241	467	268	234	213	48	206	318	322	355
PSP (PlayStation Portable)	25.8	31.2	24.1	19.1	24.6	26.5	22.6	21.1	25.0	19.9	24.5	25.8	28.2
PlayStation 3	13.8	13.3	14.5	13.3	12.4	13.8	14.1	15.0	16.7	17.0	13.2	14.9	12.7
Nintendo DS/DS Lite	5.9	5.0	5.7	7.9	6.0	5.6	6.0	6.1	4.2	6.3	6.6	4.0	6.8
Wii	5.8	4.1	6.1	8.3	6.2	7.1	8.5	5.2	10.4	6.3	8.2	5.9	5.6
Nintendo DSi/DSi LL	4.2	5.2	3.0	4.6	4.1	4.1	4.7	3.3	2.1	1.0	4.7	1.9	2.3
Nintendo 3DS	3.7	4.5	3.4	2.9	2.6	2.6	2.1	1.9	2.1	5.3	2.5	2.8	2.8
PlayStation 2	3.7	2.5	4.3	5.0	5.4	4.9	5.6	7.5	4.2	1.5	4.7	5.0	5.4
Xbox360	3.0	4.5	2.7	0.8	1.7	1.1	1.7	2.8	2.1	3.4	2.2	5.3	3.7
PSP go (PlayStation Portable go)	0.3	0.5	0.2	0.0	0.4	0.0	0.4	0.5	2.1	1.0	0.3	0.0	0.3
Invalid/No answers	33.8	29.3	35.9	38.2	36.6	34.3	34.2	36.6	31.3	38.3	33.0	34.5	32.4

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

[Q] What game machines do you want to buy? (Excluding PCs and mobile phones.)



Note 1) Nintendo DSi was changed to Nintendo DSi/DSi LL in TGS survey 2010.

Note 2) Nintendo DS (incl. Lite) was changed to Nintendo DS/DS Lite in TGS survey 2010.

Note 3) PSP go (PlayStation Portable go) was added in TGS survey 2010.

Note 4) Nintendo 3DS was added to the 2011 TGS survey.

Note 5) PlayStation Vita 【Unreleased】and Wii U 【Unreleased】 were added to the 2011 TGS survey.

• “PlayStation Vita” and “Wii U”, which had not yet been released as of the date of the questionnaire, ranked first and third with more than half (52.1%) and 23.8% of respondents respectively. “Nintendo 3DS”, which had not yet been released as of the date of the questionnaire, and ranked at the top in the previous survey, dropped to second, but the percentage remained almost at the same level of 32.4%.

• The percentage of respondents wishing to purchase “Nintendo 3DS”, “Nintendo DSi/DSi LL” and “Nintendo DS/DS Lite” was higher for females than for males.

(Gender and Age)

(Unit: %)

	TOKYO GAME SHOW 2011/Total	Gender and Age																			
		Male	3～9	10～12	13～15	16～18	19～24	25～29	30～39	40～49	50 or older	Female	3～9	10～12	13～15	16～18	19～24	25～29	30～39	40～49	50 or older
Number of samples (persons)	1,124	852	20	40	76	84	212	133	213	62	12	272	6	17	15	23	38	48	79	43	3
PlayStation Vita 【Unreleased】	52.1	56.9	10.0	30.0	52.6	64.3	71.2	66.2	51.2	37.1	50.0	37.1	16.7	17.6	33.3	47.8	52.6	50.0	29.1	30.2	33.3
Nintendo 3DS	32.4	30.9	35.0	25.0	36.8	25.0	40.6	19.5	31.0	25.8	25.0	37.1	16.7	64.7	66.7	47.8	44.7	31.3	26.6	32.6	33.3
Wii U【Unreleased】	23.8	25.8	40.0	32.5	28.9	32.1	24.1	25.6	24.9	17.7	8.3	17.3	50.0	17.6	13.3	30.4	21.1	16.7	12.7	11.6	33.3
PlayStation 3	23.4	24.5	15.0	32.5	38.2	33.3	21.7	16.5	22.5	29.0	16.7	19.9	0.0	5.9	20.0	43.5	28.9	18.8	19.0	9.3	33.3
Xbox360	10.3	10.7	15.0	10.0	15.8	19.0	13.2	6.0	7.5	6.5	0.0	9.2	16.7	5.9	33.3	8.7	7.9	2.1	11.4	4.7	33.3
Wii	9.6	8.9	15.0	5.0	10.5	6.0	5.2	9.8	11.3	11.3	25.0	11.8	0.0	11.8	6.7	8.7	18.4	6.3	10.1	20.9	0.0
PSP (PlayStation Portable)	7.6	7.6	10.0	20.0	6.6	8.3	2.8	6.8	9.4	11.3	8.3	7.4	16.7	11.8	13.3	0.0	5.3	8.3	10.1	2.3	0.0
PSP go (PlayStation Portable go)	4.0	4.1	15.0	10.0	1.3	2.4	3.8	2.3	6.1	1.6	0.0	3.7	0.0	11.8	13.3	4.3	2.6	0.0	3.8	2.3	0.0
Nintendo DSi/ DSi LL	2.2	1.8	5.0	10.0	1.3	3.6	0.9	0.8	1.4	0.0	0.0	3.7	0.0	17.6	0.0	0.0	5.3	0.0	2.5	7.0	0.0
Nintendo DS/ DS Lite	1.3	1.2	5.0	0.0	0.0	2.4	0.5	1.5	1.4	1.6	0.0	1.8	0.0	0.0	0.0	0.0	0.0	2.1	3.8	2.3	0.0
PlayStation 2	1.3	1.6	10.0	2.5	0.0	2.4	1.9	0.0	1.9	1.6	0.0	0.4	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Invalid/ No answers	6.9	6.1	5.0	10.0	2.6	6.0	4.7	5.3	8.9	6.5	0.0	9.6	33.3	0.0	0.0	8.7	10.5	6.3	11.4	11.6	33.3

(Frequency of playing household videogames/Social game player category/Game player category)

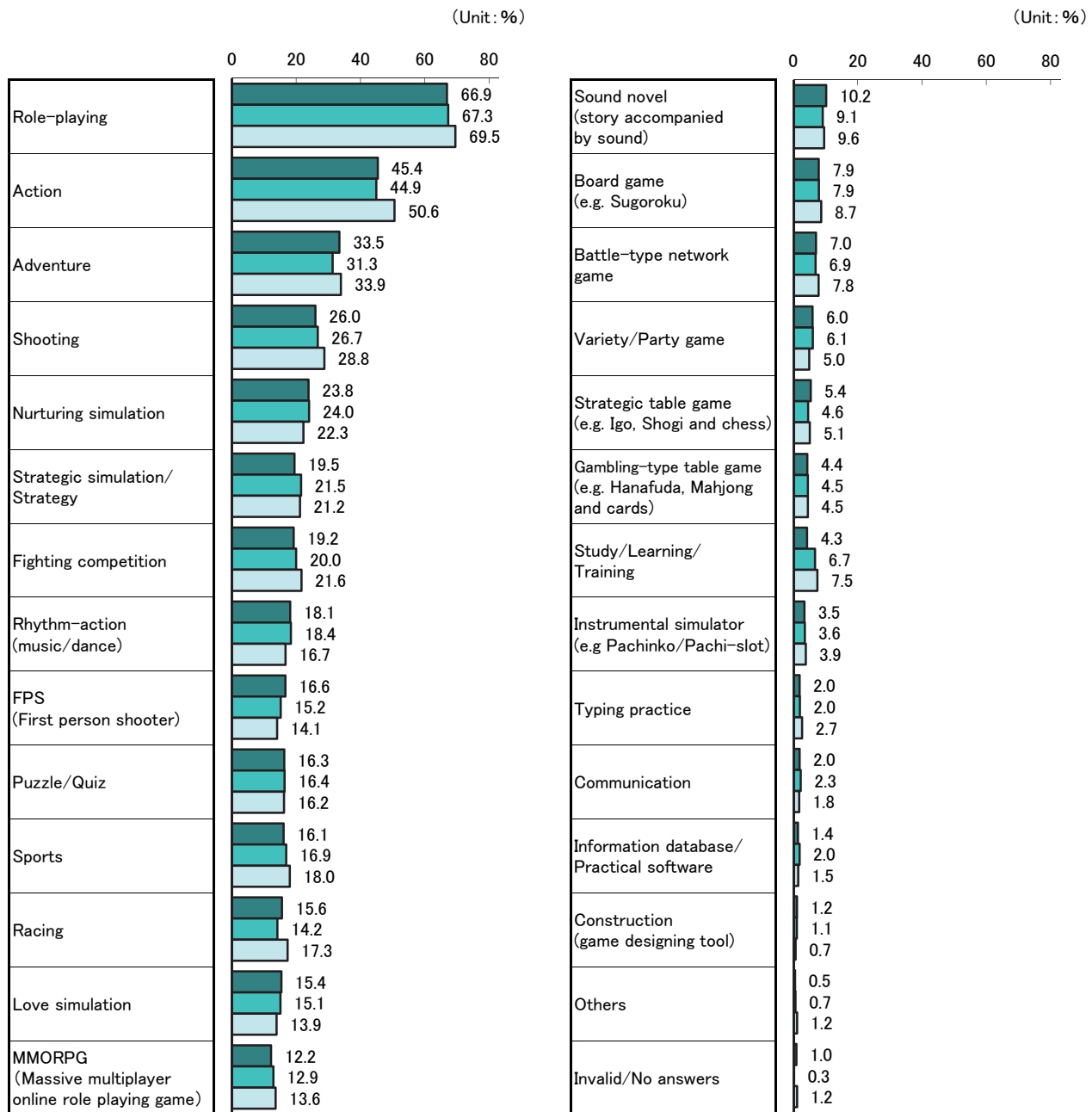
(Unit: %)

	TOKYO GAME SHOW 2011/Total	Frequency of playing household videogames			Social game player category					Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	mixi game players	Facebook game players	Smartphone game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,124	443	440	241	467	268	234	213	48	206	318	322	355
PlayStation Vita 【Unreleased】	52.1	56.4	54.5	39.8	50.7	54.1	48.7	53.5	58.3	54.9	46.9	56.2	57.5
Nintendo 3DS	32.4	36.6	30.2	28.6	30.2	30.2	28.6	36.6	20.8	26.7	29.9	28.0	32.7
Wii U【Unreleased】	23.8	27.3	23.4	17.8	22.9	19.0	23.1	25.4	22.9	25.7	21.7	22.7	25.6
PlayStation 3	23.4	26.0	22.3	20.7	26.1	27.6	27.8	23.0	22.9	18.9	28.3	20.8	25.9
Xbox360	10.3	12.6	10.7	5.4	10.9	13.1	12.8	10.8	12.5	12.1	10.7	11.5	11.5
Wii	9.6	8.6	8.4	13.7	12.4	9.7	13.2	14.6	14.6	13.6	11.6	10.2	8.2
PSP (PlayStation Portable)	7.6	6.3	7.0	10.8	7.7	7.5	8.1	9.4	0.0	4.4	9.7	7.1	8.5
PSP go (PlayStation Portable go)	4.0	5.6	3.0	2.9	3.9	3.7	3.8	5.6	4.2	5.8	5.7	5.0	4.5
Nintendo DSi/ DSi LL	2.2	2.7	1.6	2.5	2.1	3.0	2.1	1.4	4.2	4.4	2.5	2.5	3.7
Nintendo DS/ DS Lite	1.3	0.9	1.8	1.2	1.7	1.5	2.6	2.3	2.1	2.4	3.5	1.9	1.7
PlayStation 2	1.3	1.6	1.4	0.8	1.5	1.5	1.3	1.9	0.0	1.0	1.9	2.2	1.4
Invalid/ No answers	6.9	5.6	6.4	10.4	7.1	7.1	9.4	4.2	2.1	5.8	8.2	8.1	6.8

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

[Q] Please choose the genre of game you like.

 TOKYO GAME SHOW 2011/Total (n=1,124 persons)  
 TOKYO GAME SHOW 2010/Total (n=1,171 persons)  
 TOKYO GAME SHOW 2009/Total (n=1,109 persons)



• "Role playing" was the most popular type of game (66.9%), although the ratio decreased over three consecutive years. "Action" ranked second with 45.4% of respondents. The ratios increased for "Action", "Adventure", "FPS (First person shooter)", "Racing", "Love simulation" and "Sound novel".

• Male users preferred "Role playing", "Action", "Adventure", "Shooting", "Strategic simulation/Strategy", "Fighting competition", "FPS (First person shooter)", "Sports" and "Racing", while female users preferred "Nurturing simulation", "Rhythm-action (music/dance)", "Puzzle/Quiz" and "Love simulation".



## (Gender and Age)

(Unit: %)

	TOKYO GAME SHOW 2011/Total	Gender and Age																			
		Male	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	Female	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older
Number of samples (persons)	1,124	852	20	40	76	84	212	133	213	62	12	272	6	17	15	23	38	48	79	43	3
Role-playing	66.9	68.4	20.0	37.5	69.7	69.0	73.1	73.7	74.2	61.3	33.3	62.1	16.7	41.2	80.0	78.3	65.8	81.3	58.2	46.5	33.3
Action	45.4	49.5	40.0	50.0	68.4	60.7	58.0	46.6	41.3	24.2	25.0	32.4	16.7	52.9	66.7	52.2	55.3	41.7	17.7	2.3	0.0
Adventure	33.5	34.5	40.0	50.0	51.3	51.2	37.3	29.3	24.9	21.0	0.0	30.1	16.7	58.8	53.3	47.8	39.5	29.2	21.5	9.3	66.7
Shooting	26.0	30.3	5.0	35.0	39.5	38.1	32.5	27.8	24.4	30.6	33.3	12.5	0.0	11.8	33.3	13.0	18.4	6.3	15.2	4.7	0.0
Nurturing simulation	23.8	22.5	5.0	5.0	32.9	27.4	26.4	22.6	20.7	16.1	8.3	27.9	0.0	17.6	33.3	17.4	47.4	27.1	29.1	20.9	33.3
Strategic simulation/ Strategy	19.5	23.6	0.0	5.0	22.4	28.6	22.2	27.8	27.7	21.0	16.7	6.6	16.7	0.0	6.7	13.0	13.2	8.3	5.1	0.0	0.0
Fighting competition	19.2	22.2	25.0	27.5	36.8	32.1	25.0	15.8	17.4	11.3	0.0	9.9	0.0	17.6	40.0	21.7	13.2	4.2	5.1	4.7	0.0
Rhythm-action (music/dance)	18.1	16.3	15.0	15.0	22.4	28.6	17.9	13.5	14.1	4.8	0.0	23.9	16.7	35.3	33.3	34.8	34.2	22.9	17.7	16.3	0.0
FPS (First person shooter)	16.6	20.4	5.0	2.5	22.4	32.1	32.5	21.8	13.1	3.2	0.0	4.8	0.0	0.0	0.0	13.0	7.9	6.3	2.5	4.7	0.0
Puzzle/Quiz	16.3	12.4	30.0	0.0	1.3	16.7	10.4	14.3	15.5	16.1	8.3	28.3	16.7	23.5	20.0	26.1	28.9	22.9	30.4	37.2	33.3
Sports	16.1	17.5	20.0	17.5	14.5	15.5	12.7	20.3	18.3	24.2	50.0	11.8	16.7	17.6	20.0	4.3	5.3	2.1	15.2	18.6	33.3
Racing	15.6	19.0	30.0	30.0	23.7	27.4	14.2	13.5	17.8	22.6	25.0	4.8	0.0	17.6	13.3	13.0	2.6	6.3	1.3	0.0	0.0
Love simulation	15.4	14.6	0.0	0.0	14.5	34.5	16.5	12.8	10.8	14.5	0.0	18.0	0.0	0.0	13.3	26.1	50.0	18.8	13.9	4.7	0.0
MMORPG (Massive multiplayer online role playing game)	12.2	14.7	0.0	0.0	17.1	19.0	16.5	21.1	13.6	6.5	0.0	4.4	0.0	0.0	0.0	4.3	13.2	6.3	3.8	0.0	0.0
Sound novel (story accompanied by sound)	10.2	10.2	0.0	0.0	2.6	16.7	15.1	9.8	10.3	6.5	0.0	10.3	0.0	5.9	0.0	26.1	23.7	14.6	5.1	2.3	0.0
Board game (e.g. Sugoroku)	7.9	7.0	25.0	5.0	5.3	8.3	5.7	9.8	6.1	6.5	0.0	10.7	16.7	0.0	6.7	8.7	18.4	10.4	12.7	7.0	0.0
Battle-type network game	7.0	8.3	5.0	2.5	10.5	14.3	9.9	9.0	7.5	0.0	0.0	2.9	0.0	5.9	0.0	4.3	5.3	4.2	0.0	4.7	0.0
Variety/Party game	6.0	5.4	5.0	2.5	2.6	7.1	5.7	6.8	4.7	6.5	8.3	7.7	0.0	17.6	6.7	0.0	10.5	8.3	6.3	9.3	0.0
Strategic table game (e.g. Igo, Shogi and chess)	5.4	6.9	0.0	2.5	3.9	11.9	8.0	8.3	6.1	6.5	0.0	0.7	0.0	0.0	0.0	4.3	0.0	0.0	1.3	0.0	0.0
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	4.4	5.0	0.0	0.0	7.9	8.3	3.8	4.5	3.8	12.9	0.0	2.2	0.0	0.0	0.0	0.0	5.3	0.0	2.5	4.7	0.0
Study/Learning/ Training	4.3	3.1	10.0	0.0	1.3	3.6	2.4	2.3	4.2	1.6	16.7	8.1	0.0	11.8	0.0	4.3	5.3	8.3	11.4	9.3	0.0
Instrumental simulator (e.g. Pachinko/Pachi-slot)	3.5	4.5	0.0	0.0	5.3	7.1	5.7	2.3	4.7	3.2	8.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Typing practice	2.0	1.5	0.0	0.0	2.6	0.0	2.4	1.5	0.9	1.6	8.3	3.3	0.0	0.0	0.0	4.3	5.3	2.1	3.8	4.7	0.0
Communication	2.0	1.6	0.0	0.0	5.3	2.4	1.4	0.8	1.4	1.6	0.0	2.9	0.0	17.6	0.0	0.0	7.9	2.1	0.0	2.3	0.0
Information database/ Practical software	1.4	1.4	0.0	0.0	1.3	2.4	1.4	0.8	0.9	4.8	0.0	1.5	0.0	0.0	0.0	0.0	2.6	2.1	1.3	2.3	0.0
Construction (game designing tool)	1.2	1.4	0.0	0.0	2.6	2.4	1.9	0.8	1.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Others	0.5	0.6	0.0	0.0	0.0	0.0	0.5	0.0	0.9	3.2	0.0	0.4	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Invalid/No answers	1.0	0.5	5.0	0.0	0.0	0.0	0.5	0.0	0.9	0.0	0.0	2.6	33.3	0.0	0.0	0.0	2.6	0.0	2.5	2.3	33.3

(Frequency of playing household videogames/Social game player category/Game player category)

(Unit: %)

	TOKYO GAME SHOW 2011/Total	Frequency of playing household videogames			Social game player category					Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	mixi game players	Facebook game players	Smartphone game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,124	443	440	241	467	268	234	213	48	206	318	322	355
Role-playing	66.9	69.8	68.4	58.9	72.2	73.5	76.5	69.5	54.2	65.0	70.1	68.9	65.4
Action	45.4	53.5	45.7	29.9	44.8	47.8	43.2	45.1	52.1	47.1	42.5	48.4	50.1
Adventure	33.5	40.2	30.0	27.4	34.0	34.3	29.1	34.7	31.3	32.0	31.4	32.3	39.4
Shooting	26.0	30.5	25.2	19.1	24.4	26.1	24.4	26.3	31.3	27.7	25.2	29.5	31.8
Nurturing simulation	23.8	28.0	19.8	23.7	30.8	33.6	32.5	33.8	33.3	22.8	29.6	27.0	27.0
Strategic simulation/ Strategy	19.5	21.7	18.4	17.4	23.3	26.5	22.2	24.4	22.9	19.4	22.6	23.9	22.0
Fighting competition	19.2	24.8	18.4	10.4	20.1	21.6	20.9	18.8	16.7	21.4	19.5	23.0	26.8
Rhythm-action (music/dance)	18.1	21.4	19.1	10.4	16.7	19.4	16.2	19.7	12.5	18.9	16.0	18.6	29.0
FPS (First person shooter)	16.6	21.7	15.2	10.0	15.0	16.4	13.2	15.0	18.8	22.3	11.6	28.3	19.4
Puzzle/Quiz	16.3	15.8	15.0	19.5	19.1	20.1	18.8	21.6	12.5	15.5	19.8	14.9	16.1
Sports	16.1	13.8	16.4	19.9	18.0	19.4	17.9	17.4	27.1	18.9	17.6	14.6	13.5
Racing	15.6	17.6	15.9	11.2	12.8	13.4	13.2	11.7	12.5	15.5	11.3	16.5	16.9
Love simulation	15.4	17.4	14.5	13.3	17.8	18.3	18.4	22.1	14.6	17.0	15.4	14.0	22.3
MMORPG (Massive multiplayer online role playing game)	12.2	16.7	11.4	5.4	16.9	16.8	15.8	15.5	27.1	18.4	12.9	23.6	16.3
Sound novel (story accompanied by sound)	10.2	12.4	10.0	6.6	10.7	12.3	9.8	16.0	10.4	10.7	8.2	7.5	11.8
Board game (e.g. Sugoroku)	7.9	8.4	7.7	7.5	9.9	10.4	12.0	8.9	8.3	8.7	8.2	8.1	8.7
Battle-type network game	7.0	9.3	5.9	5.0	8.1	9.0	9.8	8.0	16.7	9.7	7.5	10.9	9.3
Variety/Party game	6.0	5.2	6.6	6.2	6.9	8.6	7.7	8.0	8.3	8.3	6.9	5.6	6.5
Strategic table game (e.g. Igo, Shogi and chess)	5.4	7.0	4.8	3.7	5.4	7.5	6.0	5.2	6.3	7.8	6.0	6.8	6.8
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	4.4	4.7	3.9	4.6	6.6	7.1	6.0	4.7	6.3	5.3	6.6	5.6	6.5
Study/Learning/ Training	4.3	4.3	3.0	6.6	5.4	5.2	4.3	7.5	8.3	5.8	4.4	1.9	3.1
Instrumental simulator (e.g. Pachinko/Pachi-slot)	3.5	4.3	3.6	1.7	4.5	5.6	3.8	4.2	6.3	3.9	5.7	4.3	4.2
Typing practice	2.0	2.3	1.4	2.5	2.4	2.6	3.0	3.8	4.2	3.4	2.2	2.5	2.0
Communication	2.0	2.7	1.4	1.7	2.8	2.2	3.0	4.2	8.3	2.9	3.1	2.8	2.8
Information database/ Practical software	1.4	1.6	1.4	1.2	1.9	1.1	2.1	3.3	6.3	2.4	1.3	1.2	2.3
Construction (game designing tool)	1.2	1.8	0.9	0.4	1.3	1.5	1.3	1.9	4.2	2.4	2.2	1.2	1.7
Others	0.5	0.5	0.7	0.4	0.4	0.0	0.4	0.9	0.0	1.0	0.9	0.9	0.6
Invalid/No answers	1.0	0.7	0.5	2.5	0.6	0.4	0.9	0.5	0.0	1.0	0.6	0.9	0.8

## (Hobbies and Interests)

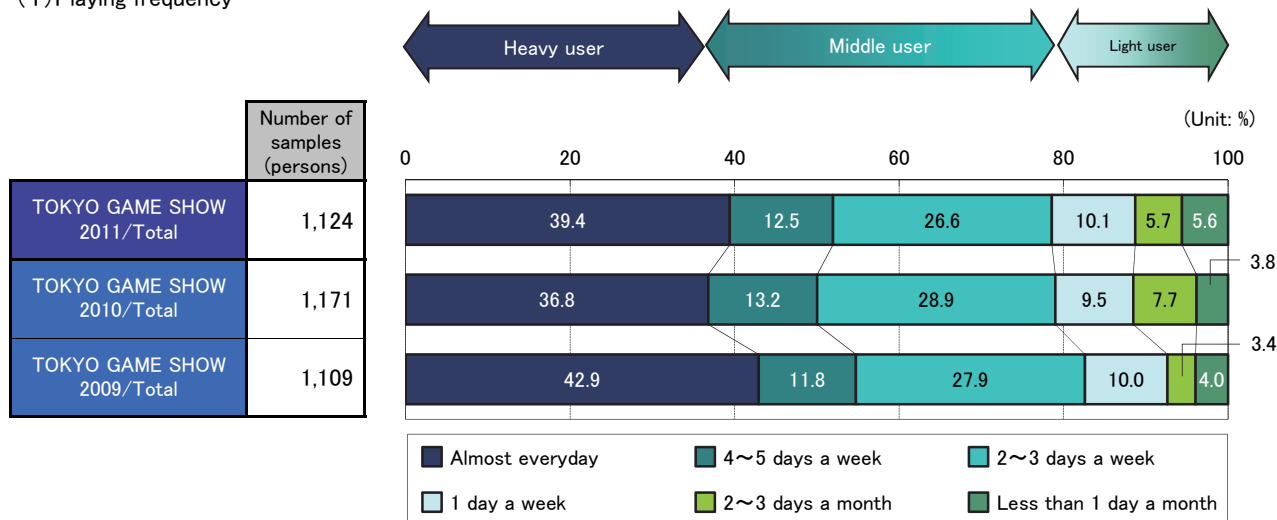
(Unit: %)

	TOKYO GAME SHOW 2011/Total	Hobbies and Interests																									
		Comics/Animations	PC/Internet	Movie/Theater/Drama	Music	Reading	Karaoke	TV idols/Voice actors	Vaudevilles	Traveling	Soccer	Fashion/Interior design	Love/Social meeting	Baseball	Photos/Arts	Fishing/Outdoor activity	Pachinko/Pachi-slot	Igo/Shogi/Mahjong	Cooking/Restaurants/ Liquors	Combative sports	Study/Languages/ Licenses	Cars/Motorbikes/Driving	Golf	Horse race/Cycle race/ Motorboat race	Others	Invalid/No answers	
Number of samples (persons)	1,124	760	532	452	372	336	250	212	181	172	151	150	148	127	111	96	89	85	77	74	72	68	42	35	24	8	
Role-playing	66.9	71.4	73.1	70.6	78.2	76.5	78.0	79.2	68.5	69.2	66.2	63.3	68.9	74.0	73.0	68.8	78.7	68.2	62.3	64.9	77.8	64.7	76.2	68.6	62.5	87.5	
Action	45.4	53.3	54.3	54.2	57.8	56.3	66.4	63.2	60.8	44.2	47.0	48.7	50.0	52.0	62.2	66.7	46.1	56.5	68.8	63.5	59.7	61.8	40.5	51.4	45.8	50.0	
Adventure	33.5	39.6	40.4	40.5	44.1	49.1	47.2	51.9	43.1	34.3	33.8	36.0	35.8	44.1	43.2	45.8	40.4	42.4	42.9	41.9	44.4	45.6	23.8	54.3	37.5	37.5	
Shooting	26.0	28.2	34.0	33.2	32.3	35.7	31.6	31.1	27.1	36.0	24.5	30.7	33.1	28.3	36.9	37.5	34.8	30.6	27.3	36.5	40.3	44.1	31.0	34.3	33.3	37.5	
Nurturing simulation	23.8	27.8	28.6	30.3	30.6	33.9	35.2	37.7	31.5	26.7	28.5	32.7	39.2	35.4	35.1	28.1	32.6	30.6	41.6	36.5	51.4	30.9	33.3	34.3	29.2	12.5	
Strategic simulation/ Strategy	19.5	24.1	24.1	26.1	23.7	27.7	27.2	27.8	24.3	21.5	25.8	25.3	30.4	34.6	31.5	29.2	27.0	34.1	24.7	35.1	40.3	33.8	40.5	45.7	16.7	12.5	
Fighting competition	19.2	23.0	25.0	23.5	24.2	28.9	32.4	33.5	28.2	19.2	22.5	18.7	21.6	22.0	29.7	34.4	24.7	38.8	24.7	41.9	31.9	22.1	33.3	28.6	29.2	12.5	
Rhythm-action (music/dance)	18.1	21.7	22.6	21.2	25.3	24.4	31.2	29.7	23.8	16.3	12.6	26.7	27.0	15.0	29.7	26.0	24.7	17.6	40.3	23.0	33.3	25.0	11.9	34.3	25.0	25.0	
FPS (First person shooter)	16.6	20.4	23.7	22.6	22.3	21.1	26.0	19.3	16.0	18.6	15.2	15.3	20.3	13.4	18.9	19.8	16.9	23.5	19.5	25.7	23.6	29.4	14.3	17.1	25.0	0.0	
Puzzle/Quiz	16.3	17.2	18.2	21.2	20.7	19.9	22.0	17.5	23.2	14.0	16.6	29.3	36.5	16.5	26.1	16.7	20.2	23.5	29.9	21.6	29.2	23.5	11.9	31.4	20.8	25.0	
Sports	16.1	13.2	16.9	18.1	16.7	15.8	17.6	16.5	25.4	23.3	41.1	21.3	15.5	42.5	20.7	26.0	18.0	27.1	18.2	27.0	19.4	29.4	45.2	51.4	25.0	0.0	
Racing	15.6	16.7	18.4	17.9	18.5	15.2	18.4	21.2	18.8	33.7	21.2	20.7	14.2	20.5	18.9	25.0	14.6	18.8	16.9	17.6	20.8	29.4	26.2	34.3	20.8	12.5	
Love simulation	15.4	19.9	19.4	20.1	22.8	22.3	29.2	37.3	18.8	18.0	15.9	24.7	20.9	22.8	29.7	18.8	33.7	20.0	24.7	21.6	38.9	16.2	19.0	25.7	16.7	0.0	
MMORPG (Massive multiplayer online role playing game)	12.2	15.1	18.8	15.5	17.5	15.5	16.8	16.0	13.3	14.5	13.2	12.7	15.5	13.4	18.0	13.5	20.2	20.0	16.9	21.6	31.9	23.5	14.3	20.0	16.7	25.0	
Sound novel (story accompanied by sound)	10.2	13.6	14.8	14.8	17.7	16.7	18.4	21.7	14.4	12.2	8.6	14.0	16.2	12.6	20.7	10.4	13.5	16.5	18.2	12.2	22.2	14.7	11.9	25.7	20.8	12.5	
Board game (e.g. Sugoroku)	7.9	8.8	8.8	11.5	8.1	8.3	11.2	11.3	15.5	8.7	7.9	14.0	12.2	11.8	13.5	8.3	10.1	15.3	15.6	5.4	15.3	19.1	9.5	20.0	16.7	12.5	
Battle-type network game	7.0	8.7	10.5	9.5	10.2	10.4	13.6	7.5	10.5	9.3	7.3	8.0	10.8	10.2	8.1	11.5	15.7	17.6	13.0	12.2	20.8	17.6	11.9	14.3	16.7	0.0	
Variety/Party game	6.0	6.7	7.9	9.1	7.8	6.5	9.6	8.5	11.0	7.0	7.9	12.0	14.9	7.9	17.1	8.3	10.1	10.6	19.5	6.8	16.7	17.6	16.7	17.1	8.3	12.5	
Strategic table game (e.g. Igo, Shogi and chess)	5.4	6.3	7.5	7.5	7.5	9.8	11.2	9.9	8.8	6.4	7.9	6.7	10.1	13.4	9.0	11.5	7.9	23.5	14.3	14.9	15.3	14.7	11.9	25.7	20.8	12.5	
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	4.4	5.1	6.0	6.2	5.9	5.1	6.8	9.4	8.8	5.2	6.6	8.7	9.5	9.4	9.0	7.3	16.9	20.0	7.8	9.5	11.1	10.3	9.5	22.9	8.3	12.5	
Study/Learning/ Training	4.3	4.1	4.5	5.5	5.9	6.0	6.0	6.1	8.3	5.2	6.0	11.3	10.1	6.3	11.7	6.3	5.6	7.1	9.1	6.8	9.7	10.3	7.1	11.4	12.5	0.0	
Instrumental simulator (e.g. Pachinko/Pachi-slot)	3.5	4.3	3.9	5.8	5.9	4.8	5.2	6.1	5.0	5.8	6.6	6.0	6.1	7.9	7.2	8.3	16.9	4.7	9.1	8.1	9.7	8.8	7.1	17.1	4.2	0.0	
Typing practice	2.0	2.4	2.4	3.3	3.2	2.1	3.2	4.7	5.0	2.3	4.6	3.3	4.7	3.1	4.5	4.2	5.6	2.4	6.5	2.7	8.3	7.4	4.8	11.4	8.3	0.0	
Communication	2.0	2.5	3.0	3.1	3.8	3.0	4.8	5.7	5.5	3.5	3.3	6.0	6.1	2.4	6.3	6.3	3.4	2.4	10.4	4.1	8.3	7.4	4.8	11.4	8.3	0.0	
Information database/ Practical software	1.4	1.6	2.6	2.0	3.2	2.4	3.2	4.2	3.3	2.9	2.0	4.0	5.4	2.4	7.2	5.2	4.5	2.4	9.1	5.4	8.3	7.4	4.8	11.4	8.3	0.0	
Construction (game designing tool)	1.2	1.6	1.9	1.8	1.9	1.8	2.4	1.4	2.2	2.3	2.6	2.0	2.0	1.6	3.6	5.2	4.5	4.7	6.5	2.7	5.6	7.4	4.8	8.6	4.2	0.0	
Others	0.5	0.7	0.9	0.9	1.1	0.6	1.2	1.9	1.7	1.7	1.3	2.7	1.4	1.6	1.8	3.1	2.2	3.5	3.9	2.7	2.8	4.4	4.8	5.7	4.2	0.0	
Invalid/No answers	1.0	0.9	0.4	0.2	0.5	0.9	0.8	0.0	1.1	1.7	0.7	0.0	1.4	0.8	0.0	1.0	1.1	2.4	0.0	1.4	1.4	2.9	0.0	2.9	4.2	0.0	

#### 4. Frequency of game playing

[Q] How often on average do you play games using a household videogame machine? (Excluding PC and mobile phone games.)

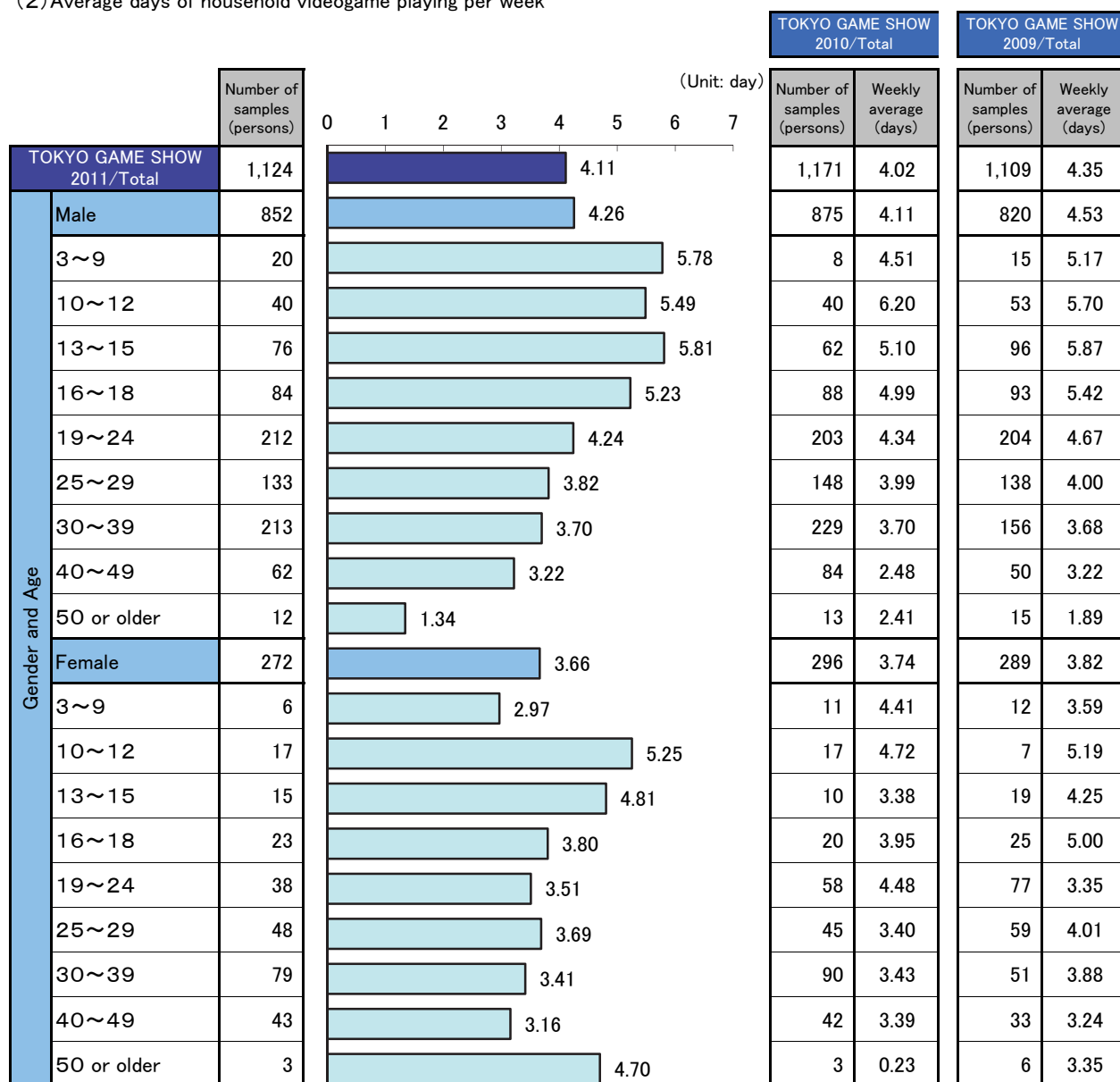
##### (1) Playing frequency



		(Unit: %)						
		Number of samples (persons)	Almost everyday	4~5 days a week	2~3 days a week	1 day a week	2~3 days a month	Less often than 1 day a month
TOKYO GAME SHOW 2011/Total		1,124	39.4	12.5	26.6	10.1	5.7	5.6
Gender and Age	Male	852	40.8	13.5	27.2	8.9	4.9	4.6
	3~9	20	75.0	5.0	10.0	5.0	0.0	5.0
	10~12	40	62.5	12.5	20.0	5.0	0.0	0.0
	13~15	76	68.4	14.5	13.2	3.9	0.0	0.0
	16~18	84	59.5	13.1	17.9	1.2	2.4	6.0
	19~24	212	38.7	15.1	30.7	7.1	5.2	3.3
	25~29	133	32.3	15.0	29.3	12.0	6.0	5.3
	30~39	213	31.0	14.1	30.5	10.3	7.0	7.0
	40~49	62	24.2	6.5	40.3	21.0	4.8	3.2
	50 or older	12	0.0	8.3	25.0	25.0	25.0	16.7
	Female	272	34.9	9.6	24.6	14.0	8.1	8.8
	3~9	6	16.7	16.7	33.3	16.7	16.7	0.0
	10~12	17	58.8	11.8	23.5	0.0	5.9	0.0
	13~15	15	60.0	0.0	20.0	6.7	13.3	0.0
	16~18	23	34.8	13.0	21.7	21.7	4.3	4.3
	19~24	38	34.2	10.5	18.4	13.2	13.2	10.5
	25~29	48	33.3	14.6	22.9	8.3	10.4	10.4
	30~39	79	30.4	5.1	35.4	13.9	8.9	6.3
	40~49	43	27.9	11.6	16.3	25.6	0.0	18.6
50 or older	3	66.7	0.0	0.0	0.0	0.0	33.3	

- "Heavy users" who play "almost every day" increased to 39.4%.
- The percentage of "almost everyday" exceeded 50% for males of the "16~18" and younger age groups, as well as females of the "10~12" and "13~15" age groups.

(2) Average days of household videogame playing per week



Note) Calculation assumption for obtaining the average weekly frequency of household videogame playing

"Almost everyday": 7 days, "4-5 days a week": 4.5 days, "2-3 days a week": 2.5 days,

"1 day a week": 1 day, "2-3 days a month": 0.3 day, "less often than 1 day a month": 0.1 day

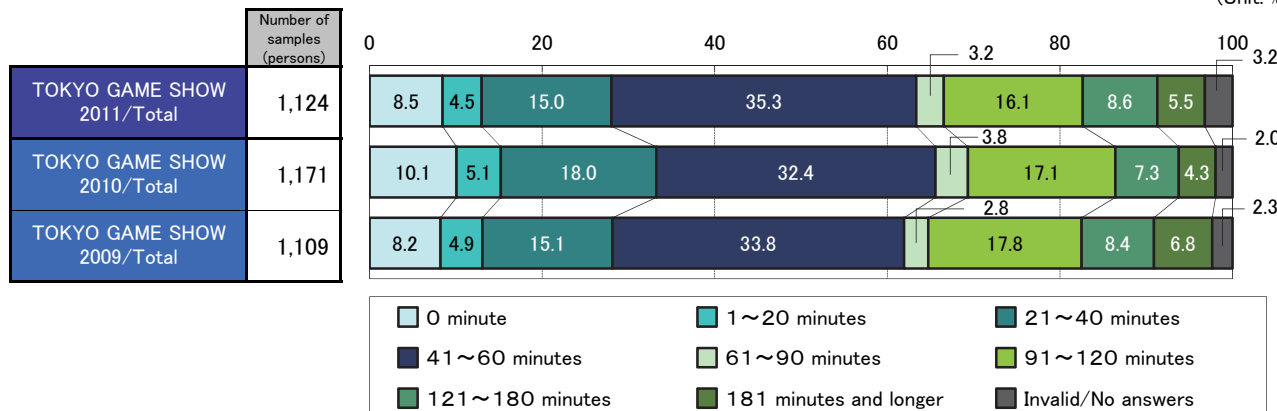
- The average weekly frequency increased to 4.11 days.
- The average weekly frequency increased among males (4.11 to 4.26 days) but decreased among females (3.74 to 3.66 days).
- The averages were the highest among males in the "13-15" age group (5.81days) and females in the "10-12" age group (5.25 days).

## 5. Duration of game playing

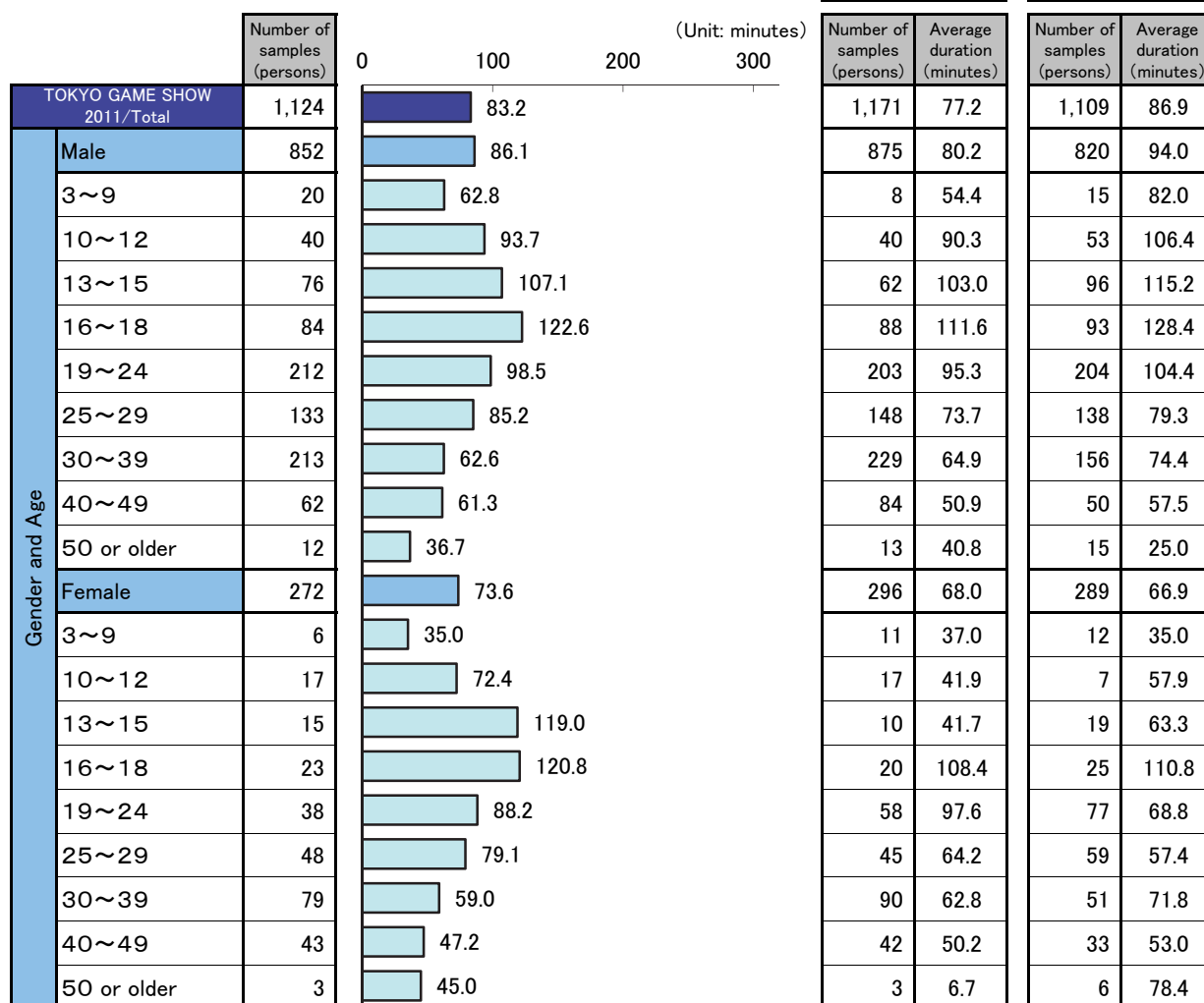
[Q] How long (minutes) do you spend playing household videogames at a time? Give answers each for workdays and days off.

(1) Workdays (on a daily basis)

(Unit: %)



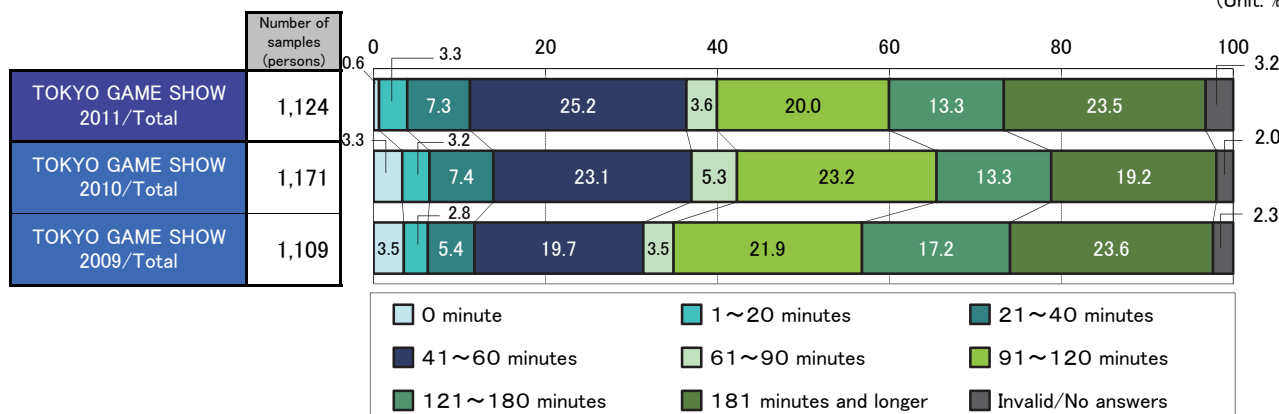
### ■ Average duration of game playing



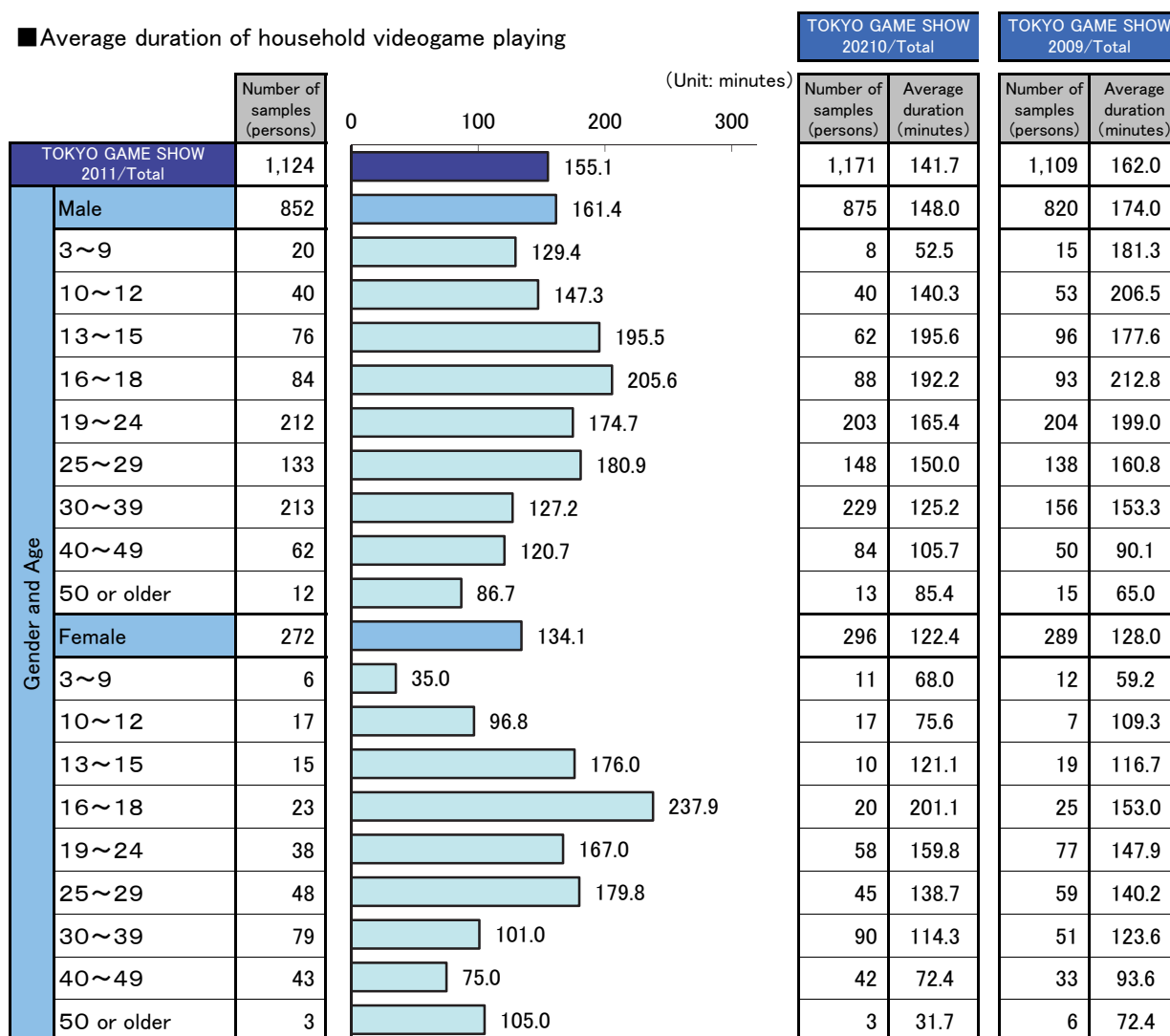
- The highest number of respondents played "41~60 min" per workday, and the ratio (35.3%) increased compared with the ratio for 2010 (32.4%).
- The average playing time per workday increased from 77.2 minutes to 83.2 minutes. Both males and females in the "16~18" age group played the longest on workdays. (males: 122.6 min., females: 120.8 min.).

(2) Days off (on a daily basis)

(Unit: %)

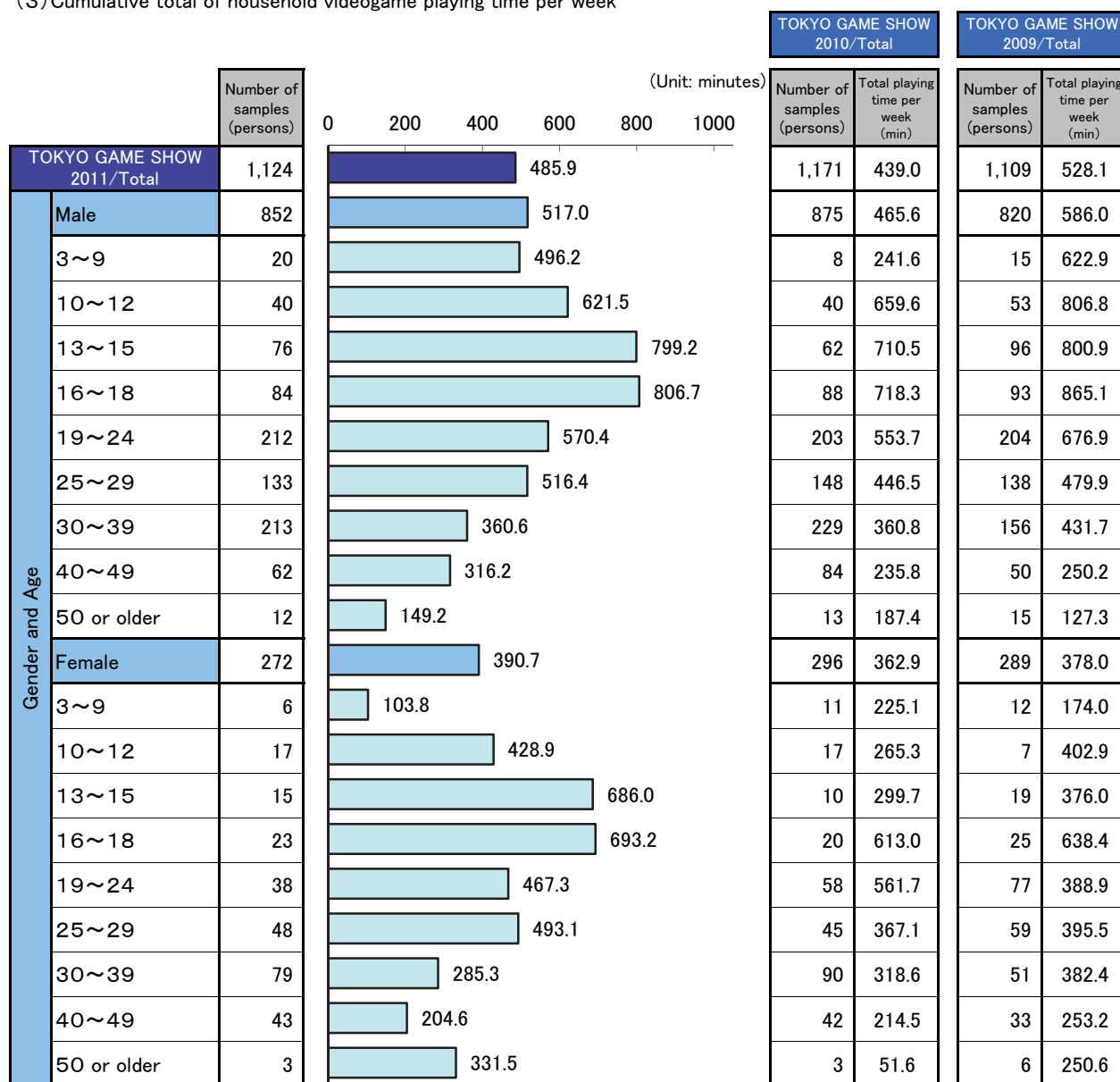


■ Average duration of household videogame playing



- "41~60 min." increased from 23.1% to 25.2%, and became the most common length of playing time, exceeding the ratio for "91~120 min." (20.0%). The percentage for "181 min.-" (23.5%) also increased.
- The average playing time per day off increased from 141.7 minutes to 155.1 minutes.

(3) Cumulative total of household videogame playing time per week



Note) Total weekly playing time = (Ave. playing days per week - 2) × Ave. work-day playing min. + Ave. days off playing min. × 2

- Total weekly playing time increased compared with last year (439.0 min.) to 485.9 minutes.
- Total weekly playing time increased both among males (517.0 min.) and among females (390.7 min.).
- Both males (806.7 min.) and females (693.2 min.) in the "16-18" age group played the longest of all age groups.

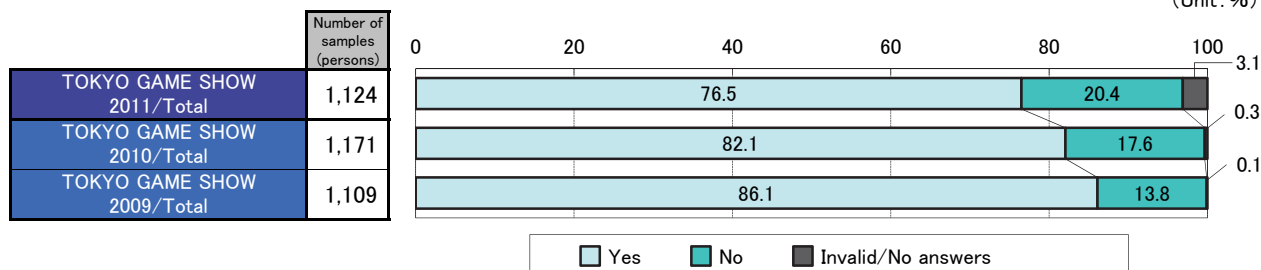


## 6. Tendency of software purchases

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

[Q] Did you buy any videogame software (packages) in the last one year? (Excluding PC games.)

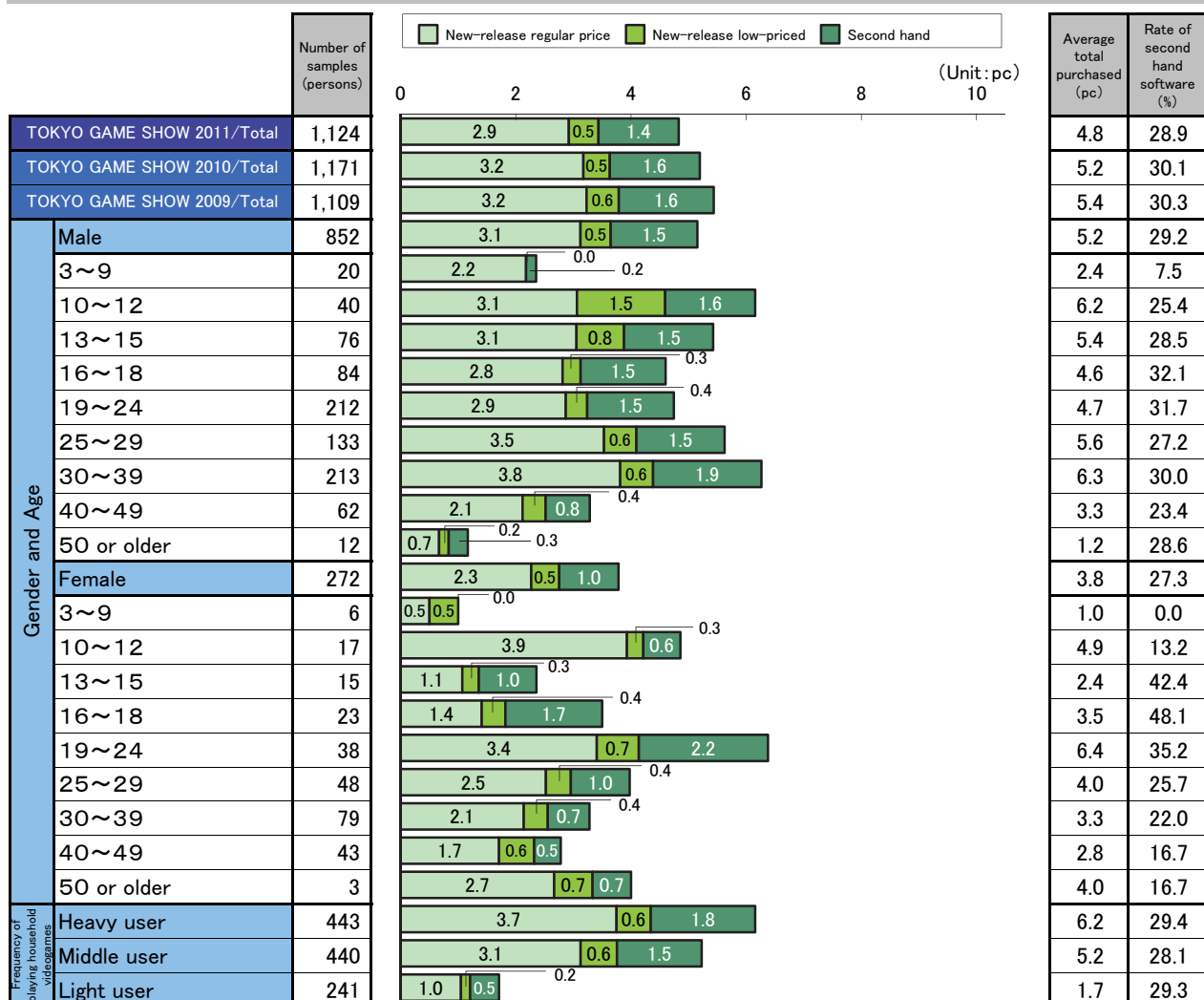
(Unit: %)



### (2) Average number of softwares purchased during the past one year

[To all who bought software (packages) in the last one year]

[Q] Give the number each for "new-release regular price", "new-release low-priced" and "second hand" package(s).



Note) To calculate the average number of software packages purchased, users who answered to Q(1) that they did not buy any software were given a factor of "0" and included in the parameter in Q(2) (excluding those who gave invalid answers or no answers).

- Respondents who purchased household videogame software during the past year decreased to 76.5%.
- The total number of purchases decreased from 5.2 pcs. to 4.8 pcs.
- The ratio of purchase of second-hand games decreased slightly from 30.1% to 28.9%.

(3) Purchased household videogame softwares that satisfied the users

【All who bought game software (packages) during the past one year】《Free/Multiple answers》

[Q] If you were satisfied with the software (packages) you purchased, please indicate the names and the type of the consoles.  
(Excluding PC and KEITAI games.)

(Valid respondents/answers: 598/628, n=860)

Title/Series	Console	Title Qty
【Breakdown】 Title		
"MONSTER HUNTER" series		110
MONSTER HUNTER PORTABLE 3rd	PSP	80
MONSTER HUNTER PORTABLE 3rd HD Ver.	PS3	4
MONSTER HUNTER Diary Poka Poka Airu Village G	PSP	4
MONSTER HUNTER Frontier Online	X360	2
"MONSTER HUNTER"	(No answer)	7
"MONSTER HUNTER 3"	(No answer)	5
"MONSTER HUNTER 3rd"	(No answer)	4
"Airu", "Airu Village"	PSP	2
"MONSTER HUNTER", "MONSTER HUNTER PORTABLE"	PSP	2
"Tales of" series		52
Tales of Xillia	PS3	35
Tales of Graces f	PS3	3
Tales of the World: Radiant Mythology 3	PSP	3
Tales of the Abyss	3DS	3
Tales of Vesperia	X360	2
Tales of Graces	Wii	1
Tales of Symphonia - Knight of Ratatoskr	Wii	1
Tales of Destiny 2	PSP	1
"Tales"	PS3	2
"Tales"	(No answer)	1
"Pokemon" series		22
Pokemon White	NDS	3
Pokemon Black	NDS	2
Super Pokemon Scramble	3DS	3
"Pokemon White&Black"	NDS	9
"Pokemon", "Pocket Monster"	(No answer)	4
"Pokemon"	NDS	1
"DRAGON QUEST" series		17
Dragon Quest 25th Anniversary: DRAGON QUEST I, II, III	Wii	7
DRAGON QUEST IX Defenders of the Starry Sky	NDS	2
DRAGON QUEST Monster Battle Road Victory	Wii	2
DRAGON QUEST Heroes: Rocket Slime	NDS	1
"DRAGON QUEST"	(No answer)	2
"DRAGON QUEST"	Wii	1
"DRAGON QUEST MONSTERS"	NDS	1
"DRAGON QUEST MONSTERS"	(No answer)	1
THE LEGEND OF HEROS: ZERO NO KISEKI	PSP	15
"Call of Duty" series		14
Call of Duty: Black Ops	PS3	5
Call of Duty: Black Ops	X360	3
Call of Duty: Modern Warfare 2	PS3	3
Call of Duty: Black Ops	(No answer)	2
Call of Duty	X360	1
"FINAL FANTASY" series		13
DISSIDIA duodecim FINAL FANTASY	PSP	6
FINAL FANTASY XIII	PS3	2
DISSIDIA FINAL FANTASY	PSP	2
FINAL FANTASY X	PS2	1
FINAL FANTASY CRYSTAL CHRONICLES	NGC	1
CRISIS CORE FINAL FANTASYVII	PSP	1
"MOBILE SUIT GUNDAM" series		11
SD GUNDAM GENERATION WORLD	PSP	3
MOBILE SUIT GUNDAM: GUNDAM vs GUNDAM Next Plus	PSP	2
MOBILE SUIT GUNDAM: New Gihren's Ambition	PSP	2
MOBILE SUIT GUNDAM: Gihren's Ambition	PSP	1
"G GENERATION"	PS2	1
"GUNDAM"	PSP	1
"GUNDAM"	(No answer)	1
"Steins;Gate" series		11
Steins;Gate	PSP	7
Steins;Gate: Hiyoku Renri no Darling	X360	2
"Steins;Gate"	X360	1
"Steins;Gate"	(No answer)	1

Title/Series	Console	Title Qty
【Breakdown】 Title		
"The Legend of Zelda" series		11
The Legend of Zelda: Ocarina of Time 3D	3DS	9
The Legend of Zelda: Phantom Hourglass	NDS	1
"The Legend of Zelda"	(No answer)	1
Rhythm Heaven Feaver	Wii	11
"METAL GEAR SOLID" series		11
METAL GEAR SOLID PEACE WALKER	PSP	5
METAL GEAR SOLID 4 GUNS OF THE PATRIOTS	PS3	2
METAL GEAR SOLID 2: SONS OF LIBERTY	PS2	1
"METAL GEAR"/"METAL GEAR SOLID"	(No answer)	2
"METAL GEAR"	PSP	1
"Ryu Ga Gotoku (YAKUZA)" series		11
Ryu Ga Gotoku (YAKUZA): OF THE END	PS3	8
Ryu Ga Gotoku (YAKUZA) 4	PS3	1
"Ryu Ga Gotoku"	PS3	1
"Ryu Ga Gotoku"	(No answer)	1
"Dynasty Warriors" series		9
Dynasty Warriors 6 Special	PSP	2
"Dynasty Warriors 6"	PS3	3
"Dynasty Warriors 6"	(No answer)	1
Dynasty Warriors: MULTI RAID	PSP	1
"Dynasty Warriors"	PS3	1
"Dynasty Warriors"	(No answer)	1
HATSUNE MIKU -Project DIVA- series		8
HATSUNE MIKU -Project DIVA- 2nd	PSP	6
"Project DIVA", "DIVA MIKU"	PSP	2
THE IDOLM@STER2	X360	8
"Disgaea: Hour of Darkness" series		8
Disgaea: Hour of Darkness 4	PS3	5
Makai Senki Disgaea 2 PORTABLE	PSP	2
"Disgaea: Hour of Darkness 3&4"	PS3	1
"Street Fighters" series		7
SUPER STREET FIGHTER IV ARCADE EDITION	PS3	3
SUPER STREET FIGHTER IV	PS3	2
SUPER STREET FIGHTER IV	X360	1
"Street Fighters"	PS3	1
Little Battlers eXperience	PSP	7
CATHERINE		6
CATHERINE	PS3	5
CATHERINE	X360	1
"Devil Kings" series		6
Devil Kings 3	PS3	3
Devil Kings 3	Wii	1
"Devil Kings"	PSP	2
"BIOHAZARD" series		6
BIO HAZARD5	PS3	3
BIOHAZARD THE MERCENARIES 3D	3DS	1
BIO HAZARD / The Darkside Chronicles	Wii	1
"BIO"	(No answer)	1
L. A. Noire		5
L. A. Noire	PS3	3
L. A. Noire	X360	2
GRAN TURISMO 5	PS3	5
GOD EATER BURST	PSP	5
"SUPER ROBOT WARS" series		5
SECOND SUPER ROBOT WARS Z	PSP	3
"SUPER ROBOT"	PSP	1
"SUPER ROBOT 2"	(No answer)	1
"PHANTASY STAR" series		5
PHANTASY STAR PORTABLE2 INFINITY	PSP	4
"PHANTASY STAR PORTABLE 2"	PSP	1

Title/Series 【Breakdown】 Title	Console	Title Qty
"Kirby's Dream Land" series		5
Kirby Super Star Ultra	NDS	1
Kirby Mass Attack	NDS	1
Kirby's Epic Yarn	Wii	1
Kirby AIR RIDE	NGC	1
"Kirby"	(No answer)	1
"Mario Bros." series		5
SUPER MARIO GALAXY 2	Wii	2
MARIO KART Wii	Wii	2
"SUPER MARIO"	(No answer)	1
"ONE PIECE" series		5
ONE PIECE: Unlimited Cruise Special	3DS	4
ONE PIECE Gigant Battle!	NDS	1
"Atelier" series		4
Atelier Meruru: The Apprentice of Arland	PS3	3
Atelier Totori: The Adventurer of Arland	PS3	1
inFAMOUS 2	PS3	4
"KINGDOM HEARTS" series		4
KINGDOM HEARTS Birth by Sleep Final Mix	PSP	3
KINGDOM HEARTS II	PS2	1
"Valkyria Chronicles" series		4
Valkyria Chronicles 3 –Unrecorded Chronicles–	PSP	2
Valkyria Chronicles 2 Gallia Royal Military Academy	PSP	1
"Valkyria Chronicles"	(No answer)	1
"Taiko no Tatsujin" series		4
Taiko no Tatsujin Portable DX	PSP	3
"Taiko no Tatsujin" series	PS2-NDS	1
Super Smash Bros. Brawl	Wii	4
DANGANRONPA	PSP	4
"Puyo Puyo" series		4
Puyo Puyo!! 20th Anniversary	NDS	1
Puyo Puyo 7	PSP	1
"Puyo Puyo"	(No answer)	2
"BLAZBLUE" series		4
BLAZBLUE CONTINUUM SHIFT II	PSP	3
BLAZBLUE CONTINUUM SHIFT	X360	1
428: In a Blockaded Shibuya	PS3	3
AKIBA'S TRIP	PSP	3
"Amagami" series		3
EbiKore+ Amagami	PSP	2
"Amagami"	(No answer)	1
"Inazuma Eleven" series		3
Inazuma Eleven Strikers	Wii	1
"Inazuma""Inazuma Eleven"	NDS	2
"Winning Eleven" series		3
WORLD SOCCER Winning Eleven 2011	PS3	2
Winning Eleven 3DSoccer	3DS	1
GRAND KNIGHTS HISTORY	PSP	3
K-ON! HO-KAGO LIVE!!!	PSP	3
"nintendogs" series		3
Nintendogs + Cats: Shiba & New Friends	3DS	2
"nintendogs + cats"	3DS	1
DEVIL SURVIVOR2	NDS	3
Demon's Souls	PS3	3
"Animal Crossing" series		3
Animal Crossing: Wild World	NDS	2
Animal Crossing: Let's Go to the City	Wii	1

Title/Series 【Breakdown】 Title	Console	Title Qty
"Fire Emblem" series		3
Fire Emblem-Monsho no Nazo	NDS	1
"Fire Emblem"	NDS	2
"PERSONA" series		3
PERSONA2: Innocent Sin	PSP	2
PERSONA4	PS2	1
"EVERYBODY'S GOLF" series		3
EVERYBODY'S GOLF5	PS3	2
EVERYBODY'S GOLF PORTABLE2	PSP	1
Half-Minute Hero	PSP	3
"Professor Layton" series		3
Professor Layton and the Mask of Miracle	3DS	1
"Professor Layton"	(No answer)	1
"Professor Layton" series	NDS	1
"ASSASSIN'S CREED" series		2
ASSASSIN'S CREED: Brotherhood	PS3	1
"ASSASSIN'S CREED"	(No answer)	1
"Ys" series		2
Ys –The Oath in Felghana–	PSP	1
Ys VII	PSP	1
"Wii Sports" series		2
Wii Sports Resort	Wii	1
"Wii Sports"	Wii	1
Uta no Prince-sama Repeat	PSP	2
El Shaddai	PS3	2
KILLZONE 3	PS3	2
Ace Attorney Investigations 2	NDS	2
WAY OF THE SAMURAI 4	PS3	2
"Powerful Pro Baseball Live" series		2
Powerful Pro Baseball Live 2011	PS3	1
Powerful Pro Baseball Live 2011	PSP	1
EARTH DEFENCE FORCES 2017	X360	2
ToHeart2 Dungeon Travelers	PSP	2
Tomodachi Collection	NDS	2
DREAM C CLUB ZERO	X360	2
The Another World: The Jet-Black Mage	NDS	2
"Nobunaga's Ambition" series		2
Nobunaga's Ambition: The Way of Heaven	PS3	1
Nobunaga's Ambition Online	PS3	1
PATAPON 3	PSP	2
"Battlefield" series		2
Battlefield: Bad Company2 ULTIMATE EDITION	PS3	1
Battlefield: Bad Company	X360	1
"Shiren the Wanderer" series		2
Mystery Dungeon: Shiren the Wanderer 4	NDS	1
Mystery Dungeon: Shiren the Wanderer 5	NDS	1
"Fallout" series		2
Fallout: New Vegas	PS3	1
Fallout: New Vegas	X360	1
Let's Make a Soccer Team! 7 EURO PLUS	PSP	2
Halo: Reach	X360	2
MACROSS TRIANGLE FRONTIER	PSP	2
YOUR SHAPE FITNESS EVOLVED	X360	2
"LittleBigPlanet" series		2
LittleBigPlanet2	PS3	1
"LittleBigPlanet"	PS3	1
The rest of the titles with one response are omitted.		

Note 1) If multiple titles were indicated by one respondent, each one was totaled up as an individual answer.

However, if titles from the same series were listed, they were counted into one answer/ series title.

Note 2) Abbreviations of consoles are as follows:

Wii: Wii, NGC: Nintendo GameCube, 3DS: Nintendo 3DS, NDS: Nintendo DS, PS3: PlayStation 3,

PS2: PlayStation 2, PSP: PSP (PlayStation Portable), X360: Xbox360

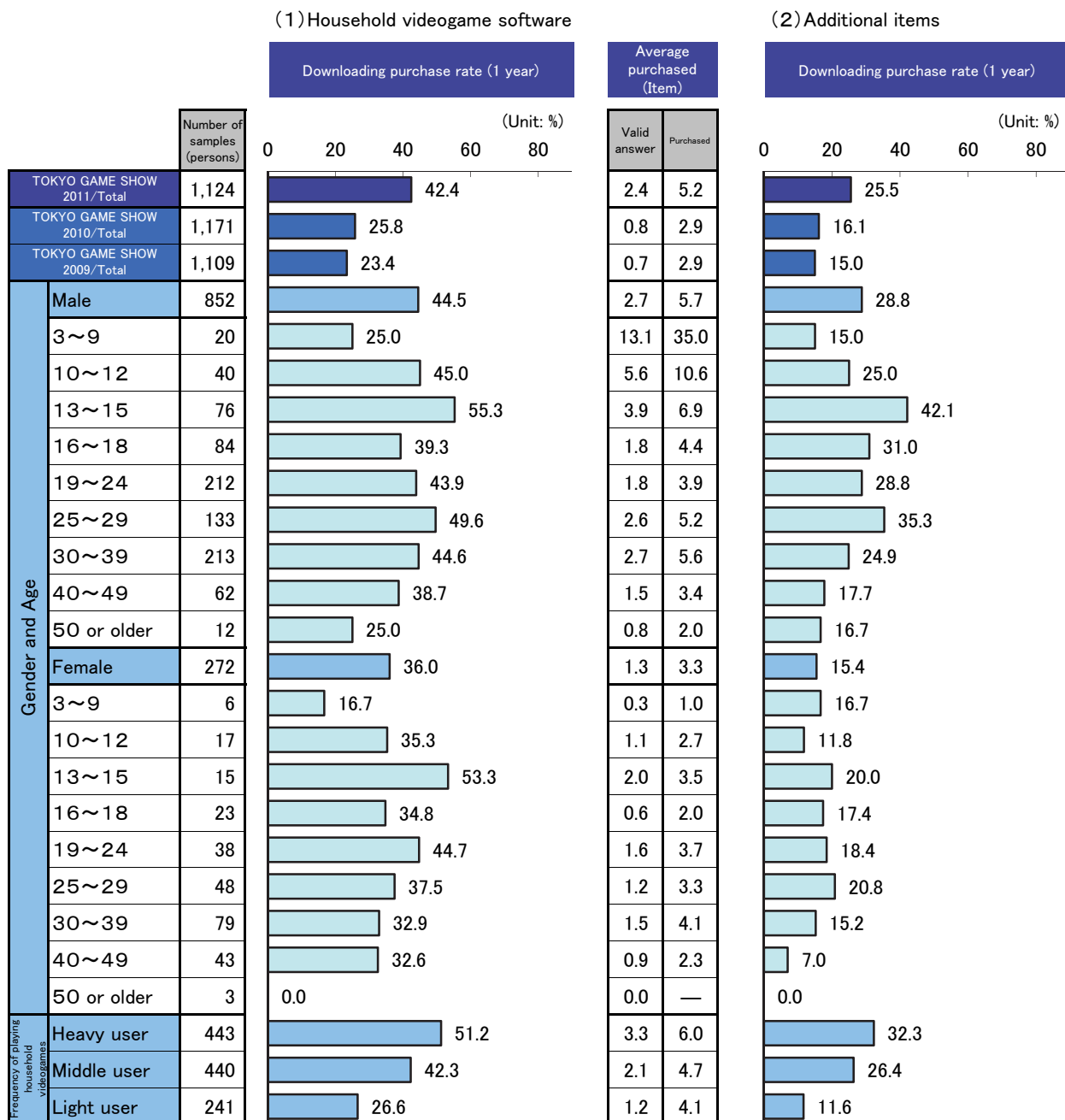
- The "MONSTER HUNTER" series remained in first place, with 110 respondents giving it as an answer — double last year's number (53). "Tales of" series (52) and "Pokemon" series (22) followed.
- The single title ranking at the top was "MONSTER HUNTER PORTABLE 3rd" (PSP), with 80 respondents. "Tales of Xillia" (PS3) was in second place, with 35 respondents.

## 7. Tendency of software purchases by downloading

[Q] Did you buy any 1) household videogame software or 2) additional items by downloading (Wii shopping channel, NINTENDO DSi shop, NINTENDO e-shop, PlayStation Store, Xbox Live Market Place, etc.) in the past year?  
<Choose only one answer for each category.>

If you answered "1. Yes" for 1) household videogame software, please indicate how many items you bought.

\*"2) Additional items" does not include charged items for online games.



Note) How to calculate the average number of items purchased

Valid answers: The denominator is the total number of valid answers for the two questions (Purchased or not / No. of items purchased) excluding invalid answers and "no answers".

Users purchased: The denominator is the number of respondents who answered "YES" to the question about whether they had made a purchase, excluding invalid answers and "no answers" for the question on the number of items purchased.

- The number of respondents who purchased household videogame software by downloading during the past year greatly increased, reaching 42.4%. The average number of items purchased was 2.4 for valid answers and 5.2 for respondents who purchased them.
- The number of respondents who purchased additional items by downloading during the past year greatly increased, reaching 25.5%.
- The purchase rate was high among heavy users, both for videogame software and for additional items.

### III. Social Games

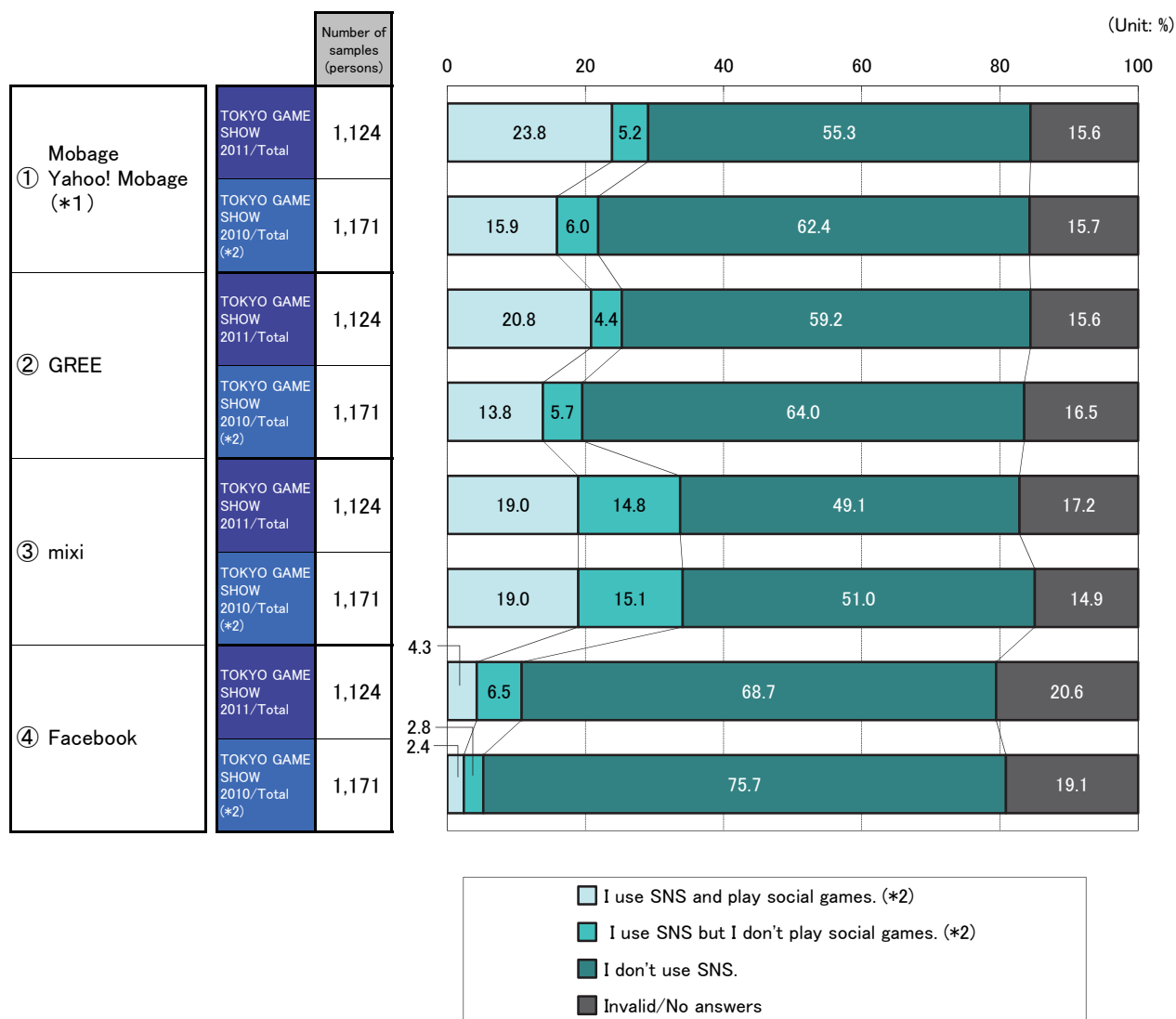
#### 1. Familiarity with SNS and social games

[Q] Do you use SNS for 1-4 below? Do you play games on SNS?

Choose the option that is closest to your answer.

①Mobage/Yahoo! Mobage ②GREE ③mixi ④Facebook

#### ■Familiarity with SNS and social games (Total)



\*1: This question was asked regarding Mobage Town in the 2010 TGS survey.

\*2: These options were "I use SNS and play games" and "I use SNS but I don't play games" in the 2010 TGS survey.

• "mixi" was the most used SNS. The percentages of respondents who said, "I use SNS and play social games" (mixi game players) and "I use SNS but don't play social games" (non-players of mixi games) were 19.0% and 14.8% respectively, accounting for 33.7% in total. However, the rate showed a slight decrease compared to the previous year (34.1%).

• "Mobage/Yahoo! Mobage" increased from the previous year (21.9%) to 29.1%, and those responses included players (23.8%) and non-players (5.2%) of Mobage games. "GREE" increased from the previous year (19.6%) to 25.3%, including players (20.8%) and non-players (4.4%) of GREE games.

• "mixi" and "GREE" were used more by females than by males. ("mixi": males: 17.4%, females: 23.9%; "GREE": male: 19.5%, female: 25.0%) "Mobage/Yahoo! Mobage" were used more by males than by females. (males: 24.5%, females: 21.7%)

• Light users played games most on "mixi". (23.2%)

■ Familiarity with SNS and social games

(Gender and Age/Household video games user category/Other games player category)

① Mobage /

Yahoo! Mobage (\*1)

② GREE

		Number of samples (persons)	I use SNS and play social games. (*2)	I use SNS but I don't play social games. (*2)	I don't use SNS.	Invalid/No answers	I use SNS and play social games. (*2)	I use SNS but I don't play social games. (*2)	I don't use SNS.	Invalid/No answers
TOKYO GAME SHOW 2011/Total		1,124	23.8	5.2	55.3	15.6	20.8	4.4	59.2	15.6
Gender and Age	Male	852	24.5	5.4	56.0	14.1	19.5	4.2	61.2	15.1
	3~9	20	5.0	5.0	55.0	35.0	5.0	5.0	55.0	35.0
	10~12	40	20.0	5.0	57.5	17.5	10.0	2.5	72.5	15.0
	13~15	76	28.9	3.9	52.6	14.5	22.4	3.9	57.9	15.8
	16~18	84	33.3	11.9	46.4	8.3	29.8	6.0	57.1	7.1
	19~24	212	20.3	7.1	59.4	13.2	16.0	7.5	62.3	14.2
	25~29	133	20.3	3.0	65.4	11.3	20.3	1.5	66.9	11.3
	30~39	213	28.2	2.8	54.5	14.6	19.7	3.8	61.5	15.0
	40~49	62	29.0	6.5	50.0	14.5	22.6	0.0	51.6	25.8
	50 or older	12	16.7	8.3	33.3	41.7	16.7	0.0	41.7	41.7
	Female	272	21.7	4.8	53.3	20.2	25.0	5.1	52.9	16.9
	3~9	6	0.0	0.0	66.7	33.3	0.0	0.0	66.7	33.3
	10~12	17	11.8	0.0	52.9	35.3	5.9	0.0	58.8	35.3
	13~15	15	26.7	0.0	53.3	20.0	26.7	0.0	53.3	20.0
	16~18	23	30.4	4.3	60.9	4.3	30.4	13.0	47.8	8.7
	19~24	38	31.6	13.2	50.0	5.3	28.9	10.5	57.9	2.6
	25~29	48	25.0	8.3	54.2	12.5	25.0	6.3	56.3	12.5
	30~39	79	25.3	3.8	46.8	24.1	31.6	3.8	46.8	17.7
	40~49	43	4.7	0.0	60.5	34.9	18.6	2.3	53.5	25.6
	50 or older	3	0.0	0.0	66.7	33.3	0.0	0.0	66.7	33.3
User category	Heavy user	443	24.4	5.4	55.3	14.9	21.9	4.5	57.8	15.8
	Middle user	440	23.4	4.8	55.7	16.1	21.4	3.9	59.3	15.5
	Light user	241	23.7	5.8	54.8	15.8	17.8	5.4	61.4	15.4
Game player category	Mobile phone game players	206	34.5	4.9	39.3	21.4	31.6	3.9	47.1	17.5
	Smartphone game players	318	46.9	6.3	29.2	17.6	43.4	4.7	36.5	15.4
	Online game players	322	26.1	6.5	51.2	16.1	23.6	3.7	58.1	14.6
	Arcade game players	355	28.5	5.4	54.1	12.1	22.8	3.4	61.1	12.7
TOKYO GAME SHOW 2010/Total (*2)		1,171	15.9	6.0	62.4	15.7	13.8	5.7	64.0	16.5

(Unit: %)

\*1: This question was asked regarding Mobage Town in the 2010 TGS survey.

\*2: These options were "I use SNS and play games" and "I use SNS but I don't play games" in the 2010 TGS survey.

## ③mixi

## ④Facebook

		Number of samples (persons)	I use SNS and play social games. (*)	I use SNS but I don't play social games. (*)	I don't use SNS.	Invalid/No answers	I use SNS and play social games. (*)	I use SNS but I don't play social games. (*)	I don't use SNS.	Invalid/No answers
TOKYO GAME SHOW 2011/Total		1,124	19.0	14.8	49.1	17.2	4.3	6.5	68.7	20.6
Gender and Age	Male	852	17.4	15.7	50.4	16.5	4.7	6.8	69.0	19.5
	3~9	20	10.0	0.0	55.0	35.0	5.0	0.0	60.0	35.0
	10~12	40	0.0	0.0	77.5	22.5	2.5	0.0	72.5	25.0
	13~15	76	6.6	2.6	67.1	23.7	6.6	2.6	69.7	21.1
	16~18	84	13.1	20.2	57.1	9.5	6.0	6.0	77.4	10.7
	19~24	212	25.5	21.7	38.7	14.2	4.2	7.1	70.3	18.4
	25~29	133	18.8	22.6	49.6	9.0	4.5	11.3	70.7	13.5
	30~39	213	19.2	15.5	49.8	15.5	3.8	6.1	70.0	20.2
	40~49	62	14.5	9.7	46.8	29.0	6.5	11.3	53.2	29.0
	50 or older	12	8.3	0.0	41.7	50.0	8.3	8.3	33.3	50.0
	Female	272	23.9	11.8	45.2	19.1	2.9	5.5	67.6	23.9
	3~9	6	0.0	0.0	66.7	33.3	0.0	0.0	66.7	33.3
	10~12	17	5.9	0.0	58.8	35.3	0.0	0.0	58.8	41.2
	13~15	15	13.3	0.0	66.7	20.0	6.7	0.0	73.3	20.0
	16~18	23	21.7	13.0	60.9	4.3	0.0	4.3	82.6	13.0
	19~24	38	34.2	15.8	47.4	2.6	7.9	13.2	71.1	7.9
	25~29	48	37.5	25.0	27.1	10.4	2.1	8.3	72.9	16.7
	30~39	79	26.6	11.4	39.2	22.8	2.5	6.3	62.0	29.1
	40~49	43	11.6	4.7	48.8	34.9	2.3	0.0	62.8	34.9
	50 or older	3	0.0	0.0	66.7	33.3	0.0	0.0	66.7	33.3
User category	Heavy user	443	14.7	12.6	52.8	19.9	4.3	5.0	70.0	20.8
	Middle user	440	20.9	16.4	46.8	15.9	4.3	7.3	67.5	20.9
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Game player category	Mobile phone game players	206	26.7	20.4	32.0	20.9	11.7	11.2	52.4	24.8
	Smartphone game players	318	28.9	13.5	36.5	21.1	6.3	3.8	61.9	28.0
	Online game players	322	22.0	15.2	45.7	17.1	5.6	8.1	66.1	20.2
	Arcade game players	355	21.7	15.2	49.6	13.5	4.5	5.4	72.1	18.0
TOKYO GAME SHOW 2010/Total (*)		1,171	19.0	15.1	51.0	14.9	2.4	2.8	75.7	19.1

(Unit: %)

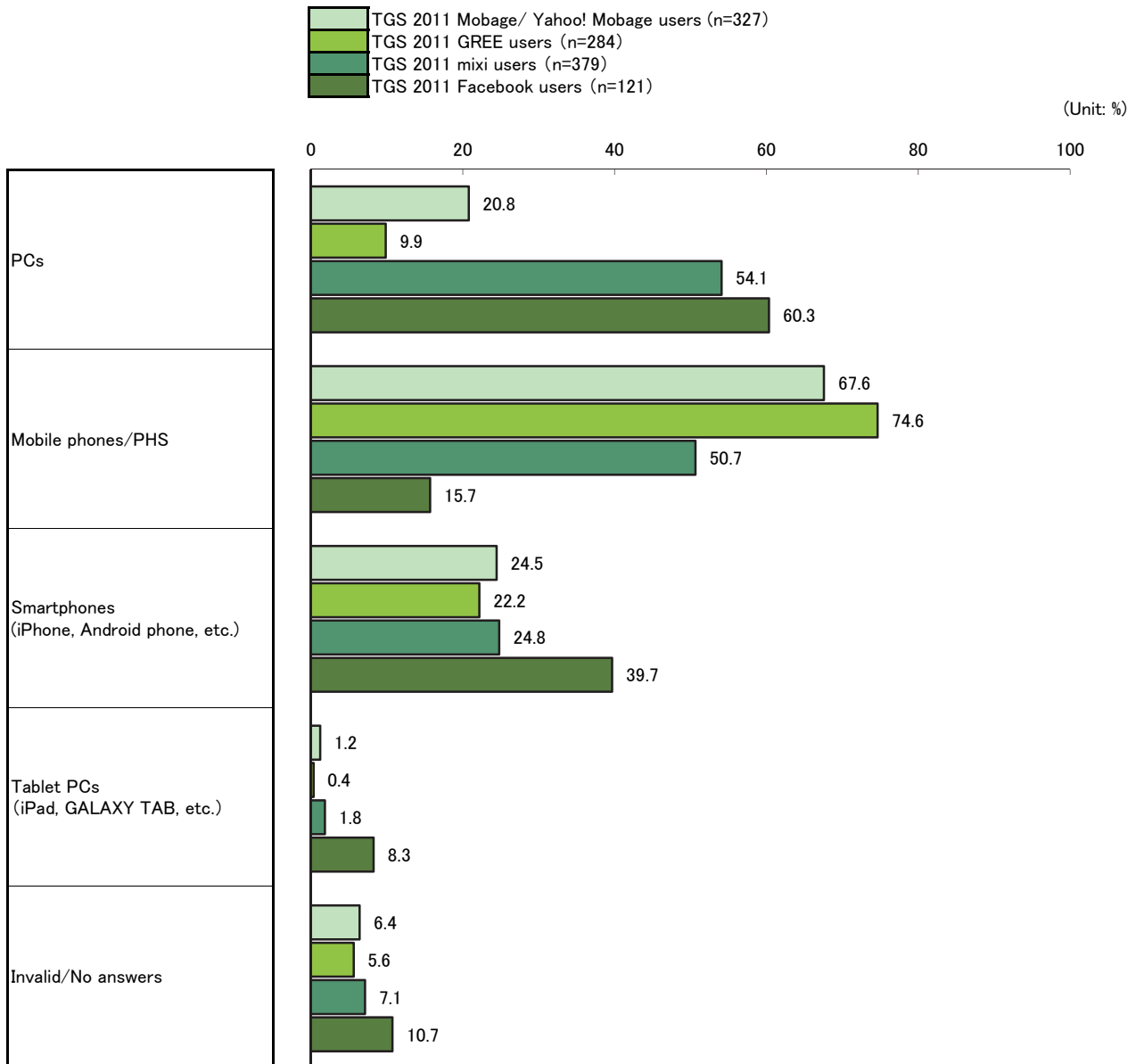
\* These options were "I use SNS and play games" and "I use SNS but I don't play games" in TGS survey 2010.

## 2. Hardware used for SNS 【All SNS users】

【All users of SNS (1-4) (Respondents who selected “I use SNS and play social games” or “I use SNS but don’t play social games”)】

[Q] Select any number of hardware units you use for SNS.

### ■ Hardware used for SNS 《Total》



• “Mobage/Yahoo! Mobage” and “GREE” users used a mobile phone/PHS most (Mobage/Yahoo! Mobage: 67.6% / GREE: 74.6%), but the percentages decreased from the previous survey results. Over half of the “mixi” users used a PC (54.1%) and a mobile phone/PHS (50.7%). Many Facebook users used a PC (60.3%) and a smartphone (39.7%), and a remarkably high number of Facebook users used a tablet PC (8.3%) more than did other SNS users.

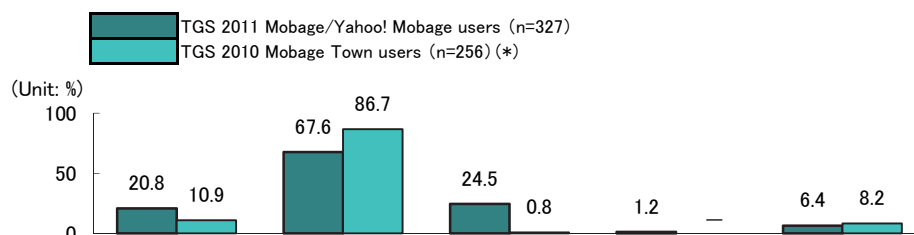
• For most hardware categories, the percentages of use were higher for social game players than for non-players. However, “mixi” game players used a smart-phone (27.7%) more than non-players, and Facebook game players used a PC (61.6%) and a mobile phone/PHS (17.8%) more than non-players.



# ■ Hardware used for SNS 《For each SNS》

(Gender/User category/Game play/Other games player category)

## ① Mobage/ Yahoo! Mobage (\*)

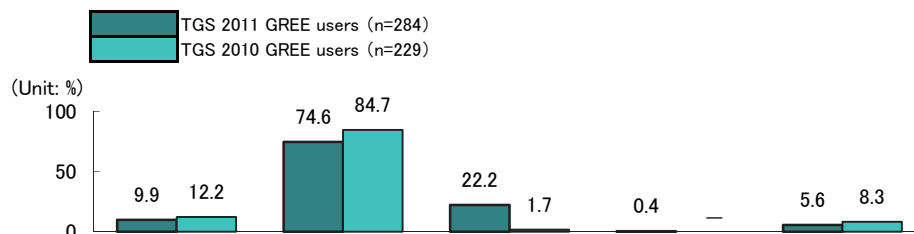


		Number of samples (persons)	PC	Mobile phones/PHS	Smartphones (iPhone, Android phone, etc.)	Tablet PCs (iPad, GALAXY TAB, etc.)	Invalid/No answers
TGS 2011 Mobage/Yahoo! Mobage users		327	20.8	67.6	24.5	1.2	6.4
Gender	Male	255	22.4	68.2	25.5	1.2	5.5
	Female	72	15.3	65.3	20.8	1.4	9.7
User category	Heavy user	132	20.5	71.2	18.9	2.3	8.3
	Middle user	124	21.0	65.3	27.4	0.8	5.6
	Light user	71	21.1	64.8	29.6	0.0	4.2
Mixi games	Players	268	21.6	69.8	25.0	1.5	4.9
	Non-players	59	16.9	57.6	22.0	0.0	13.6
Game player category	Smartphone game players	81	18.5	42.0	67.9	2.5	2.5
	Mobile phone game players	169	14.8	81.7	16.6	1.2	4.7
	Online game players	105	24.8	63.8	22.9	0.0	9.5
	Arcade game players	120	17.5	68.3	24.2	2.5	5.0

(Unit: %)

\*This question was asked regarding Mobage Town in TGS survey 2010.

## ② GREE

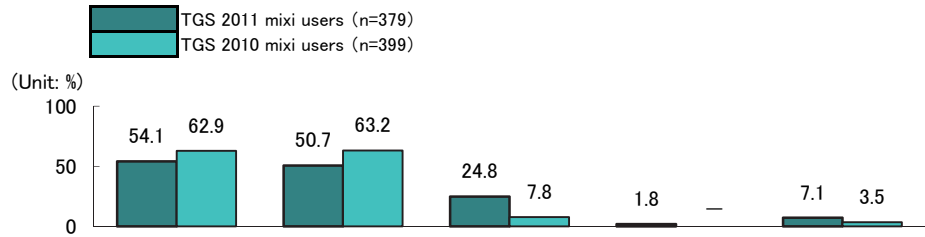


		Number of samples (persons)	PC	Mobile phones/PHS	Smartphones (iPhone, Android phone, etc.)	Tablet PCs (iPad, GALAXY TAB, etc.)	Invalid/No answers
TGS 2011 GREE users		284	9.9	74.6	22.2	0.4	5.6
Gender	Male	202	9.9	75.7	23.3	0.5	5.9
	Female	82	9.8	72.0	19.5	0.0	4.9
User category	Heavy user	117	8.5	74.4	18.8	0.9	7.7
	Middle user	111	9.9	74.8	25.2	0.0	3.6
	Light user	56	12.5	75.0	23.2	0.0	5.4
Mixi games	Players	234	10.7	76.1	22.6	0.4	3.8
	Non-players	50	6.0	68.0	20.0	0.0	14.0
Game player category	Smartphone game players	73	13.7	49.3	60.3	1.4	1.4
	Mobile phone game players	153	7.8	85.0	15.0	0.0	3.9
	Online game players	88	11.4	77.3	18.2	0.0	8.0
	Arcade game players	93	14.0	79.6	19.4	1.1	3.2

(Unit: %)

Note) The category of "Tablet PCs (iPad, GALAXY TAB, etc.)" was added to the 2011 TGS survey.

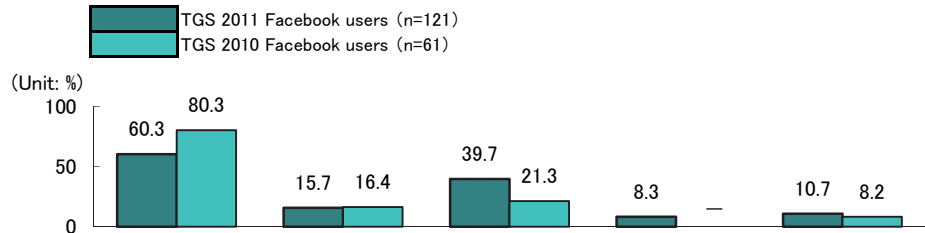
### ③mixi



		Number of samples (persons)	PC	Mobile phones/PHS	Smartphones (iPhone, Android phone, etc.)	Tablet PCs (iPad, GALAXY TAB, etc.)	Invalid/No answers
TGS 2011 mixi users		379	54.1	50.7	24.8	1.8	7.1
Gender	Male	282	55.7	50.7	26.6	2.5	7.1
	Female	97	49.5	50.5	19.6	0.0	7.2
User category	Heavy user	121	53.7	48.8	19.8	3.3	10.7
	Middle user	164	54.9	48.8	26.8	1.8	5.5
	Light user	94	53.2	56.4	27.7	0.0	5.3
Mixi games	Players	213	54.5	55.9	22.5	2.3	3.3
	Non-players	166	53.6	44.0	27.7	1.2	12.0
Game player category	Smartphone game players	97	51.5	32.0	56.7	5.2	2.1
	Mobile phone game players	135	43.7	67.4	13.3	2.2	5.9
	Online game players	120	63.3	49.2	24.2	3.3	6.7
	Arcade game players	131	55.0	53.4	26.0	3.8	6.1

(Unit: %)

### ④Facebook



		Number of samples (persons)	PC	Mobile phones/PHS	Smartphones (iPhone, Android phone, etc.)	Tablet PCs (iPad, GALAXY TAB, etc.)	Invalid/No answers
TGS 2011 Facebook users		121	60.3	15.7	39.7	8.3	10.7
Gender	Male	98	61.2	17.3	42.9	9.2	9.2
	Female	23	56.5	8.7	26.1	4.3	17.4
User category	Heavy user	41	61.0	9.8	31.7	14.6	9.8
	Middle user	51	58.8	17.6	52.9	3.9	5.9
	Light user	29	62.1	20.7	27.6	6.9	20.7
Mixi games	Players	48	58.3	12.5	43.8	14.6	10.4
	Non-players	73	61.6	17.8	37.0	4.1	11.0
Game player category	Smartphone game players	47	51.1	10.6	61.7	14.9	6.4
	Mobile phone game players	32	50.0	25.0	34.4	12.5	6.3
	Online game players	44	63.6	15.9	40.9	11.4	11.4
	Arcade game players	35	54.3	14.3	48.6	14.3	8.6

(Unit: %)

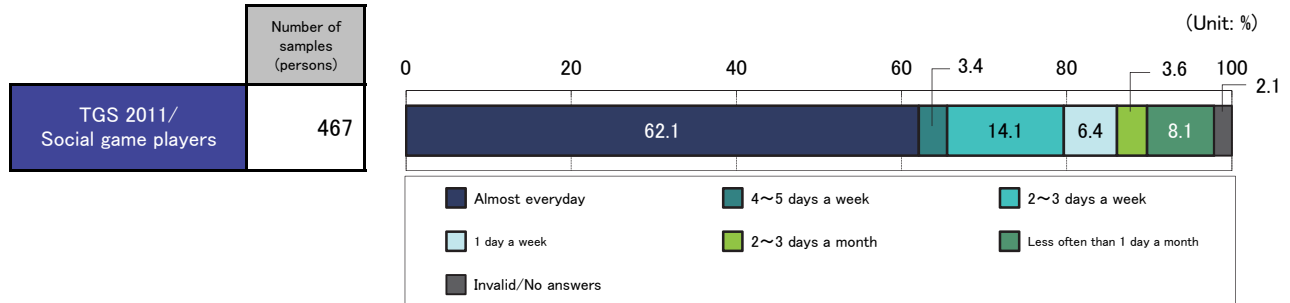
Note) The category of "Tablet PCs (iPad, GALAXY TAB, etc.)" was added to the 2011 TGS survey.

### 3. Frequency of game playing 【All social game players】

【To all who answered, “I use SNS and play social games” (social game players) for any SNS】

【Q】 How often on average do you play social games ?

#### (1) Playing frequency

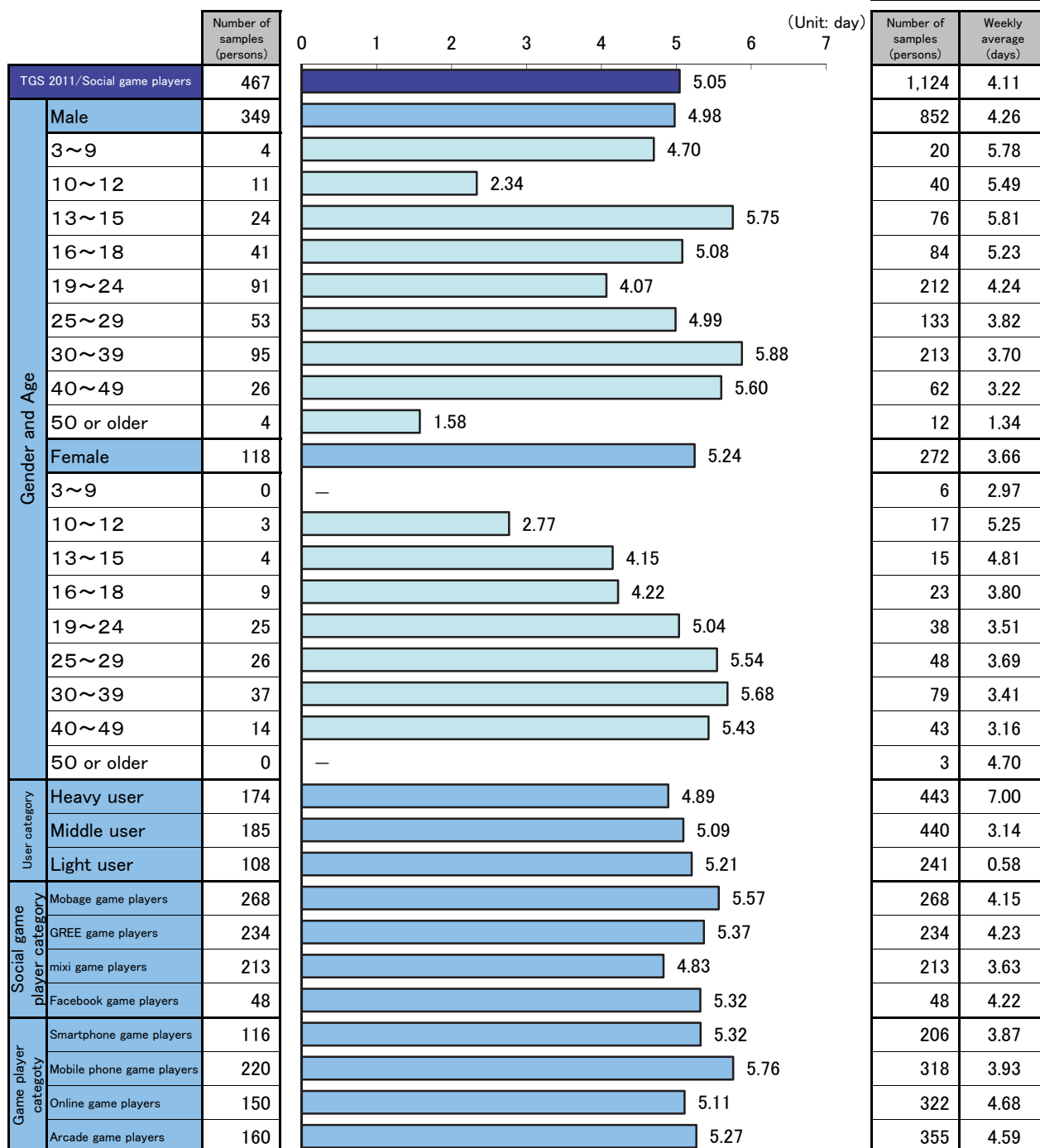


		Number of samples (persons)	(Unit: %)						
TGS 2011/ Social game players		467	Almost everyday	4~5 days a week	2~3 days a week	1 day a week	2~3 days a month	Less often than 1 day a month	Invalid/ No answers
Gender and Age	Male	349	60.5	4.0	14.3	7.4	3.7	7.7	2.3
	3~9	4	50.0	0.0	0.0	0.0	0.0	25.0	25.0
	10~12	11	18.2	0.0	27.3	36.4	0.0	18.2	0.0
	13~15	24	70.8	8.3	16.7	0.0	0.0	4.2	0.0
	16~18	41	61.0	4.9	9.8	7.3	7.3	4.9	4.9
	19~24	91	42.9	6.6	20.9	8.8	4.4	13.2	3.3
	25~29	53	62.3	3.8	9.4	11.3	3.8	7.5	1.9
	30~39	95	76.8	2.1	11.6	4.2	2.1	2.1	1.1
	40~49	26	76.9	0.0	7.7	0.0	3.8	11.5	0.0
	50 or older	4	0.0	0.0	50.0	25.0	25.0	0.0	0.0
	Female	118	66.9	1.7	13.6	3.4	3.4	9.3	1.7
	3~9	0	—	—	—	—	—	—	—
	10~12	3	33.3	0.0	0.0	33.3	33.3	0.0	0.0
	13~15	4	50.0	0.0	25.0	0.0	0.0	25.0	0.0
	16~18	9	55.6	0.0	11.1	0.0	11.1	22.2	0.0
	19~24	25	60.0	4.0	24.0	4.0	4.0	4.0	0.0
	25~29	26	73.1	0.0	7.7	0.0	3.8	11.5	3.8
	30~39	37	75.7	2.7	8.1	5.4	0.0	8.1	0.0
	40~49	14	64.3	0.0	21.4	0.0	0.0	7.1	7.1
	50 or older	0	—	—	—	—	—	—	—
User category	Heavy user	174	59.2	2.9	16.1	5.7	2.9	10.3	2.9
	Middle user	185	61.6	4.9	14.6	7.0	3.2	6.5	2.2
	Light user	108	67.6	1.9	10.2	6.5	5.6	7.4	0.9
Social game player	Mobage game players	268	71.3	2.6	12.3	5.6	3.0	3.7	1.5
	GREE game players	234	68.4	3.8	13.7	5.1	3.8	5.1	0.0
	mixi game players	213	59.2	3.8	12.7	6.6	4.2	11.3	2.3
	Facebook game players	48	64.6	4.2	18.8	2.1	2.1	6.3	2.1
Game player category	Smartphone game players	116	67.2	1.7	14.7	6.9	2.6	5.2	1.7
	Mobile phone game players	220	73.2	4.5	12.3	4.1	0.5	4.1	1.4
	Online game players	150	63.3	1.3	14.0	8.0	3.3	6.7	3.3
	Arcade game players	160	64.4	4.4	15.6	6.3	2.5	5.0	1.9

- The percentage for “almost everyday” was the highest (62.1%). The percentage was higher among females (66.9%) than males (60.5%), and the highest among males in the “40~49” age group (76.9%) as well as females in the “30~39” age group (75.7%).
- The percentage for “almost everyday” was the highest for Mobage game players (71.3%) among all SNS game players.

(2) Average days of social game playing per week

[Reference] Household videogames P.20  
TOKYO GAME SHOW  
2011/Total



Note) Calculation assumption for obtaining the average weekly frequency of game playing  
 "Almost everyday": 7 days, "4-5 days a week": 4.5 days, "2-3 days a week": 2.5 days,  
 "1 day a week": 1 day, "2-3 days a month": 0.3 day, "less often than 1 day a month": 0.1 day

- The average number of days a week slightly increased to 5.05 days.
- The average were higher for females (5.24 days) than for males (4.98 days).
- The averages were the highest among males and females in the "30-39" age group. (males: 5.88 days, females: 5.68 days)

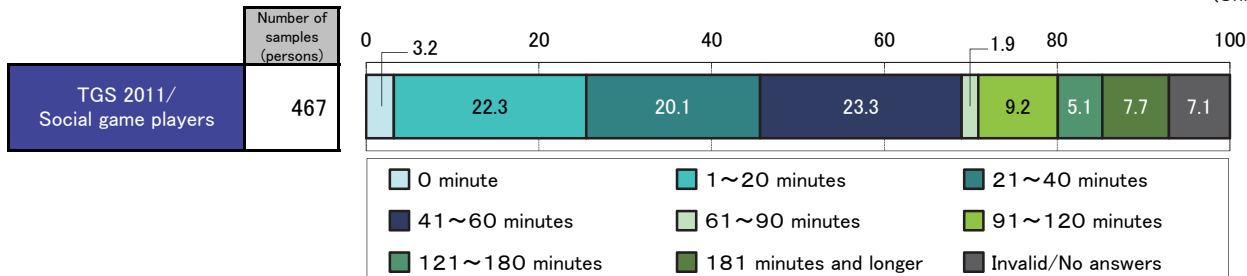
#### 4. Duration of social game playing 【All social game players】

【To all who answered, “I use SNS and play social games” (social game players) for any SNS】

【Q】 How long (how many minutes) do you spend playing social games a day? Give separate answers for workdays and days off.

(1) Workdays (on a daily basis)

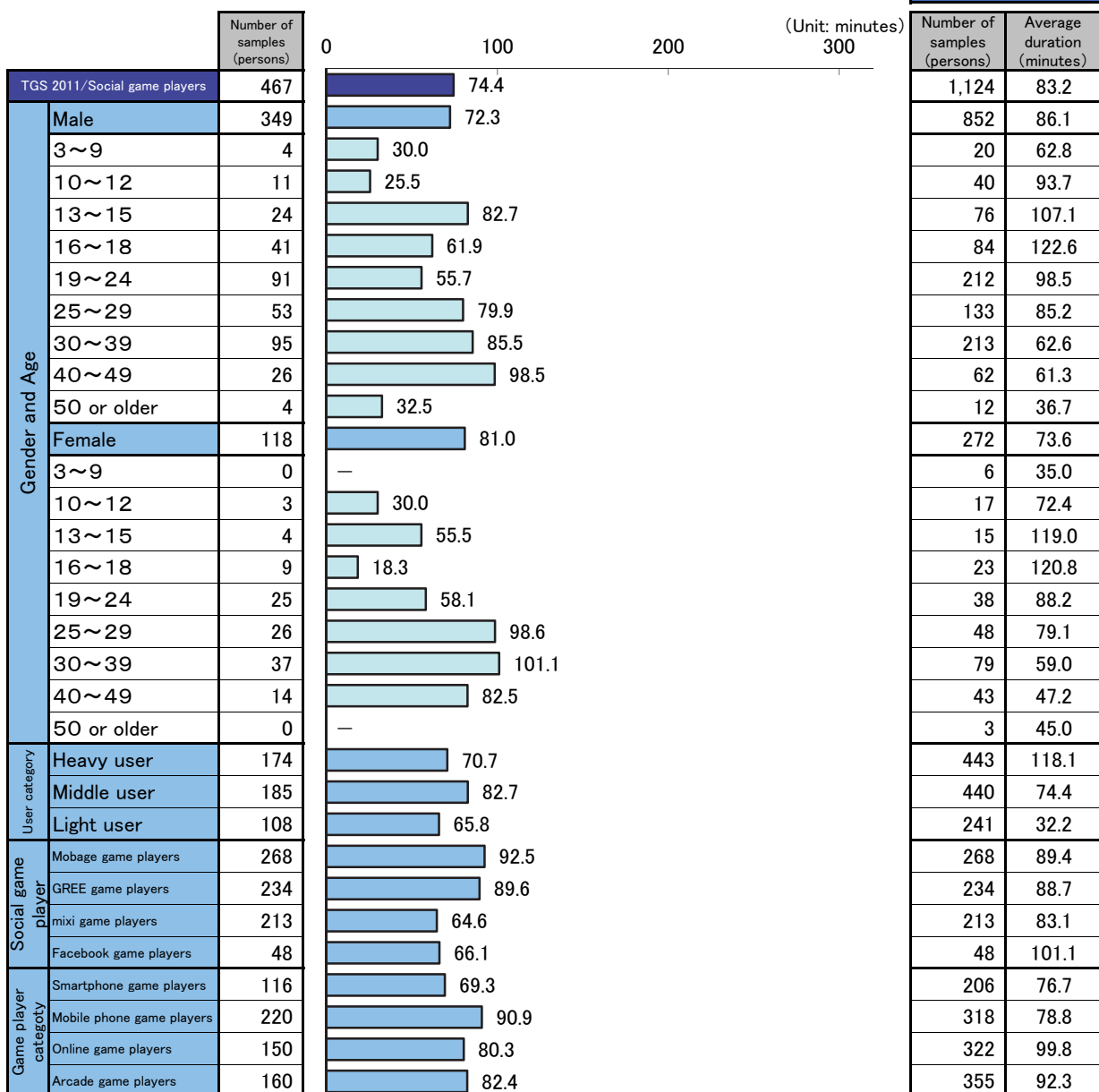
(Unit: %)



#### ■ Average duration of game playing

【Reference】Household videogames P.21

TOKYO GAME SHOW  
2011/Total

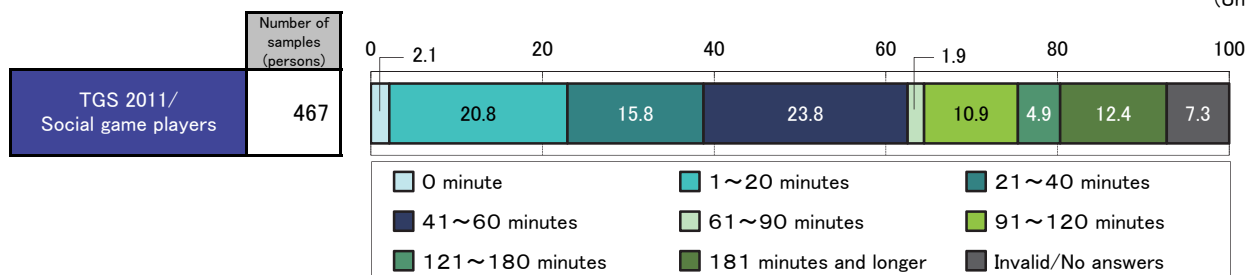


• The highest number of respondents played for “41~60 min.” per workday. (23.3%)

• The average playing time per workday was 74.4 minutes. Males in the “40~49” age group (98.5 min.) and females in the “30~39” age group (101.1 min.) played the longest of all age groups.

(2) Days off (on a daily basis)

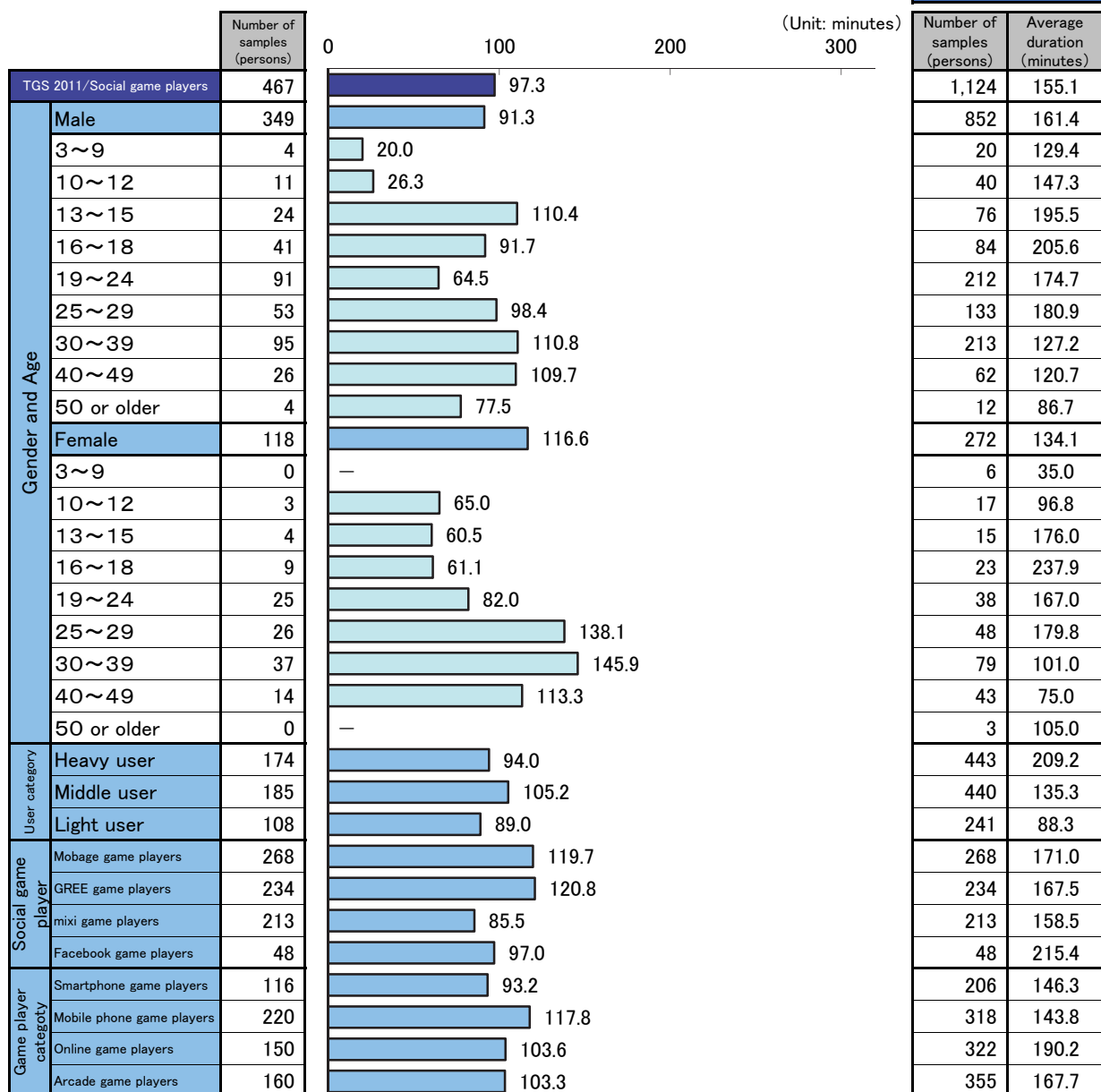
(Unit: %)



■ Average duration of game playing

[Reference]Household videogames P.22

TOKYO GAME SHOW  
2011/Total

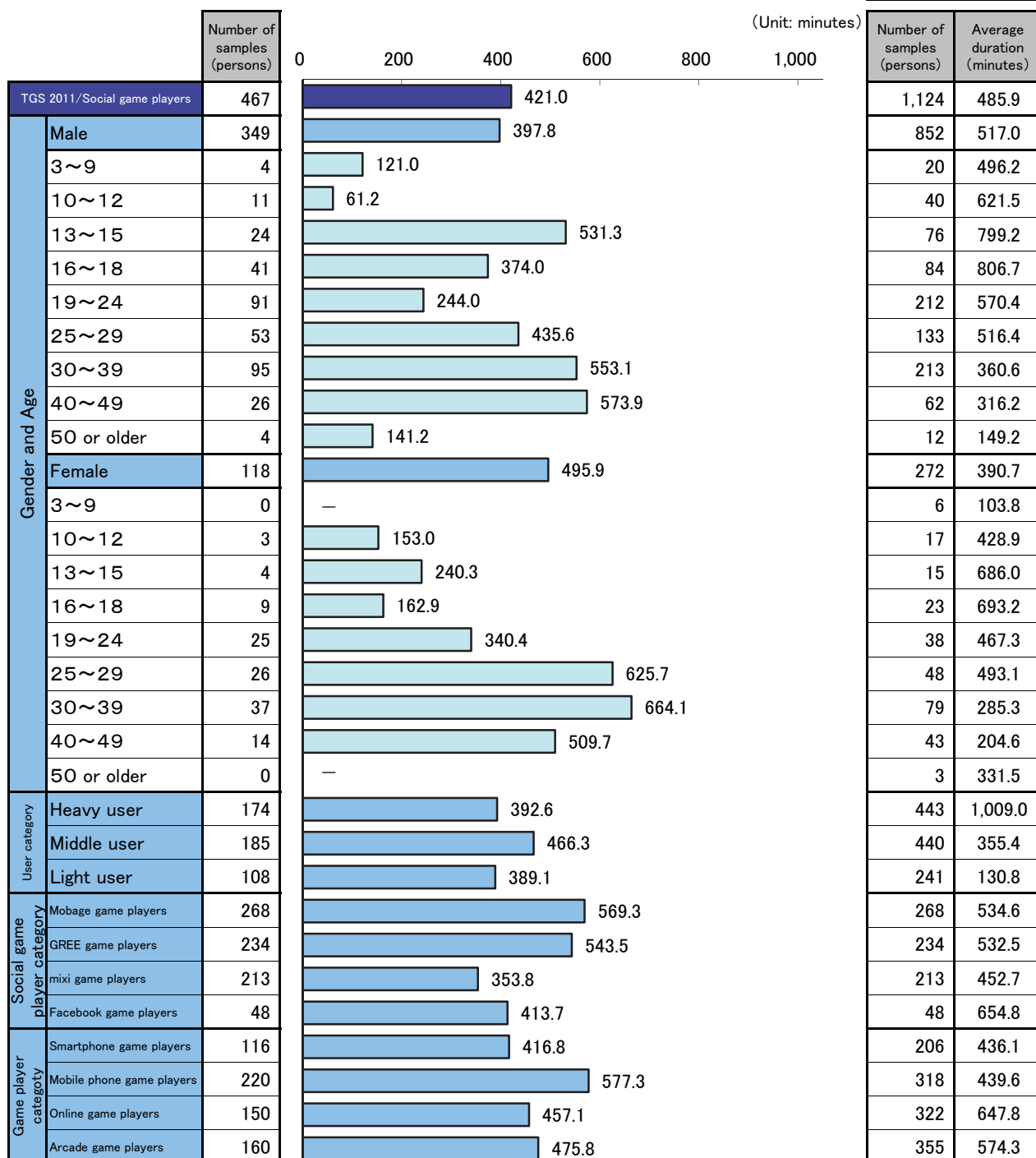


• The highest number of respondents played "41~60 min." per day off. (23.8%)

• The average playing time per day off was 97.3 minutes. The average was the highest both among males and females in the "30~39" age group. (males: 110.8 min., females: 145.9 min.)

(3) Cumulative total of social game playing time per week

[Reference] Household videogames P.23  
TOKYO GAME SHOW  
2011/Total



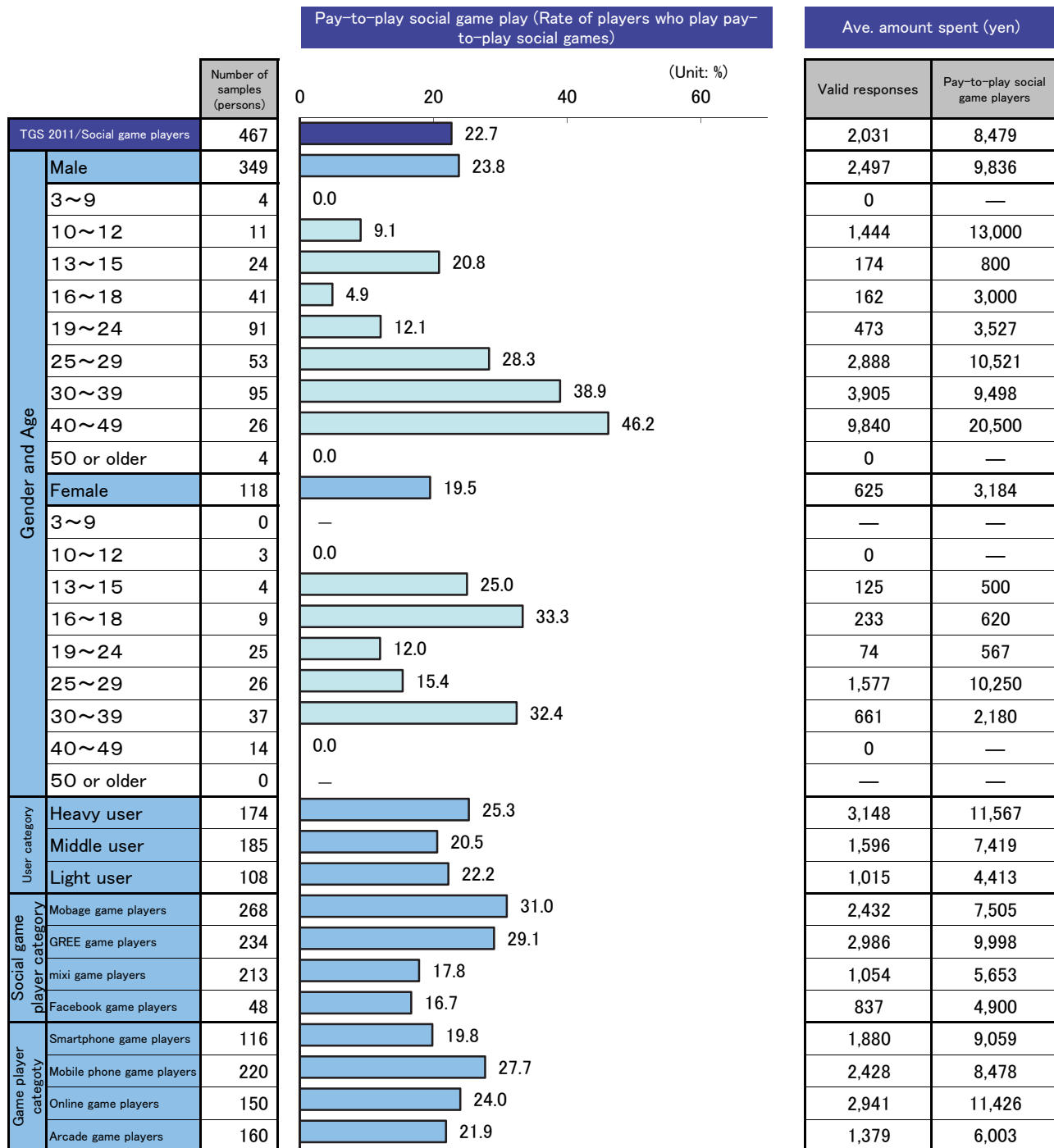
Note) Total weekly playing time = (Ave. playing days per week - 2) × Ave. workday playing min. + Ave. days off playing min. × 2

- Total weekly playing time was 421.0 min. This is one hour shorter than the playing time for household videogames (485.9 min.).
- Females (495.9 min.) played longer than males (397.8 min.).
- Males in the "40-49" age group (573.9 min.) and females in the "30-39" age group (664.1 min.) played the longest of all the age groups.

## 5. Familiarity with pay-to-play smartphone game contents 【All social game players】

【To all who answered, “I use SNS and play social games” (social game players) for any SNS】

【Q】 Do you pay an additional fee to play social games? If yes, how much do you pay a month on average?



Note) Method used for calculating the average amount spent:

Valid responses	The calculation parameter is the number of valid responses excluding the number of invalid or no answers to the questions above. The amount spent by a person who answered “No” was regarded as zero.
Pay-to-play social game players	The calculation parameter is the number of respondents who answered “Yes” to the first question above, excluding the number of invalid or no answers for the average amount spent.

- The total average percentage was 22.7%. The percentage was higher for males (23.8%) than for females (19.5%).
- Respondents who made valid responses spent 2,031 yen and pay-to-play social game players spent 8,479 yen on average.
- The rate was higher among users of Mobage and GREE (Mobage: 31.0%, GREE: 29.1%) than among users of other SNSs.



## 6. Titles of favorite social games 【All social game players】

【To all who answered, “I use SNS and play social games” (social game players) for any SNS】

【Q】 Please write the title of the social game you play most often and the name of the SNS provider.

(Valid respondents/answers: 271/302, n=467)

Title/Series	SNS	Title Qty	Title/Series	SNS	Title Qty
【Breakdown】 Title			【Breakdown】 Title		
SENGOKU COLLECTION	Mobage	24	Captain Tsubasa Let's Make a Dream Team	Yahoo! Mobage	1
TANKEN DORILAND	GREE	23	KISS TO MY PRINCE for mix	mixi	1
DRAGON COLLECTION	GREE	21	Coordi × Coordi for mixi	mixi	1
GUNDAM ROYALE	Mobage	20	THE KING OF FIGHTERS: Battle Festa	Mobage	1
“KAITO ROYALE” series		15	The Sims	Facebook	1
KAITO ROYALE	Mobage	13	Sangokushi SAGA: Senka no Arashi	Facebook	1
KAITO ROYALE	mixi	2	J.League Dream Eleven	GREE	1
Sunshine Ranch	mixi	14	“ZOOKEEPER”	mixi	1
Daisodatsu! Legend Card	Mobage	12	Surisuri Nyanko	GREE	1
Pirate's Kingdom Columbus	GREE	9	DERBY DERBY	Mobage	1
Daishingeki!! Dragon Kishidan	Mobage	9	Daigekito! Sengoku Battle	Mobage	1
Dancer Clinoppe	GREE	7	Daishinka!! Hero Card Battle	Mobage	1
Farmland Hokkorina	Mobage	7	Dairanto!! Guild Battle G	Mobage	1
Machitsuku!	mixi	7	Chokobo and Crystal Tower	GREE	1
Sengoku Kingdom	GREE	5	DISNEY MYLAND	Mobage	1
Ninja Royale	Mobage	5	“Tetris”	(No answer)	1
MONSTER PLANET	GREE	5	Tenku no Sky Galeon	mixi	1
Seisen CERBERUS	GREE	4	Guardian of Legends	Mobage	1
“Bikkuriman” series		4	Fairy Tale Spirits	Mobage	1
Bikkuriman	mixi	2	DRAGON FARM	(No answer)	1
Bikkuriman	GREE	1	Narikiri Master	Mobage	1
Bikkuriman	(No answer)	1	Bar Code Kanojo	GREE	1
I Want To Be a Hero	Mobage	3	PIRATES of the GALAXY	GREE	1
Kamen Rider Wars	GREE	3	FULLMET ALCHEMIST	Mobage	1
GUNDAM MASTERS	GREE	3	Let's Start My Bar	mixi	1
Fishing Star	GREE	3	“Puzzle”	(No answer)	1
“Browser Sangokushi” series		3	Box Garden	GREE	1
Browser Sangokushi for mixi	mixi	2	Hanafuda Koikoi	GREE	1
Browser Sangokushi	Yahoo! Mobage	1	Bamboo Mah-jong	mixi	1
“Moyashimon” series		3	Pigu Life	Ameba	1
Moyashimon Gachagacha	Mobage	2	Higurashi Umineko Card Battle	Mobage	1
Moyashimon	mixi	1	Secretary Collection	GREE	1
Blue Exorcist	Mobage	2	Mysterious Creature Funyamorake	mixi	1
Koiken!	Mobage	2	Browser Quest	Yahoo! Mobage	1
Sangokushi Buster Card Taisen	Mobage	2	Brave Lagoon mixi	mixi	1
Sengoku Royale	Mobage	2	“Pro-baseball”	Mobage	1
Dainekkya!! Pro-baseball Card	Mobage	2	Heyatsuku	mixi	1
Dai Battle! Detective School: Kyudan no Aria	GREE	2	PERSONA 3: Social	Mobage	1
Hajimeyo My Kingdom	mixi	2	Ranch Story for mixi	mixi	1
Nobunaga's Ambition for Million	Mobage	2	My Restaurant 2	GREE	1
Starry Sky Bar Town	mixi	2	POPPIN CITY	Mobage	1
Endless Marathon	GREE	2	“Mah-jong”	GREE	1
METAL SAGA NEW FRONTIER	Yahoo! Mobage	2	Mah-jong Royale	Mobage	1
Moba Daifugo	Mobage	2	Sweets Shop in the Magical Land	Mobage	1
IDOL☆REVOLUTION	GREE	1	Million Nights	Mobage	1
Unlight	Yahoo! Mobage	1	Minna Daisuki! Solitaire	mixi	1
Ys NEXUS	GREE	1	Minna de Kentei	mixi	1
Ikemen Ooku Koi no Sono for GREE	GREE	1	MapleStory	Facebook	1
“Igo”	Mobage	1	Moe Can Change!	Mobage	1
Web Saka	mixi	1	MONSTER MONSTER	Mobage	1
EVANGELION: Meguriau Kizuna	GREE	1	MONSTER HUNTER DIARY Mobile Airu Village	Mobage	1
Enmusu!	Mobage	1	Yukoku no Taisen	Mobage	1
Ooku	Mobage	1	Four Players' Mah-jong	Mobage	1
Shopkeeper for GREE	GREE	1	YAKUZA Mobile for GREE	GREE	1
World of monster	mixi	1	Restaurant City	Facebook	1
Kanji Zuke	mixi	1	Love Doll – Sweet Kiss	GREE	1
Gijin Kareshi	GREE	1			

Note) If multiple titles were indicated by one respondent, each one was totaled up as an individual answer.

When the titles are the same but the SNSs are differen, they are counted as different answers.

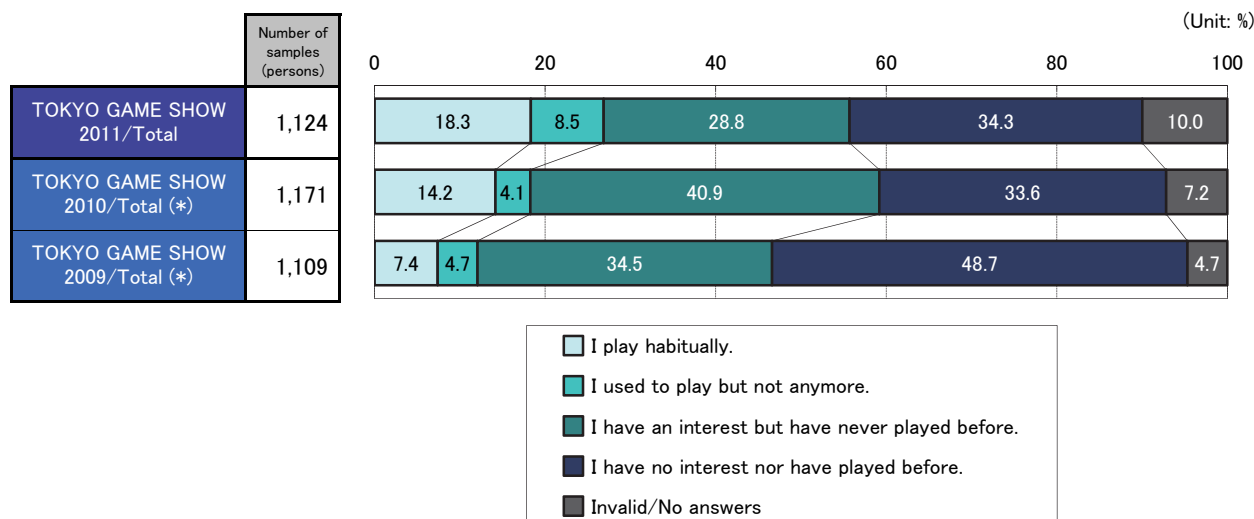
•The “SENGOKU COLLECTION” (Mobage) was in the top place, with 24 responses, followed by “TANKEN DORILAND” (GREE) (23) and “DRAGON COLLECTION” (GREE) (21), “GUNDAM ROYALE” (Mobage) (20) and “KAITO ROYALE” (Mobage/mixi) (15).

## IV. Smartphone Game Contents

### 1. Familiarity with smartphone game contents

\*Smartphones refers to portable devices that have the functions of both mobile phones/PHS and PDA such as iPhone and Android phone.  
\*Please answer only for downloaded games other than social games.

[Q] Do you play games on your smartphone?



(Unit: %)

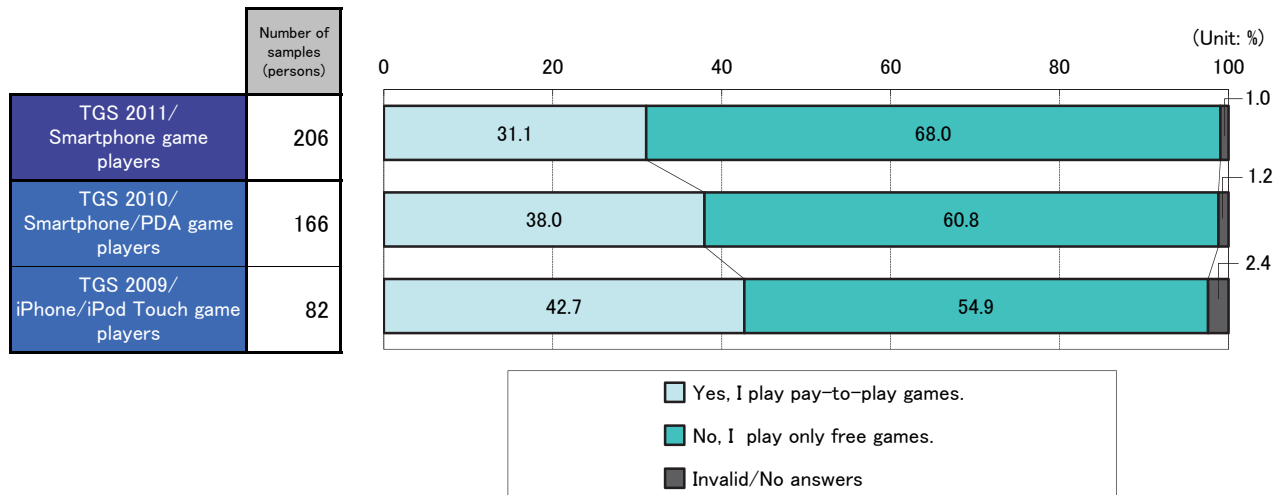
		Number of samples (persons)	I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2011/Total		1,124	18.3	8.5	28.8	34.3	10.0
Gender and Age	Male	852	18.7	9.4	27.9	35.3	8.7
	3~9	20	15.0	10.0	25.0	40.0	10.0
	10~12	40	17.5	10.0	22.5	32.5	17.5
	13~15	76	22.4	3.9	28.9	31.6	13.2
	16~18	84	11.9	13.1	20.2	45.2	9.5
	19~24	212	18.4	9.9	30.2	34.9	6.6
	25~29	133	21.1	12.0	25.6	34.6	6.8
	30~39	213	19.2	6.1	32.4	35.2	7.0
	40~49	62	19.4	12.9	24.2	32.3	11.3
	50 or older	12	16.7	16.7	25.0	25.0	16.7
	Female	272	17.3	5.9	31.6	31.3	14.0
	3~9	6	0.0	0.0	16.7	33.3	50.0
	10~12	17	23.5	17.6	23.5	11.8	23.5
	13~15	15	20.0	13.3	20.0	33.3	13.3
	16~18	23	4.3	0.0	60.9	34.8	0.0
	19~24	38	23.7	7.9	26.3	34.2	7.9
	25~29	48	16.7	10.4	25.0	35.4	12.5
	30~39	79	21.5	3.8	34.2	27.8	12.7
	40~49	43	11.6	0.0	34.9	34.9	18.6
	50 or older	3	0.0	0.0	0.0	33.3	66.7
User category	Heavy user	443	16.9	6.8	30.0	35.9	10.4
	Middle user	440	18.6	9.8	28.6	33.4	9.5
	Light user	241	20.3	9.5	27.0	33.2	10.0

\*This question was asked regarding games on iPhone/iPod Touch in the 2009 TGS survey, and regarding games on Smart-phones/PDA in the 2010 TGS survey.

•The proportion of respondents who "play habitually" increased from the previous survey figure of 14.2% to 18.3%. The rate of respondents who "have no interest nor have played before" ranked at the top (34.3%).  
•"I play habitually" was selected more by male users (18.7%) than by female users (17.3%).  
•"I play habitually" was selected the most by light users (20.3%).

## 2. Familiarity with pay-to-play game contents for smartphones 【All the current smartphone game players】

【To all who selected "I play habitually" on smartphones】  
[Q] Do you play pay-to-play games on your smartphone?  
If yes, how much do you spend a month on average?



		(Unit: %)				Ave. amount spent (yen)	
		Number of samples (persons)	Yes, I play pay-to-play games.	No, I play only free games.	Invalid/ No answers	Valid responses	Pay-to-play smartphone game players
TGS 2011/ Smartphone game players		206	31.1	68.0	1.0	269.4	1,023.9
Gender	Male	159	34.0	64.8	1.3	317.6	1,060.9
	Female	47	21.3	78.7	0.0	105.0	752.5
User category	Heavy user	75	36.0	62.7	1.3	434.0	1,567.2
	Middle user	82	30.5	68.3	1.2	232.9	825.7
	Light user	49	24.5	75.5	0.0	102.6	482.0

\*This question was asked regarding games on iPhone/iPod Touch in the 2009 TGS survey, and regarding games on Smart-phones/PDA in the 2010 TGS survey.

Note) Method of calculation used to obtain the average amount spent:

Valid responses	The calculation parameter is the number of valid responses excluding the number of invalid or no answers to the questions above. The amount spent by a person who answered "No" was regarded as zero.
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Pay-to-play smartphone game players	The calculation parameter is the number of respondents who answered "Yes" to the first question above, excluding the number of invalid or no answers for the average amount spent.
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- 31.1% of the game players on smartphones played pay-to-play games, representing a decrease for two consecutive years. The percentage was higher for males (34.0%) than for females (21.3%). Heavy users played pay-to-play games on smartphones the most (36.0%).
- Respondents who gave valid responses spent 269 yen, and pay-to-play social game players spent 1,024 yen on average.

## V. Mobile Phone Game Contents

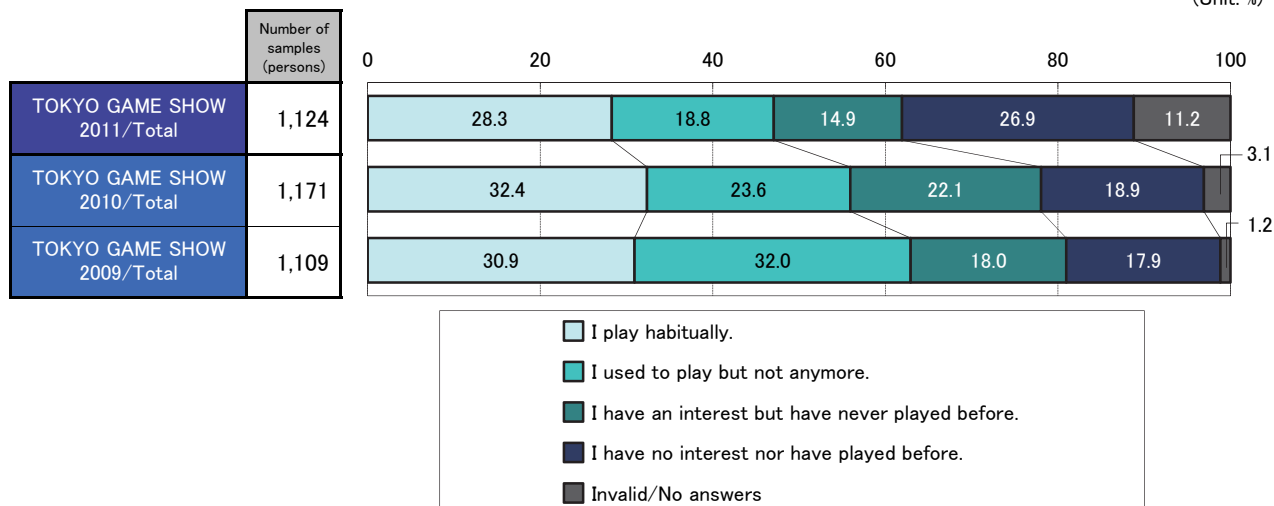
### 1. Familiarity with mobile phone game contents

\*Please answer only for games for mobile phones and PHS excluding smartphones.

\*Please answer only for downloaded or incorporated games excluding social games.

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

(Unit: %)



(Unit: %)

		Number of samples (persons)	I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2011/Total		1,124	28.3	18.8	14.9	26.9	11.2
Gender and Age	Male	852	28.4	19.1	14.2	27.6	10.7
	3~9	20	20.0	10.0	20.0	30.0	20.0
	10~12	40	20.0	5.0	12.5	40.0	22.5
	13~15	76	26.3	14.5	14.5	27.6	17.1
	16~18	84	35.7	19.0	7.1	33.3	4.8
	19~24	212	27.4	22.6	14.6	28.8	6.6
	25~29	133	21.1	29.3	12.0	27.1	10.5
	30~39	213	32.9	16.0	16.0	24.4	10.8
	40~49	62	33.9	16.1	19.4	17.7	12.9
	50 or older	12	25.0	8.3	16.7	33.3	16.7
	Female	272	27.9	17.6	16.9	24.6	12.9
	3~9	6	0.0	0.0	16.7	33.3	50.0
	10~12	17	5.9	5.9	29.4	23.5	35.3
	13~15	15	6.7	33.3	33.3	13.3	13.3
	16~18	23	17.4	21.7	13.0	39.1	8.7
	19~24	38	31.6	13.2	10.5	36.8	7.9
	25~29	48	29.2	33.3	4.2	22.9	10.4
	30~39	79	45.6	15.2	15.2	16.5	7.6
	40~49	43	16.3	7.0	32.6	27.9	16.3
	50 or older	3	33.3	33.3	0.0	0.0	33.3
User category	Heavy user	443	26.2	18.3	15.6	27.3	12.6
	Middle user	440	30.0	18.2	14.8	28.2	8.9
	Light user	241	29.0	20.7	13.7	23.7	12.9

• The proportion of respondents who "play habitually" was 28.3%, showing a decrease from the previous result (32.4%).

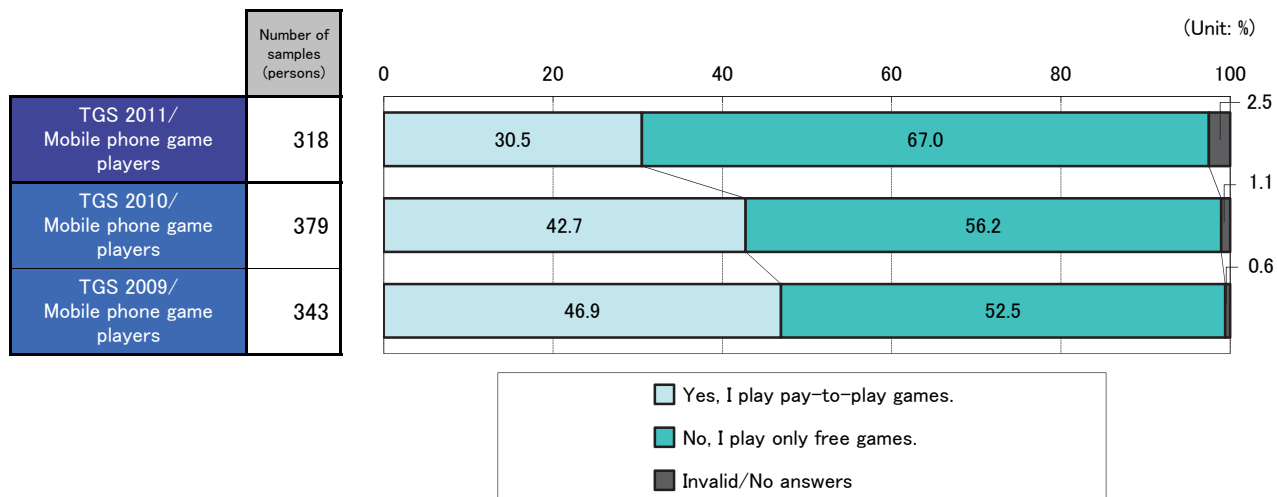
• "I play habitually" was selected the most by male users in the "16-18" age group (35.7%) and by female users in the "30-39" age group (45.6%).

• "I play habitually" was selected the most by middle users (30.0%).

## 2. Familiarity with pay-to-play mobile phone game contents 【All the current mobile phone game players】

【To all who selected "I play habitually" on a mobile phone (mobile phone game players)】

【Q】 Do you play pay-to-play games on your mobile phone/PHS?



(Unit: %)

		Number of samples (persons)	Yes, I play pay-to-play games.	No, I play only free games.	Invalid/ No answers
TGS 2011/ Mobile phone game players		318	30.5	67.0	2.5
Gender	Male	242	31.8	66.1	2.1
	Female	76	26.3	69.7	3.9
User category	Heavy user	116	33.6	62.9	3.4
	Middle user	132	27.3	70.5	2.3
	Light user	70	31.4	67.1	1.4

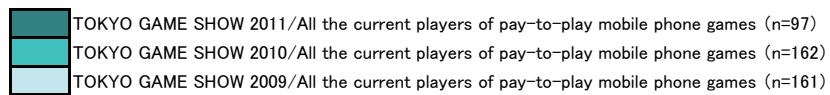
- The ratio of players of pay-to-play games decreased to 30.5%, showing a decrease for two consecutive years from the survey results of 2009 (46.9%) and 2010 (42.7%)
- The percentage for playing pay-to-play games on mobile phones was higher for males (31.8%) than for females (26.3%).
- As for the category of users, heavy users played pay-to-play games on mobile phones the most (33.6%).

### 3. Methods of payment for mobile phone game contents

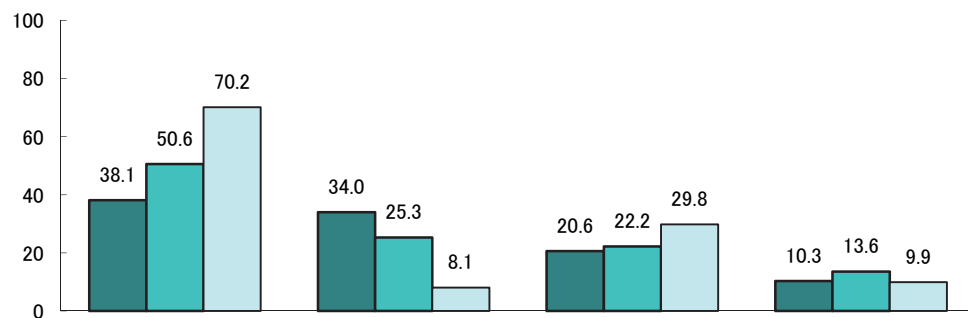
【All the current players of pay-to-play mobile phone games】《Multiple answers》

【To all who play pay-to-play games on a mobile phone】

[Q] Please select all types of paying methods you have used for mobile phone games.



(Unit: %)



		Number of samples (persons)	Fixed charge	Charge per item/avatar	Quantitative charge	Invalid/No answers
TGS 2011/ Mobile phone game players		97	38.1	34.0	20.6	10.3
Gender	Male	77	35.1	36.4	19.5	10.4
	Female	20	50.0	25.0	25.0	10.0
User category	Heavy user	39	33.3	38.5	17.9	12.8
	Middle user	36	44.4	30.6	22.2	8.3
	Light user	22	36.4	31.8	22.7	9.1

(Unit: %)

“Fixed charge” had the highest rate (38.1%), but the rate has been decreasing for years. The percentage for “Charge per item/avatar” has been increasing, and reached 34.0%, becoming closer to the rate for “Fixed charge” this year.

## VI. On-line Games

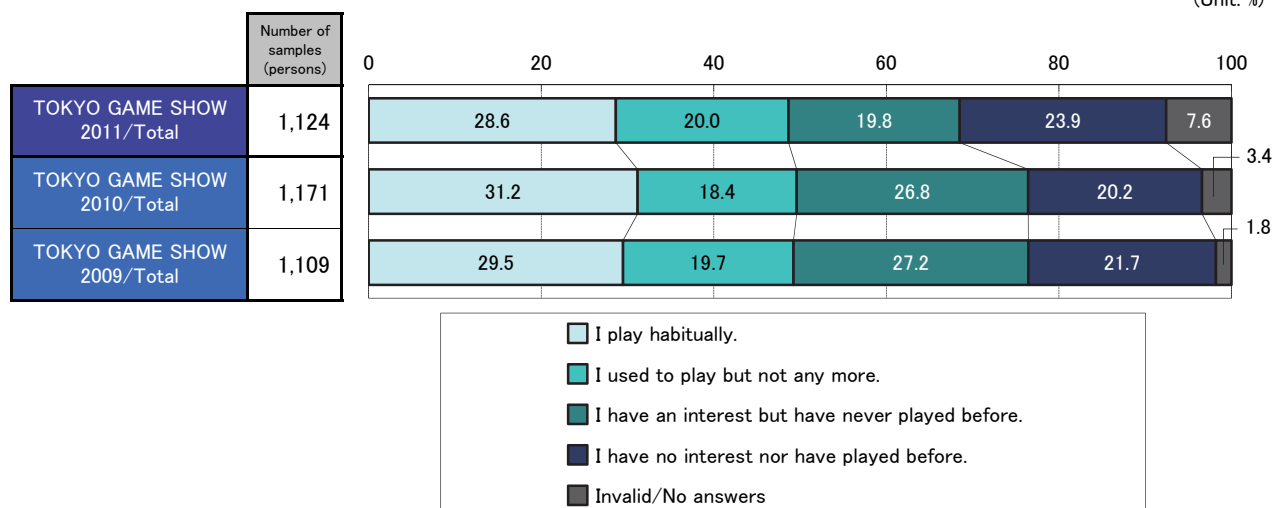
### 1. Familiarity with on-line games

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

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

[Q] Do you play on-line games?

(Unit: %)



(Unit: %)

		Number of samples (persons)	I play habitually.	I used to play but not any more.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2011/Total		1,124	28.6	20.0	19.8	23.9	7.6
Gender and Age	Male	852	31.7	22.7	17.8	22.2	5.6
	3~9	20	25.0	5.0	20.0	35.0	15.0
	10~12	40	20.0	12.5	15.0	35.0	17.5
	13~15	76	40.8	13.2	17.1	22.4	6.6
	16~18	84	35.7	27.4	11.9	22.6	2.4
	19~24	212	31.6	27.8	18.4	19.8	2.4
	25~29	133	40.6	23.3	10.5	21.1	4.5
	30~39	213	27.7	25.4	21.6	19.2	6.1
	40~49	62	24.2	11.3	29.0	25.8	9.7
	50 or older	12	8.3	25.0	16.7	41.7	8.3
	Female	272	19.1	11.8	26.1	29.4	13.6
	3~9	6	0.0	0.0	16.7	33.3	50.0
	10~12	17	11.8	0.0	23.5	29.4	35.3
	13~15	15	20.0	26.7	33.3	6.7	13.3
	16~18	23	13.0	21.7	39.1	21.7	4.3
	19~24	38	28.9	10.5	21.1	31.6	7.9
	25~29	48	12.5	22.9	12.5	41.7	10.4
	30~39	79	24.1	8.9	27.8	29.1	10.1
	40~49	43	16.3	2.3	37.2	25.6	18.6
	50 or older	3	33.3	0.0	0.0	33.3	33.3
User category	Heavy user	443	34.8	21.2	16.7	20.1	7.2
	Middle user	440	28.4	21.1	19.8	24.1	6.6
	Light user	241	17.8	15.8	25.7	30.7	10.0

•The number of respondents who habitually played on-line games was 28.6%, showing a decrease from the result of 2010 (31.2%).

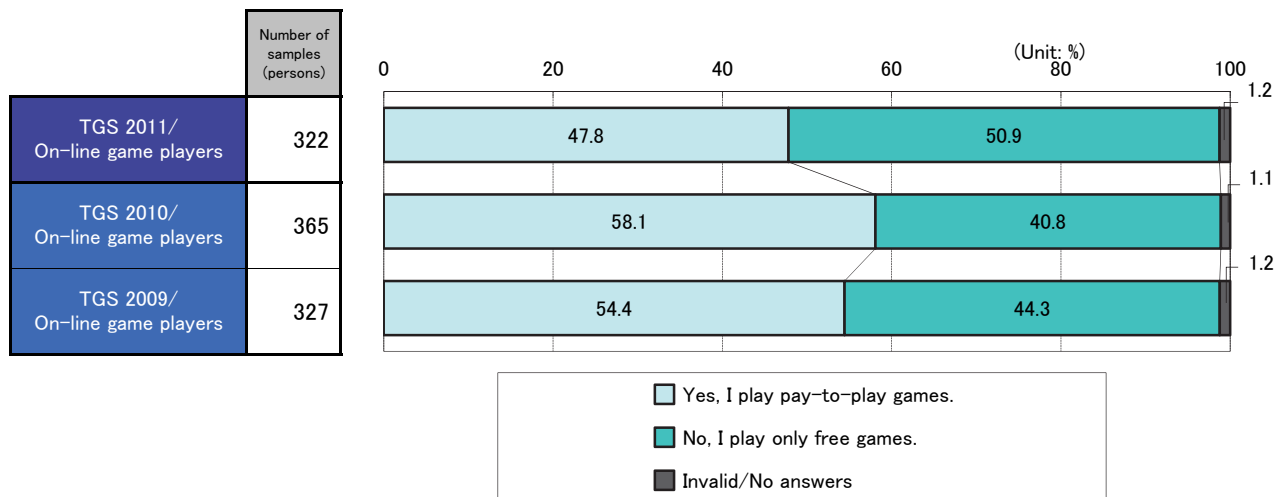
•More males (31.7%) play habitually than females (19.1%).

•Frequent players of household video games tended to play on-line games habitually.

## 2. Familiarity with pay-to-play on-line games 【All the current on-line game players】

【To all who selected "I habitually play on-line games"】

【Q】 Do you play pay-to-play online games?



		Number of samples (persons)	(Unit: %)		
			Yes, I play pay-to-play games.	No, I play only free games.	Invalid/No answers
TGS 2011/ On-line game players		322	47.8	50.9	1.2
Gender	Male	270	48.1	50.7	1.1
	Female	52	46.2	51.9	1.9
User category	Heavy user	154	48.7	50.0	1.3
	Middle user	125	44.8	53.6	1.6
	Light user	43	53.5	46.5	0.0

• The percentage of on-line game players who played pay-to-play games was 47.8%, which represents a decrease from the result of 2010 (58.1%). More males (48.1%) play pay-to-play games habitually than females (46.2%).

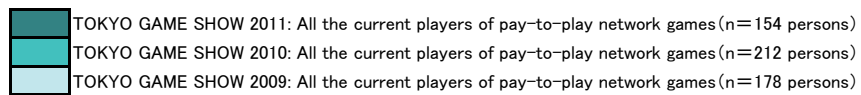


### 3. Methods of paying for on-line games

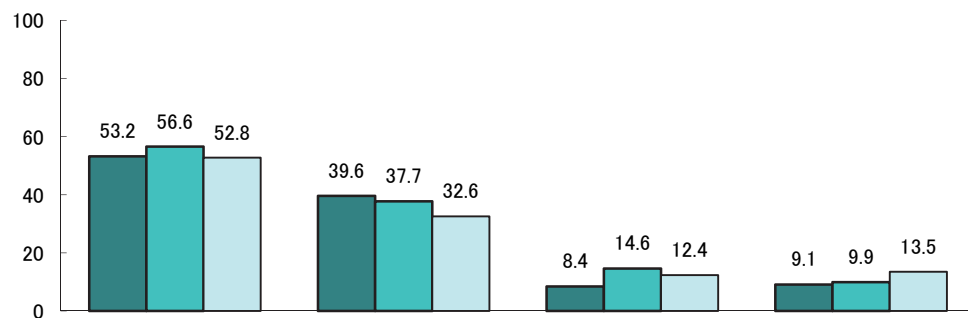
【All the current pay-to-play on-line game players】《Multiple answers》

【To all who selected “I play on-line games with fees”】

【Q】 Please select all types of paying methods you have used for on-line games.



(Unit: %)



		Number of samples (persons)	Fixed charge	Charged by item/avatar	Quantitative charge	Invalid/No answers
TGS 2011/ Pay-to-play on-line game players		154	53.2	39.6	8.4	9.1
Gender	Male	130	52.3	39.2	8.5	9.2
	Female	24	58.3	41.7	8.3	8.3
User category	Heavy user	75	62.7	28.0	5.3	12.0
	Middle user	56	50.0	50.0	8.9	3.6
	Light user	23	30.4	52.2	17.4	13.0

(Unit: %)

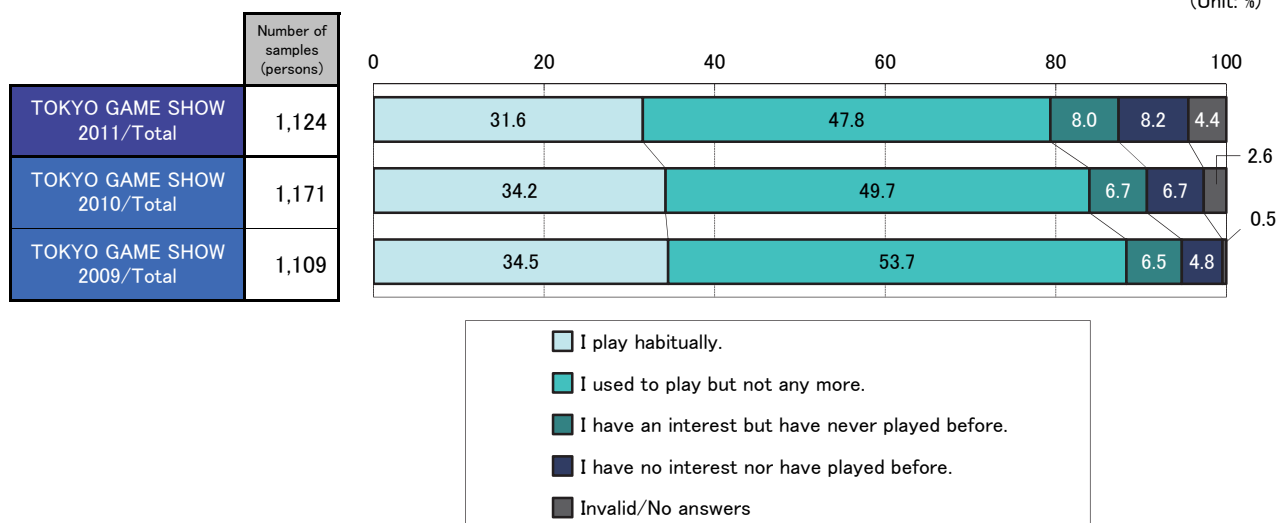
•The fixed charge system has been used most (53.2%), but less than in 2010 (56.6%). The ratio for “Charged by item/avatar” was 39.6%, which represents an increase compared to 2009 (32.6%) and 2010 (37.7%).

## VII. Arcade Games

### 1. Familiarity with arcade games

[Q] Do you play games in a game center?

(Unit: %)



(Unit: %)

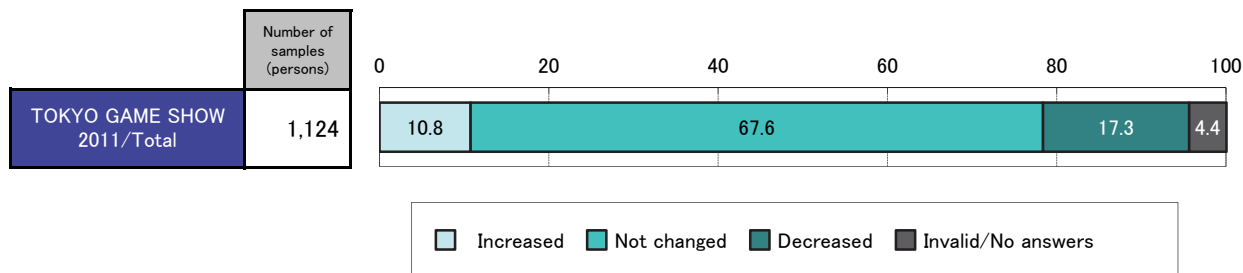
		Number of samples (persons)	I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2011/Total		1,124	31.6	47.8	8.0	8.2	4.4
Gender and Age	Male	852	33.9	46.7	8.5	7.4	3.5
	3~9	20	25.0	35.0	5.0	20.0	15.0
	10~12	40	40.0	42.5	7.5	0.0	10.0
	13~15	76	38.2	39.5	5.3	10.5	6.6
	16~18	84	45.2	34.5	9.5	10.7	0.0
	19~24	212	39.2	42.5	9.9	5.7	2.8
	25~29	133	33.1	48.9	9.8	7.5	0.8
	30~39	213	30.0	54.9	6.1	6.6	2.3
	40~49	62	14.5	61.3	9.7	8.1	6.5
	50 or older	12	8.3	41.7	25.0	8.3	16.7
	Female	272	24.3	51.1	6.6	10.7	7.4
	3~9	6	0.0	33.3	33.3	16.7	16.7
	10~12	17	29.4	47.1	0.0	0.0	23.5
	13~15	15	26.7	53.3	6.7	6.7	6.7
	16~18	23	21.7	65.2	0.0	8.7	4.3
	19~24	38	52.6	31.6	10.5	5.3	0.0
	25~29	48	10.4	62.5	6.3	12.5	8.3
	30~39	79	24.1	51.9	5.1	15.2	3.8
	40~49	43	16.3	53.5	9.3	11.6	9.3
	50 or older	3	33.3	0.0	0.0	0.0	66.7
User category	Heavy user	443	37.0	44.2	7.4	7.0	4.3
	Middle user	440	32.5	44.8	9.3	9.3	4.1
	Light user	241	19.9	59.8	6.6	8.3	5.4

- The percentage of respondents who "habitually play arcade games" was 31.6%, fewer than in 2009 (34.5%) and 2010 (34.2%).
- The ratio of respondents who "habitually play arcade games" was high among males in the "16-18" age group (45.2%) and females in the "19-24" age group (52.6%).

## VIII. Influence of the Great Tohoku-Kanto Earthquake

### 1. Change in game playing time after the Great Tohoku-Kanto Earthquake

[Q] Has your game playing time increased or decreased after the March 11th earthquake?



(Unit: %)

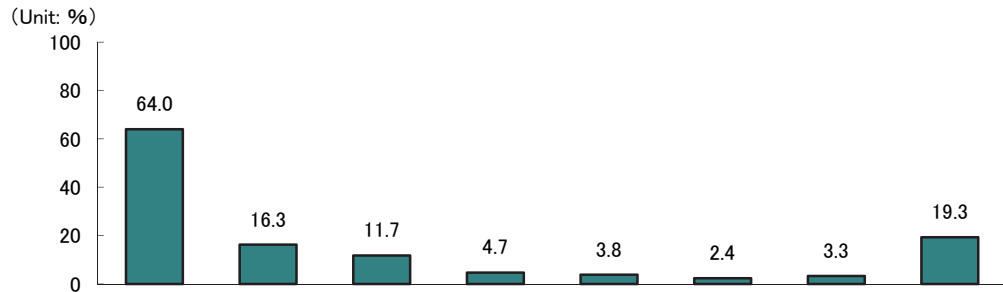
		Number of samples (persons)	Increased	Not changed	Decreased	Invalid/No answers
TOKYO GAME SHOW 2011/Total		1,124	10.8	67.6	17.3	4.4
Gender and Age	Male	852	11.5	68.8	16.4	3.3
	3~9	20	10.0	65.0	10.0	15.0
	10~12	40	20.0	55.0	20.0	5.0
	13~15	76	23.7	64.5	7.9	3.9
	16~18	84	21.4	64.3	13.1	1.2
	19~24	212	9.4	75.0	14.6	0.9
	25~29	133	7.5	73.7	18.0	0.8
	30~39	213	7.0	67.1	20.7	5.2
	40~49	62	9.7	67.7	16.1	6.5
	50 or older	12	8.3	50.0	33.3	8.3
	Female	272	8.5	64.0	19.9	7.7
	3~9	6	0.0	33.3	16.7	50.0
	10~12	17	5.9	58.8	11.8	23.5
	13~15	15	26.7	40.0	26.7	6.7
	16~18	23	8.7	69.6	17.4	4.3
	19~24	38	2.6	78.9	18.4	0.0
	25~29	48	8.3	68.8	16.7	6.3
	30~39	79	6.3	68.4	20.3	5.1
	40~49	43	14.0	48.8	27.9	9.3
	50 or older	3	0.0	66.7	0.0	33.3
User category	Heavy user	443	17.6	68.2	10.4	3.8
	Middle user	440	7.7	70.9	17.3	4.1
	Light user	241	3.7	60.6	29.9	5.8
Game player category	Social game players	467	11.6	67.2	17.3	3.9
	Smartphone game players	206	13.6	61.2	21.8	3.4
	Mobile phone game players	318	11.9	67.6	17.9	2.5
	Online game players	322	13.0	68.0	16.8	2.2
	Arcade game players	355	13.5	72.7	13.0	0.8

- The highest ratio of respondents answered "Not changed" (67.6%). The ratio for "Decreased" (17.3%) was higher than that for "Increased" (10.8%).
- The ratio for "Increased" was higher and the rate for "Decreased" was lower in accordance with the frequency of playing household videogames.

## 2. Support for the disaster victims

[Q] Have you done anything to help the victims of the disaster?

Tokyo Game Show 2011/ Total (n=1,124)



		Number of samples (persons)	Donation	Purchase of products from the disaster areas	Purchase of charity items in games	On-site volunteering	Purchase of charity game software	Purchase of game-related goods at charity auctions	Other actions	Invalid/No answers
TOKYO GAME SHOW 2011/Total		1,124	64.0	16.3	11.7	4.7	3.8	2.4	3.3	19.3
Gender and Age	Male	852	64.4	15.0	13.3	5.5	4.5	2.7	3.3	17.6
	3~9	20	40.0	5.0	5.0	5.0	5.0	0.0	15.0	25.0
	10~12	40	60.0	7.5	7.5	0.0	0.0	0.0	0.0	37.5
	13~15	76	61.8	14.5	9.2	7.9	7.9	2.6	1.3	21.1
	16~18	84	71.4	16.7	11.9	6.0	11.9	1.2	4.8	11.9
	19~24	212	63.2	12.7	13.7	5.7	2.8	3.3	3.3	16.5
	25~29	133	72.9	16.5	16.5	4.5	3.8	4.5	5.3	12.8
	30~39	213	64.8	16.4	15.0	5.6	4.7	3.3	1.4	16.0
	40~49	62	58.1	22.6	12.9	8.1	0.0	0.0	4.8	19.4
	50 or older	12	41.7	8.3	8.3	0.0	0.0	0.0	0.0	50.0
	Female	272	62.5	20.2	7.0	2.2	1.8	1.5	3.3	24.6
	3~9	6	33.3	0.0	0.0	0.0	0.0	0.0	0.0	66.7
	10~12	17	52.9	11.8	0.0	5.9	0.0	0.0	0.0	47.1
	13~15	15	86.7	6.7	0.0	0.0	0.0	0.0	0.0	13.3
	16~18	23	60.9	4.3	8.7	0.0	0.0	0.0	0.0	39.1
	19~24	38	65.8	15.8	7.9	2.6	7.9	5.3	2.6	18.4
	25~29	48	68.8	25.0	6.3	0.0	0.0	2.1	4.2	20.8
	30~39	79	63.3	24.1	11.4	1.3	2.5	1.3	2.5	20.3
	40~49	43	53.5	30.2	2.3	7.0	0.0	0.0	9.3	23.3
	50 or older	3	33.3	33.3	33.3	0.0	0.0	0.0	0.0	33.3
User category	Heavy user	443	61.2	16.5	14.7	5.0	4.5	3.2	2.5	19.0
	Middle user	440	68.0	17.0	10.0	4.3	4.8	2.3	3.9	17.5
	Light user	241	61.8	14.5	9.5	5.0	0.8	1.2	3.7	23.2
Game player category	Social game players	467	64.2	16.3	14.6	4.9	2.1	3.0	3.4	18.4
	Smartphone game players	206	62.1	17.5	14.1	6.3	3.9	2.4	3.4	17.0
	Mobile phone game players	318	65.4	16.7	13.8	5.7	4.7	1.6	3.1	14.2
	Online game players	322	62.4	15.2	18.9	5.9	5.9	3.4	4.7	14.3
	Arcade game players	355	69.3	17.2	13.5	5.1	5.1	3.9	1.1	14.4
Change in game playing time	Increased	121	63.6	18.2	14.0	9.9	5.8	3.3	4.1	12.4
	Not changed	760	66.7	16.8	12.4	4.2	4.2	2.4	3.2	17.1
	Decreased	194	68.6	17.0	9.8	4.6	2.1	2.6	4.1	13.9
	Invalid/No answers	49	4.1	0.0	4.1	0.0	0.0	0.0	0.0	91.8

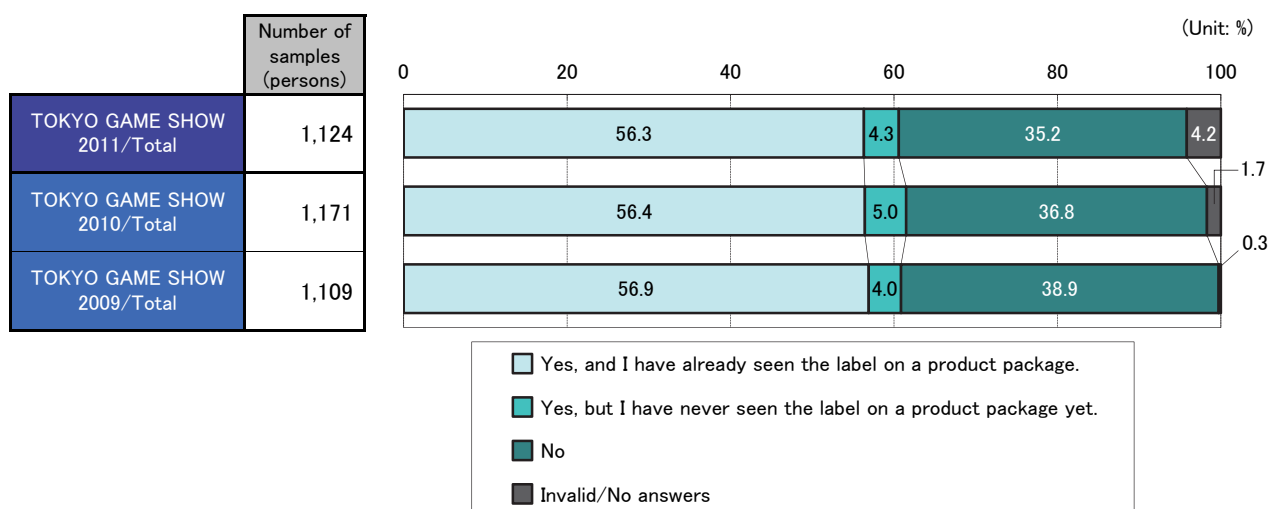
(Unit: %)

- "Donation" was the most common of all actions, with 64.0% of respondents.
- "Purchase of charity items in games" accounted for 11.7% of the responses. The ratio was high among males (13.3%), heavy users of household videogames (14.7%), online game players (18.9%), and people who answered "Increased" (14.0%).

## IX. Rating Label

### 1. Awareness of the rating label

[Q] Do you know that a "rating label" is attached to a game software package?



(Unit: %)

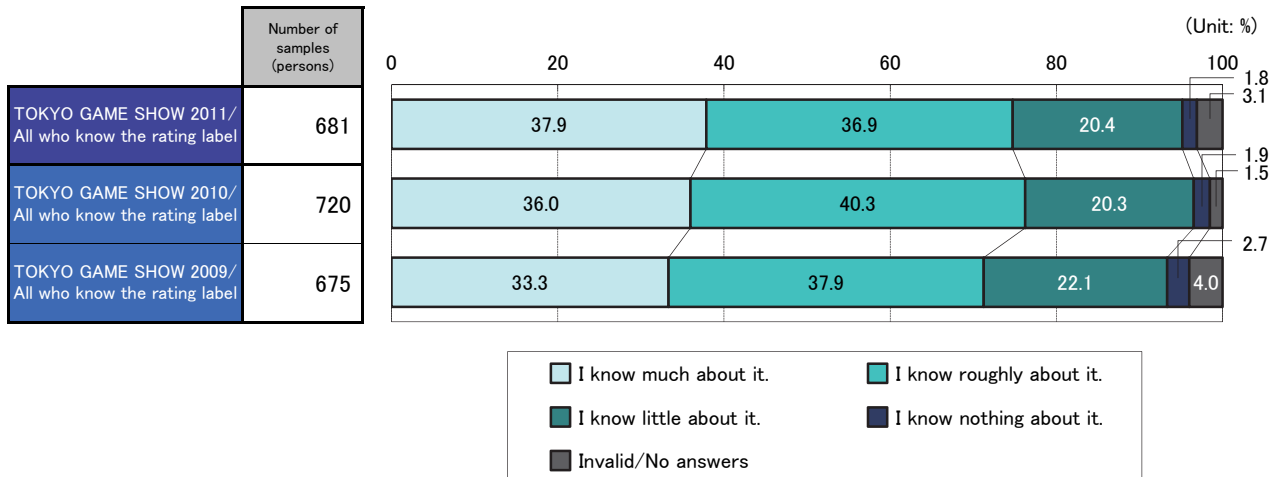
		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2011/Total		1,124	56.3	4.3	35.2	4.2
Gender and Age	Male	852	63.0	4.5	29.6	2.9
	3~9	20	25.0	15.0	45.0	15.0
	10~12	40	42.5	5.0	45.0	7.5
	13~15	76	68.4	5.3	25.0	1.3
	16~18	84	75.0	6.0	19.0	0.0
	19~24	212	70.8	3.8	24.1	1.4
	25~29	133	68.4	2.3	27.1	2.3
	30~39	213	60.1	3.8	33.3	2.8
	40~49	62	43.5	8.1	41.9	6.5
	50 or older	12	33.3	0.0	50.0	16.7
	Female	272	35.3	3.7	52.9	8.1
	3~9	6	0.0	0.0	50.0	50.0
	10~12	17	29.4	0.0	47.1	23.5
	13~15	15	33.3	0.0	53.3	13.3
	16~18	23	60.9	4.3	34.8	0.0
	19~24	38	52.6	2.6	44.7	0.0
	25~29	48	47.9	2.1	39.6	10.4
	30~39	79	24.1	5.1	64.6	6.3
	40~49	43	20.9	7.0	67.4	4.7
	50 or older	3	33.3	0.0	33.3	33.3
User category	Heavy user	443	60.9	4.3	30.9	3.8
	Middle user	440	59.5	3.9	32.3	4.3
	Light user	241	41.9	5.0	48.5	4.6

• The number of respondents who answered "Yes, and I have already seen the label on a product package" remained at the same level (56.3%) as that of 2010 (56.4%). However, when the number of "Yes, but I haven't seen the label yet" was added, the ratio for awareness of the rating label slightly decreased to 60.6%. 52.9% of female users and 48.5% of light users of household videogames did not know of the label, and the awareness of users in these categories remained relatively low.

## 2. Familiarity with the function of a rating label 【All who know the rating label】

【To all who selected “Yes and I have already seen the label on a product package” or “Yes, but I have never seen the label on a product package yet”】

[Q] Do you know how the “rating label” works?



		Number of samples (persons)	(Unit: %)				
			I know much about it.	I know roughly about it.	I know little about it.	I know nothing about it.	Invalid/No answers
TOKYO GAME SHOW 2011/ All who know the rating label		681	37.9	36.9	20.4	1.8	3.1
Gender and Age	Male	575	39.0	35.8	20.2	1.7	3.3
	3~9	8	12.5	25.0	25.0	25.0	12.5
	10~12	19	52.6	31.6	10.5	5.3	0.0
	13~15	56	41.1	19.6	33.9	3.6	1.8
	16~18	68	38.2	30.9	29.4	0.0	1.5
	19~24	158	41.1	36.7	19.0	1.3	1.9
	25~29	94	44.7	33.0	16.0	1.1	5.3
	30~39	136	36.0	44.9	14.7	0.0	4.4
	40~49	32	21.9	43.8	21.9	6.3	6.3
	50 or older	4	25.0	50.0	25.0	0.0	0.0
	Female	106	32.1	42.5	21.7	1.9	1.9
	3~9	0	—	—	—	—	—
	10~12	5	0.0	60.0	20.0	20.0	0.0
	13~15	5	40.0	20.0	40.0	0.0	0.0
	16~18	15	40.0	46.7	6.7	0.0	6.7
	19~24	21	28.6	42.9	23.8	0.0	4.8
	25~29	24	33.3	45.8	20.8	0.0	0.0
	30~39	23	47.8	26.1	21.7	4.3	0.0
	40~49	12	8.3	66.7	25.0	0.0	0.0
	50 or older	1	0.0	0.0	100.0	0.0	0.0
User category	Heavy user	289	39.8	31.8	22.1	2.4	3.8
	Middle user	279	39.1	40.9	17.2	1.1	1.8
	Light user	113	30.1	39.8	23.9	1.8	4.4

• The number of respondents who selected “I know a lot about it” (37.9%) increased compared with 2010 (36.0%). When the number of respondents who selected “I am somewhat familiar with it” (36.9%) was added, 74.7% of the respondents who had some knowledge of the label understood its function.

### 3. Descriptions of rating label given by respondents

【All respondents who were very familiar or only slightly familiar with the function of the rating label】《Free answer》

【To all respondents who selected “I know a lot about it” and “I know a little about it” (Those who know the rating label)】

【Q】 Do you know how the “rating label” works? Please describe its function.

(245 valid responses: n=509 persons)

Perfect/Nearly perfect comprehension / Understanding of purpose	151
<p>◎ Perfect comprehension: It is a reference marking that indicates “recommended user age groups” according to “game contents”.</p> <ul style="list-style-type: none"> <li>• Indication of age of target players and categories</li> <li>• Age category according to game content</li> <li>• Classification of appropriate ages according to game content</li> <li>• Review of game content and classification of ages to buy or play games</li> <li>• Information on appropriate ages for playing games according to contents</li> <li>• Indication for inadequate game contents for young players</li> <li>• Age category according to violent scenes, etc.</li> </ul>	7
<p>○ Nearly perfect comprehension: It is a reference marking indicating “recommended user age groups” (“game contents” not mentioned).</p> <ul style="list-style-type: none"> <li>• Information on appropriate ages for playing games</li> <li>• Marks indicating appropriate ages for games</li> <li>• Reference for players’ age</li> <li>• Games are classified according to ages</li> <li>• Ages appropriate for ages</li> <li>• For young people playing adequate games</li> <li>• Classification of A, B, C, D, Z according to ages</li> <li>• Recommendation of players age</li> <li>• For understanding game contents appropriate for players’ age</li> <li>• Classification of A to Z according to violent or sexual scenes</li> <li>• Target ages are different according to the alphabets.</li> <li>• Indication of target ages</li> <li>• .....etc.</li> </ul>	83
<p>○ Near-perfect comprehension: It is a reference marking of “game contents” (“recommended user age groups” not mentioned).</p> <ul style="list-style-type: none"> <li>• Indication of scenes contained in games</li> <li>• Marks indicating violent or sexual scenes</li> <li>• Indication of games containing erotic or grotesque scenes</li> <li>• Preventing small children from buying games with violent expressions</li> <li>• Reference for confirming game content when users buy games</li> <li>• Violent or grotesque expressions</li> <li>• .....etc.</li> </ul>	19
<p>○ Nearly perfect comprehension: Understanding of specific rating categories (“game contents” not mentioned).</p> <ul style="list-style-type: none"> <li>• A to D, and Z, which cannot be sold to people under 18</li> <li>• A: all ages, B: 12 and older, C: 15 and older, D: 17 and older, and Z: 17 and older</li> <li>• A to Z according to target ages, and Z is prohibited for people under 18.</li> <li>• Z is prohibited for people under 18, and D and other ratings show recommended target ages.</li> <li>• Games marked Z are prohibited for people under 18, and the other categories serve as guidelines for target ages</li> <li>• Regulation of sales of games of Z rating</li> <li>• .....etc.</li> </ul>	13
<p>△ Indication of ages or rating categories only</p> <ul style="list-style-type: none"> <li>• Ages</li> <li>• Age groups</li> <li>• Something about ages</li> <li>• A, B, C, D and Z</li> <li>• A, B, C ... Z</li> <li>• Marked by A–Z</li> <li>• .....etc.</li> </ul>	14
<p>△ Understanding of purpose: It is a “reference” rating or “basis for individual judgment”, or a system to protect young people.</p> <ul style="list-style-type: none"> <li>• Marks for preventing adverse influence on children</li> <li>• Reference for buying games</li> <li>• Preventing children from playing games that have an adverse influence</li> <li>• For expressions that have no adverse influence on education of juveniles</li> <li>• Reference for selecting games</li> <li>• For not making people uncomfortable after buying games</li> <li>• .....etc.</li> </ul>	15
Misapprehension / Unclear	94
<p>× Misapprehension: It is a rating for a “restriction” or a “ban” on purchase based on consumer age.</p> <ul style="list-style-type: none"> <li>• Age restriction</li> <li>• Restriction on buying games</li> <li>• People under 18 cannot buy.</li> <li>• Age restriction according to game content</li> <li>• The youth under 15 cannot play games rated for people older than 15.</li> <li>• Age restriction for games playing</li> <li>• Games with age restriction</li> <li>• Age restriction for selling games</li> <li>• .....etc.</li> </ul>	80
<p>× Misapprehension: It is a system that legally regulates the contents of games.</p> <ul style="list-style-type: none"> <li>• Silly thing that regulates game content</li> <li>• Restriction on violent or sexual expressions</li> <li>• Makers’ voluntary regulation of sexual or violent expressions</li> <li>• Restriction on inappropriate expressions for specific ages</li> <li>• .....etc.</li> </ul>	6
<p>× Confusion with the rating by EIRIN (Film Classification and Rating Committee)</p> <ul style="list-style-type: none"> <li>• R18</li> </ul>	1
<p>× Answers about judging methods (Misunderstanding of the intention of the question)</p> <ul style="list-style-type: none"> <li>• CERO, etc.</li> <li>• Top secret</li> <li>• Common people discuss and decide them.</li> <li>• Rating review is nonsense.</li> <li>• .....etc.</li> </ul>	7

Note 1) Comments were selected from among the responses, and are unedited.

Note 2) If they were too ambiguous, vague, meaningless or scattered, the responses to open-ended questions, as well as the responses to questions about “familiarity with the function of a rating label” were regarded as invalid.

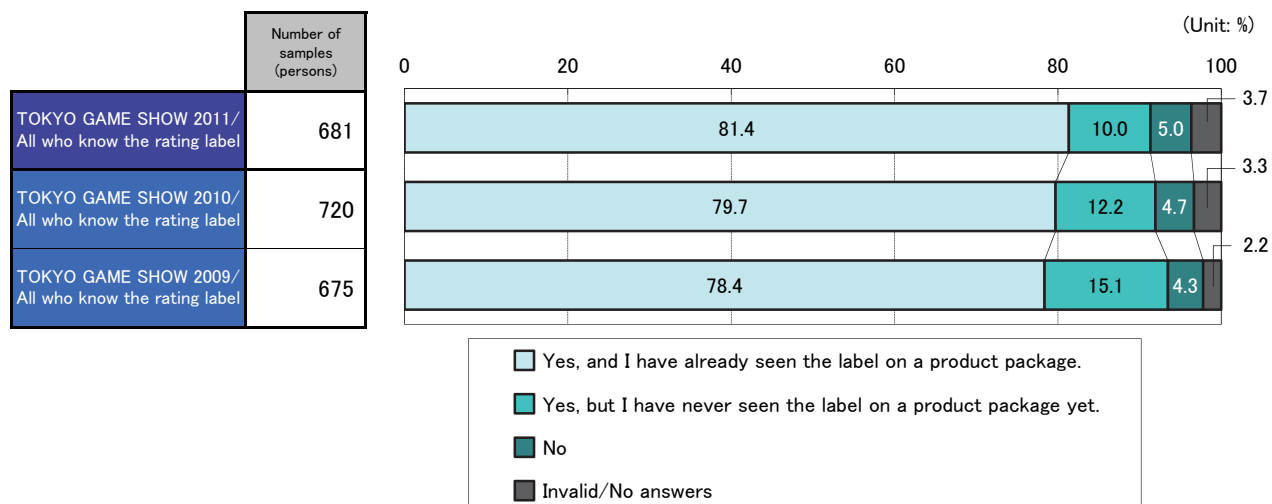
• When respondents who have some knowledge of the rating marks such as specific categories or the purpose of the system are included, 151 respondents out of 245 valid responses (61.6%) acknowledged the rating marks, which showed a decrease from 2010 (64.2%).

• Quite a few respondents (80 persons) misunderstood the system, thinking that “It is a rating for a “restriction” or a “ban” on purchase based on consumer age”.

#### 4. Awareness of the rating label Z 【All who were aware of the rating label】

【To all who were aware of and “had already seen the label on a product package” and who were aware of “but had never seen the label yet”】

[Q] Do you know about class Z (Only 18 or older)?



		(Unit: %)				
		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2011/ All who know the rating label		681	81.4	10.0	5.0	3.7
Gender and Age	Male	575	84.7	7.3	4.3	3.7
	3~9	8	50.0	12.5	37.5	0.0
	10~12	19	68.4	10.5	15.8	5.3
	13~15	56	89.3	5.4	3.6	1.8
	16~18	68	88.2	8.8	0.0	2.9
	19~24	158	91.1	3.8	1.9	3.2
	25~29	94	87.2	7.4	2.1	3.2
	30~39	136	79.4	8.1	7.4	5.1
	40~49	32	71.9	18.8	3.1	6.3
	50 or older	4	75.0	0.0	25.0	0.0
	Female	106	63.2	24.5	8.5	3.8
	3~9	0	—	—	—	—
	10~12	5	40.0	60.0	0.0	0.0
	13~15	5	40.0	60.0	0.0	0.0
	16~18	15	100.0	0.0	0.0	0.0
	19~24	21	81.0	0.0	14.3	4.8
	25~29	24	66.7	29.2	4.2	0.0
	30~39	23	47.8	30.4	13.0	8.7
	40~49	12	25.0	50.0	16.7	8.3
	50 or older	1	100.0	0.0	0.0	0.0
User category	Heavy user	289	80.6	11.4	3.5	4.5
	Middle user	279	83.2	9.0	5.7	2.2
	Light user	113	78.8	8.8	7.1	5.3

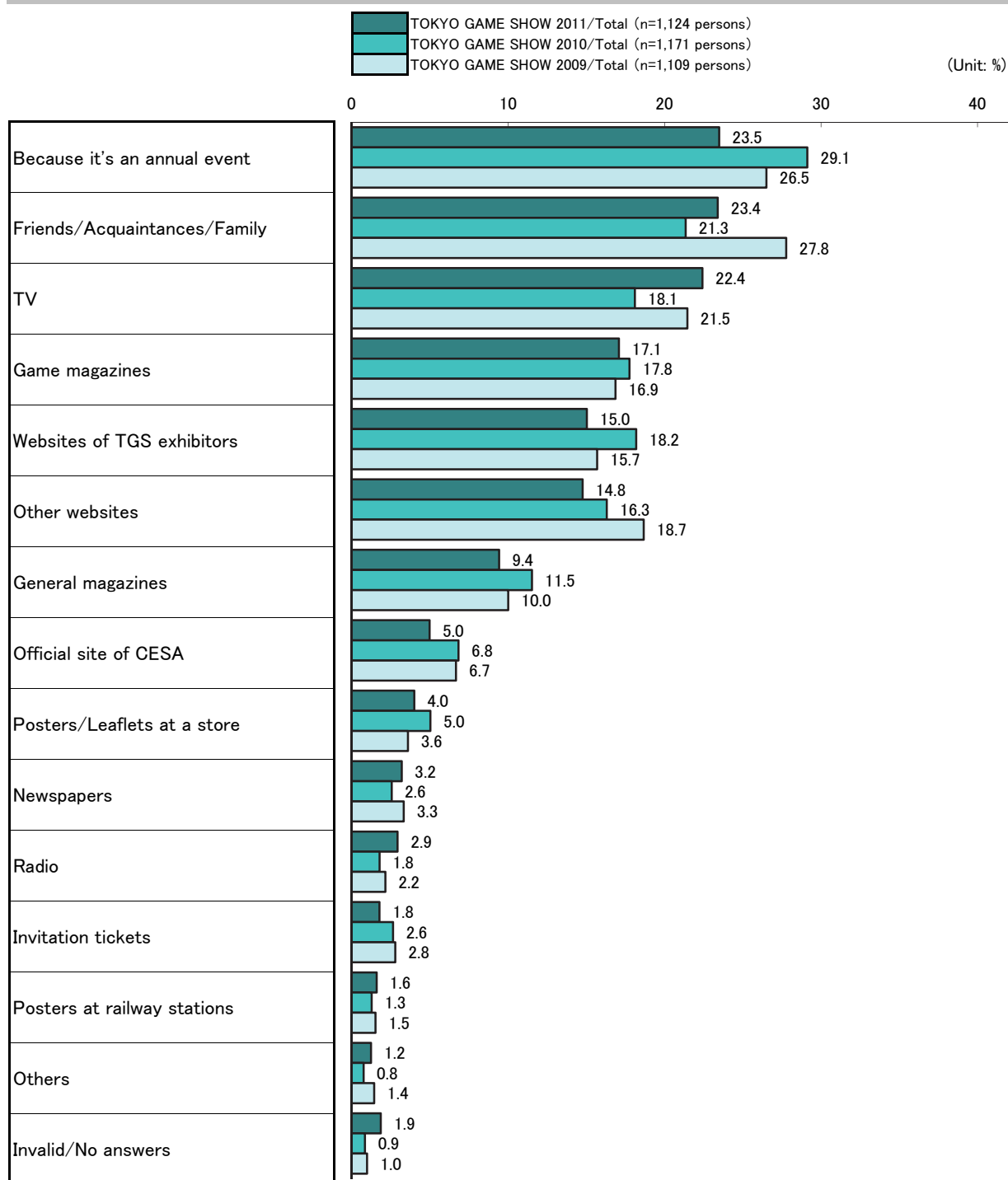
•The number of respondents who replied “Yes, and I have already seen the label on a product package” increased (81.4%) for three consecutive years. But the number of respondents who replied “Yes, but I haven’t yet seen the label on a product package” decreased (10.0%), and the total number of people who knew of the Z category slightly decreased to 91.3%.



## XI. Turnout at TOKYO GAME SHOW 2011

### 1. Information source about TOKYO GAME SHOW 2011 《Multiple answers》

[Q] How did you know of "TOKYO GAME SHOW 2011"? Choose any number of answers.



• "Because it's an annual event" (23.5%) decreased from 2010 (29.1%), but it became the top source of information for two consecutive years.

• "Friends/Acquaintances/Family" increased from 21.3% to 23.4%, and "TV" increased from 18.1% to 22.4%. The rate for "Friends/Acquaintances/Family" was the highest among males (23.7%), while the rate for "TV" was the highest among females (27.6%).

• The rates for "TV" were the highest among social game players (24.4%) and mobile game players (30.5%).

## (Gender and Age)

(Unit: %)

	TOKYO GAME SHOW 2011/Total	Gender and Age																			
		Male	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	Female	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older
Number of samples (persons)	1,124	852	20	40	76	84	212	133	213	62	12	272	6	17	15	23	38	48	79	43	3
Because it's an annual event	23.5	23.2	0.0	7.5	11.8	16.7	17.5	33.1	32.4	32.3	16.7	24.3	0.0	11.8	13.3	30.4	34.2	31.3	22.8	18.6	33.3
Friends/ Acquaintances/ Family	23.4	23.7	25.0	27.5	36.8	33.3	35.4	21.1	10.8	4.8	8.3	22.4	16.7	47.1	40.0	30.4	42.1	8.3	15.2	14.0	33.3
TV	22.4	20.8	40.0	12.5	36.8	25.0	17.9	15.8	19.2	17.7	33.3	27.6	0.0	17.6	26.7	21.7	18.4	22.9	35.4	34.9	66.7
Game magazines	17.1	19.2	20.0	20.0	17.1	22.6	21.7	16.5	18.8	17.7	8.3	10.3	0.0	5.9	13.3	17.4	13.2	8.3	10.1	7.0	33.3
Websites of TGS exhibitors	15.0	16.0	10.0	10.0	15.8	22.6	18.4	13.5	15.0	14.5	8.3	12.1	16.7	5.9	6.7	26.1	21.1	12.5	8.9	7.0	0.0
Other websites	14.8	15.8	0.0	2.5	15.8	17.9	13.7	18.0	16.4	27.4	16.7	11.4	0.0	11.8	20.0	4.3	13.2	16.7	8.9	11.6	0.0
General magazines	9.4	10.8	15.0	10.0	13.2	10.7	11.3	8.3	9.9	14.5	8.3	5.1	0.0	5.9	6.7	8.7	7.9	2.1	5.1	4.7	0.0
Official site of CESA	5.0	5.6	5.0	2.5	2.6	6.0	5.7	7.5	5.2	8.1	8.3	2.9	16.7	0.0	0.0	4.3	0.0	2.1	0.0	11.6	0.0
Posters/ Leaflets at a store	4.0	4.2	5.0	5.0	1.3	4.8	5.7	6.8	3.3	0.0	0.0	3.3	16.7	0.0	0.0	4.3	10.5	2.1	2.5	0.0	0.0
Newspapers	3.2	2.9	5.0	10.0	3.9	3.6	3.3	0.0	2.3	3.2	0.0	4.0	0.0	11.8	0.0	4.3	2.6	4.2	2.5	7.0	0.0
Radio	2.9	3.4	5.0	2.5	0.0	4.8	4.2	2.3	4.7	1.6	0.0	1.5	0.0	0.0	0.0	0.0	0.0	6.3	1.3	0.0	0.0
Invitation tickets	1.8	1.9	0.0	0.0	0.0	2.4	2.4	2.3	1.4	4.8	0.0	1.5	0.0	11.8	0.0	0.0	0.0	0.0	1.3	2.3	0.0
Posters at railway stations	1.6	1.6	0.0	2.5	0.0	0.0	3.3	0.8	1.4	0.0	16.7	1.5	0.0	0.0	0.0	0.0	7.9	0.0	1.3	0.0	0.0
Others	1.2	1.2	0.0	2.5	0.0	2.4	0.9	0.8	1.4	1.6	0.0	1.5	16.7	0.0	0.0	8.7	2.6	0.0	0.0	0.0	0.0
Invalid/ No answers	1.9	1.9	5.0	10.0	0.0	0.0	1.4	1.5	2.3	1.6	0.0	1.8	16.7	5.9	0.0	0.0	0.0	2.1	1.3	2.3	0.0

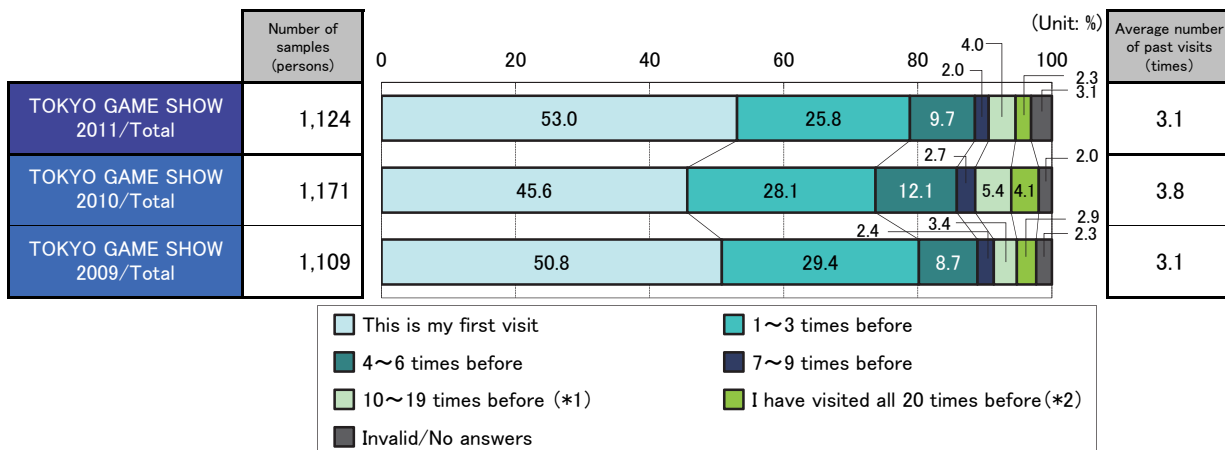
(Frequency of playing household videogames/Social game player category/Game player category)

(Unit: %)

	TOKYO GAME SHOW 2011/Total	User category			Social game player category					Game player category			
		Heavy user	Middle user	Light user	Social game players	Mobage game players	GREE game players	mixi game players	Facebook game players	Smartphone game players	Mobile phone game players	Online game players	Arcade game players
Number of samples (persons)	1,124	443	440	241	467	268	234	213	48	206	318	322	355
Because it's an annual event	23.5	22.1	25.5	22.4	19.7	19.0	17.9	23.0	16.7	22.3	17.0	23.6	25.4
Friends/ Acquaintances/ Family	23.4	24.2	23.2	22.4	23.3	24.6	19.7	23.0	31.3	26.7	20.1	23.3	26.5
TV	22.4	22.6	23.0	21.2	24.4	23.1	29.5	24.9	25.0	25.7	30.5	22.0	19.2
Game magazines	17.1	18.5	20.0	9.1	16.5	16.4	17.9	15.0	8.3	17.0	17.9	16.1	21.1
Websites of TGS exhibitors	15.0	16.0	15.5	12.4	13.3	13.8	11.5	10.3	4.2	9.7	14.2	17.4	15.5
Other websites	14.8	15.6	13.2	16.2	14.8	14.2	12.8	12.7	22.9	13.1	13.5	17.1	13.5
General magazines	9.4	10.2	11.1	5.0	9.6	7.8	11.5	10.8	8.3	12.6	13.2	10.2	10.1
Official site of CESA	5.0	3.8	7.0	3.3	4.7	4.9	4.3	5.6	4.2	4.4	5.0	6.8	4.5
Posters/ Leaflets at a store	4.0	5.0	4.1	2.1	5.1	6.3	4.7	3.3	6.3	2.9	4.1	3.4	7.6
Newspapers	3.2	3.6	3.2	2.5	2.8	3.0	3.0	0.9	6.3	1.9	3.1	0.9	3.7
Radio	2.9	2.7	2.5	4.1	4.1	4.5	3.8	5.6	2.1	2.4	4.7	2.8	3.4
Invitation tickets	1.8	0.9	2.7	1.7	1.3	1.5	0.0	0.9	0.0	1.0	2.2	1.6	2.5
Posters at railway stations	1.6	1.6	1.8	1.2	1.7	1.5	1.7	0.9	4.2	1.5	1.3	1.2	1.4
Others	1.2	0.7	1.6	1.7	1.3	1.1	0.9	1.9	2.1	0.5	1.3	0.6	0.8
Invalid/ No answers	1.9	2.3	1.8	1.2	2.1	2.6	2.1	2.3	4.2	2.4	2.2	2.5	2.8

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

[Q] TOKYO GAME SHOW has been held 20 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2010). How many times have you visited?



		Number of samples (persons)	This is my first visit	1~3 times before	4~6 times before	7~9 times before	10~19 times before (*1)	I have visited all 20 times before (*2)	Invalid/No answers
TOKYO GAME SHOW 2011/Total		1,124	53.0	25.8	9.7	2.0	4.0	2.3	3.1
Gender and Age	Male	852	53.3	26.2	8.3	1.8	4.7	2.8	2.9
	3~9	20	65.0	15.0	5.0	0.0	0.0	0.0	15.0
	10~12	40	55.0	22.5	12.5	0.0	0.0	0.0	10.0
	13~15	76	73.7	19.7	5.3	1.3	0.0	0.0	0.0
	16~18	84	64.3	22.6	8.3	2.4	1.2	0.0	1.2
	19~24	212	63.2	27.8	4.2	0.9	1.9	0.5	1.4
	25~29	133	42.9	32.3	12.8	4.5	6.0	1.5	0.0
	30~39	213	41.8	27.2	10.3	0.9	9.4	7.0	3.3
	40~49	62	37.1	24.2	6.5	3.2	11.3	9.7	8.1
	50 or older	12	50.0	16.7	16.7	0.0	0.0	0.0	16.7
	Female	272	52.2	24.6	14.0	2.9	1.8	0.7	3.7
	3~9	6	66.7	16.7	0.0	0.0	0.0	0.0	16.7
	10~12	17	41.2	23.5	29.4	0.0	0.0	0.0	5.9
	13~15	15	60.0	13.3	6.7	13.3	0.0	0.0	6.7
	16~18	23	60.9	17.4	17.4	0.0	0.0	0.0	4.3
	19~24	38	50.0	36.8	7.9	5.3	0.0	0.0	0.0
User category	Heavy user	443	51.9	25.5	9.0	2.9	3.4	2.5	4.7
	Middle user	440	53.2	25.0	10.7	1.1	5.7	2.5	1.8
	Light user	241	54.8	27.8	9.1	2.1	2.1	1.7	2.5
Game player category	Social game players	467	57.6	24.4	7.3	2.6	3.4	3.0	1.7
	Smartphone game players	206	53.4	24.3	8.7	2.9	3.9	2.4	4.4
	Mobile phone game players	318	58.5	23.6	6.6	0.9	3.8	2.5	4.1
	Online game players	322	49.4	26.1	9.6	4.0	4.7	2.5	3.7
	Arcade game players	355	50.4	26.5	11.5	1.1	3.9	2.8	3.7
Degree of satisfaction	Satisfied (*3)	809	52.5	27.4	9.9	2.1	4.0	2.2	1.9
	I can't say	184	58.2	25.0	9.2	1.6	3.8	0.5	1.6
	Unsatisfied (*3)	77	44.2	22.1	14.3	3.9	6.5	9.1	0.0
	Invalid/No answers	54	55.6	9.3	1.9	0.0	1.9	0.0	31.5

\*1: The term "10~18 times before" was used in the TGS 2010 survey, and "10~17 times before" was used in the TGS 2009 survey.

\*2: The term "all 19 times before" was used in the TGS 2010 survey, and "all 18 times before" was used in the TGS 2009 survey.

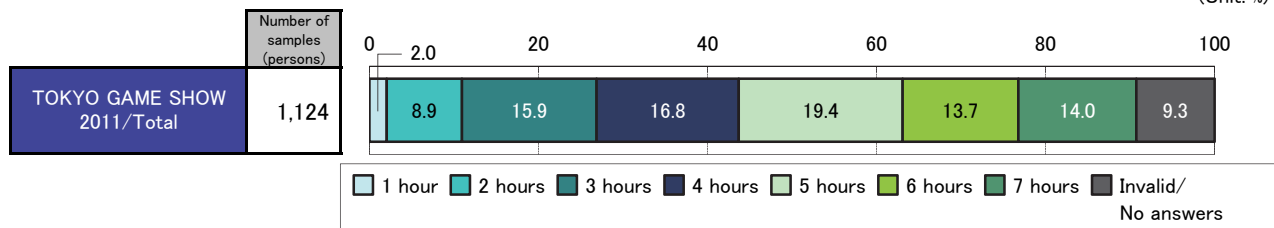
\*3: The respondents who selected "much satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "unsatisfied" category.

•First-time visitors to the show were the most numerous (53.0%), more than in 2010 (45.6%), and the rate exceeded 50% for the first time in the last three years. The average number of visits decreased from 3.8 to 3.1.

### 3. Time Scheduled to Spend at TOKYO GAME SHOW 2011

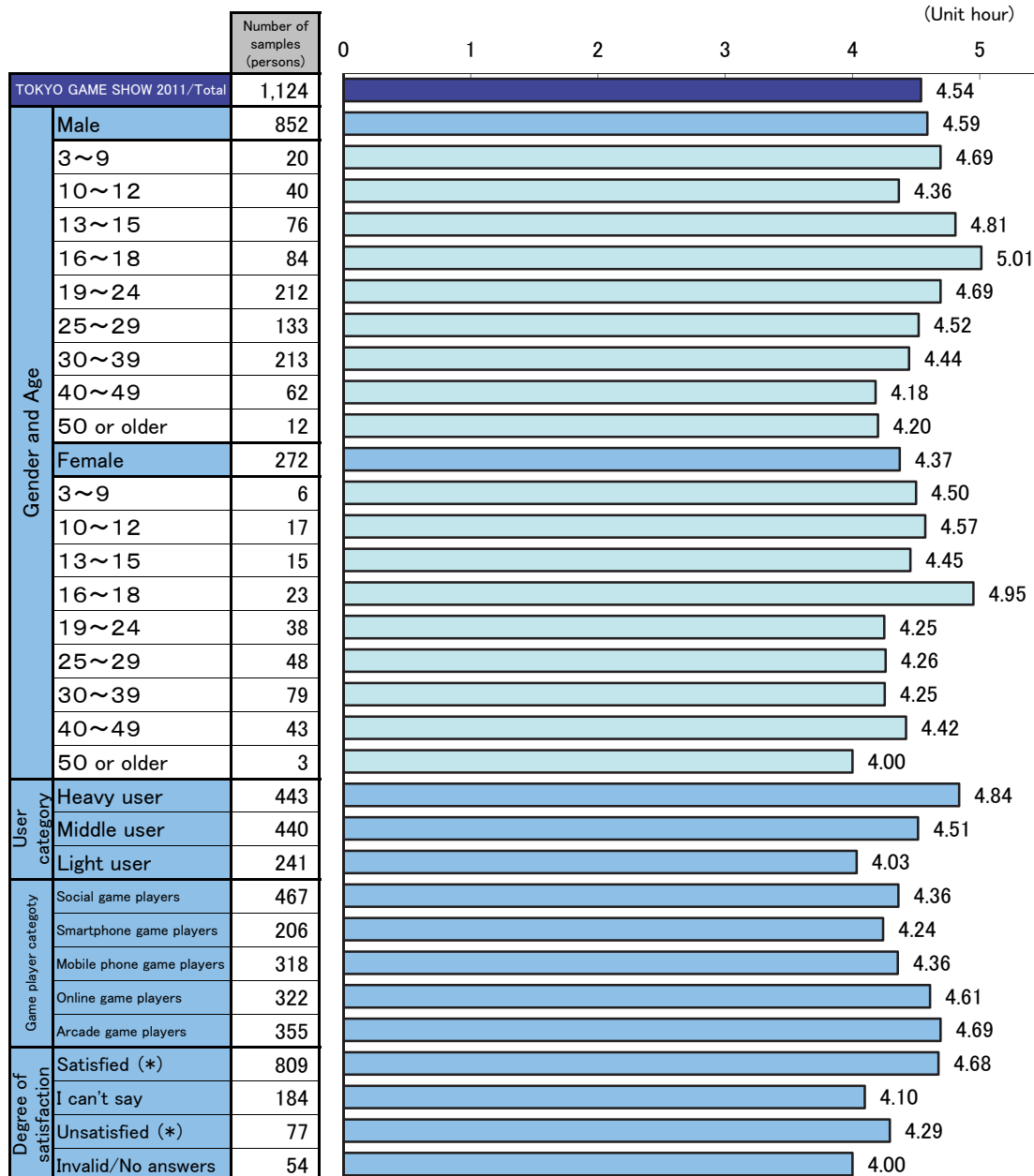
[Q] How long are you going to spend at TOKYO GAME SHOW 2011?

(Unit: %)



#### ■ Average scheduled time

(Unit: hour)



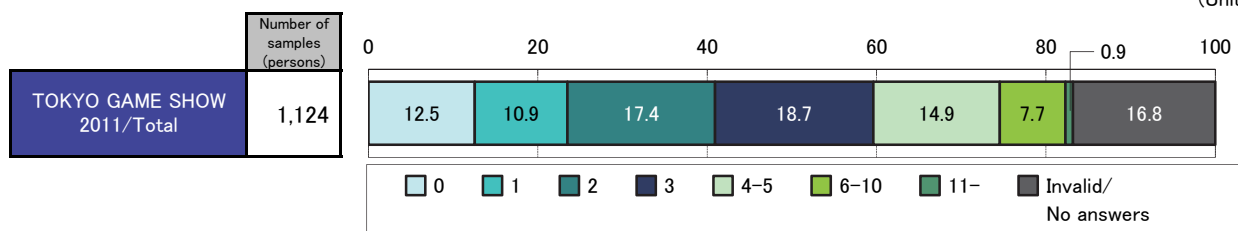
\* The respondents who selected "much satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "unsatisfied" category.

- The ratio of "5 hours" was the highest (19.4%).
- The average time scheduled to spend was 4.54 hours. The average time among heavy users was 4.84 hours. The time was longer the higher the frequency of playing household videogames.

#### 4. Number of Games Scheduled to Play at TOKYO GAME SHOW 2011

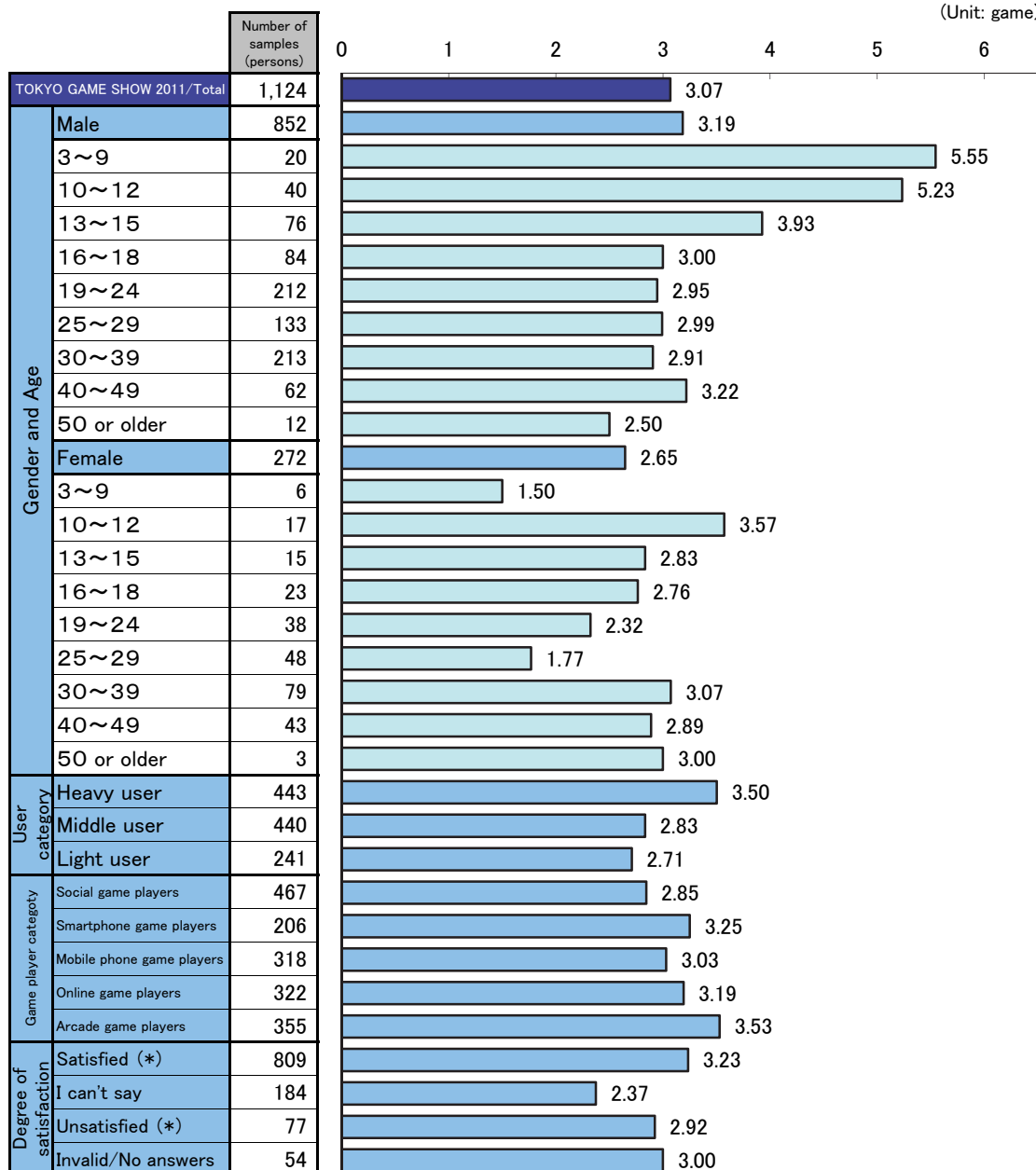
[Q] How many games are you going to try at TOKYO GAME SHOW 2011?

(Unit: %)



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

(Unit: game)



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

• The ratio for "3 games" was the highest. (18.7%)

• The average number of games visitors intended to play was 3.07. The average number among heavy users was 3.50. The number was greater in proportion to the frequency of playing household videogames.

## 5. Manufacturers' booths the respondents thought was the best 《Free answer》

[Q] Which company's booth do you think was the best among all the exhibitors at Tokyo Game Show 2011?

Please specify only one company.

※As for visitors who have just arrived at the show, please indicate which company's booth you want to visit most.

(Valid responses:770/n=1,124)

Rank	Names of company booths	Persons Qty	TOKYO GAME SHOW 2010 842valid responses (n=1,171)		TOKYO GAME SHOW 2009 829valid responses (n=1,109)	
			Persons Qty	Rank	Persons Qty	Rank
1	CAPCOM	136	241	(1)	121	(2)
2	SEGA	108	132	(2)	101	(3)
3	Sony Computer Entertainment	102	51	(6)	68	(6)
4	BANDAI NAMCO Games	96	68	(5)	76	(5)
5	KONAMI	95	74	(4)	93	(4)
6	SQUARE ENIX	92	92	(3)	220	(1)
7	GREE	50	0	—	0	—
8	Microsoft Japan	21	48	(7)	27	(8)
9	NIHON FALCOM (KONAMI booth)	19	0	—	0	—
10	TECMO KOEI Games	11	11	(11)	20	(9)
11	NHN Japan	8	0	—	0	—
12	ARC SYSTEM WORKS	7	5	(15)	0	—
13	Alchemist	4	1	(21)	0	—
	gloops	4	0	—	0	—
15	Bushiroad	2	5	(15)	1	(17)
	FUN YOURS Technology (Taiwan game booth)	2	1	(21)	0	—
	ATLUS	2	0	—	0	—
	Electronic Arts (SEGA booth)	2	0	—	0	—
	CHUN SOFT (Mobile & Social Games Area: Smartphone Special Section "Games for Smartphone & Tablet PCs" booth)	2	0	—	0	—
20	ENTERBRAIN	1	3	(17)	0	—
	RAZER USA LTD	1	2	(18)	0	—
	ACQUIRE	1	0	—	3	(12)
	B-Bridge/MyndPlay/Thket	1	0	—	0	—
	Edia	1	0	—	0	—
	Sony Ericsson	1	0	—	0	—
	PlatinumGames (SEGA booth)	1	0	—	0	—

Note 1) When a product name is answered instead of a company booth name, it is counted as an answer for the company booth name.

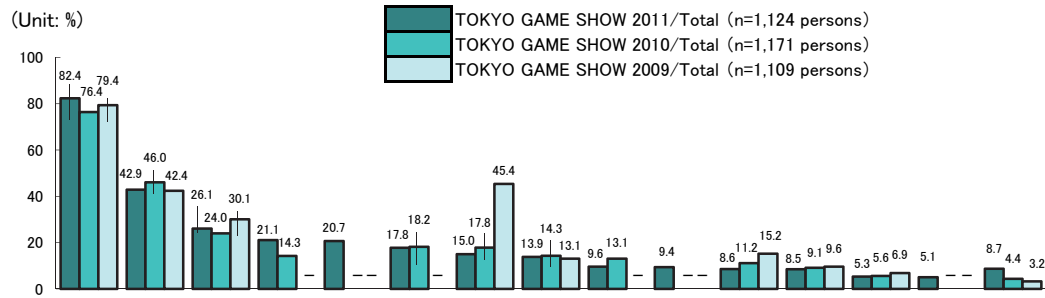
e.g.) "MON HUN (Monster Hunter)"→"CAPCOM", "PS Vita"→"Sony Computer Entertainment", "Xbox360"→"Microsoft Japan", etc.

Note 2) Microsoft Japan was Microsoft in the 2010 TGS survey and before, and TECMO KOEI Games was TECMO KOEI Holdings in the 2009 TGS survey and before.

•CAPCOM (136) ranked at the top in popularity for two consecutive years, although the number decreased compared to last year's figure (241). SEGA (108), Sony Computer Entertainment (102) and BANDAI NAMCO Games (96) followed.

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

[Q] The booths exhibited at Tokyo Game Show 2011 were roughly grouped into the following areas.  
Choose all areas you visited or you want to visit by all means.



		Number of samples (persons)	Manufacturers' Booths (Hall 2-6)	Sales Area (Hall 1)	Dining Place (Hall 7)	Mobile & Social Games Area (Hall 5)*1	Cheer Up Japan with Games Area (Hall 1)	Game PC/PC Online Game Business Talk Area (Hall 4)*1	Event Stage (Hall 8)	Family Area (Hall 8)*2	Fighting Game Competition Area (Hall 7)	Game Devices Area (Hall 2)	Game School Area (Hall 6)	International Pavilions (Hall 3)	Business Solution Area (Hall 5)	Cloud Computing/Data Center Pavilion (Hall 5)	Invalid/No answers
TOKYO GAME SHOW 2011/Total		1,124	82.4	42.9	26.1	21.1	20.7	17.8	15.0	13.9	9.6	9.4	8.6	8.5	5.3	5.1	8.7
Gender and Age	Male	852	85.3	45.3	26.2	22.2	22.2	20.8	15.4	10.1	11.7	11.7	9.5	10.0	5.9	6.2	7.2
	3~9	20	45.0	10.0	20.0	10.0	25.0	0.0	10.0	35.0	0.0	5.0	0.0	0.0	0.0	0.0	20.0
	10~12	40	70.0	10.0	22.5	5.0	10.0	7.5	2.5	32.5	2.5	5.0	5.0	2.5	2.5	2.5	15.0
	13~15	76	88.2	61.8	43.4	25.0	28.9	39.5	25.0	6.6	17.1	15.8	14.5	9.2	9.2	7.9	3.9
	16~18	84	92.9	57.1	28.6	21.4	27.4	32.1	20.2	1.2	16.7	22.6	15.5	13.1	6.0	9.5	1.2
	19~24	84	89.2	54.2	25.0	16.0	22.2	20.3	16.0	2.8	15.6	11.3	9.4	8.0	5.7	4.7	5.2
	25~29	133	93.2	51.1	22.6	27.1	18.8	20.3	14.3	4.5	9.8	7.5	9.0	9.8	6.0	7.5	3.8
	30~39	213	81.2	38.5	26.3	27.7	24.4	16.0	17.8	14.6	9.4	11.7	8.0	13.1	5.2	7.5	9.9
	40~49	62	83.9	30.6	17.7	29.0	16.1	19.4	1.6	24.2	6.5	11.3	8.1	12.9	9.7	3.2	8.1
	50 or older	12	58.3	8.3	25.0	8.3	8.3	8.3	0.0	16.7	16.7	0.0	8.3	0.0	0.0	0.0	41.7
	Female	272	73.2	35.3	25.7	17.6	16.2	8.5	14.0	25.7	2.9	2.2	5.9	4.0	3.7	1.5	13.6
	3~9	6	16.7	0.0	0.0	0.0	16.7	0.0	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	50.0
	10~12	17	58.8	23.5	23.5	5.9	11.8	5.9	5.9	52.9	0.0	5.9	5.9	0.0	5.9	0.0	23.5
	13~15	15	73.3	33.3	13.3	13.3	20.0	13.3	20.0	6.7	6.7	0.0	6.7	0.0	0.0	6.7	20.0
	16~18	23	91.3	43.5	47.8	21.7	17.4	8.7	8.7	8.7	0.0	0.0	8.7	4.3	4.3	0.0	4.3
	19~24	38	81.6	50.0	31.6	23.7	13.2	13.2	18.4	7.9	7.9	0.0	10.5	0.0	5.3	0.0	10.5
	25~29	48	85.4	41.7	25.0	16.7	16.7	4.2	8.3	10.4	4.2	4.2	2.1	4.2	2.1	0.0	10.4
	30~39	79	68.4	30.4	24.1	24.1	17.7	7.6	19.0	38.0	2.5	3.8	5.1	6.3	5.1	2.5	12.7
	40~49	43	67.4	30.2	20.9	9.3	16.3	11.6	14.0	41.9	0.0	0.0	7.0	7.0	2.3	2.3	11.6
	50 or older	3	33.3	33.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	66.7
User category	Heavy user	443	83.7	51.5	28.0	19.4	22.1	21.7	18.1	12.0	11.3	13.8	9.5	9.5	6.3	6.1	8.8
	Middle user	440	85.2	41.1	25.7	20.7	20.5	16.4	13.2	13.2	8.9	6.6	8.4	8.0	3.6	4.3	6.1
	Light user	241	74.7	30.3	23.2	24.9	18.7	13.3	12.9	18.7	7.9	6.6	7.5	7.9	6.6	4.6	13.3
Game player category	Social game players	467	84.8	39.0	23.3	35.1	21.4	18.4	13.9	11.1	9.4	9.6	9.2	8.8	6.0	6.9	6.0
	Smartphone game players	206	85.9	38.3	23.8	30.6	23.3	16.5	12.6	9.2	8.3	13.6	11.7	9.2	6.3	5.8	6.8
	Mobile phone game players	318	81.8	38.4	24.8	33.3	24.2	17.3	15.4	12.9	10.7	8.5	8.8	6.9	7.2	6.0	8.5
	Online game players	322	86.3	47.5	23.0	22.7	23.3	26.4	14.6	8.4	11.2	11.5	7.5	8.4	5.9	5.6	6.5
	Arcade game players	355	84.5	51.5	29.3	23.4	22.0	19.4	16.1	11.8	16.9	12.4	8.7	11.0	7.0	5.4	6.5
Degree of satisfaction	Satisfied (*3)	809	87.3	46.2	28.7	22.0	24.4	19.8	16.3	13.2	10.9	9.9	9.1	9.4	5.7	5.4	5.2
	I can't say	184	79.9	40.8	22.8	19.0	14.7	14.7	14.1	19.0	10.3	9.8	7.6	6.5	6.5	6.0	8.2
	Unsatisfied (*3)	77	77.9	39.0	22.1	27.3	11.7	13.0	11.7	14.3	1.3	7.8	11.7	10.4	1.3	2.6	5.2
	Invalid/No answer	54	24.1	5.6	3.7	5.6	0.0	5.6	3.7	5.6	0.0	3.7	0.0	0.0	1.9	0.0	68.5

(Unit: %)

Note) Some booths were placed in areas different from those of last year or the year before.

\*1: In TGS 2010, "Mobile & Social Games Area" was called "Mobile Area" and "Game PC/PC Network Games Area" was called "Game PC/PC Online Game Business Talk Area". In TGS 2009, the two areas were combined into "Advanced Mobile & PC Contents Area", which accounted for 13.4% of the answers. (Reference value)

\*2: In TGS 2009, "Family Area" was called "Kid's Area".

\*3: The respondents who selected "much satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "not satisfied" category.

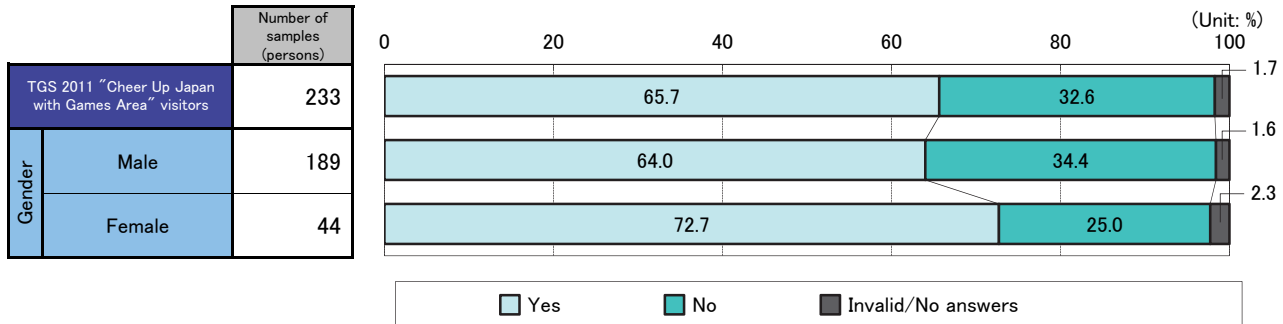
"Manufacturers' Booths" were visited the most (82.4%), followed by "Sales Area" (42.9%) and "Dining Place" (26.1%).  
"Mobile & Social Games Area" was visited by more than 30% of social game players, smartphone game players and mobile game players respectively, although the average visiting rate was 21.1%.



## 7. Cheer Up Japan with Games Area 【All “Cheer Up Japan with Games Area” visitors】

### (1) Use of message cards 【All “Cheer Up Japan with Games Area” visitors】

【All who selected “Cheer Up Japan with Games Area” for areas they visited or planned to visit (“Cheer Up Japan with Games Area” visitors)】  
 [Q] Did/Will you write on a message card in the area?



### (2) Evaluation of “Cheer Up Japan with Games Area” 《Open question》 【All “Cheer Up Japan with Games Area” visitors】

【All who selected “Cheer Up Japan with Games Area” for areas they visited or planned to visit (“Cheer Up Japan with Games Area” visitors)】  
 [Q] Please describe what you think of the Cheer Up Japan with Games Area.

(Valid responses: 118/n=233)

10-12 years old	
Male	Female
<ul style="list-style-type: none"> <li>It's great.</li> </ul>	<ul style="list-style-type: none"> <li>I think it's good.</li> </ul>
13-15 years old	
Male	
<ul style="list-style-type: none"> <li>I think they can be cheered up.</li> <li>I think it's very good.</li> <li>I thought it was good.</li> <li>I thought it was terrific.</li> <li>I think it's good.</li> <li>I too hope that we will be able to cheer up Japan through games.</li> <li>I thought that the game industry should contribute to the restoration of the disaster areas.</li> </ul>	<ul style="list-style-type: none"> <li>I thought it was very good.</li> <li>I think it's a good project.</li> <li>I think it's good.</li> <li>I thought it was a good idea.</li> <li>It's great.</li> <li>I think it's good.</li> </ul>
Female	
<ul style="list-style-type: none"> <li>I thought it was a very good project, and I was very happy to be able to express my feelings.</li> <li>I think it's very</li> </ul>	
16-18 years old	
Male	
<ul style="list-style-type: none"> <li>The section should be larger.</li> <li>I thought it was</li> <li>It's very good.</li> <li>I think it is very good.</li> <li>I hope this activity will continue.</li> <li>I hope it will get rid of prejudice against games.</li> <li>I think it's a very nice idea. It's good to call for people to do something, since it can be a start for making Japan better.</li> <li>I thought it was very good. I believe games can make people happy.</li> </ul>	<ul style="list-style-type: none"> <li>I think it's a good thing.</li> <li>I think it's really nice.</li> <li>I thought it was a good idea.</li> <li>I think it is very good.</li> <li>I think it is a good project.</li> <li>I realized that we should cheer up Japan in ways such as this.</li> </ul>
Female	
<ul style="list-style-type: none"> <li>It's pretty good.</li> </ul>	<ul style="list-style-type: none"> <li>I think it's good to do it during this economic depression.</li> </ul>
19-24 years old	
Male	
<ul style="list-style-type: none"> <li>Please continue this kind of project.</li> <li>It's excellent.</li> <li>I look forward to the outcome.</li> <li>I thought it was great.</li> <li>It's the best project to cheer up Japan, which is so depressed.</li> <li>I think it will be able to revitalize society in terms of the economy and communication.</li> <li>The game industry is the pride of Japan, so I want it to cheer up the country in collaboration with the government and private sector.</li> <li>It's important for many people to be able to buy reasonably priced games.</li> <li>It was very good, since many people were presenting their opinions.</li> <li>There were some good ideas offered by foreign people. They were very informative.</li> </ul>	<ul style="list-style-type: none"> <li>Games are fun! They are not dangerous.</li> <li>I support this project because I love playing games.</li> <li>I think it's good.</li> <li>I think it unified Japanese people.</li> </ul>

Note 1) There were no respondents among males or females in the “3-9” year-old group.

Note 2) Comments are unedited.

<ul style="list-style-type: none"> <li>• I think it's good, so I hope it will continue.</li> <li>• I thought it was very good.</li> <li>• It's very good.</li> <li>• I think it's very good.</li> <li>• I think it's good.</li> <li>• The project is interesting, but some messages were irresponsible, such as "Hang on, Japan!" It depends on the user.</li> <li>• I thought it was a good idea, but the space was small, and there were only few products.</li> </ul>	<ul style="list-style-type: none"> <li>• It is good for brightening up Japan.</li> <li>• I had a good impression.</li> <li>• I believe people are connected with each other.</li> <li>• I think it's a very good project.</li> </ul>
<b>Female</b>	
<ul style="list-style-type: none"> <li>• I think the project should be continued.</li> <li>• Japan can be a better place if we continue this project.</li> <li>• It's good.</li> </ul>	<ul style="list-style-type: none"> <li>• It was good. I'm glad we can be connected by games.</li> <li>• I liked the fact that I could be happy just by looking at it.</li> </ul>
<b>25-29 years old</b>	
<b>Male</b>	
<ul style="list-style-type: none"> <li>• It's meaningful, but we should do more on top of it.</li> <li>• I think it's good.</li> <li>• I hope this will become part of Japanese culture.</li> <li>• I think it is an excellent activity.</li> <li>• I think it's good.</li> <li>• I think it's a very good thing.</li> <li>• I think they should do it.</li> <li>• I think it's good because it can cheer people up.</li> <li>• It's good because we can feel that we have friends to share the difficulties.</li> <li>• Not only games, but everything can have a different meaning depending on who the user is. I think it is a good idea to ease people's pain through games.</li> </ul>	<ul style="list-style-type: none"> <li>• It's good.</li> <li>• I think it's very good.</li> <li>• I agree with the concept, but it should be promoted more.</li> <li>• I wonder if it's effective.</li> <li>• I thought it was good.</li> <li>• We should do it.</li> <li>• I think it's good.</li> </ul>
<b>Female</b>	
<ul style="list-style-type: none"> <li>• (^ω^ )b。</li> <li>• I doubt the effectiveness of this kind of message. It seems to be pushy.</li> <li>• I doubt the effectiveness of this kind of message. It's probably just a sales ploy.</li> </ul>	<ul style="list-style-type: none"> <li>• It's good because games are a tool for cheering everybody up.</li> </ul>
<b>30-39 years old</b>	
<b>Male</b>	
<ul style="list-style-type: none"> <li>• Terrific.</li> <li>• I think it's a good thing. It should be continued.</li> <li>• I hope they will advertise it to the public more.</li> <li>• It's very good. Easy to participate.</li> <li>• I hope they will do it more actively.</li> <li>• I think it's a good thing.</li> <li>• I think it's really good.</li> <li>• I think it's good.</li> <li>• It's good.</li> <li>• I hope they will continue it actively so that games can contribute to the development of society.</li> <li>• Games are mainly played by 10 to 30 year-olds, so I hope they also start something for older people to be able to participate.</li> <li>• I think it's a good thing. I hope the project will be uploaded onto the Internet.</li> </ul>	<ul style="list-style-type: none"> <li>• Hang on, Japan!</li> <li>• I think people play games when they are happy.</li> <li>• I think it is an important thing.</li> <li>• It gets out the message at the level of ordinary citizens.</li> <li>• I think it's good.</li> <li>• I think it is a good project.</li> <li>• I want playing games to make me happy.</li> <li>• It's good.</li> <li>• I think it is an interesting project.</li> </ul>
<b>Female</b>	
<ul style="list-style-type: none"> <li>• I think it's very good.</li> <li>• It's interesting, but a little difficult to understand.</li> <li>• I think it's good.</li> </ul>	<ul style="list-style-type: none"> <li>• I think it's good.</li> <li>• I think it's very good.</li> <li>• I hope it will make everyone happy.</li> </ul>
<b>40-49 years old</b>	
<b>Male</b>	
<ul style="list-style-type: none"> <li>• I think it's nice.</li> </ul>	
<b>Female</b>	
<ul style="list-style-type: none"> <li>• I think it's very good for game lovers.</li> </ul>	<ul style="list-style-type: none"> <li>• Please do it again.</li> </ul>
<b>50 years old and older</b>	
<b>Male</b>	
<ul style="list-style-type: none"> <li>• It's very good.</li> </ul>	

Note 1) There were no respondents among females in the "50-" year-old group.

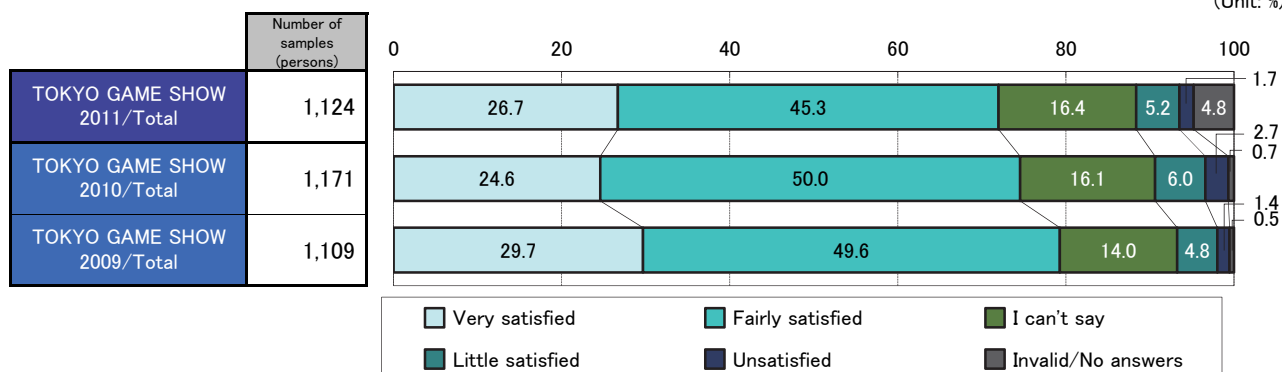
Note 2) Comments are unedited.

• 65.7% of the visitors to the area selected "Yes". The ratio was higher among females (72.7%) than males (64.0%). Many visitors approved of the area.

## 8. Degree of satisfaction with TOKYO GAME SHOW 2011

[Q] How much are you satisfied with "TOKYO GAME SHOW 2011"?

(Unit: %)



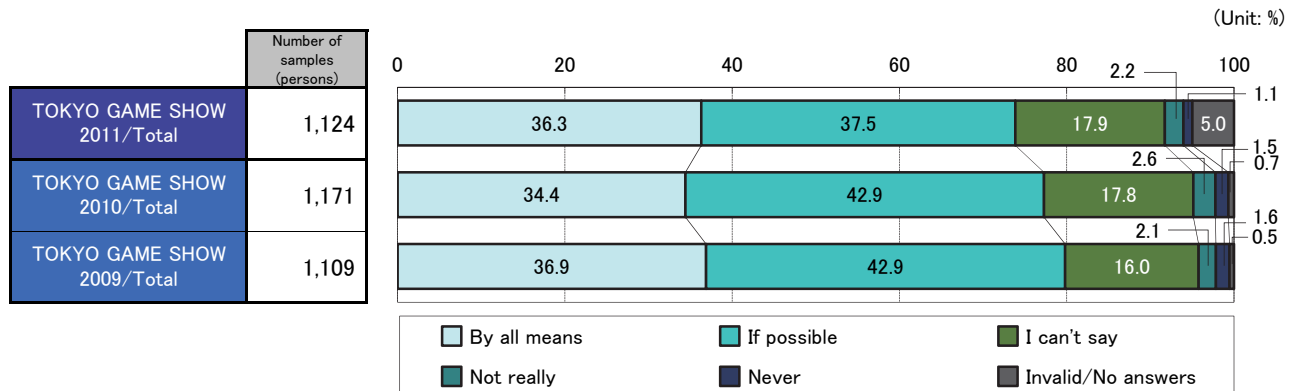
(Unit: %)

		Number of samples (persons)	Very satisfied	Fairly satisfied	I can't say	Little satisfied	Unsatisfied	Invalid/ No answers
TOKYO GAME SHOW 2011/Total		1,124	26.7	45.3	16.4	5.2	1.7	4.8
Gender and Age	Male	852	28.2	44.2	15.7	5.9	1.8	4.2
	3~9	20	30.0	30.0	0.0	15.0	5.0	20.0
	10~12	40	47.5	27.5	7.5	0.0	2.5	15.0
	13~15	76	61.8	27.6	3.9	2.6	0.0	3.9
	16~18	84	46.4	38.1	10.7	2.4	2.4	0.0
	19~24	212	32.1	46.7	14.6	1.9	1.9	2.8
	25~29	133	15.0	53.4	21.1	8.3	1.5	0.8
	30~39	213	14.6	47.4	21.6	9.9	1.9	4.7
	40~49	62	16.1	48.4	17.7	11.3	1.6	4.8
	50 or older	12	0.0	50.0	25.0	0.0	0.0	25.0
	Female	272	22.1	48.5	18.4	2.9	1.5	6.6
	3~9	6	16.7	16.7	33.3	0.0	0.0	33.3
	10~12	17	52.9	29.4	11.8	0.0	5.9	0.0
	13~15	15	40.0	40.0	13.3	0.0	0.0	6.7
	16~18	23	52.2	34.8	13.0	0.0	0.0	0.0
	19~24	38	21.1	60.5	15.8	0.0	0.0	2.6
	25~29	48	20.8	58.3	12.5	2.1	0.0	6.3
	30~39	79	11.4	53.2	24.1	3.8	0.0	7.6
	40~49	43	11.6	41.9	23.3	7.0	7.0	9.3
	50 or older	3	0.0	33.3	0.0	33.3	0.0	33.3
User category	Heavy user	443	36.6	41.3	10.8	3.8	2.0	5.4
	Middle user	440	23.4	49.3	18.0	4.5	0.9	3.9
	Light user	241	14.5	45.2	23.7	8.7	2.5	5.4
Game player category	Social game players	467	25.7	47.5	15.2	5.4	2.1	4.1
	Smartphone game players	206	33.0	41.3	14.6	6.3	1.5	3.4
	Mobile phone game players	318	28.0	44.3	15.4	5.3	1.6	5.3
	Online game players	322	30.4	44.1	15.2	6.2	0.9	3.1
	Arcade game players	355	35.2	40.3	14.6	4.8	2.0	3.1
Number of past visits	This is the first visit	596	28.7	42.6	18.0	4.0	1.7	5.0
	1~19 times before	467	24.0	51.2	15.6	6.0	1.7	1.5
	I have visited all	26	26.9	42.3	3.8	23.1	3.8	0.0
	Invalid/No answers	35	28.6	14.3	8.6	0.0	0.0	48.6

- The number of respondents who were "very" satisfied with the show increased, but the number of those who were "fairly" satisfied decreased. The total of these two categories accounted for 72.0%, showing a decrease for three consecutive years.
- More than 80% of males and females aged "13-15" and "16-18" and females aged "10-12" and "19-24" were satisfied with the show.
- The level of satisfaction was higher for those who played household videogames more frequently.

## 9. Intention to visit the next TOKYO GAME SHOW

[Q] Do you want to visit the next TOKYO GAME SHOW?



(Unit: %)

	Number of samples (persons)	By all means	If possible	I can't say	Not really	Never	Invalid/No answers
<b>TOKYO GAME SHOW 2011/Total</b>	<b>1,124</b>	<b>36.3</b>	<b>37.5</b>	<b>17.9</b>	<b>2.2</b>	<b>1.1</b>	<b>5.0</b>
<b>Gender and Age</b>							
Male	852	38.3	37.4	16.2	2.8	1.2	4.1
3~9	20	20.0	40.0	10.0	0.0	5.0	25.0
10~12	40	45.0	30.0	7.5	2.5	0.0	15.0
13~15	76	63.2	30.3	3.9	0.0	0.0	2.6
16~18	84	50.0	40.5	7.1	1.2	1.2	0.0
19~24	212	35.8	43.4	14.6	2.4	1.4	2.4
25~29	133	33.8	39.8	21.1	3.8	0.8	0.8
30~39	213	33.8	32.9	23.5	3.3	1.9	4.7
40~49	62	32.3	35.5	21.0	6.5	0.0	4.8
50 or older	12	8.3	41.7	16.7	8.3	0.0	25.0
Female	272	30.1	37.9	23.2	0.4	0.7	7.7
3~9	6	16.7	0.0	33.3	0.0	0.0	50.0
10~12	17	52.9	29.4	11.8	0.0	5.9	0.0
13~15	15	33.3	40.0	20.0	0.0	0.0	6.7
16~18	23	43.5	30.4	21.7	0.0	0.0	4.3
19~24	38	34.2	39.5	23.7	0.0	0.0	2.6
25~29	48	27.1	37.5	27.1	0.0	0.0	8.3
30~39	79	25.3	43.0	24.1	0.0	0.0	7.6
40~49	43	23.3	39.5	23.3	2.3	2.3	9.3
50 or older	3	33.3	33.3	0.0	0.0	0.0	33.3
<b>User category</b>							
Heavy user	443	44.7	36.3	10.6	1.6	1.4	5.4
Middle user	440	36.6	38.4	19.3	1.6	0.2	3.9
Light user	241	20.3	38.2	28.6	4.6	2.1	6.2
<b>Game player category</b>							
Social game players	467	36.2	37.9	19.7	1.5	0.9	3.9
Smartphone game players	206	39.8	33.5	18.4	1.9	2.9	3.4
Mobile phone game players	318	35.8	36.8	17.9	2.5	1.6	5.3
Online game players	322	42.2	35.1	17.1	1.9	0.6	3.1
Arcade game players	355	44.5	35.2	13.2	2.3	1.7	3.1
<b>Number of past visits</b>							
This is the first visit	596	28.9	39.9	22.0	2.5	1.5	5.2
1~19 times before	467	44.1	37.7	13.7	2.1	0.6	1.7
I have visited all	26	76.9	15.4	7.7	0.0	0.0	0.0
Invalid/No answers	35	28.6	11.4	11.4	0.0	0.0	48.6
<b>Degree of satisfaction</b>							
Satisfied (*)	809	47.7	42.5	8.9	0.4	0.2	0.2
I can't say	184	5.4	34.2	57.1	2.7	0.0	0.5
Unsatisfied (*)	77	14.3	18.2	31.2	22.1	13.0	1.3
Invalid/No answers	54	1.9	1.9	0.0	0.0	0.0	96.3

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

- The number of respondents who wished to visit the next show "by all means" increased, but those who wished to visit "if possible" decreased. The total rate for the two categories decreased, accounting for 73.8%.
- The greater the number of past visits, the stronger the intention of visiting the next show.

## Appendix 1) Sample Survey Form

Thank you for your cooperation in the "TOKYO GAME SHOW 2011" Visitors Survey

— Computer Entertainment Supplier's Association <CESA> —

### Q1 1) Your gender and age

Gender [ 1. Male 2. Female ] Age ( ) years old

### 2) Your area of residence <Choose only one>

1. Within Tokyo's 23 wards 3. Kanagawa 5. Chiba  
2. Tokyo area (outside of its 23 wards) 4. Saitama 6. Ibaraki [ Specifically ]

### 3) Your occupation <Choose only one>

1. Pre-school children 4. Senior high school student 6. College/Graduate school student 9. Part timer 12. Other  
2. Elementary school student 5. Junior college or vocational school 7. Company employee/Public employee 10. Housewife/Househusband [ Specifically ]  
3. Junior high school student student/awaiting entry to school 8. Self-employed 11. Unemployed

### 4) Do you have any hobbies or interests other than games? <Choose any number of answers>

1. Movie/Theater/Drama 7. Reading 13. Baseball 19. Cars/Motorbikes/Driving 25. Others  
2. Comics/Cartoons 8. PC/Internet 14. Soccer 20. Traveling [ Specifically ]  
3. Music 9. Photos/Arts 15. Golf 21. Fashion/Interior design  
4. Karaoke 10. Igo/Shogi/Mahjong 16. Combative sports 22. Cooking/Restaurants/Drinking  
5. TV idols/Voice actors 11. Pachinko/Pachislo 17. Other sports 23. Love/Social meeting  
6. Vaudevilles 12. Horse race/Cycle race/Motorboat race 18. Fishing/Outdoor activity 24. Study/Languages/Licenses

## ■ Questions about household videogames

### Q2 1) What game machines do you have? <Choose any number of answers.> \*Exc. PCs and mobile phones.

1. Wii 4. Nintendo DS/DS Lite 7. PSP (PlayStation Portable)  
2. Nintendo 3DS 5. PlayStation 3 8. PSP go (PlayStation Portable go)  
3. Nintendo Dsi/Dsi LL 6. PlayStation 2 9. Xbox360

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

-----▶ ( )番

### 3) What game machines do you want to buy? <Choose any number of answers.> \*Exc. PCs and mobile phones.

1. Wii 5. Nintendo DS/DS Lite 9. PSP (PlayStation Portable)  
2. Wii U (Unreleased) 6. PlayStation 3 10. PSP go (PlayStation Portable go)  
3. Nintendo 3DS 7. PlayStation 2 11. Xbox360  
4. Nintendo Dsi/Dsi LL 8. PlayStation Vita (Unreleased)

### Q3 Which genre of household videogames do you prefer? <Choose any number of answers.>

1. Role-playing 10. Shooting 19. Instrumental simulator (e.g. Pachinko and Pachislo)  
2. Nurturing simulation 11. FPS (First person shooter) 20. MMORPG (Massive multiplayer online role-playing game)  
3. Strategic simulation/Strategy 12. Sports 21. Battle-type network game  
4. Love simulation 13. Racing 22. Study/Learning/Training  
5. Adventure 14. Puzzle/Quiz 23. Information database/Practical softwares  
6. Action 15. Board game (e.g. Sugoroku) 24. Typing practice  
7. Rhythm-action (music/dance) 16. Variety/Party game 25. Construction (game designing tool)  
8. Sound novel (story accompanied by sound) 17. Strategic table game (e.g. Igo, Shogi and chess) 26. Communication  
9. Fighting competition 18. Gambling-type table game (e.g. Hanafuda, Mahjong and cards) 27. Other [ Specifically ]

### Q4 1) How often on average do you play games using a household videogame machine? <Choose only one.> \*Exc. PC and mobile phone games.

1. Almost everyday 3. 2~3 days a week 5. 2~3 days a month  
2. 4~5 days a week 4. 1 day a week 6. Less often than 1 day a month

### 2) How long (minutes) do you spend playing household videogames a day? Give answers each for workdays and days off.

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

### Q5 Did you buy any 1) household videogame software or 2) additional items by downloading (Wii shopping channel, NINTENDO DSi shop, NINTENDO e-shop, PlayStation Store, Xbox Live Market Place, etc.) in the past year? <Choose only one answer for each category.>

If you answered "1. Yes" for 1) household videogame software, please indicate how many items you bought.  
\*"2) Additional items" does not include charged items for online games.

1) Household  
videogame software

1. Yes → ( ) items  
2. No

2) Additional items

1. Yes  
2. No

**Q6** 1) Did you buy any video game software (packages) in the last one year? <Choose only one.> \*Exc. PC games.

1. Yes

2. No

→ 【If the answer is "2. No", go to [Q7]】

【If the answer is "1. Yes"】

2) Give the number each for "new-release regular-price packages", "new-release low-priced packages\*" and "second hand packages".

\* New-release low-priced packages=those priced at less than 3,000 yen such as "PlayStation the Best" and "Famicom Mini"

New-release regular: ( )pc(s)    New-release low-priced: ( )pc(s)    Pre-owned: ( )pc(s)

3) If you were satisfied by the software packages you purchased in the last one year, please indicate the name and the type of the console.

\* Exc. PC and mobile phone games.

(Title

/Console

)

## ■ Questions about SNS and social games

\*SNS (social network service) refers to membership-based online service for social relations among members.

\*Social games refer to all games that can be played on SNS.

【If the answer is "1" or "2" in 1)】

**Q7** 1) Do you use SNS for 1-4 below? Do you play games on SNS?

Choose the option that is closest to your answer.

<Choose only one for each question.>

2) Select any number of hardware units you use for SNS.

<Choose any number of answers.>

1. Mobage /Yahoo! Mobage	1. I use SNS and play games. 2. I use SNS but I don't play games. 3. I don't use SNS.	1. Mobage /Yahoo! Mobage	1. PC 2. Mobile phones/PHS 3. Smartphones (iPhone, Android phone, etc.) 4. Tablet PCs (iPad, GALAXY TAB, etc.)
2. GREE	1. I use SNS and play games. 2. I use SNS but I don't play games. 3. I don't use SNS.	2. GREE	1. PC 2. Mobile phones/PHS 3. Smartphones (iPhone, Android phone, etc.) 4. Tablet PCs (iPad, GALAXY TAB, etc.)
3. mixi	1. I use SNS and play games. 2. I use SNS but I don't play games. 3. I don't use SNS.	3. mixi	1. PC 2. Mobile phones/PHS 3. Smartphones (iPhone, Android phone, etc.) 4. Tablet PCs (iPad, GALAXY TAB, etc.)
4. Facebook	1. I use SNS and play games. 2. I use SNS but I don't play games. 3. I don't use SNS.	4. Facebook	1. PC 2. Mobile phones/PHS 3. Smartphones (iPhone, Android phone, etc.) 4. Tablet PCs (iPad, GALAXY TAB, etc.)

【If the answer is "1. I use SNS and play games." in any question of 1)】\*If not, go to [Q8] on the reverse side.

3) How often on average do you play social games ? <Choose only one.>

1. Almost everyday

3. 2~3 days a week

5. 2~3 days a month

2. 4~5 days a week

4. 1 day a week

6. Less often than 1 day a month

4) How long (how many minutes) do you spend playing social games a day? Give answers each for workdays and days off.

【Workdays】 about ( ) minutes

【Days off】 about ( ) minutes

5) Do you pay an additional fee to play social games ? <Choose only one.> If yes, how much do you pay a month on an average?

1. Yes (Ave.

yen per month)

2. No

6) Please write the title of the social game you play most often and the name of the SNS provider.

【Game title】

【SNS】

【Go to [Q8] on the back.】

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

\*Smartphones refer to portable devices that have the functions of both mobile phones/PHS and PDA such as iPhone and Android phone.  
 \*Please answer only for downloaded games other than social games.

**Q8** 1) Do you play games on your smartphone? <Choose only one.>

- |                                     |   |
|-------------------------------------|---|
| 1. I play habitually.               | 3. I have an interest but have never played before. |
| 2. I used to play but not any more. | 4. I have no interest nor have played before.       |

→ **[If the answer is "2-4", go to [Q9].]**

→ **[If the answer is "1" in 1)]**

2) Do you play pay-to-play games on your smartphone? <Choose only one.>  
 If yes, how much do you spend a month on average?

- |  |
|--|
| 1. Yes, I play pay-to-play games. (Ave. _____ yen per month) |
| 2. No, I play only free games.                               |

### ■ Questions about games played on mobile phones/PHS (Excluding games for smartphones/social games)

\*Please answer only for games for mobile phones and PHS excluding smartphones.  
 \*Please answer only for downloaded or incorporated games excluding social games.

**Q9** 1) Do you play games on your mobile phone/PHS? <Choose only one.>

- |                                     |   |
|-------------------------------------|---|
| 1. I play habitually.               | 3. I have an interest but have never played before. |
| 2. I used to play but not any more. | 4. I have no interest nor have played before.       |

→ **[If the answer is "2-4", go to [Q10].]**

→ **[If the answer is "1" in 1)]**

2) Do you play pay-to-play games on mobile phones? <Choose only one.>

- |  |
|--|
| 1. Yes, I play pay-to-play games.  |
| 2. No, I play only free games. → <b>[If the answer is "2", go to [Q10].]</b> |

→ **[If the answer is "1" in 2)]**

3) Please select all types of paying methods you have used for mobile phone/PHS games. <Choose any number of answers.>

- |   |
|---|
| 1. Fixed charge (monthly fee)                             |
| 2. Quantitative charge (fee for one play or playing time) |
| 3. Charged by item/avatar                                 |

### ■ Questions about on-line games (excluding social games)

\*Includes MMOPRG, RTS, match-up combat games, etc. and Web browser games (puzzles/card games etc.) that function in real time.  
 Excludes social games.  
 \*Please give answers only for household videogames and/or PC games. Exclude mobile phones/PHS.

**Q10** 1) Do you play on-line games? <Choose only one.>

- |                                     |   |
|-------------------------------------|---|
| 1. I play habitually.               | 3. I have an interest but have never played before. |
| 2. I used to play but not any more. | 4. I have no interest nor have played before.       |

→ **[If the answer is "2-4", go to [Q11].]**

→ **[Only if above answer is "1"]**

2) Do you play on-line games with fees? <Choose only one.>

- |  |
|--|
| 1. Yes, I play pay-to-play games.  |
| 2. No, I play only free games. → <b>[If the answer is "2", go to [Q11].]</b> |

→ **[Only if above answer is "2"]**

3) Please select all types of paying methods you have used for network games.

- |   |
|---|
| 1. Fixed charge (monthly fee)                             |
| 2. Quantitative charge (fee for one play or playing time) |
| 3. Charged by item/avatar                                 |

### ■ Questions about arcade games

**Q11** 1) Have you ever played arcade games? <Choose only one.>

- |                                     |   |
|-------------------------------------|---|
| 1. I play habitually.               | 3. I have an interest but have never played before. |
| 2. I used to play but not any more. | 4. I have no interest nor have played before.       |

### ■ Other game-related questions

**Q12** 1) Has your game playing time increased or decreased after the March 11th earthquake? <Choose only one.>

- |              |                |              |
|--------------|----------------|--------------|
| 1. Increased | 2. Not changed | 3. Decreased |
|--------------|----------------|--------------|

2) Have you done anything to help the victims of the disaster? <Choose any number of answers.>

- |                             |   |  |
|-----------------------------|---|--|
| 1. Donation                 | 4. Purchase of charity items in games                 | 7. Other actions<br>(Specifically _____) |
| 2. On-site volunteering     | 5. Purchase of charity game software                  |  |
| 3. Purchase of products for | 6. Purchase of game-related goods at charity auctions |  |
|                             |   |  |

**Q13** 1) Do you know that a "rating label" is attached to a game software package? <Choose only one>

1. Yes, and I have already seen the label on a product package. ☐  
2. Yes, but I have never seen the label on a product package yet. ☐

3. No ☐ → **[If the answer is "3",  
Go to [Q14] ]**

**[If the answer is "1" or "2"]**

2) Do you know how the "rating label" works? <Choose only one.> If yes, please describe its function.

1. I know much about it ☐ 2. I know roughly about it ☐ 3. I know little about it ☐ 4. I know nothing about it ☐  
If the answer is "1" or "2" → (Function you know of: \_\_\_\_\_)

3) Do you know that "Only 18 or older" is included in the rating labels? <Choose only one.>

1. Yes, and I have already seen the label on a product package. ☐ 3. No ☐  
2. Yes, but I have never seen the label on a product package yet. ☐

**Q14** 2) Please describe what your expectations are for and/or what you are dissatisfied with the household videogame industry

\_\_\_\_\_

### ■ Questions about TOKYO GAME SHOW

**Q15** 1) How did you know of "TOKYO GAME SHOW 2010"? <Choose any number of answers.>

1. TV ☐ 5. General magazines ☐ 9. Official site of CESA ☐ 12. Invitation ticket ☐  
2. Radio ☐ 6. Posters/Leaflets at a store ☐ 10. Websites of TGS exhibitors ☐ 13. Because it's an annual event ☐  
3. Newspaper ☐ 7. Posters at a railroad station ☐ 14. Others ☐  
4. Game magazines ☐ 8. Friends/Acquaintances/Family ☐ 11. Other websites ☐ [Specifically \_\_\_\_\_]

2) TOKYO GAME SHOW has been held 20 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2010). How many times have you visited? <Choose only one.>

1. I have visited all 20 times before. ☐ 2. I have visited ( \_\_\_\_\_ ) times. ☐ 3. This is my first visit. ☐

3) How long are you going to spend at TOKYO GAME SHOW 2011? -----> About ( \_\_\_\_\_ ) hours

4) How many games are you going to try at TOKYO GAME SHOW 2011? -----> About ( \_\_\_\_\_ ) games

5) Which company's booth do you think was the best among all the exhibitors at TOKYO GAME SHOW 2011? Please specify only one company. ----->

※As for the respondents who have just arrived at the show, which booth do you want to visit best?

6) The areas below have been set up at TOKYO GAME SHOW 2011. Which did you visit or plan to visit without fail? <Choose any number of answers.>

1. Manufacturers' Booths (Hall 2-6) ☐ 8. Mobile/Social Games Area (Hall 5) ☐  
2. Sales Area (Hall 1) ☐ 9. Cloud Computing/Data Center Pavillion (Hall 5) ☐  
3. Cheer Up Japan with Games Area (Hall 1) ☐ 10. Game School Area (Hall 6) ☐  
4. Game Devices Area (Hall 2) ☐ 11. Fighting Game Competition Area (Hall 7) ☐  
5. International Pavilions (Hall 3) ☐ 12. Dining Place (Hall 7) ☐  
6. Game PC/PC Network Games Area (Hall 4) ☐ 13. Event Stage (Hall 8) ☐  
7. Business Solution Area (Hall 5) ☐ 14. Family Area (Hall 8) ☐

**[If you selected [3. Cheer Up Japan with Games Area] in 6)]**

**[If not, go to 9).]**

7) Did/Will you write on a message card in the area? <Choose only one.>

1. Yes ☐ 2. No ☐

8) Please describe what you think of the Cheer Up Japan with Games Area.

\_\_\_\_\_

9) How much are you satisfied with "TOKYO GAME SHOW 2011"? <Choose only one.>

1. Very satisfied ☐ 2. Fairly satisfied ☐ 3. I can't say ☐ 4. Little satisfied ☐ 5. Unsatisfied ☐

10) Do you want to visit the next TOKYO GAME SHOW? <Choose only one.>

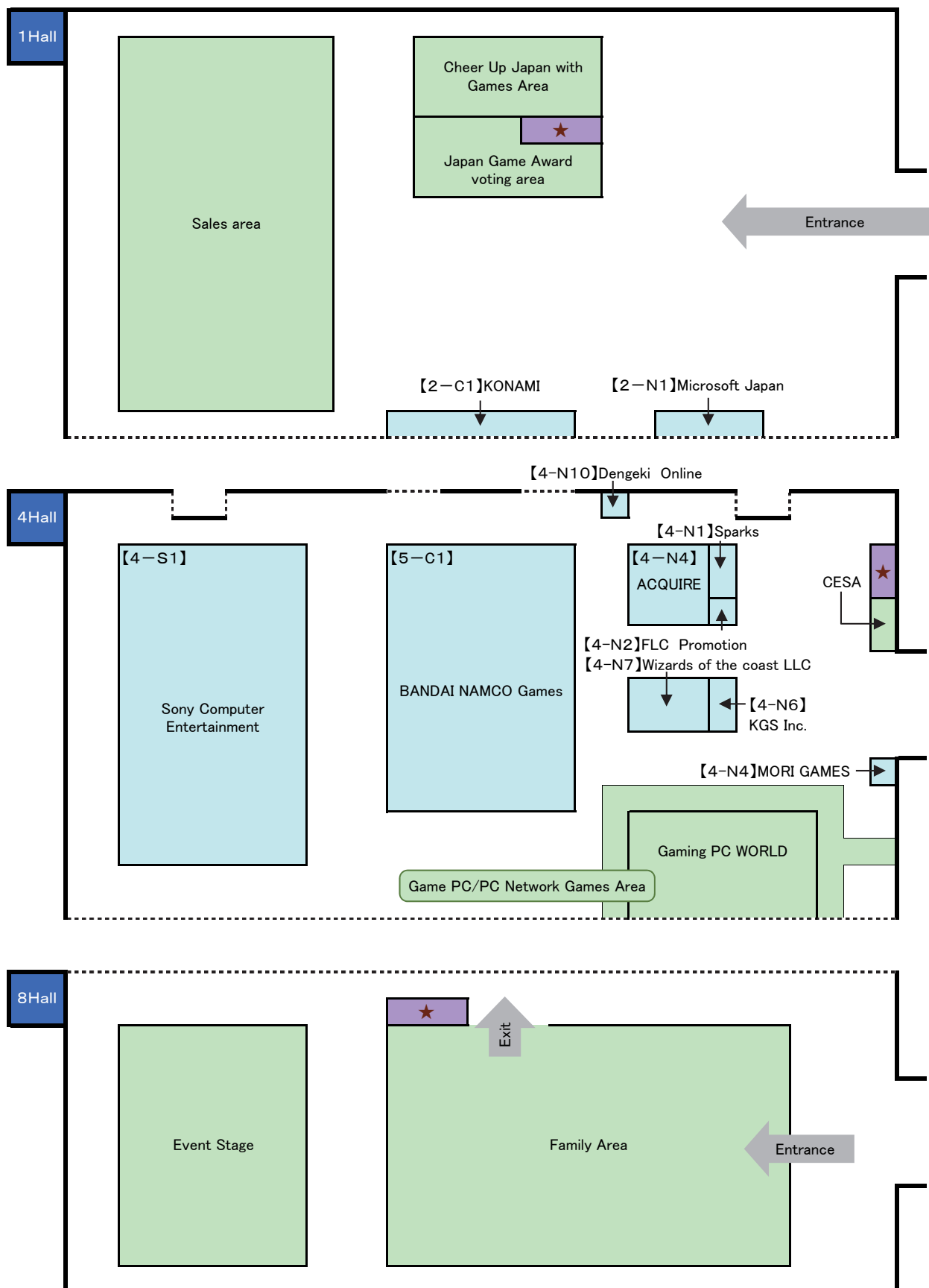
1. By all means ☐ 2. If possible ☐ 3. I can't say ☐ 4. Not really ☐ 5. Never ☐

Thank you for your cooperation.



## Appendix 2) Location of questionnaire booths

★ : Location of questionnaire booths



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# **TOKYO GAME SHOW 2011**

## **Visitors Survey Report**

Published in November 2011

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Computer Entertainment Supplier's Association

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