TOKYO GAME SHOW 2014
Visitors Survey Report

November 2014

COMPUTER ENTERTAINMENT SUPPLIER'S ASSOCIATION

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1. Outline of TOKYO GAME SHOW 2014 Visitors Survey

1.Outline of Survey

	TOKYO GAME SHOW 2014 Visitors Survey	[Comparison] General Consumer Survey
■Purpose	Understand general visitors to the TOKYO GAME SHOW in terms of their basic characteristics ,the extent to which they play games on a regular basis, and their level of participation in TOKYO GAME SHOW.	Ascertain the frequency of game playing and attitudes among general consumers in Japan.
■Targets	Visitors to the TOKYO GAME SHOW Individual men and women of ages 3 or older.	General consumers Individual men and women of ages 3-79.
■Sampling Plan	Questionnaire booths were set up in three locations in the venue (refer to appendix at end of report for the locations of these booths.) In order to get data on visitors overall, questionnaires were handed to visitors randomly in different time slots that were established based on past survey results.	Samples selected from the Trust Panel of Nippon Research Center. When selecting the samples, calculations took into account past results so that the results collected would have similar component distribution ratios of gender, age, and region to the 2010 census results.
■Items Surveyed	See questionnaire form at the end of report.	See "2014 CESA Research Report on the General Public."
■Method	Central location test (self-administered survey)	Mail survey
■Time Period Survey Conducted	September 21, 2014 (Sun) *Second day of the event (final day)	January 29, 2014 (Wed) - February 18, 2014 (Tue)
■Target Research Period	Present situation (time of implementation) (Purchase history: September 22, 2013 - September 21, 2014)	Present situation (time of implementation) (Purchase history: January 1, 2013 - December 31, 2013)
■Effective Responses	1,279 samples The numbers of visitors on each day of event were as follows: September 20, 2014 (Sat): 92,308 September 21, 2014 (Sun): 103,091	2,515 samples (effective response rate: 41.2%)
■Method of Analysis	In order to understand the attributes of visitors to the TOKYO GAME SHOW, cross tabulation was performed focusing on gender, age, and IPS (see P8.) In addition, the visitor group was compared to general consumers and a 3-year time series comparison was also conducted to prepare the report. Note that this report is based on the effective respondents. Cases in which the effective responses were under 30 were generally removed from analysis.	
■Organizer/ Research Organization	Organizer: Computer Entertainment Supplier's Association (CESA) Survey plan: gameage R&I Co., Ltd. Research organization: Nippon Research Center, Ltd.	

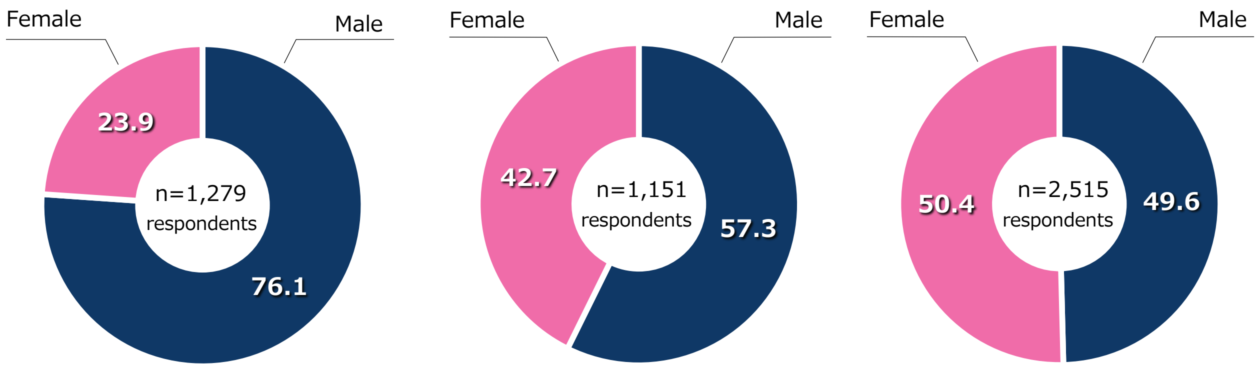
2. Respondents' Characteristics

1. Gender

■Comparison with General Consumers

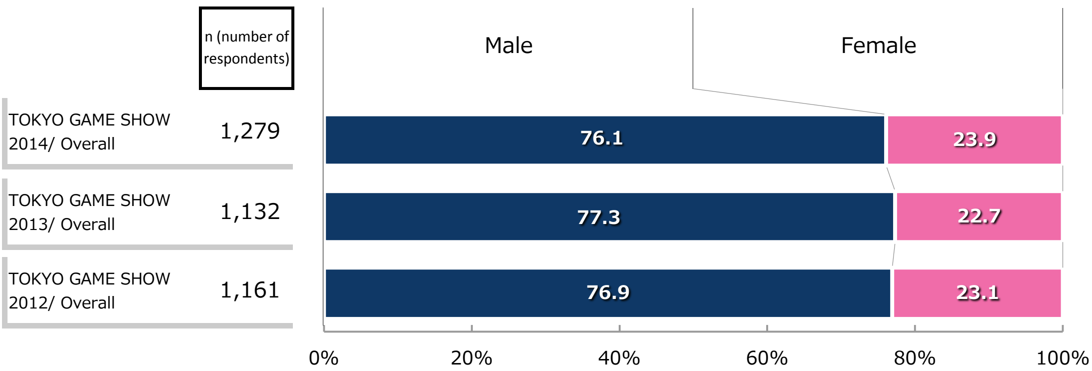
[TOKYO GAME SHOW 2014/ Overall] [2013: General Consumers/ Game players] [2013: General Consumers/ Overall]

(Unit: %)



■Time Series Comparison

[TOKYO GAME SHOW / Overall]



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

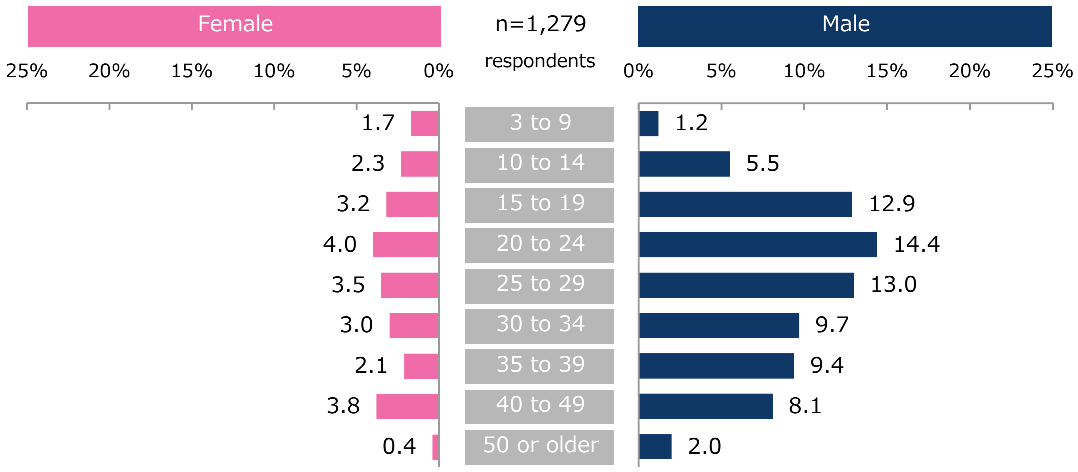
Video games, PC games, smartphone/ tablet games, mobile phone games, arcade games.

●The gender ratio has levelled out compared to the survey before last, with males comprising 76.1% of the sample.
●The ratio of males in "TOKYO GAME SHOW 2014/ overall" is 18.8 points higher than "general consumers/ game players."

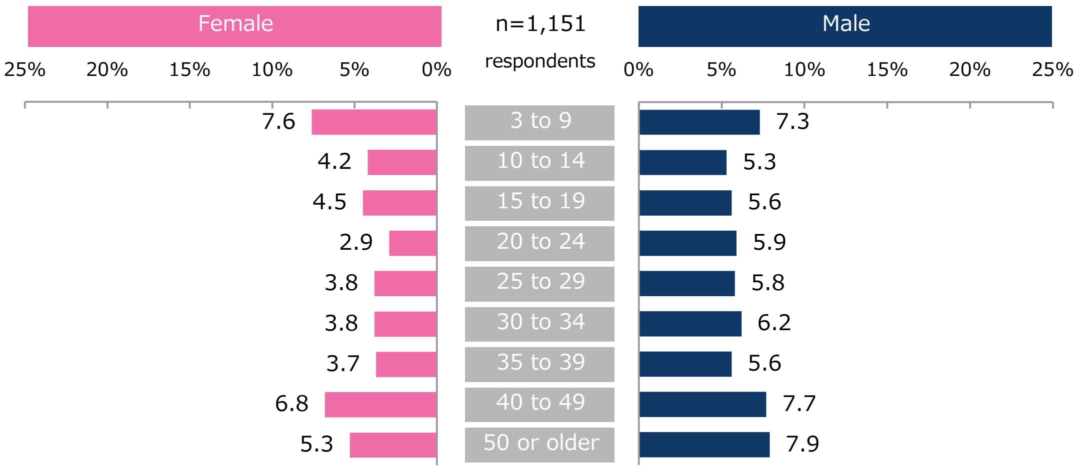
2. Gender and Age

■Comparison with General Consumers

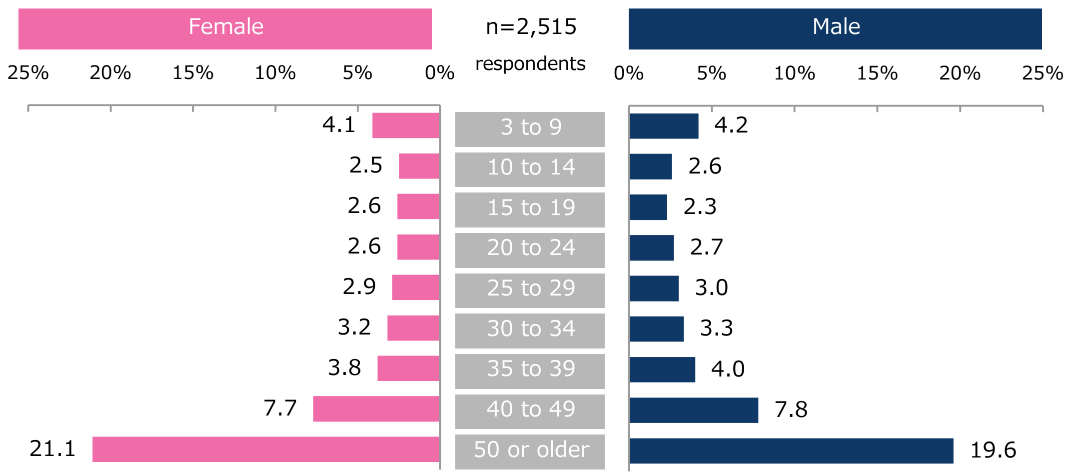
[TOKYO GAME SHOW 2014/ Overall]



[2013: General Consumers/ Game players]

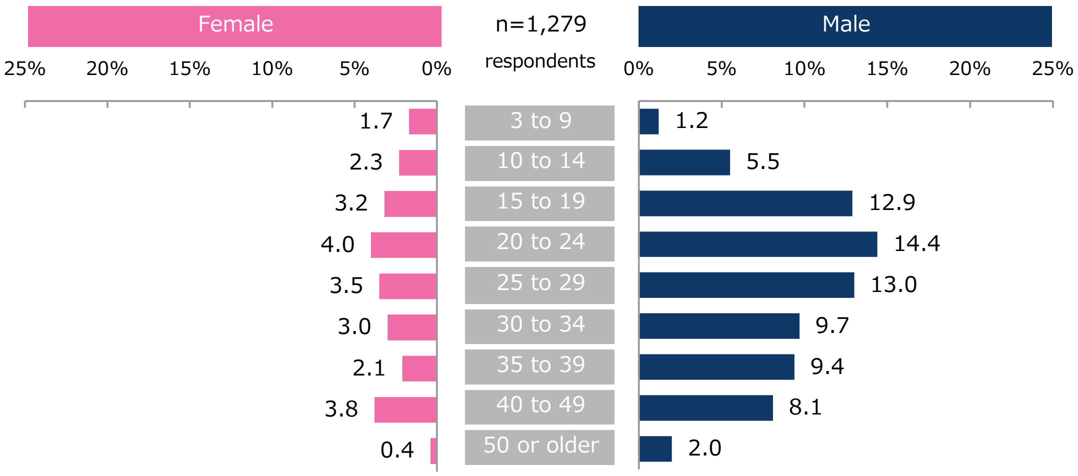


[2013: General Consumers/ Overall]

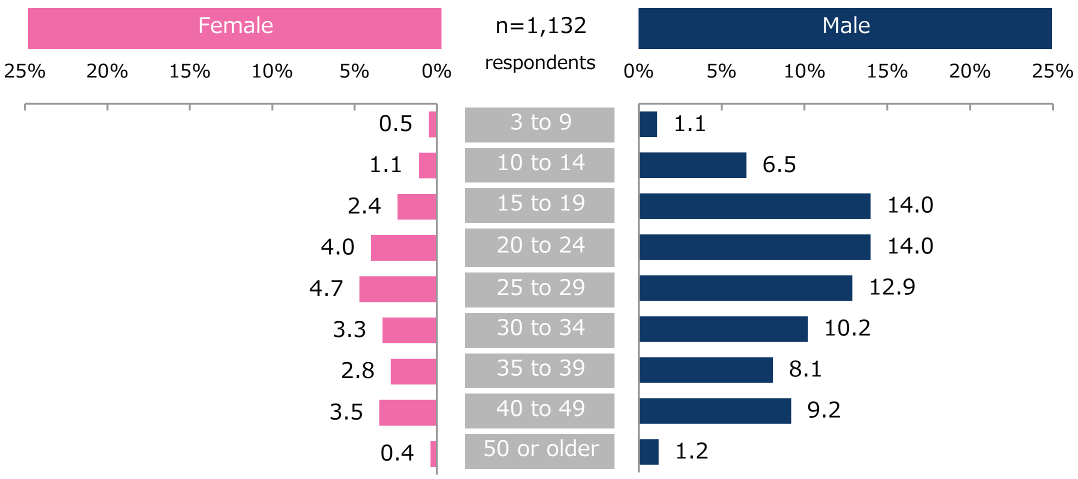


■Time Series Comparison

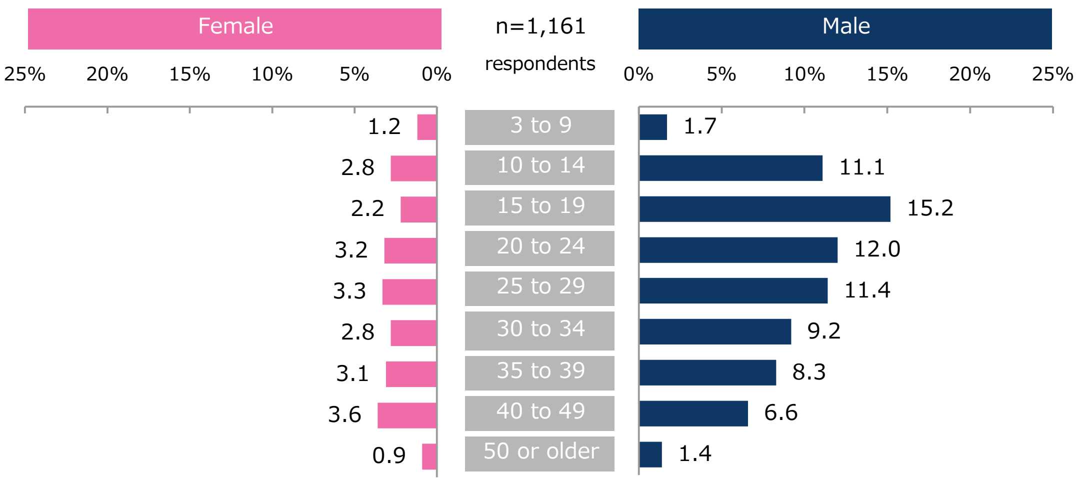
[TOKYO GAME SHOW 2014/ Overall]



[TOKYO GAME SHOW 2013/ Overall]



[TOKYO GAME SHOW 2012/ Overall]

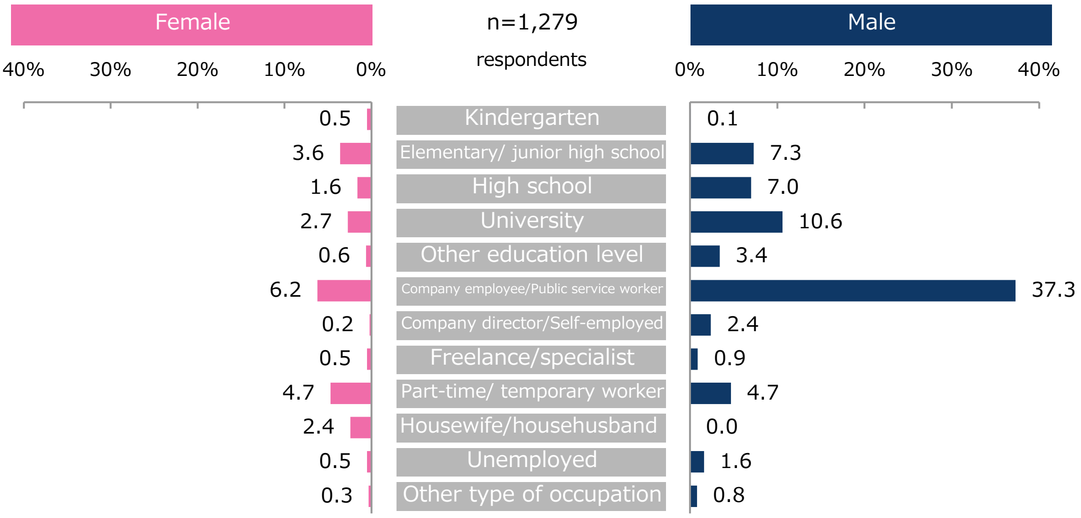


- ●The gender and age ratios were not markedly different from the previous survey. The ratio of males in the "15-29" cohort remained around 40%.
- ●The cohorts "3-9" and "50 or older" for both genders were 5-6 points lower in the "TOKYO GAME SHOW 2014/ overall" compared to "general consumers/ game players," and the cohorts "15-19," "20-24," and "25-29" for males were 7-8 points higher.

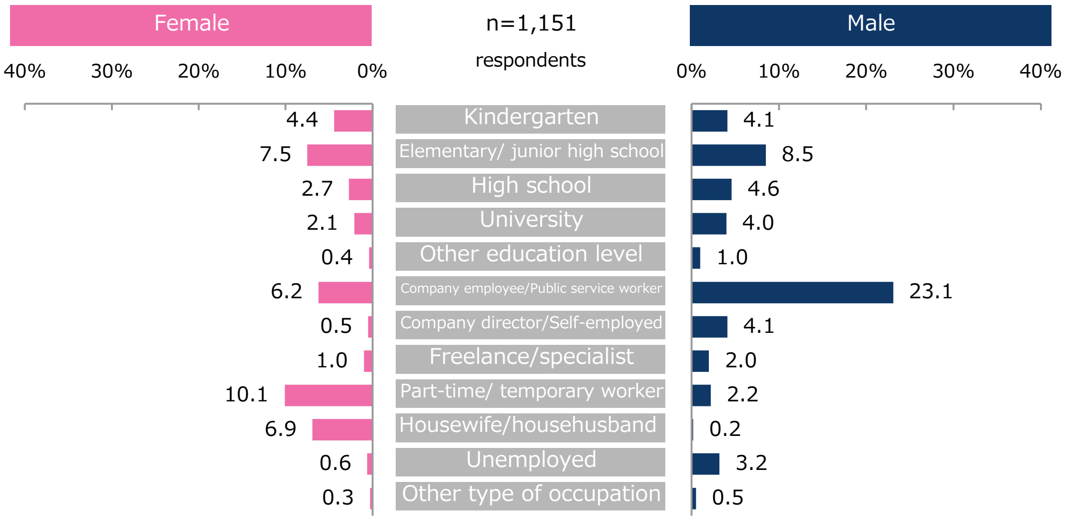
3. Occupation

■Comparison with General Consumers

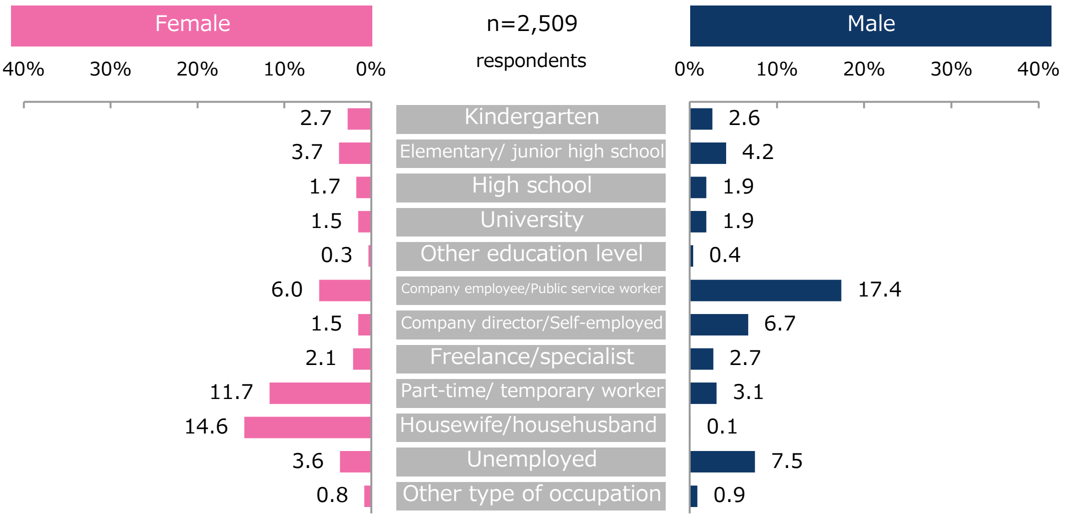
[TOKYO GAME SHOW 2014/ Overall]



[2013: General Consumers/ Game players]

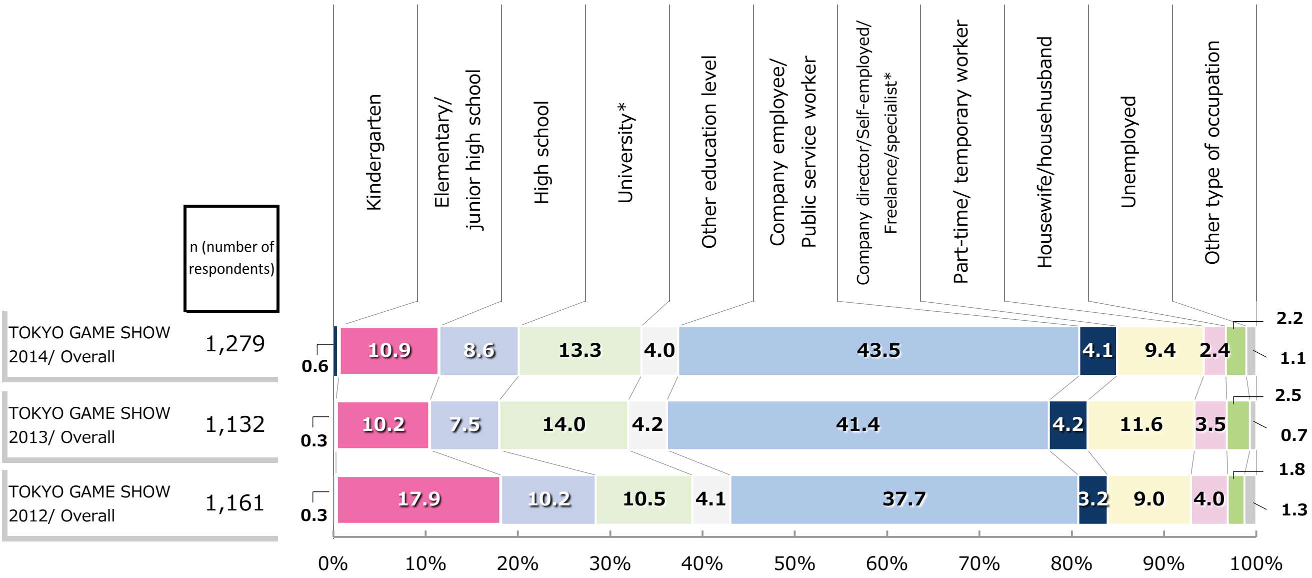


[2013: General Consumers/ Overall]



■Time Series Comparison

[TOKYO GAME SHOW/ Overall]



* "University" refers to those who were undergraduate or post-graduate students during or before the TOKYO GAME SHOW 2013 survey. "Other educational level" refers to those who were junior college students, vocational college students or preparatory school students during or before the TOKYO GAME SHOW 2013 survey.

* "Company director/ self-employed/ freelance/specialist" indicates those who were "company directors, self-employed, or freelancers/specialists" during the TOKYO GAME SHOW 2013 survey.

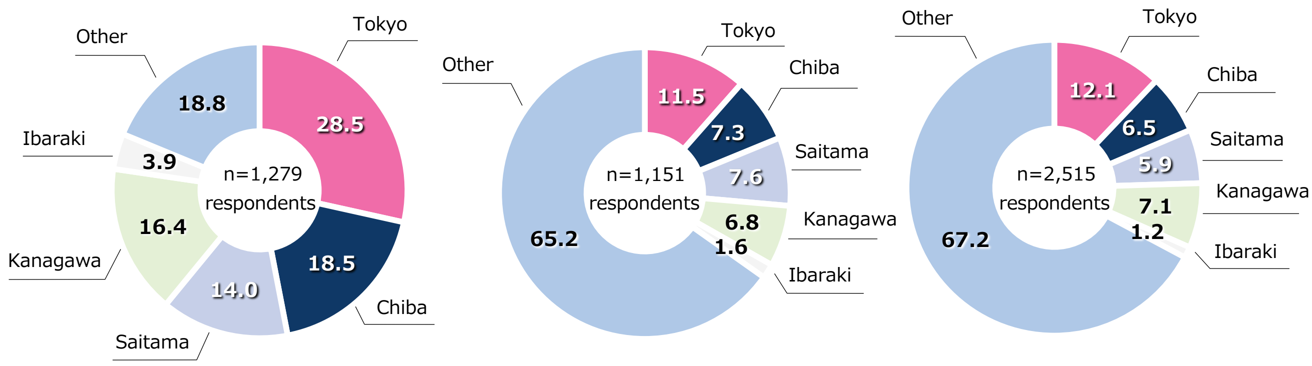
- ●Looking at the breakdown of occupation by gender, "male- company employee/ public service worker" was markedly high at 37.3%. This was followed by "male- university" (10.6%,) "male- elementary/ junior high school" (7.3%) and "male- high school" (7.0%.)
- ●The ratio of "male- company employee/ public service worker" was 10 points higher in the "TOKYO GAME SHOW 2014/ overall" than the "general consumer survey/ game players."
- ●The occupation ratios were not markedly different from the previous survey. Compared to the survey before last, "elementary/ junior high school student" and "company employee/ public service worker" were lower by 7.0% and 5.8%, respectively.

4. Residential Area

■Comparison with General Consumers

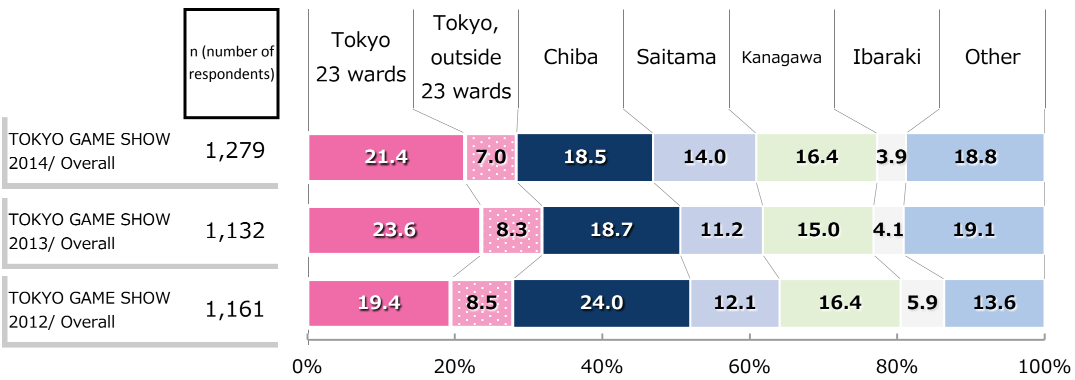
[TOKYO GAME SHOW 2014/ Overall] [2013: General Consumers/ Game players] [2013: General Consumers/ Overall]

(Unit: %)



■Time Series Comparison

[TOKYO GAME SHOW/ Overall]



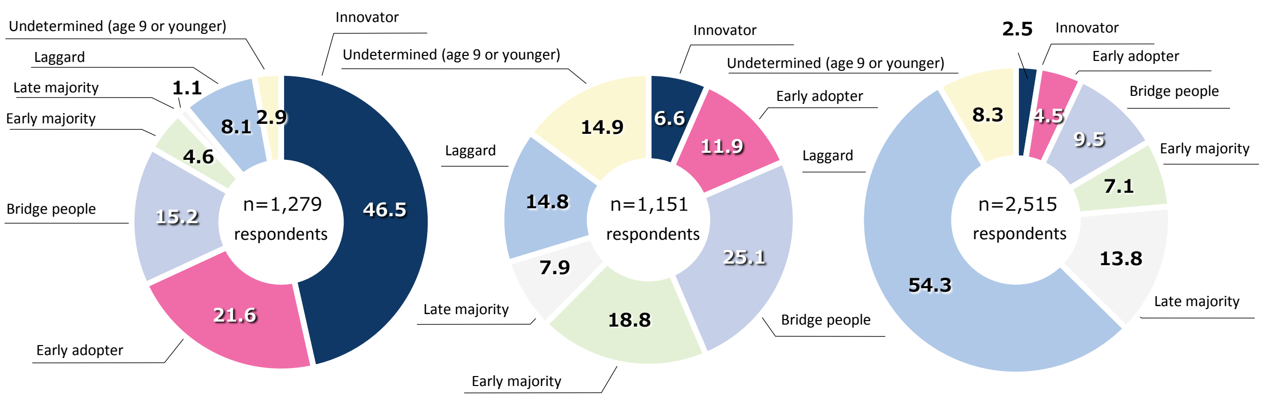
- "Tokyo" (28.5%) ranked top as the area from which visitors came. This was followed by "Chiba" (18.5%,) which was where the event was held.
- "Tokyo and the three surrounding prefectures" (77.3%) was more than 40 points higher for the "TOKYO GAME SHOW 2014/ overall" than the "general consumer survey/ game players," while "other" was lower.
- There was no marked difference from the previous survey. Compared to the survey from last, "Chiba" was 5.5 points lower, and "other" was 5.2 points higher.

5.IPS

■Comparison with General Consumers

[TOKYO GAME SHOW 2014/ Overall] [2013: General Consumers/ Game players] [2013: General Consumers/ Overall]

(Unit: %)



IPS {Innovative Power Segment}

An index that represents level of participation/ anticipation of video game hardware users.
It is calculated from the response patterns to questions inquiring into “video game hardware ownership,” “play status,” “number of units purchased,” and “access to information/ modality of transmission,” etc.
*Children under the age of ten are not targeted for IPS.

User Category	Participation in Gaming	Explanation
Innovator		Group of users with the highest participation/anticipation.
Early adopter	High	Group of users who start purchasing relatively early.
Bridge people		Group of users who, while lacking a clear decision criteria themselves, serve to transmit information to the majority.
Early majority		Group of users who are easily influenced by the situation of those around them and fashion/ trends.
Late majority	Low	Group of users who eventually start purchasing after confirming the situation of those around them and fashion/ trends.
Laggard		General consumers who do not possess a single video game hardware and as such are not a target of marketing.

In this report, “early majority” and “late majority” have been counted together as “majority.”

- The IPS category with the highest proportion was “innovator,” at 46.5%. This was followed by “early adopter” (21.6%) and “bridge people” (15.2%.)
- In “TOKYO GAME SHOW 2014/ overall,” “innovator” and “early adopter” were both higher than in the “general consumer survey/ game players,” by 39.9 and 9.7 points, respectively. However, other IPS categories were lower: “Early majority” was 14.2 points lower, “bridge people” was 9.9 points lower, “late majority” was 6.8 points lower, and “laggard” was 6.7 points lower.

3. Video Game Playing Status

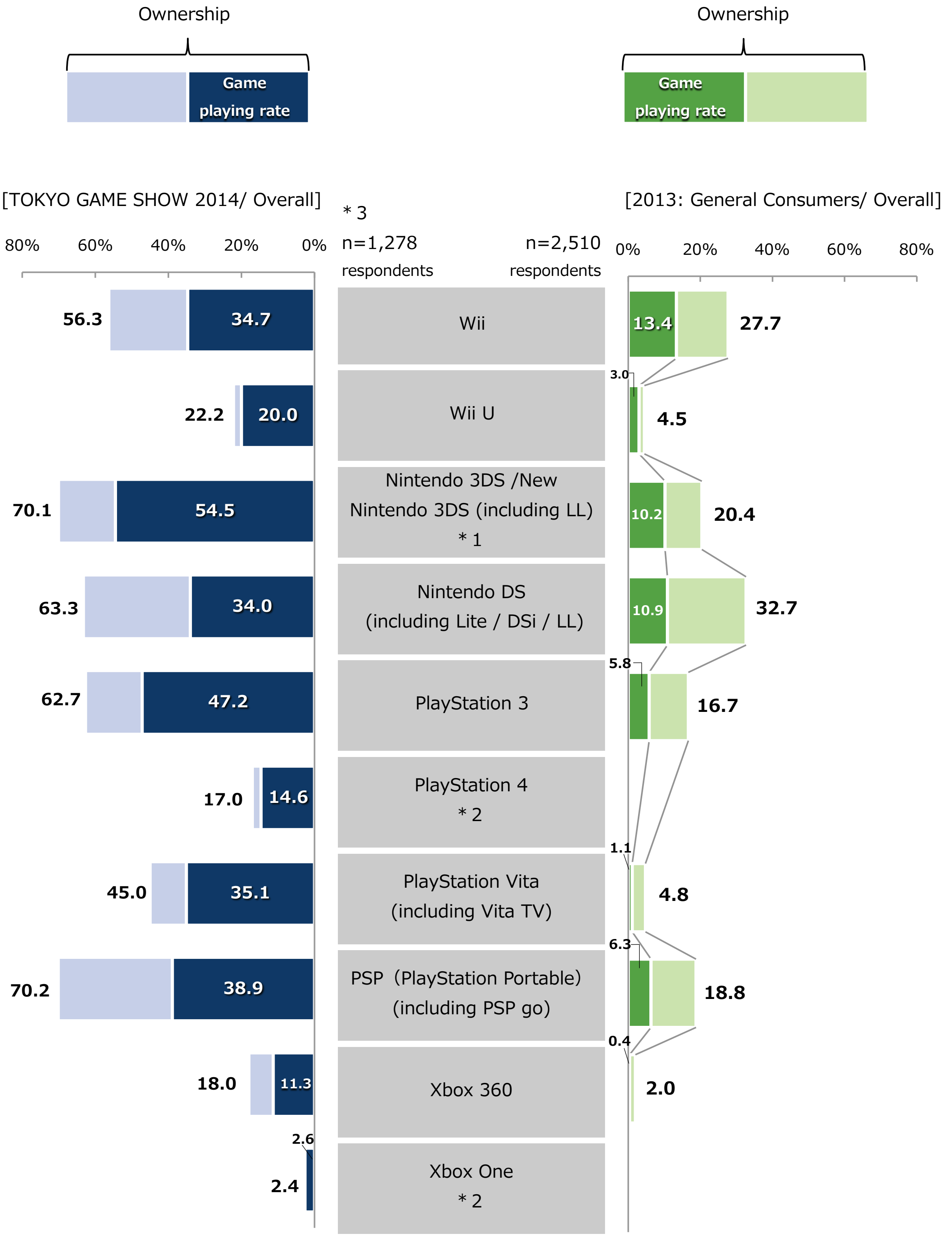
1. Hardware Ownership and Game Playing Rate

Question

Please select every piece of video game hardware that you have in your home. [Multiple answers]

Please select every piece of video game hardware that you play games on. [Multiple answers]

■Comparison with General Consumers



*1: In the general consumer survey, “Nintendo 3DS / New Nintendo 3DS (including LL)” is “New Nintendo 3DS (including LL.)”

*2: “PlayStation 4” and “Xbox One” are not included as options in the general consumer survey because these products were not released at the time of the survey.

*3: For “TOKYO GAME SHOW 2014/ Overall”, “ownership rates” is n=1,272 respondents, and play rate is n=1,278 respondents.

■Game Playing Rate by Gender and Age

[TOKYO GAME SHOW 2014/ Overall]

	TOKYO GAME SHOW 2014/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,278	972	15	70	165	184	165	244	104	25	306	22	29	41	51	45	65	48	5
Wii	34.7	35.0	20.0	60.0	40.0	34.2	29.1	29.1	36.5	36.0	34.0	45.5	37.9	36.6	49.0	33.3	26.2	16.7	60.0
Wii U	20.0	20.6	20.0	38.6	21.2	16.8	10.9	23.4	21.2	28.0	18.3	18.2	31.0	17.1	21.6	6.7	23.1	12.5	20.0
Nintendo 3DS /New Nintendo 3DS (including LL)	54.5	52.3	73.3	74.3	55.8	52.2	48.5	48.8	47.1	36.0	61.4	68.2	79.3	70.7	64.7	62.2	63.1	35.4	40.0
Nintendo DS (including Lite / DSi / LL)	34.0	32.6	6.7	48.6	46.7	31.5	28.5	25.8	29.8	24.0	38.2	27.3	55.2	41.5	56.9	31.1	30.8	22.9	80.0
PlayStation 3	47.2	52.2	6.7	35.7	56.4	54.9	59.4	53.7	44.2	48.0	31.4	9.1	17.2	22.0	51.0	44.4	41.5	10.4	40.0
PlayStation 4	14.6	16.6	6.7	7.1	18.2	20.1	15.8	18.0	14.4	12.0	8.5	4.5	10.3	2.4	11.8	13.3	7.7	6.3	20.0
PlayStation Vita (including Vita TV)	35.1	38.6	13.3	18.6	44.2	42.4	41.8	43.4	28.8	16.0	23.9	4.5	10.3	24.4	43.1	31.1	29.2	8.3	0.0
PSP（PlayStation Portable) (including PSP go)	38.9	39.8	13.3	27.1	50.9	42.4	45.5	38.1	28.8	24.0	35.9	13.6	31.0	48.8	47.1	44.4	36.9	20.8	0.0
Xbox 360	11.3	13.0	6.7	5.7	12.1	9.8	17.0	16.0	13.5	8.0	6.2	0.0	6.9	4.9	7.8	6.7	7.7	4.2	20.0
Xbox One	2.6	2.7	0.0	1.4	0.6	3.8	3.6	3.3	2.9	0.0	2.3	0.0	0.0	2.4	7.8	2.2	1.5	0.0	0.0

*Darker shading indicates a higher ratio.

●Regarding the ownership rates for video game hardware, “PSP (including PSP go)” and “Nintendo 3DS/ New Nintendo 3DS (including LL)” were both high at 70.2% and 70.1%, respectively. They were followed by “Nintendo DS (including LITE/DSi/LL)” and “PlayStation 3” at 63.3% and 62.7%, respectively. Note that the rates for the consoles released in 2014, namely “PlayStation 4” and “Xbox One,” were 17.0% and 2.4%, respectively.

●Regarding the play rates for video game hardware, “Nintendo 3DS/ New Nintendo 3DS (including LL)” was highest at 54.5%. This was followed by “PlayStation 3” (47.2%,) “PSP (including PSP go)” (38.9%,) “PlayStation Vita (including Vita TV)” (35.1%,) “Wii” (34.7%,) and “Nintendo DS (including LITE/DSi/LL)” (34.0%.)

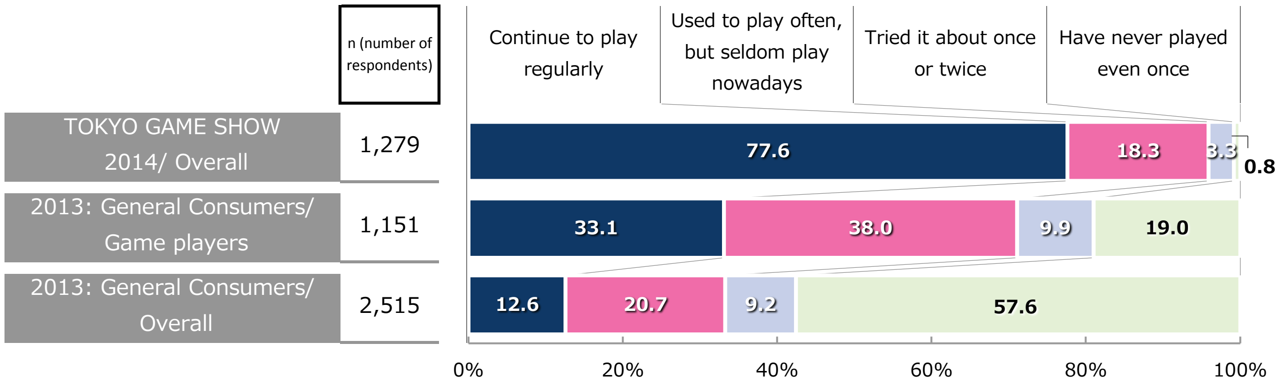
●Regarding the play rates by gender and age, the rates for “Nintendo 3DS/ New Nintendo 3DS (including LL)” and “Nintendo DS (including LITE/DSi/LL)” were higher among females, while the rates for “PlayStation 3,” “PlayStation Vita (including Vita TV,)” and PlayStation 4” were higher among males. Furthermore, compared to the Overall figures for each gender, the “Wii” had a higher rate among males in the “10-14” cohort, and the “Nintendo DS (including LITE/DSi/LL)” had a higher rate among females in the “20-24” cohort by 20 points in each case.

2. Experience of Playing Video Games

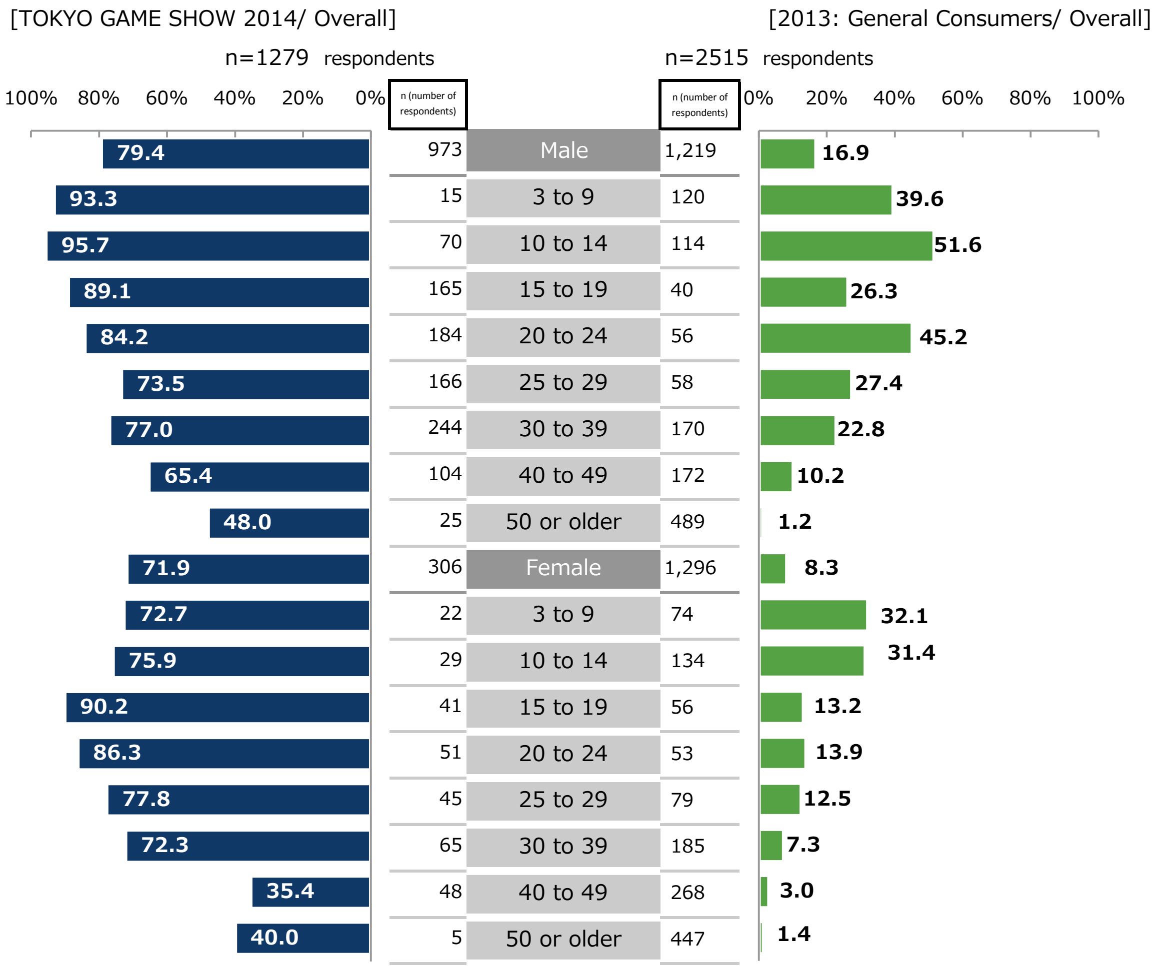
Question

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

■Comparison with General Consumers



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



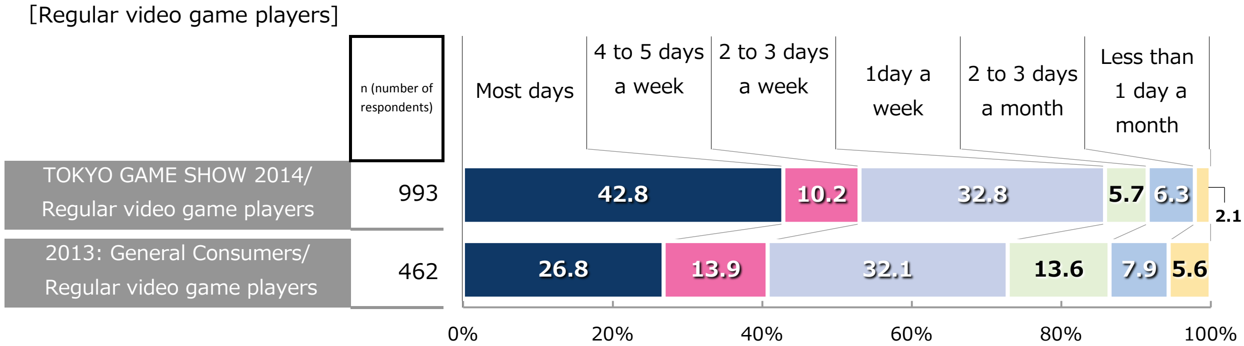
- Regarding experience of playing video games, "continue to play regularly" accounted for 77.6% of the sample.
- The rates of regular game playing were more than 60 points higher among males in the "15-19" cohort compared to the "general consumer survey/ overall," and more than 70 points higher among females in the "15-19" and "20-24" cohorts.
- Around 80% of the males surveyed answered "continue to play regularly" and the rate was highest among the "10-14" cohort, at 95.7%. As for females, the rate was above 70% overall, and 90.2% among the "15-19" cohort.

3. Frequency of Video Game Playing

Question

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

■Comparison with General Consumers



■Gender and Age/ IPS

[TOKYO GAME SHOW 2014/ Regular video game players] (Unit: %)

		n (number of respondents)	Most days	4 to 5 days a week	2 to 3 days a week	1day a week	2 to 3 days a month	Less than 1day a month
TOKYO GAME SHOW 2014/ Regular video game players		993	42.8	10.2	32.8	5.7	6.3	2.1
Gender and Age	Male	773	44.0	10.6	32.6	5.6	4.9	2.3
	3 to 9	14	71.4	7.1	21.4	0.0	0.0	0.0
	10 to 14	67	77.6	4.5	10.4	3.0	3.0	1.5
	15 to 19	147	57.1	12.9	20.4	4.8	2.7	2.0
	20 to 24	155	38.7	12.3	39.4	5.2	3.2	1.3
	25 to 29	122	36.1	11.5	40.2	3.3	7.4	1.6
	30 to 39	188	37.8	8.5	38.8	6.4	5.9	2.7
	40 to 49	68	22.1	13.2	41.2	10.3	8.8	4.4
	50 or older	12	33.3	8.3	8.3	25.0	8.3	16.7
	Female	220	38.6	8.6	33.6	6.4	11.4	1.4
	3 to 9	16	43.8	0.0	50.0	0.0	6.3	0.0
	10 to 14	22	63.6	9.1	22.7	4.5	0.0	0.0
	15 to 19	37	37.8	8.1	27.0	10.8	13.5	2.7
	20 to 24	44	36.4	13.6	31.8	2.3	13.6	2.3
	25 to 29	35	34.3	11.4	37.1	5.7	11.4	0.0
	30 to 39	47	36.2	6.4	34.0	6.4	14.9	2.1
	40 to 49	17	23.5	5.9	41.2	17.6	11.8	0.0
	50 or older	2	50.0	0.0	50.0	0.0	0.0	0.0
IPS	Innovator	595	52.4	9.9	31.8	3.0	2.4	0.5
	Early adopter	250	28.0	13.2	35.2	10.0	11.2	2.4
	Bridge people	65	18.5	4.6	33.8	16.9	18.5	7.7
	majority	28	21.4	7.1	32.1	3.6	17.9	17.9

*Darker shading indicates a higher ratio.

- Regarding frequency of video game playing, the rate for “most days” was 42.8%. If it is counted together with “4-5 days a week” (10.2%), it will account for over half of the sample.
- “Most days”(77.6%) had a higher rate among males in the “10-14” cohort. “Most days” and “2-3 days a week” accounted for around 40% of the male “20-39” cohort. “Most days” and “2-3 days a week” accounted for more than 30% of the female “20-39” cohort.
- Regarding the breakdown by IPS, “most days” was, at 52.4%, higher among the “innovator” category compared to other categories.

4. Number of Video Game Software Purchases

Question

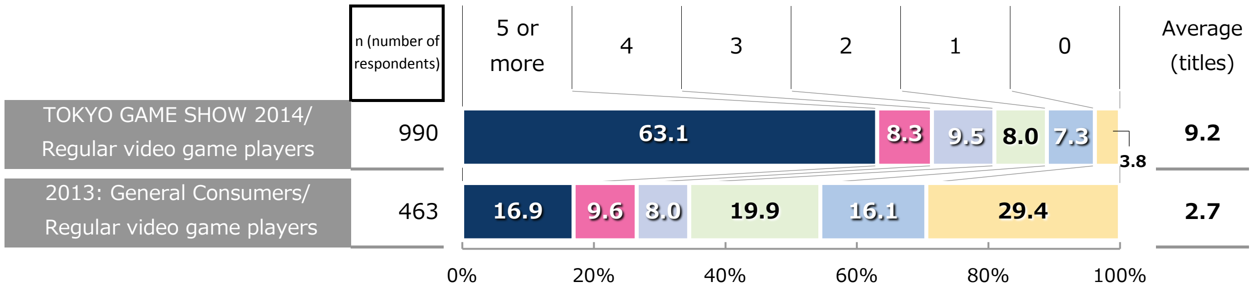
Have you purchased any video game software in the past year?

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

[Purchase rate for newly released package software]

■Comparison with General Consumers

[Regular video game players]



■Gender and Age/ IPS

[TOKYO GAME SHOW 2014/ Regular video game players] (Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	0	Average (titles)
TOKYO GAME SHOW 2014/ Regular video game players		990	63.1	8.3	9.5	8.0	7.3	3.8	9.2
Gender and Age	Male	771	65.6	8.2	8.3	7.4	7.1	3.4	9.5
	3 to 9	14	42.9	14.3	7.1	0.0	28.6	7.1	8.8
	10 to 14	67	65.7	4.5	6.0	6.0	10.4	7.5	11.0
	15 to 19	146	67.1	7.5	6.2	4.8	11.0	3.4	10.4
	20 to 24	155	70.3	9.0	6.5	9.0	3.2	1.9	8.6
	25 to 29	122	71.3	5.7	9.8	4.9	6.6	1.6	9.3
	30 to 39	187	61.0	10.2	11.8	9.1	5.3	2.7	8.1
	40 to 49	68	58.8	10.3	8.8	10.3	5.9	5.9	11.1
	50 or older	12	66.7	0.0	0.0	16.7	8.3	8.3	5.5
	Female	219	54.3	8.7	13.7	10.0	7.8	5.5	7.8
	3 to 9	16	31.3	18.8	6.3	18.8	12.5	12.5	2.5
	10 to 14	22	54.5	4.5	13.6	9.1	9.1	9.1	8.5
	15 to 19	36	50.0	11.1	16.7	5.6	11.1	5.6	7.4
	20 to 24	44	61.4	6.8	20.5	9.1	2.3	0.0	8.0
	25 to 29	35	60.0	11.4	8.6	5.7	8.6	5.7	6.7
	30 to 39	47	51.1	6.4	17.0	12.8	6.4	6.4	9.6
	40 to 49	17	64.7	5.9	0.0	11.8	11.8	5.9	4.7
	50 or older	2	50.0	0.0	0.0	50.0	0.0	0.0	3.0
IPS	Innovator	593	78.8	6.4	6.6	3.4	3.9	1.0	9.8
	Early adopter	249	46.6	11.6	12.9	15.3	10.4	3.2	7.6
	Bridge people	65	20.0	7.7	21.5	16.9	21.5	12.3	3.6
	Majority	28	32.1	10.7	21.4	21.4	3.6	10.7	7.3

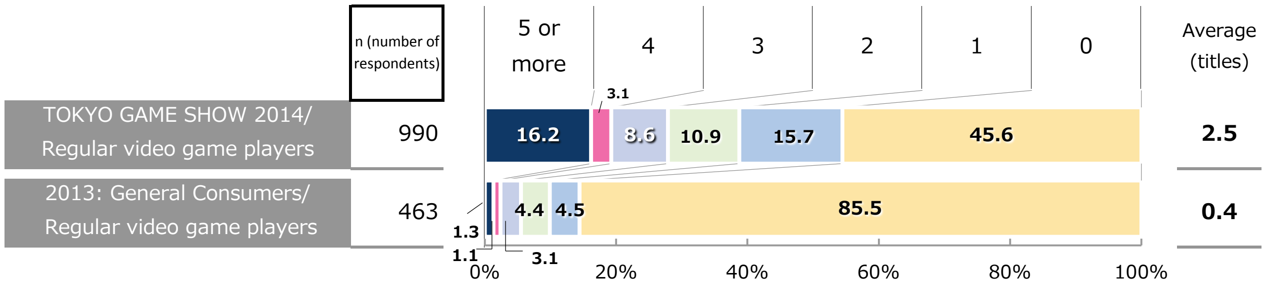
*Darker shading indicates a higher ratio.

- The overall rate for "5 or more" was 63.1%, with the average number of titles purchased being 9.2.
- The purchase rate for "5 or more" was higher among males (males: 65.6%, females: 54.3%.)
- Regarding the breakdown by IPS, the purchase rate for "5 or more" was, at 78.8%, high among the innovator category, with the average number of titles purchased being 9.8.

[Purchase rate for payable downloads]

■Comparison with General Consumers

[Regular video game players]



■Gender and Age/ IPS

[TOKYO GAME SHOW 2014/ Regular video game players] (Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	0	Average (titles)
TOKYO GAME SHOW 2014/ Regular video game players		990	16.2	3.1	8.6	10.9	15.7	45.6	2.5
Gender and Age	Male	771	18.2	3.2	8.9	11.3	14.8	43.6	2.8
	3 to 9	14	0.0	0.0	7.1	21.4	7.1	64.3	0.7
	10 to 14	67	23.9	1.5	7.5	10.4	19.4	37.3	2.9
	15 to 19	146	11.0	2.1	11.0	13.0	15.1	47.9	2.0
	20 to 24	155	14.8	3.9	9.7	11.0	12.9	47.7	2.4
	25 to 29	122	23.0	3.3	11.5	12.3	16.4	33.6	3.7
	30 to 39	187	21.4	3.7	5.3	11.8	15.0	42.8	3.2
	40 to 49	68	25.0	1.5	10.3	4.4	13.2	45.6	3.4
	50 or older	12	0.0	25.0	8.3	8.3	8.3	50.0	1.5
	Female	219	9.1	2.7	7.3	9.6	18.7	52.5	1.6
	3 to 9	16	0.0	0.0	6.3	18.8	12.5	62.5	0.7
	10 to 14	22	18.2	4.5	4.5	0.0	27.3	45.5	2.6
	15 to 19	36	2.8	0.0	8.3	5.6	11.1	72.2	0.9
	20 to 24	44	15.9	6.8	2.3	9.1	15.9	50.0	1.8
	25 to 29	35	8.6	0.0	14.3	17.1	25.7	34.3	2.1
	30 to 39	47	8.5	4.3	10.6	8.5	14.9	53.2	1.5
	40 to 49	17	5.9	0.0	0.0	11.8	29.4	52.9	1.2
	50 or older	2	0.0	0.0	0.0	0.0	50.0	50.0	0.5
IPS	Innovator	593	23.3	3.7	11.5	13.3	15.3	32.9	3.5
	Early adopter	249	6.4	2.0	4.8	8.0	20.5	58.2	1.3
	Bridge people	65	1.5	1.5	1.5	0.0	9.2	86.2	0.3
	Majority	28	7.1	7.1	0.0	3.6	7.1	75.0	0.9

*Darker shading indicates a higher ratio.

- Regarding the purchase rates for payable downloads, “5 or more” was no higher than 16.2%, while “0 titles” accounted for 45.6%, with the average number of titles purchased being 2.5.
- The purchase rates were higher among males than females, the average number of titles being 2.8 and 1.6, respectively.
- Regarding the breakdown by IPS, the average number of titles purchased by the innovators was 3.5. Among bridge people it was lower, at 0.3.

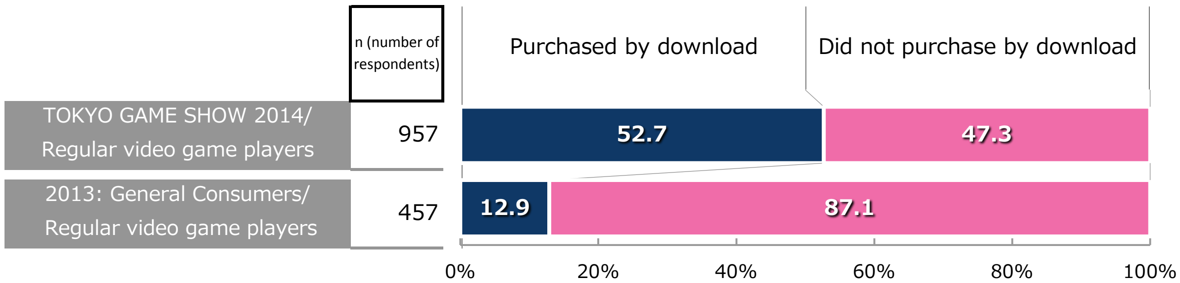
5. Purchasing/Non-purchasing of Additional Download Content for Video Games

Question

In the past year, have you purchased any additional payable content from a download service for video game hardware? [Single answer]

■Comparison with General Consumers

[Regular video game players]



■Gender and Age/ IPS

[TOKYO GAME SHOW 2014/ Regular video game players] (Unit: %)

		n (number of respondents)	Purchased by download	Did not purchase by download
TOKYO GAME SHOW 2014/ Regular video game players		957	52.7	47.3
Gender and Age	Male	749	56.3	43.7
	3 to 9	14	28.6	71.4
	10 to 14	65	58.5	41.5
	15 to 19	142	55.6	44.4
	20 to 24	151	55.6	44.4
	25 to 29	120	60.8	39.2
	30 to 39	181	61.3	38.7
	40 to 49	67	43.3	56.7
	50 or older	9	44.4	55.6
	Female	208	39.4	60.6
	3 to 9	14	21.4	78.6
	10 to 14	21	66.7	33.3
	15 to 19	36	27.8	72.2
	20 to 24	42	38.1	61.9
	25 to 29	34	47.1	52.9
	30 to 39	45	46.7	53.3
	40 to 49	14	7.1	92.9
	50 or older	2	50.0	50.0
IPS	Innovator	576	67.5	32.5
	Early adopter	243	36.6	63.4
	Bridge people	62	6.5	93.5
	Majority	26	23.1	76.9

*Darker shading indicates a higher ratio.

- More than half of the male respondents (52.7%) answered that they downloaded additional content for video games.
- The “purchased by download” answer rate surpassed 50% in each of the male cohorts from 10 to 39.
- Regarding the breakdown by IPS category, 67.5% of the innovators answered “purchased by download.”

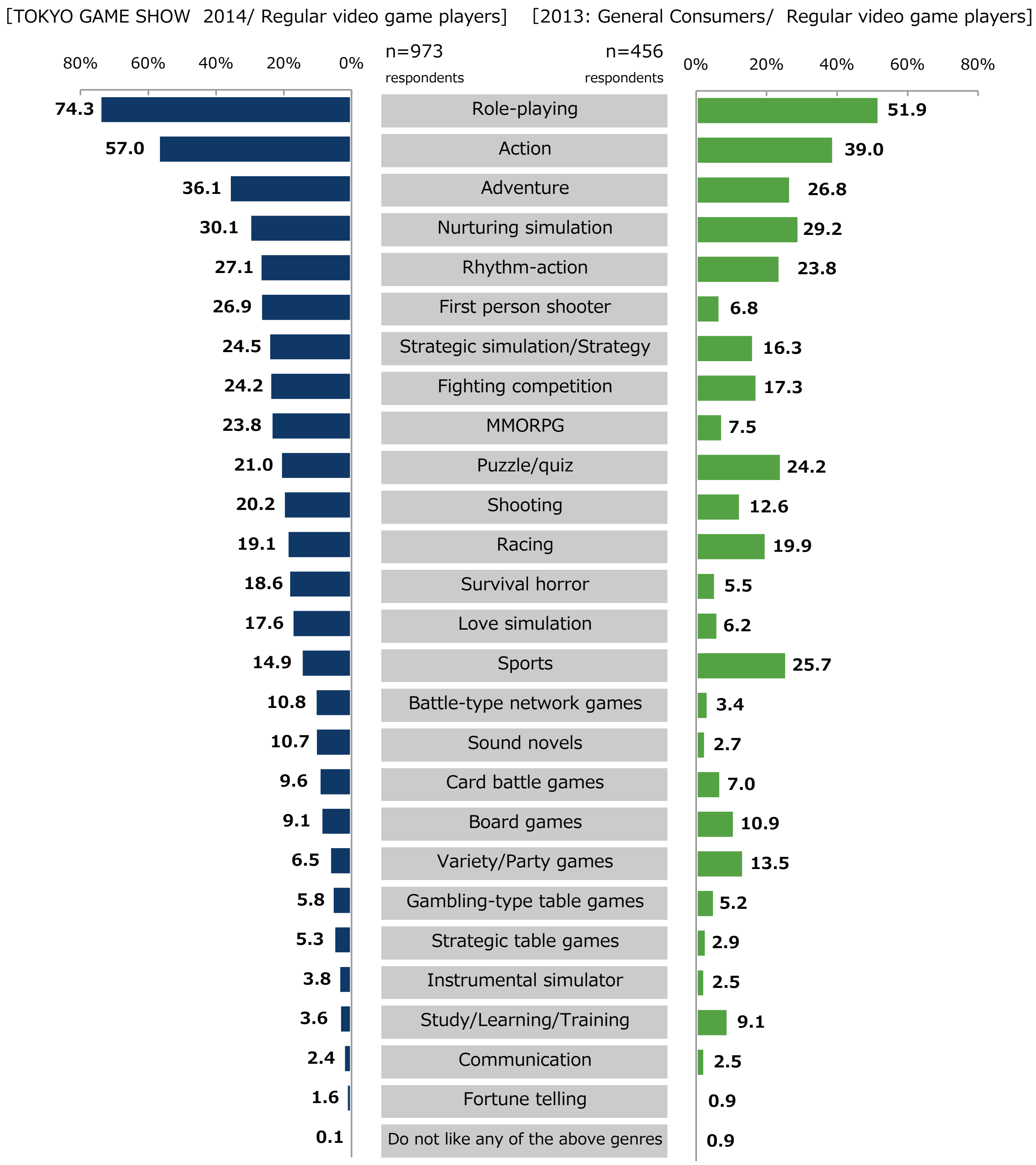
6. Favorite Game Genres

Question

Which of the following video game genres do you like?

Please select all the answers that apply. [Multiple answers]

■Comparison with General Consumers



- The top 2 genres of video games were “role-playing” (74.3%) and “Action” (57.0%.)
- “First person shooter” and “MMORPG” were ranked higher (26.9% and 23.8%, respectively) than they were by general consumers.

■Order of Preference by Gender and Age

[TOKYO GAME SHOW 2014/ Regular video game players] (Unit: %)

	1st Place	2nd Place	3rd Place	4th Place	5th Place
TOKYO GAME SHOW 2014/ Regular video game players	Role-playing	Action	Adventure	Nurturing simulation	Rhythm-action
(n=973)	74.3	57.0	36.1	30.1	27.1
Male	Role-playing	Action	Adventure	First person shooter	Nurturing simulation
755	74.2	59.7	35.0	31.9	28.6
3 to 9	Action	Role-playing	Rhythm-action	*1	
13	53.8	30.8	23.1	15.4	
10 to 14	Action	Role-playing	Adventure	Shooting	Fighting competition
63	73.0	66.7	54.0	34.9	33.3
15 to 19	Role-playing	Action	First person shooter	Adventure	Fighting competition
145	76.6	75.9	53.1	43.4	40.0
20 to 24	Role-playing	Action	Adventure	Nurturing simulation	First person shooter
153	79.1	66.0	41.2	37.9	34.0
25 to 29	Role-playing	Action	First person shooter	Strategic simulation	Adventure
121	75.2	62.8	36.4	35.5	33.9
30 to 39	Role-playing	Action	Strategic simulation	MMORPG	*2
183	73.2	45.4	27.3	24.6	22.4
40 to 49	Role-playing	Action	Nurturing simulation	Adventure	Shooting
65	76.9	43.1	30.8	27.7	
50 or older	Role-playing	Adventure	Strategic simulation	Nurturing simulation	*3
12	58.3	41.7	33.3	25.0	16.7
Female	Role-playing	Action	Rhythm-action	Adventure	Puzzle/quiz
218	74.8	47.7	42.2	39.9	35.8
3 to 9	Nurturing simulation	Role-playing	Action	Rhythm-action	*4
15	53.3	40.0	26.7		20.0
10 to 14	Action	Rhythm-action	*5		
22	50.0		45.5		
15 to 19	Role-playing	Rhythm-action	Action	Adventure	Puzzle/quiz
37	75.7	54.1	51.4		43.2
20 to 24	Role-playing	Action	Adventure	Rhythm-action	Puzzle/quiz
44	72.7	68.2	47.7	43.2	36.4
25 to 29	Role-playing	Action	Rhythm-action	Adventure	Nurturing simulation
34	85.3	55.9	50.0	41.2	
30 to 39	Role-playing	Puzzle/quiz	Adventure	Action	Rhythm-action
47	91.5	40.4	38.3	34.0	31.9
40 to 49	Role-playing	Nurturing simulation	*6		
17	76.5	35.3	29.4		
50 or older	Role-playing	*7			
2	100.0	50.0			

*1: Joint 4th place: Adventure, Shooting, Fighting competition, Puzzle/quiz, Racing
*2: Joint 5th place: Nurturing simulation, FPS
*3: Joint 5th place: Fighting competition, Sports, Racing
*4: Joint 5th place: Puzzle/quiz, Board game
*5: Joint 3rd place: Role-playing, Nurturing simulation, Adventure, Puzzle/quiz
*6: Joint 3rd place: Action, Puzzle/quiz, Rhythm-action, Love simulation
*7: Joint 2nd place: Nurturing simulation, Rhythm-action, Card battle game, Board game, Variety/party game

● "Role-playing" and "action" were ranked 1st and 2nd by both genders. Males ranked "adventure" 3rd and females ranked "rhythm-action" 3rd. "Role-playing" was ranked 1st by both genders aged 15 and above.

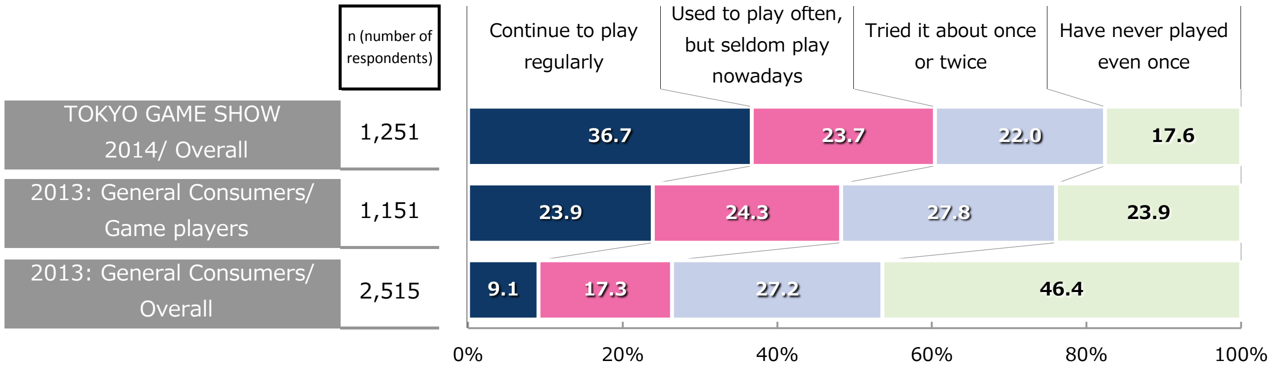
4. PC Game Playing Status

1. PC Game Playing Experience

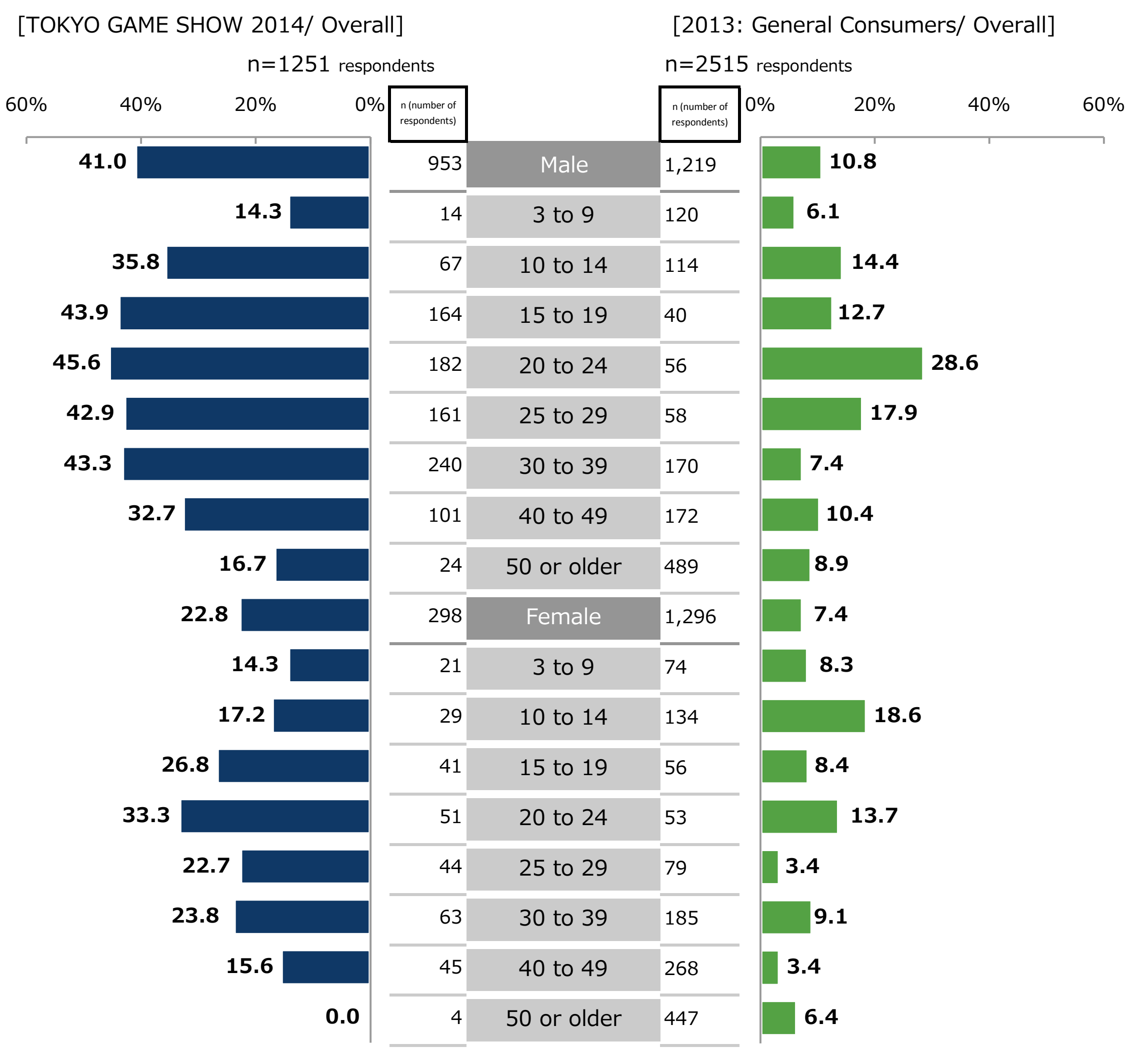
Question

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

■Comparison with General Consumers



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



- Regarding PC game playing experience, 36.7% of the sample “continue to play regularly.”
- Compared to the “general consumers/ overall,” the answer rate was more than 30 points higher among males in the “15-19” and “30-39” cohorts.
- The regular play rates were higher in each of the male cohorts from 15 to 39, at over 40% in each case. Among females, the rate was highest in the 20-24 cohort, at 33.3%.

2. Types of Game Played

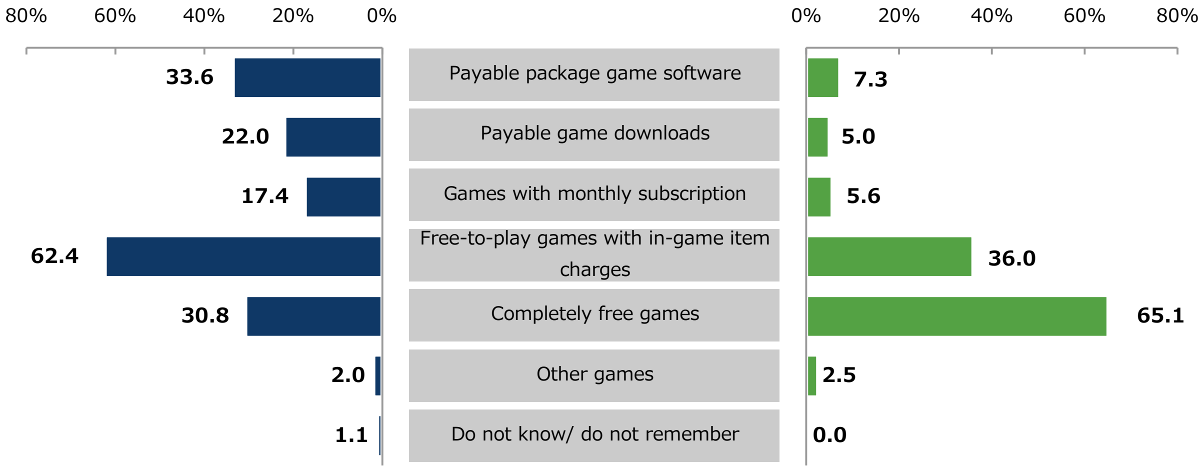
Question

Please indicate the type(s) of PC games that you have played in the past year. [Multiple answers]

■Comparison with General Consumers

[TOKYO GAME SHOW 2014/ Regular PC game players] n=455 respondents

[2013: General Consumers/ Regular PC game players] n=295 respondents



■Gender and Age

[TOKYO GAME SHOW 2014/ Regular PC game players] (Unit: %)

	TOKYO GAME SHOW 2014/ Regular PC game players	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	455	387	2	24	72	83	68	102	32	4	68	3	5	11	17	10	15	7	0
Payable package game software	33.6	35.9	0.0	12.5	40.3	37.3	38.2	40.2	25.0	25.0	20.6	0.0	40.0	9.1	35.3	20.0	20.0	0.0	0.0
Payable game downloads	22.0	24.3	0.0	25.0	33.3	20.5	27.9	22.5	15.6	0.0	8.8	0.0	20.0	0.0	17.6	0.0	6.7	14.3	0.0
Games with monthly subscription	17.4	17.1	0.0	4.2	13.9	13.3	26.5	20.6	15.6	0.0	19.1	0.0	20.0	0.0	5.9	30.0	46.7	14.3	0.0
Free-to-play games with in-game item charges	62.4	61.8	0.0	37.5	69.4	69.9	58.8	56.9	65.6	75.0	66.2	33.3	60.0	72.7	76.5	60.0	66.7	57.1	0.0
Completely free games	30.8	29.5	50.0	58.3	41.7	26.5	25.0	22.5	15.6	50.0	38.2	33.3	60.0	45.5	35.3	40.0	33.3	28.6	0.0
Other games	2.0	1.3	0.0	0.0	0.0	1.2	2.9	1.0	3.1	0.0	5.9	66.7	20.0	0.0	5.9	0.0	0.0	0.0	0.0
Do not know/ do not remember	1.1	1.3	50.0	0.0	1.4	2.4	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

- The PC game type that had the highest proportion, at 62.4%, was “free-to-play games with in-game item charges.” Among general consumers, however, “completely free games” had the highest proportion.
- “Free-to-play games with in-game item charges” surpassed 60% in both genders.“ “Payable package game software” and “payable game downloads” were both around 15 points higher among males.

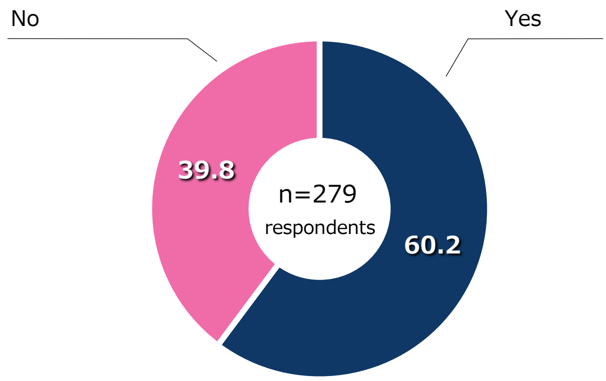
3. Purchasing/Non-purchasing of Payable In-game Items in Games with Free-to-play Basic Content

Question

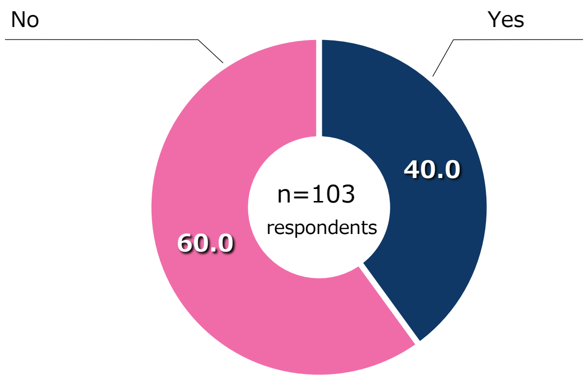
In the past year, have you purchased in-game items for a PC game? [Single answer]

■Comparison with General Consumers

[TOKYO GAME SHOW 2014/ Players of free-to-play PC games with in-game item charges]



[2013: General Consumers/ Players of free-to-play PC games with in-game item charges]



■Gender and Age

[TOKYO GAME SHOW 2014/ Players of free-to-play PC games with in-game item charges]

(Unit: %)

	TOKYO GAME SHOW 2014/ Players of free-to-play PC games with in-game item charges	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	279	235	0	8	48	57	40	58	21	3	44	1	3	8	12	6	10	4	0
Yes	60.2	63.0	0.0	37.5	60.4	57.9	60.0	65.5	85.7	100.0	45.5	0.0	33.3	25.0	58.3	50.0	60.0	25.0	0.0
No	39.8	37.0	0.0	62.5	39.6	42.1	40.0	34.5	14.3	0.0	54.5	100.0	66.7	75.0	41.7	50.0	40.0	75.0	0.0

*Darker shading indicates a higher ratio.

- When the players of free-to-play PC games with in-game item charges were asked whether they pay for in-game items, 60.2% answered “yes,” which is more than 20 points higher than general consumers.
- At 63.0%, the “yes” answer rate was high among males; 17.5 points higher than among females (45.5%.)

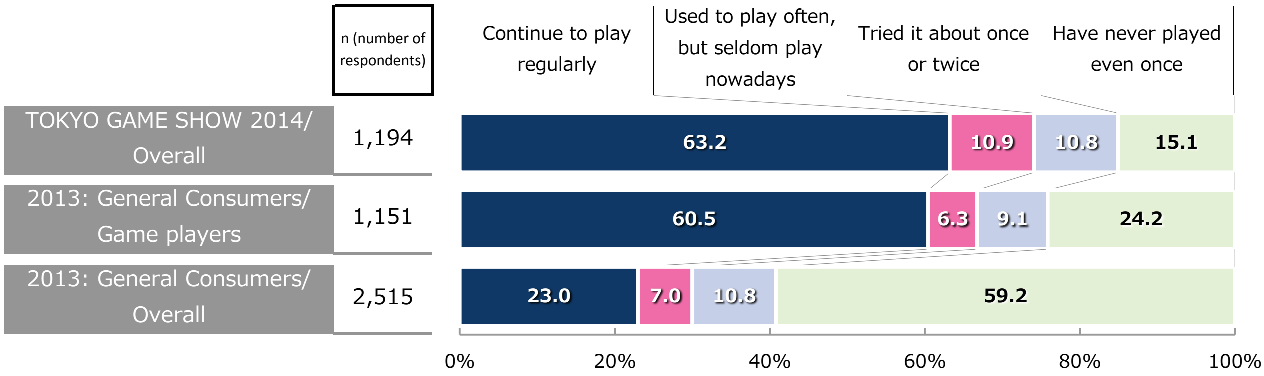
5. Smartphone/Tablet Game Playing Status

1. Smartphone/Tablet Game Playing Experience

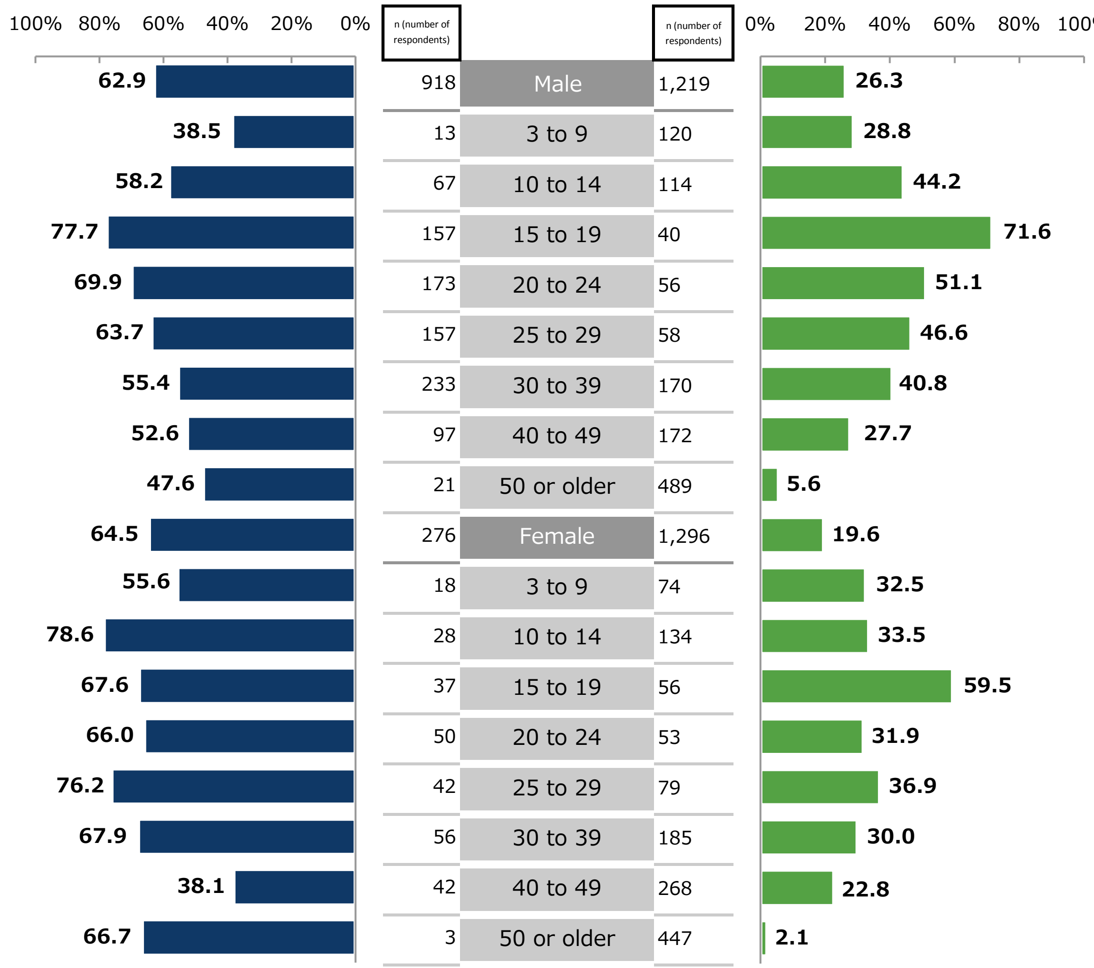
Question

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

■Comparison with General Consumers



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



- Regarding experience of playing smartphone/tablet games, 63.2% answered “continue to play regularly.”
- The rates for “continue to play regularly” were not markedly different from the “general consumers/ game players.”
- Unlike video games and PC games, the answer rates for “continue to play regularly” were roughly the same for both genders, being above 60% in both cases. Among males, the answer rate peaks around the “15-19” cohort (77.7%) and then declines in successive cohorts, whereas the rates for females in the cohorts from 15 to 39 are above 65%.

2.Types of Game Played

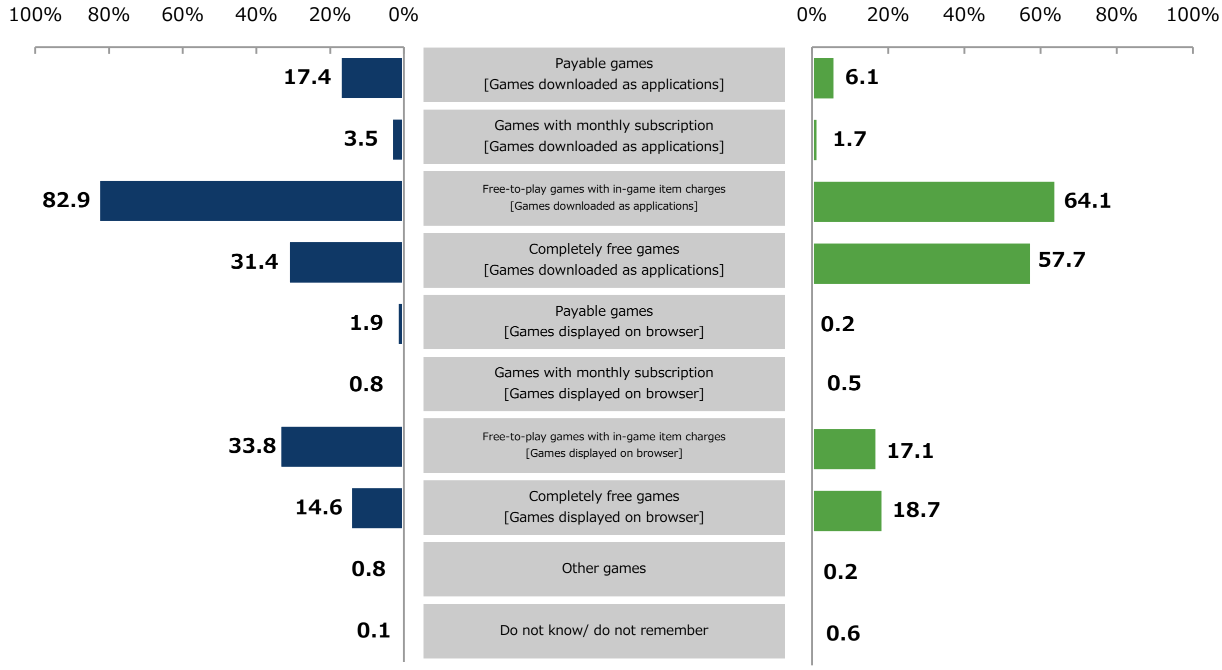
Question

Please indicate the type(s) of smartphone/tablet games that you have played in the past year.
[Multiple answers]

■Comparison with General Consumers

[TOKYO GAME SHOW 2014/ Regular smartphone/ tablet game players]
n=748 respondents

[2013: General Consumers/ Regular smartphone/ tablet game players]
n=648 respondents



■Gender and Age

[TOKYO GAME SHOW 2014/ Regular smartphone/ tablet game players] (Unit: %)

	TOKYO GAME SHOW 2014/ Regular smartphone/ tablet game players	Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	748	571	5	39	121	118	99	128	51	10	177	10	22	24	33	32	38	16	2
Payable games[Games downloaded as applications]	17.4	18.7	0.0	17.9	19.8	22.9	21.2	19.5	5.9	0.0	13.0	0.0	13.6	8.3	21.2	18.8	10.5	6.3	0.0
Games with monthly subscription[Games downloaded as applications]	3.5	3.7	0.0	5.1	1.7	5.1	4.0	3.9	3.9	0.0	2.8	0.0	4.5	4.2	6.1	0.0	2.6	0.0	0.0
Free-to-play games with in-game item charges[Games downloaded as applications]	82.9	82.5	40.0	59.0	91.7	85.6	83.8	84.4	68.6	80.0	84.2	70.0	72.7	87.5	93.9	90.6	84.2	75.0	50.0
Completely free games[Games downloaded as applications]	31.4	27.8	60.0	53.8	26.4	27.1	24.2	21.1	31.4	40.0	42.9	50.0	63.6	54.2	39.4	31.3	36.8	37.5	50.0
Payable games[Games displayed on browser]	1.9	2.1	0.0	2.6	1.7	4.2	0.0	3.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	3.1	2.6	0.0	0.0
Games with monthly subscription[Games displayed on browser]	0.8	0.9	0.0	0.0	0.8	2.5	0.0	0.0	2.0	0.0	0.6	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0
Free-to-play games with in-game item charges[Games displayed on browser]	33.8	36.8	20.0	17.9	39.7	40.7	28.3	44.5	31.4	50.0	24.3	0.0	18.2	37.5	21.2	34.4	21.1	25.0	0.0
Completely free games[Games displayed on browser]	14.6	14.5	20.0	25.6	19.0	16.9	9.1	10.2	5.9	40.0	14.7	10.0	22.7	16.7	15.2	12.5	13.2	12.5	0.0
Other games	0.8	1.1	0.0	0.0	2.5	0.8	1.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Do not know/ do not remember	0.1	0.2	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Gender and Age

*Darker shading indicates a higher ratio.

- At 82.9%, the most popular type of smartphone/tablet game was "games downloaded as applications with free-to-play games with in-game item charges." The rate was 18.8 points higher than among general consumers. However, the rate for "games downloaded as applications that are completely free" was 26.3 points higher among general consumers.
- The rates for "games downloaded as applications with free-to-play games with in-game item charges" were high among males and females, being more than 80% in both cases. "Games displayed on browser with free-to-play games with in-game item charges" had high rates among males and "games downloaded as applications that are completely free" had high rates among females.

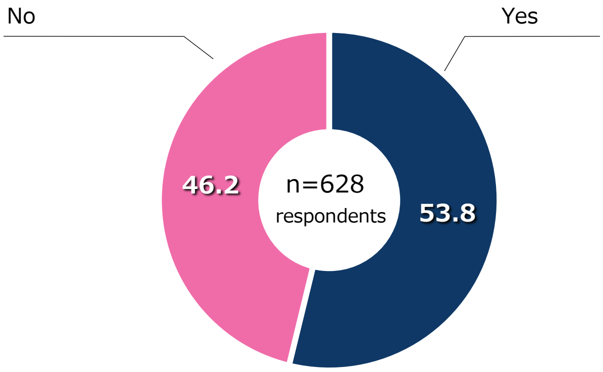
3. Purchasing/Non-purchasing of Payable In-game Items in Games with Free-to-play Basic Content

Question

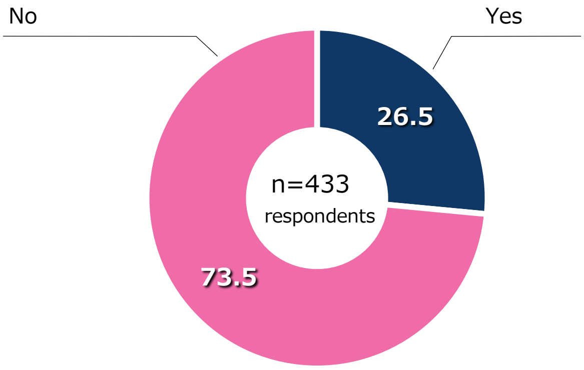
In the past year, have you purchased in-game items for a smartphone/tablet game? [Single answer]

■Comparison with General Consumers

[TOKYO GAME SHOW 2014/ Players of free-to-play smartphone/tablet games with in-game item charges]



[2013: General Consumers/ Players of free-to-play smartphone/tablet games with in-game item charges]



■Gender and Age

[TOKYO GAME SHOW 2014/ Players of free-to-play smartphone/tablet games with in-game item charges]

(Unit: %)

	TOKYO GAME SHOW 2014/ Players of free-to-play smartphone/tablet games with in-game item charges	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	628	483	2	24	115	105	83	110	37	7	145	7	16	21	30	28	31	11	1
Yes	53.8	56.7	50.0	33.3	49.6	58.1	59.0	67.3	56.8	42.9	44.1	0.0	18.8	47.6	53.3	46.4	54.8	36.4	100.0
No	46.2	43.3	50.0	66.7	50.4	41.9	41.0	32.7	43.2	57.1	55.9	100.0	81.3	52.4	46.7	53.6	45.2	63.6	0.0

*Darker shading indicates a higher ratio.

- When the players of free-to-play smartphone/tablet games with in-game item charges were asked whether they pay for in-game items, 53.8% answered “yes,” which is 27.3 points higher than general consumers.
- The “yes” answer rate was 12.6 points higher among males. It was particularly high among the “30-39” cohort, at 67.3%.

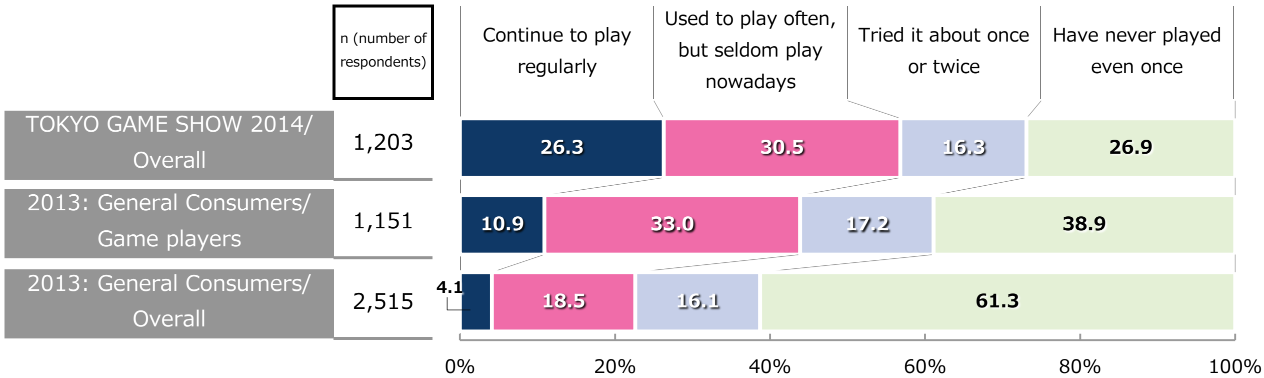
6. Mobile Phone Game Playing Status

1.Mobile Phone Games Playing Experience

Question

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

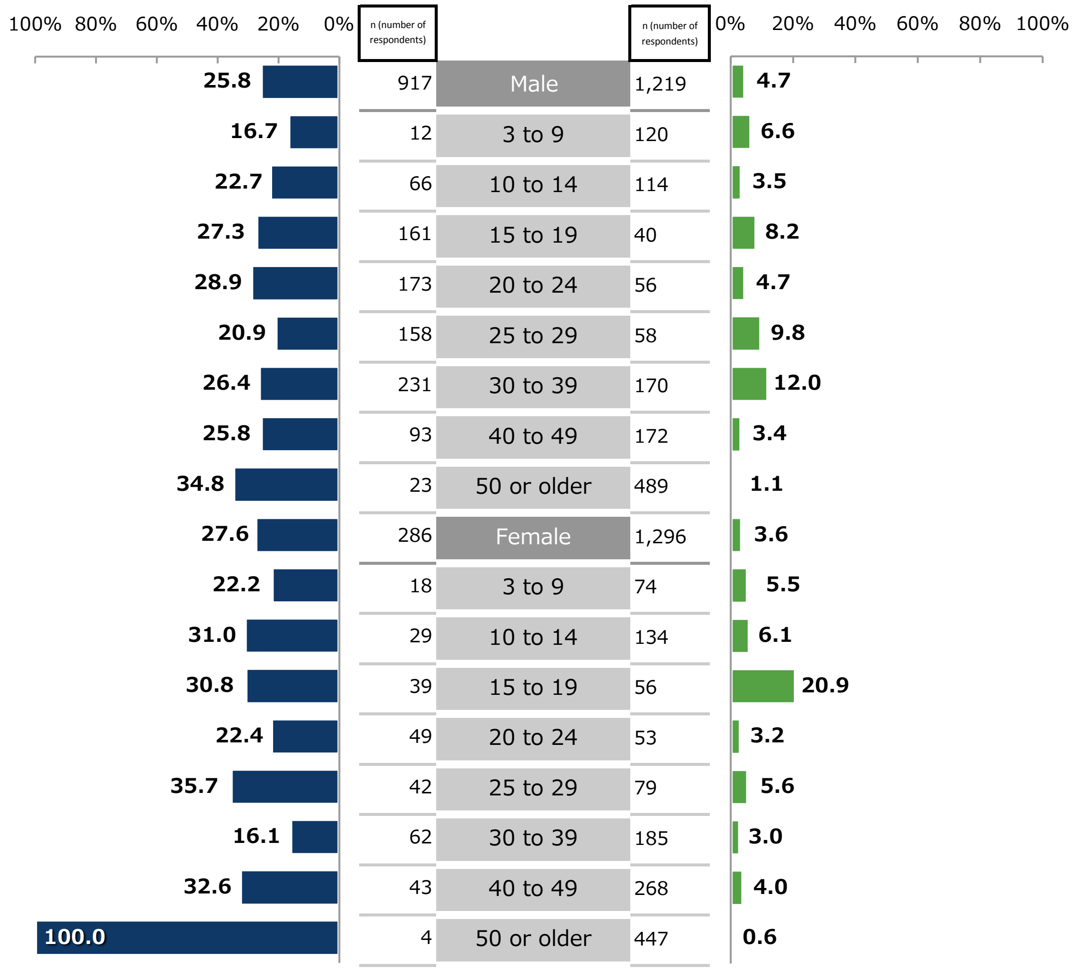
■Comparison with General Consumers



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

[TOKYO GAME SHOW 2014/ Overall] n=1,203 respondents

[2013: General Consumers/ Overall] n=2,515 respondents



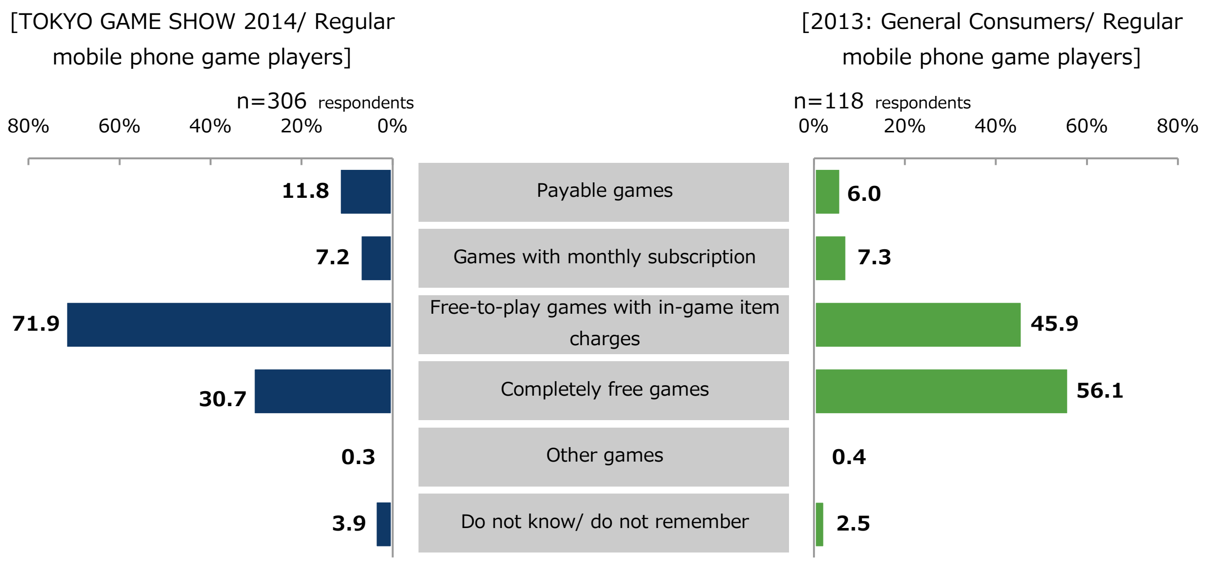
- Regarding experience of playing mobile phone games, 26.3% answered “continue to play regularly,” a low rate compared to other types of games. The answer rate for “used to play often, but seldom play nowadays” was 30.5%.
- The answer rates for “continue to play regularly” were roughly the same for both genders, being around the mid 20% in each case. There was no marked difference according to age.

2. Types of Games Played

Question

Please indicate the type(s) of mobile phone games that you have played in the past year.[Multiple answers]

■Comparison with General Consumers



■Gender and Age

[TOKYO GAME SHOW 2014/ Regular mobile phone game players] (Unit: %)

	TOKYO GAME SHOW 2014/ Regular mobile phone game players	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	306	230	2	15	43	49	32	59	22	8	76	4	9	12	10	15	10	12	4
Payable games	11.8	12.6	0.0	6.7	14.0	10.2	15.6	13.6	18.2	0.0	9.2	0.0	0.0	0.0	10.0	20.0	20.0	8.3	0.0
Games with monthly subscription	7.2	6.5	0.0	0.0	4.7	2.0	9.4	8.5	13.6	12.5	9.2	0.0	11.1	8.3	20.0	6.7	10.0	8.3	0.0
Free-to-play games with in-game item charges	71.9	72.6	50.0	66.7	74.4	73.5	75.0	74.6	59.1	87.5	69.7	75.0	44.4	58.3	50.0	80.0	90.0	83.3	75.0
Completely free games	30.7	27.0	50.0	26.7	27.9	28.6	21.9	23.7	31.8	37.5	42.1	0.0	66.7	41.7	30.0	40.0	60.0	33.3	50.0
Other games	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	11.1	0.0	0.0	0.0	0.0	0.0	0.0
Do not know/ do not remember	3.9	3.9	0.0	20.0	9.3	4.1	0.0	0.0	0.0	0.0	3.9	25.0	11.1	0.0	0.0	6.7	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

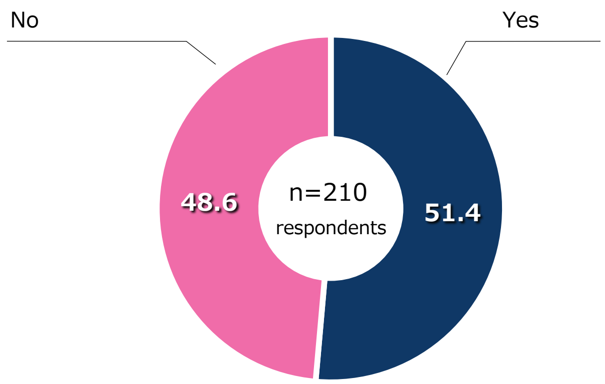
- The type of mobile phone game that was played much more than others was “free-to-play games with in-game item charges,” at 71.9%.
- The rates for “free-to-play games with in-game item charges” were around 70% for both males and females. “Completely free games” was 15.1 points higher among females.

Question

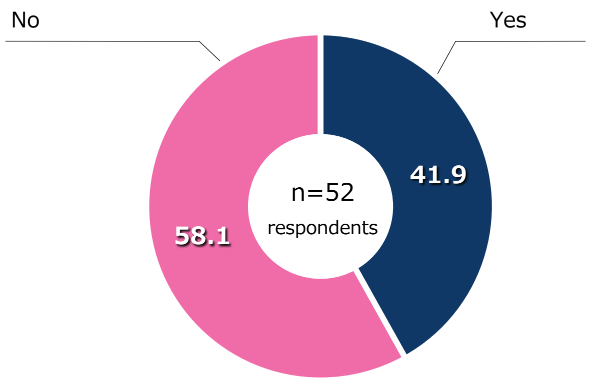
In the past year, have you purchased in-game items for a mobile phone game? [Single answer]

■Comparison with General Consumers

[TOKYO GAME SHOW 2014/ Players of free-to-play mobile phone games with in-game item charges]



[2013: General Consumers/ Players of free-to-play mobile phone games with in-game item charges]



■Gender and Age

[TOKYO GAME SHOW 2014/ Players of free-to-play mobile phone games with in-game item charges]

(Unit: %)

	TOKYO GAME SHOW 2014/ Players of free-to-play mobile phone games with in-game item charges	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	210	158	1	10	28	35	24	43	13	4	52	3	4	7	5	12	9	9	3
Yes	51.4	51.3	100.0	20.0	50.0	45.7	66.7	53.5	61.5	25.0	51.9	0.0	0.0	57.1	80.0	58.3	55.6	66.7	33.3
No	48.6	48.7	0.0	80.0	50.0	54.3	33.3	46.5	38.5	75.0	48.1	100.0	100.0	42.9	20.0	41.7	44.4	33.3	66.7

*Darker shading indicates a higher ratio.

- When the players of free-to-play mobile phone games with in-game item charges were asked whether they pay for in-game items, 51.4% answered “yes” which is roughly half of the sample.
- The “yes” answer rate was around 51% for both genders.

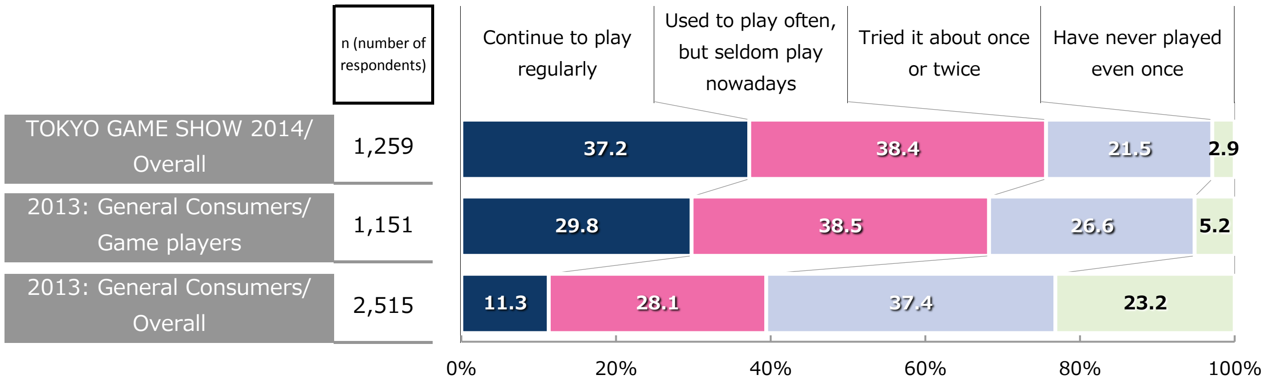
7. Arcade Game Playing Status

1. Arcade Game Playing Experience

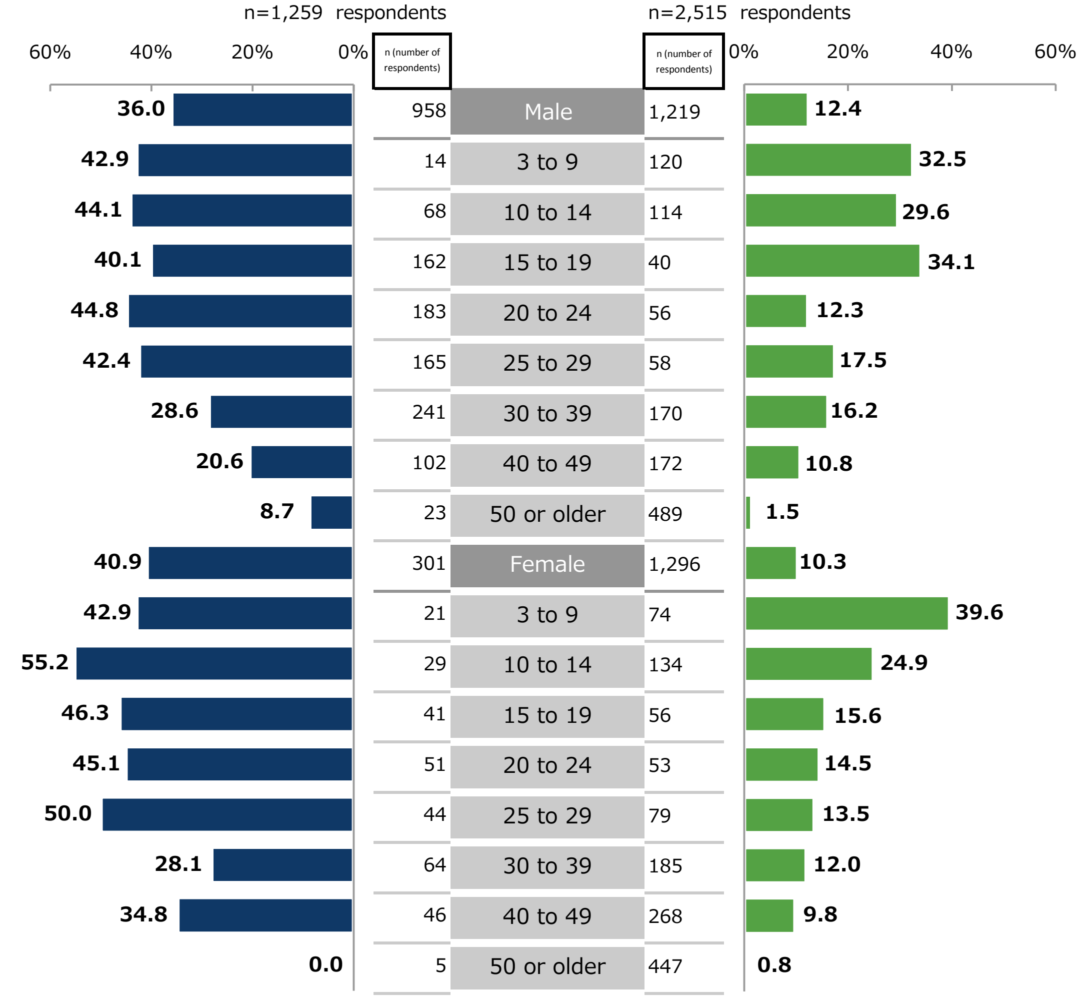
Question

Do you ever play arcade games? [Single answer]

■Comparison with General Consumers



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



- Regarding experience of playing arcade games, 37.2% answered “continue to play regularly.” The answer rates for “used to play often, but seldom play nowadays” were also, at 38.4%, high compared to other answers.
- The answer rate was 36.0% among males and 40.9% among females. Among females in the “25-29” cohort, the rate was 50%.

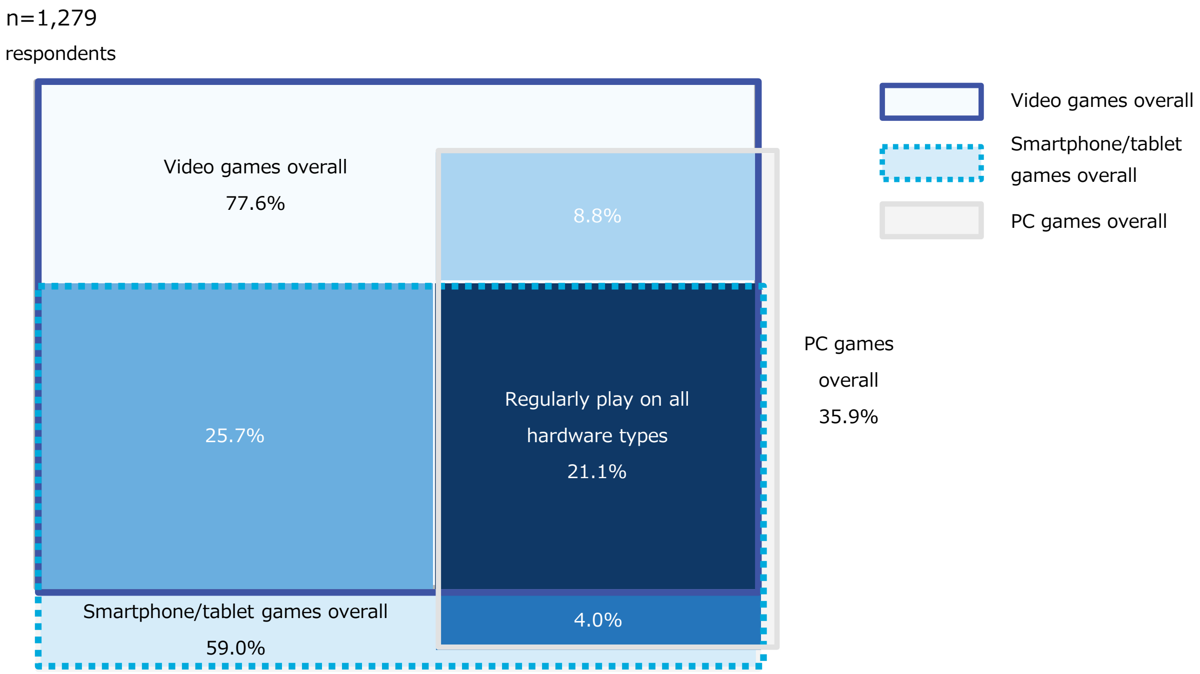
8. Overlaps among Types of Games

1. Regular Player Overlap Rates for Each Hardware Type

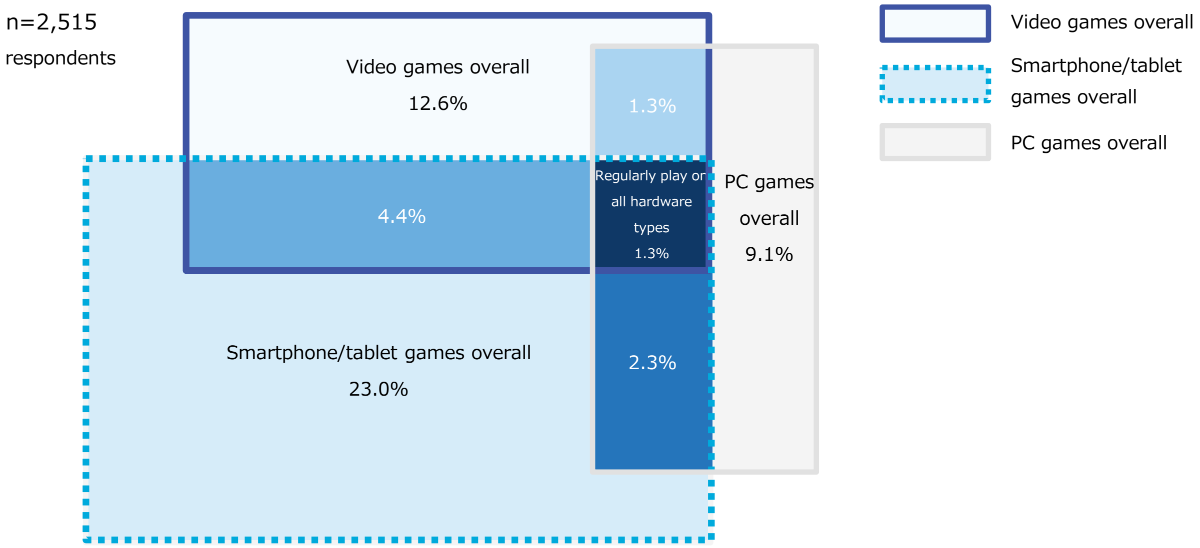
The following diagram represents the overlaps in the usage of the three game types of "video games," "PC games," and "smartphone/tablet games" by regular players (those who answered "Continue to play regularly.")

■Comparison with General Consumers

[TOKYO GAME SHOW 2014/ Overall]



[2013: General Consumers/ Overall]



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

- Regular game players who played only "video games" and "smartphone/tablet games" accounted for 25.7% of the sample, and regular game players who played only "video games" and "PC games" accounted for 8.8%.
- Respondents who regularly played games on all three hardware types accounted for 21.1% of the sample; 19.8 points higher than "general consumers/ overall."

■Regular Playing Rates for Each Game Type by Regular Players of Each Hardware Type

[TOKYO GAME SHOW 2014/ Regular players of each hardware type] (Unit: %)

	n (number of respondents)	video games	PC games	smartphone/tablet games	mobile phone games	arcade games
Regular video game players	993	―	38.6	60.3	25.0	40.1
Regular PC game players	459	83.4	―	69.9	29.0	43.8
Regular smartphone/ tablet game players	755	79.3	42.5	―	33.0	44.1
Regular mobile phone game players	316	78.5	42.1	78.8	―	46.8
Regular arcade game players	468	85.0	42.9	71.2	31.6	―

*Darker shading indicates a higher ratio.

■Regular Playing Rates for Each Game Type by Regular Players of Each Hardware Type

[2013: General Consumers/ Regular players of each hardware type] (Unit: %)

	n (number of respondents)	video games	PC games	smartphone/tablet games	mobile phone games	arcade games
Regular video game players	463	―	21.0	45.5	8.4	30.9
Regular PC game players	298	29.1	―	40.2	10.1	19.9
Regular smartphone/ tablet game players	655	24.9	15.9	―	10.5	26.3
Regular mobile phone game players	119	25.6	22.1	58.2	―	30.2
Regular arcade game players	339	34.4	16.0	53.5	11.1	―

*Darker shading indicates a higher ratio.

● Looking at overlapping use among regular game players of the five hardware types of “video games,” “PC games,” “smartphone/tablet games,” “mobile phone games,” and “arcade games,” the answer rates for “video games” were consistently high, being between 78%-85% across each type of regular player.
However, the rate of regularly play of “smartphone/tablet games” among regular players of video games was, at 60.3%, lower than other hardware types.

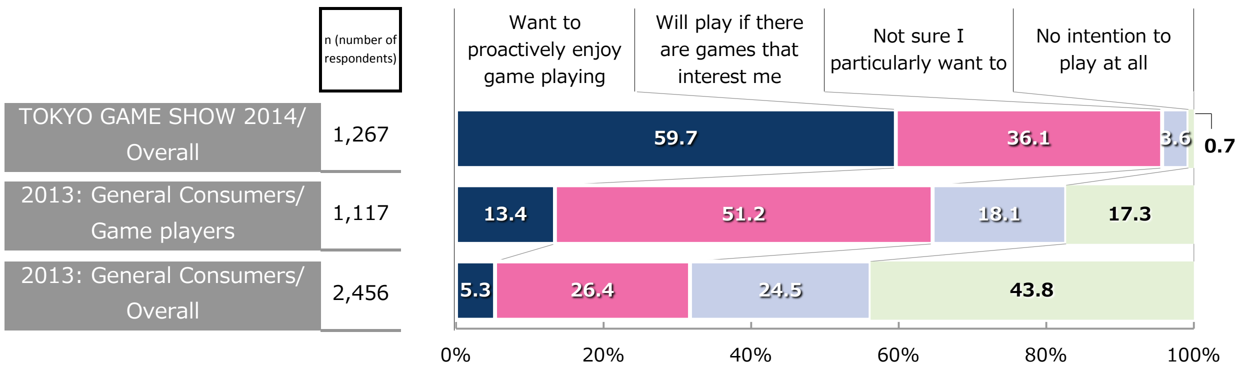
9. Willingness to Play Games in Future

1. Willingness to Play Video Games

Question

Do you want to play video games in the future? [Single answer]

■Comparison with General Consumers



■Gender and Age

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2014/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,267	965	14	70	164	184	166	241	102	24	302	21	29	41	50	45	64	47	5
Want to proactively enjoy game playing	59.7	61.9	50.0	70.0	78.7	70.7	59.6	53.9	44.1	33.3	52.6	47.6	58.6	73.2	74.0	62.2	42.2	19.1	20.0
Will play if there are games that interest me	36.1	34.8	50.0	28.6	20.7	27.2	37.3	42.7	48.0	45.8	40.1	42.9	37.9	22.0	24.0	33.3	50.0	63.8	60.0
Not sure I particularly want to	3.6	3.0	0.0	0.0	0.6	2.2	3.0	2.9	7.8	16.7	5.3	4.8	3.4	4.9	0.0	4.4	7.8	10.6	0.0
No intention to play at all	0.7	0.3	0.0	1.4	0.0	0.0	0.0	0.4	0.0	4.2	2.0	4.8	0.0	0.0	2.0	0.0	0.0	6.4	20.0

*Darker shading indicates a higher ratio.

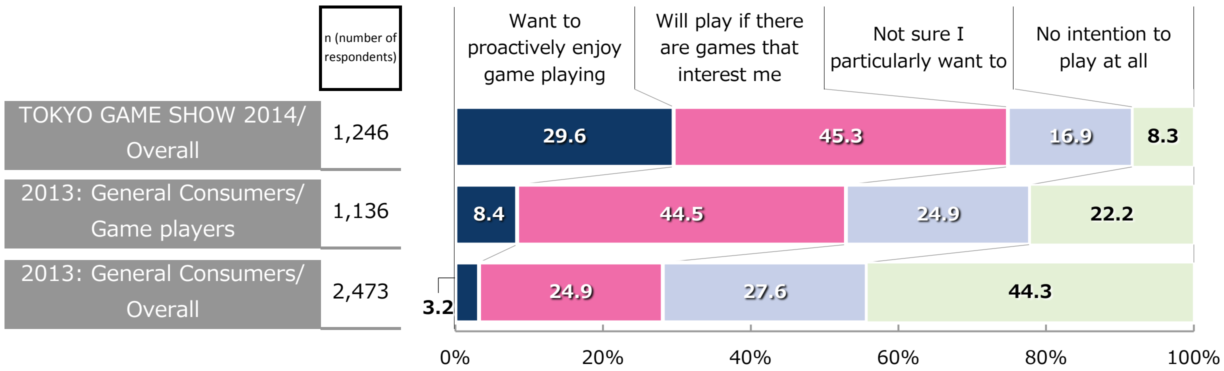
- Regarding the respondents' willingness to play video games in the future, 59.7% answered that they "want to proactively enjoy game playing." Counted with "will play if there are games that interest me" (36.1%,) it accounts for 95.7% of the sample.
- The rate for "want to proactively enjoy game playing" was 46.3 points higher than "general consumers/ game players."
- The answer rate for "want to proactively enjoy game playing" was 9.3 points higher among males, and among males of the "10-24" cohort, it surpassed 70%. It also surpassed 70% among females of the "15-24" cohort.

2. Willingness to Play PC Games

Question

Do you want to play games on PC in the future? [Single answer]

■Comparison with General Consumers



■Gender and Age

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2014/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,246	946	15	67	162	182	161	237	99	23	300	21	28	41	50	45	63	47	5
Want to proactively enjoy game playing	29.6	32.2	26.7	35.8	50.6	37.4	23.6	26.2	21.2	26.1	21.3	14.3	35.7	26.8	24.0	20.0	20.6	10.6	20.0
Will play if there are games that interest me	45.3	45.8	46.7	37.3	32.7	46.2	53.4	51.1	49.5	34.8	43.7	33.3	42.9	39.0	46.0	51.1	41.3	46.8	40.0
Not sure I particularly want to	16.9	14.4	13.3	17.9	11.7	11.5	15.5	14.8	17.2	21.7	24.7	19.0	10.7	26.8	28.0	17.8	28.6	29.8	40.0
No intention to play at all	8.3	7.6	13.3	9.0	4.9	4.9	7.5	8.0	12.1	17.4	10.3	33.3	10.7	7.3	2.0	11.1	9.5	12.8	0.0

*Darker shading indicates a higher ratio.

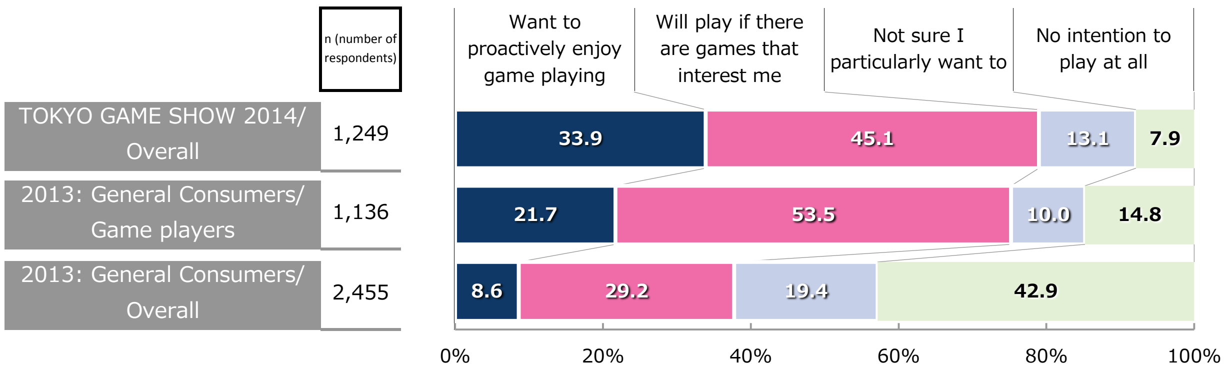
- ●Regarding the respondents' willingness to play PC games in the future, 29.6% answered that they "want to proactively enjoy game playing," and 45.3% answered "will play if there are games that interest me."
- ●The rate for "want to proactively enjoy game playing" was 21.2 points higher than "general consumers/ game players."
- ●The answer rate for "want to proactively enjoy game playing" was 10.9 points higher among males, and among males of the "15-19" cohort, it was around 50%.

3. Willingness to Play Smartphone/Tablet Games

Question

Do you want to play games on smartphone/tablet in the future? [Single answer]

■Comparison with General Consumers



■Gender and Age

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2014/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,249	946	15	68	164	181	160	236	99	23	303	21	27	41	51	45	65	48	5
Want to proactively enjoy game playing	33.9	33.1	26.7	48.5	50.6	35.4	21.3	27.5	24.2	26.1	36.3	33.3	63.0	36.6	35.3	46.7	24.6	29.2	40.0
Will play if there are games that interest me	45.1	45.8	46.7	36.8	36.0	45.3	56.9	49.2	43.4	43.5	42.9	42.9	33.3	39.0	39.2	33.3	56.9	45.8	40.0
Not sure I particularly want to	13.1	12.6	6.7	4.4	7.9	11.6	15.6	14.4	20.2	8.7	14.9	14.3	0.0	17.1	15.7	17.8	15.4	16.7	20.0
No intention to play at all	7.9	8.6	20.0	10.3	5.5	7.7	6.3	8.9	12.1	21.7	5.9	9.5	3.7	7.3	9.8	2.2	3.1	8.3	0.0

*Darker shading indicates a higher ratio.

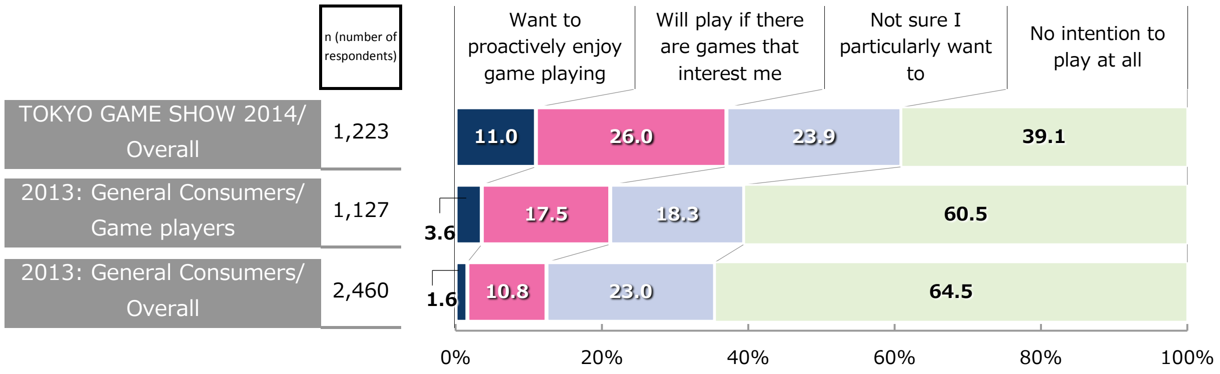
- Regarding the respondents' willingness to play smartphone/tablet games in the future, 33.9% answered that they "want to proactively enjoy game playing," and 45.1% answered "will play if there are games that interest me."
- The rate for "want to proactively enjoy game playing" was 12.2 points higher than "general consumers/ game players."
- The answer rate for "want to proactively enjoy game playing" surpassed 30% among both genders, and among males of the "10-14" and "15-19" cohorts, it was around 50%.

4. Willingness to Play Mobile Phone Games

Question

Do you want to play games on mobile phone in the future? [Single answer]

■Comparison with General Consumers



■Gender and Age

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2014/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,223	929	15	66	163	180	158	231	96	20	294	21	26	41	50	45	61	45	5
Want to proactively enjoy game playing	11.0	10.7	20.0	13.6	12.9	13.9	6.3	10.0	7.3	5.0	12.2	9.5	23.1	19.5	10.0	20.0	4.9	4.4	20.0
Will play if there are games that interest me	26.0	25.3	33.3	22.7	25.8	26.1	20.9	26.8	25.0	35.0	28.2	23.8	19.2	29.3	24.0	24.4	32.8	33.3	60.0
Not sure I particularly want to	23.9	23.3	13.3	15.2	22.1	17.2	31.0	26.4	24.0	20.0	25.9	19.0	26.9	26.8	32.0	24.4	23.0	26.7	20.0
No intention to play at all	39.1	40.8	33.3	48.5	39.3	42.8	41.8	36.8	43.8	40.0	33.7	47.6	30.8	24.4	34.0	31.1	39.3	35.6	0.0

*Darker shading indicates a higher ratio.

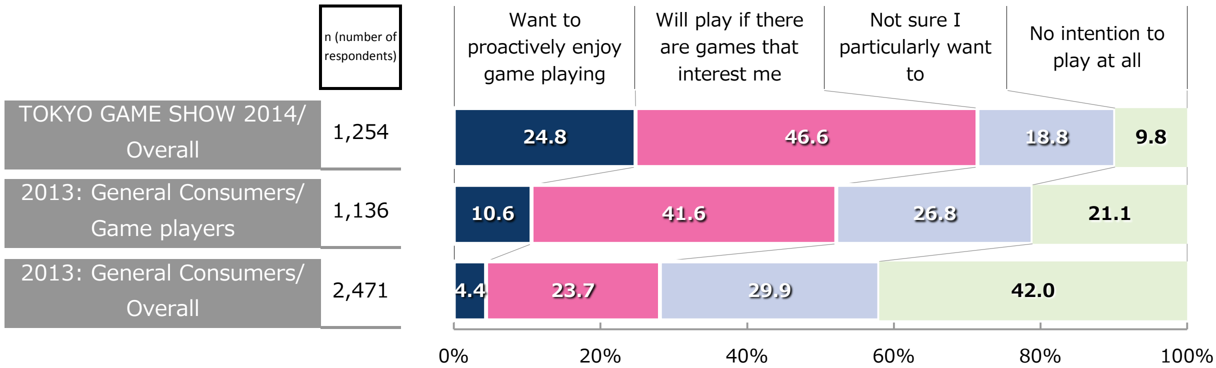
- Regarding the respondents' willingness to play mobile phone games in the future, 11.0% answered that they "want to proactively enjoy game playing," and 26.0% answered "will play if there are games that interest me."
- The rate for "want to proactively enjoy game playing" was 7.4 points higher than "general consumers/ game players."
- The answer rate for "want to proactively enjoy game playing" was around 10% among both genders, and among females of the "15-19" and "25-29" cohorts, it was around 20%.

5. Willingness to Play Arcade Games

Question

Do you want to play arcade games in the future? [Single answer]

■Comparison with General Consumers



■Gender and Age

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2014/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,254	950	15	69	164	182	162	239	98	21	304	21	29	41	51	45	64	48	5
Want to proactively enjoy game playing	24.8	24.2	26.7	42.0	39.0	28.0	20.4	15.1	11.2	9.5	26.6	14.3	58.6	36.6	23.5	35.6	17.2	14.6	0.0
Will play if there are games that interest me	46.6	46.4	40.0	34.8	36.6	44.0	48.8	57.3	46.9	42.9	47.0	52.4	37.9	39.0	51.0	42.2	62.5	37.5	40.0
Not sure I particularly want to	18.8	19.6	13.3	14.5	17.7	19.2	22.2	18.4	24.5	28.6	16.4	14.3	3.4	19.5	13.7	13.3	12.5	31.3	40.0
No intention to play at all	9.8	9.8	20.0	8.7	6.7	8.8	8.6	9.2	17.3	19.0	9.9	19.0	0.0	4.9	11.8	8.9	7.8	16.7	20.0

*Darker shading indicates a higher ratio.

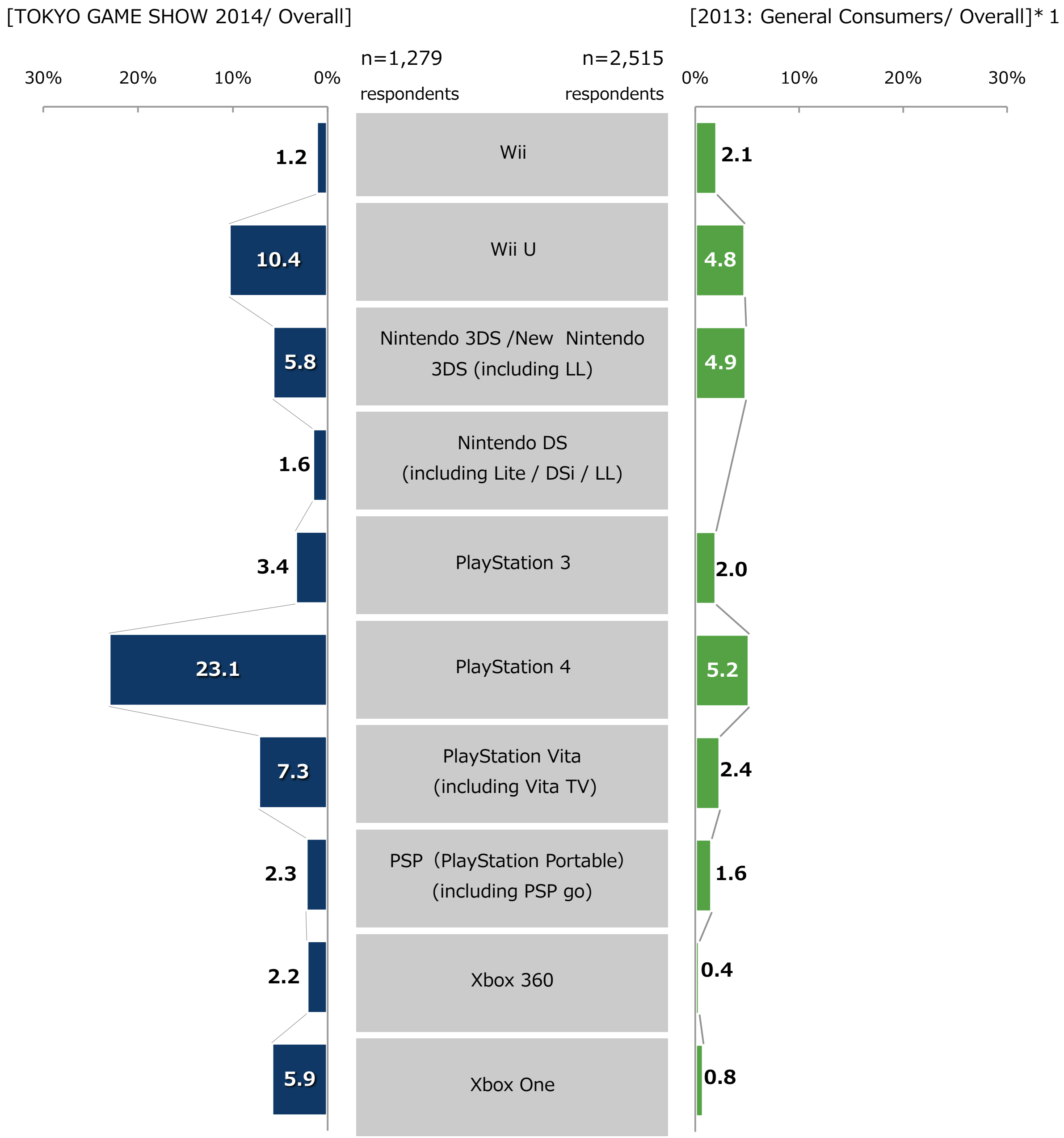
- Regarding the respondents' willingness to play arcade games in the future, 24.8% answered that they "want to proactively enjoy game playing," and 46.6% answered "will play if there are games that interest me."
- The rate for "want to proactively enjoy game playing" was 14.2 points higher than "general consumers/ game players."
- The answer rate for "want to proactively enjoy game playing" was around 25% among both genders, and among males of the "10-14" and "15-19" cohorts, it was around 40%.

6. Willingness to Purchase Video Game Hardware

Question

Please select every piece of video game hardware that you (or a co-resident) plan to purchase for your home (as a replacement or as an addition) [Multiple answers]

■Comparison with General Consumers



*1 The purchase-plan rate for the general consumer survey was based on the sum of “will definitely purchase” and “thinking about purchasing.”

*2 The subjects in the general consumer survey were not asked about Nintendo DS (including Lite, DSi, LL.)

■Gender and Age

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2014/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,279	973	15	70	165	184	166	244	104	25	306	22	29	41	51	45	65	48	5
Wii	1.2	1.3	6.7	2.9	1.8	0.5	1.2	0.0	3.8	0.0	0.7	0.0	3.4	0.0	2.0	0.0	0.0	0.0	0.0
Wii U	10.4	10.7	13.3	8.6	13.3	14.7	11.4	8.2	5.8	8.0	9.5	4.5	6.9	14.6	13.7	17.8	7.7	0.0	0.0
Nintendo 3DS /New Nintendo 3DS (including LL)	5.8	5.8	0.0	8.6	6.7	3.8	7.8	4.5	6.7	4.0	5.9	0.0	6.9	12.2	3.9	6.7	6.2	4.2	0.0
Nintendo DS (including Lite / DSi / LL)	1.6	1.5	0.0	2.9	0.6	1.1	1.2	2.0	2.9	0.0	2.0	0.0	3.4	2.4	2.0	0.0	3.1	2.1	0.0
PlayStation 3	3.4	3.1	0.0	4.3	5.5	2.2	1.8	3.7	1.9	0.0	4.6	4.5	0.0	2.4	11.8	6.7	1.5	4.2	0.0
PlayStation 4	23.1	23.9	6.7	15.7	24.8	22.8	29.5	28.3	17.3	8.0	20.6	9.1	3.4	22.0	23.5	31.1	29.2	10.4	20.0
PlayStation Vita (including Vita TV)	7.3	7.2	0.0	5.7	10.3	6.5	7.8	4.5	11.5	4.0	7.5	0.0	3.4	12.2	17.6	8.9	3.1	4.2	0.0
PSP (PlayStation Portable) (including PSP go)	2.3	2.2	0.0	1.4	3.6	1.6	2.4	2.0	1.9	0.0	2.9	0.0	0.0	4.9	5.9	4.4	1.5	2.1	0.0
Xbox 360	2.2	2.1	0.0	1.4	3.6	1.1	0.6	2.5	2.9	4.0	2.6	0.0	3.4	2.4	5.9	4.4	0.0	2.1	0.0
Xbox One	5.9	6.8	0.0	1.4	9.7	5.4	4.8	9.8	5.8	4.0	2.9	0.0	0.0	2.4	2.0	11.1	3.1	0.0	0.0

*Darker shading indicates a higher ratio.

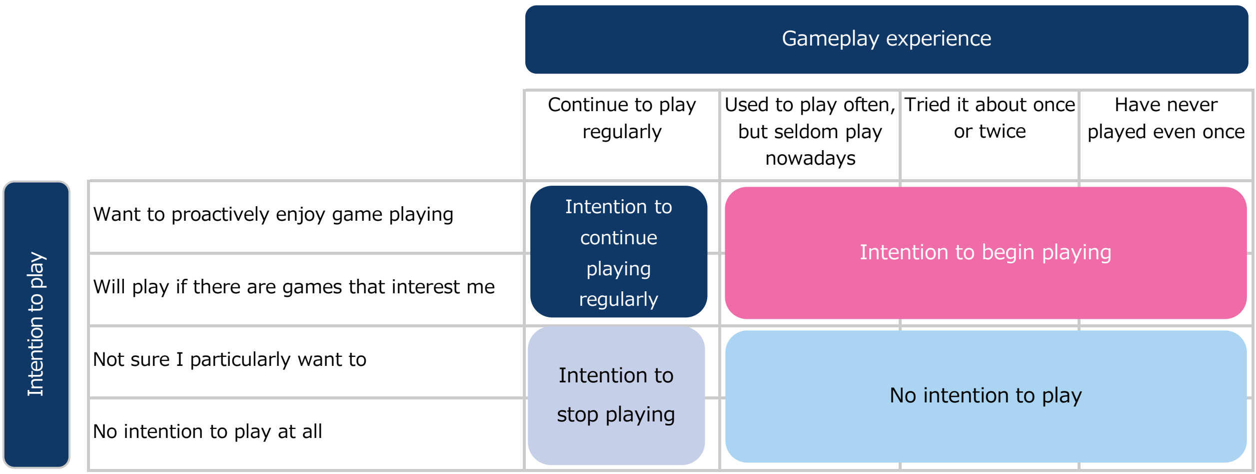
● Regarding the rates for willingness to purchase video game hardware, the rate was highest for “PlayStation 4” at 23.1%, and this was followed by “Wii U” at 10.4%.

● The rate for “PlayStation 4” was surpassed 20% among both genders, and among both males and females aged between 25 and 39, it was around 30%.

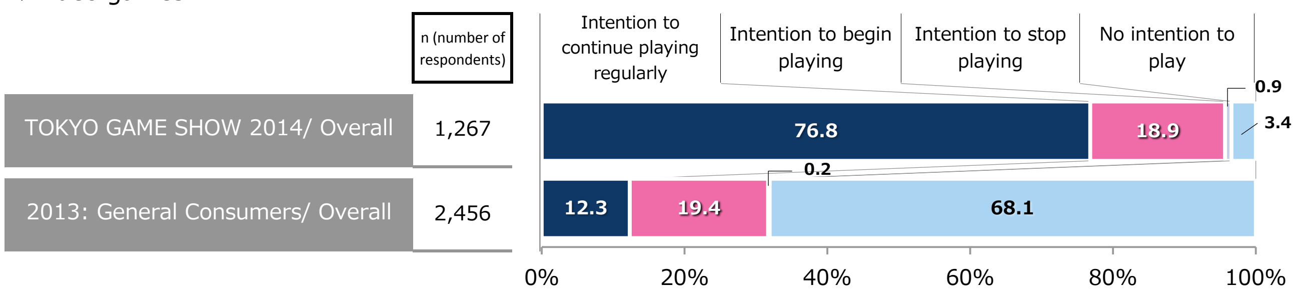
7. Game Playing Experience and Willingness to Play

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

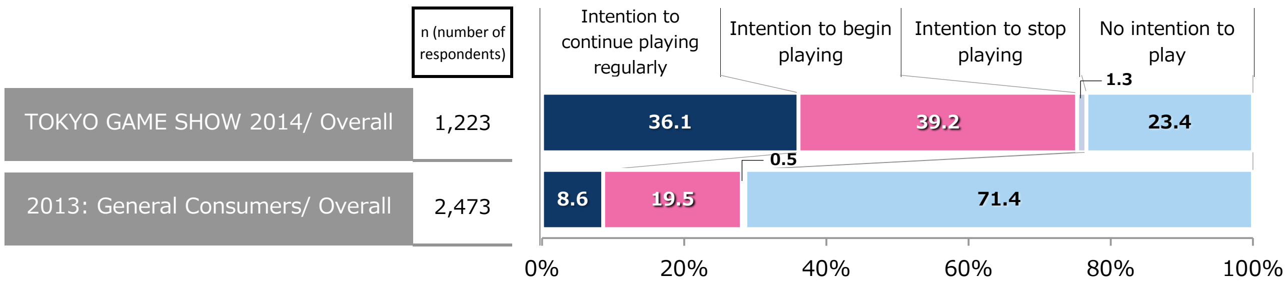
The results are shown below in four categories.



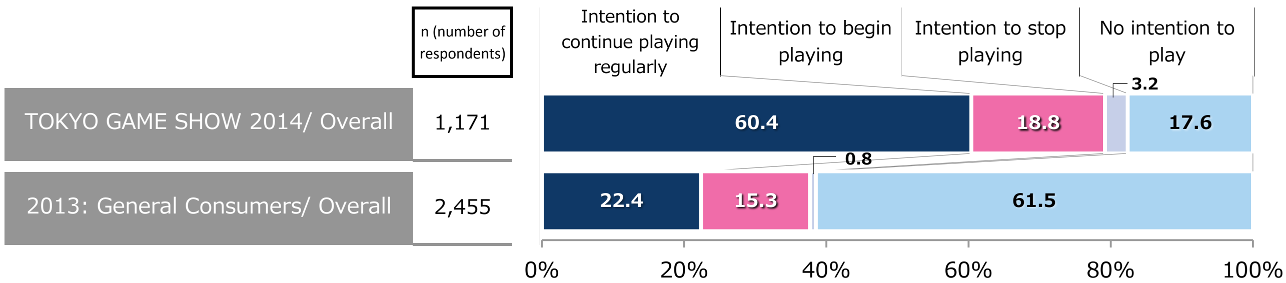
◆Video games



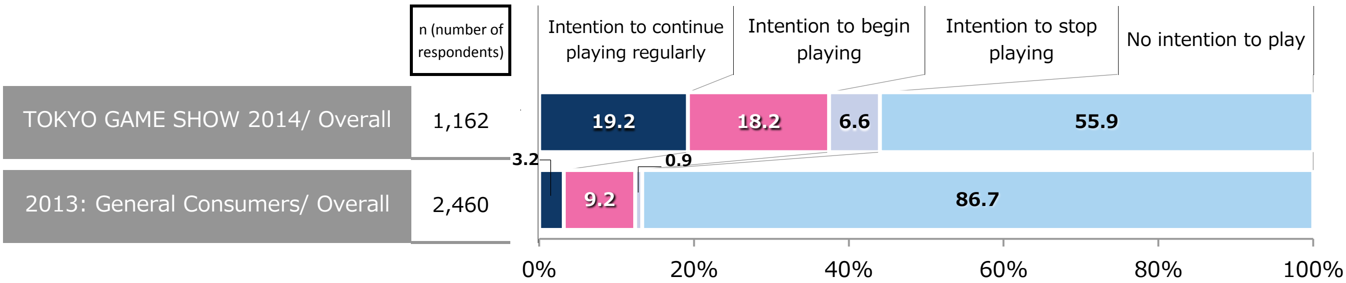
◆PC games



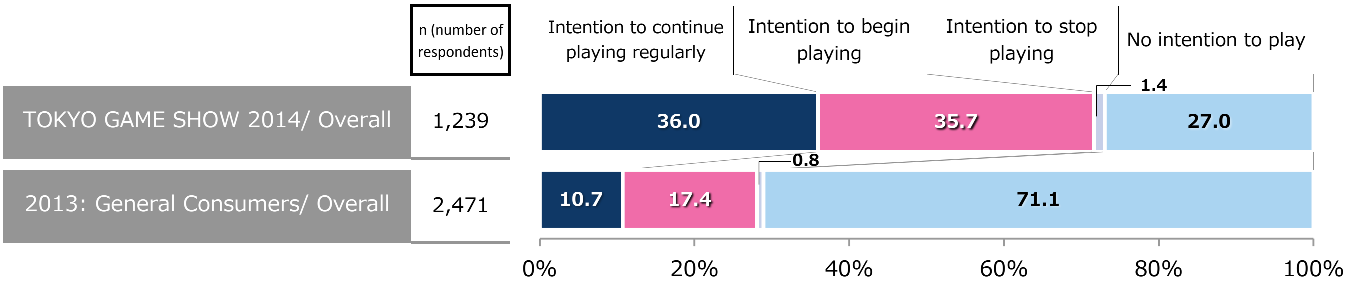
◆Smartphone/ tablet games



◆Mobile phone games



◆Arcade games



●The rate for “intention to continue playing regularly” of video games was 76.8%, 64.5 points higher than among general consumers.

●The rate for “intention to continue playing regularly” of PC games was 36.1%, 27.5 points higher than among general consumers.

●The rate for “intention to continue playing regularly” of smartphone/tablet games was 60.4%, 38.0 points higher than among general consumers.

●The rate for “intention to continue playing regularly” of mobile phone games was 19.2%, 16.0 points higher than among general consumers.

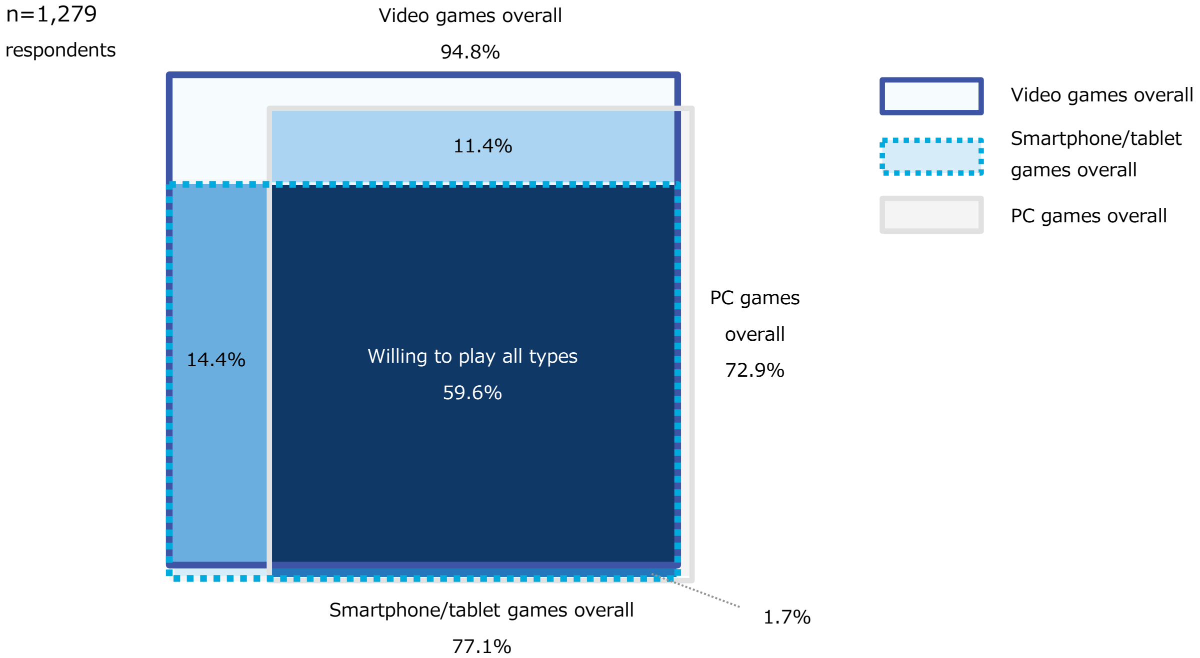
●The rate for “intention to continue playing regularly” of arcade games was 36.0%, 25.3 points higher than among general consumers.

8. Willing Player Overlap Rates for Each Hardware Type

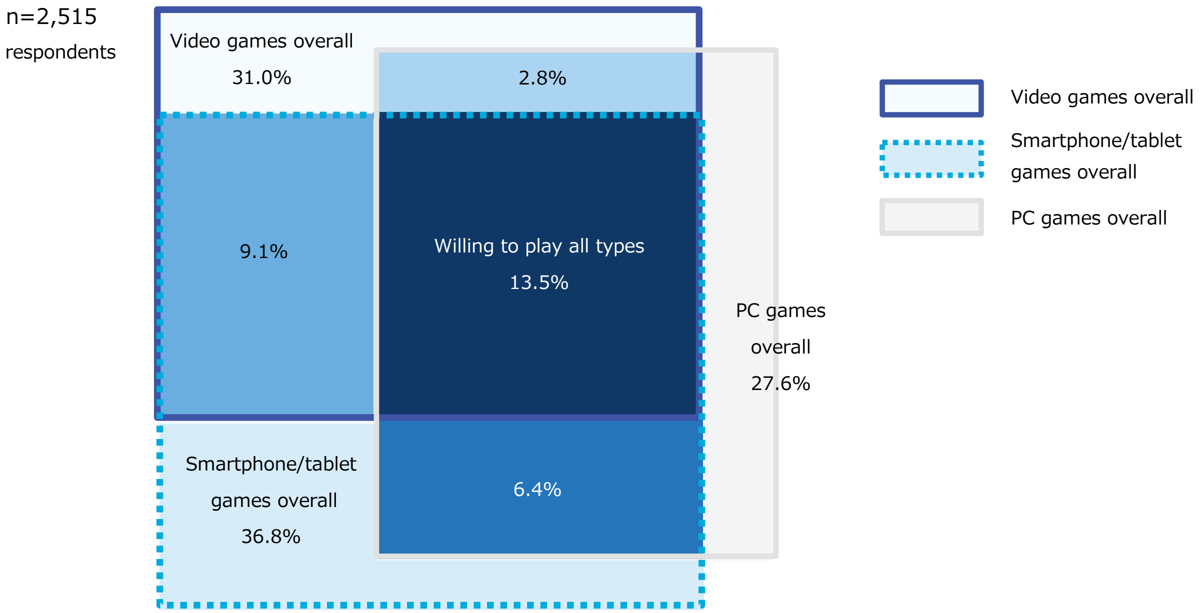
The following diagram represents the overlaps in the three game types of “video games,” “PC games,” and “smartphone/tablet games” as selected by willing players (those who answered “Want to proactively enjoy game playing” or “Will play if there are games that interest me.”)

■Comparison with General Consumers

[TOKYO GAME SHOW 2014/ Overall]



[2013: General Consumers/ Overall]



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

●The rate for respondents willing to continue regularly playing of “video games” and smartphone/tablet games” only was 14.4%. For regular players of “video games” and “PC games” only it was 11.4%.
●The rate for those willing to play all three types was 59.6%, 46.1 points higher than among general consumers.

■Game Play Willingness Rates by Willing Gamers of Each Hardware Type *1

[TOKYO GAME SHOW2014/ Willing players of each hardware type] (Unit: %)

	n (number of respondents)	video games	PC games	smartphone/tablet games	mobile phone games	arcade games
Willing players of video games	1,213	—	74.9	78.0	36.2	71.2
Willing players of PC games	933	97.3	—	84.0	41.8	74.1
Willing players of smartphone/tablet games	986	95.9	79.5	—	43.5	75.6
Willing players of mobile phone games	453	96.9	86.1	94.7	—	81.7
Willing players of arcade games	895	96.5	77.2	83.2	41.3	—

*Darker shading indicates a higher ratio.

[2013: General Consumers/ Willing players of each hardware type] (Unit: %)

	n (number of respondents)	video games	PC games	smartphone/tablet games	mobile phone games	arcade games
Willing players of video games	1,031	—	52.7	72.9	23.5	58.0
Willing players of PC games	864	59.1	—	71.9	30.8	51.0
Willing players of smartphone/tablet games	1,087	61.3	53.9	—	26.1	51.2
Willing players of mobile phone games	368	59.8	69.8	79.0	—	65.8
Willing players of arcade games	857	65.4	51.3	68.8	29.2	—

*Darker shading indicates a higher ratio.

*1 Willingness rate is based on the sum of "Want to proactively enjoy game playing" and "Will play if there are games that interest me."

- Looking at overlapping use among respondents willing players for each of the five hardware types of “video games,” “PC games,” “smartphone/tablet games,” “mobile phone games,” and “arcade games,” among respondents willing to play video games, the answer rate for “smartphone/tablet games” was 78.0%, and for PC games” it was 74.9%.
- Among respondents willing to play PC games, those willing to play smartphone/tablet games, those willing to play mobile phone games, and those willing to play arcade games, the answer rate for “video games” surpassed 95% in each case.

10. The Situation regarding TOKYO GAME SHOW 2014

1. Source of Awareness

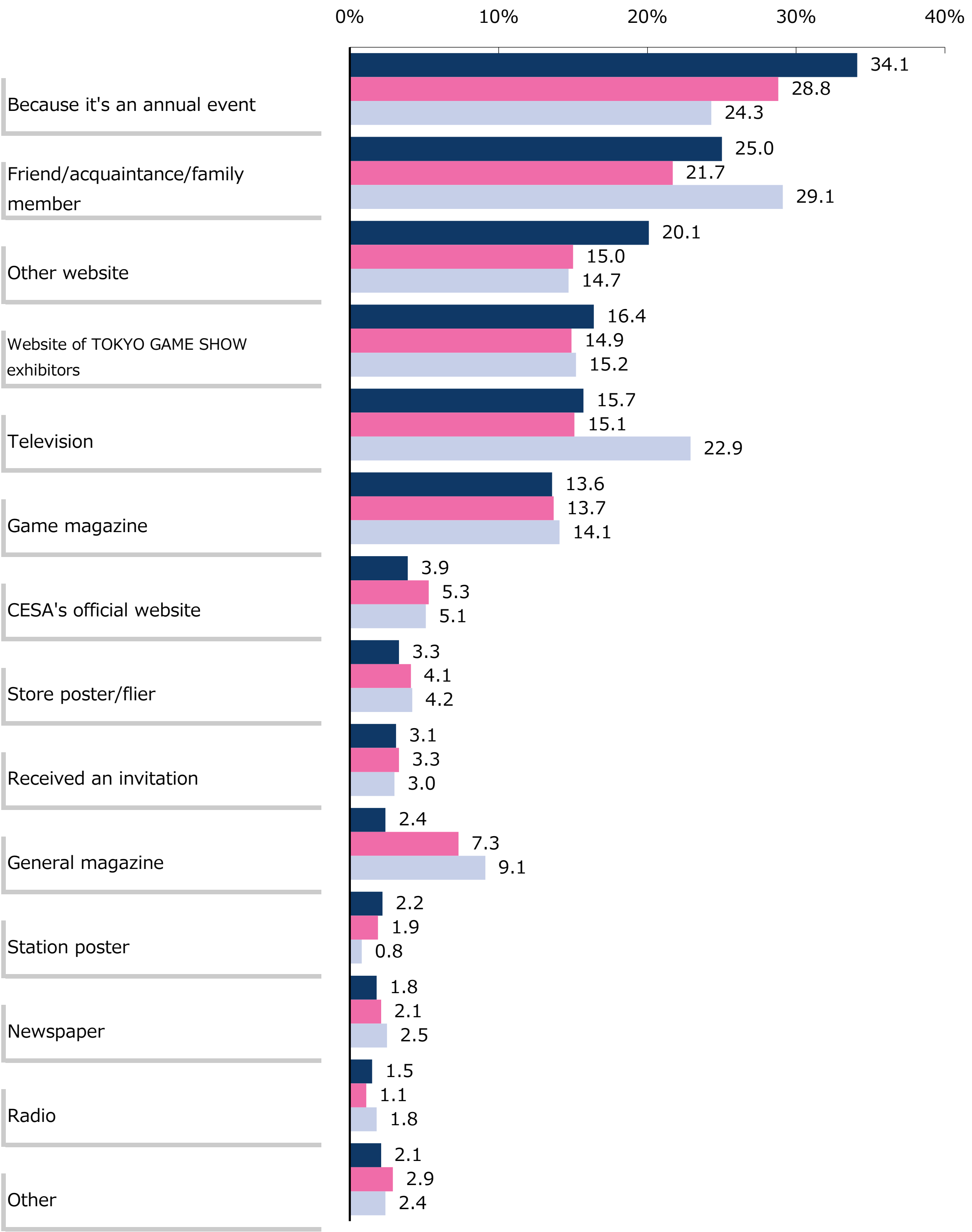
Question

How did you find out about the TOKYO GAME SHOW 2014? [Multiple answers]

■Time Series Comparison

[TOKYO GAME SHOW/ Overall]

TOKYO GAME SHOW 2014/ Overall (n=1,270)
TOKYO GAME SHOW 2013/ Overall (n=1,122)
TOKYO GAME SHOW 2012/ Overall (n=1,148)



■Gender and Age

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2014/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,270	967	14	68	165	183	166	242	104	25	303	22	28	41	49	45	65	48	5
Because it's an annual event	34.1	35.0	14.3	22.1	27.9	31.7	33.7	45.5	43.3	24.0	31.4	27.3	25.0	29.3	30.6	33.3	44.6	22.9	0.0
Friend/acquaintance/family member	25.0	22.8	50.0	35.3	37.0	26.8	21.1	13.2	8.7	12.0	32.3	27.3	42.9	31.7	34.7	40.0	26.2	27.1	40.0
Other website	20.1	20.2	14.3	19.1	21.8	20.8	14.5	23.6	20.2	16.0	19.8	13.6	14.3	19.5	26.5	11.1	18.5	29.2	20.0
Website of TOKYO GAME SHOW exhibitors	16.4	16.1	14.3	20.6	18.8	17.5	17.5	12.4	12.5	20.0	17.2	13.6	21.4	14.6	20.4	22.2	16.9	10.4	20.0
Television	15.7	15.5	21.4	23.5	17.6	12.0	12.0	12.4	17.3	48.0	16.5	27.3	21.4	12.2	18.4	6.7	7.7	33.3	0.0
Game magazine	13.6	15.2	0.0	13.2	15.8	14.2	13.9	19.0	12.5	16.0	8.6	4.5	10.7	12.2	14.3	6.7	6.2	6.3	0.0
CESA's official website	3.9	4.3	0.0	0.0	2.4	2.7	4.8	6.2	9.6	0.0	2.6	0.0	0.0	2.4	6.1	0.0	3.1	2.1	20.0
Store poster/flier	3.3	3.7	0.0	5.9	1.2	4.9	2.4	4.5	4.8	4.0	2.0	0.0	3.6	2.4	4.1	2.2	1.5	0.0	0.0
Received an invitation	3.1	2.9	0.0	0.0	7.9	2.7	3.0	1.2	1.9	0.0	3.6	0.0	3.6	14.6	0.0	6.7	1.5	0.0	0.0
General magazine	2.4	2.5	7.1	1.5	3.6	2.2	1.2	2.9	2.9	0.0	2.0	4.5	0.0	0.0	4.1	2.2	1.5	2.1	0.0
Station poster	2.2	2.2	0.0	0.0	0.6	3.8	2.4	2.9	1.0	4.0	2.3	0.0	0.0	2.4	4.1	4.4	0.0	4.2	0.0
Newspaper	1.8	1.8	0.0	0.0	2.4	1.1	2.4	2.5	1.0	0.0	2.0	4.5	3.6	0.0	0.0	2.2	4.6	0.0	0.0
Radio	1.5	1.7	0.0	0.0	0.6	1.6	0.6	3.3	1.0	8.0	1.0	4.5	0.0	0.0	0.0	0.0	1.5	2.1	0.0
Other	2.1	2.0	0.0	0.0	2.4	2.7	2.4	2.1	1.0	0.0	2.6	0.0	0.0	7.3	2.0	2.2	3.1	2.1	0.0

*Darker shading indicates a higher ratio.

●Regarding source of awareness of TOKYO GAME SHOW 2014, “because it's an annual event” accounted for the largest proportion at 34.1%. This was followed by “friend/acquaintance/family member” (25.0%) and “other website” (20.1%.) A comparison of different years reveals that the rate for “because it's an annual event” increases year by year.

●The rate for “because it's an annual event” surpassed 30% for both genders. The rate for “game magazine” was 6.6 points higher among males, and “friend/acquaintance/family member” was 9.5 points higher among females. “because it's an annual event” surpassed 40% among males of ages 30 to 49, and among females of ages 30 to 39.

2. Number of Visits

Question The TOKYO GAME SHOW has been held 23 times (summer 1996, spring and autumn 1997-2001, autumn 2002-2013.) How many have you been to? [Single answer]

■Time Series Comparison

[TOKYO GAME SHOW/ Overall]

	n (number of respondents)	Visited all 23 times before *1	Visited 7-22 times before *2	Visited 4-6 times before	Visited 1-3 times before	This is my first time	Average number of visits (times) *3
TOKYO GAME SHOW 2014/ Overall	1,254	1.4	10.6	13.1	30.1	44.8	3.7
TOKYO GAME SHOW 2013/ Overall	1,107	2.5	8.9	10.6	28.7	49.3	3.6
TOKYO GAME SHOW 2012/ Overall	1,138	1.8	5.5	9.9	28.1	54.7	3.0

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

■Gender and Age/ IPS

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

		n (number of respondents)	Visited all 23 times before	Visited 7-22 times before	Visited 4-6 times before	Visited 1-3 times before	This is my first time	Average number of visits (times)
TOKYO GAME SHOW 2014/ Overall		1,254	1.4	10.6	13.1	30.1	44.8	3.7
Gender and Age	Male	952	1.6	11.8	12.8	30.8	43.1	4.0
	3 to 9	14	0.0	0.0	14.3	42.9	42.9	2.1
	10 to 14	68	0.0	1.5	11.8	32.4	54.4	2.1
	15 to 19	162	0.0	2.5	6.2	27.8	63.6	2.0
	20 to 24	182	0.0	3.8	5.5	39.6	51.1	2.3
	25 to 29	164	0.0	12.2	15.2	32.3	40.2	3.5
	30 to 39	239	3.3	23.8	18.0	28.9	25.9	6.2
	40 to 49	100	7.0	20.0	20.0	20.0	33.0	7.1
	50 or older	23	0.0	13.0	17.4	26.1	43.5	4.2
	Female	302	0.7	7.0	13.9	28.1	50.3	3.0
	3 to 9	22	0.0	0.0	18.2	13.6	68.2	2.1
	10 to 14	29	0.0	3.4	13.8	27.6	55.2	2.3
	15 to 19	41	0.0	4.9	9.8	26.8	58.5	2.4
	20 to 24	49	0.0	2.0	12.2	24.5	61.2	2.1
	25 to 29	45	0.0	2.2	22.2	26.7	48.9	2.6
	30 to 39	65	1.5	16.9	13.8	33.8	33.8	4.4
	40 to 49	46	2.2	10.9	6.5	32.6	47.8	3.6
	50 or older	5	0.0	0.0	40.0	40.0	20.0	4.0
IPS	Innovator	582	1.7	11.2	14.3	34.0	38.8	4.0
	Early adopter	273	0.4	12.5	14.3	26.7	46.2	3.7
	Bridge people	192	1.0	9.9	11.5	27.1	50.5	3.6
	Majority	71	4.2	14.1	8.5	28.2	45.1	4.9
	Laggard	100	1.0	5.0	8.0	26.0	60.0	2.6

*Darker shading indicates a higher ratio.

*1 The column heading "Visited all 23 times before" appears in the TOKYO GAME SHOW 2013 Visitors' Survey as "Visited all 22 times before" and in the TOKYO GAME SHOW 2012 Visitors' Survey as "Visited all 21 times before."

*2 The column heading "Visited 7-22 times before" appears in the TOKYO GAME SHOW 2013 Visitors' Survey as "Visited 7-21 times before" and in the TOKYO GAME SHOW 2012 Visitors' Survey as "Visited 7-20 times before."

*3 The average number of visits includes the 2014 visit.

- Regarding number of visits, "this is my first time" accounted for 44.8% of the sample. The average number of visits being 3.7.
- A comparison of different years reveals an increase in the number who have visited more than once in the past.
- "This is my first time" was a more popular answer females. The average number of visits among males was 4.0, and among females it was 3.0. The average was as high as 7.1 among males of ages 40 to 49.

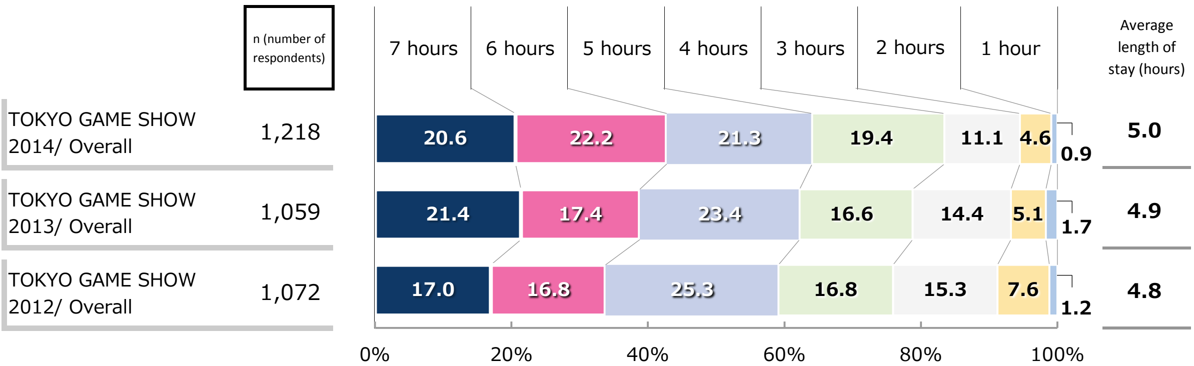
3. Planned Length of Stay

Quesiton

For today's TOKYO GAME SHOW 2014, how many hours do you plan to stay in total?[Numeric answer]

■Time Series Comparison

[TOKYO GAME SHOW/ Overall]



■Average length of stay by gender and age/ IPS

[TOKYO GAME SHOW 2014/ Overall]

(Unit: hour)

		n (number of respondents)	Average (0–6)	TOKYO GAME SHOW 2013/ Overall n (number of respondents)	TOKYO GAME SHOW 2013/ Overall Average length of stay (hours)	TOKYO GAME SHOW 2012/ Overall n (number of respondents)	TOKYO GAME SHOW 2012/ Overall Average length of stay (hours)
TOKYO GAME SHOW 2014/ Overall		1,218	5.0	1,059	4.9	1,072	4.8
Gender and Age	Male	920	5.1	823	5.0	830	4.8
	3 to 9	15	4.4	12	4.6	18	4.3
	10 to 14	69	5.3	59	4.4	112	5.2
	15 to 19	159	5.5	152	5.3	169	5.1
	20 to 24	170	5.4	150	5.1	129	4.7
	25 to 29	157	5.1	140	5.0	123	4.7
	30 to 39	225	4.8	201	5.0	189	4.8
	40 to 49	102	4.9	98	4.4	76	4.6
	50 or older	23	4.2	11	4.0	14	3.7
	Female	298	4.9	236	4.8	242	4.5
	3 to 9	22	4.3	6	4.7	12	4.2
	10 to 14	29	4.7	12	4.7	26	4.3
	15 to 19	38	5.3	23	5.3	22	4.0
	20 to 24	48	5.4	41	5.1	35	4.4
	25 to 29	44	4.7	48	4.6	37	4.7
	30 to 39	64	5.0	65	4.6	64	4.5
	40 to 49	48	4.8	38	5.1	40	4.9
	50 or older	5	4.8	3	4.7	6	5.2
IPS	Innovator	553	5.3				
	Early adopter	267	5.1				
	Bridge people	186	4.7				
	Majority	72	4.7				
	Laggard	103	4.5				

*Darker shading indicates a higher ratio.

- Regarding length of stay, the rates for “5 hours,” “6 hours,” and “7 hours” were in each case around 20%, and the average number of hours was 5.0.
- A comparison of different years reveals a year by year increase in the length of stay.
- The average number of hours was 5.0 for both males and females. Among males in the “15-19” cohort it was 5.5 hours, and among females in the “20-24” cohort it was 5.4. As for IPS category, the average among innovators was 5.3.

4. Number of Titles Visitors Planned to Sample

Question

For today's TOKYO GAME SHOW 2014, how many titles do you plan to sample in total?
[Numeric answer]

■Time Series Comparison

[TOKYO GAME SHOW/ Overall]

	n (number of respondents)	6 or more	4-5	3	2	1	0	Average (Titles)
TOKYO GAME SHOW 2014/ Overall	1,217	9.9	20.1	22.4	18.7	13.4	15.6	3.0
TOKYO GAME SHOW 2013/ Overall	989	10.8	22.0	18.9	19.2	14.0	15.1	3.1
TOKYO GAME SHOW 2012/ Overall	978	11.5	20.1	19.5	20.3	14.1	14.4	3.2

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

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

[TOKYO GAME SHOW 2014/ Overall]

(Unit: Title)

		n (number of respondents)	TOKYO GAME SHOW 2014/ Overall (Average)	TOKYO GAME SHOW 2013/ Overall n (number of respondents)	TOKYO GAME SHOW 2013/ Overall Average (Titles)	TOKYO GAME SHOW 2012/ Overall n (number of respondents)	TOKYO GAME SHOW 2012/ Overall Average (Titles)
	TOKYO GAME SHOW 2014/ Overall	1,217	3.0	989	3.1	978	3.2
Gender and Age	Male	937	3.1	781	3.2	775	3.1
	3 to 9	13	3.1	9	5.0	15	3.3
	10 to 14	69	4.2	55	4.1	104	4.3
	15 to 19	157	3.4	143	3.4	158	3.6
	20 to 24	176	2.9	144	2.5	121	2.5
	25 to 29	161	2.8	136	2.8	117	2.6
	30 to 39	237	3.1	196	3.3	180	2.7
	40 to 49	101	2.7	88	3.8	69	3.5
	50 or older	23	2.9	10	2.2	11	2.3
	Female	280	2.9	208	3.0	203	3.3
	3 to 9	19	3.6	6	5.7	9	4.0
	10 to 14	26	4.0	10	6.2	25	5.5
	15 to 19	38	3.3	20	3.4	18	2.6
	20 to 24	46	2.8	36	2.6	28	2.4
	25 to 29	44	2.8	44	2.9	33	2.1
	30 to 39	61	2.3	55	2.0	52	2.9
	40 to 49	43	2.9	34	3.3	34	4.6
	50 or older	3	2.3	3	3.0	4	1.8
IPS	Innovator	571	3.3				
	Early adopter	262	2.8				
	Bridge people	185	2.7				
	Majority	69	2.1				
	Laggard	98	3.1				

*Darker shading indicates a higher ratio.

●Regarding titles sampled, the answer rates for “2,” “3,” and “4-5” were in each case around 20%, and the average number of titles was 3.0.

●A comparison of different years reveals that while there is no marked difference between 2012 and 2013, there is a slight decreasing tendency in the number of titles.

●The number of titles was, at 4.2, higher among males in the “10-14” cohort compared to other ages. As for IPS category, the average among innovators was 3.3.

5. Favorite Developer/Publisher Booths

Question

Out of the developers/Publishers that have an exhibit at today's TOKYO GAME SHOW 2014, which in your opinion was the best? Please write down the name of the game company. [Open-ended answer]

[TOKYO GAME SHOW 2014/ Overall]

(n=1,137) respondents

Rank	Names of Company Booths *1	Number of persons *2	TOKYO GAME SHOW 2013/ Overall (n=865) respondents		TOKYO GAME SHOW 2012/ Overall (n=869) respondents	
			Number of persons	Rank	Number of persons	Rank
1	CAPCOM	218	80	(5)	194	(1)
2	SEGA	169	162	(1)	126	(3)
3	SQUARE ENIX	156	113	(3)	75	(5)
4	BANDAI NAMCO Games	113	104	(4)	149	(2)
5	KONAMI	110	21	(10)	118	(4)
6	Sony Computer Entertainment	101	139	(2)	32	(8)
7	GREE	42	28	(8)	42	(7)
8	KOEI TECMO GAMES	26	10	(14)	13	(10)
9	Nihon Falcom (KONAMI booth)	24	17	(11)	0	-
10	WARGAMING JAPAN	20	2	(22)	0	-
11	Microsoft Japan	19	31	(7)	0	-
	Bushiroad	19	14	(12)	17	(9)
13	DMM Games	18	0	-	0	-
14	ARC SYSTEM WORKS	16	11	(13)	10	(12)
15	Electronic Arts	15	24	(9)	2	(18)
16	Oculus VR	12	0	-	0	-
17	D3 PUBLISHER	10	0	-	0	-
18	Voltage	7	0	-	0	-
19	Marvelous (CAPCOM booth)	6	0	-	0	-
	Spike Chunsoft	6	0	-	0	-
21	Genius Sonority	5	0	-	0	-
22	FromSoftware	3	0	-	0	-
	G-cluster Global	3	1	(29)	0	-
	ALIENWARE	3	0	-	0	-
25	niconico	2	0	-	0	-
	5pb.	2	1	(29)	1	(22)
	ATLUS (SEGA booth)	2	1	(29)	0	-
	AVerMedia Technologies	2	1	(29)	0	-
	ASOBIMO	2	0	-	0	-
	DeNA	2	0	-	0	-
	Mad Catz	2	2	(22)	0	-
	DENGEKIONLINE	2	0	-	0	-

*1 When a product name is given instead of a company booth name, it is counted as an answer for the corresponding company booth.
e.g.) “MONSTER HUNTER”→“CAPCOM”,“PS4”→“Sony Computer Entertainment” etc.

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

■Order of Preference by Gender and Age

[TOKYO GAME SHOW 2014/ Overall] (Unit: person)

<table>
<tr><th></th><th>1st Place</th><th>2nd Place</th><th>3rd Place</th><th>4th Place</th><th>5th Place</th></tr>
<tr><td>TOKYO GAME SHOW 2014/ Overall</td><td>CAPCOM</td><td>SEGA</td><td>SQUARE ENIX</td><td>BANDAI NAMCO Games</td><td>KONAMI</td></tr>
<tr><td>(n=1,137)</td><td>218</td><td>169</td><td>156</td><td>113</td><td>110</td></tr>
<tr><td>Male</td><td>CAPCOM</td><td>SEGA</td><td>SQUARE ENIX</td><td>KONAMI</td><td>Sony Computer Entertainment</td></tr>
<tr><td>869</td><td>164</td><td>121</td><td>116</td><td>91</td><td>89</td></tr>
<tr><td>3 to 9</td><td>CAPCOM</td><td>SEGA</td><td>BANDAI NAMCO Games</td><td>WARGAMING JAPAN</td><td>ALIENWARE</td></tr>
<tr><td>7</td><td colspan="2">2</td><td colspan="3">1</td></tr>
<tr><td>10 to 14</td><td>CAPCOM</td><td>BANDAI NAMCO Games</td><td>SQUARE ENIX</td><td>KONAMI</td><td>Sony Computer Entertainment</td></tr>
<tr><td>60</td><td>22</td><td>9</td><td>6</td><td colspan="2">5</td></tr>
<tr><td>15 to 19</td><td>CAPCOM</td><td>SQUARE ENIX</td><td>SEGA</td><td>BANDAI NAMCO Games</td><td>KONAMI</td></tr>
<tr><td>153</td><td>27</td><td>20</td><td colspan="3">19</td></tr>
<tr><td>20 to 24</td><td>CAPCOM</td><td>SEGA</td><td>KONAMI</td><td>SQUARE ENIX</td><td>Sony Computer Entertainment</td></tr>
<tr><td>164</td><td>30</td><td>26</td><td>24</td><td>19</td><td>14</td></tr>
<tr><td>25 to 29</td><td>SEGA</td><td>CAPCOM</td><td>Sony Computer Entertainment</td><td>SQUARE ENIX</td><td>KONAMI</td></tr>
<tr><td>155</td><td>30</td><td>28</td><td>19</td><td>18</td><td>15</td></tr>
<tr><td>30 to 39</td><td>SQUARE ENIX</td><td>CAPCOM</td><td>SEGA</td><td>Sony Computer Entertainment</td><td>KONAMI</td></tr>
<tr><td>224</td><td>41</td><td>38</td><td>25</td><td>24</td><td>21</td></tr>
<tr><td>40 to 49</td><td>CAPCOM</td><td>BANDAI NAMCO Games</td><td>SEGA</td><td>SQUARE ENIX</td><td>*1</td></tr>
<tr><td>89</td><td>15</td><td>14</td><td>13</td><td>9</td><td>8</td></tr>
<tr><td>50 or older</td><td>SEGA</td><td>SQUARE ENIX</td><td colspan="3">*2</td></tr>
<tr><td>17</td><td colspan="2">3</td><td colspan="3">2</td></tr>
<tr><td>Female</td><td>CAPCOM</td><td>SEGA</td><td>SQUARE ENIX</td><td>BANDAI NAMCO Games</td><td>KONAMI</td></tr>
<tr><td>268</td><td>54</td><td>48</td><td>40</td><td>27</td><td>19</td></tr>
<tr><td>3 to 9</td><td>BANDAI NAMCO Games</td><td>CAPCOM</td><td>DMM Games</td><td>SQUARE ENIX</td><td rowspan="2"></td></tr>
<tr><td>13</td><td>7</td><td>3</td><td>2</td><td>1</td></tr>
<tr><td>10 to 14</td><td>SEGA</td><td>GREE</td><td>CAPCOM</td><td>KONAMI</td><td>Bushiroad</td></tr>
<tr><td>27</td><td>7</td><td>4</td><td colspan="3">3</td></tr>
<tr><td>15 to 19</td><td>CAPCOM</td><td>SQUARE ENIX</td><td>KOEI TECMO GAMES</td><td>SEGA</td><td>Bushiroad</td></tr>
<tr><td>37</td><td>10</td><td colspan="2">5</td><td colspan="2">4</td></tr>
<tr><td>20 to 24</td><td>CAPCOM</td><td>SEGA</td><td>SQUARE ENIX</td><td>BANDAI NAMCO Games</td><td>*3</td></tr>
<tr><td>45</td><td colspan="2">11</td><td>5</td><td>3</td><td>2</td></tr>
<tr><td>25 to 29</td><td>CAPCOM</td><td>SEGA</td><td>BANDAI NAMCO Games</td><td>SQUARE ENIX</td><td>Voltage</td></tr>
<tr><td>40</td><td>8</td><td colspan="2">6</td><td>5</td><td>3</td></tr>
<tr><td>30 to 39</td><td>SQUARE ENIX</td><td>CAPCOM</td><td>SEGA</td><td colspan="2">*4</td></tr>
<tr><td>62</td><td>19</td><td>12</td><td>8</td><td colspan="2">4</td></tr>
<tr><td>40 to 49</td><td>SEGA</td><td>CAPCOM</td><td>KONAMI</td><td>BANDAI NAMCO Games</td><td>GREE</td></tr>
<tr><td>41</td><td>10</td><td>7</td><td>6</td><td>5</td><td>4</td></tr>
<tr><td>50 or older</td><td>SEGA</td><td>GREE</td><td colspan="3" rowspan="2"></td></tr>
<tr><td>3</td><td>2</td><td>1</td></tr>
</table>

*1: Joint 5th place: Sony Computer Entertainment, GREE

*2: Joint 3rd place: CAPCOM, KONAMI, Sony Computer Entertainment, GREE

*3: Joint 5th place: KONAMI, KOEI TECMO GAMES, Nihon Falcom (KONAMI booth)

*4: Joint 4th place: KONAMI, Sony Computer Entertainment, GREE

● The developer/publisher booth ranked 1st was “CAPCOM” (218 respondents, 5th place last year.) This was followed by “SEGA” in 2nd place (169 respondents, 1st place last year,) “SQUARE ENIX” in 3rd place (156 respondents, 3rd place last year,) “BANDAI NAMCO Games” in 4th place (113 respondents, 4th place last year,) “KONAMI” in 5th place (110 respondents, 10th place last year,) and “Sony Computer Entertainment” in 6th place (101 respondents, 2nd place last year.)

● The top three booths were the same among both genders.

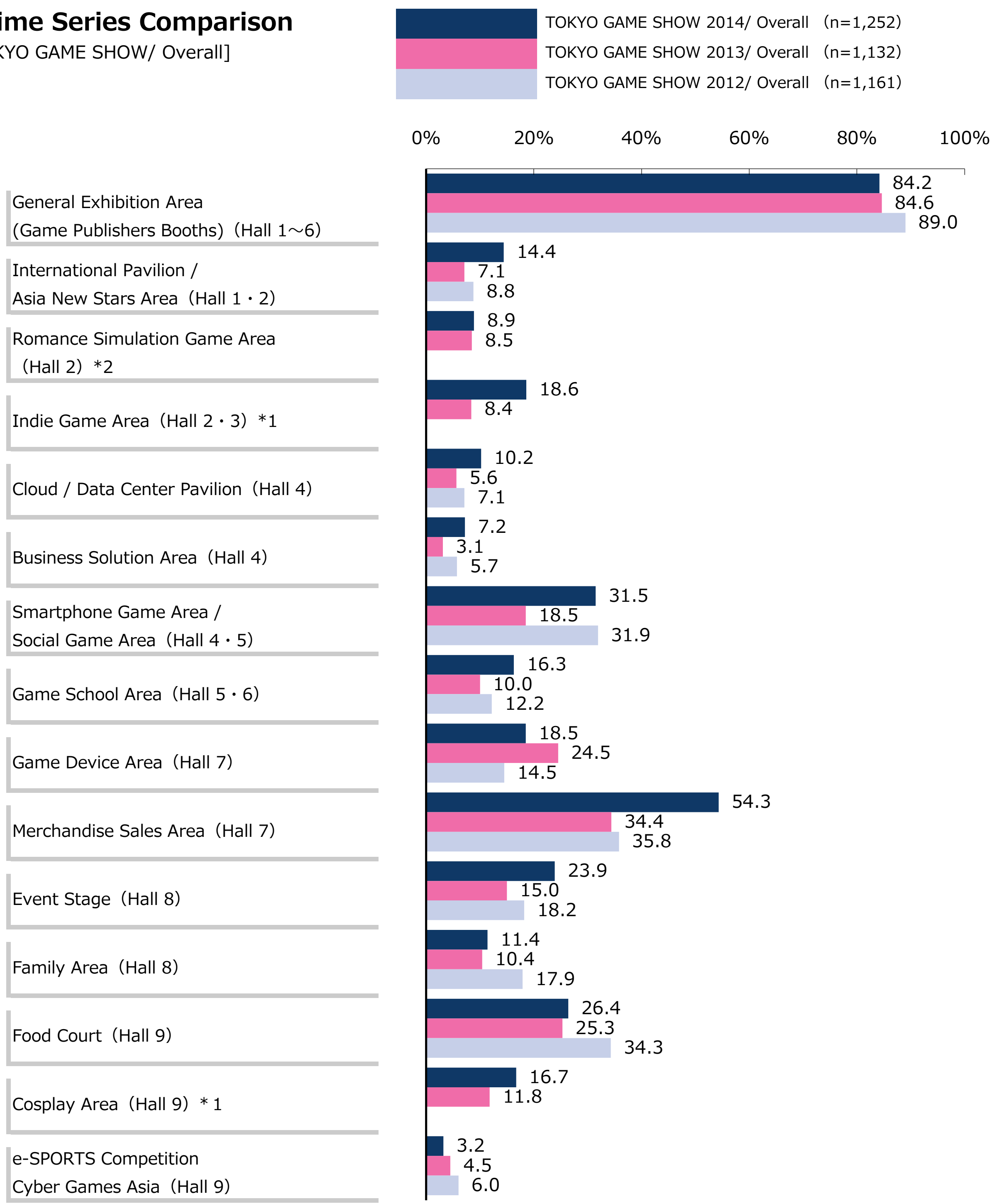
6. Areas Respondents Visited or Intended to Visit

Question

The booths at the TOKYO GAME SHOW 2014 are broadly divided into the following corners. Please tell us which of these you have been to or will definitely go to. [Multiple answers]

■Time Series Comparison

[TOKYO GAME SHOW/ Overall]



*1: Area that was not at the TOKYO GAME SHOW 2012

*2: The Romance Simulation Games area was called the "Otome Games Corner" in TOKYO GAME SHOW 2013.

■Gender and Age

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

		Gender and Age																	
	TOKYO GAME SHOW 2014/ Overall	Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,252	956	14	68	163	183	163	239	102	24	296	20	28	41	47	43	65	47	5
General Exhibition Area(Game Developers/Publishers Booths) (Hall 1～6)	84.2	85.8	50.0	82.4	87.1	89.6	85.9	87.4	81.4	79.2	79.1	40.0	82.1	78.0	85.1	86.0	83.1	74.5	100.0
International Pavilion / Asia New Stars Area (Hall 1・2)	14.4	16.4	0.0	13.2	14.1	19.7	12.9	20.1	16.7	12.5	7.8	0.0	0.0	19.5	8.5	7.0	9.2	2.1	20.0
Romance Simulation Game Area (Hall 2)	8.9	8.6	7.1	11.8	9.8	9.3	4.3	6.7	11.8	20.8	10.1	0.0	3.6	14.6	4.3	16.3	16.9	6.4	0.0
Indie Game Area (Hall 2・3)	18.6	20.5	7.1	19.1	22.7	20.2	14.7	23.4	21.6	25.0	12.5	0.0	7.1	24.4	19.1	18.6	7.7	4.3	20.0
Cloud / Data Center Pavilion (Hall 4)	10.2	12.6	0.0	11.8	14.7	11.5	8.6	13.4	14.7	25.0	2.7	0.0	0.0	9.8	0.0	2.3	4.6	0.0	0.0
Business Solution Area (Hall 4)	7.2	8.4	7.1	8.8	10.4	6.6	4.3	7.5	14.7	16.7	3.4	0.0	0.0	4.9	2.1	4.7	3.1	2.1	40.0
Smartphone Game Area / Social Game Area (Hall 4・5)	31.5	32.8	0.0	22.1	35.0	25.1	36.2	35.6	39.2	50.0	27.0	5.0	39.3	24.4	25.5	37.2	18.5	34.0	40.0
Game School Area (Hall 5・6)	16.3	17.8	0.0	20.6	27.6	19.1	11.0	15.5	14.7	25.0	11.5	10.0	10.7	24.4	17.0	11.6	7.7	2.1	0.0
Game Device Area (Hall 7)	18.5	22.1	0.0	19.1	27.0	26.2	17.8	21.3	21.6	16.7	6.8	0.0	3.6	17.1	4.3	4.7	7.7	6.4	0.0
Merchandise Sales Area (Hall 7)	54.3	53.2	21.4	45.6	63.8	56.8	50.3	52.7	46.1	50.0	57.8	40.0	50.0	51.2	66.0	60.5	70.8	51.1	20.0
Event Stage (Hall 8)	23.9	24.7	14.3	26.5	33.1	21.3	22.1	23.0	24.5	29.2	21.3	5.0	17.9	26.8	29.8	37.2	16.9	10.6	0.0
Family Area (Hall 8)	11.4	7.7	57.1	33.8	3.1	2.7	0.6	5.4	12.7	25.0	23.3	90.0	50.0	12.2	2.1	4.7	20.0	31.9	20.0
Food Court (Hall 9)	26.4	24.4	28.6	35.3	23.9	22.4	23.3	23.8	22.5	29.2	32.8	35.0	35.7	31.7	29.8	39.5	38.5	23.4	0.0
Cosplay Area (Hall 9)	16.7	16.1	7.1	7.4	17.8	16.9	19.0	18.0	10.8	12.5	18.6	15.0	25.0	22.0	29.8	25.6	10.8	6.4	20.0
e-SPORTS Competition Cyber Games Asia (Hall 9)	3.2	3.7	0.0	5.9	3.7	3.8	3.7	3.3	2.0	8.3	1.7	0.0	0.0	4.9	2.1	2.3	1.5	0.0	0.0

*Darker shading indicates a higher ratio.

- Regarding the areas visited, “general exhibition area(game developers/publishers booths)” stuck out from the rest at 84.2%. This was followed by “merchandise sales area” at 54.3%, and “smartphone game area / social game area” at 31.5%.
- A comparison of different years reveals that “merchandise sales area” is 20 points higher than the previous year and the year before last.
- “General exhibition area(game developers/publishers booths)” was highest among both genders, at around 80% in both cases, but “game device area” was 15.3 points higher among males, and “family area” was 15.6 points higher among females.

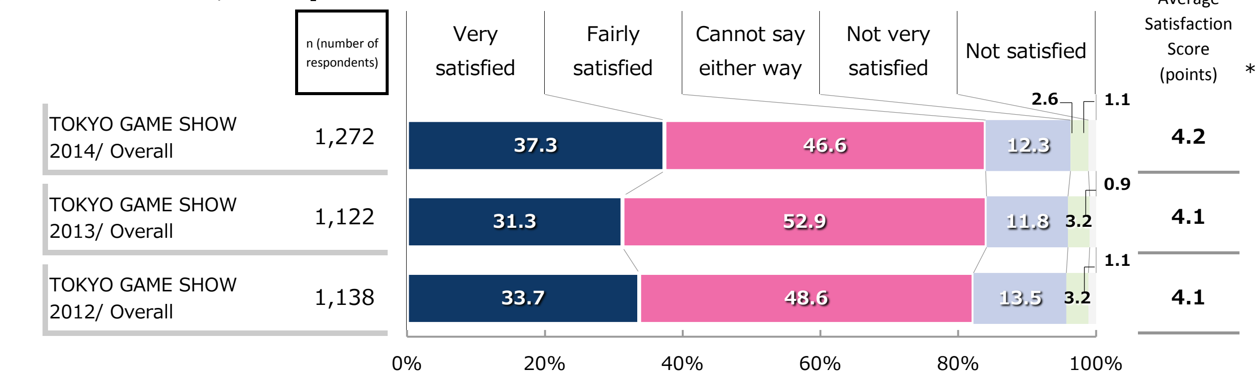
7. Degree of Satisfaction

Question

To what extent are you satisfied with the content of TOKYO GAME SHOW 2014? [Single answer]

■Time Series Comparison

[TOKYO GAME SHOW/ Overall]



■Gender and Age/ IPS

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

		n (number of respondents)	Very satisfied	Fairly satisfied	Cannot say either way	Not very satisfied	Not satisfied	Average Satisfaction Score (points)
TOKYO GAME SHOW 2014/ Overall		1,272	37.3	46.6	12.3	2.6	1.1	4.2
Gender and Age	Male	967	39.4	45.0	11.2	3.1	1.3	4.2
	3 to 9	15	13.3	26.7	60.0	0.0	0.0	3.5
	10 to 14	67	62.7	26.9	9.0	1.5	0.0	4.5
	15 to 19	165	61.2	34.5	3.6	0.6	0.0	4.6
	20 to 24	184	38.6	48.4	10.3	2.2	0.5	4.2
	25 to 29	166	32.5	54.2	7.2	4.8	1.2	4.1
	30 to 39	241	31.5	49.0	10.8	5.8	2.9	4.0
	40 to 49	104	26.0	48.1	22.1	1.0	2.9	3.9
	50 or older	25	32.0	36.0	28.0	4.0	0.0	4.0
	Female	305	30.8	51.8	16.1	1.0	0.3	4.1
	3 to 9	22	31.8	22.7	45.5	0.0	0.0	3.9
	10 to 14	29	51.7	41.4	6.9	0.0	0.0	4.4
	15 to 19	41	48.8	46.3	4.9	0.0	0.0	4.4
	20 to 24	50	34.0	54.0	8.0	2.0	2.0	4.2
	25 to 29	45	20.0	71.1	8.9	0.0	0.0	4.1
	30 to 39	65	20.0	58.5	20.0	1.5	0.0	4.0
	40 to 49	48	25.0	47.9	25.0	2.1	0.0	4.0
	50 or older	5	20.0	40.0	40.0	0.0	0.0	3.8
IPS	Innovator	594	48.0	41.4	7.2	2.4	1.0	4.3
	Early adopter	271	34.3	49.8	11.8	3.3	0.7	4.1
	Bridge people	194	23.7	59.3	12.9	3.1	1.0	4.0
	Majority	72	13.9	59.7	20.8	0.0	5.6	3.8
	Laggard	104	30.8	43.3	22.1	3.8	0.0	4.0

*Darker shading indicates a higher ratio.

*Average satisfaction score was calculated by giving 5 points to "Very satisfied," 4 points to "Fairly satisfied," 3 points to "Cannot say either way," 2 points to "Not very satisfied," and 1 point to "Not satisfied."

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

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

		n (number of respondents)	Very satisfied	Fairly satisfied	Cannot say either way	Not very satisfied	Not satisfied	Average Satisfaction Score (points)
TOKYO GAME SHOW 2014/ Overall		1,272	37.3	46.6	12.3	2.6	1.1	4.2
Number of Visits	Visited 7 times or more	150	30.7	47.3	12.0	6.7	3.3	4.0
	Visited 4-6 times	164	29.9	50.6	12.8	3.7	3.0	4.0
	Visited 1-3 times	376	41.5	45.2	10.1	2.7	0.5	4.2
	First visit	562	38.6	46.8	13.3	1.2	0.0	4.2
Length of Stay	7 hours	250	46.0	44.8	6.8	2.4	0.0	4.3
	6 hours	270	44.4	43.7	8.9	1.9	1.1	4.3
	5 hours	257	35.4	51.8	10.9	1.6	0.4	4.2
	4 hours	234	33.8	47.4	15.0	2.6	1.3	4.1
	3 hours or less	202	19.8	47.5	24.8	5.0	3.0	3.8
Titles Sampled	6 titles or more	120	42.5	46.7	6.7	4.2	0.0	4.3
	3-5 titles	515	42.7	42.3	11.5	2.5	1.0	4.2
	1-2 titles	388	35.3	49.2	12.6	1.8	1.0	4.2
	0 titles	189	25.4	51.9	16.4	4.2	2.1	3.9

*Darker shading indicates a higher ratio.

■Degree of Satisfaction by Areas Visited

[TOKYO GAME SHOW 2014/ Overall] (Unit: %)

		n (number of respondents)	Very satisfied	Fairly satisfied	Cannot say either way	Not very satisfied	Not satisfied	Average Satisfaction Score (points)
TOKYO GAME SHOW 2014/ Overall		1,272	37.3	46.6	12.3	2.6	1.1	4.2
Areas Visited	General Exhibition Area (Game Publishers Booths) (Hall 1～6)	1,052	37.9	48.1	10.5	2.5	1.0	4.2
	International Pavilion / Asia New Stars Area (Hall 1・2)	180	41.1	47.8	5.6	2.8	2.8	4.2
	Romance Simulation Game Area (Hall 2)	112	47.3	42.9	8.9	0.0	0.9	4.4
	Indie Game Area (Hall 2・3)	233	43.3	46.8	6.9	2.6	0.4	4.3
	Cloud / Data Center Pavilion (Hall 4)	128	49.2	43.8	5.5	0.8	0.8	4.4
	Business Solution Area (Hall 4)	90	37.8	52.2	7.8	1.1	1.1	4.2
	Smartphone Game Area / Social Game Area (Hall 4・5)	393	38.9	48.1	9.2	3.3	0.5	4.2
	Game School Area (Hall 5・6)	204	42.6	45.6	9.3	2.5	0.0	4.3
	Game Device Area (Hall 7)	231	41.1	47.6	7.8	2.6	0.9	4.3
	Merchandise Sales Area (Hall 7)	679	39.3	47.6	10.5	1.6	1.0	4.2
	Event Stage (Hall 8)	299	44.8	43.5	9.4	2.0	0.3	4.3
	Family Area (Hall 8)	143	37.1	37.8	24.5	0.7	0.0	4.1
	Food Court (Hall 9)	329	38.9	46.5	11.6	2.7	0.3	4.2
	Cosplay Area (Hall 9)	209	45.0	46.4	7.2	1.4	0.0	4.3
	e-SPORTS Competition Cyber Games Asia (Hall 9)	40	55.0	40.0	5.0	0.0	0.0	4.5

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

*Darker shading indicates a higher ratio.

- ●Regarding the rates for degree of satisfaction with the TOKYO GAME SHOW 2014 were as follows, “very satisfied” was 37.3%, and “fairly satisfied” at 46.6%. Counted together they account for 84.0% of the sample. The average satisfaction score was 4.2.
- ●A comparison of different years reveals that the rate for “very satisfied”(37.3%) is up 6.0 points from 2013.
- ●At more than 60%, the rate for “very satisfied" was higher among males in the “10-19” cohort.
- ●Regarding IPS, the rate for “very satisfied” was 48.0 among innovators, the average score being 4.3.
- ●As for the breakdown by length of stay, respondents who stayed longer tended to award a higher satisfaction score. The average score given by respondents who stayed 7 hours was 4.3.
- ●Regarding number of titles sampled, respondents who sampled more titles tended to award a higher satisfaction score. The average score given by respondents who sampled 6 titles or more was 4.3.

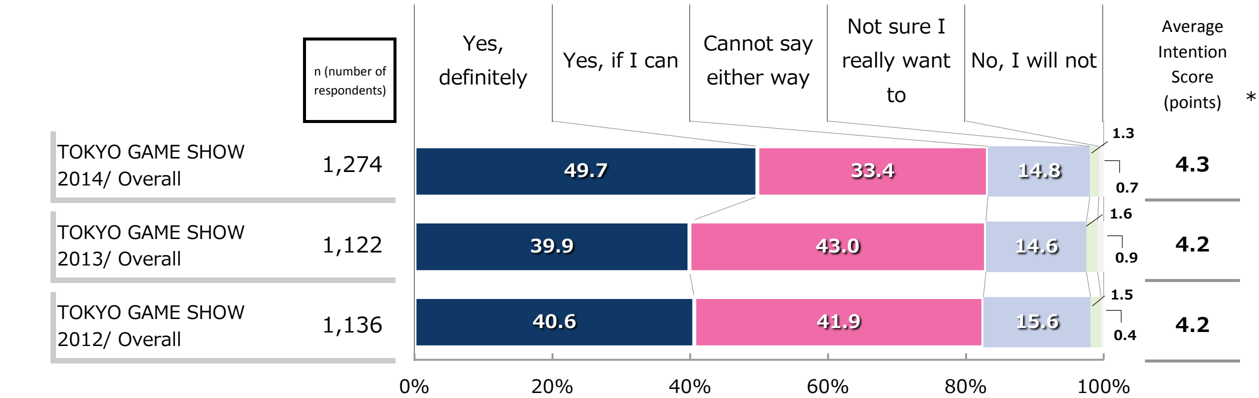
8. Intention to Visit Again

Question

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

■Time Series Comparison

[TOKYO GAME SHOW/ Overall]



■Gender and Age/ IPS

[TOKYO GAME SHOW 2014/ Overall] (Unit: %)

		n (number of respondents)	Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not	Average Intention Score (points)
TOKYO GAME SHOW 2014/ Overall		1,274	49.7	33.4	14.8	1.3	0.7	4.3
Gender and Age	Male	969	52.3	31.6	14.0	1.3	0.7	4.3
	3 to 9	15	20.0	46.7	33.3	0.0	0.0	3.9
	10 to 14	68	69.1	19.1	11.8	0.0	0.0	4.6
	15 to 19	165	61.8	29.1	8.5	0.6	0.0	4.5
	20 to 24	184	51.1	29.9	16.8	2.2	0.0	4.3
	25 to 29	166	45.2	41.0	12.0	0.6	1.2	4.3
	30 to 39	242	50.0	33.1	13.2	2.9	0.8	4.3
	40 to 49	104	50.0	27.9	19.2	0.0	2.9	4.2
	50 or older	25	52.0	24.0	24.0	0.0	0.0	4.3
	Female	305	41.3	39.3	17.4	1.3	0.7	4.2
	3 to 9	22	45.5	13.6	40.9	0.0	0.0	4.0
	10 to 14	29	55.2	34.5	10.3	0.0	0.0	4.4
	15 to 19	41	43.9	41.5	12.2	2.4	0.0	4.3
	20 to 24	50	52.0	32.0	10.0	2.0	4.0	4.3
	25 to 29	45	35.6	51.1	13.3	0.0	0.0	4.2
	30 to 39	65	29.2	43.1	24.6	3.1	0.0	4.0
	40 to 49	48	41.7	41.7	16.7	0.0	0.0	4.3
	50 or older	5	20.0	60.0	20.0	0.0	0.0	4.0
IPS	Innovator	594	61.8	27.6	8.4	1.5	0.7	4.5
	Early adopter	273	45.4	37.0	16.1	1.1	0.4	4.3
	Bridge people	194	36.6	42.8	19.1	0.5	1.0	4.1
	Majority	72	31.9	37.5	25.0	2.8	2.8	3.9
	Laggard	104	33.7	39.4	25.0	1.9	0.0	4.0

*Darker shading indicates a higher ratio.

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

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

[TOKYO GAME SHOW 2014/ Overall] (Unit: %)

		n (number of respondents)	Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not	Average Intention Score (points)
TOKYO GAME SHOW 2014/ Overall		1,274	49.7	33.4	14.8	1.3	0.7	4.3
Number of Visits	Visited 7 times or more	150	65.3	25.3	7.3	2.0	0.0	4.5
	Visited 4-6 times	164	53.7	30.5	13.4	1.2	1.2	4.3
	Visited 1-3 times	378	58.7	31.0	8.7	1.1	0.5	4.5
	First visit	562	38.3	38.4	21.4	1.4	0.5	4.1
Length of Stay	7 hours	250	68.4	24.8	5.2	1.2	0.4	4.6
	6 hours	270	56.3	29.6	13.0	1.1	0.0	4.4
	5 hours	259	42.9	42.1	13.9	0.8	0.4	4.3
	4 hours	234	41.9	37.2	17.9	2.1	0.9	4.2
	3 hours or less	202	28.7	38.6	28.7	2.0	2.0	3.9
Titles Sampled	6 titles or more	120	63.3	30.8	5.0	0.8	0.0	4.6
	3-5 titles	515	55.1	29.9	13.4	1.4	0.2	4.4
	1-2 titles	389	45.8	38.3	13.9	1.3	0.8	4.3
	0 titles	190	37.4	34.7	24.2	1.6	2.1	4.0
Degree of Satisfaction regarding Visit	Very satisfied	475	83.4	14.3	2.1	0.2	0.0	4.8
	Fairly satisfied	593	35.4	51.8	11.6	0.8	0.3	4.2
	Cannot say either way	157	14.0	25.5	58.0	1.9	0.6	3.5
	Not very satisfied	33	9.1	30.3	48.5	12.1	0.0	3.4
	Not satisfied	14	7.1	0.0	21.4	28.6	42.9	2.0

*Darker shading indicates a higher ratio.

■ Intention to Visit Next TOKYO GAME SHOW by Areas Visited

[TOKYO GAME SHOW 2014/ Overall]

(Unit: %)

		n (number of respondents)	Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not	Average Intention Score (points)
TOKYO GAME SHOW 2014/ Overall		1,274	49.7	33.4	14.8	1.3	0.7	4.3
Areas Visited	General Exhibition Area (Game Publishers Booths) (Hall 1～6)	1,054	51.6	33.5	13.0	1.3	0.6	4.3
	International Pavilion / Asia New Stars Area (Hall 1・2)	180	58.9	28.9	9.4	1.1	1.7	4.4
	Romance Simulation Game Area (Hall 2)	112	58.9	29.5	10.7	0.0	0.9	4.5
	Indie Game Area (Hall 2・3)	233	57.1	32.6	8.6	1.3	0.4	4.4
	Cloud / Data Center Pavilion (Hall 4)	128	56.3	34.4	8.6	0.0	0.8	4.5
	Business Solution Area (Hall 4)	90	51.1	38.9	8.9	0.0	1.1	4.4
	Smartphone Game Area / Social Game Area (Hall 4・5)	394	55.1	34.5	9.9	0.3	0.3	4.4
	Game School Area (Hall 5・6)	204	59.3	30.4	10.3	0.0	0.0	4.5
	Game Device Area (Hall 7)	231	57.6	32.9	7.8	1.7	0.0	4.5
	Merchandise Sales Area (Hall 7)	680	53.4	34.6	10.4	1.3	0.3	4.4
	Event Stage (Hall 8)	299	60.2	29.8	9.0	0.7	0.3	4.5
	Family Area (Hall 8)	143	44.8	35.0	20.3	0.0	0.0	4.2
	Food Court (Hall 9)	330	53.3	32.4	13.3	0.6	0.3	4.4
	Cosplay Area (Hall 9)	209	57.9	33.5	8.6	0.0	0.0	4.5
	e-SPORTS Competition Cyber Games Asia (Hall 9)	40	60.0	30.0	10.0	0.0	0.0	4.5

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

*Darker shading indicates a higher ratio.

- Regarding their intention to visit the next TOKYO GAME SHOW, 49.7% of the visitors to the TOKYO GAME SHOW 2014 answered “Yes, definitely,” and 33.4% answered “yes, if I can.” Counted together, they account for 83.1% of the sample. The average score for intention to visit was 4.3.
- A comparison of different years reveals that “yes, definitely” is 9.8 points up from 2013.
- At 69.1%, the rate for “yes, definitely” was higher among males in the “10-14” cohort.
- As for IPS category, the rate for “yes,definitely” among innovators was 61.8%, the average score being 4.5.
- Regarding length of stay, respondents who stay longer tend to have a stronger intention to visit again. The average score for intention to visit given by respondents who stayed 7 hours was 4.6.
- Regarding number of titles sampled, respondents who sampled more titles tended to have a stronger intention to visit again. The average score for intention to visit given by respondents who sampled 6 titles or more was 4.6.
- Regarding the breakdown by satisfaction level, respondents with a higher satisfaction level tended to have a stronger intention to visit again. The average score for intention to visit given by respondents who were very satisfied was 4.8.

Appendix: Questionnaire

TOKYO GAME SHOW 2014 Visitors Survey Questionnaire

Office Use Only A	Office Use Only B
1. Hall 3 2. Hall 6 3. Hall 8	1.10:00– 4.13:00– 7.16:00– 2.11:00– 5.14:00– 3.12:00– 6.15:00–

[For all respondents]

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

(1) What is your gender? (Please select one)	(2) How old are you?	(3) Which prefecture do you live in? (Please select one)
1 Male **2** Female	years old	**1** Tokyo 23 wards **2** Tokyo, outside 23 wards **3** Chiba Prefecture **4** Saitama Prefecture **5** Kanagawa Prefecture **6** Ibaraki Prefecture **7** Tochigi Prefecture **8** Gunma Prefecture **9** Yamanashi Prefecture **10** Other prefecture( )

★

[For all respondents]

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

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

★

■Questions about video games

Please note that "video games" refers to games that are played on the hardware shown below in Q3.

[For all respondents]

Q3 Questions about video game hardware

(a) Please select every piece of video game hardware that you have in your home. (Please select all that apply)
(b) Of the answers you selected for (a), please select every piece of video game hardware that you personally own. (Please select all that apply)
(c) Please select every piece of video game hardware that you play games on. (Please select all that apply)
(d) Please select every piece of video game hardware that you (or a co-resident) plan to purchase for your home (as a replacement or as an addition) (Please select all that apply)

(Please select all that apply for each)	(a) Have in home ↓	(b) Personally own ↓	(c) Play games on ↓	(d) Plan to purchase for home ↓
Wii	**1**	**1**	**1**	**1**
Wii U	**2**	**2**	**2**	**2**
Nintendo 3DS /New Nintendo 3DS (including LL)	**3**	**3**	**3**	**3**
Nintendo DS (including Lite / DSi / LL)	**4**	**4**	**4**	**4**
PlayStation 3	**5**	**5**	**5**	**5**
PlayStation 4	**6**	**6**	**6**	**6**
PlayStation Vita (including Vita TV)	**7**	**7**	**7**	**7**
PSP(PlayStation Portable)(including PSP go)	**8**	**8**	**8**	**8**
Xbox 360	**9**	**9**	**9**	**9**
Xbox One	**10**	**10**	**10**	**10**
None of the above	**11**	**11**	**11**	**11**

★

[For all respondents]

Q4 Do you ever play games on video game hardware? (Please select one)

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

→ Go to Q10 on page 3

★

[Those who answered "continue to play regularly" in Q4]

Q5 Please select the answer that best matches your video game hardware play situation. (Please select one)

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

★

[Those who answered "continue to play regularly" in Q4]

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

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

★

[Those who answered "continue to play regularly" in Q4]

Q7Have you purchased any video game software in the past year?

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

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

*Software downloads refers to game software purchased and downloaded on a video game hardware. It also refers to purchases of download cards or codes from stores.

(Please select one for each)		0	1	2	3	4	5	6	7	8	9	10	11	12 or more	
New package software															
a) For Wii	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
b) For Wii U	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
c) For Nintendo 3DS	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
d) For Nintendo DS	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
e) For PlayStation 3	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
f) For PlayStation 4	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
g) For PlayStation Vita	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
h) For PSP (PlayStation Portable)	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
i) For Xbox 360	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
j) For Xbox One	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
Payable software downloads															
k) Purchases on Nintendo game hardware (Wii, Wii U, DS, 3DS) on Nintendo eShop	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
l) Purchases on PlayStation Store (PS3, PS4, PSP, Vita)	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
m) Purchases on Xbox Live Marketplace (Xbox 360, Xbox One)	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★

[Those who answered "continue to play regularly" in Q4]

Q8 In the past year, have you purchased any additional payable content from a download service for video game hardware? (Please select one)

*Additional content refers to items, stages, scenarios, or music that are added to an existing video game.

*Download service refers to Nintendo eShop, Wii Shop Channel, PlayStation Store, and Xbox Live Marketplace, etc.

1 Purchased by download **2** Did not purchase by download

[Those who answered "continue to play regularly" in Q4]

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

1 Role-playing
2 Nurturing simulation
3 Strategic simulation/Strategy
4 Love simulation
5 Adventure
6 Action
7 Survival horror
8 Rhythm-action
9 Sound novels
10 Fighting competition
11 Shooting
12 First person shooter
13 Sports
14 Racing
15 Puzzle/quiz
16 Card battle games
17 Board games
18 Variety/Party games
19 Strategic table games
20 Gambling-type table games
21 Instrumental simulator
22 Massive multiplayer online role playing games
23 Battle-type network games
24 Study/Learning/Training
25 Communication
26 Fortune telling
27 Do not like any of the above genres

■Questions about PC games

[For all respondents]

Q10 Do you ever play games on PC? (Please select one)

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

→ Go to Q13

[Those who answered "continue to play regularly" in Q10 (regular players of PC games)]

Q11 Please indicate the type(s) of PC games that you have played in the past year. (Please select all that apply)

1 Payable package game software purchased in stores or via mail order
2 Payable game downloads
3 Games with monthly subscription
4 Games with free-to-play basic content and in-game item charges
5 Completely free games
6 Other games (specify:)
7 Do not know/ do not remember

[Those who answered "games with free-to-play basic content and in-game item charges" in Q11.]

Q12 In the past year, have you purchased in-game items for a PC game? (Please select one)

1 Yes 2 No

■Questions about smartphone/tablet games

[For all respondents]

Q13 Do you ever play games on smartphone/tablet? (Please select one)

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

→ Go to Q16

[Those who answered "continue to play regularly" in Q13 (regular players of smartphone/tablet games)]

Q14 Please indicate the type(s) of smartphone/tablet games that you have played in the past year.

(Please select all that apply)

[Games downloaded as applications]

1 Payable games
2 Games with monthly subscription
3 Games with free-to-play basic content and in-game item charges
4 Completely free games

[Games displayed on browser (*)]

5 Payable games
6 Games with monthly subscription
7 Games with free-to-play basic content and in-game item charges
8 Completely free games
9 Other games (specify:)
10 Do not know/ do not remember

*Games that you can play simply by accessing a website without requiring the installation of special software.

[Those who answered [3] or [7] in Q14 (games with free-to-play basic content and in-game item charges)]

Q15 In the past year, have you purchased in-game items for a smartphone/tablet game? (Please select one)

1 Yes 2 No

■Questions about mobile phone games

[For all respondents]

Q16 Do you ever play games on mobile phone?(Please select one)

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

→ Go to Q19 on the next page

[Those who answered "continue to play regularly" in Q16 (regular players of mobile phone games)]

Q17 Please indicate the type(s) of mobile phone games that you have played in the past year.(Please select all that apply)

1	Payable games
2	Games with monthly subscription
3	Games with free-to-play basic content and in-game item charges
4	Completely free games
5	Other games (specify:)
6	Do not know/ do not remember

[Those who answered 3 in Q17 (games with free-to-play basic content and in-game item charges)]

Q18 In the past year, have you purchased in-game items for a mobile phone game?(Please select one)

1	Yes	**2**	No

■Questions about arcade games

[For all respondents]

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

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

■Questions about games overall

[For all respondents]

Q20 In the future, which, if any, of the following hardware/places would you like to play games on/at?

(Please select one for each)

(Please select one for each)	Want to proactively enjoy game playing	Will play if there are games that interest me	Not sure I particularly want to	No intention to play at all
a) Video game hardware →	**1**	**2**	**3**	**4**
b) PC →	**1**	**2**	**3**	**4**
c) Smartphone/tablet →	**1**	**2**	**3**	**4**
d) Mobile phone →	**1**	**2**	**3**	**4**
e) Arcade →	**1**	**2**	**3**	**4**

[For all respondents]

Q21 For each of the following statements, please select the answer that best matches how you feel.

(Please select one for each)

(Please select one for each)	Agree completely	Agree to some extent	Disagree to some extent	Completely disagree	
a) Oftentimes, the games that catch my eye become very popular later on →	**1**	**2**	**3**	**4**	★
b) I proactively search out the latest game-related information →	**1**	**2**	**3**	**4**	★
c) I am very discerning when it comes to choosing game software →	**1**	**2**	**3**	**4**	★
d) I spend most of my free time playing video games →	**1**	**2**	**3**	**4**	★
e) I love video games →	**1**	**2**	**3**	**4**	★
f) I proactively tell others about game-related information and issues →	**1**	**2**	**3**	**4**	★

■Questions about the TOKYO GAME SHOW

Q22 (1) Have you visited the booths, corners, and events etc. at today's TOKYO GAME SHOW 2014? Please select the answer that best matches. (Please select one)

1 I am going to look at them (have not seen any so far)	**2** I have looked at some of them and will go to look at some more	**3** I have largely finished looking at them	**4** I have finished looking at them

(2) How did you find out about the TOKYO GAME SHOW 2014? (Please select all that apply)

1	Television	**6**	Store poster/flier	**11**	Other website
2	Radio	**7**	Station poster	**12**	Received an invitation
3	Newspaper	**8**	Friend/acquaintance/family member	**13**	Because it's an annual event
4	Game magazine	**9**	CESA's official website	**14**	Other
5	General magazine	**10**	Website of TOKYO GAME SHOW exhibitors		(specify:)

(3) The TOKYO GAME SHOW has been held 23 times (summer 1996, spring and autumn 1997-2001, autumn 2002-2013.) How many have you been to? (Please select one)

1 ( ) times	**2** This is my first time

★

(4) For today's TOKYO GAME SHOW 2014, how many hours do you plan to stay in total? → Approximately [ ] hour ★

(5) For today's TOKYO GAME SHOW 2014, how many titles do you plan to sample in total? → Approximately [ ] titles ★

(6) Out of the developers/publishers that have an exhibit at today's TOKYO GAME SHOW 2014, which in your opinion was the best? Please write down the name of the game company. → developer/publisher booth (select 1 only)

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

(7) The booths at the TOKYO GAME SHOW 2014 are broadly divided into the following corners. Please tell us which of these you have been to or will definitely go to. (Please select all that apply)

1	General Exhibition Area (Game Developers/Publishers Booths)	(Hall 1～6)
2	International Pavilion / Asia New Stars Area	(Hall 1・2)
3	Romance Simulation Game Area	(Hall 2)
4	Indie Game Area	(Hall 2・3)
5	Cloud / Data Center Pavilion	(Hall 4)
6	Business Solution Area	(Hall 4)
7	Smartphone Game Area / Social Game Area	(Hall 4・5)
8	Game School Area	(Hall 5・6)
9	Game Device Area	(Hall 7)
10	Merchandise Sales Area	(Hall 7)
11	Event Stage	(Hall 8)
12	Family Area	(Hall 8)
13	Food Court	(Hall 9)
14	Cosplay Area	(Hall 9)
15	e-SPORTS Competition Cyber Games Asia	(Hall 9)

(8) To what extent are you satisfied with the content of TOKYO GAME SHOW 2014?(Please select one)

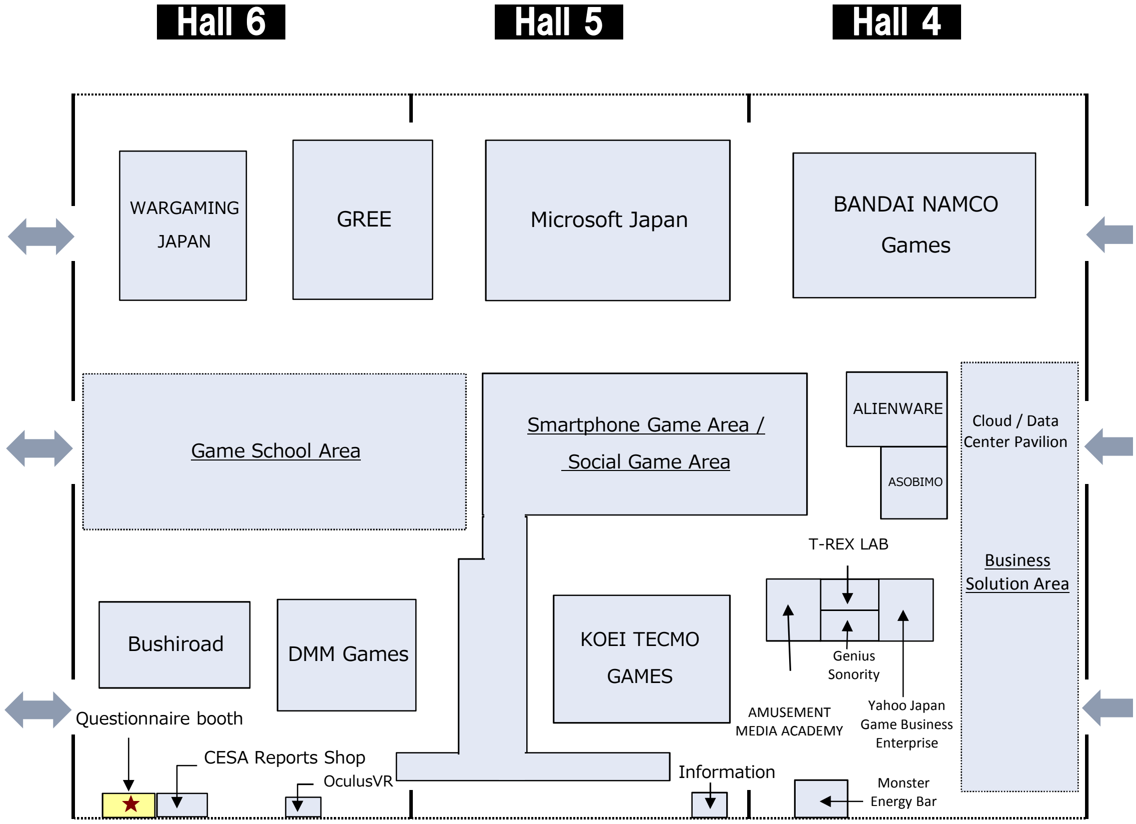
1 Very satisfied	**3** Cannot say either way	**4** Not very satisfied
2 Fairly satisfied		**5** Not satisfied

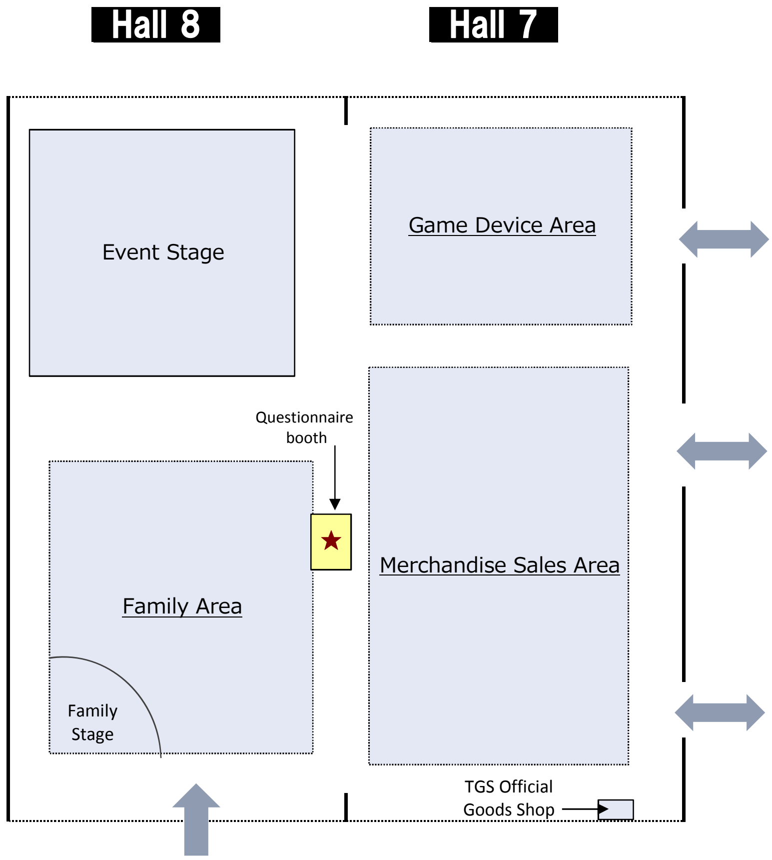
(9) Will you come to the next TOKYO GAME SHOW?(Please select one)

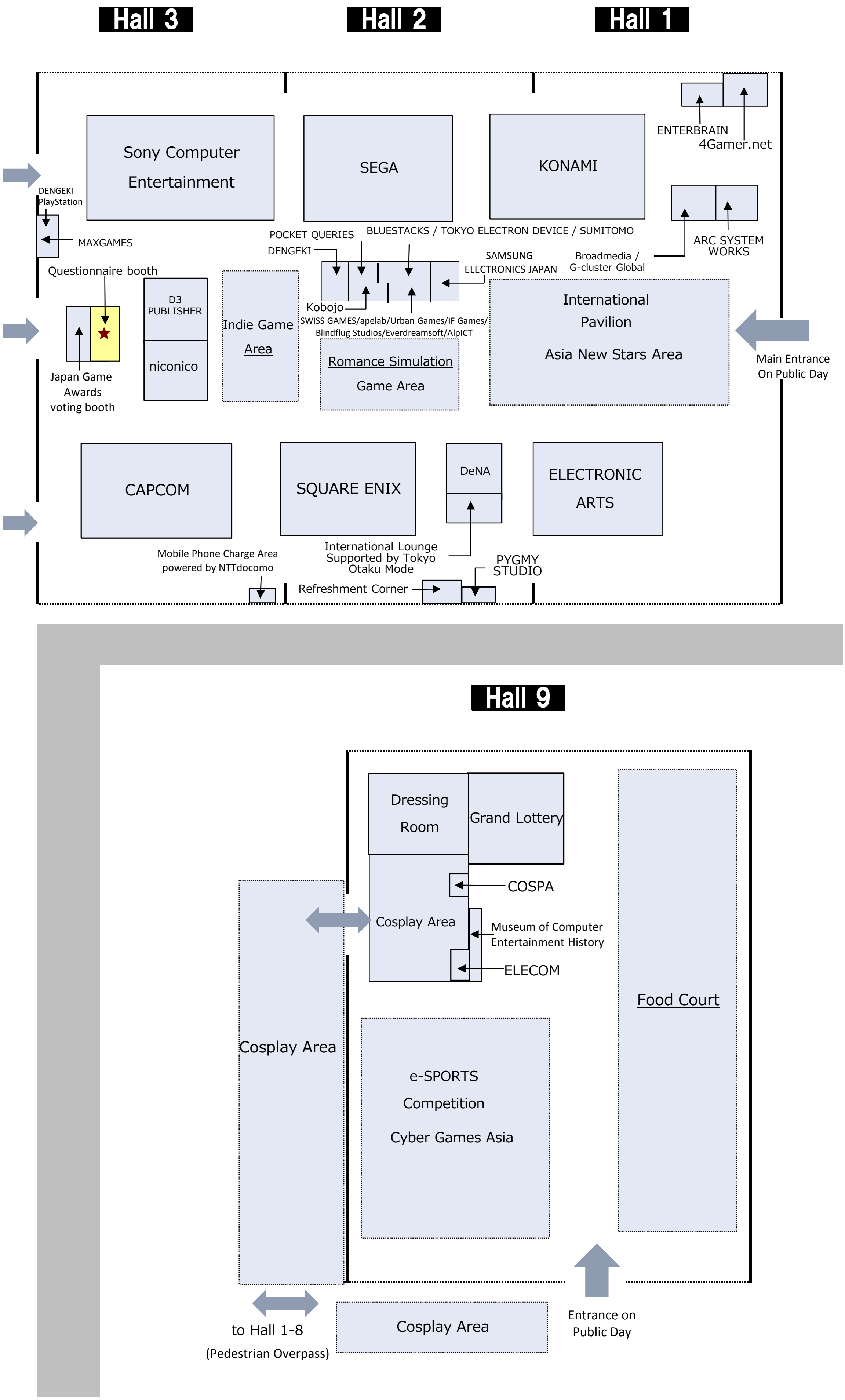
1 Yes, definitely	**3** Cannot say either way	**4** Not sure I really want to
2 Yes, if I can		**5** No, I will not

Thank you for you cooperation.

Appendix : Location of questionnaire booths






Hall 3
Hall 2
Hall 1
Sony Computer Entertainment
SEGA
KONAMI
ENTERBRAIN
4Gamer.net
DENGEKI PlayStation
MAXGAMES
POCKET QUERIES
DENGEKI
BLUESTACKS / TOKYO ELECTRON DEVICE / SUMITOMO
ARC SYSTEM WORKS
SAMSUNG ELECTRONICS JAPAN
Broadmedia / G-cluster Global
Questionnaire booth
D3 PUBLISHER
niconico
Indie Game Area
Kobojo
SWISS GAMES/apelab/Urban Games/IF Games/Blindflug Studios/Everdreamsoft/AlpICT
Romance Simulation Game Area
International Pavilion
Asia New Stars Area
Main Entrance On Public Day
Japan Game Awards voting booth
CAPCOM
SQUARE ENIX
DeNA
ELECTRONIC ARTS
Mobile Phone Charge Area powered by NTTdocomo
International Lounge Supported by Tokyo Otaku Mode
PYGMY STUDIO
Refreshment Corner
Hall 9
Dressing Room
Grand Lottery
COSPA
Cosplay Area
Museum of Computer Entertainment History
ELECOM
Food Court
Cosplay Area
e-SPORTS Competition
Cyber Games Asia
to Hall 1-8
(Pedestrian Overpass)
Cosplay Area
Entrance on Public Day

TOKYO GAME SHOW 2014 Visitors Survey Report

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Publishing Supervisor	Shin Unozawa
Inquiries	Computer Entertainment Supplier's Association(CESA) TEL.03-3591-9151　FAX.03-3591-9152 http://www.cesa.or.jp/ "CESA's Game-related Research" http://report.cesa.or.jp/ E-mail inquiries report@cesa.or.jp

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