

TOKYO GAME SHOW 2018

Visitors Survey Report

November 2018

COMPUTER ENTERTAINMENT SUPPLIER'S ASSOCIATION



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Outline of TOKYO GAME SHOW 2018 Visitors Survey



1. Outline of Survey



TOKYO GAME SHOW 2018 Visitors Survey

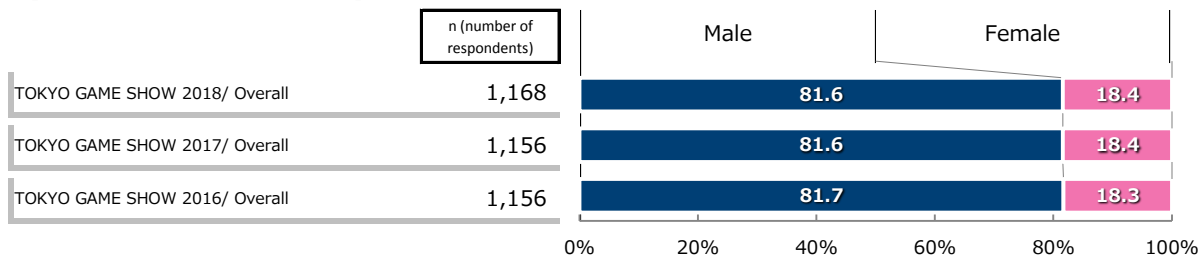
■ Purpose	Understand general visitors to the TOKYO GAME SHOW in terms of their basic characteristics, the extent to which they play games on a regular basis, and their level of participation in TOKYO GAME SHOW.
■ Targets	Visitors to the TOKYO GAME SHOW Individual men and women of ages 3 or older.
■ Sampling Plan	Questionnaire booths were set up in five 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.
■ Questionnaire	See questionnaire form at the end of report.
■ Method	Central location test (self-administered survey)
■ Date of survey	September 23, 2018 (Sun) *Second day of the event (final day)
■ Target Research Period	Present situation (time of implementation) (Purchase history: September 24, 2017 - September 23, 2018)
■ Effective Responses	1,168 samples The numbers of visitors on each day of event were as follows: September 22, 2018 (Sat): 107,310 September 23, 2018 (Sun): 123,063
■ Method of Analysis	In order to clarify the attributes of visitors to the TOKYO GAME SHOW, this report uses cross tabulation tables by gender, age, and GUESS index (see P4) and compares the results with the data in the last two years. The survey in this report basically counts on a number of valid samples. We do not analyze the data with samples less than 30.
■ Organizer/ Research Organization	Organizer: Computer Entertainment Supplier's Association (CESA) Survey plan: gameage R&I Co., Ltd. Research organization: Nippon Research Center, Ltd.

Respondents' Characteristics

1. Gender

■ Time Series Comparison

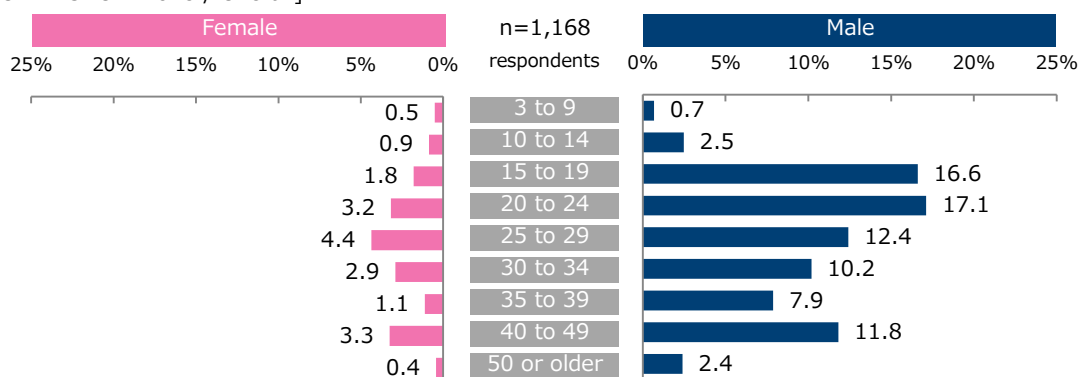
[TOKYO GAME SHOW / Overall]



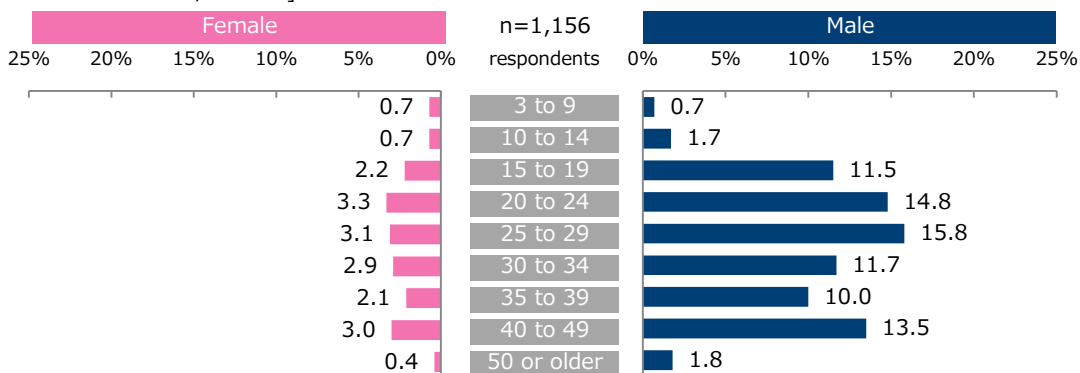
2. Gender and Age

■ Time Series Comparison

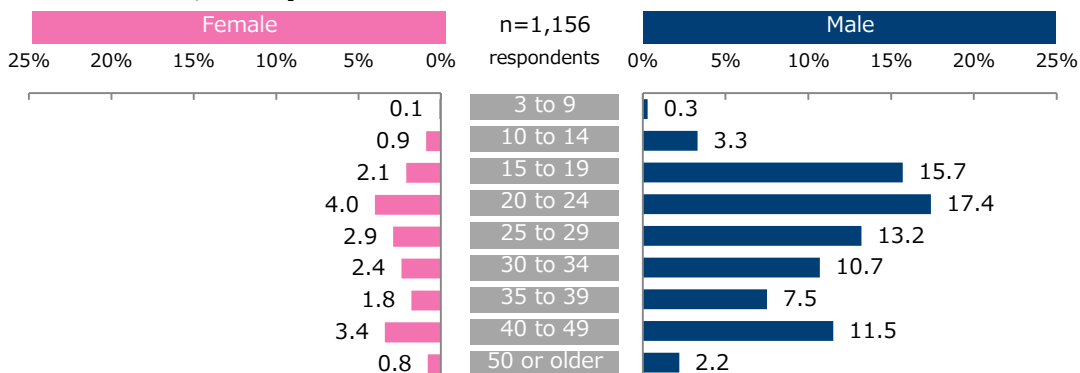
[TOKYO GAME SHOW 2018 / Overall]



[TOKYO GAME SHOW 2017/ Overall]



[TOKYO GAME SHOW 2016/ Overall]

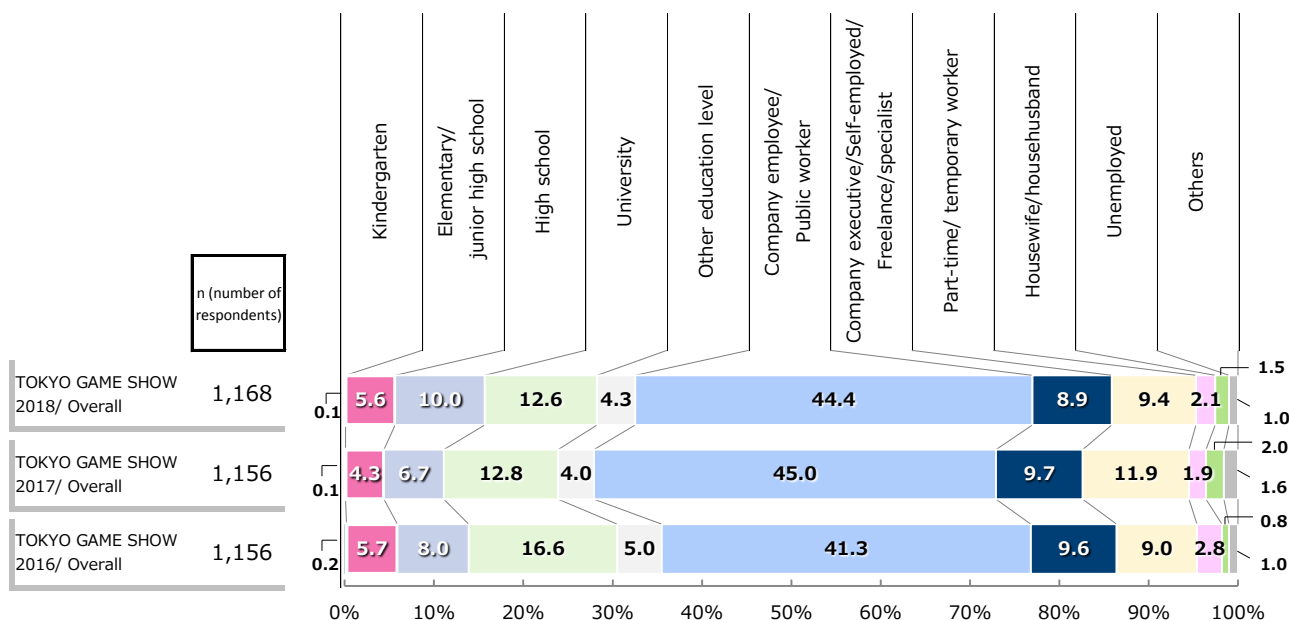


- The respondents' gender ratio does not change much from the last year: Male(81.6%) and Female (18.4%).
- The ratios of "Male age 15 to 19" and "Male age 20 to 24" are 5.1 and 2.3 points higher each compared to the last year. However, the ratios of "Male age 25 to 29", "Male age 30 to 34", and "Male age 35 to 39" are about 2 to 3 points lower than the last year.

3. Occupation

Time Series Comparison

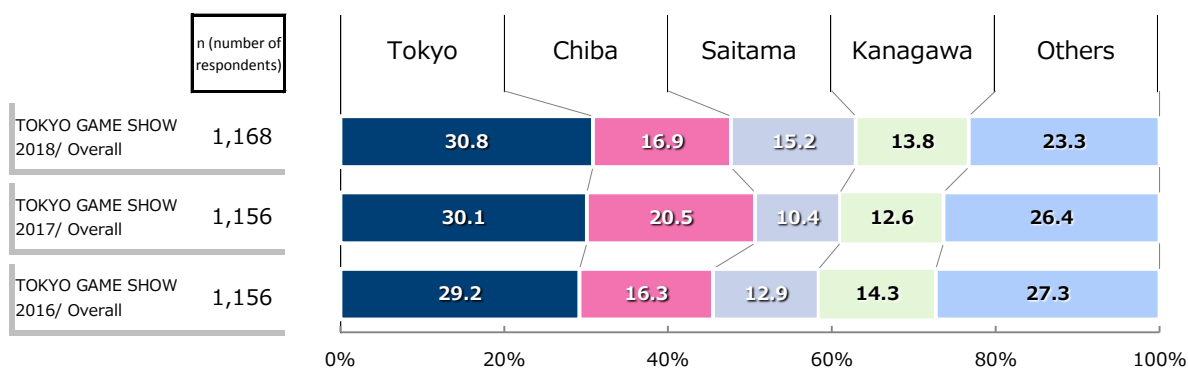
[TOKYO GAME SHOW / Overall]



4. Residential Area

Time Series Comparison

[TOKYO GAME SHOW / Overall]

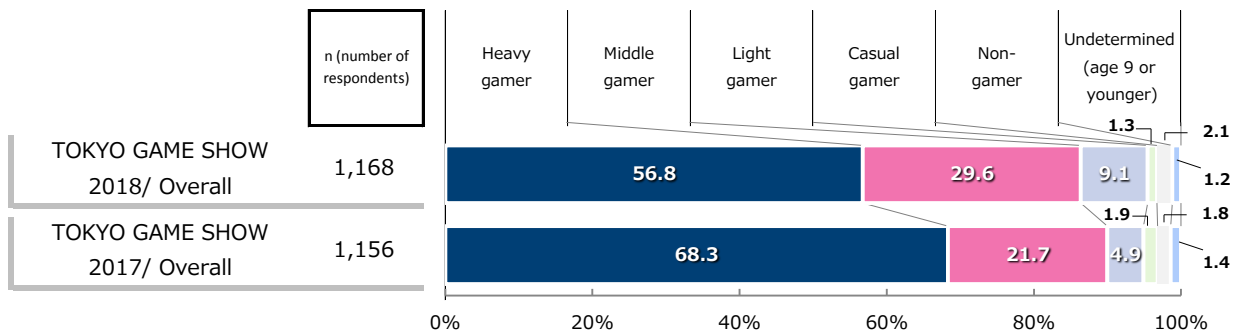


- Regarding occupation, "Company employee/public worker" (44.4%) is the largest group among respondents, followed by "University" (12.6%) and "High school" (10.0%).
- Compared to the previous year, the ratio of "High school" is 3.3 points higher, while the "Part-time/temporary worker" is 2.5 points lower.
- 30.8% of respondents comes from Tokyo, followed by Chiba (16.9%), where the show took place, and Saitama (15.2%).
- The ratio of "Chiba" is 3.6 points lower and "Saitama" is 4.8 higher than the previous year.

5. GUESS

Time Series Comparison

[TOKYO GAME SHOW / Overall]



GUESS [Game User Engagement Scale Segmentation]

GUESS is an index shows by how much users engage with video games and/or smartphone/tablet games.

It is calculated based on the data of "Game device ownership", "Gameplay status", and "Attitude about games".

* Children 9 and under are excluded from the data sampling.

User Category	Participation in Gaming	Explanation
Heavy gamer	<div>High</div> <div>Low</div>	The gamers have own values about playing games and don't care other people's comments and trends. Game is a part of their life and they are proud of playing games.
Middle gamer		Middle gamers also show a high interest in games next to heavy games and are willing to purchase games. But game is not a most favorite thing to do for them, so they don't like playing time-consuming games except some challenging games.
Light gamer		Light gamers show less willingness to evaluate, purchase, and share games with others than Heavy gamer and Middle gamer do. They like to play casual games that satisfy their demands and are likely to avoid purchasing game apps.
Casual gamer		Casual gamers show a low interest in games and are not willing to pay for them. Some have negative feelings towards games. For them, playing game is one of ways to kill time, so do not want to play difficult games.
Non-gamer		Non-gamers do not even have video game consoles. They also do not play games on mobile devices (smartphone/tablet).

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

- "Heavy gamer" accounts for the highest proportion in GUESS category at 56.8%, followed by "Middle gamer" (29.6%) and "Light gamer" (9.1%).
- The ratio of "Heavy gamer" is 11.5 points lower, while "Middle gamer" and "Light gamer" are 7.9 and 4.2 points higher each than the previous year.

Video Game Playing Status

1. Video Game Console Ownership and Game Playing Rate

Question

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

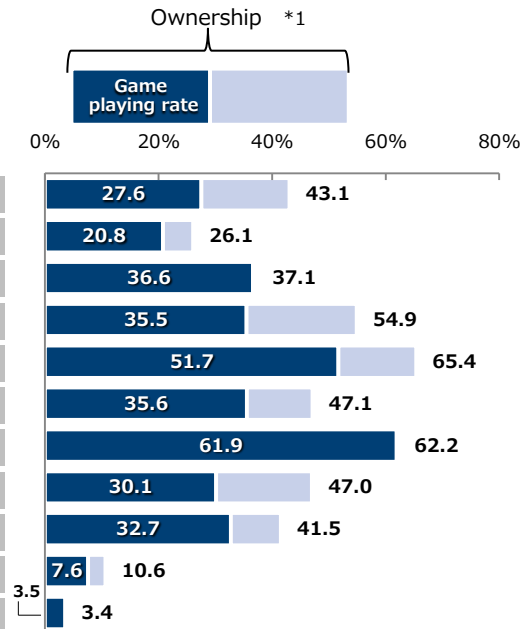
Please select all video game consoles that you play games on. [Multiple answers]

Time Series Comparison

[TOKYO GAME SHOW 2018 / Overall]

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

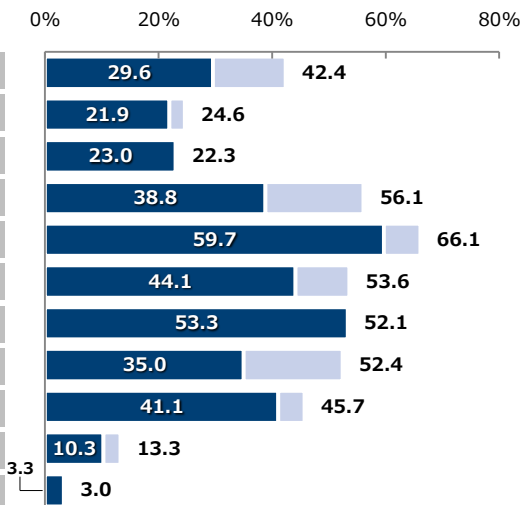
Wii
Wii U
Nintendo Switch
Nintendo DS(including Lite/DSi/LL)
Nintendo 3DS/2DS/New Nintendo 3DS/2DS(including LL)
PlayStation 3
PlayStation 4(including Pro)
PSP(PlayStation Portable) (including PSP go)
PlayStation Vita(including PS TV)
Xbox 360
Xbox One(including S/X)



[TOKYO GAME SHOW 2017 / Overall]

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

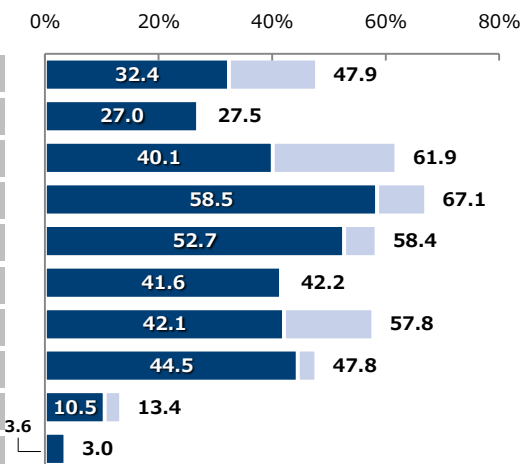
Wii
Wii U
Nintendo Switch
Nintendo DS(including Lite/DSi/LL)
Nintendo 3DS/2DS/New Nintendo 3DS/2DS(including LL)
PlayStation 3
PlayStation 4(including Pro)
PSP(PlayStation Portable) (including PSP go)
PlayStation Vita(including PS TV)
Xbox 360
Xbox One(including S)



[TOKYO GAME SHOW 2016 / Overall]

"ownership rates" is n=1,153 respondents, and play rate is n=1,145 respondents.

Wii
Wii U
Nintendo DS(including Lite/DSi/LL)
Nintendo 3DS/2DS/New Nintendo 3DS(including LL)
PlayStation 3
PlayStation 4
PSP(PlayStation Portable) (including PSP go)
PlayStation Vita(including PS TV)
Xbox 360
Xbox One



*1: Game playing rate may go over ownership rate because respondents were asked about their game playing status whether they had each game console or not.

■ Game Playing Rate by Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

	TOKYO GAME SHOW 2018/ Overall	Gender and Age																	
		Male									Female								
		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	1,161	946	8	29	193	198	143	210	138	27	215	6	10	21	37	51	47	38	5
Wii	27.6	27.5	25.0	41.4	39.4	30.8	23.8	15.2	26.8	22.2	27.9	50.0	70.0	47.6	35.1	15.7	23.4	18.4	20.0
Wii U	20.8	20.1	25.0	55.2	30.1	19.2	16.8	13.3	15.9	7.4	23.7	33.3	60.0	52.4	21.6	15.7	17.0	21.1	0.0
Nintendo Switch	36.6	37.8	75.0	55.2	32.1	44.9	40.6	34.8	37.7	7.4	31.2	50.0	30.0	33.3	29.7	39.2	34.0	15.8	20.0
Nintendo DS (including Lite/DSi/LL)	35.5	33.6	25.0	37.9	37.8	37.9	32.2	30.0	29.7	25.9	43.7	33.3	40.0	61.9	54.1	37.3	42.6	34.2	60.0
Nintendo 3DS/2DS/ New Nintendo 3DS/2DS (including LL)	51.7	49.0	50.0	72.4	55.4	47.5	43.4	51.9	42.8	29.6	63.3	66.7	90.0	81.0	56.8	62.7	66.0	57.9	0.0
PlayStation 3	35.6	36.2	12.5	17.2	26.9	40.4	47.6	40.5	32.6	22.2	33.0	33.3	30.0	28.6	43.2	29.4	31.9	34.2	20.0
PlayStation 4 (including Pro)	61.9	64.5	12.5	55.2	62.7	76.8	77.6	66.2	44.2	33.3	50.7	50.0	10.0	47.6	51.4	62.7	61.7	36.8	20.0
PSP(PlayStation Portable) (including PSP go)	30.1	29.6	0.0	10.3	21.8	39.9	35.0	31.4	26.1	14.8	32.6	33.3	10.0	23.8	43.2	33.3	38.3	26.3	20.0
PlayStation Vita (including PS TV)	32.7	32.9	0.0	34.5	28.0	38.9	33.6	39.5	24.6	18.5	32.1	16.7	20.0	28.6	37.8	25.5	36.2	36.8	40.0
Xbox 360	7.6	8.8	0.0	3.4	2.1	7.1	12.6	13.8	12.3	0.0	2.3	0.0	0.0	0.0	2.7	2.0	4.3	2.6	0.0
Xbox One (including S/X)	3.5	4.2	0.0	3.4	2.1	5.1	5.6	4.8	5.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0

*Darker shading indicates a higher ratio.

- 65.4% of respondents owns "Nintendo 3DS/2DS/ New Nintendo 3DS/2DS" with the highest ratio of the survey, followed by "PlayStation 4 including Pro" (62.2%) and "Nintendo DS (including Lite/DSi/LL)" (54.9%).
- "PlayStation 4" is played most by the respondents at 61.9%. "Nintendo 3DS/2DS/ New Nintendo 3DS/2DS" is the second played console among respondents at 51.7%.
- "Nintendo Switch" increases its ratios of ownership and playing among respondents compared to the previous year (the both ownership and playing ratio are 14.8 and 13.6 points higher each). Also it is same to "PlayStation 4 (including Pro)" increasing its ownership and playing ratios at 10.1 and 8.6 points each.
- The following segments by gender and age have high playing ratios that are more than 10 points higher than "Overall": Male age 15 to 19 playing "Wii" (39.4%), Male age 20 to 24 playing "PlayStation 4" (76.8%), Male age 25 to 29 playing "PlayStation 4" and "PlayStation 3" (77.6% and 47.6%), Female age 20 to 24 playing "Nintendo DS (including Lite/DSi/LL)" and "PSP (including PSP go)" (54.1% and 43.2%), Female age 25 to 29 and Female age 30 to 34 playing "Nintendo 3DS/2DS/ New Nintendo 3DS/2DS" (62.7% and 66.0% each).

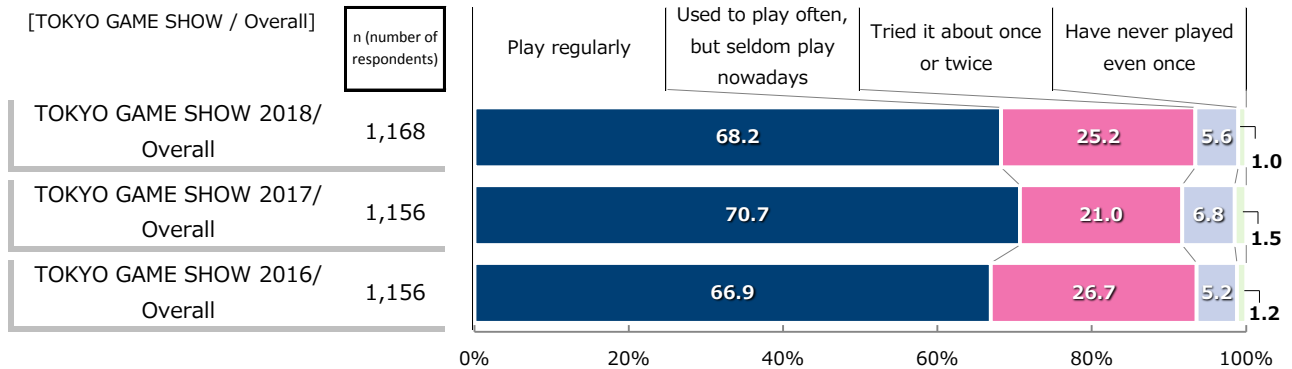
2. Experience of Playing Video Games

Question

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

Time Series Comparison

[TOKYO GAME SHOW / Overall]



Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

		n (number of respondents)	Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played even once
TOKYO GAME SHOW 2018/ Overall		1,168	68.2	25.2	5.6	1.0
Gender and Age	Male	953	69.6	25.0	4.9	0.5
	3 to 9	8	100.0	0.0	0.0	0.0
	10 to 14	29	79.3	10.3	10.3	0.0
	15 to 19	194	68.0	27.8	3.6	0.5
	20 to 24	200	73.5	22.5	4.0	0.0
	25 to 29	145	73.8	20.0	6.2	0.0
	30 to 39	211	70.6	25.6	2.4	1.4
	40 to 49	138	58.7	34.1	7.2	0.0
	50 or older	28	57.1	21.4	17.9	3.6
	Female	215	62.3	26.0	8.4	3.3
	3 to 9	6	66.7	0.0	0.0	33.3
	10 to 14	10	70.0	10.0	20.0	0.0
	15 to 19	21	57.1	38.1	4.8	0.0
	20 to 24	37	59.5	27.0	10.8	2.7
	25 to 29	51	66.7	25.5	5.9	2.0
	30 to 39	47	74.5	21.3	2.1	2.1
	40 to 49	38	44.7	36.8	15.8	2.6
	50 or older	5	60.0	0.0	20.0	20.0

*Darker shading indicates a higher ratio.

- 68.2% of respondents plays video games "regularly".
- 69.6% of Male plays "regularly". Especially among males age 20 to 24, 25 to 29, and 30 to 39, over 70% of each age group are regular players (73.5%, 73.8%, and 70.6% respectively). In the meanwhile, the ratio of female regular player is 62.3% and 74.5% of female age 30 to 39 "plays regularly".

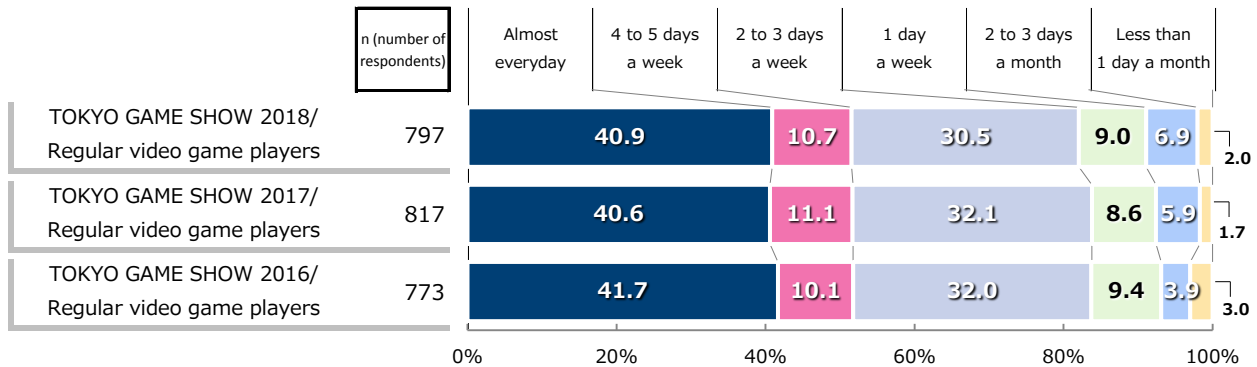
3. Frequency of Video Game Playing

Question

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

■ Time Series Comparison

[TOKYO GAME SHOW / Regular video game players]



■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2018 / Regular video game players]

(Unit: %)

		n (number of respondents)	Almost everyday	4 to 5 days a week	2 to 3 days a week	1 day a week	2 to 3 days a month	Less than 1 day a month
TOKYO GAME SHOW 2018/ Regular video game players		797	40.9	10.7	30.5	9.0	6.9	2.0
Gender and Age	Male	663	42.5	10.7	29.9	9.5	5.7	1.7
	3 to 9	8	87.5	0.0	12.5	0.0	0.0	0.0
	10 to 14	23	82.6	8.7	4.3	4.3	0.0	0.0
	15 to 19	132	55.3	9.1	20.5	6.8	6.8	1.5
	20 to 24	147	46.3	12.9	32.7	4.1	3.4	0.7
	25 to 29	107	36.4	9.3	33.6	13.1	4.7	2.8
	30 to 39	149	32.2	15.4	30.2	12.8	6.7	2.7
	40 to 49	81	30.9	4.9	40.7	16.0	6.2	1.2
	50 or older	16	18.8	6.3	43.8	6.3	25.0	0.0
	Female	134	32.8	10.4	33.6	6.7	12.7	3.7
	3 to 9	4	50.0	0.0	50.0	0.0	0.0	0.0
	10 to 14	7	71.4	0.0	28.6	0.0	0.0	0.0
	15 to 19	12	16.7	25.0	50.0	0.0	0.0	8.3
	20 to 24	22	36.4	4.5	31.8	4.5	22.7	0.0
	25 to 29	34	41.2	11.8	29.4	2.9	8.8	5.9
	30 to 39	35	25.7	5.7	37.1	14.3	17.1	0.0
	40 to 49	17	23.5	11.8	23.5	11.8	17.6	11.8
	50 or older	3	0.0	66.7	33.3	0.0	0.0	0.0
* 1	Heavy gamer	616	44.5	11.9	29.7	7.8	4.5	1.6
	Middle gamer	136	25.7	6.6	37.5	13.2	13.2	3.7
	Light gamer	23	26.1	8.7	26.1	13.0	26.1	0.0
	Casual gamer	5	0.0	0.0	0.0	40.0	40.0	20.0

*1 GUESS

*Darker shading indicates a higher ratio.

- 40.9% of respondents plays video games "Almost everyday" and 10.7% of them plays "4 to 5 days a week". In total, more than 50% of them plays games frequently.
- 44.5% of "Heavy gamer" in GUESS says "Almost everyday" and the ratio is much higher than ones of other gamer types.

4. Number of Video Game Software Purchases

Question

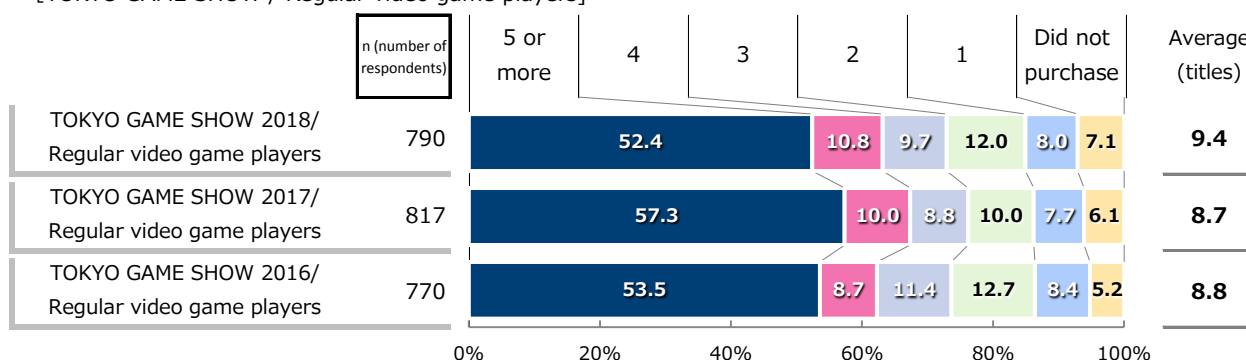
How many video game software did you purchase in the last 12 months?

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

[Purchase rate for newly released package software]

■ Time Series Comparison

[TOKYO GAME SHOW / Regular video game players]



■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2018 / Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2018/ Regular video game players		790	52.4	10.8	9.7	12.0	8.0	7.1	9.4
Gender and Age	Male	657	53.7	11.0	9.1	12.2	7.5	6.5	9.9
	3 to 9	8	50.0	12.5	25.0	0.0	0.0	12.5	5.0
	10 to 14	23	56.5	8.7	8.7	13.0	8.7	4.3	12.1
	15 to 19	131	58.8	10.7	8.4	6.9	5.3	9.9	12.3
	20 to 24	146	60.3	12.3	6.2	8.2	8.9	4.1	11.8
	25 to 29	107	57.0	11.2	8.4	15.0	7.5	0.9	9.2
	30 to 39	146	47.3	11.6	9.6	16.4	4.8	10.3	7.0
	40 to 49	80	47.5	6.3	13.8	16.3	11.3	5.0	10.1
	50 or older	16	18.8	18.8	12.5	18.8	18.8	12.5	3.4
	Female	133	45.9	9.8	12.8	11.3	10.5	9.8	7.1
	3 to 9	4	75.0	0.0	25.0	0.0	0.0	0.0	9.5
	10 to 14	7	28.6	0.0	0.0	0.0	14.3	57.1	4.9
	15 to 19	12	50.0	16.7	16.7	8.3	8.3	0.0	4.8
	20 to 24	22	50.0	4.5	18.2	13.6	4.5	9.1	13.1
	25 to 29	33	54.5	12.1	18.2	6.1	9.1	0.0	7.5
	30 to 39	35	40.0	11.4	8.6	11.4	17.1	11.4	4.8
	40 to 49	17	35.3	11.8	5.9	17.6	11.8	17.6	5.6
	50 or older	3	33.3	0.0	0.0	66.7	0.0	0.0	3.0
* 1	Heavy gamer	611	60.7	10.8	9.5	8.8	5.6	4.6	11.0
	Middle gamer	134	23.9	11.9	10.4	27.6	13.4	12.7	3.8
	Light gamer	23	13.0	8.7	4.3	8.7	34.8	30.4	5.4
	Casual gamer	5	0.0	0.0	20.0	40.0	40.0	0.0	1.8

*1 GUESS

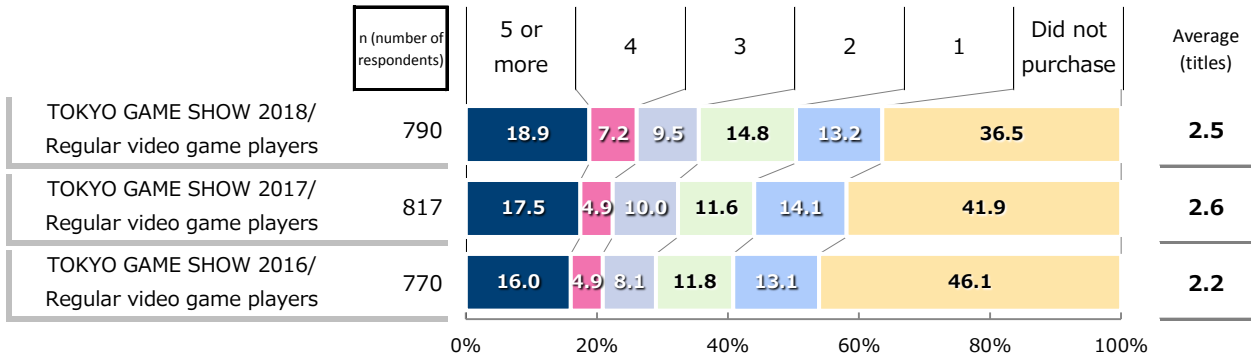
*Darker shading indicates a higher ratio.

- 52.4% of respondents purchased "5 or more" new packaged video game software and the average number of game software purchased is 9.4 games.
- The average number of games purchased in 2018 is 0.7 games higher than last year (the average of the last year is 8.7 games).
- 60.7% of "Heavy gamer" in GUESS purchased "5 or more". The average number of games is 11.0 games, which is higher than those of other gamer types.

[Purchase rate for paid software downloads]

■ Time Series Comparison

[TOKYO GAME SHOW / Regular video game players]



■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2018 / Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2018/ Regular video game players		790	18.9	7.2	9.5	14.8	13.2	36.5	2.5
Gender and Age	Male	657	20.9	6.7	9.6	15.2	13.2	34.4	2.7
	3 to 9	8	0.0	12.5	12.5	25.0	0.0	50.0	1.4
	10 to 14	23	30.4	13.0	0.0	13.0	21.7	21.7	3.4
	15 to 19	131	19.1	6.1	6.1	15.3	12.2	41.2	2.4
	20 to 24	146	24.0	7.5	13.0	13.7	9.6	32.2	3.0
	25 to 29	107	17.8	8.4	9.3	17.8	12.1	34.6	2.3
	30 to 39	146	21.9	5.5	13.0	14.4	15.8	29.5	2.7
	40 to 49	80	21.3	3.8	5.0	16.3	18.8	35.0	3.4
	50 or older	16	12.5	6.3	12.5	12.5	6.3	50.0	1.6
	Female	133	9.0	9.8	9.0	12.8	12.8	46.6	1.8
	3 to 9	4	0.0	0.0	0.0	0.0	50.0	50.0	0.5
	10 to 14	7	0.0	14.3	0.0	0.0	0.0	85.7	0.6
	15 to 19	12	16.7	8.3	8.3	16.7	16.7	33.3	2.2
	20 to 24	22	4.5	13.6	13.6	9.1	4.5	54.5	1.5
	25 to 29	33	18.2	9.1	9.1	18.2	6.1	39.4	2.5
	30 to 39	35	5.7	8.6	8.6	11.4	25.7	40.0	1.5
	40 to 49	17	5.9	11.8	11.8	17.6	5.9	47.1	2.0
	50 or older	3	0.0	0.0	0.0	0.0	0.0	100.0	0.0
* 1	Heavy gamer	611	23.1	8.8	10.3	15.2	12.1	30.4	3.0
	Middle gamer	134	3.7	1.5	7.5	14.9	18.7	53.7	1.0
	Light gamer	23	8.7	0.0	0.0	8.7	8.7	73.9	1.0
	Casual gamer	5	20.0	0.0	20.0	0.0	0.0	60.0	1.6

*1 GUESS

*Darker shading indicates a higher ratio.

- 63.5% of all the respondents purchased more than one software downloads (a total of "1" to "5 or more"). 18.9% of respondents purchased "5 or more" software. The average number of software purchased is 2.5.
- "Male age 20 to 24" purchased 3.0 software downloads on average and for "Male age 40 to 49" the average number of software is 3.4.
- 23.1% of "Heavy gamer" in GUESS purchased "5 or more" and their average number of software is 3.0.

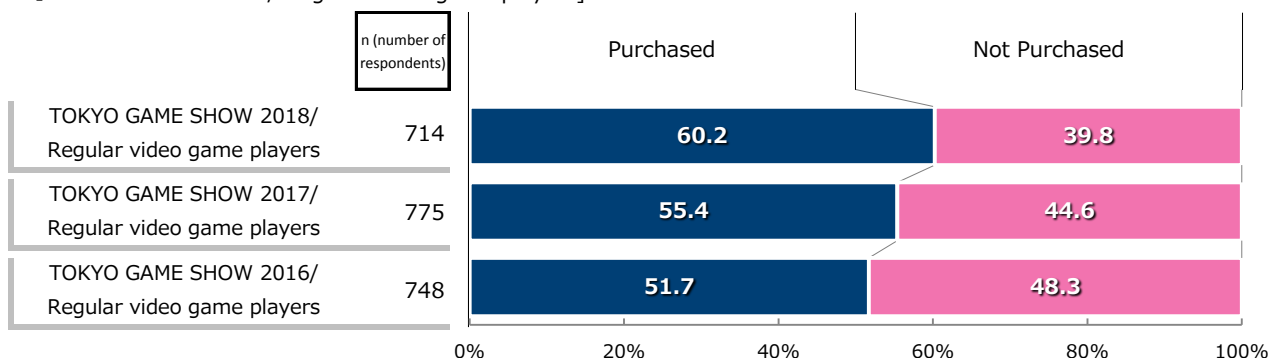
5. Purchasing/Non-purchasing of Additional Download Content for Video Games ●●

質問文

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

■ Time Series Comparison

[TOKYO GAME SHOW / Regular video game players]



■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2018 / Regular video game players]

(Unit: %)

		n (number of respondents)	Purchased	Not Purchased
TOKYO GAME SHOW 2018/ Regular video game players		714	60.2	39.8
Gender and Age	Male	591	62.8	37.2
	3 to 9	6	50.0	50.0
	10 to 14	21	76.2	23.8
	15 to 19	118	61.9	38.1
	20 to 24	129	68.2	31.8
	25 to 29	98	75.5	24.5
	30 to 39	133	57.9	42.1
	40 to 49	70	47.1	52.9
	50 or older	16	43.8	56.3
	Female	123	48.0	52.0
	3 to 9	3	0.0	100.0
	10 to 14	6	33.3	66.7
	15 to 19	11	63.6	36.4
	20 to 24	21	42.9	57.1
	25 to 29	31	45.2	54.8
	30 to 39	33	57.6	42.4
	40 to 49	16	43.8	56.3
	50 or older	2	50.0	50.0
* 1	Heavy gamer	556	66.9	33.1
	Middle gamer	122	41.0	59.0
	Light gamer	21	23.8	76.2
	Casual gamer	2	0.0	100.0

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

*Darker shading indicates a higher ratio.

*2 GUESS

- 60.2% of respondents purchased additional downloadable content or in-game currency for video games.
- "Purchased" ratio this year increases by 4.8 points as compared with last year and by 8.5 points from two years ago.
- 62.8% of male purchased the content. Especially among males age 25 to 29, the purchased rate is 75.5% and it is 15.3 points higher than overall.
- In GUESS, 66.9% of "Heavy gamer" says "purchased" the content.



6. Favorite Game Genres

Question

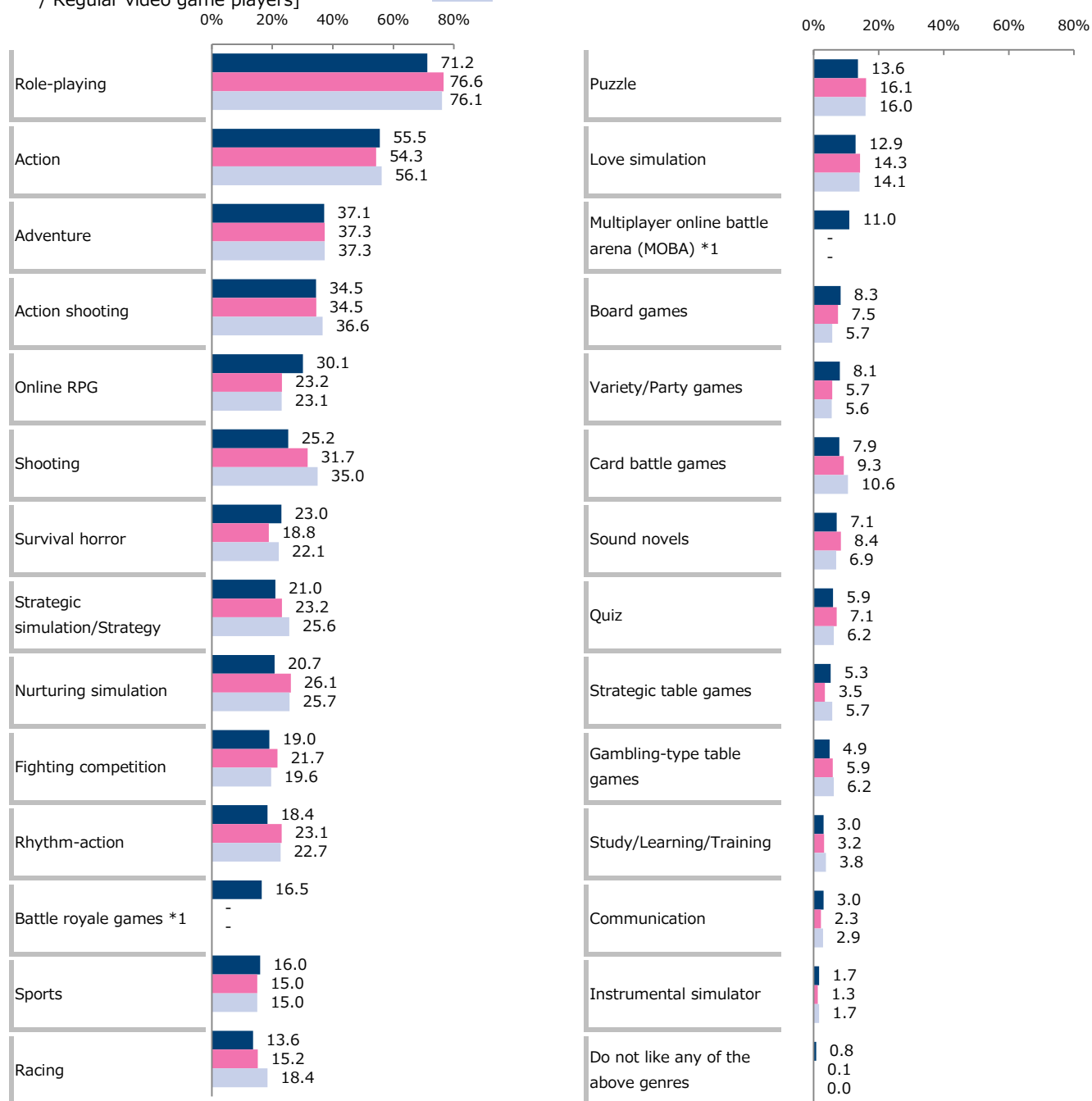
Which of the following video game genres do you like? [Multiple answers]

■ Time Series Comparison

[TOKYO GAME SHOW

/ Regular video game players]

■ TOKYO GAME SHOW 2018/ Regular video game players (n=757 respondents)
■ TOKYO GAME SHOW 2017/ Regular video game players (n=775 respondents)
■ TOKYO GAME SHOW 2016/ Regular video game players (n=754 respondents)



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

■ Gender and Age

[TOKYO GAME SHOW 2018 / Regular video game players]

	TOKYO GAME SHOW 2018/ Regular video 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)	757	631	8	22	128	143	103	138	75	14	126	3	5	12	22	33	33	15	3
Role-playing	71.2	70.8	37.5	54.5	60.9	79.0	78.6	76.1	64.0	50.0	73.0	33.3	20.0	58.3	81.8	84.8	72.7	73.3	66.7
Action	55.5	57.1	25.0	45.5	55.5	64.3	66.0	56.5	45.3	35.7	47.6	33.3	80.0	25.0	77.3	60.6	33.3	26.7	0.0
Adventure	37.1	36.3	12.5	36.4	35.9	47.6	38.8	29.7	32.0	7.1	41.3	66.7	60.0	50.0	54.5	45.5	24.2	40.0	0.0
Action shooting	34.5	36.9	25.0	54.5	57.0	39.2	36.9	26.1	18.7	14.3	22.2	0.0	0.0	41.7	36.4	24.2	18.2	6.7	0.0
Online RPG	30.1	30.7	12.5	40.9	36.7	33.6	30.1	26.1	24.0	28.6	27.0	0.0	40.0	58.3	27.3	27.3	18.2	20.0	33.3
Shooting	25.2	26.6	25.0	40.9	39.1	31.5	26.2	13.0	20.0	14.3	18.3	0.0	60.0	16.7	36.4	15.2	12.1	6.7	0.0
Survival horror	23.0	23.3	0.0	27.3	29.7	22.4	24.3	20.3	20.0	21.4	21.4	0.0	20.0	33.3	27.3	24.2	21.2	6.7	0.0
Strategic simulation/Strategy	21.0	23.0	0.0	9.1	18.8	30.1	25.2	25.4	17.3	14.3	11.1	33.3	20.0	8.3	27.3	9.1	6.1	0.0	0.0
Nurturing simulation	20.7	18.9	0.0	18.2	17.2	28.0	21.4	12.3	17.3	7.1	30.2	33.3	20.0	33.3	54.5	21.2	24.2	33.3	0.0
Fighting competition	19.0	20.4	12.5	18.2	18.0	21.0	24.3	23.2	16.0	14.3	11.9	33.3	40.0	8.3	18.2	9.1	12.1	0.0	0.0
Rhythm-action	18.4	15.5	0.0	13.6	21.1	16.8	18.4	10.9	10.7	14.3	32.5	100.0	20.0	33.3	59.1	18.2	24.2	40.0	0.0
Battle royale games	16.5	17.9	0.0	68.2	34.4	17.5	9.7	12.3	1.3	7.1	9.5	0.0	20.0	16.7	13.6	12.1	6.1	0.0	0.0
Sports	16.0	17.4	0.0	9.1	10.2	21.7	23.3	14.5	24.0	14.3	8.7	66.7	60.0	0.0	9.1	3.0	3.0	6.7	33.3
Racing	13.6	15.2	25.0	18.2	18.8	17.5	12.6	9.4	18.7	7.1	5.6	33.3	40.0	0.0	0.0	3.0	6.1	6.7	0.0
Puzzle	13.6	11.3	0.0	9.1	6.3	13.3	11.7	10.1	20.0	7.1	25.4	0.0	40.0	25.0	31.8	21.2	18.2	40.0	33.3
Love simulation	12.9	11.9	0.0	9.1	12.5	16.8	16.5	5.8	8.0	14.3	18.3	0.0	20.0	25.0	36.4	12.1	9.1	26.7	0.0
Multiplayer online battle arena (MOBA)	11.0	11.4	0.0	31.8	20.3	14.0	6.8	5.8	5.3	0.0	8.7	0.0	20.0	8.3	18.2	12.1	3.0	0.0	0.0
Board games	8.3	8.1	0.0	13.6	3.1	12.6	9.7	5.1	12.0	0.0	9.5	33.3	40.0	16.7	18.2	3.0	3.0	6.7	0.0
Variety/Party games	8.1	7.9	0.0	13.6	8.6	9.8	7.8	5.1	9.3	0.0	8.7	33.3	20.0	16.7	13.6	0.0	9.1	6.7	0.0
Card battle games	7.9	8.4	0.0	9.1	8.6	11.9	5.8	8.7	5.3	7.1	5.6	0.0	40.0	8.3	9.1	0.0	3.0	6.7	0.0
Sound novels	7.1	7.3	0.0	4.5	6.3	9.1	5.8	5.8	13.3	0.0	6.3	0.0	0.0	0.0	9.1	3.0	6.1	20.0	0.0
Quiz	5.9	5.4	0.0	4.5	1.6	5.6	8.7	2.2	14.7	0.0	8.7	0.0	0.0	8.3	4.5	6.1	18.2	6.7	0.0
Strategic table games	5.3	5.9	0.0	9.1	1.6	7.0	6.8	5.8	9.3	7.1	2.4	0.0	0.0	0.0	4.5	0.0	6.1	0.0	0.0
Gambling-type table games	4.9	5.4	0.0	4.5	2.3	8.4	8.7	2.2	5.3	14.3	2.4	0.0	20.0	0.0	0.0	0.0	3.0	6.7	0.0
Study/Learning/Training	3.0	2.7	0.0	4.5	0.8	3.5	3.9	1.4	5.3	0.0	4.8	0.0	20.0	0.0	9.1	0.0	6.1	6.7	0.0
Communication	3.0	3.0	0.0	13.6	1.6	4.9	2.9	1.4	2.7	0.0	3.2	0.0	20.0	0.0	0.0	6.1	0.0	6.7	0.0
Instrumental simulator	1.7	1.9	0.0	0.0	0.8	0.0	2.9	1.4	6.7	7.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0
Do not like any of the above genres	0.8	0.8	12.5	0.0	0.0	0.0	1.0	1.4	1.3	0.0	0.8	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0

*Darker shading indicates a higher ratio.

- "Role-playing" (71.2%) is the most popular video game genre among respondents, followed by "Action" (55.5%).
- The ratio of "Online RPG" (30.1%) increase by 6.9 points this year compared with last year, while the ratios of "Role-playing" (71.2%), "Shooting" (25.2%), and "Nurturing simulation" (20.7%) decrease by more than 5 points compared to last year.
- The following genre ratios are more than 10 points higher than the overall: "Action Shooting" in male age 15 to 19 (57.0%), "Shooting" in male age 15 to 19 (39.1%), "Battle royale" in male age 15 to 19 (34.4%), "Adventure" in male age 20 to 24 (47.6%), "Action" in male age 25 to 29 (66.0%), "Role-playing" in female age 25 to 29 (84.8%), and "Quiz" in female age 30 to 39 (18.2%).

Smartphone/Tablet Game Playing Status

1. Smartphone/Tablet Game Playing Experience

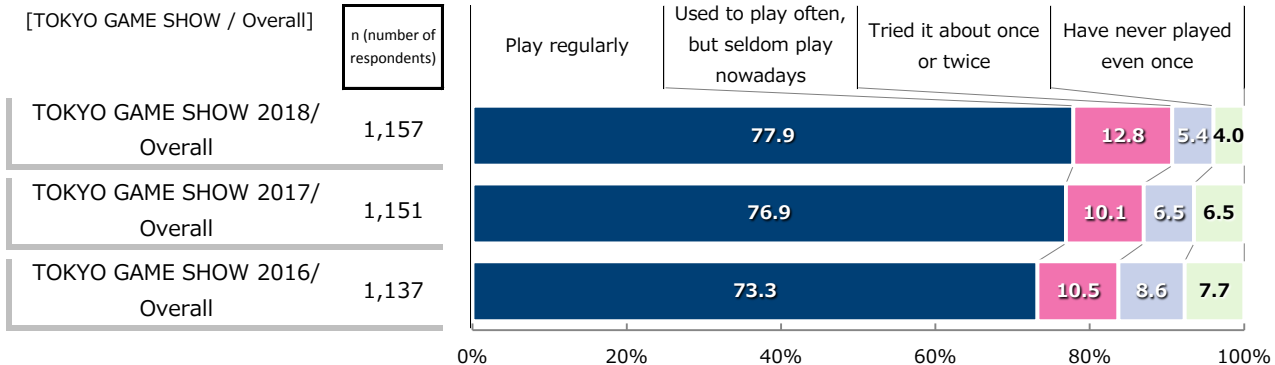
Question

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

Time Series Comparison

[TOKYO GAME SHOW / Overall]

n (number of respondents)



Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

n (number of respondents)

		n (number of respondents)	Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played even once
TOKYO GAME SHOW 2018/ Overall		1,157	77.9	12.8	5.4	4.0
Gender and Age	Male	943	78.2	13.0	5.1	3.7
	3 to 9	8	75.0	12.5	0.0	12.5
	10 to 14	28	89.3	10.7	0.0	0.0
	15 to 19	194	85.1	10.3	2.6	2.1
	20 to 24	199	81.4	15.1	2.5	1.0
	25 to 29	143	77.6	12.6	7.0	2.8
	30 to 39	208	77.9	9.6	7.7	4.8
	40 to 49	136	70.6	17.6	7.4	4.4
	50 or older	27	37.0	25.9	7.4	29.6
	Female	214	76.6	11.7	6.5	5.1
	3 to 9	6	66.7	0.0	33.3	0.0
	10 to 14	9	66.7	0.0	22.2	11.1
	15 to 19	21	95.2	4.8	0.0	0.0
	20 to 24	37	81.1	10.8	5.4	2.7
	25 to 29	51	74.5	17.6	5.9	2.0
	30 to 39	47	78.7	12.8	6.4	2.1
	40 to 49	38	68.4	13.2	5.3	13.2
	50 or older	5	60.0	0.0	0.0	40.0

*Darker shading indicates a higher ratio.

- 77.9% of respondents plays smartphone/tablet games "regularly".
- 78.2% of male plays "regularly" and over 80% of "male age 15 to 19" and "male age 20 to 24" is regular player (85.1% and 81.4%). For female, 76.6% of them is regular smartphone/tablet player (81.1% of "female age 20 to 24" says "play regularly").

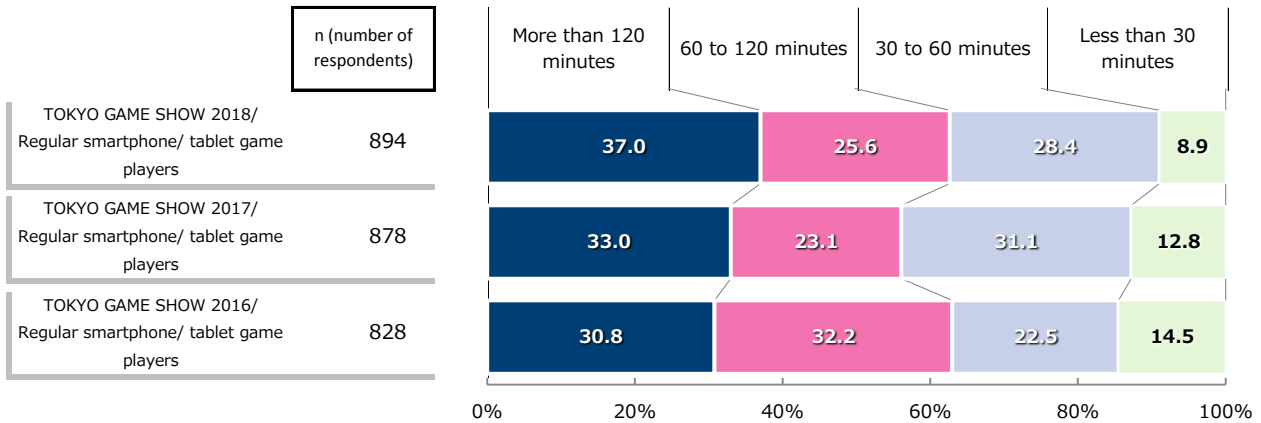
2. The Amount of Time Spent Playing Smartphone/Tablet Games

Question

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

■ Time Series Comparison

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



■ Gender and Age

[TOKYO GAME SHOW 2018 / Regular smartphone/ tablet game players]

(Unit: %)

		Gender and Age																	
		Male									Female								
TOKYO GAME SHOW 2018/ 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)	894	732	6	25	164	162	110	162	94	9	162	4	5	20	30	38	36	26	3
More than 120 minutes	37.0	37.0	16.7	48.0	45.7	43.8	31.8	34.6	20.2	22.2	37.0	25.0	60.0	40.0	46.7	31.6	36.1	30.8	33.3
60 to 120 minutes	25.6	25.5	16.7	28.0	23.2	26.5	27.3	26.5	26.6	0.0	25.9	25.0	0.0	20.0	16.7	36.8	27.8	26.9	33.3
30 to 60 minutes	28.4	28.4	50.0	16.0	23.2	22.2	33.6	32.1	35.1	55.6	28.4	0.0	40.0	35.0	36.7	18.4	33.3	26.9	0.0
Less than 30 minutes	8.9	9.0	16.7	8.0	7.9	7.4	7.3	6.8	18.1	22.2	8.6	50.0	0.0	5.0	0.0	13.2	2.8	15.4	33.3

*Darker shading indicates a higher ratio.

- More than 50% of respondents plays smartphone/tablet games more than 60 minutes a day. More specifically 37.0% of them plays "more than 120 minutes" and 25.6% plays "60 to 120 minutes" a day.
- Over 40% of "male age 15 to 19", "male age 20 to 24", and "female age 20 to 24" plays "more than 120 minutes" a day.

3. Types of Game Played

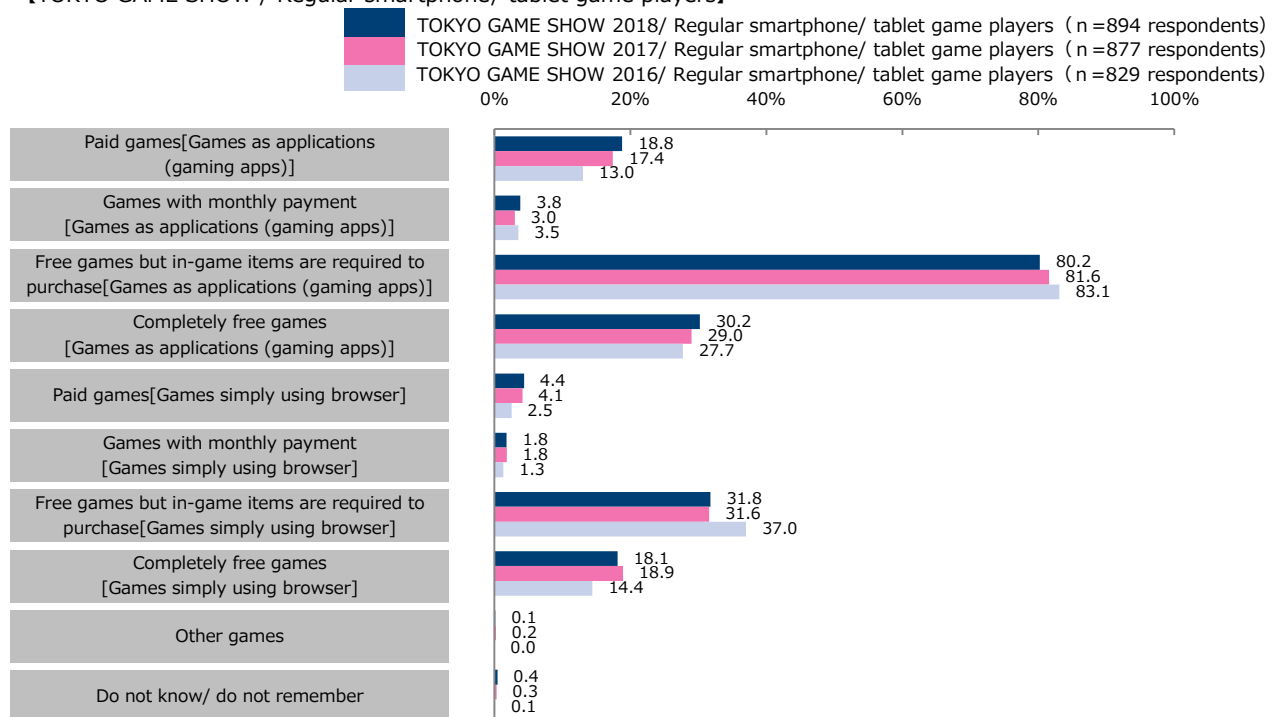
Question

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

[Multiple answers]

■ Time Series Comparison

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



■ Gender and Age

[TOKYO GAME SHOW 2018 / Regular smartphone/ tablet game players]

(Unit: %)

	TOKYO GAME SHOW 2018/ Regular smartphone/ tablet game players	Gender and Age																	
		Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	894	731	6	25	164	159	110	162	95	10	163	4	6	20	30	38	36	26	3
Paid games[Games as applications (gaming apps)]	18.8	19.7	16.7	24.0	24.4	25.2	22.7	14.8	8.4	0.0	14.7	25.0	0.0	20.0	20.0	10.5	5.6	23.1	33.3
Games with monthly payment [Games as applications (gaming apps)]	3.8	4.1	0.0	0.0	1.8	4.4	7.3	3.1	5.3	20.0	2.5	0.0	0.0	5.0	0.0	2.6	2.8	0.0	33.3
Free games but in-game items are required to purchase [Games as applications (gaming apps)]	80.2	80.3	50.0	72.0	81.7	82.4	80.9	85.2	72.6	50.0	79.8	25.0	33.3	70.0	90.0	84.2	83.3	88.5	33.3
Completely free games[Games as applications (gaming apps)]	30.2	29.5	50.0	44.0	34.1	33.3	25.5	20.4	29.5	40.0	33.1	75.0	83.3	50.0	36.7	26.3	27.8	19.2	0.0
Paid games[Games simply using browser]	4.4	4.5	0.0	4.0	4.3	6.3	8.2	2.5	2.1	0.0	3.7	25.0	0.0	5.0	3.3	5.3	0.0	3.8	0.0
Games with monthly payment [Games simply using browser]	1.8	1.8	0.0	0.0	0.6	1.3	5.5	0.6	2.1	10.0	1.8	0.0	0.0	0.0	0.0	2.6	2.8	3.8	0.0
Free games but in-game items are required to purchase [Games simply using browser]	31.8	32.0	16.7	20.0	32.3	34.6	26.4	37.7	29.5	20.0	30.7	0.0	16.7	20.0	50.0	26.3	30.6	30.8	33.3
Completely free games[Games simply using browser]	18.1	17.8	0.0	36.0	25.0	19.5	15.5	9.9	13.7	30.0	19.6	25.0	16.7	30.0	26.7	15.8	19.4	11.5	0.0
Other games	0.1	0.1	0.0	0.0	0.6	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
Do not know/ do not remember	0.4	0.4	0.0	0.0	0.6	0.0	0.9	0.6	0.0	0.0	0.6	0.0	16.7	0.0	0.0	0.0	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

- 80.2% of regular smartphone/tablet players plays "Free games but in-game items are required to purchase [Games as applications (gaming apps)]" on smartphone/tablet.
- The ratios of "Free games but in-game items are required to purchase" are high in both male and female (about 80% of each).

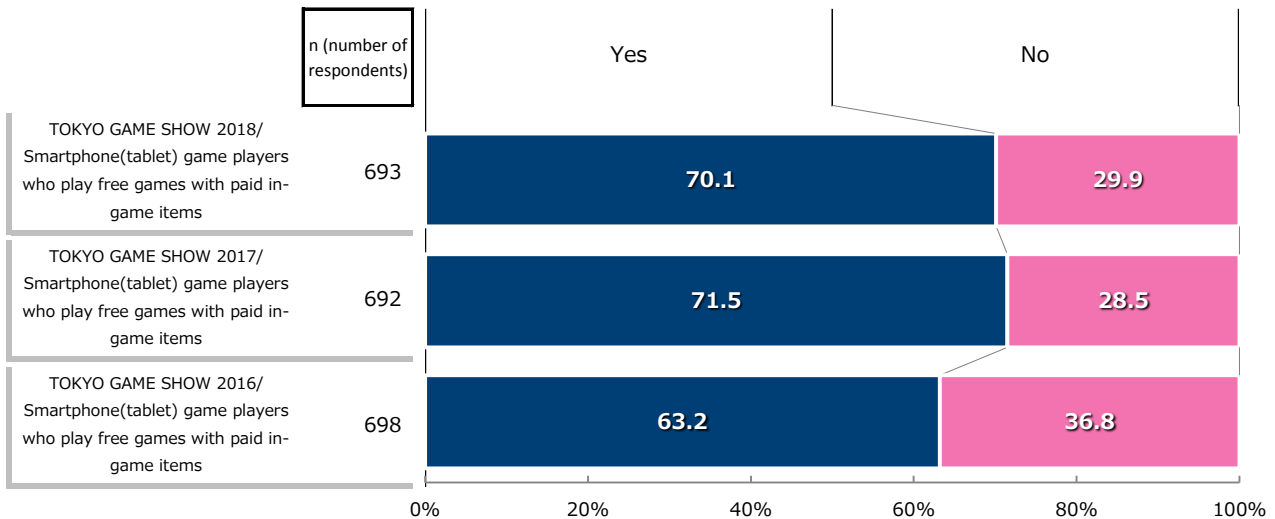
4. Purchasing/Non-purchasing of In-game Items in Free Games

Question

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

■ Time Series Comparison

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



■ Gender and Age

[TOKYO GAME SHOW 2018 / Smartphone(tablet) game players who play free games with paid in-game items]

(Unit: %)

		TOKYO GAME SHOW 2018/ Smartphone(tablet) game players who play free games with paid in-game items	Gender and Age																	
			Male									Female								
n (number of respondents)	693	564	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	129	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	
Yes	70.1	73.0	0.0	35.3	62.4	83.5	87.5	78.4	53.7	100.0	57.4	0.0	0.0	69.2	59.3	63.6	58.6	50.0	0.0	
No	29.9	27.0	100.0	64.7	37.6	16.5	12.5	21.6	46.3	0.0	42.6	100.0	100.0	30.8	40.7	36.4	41.4	50.0	100.0	

*Darker shading indicates a higher ratio.

- 70.1% of smartphone/tablet game players who play "free games but in-game items are required to purchase" actually has purchased in-game items in the last 12 months.
- "Purchased" rate goes up 6.9 points as compared with year 2016.
- 73.0% of male and 57.4% of female says "purchased" in-game items.

PC Game Playing Status

1. PC Game Playing Experience

Question

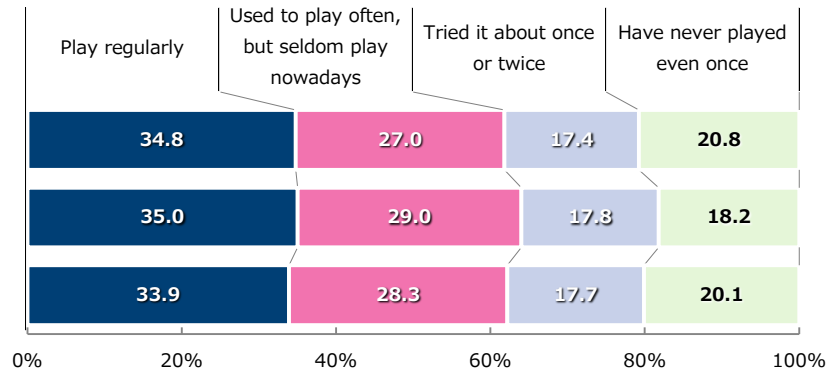
Do you ever play games on PC? [Single answer]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]

n (number of respondents)

TOKYO GAME SHOW 2018/ Overall	1,150
TOKYO GAME SHOW 2017/ Overall	1,143
TOKYO GAME SHOW 2016/ Overall	1,143



■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

n (number of respondents)

		n (number of respondents)	Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played even once
TOKYO GAME SHOW 2018/ Overall		1,150	34.8	27.0	17.4	20.8
Gender and Age	Male	937	37.4	26.0	16.4	20.2
	3 to 9	8	12.5	0.0	12.5	75.0
	10 to 14	29	31.0	17.2	17.2	34.5
	15 to 19	190	41.6	16.8	20.5	21.1
	20 to 24	198	38.9	24.2	19.2	17.7
	25 to 29	141	44.0	22.0	13.5	20.6
	30 to 39	210	36.7	33.8	14.3	15.2
	40 to 49	135	25.9	36.3	14.8	23.0
	50 or older	26	38.5	30.8	7.7	23.1
	Female	213	23.5	31.5	21.6	23.5
	3 to 9	6	0.0	16.7	0.0	83.3
	10 to 14	10	30.0	10.0	30.0	30.0
	15 to 19	21	33.3	19.0	42.9	4.8
	20 to 24	36	30.6	44.4	8.3	16.7
	25 to 29	50	14.0	38.0	28.0	20.0
	30 to 39	47	23.4	31.9	21.3	23.4
	40 to 49	38	26.3	26.3	15.8	31.6
	50 or older	5	20.0	20.0	20.0	40.0

*Darker shading indicates a higher ratio.

- 34.8% of respondents plays PC games "regularly".
- Among respondents 37.4% of male and 23.5% of female are regular PC game players. Especially the ratios of PC regular players in "male age 15 to 19" and "male age 25 to 29" are relatively high at over 40% (41.6% and 44.0%).

2. Types of Game Played

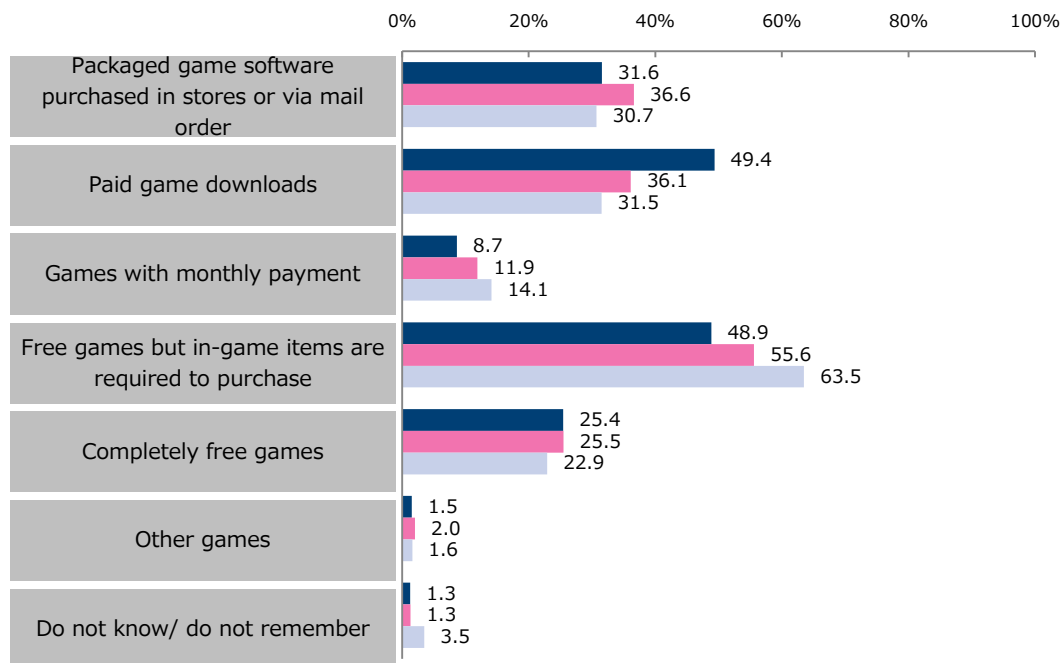
Question

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

■ Time Series Comparison

[TOKYO GAME SHOW/ Regular PC game players]

TOKYO GAME SHOW 2018/ Regular PC game players (n = 393 respondents)
TOKYO GAME SHOW 2017/ Regular PC game players (n = 396 respondents)
TOKYO GAME SHOW 2016/ Regular PC game players (n = 375 respondents)



■ Gender and Age

[TOKYO GAME SHOW 2018 / Regular PC game players]

(Unit: %)

	TOKYO GAME SHOW 2018/ Regular PC game players	Gender and Age																	
		Male									Female								
		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	393	344	0	9	77	76	62	77	33	10	49	0	3	7	11	6	11	10	1
Packaged game software purchased in stores or via mail order	31.6	33.1	0.0	11.1	27.3	35.5	29.0	37.7	45.5	30.0	20.4	0.0	0.0	14.3	18.2	33.3	18.2	30.0	0.0
Paid game downloads	49.4	52.0	0.0	55.6	61.0	57.9	53.2	51.9	27.3	10.0	30.6	0.0	0.0	28.6	27.3	83.3	36.4	10.0	0.0
Games with monthly payment	8.7	9.3	0.0	0.0	7.8	7.9	9.7	11.7	15.2	0.0	4.1	0.0	0.0	0.0	0.0	33.3	0.0	0.0	0.0
Free games but in-game items are required to purchase	48.9	48.0	0.0	44.4	51.9	52.6	46.8	46.8	45.5	10.0	55.1	0.0	33.3	28.6	81.8	16.7	54.5	70.0	100.0
Completely free games	25.4	26.2	0.0	55.6	29.9	32.9	17.7	20.8	12.1	60.0	20.4	0.0	33.3	42.9	27.3	0.0	27.3	0.0	0.0
Other games	1.5	1.7	0.0	0.0	3.9	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Do not know/ do not remember	1.3	1.2	0.0	11.1	1.3	0.0	0.0	1.3	3.0	0.0	2.0	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

- PC gamers play "Paid game downloads" most on PC (49.4%).
- The ratio of "Paid game downloads" increases by 13.3 points compared with last year, while the ratios of "Packaged game software purchased" and "Free games but in-game items are required to purchase" decrease by more than 5 points each.
- Male plays "Paid game downloads" most (52.0%) and female chooses "Free games but in-game items are required to purchase" most (55.1%).

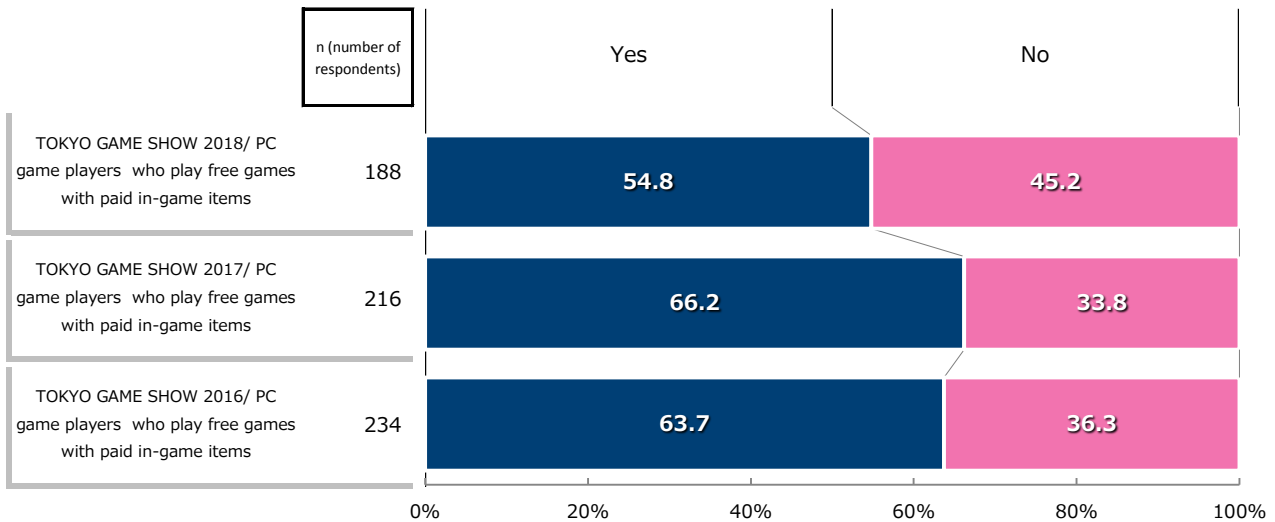
3. Purchasing/Non-purchasing of In-game Items in Free Games

Question

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

■ Time Series Comparison

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



■ Gender and Age

[TOKYO GAME SHOW 2018 / PC game players who play free games with paid in-game items]

(Unit: %)

		TOKYO GAME SHOW 2018/ PC game players who play free games with paid in-game items	Gender and Age																	
			Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)		188	162	0	4	40	40	29	34	14	1	26	0	1	2	9	1	6	6	1
Yes		54.8	56.8	0.0	25.0	42.5	50.0	65.5	70.6	71.4	100.0	42.3	0.0	0.0	0.0	44.4	0.0	66.7	50.0	0.0
No		45.2	43.2	0.0	75.0	57.5	50.0	34.5	29.4	28.6	0.0	57.7	0.0	100.0	100.0	55.6	100.0	33.3	50.0	100.0

*Darker shading indicates a higher ratio.

- 54.8% of PC gamers who play "free games but in-game items are required to purchase" actually purchased in-game items last year.
- The ratio of "Purchased" decreases by 11.4 points compared with last year.
- 56.8% of male and 42.3% of female say "Purchased" in-game items.

Arcade Game Playing Status

1. Arcade Game Playing Experience

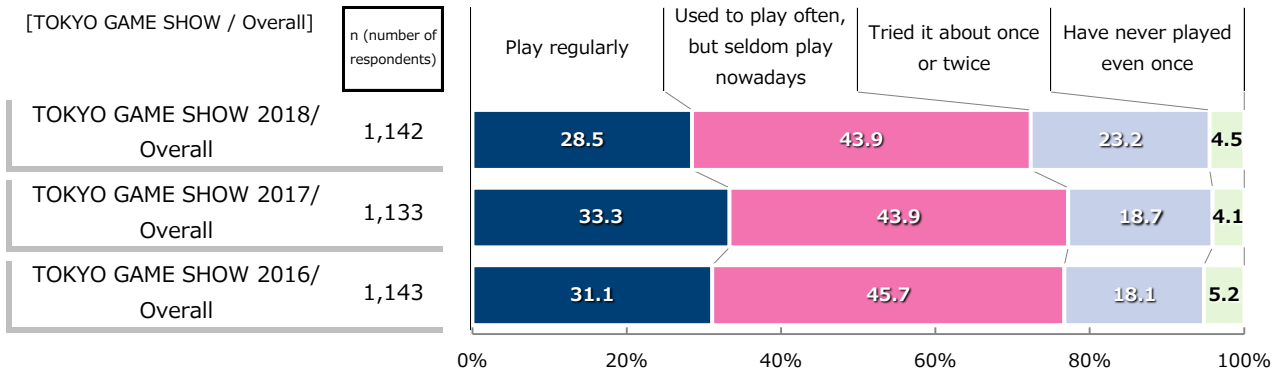
Question

Do you ever play arcade games or games at related amusement facilities? [Single answer]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]

n (number of respondents)



■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

n (number of respondents)

			n (number of respondents)	Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played even once
TOKYO GAME SHOW 2018/ Overall			1,142	28.5	43.9	23.2	4.5
Gender and Age	Male	932	28.6	45.3	21.6	4.5	
	3 to 9	6	33.3	33.3	33.3	0.0	
	10 to 14	29	44.8	27.6	20.7	6.9	
	15 to 19	190	33.2	34.2	28.4	4.2	
	20 to 24	197	33.0	35.5	25.9	5.6	
	25 to 29	140	34.3	36.4	23.6	5.7	
	30 to 39	207	22.7	52.7	20.8	3.9	
	40 to 49	136	18.4	72.1	6.6	2.9	
	50 or older	27	14.8	70.4	11.1	3.7	
	Female	210	27.6	37.6	30.5	4.3	
	3 to 9	6	16.7	0.0	83.3	0.0	
	10 to 14	10	50.0	20.0	20.0	10.0	
	15 to 19	21	23.8	38.1	38.1	0.0	
	20 to 24	36	44.4	27.8	25.0	2.8	
	25 to 29	48	27.1	45.8	22.9	4.2	
	30 to 39	46	28.3	41.3	28.3	2.2	
	40 to 49	38	10.5	44.7	36.8	7.9	
	50 or older	5	20.0	20.0	40.0	20.0	

*Darker shading indicates a higher ratio.

- 28.5% of respondents plays arcade games "regularly".
- Among respondents 28.6% of male and 27.6% of female play arcade games "regularly". Especially the ratios of arcade regular players in "male age 15 to 19", "male age 20 to 24", and "male age 25 to 29" are relatively high at over 30% (33.2%, 33.0%, and 34.3% respectively).

Overlaps among Types of Games



1. Game Platform Overlap Rates by regular game players

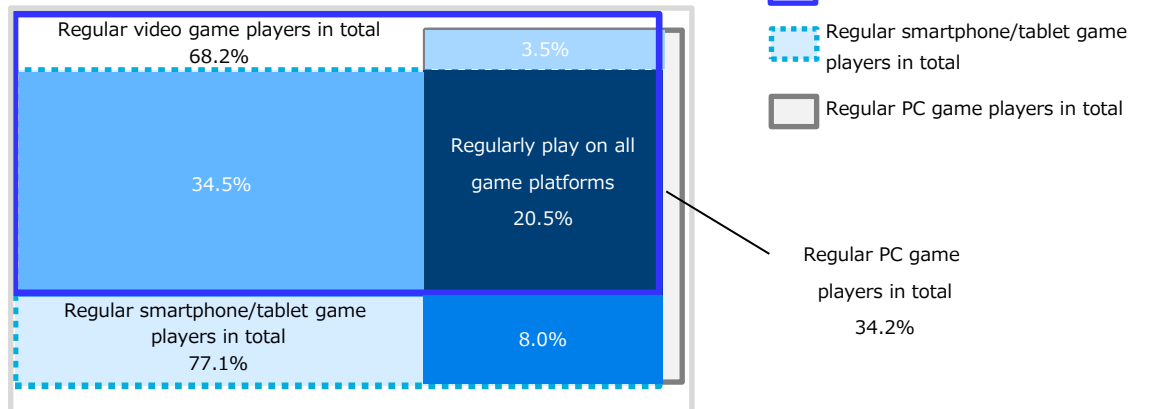


The following diagram represents the overlaps in the usage of the three game types ("video games", "smartphone/tablet games" and "PC games") by regular game players (those who answered "play regularly")

■ Time Series Comparison

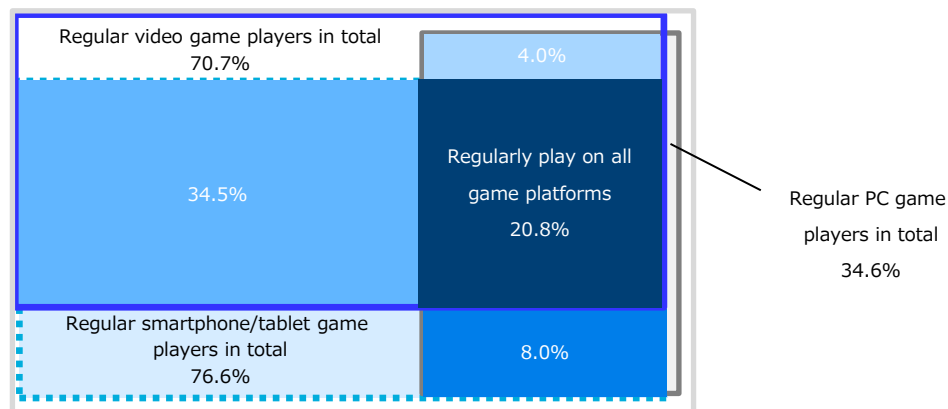
[TOKYO GAME SHOW 2018 / Overall]

n=1,168 respondents



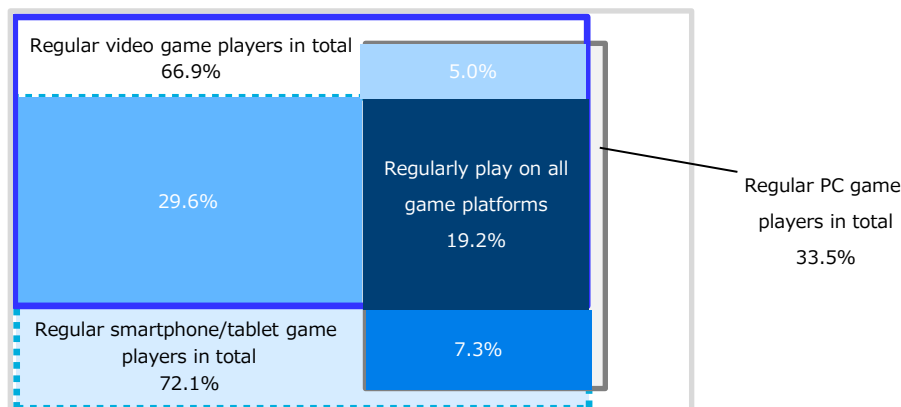
[TOKYO GAME SHOW 2017 / Overall]

n=1,156 respondents



[TOKYO GAME SHOW 2016 / Overall]

n=1,156 respondents



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

- 20.5% of respondents plays all three types of games regularly (video games, smartphone/tablet games, and PC games). 34.5% of them plays "video games" and "smartphone/tablet games" regularly, while 3.5% plays "video games" and "PC games". 8.0% of them is "Smartphone/tablet game" and "PC game" players.

■ Game overlap rate by type of regular game players

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

(Unit: %)

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

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

(Unit: %)

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

[TOKYO GAME SHOW 2016 / Type of regular game players]

(Unit: %)

	n (number of respondents)	video games	smartphone/tablet games	PC games	arcade games
Regular video game players	773	–	73.0	36.2	34.3
Regular smartphone/tablet game players	833	67.7	–	36.7	34.5
Regular PC game players	387	72.4	79.1	–	42.4
Regular arcade game players	355	74.6	80.8	46.2	–

*Darker shading indicates a higher ratio.

- About 70% to 80% of each type of regular game players (smartphone/tablet, PC, and arcade game players) also plays video games regularly.
- In regard to video game regular players, 80.6% of them plays smartphone/tablet games regularly.

Willingness to Play Games in Future

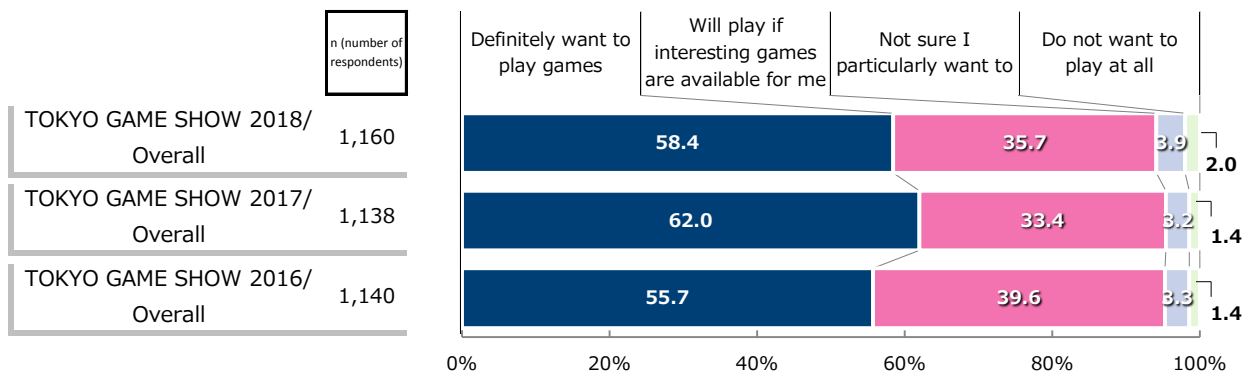
1. Willingness to Play Video Games

Question

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

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

		Gender and Age																	
		Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,160	947	8	29	191	200	145	211	137	26	213	6	10	21	36	50	47	38	5
Definitely want to play games	58.4	59.3	37.5	75.9	73.3	66.0	62.8	54.0	39.4	23.1	54.5	83.3	60.0	61.9	52.8	62.0	61.7	28.9	40.0
Will play if interesting games are available for me	35.7	35.1	62.5	20.7	21.5	29.0	30.3	42.7	51.1	69.2	38.5	0.0	40.0	38.1	38.9	36.0	34.0	52.6	40.0
Not sure I particularly want to	3.9	3.9	0.0	0.0	4.2	3.5	4.8	2.4	5.8	7.7	3.8	0.0	0.0	0.0	8.3	0.0	2.1	7.9	20.0
Do not want to play at all	2.0	1.7	0.0	3.4	1.0	1.5	2.1	0.9	3.6	0.0	3.3	16.7	0.0	0.0	0.0	2.0	2.1	10.5	0.0

*Darker shading indicates a higher ratio.

- 58.4% of respondents would like to play video games from now on and 35.7% would play video games "if interesting games are available for me". In total, 94.1% of them shows some willingness to play video games in the future.
- Among respondents 59.3% of male and 54.5% of female would like to play video games in the future. Especially the ratio of "Definitely would play" video games is high among "male age 15 to 19" at 73.3%.

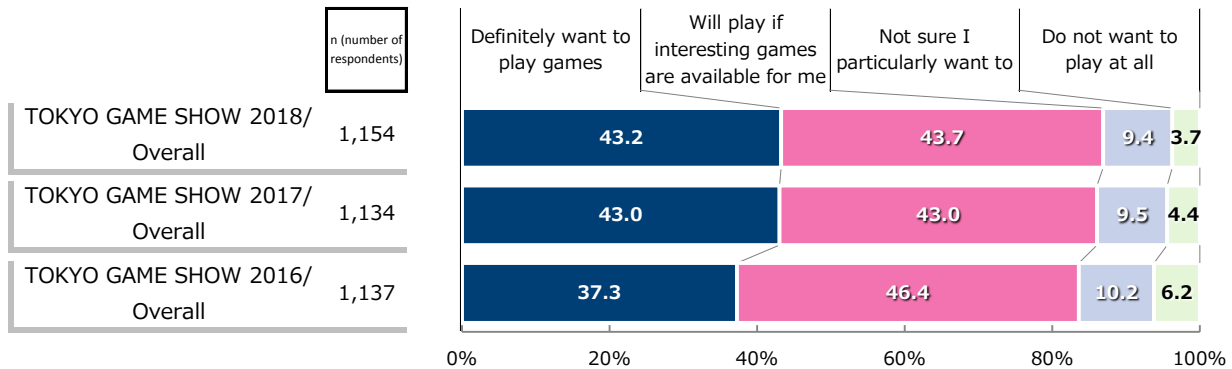
2. Willingness to Play Smartphone/Tablet Games

Question

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

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

		TOKYO GAME SHOW 2018/ Overall	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)		1,154	941	8	29	191	199	144	208	136	26	213	6	10	21	36	50	47	38	5
Definitely want to play games		43.2	43.3	25.0	72.4	58.6	46.7	44.4	37.5	22.8	23.1	43.2	66.7	60.0	71.4	47.2	36.0	36.2	34.2	40.0
Will play if interesting games are available for me		43.7	43.4	62.5	27.6	32.5	43.7	38.2	46.2	59.6	53.8	45.1	33.3	40.0	28.6	44.4	48.0	46.8	55.3	20.0
Not sure I particularly want to		9.4	9.7	0.0	0.0	6.8	6.0	12.5	14.9	9.6	15.4	8.0	0.0	0.0	0.0	2.8	10.0	14.9	5.3	40.0
Do not want to play at all		3.7	3.7	12.5	0.0	2.1	3.5	4.9	1.4	8.1	7.7	3.8	0.0	0.0	0.0	5.6	6.0	2.1	5.3	0.0

*Darker shading indicates a higher ratio.

- 43.2% of respondents would like to play smartphone/tablet games from now on and 43.7% would play smartphone/tablet games "if interesting games are available for me". In total, 86.9% of them shows some willingness to play smartphone/tablet games in the future.
- The ratio of "Definitely would play" smartphone/tablet games is 5.9 points higher than that of the year 2016.
- Among respondents 43.3% of male and 43.2% of female would like to play smartphone/tablet games in the future. Especially the ratio of "Definitely would play" is high among "male age 15 to 19" at 58.6%.

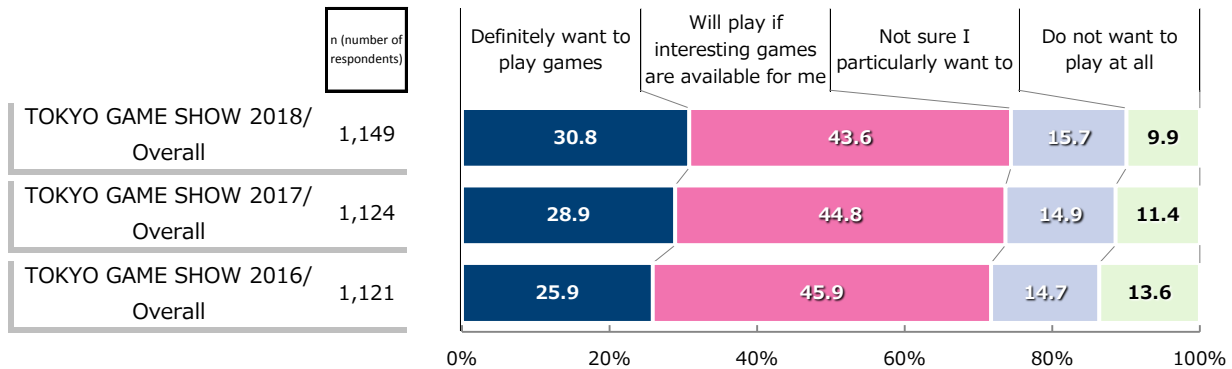
3. Willingness to Play PC Games

Question

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

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

		TOKYO GAME SHOW 2018/ Overall	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)		1,149	936	6	29	191	199	142	207	136	26	213	6	10	21	36	50	47	38	5
Definitely want to play games		30.8	33.7	16.7	41.4	53.4	33.7	35.9	28.5	11.8	26.9	18.3	16.7	40.0	33.3	27.8	6.0	19.1	13.2	0.0
Will play if interesting games are available for me		43.6	42.0	50.0	24.1	36.6	44.7	40.8	42.0	48.5	50.0	50.7	16.7	50.0	57.1	50.0	56.0	48.9	47.4	60.0
Not sure I particularly want to		15.7	15.0	16.7	10.3	7.3	14.1	15.5	18.8	22.1	11.5	18.8	16.7	0.0	9.5	13.9	28.0	23.4	15.8	20.0
Do not want to play at all		9.9	9.4	16.7	24.1	2.6	7.5	7.7	10.6	17.6	11.5	12.2	50.0	10.0	0.0	8.3	10.0	8.5	23.7	20.0

*Darker shading indicates a higher ratio.

- 30.8% of respondents would like to play PC games from now on and 43.6% would play PC games "if interesting games are available for me". In total, 74.4% of them shows some willingness to play PC games in the future.
- Among respondents 33.7% of male and 18.3% of female would like to play PC games in the future. Especially the ratio of "Definitely would play" is high among "male age 15 to 19" at 53.4%.

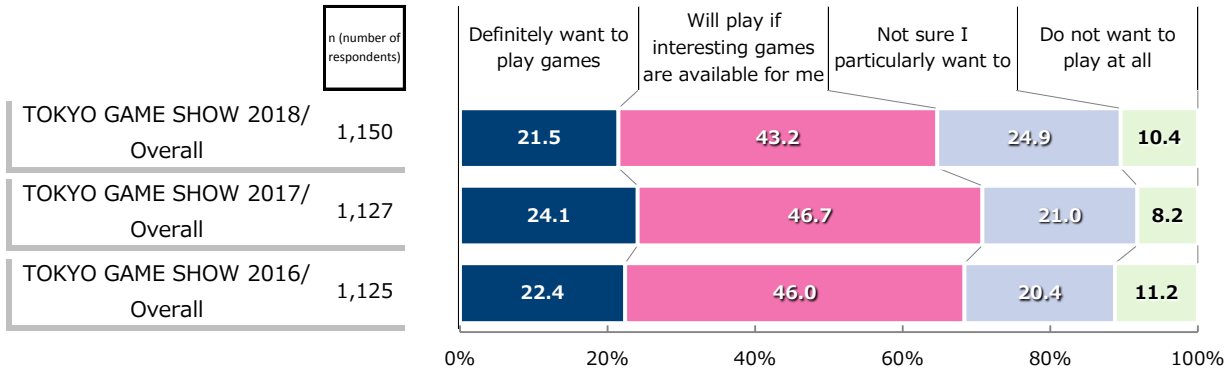
4. Willingness to Play Arcade Games

Question

How much would you like to play games at arcade/ game amusement facilities? [Single answer]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

		TOKYO GAME SHOW 2018/ Overall	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)		1,150	938	8	28	191	199	142	208	137	25	212	6	10	21	36	49	47	38	5
Definitely want to play games		21.5	21.7	37.5	53.6	30.4	25.1	21.8	13.9	11.7	8.0	20.3	33.3	50.0	33.3	36.1	8.2	19.1	5.3	20.0
Will play if interesting games are available for me		43.2	43.1	50.0	32.1	33.0	44.2	40.8	46.2	49.6	72.0	43.9	16.7	50.0	23.8	50.0	55.1	36.2	47.4	40.0
Not sure I particularly want to		24.9	24.5	12.5	10.7	26.2	21.1	26.1	28.8	24.8	12.0	26.4	33.3	0.0	38.1	5.6	30.6	38.3	26.3	20.0
Do not want to play at all		10.4	10.7	0.0	3.6	10.5	9.5	11.3	11.1	13.9	8.0	9.4	16.7	0.0	4.8	8.3	6.1	6.4	21.1	20.0

*Darker shading indicates a higher ratio.

- 21.5% of respondents would like to play arcade games from now on and 43.2% would play arcade games "if interesting games are available for me". In total, 64.7% of them shows some willingness to play arcade games in the future.
- Among respondents 21.7% of male and 20.3% of female would like to play arcade games in the future. Especially the ratios of "Definitely would play" are high among "male age 15 to 19" and "female age 20 to 24" at 30.4% and 36.1%.



5. Willingness to Purchase Video Game Consoles



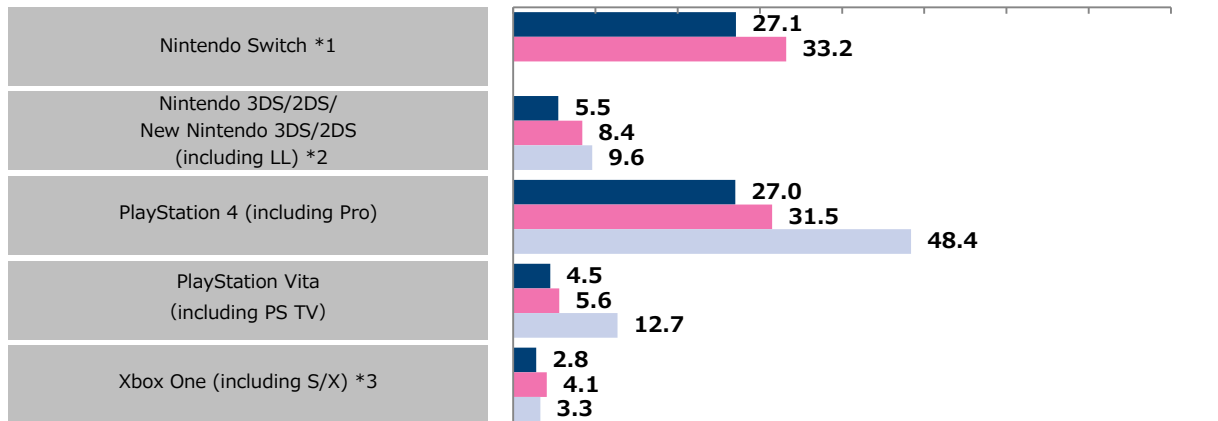
Question

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

[Multiple answers]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



(※1) ・ ・ ・ "Nintendo Switch" was added to the list of game consoles in 2017.

(※2) ・ ・ ・ It was asked as "Nintendo 3DS/2DS/New Nintendo 3DS (including LL)" in 2016.

(※3) ・ ・ ・ It was asked as "Xbox One" in 2016 and "Xbox One (including S)" in 2017.

■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

	TOKYO GAME SHOW 2018/ Overall	Gender and Age																	
		Male									Female								
		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	1,118	909	7	27	186	190	137	206	131	25	209	6	9	21	36	49	45	38	5
Nintendo Switch	27.1	26.6	14.3	14.8	24.7	26.3	24.1	32.0	26.0	32.0	29.2	16.7	11.1	19.0	30.6	38.8	31.1	23.7	40.0
Nintendo 3DS/2DS/ New Nintendo 3DS/2DS (including LL)	5.5	5.4	0.0	11.1	4.3	3.7	5.1	5.8	4.6	24.0	6.2	0.0	11.1	0.0	5.6	0.0	6.7	15.8	20.0
PlayStation 4 (including Pro)	27.0	28.2	28.6	37.0	24.2	28.4	25.5	29.6	32.8	24.0	22.0	33.3	11.1	9.5	27.8	14.3	24.4	31.6	20.0
PlayStation Vita (including PS TV)	4.5	4.1	0.0	3.7	1.6	4.2	5.1	5.8	1.5	16.0	6.2	0.0	0.0	0.0	13.9	8.2	2.2	7.9	0.0
Xbox One (including S/X)	2.8	3.2	0.0	0.0	1.6	2.6	4.4	2.4	6.1	8.0	1.0	0.0	0.0	0.0	0.0	2.0	2.2	0.0	0.0

*Darker shading indicates a higher ratio.

- About 30% of respondents plans to purchase "Nintendo Switch" and "PlayStation 4 (including Pro)".
- Among respondents 26.6% of male and 29.2% of female are planning to purchase "Nintendo Switch". In case of "PlayStation 4 (including Pro)", 28.2% of male and 22.0% of female have intention to purchase it.



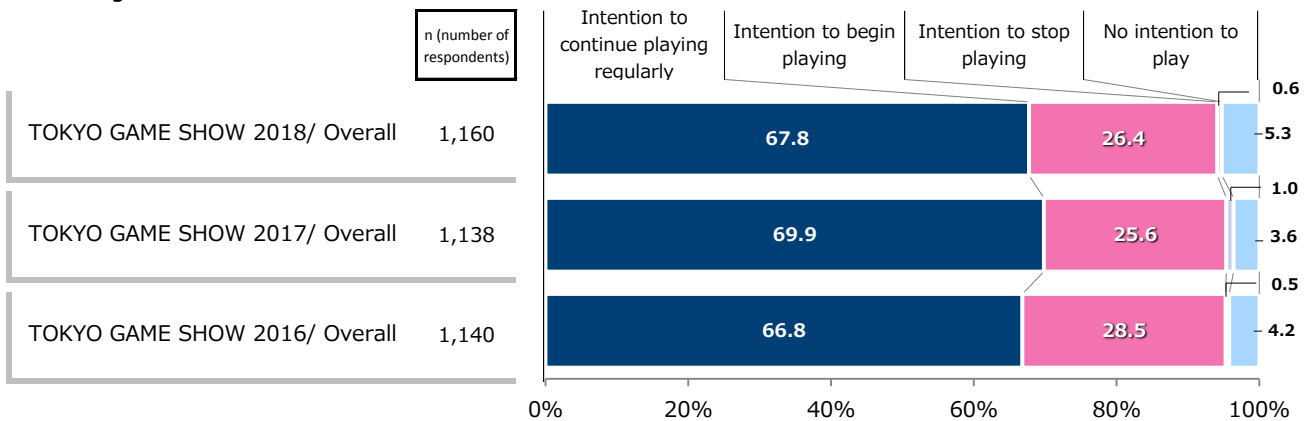
6. Game Playing Experience and Willingness to Play



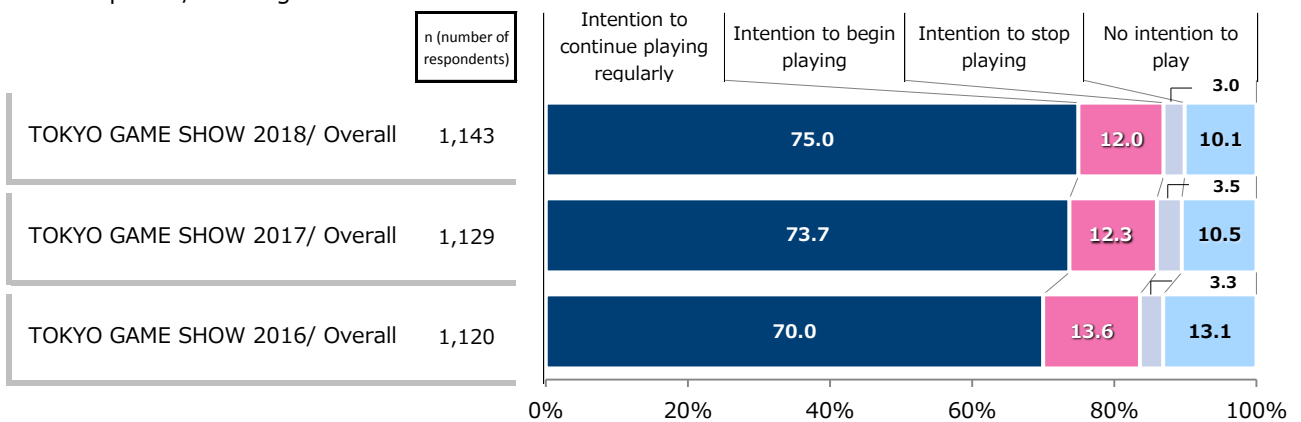
"Game playing experience" was cross-tabulated with "game playing willingness for" each game platform.
The results are shown below in four categories.

		Gameplay experience			
		Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played even once
Intention to play	Definitely want to play games	Intention to continue playing regularly	Intention to begin playing		
	Will play if interesting games are available for me				
	Not sure I particularly want to	Intention to stop playing	No intention to play		
	Do not want to play at all				

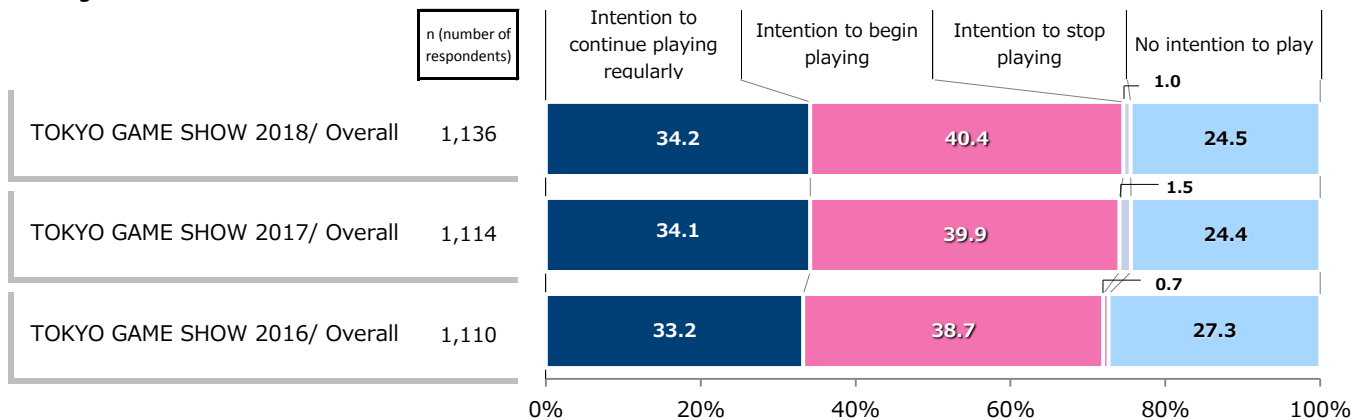
◆ Video games



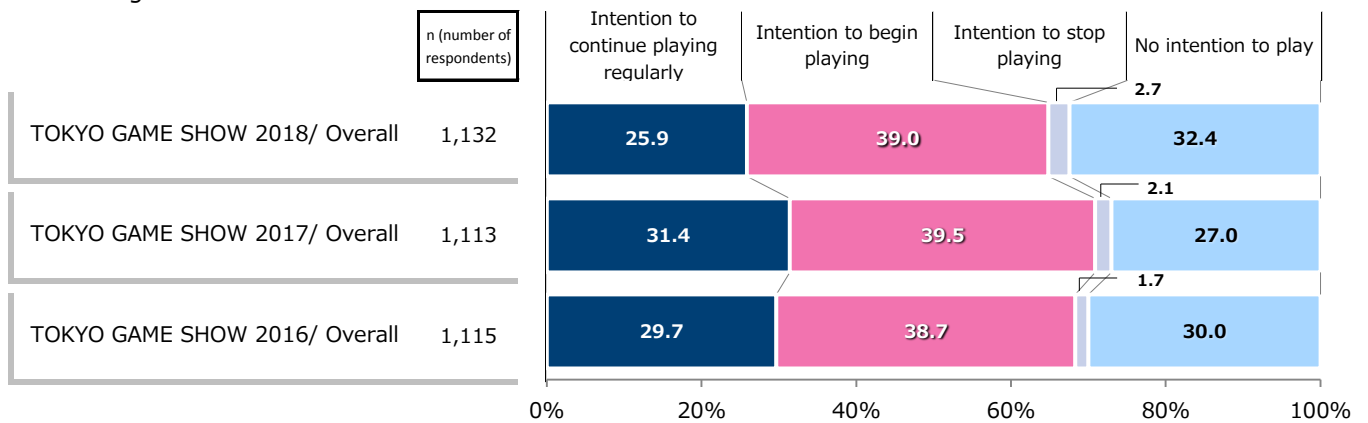
◆ Smartphone/ tablet games



◆PC games



◆Arcade games



- 67.8% of respondents would continue to play video games on a regular basis (continuous regular player) and 26.4% of them would try to play video games (new willing player). In total, 94.2% of them would be potential players for video games.
- 75.0% of respondents would be continuous regular player of smartphone/tablet games and 12.0% of them would be new willing player. In total, 87.0% of them would be potential players for smartphone/tablet games. The ratio of "continuous regular player" is 5.0 points higher than that of the year 2016.
- 34.2% of respondents would be continuous regular player of PC games and 40.4% of them would be new willing player. In total, 74.6% of them would be potential players for PC games.
- 25.9% of respondents would be continuous regular player of arcade games and 39.0% of them would be new willing player. In total, 64.9% of them would be potential players for arcade games.

7. Game Platform Overlap Rates by Willing Game Players

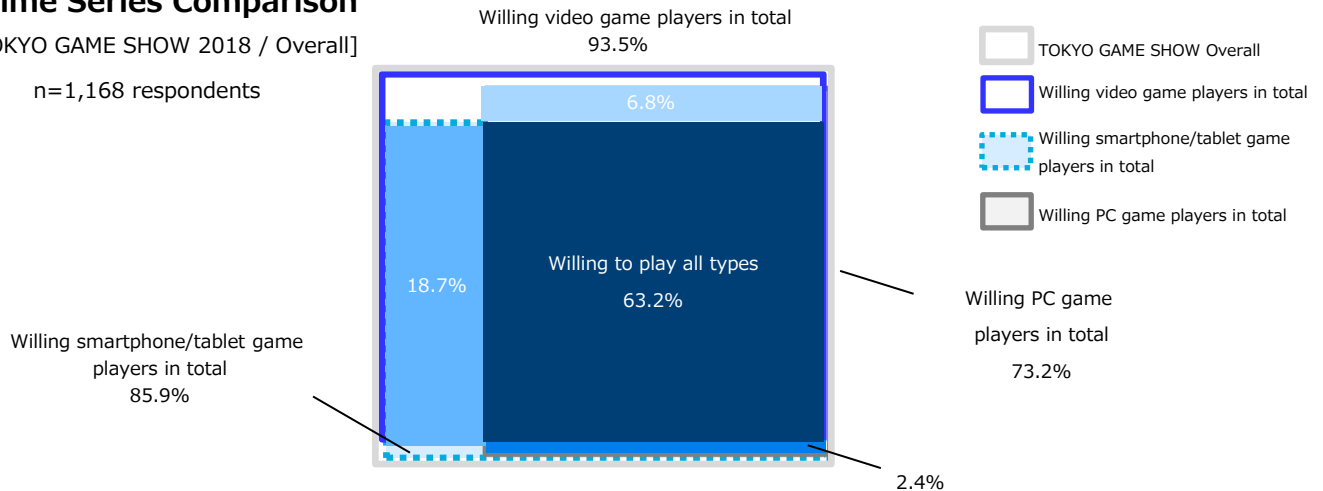


The following diagram represents the overlaps in the three game types (“video games,” “smartphone/tablet games” and “PC games”) as selected by willing game players (those who answered “Definitely want to play games” or “Will play if interesting games are available for me.”)

Time Series Comparison

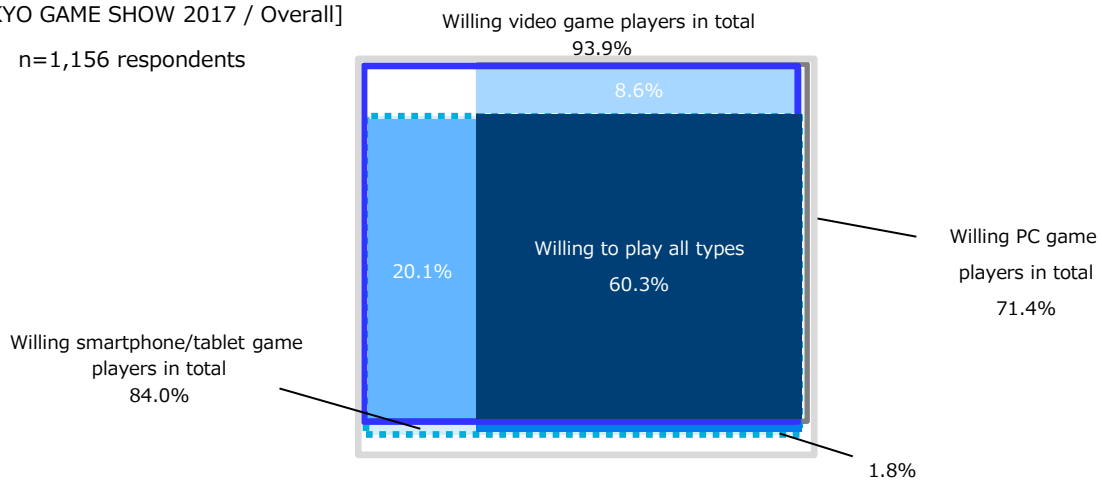
[TOKYO GAME SHOW 2018 / Overall]

n=1,168 respondents



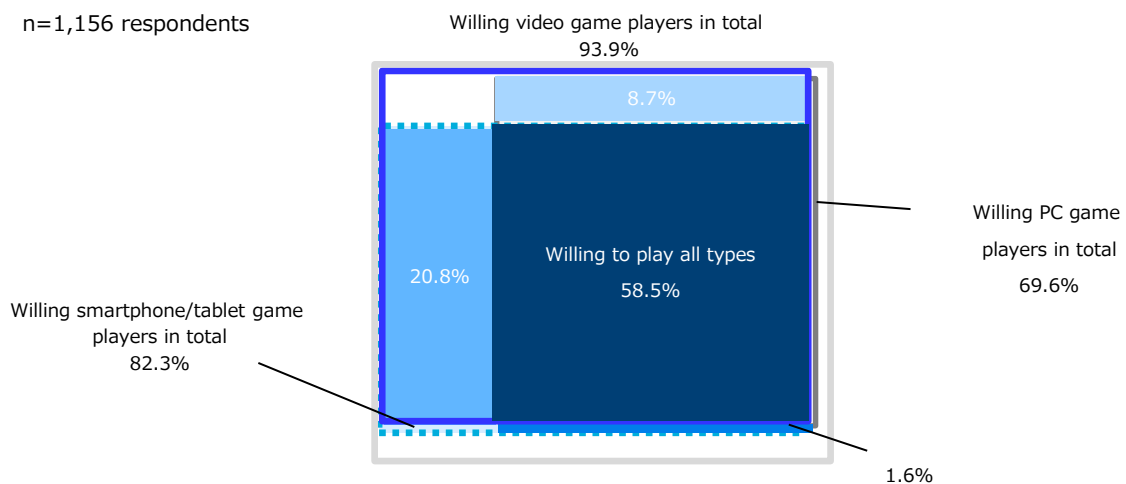
[TOKYO GAME SHOW 2017 / Overall]

n=1,156 respondents



[TOKYO GAME SHOW 2016 / Overall]

n=1,156 respondents



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

● 63.2% of respondents, who have intention to play any of the following types of game (video games, PC games, and/or smartphone/tablet games), would like to play all three types of games (video games, PC games, and smartphone/tablet games) in the future. 18.7% of them would play two types; video games and smartphone/tablet games. 6.8% says video games and PC games, and other 2.4% says smartphone/tablet games and PC games.

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

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

(Unit: %)

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

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

(Unit: %)

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

[TOKYO GAME SHOW 2016 / Regular game players of each game platform]

(Unit: %)

	n (number of respondents)	video games	smartphone/tablet games	PC games	arcade games
Willing players of video games	1,086	–	84.3	71.5	68.1
Willing players of smartphone/tablet games	951	96.3	–	73.1	69.3
Willing players of PC games	804	96.6	86.4	–	72.3
Willing players of arcade games	769	96.2	85.7	75.6	–

*Darker shading indicates a higher ratio.

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

- Over 95% of respondents who are willing to play each of the following 3 games(smartphone/tablet games, PC games, and arcade games) also intends to play video games.
- Among respondents who is willing to play video games 87.5% of them intends to play smartphone/tablet games.

The Situation regarding TOKYO GAME SHOW 2018

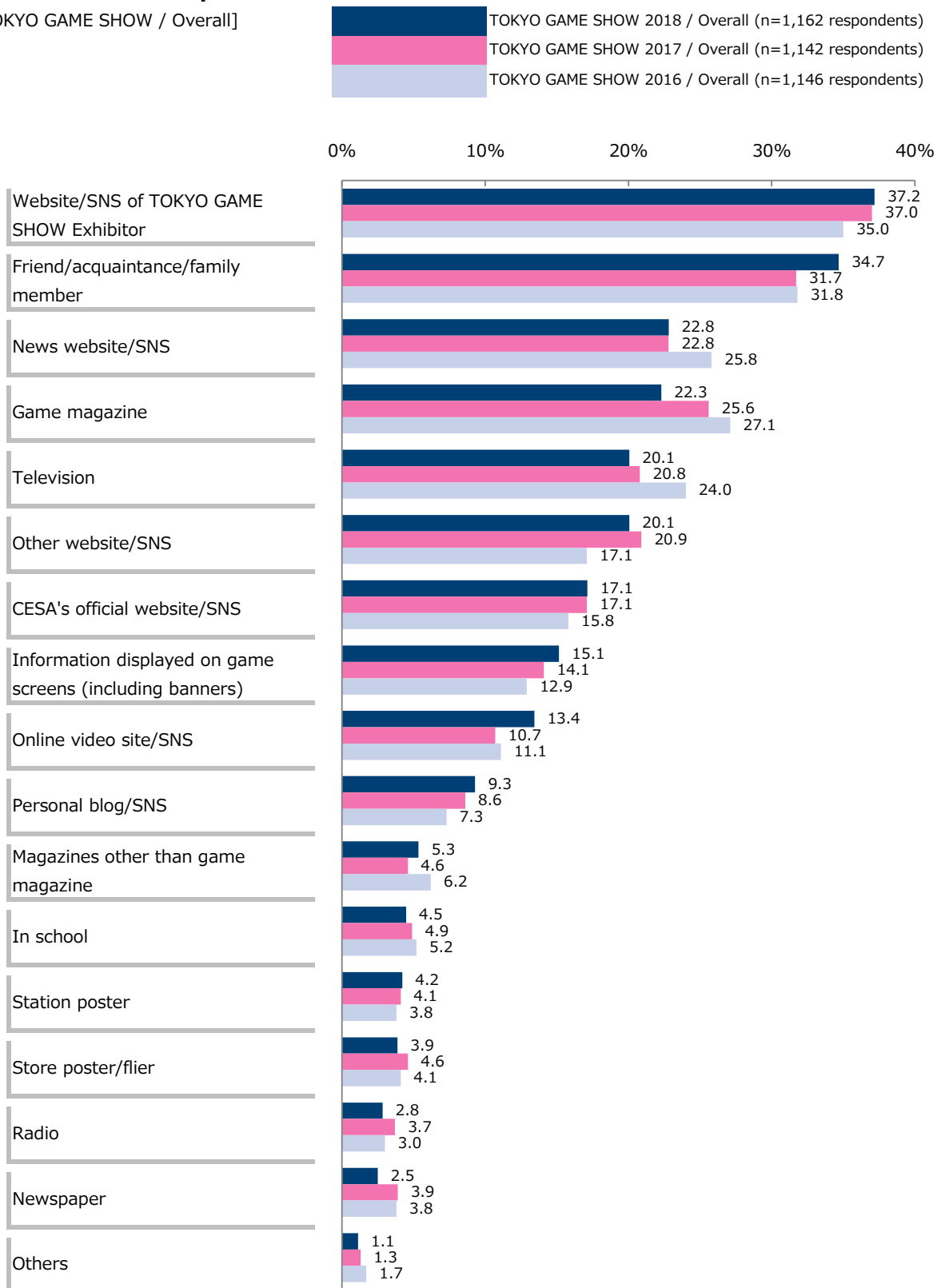
1. Information Sources

Question

Where did you see or hear about the TOKYO GAME SHOW 2018? Please choose the sources of information you have seen or heard about the TOKYO GAME SHOW 2018. [Multiple answers]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

	TOKYO GAME SHOW 2018/ 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)	1,162	947	8	28	190	200	144	211	138	28	215	6	10	21	37	51	47	38	5
Website/SNS of TOKYO GAME SHOW Exhibitor	37.2	35.3	0.0	21.4	30.5	30.5	36.8	45.0	37.7	32.1	45.6	0.0	20.0	42.9	56.8	39.2	46.8	57.9	40.0
Friend/acquaintance/family member	34.7	33.4	25.0	46.4	49.5	47.0	25.0	21.8	17.4	25.0	40.5	100.0	40.0	42.9	48.6	37.3	31.9	42.1	0.0
News website/SNS	22.8	24.1	12.5	17.9	25.3	22.0	22.9	27.0	26.8	10.7	17.2	0.0	0.0	14.3	24.3	15.7	14.9	26.3	0.0
Game magazine	22.3	23.7	25.0	14.3	12.6	21.0	29.9	34.6	22.5	17.9	16.3	16.7	10.0	0.0	24.3	11.8	17.0	26.3	0.0
Television	20.1	20.2	37.5	17.9	20.0	19.5	17.4	20.4	22.5	25.0	19.5	16.7	30.0	14.3	24.3	9.8	14.9	31.6	40.0
Other website/SNS	20.1	20.5	0.0	28.6	19.5	22.0	18.1	20.4	21.7	21.4	18.1	0.0	10.0	28.6	18.9	23.5	14.9	15.8	0.0
CESA's official website/SNS	17.1	17.8	25.0	10.7	10.0	14.5	18.1	20.4	30.4	17.9	14.0	0.0	0.0	9.5	16.2	13.7	17.0	18.4	0.0
Information displayed on game screens (including banners)	15.1	15.0	12.5	25.0	21.6	16.5	12.5	14.2	6.5	10.7	15.8	0.0	20.0	4.8	27.0	9.8	19.1	13.2	40.0
Online video site/SNS	13.4	14.9	0.0	25.0	27.4	19.5	11.1	8.1	6.5	3.6	7.0	0.0	10.0	4.8	5.4	5.9	10.6	5.3	20.0
Personal blog/SNS	9.3	9.6	12.5	3.6	12.6	10.5	12.5	7.6	5.8	7.1	7.9	0.0	0.0	4.8	13.5	7.8	8.5	5.3	20.0
Magazines other than game magazine	5.3	6.0	0.0	7.1	1.6	5.0	6.9	6.6	10.9	10.7	2.3	0.0	0.0	4.8	2.7	2.0	0.0	5.3	0.0
In school	4.5	5.1	0.0	3.6	14.2	9.5	0.7	0.0	0.0	0.0	1.9	16.7	0.0	14.3	0.0	0.0	0.0	0.0	0.0
Station poster	4.2	4.4	0.0	10.7	4.2	3.0	5.6	6.2	2.9	0.0	3.3	16.7	10.0	0.0	2.7	2.0	4.3	2.6	0.0
Store poster/flier	3.9	4.6	0.0	3.6	5.3	3.5	7.6	5.7	2.2	0.0	0.5	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0
Radio	2.8	3.3	0.0	0.0	1.6	3.0	1.4	5.2	2.9	17.9	0.9	0.0	0.0	0.0	2.7	2.0	0.0	0.0	0.0
Newspaper	2.5	2.7	0.0	0.0	2.1	2.5	3.5	1.9	2.9	14.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	2.6	40.0
Others	1.1	1.2	0.0	0.0	1.6	1.5	0.7	0.9	0.7	3.6	0.9	0.0	0.0	0.0	0.0	2.0	0.0	0.0	20.0

*Darker shading indicates a higher ratio.

- The information source respondents saw or heard most about TOKYO GAME SHOW 2018 is "Website/SNS of TOKYO GAME SHOW Exhibitor" (37.2%), followed by "Friend/acquaintance/family member" (34.7%), "News website/SNS" (22.8%), "Game magazine" (22.3%), "Television" (20.1%), and "Other websites/SNS" (20.1%).
- The following ratios of information sources are more than 10 points higher than the overall: "Friend/acquaintance/family member" in males age 15 to 19 (49.5%) and males age 20 to 24 (47.0%), "Online videos/SNS" in males age 15 to 19 (27.4%), "Game magazine" in males age 30 to 39 (34.6%), and "CESA's official website/SNS" in males age 40 to 49 (30.4%).

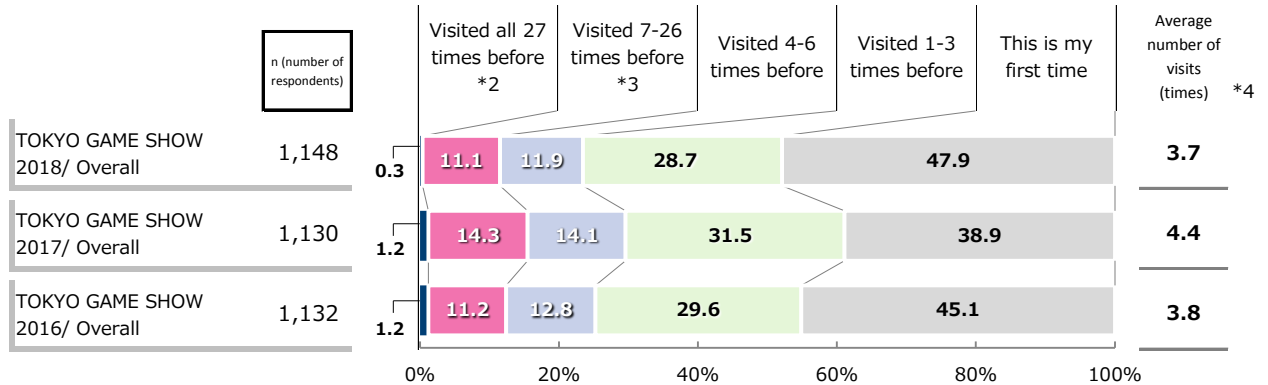
2. Number of Visits

Question

The TOKYO GAME SHOW has been held 27 times (summer 1996, spring and autumn 1997-2001, autumn 2002-2017). How many times have you been this show so far? [Single answer]

Time Series Comparison

[TOKYO GAME SHOW / Overall]



Gender and Age/ GUESS

[TOKYO GAME SHOW 2018 / Overall]

[TOKYO GAME SHOW 2018 / Overall]			(Unit: %)					
		n (number of respondents)	Visited all 27 times before	Visited 7-26 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 2018/ Overall		1,148	0.3	11.1	11.9	28.7	47.9	3.7
Gender and Age	Male	937	0.4	10.9	12.3	28.7	47.7	3.7
	3 to 9	7	0.0	0.0	0.0	14.3	85.7	1.1
	10 to 14	27	0.0	0.0	7.4	14.8	77.8	1.7
	15 to 19	191	0.0	0.0	6.8	24.1	69.1	1.7
	20 to 24	197	0.0	3.0	7.6	35.0	54.3	2.3
	25 to 29	143	0.0	9.1	16.1	24.5	50.3	3.1
	30 to 39	208	0.5	18.8	18.3	30.3	32.2	5.0
	40 to 49	136	2.2	28.7	15.4	27.9	25.7	7.2
	50 or older	28	0.0	17.9	10.7	46.4	25.0	5.5
	Female	211	0.0	12.3	10.4	28.4	48.8	3.6
	3 to 9	6	0.0	0.0	0.0	33.3	66.7	1.7
	10 to 14	9	0.0	0.0	11.1	22.2	66.7	2.0
	15 to 19	21	0.0	0.0	0.0	23.8	76.2	1.4
	20 to 24	36	0.0	11.1	2.8	27.8	58.3	3.4
	25 to 29	51	0.0	5.9	13.7	25.5	54.9	2.7
	30 to 39	47	0.0	10.6	19.1	40.4	29.8	3.8
	40 to 49	36	0.0	33.3	11.1	22.2	33.3	6.6
	50 or older	5	0.0	40.0	0.0	20.0	40.0	5.2
	*	Heavy gamer	652	0.2	8.9	12.9	28.5	49.5
Middle gamer		341	0.9	13.8	12.6	28.4	44.3	4.1
Light gamer		104	0.0	19.2	9.6	26.9	44.2	4.5
Casual gamer		15	0.0	0.0	0.0	33.3	66.7	1.7
Non-gamer		23	0.0	13.0	0.0	43.5	43.5	4.2

*1 GUESS

*Darker shading indicates a higher ratio.

*2 The column heading "Visited all 27 times before" appears in the TOKYO GAME SHOW 2017 Visitors' Survey as "Visited all 26 times before" and in the TOKYO GAME SHOW 2016 Visitors' Survey as "Visited all 25 times before."

*3 The column heading "Visited 7-26 times before" appears in the TOKYO GAME SHOW 2017 Visitors' Survey as "Visited 7-25 times before" and in the TOKYO GAME SHOW 2016 Visitors' Survey as "Visited 7-24 times before."

*4 The average number of visits includes the 2018 visit.

● 52.1% of respondents has visited TOKYO GAME SHOW before (the total of respondents who have visited "1 to 3", "4 to 6", "7 to 26", and "27" times).

● The ratio of respondents who have visited more than once decreases by 9.0 points compared with the previous year.

● The average number of visits among males age 30 to 39 is 5.0 times and among males age 40 to 49 the average is 7.2 times.

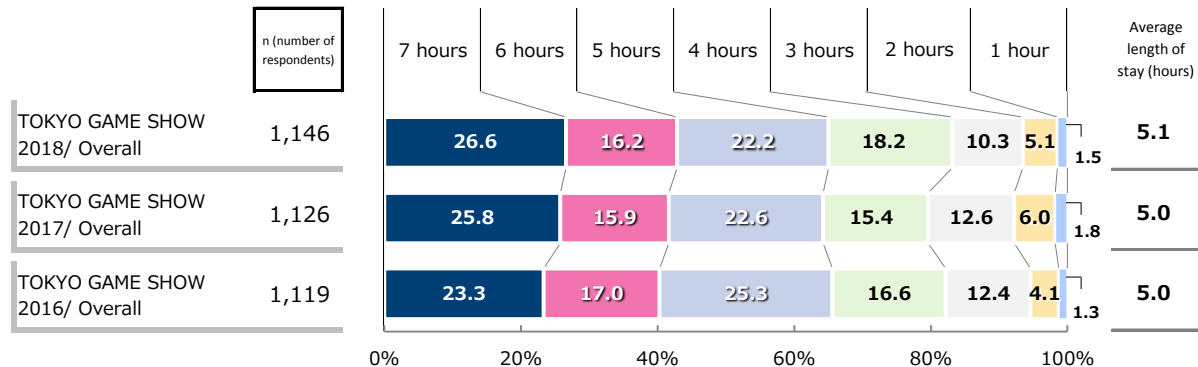
3. Planned Length of Stay

Question

For today's TOKYO GAME SHOW 2018, how many hours do you plan to stay in total? [Numeric answer]

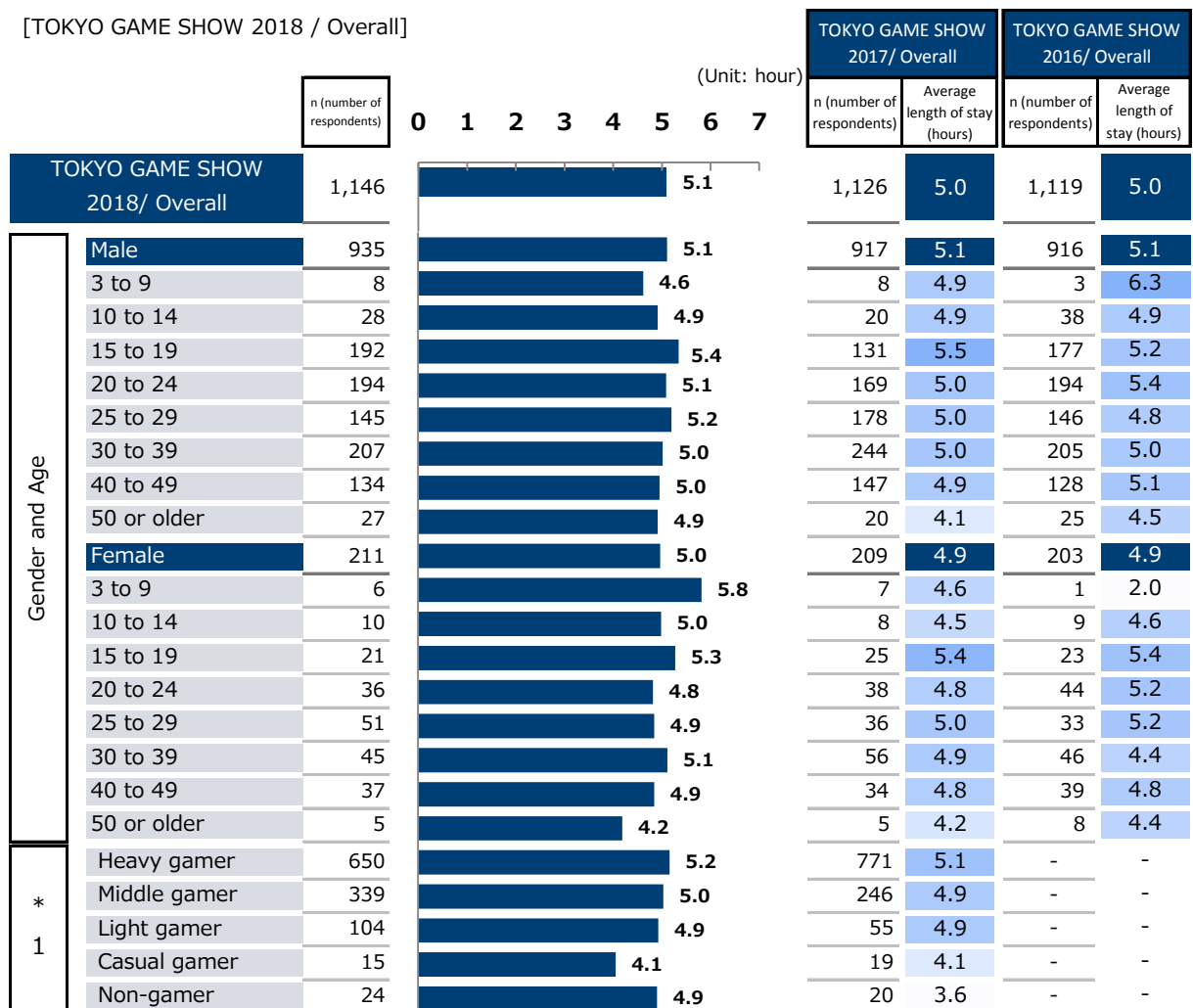
Time Series Comparison

[TOKYO GAME SHOW / Overall]



Average length of stay by gender and age/ GUESS

[TOKYO GAME SHOW 2018 / Overall]



*1 GUESS

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

*Darker shading indicates a higher ratio.

- 26.6% of respondents plans to stay "7 hours" and 22.2% is to stay "5 hours". The average length of stay is 5.1 hours.
- Males stay 5.1 hours and females stay 5.0 hours on average. Especially among males age 15 to 19 the average length of stay is 5.4 hours.
- Heavy gamer in GUESS plans to stay 5.2 hours on average.

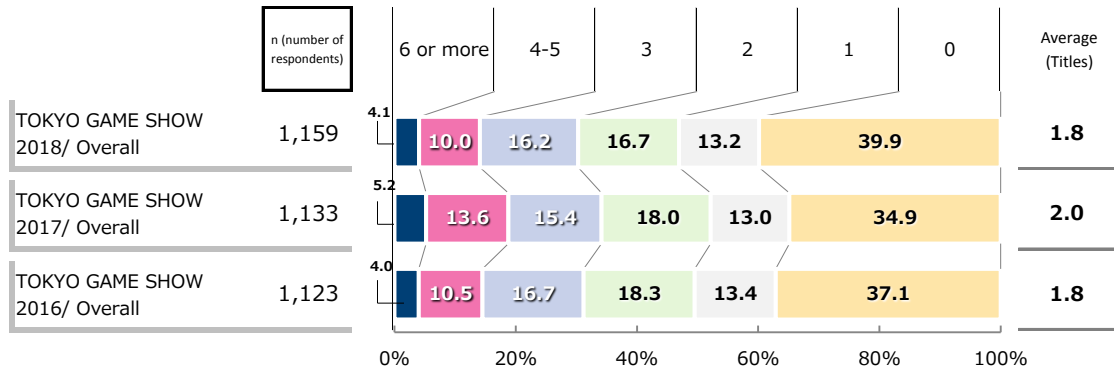
4. Number of Titles Visitors Planned to Sample

Question

For today's TOKYO GAME SHOW 2018, how many game titles do you plan to play in total? [Numeric answer]

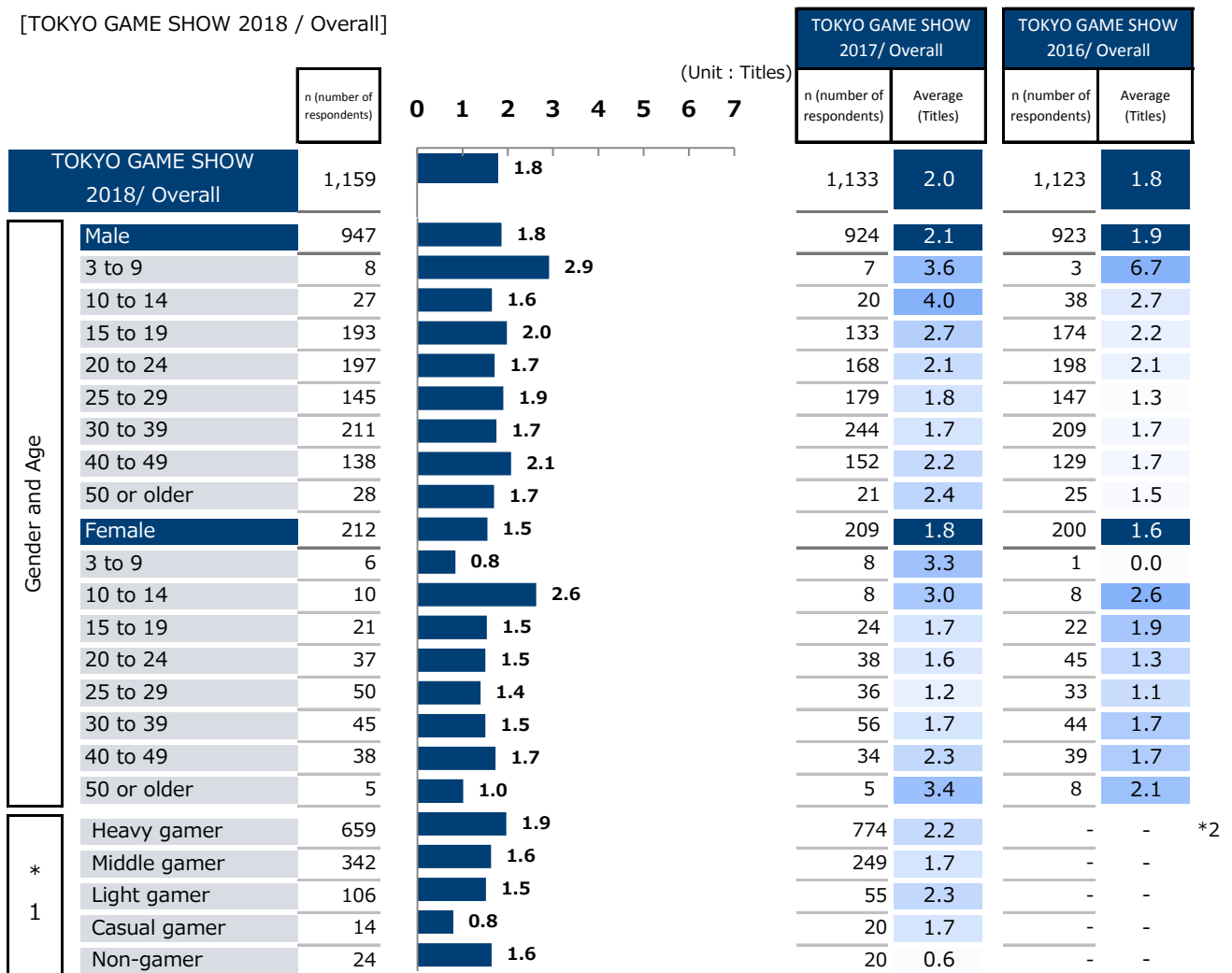
Time Series Comparison

[TOKYO GAME SHOW / Overall]



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

[TOKYO GAME SHOW 2018 / Overall]



*1 GUESS

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

*Darker shading indicates a higher ratio.

- 60.1% of respondents plans to sample more than 1 title (a total of the ratios of "1 title" to "more than 6"). The average number of sampling is 1.8 titles.
- Male's average number of sampling is 1.8 titles and female's is 1.5. Among males age 15 to 19 and males age 40 to 49, they will sample 2.0 and 2.1 titles on average.
- Heavy gamer in GUESS plans to sample 1.9 titles on average.

5. Favorite Developer/Publisher Booths

Question

Out of the developers/publishers that have exhibited at today's TOKYO GAME SHOW 2018, which booth did you like the best? Please write down the name of the company. [Open-ended answer]

[TOKYO GAME SHOW 2018 / Overall]

(n=1,034 respondents)

Rank	Names of Company Booths *1	Number of persons *2	TOKYO GAME SHOW 2017/ Overall (n=982 respondents)		TOKYO GAME SHOW 2016/ Overall (n=989 respondents)	
			Number of persons	Rank	Number of persons	Rank
1	SQUARE ENIX	162	152	(3)	158	(3)
2	CAPCOM	161	184	(1)	169	(2)
3	SEGA Games	138	180	(2)	142	(4)
4	Sony Interactive Entertainment	110	103	(4)	186	(1)
5	BANDAI NAMCO Entertainment	90	74	(6)	86	(5)
6	KONAMI	67	90	(5)	44	(6)
7	Bushiroad	33	17	(10)	25	(8)
8	DMM GAMES	28	30	(9)	22	(9)
9	LEVEL-5	27	-	-	-	-
10	NHN JAPAN	22	-	-	-	-
	KLabGames	22	6	(14)	-	-
	PUBG	22	-	-	-	-
13	KOEI TECMO GAMES	21	49	(7)	31	(7)
14	ATLUS (SEGA Games booth)	19	8	(13)	16	(13)
15	Twitch	13	3	(18)	3	(19)
16	ARC SYSTEM WORKS	11	-	-	20	(11)
17	D3 PUBLISHER	10	9	(12)	9	(14)
18	Nihon Falcom (KONAMI booth)	8	17	(10)	6	(17)
	GungHo Online Entertainment	8	-	-	-	-
20	HP JAPAN	6	-	-	-	-
	MSI	6	-	-	-	-
22	Corsair	5	-	-	-	-
	Xperia(Smartphone Special Area)	5	-	-	2	(22)
24	GREE	4	-	-	2	(22)
	KOJIMA PRODUCTIONS STORE	4	-	-	-	-
	Girls' Frontline	4	-	-	-	-
	Flyhigh Works	4	2	(22)	-	-
	Google Play	4	-	-	-	-
29	studiofake	3	-	-	-	-
	Hashilus	3	-	-	-	-
	MorningTec Japan	3	-	-	-	-
	Lenovo Japan	3	-	-	-	-
	Oizumi Amuzio	3	-	-	-	-
34	Kairosoft	2	-	-	-	-
	Ginga software	2	-	-	-	-
	JPPVR	2	-	-	-	-
	TAITO	2	-	-	-	-
	5pb. (SEGA Games booth)	2	6	(14)	-	-
	HEXADRIVE	2	-	-	-	-
	Lo-Fi Games	2	-	-	-	-

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

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

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

■Order of Preference by Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: person)

	1位	2位	3位	4位	5位
TOKYO GAME SHOW 2018/ Overall	SQUARE ENIX	CAPCOM	SEGA Games	Sony Interactive Entertainment	BANDAI NAMCO Entertainment
(n=1,034)	162	161	138	110	90
Male	SQUARE ENIX	CAPCOM	SEGA Games	Sony Interactive Entertainment	BANDAI NAMCO Entertainment
846	130	127	109	99	68
3 to 9	LEVEL-5	*1			
6	2	1			
10 to 14	SEGA Games	SQUARE ENIX	LEVEL-5	Sony Interactive Entertainment	NHN JAPAN
23	5	4	3		
15 to 19	Sony Interactive Entertainment	SQUARE ENIX	SEGA Games	BANDAI NAMCO Entertainment	*2
166	27	21	16	13	10
20 to 24	CAPCOM	SQUARE ENIX	Sony Interactive Entertainment	SEGA Games	BANDAI NAMCO Entertainment
181	29	26	24	21	17
25 to 29	SQUARE ENIX	CAPCOM	Sony Interactive Entertainment	KONAMI	SEGA Games
128	20	19	16	13	9
30 to 39	CAPCOM	SQUARE ENIX	SEGA Games	Sony Interactive Entertainment	BANDAI NAMCO Entertainment
187	37	33	31	19	11
40 to 49	CAPCOM	SEGA Games	SQUARE ENIX	BANDAI NAMCO Entertainment	KONAMI
128	24	23	20	17	9
50 or older	CAPCOM	SQUARE ENIX	SEGA Games	Sony Interactive Entertainment	KONAMI
27	7	5	4		3
Female	CAPCOM	SQUARE ENIX	SEGA Games	BANDAI NAMCO Entertainment	*3
188	34	32	29	22	11
3 to 9	SEGA Games	LEVEL-5	SQUARE ENIX		
5	2	1			
10 to 14	BANDAI NAMCO Entertainment	SEGA Games	LEVEL-5	KONAMI	NHN JAPAN
7	3	1			
15 to 19	SEGA Games	NHN JAPAN	SQUARE ENIX	Sony Interactive Entertainment	ATLUS (SEGA Games booth)
20	3				2
20 to 24	CAPCOM	BANDAI NAMCO Entertainment	SEGA Games	SQUARE ENIX	*4
35	11	6	5	2	
25 to 29	CAPCOM	SEGA Games	SQUARE ENIX	Sony Interactive Entertainment	ATLUS (SEGA Games booth)
42	11	7	5	4	3
30 to 39	CAPCOM	SQUARE ENIX	SEGA Games	BANDAI NAMCO Entertainment	KONAMI
43	9	5			4
40 to 49	SQUARE ENIX	SEGA Games	BANDAI NAMCO Entertainment	KONAMI	*5
33	8	5	4	3	2
50 or older	SQUARE ENIX	SEGA Games	BANDAI NAMCO Entertainment		
3	1				

*1: Joint second place: SQUARE ENIX, CAPCOM, BANDAI NAMCO Entertainment, Google Play

*2: Joint 5th place: CAPCOM, Bushiroad

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

*4: Joint 5th place: Sony Interactive Entertainment, KONAMI

*5: Joint 5th place: CAPCOM, NHN JAPAN, GungHo Online Entertainment

- The best booth chosen by respondents is "SQUARE ENIX" (n=162/ 3rd place last year). The second best is "CAPCOM" (n=161/ 1st place last year). "SEGA Games" takes 3rd place (n=138/ 2nd place last year). "Sony Interactive Entertainment" is in 4th place (n=110/ 4th place last year) and "BANDAI NAMCO Entertainment" is in 5th place (n=90/ 6th place last year).
- Males choose "SQUARE ENIX" the best booth, while females like "CAPCOM" the best.



6. Areas Respondents Visited or Intended to Visit

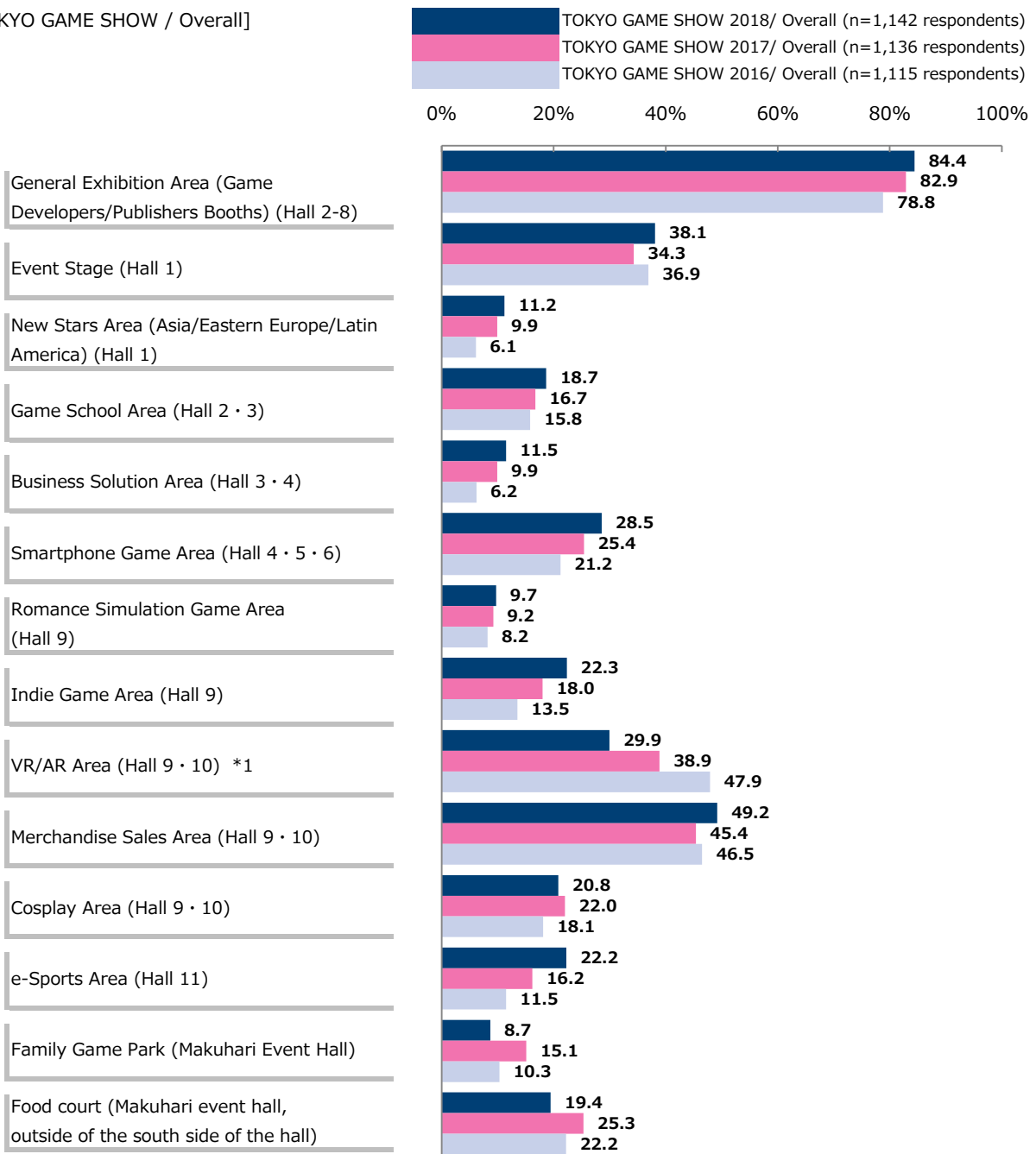


The booths at the TOKYO GAME SHOW 2018 are broadly divided into the following areas.

Please tell us which of these you have been to and/or will definitely go to. [Multiple answers]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



*1 "VR/AR Area" is newly added from the TOKYO GAME SHOW 2016 survey. VR/AR Area was called "VR Area " in TOKYO GAME SHOW 2016.

■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

	TOKYO GAME SHOW 2018/ Overall	Gender and Age																	
		Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,142	929	8	28	186	195	144	206	136	26	213	6	10	21	37	49	47	38	5
General Exhibition Area (Game Developers/Publishers Booths) (Hall 2-8)	84.4	83.4	50.0	85.7	79.6	78.5	86.1	89.3	83.8	92.3	88.7	83.3	90.0	85.7	91.9	79.6	91.5	94.7	100.0
Event Stage (Hall 1)	38.1	39.4	0.0	53.6	40.3	44.1	41.7	35.0	34.6	42.3	32.4	16.7	40.0	57.1	35.1	20.4	27.7	39.5	20.0
New Stars Area (Asia/Eastern Europe/Latin America) (Hall 1)	11.2	12.3	0.0	21.4	14.5	16.4	11.1	7.3	8.8	23.1	6.6	0.0	20.0	9.5	8.1	6.1	2.1	5.3	20.0
Game School Area (Hall 2・3)	18.7	19.7	0.0	32.1	25.8	25.6	16.7	12.6	14.7	23.1	14.1	0.0	20.0	28.6	21.6	10.2	8.5	13.2	0.0
Business Solution Area (Hall 3・4)	11.5	12.4	0.0	21.4	17.2	11.8	11.1	9.2	9.6	23.1	7.5	0.0	10.0	14.3	8.1	6.1	4.3	10.5	0.0
Smartphone Game Area (Hall 4・5・6)	28.5	29.1	0.0	39.3	31.7	35.4	25.0	25.2	28.7	15.4	26.3	50.0	20.0	42.9	35.1	12.2	25.5	28.9	0.0
Romance Simulation Game Area (Hall 9)	9.7	9.3	0.0	21.4	12.4	10.8	9.0	4.4	8.8	7.7	11.7	0.0	10.0	28.6	13.5	8.2	6.4	15.8	0.0
Indie Game Area (Hall 9)	22.3	23.9	0.0	25.0	26.9	29.2	26.4	18.9	19.9	15.4	15.5	0.0	10.0	23.8	18.9	16.3	10.6	18.4	0.0
VR/AR Area (Hall 9・10)	29.9	32.5	0.0	46.4	37.1	33.8	32.6	29.1	30.1	23.1	18.8	0.0	10.0	14.3	24.3	26.5	14.9	13.2	40.0
Merchandise Sales Area (Hall 9・10)	49.2	49.6	12.5	42.9	55.4	52.3	50.0	48.5	46.3	30.8	47.4	33.3	30.0	38.1	45.9	51.0	55.3	47.4	40.0
Cosplay Area (Hall 9・10)	20.8	21.6	0.0	21.4	22.0	21.5	23.6	18.4	25.7	19.2	17.4	0.0	20.0	28.6	21.6	18.4	12.8	15.8	0.0
e-Sports Area (Hall 11)	22.2	24.9	0.0	21.4	39.2	31.3	22.2	17.5	14.0	15.4	10.8	0.0	10.0	9.5	8.1	14.3	8.5	13.2	20.0
Family Game Park (Makuhari Event Hall)	8.7	8.2	62.5	35.7	7.0	7.2	6.3	2.9	11.8	11.5	10.8	100.0	30.0	4.8	2.7	2.0	8.5	15.8	20.0
Food court (Makuhari event hall, outside of the south side of the hall)	19.4	20.0	12.5	42.9	24.2	20.0	17.4	16.5	19.1	15.4	16.9	50.0	20.0	14.3	16.2	16.3	14.9	18.4	0.0

*Darker shading indicates a higher ratio.

- The area respondents visited most or is willing to visit is "General Exhibition Area (Game Developers/ Publishers Booths)" (84.4%), followed by "Merchandise Sales Area" (49.2%) and "Event Stage" (38.1%).
- The ratio of respondents who visited "e-Sports area" (22.2%) is 6.0 points higher than last year, while the ratio of "VR/AR area" (29.9%) and "Family Game Park" (8.7%) are 9.0 points and 6.4 points lower each than those of last year.
- Over 80% of both male and female visited (would visit) "General Exhibition Area (Game Developers/ Publishers Booths)". Male's ratios of "VR/AR area" and "e-Sports area" are more than 10 points higher than those of female's.

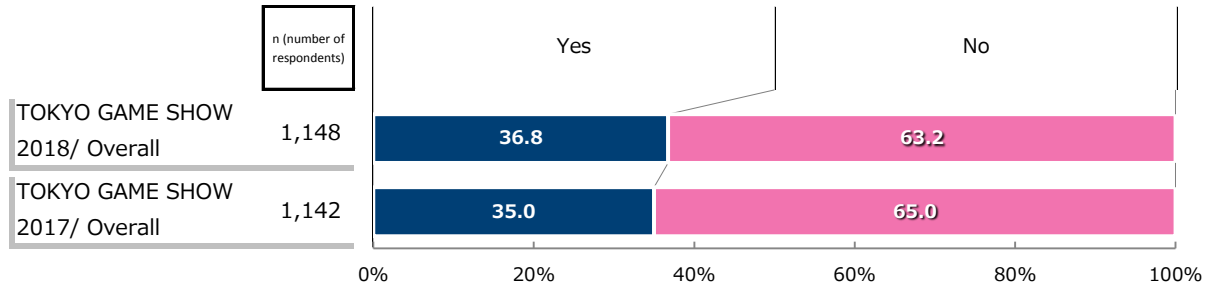
7. Watching "e-Sports X"

Question

Did (or will) you watch the game tournaments of "e-Sports X" on special stage in Hall 11? [Single answer]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

		n (number of respondents)	Yes	No
TOKYO GAME SHOW 2018/ Overall		1,148	36.8	63.2
Gender and Age	Male	935	39.3	60.7
	3 to 9	8	12.5	87.5
	10 to 14	29	41.4	58.6
	15 to 19	188	50.5	49.5
	20 to 24	197	42.6	57.4
	25 to 29	144	34.0	66.0
	30 to 39	206	31.1	68.9
	40 to 49	136	34.6	65.4
	50 or older	27	55.6	44.4
	Female	213	25.8	74.2
	3 to 9	5	0.0	100.0
	10 to 14	10	30.0	70.0
	15 to 19	21	23.8	76.2
	20 to 24	37	18.9	81.1
	25 to 29	50	28.0	72.0
	30 to 39	47	25.5	74.5
	40 to 49	38	31.6	68.4
	50 or older	5	40.0	60.0

*Darker shading indicates a higher ratio.

- 36.8% of respondents watched or would watch "e-Sports X".
- 39.3% of male and 25.8% of female watched or would watch it. Among males age 15 to 19, 50.5% of them says they did or would.



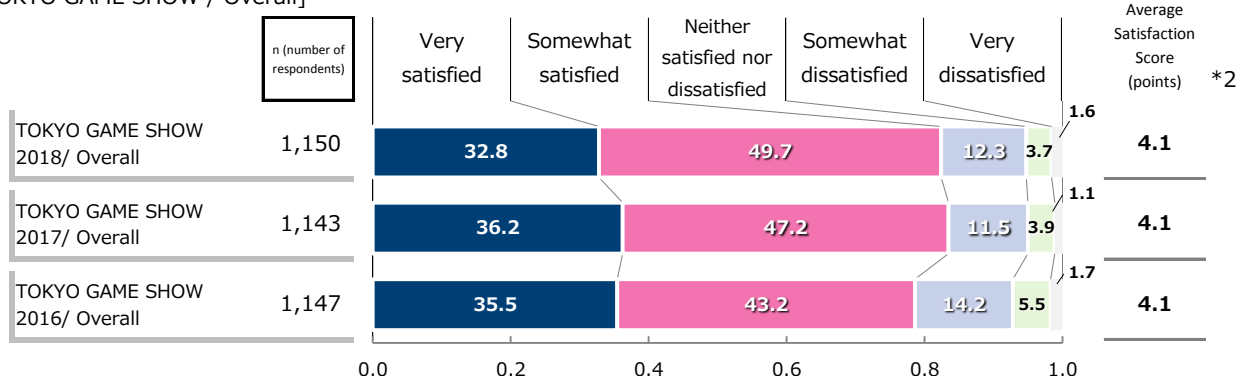
8. Degree of Satisfaction

Question

To what extent are you satisfied with the content of the TOKYO GAME SHOW 2018? [Single answer]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2018 / Overall]

			(Unit: %)					Average Satisfaction Score (points)	
		n (number of respondents)	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied		
TOKYO GAME SHOW 2018/ Overall			1,150	32.8	49.7	12.3	3.7	1.6	4.1
Gender and Age	Male	937	34.2	48.6	12.1	3.6	1.6	4.1	
	3 to 9	8	37.5	37.5	12.5	12.5	0.0	4.0	
	10 to 14	29	65.5	20.7	13.8	0.0	0.0	4.5	
	15 to 19	188	52.1	41.0	4.8	1.6	0.5	4.4	
	20 to 24	197	36.5	50.8	9.1	2.5	1.0	4.2	
	25 to 29	144	32.6	47.9	12.5	4.2	2.8	4.0	
	30 to 39	207	21.7	54.6	17.4	4.8	1.4	3.9	
	40 to 49	137	24.1	49.6	17.5	5.1	3.6	3.9	
	50 or older	27	11.1	70.4	11.1	7.4	0.0	3.9	
	Female	213	26.8	54.5	13.6	3.8	1.4	4.0	
	3 to 9	5	20.0	20.0	20.0	20.0	20.0	3.0	
	10 to 14	10	40.0	30.0	30.0	0.0	0.0	4.1	
	15 to 19	21	52.4	42.9	4.8	0.0	0.0	4.5	
	20 to 24	37	18.9	67.6	8.1	5.4	0.0	4.0	
	25 to 29	50	28.0	56.0	6.0	6.0	4.0	4.0	
	30 to 39	47	27.7	53.2	19.1	0.0	0.0	4.1	
	40 to 49	38	15.8	60.5	21.1	2.6	0.0	3.9	
	50 or older	5	20.0	40.0	20.0	20.0	0.0	3.6	
* 1	Heavy gamer	653	41.2	44.3	10.0	3.1	1.5	4.2	
	Middle gamer	340	24.7	55.9	14.4	3.5	1.5	4.0	
	Light gamer	106	10.4	66.0	17.0	5.7	0.9	3.8	
	Casual gamer	14	14.3	35.7	35.7	7.1	7.1	3.4	
	Non-gamer	24	29.2	54.2	12.5	4.2	0.0	4.1	

*1 GUESS

*Darker shading indicates a higher ratio.

*2 Average satisfaction score was calculated by giving 5 points to "Very satisfied," 4 points to "Somewhat satisfied," 3 points to "Neither satisfied nor dissatisfied" 2 points to "Somewhat dissatisfied," and 1 point to "Very dissatisfied."

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

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

								Average Satisfaction Score (points)
		n (number of respondents)	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	
TOKYO GAME SHOW 2018/ Overall		1,150	32.8	49.7	12.3	3.7	1.6	4.1
Number of Visits	Visited 7 times or more	131	22.9	53.4	15.3	6.9	1.5	3.9
	Visited 4-6 times	133	25.6	54.9	13.5	2.3	3.8	4.0
	Visited 1-3 times	324	30.6	54.6	11.1	3.1	0.6	4.1
	First visit	543	37.9	44.8	12.0	3.7	1.7	4.1
Length of Stay	7 hours	302	40.1	45.0	8.3	3.6	3.0	4.2
	6 hours	183	40.4	46.4	11.5	1.6	0.0	4.3
	5 hours	248	29.4	54.4	10.5	4.8	0.8	4.1
	4 hours	206	27.7	54.4	14.1	2.4	1.5	4.0
	3 hours or less	189	24.3	47.1	20.6	5.8	2.1	3.9
Titles Sampled	6 titles or more	47	48.9	27.7	21.3	2.1	0.0	4.2
	3-5 titles	298	36.6	48.3	9.4	3.7	2.0	4.1
	1-2 titles	341	33.7	52.2	9.1	4.1	0.9	4.1
	0 titles	455	27.7	50.8	16.0	3.5	2.0	4.0

*Darker shading indicates a higher ratio.

■ Degree of Satisfaction by Areas Visited

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

								Average Satisfaction Score (points)	
		n (number of respondents)	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied		
TOKYO GAME SHOW 2018/ Overall			1,150	32.8	49.7	12.3	3.7	1.6	4.1
Areas Visited	General Exhibition Area (Game Developers/Publishers Booths) (Hall 2-8)	963	32.9	50.1	11.5	3.9	1.6	4.1	
	Event Stage (Hall 1)	434	40.8	45.2	10.8	2.1	1.2	4.2	
	New Stars Area (Asia/Eastern Europe/Latin America) (Hall 1)	128	43.0	43.0	7.0	5.5	1.6	4.2	
	Game School Area (Hall 2・3)	213	46.9	39.9	8.5	3.8	0.9	4.3	
	Business Solution Area (Hall 3・4)	131	45.8	41.2	7.6	4.6	0.8	4.3	
	Smartphone Game Area (Hall 4・5・6)	326	39.6	48.5	8.0	2.5	1.5	4.2	
	Romance Simulation Game Area (Hall 9)	111	45.9	36.9	11.7	5.4	0.0	4.2	
	Indie Game Area (Hall 9)	255	38.8	51.0	5.9	3.1	1.2	4.2	
	VR/AR Area (Hall 9・10)	342	38.3	46.8	9.1	4.4	1.5	4.2	
	Merchandise Sales Area (Hall 9・10)	562	34.2	51.8	8.9	3.9	1.2	4.1	
	Cosplay Area (Hall 9・10)	238	36.1	49.6	10.1	3.8	0.4	4.2	
	e-Sports Area (Hall 11)	253	41.9	49.4	5.9	2.4	0.4	4.3	
	Family Game Park (Makuhari Event Hall)	98	39.8	41.8	12.2	5.1	1.0	4.1	
	Food court (Makuhari event hall, outside of the south side of the hall)	222	35.1	50.0	12.2	2.3	0.5	4.2	

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

*Darker shading indicates a higher ratio.

- 32.8% of respondents says "Very satisfied" and 49.7% says "Somewhat satisfied" with TOKYO GAME SHOW 2018. In total 82.5% of respondents is satisfied with the show. The average satisfaction score is 4.1 points.
- 52.1% of male age 15 to 19 says "Very satisfied", giving 4.4 points average satisfaction score.
- 41.2% of Heavy gamer in GUESS is "Very satisfied" (the average satisfaction score is 4.2 points).
- The less times respondents have visited the show, the more they are satisfied with the show. The average score for the respondents who visited the show "for the first time" is 4.1 points.
- The average satisfaction score of respondents who stay "6 hours" is the highest (4.3 points) among others segmented based on length of stay.
- The more titles respondents sampled, the more likely they are satisfied with the show. The average score of those who sampled "6 titles or more" is 4.2 points.



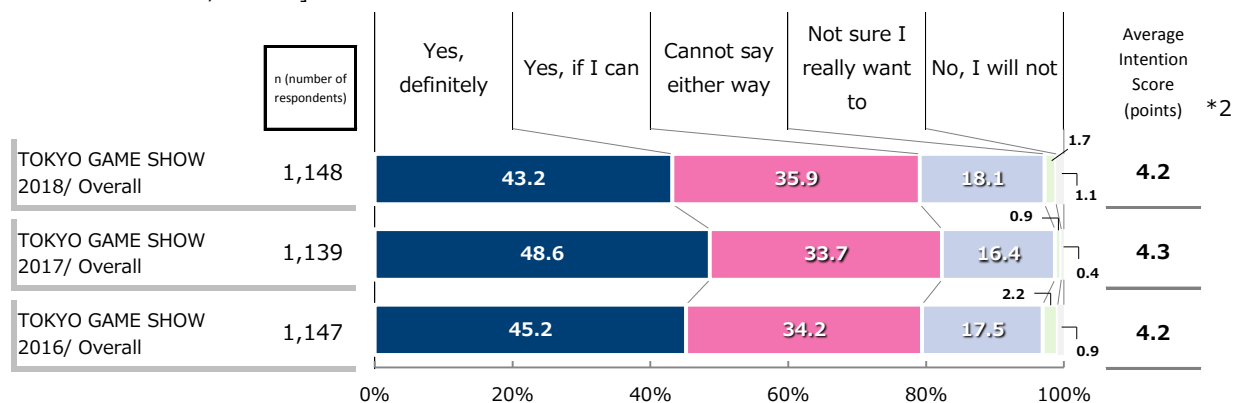
9. Intention to Visit Again

Question

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

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age/ GUESS

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

			n (number of respondents)					Average Intention Score (points)					
			Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not						
TOKYO GAME SHOW 2018/ Overall			1,148	43.2	35.9	18.1	1.7	1.1	4.2				
Gender and Age	Male	935	44.1	35.7	17.6	1.8	0.7	4.2					
	3 to 9	8	37.5	12.5	37.5	12.5	0.0	3.8					
	10 to 14	29	62.1	24.1	13.8	0.0	0.0	4.5					
	15 to 19	187	56.7	31.0	11.8	0.5	0.0	4.4					
	20 to 24	197	44.7	37.6	14.7	2.5	0.5	4.2					
	25 to 29	143	39.9	38.5	18.9	2.1	0.7	4.1					
	30 to 39	207	38.6	36.2	21.3	2.9	1.0	4.1					
	40 to 49	137	35.8	38.7	22.6	0.7	2.2	4.1					
	50 or older	27	40.7	40.7	18.5	0.0	0.0	4.2					
	Female	213	39.4	36.6	20.2	0.9	2.8	4.1					
	3 to 9	5	20.0	20.0	40.0	0.0	20.0	3.2					
	10 to 14	10	40.0	30.0	30.0	0.0	0.0	4.1					
	15 to 19	21	42.9	42.9	14.3	0.0	0.0	4.3					
	20 to 24	37	40.5	43.2	10.8	2.7	2.7	4.2					
	25 to 29	50	34.0	42.0	18.0	0.0	6.0	4.0					
	30 to 39	47	48.9	23.4	27.7	0.0	0.0	4.2					
	40 to 49	38	34.2	39.5	21.1	2.6	2.6	4.0					
	50 or older	5	40.0	40.0	20.0	0.0	0.0	4.2					
* 1	Heavy gamer	652	51.2	32.8	14.0	1.1	0.9	4.3					
	Middle gamer	340	35.0	42.9	19.1	1.8	1.2	4.1					
	Light gamer	106	26.4	35.8	33.0	3.8	0.9	3.8					
	Casual gamer	14	21.4	35.7	35.7	7.1	0.0	3.7					
	Non-gamer	23	34.8	30.4	30.4	0.0	4.3	3.9					

*1 GUESS

*Darker shading indicates a higher ratio.

*2 Average intention score was calculated by giving 5 points to "Yes, definitely," 4 points to "Yes, if I can," 3 points to "Cannot say either way," 2 points to

"Not sure I really want to," and 1 point to "No, I will not."

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

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

			Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not	Average Intention Score (points)
		n (number of respondents)						
TOKYO GAME SHOW 2018/ Overall		1,148	43.2	35.9	18.1	1.7	1.1	4.2
Number of Visits	Visited 7 times or more	131	56.5	36.6	5.3	0.8	0.8	4.5
	Visited 4-6 times	132	56.1	31.1	9.8	2.3	0.8	4.4
	Visited 1-3 times	323	45.5	34.4	18.0	1.2	0.9	4.2
	First visit	543	35.5	37.8	23.4	2.0	1.3	4.0
Length of Stay	7 hours	301	52.5	32.9	11.0	2.0	1.7	4.3
	6 hours	182	54.4	30.2	14.8	0.5	0.0	4.4
	5 hours	248	41.5	42.3	14.5	1.6	0.0	4.2
	4 hours	206	35.0	37.9	23.3	1.9	1.9	4.0
	3 hours or less	189	26.5	36.5	32.8	2.1	2.1	3.8
Titles Sampled	6 titles or more	47	68.1	17.0	10.6	4.3	0.0	4.5
	3-5 titles	297	51.2	32.7	13.8	1.7	0.7	4.3
	1-2 titles	340	41.2	39.7	17.1	1.5	0.6	4.2
	0 titles	455	36.7	36.9	22.9	1.5	2.0	4.0
Degree of Satisfaction regarding Visit	Very satisfied	377	80.9	16.2	2.9	0.0	0.0	4.8
	Somewhat satisfied	569	29.0	52.7	17.8	0.4	0.2	4.1
	Neither satisfied nor dissatisfied	142	14.8	27.5	52.1	4.9	0.7	3.5
	Somewhat dissatisfied	42	7.1	23.8	45.2	16.7	7.1	3.1
	Very dissatisfied	18	11.1	11.1	16.7	16.7	44.4	2.3

*Darker shading indicates a higher ratio.

■ Intention to Visit Next TOKYO GAME SHOW by Areas Visited

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

								Average Intention Score (points)	
		n (number of respondents)	Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not		
TOKYO GAME SHOW 2018/ Overall			1,148	43.2	35.9	18.1	1.7	1.1	4.2
Areas Visited	General Exhibition Area (Game Developers/Publishers Booths) (Hall 2-8)	961	43.8	36.3	17.5	1.5	0.9	4.2	
	Event Stage (Hall 1)	432	47.9	35.9	13.9	1.4	0.9	4.3	
	New Stars Area (Asia/Eastern Europe/Latin America) (Hall 1)	127	48.8	35.4	13.4	1.6	0.8	4.3	
	Game School Area (Hall 2・3)	212	56.1	30.2	12.3	0.9	0.5	4.4	
	Business Solution Area (Hall 3・4)	129	52.7	27.1	17.1	2.3	0.8	4.3	
	Smartphone Game Area (Hall 4・5・6)	325	49.8	33.2	14.5	1.5	0.9	4.3	
	Romance Simulation Game Area (Hall 9)	110	50.9	30.0	14.5	4.5	0.0	4.3	
	Indie Game Area (Hall 9)	253	53.0	31.2	13.8	1.6	0.4	4.3	
	VR/AR Area (Hall 9・10)	340	47.9	35.9	12.9	1.8	1.5	4.3	
	Merchandise Sales Area (Hall 9・10)	560	46.8	35.7	16.1	0.9	0.5	4.3	
	Cosplay Area (Hall 9・10)	238	48.3	34.9	16.0	0.4	0.4	4.3	
	e-Sports Area (Hall 11)	252	47.2	36.9	13.9	1.6	0.4	4.3	
	Family Game Park (Makuhari Event Hall)	98	42.9	32.7	22.4	1.0	1.0	4.2	
	Food court (Makuhari event hall, outside of the south side of the hall)	222	51.8	32.4	14.4	0.5	0.9	4.3	

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

*Darker shading indicates a higher ratio.

- 43.2% of respondents "Definitely" would like to visit TOKYO GAME SHOW next year and 35.9% would visit "if I can". In total 79.1% of all respondents would intend to visit next time. The total average score of willingness to visit is 4.2 points.
- The ratio of respondents who says "Definitely" decreases by 5.4 points compared with last year.
- 44.1% of male and 39.4% of female would like to visit the show "Definitely". 56.7% of males age 15 to 19 chooses "Definitely".
- 51.2% of Heavy gamer in GUESS would "definitely" visit next year.
- The more times respondents visit the show, the more likely they have an intention to come again. The average score of the respondents who have visited "7 times or more" is 4.5 points.
- Among respondents segmented based on length of stay, the average score of those who stay "6 hours" is the highest (4.4 points) .
- The more titles respondents sample, the more likely they want to visit again. The average score of those who sampled "6 titles or more" is 4.5 points.
- The respondents who are highly satisfied with the show are more likely to have their intention to visit next year. The average score of the respondents who say "very satisfied" is 4.8 points.

Game-related Issues

1. Event Participation

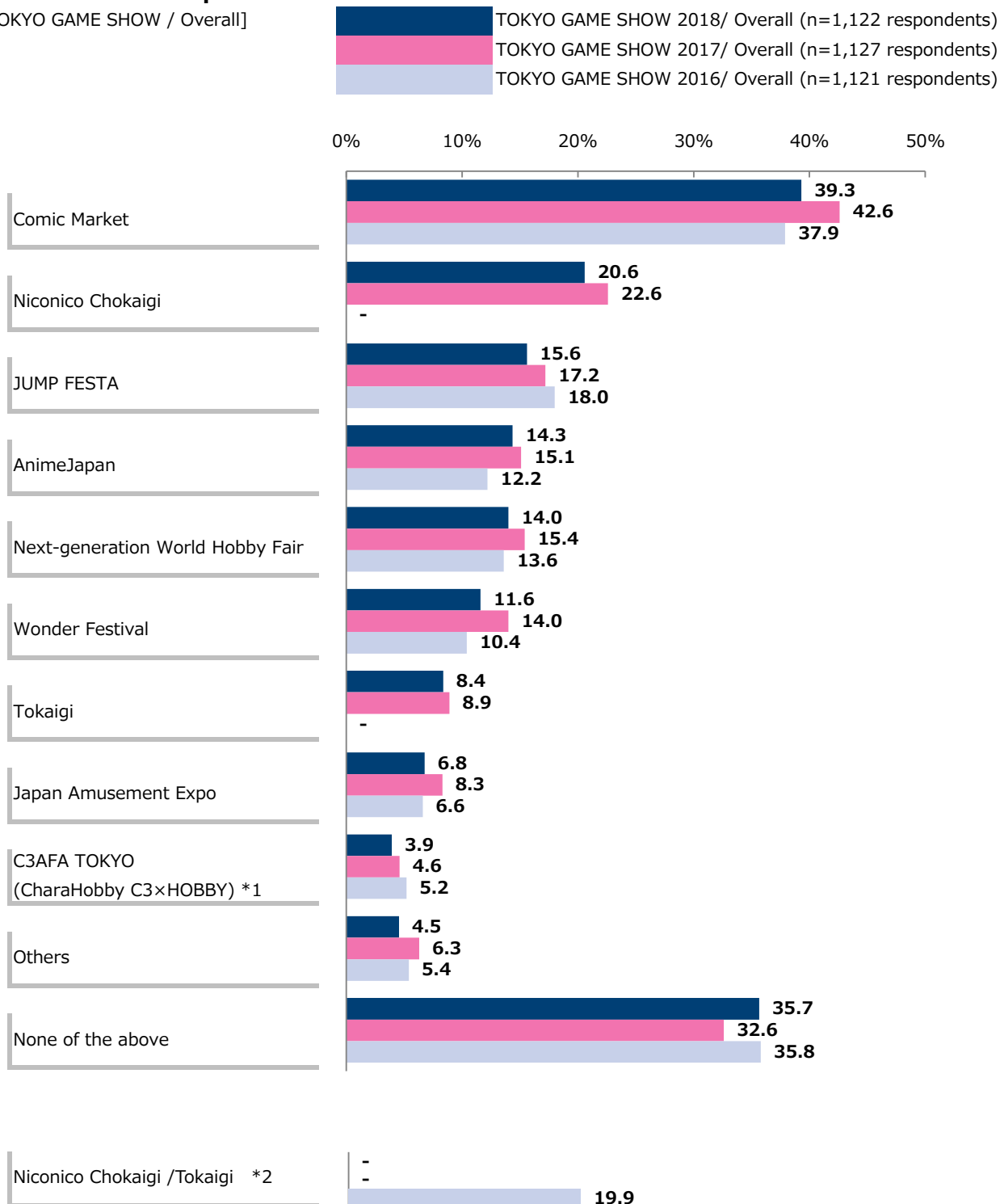
Question

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

*Do not include online participations. [Multiple answers]

Time Series Comparison

[TOKYO GAME SHOW / Overall]



*1 It was asked as "CharaHobby C3×HOBBY" in 2016.

*2 "Niconico Chokaigi /Tokaigi" used in 2016 is divided into "Niconico Chokaigi" and "Tokaigi" in the 2017 TOKYO GAME SHOW survey.

■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

	TOKYO GAME SHOW 2018/ Overall	Gender and Age																	
		Male									Female								
		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	1,122	911	8	27	183	194	142	200	133	24	211	6	10	21	37	49	46	38	4
Comic Market	39.3	39.2	0.0	3.7	30.6	45.4	46.5	45.0	36.1	33.3	39.8	16.7	10.0	23.8	35.1	42.9	52.2	44.7	50.0
Niconico Chokaigi	20.6	21.0	0.0	14.8	20.8	19.6	19.0	24.0	18.8	45.8	19.0	0.0	20.0	9.5	21.6	18.4	23.9	18.4	25.0
JUMP FESTA	15.6	13.5	25.0	3.7	9.3	10.8	14.1	17.5	15.8	25.0	24.6	16.7	10.0	9.5	21.6	24.5	32.6	28.9	50.0
AnimeJapan	14.3	14.4	0.0	0.0	8.7	19.6	16.2	16.0	15.8	4.2	14.2	0.0	0.0	9.5	18.9	12.2	23.9	7.9	25.0
Next-generation World Hobby Fair	14.0	14.3	0.0	33.3	21.3	10.3	12.7	12.0	12.0	16.7	12.8	0.0	0.0	14.3	18.9	4.1	13.0	23.7	0.0
Wonder Festival	11.6	12.1	0.0	3.7	1.6	8.2	14.1	17.5	23.3	16.7	9.5	0.0	0.0	0.0	8.1	10.2	17.4	10.5	0.0
Tokaigi	8.4	8.9	0.0	0.0	10.9	9.3	5.6	12.5	6.0	8.3	6.2	0.0	0.0	0.0	5.4	12.2	2.2	10.5	0.0
Japan Amusement Expo	6.8	6.3	0.0	0.0	1.6	5.7	4.2	8.5	12.8	12.5	9.0	50.0	0.0	0.0	5.4	4.1	15.2	13.2	0.0
C3AFA TOKYO (CharaHobby C3×HOBBY)	3.9	3.8	0.0	0.0	0.5	2.1	4.9	5.0	9.0	4.2	4.3	0.0	0.0	0.0	2.7	2.0	8.7	7.9	0.0
Others	4.5	5.0	0.0	3.7	7.1	3.6	4.2	4.5	6.8	4.2	2.4	16.7	0.0	0.0	0.0	4.1	2.2	0.0	25.0
None of the above	35.7	35.3	75.0	48.1	39.9	33.5	36.6	30.5	34.6	25.0	37.0	33.3	70.0	61.9	37.8	38.8	19.6	36.8	0.0

*Darker shading indicates a higher ratio.

- "Comic Market" is the event respondents have been to most (39.3%), followed by "Niconico Chokaigi" (20.6%) and "JUMP FESTA" (15.6%). On the other hand, 35.7% of respondents has "never been to those related events".
- The ratios of "Wonder Festival" in male age 40 to 49 (23.3%), "Comic Market" in female age 30 to 39 (52.2%), "JUMP FESTA" in female age 30 to 39 (32.6%) and in female age 40 to 49 (28.9%) are more than 10 points higher than each overall average.

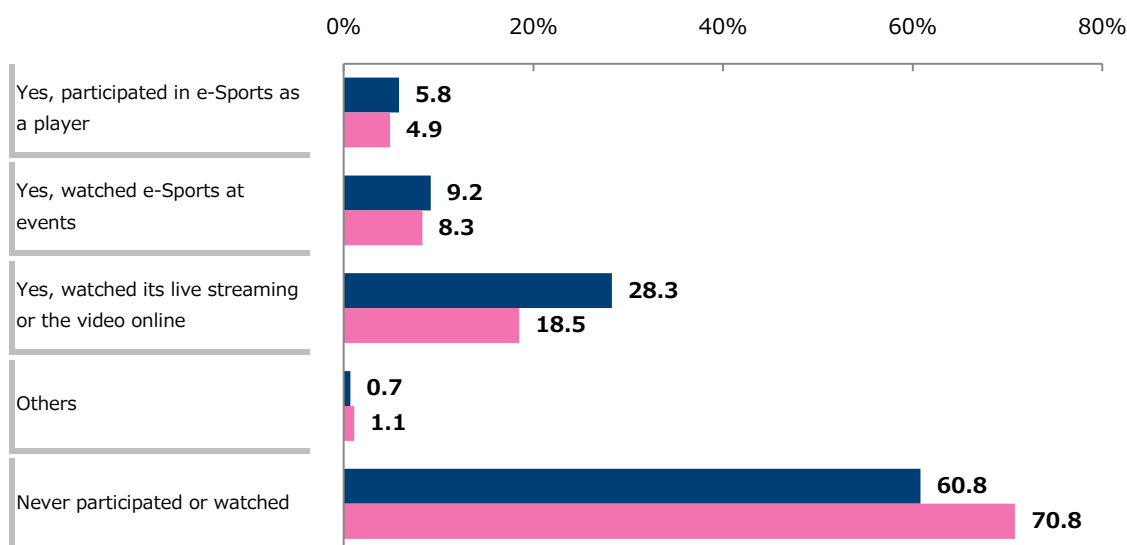
2. Experience of e-Sports

Question

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

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

	TOKYO GAME SHOW 2018 / People interested in VR games	Gender and Age																	
		Male									Female								
		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	1,146	935	8	28	189	197	144	205	137	27	211	6	10	21	37	48	46	38	5
Yes, participated in e-Sports as a player	5.8	6.6	0.0	0.0	8.5	6.1	6.3	8.8	4.4	3.7	2.4	0.0	0.0	0.0	5.4	4.2	2.2	0.0	0.0
Yes, watched e-Sports at events	9.2	10.5	0.0	14.3	11.1	11.2	12.5	8.8	8.8	11.1	3.3	0.0	0.0	0.0	5.4	0.0	6.5	2.6	20.0
Yes, watched its live streaming or the video online	28.3	31.4	0.0	39.3	41.8	38.1	25.0	30.7	19.7	11.1	14.2	0.0	10.0	14.3	16.2	16.7	19.6	7.9	0.0
Others	0.7	0.5	12.5	0.0	1.1	0.0	0.0	0.0	0.7	3.7	1.4	0.0	0.0	0.0	5.4	0.0	2.2	0.0	0.0
Never participated or watched	60.8	56.4	87.5	53.6	43.4	51.3	59.7	59.5	69.3	70.4	80.6	100.0	90.0	85.7	70.3	79.2	76.1	89.5	80.0

*Darker shading indicates a higher ratio.

- 28.3% of respondents has watched e-Sports on live streaming or online video and 9.2% has watched it at some events. 5.8% of them has participated in e-Sports as a player. In total 39.2% of all the respondents including 0.7% of those who says "others" has experienced e-Sports in some ways.
- The ratio of "e-Sports live streaming or online videos" increases by 9.8 points compared with last year.
- 31.4% of male and 14.2% of female have watched e-Sports on live streaming or online videos.

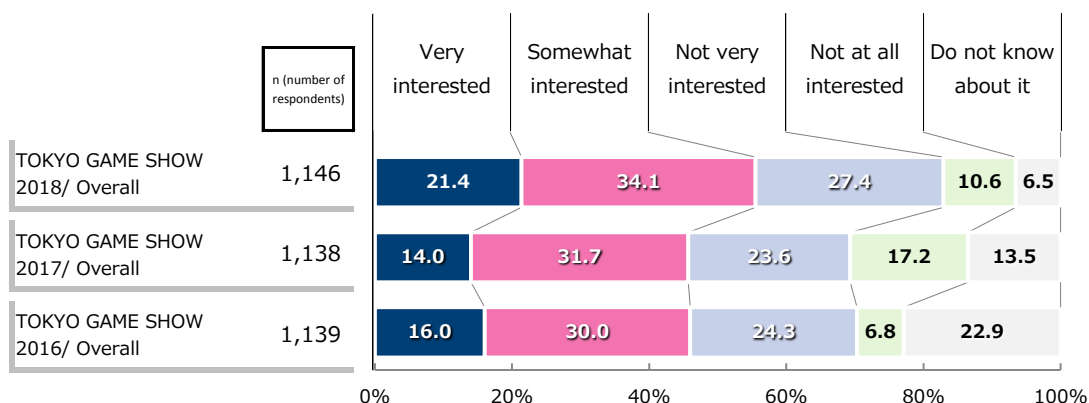
3. Interest in e-Sports

Question

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

Time Series Comparison

[TOKYO GAME SHOW / Overall]



Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

		n (number of respondents)	Very interested	Somewhat interested	Not very interested	Not at all interested	Do not know about it
TOKYO GAME SHOW 2018/ Overall		1,146	21.4	34.1	27.4	10.6	6.5
Gender and Age	Male	935	23.6	35.0	25.9	10.8	4.7
	3 to 9	7	14.3	0.0	28.6	14.3	42.9
	10 to 14	28	42.9	28.6	17.9	3.6	7.1
	15 to 19	188	38.3	36.7	14.4	6.9	3.7
	20 to 24	196	25.5	34.2	24.0	9.7	6.6
	25 to 29	144	19.4	36.1	28.5	11.8	4.2
	30 to 39	207	19.3	28.0	34.3	15.0	3.4
	40 to 49	137	10.9	43.8	29.2	12.4	3.6
	50 or older	28	10.7	46.4	32.1	7.1	3.6
	Female	211	11.4	30.3	34.1	9.5	14.7
	3 to 9	6	16.7	16.7	0.0	0.0	66.7
	10 to 14	10	10.0	20.0	10.0	10.0	50.0
	15 to 19	21	19.0	33.3	38.1	4.8	4.8
	20 to 24	36	8.3	25.0	33.3	11.1	22.2
	25 to 29	48	16.7	37.5	29.2	6.3	10.4
	30 to 39	47	12.8	31.9	38.3	8.5	8.5
	40 to 49	38	2.6	23.7	44.7	18.4	10.5
	50 or older	5	0.0	60.0	40.0	0.0	0.0

*Darker shading indicates a higher ratio.

- 21.4% of respondents is "Very interested" and 34.1% is "Somewhat interested" in e-Sports. In total, 55.5% of all the respondents shows an interest in e-Sports, while 6.5% does "Not know" e-Sports itself.
- The ratio of "Very interested" increases by 7.4 points and the ratio of "Don't know" decreases by 7.0 points compared with last year.
- 23.6% of male is "Very interested" in e-Sports, but the ratio is lower among females (11.4%). Among males age 15 to 19, the ratio of "Very interested" is 38.3%.

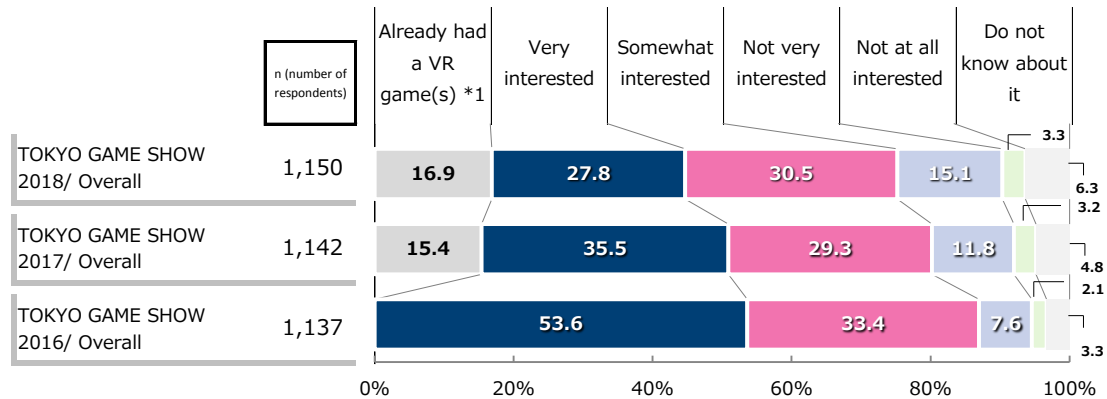
4. Interest in VR Games

Question

How interested are you in VR (Virtual Reality) games? [Single answer]

Time Series Comparison

[TOKYO GAME SHOW / Overall]



Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

			n (number of respondents)	Already had a VR game(s)	Very interested	Somewhat interested	Not very interested	Not at all interested	Do not know about it
TOKYO GAME SHOW 2018/ Overall			1,150	16.9	27.8	30.5	15.1	3.3	6.3
Gender and Age	Male		938	18.8	28.4	29.5	14.3	3.3	5.8
	3 to 9		8	0.0	0.0	12.5	25.0	0.0	62.5
	10 to 14		29	27.6	37.9	13.8	10.3	0.0	10.3
	15 to 19		190	18.4	36.3	24.7	10.5	3.2	6.8
	20 to 24		197	21.8	29.4	26.4	13.7	4.1	4.6
	25 to 29		144	20.8	36.1	25.7	6.9	4.9	5.6
	30 to 39		205	17.6	22.0	37.6	15.6	2.4	4.9
	40 to 49		137	14.6	19.0	38.7	21.2	2.9	3.6
	50 or older		28	14.3	17.9	21.4	39.3	3.6	3.6
	Female		212	8.5	25.5	34.9	18.9	3.3	9.0
	3 to 9		6	0.0	0.0	16.7	0.0	0.0	83.3
	10 to 14		10	10.0	20.0	20.0	20.0	10.0	20.0
	15 to 19		21	4.8	38.1	47.6	4.8	0.0	4.8
	20 to 24		37	8.1	37.8	27.0	18.9	5.4	2.7
	25 to 29		48	8.3	18.8	33.3	25.0	2.1	12.5
	30 to 39		47	12.8	23.4	40.4	19.1	4.3	0.0
	40 to 49		38	7.9	23.7	34.2	21.1	2.6	10.5
	50 or older		5	0.0	20.0	60.0	20.0	0.0	0.0

*1 "Already had a VR game(s)" is newly added from the TOKYO GAME SHOW 2017 survey.

*Darker shading indicates a higher ratio.

- 27.8% of respondents is "Very interested" and 30.5% is "Somewhat interested" in VR games. In total, 75.2% of all the respondents including those who have "already had a VR game" (16.9%) shows an interest in VR games.
- The ratio of "Very interested" decreases by 7.7 points compared with last year.
- Over 30% of male age 15 to 19, male age 25 to 29, and female age 20 to 24 say "Very interested" in VR games.

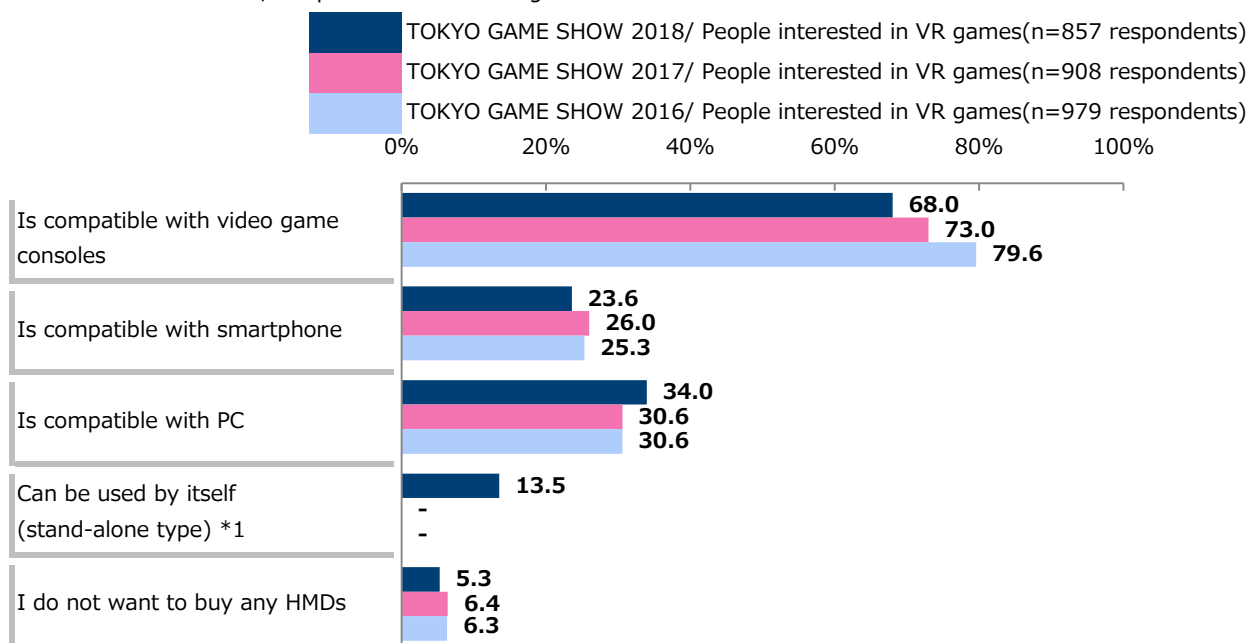
5. Willingness to Purchase a Head-mounted Display for VR Games

Question

Would you like to purchase a head-mounted display (HMD) that enables you to play VR games (a device worn on the head covering eyes)? Please select the types of the HMD that you would like to buy. [Multiple answers]

■ Time Series Comparison

[TOKYO GAME SHOW / People interested in VR games]



■ Gender and Age

[TOKYO GAME SHOW 2018 / People interested in VR games]

(Unit: %)

	TOKYO GAME SHOW 2018/ People interested in VR games	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)	857	711	1	23	149	152	117	157	97	15	146	1	5	19	27	29	36	25	4
Is compatible with video game consoles	68.0	68.5	100.0	78.3	68.5	71.1	71.8	65.6	66.0	46.7	65.8	100.0	40.0	63.2	66.7	62.1	72.2	64.0	75.0
Is compatible with smartphone	23.6	22.9	0.0	30.4	20.1	23.7	22.2	20.4	28.9	26.7	26.7	0.0	40.0	36.8	37.0	20.7	22.2	16.0	50.0
Is compatible with PC	34.0	36.3	0.0	17.4	47.7	42.8	37.6	33.1	16.5	40.0	22.6	0.0	20.0	21.1	29.6	17.2	27.8	16.0	25.0
Can be used by itself (stand-alone type)		13.6	0.0	17.4	17.4	11.8	9.4	10.8	20.6	6.7	13.0	0.0	20.0	36.8	11.1	10.3	5.6	12.0	0.0
I do not want to buy any HMDs	5.3	4.5	0.0	13.0	2.7	4.6	5.1	5.7	3.1	0.0	8.9	0.0	20.0	5.3	3.7	6.9	11.1	16.0	0.0

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

*Darker shading indicates a higher ratio.

- Among respondents who are interested in VR games, 68.0% of them wants to purchase a head-mounted display (HMD) that is compatible with video game consoles. 34.0% of the respondents wants HMD that is compatible with PC, followed by 23.6% who looks for the ones for smartphone and 13.5% of stand-alone type driven by itself.
- The ratio of HMD that is "compatible with video game consoles" decreases by 5.0 points compared with last year.

6. Interest in "cross-platform play"

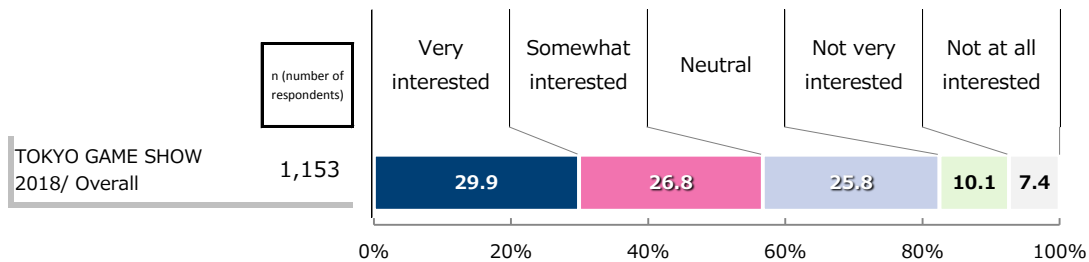
Question

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

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

Time Series Comparison

[TOKYO GAME SHOW / Overall]



Gender and Age

[TOKYO GAME SHOW 2018 / Overall]

(Unit: %)

		n (number of respondents)	Very interested	Somewhat interested	Neutral	Not very interested	Not at all interested
TOKYO GAME SHOW 2018/ Overall		1,153	29.9	26.8	25.8	10.1	7.4
Gender and Age	Male	942	31.2	27.4	25.1	10.0	6.4
	3 to 9	7	28.6	28.6	0.0	28.6	14.3
	10 to 14	29	51.7	20.7	24.1	0.0	3.4
	15 to 19	189	34.4	30.7	21.2	7.4	6.3
	20 to 24	198	35.4	30.8	20.7	7.1	6.1
	25 to 29	145	33.1	21.4	28.3	13.8	3.4
	30 to 39	210	34.3	22.9	24.3	10.5	8.1
	40 to 49	137	15.3	32.8	30.7	12.4	8.8
	50 or older	27	3.7	25.9	51.9	18.5	0.0
	Female	211	24.2	24.2	28.9	10.9	11.8
	3 to 9	6	0.0	0.0	50.0	0.0	50.0
	10 to 14	10	30.0	10.0	50.0	0.0	10.0
	15 to 19	21	33.3	38.1	19.0	4.8	4.8
	20 to 24	35	25.7	25.7	28.6	2.9	17.1
	25 to 29	50	30.0	32.0	24.0	4.0	10.0
	30 to 39	47	25.5	14.9	29.8	19.1	10.6
	40 to 49	37	13.5	18.9	32.4	27.0	8.1
	50 or older	5	0.0	60.0	20.0	0.0	20.0

*Darker shading indicates a higher ratio.

- 29.9% of respondents is "Very interested" and 26.8% is "Somewhat interested" in "cross-platform play". In total, 56.7% of all the respondents shows an interest in cross-platform play.
- 31.2% of male says "Very interested" and the ratio is higher than female's (24.2%).

Appendix

TOKYO GAME SHOW 2018

Visitors Survey Questionnaire

Office Use Only A
1. Hall 1-3
2. Hall 4-6
3. Hall 7-8
4. Hall 9-11
5. Event HallOffice Use Only B
1.11:00- 4.14:00-
2.12:00- 5.15:00-
3.13:00- 6.16:00-**[For all respondents]**

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

(1) What is your gender? (Please select one)	(2) How old are you?	years old	(3) Which prefecture do you live in? (Please select one)
1 Male 2 Female			<div style="display: flex; justify-content: space-between;"> <div>1 Tokyo 2 Chiba Prefecture</div> <div>3 Saitama Prefecture 4 Kanagawa Prefecture</div> <div>5 Others ()</div> </div>

★

[For all respondents]

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

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

★

■ Questions about video games

Please note that “video games” refers to games that are played on the consoles shown below in Q3.

[For all respondents]

Q3(a) Please select all video game consoles that you have in your home. (Please select all that apply)

1 Wii	5 Nintendo 3DS/2DS	8 PSP(PlayStation Portable)	10 Xbox 360
2 Wii U	New Nintendo 3DS/2DS	(including PSP go)	11 Xbox One
3 Nintendo Switch	(including LL)	9 PlayStation Vita	(including S/X)
4 Nintendo DS	6 PlayStation 3	(including PS TV)	12 None of the above
(including Lite/DSi/LL)	7 PlayStation 4(including Pro)		

[For all respondents]

Q3(b) Please select all video game consoles that you play games on. (Please select all that apply)

1 Wii	5 Nintendo 3DS/2DS	8 PSP(PlayStation Portable)	10 Xbox 360
2 Wii U	New Nintendo 3DS/2DS	(including PSP go)	11 Xbox One
3 Nintendo Switch	(including LL)	9 PlayStation Vita	(including S/X)
4 Nintendo DS	6 PlayStation 3	(including PS TV)	12 None of the above
(including Lite/DSi/LL)	7 PlayStation 4(including Pro)		

[For all respondents]

Q3(c) Please select all video game consoles that you (or a co-resident) plan to purchase for your home. (Please select all that apply)

3 Nintendo Switch	5 Nintendo 3DS/2DS	9 PlayStation Vita	11 Xbox One
	New Nintendo 3DS/2DS	(including PS TV)	(including S/X)
	(including LL)		12 None of the above
	7 PlayStation 4(including Pro)		

[For all respondents]

Q4 Do you ever play games on video game consoles as shown in Q3? (Please select one)

<div style="display: flex; justify-content: space-between;"> <div>1 Play regularly</div> <div>2 Used to play often, but seldom play nowadays</div> <div>3 Tried it about once or twice</div> <div>4 Have never played even once</div> </div>	<div style="font-size: 2em;">→</div> Go to Q10(a) on page 3
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★

[Those who chose “play regularly” in Q4]

Q5 Please select the answer that best describes your video game play habit. (Please select one)

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

[Those who chose “play regularly” in Q4]

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

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

★

[Those who chose “play regularly” in Q4]

Q7 How many video game software did you purchase in the last 12 months?

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

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

*Software downloads refer to game software purchased on and downloaded to a video game consoles.

They also include purchased download cards or codes from stores.

(Please select one for each)	did not purchase	1	2	3	4	5	6	7	8	9	10	11	12 or more
New packaged software purchased in the last 12 months													
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 Switch	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 Nintendo 3DS/2DS →	0	1	2	3	4	5	6	7	8	9	10	11	12
f) For PlayStation 3 →	0	1	2	3	4	5	6	7	8	9	10	11	12
g) For PlayStation 4 →	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 PlayStation Vita →	0	1	2	3	4	5	6	7	8	9	10	11	12
j) For Xbox 360 →	0	1	2	3	4	5	6	7	8	9	10	11	12
k) For Xbox One →	0	1	2	3	4	5	6	7	8	9	10	11	12

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

[Those who chose “play regularly” in Q4]

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

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

1 Purchased	2 Not Purchased
--------------------	------------------------

[Those who chose “play regularly” in Q4]

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

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

■ Questions about electronic devices such as PC and smartphone

[For all respondents]

Q10 (a) Please choose all electronic devices that you have in your home. (Please select all that apply)

1 PC (Desktop PC, Laptop)	6 iPad (including mini/Air/Pro)
2 iPhone	7 Android tablet
3 Android smartphone	8 Other tablets
4 Other smartphones	9 iPod Touch
5 Mobile phone (Not including smartphones)	10 None of the above

Q10(b) Please choose all electronic devices that you play games on. (Please select all that apply)

1 PC (Desktop PC, Laptop)	6 iPad (including mini/Air/Pro)
2 iPhone	7 Android tablet
3 Android smartphone	8 Other tablets
4 Other smartphones	9 iPod Touch
5 Mobile phone (Not including smartphones)	10 None of the above

■ Questions about smartphone/tablet games

[For all respondents]

Q11 Do you ever play games on smartphone/tablet? (Please select one)

1 Play regularly	→ Go to Q12
2 Used to play often, but seldom play nowadays	
3 Tried it about once or twice	→ Go to Q18
4 Have never played even once	

[Those who chose 1 to 3 in Q11 (a person who have played games on smartphone/tablet)]

Q12 Have you played smartphone/tablet games in the last 3 months? (Please select one)

1 Yes	2 No
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[Those who chose 1 to 3 in Q11 (a person who have played games on smartphone/tablet)]

Q13 How many days do you play games on smartphone/tablet per week or month? (Please select one)

1 Almost everyday	3 2 to 3 days a week	5 2 to 3 days a month
2 4 to 5 days a week	4 Once a week	6 Less than 1 day a month

[Those who chose 1 to 3 in Q11 (a person who have played games on smartphone/tablet)]

Q14 Have you purchased smartphone or tablet games and/or items in those games? (Please select all that apply)

1 No, never paid
2 Yes, (have) paid fixed amount of money every month
3 Yes, (have) paid only for favorite games
4 Yes, paid for games download but not for items in games

[Those who chose 1 “play regularly” in Q11 (a person who plays games on smartphone/tablet regularly)]

Q15 How many minutes a day do you play games on smartphone/tablet? (Please select one)

1 More than 120 minutes	3 30 to 60 minutes
2 60 to 120 minutes	4 Less than 30 minutes

[Those who chose 1 “play regularly” in Q11 (a person who plays games on smartphone/tablet regularly)]

Q16 Please choose the type(s) of smartphone/tablet games that you have played in the last 12 months.

(Please select all that apply)

[Games as applications (gaming apps)]	
1 Paid games	
2 Games with monthly payment	
3 Free games but in-game items are required to purchase	
4 Completely free games	
[Games simply using browser (*)]	
5 Paid games	*Games that you can play simply by accessing a website without the installation of special software.
6 Games with monthly payment	
7 Free games but in-game items are required to purchase	
8 Completely free games	
9 Other games (specify: _____)	
10 Do not know/ do not remember	

[Those who chose [3] or [7] in Q16 (Free games but in-game items are required to purchase)]

Q17 In the last 12 months, have you purchased in-game items for free smartphone/tablet games which charge you for those items? (Please select one)

1 Yes	2 No
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■ Questions about PC games

[For all respondents]

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

1 Play regularly	→ Go to Q21
2 Used to play often, but seldom play nowadays	
3 Tried it about once or twice	
4 Have never played even once	

[Those who chose 1“play regularly” in Q18 (a person who plays PC games regularly)]

Q19 Please choose the type(s) of PC games that you have played in the last 12 months. (Please select all that apply)

1 Packaged game software purchased in stores or via mail order
2 Paid game downloads
3 Games with monthly payment
4 Free games but in-game items are required to purchase
5 Completely free games
6 Other games (specify: _____)
7 Do not know/ do not remember

[Those who chose 4“Free games but in-game items are required to purchase” in Q19.]

Q20 In the last 12 months, have you purchased in-game items for free PC games which charge you for those items ? (Please select one)

1 Yes	2 No
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■ Questions about arcade games/ games at related amusement facilities

[For all respondents]

Q21 Do you ever play arcade games or games at related amusement facilities? (Please select one)

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

■ Questions about games overall

[For all respondents]

Q22 How much would you like to play games on/at the following platforms/place? (Please select one for each)

(Please select one for each)	Definitely want to play games	Will play if interesting games are available for me	Not sure I particularly want to	Do not want to play at all
a) Video game consoles →	1	2	3	4
b) Smartphone/tablet →	1	2	3	4
c) PC (Notebook/Desktop) →	1	2	3	4
d) Arcade/ game amusement facilities →	1	2	3	4

[For all respondents]

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

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

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

[For all respondents]

Q24 To what extent do you agree or disagree with the following statements? (Please select one for each)

(Please select one for each)	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
a) I play games that are popular around me →	1	2	3	4
b) I play games I think become popular near future before other people do →	1	2	3	4
c) I switch my games to the ones my friends play →	1	2	3	4
d) I do not feel like playing games no one talks about →	1	2	3	4
e) I look for games I want to play by myself →	1	2	3	4
f) Picture quality, operability, and actions are important for games →	1	2	3	4
g) I like to appreciate the story, picture, and world-view of games →	1	2	3	4
h) Game expresses creators' passion →	1	2	3	4

■ Questions about the TOKYO GAME SHOW

[For all respondents]

Q25 (1) Where did you see or hear about the TOKYO GAME SHOW 2018? Please choose the sources of information you have seen or heard about the TOKYO GAME SHOW 2018. (Please select all that apply)

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

(2) The TOKYO GAME SHOW has been held 27 times (summer 1996, spring and autumn 1997–2001, autumn 2002–2017). How many times have you been this show so far? (Please select one)

1 () times	2 This is my first time	
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(3) For today's TOKYO GAME SHOW 2018, how many hours do you plan to stay in total? (Please fill in the number from 1 to 7)
*Do not include the waiting time to enter

→ Approximately

Hour(s)

(4) For today's TOKYO GAME SHOW 2018, how many game titles do you plan to play in total? *If you do not plan to play, please write "0".

→ Approximately

Title(s)

(5) Out of the developers/publishers that have exhibited at today's TOKYO GAME SHOW 2018, which booth did you like the best? Please write down the name of the company. (Please choose one)

→

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

(6) The booths at the TOKYO GAME SHOW 2018 are broadly divided into the following areas. Please tell us which of these you have been to and/or will definitely go to. (Please select all that apply)

1	General Exhibition Area (Game Developers/Publishers Booths)	(Hall 2 – 8)
2	Event Stage	(Hall 1)
3	New Stars Area (Asia/Eastern Europe/Latin America)	(Hall 1)
4	Game School Area	(Hall 2,3)
5	Business Solution Area	(Hall 3,4)
6	Smartphone Game Area	(Hall 4,5,6)
7	Romance Simulation Game Area	(Hall 9)
8	Indie Game Area	(Hall 9)
9	VR/AR Area	(Hall 9,10)
10	Merchandise Sales Area	(Hall 9,10)
11	Cosplay Area	(Hall 9,10)
12	e-Sports Area	(Hall 11)
13	Family Game Park	(Makuhari Event Hall)
14	Food Court	(Makuhari Event Hall/South side)

(7) Did (or will) you watch the game tournaments of “e-Sports X” on special stage in Hall 11? (Please select one)

1	Yes	2	No
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(8) To what extent are you satisfied with the content of the TOKYO GAME SHOW 2018? (Please select one)

1	Very satisfied	3	Neither satisfied nor dissatisfied	4	Somewhat dissatisfied
2	Somewhat satisfied	5	Very dissatisfied		

(9) Will you come to the next year’s 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		

[For all respondents]

Q26 Which of the following events have you been to other than the TOKYO GAME SHOW?(Please select all that apply)

*Do not include online participations.

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

Q27(a) Have you ever participated in e-Sports or watched the tournaments? (Please select all that apply)

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

Q27(b) How interested are you in e-Sports? (Please select one)

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

Q28(a) How interested are you in VR (Virtual Reality) games? (Please select one)

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

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

[Those who chose 1 to 3 in Q28 (a)]

Q28(b) Would you like to purchase a head-mounted display (HMD) that enables you to play VR games (a device worn on the head covering eyes)? Please select the types of the HMD that you would like to buy. (Please select all that apply)

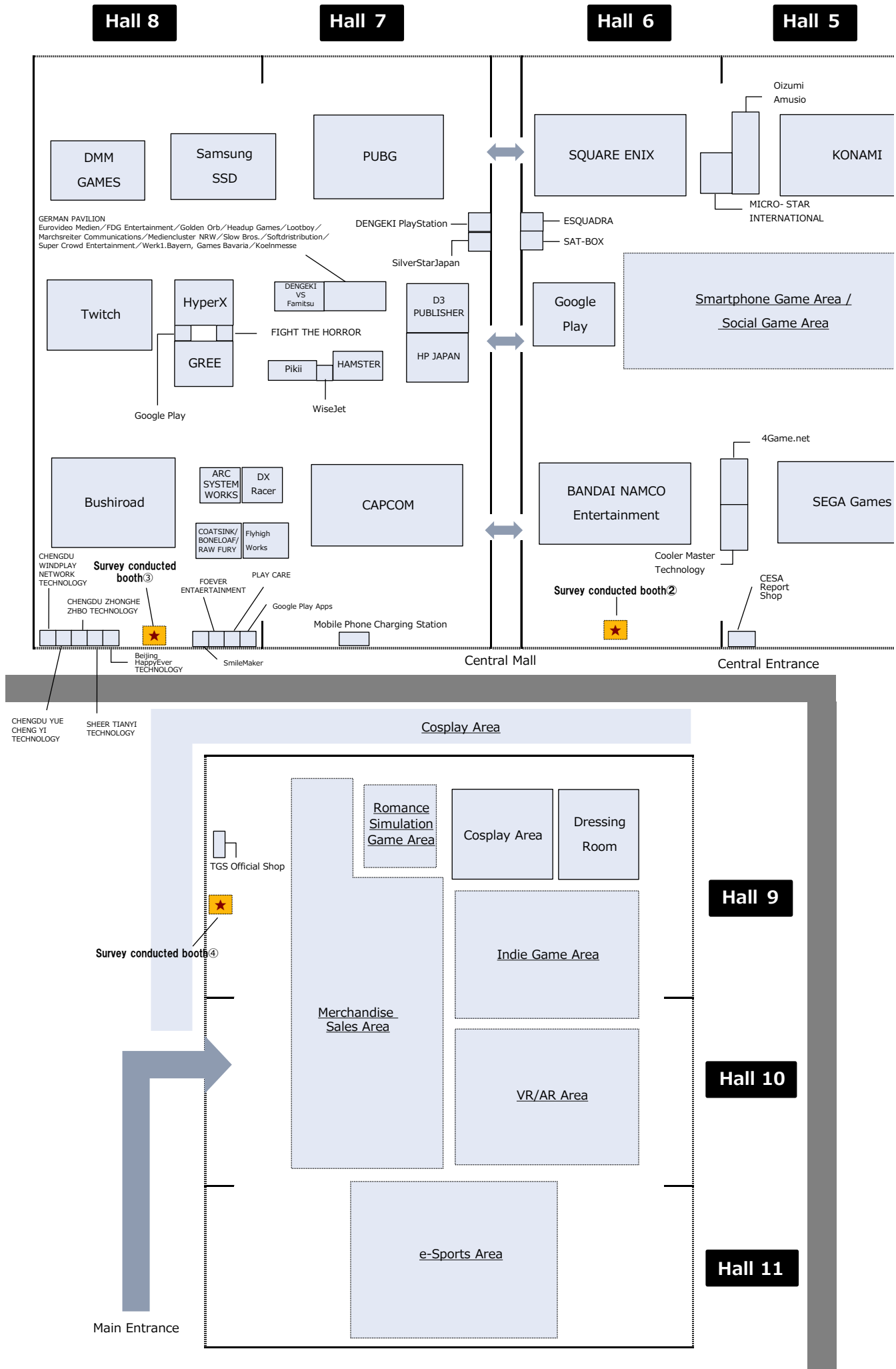
* If you had already bought, please choose the one(s) you bought from below.

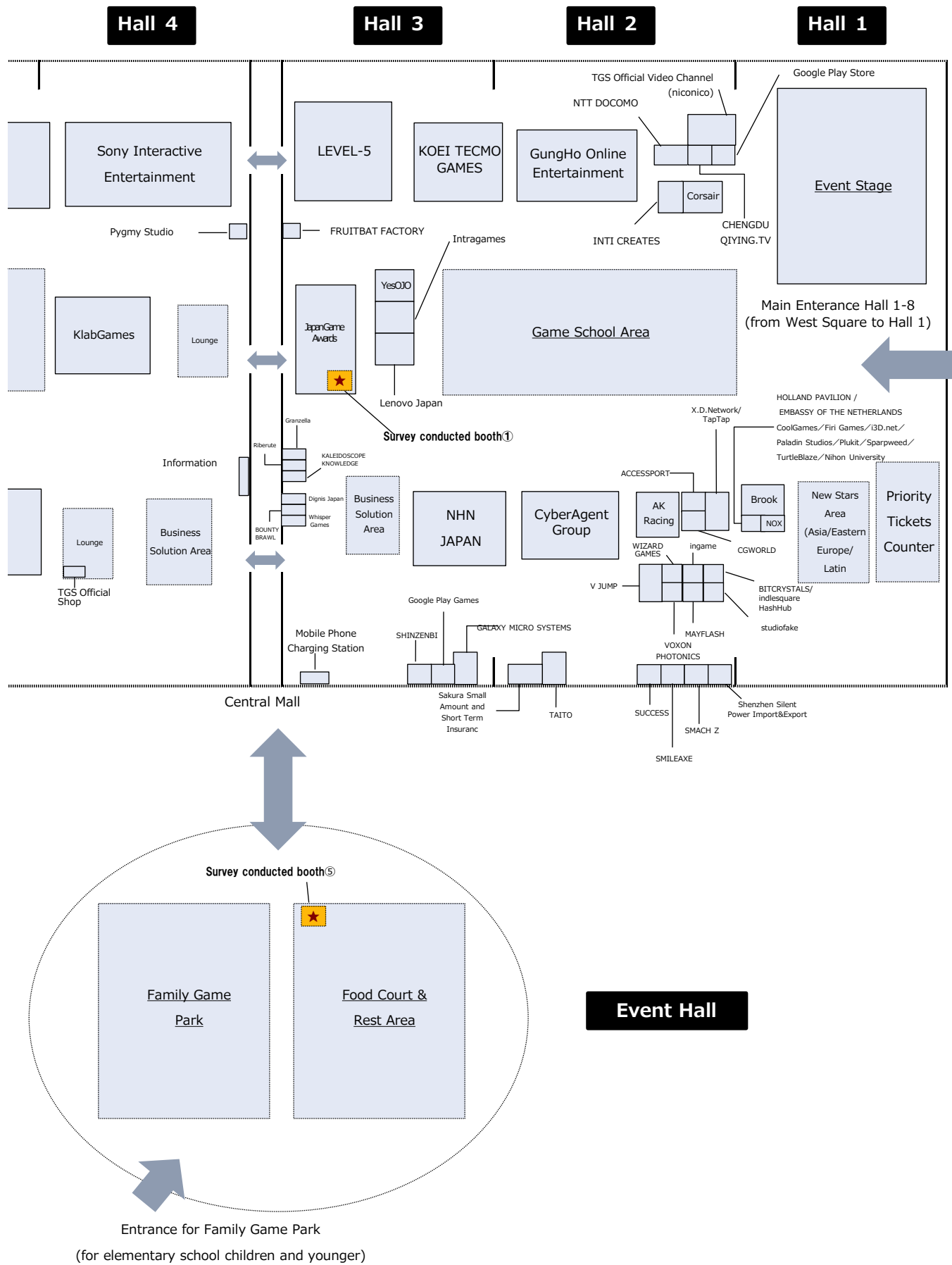
1	Is compatible with video game consoles	4	Can be used by itself (stand-alone type)
2	Is compatible with smartphone	5	I do not want to buy any HMDs
3	Is compatible with PC		

★

Thank you for your cooperation.

Appendix : Location of survey





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TOKYO GAME SHOW 2018 Visitors Survey Report

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Please include the following information in your inquiry

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