

TOKYO GAME SHOW 2021 ONLINE

Visitors Survey Report

Mar-22

COMPUTER ENTERTAINMENT SUPPLIER'S ASSOCIATION



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 **1. Outline of Survey** 

TOKYO GAME SHOW 2021 ONLINE Visitors Survey

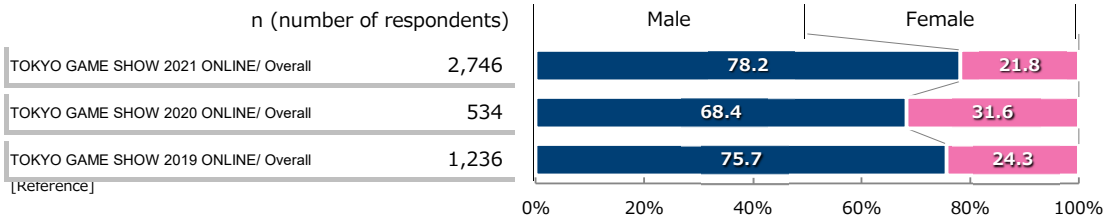
■ Purpose	Understand general visitors to the TOKYO GAME SHOW 2021 ONLINE in terms of their basic characteristics, the extent to which they play games on a regular basis, and their level of participation in TOKYO GAME SHOW.
■ Targets	Visitors to the TOKYO GAME SHOW 2021 ONLINE Individual men and women of ages 3 or older
■ Sampling Plan	A banner linking to the survey application site was posted on the TOKYO GAME SHOW 2021 ONLINE website to recruit survey respondents. The link to the survey website was distributed during the response period to those who responded, and they were asked to answer the questionnaire.
■ Questionnaire	See questionnaire form at the end of report
■ Method	WEB survey
■ Survey period	September 30, 2021(Thur) - October 10, 2021(Sun)
■ Effective Responses	2,746 samples The total number of views of the official programme was 39,465,366 times. (46 programs)
■ Method of Analysis	To clarify the characteristics of TOKYO GAME SHOW 2021 ONLINE visitors, we compiled a report by conducting a cross tabulation of the respondents by sex, age and compared it with the past two years' TOKYO GAME SHOW visitor surveys. *Since the survey methods differ, data from 2019 is merely a reference value. Note that this report is based on valid respondents. For the most part, those with less than 30 respondents are not mentioned in the analysis.
■ Organizer/ Research Organization	Organizer: Computer Entertainment Supplier's Association (CESA) Research organization: Nippon Research Center, Ltd.

Visitors' Information

1. Gender

■ Time Series Comparison (Reference)

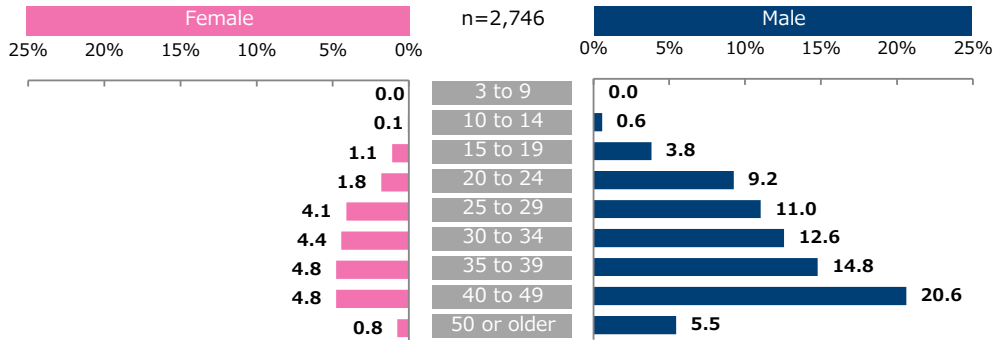
[TOKYO GAME SHOW / Overall]



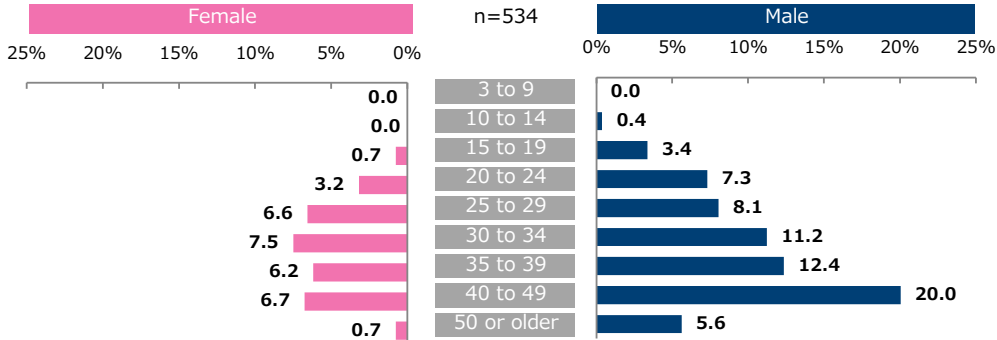
2. Gender and Age

■ Time Series Comparison (Reference)

[TOKYO GAME SHOW 2021 ONLINE/ Overall]

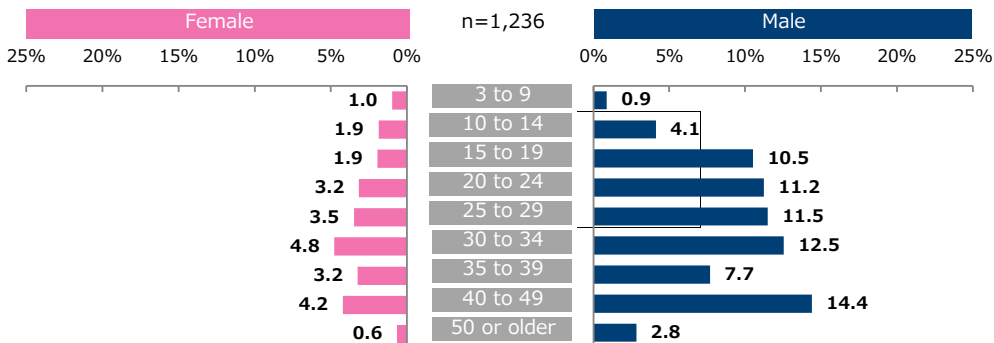


[TOKYO GAME SHOW 2020 ONLINE/ Overall]



[Reference]

[TOKYO GAME SHOW 2019 / Overall]

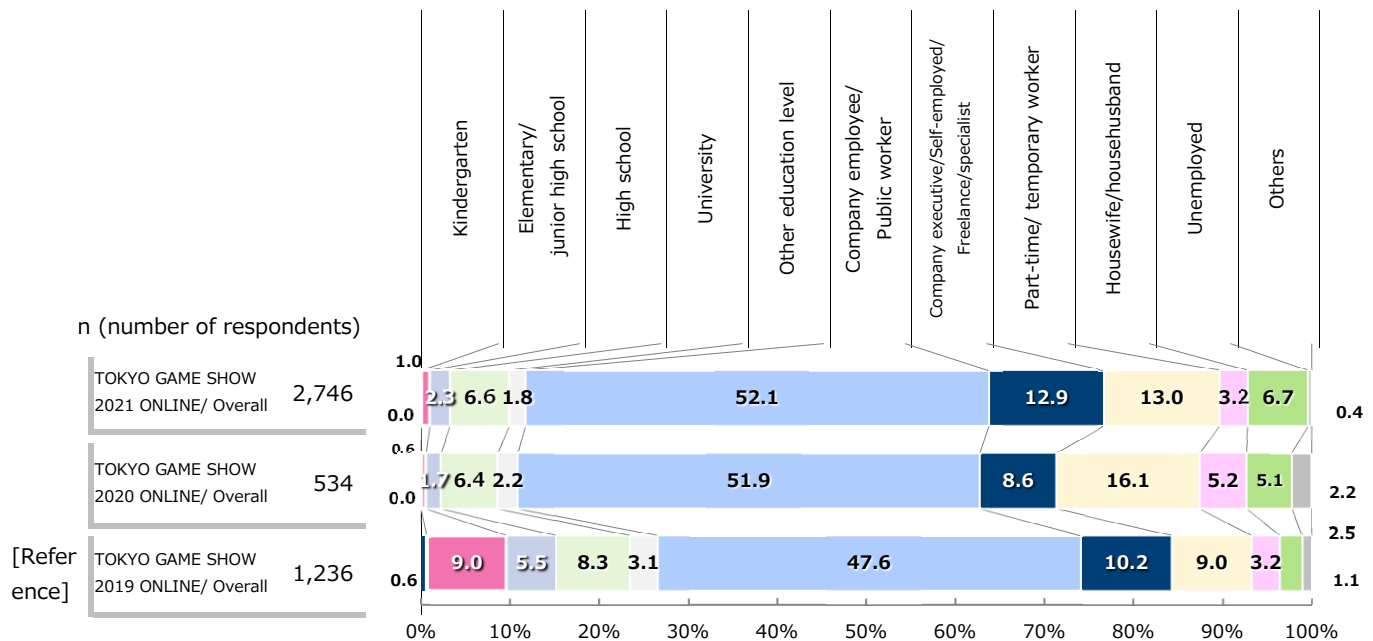


- The respondents' gender ratios are: male (78.2%) and female (21.8%). The ratio of female visitors decreased compared to the previous year.
- By gender and age, males in their 30s (combining male age 30 to 34 (12.6%) and male age 35 to 39 (14.8%)) accounted for the highest percentage at 27.4%, followed by males in their 40s (20.6%). Compared to the previous year, the ratio of young males has increased.

3. Occupation

Time Series Comparison (Reference)

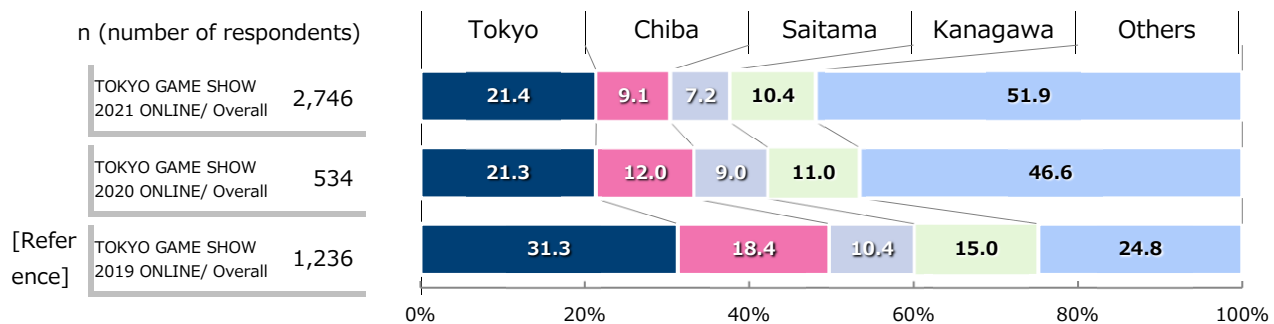
[TOKYO GAME SHOW / Overall]



4. Residential Area

Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



- Compared to the previous year, the ratio of "company employee/public worker" was highest at 52.1%. Compared to the previous year, the ratios of "company employee/public worker" and "part-time/temporary worker" were higher, and the ratio of "Kindergarten", "Elementary/junior high school" and "High school" was lower.
- Out of Tokyo and three neighboring prefectures, the number of Tokyo residents was the highest at 21.4%. However, with the change of the venue from Makuhari Messe to online in 2020, the ratio of residents from "others" further increased from last year, accounting for 51.9%.

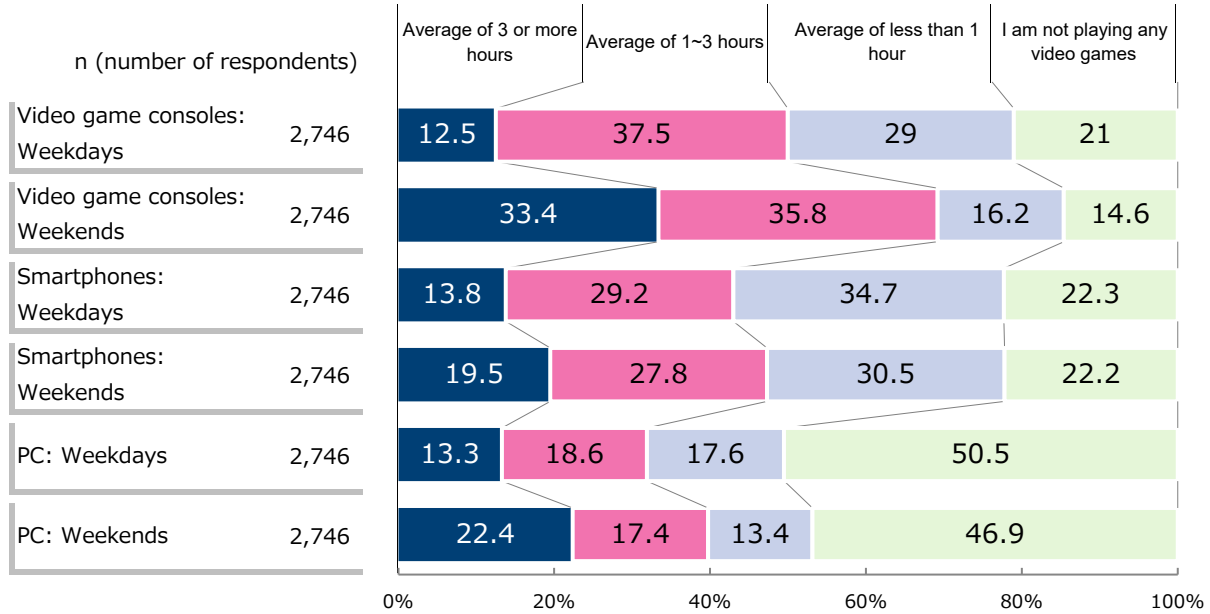
5. The Amount of Time Spent Playing Console/Smartphone/PC Games ●●

Question

Which platform(s) are you are currently playing games on/How long do you play?

■ Game Play Time

[TOKYO GAME SHOW 2021 ONLINE/ Overall]



■ Game Playing Time by Gender and Age

TOKYO GAME SHOW 2021 ONLINE/ Overall

(Unit: %)

n (number of respondents)	TOKYO GAME SHOW 2021 ONLINE/	Weekdays					Weekends					
		Average of 3 or more hours	Average of 1~3 hours	Average of less than 1 hour	I am not playing any video games	Average playtimes (hours)	Average of 3 or more hours	Average of 1~3 hours	Average of less than 1 hour	I am not playing any video games	Average playtimes (hours)	
		2,746	12.5	37.5	29.0	21.0	1.3	33.4	35.8	16.2	14.6	1.8
Video Game Consoles Gender and Age	Male	2,146	12.7	37.1	29.0	21.2	1.3	31.9	37.7	15.8	14.6	1.8
	3~9	1	-	100.0	-	-	2.0	100.0	-	-	-	3.0
	10~14	16	31.3	25.0	25.0	18.8	1.6	37.5	31.3	12.5	18.8	1.8
	15~19	105	17.1	38.1	27.6	17.1	1.4	41.9	32.4	11.4	14.3	2.0
	20~24	254	22.0	32.7	20.9	24.4	1.4	41.7	26.4	13.8	18.1	1.9
	25~29	303	14.9	40.9	26.1	18.2	1.4	42.9	33.7	12.5	10.9	2.0
	30~39	751	12.8	41.0	28.4	17.8	1.4	32.6	40.2	15.0	12.1	1.9
	40~49	566	7.6	35.0	34.5	23.0	1.1	21.7	43.5	19.1	15.7	1.6
	50 or older	150	6.7	26.0	32.7	34.7	0.9	20.0	34.7	20.7	24.7	1.4
	Female	600	11.5	39.0	29.0	20.5	1.3	38.8	29.3	17.5	14.3	1.8
	3~9	-	-	-	-	-	-	-	-	-	-	-
	10~14	2	-	50.0	50.0	-	1.3	-	50.0	50.0	-	1.3
	15~19	30	16.7	33.3	30.0	20.0	1.3	36.7	23.3	20.0	20.0	1.7
	20~24	50	16.0	40.0	30.0	14.0	1.4	46.0	34.0	10.0	10.0	2.1
	25~29	113	13.3	40.7	28.3	17.7	1.4	48.7	24.8	15.0	11.5	2.0
	30~39	253	9.1	37.5	32.0	21.3	1.2	36.4	29.2	20.9	13.4	1.8
40~49	131	11.5	38.9	25.2	24.4	1.3	32.8	32.1	16.0	19.1	1.7	
50 or older	21	14.3	52.4	14.3	19.0	1.6	42.9	33.3	9.5	14.3	2.0	

*Darker shading indicates a higher ratio.

*Results of smartphone/PC are shown on the next page.

■ Game Playing Time by Gender and Age

[TOKYO GAME SHOW 2021 ONLINE/ Overall]

(Unit: %)

n (number of respondents)		Weekdays					Weekends					
		Average of 3 or more hours	Average of 1~3 hours	Average of less than 1 hour	I am not playing any video games	Average playtimes (hours)	Average of 3 or more hours	Average of 1~3 hours	Average of less than 1 hour	I am not playing any video games	Average playtimes (hours)	
		Smartphone		PC								
Gender and Age	Male	2,146	13.4	28.0	35.0	23.5	1.1	18.6	27.1	31.1	23.2	1.3
	3~9	1	-	-	-	100.0	0.0	-	-	-	100.0	0.0
	10~14	16	12.5	31.3	12.5	43.8	1.1	25.0	18.8	25.0	31.3	1.3
	15~19	105	28.6	27.6	32.4	11.4	1.6	39.0	22.9	25.7	12.4	1.8
	20~24	254	24.0	26.0	35.0	15.0	1.4	29.1	26.4	30.3	14.2	1.6
	25~29	303	13.5	30.4	36.0	20.1	1.2	20.5	28.7	30.0	20.8	1.3
	30~39	751	12.1	31.0	33.7	23.2	1.2	17.6	29.2	30.8	22.5	1.3
	40~49	566	9.7	25.1	37.1	28.1	1.0	13.4	25.6	32.7	28.3	1.1
	50 or older	150	5.3	22.7	36.7	35.3	0.8	7.3	24.0	34.7	34.0	0.9
	Female	600	15.2	33.3	33.7	17.8	1.3	22.5	30.3	28.5	18.7	1.4
	3~9	-	-	-	-	-	-	-	-	-	-	-
	10~14	2	-	-	100.0	-	0.5	-	-	100.0	-	0.5
	15~19	30	23.3	36.7	26.7	13.3	1.6	33.3	36.7	20.0	10.0	1.8
	20~24	50	16.0	34.0	40.0	10.0	1.4	36.0	22.0	32.0	10.0	1.7
	25~29	113	22.1	33.6	25.7	18.6	1.5	29.2	30.1	32.0	17.7	1.6
30~39	253	11.5	36.8	34.0	17.8	1.3	18.2	32.8	30.8	18.2	1.4	
40~49	131	15.3	27.5	37.4	19.8	1.2	18.3	30.5	28.2	22.9	1.3	
50 or older	21	9.5	23.8	38.1	28.6	1.0	19.0	14.3	28.6	38.1	1.0	
Gender and Age	Male	2,146	14.3	20.2	18.5	47.0	0.9	24.0	19.2	13.5	43.4	1.2
	3~9	1	-	100.0	-	-	2.0	100.0	-	-	-	3.0
	10~14	16	12.5	6.3	-	81.3	0.5	12.5	6.3	25.0	56.3	0.6
	15~19	105	28.6	17.1	15.2	39.0	1.3	37.1	18.1	10.5	34.3	1.5
	20~24	254	24.8	22.8	15.4	37.0	1.3	36.6	19.3	10.2	33.9	1.5
	25~29	303	17.2	20.8	18.5	43.6	1.0	33.0	15.8	11.2	39.9	1.4
	30~39	751	12.0	20.2	19.0	48.7	0.9	20.9	20.0	12.8	46.3	1.1
	40~49	566	8.5	20.7	20.3	50.5	0.8	16.8	20.0	16.6	46.6	1.0
	50 or older	150	14.7	15.3	18.7	51.3	0.8	18.7	20.7	16.0	44.7	1.1
	Female	600	9.8	13.0	14.2	63.0	0.6	16.7	11.0	13.0	59.3	0.8
	3~9	-	-	-	-	-	-	-	-	-	-	-
	10~14	2	-	-	-	100.0	0.0	-	-	-	100.0	0.0
	15~19	30	23.3	6.7	16.7	53.3	0.9	23.3	13.3	13.3	50.0	1.0
	20~24	50	10.0	24.0	8.0	58.0	0.8	32.0	6.0	12.0	50.0	1.1
	25~29	113	8.0	15.9	13.3	62.8	0.6	12.4	18.6	11.5	57.5	0.8
30~39	253	10.3	13.8	12.6	63.2	0.7	17.8	9.1	12.3	60.9	0.8	
40~49	131	7.6	7.6	20.6	64.1	0.5	11.5	9.9	16.8	61.8	0.6	
50 or older	21	9.5	4.8	9.5	76.2	0.4	14.3	9.5	9.5	66.7	0.7	

*Darker shading indicates a higher ratio.

● Among respondents "Video Game Consoles" accounted for the highest ratio, followed by "Smartphone" and "PC". Console games require solid blocks of time, leading to high ratios during weekends. On the other hand, smartphone games can be easily played to a similar degree during both weekdays and weekends, and approx. 80% of respondents are playing them during their spare time.

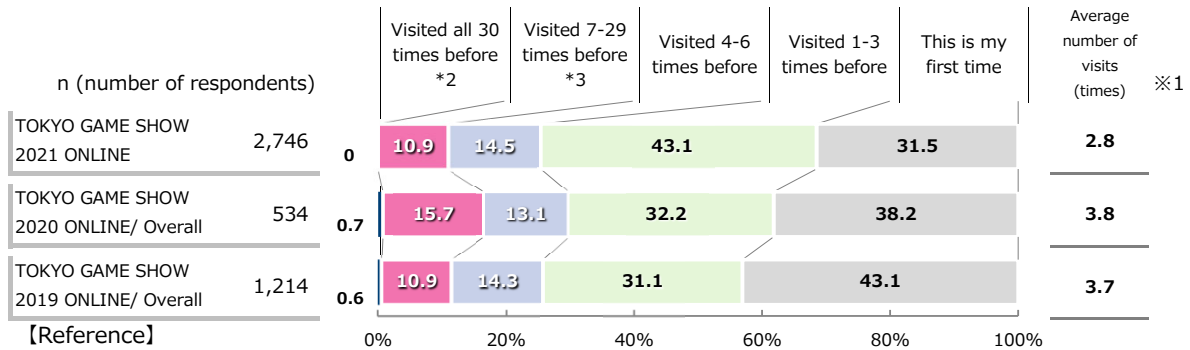
6. Numbers of visitors in the past

Question

Have you visited TOKYO GAME SHOW events in the past?

■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



■ Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(Unit: %)

n (number of respondents)		Visited all 30 times before	Visited 7-29 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 2021 ONLINE/ Overall		2,746	-	10.9	14.5	43.1	31.5	2.8
Gender and Age	Male	2,146	-	11.4	14.8	42.5	31.4	2.9
	3~9	1	-	-	-	-	100.0	0.0
	10~14	16	-	-	6.3	18.8	75.0	0.6
	15~19	105	-	1.0	8.6	40.0	50.5	1.0
	20~24	254	-	3.1	13.4	47.6	35.8	1.8
	25~29	303	-	5.6	13.5	51.2	29.7	2.1
	30~39	751	-	14.1	16.8	40.5	28.6	3.1
	40~49	566	-	17.1	15.5	40.3	27.0	3.9
	50 or older	150	-	10.0	12.7	38.7	38.7	2.7
	Female	600	-	9.0	13.3	45.5	32.2	2.5
	3~9	-	-	-	-	-	-	-
	10~14	2	-	-	-	-	100.0	0.0
	15~19	30	-	3.3	3.3	33.3	60.0	1.2
	20~24	50	-	4.0	10.0	46.0	40.0	1.4
	25~29	113	-	8.0	11.5	41.6	38.9	2.0
	30~39	253	-	10.7	15.0	45.8	28.5	2.8
40~49	131	-	10.7	15.3	50.4	23.7	3.0	
50 or older	21	-	4.8	14.3	52.4	28.6	2.5	

*Darker shading indicates a higher ratio.

*1 "The Average number of visits (times)" includes visitors of TOKYO GAME SHOW 2021 ONLINE.

*2 The column heading "Visited all 30 times before" appears in the TOKYO GAME SHOW 2020 Visitors' Survey as "Visited all 29 times before" and TOKYO GAME SHOW 2019 Visitors' Survey as "Visited all 28 times before".

*3 The column heading "Visited 7-29 times before" appears in the TOKYO GAME SHOW 2020 Visitors' Survey as "Visited 7-28 times before" and TOKYO GAME SHOW 2019 Visitors' Survey as "Visited 7-27 times before".

- As for the number of visits, "1-3 times before" was the highest at 43.1%.
31.5% of respondents answered that "This is my first time".
The average number of visits was 2.8.

7. Experience of events excluding TOKYO GAME SHOW

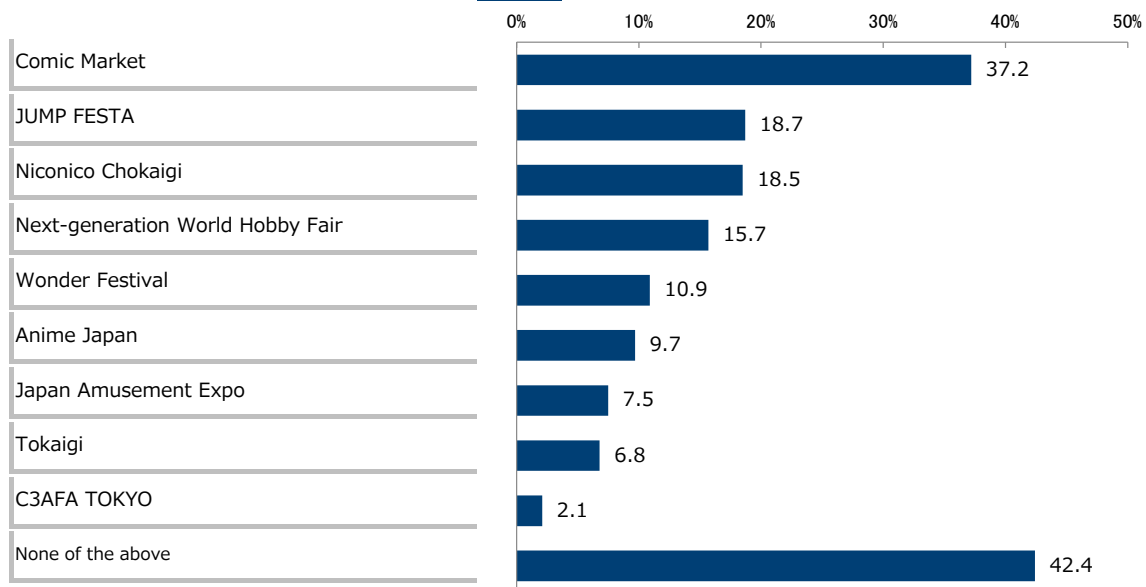
Question

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

■ Events Held at Physical Venues in the Past

[TOKYO GAME SHOW 2021 ONLINE / Overall]

TOKYO GAME SHOW 2021 ONLINE / Overall (n=2,746 respondents)



■ Gender and Age / Events Held at Physical Venues in the Past

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(Unit: %)

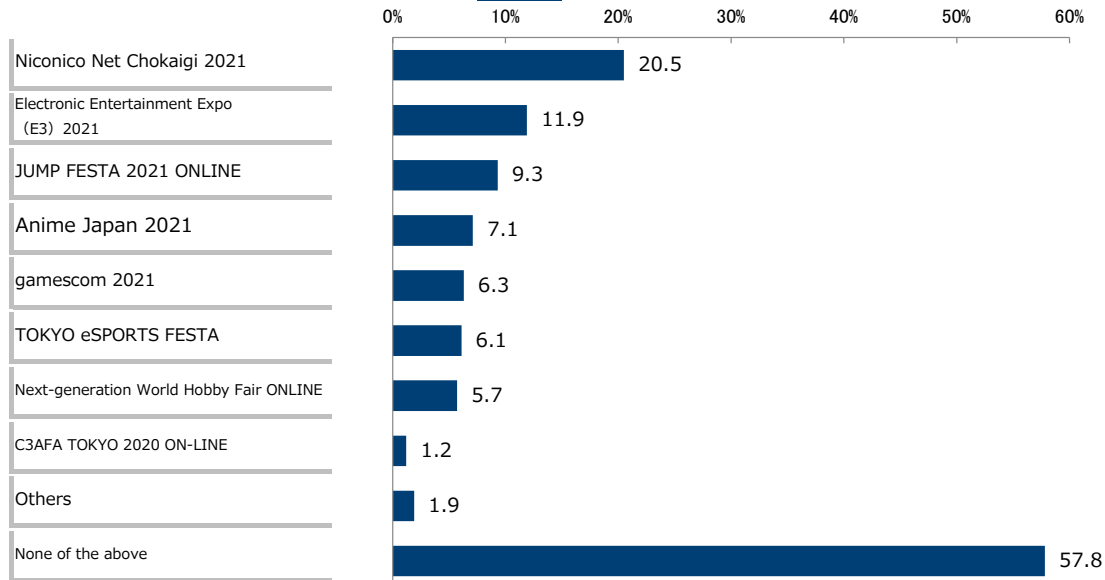
n (number of respondents)		Comic Market	JUMP FESTA	Niconico Chokaigi	Next-generation World Hobby Fair	Wonder Festival	Anime Japan	Japan Amusement Expo	Tokaigi	C3AFA TOKYO	None of the above	
TOKYO GAME SHOW 2021 ONLINE / Overall		2,746	37.2	18.7	18.5	15.7	10.9	9.7	7.5	6.8	2.1	42.4
Gender and Age	Male	2,146	34.0	17.3	19.0	16.2	10.9	9.7	8.0	7.0	2.5	44.5
	3~9	1	-	-	-	-	-	-	-	-	-	100.0
	10~14	16	6.3	6.3	-	31.3	-	-	-	-	6.3	62.5
	15~19	105	18.1	4.8	24.8	14.3	1.0	7.6	2.9	13.3	-	51.4
	20~24	254	33.5	18.1	20.9	19.7	3.5	11.0	4.7	6.3	0.4	43.3
	25~29	303	36.6	21.5	20.8	16.5	6.3	12.2	6.3	6.6	2.0	41.9
	30~39	751	35.7	18.8	19.2	16.4	11.3	11.6	7.9	7.9	2.7	43.7
	40~49	566	34.5	16.6	17.7	13.1	16.4	6.4	10.2	6.0	3.5	44.5
	50 or older	150	33.3	12.7	14.7	20.7	17.3	8.0	13.3	4.7	3.3	48.7
	Female	600	48.7	23.8	16.8	13.7	11.2	9.5	5.7	6.0	1.0	34.8
	3~9	-	-	-	-	-	-	-	-	-	-	-
	10~14	2	-	-	-	-	-	-	-	-	-	100.0
	15~19	30	20.0	10.0	16.7	13.3	3.3	3.3	13.3	10.0	-	66.7
	20~24	50	44.0	30.0	26.0	10.0	2.0	16.0	2.0	8.0	-	28.0
25~29	113	41.6	25.7	22.1	9.7	11.5	9.7	6.2	9.7	0.9	33.6	
30~39	253	52.2	23.7	14.6	13.4	11.9	8.7	5.5	4.7	0.8	34.8	
40~49	131	57.3	26.7	15.3	19.8	16.8	11.5	6.1	4.6	2.3	29.0	
50 or older	21	47.6	4.8	4.8	9.5	-	-	-	-	-	42.9	

*Darker shading indicates a higher ratio.

■ Events Held at Online Venues in the Past

[TOKYO GAME SHOW 2021 ONLINE / Overall]

TOKYO GAME SHOW 2021 ONLINE / Overall (n=2,746 respondents)



■ Gender and Age / Events Held at Online Venues in the Past

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(Unit: %)

n (number of respondents)		Niconico Net Chokaigi 2021	JUMP FESTA 2021 ONLINE	Next-generation World Hobby Fair ONLINE	TOKYO eSPORTS FESTA	C3AFA TOKYO 2020 ON-LINE	Anime Japan 2021	Electronic Entertainment Expo (E3) 2021	gamescom 2021	Others	None of the above	
TOKYO GAME SHOW 2021 ONLINE / Overall		2,746	20.5	9.3	5.7	6.1	1.2	7.1	11.9	6.3	1.9	57.8
Gender and Age	Male	2,146	20.9	8.8	6.5	6.9	1.4	7.5	12.9	7.2	1.6	56.8
	3~9	1	-	-	-	-	-	-	-	-	-	100.0
	10~14	16	6.3	6.3	25.0	6.3	-	-	12.5	6.3	-	62.5
	15~19	105	33.3	8.6	3.8	10.5	1.0	8.6	11.4	5.7	1.9	44.8
	20~24	254	21.3	9.4	7.1	9.8	0.8	10.2	13.0	7.1	2.4	51.6
	25~29	303	19.8	8.6	7.6	10.2	1.0	10.6	13.9	8.6	1.3	54.8
	30~39	751	18.5	10.7	5.9	6.3	1.9	8.7	15.7	8.1	1.2	56.6
	40~49	566	22.8	6.9	6.0	4.8	1.6	4.6	10.4	6.4	1.6	60.4
	50 or older	150	20.0	6.7	8.0	4.0	1.3	2.0	7.3	4.7	2.7	64.7
	Female	600	19.3	11.0	3.0	3.2	0.2	5.8	8.5	3.2	3.0	61.2
	3~9	-	-	-	-	-	-	-	-	-	-	-
	10~14	2	-	-	-	-	-	-	-	-	-	100.0
	15~19	30	26.7	6.7	3.3	6.7	-	3.3	6.7	-	3.3	56.7
	20~24	50	20.0	12.0	2.0	2.0	-	6.0	4.0	4.0	-	62.0
25~29	113	18.6	10.6	0.9	3.5	-	8.0	7.1	-	0.9	65.5	
30~39	253	19.0	8.3	4.0	3.2	0.4	4.3	9.5	3.2	3.2	62.8	
40~49	131	19.1	16.8	3.8	1.5	-	8.4	9.9	6.1	4.6	55.7	
50 or older	21	19.0	14.3	-	9.5	-	-	9.5	4.8	9.5	52.4	

*Darker shading indicates a higher ratio.

● Among the venue events that respondents visited, "Comic Market" is the most popular physical event visited by respondents with the highest rate at 37.2%. The most popular online event was "Niconico Net Chokaigi 2021" with the highest rate at 20.5 %.

TOKYO GAME SHOW 2021 ONLINE / Overall

1. Information Sources

Question

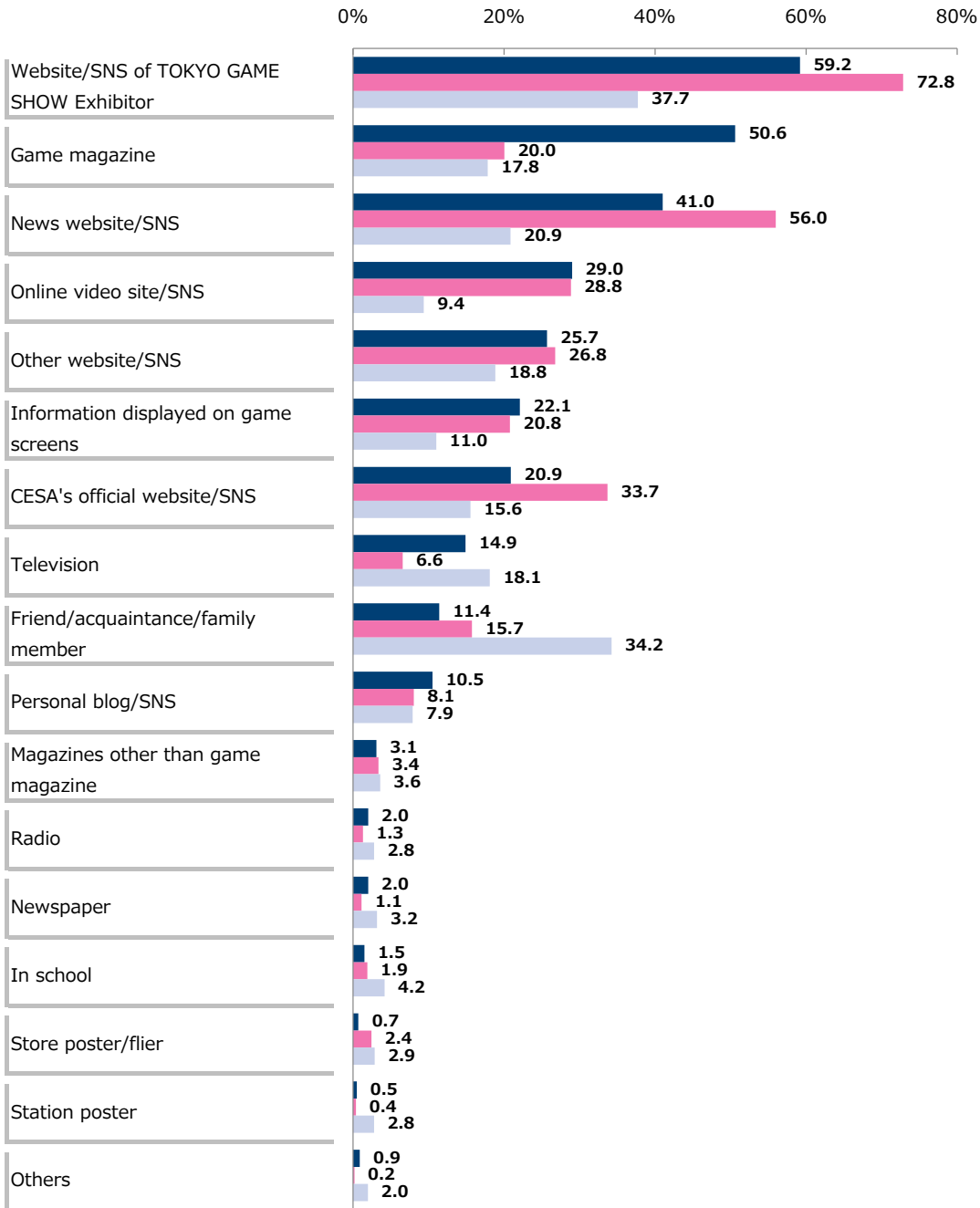
Where did you see or hear about the TOKYO GAME SHOW 2021 ONLINE? Please choose the sources of information you have seen or heard about TOKYO GAME SHOW 2021 ONLINE. [Multiple answers]

■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]

[Reference]

TOKYO GAME SHOW 2021 ONLINE / Overall (n=2,746 respondents)
 TOKYO GAME SHOW 2020 ONLINE / Overall (n=534 respondents)
 TOKYO GAME SHOW 2019 / Overall(n=1,227 respondents)



Information Sources / Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(Unit: %)

	Gender and Age																				
	TOKYO GAME SHOW 2021 ONLINE / Overall																				
	Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older			
n (number of respondents)	2,746	2,146	1	16	105	254	303	751	566	150	600	-	2	30	50	113	253	131	21		
Website/SNS of TOKYO GAME	59.2	57.2	-	25.0	48.6	51.2	60.1	56.6	60.6	62.0	66.3	-	-	53.3	50.0	59.3	68.8	78.6	61.9		
Game magazine	50.6	53.1	-	37.5	45.7	52.8	56.4	52.6	54.9	49.3	41.7	-	50.0	36.7	50.0	37.2	38.7	46.6	57.1		
News website/SNS	41.0	42.8	-	37.5	27.6	36.6	42.6	43.5	46.8	46.0	34.5	-	-	30.0	28.0	35.4	34.8	35.1	47.6		
Online video site/SNS	29.0	30.0	-	37.5	38.1	36.2	39.6	28.0	26.0	19.3	25.2	-	-	33.3	32.0	31.0	20.9	21.4	42.9		
Other website/SNS	25.7	25.0	-	18.8	31.4	22.8	24.1	24.5	24.6	30.7	28.3	-	-	26.7	20.0	28.3	31.2	27.5	23.8		
Information displayed on game	22.1	21.0	-	31.3	25.7	26.0	24.8	21.2	16.6	16.0	26.0	-	-	33.3	22.0	29.2	23.3	31.3	9.5		
CESA's official website/SNS	20.9	21.9	-	6.3	21.0	16.5	20.8	20.5	25.4	29.3	17.5	-	50.0	16.7	6.0	20.4	17.0	19.1	23.8		
Television	14.9	15.1	-	43.8	25.7	14.6	17.2	13.7	13.1	16.0	14.0	-	50.0	26.7	14.0	13.3	13.8	11.5	14.3		
Friend/acquaintance/family member	11.4	10.1	100.0	18.8	15.2	18.9	12.2	10.0	5.1	5.3	16.0	-	50.0	6.7	18.0	21.2	13.8	15.3	23.8		
Personal blog/SNS	10.5	10.0	-	6.3	6.7	9.8	10.9	10.9	9.7	8.0	12.2	-	50.0	23.3	8.0	7.1	11.9	17.6	-		
Magazines other than game	3.1	3.4	-	-	1.9	2.4	5.3	3.9	2.8	2.7	2.2	-	-	-	4.0	3.5	0.8	3.8	-		
Radio	2.0	2.2	-	6.3	1.9	2.4	3.0	1.9	2.3	1.3	1.5	-	-	-	2.0	2.7	1.2	0.8	4.8		
Newspaper	2.0	2.1	-	12.5	3.8	2.4	3.0	1.5	1.6	2.0	1.7	-	-	6.7	-	2.7	1.2	1.5	-		
In school	1.5	1.4	-	-	8.6	6.3	1.0	0.1	0.4	-	1.5	-	-	6.7	8.0	1.8	0.4	-	-		
Store poster/flier	0.7	0.7	-	-	-	0.4	1.3	0.8	0.4	0.7	0.7	-	-	-	2.0	-	0.4	1.5	-		
Station poster	0.5	0.5	-	-	1.0	0.8	1.0	0.1	0.2	2.0	0.3	-	-	-	2.0	-	-	0.8	-		
Others	0.9	0.9	-	-	1.0	0.8	1.0	0.7	1.1	1.3	0.8	-	-	-	-	1.8	1.2	-	-		

*Darker shading indicates a higher ratio.

● "Website/SNS of TOKYO GAME SHOW Exhibitor" was the most common source of information for TGS 2021 ONLINE among respondents, accounting for 59.2% of the total. The second highest was "Game magazine" at 50.6% followed by "News website/SNS" at 41.0%. It can be inferred that online media ranked high overall since this event was also held online.

2. Purpose of Visits/Primary Reason

Question

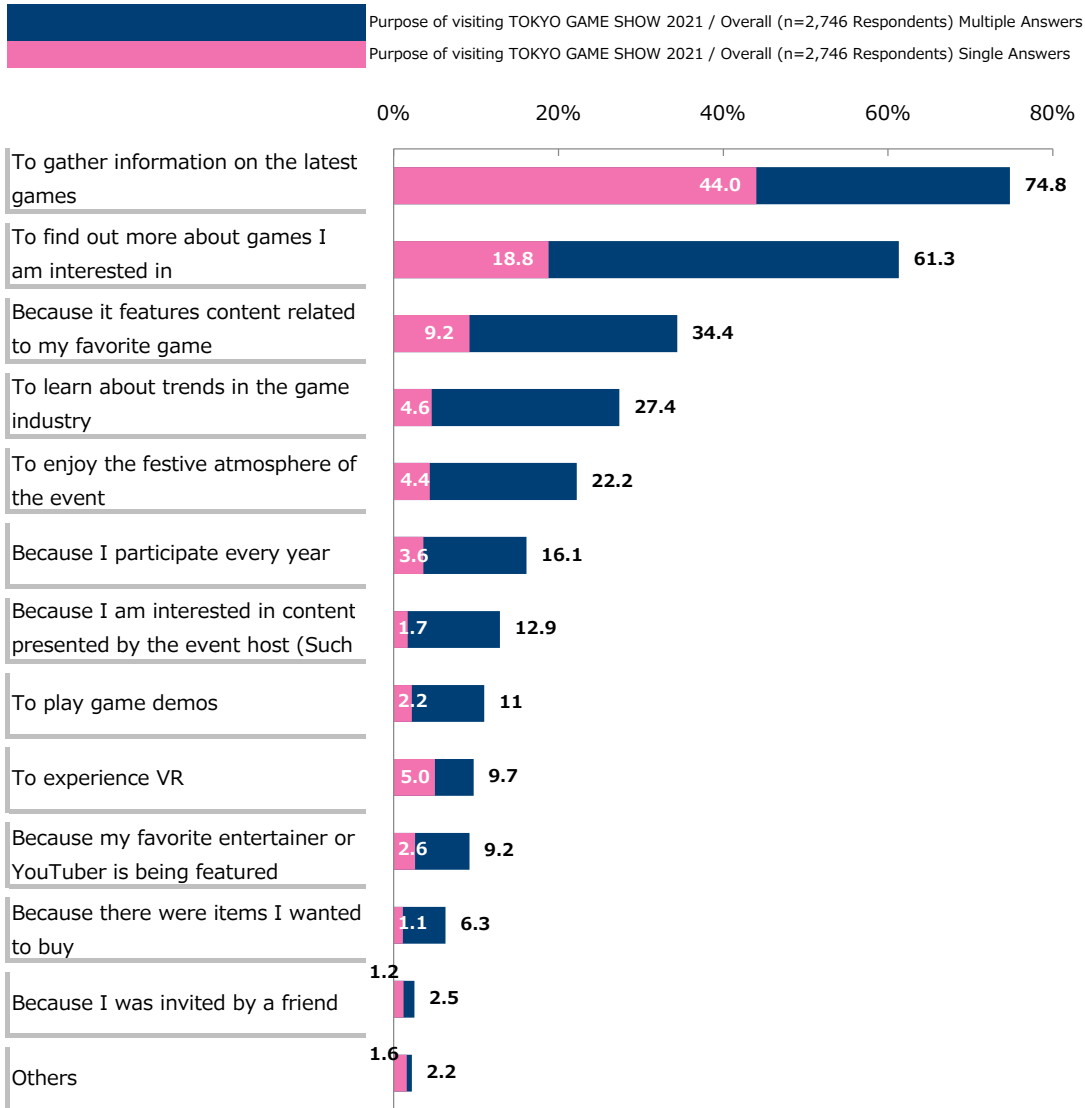
Please tell us the reason why you visited TOKYO GAME SHOW this year. [Multiple answers]

Which of the options you chose in the previous question was the primary reason that led to your visit?

[Single answer]

Overall

[TOKYO GAME SHOW 2021 ONLINE / Overall]



● Among respondents "To gather information on the latest games" accounted for the highest ratio (74.8%), followed by "To find out more about games I am interested in" (61.3%) and "Because it features content related to my favorite game" (34.4%) as reasons for visiting TOKYO GAME SHOW 2021. It can be inferred that many visitors came to gather information on the latest games.



3. Viewing Time



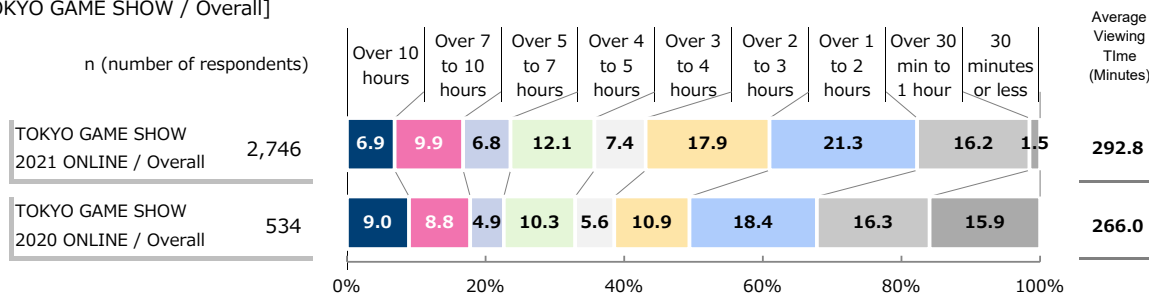
Question

In total, about how many minutes did you spend viewing this year's TOKYO GAME SHOW 2021 ONLINE website and shows?

*Including time spent on video game demos and purchasing merchandise. [Numeric answer]

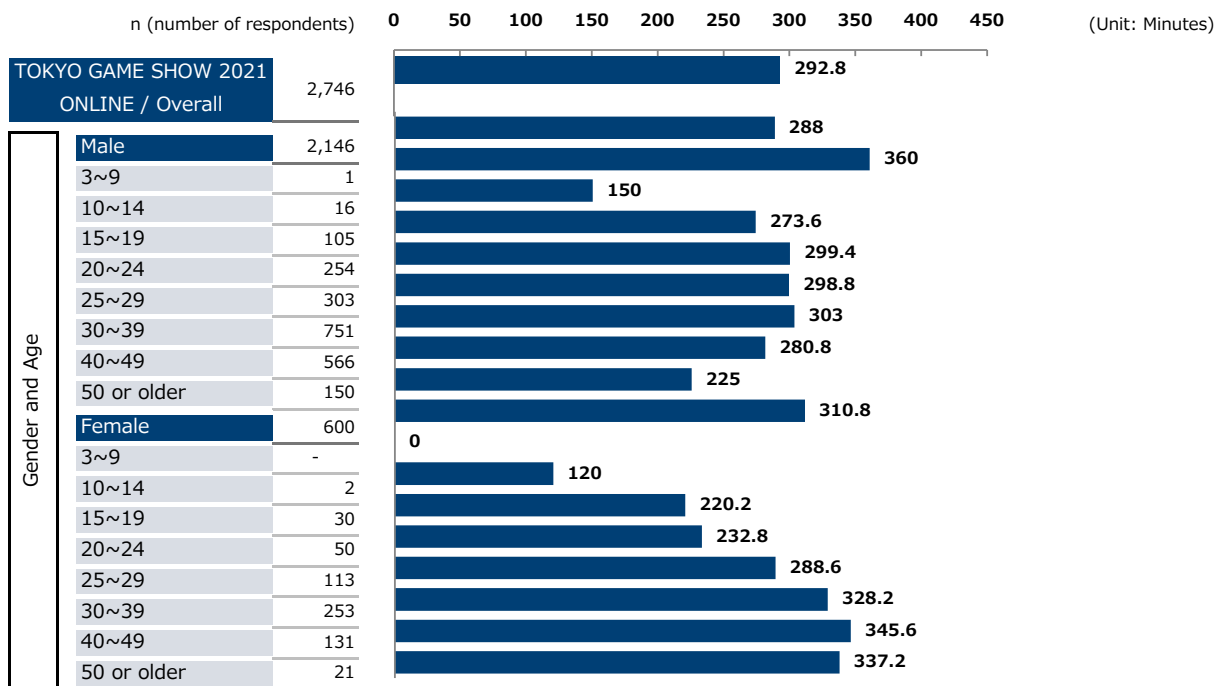
■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Average Viewing Time by Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall]



● The majority of respondents spent up to three hours or less viewing the event, with 16.2% answering "Over 30 min to 1 hour", followed by "Over 1 to 2 hours" at 21.3%, and "Over 2 to 3 hours" at 17.9%. The average viewing time was 292 minutes.

The ratio of participants who watched the event less than 30 minutes has decreased from last year.

4. Degree of Satisfaction

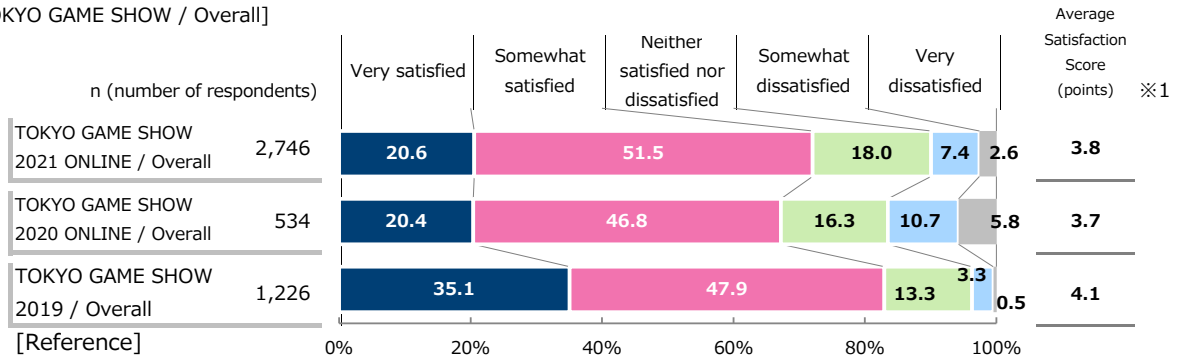
Question

To what extent are you satisfied with the content of the TOKYO GAME SHOW 2021 ONLINE?

[Single answer]

■ Time Series Comparison (Reference)

[TOKYO GAME SHOW / Overall]



■ Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall]

n (number of respondents)		(Unit: %)					Average Satisfaction Score (points)	
		Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied		
TOKYO GAME SHOW 2021 ONLINE / Overall 2,746		20.6	51.5	18.0	7.4	2.6	3.8	
Gender and Age	Male 2,146	19.1	50.4	19.2	8.2	3.1	3.7	
	3~9	-	-	100.0	-	-	3.0	
	10~14	16	50.0	37.5	6.3	6.3	4.3	
	15~19	105	44.8	45.7	7.6	1.0	1.0	4.3
	20~24	254	26.0	54.7	13.4	3.5	2.4	4.0
	25~29	303	21.5	56.1	15.5	5.0	2.0	3.9
	30~39	751	18.4	49.1	19.2	10.0	3.3	3.7
	40~49	566	12.7	48.6	24.0	10.1	4.6	3.6
	50 or older	150	9.3	50.0	27.3	11.3	2.0	3.5
	Female 600	26.0	55.2	13.5	4.7	0.7	4.0	
	3~9	-	-	-	-	-	-	
	10~14	2	50.0	-	50.0	-	-	4.0
	15~19	30	50.0	40.0	3.3	3.3	3.3	4.3
	20~24	50	40.0	52.0	8.0	-	-	4.3
	25~29	113	23.0	60.2	12.4	3.5	0.9	4.0
30~39	253	24.1	56.5	13.0	5.5	0.8	4.0	
40~49	131	22.9	55.0	16.0	6.1	-	4.0	
50 or older	21	14.3	47.6	33.3	4.8	-	3.7	

*Darker shading indicates a higher ratio.

*1 The 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."

Question

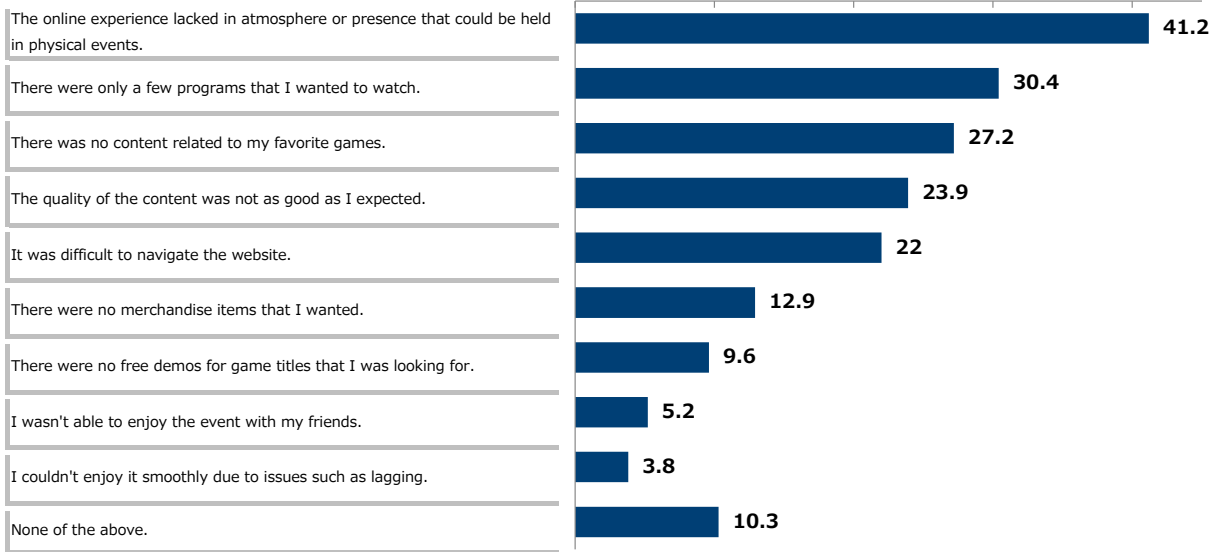
Please answer if you chose "Somewhat dissatisfied" or "Very dissatisfied" for the previous question.
Please tell us why. [Multiple answer]

Reasons for Dissatisfaction

[TOKYO GAME SHOW 2021 ONLINE / Overall]

TOKYO GAME SHOW 2021 ONLINE / Overall (n=767 respondents)

0% 10% 20% 30% 40%



Gender and Age

(Unit: %)

[TOKYO GAME SHOW 2021 ONLINE / Overall]

The online experience lacked ~ There were only a few programs ~ There was no content related ~ The quality of the content was ~ It was difficult to navigate the website. ~ There were no merchandise items that I wanted. ~ There were no free demos for game ~ I wasn't able to enjoy ~ I couldn't enjoy it smoothly ~ None of the above. ~

n (number of respondents)

TOKYO GAME SHOW 2021 ONLINE / Overall		767	41.2	30.4	27.2	23.9	22.0	12.9	9.6	5.2	3.8	10.3
Gender and Age	Male	654	41.3	30.0	27.8	23.7	21.6	12.1	9.3	5.2	3.5	10.6
	3~9	1	-	100.0	-	-	100.0	100.0	100.0	-	-	-
	10~14	2	50.0	-	50.0	-	-	-	-	-	-	-
	15~19	10	10.0	20.0	20.0	-	10.0	-	-	10.0	-	40.0
	20~24	49	46.9	36.7	30.6	28.6	12.2	12.2	-	8.2	4.1	4.1
	25~29	68	36.8	30.9	30.9	23.5	10.3	11.8	8.8	4.4	1.5	8.8
	30~39	244	43.0	31.1	33.2	29.5	22.1	12.3	9.4	5.7	3.7	7.8
	40~49	219	44.3	30.1	19.6	21.0	27.4	11.0	9.6	5.0	4.6	12.8
	50 or older	61	29.5	19.7	31.1	11.5	19.7	16.4	16.4	1.6	1.6	16.4
	Female	113	40.7	32.7	23.9	24.8	24.8	17.7	11.5	5.3	5.3	8.8
	3~9	-	-	-	-	-	-	-	-	-	-	-
	10~14	1	-	-	100.0	-	100.0	-	-	-	-	-
	15~19	3	-	-	33.3	-	33.3	-	33.3	-	-	33.3
	20~24	4	25.0	25.0	25.0	50.0	25.0	-	-	-	-	25.0
	25~29	19	31.6	57.9	26.3	26.3	31.6	15.8	10.5	10.5	10.5	5.3
	30~39	49	42.9	34.7	20.4	22.4	22.4	14.3	6.1	4.1	6.1	12.2
40~49	29	58.6	13.8	17.2	24.1	17.2	31.0	20.7	6.9	3.4	3.4	
50 or older	8	12.5	50.0	50.0	37.5	37.5	12.5	12.5	-	-	-	

*Darker shading indicates a higher ratio.

● The percentage of respondents who were "very satisfied" and "somewhat satisfied" was 20.6% and 51.5%, respectively, which together accounts for over 70% of the total.
On the other hand, visitors who were dissatisfied stated that "The online experience lacked in atmosphere or presence that could be held in physical events." and "There were only a few programs that I wanted to watch." which heavily implies that they prefer physical events.

5. Impressions

Question

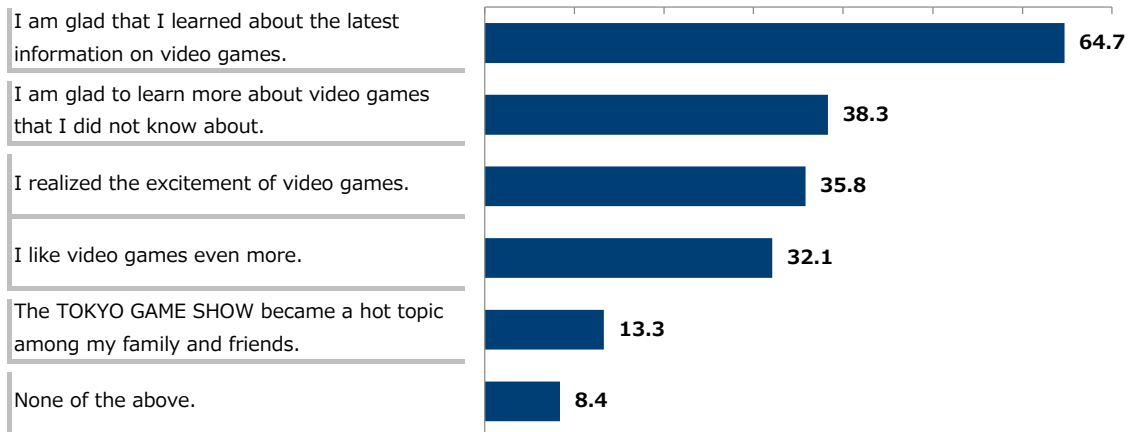
Please tell us your impression of the event by selecting all of the choices below that you sympathize with.

[Multiple answers]

■ Impressions of TOKYO GAME SHOW

[TOKYO GAME SHOW / Overall]

TOKYO GAME SHOW 2021 ONLINE / Overall (n=2,746 respondents)



■ Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(Unit: %)

n (number of respondents)		I am glad that I learned about ~	I am glad to learn more about ~	I realized the excitement of video games.	I like video games even more.	The TOKYO GAME SHOW became ~	None of the above.	
TOKYO GAME SHOW 2021 ONLINE / Overall		2,746	35.8	32.1	38.3	64.7	13.3	8.4
Gender and Age	Male	2,146	34.2	30.6	37.4	63.3	9.7	9.5
	3~9	1	-	-	100.0	-	100.0	-
	10~14	16	68.8	62.5	62.5	43.8	18.8	-
	15~19	105	53.3	54.3	47.6	61.9	12.4	2.9
	20~24	254	47.2	41.7	40.6	63.8	12.2	5.1
	25~29	303	41.9	37.3	39.6	65.7	10.6	5.3
	30~39	751	32.6	27.6	38.2	64.0	9.6	8.8
	40~49	566	26.3	24.6	32.7	61.3	8.1	14.3
	50 or older	150	16.7	16.7	30.7	64.7	7.3	16.0
	Female	600	41.5	37.5	41.8	70.0	26.2	4.8
	3~9	-	-	-	-	-	-	-
	10~14	2	50.0	-	50.0	-	-	-
	15~19	30	53.3	60.0	40.0	66.7	30.0	6.7
	20~24	50	54.0	48.0	46.0	64.0	20.0	4.0
25~29	113	38.9	38.9	43.4	71.7	25.7	5.3	
30~39	253	40.7	34.8	40.7	70.0	27.7	4.7	
40~49	131	41.2	33.6	37.4	71.0	27.5	3.8	
50 or older	21	19.0	33.3	66.7	81.0	14.3	9.5	

*Darker shading indicates a higher ratio.

● The percentage of respondents who answered "I am glad that I learned about the latest information on video games." was 64.7% and 38.3% answered "I am glad to learn more about video games that I did not know about." which implies that many visitors are satisfied with the content of the event.

6. Shares on SNS

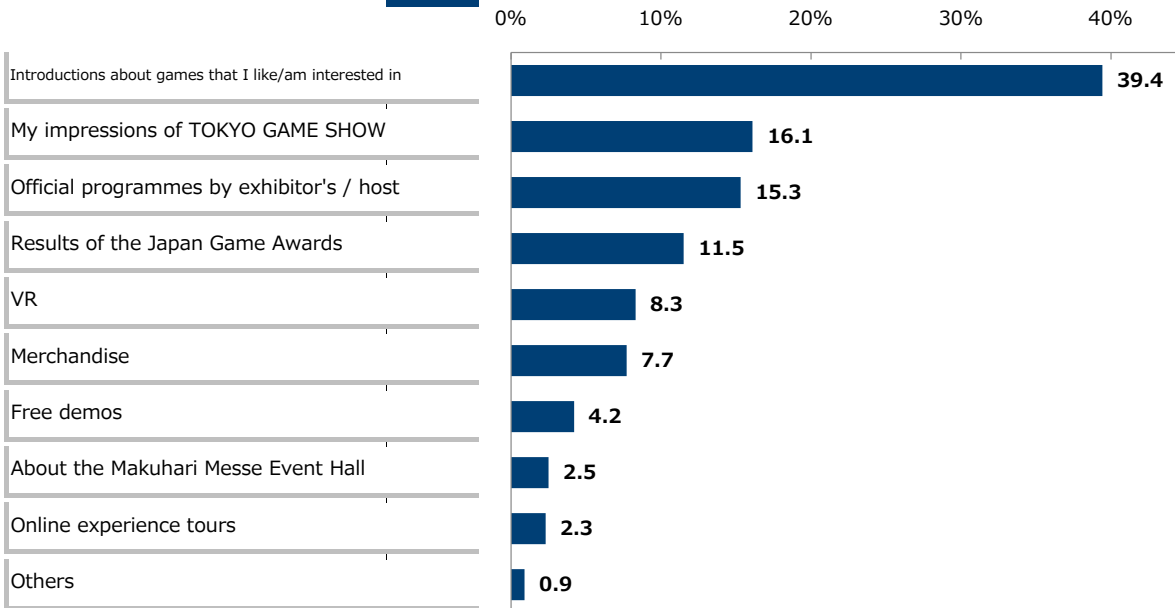
Question

Please choose what you shared about TOKYO GAME SHOW on SNS. [Multiple answers]

■ Shares on SNS

[TOKYO GAME SHOW 2021 ONLINE / Overall]

TOKYO GAME SHOW 2021 ONLINE / Overall (n=2,746 respondents)



■ Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(Unit: %)

n (number of respondents)		Introductions about games that I like/am interested in	My impressions of TOKYO GAME SHOW	Official programmes by exhibitor's / host	Results of the Japan Game Awards	VR	Merchandise	Free demos	About the Makuhari Messe Event Hall	Online experience tours	Others	
TOKYO GAME SHOW 2021 ONLINE / Overall 2,746		39.4	16.1	15.3	11.5	8.3	7.7	4.2	2.5	2.3	0.9	
Gender and Age	Male 2,146	37.5	15.7	13.0	11.0	8.8	6.9	4.2	2.2	2.0	0.8	
	3~9	-	-	-	-	-	-	-	-	-	-	
	10~14	18.8	6.3	6.3	-	-	-	-	-	-	6.3	
	15~19	30.5	17.1	8.6	13.3	10.5	5.7	-	1.9	2.9	-	
	20~24	38.6	15.7	12.6	13.4	9.4	6.7	3.1	1.6	2.8	0.8	
	25~29	42.9	18.2	14.9	14.9	10.9	8.3	4.6	4.0	3.3	1.0	
	30~39	39.9	18.2	13.2	10.8	8.8	7.6	5.3	2.5	1.6	0.8	
	40~49	36.0	12.4	13.3	9.2	8.3	6.2	4.1	1.1	1.4	0.4	
	50 or older	24.7	10.7	11.3	6.7	5.3	5.3	3.3	3.3	2.0	2.0	
	Female 600	46.5	17.5	23.8	13.5	6.7	10.5	4.0	3.5	3.3	1.5	
	3~9	-	-	-	-	-	-	-	-	-	-	-
	10~14	2	50.0	-	-	-	-	-	-	-	-	-
	15~19	30	40.0	36.7	16.7	20.0	10.0	10.0	3.3	6.7	-	-
	20~24	50	34.0	16.0	22.0	8.0	8.0	6.0	6.0	-	6.0	-
25~29	113	42.5	23.9	21.2	18.6	11.5	10.6	4.4	6.2	7.1	0.9	
30~39	253	49.0	13.0	24.1	11.1	5.1	9.1	2.0	3.2	2.4	2.8	
40~49	131	52.7	18.3	27.5	14.5	5.3	15.3	6.1	3.1	1.5	0.8	
50 or older	21	38.1	9.5	28.6	14.3	-	9.5	9.5	-	4.8	-	

*Darker shading indicates a higher ratio.

● Among respondents "Introductions about games that I like/am interested in" accounted for the highest ratio (39.4%), indicating that visitors regardless of their age shared information about TOKYO GAME SHOW on SNS.

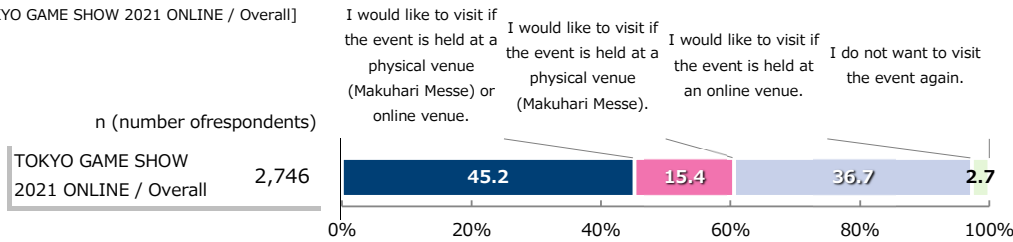
7. Intention to Visit Again (if held at venue)

Question

Please select one choice that best represents your intentions of visiting the next TOKYO GAME SHOW.
[Single answer]

Overall

[TOKYO GAME SHOW 2021 ONLINE / Overall]



Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(Unit: %)

n (number of respondents)		I would like to visit if the event is held at a ~	I would like to visit if the event is held at a ~	I would like to visit if the event is held at ~	I do not want to visit the event again.	
TOKYO GAME SHOW 2021 ONLINE / Overall		2,746	45.2	15.4	36.7	2.7
Gender and Age	Male	2,146	44.9	16.0	36.2	2.9
	3~9	1	100.0	-	-	-
	10~14	16	25.0	18.8	56.3	-
	15~19	105	48.6	10.5	37.1	3.8
	20~24	254	53.9	17.3	26.0	2.8
	25~29	303	54.8	12.5	28.4	4.3
	30~39	751	41.1	19.8	36.8	2.3
	40~49	566	42.0	14.8	39.8	3.4
	50 or older	150	38.0	10.0	50.0	2.0
	Female	600	46.5	13.2	38.7	1.7
	3~9	-	-	-	-	-
	10~14	2	50.0	-	50.0	-
	15~19	30	50.0	6.7	36.7	6.7
	20~24	50	54.0	14.0	30.0	2.0
	25~29	113	46.0	19.5	32.7	1.8
30~39	253	45.5	9.9	42.7	2.0	
40~49	131	45.0	16.8	38.2	-	
50 or older	21	47.6	4.8	47.6	-	

*Darker shading indicates a higher ratio.

● For their intention to return next time, approx. 97% of respondents answered that they would like to visit again.

On the other hand, 45.2% answered "I would like to visit if the event is held at a physical venue (Makuhari Messe) or online venue.", 15.4% answered "I would like to visit if the event is held at a physical venue (Makuhari Messe).", and 36.7% answered "I would like to visit if the event is held at an online venue."

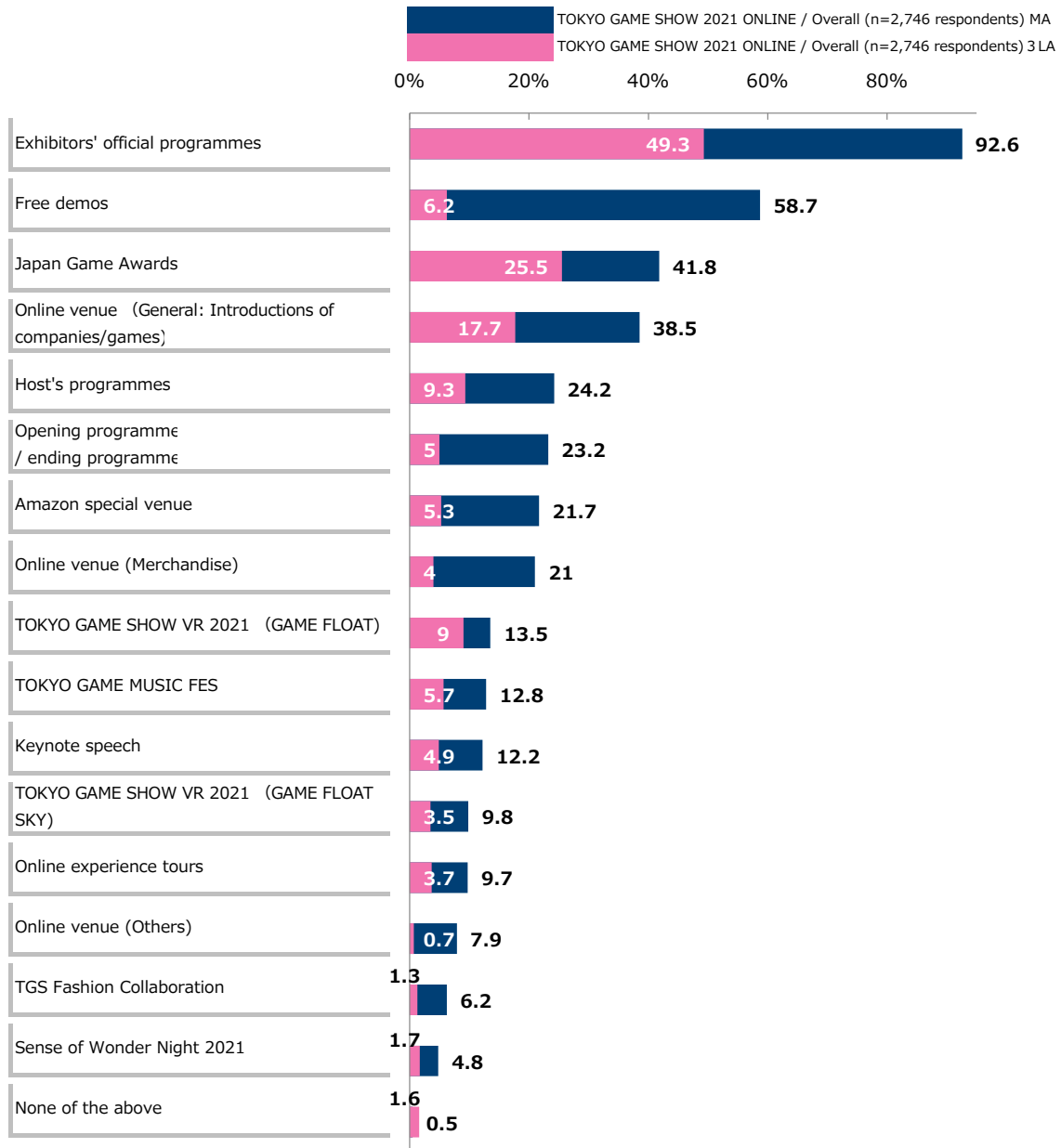
1. Viewed Content and Top Three List

Question

Please tell us what kind of content you watched/visited at TOKYO GAME SHOW 2021 ONLINE [Multiple answers]
 Out of the choices you made above, which were the top three most memorable forms of content? [Up to three answers]

Overall

[TOKYO GAME SHOW 2021 ONLINE / Overall]



● "Exhibitors' official programmes" was the form of content with the highest ratio at 92.6%. The top three forms of content that gathered the most attention among respondents were "Exhibitors' official programmes", "Japan Game Awards 2020", and "Online venue (General: Introductions of companies/games)".



4. Favorite Developer/Publisher



Question

Of the game developers featured in this year's TOKYO GAME SHOW 2021 ONLINE, which one did you think was the best? [Open-ended answer] *1

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(n=2,746 respondents)

Rank	Names of Companies *2	Number of Persons* 3
1	SQUARE ENIX	791
2	CAPCOM	386
3	SEGA / ATLUS	271
4	BANDAI NAMCO Entertainment	188
5	KOEI TECMO GAMES	185
6	miHoYo	103
7	KONAMI	86
8	Microsoft Japan	82
9	Ubisoft	64
10	D3PUBLISHER	49
11	Sony Interactive Entertainment	47
12	Nintendo	35
13	SNK	25
14	ARC SYSTEM WORKS	20
15	Electronic Arts	19
	DMM GAMES	19
17	Happinet	14
	DeNA	14

[Reference]

TOKYO GAME SHOW 2020 ONLINE / Overall (n=534)		TOKYO GAME SHOW 2019 / Overall (n=1,173)	
Number of Persons	Rank	Number of Persons	Rank
119	(2)	208	(2)
131	(1)	176	(3)
-	-	-	-
16	(6)	100	(4)
62	(4)	30	(7)
-	-	-	-
-	-	-	-
10	(9)	-	-
-	-	12	(10)
9	(10)	-	-
12	(8)	98	(5)
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
2	(16)	2	(33)
-	-	-	-

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

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

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

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

*4 The figures of "SEGA / ATLUS" in 2018 is not shown here since the data of ATLUS was included in the one of SEGA games in 2019.

■ Order of Preference by Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(Unit: Respondents)

	1st Place	2nd Place	3rd Place	4th Place	5th Place
TOKYO GAME SHOW 2021 ONLINE / Overall	SQUARE ENIX	CAPCOM	SEGA / ATLUS	BANDAI NAMCO Entertainment	KOEI TECMO GAMES
respondents	791	386	271	188	185
Male	SQUARE ENIX	CAPCOM	SEGA / ATLUS	KOEI TECMO GAMES	BANDAI NAMCO Entertainment
2,146	604	315	199	152	150
3~9	SQUARE ENIX				
1					
10~14	CAPCOM	Microsoft Japan	Nintendo	SEGA / ATLUS	SQUARE ENIX
16	3	3	2	2	2
15~19	CAPCOM	SQUARE ENIX	KOEI TECMO GAMES	BANDAI NAMCO Entertainment	SEGA / ATLUS
105	26	12	9	6	
20~24	SQUARE ENIX	CAPCOM	KOEI TECMO GAMES	miHoYo	SEGA / ATLUS
254	56	49	20	19	18
25~29	SQUARE ENIX	CAPCOM	SEGA / ATLUS	BANDAI NAMCO Entertainment	KOEI TECMO GAMES
303	79	41	27	24	19
30~39	SQUARE ENIX	CAPCOM	SEGA / ATLUS	BANDAI NAMCO Entertainment	KOEI TECMO GAMES
751	245	94	65	57	55
40~49	SQUARE ENIX	CAPCOM	SEGA / ATLUS	KOEI TECMO GAMES	BANDAI NAMCO Entertainment
566	185	76	60	42	36
50 or older	CAPCOM	SQUARE ENIX	SEGA / ATLUS	BANDAI NAMCO Entertainment	※1
150	26	24	21	12	7
Female	SQUARE ENIX	SEGA / ATLUS	CAPCOM	BANDAI NAMCO Entertainment	KOEI TECMO GAMES
600	187	72	71	38	33
3~9					
0					
10~14	Nintendo				
2	2				
15~19	CAPCOM	SEGA / ATLUS	SQUARE ENIX	miHoYo	※2
30	8		5	2	1
20~24	CAPCOM	BANDAI NAMCO Entertainment	SQUARE ENIX	miHoYo	SEGA / ATLUS
50	8	6			
25~29	SQUARE ENIX	CAPCOM	SEGA / ATLUS	BANDAI NAMCO Entertainment	KOEI TECMO GAMES
113	21	17	12	10	8
30~39	SQUARE ENIX	SEGA / ATLUS	CAPCOM	BANDAI NAMCO Entertainment	KOEI TECMO GAMES
253	98	27	23	15	13
40~49	SQUARE ENIX	SEGA / ATLUS	CAPCOM	KOEI TECMO GAMES	※3
131	50	16	12	7	6
50 or older	SQUARE ENIX	SEGA / ATLUS	KOEI TECMO GAMES	CAPCOM	Ubisoft
21	7	3			1

*1 Microsoft Japan and KOEI TECMO GAMES tied for 5th place.

*2 SNK, Brogent Japan, and Sony Interactive Entertainment tied for 5th place.

*3 miHoYo, Ubisoft, BANDAI NAMCO Entertainment tied for 5th place.

●The best developer/publisher is:

1st place: "SQUARE ENIX" (791 respondents/2nd place last year), 2nd place: "CAPCOM" (386 respondents/1st place last year), 3rd place: "SEGA / ATLUS" (271 respondents/1st place last year, 4th place: "BANDAI NAMCO Entertainment" (188 respondents/6th place last year), 5th place: "KOEI TECMO GAMES" (185 respondents/4th place last year).



3. Views of Official Programmes

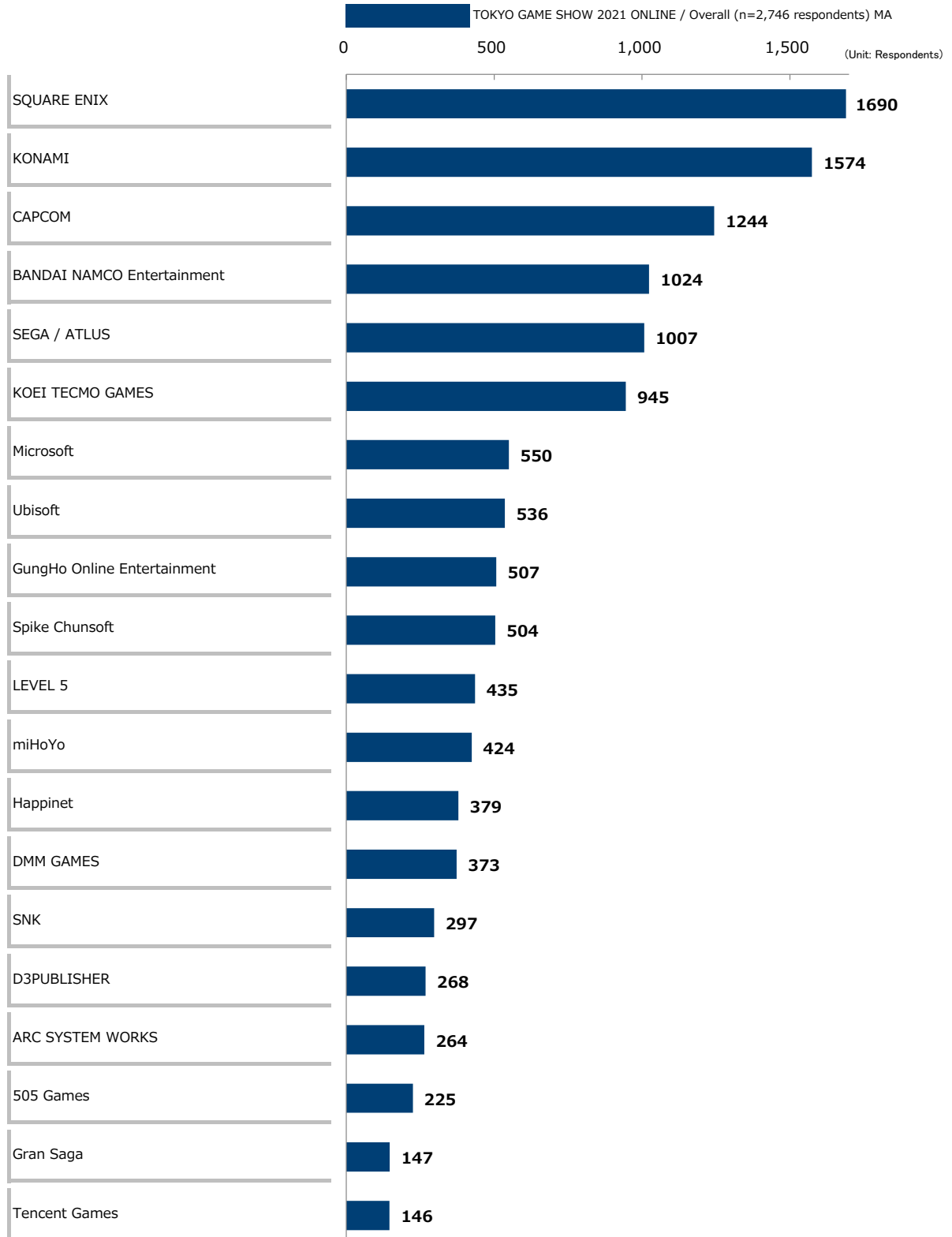


Question

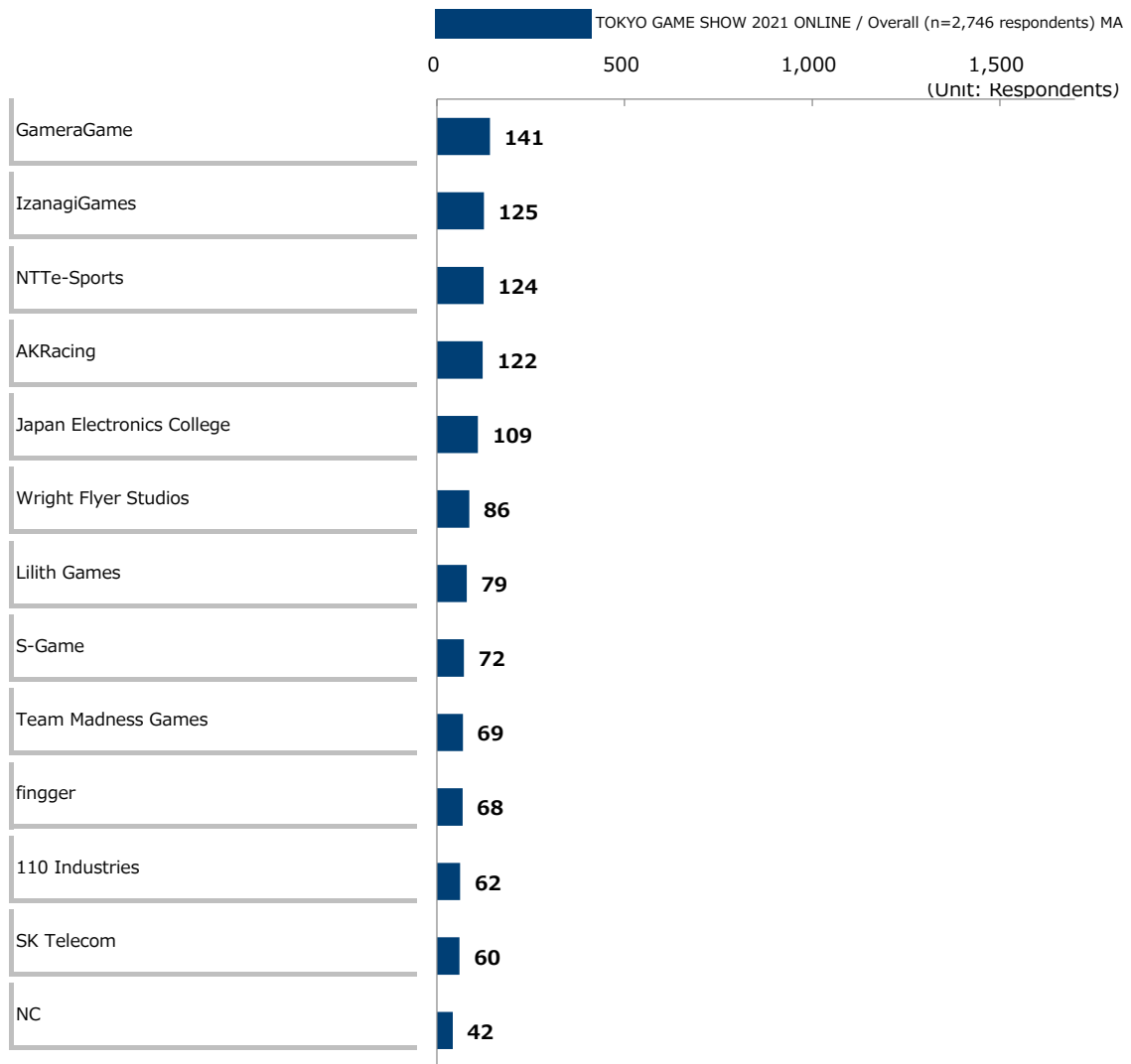
Out of the official programmes you watched, which were the most memorable for you? [Multiple answers]

■ 3-1. Viewcount Ranking / Overall

[TOKYO GAME SHOW 2021 ONLINE / Overall]



*21~33rd place are shown on the next page.



■ Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(Unit: Respondents)

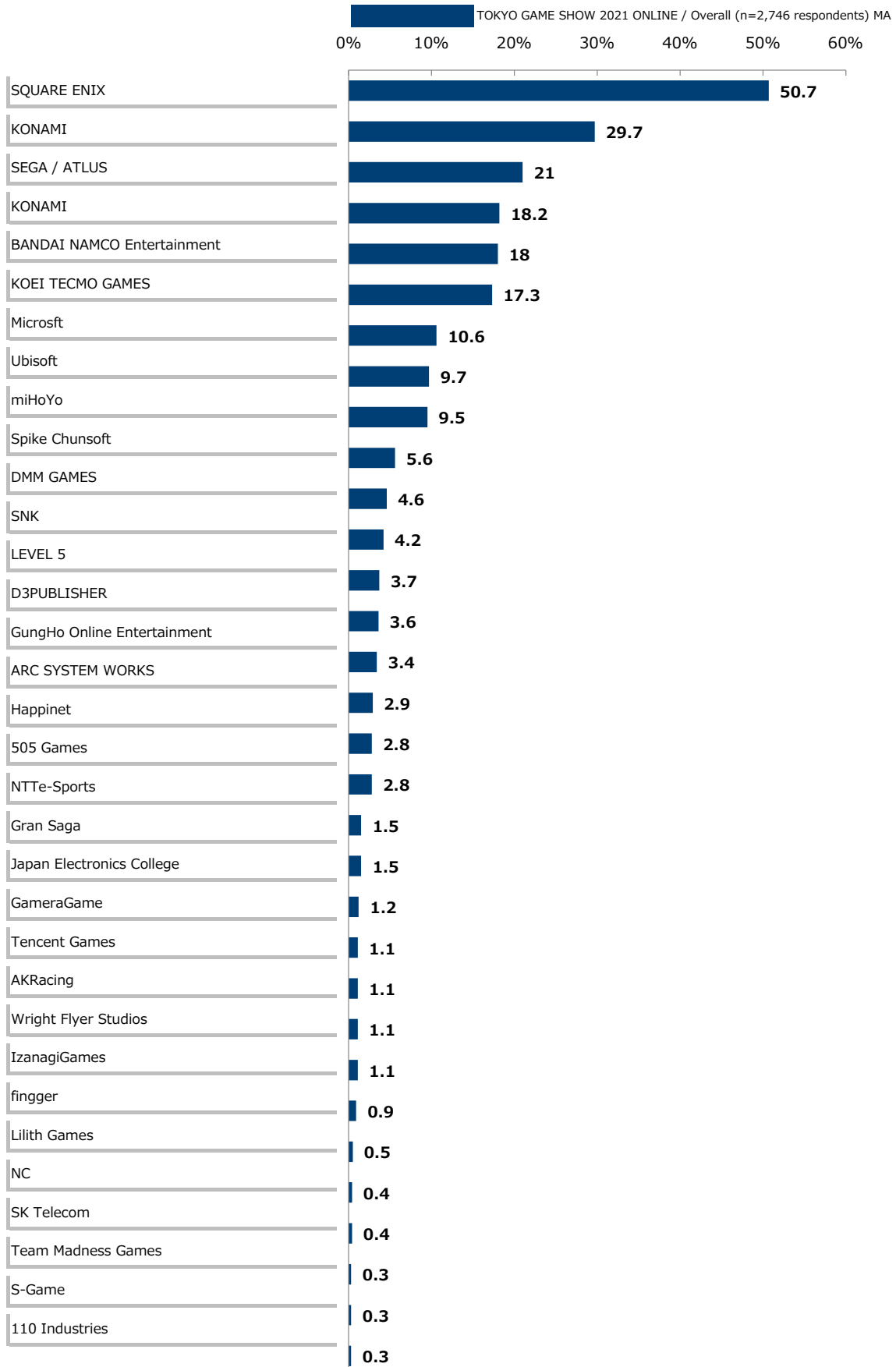
	TOKYO GAME SHOW 2021 ONLINE / Overall	Gender and Age																	
		Male									Female								
		3~9	10~14	15~19	20~24	25~29	30~34	35~39	40~49	50 or older	3~9	10~14	15~19	20~24	25~29	30~34	35~39	40~49	50 or older
n=number of respondents	0	0	0	0	0	0	345	406	0	0	0	0	0	0	0	122	131	0	0
Avarage programme views (Per respondent)	5.0	1.0	4.9	5.5	6.0	5.8	5.7	5.2	4.7	3.8	0.0	2.5	3.2	3.3	4.4	3.7	4.7	3.9	3.7
SQUARE ENIX	1690	1	4	55	157	198	238	265	356	70	0	0	14	22	54	73	92	79	12
KONAMI	1574	0	11	58	196	234	221	218	287	70	0	2	14	16	57	49	66	66	9
CAPCOM	1244	0	5	54	142	150	179	183	246	53	0	0	9	24	51	39	51	47	11
BANDAI NAMCO Entertainment	1024	0	6	40	119	134	144	148	201	50	0	0	7	10	45	41	45	29	5
SEGA / ATLUS	1007	0	7	33	104	116	125	141	217	50	0	1	11	18	41	46	48	42	7
KOEI TECMO GAMES	945	0	2	39	87	118	126	149	208	33	0	0	5	8	35	42	42	43	8
Microsoft	550	0	7	42	71	69	71	78	117	41	0	0	2	2	15	11	12	10	2
Ubisoft	536	0	2	21	60	79	86	78	105	21	0	0	3	6	16	13	23	20	3
GungHo Online Entertainment	507	0	6	35	70	64	68	72	78	27	0	1	9	5	17	10	27	15	3
Spike Chunsoft	504	0	1	14	55	65	83	80	101	15	0	0	2	7	18	18	24	19	2
LEVEL 5	435	0	5	26	59	53	54	60	79	23	0	0	2	6	17	11	20	18	2
miHoYo	424	0	4	32	62	74	63	52	56	10	0	0	6	12	11	17	10	14	1
Happinet	379	0	3	17	30	53	58	59	97	10	0	0	2	2	11	7	23	7	0
DMM GAMES	373	0	3	19	35	34	50	58	63	12	0	0	5	6	22	21	19	24	2
SNK	297	0	1	3	23	32	37	68	78	17	0	0	1	2	5	2	11	16	1
D3PUBLISHER	268	0	0	8	21	39	56	46	48	7	0	0	0	1	12	6	13	9	2
ARC SYSTEM WORKS	264	0	0	3	27	29	48	68	51	2	0	0	0	3	5	7	15	6	0
505 Games	225	0	1	11	23	25	37	34	42	8	0	0	0	2	8	9	16	8	1
Gran Saga	147	0	1	5	18	12	23	24	26	6	0	0	0	2	7	6	10	5	2
Tencent Games	146	0	0	8	20	23	26	25	21	6	0	0	0	2	4	2	3	5	1
GameraGame	141	0	1	11	23	22	16	22	23	4	0	0	0	0	8	3	5	3	0
IzanagiGames	125	0	1	3	15	14	23	29	18	1	0	0	0	0	4	4	6	6	1
NTTe-Sports	124	0	1	7	18	18	17	23	22	10	0	0	0	0	2	2	3	1	0
AKRacing	122	0	2	4	14	19	15	17	24	5	0	0	0	4	6	1	5	6	0
Japan Electronics College	109	0	1	7	17	11	17	15	18	5	0	0	2	1	2	6	5	2	0
Wright Flyer Studios	86	0	0	4	10	14	17	13	16	1	0	0	0	1	3	1	3	3	0
Lilith Games	79	0	0	3	11	10	12	15	14	4	0	0	0	0	2	1	3	4	0
S-Game	72	0	3	5	10	13	11	8	8	2	0	1	1	1	3	1	2	3	0
Team Madness Games	69	0	0	6	8	11	8	12	9	2	0	0	0	2	4	2	2	2	1
finger	68	0	1	1	11	8	13	13	10	2	0	0	0	0	2	1	3	3	0
110 Industries	62	0	0	3	4	12	12	11	12	3	0	0	0	0	1	2	1	1	0
SK Telecom	60	0	0	2	12	9	8	10	10	0	0	0	0	0	5	0	3	1	0
NC	42	0	0	1	4	5	5	3	16	1	0	0	0	1	2	1	2	0	1

*Darker shading indicates a higher ratio.

● SQUARE ENIX came in first place with 1,690 respondents, followed by KONAMI with 1,574 respondents, and CAPCOM with 1,244 respondents.

■3-3. Top Three Memorable Programmes / Overall

[TOKYO GAME SHOW 2021 ONLINE / Overall]



■ 3-4. Top Three Memorable Programmes / Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(Unit: %)

	TOKYO GAME SHOW 2021 ONLINE / Overall	Gender and Age																	
		Male									Female								
		3~9	10~14	15~19	20~24	25~29	30~39	40~49	50 or older	3~9	10~14	15~19	20~24	25~29	30~39	40~49	50 or older		
n=number of respondents	2,746	2,146	1	16	105	254	303	345	566	150	600	-	2	30	50	113	122	131	21
SQUARE ENIX	50.7	51.2	100.0	12.5	36.2	47.2	50.8	56.2	53.5	38.7	49.2	-	-	40.0	36.0	39.8	54.2	54.2	57.1
CAPCOM	29.7	30.2	-	25.0	36.2	38.6	30.7	28.1	28.6	28.7	27.7	-	-	26.7	34.0	35.4	23.3	25.2	42.9
SEGA / ATLUS	21.0	19.8	-	18.8	21.0	15.7	21.5	18.9	21.9	19.3	25.2	-	50.0	33.3	24.0	24.8	24.5	25.2	23.8
KONAMI	18.2	18.5	-	31.3	17.1	21.3	22.8	18.2	15.9	16.7	16.8	-	50.0	16.7	14.0	20.4	15.8	18.3	4.8
BANDAI NAMCO Entertainment	18.0	18.9	-	18.8	16.2	20.9	22.1	19.4	16.8	16.7	14.8	-	-	10.0	12.0	17.7	17.0	11.5	9.5
KOEI TECMO GAMES	17.3	17.1	-	-	16.2	16.9	16.8	16.8	19.4	12.7	18.0	-	-	6.7	12.0	15.0	20.2	21.4	19.0
Microsoft	10.6	12.5	-	31.3	22.9	12.2	7.9	10.9	12.7	20.7	3.7	-	-	3.3	-	3.5	4.3	3.8	4.8
Ubisoft	9.7	10.2	-	-	8.6	10.6	12.9	10.9	8.7	8.0	7.8	-	-	6.7	8.0	6.2	7.9	9.2	9.5
miHoYo	9.5	9.5	-	18.8	19.0	16.9	14.9	7.9	4.9	4.0	9.3	-	-	16.7	24.0	5.3	7.5	9.9	4.8
Spike Chunsoft	5.6	6.0	-	6.3	4.8	5.9	5.0	7.9	5.5	2.0	4.0	-	-	3.3	6.0	4.4	3.6	3.8	4.8
DMM GAMES	4.6	3.3	-	-	4.8	2.0	2.0	4.5	2.8	3.3	9.2	-	-	13.3	8.0	10.6	8.3	9.9	4.8
SNK	4.2	4.7	-	6.3	1.0	2.0	1.3	6.5	6.2	4.0	2.3	-	-	3.3	2.0	0.9	1.6	4.6	4.8
LEVEL 5	3.7	3.7	-	6.3	8.6	4.7	4.3	2.4	2.8	7.3	3.7	-	-	-	6.0	7.1	2.0	3.8	4.8
D3PUBLISHER	3.6	3.9	-	-	2.9	2.0	5.6	5.2	3.0	2.0	2.7	-	-	-	-	4.4	2.8	3.1	-
GungHo Online Entertainment	3.4	3.4	-	6.3	7.6	5.5	2.3	3.1	2.1	4.7	3.5	-	50.0	3.3	2.0	3.5	4.3	1.5	4.8
ARC SYSTEM WORKS	2.9	2.9	-	-	-	1.2	2.0	4.7	3.2	-	2.8	-	-	-	4.0	2.7	4.0	1.5	-
Happinet	2.8	2.9	-	6.3	1.9	1.6	4.6	2.5	3.5	2.0	2.5	-	-	3.3	2.0	3.5	3.6	-	-
505 Games	2.8	2.7	-	-	3.8	3.9	2.0	2.9	2.5	2.0	2.8	-	-	-	-	1.8	4.7	2.3	-
NTTe-Sports	1.5	1.9	-	-	1.9	2.4	1.3	1.9	1.8	3.3	0.2	-	-	-	-	-	0.4	-	-
Gran Saga	1.5	1.3	-	-	1.0	0.4	0.3	2.3	0.9	2.0	2.3	-	-	-	4.0	1.8	2.8	1.5	4.8
Japan Electronics College	1.2	1.3	-	-	2.9	2.4	1.0	0.9	0.9	2.0	1.2	-	-	3.3	-	0.9	1.6	0.8	-
GameraGame	1.1	1.4	-	-	5.7	2.0	1.0	1.1	0.9	1.3	-	-	-	-	-	-	-	-	-
Tencent Games	1.1	1.3	-	-	1.9	1.2	2.6	1.5	0.5	0.7	0.5	-	-	-	-	0.9	0.8	-	-
AKRacing	1.1	1.2	-	6.3	1.0	1.2	1.7	0.8	1.1	2.0	0.8	-	-	-	2.0	1.8	0.4	0.8	-
Wright Flyer Studios	1.1	1.1	-	-	1.9	1.6	1.7	0.9	0.9	0.7	0.8	-	-	-	2.0	1.8	0.8	-	-
IzanagiGames	0.9	0.9	-	-	1.0	0.4	1.0	1.3	0.7	-	0.8	-	-	-	-	-	0.8	1.5	4.8
finger	0.5	0.6	-	-	-	1.2	0.3	0.9	0.2	-	0.3	-	-	-	-	0.9	-	0.8	-
Lilith Games	0.4	0.4	-	-	-	0.8	0.3	0.4	0.4	0.7	0.5	-	-	-	-	-	0.4	1.5	-
NC	0.4	0.3	-	-	-	0.8	-	-	0.7	0.7	0.5	-	-	-	-	0.9	0.4	-	4.8
SK Telecom	0.3	0.2	-	-	-	0.4	0.3	0.3	-	-	0.5	-	-	-	-	1.8	-	0.8	-
Team Madness Games	0.3	0.1	-	-	-	0.4	0.3	-	0.2	-	0.7	-	-	-	2.0	-	0.8	-	4.8
S-Game	0.3	0.1	-	6.3	-	0.4	-	0.1	-	-	0.7	-	50.0	3.3	2.0	-	0.4	-	-
110 Industries	0.1	0.1	-	-	-	-	0.3	0.1	0.2	-	-	-	-	-	-	-	-	-	-

*Darker shading indicates a higher ratio.

● Out of the top three most memorable programmes SQUARE ENIX was the most popular with 50.7%, followed by CAPCOM at 29.7%, and SEGA / ATLUS at 21.0%.

4. Impressions of Official Programmes

Question

Please tell us your impression of the programmes you watched [Single answer]

■ List of Impressions

[TOKYO GAME SHOW 2021 ONLINE / Overall]

(Unit: %)

	TOKYO GAME SHOW 2021 ONLINE / Overall	I want to buy / download featured games in the near future	I would like to play the featured games eventually if I have the opportunity	The programmes were exciting	The programmes became a reference for future game play	I became a fan of the games / developers	I was also interested in other titles from the developers	None of the above
n (number of respondents)	2,746							
SQUARE ENIX	1393	38.5	42.5	34.2	8.9	7.7	14.4	2.9
CAPCOM	815	32.3	45.6	25.2	8.8	6.1	8.8	6.1
SEGA / ATLUS	576	33.3	42.4	28.8	9.0	7.5	11.5	6.8
KONAMI	499	23.2	47.3	27.1	8.2	6.2	8.6	7.2
BANDAI NAMCO Entertainment	495	31.7	43.4	32.3	7.3	5.9	7.9	5.1
KOEI TECMO GAMES	474	41.1	43.7	25.5	9.5	5.5	12.0	3.6
Microsoft	291	34.7	45.0	26.1	11.0	12.0	17.5	5.8
Ubisoft	265	35.8	45.3	34.0	14.0	10.6	12.5	3.0
miHoYo	260	16.9	18.5	55.0	36.5	12.7	6.5	5.4
Spike Chunsoft	153	24.8	55.6	11.8	4.6	4.6	9.8	7.8
DMM GAMES	126	39.7	37.3	27.8	15.1	5.6	8.7	4.0
SNK	115	29.6	49.6	23.5	20.9	7.0	7.8	5.2
LEVEL 5	102	20.6	47.1	26.5	3.9	5.9	12.7	8.8
D3PUBLISHER	100	47.0	45.0	32.0	10.0	7.0	5.0	1.0
GungHo Online Entertainment	93	10.8	46.2	23.7	16.1	5.4	9.7	14.0
ARC SYSTEM WORKS	79	29.1	44.3	31.6	13.9	11.4	12.7	10.1
Happinet	78	26.9	39.7	33.3	6.4	10.3	21.8	5.1
505 Games	76	30.3	52.6	25.0	6.6	5.3	11.8	6.6
NTTe-Sports	42	9.5	16.7	52.4	14.3	11.9	7.1	14.3
Gran Saga	42	31.0	45.2	19.0	7.1	2.4	2.4	7.1
Japan Electronics College	34	2.9	11.8	50.0	5.9	8.8	8.8	23.5
GameraGame	29	24.1	37.9	27.6	13.8	3.4	10.3	10.3
Tencent Games	31	3.2	54.8	22.6	9.7	9.7	12.9	6.5
AKRacing	30	10.0	23.3	46.7	3.3	16.7	10.0	16.7
Wright Flyer Studios	29	58.6	31.0	37.9	20.7	17.2	3.4	-
IzanagiGames	24	29.2	62.5	29.2	4.2	12.5	25.0	8.3
finger	14	-	35.7	57.1	21.4	14.3	-	21.4
Lilith Games	12	8.3	50.0	25.0	-	8.3	8.3	8.3
NC	10	40.0	30.0	10.0	20.0	-	10.0	10.0
SK Telecom	7	-	71.4	14.3	14.3	14.3	-	-
Team Madness Games	7	14.3	14.3	28.6	-	28.6	-	14.3
S-Game	7	-	14.3	28.6	-	-	28.6	28.6
110 Industries	3	-	66.7	-	-	33.3	-	-

*Darker shading indicates a higher ratio.

● The ratio of respondents who answered "I would like to play the featured games eventually if I have the opportunity" was the highest, followed by "I would like to play the featured games eventually if I have the opportunity" and "The programmes were exciting."



5. Purchased Merchandise

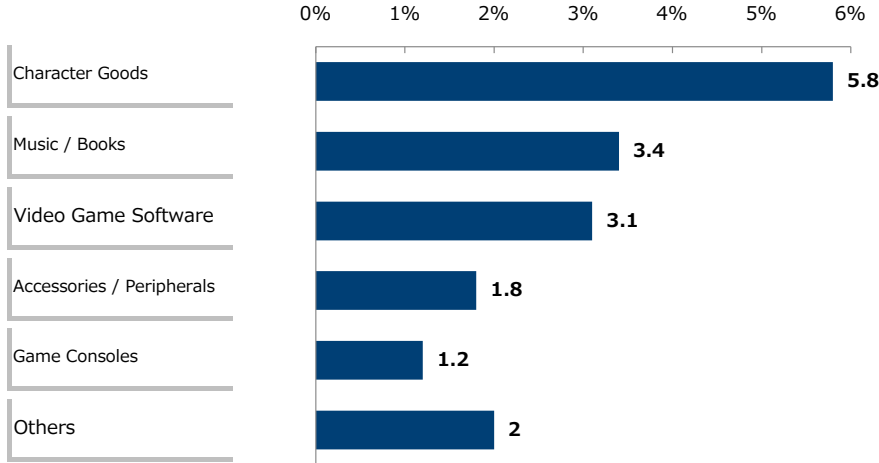


Question

Please tell us what kind of merchandise you purchased. [Multiple answers]

■ Purchased Merchandise (Amazon Special Venue)

[TOKYO GAME SHOW 2021 ONLINE / Overall (n=2,746 respondents)]



■ Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall (Amazon Special Venue)]

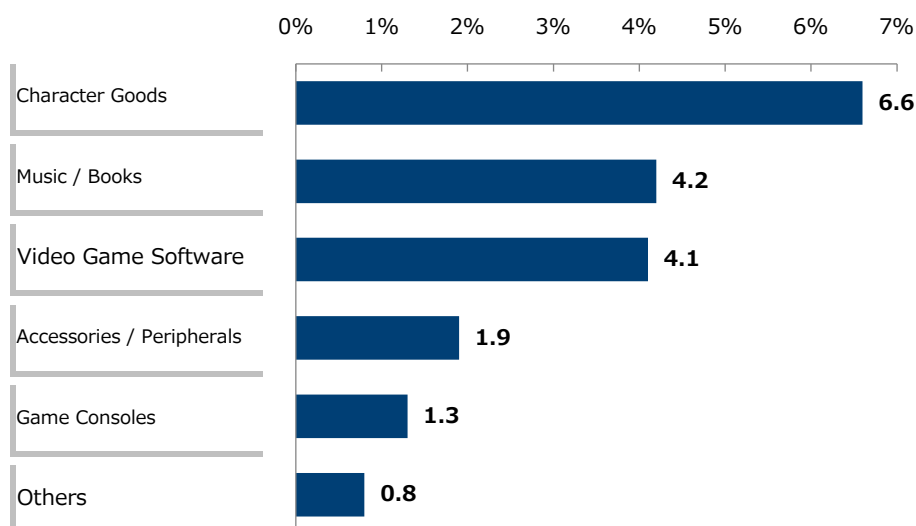
(Unit: %)

		n (number of)	Character Goods	Music / Books	Video Game Software	Accessories / Peripherals	Game Consoles	Others
TOKYO GAME SHOW 2021 ONLINE / Overall		2,746	5.8	3.4	3.1	1.8	1.2	2.0
Gender and Age	Male	2,146	5.5	4.0	3.4	1.7	1.4	2.1
	3~9	1	-	-	-	-	-	-
	10~14	16	6.3	-	12.5	-	-	6.3
	15~19	105	5.7	7.6	5.7	4.8	3.8	1.9
	20~24	254	5.5	4.7	6.7	1.6	2.8	0.8
	25~29	303	6.6	4.6	6.3	2.3	3.0	4.0
	30~39	751	6.1	3.6	2.5	1.9	0.8	2.7
	40~49	566	4.4	3.5	1.4	1.2	0.7	1.2
	50 or older	150	4.0	2.7	0.7	-	0.7	-
	Female	600	6.7	1.5	2.2	2.0	0.5	2.0
	3~9	-	-	-	-	-	-	-
	10~14	2	-	-	-	-	-	-
	15~19	30	3.3	3.3	3.3	-	3.3	-
	20~24	50	8.0	2.0	2.0	2.0	-	-
25~29	113	11.5	2.7	6.2	3.5	1.8	4.4	
30~39	253	5.1	1.2	1.2	1.6	-	0.8	
40~49	131	6.1	0.8	0.8	2.3	-	3.1	
50 or older	21	4.8	-	-	-	-	4.8	

*Darker shading indicates a higher ratio.

■ Purchased Merchandise (Online Venue)

[TOKYO GAME SHOW 2021 ONLINE / Overall (n=2,746 respondents)]



■ Gender and Age

[TOKYO GAME SHOW 2021 ONLINE / Overall (Online Venue)]

(Unit: %)

n (number of respondents)		Character Goods	Music / Books	Video Game Software	Accessories / Peripherals	Game Consoles	Others	
		6.6	4.2	4.1	1.9	1.3	0.8	
Gender and Age	TOKYO GAME SHOW 2021 ONLINE / Overall	2,746	6.6	4.2	4.1	1.9	1.3	0.8
	Male	2,146	5.8	3.5	4.3	2.1	1.4	0.8
	3~9	1	-	-	-	-	-	-
	10~14	16	-	-	-	12.5	-	-
	15~19	105	4.8	2.9	6.7	5.7	2.9	1.9
	20~24	254	6.7	2.8	5.9	2.4	3.1	1.6
	25~29	303	8.9	2.6	5.3	3.3	1.0	1.7
	30~39	751	5.3	3.9	4.1	1.9	1.3	0.8
	40~49	566	5.5	4.2	3.2	0.9	0.9	0.2
	50 or older	150	2.7	2.7	4.0	0.7	0.7	-
	Female	600	9.7	6.7	3.2	1.3	1.2	0.8
	3~9	-	-	-	-	-	-	-
	10~14	2	-	-	-	-	-	-
	15~19	30	10.0	3.3	6.7	-	3.3	-
	20~24	50	14.0	-	-	-	-	-
	25~29	113	9.7	3.5	4.4	2.7	2.7	1.8
	30~39	253	10.7	7.9	2.0	1.2	0.4	0.8
	40~49	131	6.1	9.9	4.6	0.8	0.8	-
50 or older	21	9.5	9.5	4.8	4.8	4.8	4.8	

*Darker shading indicates a higher ratio.

● Character goods were the most purchased items at both the Amazon special venue and Online venue. The 10~20 age group made the majority of purchases at both the Amazon special venue and Online venue.