

# TOKYO GAME SHOW 2004

## Visitors Survey Report

November 2004

Computer Entertainment Supplier's Association



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# Outline of Survey

## 1 Survey Aim

To obtain data useful for CESA members in mapping out their marketing strategies, by identifying the basic characteristics of visitors (game users) to TOKYO GAME SHOW 2004 (hereafter, TGS 2004) organized by CESA and obtaining information about the consoles and games the visitors currently use.

## 2 Survey Target

Individual men and women between the ages of 10 and 49 who visited TGS 2004.

## 3 Survey Method

Questionnaire survey at booths in TGS 2004 venue.

\* Refer to P.64 for the locations of the booths.

## 4 Time Period Survey Conducted

Sunday, September 26, 2004 [10:00-17:00]

## 5 Visitor Turnout

	Total number of visitors (persons)	No. of samples collected	No. of effective samples
Sept. 24 (Fri.)	32,867	-	-
Sept. 25 (Sat.)	64,164	-	-
Sept. 26 (Sun.)	63,065	1,153 S	1,107 S
Total	160,096	1,153 S	1,107 S

\* "Business Day" for industry-related visitors was arranged on Sept. 24 (Fri.).

## Outline of the past 13 exhibitions

	Date	No. of visitors (total of 3 days)
'96	Aug. 22 (Thu.) ~ 24 (Sat.) '96 at Tokyo Big Site	109,649
'97 Spring	Apr. 4 (Fri.) ~ 6 (Sun.) '97 at Tokyo Big Site	121,172
'97 Autumn	Sept. 5 (Fri.) ~ 7 (Sun.) '97 at Makuhari Messe	140,630
'98 Spring	Mar. 20 (Fri.) ~ 22 (Sun.) '98 at Makuhari Messe	147,193
'98 Autumn	Oct. 9 (Fri.) ~ 11 (Sun.) '98 at Makuhari Messe	156,455
'99 Spring	Mar. 19 (Fri.) ~ 21 (Sun.) '99 at Makuhari Messe	163,448
'99 Autumn	Sept. 17 (Fri.) ~ 19 (Sun.) '99 at Makuhari Messe	163,866
2000 Spring	Mar. 31 (Fri.) ~ Apr. 2 (Sun.) 2000 at Makuhari Messe	131,708
2000 Autumn	Sept. 22 (Fri.) ~ 24 (Sun.) 2000 at Makuhari Messe	137,400
2001 Spring	Mar. 30 (Fri.) ~ Apr. 1 (Sun.) 2001 at Makuhari Messe	118,080
2001 Autumn	Oct. 12 (Fri.) ~ 14(Sun.) 2001 at Makuhari Messe	129,626
2002	Sept. 20 (Fri.) ~ 22 (Sun.) 2002 at Makuhari Messe	134,042
2003	Sept. 26 (Fri.) ~ 28(Sun.) 2003 at Makuhari Messe	150,089

## 6 Analytical Method

Cross analysis focusing on the characteristics of the subjects and the frequency of their game playing.

\* It needs to be reminded that each survey result does not necessarily represent the trends of the general public since these surveys target visitors to TGS, which is more likely to attract hard-core users.

Regarding the regular survey items such as the visitors' basic characteristics, the results are compared with those of TGS 2002 and TGS 2003 (the two most recent preceding shows).

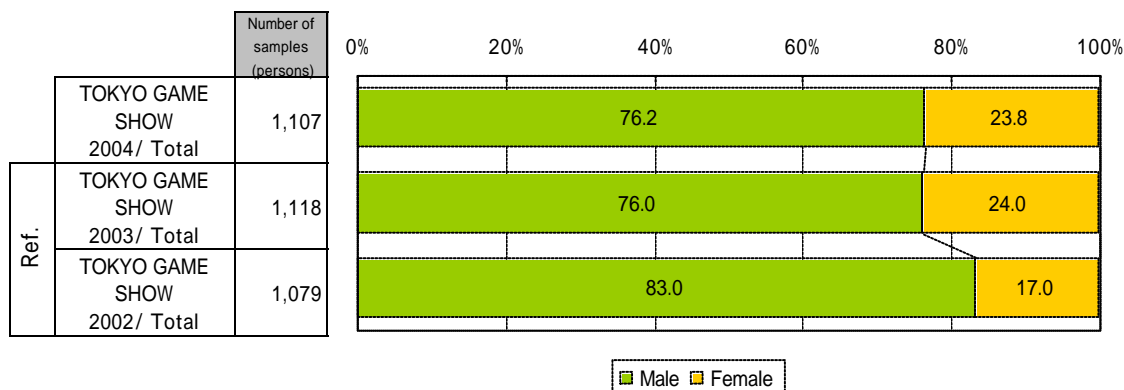
## 7 Organizations Involved in this Survey

Executive organization: Computer Entertainment Supplier's Association

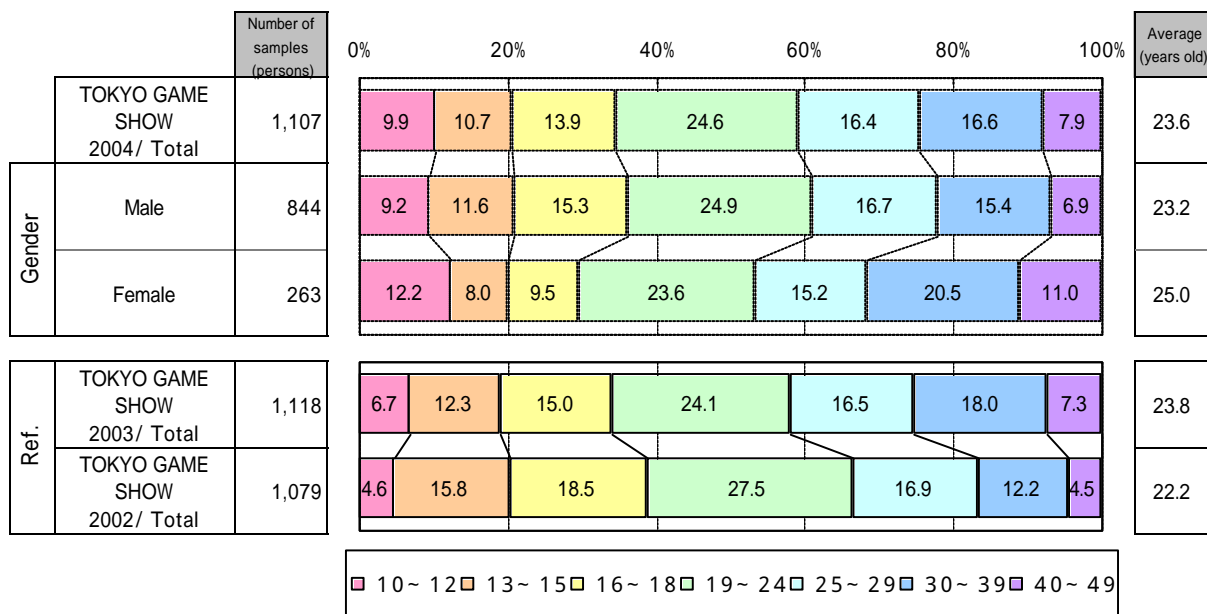
Planning organization: NIPPON TELENET CORPORATION

# .Visitors' Characteristics

## 1 .Gender

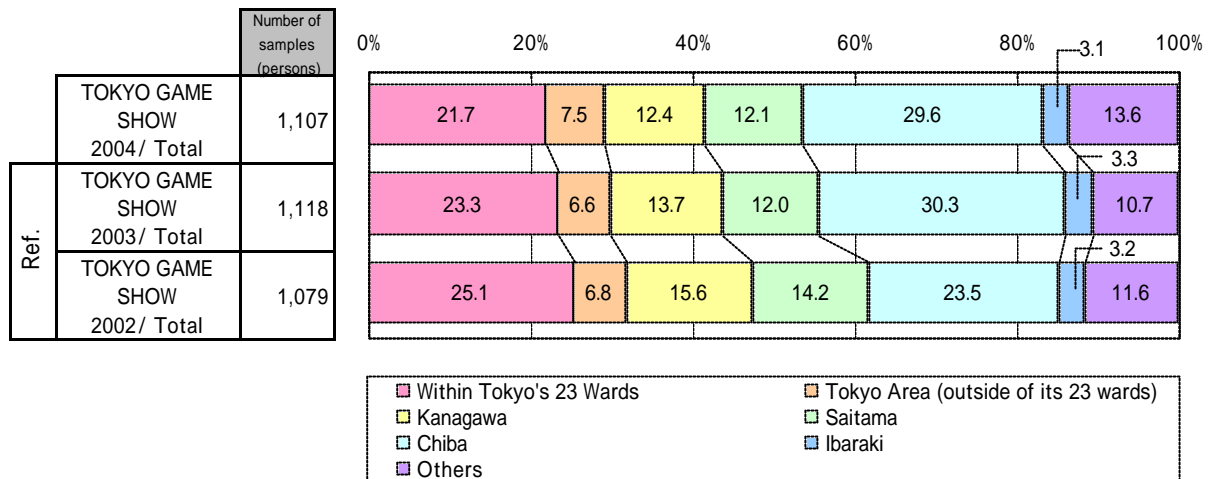


## 2 .Age

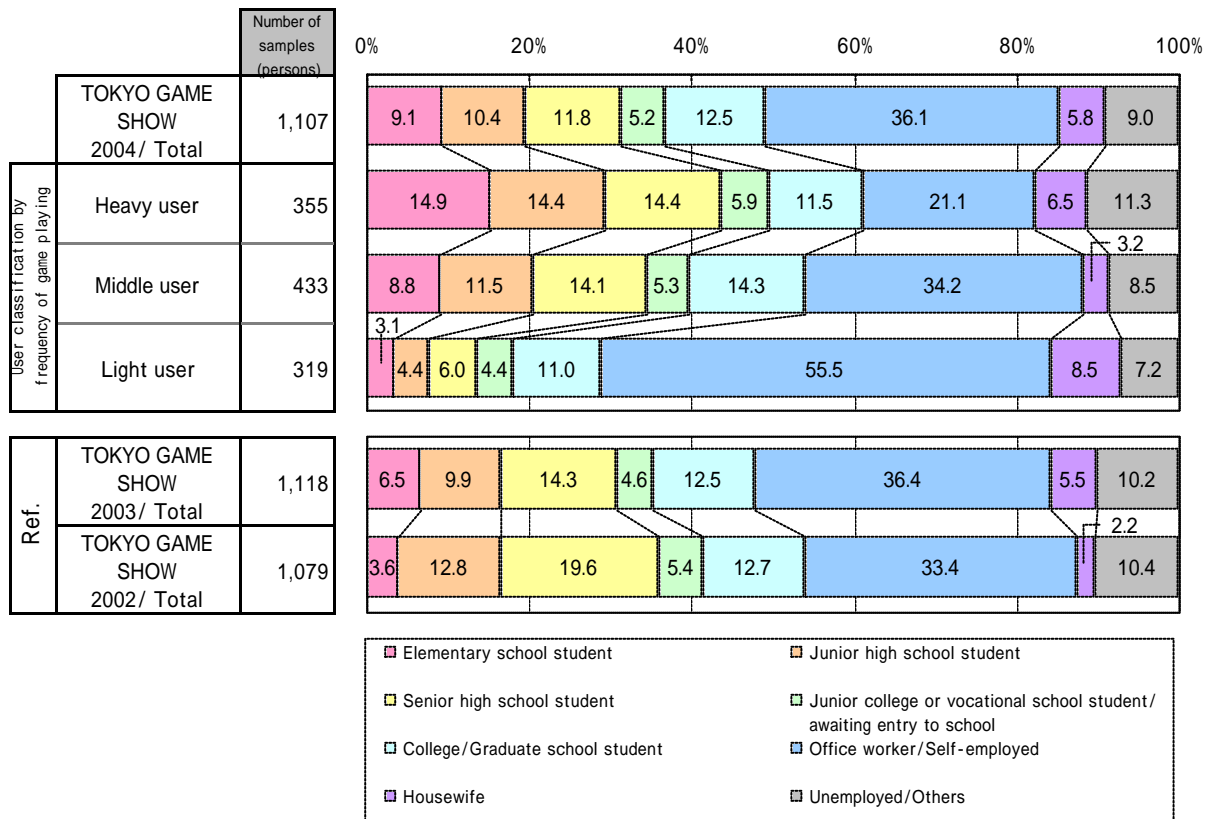


・The male-female ratio this year was almost the same as last year's figure, with the proportion of male visitors accounting for nearly three quarters of the total.  
 ・Among all, the proportion of visitors aged between 19 and 24 was the highest. The number of visitors aged between 10 and 12 has been increasing yearly.

### 3. Residential area



### 4. Occupation

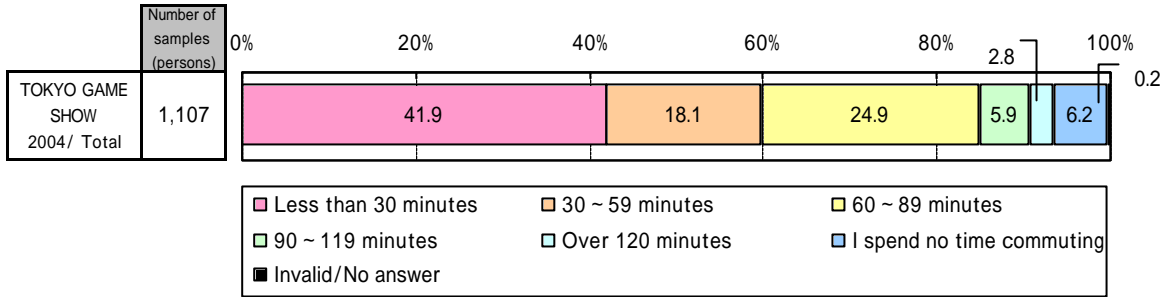


\* CESA regards visitors to Tokyo Game Show as "game users", who are classified into three groups depending on how often they play videogames and are defined as follows. The same definition has been applied to the past visitors surveys.

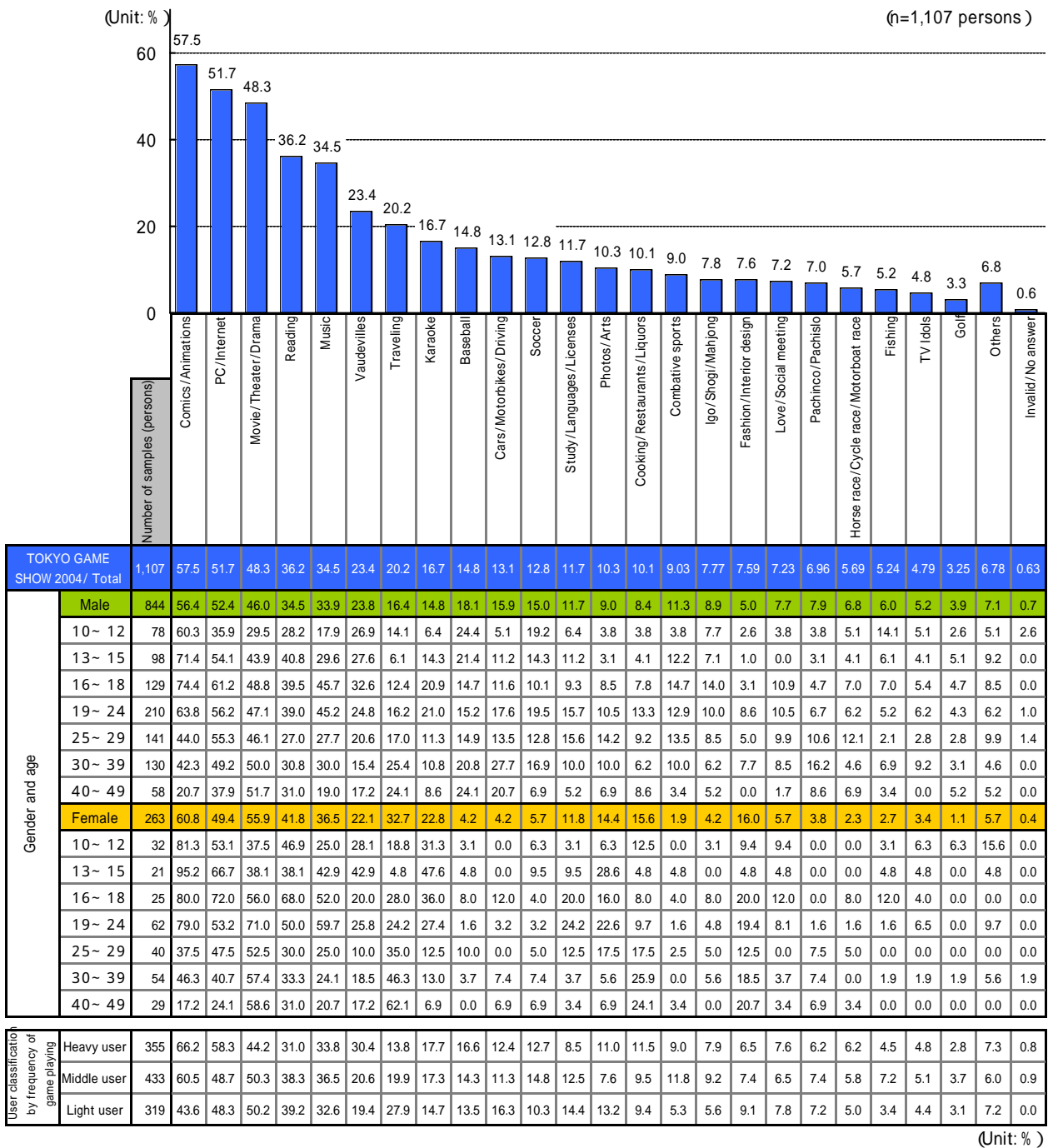
**【User classification by frequency of game playing】**  
 Heavy user: plays games almost everyday  
 Middle user: plays games 2-5 days a week  
 Light user: plays games one day a week or less

- The proportion of visitors from other prefectures increased.
- The student groups play games more frequently. The majority of the light user group was made up of office workers and those self-employed.

## 5. Commuting time



## 6. Hobbies and interests 《Multiple answers》

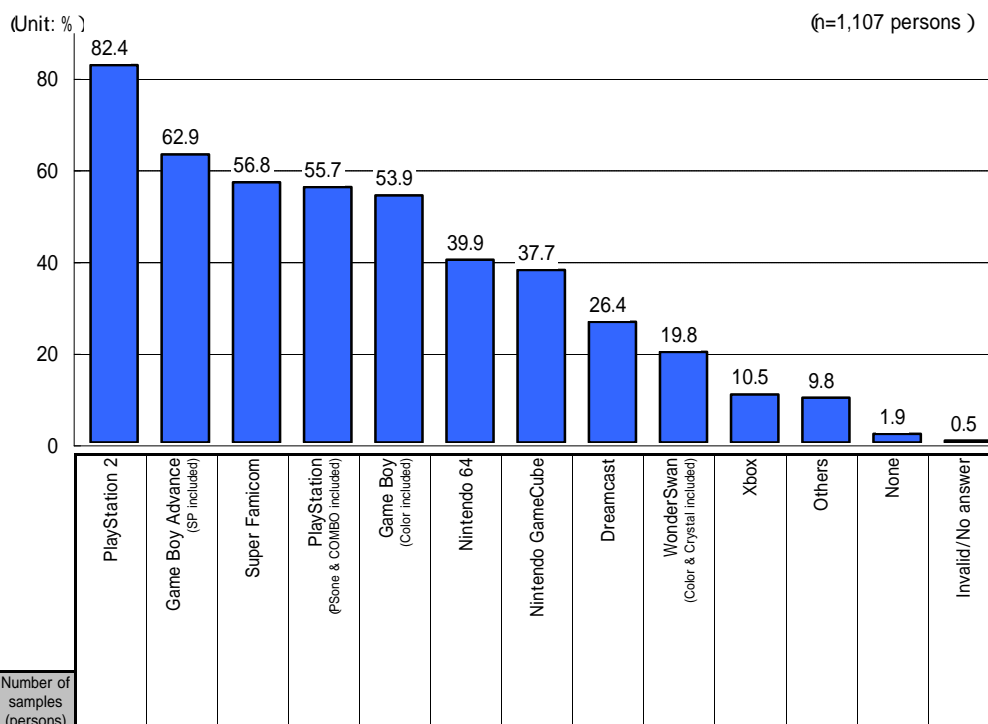


60% of the respondents spend less than one hour commuting to school or work.  
 "Comics/Animations" and "PC/Internet" are popular hobbies or interests of respondents, and the rate is particularly higher among heavy users.

# .Household Videogames

## 1 .Hardware ownership 《Multiple answers》

(Unit: %) (n=1,107 persons)



TOKYO GAME SHOW 2004/ Total		Number of samples (persons)	82.4	62.9	56.8	55.7	53.9	39.9	37.7	26.4	19.8	10.5	9.8	1.9	0.5
Gender and age	Male	844	84.0	63.0	57.6	56.5	54.1	41.0	38.3	30.5	21.1	12.3	10.2	1.8	0.4
	10~12	78	71.8	88.5	57.7	57.7	76.9	65.4	55.1	15.4	17.9	5.1	5.1	0.0	0.0
	13~15	98	93.9	90.8	76.5	72.4	81.6	76.5	46.9	10.2	25.5	9.2	12.2	0.0	0.0
	16~18	129	92.2	69.8	74.4	69.0	72.1	55.8	38.8	27.1	25.6	14.0	8.5	2.3	0.0
	19~24	210	90.0	56.7	57.1	55.2	46.7	28.6	32.4	41.0	18.6	9.5	10.5	0.5	0.0
	25~29	141	81.6	49.6	46.8	46.8	37.6	19.9	28.4	41.8	24.8	24.1	19.9	2.8	1.4
	30~39	130	76.2	46.9	43.8	47.7	37.7	29.2	36.2	34.6	18.5	12.3	6.2	5.4	0.8
	40~49	58	67.2	58.6	46.6	48.3	41.4	37.9	50.0	17.2	13.8	5.2	1.7	0.0	0.0
	Female	263	77.2	62.4	54.4	53.2	53.2	36.5	35.7	13.3	15.6	4.6	8.4	2.3	0.8
	10~12	32	59.4	84.4	25.0	34.4	71.9	53.1	37.5	6.3	12.5	3.1	6.3	6.3	0.0
	13~15	21	85.7	81.0	76.2	61.9	90.5	76.2	47.6	9.5	9.5	9.5	14.3	0.0	0.0
	16~18	25	92.0	60.0	76.0	68.0	72.0	44.0	12.0	16.0	16.0	0.0	4.0	0.0	0.0
	19~24	62	83.9	50.0	67.7	72.6	48.4	24.2	32.3	11.3	21.0	3.2	11.3	0.0	1.6
	25~29	40	77.5	42.5	45.0	42.5	35.0	15.0	20.0	17.5	20.0	5.0	10.0	5.0	0.0
	30~39	54	74.1	70.4	42.6	46.3	42.6	35.2	40.7	18.5	13.0	7.4	9.3	1.9	0.0
	40~49	29	69.0	65.5	58.6	41.4	44.8	41.4	65.5	10.3	10.3	3.4	0.0	3.4	3.4
	User classification by frequency of game playing	Heavy user	355	89.0	74.9	66.8	62.3	63.1	50.4	48.2	32.4	22.5	13.5	14.4	0.6
Middle user		433	86.1	63.0	55.4	56.6	55.2	38.1	34.9	25.9	21.2	10.6	8.1	0.2	0.0
Light user		319	69.9	49.2	47.6	47.3	42.0	30.7	29.8	20.4	14.7	6.9	6.9	5.6	1.3
Ref.	TOKYO GAME SHOW 2003/ Total	1,118	78.9	56.4	58.0	62.3	55.7	39.7	33.5	31.9	22.9	10.0	8.8	0.8	0.2
	TOKYO GAME SHOW 2002/ Total	1,079	77.0	52.5	66.6	71.3	64.1	38.3	22.1	41.7	32.7	9.5	11.8		

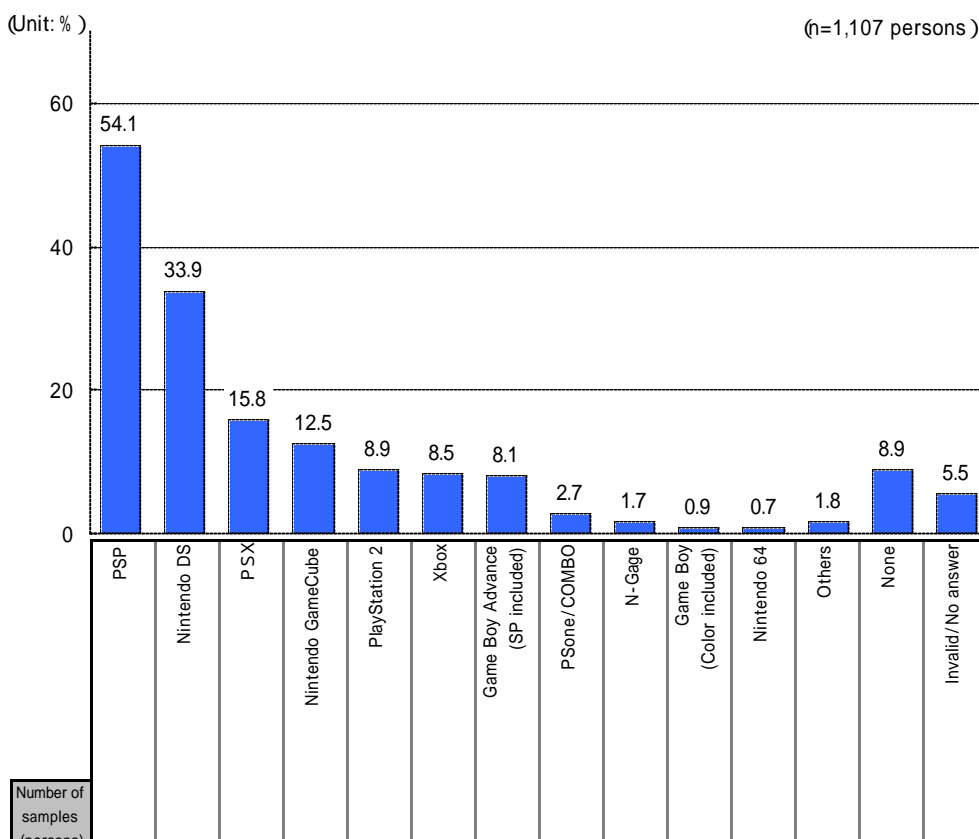
(Unit: %)

- The ownership rate of "PlayStation 2" has remained the top of the hardware owned since last year.
- The ownership rates of "Game Boy Advance" and "Nintendo GameCube" increased from the previous survey.



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

(Unit: %) (n=1,107 persons)

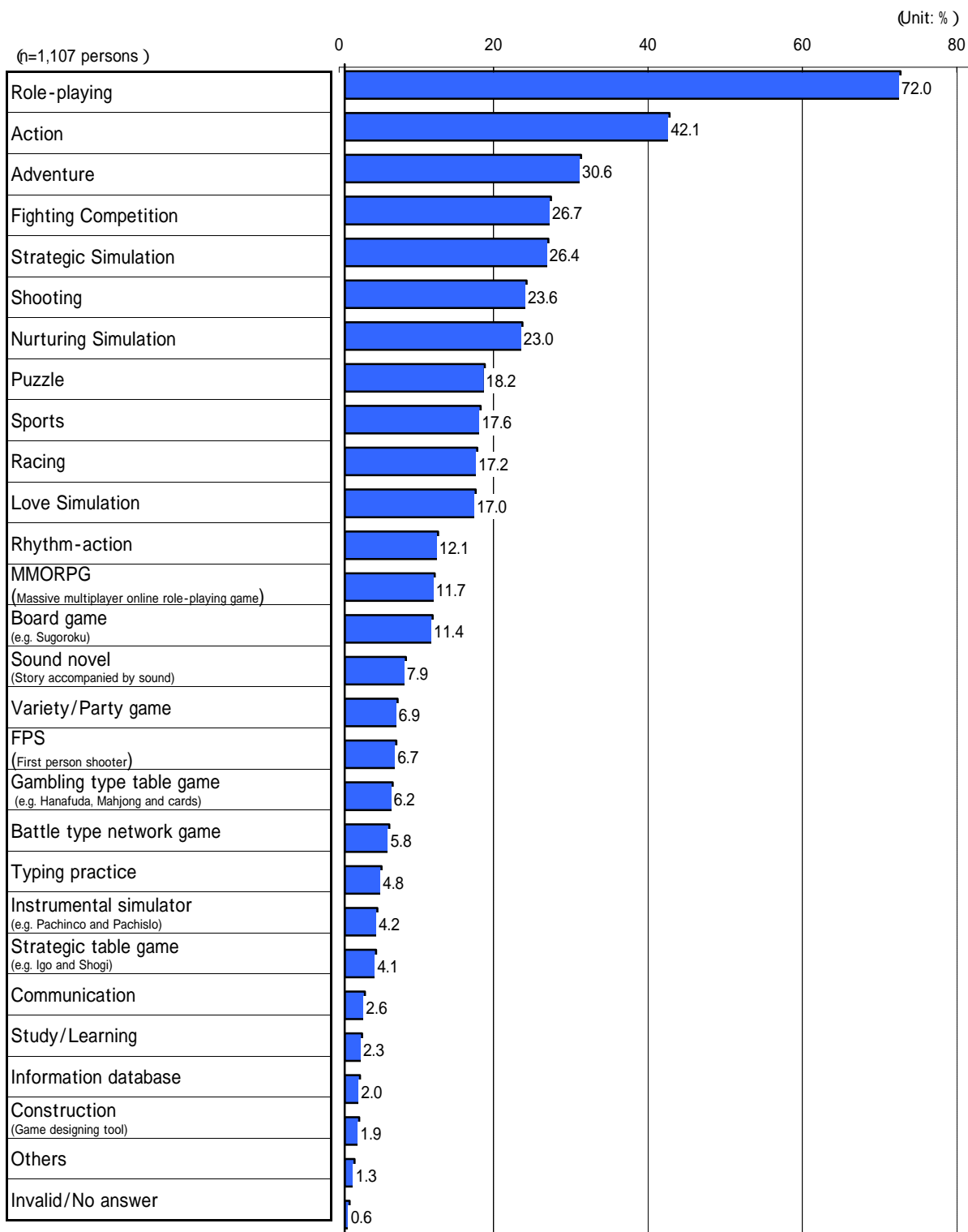


		Number of samples (persons)	PSP	Nintendo DS	PSX	Nintendo GameCube	PlayStation 2	Xbox	Game Boy Advance (SP included)	PSone/COMBO	N-Gage	Game Boy (Color included)	Nintendo 64	Others	None	Invalid/No answer
TOKYO GAME SHOW 2004/ Total		1,107	54.1	33.9	15.8	12.5	8.9	8.5	8.1	2.7	1.7	0.9	0.7	1.8	8.9	5.5
Gender and age	Male	844	58.2	37.6	16.5	11.0	7.8	7.9	5.9	2.0	2.0	0.5	0.4	1.7	9.6	4.6
	10~ 12	78	37.2	43.6	15.4	25.6	12.8	9.0	7.7	2.6	1.3	1.3	0.0	1.3	6.4	6.4
	13~ 15	98	66.3	53.1	22.4	15.3	4.1	9.2	4.1	2.0	3.1	0.0	0.0	1.0	9.2	3.1
	16~ 18	129	67.4	32.6	21.7	10.9	5.4	10.1	3.9	3.1	0.8	0.0	0.0	0.8	7.0	5.4
	19~ 24	210	59.5	40.0	15.7	10.0	6.7	7.6	7.1	2.4	1.9	0.0	0.5	1.9	11.4	4.3
	25~ 29	141	61.7	36.9	13.5	7.8	5.0	5.7	5.0	0.7	3.5	2.1	0.7	2.8	9.2	5.7
	30~ 39	130	56.2	31.5	16.2	6.9	10.0	7.7	6.9	2.3	2.3	0.0	0.0	2.3	10.0	3.8
	40~ 49	58	43.1	20.7	6.9	5.2	19.0	6.9	6.9	0.0	0.0	0.0	1.7	0.0	13.8	3.4
	Female	263	41.1	22.1	13.7	17.1	12.2	10.3	15.2	4.9	0.8	2.3	1.9	2.3	6.8	8.4
	10~ 12	32	25.0	25.0	6.3	28.1	25.0	12.5	15.6	3.1	3.1	6.3	3.1	3.1	9.4	6.3
	13~ 15	21	52.4	38.1	23.8	28.6	9.5	9.5	19.0	0.0	0.0	0.0	4.8	4.8	4.8	0.0
	16~ 18	25	52.0	24.0	24.0	32.0	4.0	24.0	28.0	16.0	4.0	0.0	4.0	0.0	4.0	0.0
	19~ 24	62	48.4	19.4	16.1	9.7	6.5	6.5	17.7	3.2	0.0	1.6	0.0	1.6	9.7	8.1
25~ 29	40	40.0	10.0	7.5	10.0	12.5	10.0	7.5	5.0	0.0	0.0	0.0	0.0	7.5	10.0	
30~ 39	54	33.3	29.6	9.3	14.8	13.0	7.4	14.8	3.7	0.0	3.7	1.9	5.6	3.7	16.7	
40~ 49	29	41.4	13.8	17.2	13.8	17.2	10.3	6.9	6.9	0.0	3.4	3.4	0.0	6.9	6.9	
User classification by frequency of game playing	Heavy user	355	63.4	42.3	18.3	14.1	7.6	10.7	6.8	3.7	2.8	0.3	0.6	2.0	5.4	5.9
	Middle user	433	53.6	32.6	16.2	13.6	7.4	7.4	7.9	1.8	1.2	0.9	0.5	1.4	10.6	4.6
	Light user	319	44.5	26.3	12.5	9.1	12.2	7.5	10.0	2.8	1.3	1.6	1.3	2.2	10.7	6.3
Ref.	TOKYO GAME SHOW 2003/ Total	1,118	14.3	16.4	27.1	13.1	17.2	9.5	0.8	2.3	0.5	1.7	1.3	15.9	12.1	
	TOKYO GAME SHOW 2002/ Total	1,079	33.8	20.7	39.8	20.3	5.0	0.7	1.9	4.0	12.0					

(Unit: %)

The new products "PSP" and "Nintendo DS" won popularity. A majority of the total respondents wished to buy "PSP". The proportion of the respondents who wished to purchase neither drastically dropped. More female respondents wished to purchase already-released hardware than male respondents.

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



•Among all game genres, "role-playing" was selected the most and it was particularly popular among female groups aged between 13 and 24, which showed a selection rate nearly 90%

•Male users prefer "Action", "Fighting Competition", "Strategic Simulation", "Shooting", "Sports" and "Racing" while female users play "Adventure", "Nurturing Simulation", "Love Simulation" and "Rhythm-action" more often. Light users tend to play "Puzzle" and "Sports".

•A correlation between respondents' interests and their favored game genres was revealed. It was found that combative sports fans tended to prefer the category of "Action", while baseball and soccer fans preferred the category of "Sports".

(Unit: %)

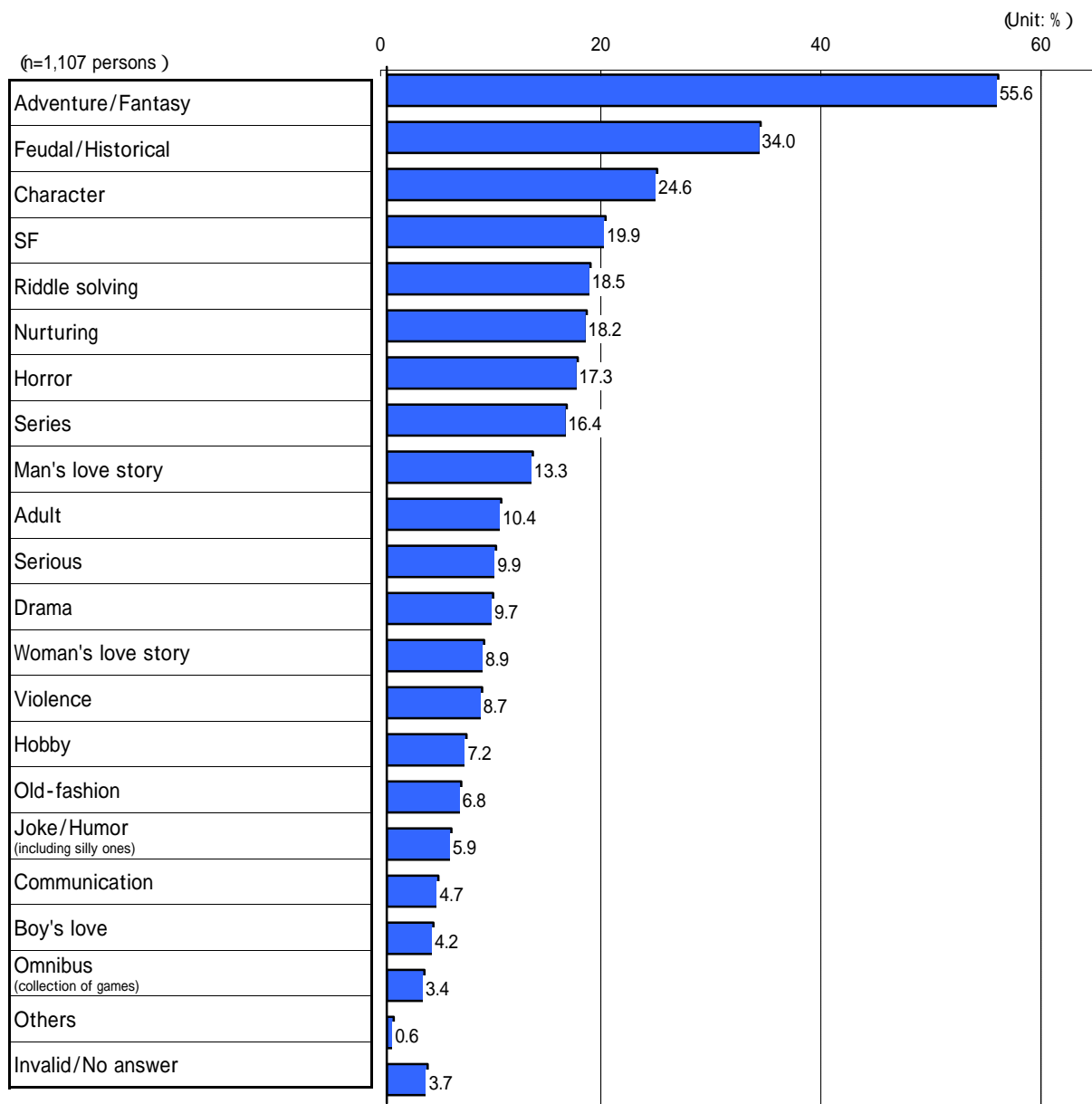
	Gender and age																User classification by frequency of game playing			Ref.			
	TOKYO GAME SHOW 2004/ Total	Male	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	Female	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	Heavy user	Middle user	Light user	TOKYO GAME SHOW 2003/ Total	TOKYO GAME SHOW 2002/ Total	
Number of samples (persons)	1,107	844	78	98	129	210	141	130	58	263	32	21	25	62	40	54	29	355	433	319	1,118		1,079
Role-playing	72.0	72.2	62.8	77.6	76.7	78.6	72.3	66.9	53.4	71.5	59.4	90.5	88.0	90.3	65.0	55.6	55.2	80.8	73.9	59.6	38.7	Role-playing	34.9
Action	42.1	45.5	48.7	66.3	60.5	50.0	32.6	28.5	25.9	31.2	46.9	61.9	36.0	37.1	20.0	20.4	10.3	52.1	44.6	27.6	6.9	Simulation	16.9
Adventure	30.6	30.1	52.6	45.9	38.0	21.9	22.0	26.9	12.1	32.3	43.8	47.6	36.0	29.0	35.0	24.1	24.1	35.5	31.4	24.1	3.9	Action	7.8
Fighting Competition	26.7	30.0	35.9	31.6	39.5	33.3	31.9	16.2	12.1	16.3	15.6	42.9	32.0	11.3	20.0	9.3	3.4	33.0	28.2	17.9	5.0	Fighting Competition	5.8
Strategic Simulation	26.4	30.6	9.0	32.7	35.7	32.4	36.2	30.0	25.9	12.9	18.8	14.3	24.0	17.7	10.0	7.4	0.0	31.3	27.9	18.8	7.1	Adventure	5.6
Shooting	23.6	27.4	19.2	41.8	31.0	24.8	28.4	22.3	24.1	11.4	3.1	19.0	12.0	8.1	17.5	7.4	20.7	27.6	23.6	19.1	3.5	Sports/Racing	4.4
Nurturing Simulation	23.0	22.0	16.7	29.6	20.2	22.4	21.3	23.1	19.0	26.2	37.5	19.0	32.0	24.2	30.0	20.4	24.1	27.9	22.4	18.5	3.6	Shooting	2.9
Puzzle	18.2	13.9	9.0	8.2	16.3	12.4	18.4	19.2	6.9	31.9	31.3	28.6	40.0	30.6	25.0	37.0	31.0	16.3	18.7	19.4	1.5	Rhythm-action	2.7
Sports	17.6	20.7	21.8	23.5	17.1	23.8	17.7	20.0	20.7	7.6	9.4	9.5	0.0	3.2	10.0	7.4	17.2	17.2	18.2	17.2	3.1	Puzzle	2.1
Racing	17.2	20.1	28.2	25.5	20.9	13.8	17.7	22.3	22.4	7.6	15.6	4.8	12.0	3.2	5.0	7.4	10.3	20.6	14.5	16.9	2.6	Board/Table	1.8
Love Simulation	17.0	15.3	1.3	10.2	23.3	16.2	19.9	16.9	6.9	22.4	12.5	4.8	36.0	37.1	30.0	11.1	13.8	20.0	16.2	14.7	2.9	Others	1.9
Rhythm-action	12.1	10.4	7.7	15.3	13.2	16.2	5.0	6.9	0.0	17.5	18.8	23.8	32.0	24.2	7.5	11.1	10.3	13.5	12.5	10.0	1.2	Invalid/No answer	13.2
MMORPG (massive multiplayer online role-playing game)	11.7	14.0	2.6	14.3	14.0	17.1	19.1	13.8	5.2	4.2	0.0	9.5	8.0	6.5	2.5	1.9	3.4	20.0	8.5	6.6	2.0		
Board game (e.g. Sugoroku)	11.4	10.3	1.3	10.2	11.6	12.4	11.3	10.0	10.3	14.8	25.0	4.8	28.0	9.7	5.0	22.2	10.3	13.5	10.6	10.0	0.5		
Sound novel (Story accompanied by sound)	7.9	7.9	1.3	4.1	11.6	9.5	12.1	6.9	1.7	8.0	0.0	4.8	24.0	12.9	12.5	0.0	3.4	9.0	9.5	4.7	0.5		
Variety/Party game	6.9	5.9	2.6	8.2	7.0	6.7	5.0	6.2	3.4	9.9	12.5	14.3	16.0	6.5	7.5	3.7	20.7	8.2	6.7	5.6			
FPS (First person shooter)	6.7	8.3	2.6	8.2	13.2	8.1	10.6	6.2	5.2	1.5	3.1	0.0	4.0	1.6	0.0	1.9	0.0	6.2	6.9	6.9	0.1		
Gambling type table game (e.g. Hanafuda, Mahjong and cards)	6.2	6.8	0.0	1.0	10.1	7.6	7.1	9.2	8.6	4.6	6.3	0.0	16.0	1.6	0.0	5.6	6.9	6.8	5.5	6.6	0.3		
Battle type network game	5.8	7.0	0.0	5.1	9.3	7.6	9.2	7.7	5.2	1.9	3.1	0.0	12.0	0.0	0.0	0.0	3.4	9.0	4.6	3.8	0.2		
Typing practice	4.8	4.1	2.6	4.1	9.3	3.3	5.7	0.8	1.7	6.8	18.8	4.8	20.0	3.2	7.5	1.9	0.0	7.0	3.2	4.4	0.1		
Instrumental simulator (e.g. Pachinco and Pachislo)	4.2	5.1	1.3	5.1	6.2	1.9	5.0	9.2	10.3	1.5	0.0	0.0	0.0	0.0	0.0	1.9	10.3	2.5	5.8	4.1	0.2		
Strategic table game (e.g. Igo and Shogi)	4.1	4.7	2.6	3.1	6.2	3.8	6.4	5.4	5.2	1.9	0.0	0.0	8.0	0.0	2.5	0.0	6.9	3.1	5.5	3.1	0.5		
Communication	2.6	2.4	0.0	3.1	3.9	1.0	2.8	2.3	5.2	3.4	6.3	9.5	4.0	3.2	5.0	0.0	0.0	3.4	2.1	2.5	0.2		
Study/Learning	2.3	2.1	2.6	2.0	4.7	1.9	1.4	1.5	0.0	2.7	6.3	0.0	4.0	0.0	7.5	0.0	3.4	3.4	2.1	1.3	0.4		
Information database	2.0	2.1	0.0	0.0	4.7	1.0	5.7	0.0	3.4	1.5	0.0	0.0	4.0	0.0	0.0	0.0	10.3	2.3	1.4	2.5	0.0		
Construction (Game designing tool)	1.9	2.0	0.0	5.1	3.9	1.4	2.8	0.0	0.0	1.5	0.0	9.5	4.0	0.0	2.5	0.0	0.0	3.9	0.9	0.9	0.0		
Others	1.3	1.3	1.3	0.0	0.0	2.9	1.4	1.5	0.0	1.1	3.1	4.8	0.0	1.6	0.0	0.0	0.0	1.4	1.2	1.3	0.8		
Invalid/No answer	0.6	0.4	0.0	0.0	0.0	1.0	0.0	0.8	0.0	1.5	6.3	0.0	0.0	0.0	0.0	1.9	3.4	0.3	0.5	1.3	14.3		

Note 1 ) In TGS2003 and TGS2002, respondents were asked to name their single most favored game genre. Results for both TGS2003 and TGS2002 are listed here for reference.

(Unit: %)

	Hobbies and interests																										
	TOKYO GAME SHOW 2004 / Total	Comics/Animations	PC/Internet	Movie/Theater/Drama	Reading	Music	Vaudevilles	Traveling	Karaoke	Baseball	Cars/Motorbikes/Driving	Soccer	Study/Languages/Licenses	Photos/Arts	Cooking/Restaurants/Liquors	Combative sports	Igo/Shogi/Mahjong	Fashion/Interior design	Love/Social meeting	Pachinco/Pachislo	Horse race/Cycle race/Motorboat race	Fishing	TV idols	Golf	Others	Invalid/No answer	
Number of samples (persons)	1,107	636	572	535	401	382	259	224	185	164	145	142	130	114	112	100	86	84	80	77	63	58	53	36	75	7	
Role-playing	72.0	80.7	80.4	78.5	80.3	78.8	80.3	73.2	80.5	72.0	73.8	79.6	80.8	78.1	76.8	76.0	88.4	75.0	71.3	72.7	81.0	79.3	79.2	75.0	77.3	57.1	
Action	42.1	50.9	48.1	47.3	46.4	55.5	57.9	39.7	55.7	50.0	51.7	50.0	51.5	53.5	56.3	64.0	51.2	51.2	56.3	36.4	46.0	50.0	52.8	63.9	45.3	57.1	
Adventure	30.6	37.4	35.0	35.7	36.4	37.4	36.3	35.7	36.8	30.5	33.8	31.7	36.2	41.2	34.8	42.0	36.0	33.3	32.5	26.0	31.7	44.8	39.6	44.4	32.0	14.3	
Fighting Competition	26.7	31.9	28.3	29.7	28.9	33.2	34.4	24.1	39.5	33.5	30.3	29.6	26.9	36.0	33.0	56.0	36.0	31.0	33.8	27.3	27.0	41.4	34.0	50.0	24.0	14.3	
Strategic Simulation	26.4	31.0	33.0	28.2	34.9	33.0	29.0	28.1	34.1	36.6	35.2	36.6	40.0	35.1	37.5	42.0	46.5	31.0	31.3	23.4	50.8	39.7	28.3	44.4	41.3	14.3	
Shooting	23.6	25.8	27.1	25.6	26.2	29.1	25.1	24.1	28.1	23.8	37.2	25.4	28.5	35.1	32.1	33.0	29.1	27.4	33.8	27.3	23.8	46.6	26.4	36.1	25.3	14.3	
Nurturing Simulation	23.0	29.9	28.0	25.4	27.9	27.7	31.7	25.0	31.4	33.5	26.9	29.6	30.8	25.4	30.4	42.0	44.2	33.3	35.0	32.5	50.8	37.9	30.2	25.0	29.3	0.0	
Puzzle	18.2	20.4	21.7	19.4	23.4	23.6	22.4	24.6	26.5	15.2	22.1	19.0	24.6	24.6	29.5	27.0	30.2	36.9	27.5	26.0	17.5	12.1	24.5	25.0	20.0	14.3	
Sports	17.6	16.7	17.5	16.8	15.5	19.4	26.3	19.6	18.4	47.0	26.9	47.9	19.2	16.7	25.9	37.0	25.6	16.7	28.8	20.8	30.2	29.3	26.4	36.1	16.0	28.6	
Racing	17.2	17.9	19.6	18.1	18.2	19.1	22.0	20.5	17.8	21.3	44.8	26.8	20.0	21.9	19.6	24.0	25.6	21.4	21.3	27.3	27.0	34.5	28.3	41.7	14.7	14.3	
Love Simulation	17.0	24.8	20.8	15.5	20.0	21.5	20.1	18.3	20.0	19.5	19.3	14.1	20.0	21.1	19.6	22.0	20.9	26.2	32.5	28.6	23.8	12.1	26.4	8.3	20.0	14.3	
Rhythm-action	12.1	15.1	15.9	13.8	17.0	19.9	18.1	17.0	27.6	11.6	12.4	12.7	23.1	24.6	19.6	19.0	20.9	27.4	16.3	13.0	12.7	12.1	18.9	27.8	10.7	0.0	
MMORPG (massive multiplayer online role-playing game)	11.7	14.3	18.5	13.6	13.5	14.9	15.8	13.4	15.7	13.4	20.7	12.7	16.9	20.2	22.3	27.0	24.4	15.5	21.3	13.0	30.2	19.0	17.0	13.9	16.0	42.9	
Board game (e.g. Sugoroku)	11.4	14.8	15.9	12.5	13.7	16.2	19.3	18.8	21.1	15.9	15.9	14.1	19.2	22.8	30.4	16.0	33.7	23.8	26.3	14.3	19.0	13.8	17.0	25.0	12.0	0.0	
Sound novel (Story accompanied by sound)	7.9	11.5	12.4	9.2	14.2	12.6	10.4	8.9	12.4	6.7	10.3	11.3	11.5	12.3	12.5	12.0	15.1	14.3	13.8	9.1	12.7	12.1	9.4	13.9	2.7	0.0	
Variety/Party game	6.9	8.6	9.4	8.4	8.2	10.2	13.9	9.8	13.5	7.3	9.7	7.7	10.0	14.9	14.3	18.0	15.1	15.5	13.8	6.5	6.3	8.6	11.3	8.3	4.0	0.0	
FPS (First person shooter)	6.7	6.9	9.3	8.4	7.7	9.2	7.7	8.5	8.1	6.7	17.2	9.9	9.2	11.4	11.6	13.0	11.6	9.5	12.5	10.4	15.9	13.8	13.2	22.2	13.3	14.3	
Gambling type table game (e.g. Hanafuda, Mahjong and cards)	6.2	6.6	6.6	7.3	6.2	10.2	8.9	8.5	11.4	11.6	8.3	11.3	7.7	11.4	16.1	14.0	25.6	9.5	16.3	23.4	14.3	13.8	9.4	13.9	4.0	14.3	
Battle type network game	5.8	6.9	9.3	7.5	7.7	8.6	6.9	8.5	11.9	6.1	13.8	6.3	8.5	13.2	10.7	16.0	17.4	14.3	15.0	9.1	19.0	17.2	13.2	22.2	8.0	0.0	
Typing practice	4.8	6.6	8.0	5.2	6.7	6.5	5.8	8.0	9.7	3.7	5.5	4.2	7.7	9.6	11.6	8.0	12.8	11.9	10.0	5.2	9.5	5.2	7.5	8.3	6.7	0.0	
Instrumental simulator (e.g. Pachinco and Pachislo)	4.2	3.8	3.5	5.8	4.2	5.0	3.9	6.3	4.9	6.7	8.3	7.0	3.1	3.5	7.1	10.0	9.3	3.6	8.8	24.7	14.3	12.1	7.5	16.7	0.0	0.0	
Strategic table game (e.g. Igo and Shogi)	4.1	4.4	5.6	4.9	5.0	6.3	6.6	5.4	5.9	6.7	5.5	9.2	6.9	11.4	8.0	13.0	19.8	10.7	7.5	6.5	11.1	12.1	7.5	13.9	4.0	0.0	
Communication	2.6	3.3	4.2	3.4	4.0	4.5	4.2	3.1	5.9	3.0	6.2	2.8	4.6	7.9	8.9	6.0	7.0	8.3	7.5	2.6	3.2	5.2	3.8	8.3	4.0	0.0	
Study/Learning	2.3	2.5	3.1	3.2	3.0	2.6	2.3	4.9	3.2	3.7	3.4	2.8	8.5	7.0	5.4	4.0	9.3	7.1	8.8	2.6	11.1	8.6	3.8	11.1	4.0	0.0	
Information database	2.0	2.2	2.8	1.9	2.2	2.4	1.5	4.9	2.7	0.6	4.1	1.4	4.6	5.3	5.4	4.0	4.7	4.8	10.0	2.6	6.3	3.4	1.9	5.6	5.3	0.0	
Construction (Game designing tool)	1.9	3.0	3.3	2.6	3.5	2.4	3.5	3.6	5.4	1.8	3.4	1.4	4.6	8.8	5.4	5.0	8.1	6.0	5.0	1.3	7.9	5.2	7.5	8.3	4.0	0.0	
Others	1.3	1.3	0.9	0.9	1.7	0.5	0.8	1.3	1.6	1.2	0.7	2.1	1.5	2.6	1.8	1.0	2.3	3.6	0.0	2.6	1.6	3.4	0.0	5.6	8.0	0.0	
Invalid/No answer	0.6	0.5	0.3	0.4	0.5	0.8	0.0	0.9	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.3	0.0	0.0	0.0	0.0	2.7	0.0		

#### 4 .Favorite game types 《Multiple answers》



• "Adventure/Fantasy" was selected the most and it was particularly popular among female users and frequent gamers.  
 • Male users preferred "Feudal/Historical", "SF", "Series", "Man's love story", "Adult", and "Violence" types while female users selected "Character", "Riddle solving", "Nurturing", "Horror" and "Women's love story" more.  
 • A correlation between respondents' interests and their favored game types was revealed. It was found that "Comics/Animations" fans tended to prefer "Character" games

(Unit: %)

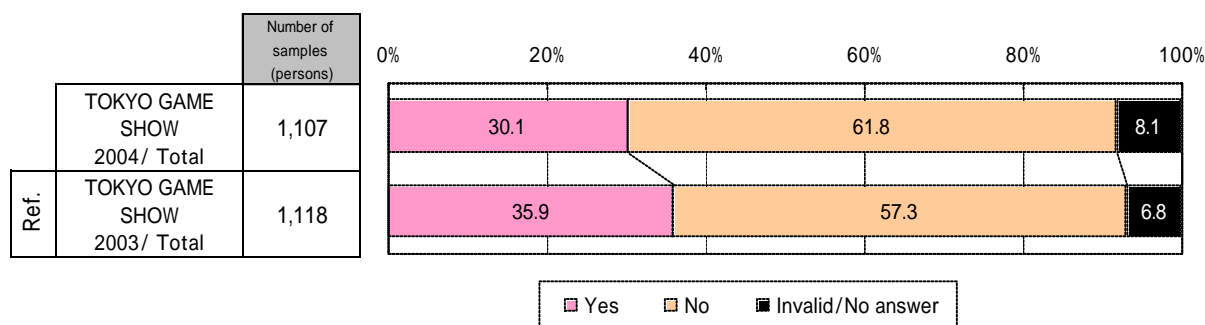
	Gender and age																User classification by frequency of game playing			Ref.	
	TOKYO GAME SHOW 2004/ Total	Male	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	Female	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	Heavy user	Middle user		Light user
Number of samples (persons)	1,107	844	78	98	129	210	141	130	58	263	32	21	25	62	40	54	29	355	433	319	1,118
Adventure/Fantasy	55.6	54.7	44.9	56.1	59.7	62.9	56.0	48.5	36.2	58.2	53.1	90.5	64.0	71.0	60.0	44.4	31.0	64.2	57.3	43.6	36.6
Feudal/Historical	34.0	37.9	29.5	42.9	38.8	34.8	40.4	41.5	36.2	21.3	6.3	9.5	20.0	40.3	20.0	14.8	20.7	38.0	35.1	27.9	9.7
Character	24.6	23.6	24.4	16.3	31.8	27.1	24.8	18.5	12.1	27.8	31.3	42.9	36.0	21.0	17.5	27.8	34.5	28.2	23.1	22.6	9.5
SF	19.9	22.0	9.0	19.4	27.1	24.8	24.8	19.2	22.4	12.9	6.3	4.8	16.0	19.4	15.0	11.1	10.3	20.3	20.3	18.8	6.7
Riddle solving	18.5	17.8	15.4	16.3	19.4	17.6	16.3	21.5	15.5	20.9	18.8	4.8	32.0	21.0	25.0	22.2	17.2	18.6	18.9	17.9	3.6
Nurturing	18.2	17.1	14.1	24.5	14.0	19.5	14.2	17.7	12.1	21.7	25.0	14.3	44.0	24.2	17.5	18.5	10.3	21.7	17.6	15.0	3.6
Horror	17.3	16.8	15.4	19.4	20.2	16.7	13.5	16.9	15.5	19.0	12.5	38.1	28.0	27.4	10.0	9.3	17.2	20.3	18.7	12.2	3.3
Series	16.4	17.1	12.8	19.4	19.4	22.4	18.4	11.5	3.4	14.1	12.5	14.3	28.0	27.4	5.0	3.7	6.9	19.7	15.9	13.2	3.5
Man's love story	13.3	14.5	3.8	11.2	19.4	15.7	17.0	16.9	6.9	9.5	0.0	9.5	28.0	17.7	7.5	3.7	0.0	17.2	12.9	9.4	2.0
Adult	10.4	13.2	1.3	7.1	14.7	15.2	17.7	18.5	5.2	1.5	0.0	0.0	0.0	3.2	5.0	0.0	0.0	12.7	9.5	9.1	1.0
Serious	9.9	9.5	3.8	6.1	14.7	13.3	10.6	6.2	1.7	11.4	12.5	19.0	24.0	17.7	2.5	3.7	6.9	12.7	8.8	8.5	1.2
Drama	9.7	9.2	2.6	7.1	9.3	10.0	9.9	12.3	10.3	11.0	9.4	4.8	16.0	14.5	5.0	14.8	6.9	9.3	8.3	11.9	2.8
Woman's love story	8.9	4.5	1.3	2.0	4.7	7.1	4.3	4.6	3.4	22.8	18.8	9.5	36.0	32.3	32.5	11.1	13.8	9.3	8.8	8.5	1.4
Violence	8.7	10.2	5.1	10.2	17.1	12.9	9.2	5.4	5.2	3.8	0.0	4.8	12.0	8.1	2.5	0.0	0.0	11.8	7.6	6.6	1.0
Hobby	7.2	7.9	1.3	4.1	9.3	6.7	13.5	9.2	8.6	4.9	3.1	4.8	16.0	3.2	7.5	1.9	3.4	7.3	6.2	8.5	2.6
Old-fashion	6.8	7.3	1.3	3.1	10.1	7.6	13.5	6.2	3.4	4.9	0.0	9.5	20.0	3.2	5.0	3.7	0.0	7.0	6.2	7.2	0.7
Joke/Humor (including silly ones)	5.9	6.2	1.3	5.1	6.2	8.1	9.2	6.2	0.0	4.9	3.1	4.8	16.0	6.5	2.5	3.7	0.0	7.0	6.0	4.4	0.7
Communication	4.7	4.6	3.8	2.0	7.0	4.3	7.1	4.6	0.0	4.9	3.1	0.0	8.0	4.8	5.0	9.3	0.0	7.6	3.0	3.8	1.3
Boy's love	4.2	2.1	1.3	0.0	4.7	2.4	2.1	2.3	0.0	11.0	9.4	19.0	12.0	25.8	2.5	3.7	0.0	4.2	3.7	5.0	0.6
Omnibus (collection of games)	3.4	3.7	1.3	0.0	4.7	3.8	6.4	5.4	0.0	2.7	0.0	4.8	4.0	3.2	0.0	3.7	3.4	3.1	3.2	4.1	0.6
Others	0.6	0.6	1.3	0.0	0.0	1.4	0.7	0.0	0.0	0.8	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.6	0.9	0.3	1.1
Invalid/No answer	3.7	3.3	6.4	5.1	3.1	2.4	2.1	3.8	1.7	4.9	12.5	0.0	4.0	1.6	2.5	3.7	13.8	3.7	3.2	4.4	6.6

Note) In TGS2003, respondents were asked to name their single most favored game type.  
Results for TGS2003 are listed here for reference.

(Unit: %)

	Hobbies and interests																										
	TOKYO GAME SHOW 2004/ Total	Comics/Animations	PC/Internet	Movie/Theater/Drama	Reading	Music	Vaudevilles	Traveling	Karaoke	Baseball	Cars/Motorbikes/Driving	Soccer	Study/Languages/Licenses	Photos/Arts	Cooking/Restaurants/Liquors	Combative sports	Igo/Shogi/Mahjong	Fashion/Interior design	Love/Social meeting	Pachinco/Pachislo	Horse race/Cycle race/Motorboat race	Fishing	TV Idols	Golf	Others	Invalid/No answer	
Number of samples (persons)	1,107	636	572	535	401	382	259	224	185	164	145	142	130	114	112	100	86	84	80	77	63	58	53	36	75	7	
Adventure/Fantasy	55.6	64.5	63.5	61.5	62.3	64.7	61.4	52.2	62.7	51.8	56.6	65.5	63.1	64.9	70.5	62.0	61.6	54.8	51.3	49.4	63.5	58.6	54.7	50.0	60.0	28.6	
Feudal/Historical	34.0	32.9	35.7	39.1	38.9	36.9	38.2	37.5	38.9	43.3	46.9	40.1	40.0	40.4	41.1	51.0	45.3	36.9	40.0	39.0	54.0	46.6	26.4	58.3	32.0	42.9	
Character	24.6	34.9	29.4	23.9	28.9	31.2	31.7	25.4	37.3	29.3	26.2	25.4	25.4	32.5	27.7	29.0	29.1	29.8	30.0	26.0	30.2	31.0	41.5	16.7	32.0	28.6	
SF	19.9	22.0	23.3	26.5	26.4	26.7	21.6	21.4	26.5	18.3	30.3	25.4	30.0	36.0	31.3	23.0	27.9	27.4	31.3	16.9	19.0	29.3	22.6	33.3	22.7	14.3	
Riddle solving	18.5	21.9	24.5	21.1	26.2	23.6	22.4	24.6	21.6	20.1	20.7	21.8	30.0	29.8	33.0	23.0	34.9	33.3	15.0	14.3	27.0	25.9	18.9	19.4	14.7	0.0	
Nurturing	18.2	24.8	24.1	20.2	20.0	23.6	26.3	17.4	27.6	26.2	24.1	24.6	19.2	24.6	26.8	31.0	33.7	26.2	26.3	22.1	30.2	25.9	26.4	19.4	22.7	0.0	
Horror	17.3	19.7	20.1	23.2	21.7	22.3	20.5	22.3	24.3	12.8	26.9	16.2	23.8	28.1	27.7	35.0	19.8	28.6	25.0	22.1	22.2	34.5	20.8	11.1	13.3	42.9	
Series	16.4	20.1	21.3	16.8	20.9	23.0	22.8	21.0	24.3	14.6	23.4	17.6	28.5	24.6	28.6	19.0	15.1	21.4	23.8	18.2	23.8	22.4	15.1	11.1	21.3	14.3	
Man's love story	13.3	19.3	17.3	12.7	15.0	18.1	16.2	12.9	19.5	18.3	16.6	13.4	13.8	23.7	15.2	18.0	17.4	16.7	23.8	18.2	25.4	13.8	26.4	11.1	21.3	0.0	
Adult	10.4	12.9	14.5	9.9	10.2	13.4	14.3	8.9	13.5	14.6	13.1	14.1	11.5	14.9	14.3	21.0	17.4	9.5	25.0	23.4	22.2	13.8	24.5	11.1	14.7	0.0	
Serious	9.9	14.0	14.5	11.8	14.7	16.2	10.8	8.9	17.3	5.5	13.8	7.0	14.6	24.6	15.2	12.0	15.1	19.0	17.5	6.5	7.9	10.3	7.5	11.1	12.0	14.3	
Drama	9.7	11.3	12.2	12.9	11.5	12.8	13.1	16.1	15.7	11.0	17.9	6.3	15.4	21.9	16.1	19.0	11.6	14.3	23.8	11.7	11.1	13.8	11.3	2.8	8.0	0.0	
Woman's love story	8.9	13.1	10.5	11.0	11.0	13.9	12.0	11.6	16.8	7.3	5.5	3.5	7.7	15.8	12.5	8.0	11.6	19.0	16.3	14.3	11.1	8.6	22.6	2.8	14.7	0.0	
Violence	8.7	9.6	11.7	11.0	9.7	12.6	12.0	8.0	10.8	8.5	16.6	9.2	13.1	18.4	10.7	24.0	15.1	14.3	11.3	7.8	19.0	12.1	15.1	8.3	9.3	14.3	
Hobby	7.2	8.8	9.4	7.5	10.5	10.2	11.2	10.3	11.4	7.9	14.5	6.3	14.6	16.7	14.3	17.0	14.0	10.7	10.0	9.1	11.1	17.2	7.5	8.3	8.0	14.3	
Old-fashion	6.8	7.5	9.8	8.4	9.0	9.2	5.4	7.1	8.1	7.3	11.0	6.3	11.5	15.8	9.8	11.0	16.3	10.7	13.8	6.5	17.5	15.5	11.3	13.9	13.3	14.3	
Joke/Humor (including silly ones)	5.9	8.0	9.6	6.5	9.7	8.4	13.1	6.7	9.7	4.9	9.0	4.9	13.1	13.2	11.6	13.0	11.6	15.5	8.8	5.2	12.7	10.3	11.3	5.6	14.7	0.0	
Communication	4.7	5.5	7.0	6.4	6.0	6.8	6.2	4.5	6.5	4.3	6.9	4.9	8.5	12.3	8.0	11.0	7.0	11.9	12.5	1.3	6.3	8.6	1.9	2.8	9.3	14.3	
Boy's love	4.2	6.0	5.1	4.3	4.7	6.3	5.0	5.4	8.6	1.8	2.8	2.1	6.9	7.9	7.1	3.0	7.0	8.3	8.8	3.9	4.8	6.9	9.4	8.3	8.0	0.0	
Omnibus (collection of games)	3.4	4.1	4.5	3.6	4.7	6.0	4.6	5.4	4.9	3.7	6.2	4.2	6.2	7.0	7.1	5.0	8.1	4.8	8.8	2.6	4.8	12.1	0.0	5.6	6.7	0.0	
Others	0.6	0.5	0.5	0.6	0.5	0.8	0.0	0.9	0.5	0.0	0.0	0.0	0.8	0.0	1.8	0.0	0.0	1.2	1.3	0.0	0.0	0.0	1.9	0.0	4.0	0.0	
Invalid/No answer	3.7	2.7	3.0	2.2	2.7	2.4	3.5	4.0	3.2	3.7	3.4	3.5	2.3	2.6	2.7	2.0	4.7	2.4	1.3	6.5	1.6	3.4	5.7	5.6	4.0	0.0	

## 5. Game software playable on old consoles which the users wish to play on the latest consoles



		Number of samples (persons)	Yes	No	Invalid/No answer
TOKYO GAME SHOW 2004/ Total		1,107	30.1	61.8	8.1
Gender and age	Male	844	31.9	61.4	6.8
	10~ 12	78	10.3	83.3	6.4
	13~ 15	98	16.3	76.5	7.1
	16~ 18	129	22.5	70.5	7.0
	19~ 24	210	38.6	53.8	7.6
	25~ 29	141	48.2	48.2	3.5
	30~ 39	130	41.5	51.5	6.9
	40~ 49	58	22.4	67.2	10.3
	Female	263	24.3	63.1	12.5
	10~ 12	32	18.8	62.5	18.8
	13~ 15	21	28.6	61.9	9.5
	16~ 18	25	20.0	80.0	0.0
	19~ 24	62	25.8	69.4	4.8
25~ 29	40	30.0	55.0	15.0	
30~ 39	54	22.2	59.3	18.5	
40~ 49	29	24.1	55.2	20.7	

User classification by frequency of		Number of samples (persons)	Yes	No	Invalid/No answer
Heavy user		355	33.5	59.2	7.3
Middle user		433	27.3	64.7	8.1
Light user		319	30.1	60.8	9.1

(Unit: %)

### Game titles playable on old-type consoles which the respondents wished to play again 《free answer》

(322 total effective answers from n=333 respondents)

Titles	Quantity
"Final Fantasy" series	17 each
"Mario" and "Super Mario" series	13
"Space Invader"	11
"Dragon Quest" series	7
"SaGa" series	5
"Kuniokun" series	4 each
"Suberanka"	4 each
"Tetris"	3 each
"Donkey Kong" Series	
"Seiken Densetsu" series	
"Chrono Trigger"	
"Street Fighter" series	
"Bahamut Lagoon"	
"Final Fight" series	
"Princess Crown"	
"Monster Land"	
"Mega Man" Series	
"Wagyan" series	
"Kirby's Dream Land" Series	
The rest is omitted.	

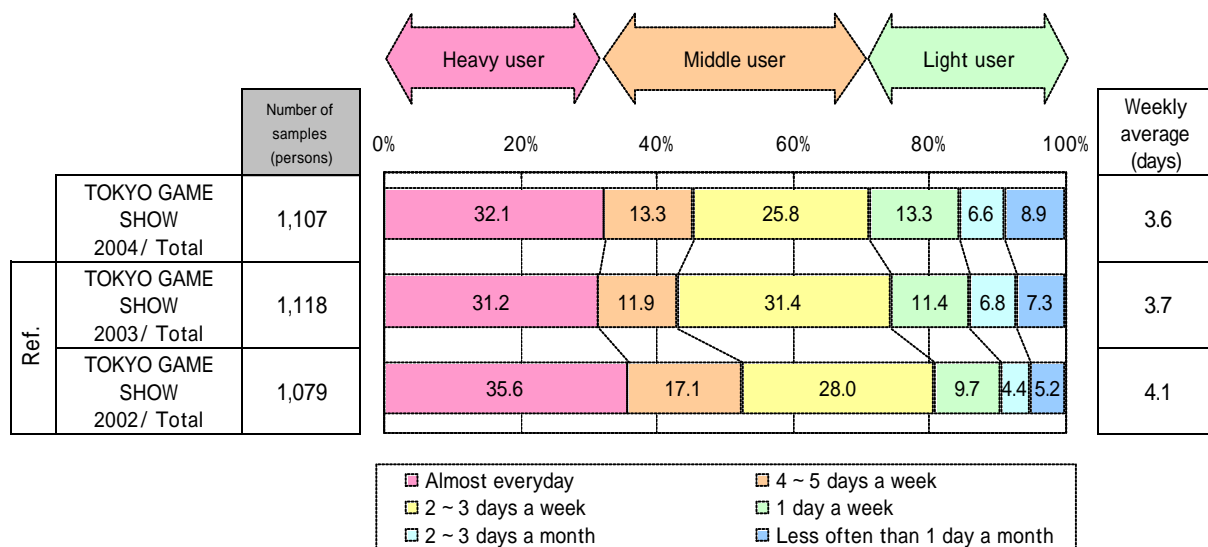
Note 1) Original Japanese scripts have been translated directly into English.

Note2) Although multiple answers were accepted for individual titles, names of game titles from the same series were counted as one title.

Nearly 30% of the total respondents chose "Yes", which was lower than last year's result.  
Both male and female users between the ages of 25 and 29 gave a positive answer.



## 6 .Frequency of game playing



Gender and age	Number of samples (persons)	Almost everyday	4 ~ 5 days a week	2 ~ 3 days a week	1 day a week	2 ~ 3 days a month	Less often than 1 day a month	Weekly average (days)
<b>TOKYO GAME SHOW 2004/ Total</b>	<b>1,107</b>	<b>32.1</b>	<b>13.3</b>	<b>25.8</b>	<b>13.3</b>	<b>6.6</b>	<b>8.9</b>	<b>3.6</b>
<b>Male</b>	<b>844</b>	<b>33.9</b>	<b>14.5</b>	<b>25.5</b>	<b>13.2</b>	<b>5.3</b>	<b>7.7</b>	<b>3.8</b>
10 ~ 12	78	56.4	17.9	20.5	1.3	2.6	1.3	5.3
13 ~ 15	98	43.9	21.4	25.5	6.1	3.1	0.0	4.7
16 ~ 18	129	44.2	20.9	19.4	7.8	2.3	5.4	4.6
19 ~ 24	210	34.8	16.2	28.6	11.0	3.8	5.7	4.0
25 ~ 29	141	28.4	9.2	29.8	16.3	5.0	11.3	3.3
30 ~ 39	130	13.8	7.7	27.7	26.9	10.8	13.1	2.3
40 ~ 49	58	19.0	5.2	19.0	22.4	13.8	20.7	2.3
<b>Female</b>	<b>263</b>	<b>26.2</b>	<b>9.5</b>	<b>27.0</b>	<b>13.7</b>	<b>10.6</b>	<b>12.9</b>	<b>3.1</b>
10 ~ 12	32	31.3	6.3	28.1	9.4	3.1	21.9	3.3
13 ~ 15	21	52.4	9.5	28.6	4.8	4.8	0.0	4.9
16 ~ 18	25	20.0	24.0	32.0	4.0	12.0	8.0	3.4
19 ~ 24	62	24.2	16.1	27.4	17.7	9.7	4.8	3.3
25 ~ 29	40	12.5	5.0	40.0	15.0	10.0	17.5	2.3
30 ~ 39	54	31.5	3.7	24.1	16.7	16.7	7.4	3.2
40 ~ 49	29	20.7	3.4	6.9	17.2	13.8	37.9	2.0

(Unit: % )

<Calculation to obtain an average weekly frequency of game playing>

「almost everyday」: 7 days, 「4-5 days a week」: 4.5 days, 「2-3 days a week」: 2.5 days, 「1 day a week」: 1 day,

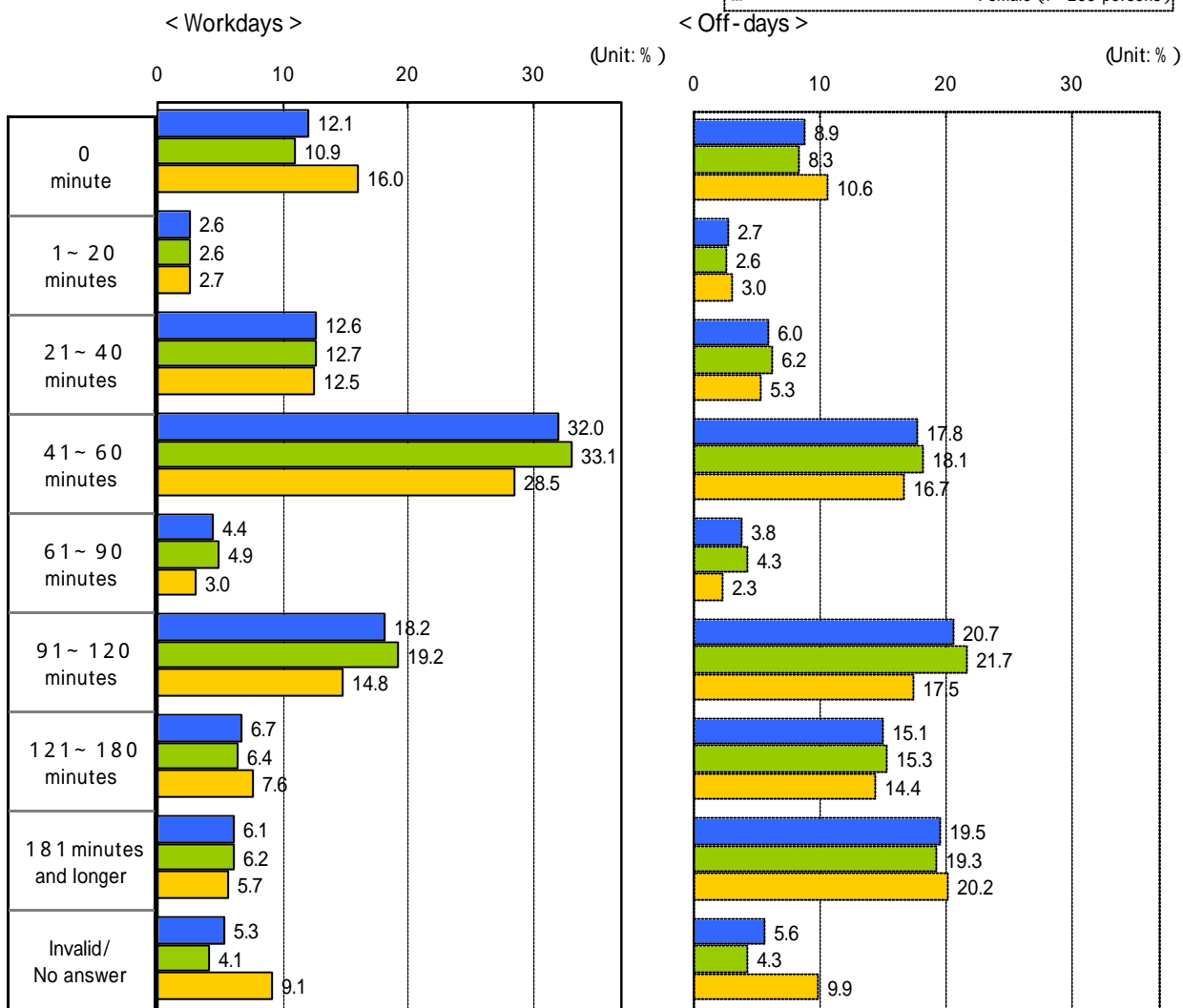
「2-3 days a month」: 0.3 day, 「less often than 1 day a month」: 0.1 day

・The proportions of both heavy users who play almost everyday and light users who play less than one day a week increased, showing a tendency for gamers to move more towards either extreme.

・The weekly average frequency of game playing decreased slightly. Male users between the ages of 10 and 18 and female users between 13 and 15 play more frequently.

### 7. Duration of game playing (on a daily basis)

TOKYO GAME SHOW 2004/ Total (n = 1,107 persons)  
 Male (n = 844 persons)  
 Female (n = 263 persons)



Change in average duration of game playing (minutes)	Workdays			Off-days		
	TOKYO GAME SHOW 2004/ Total	TOKYO GAME SHOW 2003/ Total	TOKYO GAME SHOW 2002/ Total	TOKYO GAME SHOW 2004/ Total	TOKYO GAME SHOW 2003/ Total	TOKYO GAME SHOW 2002/ Total
	86.0	86.7	95.9	145.9	146.9	171.2

#### Average duration and total weekly length of game playing by gender and age

	TOKYO GAME SHOW 2004/ Total	Gender and age															
		Male	10~	13~	16~	19~	25~	30~	40~	Female	10~	13~	16~	19~	25~	30~	40~
Number of samples (persons)	1,107	844	78	98	129	210	141	130	58	263	32	21	25	62	40	54	29
Average duration <Workdays>	86.0	88.1	83.4	101.6	125.1	96.3	81.3	53.9	42.3	78.9	58.4	113.5	85.2	99.0	60.9	82.5	42.1
Average duration <Off-days> (min.)	145.9	147.2	115.6	141.7	208.4	173.6	147.4	97.8	59.5	141.6	98.8	190.5	165.0	208.5	163.2	86.5	53.1
Average weekly frequency (days)	3.65	3.81	5.29	4.74	4.61	4.00	3.33	2.32	2.32	3.12	3.30	4.87	3.36	3.32	2.30	3.20	2.03
Total weekly length (min.)	433.7	454.2	505.5	562.1	743.2	540.1	403.3	213.0	132.5	371.6	273.4	706.9	446.2	547.3	344.6	271.7	107.3

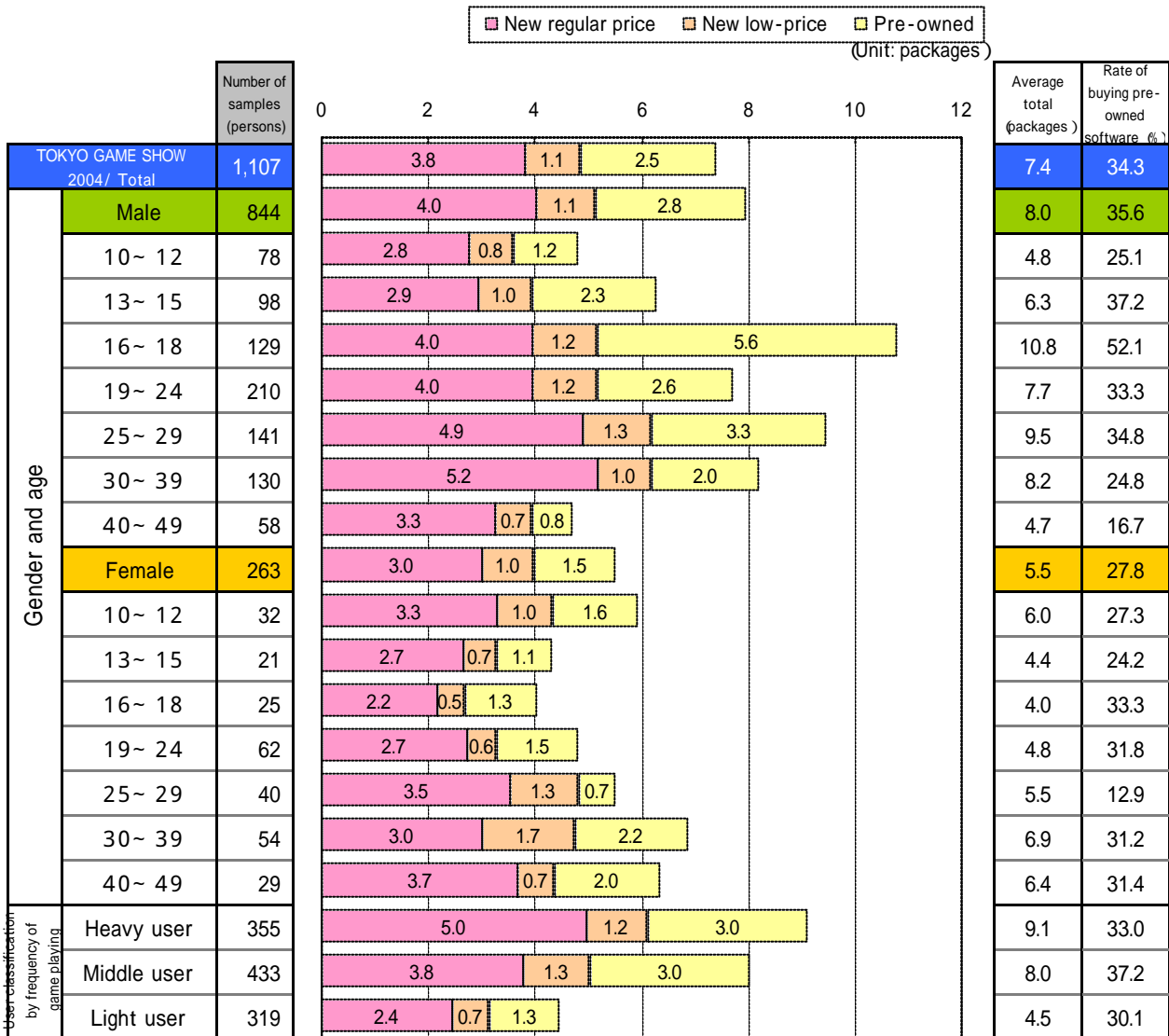
Note ) Total weekly length = (Average weekly frequency - 2) × Average duration on workdays + Average duration on off-days × 2  
 Starting from the last survey, all calculations were based on a 5-day workweek

For workdays "41-60 minutes" and "91-120 minutes" were selected most while "91-120 minute" and "180 minutes and longer" were selected most for off-days.

•The average durations of game playing on both workdays and off-days were slightly shorter than the last year's survey results.

•On average, the male group aged between 16 and 18 as well as the female group aged between 19 and 24 tended to play games longer.

8 .Number of software packages purchased for the past one year

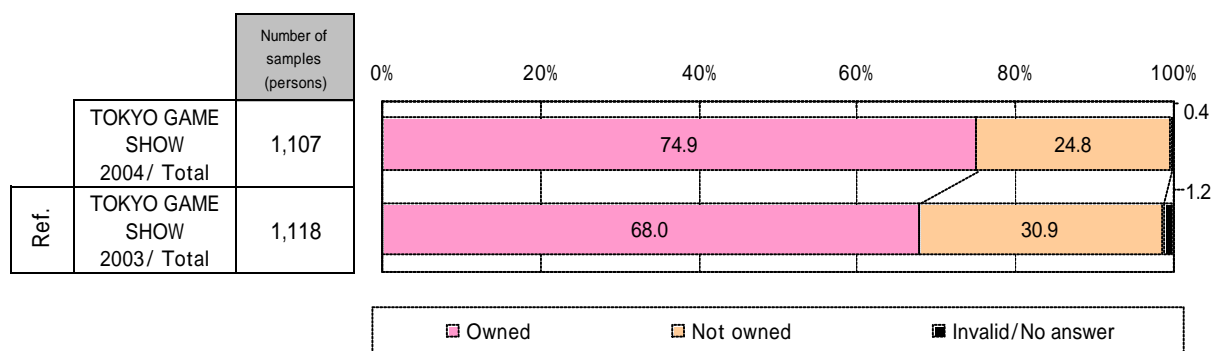


Ref.	Number of software packages purchased for the past one year	TOKYO GAME SHOW 2004/ Total	TOKYO GAME SHOW 2003/ Total	TOKYO GAME SHOW 2002/ Total
		7.4 packages	7.1 packages	8.7 packages

- The average total number of software packages purchased was 7.4 packages, increasing slightly from the last year.
- The highest rate of purchasing pre-owned software was seen among the middle user group.
- The male group aged between 16 and 18 purchased more than ten software packages and the rate of pre-owned software packages purchased was also high.

# .Games Playable on KEITAI/PHS Mobile Phones

## 1 .Ownership rate of KEITAI/PHS mobile phones

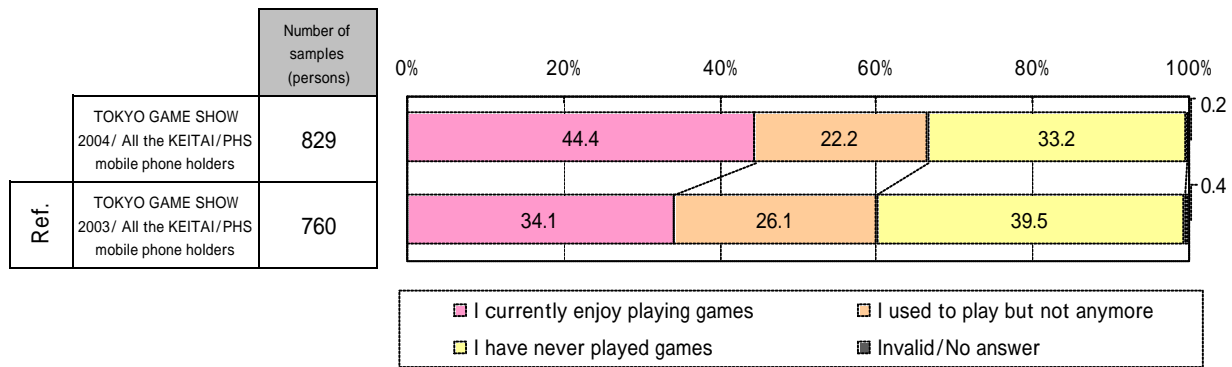


		Number of samples (persons)	Owned	Not owned	Invalid/No answer
	<b>TOKYO GAME SHOW 2004/ Total</b>	<b>1,107</b>	<b>74.9</b>	<b>24.8</b>	<b>0.4</b>
Gender and age	<b>Male</b>	<b>844</b>	<b>72.7</b>	<b>26.8</b>	<b>0.5</b>
	10~ 12	78	19.2	80.8	0.0
	13~ 15	98	48.0	51.0	1.0
	16~ 18	129	78.3	21.7	0.0
	19~ 24	210	91.0	8.1	1.0
	25~ 29	141	81.6	18.4	0.0
	30~ 39	130	80.0	20.0	0.0
	40~ 49	58	70.7	27.6	1.7
	<b>Female</b>	<b>263</b>	<b>81.7</b>	<b>18.3</b>	<b>0.0</b>
	10~ 12	32	28.1	71.9	0.0
	13~ 15	21	61.9	38.1	0.0
	16~ 18	25	92.0	8.0	0.0
	19~ 24	62	93.5	6.5	0.0
	25~ 29	40	95.0	5.0	0.0
30~ 39	54	87.0	13.0	0.0	
40~ 49	29	93.1	6.9	0.0	
User classification by frequency of game playing	Heavy user	355	67.9	31.5	0.6
	Middle user	433	76.2	23.6	0.2
	Light user	319	80.9	18.8	0.3

(Unit: % )

- The ownership rate of KEITAI/PHS mobile phones increased from the previous survey and three quarters of the total respondents held one.
- The female user groups showed a higher ownership rate than males. The rate exceeded 90% among those aged between 16 and 29 and between 40 and 49.

## 2. Game playing on KEITAI/PHS mobile phones (Among the total KEITAI/PHS mobile phone holders )



		Number of samples (persons)	I currently enjoy playing games	I used to play but not anymore	I have never played games	Invalid/No answer
TOKYO GAME SHOW 2004/ All the KEITAI/PHS mobile phone holders		829	44.4	22.2	33.2	0.2
Gender and age	Male	614	45.3	21.8	32.6	0.3
	10~ 12	15	53.3	13.3	33.3	0.0
	13~ 15	47	68.1	6.4	23.4	2.1
	16~ 18	101	55.4	19.8	24.8	0.0
	19~ 24	191	43.5	24.1	31.9	0.5
	25~ 29	115	42.6	22.6	34.8	0.0
	30~ 39	104	31.7	28.8	39.4	0.0
	40~ 49	41	41.5	17.1	41.5	0.0
	Female	215	41.9	23.3	34.9	0.0
	10~ 12	9	88.9	0.0	11.1	0.0
	13~ 15	13	23.1	30.8	46.2	0.0
	16~ 18	23	47.8	21.7	30.4	0.0
	19~ 24	58	46.6	22.4	31.0	0.0
	25~ 29	38	36.8	34.2	28.9	0.0
30~ 39	47	40.4	17.0	42.6	0.0	
40~ 49	27	29.6	25.9	44.4	0.0	
User classification by frequency of game playing	Heavy user	241	53.9	16.2	29.5	0.4
	Middle user	330	42.4	24.5	32.7	0.3
	Light user	258	38.0	24.8	37.2	0.0
Commuting time	Less than 30 minutes	299	44.8	24.1	30.4	0.7
	30 ~ 59 minutes	172	45.9	22.7	31.4	0.0
	60 ~ 89 minutes	226	46.9	19.5	33.6	0.0
	90 ~ 119 minutes	54	35.2	27.8	37.0	0.0
	Over 120 minutes	23	60.9	4.3	34.8	0.0
	I spend no time comm	54	29.6	24.1	46.3	0.0
	Invalid/No answer	1	0.0	0.0	100.0	0.0

(Unit: % )

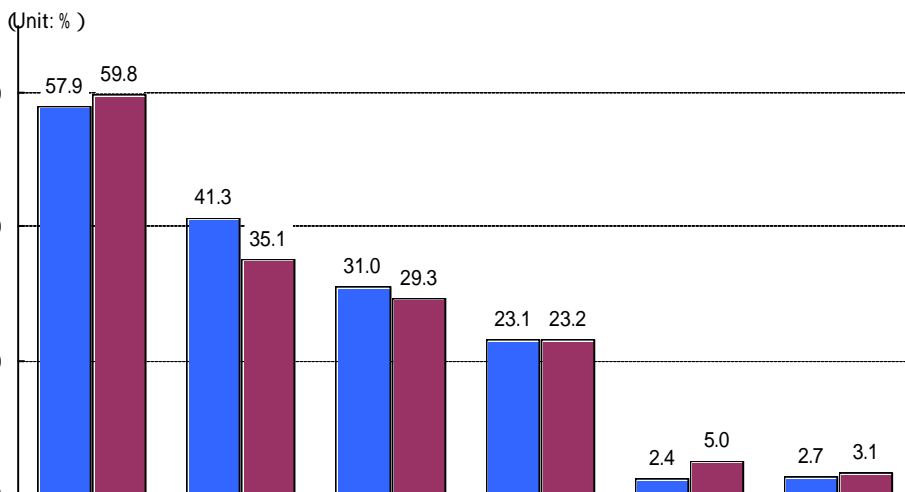
•44.4% of the KEITAI/PHS mobile phone holders answered they "currently enjoy playing games" on KEITAI/PHS mobile phones, showing an increase of more than10% from the previous survey.

•Two out of three KEITAI/PHS mobile phone holders had an experience of playing games on KEITAI/PHS mobile phones, answering that they "currently enjoy playing games" or "used to play but not anymore".

•A high proportion of heavy users of household videogames "currently enjoy playing games" on KEITAI/PHS mobile phones.

3.Places where the respondents play games on KEITAI/PHS mobile phones 《Multiple answers》  
 (Among the total respondents who selected "I currently enjoy playing games" on KEITAI/PHS mobile phones )

■ TOKYO GAME SHOW 2004/ All the current KEITAI/PHS game players (n = 368 persons )  
 ■ TOKYO GAME SHOW 2003/ All the current KEITAI/PHS game players (n = 259 persons )



		Number of samples (persons)	While traveling in train or bus	At home	While out somewhere waiting for a friend	In school/workplace	Others	Invalid/No answer
TOKYO GAME SHOW 2004/ All the current KEITAI/PHS game players		368	57.9	41.3	31.0	23.1	2.4	2.7
Gender	Male	278	55.8	35.3	30.2	25.2	2.2	2.9
	Female	90	64.4	60.0	33.3	16.7	3.3	2.2

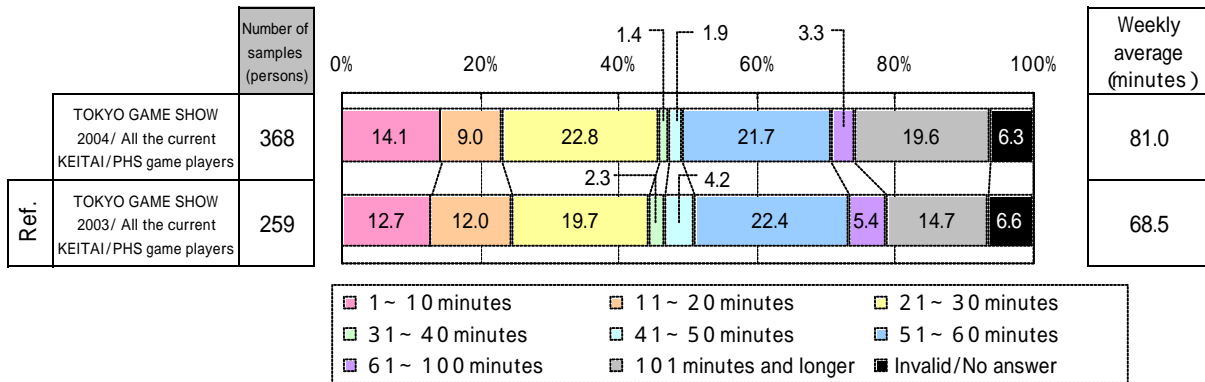
User classification by frequency of game playing	Heavy user	130	59.2	46.2	31.5	29.2	0.8	3.1
	Middle user	140	57.9	41.4	30.0	21.4	2.9	2.1
	Light user	98	56.1	34.7	31.6	17.3	4.1	3.1

Commuting time	Less than 30 minutes	134	41.8	51.5	34.3	22.4	1.5	1.5
	30 ~ 59 minutes	79	60.8	34.2	35.4	32.9	5.1	1.3
	60 ~ 89 minutes	106	77.4	30.2	27.4	22.6	1.9	1.9
	90 ~ 119 minutes	19	68.4	36.8	15.8	15.8	0.0	10.5
	Over 120 minutes	14	64.3	50.0	14.3	14.3	7.1	14.3
	I spend no time comm	16	31.3	62.5	37.5	0.0	0.0	6.3

(Unit: % )

Most of the respondents play games while traveling in train and bus. The number of users who play at home increased from the previous survey.  
 A relatively high proportion of heavy users of household videogames play games on KEITAI/PHS mobile phones at home.  
 The rate of respondents who play games on trains or buses is higher among those who spend one to one and a half hours commuting to school or work.

4 .Duration of playing games on KEITAI/PHS mobile phones (weekly total )  
 (Among the total respondents who selected "I currently enjoy playing games" on KEITAI/PHS mobile phones )



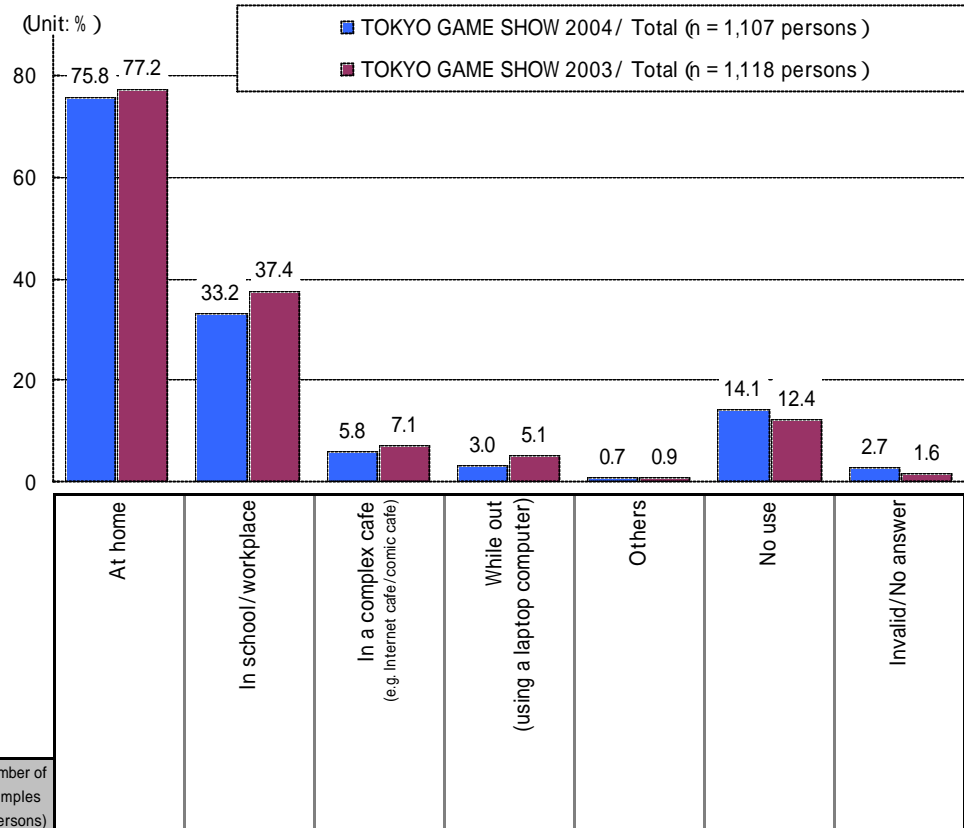
		Number of samples (persons)	1 ~ 10 minutes	11 ~ 20 minutes	21 ~ 30 minutes	31 ~ 40 minutes	41 ~ 50 minutes	51 ~ 60 minutes	61 ~ 100 minutes	101 minutes and longer	Invalid/No answer	Weekly average (minutes)
TOKYO GAME SHOW 2004/ All the current KEITAI/PHS game players		368	14.1	9.0	22.8	1.4	1.9	21.7	3.3	19.6	6.3	81.0
Gender	Male	278	15.1	9.0	22.7	1.4	1.4	21.9	2.5	19.8	6.1	80.9
	Female	90	11.1	8.9	23.3	1.1	3.3	21.1	5.6	18.9	6.7	81.4
User classification by frequency of	Heavy user	130	8.5	6.9	24.6	0.8	0.0	22.3	6.2	23.1	7.7	85.3
	Middle user	140	15.7	10.7	21.4	2.1	2.9	23.6	0.7	18.6	4.3	90.5
	Light user	98	19.4	9.2	22.4	1.0	3.1	18.4	3.1	16.3	7.1	62.0
Commuting time	Less than 30 minutes	134	18.7	12.7	17.2	0.7	1.5	23.9	1.5	17.9	6.0	80.9
	30 ~ 59 minutes	79	13.9	7.6	22.8	0.0	1.3	22.8	1.3	27.8	2.5	89.4
	60 ~ 89 minutes	106	14.2	8.5	29.2	2.8	2.8	18.9	6.6	12.3	4.7	58.8
	90 ~ 119 minutes	19	0.0	5.3	26.3	0.0	5.3	26.3	5.3	10.5	21.1	96.7
	Over 120 minutes	14	7.1	0.0	21.4	0.0	0.0	7.1	0.0	42.9	21.4	180.0
	I spend no time comm	16	0.0	0.0	25.0	6.3	0.0	25.0	6.3	31.3	6.3	104.7

(Unit: %)

•The average weekly duration of game playing was 81.0 minutes, which increased from the previous survey by about 12 minutes.  
 •The proportions of respondents who answered "21-30 minutes" and "51-60 minutes" were high but had decreased from the previous survey. The proportion of respondents who selected durations of game playing of "1-10 minutes" and "101 minutes and longer" however, showed an increase.

# .PC Games

## 1.Places where the respondents use a computer 《Multiple answers》



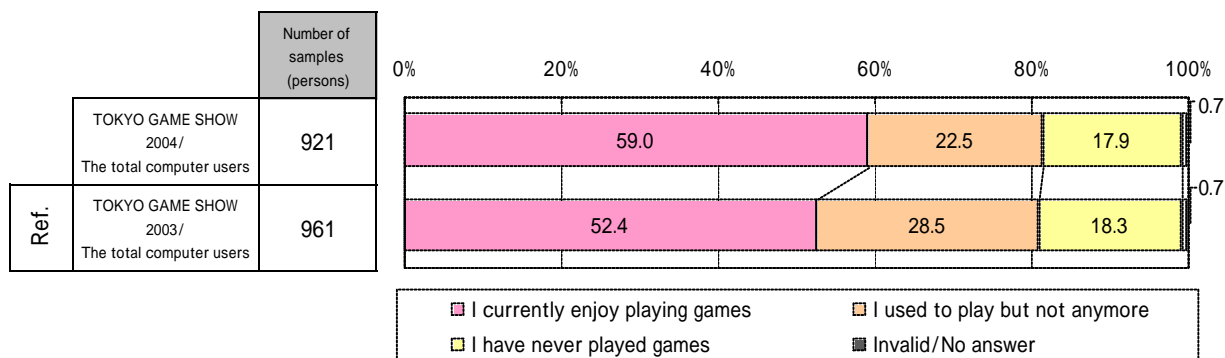
		Number of samples (persons)	At home	In school/workplace	In a complex cafe (e.g. Internet cafe/comic cafe)	While out (using a laptop computer)	Others	No use	Invalid/No answer
TOKYO GAME SHOW 2004/ Total		1,107	75.8	33.2	5.8	3.0	0.7	14.1	2.7
Gender and age	Male	844	76.2	35.8	5.9	3.8	0.6	13.6	2.8
	10~ 12	78	62.8	16.7	0.0	0.0	0.0	29.5	3.8
	13~ 15	98	69.4	19.4	7.1	1.0	0.0	19.4	8.2
	16~ 18	129	83.7	28.7	5.4	0.8	0.0	10.9	0.8
	19~ 24	210	81.9	42.9	7.1	5.7	1.4	7.6	1.9
	25~ 29	141	80.9	41.1	7.8	4.3	0.0	9.9	2.8
	30~ 39	130	70.8	40.8	6.2	8.5	1.5	16.9	1.5
	40~ 49	58	69.0	55.2	3.4	1.7	0.0	12.1	3.4
	Female	263	74.5	25.1	5.3	0.4	1.1	15.6	2.3
	10~ 12	32	62.5	21.9	0.0	0.0	9.4	28.1	0.0
	13~ 15	21	81.0	19.0	4.8	0.0	0.0	14.3	0.0
	16~ 18	25	84.0	44.0	8.0	0.0	0.0	12.0	0.0
	19~ 24	62	69.4	40.3	9.7	1.6	0.0	14.5	3.2
	25~ 29	40	82.5	25.0	7.5	0.0	0.0	7.5	5.0
	30~ 39	54	81.5	9.3	1.9	0.0	0.0	9.3	3.7
	40~ 49	29	62.1	13.8	3.4	0.0	0.0	31.0	0.0
	User classification by frequency of	Heavy user	355	74.6	26.2	6.5	1.7	1.1	15.5
Middle user		433	76.7	35.6	6.0	3.2	0.2	14.3	3.0
Light user		319	75.9	37.9	4.7	4.1	0.9	12.2	2.5

(Unit: %)

- Nearly 80% of the total respondents use a computer at home while 14.1% do not use a computer.
- Both male and female groups aged between 16 and 18 use a computer most at home.
- Male and female users at the ages between 19 and 29 use a complex cafe at a relatively higher rate.



## 2 .Familiarity with PC games (Among the total computer users )



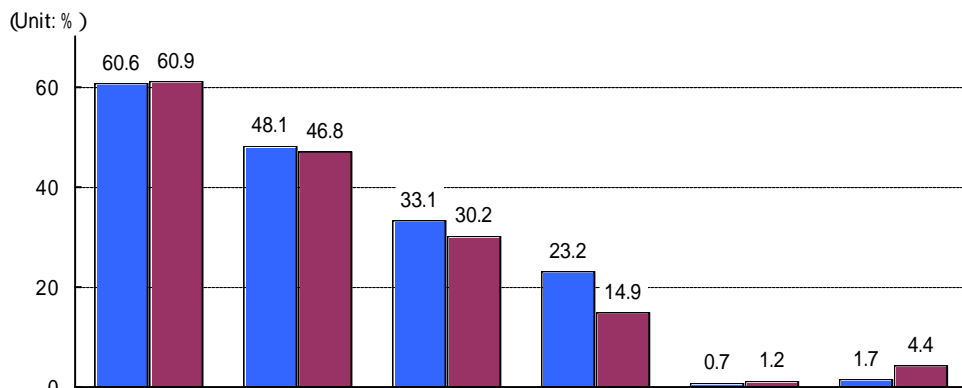
		Number of samples (persons)	I currently enjoy playing games	I used to play but not anymore	I have never played games	Invalid/No answer
TOKYO GAME SHOW 2004/ The total computer users		921	59.0	22.5	17.9	0.7
Gender and age	Male	705	65.0	20.7	13.9	0.4
	10~ 12	52	67.3	19.2	13.5	0.0
	13~ 15	71	73.2	15.5	11.3	0.0
	16~ 18	114	71.1	15.8	11.4	1.8
	19~ 24	190	58.9	23.7	17.4	0.0
	25~ 29	123	69.9	22.8	6.5	0.8
	30~ 39	106	58.5	20.8	20.8	0.0
	40~ 49	49	61.2	24.5	14.3	0.0
	Female	216	39.4	28.2	31.0	1.4
	10~ 12	23	60.9	13.0	21.7	4.3
	13~ 15	18	44.4	27.8	27.8	0.0
	16~ 18	22	45.5	22.7	31.8	0.0
	19~ 24	51	41.2	25.5	29.4	3.9
	25~ 29	35	17.1	45.7	37.1	0.0
30~ 39	47	40.4	25.5	34.0	0.0	
40~ 49	20	35.0	35.0	30.0	0.0	
User classification by frequency of game playing	Heavy user	291	69.8	15.5	13.4	1.4
	Middle user	358	58.7	24.9	16.5	0.0
	Light user	272	47.8	26.8	24.6	0.7

(Unit: % )

59.0% of computer users currently play PC games, showing an increase from the previous survey by 6.6%.  
 Over 80% of computer users had experienced playing PC games, answering that they "currently play" or "used to play PC games".  
 The proportion of frequent users of household videogames who said they "currently play" PC games showed an increase.

### 3.Type of PC games played 《Multiple answers》 (Among the total respondents who currently play PC games )

■ TOKYO GAME SHOW 2004/ All the current PC game players (n = 543 persons)  
■ TOKYO GAME SHOW 2003/ All the current PC game players (n = 504 persons)



		Number of samples (persons)	Games installed from a CD-ROM	Games downloaded from the Internet	Games preinstalled on PC	Games playable in real time on the Internet (using Flash etc.)	Others	Invalid/No answer
TOKYO GAME SHOW 2004/ All the current PC game players		543	60.6	48.1	33.1	23.2	0.7	1.7
Gender	Male	458	62.2	50.4	30.3	22.5	0.7	1.7
	Female	85	51.8	35.3	48.2	27.1	1.2	1.2

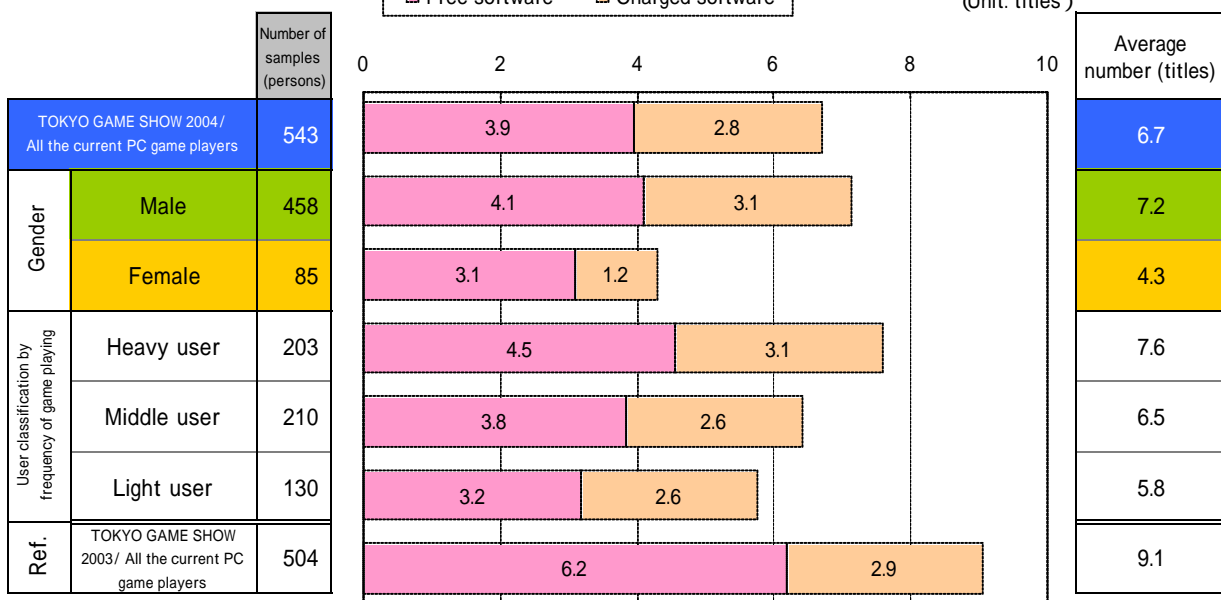
User classification by frequency of game playing			Number of samples (persons)	Games installed from a CD-ROM	Games downloaded from the Internet	Games preinstalled on PC	Games playable in real time on the Internet (using Flash etc.)	Others	Invalid/No answer
	Heavy user	203	66.5	59.1	28.6	29.1	0.5	1.0	
	Middle user	210	58.1	44.8	31.9	18.6	0.5	2.4	
Light user	130	55.4	36.2	42.3	21.5	1.5	1.5		

(Unit: %)

### 4 .Annual number of PC games played (Among the total respondents who currently play PC games )

■ Free software ■ Charged software

(Unit: titles)



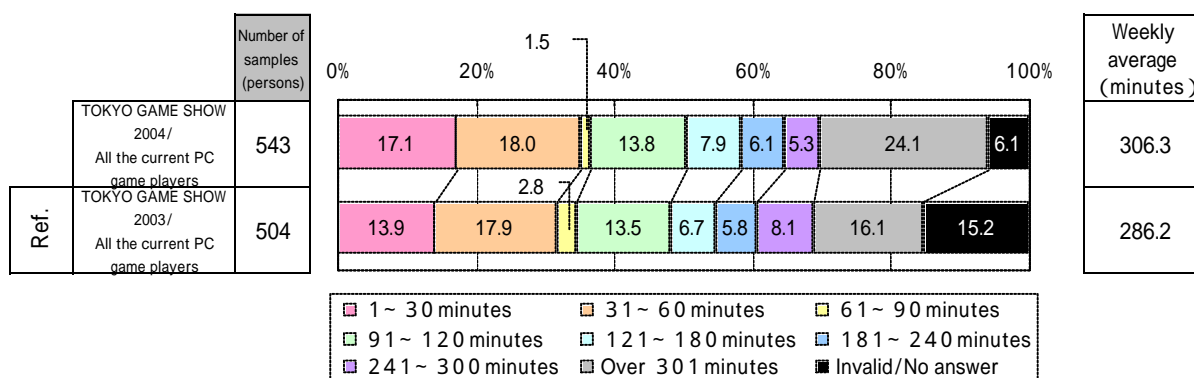
Most PC games played by the respondents were "installed from a CD-ROM", followed by "games downloaded from the Internet" and "games preinstalled on PC". However, there was no big difference in their proportions from the previous survey.

The number of users who play real-time games through the Internet increased slightly.

The average annual number of PC games played by respondents totaled 6.7 units, which is a decrease from the previous year's figure of 9.1 units. In particular, the number of free software titles reduced substantially.

Frequent users of household videogames tend to play free software titles more often.

5 .Duration of playing PC games (weekly total)  
 (Among the total respondents who currently play PC games )



		Number of samples (persons)	1 ~ 30 minutes	31 ~ 60 minutes	61 ~ 90 minutes	91 ~ 120 minutes	121 ~ 180 minutes	181 ~ 240 minutes	241 ~ 300 minutes	Over 301 minutes	Invalid/No answer	Weekly average (minutes)
TOKYO GAME SHOW 2004/ All the current PC game players		543	17.1	18.0	1.5	13.8	7.9	6.1	5.3	24.1	6.1	306.3
Gender	Male	458	16.2	17.7	1.3	14.2	8.7	6.3	5.5	24.5	5.7	315.0
	Female	85	22.4	20.0	2.4	11.8	3.5	4.7	4.7	22.4	8.2	258.5
User classification by frequency of game playing	Heavy user	203	10.8	14.3	1.0	14.3	8.4	4.9	3.9	34.5	7.9	426.6
	Middle user	210	19.0	19.0	0.5	13.3	6.7	7.6	7.1	23.8	2.9	249.8
	Light user	130	23.8	22.3	3.8	13.8	9.2	5.4	4.6	8.5	8.5	214.3

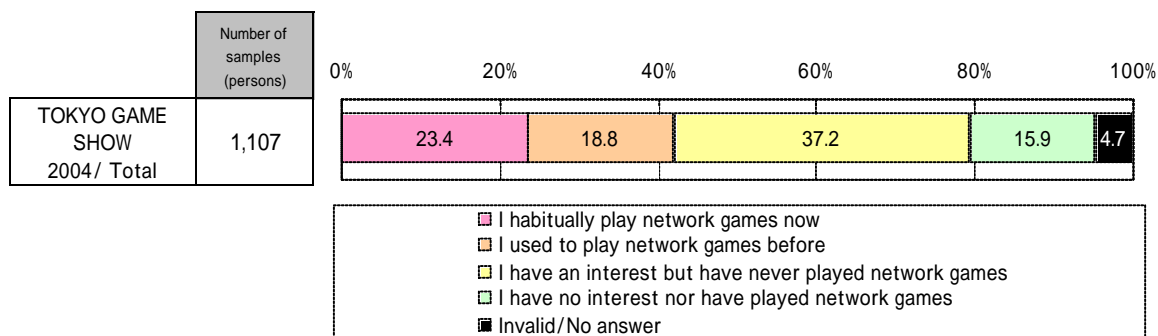
(Unit: % )

•The weekly average duration of game playing was 306.3 minutes, which shows an increase of 20 minutes from the previous survey figure, as the number of respondents who play for 301 minutes or longer has increased substantially.

•The higher the frequency of household videogame play is, the longer the weekly average duration of PC game play becomes. In particular, 34.5% of the heavy users play for 301 minutes or more and their weekly average duration is 426.6 minutes, meaning that they play games for longer than one hour a day.

# .Network Games

## 1 .Experience of playing network games



		Number of samples (persons)	I habitually play network games now	I used to play network games before	I have an interest but have never played network games	I have no interest nor have played network games	Invalid/No answer
TOKYO GAME SHOW 2004/ Total		1,107	23.4	18.8	37.2	15.9	4.7
Gender and age	Male	844	26.4	19.4	33.6	15.9	4.6
	10~ 12	78	15.4	19.2	32.1	23.1	10.3
	13~ 15	98	27.6	13.3	32.7	14.3	12.2
	16~ 18	129	28.7	23.3	34.1	11.6	2.3
	19~ 24	210	30.0	22.9	30.5	13.8	2.9
	25~ 29	141	32.6	19.9	29.8	13.5	4.3
	30~ 39	130	20.0	14.6	46.2	17.7	1.5
	40~ 49	58	20.7	19.0	29.3	27.6	3.4
	Female	263	13.7	16.7	48.7	16.0	4.9
	10~ 12	32	12.5	15.6	43.8	21.9	6.3
	13~ 15	21	14.3	23.8	52.4	4.8	4.8
	16~ 18	25	4.0	20.0	72.0	4.0	0.0
	19~ 24	62	17.7	14.5	50.0	11.3	6.5
	25~ 29	40	15.0	15.0	47.5	15.0	7.5
	30~ 39	54	16.7	16.7	40.7	22.2	3.7
	40~ 49	29	6.9	17.2	44.8	27.6	3.4
	User classification by frequency of game playing	Heavy user	355	38.0	16.6	28.2	11.5
Middle user		433	20.6	19.2	40.6	15.7	3.9
Light user		319	11.0	20.7	42.6	21.0	4.7

(Unit: % )

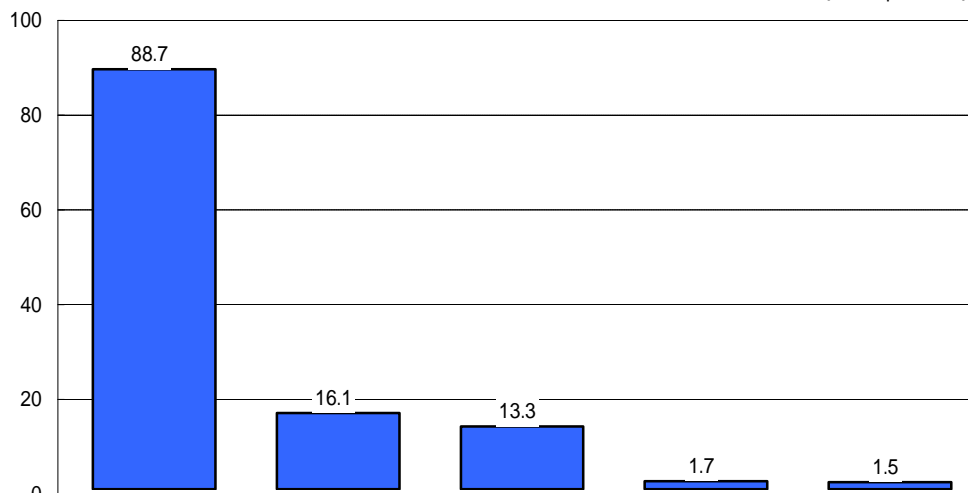
- Over 40% of the respondents habitually play now or used to play network games before.
- Over half of the male respondents aged between 16 and 29 had an experience of playing network games and on-line games.
- Frequent users of household videogames tended to have more experiences of playing network games.

## 2 - 1 .Places to play network games

【Among users with experience of playing network games】 《Multiple answers》

Users with experience of playing network games :  
respondents who answered "I habitually play network games now" and "I used to play network games before".

(Unit: %) (n=467 persons)



		Number of samples (persons)	At home (his/her own or friend's)	In a game arcade	In a complex cafe (e.g. Internet cafe and Comic cafe)	Others	Invalid/No answer
TOKYO GAME SHOW 2004/ All the users with experience of playing network games		467	88.7	16.1	13.3	1.7	1.5
Gender and age	Male	387	89.4	16.3	14.7	0.8	1.8
	10~12	27	77.8	25.9	3.7	0.0	11.1
	13~15	40	95.0	20.0	20.0	0.0	0.0
	16~18	67	94.0	17.9	14.9	0.0	0.0
	19~24	111	94.6	13.5	13.5	0.9	0.9
	25~29	74	87.8	8.1	21.6	0.0	1.4
	30~39	45	86.7	20.0	11.1	2.2	2.2
	40~49	23	65.2	26.1	8.7	4.3	4.3
	Female	80	85.0	15.0	6.3	6.3	0.0
	10~12	9	77.8	11.1	11.1	22.2	0.0
	13~15	8	100.0	12.5	0.0	0.0	0.0
	16~18	6	83.3	33.3	0.0	0.0	0.0
	19~24	20	80.0	20.0	5.0	5.0	0.0
	25~29	12	91.7	8.3	0.0	8.3	0.0
30~39	18	88.9	16.7	5.6	0.0	0.0	
40~49	7	71.4	0.0	28.6	14.3	0.0	
User classification by frequency of game playing	Heavy user	194	94.3	12.9	14.9	0.5	1.0
	Middle user	172	87.2	19.8	13.4	1.2	1.2
	Light user	101	80.2	15.8	9.9	5.0	3.0

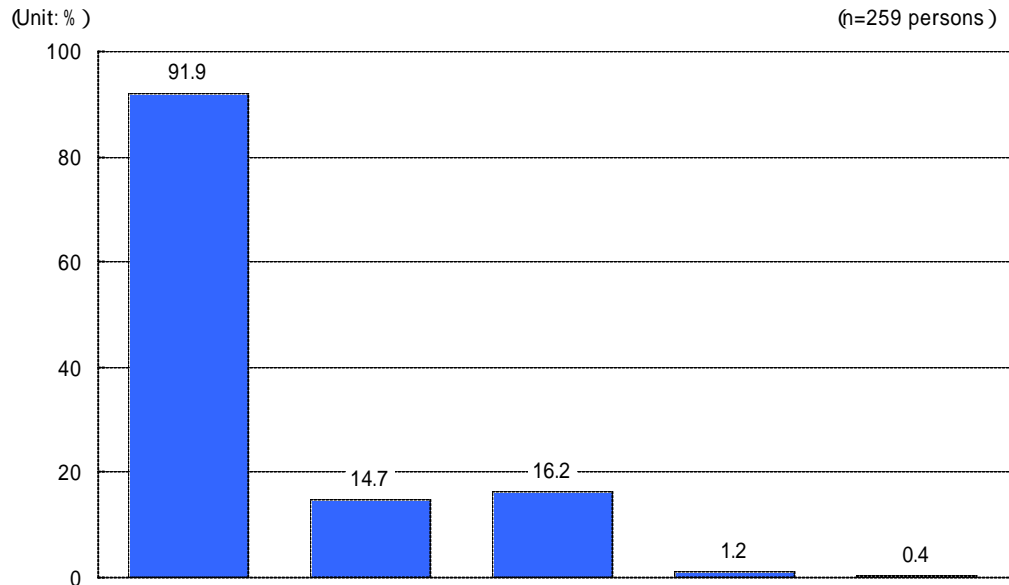
(Unit: %)

- An overwhelmingly high rate of 88.7% of the total number of respondents said they played network games at home.
- Frequent users of household videogames had a higher rate of experience of playing network games at home.
- Middle users of household videogames had a relatively high rate of experience of playing network games at game arcades.

## 2 - 2 .Places to play network games

【Among current users of network games】 《Multiple answers》

Current users of network games : respondents who answered "I habitually play network games now".



		Number of samples (persons)	At home (his/her own or friend's)	In a game arcade	In a complex cafe (e.g. Internet cafe and Comic cafe)	Others	Invalid/No answer
TOKYO GAME SHOW 2004/ All the current users of network games		259	91.9	14.7	16.2	1.2	0.4
Gender and age	Male	223	92.4	15.2	17.5	0.9	0.4
	10~ 12	12	91.7	33.3	0.0	0.0	0.0
	13~ 15	27	100.0	11.1	22.2	0.0	0.0
	16~ 18	37	100.0	13.5	13.5	0.0	0.0
	19~ 24	63	96.8	14.3	14.3	1.6	0.0
	25~ 29	46	87.0	8.7	28.3	0.0	0.0
	30~ 39	26	80.8	26.9	15.4	0.0	3.8
	40~ 49	12	75.0	16.7	16.7	8.3	0.0
	Female	36	88.9	11.1	8.3	2.8	0.0
	10~ 12	4	75.0	0.0	25.0	0.0	0.0
	13~ 15	3	100.0	0.0	0.0	0.0	0.0
	16~ 18	1	100.0	0.0	0.0	0.0	0.0
	19~ 24	11	90.9	18.2	0.0	0.0	0.0
25~ 29	6	83.3	16.7	0.0	16.7	0.0	
30~ 39	9	88.9	11.1	11.1	0.0	0.0	
40~ 49	2	100.0	0.0	50.0	0.0	0.0	
User classificatio by frequency of game playing	Heavy user	135	97.8	10.4	16.3	0.0	0.0
	Middle user	89	85.4	21.3	14.6	2.2	0.0
	Light user	35	85.7	14.3	20.0	2.9	2.9

(Unit: %)

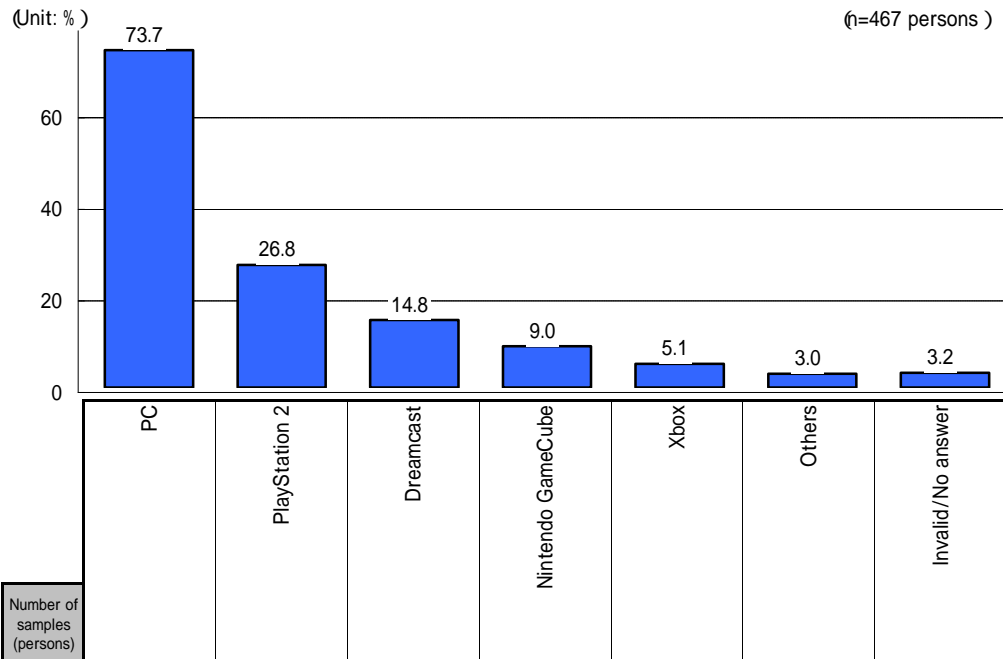
Over 90% of current network gamers had experienced playing network games at a private home.

Among all the current network gamers, heavy users of household videogames had the highest rate of individuals who had experienced playing network games at a private home, showing a rate as high as 97.8%.

### 3 - 1 .Consoles used to play network games

【Among users with experience of playing network games】 《Multiple answers》

Users with experience of playing network games :  
respondents who answered "I habitually play network games now" and "I used to play network games before".



TOKYO GAME SHOW 2004/ All the users with experience of playing network games		Number of samples (persons)	73.7	26.8	14.8	9.0	5.1	3.0	3.2
Gender and age	Male	387	74.7	27.4	15.0	8.5	5.2	2.8	3.4
	10~ 12	27	44.4	37.0	11.1	33.3	3.7	0.0	14.8
	13~ 15	40	77.5	35.0	2.5	5.0	5.0	0.0	0.0
	16~ 18	67	82.1	20.9	7.5	1.5	4.5	0.0	3.0
	19~ 24	111	77.5	26.1	18.9	4.5	6.3	4.5	0.9
	25~ 29	74	75.7	27.0	17.6	9.5	8.1	4.1	2.7
	30~ 39	45	82.2	28.9	28.9	13.3	2.2	6.7	4.4
	40~ 49	23	52.2	26.1	8.7	13.0	0.0	0.0	8.7
	Female	80	68.8	23.8	13.8	11.3	5.0	3.8	2.5
	10~ 12	9	77.8	22.2	11.1	22.2	0.0	0.0	0.0
	13~ 15	8	87.5	37.5	25.0	12.5	0.0	0.0	0.0
	16~ 18	6	66.7	0.0	0.0	16.7	0.0	33.3	0.0
	19~ 24	20	80.0	20.0	15.0	0.0	5.0	0.0	0.0
	25~ 29	12	50.0	25.0	16.7	0.0	8.3	0.0	8.3
30~ 39	18	66.7	27.8	16.7	27.8	5.6	0.0	0.0	
40~ 49	7	42.9	28.6	0.0	0.0	14.3	14.3	14.3	
User classification by frequency of game playing	Heavy user	194	75.3	31.4	15.5	11.9	6.2	1.5	1.5
	Middle user	172	75.0	27.9	14.5	4.7	4.7	4.1	2.3
	Light user	101	68.3	15.8	13.9	10.9	4.0	4.0	7.9

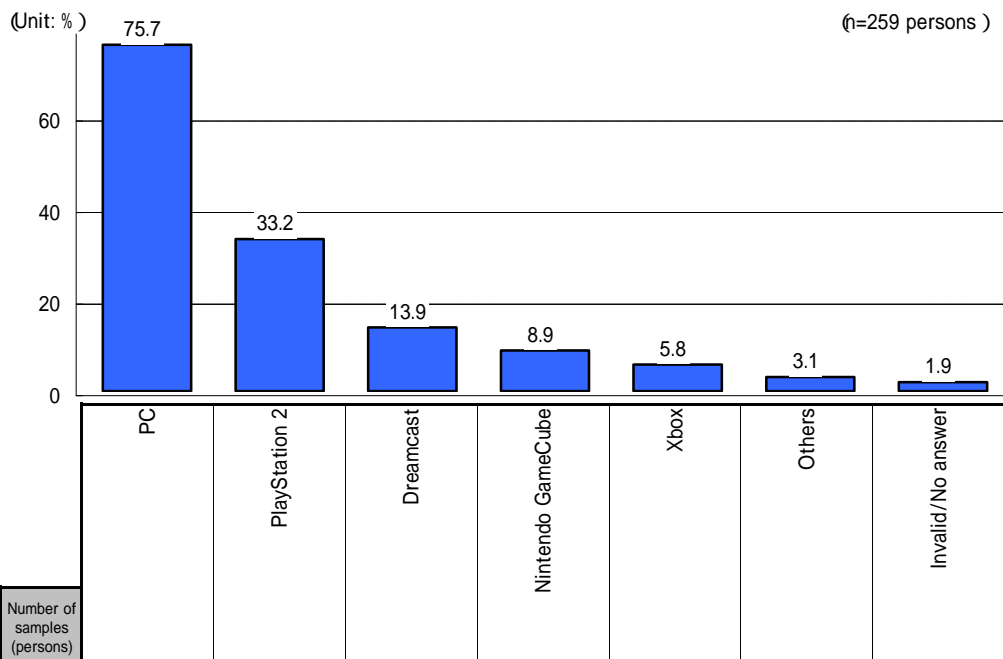
(Unit: %)

Personal computers were the most common type of hardware used to play network games.

### 3 - 2 .Consoles used to play network games

【Among current users of network games】 《Multiple answers》

Current users of network games : respondents who answered "I habitually play network games now".



TOKYO GAME SHOW 2004/ All the current users of network games		Number of samples (persons)	75.7	33.2	13.9	8.9	5.8	3.1	1.9
Gender and age	Male	223	76.7	34.1	14.3	8.1	5.8	3.6	1.8
	10~ 12	12	50.0	50.0	16.7	41.7	0.0	0.0	0.0
	13~ 15	27	81.5	37.0	3.7	3.7	7.4	0.0	0.0
	16~ 18	37	78.4	27.0	8.1	0.0	5.4	0.0	0.0
	19~ 24	63	82.5	34.9	12.7	4.8	6.3	4.8	0.0
	25~ 29	46	69.6	34.8	17.4	10.9	8.7	6.5	4.3
	30~ 39	26	84.6	30.8	34.6	11.5	3.8	7.7	7.7
	40~ 49	12	66.7	33.3	8.3	8.3	0.0	0.0	0.0
	Female	36	69.4	27.8	11.1	13.9	5.6	0.0	2.8
	10~ 12	4	75.0	0.0	0.0	25.0	0.0	0.0	0.0
	13~ 15	3	100.0	33.3	0.0	0.0	0.0	0.0	0.0
	16~ 18	1	0.0	0.0	0.0	100.0	0.0	0.0	0.0
	19~ 24	11	72.7	27.3	9.1	0.0	9.1	0.0	0.0
	25~ 29	6	33.3	33.3	16.7	0.0	16.7	0.0	16.7
30~ 39	9	77.8	33.3	22.2	33.3	0.0	0.0	0.0	
40~ 49	2	100.0	50.0	0.0	0.0	0.0	0.0	0.0	
User classification by frequency of game playing	Heavy user	135	78.5	33.3	17.0	9.6	5.2	1.5	1.5
	Middle user	89	71.9	38.2	7.9	5.6	5.6	5.6	0.0
	Light user	35	74.3	20.0	17.1	14.3	8.6	2.9	8.6

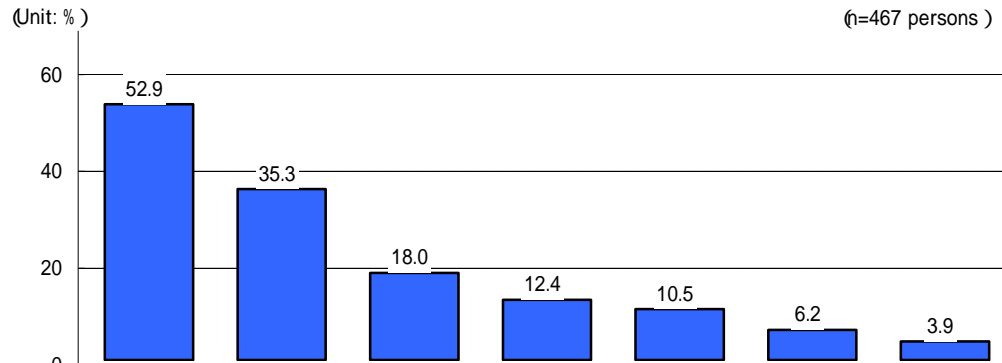
(Unit: %)



#### 4 - 1 .Genres of network games played

【Among users with experience of playing network games】 《Multiple answers》

Users with experience of playing network games :  
respondents who answered "I habitually play network games now" and "I used to play network games before".



		Number of samples (persons)	MMORPG (Massive multiplayer online role-playing game)	Multiple player online game	Web browser game	Strategic Simulation	FPS (First person shooter)	Others	Invalid/No answer
TOKYO GAME SHOW 2004/ All the users with experience of playing network games		467	52.9	35.3	18.0	12.4	10.5	6.2	3.9
Gender and age	Male	387	54.8	37.7	17.3	13.2	11.4	5.9	3.1
	10 ~ 12	27	22.2	40.7	22.2	14.8	11.1	0.0	18.5
	13 ~ 15	40	37.5	55.0	25.0	15.0	15.0	0.0	2.5
	16 ~ 18	67	59.7	43.3	22.4	11.9	13.4	1.5	0.0
	19 ~ 24	111	67.6	33.3	18.0	7.2	9.0	7.2	0.0
	25 ~ 29	74	64.9	36.5	6.8	18.9	12.2	10.8	0.0
	30 ~ 39	45	55.6	31.1	13.3	13.3	4.4	13.3	2.2
	40 ~ 49	23	13.0	26.1	21.7	21.7	21.7	0.0	21.7
	Female	80	43.8	23.8	21.3	8.8	6.3	7.5	7.5
	10 ~ 12	9	33.3	33.3	22.2	0.0	0.0	22.2	0.0
	13 ~ 15	8	37.5	37.5	12.5	25.0	0.0	0.0	12.5
	16 ~ 18	6	33.3	33.3	16.7	16.7	16.7	0.0	0.0
	19 ~ 24	20	45.0	25.0	20.0	5.0	10.0	15.0	5.0
	25 ~ 29	12	58.3	25.0	25.0	8.3	8.3	0.0	0.0
	30 ~ 39	18	55.6	11.1	22.2	5.6	0.0	0.0	16.7
	40 ~ 49	7	14.3	14.3	28.6	14.3	14.3	14.3	14.3
User classification by frequency of game playing	Heavy user	194	60.8	35.1	18.6	10.8	9.3	3.6	3.1
	Middle user	172	49.4	40.1	16.3	12.8	12.8	7.0	3.5
	Light user	101	43.6	27.7	19.8	14.9	8.9	9.9	5.9

(Unit: %)

•"MMORPG" was chosen by the respondents the most. Over half of the network game players stated that they had experienced playing MMORPG.

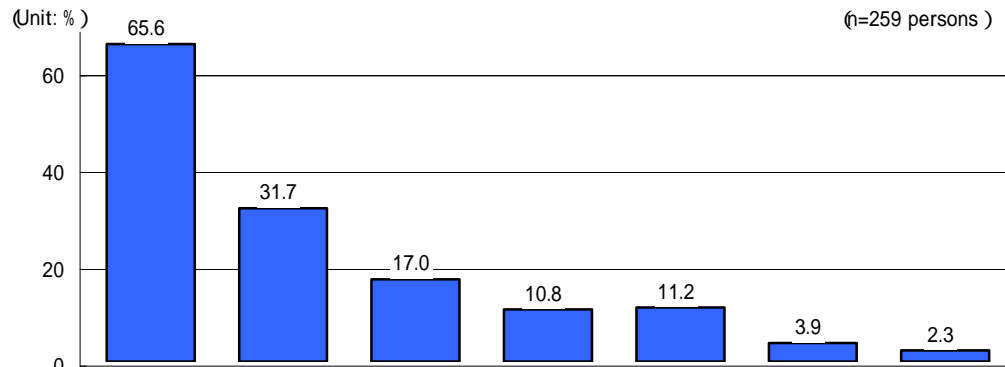
•Middle users of household videogames had a relatively higher rate of experience of playing "Multiple player online game" and "FPS".

•More female users than male users experienced "Web browser game".

4 - 2 .Genres of network games played

【Among current users of network games】 《Multiple answers》

Current users of network games : respondents who answered "I habitually play network games now".



		Number of samples (persons)	MMORPG (Massive multiplayer online role-playing game)	Multiple player online game	Web browser game	Strategic Simulation	FPS (First person shooter)	Others	Invalid/No answer
TOKYO GAME SHOW 2004/ All the current users of network games		259	65.6	31.7	17.0	10.8	11.2	3.9	2.3
Gender and age	Male	223	65.9	33.6	16.6	11.2	11.7	4.0	2.2
	10~ 12	12	41.7	33.3	25.0	16.7	16.7	0.0	8.3
	13~ 15	27	51.9	48.1	29.6	11.1	18.5	0.0	3.7
	16~ 18	37	70.3	35.1	27.0	8.1	16.2	0.0	0.0
	19~ 24	63	79.4	27.0	9.5	7.9	7.9	4.8	0.0
	25~ 29	46	69.6	30.4	2.2	10.9	13.0	8.7	0.0
	30~ 39	26	65.4	38.5	19.2	15.4	3.8	7.7	3.8
	40~ 49	12	25.0	33.3	33.3	25.0	8.3	0.0	16.7
	Female	36	63.9	19.4	19.4	8.3	8.3	2.8	2.8
	10~ 12	4	50.0	25.0	50.0	0.0	0.0	0.0	0.0
	13~ 15	3	66.7	33.3	33.3	33.3	0.0	0.0	0.0
	16~ 18	1	100.0	0.0	0.0	0.0	0.0	0.0	0.0
	19~ 24	11	54.5	27.3	9.1	0.0	9.1	9.1	0.0
	25~ 29	6	66.7	16.7	16.7	16.7	16.7	0.0	0.0
30~ 39	9	77.8	11.1	11.1	11.1	0.0	0.0	11.1	
40~ 49	2	50.0	0.0	50.0	0.0	50.0	0.0	0.0	
User classification by frequency of game playing	Heavy user	135	70.4	32.6	15.6	10.4	10.4	3.7	2.2
	Middle user	89	60.7	31.5	15.7	11.2	13.5	4.5	2.2
	Light user	35	60.0	28.6	25.7	11.4	8.6	2.9	2.9

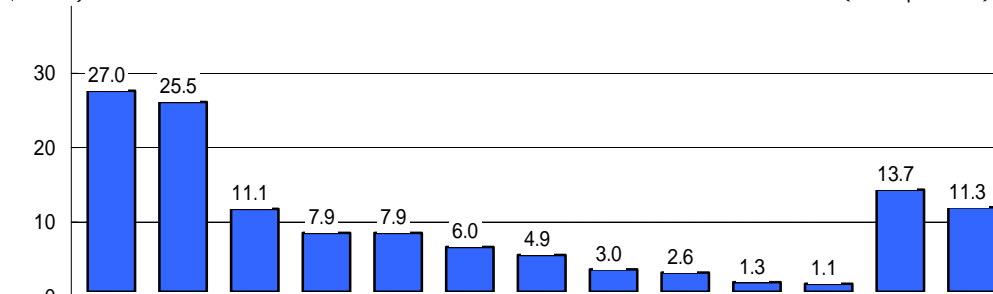
(Unit: %)

## 5 - 1 .Payments for network games

【Among users with experience of playing network games】 《Multiple answers》

Users with experience of playing network games :  
respondents who answered "I habitually play network games now" and "I used to play network games before".

(Unit: %) (n=467 persons)



		Number of samples (persons)	Pre-paid card type electronic money (e.g. WebMoney and BitCash)	Credit card	ISP (Internet Service Provider)	Payment from a convenience store	I use a game arcade and pay each time I play a game.	Cash transfer from a bank	Automatic payment from a bank account	I use a complex cafe and pay there.	Network type electronic money (e.g. CyberCoin, Millicent and e-cash)	Pre-paid electronic money (e.g. Edy)	Internet bank (e.g. Japan Net Bank)	I don't know because another family member takes care of it.	Invalid/No answer
TOKYO GAME SHOW 2004/ All the users with experience of playing network games		467	27.0	25.5	11.1	7.9	7.9	6.0	4.9	3.0	2.6	1.3	1.1	13.7	11.3
Gender and age	Male	387	29.5	26.9	11.4	7.8	8.5	6.2	4.4	3.4	2.8	1.6	1.3	11.4	9.8
	10~ 12	27	11.1	7.4	3.7	3.7	14.8	0.0	3.7	0.0	0.0	3.7	0.0	33.3	29.6
	13~ 15	40	27.5	10.0	5.0	5.0	10.0	0.0	7.5	7.5	0.0	0.0	0.0	35.0	12.5
	16~ 18	67	37.3	10.4	6.0	11.9	11.9	6.0	7.5	3.0	1.5	3.0	1.5	16.4	7.5
	19~ 24	111	37.8	19.8	10.8	9.0	4.5	9.9	3.6	0.9	8.1	0.0	0.0	8.1	11.7
	25~ 29	74	21.6	52.7	14.9	5.4	5.4	8.1	4.1	5.4	0.0	2.7	2.7	1.4	4.1
	30~ 39	45	31.1	48.9	15.6	11.1	11.1	4.4	0.0	4.4	0.0	2.2	2.2	0.0	4.4
	40~ 49	23	13.0	34.8	30.4	0.0	13.0	4.3	4.3	4.3	4.3	0.0	4.3	0.0	8.7
	Female	80	15.0	18.8	10.0	8.8	5.0	5.0	7.5	1.3	1.3	0.0	0.0	25.0	18.8
	10~ 12	9	11.1	22.2	0.0	11.1	11.1	0.0	0.0	0.0	0.0	0.0	0.0	55.6	0.0
	13~ 15	8	25.0	0.0	0.0	0.0	0.0	12.5	12.5	0.0	0.0	0.0	0.0	25.0	25.0
	16~ 18	6	16.7	0.0	0.0	16.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0
	19~ 24	20	25.0	15.0	5.0	15.0	5.0	5.0	0.0	5.0	5.0	0.0	0.0	15.0	25.0
	25~ 29	12	8.3	25.0	25.0	8.3	0.0	8.3	8.3	0.0	0.0	0.0	0.0	8.3	25.0
30~ 39	18	11.1	33.3	11.1	5.6	0.0	5.6	22.2	0.0	0.0	0.0	0.0	22.2	16.7	
40~ 49	7	0.0	14.3	28.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.6	28.6	
User classification by frequency of game playing	Heavy user	194	32.5	28.4	10.3	9.3	6.2	4.1	5.7	2.1	1.0	1.5	1.0	17.0	8.2
	Middle user	172	24.4	20.9	11.6	7.0	9.3	8.7	5.8	4.7	5.2	0.6	0.6	13.4	12.2
	Light user	101	20.8	27.7	11.9	6.9	8.9	5.0	2.0	2.0	1.0	2.0	2.0	7.9	15.8

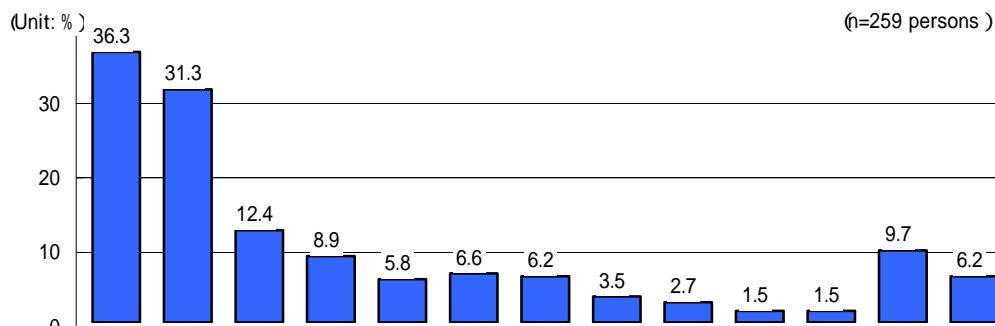
(Unit: %)

- A higher proportion of respondents used "Pre-paid card type electronic money (e.g. WebMoney and BitCash)" and "Credit card".
- Male users aged over 25 and light users of household videogames tended to make a payment by "Credit card".
- Many users aged below 18 and female users aged over 30 answered "they didn't know because another family member took care of it".

## 5 - 2 .Payments for network games

【Among current users of network games】 《Multiple answers》

Current users of network games : respondents who answered "I habitually play network games now".



		Number of samples (persons)	Pre-paid card type electronic money (e.g. WebMoney and BitCash)	Credit card	ISP (Internet Service Provider)	Payment from a convenience store	I use a game arcade and pay each time I play a game.	Cash transfer from a bank	Automatic payment from a bank account	I use a complex cafe and pay there.	Network type electronic money (e.g. CyberCoin, Millicent and e-cash)	Pre-paid electronic money (e.g. Edy)	Internet bank (e.g. Japan Net Bank)	I don't know because another family member takes care of it.	Invalid/No answer	
TOKYO GAME SHOW 2004/ All the current users of network games		259	36.3	31.3	12.4	8.9	5.8	6.6	6.2	3.5	2.7	1.5	1.5	9.7	6.2	
Gender and age	Male	223	38.1	31.4	12.1	8.5	6.7	6.3	5.4	4.0	2.7	1.8	1.8	9.0	6.3	
	10~ 12	12	16.7	16.7	0.0	0.0	16.7	0.0	0.0	0.0	0.0	8.3	0.0	50.0	16.7	
	13~ 15	27	33.3	11.1	7.4	7.4	3.7	0.0	11.1	7.4	0.0	0.0	0.0	25.9	11.1	
	16~ 18	37	48.6	10.8	8.1	8.1	5.4	5.4	10.8	0.0	2.7	5.4	2.7	13.5	8.1	
	19~ 24	63	52.4	23.8	14.3	9.5	4.8	9.5	6.3	1.6	6.3	0.0	0.0	3.2	4.8	
	25~ 29	46	23.9	58.7	10.9	8.7	6.5	8.7	2.2	8.7	0.0	2.2	4.3	0.0	2.2	
	30~ 39	26	38.5	46.2	15.4	15.4	15.4	3.8	0.0	3.8	0.0	0.0	3.8	0.0	3.8	
	40~ 49	12	16.7	58.3	33.3	0.0	0.0	8.3	0.0	8.3	8.3	0.0	0.0	0.0	0.0	8.3
	Female	36	25.0	30.6	13.9	11.1	0.0	8.3	11.1	0.0	2.8	0.0	0.0	13.9	5.6	
	10~ 12	4	25.0	25.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0
	13~ 15	3	0.0	0.0	0.0	0.0	0.0	33.3	33.3	0.0	0.0	0.0	0.0	0.0	33.3	0.0
	16~ 18	1	100.0	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
	19~ 24	11	36.4	27.3	9.1	18.2	0.0	0.0	0.0	0.0	9.1	0.0	0.0	9.1	9.1	
25~ 29	6	16.7	16.7	50.0	16.7	0.0	16.7	16.7	0.0	0.0	0.0	0.0	0.0	0.0		
30~ 39	9	22.2	55.6	0.0	0.0	0.0	11.1	22.2	0.0	0.0	0.0	0.0	11.1	11.1		
40~ 49	2	0.0	50.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
User classification by frequency of game playing	Heavy user	135	37.8	35.6	11.1	8.9	3.0	5.2	7.4	2.2	1.5	2.2	1.5	11.9	5.9	
	Middle user	89	34.8	23.6	14.6	5.6	10.1	9.0	6.7	4.5	5.6	1.1	1.1	6.7	6.7	
	Light user	35	34.3	34.3	11.4	17.1	5.7	5.7	0.0	5.7	0.0	0.0	2.9	8.6	5.7	

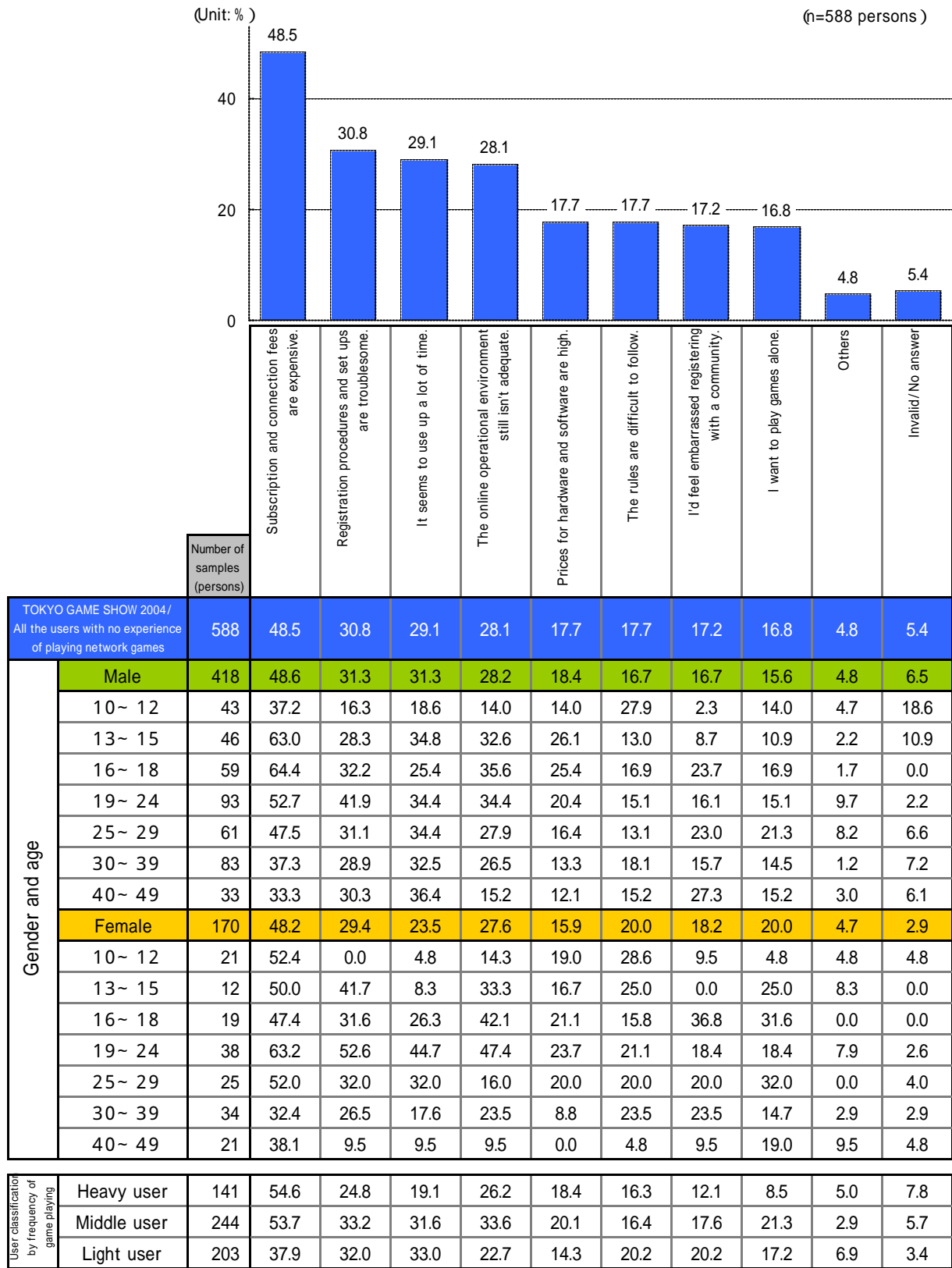
(Unit: %)

♣Male users aged over 25 and light users of household videogames tended to make a payment by "Credit card".

## 6.Reasons for not playing network games

【Among users with no experience of playing network games】 《Multiple answers》

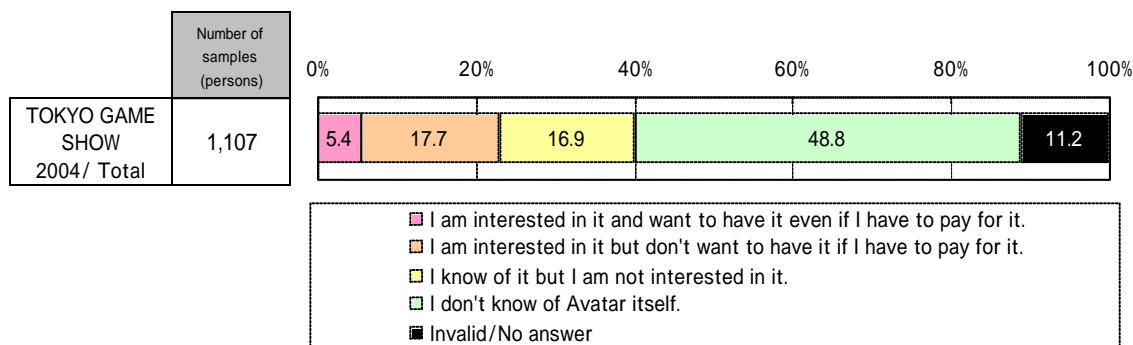
Users with no experience of playing network games : respondents who answered "I have an interest but have never played network games" and "I have no interest nor have played network games."



(Unit: % )

•The top reason given by respondents was "expensiveness of subscription and connection fees". Frequent users of household videogames tended to give this answer.  
 •More female users than male users answered, "The rules are difficult to follow", "I'd feel embarrassed registering with a community" and "I want to play games alone".  
 •Middle users of household videogames tended to be concerned about "registration procedures and set ups" and "online operational environment" while light users were worried about time consumption.

## 7. Interest in Avatar

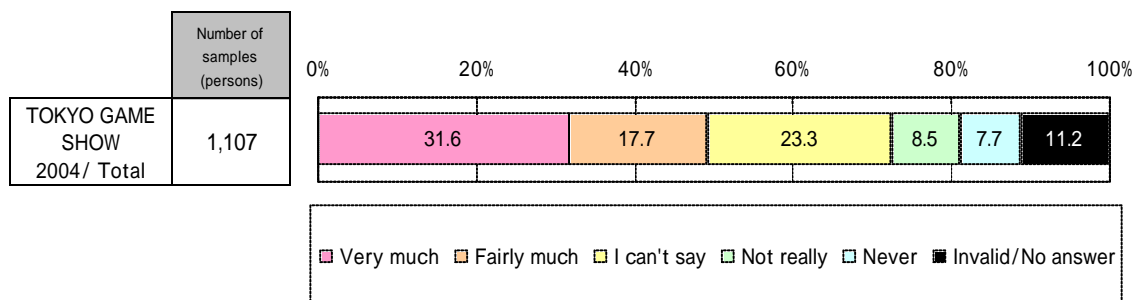


		Number of samples (persons)	I am interested in it and want to have it even if I have to pay for it.	I am interested in it but don't want to have it if I have to pay for it.	I know of it but I am not interested in it.	I don't know of Avatar itself.	Invalid/No answer
TOKYO GAME SHOW 2004/ Total		1,107	5.4	17.7	16.9	48.8	11.2
Gender and age	Male	844	5.7	17.4	18.1	47.6	11.1
	10~ 12	78	9.0	6.4	10.3	51.3	23.1
	13~ 15	98	6.1	28.6	10.2	40.8	14.3
	16~ 18	129	7.8	22.5	17.1	45.0	7.8
	19~ 24	210	5.2	17.6	18.1	48.6	10.5
	25~ 29	141	3.5	14.9	25.5	49.6	6.4
	30~ 39	130	3.8	16.9	21.5	48.5	9.2
	40~ 49	58	6.9	8.6	19.0	50.0	15.5
	Female	263	4.6	18.6	12.9	52.5	11.4
	10~ 12	32	9.4	15.6	12.5	53.1	9.4
	13~ 15	21	4.8	23.8	14.3	47.6	9.5
	16~ 18	25	0.0	12.0	20.0	68.0	0.0
	19~ 24	62	4.8	16.1	11.3	54.8	12.9
	25~ 29	40	5.0	25.0	12.5	37.5	20.0
30~ 39	54	3.7	18.5	14.8	53.7	9.3	
40~ 49	29	3.4	20.7	6.9	55.2	13.8	
User classification by frequency of game playing	Heavy user	355	5.4	20.0	13.2	48.5	13.0
	Middle user	433	6.5	17.6	19.6	46.4	9.9
	Light user	319	4.1	15.4	17.2	52.4	11.0

(Unit: % )

• Nearly half of the respondents didn't know of Avatar itself.  
 • The proportion of the respondents interested in Avatar totaled 23.1%, which included those who had interest but no intention of getting it if they had to pay for it. A relatively high proportion of the male group aged between 13 and 15 expressed interest.

## 8 - 1 .Intention to play network games



		Number of samples (persons)	Very much	Fairly much	I can't say	Not really	Never	Invalid/ No answer
TOKYO GAME SHOW 2004/ Total		1,107	31.6	17.7	23.3	8.5	7.7	11.2
Gender and age	Male	844	34.0	16.9	22.3	7.8	7.7	11.3
	10~ 12	78	23.1	14.1	19.2	6.4	12.8	24.4
	13~ 15	98	43.9	15.3	20.4	1.0	4.1	15.3
	16~ 18	129	47.3	16.3	15.5	5.4	7.8	7.8
	19~ 24	210	33.3	19.0	22.4	10.5	6.7	8.1
	25~ 29	141	35.5	20.6	19.9	7.8	8.5	7.8
	30~ 39	130	25.4	15.4	30.8	12.3	4.6	11.5
	40~ 49	58	20.7	12.1	31.0	6.9	15.5	13.8
	Female	263	24.0	20.2	26.6	10.6	7.6	11.0
	10~ 12	32	37.5	18.8	18.8	9.4	6.3	9.4
	13~ 15	21	38.1	19.0	28.6	4.8	4.8	4.8
	16~ 18	25	24.0	40.0	24.0	8.0	0.0	4.0
	19~ 24	62	32.3	19.4	19.4	11.3	4.8	12.9
	25~ 29	40	15.0	15.0	27.5	12.5	7.5	22.5
30~ 39	54	14.8	16.7	31.5	13.0	13.0	11.1	
40~ 49	29	10.3	20.7	41.4	10.3	13.8	3.4	
User classification by frequency of game playing	Heavy user	355	45.1	14.1	17.5	4.2	5.6	13.5
	Middle user	433	28.9	23.1	23.1	8.1	7.6	9.2
	Light user	319	20.4	14.4	30.1	13.8	10.0	11.3

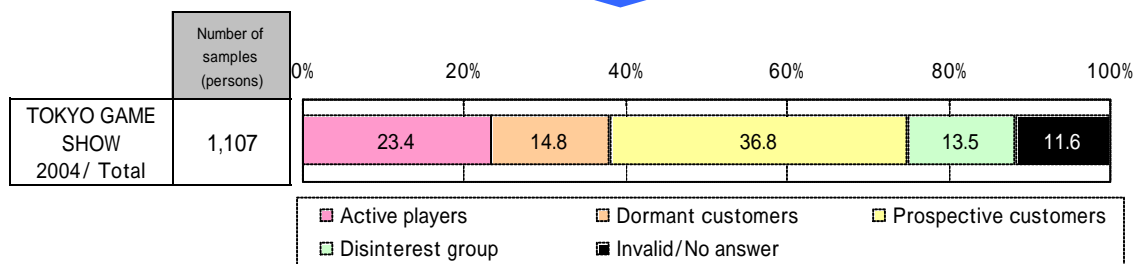
(Unit: % )

- Nearly half of the respondents expressed an intention to play network games and the highest rates were observed among the male and female groups aged between 16 and 18.
- 23.3% of the respondents gave noncommittal answers and this tendency was particularly noticeable among female users.
- A higher proportion of frequent users of household videogames expressed an intention to play network games.

## 8 - 2 .Categorization of customers of network games

"Experience of playing network games" and "Intention to play network games" were crossed to create four major groups.

		Experience of playing network games			
		I habitually play network games now	I used to play network games before	I have an interest but have never played network games	I have no interest nor have played network games
Intention to play network games	Very much	Active players	Dormant customers	Prospective customers	
	Fairly much				
	I can't say				
	Not really	Disinterest group			
	Never				



		Number of samples (persons)	Active players	Dormant customers	Prospective customers	Disinterest group	Invalid/No answer
TOKYO GAME SHOW 2004/ Total		1,107	23.4	14.8	36.8	13.5	11.6
Gender and age	Male	844	26.4	15.2	34.2	12.7	11.5
	10~ 12	78	15.4	11.5	30.8	14.1	28.2
	13~ 15	98	27.6	13.3	39.8	4.1	15.3
	16~ 18	129	28.7	17.8	35.7	9.3	8.5
	19~ 24	210	30.0	18.1	30.5	13.8	7.6
	25~ 29	141	32.6	17.0	27.7	14.2	8.5
	30~ 39	130	20.0	10.0	45.4	14.6	10.0
	40~ 49	58	20.7	13.8	31.0	20.7	13.8
	Female	263	13.7	13.7	44.9	16.0	11.8
	10~ 12	32	12.5	15.6	46.9	15.6	9.4
	13~ 15	21	14.3	23.8	47.6	9.5	4.8
	16~ 18	25	4.0	20.0	68.0	8.0	0.0
	19~ 24	62	17.7	9.7	43.5	12.9	16.1
	25~ 29	40	15.0	12.5	30.0	20.0	22.5
30~ 39	54	16.7	9.3	42.6	18.5	13.0	
40~ 49	29	6.9	17.2	48.3	24.1	3.4	
User classification by frequency of game playing	Heavy user	355	38.0	14.4	28.7	8.5	10.4
	Middle user	433	20.6	15.0	40.9	12.5	11.1
	Light user	319	11.0	15.0	40.1	20.4	13.5

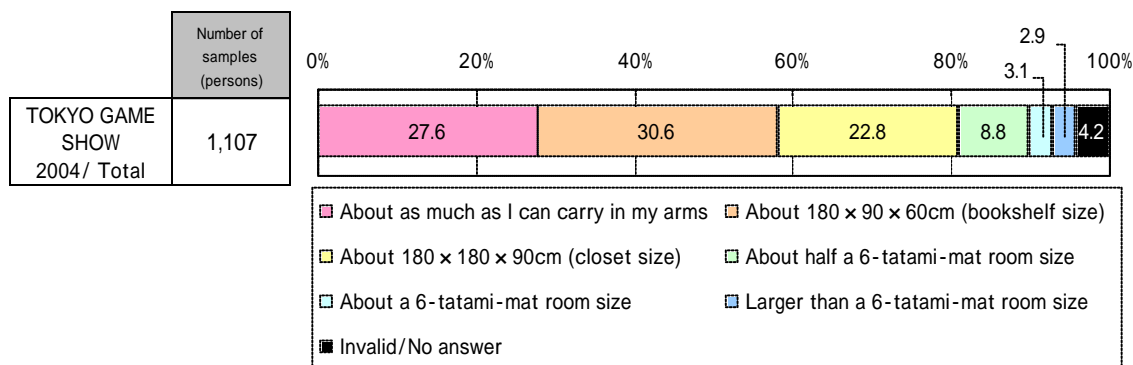
(Unit: %)

- The total number of dormant customers and prospective customers accounted for 51.6%, suggesting that over half of the total respondents were a potential source of consumer demand.
- The proportion of prospective customers was higher among female users than among male users. The rate was as high as 68% in the female group aged between 16 and 18.
- Middle users of household videogames exhibited the highest proportion of prospective customers.



# .Space for Hardware and Software at Home

## 1 .Amount of hardware and software



		Number of samples (persons)	About as much as I can carry in my arms	About 180 × 90 × 60cm (bookshelf size)	About 180 × 180 × 90cm (closet size)	About half a 6-tatami-mat room size	About a 6-tatami-mat room size	Larger than a 6-tatami-mat room size	Invalid/No answer
TOKYO GAME SHOW 2004/ Total		1,107	27.6	30.6	22.8	8.8	3.1	2.9	4.2
Gender and age	Male	844	27.3	30.1	23.9	9.1	3.4	3.4	2.7
	10~ 12	78	35.9	30.8	16.7	9.0	5.1	0.0	2.6
	13~ 15	98	20.4	39.8	21.4	9.2	3.1	3.1	3.1
	16~ 18	129	23.3	32.6	23.3	8.5	3.1	6.2	3.1
	19~ 24	210	30.0	28.6	26.7	7.1	4.3	1.0	2.4
	25~ 29	141	22.0	28.4	26.2	14.9	2.1	5.0	1.4
	30~ 39	130	26.9	24.6	25.4	8.5	2.3	6.9	5.4
	40~ 49	58	39.7	29.3	20.7	5.2	5.2	0.0	0.0
	Female	263	28.9	32.3	19.0	7.6	1.9	1.1	9.1
	10~ 12	32	43.8	21.9	6.3	6.3	9.4	3.1	9.4
	13~ 15	21	14.3	38.1	23.8	4.8	4.8	0.0	14.3
	16~ 18	25	8.0	52.0	20.0	12.0	0.0	0.0	8.0
	19~ 24	62	30.6	30.6	24.2	8.1	0.0	1.6	4.8
	25~ 29	40	30.0	30.0	20.0	10.0	0.0	2.5	7.5
30~ 39	54	29.6	33.3	14.8	9.3	1.9	0.0	11.1	
40~ 49	29	34.5	27.6	24.1	0.0	0.0	0.0	13.8	
User classification by frequency of game playing	Heavy user	355	20.8	31.8	23.4	11.5	4.5	4.2	3.7
	Middle user	433	26.8	31.6	25.9	8.1	2.8	1.8	3.0
	Light user	319	36.4	27.9	17.9	6.6	1.9	2.8	6.6

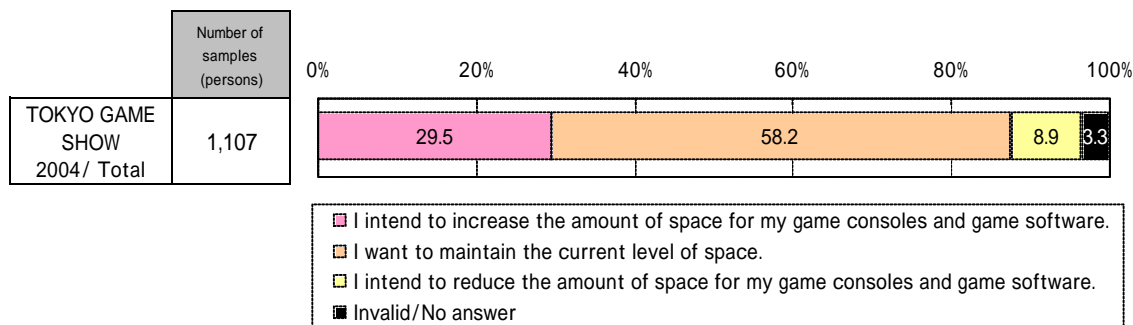
(Unit: % )

• "About 180 × 90 × 60cm" was the most common answer the respondents gave. When including the answer of "about as much as I can carry in my arms" into account, nearly 60% of the total respondents used a space as large as a bookshelf .

• Both male and female groups aged between 10 and 12 as well as light users of household videogames kept a space about as much as they could carry in their arms.

• The proportion of the respondents who used a space larger than a 6-tatami-mat room was 2.9%, and the rate was higher particularly among the male groups aged between 16 and 18 and between 30 and 39.

## 2 .Plan for hardware and software space



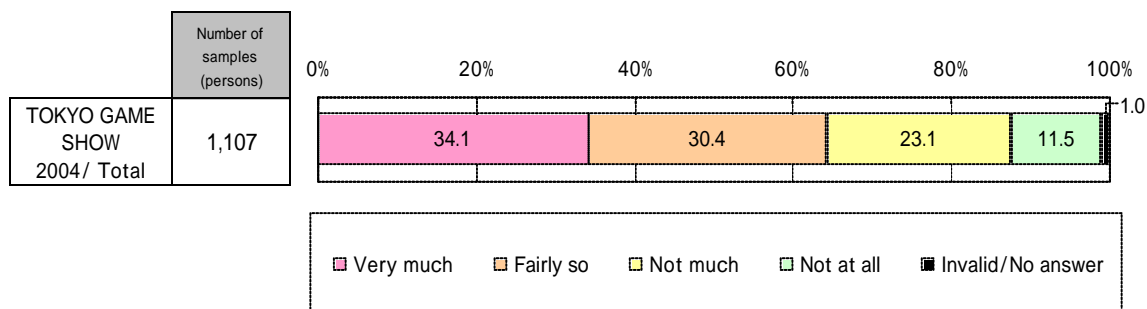
		Number of samples (persons)	I intend to increase the amount of space for my game consoles and game software	I want to maintain the current level of space.	I intend to reduce the amount of space for my game consoles and game software	Invalid/No answer
<b>TOKYO GAME SHOW 2004/ Total</b>		<b>1,107</b>	<b>29.5</b>	<b>58.2</b>	<b>8.9</b>	<b>3.3</b>
<b>Gender and age</b>	<b>Male</b>	<b>844</b>	<b>29.1</b>	<b>58.3</b>	<b>9.8</b>	<b>2.7</b>
	10~ 12	78	34.6	61.5	2.6	1.3
	13~ 15	98	37.8	58.2	3.1	1.0
	16~ 18	129	41.1	52.7	3.1	3.1
	19~ 24	210	25.2	61.9	10.0	2.9
	25~ 29	141	24.8	56.0	16.3	2.8
	30~ 39	130	18.5	58.5	17.7	5.4
	40~ 49	58	29.3	58.6	12.1	0.0
	<b>Female</b>	<b>263</b>	<b>30.8</b>	<b>57.8</b>	<b>6.1</b>	<b>5.3</b>
	10~ 12	32	34.4	50.0	12.5	3.1
	13~ 15	21	61.9	38.1	0.0	0.0
	16~ 18	25	40.0	56.0	0.0	4.0
	19~ 24	62	37.1	50.0	8.1	4.8
	25~ 29	40	22.5	67.5	2.5	7.5
	30~ 39	54	20.4	66.7	5.6	7.4
	40~ 49	29	13.8	69.0	10.3	6.9
<b>User classification by frequency of game playing</b>	Heavy user	355	41.1	53.0	4.2	1.7
	Middle user	433	30.7	59.1	7.6	2.5
	Light user	319	15.0	62.7	16.0	6.3
<b>Amount of hardware and software</b>	About as much as I can carry in my	306	22.5	65.4	11.1	1.0
	About 180 x 90 x 60cm	339	28.9	64.0	6.8	0.3
	About 180 x 180 x 90cm	252	32.9	57.9	8.7	0.4
	About half a 6-tatami-mat room	97	40.2	47.4	12.4	0.0
	About a 6-tatami-mat room size	34	38.2	50.0	8.8	2.9
	Larger than a 6-tatami-mat room	32	65.6	21.9	12.5	0.0
	Invalid/No answer	47	8.5	23.4	2.1	66.0

(Unit: % )

- Most respondents wanted to maintain their current level of space, accounting for nearly 60% of all those surveyed, which was followed by about 30% of those who intended to increase the level of space they used. The proportion of users who planned to reduce their space was less than 10%.
- Younger user and heavy user groups generally intended to increase their level of space whereas older user and light user groups intended to reduce theirs.
- Those who had a higher amount of hardware and software answered that they intended to increase their level of space at their hitherto rate.

# .The Olympics and Videogames

## 1 - 1 .Interest in the Athens Olympics



		Number of samples (persons)	Very much	Fairly so	Not much	Not at all	Invalid/ No answer
TOKYO GAME SHOW 2004/ Total		1,107	34.1	30.4	23.1	11.5	1.0
Gender and age	Male	844	35.4	28.8	22.5	12.3	0.9
	10~ 12	78	42.3	20.5	21.8	14.1	1.3
	13~ 15	98	35.7	26.5	25.5	12.2	0.0
	16~ 18	129	30.2	24.8	24.8	20.2	0.0
	19~ 24	210	31.9	31.9	22.4	12.4	1.4
	25~ 29	141	34.8	29.8	24.1	9.9	1.4
	30~ 39	130	34.6	33.1	20.0	11.5	0.8
	40~ 49	58	53.4	29.3	15.5	0.0	1.7
	Female	263	29.7	35.4	25.1	8.7	1.1
	10~ 12	32	21.9	31.3	37.5	9.4	0.0
	13~ 15	21	33.3	33.3	23.8	9.5	0.0
	16~ 18	25	24.0	32.0	28.0	16.0	0.0
	19~ 24	62	21.0	41.9	30.6	6.5	0.0
	25~ 29	40	20.0	47.5	25.0	5.0	2.5
30~ 39	54	37.0	31.5	16.7	14.8	0.0	
40~ 49	29	58.6	20.7	13.8	0.0	6.9	
User classification by frequency of game playing	Heavy user	355	33.0	27.0	21.4	18.3	0.3
	Middle user	433	32.3	31.2	26.1	9.0	1.4
	Light user	319	37.6	32.9	21.0	7.2	1.3

(Unit: % )

- Over 60% of the total respondents had an interest in the Athens Olympics very much or fairly so.
- Both male and female users aged between 16 and 18 and the female group aged between 10 and 12 showed little interest while both male and female users aged between 40 and 49 expressed greater interest.
- Frequent game players tended to have little interest in the Athens Olympics.

1 - 2. Topics associated with the Athens Olympics 《free answer》  
 (Among those who were "very much" or "fairly" interested in the Athens Olympics )

(470 total effective answers from n=713 respondents)

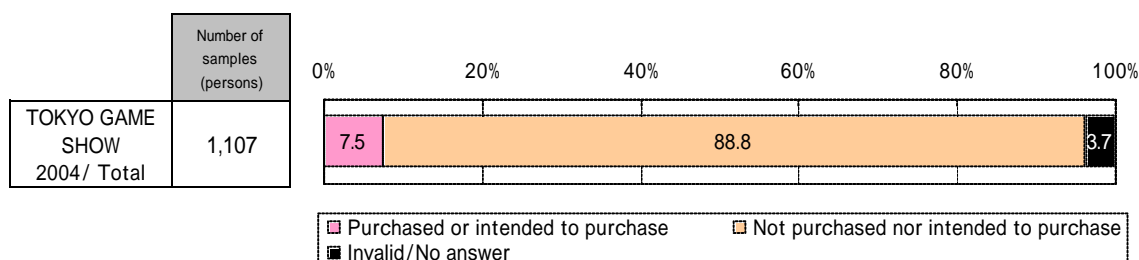
Description	Count
<b>Achievements of Japanese athletes/Gold medal rush</b>	82
<ul style="list-style-type: none"> <li>•Achievements of Japanese athletes</li> <li>•The record number of medals Japan has ever won</li> <li>•Japan did a good job! Gold medals.</li> <li>•The number of gold medals Japan won.</li> <li>•Japan 's gold medal rush</li> <li>•The increasing number of medals earned everyday.</li> <li>•Japan 's medal rush interested me in the Olympics</li> </ul> <ul style="list-style-type: none"> <li>•The number of gold medals</li> <li>•Events where a gold medal was expected to be won</li> <li>•Gold medal rush.</li> <li>•So many gold medals.</li> <li>•It seemed that many medals were earned.</li> <li>•The athletes did well and got many medals.</li> </ul> <p style="text-align: right;">... etc.</p>	
<b>Swimming</b>	77
<ul style="list-style-type: none"> <li>•Swimming race .. 57 respondents ("How many medals can be earned in swimming races?", "Gold medal rush in swimming" ... )</li> <li>•Kosuke Kitajima .. 14 respondents ("Swimmer Kitajima", "Kitajima is great", "His comment, 'Cho, Kimochi-ii'..." )</li> <li>•Synchronized swimming .. 6 respondents ("Synchronized swimming is fun to watch", "I was moved by the TV drama about synchronized swimming" ... )</li> </ul>	
<b>Judo</b>	74
<ul style="list-style-type: none"> <li>•Judo .. 65 respondents ("I enjoyed watching Judo" ... )</li> <li>•Ryoko Tani .. 6 respondents ("Tamura won the gold medal", "Yawara-chan" ... )</li> <li>•Tadahiro Nomura .. 3 respondents ("Nomura has won three consecutive Olympic judo titles" ... )</li> </ul>	
<b>Field and track events</b>	46
<ul style="list-style-type: none"> <li>•Marathon .. 27 respondents ("Women's marathon", "Mizuki Noguchi won the gold medal for Women's marathon", "Interference in the men's marathon" ... )</li> <li>•Hammer throw .. 14 respondents ("Murofushi", "Murofushi was awarded the gold medal", "Murofushi and Annus" ... )</li> <li>•Other events .. 5 respondents ("Suetsugu" ... )</li> </ul>	
<b>Baseball</b>	46
<ul style="list-style-type: none"> <li>•"Whether Japanese baseball team can win a gold medal?", "the team won a bronze medal", "Nagashima JAPAN", "Anger against Hatanaka" ...</li> </ul>	
<b>Soccer</b>	29
<ul style="list-style-type: none"> <li>•"Whether Japanese soccer team can win a medal?", "How far Japanese team can go?", "Results of Japanese soccer team" ...</li> </ul>	
<b>Gymnastics</b>	18
<ul style="list-style-type: none"> <li>•"Team competition", "Victory of the Japanese team", "Japan lifts men's gymnastics team gold" ...</li> </ul>	
<b>Interests in sports and the Olympic Games as a whole</b>	14
<ul style="list-style-type: none"> <li>•"I like sports", "I have been interested in the Olympic Games", "All events in the Olympics", "Competitions" ...</li> </ul>	
<b>Table tennis</b>	9
<ul style="list-style-type: none"> <li>•"How far can Ai-chan win the games?" ...</li> </ul>	
<b>Volleyball</b>	9
<ul style="list-style-type: none"> <li>•"Whether Japanese women's volleyball team win the games?" ...</li> </ul>	
<b>Wrestling</b>	8
<ul style="list-style-type: none"> <li>•"Women's wrestling", "Animal Hamaguchi", "Father and daughter of the Hamaguchi Family", "Kiaida"</li> </ul>	
<b>Archery</b>	7
<ul style="list-style-type: none"> <li>•"Mr. Yamamoto in archery" ...</li> </ul>	
Other minor opinions were omitted.	

Note 1) Original Japanese scripts have been translated directly into English.

Note 2) Multiple answers were accepted and counted for individual topic.

✦ Many respondents said that they were interested in the achievements and gold medal rush of Japanese athletes.  
 ✦ Among all the competitive events, swimming and Judo were their chief interests.  
 ✦ Kosuke Kitajima was the most named individual athlete.

## 2 .Purchase of Olympic related game software in this year



		Number of samples (persons)	Purchased or intended to purchase	Not purchased nor intended to purchase	Invalid/ No answer
TOKYO GAME SHOW 2004/ Total		1,107	7.5	88.8	3.7
Gender and age	Male	844	8.3	88.2	3.6
	10~ 12	78	10.3	78.2	11.5
	13~ 15	98	10.2	89.8	0.0
	16~ 18	129	8.5	89.1	2.3
	19~ 24	210	7.1	90.5	2.4
	25~ 29	141	9.2	86.5	4.3
	30~ 39	130	7.7	89.2	3.1
	40~ 49	58	5.2	89.7	5.2
	Female	263	4.9	90.9	4.2
	10~ 12	32	6.3	93.8	0.0
	13~ 15	21	4.8	90.5	4.8
	16~ 18	25	4.0	96.0	0.0
	19~ 24	62	8.1	88.7	3.2
	25~ 29	40	7.5	87.5	5.0
	30~ 39	54	1.9	94.4	3.7
	40~ 49	29	0.0	86.2	13.8

User classification by frequency of game playing	Number of samples (persons)	Purchased or intended to purchase	Not purchased nor intended to purchase	Invalid/ No answer
Heavy user	355	8.5	88.5	3.1
Middle user	433	9.0	87.1	3.9
Light user	319	4.4	91.5	4.1

Interest in the Athens Olympics	Number of samples (persons)	Purchased or intended to purchase	Not purchased nor intended to purchase	Invalid/ No answer
Interested ( )	713	10.1	87.9	2.0
Not interested ( )	383	2.9	92.7	4.4
Invalid/No answer	11	0.0	9.1	90.9

(Unit: % )

The respondents who selected "Very much" and "Fairly so" were grouped into a "Interested" category and those who selected "Not much" and "Not at all" were grouped into a "Not interested" category.

- Only 7.5% of the respondents purchased or planned to purchase game software related to the Olympics or Olympic competitive events.
- The male group aged between 10 and 15 and the female group aged between 19 and 29 indicated relatively positively that they already had, or soon intended to make purchases.
- The most popular individual title, named by 11 respondents, was "WORLD SOCCER WINNING ELEVEN 8". But, among individual titles and series combined, the most popular was "Jikkyou Pawafuru Puroyakyu" which collected 20 votes.

Game software titles related to the Olympics or Olympic competitive events which the respondents purchased or intended to purchase (free answer)

(40 total effective answers from n=83 respondents )

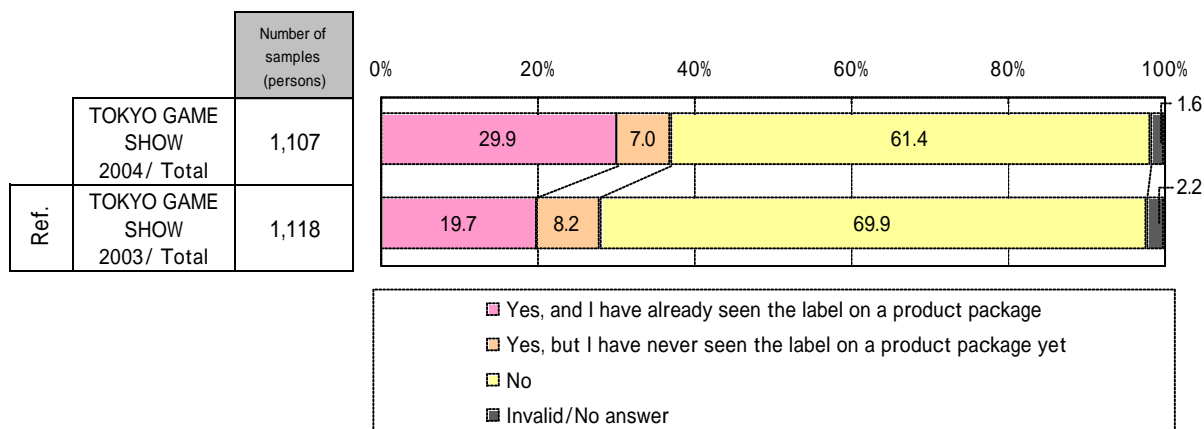
Title	Quantity
"WORLD SOCCER WINNING ELEVEN 8"	11
"Jikkyou Pawafuru Puroyakyu 11"	10
"Jikkyou Pawafuru Puroyakyu" series	each
"WINNING ELEVEN" series	3
"The Prince of Tennis" series	2
"Necchu! Puroyakyu"	
"Netsal"	1
" NBA Live 2004"	each
"Tottoko Hamutaro Hamu Hamu Sports"	

Note 1) Original Japanese scripts have been translated directly into English.

Note 2) Although multiple answers were accepted for individual titles, names of game titles from the same series were counted as one title.

# .Rating Label

## 1 .Recognition of a rating label



		Number of samples (persons)	Yes, and I have already seen the label on a product package	Yes, but I have never seen the label on a product package yet	No	Invalid/No answer
TOKYO GAME SHOW 2004/ Total		1,107	29.9	7.0	61.4	1.6
Gender and age	Male	844	33.6	7.5	57.3	1.5
	10~ 12	78	15.4	7.7	76.9	0.0
	13~ 15	98	28.6	7.1	63.3	1.0
	16~ 18	129	45.7	3.9	49.6	0.8
	19~ 24	210	41.0	7.6	49.5	1.9
	25~ 29	141	36.9	10.6	48.9	3.5
	30~ 39	130	32.3	6.2	60.8	0.8
	40~ 49	58	8.6	10.3	79.3	1.7
	Female	263	17.9	5.7	74.5	1.9
	10~ 12	32	9.4	15.6	75.0	0.0
	13~ 15	21	14.3	4.8	76.2	4.8
	16~ 18	25	20.0	0.0	80.0	0.0
	19~ 24	62	25.8	6.5	66.1	1.6
	25~ 29	40	32.5	0.0	65.0	2.5
30~ 39	54	7.4	3.7	88.9	0.0	
40~ 49	29	10.3	10.3	72.4	6.9	
User classification by frequency of game playing	Heavy user	355	35.2	5.6	56.9	2.3
	Middle user	433	33.5	7.9	57.5	1.2
	Light user	319	19.1	7.5	71.8	1.6
			Yes	No	Invalid/No answer	
Ref.	TOKYO GAME SHOW 2002/ Total	1,079	32.1	67.3	0.6	

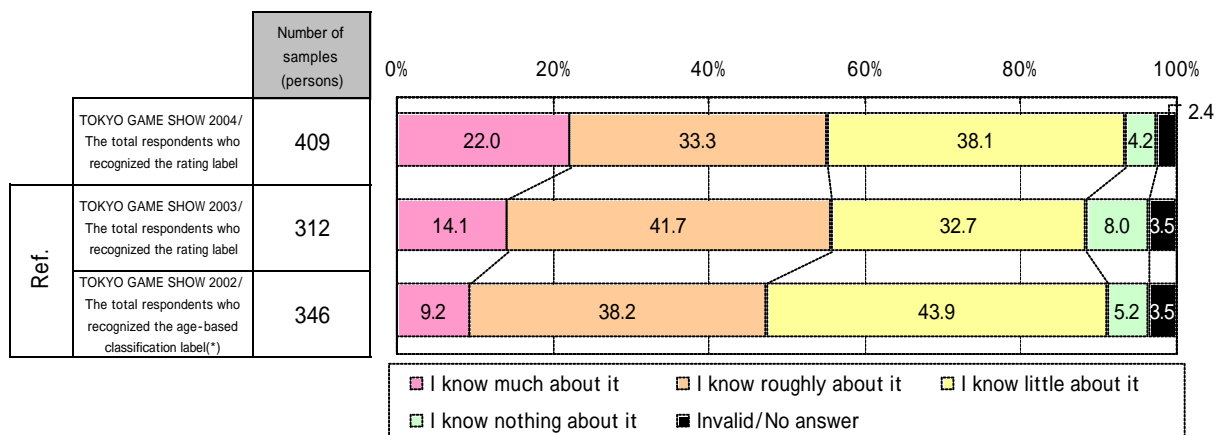
(Unit: % )

Note ) The selection of choices has been further subdivided since the TGS2003 survey onwards.  
Therefore, the TGS2002 result is different from those of the latest two surveys.

・When the numbers of respondents who selected "recognized and had already seen the label on a product package" and "recognized the label but had never seen it yet" were totaled, the recognition rate of the rating label accounted for nearly 37%, marking an increase from the previous survey.  
・The recognition rate was lower in the female user and light user groups.

## 2 - 1 .Familiarity with the function of a rating label

(Among users who recognized and had already seen the label on a product package and users who recognized but had never seen the label on a product package yet)



In TGS2002, visitors were asked if they could recognize the "age-based classification label" instead of the "rating label".

		Number of samples (persons)	I know much about it	I know roughly about it	I know little about it	I know nothing about it	Invalid/No answer
TOKYO GAME SHOW 2004/ The total respondents who recognized the rating label		409	22.0	33.3	38.1	4.2	2.4
Gender and age	Male	347	23.6	32.9	36.6	4.0	2.9
	10~ 12	18	11.1	33.3	38.9	11.1	5.6
	13~ 15	35	17.1	20.0	48.6	11.4	2.9
	16~ 18	64	25.0	29.7	35.9	4.7	4.7
	19~ 24	102	23.5	35.3	39.2	1.0	1.0
	25~ 29	67	23.9	34.3	38.8	3.0	0.0
	30~ 39	50	34.0	42.0	20.0	2.0	2.0
	40~ 49	11	9.1	18.2	36.4	9.1	27.3
	Female	62	12.9	35.5	46.8	4.8	0.0
	10~ 12	8	12.5	0.0	75.0	12.5	0.0
	13~ 15	4	0.0	75.0	25.0	0.0	0.0
	16~ 18	5	20.0	40.0	40.0	0.0	0.0
	19~ 24	20	10.0	40.0	50.0	0.0	0.0
	25~ 29	13	23.1	46.2	30.8	0.0	0.0
30~ 39	6	16.7	33.3	33.3	16.7	0.0	
40~ 49	6	0.0	16.7	66.7	16.7	0.0	
User classification by frequency of game playing	Heavy user	145	25.5	34.5	33.8	4.8	1.4
	Middle user	179	20.1	31.8	42.5	2.2	3.4
	Light user	85	20.0	34.1	36.5	7.1	2.4

(Unit: % )

•Comparing with the past survey results, the number of respondents who knew much about the system gradually increased.

•A majority of the respondents knew well or fairly well about the rating label. The proportion was almost the same as the previous survey result.

2 - 2 .Descriptions of a rating label given by respondents 《free answer》  
 (Among the total respondents who said they knew much or roughly about a rating label )

(121 total effective answers from n = 226 respondents )

Perfectly/Partly understanding ·· 60 respondents		
Perfectly understanding: as reference markings indicating proper user age groups according to their contents ·· 11		
<ul style="list-style-type: none"> <li>·At first sight, a user can see proper age groups to a given game's contents.</li> <li>·Judging from expression used in the game, an age limit may be</li> <li>·According to the game contents, proper age groups oriented are</li> <li>·Based on the game contents, proper user age groups are</li> <li>·According to the game contents, the system provides a guide to the age limits.</li> <li>·The age-classification system is only used as a guide and it doesn't have any legally enforceable status.</li> <li>·According to the game contents, recommended user age groups are determined but it is not compelling.</li> </ul>	<ul style="list-style-type: none"> <li>·Users are informed by being shown recommended ages for the products.</li> <li>·Is it displaying recommended user age groups? Cautioning that the game product is unhealthy or dangerous for minors and small children.</li> <li>·Depending on the game contents (mainly sexual and violent elements), a given game is recommended to a certain age group and older</li> <li>·The system indicates the product's proper user age groups as a guide. The product oriented to those aged 18 and older has further detailed information.</li> </ul>	
Partly understanding: the system as an age-based classification function ·· 35 respondents		
<ul style="list-style-type: none"> <li>·Suitable age groups</li> <li>·Recommended to those over ** year old?</li> <li>·A product is only oriented but not restricted to certain age groups.</li> <li>·Indicating the recommended age groups like 12/15/18 years old and above.</li> <li>·Recommended age groups.</li> <li>·Standards of age groups for a certain game</li> <li>·A mark indicating that the game product is recommendable to certain age groups.</li> </ul>	<ul style="list-style-type: none"> <li>·Displaying proper user age groups.</li> <li>·Recommended age groups with no restrictions.</li> <li>·Criteria of proper user age groups?</li> <li>·A user can see whether a given game title is appropriate to his age at a glance.</li> <li>·Games are screened to determine which age groups the contents are intended for.</li> <li>·A package shows whether or not the game contents are suitable for minors.</li> </ul>	··· etc.
Vaguely or subjectively stated but the concept seems to be understood ·· 14 respondents		
<ul style="list-style-type: none"> <li>·It's not binding.</li> <li>·A kind of yardstick</li> <li>·A mere assistance in purchasing a game product.</li> <li>·Benchmark for software</li> <li>·Standards of user groups</li> <li>·Grotesque, age</li> <li>·Consideration for small children</li> </ul>	<ul style="list-style-type: none"> <li>·To obtain game software suitable for small children.</li> <li>·Reference in purchasing software with no compelling power.</li> <li>·Games including grotesque scenes are not recommended to people under 18 while puzzle games are regarded suitable for all age groups.</li> <li>·I think it is associated with the understanding of contents and the mental age.</li> <li>·It is a silly system which discriminates game players by age and game contents.</li> <li>·I know the screening procedure and its targets are unclear.</li> <li>·Because we don't know when violent and grotesque game software is released.</li> </ul>	
Misunderstanding/Unknown ·· 61 respondents		
× Descriptions indicating a mistaken understanding that the system legally enforces age restrictions ·· 43 respondents		
<ul style="list-style-type: none"> <li>·Age restrictions</li> <li>·Software with age restrictions</li> <li>·Prohibition to those younger than the designated age.</li> <li>·Age restrictions according to the contents.</li> <li>·Products can be purchased by limited age groups depending on their contents.</li> <li>·Restrictions of users according to the contents of game products.</li> <li>·Age restrictions like those imposed by Eirin.</li> </ul>	<ul style="list-style-type: none"> <li>·Similar to "R-15"</li> <li>·Rated R</li> <li>·Only those aged ** and older are allowed.</li> <li>·Prohibition to those younger than 15 and those younger than 18?</li> <li>·Markings indicating age limits and whether violent elements are included.</li> <li>·Age limits according to violent and grotesque scenes.</li> </ul>	··· etc.
× Descriptions indicating a mistaken understanding that the system legally enforces expression restriction. ·· 8 respondents		
<ul style="list-style-type: none"> <li>·Games which include grotesque scenes.</li> <li>·Whether violent scenes are included or not.</li> <li>·Restrictions on harmful games to minors.</li> <li>·To prevent children from playing violent games</li> </ul>	<ul style="list-style-type: none"> <li>·Indicating whether a given game is harmful or not?</li> <li>·To prevent small children from viewing violent scenes.</li> <li>·Not to let younger people play games with cruel scenes.</li> <li>·To avoid grotesque and violent scenes.</li> </ul>	
× Descriptions indicating a total misunderstanding ·· 3 respondents		
<ul style="list-style-type: none"> <li>·Copyright</li> </ul>	<ul style="list-style-type: none"> <li>·Genre classifications</li> </ul>	<ul style="list-style-type: none"> <li>·Ranking a game product according to its contents.</li> </ul>
? Vague and unclear descriptions ·· 5 respondents		
<ul style="list-style-type: none"> <li>·Regulations</li> <li>·About game contents</li> </ul>	<ul style="list-style-type: none"> <li>·Restrictions</li> <li>·Something in the old Saturn ?</li> </ul>	<ul style="list-style-type: none"> <li>·To show what kind of game it is.</li> </ul>
? Descriptions indicating a mistaken understanding that the question is about judges ·· 2 respondents		
<ul style="list-style-type: none"> <li>·CERO ( ? )</li> </ul>	<ul style="list-style-type: none"> <li>·Ordinary persons are let to play.</li> </ul>	

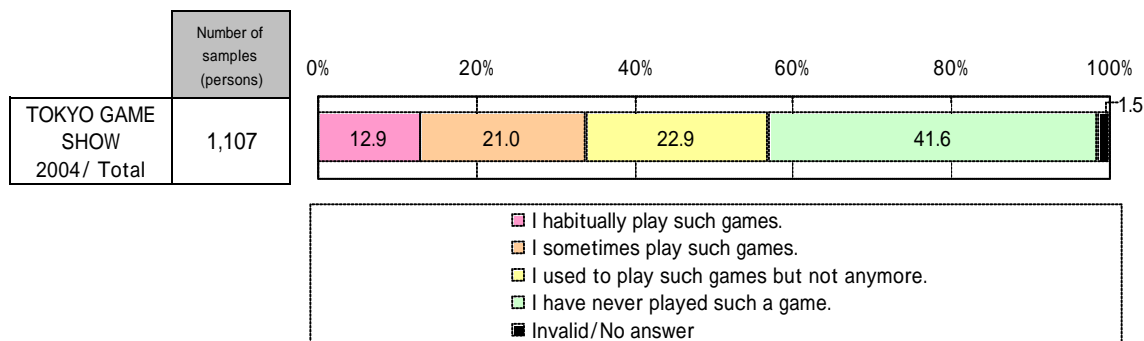
·The proportions of respondents who understood the system and who misunderstood the system were almost half and half.  
 ·Quite a few of the respondents who misunderstood answered that the system was an age-based purchase-restriction system.



# .Other Game-related Topics

## 1 .Experience of playing an offline multiplayer game

Offline Multiplayer Game: .  
a multiplayer game played with others offline or on a non-internet-connected machine



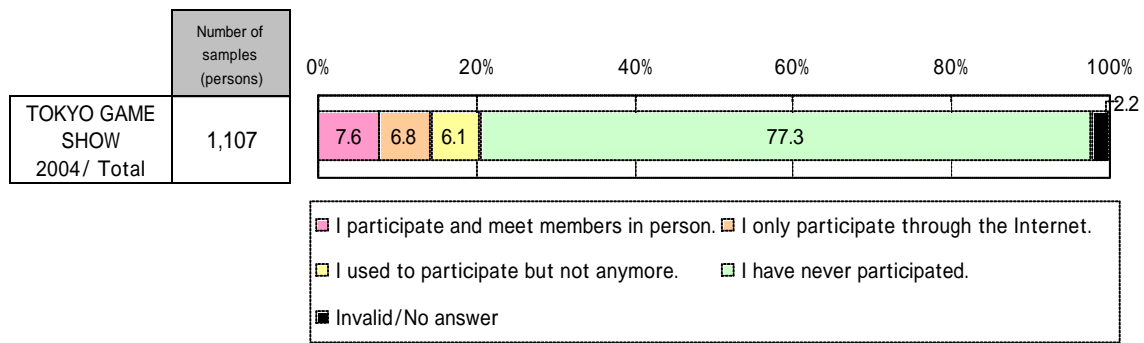
		Number of samples (persons)	I habitually play such games.	I sometimes play such games.	I used to play such games but not anymore.	I have never played such a game.	Invalid/ No answer
TOKYO GAME SHOW 2004/ Total		1,107	12.9	21.0	22.9	41.6	1.5
Gender and age	Male	844	14.0	22.4	24.2	38.0	1.4
	10~ 12	78	11.5	23.1	9.0	53.8	2.6
	13~ 15	98	20.4	22.4	20.4	36.7	0.0
	16~ 18	129	16.3	37.2	17.8	28.7	0.0
	19~ 24	210	15.7	21.0	29.0	32.4	1.9
	25~ 29	141	17.7	17.7	32.6	29.8	2.1
	30~ 39	130	6.9	14.6	28.5	48.5	1.5
	40~ 49	58	1.7	22.4	17.2	56.9	1.7
	Female	263	9.5	16.3	19.0	53.2	1.9
	10~ 12	32	6.3	25.0	9.4	59.4	0.0
	13~ 15	21	14.3	19.0	9.5	52.4	4.8
	16~ 18	25	8.0	20.0	24.0	48.0	0.0
	19~ 24	62	17.7	22.6	16.1	43.5	0.0
	25~ 29	40	7.5	17.5	30.0	42.5	2.5
30~ 39	54	7.4	5.6	22.2	64.8	0.0	
40~ 49	29	0.0	6.9	17.2	65.5	10.3	
User classification by frequency of game playing	Heavy user	355	18.3	28.5	18.6	33.2	1.4
	Middle user	433	13.6	19.4	23.8	41.6	1.6
	Light user	319	6.0	14.7	26.6	51.1	1.6

(Unit: % )

•Nearly 60% of the total respondents had experience of playing such games, answering "I habitually play such games", "I sometimes play such games" and "I used to play such games but not anymore".

•The male groups had more experience playing such games than the female groups, as did the frequent user group.

## 2 .Participation in game -related circles and communities



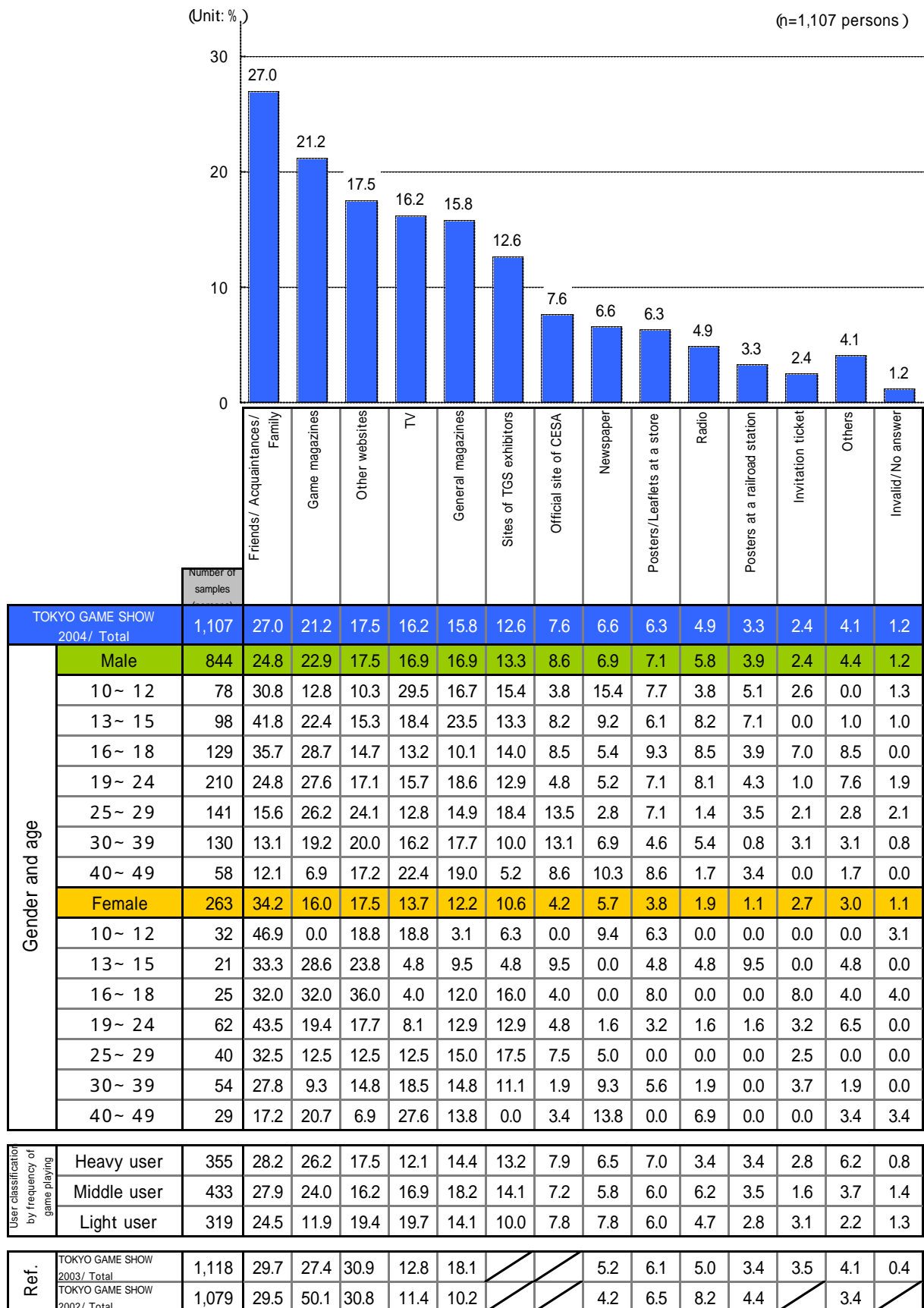
		Number of samples (persons)	I participate and meet members in person.	I only participate through the Internet.	I used to participate but not anymore.	I have never participated.	Invalid/ No answer
TOKYO GAME SHOW 2004/ Total		1,107	7.6	6.8	6.1	77.3	2.2
Gender and age	Male	844	8.2	6.4	6.3	77.4	1.8
	10~ 12	78	5.1	6.4	1.3	85.9	1.3
	13~ 15	98	6.1	8.2	3.1	82.7	0.0
	16~ 18	129	8.5	3.9	6.2	81.4	0.0
	19~ 24	210	7.1	6.2	7.1	76.7	2.9
	25~ 29	141	16.3	7.8	9.9	63.1	2.8
	30~ 39	130	6.9	5.4	7.7	77.7	2.3
	40~ 49	58	1.7	8.6	3.4	84.5	1.7
	Female	263	5.7	8.0	5.7	77.2	3.4
	10~ 12	32	6.3	6.3	3.1	84.4	0.0
	13~ 15	21	4.8	9.5	4.8	76.2	4.8
	16~ 18	25	4.0	16.0	4.0	72.0	4.0
	19~ 24	62	8.1	4.8	4.8	82.3	0.0
	25~ 29	40	7.5	12.5	12.5	60.0	7.5
30~ 39	54	3.7	3.7	7.4	85.2	0.0	
40~ 49	29	3.4	10.3	0.0	72.4	13.8	
User classification by frequency of game playing	Heavy user	355	9.3	10.1	4.2	75.2	1.1
	Middle user	433	6.7	6.7	7.4	76.7	2.5
	Light user	319	6.9	3.1	6.6	80.6	2.8

(Unit: % )

- Nearly 14% of the respondents chose the answers of "I participate and meet members in person" and "I only participate through the Internet".
- If the number of respondents who "used to participate but not anymore" is included, about 20% of the total respondents had experienced participating in game-related communities.
- More women and heavy users participated only through the Internet rather than in person.

# .Attendance at TOKYO GAME SHOW 2004

## 1. Information source about TOKYO GAME SHOW 2004 《Multiple answers》



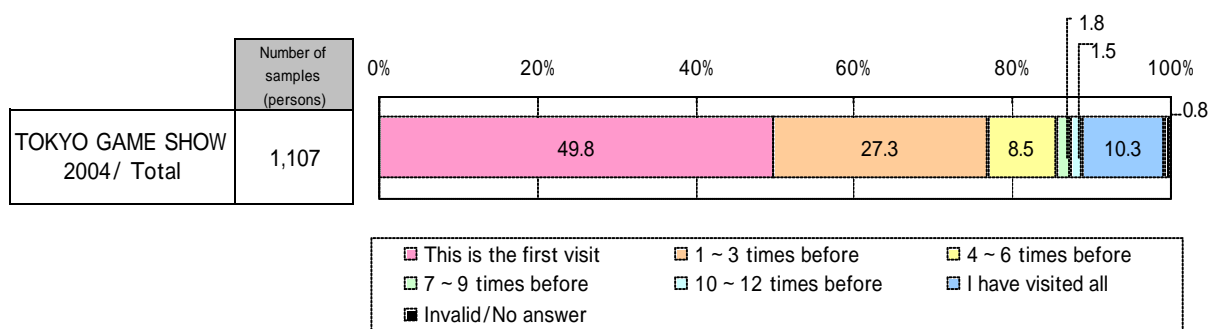
The figures for TGS2003 and TGS2002 represent the total "Internet" sources.

(Unit: %)

•The top information source about TGS2004 was "Friends/Acquaintances/Family", which was followed by "Game magazines". In comparison with the last survey, however, their proportions were declining.

•"Official site of CESA", "Sites of TGS exhibitors" and "Other websites" totaled 37.8% as Internet sources, which was an increase from the previous survey. Among the three sources, the proportion of respondents who chose "Other websites" was the highest.

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



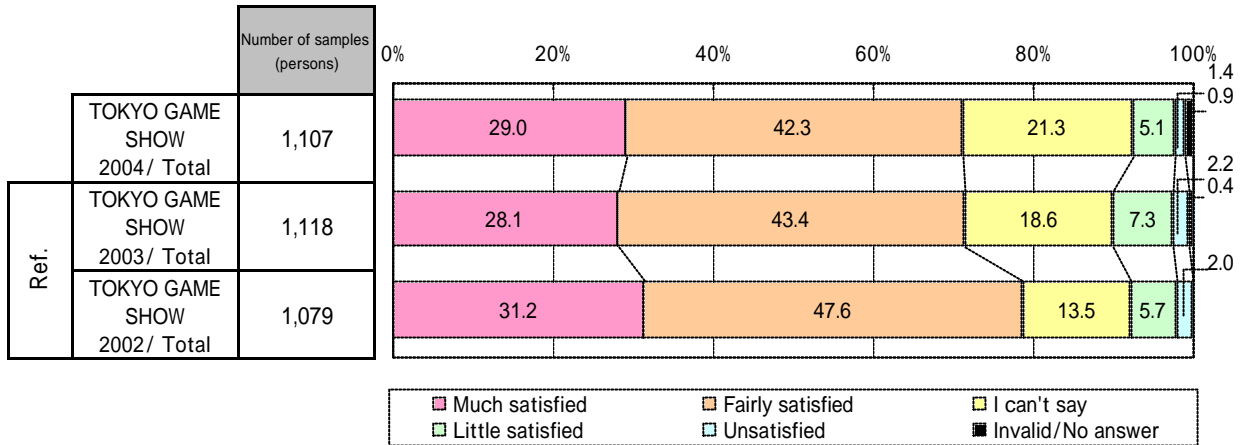
		Number of samples (persons)	(Unit: % )						
			This is the first visit	1 ~ 3 times before	4 ~ 6 times before	7 ~ 9 times before	10 ~ 12 times before	I have visited all	Invalid/ No answer
TOKYO GAME SHOW 2004/ Total		1,107	49.8	27.3	8.5	1.8	1.5	10.3	0.8
Gender and age	Male	844	47.4	26.9	9.2	2.4	1.7	11.4	1.1
	10 ~ 12	78	59.0	25.6	5.1	0.0	0.0	9.0	1.3
	13 ~ 15	98	57.1	32.7	3.1	0.0	0.0	6.1	1.0
	16 ~ 18	129	46.5	34.9	13.2	0.8	0.0	4.7	0.0
	19 ~ 24	210	44.8	29.5	11.0	3.8	1.9	7.1	1.9
	25 ~ 29	141	39.0	24.8	7.8	5.7	2.8	17.7	2.1
	30 ~ 39	130	43.1	16.9	11.5	2.3	3.8	22.3	0.0
	40 ~ 49	58	56.9	19.0	8.6	0.0	1.7	13.8	0.0
	Female	263	57.4	28.5	6.1	0.0	1.1	6.8	0.0
	10 ~ 12	32	75.0	21.9	0.0	0.0	0.0	3.1	0.0
	13 ~ 15	21	61.9	23.8	4.8	0.0	0.0	9.5	0.0
	16 ~ 18	25	72.0	24.0	4.0	0.0	0.0	0.0	0.0
	19 ~ 24	62	56.5	29.0	9.7	0.0	0.0	4.8	0.0
	25 ~ 29	40	65.0	25.0	2.5	0.0	2.5	5.0	0.0
30 ~ 39	54	50.0	35.2	5.6	0.0	0.0	9.3	0.0	
40 ~ 49	29	27.6	34.5	13.8	0.0	6.9	17.2	0.0	
User classification by frequency of game playing	Heavy user	355	43.7	32.4	9.0	2.3	1.7	9.9	1.1
	Middle user	433	51.0	25.4	8.8	1.4	1.6	10.9	0.9
	Light user	319	54.9	24.1	7.5	1.9	1.3	10.0	0.3
Degree of satisfaction	Satisfied (*)	789	49.7	27.2	9.4	1.1	1.6	10.5	0.4
	I can't say	236	50.8	28.4	6.4	3.0	1.3	9.7	0.4
	Not satisfied (*)	72	47.2	27.8	6.9	5.6	1.4	11.1	0.0
	Invalid/No answer	10	50.0	0.0	0.0	0.0	0.0	0.0	50.0

The respondents who selected "much satisfied" and "fairly satisfied" were grouped into a "Satisfied" category and those who selected "little satisfied" and "unsatisfied" were grouped into a "Not satisfied" category. (Unit: % )

Average number of past visits	TOKYO GAME SHOW 2004/ Total	TOKYO GAME SHOW 2003/ Total	TOKYO GAME SHOW 2002/ Total
	3.6 times	3.4 times	2.8 times

- About half of the respondents visited the show for the first time.
- The proportion of male visitors aged between 30 and 39 who visited all past events was higher than any other group.

### 3 .Degree of satisfaction with TOKYO GAME SHOW 2004

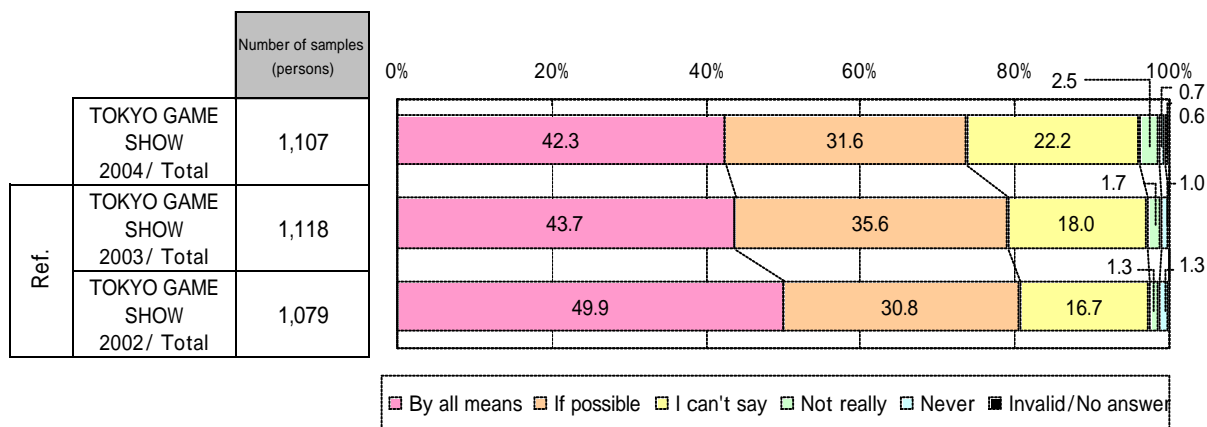


		Number of samples (persons)	Much satisfied	Fairly satisfied	I can't say	Little satisfied	Unsatisfied	Invalid/No answer
TOKYO GAME SHOW 2004/ Total		1,107	29.0	42.3	21.3	5.1	1.4	0.9
Gender and age	Male	844	28.7	43.2	20.6	5.0	1.5	0.9
	10~ 12	78	48.7	26.9	19.2	2.6	2.6	0.0
	13~ 15	98	46.9	46.9	5.1	1.0	0.0	0.0
	16~ 18	129	41.9	42.6	10.1	3.9	0.8	0.8
	19~ 24	210	22.4	51.0	20.5	3.8	0.5	1.9
	25~ 29	141	19.1	42.6	26.2	8.5	1.4	2.1
	30~ 39	130	16.2	41.5	31.5	6.9	3.8	0.0
	40~ 49	58	15.5	37.9	34.5	8.6	3.4	0.0
	Female	263	30.0	39.2	23.6	5.3	1.1	0.8
	10~ 12	32	62.5	28.1	6.3	3.1	0.0	0.0
	13~ 15	21	57.1	28.6	9.5	0.0	4.8	0.0
	16~ 18	25	44.0	36.0	16.0	0.0	0.0	4.0
	19~ 24	62	21.0	43.5	25.8	8.1	0.0	1.6
	25~ 29	40	15.0	37.5	30.0	15.0	2.5	0.0
30~ 39	54	25.9	40.7	31.5	1.9	0.0	0.0	
40~ 49	29	10.3	51.7	31.0	3.4	3.4	0.0	
User classification by frequency of game playing	Heavy user	355	40.0	39.2	15.8	3.4	0.8	0.8
	Middle user	433	26.8	46.7	19.2	4.6	1.2	1.6
	Light user	319	19.7	39.8	30.4	7.5	2.5	0.0
Number of past visits	This is the first visit	551	30.7	40.5	21.8	4.9	1.3	0.9
	1 ~ 12 times before	433	26.3	45.5	21.2	5.5	1.4	0.0
	I have visited all	114	30.7	42.1	20.2	4.4	2.6	0.0
	Invalid/No answer	9	33.3	0.0	11.1	0.0	0.0	55.6

(Unit: %)

- Nearly 70% of the total respondents were much satisfied or fairly satisfied with the show.
- The younger the visitor, the more satisfied they were with the show. The satisfaction degree of the light user group was a little lower.
- No big difference was seen in the degree of satisfaction among those who visited the show a different number of times.

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



		Number of samples (persons)	(Unit: % )					
			By all means	If possible	I can't say	Not really	Never	Invalid/ No answer
TOKYO GAME SHOW 2004/ Total		1,107	42.3	31.6	22.2	2.5	0.7	0.6
Gender and age	Male	844	42.8	31.2	21.8	2.7	0.8	0.7
	10~ 12	78	57.7	28.2	11.5	0.0	2.6	0.0
	13~ 15	98	59.2	28.6	10.2	2.0	0.0	0.0
	16~ 18	129	58.1	24.0	15.5	0.8	1.6	0.0
	19~ 24	210	34.3	34.3	27.1	1.9	1.0	1.4
	25~ 29	141	34.0	34.0	25.5	4.3	0.0	2.1
	30~ 39	130	33.8	33.8	26.9	4.6	0.8	0.0
	40~ 49	58	32.8	31.0	29.3	6.9	0.0	0.0
	Female	263	40.7	33.1	23.6	1.9	0.4	0.4
	10~ 12	32	65.6	25.0	9.4	0.0	0.0	0.0
	13~ 15	21	71.4	23.8	4.8	0.0	0.0	0.0
	16~ 18	25	44.0	40.0	12.0	0.0	0.0	4.0
	19~ 24	62	29.0	41.9	24.2	4.8	0.0	0.0
25~ 29	40	22.5	27.5	42.5	5.0	2.5	0.0	
30~ 39	54	46.3	27.8	25.9	0.0	0.0	0.0	
40~ 49	29	27.6	41.4	31.0	0.0	0.0	0.0	
User classification by frequency of game playing	Heavy user	355	54.6	27.6	14.9	1.7	0.6	0.6
	Middle user	433	40.0	36.0	20.8	1.6	0.5	1.2
	Light user	319	31.7	30.1	32.3	4.7	1.3	0.0
Number of past visits	This is the first visit	551	35.6	31.0	28.5	3.6	0.9	0.4
	1~ 12 times before	433	44.1	35.6	18.0	1.6	0.7	0.0
	I have visited all	114	68.4	21.9	8.8	0.9	0.0	0.0
	Invalid/No answer	9	33.3	0.0	11.1	0.0	0.0	55.6
Degree of satisfaction	Satisfied (*)	789	54.2	34.0	11.2	0.4	0.3	0.0
	I can't say	236	11.9	28.0	57.2	3.0	0.0	0.0
	Not satisfied (*)	72	16.7	19.4	30.6	25.0	8.3	0.0
	Invalid/No answer	10	0.0	20.0	10.0	0.0	0.0	70.0

The respondents who selected "much satisfied" and "fairly satisfied" were grouped into a "Satisfied" category and those who selected "little satisfied" and "unsatisfied" were grouped into a "Not satisfied" category. (Unit: %)

- Although over 70% of the total respondents wished to visit the next show "by all means" or "if possible", the proportion decreased in comparison with the past surveys.
- The younger age groups expressed a positive intention to visit the next show. The intention of light users and first visitors to visit the next show was a little weak.
- Nearly 90% of the respondents who visited all the events and who were satisfied with the show wished to visit the next show again.

## Appendix 1) Sample Survey Form

### Thank you for your cooperation in the "TOKYO GAME SHOW 2004" Visitors Survey

- CESA -

**Q 1** 1) Your gender and age.

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

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

1.Within Tokyo's 23 Wards	3.Kanagawa	5.Chiba	7.Other
2.Tokyo Area (outside of its 23 wards)	4.Saitama	6.Ibaraki	(Specifically )

3) Your occupation. <Choose only one>

1.Elementary school student	4.Junior college or vocational school student/awaiting entry to school	6.Office worker	9.Unemployed
2.Junior high school student	5.College/Graduate school student	7.Self-employed	10.Other
3.Senior high school student		8.Housewife	(Specifically )

4) How long do you usually spend commuting from home to school or work?  
(Answer the time you spend commuting to your most frequent destination if there is more than one place )<Choose only one>

1.Less than 30 minutes	3.60 ~ 89 minutes	5.Over 120 minutes
2.30 ~ 59 minutes	4.90 ~ 119 minutes	6.I spend no time commuting because I work at home.

5) What other hobbies or interests do you have beside gaming? <Choose any number of answers>

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

Questions about household videogames

**Q 2** 1) What game machine do you have? <Choose any number of answers> \*Excluding PCs and mobile phones.

1.Nintendo GameCube	6.Dreamcast	11.Other
2.Nintendo 64	7.PlayStation 2	(Specifically )
3.Game Boy Advance (SP included)	8.PlayStation (PSone & COMBO included)	
4.Game Boy (Color included)	9.WonderSwan (Color & Crystal included)	
5.Super Famicom	10.Xbox	12.None

2) What game machine do you want to buy? <Choose any number of answers> \*Excluding PCs and mobile phones.

1.Nintendo GameCube	6.PSone/COMBO	11.N-Gage
2.Nintendo 64	7.Xbox	12.Other
3.Game Boy Advance (SP included)	8.PSX	(Specifically )
4.Game Boy (Color included)	9.PSP	
5.PlayStation 2	10.Nintendo DS	13.None

**Q 3** Please choose the genre and type of game you like most.

1) Genre <Choose any number of answers>

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

2) Type <Choose any number of answers>

1.Feudal/Historical	6.Boy's love	11.Adult	16.Drama	21.Other
2.Horror	7.SF	12.Hobby	17.Old-fashion	(Specify: )
3.Adventure/Fantasy	8.Riddle solving	13.Communication	18.Series	
4.Man's love story	9.Nurturing	14.Character	19.Omnibus (collection of games)	
5.Woman's love story	10.Violence	15.Serious	20.Joke/Humor (including silly ones)	

**Q 4** Among all the games which you used to play in game arcades or on old-type consoles (household-use consoles or PCs), is there any game you want to play again on the latest consoles? If the answer is "yes", please specify its title. <Choose only one>

1.Yes (Title: \_\_\_\_\_ ) 2.No

**Q 5** 1 )How often on average do you play games? <Choose only one> \*Excluding PC and mobile phone games.

1.Almost everyday 3.2 ~ 3 days a week 5.2 ~ 3 days a month  
2.4 ~ 5 days a week 4.1 day a week 6.Less often than 1 day a month

2 )How long (minutes) do you spend playing games at a time? Give each answer for workdays and off-days.  
\*Excluding PC and mobile phone games.

Workdays: about ( \_\_\_\_\_ )minutes Off-days: about ( \_\_\_\_\_ )minutes

**Q 6** How many videogames (software) did you buy in the last one year? Give the number each for new-release regular packages, new-release low-priced packages (less than 3,000 yen like "PlayStation the Best") and pre-owned packages. \* Excluding PC games.

New regular ( \_\_\_\_\_ )unit(s) New low-price ( \_\_\_\_\_ )unit(s) Pre-owned ( \_\_\_\_\_ )unit(s)

Questions about games played on KEITAI/PHS mobile phones

**Q 7** 1 )Do you have your own KEITAI/PHS mobile phone? <Choose only one>

1.Yes 2.No Go to Q8

2 )Do you play games on your KEITAI/PHS mobile phone? <Choose only one>

1.I currently enjoy playing games  
2.I used to play but not anymore  
3.I have never played games

\_\_\_\_\_ → Go to Q8

[To those who have chosen 1 in 2) ]

3 )In which place do you play games on KEITAI/PHS mobile phones? <Choose any number of answers>

1.At home 3.While traveling in train or bus 5.Other  
2.In school/workplace 4.While out somewhere waiting for a friend (Specifically \_\_\_\_\_ )

4 )How long do you play games on KEITAI/PHS mobile phones in a week?

About ( \_\_\_\_\_ )minutes

Questions about PC games

**Q 8** 1 )In which place do you use a computer? < Choose any number of answers >

1.At home 3.In a complex cafe (e.g. Internet cafe/comic cafe ) 5.Other ( \_\_\_\_\_ )  
2.In school/workplace 4.While out (using a laptop computer ) 6.No use Go to Q9

2 )Do you play PC games? < Choose only one >

1.I currently enjoy playing games  
2.I used to play but not anymore  
3.I have never played games

\_\_\_\_\_ → Go to Q9

[To those who have chosen 1 in 2) ]

3 )What type of games do you play on your PC? < Choose any number of answers >

1.Games preinstalled on PC 5.Other  
2.Games installed from a CD-ROM (Specifically \_\_\_\_\_ )  
3.Games downloaded from the Internet  
4.Games playable in real time on the Internet (using Flash etc.)

4 )How many PC games do you play annually? Give the answer each for free games and charged games.

Free: ( \_\_\_\_\_ )units Charged: ( \_\_\_\_\_ )units

5 )How long do you play PC games in a week?

About ( \_\_\_\_\_ )minutes

**Move to the back side of the sheet**



Questions about network games and on-line games (which allow players to communicate through the Internet, including game portal services)

**Q 9** 1) Have you ever played network games or on-line games? < Choose only one >

1. I habitually play network games now. 2. I used to play network games before.	→ Go to 2) in Q9	3. I have an interest but have never played network games. 4. I have no interest nor have played network games.	→ Go to 6) in Q9
------------------------------------------------------------------------------------	------------------	--------------------------------------------------------------------------------------------------------------------	------------------

↳ those who have chosen 1 or 2 in 1) ]

2) Where did you play network games and on-line games? < Choose any number of answers >

1. At home (your own/friend's) 2. In a complex cafe (e.g. Internet cafe/comic cafe)	3. In a game arcade 4. Other (Specifically )
----------------------------------------------------------------------------------------	-------------------------------------------------

3) Which game machines do(did) you use to play network games and on-line games?  
< Choose any number of answers >

1. Dreamcast 2. PlayStation 2	3. Nintendo GameCube 4. Xbox	5. PC 6. Other (Specifically )
----------------------------------	---------------------------------	-----------------------------------

4) What genres of network games and on-line games did you play? < Choose any number of answers >

1. MMORPG 2. Multipleplayer online game	3. FPS (first person shooter) 4. Strategic simulation	5. Web browser game 6. Other (Specifically )
--------------------------------------------	----------------------------------------------------------	-------------------------------------------------

5) What methods have you used to make payments for network games and on-line games?  
< Choose any number of answers >

1. ISP (Internet Service Provider) 2. Credit card 3. Cash transfer from a bank 4. Automatic payment from a bank account	5. Payment from a convenience store 6. Pre-paid card type electronic money (e.g. WebMoney and BitCash) 7. Network type electronic money (e.g. CyberCoin, Millicent and e-cash) 8. Pre-paid electronic money (e.g. Edy)	9. Internet bank (e.g. Japan Net Bank) 10. I don't know because another family member takes care of it. 11. I use a complex cafe and pay there. 12. I use a game arcade and pay each time I play a game. Go to 7) in Q9
----------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

↳ those who have chosen 3 or 4 in 1) ]

6) Choose any number of answers why you don't play network games or on-line games.  
< Choose any number of answers >

1. Subscription and connection fees are e) 2. Prices for hardware and software are hic 3. The online operational environment still	4. It seems to use up a lot of time. 5. Registration procedures and set ups 6. I want to play games alone.	7. I'd feel embarrassed registering with a community. 8. The rules are difficult to follow. 9. Other (Specify )
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↳ to all ]

7) Are you interested in Avatar? < Choose only one >

1. I am interested in it and want to have it even if I have to pay for it. 2. I am interested in it but don't want to have it if I have to pay for it.	3. I know of it but I am not interested in it. 4. I don't know of Avatar itself.
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8) Do you want to play network games or on-line games in future? < Choose only one >

1. Definitely 2. Fairly much	3. I can't say	4. Not really 5. Never
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Questions about the amount of hardware and software you have.

**Q10** 1) If you put all your game consoles, personal computers, and their game software together, how much space would they occupy?  
Choose the closest answer. < Choose only one >

1. About as much as I can carry in my arms 2. About 180 × 90 × 60cm (bookshelf size)	3. About 180 × 180 × 90cm (closet size) 4. About half a 6-tatami-mat room size	5. About a 6-tatami-mat room size 6. Larger than a 6-tatami-mat room size
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2) How do you feel about the amount of space used for your game consoles and game software?  
Choose the answer that most closely matches your own opinion < Choose only one >

1. I intend to increase the amount of space for my game consoles and game software. 2. I want to maintain the current level of space. 3. I intend to reduce the amount of space for my game consoles and game software.
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Questions about the Olympics held in Athens.

**Q11** 1) How interested were you in the Olympic Games held in Athens this year? < Choose only one >

1. Very much	2. Fairly so	3. Not much	4. Not at all
To those who have chosen 1 or 2		What were you particularly interested in ? :	

2 )Have you bought any game software related to the Olympics or Olympic competitive events (such as baseball, soccer, tennis and table tennis) this year? < Choose only one > \*Excluding those applicable to PCs and mobile phones.

1. Yes, I have bought or intend to buy	2. No	To those who have chosen 1	Software name:
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Other game-related questions.

**Q12** 1 )Do you know that a "rating label" has been attached to a game software package since the end of 2002? < Choose only one >

1. Yes, and I have already seen the label on a product package.	3. No	Go to Q 13
2. Yes, but I have never seen the label on a product package yet.		

[To those who have chosen 1 or 2 in 1) ]

2 )Do you know how the "rating label" works? Please describe its function you know of.

1. I know much about it	2. I know roughly about it	3. I know little about it	4. I know nothing about it
To those who have chosen 1 or 2		Function you know of	

**Q13** Have you ever played a multiplayer game with others offline or on a non-Internet-connected machine? < Choose only one > \*Excluding those applicable to PCs and mobile phones.

1. I habitually play such games.	3. I used to play such games but not anymore.
2. I sometimes play such games.	4. I have never played such a game.

**Q14** Do you participate in game-related circles or communities? < Choose only one >

1. I participate and meet members in person.	3. I used to participate but not anymore.
2. I only participate through the Internet.	4. I have never participated.

**Q15** Please put down freely any opinions you have (anything, including dissatisfaction or envy) about game manufacturers, creators, distributors, retailers, software and so forth.

Questions about TOKYO GAME SHOW

**Q16** 1 )How did you know of "TOKYO GAME SHOW 2004"? <Choose any number of answers>

1. TV	5. General magazines	9. Official site of CESA	13. Other Specifically
2. Radio	6. Posters/Leaflets at a store	10. Sites of TGS exhibitors	
3. Newspaper	7. Posters at a railroad station	11. Other websites	
4. Game magazines	8. Friends/Acquaintances/Family	12. Invitation ticket	

2 )TOKYO GAME SHOW has been held 13 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn in 2002 and 2003). How many times have you visited? < Choose only one >

1. I have visited all	2. I have visited ( ) times	3. This is my first visit
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3 )How much are you satisfied with "TOKYO GAME SHOW 2004"? <Choose only one>

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

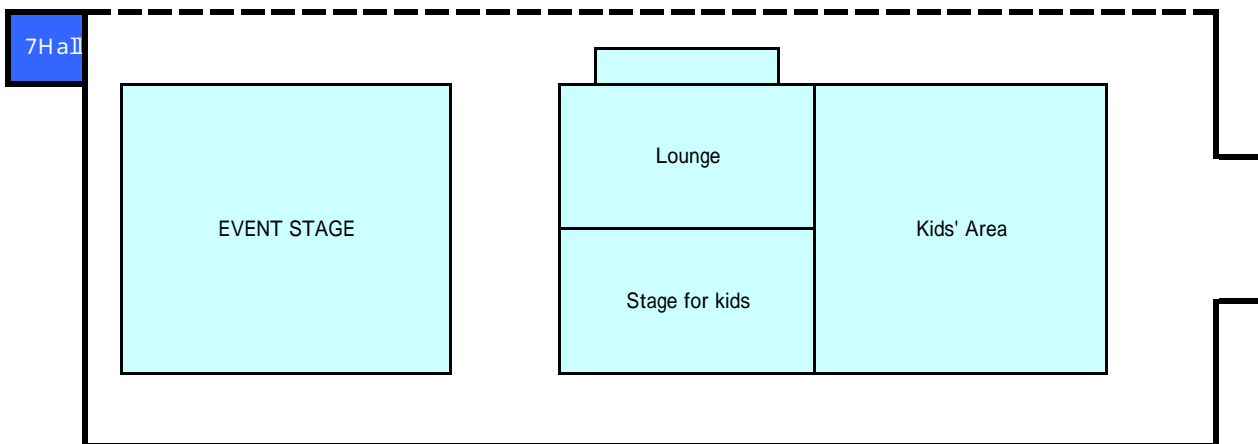
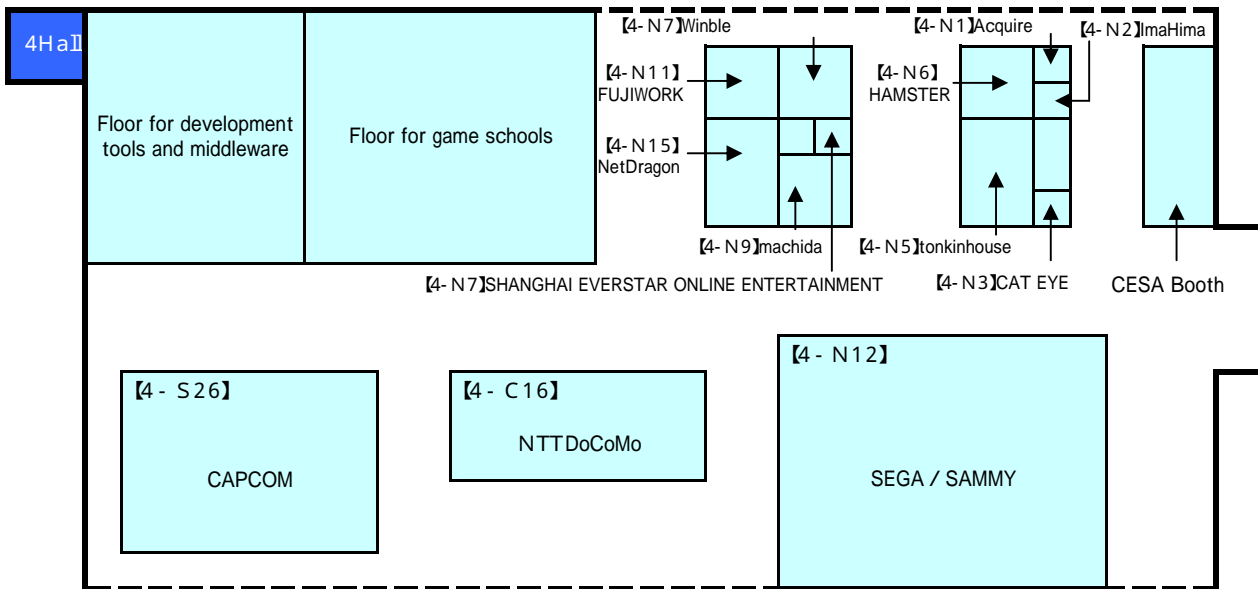
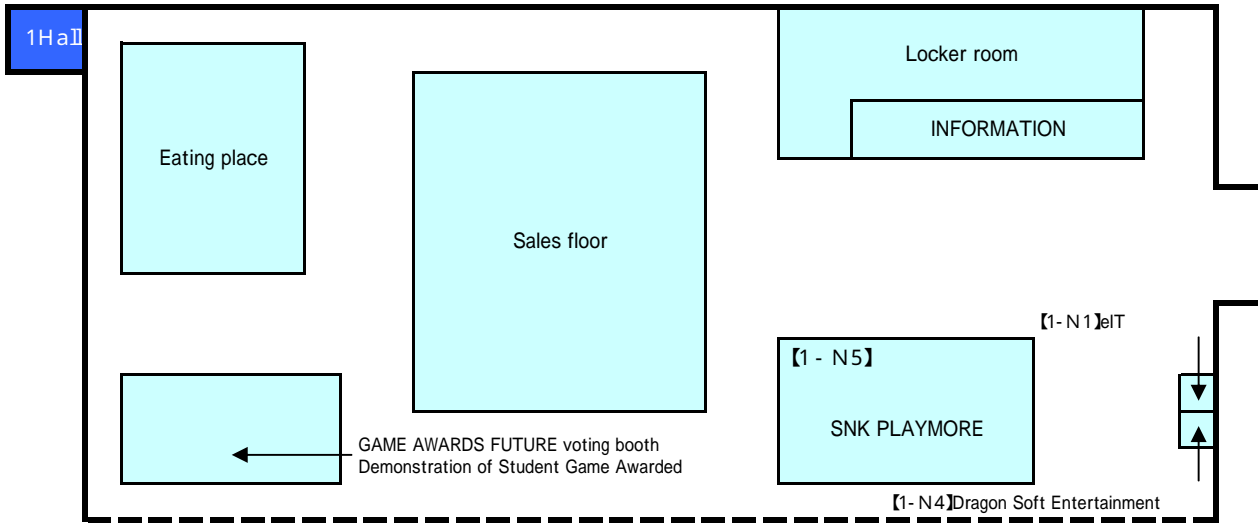
4 )Do you want to visit the next TOKYO GAME SHOW? <Choose only one>

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

Thank you for your cooperation.

## Appendix 2) Location of Questionnaire Booths

Location of questionnaire booths



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**TOKYO GAME SHOW 2004**  
**Visitors Survey Report**

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