

TOKYO GAME SHOW 2008

Visitors Survey Report

December 2008

Computer Entertainment Supplier's Association



# ■ Contents

<b>■ Outline of Survey</b>	<b>3</b>
<b>I . Visitors' Characteristics</b>	<b>4</b>
1. Gender -----	4
2. Age -----	4
3. Number of family members living together -----	4
4. Residential area -----	5
5. Occupation -----	5
6. Hobbies and interests -----	6
<b>II . Household Videogames</b>	<b>8</b>
1. Hardware ownership • Hardware most frequently used -----	8
2. Hardware the respondents wish to purchase -----	11
3. Favorite game genres -----	13
4. Favorite game genres -----	16
5. Duration of game playing -----	18
6. Tendency of software purchases -----	21
7. Tendency of software purchases by downloading -----	24
8. Old game softwares the users wish to play on the latest consoles -----	25
9. Place where household video games are played -----	26
<b>III . Mobile Phones Games</b>	<b>29</b>
1. Familiarity with mobile phone games -----	29
2. Duration of playing games on mobile phones (weekly total) 【All the current mobile phone game players】 -----	30
<b>IV . PC Games</b>	<b>31</b>
1. Familiarity with PC games -----	31
2. Duration of PC game playing (weekly total) 【All the current PC game players】 -----	32
<b>V . Arcade Games</b>	<b>33</b>
1. Familiarity with arcade games -----	33
2. Duration of Arcade game playing (weekly total) 【All the current arcade game players】 -----	34
<b>VI . Network (On-line) Games</b>	<b>35</b>
1. Familiarity with network (on-line) games -----	35
2. Frequency of playing pay-to-play network (on-line) games 【All the current network (on-line) game players】 -----	36
3. Methods of paying for network (on-line) games 【All the current pay-to-play network (on-line) game players】 《Multiple answers》 -----	36

<b>VII. The Beijing Olympics and Games</b>	<b>37</b>
1. Interest in the Beijing Olympics	37
2. Purchase of household video games related to the Olympics	38
<b>VIII. Fishing and Games</b>	<b>40</b>
1. Interest in fishing	40
2. Ownership of household video games related to fishing	41
<b>IX. Peripheral Aspects of Games</b>	<b>42</b>
1. Function of mobile game consoles other than playing games	42
2. Fields for household video games other than game-playing	43
3. Participation in Game Competitions	44
4. Recognition of TAKAHASHI MEIJIN	45
5. Entertainers/TV personalities who are familiar with or good at playing games	46
<b>X. Rating Label</b>	<b>47</b>
1. Awareness of the rating label	47
2. Familiarity with the function of a rating label 【All who knew the rating label】	48
3. Descriptions of a rating label given by respondents 【All who knew much or roughly about the function of the rating label】	49
4. Awareness of the rating label Z 【All who were aware of the rating label】	50
<b>XI. Opinions about Household Video Game Industry</b>	<b>51</b>
1. Feeling of boredom in recent household videogames/videogame industry	51
<b>XII. Turnout at TOKYO GAME SHOW 2008</b>	<b>52</b>
1. Information source about TOKYO GAME SHOW 2007	52
2. Number of past visits to TOKYO GAME SHOW	54
3. Company booths the respondents thought was the best «Free answer»	55
4. Areas the respondents visited	56
5. Degree of satisfaction with TOKYO GAME SHOW 2008	57
6. Intention to visit the next TOKYO GAME SHOW	58
7. Awareness of CoFesta	59
Appendix 1) Sample Survey Form	60
Appendix 2) Location of Questionnaire Booths	64

## ■ Outline of Survey

- 1 Aim : To obtain data useful for CESA members in mapping out their marketing strategies, by identifying the basic characteristics of visitors (game users) to TOKYO GAME SHOW 2008 (hereafter, TGS 2008) organized by CESA and obtaining information about the consoles and games the visitors currently use.
- 2 Target : Individual men and women of ages 3 or older who visited TGS 2008
- 3 Method : Questionnaire survey at booths in TGS 2008 venue  
\* Refer to P 64 for the locations of the booths.
- 4 Period : October 12 (Sun.), 2008 [10:00 – 17:00]

5 Visitor Turnout :

	Total number of visitors (persons)	No. of collected samples	No. of valid responses
Oct. 9 (Thu.)	27,305	—	—
Oct. 10 (Fri.)	24,178	—	—
Oct. 11 (Sat.)	71,639	—	—
Oct. 12 (Sun.)	71,166	1226	1116
Total	194,288	1226	1116

\* Oct. 9 (Thu.) and 10 (Fri.) were arranged as "Business Days" solely for industry-related visitors.  
(Extended to two days since TGS2007.)

### ■ Outline of the past 17 exhibitions

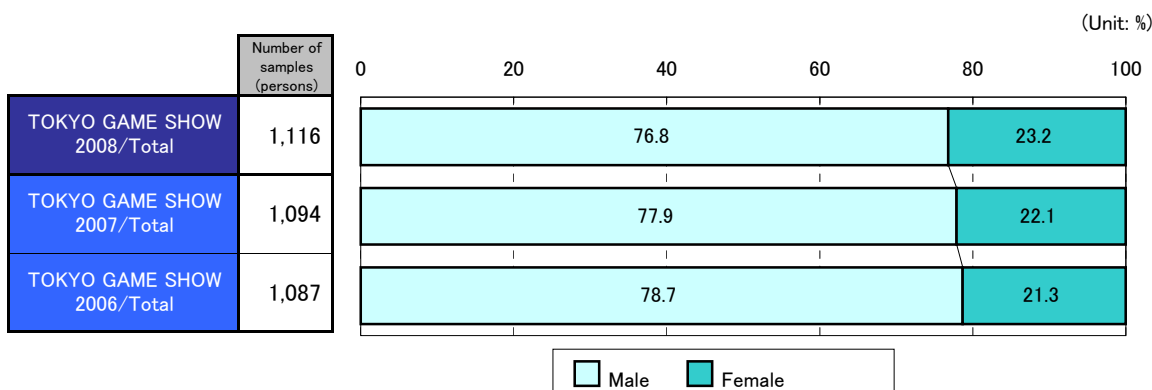
	Date	Hall	No. of visitors (Total)
'96	Aug. 22 (Thu.)~24 (Sat.) '96	Tokyo Big Site	109,649
'97 Spring	Apr. 4 (Fri.)~ 6 (Sun.) '97	Tokyo Big Site	121,172
'97 Autumn	Sept. 5 (Fri.)~ 7 (Sun.) '97	Makuhari Messe	140,630
'98 Spring	Mar. 20 (Fri.)~ 22 (Sun.) '98	Makuhari Messe	147,913
'98 Autumn	Oct. 9 (Fri.)~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

- 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 2006 and TGS 2007 (the two most recent preceding shows).
- 7 Organizers : Executive organization: Computer Entertainment Supplier's Association (CESA)  
Planning organization: NIPPON TELENET CORPORATION

# I. Visitors' Characteristics

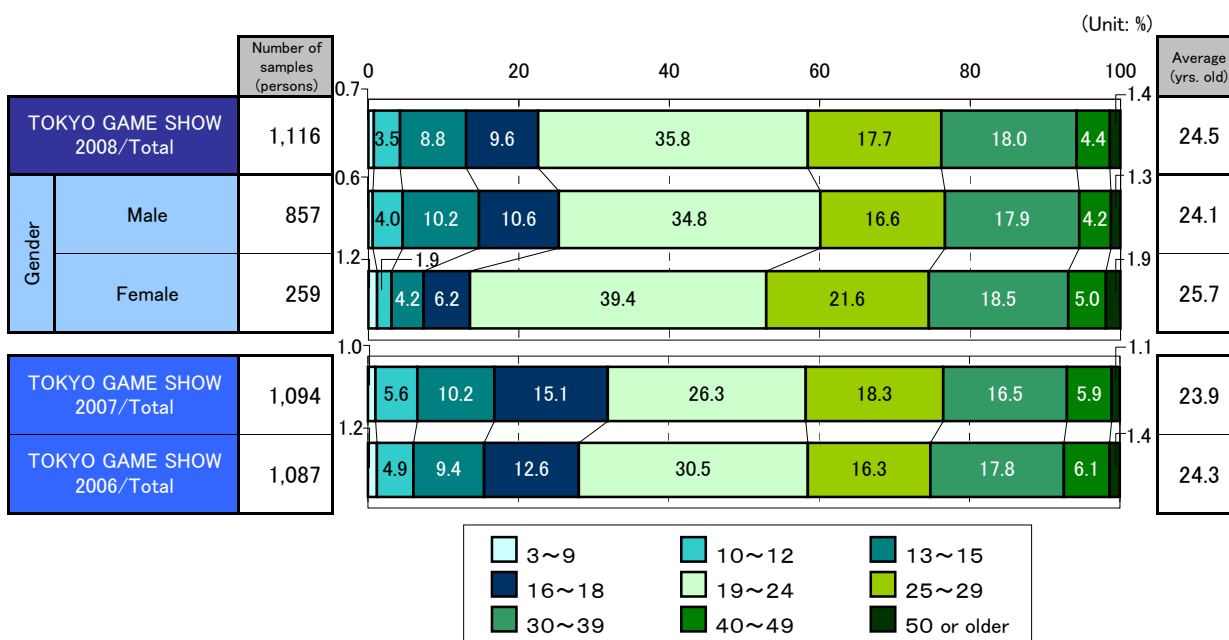
## 1. Gender

[Q] Your gender and age



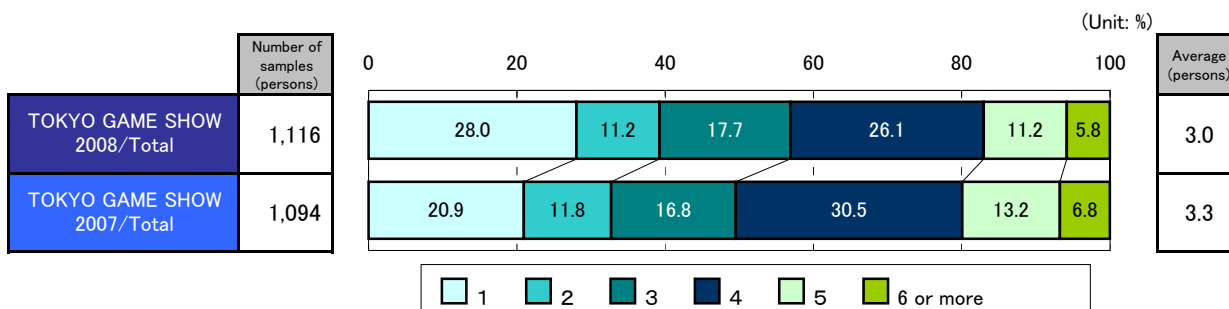
## 2. Age

[Q] Your gender and age



## 3. Number of family members living together

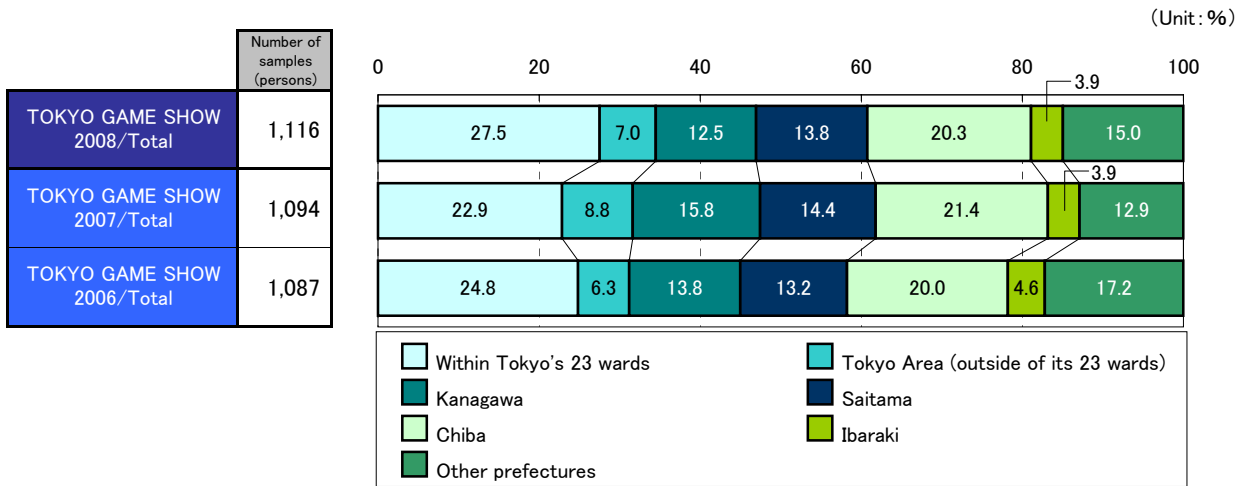
[Q] How many family members including yourself live together? ※If you live alone, please fill out (1).



•Sex ratio statistics indicate that the number of female visitors steadily increased and amounted to 23.2%.  
 •The category with the highest number of visitors was the "19-24" category (35.8%). The ratio decreased to 26.5% last year, but subsequently increased again. The ratio of female visitors in the "19-24" category increased remarkably to 39.4%.  
 •The average number of family members living together decreased to 3.0. The ratio of visitors living alone increased from 20.9% to 28.0%.

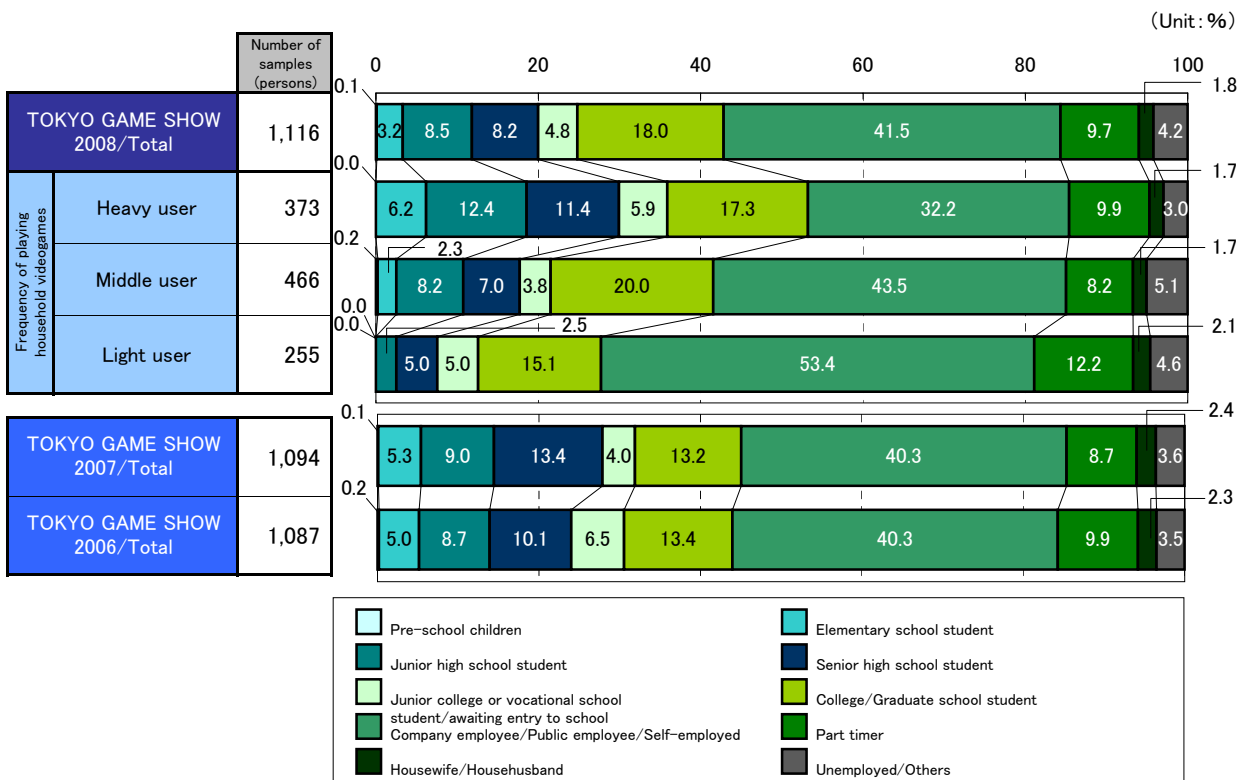
#### 4. Residential area

[Q] Your area of residence



#### 5. Occupation

[Q] Your occupation



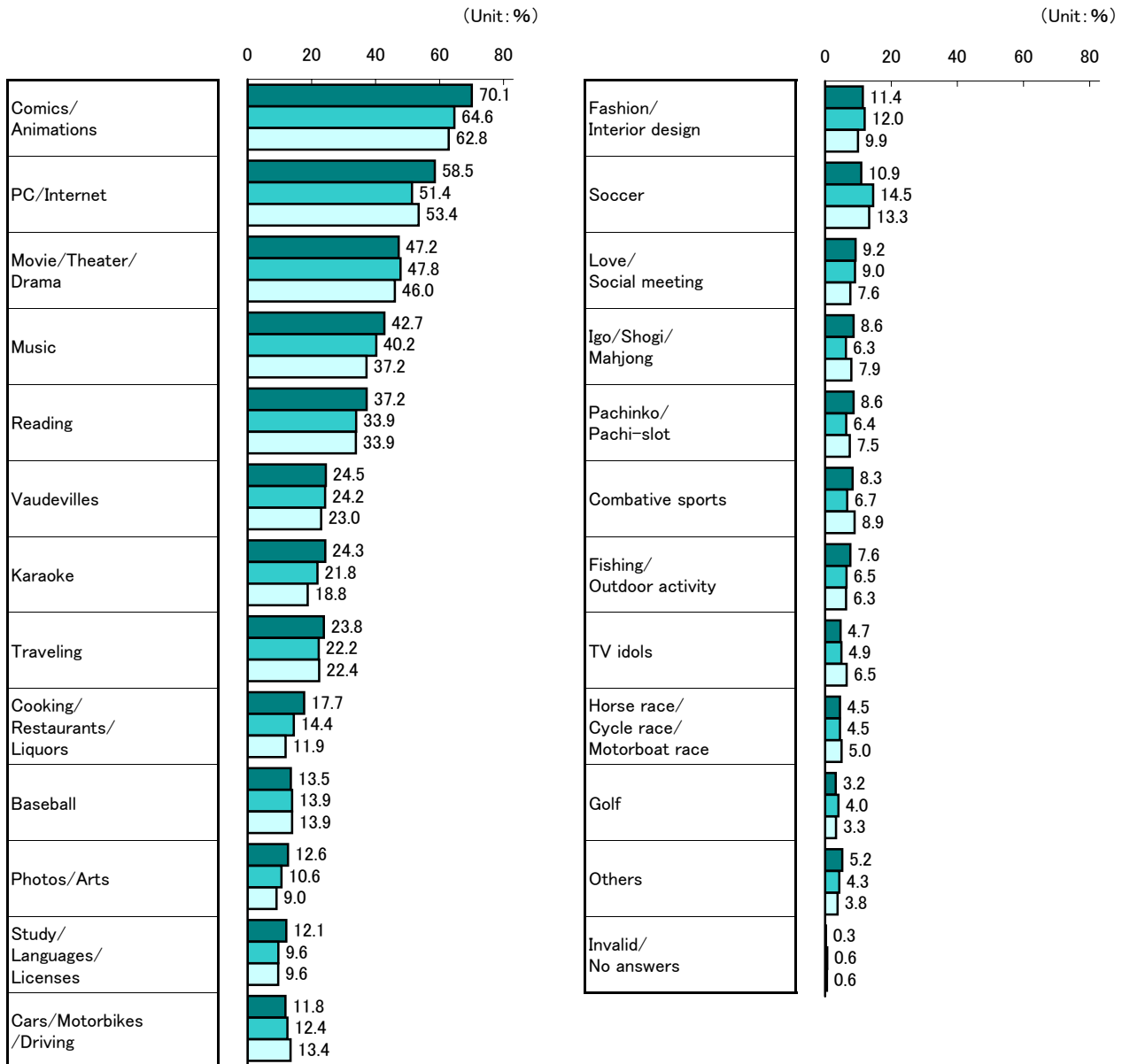
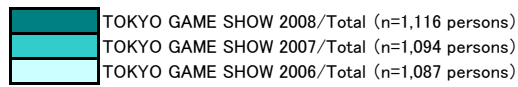
Note) CESA regards visitors to Tokyo Game Show as "game users", who are classified into three groups depending on how often they play videogames and are defined as follows. The same definition has been applied to the past visitors surveys.

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

- The area from which the highest number of visitors came was "Within Tokyo's 23 wards" (27.5%). "Chiba" (20.3%) was in second place.
- The category with the highest percentage of visitors was "Company employee/Public employee/Self-employed" (41.5%). The ratio increased steadily from the previous year (40.3%), and accounted for 53.4% of "light users".

## 6. Hobbies and interests 《Multiple answers》

[Q] Your hobbies and interests other than games



- Respondents were most interested in "Comics/Animations"(70.1%); a continuing tendency from the 2006 and 2007 surveys. "PC/Internet"(58.5%) was in the second place.
- Interest in the categories of "Music", "Reading", "Vaudeville", "Karaoke", "Cooking/Restaurants/Liquor", "Photography/Arts", Study/Languages/Licenses", "Love/Social meeting", and "Fishing/Outdoor activities" increased for two consecutive years.
- The ratios for "Comics/Animation", "PC/Internet" and "Combative sports" increased along with the increase in frequency of playing household videogames.

(Unit: %)

	TOKYO GAME SHOW 2008/Total	Gender and Age																		Frequency of playing household videogames				
		Male									Female									Heavy user	Middle user	Light user		
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,116	857	5	34	87	91	298	142	153	36	11	259	3	5	11	16	102	56	48	13	5	404	474	238
Comics/ Animations	70.1	69.7	60.0	79.4	71.3	84.6	76.2	67.6	59.5	36.1	9.1	71.4	100.0	80.0	100.0	93.8	83.3	69.6	43.8	53.8	0.0	76.5	70.0	59.2
PC/Internet	58.5	59.6	20.0	44.1	59.8	67.0	61.4	64.8	56.2	50.0	27.3	54.8	33.3	60.0	72.7	87.5	62.7	55.4	37.5	23.1	0.0	60.6	58.4	55.0
Movie/Theater/ Drama	47.2	42.7	40.0	20.6	33.3	34.1	42.6	52.8	45.8	55.6	45.5	62.2	0.0	40.0	27.3	68.8	64.7	69.6	56.3	76.9	60.0	43.6	49.8	48.3
Music	42.7	39.1	0.0	17.6	36.8	44.0	44.3	42.3	34.0	30.6	18.2	54.8	0.0	40.0	72.7	62.5	65.7	62.5	29.2	38.5	20.0	38.1	45.4	45.4
Reading	37.2	33.8	0.0	29.4	34.5	40.7	36.9	34.5	26.8	30.6	18.2	48.3	0.0	40.0	54.5	68.8	53.9	50.0	37.5	30.8	20.0	33.2	40.1	38.2
Vaudeville	24.5	22.5	0.0	41.2	20.7	22.0	20.5	22.5	23.5	30.6	9.1	30.9	33.3	40.0	54.5	18.8	31.4	33.9	31.3	15.4	0.0	24.5	24.9	23.5
Karaoke	24.3	21.0	0.0	2.9	10.3	28.6	29.9	23.2	9.8	19.4	0.0	35.1	33.3	40.0	45.5	56.3	51.0	26.8	10.4	7.7	20.0	21.5	27.0	23.5
Traveling	23.8	19.8	0.0	14.7	4.6	9.9	20.5	26.8	23.5	33.3	45.5	37.1	0.0	20.0	18.2	37.5	32.4	35.7	47.9	61.5	60.0	17.6	25.3	31.5
Cooking/ Restaurants/ Liquors	17.7	14.1	0.0	2.9	4.6	11.0	14.1	15.5	23.5	13.9	9.1	29.3	0.0	0.0	18.2	18.8	26.5	42.9	33.3	23.1	20.0	16.6	15.8	23.1
Baseball	13.5	16.1	0.0	5.9	14.9	14.3	17.1	13.4	18.3	25.0	27.3	5.0	0.0	20.0	9.1	12.5	4.9	3.6	2.1	7.7	0.0	12.9	13.9	13.9
Photos/Arts	12.6	9.0	0.0	2.9	4.6	12.1	10.4	7.7	8.5	13.9	9.1	24.7	0.0	0.0	27.3	37.5	39.2	12.5	12.5	15.4	0.0	10.4	11.8	18.1
Study/ Languages/ Licenses	12.1	10.9	0.0	8.8	6.9	6.6	14.4	11.3	10.5	8.3	0.0	16.2	0.0	0.0	18.2	25.0	20.6	10.7	10.4	30.8	0.0	10.4	11.4	16.4
Cars/Motorbikes /Driving	11.8	14.2	0.0	0.0	8.0	16.5	10.4	21.8	19.0	19.4	18.2	3.9	0.0	0.0	0.0	6.3	2.0	7.1	2.1	15.4	0.0	8.2	13.1	15.5
Fashion/ Interior design	11.4	6.1	0.0	0.0	0.0	4.4	7.0	9.9	7.8	2.8	0.0	29.0	0.0	20.0	0.0	18.8	33.3	35.7	31.3	15.4	0.0	8.9	10.3	17.6
Soccer	10.9	13.0	20.0	8.8	9.2	11.0	12.1	21.1	14.4	2.8	0.0	4.2	0.0	20.0	9.1	6.3	4.9	3.6	0.0	0.0	20.0	10.4	13.3	7.1
Love/ Social meeting	9.2	8.1	0.0	0.0	4.6	8.8	12.1	7.0	6.5	2.8	0.0	13.1	0.0	0.0	9.1	6.3	18.6	19.6	4.2	0.0	0.0	7.7	10.5	9.2
Igo/Shogi/ Mahjong	8.6	9.7	0.0	14.7	6.9	13.2	13.1	7.0	5.9	0.0	18.2	5.0	0.0	0.0	0.0	25.0	5.9	3.6	2.1	0.0	0.0	9.2	9.9	5.0
Pachinko/ Pachi-slot	8.6	10.2	0.0	0.0	3.4	7.7	9.4	14.1	14.4	13.9	18.2	3.5	0.0	0.0	0.0	6.3	3.9	5.4	2.1	0.0	0.0	9.7	7.8	8.4
Combative sports	8.3	10.3	0.0	5.9	8.0	8.8	9.4	13.4	12.4	11.1	9.1	1.9	0.0	0.0	9.1	6.3	2.0	0.0	2.1	0.0	0.0	8.7	8.6	7.1
Fishing/ Outdoor activity	7.6	8.8	0.0	11.8	5.7	7.7	6.4	4.9	18.3	8.3	18.2	3.9	0.0	0.0	0.0	12.5	2.9	1.8	8.3	0.0	0.0	5.9	7.6	10.5
TV idols	4.7	4.7	0.0	0.0	3.4	3.3	4.7	5.6	6.5	5.6	0.0	4.6	33.3	0.0	0.0	6.3	6.9	1.8	2.1	7.7	0.0	2.7	5.7	5.9
Horse race/ Cycle race/ Motorboat race	4.5	5.5	0.0	2.9	1.1	5.5	4.0	4.2	13.7	0.0	9.1	1.2	0.0	0.0	0.0	0.0	2.0	0.0	0.0	7.7	0.0	4.7	4.2	4.6
Golf	3.2	4.0	0.0	2.9	2.3	6.6	2.3	3.5	5.9	11.1	0.0	0.8	0.0	0.0	0.0	0.0	0.0	1.8	2.1	0.0	0.0	3.2	3.2	3.4
Others	5.2	5.3	0.0	0.0	4.6	6.6	5.0	4.2	6.5	2.8	27.3	5.0	0.0	0.0	0.0	12.5	3.9	5.4	6.3	0.0	20.0	3.0	5.9	7.6
Invalid/ No answers	0.3	0.2	0.0	0.0	1.1	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.4	0.4

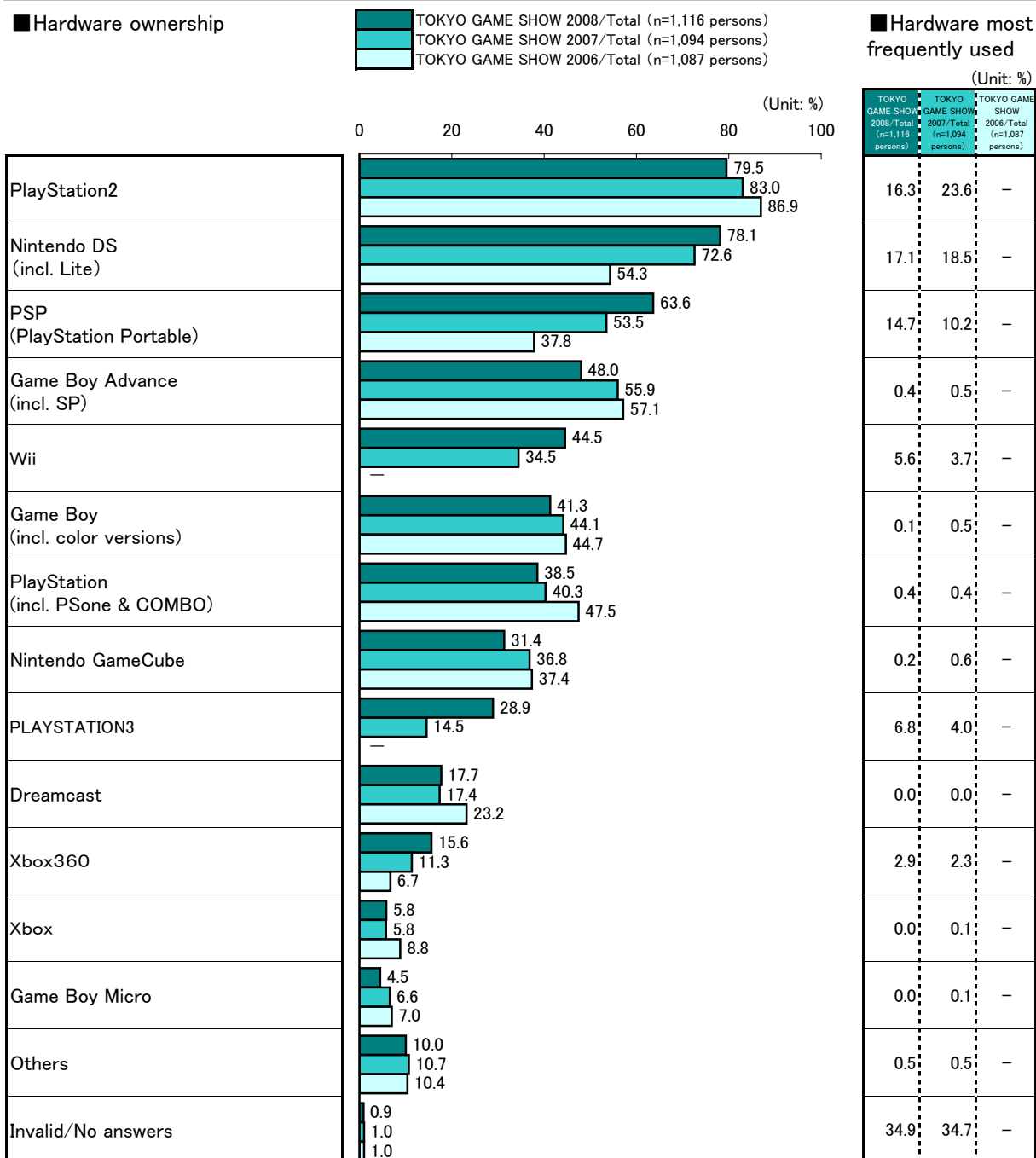


## II. Household Videogames

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

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

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



Note) Question on the hardware most frequently used was added in TGS survey 2007.

- The ownership ratio for "Nintendo DS (incl. Lite)" (78.1%) has continuously increased, approaching the level of the top-ranking ratio for "PlayStation2" (79.5%). As for frequency of use, "Nintendo DS (incl. Lite)" (17.1%) surpassed "PlayStation2" (16.3%), taking first place, despite a decrease from the previous year.
- "PSP (PlayStation Portable)", "Wii", "PLAYSTATION3" and "Xbox360" have shown increases for two consecutive years in both ratios for ownership and frequency of use.
- "PSP (PlayStation Portable)" was the hardware most frequently used (16.2%) among males users, and the ratios for the "19-15" and "16-18" categories exceeded 20%. It was also the hardware most frequently used among heavy users of household video games (20.5%).

■ Hardware ownership (Gender・Age / Frequency of playing household videogames)

(Unit: %)

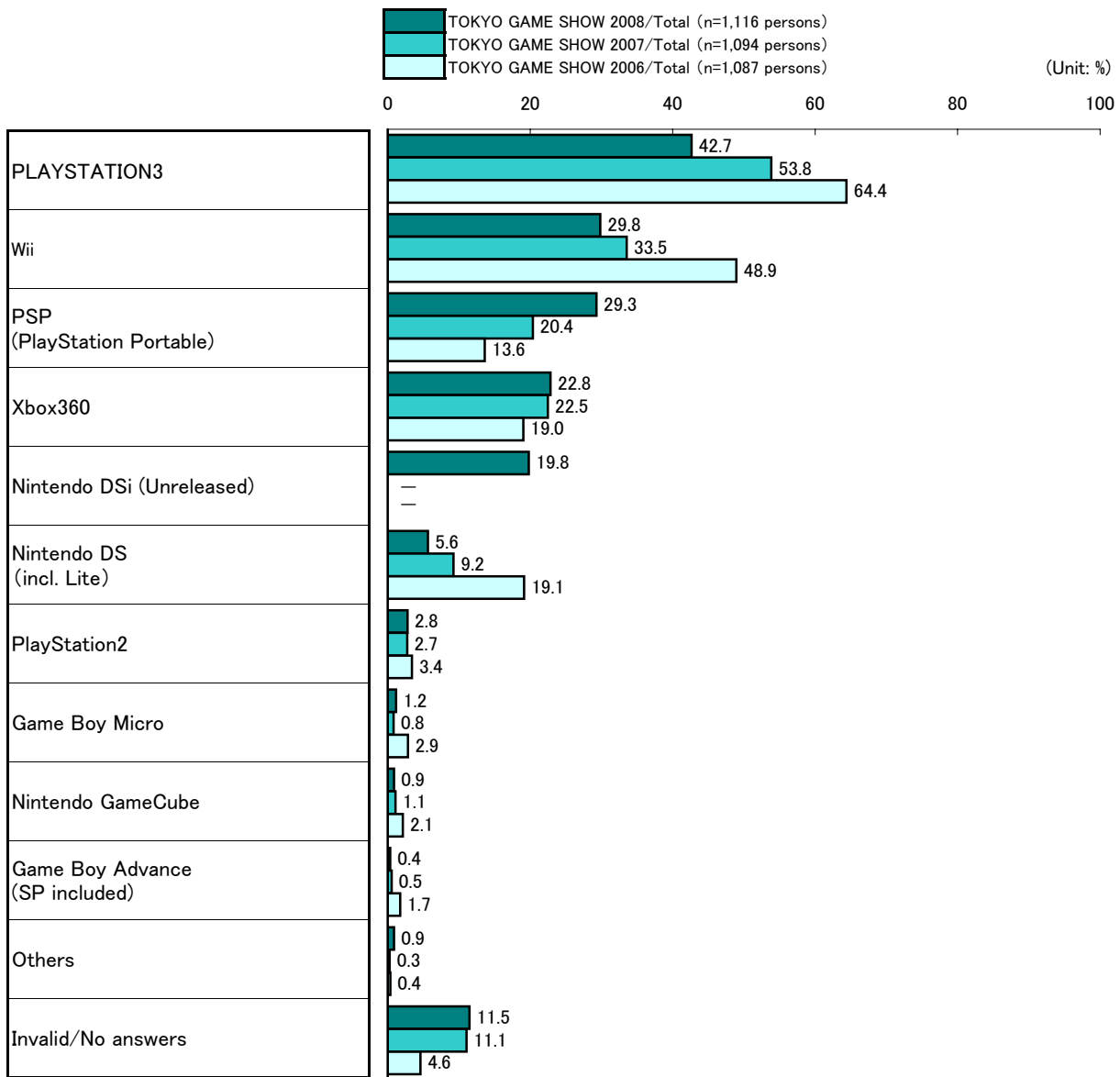
	TOKYO GAME SHOW 2008/Total	Gender and Age																		Frequency of playing household videogames				
		Male									Female									Heavy user	Middle user	Light user		
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,116	857	5	34	87	91	298	142	153	36	11	259	3	5	11	16	102	56	48	13	5	404	474	238
PlayStation2	79.5	79.8	60.0	70.6	77.0	86.8	83.9	76.8	79.1	61.1	81.8	78.4	33.3	60.0	81.8	87.5	83.3	75.0	81.3	69.2	20.0	81.9	83.3	67.6
Nintendo DS (incl. Lite)	78.1	76.4	80.0	100.0	87.4	73.6	69.1	79.6	76.5	77.8	90.9	83.8	100.0	100.0	100.0	93.8	81.4	83.9	85.4	84.6	20.0	82.9	82.9	60.5
PSP (PlayStation Portable)	63.6	66.2	20.0	76.5	83.9	79.1	65.1	66.2	57.5	41.7	36.4	55.2	33.3	60.0	81.8	62.5	60.8	53.6	43.8	53.8	0.0	76.7	64.6	39.5
Game Boy Advance (incl. SP)	48.0	49.4	20.0	79.4	80.5	80.2	43.0	31.0	37.9	52.8	27.3	43.6	33.3	60.0	90.9	81.3	50.0	23.2	33.3	46.2	0.0	56.2	49.2	31.9
Wii	44.5	44.8	80.0	82.4	60.9	51.6	39.9	38.7	34.6	50.0	63.6	43.6	33.3	80.0	54.5	37.5	39.2	42.9	50.0	53.8	20.0	52.7	43.9	31.9
Game Boy (incl. Color)	41.3	41.3	20.0	58.8	64.4	71.4	39.9	27.5	26.8	25.0	36.4	41.3	0.0	60.0	54.5	87.5	52.0	30.4	12.5	46.2	40.0	48.3	40.7	30.7
PlayStation (incl. PSone & COMBO)	38.5	39.0	20.0	50.0	48.3	51.6	37.9	34.5	34.6	22.2	36.4	37.1	0.0	20.0	27.3	31.3	48.0	33.9	27.1	38.5	20.0	43.6	37.6	31.9
Nintendo GameCube	31.4	32.4	0.0	58.8	57.5	52.7	26.2	21.1	25.5	27.8	27.3	27.8	33.3	60.0	63.6	50.0	25.5	12.5	29.2	46.2	0.0	37.6	31.9	19.7
PLAYSTATION3	28.9	32.4	0.0	29.4	42.5	38.5	29.5	35.2	32.0	19.4	18.2	17.4	0.0	20.0	27.3	12.5	13.7	16.1	22.9	30.8	20.0	37.1	28.9	15.1
Dreamcast	17.7	20.0	0.0	5.9	3.4	14.3	18.1	28.2	35.3	11.1	9.1	10.4	0.0	0.0	0.0	0.0	7.8	16.1	18.8	7.7	0.0	16.8	19.6	15.5
Xbox360	15.6	18.1	0.0	2.9	14.9	14.3	20.8	22.5	19.6	8.3	9.1	7.3	0.0	0.0	18.2	0.0	10.8	3.6	2.1	23.1	0.0	21.5	16.2	4.2
Xbox	5.8	6.7	0.0	0.0	2.3	3.3	4.0	7.7	18.3	2.8	0.0	3.1	0.0	0.0	9.1	0.0	0.0	5.4	8.3	0.0	0.0	7.2	6.3	2.5
Game Boy Micro	4.5	5.0	0.0	2.9	4.6	8.8	3.4	6.3	6.5	0.0	9.1	2.7	0.0	0.0	0.0	12.5	1.0	3.6	4.2	0.0	0.0	5.4	4.6	2.5
Others	10.0	10.0	0.0	2.9	9.2	8.8	9.7	9.9	15.0	8.3	0.0	10.0	0.0	20.0	18.2	12.5	13.7	5.4	6.3	0.0	20.0	12.4	9.5	7.1
Invalid/ No answers	0.9	0.6	0.0	0.0	0.0	0.0	0.7	0.7	0.7	2.8	0.0	1.9	0.0	0.0	0.0	0.0	1.0	1.8	0.0	15.4	20.0	0.0	0.0	4.2

■ The hardware most frequently used (Gender・Age/Frequency of playing household videogames) (Unit: %)

	TOKYO GAME SHOW 2008/Total	Gender and Age																		Frequency of playing household videogames				
		Male									Female									Heavy user	Middle user	Light user		
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,116	857	5	34	87	91	298	142	153	36	11	259	3	5	11	16	102	56	48	13	5	404	474	238
Nintendo DS (incl. Lite)	17.1	14.5	20.0	20.6	9.2	7.7	11.7	19.0	15.7	30.6	36.4	25.9	33.3	40.0	45.5	25.0	23.5	26.8	29.2	15.4	0.0	16.8	16.7	18.5
PlayStation2	16.3	16.0	0.0	8.8	4.6	20.9	17.8	14.8	20.9	11.1	9.1	17.4	0.0	0.0	18.2	31.3	23.5	16.1	8.3	7.7	0.0	11.1	19.4	18.9
PSP (PlayStation Portable)	14.7	16.2	0.0	17.6	24.1	23.1	17.1	12.0	13.1	8.3	0.0	9.7	0.0	0.0	18.2	12.5	10.8	10.7	4.2	15.4	0.0	20.5	13.5	7.1
PLAYSTATION3	6.8	8.1	0.0	5.9	11.5	13.2	6.7	7.0	7.8	8.3	0.0	2.7	0.0	0.0	0.0	0.0	2.0	3.6	4.2	7.7	0.0	6.7	8.4	3.8
Wii	5.6	4.3	0.0	14.7	3.4	3.3	5.0	2.8	2.0	5.6	18.2	10.0	0.0	40.0	9.1	6.3	2.9	10.7	18.8	23.1	20.0	4.5	6.1	6.7
Xbox360	2.9	3.4	0.0	0.0	1.1	2.2	4.4	3.5	4.6	2.8	0.0	1.2	0.0	0.0	9.1	0.0	0.0	3.6	0.0	0.0	0.0	3.7	3.0	1.3
Game Boy Advance (incl. SP)	0.4	0.4	0.0	0.0	2.3	0.0	0.0	0.0	0.0	2.8	0.0	0.8	0.0	0.0	0.0	6.3	1.0	0.0	0.0	0.0	0.0	0.7	0.2	0.4
PlayStation (incl. PSone & COMBO)	0.4	0.5	0.0	0.0	1.1	0.0	0.3	0.7	0.0	2.8	0.0	0.4	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.4	1.3
Nintendo GameCube	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.4	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4
Game Boy (incl. Color)	0.1	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Game Boy Micro	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Xbox	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dreamcast	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.5	0.6	0.0	0.0	0.0	0.0	0.0	2.1	1.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.2	0.6	0.8
Invalid/No answers	34.9	35.9	80.0	32.4	42.5	29.7	36.6	38.0	34.6	25.0	36.4	31.3	66.7	20.0	0.0	18.8	34.3	26.8	35.4	30.8	80.0	35.1	31.6	40.8

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

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



Note) Nintendo DSi (Unreleased) was added in TGS survey 2008.

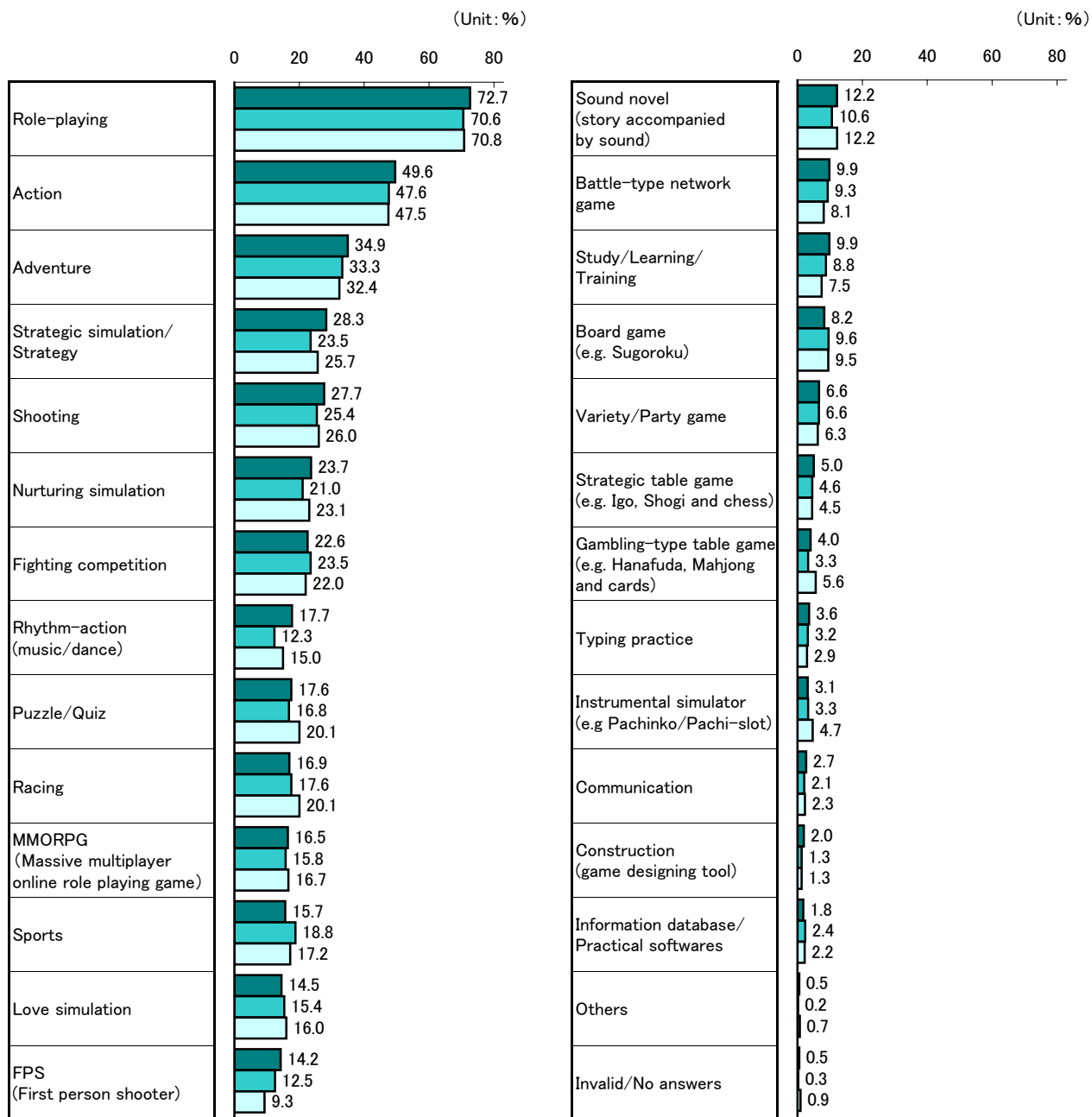
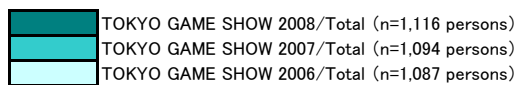
- "PLAYSTATION3" (42.7%) and "Wii" (29.8%) ranked first and second, but the percentages dropped for two consecutive years.
- The ratios for "PSP (PlayStation Portable)" (29.3%) and "Xbox360" (22.8%) increased for two consecutive years.
- 19.8% of respondents hoped to buy "Nintendo DSi", which had yet to be released as of the date of the questionnaire.
- The percentages were higher among females than among males for many machines. However, the ratio for "Xbox360" was higher among males (30.9%) than among females.
- The percentages for "Wii", "PSP (PlayStation Portable)" and "Nintendo DS (incl. Lite)" were the highest among light users.

(Unit: %)

	TOKYO GAME SHOW 2008/Total	Gender and Age																		Frequency of playing household videogames				
		Male									Female									Heavy user	Middle user	Light user		
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,116	857	5	34	87	91	298	142	153	36	11	259	3	5	11	16	102	56	48	13	5	404	474	238
PLAYSTATION3	42.7	41.8	20.0	26.5	39.1	52.7	41.9	39.4	41.2	55.6	18.2	45.6	0.0	20.0	63.6	62.5	52.0	46.4	31.3	38.5	20.0	40.1	45.4	41.6
Wii	29.8	28.4	60.0	11.8	24.1	25.3	29.5	31.0	31.4	27.8	18.2	34.7	66.7	20.0	27.3	56.3	36.3	32.1	31.3	30.8	20.0	29.7	29.7	30.3
Xbox360	29.3	30.9	20.0	26.5	34.5	36.3	31.2	35.2	28.8	8.3	18.2	23.9	0.0	0.0	27.3	37.5	27.5	23.2	18.8	15.4	20.0	33.7	30.2	20.2
PSP (Playstation Portable)	22.8	21.9	0.0	14.7	23.0	24.2	23.2	19.7	21.6	25.0	18.2	25.9	0.0	20.0	27.3	50.0	25.5	16.1	35.4	23.1	0.0	19.8	23.4	26.9
Nintendo DSi (Unreleased)	19.8	19.0	40.0	38.2	25.3	18.7	17.8	16.9	10.5	33.3	36.4	22.4	33.3	60.0	36.4	25.0	26.5	12.5	18.8	23.1	0.0	23.5	16.2	20.6
Nintendo DS (incl. Lite)	5.6	5.1	20.0	0.0	5.7	6.6	7.0	3.5	3.3	2.8	0.0	7.3	0.0	0.0	0.0	18.8	6.9	7.1	8.3	7.7	0.0	5.2	4.4	8.8
PlayStation2	2.8	2.0	0.0	2.9	3.4	1.1	1.0	2.8	2.6	2.8	0.0	5.4	0.0	0.0	9.1	18.8	2.9	3.6	8.3	7.7	0.0	2.0	1.7	6.3
Nintendo GameCube	1.2	1.4	20.0	2.9	2.3	2.2	1.0	2.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	1.7	0.2	2.1
Game Boy Micro	0.9	0.9	0.0	2.9	2.3	3.3	0.0	0.7	0.7	0.0	0.0	0.8	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	0.7	1.3	0.4
Game Boy Advance (SP included)	0.4	0.4	0.0	0.0	0.0	0.0	0.3	1.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.4
Others	0.9	1.1	0.0	2.9	1.1	0.0	1.0	2.1	0.7	0.0	0.0	0.4	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	1.5	0.4	0.8
Invalid/No answers	11.5	11.7	0.0	5.9	10.3	12.1	12.1	9.2	15.7	8.3	18.2	10.8	0.0	20.0	0.0	6.3	7.8	12.5	14.6	7.7	60.0	13.4	10.1	10.9

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

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



• "Role playing" was the most popular type of game (72.7%).  
 • Male users preferred "Action", "Strategic simulation/Strategy", "Shooting", "Fighting competition" and "Racing", while female users played "Role playing", "Adventure", "Nurturing simulation", "Rhythm-action (music/dance)" and "Puzzle/Quiz" more often.  
 • "Study/Learning/Training" was more popular among females (20.1%) and among light users (13.9%).  
 • A correlation between respondents' interests and their favorite game types was revealed: "Fighting competition" and "Sports" games were popular among "Fighting sports" fans and "Soccer/Baseball/Golf" fans respectively. "Racing" was popular among "Car/Bike/Drive" fans, while "Study/Learning/Training" games were popular among users who were interested in "Study/Languages/Licenses".

(Unit: %)

	TOKYO GAME SHOW 2008/Total	Gender and Age																		Frequency of playing household videogames				
		Male										Female								Heavy user	Middle user	Light user		
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,116	857	5	34	87	91	298	142	153	36	11	259	3	5	11	16	102	56	48	13	5	404	474	238
Role-playing	72.7	72.3	60.0	55.9	77.0	70.3	72.1	76.8	73.2	72.2	45.5	73.7	33.3	60.0	90.9	81.3	87.3	71.4	56.3	53.8	20.0	75.2	75.9	61.8
Action	49.6	51.7	40.0	64.7	63.2	65.9	57.7	44.4	38.6	19.4	27.3	42.5	0.0	40.0	72.7	68.8	51.0	39.3	29.2	7.7	0.0	56.4	50.0	37.0
Adventure	34.9	32.8	40.0	55.9	54.0	42.9	26.8	28.9	26.1	22.2	45.5	42.1	66.7	60.0	63.6	56.3	56.9	26.8	27.1	7.7	20.0	39.1	36.1	25.6
Strategic simulation/Strategy	28.3	32.8	0.0	17.6	32.2	23.1	35.9	38.0	35.3	27.8	9.1	13.5	0.0	0.0	36.4	31.3	13.7	16.1	4.2	7.7	0.0	33.4	25.5	25.2
Shooting	27.7	31.0	0.0	50.0	48.3	40.7	28.9	24.6	24.8	22.2	27.3	16.6	0.0	20.0	27.3	50.0	11.8	14.3	12.5	30.8	20.0	35.9	23.2	22.7
Nurturing simulation	23.7	23.2	20.0	17.6	28.7	23.1	24.8	23.9	19.6	19.4	9.1	25.1	33.3	20.0	36.4	31.3	32.4	21.4	14.6	15.4	0.0	27.0	21.3	22.7
Fighting competition	22.6	25.1	20.0	38.2	33.3	23.1	26.2	24.6	21.6	13.9	0.0	14.3	0.0	40.0	45.5	31.3	11.8	8.9	14.6	0.0	20.0	28.2	20.0	18.1
Rhythm-action (music/dance)	17.7	14.4	0.0	11.8	19.5	23.1	15.1	12.0	9.2	13.9	0.0	29.0	66.7	40.0	27.3	37.5	36.3	21.4	22.9	15.4	0.0	18.1	18.6	15.5
Puzzle/Quiz	17.6	14.4	0.0	11.8	6.9	14.3	14.1	14.8	17.6	16.7	36.4	28.2	33.3	0.0	18.2	25.0	30.4	28.6	33.3	23.1	0.0	16.6	19.4	15.5
Racing	16.9	19.5	20.0	35.3	27.6	23.1	15.8	14.8	18.3	30.6	18.2	8.5	0.0	80.0	0.0	31.3	5.9	7.1	2.1	15.4	0.0	19.6	14.3	17.6
MMORPG (Massive multiplayer online role-playing game)	16.5	19.4	0.0	8.8	14.9	22.0	18.8	24.6	24.8	2.8	0.0	6.9	0.0	0.0	18.2	12.5	8.8	3.6	6.3	0.0	0.0	22.5	13.9	11.3
Sports	15.7	18.3	0.0	17.6	27.6	15.4	18.1	18.3	14.4	19.4	36.4	6.9	0.0	20.0	9.1	18.8	2.9	10.7	8.3	0.0	0.0	15.6	16.0	15.1
Love simulation	14.5	12.7	0.0	2.9	6.9	17.6	15.8	12.0	13.1	5.6	0.0	20.5	0.0	0.0	9.1	18.8	26.5	26.8	10.4	15.4	0.0	16.6	14.3	11.3
FPS (First person shooter)	14.2	17.6	0.0	5.9	23.0	26.4	20.8	14.1	14.4	2.8	0.0	3.1	0.0	20.0	18.2	6.3	2.0	3.6	0.0	0.0	0.0	21.3	12.7	5.5
Sound novel (story accompanied by sound)	12.2	12.1	0.0	0.0	10.3	9.9	11.4	19.7	14.4	5.6	0.0	12.4	0.0	0.0	18.2	12.5	19.6	8.9	4.2	7.7	0.0	12.9	12.7	10.1
Battle-type network game	9.9	11.9	20.0	5.9	11.5	19.8	11.7	11.3	11.1	8.3	0.0	3.1	0.0	0.0	18.2	6.3	1.0	5.4	2.1	0.0	0.0	12.9	9.5	5.5
Study/Learning/Training	9.9	6.8	20.0	2.9	1.1	4.4	7.7	4.2	8.5	25.0	0.0	20.1	0.0	20.0	9.1	12.5	16.7	17.9	27.1	53.8	20.0	7.7	9.7	13.9
Board game (e.g. Sugoroku)	8.2	8.2	0.0	5.9	6.9	15.4	7.4	5.6	8.5	11.1	9.1	8.5	0.0	0.0	0.0	18.8	7.8	5.4	12.5	15.4	0.0	10.4	6.3	8.4
Variety/Party game	6.6	5.7	0.0	11.8	5.7	7.7	6.7	4.9	3.3	2.8	0.0	9.7	0.0	20.0	27.3	12.5	12.7	3.6	4.2	15.4	0.0	7.4	6.3	5.9
Strategic table game (e.g. igo, shogi and chess)	5.0	6.1	0.0	5.9	8.0	8.8	6.0	4.2	5.9	2.8	9.1	1.5	0.0	0.0	0.0	6.3	1.0	3.6	0.0	0.0	0.0	6.4	4.2	4.2
Gambling-type table game (e.g. hanafuda, mahjong and cards)	4.0	3.9	0.0	0.0	1.1	3.3	4.0	1.4	7.8	5.6	9.1	4.6	0.0	0.0	9.1	18.8	2.9	1.8	8.3	0.0	0.0	5.4	3.2	3.4
Typing practice	3.6	2.8	0.0	0.0	1.1	4.4	4.0	1.4	2.6	2.8	0.0	6.2	0.0	0.0	18.2	6.3	7.8	5.4	2.1	7.7	0.0	3.5	3.0	5.0
Instrumental simulator (e.g. pachinko/pachislot)	3.1	3.5	0.0	0.0	3.4	4.4	4.0	3.5	3.9	0.0	0.0	1.9	0.0	0.0	0.0	0.0	1.0	5.4	2.1	0.0	0.0	4.2	1.9	3.8
Communication	2.7	2.5	0.0	0.0	3.4	6.6	2.0	3.5	0.7	0.0	0.0	3.5	0.0	0.0	0.0	6.3	4.9	3.6	2.1	0.0	0.0	3.5	1.9	2.9
Construction (game designing tool)	2.0	1.9	0.0	0.0	2.3	3.3	2.0	1.4	2.0	0.0	0.0	2.3	0.0	0.0	9.1	0.0	2.9	1.8	2.1	0.0	0.0	2.5	1.5	2.1
Info. database/Practical softwares	1.8	2.0	0.0	0.0	1.1	2.2	2.3	2.8	2.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	1.0	1.8	2.1	0.0	0.0	2.5	1.1	2.1
Others	0.5	0.6	0.0	0.0	0.0	3.3	0.3	0.0	0.7	0.0	0.0	0.4	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.7	0.6	0.0
Invalid/No answers	0.5	0.6	0.0	2.9	0.0	1.1	0.3	0.0	1.3	0.0	0.0	0.8	0.0	0.0	0.0	6.3	0.0	0.0	0.0	20.0	0.5	0.4	1.3	

(Unit: %)

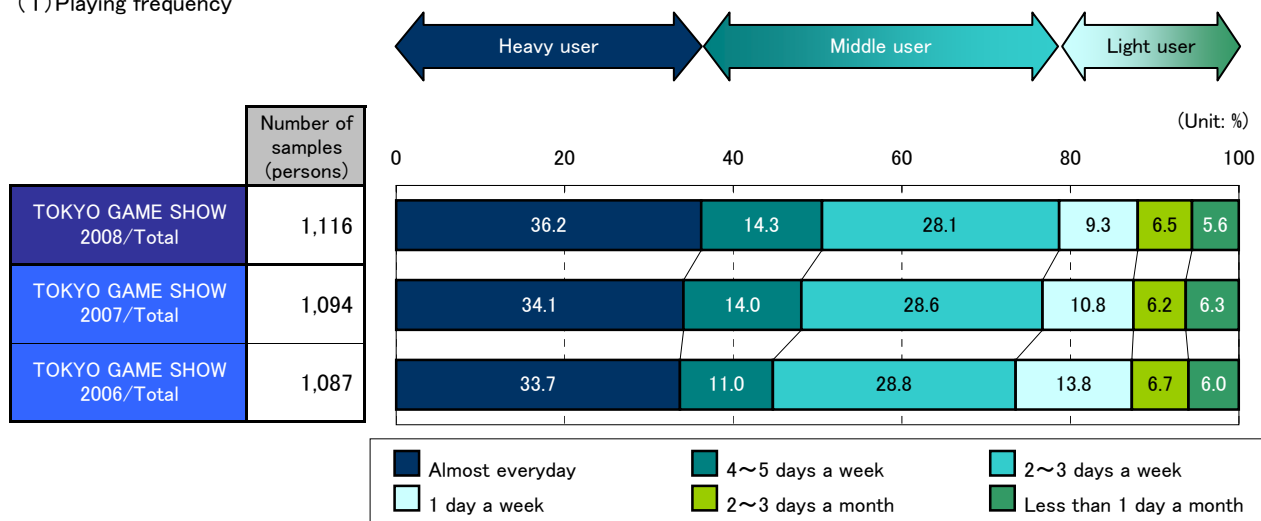
	TOKYO GAME SHOW 2008 / Total	Hobbies and interests																								
		Comics/Animations	PC/Internet	Movie/Theater/Drama	Music	Reading	Vaudeville	Karaoke	Traveling	Cooking/Restaurants/Liquors	Baseball	Photos/Arts	Study/Languages/Licenses	Cars/Motorbikes/Driving	Fashion/Interior design	Soccer	Love/Social meeting	Igo/Shogi/Mahjong	Pachinko/Pachi-slot	Combat sports	Fishing/Outdoor activity	TV idols	Horse race/Cycle race/Motorboat race	Golf	Others	Invalid/No answers
Number of samples (persons)	1,116	782	653	527	477	415	273	271	266	197	151	141	135	132	127	122	103	96	96	93	85	52	50	36	58	3
Role-playing	72.7	79.5	79.3	75.7	76.9	80.2	76.9	80.4	67.3	69.5	72.2	78.0	70.4	65.2	74.0	73.0	71.8	69.8	69.8	66.7	71.8	69.2	72.0	77.8	67.2	100.0
Action	49.6	56.0	56.7	53.3	55.8	55.7	56.0	59.8	43.6	51.3	47.7	63.8	63.0	50.0	51.2	44.3	58.3	66.7	42.7	63.4	57.6	48.1	50.0	61.1	60.3	33.3
Adventure	34.9	42.5	40.0	39.5	42.1	45.3	43.6	46.1	40.2	43.7	34.4	48.9	45.9	36.4	47.2	32.8	44.7	45.8	30.2	38.7	40.0	38.5	36.0	30.6	37.9	33.3
Strategic simulation/Strategy	28.3	31.3	34.2	30.2	31.7	35.2	25.6	29.5	32.7	29.9	37.7	38.3	40.7	38.6	20.5	29.5	35.9	42.7	35.4	41.9	28.2	26.9	48.0	30.6	36.2	0.0
Shooting	27.7	31.8	33.7	28.7	30.6	32.3	31.5	32.1	30.1	28.4	27.8	36.2	30.4	36.4	17.3	23.8	31.1	40.6	24.0	37.6	36.5	32.7	26.0	41.7	31.0	33.3
Nurturing simulation	23.7	28.3	26.3	25.2	28.3	29.6	30.4	33.6	25.9	32.0	31.8	32.6	34.8	28.8	29.9	23.8	35.9	29.2	29.2	22.6	22.4	32.7	34.0	27.8	32.8	0.0
Fighting competition	22.6	25.3	25.4	23.5	25.6	25.1	25.6	26.2	27.1	22.3	31.1	26.2	29.6	31.1	19.7	30.3	24.3	34.4	24.0	50.5	25.9	21.2	30.0	27.8	24.1	0.0
Rhythm-action (music/dance)	17.7	20.7	21.1	20.7	26.6	22.2	28.9	29.5	23.3	25.9	18.5	30.5	29.6	17.4	25.2	17.2	28.2	25.0	20.8	21.5	16.5	26.9	20.0	19.4	13.8	33.3
Puzzle/Quiz	17.6	18.9	21.0	20.5	23.7	23.4	29.3	24.7	24.8	26.9	21.2	35.5	26.7	14.4	27.6	16.4	30.1	35.4	22.9	16.1	14.1	21.2	32.0	19.4	20.7	33.3
Racing	16.9	16.9	19.3	18.0	18.2	16.4	23.8	15.9	17.7	18.3	21.9	22.0	20.7	43.2	18.9	27.0	17.5	17.7	21.9	28.0	25.9	25.0	22.0	41.7	20.7	0.0
MMORPG (Massive multiplayer online role-playing game)	16.5	19.1	22.2	15.0	16.4	18.1	14.7	22.1	12.8	19.3	20.5	18.4	17.8	19.7	17.3	17.2	18.4	25.0	22.9	12.9	24.7	21.2	22.0	30.6	19.0	0.0
Sports	15.7	14.5	15.9	15.9	17.6	13.3	21.2	15.1	19.9	16.8	47.0	13.5	17.8	22.0	14.2	44.3	22.3	21.9	18.8	28.0	22.4	28.8	26.0	41.7	17.2	0.0
Love simulation	14.5	18.4	16.1	14.0	17.8	17.3	16.8	25.1	15.8	19.3	19.2	19.9	18.5	6.8	18.1	14.8	31.1	18.8	19.8	16.1	15.3	32.7	14.0	13.9	13.8	0.0
FPS (First person shooter)	14.2	15.5	18.2	15.6	17.8	15.7	12.5	13.7	12.8	14.2	22.5	17.7	19.3	22.0	12.6	20.5	16.5	18.8	15.6	19.4	20.0	5.8	20.0	30.6	13.8	33.3
Sound novel (story accompanied by sound)	12.2	15.0	16.1	15.6	16.4	20.2	15.4	17.3	14.7	17.8	15.9	27.0	25.2	14.4	17.3	13.9	22.3	21.9	13.5	18.3	12.9	13.5	14.0	13.9	12.1	0.0
Battle-type network game	9.9	11.1	13.2	10.4	13.0	11.6	11.4	12.2	10.2	15.7	16.6	18.4	17.0	15.2	8.7	17.2	19.4	19.8	14.6	12.9	10.6	13.5	20.0	22.2	12.1	0.0
Study/Learning/Training	9.9	9.1	8.9	13.9	11.9	15.4	15.4	12.9	17.3	22.8	11.3	19.9	31.9	11.4	17.3	9.0	20.4	12.5	8.3	9.7	16.5	23.1	14.0	19.4	19.0	33.3
Board game (e.g. Sugoroku)	8.2	8.8	10.1	10.4	10.9	11.6	13.2	11.1	12.8	16.8	11.3	15.6	13.3	9.1	10.2	8.2	14.6	20.8	11.5	11.8	14.1	7.7	16.0	16.7	12.1	0.0
Variety/Party game	6.6	8.3	8.1	9.1	10.1	9.9	15.8	9.6	9.4	11.2	8.6	9.9	12.6	4.5	14.2	10.7	12.6	12.5	6.3	9.7	8.2	7.7	8.0	11.1	6.9	0.0
Strategic table game (e.g. Igo, Shogi and chess)	5.0	5.1	4.9	4.9	7.1	6.7	7.0	4.8	5.3	7.6	10.6	6.4	10.4	4.5	3.9	5.7	8.7	21.9	9.4	5.4	10.6	11.5	18.0	22.2	8.6	0.0
Gambling-type table game (e.g. hanafuda, mahjong and cards)	4.0	4.2	4.4	4.2	4.8	5.1	5.9	5.2	4.9	9.1	4.6	7.8	5.9	5.3	3.9	1.6	5.8	19.8	11.5	4.3	7.1	5.8	18.0	8.3	3.4	33.3
Typing practice	3.6	4.3	4.1	4.9	5.7	5.5	6.2	6.3	4.5	6.6	3.3	12.1	8.9	4.5	4.7	4.9	10.7	9.4	9.4	2.2	7.1	3.8	6.0	11.1	3.4	0.0
Instrumental simulator (e.g. pachinko/pachi-slot)	3.1	3.1	3.2	3.2	2.9	3.1	4.0	4.1	2.3	3.6	4.6	4.3	5.2	7.6	2.4	4.9	6.8	5.2	17.7	6.5	4.7	5.8	8.0	2.8	3.4	0.0
Communication	2.7	3.3	4.0	4.0	4.4	4.8	5.5	5.2	3.0	6.6	3.3	7.8	8.9	3.0	6.3	2.5	8.7	7.3	4.2	1.1	3.5	9.6	4.0	8.3	6.9	0.0
Construction (game designing tool)	2.0	2.6	3.1	3.0	2.9	3.1	2.2	2.6	1.1	2.5	2.6	4.3	3.0	0.8	1.6	0.0	1.9	3.1	1.0	0.0	1.2	0.0	2.0	2.8	3.4	0.0
Info. database/Practical softwares	1.8	2.2	2.9	2.8	3.1	3.4	3.3	3.3	3.0	5.1	2.6	7.8	8.1	1.5	3.9	3.3	5.8	4.2	1.0	3.2	4.7	3.8	2.0	8.3	6.9	0.0
Others	0.5	0.6	0.8	0.9	0.8	1.0	0.7	1.5	0.8	0.5	0.7	1.4	1.5	1.5	0.8	0.0	1.9	2.1	0.0	0.0	0.0	3.8	0.0	2.8	3.4	0.0
Invalid/No answers	0.5	0.3	0.5	0.6	0.8	0.7	0.4	0.4	0.8	1.5	0.7	2.1	1.5	0.8	0.8	1.6	1.0	1.0	1.0	3.2	2.4	1.9	2.0	2.8	1.7	0.0



#### 4. Frequency of game playing

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

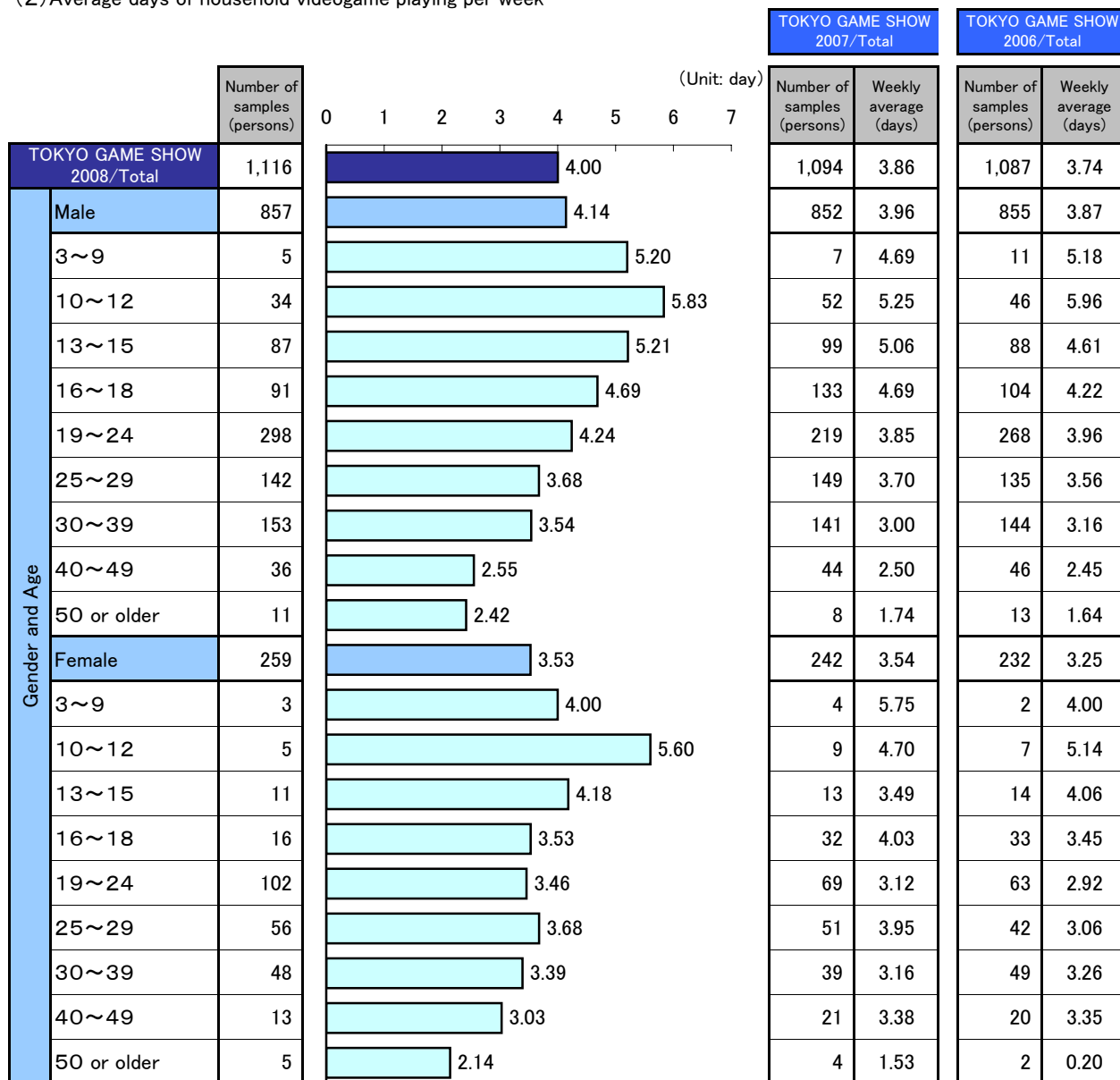
##### (1) Playing frequency



		Number of samples (persons)	Almost everyday	4~5 days a week	2~3 days a week	1 day a week	2~3 days a month	Less often than 1 day a month
TOKYO GAME SHOW 2008/Total		1,116	36.2	14.3	28.1	9.3	6.5	5.6
Gender and Age	Male	857	38.2	15.1	27.3	9.0	5.8	4.7
	3~9	5	60.0	0.0	40.0	0.0	0.0	0.0
	10~12	34	67.6	17.6	11.8	0.0	2.9	0.0
	13~15	87	56.3	14.9	21.8	4.6	2.3	0.0
	16~18	91	45.1	20.9	19.8	8.8	2.2	3.3
	19~24	298	38.6	15.1	30.5	8.1	4.4	3.4
	25~29	142	29.6	15.5	31.0	10.6	7.0	6.3
	30~39	153	29.4	13.7	29.4	9.2	10.5	7.8
	40~49	36	19.4	8.3	22.2	19.4	16.7	13.9
	50 or older	11	18.2	0.0	27.3	45.5	0.0	9.1
	Female	259	29.7	12.0	30.9	10.4	8.5	8.5
	3~9	3	33.3	0.0	66.7	0.0	0.0	0.0
	10~12	5	60.0	20.0	20.0	0.0	0.0	0.0
	13~15	11	36.4	9.1	45.5	9.1	0.0	0.0
	16~18	16	37.5	0.0	31.3	6.3	18.8	6.3
	19~24	102	29.4	7.8	36.3	10.8	8.8	6.9
	25~29	56	30.4	19.6	21.4	8.9	12.5	7.1
	30~39	48	25.0	14.6	33.3	12.5	6.3	8.3
	40~49	13	23.1	23.1	7.7	15.4	0.0	30.8
50 or older	5	20.0	0.0	20.0	20.0	0.0	40.0	

- "Heavy users" who play "almost everyday" increased for two consecutive years (36.2%).
- The ratio of "almost everyday" was the highest among males (38.2%) in all age groups, and exceeded 50% for the "13-15" and younger age groups.
- The ratio of "2~3 days a week" was the highest among females (30.9%).

(2) Average days of household videogame playing per week



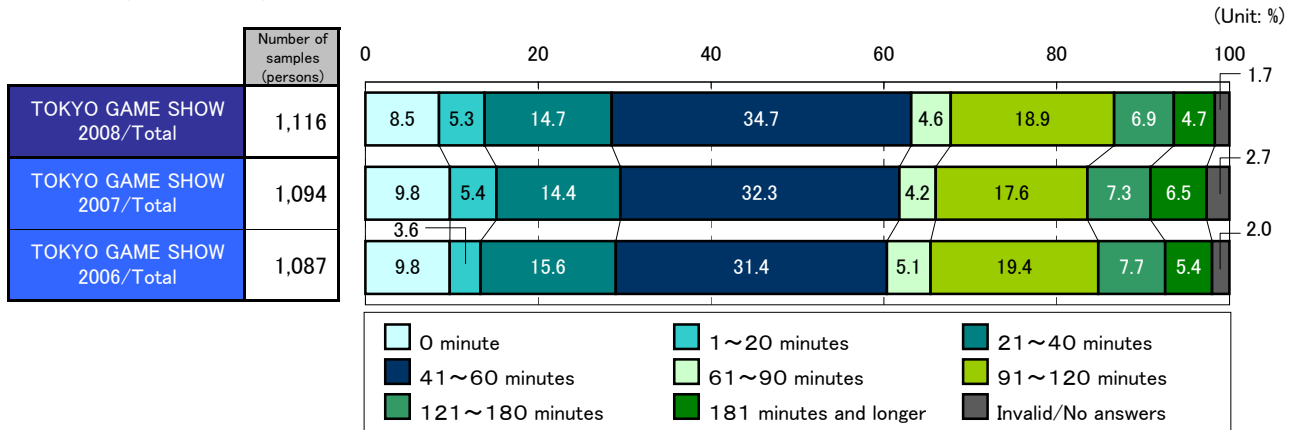
Note) Calculation assumption for obtaining the average weekly frequency of household videogame playing  
 "Almost everyday": 7 days, "4-5 days a week": 4.5 days, "2-3 days a week": 2.5 days,  
 "1 day a week": 1 day, "2-3 days a month": 0.3 day, "less often than 1 day a month": 0.1 day

- The average weekly frequency has steadily increased to 4.00 days.
- The average has increased among male users (4.14) for two consecutive years. It remained at the same level (3.53) among female users.
- The average showed the greatest increased in the "10-12" age group among both males (5.83) and females (5.60).

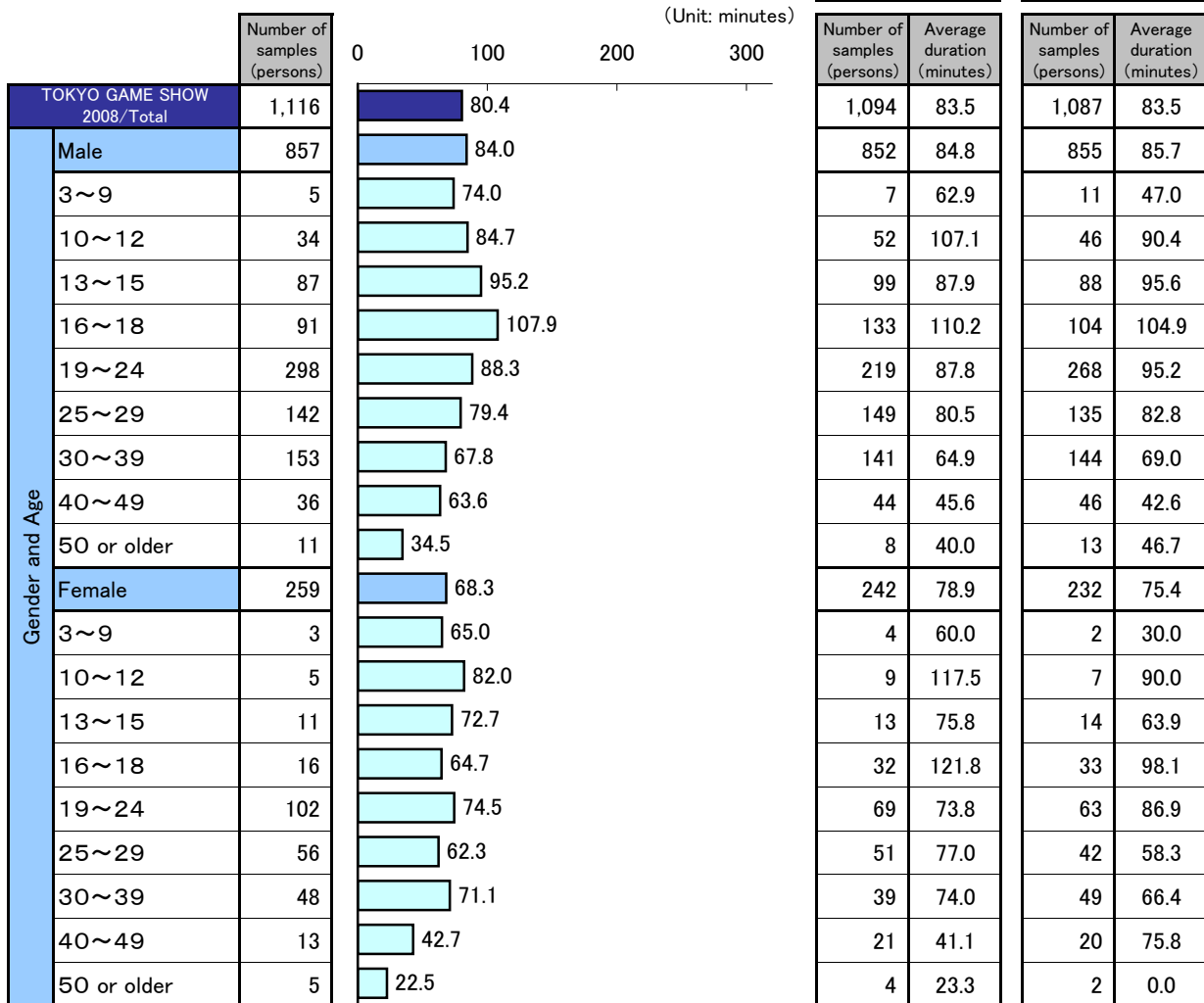
## 5. Duration of game playing

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

(1) Workdays (on a daily basis)



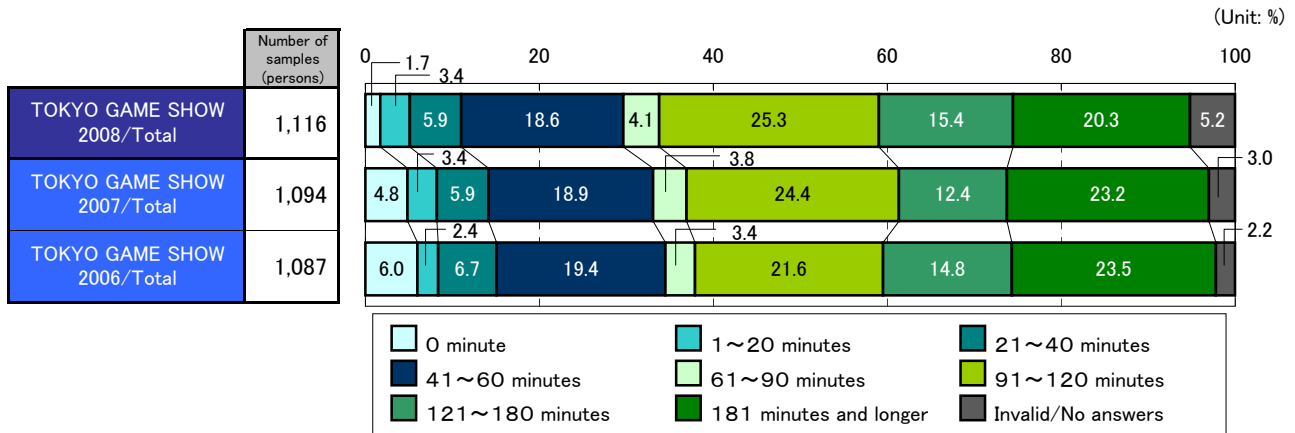
■ Average duration of game playing



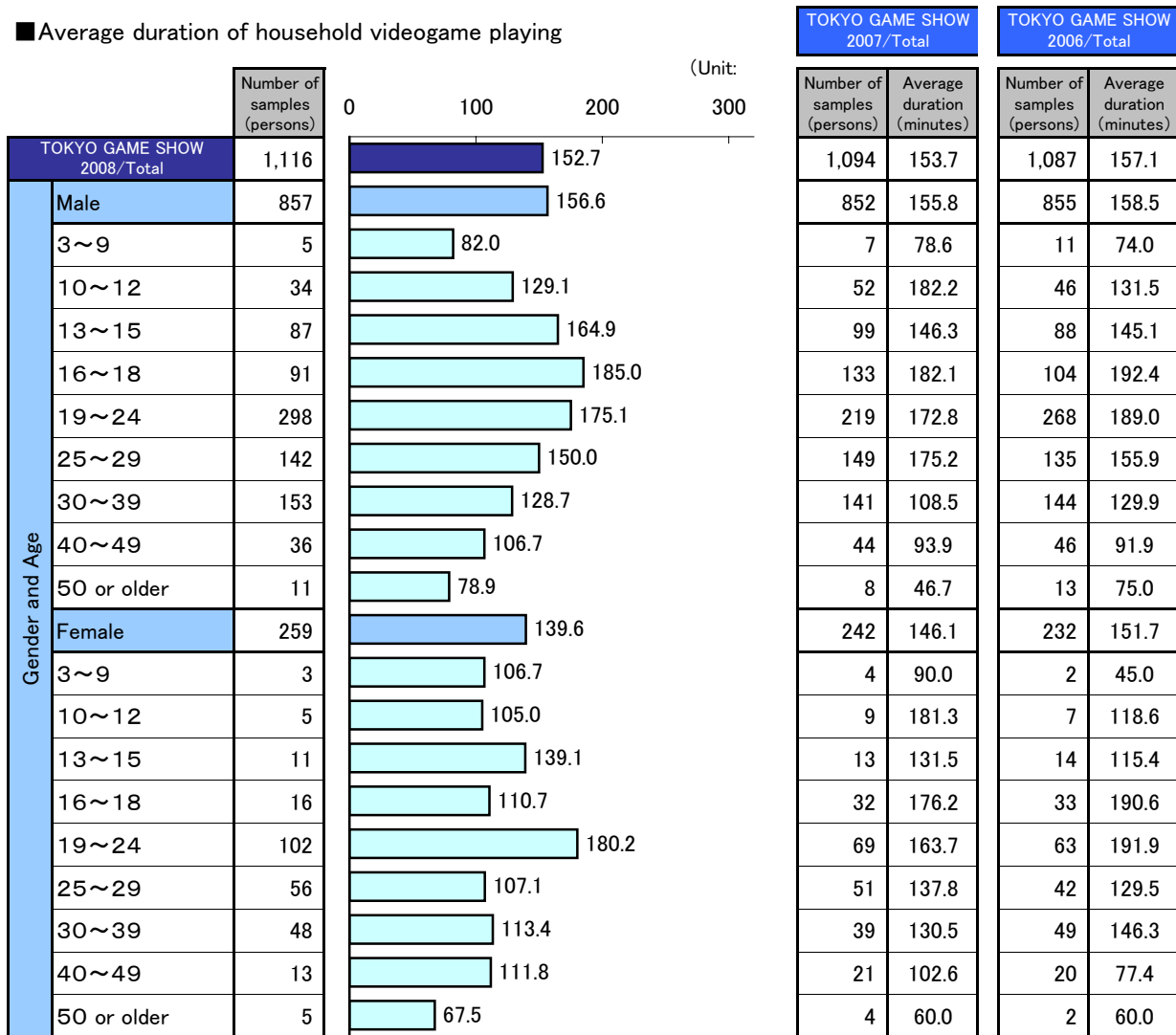
•As indicated by past surveys, the highest number of respondents played "41-60 min" per weekday, and the ratio has continuously increased.

•The average playing time was 80.4 minutes, which represents a decrease of about three minutes from the last survey (83.5 min.). The decrease was significant among females — about 10 minutes from last year (78.9 min.) to this year (68.3 min.).

(2) Off-days (on a daily basis)

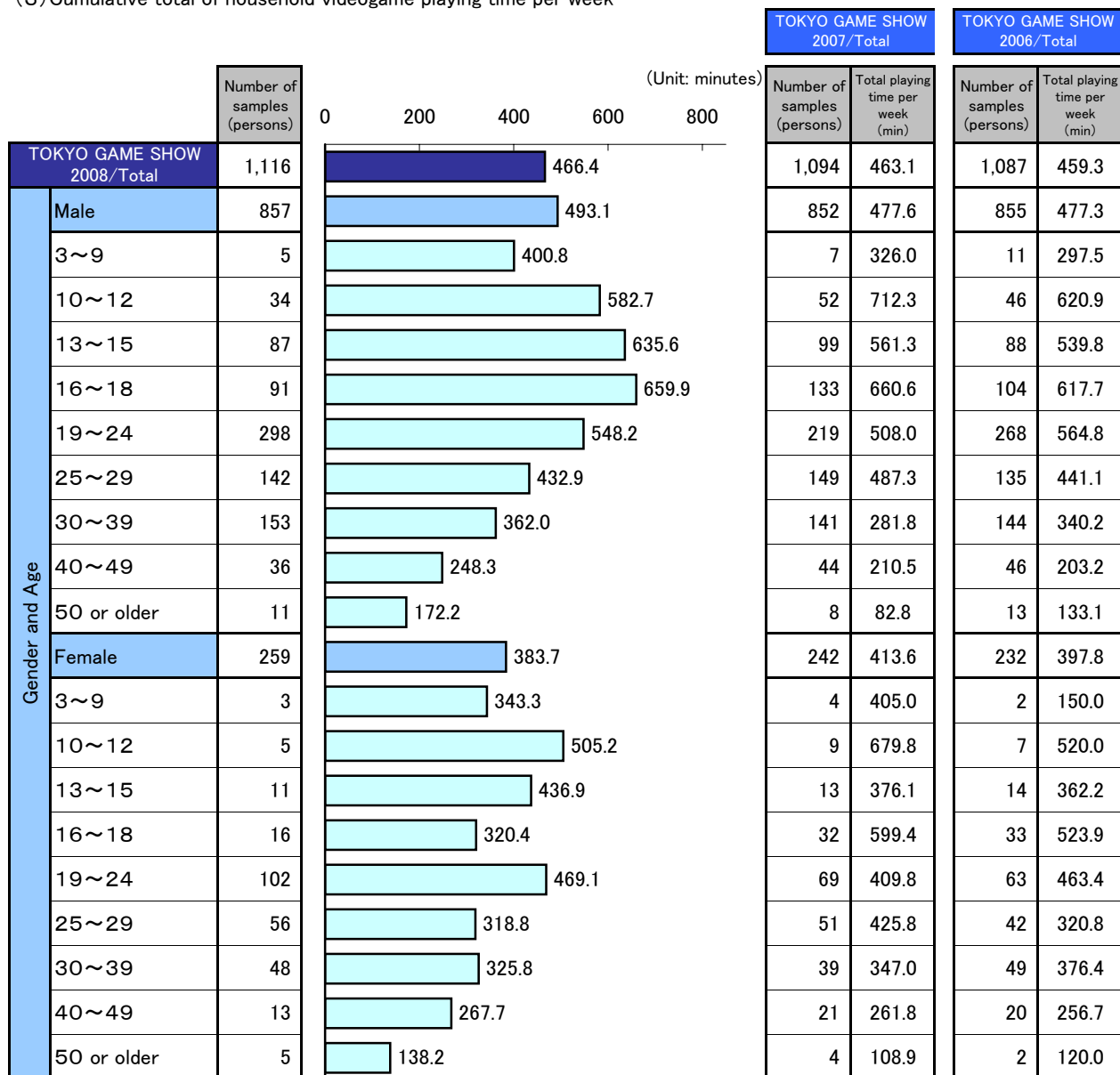


■ Average duration of household videogame playing



• "91-120 min." was the most common length of playing time (25.3%).  
 • The average playing time per day off slightly declined to 152.7 minutes. The average playing time was the longest in the "16-18" age group among males (185.0 min.) and in "19-24" age group among females (180.2 min.).

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



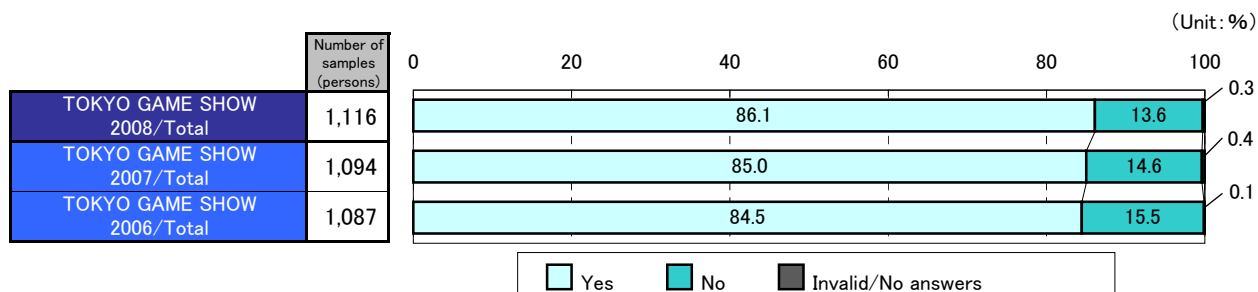
Note) Total weekly playing time = (Ave. playing days per week - 2) × Ave. work-day playing min. + Ave. off-day playing min. × 2

- Total weekly playing time was 466.4 min. It has increased for two consecutive years due to the increase in playing days.
- Total weekly playing time increased (493.1 min.) among males but decreased among females (383.7 min.).
- Males in the "16-18" age group played the longest of all the age groups, and their playing time amounted to 659.9 minutes.

## 6. Tendency of software purchases

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

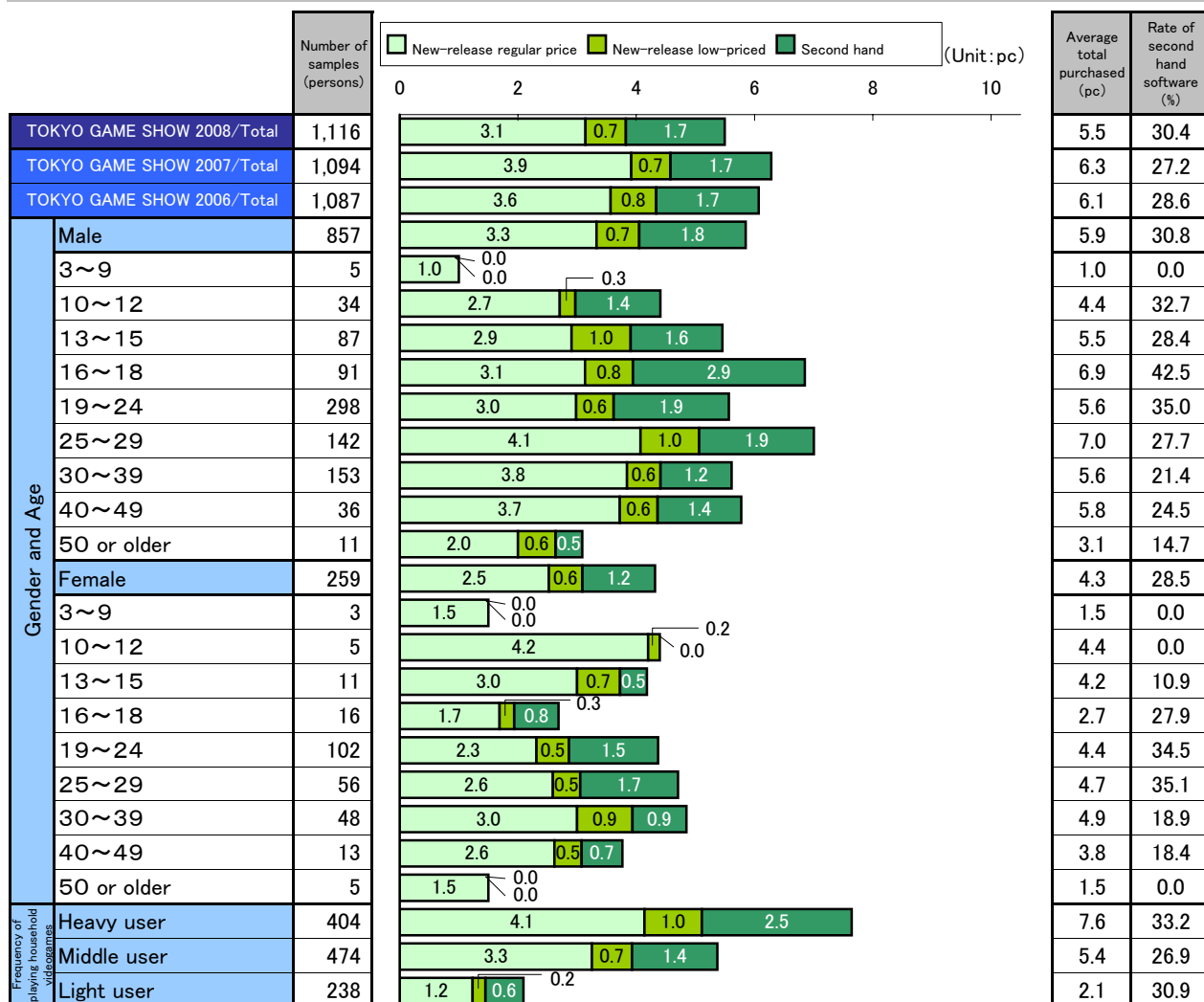
[Q] Did you buy any videogame software (packages) in the last one year? (Excluding PC games.)



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

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

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



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

• Nearly 86.1% of all respondents purchased household videogame software (packages) during the past year. The percentage has gradually increased over the past three years.

• The total number of purchases decreased to 5.5 pcs. from the previous year (6.3 pcs.). The biggest reason for this drop was a decrease in the number of "new-release regular price" games purchased (from 3.9 pcs. to 3.1 pcs.), since the numbers of "new-release low-priced" and "second-hand" games purchased remained almost the same. Accordingly, the rate for "second-hand" games purchased increased to 30.4%.

(3) Purchased household videogame softwares that satisfied the users

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

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

(Valid respondents/ answers: 760/789, n=961)

Title/Series 【Breakdown】 Title	Console	Title Qty
<b>"MONSTER HUNTER" series</b>		<b>93</b>
MONSTER HUNTER PORTABLE 2nd G	PSP	83
MONSTER HUNTER PORTABLE 2nd	PSP	2
"MONSTER HUNTER"	PSP	5
"MONSTER HUNTER"	(No answer)	3
<b>"Metal Gear" series</b>		<b>76</b>
METAL GEAR SOLID 4 GUNS OF THE PATRIOTS	PS3	68
METAL GEAR SOLID PORTABLE OPS	PSP	4
METAL GEAR SOLID 3: SNAKE EATER	PS2	4
<b>"DRAGON QUEST" series</b>		<b>37</b>
DRAGON QUEST V Hand of the Heavenly Bride	NDS	22
DRAGON QUEST IV Chapters of the Chosen	NDS	4
DRAGON QUEST IV Chapters of the Chosen	(No answer)	2
DRAGON QUEST IV Chapters of the Chosen	FC	1
DRAGON QUEST VIII Journey of the Cursed King	PS2	1
DRAGON QUEST MONSTERS-Joker	NDS	1
DRAGON QUEST V Hand of the Heavenly Bride	(No answer)	1
"DRAGON QUEST", "DRAGON QUEST 4-5"	NDS	4
"DRAGON QUEST"	PS2	1
<b>"SUPER ROBOT WARS" series</b>		<b>36</b>
SUPER ROBOT WARS Z	PS2	29
Endless Frontier: Super Robot Wars OG Saga	NDS	2
SUPER ROBOT WARS Side Story	PS2	1
SUPER ROBOT WARS OG ORIGINAL GENERATIONS	PS2	1
"SUPER ROBOT WARS series", "SRW"	PS2	2
"SUPER ROBOT WARS"	PSP	1
<b>"Pokemon" series</b>		<b>34</b>
Pokemon Platinum	NDS	28
"Pokemon Pearl/Platinum", "Pokemon"	NDS	3
"Pokemon"	(No answer)	3
<b>"Tales of" series</b>		<b>28</b>
Tales of Vesperia	X360	21
Tales of Symphonia - Knight of Ratatoskr	Wii	3
Tales of the Abyss	PS2	2
Tales of Symphonia	NGC	1
Many of the "Tales of" series	NDS/PS2/PSP	1
<b>"FINAL FANTASY" series</b>		<b>24</b>
CRISIS CORE FINAL FANTASYVII	PSP	9
FINAL FANTASY III	NDS	3
FINAL FANTASY IV	NDS	2
FINAL FANTASY IV	GBA	1
FINAL FANTASY V	GBA	1
FINAL FANTASY VIII	PS	1
FINAL FANTASY IX	PS	1
FINAL FANTASY X-2	PS2	1
FINAL FANTASY XI - Wings of the Goddess	PS2	1
FINAL FANTASY XII	PS2	1
FINAL FANTASY TACTICS: The War of the Lions	PSP	1
"FF" series	GBA/NDS/Wii	1
Most of the "FF" series	(No answer)	1
<b>"Rhythm Tengoku" series</b>		<b>15</b>
Rhythm Heaven	NDS	12
"Rhythm Tengoku"	(No answer)	3
<b>"PERSONA" series</b>		<b>14</b>
PERSONA4	PS2	13
PERSONA3	PS2	1

Title/Series 【Breakdown】 Title	Console	Title Qty
<b>"MARIO" series</b>		<b>14</b>
MARIO KART Wii	Wii	8
SUPER MARIO GALAXY	Wii	2
MARIO PARTY	NDS	1
MARIO & SONIC	Wii	1
MARIO KART	(No answer)	1
"Mario"	(No answer)	1
<b>QUIZ MAGIC ACADEMY DS</b>	<b>NDS</b>	<b>13</b>
Super Smash Bros. Brawl	Wii	12
Wii Fit	Wii	11
<b>"Call of Duty" series</b>		<b>11</b>
Call of Duty 4: Modern Warfare	X360	6
Call of Duty 4: Modern Warfare	PS3	2
Call of Duty 4: Modern Warfare	NDS	1
"CoD4"	(No answer)	1
"cod"	(No answer)	1
<b>"PHANTASY STAR" series</b>		<b>10</b>
PHANTASY STAR PORTABLE	PSP	9
PHANTASY STAR	(No answer)	1
<b>"Professor Layton" series</b>		<b>10</b>
Professor Layton and the Mysterious Village	NDS	3
Professor Layton and The Devil's Box	NDS	2
"Professor Layton series", "Layton"	NDS	5
<b>"DEVIL MAY CRY 4" series</b>		<b>9</b>
DEVIL MAY CRY 4	PS3	6
DEVIL MAY CRY 4	X360	2
"DEVIL MAY CRY 1~4"	PS2	1
<b>"Fire Emblem" series</b>		<b>9</b>
Fire Emblem: Ankoku Ryū to Hikari no Tsurugi	NDS	6
"Fire Emblem"	(No answer)	2
"FE series"	GBA/NDS/Wii	1
<b>"MOBILE SUIT GUNDAM" series</b>		<b>8</b>
GUNDAM BATTLE UNIVERSE	PSP	3
GUNDAM OPERATION: TROY	X360	1
GUNDAM BATTLE CHRONICLE	PSP	1
GUNDAM SEED DESTINY FEDERATION VS. Z.A.F.T.	PSP	1
GGENERATION SPIRITS	PS2	1
GUNDAM MUSOU	(No answer)	1
<b>"ZERO" series</b>		<b>8</b>
ZERO: Gesshoku no Kamen	Wii	5
ZERO: Akai Cho	PS2	1
ZERO: Irezumi no Koe	PS2	1
"ZERO"	PS2	1
<b>"Winning Eleven" series</b>		<b>7</b>
WORLD SOCCER Winning Eleven 2008	PS3	2
WORLD SOCCER Winning Eleven 2008 UBIQUITOUS EVOLUTION	PSP	2
WORLD SOCCER Winning Eleven DS Goal X Goal!	NDS	1
"J.League Winning Eleven"	PS2	1
"J.League Winning Eleven 2008"	(No answer)	1
<b>"STAR OCEAN" series</b>		<b>7</b>
STAR OCEAN2 Second Evolution	PSP	5
"STAR OCEAN", "Star Ocean1+2"	PS2	2
<b>"DRAGON BALL" series</b>		<b>7</b>
DRAGON BALL DS	NDS	3
DRAGON BALL Z Shin Budoukai 2	PSP	2
DRAGON BALL Z Sparking! METEOR	Wii	1
"DRAGON BALL" series	NDS/PS2/PSP	1

Note 1) If multiple titles were indicated by one respondent, each one was totaled up as an individual answer.  
However, if titles from the same series were listed, they were counted into one answer/ series title.

Note 2) Abbreviations of consoles are as follows:

Wii: Wii, NGC: Nintendo Game Cube, FC: Famicom, NDS: Nintendo DS, GBA: Game Boy Advance, PS3: PLAYSTATION 3  
PS2: PlayStation 2, PS: PlayStation, PSP: PSP(PlayStation Portable), X360: Xbox360

Title/Series 【Breakdown】 Title	Console	Title Qty
"Warriors Orochi" series		7
Warriors Orochi 2	PS2	5
"Warriors Orochi"	PS2	2
"Yakuza" series		7
Yakuza 3	PS3	6
Yakuza 2 PlayStation2 the Best	PS2	1
"KINGDOM HEARTS" series		6
KINGDOM HEARTS II FINAL MIX+	PS2	2
ULTIMATE HITS KINGDOM HEARTS II	PS2	1
"KINGDOM HEARTS II", "KINGDOM HEARTS2"	PS2	3
"GRAN TURISMO" series		6
GRAN TURISMO 5 Prologue	PS3	4
GRAN TURISMO 4	PS2	1
"GRAN TURISMO"	(No answer)	1
"Powerful Pro Baseball Live" series		6
Powerful Pro Baseball Live 15	PS2	1
Powerful Pro Baseball Live 15	Wii	1
Powerful Pro Baseball Live Portable 3	PSP	1
Power Pro Kun Pocket 9	NDS	1
"KONAMI Power Pro" "Power Pro"	(No answer)	2
"Etrian Odyssey" series		6
Etrian Odyssey 2	NDS	5
"Etrian Odyssey"	NDS	1
WORLD DESTRUCTION	NDS	6
"THE IDOLM@STER" series		5
THE IDOLM@STER	X360	4
THE IDOLM@STER Live For You!	X360	1
Ar tonelico II: Melody of Metafalica	PS2	5
"Phoenix Wright: Ace Attorney" series		5
Phoenix Wright: Ace Attorney 4	NDS	2
"Phoenix Wright: Ace Attorney", "Phoenix Wright: Ace Attorney 1~4", "Phoenix Wright: Ace Attorney 3/2+1+Yomigaeru"	NDS	3
"CLANNAD" series		5
CLANNAD	PSP	4
CLANNAD	X360	1
"Dynasty Warriors" series		5
Dynasty Warriors 5 Special	PS2	4
Dynasty Warriors 5	PS3	1
"DAIGASSO! BAND BROTHERS" series		5
DAIGASSO! BAND BROTHERS DX	NDS	4
DAIGASSO! BAND BROTHERS	NDS	1
"VitaminX" series		5
VitaminX Evolution	NDS	4
Vitamin X	PS2	1
"MEGA MAN" series		5
Mega Man Star Force 2 with it's versions Zerker × Ninja	NDS	2
Mega Man 3	FC	1
MegaMan Battle Network 3	GBA	1
"ROCKMAN DASH"	PSP	1
"ARMORED CORE" series		4
ARMORED CORE4	X360	1
ARMORED CORE for Answer	X360	1
ARMORED CORE for Answer	PS3	1
ARMORED CORE2 ANOTHER AGE	PS2	1
Wii Sports	Wii	4
"The Legend of Heroes" series		4
THE LEGEND OF HEROES SORA NO KISEKI the 3rd	PSP	2
THE LEGEND OF HEROES SORA NO KISEKI SC	PSP	1
"THE LEGEND OF HEROES SORA NO KISEKI FC·SC·the3rd"	PSP	1

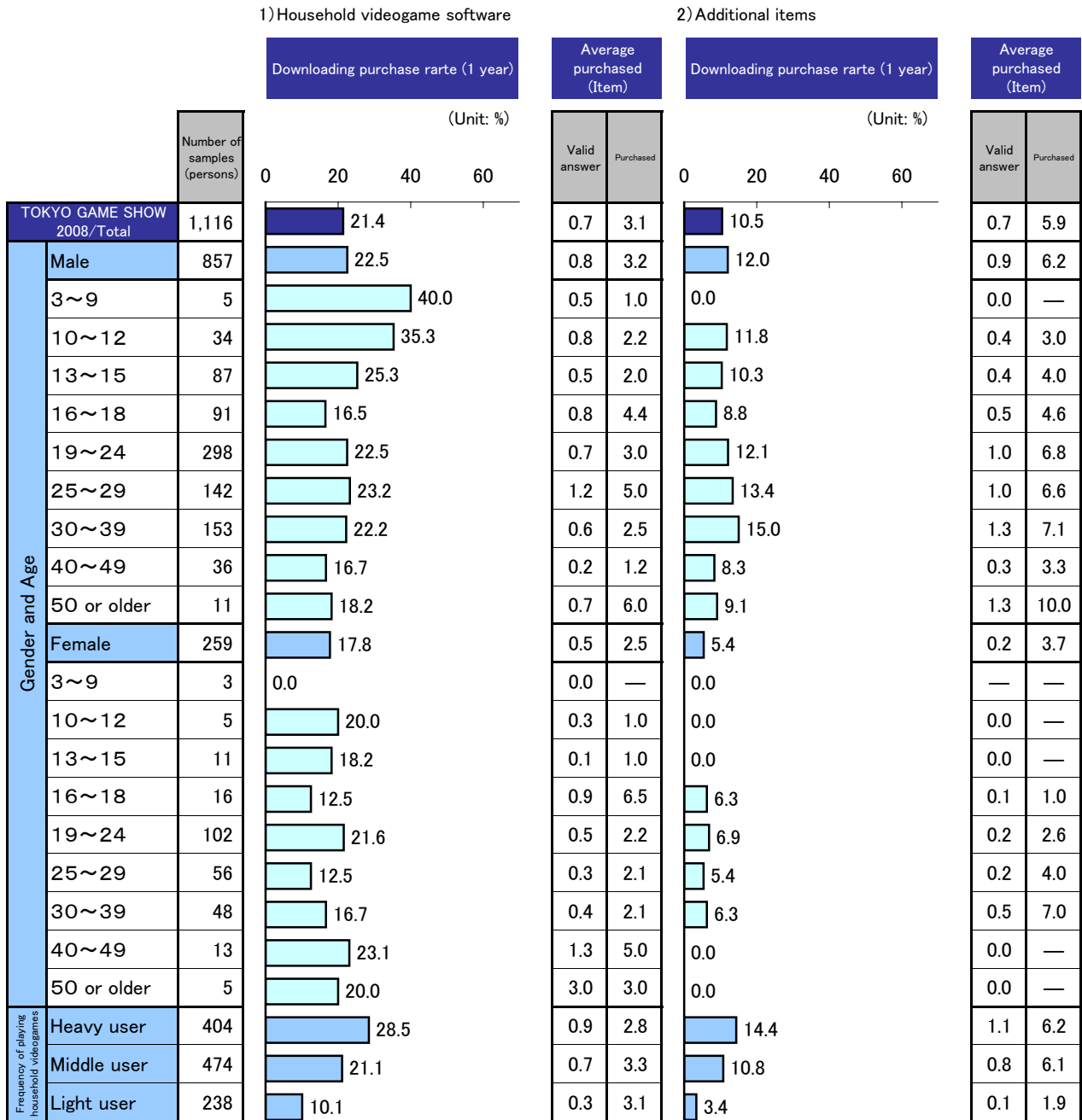
Title/Series 【Breakdown】 Title	Console	Title Qty
"Ace Combat" series		4
Ace Combat 6: Fires of Liberation	X360	2
Ace Combat 04: Shattered Skies	PS2	1
"Ace Combat"	PS2	1
The Elder Scrolls IV Oblivion		4
The Elder Scrolls IV Oblivion	PS3	2
The Elder Scrolls IV Oblivion	X360	2
"Devil Kings" series		4
Devil Kings: Heroes	PS2	3
Devil Kings X	PS2	1
Eternal Sonata	X360	4
"Brain Age" series		4
Brain Age 2: More Training in Minutes a Day	NDS	1
"Brain Age, Brain Age DS", "Brain training DS"	NDS	3
Battlefield: Bad Company		4
Battlefield: Bad Company	PS3	2
"BF:BC"	(No answer)	2
"Mystery Dungeon: Shiren the Wanderer" series		4
Mystery Dungeon: Shiren the Wanderer DS	NDS	2
Mystery Dungeon: Shiren the Wanderer 3	Wii	1
"Shiren the Wanderer"	Wii/NDS	1
"Disgaea: Hour of Darkness" series		4
Disgaea: Hour of Darkness PORTABLE: Tsushin Taisen Hajimemashita	PSP	1
Makai Senki Disgaea PORTABLE	PSP	1
Disgaea: Hour of Darkness 3	PS3	1
Disgaea: Hour of Darkness 2	PS2	1
Yusha no Kuse ni Namaiki da	PSP	4
"Reborn!" series		3
Reborn!: Battle Arena	PSP	1
Reborn!: Battle Sugaroku	NDS	1
Reborn!: Flame Rumble	NDS	1
"Grand Theft Auto" series		3
Grand Theft AutoIV (North America version)	PS3	1
"Grand Theft Auto"	PSP	1
"Grand Theft Auto"	(No answer)	1
God of War: Chains of Olympus	PSP	3
"Sangokushi" series		3
Sangokushi IX	PS2	2
Sangokushi DS	NDS	1
Sangokushi Taisen Ten	NDS	3
SIGMA HARMONICS	NDS	3
Valkyria Chronicles	PS3	3
SOULCALIBUR IV		3
SOULCALIBUR IV	X360	2
SOULCALIBUR IV	PS3	1
"Da Capo" series		3
D.C. II P.S.(Da Capo II Plus Situation)	PS2	2
D.C.P.S.(Da Capo Plus Situation)	PS2	1
"NARUTO" series		3
NARUTO: Ultimate Ninja	PS2	1
"Naruto Shippuden: Shinobi Retsuden2"	NDS	1
"NARUTO"	Wii	1
PATAPON	PSP	3
Within the Expanse of a Distant Time4	PS2	3
"ONE PIECE" series		3
ONE PIECE: Unlimited Cruise Episode1	Wii	2
"ONE PIECE"	Wii	1
The rest of the titles with one or two responses are omitted.		

• The "Monster Hunter" series was in top place, with 93 respondents giving it as an answer, including 83 who answered "Monster Hunter Portable 2nd G" (PSP). The "Metal Gear" series took second place with 76 answers, including 68 for "Metal Gear Solid 4 Guns of the Patriot" (PS3).



## 7. Tendency of software purchases by downloading

[Q] Did you buy any 1) household videogame software or 2) additional items by downloading in the past year?  
 <Choose only one answer for each category.>  
 If you answered "1. Yes", please indicate how many items you bought for each category.  
 \*2) Additional items" does not include charged items for network games.



Note) How to calculate the average number of items purchased

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

Users purchased: about whether they had made a purchase, excluding invalid answers and "no answers" for the question on the number of items purchased.

- 21.4% of all respondents purchased household videogame software by downloading during the past year. The average number of items purchased was 0.7 for valid answers and 3.1 for respondents who purchased them.
- 10.5% of all respondents purchased additional items by downloading during the past year. The average number of items purchased was 0.7 for valid answers and 5.9 for respondents who purchased them.
- The purchase rate was high among heavy users, both for videogame software and for additional items.

## 8. Old game softwares the users wish to play on the latest consoles

[Q] Among all the games which you used to play in game arcades or on old-type consoles (home-use consoles or PCs), is there any game you want to play again on the latest consoles? If so, please list the specific titles.

(613 titles given by 542 valid responses: n=1,116 persons)

Title/Series 【Breakdown】 Title	Title Qty	Title/Series 【Breakdown】 Title	Title Qty	Title/Series 【Breakdown】 Title	Title Qty
"FINAL FANTASY" series	42	"Mega Man" series	19	"FIRE EMBLEM" series	5
FINAL FANTASY VII	21	Mega Man 2	1	FIRE EMBLEM EXCEED A GENERATION	3
FINAL FANTASY V	1	Mega Man 7	1	FIRE EMBLEM Torakia 776	1
FINAL FANTASY VI	1	Mega Man 9	1	"FIRE EMBLEM"	1
FINAL FANTASY VIII	1	"Mega Man1~6", "Mega Man (FamiCom series)"	3	"MOTHER" series	5
FINAL FANTASY IX	1	"Mega Man X", "Mega Man X series"	3	MOTHER2	3
FINAL FANTASY X	1	"Mega Man DASH", "Mega Man DASH series"	2	MOTHER1・2・3	1
FINAL FANTASY XII	1	"Mega Man Battle Network"	1	"MOTHER"	1
FINAL FANTASY TACTICS	1	"Mega Man", "Mega Man series"	7	"Castlevania" series	4
FINAL FANTASY Fables: Chocobo's Dungeon	1	"Chrono Trigger" series	10	Castlevania III: Dracula's Curse	2
FINAL FANTASY IV・V・VI	1	Chrono Trigger	6	"Castlevania 2"	1
FINAL FANTASY V・VI	1	Chrono Cross	4	"Castlevania series"	1
FINAL FANTASY VI・VII・TACTICS	1	Suberanka	10	"Metal Gear" series	4
"FINAL FANTASY", "FF", "FF series"	10	Space Invader	9	"Metal Gear Solid"	1
"MARIO" and "SUPER MARIO" series	32	"Seiken Densetsu" series	9	"Metal Gear", "Metal Gear series"	3
SUPER MARIO RPG	9	Seiken Densetsu 3	6	DEWPRISM	4
MARIO BROTHERS	4	Seiken Densetsu 2	1	"TEKKEN" series	4
MARIO KART	4	Seiken Densetsu 2・3	1	TEKKEN 6	1
Dr. MARIO	2	Seiken Densetsu: LEGEND OF MANA	1	"TEKKEN", "TEKKEN series"	3
SUPER MARIO BROTHERS	1	"KIRBY SUPER STAR" series	9	Gunparade March	4
SUPER MARIO 64	1	KIRBY SUPER STAR Super DX	1	MEDAROT	4
MARIO KART 64	1	KIRBY SUPER STAR 64	1	Wizardry	4
MARIO KART Wii	1	"KIRBY SUPER STAR", "KIRBY SUPER STAR series", "KIRBY"	7	"Romance of the Three Kingdoms" ser	3
"MARIO", "MARIO etc."	5	LIVE A LIVE	9	Powerful Pro Baseball Live series	3
"SUPER MARIO series", "SUPER MARIO"	4	Xenogears	8	Powerful Pro Baseball 99"	1
"DRAGON QUEST" series	30	"Street Fighters" series	7	"Power Pro Kun Pocket series"	1
DRAGON QUEST III	7	Street Fighter 2	2	"Powerful Pro Baseball Live"	1
DRAGON QUEST VI	6	Street Fighter ZERO3 ↑	1	"BIOHAZARD" series	3
DRAGON QUEST IV	2	"Street Fighter"	4	BIOHAZARD 2	1
DRAGON QUEST	1	"Pokemon" series	6	BIOHAZARD 3	1
DRAGON QUEST II	1	Pokemon Gold and Silver	4	"BIOHAZARD"	1
DRAGON QUEST VII	1	Pokemon Pikachu	1	"Twinbee" series	3
Dragon Warrior Monsters	1	"Pokemon series"	1	Twinbee RPG	1
DRAGON QUEST I・II・III	5	"Donkey Kong" series	6	"Twinbee"	2
"DRAGON QUEST", "DRAQUE"	5	Donkey Kong 64	1	"Gundam" series	3
"Dra Que Monsters"	1	"Donkey Kong", "Donkey Kong series"	5	SD Gundam-Gacchapon senshi 2	1
"SaGa" series	22	"Kuniokun" series	5	"Gundam"	2
Romancing SaGa 2	6	Down Town Nekketsu Koshinkyoku-Soreyuke Daiundokai	1	Terranigma	3
Romancing SaGa 3	5	"Kuniokun", "Kuniokun series"	4	moon	3
SaGa Frontier	2	THE LEGEND OF ZELDA: Majora's Mas	5	"VS." series	3
Romancing SaGa 2・3	2	TETRIS	5	MARVEL VS CAPCOM2 NEW AGE OF HEROES	1
Sa・Ga 1・2・3	1	"Cyber Troopers Virtual-On" series	5	MARVEL VS. CAPCOM CLASH OF SUPER HEROES	1
"Romancing SaGa 3, SaGa Frontier"	1	Cyber Troopers Virtual-On: Oratorio-Tangram	3	CAPCOM VS. SNK 2 MILLIONAIRE FIGHTING 2001	1
"SaGa series", "Square's SaGa series"	3	"Virtual-On"	2	"WONDER PROJECT J" series	3
"Romancing SaGa", "Romancing SaGa series"	2	"Puyo Pop" series	5	Wonder Project J2: Koruro no Mori no Josette	2
		Puyo Pop 2	1	"WONDER PROJECT J2・J series"	1
		"Puyo Pop"	4		
				The rest of the titles with one or two responses are omitted.	

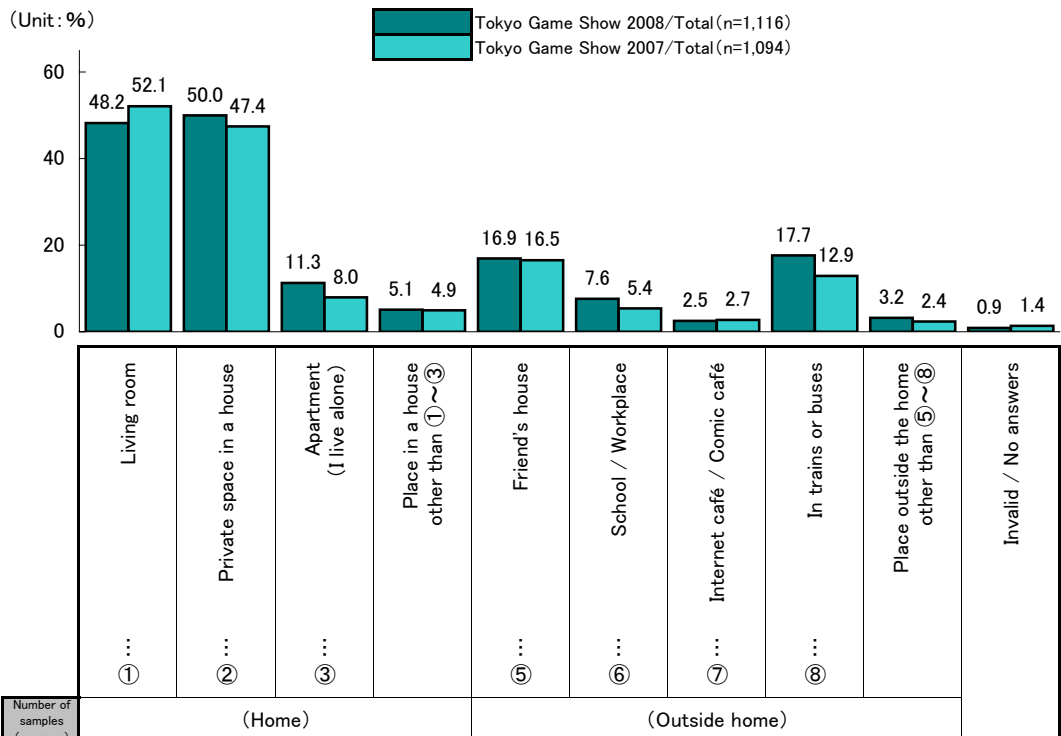
Note) If multiple titles were indicated by one respondent, each one was totaled up as an individual answer. However, if titles from the same series were listed, they were counted into one answer/ series title.

- The FINAL FANTASY series took top place with 42 responses including 21 answers for Final Fantasy VII.
- It was followed by the "Mario" and "Super Mario" series (32 responses), and the "DRAGON QUEST" series (30 responses).

## 9. Place for playing household video games

### (1) Place where household video games are played 《Multiple answers》

[Q] Please choose the place you play household video games. Choose any number of answers.



		Number of samples (persons)	(Home)				(Outside home)					
Tokyo Game Show 2008/Total		1,116	48.2	50.0	11.3	5.1	16.9	7.6	2.5	17.7	3.2	0.9
Gender and Age	Male	857	44.6	51.9	11.2	4.9	18.6	7.2	2.8	16.1	3.3	0.9
	3~9	5	80.0	0.0	0.0	20.0	20.0	0.0	0.0	0.0	0.0	20.0
	10~12	34	85.3	26.5	0.0	5.9	32.4	0.0	2.9	23.5	11.8	0.0
	13~15	87	71.3	51.7	0.0	9.2	35.6	3.4	4.6	21.8	6.9	0.0
	16~18	91	40.7	60.4	3.3	6.6	26.4	18.7	4.4	15.4	4.4	3.3
	19~24	298	34.2	57.4	16.8	4.4	20.5	10.7	1.7	15.4	2.0	0.0
	25~29	142	35.9	54.9	20.4	3.5	14.8	4.2	3.5	13.4	2.1	0.0
	30~39	153	43.1	49.7	7.8	3.9	5.2	2.6	2.6	17.6	2.6	2.0
	40~49	36	61.1	25.0	5.6	2.8	5.6	0.0	2.8	13.9	2.8	2.8
	50 or older	11	81.8	18.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Female	259	60.2	43.6	11.6	5.8	11.6	8.9	1.5	22.8	3.1	0.8
	3~9	3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	33.3	33.3	0.0
	10~12	5	100.0	40.0	0.0	0.0	40.0	0.0	0.0	20.0	0.0	0.0
	13~15	11	90.9	72.7	0.0	0.0	27.3	18.2	0.0	27.3	27.3	0.0
	16~18	16	68.8	56.3	0.0	18.8	18.8	31.3	0.0	43.8	6.3	0.0
	19~24	102	52.9	52.9	12.7	5.9	12.7	11.8	2.0	26.5	2.0	1.0
	25~29	56	41.1	39.3	26.8	5.4	8.9	5.4	3.6	17.9	1.8	0.0
30~39	48	75.0	29.2	4.2	4.2	8.3	2.1	0.0	16.7	0.0	0.0	
40~49	13	76.9	15.4	0.0	7.7	0.0	0.0	0.0	15.4	0.0	7.7	
50 or older	5	80.0	40.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

(Unit: %)

- There were changes in the first and second places in the ranking: "Private space in a house" rose to the top (50.0%) from last year's second place (47.4%). "Living room", which was in first place (52.1%) last year, decreased to 48.2%.
- The rate for "Living room" (60.2%) was higher than that for "Private space in a house" (43.6%) among female users.
- "Living room" was selected most often (68.3%) by users who play "Wii" most frequently.

(Unit: %)

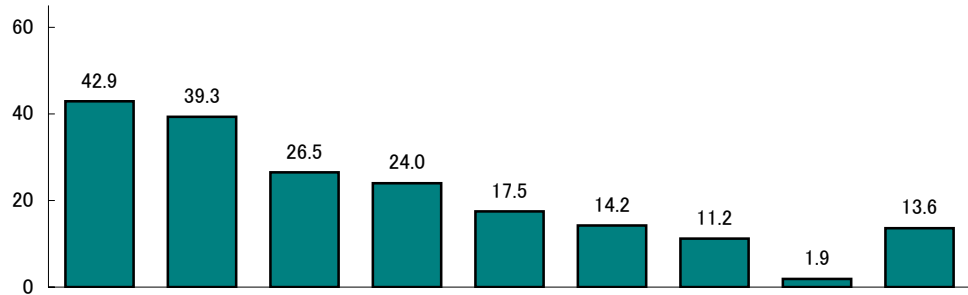
		Number of samples (persons)	Living room	Private space in a house	Apartment (1 live alone)	Place in a house other than ①~③	Friend's house	School / Workplace	Internet café / Comic café	In trains or buses	Place outside the home other than ⑤~⑧	Invalid / No answers
			①	②	③		⑤	⑥	⑦	⑧		
			(Home)				(Outside home)					
Tokyo Game Show 2008/Total		1,116	48.2	50.0	11.3	5.1	16.9	7.6	2.5	17.7	3.2	0.9
Frequency of playing household videogames	Heavy user	404	50.7	58.7	8.9	5.4	23.0	10.9	3.2	23.0	5.0	0.5
	Middle user	474	47.9	48.7	12.2	4.6	15.0	7.0	2.3	16.2	2.3	0.6
	Light user	238	44.5	37.8	13.4	5.5	10.5	3.4	1.7	11.3	2.1	2.1
Number of family members	1	313	34.2	32.3	36.4	1.6	11.2	5.8	2.2	15.3	1.3	0.6
	2~4	613	51.5	58.2	1.6	6.5	15.8	8.5	2.6	18.8	4.1	1.1
	5 or more	190	60.5	52.6	1.1	6.3	30.0	7.9	2.6	17.9	3.7	0.5
Hardware most frequently used (Top 6)	Nintendo DS (Incl. Lite)	191	53.4	52.4	12.6	2.1	9.9	12.6	2.6	29.8	5.2	0.0
	PlayStation 2	182	46.7	56.0	11.0	5.5	15.9	7.1	1.1	14.3	2.7	0.5
	PSP (PlayStation Portable)	164	39.0	58.5	14.6	5.5	26.2	11.0	3.7	27.4	4.9	1.2
	PLAYSTATION 3	76	38.2	50.0	14.5	10.5	9.2	1.3	5.3	10.5	1.3	0.0
	Wii	63	68.3	34.9	12.7	4.8	25.4	6.3	1.6	25.4	4.8	0.0
	Xbox360	32	43.8	56.3	15.6	3.1	12.5	3.1	3.1	9.4	0.0	0.0

(2) Places where users wish to play household video games on-line 《Multiple answers》

[Q] At which places other than your home do you wish to play household video games on-line? Choose any number of answers.

Tokyo Game Show 2008/Total (n=1,116)

(Unit: %)



		Number of samples (persons)	Hotel/Inn	Coffee shop/Restaurant	Train station/Airport	School/University	Amusement facility	Library	Hospital/Medical facility	Others	Invalid/No answers
Tokyo Game Show 2008/Total		1,116	42.9	39.3	26.5	24.0	17.5	14.2	11.2	1.9	13.6
Gender and Age	Male	857	41.5	38.2	27.7	26.0	19.1	15.1	10.4	2.0	13.1
	3~9	5	40.0	20.0	0.0	0.0	20.0	20.0	0.0	0.0	40.0
	10~12	34	38.2	26.5	23.5	29.4	2.9	29.4	11.8	2.9	14.7
	13~15	87	48.3	35.6	41.4	50.6	24.1	35.6	12.6	1.1	4.6
	16~18	91	41.8	36.3	30.8	50.5	16.5	18.7	9.9	0.0	7.7
	19~24	298	33.6	40.6	22.1	34.9	19.1	15.8	9.1	2.3	12.4
	25~29	142	44.4	39.4	31.0	7.7	19.7	9.2	10.6	2.8	15.5
	30~39	153	51.6	40.5	30.7	4.6	17.0	5.2	12.4	2.6	15.7
	40~49	36	47.2	30.6	19.4	0.0	27.8	5.6	11.1	0.0	25.0
	50 or older	11	18.2	27.3	9.1	9.1	45.5	0.0	0.0	0.0	18.2
	Female	259	47.5	43.2	22.8	17.4	12.0	11.6	13.9	1.5	15.4
	3~9	3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	66.7
	10~12	5	60.0	40.0	40.0	20.0	20.0	0.0	20.0	0.0	40.0
	13~15	11	54.5	54.5	18.2	18.2	18.2	18.2	27.3	0.0	18.2
	16~18	16	43.8	25.0	37.5	50.0	6.3	25.0	18.8	0.0	18.8
	19~24	102	49.0	44.1	19.6	27.5	12.7	15.7	12.7	1.0	11.8
	25~29	56	50.0	48.2	28.6	5.4	14.3	7.1	14.3	0.0	7.1
	30~39	48	47.9	43.8	20.8	4.2	8.3	6.3	12.5	4.2	18.8
	40~49	13	30.8	38.5	7.7	7.7	7.7	7.7	7.7	0.0	38.5
50 or older	5	20.0	40.0	40.0	0.0	20.0	0.0	20.0	20.0	20.0	
Frequency of playing household videogames	Heavy user	404	45.8	43.6	31.2	31.7	21.5	16.8	12.4	1.7	9.2
	Middle user	474	40.7	38.2	23.4	21.3	15.2	11.8	10.3	2.1	15.4
	Light user	238	42.4	34.5	24.8	16.4	15.1	14.7	10.9	1.7	17.6

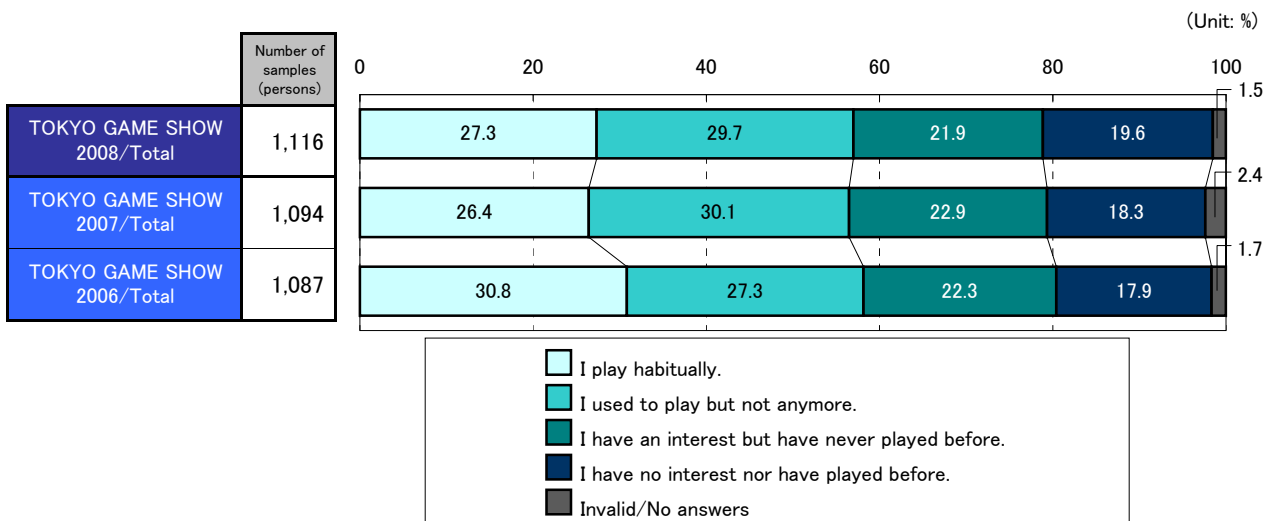
(Unit: %)

- The place most frequently selected was "Hotel/Inn" (42.9%), followed by "Coffee shop/Restaurant" (39.3%).
- "Hotel/Inn" and "Coffee shop/Restaurant" were more often selected by females than by males.
- More than half of males in the "13-15" and "16-18" age groups and females in the "16-18" age group answered "School".
- Valid answers (n=19) for "Others" (n=21) included "Transportation" (n=7), "Company" and "Park" (n=3 for each).

### III. Mobile Phone Games

#### 1. Familiarity with mobile phone games

[Q] Do you play games on your mobile phone (incl. PHS)?



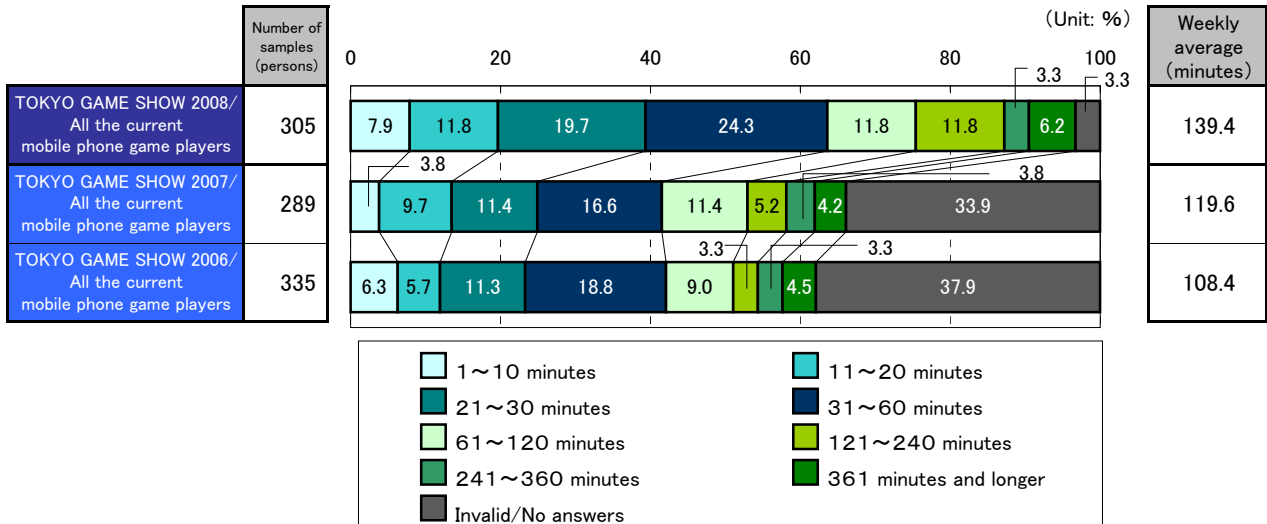
(Unit: %)

		Number of samples (persons)	I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	27.3	29.7	21.9	19.6	1.5
Gender and Age	Male	857	28.4	28.6	20.7	21.0	1.4
	3~9	5	0.0	20.0	0.0	60.0	20.0
	10~12	34	17.6	11.8	23.5	47.1	0.0
	13~15	87	29.9	14.9	36.8	18.4	0.0
	16~18	91	40.7	26.4	18.7	13.2	1.1
	19~24	298	28.2	35.6	14.4	19.8	2.0
	25~29	142	28.2	25.4	22.5	22.5	1.4
	30~39	153	27.5	29.4	19.6	23.5	0.0
	40~49	36	22.2	33.3	25.0	16.7	2.8
	50 or older	11	0.0	36.4	54.5	0.0	9.1
	Female	259	23.9	33.2	25.9	15.1	1.9
	3~9	3	33.3	0.0	33.3	33.3	0.0
	10~12	5	20.0	0.0	60.0	20.0	0.0
	13~15	11	27.3	18.2	54.5	0.0	0.0
	16~18	16	31.3	18.8	31.3	18.8	0.0
	19~24	102	28.4	39.2	22.5	6.9	2.9
	25~29	56	21.4	44.6	17.9	16.1	0.0
30~39	48	14.6	29.2	27.1	27.1	2.1	
40~49	13	23.1	15.4	38.5	23.1	0.0	
50 or older	5	20.0	0.0	20.0	40.0	20.0	
Frequency of playing (identified respondents)	Heavy user	404	31.4	24.8	21.5	20.5	1.7
	Middle user	474	26.2	33.5	22.4	17.1	0.8
	Light user	238	22.7	30.3	21.4	23.1	2.5

- The proportion of respondents who “play habitually” increased to 27.3% of the total in spite of the downward trend that lasted until last year.
- “I play habitually” was selected more by male users (28.4%) than by female users (23.9%). However, “I have no interest, nor have I played before” was also selected by more male users (21.0%) than female users (15.1%).
- “I play habitually” was selected the most by heavy users (31.4%).

2. Duration of playing games on mobile phones (weekly total)  
 【All the current mobile phone game players】

【To all who selected “I play habitually” on a mobile phone (incl. PHS).】  
 [Q] How long do you play games on mobile phones (incl. PHS) in a week?



		Number of samples (persons)	(Unit: %)								Weekly average (minutes)	
			1~10 minutes	11~20 minutes	21~30 minutes	31~60 minutes	61~120 minutes	121~240 minutes	241~360 minutes	361 minutes ~	Invalid/No answers	
TOKYO GAME SHOW 2008/ All the current mobile phone game players		305	7.9	11.8	19.7	24.3	11.8	11.8	3.3	6.2	3.3	139.4
Gender	Male	243	7.8	9.9	20.6	23.0	12.3	11.5	4.1	7.0	3.7	153.2
	Female	62	8.1	19.4	16.1	29.0	9.7	12.9	0.0	3.2	1.6	86.1
Frequency of playing household videogames	Heavy user	127	9.4	12.6	18.9	26.0	7.1	8.7	2.4	9.4	5.5	161.0
	Middle user	124	5.6	11.3	20.2	23.4	17.7	12.9	3.2	4.0	1.6	131.3
	Light user	54	9.3	11.1	20.4	22.2	9.3	16.7	5.6	3.7	1.9	109.0

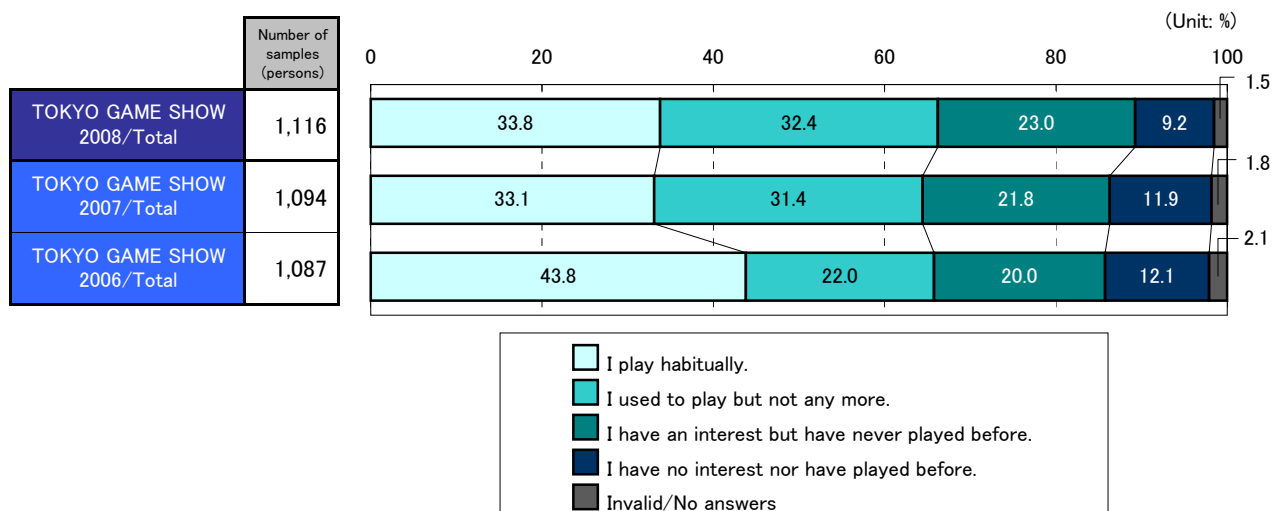
Note) The categories for “Time spent playing games” were changed for TOKYO GAME SHOW 2007. In accordance with this change, the survey result for 2006 was tallied again. (top graph)

- “31-60 min.” was selected the most (24.3%).
- Average weekly playing time has increased (139.4 min.) for two consecutive years. Male players (153.2 min.) and “heavy users” (161.0 min.) of household video games tended to report a long weekly playing time.

## IV. PC Games

### 1. Familiarity with PC games

[Q] Do you play PC games?



		Number of samples (persons)	(Unit: %)				
			I play habitually.	I used to play but not any more.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	33.8	32.4	23.0	9.2	1.5
Gender and Age	Male	857	37.2	32.0	20.1	9.1	1.6
	3~9	5	0.0	20.0	20.0	40.0	20.0
	10~12	34	23.5	44.1	2.9	26.5	2.9
	13~15	87	35.6	33.3	20.7	10.3	0.0
	16~18	91	41.8	24.2	22.0	8.8	3.3
	19~24	298	43.6	26.5	20.5	7.4	2.0
	25~29	142	35.9	37.3	19.0	6.3	1.4
	30~39	153	35.3	34.0	20.9	9.8	0.0
	40~49	36	19.4	50.0	19.4	11.1	0.0
	50 or older	11	0.0	45.5	45.5	0.0	9.1
	Female	259	22.4	34.0	32.8	9.7	1.2
	3~9	3	66.7	0.0	33.3	0.0	0.0
	10~12	5	20.0	0.0	80.0	0.0	0.0
	13~15	11	27.3	27.3	36.4	9.1	0.0
	16~18	16	31.3	12.5	50.0	6.3	0.0
	19~24	102	21.6	41.2	29.4	6.9	1.0
	25~29	56	16.1	44.6	30.4	8.9	0.0
30~39	48	31.3	22.9	31.3	14.6	0.0	
40~49	13	7.7	30.8	38.5	23.1	0.0	
50 or older	5	0.0	20.0	20.0	20.0	40.0	
Frequency of playing household video games	Heavy user	404	43.1	28.2	20.5	7.2	1.0
	Middle user	474	31.2	34.6	22.8	10.1	1.3
	Light user	238	23.1	35.3	27.7	10.9	2.9

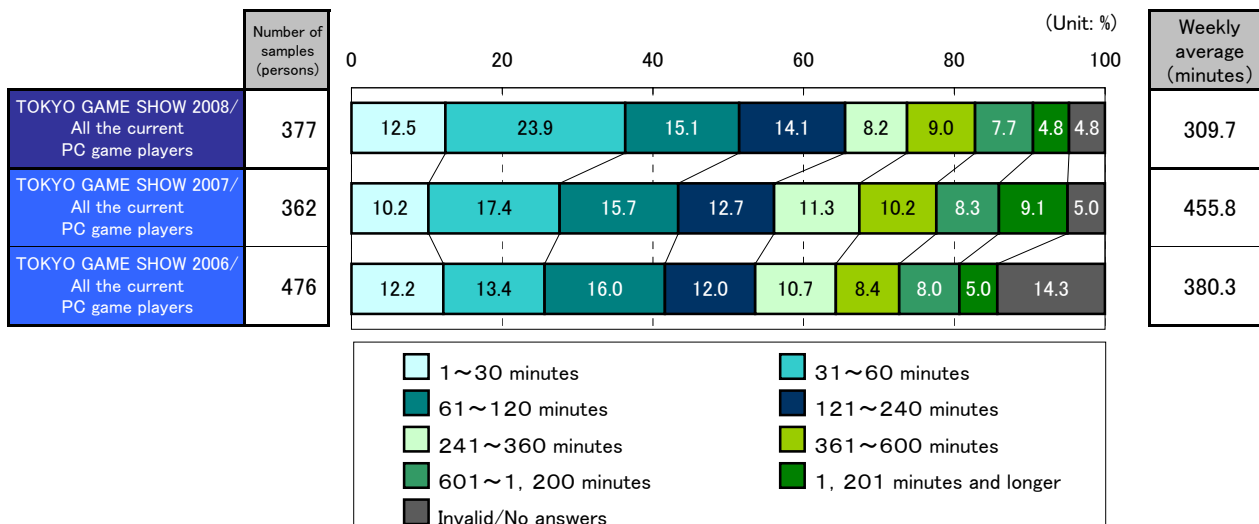
- The number of respondents who habitually play PC games decreased considerably last year, but increased to 33.8% this year.
- More male respondents selected "I play habitually." (37.2%) than female respondents (22.4%).
- "Heavy users" of household video games had the highest tendency of habitually playing PC games (43.1%).



## 2. Duration of PC game playing (weekly total) 【All the current PC game players】

【To all who selected “I habitually play” games on a PC】

【Q】 How long do you play PC games in a week?



		Number of samples (persons)	1~30 minutes	31~60 minutes	61~120 minutes	121~240 minutes	241~360 minutes	361~600 minutes	601~1,200 minutes	1,201 minutes and longer	Invalid/No answers	Weekly average (minutes)
TOKYO GAME SHOW 2008/ All the current PC game players		377	12.5	23.9	15.1	14.1	8.2	9.0	7.7	4.8	4.8	309.7
Gender	Male	319	11.6	24.1	14.1	13.8	8.2	9.7	8.5	5.6	4.4	335.5
	Female	58	17.2	22.4	20.7	15.5	8.6	5.2	3.4	0.0	6.9	164.1
Frequency of playing household videogames	Heavy user	174	16.1	20.7	12.6	9.8	10.3	12.1	9.2	4.0	5.2	325.9
	Middle user	148	8.8	27.7	18.2	18.9	7.4	5.4	5.4	3.4	4.7	257.4
	Light user	55	10.9	23.6	14.5	14.5	3.6	9.1	9.1	10.9	3.6	398.5

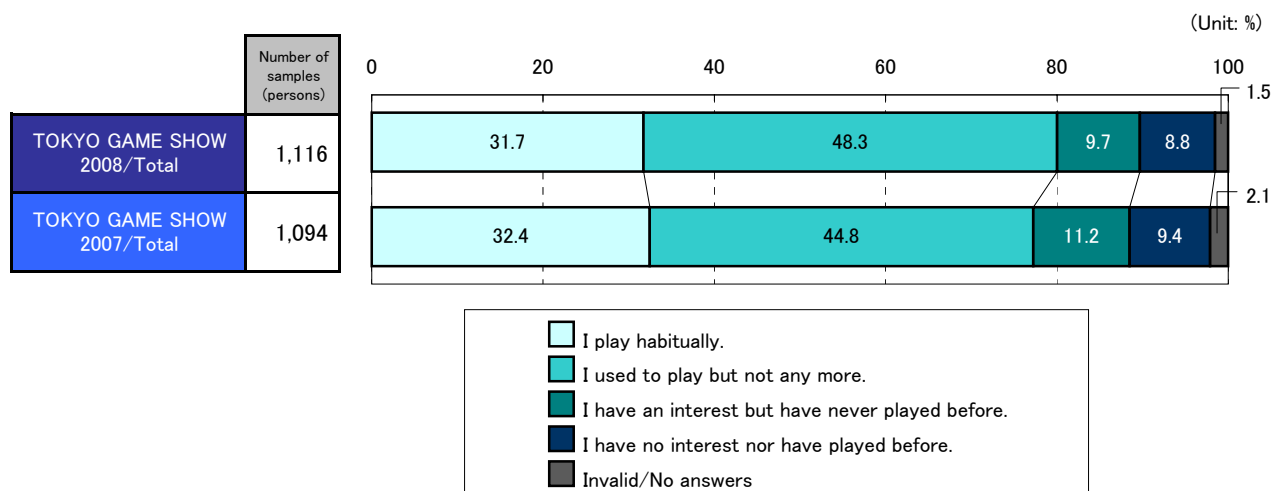
Note) The categories for “Time spent playing games” were changed for TOKYO GAME SHOW 2007. In accordance with this change, the survey result for 2006 was tallied again. (top graph)

- “31–60 min.” was selected the most (23.9%). The ratio for “1,201 min. and longer” decreased to almost half (4.8%) of that for the previous year (9.1%).
- Average weekly playing time decreased considerably (309.7 min.). Male players (335.5 min.) and “light users” (398.5 min.) of household video games tended to report a long weekly playing time.

## V. Arcade Games

### 1. Familiarity with arcade games

[Q] Have you ever played arcade games?



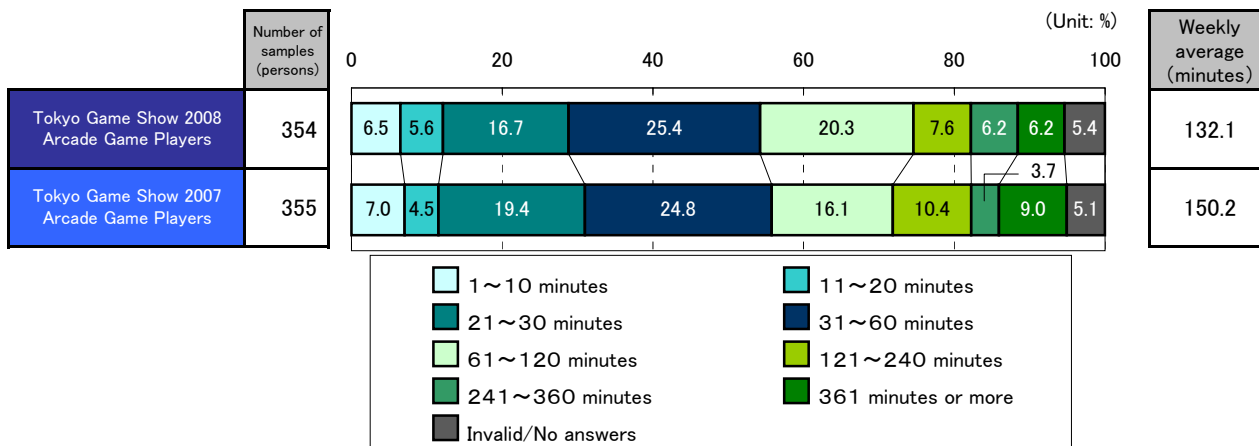
(Unit: %)

		Number of samples (persons)	I play habitually.	I used to play but not any more.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	31.7	48.3	9.7	8.8	1.5
Gender and Age	Male	857	35.1	45.2	9.7	8.4	1.6
	3~9	5	60.0	40.0	0.0	0.0	0.0
	10~12	34	41.2	47.1	5.9	5.9	0.0
	13~15	87	26.4	52.9	10.3	10.3	0.0
	16~18	91	41.8	37.4	9.9	7.7	3.3
	19~24	298	41.3	34.9	11.7	9.7	2.3
	25~29	142	30.3	50.0	9.2	9.2	1.4
	30~39	153	32.0	56.9	5.9	5.2	0.0
	40~49	36	16.7	63.9	11.1	8.3	0.0
	50 or older	11	18.2	36.4	18.2	9.1	18.2
	Female	259	20.5	58.7	9.7	10.0	1.2
	3~9	3	33.3	66.7	0.0	0.0	0.0
	10~12	5	20.0	40.0	40.0	0.0	0.0
	13~15	11	36.4	18.2	27.3	18.2	0.0
	16~18	16	31.3	62.5	6.3	0.0	0.0
	19~24	102	21.6	63.7	7.8	6.9	0.0
	25~29	56	17.9	62.5	10.7	8.9	0.0
	30~39	48	16.7	58.3	6.3	16.7	2.1
40~49	13	15.4	53.8	15.4	15.4	0.0	
50 or older	5	0.0	20.0	0.0	40.0	40.0	
Frequency of playing household video games	Heavy user	404	38.1	43.1	9.4	8.7	0.7
	Middle user	474	30.4	50.2	9.9	8.4	1.1
	Light user	238	23.5	53.4	9.7	9.7	3.8

- Respondents who replied "I used to play but not any more" were the most numerous (48.3%), increasing from the previous year (44.8%). Respondents who replied "I play habitually" decreased slightly from the previous year (32.4%) to 31.7%.
- Males had a greater tendency to play habitually (35.1%) than female respondents (20.5%).
- "Heavy users" of household video games had the greatest tendency to habitually play arcade games.

## 2. Duration of Arcade game playing (weekly total) 【All current arcade game players】

【To all respondents who selected “1 habitually play” arcade games】  
 [Q] How much time do you spend playing arcade games in a week?



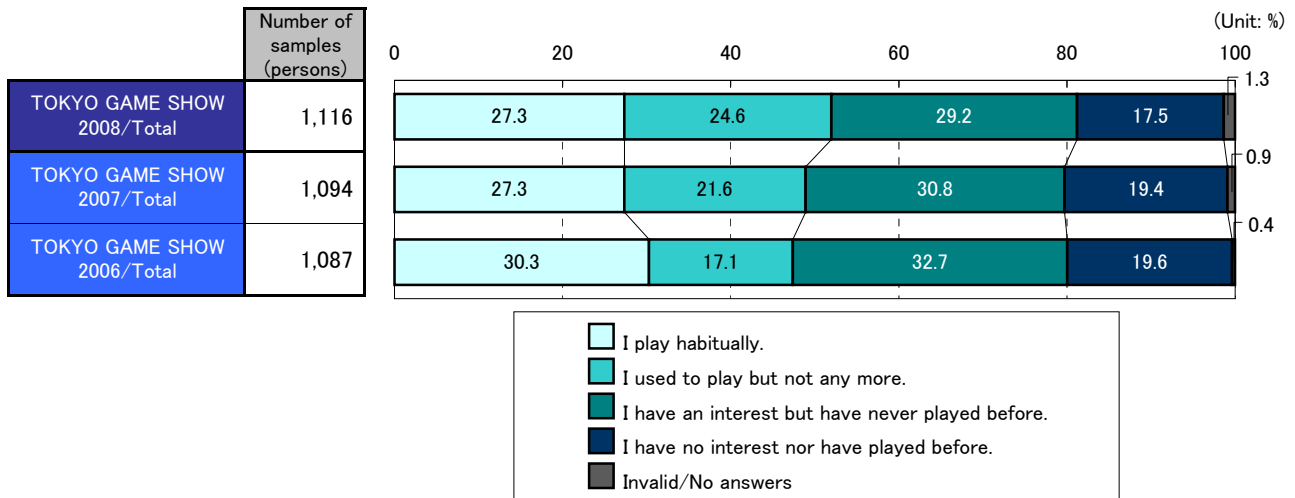
		Number of samples (persons)	1~10 minutes	11~20 minutes	21~30 minutes	31~60 minutes	61~120 minutes	121~240 minutes	241~360 minutes	361 minutes ~	Invalid/No answers	Weekly average (minutes)
Tokyo Game Show 2008 Arcade Game Players		354	6.5	5.6	16.7	25.4	20.3	7.6	6.2	6.2	5.4	132.1
Gender	Male	301	6.3	5.3	15.3	24.6	20.6	8.6	6.6	7.3	5.3	143.0
	Female	53	7.5	7.5	24.5	30.2	18.9	1.9	3.8	0.0	5.7	69.7
Frequency of playing household videogames	Heavy user	154	7.1	5.2	14.3	25.3	20.8	7.1	4.5	9.1	6.5	147.1
	Middle user	144	4.9	5.6	16.0	25.7	21.5	8.3	8.3	4.2	5.6	129.8
	Light user	56	8.9	7.1	25.0	25.0	16.1	7.1	5.4	3.6	1.8	98.2

- Respondents who played for “31–60 min.” were the most numerous.(25.4%), and “61–120 min.” was in second place (20.3%).
- The weekly average was 132.1 minutes. This represents a decrease from the previous year (150.2 min.) and was shorter than the time spent playing games on mobile phones (139.4 min.). (See page 30.)
- Males (143.0 min.) played for more than twice as long as females (69.7 min.). “Heavy users” of household video games tended to play longer (147.1 min.).

## VI. Network (On-line) Games

### 1. Familiarity with network (on-line) games

[Q] Have you ever played network (on-line) games?

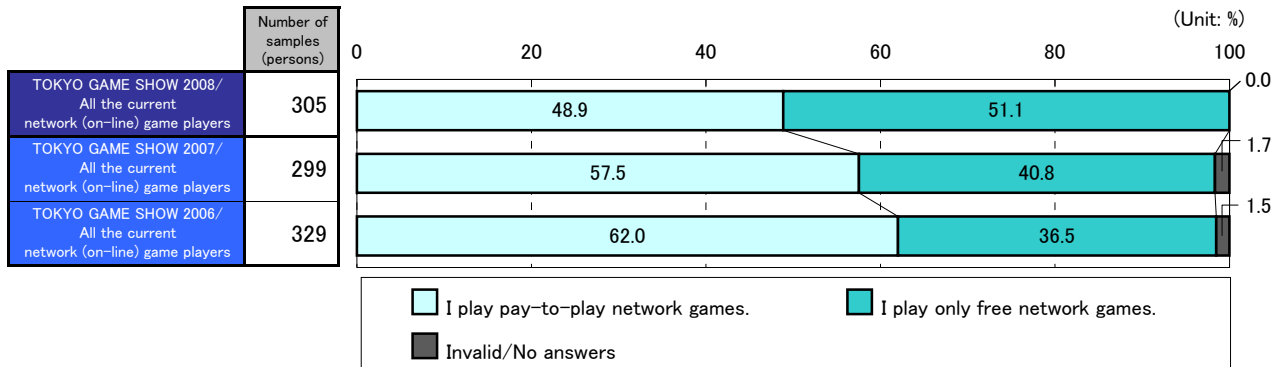


		Number of samples (persons)	I play habitually. I used to play but not any more. I have an interest but have never played before. I have no interest nor have played before. Invalid/No answers				(Unit: %)
TOKYO GAME SHOW 2008/Total		1,116	27.3	24.6	29.2	17.5	1.3
Gender and Age	Male	857	31.3	25.7	25.8	16.0	1.3
	3~9	5	0.0	0.0	40.0	60.0	0.0
	10~12	34	26.5	20.6	20.6	32.4	0.0
	13~15	87	44.8	21.8	18.4	14.9	0.0
	16~18	91	33.0	29.7	27.5	9.9	0.0
	19~24	298	29.5	28.9	21.8	18.5	1.3
	25~29	142	31.0	26.8	28.9	11.3	2.1
	30~39	153	34.0	20.9	28.8	14.4	2.0
	40~49	36	13.9	22.2	44.4	19.4	0.0
	50 or older	11	9.1	27.3	45.5	9.1	9.1
	Female	259	14.3	21.2	40.5	22.4	1.5
	3~9	3	33.3	0.0	33.3	0.0	33.3
	10~12	5	20.0	0.0	60.0	20.0	0.0
	13~15	11	18.2	45.5	36.4	0.0	0.0
	16~18	16	25.0	6.3	62.5	6.3	0.0
	19~24	102	13.7	29.4	35.3	20.6	1.0
	25~29	56	12.5	19.6	42.9	25.0	0.0
	30~39	48	14.6	14.6	37.5	33.3	0.0
40~49	13	7.7	7.7	53.8	30.8	0.0	
50 or older	5	0.0	0.0	40.0	20.0	40.0	
Frequency of playing household videogames	Heavy user	404	39.4	24.0	21.3	14.1	1.2
	Middle user	474	23.4	25.9	32.5	17.1	1.1
	Light user	238	14.7	23.1	36.1	23.9	2.1

- The number of respondents who habitually played network (on-line) games remained at the same level as that revealed by the previous survey (27.3%).
- More males play habitually (31.3%) than females (14.3%).
- Frequent players of household video games tended to play network (on-line) games habitually.

## 2. Frequency of playing pay-to-play network (on-line) games 【All the current network (on-line) game players】

【To all who selected “I habitually play network (on-line) games now”】  
【Q】 Do you play network (on-line) games with fees?

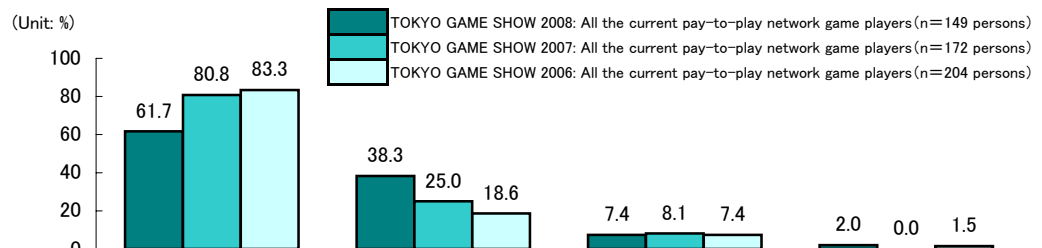


(Unit: %)

		Number of samples (persons)	I play pay-to-play network games.	I play only free network games.	Invalid/No answers
TOKYO GAME SHOW 2008/ All the current network (on-line) game players		305	48.9	51.1	0.0
Gender	Male	268	48.5	51.5	0.0
	Female	37	51.4	48.6	0.0
Frequency of playing household videogames	Heavy user	159	52.2	47.8	0.0
	Middle user	111	41.4	58.6	0.0
	Light user	35	57.1	42.9	0.0

## 3. Methods of paying for network (on-line) games 【All the current pay-to-play network (on-line) game players】 《Multiple answers》

【To all who selected “I play pay-to-play network (on-line) games”】  
【Q】 Please select all types of paying methods you have used for network (on-line) games.



(Unit: %)

		Number of samples (persons)	Fixed charge	Charged by item/avatar	Quantitative charge	Invalid/No answers
TOKYO GAME SHOW 2008/ All the current pay-to-play network game players		149	61.7	38.3	7.4	2.0
Gender	Male	130	63.1	36.2	7.7	2.3
	Female	19	52.6	52.6	5.3	0.0
Frequency of playing household videogames	Heavy user	83	59.0	37.3	9.6	1.2
	Middle user	46	65.2	41.3	4.3	0.0
	Light user	20	65.0	35.0	5.0	10.0

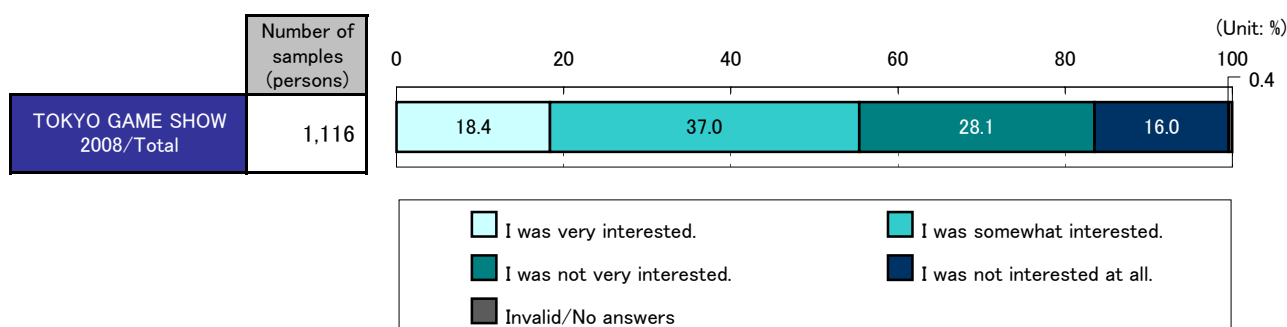
(Unit: %)

- 48.9% of network (on-line) game players played pay-to-play games.
- The fixed charging system has been used most (61.7%) for three years, although its use has been gradually decreasing.
- The ratio for “Charged by item/avatar” is steadily increasing (38.3%), approaching that for “Fixed charge”.

## VII. The Beijing Olympics and Games

### 1. Interest in the Beijing Olympics

[Q] How interested were you in this year's Beijing Olympics?



		Number of samples (persons)	I was very interested.	I was somewhat interested.	I was not very interested.	I was not interested at all.	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	18.4	37.0	28.1	16.0	0.4
Gender and Age	Male	857	19.1	36.2	27.8	16.6	0.4
	3~9	5	20.0	20.0	20.0	40.0	0.0
	10~12	34	17.6	50.0	14.7	17.6	0.0
	13~15	87	21.8	43.7	26.4	8.0	0.0
	16~18	91	13.2	36.3	28.6	22.0	0.0
	19~24	298	20.8	28.2	32.6	18.5	0.0
	25~29	142	16.2	44.4	21.8	16.2	1.4
	30~39	153	17.6	37.3	26.1	18.3	0.7
	40~49	36	25.0	33.3	38.9	2.8	0.0
	50 or older	11	45.5	45.5	9.1	0.0	0.0
	Female	259	15.8	39.8	29.3	14.3	0.8
	3~9	3	33.3	0.0	33.3	33.3	0.0
	10~12	5	40.0	40.0	0.0	20.0	0.0
	13~15	11	18.2	36.4	27.3	18.2	0.0
	16~18	16	18.8	37.5	12.5	31.3	0.0
	19~24	102	11.8	43.1	28.4	15.7	1.0
	25~29	56	16.1	41.1	33.9	8.9	0.0
30~39	48	14.6	35.4	35.4	12.5	2.1	
40~49	13	30.8	30.8	30.8	7.7	0.0	
50 or older	5	20.0	60.0	20.0	0.0	0.0	
Frequency of playing household videogames	Heavy user	404	15.8	35.4	27.7	21.0	0.0
	Middle user	474	21.5	36.7	28.3	13.1	0.4
	Light user	238	16.4	40.3	28.6	13.4	1.3
Reference	TOKYO GAME SHOW 2004/Total	1,107	34.1	30.4	23.1	11.5	1.0

(Unit: %)

• More than half of respondents (55.4%) were interested ("I was very interested" and "I was somewhat interested") in the Beijing Olympics. The rate, however, was lower than that for the Athens Olympics, revealed by the Tokyo Game Show 2004 survey.

• "Heavy users" of household video games selected "I was very interested" (15.8%) and "I was somewhat interested" (35.4%) less, and "I was not interested at all" (21.0%) more, compared to users in other categories.

## 2. Purchase of household video games related to the Olympics

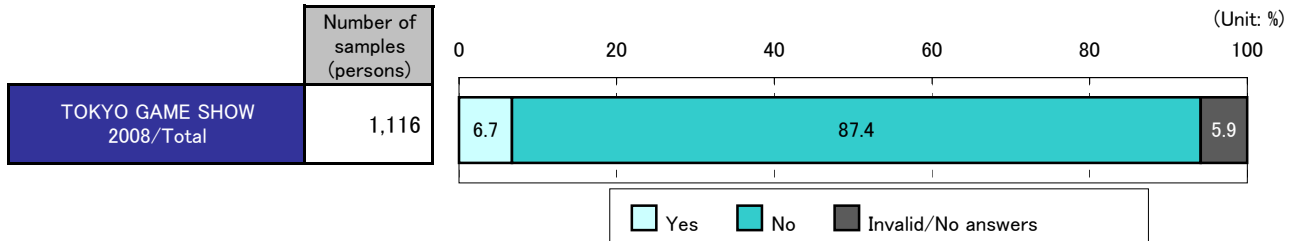
【Q】 Did you buy any videogame software related to the Olympics or an Olympic sporting event (baseball, soccer, tennis, table tennis, etc.) in the past year? \*Exclude games for PC or mobile phones.

【To all who selected "Yes"】

•If you answer "Yes", please indicate the titles of the games and the name of the console.

•When did you buy the software? <Choose any number of answers>

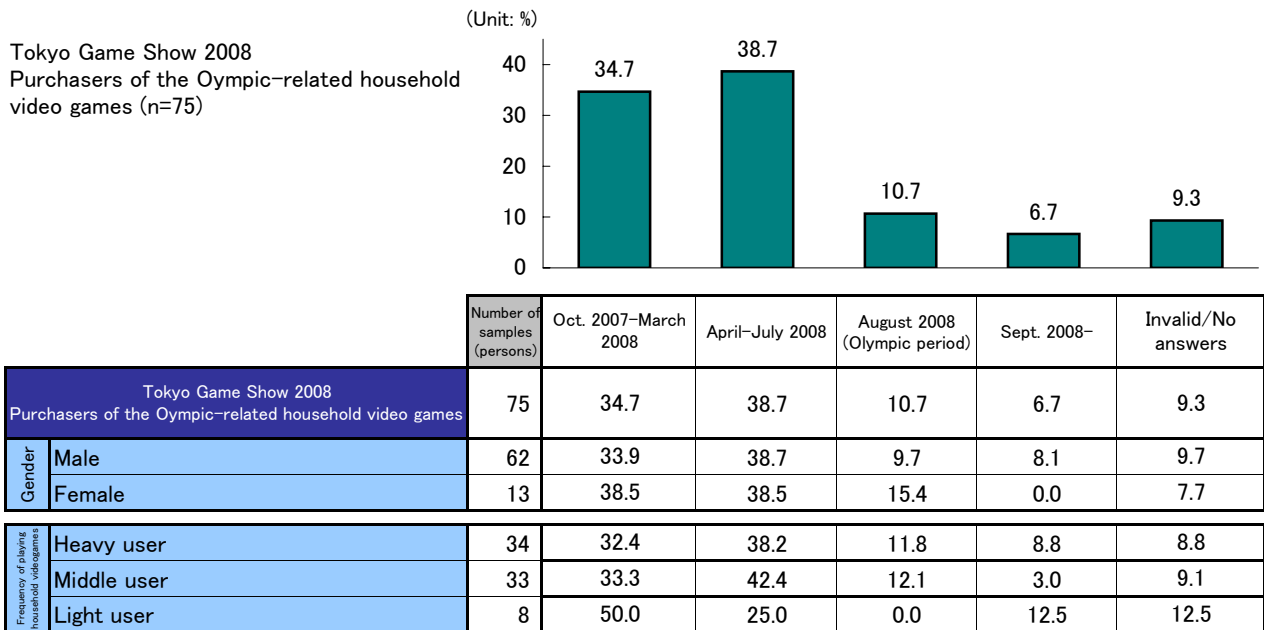
### (1) Purchasing rate of household video games related to the Olympics



		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	6.7	87.4	5.9
Gender and Age	Male	857	7.2	86.9	5.8
	3~9	5	0.0	60.0	40.0
	10~12	34	5.9	91.2	2.9
	13~15	87	16.1	83.9	0.0
	16~18	91	6.6	82.4	11.0
	19~24	298	7.4	86.9	5.7
	25~29	142	8.5	85.9	5.6
	30~39	153	3.3	90.8	5.9
	40~49	36	2.8	94.4	2.8
	50 or older	11	0.0	81.8	18.2
	Female	259	5.0	88.8	6.2
	3~9	3	0.0	100.0	0.0
	10~12	5	20.0	80.0	0.0
	13~15	11	0.0	100.0	0.0
	16~18	16	0.0	93.8	6.3
Frequency of playing household videogames	Heavy user	404	8.4	84.7	6.9
	Middle user	474	7.0	87.8	5.3
	Light user	238	3.4	91.2	5.5
Interest in the Olympics	I was interested very much.	205	13.7	82.9	3.4
	I was somewhat interested.	413	7.7	89.8	2.4
	I was not interested very much.	314	2.5	92.4	5.1
	I was not interested at all.	179	3.4	79.3	17.3
	Invalid/No answers	5	20.0	40.0	40.0
		Number of samples (persons)	Purchased/Intend to purchase	Not purchased	Invalid/No answers
Reference	TOKYO GAME SHOW 2004/Total	1,107	7.5	88.8	3.7

- 6.7% of all respondents purchased a household video game related to the Olympics in the past year.
- Many males in the "13-15" age group purchased the games.

(2) Time when purchasing the Olympic-related household video games  
 【All who selected "Yes"】 《Multiple answers》



(Unit: %)

(3) Titles of the Olympic-related household video games  
 【All who selected "Yes"】 《Free/Multiple answers》

Tokyo Game Show 2008 Purchasers of the Olympic-related household video games (n=75): Valid answers 66/Total number of titles 66

Title/Series 【Breakdown】 Title	Console	Title Qty
<b>"Winning Eleven" series</b>		<b>15</b>
WORLD SOCCER Winning Eleven 2008	PS3	7
J-League Winning Eleven 2008 Club Championship	PS2	2
"Winning Eleven"	PS2	3
"J-League Winning Eleven"	PS2	1
"Winning Eleven"	PSP	1
"Winning Eleven"	(No answer)	1
<b>"Powerful Pro Baseball Live" series</b>		<b>14</b>
Powerful Pro Baseball Live 15	PS2	3
Powerful Pro Baseball Live Portable 3	PSP	2
Powerful Pro Baseball Live 15	Wii	1
Powerful Pro Baseball Live Wii	Wii	1
Powerful Pro Baseball Live 14	PS2	1
Powerful Pro Baseball Live 13	PS2	1
Powerful Pro Baseball Live 12	PS2	1
Powerful Major League2	PS2	1
"Powerful Pro Baseball"	PS2	1
"Powerful Pro Baseball"	PSP	1
"Powerful Pro Baseball Live"	(No answer)	1
<b>Mario&amp;Sonic at the Beijing Olympics</b>		<b>13</b>
Mario&Sonic at the Beijing Olympics	Wii	11
Mario&Sonic at the Beijing Olympics	NDS	1
Mario&Sonic at the Beijing Olympics	(No answer)	1

Title/Series 【Breakdown】 Title	Console	Title Qty
<b>Wii Sports</b>		<b>8</b>
Wii Sports	Wii	7
"Wii Tennis"	Wii	1
<b>"PROFESSIONAL BASEBALL SPIRITS" series</b>		<b>5</b>
PROFESSIONAL BASEBALL SPIRITS3	PS2	1
PROFESSIONAL BASEBALL SPIRITS4	PS3	1
PROFESSIONAL BASEBALL SPIRITS5	PS2	1
"PROFESSIONAL BASEBALL SPIRITS"	PS2	2
<b>"PROFESSIONAL BASEBALL FAMILY STADIUM" series</b>		<b>2</b>
PROFESSIONAL BASEBALL FAMILY STADIUM DS	NDS	1
PROFESSIONAL BASEBALL FAMILY STADIUM	Wii	1
<b>MARIO STRIKERS</b>	Wii	<b>2</b>
Lightning Eleven	NDS	1
Let's Run a Marathon with NaokoTakahashi!	PS2	1
DECASPORTA	Wii	1
EVERYBODY'S GOLF5	PS3	1
EVERYBODY'S TENNIS	PS2	1
NBA showtime	(No answer)	1
TENNIS	(No answer)	1

Note 1) If multiple titles were indicated by one respondent, each one was totaled up as an individual answer.  
 However, if titles from the same series were listed, they were counted into one answer/ series title.

Note 2) Abbreviations of consoles are as follows:

Wii:Wii, NDS: Nintendo DS, PS3: PLAYSTATION 3, PS2: PlayStation 2, PSP: PSP(PlayStation Portable)

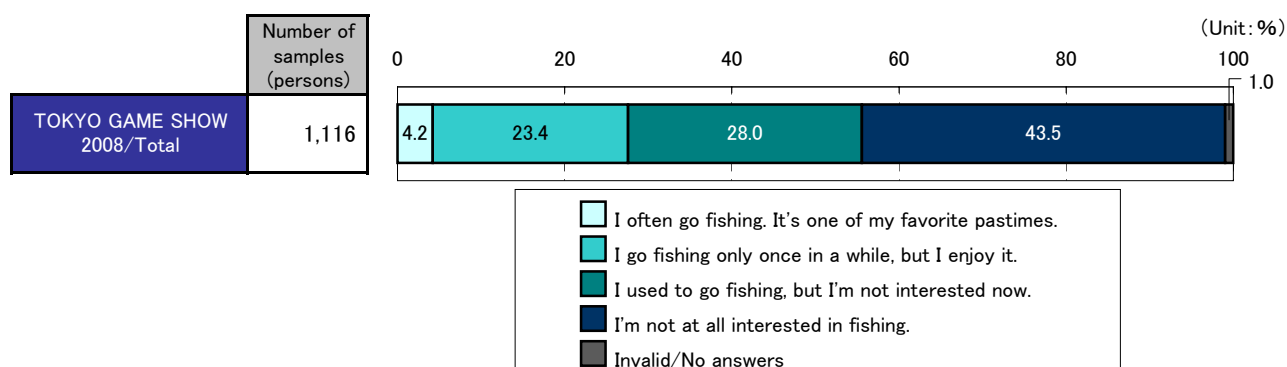
• "April-July 2008" was the period in which the most purchasers (38.7%) bought Olympics-related video games.  
 • Many respondents purchased the "Winning Eleven" series (15) and the "Powerful Pro Baseball Live" series (14).  
 • "Mario&Sonic at the Beijing Olympics" for Wii was purchased the most (11) as a single title for a specific console.



## VIII. Fishing and Games

### 1. Interest in fishing

[Q] Do you go fishing? <Choose only one answer.>



		Number of samples (persons)	(Unit: %)				
			I often go fishing. It's one of my favorite pastimes.	I go fishing only once in a while, but I enjoy it.	I used to go fishing, but I'm not interested now.	I'm not at all interested in fishing.	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	4.2	23.4	28.0	43.5	1.0
Gender and Age	Male	857	4.9	25.1	28.9	40.4	0.7
	3~9	5	0.0	40.0	0.0	20.0	40.0
	10~12	34	2.9	32.4	23.5	41.2	0.0
	13~15	87	6.9	29.9	21.8	41.4	0.0
	16~18	91	3.3	27.5	25.3	44.0	0.0
	19~24	298	3.0	27.5	30.9	37.9	0.7
	25~29	142	3.5	18.3	26.1	50.7	1.4
	30~39	153	9.2	22.9	32.0	35.9	0.0
	40~49	36	5.6	19.4	44.4	30.6	0.0
	50 or older	11	18.2	9.1	36.4	36.4	0.0
	Female	259	1.9	17.8	24.7	53.7	1.9
	3~9	3	0.0	33.3	33.3	33.3	0.0
	10~12	5	0.0	40.0	40.0	20.0	0.0
	13~15	11	0.0	27.3	18.2	54.5	0.0
	16~18	16	6.3	31.3	18.8	43.8	0.0
	19~24	102	2.0	13.7	24.5	57.8	2.0
	25~29	56	0.0	17.9	25.0	57.1	0.0
30~39	48	2.1	16.7	25.0	52.1	4.2	
40~49	13	0.0	23.1	30.8	46.2	0.0	
50 or older	5	20.0	0.0	20.0	40.0	20.0	
Frequency of playing household videogames	Heavy user	404	4.7	22.3	28.7	43.3	1.0
	Middle user	474	2.7	26.2	27.4	42.6	1.1
	Light user	238	6.3	19.7	27.7	45.4	0.8
Respondents who selected "Fishing/Outdoor activity" for Hobbies and Interests (See P6)		85	34.1	47.1	14.1	3.5	1.2

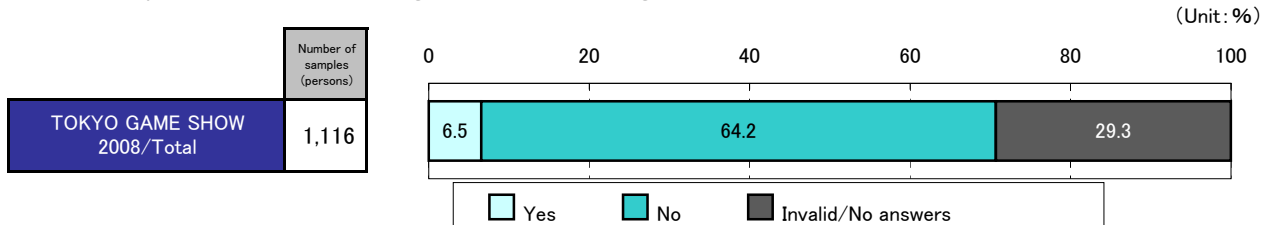
• Only 4.2% of all respondents and 1.9% of females selected "I often go fishing. It's one of my favorite pastimes". However, about 20% of males (18.2%) and females (20.0%) in the "50 or older" age group selected "I often go fishing. It's one of my favorite pastimes", although there were only a small number of people in that age group.

• "I'm not interested at all" was most frequently selected (43.5%). The rate exceeded 50% among males in the "25-29" age group and females in the "13-15", "19-24", "25-29" and "30-39" age groups.

## 2. Ownership of household video games related to fishing

[Q] Do you have any household videogames related to fishing? \*Exclude games for PC or mobile phones.  
 [To all who selected "Yes"]  
 If you answer "Yes", please indicate the titles of the games and the name of the console.

### (1) Ownership ratio of household video games related to fishing



### (2) Titles of fishing-related household video games

【All who selected "Yes"】  
 《Free/Multiple answers》

(n=73, valid answers 58/total number of titles 58)

(Unit: %)

		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	6.5	64.2	29.3
Gender and Age	Male	857	6.8	65.2	28.0
	3~9	5	0.0	40.0	60.0
	10~12	34	0.0	88.2	11.8
	13~15	87	3.4	80.5	16.1
	16~18	91	13.2	57.1	29.7
	19~24	298	6.7	64.1	29.2
	25~29	142	4.9	62.0	33.1
	30~39	153	5.9	66.0	28.1
	40~49	36	16.7	55.6	27.8
	50 or older	11	9.1	45.5	45.5
	Female	259	5.8	60.6	33.6
	3~9	3	0.0	66.7	33.3
	10~12	5	40.0	60.0	0.0
	13~15	11	9.1	72.7	18.2
	16~18	16	6.3	81.3	12.5
19~24	102	5.9	64.7	29.4	
25~29	56	3.6	53.6	42.9	
30~39	48	6.3	50.0	43.8	
40~49	13	0.0	61.5	38.5	
50 or older	5	0.0	60.0	40.0	
Frequency of playing household videogames	Heavy user	404	6.4	64.9	28.7
	Middle user	474	7.4	62.7	30.0
	Light user	238	5.0	66.0	29.0
Respondents who selected "Fishing/Outdoor activity" for Hobbies and Interests (See P6)		85	17.6	75.3	7.1
Interest in fishing	I often go fishing. It's one of my favorite pastimes.	47	21.3	74.5	4.3
	I go fishing only once in a while, but I enjoy it.	261	13.4	80.1	6.5
	I used to go fishing, but I'm not interested now.	312	6.1	69.6	24.4
	I'm not interested at all.	485	1.6	52.0	46.4
	Invalid/No answers	11	9.1	27.3	63.6

Title/Series	Console	Title Qty
【Breakdown】 Title		
"Legend of the River King" series 18		
Legend of the River King 64	N64	4
Kawa no Nushi Tsuru 2	SFC	3
Kawa no Nushi Tsuru	PS	3
River King: Mystic Valley	NDS	2
Legend of the River King	FC	1
Legend of the River King	Wii downloading	1
"Legend of the River King", "Legend of the River/Ocean King", "Nushi", "Nushi Trust"	(No answer)	4
"The Legend of Zelda" series 6		
The Legend of Zelda: Twilight princes	Wii	3
The Legend of Zelda: Twilight princes	NGC	1
The Legend of Zelda: Phantom Hourglass	NDS	1
The Legend of Zelda: Ocarina of Time	NDS	1
"Shigesato Itoi's No. 1 Bass Fishing" series 5		
Shigesato Itoi's No. 1 Bass Fishing	SFC	2
Shigesato Itoi's No. 1 Bass Fishing	N64	1
"No. 1 Bass Fishing"	(No answer)	2
GetBass	DC	4
Wii Play	Wii	4
FISH EYES	PS	3
Animal Crossing: Wild World	NDS	3
SPACE FISHERMEN	PS2	2
Fishing Master	Wii	2
"BASSLANDING" series 2		
BASSLANDING	PS	1
BASSLANDING	DC	1
Okappario	PS	1
"Sea Bass Fishing"	SS	1
Yoiko no Mujinto Seikatsu	NDS	1
BassRise	PS	1
FINAL FANTASY XI	PS3	1
BREATH OF FIRE3	PSP	1
Murakoshi Seikai's Bakucho Nihon Retto	PS	1
"The Fishing"	(No answer)	1
"Harvest Moon"	(No answer)	1

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

Note 2) Abbreviations of consoles are as follows:

Wii: Wii, NGC: Nintendo Game Cube, N64: Nintendo 64, SFC: Super Famicom, FC: Famicom, NDS: Nintendo DS, PS3: PLAYSTATION3, PS2: PlayStation2, PS: PlayStation, DC: Dreamcast, SS: Sega Saturn

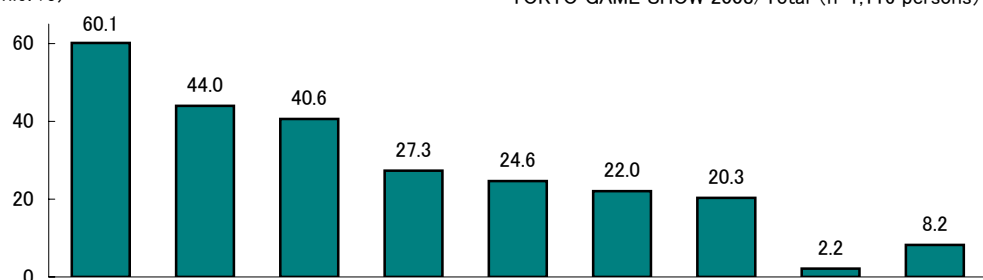
- 6.5% of respondents answered "Yes". The percentage was high among those who were interested in "Fishing/Outdoor activities" (17.6%) and those who selected "I often go fishing. It's one of my favorite pastimes" (17.6%).
- The "Legend of the River King" series was owned by the most respondents (18).

## IX. Peripheral Aspects of Games

### 1. Function of mobile game consoles other than playing games

[Q] Recent mobile game consoles have functions other than game-playing. Which functions do you use or do you hope to use?

(Unit: %) TOKYO GAME SHOW 2008/Total (n=1,116 persons)



		Number of samples (persons)	Internet connection	Playing music	Playing movies	One-segment TV broadcasting	GPS-maps	Saving and viewing photos	Taking photos	Others	No/Invalid answers
<b>TOKYO GAME SHOW 2008/Total</b>		1,116	60.1	44.0	40.6	27.3	24.6	22.0	20.3	2.2	8.2
<b>Gender and Age</b>	<b>Male</b>	857	60.7	43.3	41.1	26.6	24.9	20.7	19.1	2.2	7.5
	3~9	5	0.0	0.0	20.0	0.0	0.0	0.0	0.0	0.0	80.0
	10~12	34	58.8	29.4	26.5	32.4	23.5	20.6	20.6	2.9	2.9
	13~15	87	79.3	67.8	60.9	28.7	26.4	34.5	24.1	0.0	2.3
	16~18	91	62.6	50.5	51.6	23.1	25.3	24.2	18.7	1.1	3.3
	19~24	298	57.7	46.0	39.9	22.1	21.8	18.5	16.4	2.3	8.7
	25~29	142	58.5	34.5	35.9	27.5	18.3	20.4	18.3	2.8	7.7
	30~39	153	62.7	35.3	37.9	32.0	32.7	18.3	22.2	3.3	7.8
	40~49	36	50.0	30.6	30.6	36.1	36.1	11.1	22.2	2.8	11.1
	50 or older	11	45.5	45.5	27.3	36.4	45.5	18.2	18.2	0.0	9.1
	<b>Female</b>	259	58.3	46.3	39.0	29.7	23.9	26.6	24.3	1.9	10.8
	3~9	3	0.0	0.0	0.0	66.7	66.7	0.0	33.3	0.0	33.3
	10~12	5	40.0	40.0	40.0	40.0	40.0	40.0	60.0	0.0	20.0
	13~15	11	63.6	90.9	72.7	36.4	18.2	54.5	27.3	0.0	0.0
	16~18	16	62.5	68.8	56.3	12.5	18.8	37.5	37.5	0.0	6.3
19~24	102	72.5	49.0	46.1	31.4	19.6	28.4	23.5	2.9	7.8	
25~29	56	62.5	41.1	25.0	37.5	28.6	28.6	26.8	0.0	7.1	
30~39	48	35.4	39.6	33.3	20.8	25.0	16.7	16.7	4.2	16.7	
40~49	13	38.5	38.5	38.5	23.1	23.1	15.4	23.1	0.0	15.4	
50 or older	5	20.0	0.0	0.0	20.0	40.0	0.0	0.0	0.0	60.0	
<b>Frequency of playing (household)</b>	<b>Heavy user</b>	404	64.9	47.0	45.3	25.2	24.8	22.0	17.8	2.5	5.9
	<b>Middle user</b>	474	58.4	43.7	39.2	28.9	21.9	22.4	20.0	2.3	10.8
	<b>Light user</b>	238	55.5	39.5	35.3	27.7	29.8	21.4	25.2	1.3	7.1
<b>Platform mMost frequently used (Top 6)</b>	Nintendo DS (incl. Lite)	191	62.8	36.6	35.6	33.0	23.6	16.8	20.9	2.1	7.3
	PlayStation2	182	54.9	46.2	40.1	30.8	25.8	23.1	22.5	3.3	7.1
	PSP (Playstation Portable)	164	65.9	58.5	54.9	20.7	24.4	28.0	17.1	0.6	2.4
	PLAYSTATION3	76	61.8	38.2	44.7	30.3	27.6	22.4	22.4	2.6	9.2
	Wii	63	58.7	41.3	34.9	33.3	25.4	20.6	22.2	1.6	9.5
	Xbox360	32	59.4	31.3	40.6	12.5	31.3	18.8	21.9	3.1	9.4

(Unit: %)

• "Internet connection" was selected most frequently (60.1%), followed by "Playing music" (44.0%) and "Playing movies" (40.6%).

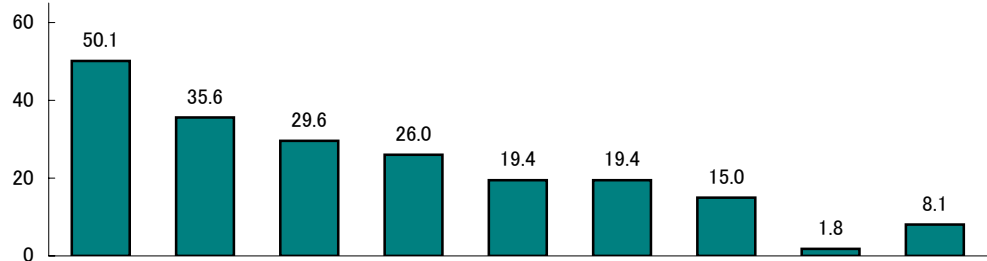
• More females than males selected "Playing music", "One-segment TV broadcasting", "Saving and watching photos", and "Taking photos".

## 2. Fields for household video games other than game-playing

[Q] Recent videogames are used for various purposes other than game-playing.  
In which fields would you like videogames to be used?

(Unit: %)

TOKYO GAME SHOW 2008/Total (n=1,116 persons)



		Number of samples (persons)	Education/Learning	Sightseeing/Transportation	Medicine/Rehabilitation	Academic pursuits/Research	Health/Fitness	Psychological counseling	Advertising of public activities	Other fields	No/Invalid answers	
TOKYO GAME SHOW 2008/Total		1,116	50.1	35.6	29.6	26.0	19.4	19.4	15.0	1.8	8.1	
Gender and Age	Male	857	48.9	35.4	29.5	27.8	16.9	18.7	15.1	1.9	8.1	
	3~9	5	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	80.0	
	10~12	34	44.1	20.6	23.5	20.6	8.8	11.8	14.7	2.9	8.8	
	13~15	87	57.5	26.4	28.7	34.5	14.9	20.7	18.4	1.1	5.7	
	16~18	91	57.1	33.0	26.4	37.4	18.7	19.8	15.4	0.0	2.2	
	19~24	298	49.0	33.9	25.5	29.9	13.1	20.5	16.8	1.0	11.1	
	25~29	142	40.1	43.0	33.1	29.6	16.9	14.8	15.5	2.8	7.7	
	30~39	153	47.1	41.8	35.3	17.0	26.1	22.9	11.1	4.6	5.9	
	40~49	36	61.1	41.7	36.1	25.0	22.2	5.6	8.3	0.0	2.8	
	50 or older	11	36.4	18.2	54.5	9.1	9.1	9.1	18.2	0.0	9.1	
	Female	259	54.1	36.3	29.7	20.1	27.8	22.0	14.7	1.5	8.1	
	3~9	3	33.3	33.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	33.3
	10~12	5	40.0	20.0	20.0	20.0	20.0	0.0	40.0	20.0	0.0	20.0
	13~15	11	72.7	27.3	18.2	18.2	27.3	45.5	0.0	0.0	0.0	9.1
	16~18	16	50.0	43.8	25.0	31.3	25.0	18.8	6.3	0.0	0.0	12.5
	19~24	102	62.7	28.4	33.3	30.4	27.5	29.4	17.6	1.0	5.9	
25~29	56	46.4	39.3	30.4	16.1	33.9	17.9	17.9	1.8	8.9		
30~39	48	47.9	47.9	25.0	6.3	25.0	14.6	12.5	0.0	8.3		
40~49	13	61.5	53.8	38.5	7.7	23.1	7.7	7.7	0.0	0.0		
50 or older	5	0.0	20.0	20.0	0.0	40.0	20.0	0.0	20.0	20.0		
Frequency of playing household videogames	Heavy user	404	52.7	32.4	29.0	30.9	18.3	20.8	15.6	1.0	8.9	
	Middle user	474	48.5	36.9	29.1	23.2	20.0	18.4	15.0	1.9	9.1	
	Light user	238	48.7	38.2	31.5	23.1	20.2	19.3	13.9	2.9	4.6	
Platform most frequently used (Top 6)	Nintendo DS (incl. Lite)	191	52.9	36.6	29.8	24.6	17.8	18.3	13.6	3.7	5.8	
	PlayStation 2	182	48.9	37.4	26.9	33.0	23.1	18.7	12.6	1.6	6.6	
	PSP (Playstation Portable)	164	54.9	40.2	28.7	22.0	14.0	18.9	13.4	1.8	7.9	
	PLAYSTATION3	76	50.0	42.1	26.3	34.2	14.5	22.4	15.8	1.3	9.2	
	Wii	63	55.6	33.3	36.5	25.4	30.2	14.3	20.6	0.0	4.8	
	Xbox360	32	50.0	34.4	34.4	25.0	28.1	28.1	21.9	0.0	9.4	

(Unit: %)

• "Education/Learning" (50.1%) ranked at the top, followed by "Sightseeing/Transportation" (35.6%) and "Medicine/Rehabilitation" (29.6%).  
• "Education/Learning" was selected most frequently by both males and females in the "13-15" and "40-49" age groups.

### 3. Participation in game competitions

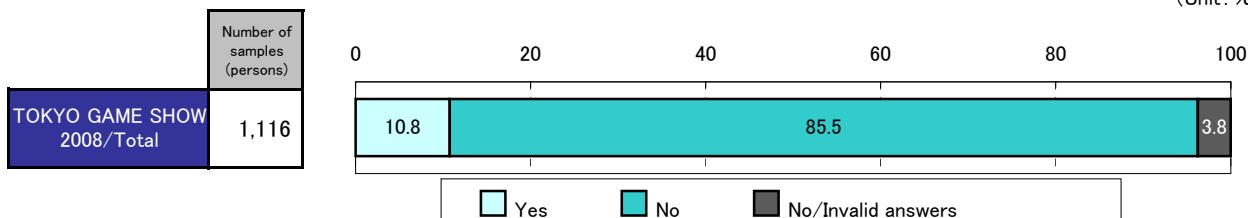
[Q] Have you participated in game competitions held by game manufacturers or other such companies?

【To all who selected "Yes"】

If you answer "Yes", please indicate the game competition or the title of the game used.

#### (1) Experience of participation in game competitions

(Unit: %)



#### (2) Names of game competitions (games) participated

【To all who selected "Yes"】

《Free/Multiple answers》

(Valid respondents/answers: 108/112, n=120)

		Number of samples (persons)	Yes	No	No/Invalid answers
TOKYO GAME SHOW 2008/Total		1,116	10.8	85.5	3.8
Gender and Age	Male	857	11.4	84.8	3.7
	3~9	5	20.0	40.0	40.0
	10~12	34	8.8	88.2	2.9
	13~15	87	17.2	80.5	2.3
	16~18	91	8.8	89.0	2.2
	19~24	298	8.7	87.2	4.0
	25~29	142	14.8	82.4	2.8
	30~39	153	14.4	80.4	5.2
	40~49	36	5.6	94.4	0.0
	50 or older	11	0.0	90.9	9.1
	Female	259	8.5	87.6	3.9
	3~9	3	33.3	33.3	33.3
	10~12	5	20.0	60.0	20.0
	13~15	11	27.3	63.6	9.1
	16~18	16	18.8	81.3	0.0
	19~24	102	8.8	87.3	3.9
	25~29	56	7.1	91.1	1.8
30~39	48	0.0	97.9	2.1	
40~49	13	0.0	100.0	0.0	
50 or older	5	20.0	60.0	20.0	
Frequency of playing household games	Heavy user	404	13.9	82.7	3.5
	Middle user	474	10.3	85.4	4.2
	Light user	238	6.3	90.3	3.4

Names of game competitions (games)		Qty.
【Breakdown】		
"Puyo Puyo"		10
"MONSTER HUNTER" series		7
MONSTER HUNTER Festa		4
MONSTER HUNTER Summer Seminar		1
"MONSTER HUNTER Portable 2ndG"		1
"MONSTER HUNTER"		1
"Mega Man" series		7
"ROCKMAN EXE", "ROCKMAN EXE Battle Tournament"		2
"Mega Man 5"		1
"Mega Man Battle Network 2"		1
"Mega Man Battle Network 3"		1
"Mega Man Battle Network 5•6•Mega Man Star Force"		1
"Mega Man Star Force 2"		1
"Pokemon" series		6
"Super Smash Bros." series		5
"Super Smash Bros."		3
"Super Smash Bros. DX"		2
SQUARE ENIX PARTY		4
SQUARE ENIX PARTY		3
DK Σ 3713		1
"METAL GEAR ONLINE"		4
"Street Fighters" series		3
"Street Fighters 2"		1
"Street Fighters 3"		1
"Street Fighters 4"		1
SUPER BATTLE OPERA		3
"BOMBERMAN"		3
"Monster Farm" series		3
"Monster Farm Battle Card GB"		1
"Monster Farm"		2

The rest of the competitions (game titles) with one or two responses are omitted.

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

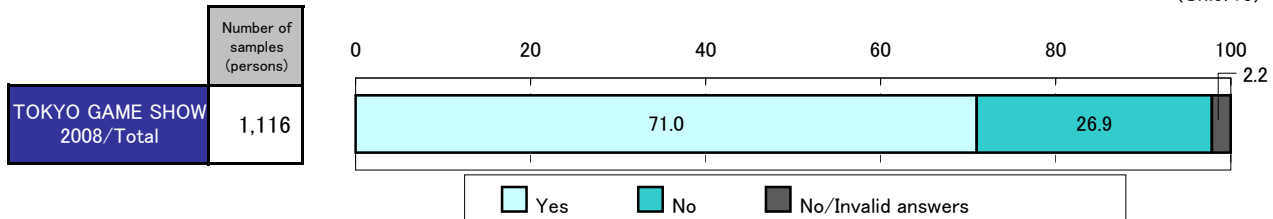
However, if titles from the same series were listed, they were counted together as one answer / series title.

- 10.8% of all respondents had participated in game competitions. Many males (11.4%) and "heavy users" of household games (13.9%) had participated.
- Puyo Pop was the competition in which respondents had participated the most. (10) The MONSTER HUNTER series (7) and the ROCKMAN series (7) followed. MONSTER HUNTER FESTA was the game that respondents had participated in the most (4).

#### 4. Recognitin of TAKAHASHI MEIJIN

[Q] Do you know TAKAHASHI MEIJIN?  
 【To all who selected “Yes”】  
 If you answer “Yes”, please indicate what you think of when you hear his name.

##### (1)Recognitino of TAKAHASHI MEIJIN



##### (2)Items in connection with TAKAHASHI MEIJIN 【To all who selected “Yes”】《Free/Multiple answers》

(Valid respondents/answers: 670/817, n=792)

(Unit: %)

		Number of samples (persons)	Yes	No	No/Invalid answers
TOKYO GAME SHOW 2008/Total		1,116	71.0	26.9	2.2
Gender and Age	Male	857	74.4	23.6	2.0
	3~9	5	20.0	40.0	40.0
	10~12	34	23.5	76.5	0.0
	13~15	87	47.1	50.6	2.3
	16~18	91	63.7	35.2	1.1
	19~24	298	77.5	20.5	2.0
	25~29	142	86.6	11.3	2.1
	30~39	153	92.2	5.9	2.0
	40~49	36	77.8	22.2	0.0
	50 or older	11	63.6	36.4	0.0
	Female	259	59.5	37.8	2.7
	3~9	3	33.3	66.7	0.0
	10~12	5	0.0	100.0	0.0
	13~15	11	36.4	63.6	0.0
	16~18	16	50.0	43.8	6.3
	19~24	102	49.0	48.0	2.9
	25~29	56	73.2	26.8	0.0
30~39	48	81.3	16.7	2.1	
40~49	13	69.2	30.8	0.0	
50 or older	5	40.0	20.0	40.0	
Frequency of playing board/field games	Heavy user	404	70.0	28.2	1.7
	Middle user	474	72.6	24.9	2.5
	Light user	238	69.3	28.6	2.1

Associated items 【Breakdown】	Qty.
<b>16 fires per second</b>	<b>441</b>
16 fires, 16 fires per second, 16 shots, 16 or 17 fires etc.	268
Serial fires, rapid serial fires, rapid fires etc.	158
Shootin gamer, shooting, serial fires in shooting games etc.	6
[Incorrect]18 fires, 30 fires per second, 32 fires, 36 fires, 11 pressings per 10 seconds etc.	9
<b>“The Adventure Island of TAKAHASHI MEIJIN” series</b>	<b>148</b>
“The Adventure Island of TAKAHASHI MEIJIN”, “Adventure Island”, “HUDSON FC”, “HUDSON FC The Adventure Island of TAKAHASHI MEIJIN”, “The Adventure of TAKAHASHI MEIJIN” etc.	91
“FamiCom”, “FamiCom Software”, “FamiCom games”, “FC”, “FC software”, “FC games”	23
“Games”, “game’s name”, “his games”, “hero of games”, “HUDSON games” etc.	14
The Great Adventure Island of TAKAHASHI MEIJIN, the Great Adventure Island, the Great Adventure etc.	9
Chopper, primitive man, state boarding, cave, honey	5
Super Famicom, TAKAHASHI MEIJIN’s Super Famicom Game, one of the SFC games	4
Gameboy software	1
[Incorrect]“TAKAHASHI MEIJIN’s letter of challenge”	1
<b>HUDSON</b>	<b>56</b>
“HUDSON”	44
“HUDSON’s MEIJIN”, “title: MEIJIN”, “HUDSON’s promotion agent”, “HUDSON’s director”, “HUDSON’s employee” etc.	7
“HUDSON’s representative figure”, “HUDSON’s honor”	2
[Incorrect]“HUDSON’s ex-employee”, “HUDSON’s section chief”, “HUDSON’s executive director”	3
<b>“Master of games”, “proficient of games”, “god of games”, “professional gamer”</b>	<b>23</b>
“Watermelon splitting”, “Watermelon”, “Watermelon cracking”, “Watermelon splitting with fingers” etc.	20
<b>Appearance</b>	<b>17</b>
“Skin-head”, “bald”, “head”, “used to have some but have no hair now”	13
“Cap”, “HUDSON’s cap”, “bandana”	4
<b>Game-playing for one hour a day</b>	<b>15</b>
“Game-playing for one hour a day”, “Game-playing within one hour a day”, “One hour a day”, “playing FamiCom for one hour a day” etc.	13
[Incorrect]“Game-playing for half an hour a day”, Game-playing for six hours a day”	2
<b>Bug! Honey</b>	<b>11</b>
“Bagutte Honey”, “Bugutte Honey”, “BUGutte Honey”	10
“Song”	1
<b>Star soldier</b>	<b>6</b>
[Incorrect]Shogi	6
Shwatch	5
Caravan	4
<b>MARIO BROTHERS</b>	<b>4</b>
“HUDSON’s Momotetsu or fishing game”, “Momotaro Den	3
“Battle against MORI MEIJIN”, “MORI MEIJIN”	3

Items with one or two responses are omitted.

Note) When multiple items are stated, each of them are counted separately.

• 71.0% of all respondents knew about TAKAHASHI MEIJIN. The rate rose to 92.2% among males in the “30-39” age group.  
 • The item most frequently thought of in connection with TAKAHASHI MEIJIN was “16 fires per second” (441) There were also nine responses that contained a mistake with regard to the frequency. The “Adventure Island of TAKAHASHI MEIJIN” series (148) and the “HUDSON” series (56) followed.

## 5. Entertainers/TV personalities who are familiar with or good at playing games

[Q] When you think of entertainers or TV personalities who are familiar with or good at playing games, which ones come to mind?

(Valid respondents/answers: 749/793, n=1,116)

Names of entertainers/TV personalities 【Breakdown】	Qty.
Yoiko	336
Shinya Arino (Yoiko)	312
“Yoiko”	14
Masaru Hamaguchi (Yoiko)	10
Syoko Nakagawa	109
Hikaru Ijuin	80
Jicho Kacho	30
Satoshi Inoue (Jicho Kacho)	23
Jicho Kacho	5
Jyunichi Komoto (Jicho Kacho)	2
Takahashi Meijin	29
America Zarigani	25
“America Zarigani”	19
Yoshiyuki Hirai (America Zarigani)	4
“A-chan” (America Zarigani: Tetsuya Yanagihara)	1
“Zari’s wife” (Yumi Egawa: wife of Hirai of America Zarigani)	1
SMAP	16
Tsuyoshi Kusanagi (SMAP)	12
Shingo Katori (SMAP)	2
Masahiro Nakai (SMAP)	1
SMAP	1
Nobuyo Oyama	15
Shiro Suzuki	13
Teruyuki Tsuchida	12
Kazunari Ninomiya (Arashi)	11
Hikaru Utada	10
Hikaru Midorikawa	9

Names of entertainers/TV personalities 【Breakdown】	Qty.
Tamori	4
Nanako Matsushima	4
ROBERT	4
Ryuji Akiyama (ROBERT)	3
“ROBERT”	1
Umehara	3
Gekidan Hitori	3
Shinagawa/Shoji	3
Hiroshi Shinagawa (Shinagawa/Shoji)	2
Shinagawa/Shoji	1
Tomonori Jinnai	3
Akina Minami	3
Jyunichi Okada	2
Masaya Onosaka	2
Yuzo Kayama	2
Miho Kanno	2
Tomokazu Sugita	2
Tsuyoshi Domoto	2
Mori MEIJIN	2
Mona Yamamoto	2
Persons with one response are omitted.	

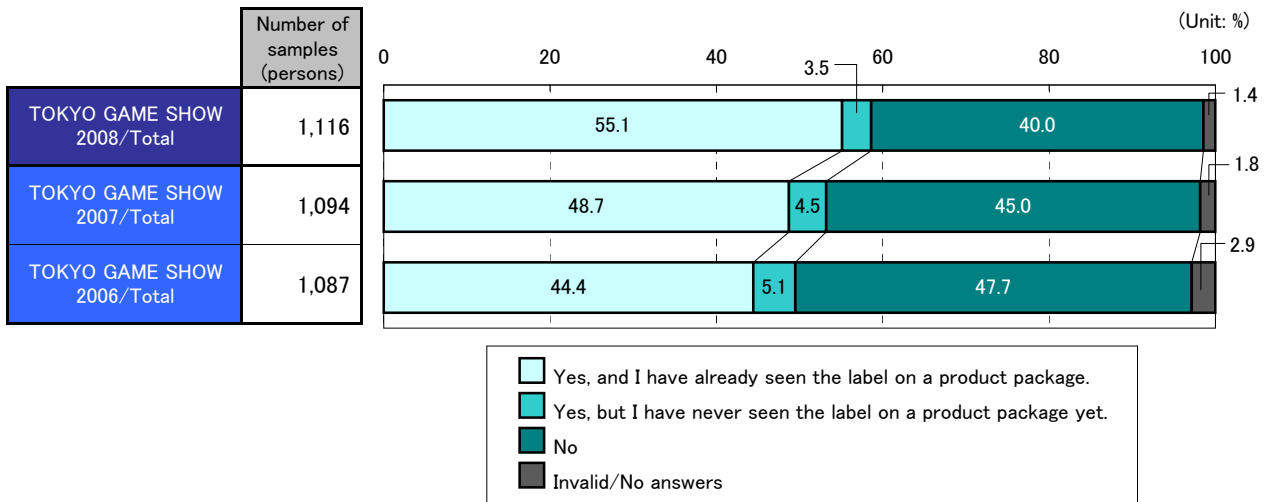
Note) When multiple items are stated, each of them are counted separately.

• “Shinya Arino” was by far the most popular with 312 responses. When combined with the responses “Shinya Arino” and “Masaru Hamaguchi”, there were 336 responses of “YOIKO”.  
 • “Shoko Nakagawa” (109) and “Hikaru Ijuin” (80) followed.

## X. Rating Label

### 1. Awareness of the rating label

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



		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	55.1	3.5	40.0	1.4
Gender and Age	Male	857	58.5	3.2	37.3	1.1
	3~9	5	40.0	0.0	20.0	40.0
	10~12	34	35.3	5.9	58.8	0.0
	13~15	87	56.3	4.6	37.9	1.1
	16~18	91	67.0	3.3	29.7	0.0
	19~24	298	60.1	3.0	36.2	0.7
	25~29	142	60.6	2.8	35.9	0.7
	30~39	153	62.1	2.0	34.6	1.3
	40~49	36	41.7	5.6	50.0	2.8
	50 or older	11	18.2	0.0	81.8	0.0
	Female	259	44.0	4.6	48.6	2.7
	3~9	3	0.0	0.0	100.0	0.0
	10~12	5	40.0	0.0	60.0	0.0
	13~15	11	72.7	0.0	27.3	0.0
16~18	16	43.8	12.5	43.8	0.0	
19~24	102	58.8	2.9	35.3	2.9	
25~29	56	41.1	1.8	55.4	1.8	
30~39	48	22.9	8.3	66.7	2.1	
40~49	13	23.1	15.4	61.5	0.0	
50 or older	5	0.0	0.0	60.0	40.0	
Frequency of playing household videogames	Heavy user	404	58.7	4.0	36.1	1.2
	Middle user	474	59.1	3.8	35.2	1.9
	Light user	238	41.2	2.1	55.9	0.8

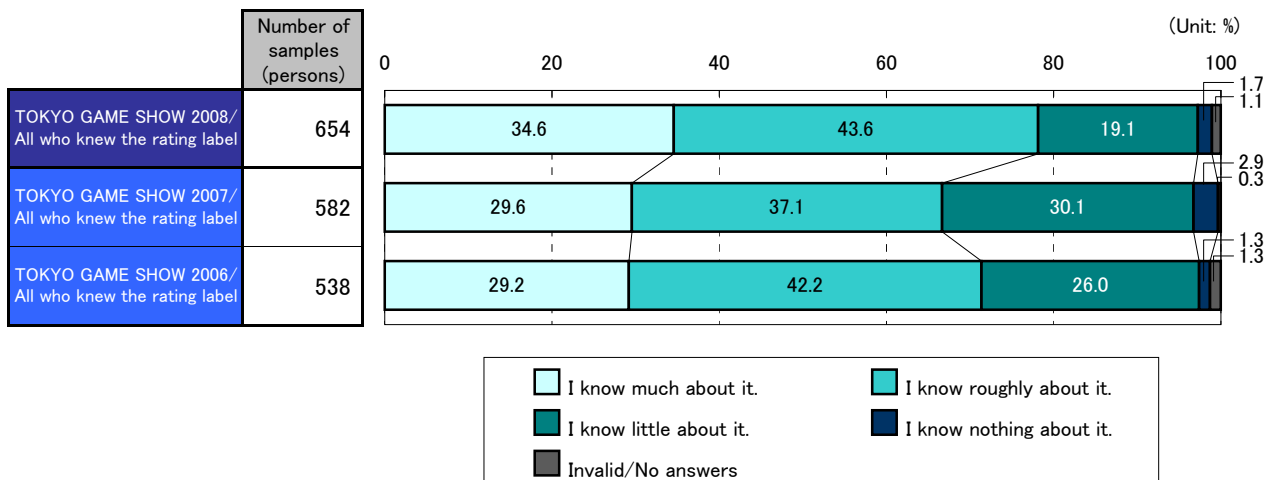
The number of respondents who answered "Yes, and I have already seen the label on a product package" marked a steady increase and exceeded the majority (55.1%) for the first time. When the number of "Yes, but I haven't seen the label yet" was added, the ratio for awareness of the rating label rose to 58.6%. However, 48.6% of female users and 55.9% of light users of household videogames did not know of the label, and the awareness of users in these categories remained relatively low.



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

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

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



		Number of samples (persons)	I know much about it.	I know roughly about it.	I know little about it.	I know nothing about it.	Invalid/No answers
TOKYO GAME SHOW 2008/ All who knew the rating label		654	34.6	43.6	19.1	1.7	1.1
Gender and Age	Male	528	37.9	40.0	19.7	1.3	1.1
	3~9	2	100.0	0.0	0.0	0.0	0.0
	10~12	14	35.7	42.9	14.3	7.1	0.0
	13~15	53	39.6	37.7	20.8	1.9	0.0
	16~18	64	50.0	26.6	20.3	3.1	0.0
	19~24	188	31.9	43.6	21.8	1.1	1.6
	25~29	90	40.0	38.9	17.8	0.0	3.3
	30~39	98	39.8	43.9	16.3	0.0	0.0
	40~49	17	23.5	47.1	23.5	5.9	0.0
	50 or older	2	50.0	0.0	50.0	0.0	0.0
	Female	126	20.6	58.7	16.7	3.2	0.8
	3~9	0	-	-	-	-	-
	10~12	2	50.0	50.0	0.0	0.0	0.0
	13~15	8	12.5	75.0	12.5	0.0	0.0
16~18	9	44.4	22.2	11.1	22.2	0.0	
19~24	63	19.0	58.7	20.6	1.6	0.0	
25~29	24	20.8	62.5	12.5	0.0	4.2	
30~39	15	13.3	73.3	13.3	0.0	0.0	
40~49	5	20.0	40.0	20.0	20.0	0.0	
50 or older	0	-	-	-	-	-	
Frequency of playing household videogames	Heavy user	253	40.3	37.9	19.8	1.2	0.8
	Middle user	298	34.2	43.3	19.8	1.7	1.0
	Light user	103	21.4	58.3	15.5	2.9	1.9

•Both the number of respondents who selected “I know a lot about it” (34.6%) and the number of respondents who selected “I am somewhat familiar with it” (43.6%) increased. When both of these groups were combined, 78.1% of the respondents who had at least some knowledge of the label understood its function.

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

【All who knew much or roughly about the function of the rating label】《Free answer》

【To all who selected “I know much about it” and “I knew roughly about it” (Those who know the rating label)】

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

(325 valid responses: n=511 persons)

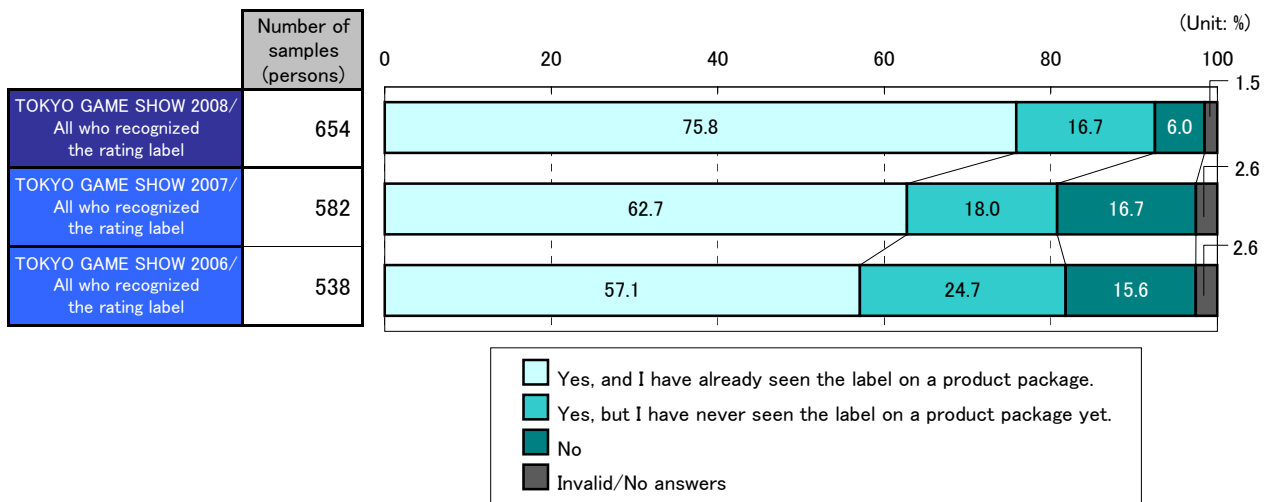
Perfect/Nearly perfect comprehension / Understanding of purpose	198
<input checked="" type="radio"/> Perfect comprehension: Correct answer of the rating categories <ul style="list-style-type: none"> <li>• ABCDZ advisable age range: A→all ages, B→12 or older, C→15 or older, D→17 or older, Z→18 or older</li> <li>• Advisable age range for buying games without binding force: A→all ages, B→12 or older, C→15 or older, D→17 or older, Z→18 or older</li> </ul>	2
<input checked="" type="radio"/> Perfect comprehension: It is a reference marking that indicates “advisable user age groups” according to “game contents”. <ul style="list-style-type: none"> <li>• Reference of game contents and advisable age range</li> <li>• Indicates age range by contents</li> <li>• Indicates advisable age range according to game contents</li> <li>• Indicate suitable age range by contents</li> <li>• Indicates advisable age range and the level of violent scenes</li> <li>• Indicates suitable ages based on game contents</li> <li>• Games are rated by contents according to age range.</li> <li>• Indicator for suitable expressions according to ages</li> </ul> .....etc.	17
<input type="radio"/> Nearly perfect comprehension: It is a reference marking indicating “advisable user age groups” (“game contents” not mentioned). <ul style="list-style-type: none"> <li>• Recommended age range</li> <li>• Targeted age range</li> <li>• Targeted age range; z is for 18 years old and older.</li> <li>• Indication of targeted age range</li> <li>• Classification of advisable player age</li> <li>• Suitable age range</li> <li>• Aid for sales of games for suitable age range</li> <li>• Classification of player age</li> <li>• Reference for player age</li> <li>• Reference for purchasing a suitable game for one’s age</li> <li>• Classification of player age; a-d, z</li> <li>• Guideline for purchasing a game by age</li> <li>• Targeted for players of ---years old and older</li> <li>• Indication of suitable age range for games</li> </ul> .....etc.	118
<input type="radio"/> Nearly perfect comprehension: It is a reference marking of “game contents” (“advisable user age groups” not mentioned). <ul style="list-style-type: none"> <li>• Indicates whether there are violent or sexual expressions not suitable for children</li> <li>• Indicates whether there are unsuitable expressions</li> <li>• Indicates the level of violent expressions, etc.</li> <li>• Guideline whether games are suitable for children or includes extreme expressions</li> <li>• Guideline for avoiding unsuitable expressions</li> <li>• Thorough examination of game contents</li> </ul> .....etc.	8
<input type="radio"/> Indication of specific rating categories <ul style="list-style-type: none"> <li>• Z is for 18 years old and older, A is for all ages.</li> <li>• Classification of A, B, C, D, Z</li> <li>• Classification of A~D and Z; only Z limits players age.</li> <li>• Targeted age range of A~Z</li> <li>• A is targeted for all ages.</li> <li>• B-12 and older, C-15 and older, D-17 and older</li> <li>• Rating by CERO; for all ages, B, C, D, Z, etc.</li> <li>• Children under 18 years old cannot buy games rated to be Z by CERO.</li> <li>• Z is prohibited for players under 18 years old, and D is for 17 and older.</li> <li>• Ratings indicated by alphabets</li> </ul> .....etc.	26
<input type="radio"/> Understanding of purpose: It is a “reference” rating or “basis for individual judgment”, or a system to protect young people. <ul style="list-style-type: none"> <li>• Guideline when adults buy games for children</li> <li>• Indicates targeted players</li> <li>• Reference for targeted players of games</li> <li>• Guideline for buying games for children</li> <li>• Reference mark indicating games are suitable for children or not</li> <li>• Means to protect juveniles from adverse influence</li> </ul> .....etc.	27
<b>Misapprehension/Vague comprehension</b>	127
<input checked="" type="radio"/> Misapprehension: It is a rating for “restriction” or a “ban” on purchase based on consumer age. <ul style="list-style-type: none"> <li>• Prohibited for under 18</li> <li>• R rating etc.</li> <li>• Restriction about ages for playing games</li> <li>• Restriction on ages for playing games</li> <li>• Players not targeted by rating cannot play the games.</li> <li>• Rescrtion on ages according to game contents</li> <li>• Restriction on ages when buying games</li> <li>• Restriction on ages</li> <li>• Regulation on ages</li> <li>• Playable games are determined by players’ ages.</li> <li>• Games that can be bought are restricted according to ages.</li> <li>• Clarifying targeted ages</li> </ul> .....etc.	105
<input checked="" type="radio"/> Misapprehension: It is a system legally regulating expressions. <ul style="list-style-type: none"> <li>• Rescrtion on game expressions</li> <li>• Restriction on expressions etc.</li> <li>• Restriction on violent or sexual expressions used for setting target ages</li> <li>• Rescrtion on violent scenes in games for infancy</li> </ul> .....etc.	5
<input type="radio"/> Too ambiguous, vague, unclear or far-off <ul style="list-style-type: none"> <li>• Age</li> <li>• Restriction</li> <li>• Horror or age etc.</li> <li>• Determined by CERO</li> <li>• Indicated in the table of game software</li> <li>• Indicated but not functioning actually.</li> </ul> .....etc.	17

Note) Comments are selected and unedited.

• The rate of respondents who knew about the rating system (knew the categories or understood the purpose) exceeded 60% of the valid responses (198/325persons, 60.9%) when partly correct answers, which only include specific rates or purpose of the system, are included.  
 • Quite a few of the respondents (105 persons) had a misunderstanding that the system was an age-based system for restricting or prohibiting purchases.

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

【To all who were aware of and “had already seen the label on a product package” and who were aware of “but had never seen the label yet”】  
 【Q】 Do you know that “Only 18 or older” was added to the rating labels in March 2006?



		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2008/ All who recognized the rating label		654	75.8	16.7	6.0	1.5
Gender and Age	Male	528	79.4	14.0	5.1	1.5
	3~9	2	50.0	50.0	0.0	0.0
	10~12	14	78.6	21.4	0.0	0.0
	13~15	53	83.0	11.3	3.8	1.9
	16~18	64	85.9	7.8	4.7	1.6
	19~24	188	80.3	13.8	3.7	2.1
	25~29	90	81.1	13.3	3.3	2.2
	30~39	98	76.5	14.3	9.2	0.0
	40~49	17	47.1	35.3	17.6	0.0
	50 or older	2	50.0	50.0	0.0	0.0
	Female	126	61.1	27.8	9.5	1.6
	3~9	0	-	-	-	-
	10~12	2	0.0	100.0	0.0	0.0
	13~15	8	100.0	0.0	0.0	0.0
	16~18	9	44.4	44.4	11.1	0.0
	19~24	63	65.1	28.6	3.2	3.2
	25~29	24	50.0	20.8	29.2	0.0
30~39	15	60.0	33.3	6.7	0.0	
40~49	5	60.0	20.0	20.0	0.0	
50 or older	0	-	-	-	-	
Frequency of playing household videogames	Heavy user	253	76.7	17.4	4.3	1.6
	Middle user	298	80.5	14.1	4.0	1.3
	Light user	103	60.2	22.3	15.5	1.9

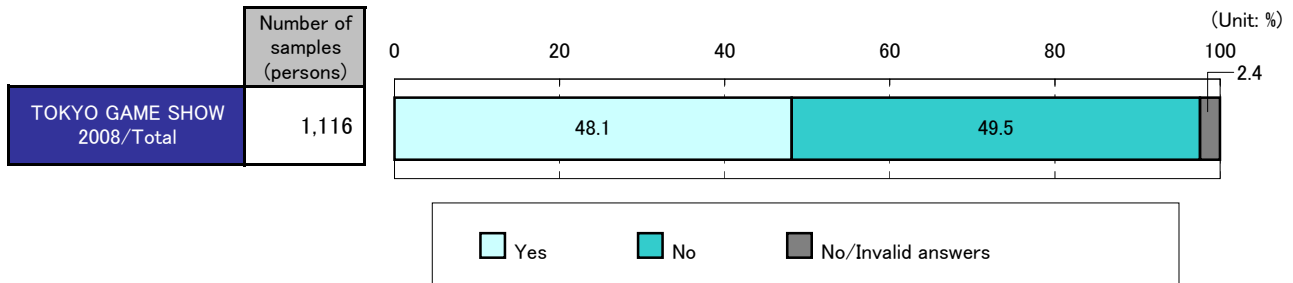
- The number of respondents who replied “Yes, and I have already seen the label on a product package” increased (75.8%). Although the number of respondents who replied “Yes, but I haven’t yet seen the label on a product package” decreased (16.7%), the total number of people who knew of the Z category reached a record high of 92.5%.
- 15.5% of “Light users” of household video games did not know about the Z category.

# XI. Opinions about Household Video Game Industry

## 1. Feeling of boredom in recent household videogames/videogame industry

[Q] Do you think that recent household videogames are boring/the household videogame industry is boring? <Choose only one answer.>  
If yes, please state your opinion freely.

### (1) Feeling of boredom in recent household videogames/videogame industry



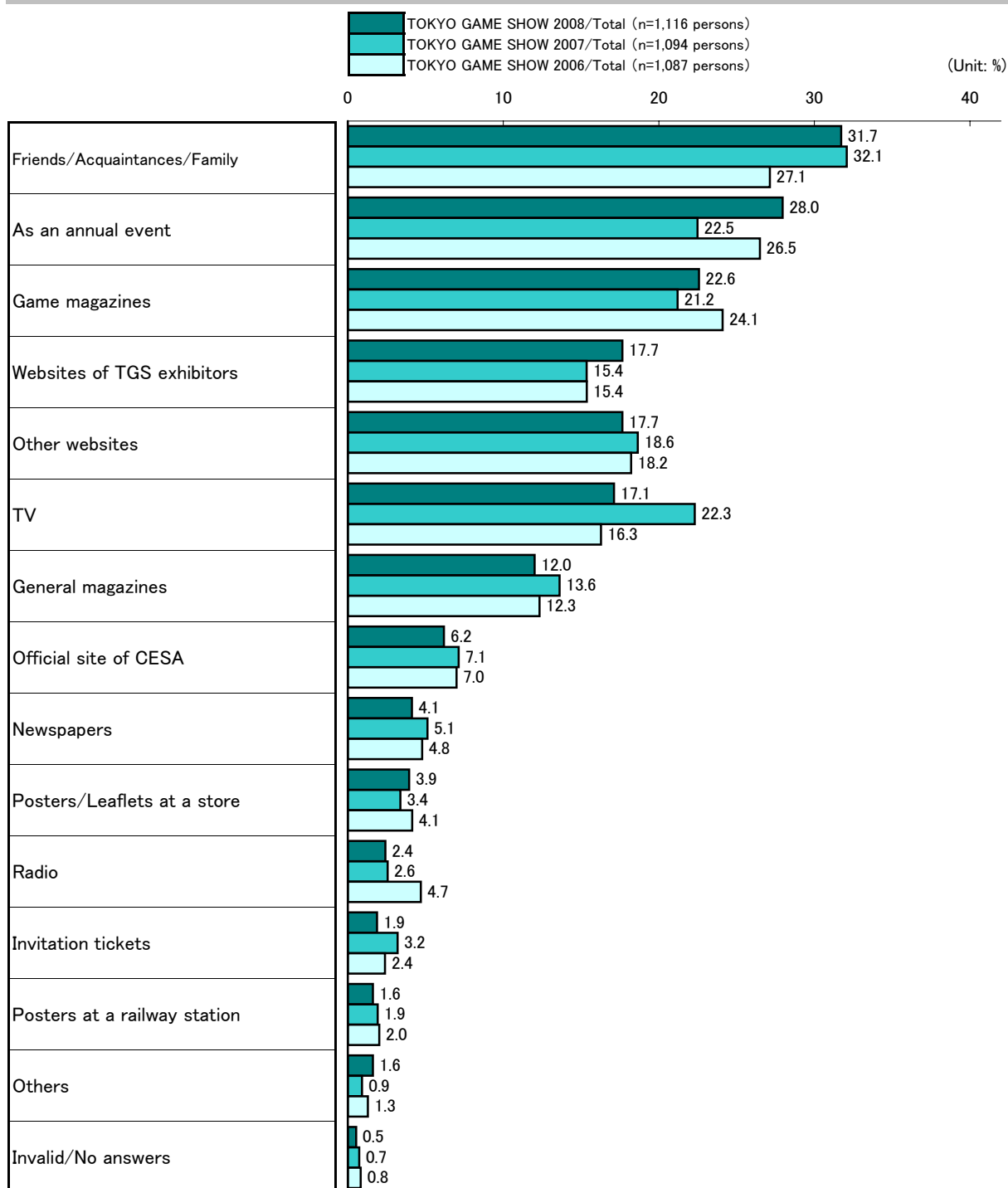
		Number of samples (persons)	Yes	No	No/Invalid answers
TOKYO GAME SHOW 2008/Total		1,116	48.1	49.5	2.4
Gender and Age	Male	857	49.9	47.6	2.5
	3~9	5	20.0	40.0	40.0
	10~12	34	14.7	85.3	0.0
	13~15	87	29.9	66.7	3.4
	16~18	91	49.5	48.4	2.2
	19~24	298	56.0	41.9	2.0
	25~29	142	56.3	42.3	1.4
	30~39	153	60.1	36.6	3.3
	40~49	36	22.2	75.0	2.8
	50 or older	11	36.4	63.6	0.0
	Female	259	42.1	55.6	2.3
	3~9	3	66.7	0.0	33.3
	10~12	5	20.0	80.0	0.0
	13~15	11	18.2	72.7	9.1
16~18	16	31.3	68.8	0.0	
19~24	102	50.0	49.0	1.0	
25~29	56	44.6	55.4	0.0	
30~39	48	39.6	58.3	2.1	
40~49	13	30.8	69.2	0.0	
50 or older	5	0.0	60.0	40.0	
Frequency of playing household videogames	Heavy user	404	47.8	50.2	2.0
	Middle user	474	50.4	46.2	3.4
	Light user	238	44.1	54.6	1.3

- 48.1% of all respondents felt the recent household game industry was boring, and 49.5% of them did not; the ratio was almost the same for both categories.
- More males (49.9%) felt bored than females (42.1%).
- More "middle users" of household video games (50.4%) felt bored compared with users in other categories.

## XII. Turnout at TOKYO GAME SHOW 2008

### 1. Information source about TOKYO GAME SHOW 2008 《Multiple answers》

[Q] How did you know of "TOKYO GAME SHOW 2008"? Choose any number of answers.



• "Friends/Acquaintances/Family" was the top source of information, although it decreased slightly compared to last year (31.7%). The rate was especially high among female respondents (35.9%).

• "As an annual event" (28.0%) was the second most common response, and "Game magazines" (22.6%) was the third, both showing a slight increase.

• "Websites of TGS exhibitors" was a source for many "heavy users" of household video games (21.3%), while "Other websites" was selected by many "light users" (19.7%).

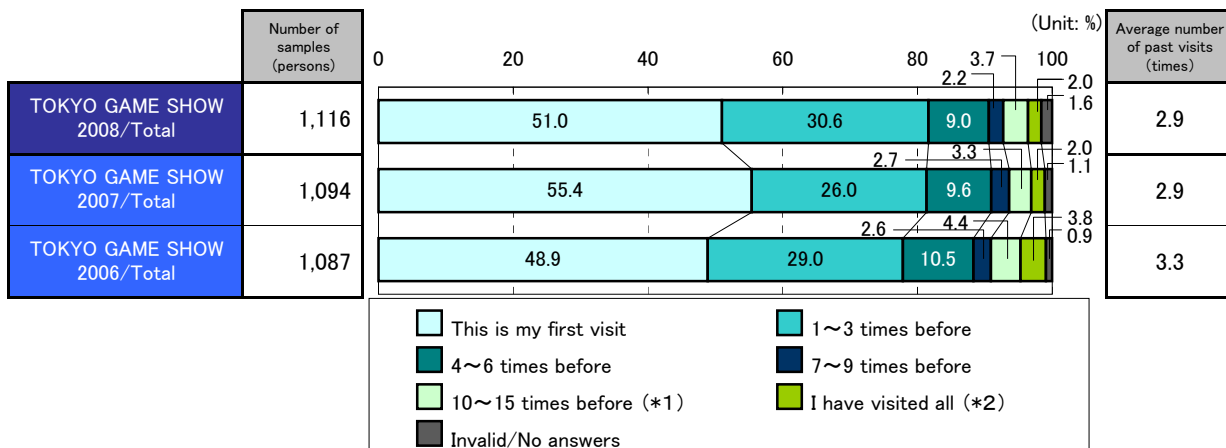
• "TV", which ranked third last year (22.3%), dropped to fifth (17.1%).

(Unit: %)

	TOKYO GAME SHOW 2008/Total	Gender and Age																		Frequency of playing household videogames				
		Male									Female									Heavy user	Middle user	Light user		
		3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older	3~9	10~12	13~15	16~18	19~24	25~29	30~39	40~49	50 or older					
Number of samples (persons)	1,116	857	5	34	87	91	298	142	153	36	11	259	3	5	11	16	102	56	48	13	5	404	474	238
Friends/ Acquaintances/ Family	31.7	30.5	20.0	35.3	58.6	36.3	34.2	23.2	15.0	8.3	27.3	35.9	0.0	0.0	36.4	43.8	41.2	35.7	29.2	23.1	60.0	32.2	30.4	33.6
As an annual event	28.0	27.2	0.0	11.8	20.7	24.2	25.5	35.2	34.0	30.6	0.0	30.5	0.0	20.0	36.4	25.0	36.3	30.4	25.0	23.1	20.0	29.5	28.3	24.8
Game magazines	22.6	23.8	20.0	8.8	27.6	35.2	20.1	27.5	24.8	16.7	9.1	18.5	0.0	40.0	54.5	25.0	14.7	17.9	20.8	7.7	0.0	26.5	23.8	13.4
Websites of TGS exhibitors	17.7	16.8	0.0	8.8	18.4	26.4	17.8	14.1	15.0	11.1	9.1	20.5	0.0	20.0	63.6	25.0	23.5	14.3	14.6	15.4	0.0	21.3	18.4	10.1
Other websites	17.7	18.9	20.0	8.8	14.9	19.8	19.1	22.5	18.3	22.2	18.2	13.5	0.0	20.0	9.1	12.5	10.8	12.5	22.9	15.4	0.0	15.6	18.4	19.7
TV	17.1	17.4	20.0	38.2	23.0	11.0	17.1	11.3	18.3	13.9	45.5	16.2	66.7	40.0	9.1	12.5	8.8	19.6	18.8	23.1	60.0	19.8	14.3	18.1
General magazines	12.0	13.1	20.0	5.9	10.3	11.0	15.8	12.7	10.5	19.4	18.2	8.5	0.0	0.0	9.1	12.5	7.8	12.5	4.2	15.4	0.0	13.4	11.4	10.9
Official site of CESA	6.2	6.9	0.0	5.9	5.7	5.5	4.0	8.5	11.8	11.1	9.1	3.9	0.0	0.0	9.1	6.3	2.9	5.4	4.2	0.0	0.0	6.9	5.7	5.9
Newspapers	4.1	4.1	0.0	2.9	5.7	1.1	5.4	3.5	2.6	8.3	0.0	4.2	0.0	0.0	9.1	6.3	1.0	7.1	6.3	0.0	20.0	4.7	4.0	3.4
Posters/ Leaflets at a store	3.9	4.6	0.0	5.9	6.9	5.5	3.4	3.5	4.6	8.3	9.1	1.9	0.0	20.0	0.0	0.0	1.0	5.4	0.0	0.0	0.0	4.2	4.6	2.1
Radio	2.4	3.0	0.0	2.9	6.9	2.2	2.3	2.1	3.3	0.0	18.2	0.4	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	3.5	1.3	2.9
Invitation tickets	1.9	1.5	0.0	0.0	1.1	2.2	1.0	2.8	1.3	2.8	0.0	3.1	33.3	0.0	0.0	6.3	3.9	1.8	0.0	7.7	0.0	2.0	1.9	1.7
Posters at a railway station	1.6	1.9	0.0	2.9	3.4	2.2	2.0	1.4	1.3	0.0	0.0	0.8	0.0	0.0	9.1	0.0	0.0	1.8	0.0	0.0	0.0	1.5	1.9	1.3
Others	1.6	1.4	0.0	2.9	0.0	2.2	2.0	0.7	1.3	0.0	0.0	2.3	0.0	40.0	0.0	0.0	2.0	3.6	0.0	0.0	0.0	1.2	1.7	2.1
Invalid/ No answers	0.5	0.7	0.0	2.9	1.1	0.0	0.7	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.6	0.0

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

[Q] TOKYO GAME SHOW has been held 17 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2007). How many times have you visited?



(Unit: %)

		Number of samples (persons)	This is my first visit	1~3 times before	4~6 times before	7~9 times before	10~16 times before (*1)	I have visited all (*2)	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	51.0	30.6	9.0	2.2	3.7	2.0	1.6
Gender and Age	Male	857	49.7	30.1	9.5	2.5	3.9	2.6	1.9
	3~9	5	60.0	40.0	0.0	0.0	0.0	0.0	0.0
	10~12	34	61.8	32.4	5.9	0.0	0.0	0.0	0.0
	13~15	87	64.4	25.3	6.9	1.1	0.0	0.0	2.3
	16~18	91	50.5	36.3	8.8	1.1	1.1	1.1	1.1
	19~24	298	55.7	29.5	8.4	1.7	2.3	1.0	1.3
	25~29	142	37.3	33.1	14.1	4.2	7.0	0.7	3.5
	30~39	153	36.6	27.5	9.8	3.9	9.2	11.1	2.0
	40~49	36	50.0	30.6	11.1	2.8	2.8	0.0	2.8
	50 or older	11	63.6	18.2	9.1	9.1	0.0	0.0	0.0
	Female	259	55.2	32.4	7.3	1.2	3.1	0.0	0.8
	3~9	3	33.3	66.7	0.0	0.0	0.0	0.0	0.0
	10~12	5	60.0	40.0	0.0	0.0	0.0	0.0	0.0
	13~15	11	81.8	18.2	0.0	0.0	0.0	0.0	0.0
16~18	16	56.3	43.8	0.0	0.0	0.0	0.0	0.0	
19~24	102	53.9	35.3	4.9	1.0	2.9	0.0	2.0	
25~29	56	55.4	25.0	12.5	3.6	3.6	0.0	0.0	
30~39	48	52.1	31.3	12.5	0.0	4.2	0.0	0.0	
40~49	13	38.5	46.2	7.7	0.0	7.7	0.0	0.0	
50 or older	5	100.0	0.0	0.0	0.0	0.0	0.0	0.0	
Frequency of playing household video games	Heavy user	404	50.5	31.7	9.4	2.0	3.5	1.7	1.2
	Middle user	474	47.7	31.6	10.5	2.5	4.0	1.7	1.9
	Light user	238	58.4	26.9	5.0	1.7	3.4	2.9	1.7
Degree of satisfaction	Satisfied (*3)	908	52.0	30.5	8.3	1.9	4.2	1.8	1.4
	I can't say	141	49.6	33.3	12.1	1.4	0.7	2.1	0.7
	Not satisfied (*3)	60	38.3	30.0	13.3	8.3	3.3	5.0	1.7
	Invalid/No answers	7	57.1	0.0	0.0	0.0	0.0	0.0	42.9

\*1: The term "10~15 times before" was used in the TGS 2007 survey, while "10~14 times before" was used in the TGS 2006 survey.

\*2: The term "all 16 times before" was used in the TGS 2007 survey, while "all 15 times before" was used in the TGS 2006 survey.

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

• The number of first-timers decreased a little, but it was still the top rate, amounting to 51.0% of all respondents. "1~3 times before" (30.6%) increased and ranked second. When these two categories are combined, those who had come three or fewer times in the past (four or fewer including this year) accounted for 81.6%. The average number of visits (2.9) remained at the same level.

• 58.4% of "light users" visited the show for the first time this year.

### 3. Company booths the respondents thought was the best 《Free answer》

[Q] Which company's booth do you think was the best among all the exhibitors at Tokyo Game Show 2008?

Please specify only one company.

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

(905 valid responses: n=1,116)

Rank	Names of company booths	Persons Qty	TOKYO GAME SHOW 2007 822 valid responses (n=1,094)		TOKYO GAME SHOW 2006 807 valid responses (n=1,087)	
			Persons Qty	Rank	Persons Qty	Rank
1	CAPCOM	212	92	(3)	74	(4)
2	SQUARE ENIX	176	191	(1)	153	(1)
3	SEGA	90	48	(7)	50	(6)
4	KONAMI	79	132	(2)	74	(4)
5	KOEI	54	60	(5)	49	(7)
	Sony Computer Entertainment	54	54	(6)	133	(2)
7	BANDAI NAMCO Games	52	81	(4)	93	(3)
8	LEVEL5	35	24	(9)	0	—
9	Microsoft	33	27	(8)	37	(8)
10	SNK PLAYMORE	19	14	(10)	16	(9)
11	HUDSON	14	7	(13)	12	(13)
12	D3PUBLISHER	11	4	(21)	5	(19)
13	MARVELOUS ENTERTAINMENT	10	9	(12)	10	(15)
14	KDDI	8	7	(13)	7	(17)
	Tito	8	6	(15)	0	—
16	Tecmo	6	14	(10)	15	(10)
	Bushiroad	6	0	—	0	—
18	IREM	4	5	(19)	4	(20)
	ACQUIRE	4	0	—	0	—
	TAKARA Tommy	4	3	(23)	4	(20)
	DeNA	4	0	—	0	—
22	NTT DoCoMo	3	3	(23)	13	(11)
	Electronic Arts	3	0	—	0	—
	FromSoftware	3	0	—	1	(24)
25	Ark System Works	2	5	(19)	0	—
	Game Center CX	2	0	—	1	(24)
	Niigata Computer College	2	0	—	0	—
28	Ambition	1	0	—	0	—
	ENTERBRAIN	1	2	(25)	1	(24)
	COSPA	1	2	(25)	0	—
	cyberstep	1	0	—	0	—
	Symantec	1	0	—	0	—
	Nihon Kogakuin College	1	0	—	0	—
	【Invalid】 BANPRESTO (Note 2)	1	2	(25)	0	—

Note 1) When a product name is answered instead of a company booth name, it is counted as an answer for the company booth name.  
e.g. "MONHAN (Monster Hunter)" → "CAPCOM", "PS3" → "Sony Computer Entertainment", "Xbox360" → "Microsoft", etc.

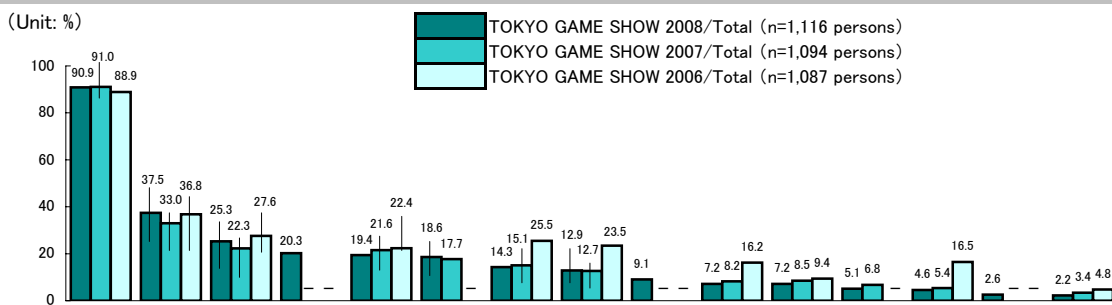
Note 2) BANPRESTO is not included in the manufacturers of household video game software this year owing to restructuring of BANDAI NAMCO Holdings Inc. .

• The CAPCOM booth, which ranked fourth in 2006 and third in 2007, was the most popular (212 persons). SQUARE ENIX (176), SEGA (90) and KONAMI (79) followed.



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

[Q] The booths exhibited at Tokyo Game Show 2008 were roughly grouped into the following areas.  
Choose all areas you visited or you want to visit by all means.



		Number of samples (persons)	Manufacturers' Exhibition Booths (Hall 1-6)	Sales Area (Hall 7)	Dining Place (Hall 7)	PC On-line Game Corner (Hall 2)	Event Stage (Hall 8)	Museum of Game Science (Hall 4)	Mobile Content Area (Hall 4)	Game School Area (Hall 7)	CoFesta Main Booth (Hall 1)	International Pavilion (Hall 3)	Kids' Area (Hall 8)	Movie Square (*1) (Hall 3)	Business Solution Area (*2) (Hall 2-3)	CoFesta Booth for Parents and Kids (Hall 8)	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	90.9	37.5	25.3	20.3	19.4	18.6	14.3	12.9	9.1	7.2	7.2	5.1	4.6	2.6	2.2
Gender and Age	Male	857	90.8	36.8	23.5	22.8	19.0	20.2	14.2	14.8	9.1	7.5	6.5	5.3	5.0	3.0	2.5
	3~9	5	60.0	0.0	20.0	0.0	20.0	20.0	0.0	0.0	0.0	0.0	80.0	0.0	0.0	0.0	0.0
	10~12	34	70.6	14.7	20.6	17.6	14.7	26.5	8.8	17.6	2.9	5.9	38.2	2.9	0.0	2.9	2.9
	13~15	87	89.7	36.8	25.3	33.3	20.7	32.2	13.8	31.0	17.2	9.2	9.2	6.9	8.0	6.9	2.3
	16~18	91	94.5	45.1	25.3	34.1	20.9	22.0	16.5	24.2	11.0	7.7	4.4	6.6	6.6	1.1	1.1
	19~24	298	91.6	40.6	23.8	16.8	20.1	17.4	12.1	11.4	7.4	7.0	1.0	4.4	2.7	1.7	3.0
	25~29	142	93.7	37.3	22.5	26.8	19.7	19.0	14.8	14.1	8.5	8.5	4.2	7.0	7.0	3.5	1.4
	30~39	153	95.4	34.0	22.9	18.3	16.3	17.0	18.3	7.8	7.8	7.2	3.3	4.6	7.2	1.3	2.6
	40~49	36	75.0	22.2	13.9	30.6	16.7	19.4	16.7	11.1	16.7	8.3	30.6	5.6	2.8	13.9	5.6
	50 or older	11	72.7	27.3	45.5	18.2	9.1	27.3	9.1	18.2	0.0	0.0	18.2	0.0	0.0	9.1	0.0
	Female	259	91.1	39.8	31.3	12.0	20.8	13.5	14.7	6.6	8.9	6.2	9.3	4.6	3.1	1.2	1.5
	3~9	3	33.3	33.3	66.7	0.0	66.7	0.0	33.3	0.0	0.0	0.0	100.0	0.0	0.0	33.3	0.0
	10~12	5	80.0	40.0	60.0	0.0	20.0	0.0	20.0	0.0	20.0	0.0	40.0	20.0	0.0	0.0	0.0
	13~15	11	100.0	63.6	54.5	9.1	18.2	9.1	36.4	9.1	9.1	18.2	9.1	9.1	0.0	0.0	0.0
	16~18	16	100.0	68.8	43.8	18.8	43.8	18.8	6.3	18.8	0.0	0.0	12.5	6.3	0.0	0.0	0.0
	19~24	102	94.1	42.2	30.4	8.8	21.6	14.7	17.6	9.8	9.8	3.9	4.9	2.0	2.0	1.0	1.0
	25~29	56	91.1	33.9	26.8	16.1	19.6	17.9	12.5	3.6	8.9	14.3	1.8	8.9	5.4	0.0	0.0
30~39	48	91.7	33.3	31.3	12.5	12.5	10.4	6.3	2.1	6.3	2.1	16.7	2.1	6.3	2.1	2.1	
40~49	13	84.6	23.1	15.4	23.1	7.7	7.7	23.1	0.0	23.1	7.7	15.4	7.7	0.0	0.0	0.0	
50 or older	5	40.0	20.0	0.0	0.0	40.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.0	
Frequency of play (based on subgames)	Heavy user	404	90.3	40.8	25.7	23.0	19.8	21.5	13.6	14.9	8.9	6.4	9.2	5.0	4.2	2.5	2.7
	Middle user	474	92.4	38.2	24.1	16.7	21.5	18.6	12.7	12.0	7.8	7.0	6.3	4.2	3.4	2.3	1.9
	Light user	238	88.7	30.3	26.9	22.7	14.7	13.9	18.9	11.3	11.8	8.8	5.5	7.1	7.6	3.4	2.1
Degree of satisfaction	Satisfied (*3)	908	92.5	38.9	26.8	20.9	21.0	20.6	15.4	13.5	9.6	7.4	7.5	5.3	4.6	3.0	1.3
	I can't say	141	86.5	30.5	18.4	17.0	15.6	7.1	9.2	10.6	7.8	5.7	7.1	4.3	3.5	1.4	4.3
	Not satisfied (*3)	60	85.0	35.0	21.7	20.0	3.3	16.7	11.7	10.0	5.0	8.3	3.3	5.0	6.7	0.0	5.0
	Invalid/No answers	7	14.3	14.3	0.0	0.0	28.6	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	57.1

(Unit: %)

Note) Some booths were placed in areas different from those in TOKYO GAME SHOW 2005 and 2006.

\*1 "Movie Square" was called "CoFesta Movie Square" in TOKYO GAME SHOW 2007.

\*2: "Business Solution Area" was called "Development Tools & Middleware Area" in TOKYO GAME SHOW 2006.

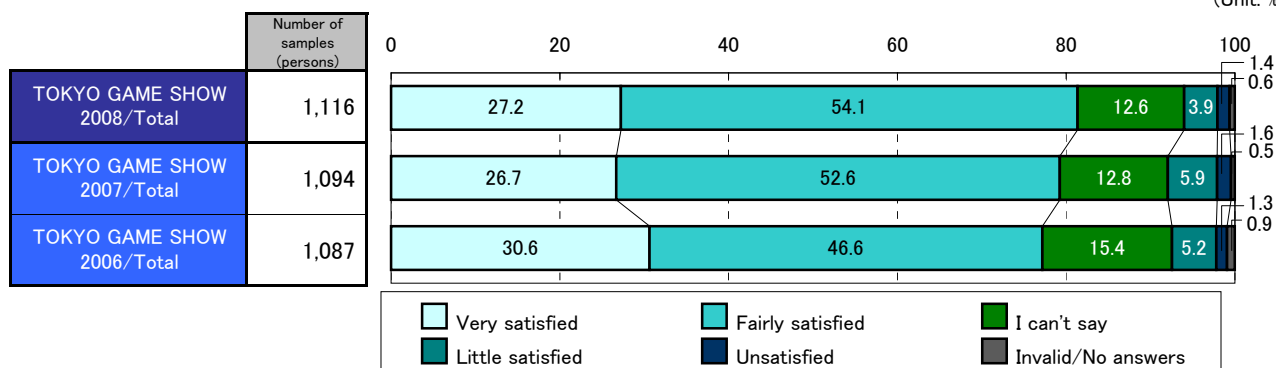
\*3: The respondents who selected "much satisfied" and "fairly satisfied" were grouped into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "not satisfied" category.

• "Manufacturers' Exhibition Booths" were visited by 90.9% of respondents, followed by the souvenir shop (37.5%) and the coffee shop (25.3%).  
• Among the newly established areas, "PC On-line Game Corner" was the most popular (20.3%).

## 5. Degree of satisfaction with TOKYO GAME SHOW 2008

[Q] How much are you satisfied with "TOKYO GAME SHOW 2008"?

(Unit: %)



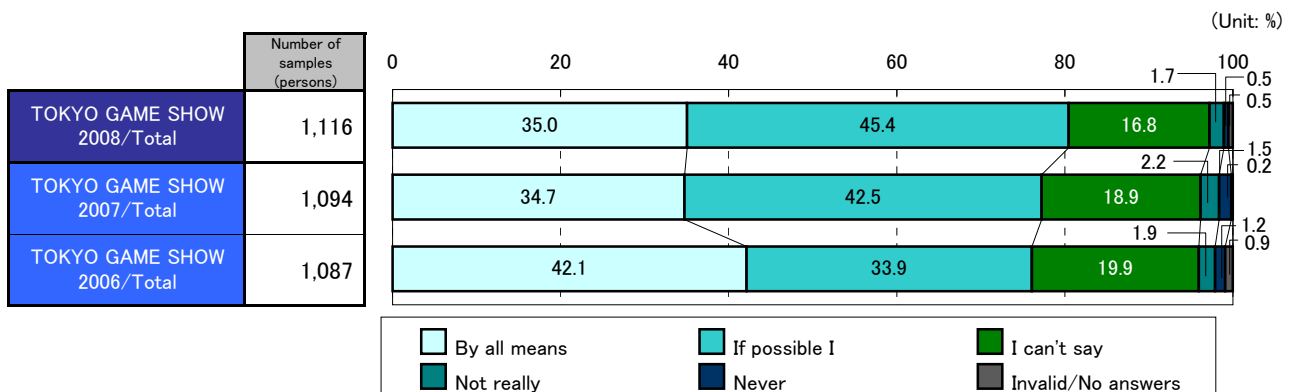
(Unit: %)

		Number of samples (persons)	Very satisfied	Fairly satisfied	I can't say	Little satisfied	Unsatisfied	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	27.2	54.1	12.6	3.9	1.4	0.6
Gender and Age	Male	857	28.1	53.6	12.1	4.2	1.3	0.7
	3~9	5	40.0	60.0	0.0	0.0	0.0	0.0
	10~12	34	52.9	38.2	8.8	0.0	0.0	0.0
	13~15	87	56.3	35.6	5.7	1.1	0.0	1.1
	16~18	91	37.4	52.7	3.3	5.5	1.1	0.0
	19~24	298	24.5	56.7	12.4	4.0	1.3	1.0
	25~29	142	21.1	56.3	14.1	4.9	2.8	0.7
	30~39	153	19.0	56.2	17.6	5.2	1.3	0.7
	40~49	36	13.9	61.1	16.7	8.3	0.0	0.0
	50 or older	11	9.1	63.6	27.3	0.0	0.0	0.0
	Female	259	24.3	56.0	14.3	3.1	1.9	0.4
	3~9	3	33.3	66.7	0.0	0.0	0.0	0.0
	10~12	5	60.0	20.0	0.0	0.0	20.0	0.0
13~15	11	36.4	63.6	0.0	0.0	0.0	0.0	
16~18	16	31.3	56.3	0.0	6.3	6.3	0.0	
19~24	102	28.4	52.0	14.7	2.9	2.0	0.0	
25~29	56	17.9	66.1	12.5	1.8	1.8	0.0	
30~39	48	16.7	60.4	20.8	2.1	0.0	0.0	
40~49	13	15.4	38.5	30.8	15.4	0.0	0.0	
50 or older	5	20.0	40.0	20.0	0.0	0.0	20.0	
Frequency of playing board games at home	Heavy user	404	34.9	52.0	7.9	3.7	0.7	0.7
	Middle user	474	24.9	55.5	12.2	4.6	2.1	0.6
	Light user	238	18.9	55.0	21.4	2.9	1.3	0.4
Number of past visits	This is the first visit	569	30.4	52.5	12.3	3.0	1.1	0.7
	1~16 times before	513	23.8	56.3	13.3	4.9	1.8	0.0
	I have visited all	22	27.3	45.5	13.6	9.1	4.5	0.0
	Invalid/No answers	12	25.0	50.0	0.0	0.0	0.0	25.0

- 81.4% of the total number of respondents were "very" or "fairly" satisfied with the show, and there was an increase in both categories over last year.
- The younger the visitor, the more satisfied he/she was with the show. The levels of satisfaction of visitors aged "3-9", "10-12", "13-15" and "16-18" were high.
- The level of satisfaction was higher for those who played household games more frequently. There was no correlation between satisfaction and frequency of visiting TGS.

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

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



		Number of samples (persons)	By all means	If possible	I can't say	Not really	Never	Invalid/No answers
TOKYO GAME SHOW 2008/Total		1,116	35.0	45.4	16.8	1.7	0.5	0.5
Gender and Age	Male	857	36.3	45.7	15.3	1.8	0.4	0.6
	3~9	5	60.0	40.0	0.0	0.0	0.0	0.0
	10~12	34	52.9	26.5	20.6	0.0	0.0	0.0
	13~15	87	56.3	32.2	8.0	1.1	1.1	1.1
	16~18	91	51.6	35.2	12.1	1.1	0.0	0.0
	19~24	298	29.9	51.7	16.1	1.3	0.3	0.7
	25~29	142	32.4	47.9	14.8	3.5	0.7	0.7
	30~39	153	33.3	49.0	15.0	2.0	0.0	0.7
	40~49	36	19.4	47.2	30.6	2.8	0.0	0.0
	50 or older	11	9.1	63.6	27.3	0.0	0.0	0.0
	Female	259	30.9	44.4	21.6	1.5	1.2	0.4
	3~9	3	0.0	66.7	0.0	0.0	33.3	0.0
	10~12	5	60.0	20.0	20.0	0.0	0.0	0.0
13~15	11	63.6	27.3	9.1	0.0	0.0	0.0	
16~18	16	31.3	43.8	18.8	6.3	0.0	0.0	
19~24	102	33.3	45.1	18.6	2.0	1.0	0.0	
25~29	56	25.0	53.6	19.6	0.0	1.8	0.0	
30~39	48	29.2	47.9	22.9	0.0	0.0	0.0	
40~49	13	15.4	23.1	53.8	7.7	0.0	0.0	
50 or older	5	20.0	0.0	60.0	0.0	0.0	20.0	
Frequency of playing boardgame	Heavy user	404	43.3	42.3	12.1	1.0	0.7	0.5
	Middle user	474	33.1	47.3	16.5	1.9	0.6	0.6
	Light user	238	24.8	47.1	25.2	2.5	0.0	0.4
Number of past visits	This is the first visit	569	31.3	43.8	21.8	2.1	0.5	0.5
	1~16 times before	513	39.2	47.2	11.9	1.4	0.4	0.0
	I have visited all	22	40.9	45.5	9.1	0.0	4.5	0.0
	Invalid/No answers	12	25.0	50.0	0.0	0.0	0.0	25.0
Degree of satisfaction	Satisfied (*)	908	40.9	47.8	10.9	0.3	0.1	0.0
	I can't say	141	8.5	39.7	48.2	3.5	0.0	0.0
	Not satisfied (*)	60	13.3	26.7	33.3	18.3	8.3	0.0
	Invalid/No answers	7	0.0	14.3	0.0	0.0	0.0	85.7

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

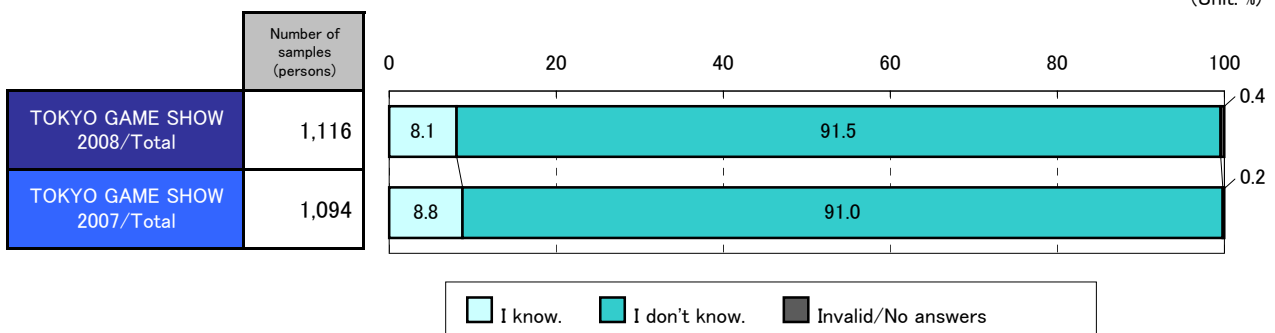
• The number of respondents who wished to visit the next show "by all means" and "if possible" increased. The total rate for the two categories increased for two consecutive years, accounting for 80.5% of the total number of respondents this year.

• The greater the number of past visits, the higher the intention of visiting the next show.

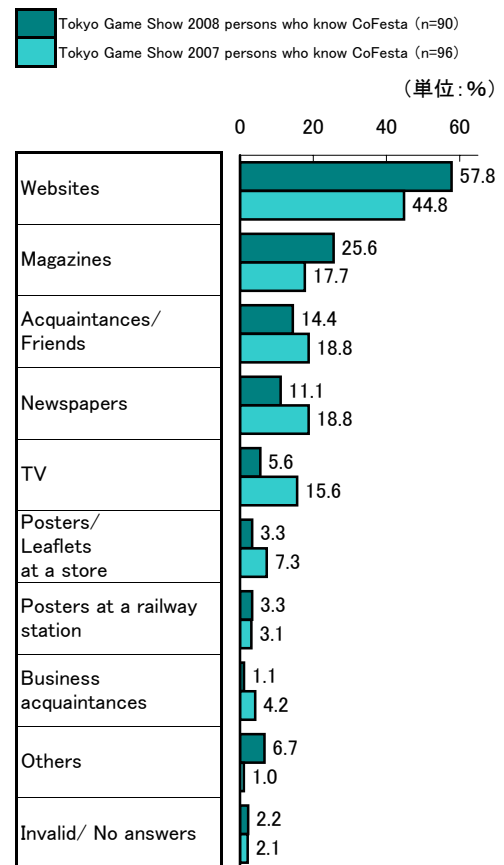
## 7. Awareness of CoFesta

[Q] Do you know CoFesta?  
 【To all who answered Yes】  
 How did you know of CoFesta? Choose any number of answers.

### (1) Awareness of CoFesta



### (2) Information source about CoFesta 【To all who know CoFesta】



(Unit: %)

		Number of samples (persons)	I know	I don't know	Invalid/No answer
TOKYO GAME SHOW 2008/Total		1,116	8.1	91.5	0.4
Gender and Age	Male	857	8.2	91.2	0.6
	3~9	5	0.0	100.0	0.0
	10~12	34	8.8	91.2	0.0
	13~15	87	10.3	88.5	1.1
	16~18	91	7.7	92.3	0.0
	19~24	298	8.4	91.3	0.3
	25~29	142	7.7	91.5	0.7
	30~39	153	8.5	90.2	1.3
	40~49	36	2.8	97.2	0.0
	50 or older	11	9.1	90.9	0.0
	Female	259	7.7	92.3	0.0
	3~9	3	0.0	100.0	0.0
	10~12	5	0.0	100.0	0.0
	13~15	11	9.1	90.9	0.0
	16~18	16	18.8	81.3	0.0
	19~24	102	6.9	93.1	0.0
	25~29	56	3.6	96.4	0.0
	30~39	48	8.3	91.7	0.0
40~49	13	7.7	92.3	0.0	
50 or older	5	40.0	60.0	0.0	
Frequency of playing household videogames	Heavy user	404	8.7	91.1	0.2
	Middle user	474	7.2	92.0	0.8
	Light user	238	8.8	91.2	0.0

• 8.1% of respondents were familiar with CoFesta. This ratio represents a slight decrease from the previous year. "Light users" showed a slightly higher rate of awareness (8.8%) than did frequent users.  
 • The number of respondents who answered "Website" increased, and websites were the top (57.8%) source of information.

## Appendix 1) Sample Survey Form

Thank you for your cooperation in the "TOKYO GAME SHOW 2008" Visitors Survey  
 - Computer Entertainment Supplier's Association <CESA> -

**Q1** 1) Your gender and age.

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

2) How many members in your family including you?

※If you live alone, fill in 1.

-----> ( ) person(s)

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

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

4) Your occupation <Choose only one>

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

5) Your hobbies and interests other than games <Choose any number of answers>

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

### ■ Questions about household videogames

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

1. Wii  
 2. Nintendo GameCube  
 3. Nintendo DS (incl. Lite)  
 4. Game Boy Micro (Unreleased)  
 5. Game Boy Advance (SP included)  
 6. Game Boy (incl. Color)  
 7. PlayStation 3  
 8. PlayStation 2  
 9. PlayStation (incl. PSone & COMBO)  
 10. PSP "PlayStation Portable"  
 11. Xbox360  
 12. Xbox  
 13. Dreamcast  
 14. Other  
 { Specifically }

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

-----> ( )

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

1. Wii  
 2. Nintendo GameCube  
 4. Nintendo DS (Lite included)  
 5. Nintendo DSi [Unreleased]  
 3. Game Boy Micro  
 6. Game Boy Advance (SP included)  
 7. PlayStation 3  
 8. PlayStation 2  
 9. PSP "PlayStation Portable"  
 10. Xbox360  
 11. Other  
 { Specifically }

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

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

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

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

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

【Workdays】 about ( ) minutes 【Off-days】 about ( ) minutes

**Q5** 1) Did you buy any video game software (packages) in the last one year? <Choose only one> \*Exc. PC games.

1. Yes  2. No  Go to [Q6]

**[If the answer is "1. Yes"]**

2) Give the number each for "new-release regular-price packages", "new-release low-priced packages\*" and "second hand packages".  
\* New-release low-priced packages=those priced at less than 3,000 yen such as "PlayStation the Best" and "Famicom Mini"

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

3) If you were satisfied by the software packages you purchased, please indicate the name and the type of the console.  
\* Exc. PC and mobile phone games.

(Title /Console )

**Q6** Did you buy any 1) household videogame software or 2) additional items by downloading in the past year? <Choose only one answer for each category.> If you answered "1. Yes", please indicate how many items you bought for each category.  
\*"2) Additional items" does not include charged items for network games.

1) Household videogame sof 1. Yes → ( ) items  
2. No

2) Additional items 1. Yes → ( ) items  
2. No

**Q7** Among all the games which you used to play in game arcades or on old-type consoles (home-use consoles or PCs), is there any game you want to play again on the latest consoles? If so, please list the specific titles.

(Title )

**Q8** 1) Please choose the place where you play household video games. Choose any number of answers.

1. Living room 4. Place in a house other than 1~3 7. Internet café / Comic café  
2. Private space in a house 5. Friend's house 8. In trains or buses  
3. Apartment (I live alone) 6. School / Workplace 9. Place outside the home other than 5~8

2) At which places other than your home do you wish to play household video games on-line? Choose any number of answers.

1. Coffee shop/Restaurant 3. Train station / Airport 5. School/University 7. Hospital/Medical facility  
2. Hotel/Inn 4. Amusement facility 6. Library 8. Others (Please specify )

### ■ Questions about games played on mobile phones.

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

1. I play habitually. 3. I have an interest but have never played before.  
2. I used to play but not anymore. 4. I have no interest nor have played before. Go to [Q10]

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

2) Where do you play games on mobile phones (incl. PHS)? <Choose any number of answers> -----> About ( ) minutes

### ■ Questions about PC games

**Q10** 1) Do you play PC games? <Choose only one>

1. I play habitually. 3. I have an interest but have never played before.  
2. I used to play but not any more. 4. I have no interest nor have played before. Go to [Q11]

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

2) How long do you play PC games in a week? -----> About ( ) minutes

### ■ Questions about arcade games

**Q11** 1) Have you ever played arcade games?

1. I play habitually. 3. I have an interest but have never played before.  
2. I used to play but not any more. 4. I have no interest nor have played before. Go to [Q12] (on the back)

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

2) How much time do you spend playing arcade games in a week? -----> About ( ) minutes

**[Please go to ([Q12]) on the back]**

## ■ Questions about network games and on-line games

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

**Q12** 1) Have you ever played network games or on-line games? <Choose only one.>

1. I play habitually. 2. I used to play but not anymore. 3. I have an interest but have never played. 4. I have no interest nor have played. → Go to [Q13]

↳ [Only if above answer is "1"]

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

1. I play pay-to-play network games. 2. I play only free network games. → Go to [Q13]

↳ [Only if above answer is "1"]

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

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

## ■ Questions about the Beijing Olympics

**Q13** 1) How interested were you in this year's Beijing Olympics? <Choose only one answer.>

1. I was very interested. 2. I was somewhat interested 3. I was not very interested. 4. I was not interested at all.

2) Did you buy any videogame software related to the Olympics or an Olympic sporting event (baseball, soccer, tennis, table tennis, etc.) in the past year? <Choose only one answer.>

\*Exclude games for PCs or mobile phones. If you answer "Yes", please indicate the titles of the games and the name of the console.

1. Yes (Title: \_\_\_\_\_ /Console: \_\_\_\_\_ ) 2. No → Go to [Q14]

↳ [Only if above answer is "1"]

3) When did you buy the software? <Choose any number of answers.>

1. Oct. 2007–March 2008 2. Apr.–July 2008 3. August 2008 (During the Olympics) 4. Sept. 2008 and after

## ■ Questions about fishing

**Q14** 1) Do you go fishing? <Choose only one answer.>

1. I often go fishing. It's one of my favorite pastimes. 2. I go fishing only once in a while, but I enjoy it. 3. I used to go fishing, but I'm not interested now. 4. I'm not at all interested in fishing.

2) Do you have any household videogames related to fishing? <Choose only one answer.>

\*Exclude games for PCs or mobile phones. If you answer "Yes", please indicate the titles of the games and the name of the console.

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

## ■ Other game-related questions

**Q15** When you think of entertainers or TV personalities who are familiar with or good at playing games, which ones come to mind? →

**Q16** Recent mobile game consoles have functions other than game-playing. Which functions do you use or do you hope to use? <Choose any number of answers>

1. Internet connection 2. One-segment TV broadcast 3. Playing music 4. Playing movies 5. Saving and viewing photo 6. Taking photos 7. GPS maps 8. Others [ Please specify \_\_\_\_\_ ]

**Q17** Recent videogames are used for various purposes other than game-playing. In which fields would you like videogames to be used? <Choose any number of answers>

1. Medicine/Rehabilitation 2. Health/Fitness 3. Education/Learn 4. Academic pursuit 5. Sightseeing/Transportation 6. Psychological counseling 7. Advertising of public activities 8. Others [ Please specify \_\_\_\_\_ ]

**Q18** Have you participated in game competitions held by game manufacturers or other such companies? <Choose only one answer.> If you answer "Yes", please indicate the game competition or the title of the game used.

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

**Q19** Do you know TAKAHASHI MEIJIN? <Choose only one answer.> If you answer "Yes", please indicate what you think of when you hear his name.

1. Yes (What you think of: \_\_\_\_\_ ) 2. No

**Q20** 1) Do you know that a "rating label" is attached to a game software package? <Choose only one>

1. Yes, and I have already seen the label on a product package.  3. No  → Go to [Q21]  
2. Yes, but I have never seen the label on a product package yet.

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

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

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

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

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

**Q21** 1) Do you think that recent household videogames are boring / the household videogame industry is boring?  
<Choose only one answer.>

1. Yes (What is boring: \_\_\_\_\_)  2. No

2) Please describe what your expectations are for and/or what you are dissatisfied with the household videogame industry  
(game manufacturers, creators, distributors or software).  
Feel free to write any opinions or wishes that you have with regard to the household videogame industry.

\_\_\_\_\_

### ■ Questions about TOKYO GAME SHOW

**Q22** 1) How did you know of "TOKYO GAME SHOW 2008"? <Choose any number of answers>

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

2) TOKYO GAME SHOW has been held 17 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2007). 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

3) Which company's booth do you think was the best among all the exhibitors  
at TOKYO GAME SHOW 2008? Please specify only one company.

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



\_\_\_\_\_

4) The areas below were set up at TOKYO GAME SHOW 2008. Which did you visit or plan to visit without fail?  
<Choose any number of answers>

1. Exhibitors' General Area (Hall 1-6)  8. Museum of Game Science (Hall 4)   
2. CoFesta Main Booth (Hall 1)  9. Game School Area (Hall 7)   
3. PC Online Game Corner (Hall 2)  10. Sales Area (Hall 7)   
4. Business Solution Area (Hall 2-3)  11. Dining Place (Hall 7)   
5. Movie Square (Hall 3)  12. Kids' Area (Hall 8)   
6. International Pavilion (Hall 3)  13. Event Stage (Hall 8)   
7. Mobile Content Area (Hall 4)  14. CoFesta Booth for Kids and Parents (Hall 8)

5) How much are you satisfied with "TOKYO GAME SHOW 2008"? <Choose only one>

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

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

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

**Q23** 1) Do you know CoFesta? <Choose only one>

1. I know.  2. I don't know.

▶ **[If you choose 1]**

2) How did you know of CoFesta? <Choose any number of answers>

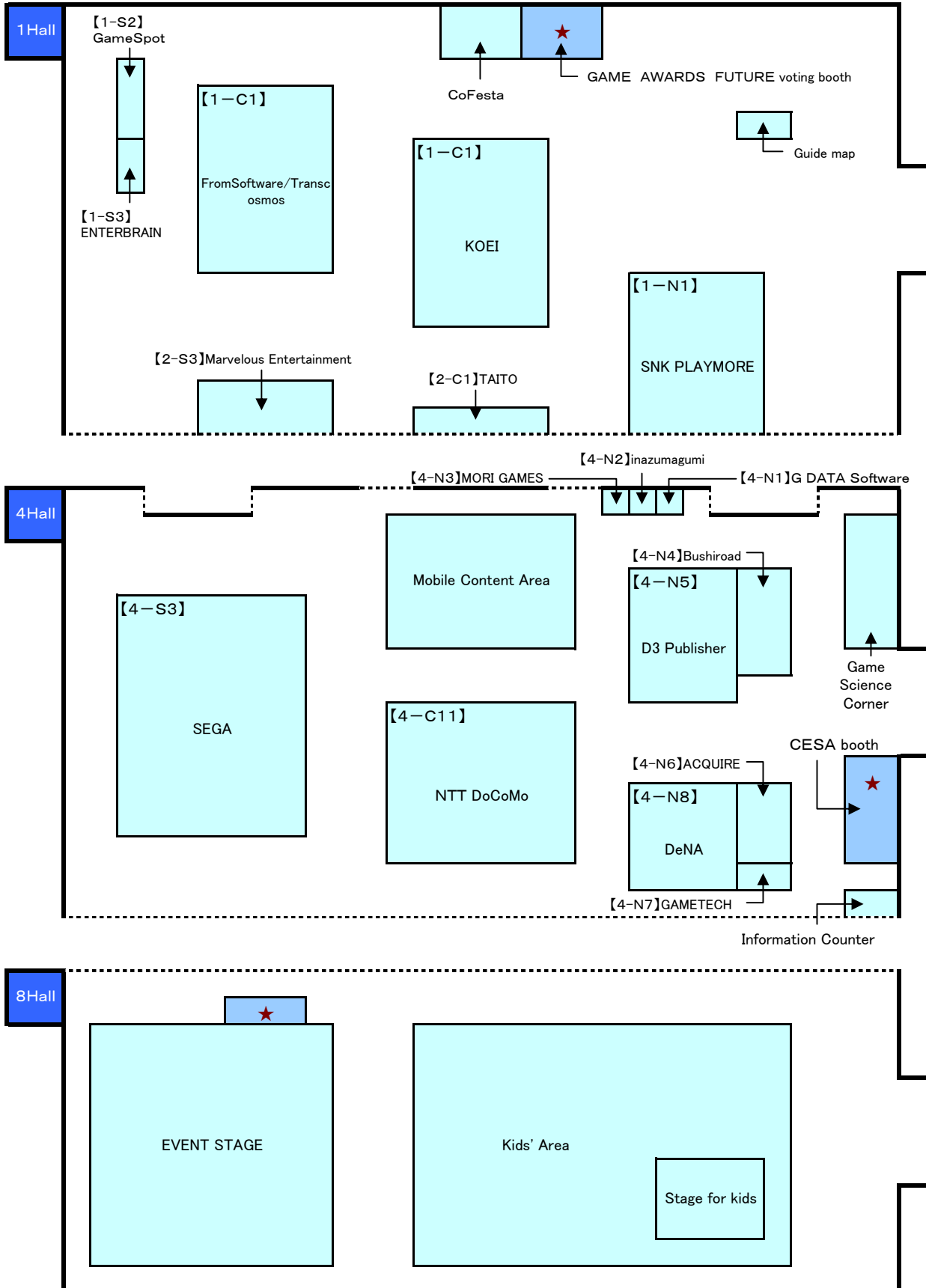
1. Newspapers  3. Websites  5. Posters/Leaflets at stores  7. Business acquaintances  9. Others   
2. Magazines  4. TV  6. Posters at railroad stations or in trains  8. Acquaintances/Friends  [Specifically \_\_\_\_\_]

Thank you for your cooperation.



## Appendix 2) Location of Questionnaire Booths

★ : Location of questionnaire booths



All rights reserved

# TOKYO GAME SHOW 2008 Visitors Survey Report

Published in December 2008

Publisher

Computer Entertainment Supplier's Association

Office: Nishi-Shimbashi Annex 3F, 1-22-10  
Nishi-Shimbashi, Minato-ku, Tokyo  
105-0003 JAPAN

TEL: 03-3591-9151

FAX: 03-3591-9152