

TOKYO GAME SHOW 2009

Visitors Survey Report

December 2009

Computer Entertainment Supplier's Association



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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 2009 (hereafter, TGS 2009) 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 2009
- 3 Method : Questionnaire survey at booths in TGS 2009 venue
* Refer to P 72 for the locations of the booths.
- 4 Period : September 27 (Sun.), 2009 [10:00 - 17:00]

5 Visitor Turnout :

	Total number of visitors (persons)	回収標本数	有効標本数
Sept. 24 (Thur.)	27,435	-	-
Sept. 25 (Fri.)	24,605	-	-
Sept. 26 (Sat.)	61,138	-	-
Sept. 27 (Sun.)	71,852	1,284 S	1,109 S
Total	185,030	1,284 S	1,109 S

* Sept. 24 (Thur.) and 25 (Fri.) were arranged as "Business Days" solely for industry-related visitors.
(Extended to two days since TGS2007.)

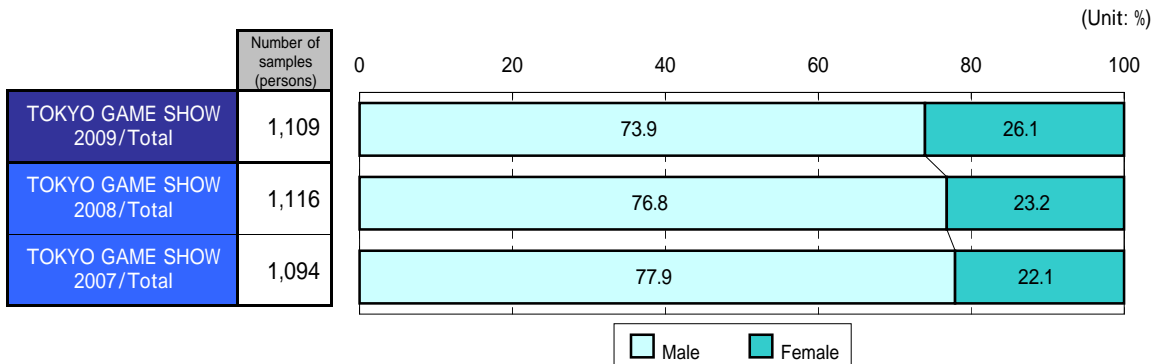
過去17回の概要	日時	会場	来場者数 (会期計)
96	Aug. 22 (Thur.) ~ 24 (Sat.) '96	Tokyo Big Site	109,649
97 Spring	Apr. 4 (Fri.) ~ 6 (Sun.) '97	Tokyo Big Site	121,172
97 Autumn	Sept. 5 (Fri.) ~ 7 (Sun.) '97	Makuhari Messe	140,630
98 Spring	Mar. 20 (Fri.) ~ 22 (Sun.) '98	Makuhari Messe	147,913
98 Autumn	Oct. 9 (Fri.) ~ 11 (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. 26 (Fri.) ~ 28(Sun.) 2003	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 (Thur.) ~ 23 (Sun.) 2007	Makuhari Messe	193,040
2008	Oct. 9 (Thur.) ~ 12 (Sun.) 2008	Makuhari Messe	194,288

- 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 2007 and TGS 2008 (the two most recent preceding shows).
- 7 Organizers : Executive organization: Computer Entertainment Supplier's Association (CESA)
Planning organization: NIPPON TELENET CORPORATION

. Visitors' Characteristics

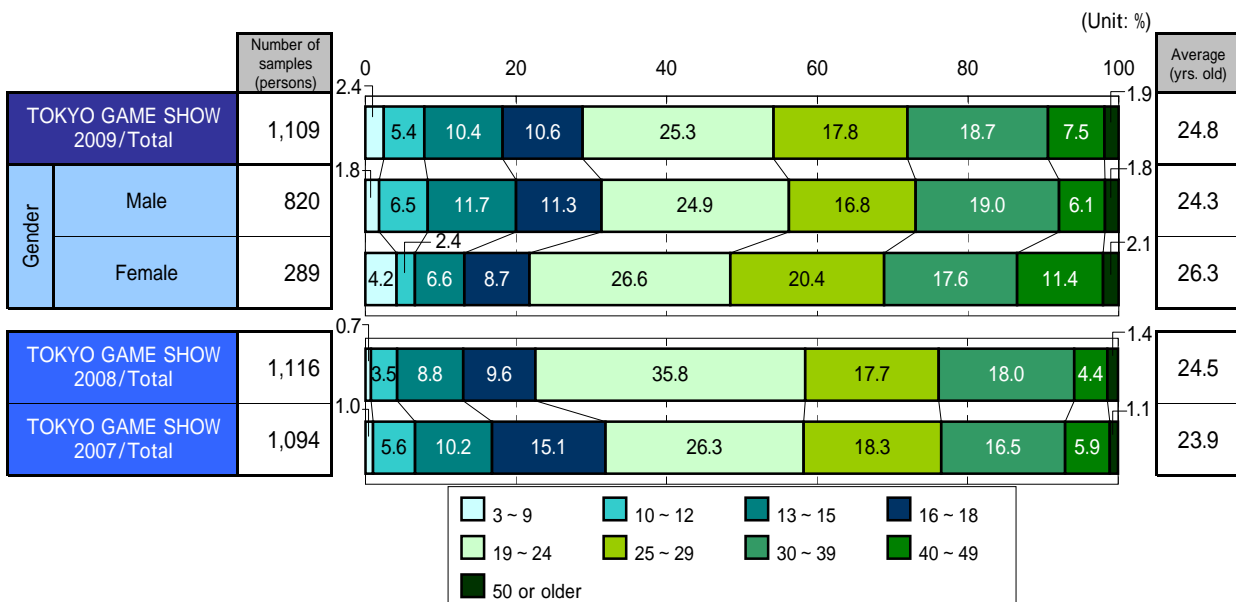
1 . Gender

[Q] Your gender and age



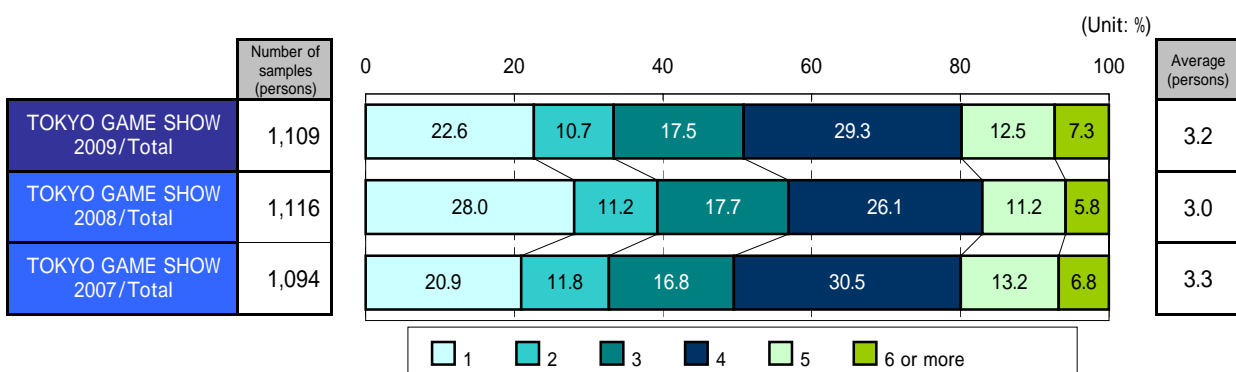
2 . Age

[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).

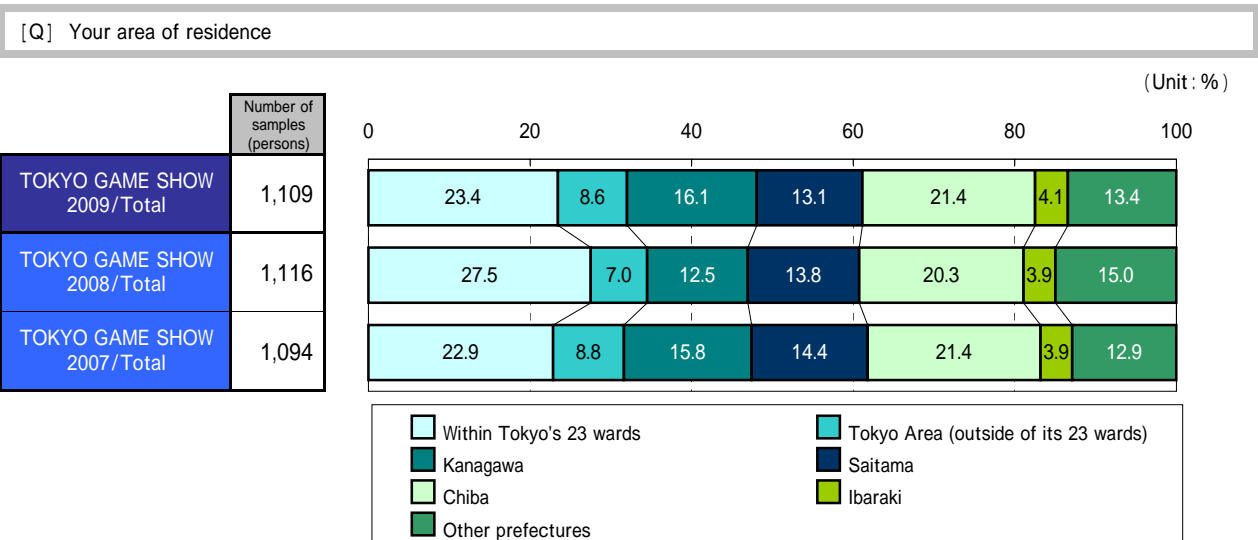


· Sex ratio statistics indicate that the number of female visitors steadily increased and amounted to 26.1%.

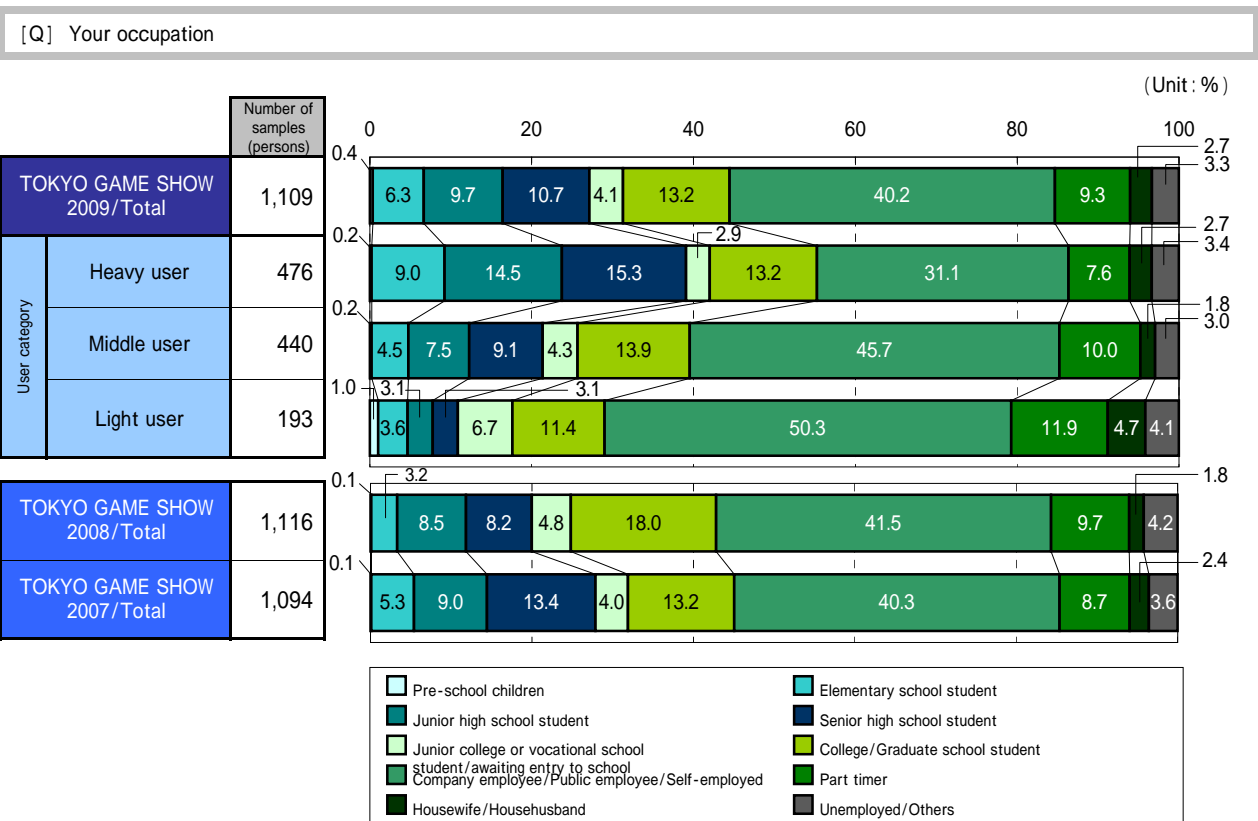
· The category with the highest number of visitors was the "19-24" category (25.3%). The ratio decreased from last year's figure of 35.8%. The number for all the other age categories increased.

· The average number of family members living together increased to 3.2. The ratio of visitors living alone decreased from 28.0% to 22.6%.

4 . Residential area



5 . 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]	Heavy user	Middle user	Light user
	: plays games almost everyday	: plays games 2-5 days a week	: plays games one day a week or less

- The area from which the highest number of visitors came was "Within Tokyo's 23 wards" (23.4%). "Chiba" (21.4%) was in second place.
- The category with the highest percentage of visitors was "Company employee / Public employee / Self-employed" (40.2%), although the ratio decreased from that of last year (41.5%), and accounted for 50.3% of "light users".

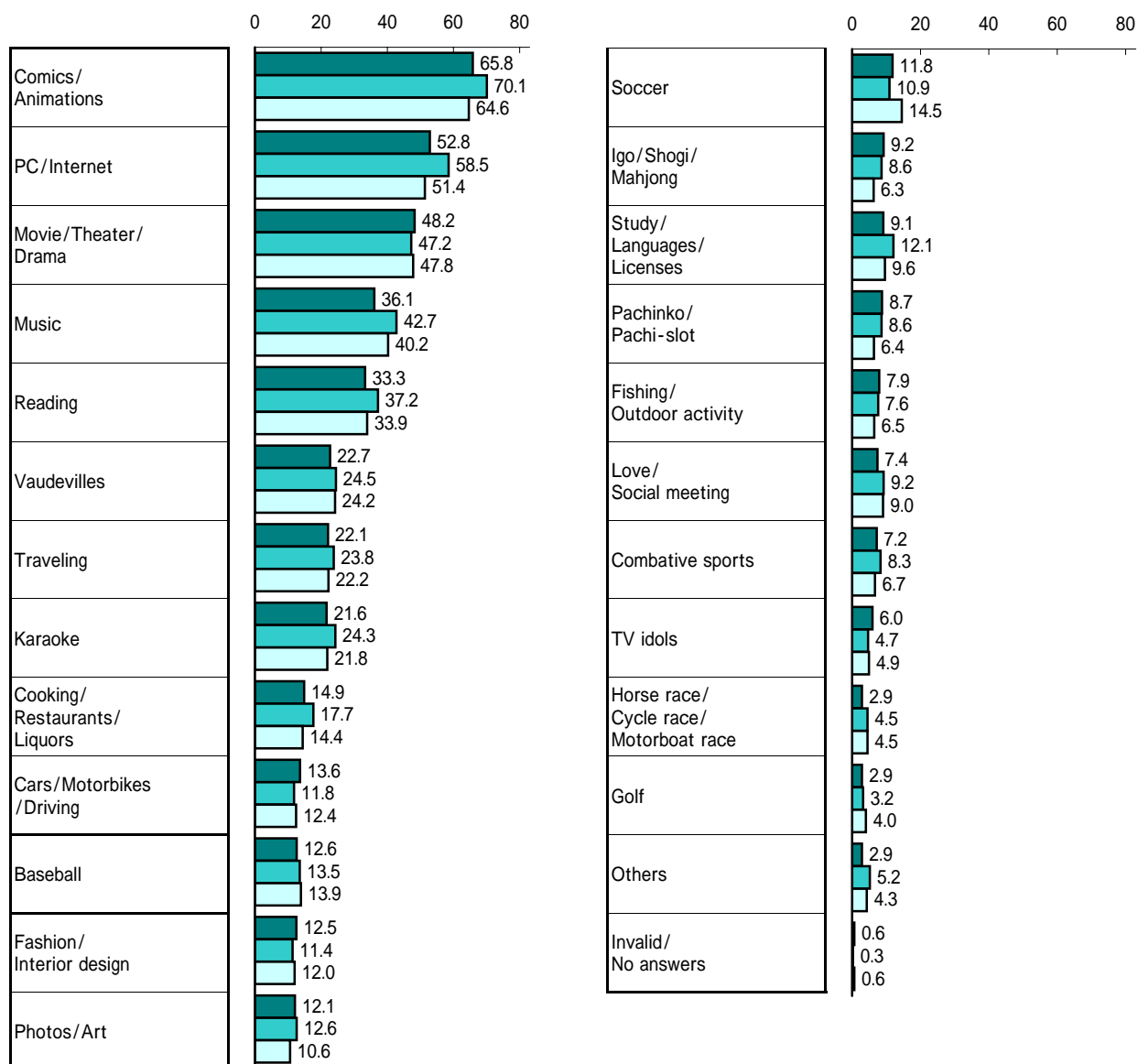
6 . Hobbies and interests (Multiple answers)

[Q] Your hobbies and interests other than games



(Unit : %)

(Unit : %)



· Respondents were most interested in "Comics/Animations"(65.8%); a continuing tendency from the 2007 and 2008 surveys. "PC/Internet"(52.8%) was in the second place.

· The ratios for "Comics/Animation", "PC/Internet", "Vaudevilles", "Karaoke", and "Igo/Shogi/Mahjong" increased along with the increase in frequency of playing household videogames.

· The ratios for "Traveling", "Cooking/Restaurants/Liquors", "Fashion/Interior design", and "Study/Languages/Licenses" increased as frequency of playing household videogames decreased.

(Unit: %)

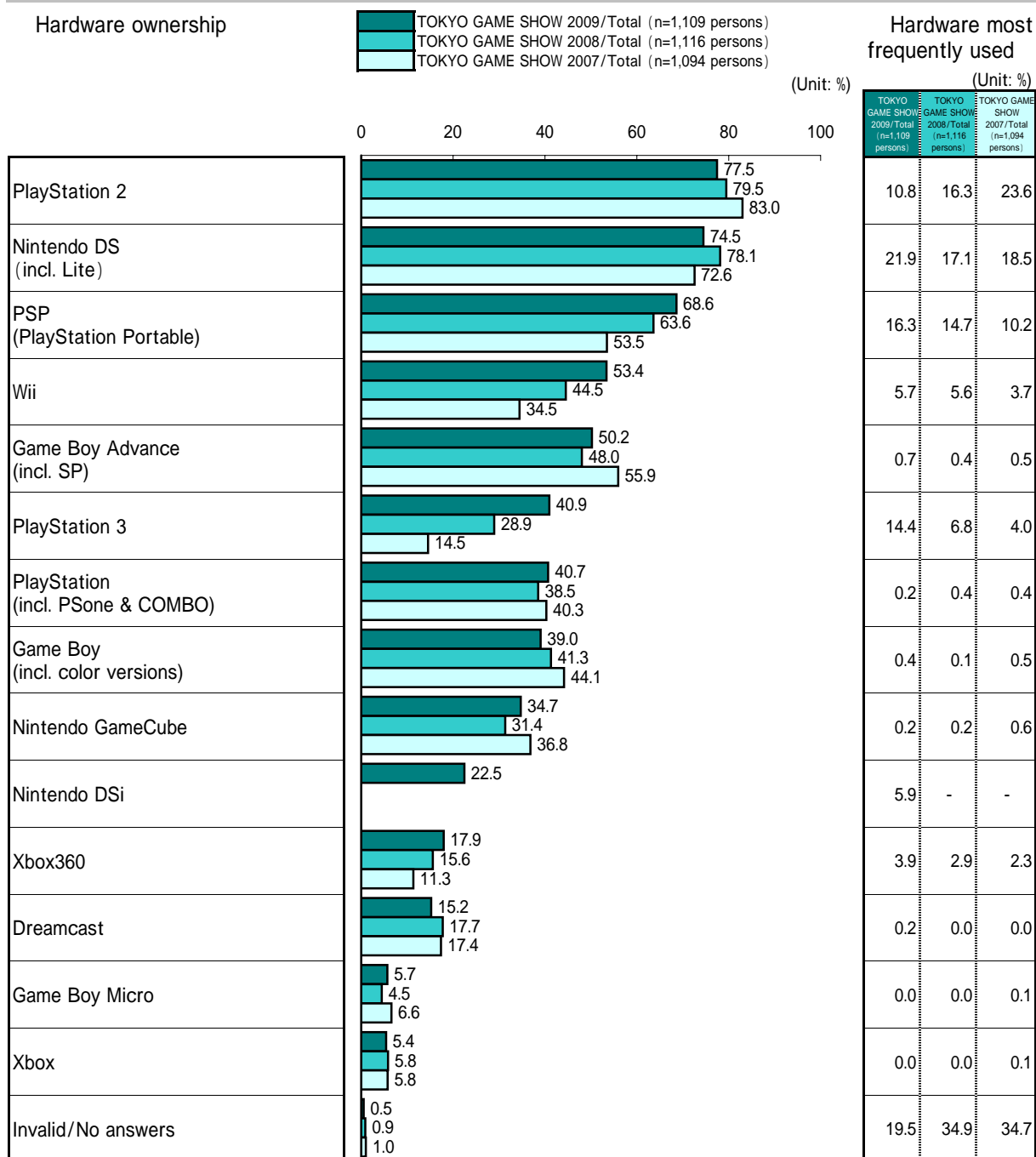
	TOKYO GAME SHOW 2009/Total		Gender and Age																	Frequency of playing household videogames				
			Male									Female								Heavy user	Middle user	Light user		
			3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49				50 or older	
Number of samples (persons)	1,109	820	15	53	96	93	204	138	156	50	15	289	12	7	19	25	77	59	51	33	6	476	440	193
Comics/ Animations	65.8	65.9	80.0	60.4	79.2	84.9	79.4	62.3	44.9	40.0	20.0	65.7	66.7	71.4	84.2	88.0	70.1	69.5	56.9	42.4	16.7	74.4	66.1	44.0
PC/Internet	52.8	54.4	20.0	49.1	52.1	59.1	65.7	52.2	51.3	44.0	26.7	48.4	8.3	14.3	57.9	68.0	55.8	59.3	41.2	30.3	16.7	56.3	54.3	40.9
Movie/Theater/ Drama	48.2	44.6	13.3	30.2	36.5	41.9	55.9	52.9	39.7	34.0	53.3	58.5	50.0	57.1	47.4	56.0	63.6	61.0	52.9	66.7	33.3	46.2	51.4	46.1
Music	36.1	33.7	6.7	11.3	43.8	34.4	43.6	39.1	23.7	22.0	26.7	42.9	41.7	0.0	52.6	68.0	54.5	47.5	25.5	27.3	0.0	36.8	35.5	35.8
Reading	33.3	31.1	0.0	22.6	30.2	46.2	42.6	30.4	20.5	16.0	13.3	39.4	41.7	14.3	57.9	52.0	39.0	45.8	33.3	27.3	16.7	33.8	34.5	29.0
Vaudeville	22.7	22.0	26.7	18.9	30.2	24.7	19.6	23.2	21.2	14.0	13.3	24.9	41.7	42.9	31.6	32.0	18.2	23.7	29.4	21.2	0.0	24.4	23.0	18.1
Traveling	22.1	17.9	6.7	11.3	9.4	3.2	19.6	23.9	20.5	32.0	46.7	33.9	16.7	14.3	10.5	32.0	36.4	44.1	33.3	36.4	33.3	16.6	24.1	31.1
Karaoke	21.6	18.2	6.7	9.4	14.6	22.6	28.4	21.0	9.0	12.0	6.7	31.5	33.3	28.6	31.6	64.0	41.6	33.9	11.8	12.1	16.7	23.7	20.5	19.2
Cooking/ Restaurants/ Liquors	14.9	11.7	6.7	1.9	6.3	5.4	13.7	18.8	15.4	6.0	13.3	23.9	8.3	14.3	0.0	8.0	24.7	28.8	35.3	27.3	33.3	14.3	14.5	17.1
Cars/Motorbikes /Driving	13.6	16.5	6.7	5.7	6.3	6.5	15.2	18.1	27.6	28.0	40.0	5.5	8.3	0.0	0.0	4.0	9.1	8.5	3.9	0.0	0.0	9.5	16.8	16.6
Baseball	12.6	15.1	26.7	13.2	10.4	9.7	14.2	17.4	18.6	18.0	20.0	5.5	8.3	14.3	5.3	0.0	3.9	6.8	5.9	9.1	0.0	12.2	13.2	12.4
Fashion/ Interior design	12.5	6.8	0.0	3.8	5.2	2.2	11.3	8.7	7.1	0.0	6.7	28.7	41.7	42.9	21.1	28.0	40.3	32.2	21.6	9.1	0.0	10.1	13.0	17.6
Photos/Arts	12.1	10.0	0.0	1.9	7.3	9.7	16.2	9.4	9.0	8.0	6.7	18.0	0.0	0.0	26.3	36.0	23.4	23.7	9.8	3.0	0.0	10.7	13.2	13.0
Soccer	11.8	15.0	26.7	15.1	14.6	7.5	14.7	18.8	17.9	8.0	13.3	2.8	0.0	0.0	5.3	0.0	6.5	0.0	3.9	0.0	0.0	12.8	10.7	11.9
Igo/Shogi/ Mahjong	9.2	11.7	0.0	11.3	19.8	16.1	12.7	8.0	9.0	10.0	0.0	2.1	8.3	0.0	0.0	0.0	5.2	0.0	0.0	3.0	0.0	10.7	8.9	6.2
Study/ Languages/ Licenses	9.1	7.6	0.0	7.5	4.2	6.5	9.3	13.8	4.5	2.0	13.3	13.5	16.7	14.3	5.3	12.0	18.2	15.3	11.8	9.1	0.0	7.4	10.0	11.4
Pachinko/ Pachi-slot	8.7	10.4	0.0	0.0	5.2	8.6	12.7	13.8	12.8	12.0	6.7	4.2	0.0	0.0	0.0	0.0	1.3	5.1	11.8	3.0	16.7	9.2	9.3	6.2
Fishing/ Outdoor activity	7.9	9.3	6.7	7.5	5.2	7.5	11.3	8.0	11.5	8.0	20.0	4.2	8.3	14.3	0.0	4.0	2.6	3.4	2.0	9.1	16.7	8.4	6.1	10.9
Love/ Social meeting	7.4	7.0	0.0	3.8	3.1	3.2	8.8	8.7	12.2	0.0	0.0	8.7	0.0	14.3	10.5	8.0	15.6	6.8	7.8	0.0	0.0	6.7	8.2	7.3
Combative sports	7.2	9.3	6.7	1.9	7.3	2.2	10.8	10.9	13.5	14.0	0.0	1.4	0.0	0.0	0.0	4.0	1.3	1.7	0.0	3.0	0.0	7.1	7.5	6.7
TV idols	6.0	5.4	0.0	1.9	7.3	4.3	5.4	8.0	5.8	2.0	0.0	7.6	25.0	14.3	10.5	12.0	6.5	6.8	3.9	6.1	0.0	5.7	5.2	8.3
Horse race/ Cycle race/ Motorboat race	2.9	3.5	0.0	0.0	3.1	1.1	1.5	4.3	9.6	0.0	6.7	1.0	0.0	0.0	0.0	0.0	2.6	0.0	2.0	0.0	0.0	2.5	3.6	2.1
Golf	2.9	3.5	0.0	3.8	3.1	0.0	2.5	5.8	3.2	10.0	6.7	1.0	8.3	14.3	0.0	0.0	0.0	0.0	0.0	0.0	16.7	3.4	2.0	3.6
Others	2.9	2.6	0.0	5.7	2.1	2.2	3.9	1.4	1.9	2.0	0.0	3.8	0.0	0.0	0.0	0.0	2.6	6.8	5.9	3.0	16.7	3.8	1.8	3.1
Invalid/ No answers	0.6	0.7	0.0	0.0	2.1	1.1	0.5	0.0	0.6	2.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.6	0.5	1.0

. 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.



- As for ownership ratios, PlayStation 2 remained at the top (77.5%), but continued to decrease slightly. Nintendo DS (incl. Lite) also decreased (74.5%), and Nintendo DSi made its appearance (22.5%).
- As for frequency of use, Nintendo DS (incl. Lite) (21.9%) was at the top. Both PSP (PlayStation Portable) (16.3%) and PlayStation 3 (14.4%) increased and surpassed PlayStation 2 (10.8%), which was in second place last year.
- For two consecutive years, both ratio of ownership and frequency of use increased for PSP (PlayStation Portable), Wii, PlayStation 3 and Xbox360.

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

(Unit: %)

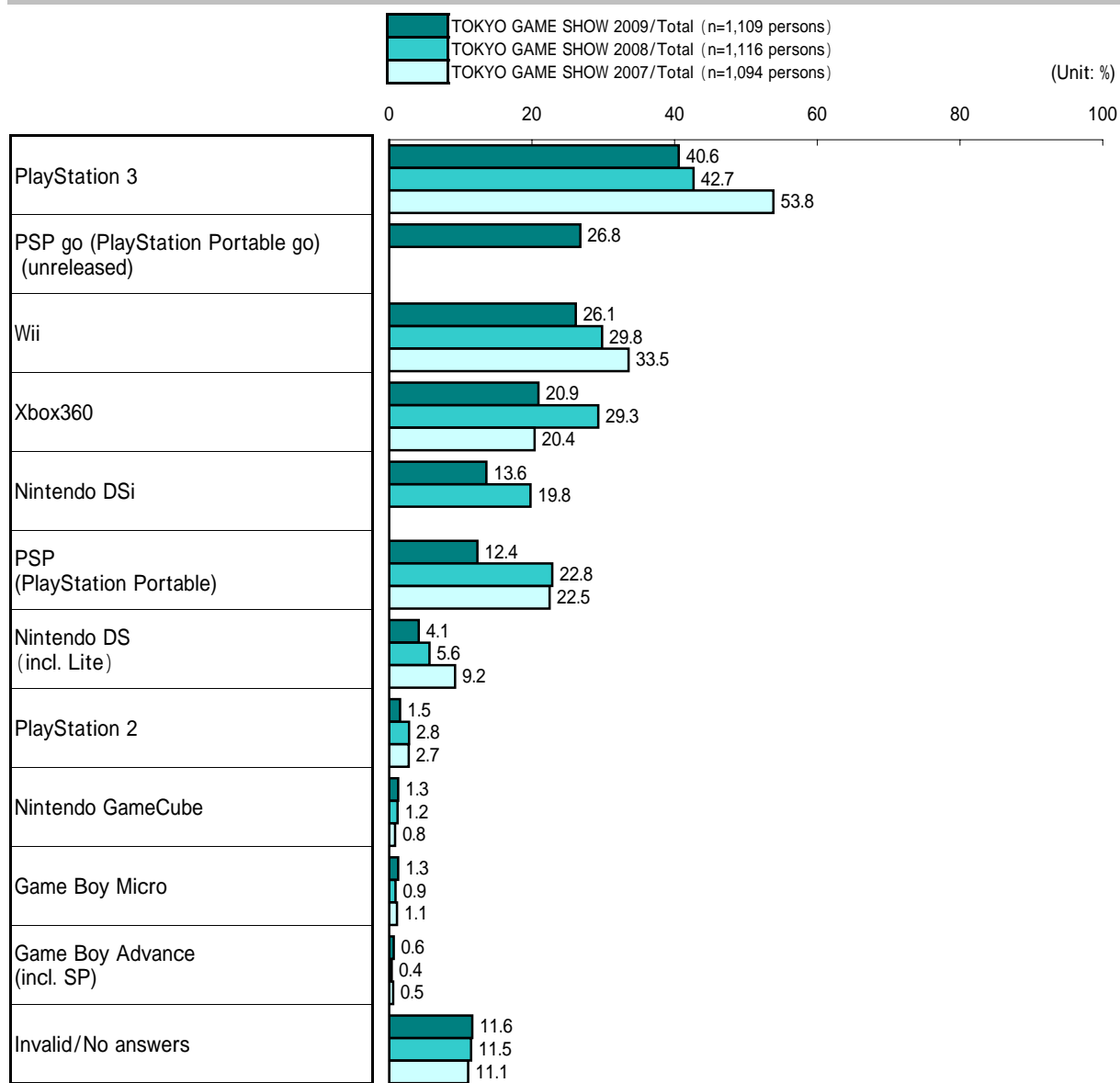
	TOKYO GAME SHOW 2009 / Total	Gender and Age																		Frequency of playing household videogames				
		Male	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Female	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Heavy user	Middle user	Light user
Number of samples (persons)	1,109	820	15	53	96	93	204	138	156	50	15	289	12	7	19	25	77	59	51	33	6	476	440	193
PlayStation 2	77.5	76.3	73.3	73.6	70.8	76.3	83.8	76.8	75.6	66.0	60.0	80.6	50.0	85.7	78.9	96.0	77.9	86.4	86.3	66.7	83.3	81.3	79.3	63.7
Nintendo DS (incl. Lite)	74.5	73.5	93.3	86.8	87.5	77.4	70.6	65.9	72.4	66.0	40.0	77.2	83.3	100.0	78.9	92.0	72.7	79.7	68.6	81.8	50.0	80.3	73.6	62.2
PSP (PlayStation Portable)	68.6	70.4	53.3	73.6	80.2	84.9	77.0	63.8	63.5	48.0	40.0	63.7	16.7	57.1	63.2	88.0	63.6	59.3	68.6	69.7	33.3	77.3	69.1	46.1
Wii	53.4	52.3	60.0	77.4	67.7	63.4	48.5	40.6	43.6	50.0	46.7	56.4	58.3	85.7	63.2	68.0	46.8	47.5	56.9	75.8	50.0	58.2	50.9	47.2
Game Boy Advance (incl. SP)	50.2	52.0	33.3	77.4	71.9	78.5	55.9	38.4	32.7	30.0	33.3	45.3	16.7	28.6	63.2	80.0	40.3	39.0	43.1	48.5	50.0	62.4	43.6	35.2
PlayStation 3	40.9	42.2	26.7	28.3	39.6	47.3	48.0	44.9	41.0	30.0	40.0	37.4	25.0	42.9	10.5	52.0	36.4	39.0	41.2	39.4	33.3	43.3	43.9	28.5
PlayStation (incl. PSone & COMBO)	40.7	40.9	33.3	47.2	43.8	45.2	41.7	39.9	39.1	28.0	40.0	40.1	25.0	14.3	42.1	56.0	35.1	40.7	43.1	39.4	66.7	47.3	38.0	30.6
Game Boy (incl. color versions)	39.0	39.9	33.3	49.1	53.1	66.7	46.1	31.2	23.7	16.0	6.7	36.7	41.7	28.6	52.6	64.0	39.0	25.4	33.3	27.3	33.3	48.3	35.0	25.4
Nintendo GameCube	34.7	34.5	20.0	52.8	62.5	62.4	33.3	16.7	19.9	20.0	13.3	35.3	50.0	42.9	47.4	68.0	28.6	15.3	37.3	48.5	16.7	44.5	29.3	22.8
Nintendo DSi	22.5	21.5	13.3	41.5	26.0	15.1	22.5	13.8	17.9	24.0	53.3	25.3	41.7	57.1	15.8	44.0	22.1	15.3	33.3	21.2	0.0	24.4	22.0	18.7
Xbox360	17.9	19.6	0.0	13.2	4.2	17.2	32.4	23.2	18.6	12.0	6.7	13.1	0.0	28.6	15.8	16.0	16.9	15.3	7.8	6.1	16.7	19.7	18.2	13.0
Dreamcast	15.2	16.0	6.7	7.5	7.3	8.6	12.3	23.9	29.5	12.0	6.7	13.1	0.0	14.3	10.5	12.0	11.7	15.3	19.6	9.1	16.7	17.2	15.2	10.4
Game Boy Micro	5.7	5.5	0.0	7.5	6.3	8.6	3.9	4.3	6.4	4.0	6.7	6.2	0.0	0.0	10.5	8.0	3.9	0.0	15.7	6.1	16.7	9.0	3.2	3.1
Xbox	5.4	5.2	0.0	1.9	2.1	1.1	4.4	8.7	10.9	2.0	0.0	5.9	0.0	28.6	0.0	16.0	3.9	1.7	11.8	0.0	16.7	6.5	5.5	2.6
Invalid/ No answers	0.5	0.5	0.0	0.0	0.0	0.0	1.0	0.7	0.6	0.0	0.0	0.7	8.3	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.1

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

	TOKYO GAME SHOW 2009/Total	Gender and Age																		Frequency of playing household videogames				
		Male	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Female	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Heavy user	Middle user	Light user
Number of samples (persons)	1,109	820	15	53	96	93	204	138	156	50	15	289	12	7	19	25	77	59	51	33	6	476	440	193
Nintendo DS (incl. Lite)	21.9	19.9	66.7	17.0	18.8	15.1	16.7	18.8	25.0	22.0	13.3	27.7	25.0	14.3	63.2	16.0	26.0	23.7	31.4	24.2	33.3	24.2	20.2	20.2
PSP (PlayStation Portable)	16.3	17.9	0.0	22.6	24.0	35.5	19.1	18.8	9.0	0.0	0.0	11.8	0.0	28.6	15.8	16.0	9.1	16.9	11.8	6.1	0.0	20.4	15.5	8.3
PlayStation 3	14.4	16.5	6.7	9.4	15.6	16.1	18.6	19.6	15.4	10.0	33.3	8.7	0.0	0.0	0.0	4.0	13.0	8.5	9.8	12.1	0.0	13.9	17.3	9.3
PlayStation 2	10.8	8.4	0.0	1.9	6.3	9.7	11.8	11.6	5.8	6.0	6.7	17.6	0.0	0.0	10.5	52.0	23.4	20.3	9.8	3.0	0.0	8.4	11.4	15.5
Nintendo DSi	5.9	5.5	0.0	7.5	3.1	3.2	5.9	5.8	5.8	8.0	13.3	6.9	8.3	42.9	0.0	0.0	6.5	3.4	11.8	9.1	0.0	7.1	5.2	4.1
Wii	5.7	5.4	0.0	11.3	6.3	5.4	4.4	2.9	5.8	6.0	13.3	6.6	0.0	0.0	5.3	0.0	1.3	3.4	9.8	24.2	33.3	4.4	5.5	9.3
Xbox360	3.9	4.4	0.0	0.0	0.0	2.2	8.8	5.1	5.1	2.0	0.0	2.4	0.0	0.0	0.0	0.0	5.2	3.4	2.0	0.0	0.0	3.8	4.3	3.1
Game Boy Advance (incl. SP)	0.7	0.7	6.7	0.0	2.1	0.0	0.5	0.0	1.3	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	16.7	1.1	0.5	0.5
Game Boy (incl. Color)	0.4	0.4	0.0	0.0	2.1	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.2	0.7	0.0
Nintendo GameCube	0.2	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5
PlayStation (incl. PSone & COMBO)	0.2	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Dreamcast	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5
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
Invalid/ No answers	19.5	20.2	20.0	30.2	21.9	12.9	12.7	16.7	25.6	44.0	20.0	17.3	66.7	14.3	5.3	8.0	15.6	20.3	11.8	21.2	16.7	16.4	19.3	27.5

2 . Hardware the respondents wish to purchase (Multiple answers)

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



Note) PSP go (PlayStation Portable go) (unreleased) was added in TGS survey 2009.

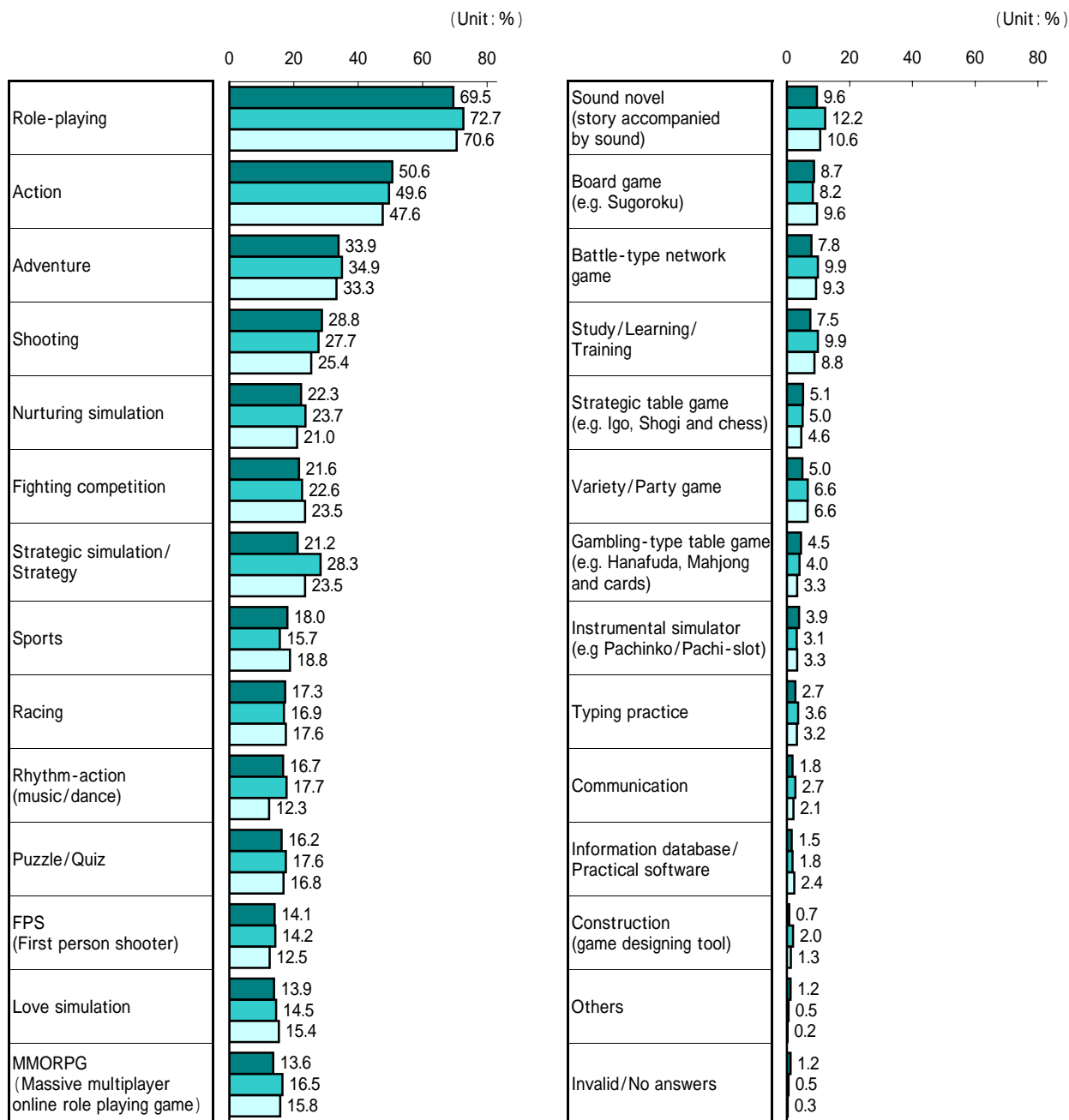
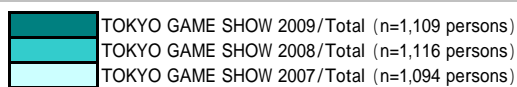
- "PSP go (PlayStation Portable go)", which had yet to be released as of the date of the questionnaire, ranked second with 26.8% of respondents.
- "PlayStation 3" (40.6%) and "Wii" (26.1%) ranked first and third, but the percentages dropped for two consecutive years.
- The percentages of respondents wishing to purchase "Wii", "Nintendo DSi", "PSP (PlayStation Portable)", and "Nintendo DS (incl. Lite)" were higher among females than among males .

(Unit: %)

	TOKYO GAME SHOW 2008 / Total	Gender and Age																		Frequency of playing household videogames				
		Male	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Female	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Heavy user	Middle user	Light user
Number of samples (persons)	1,109	820	15	53	96	93	204	138	156	50	15	289	12	7	19	25	77	59	51	33	6	476	440	193
PlayStation 3	40.6	41.0	40.0	39.6	46.9	41.9	41.2	39.1	42.9	34.0	20.0	39.4	8.3	28.6	47.4	48.0	44.2	49.2	31.4	27.3	33.3	42.0	42.5	32.6
PSP go (PlayStation Portable go) (unreleased)	26.8	30.5	6.7	49.1	36.5	33.3	30.9	21.7	32.1	20.0	26.7	16.3	0.0	28.6	21.1	32.0	14.3	16.9	9.8	21.2	0.0	30.5	28.2	14.5
Wii	26.1	24.4	40.0	9.4	21.9	18.3	24.5	31.2	26.9	22.0	33.3	31.1	41.7	14.3	15.8	24.0	28.6	40.7	37.3	21.2	50.0	24.4	26.4	30.1
Xbox360	20.9	21.0	0.0	26.4	39.6	28.0	22.1	13.8	12.2	18.0	13.3	20.8	8.3	0.0	21.1	36.0	20.8	20.3	19.6	21.2	16.7	26.3	18.9	12.4
Nintendo DSi	13.6	12.7	46.7	15.1	12.5	14.0	11.3	13.8	12.2	4.0	6.7	16.3	25.0	14.3	26.3	8.0	16.9	11.9	21.6	15.2	0.0	14.5	12.3	14.5
PSP (Playstation Portable)	12.4	11.7	6.7	15.1	15.6	10.8	10.3	9.4	10.9	18.0	13.3	14.2	0.0	14.3	31.6	4.0	18.2	16.9	11.8	9.1	0.0	9.0	13.2	18.7
Nintendo DS (incl. Lite)	4.1	4.0	6.7	1.9	2.1	9.7	3.9	3.6	2.6	6.0	0.0	4.5	16.7	0.0	0.0	8.0	5.2	3.4	3.9	3.0	0.0	4.4	4.3	3.1
PlayStation 2	1.5	2.0	0.0	1.9	3.1	2.2	1.0	2.2	2.6	2.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.8	1.6	3.1
Nintendo GameCube	1.3	0.9	0.0	1.9	1.0	0.0	1.0	1.4	0.0	0.0	6.7	2.4	16.7	14.3	5.3	0.0	0.0	0.0	5.9	0.0	0.0	1.3	0.9	2.1
Game Boy Micro	1.3	1.2	0.0	0.0	4.2	0.0	0.0	1.4	1.9	2.0	0.0	1.4	16.7	0.0	0.0	0.0	0.0	1.7	0.0	0.0	16.7	1.9	1.1	0.0
Game Boy Advance (incl. SP)	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.7	1.3	2.0	0.0	1.0	16.7	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.5	0.0
Invalid/ No answers	11.6	11.1	0.0	11.3	7.3	11.8	12.3	14.5	10.9	8.0	6.7	13.1	16.7	42.9	15.8	12.0	14.3	13.6	9.8	9.1	0.0	12.2	10.2	13.5

3 . Favorite game genres 《Multiple answers》

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



"Role playing" was the most popular type of game (69.5%), although the ratio decreased. "Action" and "Shooting" increased in popularity for two consecutive years.
 Male users preferred "Role playing", "Action", "Adventure", "Shooting", "Fighting competition", "Strategic simulation/Strategy", "Sports" and "Racing", while female users played "Nurturing simulation", "Rhythm-action" and "Puzzle/Quiz" more often.

(Unit: %)

	TOKYO GAME SHOW 2009/Total																			Gender and Age			Frequency of playing household videogames		
	Male	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Female	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Heavy user	Middle user	Light user		
Number of samples (persons)	1,109	820	15	53	96	93	204	138	156	50	15	289	12	7	19	25	77	59	51	33	6	476	440	193	
Role-playing	69.5	70.1	53.3	49.1	65.6	77.4	75.5	79.0	69.2	56.0	46.7	67.8	25.0	42.9	73.7	92.0	68.8	79.7	66.7	51.5	33.3	72.7	72.0	56.0	
Action	50.6	55.5	53.3	60.4	70.8	72.0	69.6	50.0	36.5	22.0	6.7	36.7	8.3	28.6	42.1	68.0	49.4	35.6	25.5	15.2	16.7	58.8	50.9	29.5	
Adventure	33.9	34.4	0.0	58.5	57.3	53.8	33.3	23.9	18.6	24.0	26.7	32.5	8.3	42.9	68.4	36.0	33.8	44.1	21.6	15.2	0.0	34.9	35.2	28.5	
Shooting	28.8	34.4	13.3	45.3	47.9	49.5	32.4	23.9	27.6	30.0	46.7	12.8	8.3	14.3	5.3	24.0	24.7	3.4	3.9	15.2	0.0	34.0	25.7	22.8	
Nurturing simulation	22.3	20.2	6.7	15.1	27.1	18.3	26.0	19.6	14.7	20.0	6.7	28.0	50.0	42.9	36.8	36.0	29.9	18.6	29.4	18.2	16.7	23.9	21.6	19.7	
Fighting competition	21.6	25.9	13.3	32.1	43.8	31.2	25.0	25.4	19.2	12.0	0.0	9.7	0.0	14.3	15.8	20.0	11.7	10.2	3.9	6.1	0.0	27.7	19.8	10.9	
Strategic simulation/Strategy	21.2	23.5	0.0	22.6	27.1	30.1	25.0	21.7	26.3	8.0	6.7	14.5	8.3	14.3	10.5	24.0	19.5	20.3	5.9	6.1	0.0	27.3	15.0	20.2	
Sports	18.0	20.7	26.7	22.6	26.0	18.3	17.6	23.2	21.2	14.0	26.7	10.4	25.0	42.9	5.3	8.0	6.5	5.1	5.9	21.2	50.0	17.2	18.6	18.7	
Racing	17.3	21.7	6.7	24.5	38.5	23.7	17.6	15.2	20.5	28.0	13.3	4.8	8.3	14.3	0.0	8.0	7.8	1.7	2.0	3.0	16.7	19.5	18.2	9.8	
Rhythm-action (music/dance)	16.7	13.7	0.0	5.7	22.9	24.7	15.7	11.6	7.1	10.0	0.0	25.3	33.3	28.6	26.3	24.0	31.2	28.8	23.5	9.1	0.0	19.7	15.0	13.0	
Puzzle/Quiz	16.2	12.9	13.3	5.7	12.5	9.7	12.7	16.7	10.3	20.0	33.3	25.6	25.0	0.0	21.1	24.0	15.6	28.8	41.2	27.3	33.3	16.2	16.8	15.0	
FPS (First person shooter)	14.1	18.2	0.0	9.4	21.9	24.7	28.9	11.6	11.5	12.0	6.7	2.4	0.0	0.0	0.0	0.0	5.2	5.1	0.0	0.0	0.0	17.0	13.4	8.3	
Love simulation	13.9	11.3	0.0	0.0	13.5	19.4	16.7	10.9	5.8	8.0	0.0	21.1	8.3	14.3	21.1	40.0	27.3	22.0	15.7	6.1	16.7	15.8	13.9	9.3	
MMORPG (Massive multiplayer online role playing game)	13.6	15.5	0.0	7.5	12.5	18.3	24.5	15.2	13.5	4.0	0.0	8.3	0.0	0.0	5.3	8.0	10.4	15.3	7.8	0.0	0.0	18.3	11.6	6.7	
Sound novel (story accompanied by sound)	9.6	8.7	0.0	1.9	5.2	9.7	10.8	12.3	9.6	4.0	0.0	12.1	0.0	0.0	0.0	28.0	13.0	22.0	5.9	3.0	16.7	10.9	8.4	8.8	
Board game (e.g. Sugoroku)	8.7	8.8	6.7	13.2	9.4	11.8	6.9	9.4	7.7	8.0	6.7	8.3	16.7	28.6	10.5	12.0	3.9	6.8	9.8	9.1	0.0	9.9	7.0	9.3	
Battle-type network game	7.8	9.9	0.0	5.7	19.8	9.7	13.7	7.2	6.4	4.0	0.0	2.1	0.0	14.3	5.3	4.0	2.6	0.0	0.0	3.0	0.0	11.3	5.5	4.7	
Study/Learning/Training	7.5	5.2	13.3	3.8	3.1	3.2	5.4	3.6	5.1	10.0	26.7	13.8	0.0	14.3	5.3	12.0	10.4	11.9	21.6	21.2	33.3	6.5	6.6	11.9	
Strategic table game (e.g. Igo, Shogi and chess)	5.1	6.5	0.0	11.3	8.3	6.5	4.9	6.5	5.8	8.0	6.7	1.4	0.0	14.3	0.0	0.0	1.3	0.0	0.0	6.1	0.0	5.7	4.3	5.7	
Variety/Party game	5.0	4.0	0.0	5.7	5.2	6.5	3.4	4.3	1.9	4.0	6.7	7.6	0.0	28.6	15.8	16.0	6.5	6.8	3.9	6.1	0.0	5.9	4.8	3.1	
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	4.5	4.5	0.0	5.7	2.1	5.4	3.9	5.8	5.8	4.0	0.0	4.5	0.0	14.3	10.5	4.0	3.9	1.7	2.0	12.1	0.0	5.5	3.6	4.1	
Instrumental simulator (e.g. Pachinko/Pachi-slot)	3.9	4.6	0.0	3.8	4.2	3.2	5.9	5.1	4.5	4.0	6.7	1.7	0.0	0.0	5.3	0.0	3.9	0.0	2.0	0.0	0.0	4.8	3.6	2.1	
Typing practice	2.7	2.4	0.0	3.8	2.1	7.5	2.5	2.2	0.6	0.0	0.0	3.5	0.0	0.0	5.3	4.0	6.5	1.7	0.0	6.1	0.0	2.5	3.6	1.0	
Communication	1.8	0.9	0.0	1.9	4.2	0.0	0.0	0.0	1.3	0.0	0.0	4.5	8.3	28.6	10.5	4.0	6.5	0.0	0.0	6.1	0.0	2.7	1.1	1.0	
Information database/Practical software	1.5	1.6	6.7	0.0	2.1	3.2	2.0	0.0	0.6	4.0	0.0	1.4	0.0	0.0	0.0	0.0	3.9	0.0	0.0	3.0	0.0	1.3	1.1	3.1	
Construction (game designing tool)	0.7	0.7	0.0	0.0	2.1	1.1	1.0	0.7	0.0	0.0	0.0	0.7	0.0	14.3	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.7	0.0	0.0	
Others	1.2	1.3	0.0	1.9	3.1	2.2	2.0	0.0	0.6	0.0	0.0	0.7	0.0	0.0	0.0	0.0	1.7	0.0	0.0	3.0	0.0	2.1	0.2	1.0	
Invalid/No answers	1.2	0.2	0.0	1.9	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	

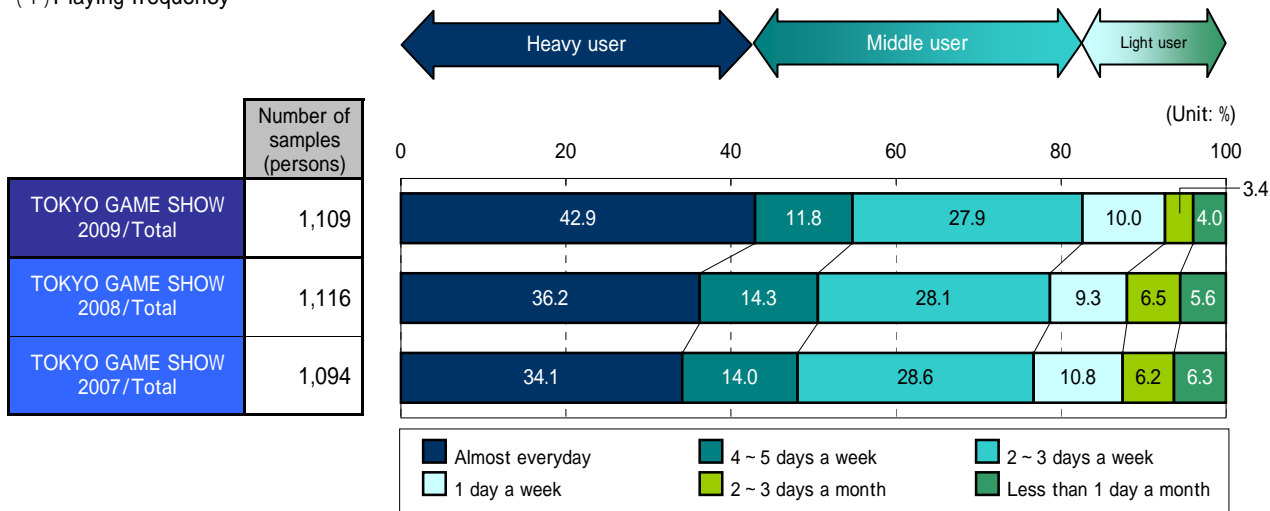
(Unit: %)

	Hobbies and interests																										
	TOKYO GAME SHOW 2009/Total	Comics/Animations	PC/Internet	Movie/Theater/Drama	Music	Reading	Vaudevilles	Traveling	Karaoke	Cooking/Restaurants/Liquors	Cars/Motorbikes/Driving	Baseball	Fashion/Interior design	Photos/Arts	Soccer	Igo/Shogi/Mahjong	Study/Languages/Licenses	Pachinko/Pachi-slot	Fishing/Outdoor activity	Love/Social meeting	Combative sports	TV idols	Horse race/Cycle race/Motorboat race	Golf	Others	Invalid/No answers	
Number of samples (persons)	1,109	730	586	535	400	369	252	245	240	165	151	140	139	134	131	102	101	97	88	82	80	66	32	32	32	7	
Role-playing	69.5	76.2	75.9	73.8	74.8	77.5	78.2	70.6	76.3	73.9	67.5	72.9	74.8	72.4	68.7	76.5	72.3	78.4	64.8	78.0	72.5	71.2	59.4	71.9	65.6	42.9	
Action	50.6	57.8	58.9	53.5	59.5	57.7	59.9	46.5	65.4	58.2	51.7	49.3	53.2	58.2	49.6	65.7	54.5	47.4	56.8	61.0	63.8	62.1	50.0	31.3	62.5	28.6	
Adventure	33.9	39.6	41.0	40.2	45.5	45.8	45.2	33.9	47.5	40.6	31.1	35.0	41.0	47.0	32.1	48.0	42.6	27.8	37.5	41.5	45.0	45.5	34.4	28.1	40.6	0.0	
Shooting	28.8	31.6	36.5	29.5	36.3	34.1	36.5	23.7	35.0	31.5	33.1	30.0	25.2	34.3	29.0	43.1	26.7	29.9	39.8	29.3	33.8	39.4	31.3	31.3	37.5	0.0	
Nurturing simulation	22.3	26.2	26.5	25.2	26.0	29.3	30.2	28.6	33.3	30.9	20.5	26.4	33.1	29.1	22.1	30.4	25.7	29.9	21.6	35.4	27.5	45.5	31.3	21.9	9.4	14.3	
Fighting competition	21.6	26.2	25.8	23.2	26.3	22.2	28.2	18.8	30.4	23.0	25.8	23.6	20.9	25.4	21.4	36.3	19.8	26.8	30.7	31.7	46.3	31.8	21.9	21.9	28.1	14.3	
Strategic simulation/Strategy	21.2	23.8	25.3	23.0	26.8	26.8	22.6	19.2	27.1	28.5	21.2	25.7	23.7	23.1	26.0	39.2	19.8	26.8	25.0	30.5	35.0	28.8	34.4	6.3	28.1	14.3	
Sports	18.0	15.5	15.5	17.0	18.8	14.9	25.0	20.8	20.4	19.4	23.8	53.6	16.5	17.2	51.9	25.5	23.8	30.9	28.4	25.6	33.8	27.3	40.6	37.5	18.8	0.0	
Racing	17.3	18.5	19.5	17.4	19.5	17.6	20.6	17.1	17.1	19.4	43.0	22.1	11.5	17.2	28.2	29.4	16.8	27.8	23.9	28.0	25.0	34.8	46.9	31.3	12.5	14.3	
Rhythm-action (music/dance)	16.7	20.3	22.0	20.7	27.0	21.7	25.0	21.2	33.3	30.3	14.6	13.6	31.7	26.9	16.8	35.3	25.7	20.6	21.6	29.3	22.5	37.9	37.5	9.4	28.1	0.0	
Puzzle/Quiz	16.2	17.8	17.7	20.4	20.8	20.3	22.6	21.2	23.8	33.9	18.5	21.4	23.0	25.4	16.0	32.4	28.7	24.7	21.6	25.6	28.8	25.8	25.0	18.8	18.8	0.0	
FPS (First person shooter)	14.1	16.7	18.8	17.9	17.5	15.4	15.5	11.0	16.3	15.2	18.5	12.9	12.2	17.2	16.0	21.6	9.9	17.5	19.3	15.9	20.0	15.2	15.6	21.9	9.4	0.0	
Love simulation	13.9	19.5	18.9	15.3	18.5	20.3	12.7	18.8	29.6	15.8	13.9	9.3	23.0	29.9	7.6	17.6	21.8	14.4	13.6	26.8	15.0	36.4	12.5	9.4	18.8	0.0	
MMORPG (Massive multiplayer online role playing game)	13.6	16.3	20.3	15.5	15.8	17.3	12.7	12.7	17.5	18.8	16.6	11.4	15.1	17.2	13.0	21.6	11.9	21.6	15.9	15.9	25.0	4.5	25.0	18.8	18.8	0.0	
Sound novel (story accompanied by sound)	9.6	12.5	13.7	12.7	15.0	16.3	12.3	12.2	17.9	15.8	10.6	11.4	15.8	17.9	8.4	11.8	14.9	17.5	10.2	13.4	11.3	16.7	9.4	3.1	9.4	0.0	
Board game (e.g. Sugoroku)	8.7	10.0	9.7	11.2	12.0	11.1	15.9	12.2	16.3	19.4	9.9	10.7	10.8	11.9	10.7	25.5	13.9	16.5	18.2	19.5	15.0	13.6	18.8	9.4	12.5	0.0	
Battle-type network game	7.8	9.6	10.4	9.3	9.8	9.5	9.5	5.7	10.4	12.7	10.6	7.1	7.2	11.9	13.0	16.7	6.9	12.4	14.8	9.8	11.3	10.6	12.5	9.4	9.4	0.0	
Study/Learning/Training	7.5	6.7	7.2	9.9	8.5	9.8	9.1	15.9	11.7	17.0	6.6	12.1	15.1	15.7	9.2	13.7	29.7	9.3	11.4	14.6	12.5	16.7	15.6	6.3	3.1	14.3	
Strategic table game (e.g. Igo, Shogi and chess)	5.1	5.1	5.6	6.0	5.8	7.3	6.3	4.9	5.8	7.9	7.3	6.4	4.3	5.2	3.8	22.5	5.0	12.4	13.6	6.1	8.8	9.1	9.4	3.1	12.5	0.0	
Variety/Party game	5.0	5.9	6.3	6.5	6.8	6.2	10.3	8.2	10.4	12.1	4.6	4.3	12.2	9.7	6.9	7.8	8.9	10.3	9.1	13.4	7.5	12.1	12.5	3.1	6.3	0.0	
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	4.5	4.5	4.9	5.2	5.3	5.4	7.1	7.8	9.2	9.1	6.0	8.6	5.8	9.0	5.3	17.6	6.9	14.4	11.4	7.3	10.0	9.1	21.9	6.3	6.3	0.0	
Instrumental simulator (e.g. Pachinko/Pachi-slot)	3.9	4.2	3.8	3.2	4.3	3.0	4.0	4.9	4.6	7.3	9.3	6.4	5.0	5.2	4.6	9.8	4.0	23.7	12.5	3.7	6.3	7.6	9.4	6.3	6.3	0.0	
Typing practice	2.7	3.0	4.8	3.0	4.0	4.9	2.8	2.0	5.0	4.8	2.6	2.9	3.6	5.2	3.8	9.8	5.0	3.1	4.5	3.7	2.5	4.5	9.4	3.1	3.1	0.0	
Communication	1.8	2.2	2.6	1.9	2.3	2.2	3.6	4.1	4.2	4.2	1.3	2.1	6.5	2.2	1.5	2.9	3.0	3.1	1.1	4.9	2.5	7.6	6.3	3.1	3.1	0.0	
Information database/Practical software	1.5	1.6	2.4	2.6	2.5	2.7	2.0	3.7	2.9	5.5	1.3	2.9	2.9	3.7	3.1	3.9	4.0	4.1	8.0	2.4	2.5	3.0	6.3	3.1	0.0	0.0	
Construction (game designing tool)	0.7	1.1	1.4	0.9	1.0	0.8	1.2	0.8	2.5	1.8	0.7	2.1	2.2	1.5	1.5	2.9	1.0	3.1	2.3	1.2	3.8	3.0	3.1	3.1	0.0	0.0	
Others	1.2	1.4	1.2	0.9	1.8	1.6	0.8	1.2	1.7	1.8	0.7	2.1	1.4	1.5	1.5	2.9	1.0	1.0	3.4	3.7	6.3	1.5	3.1	3.1	6.3	0.0	
Invalid/No answers	1.2	0.1	0.0	0.2	0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.7	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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.)

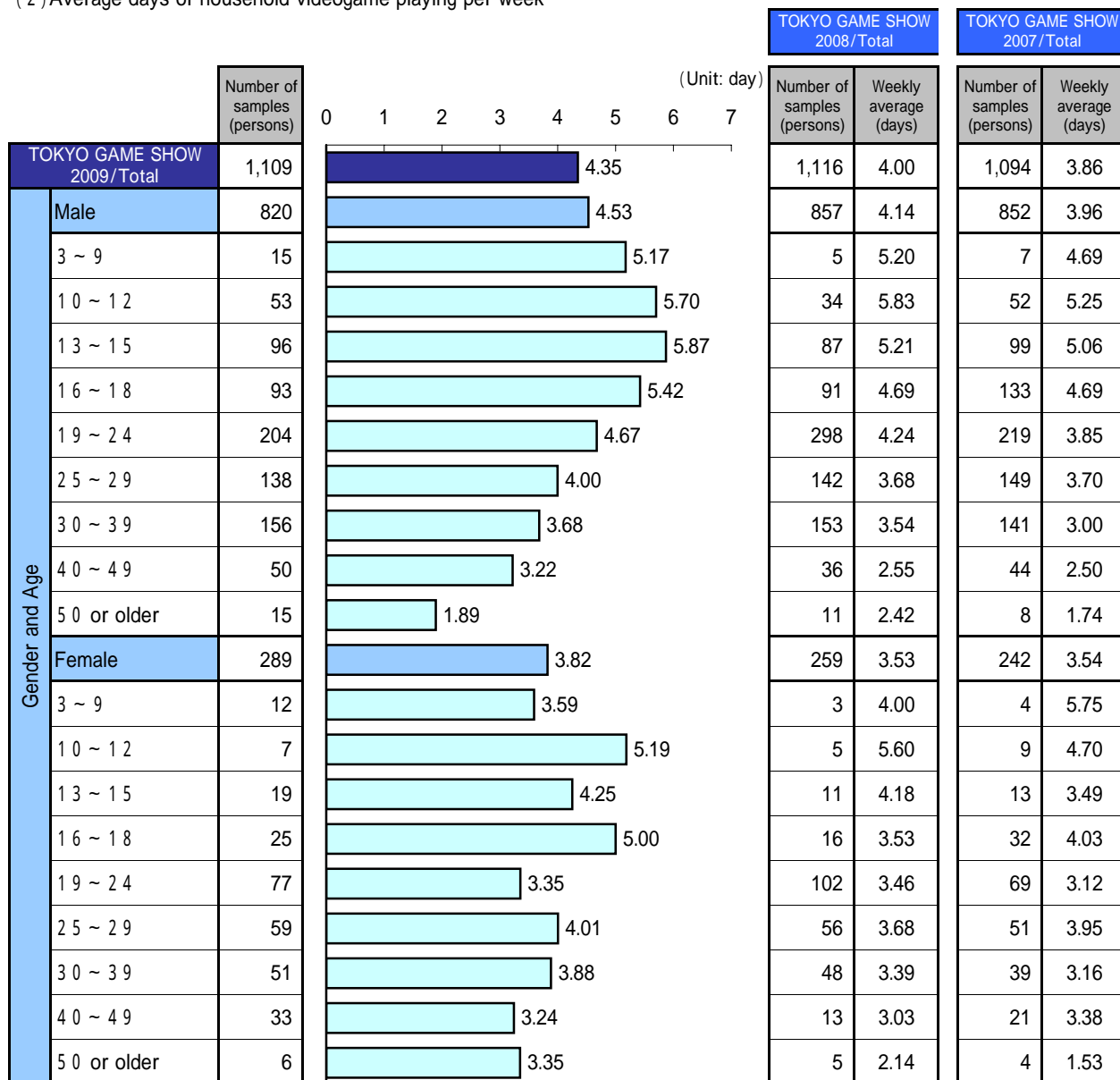
(1) Playing frequency



		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 2009/Total		1,109	42.9	11.8	27.9	10.0	3.4	4.0
Gender and Age	Male	820	45.6	12.2	27.7	8.8	2.3	3.4
	3 ~ 9	15	60.0	6.7	26.7	0.0	0.0	6.7
	10 ~ 12	53	67.9	11.3	17.0	0.0	3.8	0.0
	13 ~ 15	96	67.7	17.7	12.5	2.1	0.0	0.0
	16 ~ 18	93	62.4	10.8	21.5	3.2	1.1	1.1
	19 ~ 24	204	46.1	17.2	23.0	9.3	1.0	3.4
	25 ~ 29	138	33.3	13.8	37.0	10.9	2.9	2.2
	30 ~ 39	156	30.8	7.7	41.7	12.8	1.9	5.1
	40 ~ 49	50	32.0	0.0	30.0	20.0	6.0	12.0
	50 or older	15	13.3	0.0	26.7	20.0	26.7	13.3
	Female	289	35.3	10.7	28.4	13.5	6.6	5.5
	3 ~ 9	12	33.3	8.3	25.0	25.0	0.0	8.3
	10 ~ 12	7	71.4	0.0	0.0	14.3	14.3	0.0
	13 ~ 15	19	42.1	15.8	21.1	5.3	0.0	15.8
	16 ~ 18	25	48.0	20.0	28.0	4.0	0.0	0.0
	19 ~ 24	77	26.0	11.7	32.5	16.9	7.8	5.2
	25 ~ 29	59	40.7	6.8	28.8	10.2	8.5	5.1
	30 ~ 39	51	37.3	5.9	33.3	15.7	5.9	2.0
	40 ~ 49	33	24.2	18.2	21.2	15.2	12.1	9.1
50 or older	6	33.3	0.0	33.3	16.7	0.0	16.7	

· "Heavy users" who play "almost everyday" increased for two consecutive years (42.9%).
 · The percentage of "almost everyday" exceeded 60% for males of "16-18" and younger age groups.
 · The percentage of "2~3 days a week" was the highest among males of "25-29" (37.0%), "30-39" (41.7%), and "50 or older" (26.7%) as well as females of "19-24" age group (32.5%).

(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

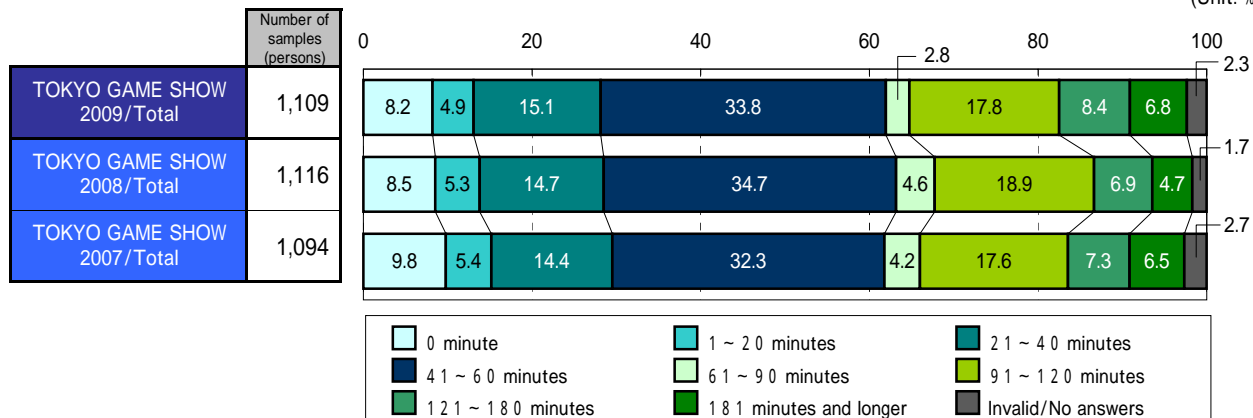
- The average weekly frequency steadily increased to 4.35 days.
- The average number of days of playing a week increased both among males (4.14 to 4.53 days) and among females (3.53 to 3.82 days).
- The averages were the highest for "13-15" (5.87 days) among males and for "10-12" (5.19 days) among females.

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.

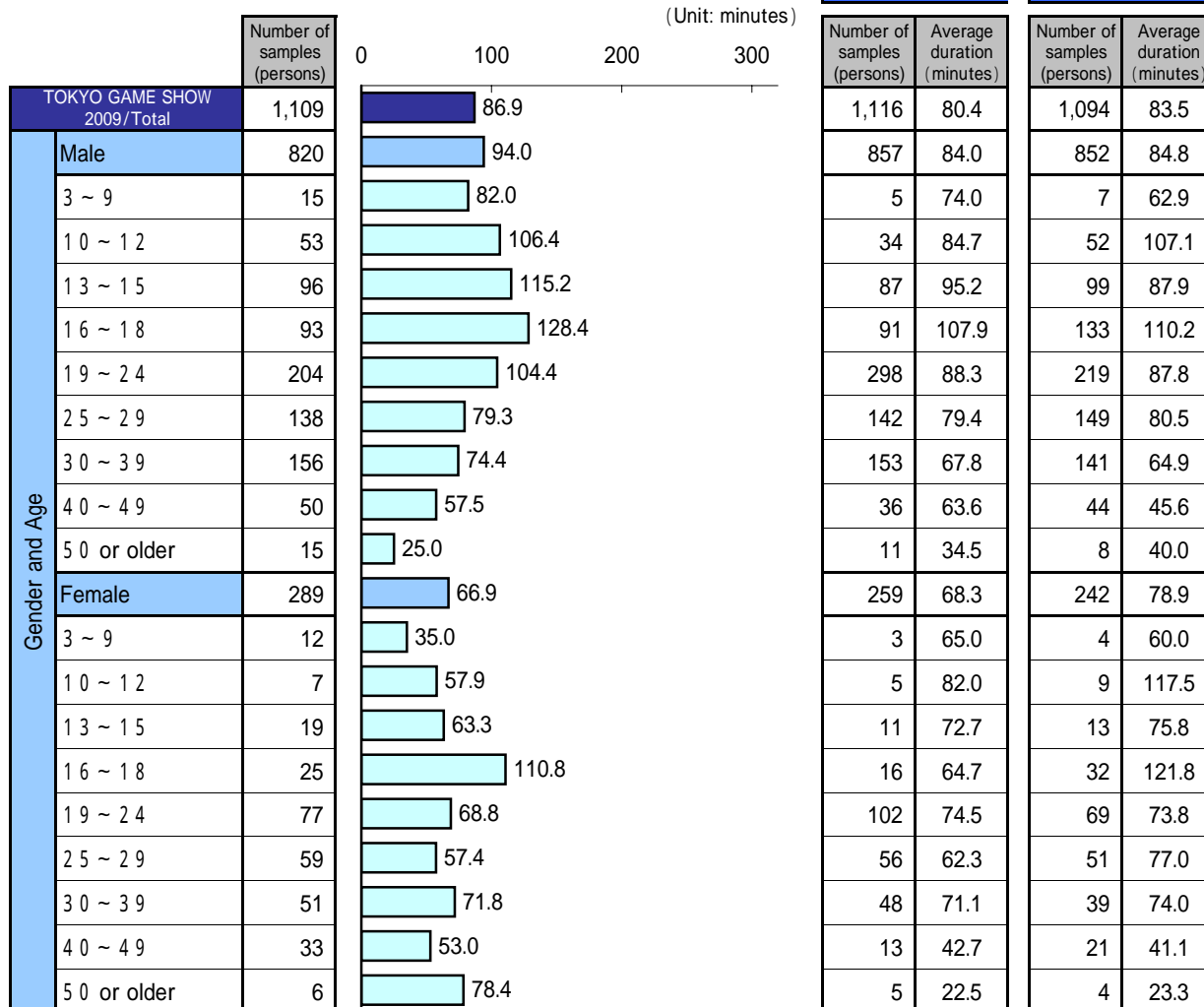
(1) Workdays (on a daily basis)

(Unit: %)



Average duration of game playing

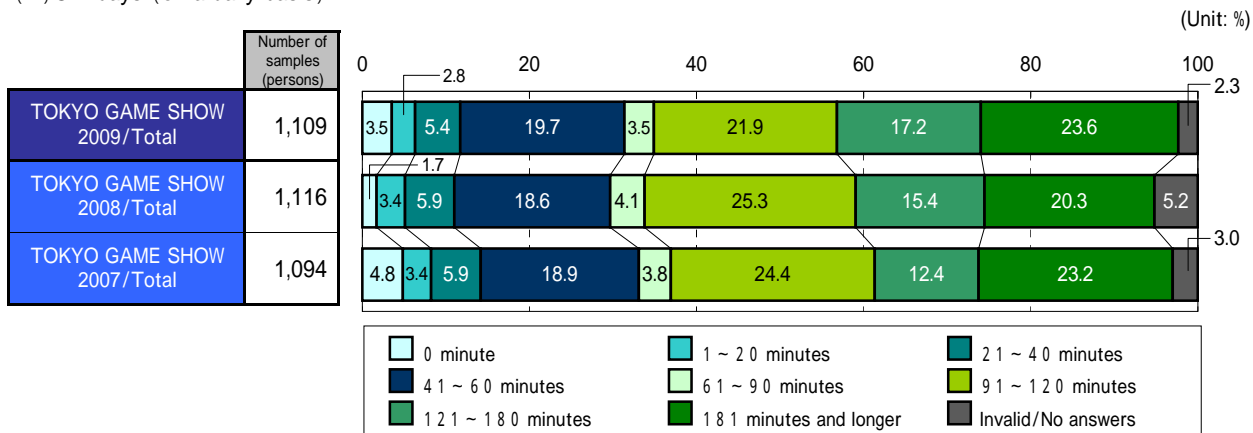
(Unit: minutes)



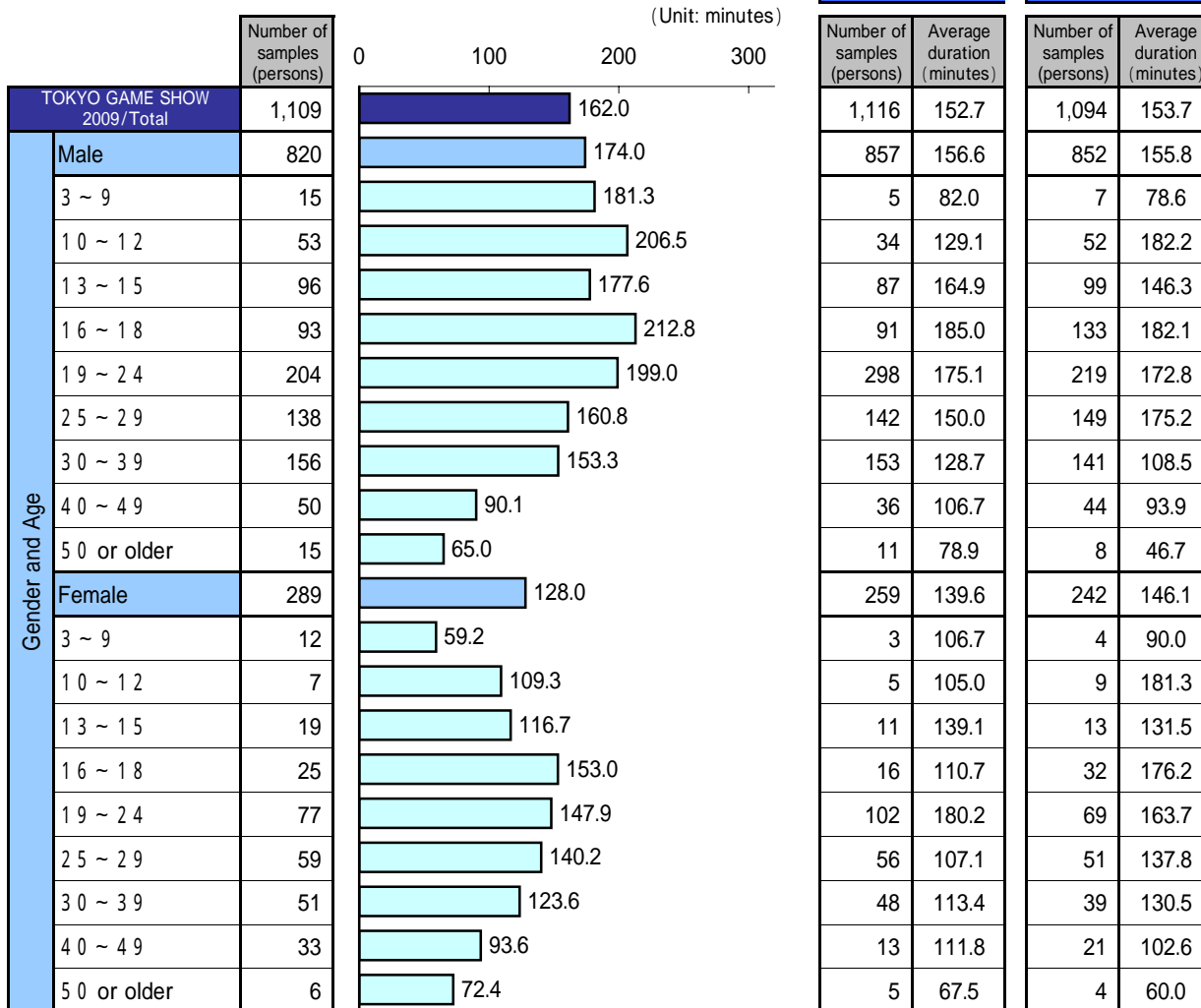
· The highest number of respondents played "41-60 min" per weekday, which was a result similar to those of past surveys, but the ratio decreased (33.8%). The percentages for "121-180 min" (8.4%) and "181min or more" (6.8%) increased.

· The average playing time per weekday was 86.9 minutes. The time increased for males (94.0 min) and decreased for females (66.9 min).

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

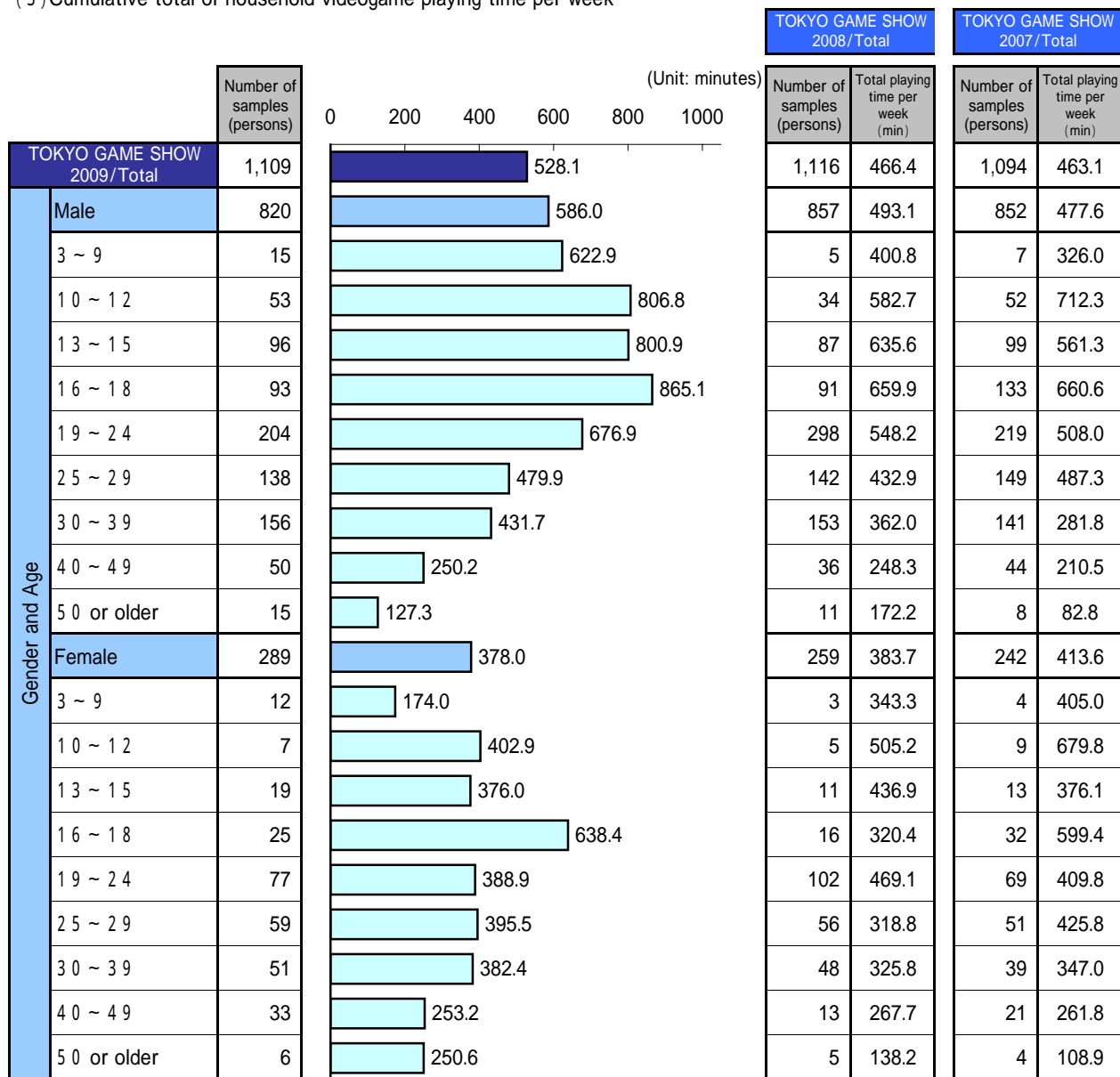


Average duration of household videogame playing



"91-120 min." was the most common length of playing time, but the percentage decreased (21.9%). The percentages for "121-180" (17.2%) and "181-"(23.6%) increased.
 The average playing time per day-off increased to 162.0 minutes. The averages increased among males (174.0 min.) and decreased among females (128.0 min.).

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



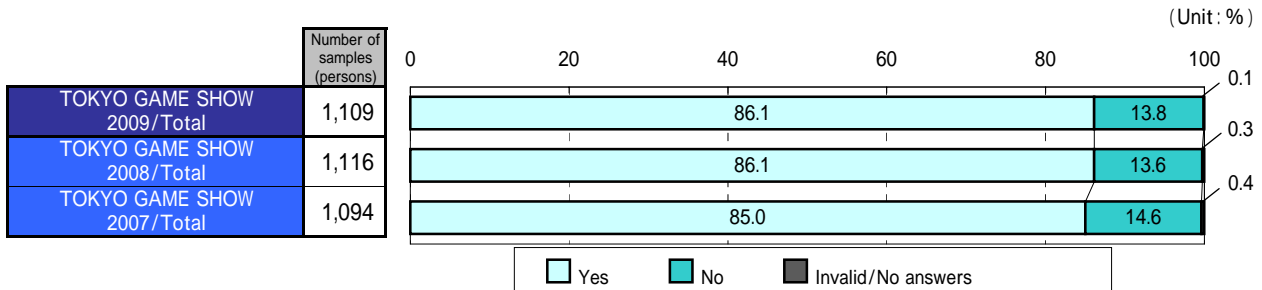
Note) Total weekly playing time = (Ave. playing days per week - 2) × Ave. work-day playing min. + Ave. off-day playing min. × 2

- Total weekly playing time was 528.1 min. This represents an increase of more than one hour over the time obtained from the last survey (466.4 min).
- Total weekly playing time increased (586.0 min) among males but decreased among females (378.0 min).
- Males in the "16-18" age group played the longest of all the age groups, and their playing time amounted to 865.1 minutes.

6 . Tendency of software purchases

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

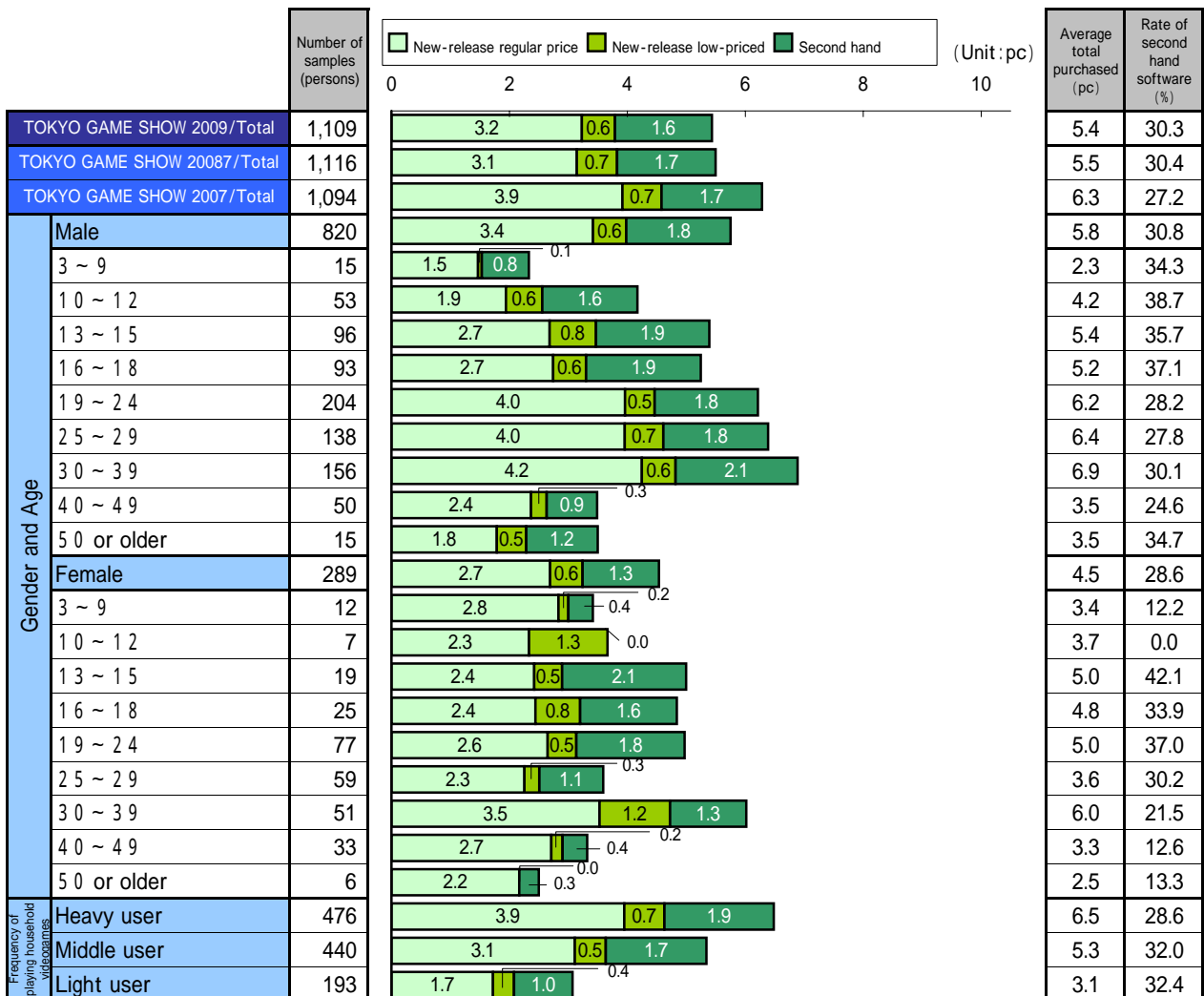
[Q] Did you buy any videogame software (packages) in the last one year? (Excluding PC games.)



(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).

- 86.1% of all respondents purchased household videogame software (packages) during the past year. The percentage remained at the same level as for last year..
- The total number of purchases decreased from 5.5pcs. to 5.4 pcs., in keeping with the continuing tendency to decrease.
- The component ratios of "new-release regular price", "new-release low-priced" and "second-hand" games purchased remained almost the same. The ratio for "second-hand" games purchased remained the same (30.3%).

(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: 753/779, n=955)

Title/Series [Breakdown] Title	Console	Title Qty
"DRAGON QUEST" series 146		
DRAGON QUEST IX Defenders of the Starry Sky	NDS	125
DRAGON QUEST Journey of the Cursed King	PS2	2
DRAGON QUEST Hand of the Heavenly Bride	NDS	1
DRAGON QUEST Chapters of the Chosen	NDS	1
"DRAGON QUEST"	NDS	9
"DRAGON QUEST"	(No answer)	8
"MONSTER HUNTER" series 68		
MONSTER HUNTER 3(Tri-)	Wii	41
MONSTER HUNTER PORTABLE 2nd G	PSP	23
"MONSTER HUNTER"	(No answer)	2
"MH3/MHP2G" "MONSTER HUNTER 3/MONSTER HUNTER 2G"	Wii/PSP	2
"Pokemon" series 55		
Pokemon Heart Gold	NDS	25
Pokemon Soul Silver	NDS	17
Pokemon Diamond	NDS	1
Pokemon Platinum	NDS	1
Pokemon Mystery Donjon-Explorers of Sky	NDS	1
"Pokemon Heart Gold/Soul Silver"	NDS	5
"Pokemon"	NDS	3
"Pokemon"	(No answer)	2
"Tales of" series 53		
Tales of Vesperia	PS3	21
Tales of Vesperia	X360	10
Tales of VS.	PSP	6
Tales of the Abyss	PS2	3
Tales of Symphonia - Knight of Ratatoskr	Wii	2
Tales of Vesperia	(No answer)	2
Tales of Destiny	PS2	2
Tales of the World -Radiant Mythology2	PSP	2
Tales of Innocence	NDS	1
Tales of Rebirth	PS2	1
Tales of Symphonia	(No answer)	1
"Tales of Symphonia: Knight of Ratatosk/Vesperia"	Wii/PS3	1
"Tales"	(No answer)	1
"BIO HAZARD" series 38		
BIO HAZARD5	PS3	23
BIO HAZARD5	X360	8
BIO HAZARD5	(No answer)	4
BIO HAZARD Deadly Silence	DS	1
BIO HAZARD4	(No answer)	1
"BIO HAZARD"	PS	1
"Metal Gear" series 27		
METAL GEAR SOLID 4 GUNS OF THE PATRIOTS	PS3	21
METAL GEAR SOLID PORTABLE OPS	PSP	3
METAL GEAR SOLID PORTABLE OPS Plus	PSP	2
METAL GEAR Online	PS3	1
"FINAL FANTASY" series 24		
DISSIDIA FINAL FANTASY	PSP	10
CRISIS CORE FINAL FANTASY	PSP	2
FINAL FANTASY	NDS	2
FINAL FANTASY	GBA	1
DIRGE of CERBERUS -FINAL FANTASY VII	PS2	1
FINAL FANTASY	PS	1
FINAL FANTASY	PS2	1
FINAL FANTASY XI	X360	1
FINAL FANTASY XII	PS2	1
FINAL FANTASY CRYSTAL CHRONICLES Echoes of Time	NDS	1
"FF"	PS3	1
"FF"	PSP	1
"FINAL FANTASY"	(No answer)	1

Title/Series [Breakdown] Title	Console	Title Qty
"KINGDOM HEARTS" series 20		
KINGDOM HEARTS 358/2 Days	NDS	18
"KINGDOM HEARTS"	PS2	1
"KINGDOM HEARTS"	(No answer)	1
"Ryu Ga Gotoku (YAKUZA)" series 18		
Ryu Ga Gotoku (YAKUZA) 3	PS3	13
Ryu Ga Gotoku (YAKUZA) 2	PS2	2
"Ryu Ga Gotoku"	PS2	2
"Ryu Ga Gotoku"	PS3	1
"MOBILE SUIT GUNDAM" series 14		
GUNDAM VS. GUNDAM	PSP	4
Lost War Chronicles	PS3	3
SD GUNDAM Ggeneration Wars	PS2	3
GUNDAM MUSOU	PS2	1
GUNDAM MUSOU	(No answer)	1
"GUNDAM"	PS2	1
"Ggene"	(No answer)	1
"Winning Eleven" series 9		
WORLD SOCCER Winning Eleven 2009	PS3	3
WORLD SOCCER Winning Eleven 2009	PSP	3
WORLD SOCCER Winning Eleven 2009	X360	1
WORLD SOCCER Winning Eleven 2008	PS3	1
"Wi-ele"	PS3	1
Street Fighter 9		
Street Fighter	PS3	5
Street Fighter	X360	4
"Devil Kings" series 9		
Devil Kings Battle Heroes	PSP	3
"Devil Kings 2"	PS2	5
"Devil Kings"	(No answer)	1
Gears of War 2 8		
"Phoenix Wright: Ace Attorney" series 8		
Ace Attorney Investigations: Miles Edgeworth	NDS	7
"Phoenix Wright: Ace Attorney"	NDS	1
Demon's Souls 8		
"PERSONA" series 8		
PERSONA4	PS2	5
PERSONA3	PS2	2
"PERSONA"	PS	1
"THE IDOLM@STER" series 7		
THE IDOLM@STER SP	PSP	6
THE IDOLM@STER Dearly Stars	NDS	1
"Professor Layton" series 7		
Professor Layton and the Last Time Travel	NDS	2
"Layton"	NDS	5
"Wii Sports" series 6		
Wii Sports Resort	Wii	4
"Wii Sports"	Wii	2
Tomodachi Collection 6		
"MARIO KART" series 6		
MARIO KART Wii	Wii	2
MARIO KART DS	NDS	2
MARIO KART	(No answer)	2
Loveplus 6		
"Dynasty Warriors" series 5		
Dynasty Warriors 5 Empires	PS3	1
Dynasty Warriors 5 Empires	X360	1
"Dynasty Warriors 5"	PS3	2
"Dynasty Warriors"	PS3	1
"Katamari Damacy" series 4		
Katamari Damacy TRIBUTE	PS3	2
"Katamari Damacy"	PS2	1
"Katamari Damashii"	(No answer)	1

Title/Series [Breakdown] Title	Console	Title Qty
"Call of Duty" series		4
Call of Duty4: Modern Warfare	PS3	3
"Call of Duty"	X360	1
Sa Ga2: GODDESS OF DESTINY	NDS	4
Valkyria Chronicles	PS3	4
"Puyopuyo" series		4
Puyopuyo7	NDS	3
"Puyopuyo"	NDS	1
Boku no Natsuyasumi4: Setuuchi Shonen Tanteidan, Boku to Himitsu no Chizu	PSP	4
"MEGA MAN" series		4
Mega Man Starforce 3	NDS	2
Mega Man 9: The Revival of Ambition	X360	1
"ROCKMAN DASH"	PSP	1
Inazuma Eleven	NDS	3
Wii Fit	Wii	3
"The Legend of Heroes" series		3
THE LEGEND OF HEROES SORA NO KISEKI SC	PSP	2
THE LEGEND OF HEROES SORA NO KISEKI FC	PSP	1
"Grand Theft Auto" series		3
Grand Theft Auto	PS3	2
Grand Theft Auto	X360	1
"Powerful Pro Baseball Live" series		3
Powerful Pro Baseball Live Portable 4	PSP	1
Power Pro Kun Pocket 9	NDS	1
Power Pro Kun Pocket 11	NDS	1
It's a Wonderful World	NDS	3
7th Dragon	NDS	3
"Sonic" series		3
Sonic World Adventure	PS3	1
"Sonic"	(無回答)	2
"Taiko no Tatsujin" series		3
Taiko no Tatsujin Wii	Wii	2
"Taiko no Tatsujin"	(無回答)	1
HATSUNE MIKU -Project DIVA-	PSP	3
Fate/unlimited codes	PSP	3
Fallout 3	PS3	3
"Momotaro Dentetsu" series		3
"Momotetsu"	NDS	1
"Momoden" "Momotetsu"	(無回答)	2
Half-Minute Hero	PSP	3
"Holy Invasion of Privacy, Badman!" series		3
Holy Invasion of Privacy, Badman! or2	PSP	2
"Holy Invasion of Privacy, Badman!"	PSP	1
428: In a Blockaded Shibuya		3
428: In a Blockaded Shibuya	Wii	1
428: In a Blockaded Shibuya	PSP	1
428: In a Blockaded Shibuya	(無回答)	1
LittleBigPlanet	PS3	3
ASSASSIN'S CREED	PS3	2
Uncharted: Drake's Fortune	PS3	2
Ys 7	PSP	2
Vitamin Z	PS2	2

Title/Series [Breakdown] Title	Console	Title Qty
Muramasa: The Demon Blade	Wii	2
KILLZONE 2	PS3	2
GRAN TURISMO 5 Prologue	PS3	2
"Chrono Trigger"	(無回答)	2
"Class of Heroes" series		2
Class of Heroes	PSP	1
Class of Heroes 2	PSP	1
"God of War" series		2
God of War II: The End Begins	PS2	1
"God of War"	PS2	1
The Elder Scrolls : Oblivion	PS3	2
"Super Robbot Wars" series		2
Super Robbot Wars K	NDS	1
Super Robbot Wars F	(無回答)	1
"Haruhi Suzumiya" series		2
Suzumiya Haruhi no Chokuretsu	NDS	1
Suzumiya Haruhi no Heiretsu	Wii	1
"SoulCalibur" series		2
SoulCalibur IV	PS3	1
SoulCalibur: Broken Destiny	PSP	1
DeathSmiles	X360	2
Devil May Cry 4		2
Devil May Cry 4	PS3	1
Devil May Cry 4	(無回答)	1
"Animal Crossing" series		2
Animal Crossing	Wii	1
"Animal Crossing"	(無回答)	1
Dream Club	X360	2
Phantasy Star ZERO	NDS	2
"FIFA" series		2
FIFA 09 World Class Soccer	PS3	1
FIFA 09 ALL-PLAY	Wii	1
Prince of Persia		2
Prince of Persia	X360	1
Prince of Persia	SFC	1
BLAZBLUE		2
BLAZBLUE	PS3	1
BLAZBLUE	X360	1
"Halo" series		2
Halo 3	X360	1
Halo 3: ODST	X360	1
"BOMBERMAN" series		2
"BOMBERMAN"	NDS	1
"BOMBERMAN"	(無回答)	1
Disgaea: Hour of Darkness PORTABLE	PSP	2
Warriors Orochi Z	PS3	2
"Metal Slug" series		2
Metal Slug Complete	PSP	1
"Metal Slug"	PS2	1
Yu-Gi-Oh! 5D's Tag Force 4	PSP	2
THE LAST REMNANT	X360	2
Rhythm Tengoku	NDS	2
The rest of the titles with one or two responses are omitted.		

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, SFC: SuperFamicom, NDS: Nintendo DS, GBA: Game Boy Advance, PS3: PlayStation 3, PS2: PlayStation 2, PS: PlayStation, PSP: PSP(PlayStation Portable), X360: Xbox360

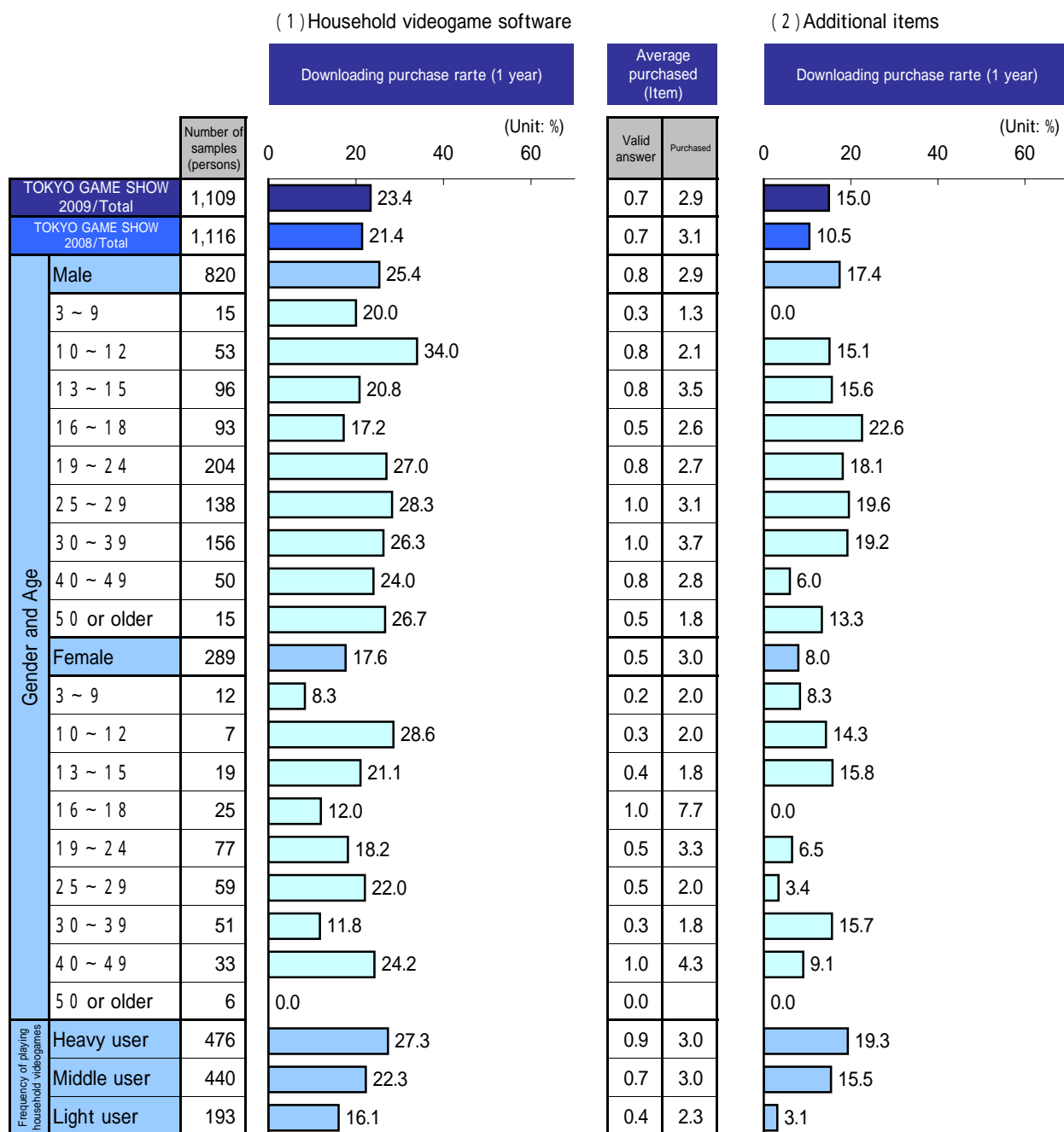
The "DRAGON QUEST" series was in top place, with 146 respondents giving it as an answer, including 125 who answered DRAGON QUEST IX Defenders of the Starry Sky. The "MONSTER HUNTER" series took second place with 68 answers, including 41 for MONSTER HUNTER 3(Tri-) and 23 for MONSTER HUNTER PORTABLE 2nd G.

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".

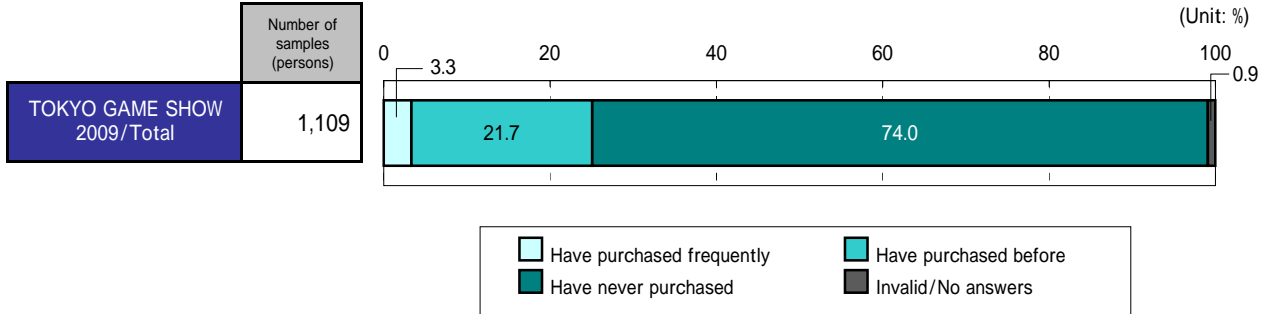
Users purchased: The denominator is the number of respondents who answered "YES" to the question about whether they had made a purchase, excluding invalid answers and "no answers" for the question on the number of items purchased.

- The number of the respondents who purchased household videogame software by downloading during the past year increased from 21.4% to 23.4%. The average number of items purchased was 0.7 for valid answers and 2.9 for respondents who purchased them.
- The number of the respondents who purchased additional items by downloading during the past year increased from 10.5% to 15.0%.
- The purchase rate was high among heavy users, both for videogame software and for additional items.

8 . Familiarity with software purchases/sales at an Internet auction

(1) Familiarity with software purchases at an Internet auction

[Q] Have you ever purchased household videogame software at an Internet auction?



		Number of samples (persons)	Have purchased frequently	Have purchased before	Have never purchased	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	3.3	21.7	74.0	0.9
Gender and Age	Male	820	3.7	21.6	73.8	1.0
	3 ~ 9	15	0.0	13.3	80.0	6.7
	10 ~ 12	53	7.5	18.9	69.8	3.8
	13 ~ 15	96	3.1	18.8	78.1	0.0
	16 ~ 18	93	2.2	19.4	76.3	2.2
	19 ~ 24	204	4.4	22.5	73.0	0.0
	25 ~ 29	138	3.6	22.5	72.5	1.4
	30 ~ 39	156	3.2	23.7	73.1	0.0
	40 ~ 49	50	4.0	28.0	66.0	2.0
	50 or older	15	0.0	6.7	93.3	0.0
	Female	289	2.4	22.1	74.7	0.7
	3 ~ 9	12	0.0	41.7	50.0	8.3
	10 ~ 12	7	0.0	14.3	85.7	0.0
	13 ~ 15	19	5.3	31.6	63.2	0.0
	16 ~ 18	25	0.0	28.0	72.0	0.0
	19 ~ 24	77	2.6	19.5	76.6	1.3
	25 ~ 29	59	3.4	18.6	78.0	0.0
	30 ~ 39	51	2.0	25.5	72.5	0.0
	40 ~ 49	33	3.0	12.1	84.8	0.0
50 or older	6	0.0	33.3	66.7	0.0	
User category	Heavy user	476	4.0	20.8	74.8	0.4
	Middle user	440	3.0	24.3	71.8	0.9
	Light user	193	2.6	18.1	77.2	2.1

(Unit: %)

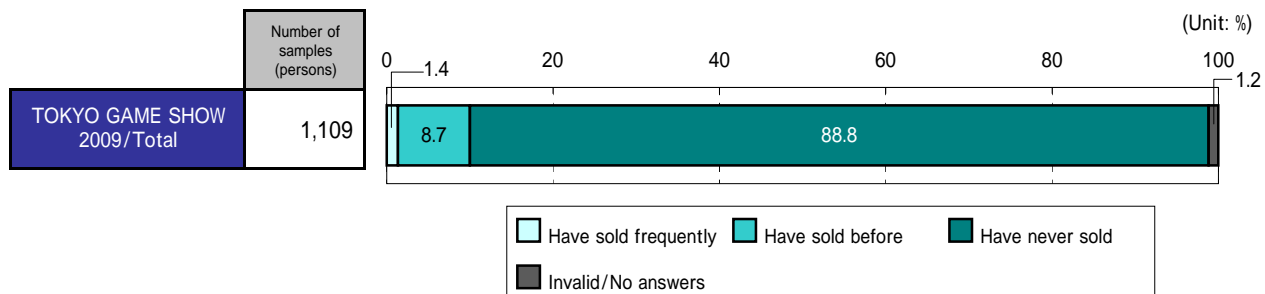
· 25.1% of all respondents have purchased household videogame software at an Internet auction, including those who "have purchased frequently" (3.3%) and those who "have purchased before" (21.7%).

· 32.0% of males in the "40-49" age group had purchased software at an Internet auction.

· The category of middle users showed the highest ratio (27.3%) for the purchasing of software at an Internet auction.

(2) Familiarity with software sales at an Internet auction

[Q] Have you ever sold household videogame software at an Internet auction?



		Number of samples (persons)	Have sold frequently	Have sold before	Have never sold	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	1.4	8.7	88.8	1.2
Gender and Age	Male	820	1.3	7.3	90.1	1.2
	3 ~ 9	15	0.0	13.3	80.0	6.7
	10 ~ 12	53	0.0	9.4	84.9	5.7
	13 ~ 15	96	1.0	6.3	91.7	1.0
	16 ~ 18	93	2.2	6.5	90.3	1.1
	19 ~ 24	204	0.0	6.4	93.6	0.0
	25 ~ 29	138	2.2	5.1	90.6	2.2
	30 ~ 39	156	1.9	9.0	89.1	0.0
	40 ~ 49	50	4.0	12.0	82.0	2.0
	50 or older	15	0.0	6.7	93.3	0.0
	Female	289	1.4	12.5	85.1	1.0
	3 ~ 9	12	0.0	8.3	83.3	8.3
	10 ~ 12	7	0.0	0.0	100.0	0.0
	13 ~ 15	19	10.5	15.8	68.4	5.3
	16 ~ 18	25	0.0	8.0	92.0	0.0
	19 ~ 24	77	0.0	9.1	89.6	1.3
	25 ~ 29	59	0.0	15.3	84.7	0.0
30 ~ 39	51	2.0	15.7	82.4	0.0	
40 ~ 49	33	3.0	18.2	78.8	0.0	
50 or older	6	0.0	0.0	100.0	0.0	
User category	Heavy user	476	1.1	7.8	90.3	0.8
	Middle user	440	1.1	9.3	88.4	1.1
	Light user	193	2.6	9.3	86.0	2.1

- 10.0% of all respondents have sold household videogame software at an Internet auction, including those who "have sold frequently" (1.4%) and those who "have sold before" (8.7%).
- 16.0% of males in the "40-49" age group had sold software at an Internet auction.
- The category of light users showed the highest ratio (11.9%) for the selling of software at an Internet auction.

9 . Tendency of ownership/play of new types of software

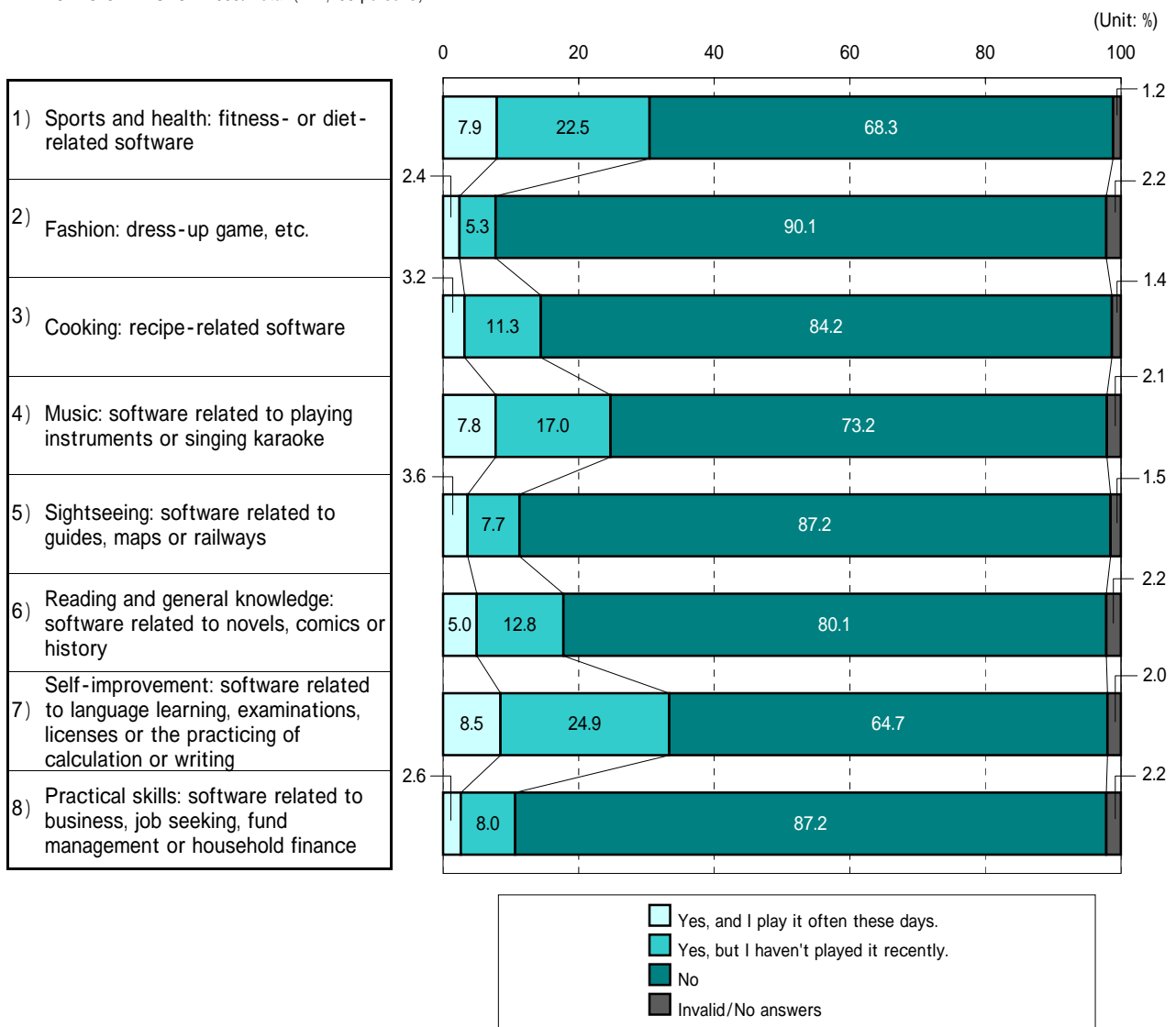
[Q] Do you have any of the new types of household videogame software related to the topics in 1)-8) below?

If so, do you still play the game?

- 1) Sports and health: fitness- or diet-related software
- 2) Fashion: dress-up game, etc.
- 3) Cooking: recipe-related software
- 4) Music: software related to playing instruments or singing karaoke
- 5) Sightseeing: software related to guides, maps or railways
- 6) Reading and general knowledge: software related to novels, comics or history
- 7) Self-improvement: software related to language learning, examinations, licenses or the practicing of calculation or writing
- 8) Practical skills: software related to business, job seeking, fund management or household finance

Tendency of ownership/play of new types of software (all respondents)

TOKYO GAME SHOW 2009/Total (n=1,109 persons)



· Software for "Self-improvement" was selected most (8.5%) by the respondents who own and play the game often, followed by software related to "Sports and health" (7.9%).

· Software for "Self-improvement" was also selected most (24.9%) by the respondents who own and play the game often.

· In general, the ratio of females who owned and played the game often was higher than that of males. However, more males owned and played the software related to "Sightseeing" and "Practical skills" than did females.

Tendency of ownership/play of new types of software
(Gender and Age/Frequency of playing household videogames/Hardware most frequently used (Top 7))

1) Sports and health:
fitness- or diet-related software

2) Fashion: dress-up game, etc.

		Number of samples (persons)	Yes, and I play it often these days.	Yes, but I haven't played it recently.	No	Invalid/No answers
TOKYO GAME SHOW 2009/Total						
		1,109	7.9	22.5	68.3	1.2
Gender and Age	Male	820	7.7	20.9	70.2	1.2
	3 ~ 9	15	20.0	20.0	60.0	0.0
	10 ~ 12	53	15.1	37.7	45.3	1.9
	13 ~ 15	96	10.4	38.5	51.0	0.0
	16 ~ 18	93	4.3	28.0	66.7	1.1
	19 ~ 24	204	6.4	14.2	78.9	0.5
	25 ~ 29	138	7.2	12.3	79.7	0.7
	30 ~ 39	156	5.8	18.6	74.4	1.3
	40 ~ 49	50	12.0	16.0	70.0	2.0
	50 or older	15	0.0	13.3	66.7	20.0
	Female	289	8.7	27.3	63.0	1.0
	3 ~ 9	12	25.0	0.0	75.0	0.0
	10 ~ 12	7	14.3	71.4	14.3	0.0
	13 ~ 15	19	10.5	36.8	52.6	0.0
	16 ~ 18	25	4.0	44.0	52.0	0.0
	19 ~ 24	77	1.3	23.4	74.0	1.3
	25 ~ 29	59	13.6	16.9	69.5	0.0
	30 ~ 39	51	3.9	33.3	60.8	2.0
	40 ~ 49	33	15.2	27.3	54.5	3.0
50 or older	6	33.3	33.3	33.3	0.0	

		Yes, and I play it often these days.	Yes, but I haven't played it recently.	No	Invalid/No answers
TOKYO GAME SHOW 2009/Total					
Male		1.1	3.9	92.3	2.7
3 ~ 9		0.0	0.0	100.0	0.0
10 ~ 12		1.9	3.8	88.7	5.7
13 ~ 15		1.0	5.2	92.7	1.0
16 ~ 18		1.1	3.2	93.5	2.2
19 ~ 24		0.5	2.9	96.6	0.0
25 ~ 29		0.0	5.8	92.8	1.4
30 ~ 39		3.2	3.8	88.5	4.5
40 ~ 49		0.0	4.0	90.0	6.0
50 or older		0.0	0.0	73.3	26.7
Female		6.2	9.3	83.7	0.7
3 ~ 9		25.0	33.3	41.7	0.0
10 ~ 12		28.6	57.1	14.3	0.0
13 ~ 15		10.5	5.3	84.2	0.0
16 ~ 18		12.0	4.0	84.0	0.0
19 ~ 24		3.9	11.7	83.1	1.3
25 ~ 29		3.4	3.4	93.2	0.0
30 ~ 39		0.0	9.8	88.2	2.0
40 ~ 49		9.1	3.0	87.9	0.0
50 or older		0.0	0.0	100.0	0.0

User category					
Heavy user	476	9.5	22.5	67.0	1.1
Middle user	440	6.4	24.1	68.9	0.7
Light user	193	7.8	19.2	70.5	2.6

	2.1	5.0	91.2	1.7
	3.0	5.9	89.1	2.0
	2.1	4.7	89.6	3.6

Hardware most used (Top 7)						
	Nintendo DS (incl. Lite)	243	4.9	21.4	72.8	0.8
	PSP (PlayStation Portable)	181	7.2	26.0	66.3	0.6
	PlayStation 3	160	6.3	20.6	71.9	1.3
	PlayStation 2	120	5.8	17.5	76.7	0.0
	Nintendo DSi	65	9.2	30.8	60.0	0.0
	Wii	63	19.0	39.7	34.9	6.3
	Xbox360	43	0.0	14.0	86.0	0.0

	1.2	5.3	93.0	0.4
	1.1	5.5	92.8	0.6
	0.6	3.8	93.8	1.9
	2.5	1.7	95.0	0.8
	4.6	4.6	89.2	1.5
	3.2	6.3	82.5	7.9
	0.0	7.0	93.0	0.0

(Unit: %)

3) Cooking: recipe-related software

4) Music: software related to playing instruments or singing karaoke

		Number of samples (persons)	Yes, and I play it often these days.	Yes, but I haven't played it recently.	No	Invalid/No answers
TOKYO GAME SHOW 2009/Total						
		1,109	3.2	11.3	84.2	1.4
Gender and Age	Male	820	2.4	8.9	87.2	1.5
	3 ~ 9	15	0.0	0.0	100.0	0.0
	10 ~ 12	53	1.9	7.5	84.9	5.7
	13 ~ 15	96	1.0	6.3	91.7	1.0
	16 ~ 18	93	2.2	7.5	89.2	1.1
	19 ~ 24	204	2.9	7.4	89.7	0.0
	25 ~ 29	138	2.9	6.5	89.1	1.4
	30 ~ 39	156	3.2	16.0	80.1	0.6
	40 ~ 49	50	2.0	10.0	86.0	2.0
	50 or older	15	0.0	13.3	66.7	20.0
	Female	289	5.2	18.0	75.8	1.0
	3 ~ 9	12	0.0	8.3	91.7	0.0
	10 ~ 12	7	0.0	28.6	71.4	0.0
	13 ~ 15	19	5.3	5.3	84.2	5.3
	16 ~ 18	25	4.0	12.0	84.0	0.0
	19 ~ 24	77	3.9	16.9	77.9	1.3
	25 ~ 29	59	10.2	15.3	74.6	0.0
	30 ~ 39	51	5.9	21.6	72.5	0.0
	40 ~ 49	33	3.0	30.3	63.6	3.0
50 or older	6	0.0	33.3	66.7	0.0	
User category	Heavy user	476	3.2	9.9	85.5	1.5
	Middle user	440	3.6	12.5	83.0	0.9
	Light user	193	2.1	11.9	83.9	2.1
Hardware most used (Top 7)	Nintendo DS (incl. Lite)	243	2.5	14.4	82.3	0.8
	PSP (PlayStation Portable)	181	1.7	7.7	90.1	0.6
	PlayStation 3	160	0.6	7.5	90.0	1.9
	PlayStation 2	120	4.2	8.3	87.5	0.0
	Nintendo DSi	65	1.5	16.9	81.5	0.0
	Wii	63	7.9	14.3	73.0	4.8
	Xbox360	43	0.0	9.3	90.7	0.0

Yes, and I play it often these days.	Yes, but I haven't played it recently.	No	Invalid/No answers
7.8	17.0	73.2	2.1
6.8	15.2	75.5	2.4
6.7	0.0	93.3	0.0
9.4	20.8	66.0	3.8
11.5	18.8	67.7	2.1
9.7	17.2	72.0	1.1
4.9	11.8	82.8	0.5
8.7	13.0	77.5	0.7
2.6	17.3	75.6	4.5
4.0	16.0	74.0	6.0
13.3	20.0	46.7	20.0
10.4	21.8	66.8	1.0
8.3	25.0	66.7	0.0
28.6	14.3	57.1	0.0
36.8	15.8	47.4	0.0
20.0	24.0	56.0	0.0
7.8	26.0	64.9	1.3
5.1	15.3	79.7	0.0
3.9	19.6	74.5	2.0
9.1	30.3	57.6	3.0
16.7	16.7	66.7	0.0
10.1	16.4	71.8	1.7
5.7	19.1	73.2	2.0
6.7	13.5	76.7	3.1
5.8	18.5	75.3	0.4
8.8	13.8	76.2	1.1
5.6	17.5	75.0	1.9
6.7	13.3	79.2	0.8
10.8	16.9	70.8	1.5
9.5	25.4	60.3	4.8
4.7	7.0	86.0	2.3

(Unit: %)

5) Sightseeing:

software related to guides, maps or railways

6) Reading and general knowledge:

software related to novels, comics or history

		Number of samples (persons)	Yes, and I play it often these days.	Yes, but I haven't played it recently.	No	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	3.6	7.7	87.2	1.5
Gender and Age	Male	820	4.0	8.0	86.1	1.8
	3 ~ 9	15	0.0	0.0	100.0	0.0
	10 ~ 12	53	5.7	7.5	83.0	3.8
	13 ~ 15	96	4.2	6.3	88.5	1.0
	16 ~ 18	93	3.2	5.4	90.3	1.1
	19 ~ 24	204	2.9	5.4	91.7	0.0
	25 ~ 29	138	4.3	5.1	89.1	1.4
	30 ~ 39	156	3.2	12.2	81.4	3.2
	40 ~ 49	50	8.0	26.0	64.0	2.0
	50 or older	15	13.3	6.7	60.0	20.0
	Female	289	2.4	6.6	90.3	0.7
	3 ~ 9	12	0.0	0.0	100.0	0.0
	10 ~ 12	7	0.0	0.0	100.0	0.0
	13 ~ 15	19	10.5	0.0	89.5	0.0
	16 ~ 18	25	0.0	4.0	96.0	0.0
	19 ~ 24	77	2.6	9.1	87.0	1.3
	25 ~ 29	59	1.7	10.2	88.1	0.0
	30 ~ 39	51	0.0	3.9	96.1	0.0
	40 ~ 49	33	6.1	9.1	81.8	3.0
50 or older	6	0.0	0.0	100.0	0.0	

User category						
Heavy user	476	3.4	6.5	88.9	1.3	
Middle user	440	3.9	8.4	86.1	1.6	
Light user	193	3.6	8.8	85.5	2.1	

Hardware most used (Top 7)						
Nintendo DS (incl. Lite)	243	1.2	6.6	91.8	0.4	
PSP (PlayStation Portable)	181	3.3	7.7	88.4	0.6	
PlayStation 3	160	5.0	10.6	82.5	1.9	
PlayStation 2	120	4.2	0.8	95.0	0.0	
Nintendo DSi	65	0.0	9.2	90.8	0.0	
Wii	63	3.2	6.3	84.1	6.3	
Xbox360	43	7.0	9.3	83.7	0.0	

	Yes, and I play it often these days.	Yes, but I haven't played it recently.	No	Invalid/No answers
	5.0	12.8	80.1	2.2
	4.5	12.0	81.0	2.6
	0.0	0.0	100.0	0.0
	7.5	11.3	75.5	5.7
	6.3	10.4	82.3	1.0
	3.2	18.3	76.3	2.2
	5.4	10.8	82.8	1.0
	5.8	10.1	82.6	1.4
	2.6	13.5	80.8	3.2
	0.0	10.0	84.0	6.0
	6.7	20.0	53.3	20.0
	6.2	15.2	77.5	1.0
	8.3	0.0	91.7	0.0
	14.3	14.3	71.4	0.0
	10.5	5.3	84.2	0.0
	4.0	32.0	64.0	0.0
	10.4	13.0	75.3	1.3
	3.4	15.3	81.4	0.0
	2.0	21.6	74.5	2.0
	3.0	12.1	81.8	3.0
	16.7	0.0	83.3	0.0

	5.9	13.0	79.2	1.9
	5.2	13.2	79.5	2.0
	2.1	11.4	83.4	3.1

	4.1	10.7	84.8	0.4
	7.7	15.5	76.2	0.6
	2.5	16.9	78.8	1.9
	5.0	11.7	82.5	0.8
	3.1	13.8	83.1	0.0
	3.2	9.5	77.8	9.5
	2.3	7.0	90.7	0.0

(Unit: %)

7) Self-improvement: software related to language learning, examinations, licenses or the practicing of calculation or writing

8) Practical skills: software related to business, job seeking, fund management or household finance

		Number of samples (persons)	Yes, and I play it often these days.	Yes, but I haven't played it recently.	No	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	8.5	24.9	64.7	2.0
Gender and Age	Male	820	7.8	21.1	69.1	2.0
	3 ~ 9	15	13.3	13.3	73.3	0.0
	10 ~ 12	53	3.8	37.7	54.7	3.8
	13 ~ 15	96	6.3	16.7	76.0	1.0
	16 ~ 18	93	3.2	24.7	69.9	2.2
	19 ~ 24	204	6.9	19.1	74.0	0.0
	25 ~ 29	138	14.5	16.7	67.4	1.4
	30 ~ 39	156	7.7	18.6	70.5	3.2
	40 ~ 49	50	8.0	32.0	58.0	2.0
	50 or older	15	6.7	33.3	40.0	20.0
	Female	289	10.4	35.6	51.9	2.1
	3 ~ 9	12	0.0	16.7	83.3	0.0
	10 ~ 12	7	28.6	28.6	42.9	0.0
	13 ~ 15	19	21.1	31.6	47.4	0.0
	16 ~ 18	25	8.0	56.0	36.0	0.0
	19 ~ 24	77	9.1	23.4	63.6	3.9
	25 ~ 29	59	8.5	40.7	50.8	0.0
	30 ~ 39	51	5.9	43.1	49.0	2.0
	40 ~ 49	33	18.2	39.4	36.4	6.1
50 or older	6	16.7	33.3	50.0	0.0	

User category						
Heavy user	476	7.1	22.9	68.5	1.5	
Middle user	440	10.0	25.0	63.0	2.0	
Light user	193	8.3	29.5	59.1	3.1	

Hardware most used (Top 7)						
Nintendo DS (incl. Lite)	243	11.9	30.0	57.6	0.4	
PSP (PlayStation Portable)	181	6.6	25.4	66.9	1.1	
PlayStation 3	160	2.5	21.3	74.4	1.9	
PlayStation 2	120	9.2	20.8	70.0	0.0	
Nintendo DSi	65	15.4	23.1	60.0	1.5	
Wii	63	11.1	39.7	41.3	7.9	
Xbox360	43	2.3	18.6	79.1	0.0	

	Yes, and I play it often these days.	Yes, but I haven't played it recently.	No	Invalid/No answers
	2.6	8.0	87.2	2.2
	2.7	7.7	87.3	2.3
	0.0	0.0	100.0	0.0
	1.9	5.7	86.8	5.7
	2.1	4.2	92.7	1.0
	1.1	3.2	94.6	1.1
	2.5	4.4	92.6	0.5
	2.9	8.0	87.7	1.4
	4.5	13.5	78.8	3.2
	2.0	16.0	76.0	6.0
	6.7	26.7	46.7	20.0
	2.4	9.0	86.9	1.7
	0.0	0.0	100.0	0.0
	0.0	14.3	85.7	0.0
	5.3	5.3	89.5	0.0
	0.0	8.0	92.0	0.0
	2.6	7.8	87.0	2.6
	0.0	8.5	91.5	0.0
	3.9	9.8	84.3	2.0
	6.1	15.2	72.7	6.1
	0.0	16.7	83.3	0.0

	2.5	5.5	90.3	1.7
	3.0	9.8	85.2	2.0
	2.1	10.4	83.9	3.6

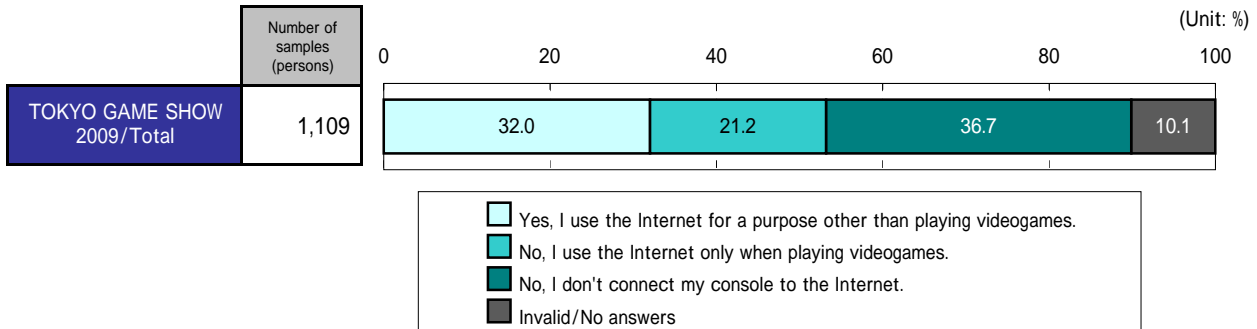
	2.9	8.6	88.1	0.4
	1.7	5.0	92.8	0.6
	3.8	6.3	88.1	1.9
	1.7	6.7	90.8	0.8
	3.1	10.8	84.6	1.5
	3.2	9.5	77.8	9.5
	0.0	14.0	86.0	0.0

(Unit: %)

1 0 . Internet use for purposes other than playing household videogames

(1) Internet use for purposes other than playing household videogames

[Q] Do you connect your game console to the Internet for a purpose other than playing household videogames?



		Number of samples (persons)	Yes, I use the Internet for a purpose other than playing videogames.	No, I use the Internet only when playing videogames.	No, I don't connect my console to the Internet.	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	32.0	21.2	36.7	10.1
Gender and Age	Male	820	34.0	23.3	33.0	9.6
	3 ~ 9	15	13.3	33.3	53.3	0.0
	10 ~ 12	53	45.3	11.3	26.4	17.0
	13 ~ 15	96	51.0	13.5	29.2	6.3
	16 ~ 18	93	45.2	24.7	24.7	5.4
	19 ~ 24	204	30.4	27.5	31.9	10.3
	25 ~ 29	138	28.3	26.8	29.7	15.2
	30 ~ 39	156	28.2	23.7	42.9	5.1
	40 ~ 49	50	22.0	22.0	44.0	12.0
	50 or older	15	40.0	20.0	20.0	20.0
	Female	289	26.3	15.2	47.1	11.4
	3 ~ 9	12	0.0	8.3	75.0	16.7
	10 ~ 12	7	28.6	28.6	28.6	14.3
	13 ~ 15	19	42.1	21.1	26.3	10.5
16 ~ 18	25	52.0	16.0	24.0	8.0	
19 ~ 24	77	32.5	13.0	44.2	10.4	
25 ~ 29	59	22.0	20.3	45.8	11.9	
30 ~ 39	51	15.7	15.7	54.9	13.7	
40 ~ 49	33	18.2	9.1	60.6	12.1	
50 or older	6	16.7	0.0	83.3	0.0	
User category	Heavy user	476	40.5	19.7	31.7	8.0
	Middle user	440	29.1	24.8	36.4	9.8
	Light user	193	17.6	16.6	49.7	16.1
Hardware most used (Top 7)	Nintendo DS (incl. Lite)	243	26.7	17.7	49.4	6.2
	PSP (PlayStation Portable)	181	39.2	23.2	29.3	8.3
	PlayStation 3	160	45.0	28.1	23.8	3.1
	PlayStation 2	120	25.8	15.0	49.2	10.0
	Nintendo DSi	65	32.3	24.6	33.8	9.2
	Wii	63	33.3	30.2	28.6	7.9
	Xbox360	43	23.3	44.2	9.3	23.3

• The ratio of respondents who answered "No, I don't connect my console to the Internet." was the highest (36.7%). 32.0% of the respondents answered, "Yes, I use the Internet for a purpose other than playing videogames."

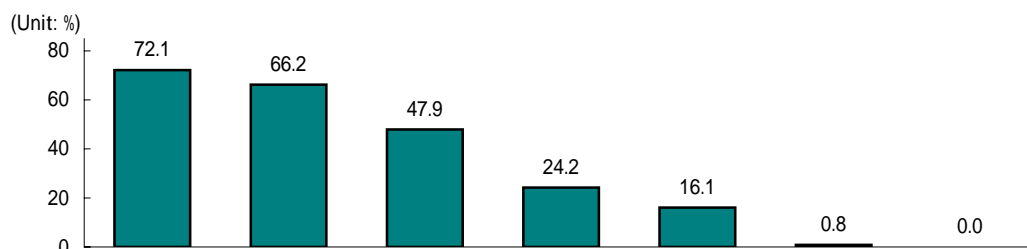
• The ratio of respondents who answered "Yes, I use the Internet for a purpose other than playing videogames." was the highest among heavy users (40.5%) and the owners of PLAYSTATION3 (45.0%)

(2) Purpose of using the Internet other than playing household videogames

[To all respondents who answered "Yes, I use the Internet for a purpose other than playing videogames."]

[Q] For what purpose do you use the Internet other than playing videogames? <Choose any number of answers>

Respondents of "Yes, I use the Internet for a purpose other than playing videogames." (n=355)



		Number of samples (persons)	Movies (YouTube, NICO NICO DOUGA etc.)	Information search	Browsing of favorite websites or blogs	Shopping/Auction	SNS (Mixi etc.)	Others	Invalid/No answers
TOKYO GAME SHOW 2009/Respondents of Yes to Q(1)		355	72.1	66.2	47.9	24.2	16.1	0.8	0.0
Gender	Male	279	73.1	66.7	45.5	23.3	14.0	0.7	0.0
	Female	76	68.4	64.5	56.6	27.6	23.7	1.3	0.0
User category	Heavy user	193	73.1	61.7	49.7	22.8	14.0	1.0	0.0
	Middle user	128	71.9	69.5	43.8	23.4	14.8	0.0	0.0
	Light user	34	67.6	79.4	52.9	35.3	32.4	2.9	0.0

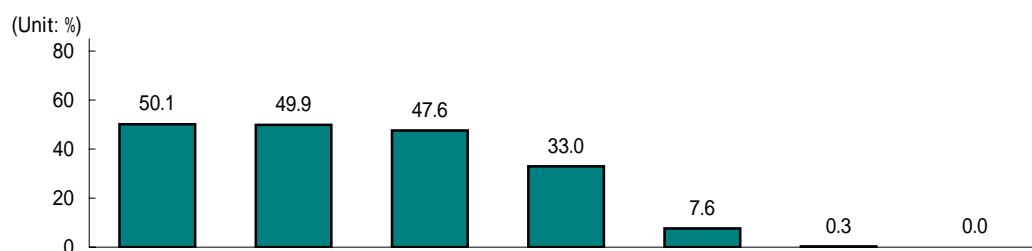
(Unit: %)

(3) Hardware used to connect to the Internet for a purpose other than playing videogames

[All who answered "Yes, I use the Internet for a purpose other than playing videogames."]

[Q] Which console do you connect to the Internet for a purpose other than playing household videogames?

Respondents of "Yes, I use the Internet for a purpose other than playing videogames." (n=355)



		Number of samples (persons)	PSP (PlayStation Portable)	Wii	PlayStation 3	Nintendo DS (incl. DSi and Lite)	PlayStation 2	Others	Invalid/No answers
TOKYO GAME SHOW 2009/Respondents of Yes to Q(1)		355	50.1	49.9	47.6	33.0	7.6	0.3	0.0
Gender	Male	279	49.8	49.8	48.7	31.9	7.2	0.4	0.0
	Female	76	51.3	50.0	43.4	36.8	9.2	0.0	0.0
User category	Heavy user	193	53.4	53.9	48.7	36.8	7.8	0.5	0.0
	Middle user	128	50.0	45.3	50.0	28.9	7.8	0.0	0.0
	Light user	34	32.4	44.1	32.4	26.5	5.9	0.0	0.0

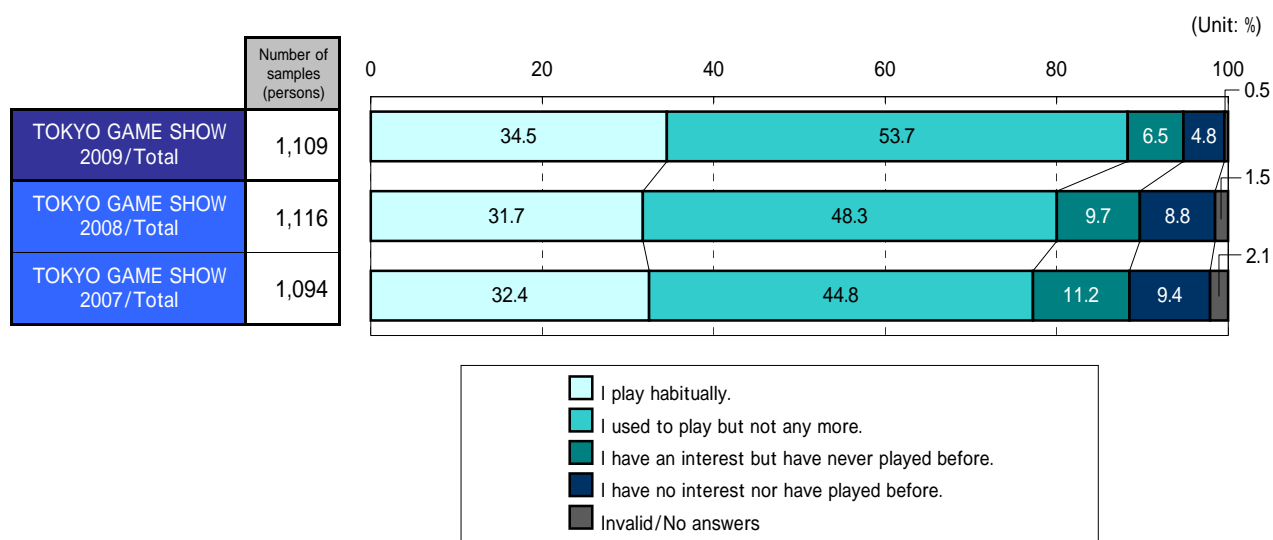
(Unit: %)

• The top three purposes for using the Internet other than playing videogames were "Movies" (72.1%), "Information search" (66.2%) and "Browsing of favorite websites or blogs" (47.9%).
 • As for the hardware used to connect to the Internet for purposes other than playing videogames, PSP (PlayStation Portable) ranked at the top (50.1%), followed by "Wii" (49.9%) and "PlayStation 3" (47.6%).

. Arcade Games

1 . Familiarity with arcade games

[Q] Have you ever played games in a game center?



		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 2009/Total		1,109	34.5	53.7	6.5	4.8	0.5
Gender and Age	Male	820	34.3	54.8	6.0	4.6	0.4
	3 ~ 9	15	60.0	33.3	0.0	0.0	6.7
	10 ~ 12	53	50.9	32.1	11.3	3.8	1.9
	13 ~ 15	96	42.7	50.0	4.2	3.1	0.0
	16 ~ 18	93	30.1	58.1	6.5	5.4	0.0
	19 ~ 24	204	31.9	58.3	5.4	4.4	0.0
	25 ~ 29	138	37.7	50.7	6.5	4.3	0.7
	30 ~ 39	156	26.3	63.5	5.1	5.1	0.0
	40 ~ 49	50	28.0	60.0	6.0	6.0	0.0
	50 or older	15	26.7	46.7	13.3	13.3	0.0
	Female	289	35.3	50.9	8.0	5.2	0.7
	3 ~ 9	12	83.3	16.7	0.0	0.0	0.0
	10 ~ 12	7	57.1	28.6	14.3	0.0	0.0
	13 ~ 15	19	57.9	21.1	5.3	10.5	5.3
16 ~ 18	25	56.0	36.0	8.0	0.0	0.0	
19 ~ 24	77	33.8	54.5	9.1	2.6	0.0	
25 ~ 29	59	27.1	52.5	8.5	11.9	0.0	
30 ~ 39	51	19.6	72.5	5.9	2.0	0.0	
40 ~ 49	33	30.3	54.5	12.1	3.0	0.0	
50 or older	6	16.7	33.3	0.0	33.3	16.7	
User category	Heavy user	476	35.9	53.2	6.1	4.2	0.6
	Middle user	440	34.3	53.6	7.5	4.3	0.2
	Light user	193	31.6	55.4	5.2	7.3	0.5

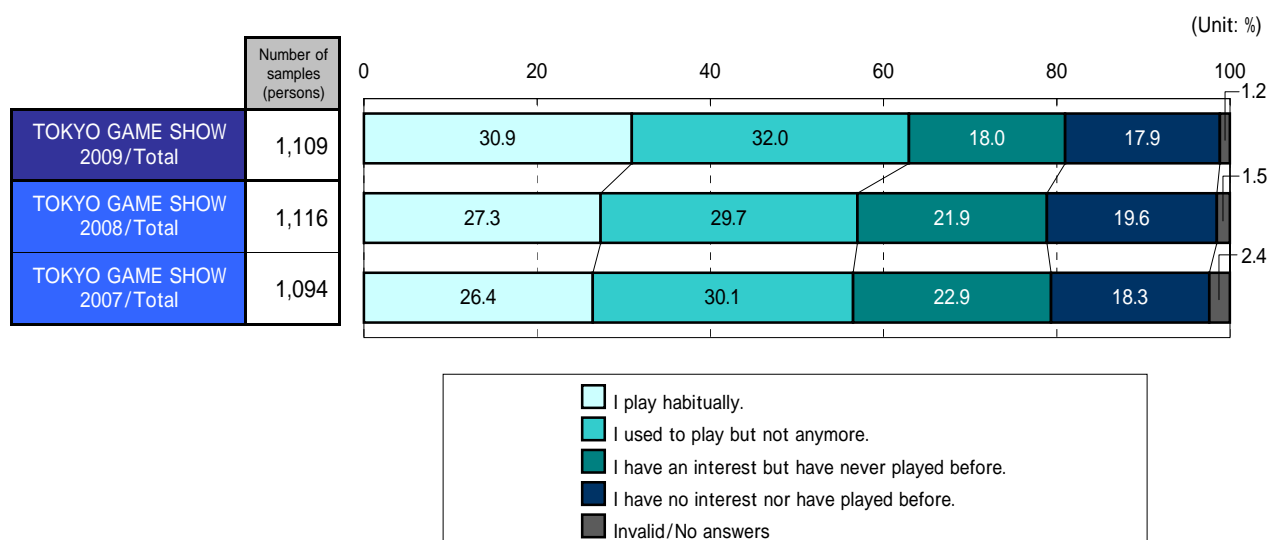
The percentage of respondents who habitually played arcade games increased to 34.5% from the previous survey (31.7%). The respondents who used to play but do not any more ranked at the top (53.7%), and the percentage has increased for the past two years.

Among males and females in the "3-9" and "10-12" age groups and females in the "13-15" and "16-18" age groups, more than half of the respondents answered that they habitually played arcade games.

. Mobile Phone Game Contents

1 . Familiarity with mobile phone game contents

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



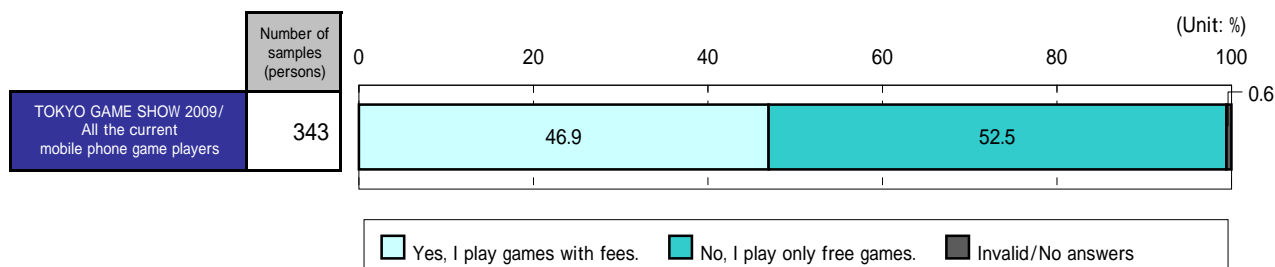
(Unit: %)

		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 2009/Total		1,109	30.9	32.0	18.0	17.9	1.2
Gender and Age	Male	820	28.5	33.8	17.2	19.5	1.0
	3 ~ 9	15	46.7	20.0	13.3	20.0	0.0
	10 ~ 12	53	24.5	15.1	18.9	37.7	3.8
	13 ~ 15	96	29.2	18.8	24.0	27.1	1.0
	16 ~ 18	93	43.0	23.7	18.3	15.1	0.0
	19 ~ 24	204	28.9	42.2	12.3	16.7	0.0
	25 ~ 29	138	25.4	37.0	18.1	17.4	2.2
	30 ~ 39	156	22.4	41.7	17.3	17.9	0.6
	40 ~ 49	50	30.0	34.0	18.0	16.0	2.0
	50 or older	15	13.3	46.7	20.0	20.0	0.0
	Female	289	37.7	27.0	20.4	13.1	1.7
	3 ~ 9	12	50.0	8.3	33.3	8.3	0.0
	10 ~ 12	7	42.9	0.0	0.0	57.1	0.0
	13 ~ 15	19	31.6	15.8	31.6	21.1	0.0
16 ~ 18	25	52.0	12.0	36.0	0.0	0.0	
19 ~ 24	77	35.1	31.2	19.5	11.7	2.6	
25 ~ 29	59	32.2	42.4	13.6	10.2	1.7	
30 ~ 39	51	35.3	29.4	23.5	11.8	0.0	
40 ~ 49	33	48.5	18.2	15.2	15.2	3.0	
50 or older	6	16.7	16.7	0.0	50.0	16.7	
User category	Heavy user	476	32.8	32.4	15.5	18.9	0.4
	Middle user	440	29.3	32.0	21.6	16.1	0.9
	Light user	193	30.1	31.1	16.1	19.2	3.6

· The proportion of respondents who "play habitually" was 30.9%, showed an increase for the two consecutive years from the results of 2007 (26.4%) and 2008 (27.3%).
 · "I play habitually" was selected more by female users (37.7%) than by male users (28.5%). In particular, 52.0% of females in the "16-18" age group answered that they played habitually.
 · "I play habitually" was selected the most by heavy users (32.8%).

2 . Familiarity with pay-to-play mobile phone game contents [All the current mobile phone game players]

[To all who selected "I play habitually" on a mobile phone]
[Q] Do you play games on mobile phones with fees?



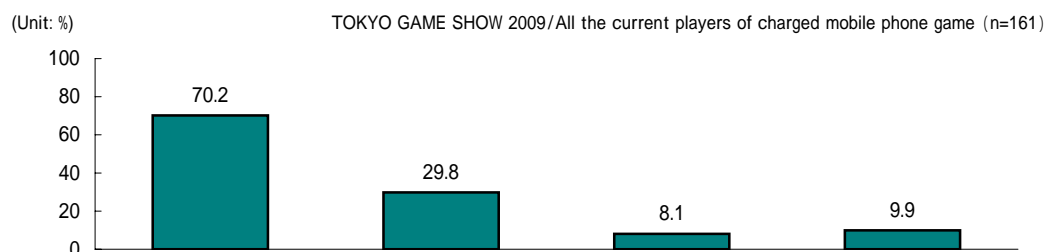
(Unit: %)

Category		Number of samples (persons)	Yes	No, I play only free games.	Invalid/No answers
TOKYO GAME SHOW 2009/ All the current mobile phone game players		343	46.9	52.5	0.6
Gender	Male	234	44.0	55.6	0.4
	Female	109	53.2	45.9	0.9
User category	Heavy user	156	51.3	48.7	0.0
	Middle user	129	45.0	54.3	0.8
	Light user	58	39.7	58.6	1.7

3 . Methods of payment for mobile phone game contents

[All the current players of pay-to-play mobile phone games] (Multiple answers)

[To all who play pay-to-play games on a mobile phone]
[Q] Please select all types of paying methods you have used for mobile phone games.



Category		Number of samples (persons)	Fixed charge	Quantitative charge	Charge per item/avatar	Invalid/No answers
TOKYO GAME SHOW 2009/ All the current players of charged mobile phone games		161	70.2	29.8	8.1	9.9
Gender	Male	103	72.8	29.1	5.8	9.7
	Female	58	65.5	31.0	12.1	10.3
User category	Heavy user	80	73.8	23.8	8.8	11.3
	Middle user	58	70.7	36.2	6.9	6.9
	Light user	23	56.5	34.8	8.7	13.0

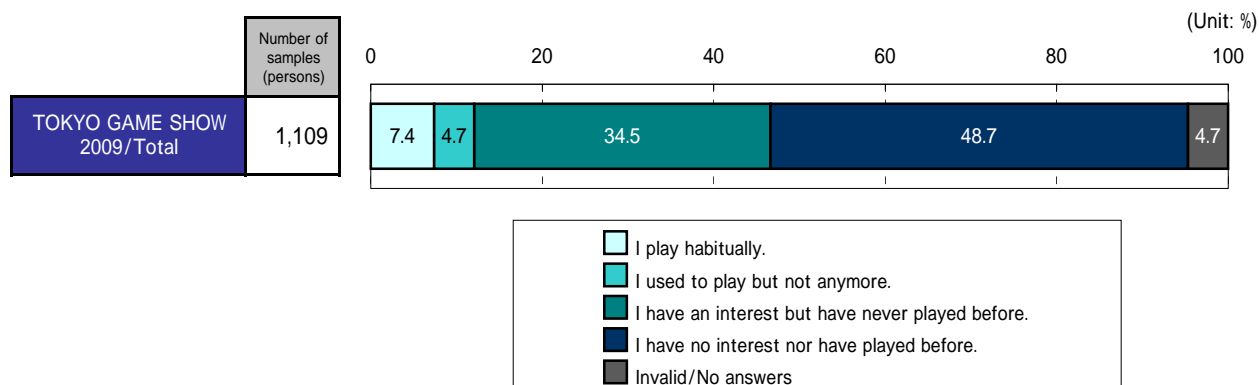
(Unit: %)

- 46.9% of current players of mobile phone games played games on their mobile phone for which there was a charge.
- The percentage was higher for females (53.2%) than for males (44.0%).
- As for method of payment, "Fixed charge" had the highest rate (70.2%), followed by "Quantitative charge" (29.8%) and "Charge per item/avatar" (8.1%).

. iPhone/iPod Touch Game Contents

1 . Familiarity with iPhone/iPod Touch game contents

[Q] Do you play games on your iPhone/iPod Touch?

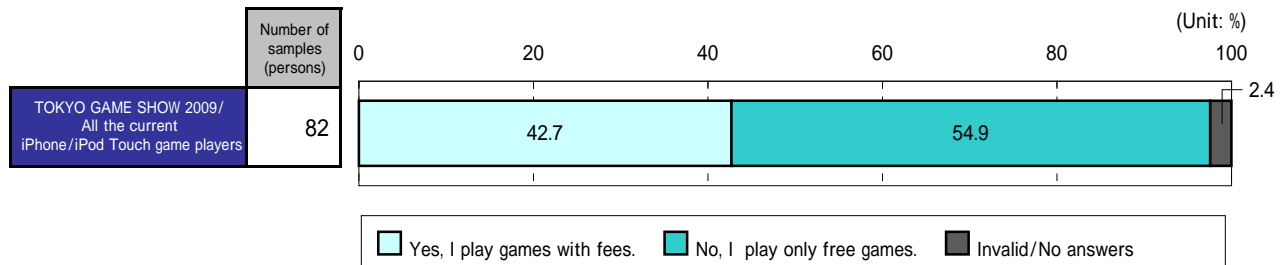


		Number of samples (persons)	(Unit: %)				
			I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	7.4	4.7	34.5	48.7	4.7
Gender and Age	Male	820	7.9	5.2	33.8	48.5	4.5
	3 ~ 9	15	0.0	0.0	33.3	60.0	6.7
	10 ~ 12	53	5.7	11.3	13.2	60.4	9.4
	13 ~ 15	96	8.3	6.3	37.5	42.7	5.2
	16 ~ 18	93	8.6	4.3	28.0	57.0	2.2
	19 ~ 24	204	11.3	6.4	30.9	47.5	3.9
	25 ~ 29	138	8.0	3.6	40.6	45.7	2.2
	30 ~ 39	156	6.4	2.6	37.8	46.8	6.4
	40 ~ 49	50	4.0	6.0	42.0	44.0	4.0
	50 or older	15	0.0	13.3	26.7	53.3	6.7
	Female	289	5.9	3.1	36.7	49.1	5.2
	3 ~ 9	12	8.3	0.0	16.7	66.7	8.3
	10 ~ 12	7	0.0	14.3	42.9	42.9	0.0
	13 ~ 15	19	15.8	5.3	31.6	42.1	5.3
16 ~ 18	25	4.0	4.0	40.0	52.0	0.0	
19 ~ 24	77	5.2	3.9	36.4	48.1	6.5	
25 ~ 29	59	5.1	3.4	28.8	57.6	5.1	
30 ~ 39	51	5.9	2.0	49.0	39.2	3.9	
40 ~ 49	33	6.1	0.0	42.4	48.5	3.0	
50 or older	6	0.0	0.0	16.7	50.0	33.3	
User category	Heavy user	476	7.1	5.5	37.2	46.0	4.2
	Middle user	440	7.7	4.3	32.3	50.7	5.0
	Light user	193	7.3	3.6	33.2	50.8	5.2

· The proportion of respondents who "play habitually" was 7.4% of the total. The respondents who "have no interest nor have played before" ranked at the top (48.7%).
 · "I play habitually" was selected more by male users (7.9%) than by female users (5.9%).
 · "I play habitually" was selected the most by males in the "19-24" age category (11.3%) and females in the "13-15" age category (15.8%).

2 . Familiarity with pay-to-play game contents for iPhone/iPod Touch [All the current iPhone/iPod Touch game players]

[To all who selected "I play habitually" on iPhone/iPod Touch]
[Q] Do you play games on iPhone/iPod Touch with fees?



(Unit: %)

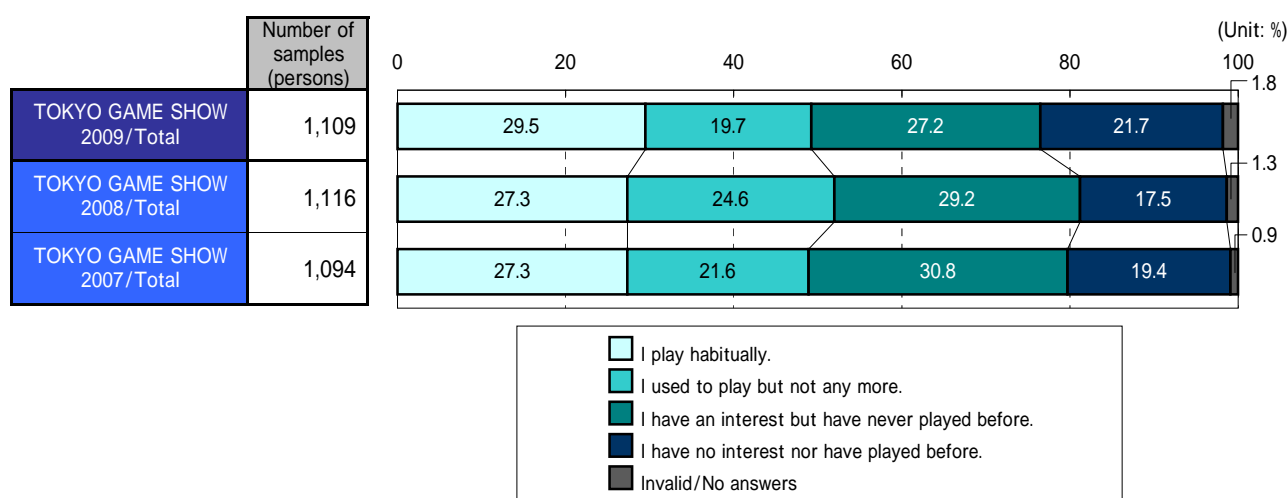
		Number of samples (persons)	Yes	No, I play only free games.	Invalid/No answers
TOKYO GAME SHOW 2009/ All the current iPhone/iPod Touch game players		82	42.7	54.9	2.4
Gender	Male	65	41.5	55.4	3.1
	Female	17	47.1	52.9	0.0
User category	Heavy user	34	38.2	55.9	5.9
	Middle user	34	41.2	58.8	0.0
	Light user	14	57.1	42.9	0.0

· 42.7% of current players of iPhone/iPod Touch games played games for which there was a charge. The percentage was higher for females (47.1%) than for males (41.5%).
Light users played games for which there was a charge on iPhone/iPod Touch the most (57.1%).

. Network (On-line) Games

1 . Familiarity with network (on-line) games

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

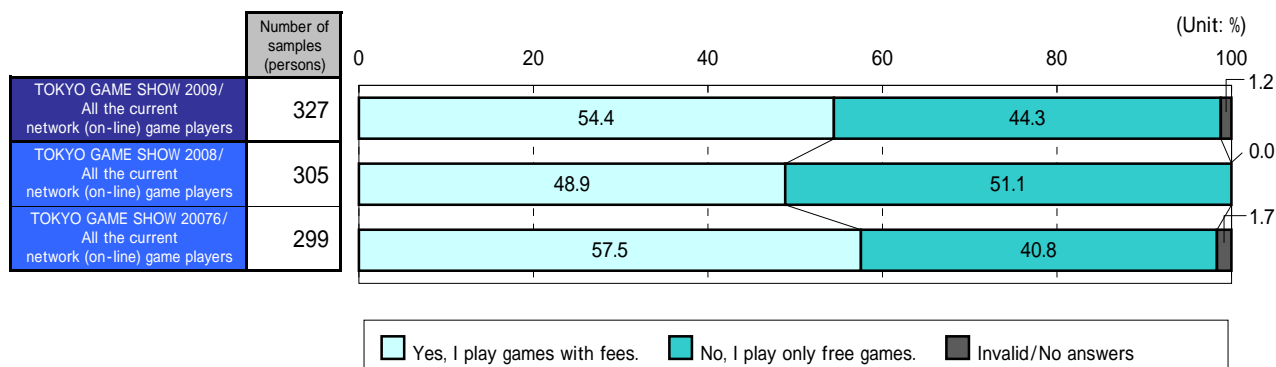


		Number of samples (persons)	I play habitually.	I used to play but not any more.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	29.5	19.7	27.2	21.7	1.8
Gender and Age	Male	820	32.8	21.5	24.6	19.3	1.8
	3 ~ 9	15	20.0	6.7	40.0	20.0	13.3
	10 ~ 12	53	41.5	7.5	18.9	28.3	3.8
	13 ~ 15	96	40.6	14.6	20.8	21.9	2.1
	16 ~ 18	93	26.9	29.0	20.4	23.7	0.0
	19 ~ 24	204	41.2	24.5	19.6	13.7	1.0
	25 ~ 29	138	31.2	26.1	25.4	15.9	1.4
	30 ~ 39	156	25.0	23.7	29.5	20.5	1.3
	40 ~ 49	50	22.0	10.0	40.0	22.0	6.0
	50 or older	15	20.0	13.3	40.0	26.7	0.0
	Female	289	20.1	14.9	34.6	28.7	1.7
	3 ~ 9	12	8.3	8.3	33.3	50.0	0.0
	10 ~ 12	7	28.6	14.3	0.0	42.9	14.3
	13 ~ 15	19	26.3	26.3	21.1	26.3	0.0
	16 ~ 18	25	24.0	32.0	24.0	20.0	0.0
19 ~ 24	77	26.0	9.1	37.7	24.7	2.6	
25 ~ 29	59	23.7	18.6	33.9	23.7	0.0	
30 ~ 39	51	15.7	13.7	35.3	33.3	2.0	
40 ~ 49	33	6.1	9.1	48.5	36.4	0.0	
50 or older	6	0.0	0.0	50.0	33.3	16.7	
User category	Heavy user	476	37.0	20.2	22.9	18.7	1.3
	Middle user	440	26.1	21.4	30.0	20.0	2.5
	Light user	193	18.7	15.0	31.6	33.2	1.6

- The number of respondents who habitually played network (on-line) games increased from 27.3% to 29.5%.
- More males play habitually (32.8%) than females (20.1%).
- Frequent players of household video games tended to play network (on-line) games habitually.

2 . Familiarity with pay-to-play network (on-line) games [All the current network (on-line) game players]

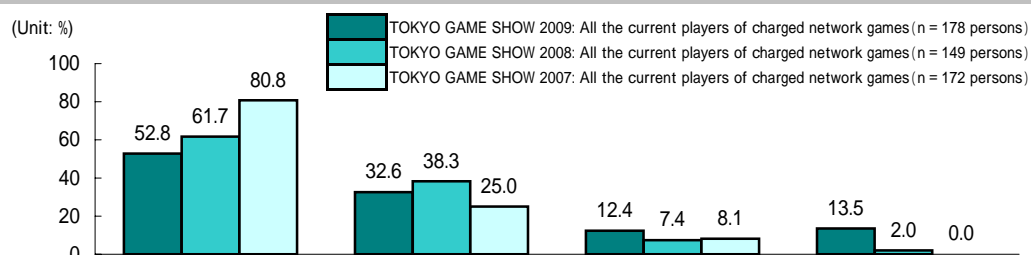
[To all who selected "I habitually play network (on-line) games"]
[Q] Do you play network (on-line) games with fees?



		Number of samples (persons)	Yes	No, I play only free games.	Invalid/ No answers
TOKYO GAME SHOW 2009/ All the current network (on-line) game players		327	54.4	44.3	1.2
Gender	Male	269	56.5	42.4	1.1
	Female	58	44.8	53.4	1.7
User category	Heavy user	176	58.0	40.9	1.1
	Middle user	115	53.0	46.1	0.9
	Light user	36	41.7	55.6	2.8

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 network (on-line) games with fees"]
[Q] Please select all types of paying methods you have used for network (on-line) games.



		Number of samples (persons)	Fixed charge	Charged by item/avatar	Quantitative charge	Invalid/ No answers
TOKYO GAME SHOW 2008/ All the current network (on-line) game players		178	52.8	32.6	12.4	13.5
Gender	Male	152	52.6	32.2	13.2	13.2
	Female	26	53.8	34.6	7.7	15.4
User category	Heavy user	102	49.0	34.3	9.8	17.6
	Middle user	61	59.0	29.5	13.1	9.8
	Light user	15	53.3	33.3	26.7	0.0

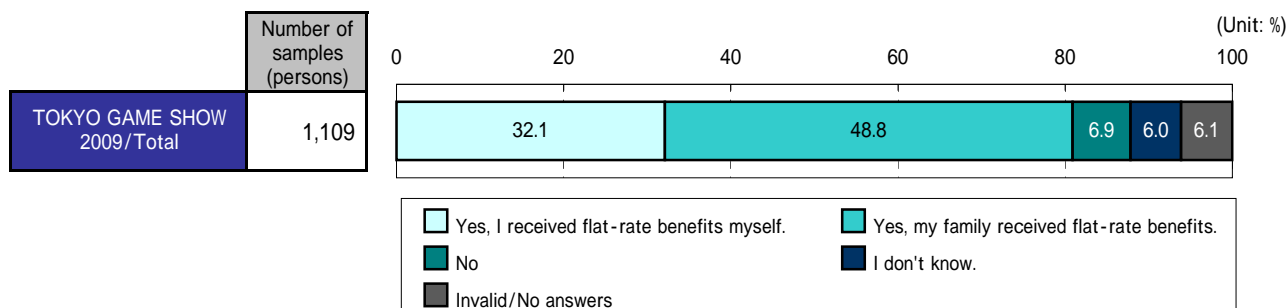
- The percentage of network (on-line) game players who played games with fees increased from 48.9% to 54.4%.
- The fixed charging system has been used most (52.8%), although its use has been gradually decreasing.
- The ratio for "Charged by item/avatar" was 32.6%.

. Peripheral Aspects of Games

1 . Flat-rate benefits and games

(1) Reception of flat-rate benefits

[Q] Did you receive flat-rate benefits this year?



(Unit: %)

		Number of samples (persons)	Yes, I received myself.	Yes, my family received.	No	I don't know.	Invalid/ No answers
TOKYO GAME SHOW 2009/Total		1,109	32.1	48.8	6.9	6.0	6.1
Gender and Age	Male	820	30.1	49.1	8.2	6.2	6.3
	3 ~ 9	15	0.0	53.3	0.0	6.7	40.0
	10 ~ 12	53	0.0	49.1	13.2	17.0	20.8
	13 ~ 15	96	0.0	67.7	6.3	11.5	14.6
	16 ~ 18	93	0.0	67.7	8.6	8.6	15.1
	19 ~ 24	204	28.4	55.9	9.3	3.4	2.9
	25 ~ 29	138	51.4	34.1	10.9	3.6	0.0
	30 ~ 39	156	50.0	39.1	7.1	3.8	0.0
	40 ~ 49	50	54.0	36.0	2.0	6.0	2.0
	50 or older	15	86.7	6.7	0.0	6.7	0.0
	Female	289	37.7	47.8	3.5	5.5	5.5
	3 ~ 9	12	0.0	58.3	0.0	8.3	33.3
	10 ~ 12	7	0.0	71.4	0.0	28.6	0.0
	13 ~ 15	19	0.0	73.7	0.0	10.5	15.8
	16 ~ 18	25	0.0	76.0	4.0	4.0	16.0
19 ~ 24	77	31.2	51.9	6.5	5.2	5.2	
25 ~ 29	59	39.0	45.8	6.8	6.8	1.7	
30 ~ 39	51	60.8	37.3	0.0	2.0	0.0	
40 ~ 49	33	78.8	18.2	0.0	3.0	0.0	
50 or older	6	83.3	16.7	0.0	0.0	0.0	
User category	Heavy user	476	23.3	54.6	6.7	7.1	8.2
	Middle user	440	35.9	46.8	8.4	4.1	4.8
	Light user	193	45.1	38.9	4.1	7.8	4.1
Family members	1	251	57.4	25.1	13.1	2.8	1.6
	2-4	638	28.1	53.9	5.2	6.7	6.1
	5 or more	220	15.0	60.9	5.0	7.7	11.4

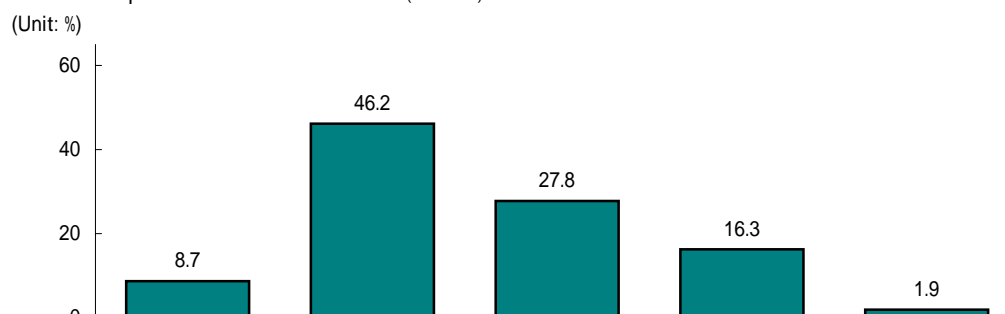
Note) If a respondent who was 19 years old or younger answered "Yes, I received flat-rate benefits myself", the response was regarded as invalid.

· A total of 80.9% received flat-rate benefits, including respondents who received flat-rate benefits themselves (32.1%) and those whose family received flat-rate benefits (48.8%). The tendency to receive benefits was higher among older age groups.

(2) Use of flat-rate benefits (Purchasing/Paying for games)
 [All respondents who received flat-rate benefits] (Multiple answers)

[To all respondents who received flat-rate benefits or whose family received flat-rate benefits]
 [Q] On what did you spend your flat-rate benefits?

TOKYO GAME SHOW 2009/All recipients of flat-rate benefits (n=897)



		Number of samples (persons)	I used them to buy or pay for games.	I spent them for a purpose other than buying or paying for games.	I haven't used them.	I don't know.	Invalid/No answers
TOKYO GAME SHOW 2009/ All recipients of flat-rate benefits		897	8.7	46.2	27.8	16.3	1.9
Gender and Age	Male	650	8.6	46.3	27.5	16.5	2.2
	3 ~ 9	8	12.5	37.5	37.5	0.0	12.5
	10 ~ 12	26	19.2	34.6	23.1	23.1	0.0
	13 ~ 15	65	15.4	26.2	27.7	30.8	3.1
	16 ~ 18	63	9.5	22.2	36.5	28.6	3.2
	19 ~ 24	172	9.9	42.4	30.8	16.9	2.3
	25 ~ 29	118	4.2	59.3	20.3	15.3	1.7
	30 ~ 39	139	6.5	53.2	28.8	9.4	2.2
	40 ~ 49	45	2.2	75.6	15.6	6.7	0.0
	50 or older	14	14.3	50.0	35.7	0.0	0.0
	Female	247	8.9	45.7	28.3	15.8	1.2
	3 ~ 9	7	0.0	28.6	57.1	14.3	0.0
	10 ~ 12	5	20.0	60.0	0.0	20.0	0.0
	13 ~ 15	14	14.3	28.6	14.3	42.9	0.0
	16 ~ 18	19	5.3	42.1	26.3	21.1	5.3
	19 ~ 24	64	10.9	45.3	18.8	25.0	0.0
	25 ~ 29	50	6.0	40.0	42.0	12.0	0.0
30 ~ 39	50	10.0	54.0	30.0	6.0	0.0	
40 ~ 49	32	6.3	56.3	34.4	0.0	3.1	
50 or older	6	16.7	33.3	0.0	33.3	16.7	
User category	Heavy user	371	10.8	40.4	26.4	21.3	2.2
	Middle user	364	7.4	50.0	27.7	13.5	1.6
	Light user	162	6.8	50.6	30.9	11.1	1.9
Family members	1	207	5.8	55.1	25.1	14.5	1.0
	2-4	523	10.3	43.6	28.1	16.1	2.3
	5 or more	167	7.2	43.1	29.9	19.2	1.8

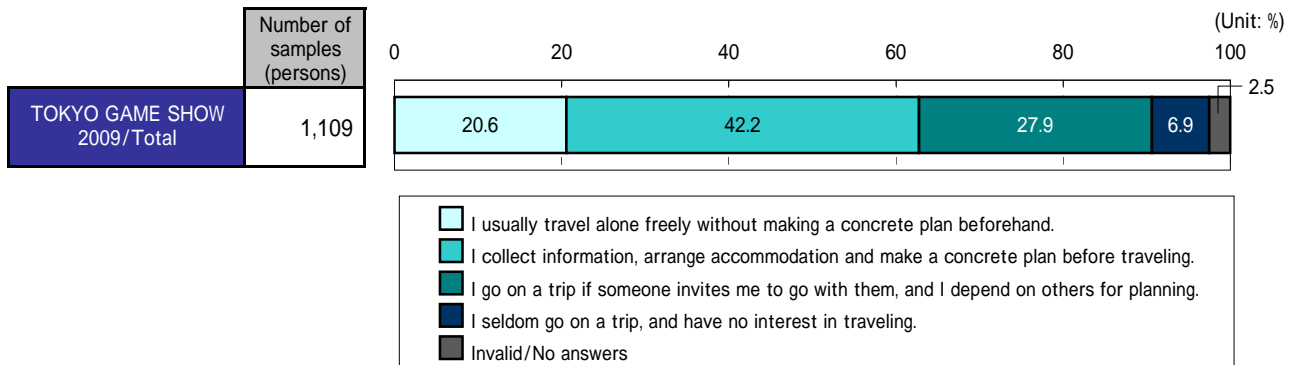
(Unit: %)

· The respondents who spent the benefits for a purpose other than games occupied the highest ratio (46.2%). The percentage of the respondents who spent them for games was 8.7%.
 · 10.8% of heavy users used the benefits for games.

2 . Traveling/Sightseeing and games

(1) Interest in traveling/sightseeing

[Q] Which type of traveler/sightseer are you? <Choose only one>



		Number of samples (persons)	I usually travel alone freely without making a concrete plan beforehand.	I collect information, arrange accommodation and make a concrete plan before traveling.	I go on a trip if someone invites me to go with them, and I depend on others for planning.	I seldom go on a trip, and have no interest in traveling.	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	20.6	42.2	27.9	6.9	2.5
Gender and Age	Male	820	22.9	38.0	28.5	7.8	2.7
	3 ~ 9	15	6.7	33.3	33.3	13.3	13.3
	10 ~ 12	53	15.1	37.7	17.0	18.9	11.3
	13 ~ 15	96	19.8	27.1	38.5	10.4	4.2
	16 ~ 18	93	15.1	33.3	43.0	8.6	0.0
	19 ~ 24	204	24.5	32.8	37.3	4.4	1.0
	25 ~ 29	138	29.7	41.3	19.6	6.5	2.9
	30 ~ 39	156	26.9	44.9	19.9	5.8	2.6
	40 ~ 49	50	16.0	56.0	16.0	12.0	0.0
	50 or older	15	33.3	53.3	6.7	6.7	0.0
	Female	289	13.8	54.0	26.0	4.2	2.1
	3 ~ 9	12	16.7	33.3	50.0	0.0	0.0
	10 ~ 12	7	0.0	57.1	28.6	0.0	14.3
	13 ~ 15	19	15.8	42.1	31.6	5.3	5.3
	16 ~ 18	25	24.0	40.0	32.0	0.0	4.0
19 ~ 24	77	16.9	49.4	26.0	6.5	1.3	
25 ~ 29	59	3.4	61.0	28.8	5.1	1.7	
30 ~ 39	51	13.7	58.8	25.5	2.0	0.0	
40 ~ 49	33	18.2	69.7	6.1	3.0	3.0	
50 or older	6	16.7	50.0	16.7	16.7	0.0	
User category	Heavy user	476	22.3	34.5	31.9	8.8	2.5
	Middle user	440	18.2	47.5	26.6	5.2	2.5
	Light user	193	21.8	49.2	20.7	5.7	2.6
Respondents who like traveling		245	24.5	58.4	13.9	0.8	2.4

(Unit: %)

· 42.2% answered that they would make a plan before traveling. This answer was selected by more than half of females (54.0%) and also by many of the respondents who selected "Traveling" in answer to the question related to "Hobbies and interests" (Refer to P.6) (58.4%).

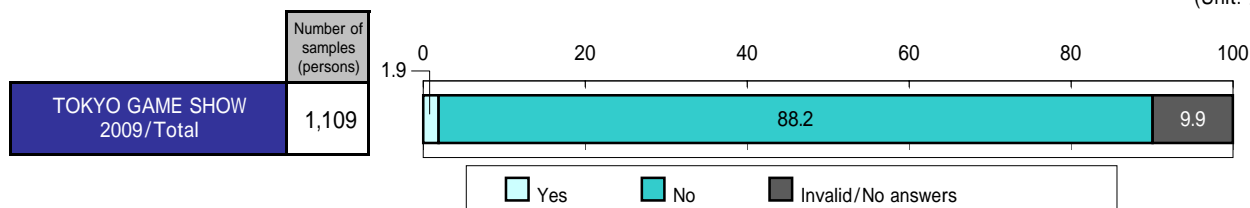
· 20.6% answered that they liked to travel alone without planning their trip in advance.

(2) Ownership of household videogame software related to traveling/sightseeing

[Q] Do you have any household videogame software related to traveling or sightseeing? *Do not include PC or mobile phone games.
 [To the respondents who answered yes]
 Please write the name of the game and the name of the console.

Ownership of household videogame software related to traveling or sightseeing

(Unit: %)



		Number of samples (persons)	Yes (%)	No (%)	Invalid/No answers (%)
TOKYO GAME SHOW 2009/Total		1,109	1.9	88.2	9.9
Gender and Age	Male	820	1.8	87.7	10.5
	3 ~ 9	15	0.0	93.3	6.7
	10 ~ 12	53	1.9	75.5	22.6
	13 ~ 15	96	0.0	90.6	9.4
	16 ~ 18	93	2.2	88.2	9.7
	19 ~ 24	204	2.9	86.8	10.3
	25 ~ 29	138	2.2	90.6	7.2
	30 ~ 39	156	1.9	86.5	11.5
	40 ~ 49	50	0.0	88.0	12.0
	50 or older	15	0.0	100.0	0.0
	Female	289	2.1	89.6	8.3
	3 ~ 9	12	0.0	83.3	16.7
	10 ~ 12	7	0.0	100.0	0.0
	13 ~ 15	19	0.0	94.7	5.3
	16 ~ 18	25	0.0	96.0	4.0
	19 ~ 24	77	1.3	90.9	7.8
25 ~ 29	59	5.1	91.5	3.4	
30 ~ 39	51	2.0	88.2	9.8	
40 ~ 49	33	3.0	75.8	21.2	
50 or older	6	0.0	100.0	0.0	
User category	Heavy user	476	1.9	87.2	10.9
	Middle user	440	1.8	88.6	9.5
	Light user	193	2.1	89.6	8.3
Respondents who like traveling		245	4.5	86.1	9.4
Interests in traveling	I travel along without planning.	228	3.5	83.8	12.7
	I make a plan before traveling.	468	1.7	92.5	5.8
	I depend on others for planning a trip.	309	1.6	89.6	8.7
	I seldom travel, and have no interest.	76	0.0	81.6	18.4
	Invalid/No answers	28	0.0	53.6	46.4

Title of the game related to traveling/sightseeing you own

[Owners of household videogame software related to traveling/sightseeing]
 (Free answers/Multiple answers)

(Valid respondents/answers: 12/12, n=21)

Title/Series	Console	Title Qty
MAPLUS Portable Navi2	PSP	2
"Map for Everyone" series		2
Map for Everyone 3	PSP	1
Map for Everyone 2	PSP	1
Travel conversation DS: China	NDS	1
Globetrotter DS: Taiwan	NDS	1
Theme Park	SS	1
TEST DRIVE Unlimited	X360	1
Discover Japan! Test on Hometowns	NDS	1
Bishojo Hanafuda Kiko- Michinoku Hito Koimonogatari	PS	1
World Tour Conductor	PS	1
"Momotaro Dentetsu"	SFC	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:

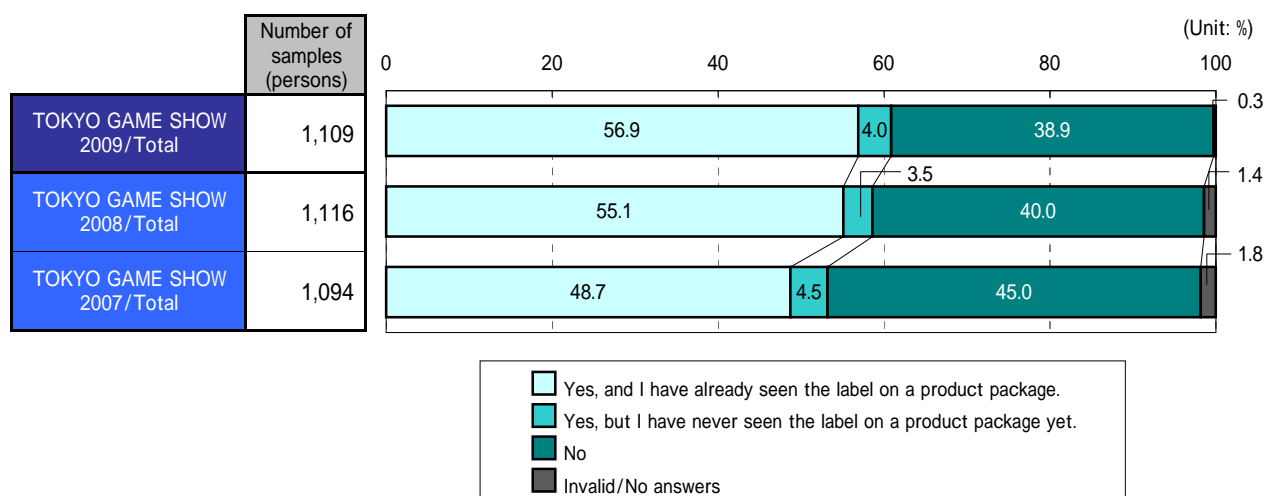
SFC: SuperFamicom, NDS: Nintendo DS, GBA: Game Boy Advance, PS3: PLAYSTATION 3,
 PS2: PlayStation 2, PS: PlayStation, PSP: PSP(PlayStation Portable), X360: Xbox360

· 1.9% of all respondents answered "Yes". Respondents who listed "Traveling" as one of their "Hobbies and Interests" (4.5%) and respondents who answered "I usually travel alone freely without making a concrete plan beforehand" (3.5%) were more likely to own software related to traveling/sightseeing.
 · 12 names were given, including "MAPLUS Portable Navi2" and the "Map for Everyone" series, by two respondents each.

. Rating Label

1 . Awareness of the rating label

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



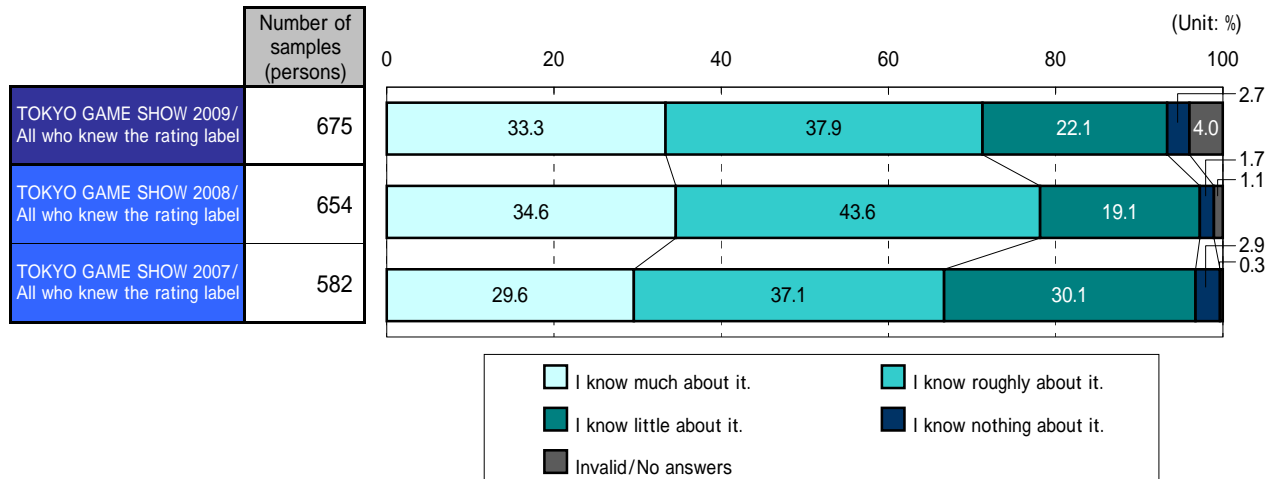
		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	56.9	4.0	38.9	0.3
Gender and Age	Male	820	60.7	4.5	34.4	0.4
	3 ~ 9	15	46.7	0.0	53.3	0.0
	10 ~ 12	53	60.4	7.5	30.2	1.9
	13 ~ 15	96	63.5	2.1	33.3	1.0
	16 ~ 18	93	69.9	4.3	25.8	0.0
	19 ~ 24	204	71.6	3.4	25.0	0.0
	25 ~ 29	138	51.4	5.8	42.8	0.0
	30 ~ 39	156	61.5	3.8	34.6	0.0
	40 ~ 49	50	32.0	8.0	58.0	2.0
	50 or older	15	26.7	13.3	60.0	0.0
	Female	289	46.0	2.4	51.6	0.0
	3 ~ 9	12	25.0	0.0	75.0	0.0
	10 ~ 12	7	42.9	0.0	57.1	0.0
	13 ~ 15	19	47.4	0.0	52.6	0.0
	16 ~ 18	25	76.0	0.0	24.0	0.0
19 ~ 24	77	51.9	3.9	44.2	0.0	
25 ~ 29	59	50.8	5.1	44.1	0.0	
30 ~ 39	51	43.1	0.0	56.9	0.0	
40 ~ 49	33	21.2	3.0	75.8	0.0	
50 or older	6	0.0	0.0	100.0	0.0	
User category	Heavy user	476	62.6	4.2	32.8	0.4
	Middle user	440	58.2	3.4	38.2	0.2
	Light user	193	39.9	4.7	55.4	0.0

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 (56.9%) for the two consecutive years. 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 60.9%. However, 51.6% of female users and 55.4% 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 2009/ All who knew the rating label		675	33.3	37.9	22.1	2.7	4.0
Gender and Age	Male	535	34.4	36.3	22.2	2.8	4.3
	3 ~ 9	7	0.0	42.9	28.6	28.6	0.0
	10 ~ 12	36	55.6	19.4	11.1	11.1	2.8
	13 ~ 15	63	47.6	25.4	22.2	1.6	3.2
	16 ~ 18	69	36.2	26.1	30.4	1.4	5.8
	19 ~ 24	153	30.7	43.1	22.2	2.0	2.0
	25 ~ 29	79	26.6	35.4	29.1	0.0	8.9
	30 ~ 39	102	33.3	45.1	16.7	2.9	2.0
	40 ~ 49	20	35.0	30.0	10.0	5.0	20.0
	50 or older	6	0.0	66.7	33.3	0.0	0.0
	Female	140	29.3	44.3	21.4	2.1	2.9
	3 ~ 9	3	33.3	66.7	0.0	0.0	0.0
	10 ~ 12	3	33.3	33.3	33.3	0.0	0.0
	13 ~ 15	9	22.2	55.6	11.1	11.1	0.0
	16 ~ 18	19	26.3	42.1	31.6	0.0	0.0
19 ~ 24	43	39.5	37.2	16.3	4.7	2.3	
25 ~ 29	33	27.3	36.4	33.3	0.0	3.0	
30 ~ 39	22	13.6	63.6	13.6	0.0	9.1	
40 ~ 49	8	37.5	50.0	12.5	0.0	0.0	
50 or older	0	-	-	-	-	-	
User category	Heavy user	318	34.0	35.8	23.3	3.1	3.8
	Middle user	271	33.6	39.9	20.7	1.8	4.1
	Light user	86	30.2	39.5	22.1	3.5	4.7

Both the number of respondents who selected "I know a lot about it" (33.3%) and the number of respondents who selected "I am somewhat familiar with it" (37.9%) increased. When both of these groups were combined, 71.3% 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.

(243 valid responses: n=481 persons)

Perfect/Nearly perfect comprehension / Understanding of purpose	149
Perfect comprehension: It is a reference marking that indicates "advisable user age groups" according to "game contents".	18
<ul style="list-style-type: none"> · Classification of appropriate ages according to game content · Rough classification of targeted ages according to game content · Game contents are examined and target ages are indicated for users to buy appropriate games · Indication of game content adequate for ages · Age classification according to game content · · · · · etc. 	
Nearly perfect comprehension: It is a reference marking indicating "advisable user age groups" ("game contents" not mentioned).	91
<ul style="list-style-type: none"> · Targeted ages of games: A all ages, B 12 or older, C 15 or older, D 17 or older, Z 18 or older · B 12 or older, C 15 or older, A all ages, D 17 or older, Z 18 or older, A-D indicated ages recommended, and Z is a compulsory rule. · Games are divided into A, B, C, D and Z according to users' ages. · Categories of A-D and Z. Standard for targeted ages. · Target ages · Indication of targeted ages · Target ages can be seen at a glance. · Guideline of targeted ages · Recommended ages · Indication of targeted ages of games · It can be seen at a glance whether games are appropriate for the age. · Recommendation mark of games according to ages. · Age indication · Age standard for games · Target ages are indicated by alphabets. · Targeted ages appropriate for the games · Recommendation of ages for buying games · Targeted ages. Only the users of 18 years or older can buy gam · · · · · etc. 	
Nearly perfect comprehension: It is a reference marking of "game contents" ("advisable user age groups" not mentioned).	9
<ul style="list-style-type: none"> · Indication of game content · Indication of whether violent scenes are included in games · Erotic or violent scenes · Indication whether games include grotesque or violent expressions · Violence, crimes, arms or sexual relationship · To prevent adverse effects of violent or extreme scenes · · · · · etc. 	
Indication of specific rating categories	12
<ul style="list-style-type: none"> · Recommended for 12 years or older etc. Z should be prohibited for those under 18. · A, B, C, D and Z · A For all ages, D For 17 years or older · A, B, C...Z? · Z, A, B, C, D. All have been applied to zero. · Z is for 18 years or older, D is for 17 years or older etc. · Z is prohibited for under 18. Five categories of A ~ D and Z · · · · · etc. 	
Understanding of purpose: It is a "reference" rating or "basis for individual judgment", or a system to protect young people.	19
<ul style="list-style-type: none"> · To prevent young children from buying software that has adverse effects · Guideline for parents to buy games for children · Indication of whether the game has ill effects on young people · To prevent adverse effects on juveniles · Indication of whether the game is adequate for young children · Prevention of young children from being exposed to violent expression · To prevent children from buying inadequate game software · · · · · etc. 	
Misapprehension	94
× Misapprehension: It is a rating for "restriction" or a "ban" on purchase based on consumer age.	88
<ul style="list-style-type: none"> · Age restriction · Simple indication of age restriction · Ages are restricted. · Age restriction of A, B, C and Z by CERO · Age restriction according to software · Age restriction for buying or playing games · Marking for age restriction · Ban for buying games according to ages from A to Z · Users are banned to buy or play the game according to ages. · Indication of ages for users to play the game · Indication of whether users can play the game or not according to ages. · There is software banned for users of 13 years or younger. · · · · · etc. 	
× Misapprehension: It is a system legally regulating expressions.	1
<ul style="list-style-type: none"> · Restriction of erotic or grotesque games 	
× Confusion with the rating by EIRIN (Film Classification and Rating Committee)	5
<ul style="list-style-type: none"> · R rating · R or Z rating · Restriction for items inadequate for children such as PG-12, R-15 and R-18 · R15, 18, violence, sexual · · · · · etc. 	

Note 1) Comments are selected and unedited.

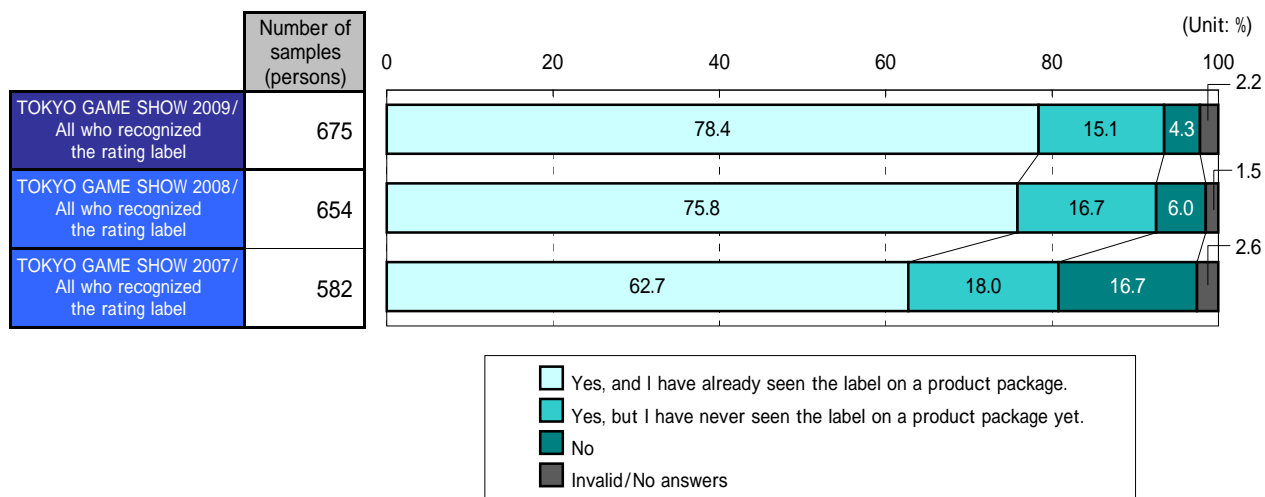
Note 2) If responses were too ambiguous, vague, meaningless or scattered, the responses to open-ended questions, as well as the responses to questions about "Familiarity with the function of a rating label" were regarded as invalid.

· The rate of respondents who knew about the rating system (knew the categories or understood the purpose) exceeded 60% of the valid responses (149/243 persons, 61.3%) when partly correct answers, which only include specific rates or purpose of the system, are included.
· Quite a few of the respondents (88 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?



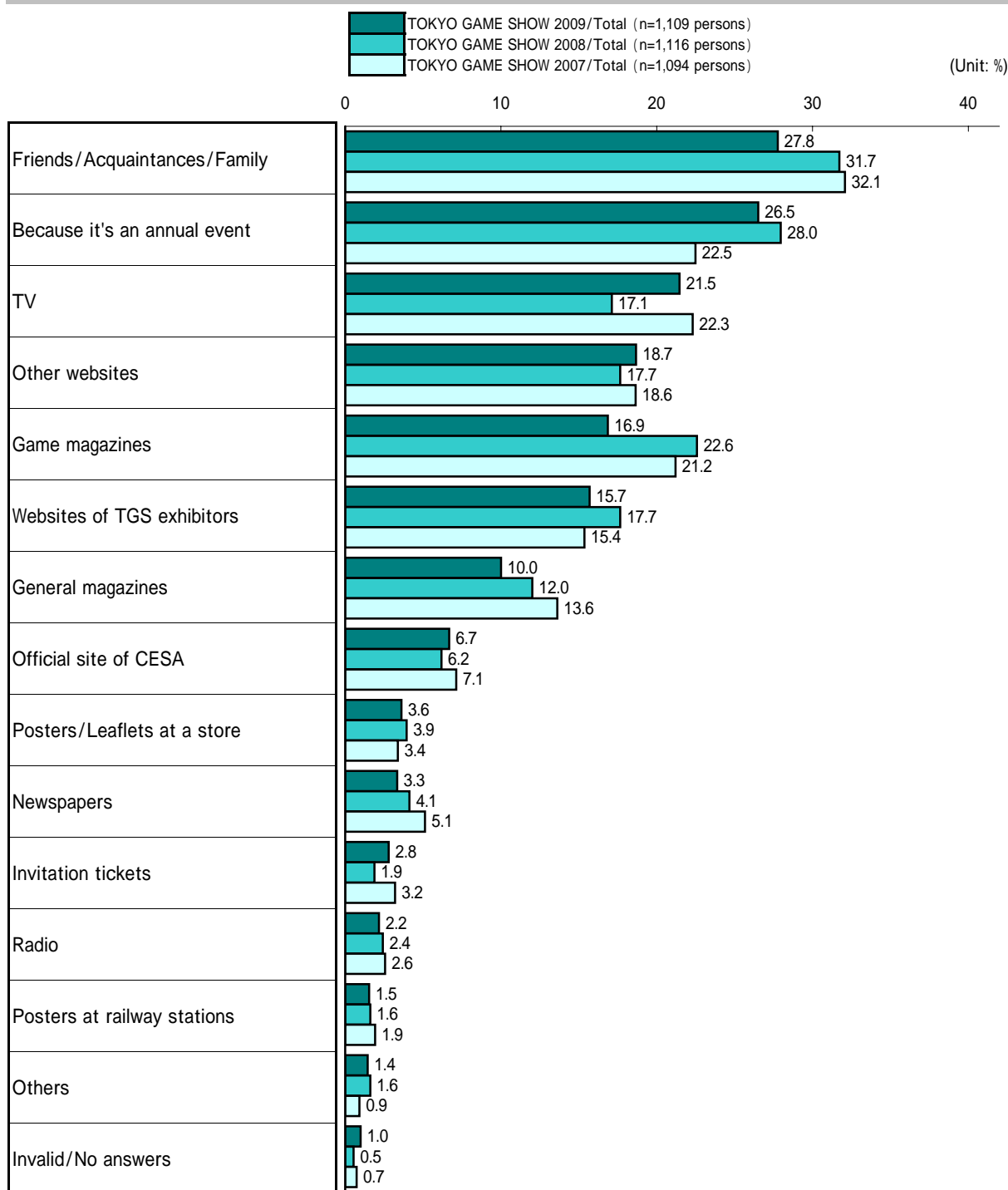
		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2009/ All who recognized the rating label		675	78.4	15.1	4.3	2.2
Gender and Age	Male	535	79.8	14.2	3.6	2.4
	3 ~ 9	7	14.3	57.1	0.0	28.6
	10 ~ 12	36	69.4	27.8	2.8	0.0
	13 ~ 15	63	85.7	12.7	1.6	0.0
	16 ~ 18	69	97.1	1.4	1.4	0.0
	19 ~ 24	153	86.9	10.5	0.7	2.0
	25 ~ 29	79	74.7	17.7	6.3	1.3
	30 ~ 39	102	67.6	18.6	7.8	5.9
	40 ~ 49	20	75.0	15.0	5.0	5.0
	50 or older	6	66.7	16.7	16.7	0.0
	Female	140	72.9	18.6	7.1	1.4
	3 ~ 9	3	33.3	33.3	33.3	0.0
	10 ~ 12	3	100.0	0.0	0.0	0.0
	13 ~ 15	9	77.8	11.1	11.1	0.0
16 ~ 18	19	78.9	21.1	0.0	0.0	
19 ~ 24	43	76.7	16.3	4.7	2.3	
25 ~ 29	33	63.6	15.2	18.2	3.0	
30 ~ 39	22	68.2	31.8	0.0	0.0	
40 ~ 49	8	87.5	12.5	0.0	0.0	
50 or older	0	-	-	-	-	
User category	Heavy user	318	80.8	13.2	4.1	1.9
	Middle user	271	77.5	16.6	3.3	2.6
	Light user	86	72.1	17.4	8.1	2.3

· The number of respondents who replied "Yes, and I have already seen the label on a product package" increased (78.4%). Although the number of respondents who replied "Yes, but I haven't yet seen the label on a product package" decreased (15.1%), the total number of people who knew of the Z category reached a record high of 93.5%.
 · Fewer females knew of the Z category than males (7.1%).

. Turnout at TOKYO GAME SHOW 2009

1 . Information source about TOKYO GAME SHOW 2009 (Multiple answers)

[Q] How did you know of "TOKYO GAME SHOW 2009"? Choose any number of answers.



"Friends/Acquaintances/Family" (27.8%) and "Because it's an annual event" (26.5%) were the two top sources of information, although their rates decreased slightly compared to last year. The rates were especially high among female respondents ("Friends/Acquaintances/Family": 31.5% and "Because it's an annual event": 30.8%).

The rate for "TV" (22.6%) increased again and ranked third, up from 17.1% in the previous survey. This response was selected by many light users. (24.9%)

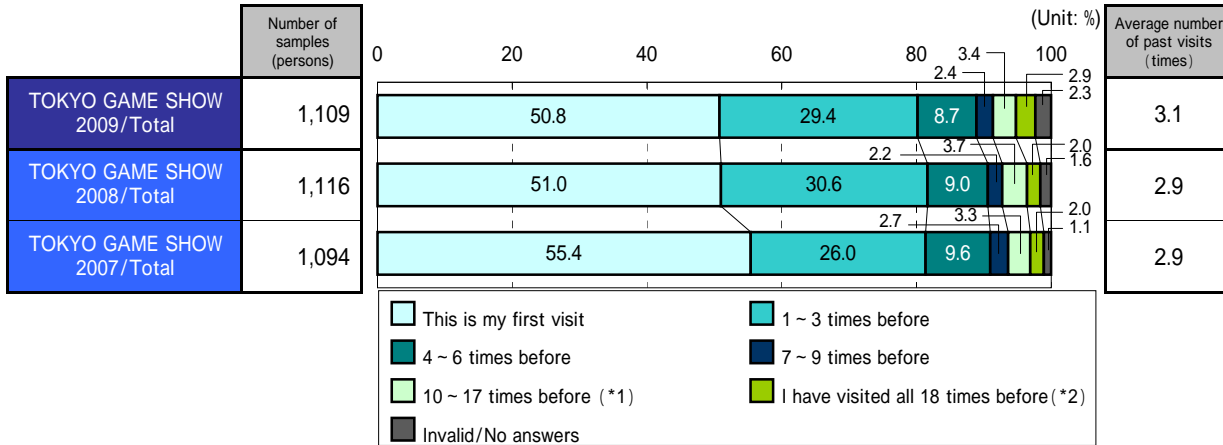
"Game magazines", which ranked third last year (22.6%), dropped to fifth (16.9%).

(Unit: %)

	TOKYO GAME SHOW 2009/Total	Gender and Age																		User category				
		Male	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Female	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Heavy user	Middle user	Light user
Number of samples (persons)	1,109	820	15	53	96	93	204	138	156	50	15	289	12	7	19	25	77	59	51	33	6	476	440	193
Friends/ Acquaintances/ Family	27.8	26.5	6.7	34.0	37.5	39.8	36.8	19.6	9.0	12.0	20.0	31.5	25.0	14.3	52.6	40.0	36.4	37.3	15.7	18.2	50.0	29.4	25.9	28.0
Because it's an annual event	26.5	25.0	13.3	7.5	16.7	26.9	26.0	23.2	38.5	20.0	20.0	30.8	0.0	14.3	31.6	40.0	27.3	35.6	37.3	27.3	33.3	26.7	28.4	21.8
TV	21.5	22.1	13.3	43.4	37.5	20.4	15.7	19.6	16.0	28.0	20.0	19.7	33.3	28.6	15.8	8.0	15.6	11.9	27.5	36.4	16.7	23.3	18.0	24.9
Other websites	18.7	20.6	26.7	17.0	16.7	19.4	17.6	26.1	17.9	34.0	33.3	13.1	25.0	0.0	15.8	20.0	13.0	10.2	17.6	6.1	0.0	17.6	20.5	17.1
Game magazines	16.9	19.0	0.0	17.0	20.8	20.4	25.0	17.4	16.7	12.0	6.7	10.7	8.3	14.3	21.1	20.0	10.4	8.5	7.8	9.1	0.0	19.3	17.5	9.3
Websites of TGS exhibitors	15.7	16.7	40.0	9.4	22.9	20.4	16.7	15.2	13.5	16.0	6.7	12.8	0.0	0.0	31.6	40.0	7.8	11.9	7.8	12.1	0.0	18.3	15.7	9.3
General magazines	10.0	11.6	6.7	11.3	17.7	12.9	13.2	7.2	10.3	10.0	6.7	5.5	16.7	14.3	21.1	8.0	2.6	3.4	5.9	0.0	0.0	11.8	9.5	6.7
Official site of CESA	6.7	7.6	0.0	3.8	8.3	6.5	4.4	8.0	14.1	6.0	6.7	4.2	0.0	0.0	0.0	4.0	5.2	5.1	2.0	9.1	0.0	6.5	8.2	3.6
Posters/ Leaflets at a store	3.6	4.3	0.0	3.8	5.2	7.5	4.4	2.9	3.8	4.0	0.0	1.7	0.0	0.0	5.3	4.0	1.3	1.7	2.0	0.0	0.0	4.0	3.6	2.6
Newspapers	3.3	4.0	6.7	9.4	5.2	4.3	1.5	4.3	5.1	2.0	0.0	1.4	8.3	0.0	0.0	0.0	1.3	0.0	2.0	3.0	0.0	3.8	2.3	4.7
Invitation tickets	2.8	2.8	0.0	0.0	3.1	8.6	2.5	2.2	2.6	0.0	0.0	2.8	0.0	0.0	0.0	4.0	2.6	3.4	3.9	3.0	0.0	2.5	3.0	3.1
Radio	2.2	2.3	0.0	5.7	2.1	1.1	1.0	2.2	2.6	8.0	0.0	1.7	0.0	0.0	5.3	4.0	2.6	1.7	0.0	0.0	0.0	2.1	2.3	2.1
Posters at railway stations	1.5	1.8	0.0	1.9	5.2	2.2	1.5	0.7	1.3	2.0	0.0	0.7	0.0	0.0	0.0	4.0	0.0	0.0	0.0	3.0	0.0	1.9	0.7	2.6
Others	1.4	1.3	0.0	0.0	2.1	0.0	2.0	1.4	1.3	2.0	0.0	1.7	0.0	28.6	0.0	0.0	0.0	1.7	2.0	3.0	0.0	1.5	1.1	2.1
Invalid/ No answers	1.0	0.7	0.0	1.9	0.0	0.0	0.5	2.2	0.6	0.0	0.0	1.7	16.7	0.0	0.0	0.0	1.3	0.0	2.0	3.0	0.0	1.3	0.9	0.5

2 . Number of past visits to TOKYO GAME SHOW

[Q.] TOKYO GAME SHOW has been held 18 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2008). 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 ~ 17 times before (*1)	I have visited all 18 times before (*2)	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	50.8	29.4	8.7	2.4	3.4	2.9	2.3
Gender and Age	Male	820	49.8	30.1	8.2	2.9	3.3	3.4	2.3
	3 ~ 9	15	53.3	40.0	0.0	0.0	0.0	0.0	6.7
	10 ~ 12	53	66.0	20.8	0.0	3.8	0.0	0.0	9.4
	13 ~ 15	96	70.8	22.9	3.1	2.1	0.0	0.0	1.0
	16 ~ 18	93	63.4	23.7	9.7	1.1	1.1	1.1	0.0
	19 ~ 24	204	50.5	35.8	5.9	3.9	1.5	1.5	1.0
	25 ~ 29	138	41.3	34.8	11.6	5.8	3.6	0.7	2.2
	30 ~ 39	156	31.4	27.6	15.4	1.9	9.6	10.9	3.2
	40 ~ 49	50	44.0	36.0	4.0	0.0	6.0	8.0	2.0
	50 or older	15	46.7	26.7	6.7	0.0	0.0	13.3	6.7
	Female	289	53.6	27.3	10.4	1.0	3.8	1.4	2.4
	3 ~ 9	12	58.3	25.0	0.0	0.0	0.0	0.0	16.7
	10 ~ 12	7	71.4	28.6	0.0	0.0	0.0	0.0	0.0
13 ~ 15	19	63.2	15.8	21.1	0.0	0.0	0.0	0.0	
16 ~ 18	25	56.0	28.0	12.0	0.0	0.0	0.0	4.0	
19 ~ 24	77	68.8	20.8	6.5	1.3	2.6	0.0	0.0	
25 ~ 29	59	49.2	28.8	13.6	0.0	5.1	1.7	1.7	
30 ~ 39	51	33.3	35.3	11.8	2.0	11.8	3.9	2.0	
40 ~ 49	33	48.5	27.3	12.1	3.0	0.0	3.0	6.1	
50 or older	6	33.3	66.7	0.0	0.0	0.0	0.0	0.0	
User category	Heavy user	476	52.5	29.0	7.8	3.4	2.7	2.3	2.3
	Middle user	440	48.0	31.6	9.3	1.8	4.3	3.6	1.4
	Light user	193	52.8	25.4	9.8	1.6	3.1	2.6	4.7
Degree of satisfaction	Satisfied (*3)	879	51.6	30.1	8.2	2.7	3.0	2.3	2.0
	I can't say	155	49.7	28.4	10.3	0.0	4.5	3.2	3.9
	Not satisfied (*3)	69	43.5	21.7	13.0	4.3	5.8	10.1	1.4
	Invalid/No answers	6	33.3	33.3	0.0	0.0	16.7	0.0	16.7

*1: The term "10-16 times before" was used in the TGS 2008 survey, while "10-15 times before" was used in the TGS 2007 survey.

*2: The term "all 17 times before" was used in the TGS 2008 survey, while "all 16 times before" was used in the TGS 2007 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.

First-time visitors to the show were the most numerous, amounting to 50.8% of all respondents. The response "I have come 1 ~ 3 times before" (29.4%) ranked second. When these two categories are combined, the number of people who had come three or fewer times in the past (four or fewer times including this year) accounted for 80.2%, and all three percentages decreased. However, the number of people who had visited all 18 previous game shows increased to 2.9%, and as a result, the average number of visits increased to 3.1.

3 . Manufacturers' 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 2009?

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.

(829 valid responses: n=1,109)

Rank	Names of company booths	Persons Qty	905 valid responses (n=1,116)		TOKYO GAME SHOW 2007 822 valid responses (n=1,094)	
			Persons Qty	Rank	Persons Qty	Rank
1	SQUARE ENIX	220	176	(2)	191	(1)
2	CAPCOM	121	212	(1)	92	(3)
3	SEGA	101	90	(3)	48	(7)
4	KONAMI	93	79	(4)	132	(2)
5	BANDAI NAMCO Games	76	52	(7)	81	(4)
6	Sony Computer Entertainment	68	54	(6)	54	(6)
7	LEVEL5	60	35	(8)	24	(9)
8	Microsoft	27	33	(9)	27	(8)
9	TECMO KOEI Holdings	20	60	(5)	74	(5)
10	Ubisoft Entertainment	16	0		0	
11	NTT DoCoMo	9	3	(21)	3	(22)
12	ACQUIRE	3	4	(17)	0	
13	IREM SOFTWARE ENGINEERING	2	4	(17)	5	(18)
	Game Center CX	2	2	(24)	0	
	Media Magic	2	0		1	(29)
	Tito	2	8	(14)	6	(14)
17	Bushiroad	1	6	(16)	0	
	Q-Games	1	0		0	
	Kingsoft	1	0		0	
	5pb.	1	0		0	
	SPEED Partners	1	0		0	
	HORI	1	0		0	
	Arts College Yokohama	1	0		0	

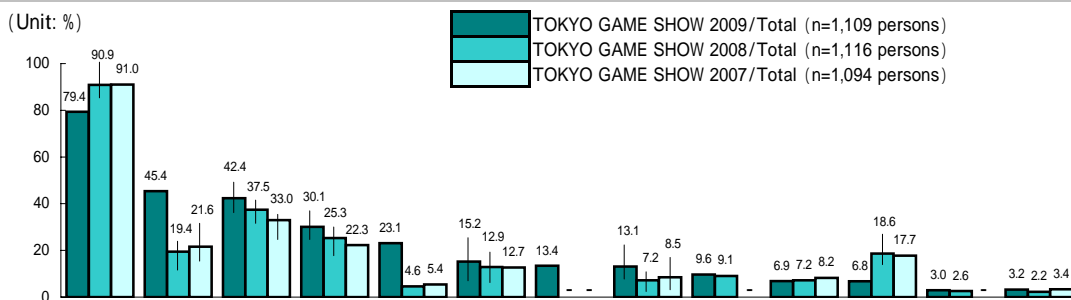
Note 1) When a product name is answered instead of a company booth name, it is counted as an answer for the company booth name.

e.g.) "DRA QUE (Dragon Quest)" "SQUARE ENIX", PSP" "Sony Computer Entertainment", "Xbox360" "Microsoft", etc.

The SQUARE ENIX booth, which ranked second in popularity last year, returned to top place (220 people). CAPCOM (121), SEGA (101) and KONAMI (93) followed.

4 . Areas the respondents visited (Multiple answers)

[Q.] The booths exhibited at Tokyo Game Show 2009 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' Booths (Hall 2-6)	Event Stage (Hall 1)	Sales Area (Hall 7)	Dining Place (Hall 7)	Museum of Game Science (Hall 2, 4, 8)	Game School Area (Hall 6)	Advanced Mobile & PC Contents Area (Hall 5) (*1)	Kids' Area (Hall 8)	International Pavilions (Hall 4-5)	Business Solution Area (Hall 2-3)	CoFesta Main Booth (Hall 3)	CoFesta Booth for Parents and Kids (Hall 8)	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	79.4	45.4	42.4	30.1	23.1	15.2	13.4	13.1	9.6	6.9	6.8	3.0	3.2
Gender and Age	Male	820	80.6	47.8	37.6	27.6	24.9	16.2	13.4	11.6	10.4	7.7	7.6	3.0	3.0
	3 ~ 9	15	40.0	26.7	20.0	20.0	13.3	0.0	13.3	86.7	0.0	0.0	0.0	6.7	6.7
	10 ~ 12	53	56.6	30.2	17.0	18.9	11.3	13.2	7.5	49.1	1.9	3.8	3.8	1.9	3.8
	13 ~ 15	96	83.3	58.3	34.4	39.6	33.3	20.8	18.8	6.3	7.3	9.4	7.3	4.2	2.1
	16 ~ 18	93	91.4	49.5	46.2	34.4	26.9	23.7	15.1	7.5	11.8	7.5	7.5	3.2	1.1
	19 ~ 24	204	86.8	48.5	45.1	24.5	27.0	20.1	10.8	4.9	11.8	6.9	8.3	3.9	2.5
	25 ~ 29	138	81.9	52.9	36.2	27.5	24.6	13.0	15.2	3.6	12.3	8.7	9.4	1.4	2.2
	30 ~ 39	156	82.1	42.9	38.5	25.0	23.7	12.8	11.5	9.6	10.3	7.7	6.4	1.9	3.2
	40 ~ 49	50	60.0	52.0	28.0	24.0	20.0	6.0	18.0	20.0	12.0	10.0	10.0	4.0	8.0
	50 or older	15	80.0	33.3	26.7	26.7	20.0	13.3	13.3	20.0	20.0	13.3	6.7	6.7	13.3
	Female	289	75.8	38.4	56.1	37.4	18.0	12.5	13.5	17.3	7.6	4.5	4.5	2.8	3.8
	3 ~ 9	12	8.3	16.7	33.3	50.0	16.7	0.0	0.0	91.7	0.0	0.0	0.0	0.0	0.0
	10 ~ 12	7	42.9	28.6	28.6	28.6	14.3	28.6	14.3	71.4	14.3	14.3	14.3	14.3	0.0
	13 ~ 15	19	78.9	47.4	57.9	52.6	21.1	21.1	26.3	21.1	5.3	0.0	0.0	5.3	0.0
	16 ~ 18	25	88.0	36.0	80.0	48.0	24.0	20.0	12.0	4.0	8.0	8.0	0.0	0.0	0.0
	19 ~ 24	77	83.1	42.9	59.7	37.7	24.7	14.3	15.6	3.9	6.5	3.9	5.2	0.0	6.5
	25 ~ 29	59	79.7	35.6	62.7	30.5	8.5	11.9	11.9	5.1	6.8	5.1	5.1	3.4	0.0
30 ~ 39	51	72.5	31.4	47.1	33.3	15.7	7.8	5.9	21.6	11.8	5.9	7.8	3.9	5.9	
40 ~ 49	33	75.8	48.5	45.5	36.4	18.2	6.1	21.2	33.3	6.1	3.0	3.0	6.1	6.1	
50 or older	6	83.3	50.0	50.0	33.3	16.7	16.7	16.7	16.7	16.7	0.0	0.0	0.0	16.7	
User category	Heavy user	476	80.9	45.6	42.0	28.4	24.2	18.3	14.1	13.9	9.5	8.0	6.7	2.7	2.5
	Middle user	440	80.7	48.4	45.9	32.7	24.1	12.5	14.5	10.9	10.0	5.5	6.6	2.7	2.3
	Light user	193	72.5	37.8	35.2	28.5	18.1	14.0	9.3	16.1	9.3	7.3	7.3	4.1	7.3
Degree of satisfaction	Satisfied (*2)	879	80.8	47.9	45.1	31.5	25.0	16.3	14.4	13.4	10.6	7.6	7.7	3.1	2.4
	I can't say	155	76.1	34.2	32.3	24.5	16.8	12.3	10.3	14.8	5.2	4.5	2.6	3.2	5.2
	Not satisfied (*2)	69	71.0	40.6	33.3	26.1	14.5	8.7	8.7	4.3	7.2	2.9	4.3	1.4	7.2
	Invalid/No answers	6	50.0	16.7	16.7	16.7	0.0	16.7	0.0	16.7	16.7	0.0	0.0	0.0	33.3

(Unit: %)

Note) Some booths were placed in areas different from those of last year or the year before.

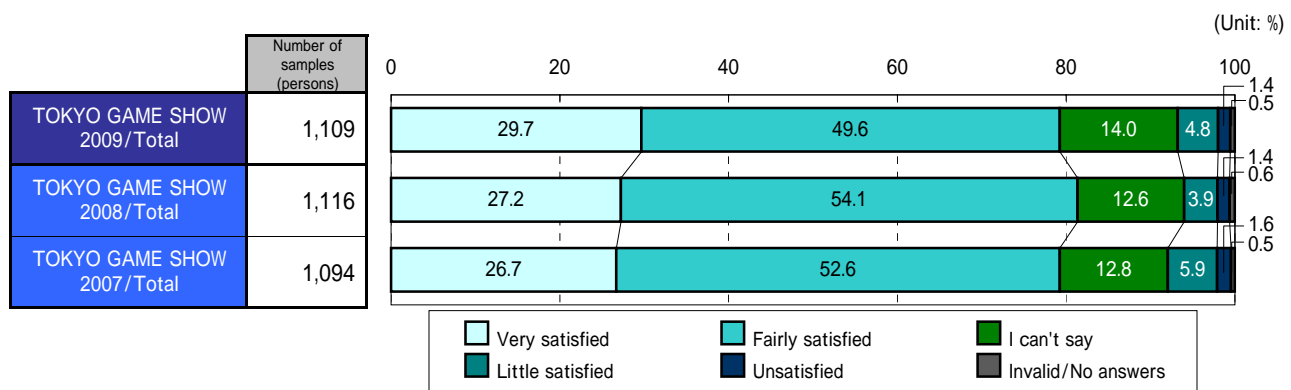
*1 "Advanced Mobile & PC Contents Area" was newly established. In TOKYO GAME SHOW 2008, "Mobile Contents Area" and "PC Online Game Corner" accounted for 14.3% and 20.3% respectively. In TOKYO GAME SHOW 2007, "Mobile Contents Area" accounted for 15.1%.

*2: The respondents who selected "much satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected

"Manufacturers' Booths" were visited the most (79.4%), followed by "Event Stage" (45.4%), which was relocated to Hall 1 this year.
"Sales Area", "Dining Place" and "Kids' Area" were more popular among females than males.

5 . Degree of satisfaction with TOKYO GAME SHOW 2009

[Q] How much are you satisfied with "TOKYO GAME SHOW 2009"?



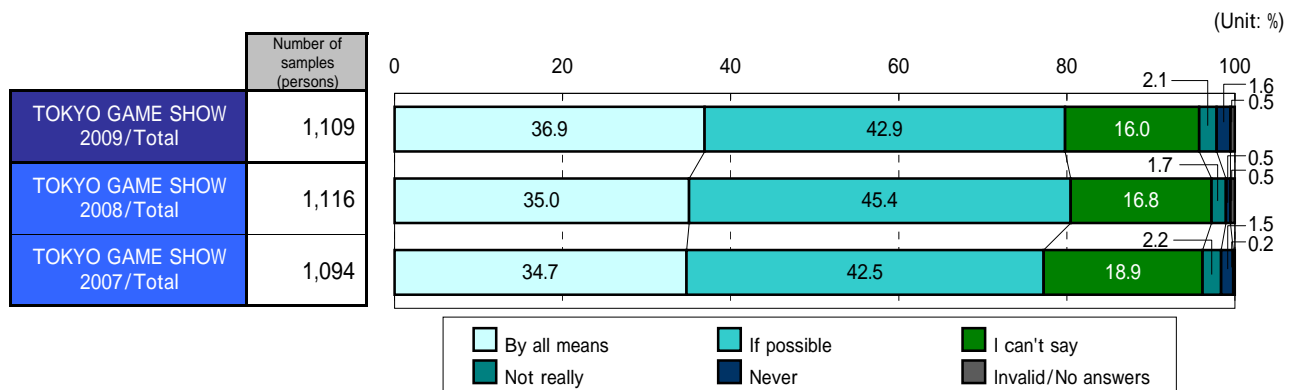
(Unit: %)

		Number of samples (persons)	Very satisfied	Fairly satisfied	I can't say	Little satisfied	Unsatisfied	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	29.7	49.6	14.0	4.8	1.4	0.5
Gender and Age	Male	820	31.3	49.3	12.9	4.5	1.6	0.4
	3 ~ 9	15	33.3	66.7	0.0	0.0	0.0	0.0
	10 ~ 12	53	67.9	20.8	5.7	0.0	3.8	1.9
	13 ~ 15	96	61.5	32.3	5.2	1.0	0.0	0.0
	16 ~ 18	93	35.5	47.3	10.8	3.2	1.1	2.2
	19 ~ 24	204	25.5	58.3	10.8	3.4	2.0	0.0
	25 ~ 29	138	29.7	48.6	13.0	8.0	0.7	0.0
	30 ~ 39	156	12.8	55.1	21.8	7.7	2.6	0.0
	40 ~ 49	50	18.0	52.0	22.0	6.0	2.0	0.0
	50 or older	15	13.3	66.7	20.0	0.0	0.0	0.0
	Female	289	24.9	50.5	17.0	5.5	1.0	1.0
	3 ~ 9	12	25.0	58.3	16.7	0.0	0.0	0.0
	10 ~ 12	7	71.4	14.3	14.3	0.0	0.0	0.0
	13 ~ 15	19	57.9	15.8	15.8	10.5	0.0	0.0
16 ~ 18	25	24.0	64.0	4.0	8.0	0.0	0.0	
19 ~ 24	77	35.1	45.5	13.0	5.2	1.3	0.0	
25 ~ 29	59	20.3	59.3	13.6	5.1	0.0	1.7	
30 ~ 39	51	5.9	60.8	25.5	5.9	0.0	2.0	
40 ~ 49	33	9.1	51.5	30.3	6.1	3.0	0.0	
50 or older	6	33.3	16.7	16.7	0.0	16.7	16.7	
User category	Heavy user	476	35.7	46.8	11.6	4.2	1.1	0.6
	Middle user	440	26.4	53.4	13.4	5.2	1.1	0.5
	Light user	193	22.3	47.7	21.2	5.2	3.1	0.5
Number of past visits	This is the first visit	563	36.2	44.4	13.7	3.7	1.6	0.4
	1 ~ 16 times before	496	22.4	56.9	13.9	5.0	1.2	0.6
	I have visited all	32	21.9	40.6	15.6	18.8	3.1	0.0
	Invalid/No answers	18	38.9	27.8	22.2	5.6	0.0	5.6

- Respondents who were "very" satisfied with the show increased, but those who were "fairly" satisfied decreased. The total of these two categories was 79.3%, showing a decrease from last year.
- The younger the visitor, the more satisfied he/she was with the show. More than half of the visitors aged "10-12" and "13-15" were satisfied with the show both among males and among females.
- The level of satisfaction was higher for those who played household games more frequently and for those who had visited the show less before.

6 . Intention to visit the next TOKYO GAME SHOW

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



(Unit: %)

		Number of samples (persons)	By all means	If possible	I can't say	Not really	Never	Invalid/No answers
TOKYO GAME SHOW 2009/Total		1,109	36.9	42.9	16.0	2.1	1.6	0.5
Gender and Age	Male	820	37.8	42.3	15.6	2.2	1.7	0.4
	3 ~ 9	15	20.0	80.0	0.0	0.0	0.0	0.0
	10 ~ 12	53	67.9	20.8	5.7	0.0	3.8	1.9
	13 ~ 15	96	59.4	32.3	7.3	0.0	1.0	0.0
	16 ~ 18	93	34.4	47.3	12.9	4.3	0.0	1.1
	19 ~ 24	204	33.3	46.6	15.2	2.5	2.5	0.0
	25 ~ 29	138	37.7	36.2	21.7	2.2	2.2	0.0
	30 ~ 39	156	26.3	48.1	20.5	3.8	1.3	0.0
	40 ~ 49	50	38.0	34.0	24.0	0.0	2.0	2.0
	50 or older	15	13.3	80.0	6.7	0.0	0.0	0.0
	Female	289	34.3	44.6	17.0	1.7	1.4	1.0
	3 ~ 9	12	25.0	50.0	25.0	0.0	0.0	0.0
	10 ~ 12	7	57.1	28.6	14.3	0.0	0.0	0.0
13 ~ 15	19	47.4	31.6	21.1	0.0	0.0	0.0	
16 ~ 18	25	44.0	52.0	4.0	0.0	0.0	0.0	
19 ~ 24	77	36.4	45.5	15.6	1.3	1.3	0.0	
25 ~ 29	59	39.0	39.0	18.6	3.4	0.0	0.0	
30 ~ 39	51	19.6	62.7	15.7	0.0	0.0	2.0	
40 ~ 49	33	27.3	33.3	24.2	6.1	6.1	3.0	
50 or older	6	33.3	16.7	16.7	0.0	16.7	16.7	
User category	Heavy user	476	43.1	40.1	13.0	1.5	1.7	0.6
	Middle user	440	35.5	46.1	15.0	2.0	1.1	0.2
	Light user	193	24.9	42.5	25.4	3.6	2.6	1.0
Number of past visits	This is the first visit	563	31.1	45.1	18.1	3.2	2.1	0.4
	1 ~ 16 times before	496	41.7	41.3	14.3	0.8	1.2	0.6
	I have visited all	32	62.5	31.3	3.1	3.1	0.0	0.0
	Invalid/No answers	18	38.9	38.9	16.7	0.0	0.0	5.6
Degree of satisfaction	Satisfied (*)	879	44.6	45.8	8.9	0.6	0.0	0.1
	can't say	155	7.1	34.8	51.0	3.9	2.6	0.6
	Not satisfied (*)	69	7.2	26.1	29.0	17.4	20.3	0.0
	Invalid/No answers	6	16.7	16.7	0.0	0.0	0.0	66.7

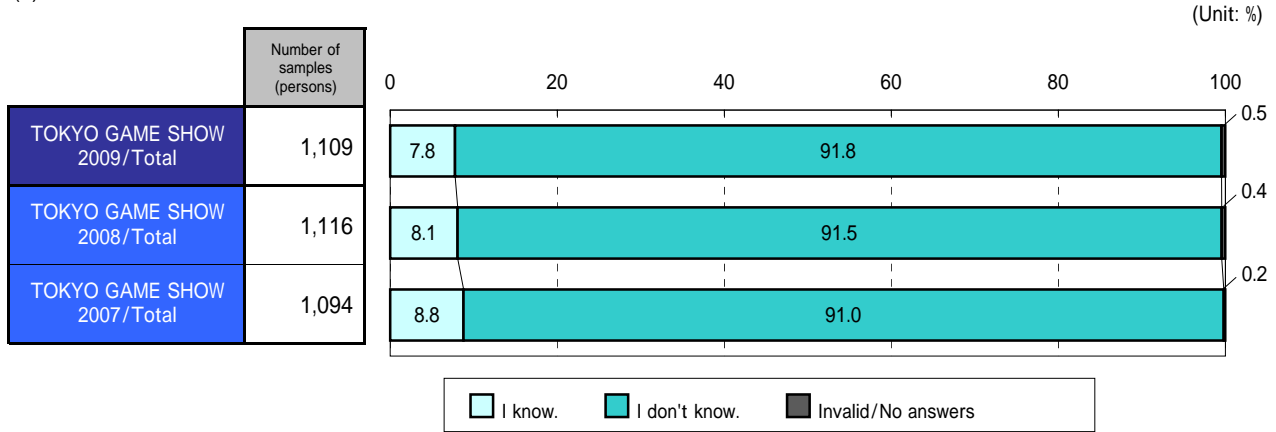
*The respondents who selected "much satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "not satisfied" category.

- The number of respondents who wished to visit the next show "by all means" increased, but those who wished to visit "if possible" decreased. The total rate for the two categories decreased, accounting for 79.8%.
- The greater the number of past visits, the higher the intention of visiting the next show.

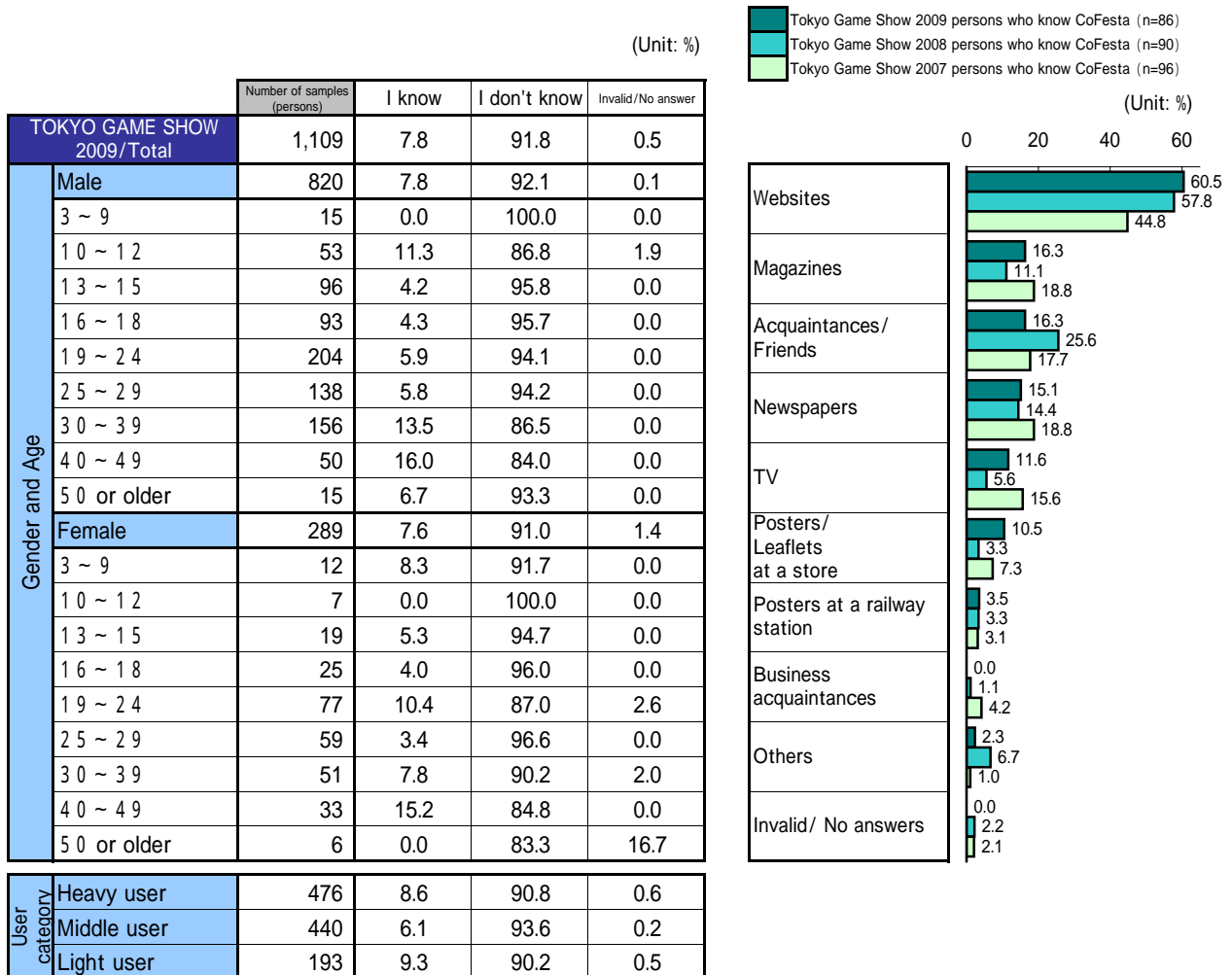
7. Awareness of CoFesta

[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]



· 7.8% of respondents were familiar with CoFesta. This ratio decreased slightly for two consecutive years. "Light users" showed a slightly higher rate of awareness (9.3%) than did frequent users.
 · The number of respondents who answered "Website" increased, and websites were the top (60.5%) source of information.

Appendix 1) Sample Survey Form

Thank you for your cooperation in the "TOKYO GAME SHOW 2009" 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 DSi
4. Nintendo DS (incl. Lite)
5. Game Boy Micro
6. Game Boy Advance (incl. SP)
7. Game Boy (incl. Color)
8. PlayStation 3 (incl. new version)
9. PlayStation 2
10. PlayStation (incl. PSone & COMBO)
11. PSP "PlayStation Portable"
12. Xbox360
13. Xbox
14. Dreamcast

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
3. Nintendo DSi
4. Nintendo DS (incl. Lite)
5. Game Boy Micro
6. Game Boy Advance (incl. SP)
7. PlayStation 3 (incl. new version)
8. PlayStation 2
9. PSP "PlayStation Portable"
10. PSP go [Unreleased]
(PSP "PlayStation Portable" go)
11. Xbox360

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 → [If the answer is "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 in the last one year, 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" for 1) household videogame software, please indicate how many items you bought.
*"2) Additional items" does not include charged items for network games.

1) Household videogame software 1. Yes () items 2. No 2) Additional items 1. Yes () items 2. No

Q7 1) Have you ever purchased household videogame software at an Internet auction?

1. Have purchased frequently 2. Have purchased before 3. Have never purchased

2) Have you ever sold household videogame software at an Internet auction?

1. Have sold frequently 2. Have sold before 3. Have never sold

Q8 Do you have any of the new types of household videogame software related to the topics in 1)-8) below? If so, do you still play the game? < Choose only one for each >

1) Sports and health: fitness- or diet-related software

1. Yes, and I play it often these days.
2. Yes, but I haven't played it recently.
3. No

2) Fashion: dress-up game, etc.

1. Yes, and I play it often these days.
2. Yes, but I haven't played it recently.
3. No

3) Cooking: recipe-related software

1. Yes, and I play it often these days.
2. Yes, but I haven't played it recently.
3. No

4) Music: software related to playing instruments or singing karaoke

1. Yes, and I play it often these days.
2. Yes, but I haven't played it recently.
3. No

5) Sightseeing: software related to guides, maps or railways

1. Yes, and I play it often these days.
2. Yes, but I haven't played it recently.
3. No

6) Reading and general knowledge: software related to novels, comics or history

1. Yes, and I play it often these days.
2. Yes, but I haven't played it recently.
3. No

7) Self-improvement: software related to language learning, examinations, licenses or the practicing of calculation or writing

1. Yes, and I play it often these days.
2. Yes, but I haven't played it recently.
3. No

8) Practical skills: software related to business, job seeking, fund management or household finance

1. Yes, and I play it often these days.
2. Yes, but I haven't played it recently.
3. No

Q9 1) Do you connect your game console to the Internet for a purpose other than playing household videogames? < Choose only one >

1. Yes, I use the Internet for a purpose other than playing videogames. 2. No, I use the Internet only when playing videogames. 3. No, I don't connect my console to the Internet.

[If the answer is "1. Yes"] ←

→ [If the answer is "2" or "3", Go to [Q10]]

2) For what purpose do you use the Internet other than playing videogames? <Choose any number of answers>

1. Movies (YouTube, NICO NICO DOUGA etc.) 3. Information search 5. Shopping/Auction
2. Browsing of favorite websites or blogs 4. SNS (Mixi etc.) 6. Others [Specifically]

3) Which console do you connect to the Internet for a purpose other than playing household videogames? <Choose any number of answers>

1. Wii 3. PlayStation 3 5. PSP (PlayStation Portable)
2. Nintendo DS (incl. Dsi and Lite) 4. PlayStation 2 6. Others [Specifically]

[Go to [Q10] on the back.]

Questions about arcade games

Q10 1) Have you ever played arcade 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. |

Questions about games played on mobile phones (incl. PHS)

Q11 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. | → [If the answer is "2-4", go to [Q12]] |
| 2. I used to play but not anymore. | 4. I have no interest nor have played before. | |

*Games for iPhone are excluded. Please answer Q12 about games for iPhone/iPod touch.

→ [If the answer is "1" in 1)]

2) Do you play games on mobile phones with fees? < Choose only one >

- | | |
|---------------------------------|---------------------------------------|
| 1. Yes, I play games with fees. | → [If the answer is "2", go to [Q12]] |
| 2. No, I play only free games. | |

→ [If the answer is "1" in 2)]

3) Please select all types of paying methods you have used for mobile phone games. < Choose any number of answers >

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

Questions about games for iPhone/iPod touch

Q12 1) Do you play games on your iPhone/iPod Touch? < Choose only one >

- | | | |
|------------------------------------|---|---|
| 1. I play habitually. | 3. I have an interest but have never played before. | → [If the answer is "2-4", go to [Q13]] |
| 2. I used to play but not anymore. | 4. I have no interest nor have played before. | |

→ [If the answer is "1" in 1)]

2) Do you play games on iPhone/iPod Touch with fees? < Choose only one >

- | | |
|---------------------------------|--------------------------------|
| 1. Yes, I play games with fees. | 2. No, I play only free games. |
|---------------------------------|--------------------------------|

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.

Q13 1) Have you ever played network games or on-line games? < Choose only one >

- | | | |
|------------------------------------|--|---|
| 1. I play habitually. | 3. I have an interest but have never played. | → [If the answer is "2-4", go to [Q14]] |
| 2. I used to play but not anymore. | 4. I have no interest nor have played. | |

→ [Only if above answer is "1"]

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

- | | |
|--|---------------------------------------|
| 1. I play network games with fees. | → [If the answer is "2", go to [Q14]] |
| 2. No, I play only free network games. | |

→ [Only if above answer is "2"]

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 |

Other game-related questions

Q14 1) Did you receive flat-rate benefits this year? < Choose only one >

- | | | | |
|---|--|-------|------------------|
| 1. Yes, I received flat-rate benefits myself. | 2. Yes, my family received flat-rate benefits. | 3. No | 4. I don't know. |
|---|--|-------|------------------|

→ [If the answer is "1-2"]

2) On what did you spend your flat-rate benefits? < Choose any number of answers >

- | | | |
|---|---|------------------|
| 1. I used them to buy or pay for games. | 2. I spent them for a purpose other t3 . I haven't used them. | 4. I don't know. |
|---|---|------------------|

→ [If the answer is "3-4", go to [Q15]]

Q15 1) Which type of traveler/sightseer are you? < Choose only one >

- | | |
|--|---|
| 1. I usually travel alone freely without making a concrete plan beforehand. | 3. I go on a trip if someone invites me to go with them, and I depend on others for planning. |
| 2. I collect information, arrange accommodation and make a concrete plan before traveling. | 4. I seldom go on a trip, and have no interest in traveling. |

2) Do you have any household videogame software related to traveling or sightseeing? *Do not include PC or mobile phone games. Please write the name of the game and the name of the console.

- | | |
|--|-------|
| 1. Yes (Name of the game: _____ /Name of the console: _____) | 2. No |
|--|-------|

Q16 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 → [If the answer is "3", Go to [Q17]]
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.

Q17 1) If you were President of a household videogame company, what would you do to spread household videogames?
Please describe freely if you have any idea.

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

Q18 1) How did you know of "TOKYO GAME SHOW 2009"? <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. Because it's an annual event
3. Newspaper 7. Posters at a railroad station 14. Others
4. Game magazines 8. Friends/Acquaintances/Family 11. Other websites [Specifically]

2) TOKYO GAME SHOW has been held 18 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2008). How many times have you visited? < Choose only one >

1. I have visited all 18 times before 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 2009? 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 2009. Which did you visit or plan to visit without fail?
<Choose any number of answers>

1. Event Stage (Hall 1) 7. Advanced Mobile & PC Contents Area (Hall 5)
2. Manufacturers' Booths (Hall 2-6) 8. Game School Area (Hall 6)
3. Business Solution Area (Hall 2-3) 9. Sales Area (Hall 7)
4. Museum of Game Science (Hall 2, 4, 8) 10. Dining Place (Hall 7)
5. CoFesta Main Booth (Hall 3) 11. Kids' Area (Hall 8)
6. International Pavilions (Hall 4-5) 12. CoFesta Booth for Kids and Parents (Hall 8)

5) How much are you satisfied with "TOKYO GAME SHOW 2009"? <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

Q19 1) Do you know CoFesta? <Choose only one>

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

→ [If you choose 1]

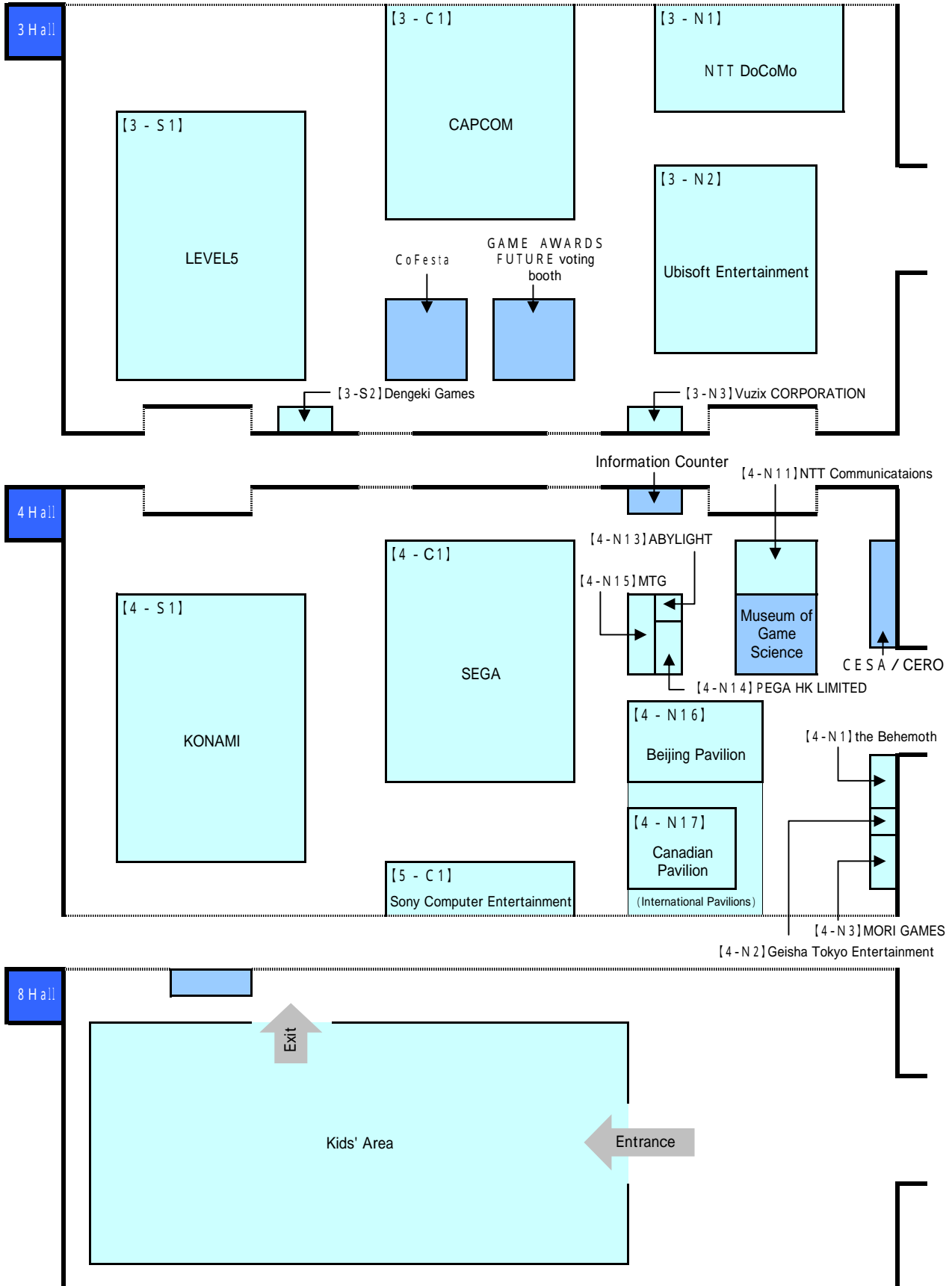
2) How did you know of CoFesta? <Choose any number of answers>

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



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