

TOKYO GAME SHOW 2010

Visitors Survey Report

November 2010

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 2010 (hereafter, TGS 2010) 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 2010
- 3 Method : Questionnaire survey at booths in TGS 2010 venue
* Refer to P 65 for the locations of the booths.
- 4 Period : September 19 (Sun.), 2010 [10:00 - 17:00]

5 Visitor Turnout :

	Total number of visitors (persons)	No. of collected samples	No. of valid responses
Sept. 16 (Thur.)	24,764	-	-
Sept. 17 (Fri.)	24,229	-	-
Sept. 18 (Sat.)	81,469	-	-
Sept. 19 (Sun.)	77,185	1,261 S	1,171 S
Total	207,647	1,261 S	1,171 S

* Sept. 16 (Thu.) and 17 (Fri.) were arranged as "Business Days" solely for industry-related visitors.
(Extended to two days since TGS2007.)

Outline of the past 19 exhibitions	Date	Site	No. of visitors (Total)
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	194288
2009	Sept. 24 (Thur.) ~ 27 (Sun.) 2007	Makuhari Messe	185,030

- 6 Analytical Method : Cross analysis focusing on the characteristics of the subjects and the frequency of their game playing.

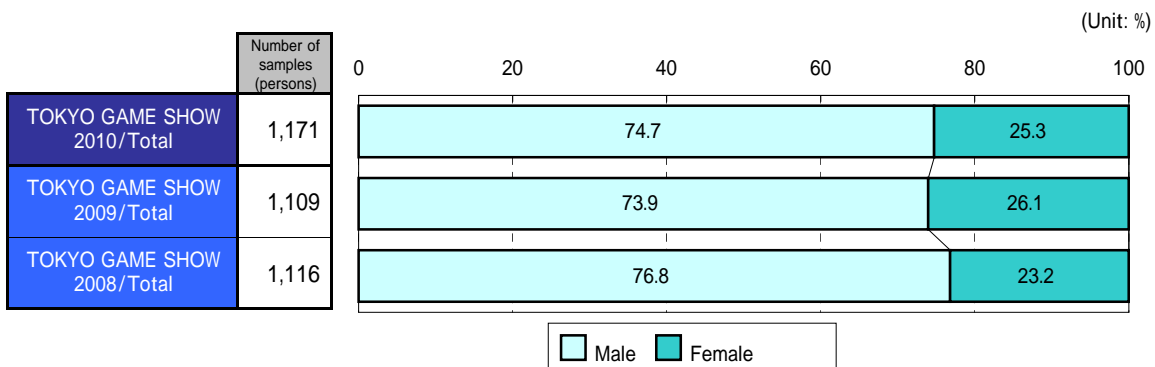
It needs to be reminded that each survey result does not necessarily represent the trends of the general public since these surveys target visitors to TGS, which is more likely to attract hard-core users. Regarding the regular survey items such as the visitors' basic characteristics, the results are compared with those of TGS 2008 and TGS 2009 (the two most recent preceding shows).

- 7 Organizers : Executive organization: Computer Entertainment Supplier's Association (CESA)
Planning organization: NIPPON TELENET CORPORATION

. Visitors' Characteristics

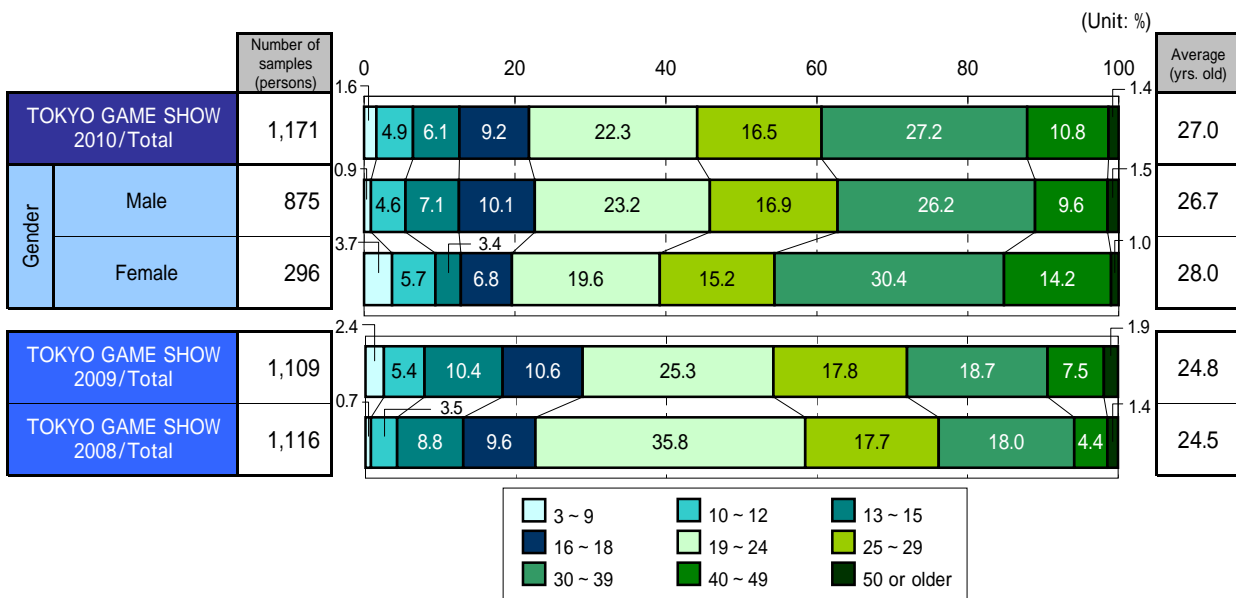
1 . Gender

[Q] Your gender



2 . Age

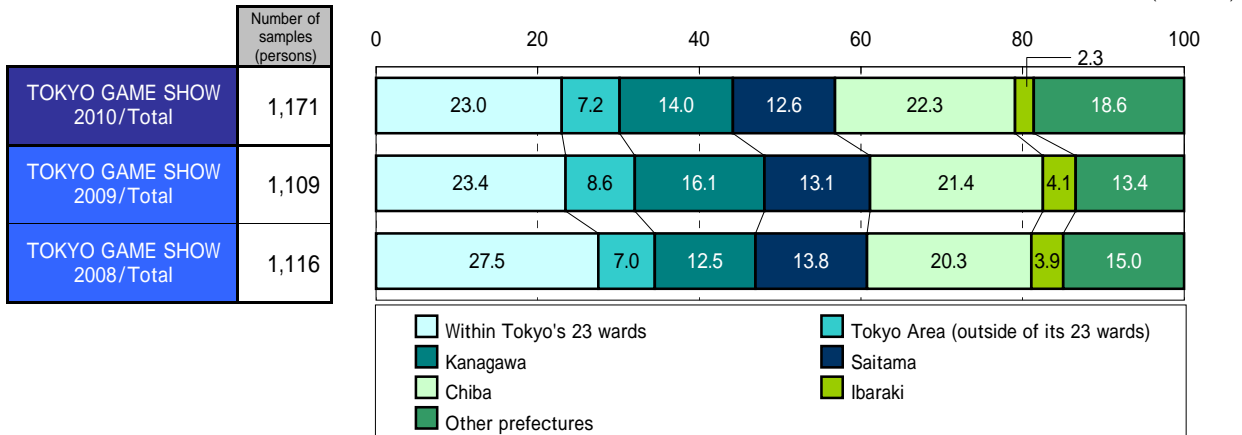
[Q] Your age



· Sex ratio statistics indicate that the number of male visitors increased and amounted to 74.7%.
 · The age category with the highest number of visitors was the "30-39" category (27.2%) with a great increase from the last year (18.7%). The "40-49" category also increased from the last survey (7.5%) to 10.8%. The numbers of the other age categories decreased.

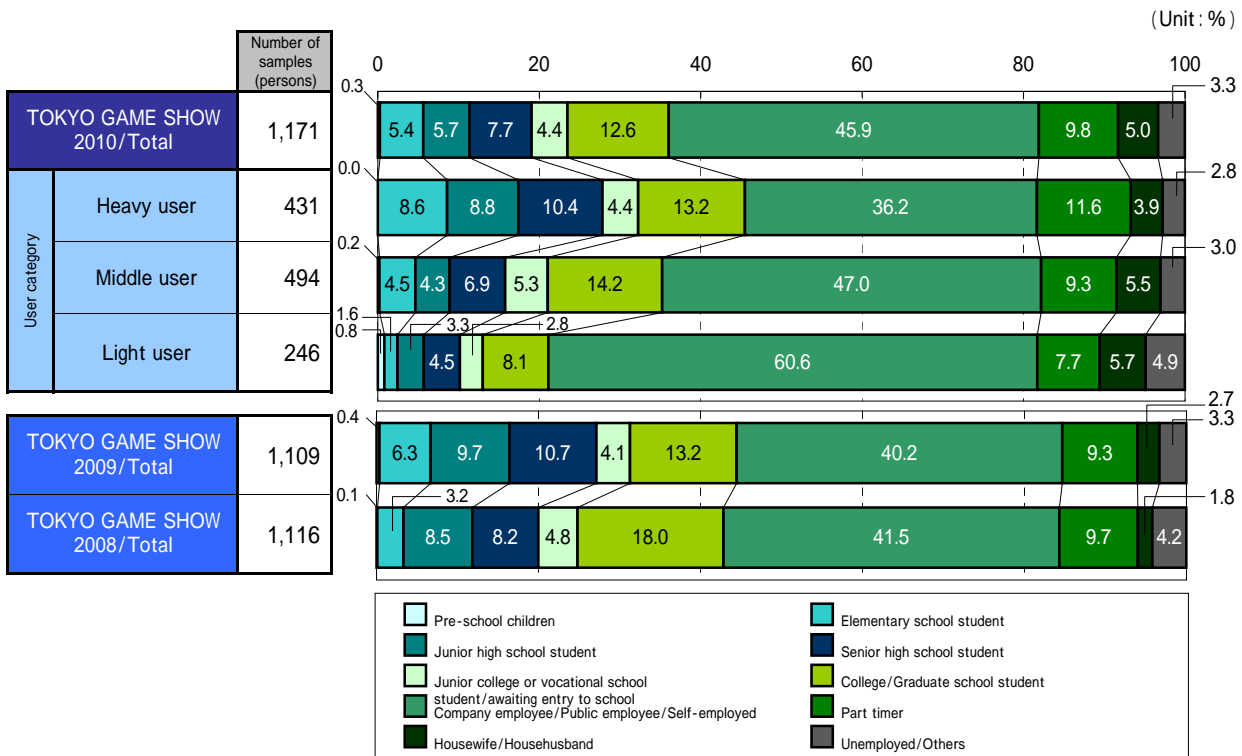
3 . Residential area

[Q] Your area of residence



4 . Occupation

[Q] Your occupation



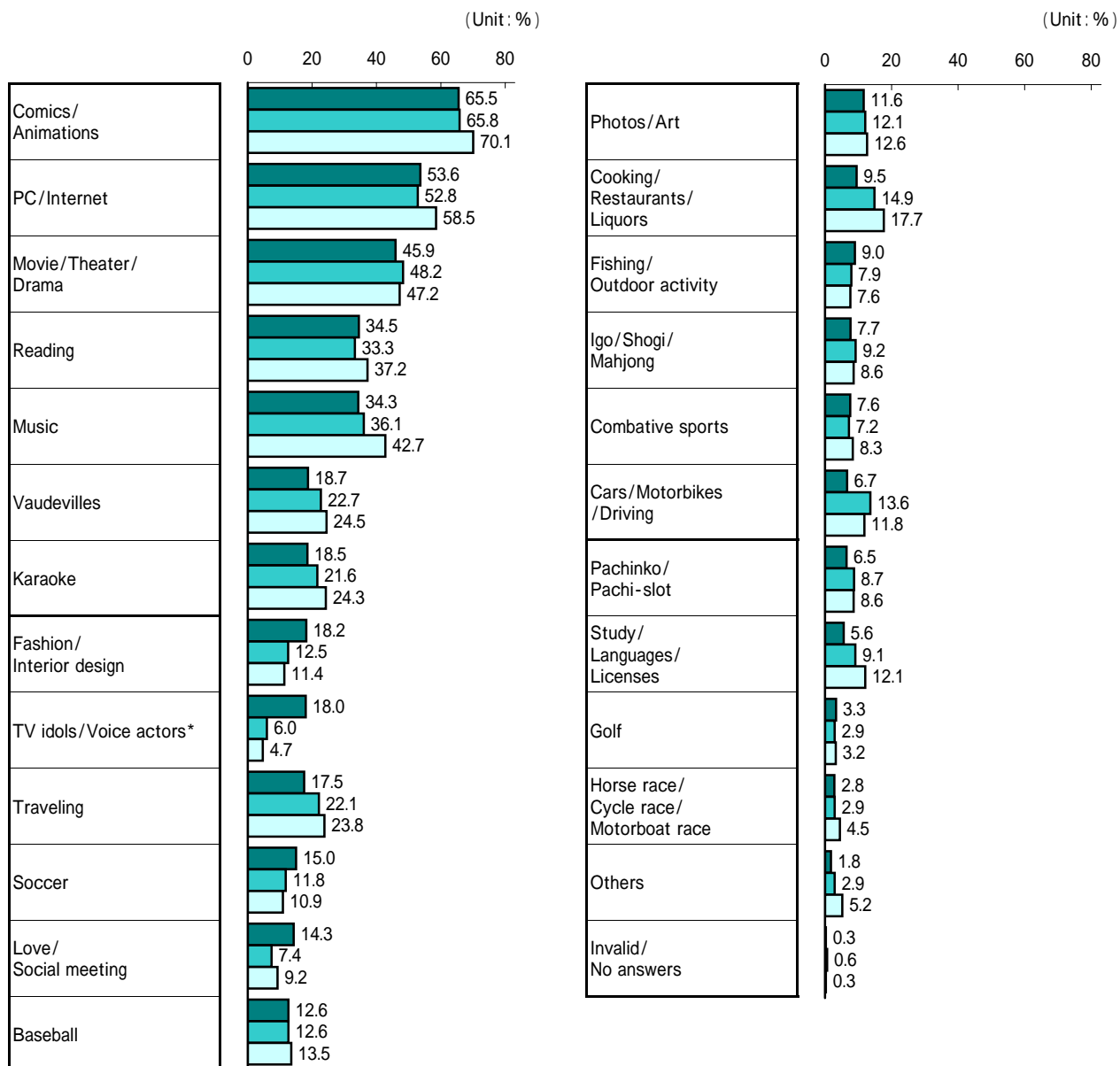
Note) CESA regards visitors to Tokyo Game Show as "game users", who are classified into three groups depending on how often they play videogames and are defined as follows. The same definition has been applied to the past visitors surveys.

[User classification by frequency of game playing]	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%), but the number has been decreasing year by year. Meanwhile, "Chiba" (22.3%) has been gradually increasing and came close to the top.
- The category with the highest percentage of visitors was "Company employee / Public employee / Self-employed" (45.9%), and the ratio increased from that of last year (40.2%), and accounted for 60.6% of "light users".

5 . Hobbies and interests (Multiple answers)

[Q] Do you have any hobbies or interests other than games? < Choose any number of answers >



*"TV idols" was changed to "TV idols/Voice actors" in TGS survey 2010.

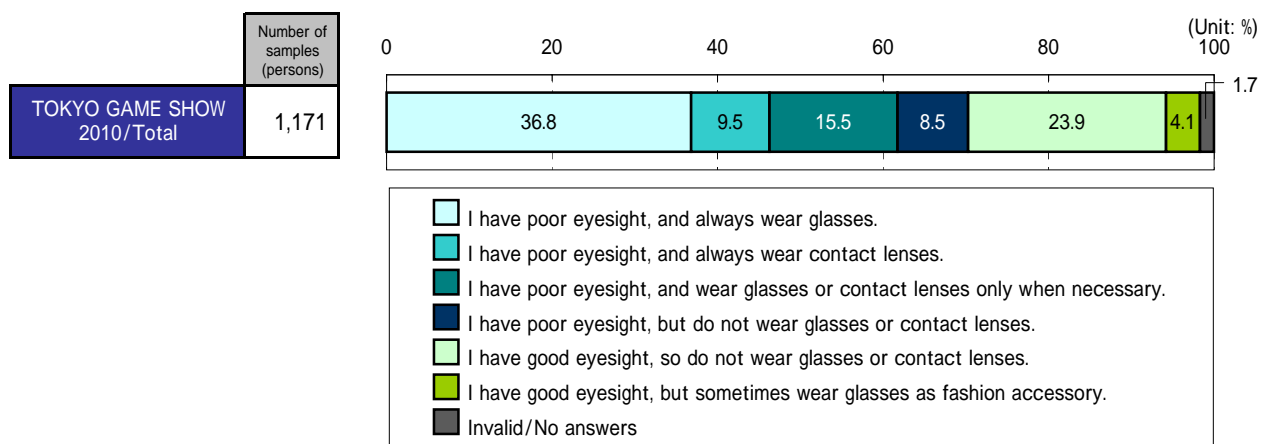
· Respondents were most interested in "Comics/Animations" (65.5%); a continuing tendency from the 2008 and 2009 surveys.
 · "PC/Internet" (53.6%) was in the second place.
 · "TV idols" was changed to "TV idols/Voice actors" in this survey, and the ratio remarkably increased from 6.0% to 18.0%.
 · The ratios for "Comics/Animation", "PC/Internet", "Music", "Vaudevilles", "Karaoke", and "TV idols/Voice actors" were higher in accordance with the frequency of playing household videogames.
 · The ratios for "Fashion/Interior design", "Traveling", "Soccer", "Baseball", "Cooking/Restaurants/Liquors", "Study/Languages/Licenses" and "Horse race/Cycle race/Motorboat race" increased as frequency of playing household videogames decreased.

(Unit: %)

	TOKYO GAME SHOW 2010/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)	1,171	875	8	40	62	88	203	148	229	84	13	296	11	17	10	20	58	45	90	42	3	431	494	246
Comics/ Animations	65.5	66.6	87.5	62.5	67.7	79.5	79.8	62.2	60.7	50.0	30.8	62.2	90.9	70.6	90.0	85.0	75.9	86.7	43.3	31.0	33.3	76.3	63.6	50.4
PC/Internet	53.6	55.8	12.5	32.5	50.0	58.0	61.1	54.1	58.1	58.3	46.2	47.3	0.0	41.2	40.0	50.0	67.2	62.2	42.2	31.0	33.3	58.5	51.6	49.2
Movie/Theater/ Drama	45.9	43.5	12.5	20.0	33.9	42.0	46.8	47.3	44.1	46.4	69.2	53.0	9.1	47.1	60.0	45.0	44.8	53.3	55.6	71.4	100.0	41.8	48.8	47.6
Reading	34.5	31.2	37.5	10.0	30.6	37.5	42.9	33.8	23.1	25.0	23.1	44.3	27.3	35.3	50.0	55.0	51.7	42.2	42.2	40.5	66.7	34.8	34.0	35.0
Music	34.3	33.3	0.0	10.0	35.5	37.5	46.3	40.5	21.8	29.8	23.1	37.5	0.0	29.4	40.0	50.0	65.5	42.2	25.6	28.6	0.0	36.4	33.2	32.9
Vaudevilles	18.7	17.3	12.5	7.5	14.5	15.9	20.7	13.5	21.4	15.5	0.0	23.0	9.1	47.1	10.0	15.0	22.4	22.2	27.8	16.7	0.0	19.0	18.8	17.9
Karaoke	18.5	16.3	12.5	7.5	16.1	30.7	27.1	17.6	7.0	6.0	0.0	25.0	18.2	35.3	40.0	55.0	34.5	24.4	16.7	11.9	0.0	20.6	18.6	14.6
Fashion/ Interior design	18.2	16.6	0.0	7.5	3.2	9.1	18.7	20.9	15.7	29.8	15.4	23.0	9.1	35.3	0.0	20.0	12.1	22.2	28.9	26.2	100.0	14.4	17.8	25.6
TV idols/Voice actors	18.0	17.9	0.0	2.5	17.7	27.3	21.7	17.6	17.5	13.1	0.0	18.2	18.2	29.4	40.0	40.0	22.4	26.7	7.8	7.1	0.0	20.9	17.0	15.0
Traveling	17.5	20.2	12.5	5.0	8.1	6.8	17.7	25.7	25.8	32.1	23.1	9.5	0.0	11.8	0.0	15.0	13.8	8.9	8.9	7.1	0.0	13.2	16.6	26.8
Soccer	15.0	17.7	25.0	22.5	4.8	18.2	19.2	12.8	21.8	19.0	7.7	7.1	18.2	11.8	10.0	10.0	3.4	4.4	5.6	11.9	0.0	13.5	14.0	19.9
Love/ Social meeting	14.3	11.5	0.0	5.0	1.6	4.5	15.3	17.6	10.0	14.3	15.4	22.3	18.2	17.6	0.0	25.0	22.4	26.7	22.2	23.8	33.3	14.6	12.8	16.7
Baseball	12.6	14.6	12.5	7.5	9.7	14.8	15.3	10.8	19.7	15.5	0.0	6.8	0.0	0.0	10.0	15.0	10.3	2.2	7.8	4.8	0.0	10.7	13.6	14.2
Photos/Arts	11.6	8.9	0.0	2.5	4.8	13.6	10.3	10.1	6.1	11.9	15.4	19.6	18.2	17.6	0.0	50.0	34.5	17.8	11.1	11.9	0.0	11.4	10.7	13.8
Cooking/ Restaurants/ Liquors	9.5	5.9	0.0	2.5	1.6	4.5	8.9	8.1	5.2	4.8	0.0	19.9	9.1	11.8	10.0	20.0	19.0	33.3	18.9	19.0	0.0	8.1	10.1	10.6
Fishing/ Outdoor activity	9.0	8.5	12.5	5.0	11.3	15.9	12.3	5.4	5.2	6.0	0.0	10.5	27.3	29.4	0.0	15.0	13.8	8.9	5.6	7.1	0.0	9.0	9.7	7.3
Igo/Shogi/ Mahjong	7.7	9.5	0.0	5.0	9.7	19.3	11.3	5.4	10.0	3.6	7.7	2.4	0.0	0.0	0.0	10.0	5.2	0.0	1.1	2.4	0.0	8.4	9.1	3.7
Combative sports	7.6	9.3	0.0	2.5	9.7	4.5	11.3	7.4	10.9	13.1	0.0	2.7	0.0	0.0	0.0	5.0	5.2	2.2	1.1	4.8	0.0	7.2	8.5	6.5
Cars/Motorbikes /Driving	6.7	7.9	0.0	5.0	6.5	5.7	7.9	8.1	7.9	10.7	23.1	3.0	0.0	5.9	0.0	0.0	5.2	0.0	1.1	9.5	0.0	6.0	7.5	6.1
Pachinko/ Pachi-slot	6.5	8.0	0.0	0.0	3.2	8.0	8.9	6.1	11.4	7.1	15.4	2.0	0.0	0.0	0.0	5.0	1.7	0.0	3.3	2.4	0.0	6.5	6.7	6.1
Study/ Languages/ Licenses	5.6	6.1	0.0	0.0	4.8	3.4	11.8	4.1	5.2	6.0	0.0	4.4	0.0	5.9	0.0	20.0	8.6	4.4	1.1	0.0	0.0	4.6	5.9	6.9
Golf	3.3	4.1	0.0	2.5	0.0	2.3	3.0	4.1	4.4	9.5	23.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	4.8	0.0	1.6	4.5	4.1
Horse race/ Cycle race/ Motorboat race	2.8	3.5	0.0	0.0	1.6	3.4	2.0	4.1	5.7	3.6	7.7	0.7	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	1.4	3.4	4.1
Others	1.8	1.8	0.0	2.5	0.0	0.0	1.0	3.4	3.1	1.2	0.0	1.7	0.0	0.0	0.0	0.0	0.0	4.4	3.3	0.0	0.0	1.9	1.8	1.6
Invalid/ No answers	0.3	0.2	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0

6 . Eyesight/Use of glasses

[Q] Do you have good eyesight? Do you use glasses? Choose the option closest to your answer.



(Unit: %)

		Number of samples (persons)	I have poor eyesight, and always wear glasses.	I have poor eyesight, and always wear contact lenses.	I have poor eyesight, and wear glasses or contact lenses only when necessary.	I have poor eyesight, but do not wear glasses or contact lenses.	I have good eyesight, so do not wear glasses or contact lenses.	I have good eyesight, but sometimes wear glasses as fashion accessory.	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	36.8	9.5	15.5	8.5	23.9	4.1	1.7
Gender and Age	Male	875	39.3	7.4	15.5	8.7	23.5	3.9	1.6
	3 ~ 9	8	0.0	0.0	12.5	0.0	87.5	0.0	0.0
	10 ~ 12	40	17.5	2.5	22.5	17.5	27.5	2.5	10.0
	13 ~ 15	62	27.4	0.0	12.9	11.3	43.5	3.2	1.6
	16 ~ 18	88	35.2	2.3	26.1	9.1	19.3	6.8	1.1
	19 ~ 24	203	43.3	10.3	17.7	5.9	16.7	3.0	3.0
	25 ~ 29	148	46.6	8.8	13.5	4.7	21.6	4.1	0.7
	30 ~ 39	229	37.6	8.7	12.2	10.0	26.6	4.8	0.0
	40 ~ 49	84	44.0	9.5	10.7	11.9	20.2	2.4	1.2
	50 or older	13	69.2	0.0	15.4	15.4	0.0	0.0	0.0
	Female	296	29.4	15.5	15.2	8.1	25.0	4.7	2.0
	3 ~ 9	11	18.2	0.0	9.1	9.1	54.5	9.1	0.0
	10 ~ 12	17	17.6	0.0	5.9	23.5	52.9	0.0	0.0
	13 ~ 15	10	50.0	0.0	10.0	20.0	20.0	0.0	0.0
	16 ~ 18	20	45.0	5.0	30.0	5.0	10.0	0.0	5.0
	19 ~ 24	58	36.2	20.7	12.1	3.4	13.8	12.1	1.7
25 ~ 29	45	22.2	22.2	17.8	6.7	22.2	4.4	4.4	
30 ~ 39	90	28.9	15.6	16.7	5.6	26.7	4.4	2.2	
40 ~ 49	42	23.8	19.0	14.3	11.9	31.0	0.0	0.0	
50 or older	3	33.3	33.3	0.0	33.3	0.0	0.0	0.0	
Frequency of playing tabletop videogames	Heavy user	431	33.9	7.4	16.5	9.0	27.1	4.4	1.6
	Middle user	494	35.8	9.7	17.0	8.5	23.3	3.4	2.2
	Light user	246	43.9	12.6	10.6	7.7	19.5	4.9	0.8

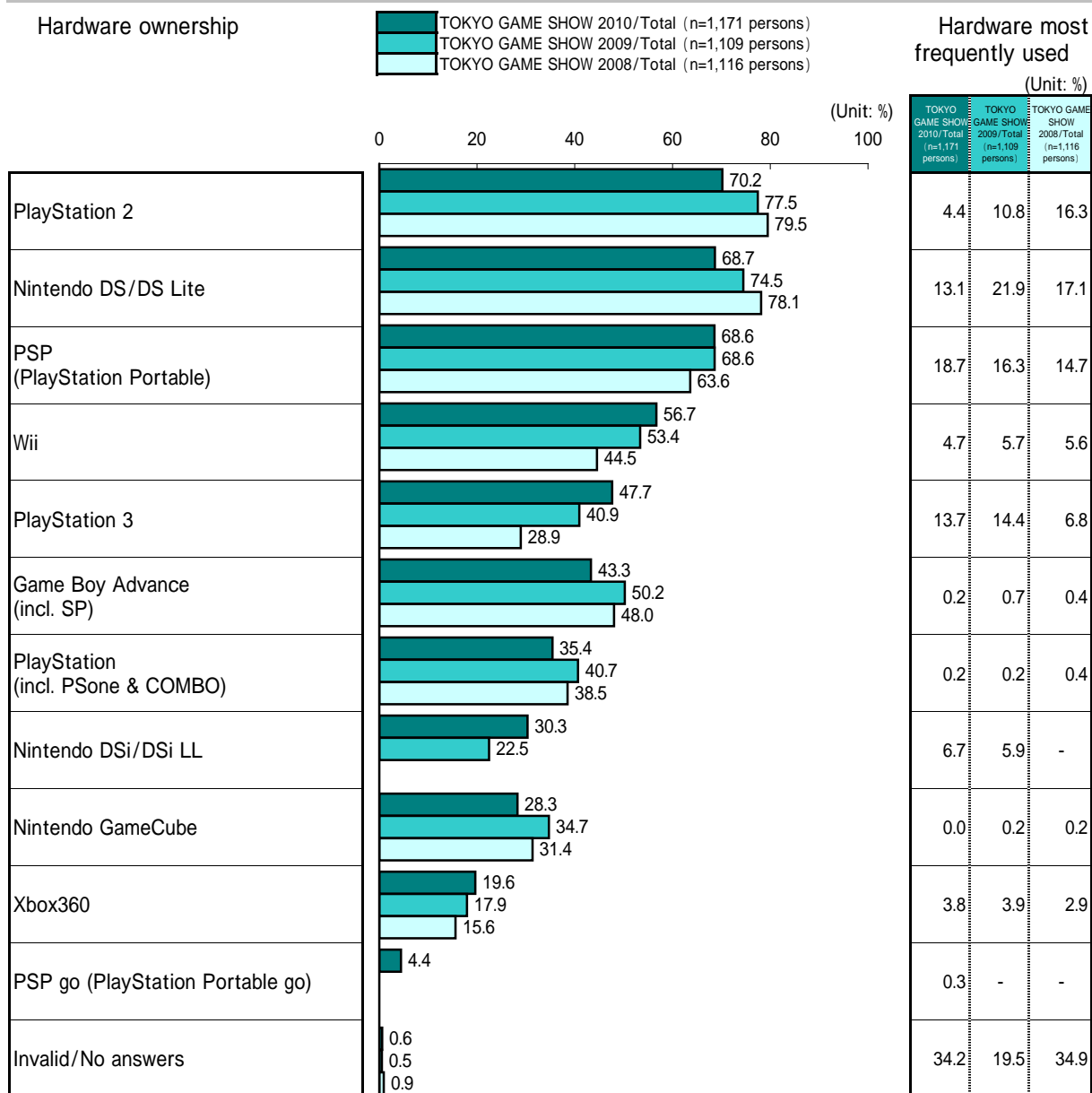
- This question was newly added to this survey. The ratio of "I have poor eyesight, and always wear glasses" was the highest (36.8%).
- The ratio of "I have poor eyesight, and always wear glasses" was the highest for light users (43.9%) and the lowest for heavy users (33.9%).
- The total ratio of respondents who had poor eyesight was 70.3%.

. Household Videogames

1 . Hardware ownership (Multiple answers) · Hardware most frequently used

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

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



Note 1) Nintendo DSi was added in TGS survey 2009, and changed to Nintendo DSi/DSi LL in TGS survey 2010.

Note 2) Nintendo DS (incl. Lite) was changed to Nintendo DS/DS Lite in TGS survey 2010.

Note 3) PSP go (PlayStation Portable go) was added in TGS survey 2010.

· As for ownership ratios, "PlayStation 2" and "Nintendo DS/DS Lite" remained at the top (70.2%) and the second (68.7%) respectively, but both continued to decrease slightly. "Wii", "PlayStation 3", "Nintendo DSi/DSi LL", and "Xbox360" increased steadily.

· As for frequency of use, "PSP (PlayStation Portable)" (18.7%) became the top for the first time. "PlayStation 3" (13.7%) ranked the second. "Nintendo DS/DS Lite", which was at the top in the previous survey, dropped to the third (13.1%).

· Among heavy users, "PSP (PlayStation Portable)" ranked the top both in ratio of ownership (77.5%) and in frequency of use (21.3%).

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

(Unit: %)

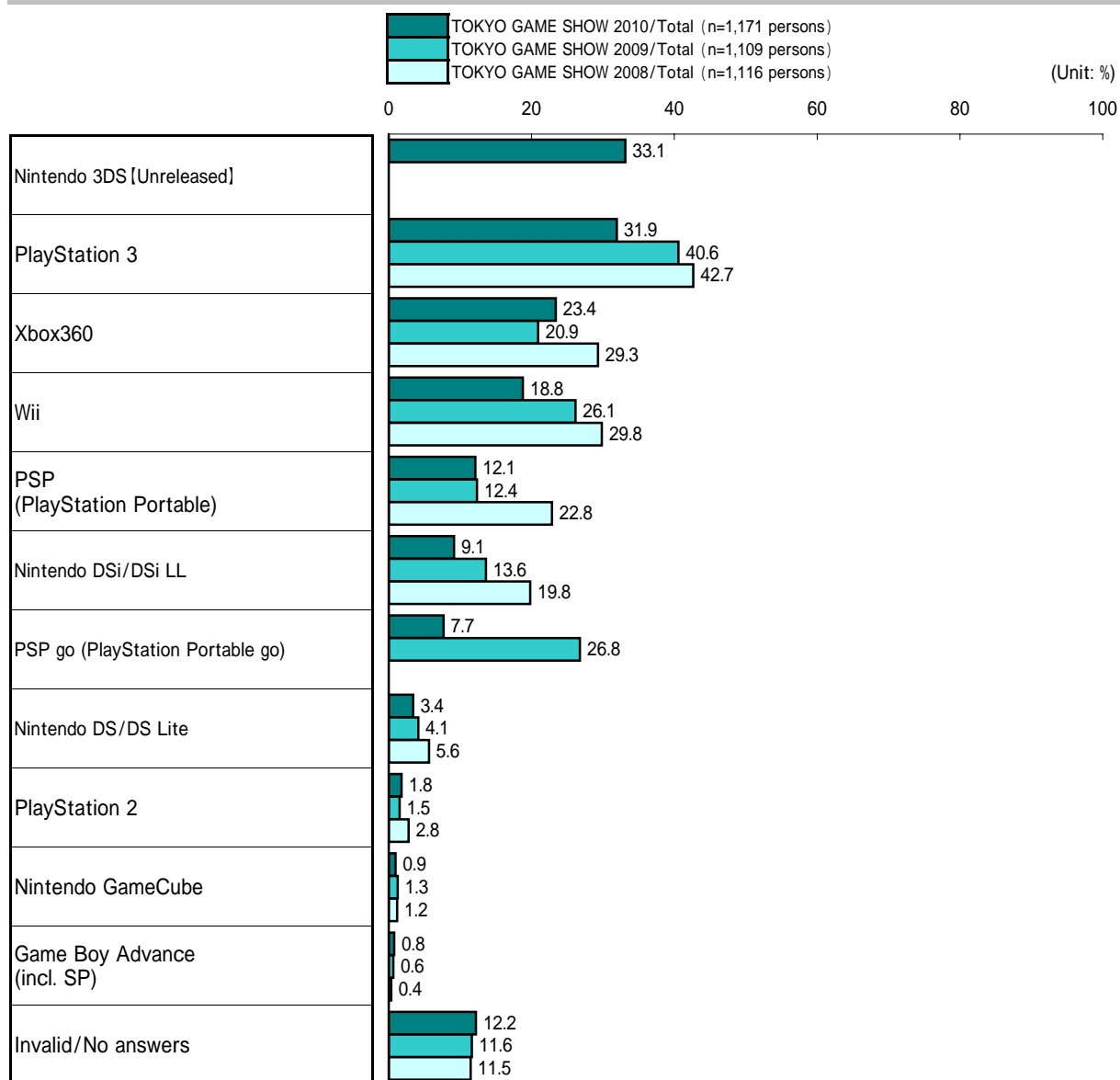
	TOKYO GAME SHOW 2010/Total	Gender and Age																		Frequency of playing household videogames				
		Male	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Female	3 ~ 9	10 ~ 12	13 ~ 15	16 ~ 18	19 ~ 24	25 ~ 29	30 ~ 39	40 ~ 49	50 or older	Heavy user	Middle user	Light user
Number of samples (persons)	1,171	875	8	40	62	88	203	148	229	84	13	296	11	17	10	20	58	45	90	42	3	431	494	246
PlayStation 2	70.2	70.3	50.0	57.5	74.2	76.1	71.4	68.9	74.2	63.1	38.5	69.9	36.4	41.2	70.0	75.0	82.8	86.7	67.8	59.5	33.3	76.3	70.2	59.3
Nintendo DS (incl. Lite)	68.7	65.6	75.0	87.5	79.0	78.4	61.1	60.1	60.3	70.2	38.5	77.7	100.0	82.4	70.0	90.0	69.0	75.6	78.9	76.2	100.0	76.3	68.6	55.3
PSP (PlayStation Portable)	68.6	69.9	12.5	62.5	90.3	88.6	76.4	69.6	65.1	47.6	38.5	64.5	45.5	29.4	40.0	85.0	79.3	86.7	52.2	59.5	100.0	77.5	71.1	48.0
Wii	56.7	54.1	62.5	82.5	74.2	53.4	52.2	43.2	52.4	57.1	30.8	64.5	81.8	76.5	50.0	60.0	60.3	53.3	63.3	81.0	66.7	63.3	54.7	49.2
PlayStation 3	47.7	51.4	25.0	27.5	46.8	62.5	55.7	58.1	51.5	36.9	38.5	36.5	27.3	17.6	10.0	55.0	37.9	44.4	35.6	33.3	66.7	56.4	50.2	27.2
Game Boy Advance (incl. SP)	43.3	43.9	25.0	60.0	64.5	67.0	54.7	29.7	33.6	28.6	23.1	41.6	18.2	23.5	50.0	80.0	50.0	37.8	35.6	38.1	66.7	55.0	41.7	26.0
PlayStation (incl. PSone & COMBO)	35.4	35.4	0.0	27.5	38.7	43.2	44.8	25.0	35.8	28.6	23.1	35.5	18.2	11.8	30.0	45.0	46.6	40.0	31.1	38.1	0.0	43.9	33.8	24.0
Nintendo DSi/DSi LL	30.3	29.4	50.0	37.5	38.7	25.0	33.0	19.6	30.6	29.8	7.7	33.1	27.3	58.8	20.0	20.0	22.4	31.1	37.8	42.9	0.0	39.9	27.5	19.1
Nintendo GameCube	28.3	28.8	12.5	37.5	50.0	42.0	35.0	14.9	23.6	20.2	30.8	26.7	9.1	23.5	20.0	55.0	29.3	17.8	23.3	33.3	33.3	35.7	26.7	18.3
Xbox360	19.6	21.8	12.5	5.0	17.7	13.6	29.1	28.4	24.9	7.1	7.7	13.2	9.1	0.0	10.0	15.0	10.3	13.3	18.9	9.5	33.3	24.6	19.8	10.6
PSP go (PlayStation Portable go)	4.4	5.6	0.0	5.0	4.8	5.7	4.9	4.1	7.0	4.8	23.1	1.0	0.0	11.8	0.0	0.0	0.0	0.0	0.0	2.4	0.0	7.2	2.8	2.8
Invalid/No answers	0.6	0.6	0.0	0.0	0.0	0.0	0.5	1.4	0.4	0.0	7.7	0.7	0.0	0.0	0.0	0.0	1.7	0.0	1.1	0.0	0.0	0.5	0.2	1.6

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

	TOKYO GAME SHOW 2010/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)	1,171	875	8	40	62	88	203	148	229	84	13	296	11	17	10	20	58	45	90	42	3	431	494	246
PSP (PlayStation Portable)	18.7	19.7	0.0	12.5	46.8	26.1	19.2	16.9	17.5	10.7	15.4	15.9	9.1	0.0	10.0	45.0	25.9	31.1	5.6	4.8	0.0	21.3	20.4	10.6
PlayStation 3	13.7	15.5	0.0	10.0	11.3	22.7	24.1	16.9	12.7	2.4	0.0	8.4	0.0	0.0	0.0	5.0	12.1	17.8	6.7	7.1	0.0	15.3	15.4	7.7
Nintendo DS/DS Lite	13.1	10.7	12.5	12.5	3.2	8.0	7.9	13.5	11.4	19.0	7.7	19.9	18.2	11.8	30.0	15.0	20.7	6.7	23.3	23.8	100.0	10.7	14.0	15.4
Nintendo DSi/DSi LL	6.7	6.2	12.5	15.0	6.5	3.4	5.4	6.1	5.2	9.5	0.0	8.4	9.1	35.3	0.0	0.0	5.2	6.7	5.6	16.7	0.0	9.3	4.5	6.9
Wii	4.7	4.0	12.5	2.5	4.8	2.3	4.9	2.7	3.1	6.0	15.4	6.8	9.1	5.9	10.0	5.0	1.7	4.4	12.2	4.8	0.0	3.2	4.3	8.1
PlayStation 2	4.4	4.6	12.5	5.0	3.2	5.7	3.4	4.1	3.9	8.3	7.7	3.7	0.0	0.0	10.0	5.0	6.9	2.2	2.2	4.8	0.0	3.7	3.2	7.7
Xbox360	3.8	4.7	12.5	2.5	0.0	3.4	5.4	6.1	5.7	3.6	0.0	1.0	0.0	0.0	0.0	0.0	0.0	2.2	2.2	0.0	0.0	5.1	3.4	2.0
PSP go (PlayStation Portable go)	0.3	0.5	0.0	0.0	0.0	0.0	0.5	0.7	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.4
Game Boy Advance (incl. SP)	0.2	0.2	0.0	0.0	1.6	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0
PlayStation (incl. PSone & COMBO)	0.2	0.2	0.0	0.0	0.0	0.0	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4
Nintendo GameCube	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	34.2	33.7	37.5	40.0	22.6	28.4	28.1	32.4	39.7	40.5	53.8	35.8	54.5	47.1	40.0	25.0	27.6	28.9	42.2	38.1	0.0	30.6	34.2	40.7

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

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



Note 1) Nintendo DSi was changed to Nintendo DSi/DSi LL in TGS survey 2010.

Note 2) Nintendo DS (incl. Lite) was changed to Nintendo DS/DS Lite in TGS survey 2010.

Note 3) PSP go (PlayStation Portable go) was added in TGS survey 2010.

Note 4) Nintendo 3DS (unreleased) was added in TGS survey 2010.

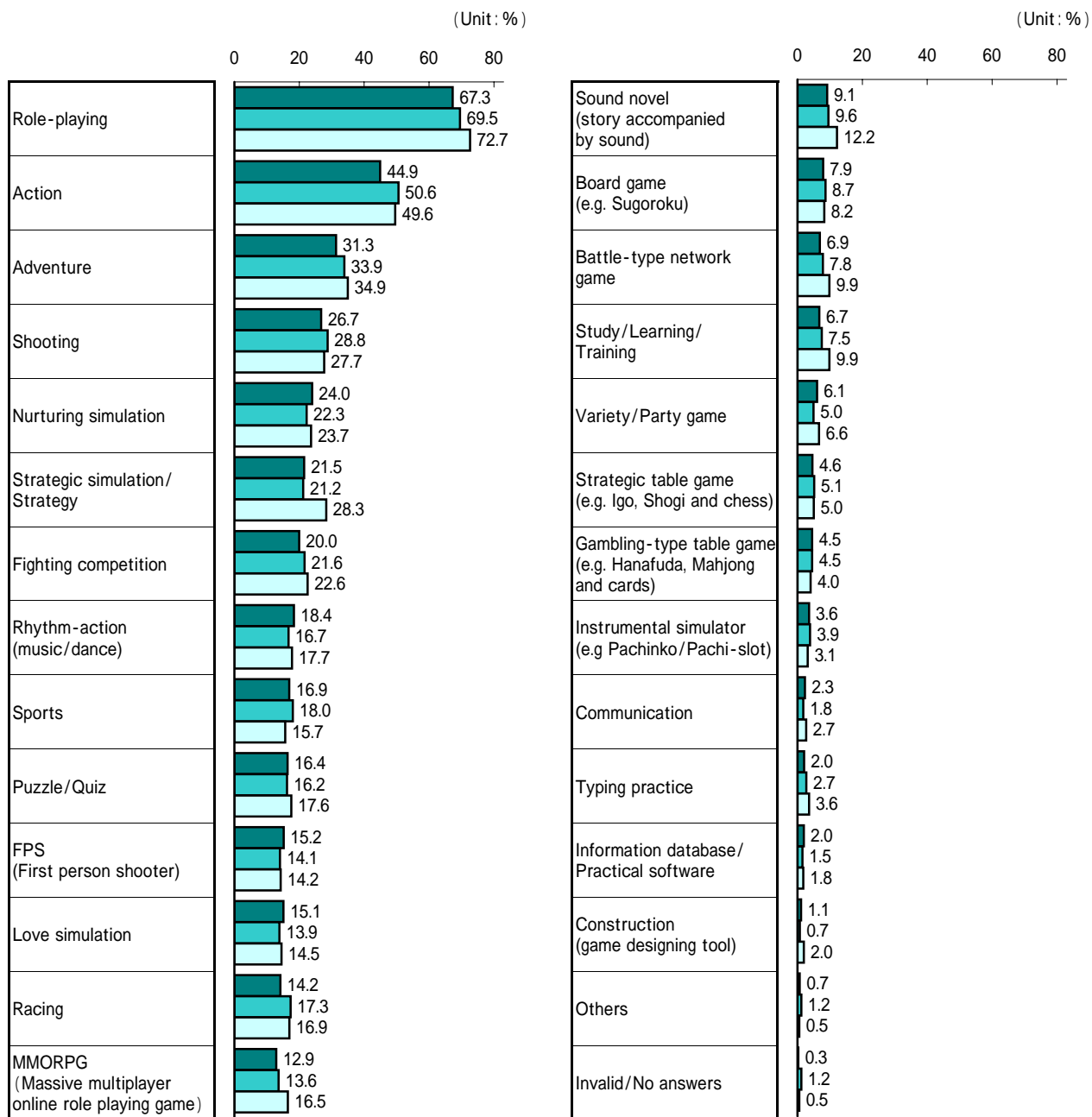
· "Nintendo 3DS", which had not yet been released as of the date of the questionnaire, ranked first with 33.1% of respondents. "PlayStation 3", which ranked first in the previous survey, dropped to the second with 31.9% of respondents. The ratio of "Xbox360" increased to 23.4%, ranking in the third place. The ratio of "PSP go (PlayStation Portable go)", which had yet to be released as of the date of the questionnaire and ranked second in the previous survey, decreased to 7.7%.
 · The percentage of respondents wishing to purchase "Nintendo DSi/DSi LL" was significantly higher among females (14.9%) than among males (7.2%).

(Unit: %)

	TOKYO GAME SHOW 2010/Total	Gender and Age																	Frequency of playing household videogames					
		Male									Female								Heavy user	Middle user	Light user			
Number of samples (persons)		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					
	1,171	875	8	40	62	88	203	148	229	84	13	296	11	17	10	20	58	45	90	42	3	431	494	246
Nintendo 3DS [Unreleased]	33.1	34.9	37.5	52.5	46.8	36.4	36.0	31.1	30.6	34.5	15.4	28.0	27.3	23.5	20.0	40.0	34.5	28.9	28.9	14.3	33.3	41.3	31.4	22.4
PlayStation 3	31.9	31.5	50.0	32.5	41.9	29.5	31.0	25.7	31.4	35.7	30.8	33.1	9.1	17.6	40.0	35.0	41.4	42.2	28.9	33.3	0.0	31.8	28.9	38.2
Xbox360	23.4	25.1	12.5	25.0	43.5	39.8	22.7	22.3	22.7	16.7	15.4	18.2	0.0	11.8	20.0	25.0	25.9	17.8	15.6	19.0	0.0	26.0	22.3	21.1
Wii	18.8	17.8	25.0	10.0	16.1	21.6	18.2	16.2	18.3	14.3	46.2	21.6	0.0	23.5	30.0	40.0	17.2	11.1	30.0	14.3	33.3	18.3	18.2	20.7
PSP (PlayStation Portable)	12.1	12.6	50.0	10.0	8.1	11.4	10.3	13.5	13.1	17.9	7.7	10.8	0.0	17.6	30.0	10.0	10.3	8.9	8.9	14.3	0.0	11.6	10.3	16.7
Nintendo DSi/DSi LL	9.1	7.2	12.5	17.5	9.7	4.5	6.4	6.8	7.4	4.8	7.7	14.9	36.4	35.3	30.0	10.0	6.9	13.3	15.6	11.9	0.0	9.7	8.3	9.8
PSP go (PlayStation Portable go)	7.7	7.7	12.5	12.5	14.5	8.0	5.4	9.5	6.6	6.0	0.0	7.8	0.0	5.9	10.0	10.0	3.4	6.7	8.9	14.3	0.0	7.9	7.7	7.3
Nintendo DS/DS Lite	3.4	3.2	0.0	0.0	3.2	6.8	2.5	4.7	3.1	1.2	0.0	4.1	0.0	5.9	0.0	10.0	5.2	4.4	4.4	0.0	0.0	2.6	2.2	7.3
PlayStation 2	1.8	2.1	0.0	7.5	6.5	3.4	1.0	2.0	1.3	0.0	0.0	1.0	0.0	0.0	0.0	5.0	0.0	0.0	2.2	0.0	0.0	1.9	1.8	1.6
Nintendo GameCube	0.9	1.0	0.0	5.0	3.2	1.1	0.5	0.0	0.4	1.2	7.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.1	2.4	0.0	1.4	0.4	1.2
Game Boy Advance (incl. SP)	0.8	0.9	12.5	0.0	1.6	1.1	1.5	0.0	0.9	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.5	1.0	0.8
Invalid/No answers	12.2	12.0	0.0	10.0	8.1	8.0	12.3	13.5	13.5	15.5	0.0	12.8	27.3	5.9	10.0	15.0	15.5	22.2	5.6	9.5	66.7	12.3	12.6	11.4

3 . Favorite game genres (Multiple answers)

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



· "Role playing" was the most popular type of game (67.3%), although the ratio decreased for two consecutive years. "Action" ranked in the second place with 44.9% of respondents. The ratios increased for "Nurturing simulation", "Strategic simulation/Strategy", "Rhythm-action (music/dance)", "Puzzle/Quiz", "FPS (First person shooter)", and "Love simulation".

· Male users preferred "Role playing", "Action", "Shooting", "Strategic simulation/Strategy", "Fighting competition", "Sports", "FPS (First person shooter)" and "Racing", while female users played "Adventure", "Nurturing simulation", "Rhythm-action (music/dance)", "Puzzle/Quiz" and "Love simulation" more often.

(Unit: %)

	Gender and Age																				Frequency of playing household videogames			
	TOKYO GAME SHOW 2010/Total	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)	1,171	875	8	40	62	88	203	148	229	84	13	296	11	17	10	20	58	45	90	42	3	431	494	246
Role-playing	67.3	68.5	12.5	55.0	59.7	62.5	68.5	79.1	71.2	70.2	46.2	63.9	27.3	23.5	60.0	75.0	77.6	82.2	62.2	54.8	0.0	72.2	69.2	54.9
Action	44.9	48.0	37.5	60.0	71.0	65.9	53.7	42.6	41.0	27.4	15.4	35.8	36.4	47.1	40.0	70.0	53.4	33.3	23.3	21.4	0.0	51.3	47.0	29.7
Adventure	31.3	30.6	25.0	45.0	58.1	45.5	29.6	23.6	21.8	31.0	7.7	33.4	27.3	47.1	60.0	40.0	39.7	28.9	27.8	31.0	0.0	38.3	31.0	19.9
Shooting	26.7	30.7	0.0	22.5	43.5	40.9	29.1	27.7	31.9	25.0	23.1	14.9	0.0	23.5	0.0	20.0	25.9	13.3	7.8	19.0	0.0	32.3	24.3	22.0
Nurturing simulation	24.0	21.6	25.0	17.5	25.8	25.0	21.2	23.0	20.5	16.7	30.8	31.1	0.0	23.5	30.0	25.0	29.3	42.2	33.3	33.3	0.0	27.8	21.5	22.4
Strategic simulation/ Strategy	21.5	24.9	0.0	12.5	17.7	26.1	25.1	29.7	24.9	25.0	46.2	11.5	9.1	0.0	20.0	25.0	17.2	17.8	5.6	7.1	0.0	24.8	21.1	16.7
Fighting competition	20.0	23.2	12.5	10.0	33.9	26.1	25.1	29.7	20.5	14.3	0.0	10.5	0.0	5.9	30.0	30.0	8.6	6.7	10.0	9.5	0.0	21.8	21.3	14.2
Rhythm-action (music/dance)	18.4	15.9	12.5	5.0	32.3	27.3	19.7	14.9	9.6	9.5	0.0	25.7	27.3	29.4	30.0	40.0	29.3	31.1	23.3	11.9	0.0	21.8	17.8	13.4
Sports	16.9	19.3	12.5	25.0	17.7	17.0	18.2	16.2	20.1	28.6	7.7	9.8	27.3	23.5	10.0	5.0	3.4	0.0	12.2	14.3	33.3	13.5	17.2	22.4
Puzzle/Quiz	16.4	13.0	12.5	2.5	8.1	10.2	9.4	12.8	17.9	19.0	23.1	26.4	9.1	29.4	0.0	30.0	22.4	37.8	25.6	28.6	33.3	16.7	15.8	17.1
FPS (First person shooter)	15.2	19.1	0.0	5.0	17.7	33.0	26.1	17.6	16.2	10.7	0.0	3.7	0.0	0.0	0.0	5.0	6.9	6.7	2.2	2.4	0.0	20.6	14.4	7.3
Love simulation	15.1	13.0	0.0	2.5	16.1	19.3	13.3	18.2	11.4	7.1	0.0	21.3	18.2	17.6	40.0	35.0	27.6	24.4	17.8	9.5	0.0	19.0	14.2	10.2
Racing	14.2	16.8	25.0	20.0	27.4	19.3	14.8	8.8	18.3	16.7	30.8	6.4	0.0	5.9	0.0	20.0	3.4	4.4	5.6	11.9	0.0	14.4	14.2	13.8
MMORPG (Massive multiplayer online role playing game)	12.9	15.2	0.0	2.5	9.7	20.5	18.7	18.2	17.0	4.8	0.0	6.1	0.0	0.0	0.0	10.0	12.1	8.9	4.4	2.4	0.0	17.9	12.3	5.3
Sound novel (story accompanied by sound)	9.1	8.6	0.0	2.5	4.8	9.1	9.4	10.1	9.6	8.3	0.0	10.8	0.0	5.9	0.0	15.0	10.3	13.3	13.3	9.5	0.0	10.9	8.7	6.9
Board game (e.g. Sugoroku)	7.9	7.3	12.5	7.5	4.8	4.5	4.4	8.1	10.0	9.5	7.7	9.8	9.1	5.9	0.0	5.0	5.2	8.9	13.3	14.3	33.3	8.4	8.3	6.5
Battle-type network game	6.9	8.6	0.0	5.0	12.9	13.6	9.4	6.8	7.9	4.8	15.4	2.0	0.0	11.8	0.0	5.0	3.4	0.0	0.0	2.4	0.0	8.6	6.7	4.5
Study/Learning/ Training	6.7	4.9	12.5	2.5	3.2	2.3	3.9	4.1	5.2	11.9	7.7	12.2	0.0	17.6	10.0	5.0	13.8	13.3	8.9	14.3	100.0	4.4	7.1	10.2
Variety/Party game	6.1	4.8	12.5	0.0	6.5	6.8	4.9	4.7	3.9	6.0	0.0	9.8	9.1	29.4	0.0	5.0	5.2	4.4	14.4	9.5	0.0	5.6	5.9	7.3
Strategic table game (e.g. Igo, Shogi and chess)	4.6	5.7	0.0	5.0	4.8	8.0	4.4	6.8	4.8	8.3	7.7	1.4	0.0	0.0	0.0	0.0	3.4	0.0	2.2	0.0	0.0	7.7	2.8	2.8
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	4.5	5.3	0.0	0.0	8.1	9.1	3.4	3.4	5.7	7.1	15.4	2.4	0.0	5.9	0.0	5.0	1.7	2.2	2.2	0.0	33.3	5.1	4.3	4.1
Instrumental simulator (e.g. Pachinko/Pachi-slot)	3.6	4.2	0.0	2.5	6.5	2.3	2.5	3.4	4.4	10.7	7.7	1.7	0.0	0.0	0.0	5.0	0.0	0.0	3.3	2.4	0.0	3.7	3.0	4.5
Communication	2.3	1.8	0.0	2.5	1.6	2.3	1.5	0.7	2.2	3.6	0.0	3.7	0.0	5.9	0.0	10.0	5.2	6.7	0.0	4.8	0.0	3.0	2.4	0.8
Typing practice	2.0	1.9	0.0	0.0	3.2	3.4	2.0	2.7	0.9	2.4	0.0	2.4	0.0	0.0	0.0	10.0	0.0	0.0	4.4	2.4	0.0	2.1	1.8	2.4
Information database/ Practical software	2.0	2.4	0.0	0.0	0.0	2.3	2.5	4.1	1.3	3.6	15.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.1	2.4	0.0	1.6	1.8	2.8
Construction (game designing tool)	1.1	1.3	0.0	2.5	1.6	3.4	0.5	0.7	1.3	1.2	0.0	0.7	0.0	5.9	0.0	5.0	0.0	0.0	0.0	0.0	0.0	1.9	0.8	0.4
Others	0.7	0.8	0.0	0.0	4.8	0.0	0.5	0.7	0.4	1.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.7	0.6	0.8
Invalid/No answers	0.3	0.2	0.0	2.5	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.5	0.2	0.0

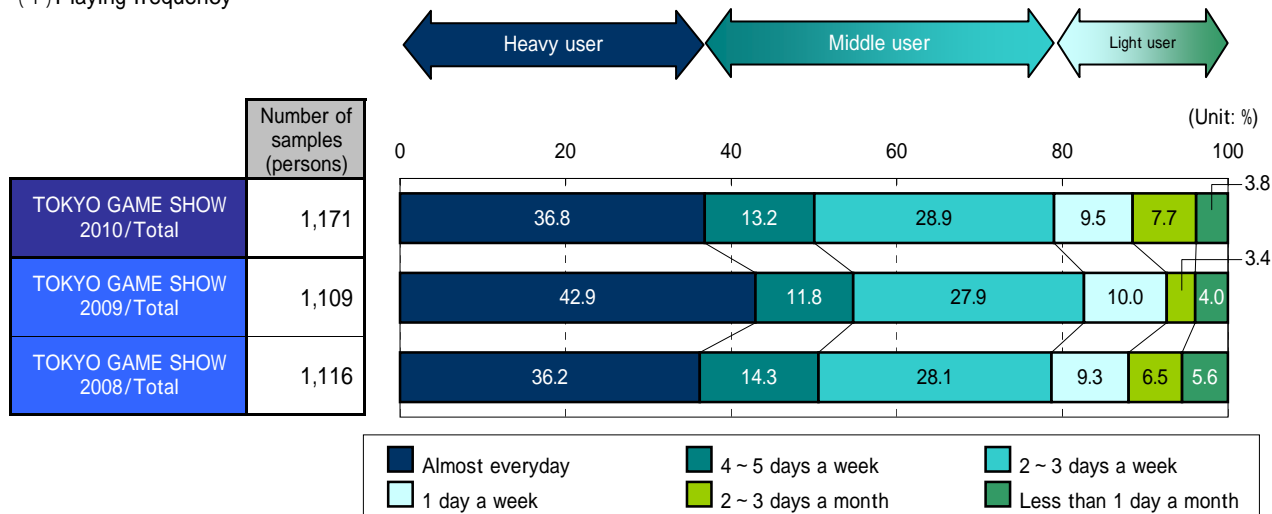
(Unit: %)

	Hobbies and interests																											
	TOKYO GAME SHOW 2010/Total	Comics/Animations	PC/Internet	Movie/Theater/Drama	Reading	Music	Vaudevilles	Karaoke	Fashion/Interior design	TV idols/Voice actors	Traveling	Soccer	Love/Social meeting	Baseball	Photos/Arts	Cooking/Restaurants/ Liquors	Fishing/Outdoor activity	Igo/Shogi/Mahjong	Combative sports	Cars/Motorbikes/Driving	Pachinko/Pachi-slot	Study/Languages/ Licenses	Golf	Horse race/Cycle race/ Motorboat race	Others	Invalid/No answers		
Number of samples (persons)	1,171	767	628	538	404	402	219	217	213	211	205	176	167	148	136	111	105	90	89	78	76	66	39	33	21	3		
Role-playing	67.3	74.6	74.2	71.9	73.0	73.6	70.3	69.1	67.6	76.3	67.8	74.4	73.7	75.0	70.6	76.6	70.5	78.9	71.9	69.2	76.3	71.2	71.8	78.8	90.5	33.3		
Action	44.9	52.0	52.2	51.1	55.0	57.7	54.8	56.7	44.1	54.0	46.8	46.6	53.9	46.6	58.8	53.2	54.3	52.2	55.1	52.6	43.4	59.1	46.2	51.5	28.6	66.7		
Adventure	31.3	38.3	38.1	37.5	43.1	42.0	41.6	39.2	30.5	46.9	28.3	32.4	41.9	33.8	40.4	38.7	47.6	38.9	33.7	41.0	28.9	48.5	30.8	27.3	33.3	0.0		
Shooting	26.7	28.8	34.1	29.0	30.4	34.1	32.9	30.0	26.8	36.0	35.1	28.4	36.5	31.8	34.6	32.4	42.9	42.2	43.8	47.4	35.5	43.9	35.9	30.3	28.6	33.3		
Nurturing simulation	24.0	27.1	28.7	27.5	30.9	26.4	27.9	31.3	27.2	33.2	22.9	27.8	32.9	32.4	33.1	33.3	36.2	43.3	27.0	25.6	23.7	28.8	25.6	33.3	23.8	0.0		
Strategic simulation/ Strategy	21.5	25.0	27.1	23.8	29.7	27.4	24.7	27.6	31.0	28.4	27.8	23.9	31.7	32.4	30.9	26.1	31.4	46.7	36.0	34.6	36.8	24.2	28.2	42.4	19.0	33.3		
Fighting competition	20.0	22.4	23.1	22.9	23.5	26.1	22.8	26.3	23.0	28.0	24.4	22.7	24.6	25.0	27.2	22.5	30.5	32.2	50.6	34.6	32.9	22.7	20.5	30.3	19.0	33.3		
Rhythm-action (music/dance)	18.4	22.6	24.4	18.8	22.0	30.8	26.9	33.2	21.6	31.8	17.6	17.6	22.2	14.9	30.1	25.2	32.4	30.0	16.9	17.9	23.7	22.7	15.4	27.3	23.8	33.3		
Sports	16.9	14.1	15.0	17.1	13.9	18.2	22.8	16.6	24.4	18.5	25.9	48.9	21.0	45.3	18.4	18.9	27.6	31.1	23.6	25.6	30.3	25.8	35.9	42.4	23.8	33.3		
Puzzle/Quiz	16.4	19.0	20.4	21.0	24.3	23.1	27.9	22.6	25.8	26.5	18.0	18.8	27.5	24.3	30.9	25.2	23.8	35.6	20.2	21.8	15.8	21.2	25.6	27.3	28.6	33.3		
FPS (First person shooter)	15.2	18.3	19.7	16.9	19.1	17.4	13.2	18.4	13.1	17.5	23.4	18.8	18.0	16.2	14.7	16.2	15.2	23.3	19.1	20.5	25.0	19.7	10.3	18.2	9.5	0.0		
Love simulation	15.1	20.7	17.4	14.7	18.3	19.4	17.8	25.8	15.5	38.9	14.6	12.5	18.6	14.2	23.5	18.9	19.0	21.1	10.1	19.2	10.5	31.8	5.1	12.1	33.3	0.0		
Racing	14.2	14.2	16.9	13.4	14.4	17.2	19.6	16.1	17.4	20.9	26.3	23.3	15.6	22.3	21.3	13.5	21.0	24.4	24.7	23.1	18.4	27.3	30.8	27.3	14.3	0.0		
MMORPG (Massive multiplayer online role playing game)	12.9	16.4	18.8	13.6	15.1	17.7	10.5	19.8	15.5	16.6	14.6	11.9	16.8	15.5	19.1	15.3	19.0	25.6	20.2	24.4	23.7	21.2	10.3	18.2	14.3	0.0		
Sound novel (story accompanied by sound)	9.1	12.3	12.9	10.0	14.4	11.4	14.2	15.7	8.0	17.1	9.3	9.1	9.0	11.5	14.0	11.7	9.5	13.3	14.6	11.5	13.2	16.7	10.3	15.2	14.3	0.0		
Board game (e.g. Sugoroku)	7.9	9.0	10.2	10.2	11.4	10.4	17.4	13.4	17.4	14.2	11.2	15.3	21.6	20.3	14.0	15.3	14.3	31.1	19.1	20.5	11.8	16.7	30.8	36.4	14.3	0.0		
Battle-type network game	6.9	8.5	9.7	6.5	8.4	10.7	10.0	9.7	9.9	11.8	8.8	8.0	13.8	11.5	14.7	6.3	11.4	20.0	14.6	20.5	11.8	10.6	17.9	12.1	14.3	0.0		
Study/Learning/ Training	6.7	6.5	8.4	8.9	12.6	9.5	9.1	11.5	15.5	9.0	8.3	10.2	16.8	12.2	13.2	16.2	10.5	13.3	10.1	12.8	7.9	15.2	17.9	15.2	9.5	0.0		
Variety/Party game	6.1	6.6	7.6	8.0	8.7	8.2	17.8	12.4	12.2	11.4	9.3	10.2	13.2	10.1	15.4	13.5	17.1	20.0	11.2	10.3	10.5	19.7	15.4	27.3	9.5	0.0		
Strategic table game (e.g. Igo, Shogi and chess)	4.6	5.2	5.1	5.4	6.2	6.0	7.8	6.5	10.3	8.5	6.8	8.5	7.8	12.2	11.0	5.4	7.6	25.6	15.7	14.1	11.8	4.5	15.4	21.2	4.8	0.0		
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	4.5	5.6	5.6	5.4	5.4	5.0	8.7	6.0	6.6	9.0	7.3	7.4	8.4	11.5	10.3	6.3	10.5	24.4	19.1	15.4	19.7	9.1	17.9	36.4	4.8	0.0		
Instrumental simulator (e.g. Pachinko/Pachi-slot)	3.6	4.0	3.7	4.6	4.2	4.5	7.3	4.1	4.2	5.2	6.3	8.0	6.6	10.1	5.9	2.7	4.8	10.0	11.2	6.4	23.7	3.0	15.4	24.2	0.0	0.0		
Communication	2.3	2.1	2.9	3.0	3.0	3.7	3.7	3.7	3.3	3.8	4.9	3.4	3.6	3.4	8.1	5.4	8.6	7.8	3.4	2.6	3.9	4.5	5.1	6.1	4.8	0.0		
Typing practice	2.0	2.5	3.2	2.4	3.5	3.7	4.1	4.6	4.7	5.7	4.4	3.4	3.0	2.7	5.9	5.4	4.8	6.7	3.4	6.4	0.0	9.1	10.3	3.0	4.8	0.0		
Information database/ Practical software	2.0	2.2	3.0	2.0	4.0	4.0	2.7	2.8	4.2	2.4	4.4	3.4	4.8	4.7	4.4	3.6	3.8	6.7	5.6	9.0	1.3	9.1	10.3	6.1	4.8	0.0		
Construction (game designing tool)	1.1	1.3	1.6	0.9	1.2	2.0	1.8	2.3	1.9	3.3	1.5	1.7	1.8	2.0	5.1	0.9	3.8	4.4	2.2	5.1	1.3	4.5	5.1	3.0	4.8	0.0		
Others	0.7	0.1	0.3	0.6	0.5	0.2	0.5	0.5	0.0	0.9	1.5	0.6	0.0	0.7	1.5	0.0	2.9	0.0	0.0	1.3	1.3	1.5	0.0	0.0	0.0	0.0		
Invalid/No answers	0.3	0.1	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		

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.)

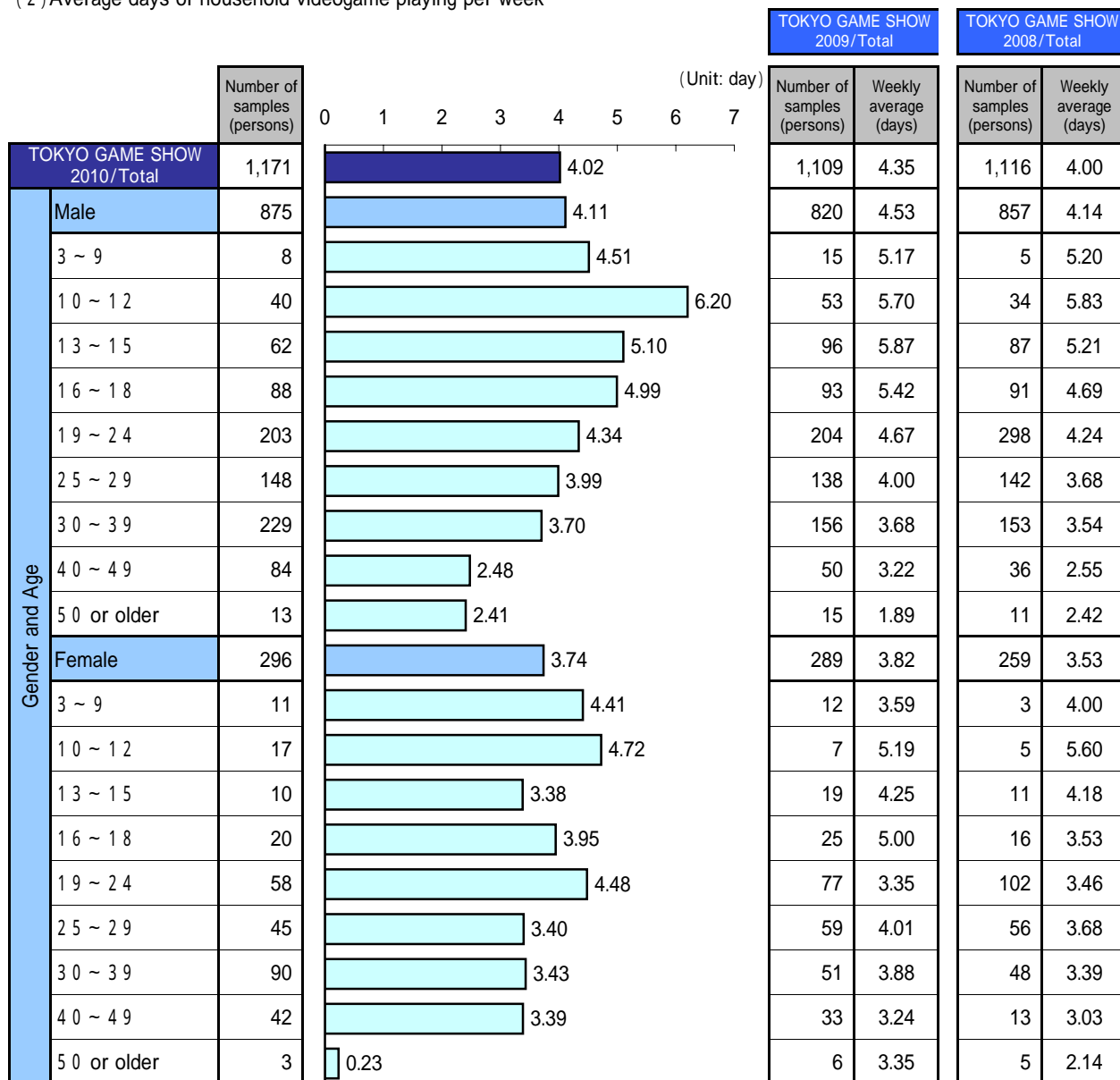
(1) Playing frequency



		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 2010/Total		1,171	36.8	13.2	28.9	9.5	7.7	3.8
Gender and Age	Male	875	38.1	13.7	28.6	9.4	6.5	3.8
	3~9	8	50.0	12.5	12.5	12.5	0.0	12.5
	10~12	40	77.5	12.5	7.5	2.5	0.0	0.0
	13~15	62	51.6	19.4	22.6	4.8	1.6	0.0
	16~18	88	52.3	14.8	23.9	6.8	1.1	1.1
	19~24	203	38.9	16.7	30.5	8.9	2.5	2.5
	25~29	148	36.5	14.2	27.0	8.8	9.5	4.1
	30~39	229	31.0	13.1	32.3	10.5	8.3	4.8
	40~49	84	16.7	3.6	36.9	16.7	17.9	8.3
	50 or older	13	15.4	7.7	30.8	15.4	15.4	15.4
	Female	296	33.1	11.8	30.1	9.8	11.1	4.1
	3~9	11	36.4	27.3	18.2	18.2	0.0	0.0
	10~12	17	41.2	29.4	17.6	5.9	5.9	0.0
	13~15	10	30.0	10.0	20.0	30.0	10.0	0.0
	16~18	20	30.0	20.0	35.0	5.0	5.0	5.0
	19~24	58	48.3	8.6	24.1	8.6	6.9	3.4
	25~29	45	31.1	2.2	37.8	13.3	13.3	2.2
	30~39	90	25.6	14.4	34.4	8.9	13.3	3.3
	40~49	42	31.0	7.1	31.0	7.1	14.3	9.5
50 or older	3	0.0	0.0	0.0	0.0	66.7	33.3	

- "Heavy users" who play "almost everyday" decreased to 36.8%.
- The percentage of "almost everyday" exceeded 50% for males of "16-18" and younger age groups.
- The percentage of "2~3 days a week" was the highest among males of "30-39" (32.3%), "40-49" (36.9%) and "50 or older" (30.8%) as well as females of "16-18" (35.0%), "25-29" (37.8%) and "30-39" (34.4%) age groups.

(2) Average days of household videogame playing per week



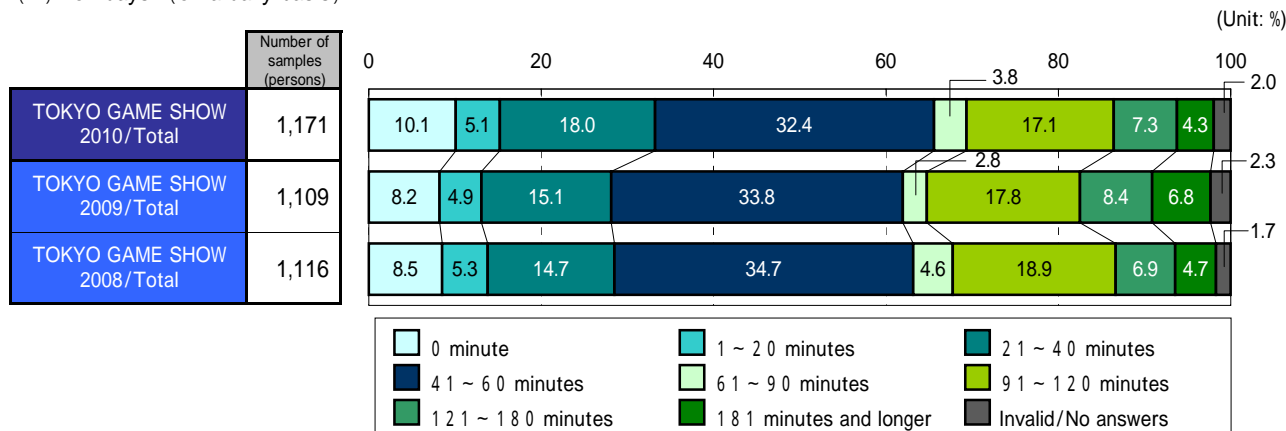
Note) Calculation assumption for obtaining the average weekly frequency of household videogame playing
 "Almost everyday": 7 days, "4-5 days a week": 4.5 days, "2-3 days a week": 2.5 days,
 "1 day a week": 1 day, "2-3 days a month": 0.3 day, "less often than 1 day a month": 0.1 day

- The average weekly frequency slightly decreased to 4.02 days.
- The average number of days of playing a week decreased both among males (4.53 to 4.11 days) and among females (3.82 to 3.74 days).
- The averages were the highest for "10-12" both among males (6.2 days) and females (4.72 days).

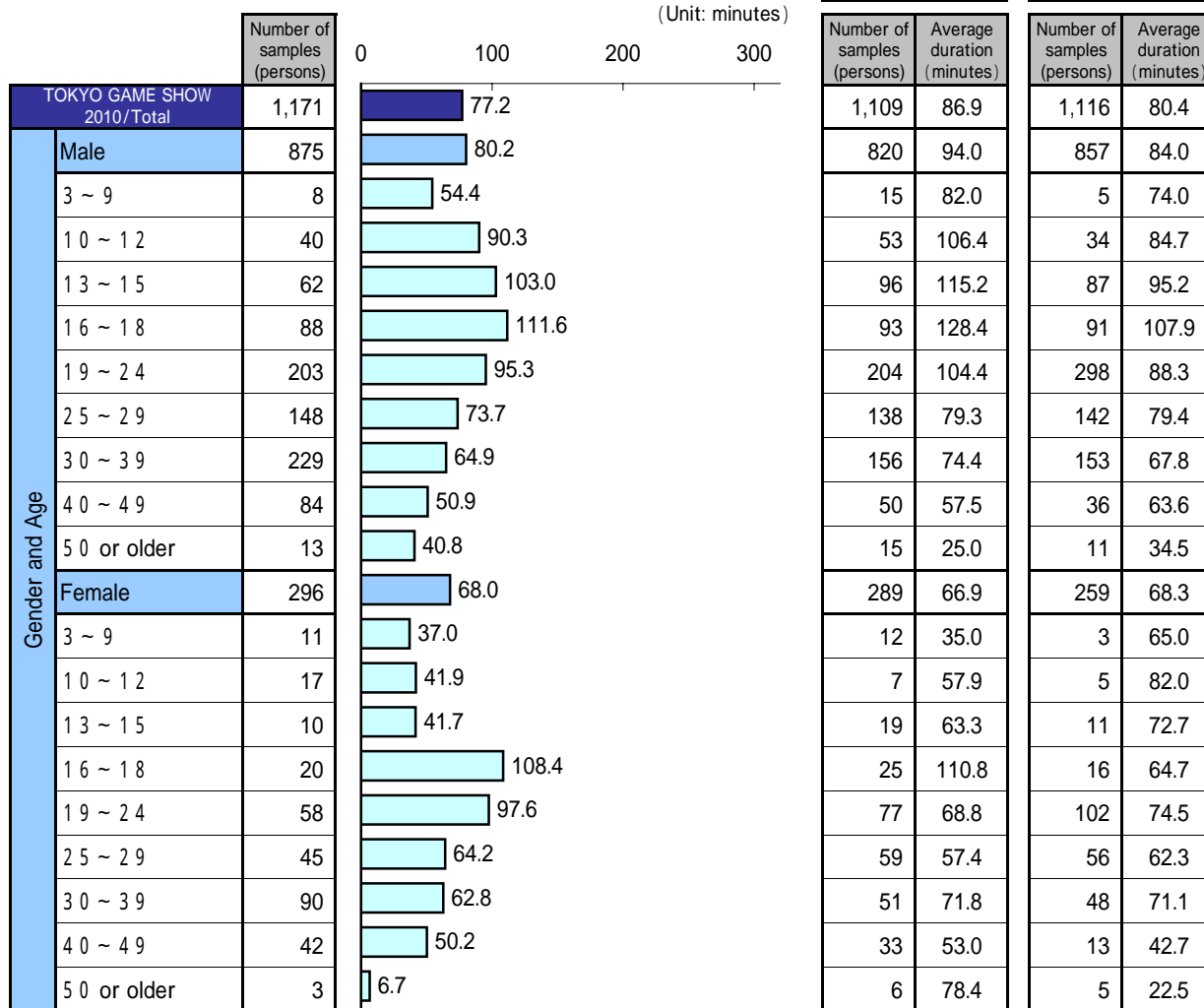
5 . Duration of game playing

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

(1) Workdays (on a daily basis)



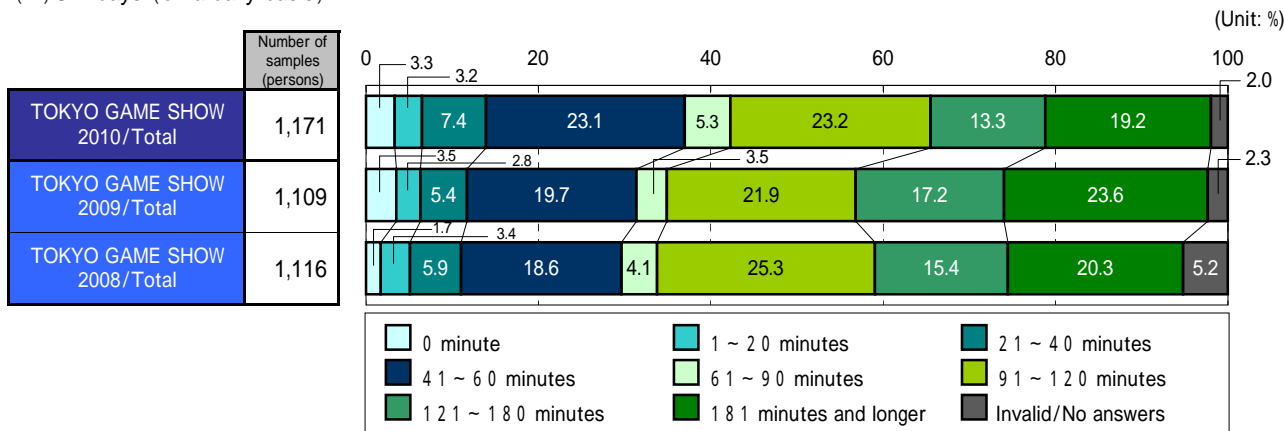
Average duration of game playing



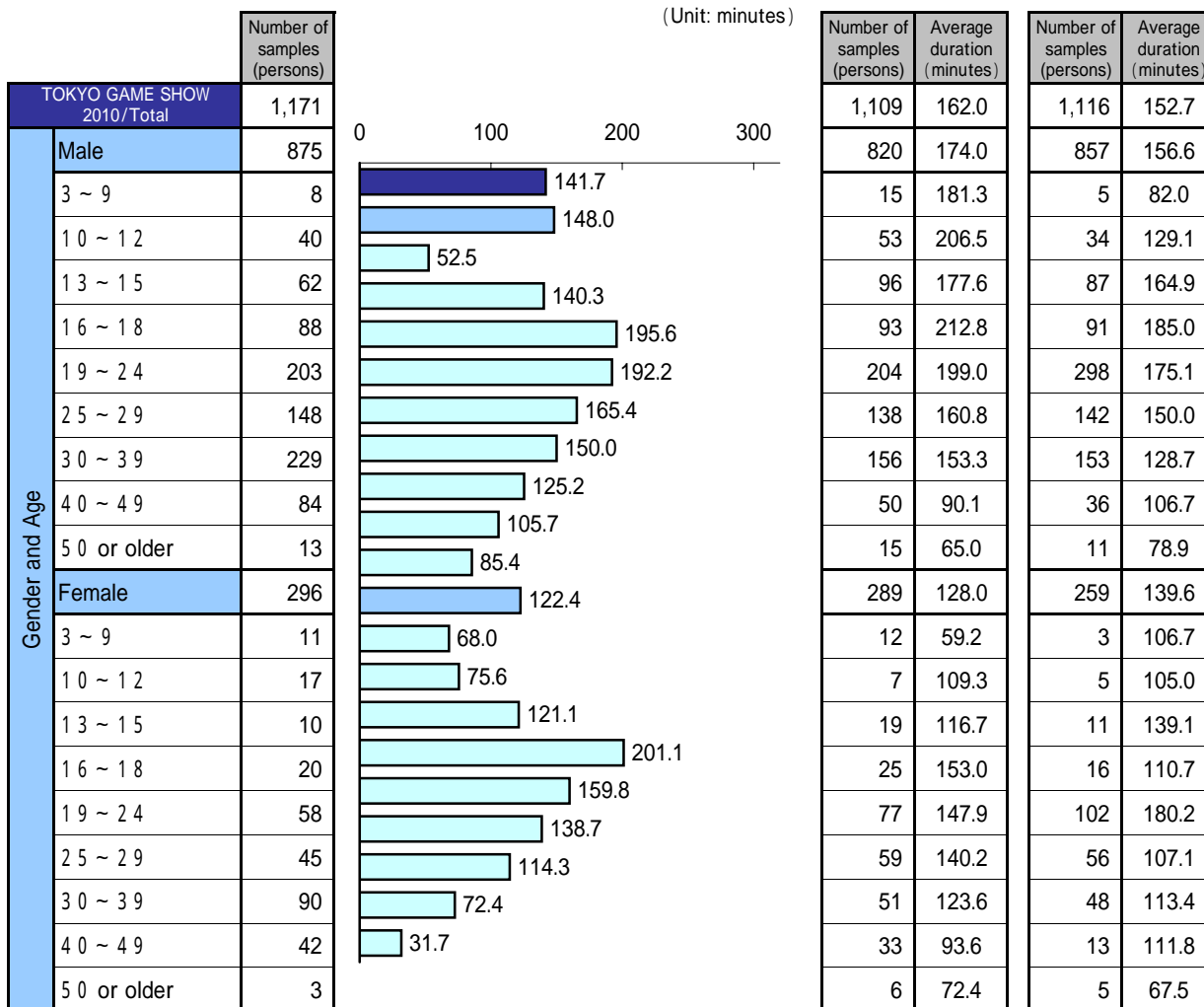
· The highest number of respondents played "41-60 min" per weekday, which was a result similar to those of past surveys, but the ratio (32.4%) decreased for two consecutive years. The percentages for relatively short playing time such as "0 min" (10.1%), "1-20 min" (5.1%) and "21-40 min" (18.0%) increased.

· The average playing time per weekday decreased to 77.2 minutes. The time decreased for males (80.2 min) and increased for females (68.0 min).

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

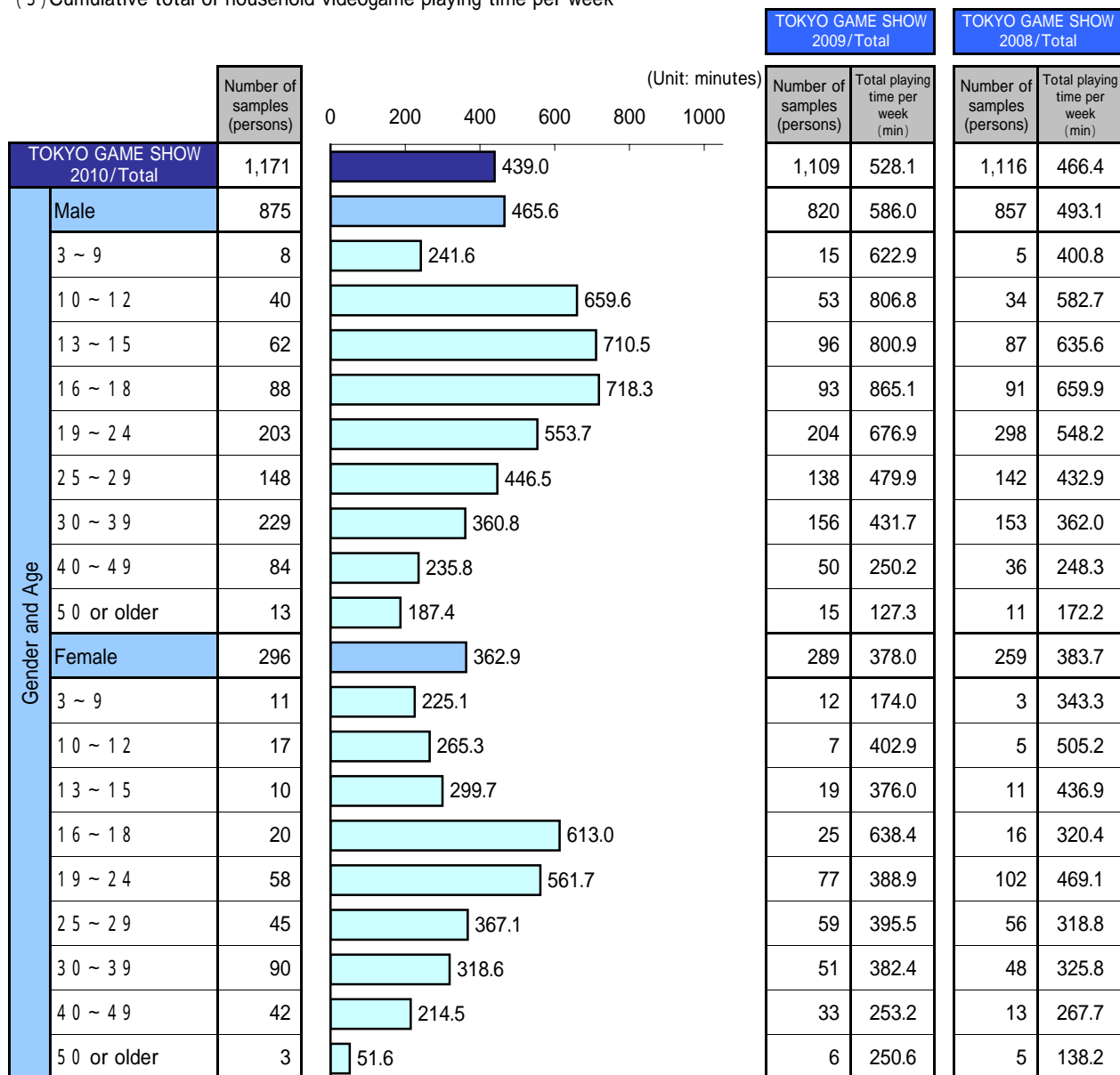


Average duration of household videogame playing



"91-120 min." was the most common length of playing time (23.2%), and but the percentage was also high for "41-60 min." (23.1%). The percentages for "121-180 min." (13.3%) and "181 min.-" (19.2%) decreased.
 The average playing time per day-off was 141.7 minutes. The average decreased both among males (148.0 min.) and among females (122.4 min.).

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



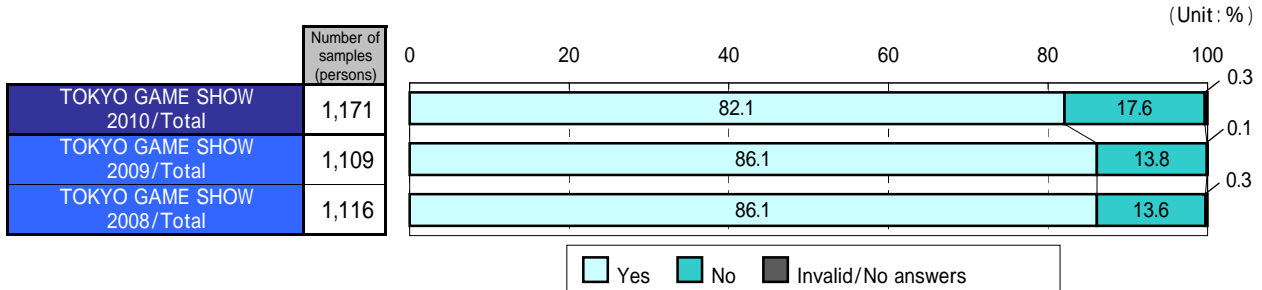
Note) Total weekly playing time = (Ave. playing days per week - 2) × Ave. work-day playing min. + Ave. off-day playing min. × 2

- Total weekly playing time was 439.0 min. This represents a decrease of about one and half hours from the time obtained from the last survey (528.1 min.).
- Total weekly playing time decreased both among males (465.6 min.) and among females (362.9 min.).
- Both males (718.3 min.) and females (613.0 min.) in the "16-18" age group played the longest of all the age groups.

6 . Tendency of software purchases

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

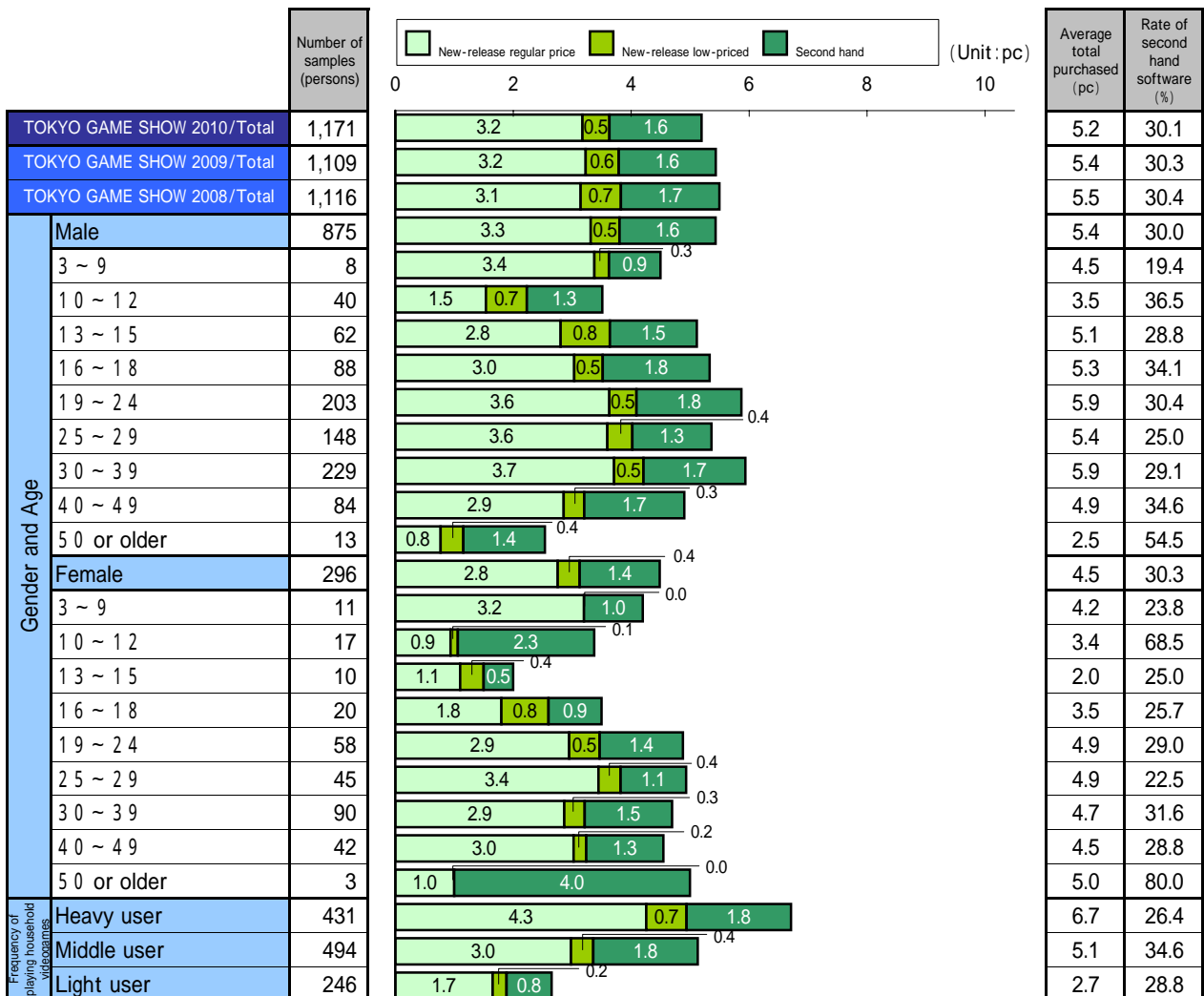
[Q] Did you buy any videogame software (packages) in the last one year? (Excluding PC games.)



(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).

- Respondents who purchased household videogame software (packages) during the past year decreased to 82.1%.
- The total number of purchases decreased from 5.4pcs. to 5.2 pcs.
- The component ratios of "new-release regular price", "new-release low-priced" and "second-hand" games purchased slightly decreased or remained almost the same. The ratio for "second-hand" games purchased slightly decreased to 30.1%.

(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: 695/713, n=961)

Title/Series [Breakdown] Title	Console	Title Qty
"MONSTER HUNTER" series		53
Monster Hunter Diary Poka Poka Airu Village	PSP	23
MONSTER HUNTER PORTABLE 2nd G	PSP	17
MONSTER HUNTER Frontier Online	X360	6
MONSTER HUNTER 3(Tri-)	Wii	4
"MONSTER HUNTER PORTABLE""MONSTER HUNTER PORTABLE 1st/2nd"	PSP	2
"MONSTER HUNTER"	(No answer)	1
"Pokemon" series		48
Pokemon Black	NDS	13
Pokemon White	NDS	7
Pokemon Soul Silver	NDS	6
Pokemon Heart Gold	NDS	4
"Pokemon White&Black"	NDS	7
"Pokemon"	NDS	5
"Pokemon"	(No answer)	3
"Pokemon Heart Gold/Soul Silver"	NDS	2
"Pokemon White/Soul Silver"	NDS	1
"DRAGON QUEST" series		44
DRAGON QUEST MONSTERS-Joker 2	NDS	14
DRAGON QUEST IX Defenders of the Starry Sky	NDS	13
DRAGON QUESTVI Realms of Reverie	NDS	3
DRAGON QUEST Monster Battle Road Victory	Wii	3
DRAGON QUEST Chapters of the Chosen	NDS	1
DRAGON QUEST Chapters of the Chosen	(No answer)	1
"DRAGON QUEST"	NDS	4
"DRAGON QUEST"	(No answer)	3
"DRAGON QUEST-Jokers"	NDS	1
DRAGON QUEST MONSTERS-Joker 2/Battle Road Victory/Caravan Heart	NDS/Wii/GBA	1
"Metal Gear" series		31
METAL GEAR SOLID PEACE WALKER	PSP	27
METAL GEAR SOLID 4 GUNS OF THE PATRIOTS	PS3	2
"METAL GEAR SOLID"	PSP	1
"MGS4/MGO"	PS3	1
"FINAL FANTASY" series		23
FINAL FANTASY XIII	PS3	19
FINAL FANTASY IV	NDS	1
FINAL FANTASY VII	PS	1
"FINAL FANTASY"	PS3	2
HATSUNE MIKU -Project DIVA- series		21
HATSUNE MIKU -Project DIVA- 2nd	PSP	12
"HATSUNE MIKU -Project DIVA-""HATSUNE MIKU""Project DIVA"etc.	PSP	9
"Tales of" series		19
Tales of Vesperia	PS3	5
Tales of Graces	Wii	5
Tales of Fantasia Narikiri Dungeon X	PSP	2
Tales of Eternia	PSP	1
Tales of Graces	PS3	1
Tales of Destiny 2	PSP	1
Tales of Rebirth	PSP	1
Tales of Vesperia	(No answer)	1
"Tales"	PSP	1
"Tales"	PS3/Wii	1
"Mario Bros." series		18
New Super Mario Bros. Wii	Wii	15
"Mario"	(No answer)	3
"Devil Kings" series		17
Devil Kings 3	PS3	13
Devil Kings 3	Wii	2
"Devil Kings"	Wii	2
"Inazuma Eleven" series		15
Inazuma Eleven 3 Challenge to the World	NDS	8
Inazuma Eleven 2: Threat of the Invader	NDS	1
"Inazuma Eleven""Inazuma"	NDS	5
"Inazuma Eleven 2/3"	NDS	1

Title/Series [Breakdown] Title	Console	Title Qty
GOD EATER	PSP	15
KINGDOM HEARTS Birth by Sleep	PSP	14
"BIO HAZARD" (Resident Evil) series		14
BIO HAZARD5	PS3	6
BIO HAZARD5	(No answer)	3
BIO HAZARD5	X360	2
BIO HAZARD / The Darkside Chronicles	Wii	1
"BIO HAZARD"	Wii/PS3	1
"BIO HAZARD 4/5"	PS2/PS3	1
"BLAZBLUE" series		14
BLAZBLUE -CONTINUUM SHIFT-	PS3	3
BLAZBLUE -CONTINUUM SHIFT-	X360	2
BLAZBLUE -CALAMITY TRIGGER-	PS3	1
"BLAZBLUE"	PS3	4
"BLAZBLUE"	X360	2
"BLAZBLUE"	PSP	1
"BLAZBLUE"	(No answer)	1
"Ryu Ga Gotoku (YAKUZA)" series		14
Ryu Ga Gotoku (YAKUZA) 4:	PS3	9
Ryu Ga Gotoku (YAKUZA) 3	PS3	1
Ryu Ga Gotoku (YAKUZA) 2	PS2	1
"Ryu Ga Gotoku"	PS3	2
"Ryu Ga Gotoku"	(No answer)	1
Phantasy Star Portable 2	PSP	13
"Halo" series		10
Halo: Reach	X360	8
"Halo"	X360	2
Another Century's Episode:R	PS3	9
Wii Party	Wii	9
"Call of Duty" series		9
Call of Duty4: Modern Warfare2	PS3	3
Call of Duty4: Modern Warfare	PS3	2
Call of Duty4: Modern Warfare2	X360	1
"Call of Duty"	(No answer)	2
"Call of Duty"	PS3	1
NieR Replicant	PS3	9
Super Street Fighter		8
Super Street Fighter	X360	4
Super Street Fighter	PS3	3
Super Street Fighter	(No answer)	1
"PERSONA" series		8
PERSONA4	PS2	4
PERSONA3 Portable	PSP	2
PERSONA3	PS2	1
"PERSONA"	PSP	1
"LOST PLANET" series		8
LOST PLANET 2	PS3	6
LOST PLANET 2	X360	1
LOST PLANET EXTREME CONDITION	PS3	1
ASSASSIN'S CREED II		7
ASSASSIN'S CREED II	X360	4
ASSASSIN'S CREED II	PS3	2
ASSASSIN'S CREED II	(No answer)	1
Xenoblade	Wii	7
Atelier Torori: Alchemist of Arland 2	PS3	7
Loveplus	NDS	7
Etrian Odyssey III: The Drowned City	NDS	6
"Valkyria Chronicles" series		6
Valkyria Chronicles 2 Gallia Royal Military Academy	PSP	5
Valkyria Chronicles PLAYSTATION3 the Best	PS3	1
428: In a Blockaded Shibuya	PSP	5
"Wii Sports" series		5
Wii Sports Resort	Wii	2
"Wii Sports""Wii Sports"	Wii	3

Title/Series [Breakdown] Title	Console	Title Qty
Steins;Gate	X360	5
"White Knight Chronicles" series		5
White Knight Chronicles Awakening of Light and Darkness	PS3	3
"White Knight Chronicles"	PS3	2
Super Mario Galaxy 2	Wii	5
Demon's Souls	PS3	5
"Wii Fit" series		4
Wii Fit Plus	Wii	1
"Wii Fit"	Wii	3
GHOST TRICK	NDS	4
.hack//Link	PSP	4
"FRONT MISSION" series		4
FRONT MISSION EVOLVED	PS3	2
"FRONT MISSION"	(No answer)	2
"pop'n music" series		4
pop'n music portable	PSP	3
pop'n music 9	PS2	1
METALMAX 3	NDS	4
"Winning Eleven" series		3
"Wi-ele 2010" "Winning Eleven 2010"	PS2	3
"SORA NO KISEKI" series		3
Ys vs Sora no Kiseki Alternative Saga	PSP	1
"SORA NO KISEKI"	PSP	2
"Animal Crossing" series		3
Animal Crossing: Wild World	NDS	2
Animal Crossing: Let's Go to the City	Wii	1
TRICK x LOGIC	PSP	3
Powerful Pro Baseball Live 2010		3
Powerful Pro Baseball Live 2010	PS3	2
Powerful Pro Baseball Live 2010	PSP	1
"The Legend of Zelda" series		3
The Legend of Zelda: Spirit Tracks	NDS	1
"The Legend of Zelda"	NDS	2
"Taiko no Tatsujin" series		3
Taiko no Tatsujin Portable 2	PSP	1
Taiko no Tatsujin DS3- RPG Battle	NDS	1
"Taiko no Tatsujin"	NDS	1
"Tokimeki Memorial Girl's Side" series		3
Tokimeki Memorial Girl's Side 3rd Story	NDS	1
"Tokimeki Memorial Girl's Side"	NDS	2
Tomodachi Collection	NDS	3
"Hakuouki" series		3
Hakuouki Portable	PSP	2
Hakuouki Junsoroku	PS3	1
"Vitamin" series		3
VitaminX Evolution Plus	PSP	2
VitaminZ Revolution	PSP	1
"FIFA" series		3
2010 FIFA World Cup: South Africa	Wii	1
2010 FIFA World Cup: South Africa	(No answer)	1
FIFA10 World Class Soccer	(No answer)	1
"Shiren the Wanderer" series		3
"Mystery Dungeon: Shiren the Wanderer" series	NDS	2
"Shiren the Wanderer"	NDS	1
"FAIRY TAIL" series		3
FAIRY TAIL PORTABLE GUILD	PSP	1
"FAIRY TAIL"	(No answer)	2
"Fallout" series		3
Fallout 3: Game of The Year Editon	X360	1
Fallout 3: Game of The Year Editon	PS3	1
Fallout 3	(No answer)	1

Title/Series [Breakdown] Title	Console	Title Qty
"Pro soccer club o tsukuro" series		3
Sakatsuku DS World Challenge 2010	NDS	2
J League Pro soccer club o tsukuro! 6 Pride of J	PSP	1
EVERYBODY'S TENNIS PORTABLE	PSP	3
METROID Other M	Wii	3
LAST RANKER	PSP	3
"Professor Layton" series		3
Professor Layton and the Devil's Flute	NDS	2
"Professor Layton"	NDS	1
"ONE PIECE" series		3
ONE PIECE Gigant Battle!	NDS	2
ONE PIECE Unlimited Cruise Episode 2	Wii	1
"ARMORED CORE" series		2
ARMORED CORE 3 PORTABLE	PSP	1
ARMORED CORE 4	PS3	1
"THE IDOLM@STER" series		2
THE IDOLM@STER Dearly Stars	NDS	1
THE IDOLM@STER SP-Wondering Stars	PSP	1
ALAN WAKE	X360	2
ACE COMBAT X2 JOINT ASSAULT	PSP	2
OKAMI		2
OKAMI	Wii	1
OKAMI	(No answer)	1
"Katamari Damacy" series		2
Katamari Damacy TRIBUTE	PS3	1
Beautiful Katamari	X360	1
"MOBILE SUIT GUNDAM" series		2
GUNDAM ASSAULT SURVIVE	PSP	1
Lost War Chronicles	PS3	1
"Phoenix Wright: Ace Attorney" series		2
Ace Attorney Investigations: Miles Edgeworth	NDS	1
"Phoenix Wright: Ace Attorney1 ~ 4"	NDS	1
"God of War" series		2
God of War III	PS3	1
God of War: Chains of Olympus	PSP	1
BIOSHOCK	PS3	2
beatmania IIDX 16 EMPRESS + PREMIUM BEST	PS2	2
"Fire Emblem" series		2
Fire Emblem-Monsho no Nazo	NDS	1
"Fire Emblem"	NDS	1
"Professional Baseball Spirits" series		2
Professional Baseball Spirits 2010	PS3	1
"Professional Baseball Spirits"	PSP	1
BAYONETTA		2
BAYONETTA	X360	1
BAYONETTA	PS3	1
Fist of the North Star: Ken's Rage		2
Fist of the North Star: Ken's Rage	PS3	1
Fist of the North Star: Ken's Rage	(No answer)	1
MASSIVE ACTION GAME (MAG)	PS3	2
"Rune Factory" series		2
Rune Factory Frontier	Wii	1
Rune Factory 3	NDS	1
"MEGA MAN" series		2
MEGA MAN ZERO COLLECTION	NDS	1
"MEGA MAN"	(No answer)	1
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

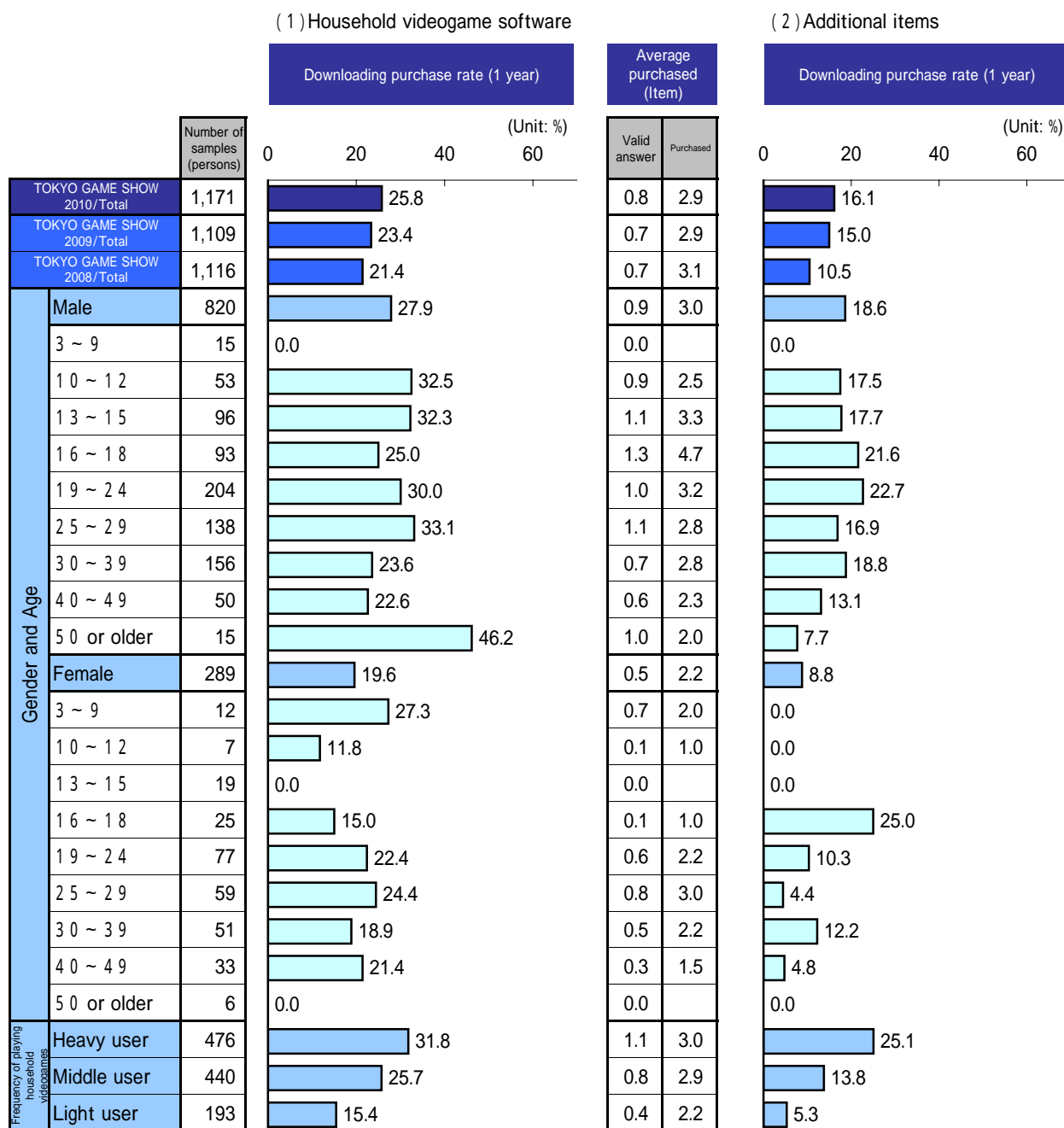
The "MONSTER HUNTER" series was in top place, with 53 respondents giving it as an answer, including 23 for "MONSTER HUNTER Diary - Pokapoka Airu Village" (PSP) and 17 for "MONSTER HUNTER PORTABLE 2nd G" (PSP). The single title ranking at the top was "METAL GEAR SOLID PEACE WALKER" (PSP) with 27 respondents.

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".

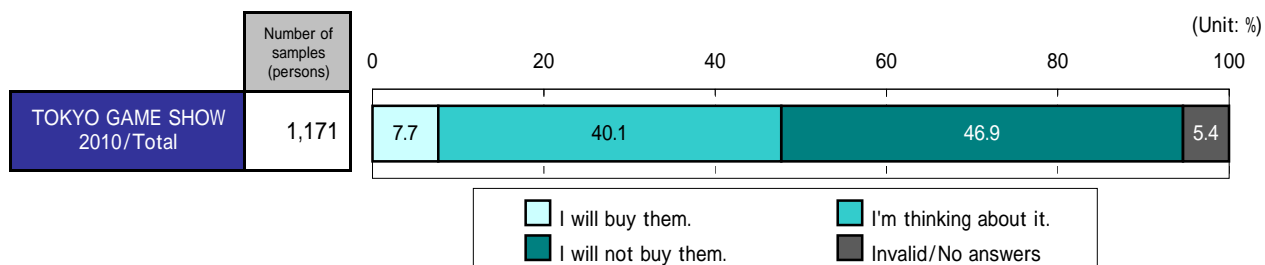
Users purchased: The denominator is the number of respondents who answered "YES" to the question about whether they had made a purchase, excluding invalid answers and "no answers" for the question on the number of items purchased.

- The number of the respondents who purchased household videogame software by downloading during the past year increased for two consecutive years and amounted to 25.8%. The average number of items purchased was 0.8 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 for two consecutive years and amounted to 16.1%.
- The purchase rate was high among heavy users, both for videogame software and for additional items.

8 . Intention of purchasing new-type controllers (interface)

[Q] "PlayStation Move", a controller for PlayStation 3, and "Kinect", a game interface unit for "Xbox360" for playing games without a controller, will be released soon. Do you want to buy them?

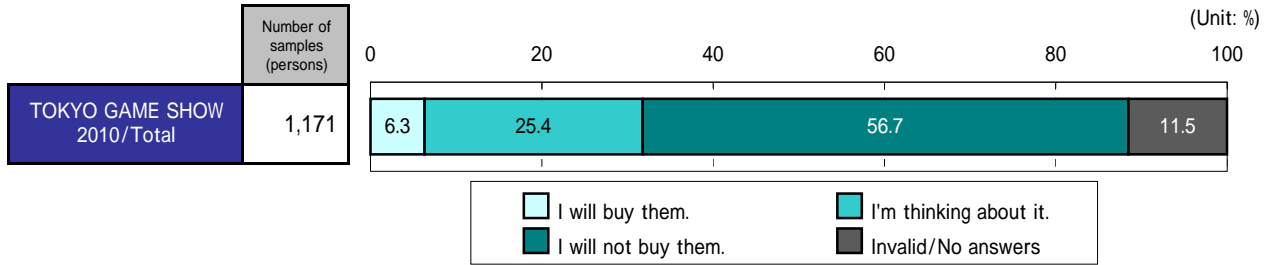
(1) PlayStation Move



(Unit: %)

		Number of samples (persons)	I will buy them.	I'm thinking about it.	I will not buy them.	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	7.7	40.1	46.9	5.4
Gender and Age	Male	875	9.3	39.3	46.5	4.9
	3 ~ 9	8	12.5	37.5	37.5	12.5
	10 ~ 12	40	5.0	15.0	60.0	20.0
	13 ~ 15	62	17.7	40.3	41.9	0.0
	16 ~ 18	88	11.4	45.5	40.9	2.3
	19 ~ 24	203	9.9	34.0	52.2	3.9
	25 ~ 29	148	13.5	37.2	44.6	4.7
	30 ~ 39	229	5.7	44.5	45.4	4.4
	40 ~ 49	84	4.8	42.9	44.0	8.3
	50 or older	13	0.0	61.5	38.5	0.0
	Female	296	3.0	42.2	48.0	6.8
	3 ~ 9	11	0.0	18.2	72.7	9.1
	10 ~ 12	17	5.9	29.4	58.8	5.9
	13 ~ 15	10	0.0	30.0	70.0	0.0
16 ~ 18	20	0.0	50.0	45.0	5.0	
19 ~ 24	58	1.7	43.1	53.4	1.7	
25 ~ 29	45	2.2	42.2	48.9	6.7	
30 ~ 39	90	3.3	46.7	38.9	11.1	
40 ~ 49	42	7.1	42.9	42.9	7.1	
50 or older	3	0.0	33.3	66.7	0.0	
User category	Heavy user	431	10.7	41.5	40.6	7.2
	Middle user	494	7.1	39.5	49.6	3.8
	Light user	246	3.7	38.6	52.4	5.3
Hardware owned (excluding console types)	Wii	664	8.6	42.2	44.1	5.1
	PlayStation 3	558	13.1	49.6	33.2	4.1
	Xbox360	230	13.0	40.0	42.2	4.8
Hardware most frequently used (Top 7)	PSP (PlayStation Portable)	219	8.2	45.2	45.7	0.9
	PlayStation 3	161	13.7	50.3	31.7	4.3
	Nintendo DS/DS Lite	153	2.0	38.6	56.9	2.6
	Nintendo DSi/DSi LL	79	3.8	30.4	59.5	6.3
	Wii	55	3.6	49.1	45.5	1.8
	PlayStation 2	51	7.8	37.3	51.0	3.9
	Xbox360	44	9.1	34.1	50.0	6.8

(2) Kinect



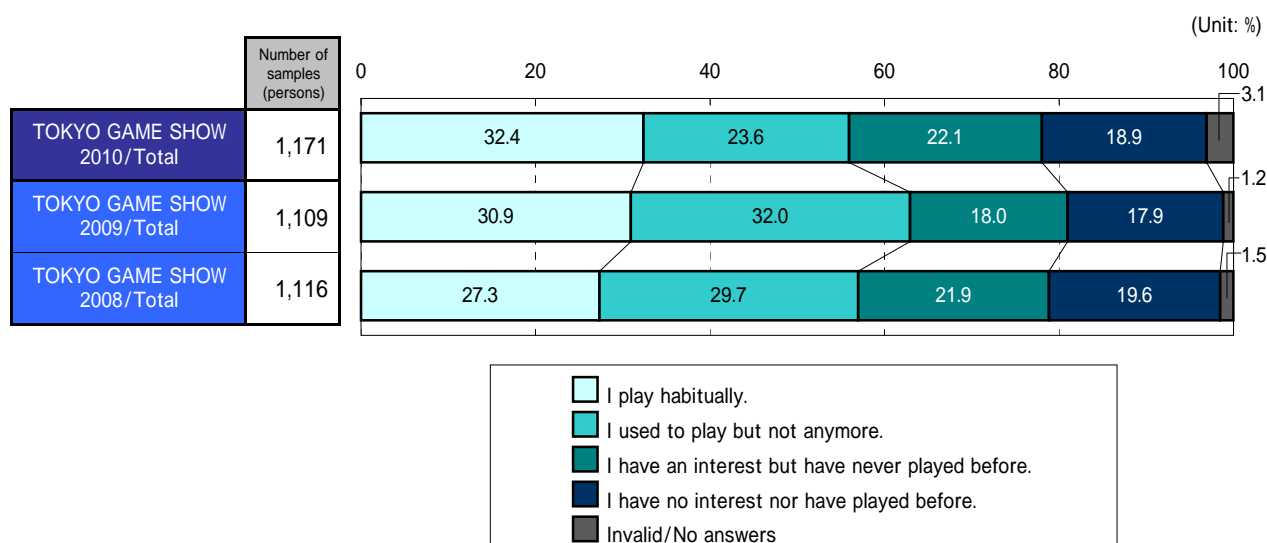
		Number of samples (persons)	I will buy them.	I'm thinking about it.	I will not buy them.	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	6.3	25.4	56.7	11.5
Gender and Age	Male	875	7.4	25.8	55.8	11.0
	3 ~ 9	8	12.5	25.0	50.0	12.5
	10 ~ 12	40	5.0	10.0	65.0	20.0
	13 ~ 15	62	9.7	24.2	62.9	3.2
	16 ~ 18	88	8.0	27.3	58.0	6.8
	19 ~ 24	203	7.9	25.1	58.6	8.4
	25 ~ 29	148	8.1	23.6	55.4	12.8
	30 ~ 39	229	7.9	31.0	49.8	11.4
	40 ~ 49	84	3.6	25.0	53.6	17.9
	50 or older	13	0.0	23.1	61.5	15.4
	Female	296	3.0	24.3	59.5	13.2
	3 ~ 9	11	0.0	0.0	81.8	18.2
	10 ~ 12	17	0.0	23.5	64.7	11.8
	13 ~ 15	10	0.0	20.0	70.0	10.0
16 ~ 18	20	0.0	25.0	60.0	15.0	
19 ~ 24	58	0.0	25.9	74.1	0.0	
25 ~ 29	45	11.1	26.7	51.1	11.1	
30 ~ 39	90	3.3	28.9	47.8	20.0	
40 ~ 49	42	2.4	19.0	59.5	19.0	
50 or older	3	0.0	0.0	100.0	0.0	
User category	Heavy user	431	9.3	25.1	53.4	12.3
	Middle user	494	4.7	26.9	58.5	9.9
	Light user	246	4.5	23.2	58.9	13.4
Hardware owned (excluding console logs)	Wii	664	7.2	26.4	54.8	11.6
	PlayStation 3	558	7.5	28.9	52.2	11.5
	Xbox360	230	19.6	40.4	32.2	7.8
Hardware most frequently used (Top 7)	PSP (PlayStation Portable)	219	6.4	26.9	61.6	5.0
	PlayStation 3	161	4.3	29.2	57.1	9.3
	Nintendo DS/DS Lite	153	0.7	28.8	62.7	7.8
	Nintendo DSi/DSi LL	79	3.8	20.3	67.1	8.9
	Wii	55	0.0	29.1	58.2	12.7
	PlayStation 2	51	3.9	19.6	70.6	5.9
	Xbox360	44	38.6	36.4	20.5	4.5

· The ratios of "I will buy" were 7.7% for "PlayStation Move" and 6.3% for "Kinect".
 · 13.7% of respondents who use PlayStation 3 most frequently answered that they will buy "PlayStation Move", while 38.6% of Xbox360 users answered that they will buy "Kinect".

. Mobile Phone Game Contents

1 . Familiarity with mobile phone game contents

[Q] Do you play games on your mobile phone or PHS? (Excluding games for smart-phones such as iPhone and Xperia)



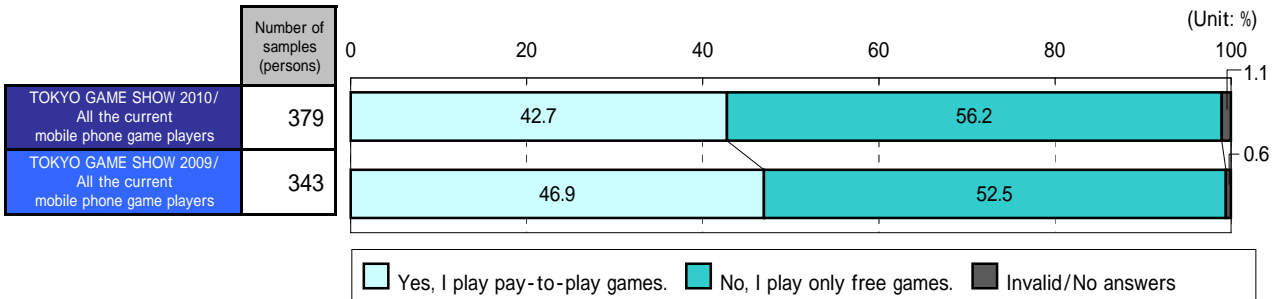
(Unit: %)

		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 2010/Total		1,171	32.4	23.6	22.1	18.9	3.1
Gender and Age	Male	875	30.1	24.7	22.1	19.9	3.3
	3 ~ 9	8	0.0	25.0	62.5	12.5	0.0
	10 ~ 12	40	25.0	10.0	27.5	25.0	12.5
	13 ~ 15	62	24.2	19.4	25.8	27.4	3.2
	16 ~ 18	88	31.8	23.9	26.1	14.8	3.4
	19 ~ 24	203	33.0	27.6	16.3	19.7	3.4
	25 ~ 29	148	27.7	27.0	21.6	20.3	3.4
	30 ~ 39	229	34.1	24.0	19.7	21.0	1.3
	40 ~ 49	84	26.2	25.0	28.6	16.7	3.6
	50 or older	13	15.4	38.5	30.8	7.7	7.7
	Female	296	39.2	20.3	22.3	15.9	2.4
	3 ~ 9	11	9.1	18.2	27.3	36.4	9.1
	10 ~ 12	17	29.4	5.9	29.4	23.5	11.8
	13 ~ 15	10	40.0	0.0	50.0	0.0	10.0
16 ~ 18	20	40.0	10.0	30.0	20.0	0.0	
19 ~ 24	58	48.3	19.0	13.8	17.2	1.7	
25 ~ 29	45	37.8	40.0	13.3	8.9	0.0	
30 ~ 39	90	44.4	20.0	22.2	12.2	1.1	
40 ~ 49	42	31.0	14.3	28.6	23.8	2.4	
50 or older	3	0.0	66.7	33.3	0.0	0.0	
User category	Heavy user	431	29.9	23.0	21.6	23.4	2.1
	Middle user	494	36.2	24.3	20.6	16.2	2.6
	Light user	246	28.9	23.2	26.0	16.3	5.7

. The proportion of respondents who "play habitually" was 32.4%, showing an increase for the two consecutive years from the results of 2008 (27.3%) and 2009 (30.9%).
 . "I play habitually" was selected more by female users (39.2%) than by male users (30.1%). In particular, 48.3% of females in the "19-24" age group answered that they played habitually.
 . "I play habitually" was selected the most by middle users (36.2%).

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

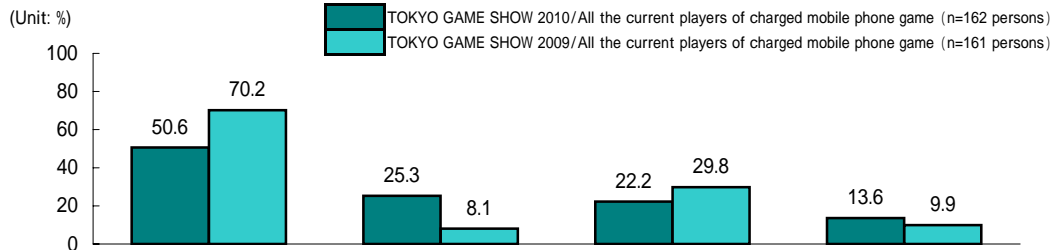
[To all who selected "I play habitually" on a mobile phone]
[Q] Do you play pay-to-play games on mobile phones?



		Number of samples (persons)	(Unit: %)		
			Yes	No, I play only free games.	Invalid/No answers
TOKYO GAME SHOW 2010/ All the current mobile phone game players		379	42.7	56.2	1.1
Gender	Male	263	44.9	54.0	1.1
	Female	116	37.9	61.2	0.9
User category	Heavy user	129	45.0	53.5	1.6
	Middle user	179	40.2	59.2	0.6
	Light user	71	45.1	53.5	1.4

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.



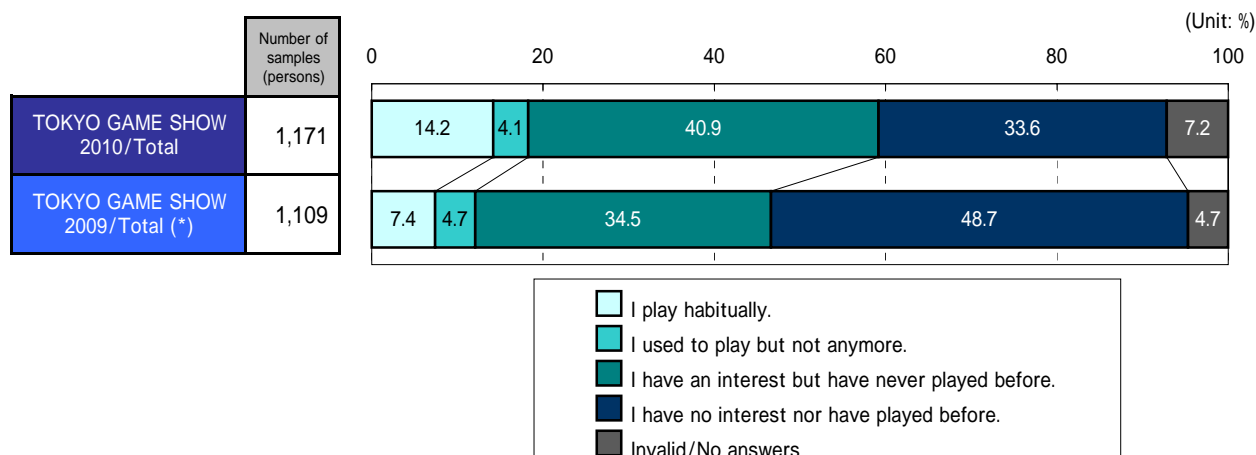
		Number of samples (persons)	(Unit: %)			
			Fixed charge	Charge per item/avatar	Quantitative charge	Invalid/No answers
TOKYO GAME SHOW 2010/ All the current players of charged mobile phone games		162	50.6	25.3	22.2	13.6
Gender	Male	118	49.2	26.3	20.3	15.3
	Female	44	54.5	22.7	27.3	9.1
User category	Heavy user	58	55.2	25.9	19.0	17.2
	Middle user	72	52.8	25.0	23.6	8.3
	Light user	32	37.5	25.0	25.0	18.8

- The ratio of players of pay-to-play games decreased to 47.2% of current players of mobile phone games.
- The percentage was higher for males (44.9%) than for females (37.9%).
- As for methods of payment, "Fixed charge" had the highest rate (50.6%). The percentage of "Charge per item/avatar" greatly increased to 25.3%.

. Smart-phones/PDA Game Contents

1 . Familiarity with smart-phones/PDA game contents

[Q] Do you play games on your smart-phones/PDA (iPhone/iPad/iPod touch/Xperia etc.)?



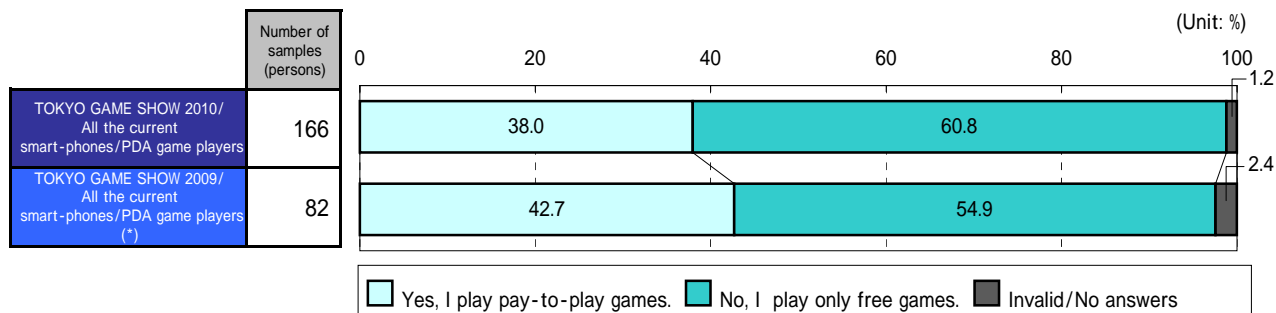
		Number of samples (persons)	(Unit: %)				
			I play habitually.	I used to play but not anymore.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	14.2	4.1	40.9	33.6	7.2
Gender and Age	Male	875	16.2	4.3	39.9	32.3	7.2
	3 ~ 9	8	25.0	0.0	50.0	12.5	12.5
	10 ~ 12	40	17.5	0.0	25.0	40.0	17.5
	13 ~ 15	62	16.1	1.6	40.3	40.3	1.6
	16 ~ 18	88	14.8	3.4	43.2	31.8	6.8
	19 ~ 24	203	19.2	3.9	36.0	34.5	6.4
	25 ~ 29	148	15.5	7.4	38.5	32.4	6.1
	30 ~ 39	229	15.7	3.1	40.2	32.8	8.3
	40 ~ 49	84	10.7	8.3	52.4	21.4	7.1
	50 or older	13	23.1	7.7	46.2	15.4	7.7
	Female	296	8.1	3.4	43.9	37.5	7.1
	3 ~ 9	11	9.1	0.0	18.2	54.5	18.2
	10 ~ 12	17	17.6	5.9	29.4	47.1	0.0
	13 ~ 15	10	0.0	0.0	50.0	30.0	20.0
	16 ~ 18	20	5.0	5.0	50.0	40.0	0.0
	19 ~ 24	58	10.3	3.4	43.1	39.7	3.4
25 ~ 29	45	8.9	8.9	40.0	37.8	4.4	
30 ~ 39	90	7.8	1.1	50.0	35.6	5.6	
40 ~ 49	42	4.8	2.4	42.9	31.0	19.0	
50 or older	3	0.0	0.0	66.7	33.3	0.0	
User category	Heavy user	431	13.9	2.8	36.2	40.1	7.0
	Middle user	494	15.2	4.9	42.5	30.2	7.3
	Light user	246	12.6	4.9	45.9	29.3	7.3

*This question was asked regarding games on iPhone/iPod Touch in TGS survey 2009.

· The proportion of respondents who "have an interest but have never played before" ranked at the top (40.9%), and 14.2% of respondents "play habitually".
 · "I play habitually" was selected more by male users (16.2%) than by female users (8.1%).
 · "I play habitually" was selected the most by middle users (15.2%).

2 . Familiarity with pay-to-play game contents for smart-phones/PDA [All the current smart-phones/PDA game players]

[To all who selected "I play habitually" on smart-phones/PDA]
[Q] Do you play pay-to-play games on smart-phones/PDA (iPhone/iPad/iPod touch/Xperia etc.)?



(Unit: %)

		Number of samples (persons)	Yes	No, I play only free games.	Invalid/No answers
TOKYO GAME SHOW 2010/ All the current smart-phones/PDA game players		166	38.0	60.8	1.2
Gender	Male	142	39.4	60.6	0.0
	Female	24	29.2	62.5	8.3
User category	Heavy user	60	45.0	53.3	1.7
	Middle user	75	32.0	68.0	0.0
	Light user	31	38.7	58.1	3.2

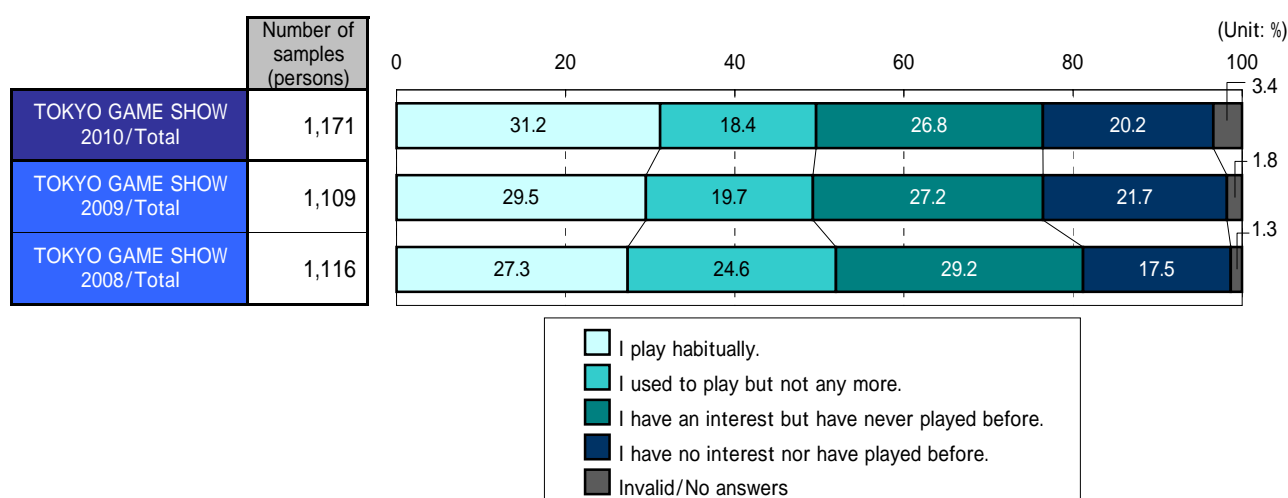
*This question was asked regarding games on iPhone/iPod Touch in TGS survey 2009.

38.0% of current game players on smart-phones/PDA played pay-to-play games.
The percentage was higher for males (39.4%) than for females (29.2%).
Heavy users played pay-to-play games on smart-phones/PDA the most (40.5%).

. Network (On-line) Games

1 . Familiarity with network (on-line) games

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

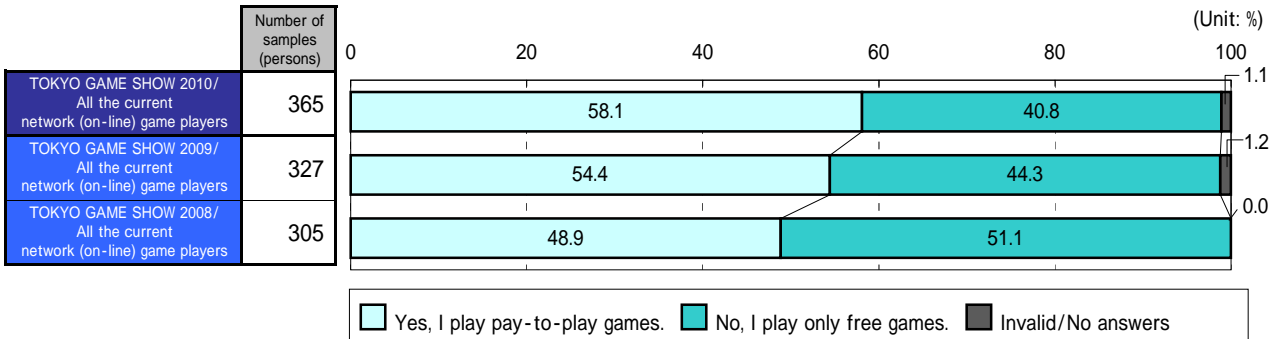


		Number of samples (persons)	I play habitually.	I used to play but not any more.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	31.2	18.4	26.8	20.2	3.4
Gender and Age	Male	875	35.5	18.2	25.3	17.6	3.4
	3 ~ 9	8	12.5	12.5	25.0	50.0	0.0
	10 ~ 12	40	35.0	10.0	22.5	20.0	12.5
	13 ~ 15	62	41.9	8.1	29.0	19.4	1.6
	16 ~ 18	88	42.0	20.5	22.7	10.2	4.5
	19 ~ 24	203	38.9	19.7	23.6	16.3	1.5
	25 ~ 29	148	33.1	22.3	20.3	20.9	3.4
	30 ~ 39	229	38.0	19.7	24.9	15.3	2.2
	40 ~ 49	84	17.9	15.5	38.1	21.4	7.1
	50 or older	13	23.1	0.0	38.5	30.8	7.7
	Female	296	18.2	19.3	31.4	27.7	3.4
	3 ~ 9	11	18.2	9.1	9.1	45.5	18.2
	10 ~ 12	17	5.9	23.5	17.6	52.9	0.0
	13 ~ 15	10	10.0	10.0	40.0	20.0	20.0
	16 ~ 18	20	10.0	20.0	45.0	25.0	0.0
19 ~ 24	58	20.7	27.6	25.9	25.9	0.0	
25 ~ 29	45	22.2	22.2	26.7	28.9	0.0	
30 ~ 39	90	23.3	14.4	36.7	22.2	3.3	
40 ~ 49	42	11.9	16.7	33.3	31.0	7.1	
50 or older	3	0.0	33.3	66.7	0.0	0.0	
User category	Heavy user	431	41.8	16.7	19.7	18.1	3.7
	Middle user	494	28.3	19.4	28.3	20.6	3.2
	Light user	246	18.3	19.5	36.2	22.8	3.3

- The number of respondents who habitually played network (on-line) games was 31.2%, showing an increase for two consecutive years from the results of 2008 (27.3%) and 2009 (29.5%).
- More males (35.5%) play habitually than females (18.2%).
- 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]

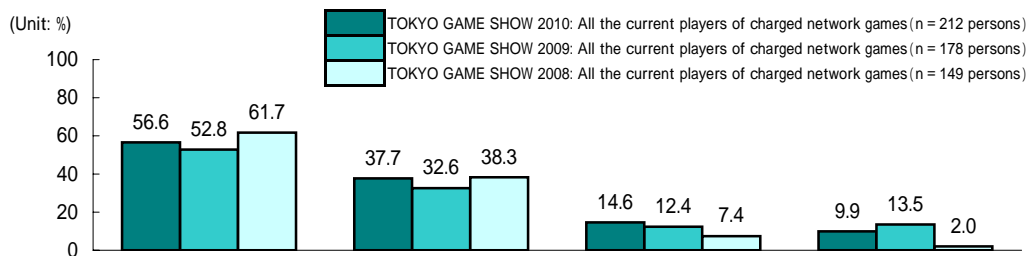
[To all who selected "I habitually play network (on-line) games"]
 [Q] Do you play network (on-line) games with fees?



		Number of samples (persons)	Yes, I play pay-to-play games with fees.	No, I play only free games.	Invalid/No answers
TOKYO GAME SHOW 2010/ All the current network (on-line) game players		365	58.1	40.8	1.1
Gender	Male	311	60.1	38.6	1.3
	Female	54	46.3	53.7	0.0
User category	Heavy user	180	60.0	39.4	0.6
	Middle user	140	57.9	40.0	2.1
	Light user	45	51.1	48.9	0.0

3 . Methods of paying for network (on-line) games
 [All the current pay-to-play network (on-line) game players] (Multiple answers)

[To all who selected "I play 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 2010/ All the current network (on-line) game players		212	56.6	37.7	14.6	9.9
Gender	Male	187	55.1	37.4	15.0	10.2
	Female	25	68.0	40.0	12.0	8.0
User category	Heavy user	108	54.6	35.2	16.7	12.0
	Middle user	81	59.3	38.3	8.6	8.6
	Light user	23	56.5	47.8	26.1	4.3

(Unit : %)

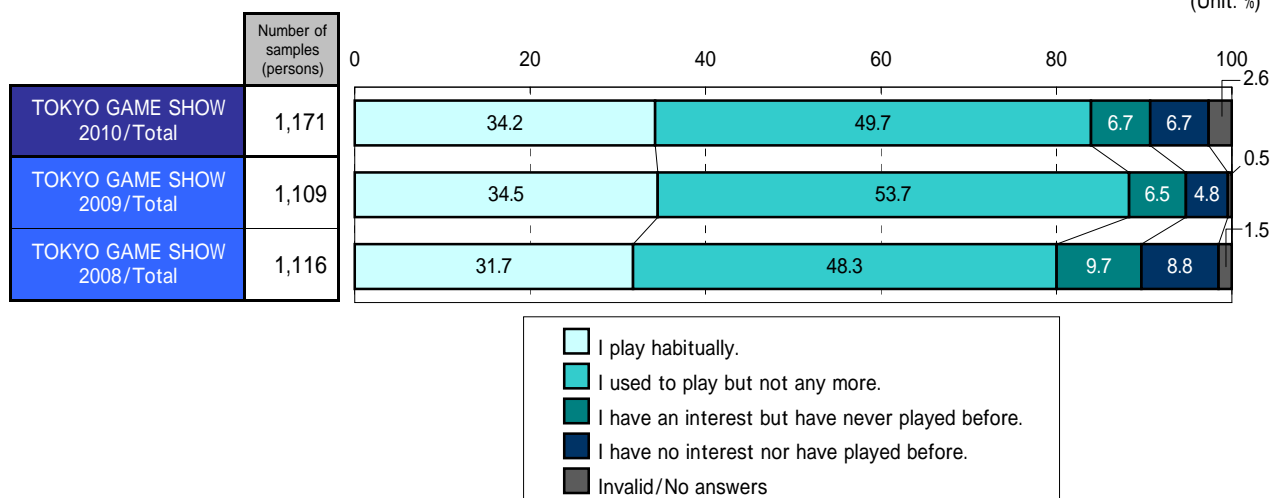
• The percentage of network (on-line) game players who played pay-to-play games was 58.1%, increasing for two consecutive years from the results of 2008 (48.9%) and 2009 (54.4%).
 • The fixed charging system has been used most (56.6%), and the ratio for "Charged by item/avatar" was 37.7%.

. Arcade Games

1 . Familiarity with arcade games

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

(Unit: %)



(Unit: %)

		Number of samples (persons)	I play habitually.	I used to play but not any more.	I have an interest but have never played before.	I have no interest nor have played before.	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	34.2	49.7	6.7	6.7	2.6
Gender and Age	Male	875	35.4	48.8	6.5	6.4	2.9
	3 ~ 9	8	37.5	37.5	0.0	12.5	12.5
	10 ~ 12	40	40.0	37.5	5.0	5.0	12.5
	13 ~ 15	62	40.3	35.5	6.5	8.1	9.7
	16 ~ 18	88	51.1	28.4	9.1	8.0	3.4
	19 ~ 24	203	39.4	44.3	8.4	6.4	1.5
	25 ~ 29	148	37.2	43.2	6.1	10.8	2.7
	30 ~ 39	229	27.9	63.3	3.9	3.9	0.9
	40 ~ 49	84	23.8	63.1	8.3	3.6	1.2
	50 or older	13	15.4	76.9	7.7	0.0	0.0
	Female	296	30.7	52.4	7.4	7.4	2.0
	3 ~ 9	11	27.3	63.6	0.0	0.0	9.1
	10 ~ 12	17	29.4	58.8	5.9	0.0	5.9
	13 ~ 15	10	50.0	50.0	0.0	0.0	0.0
16 ~ 18	20	55.0	25.0	0.0	20.0	0.0	
19 ~ 24	58	37.9	46.6	6.9	6.9	1.7	
25 ~ 29	45	31.1	51.1	8.9	6.7	2.2	
30 ~ 39	90	25.6	57.8	8.9	6.7	1.1	
40 ~ 49	42	19.0	59.5	9.5	9.5	2.4	
50 or older	3	0.0	33.3	33.3	33.3	0.0	
User category	Heavy user	431	41.1	42.0	7.7	6.3	3.0
	Middle user	494	31.8	53.2	6.3	5.9	2.8
	Light user	246	27.2	56.1	6.1	8.9	1.6

- The percentage of respondents who "habitually play arcade games" was 34.2%. The respondents who "used to play but do not any more" ranked at the top (49.7%).
- Among males and females in the "16-18" age group and females in the "13-15" age group, more than half of the respondents answered that they "habitually play arcade games".

. Peripheral Aspects of Games

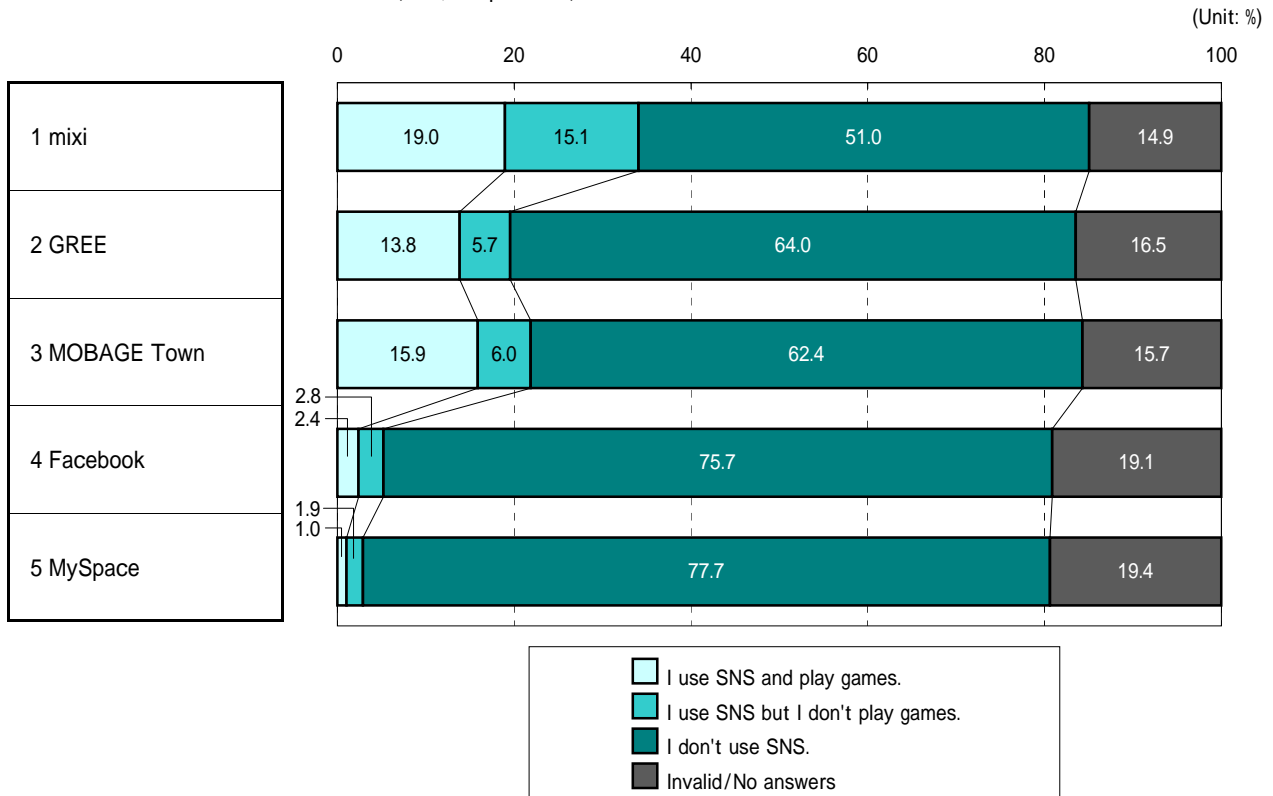
1 . SNS and social networking games

(1) Familiarity with SNS and social networking games

[Q] Do you use SNS for 1-5 below? Do you play games on SNS?
 Choose the option that is closest to your answer.
 1. mixi 2. GREE 3. MOBAGE Town 4. Facebook 5. MySpace

Familiarity with SNS and social networking games (Total)

TOKYO GAME SHOW 2010/Total (n=1,171 persons)



· "mixi" was the most used SNS. The percentages of respondents who said, "I use SNS and play games" (game players) and "I use SNS but don't play games" (non-players of games) were 19.0% and 15.1% respectively, accounting for 34.1% in total.
 · "MOBAGE Town" was in second place (21.9%), and those responses included players (15.9%) and non-players (6.0%) of games.
 · "GREE" ranked third, with 19.6% of respondents, including players (13.8%) and non-players (5.7%) of games.
 · "mixi" and "GREE" were used more by females than by males. ("mixi" male: 17.3%, female: 24.0%; "GREE" male: 12.8%, female: 16.9%)
 · Middle users played games most on "mixi", "GREE", "MOBAGE Town" and "Facebook".

Familiarity with SNS and social networking games

(Gender and Age/Household video games user category/Other games player category)

1. mixi

2. GREE

		Number of samples (persons)	I use SNS and play games.	I use SNS but I don't play games.	I don't use SNS.	Invalid/No answers	I use SNS and play games.	I use SNS but I don't play games.	I don't use SNS.	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	19.0	15.1	51.0	14.9	13.8	5.7	64.0	16.5
Gender and Age	Male	875	17.3	15.2	52.3	15.2	12.8	5.8	64.2	17.1
	3 ~ 9	8	25.0	0.0	62.5	12.5	0.0	0.0	87.5	12.5
	10 ~ 12	40	12.5	2.5	62.5	22.5	17.5	2.5	60.0	20.0
	13 ~ 15	62	9.7	4.8	74.2	11.3	16.1	8.1	66.1	9.7
	16 ~ 18	88	17.0	13.6	60.2	9.1	14.8	12.5	62.5	10.2
	19 ~ 24	203	26.1	19.2	43.8	10.8	13.8	6.9	66.5	12.8
	25 ~ 29	148	17.6	25.0	44.6	12.8	11.5	4.1	65.5	18.9
	30 ~ 39	229	15.3	14.8	51.1	18.8	12.7	4.8	61.6	21.0
	40 ~ 49	84	10.7	8.3	54.8	26.2	8.3	2.4	63.1	26.2
	50 or older	13	0.0	0.0	84.6	15.4	7.7	7.7	69.2	15.4
	Female	296	24.0	14.9	47.0	14.2	16.9	5.4	63.2	14.5
	3 ~ 9	11	0.0	0.0	72.7	27.3	0.0	0.0	72.7	27.3
	10 ~ 12	17	5.9	5.9	82.4	5.9	5.9	5.9	82.4	5.9
	13 ~ 15	10	10.0	0.0	50.0	40.0	10.0	10.0	50.0	30.0
	16 ~ 18	20	45.0	10.0	40.0	5.0	30.0	0.0	60.0	10.0
	19 ~ 24	58	44.8	17.2	29.3	8.6	20.7	3.4	65.5	10.3
	25 ~ 29	45	26.7	28.9	42.2	2.2	17.8	11.1	64.4	6.7
	30 ~ 39	90	21.1	14.4	45.6	18.9	15.6	6.7	56.7	21.1
	40 ~ 49	42	7.1	11.9	59.5	21.4	19.0	2.4	66.7	11.9
50 or older	3	0.0	0.0	66.7	33.3	0.0	0.0	66.7	33.3	
User category	Heavy user	431	18.6	13.2	52.9	15.3	13.5	5.3	63.8	17.4
	Middle user	494	21.5	18.0	46.2	14.4	16.2	5.5	63.0	15.4
	Light user	246	14.6	12.6	57.3	15.4	9.8	6.9	66.3	17.1
Other games player category	Mobile phone game players	379	31.4	16.1	39.1	13.5	30.9	5.8	49.1	14.2
	Smart - phone/PDA game players	166	24.7	18.1	41.0	16.3	12.0	4.8	60.8	22.3
	Network (Online) game players	365	27.1	12.9	47.1	12.9	15.1	6.6	62.7	15.6
	Arcade game players	401	24.4	16.0	44.1	15.5	16.7	7.5	59.1	16.7

(Unit: %)

3. MOBAGE Town

I use SNS and play games.	I use SNS but I don't play games.	I don't use SNS.	Invalid/No answers
15.9	6.0	62.4	15.7
16.6	5.7	61.6	16.1
0.0	0.0	87.5	12.5
22.5	0.0	60.0	17.5
24.2	6.5	62.9	6.5
28.4	14.8	46.6	10.2
19.7	8.4	59.6	12.3
10.8	4.7	66.2	18.2
16.2	3.1	62.0	18.8
3.6	2.4	66.7	27.4
0.0	0.0	84.6	15.4
13.9	6.8	64.9	14.5
0.0	0.0	72.7	27.3
0.0	11.8	82.4	5.9
30.0	10.0	40.0	20.0
30.0	5.0	55.0	10.0
15.5	5.2	70.7	8.6
13.3	8.9	73.3	4.4
15.6	5.6	60.0	18.9
4.8	9.5	61.9	23.8
33.3	0.0	33.3	33.3
15.3	7.0	61.9	15.8
18.8	5.1	60.5	15.6
11.0	6.1	67.1	15.9
35.1	6.3	46.4	12.1
18.7	6.0	56.6	18.7
20.3	5.8	61.4	12.6
18.2	9.2	57.4	15.2

4. Facebook

I use SNS and play games.	I use SNS but I don't play games.	I don't use SNS.	Invalid/No answers
2.4	2.8	75.7	19.1
2.9	3.1	74.6	19.4
0.0	0.0	87.5	12.5
10.0	0.0	67.5	22.5
0.0	3.2	82.3	14.5
2.3	1.1	84.1	12.5
2.0	5.9	77.8	14.3
4.1	2.7	74.3	18.9
2.6	3.1	69.9	24.5
2.4	1.2	66.7	29.8
7.7	0.0	76.9	15.4
1.0	2.0	78.7	18.2
0.0	0.0	72.7	27.3
0.0	0.0	94.1	5.9
0.0	0.0	60.0	40.0
0.0	5.0	85.0	10.0
3.4	1.7	86.2	8.6
0.0	4.4	86.7	8.9
0.0	2.2	72.2	25.6
2.4	0.0	71.4	26.2
0.0	0.0	66.7	33.3
2.1	3.2	75.9	18.8
2.6	2.0	76.5	18.8
2.4	3.7	73.6	20.3
3.7	2.4	76.3	17.7
9.6	8.4	62.0	19.9
3.8	3.0	76.4	16.7
3.2	2.5	75.1	19.2

5. MySpace

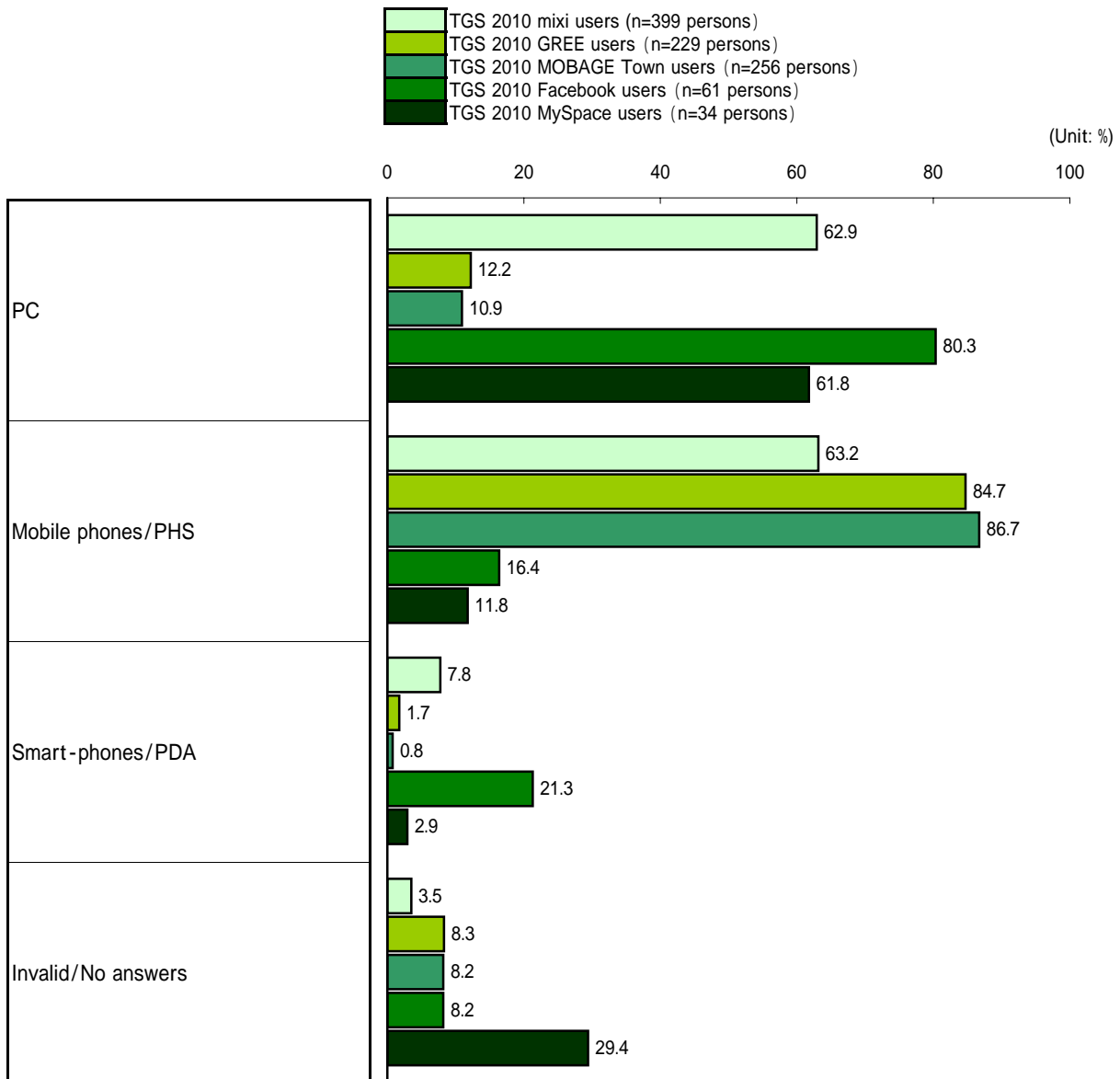
I use SNS and play games.	I use SNS but I don't play games.	I don't use SNS.	Invalid/No answers
1.0	1.9	77.7	19.4
1.0	1.6	77.5	19.9
0.0	0.0	87.5	12.5
7.5	2.5	67.5	22.5
0.0	1.6	83.9	14.5
2.3	2.3	84.1	11.4
0.5	1.0	83.3	15.3
0.7	0.7	77.0	21.6
0.4	1.7	73.4	24.5
1.2	2.4	67.9	28.6
0.0	7.7	76.9	15.4
1.0	2.7	78.4	17.9
0.0	0.0	72.7	27.3
0.0	0.0	94.1	5.9
0.0	0.0	60.0	40.0
0.0	5.0	85.0	10.0
3.4	1.7	84.5	10.3
0.0	6.7	86.7	6.7
1.1	3.3	71.1	24.4
0.0	0.0	73.8	26.2
0.0	0.0	66.7	33.3
1.2	1.2	78.2	19.5
1.0	1.8	78.3	18.8
0.8	3.3	75.6	20.3
1.1	2.4	78.4	18.2
1.8	3.6	71.7	22.9
1.1	2.2	80.0	16.7
1.7	2.0	76.8	19.5

(Unit: %)

(2) Hardware used for SNS [All SNS users]

[All users of SNS (1-5) (Respondents who selected "I use SNS and play games" or "I use SNS but don't play games")]
 [Q] Select any number of hardware units you use for SNS.

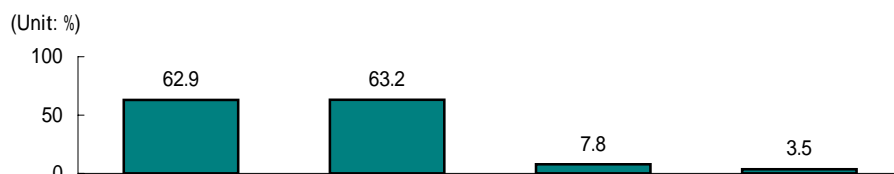
Hardware for SNS (Total)



- The percentages of "mixi" users who used a PC (62.9%) and "mixi" users who used a mobile phone / PHS (63.2%) were about the same. Over 80% of the users of GREE and MOBAGE Town used a mobile phone / PHS (GREE: 84.7% / MOBAGE Town: 86.7%). The users of Facebook and MySpace used a PC (Facebook: 80.3% / MySpace: 61.8%) more than a mobile phone / PHS (Facebook: 16.4% / MySpace: 11.8%).
- A remarkably high number of Facebook users used a smart-phone/PDA many more than for other types of SNS.
- Among users of SNSs other than Facebook, game players used mobile phones / PHS more than did non-players.

Hardware used for SNS (For each SNS)
(Gender/User category/Game play/Other games player category)

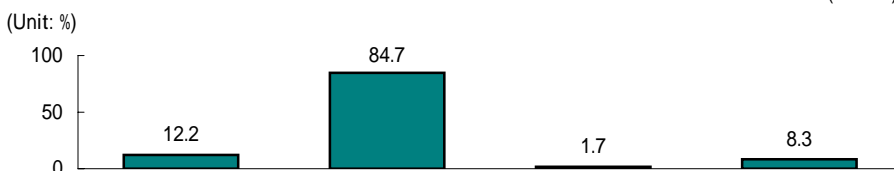
1. TGS 2010 mixi users
(n=399 persons)



		Number of samples (persons)	PC	Mobile phones/PHS	Smart-phones/PDA	Invalid/No answers
TGS 2010 mixi users		399	62.9	63.2	7.8	3.5
Gender	Male	284	63.7	59.9	9.9	3.5
	Female	115	60.9	71.3	2.6	3.5
User category	Heavy user	137	63.5	62.8	10.2	3.6
	Middle user	195	64.1	64.1	5.1	3.1
	Light user	67	58.2	61.2	10.4	4.5
Mixi games	Players	222	62.2	73.4	5.4	3.2
	Non-players	177	63.8	50.3	10.7	4.0
Other games player category	Mobile phone game players	180	57.8	73.3	5.0	2.8
	Smart-phone/PDA game players	71	59.2	42.3	32.4	2.8
	Network (Online) game players	146	69.2	59.6	8.2	1.4
	Arcade game players	162	63.0	69.1	8.0	1.9

(Unit: %)

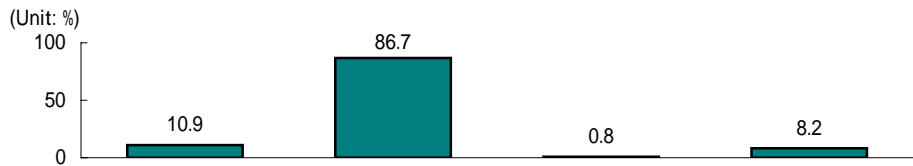
2. TGS 2010 GREE users
(n=229 persons)



		Number of samples (persons)	PC	Mobile phones/PHS	Smart-phones/PDA	Invalid/No answers
TGS 2010 GREE users		229	12.2	84.7	1.7	8.3
Gender	Male	163	13.5	82.8	2.5	8.6
	Female	66	9.1	89.4	0.0	7.6
User category	Heavy user	81	13.6	81.5	1.2	8.6
	Middle user	107	10.3	86.0	0.9	8.4
	Light user	41	14.6	87.8	4.9	7.3
GREE games	Players	162	9.9	89.5	1.2	6.8
	Non-players	67	17.9	73.1	3.0	11.9
Other games player category	Mobile phone game players	139	11.5	85.6	0.7	9.4
	Smart-phone/PDA game players	28	25.0	71.4	10.7	7.1
	Network (Online) game players	79	20.3	84.8	2.5	5.1
	Arcade game players	97	16.5	83.5	1.0	7.2

(Unit: %)

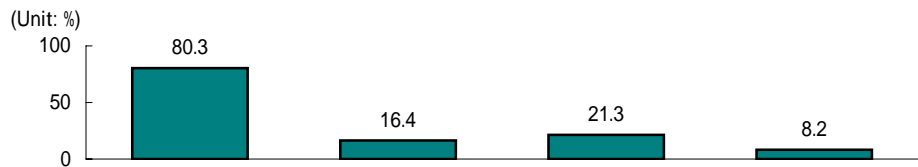
3. TGS 2010
MOBAGE Town users
(n=256 persons)



		Number of samples (persons)	PC	Mobile phones/PHS	Smart-phones/PDA	Invalid/No answers
TGS 2010 MOBAGE Town users		256	10.9	86.7	0.8	8.2
Gender	Male	195	12.8	86.2	1.0	8.7
	Female	61	4.9	88.5	0.0	6.6
User category	Heavy user	96	14.6	86.5	0.0	5.2
	Middle user	118	4.2	91.5	0.8	6.8
	Light user	42	21.4	73.8	2.4	19.0
MOBAGE Town games	Players	186	8.6	89.2	1.1	7.5
	Non-players	70	17.1	80.0	0.0	10.0
Other games player category	Mobile phone game players	157	9.6	89.8	0.6	7.0
	Smart-phone/PDA game players	41	12.2	80.5	2.4	9.8
	Network (Online) game players	95	16.8	88.4	1.1	4.2
	Arcade game players	110	11.8	88.2	0.0	5.5

(Unit: %)

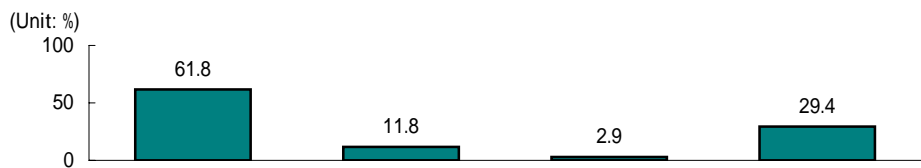
4. TGS 2010 Facebook users
(n=61 persons)



		Number of samples (persons)	PC	Mobile phones/PHS	Smart-phones/PDA	Invalid/No answers
TGS 2010 Facebook users		61	80.3	16.4	21.3	8.2
Gender	Male	52	82.7	17.3	23.1	3.8
	Female	9	66.7	11.1	11.1	33.3
User category	Heavy user	23	69.6	13.0	17.4	8.7
	Middle user	23	95.7	17.4	17.4	4.3
	Light user	15	73.3	20.0	33.3	13.3
Facebook games	Players	28	89.3	14.3	17.9	7.1
	Non-players	33	72.7	18.2	24.2	9.1
Other games player category	Mobile phone game players	23	91.3	26.1	8.7	8.7
	Smart-phone/PDA game players	30	83.3	10.0	26.7	6.7
	Network (Online) game players	25	92.0	8.0	12.0	4.0
	Arcade game players	23	73.9	26.1	13.0	13.0

(Unit: %)

5. TGS 2010 MySpace users
(n=34 persons)

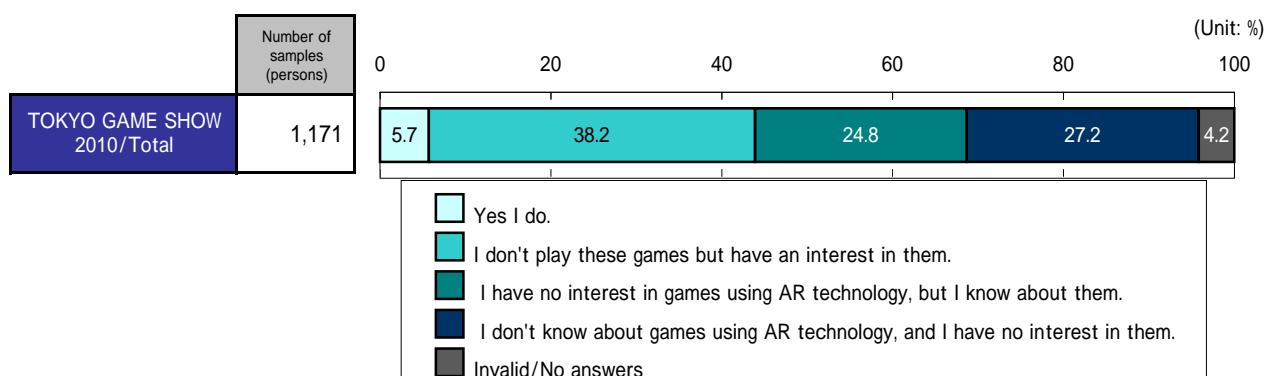


		Number of samples (persons)	PC	Mobile phones/PHS	Smart-phones/PDA	Invalid/No answers
TGS 2010 MySpace users		34	61.8	11.8	2.9	29.4
Gender	Male	23	65.2	13.0	4.3	26.1
	Female	11	54.5	9.1	0.0	36.4
User category	Heavy user	10	50.0	30.0	0.0	30.0
	Middle user	14	71.4	0.0	0.0	28.6
	Light user	10	60.0	10.0	10.0	30.0
MySpace games	Players	12	75.0	16.7	8.3	16.7
	Non-players	22	54.5	9.1	0.0	36.4
Other games player category	Mobile phone game players	13	61.5	7.7	0.0	30.8
	Smart-phone/PDA game players	9	66.7	11.1	0.0	22.2
	Network (Online) game players	12	58.3	16.7	0.0	25.0
	Arcade game players	15	73.3	20.0	0.0	13.3

(Unit: %)

2 . Familiarity with AR (augmented reality) games

[Q.] Do you know about games using AR (augmented reality) technology, which adds virtual information to the reality, such as the AR camera in Loveplus, Gundam AR, Sekai Camera etc.? Do you play this type of games?



		Number of samples (persons)	Yes I do.	I don't play these games but have an interest in them.	I have no interest in games using AR technology, but I know about them.	I don't know about games using AR technology, and I have no interest in them.	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	5.7	38.2	24.8	27.2	4.2
Gender and Age	Male	875	6.5	39.5	25.7	24.1	4.1
	3 ~ 9	8	0.0	37.5	12.5	50.0	0.0
	10 ~ 12	40	5.0	10.0	15.0	55.0	15.0
	13 ~ 15	62	16.1	37.1	19.4	24.2	3.2
	16 ~ 18	88	5.7	43.2	27.3	18.2	5.7
	19 ~ 24	203	9.4	42.4	27.6	17.7	3.0
	25 ~ 29	148	6.1	40.5	25.7	25.0	2.7
	30 ~ 39	229	2.6	41.0	31.0	22.7	2.6
	40 ~ 49	84	6.0	41.7	17.9	26.2	8.3
	50 or older	13	7.7	23.1	15.4	53.8	0.0
	Female	296	3.4	34.1	22.0	36.1	4.4
	3 ~ 9	11	9.1	9.1	9.1	72.7	0.0
	10 ~ 12	17	0.0	29.4	11.8	58.8	0.0
	13 ~ 15	10	0.0	60.0	10.0	20.0	10.0
	16 ~ 18	20	5.0	20.0	35.0	35.0	5.0
	19 ~ 24	58	3.4	41.4	27.6	27.6	0.0
25 ~ 29	45	2.2	46.7	20.0	26.7	4.4	
30 ~ 39	90	5.6	28.9	18.9	38.9	7.8	
40 ~ 49	42	0.0	33.3	23.8	38.1	4.8	
50 or older	3	0.0	0.0	66.7	33.3	0.0	
User category	Heavy user	431	6.7	37.4	27.4	24.6	3.9
	Middle user	494	4.9	39.5	24.3	26.9	4.5
	Light user	246	5.7	37.0	21.1	32.1	4.1
Hardware most frequently used (Top 7)	PSP (PlayStation Portable)	219	9.1	41.1	23.7	24.7	1.4
	PlayStation 3	161	4.3	40.4	33.5	19.9	1.9
	Nintendo DS/DS Lite	153	5.2	39.2	23.5	28.8	3.3
	Nintendo DSi/DSi LL	79	5.1	38.0	25.3	27.8	3.8
	Wii	55	3.6	38.2	14.5	40.0	3.6
	PlayStation 2	51	0.0	39.2	31.4	29.4	0.0
	Xbox360	44	9.1	29.5	45.5	15.9	0.0

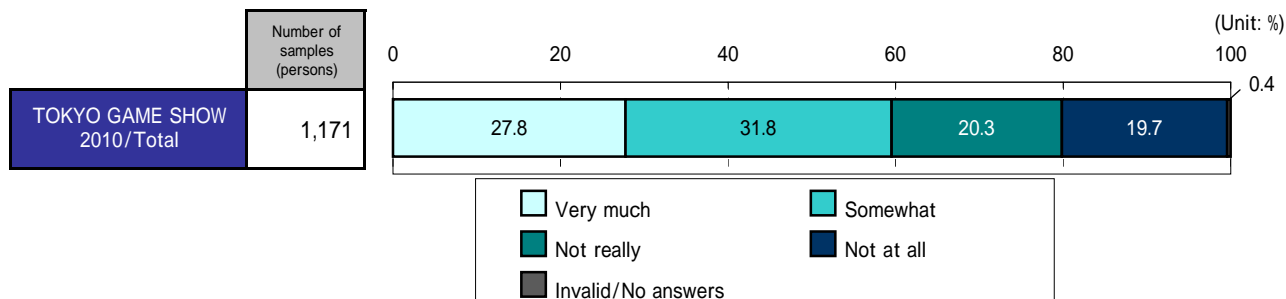
• 5.7% of respondents played AR games. Respondents who selected "I don't play, but I have an interest" were the most numerous (38.2%).

• The rates of playing AR games were relatively high among respondents using PSP (PlayStation Portable) (9.1%) and Xbox360 (9.1%).

3 . Soccer and games

(1) Interest in 2010 FIFA World Cup, South Africa

[Q] Were you interested in the World Cup Soccer held in South Africa in 2010?



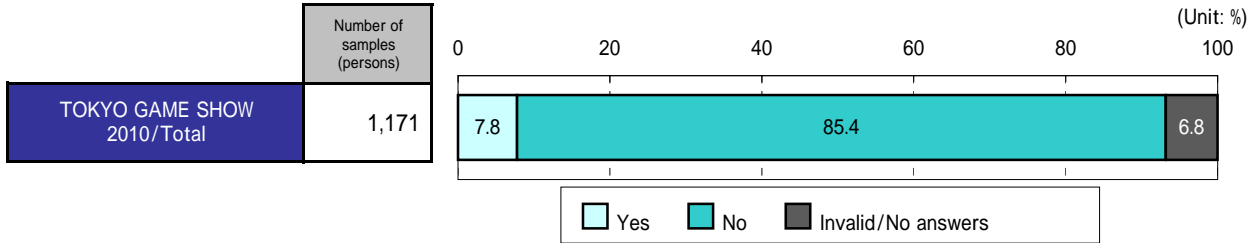
		Number of samples (persons)	Very much	Somewhat	Not really	Not at all	Invalid/ No answers
TOKYO GAME SHOW 2010/Total		1,171	27.8	31.8	20.3	19.7	0.4
Gender and Age	Male	875	31.2	32.6	18.9	16.8	0.6
	3 ~ 9	8	0.0	25.0	12.5	50.0	12.5
	10 ~ 12	40	32.5	25.0	17.5	22.5	2.5
	13 ~ 15	62	19.4	45.2	19.4	16.1	0.0
	16 ~ 18	88	27.3	29.5	22.7	20.5	0.0
	19 ~ 24	203	30.5	31.5	18.7	18.2	1.0
	25 ~ 29	148	31.1	28.4	20.3	20.3	0.0
	30 ~ 39	229	37.1	32.8	17.5	12.2	0.4
	40 ~ 49	84	33.3	34.5	19.0	13.1	0.0
	50 or older	13	23.1	69.2	7.7	0.0	0.0
	Female	296	17.6	29.4	24.7	28.4	0.0
	3 ~ 9	11	18.2	9.1	18.2	54.5	0.0
	10 ~ 12	17	17.6	5.9	29.4	47.1	0.0
	13 ~ 15	10	0.0	30.0	30.0	40.0	0.0
	16 ~ 18	20	20.0	25.0	20.0	35.0	0.0
19 ~ 24	58	8.6	27.6	32.8	31.0	0.0	
25 ~ 29	45	20.0	28.9	26.7	24.4	0.0	
30 ~ 39	90	21.1	31.1	23.3	24.4	0.0	
40 ~ 49	42	23.8	40.5	16.7	19.0	0.0	
50 or older	3	0.0	100.0	0.0	0.0	0.0	
User category	Heavy user	431	26.9	26.5	21.1	24.8	0.7
	Middle user	494	27.7	35.6	20.2	16.0	0.4
	Light user	246	29.3	33.3	19.1	18.3	0.0
Reference	TGS 2006 Total [German World Cup]	1,087	21.6	30.9	24.5	22.5	0.5
	TGS 2002 Total [Japan/Korea World Cup]	1,079	31.1	24.1	12.8	17.9	14.1

· When "very much" and "somewhat" were added, about 60%(59.5%) of the respondents were interested in the World Cup.
 · For males of all age categories except "3-9" and females in the ranges of "30-39" and older, the total of "very much" and "somewhat" interested were more than half of respondents.

(2) Purchase of "soccer" games for household videogame machines

[Q] Did you purchase any soccer games for home videogame machines this year? (Excluding PC and mobile phone games.)
 [To all who selected "yes".]
 ·If so, please indicate the specific game title and console.
 ·When did you buy the game(s)? Please select all appropriate answers.

Purchase of "soccer" games for household game machines.



		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	7.8	85.4	6.8
Gender and Age	Male	875	9.3	85.1	5.6
	3 ~ 9	8	0.0	87.5	12.5
	10 ~ 12	40	25.0	70.0	5.0
	13 ~ 15	62	11.3	82.3	6.5
	16 ~ 18	88	10.2	87.5	2.3
	19 ~ 24	203	9.4	86.2	4.4
	25 ~ 29	148	7.4	86.5	6.1
	30 ~ 39	229	8.3	84.7	7.0
	40 ~ 49	84	6.0	88.1	6.0
	50 or older	13	7.7	84.6	7.7
	Female	296	3.4	86.1	10.5
	3 ~ 9	11	0.0	81.8	18.2
	10 ~ 12	17	5.9	94.1	0.0
	13 ~ 15	10	0.0	90.0	10.0
16 ~ 18	20	0.0	90.0	10.0	
19 ~ 24	58	3.4	93.1	3.4	
25 ~ 29	45	2.2	80.0	17.8	
30 ~ 39	90	4.4	85.6	10.0	
40 ~ 49	42	4.8	78.6	16.7	
50 or older	3	0.0	100.0	0.0	
User category	Heavy user	431	9.7	83.1	7.2
	Middle user	494	7.1	85.6	7.3
	Light user	246	5.7	89.0	5.3
Interest in the FIFA World Cup	Interested(*)	697	12.2	84.2	3.6
	Not interested(*)	469	1.3	87.6	11.1
	Invalid/No answers	5	0.0	40.0	60.0
Reference	TGS 2006/Total	1,087	8.3	85.5	6.3
	TGS 2002/Total	1,079	16.2	83.8	

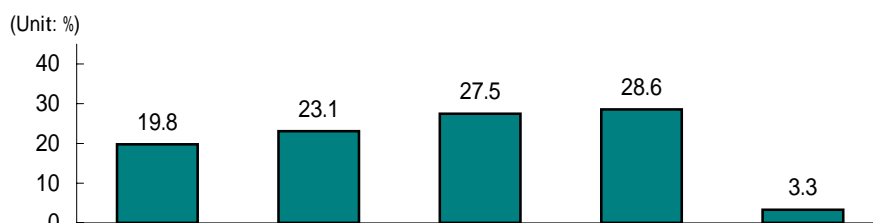
(Unit: %)

* "Very much" and "Somewhat" were integrated into "Interested" and "Not really" and "Not at all" were integrated into "Not interested".

· The ratio of those who purchased soccer game softwares was 7.8% of the respondents, decreasing from the results for the past two World Cups.
 · Purchase rate was high among male users of age ranges "10-12", "13-15" and "16-18".

(3) Purchase time [All who purchased "soccer" game software for household videogame machines] (Multiple answers)

TGS 2010/ All those who purchased "soccer" game software(s) (n=91 persons)



		Number of samples (persons)	Jan. to March	April to May	June (The month of World Cup)	July and onward	Invalid/No answers
TGS 2010/ All those who purchased "soccer" game software(s)		91	19.8	23.1	27.5	28.6	3.3
Gender	Male	81	19.8	24.7	30.9	24.7	1.2
	Female	10	20.0	10.0	0.0	60.0	20.0
User category	Heavy user	42	19.0	26.2	28.6	26.2	4.8
	Middle user	35	22.9	22.9	22.9	28.6	2.9
	Light user	14	14.3	14.3	35.7	35.7	0.0
Ref.	TGS 2006 All those who purchased soccer games	90	18.9	36.7	31.1	12.2	2.2
	TGS 2002 All those who purchased soccer games	175	25.7	34.3	28.6	16.0	

(Unit: %)

(3) Titles of the purchased "soccer" game softwares

[To all who purchased "soccer" game software(s)] (Free answer/Multiple answers)

(75 titles given by 72 valid responses: TGS 2010/ All who purchased "soccer" game software(s), n=91 persons)

Title/Series	Console	Qty	Title/Series	Console	Qty
[Breakdown] Titles			[Breakdown] Titles		
"Winning Eleven" series 44			"Inazuma Eleven" series 17		
WORLD SOCCER Winning Eleven 2010	PS3	2	Inazuma Eleven 3 Sekai e no chousen!!	NDS	7
WORLD SOCCER Winning Eleven 2010	PSP	2	Inazuma Eleven 2 Kyoui no shinryakusha	NDS	3
WORLD SOCCER Winning Eleven 2010	Wii	1	"Inazuma Eleven", "Inazuma", "Ina-Ele"	NDS	7
"Winning Eleven 2010", "Wi-Ele 2010", "WE2010"	PS3	7	"FIFA" series 9		
"Winning Eleven 2010", "Wi-Ele 2010"	PSP	4	2010 FIFA World Cup South Africa	PS3	2
"Wi-Ele 2010"	PS2	1	2010 FIFA World Cup South Africa	Wii	1
"Wi-Ele 2010"	X360	1	2010 FIFA World Cup South Africa	NDS	1
"Winning Eleven 2010", "Wi-Ele 2010"	(No answer)	2	FIFA10 World Class Soccer	PS3	2
"Winning Eleven 2009"	PS3	1	FIFA10 World Class Soccer	Wii	1
"WE2009"	PS2	1	"FIFA"	PS3	1
"Winning Eleven 2008", "Wi-Ele 2008"	PS3	2	"FIFA"	Wii	1
"Winning Eleven", "Wi-Ele"	PS3	8	"Let's Make a Pro Soccer Team!" series 5		
"Winning Eleven", "Wi-Ele"	PSP	5	Let's Make a Pro Soccer Team! DS World Challenge 2010	NDS	1
"Winning Eleven", "Wi-Ele"	PS2	2	Let's Make a J-league Pro Soccer Team! 6 Pride of J	PSP	1
"Wi-Ele"	(No answer)	5	"Let's Make a Pro Soccer Team! DS"	NDS	3

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

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

Note 2) The abbreviation of consoles are as follows:

Wii:Wii, NDS: Nintendo DS, PS3: PlayStation 3, PS2: PlayStation 2, PSP: PlayStation Portable, X360: Xbox 360

X360: X b o x 3 6 0

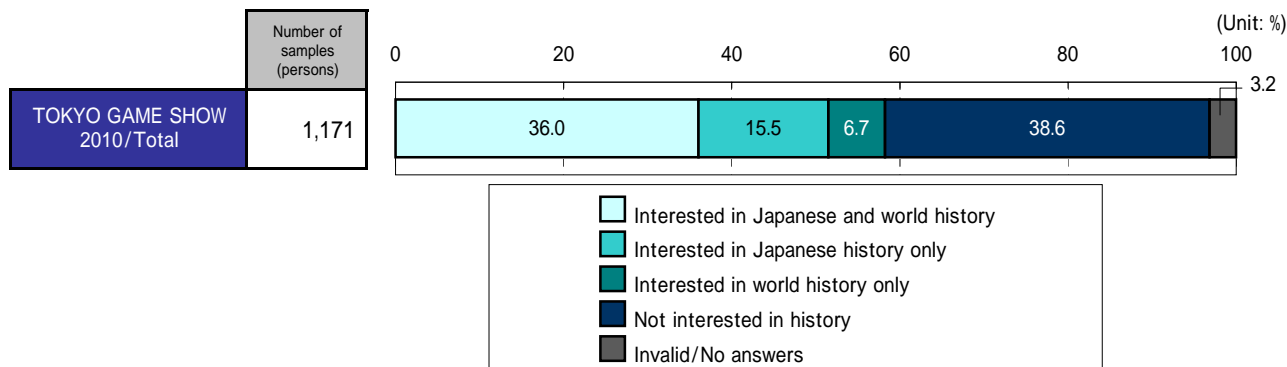
· Soccer game softwares were purchased more as the World Cup approached and purchased most during "July and onward" (28.6%).

· The "Winning Eleven" series were the most purchased software (44).

4 . History and games

(1) Interest in history

[Q] Are you interested in history (Japanese history / world history)? Choose the option that is closest to your answer.



		Number of samples (persons)	Interested in Japanese and world history	Interested in Japanese history only	Interested in world history only	Not interested in history	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	36.0	15.5	6.7	38.6	3.2
Gender and Age	Male	875	36.9	15.7	7.1	37.8	2.5
	3 ~ 9	8	0.0	12.5	0.0	75.0	12.5
	10 ~ 12	40	12.5	32.5	5.0	47.5	2.5
	13 ~ 15	62	27.4	21.0	11.3	38.7	1.6
	16 ~ 18	88	37.5	14.8	5.7	39.8	2.3
	19 ~ 24	203	41.9	8.9	8.9	38.4	2.0
	25 ~ 29	148	37.2	16.2	7.4	36.5	2.7
	30 ~ 39	229	38.4	15.3	6.6	38.4	1.3
	40 ~ 49	84	41.7	20.2	2.4	28.6	7.1
	50 or older	13	38.5	23.1	15.4	23.1	0.0
	Female	296	33.4	14.9	5.7	40.9	5.1
	3 ~ 9	11	0.0	9.1	9.1	54.5	27.3
	10 ~ 12	17	5.9	0.0	0.0	94.1	0.0
	13 ~ 15	10	20.0	60.0	0.0	20.0	0.0
	16 ~ 18	20	20.0	15.0	30.0	35.0	0.0
19 ~ 24	58	43.1	17.2	6.9	31.0	1.7	
25 ~ 29	45	40.0	13.3	2.2	42.2	2.2	
30 ~ 39	90	35.6	14.4	3.3	38.9	7.8	
40 ~ 49	42	38.1	11.9	4.8	38.1	7.1	
50 or older	3	33.3	0.0	0.0	66.7	0.0	
User category	Heavy user	431	33.6	15.3	7.0	39.9	4.2
	Middle user	494	36.6	15.8	6.5	39.3	1.8
	Light user	246	39.0	15.0	6.9	35.0	4.1

- 36.0% of respondents were interested in both Japanese and world history. The ratio of respondents who were interested in Japanese history, including those who were interested only in Japanese history, was 51.5%, more than half of the total number.
- More males were interested in Japanese and world history than females.

(2) Favorite figures in Japanese history [To all who were interested in Japanese history]

[To all who were interested in Japanese history (both Japanese and world history/Japanese history only)]
 [Q] Please write your favorite figures in Japanese history. (Multiple answers)

(Valid answers:411, n=603 persons)

Rank	Historical figures	Qty (Person)
1	Oda Nobunaga	91
2	Date Masamune	39
3	Sakamoto Ryoma	38
4	Tokugawa Ieyasu	28
5	Sanada Yukimura	22
6	Toyotomi Hideyoshi	15
7	Takeda Shingen	12
8	Shotoku Taishi	11
9	Uesugi Kenshin	7
10	Ishida Mitsunari	6
	Hijikata Toshizo	6
12	Ito Hirobumi	5
	Tokugawa Yoshimune	5
	Maeda Toshiie	5
15	Chosokabe Motochika	4
	Francisco Xavier	4
	Miyamoto Musashi	4
18	Okita Soji	3
	Kuroda Kanbei	3
	Kondo Isami	3
	Sanada Masayuki	3
	Taira no Masakado	3
	Takasugi Shinsaku	3
	Himiko	3
	Fukuzawa Yukichi	3
	Honda Tadakatsu	3
	Minamoto no Yoshitsune	3
	Yamamoto Isoroku	3
	Akechi Mitsuhide	2
	Azai Nagamasa	2
	Imagawa Yoshimoto	2
	Oshio Heihachiro	2
	Omura Masujiro	2
	Katsu Kaishu	2
	Katsura Kogoro	2
	Kato Kiyomasa	2
	Saiga Magoichi	2
	Tairano no Kiyomori	2
	Togo Heihachiro	2
	Tokugawa Mitsukuni	2
	Nogi Maresuke	2
	Fuma Kotaro	2
	Maeda Keiji	2
	Minamoto no Yoritomo	2
	Mori Motonari	2
	Yamato Takeru	2

Rank	Historical figures	Qty (Person)
47	Ashikaga Yoshiteru	1
	Abe no Seimei	1
	Amaterasu Omikami	1
	Ise Shinkuro	1
	Ito Ittosai	1
	Ino Tadataka	1
	Uesugi Kagetora	1
	Ukita Naioe	1
	Okubo Toshimichi	1
	Okada Izo	1
	Ono no Imoko	1
	Gyoki	1
	Kusunoki Masashige	1
	Kennyo	1
	Go-hime	1
	Kobayakawa Takakage	1
	Saito Dosan	1
	Saito Hajime	1
	Satake Yoshishige	1
	Satomi Yoshinaka	1
	Sanada Nobushige	1
	Shima Sakon	1
	Sho Hashi	1
	Sen no Rikyu	1
	Takigawa Kazumasu	1
	Tachibana Muneshige	1
	Chijiwa Miguel	1
	Tsukahara Bokuden	1
	Tojo Hideki	1
	Todo Heisuke	1
	Tokugawa Tsunayoshi	1
	Naka-no-Oe no Oji	1
	Nichiren	1
	Nitta Yoshisada	1
	Ninomiya Sontoku	1
	Noguchi Hideyo	1
	Hiraga Gennai	1
	Fujiwara Munekiyo	1
	Perry	1
	Hosokawa Garasha	1
	Hon-inbo Shusaku	1
	Matsuoka Yosuke	1
	Matsudaira Katamori	1
	Minamoto no Tametomo	1
	Miyazawa Kenji	1
	Mori Terumoto	1
	Mori Ranmaru	1
	Yamanami Keisuke	1
	Yamanouchi Kazutoyo	1
	Yamamoto Kansuke	1

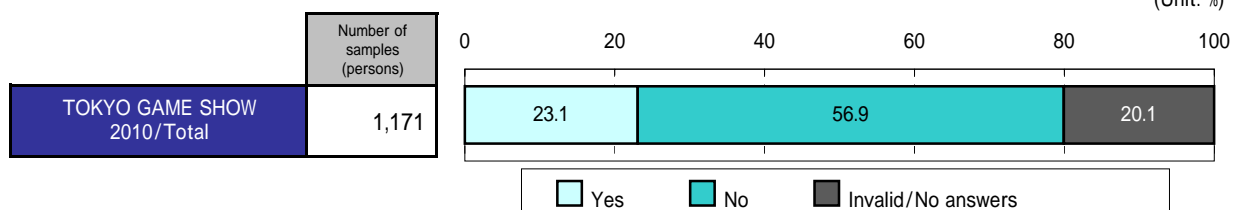
· Oda Nobunaga with 91 answers ranked the first by a large margin. Many warriors in the age of civil wars were named such as Date Masamune (39) in the second place, Tokugawa Ieyasu (28), the fourth, Sanada Yukimura (22), the fifth, Toyotomi Hideyoshi (15), the sixth, Takeda Shingen (12), the seventh, Uesugi Kenshin (7), the ninth, and Ishida Mitsunari (6), the tenth.
 · Some figures lived in the end of the samurai period were included such as Sakamoto Ryoma (38), in the third place and Hijikata Toshizo (6), the tenth.

(3) Ownership of household videogame software related to history

[Q] Do you have any household videogame software related to history? *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 history

(Unit: %)



(Unit: %)

		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	23.1	56.9	20.1
Gender and Age	Male	875	23.0	58.2	18.9
	3 ~ 9	8	0.0	62.5	37.5
	10 ~ 12	40	12.5	70.0	17.5
	13 ~ 15	62	33.9	46.8	19.4
	16 ~ 18	88	26.1	59.1	14.8
	19 ~ 24	203	22.7	58.6	18.7
	25 ~ 29	148	23.0	58.1	18.9
	30 ~ 39	229	23.1	58.1	18.8
	40 ~ 49	84	21.4	57.1	21.4
	50 or older	13	7.7	69.2	23.1
	Female	296	23.3	53.0	23.6
	3 ~ 9	11	0.0	54.5	45.5
	10 ~ 12	17	5.9	88.2	5.9
	13 ~ 15	10	40.0	40.0	20.0
16 ~ 18	20	25.0	45.0	30.0	
19 ~ 24	58	39.7	39.7	20.7	
25 ~ 29	45	22.2	51.1	26.7	
30 ~ 39	90	20.0	55.6	24.4	
40 ~ 49	42	16.7	61.9	21.4	
50 or older	3	33.3	33.3	33.3	
User category	Heavy user	431	26.9	53.1	20.0
	Middle user	494	25.5	56.1	18.4
	Light user	246	11.4	65.0	23.6
Interests in travelling	Interested in Japanese/world history	422	35.3	55.9	8.8
	Interested in Japanese history only	181	36.5	50.8	12.7
	Interested in world history only	79	11.4	65.8	22.8
	Not interested in history	452	9.7	61.3	29.0
	Invalid/No answers	37	5.4	24.3	70.3

Title of the game related to history

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

(Valid respondents/answers: 241/249, n=270 persons)

Title/Series [Breakdown] Title	Console	Title Qty	Title/Series [Breakdown] Title	Console	Title Qty
"Devil Kings" series		65	"Romance of the Three Kingdoms" series		22
Devil Kings 3	PS3	24	Romance of the Three Kingdoms 11	PS2	1
Devil Kings 3	Wii	8	Romance of the Three Kingdoms 11	Wii	1
Devil Kings 2	PS2	7	Romance of the Three Kingdoms DS	NDS	1
Devil Kings Battle Heroes	PSP	5	Romance of the Three Kingdoms X	PS2	1
Devil Kings 2 (HEROES)	PS2	1	Romance of the Three Kingdoms VIII	(No answer)	1
Devil Kings 3	(No answer)	1	Romance of the Three Kingdoms VII	PSP	1
"Devil Kings"	(No answer)	11	Romance of the Three Kingdoms IX	PS2	1
"Devil Kings"	PS2	5	Romance of the Three Kingdoms IV	(No answer)	1
"Devil Kings"	PS2/PSP	1	"Romance of the Three Kingdoms"	(No answer)	5
"Devil Kings"	PS series	1	"Romance of the Three Kingdoms"	PSP	3
"Devil Kings" series	PS3/PS2/PSP	1	"Romance of the Three Kingdoms"	FC	2
"Dynasty Warriors" series		52	"Romance of the Three Kingdoms"	PS2	2
Dynasty Warriors 5	PS3	8	"Romance of the Three Kingdoms"	NDS	1
Dynasty Warriors 4	PS2	2	"Romance of the Three Kingdoms"	PSP/PS2	1
Dynasty Warriors 3	Xbox	1	"Taiko Risshiden" series		5
Dynasty Warriors 3	(No answer)	1	Taiko Risshiden V	PS2	2
Dynasty Warriors 5 Special	PSP	1	Taiko Risshiden V	PSP	1
Dynasty Warriors MULTI RAID	PSP	1	"Taiko Risshiden"	PS2	1
<small>"Dynasty Warriors" "Dynasty Warriors 2" "Dynasty Warriors 2-5" "Dynasty Warriors 3/4/6" etc.</small>	PS2	16	"Taiko Risshiden"	PSP	1
"Dynasty Warriors" "Dynasty Warriors 2"	(No answer)	11	"Hakuouki" series		5
"Dynasty Warriors"	PS3	3	Hakuouki DS	NDS	1
"Dynasty Warriors" "Dynasty Warriors" series	PS3/PS2	3	"Hakuouki"	PSP	4
Dynasty Warriors	PS2/PSP	2	"Sangokushi Taisen" series		4
"Dynasty Warriors" "Dynasty Warriors" series	PSP	2	Sangokushi Taisen-Ten	NDS	1
Dynasty Warriors	PS3/X360	1	Sangokushi Taisen DS	NDS	1
"Samurai Warriors" series		49	"Sangokushi Taisen"	NDS	2
Samurai Warriors 3	Wii	15	"Warriors OROCHI" series		4
Samurai Warriors 2	PS2	6	"Warriors OROCHI 2"	PSP	1
Geki Samurai Warriors	PSP	1	"Warriors OROCHI"	PS2	3
"Samurai Warriors" "Samurai Warriors 1&2"	PS2	18	History Test DS (approved by the Society for Testing Historical Knowledge, supervised by Yamakawa Shuppansha Ltd.)	NDS	3
"Samurai Warriors"	(No answer)	8	Assassin's Creed		1
"Samurai Warriors" series	PS3/PS2	1	ONI	(No answer)	1
"Nobunaga's ambition" series		32	Kessen	PS2	1
Nobunaga's ambition - Tendou	PS3	4	KENGO 2	PS2	1
Nobunaga's ambition -Ranseiki	PS2	1	Saihai no Yukue	NDS	1
Nobunaga's ambition DS2	NDS	1	Teitoku no Ketsudan	PS	1
Nobunaga's ambition	GBA	1	Bladestorm: The Hundred Years' War	PS3	1
"Nobunaga's ambition"	(No answer)	11	World History B Training (approved by the Society for Testing Historical Knowledge, supervised by Yamakawa Shuppansha Ltd.)	NDS	1
Nobunaga's ambition	PSP	4			
Nobunaga's ambition	PS etc.	4			
Nobunaga's ambition	NDS	2			
Nobunaga's ambition	PS2	2			
Nobunaga's ambition	SFC	2			

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:

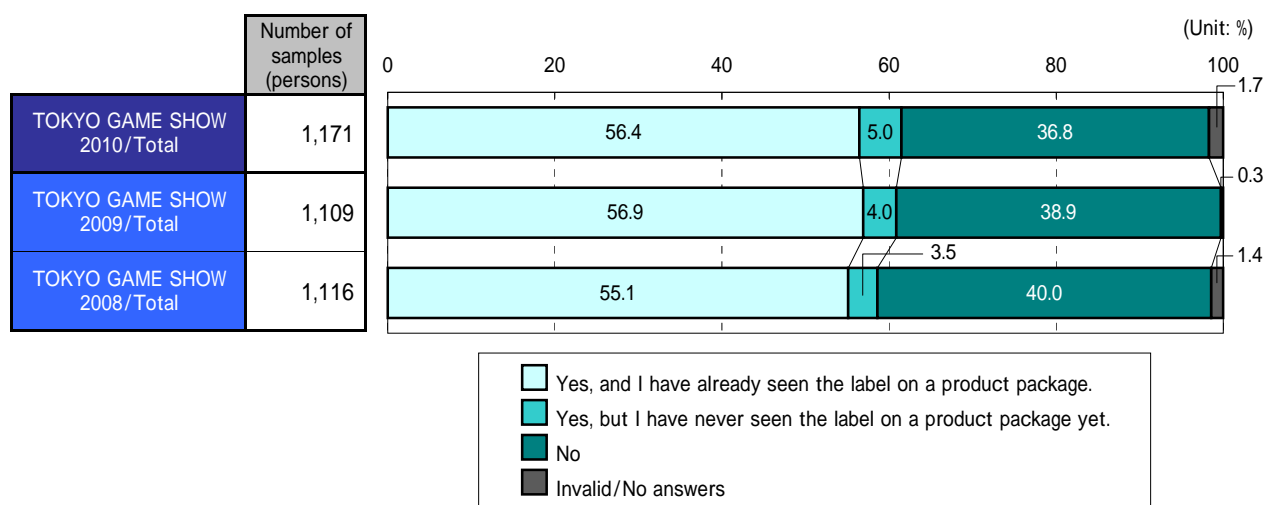
Wii: Wii, SFC: SuperFamicom, NDS: Nintendo DS, GBA: Game Boy Advance, PS3: PlayStation 3, PS2: PlayStation 2, PS: PlayStation, PSP: PSP(PlayStation Portable), X360: Xbox360, Xbox: Xbox

· 23.1% of all respondents answered "Yes". There was no significant difference between males and females.
· Action games ranked high such as "Devil Kings" at the top with 65 answers, followed by "Dynasty Warriors" series (52 answers) and "Samurai Warriors" series (49 answers).

. Rating Label

1 . Awareness of the rating label

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



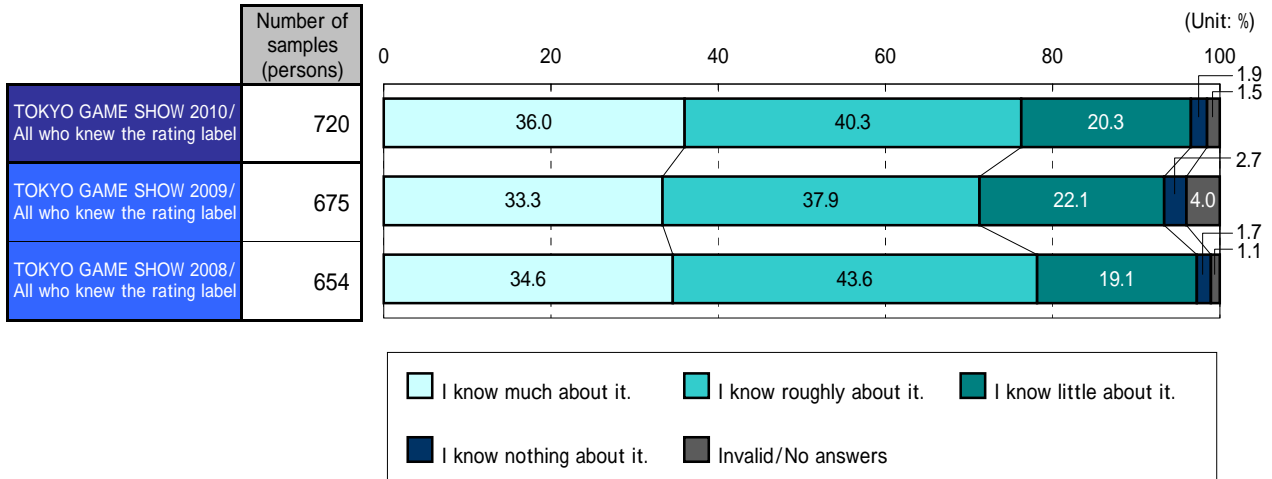
		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	56.4	5.0	36.8	1.7
Gender and Age	Male	875	60.9	5.5	32.0	1.6
	3 ~ 9	8	12.5	12.5	75.0	0.0
	10 ~ 12	40	40.0	10.0	45.0	5.0
	13 ~ 15	62	59.7	6.5	32.3	1.6
	16 ~ 18	88	70.5	2.3	26.1	1.1
	19 ~ 24	203	67.5	4.4	26.1	2.0
	25 ~ 29	148	56.8	6.1	35.8	1.4
	30 ~ 39	229	66.8	3.9	28.4	0.9
	40 ~ 49	84	50.0	8.3	39.3	2.4
	50 or older	13	7.7	23.1	69.2	0.0
	Female	296	43.2	3.7	51.0	2.0
	3 ~ 9	11	0.0	0.0	100.0	0.0
	10 ~ 12	17	29.4	0.0	64.7	5.9
	13 ~ 15	10	40.0	10.0	50.0	0.0
	16 ~ 18	20	70.0	0.0	30.0	0.0
19 ~ 24	58	56.9	5.2	36.2	1.7	
25 ~ 29	45	68.9	2.2	28.9	0.0	
30 ~ 39	90	33.3	4.4	60.0	2.2	
40 ~ 49	42	26.2	4.8	64.3	4.8	
50 or older	3	0.0	0.0	100.0	0.0	
User category	Heavy user	431	62.6	5.3	29.9	2.1
	Middle user	494	59.7	5.1	34.0	1.2
	Light user	246	39.0	4.5	54.5	2.0

The number of respondents who answered "Yes, and I have already seen the label on a product package" slightly decreased (56.4%), but when the number of "Yes, but I haven't seen the label yet" was added, the ratio for awareness of the rating label slightly increased to 61.5%. However, 51.0% of female users and 54.5% 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 know 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)	(Unit: %)				
			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 2010/ All who knew the rating label		720	36.0	40.3	20.3	1.9	1.5
Gender and Age	Male	581	36.7	38.7	21.0	2.1	1.5
	3 ~ 9	2	0.0	0.0	100.0	0.0	0.0
	10 ~ 12	20	30.0	15.0	45.0	5.0	5.0
	13 ~ 15	41	36.6	29.3	26.8	7.3	0.0
	16 ~ 18	64	48.4	28.1	21.9	1.6	0.0
	19 ~ 24	146	36.3	39.7	21.9	1.4	0.7
	25 ~ 29	93	28.0	51.6	18.3	1.1	1.1
	30 ~ 39	162	38.3	39.5	17.9	1.9	2.5
	40 ~ 49	49	40.8	42.9	10.2	2.0	4.1
	50 or older	4	0.0	25.0	75.0	0.0	0.0
	Female	139	33.1	46.8	17.3	1.4	1.4
	3 ~ 9	0	-	-	-	-	-
	10 ~ 12	5	20.0	60.0	20.0	0.0	0.0
	13 ~ 15	5	20.0	60.0	20.0	0.0	0.0
16 ~ 18	14	64.3	28.6	7.1	0.0	0.0	
19 ~ 24	36	33.3	33.3	27.8	5.6	0.0	
25 ~ 29	32	28.1	50.0	21.9	0.0	0.0	
30 ~ 39	34	23.5	61.8	11.8	0.0	2.9	
40 ~ 49	13	46.2	46.2	0.0	0.0	7.7	
50 or older	0	-	-	-	-	-	
User category	Heavy user	293	39.6	34.1	22.9	2.7	0.7
	Middle user	320	31.3	46.6	19.1	1.3	1.9
	Light user	107	40.2	38.3	16.8	1.9	2.8

Both the number of respondents who selected "I know a lot about it" (36.0%) and the number of respondents who selected "I am somewhat familiar with it" (40.3%) increased. When both of these groups were combined, 76.3% of the respondents who had at least some knowledge of the label understood its function.

3 . Descriptions of rating label given by respondents

[All respondents who were very familiar or only slightly familiar with the function of the rating label] (Free answer)

[To all respondents who selected "I know a lot about it" and "I know a little about it" (Those who know the rating label)]

[Q.] Do you know how the "rating label" works? Please describe its function.

(271 valid responses: n=549 persons)

Perfect/Nearly perfect comprehension / Understanding of purpose	174
Perfect comprehension: It is a reference marking that indicates "recommended user age groups" according to "game contents".	14
<ul style="list-style-type: none"> · Classification of appropriate ages according to game content · Reference to appropriate ages according to game content · Distinction of game content by age 	<ul style="list-style-type: none"> · Review of game content and classification of ages to buy or play games · Indication for clear understanding of game content and target players · Indication of age of target players and categories · · · · · etc.
Nearly perfect comprehension: It is a reference marking indicating "recommended user age groups" ("game contents" not mentioned).	100
<ul style="list-style-type: none"> · Target ages · Indication of target ages · Distinction of target ages · Guideline of target ages · Recommended target age · Appropriate indication of recommended target ages · Guideline of targeted ages · Indication of ages for the purchase of games · Indication of target ages for buying games 	<ul style="list-style-type: none"> · Distinction of inappropriate games by age · Recommendation mark by age · Appropriate target age · Prevention of buying inappropriate games by age · Only a rough guideline for target ages · People of the age or younger should not play the game (not prohibition). · Indication of appropriate ages to play games · Target ages voluntarily decided by CERO · Classification of A, B, C, D and Z by age · · · · · etc.
Near-perfect comprehension: It is a reference marking of "game contents" ("recommended user age groups" not mentioned).	20
<ul style="list-style-type: none"> · Preventing children from seeing violent scenes · Marks indicating violent or sexual scenes · Preventing small children from seeing grotesque scenes · Preventing children from seeing bloody scenes 	<ul style="list-style-type: none"> · Reference to game content · Preventing small children from playing games with extreme expressions · Telling game content to users, whether it includes violent scenes or not · Classification of A to Z according to violent or sexual scenes · · · · · etc.
Indication of specific rating categories	23
<ul style="list-style-type: none"> · A, B, C, D, Z · A is for all ages etc. · A is for all ages and B is for 12 years old and older etc. · Distinction between all ages and 12-18 years old 	<ul style="list-style-type: none"> · A: all ages, B: 12 and older, C: 15 and older, D: 17 and older, and Z: 18 and older · Categories of A, B, C, D and Z, and only people who are 18 years old and older can buy games marked Z. · Perhaps A: all ages, B: 12 and older, C: 15 and older, D: 17 and older, and Z: 18 and older · The purchase of games marked Z is prohibited for people under · · · · · etc.
Understanding of purpose: It is a "reference" rating or "basis for individual judgment", or a system to protect young people.	17
<ul style="list-style-type: none"> · Informing users of game content · Rough outline of games · Protecting youth · Warning for not giving adverse effect on children 	<ul style="list-style-type: none"> · Preventing juveniles from playing games that exert an adverse influence · Preventing juveniles from playing inappropriate games for their ages · Not selling inappropriate games to juveniles · Preventing children from playing inappropriate games · · · · · etc.
Misapprehension	97
× Misapprehension: It is a rating for a "restriction" or a "ban" on purchase based on consumer age.	91
<ul style="list-style-type: none"> · Age restriction · Age restriction for games containing unethical content · Age restriction by the ethics committee · Restriction of game play by age · Review of game content and age restriction · Age restriction for buying games 	<ul style="list-style-type: none"> · Age restriction for games containing violent scenes · Age restriction according to game content · Age restriction for selling games · Age restriction classified by A, B, C and Z · Age regulation · Cannot sell games to anyone other than target ages · · · · · etc.
× Misapprehension: It is a system that legally regulates the contents of games.	1
<ul style="list-style-type: none"> · Review of game content 	
× Confusion with the rating by EIRIN (Film Classification and Rating Committee)	1
<ul style="list-style-type: none"> · R etc. 	
× Answers about judging methods (Misunderstanding of the intention of the question)	4
<ul style="list-style-type: none"> · CERO · Decided by CERO 	<ul style="list-style-type: none"> · Deciding target ages through trial play by users · General review by committee members · · · · · etc.

Note 1) Comments were selected from among the responses, and are unedited.

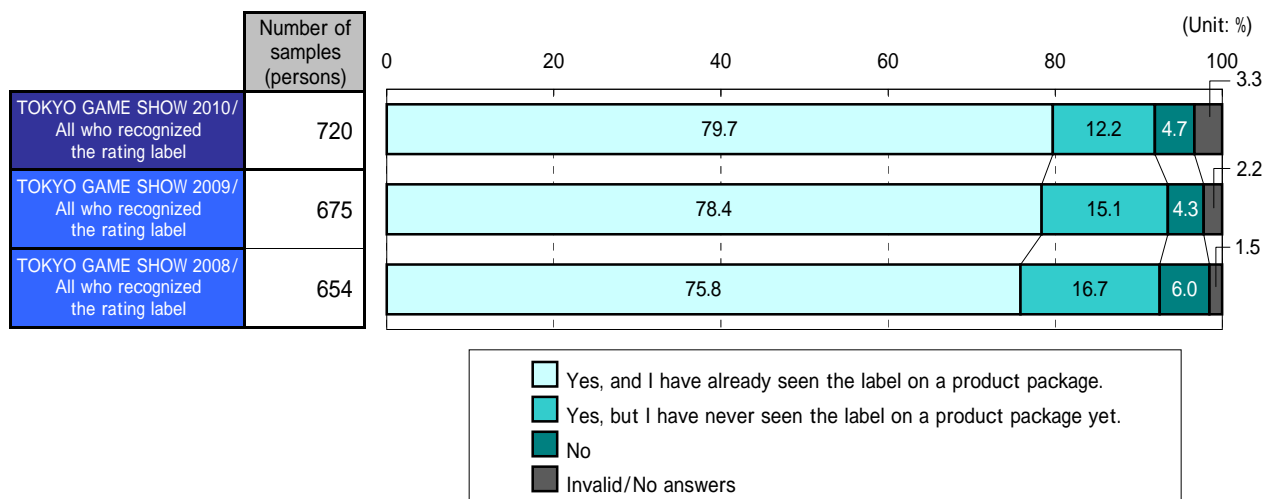
Note 2) If they were too ambiguous, vague, meaningless or scattered, the responses to open-ended questions, as well as the responses to questions about "familiarity with the function of a rating label" were regarded as invalid.

· The rate of respondents who knew about the rating system (knew the categories or understood the purpose) was 64.2% of those with valid responses (174/271 persons), showing an increase from the result of the previous survey (61.3%), when partly correct answers, which only included specific rates or purposes of the system, were included.

· Quite a few of the respondents (90) were under the 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 about class Z (Only 18 or older)?



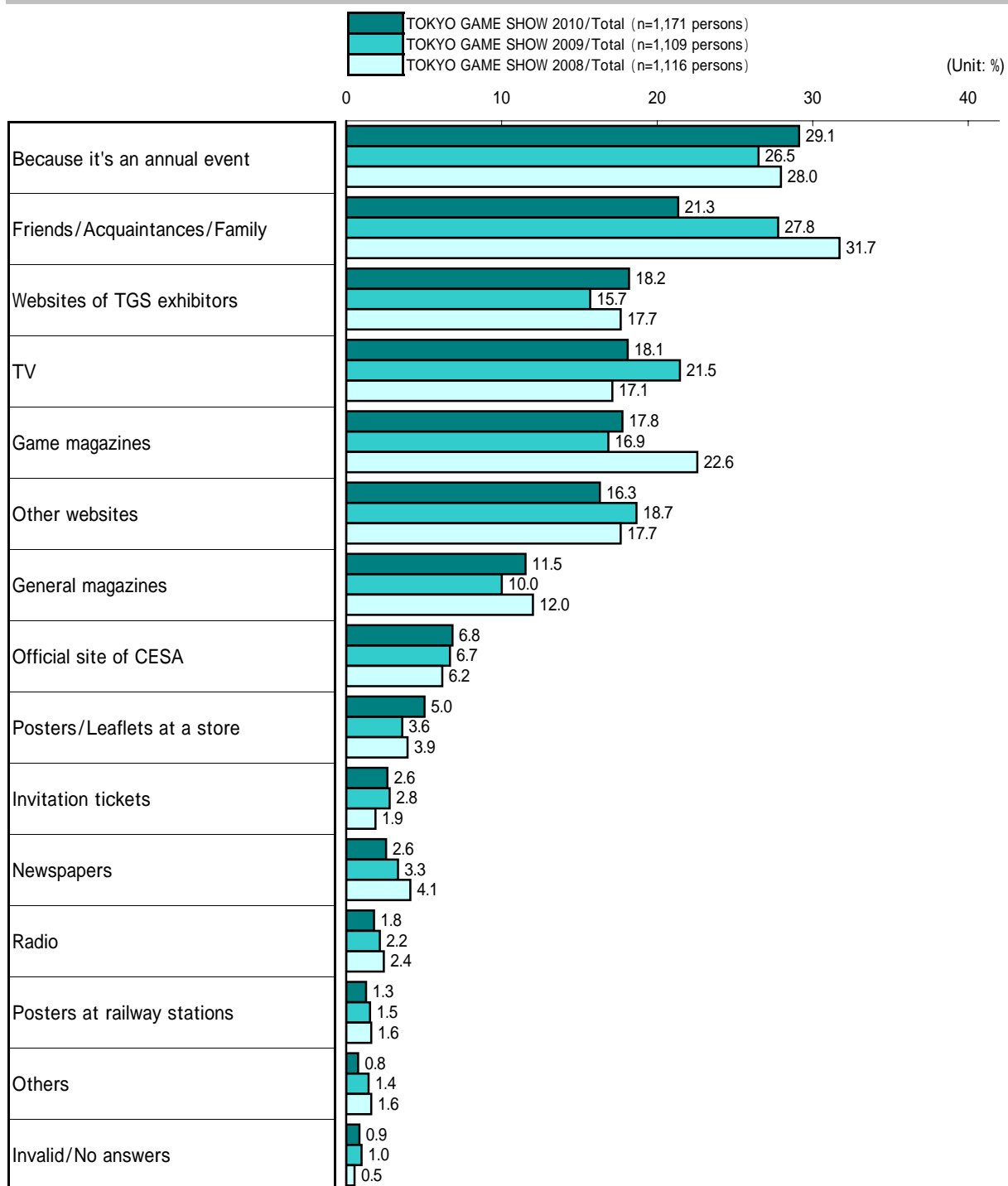
		Number of samples (persons)	Yes, and I have already seen the label on a product package.	Yes, but I have never seen the label on a product package yet.	No	Invalid/No answers
TOKYO GAME SHOW 2010/ All who recognized the rating label		720	79.7	12.2	4.7	3.3
Gender and Age	Male	581	82.3	10.5	4.3	2.9
	3 ~ 9	2	50.0	0.0	50.0	0.0
	10 ~ 12	20	85.0	10.0	0.0	5.0
	13 ~ 15	41	87.8	7.3	2.4	2.4
	16 ~ 18	64	95.3	1.6	1.6	1.6
	19 ~ 24	146	87.0	8.9	3.4	0.7
	25 ~ 29	93	79.6	15.1	3.2	2.2
	30 ~ 39	162	77.8	11.7	5.6	4.9
	40 ~ 49	49	71.4	14.3	8.2	6.1
	50 or older	4	25.0	50.0	25.0	0.0
	Female	139	69.1	19.4	6.5	5.0
	3 ~ 9	0	-	-	-	-
	10 ~ 12	5	40.0	20.0	40.0	0.0
13 ~ 15	5	40.0	20.0	20.0	20.0	
16 ~ 18	14	71.4	28.6	0.0	0.0	
19 ~ 24	36	77.8	11.1	5.6	5.6	
25 ~ 29	32	71.9	21.9	6.3	0.0	
30 ~ 39	34	58.8	29.4	2.9	8.8	
40 ~ 49	13	84.6	0.0	7.7	7.7	
50 or older	0	-	-	-	-	
User category	Heavy user	293	84.3	10.6	2.7	2.4
	Middle user	320	78.8	12.8	5.3	3.1
	Light user	107	70.1	15.0	8.4	6.5

· The number of respondents who replied "Yes, and I have already seen the label on a product package" increased (79.7%) for two consecutive years. But the number of respondents who replied "Yes, but I haven't yet seen the label on a product package" decreased (12.2%), and the total number of people who knew of the Z category slightly decreased to 91.9%.
 · Many heavy users knew of the rating and seen the label.

. Turnout at TOKYO GAME SHOW 2010

1 . Information source about TOKYO GAME SHOW 2010 (Multiple answers)

[Q] How did you know of "TOKYO GAME SHOW 2010"? Choose any number of answers.



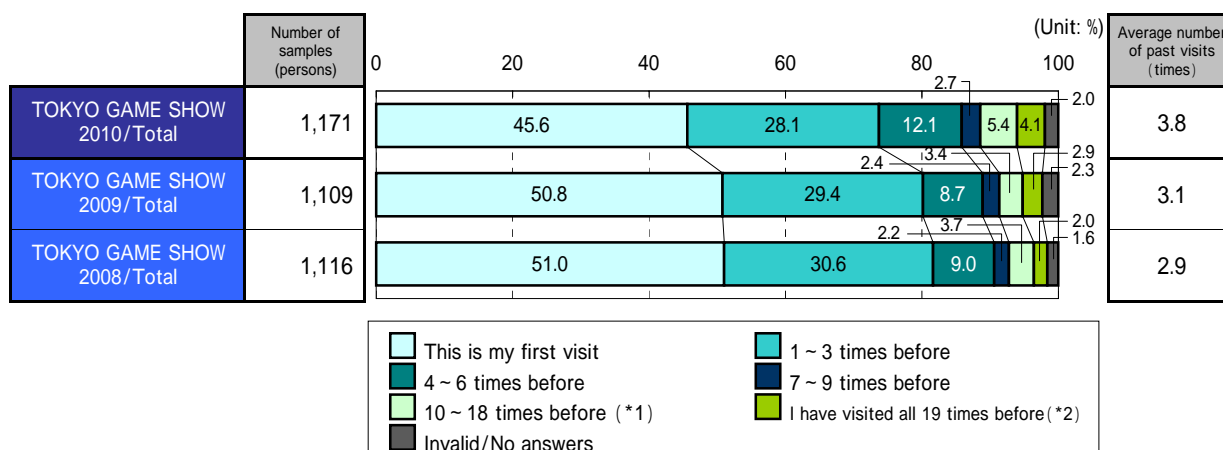
· "Because it's an annual event" (29.1%) increased and became the top source of information.
 · "Friends/Acquaintances/Family" (21.3%) decreased for two consecutive years and dropped to the second place. The rate of "Because it's an annual event" was high among males (30.2%) and heavy users (23.2%), while the rate of "Friends/Acquaintances/Family" was high among females (26.7%) and light users (23.2%).
 · The rates of "Websites of TGS exhibitors" (18.2%), "Game magazines" (17.8%), "General magazines" (11.5%), "Official site of CESA" (6.8%) and "Posters/Leaflets at a store" (5.0%) increased.

(Unit: %)

	TOKYO GAME SHOW 2010/Total	Gender and Age																		User category				
		Male									Female									Heavy user	Middle user	Light user		
Number of samples (persons)	1,171	875	8	40	62	88	203	148	229	84	13	296	11	17	10	20	58	45	90	42	3	431	494	246
Because it's an annual event	29.1	30.2	12.5	12.5	21.0	28.4	31.0	35.8	31.4	36.9	7.7	26.0	9.1	11.8	0.0	25.0	31.0	35.6	24.4	28.6	33.3	32.9	27.7	25.2
Friends/ Acquaintances/ Family	21.3	19.5	25.0	25.0	37.1	39.8	24.1	16.2	9.2	4.8	23.1	26.7	18.2	52.9	50.0	35.0	32.8	26.7	18.9	16.7	33.3	21.6	20.2	23.2
Websites of TGS exhibitors	18.2	17.8	0.0	5.0	24.2	15.9	17.2	19.6	17.5	22.6	15.4	19.3	0.0	5.9	0.0	25.0	20.7	33.3	17.8	19.0	0.0	20.6	18.6	13.0
TV	18.1	15.9	25.0	27.5	21.0	15.9	14.8	13.5	15.7	13.1	15.4	24.7	36.4	41.2	20.0	10.0	24.1	13.3	30.0	23.8	33.3	15.3	18.2	22.8
Game magazines	17.8	20.2	12.5	17.5	29.0	18.2	23.6	22.3	18.3	11.9	15.4	10.5	0.0	5.9	0.0	5.0	15.5	22.2	8.9	4.8	0.0	19.5	20.2	9.8
Other websites	16.3	17.6	0.0	12.5	16.1	15.9	16.3	19.6	18.8	21.4	15.4	12.5	0.0	0.0	10.0	15.0	17.2	13.3	12.2	11.9	33.3	14.4	18.0	16.3
General magazines	11.5	12.8	37.5	10.0	12.9	13.6	12.3	10.1	14.0	11.9	23.1	7.8	27.3	5.9	10.0	5.0	15.5	0.0	4.4	9.5	0.0	12.1	14.0	5.7
Official site of CESA	6.8	7.8	0.0	0.0	1.6	6.8	5.9	9.5	11.4	9.5	7.7	4.1	0.0	0.0	0.0	5.0	6.9	2.2	5.6	2.4	0.0	7.2	7.5	4.9
Posters/ Leaflets at a store	5.0	4.8	0.0	2.5	1.6	6.8	5.4	6.1	5.2	2.4	0.0	5.7	9.1	5.9	10.0	15.0	5.2	4.4	6.7	0.0	0.0	5.6	5.7	2.8
Invitation tickets	2.6	2.2	0.0	0.0	1.6	3.4	2.0	4.1	0.9	3.6	0.0	4.1	9.1	0.0	0.0	10.0	3.4	2.2	2.2	9.5	0.0	2.3	3.0	2.4
Newspapers	2.6	2.9	0.0	0.0	6.5	3.4	1.5	5.4	2.2	2.4	0.0	1.7	0.0	0.0	10.0	0.0	3.4	2.2	1.1	0.0	0.0	1.9	3.2	2.4
Radio	1.8	1.9	0.0	0.0	0.0	3.4	2.5	2.7	1.3	2.4	0.0	1.4	0.0	0.0	10.0	5.0	3.4	0.0	0.0	0.0	0.0	1.6	1.6	2.4
Posters at railway stations	1.3	1.5	0.0	5.0	1.6	2.3	0.5	3.4	0.9	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	33.3	1.4	1.0	1.6
Others	0.8	0.5	0.0	0.0	0.0	1.1	0.5	1.4	0.0	0.0	0.0	1.7	0.0	5.9	0.0	10.0	3.4	0.0	0.0	0.0	0.0	1.2	0.6	0.4
Invalid/ No answers	0.9	0.7	0.0	0.0	1.6	0.0	1.0	0.7	0.9	0.0	0.0	1.4	9.1	5.9	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.7	1.2	0.4

2 . Number of past visits to TOKYO GAME SHOW

[Q.] TOKYO GAME SHOW has been held 19 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2009). 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 ~ 18 times before (*1)	I have visited all 19 times before (*2)	Invalid/ No answers
TOKYO GAME SHOW 2010/Total		1,171	45.6	28.1	12.1	2.7	5.4	4.1	2.0
Gender and Age	Male	875	43.3	28.6	12.7	2.9	5.5	5.1	1.9
	3 ~ 9	8	37.5	37.5	0.0	0.0	0.0	0.0	25.0
	10 ~ 12	40	72.5	17.5	2.5	2.5	0.0	0.0	5.0
	13 ~ 15	62	62.9	27.4	6.5	1.6	0.0	0.0	1.6
	16 ~ 18	88	60.2	21.6	13.6	1.1	0.0	2.3	1.1
	19 ~ 24	203	48.3	32.0	11.8	2.5	1.5	1.5	2.5
	25 ~ 29	148	43.2	29.7	13.5	2.0	7.4	2.7	1.4
	30 ~ 39	229	28.8	27.1	16.2	5.2	10.9	10.9	0.9
	40 ~ 49	84	27.4	33.3	13.1	2.4	8.3	13.1	2.4
	50 or older	13	30.8	38.5	15.4	0.0	15.4	0.0	0.0
Female	296	52.4	26.7	10.5	2.4	5.1	1.0	2.0	
3 ~ 9	11	72.7	18.2	9.1	0.0	0.0	0.0	0.0	
10 ~ 12	17	58.8	23.5	5.9	0.0	0.0	0.0	11.8	
13 ~ 15	10	90.0	10.0	0.0	0.0	0.0	0.0	0.0	
16 ~ 18	20	70.0	30.0	0.0	0.0	0.0	0.0	0.0	
19 ~ 24	58	72.4	19.0	3.4	1.7	1.7	0.0	1.7	
25 ~ 29	45	40.0	28.9	20.0	0.0	8.9	2.2	0.0	
30 ~ 39	90	43.3	32.2	14.4	4.4	3.3	1.1	1.1	
40 ~ 49	42	35.7	26.2	9.5	4.8	16.7	2.4	4.8	
50 or older	3	0.0	66.7	33.3	0.0	0.0	0.0	0.0	
User category	Heavy user	431	46.2	26.7	13.2	3.2	4.4	4.2	2.1
	Middle user	494	45.5	27.3	12.3	2.8	6.7	4.0	1.2
	Light user	246	44.7	32.1	9.8	1.6	4.5	4.1	3.3
Degree of satisfaction	Satisfied (*3)	873	47.8	27.1	11.6	2.9	4.9	4.1	1.6
	I can't say	188	43.6	31.9	11.7	1.6	5.9	2.7	2.7
	Not satisfied (*3)	102	30.4	30.4	18.6	3.9	7.8	6.9	2.0
	Invalid/No answers	8	50.0	12.5	0.0	0.0	12.5	0.0	25.0

*1: The term "10-17 times before" was used in the TGS 2009 survey, and "10-16 times before" was used in the TGS 2008 survey.

*2: The term "all 18 times before" was used in the TGS 2009 survey, and "all 17 times before" was used in the TGS 2008 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 45.6% of all respondents, but the rate decreased as well as the rate of "I have come 1 ~ 3 times before" (28.1%).

· However, all the percentages of "4 ~ 6 times before" (12.1%), "7 ~ 9 times before" (2.7%), "10 ~ 18 times before" (5.4%), and "I have visited all 19 times before" (4.1%) increased, and as the result, the average number of visits increased to 3.8.

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 2010?

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.

(842 valid responses: n=1,171 persons)

Rank	Names of company booths	Persons Qty	TOKYO GAME SHOW 2009 829 valid responses (n=1,109 persons)		TOKYO GAME SHOW 2008 905 valid responses (n=1,116 persons)	
			Persons Qty	Rank	Persons Qty	Rank
1	CAPCOM	241	121	(2)	212	(1)
2	SEGA	132	101	(3)	90	(3)
3	SQUARE ENIX	92	220	(1)	176	(2)
4	KONAMI	74	93	(4)	79	(4)
5	BANDAI NAMCO Games	68	76	(5)	52	(7)
6	Sony Computer Entertainment	51	68	(6)	54	(6)
7	Microsoft	48	27	(8)	33	(9)
8	LEVEL5	42	60	(7)	35	(8)
9	IREM SOFTWARE ENGINEERING	16	2	(13)	4	(17)
10	Gamania Digital Entertainment	14	0		0	
11	TECMO KOEI Holdings	11	20	(9)	60	(5)
12	Ubisoft Entertainment	9	16	(10)	0	
	D3 PUBLISHER	9	0		11	(12)
14	WebMoney	8	0		0	
15	Bushiroad	5	1	(17)	6	(16)
	ARC SYSTEM WORKS	5	0		2	(24)
17	ENTERBRAIN	3	0		1	(27)
18	ASCII MEDIA WORKS	2	0		0	
	Razer	2	0		0	
	Japan Electronics College	2	0		0	
21	Game Center CX	1	2	(13)	2	(24)
	5pb.	1	1	(17)	0	
	Alchemist	1	0		0	
	CyAC	1	0		0	
	FUN YOURS Technology (Taiwan game booth)	1	0		0	
	Ignition Entertainment Ltd.	1	0		0	
	MORI GAMES	1	0		0	
	UNITCOM	1	0		0	

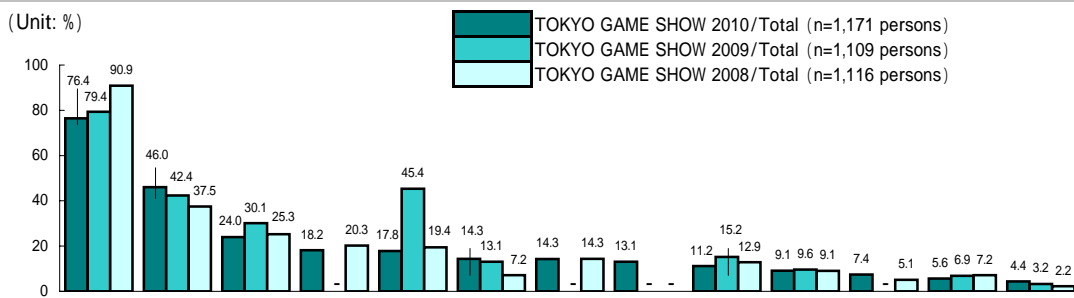
Note 1) When a product name is answered instead of a company booth name, it is counted as an answer for the company booth name.
e.g.) "DRA QUE (Dragon Quest)" "SQUARE ENIX", PSP" "Sony Computer Entertainment", "Xbox360" "Microsoft", etc.

Note 2) TECMO KOEI Games was TECMO KOEI Holdings in TGS 2009 survey and before.

· The CAPCOM, which ranked second in popularity last year, returned to the top (241).
SEGA (132), SQUARE ENIX (92) and KONAMI (74) followed.

4 . Areas the respondents visited (Multiple answers)

[Q.] The booths exhibited at Tokyo Game Show 2010 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 1-6)	Sales Area (Hall 1)	Dining Place (Hall 7)	Game PC/PC Online Game Business Talk Area (Hall 5) *1	Event Stage (Hall 8)	Family Area (Hall 8) *2	Mobile Area (Hall 6) *1	Fighting Game Competition Area (Hall 7)	Game School Area (Hall 6)	International Pavilions (Hall 2-3)	Audio-visual & Gadget Area (Hall 4)	Business Solution Area (Hall 3)	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	76.4	46.0	24.0	18.2	17.8	14.3	14.3	13.1	11.2	9.1	7.4	5.6	4.4
Gender and Age	Male	875	79.0	45.4	24.0	20.8	18.4	9.8	15.1	15.3	12.8	9.6	8.6	6.4	4.1
	3 ~ 9	8	37.5	12.5	12.5	0.0	12.5	62.5	25.0	0.0	0.0	0.0	0.0	0.0	0.0
	10 ~ 12	40	57.5	22.5	20.0	15.0	12.5	32.5	12.5	10.0	12.5	5.0	10.0	2.5	12.5
	13 ~ 15	62	62.9	48.4	32.3	30.6	24.2	9.7	12.9	12.9	19.4	12.9	8.1	4.8	6.5
	16 ~ 18	88	78.4	54.5	23.9	33.0	23.9	2.3	10.2	11.4	18.2	6.8	9.1	8.0	1.1
	19 ~ 24	203	86.7	53.2	26.1	23.6	20.2	3.0	15.8	20.7	15.8	10.3	9.9	6.4	3.9
	25 ~ 29	148	79.1	43.2	19.6	17.6	16.9	2.7	9.5	18.2	7.4	8.1	7.4	5.4	2.7
	30 ~ 39	229	81.7	44.5	27.1	16.2	17.5	13.1	19.2	16.2	12.2	13.1	7.9	7.9	4.4
	40 ~ 49	84	79.8	38.1	19.0	16.7	14.3	22.6	19.0	7.1	8.3	6.0	9.5	6.0	4.8
	50 or older	13	76.9	23.1	0.0	23.1	7.7	7.7	15.4	0.0	7.7	0.0	7.7	7.7	0.0
	Female	296	68.9	48.0	24.0	10.5	16.2	27.7	11.8	6.4	6.4	7.8	4.1	3.4	5.1
	3 ~ 9	11	54.5	27.3	18.2	0.0	9.1	45.5	0.0	0.0	0.0	0.0	9.1	0.0	18.2
	10 ~ 12	17	47.1	29.4	23.5	5.9	5.9	47.1	0.0	0.0	5.9	5.9	0.0	5.9	5.9
	13 ~ 15	10	50.0	40.0	20.0	30.0	10.0	40.0	10.0	10.0	10.0	0.0	0.0	0.0	10.0
16 ~ 18	20	80.0	75.0	60.0	25.0	20.0	15.0	10.0	10.0	25.0	5.0	10.0	5.0	0.0	
19 ~ 24	58	82.8	60.3	17.2	12.1	13.8	5.2	10.3	10.3	8.6	12.1	6.9	1.7	0.0	
25 ~ 29	45	84.4	60.0	28.9	8.9	17.8	6.7	17.8	8.9	0.0	13.3	4.4	2.2	2.2	
30 ~ 39	90	62.2	38.9	22.2	7.8	13.3	41.1	16.7	2.2	3.3	6.7	2.2	4.4	8.9	
40 ~ 49	42	59.5	38.1	19.0	9.5	28.6	45.2	4.8	9.5	9.5	2.4	2.4	4.8	4.8	
50 or older	3	66.7	66.7	0.0	0.0	33.3	0.0	33.3	0.0	0.0	33.3	0.0	0.0	0.0	
User category	Heavy user	431	75.9	46.9	22.7	21.3	18.1	12.5	11.1	14.2	10.7	9.7	7.7	5.1	4.6
	Middle user	494	77.1	50.6	26.1	16.2	17.8	13.6	16.0	14.0	11.7	8.5	7.5	5.7	4.0
	Light user	246	76.0	35.4	22.0	16.7	17.5	19.1	16.3	9.3	11.0	9.3	6.9	6.5	4.5
Degree of satisfaction	Satisfied (*3)	873	78.8	51.0	25.5	19.6	19.4	13.9	13.7	14.4	12.1	9.0	8.1	5.6	3.2
	I can't say	188	71.3	29.8	19.1	14.4	11.7	19.1	14.4	8.0	7.4	8.5	4.8	6.4	6.4
	Not satisfied (*3)	102	68.6	36.3	21.6	14.7	17.6	10.8	19.6	10.8	10.8	11.8	6.9	4.9	6.9
	Invalid/No answers	8	37.5	12.5	0.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0	0.0	0.0	50.0

(Unit: %)

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

*1: In TGS 2008, "Game PC/PC Online Game Business Talk Area" was called "PC Online Game Area", and "Mobile Area" was called "Mobile Contents Area". In TGS 2009, the two areas were combined into "Advanced Mobile & PC Contents Area", which accounted for 13.4% of the answers. (Reference value)

*2 In TGS 2009 and 2008, "Family Area" was called "Kid's Area".

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

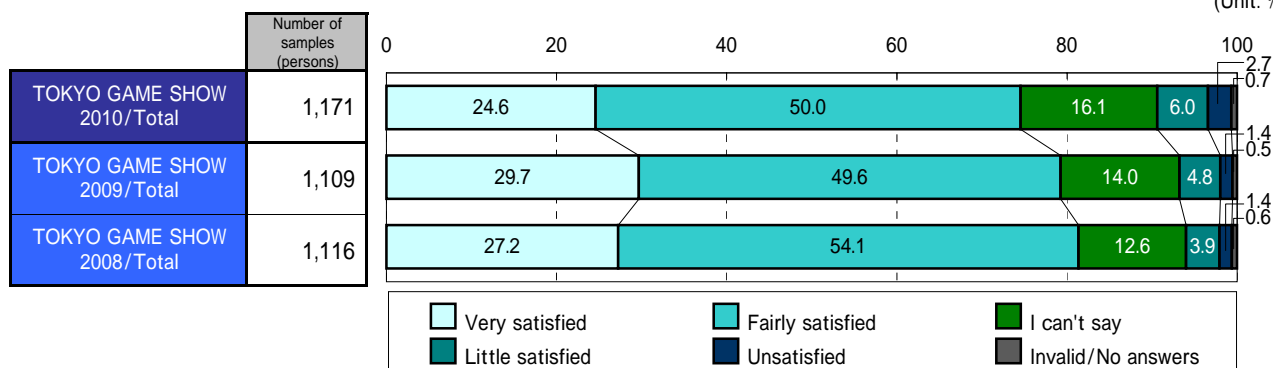
"Manufacturers' Booths" were visited the most (76.4%), followed by "Sales Area" (46.0%), which was relocated to Hall 1 this year.

"Sales Area" and "Family Area" were more popular among females than males.

5 . Degree of satisfaction with TOKYO GAME SHOW 2010

[Q] How much are you satisfied with "TOKYO GAME SHOW 2010"?

(Unit: %)



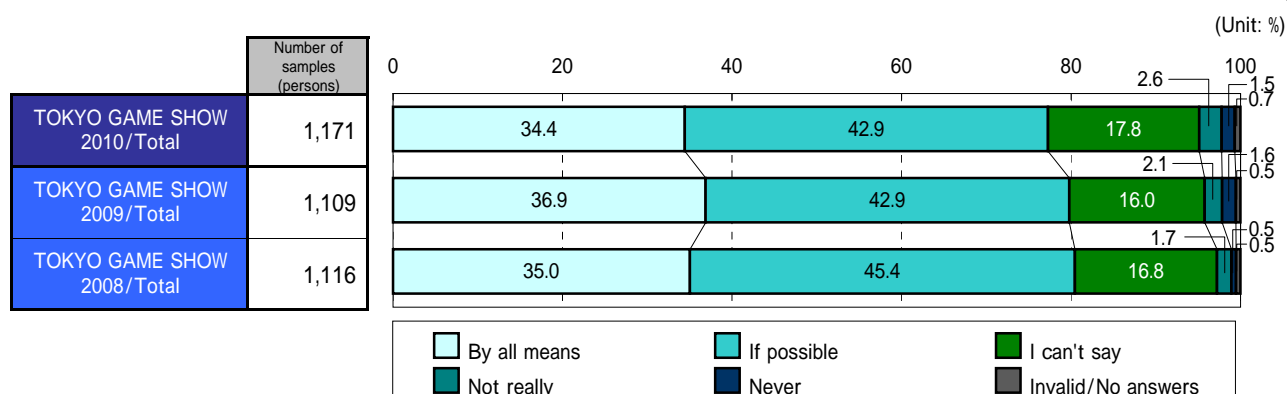
(Unit: %)

		Number of samples (persons)	By all means	If possible	I can't say	Not really	Never	Invalid/No answers
TOKYO GAME SHOW 2010/Total		1,171	24.6	50.0	16.1	6.0	2.7	0.7
Gender and Age	Male	875	26.2	47.9	15.8	6.2	3.1	0.9
	3 ~ 9	8	25.0	50.0	25.0	0.0	0.0	0.0
	10 ~ 12	40	37.5	25.0	25.0	2.5	7.5	2.5
	13 ~ 15	62	67.7	21.0	3.2	3.2	3.2	1.6
	16 ~ 18	88	42.0	45.5	9.1	1.1	2.3	0.0
	19 ~ 24	203	34.0	48.3	10.8	3.4	2.5	1.0
	25 ~ 29	148	8.8	59.5	20.3	8.1	2.0	1.4
	30 ~ 39	229	15.7	50.7	20.1	9.2	3.5	0.9
	40 ~ 49	84	17.9	50.0	17.9	9.5	4.8	0.0
	50 or older	13	0.0	61.5	23.1	15.4	0.0	0.0
Female	296	19.9	56.1	16.9	5.4	1.7	0.0	
3 ~ 9	11	45.5	45.5	9.1	0.0	0.0	0.0	
10 ~ 12	17	11.8	58.8	17.6	5.9	5.9	0.0	
13 ~ 15	10	20.0	70.0	10.0	0.0	0.0	0.0	
16 ~ 18	20	45.0	50.0	5.0	0.0	0.0	0.0	
19 ~ 24	58	22.4	62.1	10.3	5.2	0.0	0.0	
25 ~ 29	45	22.2	55.6	15.6	2.2	4.4	0.0	
30 ~ 39	90	16.7	51.1	23.3	6.7	2.2	0.0	
40 ~ 49	42	7.1	61.9	21.4	9.5	0.0	0.0	
50 or older	3	0.0	33.3	33.3	33.3	0.0	0.0	
User category	Heavy user	431	30.2	48.7	15.1	2.8	2.8	0.5
	Middle user	494	24.3	52.0	13.2	7.5	2.4	0.6
	Light user	246	15.4	48.0	23.6	8.5	3.3	1.2
Number of past visits	This is the first visit	534	28.8	49.3	15.4	3.4	2.4	0.7
	1 ~ 18 times before	575	20.5	50.8	17.2	8.3	2.8	0.3
	I have visited all	48	25.0	50.0	10.4	8.3	6.3	0.0
	Invalid/No answers	14	28.6	42.9	14.3	0.0	0.0	14.3

- Respondents who were "very" satisfied with the show slightly decreased, but those who were "fairly" satisfied increased. The total of these two categories accounted for 74.6%, showing a decrease for two consecutive years.
- More than 80% of males and females aged "13- 15", "16- 18" and "19-24" were satisfied with the show.
- The level of satisfaction was higher for those who played household games more frequently.

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 2010/Total		1,171	34.4	42.9	17.8	2.6	1.5	0.7
Gender and Age	Male	875	36.7	41.0	17.6	2.3	1.6	0.8
	3 ~ 9	8	25.0	37.5	37.5	0.0	0.0	0.0
	10 ~ 12	40	32.5	35.0	20.0	2.5	7.5	2.5
	13 ~ 15	62	64.5	25.8	4.8	0.0	3.2	1.6
	16 ~ 18	88	42.0	44.3	11.4	0.0	2.3	0.0
	19 ~ 24	203	41.9	39.9	15.3	2.5	0.0	0.5
	25 ~ 29	148	29.7	45.3	18.2	3.4	2.0	1.4
	30 ~ 39	229	31.9	41.0	24.0	1.7	0.4	0.9
	40 ~ 49	84	29.8	46.4	16.7	3.6	3.6	0.0
	50 or older	13	15.4	46.2	23.1	15.4	0.0	0.0
	Female	296	27.7	48.3	18.6	3.7	1.4	0.3
	3 ~ 9	11	36.4	54.5	0.0	9.1	0.0	0.0
	10 ~ 12	17	23.5	41.2	17.6	11.8	0.0	5.9
	13 ~ 15	10	20.0	70.0	10.0	0.0	0.0	0.0
16 ~ 18	20	45.0	45.0	10.0	0.0	0.0	0.0	
19 ~ 24	58	27.6	53.4	17.2	1.7	0.0	0.0	
25 ~ 29	45	35.6	42.2	15.6	0.0	6.7	0.0	
30 ~ 39	90	25.6	47.8	21.1	4.4	1.1	0.0	
40 ~ 49	42	16.7	50.0	26.2	7.1	0.0	0.0	
50 or older	3	33.3	0.0	66.7	0.0	0.0	0.0	
User category	Heavy user	431	41.5	42.2	12.1	2.3	1.4	0.5
	Middle user	494	32.2	43.9	19.4	2.2	1.8	0.4
	Light user	246	26.4	41.9	24.8	4.1	1.2	1.6
Number of past visits	This is the first visit	534	31.1	41.6	20.8	3.7	2.1	0.7
	1 ~ 18 times before	575	34.3	46.1	16.5	1.7	1.0	0.3
	I have visited all	48	70.8	25.0	2.1	0.0	2.1	0.0
	Invalid/No answers	14	42.9	21.4	14.3	7.1	0.0	14.3
Degree of satisfaction	Satisfied (*)	873	43.6	46.8	8.5	0.8	0.1	0.1
	can't say	188	8.5	33.0	55.3	3.2	0.0	0.0
	Not satisfied (*)	102	5.9	29.4	30.4	17.6	16.7	0.0
	Invalid/No answers	8	0.0	12.5	0.0	0.0	0.0	87.5

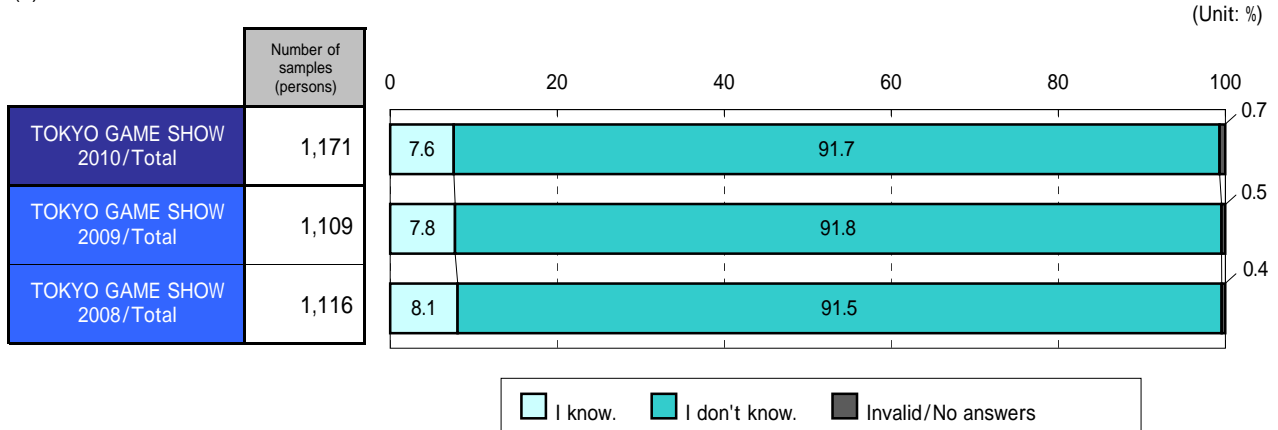
* The respondents who selected "much satisfied" and "fairly satisfied" were integrated into the "satisfied" category and those who selected "little satisfied" and "unsatisfied" were into the "not satisfied" category.

• The number of respondents who wished to visit the next show "by all means" decreased, but those who wished to visit "if possible" remained the same. The total rate for the two categories decreased, accounting for 77.3%.
 • The greater the number of past visits and the more satisfied with the show, the higher the intention of visiting the next show.

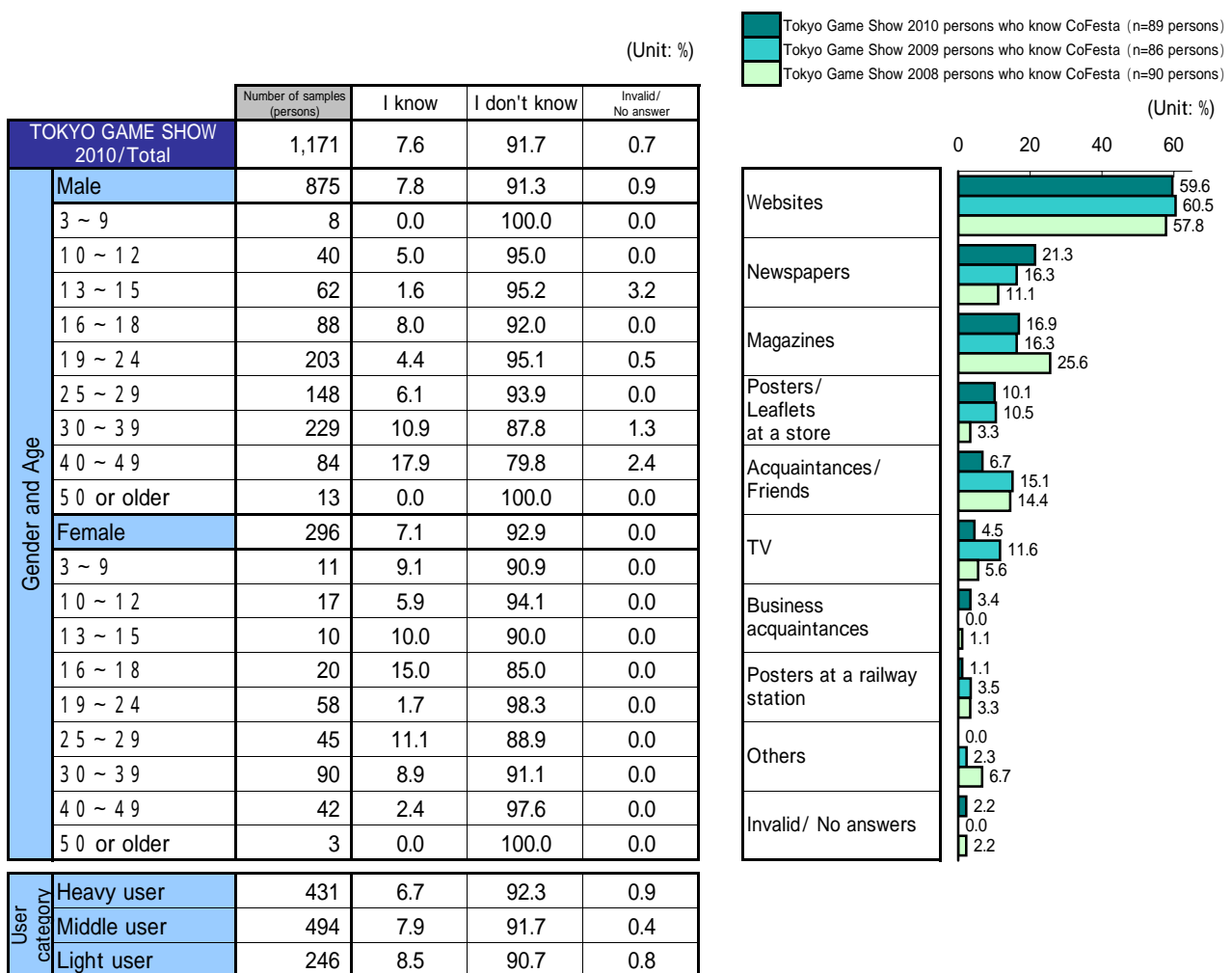
7. Awareness of CoFesta

[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]



7.6% of respondents were familiar with CoFesta. This ratio decreased slightly for three consecutive years. "Light users" showed a higher rate of awareness (8.5%) than did frequent users.
 "Websites" were the top (59.6%) source of information and the number of respondents who answered "Newspapers" increased for two consecutive years (21.3%).

Appendix 1) Sample Survey Form

Thank you for your cooperation in the "TOKYO GAME SHOW 2010" Visitors Survey
- Computer Entertainment Supplier's Association <CESA> -

Q1 1) Your gender and age.

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

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

1. Within Tokyo's 23 wards 3. Kanagawa 5. Chiba
2. Tokyo area (outside of its 23 wards) 4. Saitama 6. Ibaraki [Specifically]

3) Your occupation < Choose only one >

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

4) Do you have any hobbies or interests other than games? < Choose any number of answers >

1. Movie/Theater/Drama 7. Reading 13. Baseball 19. Cars/Motorbikes/Driving 25. Others
2. Comics/Cartoons 8. PC/Internet 14. Soccer 20. Traveling [Specifically]
3. Music 9. Photos/Arts 15. Golf 21. Fashion/Interior design
4. Karaoke 10. Igo/Shogi/Mahjong 16. Combative sports 22. Cooking/Restaurants/Liquors
5. TV idols/Voice actors 11. Pachinko/Pachislo 17. Other sports 23. Love/Social meeting
6. Vaudevilles 12. Horse race/Cycle race/Motorboat 18. Fishing/Outdoor activity 24. Study/Languages/Licenses

5) Do you have good eyesight? Do you use glasses? Choose the option that is closest to your answer. < Choose only one >

1. I have poor eyesight, and always wear glasses. 4. I have poor eyesight, but do not wear glasses or contact lenses.
2. I have poor eyesight, and always wear contact lenses. 5. I have good eyesight, so do not wear glasses or contact lenses.
3. I have poor eyesight, and wear glasses or contact lenses only when necessary. 6. I have good eyesight, but sometimes wear glasses as a fashion accessory.

Questions about household videogames

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

1. Wii 5. Game Boy Advance (incl. SP) 9. PSP "PlayStation Portable"
2. Nintendo GameCube 6. PlayStation 3 10. PSP go "PlayStation Portable go"
3. Nintendo Dsi/Dsi LL 7. PlayStation 2 11. Xbox360
4. Nintendo DS/DS Lite 8. PlayStation (incl. PSone & COMBO)

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 5. Nintendo DS/DS Lite 9. PSP "PlayStation Portable"
2. Nintendo GameCube 6. Game Boy Advance (incl. SP) 10. PSP go "PlayStation Portable go"
3. Nintendo 3DS (unreleased) 7. PlayStation 3 11. Xbox360
4. Nintendo Dsi/Dsi LL 8. PlayStation 2

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

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

Q4

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

2) How long (minutes) do you spend playing 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

Questions about games played on mobile phones/PH

*Excluding games for smart-phones such as iPhone and Xperia (Please answer Q8 about games for smart-phones.)

Q7 1) Do you play games on your mobile phone/PHS? <Choose only one>

1. I play habitually. 2. I used to play but not any more. 3. I have an interest but have never played before. 4. I have no interest nor have played before. → [If the answer is "2-4", go to [Q8]]

→ [If the answer is "1" in 1)]

2) Do you play pay-to-play games on mobile phones? <Choose only one>

1. Yes, I play pay-to-play games. 2. No, I play only free games. → [If the answer is "2", go to [Q8]]

→ [If the answer is "1" in 2)]

3) Please select all types of paying methods you have used for mobile phone/PHS 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 played on smart-phones/PDA (iPhone/iPad/iPod touch, Xperia etc.)

*Smart-phones refer to portable devices that have the functions of both mobile phones/PHS and PDA such as iPhone and Xperia.
*PDA refers to portable digital assistance such as iPad and iPod touch.

Q8 1) Do you play games on your smart-phones/PDA (iPhone/iPad/iPod touch/Xperia etc.)? <Choose only one>

1. I play habitually. 2. I used to play but not any more. 3. I have an interest but have never played before. 4. I have no interest nor have played before. → [If the answer is "2-4", go to [Q9]]

→ [If the answer is "1" in 1)]

2) Do you play pay-to-play games on smart-phones/PDA (iPhone/iPad/iPod touch/Xperia etc.)? <Choose only one>

1. Yes, I play pay-to-play games. 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/PHS, smart-phones/PDA and arcade games.

Q9 1) Have you ever played network games or on-line games? < Choose only one. >

1. I play network games with fees. 2. No, I play only free network games. 3. I have an interest but have never played. 4. I have no interest nor have played. → [If the answer is "2-4", go to [Q14]]

→ [Only if above answer is "1"]

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

1. Yes, I play pay-to-play games. 2. No, I play only free games. → [If the answer is "2", go to [Q10]]

→ [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

[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 new types of games

Q11 1) Do you use SNS for 1-5 below? Do you play games on SNS?
Choose the option that is closest to your answer.
<Choose only one for each question >

[If the answer is "1" or "2" in 1)]

2) Select any number of hardware units you use for SNS.

*Smart-phones/PDA: iPhone, iPad, iPod touch, Xperia etc.

1. mixi	1. I use SNS and play games. _____	1. mixi	1. PC
	2. I use SNS but I don't play games. _____		2. Mobile phones/PHS
	3. I don't use SNS. _____		3. Smart-phones/PDA
2. GREE	1. I use SNS and play games. _____	2. GREE	1. PC
	2. I use SNS but I don't play games. _____		2. Mobile phones/PHS
	3. I don't use SNS. _____		3. Smart-phones/PDA
3. MOBAGE Town	1. I use SNS and play games. _____	3. MOBAGE Town	1. PC
	2. I use SNS but I don't play games. _____		2. Mobile phones/PHS
	3. I don't use SNS. _____		3. Smart-phones/PDA
4. Facebook	1. I use SNS and play games. _____	4. Facebook	1. PC
	2. I use SNS but I don't play games. _____		2. Mobile phones/PHS
	3. I don't use SNS. _____		3. Smart-phones/PDA
5. MySpace	1. I use SNS and play games. _____	5. MySpace	1. PC
	2. I use SNS but I don't play games. _____		2. Mobile phones/PHS
	3. I don't use SNS. _____		3. Smart-phones/PDA

Q12 Do you know about games using AR (augmented reality) technology, which adds virtual information to the reality, such as the AR camera in Loveplus, Gundam AR, Sekai Camera etc.? Do you play this type of games? <Choose only one>

- | | |
|---|--|
| 1. Yes I do. | 3. I have no interest in games using AR technology, but I know about them. |
| 2. I don't play these games but have an interest in them. | 4. I don't know about games using AR technology, and I have no interest in them. |

Q13 "PlayStation Move", a controller for PlayStation 3, and "Kinect", a game interface unit for "Xbox360" for playing games without a controller, will be released soon. Do you want to buy them? <Choose only one for each>

1) PlayStation Move

- | |
|---------------------------------|
| 1. I will buy it. |
| 2. I'm thinking about purchase. |
| 3. I will not buy it. |

2) Kinect

- | |
|---------------------------------|
| 1. I will buy it. |
| 2. I'm thinking about purchase. |
| 3. I will not buy it. |

Other game-related questions

Q14 1) Were you interested in the World Cup Soccer held in South Africa in 2010? <Choose only one>

- | | | | |
|--------------|-------------|---------------|---------------|
| 1. Very much | 2. Somewhat | 3. Not really | 4. Not at all |
|--------------|-------------|---------------|---------------|

2) Did you purchase any soccer games for home videogame machines this year? (Excluding PC and mobile phone games.) <Choose only one>
If so, please indicate the specific game title and console.

- | | |
|--|---|
| 1. Yes (Title: _____ /Console: _____) _____ | 2. No → [If the answer is "2", go to [Q15].] |
|--|---|

[If the answer is "1" in 2)]

3) When did you buy the game(s)? Please select all appropriate answers.

- | | | | |
|------------------|-----------------|----------------------------------|--------------------|
| 1. Jan. to March | 2. April to May | 3. June (The month of World Cup) | 4. July and onward |
|------------------|-----------------|----------------------------------|--------------------|

Q15 Are you interested in history (Japanese history/world history)? Choose the option that is closest to your answer. <Choose only one>

- | | | | |
|---|--|-------------------------------------|------------------------------|
| 1. Interested in Japanese and world history | 2. Interested in Japanese history only | 3. Interested in world history only | 4. Not interested in history |
|---|--|-------------------------------------|------------------------------|

[If the answer is "1-2" in 1)]

2) Please write your favorite figures in Japanese history. (Multiple answers) -----▶

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

3) Do you have any household videogame software related to history? *Do not include PC or mobile phone games. <Choose only one>
If so, please indicate the specific game title and console.

- | | |
|--|-------|
| 1. Yes (Title: _____ /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 2010"? < 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 | 11. Other websites | 14. Others |
| 4. Game magazines | 8. Friends/Acquaintances/Family | | [Specifically] |

2) TOKYO GAME SHOW has been held 19 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn from 2002 to 2009). How many times have you visited? < Choose only one >

1. I have visited all 19 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 2010? 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 2010. Which did you visit or plan to visit without fail? < Choose any number of answers >

- | | |
|---|--|
| 1. Manufacturers' Booths (Hall 1-6) | 7. Mobile Area (Hall 6) |
| 2. Sales Area (Hall 1) | 8. Game School Area (Hall 6) |
| 3. International Pavilions (Hall 2-3) | 9. Fighting Game Competition Area (Hall 7) |
| 4. Business Solution Area (Hall 3) | 10. Dining Place (Hall 7) |
| 5. Audio-visual & Gadget Area (Hall 4) | 11. Event Stage (Hall 8) |
| 6. Game PC/PC Online Game Business Talk Area (Hall 5) | 12. Family Area (Hall 8) |

5) How much are you satisfied with "TOKYO GAME SHOW 2010"? < 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]

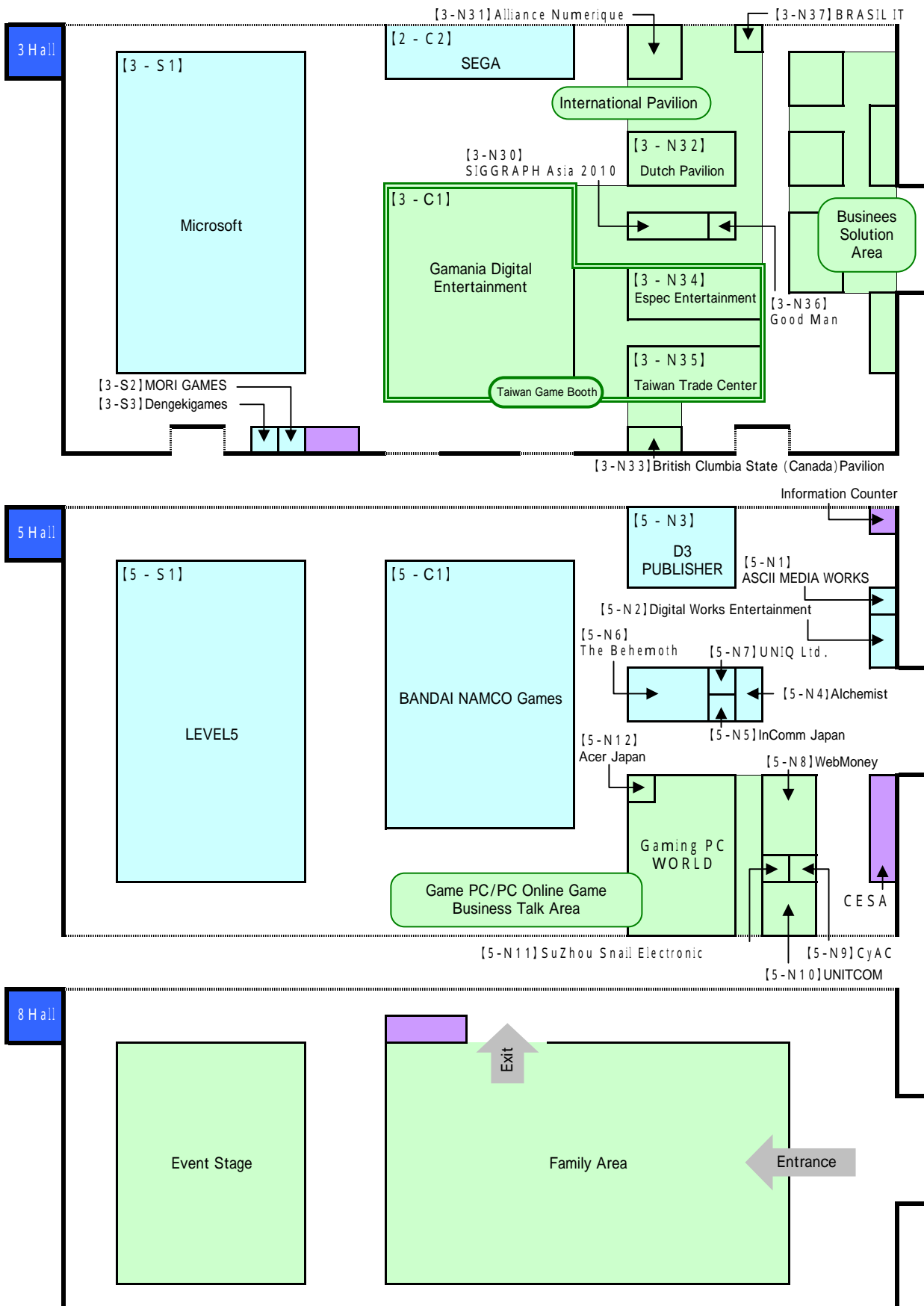
2) How did you know of CoFesta? < Choose any number of answers >

- | | | | | |
|---------------|-------------|--|---------------------------|------------------|
| 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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Visitors Survey Report**

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