

TOKYO GAME SHOW 2005

Visitors Survey Report

November 2005

Computer Entertainment Supplier's Association



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■ Outline of Survey

- 1 Survey Aim : To obtain data useful for CESA members in mapping out their marketing strategies, by identifying the basic characteristics of visitors (game users) to TOKYO GAME SHOW 2005 (hereafter, TGS 2005) organized by CESA and obtaining information about the consoles and games the visitors currently use.
- 2 Survey Target : Individual men and women between the ages of 10 and 49 who visited TGS 2005.
- 3 Survey Method : Questionnaire survey at booths in TGS 2005 venue.
* Refer to P 68 for the locations of the booths.
- 4 Time Period Survey Conducted : Sunday, September 18, 2005 [10:00 – 17:00]

5 Visitor Turnout :

	Total number of visitors (persons)	No. of samples collected	No. of effective samples
Sept. 16 (Fri)	36,068	—	—
Sept. 17 (Sat)	67,791	—	—
Sept. 18 (Sun)	72,197	1,160 S	1,084 S
Total	176,056	1,160 S	1,084 S

* "Business Day" for industry-related visitors was arranged on Sept. 16 (Fri.).

■ Outline of the past 14 exhibitions

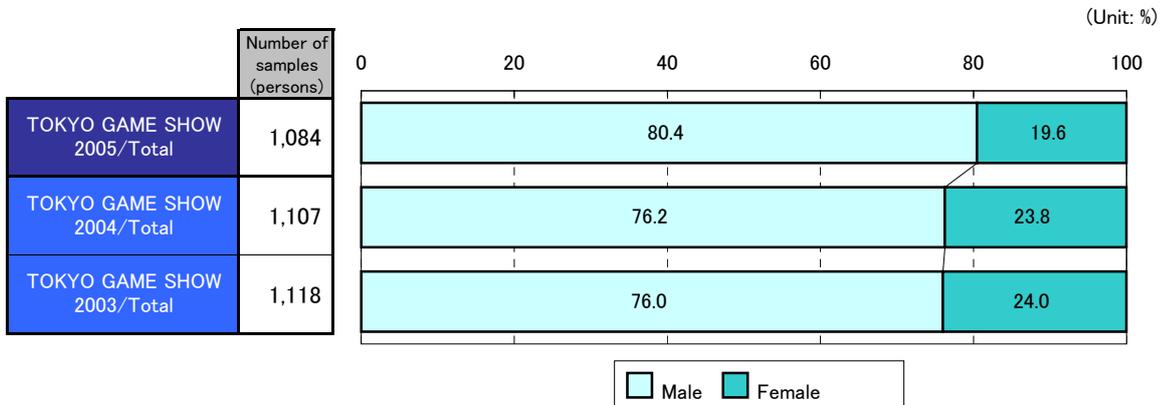
	Date	No. of visitors (total of 3 days)
'96	Aug. 22 (Thu.)~24 (Sat.) '96 at Tokyo Big Site	109,649
'97 Spring	Apr. 4 (Fri.)~ 6 (Sun.) '97 at Tokyo Big Site	121,172
'97 Autumn	Sept. 5 (Fri.)~ 7 (Sun.) '97 at Makuhari Messe	140,630
'98 Spring	Mar. 20 (Fri.)~ 22 (Sun.) '98 at Makuhari Messe	147,913
'98 Autumn	Oct. 9 (Fri.)~ 11 (Sun.) '98 at Makuhari Messe	156,455
'99 Spring	Mar. 19 (Fri.)~21 (Sun.) '99 at Makuhari Messe	163,448
'99 Autumn	Sept. 17 (Fri.)~ 19 (Sun.) '99 at Makuhari Messe	163,866
2000 Spring	Mar. 31 (Fri.)~Apr. 2 (Sun.) 2000 at Makuhari Messe	131,708
2000 Autumn	Sept. 22 (Fri.)~ 24 (Sun.) 2000 at Makuhari Messe	137,400
2001 Spring	Mar. 30 (Fri.)~Apr. 1 (Sun.) 2001 at Makuhari Messe	118,080
2001 Autumn	Oct. 12 (Fri.)~14(Sun.) 2001 at Makuhari Messe	129,626
2002	Sept. 20 (Fri.)~ 22 (Sun.) 2002 at Makuhari Messe	134,042
2003	Sept. 26 (Fri.)~28(Sun.) 2003 at Makuhari Messe	150,089
2004	Sept. 24 (Fri.)~26 (Sun.) 2004 at Makuhari Messe	160,096

- 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 2003 and TGS 2004 (the two most recent preceding shows).
- 7 Organizations Involved in : Executive organization: Computer Entertainment Supplier's Association
Planning organization: NIPPON TELENET CORPORATION

I. Visitors' Characteristics

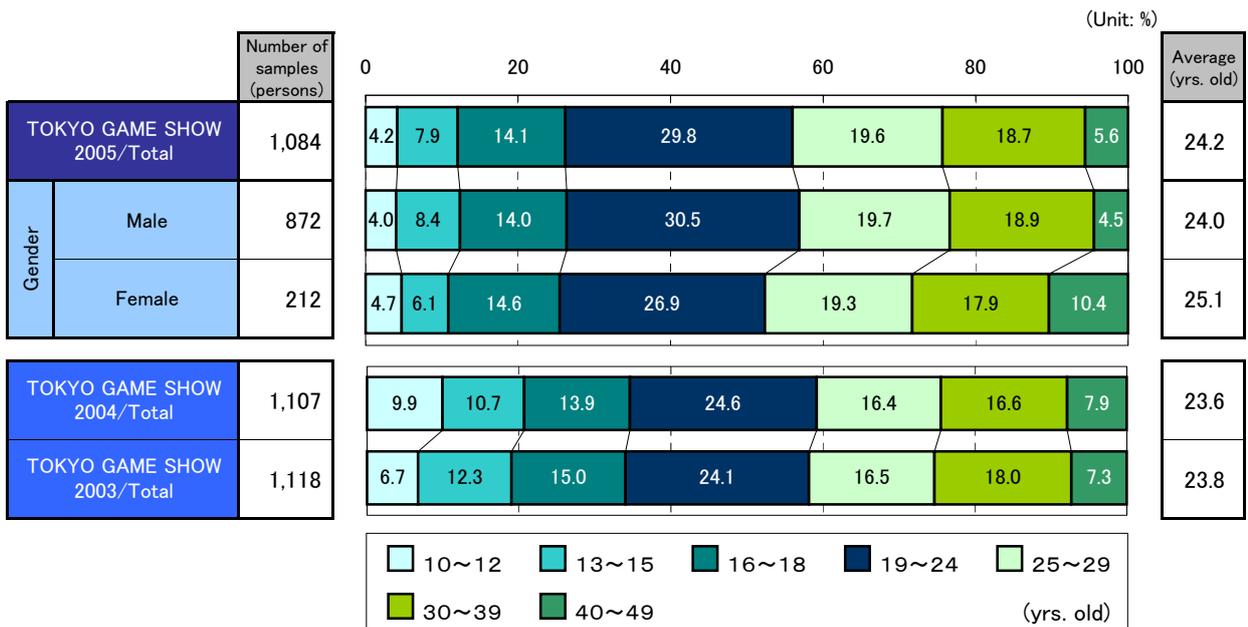
1. Gender

[Q] Your gender and age



2. Age

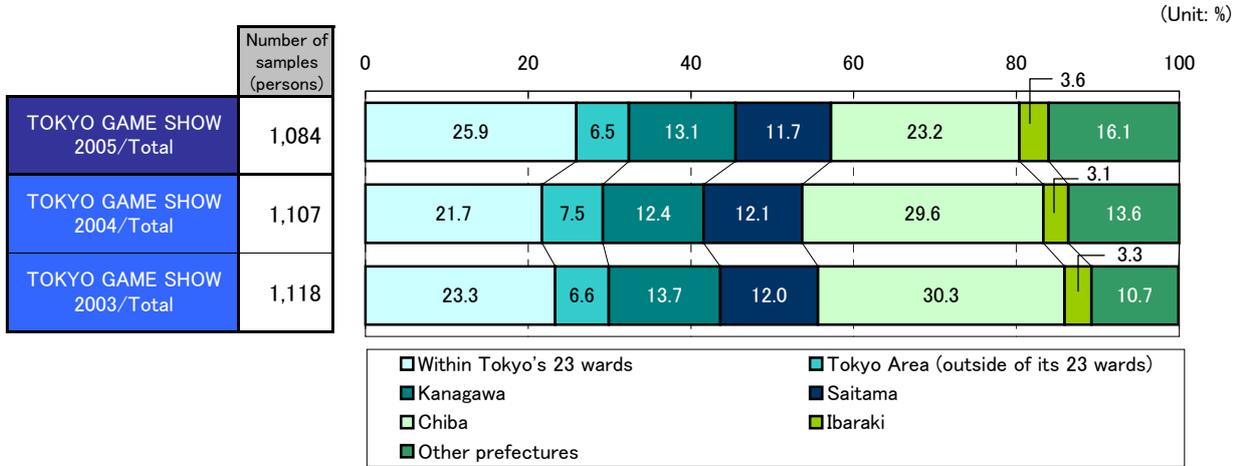
[Q] Your gender and age.



- The proportion of male visitors increased from the last year's result, accounting for nearly 80% of the total.
- Among all, the proportion of visitors aged between 19 and 24 was the highest. The number of visitors aged between 10 and 12 decreased, causing the average age to rise.

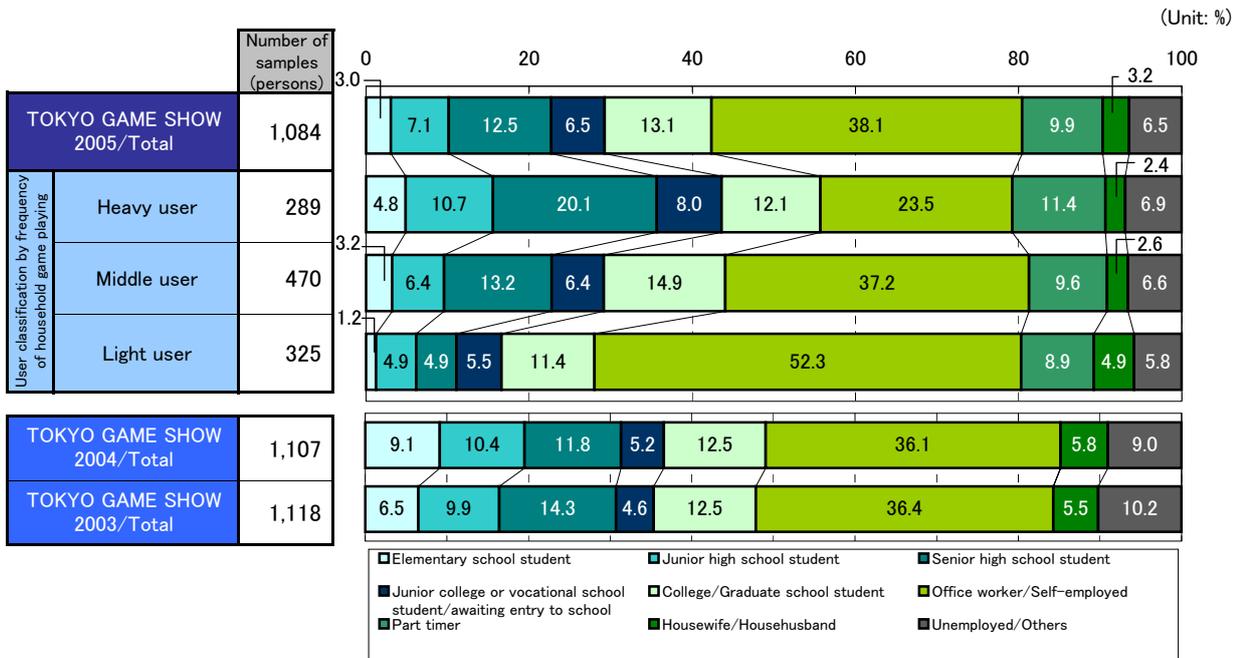
3. Residential area

[Q] Your area of residence.



4. Occupation

[Q] Your occupation



Note 1) "Part timer" is newly added to the occupation category starting from the TGS 2005 research.

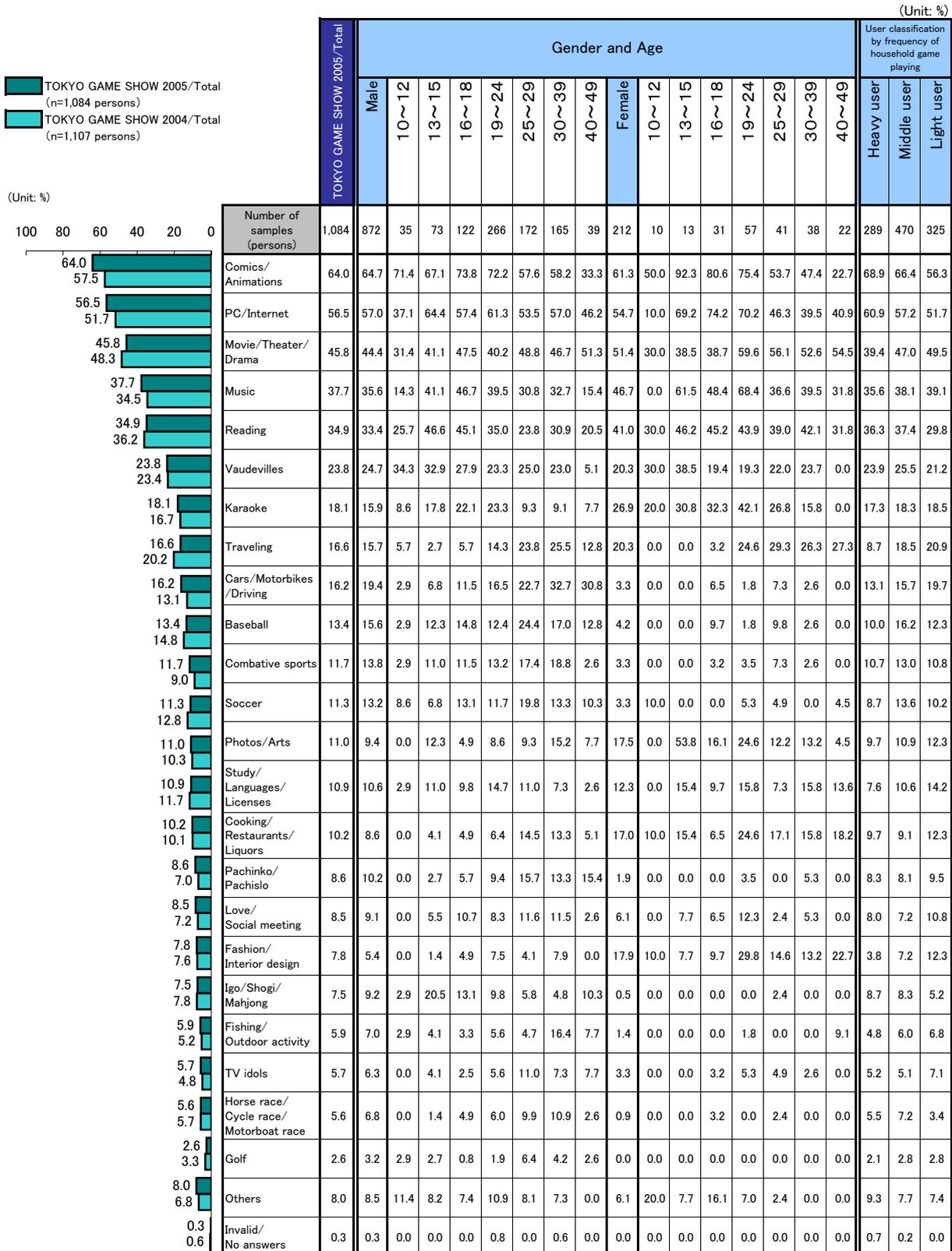
Note 2) CESA regards visitors to Tokyo Game Show as "game users", who are classified into three groups depending on how often they play videogames and are defined as follows. The same definition has been applied to the past visitors surveys.

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

- The number of visitors from within Tokyo's 23 wards exceeded that of Chiba Prefecture, which was the area most visitors were from in the last year's survey. The proportion of visitors from other prefectures has increased gradually.
- The student groups play household games more frequently. The majority of the light user group was made up of office workers and those self-employed.

5. Hobbies and interests 《Multiple answers》

[Q] Your hobbies and interests except for games



Note) The former category "fishing" was replaced by "fishing/outdoor activity" in the TGS 2005 research.

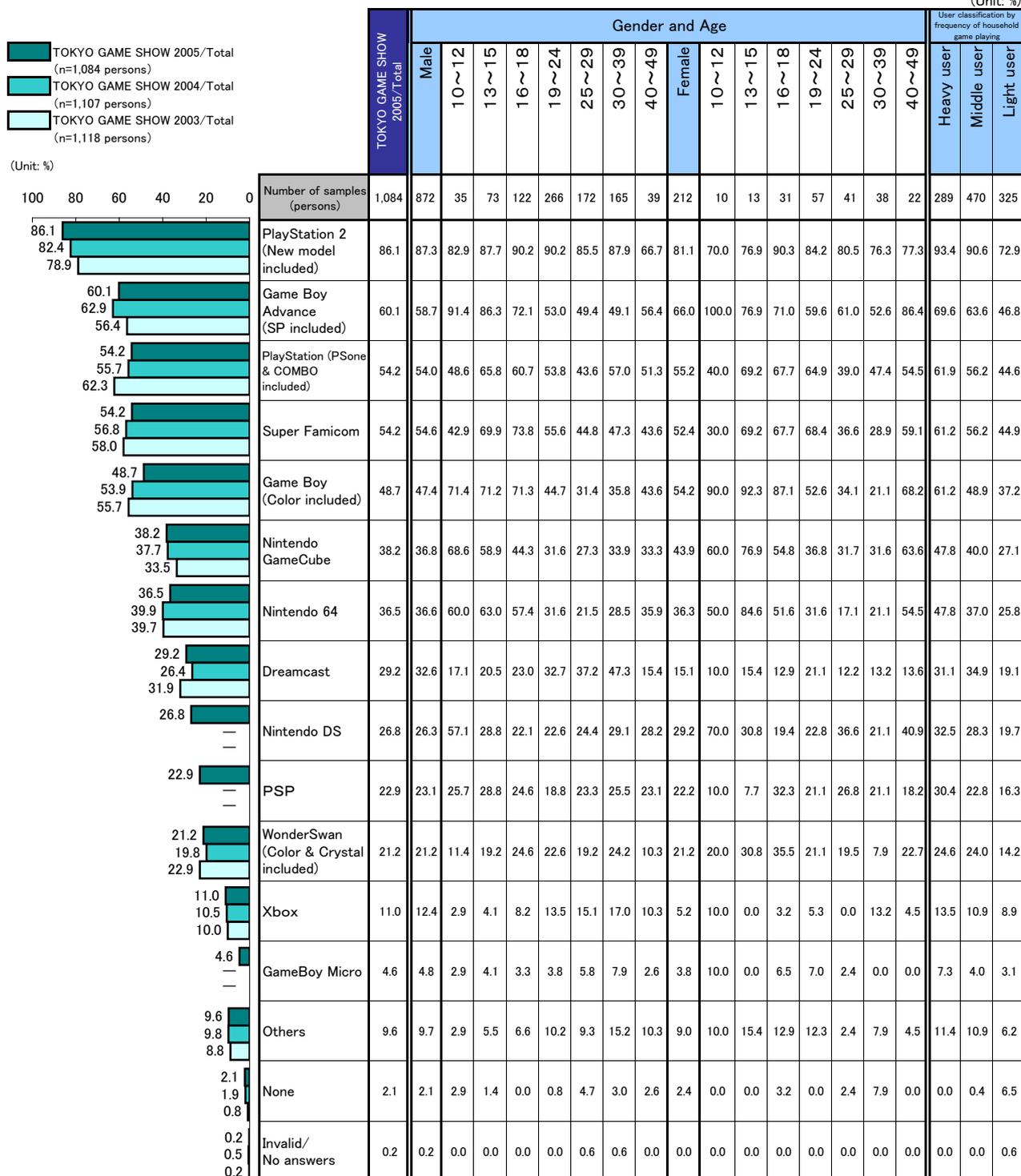
"Comics/animations" and "PC/Internet" have been popular hobbies and interests of the respondents since last year, and their rates are particularly higher among heavy users.

II. Household Videogames

1. Hardware ownership 《Multiple answers》

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

(Unit: %)



- The ownership rate of "PlayStation 2" is the top of the hardware owned and the figure has steadily increased every year.
- The ownership rates of both "Nintendo DS" and "PSP", which were released at the end of 2004, exceeded 20%.

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

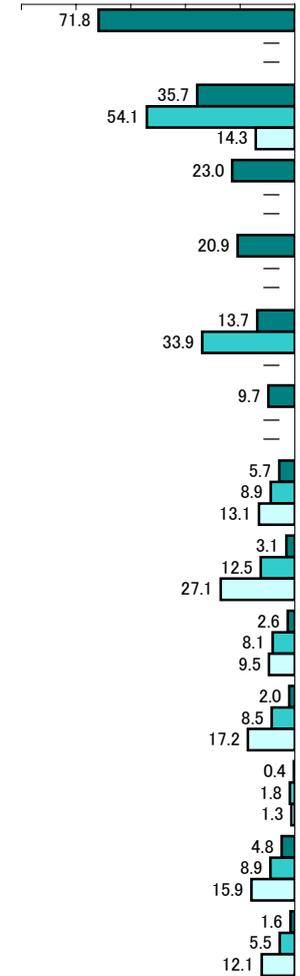
[Q] What game machines do you want to buy? ※Excluding PCs and mobile phones.

(Unit: %)

 TOKYO GAME SHOW 2005/Total
(n=1,084 persons)
 TOKYO GAME SHOW 2004/Total
(n=1,107 persons)
 TOKYO GAME SHOW 2003/Total
(n=1,118 persons)

(Unit: %)

100 80 60 40 20 0



	TOKYO GAME SHOW 2005/Total	Gender and Age												User classification by frequency of household game playing						
		Male						Female						Heavy user	Middle user	Light user				
		10~12	13~15	16~18	19~24	25~29	30~39	40~49	10~12	13~15	16~18	19~24	25~29				30~39	40~49		
Number of samples (persons)	1,084	872	35	73	122	266	172	165	39	212	10	13	31	57	41	38	22	289	470	325
PlayStation 3 [unreleased]	71.8	75.3	60.0	84.9	82.8	74.1	74.4	73.9	66.7	57.1	30.0	61.5	74.2	64.9	56.1	47.4	40.9	76.5	75.7	61.8
PSP	35.7	34.2	25.7	41.1	32.8	37.2	33.1	33.3	20.5	42.0	30.0	53.8	48.4	52.6	39.0	34.2	22.7	33.2	39.4	32.6
Xbox360 [unreleased]	23.0	26.4	5.7	15.1	18.9	28.2	29.7	33.9	30.8	9.0	10.0	0.0	16.1	12.3	2.4	13.2	0.0	24.9	24.7	18.8
Revolution [tentative/unreleased]	20.9	22.8	11.4	23.3	22.1	24.1	22.1	26.7	12.8	13.2	0.0	7.7	16.1	14.0	17.1	10.5	13.6	25.3	23.0	14.2
Nintendo DS	13.7	11.8	14.3	12.3	13.1	13.2	9.3	9.7	15.4	21.7	10.0	15.4	25.8	31.6	17.1	23.7	4.5	14.2	14.7	12.0
GameBoy Micro	9.7	8.9	11.4	13.7	7.4	7.5	9.3	10.9	2.6	12.7	0.0	23.1	6.5	14.0	17.1	7.9	18.2	9.3	9.4	10.5
PlayStation 2 (New model included)	5.7	4.1	8.6	4.1	6.6	2.6	1.7	4.2	12.8	12.3	10.0	38.5	3.2	14.0	12.2	10.5	9.1	4.5	5.1	7.7
Nintendo GameCube	3.1	3.0	14.3	6.8	2.5	2.6	1.2	2.4	0.0	3.8	10.0	0.0	0.0	7.0	2.4	2.6	4.5	3.5	2.1	4.3
Game Boy Advance (SP included)	2.6	1.7	2.9	0.0	4.1	1.5	0.6	2.4	0.0	6.1	10.0	15.4	12.9	1.8	7.3	2.6	4.5	3.5	2.1	2.5
Xbox	2.0	1.6	0.0	1.4	2.5	0.4	1.7	3.0	2.6	3.8	0.0	7.7	3.2	3.5	0.0	7.9	4.5	3.5	1.5	1.5
Others	0.4	0.5	0.0	0.0	0.0	0.4	0.6	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.2	0.3
None	4.8	5.0	11.4	5.5	5.7	4.5	5.8	3.6	2.6	3.8	10.0	7.7	0.0	3.5	0.0	5.3	9.1	3.8	2.6	8.9
Invalid/No answers	1.6	1.4	0.0	0.0	0.8	1.9	0.6	3.0	0.0	2.4	0.0	0.0	3.2	3.5	2.4	2.6	0.0	0.7	2.3	1.2

•Unreleased next generation hardware ranked higher. "PlayStation 3" in particular gained considerable supports from over 70% of the total respondents.

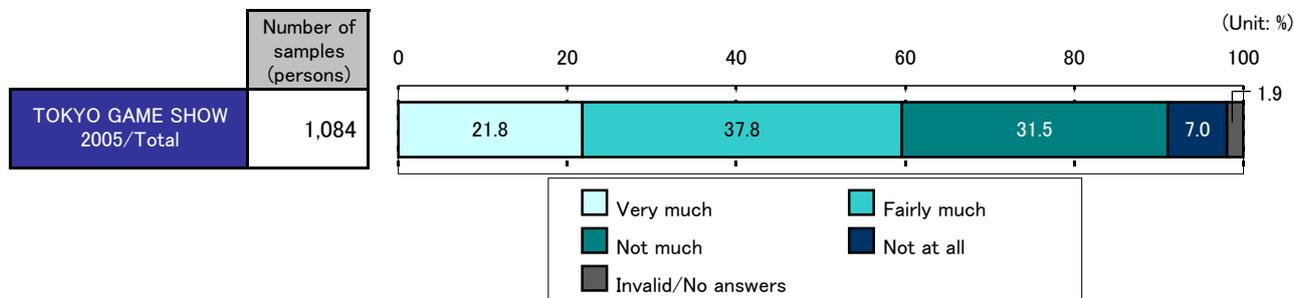
•More male respondents wished to have next generation hardware while more females wanted already-released hardware.

•"PSP" and "Nintendo DS" won popularity among middle users and "GameBoy Micro" among light users.

3. Preference of color for the body of a household game machine

(1) Consideration of body color when buying a household game machine

[Q] When buying a household game machine, how important do you regard its body color?



		Number of samples (persons)	(Unit: %)				
			Very much	Fairly much	Not much	Not at all	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	21.8	37.8	31.5	7.0	1.9
Gender and Age	Male	872	20.9	36.6	32.6	8.1	1.8
	10~12	35	34.3	37.1	17.1	8.6	2.9
	13~15	73	21.9	34.2	34.2	6.8	2.7
	16~18	122	23.0	32.8	34.4	6.6	3.3
	19~24	266	19.9	39.1	32.0	7.1	1.9
	25~29	172	22.1	35.5	30.8	10.5	1.2
	30~39	165	15.2	37.0	37.0	9.7	1.2
	40~49	39	25.6	38.5	30.8	5.1	0.0
	Female	212	25.5	42.9	26.9	2.4	2.4
	10~12	10	20.0	70.0	0.0	0.0	10.0
	13~15	13	23.1	38.5	23.1	7.7	7.7
	16~18	31	22.6	35.5	38.7	3.2	0.0
	19~24	57	21.1	49.1	24.6	3.5	1.8
	25~29	41	24.4	34.1	39.0	2.4	0.0
30~39	38	31.6	42.1	21.1	0.0	5.3	
40~49	22	36.4	45.5	18.2	0.0	0.0	
Frequency of household game play	Heavy user	289	22.8	33.9	31.8	8.0	3.5
	Middle user	470	21.3	40.9	32.3	3.8	1.7
	Light user	325	21.5	36.9	29.8	10.8	0.9

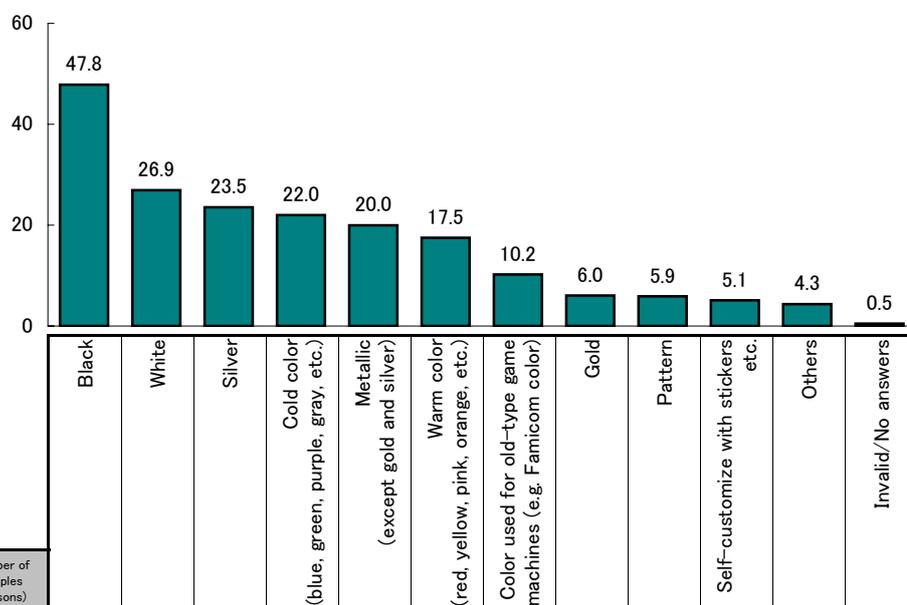
- Nearly 60% of the total respondents regarded the body color of a household game machine as “very much” or “fairly much” important.
- More female users and more middle users of household videogames regarded the body color of a household game machine as important.

(2) Favorite body color [All who regarded the color of a household game machine as important] 《Multiple answers》

[To all who regarded the body color as “very much” and “fairly much” important.]

[Q] Which color do you prefer for the body of a household game machine?

(Unit: %) (n=646 persons)



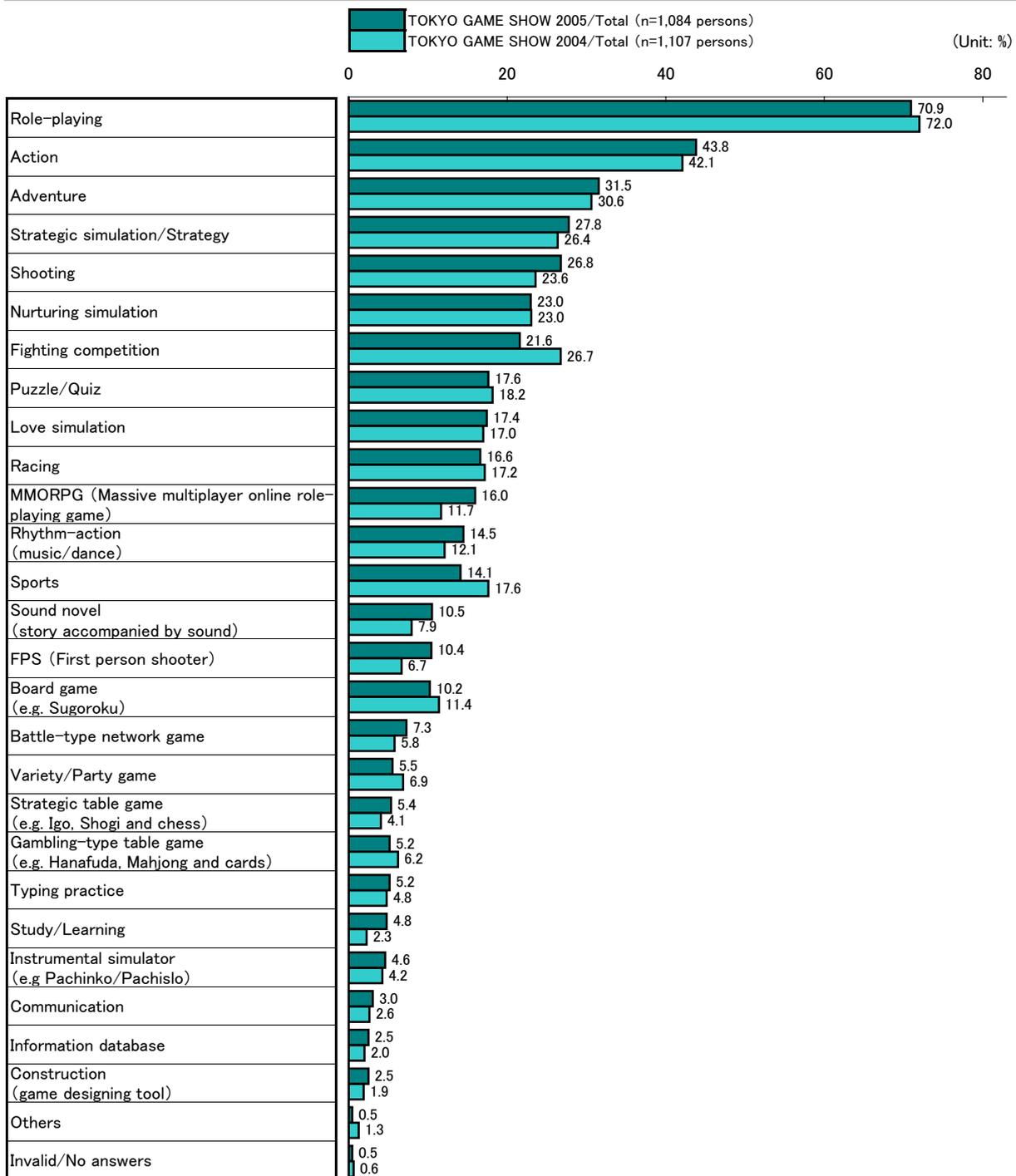
		Number of samples (persons)	Black	White	Silver	Cold color (blue, green, purple, gray, etc.)	Metallic (except gold and silver)	Warm color (red, yellow, pink, orange, etc.)	Color used for old-type game machines (e.g. Famicom color)	Gold	Pattern	Self-customize with stickers etc.	Others	Invalid/No answers
TOKYO GAME SHOW 2005/All who regarded the color of a household game machine as important		646	47.8	26.9	23.5	22.0	20.0	17.5	10.2	6.0	5.9	5.1	4.3	0.5
Gender and Age	Male	501	49.3	25.1	22.4	20.4	19.6	16.4	10.0	6.8	4.0	3.8	4.4	0.6
	10~12	25	52.0	12.0	24.0	4.0	16.0	12.0	4.0	12.0	4.0	4.0	0.0	4.0
	13~15	41	65.9	31.7	24.4	17.1	22.0	17.1	9.8	7.3	7.3	4.9	2.4	0.0
	16~18	68	54.4	17.6	33.8	25.0	23.5	8.8	5.9	8.8	0.0	0.0	1.5	1.5
	19~24	157	54.1	26.8	21.0	23.6	17.2	19.7	8.3	3.8	3.2	3.8	6.4	0.0
	25~29	99	38.4	25.3	19.2	20.2	21.2	18.2	15.2	8.1	4.0	4.0	4.0	0.0
	30~39	86	45.3	27.9	19.8	17.4	16.3	17.4	15.1	7.0	5.8	5.8	7.0	1.2
	40~49	25	32.0	28.0	16.0	20.0	28.0	8.0	0.0	8.0	8.0	4.0	0.0	0.0
	Female	145	42.8	33.1	27.6	27.6	21.4	21.4	11.0	3.4	12.4	9.7	4.1	0.0
	10~12	9	11.1	33.3	22.2	11.1	0.0	77.8	0.0	0.0	22.2	22.2	0.0	0.0
	13~15	8	12.5	25.0	25.0	75.0	25.0	12.5	12.5	12.5	0.0	0.0	0.0	0.0
	16~18	18	61.1	33.3	22.2	33.3	5.6	16.7	16.7	5.6	16.7	16.7	11.1	0.0
	19~24	40	47.5	27.5	27.5	37.5	25.0	17.5	17.5	0.0	10.0	7.5	2.5	0.0
	25~29	24	37.5	54.2	37.5	16.7	29.2	12.5	12.5	4.2	12.5	8.3	8.3	0.0
30~39	28	46.4	28.6	14.3	21.4	21.4	25.0	7.1	0.0	10.7	7.1	0.0	0.0	
40~49	18	44.4	27.8	44.4	11.1	27.8	16.7	0.0	11.1	16.7	11.1	5.6	0.0	
User classification by frequency of household game playing	Heavy user	164	54.3	22.6	22.6	23.2	21.3	11.6	9.1	5.5	6.1	4.3	2.4	1.2
	Middle user	292	46.9	29.8	27.4	24.0	18.8	17.8	13.0	6.5	5.5	4.8	4.8	0.3
	Light user	190	43.7	26.3	18.4	17.9	20.5	22.1	6.8	5.8	6.3	6.3	5.3	0.0

(Unit: %)

- “Black” was selected by almost half of the total respondents, and it was particularly popular among male and heavy user groups.
- Following “black”, “white”, “silver” and “cold color (blue, green, purple, gray, etc.)” showed their popularity particularly among female and middle user groups.
- Light users preferred “black”, “white” and “warm color (red, yellow, pink, orange, etc.)”

4. Favorite game genres 《Multiple answers》

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



Note) Starting from the TGS 2005 research, "strategic simulation" and "puzzle" were changed into "strategic simulation/strategy" and "puzzle/quiz", respectively.

- Among all game genres, "role-playing" was selected most and it was particularly popular among female groups aged between 16 and 24, which showed a selection rate nearly 90%.
- Male users prefer "action", strategic simulation/strategy", "shooting", "fighting competition", "racing" and "MMORPG" while female users play "adventure", "nurturing simulation", "puzzle/quiz", "love simulation" and "rhythm-action" more often. Light users tend to play "puzzle/quiz".
- A correlation between respondents' interests and their favorite game genres was revealed: "combative sports" fans tended to prefer the category of "action"; "cars/motorbikes/driving" fans liked "racing"; and "baseball" and "soccer" fans preferred the category of "sports".

(Unit: %)

	Gender and Age																			User classification by frequency of household game playing			TOKYO GAME SHOW 2004/Total		TOKYO GAME SHOW 2003/Total		Ref.																
	TOKYO GAME SHOW 2005/Total																			Heavy user	Middle user	Light user	TOKYO GAME SHOW 2004/Total	TOKYO GAME SHOW 2003/Total																			
	Male	10~12			13~15			16~18			19~24			25~29			30~39								40~49			Female	10~12			13~15			16~18			19~24			25~29		
Number of samples (persons)	1,084	872	35	73	122	266	172	165	39	212	10	13	31	57	41	38	22	289	470	325	1,107	1,118																					
Role-playing	70.9	69.6	57.1	78.1	74.6	74.4	68.6	61.2	56.4	76.4	40.0	84.6	90.3	86.0	70.7	73.7	59.1	77.2	71.7	64.3	72.0	38.7																					
Action	43.8	46.2	68.6	58.9	67.2	48.9	36.6	30.9	25.6	34.0	40.0	61.5	54.8	40.4	19.5	21.1	18.2	53.3	46.2	32.0	42.1	6.9																					
Adventure	31.5	30.2	57.1	47.9	33.6	27.8	22.7	27.3	23.1	37.3	50.0	61.5	48.4	36.8	39.0	28.9	13.6	37.0	31.9	26.2	30.6	3.9																					
Strategic simulation/Strategy	27.8	31.2	14.3	27.4	33.6	31.2	34.3	34.5	17.9	13.7	0.0	7.7	22.6	22.8	2.4	15.8	4.5	28.7	29.8	24.0	26.4	7.1																					
Shooting	26.8	30.8	31.4	38.4	35.2	24.8	33.1	31.5	30.8	9.9	0.0	7.7	12.9	10.5	12.2	7.9	9.1	33.6	25.7	22.2	23.6	3.5																					
Nurturing simulation	23.0	22.1	22.9	17.8	21.3	20.7	23.8	26.7	15.4	26.4	10.0	30.8	22.6	38.6	26.8	23.7	9.1	23.9	24.0	20.6	23.0	3.6																					
Fighting competition	21.6	24.5	20.0	27.4	32.8	29.7	18.6	16.4	23.1	9.4	0.0	23.1	19.4	14.0	0.0	7.9	0.0	27.3	22.6	15.1	26.7	5.0																					
Puzzle/Quiz	17.6	14.3	8.6	11.0	8.2	15.4	15.1	19.4	12.8	31.1	20.0	0.0	25.8	36.8	31.7	39.5	31.8	18.0	16.8	18.5	18.2	1.5																					
Love simulation	17.4	15.5	2.9	12.3	15.6	18.8	14.5	16.4	10.3	25.5	0.0	30.8	29.0	40.4	26.8	15.8	4.5	22.1	17.2	13.5	17.0	2.9																					
Racing	16.6	19.2	8.6	24.7	20.5	15.8	18.0	24.8	17.9	6.1	10.0	0.0	12.9	8.8	2.4	2.6	4.5	17.6	15.7	16.9	17.2	2.6																					
MMORPG (Massive multiplayer online role-playing game)	16.0	18.5	5.7	16.4	21.3	21.1	14.5	21.8	10.3	5.7	0.0	0.0	9.7	10.5	2.4	5.3	0.0	20.4	13.8	15.1	11.7	2.0																					
Rhythm-action (music/dance)	14.5	12.8	5.7	15.1	19.7	15.0	8.7	12.1	0.0	21.2	0.0	30.8	29.0	28.1	19.5	13.2	13.6	18.3	14.5	11.1	12.1	1.2																					
Sports	14.1	16.5	11.4	15.1	18.0	14.7	22.1	15.2	12.8	4.2	10.0	0.0	6.5	1.8	2.4	5.3	9.1	12.1	17.2	11.4	17.6	3.1																					
Sound novel (story accompanied by sound)	10.5	9.7	0.0	5.5	13.1	9.8	11.6	10.9	2.6	13.7	0.0	0.0	16.1	19.3	22.0	7.9	4.5	11.1	10.9	9.5	7.9	0.5																					
FPS (First person shooter)	10.4	12.5	8.6	23.3	15.6	14.3	8.1	9.1	7.7	1.9	0.0	0.0	6.5	1.8	0.0	2.6	0.0	15.2	9.4	7.7	6.7	0.1																					
Board game (e.g. Sugoroku)	10.2	10.1	8.6	8.2	6.6	12.0	12.2	10.3	2.6	10.8	10.0	0.0	16.1	17.5	7.3	10.5	0.0	10.7	11.3	8.3	11.4	0.5																					
Battle-type network game	7.3	8.7	5.7	8.2	11.5	8.6	8.7	9.7	0.0	1.4	0.0	0.0	3.2	3.5	0.0	0.0	0.0	11.1	7.4	3.7	5.8	0.2																					
Variety/Party game	5.5	4.9	2.9	8.2	5.7	5.6	3.5	4.2	2.6	8.0	10.0	0.0	12.9	12.3	4.9	7.9	0.0	8.3	4.9	4.0	6.9																						
Strategic table game (e.g. Igo, Shogi and chess)	5.4	6.4	5.7	9.6	6.6	5.6	4.1	8.5	7.7	0.9	0.0	0.0	3.2	0.0	0.0	0.0	4.5	8.0	4.5	4.3	4.1	0.5																					
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	5.2	5.8	0.0	1.4	3.3	5.6	7.6	7.3	15.4	2.4	0.0	0.0	0.0	1.8	2.4	2.6	9.1	5.5	4.5	5.8	6.2	0.3																					
Typing practice	5.2	4.4	2.9	9.6	5.7	4.1	4.1	3.0	0.0	8.5	0.0	0.0	19.4	14.0	2.4	5.3	4.5	6.2	4.5	5.2	4.8	0.1																					
Study/Learning	4.8	4.4	2.9	4.1	4.1	3.4	5.8	4.2	7.7	6.6	0.0	0.0	3.2	3.5	4.9	7.9	27.3	5.2	3.4	6.5	2.3	0.4																					
Instrumental simulator (e.g. Pachinko/Pachislo)	4.6	5.7	0.0	2.7	1.6	5.3	8.7	6.7	15.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	4.5	4.6	4.2	0.2																					
Communication	3.0	2.9	2.9	5.5	3.3	0.8	3.5	4.8	0.0	3.8	0.0	0.0	0.0	7.0	2.4	7.9	0.0	3.1	3.2	2.8	2.6	0.2																					
Information database	2.5	2.6	0.0	2.7	3.3	1.5	3.5	4.2	0.0	1.9	0.0	0.0	0.0	1.8	4.9	0.0	4.5	4.2	1.5	2.5	2.0	0.0																					
Construction (game designing tool)	2.5	2.6	0.0	4.1	3.3	3.0	1.7	3.0	0.0	1.9	0.0	0.0	3.2	3.5	2.4	0.0	0.0	4.5	1.7	1.8	1.9	0.0																					
Others	0.5	0.6	0.0	0.0	0.0	0.0	0.6	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.6	1.3	0.8																					
Invalid/No answers	0.5	0.5	0.0	0.0	0.0	0.4	0.6	1.2	0.0	0.5	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.6	0.6	14.3																				

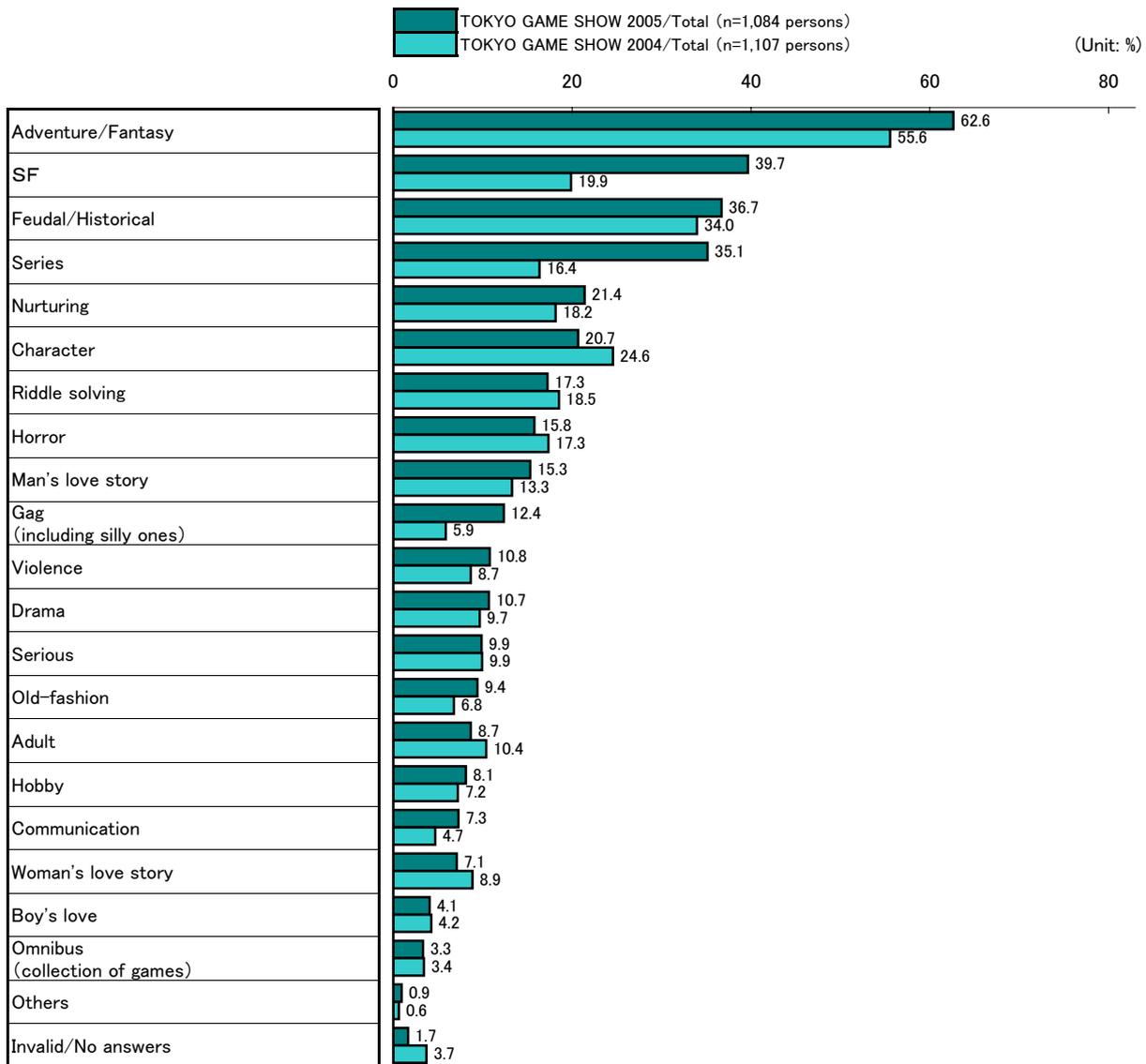
Note) In the TGS 2003 survey, respondents were asked to name their single most favorite game genre.

(Unit: %)

	Hobbies and interests																										
	TOKYO GAME SHOW 2005/Total	Comics/Animations	PC/Internet	Movie/Theater/Drama	Music	Reading	Vaudevilles	Karaoke	Traveling	Cars/Motorbikes/Driving	Baseball	Combative sports	Soccer	Photos/Arts	Study/Languages/Licenses	Cooking/Restaurants/Liquors	Pachinko/Pachislo	Love/Social meeting	Fashion/Interior design	Igo/Shogi/Mahjong	Fishing/Outdoor activity	TV idols	Horse race/Cycle race/Motorboat race	Golf	Others	Invalid/No answers	
Number of samples (persons)	1,084	694	613	496	409	378	258	196	180	176	145	127	122	119	118	111	93	92	85	81	64	62	61	28	87	3	
Role-playing	70.9	76.8	74.7	73.6	75.1	77.2	76.4	78.1	70.0	68.8	77.2	69.3	70.5	77.3	76.3	78.4	69.9	66.3	76.5	67.9	78.1	83.9	68.9	75.0	65.5	33.3	
Action	43.8	49.1	48.0	51.6	53.5	53.4	53.9	52.6	43.3	47.7	42.8	55.9	46.7	53.8	44.1	47.7	41.9	52.2	40.0	59.3	42.2	48.4	34.4	60.7	42.5	0.0	
Adventure	31.5	38.2	35.6	36.5	34.7	42.9	42.2	34.7	36.1	30.1	37.2	38.6	33.6	50.4	36.4	37.8	33.3	37.0	28.2	40.7	28.1	35.5	27.9	39.3	28.7	0.0	
Strategic simulation/Strategy	27.8	30.5	31.8	31.9	31.3	36.0	30.2	35.2	33.3	33.5	40.0	38.6	40.2	28.6	40.7	39.6	33.3	45.7	29.4	40.7	42.2	37.1	52.5	32.1	35.6	33.3	
Shooting	26.8	28.5	30.7	31.0	31.8	35.2	29.5	27.0	31.7	37.5	35.9	34.6	33.6	35.3	28.0	32.4	29.0	34.8	27.1	40.7	37.5	25.8	26.2	46.4	25.3	33.3	
Nurturing simulation	23.0	27.8	27.1	26.6	28.4	27.0	31.4	36.2	25.0	29.0	31.7	33.1	28.7	31.9	28.8	32.4	36.6	35.9	30.6	33.3	20.3	40.3	42.6	35.7	19.5	0.0	
Fighting competition	21.6	25.4	24.0	24.0	28.4	27.5	31.8	28.6	18.3	27.8	29.7	48.8	35.2	23.5	22.0	25.2	32.3	34.8	23.5	39.5	18.8	29.0	27.9	39.3	21.8	33.3	
Puzzle/Quiz	17.6	19.7	20.2	20.0	25.9	22.5	26.0	24.0	24.4	18.8	26.2	19.7	23.0	26.9	28.0	36.0	24.7	25.0	23.5	21.0	17.2	25.8	21.3	42.9	12.6	33.3	
Love simulation	17.4	24.4	20.6	17.7	19.8	22.0	22.5	24.5	17.8	17.6	20.0	18.9	27.9	22.7	16.1	18.9	23.7	34.8	22.4	22.2	10.9	41.9	19.7	14.3	16.1	0.0	
Racing	16.6	16.9	17.8	19.4	22.0	18.5	14.3	19.9	17.2	37.5	27.6	26.0	25.4	17.6	13.6	17.1	19.4	34.8	21.2	18.5	17.2	29.0	19.7	32.1	11.5	66.7	
MMORPG (Massive multiplayer online role-playing game)	16.0	18.7	23.5	17.3	19.6	22.8	18.6	23.0	18.3	21.6	17.2	23.6	23.0	28.6	21.2	25.2	20.4	29.3	23.5	23.5	14.1	24.2	19.7	21.4	14.9	0.0	
Rhythm-action (music/dance)	14.5	17.7	18.1	17.7	23.5	19.8	22.5	27.6	13.9	10.8	17.2	19.7	13.1	31.9	15.3	25.2	26.9	21.7	25.9	13.6	7.8	19.4	16.4	17.9	11.5	33.3	
Sports	14.1	13.0	14.7	16.9	18.6	13.8	19.4	18.9	16.1	19.3	45.5	34.6	44.3	15.1	13.6	17.1	21.5	30.4	18.8	22.2	21.9	29.0	32.8	53.6	12.6	0.0	
Sound novel (story accompanied by sound)	10.5	12.4	15.0	13.5	14.7	18.0	13.2	14.3	11.1	10.8	15.9	17.3	15.6	20.2	17.8	15.3	19.4	18.5	12.9	17.3	7.8	21.0	13.1	21.4	9.2	0.0	
FPS (First person shooter)	10.4	10.7	13.1	12.7	12.7	12.2	11.2	8.7	12.2	20.5	12.4	16.5	10.7	16.8	11.9	11.7	12.9	19.6	11.8	11.1	14.1	17.7	9.8	10.7	10.3	33.3	
Board game (e.g. Sugoroku)	10.2	12.2	12.9	11.7	13.7	12.2	14.3	16.8	13.9	9.7	17.9	15.0	17.2	15.1	20.3	20.7	15.1	17.4	11.8	19.8	4.7	19.4	13.1	17.9	13.8	0.0	
Battle-type network game	7.3	8.8	10.6	8.9	10.5	10.6	7.8	9.2	10.0	11.4	10.3	12.6	13.1	16.0	9.3	8.1	11.8	14.1	10.6	16.0	9.4	8.1	11.5	21.4	10.3	0.0	
Variety/Party game	5.5	6.3	7.7	7.7	8.8	7.9	9.3	12.2	7.2	7.4	9.0	9.4	11.5	11.8	8.5	11.7	7.5	16.3	10.6	12.3	7.8	16.1	8.2	14.3	10.3	0.0	
Strategic table game (e.g. Igo, Shogi and chess)	5.4	6.6	6.7	6.7	8.1	9.5	8.1	7.7	5.6	9.1	9.0	11.0	7.4	10.1	9.3	6.3	14.0	8.7	5.9	24.7	10.9	6.5	14.8	10.7	5.7	0.0	
Gambling-type table game (e.g. Hanafuda, Mahjong and cards)	5.2	6.1	6.4	6.5	7.8	6.3	8.5	5.1	6.7	10.2	11.0	11.0	10.7	8.4	9.3	13.5	19.4	13.0	9.4	23.5	10.9	11.3	23.0	21.4	5.7	0.0	
Typing practice	5.2	6.2	8.3	6.3	8.3	8.5	7.4	8.2	7.2	5.7	3.4	8.7	4.1	8.4	12.7	12.6	14.0	12.0	9.4	9.9	3.1	12.9	4.9	7.1	4.6	0.0	
Study/Learning	4.8	4.8	5.4	7.1	4.9	4.5	5.4	5.1	6.1	4.5	7.6	5.5	4.1	10.1	15.3	11.7	3.2	8.7	8.2	6.2	4.7	8.1	1.6	17.9	8.0	0.0	
Instrumental simulator (e.g. Pachinko/Pachislo)	4.6	3.7	5.1	4.8	4.9	4.8	5.8	4.6	7.2	8.0	6.2	5.5	7.4	5.9	4.2	5.4	24.7	9.8	4.7	8.6	6.3	12.9	13.1	14.3	2.3	0.0	
Communication	3.0	3.9	3.8	5.2	5.4	5.3	6.2	6.1	6.1	5.7	3.4	5.5	3.3	10.9	5.1	10.8	3.2	12.0	7.1	8.6	1.6	9.7	4.9	14.3	4.6	0.0	
Information database	2.5	3.0	3.9	3.4	3.4	4.5	3.9	3.6	3.3	4.5	4.8	7.1	4.9	8.4	6.8	8.1	4.3	7.6	4.7	4.9	3.1	9.7	1.6	10.7	4.6	0.0	
Construction (game designing tool)	2.5	3.2	3.8	3.2	4.2	4.2	4.3	4.1	4.4	4.5	3.4	5.5	0.8	8.4	6.8	4.5	3.2	6.5	3.5	7.4	1.6	4.8	1.6	7.1	5.7	0.0	
Others	0.5	0.6	0.7	0.6	0.5	0.3	0.4	0.0	1.1	1.1	0.7	0.8	0.8	0.0	0.0	0.0	0.0	1.1	0.0	0.0	1.6	0.0	1.6	3.6	1.1	0.0	
Invalid/No answers	0.5	0.4	0.7	0.4	0.7	0.5	0.0	0.0	0.0	0.6	0.7	0.8	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	1.6	0.0	0.0	2.3	0.0	

5. Favorite game types 《Multiple answers》

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



Note) In the TGS 2005 research, the former category "joke/humor (including silly ones)" was changed into "gag (including silly ones)" and expressions of some options were modified.

- "Adventure/fantasy" was selected most and it was particularly popular among female users and frequent players of household games.
- Male users preferred "SF" and "feudal/historical" while female users selected "character", "riddle solving", "woman's love story" and "boy's love" more. The popularity of "series" games among heavy users is considerably high.
- A correlation between respondents' interests and their favorite game types was revealed: "reading" and "study/languages/licenses" devotees tended to prefer "adventure/fantasy"; and "photos/arts", "movie/theater/drama" and "cars/motorbikes/driving" enthusiasts liked "SF".

(Unit: %)

	TOKYO GAME SHOW 2005/Total	Gender and Age																User classification by frequency of household game playing			TOKYO GAME SHOW 2004/Total	TOKYO GAME SHOW 2003/Total	Ref.
		Male								Female								Heavy user	Middle user	Light user			
		10~12	13~15	16~18	19~24	25~29	30~39	40~49		10~12	13~15	16~18	19~24	25~29	30~39	40~49							
Number of samples (persons)	1,084	872	35	73	122	266	172	165	39	212	10	13	31	57	41	38	22	289	470	325	1,107	1,118	
Adventure/Fantasy	62.6	62.0	68.6	54.8	62.3	65.0	64.0	58.2	56.4	65.1	60.0	61.5	80.6	77.2	58.5	60.5	36.4	66.8	65.3	55.1	55.6	36.6	
SF	39.7	43.3	20.0	37.0	50.8	48.1	39.5	42.4	41.0	24.5	0.0	15.4	22.6	24.6	22.0	31.6	36.4	41.2	43.2	33.2	19.9	6.7	
Feudal/Historical	36.7	38.9	28.6	41.1	36.9	35.3	45.3	43.0	28.2	27.8	0.0	23.1	48.4	35.1	17.1	31.6	9.1	34.3	40.4	33.5	34.0	9.7	
Series	35.1	34.5	17.1	45.2	46.7	36.8	36.0	23.0	17.9	37.7	20.0	46.2	74.2	50.9	26.8	23.7	0.0	45.0	39.1	20.6	16.4	3.5	
Nurturing	21.4	20.9	20.0	23.3	23.0	16.9	23.3	23.0	17.9	23.6	0.0	15.4	16.1	36.8	31.7	13.2	18.2	24.9	22.3	16.9	18.2	3.6	
Character	20.7	18.5	14.3	21.9	20.5	19.2	17.4	17.0	15.4	29.7	40.0	38.5	45.2	26.3	24.4	28.9	18.2	24.2	20.6	17.5	24.6	9.5	
Riddle solving	17.3	15.3	5.7	13.7	13.9	15.8	19.2	14.5	12.8	25.5	10.0	7.7	16.1	33.3	34.1	21.1	27.3	18.3	18.3	14.8	18.5	3.6	
Horror	15.8	14.9	17.1	19.2	18.9	13.5	14.0	15.2	5.1	19.3	10.0	15.4	22.6	21.1	19.5	13.2	27.3	18.0	16.8	12.3	17.3	3.3	
Man's love story	15.3	15.6	0.0	13.7	16.4	19.2	16.9	14.5	5.1	14.2	0.0	15.4	25.8	21.1	7.3	10.5	4.5	19.0	15.3	12.0	13.3	2.0	
Gag (including silly ones)	12.4	12.5	5.7	8.2	17.2	14.7	9.3	13.3	7.7	11.8	0.0	0.0	29.0	14.0	9.8	10.5	0.0	17.0	12.6	8.0	5.9	0.7	
Violence	10.8	11.5	2.9	11.0	9.8	13.5	11.6	12.1	7.7	8.0	10.0	0.0	9.7	10.5	7.3	7.9	4.5	12.5	11.5	8.3	8.7	1.0	
Drama	10.7	10.1	0.0	11.0	11.5	12.4	7.0	12.1	2.6	13.2	10.0	7.7	16.1	21.1	14.6	7.9	0.0	10.0	12.3	8.9	9.7	2.8	
Serious	9.9	9.1	0.0	12.3	13.1	10.5	8.7	6.7	0.0	13.2	0.0	23.1	29.0	21.1	4.9	2.6	4.5	11.8	10.4	7.4	9.9	1.2	
Old-fashion	9.4	10.6	0.0	8.2	8.2	10.9	15.1	10.9	7.7	4.7	0.0	0.0	9.7	8.8	2.4	2.6	0.0	12.8	10.6	4.6	6.8	0.7	
Adult	8.7	9.5	0.0	1.4	5.7	10.5	12.8	12.7	10.3	5.2	0.0	0.0	9.7	7.0	2.4	5.3	4.5	8.3	9.1	8.3	10.4	1.0	
Hobby	8.1	8.6	0.0	9.6	6.6	10.2	5.8	10.9	12.8	6.1	0.0	0.0	9.7	8.8	4.9	5.3	4.5	8.0	7.4	9.2	7.2	2.6	
Communication	7.3	6.8	0.0	6.8	9.8	8.3	4.7	7.3	0.0	9.4	0.0	0.0	16.1	12.3	9.8	10.5	0.0	9.0	7.4	5.5	4.7	1.3	
Woman's love story	7.1	3.4	0.0	1.4	3.3	4.9	1.7	4.2	5.1	22.2	0.0	23.1	25.8	40.4	22.0	10.5	0.0	4.8	7.9	8.0	8.9	1.4	
Boy's love	4.1	1.0	0.0	0.0	1.6	1.1	1.2	1.2	0.0	16.5	0.0	23.1	35.5	22.8	9.8	7.9	4.5	2.8	4.9	4.0	4.2	0.6	
Omnibus (collection of games)	3.3	3.3	0.0	2.7	2.5	2.6	2.9	6.7	2.6	3.3	0.0	0.0	12.9	1.8	0.0	5.3	0.0	3.1	3.2	3.7	3.4	0.6	
Others	0.9	0.9	0.0	0.0	0.0	0.4	0.0	3.6	2.6	0.9	0.0	7.7	0.0	0.0	0.0	2.6	0.0	1.4	0.6	0.9	0.6	1.1	
Invalid/No answers	1.7	1.7	0.0	2.7	0.0	1.5	1.7	2.4	5.1	1.4	10.0	0.0	0.0	0.0	2.4	0.0	4.5	1.0	1.1	3.1	3.7	6.6	

Note) In the TGS 2003 survey, respondents were asked to name their single most favorite game genre.

(Unit: %)

	Hobbies and interests																										
	TOKYO GAME SHOW 2005/Total	Comics/Animations	PC/Internet	Movie/Theater/Drama	Music	Reading	Vaudevilles	Karaoke	Traveling	Cars/Motorbikes/Driving	Baseball	Combative sports	Soccer	Photos/Arts	Study/Languages/Licenses	Cooking/Restaurants/Liquors	Pachinko/Pachislo	Love/Social meeting	Fashion/Interior design	Igo/Shogi/Mahjong	Fishing/Outdoor activity	TV idols	Horse race/Cycle race/ Motorboat race	Golf	Others	Invalid/No answers	
Number of samples (persons)	1,084	694	613	496	409	378	258	196	180	176	145	127	122	119	118	111	93	92	85	81	64	62	61	28	87	3	
Adventure/Fantasy	62.6	69.7	68.4	66.9	68.0	73.0	65.9	71.9	61.7	59.1	63.4	63.8	67.2	72.3	73.7	76.6	63.4	63.0	58.8	61.7	65.6	59.7	63.9	64.3	58.6	0.0	
SF	39.7	43.8	48.0	50.0	48.7	48.9	41.9	45.4	45.6	50.0	44.1	45.7	50.0	58.0	41.5	41.4	40.9	42.4	37.6	45.7	56.3	50.0	41.0	53.6	39.1	100.0	
Feudal/Historical	36.7	37.5	39.0	41.9	38.1	44.2	37.2	37.2	40.6	41.5	51.7	50.4	41.8	40.3	43.2	46.8	38.7	51.1	31.8	53.1	51.6	38.7	55.7	42.9	36.8	0.0	
Series	35.1	41.4	41.3	39.9	42.1	45.2	43.8	44.4	37.2	35.8	46.2	33.9	30.3	47.9	45.8	48.6	40.9	35.9	42.4	43.2	28.1	40.3	37.7	46.4	40.2	33.3	
Nurturing	21.4	25.2	25.9	21.8	25.2	25.1	26.0	30.6	26.7	25.0	29.7	28.3	27.0	26.9	22.0	30.6	31.2	32.6	27.1	30.9	21.9	33.9	45.9	42.9	19.5	0.0	
Character	20.7	26.8	24.3	24.0	27.9	25.4	28.3	29.1	23.3	23.9	26.9	23.6	28.7	36.1	33.1	29.7	22.6	31.5	30.6	19.8	20.3	29.0	27.9	42.9	25.3	0.0	
Riddle solving	17.3	18.3	19.4	21.6	21.0	26.5	21.7	22.4	23.9	16.5	19.3	17.3	13.1	24.4	28.8	28.8	19.4	22.8	18.8	17.3	15.6	22.6	19.7	25.0	16.1	33.3	
Horror	15.8	16.0	17.1	21.4	19.8	21.4	20.5	23.0	18.9	16.5	13.1	18.9	18.9	22.7	16.9	20.7	19.4	27.2	21.2	13.6	14.1	19.4	9.8	21.4	21.8	0.0	
Man's love story	15.3	21.3	19.7	15.9	18.8	19.6	22.9	23.0	16.7	15.9	18.6	20.5	27.9	22.7	17.8	18.0	29.0	33.7	17.6	25.9	9.4	37.1	18.0	21.4	13.8	0.0	
Gag (including silly ones)	12.4	15.4	16.0	14.7	16.1	18.8	22.5	16.3	17.8	14.8	13.1	23.6	9.0	20.2	14.4	27.9	16.1	18.5	15.3	18.5	12.5	9.7	9.8	14.3	18.4	33.3	
Violence	10.8	11.1	13.5	16.5	13.9	15.1	15.9	14.3	13.3	15.9	9.7	20.5	15.6	18.5	15.3	17.1	18.3	22.8	15.3	18.5	14.1	17.7	11.5	21.4	17.2	0.0	
Drama	10.7	13.0	13.5	15.5	15.9	15.9	16.3	18.9	16.7	13.6	10.3	19.7	13.1	22.7	15.3	19.8	15.1	32.6	17.6	18.5	9.4	27.4	14.8	25.0	10.3	0.0	
Serious	9.9	13.3	14.8	12.3	16.6	18.3	14.0	18.9	10.0	11.9	11.7	16.5	12.3	25.2	13.6	16.2	14.0	19.6	15.3	16.0	6.3	16.1	9.8	21.4	14.9	0.0	
Old-fashion	9.4	11.1	12.1	11.3	14.4	13.8	12.0	10.7	14.4	17.0	12.4	15.7	10.7	21.8	17.8	20.7	16.1	17.4	15.3	14.8	10.9	17.7	13.1	28.6	12.6	0.0	
Adult	8.7	11.0	11.6	9.3	11.0	11.4	9.7	13.3	12.2	12.5	14.5	17.3	10.7	12.6	9.3	14.4	15.1	23.9	8.2	11.1	7.8	25.8	8.2	14.3	12.6	0.0	
Hobby	8.1	9.8	10.8	10.1	12.0	12.4	9.7	13.3	10.6	14.2	9.7	11.8	8.2	16.8	11.9	15.3	11.8	19.6	11.8	16.0	14.1	19.4	11.5	28.6	18.4	0.0	
Communication	7.3	9.4	9.8	9.1	11.7	10.3	8.5	15.8	7.8	11.9	8.3	11.8	7.4	15.1	11.0	10.8	14.0	17.4	11.8	8.6	3.1	21.0	9.8	14.3	4.6	0.0	
Woman's love story	7.1	9.5	8.0	8.3	11.0	9.3	7.0	14.3	8.9	7.4	3.4	7.9	5.7	9.2	5.9	10.8	8.6	16.3	14.1	4.9	1.6	16.1	3.3	7.1	4.6	0.0	
Boy's love	4.1	5.6	4.6	6.3	6.4	6.9	4.7	9.7	4.4	3.4	3.4	3.9	2.5	10.1	4.2	7.2	3.2	5.4	12.9	1.2	0.0	8.1	4.9	7.1	3.4	33.3	
Omnibus (collection of games)	3.3	4.3	4.7	4.4	6.1	5.8	6.2	7.1	5.0	5.7	6.2	7.9	4.9	6.7	6.8	6.3	5.4	8.7	8.2	6.2	4.7	8.1	4.9	10.7	5.7	33.3	
Others	0.9	0.9	1.0	1.2	1.0	0.8	0.8	0.5	1.1	1.7	0.0	2.4	0.8	1.7	0.0	0.9	2.2	0.0	0.0	1.2	1.6	3.2	1.6	0.0	4.6	0.0	
Invalid/No answers	1.7	0.9	1.6	0.8	1.2	1.1	2.3	0.0	2.2	2.3	3.4	3.9	1.6	0.0	0.8	2.7	2.2	1.1	3.5	1.2	1.6	3.2	0.0	0.0	4.6	0.0	

6. Old game software the users wish to play on the latest consoles

[Q] 1) Among all the games which you used to play in game arcades or on old-type consoles (household-use consoles or PCs), is there any game you want to play again on the latest consoles?

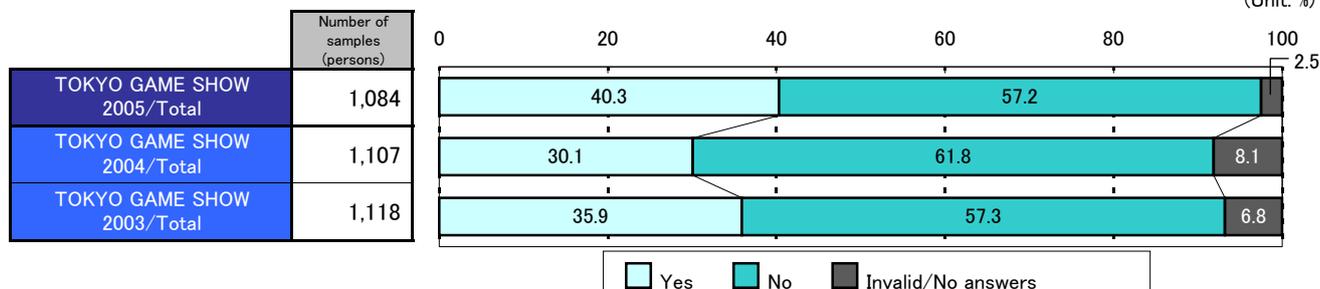
【To all who answered "Yes"】

2) Please specify its title.

3) Up to how much are you willing to pay for the game if it is produced again and resold?

(1) Old game software which the users wish to play on the latest consoles

(Unit: %)



(2) Game titles playable on old-type consoles which the respondents wish to play again
 《Free answer/Multiple answers》

(380 titles given by 361 effective respondents: n=437)

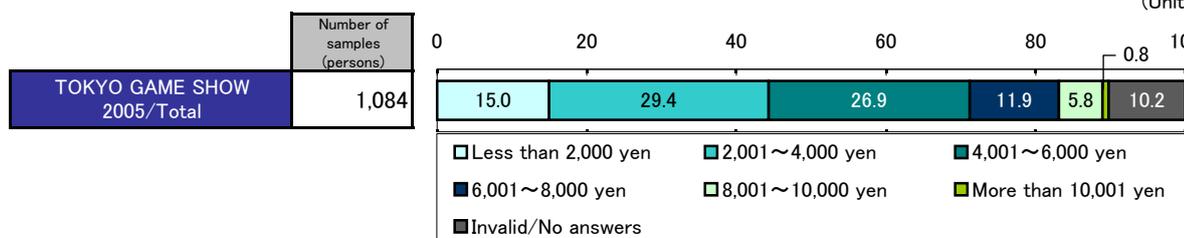
		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	40.3	57.2	2.5
Gender and Age	Male	872	41.5	56.2	2.3
	10~12	35	14.3	82.9	2.9
	13~15	73	19.2	74.0	6.8
	16~18	122	26.2	72.1	1.6
	19~24	266	40.6	57.9	1.5
	25~29	172	52.3	44.8	2.9
	30~39	165	57.6	40.6	1.8
	40~49	39	46.2	53.8	0.0
	Female	212	35.4	61.3	3.3
	10~12	10	20.0	70.0	10.0
	13~15	13	0.0	92.3	7.7
	16~18	31	25.8	71.0	3.2
	19~24	57	45.6	50.9	3.5
25~29	41	34.1	61.0	4.9	
30~39	38	42.1	57.9	0.0	
40~49	22	40.9	59.1	0.0	
User classification by frequency of household game playing	Heavy user	289	37.0	59.9	3.1
	Middle user	470	41.1	55.7	3.2
	Light user	325	42.2	56.9	0.9

Names of game titles	Quantity (titles)
"Final Fantasy" series	40
"Mario" and "Super Mario" series	14
"Dragon Quest" series	9
"Seiken Densetsu" series	8
"Kuniokun" series	7
"THE KING OF FIGHTERS" series	6
"Space Invader"	5 each
"FIRE EMBLEM" series	
"Romancing Sa·Ga" series	
"魔装機神" シリーズ ("masokishin" series)	4 each
"スパルタンX" ("suparutanX")	
"迷宮組曲" ("meikyukumikyoku")	3 each
"MELTYBLOOD"	
"ikki"	
"Suberanka"	The rest is omitted.
"THE LEGEND OF ZELDA" series	
"CHALLENGER"	
"TALES OF" series	
"PARODIUS"	
"Puyopuyo"	
"Pop'n Music" series	
"ROCKMAN" series	

(3) The amount the respondents are willing to pay for the game if it is produced again and resold.

(Unit: %)

Average (yen)
4,931

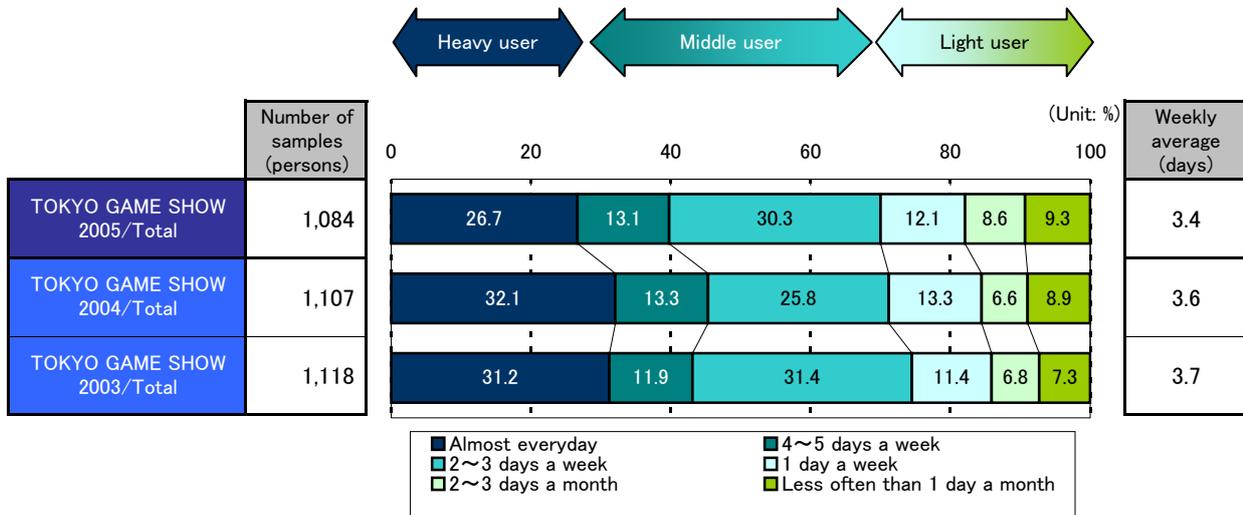


Note) Although multiple answers were accepted for individual titles, names of game titles from the same series were counted as one series.

• Nearly 40% of the total respondents chose "yes", which was higher than the last year's result. Light users in particular gave positive answers.
 • The "Final Fantasy" series was selected the most. The average amount of money the respondents were willing to pay was 4,931 yen.

7. Frequency of game playing

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



		Number of samples (persons)	Almost everyday	4~5 days a week	2~3 days a week	1 day a week	2~3 days a month	Less often than 1 day a month	Weekly average (days)
TOKYO GAME SHOW 2005/Total		1,084	26.7	13.1	30.3	12.1	8.6	9.3	3.4
Gender and Age	Male	872	27.3	15.0	30.0	12.0	6.9	8.7	3.5
	10~12	35	51.4	28.6	8.6	5.7	2.9	2.9	5.2
	13~15	73	43.8	9.6	27.4	12.3	1.4	5.5	4.3
	16~18	122	41.8	19.7	28.7	2.5	2.5	4.9	4.6
	19~24	266	26.7	18.4	27.8	13.2	6.8	7.1	3.6
	25~29	172	21.5	12.2	34.3	15.7	5.8	10.5	3.1
	30~39	165	16.4	11.5	36.4	10.9	12.1	12.7	2.7
	40~49	39	5.1	2.6	28.2	28.2	17.9	17.9	1.5
	Female	212	24.1	5.2	31.1	12.3	15.6	11.8	2.9
	10~12	10	30.0	20.0	40.0	10.0	0.0	0.0	4.1
	13~15	13	23.1	7.7	46.2	15.4	0.0	7.7	3.3
	16~18	31	51.6	3.2	22.6	3.2	9.7	9.7	4.4
	19~24	57	14.0	8.8	47.4	7.0	17.5	5.3	2.7
	25~29	41	12.2	4.9	36.6	14.6	19.5	12.2	2.2
30~39	38	28.9	0.0	13.2	21.1	15.8	21.1	2.6	
40~49	22	22.7	0.0	9.1	18.2	27.3	22.7	2.1	

Note) Calculation to obtain an average weekly frequency of game playing

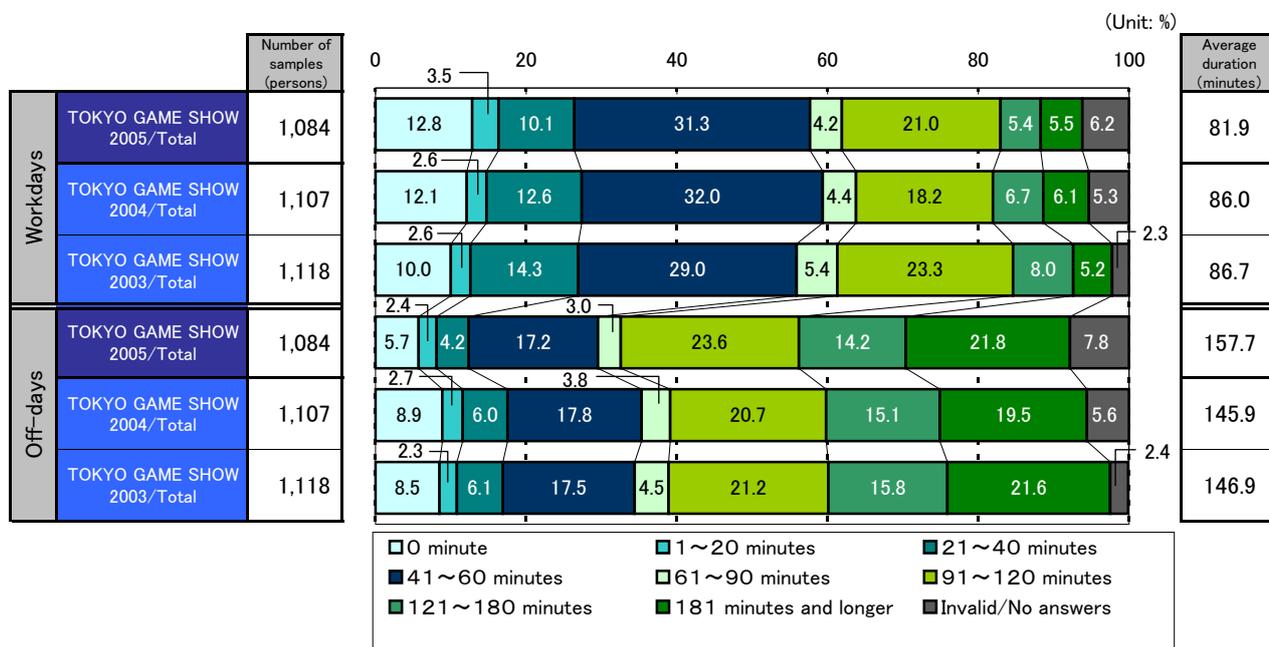
"Almost everyday": 7 days, "4~5 days a week": 4.5 days, "2~3 days a week": 2.5 days,

"1 day a week": 1 day, "2~3 days a month": 0.3 day, "less often than 1 day a month": 0.1 day

- Nearly 30% of the total respondents selected the highest answer of "2-3 days a week".
- The proportion of heavy users who play almost everyday was less than 30%, which was outnumbered by that of light users who play less than one day a week.
- The weekly average frequency of game playing was 3.4 days and the figure has been decreasing in recent years. Male users between the ages of 10 and 18 and female users between 16 and 18 play more frequently.

8. Duration of game playing (on a daily basis)

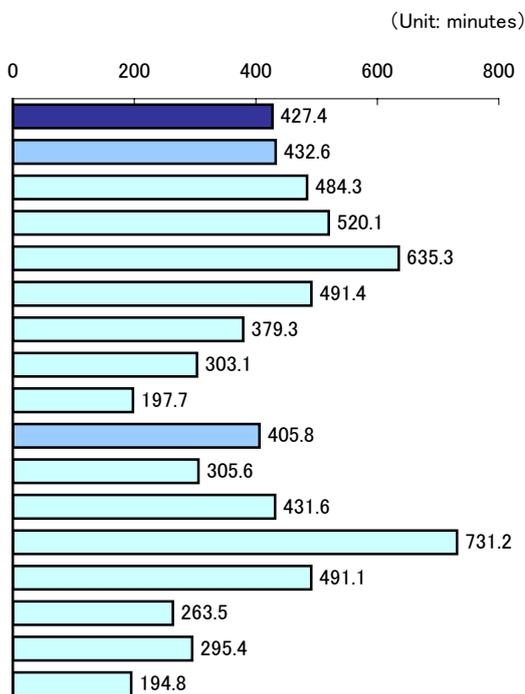
[Q] How long (minutes) do you spend playing games at a time? Give each answer for workdays and off-days.



■ Average duration of game playing by gender and age

	Number of samples (persons)	Average duration (minutes)		Average weekly frequency (days)
		Workdays	Off-days	
TOKYO GAME SHOW 2005/Total	1,084	81.9	157.7	3.37
Male	872	81.5	155.7	3.49
10~12	35	81.2	113.4	5.17
13~15	73	96.7	147.9	4.32
16~18	122	101.9	186.9	4.57
19~24	266	91.0	175.1	3.55
25~29	172	73.4	149.4	3.10
30~39	165	60.4	129.5	2.73
40~49	39	43.1	108.9	1.53
Female	212	83.6	166.3	2.88
10~12	10	55.7	94.3	4.10
13~15	13	94.6	155.4	3.28
16~18	31	109.5	234.5	4.39
19~24	57	92.6	213.6	2.69
25~29	41	59.1	125.7	2.20
30~39	38	84.5	120.9	2.63
40~49	22	67.2	93.9	2.10

■ Total weekly length of game playing



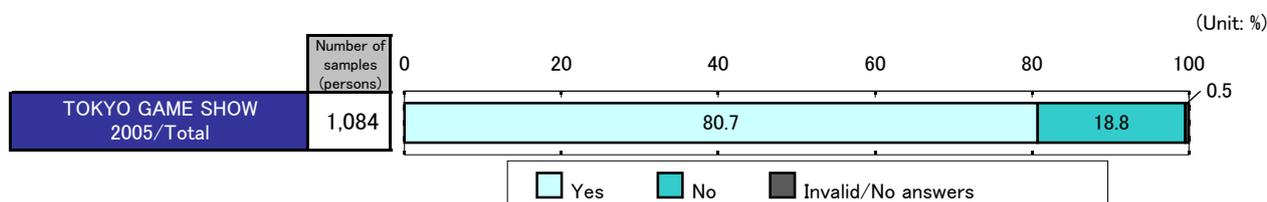
Note) Total weekly length=(Average weekly frequency - 2) × Average duration on workdays + Average duration on off-days × 2

- For workdays "41-60 minutes" and "91-120 minutes" were selected most while "91-120 minutes" and "180 minutes and longer" were selected most for off-days.
- The average duration of game playing on workdays decreased while that of off-days increased.
- The total weekly length of game playing was the highest among the both male and female groups aged between 16 and 18.

9. Software packages purchased

(1) Software packages purchased for the past one year

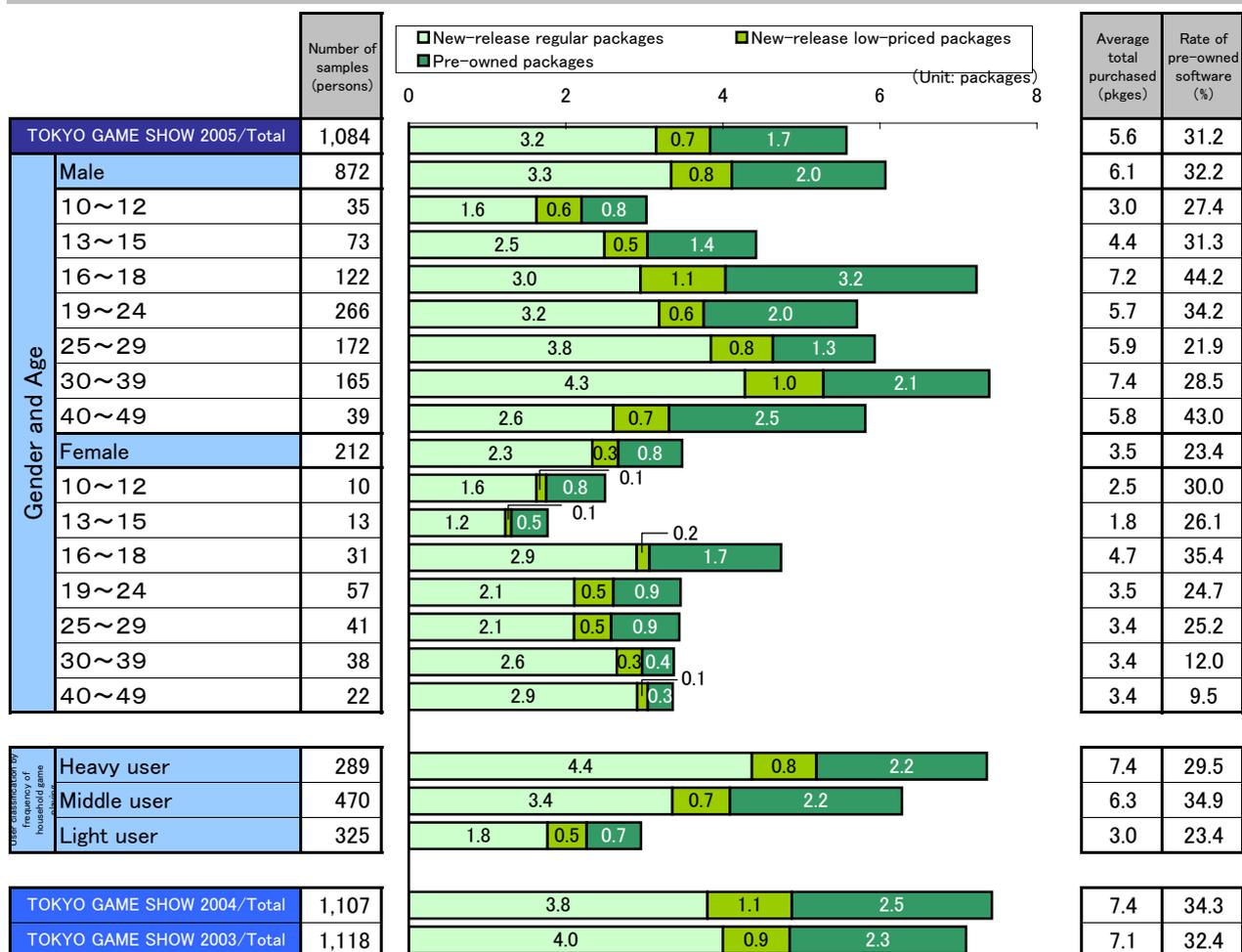
[Q] Did you buy any videogames (software) in the last one year? ※Excluding PC games.



(2) Average number of software packages purchased for the past one year

[To all who bought any software in the last one year]

[Q] Give the number each for "new-release regular packages", "new-release low-priced packages" and "pre-owned packages".



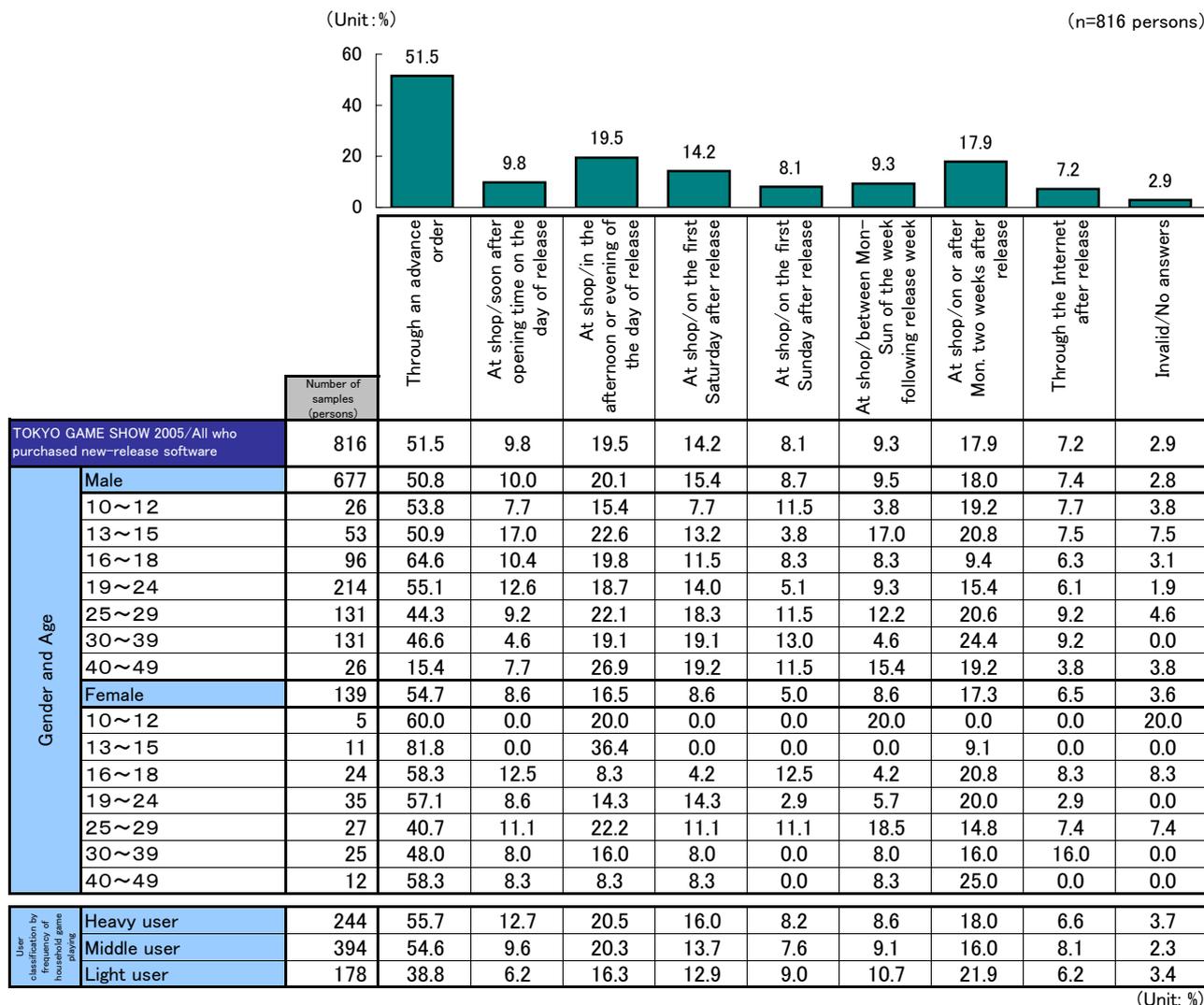
Note) To calculate the average number of software packages purchased, users who answered to Q(1) that they did not buy any software were given a factor of "0" and included in the parameter in Q(2) (excluding those who gave invalid answers or no answers).

- Nearly 80% of the total respondents purchased household game software in the past one year.
- The average number of software purchased was 5.6 packages, decreasing largely from the last year's survey. The male group aged between 16 and 18 purchased the highest total number of 7.4 packages.
- The middle user group showed the highest average rate of purchasing pre-owned software packages.

(3) Time to purchase new-release software 【All who purchased new-release software】 《Multiple answers》

【To all who obtained at least one new-release regular or new-release low-priced package】

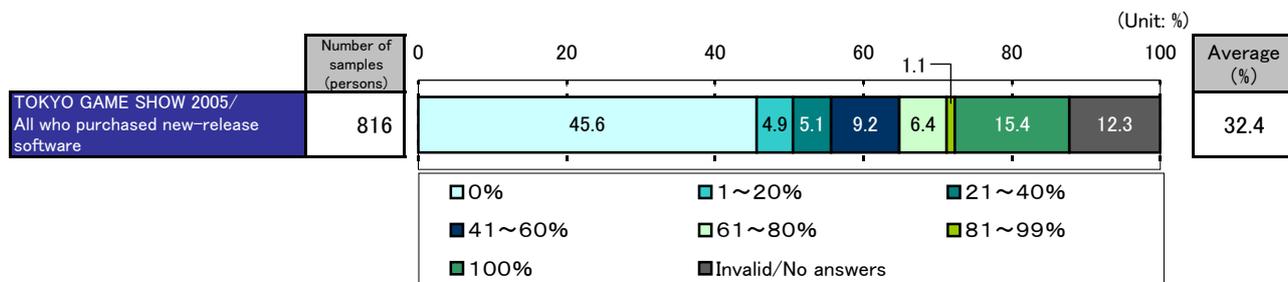
[Q] When did you obtain these packages?



(4) Percentage of new game software purchased by advance order 【All who purchased new-release software】

【All who purchased new game software by advance order】

[Q] What percentage of your new household game software purchases were made by advance order in the past one year?



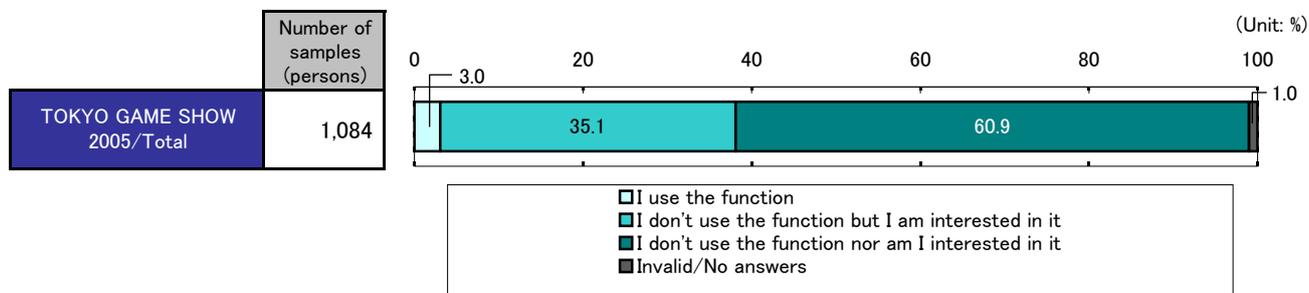
Note) To calculate the average rate of software packages purchased, users who answered to Q(3) that they did not order new software in advance were given a factor of "0" and included in the parameter in Q(4) (excluding those who gave invalid answers or no answers).

- Over 50% of the total respondents who purchased newly released software had made an advance order, followed by those who purchased in the afternoon or evening of the day of release.
- The average rate of software purchases made through advance orders was 32.4%. Nearly 15% of the total respondents stated that they made it a point to order new software in advance.

10. Interest in functions of portable game machines

(1) Interests in the parental lock function

[Q] Do you currently use PSP's parental lock function (to restrict certain age groups viewing)?
If not, are you interested in that function?



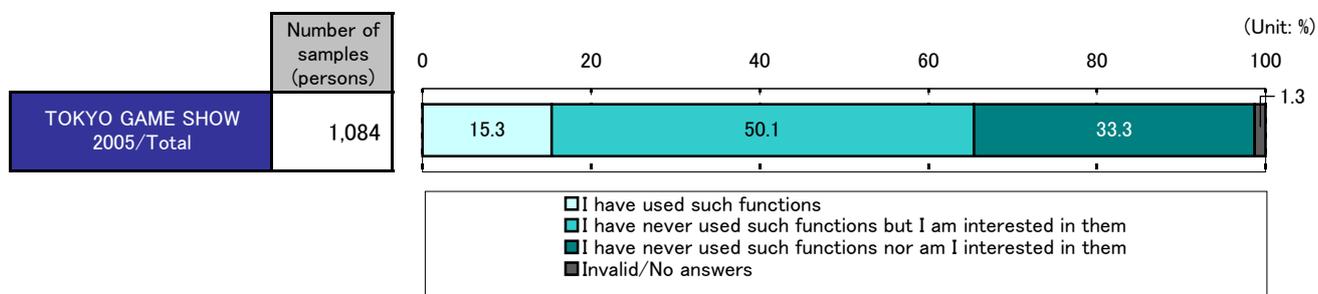
		Number of samples (persons)	I use the function	I don't use the function but I am interested in it	I don't use the function nor am I interested in it.	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	3.0	35.1	60.9	1.0
Gender and Age	Male	872	2.6	34.2	62.2	1.0
	10~12	35	8.6	42.9	45.7	2.9
	13~15	73	4.1	31.5	64.4	0.0
	16~18	122	2.5	36.1	59.0	2.5
	19~24	266	1.9	33.5	63.9	0.8
	25~29	172	1.7	34.3	63.4	0.6
	30~39	165	2.4	32.7	63.6	1.2
	40~49	39	5.1	35.9	59.0	0.0
	Female	212	4.7	38.7	55.7	0.9
	10~12	10	40.0	0.0	60.0	0.0
	13~15	13	7.7	23.1	69.2	0.0
	16~18	31	3.2	35.5	61.3	0.0
	19~24	57	0.0	47.4	52.6	0.0
	25~29	41	4.9	43.9	48.8	2.4
30~39	38	0.0	39.5	60.5	0.0	
40~49	22	9.1	36.4	50.0	4.5	
User classification by frequency of hours of game play	Heavy user	289	4.2	36.3	58.1	1.4
	Middle user	470	3.2	36.2	59.8	0.9
	Light user	325	1.8	32.3	64.9	0.9
PSP holder		248	7.3	28.6	63.3	0.8

(Unit: %)

- The proportion of users who use a parental lock function was 3% of all the respondents and only 7.3% among all the PSP holders. Nearly 60% of the total stated that they didn't use the function or were not interested in it.
- The number of users was relatively higher for both males and females in the 10 to 12 age group and 40 to 49 age group.

(2) Interest in functions other than game playing (e.g. viewing animations and pictures and listening to music)

[Q] Besides playing games, have you viewed animations and pictures or listened to music using a memory stick Duo or an SD memory card (e.g. +PLAY-YAN) with PSP or Nintendo DS? If not, are you interested in such functions?



		Number of samples (persons)	I have used such functions	I have never used such functions but I am interested in them	I have never used such functions nor am I interested in them	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	15.3	50.1	33.3	1.3
Gender and Age	Male	872	16.5	48.5	33.6	1.4
	10~12	35	25.7	51.4	20.0	2.9
	13~15	73	21.9	34.2	42.5	1.4
	16~18	122	15.6	55.7	27.0	1.6
	19~24	266	14.7	50.0	33.8	1.5
	25~29	172	15.1	44.8	39.0	1.2
	30~39	165	18.2	51.5	29.1	1.2
	40~49	39	12.8	43.6	43.6	0.0
	Female	212	10.4	56.6	32.1	0.9
	10~12	10	30.0	40.0	30.0	0.0
	13~15	13	7.7	69.2	23.1	0.0
	16~18	31	9.7	51.6	38.7	0.0
	19~24	57	7.0	63.2	29.8	0.0
	25~29	41	14.6	63.4	19.5	2.4
30~39	38	2.6	52.6	44.7	0.0	
40~49	22	18.2	40.9	36.4	4.5	
User classification by frequency of household game playing	Heavy user	289	18.0	48.4	31.5	2.1
	Middle user	470	15.5	52.1	31.3	1.1
	Light user	325	12.6	48.6	37.8	0.9
PSP holder		248	48.4	33.9	16.5	1.2
Nintendo DS holder		291	25.4	47.4	25.4	1.7

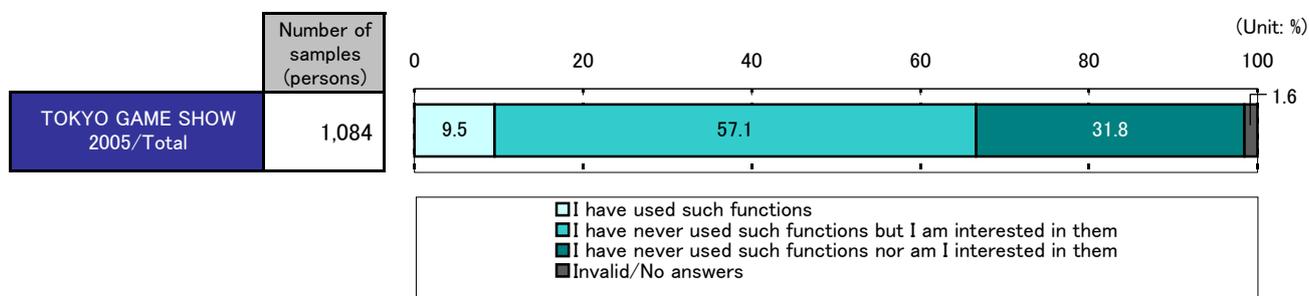
(Unit: %)

• 15.3% of the total respondents stated that they had used such functions. More than half of the respondents had never used the functions but were interested in them.

• Nearly half of the PSP holders and about a quarter of the Nintendo DS holders experienced the functions.

(3) Interest in network services

[Q] Have you ever used network services such as animation delivery and Web access through PSP and downloads of additional versions and experimental versions using Nintendo DS? If not, are you interested in such services?



		Number of samples (persons)	I have used such functions	I have never used such functions but I am interested in them	I have never used such functions nor am I interested in them	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	9.5	57.1	31.8	1.6
Gender and Age	Male	872	10.0	56.7	31.8	1.6
	10~12	35	14.3	60.0	22.9	2.9
	13~15	73	16.4	46.6	35.6	1.4
	16~18	122	12.3	59.0	27.0	1.6
	19~24	266	7.9	57.9	32.3	1.9
	25~29	172	7.6	52.9	37.2	2.3
	30~39	165	11.5	61.8	26.1	0.6
	40~49	39	5.1	51.3	43.6	0.0
	Female	212	7.5	59.0	32.1	1.4
	10~12	10	20.0	40.0	40.0	0.0
	13~15	13	0.0	76.9	23.1	0.0
	16~18	31	12.9	51.6	35.5	0.0
	19~24	57	3.5	66.7	29.8	0.0
	25~29	41	9.8	68.3	19.5	2.4
30~39	38	2.6	50.0	44.7	2.6	
40~49	22	13.6	45.5	36.4	4.5	
User classification by frequency of household game playing	Heavy user	289	14.5	52.9	30.4	2.1
	Middle user	470	9.4	59.6	29.8	1.3
	Light user	325	5.2	57.2	36.0	1.5
PSP holder		248	27.4	52.0	19.4	1.2
Nintendo DS holder		291	22.7	53.6	22.3	1.4

(Unit: %)

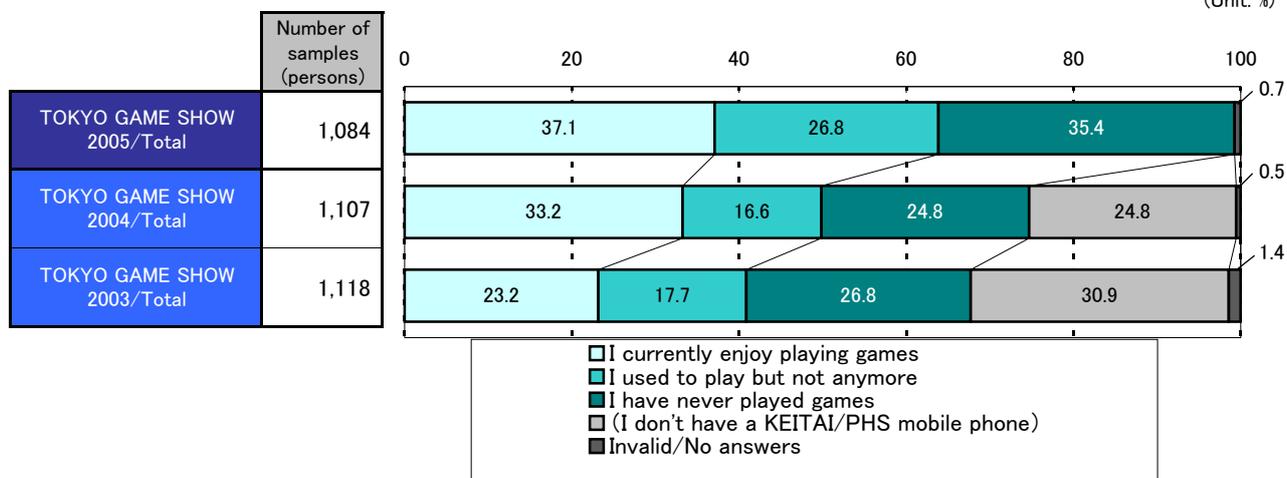
- Only less than 10% of the total respondents experienced the services although nearly 60% stated that they had never used such services but were interested in them.
- Frequent household game players experienced such services more.

III. Mobile Phones Games

1. Familiarity with mobile phone games

[Q] Do you play games on your KEITAI/PHS mobile phone?

(Unit: %)



(Unit: %)

		Number of samples (persons)	I currently enjoy playing games	I used to play but not anymore	I have never played games	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	37.1	26.8	35.4	0.7
Gender and Age	Male	872	36.8	26.1	36.2	0.8
	10~12	35	37.1	17.1	45.7	0.0
	13~15	73	35.6	19.2	43.8	1.4
	16~18	122	49.2	21.3	27.9	1.6
	19~24	266	36.5	32.0	30.8	0.8
	25~29	172	33.1	27.3	39.0	0.6
	30~39	165	33.9	25.5	40.6	0.0
	40~49	39	30.8	20.5	46.2	2.6
	Female	212	38.2	29.2	32.1	0.5
	10~12	10	40.0	10.0	50.0	0.0
	13~15	13	30.8	23.1	46.2	0.0
	16~18	31	41.9	25.8	29.0	3.2
	19~24	57	45.6	28.1	26.3	0.0
	25~29	41	36.6	39.0	24.4	0.0
30~39	38	26.3	31.6	42.1	0.0	
40~49	22	40.9	27.3	31.8	0.0	
User classification by frequency of household game play	Heavy user	289	38.4	23.5	37.4	0.7
	Middle user	470	37.2	26.6	35.1	1.1
	Light user	325	35.7	29.8	34.2	0.3
Ref.	TOKYO GAME SHOW 2004/ All the mobile phone holders	829	44.4	22.2	33.2	0.2
	TOKYO GAME SHOW 2003/ All the mobile phone holders	760	34.1	26.1	39.5	0.4

Note) Although this question was directed only at KEITAI/PHS mobile phone holders (see the above table) in the TGS 2004 and 2003 surveys, the numbers of non-KEITAI/PHS mobile phone users were added to the earlier survey results in order to make a comparison with the 2005 study which took the total number of respondents into account (the top graph).

- The proportion of the respondents who "currently enjoy playing mobile phone games" has been increasing steadily, accounting for 37.1% of the total. Female users play mobile phone games slightly more than male users.
- Nearly 50% of the male group aged between 16 and 18 currently play mobile phone games, which is the highest rate observed among all groups by gender and age.
- Among heavy users of household videogames, a relatively high proportion of them currently play mobile phone games although a larger number of them have never played them.

2. Places where mobile phone games are played 【All the current mobile phone game players】
 《Multiple answers》

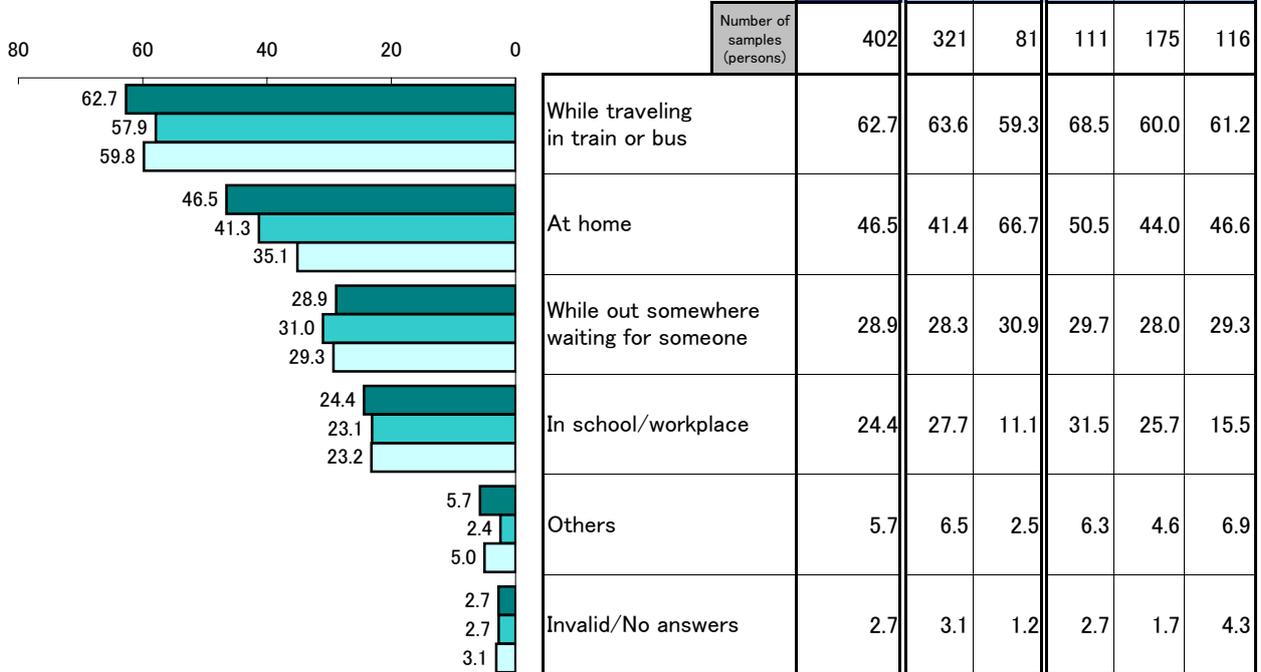
【To all who selected "I currently enjoy playing games" on a KEITAI/PHS mobile phone】

[Q] In which place do you play games on KEITAI/PHS mobile phones? Choose any number of answers.

(Unit: %)

- TOKYO GAME SHOW 2005/
All the current mobile phone game players (n=402 persons)
- TOKYO GAME SHOW 2004/
All the current mobile phone game players (n=368 persons)
- TOKYO GAME SHOW 2003/
All the current mobile phone game players (n=259 persons)

(Unit: %)

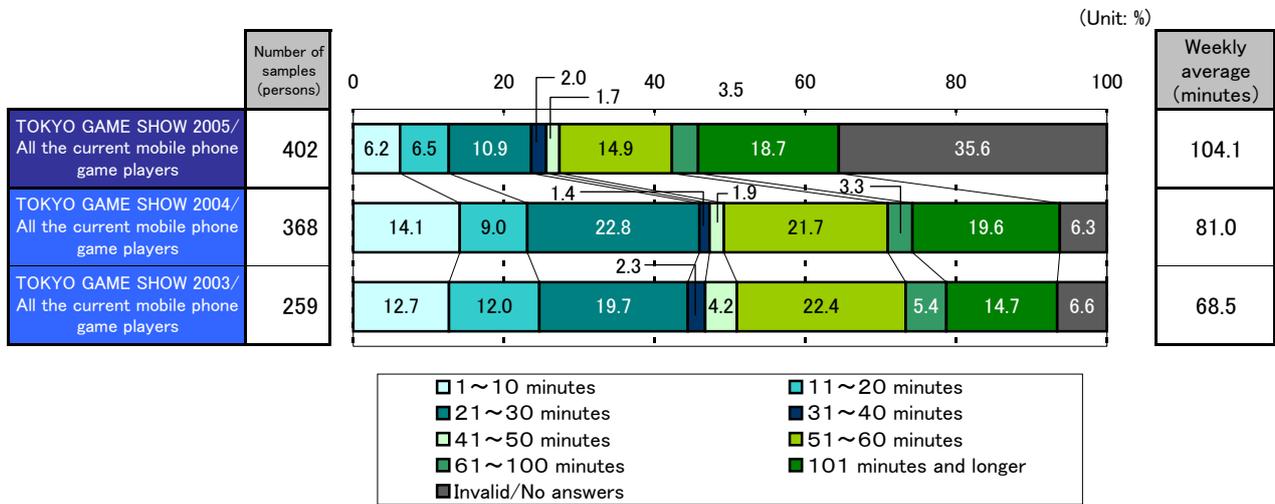


- Similar to the last year's result, most respondents play games while traveling in train and bus. The number of users who play at home has increased year by year.
- More female users play mobile phone games at home than while traveling in train and bus.

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

【To all who selected "I currently enjoy playing games" on a KEITAI/PHS mobile phone】

【Q】 How long do you play games on KEITAI/PHS mobile phones in a week?



(Unit: %)

		Number of samples (persons)	1~10 minutes	11~20 minutes	21~30 minutes	31~40 minutes	41~50 minutes	51~60 minutes	61~100 minutes	101 minutes and longer	Invalid/No answers	Weekly average (minutes)
TOKYO GAME SHOW 2005/ All the current mobile phone game players		402	6.2	6.5	10.9	2.0	1.7	14.9	3.5	18.7	35.6	104.1
Gender	Male	321	6.5	6.5	12.8	2.2	1.9	14.6	3.4	19.0	33.0	101.2
	Female	81	4.9	6.2	3.7	1.2	1.2	16.0	3.7	17.3	45.7	118.2
User classification by frequency of household game play	Heavy user	111	3.6	6.3	14.4	0.9	0.9	19.8	4.5	15.3	34.2	106.8
	Middle user	175	7.4	6.9	10.3	2.3	2.9	11.4	2.9	20.0	36.0	101.4
	Light user	116	6.9	6.0	8.6	2.6	0.9	15.5	3.4	19.8	36.2	105.5

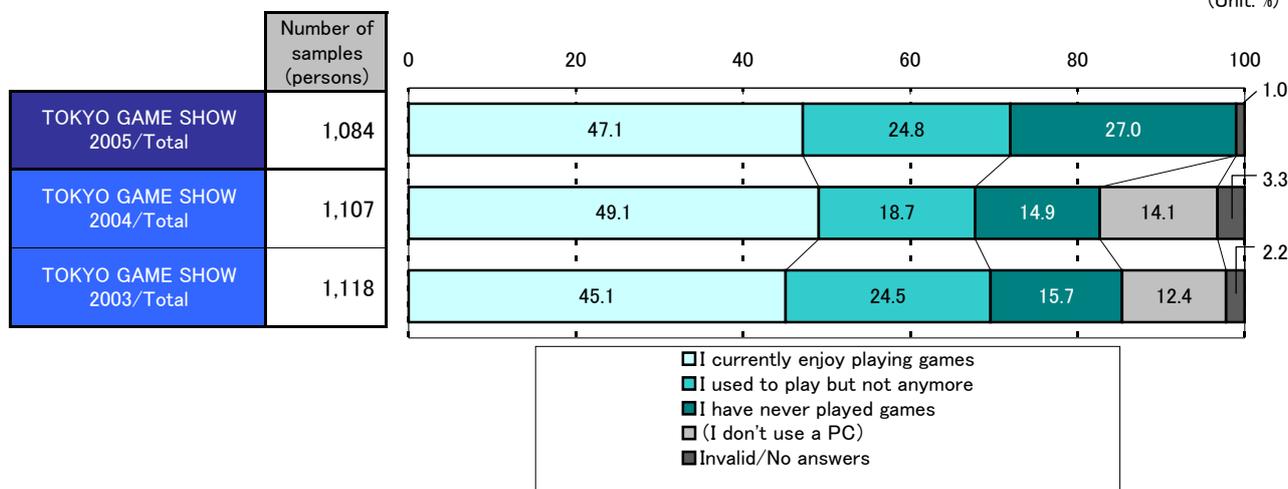
- The average duration of game playing was 104.1 minutes, which increased from the previous survey by about 20 minutes (although there was a large number of invalid and no answers).
- The average duration of game playing by female users was 118.2 minute, exceeding that of male users.

IV. PC Games

1. Familiarity with PC games

[Q] Do you play PC games?

(Unit: %)



(Unit: %)

		Number of samples (persons)	I currently enjoy playing games	I used to play but not anymore	I have never played games	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	47.1	24.8	27.0	1.0
Gender and Age	Male	872	49.9	24.4	24.8	0.9
	10~12	35	51.4	22.9	25.7	0.0
	13~15	73	56.2	13.7	28.8	1.4
	16~18	122	52.5	14.8	31.1	1.6
	19~24	266	52.6	25.2	21.4	0.8
	25~29	172	44.2	29.7	25.6	0.6
	30~39	165	49.1	29.1	21.2	0.6
	40~49	39	38.5	28.2	30.8	2.6
	Female	212	35.8	26.4	36.3	1.4
	10~12	10	40.0	40.0	20.0	0.0
	13~15	13	23.1	30.8	46.2	0.0
	16~18	31	35.5	25.8	38.7	0.0
	19~24	57	45.6	10.5	40.4	3.5
	25~29	41	39.0	26.8	34.1	0.0
30~39	38	18.4	42.1	36.8	2.6	
40~49	22	40.9	31.8	27.3	0.0	
User classification by frequency of household game playing	Heavy user	289	49.5	22.8	26.3	1.4
	Middle user	470	46.6	23.0	29.4	1.1
	Light user	325	45.8	29.2	24.3	0.6
Ref.	TOKYO GAME SHOW 2004/All the computer users	921	59.0	22.5	17.9	0.7
	TOKYO GAME SHOW 2003/All the computer users	961	52.4	28.5	18.3	0.7

Note) Although this question was directed only at PC users (see the above table) in the TGS 2004 and 2003 surveys, the numbers of non-PC users were added to the earlier survey results in order to make a comparison with the 2005 study which took the total number of respondents into account (the top graph).

- 47.1% of the total respondents currently play PC games, showing a slight decrease from the previous survey.
- Nearly 70% of the respondents had experience playing PC games, answering that they "currently play" or "used to play PC games".
- Nearly half of the male visitors responded that they "currently play" PC games.

2. Types of PC games played 【All the current PC game players】 《Multiple answers》

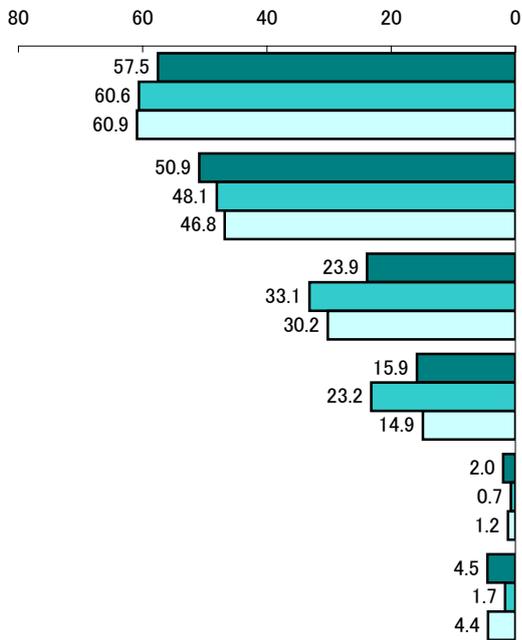
【To all who selected "I currently enjoy playing games" on a PC】

[Q] What type of games do you play on your PC? Choose any number of answers.

(Unit: %)

- TOKYO GAME SHOW 2005/
All the current PC game players (n=511 persons)
- TOKYO GAME SHOW 2004/
All the current PC game players (n=543 persons)
- TOKYO GAME SHOW 2003/
All the current PC game players (n=504 persons)

(Unit: %)



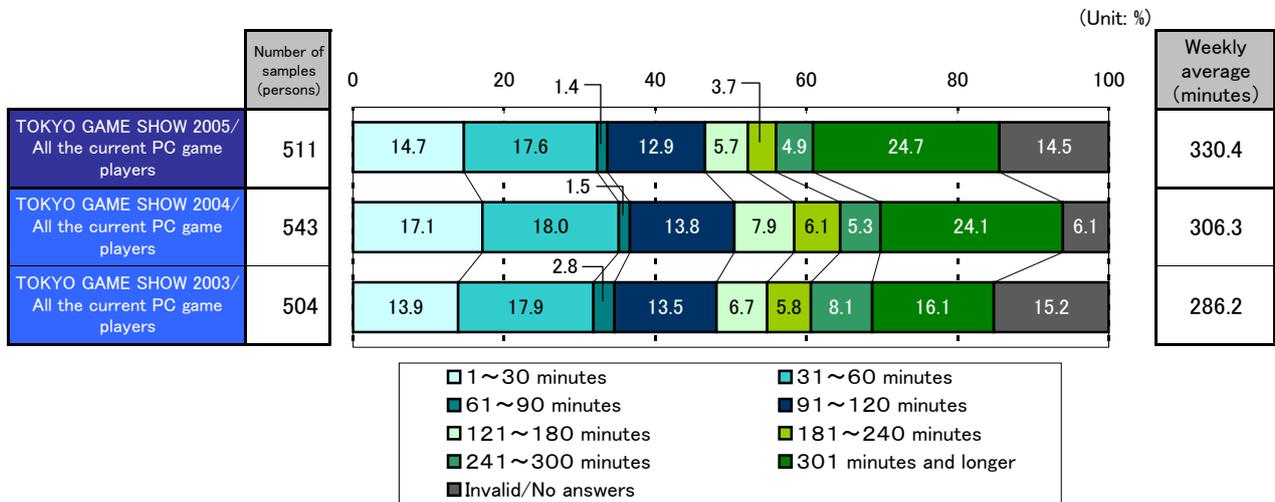
	Number of samples (persons)	Gender		User classification by frequency of household game playing		
		Male	Female	Heavy user	Middle user	Light user
TOKYO GAME SHOW 2005/ All the current PC game players	511	435	76	143	219	149
Games installed from a CD-ROM	57.5	60.2	42.1	57.3	61.6	51.7
Games downloaded from the Internet	50.9	53.3	36.8	55.2	47.0	52.3
Games preinstalled on PC	23.9	23.4	26.3	29.4	19.2	25.5
Games playable in real time on the Internet (using Flash etc.)	15.9	14.7	22.4	18.9	11.4	19.5
Others	2.0	1.8	2.6	2.8	0.0	4.0
Invalid/No answers	4.5	3.4	10.5	3.5	5.0	4.7

- Most PC games played by the respondents were installed from CD-ROMs, but the proportion has been decreasing gradually on the year-by-year basis.
- In contrast, "games downloaded from the Internet" holding second place has gradually increased year by year, which are played by over 50% of the respondents.

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

【To all who selected “I currently enjoy playing games” on a PC】

[Q] How long do you play PC games in a week?



(Unit: %)

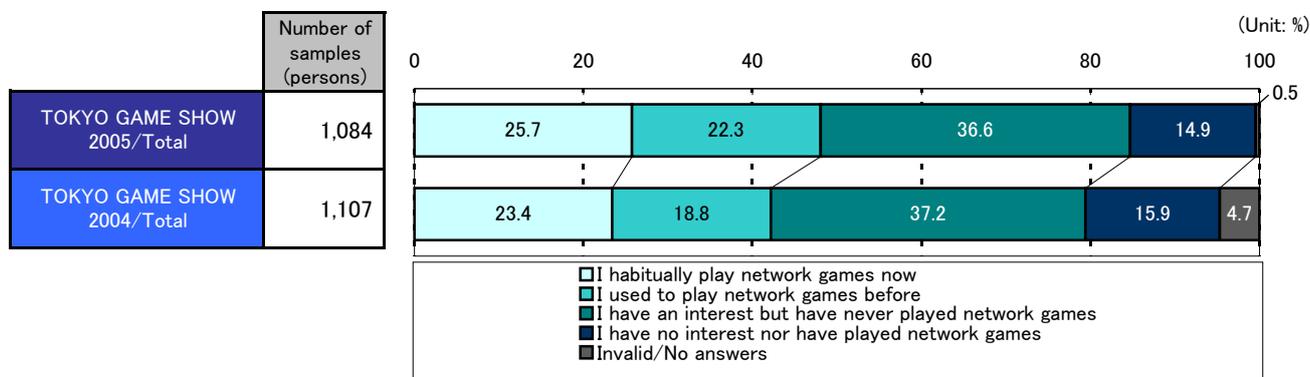
		Number of samples (persons)	1~30 minutes	31~60 minutes	61~90 minutes	91~120 minutes	121~180 minutes	181~240 minutes	241~300 minutes	301 minutes and longer	Invalid/No answers	Weekly average (minutes)
TOKYO GAME SHOW 2005/ All the current PC game players		511	14.7	17.6	1.4	12.9	5.7	3.7	4.9	24.7	14.5	330.4
Gender	Male	435	13.8	18.2	1.1	12.6	5.7	4.4	5.5	25.7	12.9	346.3
	Female	76	19.7	14.5	2.6	14.5	5.3	0.0	1.3	18.4	23.7	225.9
User classification by frequency of household videogame playing	Heavy user	143	12.6	16.8	0.7	11.2	7.7	2.8	3.5	29.4	15.4	448.1
	Middle user	219	14.2	17.8	1.4	13.7	3.7	4.6	5.9	21.9	16.9	250.2
	Light user	149	17.4	18.1	2.0	13.4	6.7	3.4	4.7	24.2	10.1	332.9

- The weekly average duration of game playing is 330.4 minutes with an increase of over 20 minutes from the previous survey figure as the number of respondents who play for 301 minutes or longer has continued to increase substantially.
- The heavy user group of household videogames showed the longest weekly average duration of PC game playing.

V. Network Games

1. Familiarity with network games

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



		Number of samples (persons)	I habitually play network games now	I used to play network games before	I have an interest but have never played network games	I have no interest nor have played network games	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	25.7	22.3	36.6	14.9	0.5
Gender and Age	Male	872	27.4	23.5	35.0	13.8	0.3
	10~12	35	22.9	17.1	34.3	25.7	0.0
	13~15	73	32.9	20.5	31.5	15.1	0.0
	16~18	122	30.3	19.7	36.9	10.7	2.5
	19~24	266	27.4	28.6	30.8	13.2	0.0
	25~29	172	23.8	26.7	36.6	12.8	0.0
	30~39	165	29.1	20.6	37.0	13.3	0.0
	40~49	39	20.5	10.3	48.7	20.5	0.0
	Female	212	18.9	17.5	43.4	19.3	0.9
	10~12	10	20.0	40.0	10.0	30.0	0.0
	13~15	13	7.7	23.1	61.5	7.7	0.0
	16~18	31	25.8	16.1	41.9	16.1	0.0
	19~24	57	21.1	12.3	54.4	10.5	1.8
	25~29	41	24.4	12.2	39.0	22.0	2.4
30~39	38	10.5	21.1	42.1	26.3	0.0	
40~49	22	13.6	22.7	31.8	31.8	0.0	
User classification by frequency of household game playing	Heavy user	289	32.9	22.8	30.8	12.8	0.7
	Middle user	470	24.3	22.8	40.9	11.5	0.6
	Light user	325	21.5	21.2	35.7	21.5	0.0

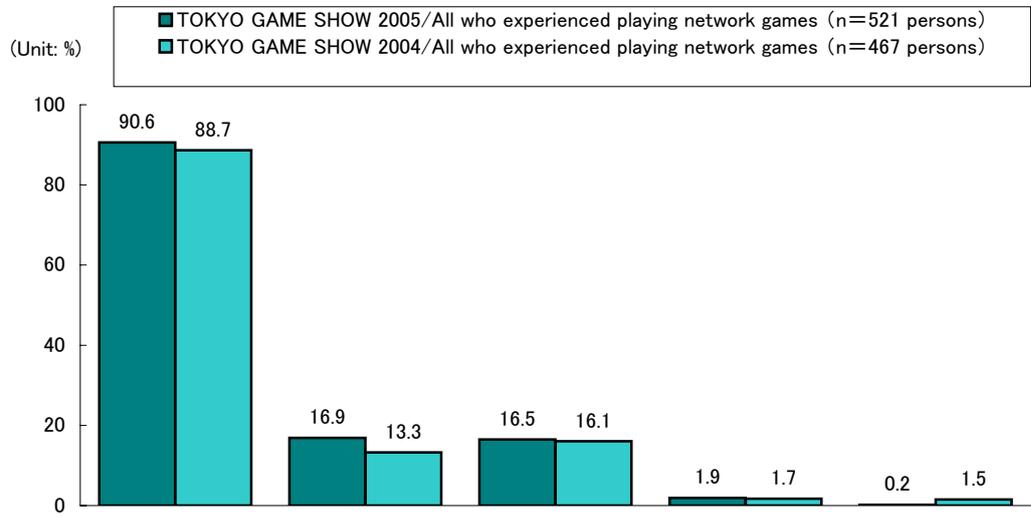
- Nearly 50% of the total respondents habitually play now or used to play network games before.
- Frequent players of household videogames tend to have more experiences of playing network games.

2-1. Places to play network games 【All who experienced playing network games】

《Multiple answers》

【To all who selected “I habitually play network games now” or “I used to play network games before”.】

【Q】 Where did you play network games and on-line games? Choose any number of answers.



		Number of samples (persons)	At home (one's own/friend's)	In a complex café (e.g. Internet café/comic café)	In a game arcade	Others	Invalid/No answers
TOKYO GAME SHOW 2005/ All who experienced playing network games		521	90.6	16.9	16.5	1.9	0.2
Gender and Age	Male	444	90.5	16.7	17.1	2.0	0.2
	10~12	14	85.7	21.4	21.4	0.0	7.1
	13~15	39	84.6	10.3	23.1	5.1	0.0
	16~18	61	88.5	16.4	16.4	1.6	0.0
	19~24	149	92.6	20.1	18.8	2.0	0.0
	25~29	87	88.5	14.9	10.3	1.1	0.0
	30~39	82	93.9	17.1	18.3	2.4	0.0
	40~49	12	91.7	0.0	16.7	0.0	0.0
	Female	77	90.9	18.2	13.0	1.3	0.0
	10~12	6	66.7	33.3	0.0	16.7	0.0
	13~15	4	100.0	0.0	25.0	0.0	0.0
	16~18	13	84.6	15.4	23.1	0.0	0.0
	19~24	19	94.7	26.3	5.3	0.0	0.0
	25~29	15	93.3	0.0	26.7	0.0	0.0
	30~39	12	91.7	16.7	8.3	0.0	0.0
	40~49	8	100.0	37.5	0.0	0.0	0.0
User classification by frequency of household game playing	Heavy user	161	88.8	16.8	20.5	2.5	0.0
	Middle user	221	89.6	16.7	16.7	2.3	0.5
	Light user	139	94.2	17.3	11.5	0.7	0.0

(Unit: %)

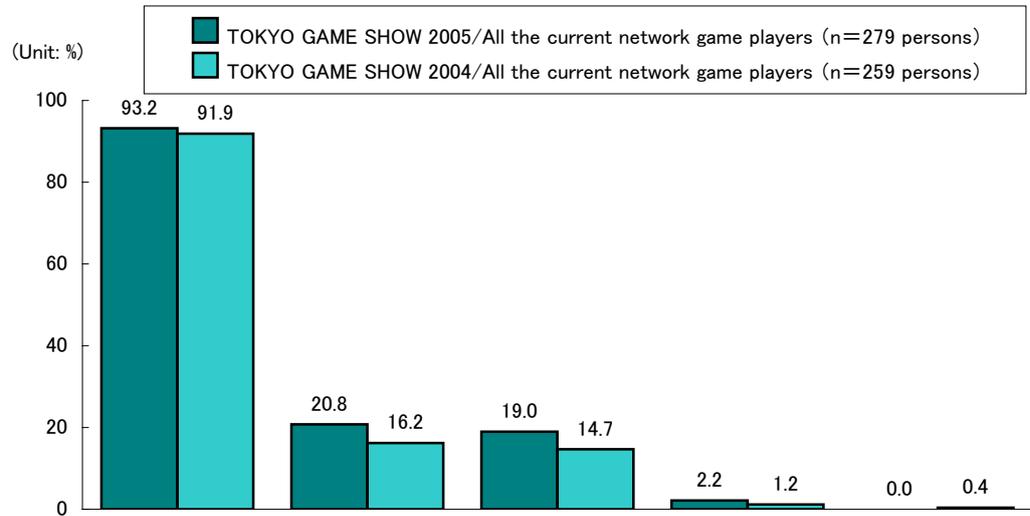
• The respondents answered that they played network games at their s own or friend's home at an overwhelmingly high rate of 90.6%.

• Less frequent players of household videogames have a higher rate of experience playing network games at their own home or a friend's home. In contrast, more frequent players of household videogames have a higher rate of experience playing network games at game arcades.

2-2. Places to play network games 【All the current network game players】 《Multiple answers》

【To all who selected "I habitually play network games now"】

【Q】 Where did you play network games and on-line games? Choose any number of answers.



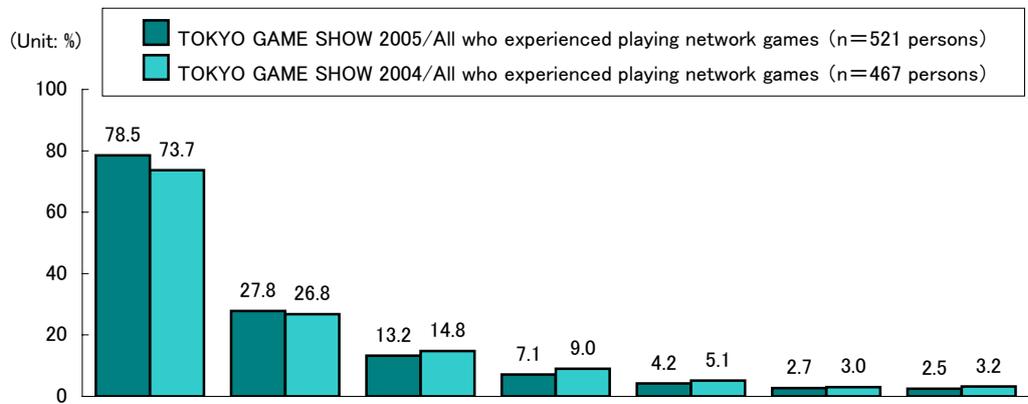
		Number of samples (persons)	At home (one's own/friend's)	In a complex café (e.g. Internet café/comic café)	In a game arcade	Others	Invalid/No answers
TOKYO GAME SHOW 2005/ All the current network game players		279	93.2	20.8	19.0	2.2	0.0
Gender and Age	Male	239	92.5	20.9	19.7	2.1	0.0
	10~12	8	87.5	37.5	37.5	0.0	0.0
	13~15	24	95.8	4.2	20.8	4.2	0.0
	16~18	37	86.5	16.2	21.6	2.7	0.0
	19~24	73	91.8	30.1	24.7	2.7	0.0
	25~29	41	97.6	17.1	7.3	0.0	0.0
	30~39	48	91.7	22.9	18.8	2.1	0.0
	40~49	8	100.0	0.0	12.5	0.0	0.0
	Female	40	97.5	20.0	15.0	2.5	0.0
	10~12	2	50.0	50.0	0.0	50.0	0.0
	13~15	1	100.0	0.0	0.0	0.0	0.0
	16~18	8	100.0	0.0	25.0	0.0	0.0
	19~24	12	100.0	33.3	0.0	0.0	0.0
	25~29	10	100.0	0.0	30.0	0.0	0.0
30~39	4	100.0	25.0	25.0	0.0	0.0	
40~49	3	100.0	66.7	0.0	0.0	0.0	
User classification by household game playing	Heavy user	95	91.6	17.9	22.1	3.2	0.0
	Middle user	114	92.1	24.6	20.2	1.8	0.0
	Light user	70	97.1	18.6	12.9	1.4	0.0

(Unit: %)

- 93.2% of the current network gamers have experienced playing network games at their own or friend's home.
- Among all the current network gamers, 97.1% of the light users of household videogames have experienced playing network games at their own or friend's home.

3-1. Platforms used to play network games 【All who experienced playing network games】 《Multiple answers》

【To all who selected “I habitually play network games now” or “I used to play network games before”.】
 [Q] Which game machines do(did) you use to play network games and on-line games?



		Number of samples (persons)	PC	PlayStation2	Dreamcast	Nintendo GameCube	Xbox	Others	Invalid/No answers
TOKYO GAME SHOW 2005/ All who experienced playing network games		521	78.5	27.8	13.2	7.1	4.2	2.7	2.5
Gender and Age	Male	444	78.4	28.8	14.0	6.5	5.0	2.9	2.5
	10~12	14	71.4	50.0	0.0	14.3	0.0	7.1	0.0
	13~15	39	74.4	25.6	5.1	5.1	0.0	0.0	5.1
	16~18	61	73.8	29.5	1.6	6.6	8.2	8.2	1.6
	19~24	149	81.2	28.2	16.1	6.7	4.0	1.3	4.0
	25~29	87	71.3	33.3	13.8	5.7	1.1	4.6	2.3
	30~39	82	86.6	23.2	25.6	6.1	11.0	1.2	0.0
	40~49	12	83.3	25.0	16.7	8.3	8.3	0.0	0.0
	Female	77	79.2	22.1	9.1	10.4	0.0	1.3	2.6
	10~12	6	66.7	16.7	16.7	16.7	0.0	0.0	0.0
	13~15	4	75.0	25.0	0.0	50.0	0.0	0.0	0.0
	16~18	13	92.3	15.4	0.0	0.0	0.0	0.0	7.7
	19~24	19	89.5	21.1	0.0	5.3	0.0	5.3	0.0
	25~29	15	73.3	20.0	26.7	6.7	0.0	0.0	0.0
30~39	12	66.7	25.0	16.7	16.7	0.0	0.0	8.3	
40~49	8	75.0	37.5	0.0	12.5	0.0	0.0	0.0	
User classification by frequency of household game playing	Heavy user	161	77.0	33.5	11.8	7.5	5.0	3.7	1.2
	Middle user	221	77.8	29.4	16.3	8.6	4.5	2.7	3.2
	Light user	139	81.3	18.7	10.1	4.3	2.9	1.4	2.9

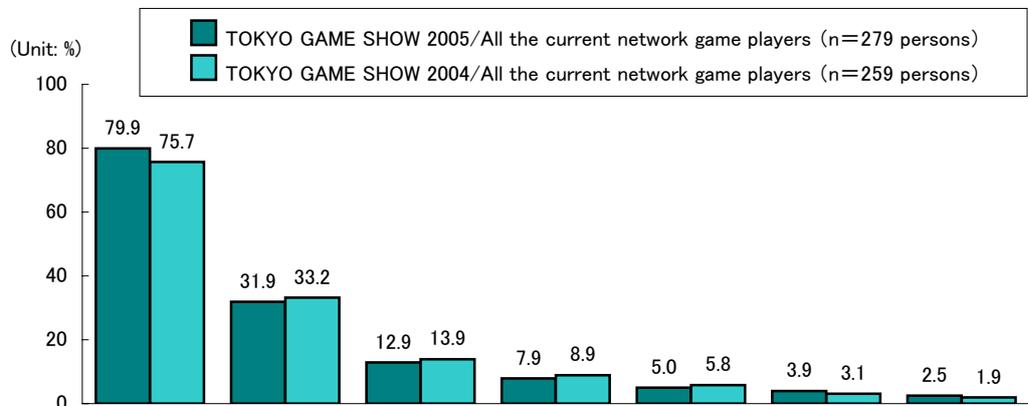
(Unit: %)

- Personal computers were the most common type of platform used by players who have experienced network games.
- Less frequent players of household videogames tend to play network games on a PC. On the contrary, more frequent players of household videogames have experienced playing network games on PlayStation 2.

3-2. Platforms used to play network games 【All the current network game players】 《Multiple answers》

【To all who selected "I habitually play network games now"】

[Q] Which game machines do(did) you use to play network games and on-line games?



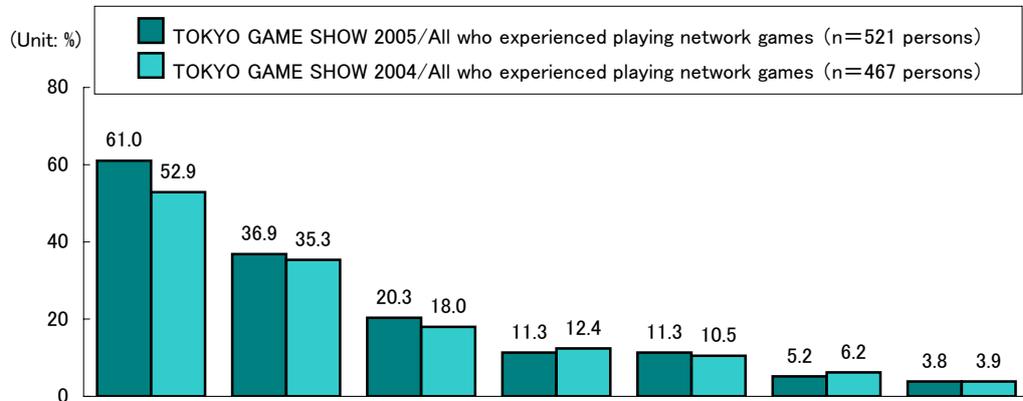
		Number of samples (persons)	PC	PlayStation2	Dreamcast	Nintendo GameCube	Xbox	Others	Invalid/No answers
TOKYO GAME SHOW 2005/ All the current network game players		279	79.9	31.9	12.9	7.9	5.0	3.9	2.5
Gender and Age	Male	239	79.9	32.6	13.0	7.1	5.9	4.6	2.5
	10~12	8	87.5	50.0	0.0	12.5	0.0	0.0	0.0
	13~15	24	79.2	20.8	8.3	8.3	0.0	0.0	4.2
	16~18	37	78.4	21.6	0.0	8.1	8.1	13.5	2.7
	19~24	73	79.5	35.6	13.7	9.6	6.8	2.7	5.5
	25~29	41	73.2	43.9	12.2	0.0	0.0	7.3	0.0
	30~39	48	87.5	29.2	25.0	8.3	12.5	2.1	0.0
	40~49	8	75.0	37.5	25.0	0.0	0.0	0.0	0.0
	Female	40	80.0	27.5	12.5	12.5	0.0	0.0	2.5
	10~12	2	50.0	50.0	50.0	0.0	0.0	0.0	0.0
	13~15	1	100.0	0.0	0.0	100.0	0.0	0.0	0.0
	16~18	8	87.5	25.0	0.0	0.0	0.0	0.0	12.5
	19~24	12	91.7	16.7	0.0	8.3	0.0	0.0	0.0
	25~29	10	70.0	30.0	30.0	10.0	0.0	0.0	0.0
30~39	4	75.0	25.0	25.0	50.0	0.0	0.0	0.0	
40~49	3	66.7	66.7	0.0	0.0	0.0	0.0	0.0	
User classification by frequency of playing game players	Heavy user	95	80.0	37.9	10.5	5.3	8.4	5.3	1.1
	Middle user	114	77.2	36.0	18.4	11.4	2.6	3.5	2.6
	Light user	70	84.3	17.1	7.1	5.7	4.3	2.9	4.3

(Unit: %)

•Personal computers were the most common type of hardware used by nearly 80% of the current network gamers.

4-1. Genres of network games played 【All who experienced playing network games】
 《Multiple answers》

【To all who selected “I habitually play network games now” or “I used to play network games before”.】
 [Q] What genres of network games and on-line games did you play?



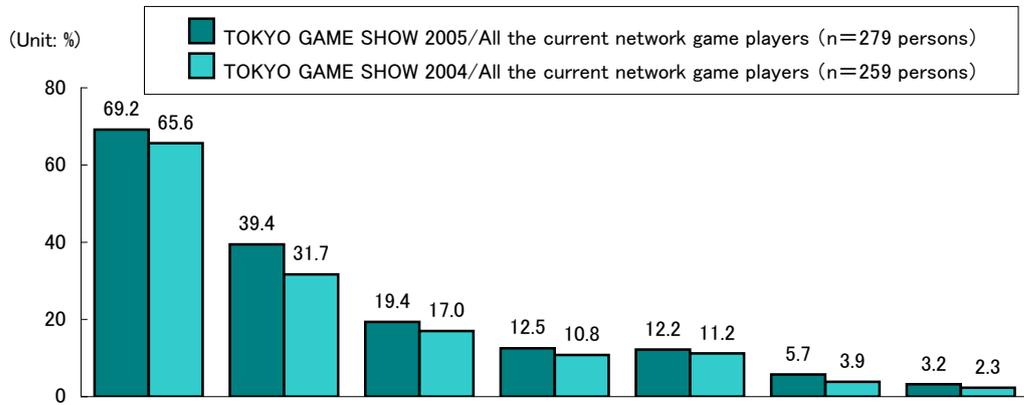
		Number of samples (persons)	MMORPG (Massive multiplayer online role-playing game)	Multiple player online game	Web browser game	Strategic simulation/Strategy	FPS (First person shooter)	Others	Invalid/No answers
TOKYO GAME SHOW 2005/ All who experienced playing network games		521	61.0	36.9	20.3	11.3	11.3	5.2	3.8
Gender and Age	Male	444	65.1	37.4	19.8	12.6	13.1	5.2	2.3
	10~12	14	14.3	35.7	28.6	28.6	7.1	7.1	14.3
	13~15	39	48.7	48.7	23.1	25.6	17.9	2.6	5.1
	16~18	61	73.8	36.1	11.5	13.1	16.4	4.9	1.6
	19~24	149	65.1	39.6	22.1	11.4	17.4	2.0	2.7
	25~29	87	66.7	29.9	14.9	8.0	8.0	5.7	0.0
	30~39	82	78.0	36.6	23.2	11.0	7.3	12.2	1.2
	40~49	12	33.3	41.7	25.0	8.3	8.3	0.0	0.0
	Female	77	37.7	33.8	23.4	3.9	1.3	5.2	13.0
	10~12	6	0.0	50.0	0.0	16.7	0.0	0.0	33.3
	13~15	4	0.0	50.0	25.0	0.0	0.0	0.0	25.0
	16~18	13	46.2	30.8	23.1	7.7	0.0	0.0	15.4
	19~24	19	57.9	31.6	21.1	0.0	0.0	10.5	0.0
	25~29	15	40.0	33.3	26.7	6.7	0.0	6.7	6.7
30~39	12	33.3	33.3	25.0	0.0	0.0	8.3	16.7	
40~49	8	25.0	25.0	37.5	0.0	12.5	0.0	25.0	
User classification by frequency of household videogame playing	Heavy user	161	65.8	38.5	19.9	9.9	10.6	6.2	3.7
	Middle user	221	60.6	38.5	18.1	13.1	13.1	5.0	1.8
	Light user	139	56.1	32.4	24.5	10.1	9.4	4.3	7.2

(Unit: %)

- “MMORPG” was the top genre chosen by more than 60% of the respondents who had experienced network games.
- Middle users of household videogames had a relatively higher rate of experience of playing “strategic simulation/strategy” and “FPS” than heavy users and light users.
- More female users than male users experienced “Web browser games”.

4-2. Genres of network games played 【All the current network game players】
 《Multiple answers》

【To all who selected “I habitually play network games now”】
 [Q] What genres of network games and on-line games did you play?



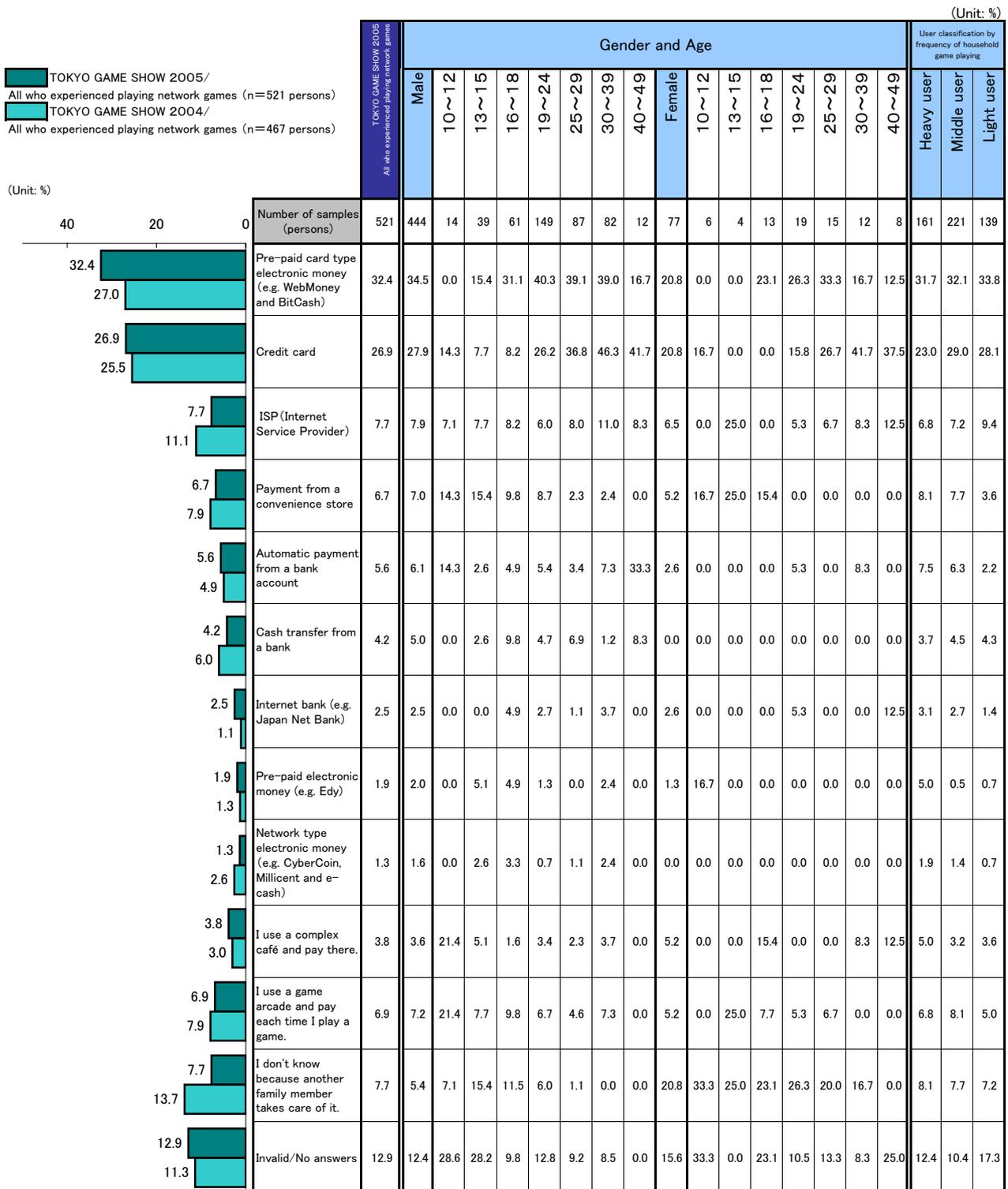
		Number of samples (persons)	MMORPG (Massive multiplayer online role-playing game)	Multiple player online game	Web browser game	Strategic simulation/Strategy	FPS (First person shooter)	Others	Invalid/No answers
TOKYO GAME SHOW 2005/ All the current network game players		279	69.2	39.4	19.4	12.5	12.2	5.7	3.2
Gender and Age	Male	239	72.4	38.9	18.4	14.2	14.2	6.3	2.5
	10~12	8	25.0	50.0	25.0	37.5	12.5	12.5	0.0
	13~15	24	70.8	50.0	25.0	20.8	20.8	4.2	8.3
	16~18	37	75.7	43.2	10.8	8.1	10.8	8.1	2.7
	19~24	73	68.5	38.4	20.5	16.4	21.9	4.1	4.1
	25~29	41	75.6	24.4	12.2	12.2	9.8	2.4	0.0
	30~39	48	89.6	39.6	22.9	10.4	6.3	12.5	0.0
	40~49	8	25.0	50.0	12.5	12.5	12.5	0.0	0.0
	Female	40	50.0	42.5	25.0	2.5	0.0	2.5	7.5
	10~12	2	0.0	50.0	0.0	0.0	0.0	0.0	50.0
	13~15	1	0.0	100.0	0.0	0.0	0.0	0.0	0.0
	16~18	8	50.0	37.5	37.5	0.0	0.0	0.0	12.5
	19~24	12	66.7	41.7	8.3	0.0	0.0	8.3	0.0
	25~29	10	50.0	30.0	30.0	10.0	0.0	0.0	10.0
30~39	4	50.0	50.0	25.0	0.0	0.0	0.0	0.0	
40~49	3	33.3	66.7	66.7	0.0	0.0	0.0	0.0	
User classification by frequency of household game playing	Heavy user	95	72.6	37.9	22.1	9.5	10.5	7.4	3.2
	Middle user	114	69.3	43.0	14.0	14.0	14.0	7.0	0.9
	Light user	70	64.3	35.7	24.3	14.3	11.4	1.4	7.1

(Unit: %)

• “MMORPG” was the most popular genre, chosen by about 70% of the current network gamers.

5-1. Payments for network games [All who experienced playing network games]
 《Multiple answers》

[To all who selected "I habitually play network games now" or "I used to play network games before".]
 [Q] What methods did you use to make payments for network games and on-line games?

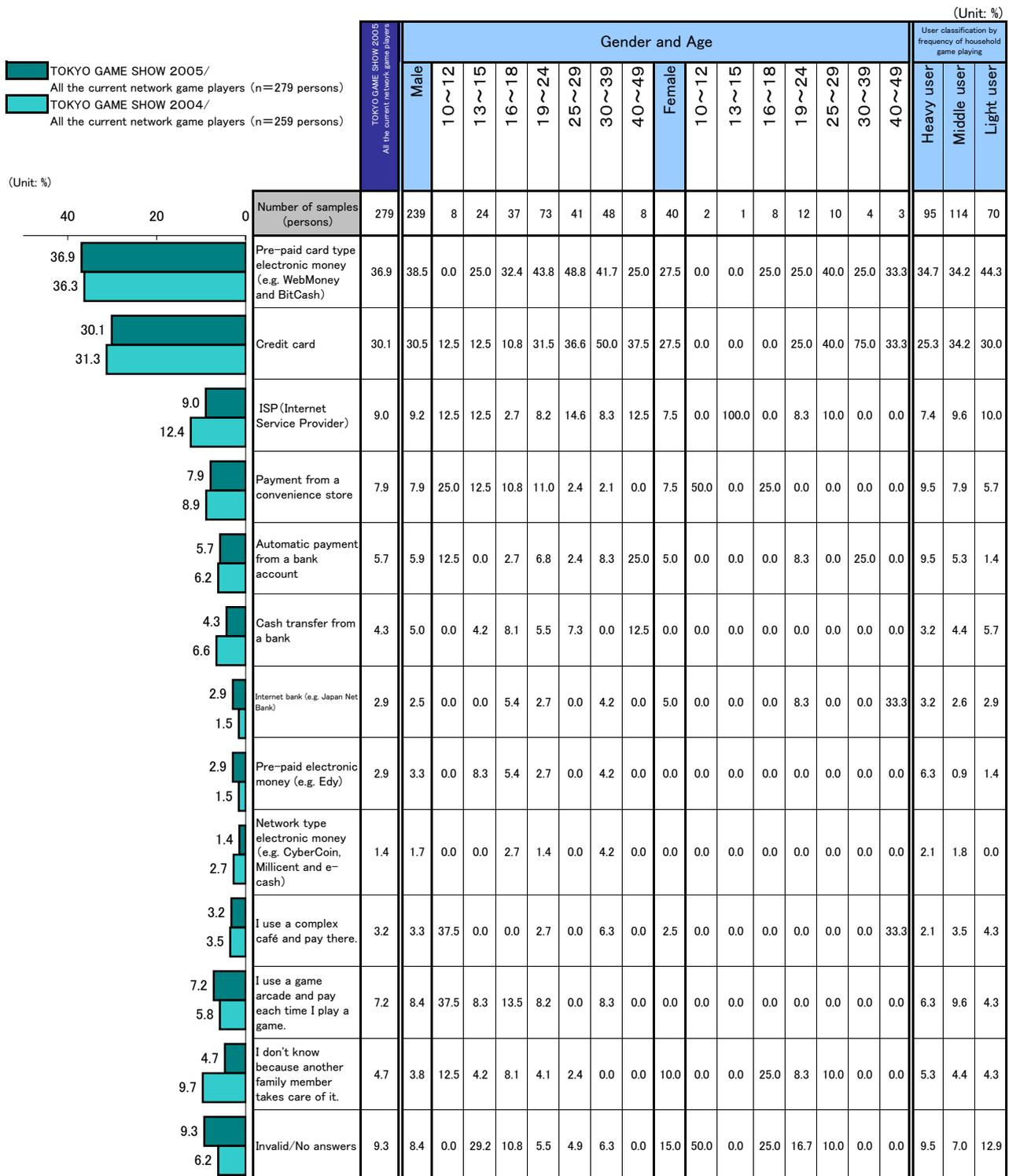


• The highest proportion of the respondents used "pre-paid card type electronic money (e.g. WebMoney and BitCash)" which was followed by "credit card".
 • The both male and female groups at their ages of 30 years and older use credit cards most.

5-2. Payments for network games 【All the current network game players】《Multiple answers》

【To all who selected "I habitually play network games now"】

[Q] What methods did you use to make payments for network games and on-line games?



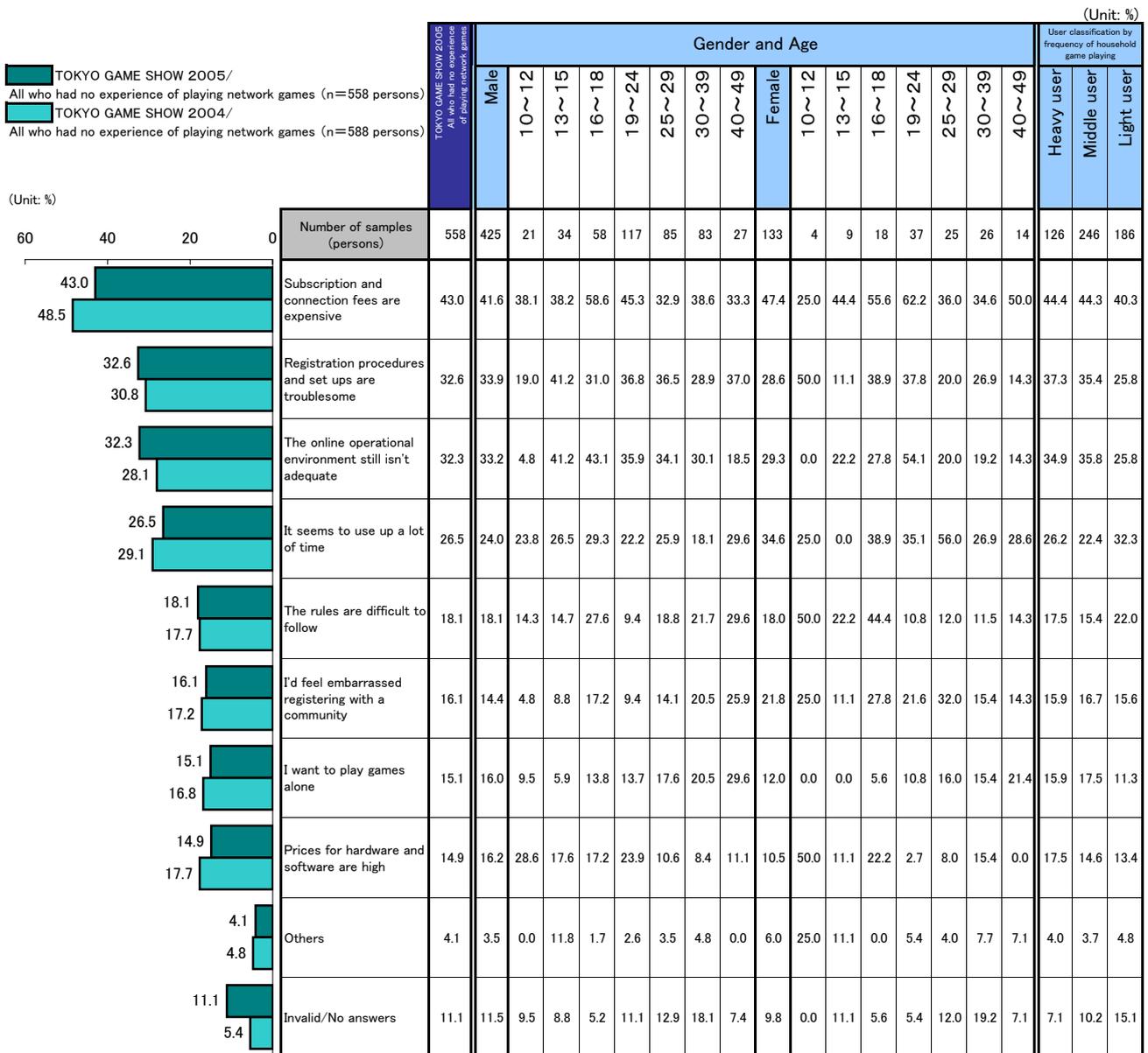
• The highest proportion of the respondents used "pre-paid card type electronic money (e.g. WebMoney and BitCash)" which was followed by "credit card".

6. Reasons for not playing network games 【All who had no experience of playing network games】

《Multiple answers》

【To all who selected “I have an interest but have never played network games” or “I have no interest nor have played network games”】

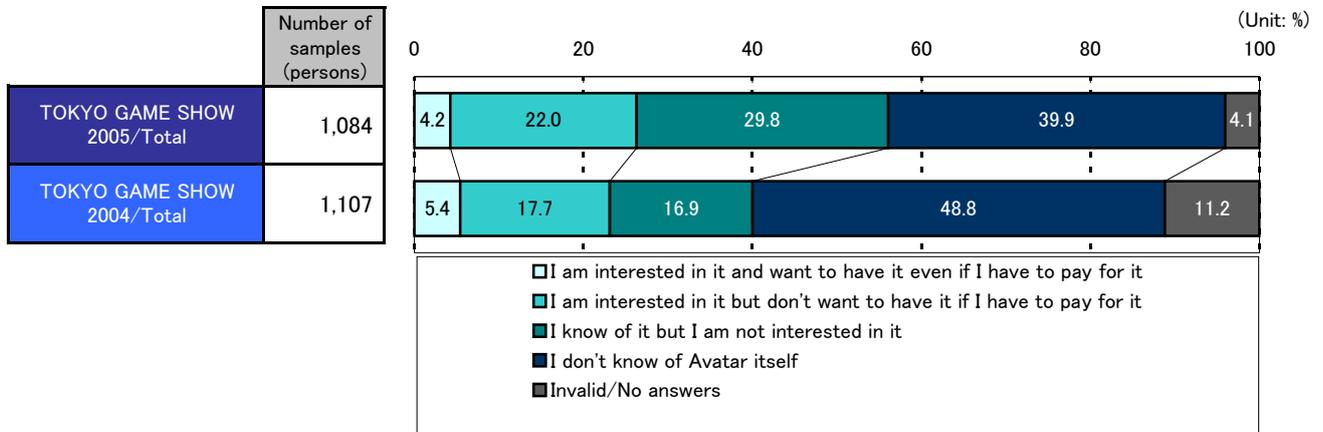
【Q】 Choose any number of answers why you don't play network games or on-line games.



- The top reason given by the respondents was “expensiveness of subscription and connection fees”, which was followed by “registration procedures” and “online operation environment”.
- More female users than male users mentioned their problems of “subscription and connection fees”, “time-consumption” and “embarrassment in registering with a community”.
- Middle users of household videogames tended to be concerned about “online operation environment”, “embarrassment in registering with a community” and “playing games alone” while light users were worried about “time-consumption” and “difficulty of rules”.

7. Interest in Avatar

[Q] Are you interested in Avatar?

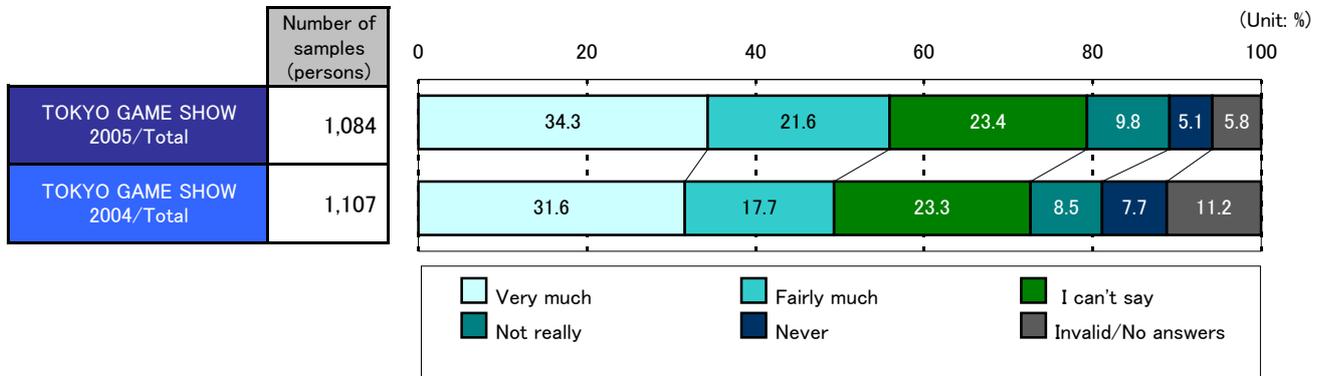


		Number of samples (persons)	I am interested in it and want to have it even if I have to pay for it	I am interested in it but don't want to have it if I have to pay for it	I know of it but I am not interested in it	I don't know of Avatar itself	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	4.2	22.0	29.8	39.9	4.1
Gender and Age	Male	872	4.1	21.7	30.6	39.1	4.5
	10~12	35	11.4	20.0	2.9	60.0	5.7
	13~15	73	5.5	16.4	26.0	43.8	8.2
	16~18	122	2.5	27.0	24.6	42.6	3.3
	19~24	266	3.8	20.3	34.2	38.3	3.4
	25~29	172	5.8	23.3	29.1	37.2	4.7
	30~39	165	3.0	23.0	37.0	32.7	4.2
	40~49	39	0.0	12.8	38.5	41.0	7.7
	Female	212	4.7	23.6	26.4	42.9	2.4
	10~12	10	0.0	30.0	10.0	60.0	0.0
	13~15	13	0.0	7.7	30.8	61.5	0.0
	16~18	31	3.2	25.8	9.7	61.3	0.0
	19~24	57	5.3	26.3	26.3	42.1	0.0
	25~29	41	4.9	29.3	31.7	29.3	4.9
30~39	38	5.3	21.1	26.3	39.5	7.9	
40~49	22	9.1	13.6	45.5	31.8	0.0	
User classification by frequency of household game playing	Heavy user	289	7.6	22.5	24.2	41.9	3.8
	Middle user	470	2.8	24.0	30.4	39.1	3.6
	Light user	325	3.4	18.8	33.8	39.1	4.9

- Nearly 40% of the respondents didn't know of Avatar itself.
- The proportion of the respondents interested in Avatar increased from last year's survey figure of 23.1% to 26.2% this year. This figure includes those who had interest in Avatar but no intention of using it if they had to pay for it.

8-1. Intention to play network games

[Q] Do you want to play network games or on-line games in future?



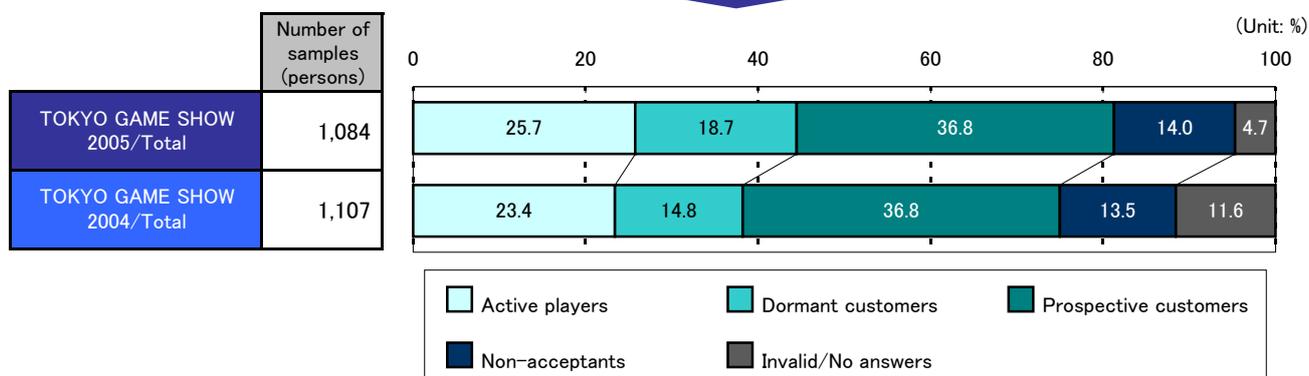
		Number of samples (persons)	Very much	Fairly much	I can't say	Not really	Never	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	34.3	21.6	23.4	9.8	5.1	5.8
Gender and Age	Male	872	36.9	21.3	22.2	8.7	4.9	5.8
	10~12	35	37.1	17.1	11.4	17.1	8.6	8.6
	13~15	73	45.2	16.4	13.7	5.5	8.2	11.0
	16~18	122	45.9	27.0	15.6	6.6	2.5	2.5
	19~24	266	34.2	23.7	23.7	7.5	5.6	5.3
	25~29	172	37.2	15.7	27.9	8.7	3.5	7.0
	30~39	165	33.9	24.8	23.0	10.3	3.6	4.2
	40~49	39	23.1	10.3	30.8	15.4	10.3	10.3
	Female	212	23.6	22.6	28.3	14.2	5.7	5.7
	10~12	10	10.0	20.0	20.0	40.0	0.0	10.0
	13~15	13	38.5	30.8	23.1	7.7	0.0	0.0
	16~18	31	38.7	19.4	25.8	9.7	6.5	0.0
	19~24	57	28.1	35.1	26.3	8.8	1.8	0.0
25~29	41	17.1	19.5	26.8	12.2	7.3	17.1	
30~39	38	15.8	13.2	31.6	21.1	10.5	7.9	
40~49	22	13.6	13.6	40.9	18.2	9.1	4.5	
User classification by frequency of household game playing	Heavy user	289	45.0	17.6	20.8	8.3	2.4	5.9
	Middle user	470	32.8	23.2	23.8	11.1	4.5	4.7
	Light user	325	27.1	22.8	25.2	9.2	8.3	7.4

- Nearly 55.9% of the total respondents expressed an intention to play network games. This included a positive response rate of over 70% for male users aged between 16 and 18.
- 23.4% of the respondents gave noncommittal answers and this tendency was particularly noticeable among female users.
- A higher proportion of frequent users of household videogames expressed an intention to play network games.

8-2. Categorization of customers of network games

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

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



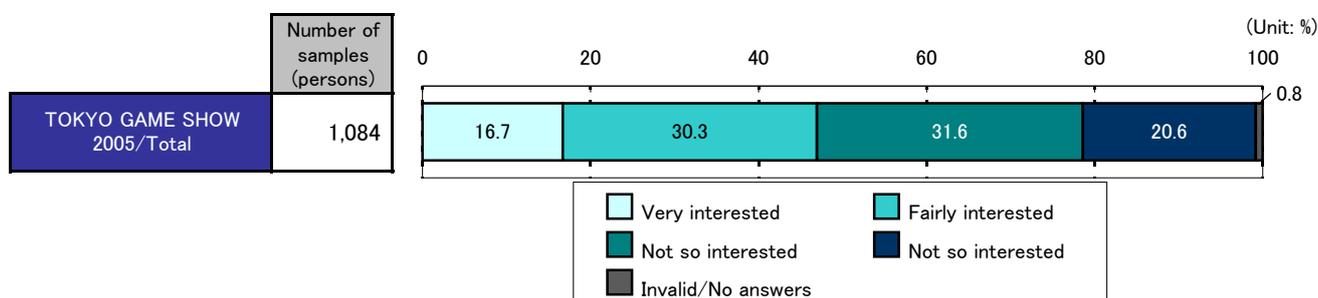
		Number of samples (persons)	Active players	Dormant customers	Prospective customers	Non-acceptants	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	25.7	18.7	36.8	14.0	4.7
Gender and Age	Male	872	27.4	19.8	35.2	12.8	4.7
	10~12	35	22.9	14.3	34.3	25.7	2.9
	13~15	73	32.9	17.8	31.5	11.0	6.8
	16~18	122	30.3	16.4	41.0	8.2	4.1
	19~24	266	27.4	23.7	32.3	12.4	4.1
	25~29	172	23.8	22.7	35.5	11.6	6.4
	30~39	165	29.1	17.6	37.6	13.3	2.4
	40~49	39	20.5	10.3	33.3	25.6	10.3
	Female	212	18.9	14.2	43.4	18.9	4.7
	10~12	10	20.0	30.0	10.0	40.0	0.0
	13~15	13	7.7	23.1	61.5	7.7	0.0
	16~18	31	25.8	16.1	45.2	12.9	0.0
	19~24	57	21.1	10.5	56.1	10.5	1.8
	25~29	41	24.4	9.8	34.1	17.1	14.6
30~39	38	10.5	13.2	39.5	31.6	5.3	
40~49	22	13.6	18.2	36.4	27.3	4.5	
User classification by frequency of household videogame playing	Heavy user	289	32.9	19.4	32.5	10.4	4.8
	Middle user	470	24.3	18.9	38.5	14.7	3.6
	Light user	325	21.5	17.8	38.2	16.3	6.2

- The total number of dormant customers and prospective customers accounted for 55.5%, suggesting a further increase of a potential source of consumer demand from the last year's survey (51.6%).
- The proportions of prospective customers and non-acceptants were larger among female users than among male users.
- The middle user group of household videogames exhibited the highest proportion of prospective customers.

VI. "Horror" and "Pro-wrestling/Combative Sports" Types of Videogames

1. Interest in "horror"

[Q] How much are you interested in "horror"?



		Number of samples (persons)	Very interested	Fairly interested	Not so interested	Not so interested	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	16.7	30.3	31.6	20.6	0.8
Gender and Age	Male	872	16.6	31.3	31.5	19.8	0.7
	10~12	35	20.0	22.9	25.7	28.6	2.9
	13~15	73	16.4	27.4	32.9	23.3	0.0
	16~18	122	16.4	36.1	26.2	20.5	0.8
	19~24	266	16.9	31.6	33.5	17.7	0.4
	25~29	172	15.7	33.7	30.2	20.3	0.0
	30~39	165	18.2	31.5	30.3	18.8	1.2
	40~49	39	10.3	17.9	48.7	20.5	2.6
	Female	212	17.0	25.9	32.1	23.6	1.4
	10~12	10	20.0	30.0	20.0	30.0	0.0
	13~15	13	23.1	15.4	38.5	23.1	0.0
	16~18	31	12.9	32.3	25.8	25.8	3.2
	19~24	57	15.8	35.1	33.3	15.8	0.0
	25~29	41	17.1	19.5	31.7	31.7	0.0
30~39	38	15.8	21.1	39.5	18.4	5.3	
40~49	22	22.7	18.2	27.3	31.8	0.0	
User classification by frequency of household game playing	Heavy user	289	19.4	25.3	33.2	20.8	1.4
	Middle user	470	17.7	34.5	31.9	15.5	0.4
	Light user	325	12.9	28.6	29.8	27.7	0.9

(Unit: %)

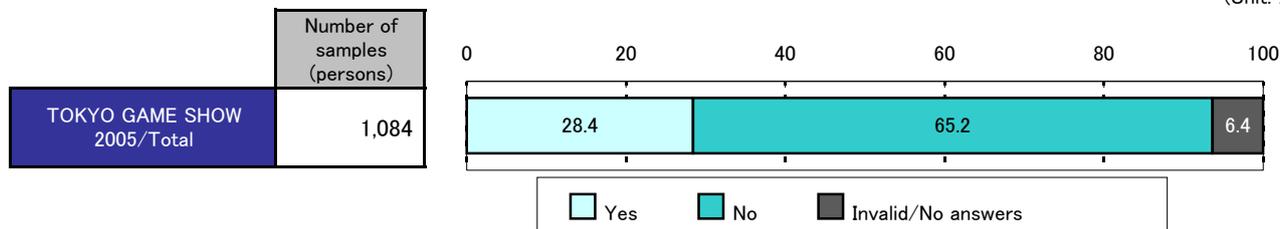
- Nearly half of the total respondents had an interest in "horror".
- The male group aged between 16 and 18 expressed greater interest while the male group aged between 40 and 49 showed little interest.
- Middle users of household games showed relatively high interest.

2. Ownership of "horror" type household game software

[Q] Do you have "horror" type household game software? ※Excluding PC and mobile phone games.
 [To all who have "horror" type household game software]
 If the answer is 'Yes', please specify the title.

(1) Ownership rate of "horror" type household game software

(Unit: %)



(Unit: %)

		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	28.4	65.2	6.4
Gender and Age	Male	872	29.4	64.7	6.0
	10~12	35	28.6	62.9	8.6
	13~15	73	21.9	72.6	5.5
	16~18	122	30.3	66.4	3.3
	19~24	266	28.9	66.2	4.9
	25~29	172	31.4	62.8	5.8
	30~39	165	32.7	60.6	6.7
	40~49	39	20.5	61.5	17.9
	Female	212	24.5	67.5	8.0
	10~12	10	30.0	70.0	0.0
	13~15	13	23.1	76.9	0.0
	16~18	31	32.3	61.3	6.5
	19~24	57	22.8	71.9	5.3
	25~29	41	14.6	68.3	17.1
30~39	38	18.4	71.1	10.5	
40~49	22	45.5	50.0	4.5	
User classification by identification by household game playing	Heavy user	289	33.6	61.6	4.8
	Middle user	470	29.4	65.5	5.1
	Light user	325	22.5	68.0	9.5

(2) [To all who have "horror" type household game software]

Titles of "horror" type household game software owned 《Free answers/Multiple answers》

(305 titles given by 285 effective respondents: n=308)

Names of game titles	Quantity (titles)
"biohazard" series	187
"zero" series	24
"SILENT HILL" series	20
SIREN	17
"かまいたちの夜" シリーズ("kamaitachi no yoru" series)	14
"CLOCK TOWER" series	10
DEMENTO	7
弟切草(otogirisou)	6
TWILIGHT SYNDROME	5

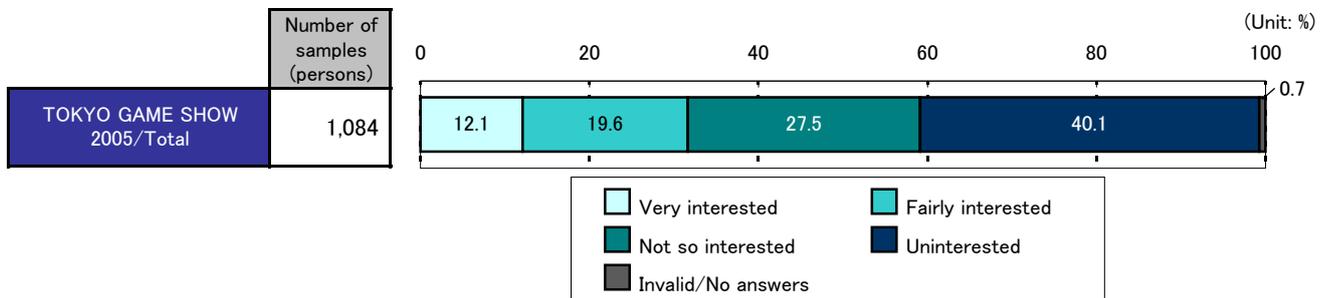
Names of game titles	Quantity (titles)
"Devil May Cry" series	2 each
Parasite Eve	
Killer7	
ECHO NIGHT	1 each
kuon	
Sweet Home	
大幽霊屋敷(daiobakeyashiki)	
晦~つきこもり~(~tsukikomori~)	
DINO CRISIS 2	
DRAG-ON DRAGOON	
Luigi Mansion	

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

- Nearly 30% of the total respondents owned "horror" game software at home.
- The "biohazard" series was named by an overwhelmingly large number of users.

3. Interest in “pro-wrestling/combatative sports”

[Q] How much are you interested in “pro-wrestling/combatative sports (e.g. K-1 and PRIDE)”?



		Number of samples (persons)	Very interested	Fairly interested	Not so interested	Uninterested	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	12.1	19.6	27.5	40.1	0.7
Gender and Age	Male	872	14.0	22.0	27.2	36.1	0.7
	10~12	35	2.9	20.0	22.9	51.4	2.9
	13~15	73	8.2	16.4	27.4	47.9	0.0
	16~18	122	8.2	18.9	29.5	42.6	0.8
	19~24	266	13.2	17.3	33.1	36.1	0.4
	25~29	172	19.8	31.4	18.6	29.7	0.6
	30~39	165	20.6	26.1	21.8	30.9	0.6
	40~49	39	5.1	17.9	43.6	30.8	2.6
	Female	212	4.2	9.4	28.8	56.6	0.9
	10~12	10	20.0	20.0	10.0	50.0	0.0
	13~15	13	7.7	7.7	30.8	53.8	0.0
	16~18	31	3.2	6.5	29.0	58.1	3.2
	19~24	57	3.5	10.5	38.6	47.4	0.0
	25~29	41	4.9	9.8	26.8	56.1	2.4
30~39	38	2.6	13.2	26.3	57.9	0.0	
40~49	22	0.0	0.0	18.2	81.8	0.0	
User classification by frequency of household game playing	Heavy user	289	11.4	16.6	27.7	43.3	1.0
	Middle user	470	11.3	24.0	29.4	34.7	0.6
	Light user	325	13.8	15.7	24.6	45.2	0.6

(Unit: %)

- Nearly 30% of the total respondents were very or fairly interested in “pro-wrestling/combatative sports”
- More than half of the male visitors aged between 25 and 29 were very or fairly interested in “pro-wrestling/combatative sports”.
- Only 13.6% of the female visitors were very or fairly interested in “pro-wrestling/combatative sports” while 56.6% of them were uninterested at all.

4. Ownership of "pro-wrestling/combatative sports" type household game software

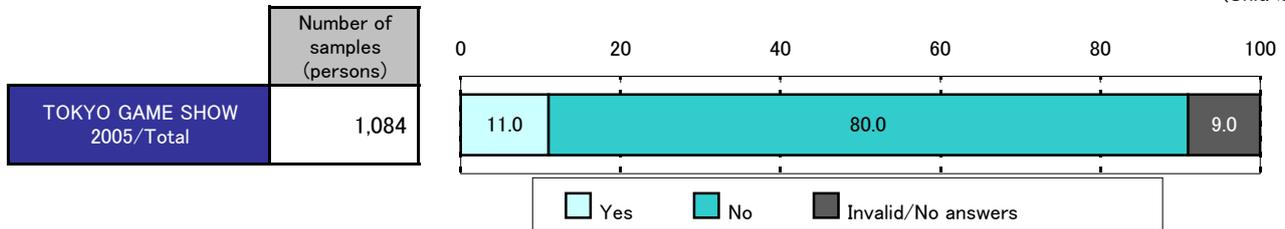
[Q] Do you have "pro-wrestling/combatative sports" type household game software? ※Excluding PC and mobile phone games.

【To all who have "pro-wrestling/combatative sports" type household game software】

If the answer is 'Yes', please specify the title.

(1) Ownership rate of "pro-wrestling/combatative sports" type household game software

(Unit: %)



(Unit: %)

		Number of samples (persons)	Yes	No	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	11.0	80.0	9.0
Gender and Age	Male	872	12.3	79.0	8.7
	10~12	35	5.7	77.1	17.1
	13~15	73	9.6	83.6	6.8
	16~18	122	13.1	82.8	4.1
	19~24	266	9.0	85.0	6.0
	25~29	172	17.4	72.1	10.5
	30~39	165	15.8	72.7	11.5
	40~49	39	5.1	76.9	17.9
	Female	212	5.7	84.0	10.4
	10~12	10	20.0	80.0	0.0
	13~15	13	15.4	84.6	0.0
	16~18	31	12.9	74.2	12.9
	19~24	57	3.5	89.5	7.0
25~29	41	2.4	80.5	17.1	
30~39	38	2.6	86.8	10.5	
40~49	22	0.0	86.4	13.6	
User classification by frequency of household game playing	Heavy user	289	13.5	79.6	6.9
	Middle user	470	11.7	79.1	9.1
	Light user	325	7.7	81.5	10.8

(2) 【To all who have "pro-wrestling/combatative sports" type household game software】

Titles of "pro-wrestling/combatative sports" type household game software owned 《Free answers/Multiple answers》

(110 titles given by 103 effective respondents: n=119)

Names of game titles	Quantity (titles)
"Exciting Pro-wrestling" series	14
"Fire Pro-wrestling" series	13
Rumble Roses	10
"ALL STAR PRO-WRESTLING" series	8 each
"TEKKEN" series	7 each
"闘魂烈伝"シリーズ("toukouretsuden" series)	7 each
WWE related games ("WWE", "WWE related", "WWE series" "WWF")※	6
K-1 related games ("K-1", "K-1GP series" and "K-1 Grand Prix 2002")※	6
"Guilty Gear" series	5 each
"KING OF COLOSSEUM" series	5 each
"DEAD OR ALIVE" series	3 each
"THE KING OF FIGHTERS" series	3 each
"STREET FIGHTER" series	3 each

※As some respondents only answered event names or organization names, titles which were not able to be identified were counted under "WWE related games" and "K-1 related games".

Names of game titles	Quantity (titles)
SAMURAI SPIRITS	2 each
GIANT GRAM	
Virtua Fighter	
Dynamite!!	1 each
PRIDE GRAND PRIX	
ONLINE PROWRESTLING	
KINNIKUMAN GENERATIONS	
私立ジャスティス学園(shiritsu jyasuthisu gakuen)	
ALL JAPAN PRO-WRESTLING	
SOUL CALIBUR	
月華の剣士(gekka no kenshi)	
はじめの一歩(hajimeno ippo)	
BACKYARD WRESTLING	
Mike Tyson's Punch Out	
"WRESTLEMANIA" series	

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

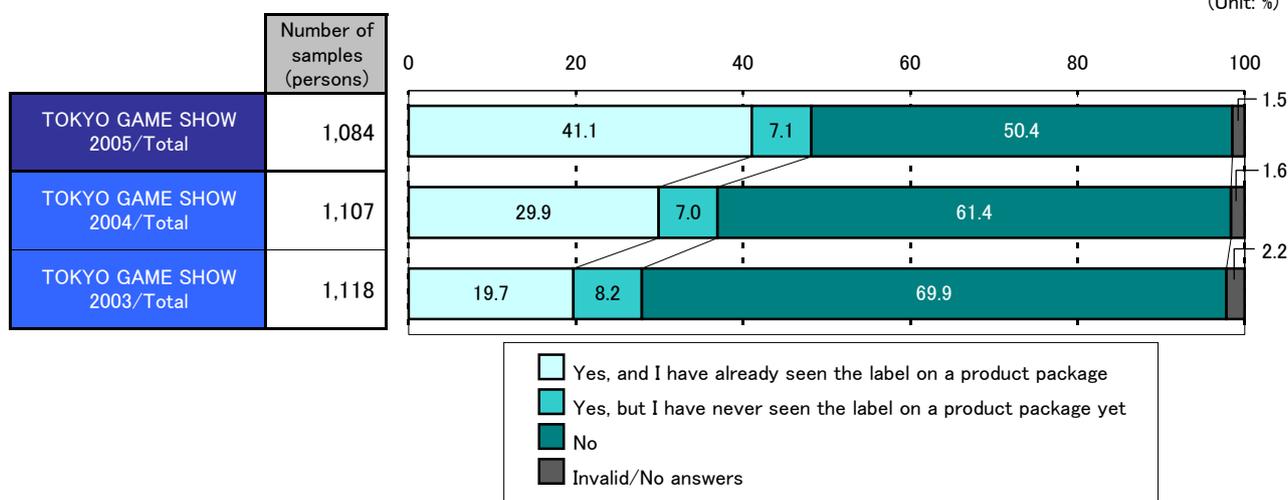
- 11.0% of the total respondents owned "pro-wrestling/combatative sports" type household game software.
- The "Exciting Pro-wrestling" series and the "Fire Pro-wrestling" series were named most by the respondents.

VII. Rating Label

1. Recognition of a rating label

[Q] Do you know that a "rating label" has been attached to a game software package since the end of 2002?

(Unit: %)



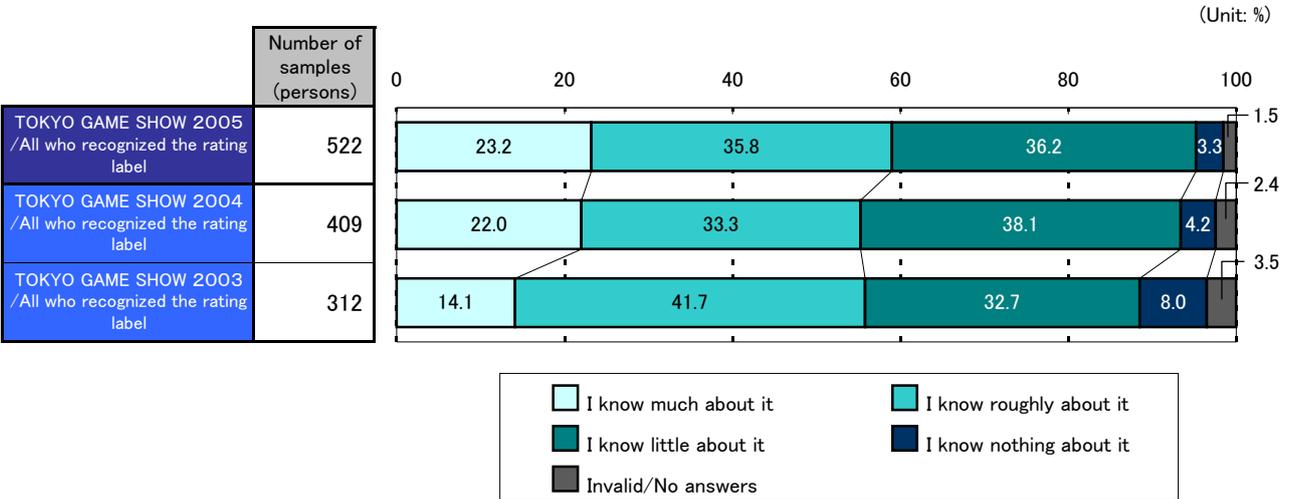
(Unit: %)

		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 2005/Total		1,084	41.1	7.1	50.4	1.5
Gender and Age	Male	872	44.5	6.4	47.8	1.3
	10~12	35	14.3	8.6	74.3	2.9
	13~15	73	35.6	5.5	54.8	4.1
	16~18	122	47.5	3.3	49.2	0.0
	19~24	266	50.4	6.4	41.7	1.5
	25~29	172	44.2	7.0	48.3	0.6
	30~39	165	46.7	8.5	43.6	1.2
	40~49	39	30.8	5.1	64.1	0.0
	Female	212	26.9	9.9	60.8	2.4
	10~12	10	0.0	50.0	50.0	0.0
	13~15	13	53.8	7.7	38.5	0.0
	16~18	31	35.5	3.2	61.3	0.0
	19~24	57	26.3	12.3	59.6	1.8
	25~29	41	24.4	7.3	65.9	2.4
30~39	38	18.4	7.9	68.4	5.3	
40~49	22	31.8	4.5	59.1	4.5	
User classification by frequency of household game playing	Heavy user	289	46.7	6.9	44.6	1.7
	Middle user	470	44.5	7.7	47.0	0.9
	Light user	325	31.1	6.5	60.3	2.2

- When the numbers of respondents who "recognized and had already seen the label on a product package" and who "recognized but had never seen the label yet" were totaled, the recognition rate of the rating label accounted for 48.2%, marking a steady increase year by year.
- The recognition rate was low in the female user and light user groups as over 60% of them were unfamiliar with the system.

2-1. Familiarity with the function of a rating label 【All who recognized the rating label】

【To all who “recognized and had already seen the label on a product package” and who “recognized but had never seen the label on a product package yet”】
 [Q] Do you know how the “rating label” works?



(Unit: %)

		Number of samples (persons)	I know much about it	I know roughly about it	I know little about it	I know nothing about it	Invalid/No answers
TOKYO GAME SHOW 2005 / All who recognized the rating label		522	23.2	35.8	36.2	3.3	1.5
Gender and Age	Male	444	24.5	36.7	34.5	3.2	1.1
	10~12	8	0.0	12.5	75.0	12.5	0.0
	13~15	30	30.0	23.3	40.0	6.7	0.0
	16~18	62	32.3	25.8	38.7	3.2	0.0
	19~24	151	21.9	34.4	37.7	4.0	2.0
	25~29	88	22.7	45.5	27.3	3.4	1.1
	30~39	91	25.3	47.3	26.4	0.0	1.1
	40~49	14	28.6	28.6	42.9	0.0	0.0
	Female	78	15.4	30.8	46.2	3.8	3.8
	10~12	5	0.0	20.0	40.0	40.0	0.0
	13~15	8	25.0	12.5	62.5	0.0	0.0
	16~18	12	33.3	25.0	41.7	0.0	0.0
	19~24	22	4.5	27.3	63.6	4.5	0.0
	25~29	13	30.8	30.8	38.5	0.0	0.0
30~39	10	0.0	40.0	30.0	0.0	30.0	
40~49	8	12.5	62.5	25.0	0.0	0.0	
User classification by frequency of home game play	Heavy user	155	32.9	28.4	36.8	1.3	0.6
	Middle user	245	19.2	40.0	34.3	4.5	2.0
	Light user	122	18.9	36.9	39.3	3.3	1.6

- Comparing with the past survey results, the number of respondents who know much about the system has gradually increased.
- Nearly 60% of the respondents who could recognize the rating label knew well or fairly well about the rating system.

2 – 2. Descriptions of a rating label given by respondents

【All who knew much or roughly about a rating label】《Free answers》

【To all who said they knew much or roughly about a rating label】

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

(189 effective respondents: n=308)

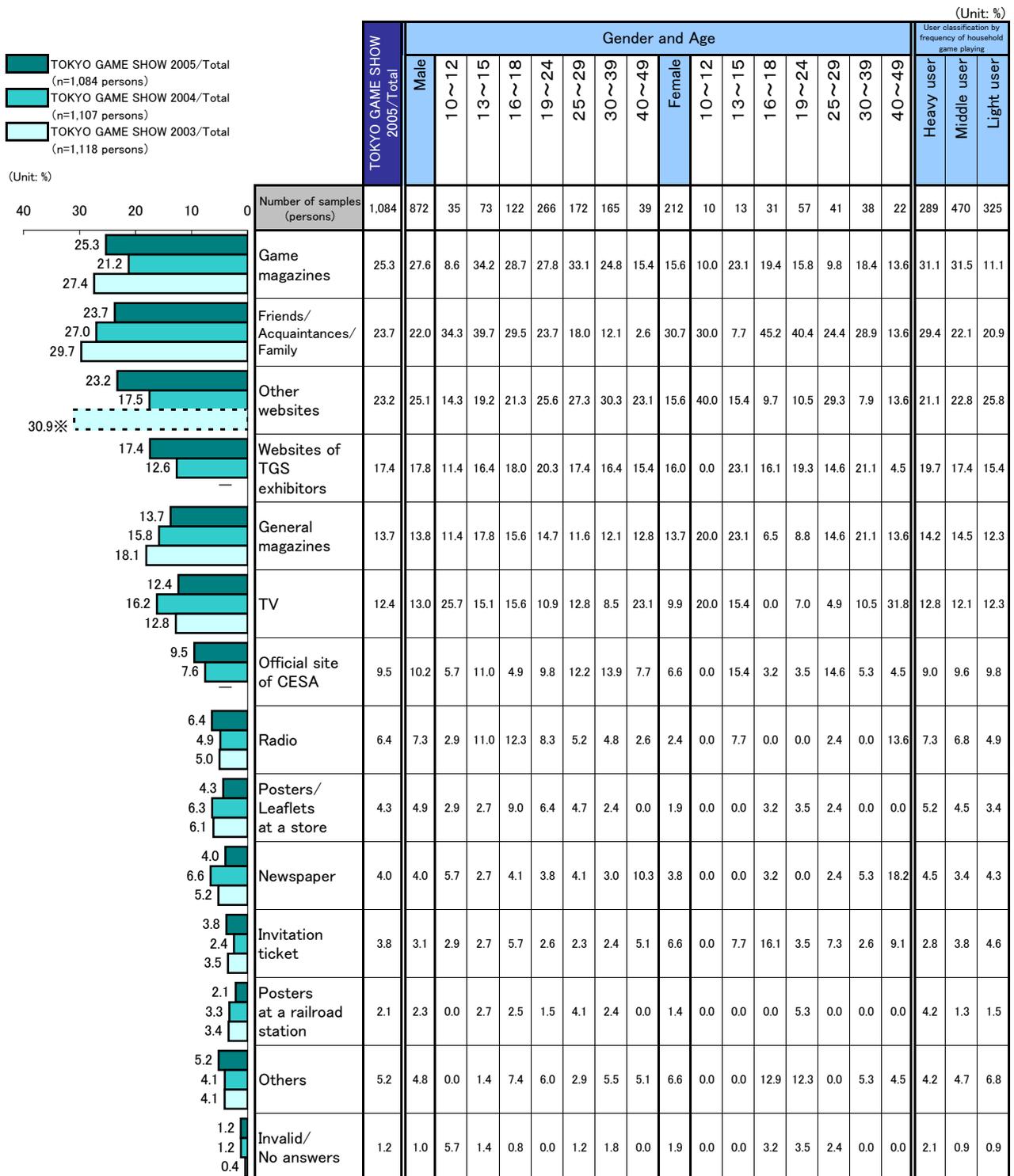
Perfectly/Partly understanding	111 persons
◎Perfectly understanding: as a reference marking indicating proper user age groups according to game contents.	14 persons
<ul style="list-style-type: none"> •Indication of a proper age group for a specific game •Classification of an proper age group for a given game •Game suitable to a given age group •Appropriate for each age group (not binding) •Guidelines to avoid showing harmful scenes to young people •Standard age groups suitable to a given product •To show a proper age group which is however not restricted •To determine a proper age group in accordance with the game content •To determine a recommended age group for a specific game if its expression is excessive. etc.
○Partly understanding: as a reference marking indicating proper user age groups (without mentioning game contents)	73 persons
<ul style="list-style-type: none"> •Proper age groups •Proper age groups. Not binding force. •Proper age groups as only standards. •Four classifications such as "for all age groups" and "over 12" •Not regulations but only recommended age groups •Not age restrictions but just standards for buying a given product •It's not something like R-18 •Through examination, proper age groups are determined (not binding) •Depending on software, an appropriate age group is indicated •People younger than the indicated age group are recommended not to play. •A user at a specific age can enjoy the game •The play is not recommended unless a user is older than the indicated age •It is not good for people younger than the indicated age to play etc.
○Partly understanding: as an examination of game contents (without mentioning age-based classification)	10 persons
<ul style="list-style-type: none"> •Classification depending on expression •Player's status suitable for the game content •A symbol gives information about game content •Violence •Violent and sexual expressions •A symbol suggesting the including of violence in the game •A symbol attached to adult games or those with bizarre content •Some software content is improper •Consideration toward children against harmful software •To minimize the shock of a purchaser 	
△Understanding its purpose: as a reference when purchasing software to protect young people	14 persons
<ul style="list-style-type: none"> •It is merely guidelines •Guidelines on purchasing •It is not a sales regulation but only a standard •Guidelines on purchasing games •Guidelines on software purchasing for wholesome growth of young people •Ethical guideline on choosing games •To protect younger people •To protect people against educationally undesirable game content •To help parents judge when they buy games etc.
Misunderstanding/Vaguely understating	78 persons
× Mistaken understanding that the system legally enforces age restrictions	54 persons
<ul style="list-style-type: none"> •Age restriction •To avoid adverse influences on children by age restrictions •Playing certain games is restricted depending on age •Age restrictions on the sale and purchase of software •Age restrictions on the purchase are placed •Something like R15 •A certain age group and under cannot play a given game •Like Eirin, game software products are classified into four groups by CERO •With the consideration of social influences by games, age restrictions were placed etc.
× Mistaken understanding that the system legally enforces expression restrictions	2 persons
<ul style="list-style-type: none"> •Restrictions on sexual and violent scenes •Regulations about sexual and violent expressions 	
? Too vague and unclear	15 persons
<ul style="list-style-type: none"> •Regulation •Restriction •Age •Voluntary-imposed restraint on sales •Make it understood •Biohazard •It is rated by age like 12, 15 and 18 •To make game content understood accurately etc.
? Subjective views on the rating system	5 persons
<ul style="list-style-type: none"> •Meaningless symbol •Superficial but not functional •Unsubstantiated assertion •I only know that the system is useless •The current rating system is unsatisfactory and less effective in comparison with overseas systems •Despite restrictions, it is meaningless if the product is bought by an adult 	
? Mistaken understanding of the question	2 persons
<ul style="list-style-type: none"> •Although I cannot explain well but I know roughly about it •Citizens rate game software 	

- Nearly 60% of the total effective respondents seemed to understand the rating system to a certain extent.
- Quite a few of the respondents who misunderstood answered that the system was an age-based purchase restriction system.

IX. Turnout at TOKYO GAME SHOW 2005

1. Information source about TOKYO GAME SHOW 2005 《Multiple answers》

[Q] How did you know of "TOKYO GAME SHOW 2005"? Choose any number of answers



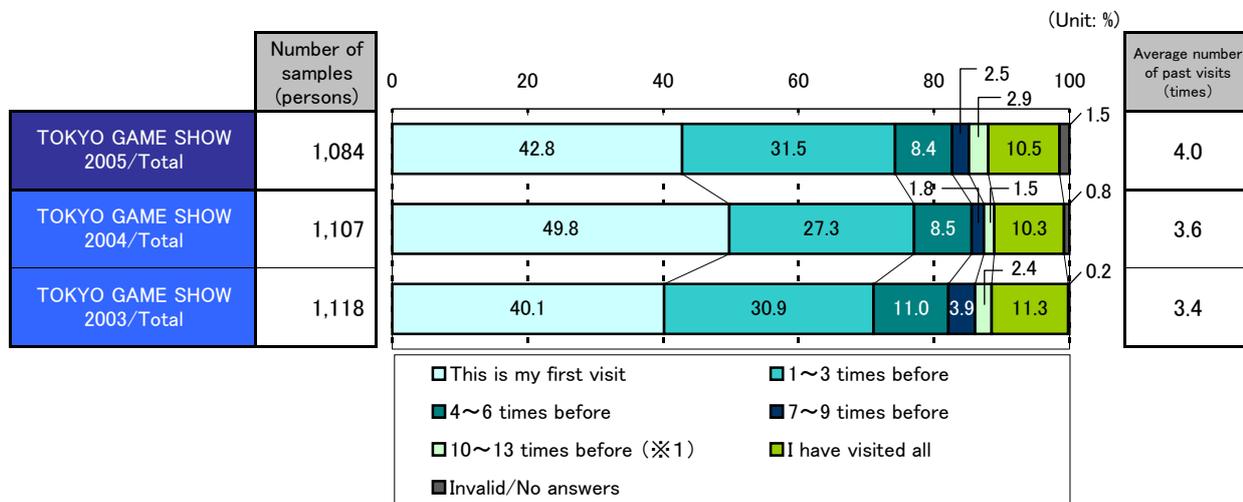
Note) The item titled "Internet" used in the TGS 2003 survey has been further sub-divided into three separate items titled "official site of CESA", "websites of TGS exhibitors" and "other websites".

The figure for "Internet" in the TGS 2003 survey is placed under the item of "other websites" (※)

•For the top named information source, "game magazines" overtook "friends/acquaintances/family" which has shown a year-by-year decline in popularity

2. Number of past visits to TOKYO GAME SHOW

[Q] TOKYO GAME SHOW has been held 14 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn in 2002, 2003 and 2004). 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	10~13 times before	I have visited all	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	42.8	31.5	8.4	2.5	2.9	10.5	1.5
Gender and Age	Male	872	40.7	31.8	9.3	2.5	3.1	11.0	1.6
	10~12	35	51.4	22.9	5.7	0.0	0.0	11.4	8.6
	13~15	73	43.8	39.7	6.8	1.4	0.0	4.1	4.1
	16~18	122	45.1	36.1	9.0	2.5	0.8	6.6	0.0
	19~24	266	47.0	30.1	8.3	3.4	2.3	7.9	1.1
	25~29	172	40.7	25.0	9.9	2.3	5.2	16.3	0.6
	30~39	165	27.9	33.3	12.1	2.4	6.1	17.0	1.2
	40~49	39	23.1	46.2	10.3	2.6	2.6	10.3	5.1
	Female	212	51.4	30.2	4.7	2.4	1.9	8.5	0.9
	10~12	10	60.0	30.0	0.0	0.0	0.0	10.0	0.0
	13~15	13	46.2	23.1	0.0	7.7	0.0	23.1	0.0
	16~18	31	51.6	38.7	3.2	3.2	3.2	0.0	0.0
	19~24	57	49.1	31.6	7.0	0.0	0.0	10.5	1.8
	25~29	41	58.5	26.8	4.9	2.4	2.4	2.4	2.4
30~39	38	50.0	31.6	2.6	2.6	2.6	10.5	0.0	
40~49	22	45.5	22.7	9.1	4.5	4.5	13.6	0.0	
User classification by degree of household game playing	Heavy user	289	38.4	35.6	7.6	2.4	2.8	11.4	1.7
	Middle user	470	41.5	32.1	10.2	2.3	2.8	10.2	0.9
	Light user	325	48.6	26.8	6.5	2.8	3.1	10.2	2.2
Degree of satisfaction	Satisfied (※2)	791	41.1	33.0	8.6	2.8	2.8	11.1	0.6
	I can't say	194	52.6	24.7	7.2	2.6	3.1	7.2	2.6
	Not satisfied (※2)	91	37.4	33.0	9.9	0.0	2.2	13.2	4.4
	Invalid/No answers	8	37.5	25.0	0.0	0.0	12.5	0.0	25.0

※1: The term "10-12 times before" was used in the TGS 2004 survey, while "10-11 times before" was used in the TGS 2003 survey.

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

- About 40% of the respondents visited the show for the first time, and the proportion decreased from the last year's survey.
- Nearly half of the light users visited the show for the first time this year.

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

[Q] Which company's booth do you think was the best among all the exhibitors at Tokyo Game Show 2005?
Please specify only one company.

(813 effective respondents: n=1,084)

Names of company booths	Quantity (persons)
NAMCO/BANDAI ※	138
Sony Computer Entertainment	137
KONAMI	105
SEGA	95
SQUARE ENIX	72
CAPCOM	62
Microsoft	45
GungHo Online Entertainment	21
SNK PLAYMORE	19 each
KOEI	
TAITO	15
TECMO	11
NTT DoCoMo	9
GRAVITY	8
ATLUS	7 each
BROCCOLI	
GENKI	6
TAITO	5
ATI TECHNOLOGIES (JAPAN)	4 each
KID	

Names of company booths	Quantity (persons)
TOMY	3 each
D3 PUBLISHER	
KDDI	2 each
Ambition	
IDEA FACTORY	1 each
Interchannel	
Excite Japan	
ENTERBRAIN	
CLIMAX	
COSPA	
TAKARA	
HUDSON	
HAMSTER	
BANPRESTO	
FromSoftware	
HORI	
Media Works	
UBISOFT	

Note 1) When a product name is answered instead of a maker's booth name, it is counted as an answer for the maker's booth name.
e.g.) "PS3" → "Sony Computer Entertainment" and "Xbox360" → "Microsoft"

Note 2) For the joint booth by "Namco/Bandai", in addition to figures for "Namco/Bandai" and "Bandai Namco", those with single brand names such as "Namco" and "Bandai" are also included. (※)

(Ref.) "NAMCO/BANDAI" includes→

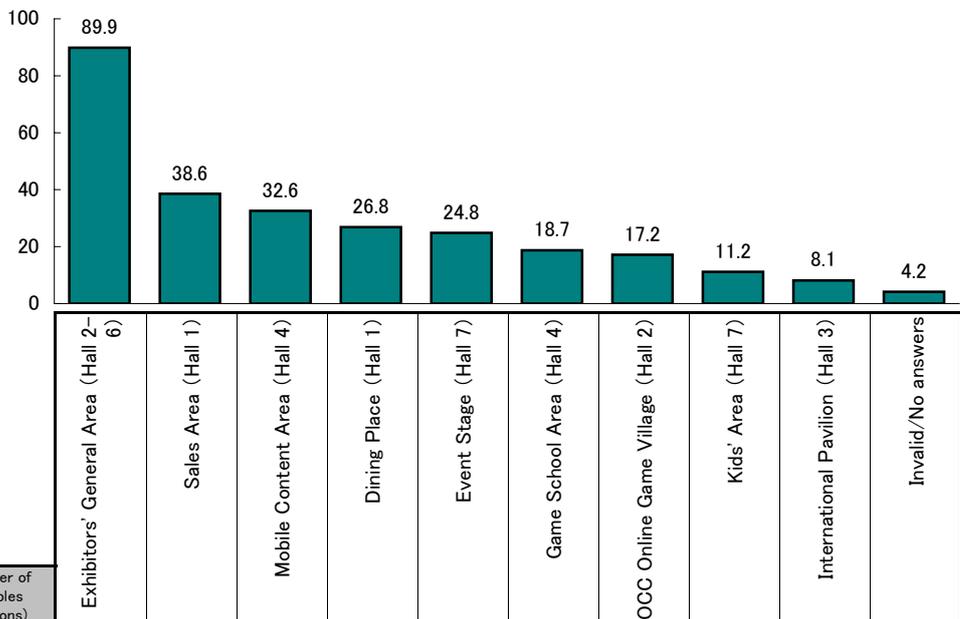
"NAMCO/BANDAI" (and "BANDAI/NAMCO")	24
"NAMCO"	74
"BANDAI"	40

• The most popular booth was the joint booth by "Namco/Bandai".
"Sony Computer Entertainment" was the most popular single brand maker booth.

4. Areas the respondents visited 《Multiple answers》

[Q] The booths exhibited at Tokyo Game Show 2005 were roughly grouped into the following areas.
Choose all areas you visited

(Unit: %) (n=1,084 persons)



TOKYO GAME SHOW 2005/Total		Number of samples (persons)	89.9	38.6	32.6	26.8	24.8	18.7	17.2	11.2	8.1	4.2
Gender and Age	Male	872	90.5	38.6	33.5	27.1	25.7	18.7	17.5	10.3	8.0	4.1
	10~12	35	62.9	22.9	17.1	17.1	8.6	17.1	17.1	48.6	0.0	8.6
	13~15	73	89.0	32.9	32.9	32.9	28.8	19.2	21.9	17.8	5.5	4.1
	16~18	122	94.3	48.4	36.1	32.8	29.5	29.5	23.0	8.2	6.6	2.5
	19~24	266	93.6	43.2	34.2	24.8	31.6	20.7	15.4	4.9	7.1	3.4
	25~29	172	91.3	35.5	30.8	29.1	20.9	15.1	15.7	7.0	7.6	4.1
	30~39	165	88.5	38.2	37.6	26.1	23.6	14.5	19.4	9.1	14.5	5.5
	40~49	39	89.7	17.9	30.8	17.9	12.8	5.1	7.7	25.6	5.1	5.1
	Female	212	87.3	38.2	28.8	25.9	21.2	18.9	15.6	14.6	8.5	4.2
	10~12	10	50.0	20.0	10.0	10.0	10.0	0.0	20.0	30.0	0.0	10.0
	13~15	13	92.3	38.5	15.4	23.1	7.7	15.4	30.8	23.1	0.0	0.0
	16~18	31	96.8	45.2	29.0	38.7	25.8	29.0	16.1	3.2	9.7	3.2
	19~24	57	100.0	42.1	33.3	33.3	26.3	28.1	17.5	8.8	7.0	0.0
	25~29	41	80.5	31.7	36.6	9.8	17.1	9.8	7.3	0.0	4.9	12.2
30~39	38	84.2	34.2	21.1	21.1	15.8	18.4	18.4	23.7	13.2	2.6	
40~49	22	72.7	45.5	31.8	36.4	31.8	9.1	9.1	45.5	18.2	4.5	
User classification by frequency of household game play	Heavy user	289	90.0	45.7	31.1	32.2	24.6	23.9	22.1	12.5	11.8	4.5
	Middle user	470	92.6	38.9	31.3	26.2	25.1	15.7	14.3	8.3	5.1	3.2
	Light user	325	85.8	31.7	35.7	23.1	24.6	18.5	16.9	14.2	9.2	5.2
Degree of satisfaction	Satisfied (※)	791	92.5	41.6	35.0	29.0	25.4	19.1	18.2	10.1	8.1	3.0
	I can't say	194	82.5	29.4	23.2	21.6	25.3	19.1	13.4	12.4	7.7	6.7
	Not satisfied (※)	91	89.0	35.2	34.1	22.0	19.8	16.5	17.6	18.7	9.9	2.2
	Invalid/No answers	8	12.5	0.0	0.0	0.0	12.5	0.0	0.0	0.0	0.0	75.0

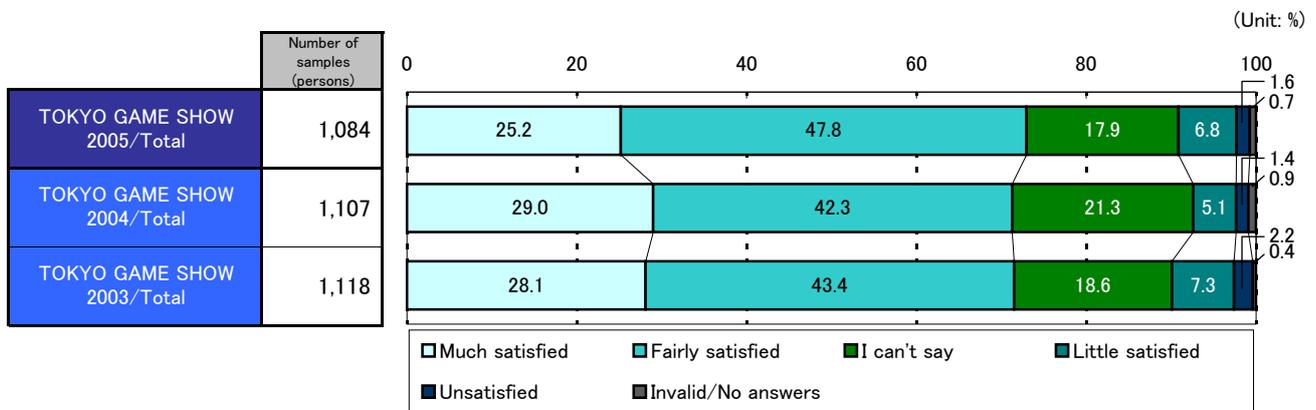
(Unit: %)

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

- Nearly 90% of the visitors visited the "Exhibitors' General Area", followed by a figure of nearly 40% for the "Sales Area".
- A higher proportion of light users of household videogames visited "Mobile Content Area" and "Kids' Area".

5. Degree of satisfaction with TOKYO GAME SHOW 2005

[Q] How much are you satisfied with "TOKYO GAME SHOW 2005"?



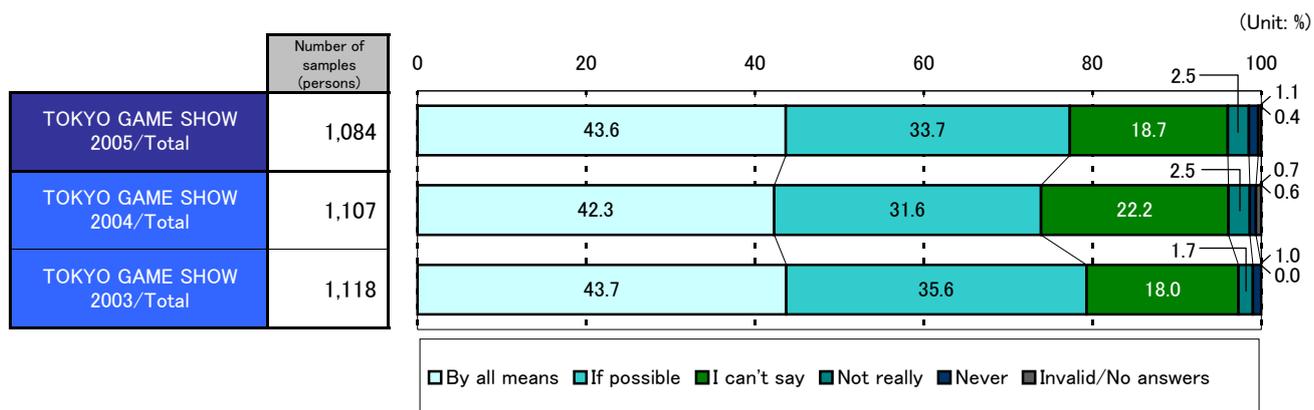
(Unit: %)

		Number of samples (persons)	Much satisfied	Fairly satisfied	I can't say	Little satisfied	Unsatisfied	Invalid/No answers
TOKYO GAME SHOW 2005/Total		1,084	25.2	47.8	17.9	6.8	1.6	0.7
Gender and Age	Male	872	26.3	46.7	17.4	7.1	1.9	0.6
	10~12	35	60.0	11.4	11.4	11.4	0.0	5.7
	13~15	73	34.2	45.2	11.0	5.5	4.1	0.0
	16~18	122	37.7	45.9	10.7	4.1	0.8	0.8
	19~24	266	25.9	46.2	18.0	7.1	2.6	0.0
	25~29	172	18.0	47.7	22.1	9.9	1.2	1.2
	30~39	165	18.2	53.9	20.0	5.5	2.4	0.0
	40~49	39	17.9	51.3	20.5	10.3	0.0	0.0
	Female	212	20.8	52.4	19.8	5.7	0.0	1.4
	10~12	10	30.0	50.0	20.0	0.0	0.0	0.0
	13~15	13	30.8	69.2	0.0	0.0	0.0	0.0
	16~18	31	32.3	45.2	16.1	6.5	0.0	0.0
	19~24	57	19.3	63.2	8.8	8.8	0.0	0.0
25~29	41	14.6	46.3	26.8	4.9	0.0	7.3	
30~39	38	15.8	55.3	23.7	5.3	0.0	0.0	
40~49	22	18.2	31.8	45.5	4.5	0.0	0.0	
User classification by frequency of home game playing	Heavy user	289	36.3	39.1	14.2	7.6	2.4	0.3
	Middle user	470	23.4	53.6	16.0	5.3	1.1	0.6
	Light user	325	17.8	47.1	24.0	8.3	1.5	1.2
Number of past visits	This is the first visit	464	26.7	43.3	22.0	6.3	1.1	0.6
	1~13 times before	496	22.4	53.2	15.1	7.3	1.4	0.6
	I have visited all	114	31.6	45.6	12.3	7.9	2.6	0.0
	Invalid/No answers	10	20.0	10.0	30.0	0.0	20.0	20.0

- Over 70% of the total respondents were much or fairly satisfied with the show.
- The younger the visitor, the more satisfied he/she was with the show. The satisfaction degree of the light user group was a little low.

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 2005/Total		1,084	43.6	33.7	18.7	2.5	1.1	0.4
Gender and Age	Male	872	43.6	34.1	18.3	2.6	1.1	0.2
	10~12	35	65.7	14.3	11.4	0.0	5.7	2.9
	13~15	73	43.8	35.6	15.1	0.0	5.5	0.0
	16~18	122	49.2	33.6	13.9	1.6	0.8	0.8
	19~24	266	40.6	34.6	20.3	4.1	0.4	0.0
	25~29	172	40.1	36.0	20.9	2.3	0.6	0.0
	30~39	165	43.6	35.8	17.6	3.0	0.0	0.0
	40~49	39	41.0	30.8	23.1	2.6	2.6	0.0
	Female	212	43.9	32.1	20.3	1.9	0.9	0.9
	10~12	10	60.0	10.0	20.0	0.0	10.0	0.0
	13~15	13	38.5	61.5	0.0	0.0	0.0	0.0
	16~18	31	51.6	35.5	12.9	0.0	0.0	0.0
	19~24	57	45.6	29.8	21.1	1.8	1.8	0.0
25~29	41	26.8	46.3	19.5	2.4	0.0	4.9	
30~39	38	50.0	15.8	31.6	2.6	0.0	0.0	
40~49	22	45.5	27.3	22.7	4.5	0.0	0.0	
User classification by frequency of household game playing	Heavy user	289	55.0	30.4	12.5	1.0	0.7	0.3
	Middle user	470	43.8	36.4	16.2	2.8	0.6	0.2
	Light user	325	33.2	32.6	28.0	3.4	2.2	0.6
Number of past visits	This is the first visit	464	35.6	32.1	26.5	3.7	1.9	0.2
	1~13 times before	496	45.0	38.9	13.9	1.8	0.2	0.2
	I have visited all	114	71.9	20.2	7.0	0.9	0.0	0.0
	Invalid/No answers	10	30.0	0.0	30.0	0.0	20.0	20.0
Degree of satisfaction	Satisfied (※)	791	53.7	36.4	9.7	0.0	0.1	0.0
	I can't say	194	14.4	30.9	47.4	7.2	0.0	0.0
	Not satisfied (※)	91	18.7	18.7	37.4	14.3	11.0	0.0
	Invalid/No answers	8	37.5	0.0	0.0	0.0	12.5	50.0

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

- 77.3% of the total respondents wished to visit the next show "by all means" or "if possible". The proportion increased from the last year's survey.
- The intention of light users and first visitors to visit the next show was a little weak.
- Over 90% of the respondents who visited all the events and who were satisfied with the show wished to visit the next show again.

Appendix 1) Sample Survey Form

Thank you for your cooperation in the "TOKYO GAME SHOW 2005" 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 7. Other prefecture
2. Tokyo area (outside of its 23 wards) 4. Saitama 6. Ibaraki [Specifically]

3) Your occupation <Choose only one>

1. Elementary school student 4. Junior college or vocational school 5. College or graduate school student 7. Self-employed 10. Unemployed
2. Junior high school student 6. Office worker 8. Part timer 11. Other
3. Senior high school student awaiting entry to 9. Housewife/Househusband [Specifically]

4) Your hobbies and interests except for games <Choose any number of answers>

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

■ Questions about household videogames

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

1. Nintendo GameCube 6. Game Boy Advance (SP included) 11. PSP
2. Nintendo 64 7. Game Boy (Color included) 12. WonderSwan (Color & Crystal included)
3. Super Famicom 8. Dreamcast 13. Xbox
4. GameBoy Micro 9. PlayStation 2 (New model included) 14. Other [Specifically]
5. Nintendo DS 10. PlayStation (PSone & COMBO included) 15. None

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

1. Revolution (tentative/unreleased) 5. GameBoy Micro 9. PSP
2. PlayStation 3 (unreleased) 6. Nintendo DS 10. Xbox
3. Xbox360 (unreleased) 7. Game Boy Advance (SP included) 11. Other [Specifically]
4. Nintendo GameCube 8. PlayStation 2 (New model included) 12. None

3) When buying a household game machine, how important do you regard its body color? <Choose only one>

1. Very much 2. Fairly much 3. Not much 4. Not at all Go to [Q3]

【If the answer is "1" or "2"】

4) Which color do you prefer for the body of a household game machine? <Choose any number of answers>

1. Black 5. Metallic (except gold and silver) 9. Color used for old-type game machines (e.g. Famicom color)
2. White 6. Warm color (red, yellow, pink, orange, etc.) 10. Self-customize with stickers etc.
3. Gold 7. Cold color (blue, green, purple, gray, etc.) 11. Other [Specifically]
4. Silver 8. Pattern

Q3 Please choose the genre and type of game you like.

1) Genre <Choose any number of answers>

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

2) Type <Choose any number of answers>

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

Q4 1) Among all the games which you used to play in game arcades or on old-type consoles (household-use consoles or PCs), is there any game you want to play again on the latest consoles? <Choose only one>

1. Yes 2. No Go to [Q5]

【If the answer is "1. Yes"】

2) Please specify its title. _____

3) Up to how much are you willing to pay for the game if it is produced again and resold? _____ () yen

Q5 1) How often on average do you play games using a household game machine? <Choose only one> ※Excluding PC and mobile phone games.

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

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

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

Q6 1) Did you buy any videogames (software) in the last one year? <Choose only one> ※Excluding PC games.

1. Yes 2. No Go to [Q7]

【If the answer is "1. Yes"】

2) Give the number each for "new-release regular packages", "new-release low-priced packages"※ and "pre-owned 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: () unit(s) New-release low-priced: () unit(s) Pre-owned: () unit(s)

【To those who have obtained at least one new-release regular or low-priced package】(Please go straight to "Q7" if no purchase was made)

3) When did you obtain these packages? <Choose any number of answers>

1. Through an advance order 4. At shop/on the first Saturday after release 7. At shop/on or after Mon. two weeks after release
2. At shop/soon after opening time on tl 5. At shop/on the first Sunday after release 8. Through the Internet after release
3. At shop/in the afternoon or evening c 6. At shop/between Mon-Sun of the week following release week

【If the answer is "1"】 (Those who have not chosen the answer "1", please go straight to "Q7")

4) What percentage of your new household game software purchases were made by advance order in the past one year? _____ About () %

■ Questions about games played on KEITAI/PHS mobile phones.

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

1. I currently enjoy playing games
2. I used to play but not anymore Go to [Q8]
3. I have never played games

【If the answer is "1"】

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

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

3) How long do you play games on KEITAI/PHS mobile phones in a week? _____ About () minutes

■ Questions about PC games

Q8 1) Do you play PC games? <Choose only one>

1. I currently enjoy playing games
2. I used to play but not anymore Go to [Q9](on the back)
3. I have never played games

【If the answer is "1"】

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

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

3) How long do you play PC games in a week? _____ About () minutes

【Please go to ([Q9]) on the back】

■ Questions about network games and on-line games.

※Including Web browser games (e.g. puzzles and card games) played through the Internet.

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

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

【If the answer is "1" or "2"】

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

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

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

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

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

- | | | |
|--------------------------------|----------------------------------|--------------------------|
| 1. MMORPG | 3. FPS (First person shooter) | 5. Web browser game |
| 2. Multiple player online game | 4. Strategic simulation/Strategy | 6. Other (Specifically) |

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

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

After completing the above section, Go to 7) in [Q9]

【If the answer is "3" or "4"】

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

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

After completing the above section, Go to 7) in [Q9]

【To all respondents】

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

- | | |
|---|--|
| 1. I am interested in it and want to have it even if I have to pay for it. | 3. I know of it but I am not interested in it. |
| 2. I am interested in it but don't want to have it if I have to pay for it. | 4. I don't know of Avatar itself. |

8) Do you want to play network games or on-line games in future? <Choose only one>

- | | | |
|----------------|----------------|---------------|
| 1. Very much | 3. I can't say | 4. Not really |
| 2. Fairly much | | 5. Never |

■ Questions about "horror" and "pro-wrestling/combatative sports (e.g. K-1 and PRIDE)"

Q10 1) How much are you interested in "horror"? <Choose only one>

- | | | | |
|--------------------|----------------------|----------------------|-----------------|
| 1. Very interested | 2. Fairly interested | 3. Not so interested | 4. Uninterested |
|--------------------|----------------------|----------------------|-----------------|

2) Do you have "horror" type household game software? <Choose only one> ※Excluding PC and mobile phone games.
If the answer is 'Yes', please specify the title.

- | | |
|-----------------|-------|
| 1. Yes (Title) | 2. No |
|-----------------|-------|

Q11 1) How much are you interested in "pro-wrestling/combatative sports (e.g. K-1 and PRIDE)"? <Choose only one>

- | | | | |
|--------------------|----------------------|----------------------|-----------------|
| 1. Very interested | 2. Fairly interested | 3. Not so interested | 4. Uninterested |
|--------------------|----------------------|----------------------|-----------------|

2) Do you have "pro-wrestling/combatative sports" type household game software? <Choose only one> ※Excluding PC and mobile phone games.
If the answer is 'Yes', please specify the title.

- | | |
|-----------------|-------|
| 1. Yes (Title) | 2. No |
|-----------------|-------|

■ Questions about functions of PSP and Nintendo DS. ~~※Those who do not have PSP or Nintendo DS are also requested to answer.~~

Q12 1) Do you currently use PSP's parental lock function (to restrict certain age groups viewing)? If not, are you interested in that function? <Choose only one>

1. I use the function. 2. I don't use the function but I am interested in it. 3. I don't use the function nor am I interested in it.

2) Besides playing games, have you viewed animations and pictures or listened to music using a memory stick Duo or an SD memory card (e.g. +PLAY-YAN) with PSP or Nintendo DS? If not, are you interested in such functions? <Choose only one>

1. I have used such functions. 2. I have never used such functions but I am interested in them. 3. I have never used such functions nor am I interested in them.

3) Have you ever used network services such as animation delivery and Web access through PSP and downloads of additional versions and experimental versions using Nintendo DS? If not, are you interested in such services? <Choose only one>

1. I have used such functions. 2. I have never used such functions but I am interested in them. 3. I have never used such functions nor am I interested in them.

■ Other game-related questions.

Q13 1) Do you know that a "rating label" has been attached to a game software package since the end of 2002? <Choose only one>

1. Yes, and I have already seen the label on a product package. 3. No → Go to [Q14]
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? Please describe its function you know of.

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

Q14 Please put down freely any opinions you have (anything, including dissatisfaction or requirement) about game manufacturers, creators, distributors, retailers, software and so forth.

.....

■ Questions about TOKYO GAME SHOW

Q15 1) How did you know of "TOKYO GAME SHOW 2005"? <Choose any number of answers>

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

2) TOKYO GAME SHOW has been held 14 times so far (Summer in '96, Spring and Autumn from '97 to 2001 and Autumn in 2002, 2003 and 2004). How many times have you visited? <Choose only one>

1. I have visited all 2. I have visited()times 3. This is my first visit

3) Which company's booth do you think was the best among all the exhibitors at TOKYO GAME SHOW 2005? Please specify only one company.

-----> []

4) The booths exhibited at TOKYO GAME SHOW 2005 were roughly grouped into the following areas. Choose all areas you visited. <Choose any number of answers>

1. Exhibitors' General Area (Hall 2-6) 6. Sales Area (Hall 1)
2. Mobile Content Area (Hall 4) 7. Dining Place (Hall 1)
3. OCC Online Game Village (Hall 2) 8. International Pavilion (Hall 3)
4. Kids' Area (Hall 7) 9. Event Stage (Hall 7)
5. Game School Area (Hall 4)

5) How much are you satisfied with "TOKYO GAME SHOW 2005"? <Choose only one>

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

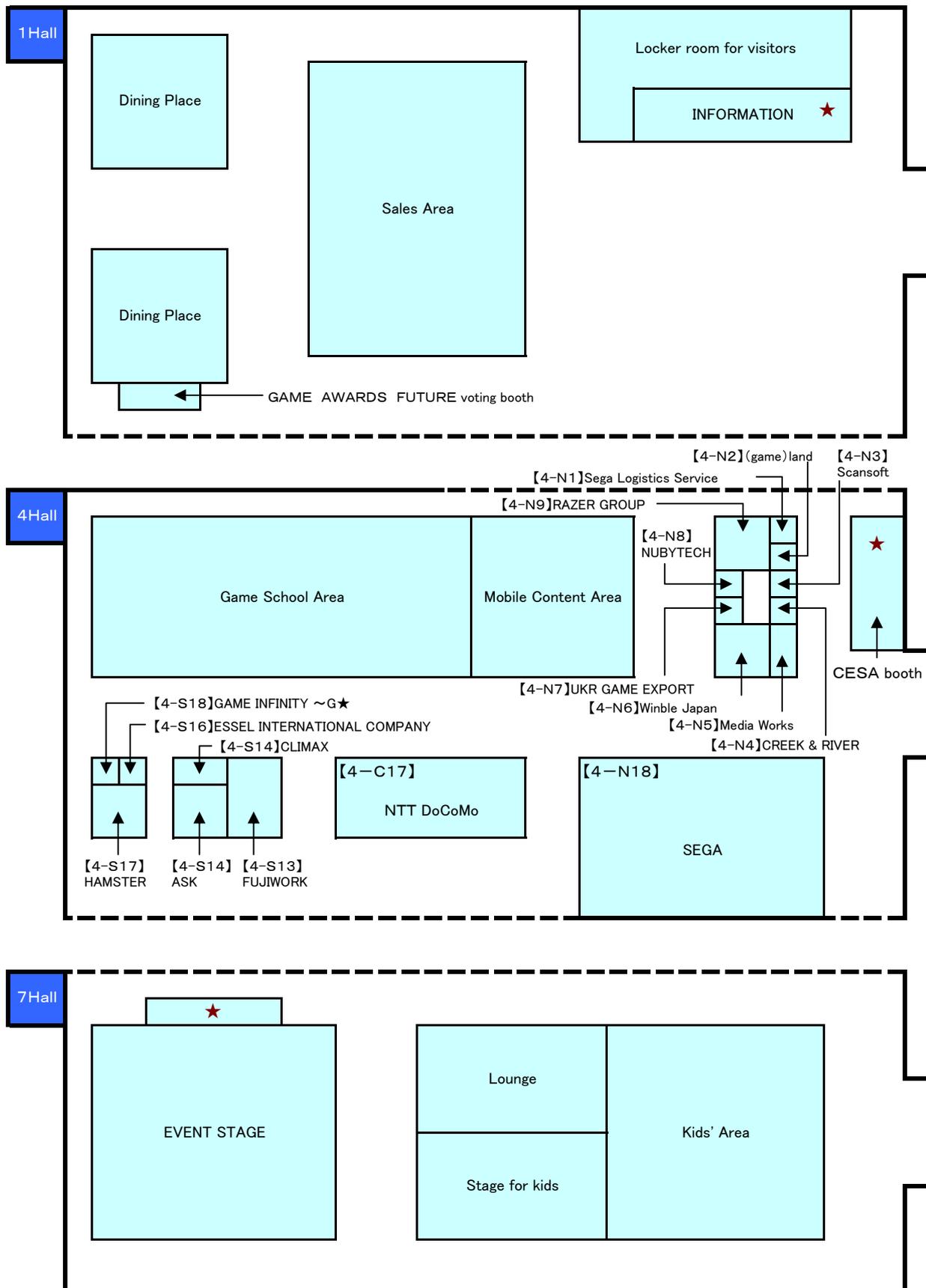
6) Do you want to visit the next TOKYO GAME SHOW? <Choose only one>

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

Thank you for your cooperation.

Appendix 2) Location of Questionnaire Booths

★ : Location of questionnaire booths



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TOKYO GAME SHOW 2005 Visitors Survey Report

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