

# **TOKYO GAME SHOW 2015**

## **Visitors Survey Report**

**November 2015**

**COMPUTER ENTERTAINMENT SUPPLIER'S ASSOCIATION**





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# 1.Outline of TOKYO GAME SHOW 2015 Visitors Survey



## 1.Outline of Survey

	TOKYO GAME SHOW 2015 Visitors Survey	[Comparison] General Consumer Survey
■ Purpose	Understand general visitors to the TOKYO GAME SHOW in terms of their basic characteristics ,the extent to which they play games on a regular basis, and their level of participation in TOKYO GAME SHOW.	Ascertain the frequency of game playing and attitudes among general consumers in Japan.
■ Targets	Visitors to the TOKYO GAME SHOW Individual men and women of ages 3 or older.	General consumers Individual men and women of ages 3-79.
■ Sampling Plan	Questionnaire booths were set up in three locations in the venue (refer to appendix at end of report for the locations of these booths.) In order to get data on visitors overall, questionnaires were handed to visitors randomly in different time slots that were established based on past survey results.	Samples selected from the Trust Panel of Nippon Research Center. When selecting the samples, calculations took into account past results so that the results collected would have similar component distribution ratios of gender, age, and region to the 2010 census results.
■ Items Surveyed	See questionnaire form at the end of report.	See "2015 CESA Research Report on the General Public."
■ Method	Central location test (self-administered survey)	Mail survey
■ Time Period Survey Conducted	September 20, 2015 (Sun) *Second day of the event (final day)	January 20, 2015 (Tue) - February 10, 2015 (Tue)
■ Target Research Period	Present situation (time of implementation) (Purchase history: September 21, 2014 - September 20, 2015)	Present situation (time of implementation) (Purchase history: January 1, 2014 - December 31, 2014)
■ Effective Responses	1,254 samples The numbers of visitors on each day of event were as follows: September 19, 2015 (Sat): 97,601 September 20, 2015 (Sun): 112,230	2,914 samples (Effective response rate: 47.8%)
■ Method of Analysis	In order to understand the attributes of visitors to the TOKYO GAME SHOW, cross tabulation was performed focusing on gender, age, and IPS (see P8.) In addition, the visitor group was compared to general consumers and a 3-year time series comparison was also conducted to prepare the report. Note that this report is based on the effective respondents. Cases in which the effective responses were under 30 were generally removed from analysis.	
■ Organizer/ Research Organization	Organizer: Computer Entertainment Supplier's Association (CESA) Survey plan: gameage R&I Co., Ltd. Research organization: Nippon Research Center, Ltd.	

## 2. Respondents' Characteristics

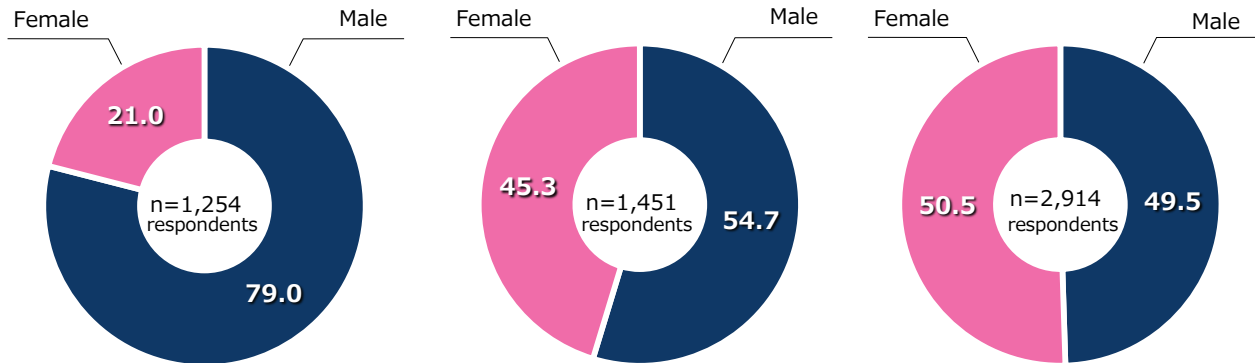


### 1. Gender

#### ■ Comparison with General Consumers

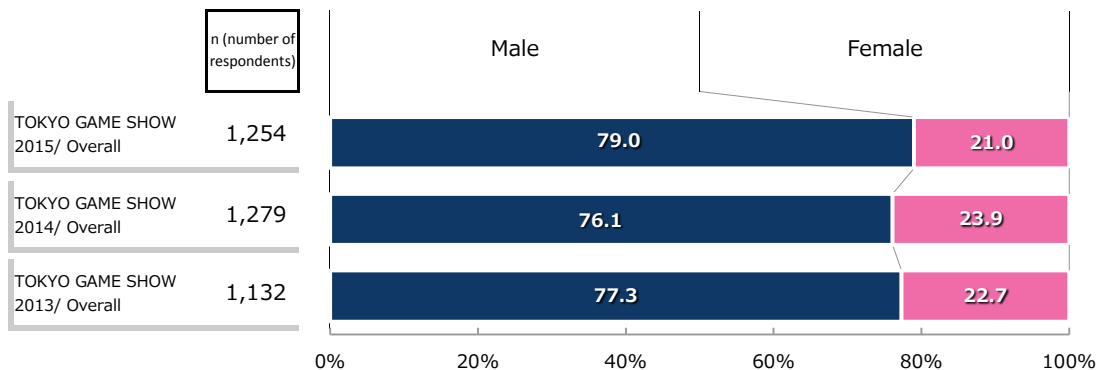
[TOKYO GAME SHOW 2015/ Overall] [2014: General Consumers/ Game players] [2014: General Consumers/ Overall]

(Unit: %)



#### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



\* "General consumers/ game players" refers to regular players of one or more of the following:

Video games, PC games, smartphone/ tablet games, mobile phone games, arcade games.

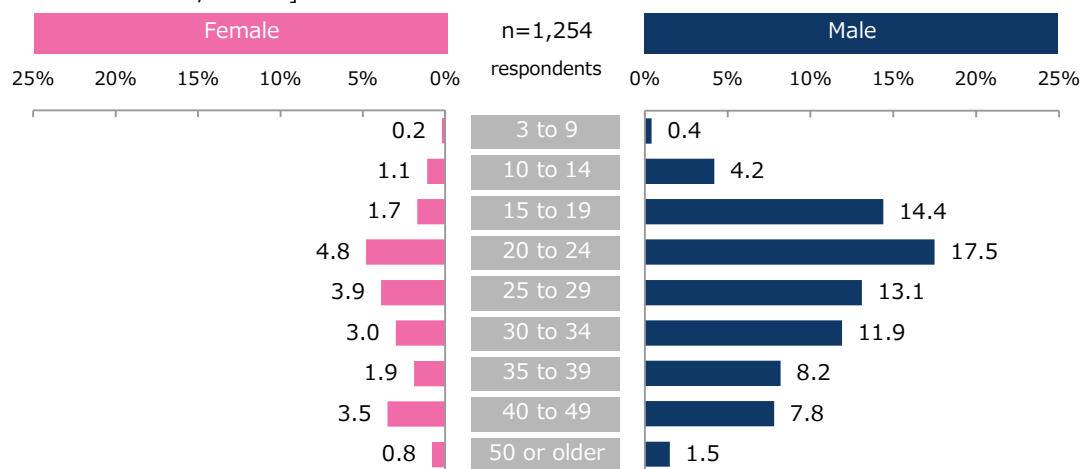
- The gender ratio does not change from the previous survey showing 79.0% of male and 21.0% of female.
- The ratio of Male is 24.3 points higher compared to "general consumers/game players".



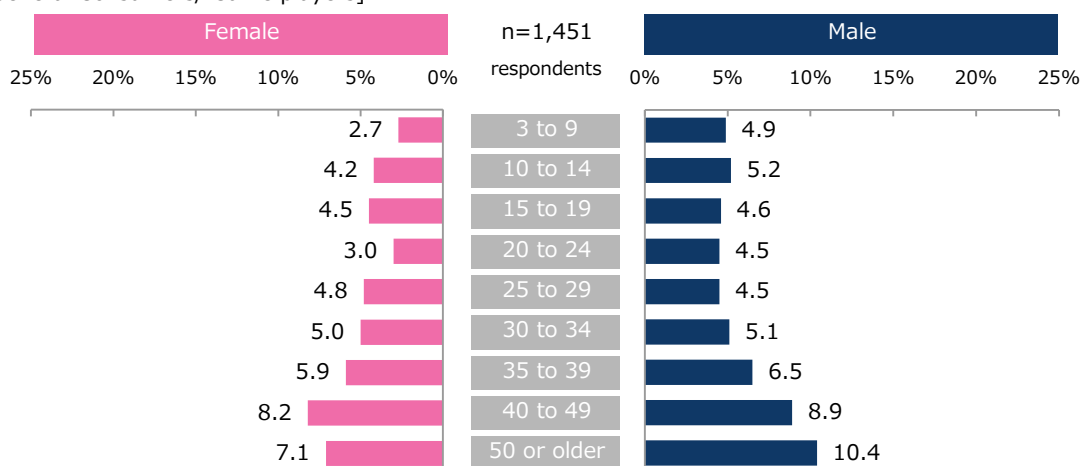
## 2. Gender and Age

### ■ Comparison with General Consumers

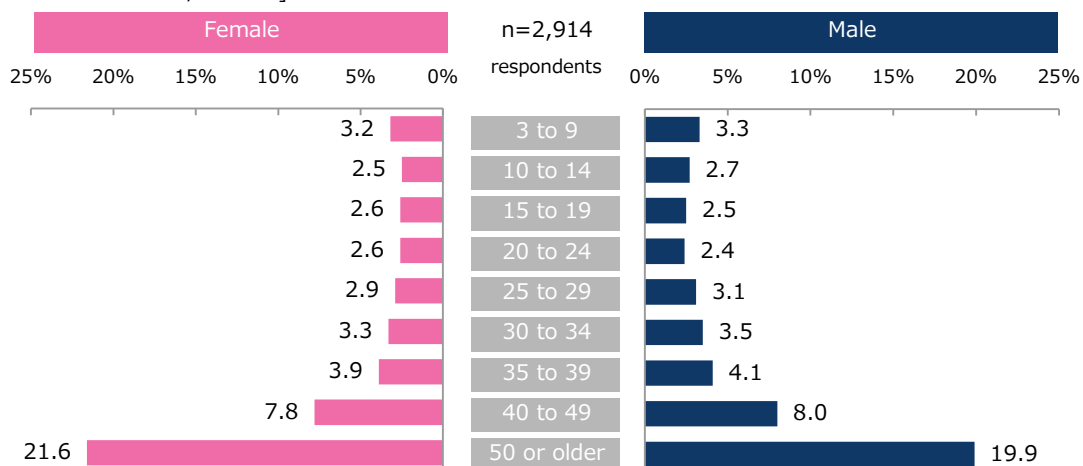
[TOKYO GAME SHOW 2015/ Overall]



[2014: General Consumers/ Game players]

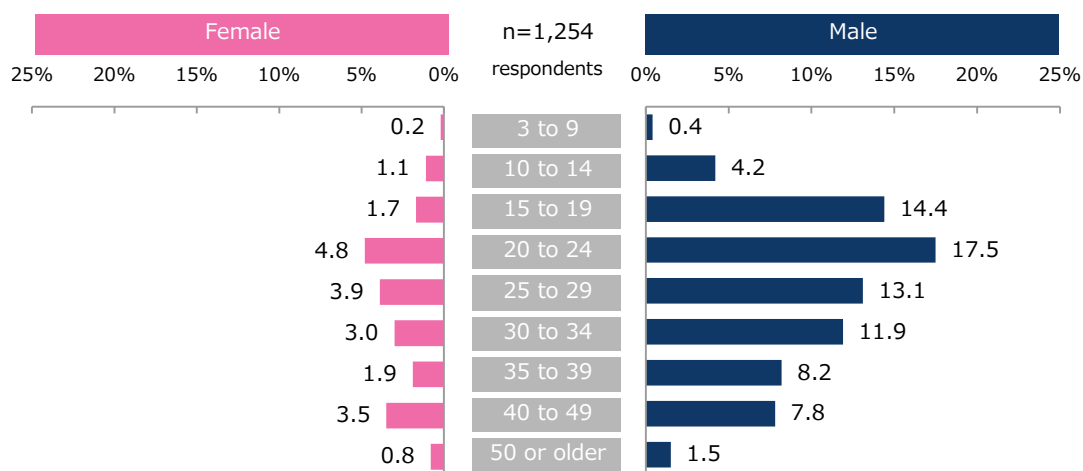


[2014: General Consumers/ Overall]

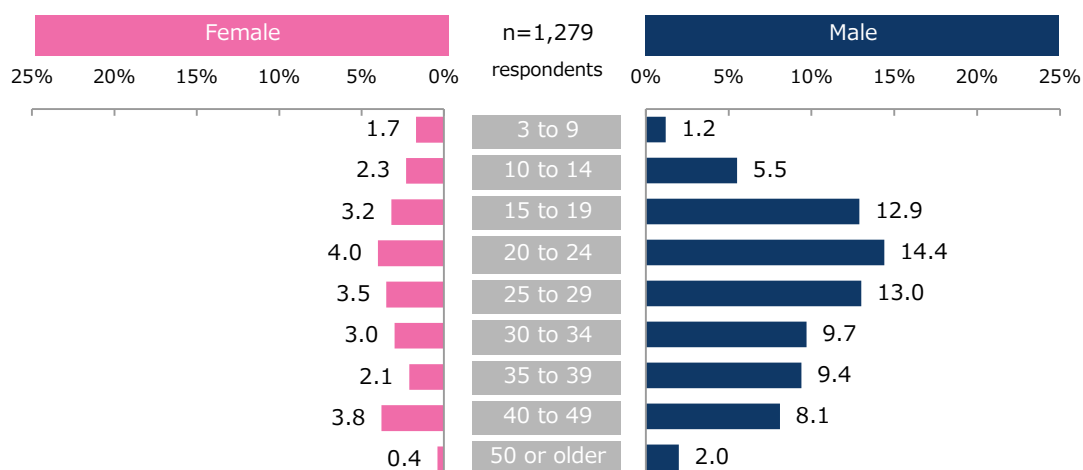


## ■ Time Series Comparison

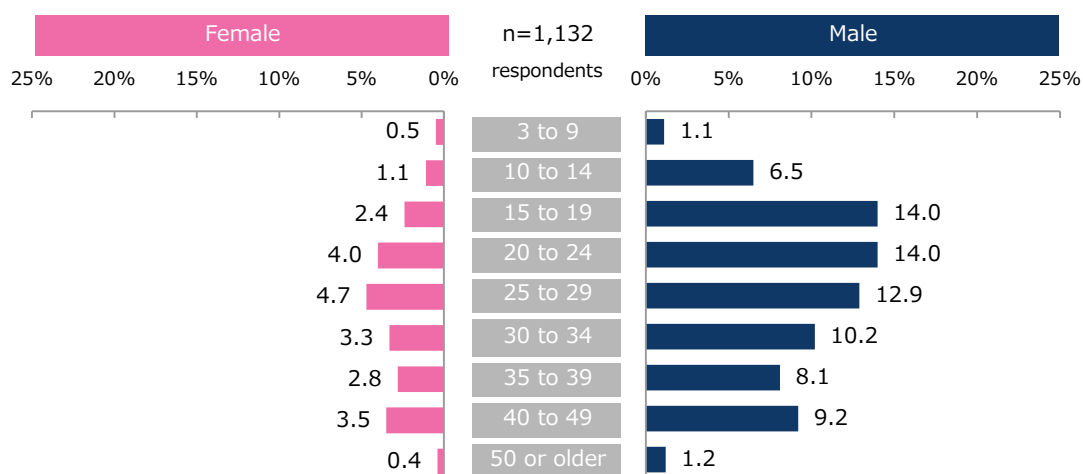
[TOKYO GAME SHOW 2015/ Overall]



[TOKYO GAME SHOW 2014/ Overall]



[TOKYO GAME SHOW 2013/ Overall]



- The gender and age ratios are not markedly different from the last two surveys. Male in age of "15 to 29" still accounts for more than 40% of total.
- Male age group "15 to 19", "20 to 24", and "25 to 29" are about 10 points higher than the figures of "general consumers/game players". "50 or older" for both male and female are about 7 points lower than others.

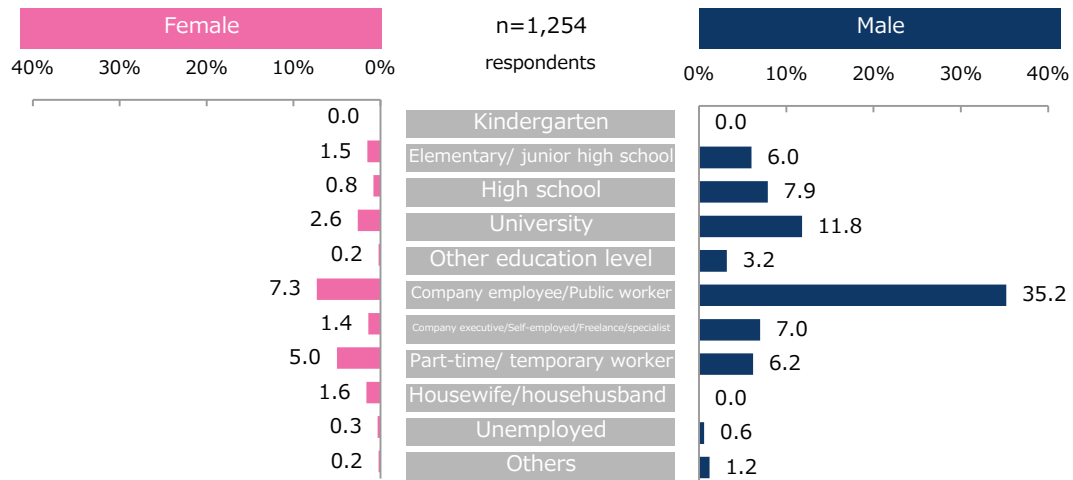




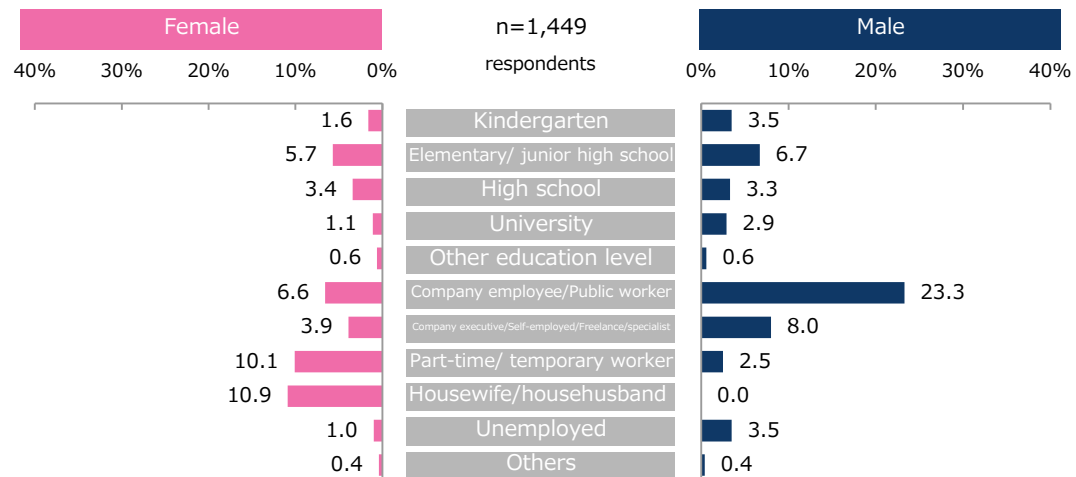
### 3. Occupation

#### ■ Comparison with General Consumers

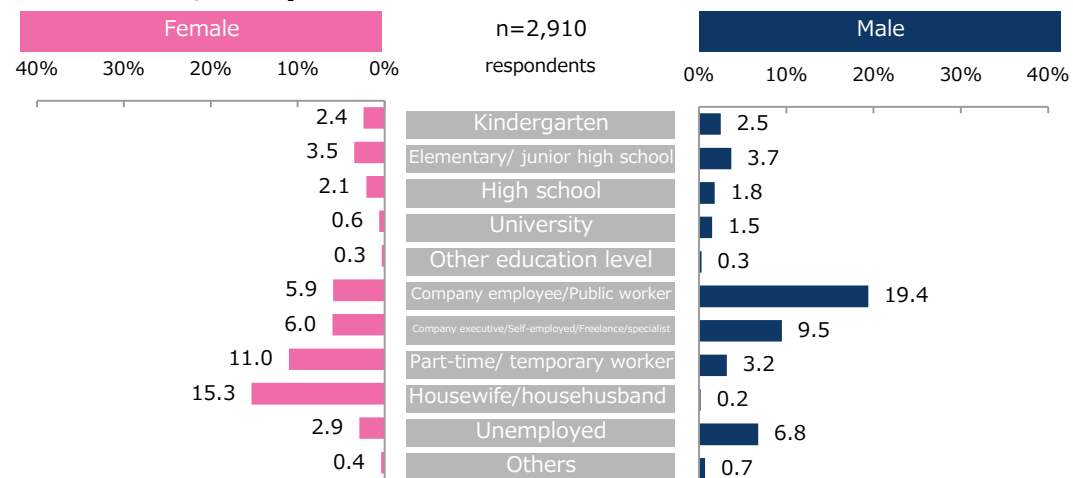
[TOKYO GAME SHOW 2015/ Overall]



[2014: General Consumers/ Game players]



[2014: General Consumers/ Overall]



## ■ Time Series Comparison

[TOKYO GAME SHOW/ Overall]



\* "University" refers to those who were undergraduate or post-graduate students during or before the TOKYO GAME SHOW 2013 survey.

"Other educational level" refers to those who were junior college students, vocational college students or preparatory school students during or before the TOKYO GAME SHOW 2013 survey.

\* "Company director/ self-employed/ freelance/specialist" indicates those who were "company directors, self-employed, or freelancers/specialists" during the TOKYO GAME SHOW 2013 survey.

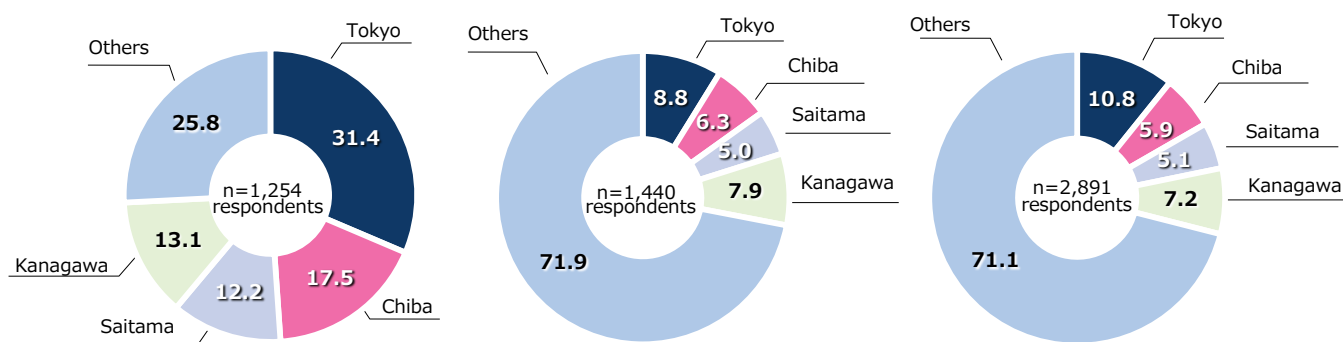
- In the ratio of occupation by gender, the largest group is male "company employee/public worker" (35.2%), followed by male "university" (11.8%), male "high school" (7.9%), and female "company employee/public worker" (7.3%).
- The ratio of male "company employee/public worker" in TOKYO GAME SHOW 2015 is 11.9 points higher than the "general consumer/game player".
- There is no markedly difference in the occupation ratio between this survey and the last two.

## 4. Residential Area

### ■ Comparison with General Consumers

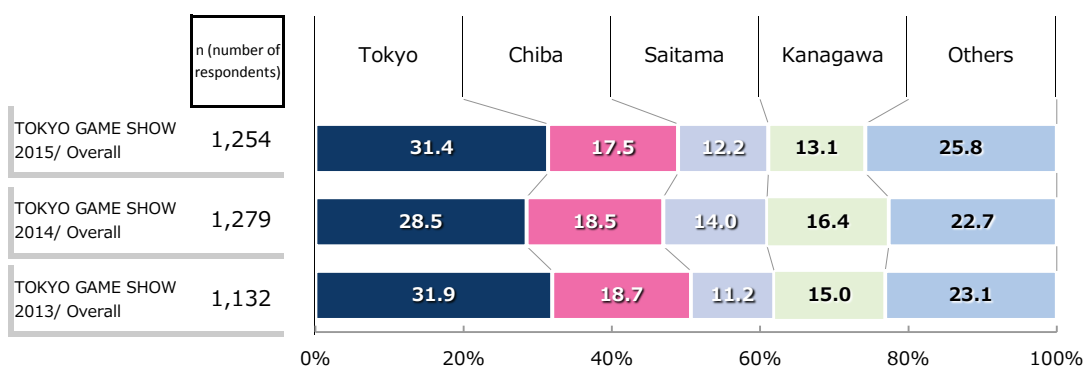
[TOKYO GAME SHOW 2015/ Overall][2014: General Consumers/ Game players][2014: General Consumers/ Overall]

(Unit: %)



### ■ Time Series Comparison

[TOKYO GAME SHOW/ Overall]



- "Tokyo" (31.4%) is ranked top as the area from which visitors came. This is followed by "Chiba" (17.5%) where the event was held and Kanagawa (13.1%).
- "Tokyo and the three surrounding prefectures" (74.2%) of TOKYO GAME SHOW 2015 is more than 40 points higher than the "general consumers/game players".
- There is no markedly difference in the residential area ratio between this survey and the last two.

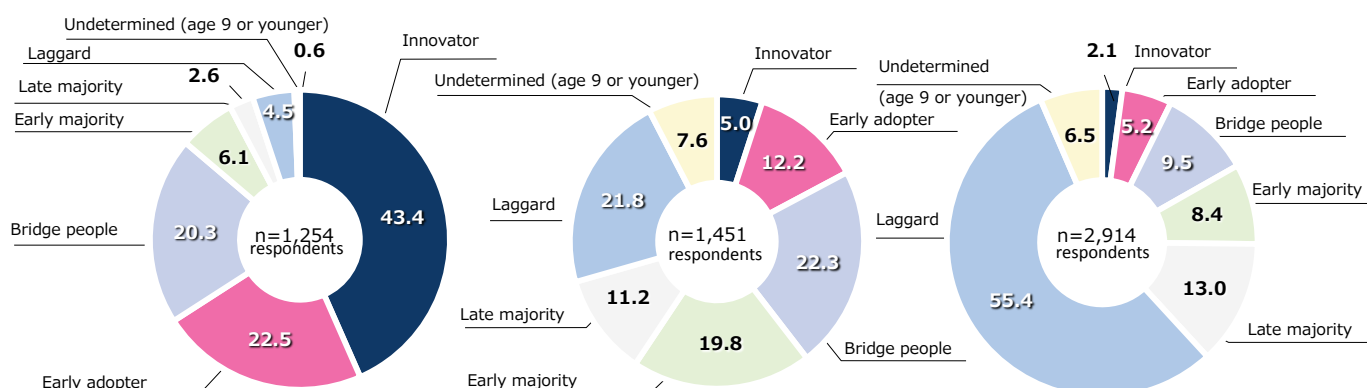
## ■ Comparison with General Consumers

[TOKYO GAME SHOW 2015/ Overall]

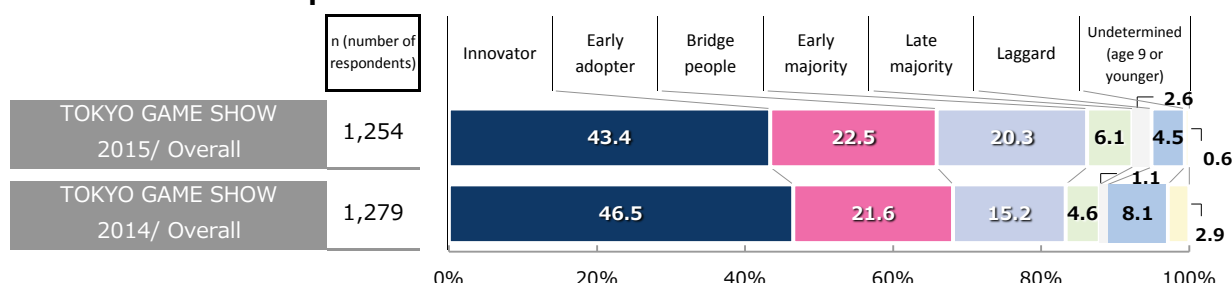
[2014: General Consumers/ Game players]

[2014: General Consumers/ Overall]

(Unit: %)



## ■ Time Series Comparison



IPS {Innovative Power Segment}

An index that represents level of participation/ anticipation of video game console users.

It is calculated from the response patterns to questions inquiring into "video game console ownership," "play status," "number of units purchased," and "access to information/ modality of transmission," etc.

\*Children under the age of ten are not targeted for IPS.

User Category	Participation in Gaming	Explanation
Innovator	<div style="display: flex; align-items: center; justify-content: center;"> <div style="width: 100%; height: 100%; background: linear-gradient(to top, #007bff, #007bff); border: 1px solid #007bff; position: relative;"> <div style="position: absolute; top: 0; right: 0; bottom: 0; left: 0; background: linear-gradient(to bottom, #007bff, #007bff); border: 1px solid #007bff;"></div> </div> </div>	Group of users with the highest participation/anticipation.
Early adopter		Group of users who start purchasing relatively early.
Bridge people		Group of users who, while lacking a clear decision criteria themselves, serve to transmit information to the majority.
Early majority		Group of users who are easily influenced by the situation of those around them and fashion/ trends.
Late majority		Group of users who eventually start purchasing after confirming the situation of those around them and fashion/ trends.
Laggard		General consumers who do not possess a single video game console and as such are not a target of marketing.

After this section of this report, "early majority" and "late majority" have been counted together as "majority."

- The IPS category with the highest proportion is "Innovator" at 43.4%, which is followed by "Early adopter"(22.5%) and "Bridge people"(20.3%).
- In TOKYO GAME SHOW 2015, "Innovator" and "Early adopter" are both higher than in the "general consumers/game players" by 38.4 and 10.3 points, respectively. However, points of other IPS categories decrease compared to "general consumers/game players": "Laggard" is lowered by 17.3 points, "Early majority" by 13.7, and "Late majority" by 8.6.



## 6.Event Participation



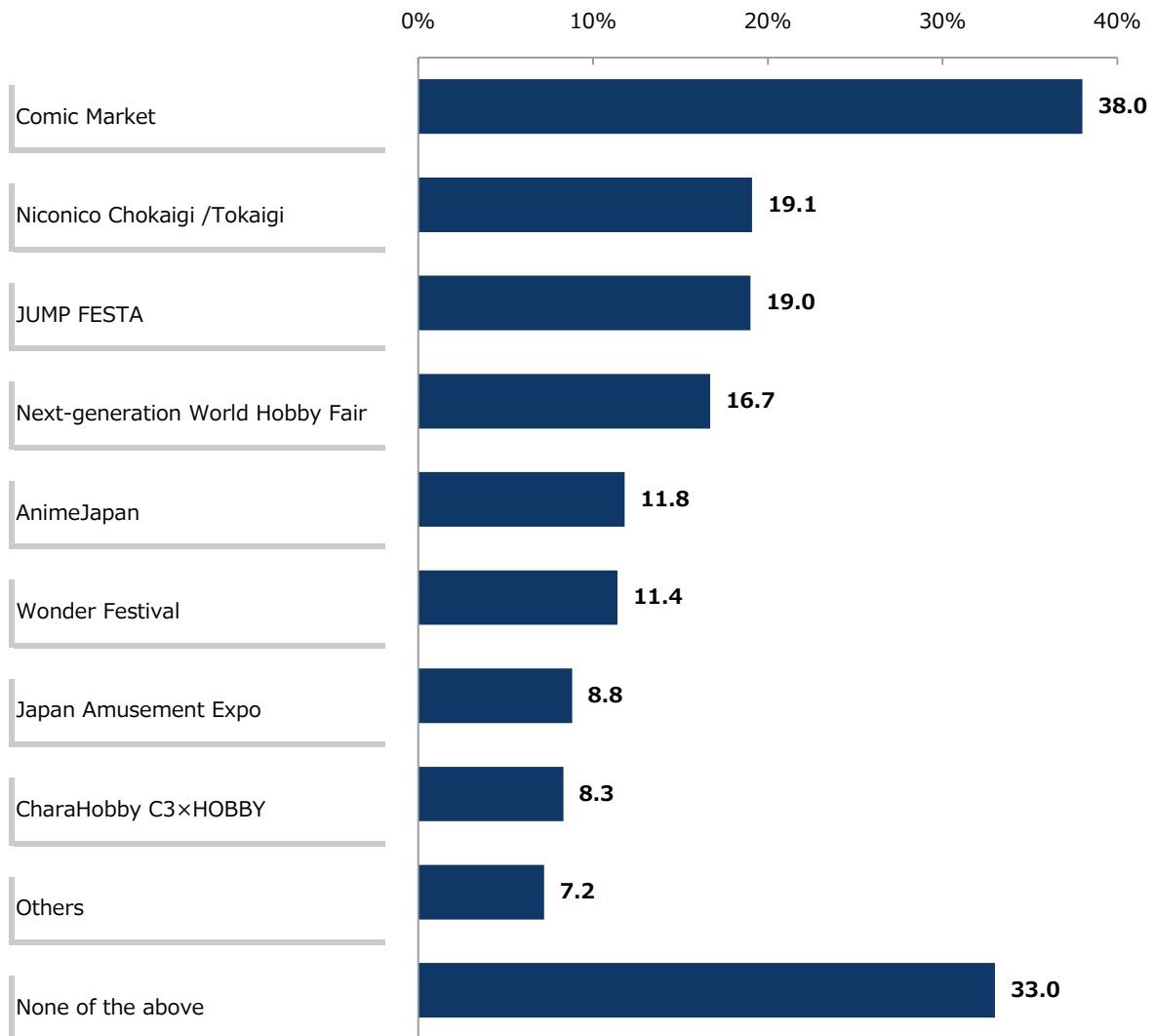
Question

Which of the following events have you been to other than the TOKYO GAME SHOW?

\*Do not include online participations.[Multiple answers]

[TOKYO GAME SHOW 2015/ Overall]

n=1,187 respondents



## ■ Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2015/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,187	934	4	52	171	207	158	236	88	18	253	3	13	20	58	46	59	44	10
Comic Market	38.0	38.0	0.0	13.5	36.8	35.7	43.0	46.2	35.2	16.7	37.9	0.0	15.4	25.0	46.6	41.3	49.2	27.3	20.0
Niconico Chokaigi /Tokaigi	19.1	19.8	0.0	28.8	24.6	16.9	17.7	17.8	21.6	22.2	16.6	0.0	30.8	25.0	17.2	17.4	16.9	6.8	20.0
JUMP FESTA	19.0	16.2	0.0	19.2	22.2	14.0	11.4	18.2	10.2	22.2	29.6	33.3	7.7	25.0	37.9	34.8	28.8	25.0	20.0
Next-generation World Hobby Fair	16.7	17.6	75.0	42.3	25.1	15.5	13.3	10.2	18.2	16.7	13.4	33.3	15.4	20.0	15.5	8.7	5.1	15.9	40.0
AnimeJapan	11.8	12.4	0.0	3.8	13.5	12.6	13.3	13.6	12.5	5.6	9.5	0.0	7.7	5.0	10.3	15.2	8.5	2.3	30.0
Wonder Festival	11.4	12.2	0.0	0.0	4.1	6.8	15.2	19.5	22.7	16.7	8.3	0.0	0.0	0.0	12.1	15.2	8.5	2.3	10.0
Japan Amusement Expo	8.8	9.6	0.0	1.9	7.6	3.9	9.5	14.8	18.2	11.1	5.9	0.0	0.0	5.0	13.8	6.5	1.7	2.3	10.0
CharaHobby C3×HOBBY	8.3	9.0	0.0	7.7	5.8	3.9	8.9	13.6	14.8	16.7	5.5	0.0	0.0	0.0	6.9	10.9	3.4	6.8	0.0
Others	7.2	7.7	0.0	5.8	5.8	11.6	3.2	8.1	10.2	11.1	5.5	0.0	15.4	15.0	5.2	6.5	1.7	4.5	0.0
None of the above	33.0	32.1	25.0	34.6	33.3	37.7	29.1	28.4	30.7	33.3	36.4	33.3	46.2	35.0	27.6	37.0	33.9	47.7	40.0

\*Darker shading indicates a higher ratio.

- The event respondents visited most is "Comic Market"(38.0%) and "Niconico Chokaigi /Tokaigi" (19.1%) comes second. "JUMP FESTA"(19.0%) and "Next-generation World Hobby Fair"(16.7%) follows. 67.0% of all respondents experienced any event on the list.
- Segments whose figures are over more than 10 points than the "overall" are; "Next-generation World Hobby Fair" of male age 10 to 14 (42.3%), "Wonder Festival" of male age 40 to 49 (22.7%), "JUMP FESTA" of female age 20 to 24 and 25 to 29 (37.9% and 34.8%), and "Comic Market" of female age 30 to 39 (49.2%).

### 3. Video Game Playing Status

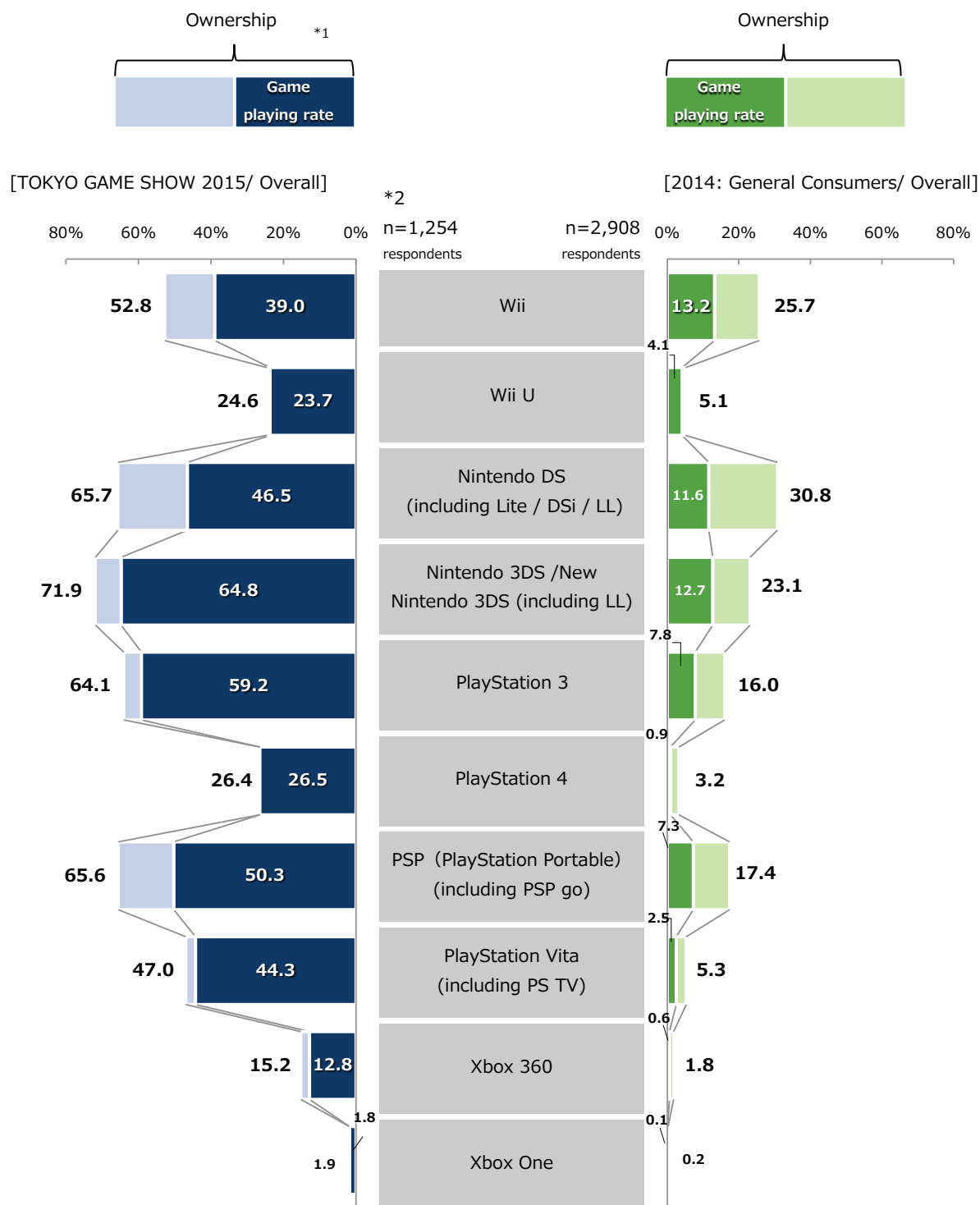
#### 1. Video Game Console Ownership and Game Playing Rate

Question

Please select all video game consoles that you have in your home. [Multiple answers]

Please select all video game consoles that you play games on. [Multiple answers]

#### ■ Comparison with General Consumers



## ■ Game Playing Rate by Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

	TOKYO GAME SHOW 2015/ Overall	Gender and Age																			
		Male										Female									
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9		10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	1,246	985	5	53	180	217	164	250	97	19	261	3	14	21	59	49	61	44	10		
Wii	39.0	38.8	80.0	62.3	57.8	41.0	37.8	22.4	32.0	15.8	39.8	33.3	78.6	57.1	45.8	38.8	29.5	22.7	60.0		
Wii U	23.7	23.8	0.0	54.7	30.6	22.1	22.6	18.0	19.6	5.3	23.4	0.0	28.6	42.9	28.8	20.4	21.3	13.6	20.0		
Nintendo DS (including Lite / DSi / LL)	46.5	44.7	20.0	64.2	59.4	49.8	40.9	33.2	33.0	42.1	53.3	66.7	57.1	61.9	69.5	51.0	41.0	43.2	60.0		
Nintendo 3DS /New Nintendo 3DS (including LL)	64.8	64.5	100.0	79.2	65.0	62.7	66.5	65.2	58.8	31.6	65.9	66.7	92.9	76.2	71.2	73.5	63.9	50.0	20.0		
PlayStation 3	59.2	62.3	40.0	45.3	56.7	74.2	71.3	61.2	50.5	31.6	47.5	33.3	35.7	33.3	57.6	65.3	52.5	25.0	20.0		
PlayStation 4	26.5	29.1	0.0	20.8	36.7	29.5	31.7	28.0	22.7	10.5	16.5	0.0	14.3	23.8	13.6	20.4	21.3	11.4	0.0		
PSP (PlayStation Portable) (including PSP go)	50.3	51.1	20.0	37.7	67.2	54.4	56.1	45.6	35.1	15.8	47.5	0.0	21.4	57.1	64.4	59.2	47.5	27.3	10.0		
PlayStation Vita (including PS TV)	44.3	47.0	0.0	37.7	50.0	52.5	56.7	44.8	30.9	21.1	34.1	0.0	21.4	42.9	40.7	51.0	31.1	18.2	10.0		
Xbox 360	12.8	14.9	0.0	11.3	8.9	15.2	19.5	19.2	12.4	0.0	4.6	0.0	0.0	9.5	1.7	8.2	4.9	4.5	0.0		
Xbox One	1.8	2.0	0.0	5.7	2.8	0.9	2.4	1.6	2.1	0.0	0.8	0.0	0.0	4.8	1.7	0.0	0.0	0.0	0.0		

\*Darker shading indicates a higher ratio.

- Regarding the ownership rate of video game console for home use, "Nintendo 3DS / New Nintendo 3DS (including LL)" shows the highest rate at 71.9%, followed by "Nintendo DS (including Lite/DSi/LL)" (65.7%) and "PSP(PlayStation Portable)(including PSP go)" (65.6%), and "PlayStation 3" (64.1%) respectively.
- In a video game play ratio, "Nintendo 3DS/New Nintendo 3DS (including LL)" accounts for the highest percentage (64.8%) as the most played video game console. Next one is "PlayStation 3" (59.2%), followed by "PSP(PlayStation Portable)(including PSP go)"(50.3%), "Nintendo DS(including Lite / DSi / LL)" (46.5%), and "PlayStation Vita(including PS TV)"(44.3%) respectively.
- The following video game consoles are related to high game playing rate by gender and age (more than 10 points higher than "overall"): "Nintendo 3DS/New Nintendo 3DS (including LL)"(79.2%), "Nintendo DS(including Lite /DSi / LL)" (64.2%), "Wii"(62.3%), and "Wii U"(54.7%) of male age 10 to 14. "Wii"(57.8%), "PSP (PlayStation Portable)(including PSP go)"(67.2%), "Nintendo DS(including Lite / DSi / LL)" (59.4%), and "PlayStation 4"(36.7%) of male age 15 to 19. "PlayStation 3"(74.2%) of male age 20 to 24. "PlayStation 3"(71.3%) and "PlayStation Vita(including PS TV)" (56.7%) of male age 25 to 29. "Nintendo DS(including Lite / DSi / LL)"(69.5%) and "PSP(PlayStation Portable)(including PSP go)"(64.4%) of female age 20 to 24.

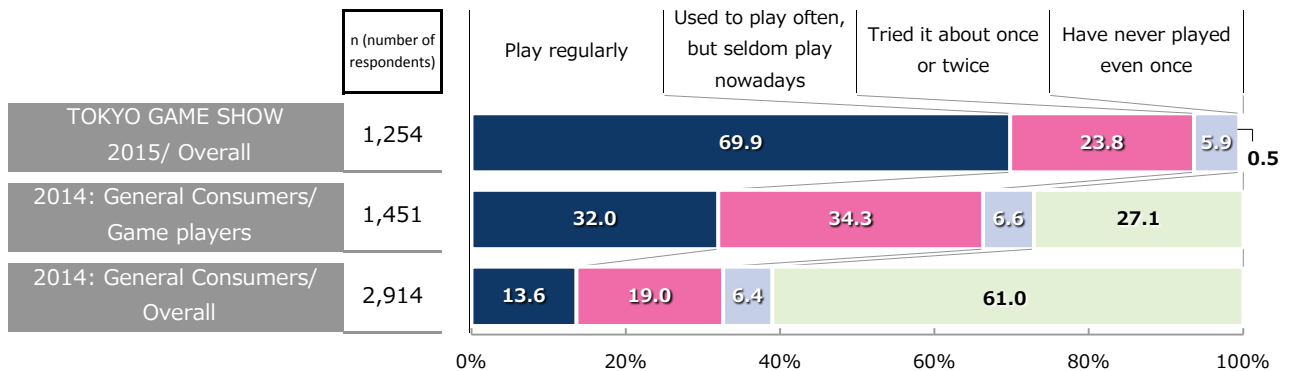


## 2. Experience of Playing Video Games

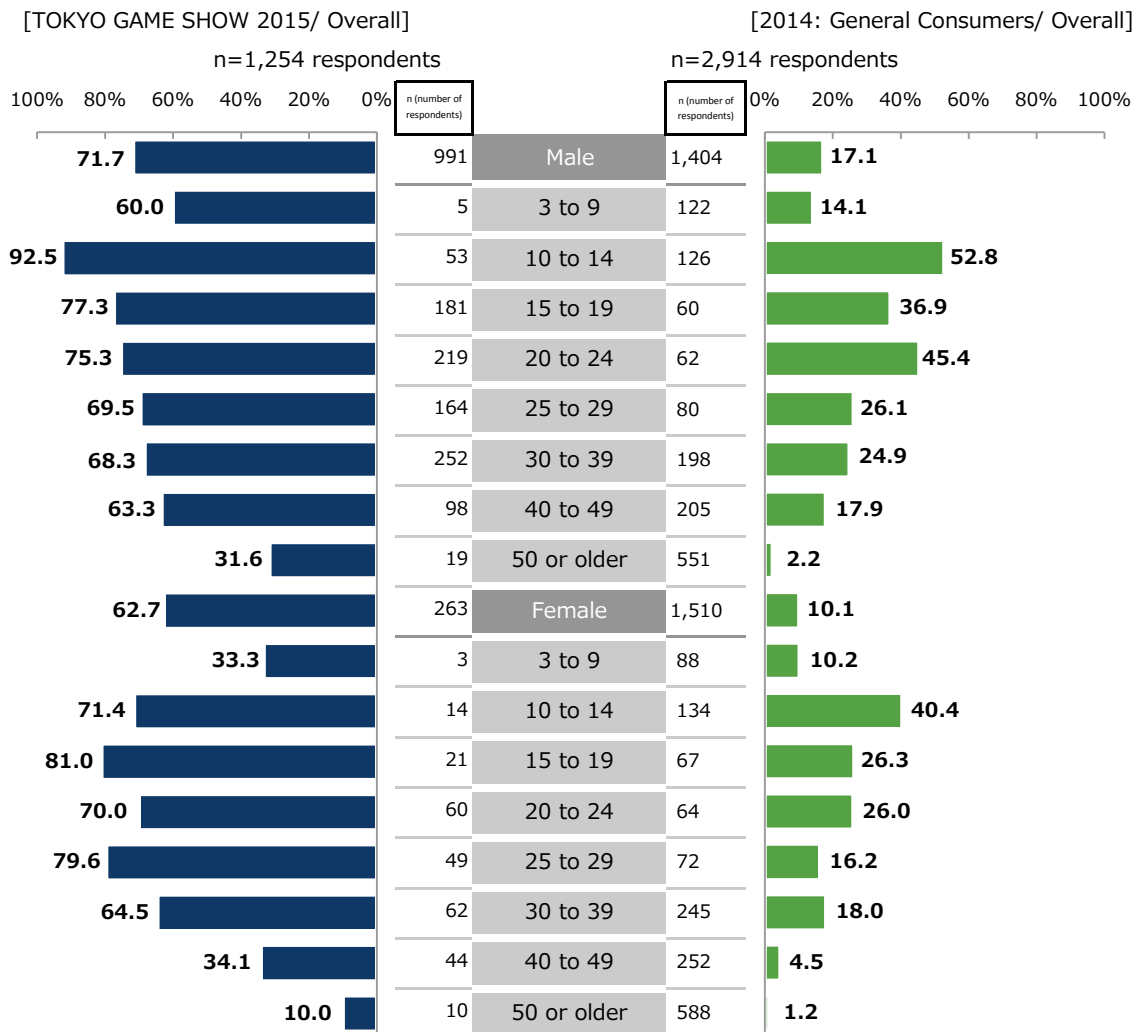
Question

Do you ever play games on video game consoles as shown in Q3? [Single answer]

### ■ Comparison with General Consumers



### ■ Rate of regular game playing (rate of those who answered "Play regularly") by Gender and Age



- Almost 70% of respondents say "Play regularly (now)" on video game consoles (69.9%).
- "Regular players" of TOKYO GAME SHOW 2015 (Male age 10 to 14, 15 to 19, 25 to 29, 30 to 39, and 40 to 49, and Female age 20 to 24, 25 to 29, and 30 to 39) have high points -about 40 points higher than "General consumers/overall" except female age 25 to 29 (for female age 25 to 29, 63.4 points higher).
- 71.7% of male says "Play regularly", especially male in age 10 to 14 shows high game playing ratio (92.5%), while female regular players are 62.7% with the highest ratio 79.6% in age of 25 to 29.

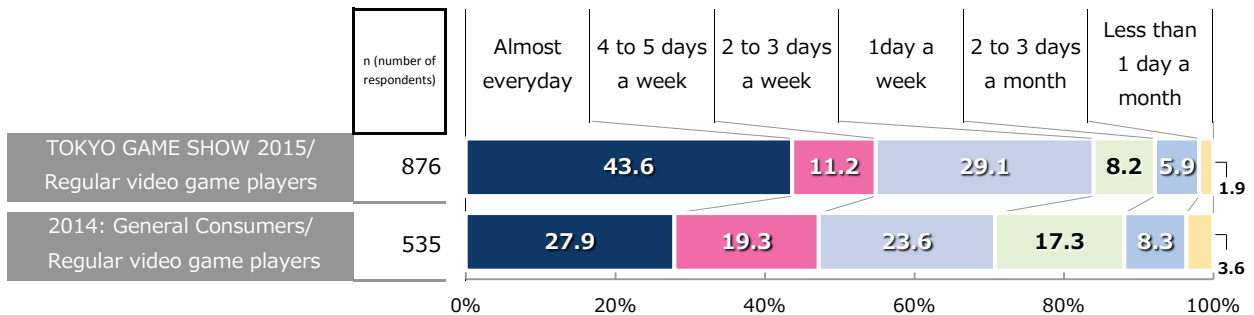
### 3. Frequency of Video Game Playing

Question

How many days do you play video games each week (or month) ? [Single answer]

#### ■ Comparison with General Consumers

[Regular video game players]



#### ■ Gender and Age/ IPS

[TOKYO GAME SHOW 2015/ Regular video game players]

(Unit: %)

		n (number of respondents)	Almost everyday	4 to 5 days a week	2 to 3 days a week	1day a week	2 to 3 days a month	Less than 1day a month
TOKYO GAME SHOW 2015/ Regular video game players		876	43.6	11.2	29.1	8.2	5.9	1.9
Gender and Age	Male	711	46.3	12.5	28.8	6.9	4.5	1.0
	3 to 9	3	66.7	0.0	33.3	0.0	0.0	0.0
	10 to 14	49	75.5	10.2	8.2	2.0	4.1	0.0
	15 to 19	140	58.6	13.6	23.6	3.6	0.0	0.7
	20 to 24	165	43.6	16.4	27.3	7.9	4.2	0.6
	25 to 29	114	36.0	14.0	30.7	9.6	5.3	4.4
	30 to 39	172	42.4	9.9	34.3	6.4	7.0	0.0
	40 to 49	62	35.5	8.1	41.9	11.3	3.2	0.0
	50 or older	6	0.0	0.0	33.3	16.7	50.0	0.0
	Female	165	32.1	5.5	30.3	13.9	12.1	6.1
	3 to 9	1	0.0	0.0	100.0	0.0	0.0	0.0
	10 to 14	10	40.0	0.0	40.0	10.0	10.0	0.0
	15 to 19	17	47.1	17.6	23.5	0.0	5.9	5.9
	20 to 24	42	31.0	7.1	31.0	14.3	11.9	4.8
	25 to 29	39	23.1	2.6	25.6	17.9	20.5	10.3
	30 to 39	40	35.0	0.0	32.5	15.0	10.0	7.5
	40 to 49	15	26.7	13.3	33.3	20.0	6.7	0.0
	50 or older	1	100.0	0.0	0.0	0.0	0.0	0.0
IPS	Innovator	540	52.2	12.0	27.8	4.4	3.0	0.6
	Early adopter	227	31.7	12.3	32.6	12.8	7.0	3.5
	Bridge people	59	27.1	6.8	20.3	20.3	20.3	5.1
	majority	41	19.5	2.4	36.6	17.1	19.5	4.9

\*Darker shading indicates a higher ratio.

- Regarding frequency of video game playing, "Almost everyday" is 43.6% and "4 to 5 days a week" is 11.2%.

The total figure of the two groups accounts for more than half of all.

- The segments whose points are 10 points higher than "overall" are as follows: Male age 10 to 14(75.5%) and 15 to 19(58.6%) in "Almost everyday", Male age 40 to 49(41.9%) in "2 to 3 days a week", and Female age 25 to 29(20.5%) in "2 to 3 days a month".

- Innovator in IPS category says "Almost everyday" at 52.2% and it is much high ratio compared to other IPSs.

## 4. Number of Video Game Software Purchases

### Question

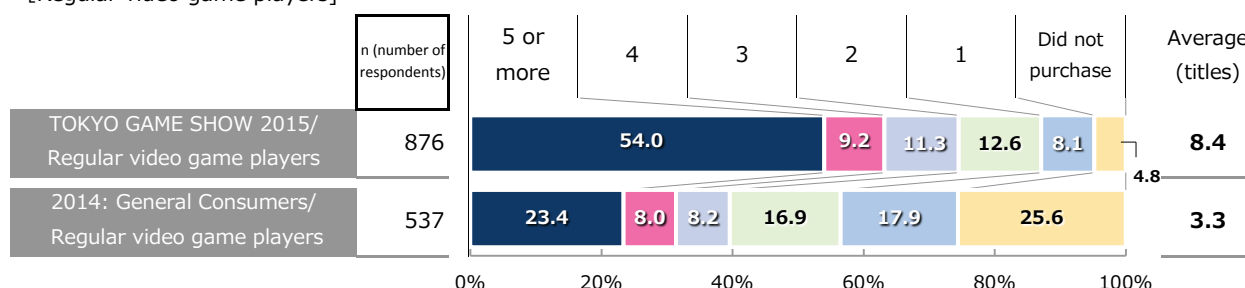
How many video game software did you purchase in the last 12 months?

Please select your answer for each of the following types of software. [Single answer]

[Purchase rate for newly released package software]

### ■ Comparison with General Consumers

[Regular video game players]



### ■ Gender and Age/ IPS

[TOKYO GAME SHOW 2015/ Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2015/Regular video game players		876	54.0	9.2	11.3	12.6	8.1	4.8	8.4
Gender and Age	Male	711	56.1	9.8	9.7	12.7	7.7	3.9	8.8
	3 to 9	3	66.7	0.0	0.0	33.3	0.0	0.0	10.0
	10 to 14	49	59.2	8.2	4.1	12.2	10.2	6.1	11.5
	15 to 19	140	58.6	11.4	6.4	10.7	7.1	5.7	9.7
	20 to 24	165	57.6	9.1	12.1	11.5	7.9	1.8	9.4
	25 to 29	114	55.3	12.3	10.5	12.3	7.0	2.6	9.4
	30 to 39	172	57.0	9.9	9.9	12.2	7.6	3.5	7.1
	40 to 49	62	45.2	6.5	14.5	21.0	9.7	3.2	6.3
	50 or older	6	33.3	0.0	0.0	16.7	0.0	50.0	9.5
	Female	165	44.8	6.7	18.2	12.1	9.7	8.5	6.6
	3 to 9	1	100.0	0.0	0.0	0.0	0.0	0.0	16.0
	10 to 14	10	40.0	0.0	30.0	0.0	10.0	20.0	6.3
	15 to 19	17	52.9	5.9	23.5	11.8	5.9	0.0	11.6
	20 to 24	42	54.8	2.4	14.3	11.9	7.1	9.5	5.9
IPS	25 to 29	39	48.7	10.3	15.4	10.3	10.3	5.1	7.3
	30 to 39	40	35.0	7.5	22.5	10.0	17.5	7.5	5.4
	40 to 49	15	26.7	13.3	6.7	33.3	0.0	20.0	3.4
	50 or older	1	0.0	0.0	100.0	0.0	0.0	0.0	3.0
	Innovator	540	69.6	9.8	8.9	6.7	3.7	1.3	10.5
	Early adopter	227	33.9	9.3	18.9	18.5	15.0	4.4	5.5
	Bridge people	59	10.2	5.1	5.1	33.9	15.3	30.5	2.2
	Majority	41	19.5	9.8	12.2	24.4	19.5	14.6	5.2

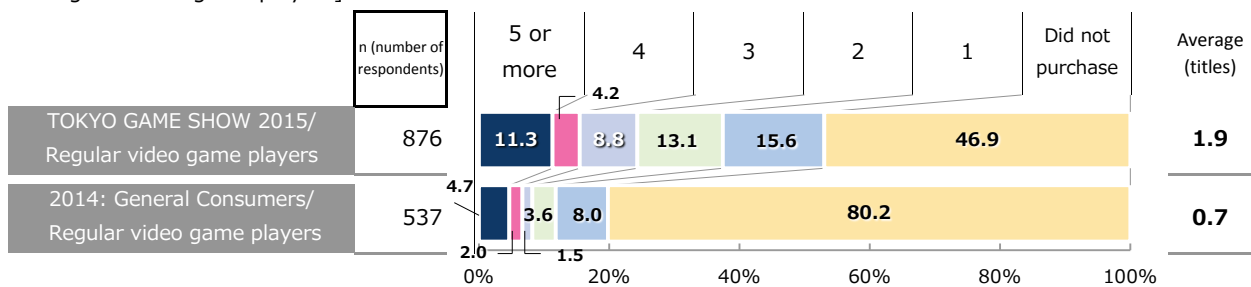
\*Darker shading indicates a higher ratio.

- More than half of the respondents purchased "5 or more" video game software (54.0%). The average number of purchase is 8.4.
- In male group, age 10 to 14 purchased most and the average number of purchased software is 11.5. For female, age 25 to 29 purchased 7.3 software on average.
- About 70% of Innovator says "5 or more"(69.6%) with the average 10.5 software purchased.

[Purchase rate for paid software downloads]

## ■ Comparison with General Consumers

[Regular video game players]



## ■ Gender and Age/ IPS

[TOKYO GAME SHOW 2015/ Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2015/ Regular video game players		876	11.3	4.2	8.8	13.1	15.6	46.9	1.9
Gender and Age	Male	711	12.2	4.4	9.6	13.5	14.9	45.4	2.0
	3 to 9	3	0.0	0.0	33.3	0.0	0.0	66.7	1.0
	10 to 14	49	10.2	4.1	14.3	14.3	18.4	38.8	2.3
	15 to 19	140	12.1	5.0	7.1	11.4	16.4	47.9	2.2
	20 to 24	165	15.2	4.2	7.9	12.7	13.3	46.7	2.2
	25 to 29	114	10.5	5.3	14.0	19.3	11.4	39.5	2.1
	30 to 39	172	13.4	4.1	8.7	15.1	15.1	43.6	2.0
	40 to 49	62	8.1	3.2	9.7	6.5	21.0	51.6	1.5
	50 or older	6	0.0	0.0	0.0	0.0	0.0	100.0	0.0
	Female	165	7.3	3.6	5.5	11.5	18.8	53.3	1.5
	3 to 9	1	100.0	0.0	0.0	0.0	0.0	0.0	5.0
	10 to 14	10	20.0	0.0	0.0	0.0	20.0	60.0	3.9
	15 to 19	17	5.9	5.9	0.0	17.6	5.9	64.7	2.1
IPS	20 to 24	42	11.9	4.8	4.8	11.9	21.4	45.2	1.6
	25 to 29	39	5.1	2.6	7.7	12.8	20.5	51.3	1.3
	30 to 39	40	2.5	5.0	10.0	12.5	15.0	55.0	1.1
	40 to 49	15	0.0	0.0	0.0	6.7	33.3	60.0	0.5
	50 or older	1	0.0	0.0	0.0	0.0	0.0	100.0	0.0
	Innovator	540	14.6	5.6	10.0	16.3	13.3	40.2	2.5
	Early adopter	227	7.5	2.2	8.4	9.3	19.8	52.9	1.3
	Bridge people	59	1.7	0.0	3.4	6.8	18.6	69.5	0.5
	Majority	41	2.4	4.9	0.0	4.9	22.0	65.9	0.7

\*Darker shading indicates a higher ratio.

- Respondents who chose "5 or more" of paid software downloads is 11.3% and those who "did not purchase" is 46.9%. The average number of software is 1.9.
- Male purchased more software downloads than female. The male's average number of purchase is 2.0 and the one of female is 1.5.
- Even Innovator purchased "5 or more" only at 14.6% and the average is 2.5 downloads purchased.

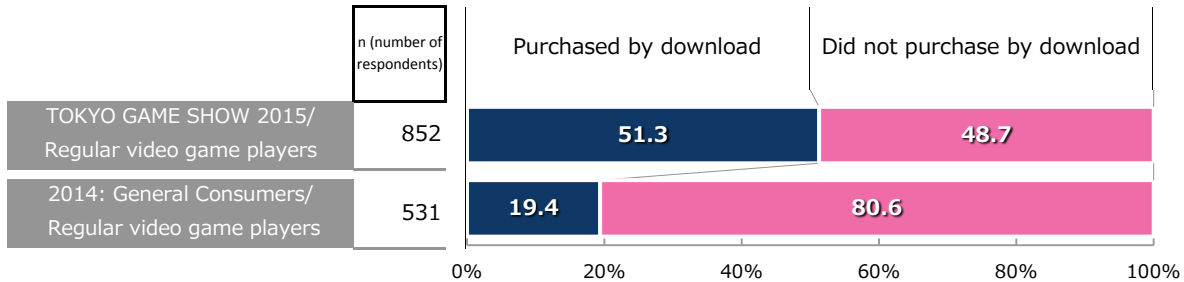
## 5. Purchasing/Non-purchasing of Additional Download Content for Video Games

### Question

Have you purchased any additional downloadable content on online shops provided by each video game console in the last 12 months? [Single answer]

### ■ Comparison with General Consumers

[Regular video game players]



### ■ Gender and Age/ IPS

[TOKYO GAME SHOW 2015/ Regular video game players]

(Unit: %)

	n (number of respondents)	Purchased by download	Did not purchase by download
TOKYO GAME SHOW 2015/ Regular video game players	852	51.3	48.7
Gender and Age	Male	53.5	46.5
	3 to 9	33.3	66.7
	10 to 14	55.3	44.7
	15 to 19	55.1	44.9
	20 to 24	53.1	46.9
	25 to 29	54.0	46.0
	30 to 39	54.7	45.3
	40 to 49	48.3	51.7
	50 or older	20.0	80.0
	Female	41.8	58.2
	3 to 9	100.0	0.0
	10 to 14	11.1	88.9
	15 to 19	33.3	66.7
	20 to 24	51.2	48.8
	25 to 29	42.1	57.9
	30 to 39	43.6	56.4
	40 to 49	35.7	64.3
	50 or older	0.0	100.0
IPS	Innovator	58.3	41.7
	Early adopter	43.5	56.5
	Bridge people	30.4	69.6
	Majority	30.8	69.2

\*Darker shading indicates a higher ratio.

- More than half of respondents purchased additional downloadable content for video games (51.3%).
- 53.4% of male purchased by download, which is higher than that of female (41.8%).
- In IPS category, 58.3% of Innovator purchased by download.

## 6. Favorite Game Genres

Question

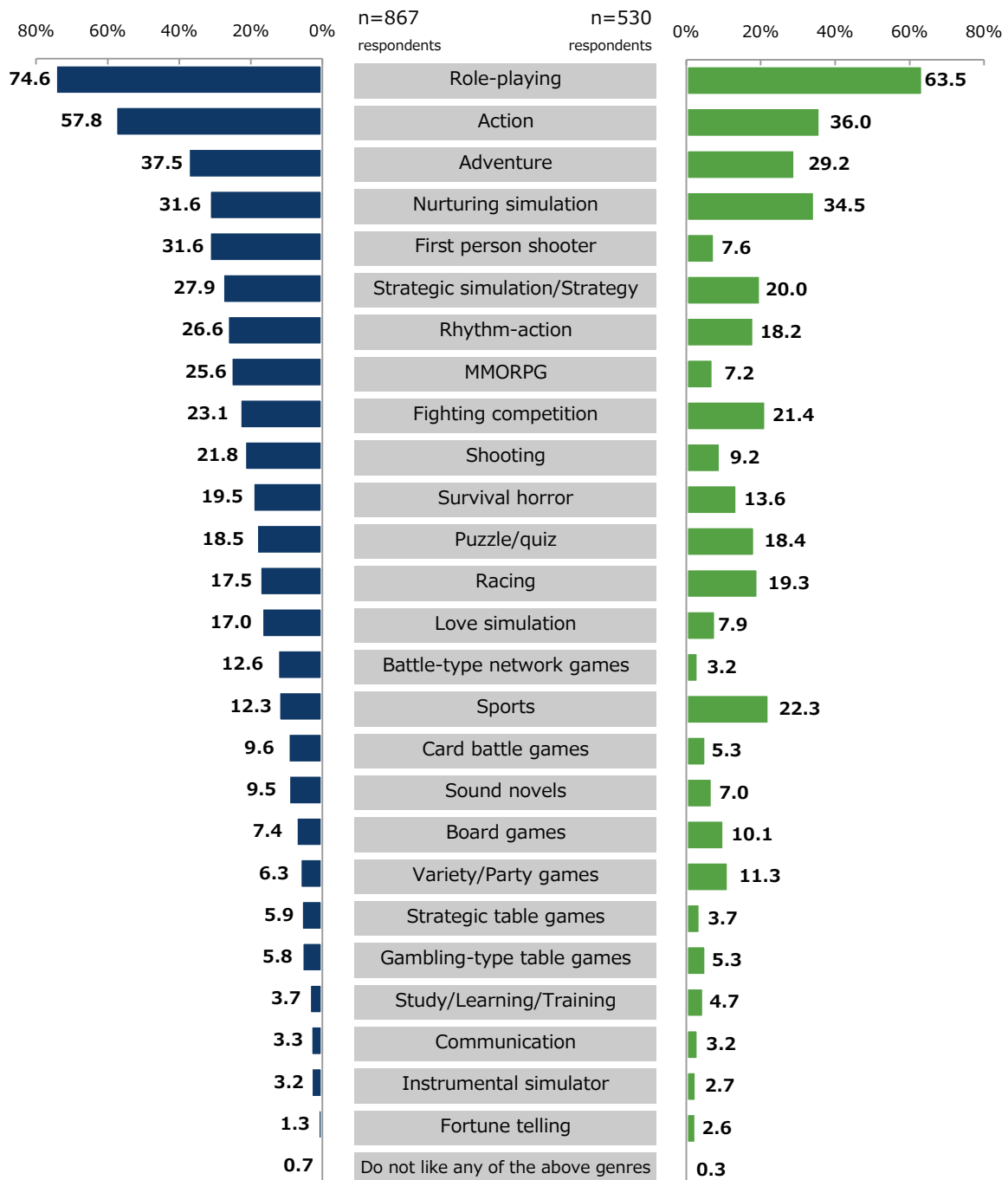
Which of the following video game genres do you like?

Please select all the answers that apply. [Multiple answers]

### ■ Comparison with General Consumers

[TOKYO GAME SHOW 2015/ Regular video game players]

[2014: General Consumers/ Regular video game players]



## ■ Order of Preference by Gender and Age

[TOKYO GAME SHOW 2015/ Regular video game players]

(Unit: %)

	1st Place	2nd Place	3rd Place	4th Place	5th Place
TOKYO GAME SHOW 2015/ Regular video game players	Role-playing	Action	Adventure	Nurturing simulation	First person shooter
(n=867)	74.6	57.8	37.5	31.6	
Male	Role-playing	Action	Adventure	First person shooter	Strategic simulation
705	74.3	60.4	38.2	35.9	30.4
3 to 9	Action	Role-playing	Adventure	*1	
3	100.0	66.7	33.3		
10 to 14	Action	Role-playing	Adventure	Fighting competition	Shooting
48	79.2	62.5	52.1	45.8	
15 to 19	Role-playing	Action	First person shooter	MMORPG	Adventure
139	66.2	65.5	49.6	42.4	40.3
20 to 24	Role-playing	Action	Adventure	First person shooter	Nurturing simulation
164	76.2	67.1	50.0	43.3	36.0
25 to 29	Role-playing	Action	Adventure	First person shooter	Strategic simulation
114	78.9	61.4	37.7	36.8	33.3
30 to 39	Role-playing	Action	Strategic simulation	Rhythm-action	First person shooter
172	78.5	50.6	31.4	27.3	24.4
40 to 49	Role-playing	Action	Adventure	Shooting	*2
59	76.3	45.8	37.3	20.3	18.6
50 or older	Role-playing	Racing	*3		
6	83.3	33.3	16.7		
Female	Role-playing	Action	Nurturing simulation	Rhythm-action	Adventure
162	75.9	46.3	41.4	39.5	34.6
10 to 14	Rhythm-action	Puzzle/quiz	*4		
10	70.0	50.0	30.0		
15 to 19	Role-playing	Action	Rhythm-action	Nurturing simulation	*5
17	76.5	58.8	41.2	35.3	23.5
20 to 24	Role-playing	Action	Rhythm-action	Adventure	Nurturing simulation
42	76.2	57.1	57.1	54.8	52.4
25 to 29	Role-playing	Action	Adventure	Nurturing simulation	Love simulation
39	87.2	41.0	38.5	35.9	
30 to 39	Role-playing	Nurturing simulation	Action	Puzzle/quiz	Love simulation
39	76.9	46.2	41.0	38.5	33.3
40 to 49	Role-playing	Puzzle/quiz	Action	Nurturing simulation	Love simulation
14	78.6	42.9	35.7	28.6	21.4
50 or older	Adventure	Action	Survival horror	Battle-type network games	
1	100.0				

\*1: Joint 4th place: Strategic simulation, Survival horror, Fighting competition, Racing, Puzzle/quiz

\*2: Joint 5th place: Racing, Puzzle/quiz

\*3: Joint 3rd place: Nurturing simulation, Strategic simulation, First person shooter, Sports, Puzzle/quiz, MMORPG, Study/Learning/Training

\*4: Joint 3rd place: Role-playing, Nurturing simulation, Adventure, Action, Fortune telling

\*5: Joint 5th place: Adventure, Shooting, First person shooter, Racing, MMORPG

- "Role-playing" and "Action" are the top two favorite game genres (Role-playing: 74.6%, Action: 57.8%).
- The ratio of "First person shooter"(31.6%), "Action"(57.8%), "MMORPG"(25.6%), "Shooting"(21.8%), and "Role-playing"(74.6%) of TOKYO GAME SHOW 2015 are higher than those of "General consumers" by more than 10 points.
- "Role-playing" and "Action" are ranked 1st and 2nd by both male and female. The 3rd are "Adventure" for male and "Nurturing simulation" for female.

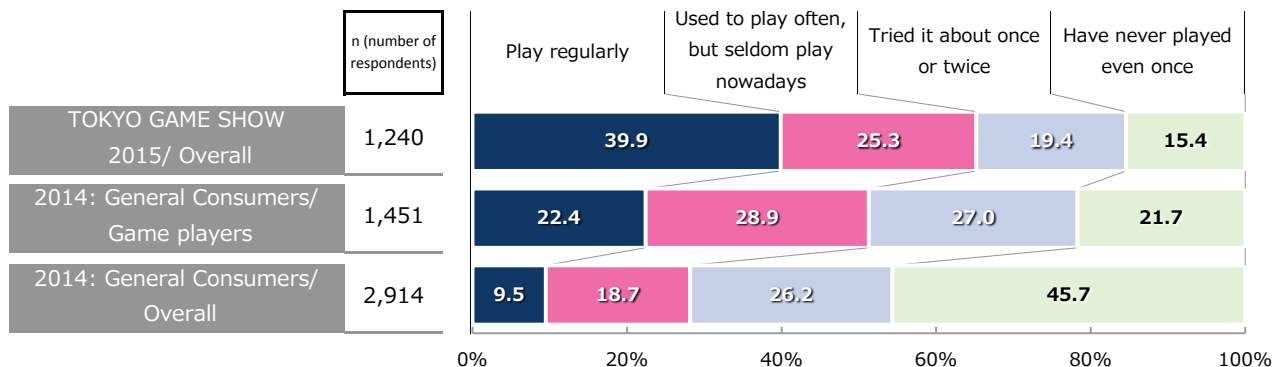
## 4. PC Game Playing Status

### 1. PC Game Playing Experience

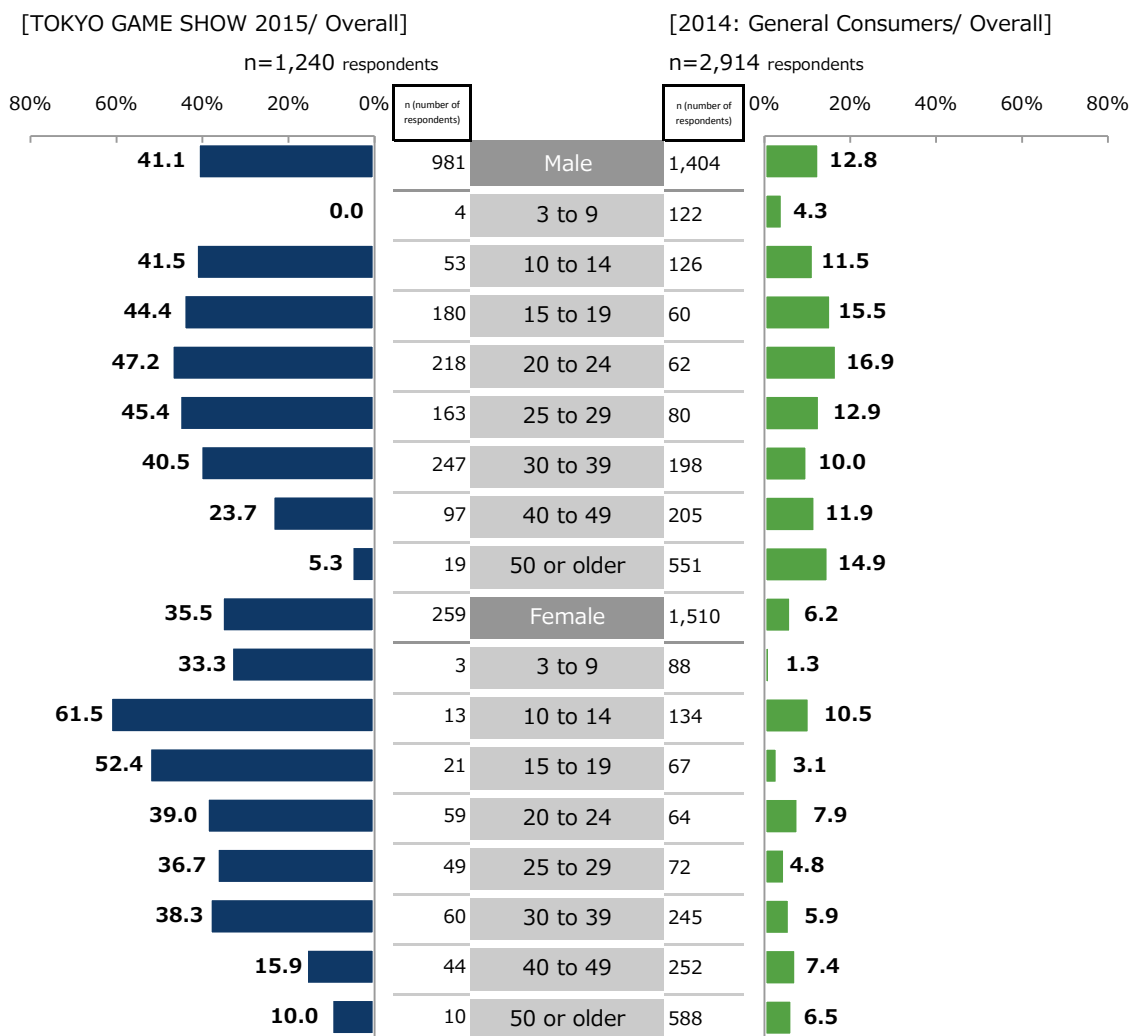
Question

Do you ever play games on PC? [Single answer]

#### ■ Comparison with General Consumers



#### ■ Rate of Regular Game Playing (rate of those who answered "Play regularly") by Gender and Age



- 39.9% of respondents play PC games regularly.
- The ratio of those who play games regularly (both male and female) is higher than the one of "General consumers/overall" by about 30 points.
- Regular PC game player ratios of male in age of 10 to 39 are all around 40%, while the ratios of female in age of 20 to 39 are around 30%.



## 2. Types of Game Played

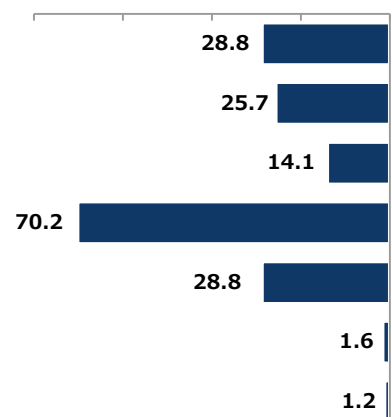
Question

Please choose the type(s) of PC games that you have played in the last 12 months. [Multiple answers]

### ■ Comparison with General Consumers

[TOKYO GAME SHOW 2015/ Regular PC game players]

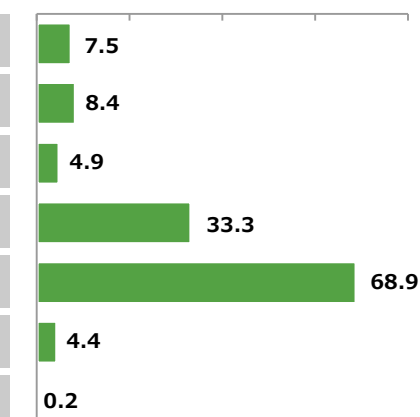
n=490 respondents



[2014: General Consumers/ Regular PC game players]

n=297 respondents

0% 20% 40% 60% 80%



### ■ Gender and Age

[TOKYO GAME SHOW 2015/ Regular PC game players]

(Unit: %)

	TOKYO GAME SHOW 2015/ Regular PC game players	Gender and Age																	
		Male									Female								
		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	490	399	0	22	79	102	73	99	23	1	91	1	8	11	23	18	23	7	0
Packaged game software purchased in stores or via mail order	28.8	31.8	0.0	18.2	30.4	34.3	35.6	33.3	17.4	100.0	15.4	0.0	0.0	0.0	17.4	27.8	13.0	28.6	0.0
Paid game downloads	25.7	28.8	0.0	31.8	27.8	37.3	27.4	26.3	4.3	100.0	12.1	0.0	25.0	9.1	13.0	27.8	0.0	0.0	0.0
Games with monthly payment	14.1	15.8	0.0	4.5	8.9	14.7	21.9	19.2	21.7	0.0	6.6	0.0	0.0	0.0	0.0	33.3	0.0	0.0	0.0
Free games but in-game items are required to purchase	70.2	69.2	0.0	50.0	73.4	70.6	69.9	70.7	56.5	100.0	74.7	0.0	37.5	90.9	78.3	66.7	87.0	71.4	0.0
Completely free games	28.8	29.1	0.0	27.3	29.1	35.3	28.8	21.2	39.1	0.0	27.5	100.0	75.0	18.2	30.4	27.8	13.0	14.3	0.0
Other games	1.6	1.8	0.0	4.5	2.5	3.9	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	5.6	0.0	0.0	0.0
Do not know/ do not remember	1.2	1.5	0.0	13.6	1.3	0.0	1.4	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

\*Darker shading indicates a higher ratio.

- The most popular type of PC games respondents played is "Free games but in-game items are required to purchase" at 70.2%, while for general consumers "Completely free games" goes to the top at 68.9%.
- "Free games but in-game items are required to purchase" is ranked top by both male and female. The male rates of "Packaged game software" and "Paid game downloads" are higher than female's by about 16 points respectively.

### 3. Purchasing/Non-purchasing of In-game Items in Free Games

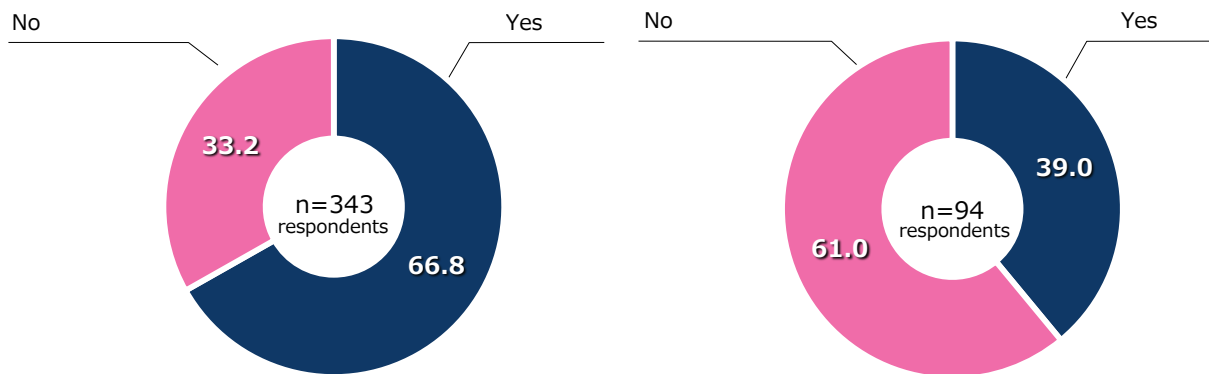
Question

In the last 12 months, have you purchased in-game items for free PC games which charge you for those items ? [Single answer]

#### ■ Comparison with General Consumers

[TOKYO GAME SHOW 2015/ PC game players who play free games with paid in-game items]

[2014: General Consumers/ PC game players who play free games with paid in-game items]



#### ■ Gender and Age

[TOKYO GAME SHOW 2015/ PC game players who play free games with paid in-game items]

(Unit: %)

		TOKYO GAME SHOW 2015/ PC game players who play free games with paid in- game items PC games with	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	343	276	0	11	58	72	51	70	13	1	67	0	3	9	18	12	20	5	0	
Yes	66.8	70.3	0.0	9.1	56.9	70.8	84.3	78.6	84.6	0.0	52.2	0.0	0.0	33.3	38.9	66.7	80.0	20.0	0.0	
No	33.2	29.7	0.0	90.9	43.1	29.2	15.7	21.4	15.4	100.0	47.8	0.0	100.0	66.7	61.1	33.3	20.0	80.0	0.0	

\*Darker shading indicates a higher ratio.

- 66.8% of PC game players who play "free games but in-game items are required to purchase" actually purchased in-game items, which is higher than "General consumers" by 27.8 points.
- The purchased rate of male is high at 70.3% and it is 18.1 points higher than the rate of female (52.2%).

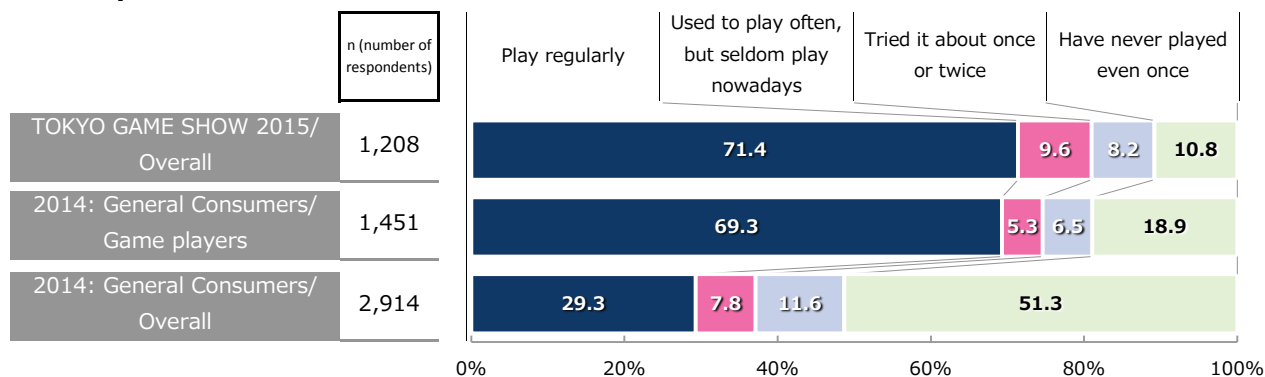
## 5. Smartphone/Tablet Game Playing Status

### 1. Smartphone/Tablet Game Playing Experience

Question

Do you ever play games on smartphone/tablet? [Single answer]

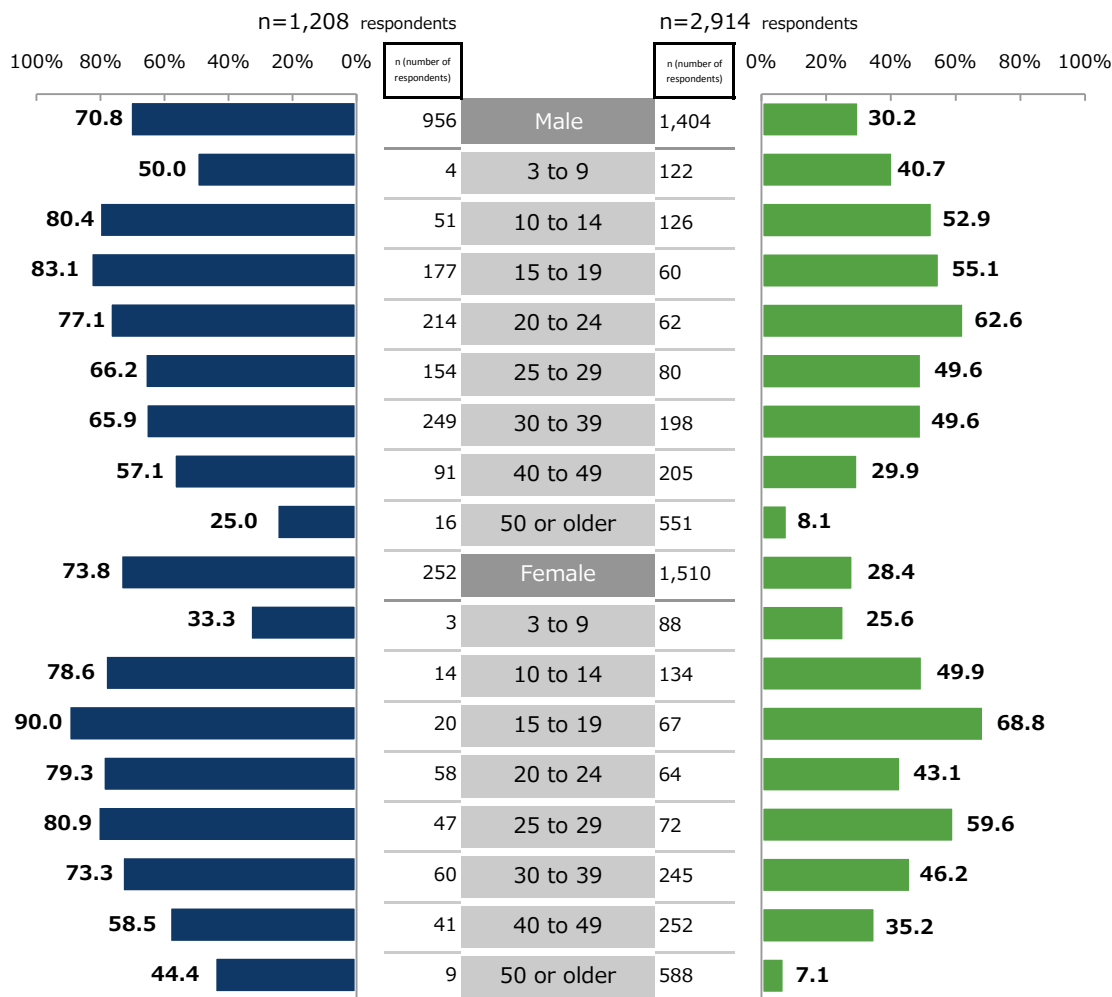
#### ■ Comparison with General Consumers



#### ■ Rate of Regular Game Playing (rate of those who answered "Play regularly") by Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

[2014: General Consumers/ Overall]



- 71.4% of respondents say "Play smartphone/tablet games regularly" now.
- The ratio of respondents of "TOKYO GAME SHOW 2015" who play regularly is as same as the one of "General consumers/Game players" (about 70%).
- Both male and female play smartphone/tablet game regularly at the almost same rate, which is different from the video gameplay ratio.

## 2.Types of Game Played

Question

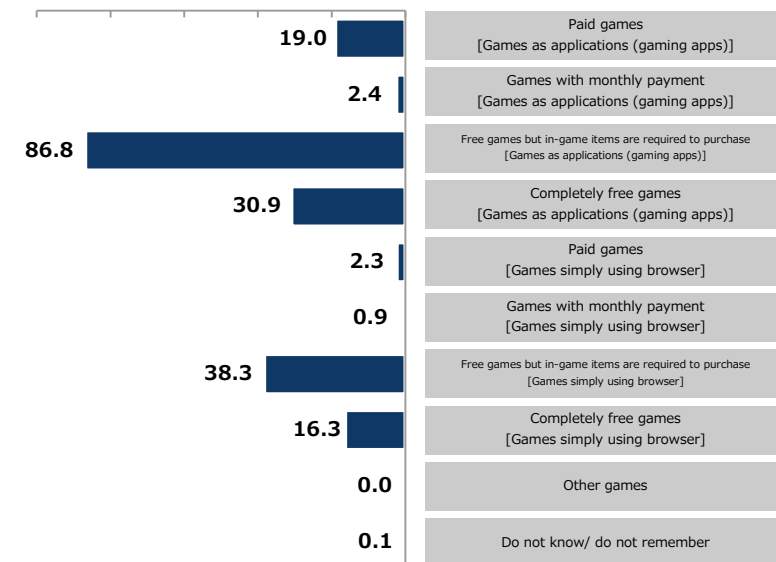
Please choose the type(s) of smartphone/tablet games that you have played in the last 12 months.

[Multiple answers]

### ■ Comparison with General Consumers

[TOKYO GAME SHOW 2015/ Regular smartphone/ tablet game players]

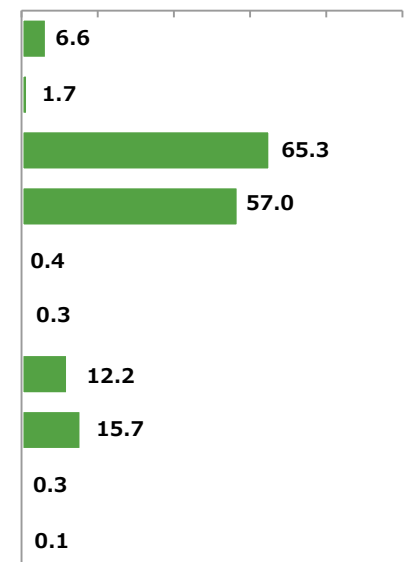
n=858 respondents



[2014: General Consumers/ Regular smartphone/ tablet game players]

n=986 respondents

0% 20% 40% 60% 80% 100%



### ■ Gender and Age

[TOKYO GAME SHOW 2015/ Regular smartphone/ tablet game players]

(Unit: %)

n (number of respondents)	TOKYO GAME SHOW 2015/ Regular smartphone/ tablet game players	Gender and Age																	
		Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
858	674	2	41	146	165	102	162	52	4	184	1	11	18	46	38	43	23	4	
Paid games[Games as applications (gaming apps)]	19.0	20.6	0.0	31.7	23.3	17.6	30.4	17.3	7.7	0.0	13.0	0.0	18.2	11.1	21.7	18.4	2.3	4.3	25.0
Games with monthly payment [Games as applications (gaming apps)]	2.4	2.8	0.0	2.4	0.7	1.8	7.8	1.9	5.8	0.0	1.1	0.0	0.0	0.0	2.2	2.6	0.0	0.0	0.0
Free games but in-game items are required to purchase [Games as applications (gaming apps)]	86.8	87.2	100.0	75.6	90.4	92.1	87.3	85.2	78.8	75.0	85.3	0.0	63.6	94.4	91.3	89.5	83.7	87.0	25.0
Completely free games[Games as applications (gaming apps)]	30.9	29.2	0.0	41.5	30.1	32.1	23.5	28.4	21.2	50.0	37.0	100.0	63.6	33.3	41.3	39.5	30.2	17.4	75.0
Paid games[Games simply using browser]	2.3	2.7	0.0	4.9	2.7	1.2	4.9	2.5	1.9	0.0	1.1	0.0	0.0	0.0	2.2	0.0	2.3	0.0	0.0
Games with monthly payment [Games simply using browser]	0.9	1.2	0.0	2.4	1.4	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Free games but in-game items are required to purchase [Games simply using browser]	38.3	39.2	0.0	34.1	36.3	47.9	40.2	34.6	38.5	25.0	35.3	0.0	36.4	33.3	37.0	50.0	34.9	13.0	25.0
Completely free games[Games simply using browser]	16.3	15.1	50.0	34.1	19.2	13.3	6.9	11.1	19.2	50.0	20.7	0.0	36.4	16.7	21.7	18.4	16.3	17.4	75.0
Other games	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Do not know/ do not remember	0.1	0.1	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

\*Darker shading indicates a higher ratio.

- The type of smartphone/tablet games respondents played most is "Free games but in-game items are required to purchase" that were downloaded as application at 86.8%. The ratio is higher than "General consumers" by 21.5 points. On the other hand, the ratio of "Completely free games" that were downloaded as application of the "General consumers" is higher than "TOKYO GAME SHOW 2015" by 26.1 points.
- Over 80% of both male and female have played "Free games but in-game items are required to purchase (downloaded as application)". Male choose "Paid games (downloaded as application)" more than female, showing the ratio is 7.6 points higher. Female choose more "Completely free games (application)" than male with the higher ratio (7.8 points higher).

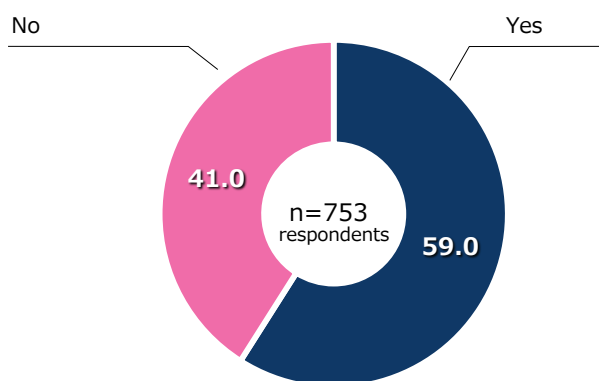
### 3. Purchasing/Non-purchasing of In-game Items in Free Games

#### Question

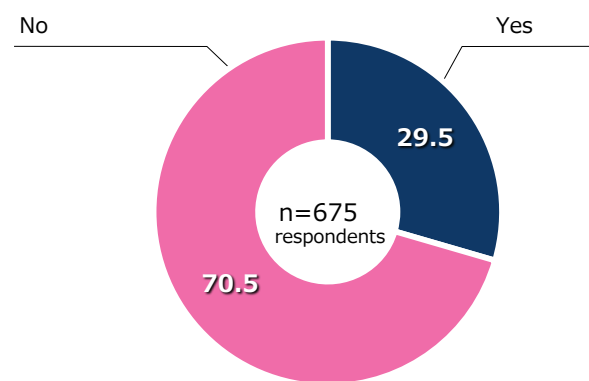
In the last 12 months, have you purchased in-game items for free smartphone/tablet games which charge you for those items? [Single answer]

#### ■ Comparison with General Consumers

[TOKYO GAME SHOW 2015/ Smartphone(tablet) game players who play free games with paid in-game items]



[2014: General Consumers/ Smartphone(tablet) game players who play free games with paid in-game items]



#### ■ Gender and Age

[TOKYO GAME SHOW 2015/ Smartphone(tablet) game players who play free games with paid in-game items]

(Unit: %)

		TOKYO GAME SHOW 2015/ Smartphone(tablet) game players who play free games with paid in-game items	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	753	595	2	33	131	152	90	141	43	3	158	0	8	17	42	33	37	20	1	
Yes	59.0	60.3	0.0	39.4	55.7	63.8	68.9	63.1	53.5	66.7	53.8	0.0	12.5	41.2	57.1	60.6	64.9	45.0	0.0	
No	41.0	39.7	100.0	60.6	44.3	36.2	31.1	36.9	46.5	33.3	46.2	0.0	87.5	58.8	42.9	39.4	35.1	55.0	100.0	

\*Darker shading indicates a higher ratio.

- 59.0% of smartphone/tablet game players who play "free games but in-game items are required to purchase" actually purchased in-game items, which is higher than "General consumers" by 29.5 points.
- The purchased rate of male in age of 25 to 29 is especially high at 68.9% and it is 6.5 points higher than the rate of female.

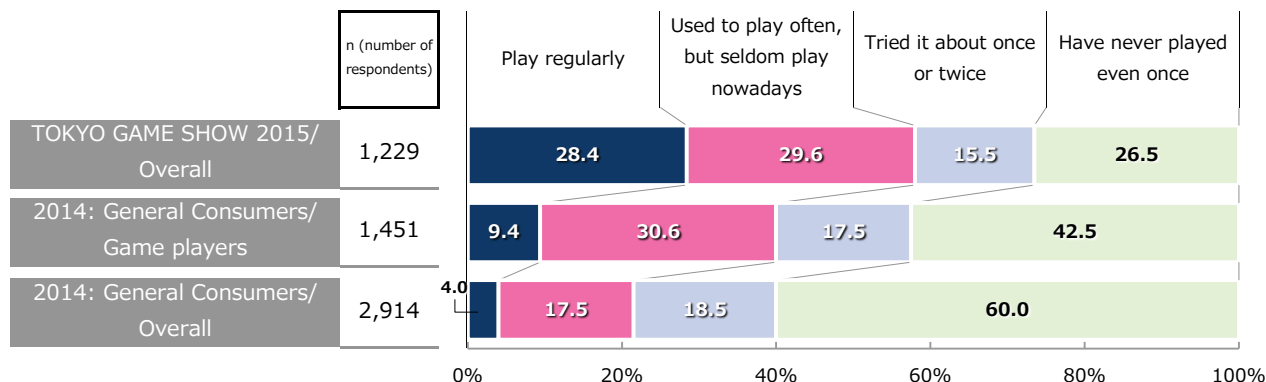
## 6. Mobile Phone Game Playing Status

### 1. Mobile Phone Games Playing Experience

Question

Do you ever play games on mobile phone? [Single answer]

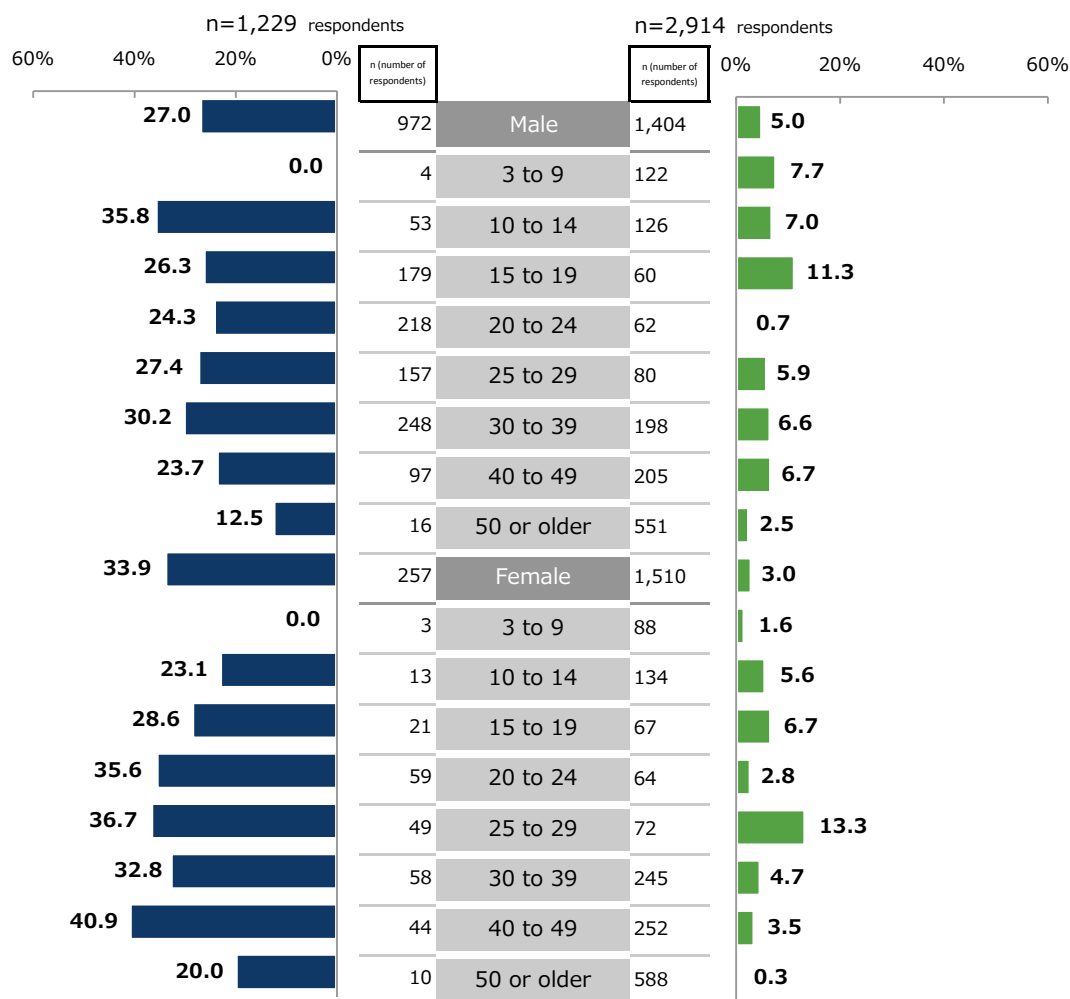
#### ■ Comparison with General Consumers



#### ■ Rate of Regular Game Playing (rate of those who answered "Play regularly") by Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

[2014: General Consumers/ Overall]



- 28.4% of respondents play mobile phone games regularly, that is a remarkably low ratio compared to other game platforms. The ratio of "Used to play often but seldom play now" is 29.6%.
- Regular mobile phone game player ratio of female is 33.9% and it is higher than that of male (27.0%). 40.9% of female in age of 40 to 49 play mobile games regularly.

## 2. Types of Games Played

### Question

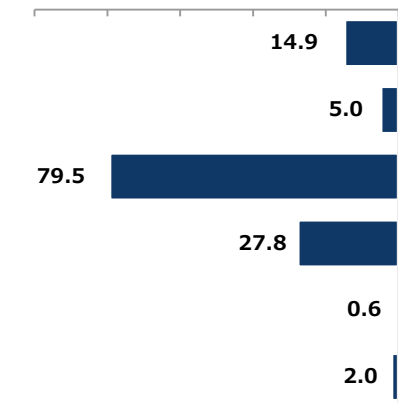
Please choose the type(s) of mobile phone games that you have played in the last 12 months.

[Multiple answers]

### ■ Comparison with General Consumers

[TOKYO GAME SHOW 2015/ Regular mobile phone game players]

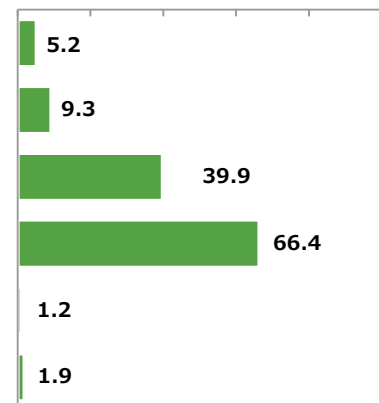
n=342 respondents



[2014: General Consumers/ Regular mobile phone game players]

n=132 respondents

0% 20% 40% 60% 80% 100%



### ■ Gender and Age

[TOKYO GAME SHOW 2015/ Regular mobile phone game players]

(Unit: %)

		TOKYO GAME SHOW 2015/ Regular mobile phone game players	Gender and Age																	
			Male								Female									
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)		342	258	0	19	46	53	43	72	23	2	84	0	3	6	20	18	18	17	2
Paid games		14.9	17.4	0.0	26.3	13.0	20.8	25.6	11.1	17.4	0.0	7.1	0.0	0.0	16.7	10.0	16.7	0.0	0.0	0.0
Games with monthly payment		5.0	5.0	0.0	0.0	4.3	5.7	4.7	8.3	0.0	0.0	4.8	0.0	0.0	16.7	5.0	5.6	5.6	0.0	0.0
Free games but in-game items are required to purchase		79.5	79.5	0.0	73.7	82.6	84.9	83.7	79.2	60.9	50.0	79.8	0.0	66.7	50.0	80.0	88.9	83.3	76.5	100.0
Completely free games		27.8	25.2	0.0	36.8	23.9	22.6	16.3	30.6	21.7	50.0	35.7	0.0	66.7	16.7	25.0	61.1	27.8	29.4	50.0
Other games		0.6	0.8	0.0	0.0	0.0	0.0	1.4	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Do not know/ do not remember		2.0	2.7	0.0	15.8	4.3	1.9	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

\*Darker shading indicates a higher ratio.

- The type of mobile phone games respondents play most is "Free games but in-game items are required to purchase" at 79.5%, which is very high ratio. Among "General consumers", the most popular type of games is "Completely free games" (66.4%).
- Even though about 80% of both male and female plays "Free games but in-game items are required to purchase", female prefers "Completely free games" and male likes to play "Paid games" more. The each ratio of male or female is about 10 points higher than the one of the opposite gender.

### 3. Purchasing/Non-purchasing of In-game Items in Free Games

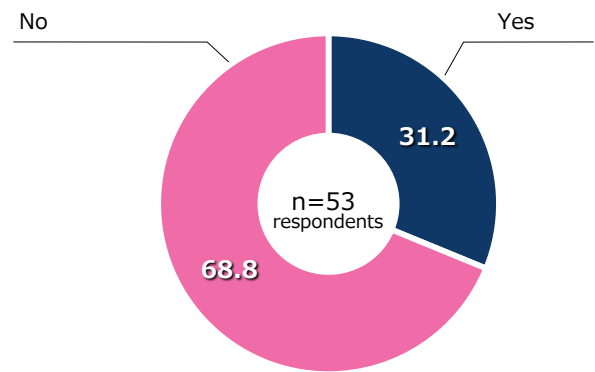
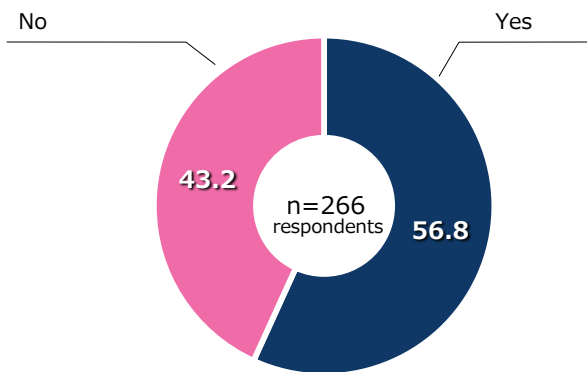
#### Question

In the last 12 months, have you purchased in-game items for free mobile phone games which charge you for those items? [Single answer]

#### ■ Comparison with General Consumers

[TOKYO GAME SHOW 2015/ Mobile phone game players who play free games with paid in-game items]

[2014: General Consumers/ Mobile phone game players who play free games with paid in-game items]



#### ■ Gender and Age

[TOKYO GAME SHOW 2015/ Mobile phone game players who play free games with paid in-game items]

(Unit: %)

		TOKYO GAME SHOW 2015/ Mobile phone game players who play free games with paid in-game items	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	266	200	0	13	37	44	34	57	14	1	66	0	2	3	16	15	15	13	2	
Yes	56.8	59.0	0.0	38.5	54.1	68.2	70.6	61.4	28.6	0.0	50.0	0.0	0.0	66.7	37.5	80.0	46.7	38.5	50.0	
No	43.2	41.0	0.0	61.5	45.9	31.8	29.4	38.6	71.4	100.0	50.0	0.0	100.0	33.3	62.5	20.0	53.3	61.5	50.0	

\*Darker shading indicates a higher ratio.

- 56.8% of mobile phone game players who play "free games but in-game items are required to purchase" actually purchased in-game items.
- For both male and female, the purchased rates are between 50% and 60%.



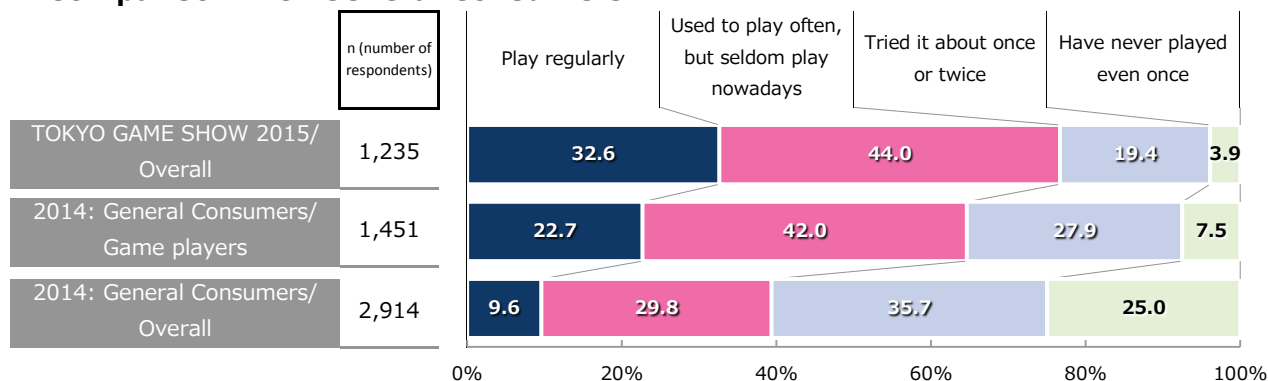
## 7. Arcade Game Playing Status

### 1. Arcade Game Playing Experience

Question

Do you ever play arcade games? [Single answer]

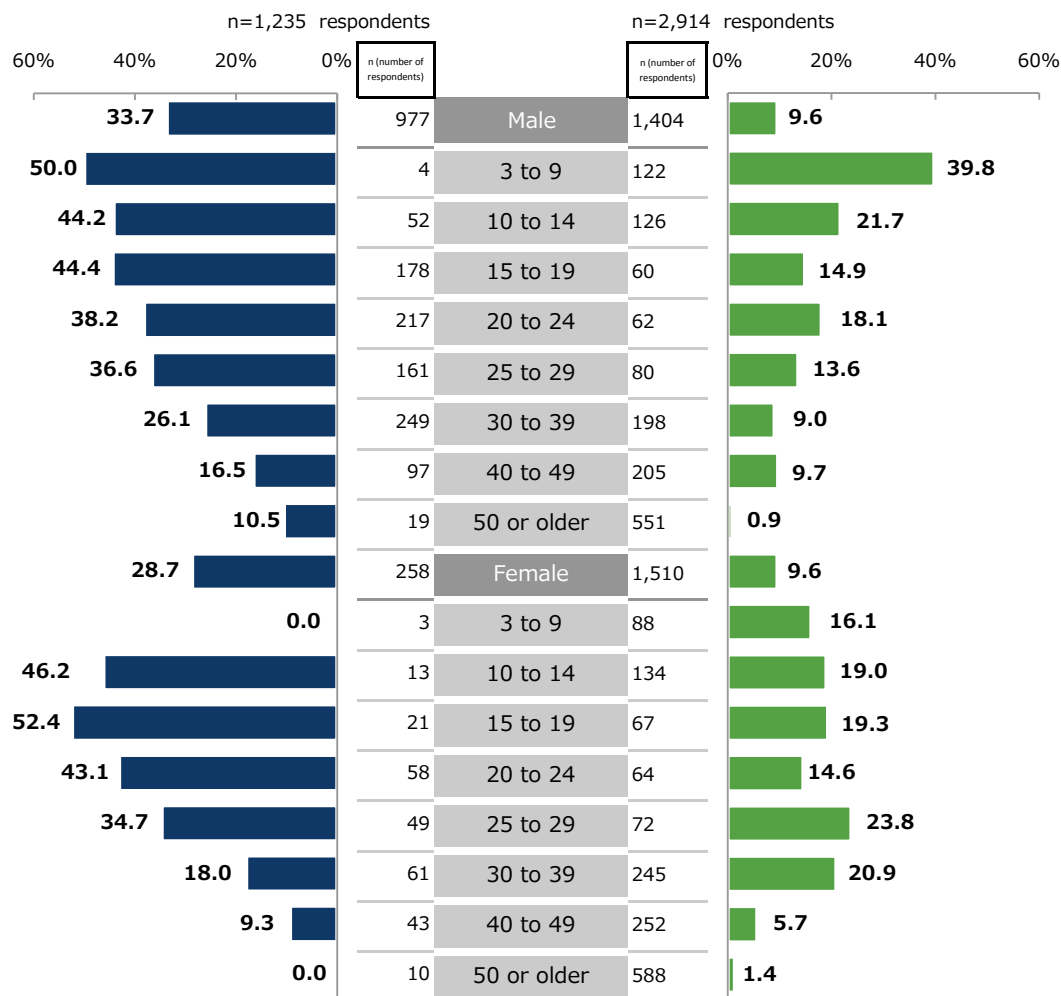
#### ■ Comparison with General Consumers



#### ■ Rate of Regular Game Playing (rate of those who answered "Play regularly") by Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

[2014: General Consumers/ Overall]



- 32.6% of respondents says "Play arcade games regularly", but 44.0% says "Used to play often but seldom play nowadays" that is a high ratio compared to other game platforms.
- For both male and female, about 30% of them play arcade games on a regular basis. "Male in age of 10 to 19" and "Female in age of 20 to 24" accounts for about 40%.

## 8. Overlaps among Types of Games

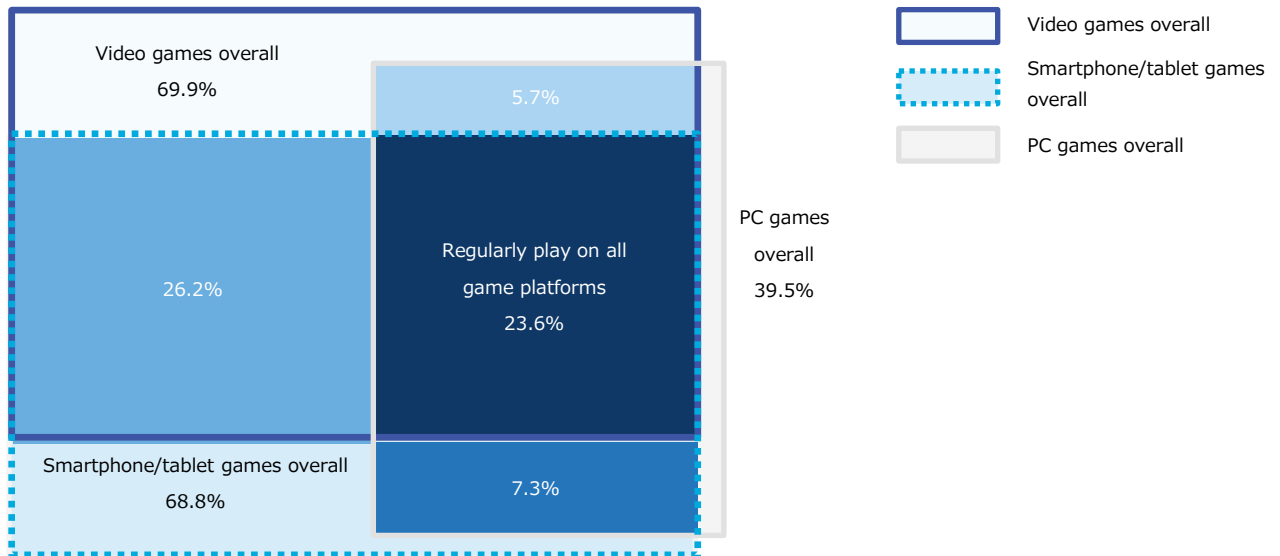
### 1. Game Platform Overlap Rates by regular game players

The following diagram represents the overlaps in the usage of the three game types ("video games," "PC games," and "smartphone/tablet games") by regular game players (those who answered "play regularly.")

#### ■ Comparison with General Consumers

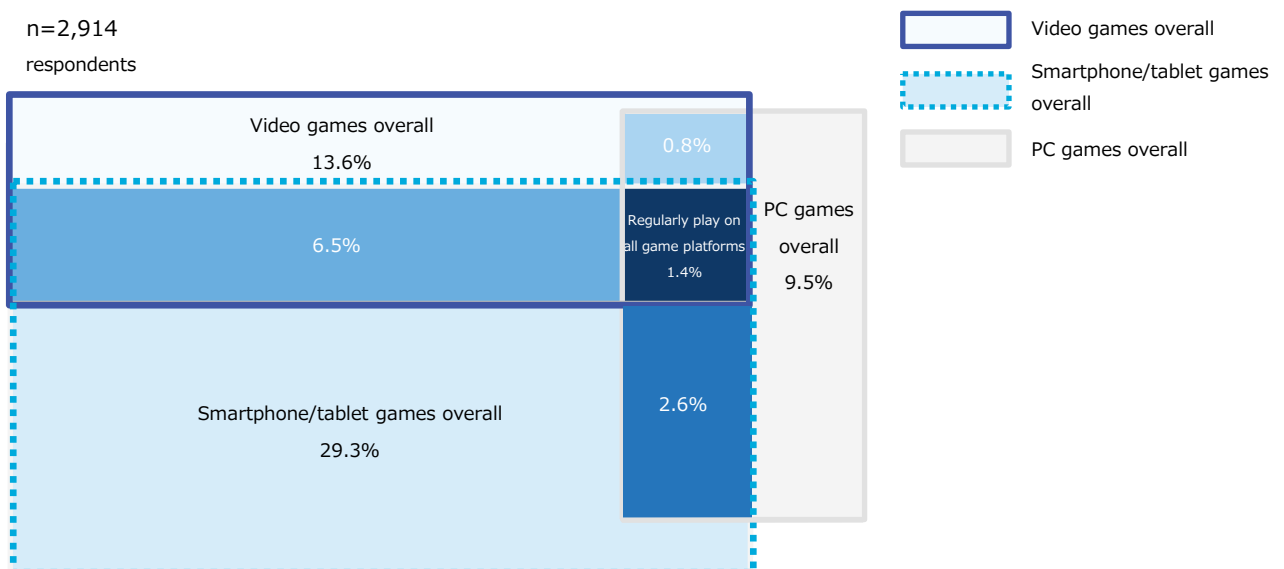
[TOKYO GAME SHOW 2015/ Overall]

n=1,254  
respondents



[2014: General Consumers/ Overall]

n=2,914  
respondents



\* Overlap rate is calculated from the respective numbers of effective responses.

- 23.6% of respondents plays all types of games (Video games, Smartphone/Tablet games, and PC games) on a regular basis. The ratio is higher than "General consumers/overall" by 22.2 points.
- Those who play only video games and smartphone/tablet games regularly accounts for 26.2%, while "only video games and PC games" players account for 5.7%.

## ■ Game overlap rate by type of regular game players

[TOKYO GAME SHOW 2015/ Type of regular game players]

(Unit: %)

		n (number of respondents)	video games	PC games	smartphone/tablet games	mobile phone games	arcade games
Regular video game players	876	—	42.0	71.3	26.9	35.0	
Regular PC game players	495	74.3	—	78.4	32.1	38.4	
Regular smartphone/tablet game players	863	72.4	45.0	—	34.8	37.2	
Regular mobile phone game players	349	67.6	45.6	86.0	—	39.0	
Regular arcade game players	403	76.2	47.1	79.7	33.7	—	

\*Darker shading indicates a higher ratio.

## ■ Game overlap rate by type of regular game players

[2014: General Consumers/ Type of regular game players]

(Unit: %)

		n (number of respondents)	video games	PC games	smartphone/tablet games	mobile phone games	arcade games
Regular video game players	537	—	15.9	57.9	9.0	28.2	
Regular PC game players	305	22.8	—	41.9	10.4	14.6	
Regular smartphone/tablet game players	995	26.8	13.5	—	10.2	19.3	
Regular mobile phone game players	134	30.8	24.7	75.4	—	22.4	
Regular arcade game players	331	39.8	14.4	58.7	9.3	—	

\*Darker shading indicates a higher ratio.

● According to overlap rate of 5 types of games (Video games, PC games, Smartphone/Tablet games, Mobile phone games, and Arcade games) by each type of regular game players, almost 70% of all types of game players play video games. However, the overlap rate of "Smartphone/tablet games" (71.3%) by video game players is lower than those of other types of game players.

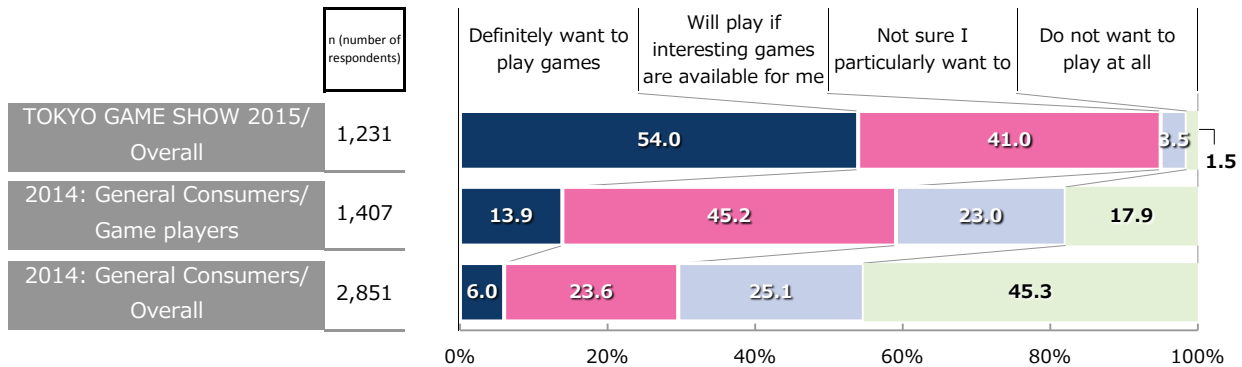
## 9. Willingness to Play Games in Future

### 1. Willingness to Play Video Games

Question

How much would you like to play games on video game consoles? [Single answer]

#### ■ Comparison with General Consumers



#### ■ Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

		TOKYO GAME SHOW 2015/ Overall	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)		1,231	973	4	53	176	216	160	249	97	18	258	3	14	21	60	48	60	44	8
Definitely want to play games		54.0	57.0	50.0	69.8	67.6	64.8	52.5	50.2	42.3	38.9	42.6	0.0	64.3	66.7	55.0	43.8	35.0	25.0	12.5
Will play if interesting games are available for me		41.0	38.4	25.0	26.4	30.1	30.6	42.5	46.2	49.5	50.0	50.8	100.0	28.6	33.3	43.3	47.9	60.0	61.4	62.5
Not sure I particularly want to		3.5	3.1	0.0	1.9	1.7	3.2	3.1	2.4	7.2	5.6	5.0	0.0	7.1	0.0	0.0	6.3	3.3	13.6	12.5
Do not want to play at all		1.5	1.4	25.0	1.9	0.6	1.4	1.9	1.2	1.0	5.6	1.6	0.0	0.0	0.0	1.7	2.1	1.7	0.0	12.5

\*Darker shading indicates a higher ratio.

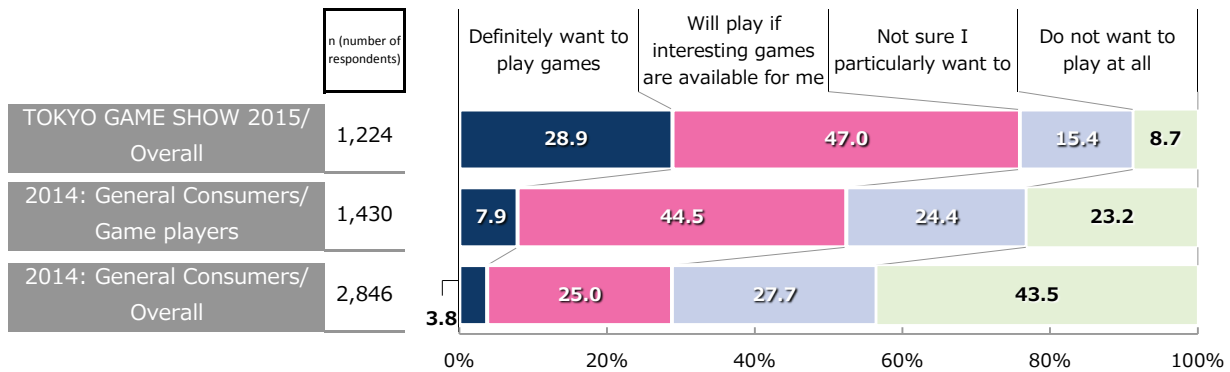
- 54.0% of respondents says "Want to play video games" continuously in future. With the respondents who "Will play if interesting games are available for me"(41.0%), 95.0% of them shows the willingness to play video games.
- The rate of "Definitely want to play games" is higher than the one of "General consumers/ Game players" by 40.1 points.
- Male says more "Want to play video games" than female, showing the higher rate by 14.4 points. Especially among males in age of 10 to 24, in the range of 65 to 70% chooses the answer.

## 2. Willingness to Play PC Games

Question

How much would you like to play games on PC? [Single answer]

### ■ Comparison with General Consumers



### ■ Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

		TOKYO GAME SHOW 2015/ Overall	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)		1,224	966	5	53	174	215	160	246	96	17	258	3	14	21	60	49	60	42	9
Definitely want to play games		28.9	31.5	0.0	39.6	44.8	38.6	33.1	22.4	12.5	11.8	19.4	33.3	64.3	28.6	21.7	22.4	11.7	2.4	22.2
Will play if interesting games are available for me		47.0	45.1	20.0	39.6	39.1	42.3	46.9	49.6	51.0	52.9	53.9	0.0	21.4	52.4	56.7	51.0	63.3	57.1	44.4
Not sure I particularly want to		15.4	15.2	40.0	13.2	10.9	13.5	14.4	17.5	21.9	17.6	15.9	33.3	0.0	4.8	16.7	14.3	15.0	28.6	11.1
Do not want to play at all		8.7	8.2	40.0	7.5	5.2	5.6	5.6	10.6	14.6	17.6	10.9	33.3	14.3	14.3	5.0	12.2	10.0	11.9	22.2

\*Darker shading indicates a higher ratio.

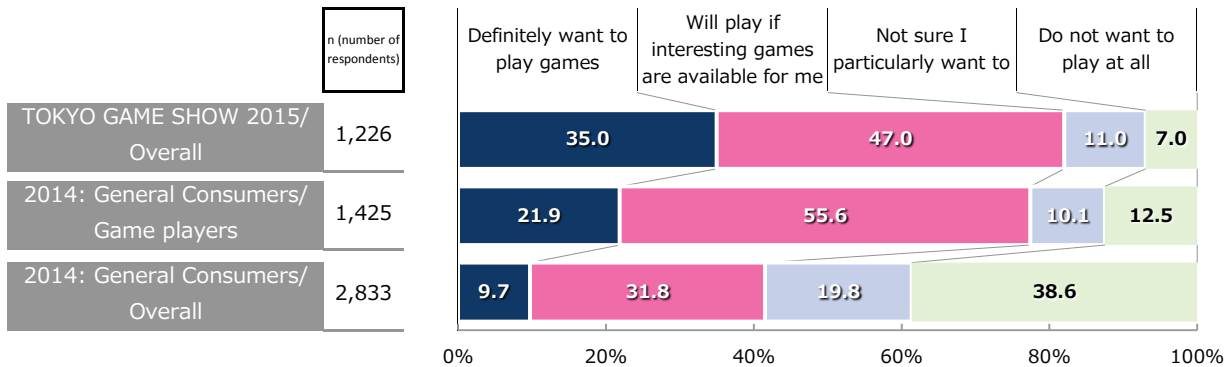
- 28.9% of respondents says "Want to play PC games" continuously in future. With the respondents who "Will play if interesting games are available for me" (47.0%), 75.9% of them shows the willingness to play PC games.
- The rate of "Definitely want to play games" is higher than the one of "General consumers/ Game players" by 21.0 points.
- Male says more "Want to play PC games" than female, showing the higher rate by 12.1 points. Especially among males in age of 15 to 19, over 40% chooses the answer.

### 3. Willingness to Play Smartphone/Tablet Games

#### Question

How much would you like to play games on smartphone/tablet? [Single answer]

#### ■ Comparison with General Consumers



#### ■ Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

		TOKYO GAME SHOW 2015/ Overall	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)		1,226	966	5	53	176	215	159	247	95	16	260	3	14	21	60	49	60	44	9
Definitely want to play games		35.0	35.4	40.0	56.6	47.2	38.6	27.7	27.5	32.6	6.3	33.5	66.7	64.3	57.1	38.3	34.7	26.7	13.6	22.2
Will play if interesting games are available for me		47.0	45.5	0.0	32.1	39.2	47.9	51.6	49.8	38.9	56.3	52.3	0.0	28.6	42.9	53.3	55.1	50.0	68.2	44.4
Not sure I particularly want to		11.0	11.5	40.0	7.5	9.7	10.2	10.7	13.8	11.6	25.0	9.2	0.0	0.0	0.0	5.0	6.1	18.3	15.9	0.0
Do not want to play at all		7.0	7.6	20.0	3.8	4.0	3.3	10.1	8.9	16.8	12.5	5.0	33.3	7.1	0.0	3.3	4.1	5.0	2.3	33.3

\*Darker shading indicates a higher ratio.

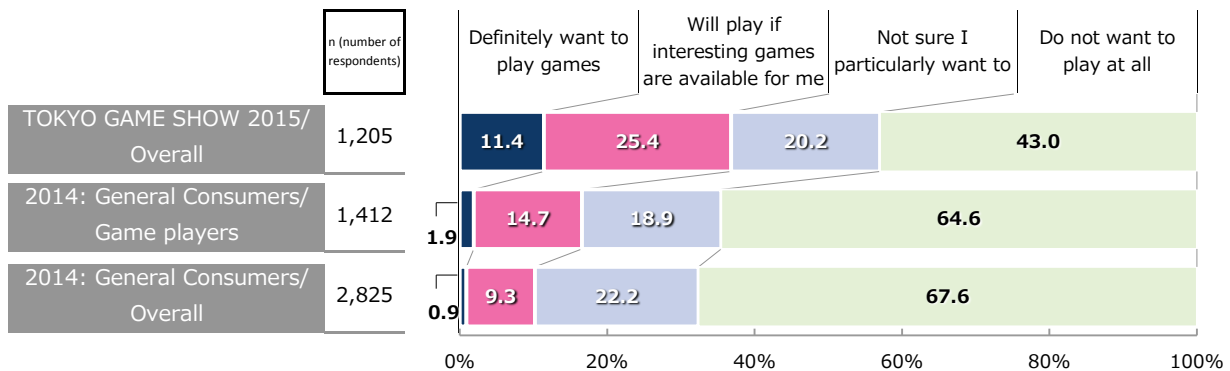
- 35.0% of respondents says "Want to play Smartphone/Tablet games" continuously in future. With the respondents who "Will play if interesting games are available for me"(47.0%), about 80% of them shows the willingness to play Smartphone/Tablet games.
- The rate of "Definitely want to play games" is higher than the one of "General consumers/ Game players" by 13.1 points.
- Both male and female show that the ratio of "definitely want to play games" is over 30%. Among males in age of 10 to 14, over 55% chooses the answer.

## 4. Willingness to Play Mobile Phone Games

### Question

How much would you like to play games on mobile phone? [Single answer]

### ■ Comparison with General Consumers



### ■ Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2015/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,205	957	5	52	174	214	159	244	92	17	248	3	14	20	58	47	57	41	8
Definitely want to play games	11.4	11.3	0.0	23.1	17.8	10.7	7.5	9.0	6.5	11.8	11.7	0.0	14.3	10.0	17.2	12.8	10.5	4.9	12.5
Will play if interesting games are available for me	25.4	23.1	0.0	15.4	19.0	25.2	23.9	25.4	22.8	29.4	34.3	0.0	28.6	35.0	39.7	27.7	36.8	34.1	37.5
Not sure I particularly want to	20.2	20.3	20.0	17.3	17.2	19.2	23.9	21.7	19.6	23.5	20.2	33.3	21.4	15.0	15.5	23.4	19.3	29.3	0.0
Do not want to play at all	43.0	45.4	80.0	44.2	46.0	44.9	44.7	43.9	51.1	35.3	33.9	66.7	35.7	40.0	27.6	36.2	33.3	31.7	50.0

\*Darker shading indicates a higher ratio.

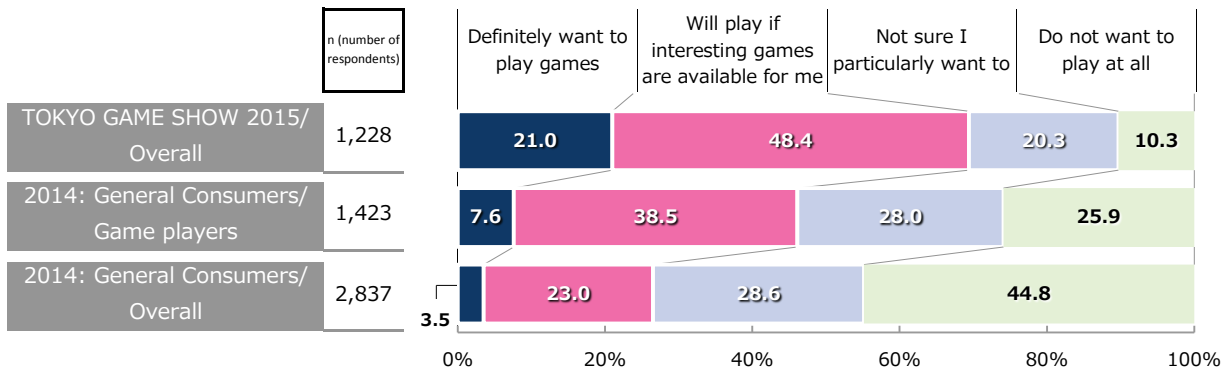
- 11.4% of respondents says "Want to play Mobile phone games" continuously in future. With the respondents who "Will play if interesting games are available for me" (25.4%), 36.8% of them shows the willingness to play mobile phone games.
- The rate of "Definitely want to play games" is higher than the one of "General consumers/ Game players" by 9.5 points.
- For both male and female, about 10% each says "want to play mobile phone games". Among males in age of 10 to 14, over 20% chooses the answer.

## 5. Willingness to Play Arcade Games

### Question

How much would you like to play games at arcade? [Single answer]

### ■ Comparison with General Consumers



### ■ Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

		TOKYO GAME SHOW 2015/ Overall	Gender and Age																	
			Male									Female								
			3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older		
n (number of respondents)	1,228	972	5	53	176	215	160	248	97	18	256	3	14	21	60	48	59	43	8	
Definitely want to play games	21.0	22.2	20.0	41.5	38.1	24.2	16.3	13.7	12.4	11.1	16.4	0.0	35.7	33.3	26.7	14.6	8.5	2.3	12.5	
Will play if interesting games are available for me	48.4	47.8	40.0	39.6	38.1	47.4	49.4	56.5	47.4	44.4	50.4	33.3	42.9	47.6	60.0	41.7	57.6	44.2	37.5	
Not sure I particularly want to	20.3	19.5	40.0	5.7	16.5	18.1	23.8	20.2	27.8	11.1	23.0	33.3	14.3	19.0	8.3	31.3	18.6	41.9	37.5	
Do not want to play at all	10.3	10.4	0.0	13.2	7.4	10.2	10.6	9.7	12.4	33.3	10.2	33.3	7.1	0.0	5.0	12.5	15.3	11.6	12.5	

\*Darker shading indicates a higher ratio.

- 21.0% of respondents says "Want to play Arcade games" continuously in future. With the respondents who "Will play if interesting games are available for me"(48.4%), nearly 70% of them shows the willingness to play arcade games.
- The rate of "Definitely want to play games" is higher than the one of "General consumers/ Game players" by 13.4 points.
- 22.2% of male and 16.4% of female "want to play arcade games". Among males in age of 10 to 19, about 40% of them chooses the answer.





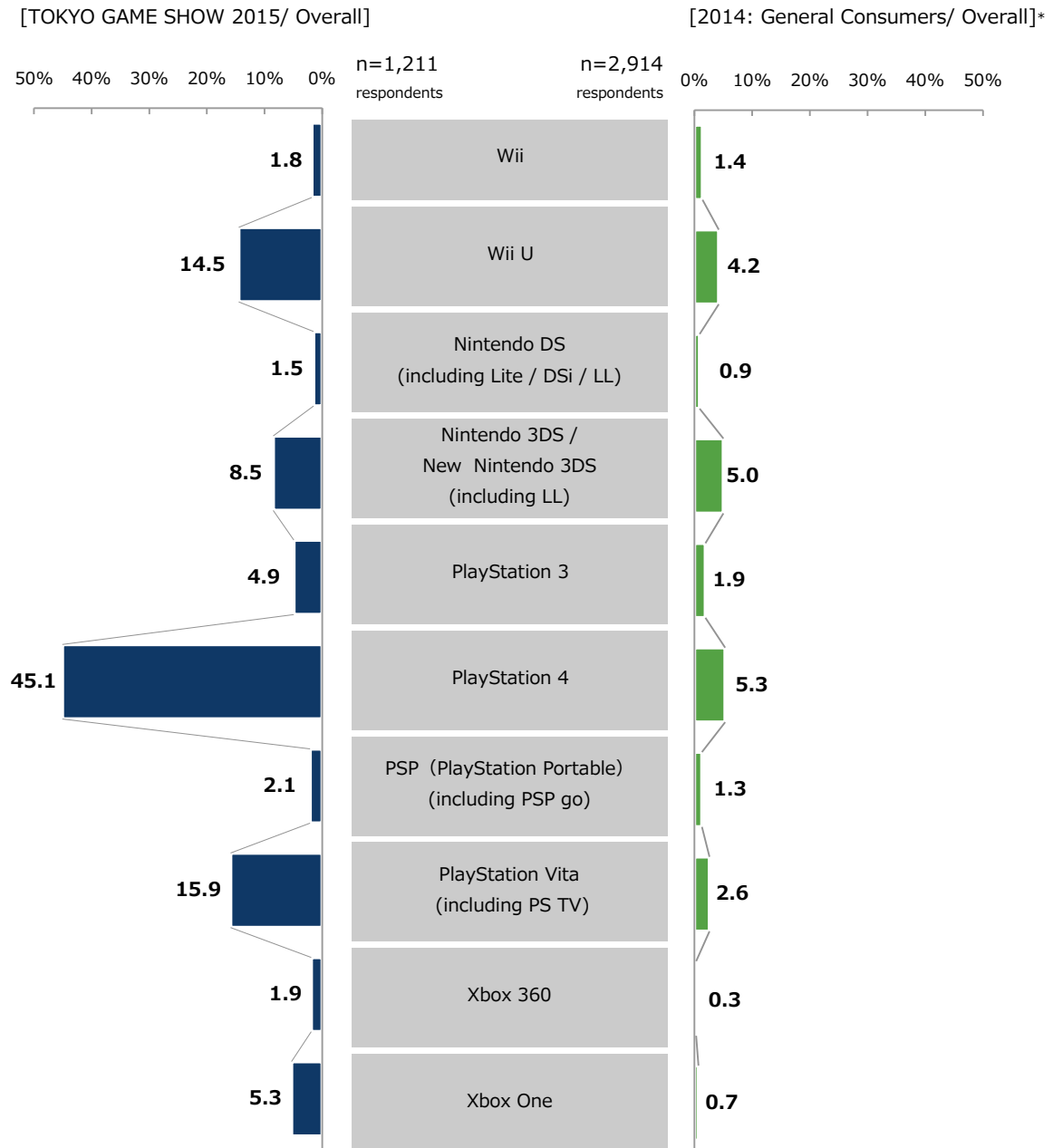
## 6. Willingness to Purchase Video Game Consoles



Question

Please select all video game consoles that you (or a co-resident) plan to purchase for your home (as a replacement or as an addition) . [Multiple answers]

### ■ Comparison with General Consumers



\* The purchase-plan rate for the general consumer survey is based on the sum of "will definitely purchase" and "thinking about purchasing."

## ■ Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2015/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,211	959	5	50	177	213	158	242	95	19	252	3	12	20	60	48	57	42	10
Wii	1.8	1.8	0.0	4.0	2.3	1.9	1.9	0.8	2.1	0.0	2.0	33.3	0.0	5.0	1.7	0.0	1.8	0.0	10.0
Wii U	14.5	15.1	20.0	18.0	18.6	15.0	16.5	14.0	9.5	5.3	12.3	0.0	8.3	15.0	20.0	12.5	5.3	14.3	0.0
Nintendo DS (including Lite / DSi / LL)	1.5	1.4	0.0	4.0	1.1	1.4	1.3	1.2	1.1	0.0	2.0	33.3	0.0	5.0	0.0	0.0	5.3	0.0	0.0
Nintendo 3DS / New Nintendo 3DS (including LL)	8.5	8.9	40.0	10.0	8.5	8.0	8.9	7.0	12.6	15.8	7.1	0.0	0.0	10.0	8.3	6.3	10.5	2.4	10.0
PlayStation 3	4.9	5.3	0.0	8.0	7.9	6.6	5.7	3.3	2.1	0.0	3.2	0.0	0.0	0.0	8.3	4.2	1.8	0.0	0.0
PlayStation 4	45.1	47.0	0.0	32.0	42.4	53.1	51.9	47.5	44.2	42.1	37.7	33.3	8.3	30.0	50.0	45.8	36.8	28.6	20.0
PSP (PlayStation Portable) (including PSP go)	2.1	2.2	0.0	0.0	2.8	1.9	3.8	2.1	1.1	0.0	2.0	0.0	0.0	0.0	5.0	4.2	0.0	0.0	0.0
PlayStation Vita (including PS TV)	15.9	16.1	0.0	18.0	18.6	13.1	13.9	17.8	14.7	26.3	15.5	0.0	33.3	25.0	13.3	12.5	19.3	9.5	10.0
Xbox 360	1.9	2.0	0.0	0.0	3.4	1.4	1.9	2.1	2.1	0.0	1.6	0.0	0.0	5.0	0.0	0.0	3.5	2.4	0.0
Xbox One	5.3	5.7	0.0	2.0	6.8	8.9	5.1	5.4	2.1	0.0	3.6	0.0	0.0	10.0	5.0	6.3	1.8	0.0	0.0

\*Darker shading indicates a higher ratio.

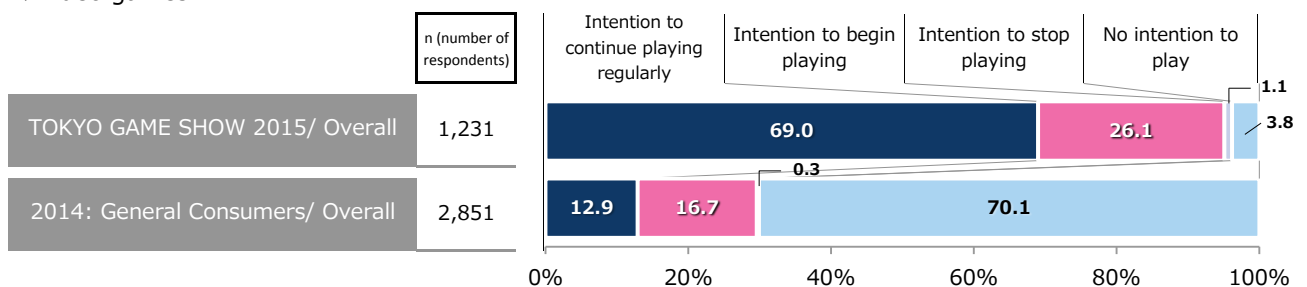
- The video game console respondents plan to purchase most is "PlayStation 4" (45.1%). It is followed by "PlayStation Vita (including PS TV)"(15.9%) and "Wii U"(14.5%).
- 47.0% of male and 37.7% of female plan to purchase "PlayStation 4". Over 50% of male in age of 20 to 29 and female in age of 20 to 24 choose this console.

## 7. Game Playing Experience and Willingness to Play

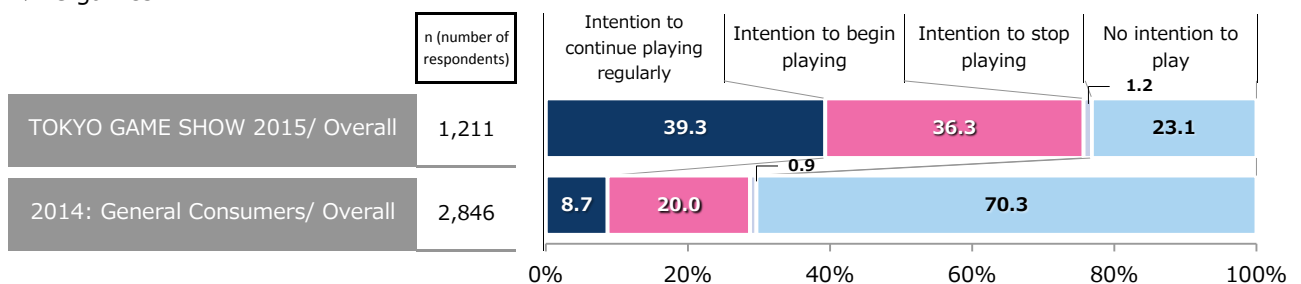
"Game playing experience" was cross-tabulated with "game playing willingness for" each game platform.  
The results are shown below in four categories.

		Gameplay experience			
		Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played even once
Intention to play	Definitely want to play games	Intention to continue playing regularly	Intention to begin playing		
	Will play if interesting games are available for me				
	Not sure I particularly want to	Intention to stop playing	No intention to play		
	Do not want to play at all				

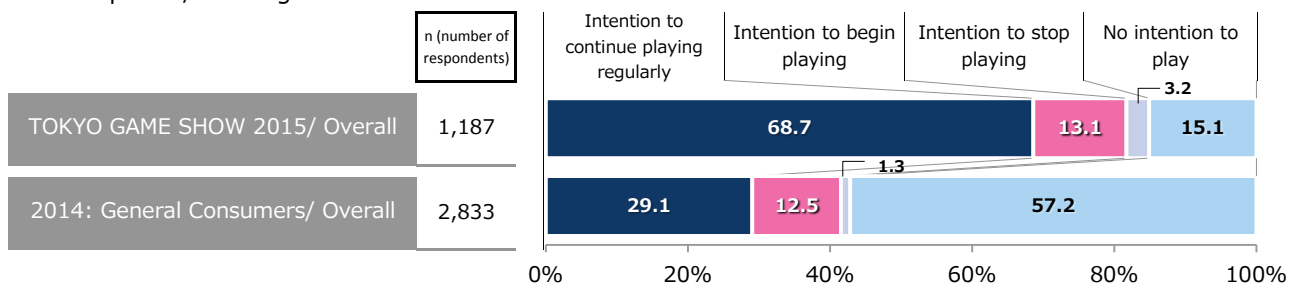
### ◆ Video games



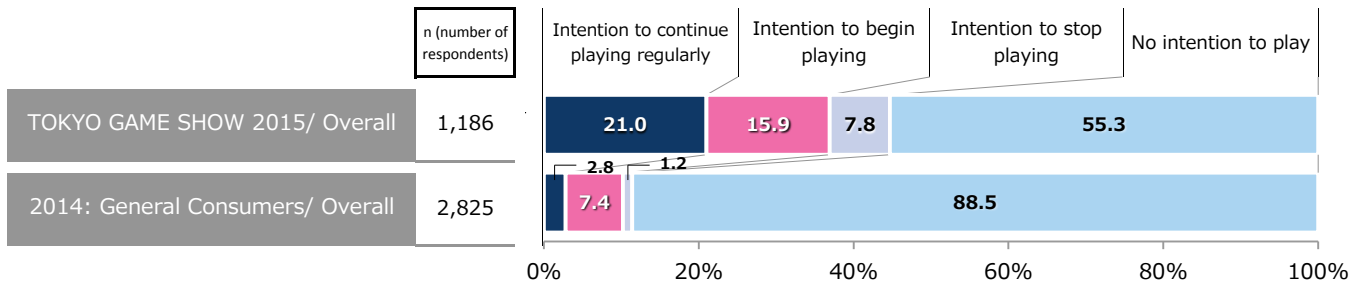
### ◆ PC games



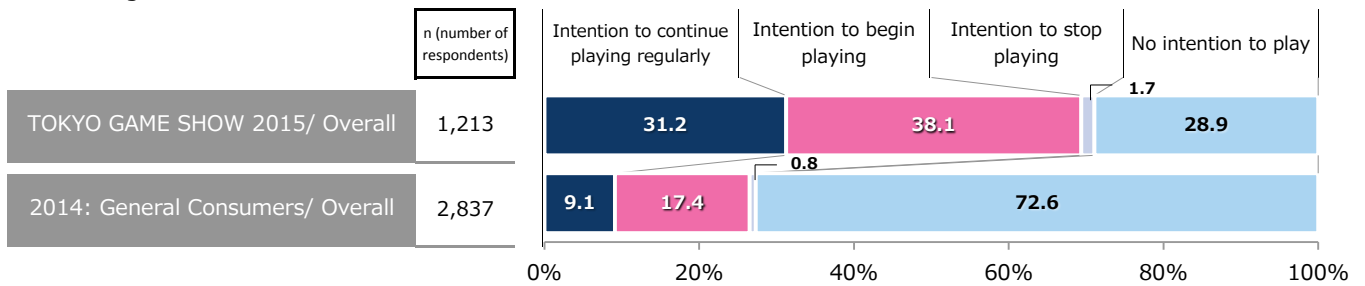
### ◆ Smartphone/ tablet games



◆ Mobile phone games



◆ Arcade games



- The rate of those who have "Intention to continue playing regularly" on video game consoles is 69.0%. It is higher than "General consumers" by 56.1 points.
- The rate of those who have "Intention to continue playing regularly" on PC is 39.3%. It is higher than "General consumers" by 30.6 points.
- The rate of those who have "Intention to continue playing regularly" on smartphone/tablet is 68.7%. It is higher than "General consumers" by 39.6 points.
- The rate of those who have "Intention to continue playing regularly" on mobile phone is 21.0%. It is higher than "General consumers" by 18.2 points.
- The rate of those who have "Intention to continue playing regularly" at arcade is 31.2%. It is higher than "General consumers" by 22.1 points.

## 8. Game Platform Overlap Rates by Willing Game Players

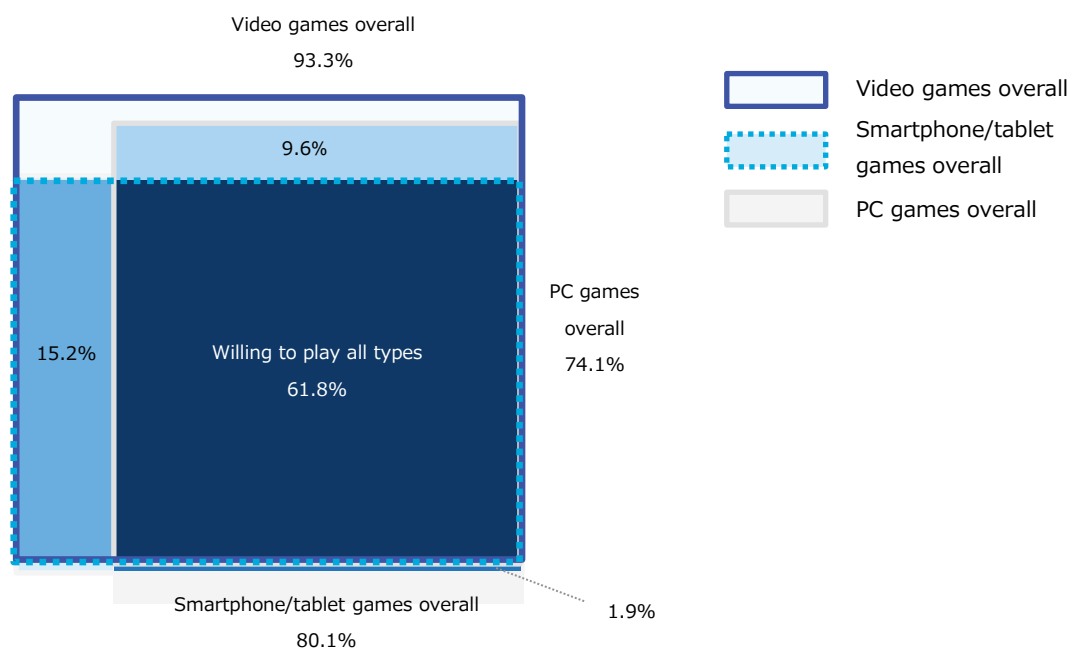


The following diagram represents the overlaps in the three game types ("video games," "PC games," and "smartphone/tablet games") as selected by willing game players (those who answered "Definitely want to play games" or "Will play if interesting games are available for me.")

### ■ Comparison with General Consumers

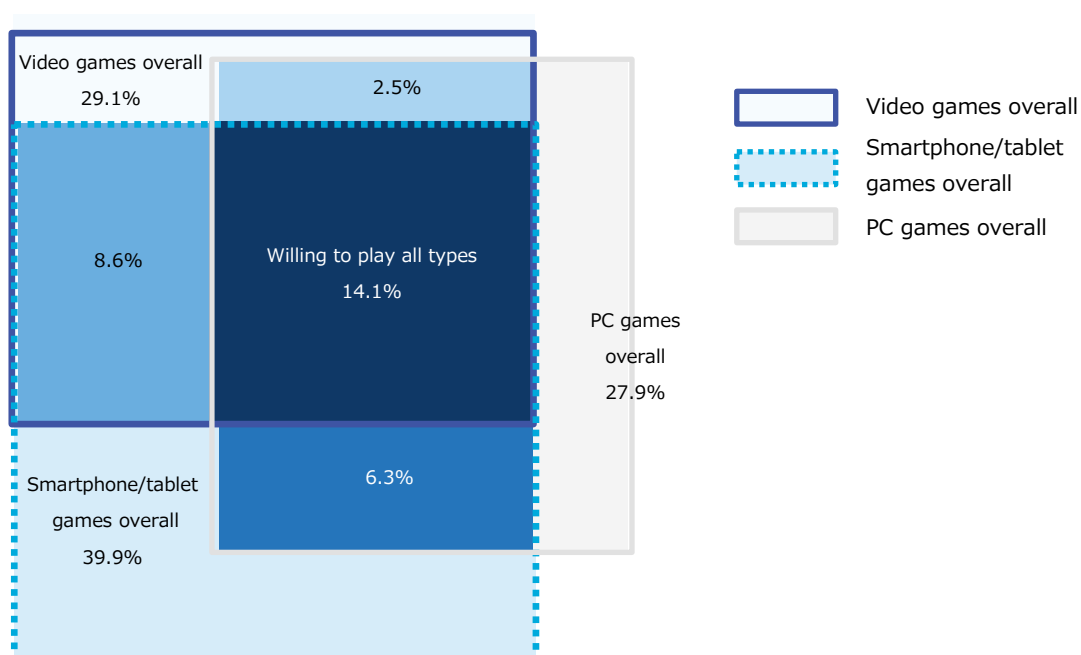
[TOKYO GAME SHOW 2015/ Overall]

n=1,254  
respondents



[2014: General Consumers/ Overall]

n=2,914  
respondents



\* Overlap rate is calculated from the respective numbers of effective responses.

- 61.8% of willing game players wants to play all three types of games (Video games, PC games, and Smartphone/tablet games). The rate of "TOKYO GAME SHOW 2015" is higher than "General consumers" by 47.7 points.
- 15.2% of them wants to play only video games and smartphone/tablet games and 9.6% is willing to play video games and PC games.

## ■ Gameplay Willingness Rates by Willing Game Players of each game platform \*

[TOKYO GAME SHOW 2015/ Regular game players of each game platform]

(Unit: %)

	n (number of respondents)	video games	PC games	smartphone/tablet games	mobile phone games	arcade games
Willing players of video games	1,170	—	76.5	82.5	36.4	71.0
Willing players of PC games	929	96.3	—	86.0	39.3	72.3
Willing players of smartphone/tablet games	1,005	96.0	79.5	—	42.1	71.2
Willing players of mobile phone games	443	96.2	82.4	95.5	—	78.3
Willing players of arcade games	852	97.5	78.9	84.0	40.7	—

\*Darker shading indicates a higher ratio.

[2014: General Consumers/ Regular game players of each game platform]

(Unit: %)

	n (number of respondents)	video games	PC games	smartphone/tablet games	mobile phone games	arcade games
Willing players of video games	1,103	—	56.9	77.8	21.2	57.3
Willing players of PC games	960	59.6	—	73.0	26.8	48.7
Willing players of smartphone/tablet games	1,398	56.9	51.0	—	21.0	48.3
Willing players of mobile phone games	328	63.2	76.2	85.4	—	67.6
Willing players of arcade games	901	65.4	53.2	75.4	25.9	—

\*Darker shading indicates a higher ratio.

\* Willingness rate is based on the sum of "Definitely want to play games" and "Will play if interesting games are available for me."

- According to the gameplay willingness rates by 5 types of willing game players (Video games, PC games, Smartphone/tablet games, Mobile phone games, and Arcade games), video game players tend to play smartphone/tablet games (82.5%) and PC games (76.5%).
- Over 95% of each willing game players except video game players is willing to play video games.

# 10. The Situation regarding TOKYO GAME SHOW 2015

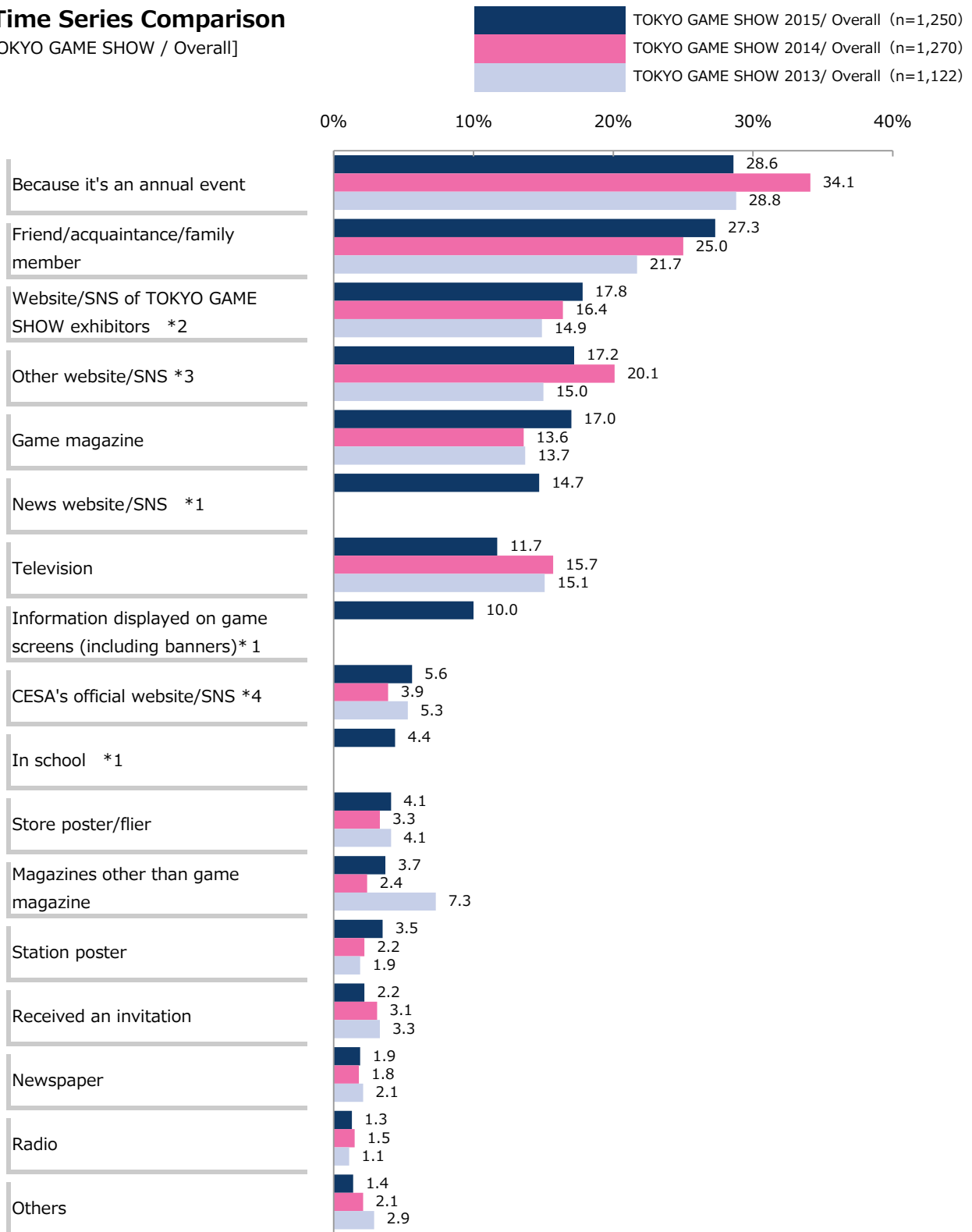
## 1. Source of Awareness

Question

How did you find out about the TOKYO GAME SHOW 2015? [Multiple answers]

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



\*1 "News website/SNS", "Information displayed on game screens (including banners)", and "In school" are newly added from the TOKYO GAME SHOW 2015 survey.

\*2 "Website/SNS of TOKYO GAME SHOW exhibitors" is changed from "Website of TOKYO GAME SHOW exhibitors" that had been used in the TOKYO GAME SHOW survey until 2014.

\*3 "Other website/SNS" is changed from "Other website" of the previous surveys.

\*4 "CESA's official website/SNS" is changed from "CESA's official website" of the previous surveys.

## ■ Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2015/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,250	988	5	53	181	219	164	250	98	18	262	3	14	21	59	49	62	44	10
Because it's an annual event	28.6	29.1	0.0	24.5	31.5	28.3	24.4	35.2	24.5	22.2	26.3	0.0	0.0	33.3	32.2	32.7	22.6	25.0	20.0
Friend/acquaintance/family member	27.3	25.3	40.0	34.0	40.9	27.4	20.7	16.8	14.3	33.3	34.7	33.3	50.0	47.6	33.9	28.6	32.3	34.1	40.0
Website/SNS of TOKYO GAME SHOW exhibitors	17.8	18.9	20.0	18.9	18.2	19.6	22.6	16.4	20.4	11.1	13.7	0.0	7.1	9.5	16.9	24.5	12.9	6.8	0.0
Other website/SNS	17.2	18.2	20.0	18.9	19.9	16.9	19.5	19.2	15.3	5.6	13.4	33.3	7.1	0.0	10.2	16.3	17.7	13.6	20.0
Game magazine	17.0	18.7	0.0	7.5	12.7	15.5	18.9	27.6	22.4	11.1	10.3	0.0	7.1	9.5	10.2	14.3	12.9	6.8	0.0
News website/SNS	14.7	16.2	0.0	20.8	17.1	18.7	12.8	18.4	10.2	0.0	9.2	0.0	14.3	14.3	11.9	10.2	6.5	4.5	10.0
Television	11.7	11.4	20.0	34.0	11.0	10.5	11.0	8.8	7.1	22.2	12.6	33.3	14.3	4.8	11.9	8.2	8.1	18.2	50.0
Information displayed on game screens (including banners)	10.0	11.3	0.0	22.6	14.9	12.3	11.6	8.8	5.1	0.0	5.0	0.0	7.1	4.8	5.1	8.2	3.2	4.5	0.0
CESA's official website/SNS	5.6	6.7	0.0	1.9	5.0	5.9	4.9	10.8	6.1	11.1	1.5	0.0	0.0	0.0	1.7	2.0	1.6	2.3	0.0
In school	4.4	5.1	0.0	0.0	11.6	12.3	0.6	0.0	1.0	0.0	1.9	0.0	0.0	4.8	3.4	2.0	0.0	2.3	0.0
Store poster/flier	4.1	4.4	0.0	5.7	3.9	3.2	3.7	7.6	1.0	0.0	3.1	0.0	0.0	4.8	8.5	0.0	1.6	0.0	10.0
General magazine	3.7	4.1	0.0	3.8	3.3	2.7	6.1	5.6	2.0	5.6	1.9	0.0	0.0	0.0	6.8	0.0	1.6	0.0	0.0
Station poster	3.5	4.3	0.0	5.7	5.0	5.5	5.5	2.8	2.0	0.0	0.8	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0
Received an invitation	2.2	2.2	0.0	1.9	2.2	2.3	3.0	1.2	2.0	11.1	1.9	0.0	7.1	0.0	3.4	2.0	0.0	2.3	0.0
Newspaper	1.9	2.1	0.0	1.9	2.8	2.7	1.8	1.6	2.0	0.0	1.1	0.0	0.0	0.0	1.7	0.0	0.0	4.5	0.0
Radio	1.3	1.4	0.0	1.9	1.7	0.9	1.8	1.6	1.0	0.0	0.8	33.3	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Others	1.4	0.8	0.0	1.9	0.6	0.0	0.0	1.6	2.0	0.0	3.8	0.0	21.4	0.0	1.7	2.0	3.2	2.3	20.0

\*Darker shading indicates a higher ratio.

- Regarding source of awareness of TOKYO GAME SHOW 2015, "Because it's an annual event" (28.6%) and "Friend/acquaintance/family member" (27.3%) account for about 30%. This is followed by "Website/SNS of TOKYO GAME SHOW exhibitors" (17.8%), "Other website/SNS" (17.2%), and "Game magazine" (17.0%).
- The rate of "Because it's an annual event" is the highest among males at 29.1%, but among females "Friend/acquaintance/family member" comes to the top at 34.7%. The following sources of awareness specified by gender and age have ratios that are over more than 10 points than the total: "TV" and "Information displayed on game screens" of male in age of 10 to 14 (34.0% and 22.6%), "Friend/acquaintance/family member" of male in age of 15 to 19 (40.9%), and "Game magazine" of male in age of 30 to 39 (27.6%).



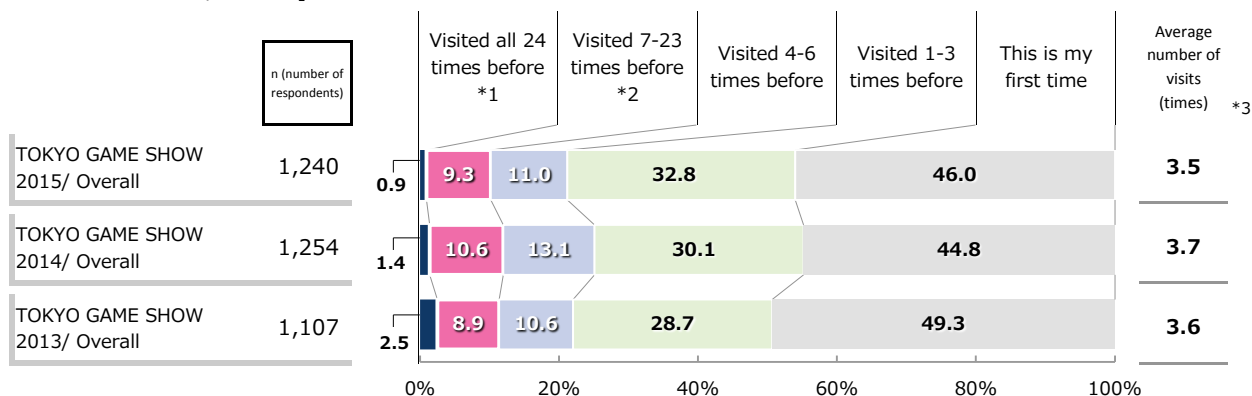
## 2. Number of Visits

### Question

The TOKYO GAME SHOW has been held 24 times (summer 1996, spring and autumn 1997-2001, autumn 2002-2014). How many times have you been this show so far? [Single answer]

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



### ■ Gender and Age/ IPS

[TOKYO GAME SHOW 2015/ Overall]

[TOKYO GAME SHOW 2015/ Overall]			(Unit: %)					
		n (number of respondents)	Visited all 24 times before *1	Visited 7-23 times before *2	Visited 4-6 times before	Visited 1-3 times before	This is my first time	Average number of visits (times)
TOKYO GAME SHOW 2015/ Overall		1,240	0.9	9.3	11.0	32.8	46.0	3.5
Gender and Age	Male	980	0.9	9.4	11.4	33.6	44.7	3.5
	3 to 9	5	0.0	0.0	20.0	20.0	60.0	2.2
	10 to 14	53	0.0	1.9	3.8	30.2	64.2	2.0
	15 to 19	180	0.0	2.2	8.3	28.3	61.1	2.1
	20 to 24	219	0.0	1.4	6.8	39.7	52.1	2.2
	25 to 29	161	0.0	8.1	11.2	34.2	46.6	2.9
	30 to 39	246	1.6	19.5	19.9	32.5	26.4	5.4
	40 to 49	98	5.1	20.4	10.2	33.7	30.6	6.0
	50 or older	18	0.0	16.7	11.1	33.3	38.9	4.6
	Female	260	0.8	8.8	9.2	30.0	51.2	3.2
	3 to 9	3	0.0	0.0	0.0	66.7	33.3	2.3
	10 to 14	14	0.0	0.0	0.0	14.3	85.7	1.2
	15 to 19	21	0.0	9.5	4.8	23.8	61.9	2.5
	20 to 24	60	0.0	6.7	5.0	36.7	51.7	2.7
	25 to 29	49	0.0	10.2	12.2	32.7	44.9	3.2
	30 to 39	60	0.0	8.3	13.3	33.3	45.0	3.2
	40 to 49	43	4.7	11.6	9.3	20.9	53.5	4.8
50 or older	10	0.0	20.0	20.0	20.0	40.0	4.9	
IPS	Innovator	540	1.1	10.2	13.1	37.2	38.3	3.8
	Early adopter	278	0.0	7.2	11.9	30.9	50.0	3.0
	Bridge people	251	1.2	8.8	7.2	27.1	55.8	3.3
	Majority	107	1.9	12.1	10.3	29.0	46.7	3.8
	Laggard	56	0.0	8.9	3.6	32.1	55.4	2.6

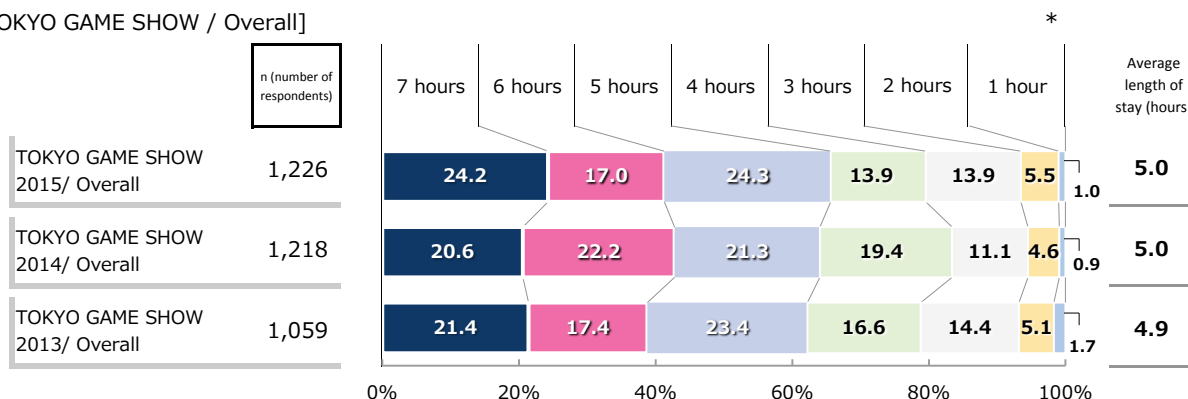
### 3. Planned Length of Stay

#### Question

For today's TOKYO GAME SHOW 2015, how many hours do you plan to stay in total?[Numeric answer]

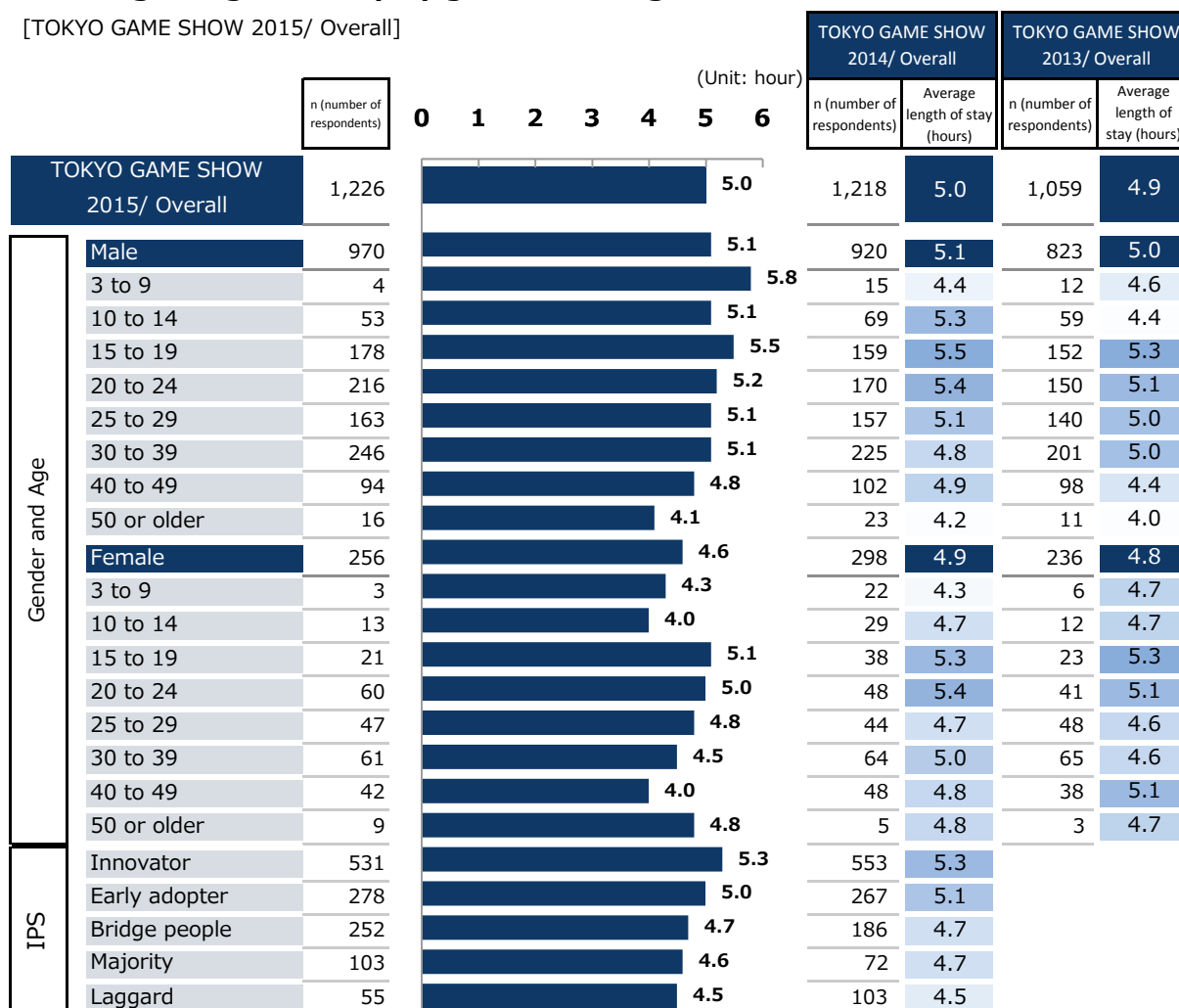
#### Time Series Comparison

[TOKYO GAME SHOW / Overall]



#### Average length of stay by gender and age/ IPS

[TOKYO GAME SHOW 2015/ Overall]



\*Darker shading indicates a higher ratio.

\* From the 2015 survey, supplementary notes are added to the question as follows. "Please fill in the number from 1 to 7. Do not include the waiting time to enter".

- About 24% of respondents plans to stay "5 hours" or "7 hours". The average is 5.0 hours.
- Male's average length of stay is 5.1 hours and female's is 4.6 hours.  
The average hours of "Male age 15 to 19" is 5.5 hours and so of "female age 20 to 24" is 5.0 hours.
- In IPS category, "Innovator" stays 5.3 hours on average.

#### 4. Number of Titles Visitors Planned to Sample

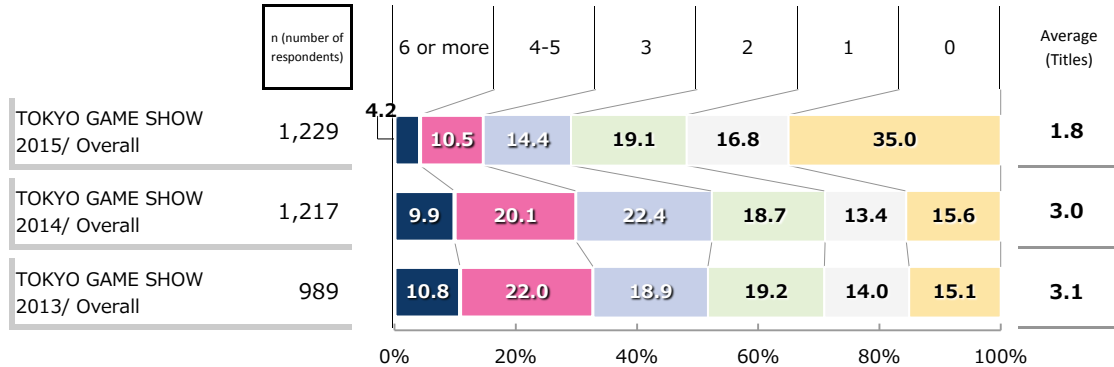
Question

For today's TOKYO GAME SHOW 2015, how many game titles do you plan to play in total?

[Numeric answer]

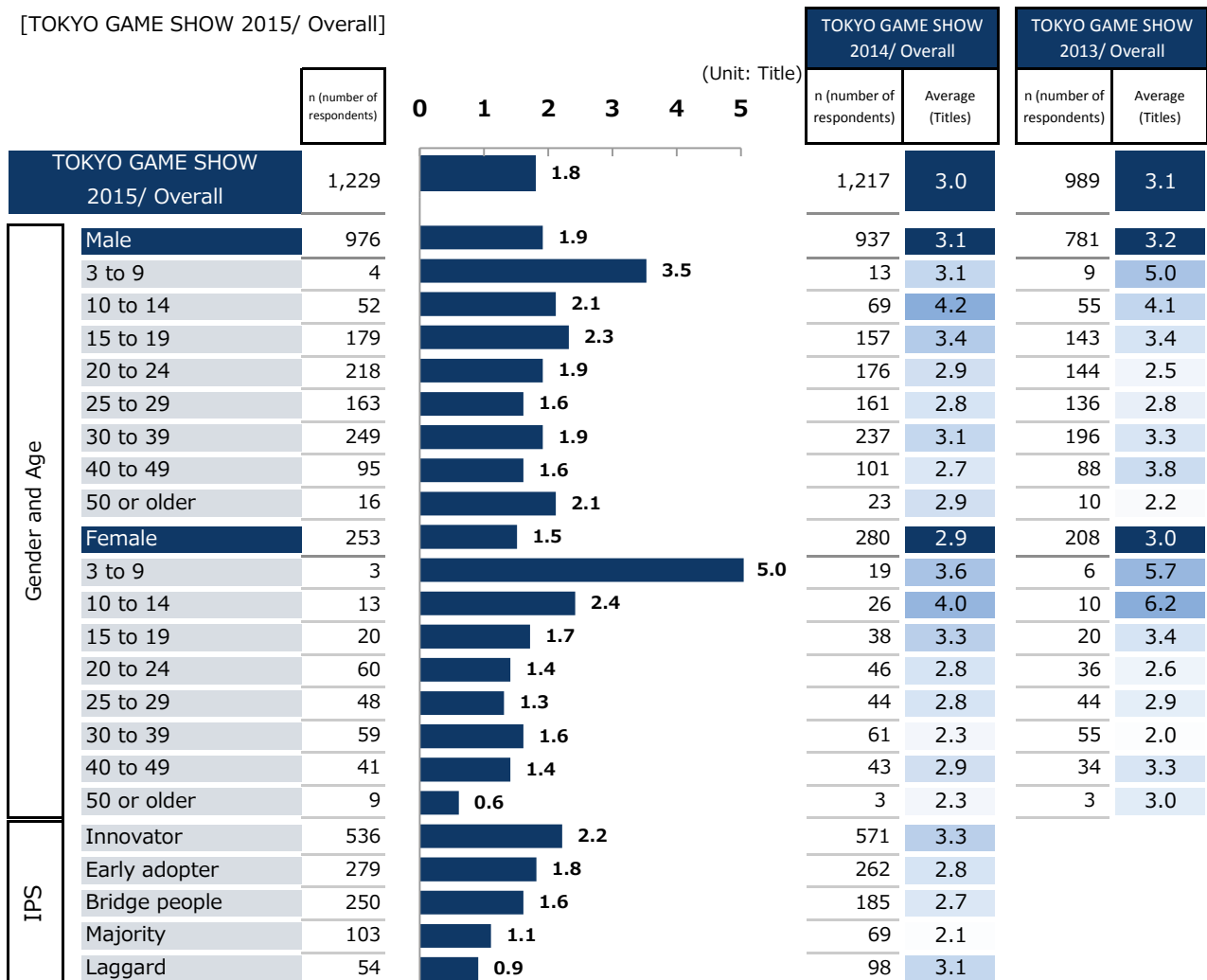
##### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



##### ■ Average number of titles visitors planned to sample by gender and age/IPS

[TOKYO GAME SHOW 2015/ Overall]



\*Darker shading indicates a higher ratio.

\* From the 2015 survey, supplementary notes are added to the question as follows. "If you do not plan to play, please write "0" ".

- 35.0% of respondents plans to sample "0" title. "2" titles takes second place (19.1%), and the third is "1" title (16.8%). The average number of titles is 1.8.
- Based on time series comparison, the ratio of "0" title increases by 19.4 points.
- The average number of title for male is 1.9 and for female is 1.5 titles. As for IPS, Innovator plans to sample most with the average 2.2 titles.



## 5. Favorite Developer/Publisher Booths

Question

Out of the developers/publishers that have exhibited at today's TOKYO GAME SHOW 2015, which booth did you like the best? Please write down the name of the company. [Open-ended answer]

[TOKYO GAME SHOW 2015/ Overall]

(n=1,106) respondents

Rank	Names of Company Booths *1	Number of persons *2	TOKYO GAME SHOW 2014/Overall (n=1,137) respondents		TOKYO GAME SHOW 2013/Overall (n=865) respondents	
			Number of persons	Rank	Number of persons	Rank
1	CAPCOM	159	218	(1)	80	(5)
2	SEGA Games	138	169	(2)	162	(1)
3	Sony Computer Entertainment	125	101	(6)	139	(2)
4	SQUARE ENIX	115	156	(3)	113	(3)
5	BANDAI NAMCO Entertainment	106	113	(4)	104	(4)
6	DMM.com	77	18	(13)	0	-
7	Cygames	73	0	-	0	-
8	KONAMI	69	110	(5)	21	(10)
9	Electronic Arts	60	15	(15)	24	(9)
10	KOEI TECMO GAMES	35	26	(8)	10	(14)
11	Bushiroad	28	19	(11)	14	(12)
12	WARGAMING JAPAN	21	20	(10)	2	(22)
13	Supercell	20	0	-	0	-
14	Nihon Falcom (KONAMI booth)	16	24	(9)	17	(11)
15	GREE	13	42	(7)	28	(8)
	ATLUS (SEGA Games booth)	13	2	(25)	1	(29)
17	Oculus	6	12	(16)	0	-
18	Rakuten App Market	5	0	-	0	-
	Voltage	5	7	(18)	0	-
20	GungHo Online Entertainment(TOKAIGI booth)	3	0	-	47	(6)
	YouTube	3	0	-	0	-
	Xperia (Smartphone Special Area)	3	0	-	0	-
	MSI	3	0	-	0	-
24	Meisei University School of Information Science	2	0	-	0	-
	Mad Catz	2	2	(25)	2	(22)
	FromSoftware(Sony Computer Entertainment booth)	2	3	(22)	0	-
	Production I.G	2	0	-	0	-
	ASOBIMO	2	2	(25)	0	-

\*1 When a product name is given instead of a company booth name, it is counted as an answer for the corresponding company booth.

e.g.) "MONSTER HUNTER"→"CAPCOM", "PS4"→"Sony Computer Entertainment" etc.

\*2 Booths are listed if 2 or more people indicate them as their favorite.

## ■ Order of Preference by Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

(Unit: person)

	1st Place	2nd Place	3rd Place	4th Place	5th Place
TOKYO GAME SHOW 2015/ Overall	CAPCOM	SEGA Games	Sony Computer Entertainment	SQUARE ENIX	BANDAI NAMCO Entertainment
(n=1,106)	159	138	125	115	106
Male	CAPCOM	SEGA Games	Sony Computer Entertainment	SQUARE ENIX	BANDAI NAMCO Entertainment
888	120	116	110	86	74
3 to 9	CAPCOM	Sony Computer Entertainment	SQUARE ENIX	Meisei University School of Information Science	
4		1			
10 to 14	CAPCOM	BANDAI NAMCO Entertainment	SQUARE ENIX	Electronic Arts	WARGAMING JAPAN
44	14	9		4	
15 to 19	SEGA Games	Sony Computer Entertainment	CAPCOM	BANDAI NAMCO Entertainment	DMM.com
162	20	19	17	16	15
20 to 24	Sony Computer Entertainment	SEGA Games	Electronic Arts	BANDAI NAMCO Entertainment	SQUARE ENIX
208	29	25	23	22	19
25 to 29	CAPCOM	SEGA Games	Sony Computer Entertainment	Cygames	KONAMI
150	24	18	17	16	
30 to 39	SEGA Games	Sony Computer Entertainment	CAPCOM	SQUARE ENIX	Cygames
224	41	32	28		18
40 to 49	CAPCOM	SQUARE ENIX	SEGA Games	Sony Computer Entertainment	BANDAI NAMCO Entertainment
80	20	13		7	
50 or older	Sony Computer Entertainment	SEGA Games	CAPCOM	BANDAI NAMCO Entertainment	KONAMI
16	4	3		2	
Female	CAPCOM	BANDAI NAMCO Entertainment	SQUARE ENIX	DMM.com	SEGA Games
218	39	32	29	27	22
3 to 9	CAPCOM	BANDAI NAMCO Entertainment			
2	1				
10 to 14	BANDAI NAMCO Entertainment			*1	
9	3			1	
15 to 19	CAPCOM	BANDAI NAMCO Entertainment	SQUARE ENIX	DMM.com	*2
21	4		3		2
20 to 24	CAPCOM	SEGA Games	BANDAI NAMCO Entertainment	SQUARE ENIX	DMM.com
49	10	8		5	
25 to 29	CAPCOM	SQUARE ENIX	Cygames	DMM.com	*3
43	8		6	5	4
30 to 39	CAPCOM	DMM.com	SQUARE ENIX	BANDAI NAMCO Entertainment	SEGA Games
53	10		6		4
40 to 49	CAPCOM	SQUARE ENIX	BANDAI NAMCO Entertainment	DMM.com	SEGA Games
33	5			4	3
50 or older	Sony Computer Entertainment			*4	
8	3		1		

\*1: Joint 2nd place: CAPCOM, SEGA Games, Sony Computer Entertainment, SQUARE ENIX, Cygames, KONAMI

\*2: Joint 5th place: SEGA Games, Cygames, Voltage

\*3: Joint 5th place: SEGA Games, BANDAI NAMCO Entertainment

\*4: Joint 2nd place: SQUARE ENIX, BANDAI NAMCO Entertainment, Electronic Arts, Voltage, Meisei University School of Information Science

- The best booth respondents chose is "CAPCOM" (n=159 / 1st place last year). "SEGA Games" takes 2nd place (n=138 / 2nd place last year) and "Sony Computer Entertainment" is in 3rd place (n=125 / 6th place last year). "SQUARE ENIX" in 4th place (n=115/ 3rd place last year) and "BANDAI NAMCO Entertainment" in 5th place (n=106/ 4th place last year) follow.
- For both male and female, "CAPCOM" is the top ranked booth. While males choose "SEGA Games" for 2nd and "Sony Computer Entertainment" for 3rd, female choose "BANDAI NAMCO Entertainment" for 2nd and "SQUARE ENIX" for 3rd.



## 6. Areas Respondents Visited or Intended to Visit

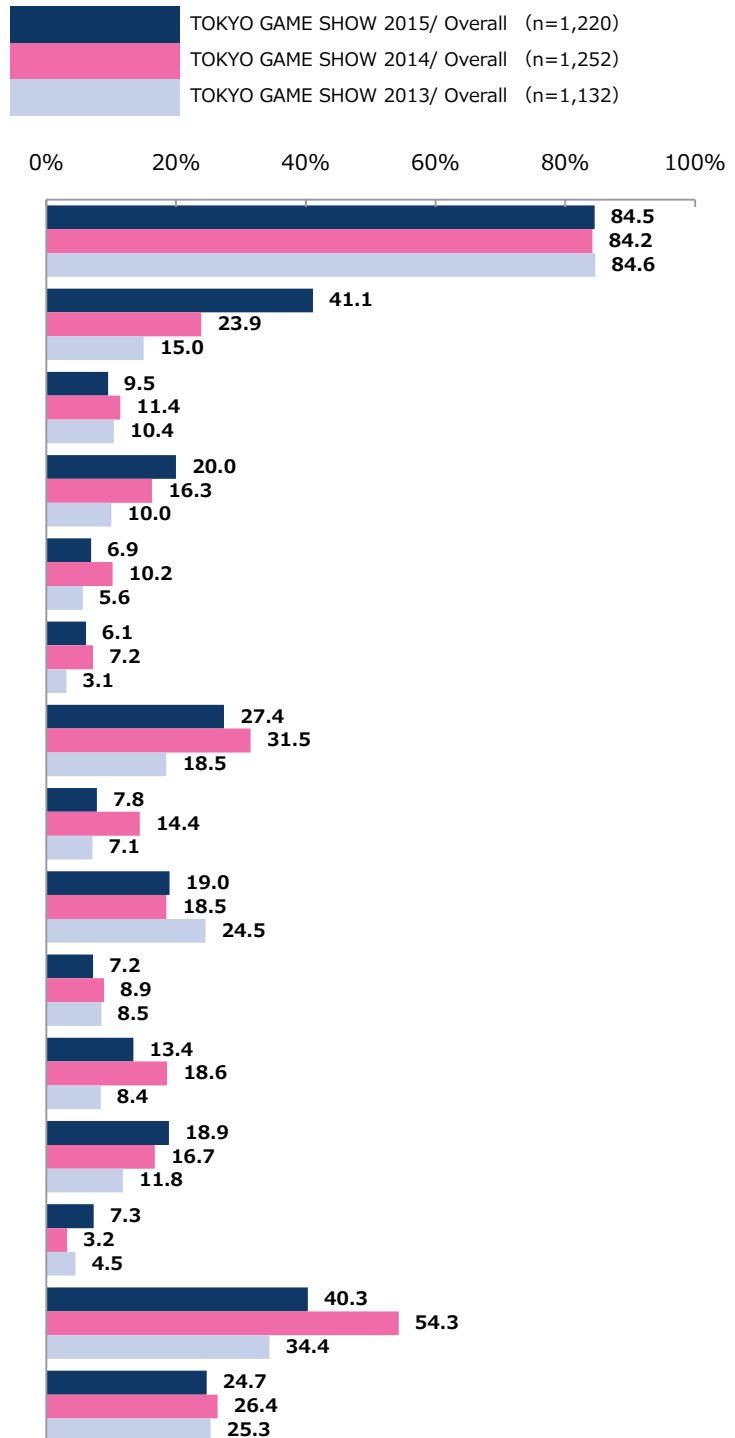


### Question

The booths at the TOKYO GAME SHOW 2015 are broadly divided into the following areas. Please tell us which of these you have been to and/or will definitely go to. [Multiple answers]

### Time Series Comparison

[TOKYO GAME SHOW / Overall]



\*1: The Romance Simulation Games area was called the "Otome Games Corner" in TOKYO GAME SHOW 2013.

\*2: The Cyber Games Asia (e-SPORTS Competition) was called the "e-SPORTS Competition Cyber Games Asia" in TOKYO GAME SHOW 2014.

\*3 Food Court was called "Food Corner" in TOKYO GAME SHOW 2013 and 2014.

## ■ Gender and Age

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2015/ Overall	Gender and Age																	
		Male	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older	Female	3 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 39	40 to 49	50 or older
n (number of respondents)	1,220	968	5	50	180	217	163	246	90	17	252	3	14	21	57	48	60	41	8
General Exhibition Area (Game Developers/Publishers Booths) (Hall 2~8)	84.5	85.4	20.0	82.0	86.7	86.6	89.0	86.2	78.9	76.5	81.0	0.0	71.4	85.7	89.5	89.6	76.7	75.6	62.5
Event Stage (Hall 1)	41.1	43.8	20.0	54.0	40.6	43.8	49.7	43.1	37.8	41.2	31.0	33.3	21.4	38.1	35.1	33.3	30.0	22.0	37.5
Family Area (Hall 1)	9.5	9.5	40.0	36.0	7.8	6.0	6.1	5.7	21.1	11.8	9.5	66.7	14.3	4.8	5.3	0.0	11.7	17.1	25.0
Game School Area (Hall 2・3)	20.0	22.2	20.0	36.0	27.8	26.3	16.6	18.3	14.4	23.5	11.5	33.3	7.1	23.8	14.0	6.3	11.7	9.8	0.0
Cloud / Data Center Pavilion (Hall 3)	6.9	7.7	0.0	6.0	6.1	9.7	6.1	9.3	5.6	11.8	3.6	33.3	0.0	0.0	5.3	0.0	3.3	4.9	12.5
Business Solution Area (Hall 3)	6.1	6.8	0.0	6.0	3.9	7.4	6.7	8.9	5.6	11.8	3.2	33.3	0.0	0.0	3.5	2.1	1.7	4.9	12.5
Smartphone Game Area / Social Game Area (Hall 4・5)	27.4	28.3	20.0	26.0	30.6	23.0	30.1	30.9	30.0	17.6	23.8	0.0	14.3	23.8	36.8	25.0	25.0	9.8	12.5
International Pavilion 1,2/ Asia New Stars Area (Hall 4・5・7)	7.8	8.5	0.0	10.0	6.1	7.8	8.6	9.8	11.1	5.9	5.2	33.3	0.0	0.0	8.8	4.2	1.7	4.9	25.0
Game Device Area (Hall 6)	19.0	21.0	0.0	24.0	25.6	23.5	17.2	20.3	15.6	11.8	11.5	0.0	14.3	38.1	15.8	12.5	3.3	0.0	25.0
Romance Simulation Game Area (Hall 6)	7.2	5.0	0.0	8.0	3.9	6.0	3.1	5.7	4.4	5.9	15.9	0.0	14.3	19.0	17.5	20.8	11.7	9.8	37.5
Indie Game Area (Hall 9)	13.4	14.5	20.0	14.0	11.7	21.2	11.0	16.3	5.6	11.8	9.1	0.0	7.1	14.3	15.8	12.5	1.7	4.9	12.5
Cosplay Area (Hall 9)	18.9	21.0	0.0	14.0	14.4	24.4	24.5	22.0	22.2	17.6	11.1	0.0	7.1	14.3	19.3	12.5	10.0	0.0	12.5
Cyber Games Asia (e-SPORTS Competition) (Hall 9)	7.3	8.1	0.0	16.0	6.1	6.9	5.5	10.6	7.8	11.8	4.4	0.0	0.0	14.3	7.0	2.1	3.3	0.0	12.5
Merchandise Sales Area (Hall 9・10)	40.3	40.0	20.0	36.0	35.0	39.6	40.5	46.7	35.6	35.3	41.7	0.0	21.4	47.6	45.6	56.3	36.7	31.7	50.0
Food Court (Hall 11)	24.7	26.1	40.0	34.0	18.9	22.1	22.7	35.4	30.0	5.9	19.0	0.0	14.3	9.5	19.3	29.2	21.7	7.3	37.5

\*Darker shading indicates a higher ratio.

- The area respondents visited or would like to visit the most is "General Exhibition Area (Game Developers/Publishers Booths)" at 84.5%. It is followed by "Event Stage" (41.1%), "Merchandise Sales Area" (40.3%), and "Smartphone Game Area/ Social Game Area" (27.4%).
- The ratio of "Event Stage" increases by 17.2 points compared with the previous year, while the "Merchandise Sales Area" ratio decreases by 14.0 points.
- For both male and female, "General Exhibition Area (Game Developers/Publishers Booths)" is ranked top with the highest ratios (both over 80%). The male ratios of "Event Stage", "Game School Area", "Cosplay Area", and "Game Device Area" are higher than those of female by about 10 points. On the other hand, "Romance Simulation Game Area" of female is higher than male's by 10.9 points.

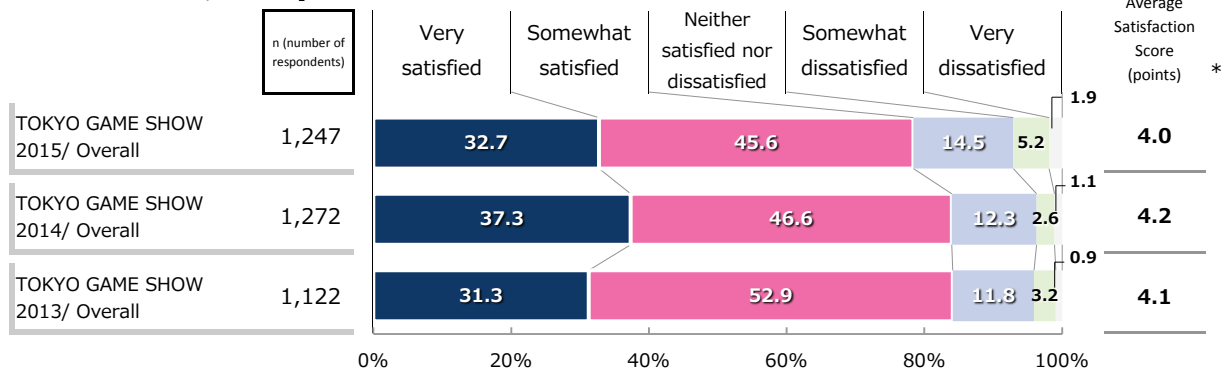
## 7. Degree of Satisfaction

### Question

To what extent are you satisfied with the content of the TOKYO GAME SHOW 2015? [Single answer]

### Time Series Comparison

[TOKYO GAME SHOW / Overall]



### Gender and Age/ IPS

[TOKYO GAME SHOW 2015/ Overall]

			(Unit: %)					Average Satisfaction Score (points)
		n (number of respondents)	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	
TOKYO GAME SHOW 2015/ Overall		1,247	32.7	45.6	14.5	5.2	1.9	4.0
Gender and Age	Male	984	34.7	44.5	13.7	5.1	2.0	4.0
	3 to 9	4	50.0	25.0	25.0	0.0	0.0	4.3
	10 to 14	52	57.7	26.9	13.5	0.0	1.9	4.4
	15 to 19	181	54.1	35.4	6.6	2.2	1.7	4.4
	20 to 24	218	35.3	50.0	7.8	6.0	0.9	4.1
	25 to 29	164	30.5	47.6	14.0	5.5	2.4	4.0
	30 to 39	250	25.6	50.8	16.0	5.2	2.4	3.9
	40 to 49	97	18.6	38.1	30.9	8.2	4.1	3.6
	50 or older	18	11.1	44.4	27.8	16.7	0.0	3.5
	Female	263	25.5	49.8	17.5	5.7	1.5	3.9
	3 to 9	3	33.3	66.7	0.0	0.0	0.0	4.3
	10 to 14	14	57.1	35.7	7.1	0.0	0.0	4.5
	15 to 19	21	42.9	38.1	9.5	4.8	4.8	4.1
	20 to 24	60	31.7	53.3	10.0	5.0	0.0	4.1
IPS	25 to 29	49	22.4	51.0	18.4	6.1	2.0	3.9
	30 to 39	62	19.4	61.3	14.5	4.8	0.0	4.0
	40 to 49	44	9.1	40.9	34.1	11.4	4.5	3.4
	50 or older	10	30.0	30.0	40.0	0.0	0.0	3.9
	Innovator	541	39.2	43.4	10.9	4.4	2.0	4.1
	Early adopter	281	30.6	50.9	13.5	3.2	1.8	4.1
	Bridge people	253	30.0	46.2	15.8	6.7	1.2	4.0
	Majority	108	16.7	39.8	28.7	10.2	4.6	3.5
	Laggard	57	22.8	49.1	21.1	7.0	0.0	3.9

\*Darker shading indicates a higher ratio.

\* Average satisfaction score was calculated by giving 5 points to "Very satisfied," 4 points to "Somewhat satisfied," 3 points to "Neither satisfied nor dissatisfied" 2 points to "Somewhat dissatisfied," and 1 point to "Very dissatisfied."



## ■ Degree of Satisfaction by Number of Visits, Length of Stay, and Titles Sampled

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

								Average Satisfaction Score (points)
		n (number of respondents)	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	
TOKYO GAME SHOW 2015/ Overall		1,247	32.7	45.6	14.5	5.2	1.9	4.0
Number of Visits	Visited 7 times or more	126	19.8	48.4	19.0	8.7	4.0	3.7
	Visited 4-6 times	134	25.4	48.5	16.4	7.5	2.2	3.9
	Visited 1-3 times	406	31.8	47.8	13.1	5.9	1.5	4.0
	First visit	568	38.0	43.3	13.9	3.3	1.4	4.1
Length of Stay	7 hours	296	40.9	47.6	7.4	2.7	1.4	4.2
	6 hours	209	38.3	48.3	9.1	2.9	1.4	4.2
	5 hours	295	32.5	47.1	13.6	4.4	2.4	4.0
	4 hours	171	28.7	42.1	21.1	7.0	1.2	3.9
	3 hours or less	251	21.9	42.6	22.7	9.6	3.2	3.7
Titles Sampled	6 titles or more	52	46.2	42.3	7.7	0.0	3.8	4.3
	3-5 titles	305	39.7	46.6	10.8	1.3	1.6	4.2
	1-2 titles	441	32.4	47.4	12.7	5.0	2.5	4.0
	0 titles	427	26.7	44.5	18.5	8.9	1.4	3.9

\*Darker shading indicates a higher ratio.

## ■ Degree of Satisfaction by Areas Visited

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

			Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Average Satisfaction Score (points)	
		n (number of respondents)							
TOKYO GAME SHOW 2015/ Overall			1,247	32.7	45.6	14.5	5.2	1.9	4.0
Areas Visited	General Exhibition Area (Game Developers/Publishers Booths) (Hall 2~8)	1,029	32.8	46.6	13.3	5.3	1.9	4.0	
	Event Stage (Hall 1)	501	37.9	46.5	11.4	3.0	1.2	4.2	
	Family Area (Hall 1)	115	38.3	34.8	20.0	3.5	3.5	4.0	
	Game School Area (Hall 2・3)	244	41.4	42.2	11.1	3.7	1.6	4.2	
	Cloud / Data Center Pavilion (Hall 3)	84	32.1	47.6	13.1	2.4	4.8	4.0	
	Business Solution Area (Hall 3)	74	37.8	40.5	13.5	2.7	5.4	4.0	
	Smartphone Game Area / Social Game Area (Hall 4・5)	333	39.6	44.7	11.4	3.0	1.2	4.2	
	International Pavilion 1・2/ Asia New Stars Area (Hall 4・5・7)	95	28.4	52.6	9.5	6.3	3.2	4.0	
	Game Device Area (Hall 6)	232	37.1	45.7	11.2	4.3	1.7	4.1	
	Romance Simulation Game Area (Hall 6)	88	34.1	50.0	8.0	5.7	2.3	4.1	
	Indie Game Area (Hall 9)	163	35.0	49.1	9.8	4.9	1.2	4.1	
	Cosplay Area (Hall 9)	231	39.4	45.9	10.8	2.2	1.7	4.2	
	Cyber Games Asia (e-SPORTS Competition) (Hall 9)	89	44.9	43.8	6.7	2.2	2.2	4.3	
	Merchandise Sales Area (Hall 9・10)	492	34.1	47.8	12.2	4.7	1.2	4.1	
	Food Court (Hall 11)	300	36.0	42.7	16.7	3.0	1.7	4.1	

\*There are multiple answers for Areas Visited, so the values are reference values.

\*Darker shading indicates a higher ratio.

- 32.7% of respondents says "Very satisfied" with TOKYO GAME SHOW 2015. With the respondents who say "Somewhat satisfied" (45.6%), 78.3% respondents are satisfied in total. The average rate is 4.0 points.
- Over 50% of males in age of 10 to 19 says "Very satisfied", which is a higher ratio compare to other segments.
- Innovator of IPS says "Very satisfied" at 39.2%. The average satisfaction rate of Innovator is 4.1 points.
- The more respondents stay long, the more likely they are satisfied. The average satisfaction rate for those who stay "More than 6 hours" is 4.2 points.
- The more titles respondents sample, the more satisfaction they have. The average rate among those who sampled "6 titles or more" is 4.3 points.

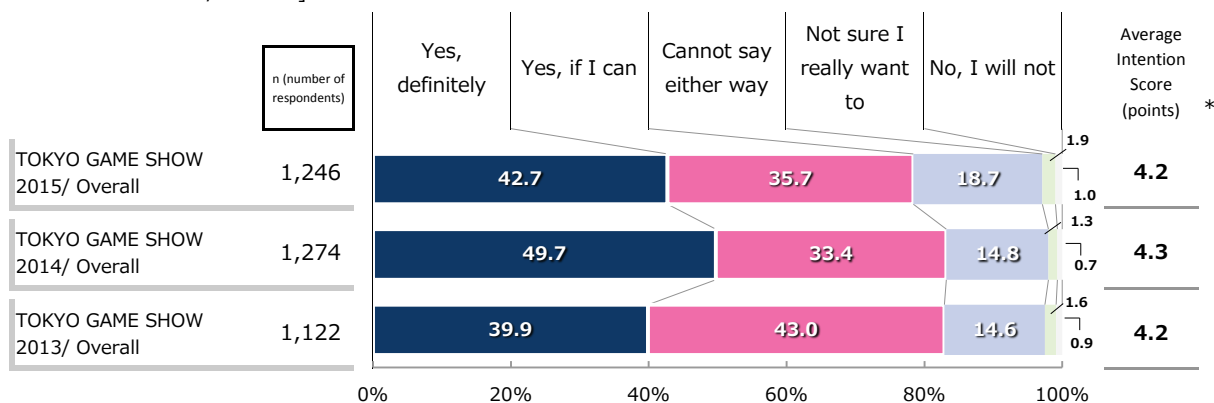
## 8. Intention to Visit Again

Question

Will you come to the next TOKYO GAME SHOW? [Single answer]

### ■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



### ■ Gender and Age/ IPS

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

			n (number of respondents)					Average Intention Score (points)				
			Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not					
TOKYO GAME SHOW 2015/ Overall			42.7	35.7	18.7	1.9	1.0	4.2				
Gender and Age	Male	983	45.6	34.3	17.2	2.0	0.9	4.2				
	3 to 9	4	25.0	50.0	0.0	25.0	0.0	3.8				
	10 to 14	53	56.6	28.3	11.3	1.9	1.9	4.4				
	15 to 19	181	58.0	32.0	9.4	0.0	0.6	4.5				
	20 to 24	218	43.1	37.2	17.0	2.8	0.0	4.2				
	25 to 29	163	38.7	39.9	17.2	2.5	1.8	4.1				
	30 to 39	250	46.8	32.0	18.0	2.8	0.4	4.2				
	40 to 49	96	36.5	31.3	28.1	1.0	3.1	4.0				
	50 or older	18	16.7	33.3	50.0	0.0	0.0	3.7				
	Female	263	31.9	41.1	24.3	1.5	1.1	4.0				
	3 to 9	3	33.3	33.3	33.3	0.0	0.0	4.0				
	10 to 14	14	57.1	35.7	7.1	0.0	0.0	4.5				
	15 to 19	21	47.6	23.8	19.0	9.5	0.0	4.1				
	20 to 24	60	43.3	36.7	20.0	0.0	0.0	4.2				
	25 to 29	49	30.6	42.9	20.4	2.0	4.1	3.9				
	30 to 39	62	21.0	58.1	17.7	1.6	1.6	4.0				
	40 to 49	44	18.2	34.1	47.7	0.0	0.0	3.7				
	50 or older	10	30.0	30.0	40.0	0.0	0.0	3.9				
IPS	Innovator	539	58.1	29.3	10.9	0.9	0.7	4.4				
	Early adopter	282	34.8	47.2	15.2	1.4	1.4	4.1				
	Bridge people	253	33.2	36.4	27.3	2.8	0.4	4.0				
	Majority	108	19.4	37.0	36.1	5.6	1.9	3.7				
	Laggard	57	24.6	33.3	38.6	1.8	1.8	3.8				

\*Darker shading indicates a higher ratio.

\*Average intention score was calculated by giving 5 points to "Yes, definitely," 4 points to "Yes, if I can," 3 points to "Cannot say either way," 2 points to "Not sure I really want to," and 1 point to "No, I will not."

■ **Intention to Visit the Next TOKYO GAME SHOW by Number of Visits, Length of Stay, Titles Sampled, and Degree of Satisfaction regarding Visit**

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

			Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not	Average Intention Score (points)
		n (number of respondents)						
TOKYO GAME SHOW 2015/ Overall		1,246	42.7	35.7	18.7	1.9	1.0	4.2
Number of Visits	Visited 7 times or more	126	61.1	27.8	10.3	0.0	0.8	4.5
	Visited 4-6 times	135	51.9	33.3	13.3	1.5	0.0	4.4
	Visited 1-3 times	404	44.6	34.9	17.6	1.7	1.2	4.2
	First visit	568	35.4	38.7	22.7	2.5	0.7	4.1
Length of Stay	7 hours	295	61.4	29.8	7.8	1.0	0.0	4.5
	6 hours	209	45.9	38.3	15.3	0.0	0.5	4.3
	5 hours	296	41.9	39.5	16.2	1.4	1.0	4.2
	4 hours	170	40.0	33.5	22.9	3.5	0.0	4.1
	3 hours or less	251	22.3	37.5	33.1	4.4	2.8	3.7
Titles Sampled	6 titles or more	52	61.5	28.8	9.6	0.0	0.0	4.5
	3-5 titles	306	58.5	29.1	10.5	1.3	0.7	4.4
	1-2 titles	440	43.4	35.0	20.2	0.7	0.7	4.2
	0 titles	426	29.6	42.0	23.0	4.0	1.4	3.9
Degree of Satisfaction regarding Visit	Very satisfied	408	79.2	18.4	2.5	0.0	0.0	4.8
	Somewhat satisfied	568	30.8	53.0	15.3	0.9	0.0	4.1
	Neither satisfied nor dissatisfied	180	12.2	26.7	55.6	5.6	0.0	3.5
	Somewhat dissatisfied	65	10.8	27.7	44.6	12.3	4.6	3.3
	Very dissatisfied	24	16.7	12.5	29.2	4.2	37.5	2.7

\*Darker shading indicates a higher ratio.

## ■ Intention to Visit Next TOKYO GAME SHOW by Areas Visited

[TOKYO GAME SHOW 2015/ Overall]

(Unit: %)

		n (number of respondents)	Yes, definitely	Yes, if I can	Cannot say either way	Not sure I really want to	No, I will not	Average Intention Score (points)
TOKYO GAME SHOW 2015/ Overall		1,246	42.7	35.7	18.7	1.9	1.0	4.2
Areas Visited	General Exhibition Area (Game Developers/Publishers Booths) (Hall 2~8)	1,028	44.5	35.3	17.5	2.0	0.7	4.2
	Event Stage (Hall 1)	499	48.3	35.9	14.2	1.2	0.4	4.3
	Family Area (Hall 1)	116	48.3	27.6	19.8	4.3	0.0	4.2
	Game School Area (Hall 2・3)	243	54.7	29.6	14.8	0.8	0.0	4.4
	Cloud / Data Center Pavilion (Hall 3)	84	51.2	27.4	17.9	1.2	2.4	4.2
	Business Solution Area (Hall 3)	74	51.4	27.0	18.9	1.4	1.4	4.3
	Smartphone Game Area / Social Game Area (Hall 4・5)	333	49.8	36.6	12.0	1.2	0.3	4.3
	International Pavilion 1・2/Asia New Stars Area (Hall 4・5・7)	94	44.7	38.3	16.0	1.1	0.0	4.3
	Game Device Area (Hall 6)	231	53.7	28.1	16.0	1.3	0.9	4.3
	Romance Simulation Game Area (Hall 6)	88	46.6	34.1	18.2	1.1	0.0	4.3
	Indie Game Area (Hall 9)	162	56.2	28.4	15.4	0.0	0.0	4.4
	Cosplay Area (Hall 9)	230	53.0	30.4	13.5	2.6	0.4	4.3
	Cyber Games Asia (e-SPORTS Competition) (Hall 9)	89	55.1	32.6	10.1	2.2	0.0	4.4
	Merchandise Sales Area (Hall 9・10)	492	49.6	36.2	12.0	2.0	0.2	4.3
	Food Court (Hall 11)	301	47.8	32.9	15.6	3.0	0.7	4.2

\*There are multiple answers for Areas Visited, so the values are reference values.

\*Darker shading indicates a higher ratio.

- 42.7% of respondents "Definitely" would like to visit next TOKYO GAME SHOW and 35.7% says "Yes, if I can". In total 78.4% of them shows intention to visit next year. The average rate for visiting intention is 4.2 points.
- Over 50% of males in age of 10 to 19 says "Definitely will come", which is a higher ratio compare to other segments.
- 58.1% of "Innovator" in IPS category says "Definitely will come". The innovator's average rate is 4.4 points.
- The more respondents stay long, the more likely they want to visit again. The average rate of intention to visit among those who stay "7 hours" is 4.5 points.
- The more titles respondents sample, the more they want to visit again. The average rate given by those who sampled "6 titles or more" is 4.5 points.
- Respondents with higher satisfaction tend to have stronger intentions to visit again. The average rate of intention given by respondents who were very satisfied is 4.8 points.

## TOKYO GAME SHOW 2015 Visitors Survey Questionnaire

Office Use Only A

1. Hall 1  
2. Hall 3  
3. Hall 6

Office Use Only B

1.10:00~ 4.13:00~ 7.16:00~  
2.11:00~ 5.14:00~  
3.12:00~ 6.15:00~

[For all respondents]

Q1 Please inform us of your (1) gender; (2) age; and (3) the prefecture in which you live.

(1) What is your gender? (Please select one)	(2) How old are you?	(3) Which prefecture do you live in? (Please select one)
1 Male 2 Female	years old	1 Tokyo 3 Saitama Prefecture 5 Others 2 Chiba Prefecture 4 Kanagawa Prefecture ( )

★

[For all respondents]

Q2 What is your occupation? If you are a student, what is your level of education? (Please select one)

1 Kindergarten	5 Other education level	9 Part-time/temporary worker
2 Elementary/ Junior high school	6 Company employee/ Public worker	10 Housewife/househusband
3 High school	7 Company executive	11 Unemployed
4 University	8 Self-employed /Freelance/specialist	12 Others

★

## ■ Questions about video games

Please note that “video games” refers to games that are played on the consoles shown below in Q3.

[For all respondents]

Q3(a) Please select all video game consoles that you have in your home. (Please select all that apply)

1 Wii	4 Nintendo 3DS/ New Nintendo 3DS (including LL)	7 PSP(PlayStation Portable) (including PSP go)	9 Xbox 360
2 Wii U		8 PlayStation Vita (including PS TV)	10 Xbox One
3 Nintendo DS (including Lite/DSi/LL)	5 PlayStation 3		11 None of the above
	6 PlayStation 4		

★

[Only those who chose 1 to 10 in Q3a (those who have any video game consoles listed above.)]

Q3(b) Please select all video game consoles that you personally own in your home. (Please select all that apply)

1 Wii	4 Nintendo 3DS/ New Nintendo 3DS (including LL)	7 PSP(PlayStation Portable) (including PSP go)	9 Xbox 360
2 Wii U		8 PlayStation Vita (including PS TV)	10 Xbox One
3 Nintendo DS (including Lite/DSi/LL)	5 PlayStation 3		11 None of the above
	6 PlayStation 4		

★

[For all respondents]

Q3(c) Please select all video game consoles that you play games on. (Please select all that apply)

1 Wii	4 Nintendo 3DS/ New Nintendo 3DS (including LL)	7 PSP(PlayStation Portable) (including PSP go)	9 Xbox 360
2 Wii U		8 PlayStation Vita (including PS TV)	10 Xbox One
3 Nintendo DS (including Lite/DSi/LL)	5 PlayStation 3		11 None of the above
	6 PlayStation 4		

★

[For all respondents]

Q3(d) Please select all video game consoles that you (or a co-resident) plan to purchase for your home.

(Please select all that apply)

1 Wii	4 Nintendo 3DS/ New Nintendo 3DS (including LL)	7 PSP(PlayStation Portable) (including PSP go)	9 Xbox 360
2 Wii U		8 PlayStation Vita (including PS TV)	10 Xbox One
3 Nintendo DS (including Lite/DSi/LL)	5 PlayStation 3		11 None of the above
	6 PlayStation 4		

★

[For all respondents]

Q4 Do you ever play games on video game consoles as shown in Q3? (Please select one)

1 Play regularly	
2 Used to play often, but seldom play nowadays	
3 Tried it about once or twice	
4 Have never played even once	Go to Q10 on page 3

★

[Those who chose “play regularly” in Q4]

Q5 Please select the answer that best describes your video game play habit. (Please select one)

1 Have been playing regularly (for one year or more)
2 Have started playing again (having not played for one year or more)
3 Have started playing in the past twelve months (having never played before)

★

**[Those who chose “play regularly” in Q4]**

Q6 How many days do you play video games each week (or month)? (Please select one)

<b>1</b> Almost everyday	<b>3</b> 2 to 3 days a week	<b>5</b> 2 to 3 days a month
<b>2</b> 4 to 5 days a week	<b>4</b> 1 day a week	<b>6</b> Less than 1 day a month

★

**[Those who chose “play regularly” in Q4]**

Q7 How many video game software did you purchase in the last 12 months?

Please select your answer for each of the following types of software.

\*Packaged software refers to game software (in a physical package) purchased in stores or by mail order.

\*Software downloads refer to game software purchased on and downloaded to a video game consoles.

They also include purchased download cards or codes from stores.

(Please select one for each)		did not purchase	1	2	3	4	5	6	7	8	9	10	11	12 or more	
<b>New packaged software purchased in the last 12 months</b>															
a) For Wii	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
b) For Wii U	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
c) For Nintendo DS	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
d) For Nintendo 3DS	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
e) For PlayStation 3	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
f) For PlayStation 4	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
g) For PSP (PlayStation Portable)	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
h) For PlayStation Vita	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
i) For Xbox 360	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
j) For Xbox One	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★

<b>Paid software downloads purchased in the last 12 months</b>															
k) Purchased on Nintendo eShop (Wii, Wii U, DS, 3DS)	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
l) Purchased on PlayStation Store (PS3, PS4, PSP, PS Vita)	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★
m) Purchased on Xbox Live Marketplace (Xbox 360, Xbox One)	→	0	1	2	3	4	5	6	7	8	9	10	11	12	★

**[Those who chose “play regularly” in Q4]**

Q8 Have you purchased any additional downloadable content on online shops provided by each video game console in the last 12 months? (Please select one)

\*Additional content refers to items, stages, scenarios, or music that can be added to your video games.

\*Online shops refer to Nintendo eShop, Wii Shop Channel, PlayStation Store, and Xbox Live Marketplace, etc.

<b>1</b> Yes, purchased by download	<b>2</b> No, did not purchase by download
-------------------------------------	---

**[Those who chose “play regularly” in Q4]**

Q9 Which of the following video game genres do you like? (Please select all that apply)

<b>1</b> Role-playing	<b>11</b> Shooting	<b>21</b> Instrumental simulator
<b>2</b> Nurturing simulation	<b>12</b> First person shooter	<b>22</b> Massive multiplayer online role playing games
<b>3</b> Strategic simulation/Strategy	<b>13</b> Sports	<b>23</b> Battle-type network games
<b>4</b> Love simulation	<b>14</b> Racing	<b>24</b> Study/Learning/Training
<b>5</b> Adventure	<b>15</b> Puzzle/quiz	<b>25</b> Communication
<b>6</b> Action	<b>16</b> Card battle games	<b>26</b> Fortune telling
<b>7</b> Survival horror	<b>17</b> Board games	<b>27</b> Do not like any of the above genres
<b>8</b> Rhythm-action	<b>18</b> Variety/Party games	
<b>9</b> Sound novels	<b>19</b> Strategic table games	
<b>10</b> Fighting competition	<b>20</b> Gambling-type table games	

## ■ Questions about PC games

[For all respondents]

Q10 Do you ever play games on PC? (Please select one)

- |   |  |  |
|---|--|--|
| 1 | Play regularly                               |  |
| 2 | Used to play often, but seldom play nowadays |  |
| 3 | Tried it about once or twice                 |  |
| 4 | Have never played even once                  |  |
- Go to Q13

[Those who chose “play regularly” in Q10 (a person who plays PC games regularly)]

Q11 Please choose the type(s) of PC games that you have played in the last 12 months. (Please select all that apply)

- |   |  |  |
|---|--|--|
| 1 | Packaged game software purchased in stores or via mail order |  |
| 2 | Paid game downloads  |  |
| 3 | Games with monthly payment                                   |  |
| 4 | Free games but in-game items are required to purchase        |  |
| 5 | Completely free games  |  |
| 6 | Other games (specify: _____)                                 |  |
| 7 | Do not know/ do not remember                                 |  |

[Those who chose “Free games but in-game items are required to purchase” in Q11.]

Q12 In the last 12 months, have you purchased in-game items for free PC games which charge you for those items ?

(Please select one)

- |   |     |   |    |
|---|-----|---|----|
| 1 | Yes | 2 | No |
|---|-----|---|----|

## ■ Questions about smartphone/tablet games

[For all respondents]

Q13 Do you ever play games on smartphone/tablet? (Please select one)

- |   |  |  |
|---|--|--|
| 1 | Play regularly                               |  |
| 2 | Used to play often, but seldom play nowadays |  |
| 3 | Tried it about once or twice                 |  |
| 4 | Have never played even once                  |  |
- Go to Q16 on next page

[Those who chose “play regularly” in Q13 (a person who plays games on smartphone/tablet regularly)]

Q14 Please choose the type(s) of smartphone/tablet games that you have played in the last 12 months.

(Please select all that apply)

[Games as applications (gaming apps)]

- |   |   |  |
|---|---|--|
| 1 | Paid games  |  |
| 2 | Games with monthly payment                            |  |
| 3 | Free games but in-game items are required to purchase |  |
| 4 | Completely free games                                 |  |

[Games simply using browser (\*)]

- |   |   |  |
|---|---|--|
| 5 | Paid games  |  |
| 6 | Games with monthly payment                            |  |
| 7 | Free games but in-game items are required to purchase |  |
| 8 | Completely free games                                 |  |

\*Games that you can play simply by  
accessing a website without the  
installation of special software.

- |    |                              |  |
|----|------------------------------|--|
| 9  | Other games (specify: _____) |  |
| 10 | Do not know/ do not remember |  |

[Those who chose [3] or [7] in Q14 (Free games but in-game items are required to purchase)]

Q15 In the last 12 months, have you purchased in-game items for free smartphone/tablet games which charge you for those items? (Please select one)

- |   |     |   |    |
|---|-----|---|----|
| 1 | Yes | 2 | No |
|---|-----|---|----|



## ■ Questions about mobile phone games

[For all respondents]

Q16 Do you ever play games on mobile phone? (Please select one)

1	Play regularly	
2	Used to play often, but seldom play nowadays	
3	Tried it about once or twice	→ Go to Q19
4	Have never played even once	

[Those who chose “play regularly” in Q16 (a person who plays games on mobile phone regularly)]

Q17 Please choose the type(s) of mobile phone games that you have played in the last 12 months.

(Please select all that apply)

1	Paid games	4	Completely free games
2	Games with monthly payment	5	Other games (specify: )
3	Free games but in-game items are required to purchase	6	Do not know/ do not remember

[Those who chose [3] in Q17 (Free games but in-game items are required to purchase)]

Q18 In the last 12 months, have you purchased in-game items for free mobile phone games which charge you for those items? (Please select one)

1	Yes	2	No
---	-----	---	----

## ■ Questions about arcade games

[For all respondents]

Q19 Do you ever play arcade games? (Please select one)

1	Play regularly	3	Tried it about once or twice
2	Used to play often, but seldom play nowadays	4	Have never played even once

## ■ Questions about games overall

[For all respondents]

Q20 How much would you like to play games on/at the following platforms/place? (Please select one for each)

(Please select one for each)	Definitely want to play games	Will play if interesting games are available for me	Not sure I particularly want to	Do not want to play at all
a) Video game consoles →	1	2	3	4
b) PC →	1	2	3	4
c) Smartphone/tablet →	1	2	3	4
d) Mobile phone →	1	2	3	4
e) Arcade →	1	2	3	4

[For all respondents]

Q21 To what extent do you agree or disagree with the following statements? (Please select one for each)

(Please select one for each)	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
a) I often feel that the games that catch my eye become very popular later on →	1	2	3	4
b) I proactively search out the latest game-related information →	1	2	3	4
c) I am very discerning when it comes to choosing game software →	1	2	3	4
d) I spend most of my free time playing video games →	1	2	3	4
e) I love video games →	1	2	3	4
f) I proactively tell others about game-related information and issues →	1	2	3	4

## ■ Questions about the TOKYO GAME SHOW

[For all respondents]

Q22 (1) How did you find out about the TOKYO GAME SHOW 2015? (Please select all that apply)

<b>1</b> Television	<b>7</b> Station poster	<b>13</b> Information displayed on game screens (including banners)
<b>2</b> Radio	<b>8</b> Friend/acquaintance/family member	<b>14</b> In school
<b>3</b> Newspaper	<b>9</b> CESA's official website/SNS	<b>15</b> Received an invitation
<b>4</b> Game magazine	<b>10</b> Website/SNS of TOKYO GAME SHOW Exhibitor	<b>16</b> Because it's an annual event
<b>5</b> Magazines other than game magazine	<b>11</b> News website/SNS	<b>17</b> Others (specify: )
<b>6</b> Store poster/flier	<b>12</b> Other website/SNS	

(2) The TOKYO GAME SHOW has been held 24 times (summer 1996, spring and autumn 1997–2001, autumn 2002–2014). How many times have you been this show so far? (Please select one)

<b>1</b> ( ) times	<b>2</b> This is my first time
--------------------	--------------------------------

(3) For today's TOKYO GAME SHOW 2015, how many hours do you plan to stay in total? (Please fill in the number from 1 to 7)  
\*Do not include the waiting time to enter

→ Approximately  Hour(s)

(4) For today's TOKYO GAME SHOW 2015, how many game titles do you plan to play in total? \*If you do not plan to play, please write "0".

→ Approximately  Title(s)

(5) Out of the developers/publishers that have exhibited at today's TOKYO GAME SHOW 2015, which booth did you like the best? Please write down the name of the company. (Please choose one)

→  Name of a developer/publisher

\*If you have just arrived, please write down the name of the exhibiting company you would like to go most.

(6) The booths at the TOKYO GAME SHOW 2015 are broadly divided into the following areas. Please tell us which of these you have been to and/or will definitely go to. (Please select all that apply)

<b>1</b> General Exhibition Area (Game Developers/Publishers Booths)	(Hall 2~8)
<b>2</b> Event Stage	(Hall 1)
<b>3</b> Family Area	(Hall 1)
<b>4</b> Game School Area	(Hall 2•3)
<b>5</b> Cloud / Data Center Pavilion	(Hall 3)
<b>6</b> Business Solution Area	(Hall 3)
<b>7</b> Smartphone Game Area / Social Game Area	(Hall 4•5)
<b>8</b> International Pavilion 1,2 / Asia New Stars Area	(Hall 4•5•7)
<b>9</b> Game Device Area	(Hall 6)
<b>10</b> Romance Simulation Game Area	(Hall 6)
<b>11</b> Indie Game Area	(Hall 9)
<b>12</b> Cosplay Area	(Hall 9)
<b>13</b> Cyber Games Asia Area (e-SPORTS Competitions)	(Hall 9)
<b>14</b> Merchandise Sales Area	(Hall 9•10)
<b>15</b> Food Court	(Hall 11)

(7) To what extent are you satisfied with the content of the TOKYO GAME SHOW 2015? (Please select one)

<b>1</b> Very satisfied	<b>3</b> Neither satisfied nor dissatisfied	<b>4</b> Somewhat dissatisfied
<b>2</b> Somewhat satisfied		<b>5</b> Very dissatisfied

(8) Will you come to the next year's TOKYO GAME SHOW? (Please select one)

<b>1</b> Yes, definitely	<b>3</b> Cannot say either way	<b>4</b> Not sure I really want to
<b>2</b> Yes, if I can		<b>5</b> No, I will not

**[For all respondents]**

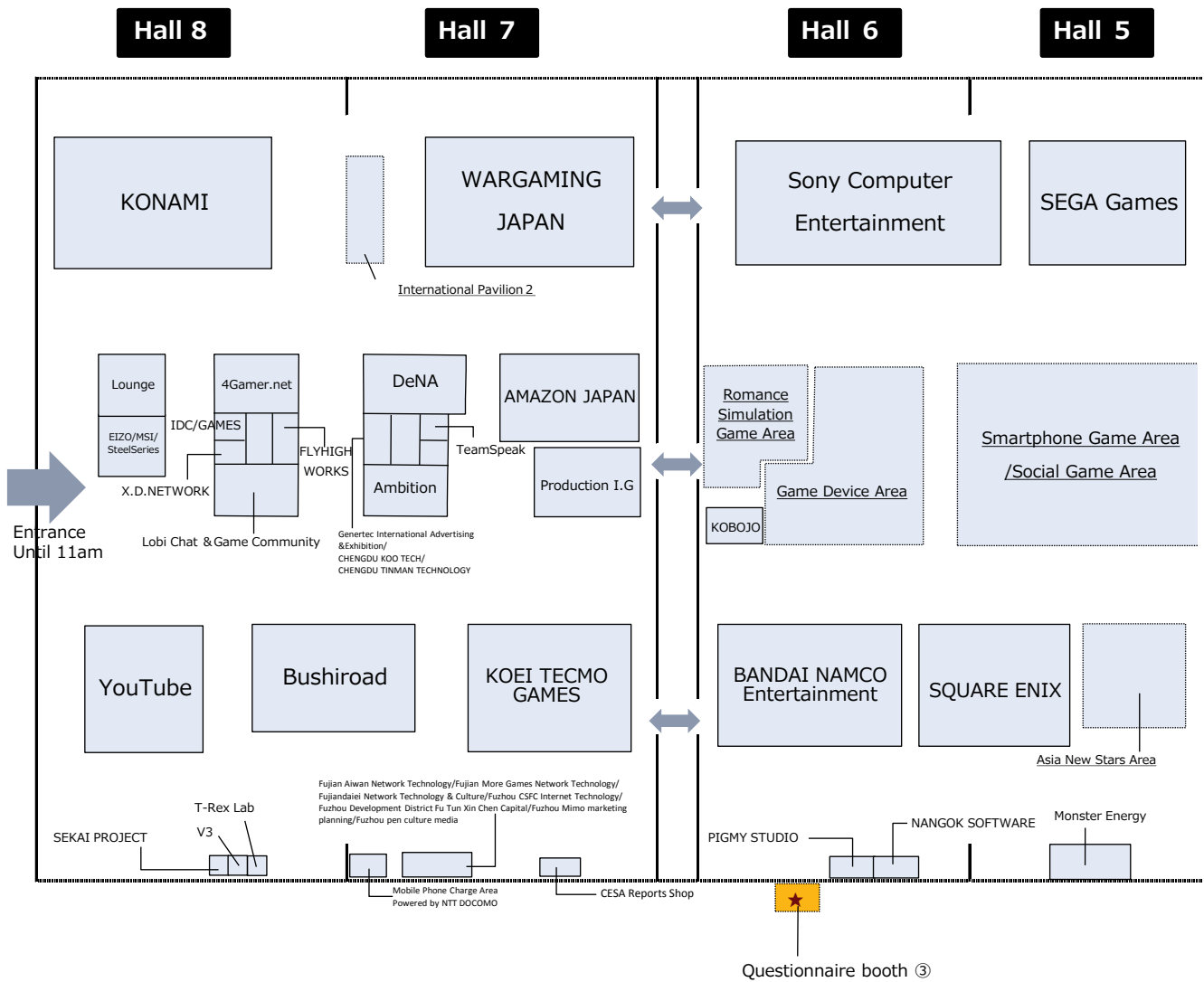
**Q23** Which of the following events have you been to other than the TOKYO GAME SHOW? (Please select all that apply)

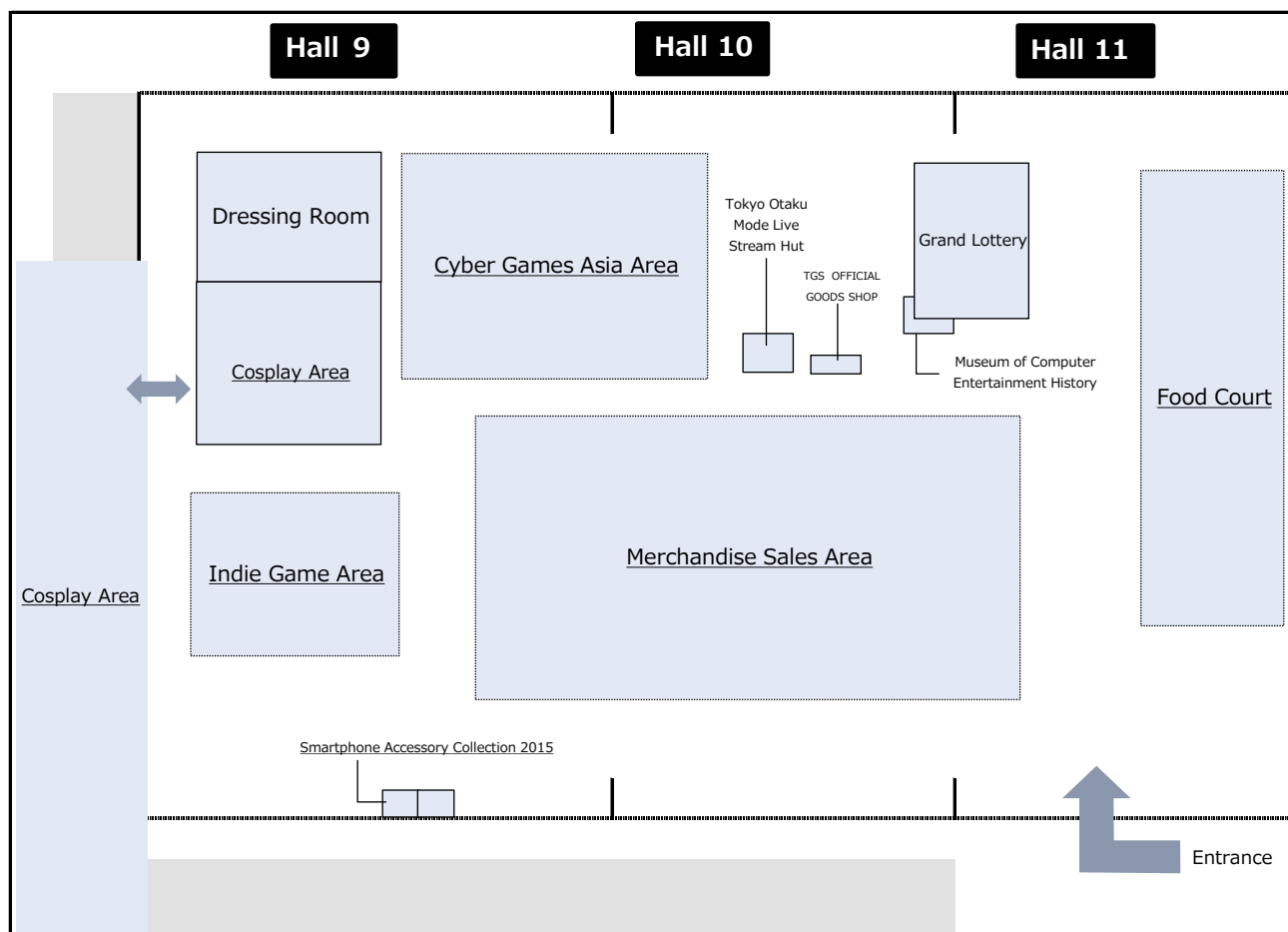
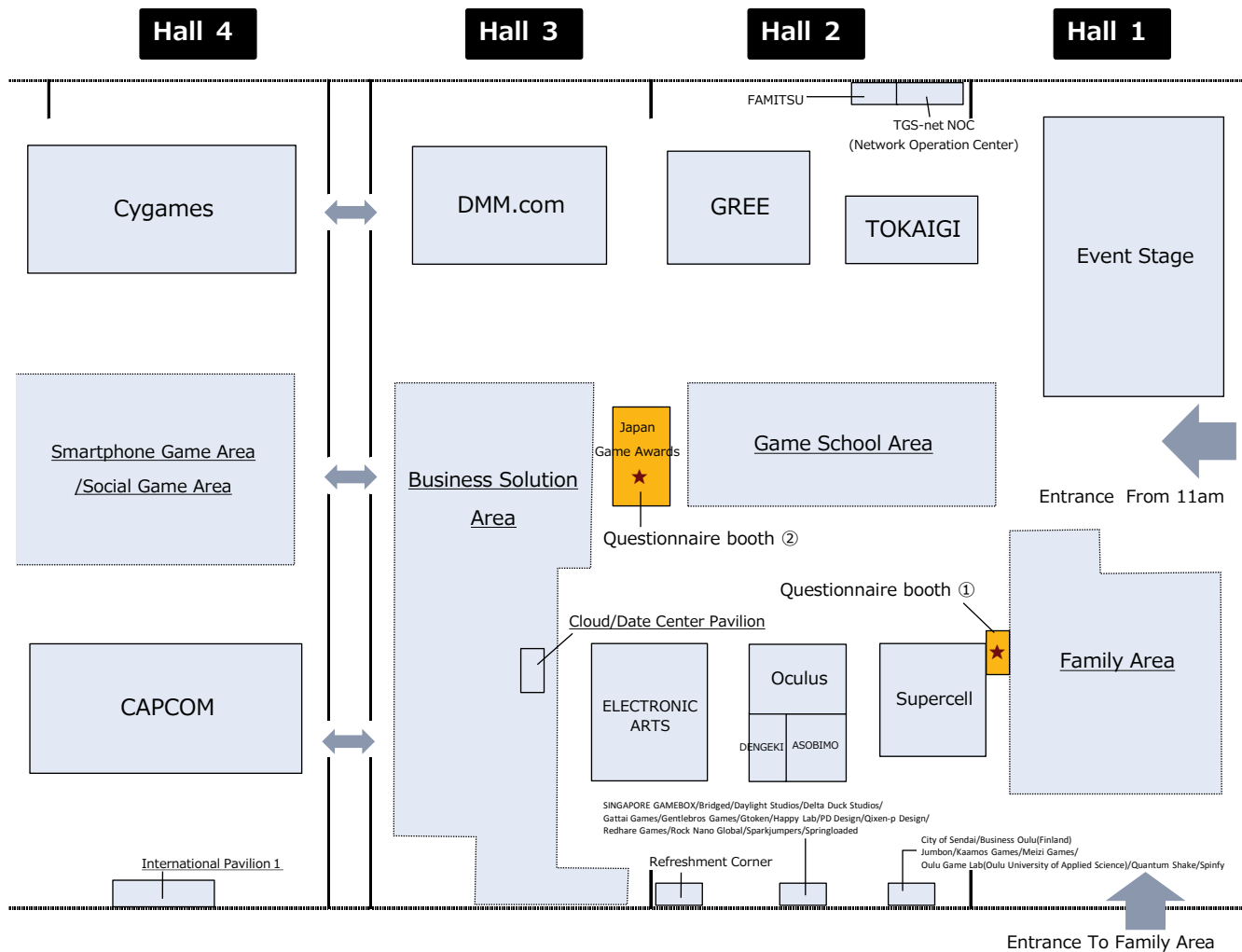
**\*Do not include online participations.**

<b>1</b>	Comic Market	<b>6</b>	Wonder Festival
<b>2</b>	JUMP FESTA	<b>7</b>	Japan Amusement Expo
<b>3</b>	Niconico Chokaigi /Tokaigi	<b>8</b>	AnimeJapan
<b>4</b>	Next-generation World Hobby Fair	<b>9</b>	Others (Please specify: )
<b>5</b>	CharaHobby C3×HOBBY	<b>10</b>	None of the above

Thank you for your cooperation.

## Appendix : Location of questionnaire booths







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**TOKYO GAME SHOW 2015 Visitors Survey Report**

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Please include the following information in your inquiry

- ( 1 ) Your name(with the name of your working place or school)
  - ( 2 ) Your e-mail address to which our reply to your request is forwarded.
-