

TOKYO GAME SHOW 2016

Visitors Survey Report

November 2016

COMPUTER ENTERTAINMENT SUPPLIER'S ASSOCIATION



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Outline of TOKYO GAME SHOW 2016 Visitors Survey



1. Outline of Survey

	TOKYO GAME SHOW 2016 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.
■ Questionnaire	See questionnaire form at the end of report.	See "2016 CESA Research Report on the General Public."
■ Method	Central location test (self-administered survey)	Mail survey
■ Date of survey	September 18, 2016 (Sun) *Second day of the event (final day)	January 5, 2016 (Tue) - January 25, 2016 (Mon)
■ Target Research Period	Present situation (time of implementation) (Purchase history: September 19, 2015 - September 18, 2016)	Present situation (time of implementation) (Purchase history: January 1, 2015 - December 31, 2015)
■ Effective Responses	1,156 samples The numbers of visitors on each day of event were as follows: September 17, 2016 (Sat): 98,074 September 18, 2016 (Sun): 108,117	2,869 samples (Effective response rate: 47.0%)
■ 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.	

Respondents' Characteristics

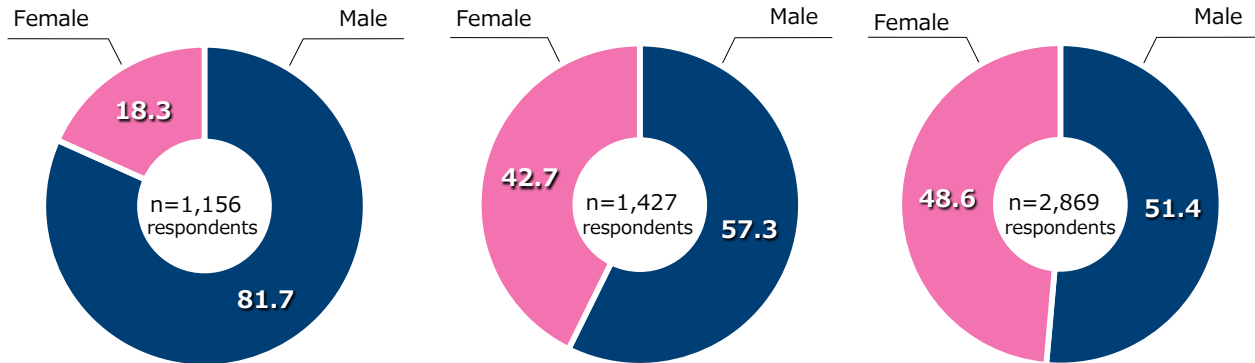


1. Gender

■ Comparison with General Consumers

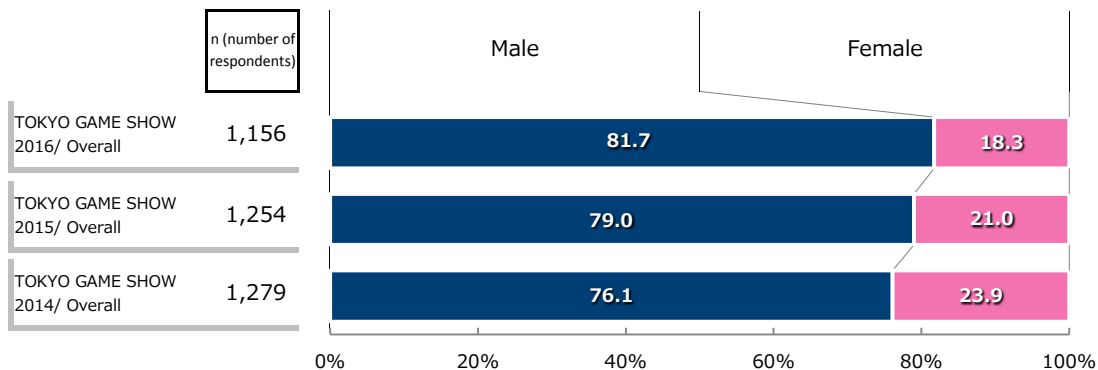
[TOKYO GAME SHOW 2016/ Overall] [2015: General Consumers/ Game players] [2015: General Consumers/ Overall]

(Unit: %)



■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



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

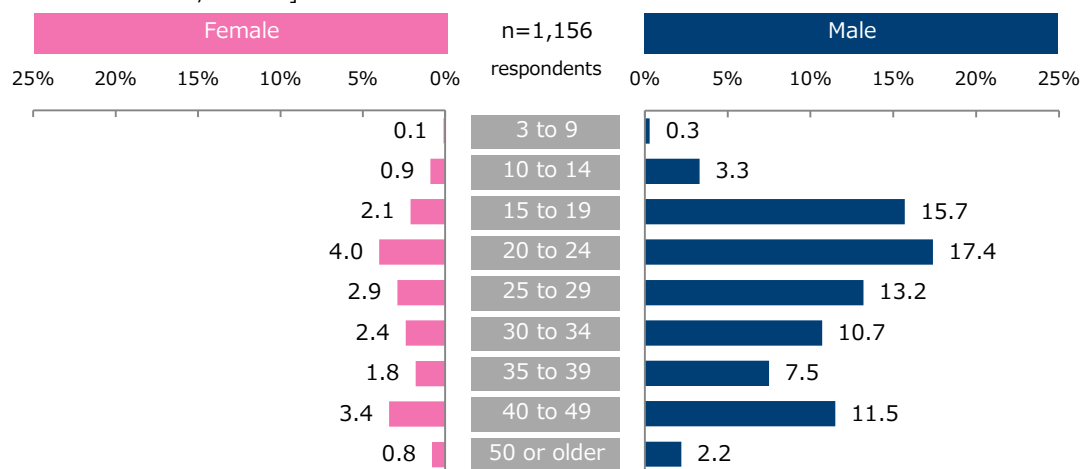
Video games, PC games, smartphone/ tablet games, mobile phone games, arcade games.

- The rate of "Male" (81.7%) tends to increase slightly from the previous years, compared to "Female"(18.3%).
- "Male" is 24.4 points higher than "General consumers/Game players"

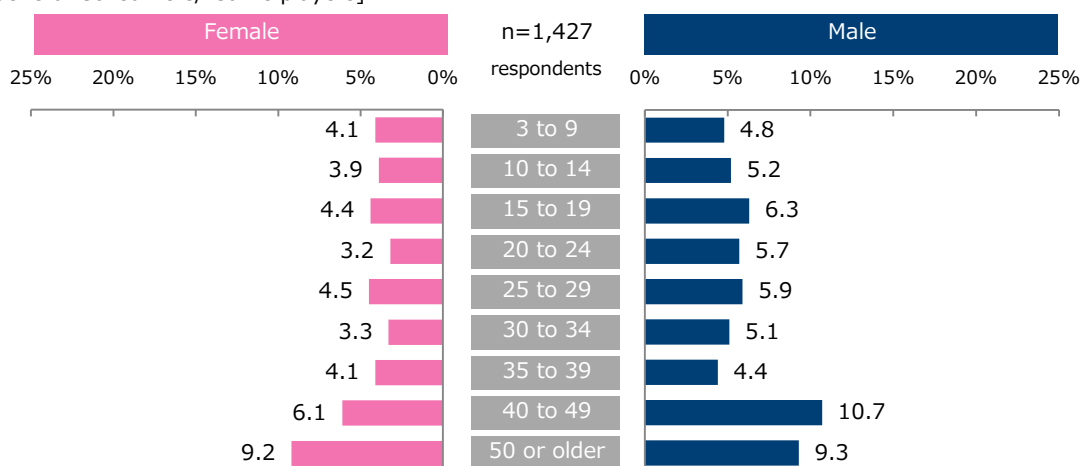
2. Gender and Age

■ Comparison with General Consumers

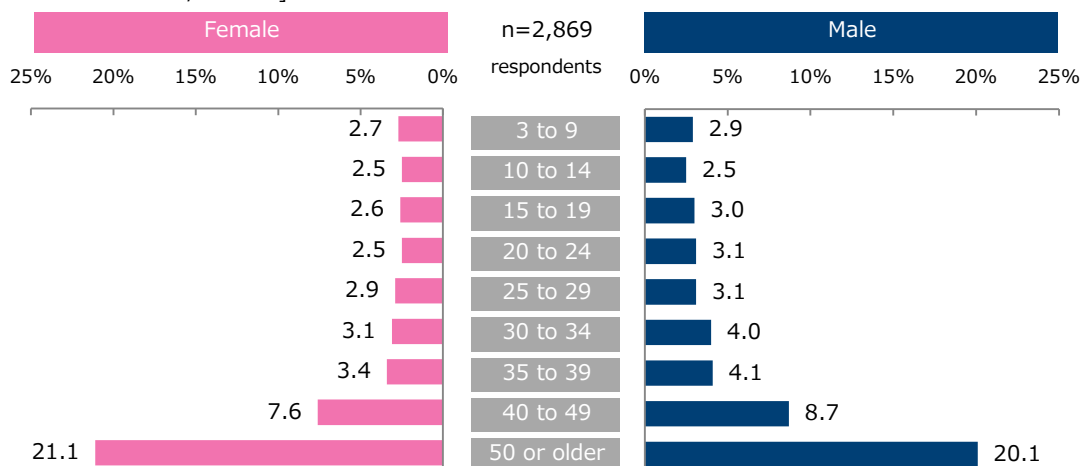
[TOKYO GAME SHOW 2016/ Overall]



[2015: General Consumers/ Game players]

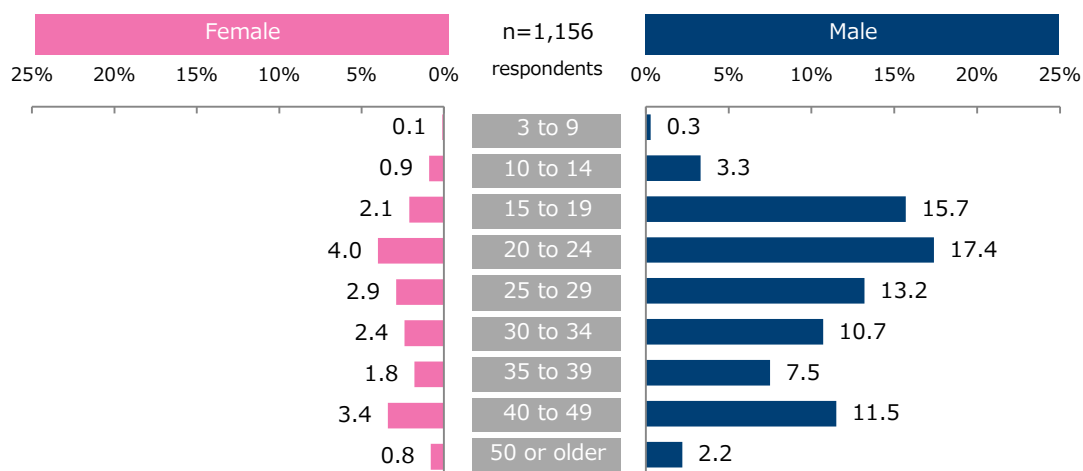


[2015: General Consumers/ Overall]

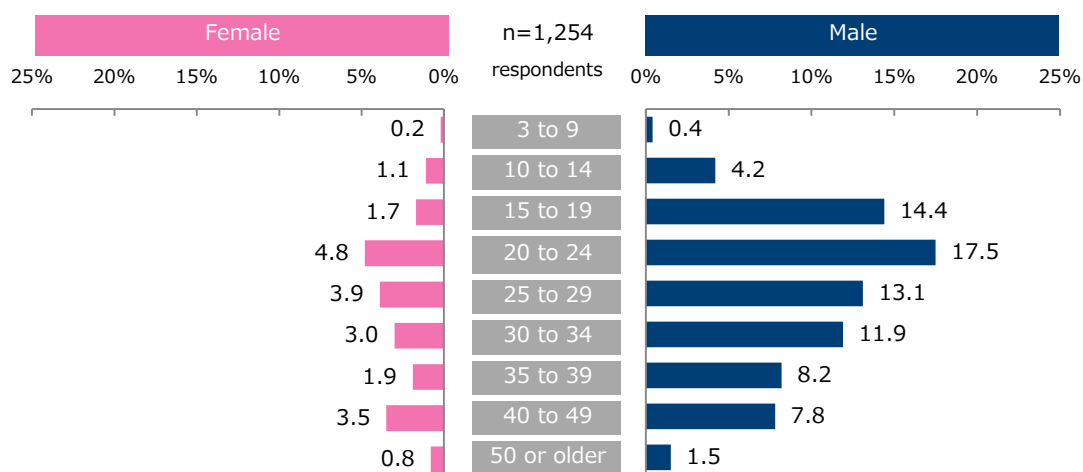


■ Time Series Comparison

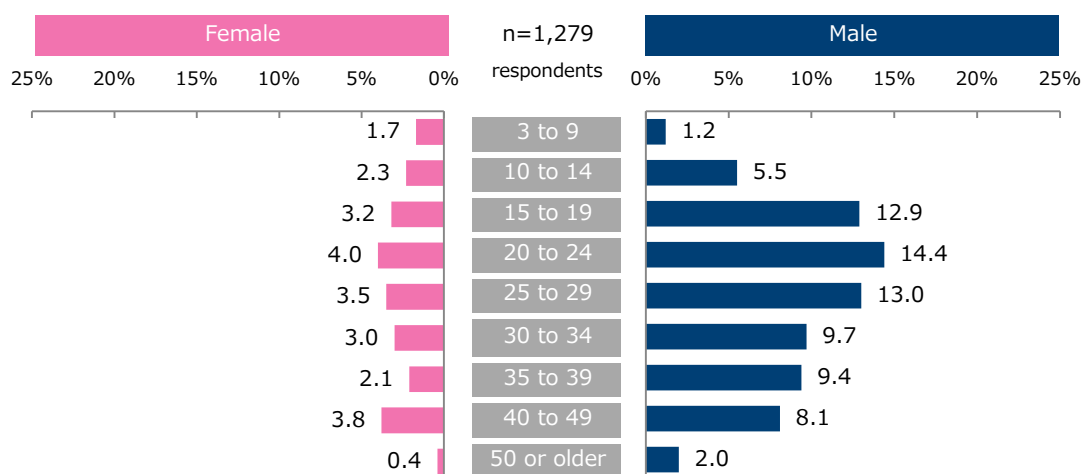
[TOKYO GAME SHOW 2016/ Overall]



[TOKYO GAME SHOW 2015/ Overall]



[TOKYO GAME SHOW 2014/ Overall]



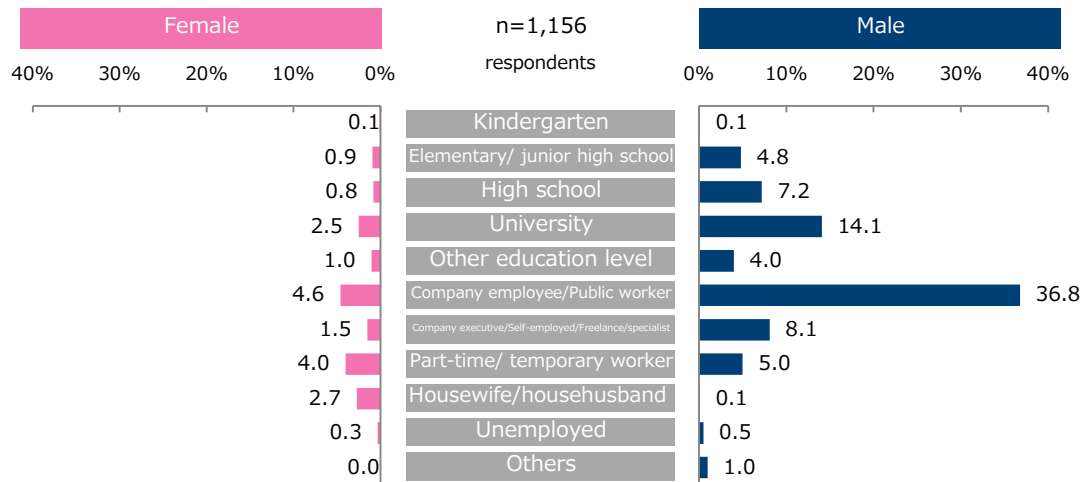
- The gender ratio is almost same as the one of the previous year, except "Male age 40 to 49" that is 3.7 points higher than before. "Male under 29" keeps its ratio (about 50%) of the total.
- "Male age 15 to 19" and "Male age 20 to 24" of "TOKYO GAME SHOW 2016 Overall" are both about 10 points higher than the figures of "General consumers/ Game players", while both male and female's "age over 50" is 7 or 8 points lower.



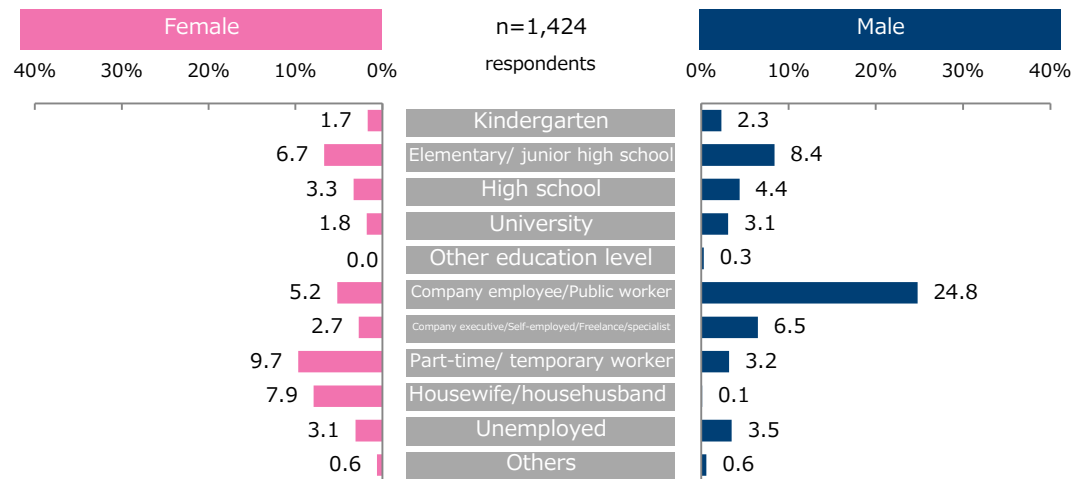
3. Occupation

■ Comparison with General Consumers

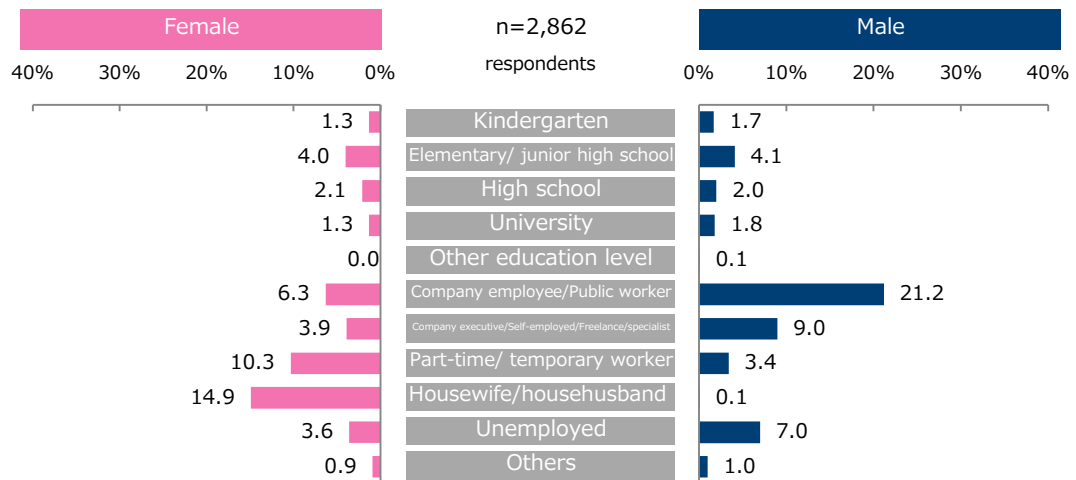
[TOKYO GAME SHOW 2016/ Overall]



[2015: General Consumers/ Game players]



[2015: General Consumers/ Overall]



■ Time Series Comparison

[TOKYO GAME SHOW/ Overall]



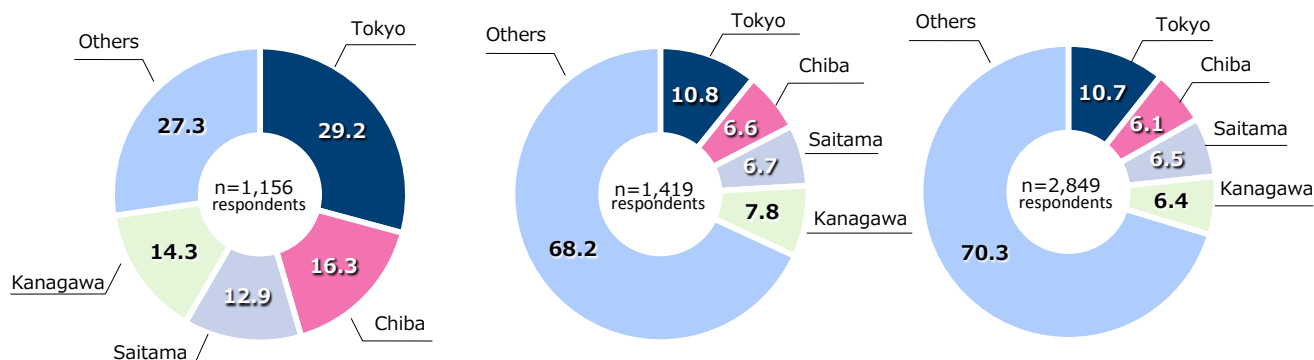
- In the ratio of occupation by gender, the largest group is male "Company employee/public worker" (36.8%), followed by male "University" (14.1%), male "Company executive/Self-employed/Freelance/specialist" (8.1%), and male "High school" (7.2%).
- Male "Company employee/public worker" of TOKYO GAME SHOW 2016 is 12 points higher than the one of "General consumer/Game player".
- There is no markedly difference in the occupation ratio between this survey and the last.

4. Residential Area

■ Comparison with General Consumers

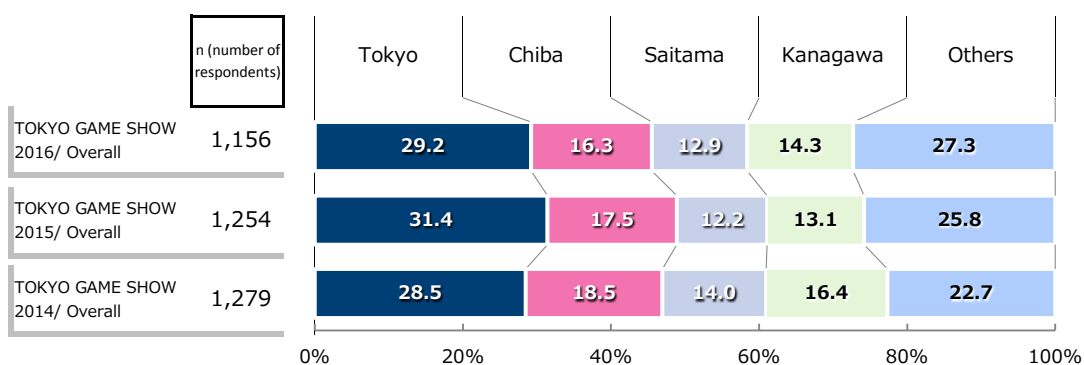
[TOKYO GAME SHOW 2016/ Overall] [2015: General Consumers/ Game players] [2015: General Consumers/ Overall]

(Unit: %)



■ Time Series Comparison

[TOKYO GAME SHOW/ Overall]

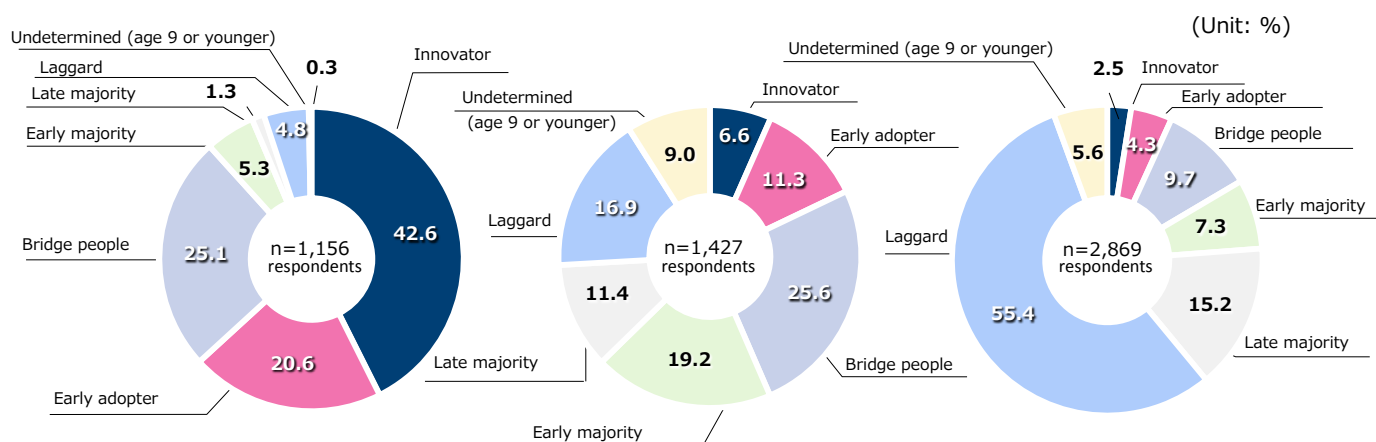


- Tokyo (29.2%) is ranked top as the area from which visitors came. This is followed by "Chiba" (16.3%) where the event was held and Kanagawa (14.3%).
- "Tokyo and the three surrounding prefectures" (72.7%) of TOKYO GAME SHOW 2016 is more than 40 points higher than the "general consumers/game players".
- The ratio of "Others" excluding "Tokyo and the three surrounding prefectures" increases slightly compared to the 2014 survey. The ratio is 4.6 points higher than the that of 2014.

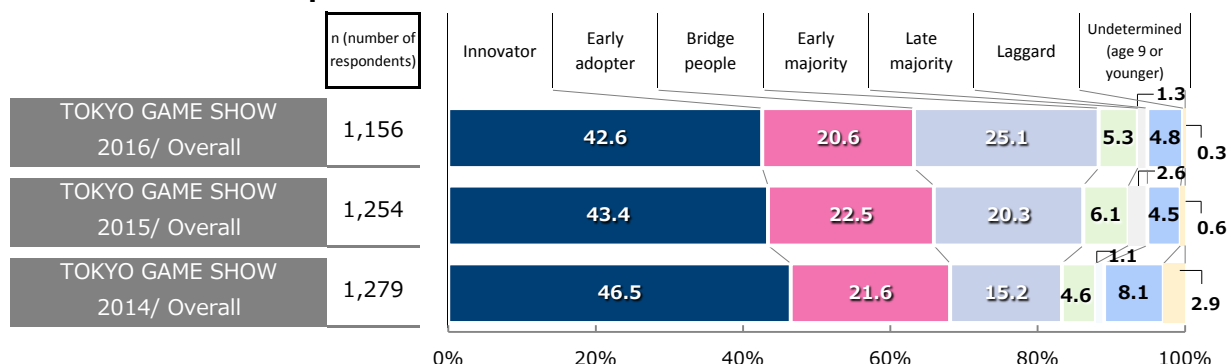
5.IPS

■ Comparison with General Consumers

[TOKYO GAME SHOW 2016/ Overall] [2015: General Consumers/ Game players] [2015: General Consumers/ Overall]



■ 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;"> <div style="flex: 1; border-left: 2px solid blue; border-right: 2px solid blue; position: relative;"> <div style="position: absolute; top: -10px; left: 50%; transform: translateX(-50%);">High</div> <div style="position: absolute; bottom: -10px; left: 50%; transform: translateX(-50%);">Low</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 highest proportion of the IPS category is "Innovator" at 42.6%, which is same result as the last two surveys. The second one is "Bridge people"(25.1%) and is followed by "Early adopter"(20.6%). The ratio of "Bridge people" is up slightly compared to the last two surveys.
- Innovator and "Early adopter" of TOKYO GAME SHOW 2016 are both higher than those of "general consumers/game players" by 36.0 and 9.3 points, respectively. However, some IPS categories decrease its points compared to "general consumers/game players": "Early majority" is 13.9 points lower as well as "Laggard" (12.1 points) and "Late majority" (10.1 points).

Video Game Playing Status

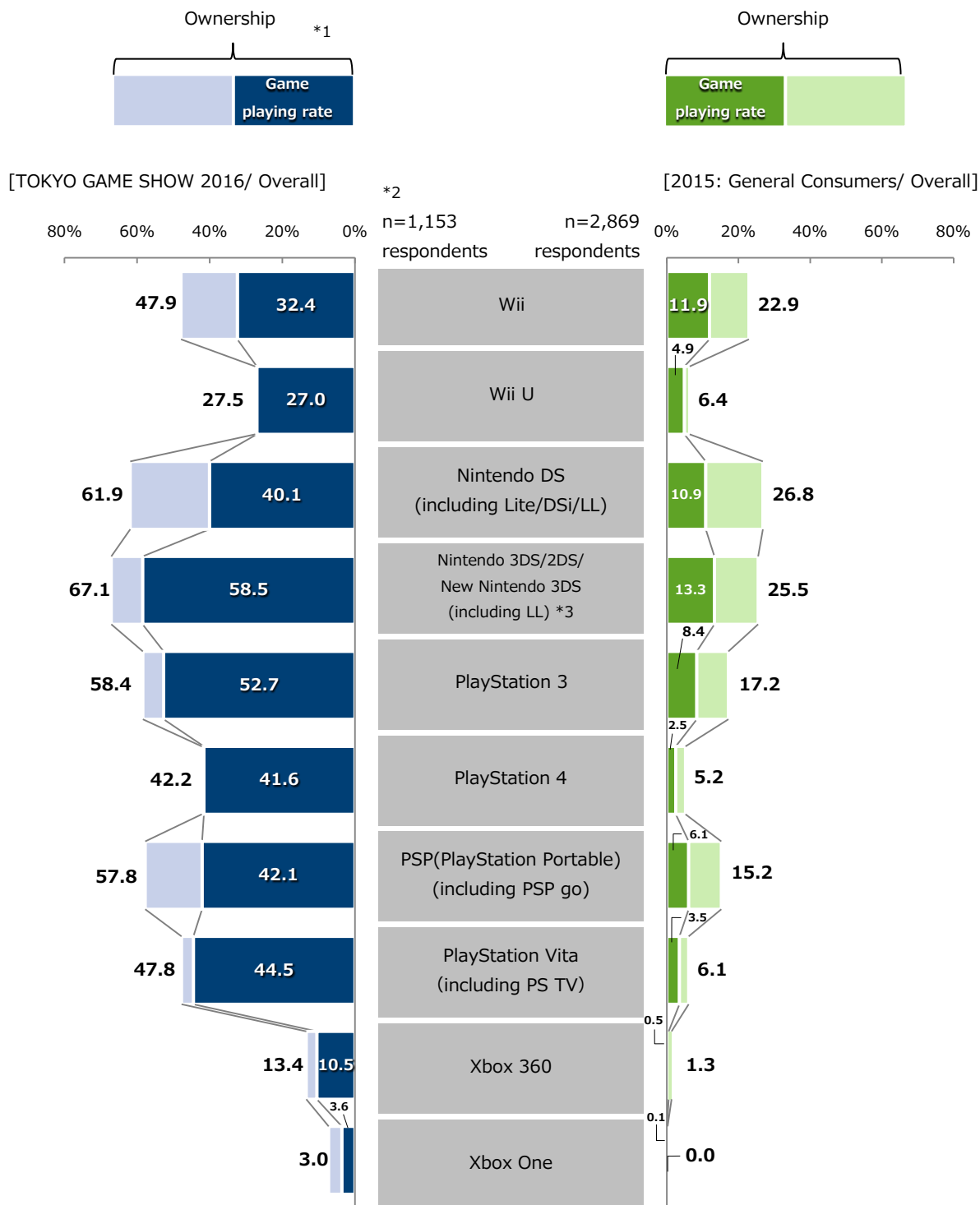
1. Video Game Console Ownership and Game Playing Rate

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 2016/ Overall]

		TOKYO GAME SHOW 2016/ 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)		1,145	936	3	37	178	200	151	210	132	25	209	1	9	24	46	33	49	39	8
Wii		32.4	31.5	0.0	45.9	43.3	33.5	23.2	28.1	28.8	8.0	36.4	0.0	44.4	62.5	54.3	21.2	30.6	17.9	37.5
Wii U		27.0	26.4	100.0	51.4	34.8	19.0	24.5	22.9	28.8	8.0	29.7	0.0	44.4	45.8	30.4	36.4	22.4	20.5	25.0
Nintendo DS (including Lite/DSi/LL)		40.1	39.2	33.3	45.9	52.2	36.0	31.1	39.5	37.9	16.0	44.0	0.0	55.6	50.0	65.2	48.5	30.6	30.8	25.0
Nintendo 3DS/2DS/ New Nintendo 3DS (including LL) *3		58.5	56.4	66.7	75.7	59.0	50.5	58.9	58.1	56.1	28.0	67.9	0.0	88.9	83.3	76.1	66.7	67.3	53.8	37.5
PlayStation 3		52.7	54.1	33.3	29.7	40.4	62.5	58.9	63.3	50.0	36.0	46.4	0.0	11.1	25.0	69.6	54.5	57.1	23.1	37.5
PlayStation 4		41.6	45.1	0.0	27.0	47.8	53.5	49.0	46.2	30.3	36.0	25.8	0.0	11.1	20.8	34.8	42.4	28.6	10.3	0.0
PSP(PlayStation Portable) (including PSP go)		42.1	41.8	0.0	32.4	42.1	48.0	36.4	45.2	39.4	24.0	43.5	0.0	11.1	54.2	52.2	63.6	40.8	25.6	25.0
PlayStation Vita (including PS TV)		44.5	45.2	0.0	51.4	44.4	45.0	47.0	53.8	34.8	20.0	41.6	0.0	33.3	29.2	56.5	57.6	44.9	25.6	0.0
Xbox 360		10.5	11.6	0.0	8.1	7.9	8.0	13.2	13.8	19.7	4.0	5.3	0.0	11.1	0.0	8.7	6.1	6.1	2.6	0.0
Xbox One		3.6	4.1	0.0	8.1	2.2	3.0	3.3	4.3	7.6	4.0	1.4	0.0	11.1	0.0	0.0	3.0	2.0	0.0	0.0

*Darker shading indicates a higher ratio.

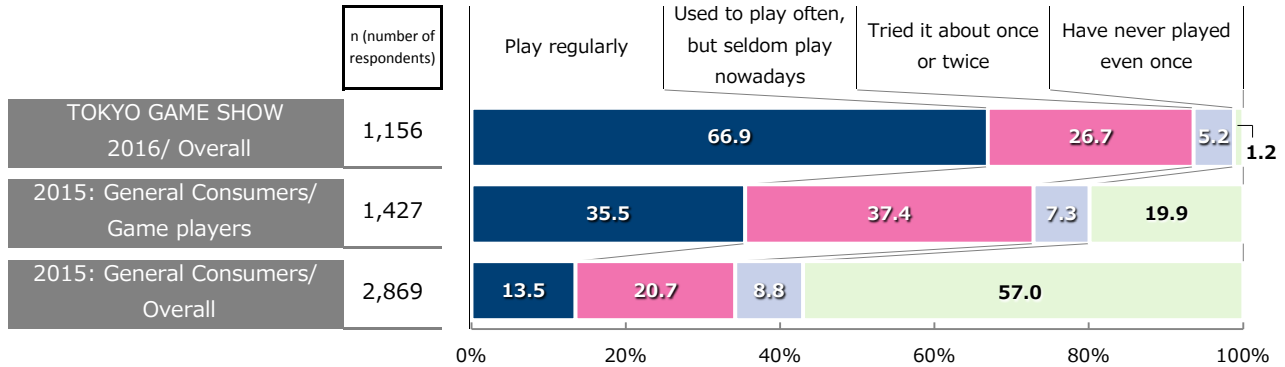
- In the ownership rate of video game console for home use, "Nintendo 3DS/ 2DS/ New Nintendo 3DS" shows the highest rate at 67.1%, followed by "Nintendo DS (including Lite/DSi/LL)" (61.9%), "PlayStation 3" (58.4%), and "PSP (PlayStation Portable) (including PSP go)" (57.8%) respectively.
- In game playing rate of video games, "Nintendo 3DS/2DS/ New Nintendo 3DS" accounts for the highest percentage (58.5%). The second highest is "PlayStation 3"(52.7%), followed by the consoles at around 40% rate; "PlayStation Vita" (44.5%), "PSP" (42.1%), "PlayStation 4" (41.6%), and "Nintendo DS (Lite/DSi/LL)" (40.1%) respectively.
- The following video game consoles show high game playing rate by gender and age (more than 10 points higher than "overall"): For Male age 10 to 14, "Nintendo 3DS/ 2DS/ New Nintendo 3DS"(75.7%), "Wii U"(51.4%), and "Wii"(45.9%). For Male age 15 to 19, "Nintendo DS (Lite/DSi/LL)"(52.2%) and "Wii"(43.3%). For Male age 20 to 24, "PlayStation 4" (53.5%). For Male age 30 to 39, "PlayStation 3"(63.3%). For Female age 20 to 24, "Nintendo 3DS/2DS/New Nintendo 3DS" (76.1%), "PlayStation 3" (69.6%), "Nintendo DS"(65.2%), "PlayStation Vita" (56.5%), "Wii"(54.3%), and "PSP"(52.2%). For Female age 25 to 29, "PSP" (63.6%) and "PlayStation Vita" (57.6%).

2. Experience of Playing Video Games

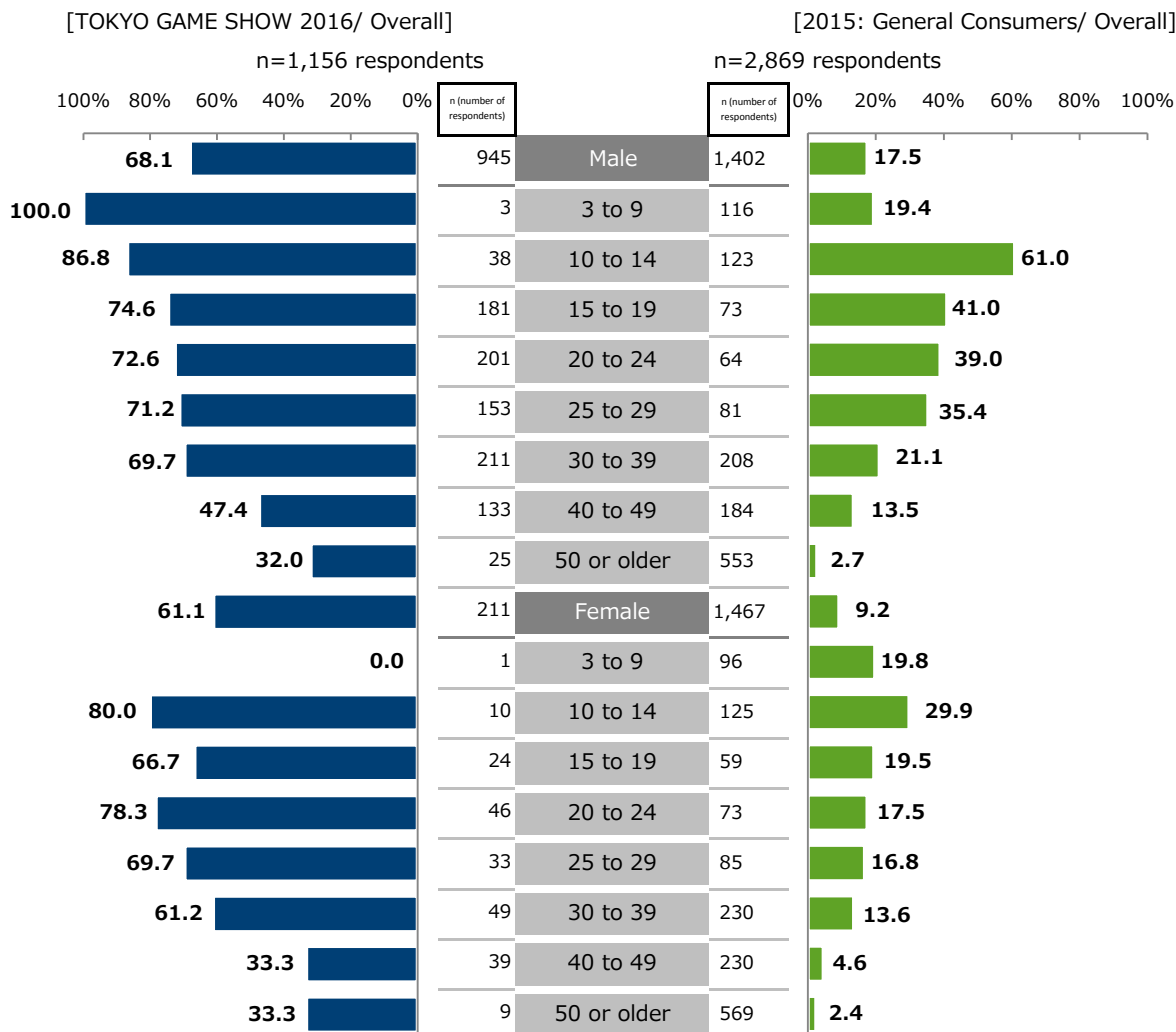
Question

Do you ever play games on video game consoles? [Single answer]

■ Comparison with General Consumers



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



- 66.9% of respondents plays video games "regularly".
- 68.1% of Male plays "regularly", especially in the male group age 15 to 39 about 70% of them and over 80% of male age 10 to 14 "play regularly". 61.1% of Female plays "regularly" (78.3% of female age 20 to 24, 69.7% in age 25 to 29, and 61.2% in age 30 to 39).
- The ratio of "Regular players" of TOKYO GAME SHOW 2016 (both Male and Female) is more than 50 points higher than that of "General consumers/overall".

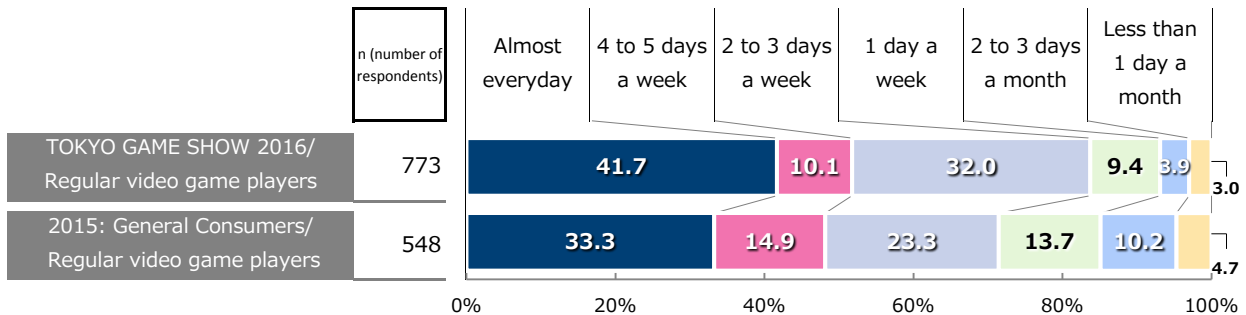
3. Frequency of Video Game Playing

Question

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

■ Comparison with General Consumers

[Regular video game players]



■ Gender and Age/ IPS

[TOKYO GAME SHOW 2016/ Regular video game players]

(Unit: %)

		n (number of respondents)	Almost everyday	4 to 5 days a week	2 to 3 days a week	1 day a week	2 to 3 days a month	Less than 1 day a month
TOKYO GAME SHOW 2016/ Regular video game players		773	41.7	10.1	32.0	9.4	3.9	3.0
Gender and Age	Male	644	42.9	9.9	32.1	8.7	3.3	3.1
	3 to 9	3	66.7	0.0	33.3	0.0	0.0	0.0
	10 to 14	33	69.7	9.1	12.1	6.1	0.0	3.0
	15 to 19	135	54.8	10.4	23.0	8.1	1.5	2.2
	20 to 24	146	41.1	11.6	35.6	7.5	2.1	2.1
	25 to 29	109	35.8	11.0	37.6	7.3	7.3	0.9
	30 to 39	147	40.8	6.8	36.1	8.8	2.7	4.8
	40 to 49	63	28.6	11.1	31.7	15.9	4.8	7.9
	50 or older	8	0.0	12.5	62.5	12.5	12.5	0.0
	Female	129	35.7	10.9	31.0	13.2	7.0	2.3
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	8	75.0	12.5	0.0	0.0	12.5	0.0
	15 to 19	16	31.3	18.8	25.0	18.8	6.3	0.0
	20 to 24	36	36.1	5.6	36.1	13.9	5.6	2.8
	25 to 29	23	26.1	17.4	43.5	8.7	4.3	0.0
	30 to 39	30	30.0	6.7	40.0	10.0	10.0	3.3
	40 to 49	13	38.5	15.4	7.7	23.1	7.7	7.7
	50 or older	3	66.7	0.0	0.0	33.3	0.0	0.0
IPS	Innovator	488	50.4	11.1	29.5	5.5	1.6	1.8
	Early adopter	193	27.5	10.4	38.9	16.6	5.7	1.0
	Bridge people	58	20.7	3.4	34.5	17.2	13.8	10.3
	Majority	23	17.4	8.7	21.7	17.4	13.0	21.7

*Darker shading indicates a higher ratio.

- 41.7% of respondents plays video games "Almost everyday" and 10.1% of the total plays "4 to 5 days a week".
- Those who play "Almost everyday" are found at high rate in "Male age 10 to 14" (69.7%) and "Male age 15 to 19"(54.8%), and those ratio are more than 10 points higher than those of "General consumers/overall".
- Innovator in IPS category says "Almost everyday" at 50.4% and it is much high ratio compared to other IPSs.

4. Number of Video Game Software Purchases

Question

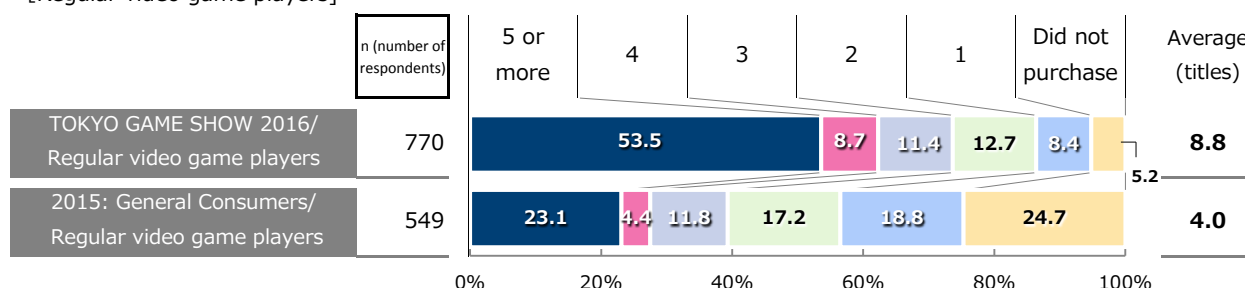
How many video game software did you purchase in the last 12 months?

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 2016/ Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2016/ Regular video game players		770	53.5	8.7	11.4	12.7	8.4	5.2	8.8
Gender and Age	Male	642	55.1	8.9	10.9	11.8	7.6	5.6	9.1
	3 to 9	3	0.0	0.0	66.7	0.0	33.3	0.0	2.3
	10 to 14	33	42.4	24.2	12.1	9.1	12.1	0.0	12.3
	15 to 19	135	54.1	7.4	12.6	8.9	8.9	8.1	9.3
	20 to 24	145	56.6	7.6	9.0	12.4	7.6	6.9	9.8
	25 to 29	109	62.4	9.2	10.1	12.8	2.8	2.8	8.8
	30 to 39	147	55.8	8.8	11.6	12.2	7.5	4.1	8.5
	40 to 49	62	53.2	4.8	9.7	16.1	8.1	8.1	8.3
	50 or older	8	25.0	25.0	0.0	12.5	25.0	12.5	4.0
	Female	128	45.3	7.8	14.1	17.2	12.5	3.1	7.5
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	8	62.5	0.0	12.5	0.0	25.0	0.0	15.4
	15 to 19	16	37.5	12.5	12.5	31.3	0.0	6.3	4.3
	20 to 24	35	62.9	5.7	8.6	8.6	11.4	2.9	9.3
	25 to 29	23	43.5	8.7	4.3	39.1	0.0	4.3	7.8
	30 to 39	30	33.3	6.7	30.0	6.7	20.0	3.3	5.7
	40 to 49	13	38.5	7.7	7.7	15.4	30.8	0.0	7.1
50 or older	3	0.0	33.3	33.3	33.3	0.0	0.0	3.0	
IPS	Innovator	487	68.2	8.6	8.6	8.6	4.5	1.4	11.0
	Early adopter	192	35.9	11.5	16.7	19.8	10.4	5.7	5.7
	Bridge people	57	3.5	3.5	12.3	21.1	36.8	22.8	1.7
	Majority	23	26.1	4.3	17.4	21.7	4.3	26.1	5.0

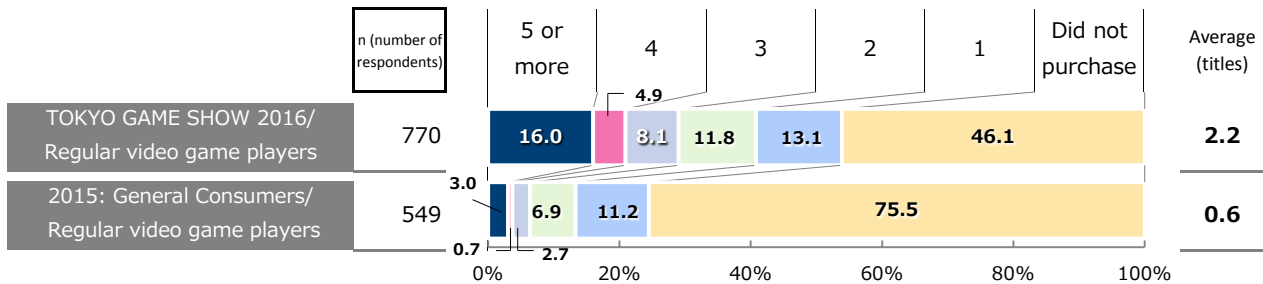
*Darker shading indicates a higher ratio.

- 53.5% of respondents purchased "5 or more" video game software and the average is 8.8 games.
- "Male age 10 to 14" purchased most on average 12.3 titles in male age groups, while for female, "Female age 20 to 24" is the most purchased group on average 9.3 titles.
- In IPS category, 68.2% of Innovator purchased "5 or more" and the average number of purchase among innovators is 11.

[Purchase rate for paid software downloads]

■ Comparison with General Consumers

[Regular video game players]



■ Gender and Age/ IPS

[TOKYO GAME SHOW 2016/ Regular video game players]

(Unit: %)

		n (number of respondents)	5 or more	4	3	2	1	Did not purchase	Average (titles)
TOKYO GAME SHOW 2016/ Regular video game players		770	16.0	4.9	8.1	11.8	13.1	46.1	2.2
Gender and Age	Male	642	17.3	4.8	8.7	11.8	12.5	44.9	2.4
	3 to 9	3	0.0	0.0	0.0	0.0	0.0	100.0	0.0
	10 to 14	33	21.2	0.0	12.1	3.0	21.2	42.4	2.6
	15 to 19	135	13.3	7.4	7.4	17.8	7.4	46.7	2.4
	20 to 24	145	14.5	4.8	9.0	11.0	13.1	47.6	2.0
	25 to 29	109	15.6	7.3	11.9	13.8	12.8	38.5	2.1
	30 to 39	147	21.8	2.7	6.8	12.9	11.6	44.2	2.7
	40 to 49	62	22.6	3.2	9.7	1.6	16.1	46.8	2.9
	50 or older	8	25.0	0.0	0.0	0.0	37.5	37.5	2.3
	Female	128	9.4	5.5	4.7	11.7	16.4	52.3	1.6
	3 to 9	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	10 to 14	8	0.0	0.0	0.0	12.5	12.5	75.0	0.4
	15 to 19	16	0.0	0.0	12.5	0.0	18.8	68.8	0.6
	20 to 24	35	8.6	17.1	0.0	11.4	17.1	45.7	1.8
IPS	25 to 29	23	17.4	0.0	4.3	21.7	13.0	43.5	2.0
	30 to 39	30	16.7	3.3	6.7	10.0	10.0	53.3	2.4
	40 to 49	13	0.0	0.0	7.7	15.4	30.8	46.2	0.8
	50 or older	3	0.0	0.0	0.0	0.0	33.3	66.7	0.3
	Innovator	487	21.1	6.4	9.7	15.4	13.1	34.3	3.0
IPS	Early adopter	192	7.8	3.6	6.3	8.3	14.6	59.4	1.2
	Bridge people	57	0.0	0.0	1.8	0.0	12.3	86.0	0.2
	Majority	23	13.0	0.0	8.7	0.0	8.7	69.6	1.3

*Darker shading indicates a higher ratio.

- 16% of respondents purchased "software downloads" "5 or more" and 53.9% purchased more than one software downloads. The average is 2.2.
- Male purchased 2.4 software on average, which is higher than Female's average (1.6 software).
- In IPS category, even among Innovators 21.1% purchased "5 or more" software downloads. The average is 3.0 software.

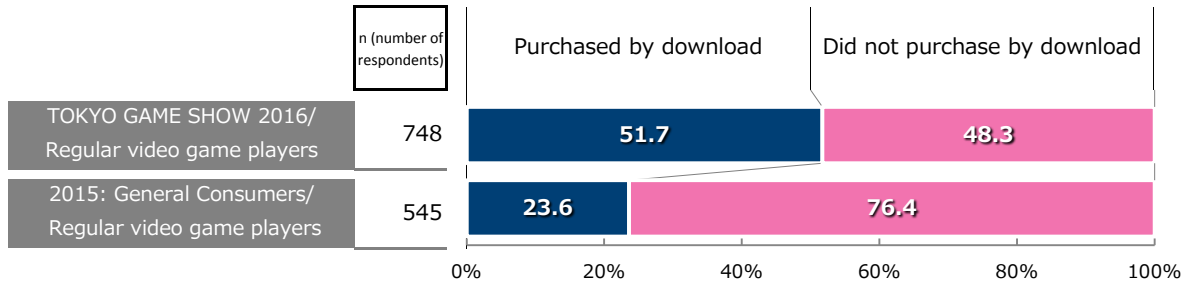
5. Purchasing/Non-purchasing of Additional Download Content for Video Games

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 2016/ Regular video game players]

(Unit: %)

		n (number of respondents)	Purchased by download	Did not purchase by download
TOKYO GAME SHOW 2016/ Regular video game players		748	51.7	48.3
Gender and Age	Male	623	54.7	45.3
	3 to 9	3	0.0	100.0
	10 to 14	33	51.5	48.5
	15 to 19	129	54.3	45.7
	20 to 24	140	57.1	42.9
	25 to 29	107	58.9	41.1
	30 to 39	145	52.4	47.6
	40 to 49	58	53.4	46.6
	50 or older	8	50.0	50.0
	Female	125	36.8	63.2
	3 to 9	0	0.0	0.0
	10 to 14	6	16.7	83.3
	15 to 19	16	31.3	68.8
	20 to 24	36	27.8	72.2
	25 to 29	23	52.2	47.8
	30 to 39	29	44.8	55.2
	40 to 49	13	30.8	69.2
	50 or older	2	50.0	50.0
IPS	Innovator	473	63.2	36.8
	Early adopter	188	34.6	65.4
	Bridge people	57	17.5	82.5
	Majority	21	52.4	47.6

*Darker shading indicates a higher ratio.

- 51.7% of respondents purchased additional downloadable content for video games.
- Male purchased more additional downloadable content than female (Male:54.7%, Female: 36.8%).
- 63.2% of "Innovators" of IPS purchased content by download.

6. Favorite Game Genres

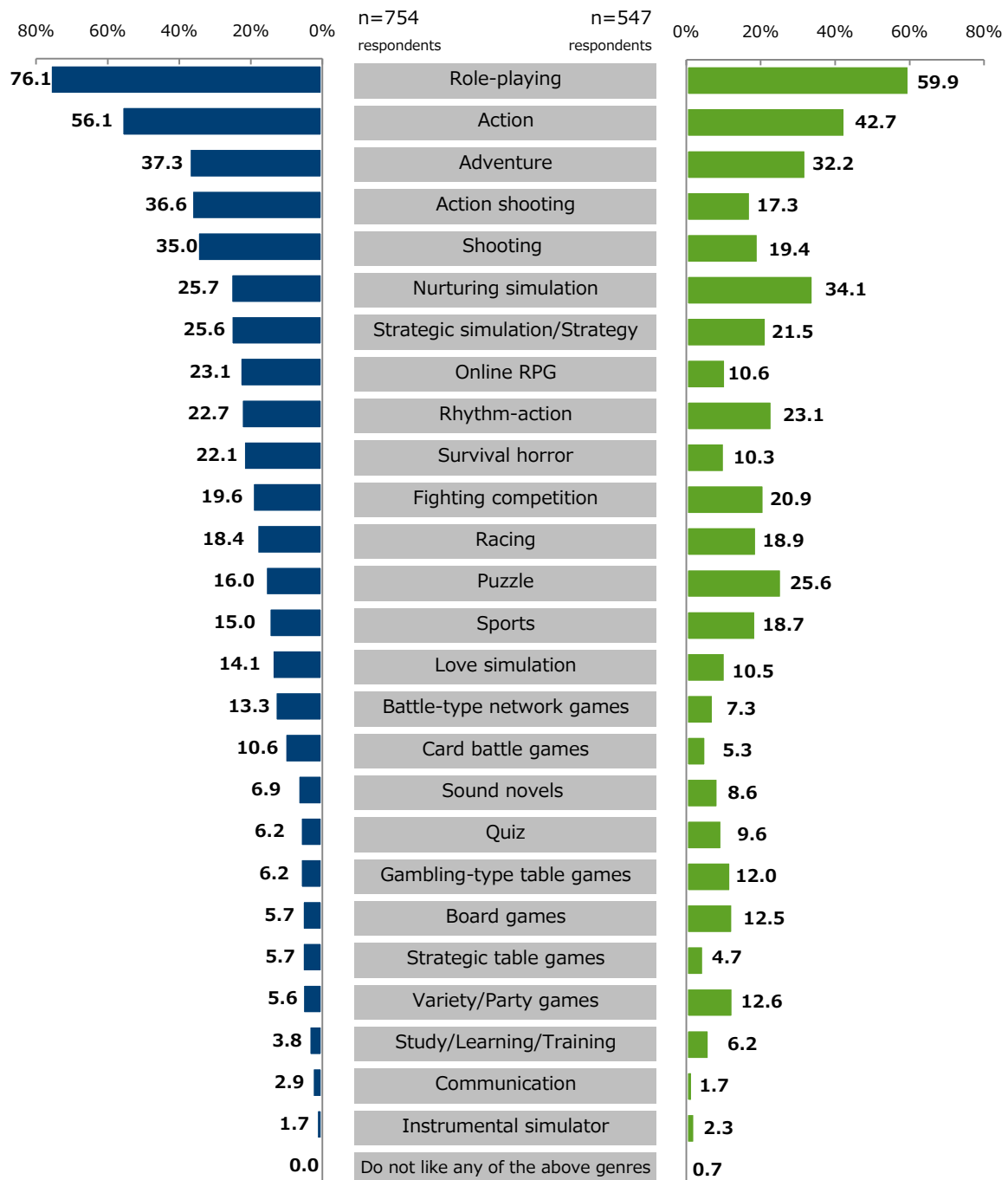
Question

Which of the following video game genres do you like? [Multiple answers]

■ Comparison with General Consumers

[TOKYO GAME SHOW 2016/ Regular video game players]

[2015: General Consumers/ Regular video game players]



■ Gender and Age

[TOKYO GAME SHOW 2016/ Regular video game players]

	TOKYO GAME SHOW 2016/ Regular video game players	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)	754	627	3	32	132	144	106	141	61	8	127	0	8	16	35	23	29	13	3
Role-playing	76.1	75.4	66.7	81.3	68.9	68.1	80.2	83.0	80.3	62.5	79.5	0.0	75.0	68.8	91.4	78.3	72.4	76.9	100.0
Action	56.1	56.6	66.7	53.1	60.6	54.2	70.8	55.3	37.7	25.0	53.5	0.0	62.5	87.5	48.6	60.9	48.3	23.1	33.3
Adventure	37.3	35.4	0.0	56.3	36.4	40.3	36.8	29.8	26.2	12.5	46.5	0.0	50.0	62.5	45.7	47.8	41.4	46.2	0.0
Action shooting	36.6	39.2	0.0	68.8	54.5	47.2	37.7	24.8	11.5	25.0	23.6	0.0	12.5	50.0	31.4	21.7	17.2	0.0	0.0
Shooting	35.0	37.0	33.3	56.3	50.0	35.4	24.5	31.9	36.1	37.5	25.2	0.0	37.5	43.8	22.9	17.4	27.6	15.4	0.0
Nurturing simulation	25.7	22.8	0.0	34.4	26.5	22.9	20.8	22.0	14.8	25.0	40.2	0.0	50.0	56.3	42.9	21.7	44.8	30.8	33.3
Strategic simulation/Strategy	25.6	26.6	33.3	43.8	21.2	27.8	22.6	32.6	23.0	0.0	20.5	0.0	12.5	37.5	31.4	0.0	24.1	7.7	0.0
Online RPG	23.1	23.8	0.0	46.9	29.5	20.8	20.8	24.8	11.5	12.5	19.7	0.0	37.5	18.8	20.0	8.7	20.7	30.8	0.0
Rhythm-action	22.7	20.4	0.0	31.3	26.5	18.8	17.9	21.3	9.8	12.5	33.9	0.0	62.5	43.8	25.7	26.1	34.5	38.5	33.3
Survival horror	22.1	22.8	0.0	18.8	26.5	23.6	24.5	22.7	14.8	12.5	18.9	0.0	12.5	31.3	11.4	30.4	24.1	0.0	0.0
Fighting competition	19.6	20.7	0.0	37.5	19.7	14.6	28.3	21.3	16.4	12.5	14.2	0.0	12.5	31.3	11.4	13.0	13.8	7.7	0.0
Racing	18.4	20.4	0.0	21.9	22.0	22.9	13.2	18.4	27.9	25.0	8.7	0.0	37.5	6.3	5.7	4.3	10.3	7.7	0.0
Puzzle	16.0	12.8	0.0	15.6	11.4	9.0	10.4	16.3	21.3	0.0	32.3	0.0	50.0	31.3	20.0	34.8	31.0	53.8	33.3
Sports	15.0	17.1	0.0	15.6	13.6	18.8	16.0	18.4	23.0	0.0	4.7	0.0	25.0	6.3	8.6	0.0	0.0	0.0	0.0
Love simulation	14.1	12.0	0.0	9.4	13.6	15.3	13.2	8.5	9.8	0.0	24.4	0.0	37.5	25.0	31.4	21.7	13.8	30.8	0.0
Battle-type network games	13.3	14.7	0.0	21.9	16.7	13.2	12.3	18.4	6.6	12.5	6.3	0.0	0.0	25.0	5.7	0.0	6.9	0.0	0.0
Card battle games	10.6	11.6	0.0	15.6	12.1	13.9	11.3	9.9	9.8	0.0	5.5	0.0	12.5	18.8	5.7	0.0	3.4	0.0	0.0
Sound novels	6.9	6.5	0.0	6.3	5.3	8.3	4.7	7.8	6.6	0.0	8.7	0.0	12.5	6.3	2.9	0.0	20.7	15.4	0.0
Quiz	6.2	4.9	0.0	0.0	4.5	3.5	5.7	7.8	4.9	0.0	12.6	0.0	25.0	31.3	11.4	13.0	0.0	7.7	33.3
Gambling-type table games	6.2	6.1	0.0	3.1	5.3	5.6	4.7	5.7	14.8	0.0	7.1	0.0	12.5	12.5	8.6	4.3	6.9	0.0	0.0
Board games	5.7	5.7	0.0	0.0	6.8	4.2	6.6	6.4	8.2	0.0	5.5	0.0	25.0	18.8	2.9	0.0	0.0	7.7	0.0
Strategic table games	5.7	5.9	0.0	6.3	8.3	4.2	8.5	2.1	9.8	0.0	4.7	0.0	25.0	6.3	2.9	0.0	0.0	7.7	33.3
Variety/Party games	5.6	4.6	33.3	12.5	5.3	4.2	3.8	3.5	3.3	0.0	10.2	0.0	25.0	31.3	8.6	0.0	6.9	7.7	0.0
Study/Learning/Training	3.8	3.8	0.0	3.1	3.0	2.8	3.8	5.0	6.6	0.0	3.9	0.0	0.0	12.5	0.0	4.3	6.9	0.0	0.0
Communication	2.9	2.7	0.0	3.1	2.3	1.4	2.8	5.0	1.6	0.0	3.9	0.0	37.5	6.3	0.0	0.0	3.4	0.0	0.0
Instrumental simulator	1.7	2.1	0.0	0.0	2.3	2.1	3.8	0.7	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Do not like any of the above genres	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

*Darker shading indicates a higher ratio.

- The top two favorite video game genres are "Role-playing" (76.1%) and "Action" (56.1%).
- The ratios of the following genres of TOKYO GAME SHOW 2016 are more than 10 points higher than of "General consumers"; "Role-playing" (76.1%), "Action" (56.1%), "Action shooting" (36.6%), "Shooting" (35%), "Online RPG" (23.1%), and "Survival Horror" (22.1%)
- The following genres have high ratios in some segments by gender and age, whose ratios are more than 10 points higher than the total average of each genre: "Action Shooting" of male age 10 to 14 (68.8%), of male age 15 to 19 (54.5%), and of male age 20 to 24 (47.2%). "Shooting" of male age 10 to 14 (56.3%) and of male age 15 to 19 (50%). "Adventure" of male age 10 to 14 (56.3%). "Online RPG" of male age 10 to 14 (46.9%). "Strategic simulation/Strategy" of male age 10 to 14 (43.8%). "Fighting competition" of male age 10 to 14 (37.5%). "Action" of male age 25 to 29 (70.8%). Of female age 20 to 24, "Role-playing" (91.4%), "Nurturing simulation" (42.9%), and "Love simulation" (31.4%).

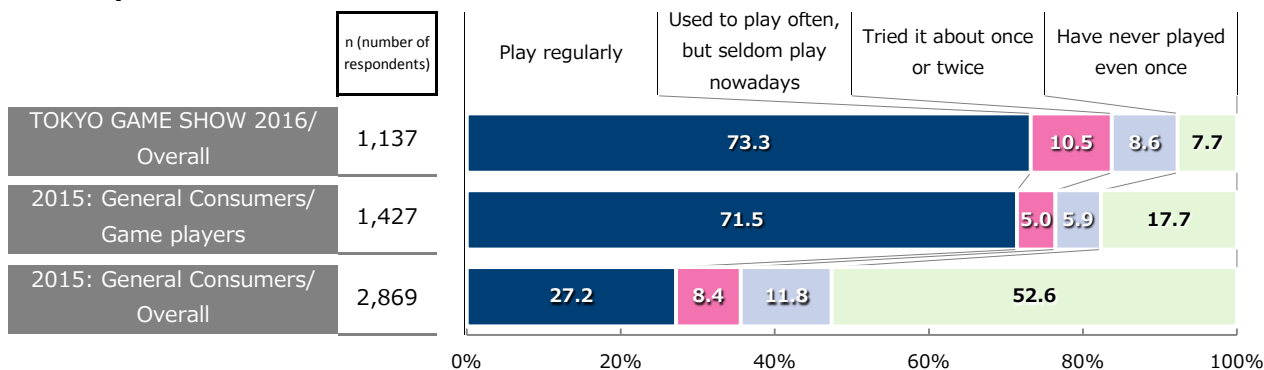
Smartphone/Tablet Game Playing Status

1. Smartphone/Tablet Game Playing Experience

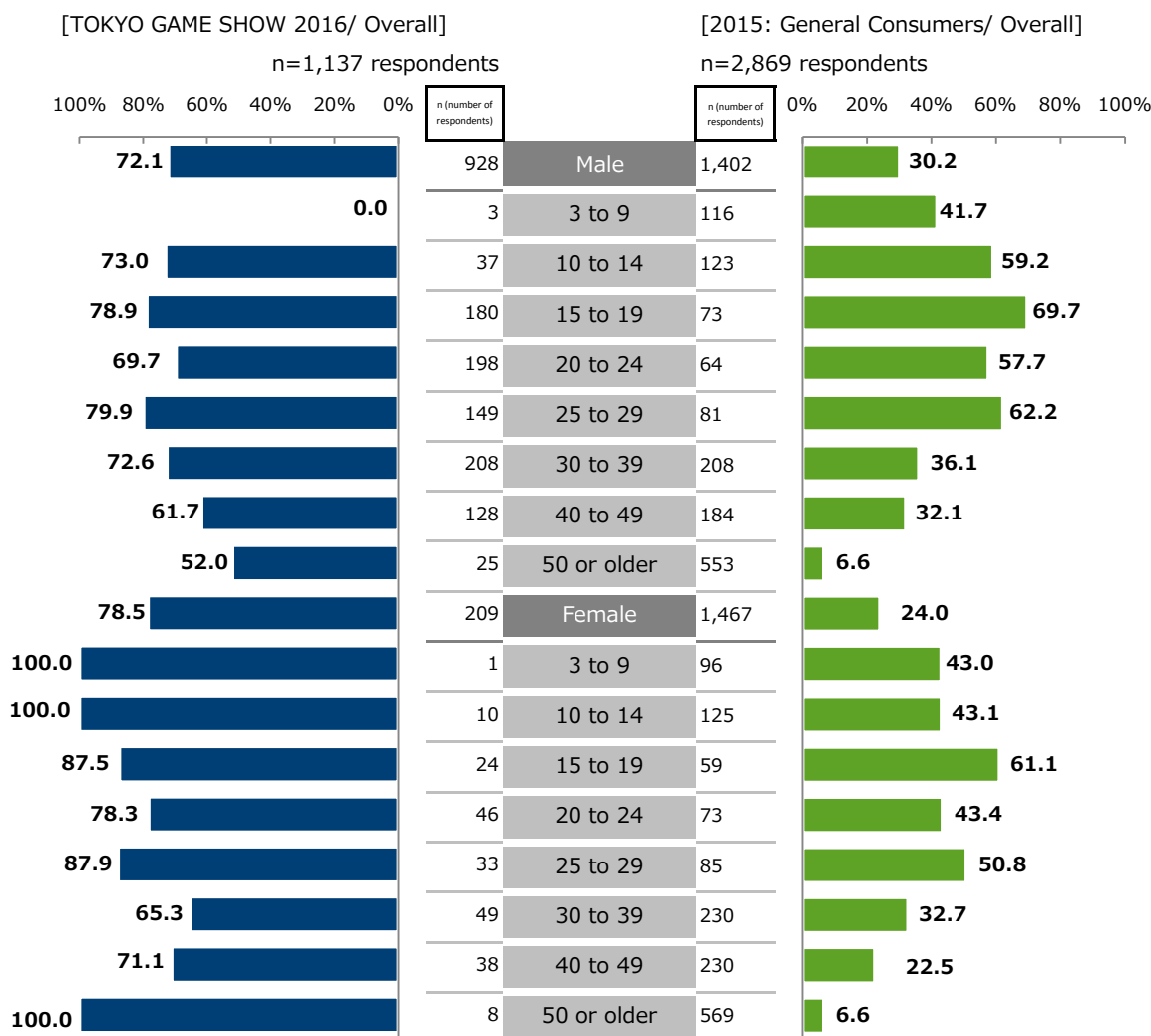
Question

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

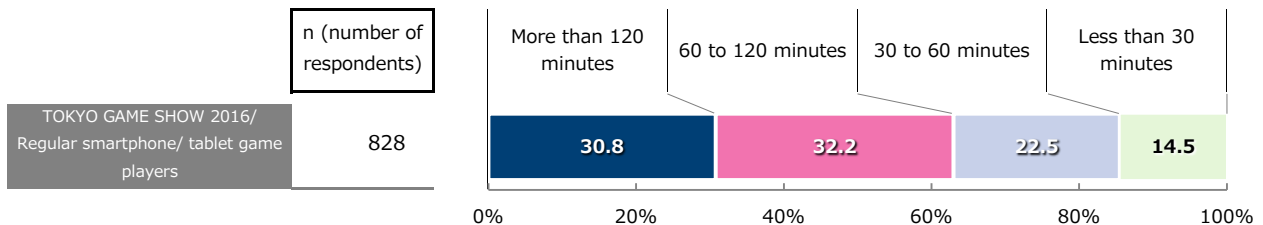


- 73.3% of respondents plays smartphone/tablet games "regularly".
- About 70% of "General consumers/Game players" play "regularly" that is the same as "TOKYO GAME SHOW 2016".
- More than 70% of both male and female "plays regularly". The ratio of female (78.5%) is higher than the one of male (72.1%) and it is opposite of the ratios of video game users.

2.The Amount of Time Spent Playing Smartphone/Tablet Games

Question

How many minutes a day do you play games on smartphone/tablet? [Single answer]



Gender and Age

[TOKYO GAME SHOW 2016/ Regular smartphone/ tablet game players]

(Unit: %)

		TOKYO GAME SHOW 2016/ Regular smartphone/ tablet game players	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)	828	665	0	26	142	137	119	150	79	12	163	1	10	21	36	28	32	27	8	
More than 120 minutes	30.8	29.6	0.0	30.8	40.8	33.6	26.9	23.3	21.5	8.3	35.6	100.0	50.0	47.6	38.9	25.0	28.1	33.3	37.5	
60 to 120 minutes	32.2	32.9	0.0	26.9	33.1	33.6	31.9	33.3	35.4	25.0	29.4	0.0	30.0	28.6	30.6	35.7	34.4	18.5	25.0	
30 to 60 minutes	22.5	23.0	0.0	30.8	14.8	23.4	22.7	26.7	25.3	41.7	20.2	0.0	20.0	9.5	22.2	25.0	21.9	18.5	25.0	
Less than 30 minutes	14.5	14.4	0.0	11.5	11.3	9.5	18.5	16.7	17.7	25.0	14.7	0.0	0.0	14.3	8.3	14.3	15.6	29.6	12.5	

*Darker shading indicates a higher ratio.

- 30.8% of respondents play smartphone/tablet games "more than 120 minutes" a day. 32.2% plays "60 to 120 minutes" a day and more than 60% of the total plays smartphone/tablet games more than 1 hour.
- 29.6% of male and 35.6% of female play "more than 120 minutes", especially in male age 15 to 19 and of female age 20 to 24, both at about 40% in each age group.

3.Types of Game Played

Question

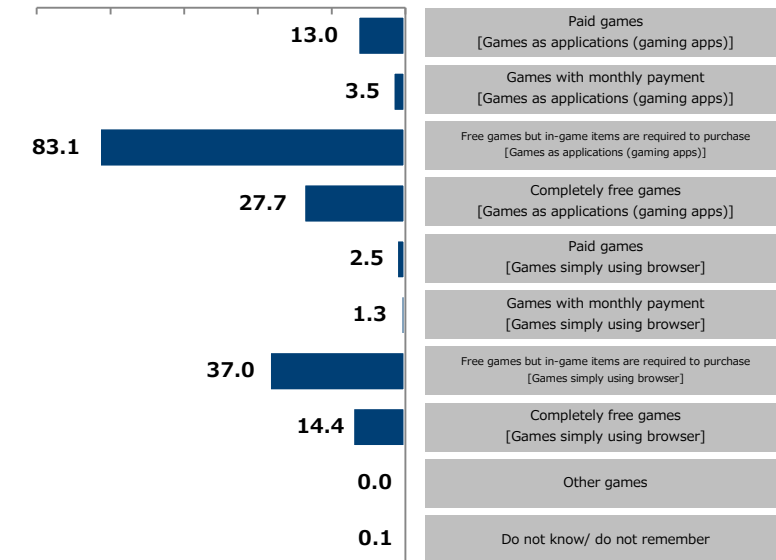
Please choose the type(s) of smartphone/tablet games that you have played in the last 12 months.

[Multiple answers]

■ Comparison with General Consumers

[TOKYO GAME SHOW 2016/ Regular smartphone/ tablet game players]

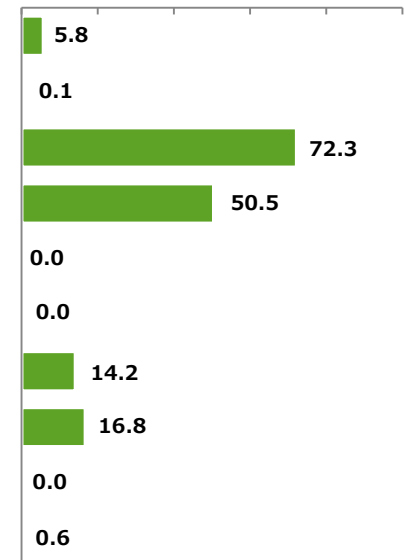
n=829 respondents



[2015: General Consumers/ Regular smartphone/ tablet game players]

n=1,025 respondents

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



■ Gender and Age

[TOKYO GAME SHOW 2016/ Regular smartphone/ tablet game players]

(Unit: %)

n (number of respondents)	TOKYO GAME SHOW 2016/ 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
	829	666	0	26	142	137	119	150	79	13	163	1	10	21	36	28	32	27	8
Paid games[Games as applications (gaming apps)]	13.0	12.2	0.0	15.4	17.6	10.9	10.9	12.7	5.1	7.7	16.6	0.0	0.0	9.5	36.1	14.3	9.4	18.5	0.0
Games with monthly payment [Games as applications (gaming apps)]	3.5	3.5	0.0	0.0	1.4	2.9	7.6	2.0	5.1	7.7	3.7	0.0	0.0	4.8	2.8	3.6	0.0	0.0	37.5
Free games but in-game items are required to purchase [Games as applications (gaming apps)]	83.1	83.9	0.0	84.6	85.9	86.9	80.7	86.0	78.5	69.2	79.8	100.0	90.0	81.0	88.9	75.0	81.3	74.1	50.0
Completely free games[Games as applications (gaming apps)]	27.7	26.3	0.0	53.8	31.7	27.0	20.2	22.7	21.5	30.8	33.7	0.0	50.0	23.8	44.4	28.6	28.1	40.7	12.5
Paid games[Games simply using browser]	2.5	2.3	0.0	7.7	2.8	1.5	2.5	2.0	1.3	0.0	3.7	0.0	0.0	0.0	5.6	10.7	0.0	3.7	0.0
Games with monthly payment [Games simply using browser]	1.3	1.2	0.0	0.0	2.1	1.5	0.8	1.3	0.0	0.0	1.8	0.0	0.0	0.0	2.8	3.6	3.1	0.0	0.0
Free games but in-game items are required to purchase [Games simply using browser]	37.0	36.6	0.0	23.1	35.2	40.9	36.1	40.0	30.4	38.5	38.7	0.0	30.0	52.4	58.3	39.3	43.8	11.1	0.0
Completely free games[Games simply using browser]	14.4	14.0	0.0	19.2	18.3	19.7	10.9	8.7	7.6	23.1	16.0	0.0	30.0	9.5	19.4	14.3	6.3	7.4	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

● 83.1% of respondents plays "Free games but in-game items are required to purchase [Games as applications (gaming apps)]" on smartphone/tablet. Regarding "Completely free games [Games as applications (gaming apps)]", the ratio of "General consumers/Game players" is 22.8 points higher than that of TOKYO GAME SHOW 2016.

● About 80% of both male and female play "Free games but in-game items are required to purchase [Games as applications (gaming apps)]". The ratios of "Free games but in-game items are required to purchase [Games simply using browser]", "Completely free games [Games as applications (gaming apps)]", and "Paid games [Games as applications (gaming apps)]" among female age 20 to 24 are relatively high and more than 10 points higher than the total average (58.3%, 44.4%, and 36.1% respectively).

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

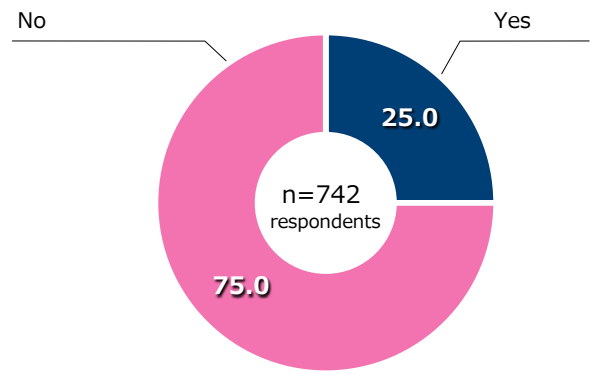
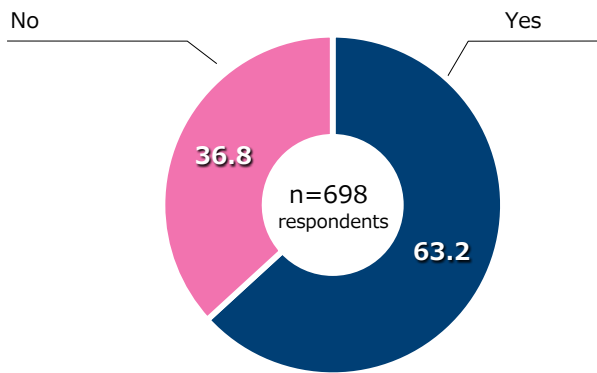
Question

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 2016/ Smartphone(tablet) game players who play free games with paid in-game items]

[2015: General Consumers/ Smartphone(tablet) game players who play free games with paid in-game items]



■ Gender and Age

[TOKYO GAME SHOW 2016/ Smartphone(tablet) game players who play free games with paid in-game items]

(Unit: %)

		TOKYO GAME SHOW 2016/ Smartphone(tablet) game players who play free games with paid in-game items	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)		698	569	0	22	125	121	99	131	62	9	129	1	9	17	32	23	26	19	2
Yes		63.2	63.8	0.0	40.9	45.6	74.4	74.7	68.7	59.7	66.7	60.5	100.0	11.1	64.7	71.9	82.6	53.8	47.4	0.0
No		36.8	36.2	0.0	59.1	54.4	25.6	25.3	31.3	40.3	33.3	39.5	0.0	88.9	35.3	28.1	17.4	46.2	52.6	100.0

*Darker shading indicates a higher ratio.

- 63.2% 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 38.2 points.
- About 60% of both male and female purchased. The purchased rate of male in age of 20 to 24, 25 to 29, and female age 20 to 24 are especially high at over 70% (specifically 74.4%, 74.7%, and 71.9%).

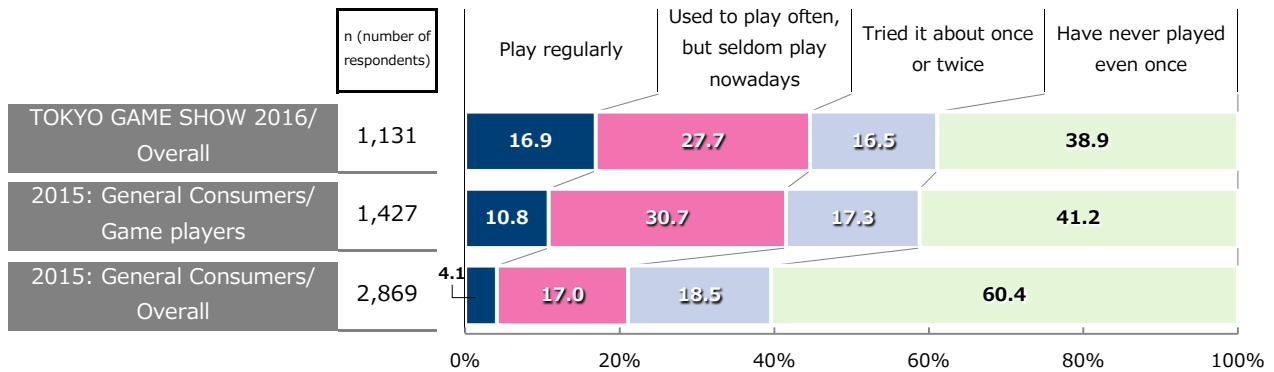
Mobile Phone Game Playing Status

1.Mobile Phone Games Playing Experience

Question

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

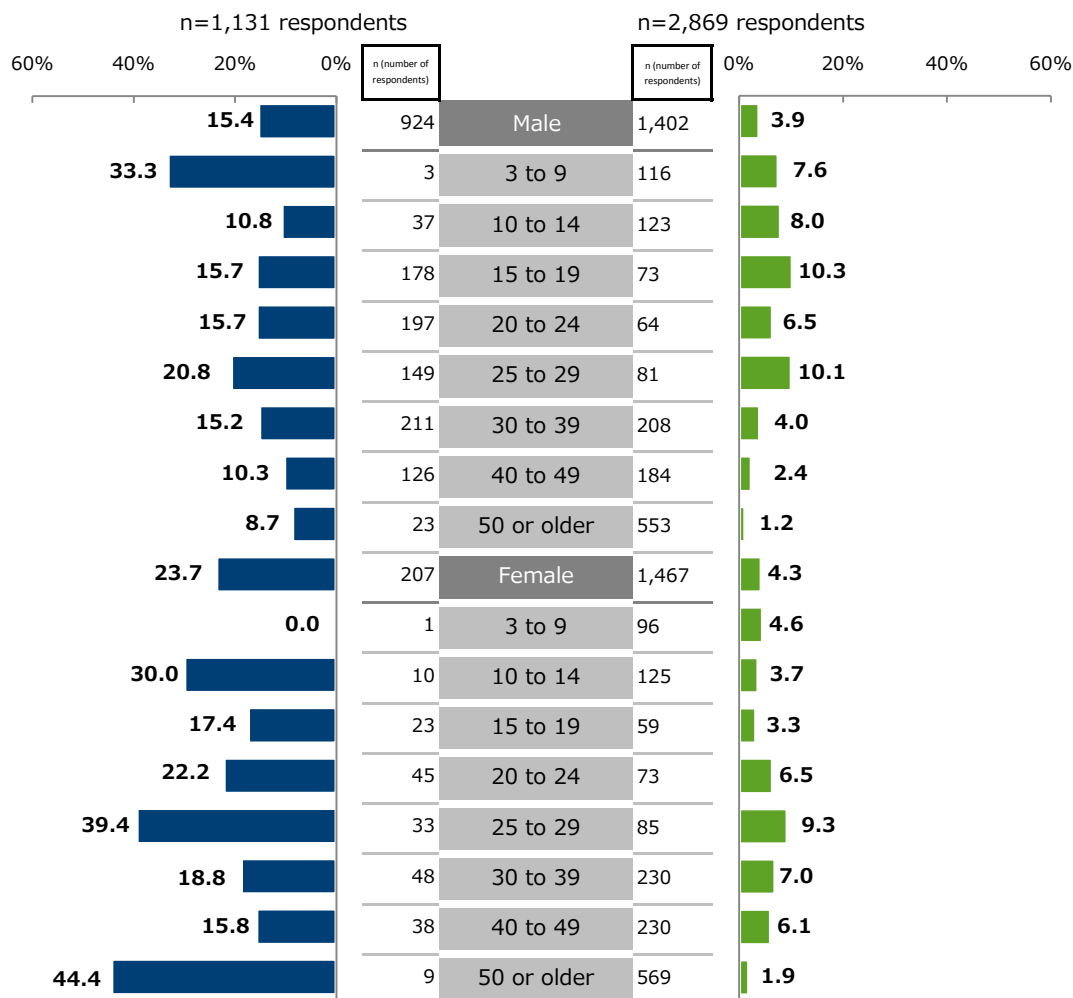
■ Comparison with General Consumers



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

[TOKYO GAME SHOW 2016/ Overall]

[2015: General Consumers/ Overall]



- 16.9% of respondents play mobile phone games "regularly", which is the low rate compare to other game platforms. 27.7% of them says "used to play often but seldom play nowadays".
- The ratio of female's regular mobile phone gamers is higher than male (female:23.7% male:15.4%). 39.4% of female age 25 to 29 plays mobile games regularly.

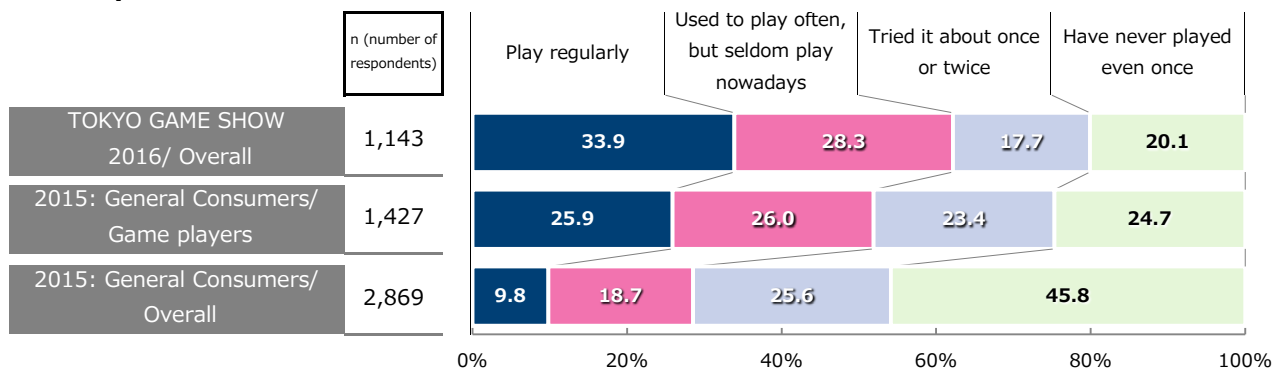
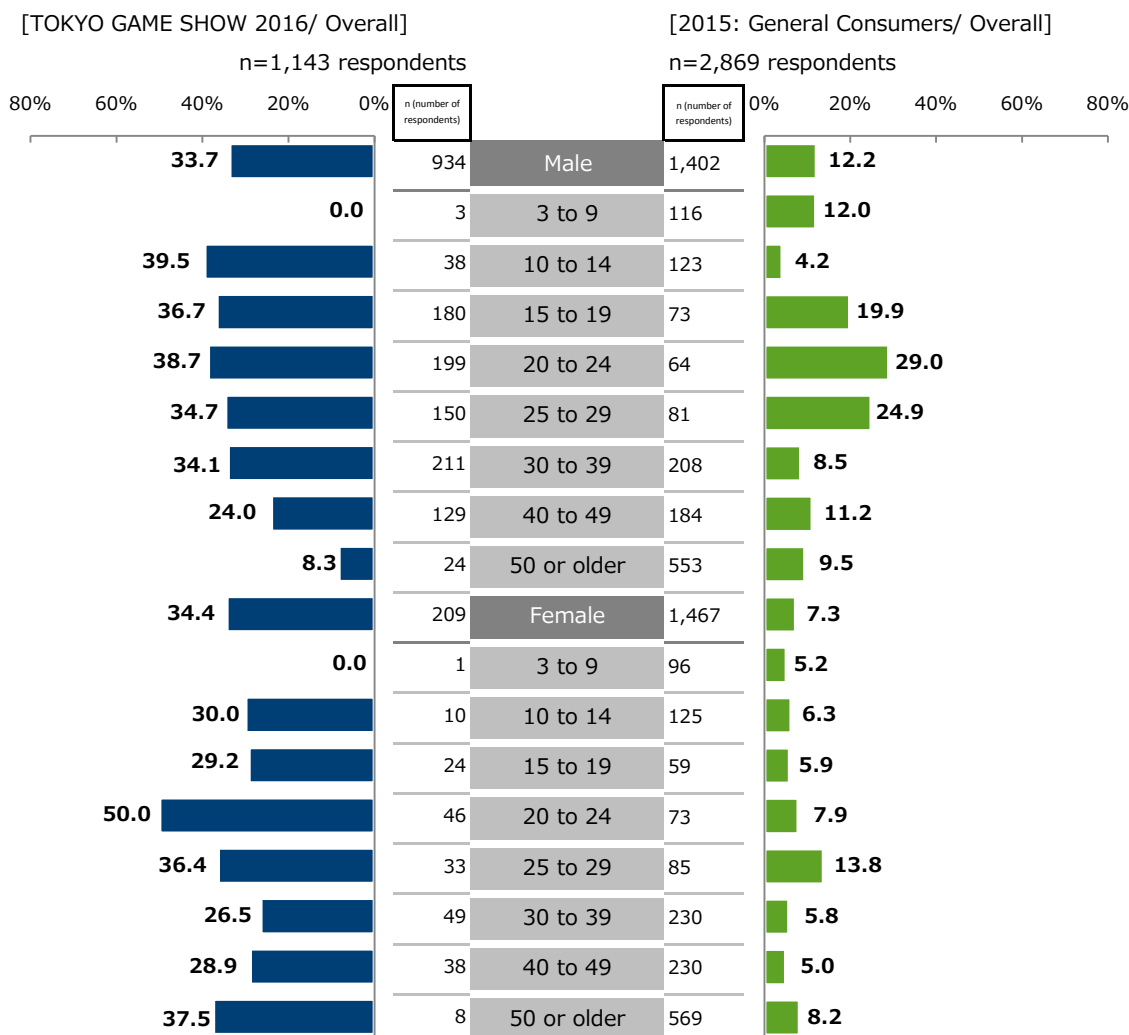
PC Game Playing Status

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

- 33.9% of respondents plays PC games "regularly".
- The rates of regular PC game players (both male and female) are more than 20 points higher than those of "General consumers/overall".
- The ratios of those who play PC games "regularly" among males age 10 to 39 and females age 25 to 29 are 30 to 39%. 50% of female age 20 to 24 are regular players.

2.Types of Game Played

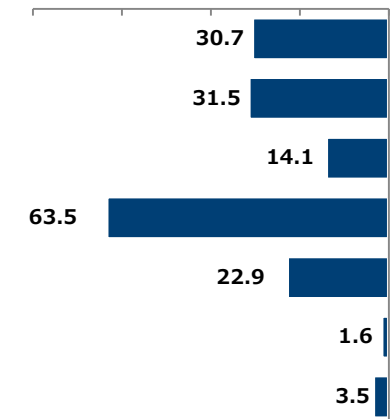
Question

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 2016/ Regular PC game players]

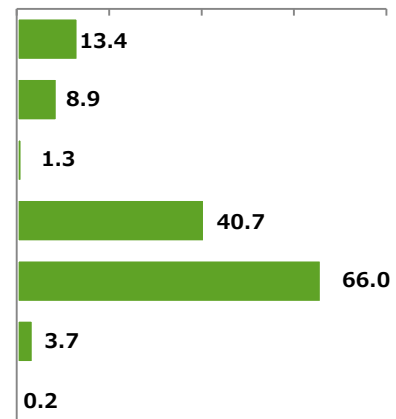
n=375 respondents



[2015: General Consumers/ Regular PC game players]

n=282 respondents

0% 20% 40% 60% 80%



■ Gender and Age

[TOKYO GAME SHOW 2016/ Regular PC game players]

(Unit: %)

	TOKYO GAME SHOW 2016/ 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)	375	308	0	15	65	76	50	72	29	1	67	0	3	7	22	10	12	10	3
Packaged game software purchased in stores or via mail order	30.7	29.5	0.0	33.3	26.2	23.7	40.0	33.3	24.1	0.0	35.8	0.0	33.3	0.0	50.0	40.0	41.7	30.0	0.0
Paid game downloads	31.5	33.1	0.0	46.7	30.8	31.6	34.0	36.1	27.6	0.0	23.9	0.0	0.0	0.0	27.3	30.0	41.7	20.0	0.0
Games with monthly payment	14.1	14.9	0.0	6.7	7.7	6.6	26.0	22.2	20.7	0.0	10.4	0.0	0.0	0.0	18.2	20.0	0.0	10.0	0.0
Free games but in-game items are required to purchase	63.5	63.3	0.0	53.3	69.2	75.0	56.0	58.3	48.3	100.0	64.2	0.0	33.3	57.1	72.7	70.0	75.0	50.0	33.3
Completely free games	22.9	21.1	0.0	26.7	20.0	26.3	14.0	19.4	20.7	100.0	31.3	0.0	66.7	28.6	36.4	20.0	16.7	30.0	66.7
Other games	1.6	1.9	0.0	0.0	4.6	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Do not know/ do not remember	3.5	2.9	0.0	6.7	3.1	1.3	4.0	1.4	6.9	0.0	6.0	0.0	0.0	28.6	4.5	10.0	0.0	0.0	0.0

*Darker shading indicates a higher ratio.

- 63.5% of respondents plays "Free games but in-game items are required to purchase" on PC, which is the highest rate in types of PC game. However, in the "General consumers/Game players" the rate of "Completely free games" is the highest at 66%.
- "Free games but in-game items are required to purchase" is played most by both male and female. 23.9% of female and 33.1% of male play "Paid game downloads", while 31.3% of female and 21.1% of male play "Completely free games".

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

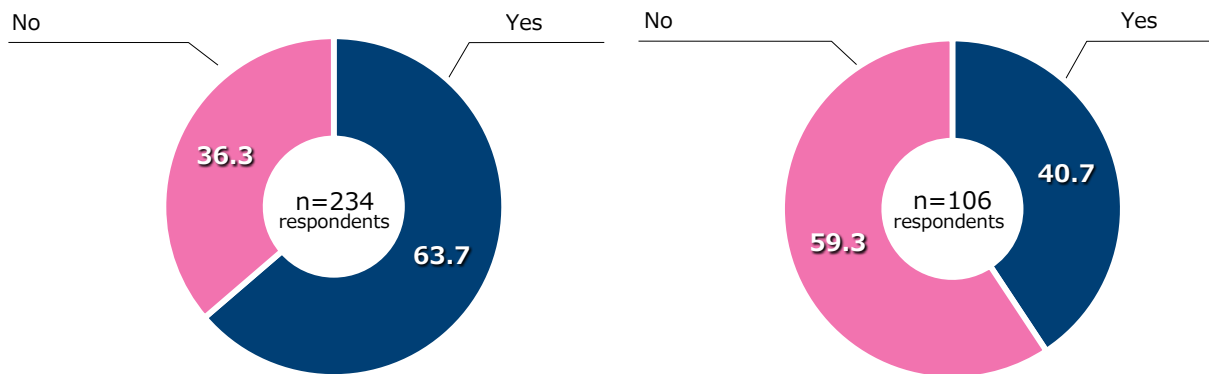
Question

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 2016/ PC game players who play free games with paid in-game items]

[2015: General Consumers/ PC game players who play free games with paid in-game items]



■ Gender and Age

[TOKYO GAME SHOW 2016/ PC game players who play free games with paid in-game items]

(Unit: %)

		TOKYO GAME SHOW 2016/ PC 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)	234	192	0	8	44	55	28	42	14	1	42	0	1	4	16	7	8	5	1	
Yes	63.7	62.0	0.0	25.0	38.6	70.9	67.9	78.6	64.3	0.0	71.4	0.0	0.0	50.0	87.5	71.4	75.0	40.0	100.0	
No	36.3	38.0	0.0	75.0	61.4	29.1	32.1	21.4	35.7	100.0	28.6	0.0	100.0	50.0	12.5	28.6	25.0	60.0	0.0	

*Darker shading indicates a higher ratio.

- 63.7% 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 23 points.
- 62% of male and 71.4% of female take purchase action.

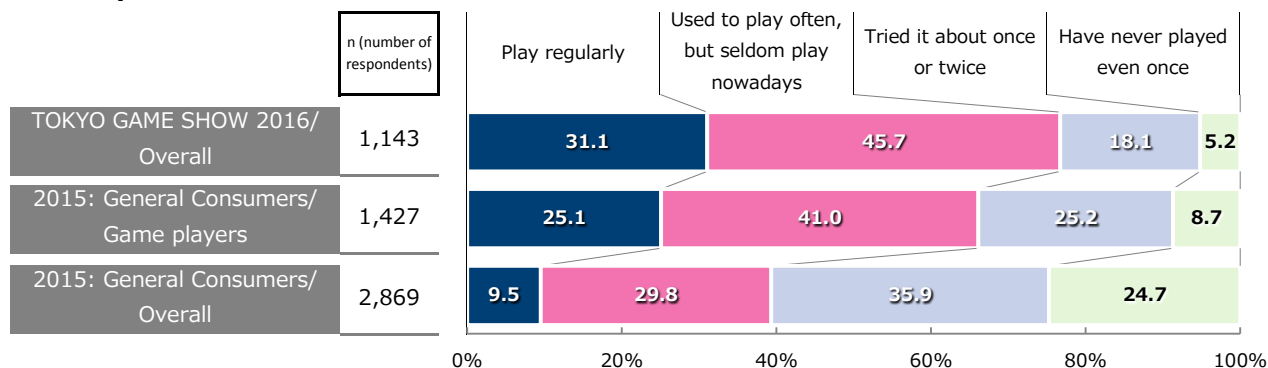
Arcade Game Playing Status

1.Arcade Game Playing Experience

Question

Do you ever play arcade games? [Single answer]

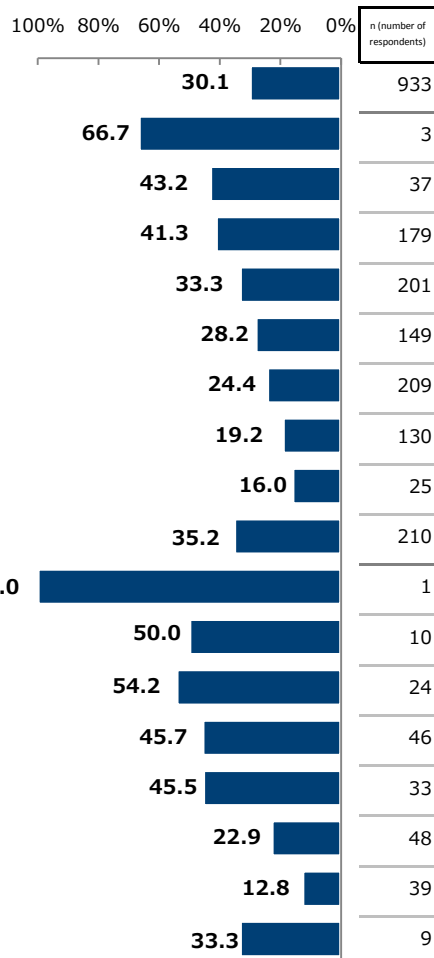
■ Comparison with General Consumers



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

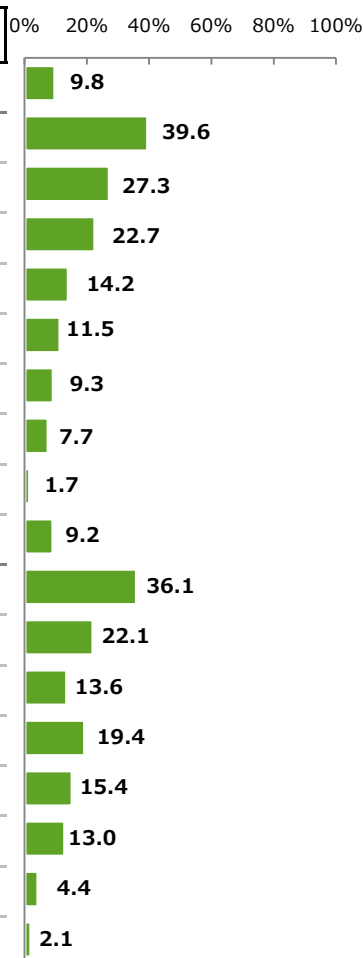
[TOKYO GAME SHOW 2016/ Overall]

n=1,143 respondents



[2015: General Consumers/ Overall]

n=2,869 respondents



- 31.1% of respondents plays arcade games "regularly". 45.7% says that "used to play often but seldom play nowadays". The ratio is higher than other game platforms.
- 30.1% of male and 35.2% of female play arcade "regularly". The ratios of male in age of 10 to 19 and of female in age of 20 to 29 are higher at 40 to 49%.

Overlaps among Types of Games



1. Game Platform Overlap Rates by regular game players

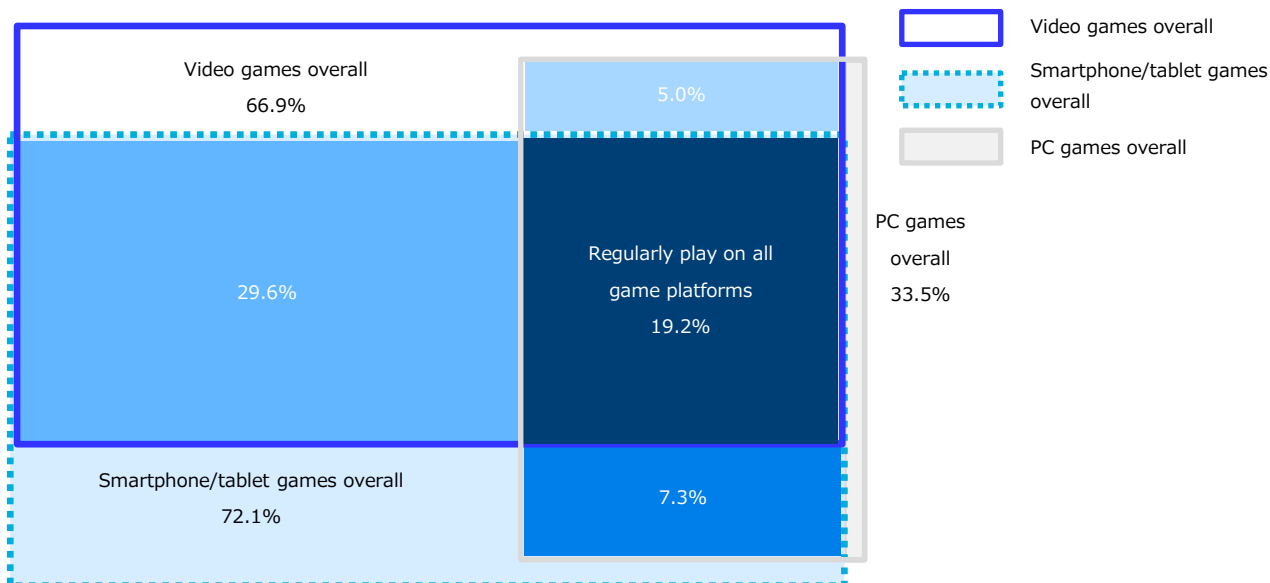


The following diagram represents the overlaps in the usage of the three game types ("video games," "smartphone/tablet games" and "PC games") by regular game players (those who answered "play regularly")

■ Comparison with General Consumers

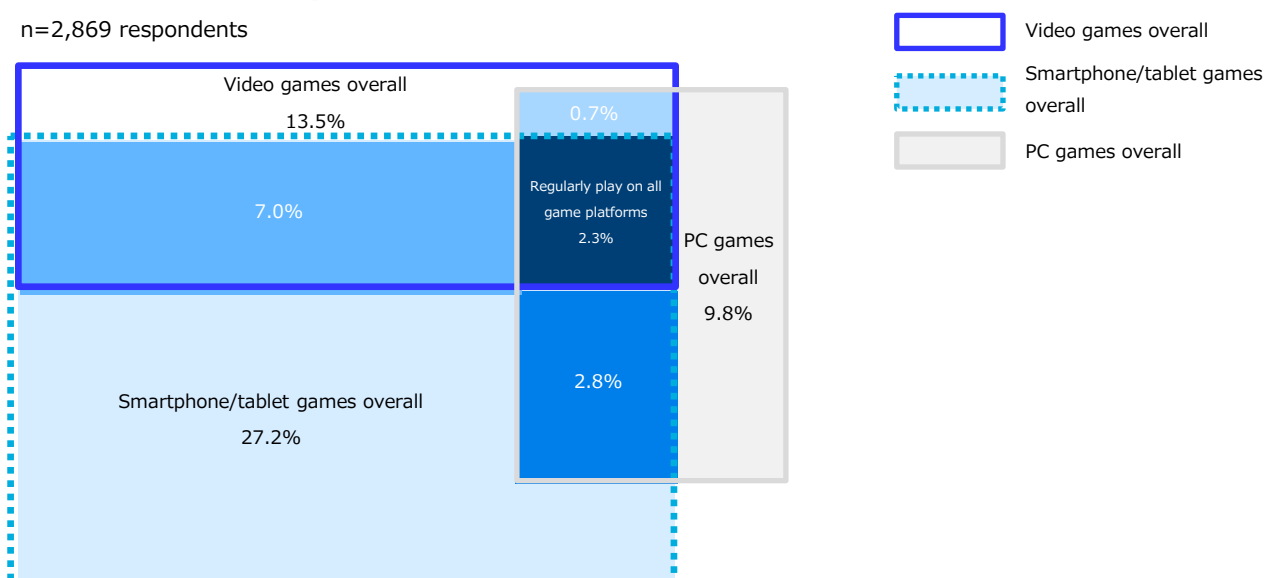
[TOKYO GAME SHOW 2016/ Overall]

n=1,156 respondents



[2015: General Consumers/ Overall]

n=2,869 respondents



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

- 19.2% of respondents plays all three types of games regularly (video games, smartphone/tablet games, and PC games) and the ratio is 16.9 points higher than that of "General consumers/overall".
- 29.6% plays both video games and smartphone/tablet games regularly. 5% plays video games and PC games.

■ Game overlap rate by type of regular game players

[TOKYO GAME SHOW 2016/ Type of regular game players]

(Unit: %)

		video games	smartphone/tablet games	mobile phone games	PC games	arcade games
	n (number of respondents)					
Regular video game players	773	–	73.0	16.3	36.2	34.3
Regular smartphone/tablet game players	833	67.7	–	19.8	36.7	34.5
Regular mobile phone game players	191	66.0	86.4	–	48.7	40.3
Regular PC game players	387	72.4	79.1	24.0	–	42.4
Regular arcade game players	355	74.6	80.8	21.7	46.2	–

*Darker shading indicates a higher ratio.

■ Game overlap rate by type of regular game players

[2015: General Consumers/ Type of regular game players]

(Unit: %)

		video games	smartphone/tablet games	mobile phone games	PC games	arcade games
	n (number of respondents)					
Regular video game players	549	–	69.0	7.0	21.9	26.6
Regular smartphone/tablet game players	1,029	34.3	–	12.8	18.9	23.2
Regular mobile phone game players	240	23.1	84.8	–	11.7	18.5
Regular PC game players	283	30.0	52.1	4.9	–	19.8
Regular arcade game players	361	37.6	66.0	8.0	20.5	–

*Darker shading indicates a higher ratio.

● About 70% of each type of regular game player (video game, smartphone/tablet, mobile phone, PC, and arcade game player) also plays video games regularly. However, the ratio of video game players who also play smartphone/tablet games (73.0%) is the lowest among the five types of game players.

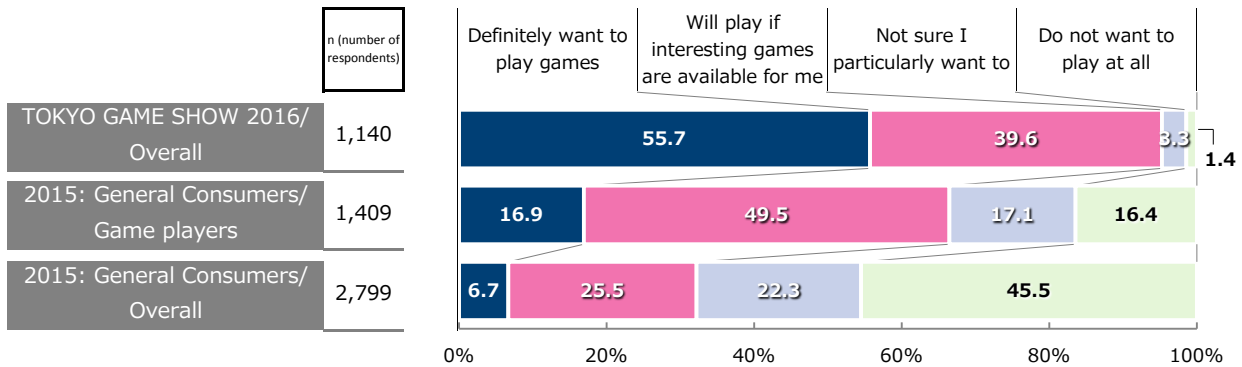
Willingness to Play Games in Future

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 2016/ Overall]

(Unit: %)

		TOKYO GAME SHOW 2016/ 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)		1,140	933	3	38	181	201	149	206	130	25	207	1	10	23	46	33	47	39	8
Definitely want to play games		55.7	56.5	100.0	68.4	69.6	63.2	61.7	50.5	34.6	16.0	52.2	0.0	70.0	65.2	67.4	75.8	46.8	17.9	12.5
Will play if interesting games are available for me		39.6	39.8	0.0	31.6	29.8	32.8	32.2	47.1	58.5	72.0	38.6	100.0	20.0	26.1	26.1	21.2	48.9	64.1	50.0
Not sure I particularly want to		3.3	2.9	0.0	0.0	0.6	3.0	3.4	2.4	5.4	12.0	5.3	0.0	0.0	4.3	6.5	3.0	4.3	5.1	25.0
Do not want to play at all		1.4	0.9	0.0	0.0	0.0	1.0	2.7	0.0	1.5	0.0	3.9	0.0	10.0	4.3	0.0	0.0	0.0	12.8	12.5

*Darker shading indicates a higher ratio.

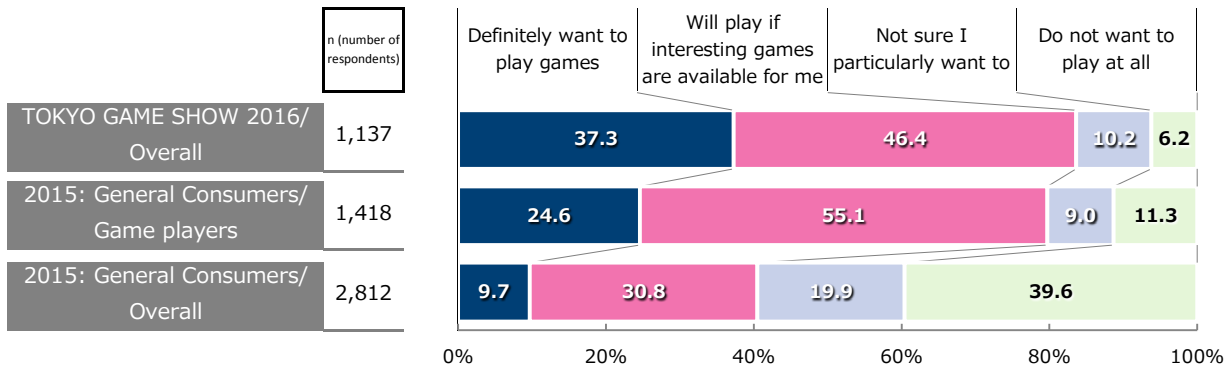
- 55.7% of respondents would like to play video games and 39.6% would play video games "if interesting games are available for me". In total, 95.3% shows some willingness to play video games.
- The ratio of those who want to play video games is 38.8 points higher than that of "General consumers/Game players".
- Around 50% of both male and female would like to play video games. The ratios in male age 10 to 19 and female age 20 to 29 are as high as about 70%.

2. 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 2016/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2016/ 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)	1,137	931	3	37	181	200	149	207	129	25	206	1	10	23	46	33	46	39	8
Definitely want to play games	37.3	36.2	66.7	40.5	49.7	38.5	36.2	30.9	23.3	20.0	42.2	0.0	70.0	60.9	52.2	48.5	30.4	23.1	37.5
Will play if interesting games are available for me	46.4	45.6	0.0	45.9	40.9	42.5	42.3	49.3	55.0	52.0	49.5	100.0	30.0	39.1	41.3	42.4	60.9	61.5	50.0
Not sure I particularly want to	10.2	11.4	0.0	5.4	5.5	14.0	14.1	12.6	11.6	16.0	4.9	0.0	0.0	0.0	6.5	6.1	4.3	5.1	12.5
Do not want to play at all	6.2	6.8	33.3	8.1	3.9	5.0	7.4	7.2	10.1	12.0	3.4	0.0	0.0	0.0	0.0	3.0	4.3	10.3	0.0

*Darker shading indicates a higher ratio.

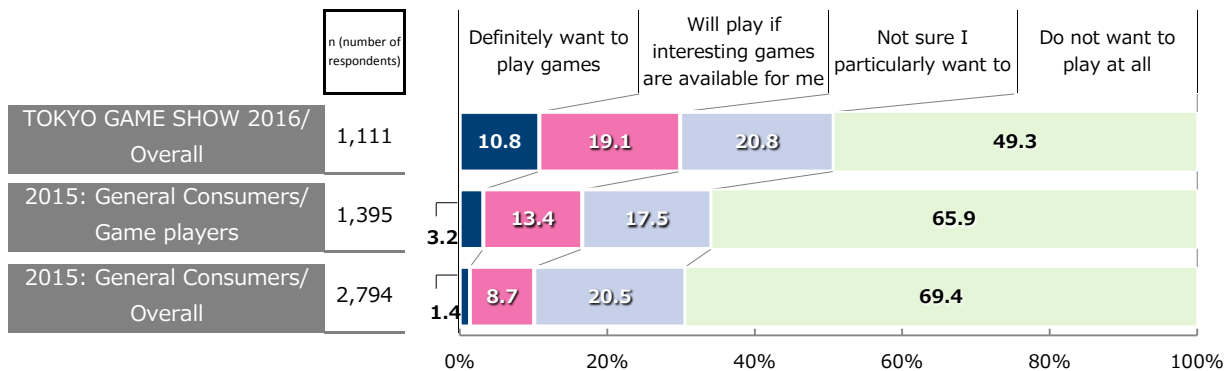
- 37.7% of respondents would like to play smartphone/tablet games and 46.4% would play smartphone/tablet games "if interesting games are available for me". In total, more than 80% shows some willingness to play smartphone/tablet games.
- The ratio of those who want to play smartphone/tablet games is 12.7 points higher than that of "General consumers/Game players".
- 36.2% of male and 42.2% of female would like to play smartphone/tablet games. The ratios in male age 15 to 19 and female age 20 to 29 are as high as about 50%.

3.Willingness to Play Mobile Phone Games

Question

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

■ Comparison with General Consumers



■ Gender and Age

[TOKYO GAME SHOW 2016/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2016/ 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)	1,111	908	3	35	176	196	145	202	127	24	203	1	10	22	45	32	47	37	9
Definitely want to play games	10.8	10.2	33.3	17.1	17.0	12.2	9.0	6.4	3.1	8.3	13.3	0.0	30.0	13.6	15.6	12.5	10.6	8.1	22.2
Will play if interesting games are available for me	19.1	18.4	0.0	25.7	21.0	15.8	15.2	20.8	17.3	16.7	22.2	0.0	30.0	13.6	17.8	25.0	29.8	21.6	11.1
Not sure I particularly want to	20.8	21.4	33.3	11.4	19.3	24.0	24.8	18.3	22.0	29.2	18.2	100.0	20.0	27.3	13.3	18.8	17.0	18.9	11.1
Do not want to play at all	49.3	50.0	33.3	45.7	42.6	48.0	51.0	54.5	57.5	45.8	46.3	0.0	20.0	45.5	53.3	43.8	42.6	51.4	55.6

*Darker shading indicates a higher ratio.

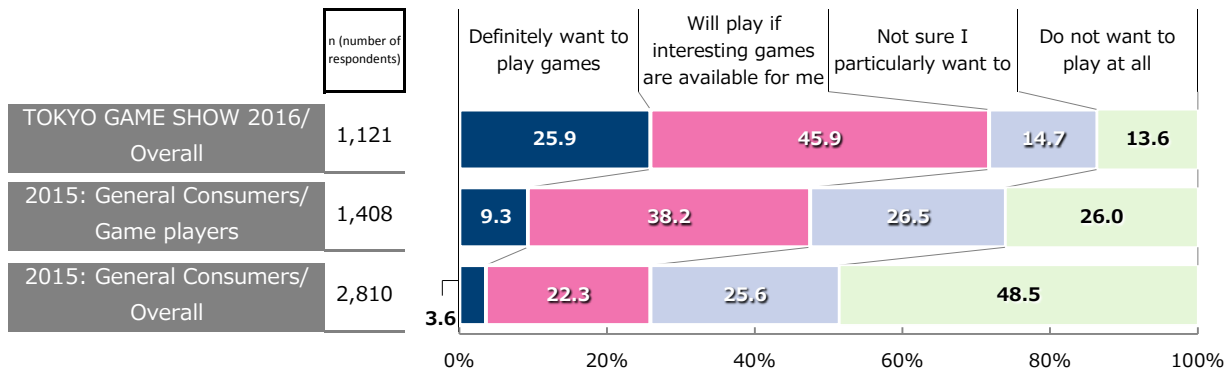
- 10.8% of respondents would like to play mobile phone games and 19.1% would play mobile phone games "if interesting games are available for me". In total, 29.9% shows some willingness to play mobile phone games.
- The ratio of those who want to play mobile phone games is 7.6 points higher than that of "General consumers/Game players".
- About 10% of male and female would like to play mobile phone games, noting that the ratio of male age 10 to 19 (about 17%) and of female age 20 to 24 (15.6%).

4. Willingness to Play PC Games

Question

How much would you like to play games on PC(notebook/desktop)? [Single answer]

■ Comparison with General Consumers



■ Gender and Age

[TOKYO GAME SHOW 2016/ Overall]

(Unit: %)

		TOKYO GAME SHOW 2016/ 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)		1,121	918	3	38	178	199	145	204	128	23	203	1	10	22	46	32	46	38	8
Definitely want to play games		25.9	26.6	33.3	57.9	40.4	28.6	25.5	18.6	12.5	4.3	22.7	0.0	40.0	27.3	34.8	21.9	15.2	13.2	12.5
Will play if interesting games are available for me		45.9	46.0	0.0	28.9	39.9	49.7	45.5	48.5	51.6	43.5	45.3	0.0	20.0	36.4	39.1	40.6	60.9	50.0	50.0
Not sure I particularly want to		14.7	13.9	33.3	2.6	9.6	11.1	11.7	18.6	21.1	21.7	18.2	100.0	10.0	31.8	15.2	18.8	13.0	18.4	25.0
Do not want to play at all		13.6	13.5	33.3	10.5	10.1	10.6	17.2	14.2	14.8	30.4	13.8	0.0	30.0	4.5	10.9	18.8	10.9	18.4	12.5

*Darker shading indicates a higher ratio.

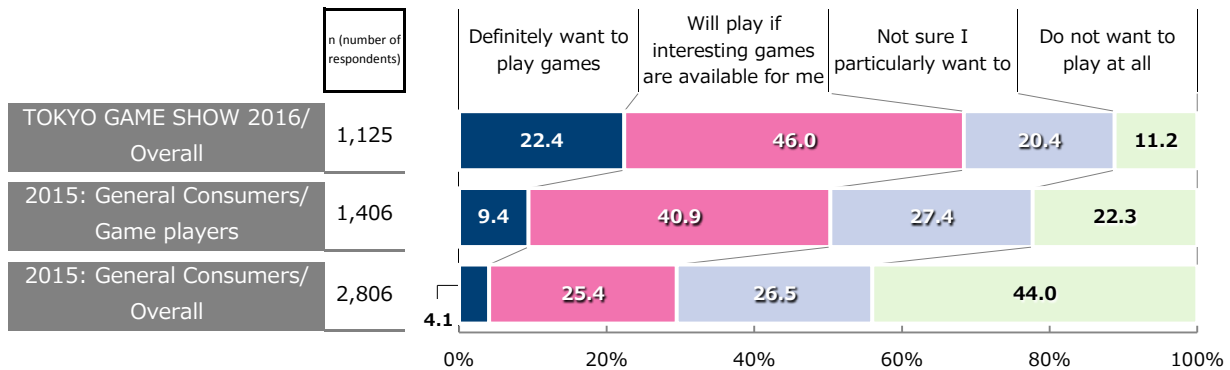
- 25.9% of respondents would like to play PC games and 45.9% would play PC games "if interesting games are available for me". In total, 71.8% shows some willingness to play PC games.
- The ratio of those who want to play PC games is 16.6 points higher than that of "General consumers/Game players".
- 26.6% of male and 22.7% of female would like to play PC games, noting that the ratio of male age 10 to 14 (57.9%) and of female age 20 to 24 (34.8%).

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 2016/ Overall]

(Unit: %)

		TOKYO GAME SHOW 2016/ 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)		1,125	919	3	37	179	197	145	205	130	23	206	1	10	23	46	33	47	38	8
Definitely want to play games		22.4	22.1	66.7	45.9	33.5	23.4	17.2	14.6	15.4	13.0	23.8	0.0	60.0	43.5	30.4	21.2	19.1	5.3	12.5
Will play if interesting games are available for me		46.0	46.0	33.3	24.3	39.1	46.7	44.1	53.2	50.0	56.5	45.6	100.0	10.0	47.8	41.3	48.5	57.4	50.0	0.0
Not sure I particularly want to		20.4	20.2	0.0	18.9	17.3	16.8	24.1	20.5	25.4	21.7	21.4	0.0	20.0	4.3	26.1	21.2	19.1	23.7	50.0
Do not want to play at all		11.2	11.6	0.0	10.8	10.1	13.2	14.5	11.7	9.2	8.7	9.2	0.0	10.0	4.3	2.2	9.1	4.3	21.1	37.5

*Darker shading indicates a higher ratio.

- 22.4% of respondents would like to play arcade games and 46% would play arcade games "if interesting games are available for me". In total, about 70% shows some willingness to play arcade games.
- The ratio of those who want to play arcade games is 13 points higher than that of "General consumers/Game players".
- 22.1% of male and 23.8% of female would like to play arcade games, noting that the ratio of male age 10 to 14 (45.9%) and of female age 20 to 24 (30.4%).

6.Willingness to Purchase Video Game Consoles

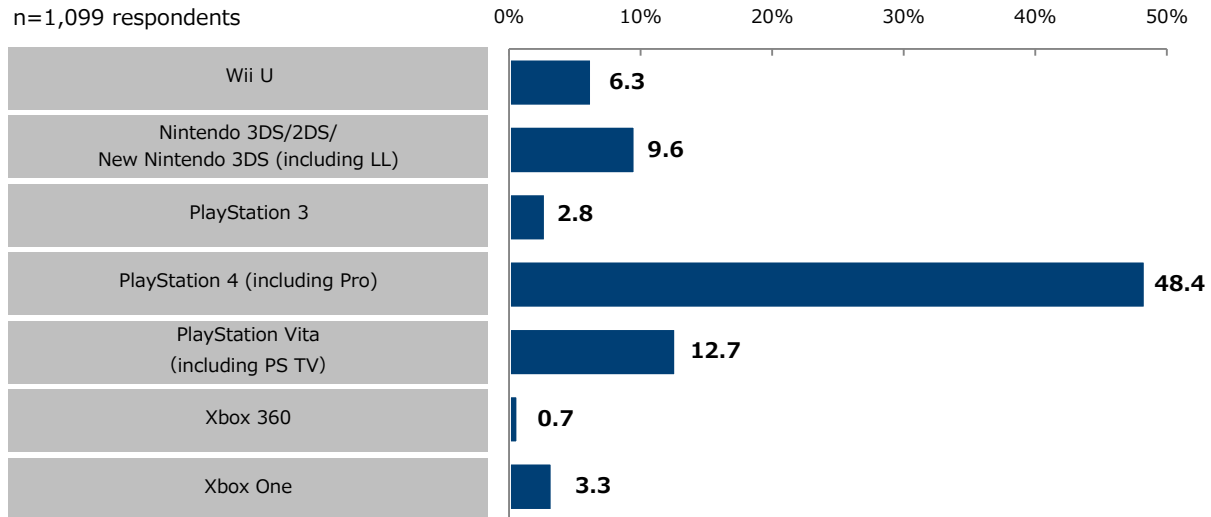
Question

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

[Multiple answers]

[TOKYO GAME SHOW 2016/ Overall]

n=1,099 respondents



Gender and Age

[TOKYO GAME SHOW 2016/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2016/ 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)	1,099	898	3	32	173	197	140	201	128	24	201	1	9	24	44	31	46	38	8
Wii U	6.3	5.8	0.0	0.0	6.9	4.6	7.9	4.5	7.8	4.2	8.5	100.0	11.1	4.2	22.7	6.5	4.3	0.0	0.0
Nintendo 3DS/2DS/ New Nintendo 3DS (including LL)	9.6	8.5	0.0	3.1	10.4	9.1	8.6	6.0	10.9	4.2	14.9	0.0	33.3	12.5	13.6	16.1	10.9	18.4	12.5
PlayStation 3	2.8	2.9	0.0	3.1	2.3	4.1	3.6	1.5	2.3	8.3	2.5	0.0	0.0	0.0	2.3	3.2	2.2	5.3	0.0
PlayStation 4 (including Pro)	48.4	50.8	66.7	46.9	43.9	45.7	58.6	55.2	54.7	41.7	37.8	100.0	11.1	29.2	40.9	41.9	47.8	31.6	25.0
PlayStation Vita (including PS TV)	12.7	12.5	66.7	12.5	16.8	12.7	9.3	7.5	16.4	12.5	13.9	0.0	0.0	16.7	18.2	9.7	17.4	10.5	12.5
Xbox 360	0.7	0.6	0.0	0.0	1.7	0.0	0.0	0.5	0.8	0.0	1.5	0.0	0.0	0.0	2.3	3.2	2.2	0.0	0.0
Xbox One	3.3	3.6	0.0	3.1	5.8	3.6	4.3	2.0	2.3	4.2	2.0	0.0	0.0	4.2	2.3	0.0	4.3	0.0	0.0

*Darker shading indicates a higher ratio.

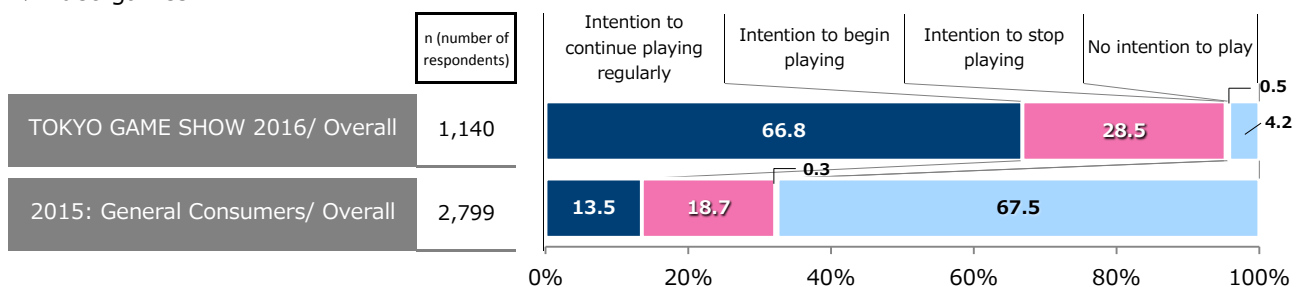
- 48.4% of respondents plans to purchase "PlayStation 4 (including Pro)". It is followed by "PlayStation Vita (including PS Vita TV)" (12.7%) and "Nintendo 3DS/ 2DS/ New Nintendo 3DS (including LL)" (9.6%).
- 50.8% of male and 37.8% of female are planning to purchase "PlayStation 4 (including Pro)". Among them the ratio of male age 25 to 29 is 58.6% and the ratio of female age 30 to 39 is 47.8%.

7. Game Playing Experience and Willingness to Play

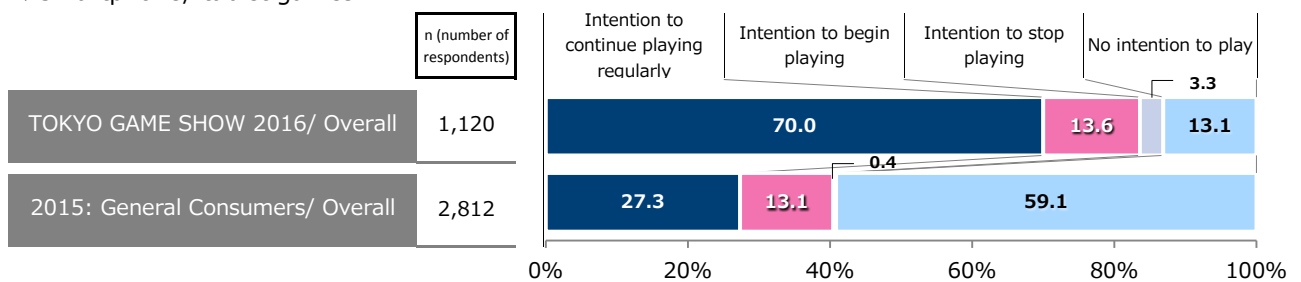
"Game playing experience" was cross-tabulated with "game playing willingness for" each game platform.
The results are shown below in four categories.

		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				

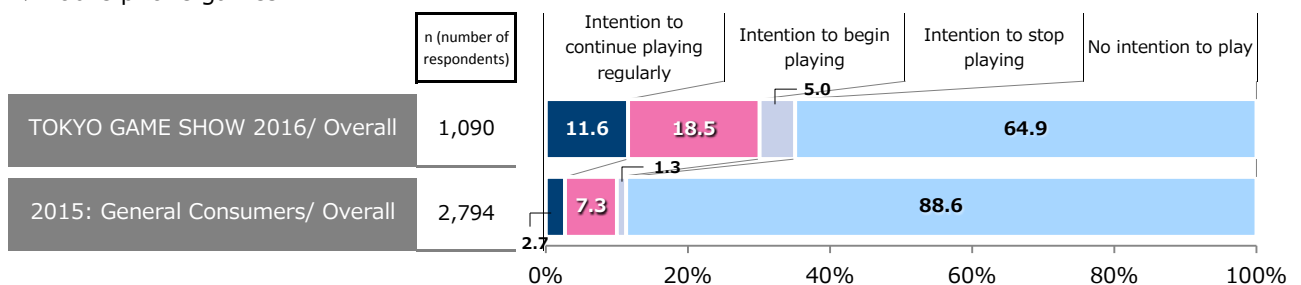
◆ Video games



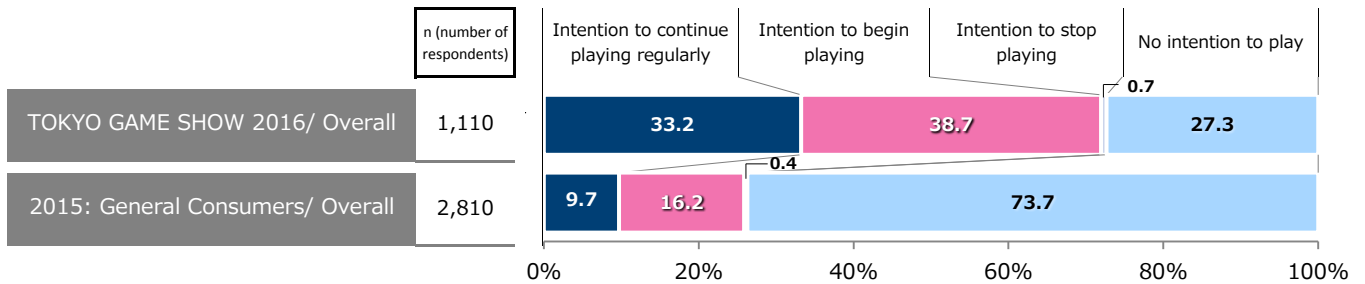
◆ Smartphone/ tablet games



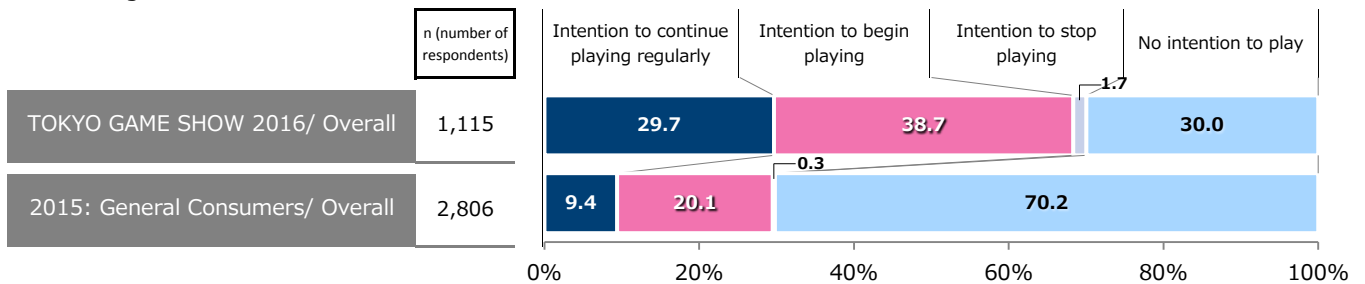
◆ Mobile phone games



◆PC games



◆Arcade games



- 66.8% of respondents would continue to play video games regularly, and the ratio is 53.3 points higher than that of "General consumers/overall".
- 70% of respondents would continue to play smartphone/tablet games regularly, and the ratio is 42.7 points higher than that of "General consumers/overall".
- 11.6% of respondents would continue to play mobile phone games regularly, and the ratio is 8.9 points higher than that of "General consumers/overall".
- 33.2% of respondents would continue to play PC games regularly, and the ratio is 23.5 points higher than that of "General consumers/overall".
- 29.7% of respondents would continue to play arcade games regularly, and the ratio is 20.3 points higher than that of "General consumers/overall".

8.Game Platform Overlap Rates by Willing Game Players

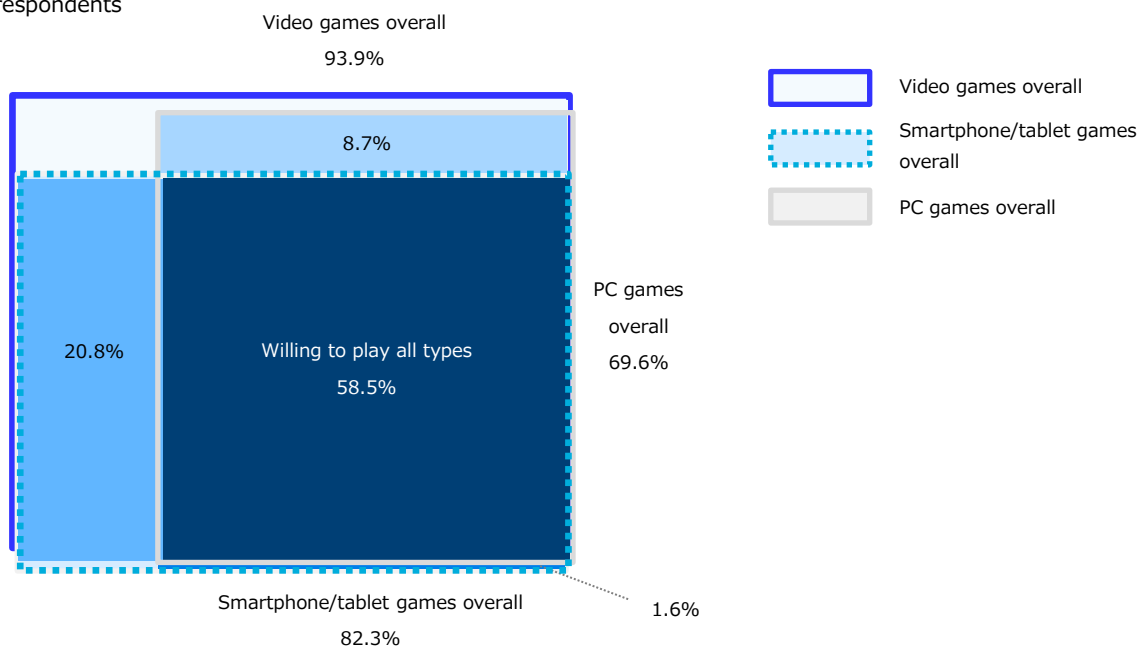


The following diagram represents the overlaps in the three game types ("video games," "smartphone/tablet games" and "PC games") as selected by willing game players (those who answered "Definitely want to play games" or "Will play if interesting games are available for me.")

■ Comparison with General Consumers

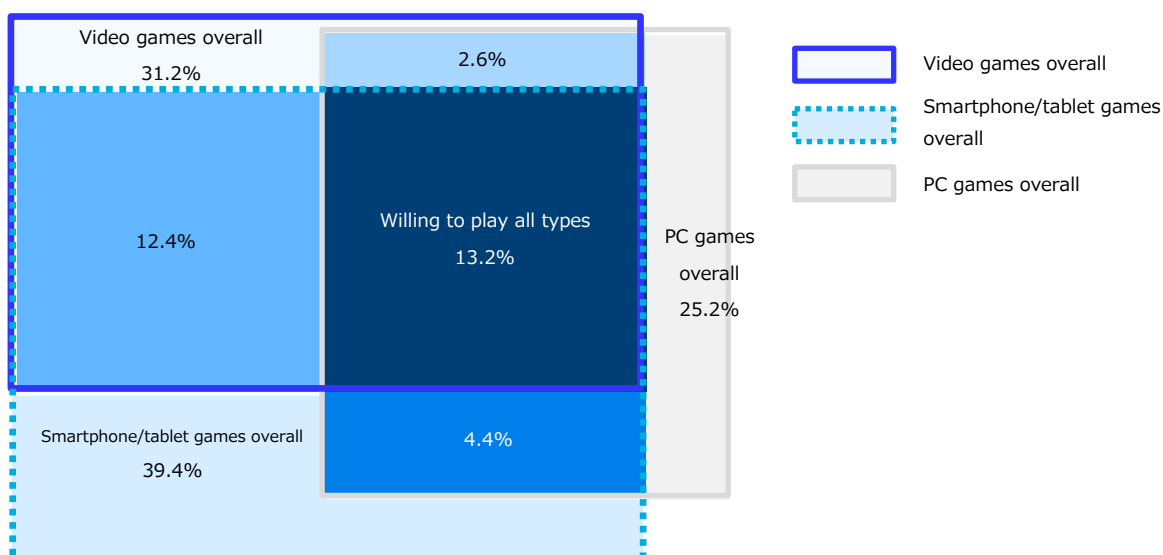
[TOKYO GAME SHOW 2016/ Overall]

n=1,156 respondents



[2015: General Consumers/ Overall]

n=2,869 respondents



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

- 58.5% of those who have "intention to continue playing video games or PC games or smartphone/tablet games regularly" would like to play all three types of games (video games, PC games, and smartphone/tablet games) and the ratio is 45.3 points higher than that of "General consumers/overall".
- 20.8% of those who have "intention to continue playing video games or PC games or smartphone/tablet games regularly" would like to play "video games" and "smartphone/tablet games", while 8.7% would play "video games" and "PC games".

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

[TOKYO GAME SHOW 2016/ Regular game players of each game platform]

(Unit: %)

		video games	smartphone/tablet games	mobile phone games	PC games	arcade games
	n (number of respondents)					
Willing players of video games	1,086	–	84.3	29.1	71.5	68.1
Willing players of smartphone/tablet games	951	96.3	–	32.9	73.1	69.3
Willing players of mobile phone games	332	95.2	94.3	–	82.8	79.5
Willing players of PC games	804	96.6	86.4	34.2	–	72.3
Willing players of arcade games	769	96.2	85.7	34.3	75.6	–

*Darker shading indicates a higher ratio.

[2015: General Consumers/ Regular game players of each game platform]

(Unit: %)

		video games	smartphone/tablet games	mobile phone games	PC games	arcade games
	n (number of respondents)					
Willing players of video games	1,235	–	82.1	20.7	50.8	58.4
Willing players of smartphone/tablet games	1,441	64.9	–	20.9	44.6	52.6
Willing players of mobile phone games	379	66.3	84.4	–	59.2	65.0
Willing players of PC games	843	62.7	69.7	22.9	–	51.3
Willing players of arcade games	975	63.4	72.2	22.1	45.1	–

*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."

- 84.3% of respondents who want to continue playing video games (willing players of video games) also wants to play smartphone/tablet games. 71.5% of them wants to play PC games besides video games.
- About 95% of each type of willing game players except video game players (willing game players of smartphone/tablet, mobile phone, PC , and arcade games) show willingness to play video games.

The Situation regarding TOKYO GAME SHOW 2016

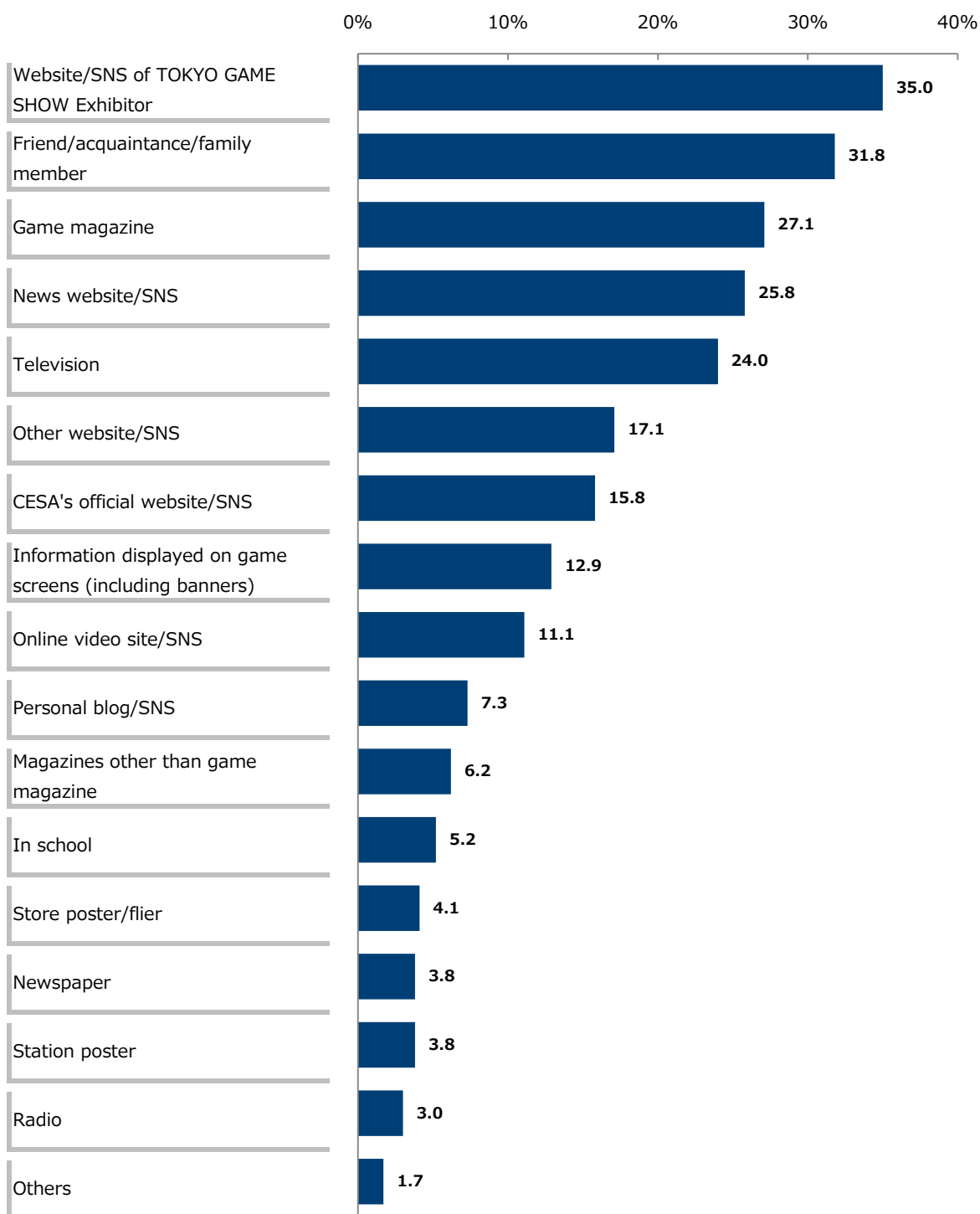
1.Information Sources

Question

Where did you see or hear about the TOKYO GAME SHOW 2016? Please choose the sources of information you have seen or heard about the TOKYO GAME SHOW 2016. [Multiple answers]

[TOKYO GAME SHOW 2016/ Overall]

(n=1,146 respondents)



■ Gender and Age

[TOKYO GAME SHOW 2016/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2016/ 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)	1,146	935	3	37	180	198	149	210	133	25	211	1	10	24	46	33	49	39	9
Website/SNS of TOKYO GAME SHOW Exhibitor	35.0	34.2	0.0	13.5	27.2	38.4	32.9	39.5	39.1	24.0	38.4	0.0	50.0	29.2	56.5	42.4	38.8	23.1	11.1
Friend/acquaintance/family member	31.8	29.7	33.3	35.1	50.0	35.4	30.2	21.4	8.3	12.0	41.2	0.0	70.0	41.7	39.1	33.3	42.9	46.2	22.2
Game magazine	27.1	28.9	33.3	16.2	20.6	29.8	34.9	36.7	26.3	12.0	19.4	0.0	40.0	29.2	28.3	21.2	14.3	7.7	0.0
News website/SNS	25.8	27.1	33.3	18.9	14.4	28.3	34.2	27.6	34.6	32.0	20.4	100.0	20.0	20.8	21.7	15.2	24.5	20.5	0.0
Television	24.0	23.5	66.7	37.8	22.8	20.7	20.1	21.0	30.8	28.0	26.1	0.0	50.0	16.7	23.9	21.2	28.6	28.2	33.3
Other website/SNS	17.1	17.1	0.0	21.6	13.9	15.7	20.1	17.6	18.8	16.0	17.1	0.0	20.0	16.7	17.4	18.2	12.2	20.5	22.2
CESA's official website/SNS	15.8	16.7	0.0	2.7	11.1	17.7	10.7	19.5	30.1	12.0	11.8	0.0	10.0	8.3	15.2	15.2	6.1	15.4	11.1
Information displayed on game screens (including banners)	12.9	12.7	0.0	21.6	20.6	12.1	10.1	11.0	6.8	12.0	13.7	0.0	30.0	25.0	26.1	9.1	6.1	2.6	11.1
Online video site/SNS	11.1	11.6	0.0	21.6	16.1	15.2	10.1	9.5	3.0	8.0	9.0	0.0	10.0	25.0	17.4	0.0	4.1	0.0	22.2
Personal blog/SNS	7.3	7.1	0.0	0.0	6.7	8.6	8.1	7.1	6.0	8.0	8.5	0.0	20.0	0.0	15.2	3.0	10.2	5.1	11.1
Magazines other than game magazine	6.2	7.0	0.0	10.8	5.6	8.6	8.7	6.2	3.8	12.0	2.8	0.0	20.0	0.0	4.3	3.0	0.0	2.6	0.0
In school	5.2	5.1	0.0	8.1	11.7	10.6	0.7	0.5	0.0	4.0	5.7	0.0	20.0	29.2	6.5	0.0	0.0	0.0	0.0
Store poster/flier	4.1	4.3	0.0	5.4	3.9	3.0	3.4	5.7	4.5	8.0	3.3	0.0	20.0	4.2	2.2	6.1	0.0	2.6	0.0
Newspaper	3.8	4.0	33.3	0.0	3.3	3.0	3.4	5.2	5.3	4.0	3.3	0.0	0.0	0.0	4.3	0.0	0.0	10.3	11.1
Station poster	3.8	3.6	0.0	0.0	6.7	5.6	0.7	2.9	1.5	8.0	4.7	0.0	10.0	0.0	6.5	6.1	4.1	2.6	11.1
Radio	3.0	3.2	0.0	2.7	4.4	3.5	4.0	2.4	2.3	0.0	1.9	0.0	0.0	0.0	2.2	0.0	4.1	2.6	0.0
Others	1.7	1.8	0.0	2.7	1.1	1.5	0.0	3.8	2.3	0.0	1.4	0.0	0.0	0.0	0.0	0.0	2.0	5.1	0.0

*Darker shading indicates a higher ratio.

- "Website/SNS of TOKYO GAME SHOW Exhibitor" is the most information source from which respondents see or hear about TOKYO GAME SHOW 2016 (35%). It is followed by "Friend/acquaintance/family member" (31.8%), "Game magazine" (27.1%), "News website/SNS" (25.8%), and "TV" (24%).
- The following information sources have ratios by age and gender that are more than 10 points higher than each figure of total: "TV" (37.8%) and "Online movie site/SNS" (21.6%) of male age 10 to 14, "Friend/acquaintance/family member" of male age 15 to 19 (50%), of female age 30 to 39 (42.9%) and of female age 40 to 49 (46.2%), "CESA's official website /SNS" (30.1%) of male age 40 to 49, "Website/SNS of TOKYO GAME SHOW Exhibitor" (56.5%) and "Information displayed on game screens (including banners)" (26.1%) of female age 20 to 24.

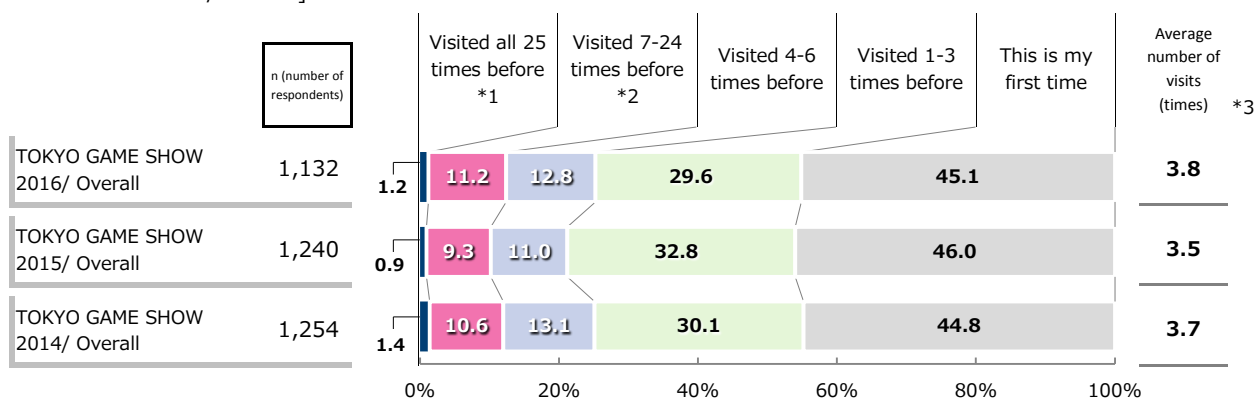
2. Number of Visits

Question

The TOKYO GAME SHOW has been held 25 times (summer 1996, spring and autumn 1997-2001, autumn 2002-2015). 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 2016/ Overall]

[TOKYO GAME SHOW 2016/ Overall]			(Unit: %)					
		n (number of respondents)	Visited all 25 times before	Visited 7-24 times before	Visited 4-6 times before	Visited 1-3 times before	This is my first time	Average number of visits (times)
TOKYO GAME SHOW 2016/ Overall		1,132	1.2	11.2	12.8	29.6	45.1	3.8
Gender and Age	Male	926	1.4	12.2	13.0	30.2	43.2	4.0
	3 to 9	3	0.0	0.0	0.0	33.3	66.7	1.3
	10 to 14	38	0.0	0.0	10.5	26.3	63.2	1.9
	15 to 19	180	0.0	1.7	6.1	26.7	65.6	1.8
	20 to 24	198	0.0	2.5	9.1	36.4	52.0	2.3
	25 to 29	149	0.0	12.1	12.8	30.9	44.3	3.4
	30 to 39	209	1.4	24.4	19.1	28.7	26.3	5.9
	40 to 49	126	7.9	23.0	19.0	28.6	21.4	7.5
	50 or older	23	0.0	30.4	17.4	30.4	21.7	7.3
	Female	206	0.5	6.8	12.1	26.7	53.9	3.0
IPS	3 to 9	1	0.0	0.0	0.0	100.0	0.0	2.0
	10 to 14	10	0.0	10.0	0.0	50.0	40.0	2.8
	15 to 19	24	0.0	4.2	4.2	25.0	66.7	1.9
	20 to 24	45	0.0	2.2	8.9	31.1	57.8	2.4
	25 to 29	32	0.0	6.3	15.6	21.9	56.3	2.8
	30 to 39	48	0.0	6.3	14.6	25.0	54.2	2.6
	40 to 49	39	0.0	12.8	20.5	17.9	48.7	4.3
	50 or older	7	14.3	14.3	0.0	42.9	28.6	8.4
	Innovator	486	1.2	14.6	15.4	29.0	39.7	4.4
	Early adopter	234	0.9	11.1	8.1	34.6	45.3	3.6
	Bridge people	283	1.8	9.5	12.7	27.9	48.1	3.7
	Majority	74	1.4	1.4	17.6	20.3	59.5	2.8
	Laggard	51	0.0	3.9	3.9	33.3	58.8	2.1

*Darker shading indicates a higher ratio.

*1 The column heading "Visited all 25 times before" appears in the TOKYO GAME SHOW 2015 Visitors' Survey as "Visited all 24 times before" and in the TOKYO GAME SHOW 2014 Visitors' Survey as "Visited all 23 times before."

*2 The column heading "Visited 7-24 times before" appears in the TOKYO GAME SHOW 2015 Visitors' Survey as "Visited 7-23 times before" and in the TOKYO GAME SHOW 2014 Visitors' Survey as "Visited 7-22 times before."

*3 The average number of visits includes the 2016 visit.

- 54.9% of respondents has visited TOKYO GAME SHOW 2016 before. The average number of visits is 3.8 times.
- The average number of visits of male age 10 to 14 is 1.9 times, while the average of male age 40 to 49 is 7.5 times. Of female age 20 to 24 the average is 2.4 times and of female age 40 to 49 is 4.3 times.

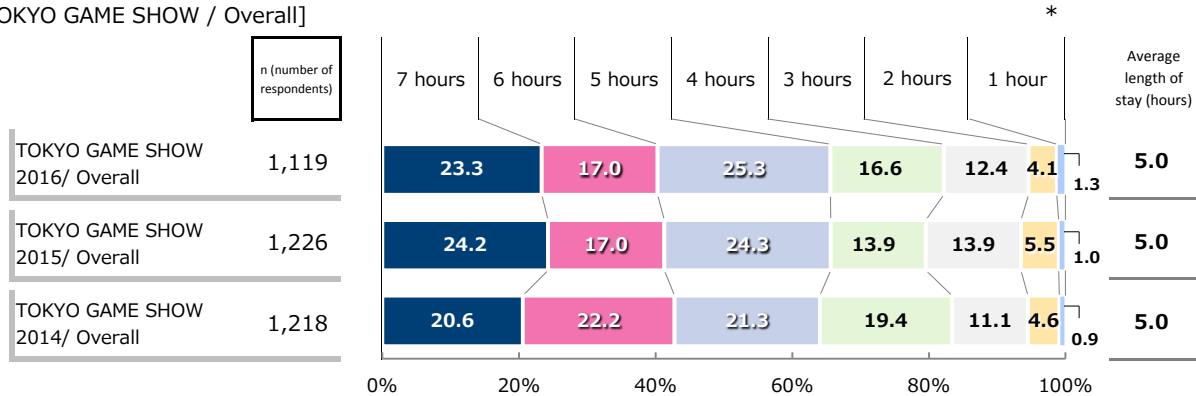
3.Planned Length of Stay

Question

For today's TOKYO GAME SHOW 2016, how many hours do you plan to stay in total? [Numeric answer]

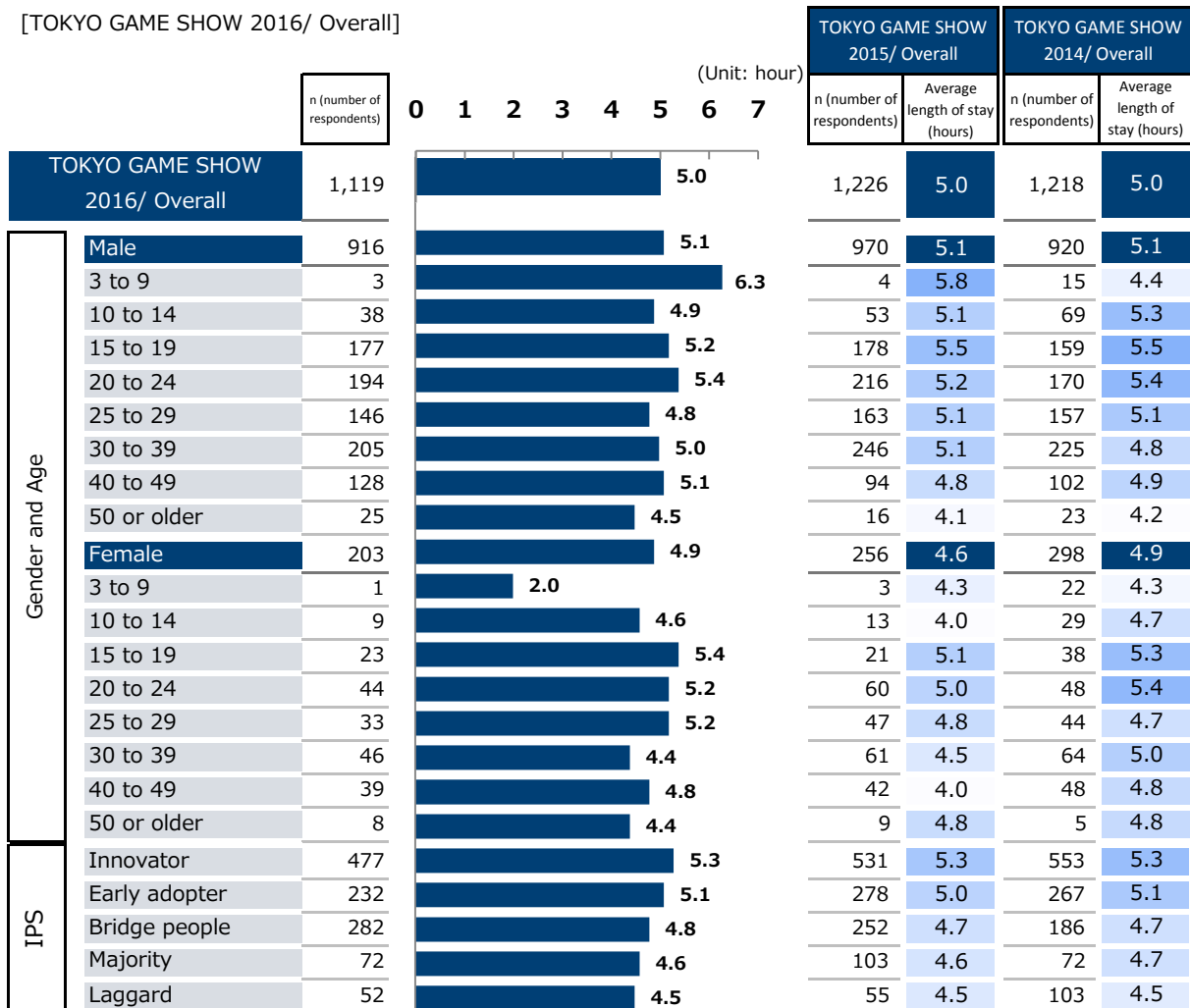
Time Series Comparison

[TOKYO GAME SHOW / Overall]



Average length of stay by gender and age/ IPS

[TOKYO GAME SHOW 2016/ Overall]



* 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".

- 25.3% of respondents plans to stay "5 hours" and 23.3% stays "7 hours". The average length of stay is 5.0 hours.
- Male's average length of stay is 5.1 hours and female's is 4.9 hours. The average of male 20 to 24 is 5.4 hours and of female age 20 to 29 is 5.2 hours.
- In IPS category, "Innovator" stays 5.3 hours on average.

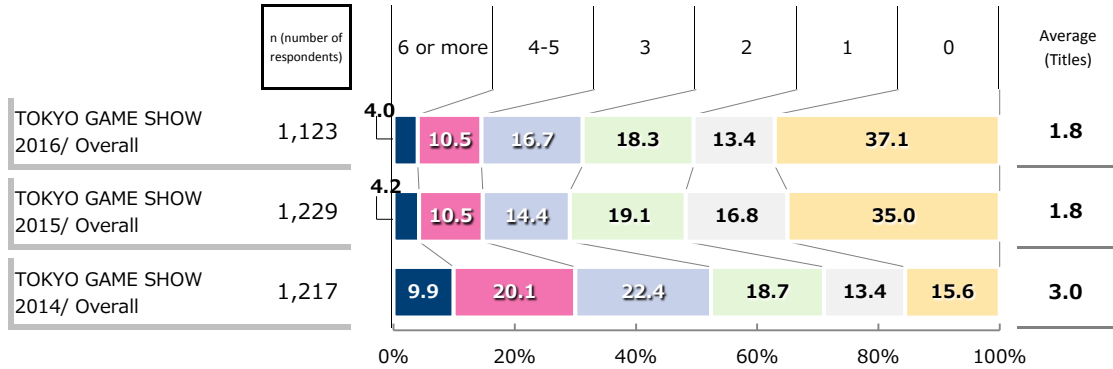
4. Number of Titles Visitors Planned to Sample

Question

For today's TOKYO GAME SHOW 2016, how many game titles do you plan to play in total? [Numeric answer]

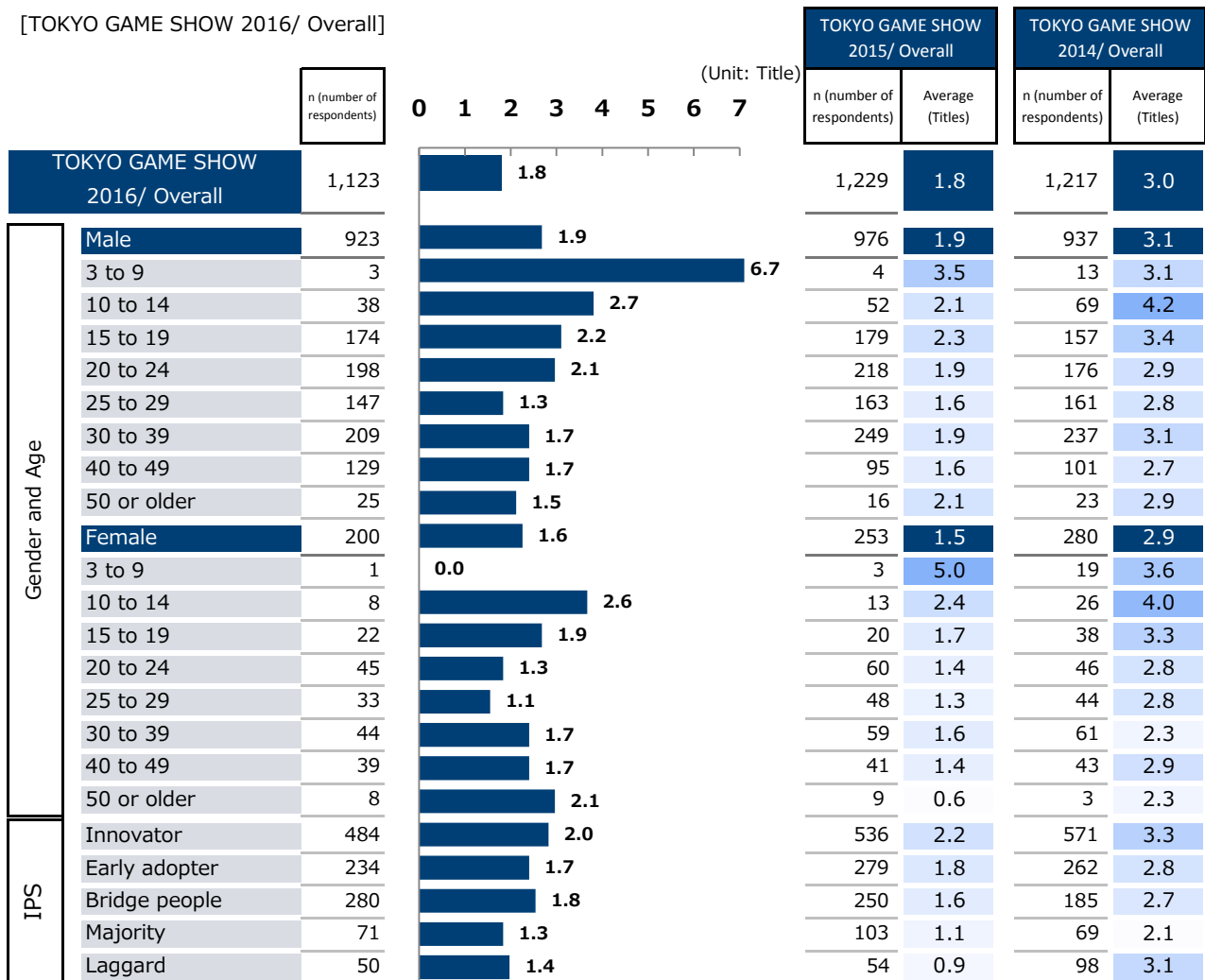
Time Series Comparison

[TOKYO GAME SHOW / Overall]



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

[TOKYO GAME SHOW 2016/ 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" ".

- 62.9% of respondents plans to sample more than 1 title. Among them 13.4% says "1 title", in addition to "2 titles" at 18.3% and "3 titles" at 16.7%. The average number of titles is 1.8.
- Male's average is 1.9 titles and female's 1.6 titles. As for IPS, Innovator plans to sample most (2.0 titles on average).



5. Favorite Developer/Publisher Booths

Question

Out of the developers/publishers that have exhibited at today's TOKYO GAME SHOW 2016, which booth did you like the best? Please write down the name of the company. [Open-ended answer]

[TOKYO GAME SHOW 2016/ Overall]

(n=989 respondents)

Rank	Names of Company Booths *1	Number of persons *2	TOKYO GAME SHOW 2015/Overall (n=1,106 respondents)		TOKYO GAME SHOW 2014/Overall (n=1,137 respondents)	
			Number of persons	Rank	Number of persons	Rank
1	Sony Interactive Entertainment	186	125	(3)	101	(6)
2	CAPCOM	169	159	(1)	218	(1)
3	SQUARE ENIX	158	115	(4)	156	(3)
4	SEGA Games	142	138	(2)	169	(2)
5	BANDAI NAMCO Entertainment	86	106	(5)	113	(4)
6	KONAMI	44	69	(8)	110	(5)
7	KOEI TECMO GAMES	31	35	(10)	26	(8)
8	Bushiroad	25	28	(11)	19	(11)
9	DMM GAMES	22	77	(6)	18	(13)
10	Wargaming Japan	21	21	(12)	20	(10)
11	ARC SYSTEM WORKS	20	0	-	16	(14)
12	2K / Take Two Interactive Japan	19	0	-	0	-
13	ATLUS (SEGA Games booth)	16	13	(15)	2	(25)
14	D3 PUBLISHER	9	0	-	10	(17)
15	Intel	8	0	-	0	-
16	Voltage	6	5	(18)	7	(18)
	Nihon Falcom (KONAMI booth)	6	16	(14)	24	(9)
18	KADOKAWA GAMES	5	0	-	0	-
19	Twitch	3	0	-	0	-
	ASOBIMO	3	2	(24)	2	(25)
21	InfoLens	2	0	-	0	-
	HTC	2	0	-	0	-
	Xperia (Smartphone Special Area)	2	3	(20)	0	-
	GREE	2	13	(15)	42	(7)
	GameOn	2	0	-	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 Interactive 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 2016/ Overall]

(Unit: person)

	1st Place	2nd Place	3rd Place	4th Place	5th Place
TOKYO GAME SHOW 2016/ Overall	Sony Interactive Entertainment	CAPCOM	SQUARE ENIX	SEGA Games	BANDAI NAMCO Entertainment
(n=989)	186	169	158	142	86
Male	Sony Interactive Entertainment	CAPCOM	SQUARE ENIX	SEGA Games	BANDAI NAMCO Entertainment
821	159	138	122	121	81
3 to 9	SQUARE ENIX	BANDAI NAMCO Entertainment	InfoLens		
3		1			
10 to 14	CAPCOM	Sony Interactive Entertainment	SQUARE ENIX	BANDAI NAMCO Entertainment	SEGA Games
32	8		5		3
15 to 19	Sony Interactive Entertainment	SQUARE ENIX	BANDAI NAMCO Entertainment	CAPCOM	*1
161	39	23		20	10
20 to 24	Sony Interactive Entertainment	SEGA Games	CAPCOM	SQUARE ENIX	BANDAI NAMCO Entertainment
177	40	32	27	19	10
25 to 29	SQUARE ENIX	CAPCOM	SEGA Games	Sony Interactive Entertainment	BANDAI NAMCO Entertainment
127	32	30	22	18	6
30 to 39	Sony Interactive Entertainment	SEGA Games	CAPCOM	SQUARE ENIX	BANDAI NAMCO Entertainment
192	33		31	28	16
40 to 49	Sony Interactive Entertainment	BANDAI NAMCO Entertainment	CAPCOM	SEGA Games	SQUARE ENIX
110	22	20	17	14	11
50 or older	SEGA Games	CAPCOM	SQUARE ENIX	Sony Interactive Entertainment	KONAMI
19	7	5	3	2	
Female	SQUARE ENIX	CAPCOM	Sony Interactive Entertainment	SEGA Games	DMM GAMES
168	36	31	27	21	12
3 to 9					
0					
10 to 14	SEGA Games	CAPCOM	SQUARE ENIX		
6	4	1			
15 to 19	SQUARE ENIX	Sony Interactive Entertainment	CAPCOM	DMM GAMES	*2
20	6	4	3	2	1
20 to 24	SQUARE ENIX	Sony Interactive Entertainment	CAPCOM	DMM GAMES	*3
40	7	6			2
25 to 29	CAPCOM	SQUARE ENIX	SEGA Games	Sony Interactive Entertainment	ARC SYSTEM WORKS
31	7		5	4	2
30 to 39	CAPCOM	SQUARE ENIX	Sony Interactive Entertainment	SEGA Games	Voltage
38	8		6		3
40 to 49	Sony Interactive Entertainment	SQUARE ENIX	CAPCOM	SEGA Games	*4
26	6	5	4		2
50 or older	CAPCOM	SQUARE ENIX	Sony Interactive Entertainment	KONAMI	DMM GAMES
7	2		1		

*1: Joint 5th place: SEGA Games, Bushiroad

*2: Joint 5th place: SEGA Games, Bushiroad, ARC SYSTEM WORKS, ATLUS (SEGA Games booth), Voltage

*3: Joint 5th place: Bushiroad, 2K / Take Two Interactive Japan, Voltage, Nihon Falcom (KONAMI booth)

*4: Joint 5th place: BANDAI NAMCO Entertainment, DMM GAMES

● The best booth respondents choose is "Sony Interactive Entertainment" (n=186/ 3rd place last year). "CAPCOM" takes 2nd place (n=169/ 1st place last year) and "SQUARE ENIX" is in 3rd place (n=158/ 4th place last year). "SEGA Games" is in 4th place (n=142/ 2nd place last year). "BANDAI NAMCO Entertainment" is in 5th (n=86/ 5th place last year).

● The best booth among males is "Sony Interactive Entertainment", while females choose "SQUARE ENIX". "BANDAI NAMCO Entertainment" becomes 5th among males. For female, "DMM GAMES" is the 5th best booth.



6. Areas Respondents Visited or Intended to Visit

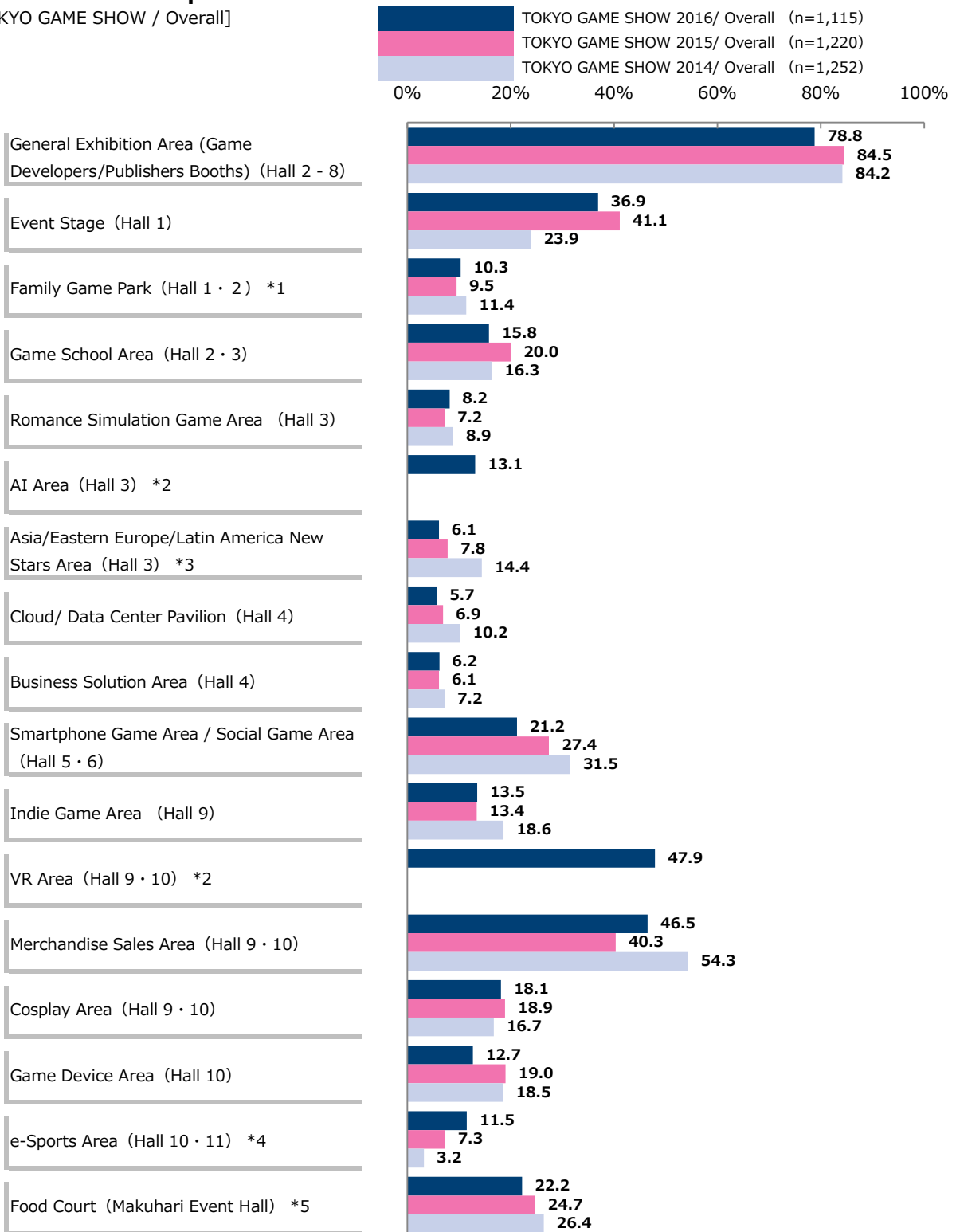


Question

The booths at the TOKYO GAME SHOW 2016 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 Family Game Park was called the "Family Area" in TOKYO GAME SHOW 2014 and 2015.

*2 "AI Area" and "VR Area" are newly added from the TOKYO GAME SHOW 2016 survey.

*3 Asia/Eastern Europe/Latin America New Stars Area was called "International Pavilion /Asia New Stars Area" in TOKYO GAME SHOW 2014 and 2015.

*4 e-Sports Area was called "The Cyber Games Asia (e-SPORTS Competition)" in TOKYO GAME SHOW 2015, "e-SPORTS Competition Cyber Games Asia" in TOKYO GAME SHOW 2014.

*5 Food Court was called "Food Corner" in TOKYO GAME SHOW 2014.

■ Gender and Age

[TOKYO GAME SHOW 2016/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2016/ 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)	1,115	914	3	38	178	196	146	207	123	23	201	1	7	24	46	32	46	36	9
General Exhibition Area (Game Developers/Publishers Booths) (Hall 2 - 8)	78.8	78.7	33.3	68.4	76.4	79.6	82.2	80.7	79.7	65.2	79.6	100.0	71.4	79.2	97.8	78.1	76.1	69.4	55.6
Event Stage (Hall 1)	36.9	37.3	33.3	26.3	35.4	42.9	37.0	39.6	33.3	26.1	34.8	0.0	71.4	37.5	41.3	37.5	26.1	30.6	22.2
Family Game Park (Hall 1・2)	10.3	8.6	100.0	23.7	8.4	4.1	5.5	9.2	12.2	8.7	17.9	100.0	28.6	4.2	6.5	6.3	28.3	36.1	11.1
Game School Area (Hall 2・3)	15.8	15.8	0.0	18.4	20.8	19.4	13.7	10.6	13.0	17.4	15.9	0.0	28.6	16.7	19.6	18.8	2.2	19.4	33.3
Romance Simulation Game Area (Hall 3)	8.2	5.8	0.0	2.6	9.0	6.1	5.5	3.4	5.7	8.7	18.9	0.0	42.9	12.5	23.9	15.6	13.0	19.4	33.3
AI Area (Hall 3)	13.1	13.1	0.0	5.3	18.0	20.4	8.2	7.2	13.0	13.0	12.9	0.0	28.6	4.2	15.2	18.8	4.3	16.7	22.2
Asia/Eastern Europe/Latin America New Stars Area (Hall 3)	6.1	6.1	0.0	5.3	8.4	4.6	5.5	4.8	7.3	13.0	6.0	0.0	28.6	4.2	2.2	9.4	4.3	5.6	11.1
Cloud/ Data Center Pavilion (Hall 4)	5.7	6.0	0.0	5.3	7.9	5.6	4.8	5.3	7.3	4.3	4.5	0.0	28.6	0.0	0.0	6.3	2.2	8.3	11.1
Business Solution Area (Hall 4)	6.2	6.6	0.0	5.3	9.0	6.1	6.2	5.3	6.5	8.7	4.5	0.0	28.6	4.2	2.2	3.1	2.2	8.3	0.0
Smartphone Game Area / Social Game Area (Hall 5・6)	21.2	21.7	0.0	21.1	22.5	19.9	19.9	22.7	24.4	21.7	18.9	0.0	42.9	33.3	10.9	21.9	8.7	27.8	11.1
Indie Game Area (Hall 9)	13.5	13.5	0.0	5.3	17.4	15.8	13.7	11.1	11.4	8.7	13.4	0.0	14.3	16.7	10.9	25.0	2.2	19.4	11.1
VR Area (Hall 9・10)	47.9	50.9	0.0	31.6	56.7	56.6	45.2	51.7	46.3	47.8	34.3	0.0	42.9	50.0	30.4	28.1	30.4	38.9	33.3
Merchandise Sales Area (Hall 9・10)	46.5	44.9	33.3	39.5	50.6	49.5	44.5	44.0	33.3	43.5	53.7	0.0	85.7	50.0	60.9	62.5	50.0	44.4	33.3
Cosplay Area (Hall 9・10)	18.1	19.0	0.0	10.5	17.4	23.0	15.1	22.2	15.4	30.4	13.9	0.0	42.9	8.3	19.6	18.8	6.5	11.1	11.1
Game Device Area (Hall 10)	12.7	13.7	0.0	18.4	17.4	15.8	14.4	10.6	8.1	13.0	8.5	0.0	28.6	4.2	13.0	12.5	2.2	5.6	11.1
e-Sports Area (Hall 10・11)	11.5	12.6	0.0	5.3	15.2	17.9	11.6	12.1	6.5	4.3	6.5	0.0	42.9	4.2	4.3	9.4	2.2	5.6	11.1
Food Court (Makuhari Event Hall)	22.2	21.6	0.0	36.8	19.7	19.9	21.9	20.8	22.8	26.1	25.4	0.0	57.1	29.2	19.6	31.3	21.7	27.8	11.1

*Darker shading indicates a higher ratio.

- 78.8% of respondents visited or would like to visit "General Exhibition Area (Game Developers/ Publishers Booths)". 47.9% would visit (visited) "VR Area" that is newly created in 2016. 46.5% would go to "Merchandise Sales Area" and 36.9% to "Event Stage".
- About 80% of both male and female choose "General Exhibition Area". Male prefers "VR Area", "e-Sports Area", "Cosplay Area", and "Game Device Area" compared to female. On the other hand, female prefers "Romance Simulation Game Area", "Family Game Park", and "Merchandise Sales Area".

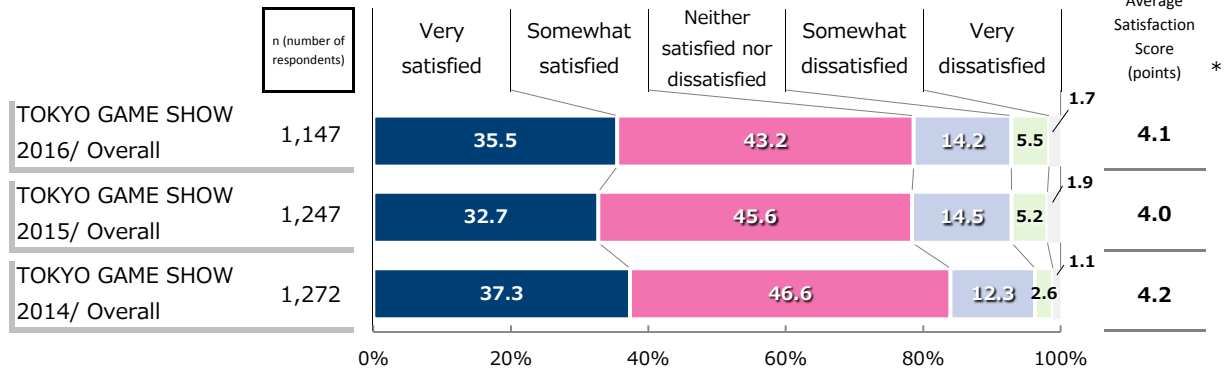
7.Degree of Satisfaction

Question

To what extent are you satisfied with the content of the TOKYO GAME SHOW 2016? [Single answer]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age/ IPS

[TOKYO GAME SHOW 2016/ 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 2016/ Overall		1,147	35.5	43.2	14.2	5.5	1.7	4.1
Gender and Age	Male	939	36.4	42.3	13.6	5.8	1.9	4.1
	3 to 9	3	66.7	0.0	33.3	0.0	0.0	4.3
	10 to 14	38	42.1	42.1	7.9	5.3	2.6	4.2
	15 to 19	181	54.7	30.4	10.5	3.9	0.6	4.3
	20 to 24	199	43.7	36.7	13.1	4.5	2.0	4.2
	25 to 29	150	36.0	43.3	11.3	7.3	2.0	4.0
	30 to 39	211	25.6	51.2	14.2	6.2	2.8	3.9
	40 to 49	133	17.3	51.1	21.1	8.3	2.3	3.7
	50 or older	24	29.2	50.0	16.7	4.2	0.0	4.0
	Female	208	31.3	47.1	16.8	4.3	0.5	4.0
	3 to 9	1	0.0	0.0	0.0	100.0	0.0	2.0
	10 to 14	9	77.8	11.1	11.1	0.0	0.0	4.7
	15 to 19	24	58.3	41.7	0.0	0.0	0.0	4.6
	20 to 24	46	41.3	39.1	17.4	2.2	0.0	4.2
IPS	Innovator	489	46.2	39.9	8.6	3.9	1.4	4.3
	Early adopter	237	32.5	45.1	14.3	5.1	3.0	4.0
	Bridge people	289	27.7	48.1	17.6	5.2	1.4	4.0
	Majority	74	18.9	39.2	27.0	14.9	0.0	3.6
	Laggard	54	14.8	46.3	27.8	9.3	1.9	3.6

*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 2016/ 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 2016/ Overall		1,147	35.5	43.2	14.2	5.5	1.7	4.1
Number of Visits	Visited 7 times or more	141	23.4	54.6	15.6	5.0	1.4	3.9
	Visited 4-6 times	145	30.3	48.3	14.5	6.2	0.7	4.0
	Visited 1-3 times	335	36.1	43.3	14.6	4.5	1.5	4.1
	First visit	509	40.1	38.1	13.6	6.1	2.2	4.1
Length of Stay	7 hours	261	46.7	40.2	8.0	4.2	0.8	4.3
	6 hours	190	41.1	44.7	10.5	3.2	0.5	4.2
	5 hours	282	30.1	49.3	14.9	4.3	1.4	4.0
	4 hours	186	28.0	40.9	21.0	10.2	0.0	3.9
	3 hours or less	199	27.1	42.2	18.1	7.0	5.5	3.8
Titles Sampled	6 titles or more	45	51.1	35.6	8.9	4.4	0.0	4.3
	3-5 titles	304	39.5	44.4	11.8	3.3	1.0	4.2
	1-2 titles	356	34.8	43.0	12.9	7.3	2.0	4.0
	0 titles	417	31.2	44.6	17.0	5.5	1.7	4.0

*Darker shading indicates a higher ratio.

■ Degree of Satisfaction by Areas Visited

[TOKYO GAME SHOW 2016/ Overall]

(Unit: %)

		n (number of respondents)	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Average Satisfaction Score (points)
TOKYO GAME SHOW 2016/ Overall		1,147	35.5	43.2	14.2	5.5	1.7	4.1
Areas Visited	General Exhibition Area (Game Developers/Publishers Booths) (Hall 2 - 8)	879	36.9	43.7	13.0	5.2	1.3	4.1
	Event Stage (Hall 1)	411	45.3	38.2	11.7	4.1	0.7	4.2
	Family Game Park (Hall 1・2)	115	43.5	39.1	10.4	7.0	0.0	4.2
	Game School Area (Hall 2・3)	176	47.2	36.9	11.4	2.8	1.7	4.3
	Romance Simulation Game Area (Hall 3)	91	48.4	40.7	9.9	1.1	0.0	4.4
	AI Area (Hall 3)	146	40.4	39.0	13.7	4.1	2.7	4.1
	Asia/Eastern Europe/Latin America New Stars Area (Hall 3)	68	48.5	45.6	2.9	1.5	1.5	4.4
	Cloud/ Data Center Pavilion (Hall 4)	64	46.9	45.3	6.3	1.6	0.0	4.4
	Business Solution Area (Hall 4)	69	39.1	46.4	10.1	4.3	0.0	4.2
	Smartphone Game Area / Social Game Area (Hall 5・6)	236	43.2	44.9	7.6	2.5	1.7	4.3
	Indie Game Area (Hall 9)	150	44.0	42.0	7.3	5.3	1.3	4.2
	VR Area (Hall 9・10)	534	36.0	45.9	11.4	5.2	1.5	4.1
	Merchandise Sales Area (Hall 9・10)	518	40.5	45.0	9.7	4.2	0.6	4.2
	Cosplay Area (Hall 9・10)	202	42.6	45.0	7.4	3.5	1.5	4.2
	Game Device Area (Hall 10)	142	42.3	42.3	9.9	4.2	1.4	4.2
	e-Sports Area (Hall 10・11)	128	46.1	39.8	6.3	6.3	1.6	4.2
	Food Court (Makuhari Event Hall)	248	39.9	46.0	10.1	3.6	0.4	4.2

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

*Darker shading indicates a higher ratio.

- 35.5% of respondents says "Very satisfied" with TOKYO GAME SHOW 2016. With "Somewhat satisfied" (43.2%), 78.7% of respondents is satisfied with the show. The average satisfaction score is 4.1 points.
- 54.7% of male age 15 to 19 says "very satisfied" (the average satisfaction score is 4.3 points).
- In IPS category, 46.2% of Innovator says "very satisfied" (the average satisfaction score is 4.3 points).
- Based on the data by length of stay, the longer respondents stay, the more likely they are satisfied with the show. The average satisfaction score of those who stay in the show "7 hours" is 4.3 points.
- The more titles respondents sample, the more they are satisfied with the show. The average score of those who sampled "6 titles or more" is 4.3 points.

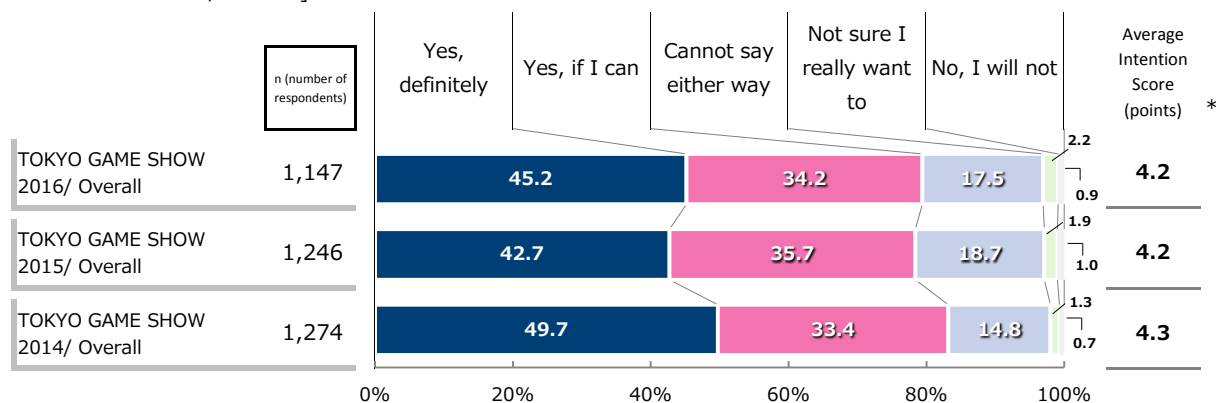
8.Intention to Visit Again

Question

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

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



■ Gender and Age/ IPS

[TOKYO GAME SHOW 2016/ 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 2016/ Overall			45.2	34.2	17.5	2.2	0.9	4.2				
Gender and Age	Male	939	46.6	33.4	16.8	2.3	0.7	4.2				
	3 to 9	3	66.7	33.3	0.0	0.0	0.0	4.7				
	10 to 14	38	39.5	42.1	18.4	0.0	0.0	4.2				
	15 to 19	181	54.1	30.9	12.2	1.1	1.7	4.3				
	20 to 24	199	47.2	36.2	14.1	2.0	0.5	4.3				
	25 to 29	150	46.7	30.0	20.7	2.7	0.0	4.2				
	30 to 39	211	44.5	34.6	16.1	3.8	0.9	4.2				
	40 to 49	133	39.8	33.8	22.6	3.0	0.8	4.1				
	50 or older	24	50.0	25.0	25.0	0.0	0.0	4.3				
	Female	208	38.9	37.5	20.7	1.4	1.4	4.1				
	3 to 9	1	0.0	0.0	100.0	0.0	0.0	3.0				
	10 to 14	9	77.8	11.1	11.1	0.0	0.0	4.7				
	15 to 19	24	50.0	29.2	20.8	0.0	0.0	4.3				
	20 to 24	46	47.8	34.8	15.2	0.0	2.2	4.3				
IPS	25 to 29	33	45.5	45.5	9.1	0.0	0.0	4.4				
	30 to 39	47	31.9	34.0	29.8	2.1	2.1	3.9				
	40 to 49	39	20.5	46.2	25.6	5.1	2.6	3.8				
	50 or older	9	22.2	55.6	22.2	0.0	0.0	4.0				
	Innovator	489	61.1	28.0	9.4	0.8	0.6	4.5				
IPS	Early adopter	237	39.2	38.0	19.4	2.5	0.8	4.1				
	Bridge people	289	33.2	39.1	24.9	2.1	0.7	4.0				
	Majority	74	21.6	40.5	28.4	8.1	1.4	3.7				
	Laggard	54	24.1	38.9	27.8	5.6	3.7	3.7				

*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 2016/ 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 2016/ Overall		1,147	45.2	34.2	17.5	2.2	0.9	4.2
Number of Visits	Visited 7 times or more	141	62.4	30.5	7.1	0.0	0.0	4.6
	Visited 4-6 times	145	53.1	31.0	13.8	2.1	0.0	4.4
	Visited 1-3 times	335	46.3	35.5	16.4	1.5	0.3	4.3
	First visit	509	37.3	35.4	22.2	3.3	1.8	4.0
Length of Stay	7 hours	261	65.9	23.4	10.3	0.4	0.0	4.5
	6 hours	190	52.1	35.3	11.1	1.1	0.5	4.4
	5 hours	282	40.1	44.0	13.8	1.4	0.7	4.2
	4 hours	186	32.3	37.1	24.7	4.8	1.1	3.9
	3 hours or less	199	30.7	31.7	30.7	4.5	2.5	3.8
Titles Sampled	6 titles or more	45	66.7	22.2	6.7	4.4	0.0	4.5
	3-5 titles	304	55.3	30.9	12.2	0.7	1.0	4.4
	1-2 titles	356	44.1	35.4	18.0	1.1	1.4	4.2
	0 titles	417	37.4	37.4	20.6	4.1	0.5	4.1
Degree of Satisfaction regarding Visit	Very satisfied	407	80.1	17.2	2.5	0.0	0.2	4.8
	Somewhat satisfied	495	34.1	50.5	14.5	0.6	0.2	4.2
	Neither satisfied nor dissatisfied	163	10.4	33.7	51.5	3.7	0.6	3.5
	Somewhat dissatisfied	63	9.5	23.8	46.0	17.5	3.2	3.2
	Very dissatisfied	19	5.3	10.5	31.6	26.3	26.3	2.4

*Darker shading indicates a higher ratio.

■ Intention to Visit Next TOKYO GAME SHOW by Areas Visited

[TOKYO GAME SHOW 2016/ 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 2016/ Overall		1,147	45.2	34.2	17.5	2.2	0.9	4.2
Areas Visited	General Exhibition Area (Game Developers/Publishers Booths) (Hall 2 - 8)	879	46.9	35.3	15.4	1.8	0.7	4.3
	Event Stage (Hall 1)	411	56.0	30.9	11.4	1.2	0.5	4.4
	Family Game Park (Hall 1・2)	115	44.3	39.1	13.9	1.7	0.9	4.2
	Game School Area (Hall 2・3)	176	47.7	38.6	12.5	0.6	0.6	4.3
	Romance Simulation Game Area (Hall 3)	91	53.8	35.2	11.0	0.0	0.0	4.4
	AI Area (Hall 3)	146	47.3	35.6	14.4	2.7	0.0	4.3
	Asia/Eastern Europe/Latin America New Stars Area (Hall 3)	68	57.4	36.8	5.9	0.0	0.0	4.5
	Cloud/ Data Center Pavilion (Hall 4)	64	50.0	39.1	10.9	0.0	0.0	4.4
	Business Solution Area (Hall 4)	69	44.9	39.1	13.0	1.4	1.4	4.2
	Smartphone Game Area / Social Game Area (Hall 5・6)	236	54.7	32.6	11.0	0.8	0.8	4.4
	Indie Game Area (Hall 9)	150	49.3	36.7	13.3	0.7	0.0	4.3
	VR Area (Hall 9・10)	534	47.2	34.5	15.0	2.2	1.1	4.2
	Merchandise Sales Area (Hall 9・10)	518	50.6	34.4	13.3	1.0	0.8	4.3
	Cosplay Area (Hall 9・10)	202	49.5	37.6	10.9	1.0	1.0	4.3
	Game Device Area (Hall 10)	142	52.1	36.6	10.6	0.7	0.0	4.4
	e-Sports Area (Hall 10・11)	128	55.5	32.8	10.2	1.6	0.0	4.4
	Food Court (Makuhari Event Hall)	248	50.4	37.1	11.3	1.2	0.0	4.4

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

*Darker shading indicates a higher ratio.

- 79.4% of respondents, the sum of "Definitely" (45.2%) and "if I can" (34.2%), intends to visit next year's TOKYO GAME SHOW.
The average intention score is 4.2 points.
- 54.1% of male age 15 to 19 says "Definitely (to visit)".
- 61.1% of "Innovator" in IPS category says "Definitely". The innovator's average rate is 4.5 points.
- The longer respondents stay, 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 are more likely to visit again. The average rate given by those who are "very satisfied" is 4.8 points.

Game-related Issues

1.Event Participation

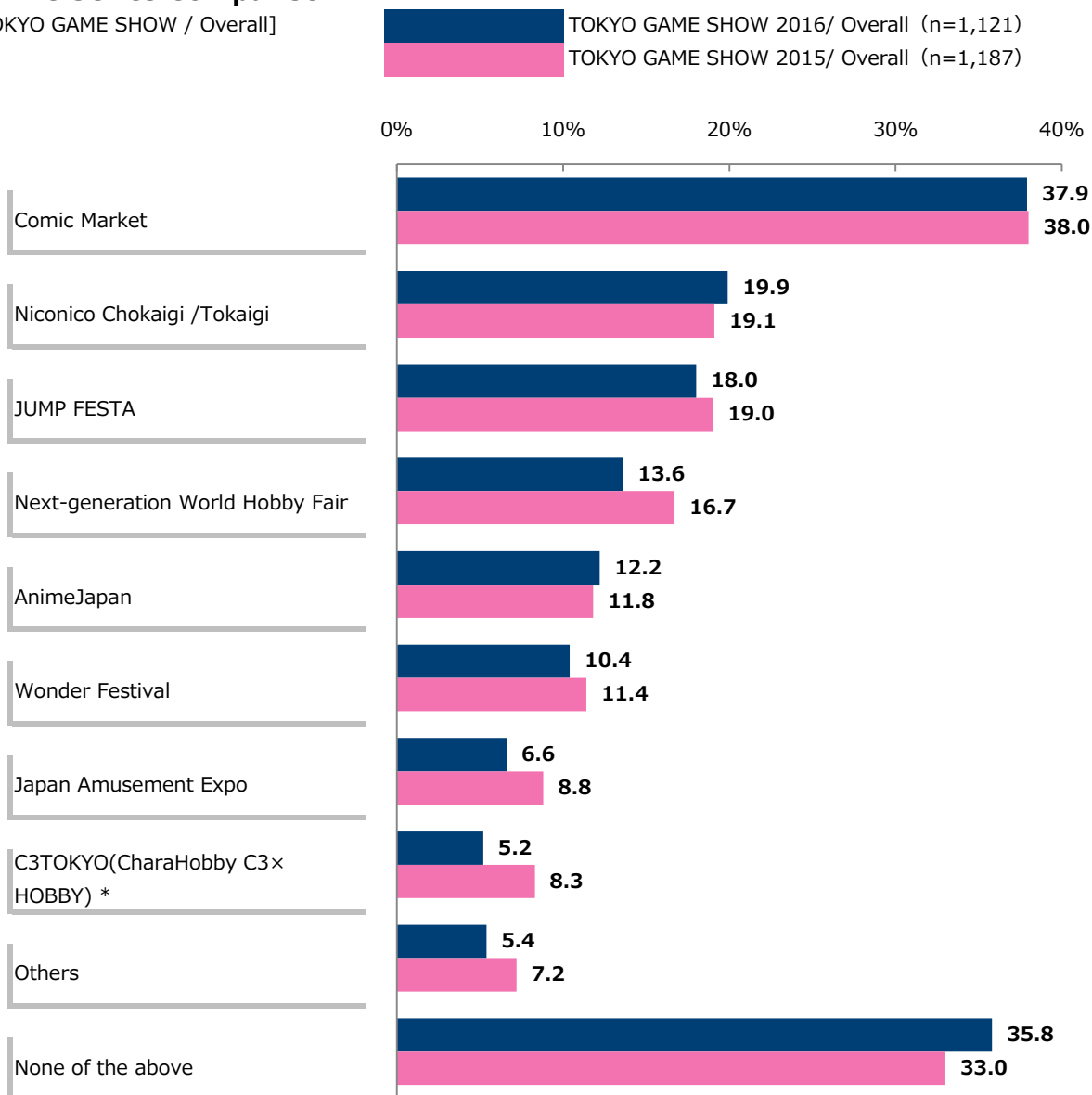
Question

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

*Do not include online participations. [Multiple answers]

■ Time Series Comparison

[TOKYO GAME SHOW / Overall]



* "C3TOKYO(CharaHobby C3×HOBBY)" was called "CharaHobby C3×HOBBY" in TOKYO GAME SHOW 2015.

■ Gender and Age

[TOKYO GAME SHOW 2016/ Overall]

(Unit: %)

	TOKYO GAME SHOW 2016/ 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)	1,121	914	3	37	179	194	147	204	126	24	207	1	8	24	46	33	48	38	9
Comic Market	37.9	38.5	0.0	24.3	27.9	34.5	44.9	47.5	42.1	41.7	35.3	0.0	25.0	29.2	41.3	54.5	33.3	23.7	22.2
Niconico Chokaigi /Tokaigi	19.9	20.4	0.0	18.9	19.6	14.4	23.8	23.0	23.0	20.8	17.9	0.0	50.0	29.2	26.1	18.2	6.3	10.5	11.1
JUMP FESTA	18.0	16.3	33.3	8.1	14.0	18.0	19.0	19.6	11.9	8.3	25.6	0.0	12.5	33.3	30.4	24.2	22.9	23.7	22.2
Next-generation World Hobby Fair	13.6	13.5	33.3	27.0	16.8	10.8	12.2	10.8	15.9	4.2	14.0	0.0	25.0	8.3	13.0	6.1	8.3	31.6	11.1
AnimeJapan	12.2	12.4	0.0	2.7	6.1	13.9	15.6	15.7	14.3	4.2	11.6	0.0	37.5	4.2	13.0	12.1	12.5	7.9	11.1
Wonder Festival	10.4	11.6	0.0	0.0	2.8	7.7	12.9	17.2	22.2	16.7	5.3	0.0	0.0	0.0	4.3	9.1	8.3	5.3	0.0
Japan Amusement Expo	6.6	7.4	0.0	2.7	1.7	3.6	6.8	9.8	17.5	20.8	2.9	0.0	25.0	0.0	2.2	6.1	0.0	0.0	11.1
C3TOKYO(CharaHobby C3×HOBBY)	5.2	5.1	0.0	0.0	1.7	3.6	2.7	8.8	10.3	8.3	5.3	0.0	12.5	0.0	4.3	9.1	2.1	7.9	11.1
Others	5.4	5.7	0.0	2.7	5.0	5.2	7.5	6.4	5.6	4.2	3.9	0.0	12.5	0.0	2.2	3.0	4.2	7.9	0.0
None of the above	35.8	35.6	66.7	40.5	47.5	43.3	30.6	25.5	27.8	29.2	36.7	100.0	25.0	33.3	34.8	30.3	50.0	31.6	33.3

*Darker shading indicates a higher ratio.

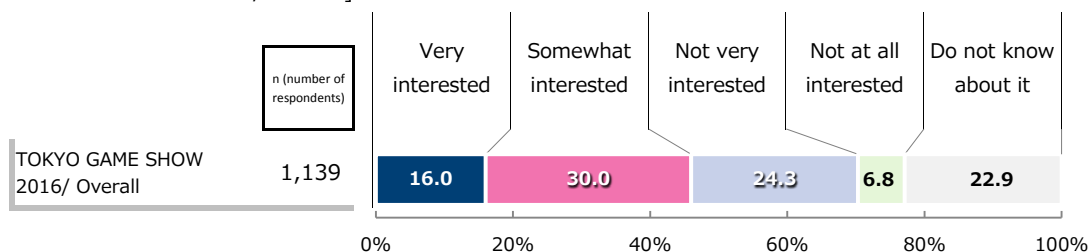
- The event respondents have been to most is "Comic Market" (37.9%), followed by "Niconico Chokaigi /Tokaigi" (19.9%), "JUMP FESTA" (18%), and "Next-generation World Hobby Fair" (13.6%). 64.2% of respondents in total has participated in any type of events.
- The following events have its ratios by age and gender that are more than 10 points higher than each figure of total: "Next-generation World Hobby Fair" of male age 10 to 14 (27%) and of female age 40 to 49 (31.6%), "Wonder Festival" of male age 40 to 49 (22.2%), "Japan Amusement Expo" of male age 40 to 49 (17.5%), "JUMP FESTA" of female age 20 to 24 (30.4%), and "Comic Market" of female age 25 to 29 (54.5%).

2. Interest in e-Sports

Question

How interested are you in e-Sports? [Single answer]

[TOKYO GAME SHOW 2016/ Overall]



Gender and Age

[TOKYO GAME SHOW 2016/ Overall]

(Unit: %)

			Very interested	Somewhat interested	Not very interested	Not at all interested	Do not know about it
TOKYO GAME SHOW 2016/ Overall			16.0	30.0	24.3	6.8	22.9
Gender and Age	Male	930	17.6	31.3	24.6	6.7	19.8
	3 to 9	3	0.0	0.0	0.0	0.0	100.0
	10 to 14	37	18.9	21.6	13.5	2.7	43.2
	15 to 19	179	25.1	28.5	16.8	3.9	25.7
	20 to 24	199	23.6	32.7	21.6	4.0	18.1
	25 to 29	151	14.6	37.1	22.5	9.9	15.9
	30 to 39	208	15.4	27.9	31.3	8.7	16.8
	40 to 49	129	7.8	35.7	32.6	7.0	17.1
	50 or older	24	4.2	29.2	41.7	16.7	8.3
	Female	209	8.6	24.4	23.0	7.2	36.8
	3 to 9	1	0.0	0.0	100.0	0.0	0.0
	10 to 14	10	10.0	30.0	10.0	10.0	40.0
	15 to 19	24	12.5	16.7	29.2	4.2	37.5
	20 to 24	46	13.0	21.7	15.2	2.2	47.8
	25 to 29	33	9.1	27.3	21.2	12.1	30.3
	30 to 39	48	8.3	22.9	29.2	6.3	33.3
	40 to 49	39	2.6	25.6	23.1	12.8	35.9
	50 or older	8	0.0	50.0	25.0	0.0	25.0

*Darker shading indicates a higher ratio.

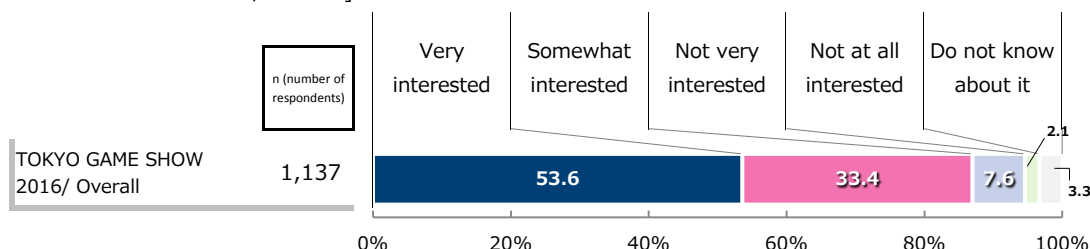
- 16% of respondents says "Very interested" in e-Sports. 30% says "Somewhat interested". In total, 46% shows interest in e-Sports. (77.1% of all respondents knows about e-Sports.)
- The ratio of "Very interested" of male (17.6%) is higher than female's (8.6%), especially in "male age 15 to 19" and "male age 20 to 24" the ratios are high as 25.1% and 23.6%. However, the ratio of "Don't know" of female (36.8%) is higher than male's.

3. Interest in VR Games

Question

How interested are you in VR (Virtual Reality) games? [Single answer]

[TOKYO GAME SHOW 2016/ Overall]



Gender and Age

[TOKYO GAME SHOW 2016/ Overall]

(Unit: %)

			Very interested	Somewhat interested	Not very interested	Not at all interested	Do not know about it
TOKYO GAME SHOW 2016/ Overall			53.6	33.4	7.6	2.1	3.3
Gender and Age	Male	930	56.0	32.4	7.1	2.0	2.5
	3 to 9	3	33.3	0.0	0.0	0.0	66.7
	10 to 14	37	62.2	29.7	5.4	0.0	2.7
	15 to 19	180	63.3	26.7	6.7	1.7	1.7
	20 to 24	198	62.1	28.8	7.1	1.0	1.0
	25 to 29	152	55.9	32.2	7.9	0.7	3.3
	30 to 39	208	50.0	36.5	6.7	3.4	3.4
	40 to 49	129	47.3	41.1	7.0	3.1	1.6
	50 or older	23	43.5	30.4	13.0	8.7	4.3
	Female	207	42.5	38.2	9.7	2.4	7.2
	3 to 9	1	0.0	100.0	0.0	0.0	0.0
	10 to 14	10	70.0	10.0	10.0	10.0	0.0
	15 to 19	24	54.2	33.3	4.2	0.0	8.3
	20 to 24	46	56.5	26.1	10.9	2.2	4.3
	25 to 29	33	51.5	33.3	6.1	3.0	6.1
	30 to 39	47	29.8	48.9	10.6	2.1	8.5
	40 to 49	39	23.1	48.7	15.4	0.0	12.8
	50 or older	7	28.6	57.1	0.0	14.3	0.0

*Darker shading indicates a higher ratio.

- A total of 87.0% of respondents express an interest in VR games. Among them, 53.6% says "Very interested" and 33.4% says "Somewhat interested" in VR games.
- The ratio of males saying "very interested" in VR games is higher than female's (Male: 56%, Female:42.5%). Among males aged 10 to 24 the ratios of "very interested" are over 60%. Among females aged 20 to 29 the ratios of "very interested" are between 50 to 57%, while 20 to 30% are found among females aged 30 to 49.

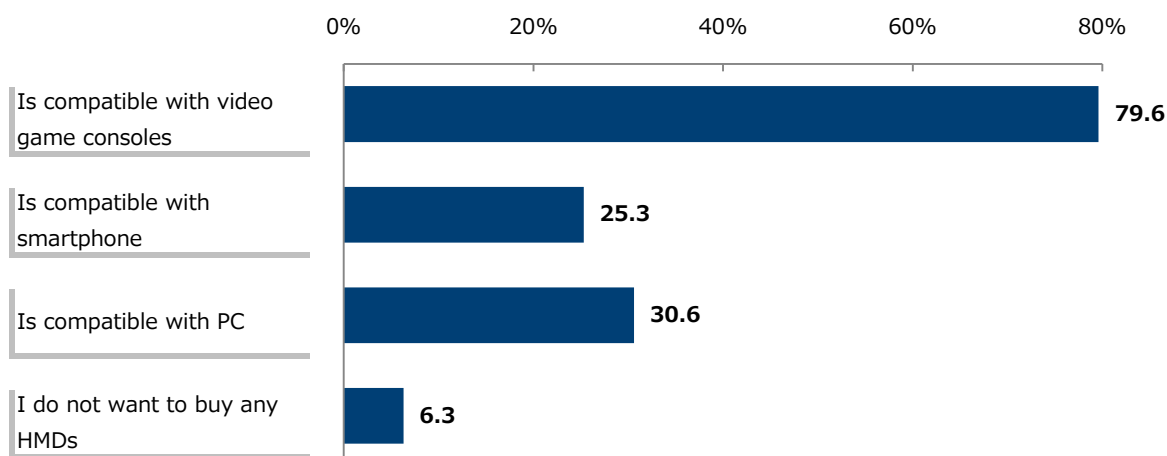
4. Willingness to Purchase a Head-mounted Display for VR Games

Question

Would you like to purchase a head-mounted display (HMD) that enables you to play VR games (a device worn on the head covering eyes)? Please select the types of the HMD that you would like to buy. [Multiple answers]

[TOKYO GAME SHOW 2016 / People interested in VR games]

n = 979 respondents



Gender and Age

[TOKYO GAME SHOW 2016 / People interested in VR games]

(Unit: %)

	TOKYO GAME SHOW 2016 / People interested in VR games	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)	979	815	1	34	161	177	133	180	112	17	164	1	8	21	38	26	37	27	6
Is compatible with video game consoles	79.6	80.9	100.0	76.5	80.1	81.4	87.2	80.6	79.5	52.9	73.2	0.0	50.0	81.0	73.7	76.9	83.8	59.3	66.7
Is compatible with smartphone	25.3	24.8	0.0	17.6	27.3	22.0	21.8	24.4	28.6	47.1	28.0	0.0	50.0	33.3	28.9	23.1	24.3	18.5	66.7
Is compatible with PC	30.6	32.8	0.0	26.5	32.3	39.0	30.1	32.2	29.5	35.3	20.1	0.0	62.5	28.6	15.8	19.2	16.2	14.8	16.7
I do not want to buy any HMDs	6.3	5.0	0.0	8.8	4.3	4.5	3.8	4.4	7.1	11.8	12.8	100.0	12.5	4.8	18.4	11.5	5.4	22.2	0.0

*Darker shading indicates a higher ratio.

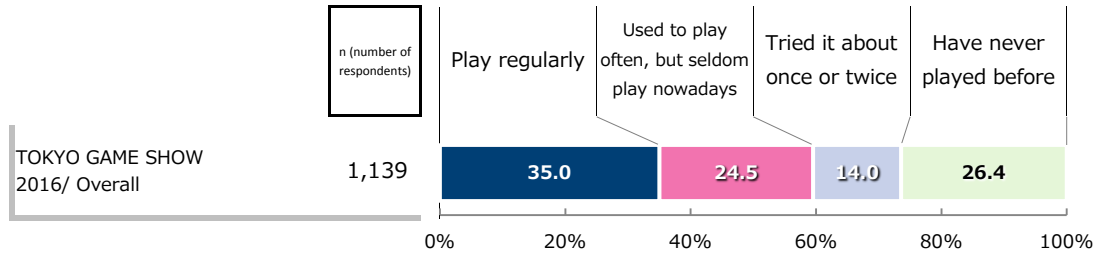
- Among respondents who are interested in VR games, 79.6% of them wants to purchase a head-mounted display (HMD) that is compatible with video game consoles to play VR games, 30.6% wants HMD that is compatible with PC, and 25.3% seeks HMD that can be used for smartphone.
- Males seeks HMDs that are compatible with their video game consoles or PCs more than females: the ratios of male and female who choose video game console HMD (Male:80.9% Female:73.2%) and of PC HMD (Male:32.8% Female:20.1%). However, the ratio of female who chooses smartphone HMD (28.0%) is higher than male's (24.8%).

5.Experience of playing Location-based Games

Question

Do you ever play a location-based game such as Pokémon Go or Ingress? [Single answer]

[TOKYO GAME SHOW 2016/ Overall]



Gender and Age

[TOKYO GAME SHOW 2016/ Overall]

(Unit: %)

			n (number of respondents)				
			Play regularly	Used to play often, but seldom play nowadays	Tried it about once or twice	Have never played before	
TOKYO GAME SHOW 2016/ Overall			1,139	35.0	24.5	14.0	26.4
Gender and Age	Male	930	31.4	26.2	15.5	26.9	
	3 to 9	3	33.3	0.0	0.0	66.7	
	10 to 14	37	13.5	24.3	27.0	35.1	
	15 to 19	180	25.0	36.7	19.4	18.9	
	20 to 24	199	27.1	33.7	16.6	22.6	
	25 to 29	152	32.9	27.6	13.2	26.3	
	30 to 39	206	39.8	19.4	12.6	28.2	
	40 to 49	129	37.2	13.2	10.9	38.8	
	50 or older	24	29.2	12.5	25.0	33.3	
	Female	209	51.2	16.7	7.7	24.4	
	3 to 9	1	100.0	0.0	0.0	0.0	
	10 to 14	10	60.0	20.0	10.0	10.0	
	15 to 19	24	45.8	33.3	8.3	12.5	
	20 to 24	46	58.7	13.0	13.0	15.2	
	25 to 29	33	39.4	30.3	6.1	24.2	
	30 to 39	48	54.2	14.6	4.2	27.1	
	40 to 49	38	44.7	5.3	2.6	47.4	
	50 or older	9	66.7	0.0	22.2	11.1	

*Darker shading indicates a higher ratio.

- 73.6% of respondents has played a location-based game such as Pokémon Go or Ingress. Among them 35% says "plays (a location-based game) regularly".
- The ratio of female regular location-based game player (51.2%) is higher than that of male (31.4%). 58.7% of female age 20 to 24 says "play regularly".

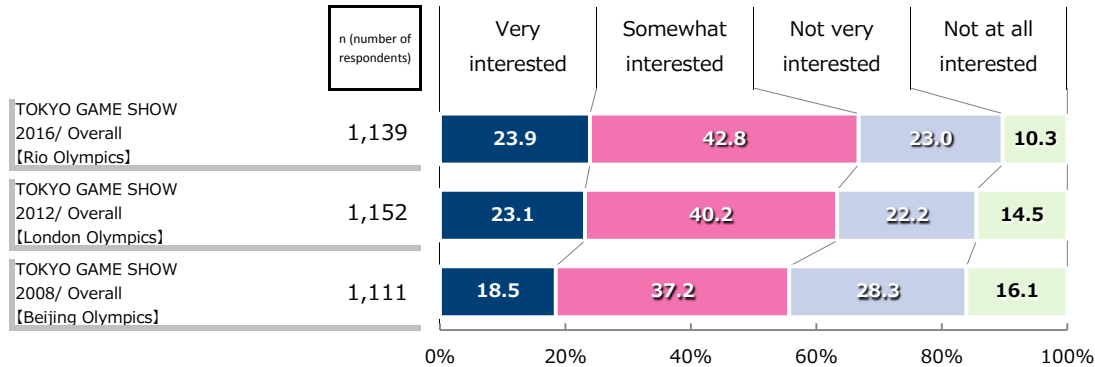
6. Interest in the Rio Olympic Games

Question

How interested were you in the Rio Olympic games held this year? [Single answer]

Time Series Comparison

[TOKYO GAME SHOW / Overall]



Gender and Age

[TOKYO GAME SHOW 2016/ Overall]

			(Unit: %)			
		n (number of respondents)	Very interested	Somewhat interested	Not very interested	Not at all interested
TOKYO GAME SHOW 2016/ Overall		1,139	23.9	42.8	23.0	10.3
Gender and Age	Male	931	24.0	42.7	23.1	10.2
	3 to 9	3	33.3	0.0	33.3	33.3
	10 to 14	37	24.3	51.4	16.2	8.1
	15 to 19	180	22.8	42.8	23.9	10.6
	20 to 24	199	22.6	41.2	26.1	10.1
	25 to 29	152	21.7	43.4	23.0	11.8
	30 to 39	208	25.5	41.3	21.6	11.5
	40 to 49	128	26.6	44.5	23.4	5.5
	50 or older	24	29.2	45.8	12.5	12.5
	Female	208	23.6	43.3	22.6	10.6
	3 to 9	1	0.0	100.0	0.0	0.0
	10 to 14	10	10.0	30.0	50.0	10.0
	15 to 19	24	16.7	54.2	20.8	8.3
	20 to 24	46	26.1	32.6	26.1	15.2
	25 to 29	33	24.2	45.5	12.1	18.2
	30 to 39	47	17.0	55.3	19.1	8.5
40 to 49	39	33.3	38.5	25.6	2.6	
50 or older	8	37.5	25.0	25.0	12.5	

*Figures of TOKYO GAME SHOW surveys in 2012 and 2008 are derived from valid sample.

*Darker shading indicates a higher ratio.

- 66.7% of respondents in total shows interest in the Rio Olympic Games held this year, including 23.9% stating themselves as "Very interested" and 42.8% as "Somewhat interested".
- About 24% of both male and female says "Very interested".

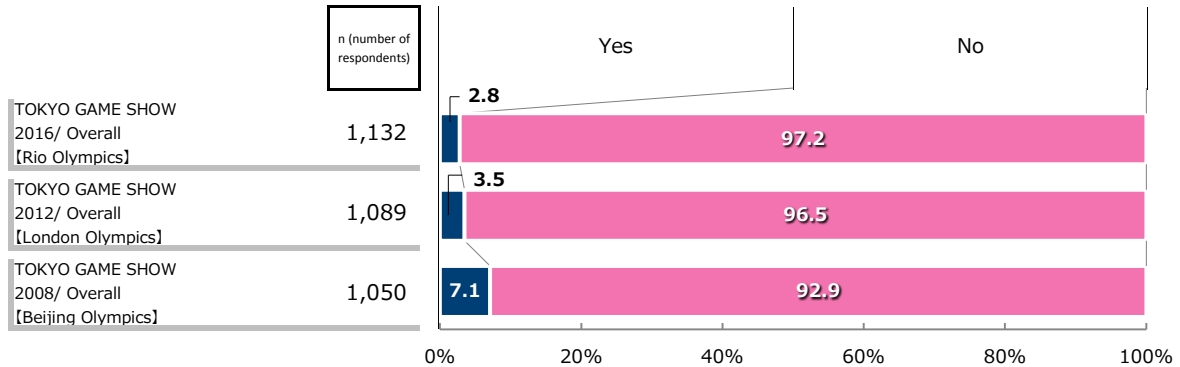
7. Purchase of Olympic-related Video Game Software

Question

Have you purchased any Olympic or Olympic sport video games (Football, Tennis, Boxing, Archery, etc.) in the last 12 months? [Single answer]

Time Series Comparison

[TOKYO GAME SHOW / Overall]



Gender and Age

[TOKYO GAME SHOW 2016/ Overall]

(Unit: %)

		n (number of respondents)	Yes	No
TOKYO GAME SHOW 2016/ Overall		1,132	2.8	97.2
Gender and Age	Male	925	2.9	97.1
	3 to 9	3	0.0	100.0
	10 to 14	37	5.4	94.6
	15 to 19	178	2.8	97.2
	20 to 24	199	4.5	95.5
	25 to 29	149	2.0	98.0
	30 to 39	207	2.9	97.1
	40 to 49	129	1.6	98.4
	50 or older	23	0.0	100.0
	Female	207	2.4	97.6
	3 to 9	1	0.0	100.0
	10 to 14	10	0.0	100.0
	15 to 19	24	0.0	100.0
	20 to 24	46	4.3	95.7
	25 to 29	32	0.0	100.0
	30 to 39	47	0.0	100.0
	40 to 49	38	2.6	97.4
	50 or older	9	22.2	77.8

*Figures of TOKYO GAME SHOW surveys in 2012 and 2008 are derived from valid sample.

*Darker shading indicates a higher ratio.

- Only 2.8% of respondents purchased Olympic or Olympic sports video games in the last 12 months.

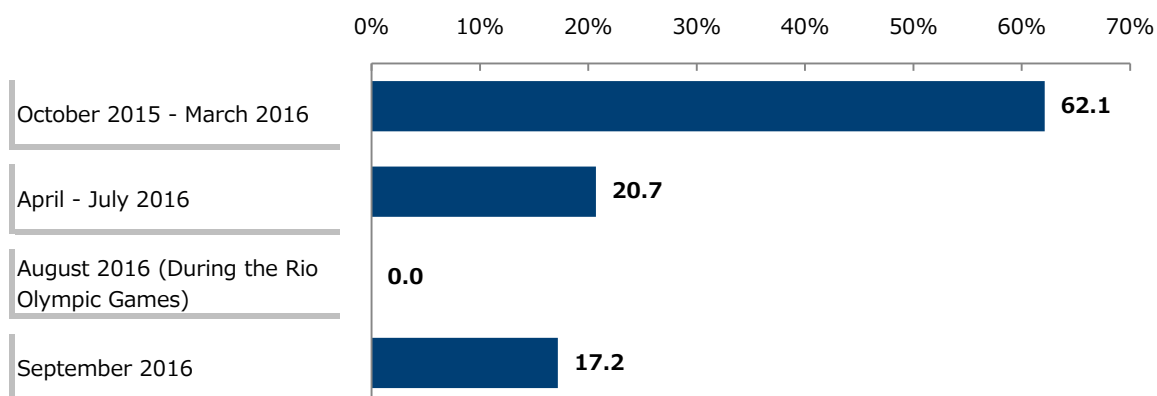
8. Purchased Timing and Game Titles for Olympic-related Video Game Software

Question

When did you purchase the game(s)? Please choose the timing of purchases. [Multiple answers]

[TOKYO GAME SHOW 2016 / Olympic or Olympic sports video game purchasers]

(n=29 respondents)



Titles of Olympic-related video game software purchased

[TOKYO GAME SHOW 2016 / Olympic or Olympic sports video game purchasers] 《Open-ended answer/Multiple answers》

(n=29 respondents, effective responses 18)

Series	Title	Platform	Number of persons
Winning Eleven			5
	Winning Eleven 2017	PlayStation 4	1
	Winning Eleven 2017	PlayStation 3	1
	Winning Eleven 2016	PlayStation 4	1
	Winning Eleven	PlayStation 4	1
	Winning Eleven	No Answer	1
FIFA			4
	FIFA 16	PlayStation 4	2
	FIFA	PlayStation 4	2
Mario & Sonic at the Olympic Games			4
	Mario & Sonic at the Rio 2016 Olympic Games	Nintendo 3DS	3
	Mario & Sonic at the London 2012 Olympic Games	Nintendo 3DS	1
Mario Tennis Ultra Smash		Wii U	1
Everybody's Golf		PlayStation Vita	1
EA SPORTS UFC 2		PlayStation 4	1
NBA 2K17		PlayStation 4	1
SIMPLE 2000 series Vol. 8 The Tennis		PlayStation 2	1

Appendix

TOKYO GAME SHOW 2016 Visitors Survey Questionnaire

Office Use Only A	Office Use Only B
1. Hall 2	1.10:00- 4.13:00- 7.16:00-
2. Hall 4	2.11:00- 5.14:00-
3. Hall 7	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/2DS/ New Nintendo 3DS (including LL)	7 PSP(PlayStation Portable) (including PSP go)	9 Xbox 360
2 Wii U	5 PlayStation 3	8 PlayStation Vita (including PS TV)	10 Xbox One
3 Nintendo DS (including Lite/DSi/LL)	6 PlayStation 4		11 None of the above → Go to Q3(c)

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

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

[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)

2 Wii U	5 PlayStation 3	9 Xbox 360
4 Nintendo 3DS/2DS/ New Nintendo 3DS (including LL)	6 PlayStation 4 (including Pro)	10 Xbox One
	8 PlayStation Vita (including PS TV)	11 None of the above

[For all respondents]

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

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

★

[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 per week (or month) ? (Please select one)

1 Almost everyday	3 2 to 3 days a week	5 2 to 3 days a month
2 4 to 5 days a week	4 1 day a week	6 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
New packaged software purchased in the last 12 months														
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/2DS	→	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

Paid software downloads purchased in the last 12 months														
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.

1 Yes, purchased by download	2 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)

1 Role-playing (RPG)	11 Shooting	21 Gambling-type table games
2 Nurturing simulation	12 Action shooting (FPS/TPS)	22 Instrumental simulator (Slots etc.)
3 Strategic simulation/Strategy	13 Sports	23 Online RPG (MMORPG/MORPG)
4 Love simulation	14 Racing	24 Battle-type network games
5 Adventure	15 Puzzle	25 Study/Learning/Training
6 Action	16 Quiz	26 Communication
7 Survival horror	17 Card battle games	27 Do not like any of the above genres
8 Rhythm-action (Music/dance etc.)	18 Board games	
9 Sound novels	19 Variety/Party games	
10 Fighting competition	20 Strategic table games (Chess etc.)	

■ Questions about smartphone/tablet games

[For all respondents]

Q10 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 Q14

[Those who chose “play regularly” in Q10 (a person who plays games on smartphone/tablet regularly)]

Q11 How many minutes a day do you play games on smartphone/tablet? (Please select one)

- | | |
|---|-----------------------|
| 1 | More than 120 minutes |
| 2 | 60 to 120 minutes |
| 3 | 30 to 60 minutes |
| 4 | Less than 30 minutes |

[Those who chose “play regularly” in Q10 (a person who plays games on smartphone/tablet regularly)]

Q12 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 Q12 (Free games but in-game items are required to purchase)]

Q13 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 (feature phone) games

[For all respondents]

Q14 Do you ever play games on mobile phone (feature phone)? (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 |

■ Questions about PC games

[For all respondents]

Q15 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 Q18

[Those who chose “play regularly” in Q15 (a person who plays PC games regularly)]

Q16 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 Q16.]

Q17 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 arcade games

[For all respondents]

Q18 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]

Q19 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) Smartphone/tablet →	1	2	3	4
c) Mobile phone (Feature phone) →	1	2	3	4
d) PC (Notebook/Desktop) →	1	2	3	4
e) Arcade →	1	2	3	4

[For all respondents]

Q20 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]

Q21 (1) Where did you see or hear about the TOKYO GAME SHOW 2016? Please choose the sources of information you have seen or heard about the TOKYO GAME SHOW 2016. (Please select all that apply)

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

(2) The TOKYO GAME SHOW has been held 25 times (summer 1996, spring and autumn 1997–2001, autumn 2002–2015). How many times have you been this show so far? (Please select one)

1 () times	2 This is my first time
--------------------	--------------------------------

(3) For today's TOKYO GAME SHOW 2016, 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 2016, 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 2016, 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 2016 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)

1 General Exhibition Area (Game Developers/Publishers Booths)	(Hall 2 – 8)
2 Event Stage	(Hall 1)
3 Family Game Park	(Hall 1•2)
4 Game School Area	(Hall 2•3)
5 Romance Simulation Game Area	(Hall 3)
6 AI Area	(Hall 3)
7 Asia/Eastern Europe/Latin America New Stars Area	(Hall 3)
8 Cloud/ Data Center Pavilion	(Hall 4)
9 Business Solution Area	(Hall 4)
10 Smartphone Game Area / Social Game Area	(Hall 5•6)
11 Indie Game Area	(Hall 9)
12 VR Area	(Hall 9•10)
13 Merchandise Sales Area	(Hall 9•10)
14 Cosplay Area	(Hall 9•10)
15 Game Device Area	(Hall 10)
16 e-Sports Area	(Hall 10•11)
17 Food Court	(Makuhari Event Hall)

(7) To what extent are you satisfied with the content of the TOKYO GAME SHOW 2016? (Please select one)

1 Very satisfied	3 Neither satisfied nor dissatisfied	4 Somewhat dissatisfied
2 Somewhat satisfied		5 Very dissatisfied

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

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

[For all respondents]

Q22 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.


1	Comic Market	6	Wonder Festival
2	JUMP FESTA	7	Japan Amusement Expo
3	Niconico Chokaigi /Tokaigi	8	AnimeJapan
4	Next-generation World Hobby Fair	9	Others (Please specify:)
5	C3TOKYO(CharaHobby C3×HOBBY)	10	None of the above

[For all respondents]

Q23(a) How interested are you in e-Sports? (Please select one)

1	Very interested	3	Not very interested
2	Somewhat interested	4	Not at all interested
		5	Do not know about it

Q23(b) How interested are you in VR (Virtual Reality) games? (Please select one)

1	Very interested	3	Not very interested	<input type="text"/> <input type="text"/> <input type="text"/>	 Go to Q25
2	Somewhat interested	4	Not at all interested		
		5	Do not know about it		

[Those who chose (1) and (2) in Q23 (b), a person who is “interested in VR games”]

Q24 Would you like to purchase a head-mounted display (HMD) that enables you to play VR games (a device worn on the head covering eyes)? Please select the types of the HMD that you would like to buy. (Please select all that apply)

* If you had already bought or pre-ordered, please choose the one(s) you bought from below.

1	Is compatible with video game consoles
2	Is compatible with smartphone
3	Is compatible with PC
4	I do not want to buy any HMDs

[For all respondents]

Q25 Do you ever play a location-based game such as Pokémon Go or Ingress? (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 before

[For all respondents]

Q26 How interested were you in the Rio Olympic games held this year? (Please select one)

1	Very interested	2	Somewhat interested	3	Not very interested	4	Not at all interested
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[For all respondents]

Q27 Have you purchased any Olympic or Olympic sport video games (Football, Tennis, Boxing, Archery, etc.) in the last 12 months? (Please select one)

* Do not include the games for PC, smartphone, and mobile.

If your answer is “Yes”, please indicate the name of the game and the type of console for the game.

1	Yes (Title(s) / Type(s) of console)	2	No
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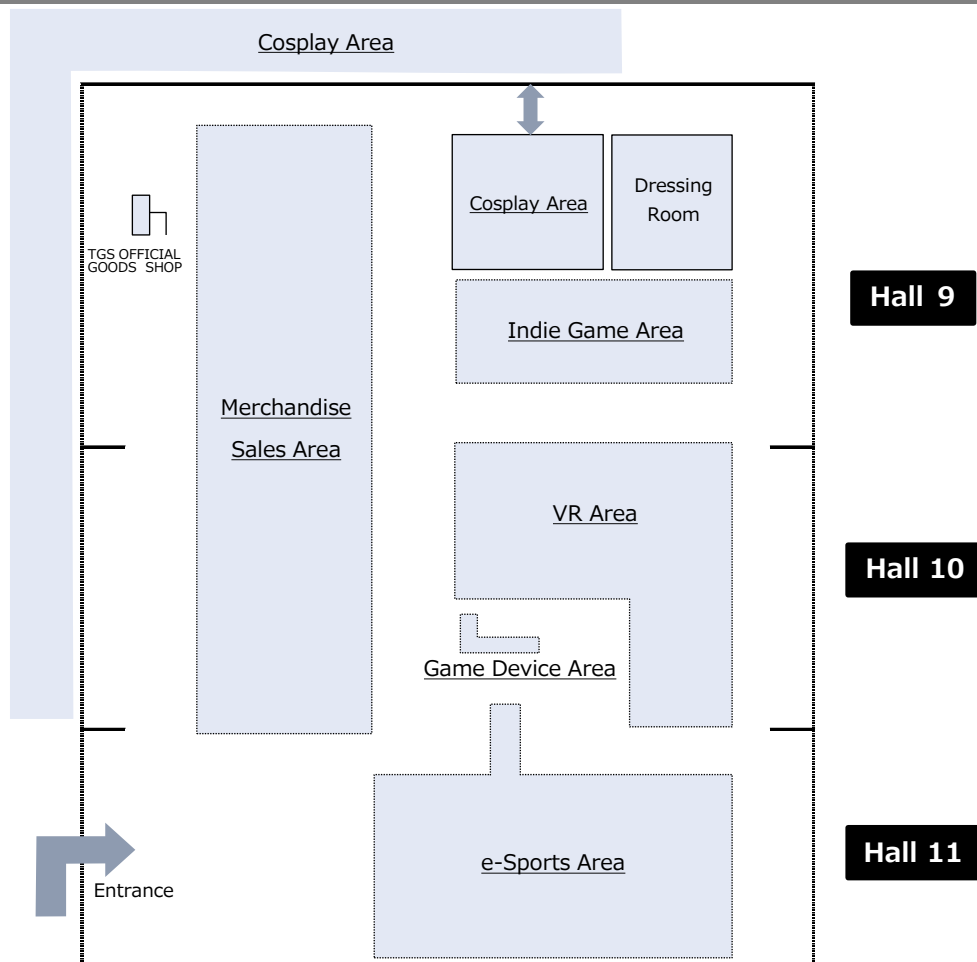
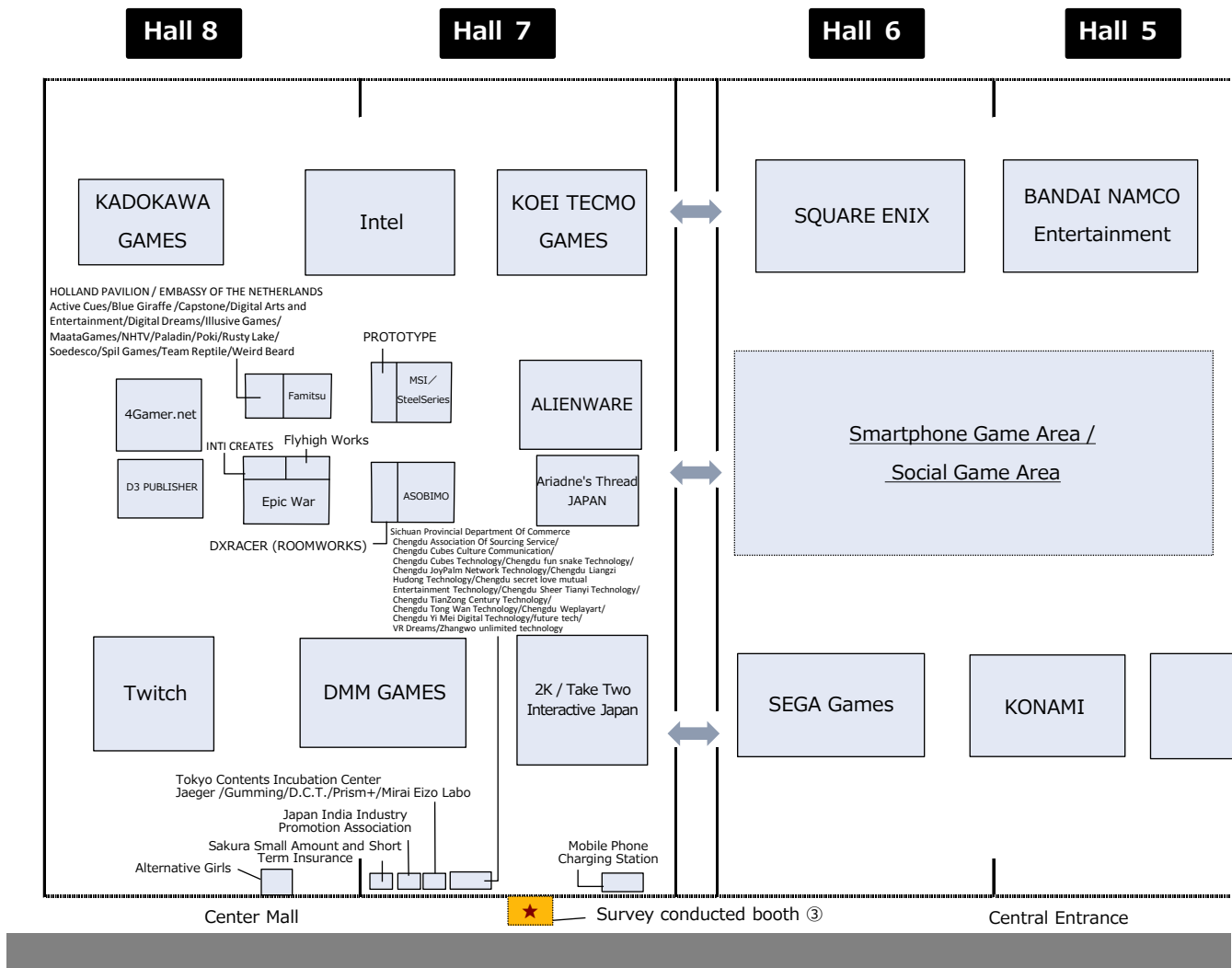
[Those who chose (1) “Purchased” in Q27]

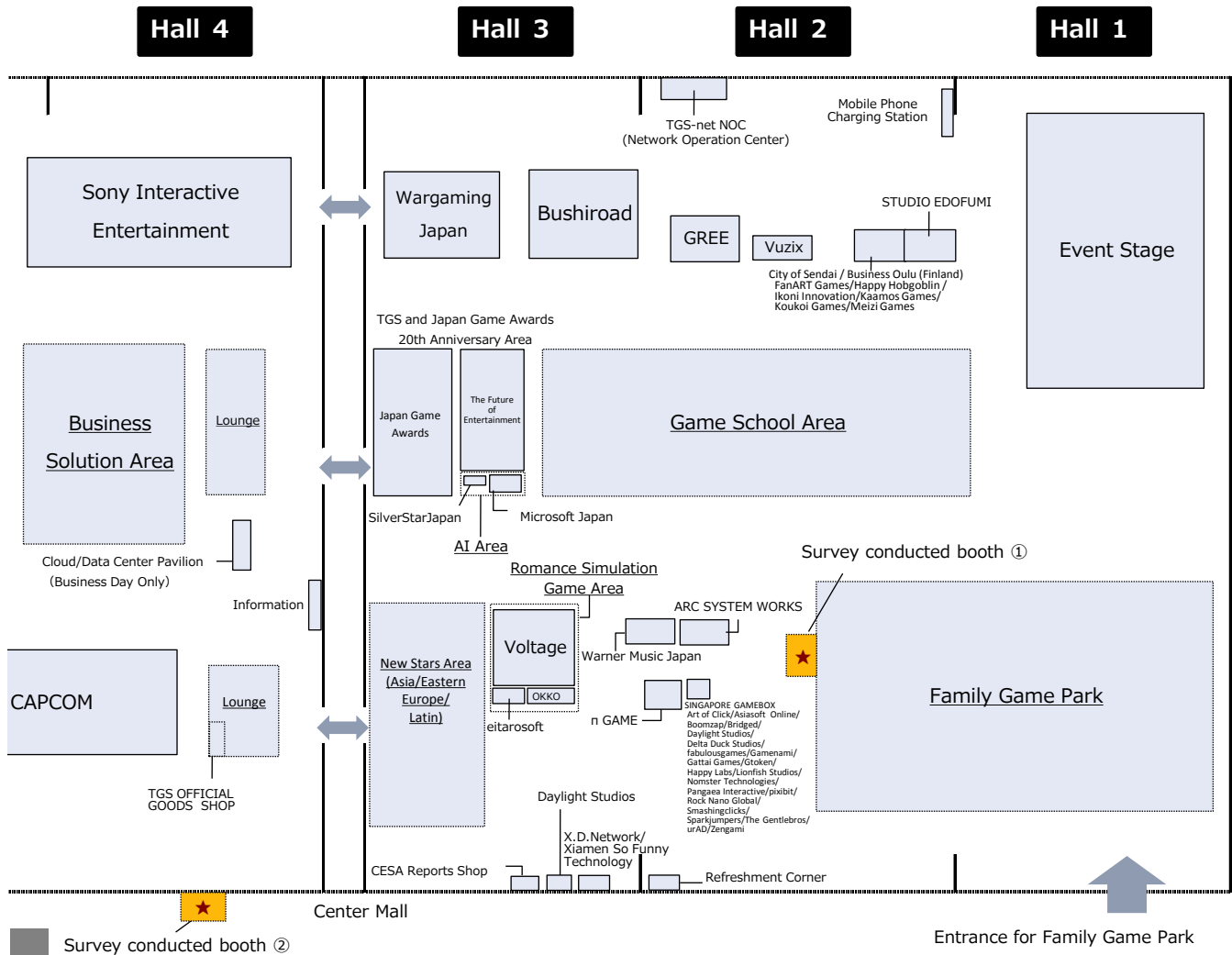
Q28 When did you purchase the game(s)? Please choose the timing of purchases. (Please select all that apply)

1	October 2015 – March 2016	2	April – July 2016	3	August 2016 (During the Rio Olympic Games)	4	September 2016
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Thank you for your cooperation.

Appendix : Location of survey





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TOKYO GAME SHOW 2016 Visitors Survey Report

Date of issue	November 2016
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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.
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