

Game Reviews and Ratings in Japan

日本でビデオゲームの視聴率

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IT 398/599 Topics in Global IT
Computer Gaming and Animation in Japan
October 24, 2008

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- Slow start in the early 1980s
- Explosion with the popularity of the Famicom

Early Magazines:



Beep, 1984



Family Computer Magazine, 1985

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Modern Famitsu



Famitsu, 1986



Weekly Famitsu



Famitsu Wii + DS



Famitsu Xbox



Famitsu Playstation



Famitsu Arcadia

-Largely dominates market

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CERO Ratings System



CERO A:
Suitable for all ages.



CERO B:
12 and up.



CERO C:
15 and up.



CERO D:
17 and up



CERO Z:
Restricted sale,
18 and up.

-Equivalent to our ESRB

-Established in 2002

-Became official in 2003

-Restructured its ratings system in 2006

EOCS ratings for "adult" category.



Restricted sale, 15 and up.



Restricted sale, 18 and up.

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2006 Gaming Media Asked for Reader's Top 100 Games

IGN.com Reader's Top 10		Famitsu Reader's Top 10
1	Legend of Zelda: Ocarina of Time	Final Fantasy X
2	Chrono Trigger	Final Fantasy VII
3	Resident Evil 4	Dragon Quest III
4	Super Metroid	Dragon Quest VIII
5	Legend of Zelda: A Link to the Past	Machi
6	Soul Calibur	Final Fantasy IV
7	GoldenEye 007	Tactics Ogre
8	Final Fantasy VI	Final Fantasy III
9	Metal Gear Solid	Dragon Quest VII
10	Metal Gear Solid 3: Snake Eater	Legend of Zelda: Ocarina of Time

Sources: <http://top100.ign.com/2006/>
<http://www.edge-online.com/features/japan-votes-all-time-top-100?page=0%2C1>

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Perfect Scores Given by Famitsu

The Legend of Zelda: The Wind Waker
The Legend of Zelda: Ocarina of Time
Vagrant Story
Soul Calibur
Metal Gear Solid 4
Super Smash Bros. Brawl
Final Fantasy XII
Nintendogs



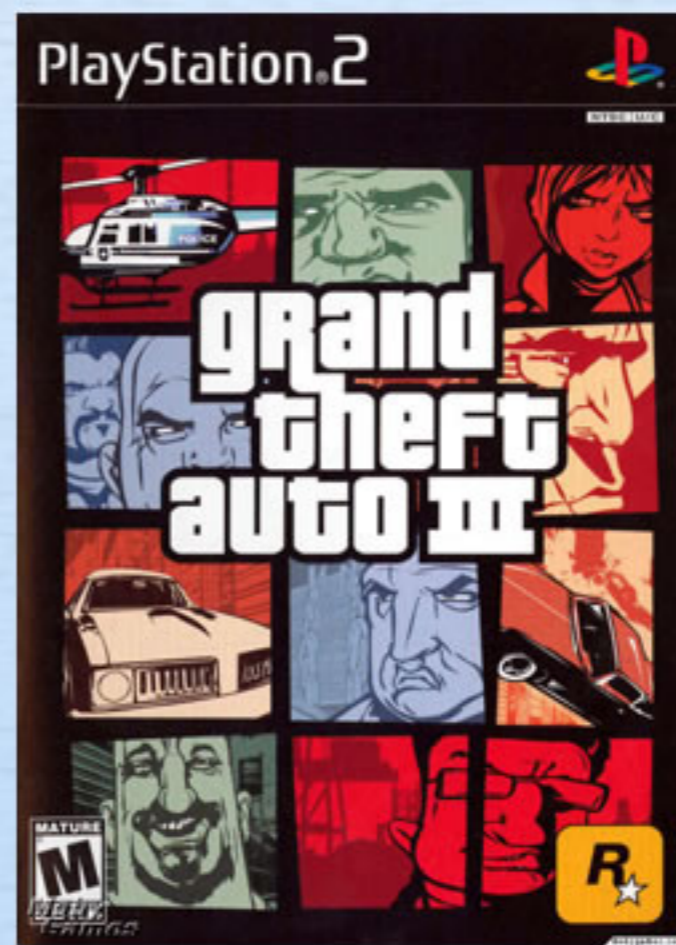
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Case Study: Grand Theft Auto III

US Sales:
6.55 million

Japan Sales:
0.36 million



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Case Study: Call of Duty 4

US Sales:

4.61 million (Xbox 360)

1.84 million (PLAYSTATION 3)

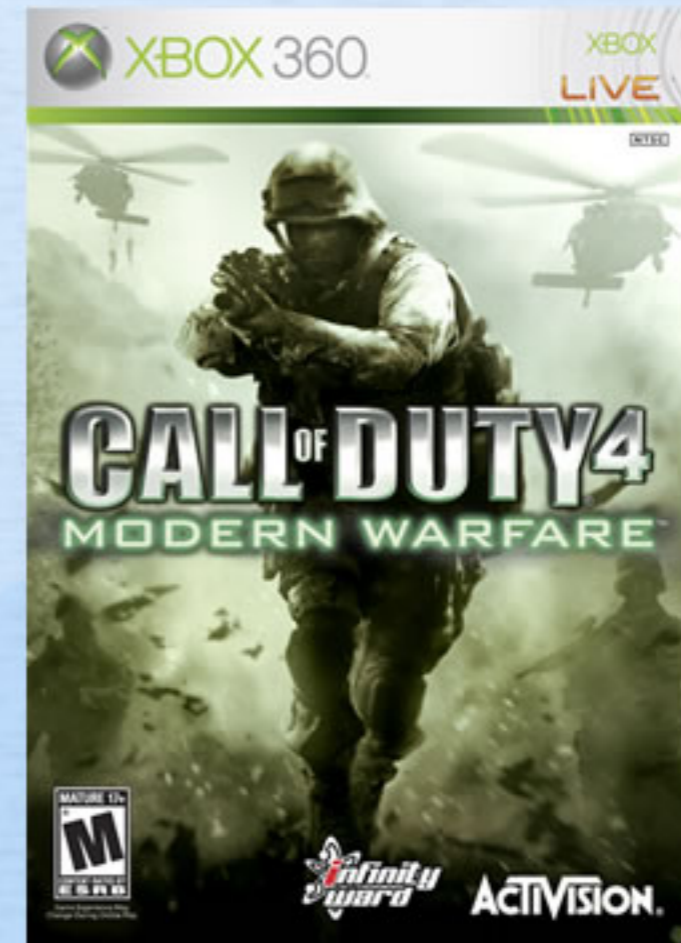
Total US sales: **6.45 million**

Japan Sales:

13,000 (Xbox 360)

80,000 (PLAYSTATION 3)

Total Japan sales: **93,000**



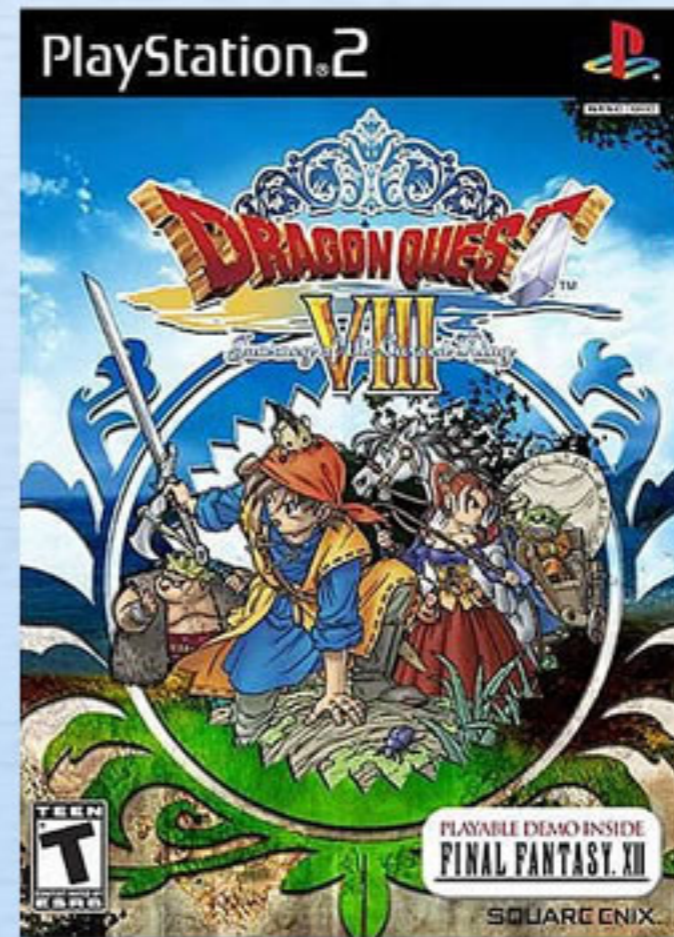
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Case Study: Dragon Quest VIII

US Sales:
0.47 million

Japan Sales:
3.62 million



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Case Study: Final Fantasy VII

US Sales:
3.09 million

Japan Sales:
3.93 million



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Popularity of Dragon Quest in Japan

Square-Enix

Dragon Quest VIII:

US: 0.47 million

Japan: 3.62 million

Famitsu score: 39

Metacritic score: 89%

Final Fantasy XII:

US: 1.83 million

Japan: 2.42 million

Famitsu score: 40

Metacritic score: 92%



VS

Mist Walker

Blue Dragon:

Japan: 210,000

America: 240,000

Famitsu score: 37

Metacritic score: 79%

Lost Odyssey:

Japan: 100,000

America: 440,000

Famitsu score: 36

Metacritic score: 78%



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Case Study: Gran Turismo 4

US Sales:
2.76 million

Japan Sales:
1.16 million



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Conclusion

