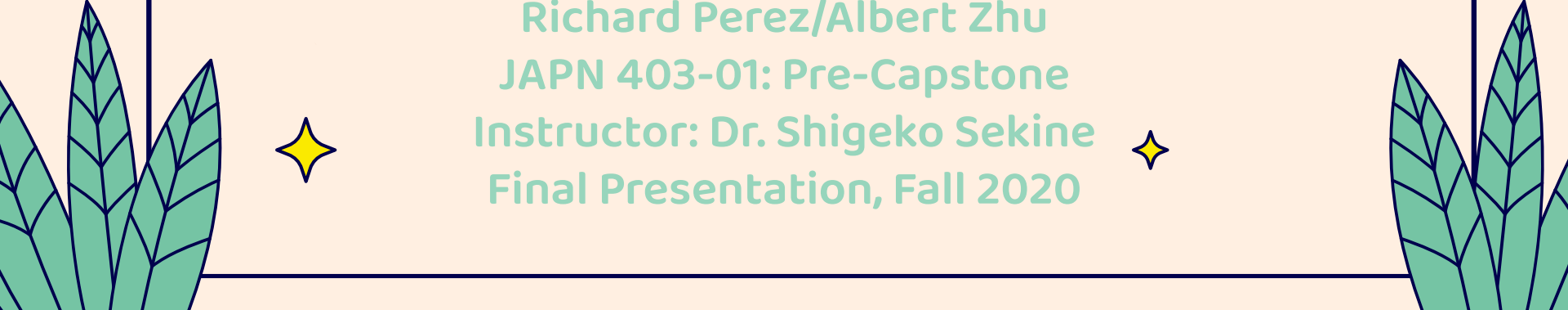




Perception of Arcades in Japan and America

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JAPN 403-01: Pre-Capstone
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Outline



- **Significance of the Study**
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Significance of the Study

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- To understand how both sides of the arcade industry (American and Japanese) exist today
 - To speculate on the future of this industry in both territories
 - To analyze the re-emergence of arcades as a global amusement enterprise

Richard:

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- As a game enthusiast who's into older gaming formats, I'd like to see arcades preserved, regardless of what modality they take (Japanese or Western)
 - In this study, I would like to find out what college students in Japan and America perceive about arcades as an amusement space
 - Frequent visits to the Japanese-style arcade that opened up recently in my hometown

Albert:

- I have visited many arcade centers while I was studying in Japan.
- I always wonder why the arcades are still popular in Japan when they almost went extinct in the other parts of the world.
- I would like to explore how the arcade industry become the way they are today and their future.

Research Questions

Question 1:

- What are the perceptions of Japanese and American college students on arcades as a source of amusement?

Question 2:

- What are the opinions of Japanese and American college students on the future of arcades as a primary source of amusement?



Research Background Outline

- Background 1: History of Arcades
- Background 2: Current Status of Arcades
- Background 3: Business Industries of Arcades
- Background 4: Future of Arcades



History of Arcades

- The arcades in the golden age of arcade gaming were primarily produced in Japan and America. (Wolf, 2007)
- In the golden age of arcade games (1979-1983) the arcade market was full of competitions, including Taito, Williams, Cinematronics, Nintendo, Midway, Konami, Centuri, Capcom. (Kent, 2001)
- All of the Japanese companies mentioned above have survived until today.

Current Status of Arcades

● Arcade Centers in Japan

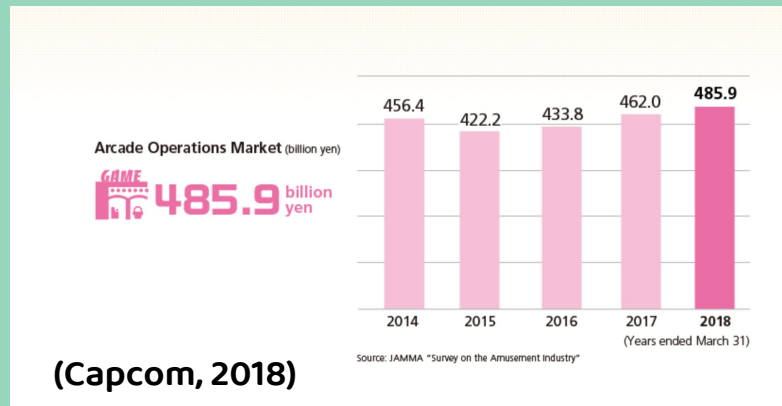
- There are approximately 4800 arcade centers in Japan today (Go! Go! Nihon Staff, 2019), excluding multipurpose amusement centers
- Games in arcade centers in Japan have a lot of newer games



(IBISWorld,2020)

● Arcade Centers in America

- There are around 16000 locations in America that contain or operate arcades, but only 2500 of them are classified specifically as arcades and 3500 of them as family entertainment centers. (ARCADE HERO, 2017)
- Arcade centers in America have outdated games in general.





Arcades as a Business

- **Video Arcades are generally facilities that house video games and other coin-operated machines for the amusement of visitors**
 - Traditional video games, darts, crane games, etc.
- **Money is generally made off them, not through general visitation (admission fees), through repeated customer interaction with said machines (pay to play).**
 - **Not a good source of revenue nowadays for businesses in the US, so games in modern arcades are tertiary to other means of amusement available in the same building**
 - **Redemption/ticket games at pizza parlors, sports bars that have a few cabinets, etc.**



Future of Arcades

- **Recent franchises have come in to fill in the void left by the absence of traditional arcades by either housing games in larger amusement facilities or providing a new game service**
 - exA-Arcadia (New arcade hardware system kit):
 - "creating a sustainable arcade ecosystem where arcades can continue to thrive and provide exciting location entertainment for generations to come, where creators can watch players enjoy their games to the fullest and most importantly, where customers of all ages can have fun." (exA-Arcadia "About Us" page, 2019)
 - Round 1 USA (Recent international branch of a Japanese arcade company):
 - Despite being being an unknown entity when opening its first mult-entertainment facility in 2010, it quickly expanded across the eastern and western coasts. More locations across the country are planned to this day
 - Dave & Busters (prominent example of western "arcade bar")
 - Originally a joint venture by two people whose businesses complimented one another in terms of visitation (arcade and restaurant)
- Existence of new enterprises means this form of amusement is still relevant in this day an age



Research Method

Participants of the Study

- Total of 60 University Students (30 Japanese University Students and 30 American Students)
 - Demographics
 - 30 Japanese University Students
 - 30 American University Students

◇Research Instrument

Online Survey (Japanese – [English](#))

- Google Forms



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