Game Reviews and Ratings in Japan

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Game Reviews and Ratings in Japan

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

Early Magazines:

Beep, 1984

Family Computer Magazine, 1985
Modern Famitsu

- Largely dominates market
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.
# 2006 Gaming Media Asked for Reader's Top 100 Games

<table>
<thead>
<tr>
<th>IGN.com Reader's Top 10</th>
<th>Famitsu Reader's Top 10</th>
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</thead>
<tbody>
<tr>
<td>1. Legend of Zelda: Ocarina of Time</td>
<td>Final Fantasy X</td>
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<tr>
<td>2. Chrono Trigger</td>
<td>Final Fantasy VII</td>
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<tr>
<td>3. Resident Evil 4</td>
<td>Dragon Quest III</td>
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<td>4. Super Metroid</td>
<td>Dragon Quest VIII</td>
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<td>5. Legend of Zelda: A Link to the Past</td>
<td>Machi</td>
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<td>6. Soul Calibur</td>
<td>Final Fantasy IV</td>
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<td>7. GoldenEye 007</td>
<td>Tactics Ogre</td>
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<tr>
<td>8. Final Fantasy VI</td>
<td>Final Fantasy III</td>
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<td>9. Metal Gear Solid</td>
<td>Dragon Quest VII</td>
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<tr>
<td>10. Metal Gear Solid 3: Snake Eater</td>
<td>Legend of Zelda: Ocarina of Time</td>
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</tbody>
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Sources: [http://top100.ign.com/2006/](http://top100.ign.com/2006/)  
[http://www.edge-online.com/features/japan-votes-all-time-top-100?page=0%2C1](http://www.edge-online.com/features/japan-votes-all-time-top-100?page=0%2C1)
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
Case Study: Grand Theft Auto III

US Sales: 6.55 million

Japan Sales: 0.36 million
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
Case Study: Dragon Quest VIII

US Sales: 0.47 million

Japan Sales: 3.62 million
Case Study: Final Fantasy VII

US Sales: 3.09 million

Japan Sales: 3.93 million
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<tr>
<th></th>
<th>Square-Enix</th>
<th>Mist Walker</th>
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<tr>
<td><strong>Dragon Quest VIII:</strong></td>
<td>US: 0.47 million</td>
<td>Blue Dragon:</td>
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<td>Japan: 3.62 million</td>
<td>Japan: 210,000</td>
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<td></td>
<td>Famitsu score: 39</td>
<td>America: 240,000</td>
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<td></td>
<td>Metacritic score: 89%</td>
<td>Famitsu score: 37</td>
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<tr>
<td><strong>Final Fantasy XII:</strong></td>
<td>US: 1.83 million</td>
<td>Lost Odyssey:</td>
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<td></td>
<td>Japan: 2.42 million</td>
<td>Japan: 100,000</td>
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<tr>
<td></td>
<td>Famitsu score: 40</td>
<td>America: 440,000</td>
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<tr>
<td></td>
<td>Metacritic score: 92%</td>
<td>Famitsu score: 36</td>
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<td>Metacritic score: 78%</td>
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Case Study: Gran Turismo 4

US Sales: 2.76 million

Japan Sales: 1.16 million
Conclusion