



August 26, 2026

Company Name: Pole To Win Holdings, Inc.
Representative: President & CEO Teppei Tachibana
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Notice Regarding the Publication of a Report by Our Consolidated Subsidiary ~ Results of the Second Mobile Gaming Market Survey Targeting Game Testers~

We are pleased to announce that our consolidated subsidiary, Pole To Win, Inc. (Headquarters: Nagoya City, Aichi Prefecture; Representative Director and CEO: Kazuaki Shimura; hereinafter “Pole To Win”), has published the results of its “Mobile Game Usage Survey” conducted among 1,716 game testers affiliated with the company.

Pole To Win holds one of the largest market shares in Japan in the field of game QA, one of its founding businesses. Since the quality of game software directly impacts sales performance and user evaluations, quality assurance tailored to the unique settings, worldviews, and game systems of each title is essential. Pole To Win's ability to flexibly recruit, manage, and deploy a large number of game testers to meet these diverse demands is a key component of Pole to Win's competitive advantage.

In this survey, Pole To Win collected and analyzed primary data on user trends, including in-game spending behavior, genre preferences, and the influence of intellectual property (IP) content on the selection of new game titles. As a survey targeting a specific population with a high level of interest in gaming, it is one of the largest studies of its kind conducted in Japan.

A detailed report on the survey findings is available free of charge to professionals involved in game operations and marketing. Those interested may request a copy of the report through the link below.

Detailed Report: Game Usage Survey <Japanese Only>
https://info.ptw.inc/index_gamesurvey/

Going forward, we will continue to provide a variety of value-added services to our clients and strengthen our relationships with them, while enhancing the presence of our corporate group and striving to increase corporate value over the medium to long term.

For details regarding the survey results, please refer to the attached document.

- Pole To Win Releases the Second Edition of Its “Mobile Game Usage Survey”
~Insights into In-App Purchasing and Gameplay Behavior from a Survey of 1,716 Game Testers~

Pole To Win Releases the Second Edition of Its “Mobile Game Usage Survey” ~ Insights into In-App Purchasing and Gameplay Behavior from a Survey of 1,716 Game Testers ~

期待通り、**PTW** ポールトゥウィン株式会社
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Pole To Win, Inc. (Headquarters: Nagoya City, Aichi Prefecture; Representative Director and CEO: Kazuaki Shimura; hereinafter “Pole To Win”) supports solutions to service lifecycle challenges. It has announced the results of its “Mobile Game Usage Survey (FY2026 Q2),” conducted among 1,716 game testers.

Game testers are a user group with a high level of engagement with games, as they have ongoing exposure to games through their work. In this survey, 59.2% of respondents reported having made in-game purchases within the past three months, and the estimated average monthly spending among heavy spenders was approximately 20,000 yen^{*1}. Furthermore, the survey found that even among non-spenders, 61.9% play two or more titles simultaneously, while among heavy spenders, 20.3%—or about one in five—play six or more titles simultaneously.

The detailed report from this survey spans over 80 pages and includes behavioral analysis by spending segment, usage trends by number of titles played, actual playing patterns by genre, and key considerations when selecting new titles. This survey is available free of charge to game operations and marketing professionals as a reference for understanding the behavior of users with relatively high engagement levels and for developing strategies to encourage continued usage and marketing initiatives.

^{*1}: Total respondents = 1,716. Estimated value based on representative sampling.

▼ Download the Detailed Report on Gaming Usage Trends (Free)

https://info.ptw.inc/index_gamesurvey/

[Survey Results Summary]

■ **Higher-spending users tend to play more frequently, with 88.6% of heavy spenders playing every day**

By spending segment, the higher the amount spent, the higher the frequency of play; 88.6% of heavy spenders reported that they play “every day”. Meanwhile, even among non-spenders, 32.4% reported playing every day.

By age segment, more than half of respondents in every age group answered playing “every day.” Among the survey participants, who have frequent exposure to games, a tendency to play mobile games on a daily basis was observed regardless of spending level or age.

[Play Frequency by Spending Segment]

Total Respondents = 1,716 (Non-spenders: 700 / Light spenders: 183 / Moderate spenders: 552 / Heavy spenders: 281)

Play Frequency	Non-spenders	Light Spenders	Moderate Spenders	Heavy Spenders
Never plays	43.4%	1.6%	0.7%	0.0%
Less than once a week	5.3%	4.4%	2.7%	0.0%
Once a week	3.1%	1.1%	1.4%	0.0%
2–3 days a week	8.9%	12.6%	8.0%	2.5%
4–6 days a week	6.9%	12.6%	10.9%	8.9%
Every day	32.4%	67.7%	76.3%	88.6%

[Play Frequency by Age Segment] Total Respondents = 1,716

Play Frequency	Up to 24 years old	Ages 25–34	Ages 35–44	Ages 45 and up
Never plays	15.4%	16.7%	18.0%	27.7%
Less than once a week	6.2%	3.7%	2.7%	1.6%
Once a week	3.8%	1.8%	1.3%	1.1%
2–3 days a week	10.4%	8.5%	6.6%	5.9%
4–6 days a week	9.2%	10.6%	7.6%	6.9%
Every day	55.0%	58.7%	63.8%	56.8%

■ **Gaming genres vary by spending level. 67.6% of heavy spenders play “RPGs”**

In this survey, we also examined playing habits by genre for the first time. The “RPG” play rate was high across all segments, including non-spenders. In particular, we found that segments with higher spending levels—67.6% of heavy spenders and 62.8% of moderate spenders—had the most exposure to RPGs. Additionally, the play rate for puzzle and casual games tended to be higher among the lower-spending segments.

[Top 10 Genres Out of 52 Surveyed Genres Players] 1,405 respondents (multiple answers allowed)

Genre	Non-Spenders	Light Spenders	Moderate Spenders	Heavy Spenders
Action	27.3%	39.4%	44.7%	48.0%
Shooter	9.8%	9.4%	17.0%	23.5%
RPG	47.2%	52.2%	62.8%	67.6%
Simulation	33.8%	38.3%	41.2%	49.8%
Strategy	12.4%	14.4%	21.0%	17.1%
Puzzle	31.3%	28.3%	26.6%	26.7%
Adventure	9.3%	11.1%	14.2%	16.0%
Sports & Racing	9.3%	10.0%	8.9%	8.9%
Rhythm	16.7%	17.8%	22.6%	23.1%
Casual	24.0%	23.9%	20.6%	18.1%

■ **“Gameplay” is the top priority when selecting new titles. 77.7% of respondents also consider IP (intellectual property at least to some extent.**

When selecting a new game title, “gameplay” was identified as the most important factor for 50.3% of respondents, followed by “world-building/theme” at 15.9% and “IP” at 12.0%. Meanwhile, 77.7% of respondents indicated that they consider IP to be “at least a reference factor” when choosing a new title. This suggests that while gameplay remains the primary driver of title selection, IP also exerts a meaningful influence on players’ decision-making.

[Factors Prioritized in New Titles] Respondents: 1,405

Options	Number of Respondents	%
Gameplay	707	50.3%
World-building	224	15.9%
IP	168	12.0%
User Reviews	45	3.2%
Low Pressure to Spend	38	2.7%
Visuals	167	11.9%
Other	56	4.0%

[IP Priority] Respondents = 1,405

Options	Number of Respondents	%
Highest Priority	119	8.5%
Important factor	476	33.9%
For reference only	496	35.3%
Little impact	181	12.9%
No impact at all	133	9.5%

■ Discussion

This survey confirmed that users—including those who have made in-app purchases—are playing multiple titles simultaneously. In game operations, it is believed that providing a continuous gameplay experience that accounts for competition with other titles, as well as implementing operational strategies to encourage long-term retention, will become more important than ever.

Please note that this survey targeted a specific user group—our in-house game testers—and is not representative of the general mobile game user population. This characteristic must be taken into account when interpreting the results.

[Survey Overview]

Survey Content: Survey on Mobile Game Usage Habits

Survey Participants: Game testers employed by Pole To Win, Inc.

Number of Respondents: 1,716

Survey Period: June 8–19, 2026

Survey Method: Online survey (Microsoft Forms)

[About the Detailed Report]

The detailed report spans over 80 pages and includes survey results not covered in this release, such as behavioral analysis by in-app purchase segment, usage trends by number of titles played, and actual gameplay patterns by genre.

This report is provided free of charge to game operations and marketing professionals to assist them in planning game operations and marketing strategies. If you are interested, please request a copy using the link below.

Game Usage Survey: Detailed Report (Free)

https://info.ptw.inc/index_gamesurvey/

Please contact us regarding our services using the link below.

<https://www.service.ptw.inc/contact/>

About Pole To Win, Inc.

Pole To Win, Inc. is a company primarily engaged in IT services, including game QA, software testing, and internet support. The company launched its game QA business in 1994 and achieved an 800% growth rate within five years of its founding. Since then, it has continued to lead the industry as a pioneer in game QA industry.

In February 2022, Pole To Win merged with its group companies, marking a new chapter in its journey.

These include PITCREW CO., LTD., which supported a wide range of web services through e-commerce fraud prevention and customer support, and QaaS Inc., which contributed to resolving issues through software testing and quality consulting. We have been dedicated to solving challenges for a diverse range of clients, primarily in the gaming and e-commerce industries. Leveraging the knowledge, expertise, and diverse talent we have cultivated through these efforts, we are committed to enhancing the quality and value of services and products across society.

[Company Overview]

Company Name: Pole To Win, Inc.

Headquarters: 1-5-9 Imaike, Chikusa-ku, Nagoya City, Aichi Prefecture

Representative Director and CEO: Kazuaki Shimura

Business Activities: QA, Internet Support, Software Testing

Established: January 20, 1994

Corporate Website: <https://www.ptw.inc/>

Service Website: <https://www.service.ptw.inc/>

Note: https://note.com/ptw_note

Official X: https://x.com/Pole_To_Win

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