

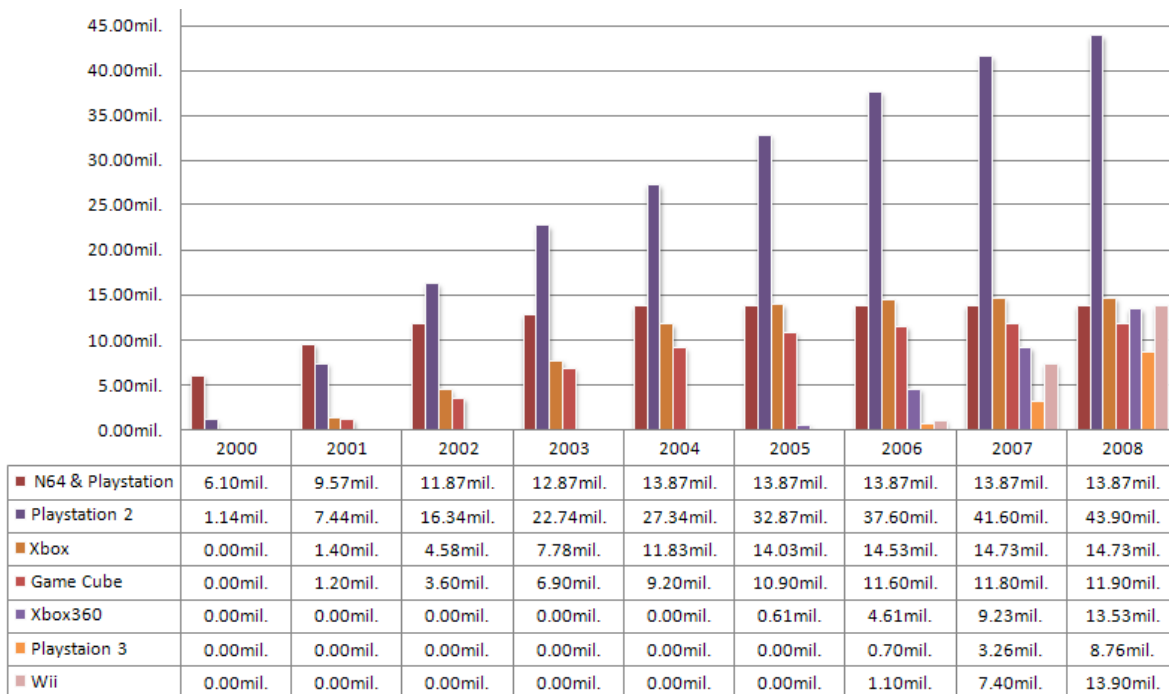
# Game

## (1) Console games

It has been little over two years since all three of the “seventh generation” console machines have been introduced to the market, and it already looks like Nintendo’s Wii is pulling ahead of other two. In 2008, Wii sold 6.5 million units, beating out the 5.5 million by Sony’s Play Station 3, and 4.3 million by Microsoft’s Xbox360. In 2008, Wii has pulled ahead in accumulated sales as well, surpassing Xbox 360 which had the advantage of being introduced to the market one year earlier.

[Table 5-1] Accumulated units of console games sold in the US market

Source: Adams Media Research. Edited by Wowmax Media!

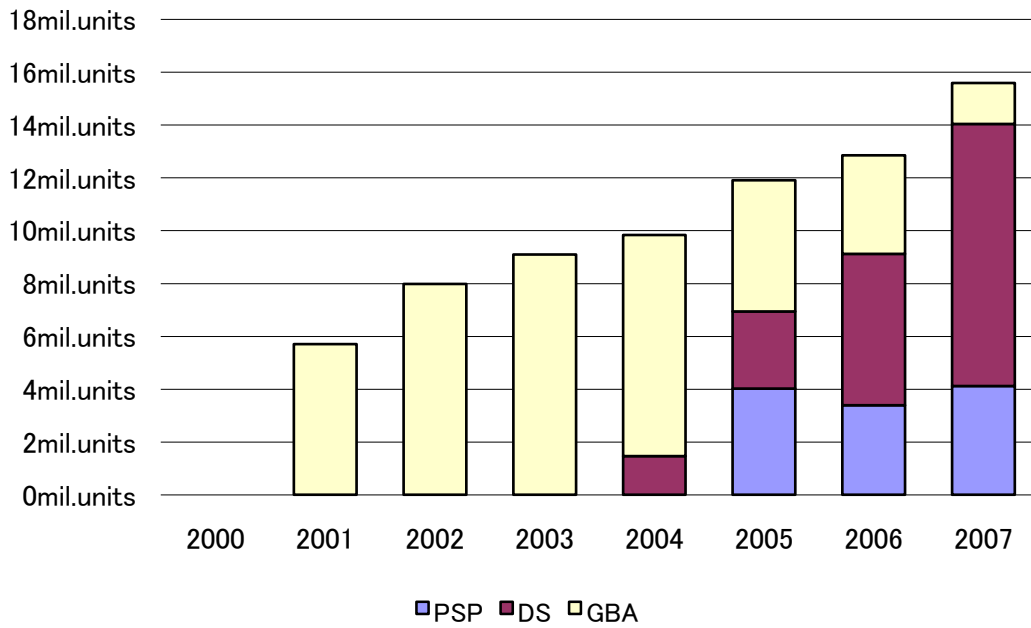


## (2) Hand held games

In the hand held game console market, Nintendo DS is pulling ahead of its competitor, Sony’s PSP, with accumulated sales surpassing the 20 million mark in North America. The success of DS is attributed to the sheer variety of applications available. The unique gaming experience made possible by dual screen systems, and Nintendo’s lineup of “edutainment” and “brain teaser” games, such as *Brain Age*, has attracted casual gamers and converted new adult users, broadening the demographic spectrum of gamers in the US market.

[Table 5-2] Annual sales of hand held games in the North American market

Source: VG Chartz. Edited by Wowmax Media!



	2000	2001	2002	2003	2004	2005	2006	2007
PSP	-	-	-	-	-	4.02	3.39	4.12
DS	-	-	-	-	1.46	2.93	5.73	9.92
GBA	-	5.71	7.98	9.09	8.38	4.96	3.73	1.56

(Million Units)

### (3) Game Software

On the software side, sales figures show Wii closing in on Xbox360. According to Adam's Media Research, Wii software sales are expected to surpass Xbox360 by 2009. As expected the PS3, with the lowest share among the current consoles, is faring lower in software sales as well. According to the Entertainment Software Association (ESA), there was no software for PS3 in the top 20 list for 2007; Interestingly, four games for PS2 made the same list. As for the hand held games, DS applications are doing well, with six games making the top 20 list in 2007. Among them is *Brain Age*, which made the list in both 2006 and 2007. This particular game is credited for converting many adults into new gamers when it was released in Japan back in 2005, and it become a surprise hit in the US market as well.

[Table 5-3] 2007 top game software in the US  
Source: Entertainment Software Association. Edited by Wowmax Media!

Rank	Console	Game Title	Rating
1	Xbox360	HALO 3	M
2	Wii	WII PLAY WITH REMOTE	E
3	Xbox360	CALL OF DUTY 4:MODERN WARFARE	M
4	PlayStation2	GUITAR HERO III: LEGENDS OF ROCK	E
5	Wii	SUPER MARIO GALAXY	E
6	DS	POKEMON DIAMOND VERSION	E
7	PlayStation2	MADDEN NFL 08	T
8	PlayStation2	GUITAR HERO 2	T
9	Xbox360	ASSASSIN'S CREED	M
10	Wii	MARIO PARTY 8	E
11	DS	POKEMON PEARL VERSION	E
12	Xbox360	MADDEN NFL 08	E
13	Xbox360	GUITAR HERO 2	T
14	Xbox360	GUITAR HERO III: LEGENDS OF ROCK	T
15	DS	NEW SUPER MARIO BROTHERS	E
16	DS	BRAIN AGE 2: MORE TRAINING IN MINUTES A DAY	E
17	Wii	GUITAR HERO III: LEGENDS OF ROCK	T
18	PlayStation2	GOD OF WAR II	M
19	DS	LEGEND OF ZELDA: PHANTOM HOURGLASS	E
20	DS	MARIO KART	E