



Unparalleled Game(r) Insights

The Nielsen Video Game Tracking service provides a weekly snapshot of key consumer metrics, such as awareness and purchase interest, from a diverse panel of gamers in historical and competitive context.

Titles for all consoles, handhelds and the PC are tracked at windows throughout the release cycle and can be compared to demographic, platform, genre and ESRB rating norms drawn from over 1300 titles dating back to July 2005. This gives you unparalleled perspective, stable benchmarks and actionable insights for a title.

Key Metrics

- Unaided Awareness
- Aided Awareness
- Purchase Interest
- Purchase Urgency
- First Choice
- Rating
- Platform Preference
- Sources of Awareness
- Ownership/ Satisfaction/ Recommendation of Released Titles

Sound Methodology

- 1,200 randomly sampled online interviews per week among active console, handheld and PC gamers age 7-54 (approx. 60% male).
- Respondent requirements:
 - Own a console, handheld or PC
 - Have purchased at least one game in the last 6 months
 - Play at least 1 hour per week
- Data collection occurs Monday through Sunday and is reported the following Monday.

Additional Capabilities:

- *Forecast Market Demand:* Translate consumer claims into likely behavior and combine it with the marketing strategy. Develop "What if" planning scenarios in conjunction with Nielsen BASES forecasting capabilities
- *Leverage Nielsen Assets:* Tap into broad Nielsen capabilities including video game audience measurement, advertising information, online measurement and buzz on a custom basis
- *Tack-On Questions:* Add proprietary questions on a weekly basis



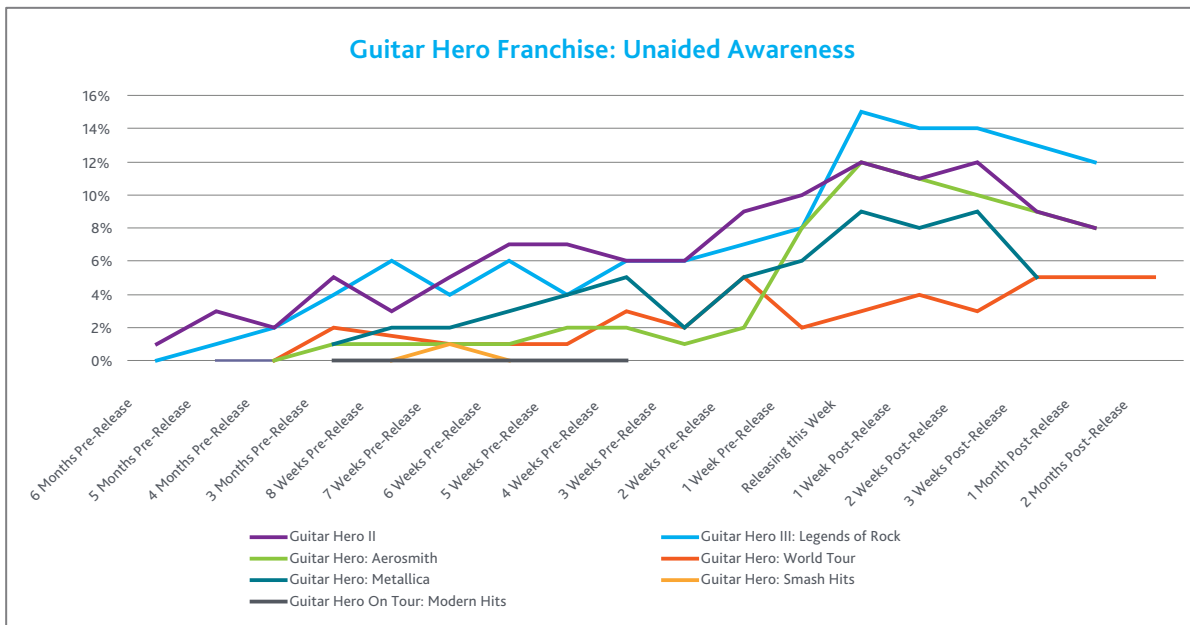
Benefits:

- *Key Metrics in Perspective:* Track key metrics versus historical norms for all consoles, handhelds and the PC
- *360° View of Gamers:* Understand market appeal and competitive dynamics segmented by game-play behavior, demographics and household characteristics
- *Enhance Targeting on the Fly:* Determine if your marketing plan is resonating with your target audience by trending several metrics
- *What Gamers Want:* Access key metrics from a unique set of 1,200 gamers age 7-54 each week
- *Consistent and Easy-to-Use Web Application:* Retrieve and customize data quickly through a user friendly web portal

Unparalleled Game(r) Insights with Nielsen Video Game Tracking

Answer Key Video Gaming Questions:

What is the health of my Franchise?



Source: The Nielsen Company. The graph is current through May 18, 2009.

Which titles are gamers' first choice to purchase?

Top 5 First Choice to Purchase		
Rank	Title	1st Choice
1	Halo Wars	12%
2	Guitar Hero: Metallica	8%
3	Resident Evil 5	5%
4	Grand Theft Auto: Chinatown Wars	5%
5	X-Men Origins: Wolverine	4%

Source: The Nielsen Company. This Top 5 is ranked on the metric above for titles in their release week that were released from January 1 through May 18, 2009

Which recently released titles have the highest purchase interest?

Top 5 Definite Purchase Interest		
Rank	Title	Definite Interest
1	Halo Wars	23%
2	Resident Evil 5	20%
3	Grand Theft Auto: Chinatown Wars	18%
4	Guitar Hero: Metallica	16%
5	Dragon Ball: Evolution	15%

Source: The Nielsen Company. This Top 5 is ranked on the metric above for titles in their release week that were released from January 1 through May 18, 2009

For more information contact Mike Flamberg (323) 817-1597 or michael.flamberg@nielsen.com

Follow us on Twitter: @NielsenGames • Please visit www.nielsen.com

