



Define your Gamer(s)

With Nielsen Homescan® for Video Games

Homescan, a service of The Nielsen Company is the leading and premier provider of household purchase and demographic information on consumer trends. Insights are derived from panelists who use a patented in-home scanner to record their changing attitudes, shopping habits, product purchases and lifestyles.

Fueled by the most robust static sample available today—Homescan’s consumer panel—Video game publishers and retailers can gain access to the most comprehensive and granular view of shopping insights across categories, products, markets, trade areas, channels, retailers and shopper groups with speed and ease. With over 12,000 video game-specific software UPCs (Game console, handheld and PC) in the database, Homescan provides marketing teams with a greater understanding of overall changes in product performance relative to the category and to key competitors, and arms sales/category management teams and their retail partners with the most effective means to collaborate around key shopper strategies and tactics to drive growth.

Used to understand the reasons behind volume/share levels and trends

- What happened in the home?
- Who are your buyers?
- How often do they buy?
- Where do they shop?
- Which is the attach rate? (i.e. number of games purchased for Xbox 360 vs. Wii vs. PS3 vs. DS vs. PSP vs. PC)
- How do they respond to your marketing efforts?



Key Benefits

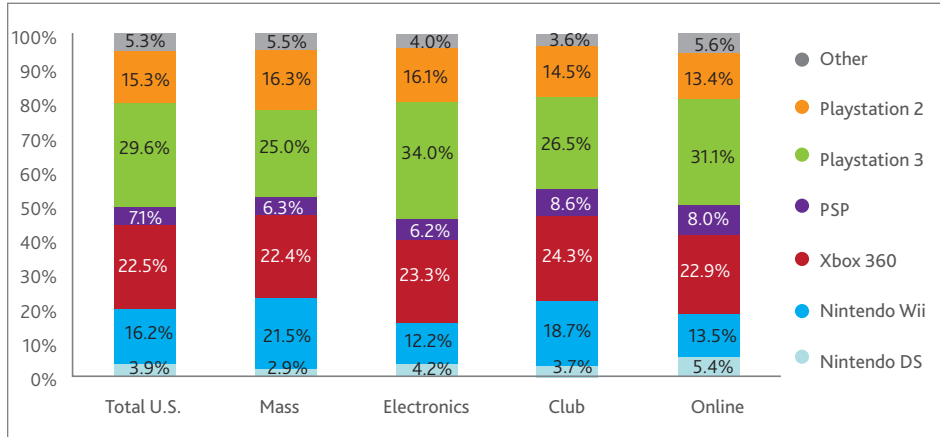
- Determine if building penetration and/or increasing buying rate will improve brand performance.
- Match your brand's demographic composition to targeted retailers.
- Analyze competitive brand performance for better strategic decisions.

Video Game Characteristics Captured (Partial List)

Platform Type	Platform	Genre	Publisher	Developer	Release Date
Consoles	Nintendo DS	Action/Adv	Examples:	Examples:	
Handheld	Playstation 2	Sports	Nintendo	Neversoft	
PC	Playstation 3	Shooter	Electronic Arts	Insomniac Games	
	Wii	Simulation	Activision	Bethesda Softworks	
	Xbox 360	Vehicle	THQ	Infinity Ward	
	PSP	Music/Dance	Ubisoft	Treyarch	
		Casual	SEGA	Epic Games	
		Role-Playing	Sony	Id Software	
		Entertainment	Lucas Arts		
		Fighting	Microsoft		
		Strategy	Capcom		

Define Your Gamer(s)

How valuable are video game shoppers to a retailer



- Dollars they spend overall in the retailer
- How frequently they visit the retailer
- Size of their basket ring
- Provide the retailer a scorecard for their consumer dynamics
 - How well are they converting shoppers into video game buyers
- Examine opportunities within a retailer
 - Which product segments can help improve conversion and spending rates
- How much a retailer's shoppers spend in competitive retailers
 - How often they visit other retailers
 - How much they spend in other retailers
- Examine loyalty to the retail account
 - How much of category sales are spent in the retailer
 - Where do the remaining category dollars go (to other retailers within the same channel or alternative channels)
- Develop a solid understanding of the types of shoppers attracted by various channels/retailers
- Profile households that shop each retailer
- Dollar reliance on Heavy / Medium / Light shopper groups
 - How much volume do Heavy households drive?

Homescan Products/Services:

Channel Facts: Allows Marketing and Sales teams to compare and contrast basic shopping measures across channel shoppers and category buyers within key retail channels and accounts. Often used in category management and distribution opportunities.

Cross Outlet Facts: Provides a picture of how retail shoppers cross outlets and other retailers for product purchasing. Often used in category management efforts and distribution opportunities.

Demographic Report: Household level descriptors of buyers/shoppers to enhance targeted marketing.

Market Basket: Details the mix of products in shopping cart for cross store selling opportunities.

Distribution Analysis: Arrays consumer behavior to enable subsequent segmentation into loyal/non-loyal, frequent/infrequent, and/or heavy/light buyer segmentations.

Custom Surveys: Questionnaires fielded to specific panelists to understand attitude, usage, and opinion relative to buying and shopping behavior.

Trigger Surveys: Instantaneous (brief) surveys sent at time of panelist transmission to provide clients with greater understanding of intended user/usage and motivation to buy.

NetFacts: A Media planning tool that utilizes a single-source panel which links Homescan purchase data and NetRatings surfing data to assist clients and their agencies to identify sites that reach the highest concentration of brand buyers as well as those most attractive to Heavy buyers.

For more information, contact Graham Gee, (323) 817-1537, graham.gee@nielsen.com or Gerardo Guzman, (813) 366-2944, gerardo.guzman@nielsen.com