

## HEARD IN THE JUNGLE

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### Nintendo: Games market could grow by 150 million users

Numbers of console and handhold gamers worldwide could increase by 50 per cent with the right game, according to Nintendo of America's senior director of product development, Tom Prata.

The exec noted the worldwide active market size of console gamers currently stands at 295 million, however he believes this figure could swell by 150 million - or 50 per cent - "if the right game came along".

Revealing new internal Nintendo research at the Casual Connect conference in Seattle, Prata said some 30 million new game players have appeared across North America in the last two-and-a-half years alone, bringing the current user base there up to 143.7 million, reports [Edge](#).

The pie is getting bigger for the retail video game industry. It's one thing to have to take market share away from competitors, and fun too, but when the industry is still expanding at rates of 50%, the rewards are even greater.

There are several sites that post the most popular or best-selling games. The chart below came from gamespot.com and may be of interest to all of the gamers out there. I will include this information from time to time.

NPD Top Ten Video Games Monthly Sales - June 2009

Game Title	Unit Sales
<a href="#">Prototype (X360)</a>	420K
<a href="#">UFC 2009 Undisputed (X360)</a>	338K
<a href="#">EA Sports Active (Wii)</a>	289K
<a href="#">Tiger Woods PGA Tour 10 (Wii)</a>	272K
<a href="#">Wii Fit w/Balance Board (Wii)</a>	272K
<a href="#">Fight Night Round 4 (X360)</a>	261K
<a href="#">Fight Night Round 4 (PS3)</a>	210K
<a href="#">Mario Kart Wii w/Wheel (Wii)</a>	202K
<a href="#">Red Faction: Guerrilla (X360)</a>	199K
<a href="#">Infamous (PS3)</a>	193K

\*Figures include Collector's, Limited, Legendary, Bundles Editions  
Source: The NPD Group, Retail Tracking Service

Perhaps some of you out there have access to a retail location that is quite a bit larger than the 1,000 to 1,200 sq. ft. needed for a Gorilla Games Store and don't have an idea to utilize it. Well, we are working with some entrepreneurs who have solved that issue and are including a jungle-themed laser tag venue adjacent to the Gorilla Games store. It's a natural fit and is also an example of our new trademark license business model allowing new ideas to be integrated with the video game store.

Flexibility is a wonderful thing in the retail world. I welcome ideas and comments if you are willing to share them with us. There is no shortage of opportunities. Let's make sure there is no shortage of entrepreneurs to take advantage of them.

We have made a couple of changes to our Gaming Industry Stock Watch table. We have replaced a couple of the game producers with ones that are more viable in the market. Activision and Ubisoft are much more relevant to the market these days than Midway and Interplay Entertainment. I have included the historic information for these two new listings so our index is realistic. The new listings are highlighted in yellow since this is their first time to be included.

#### Gaming Industry Stock Watch

Company	Symbol	7/26/2009	7/12/2009	52 Week High	52 Week low	% Change
Dow Index	IND	\$9,093.24	\$8,146.52	\$11,867.11	\$6,469.95	11.62%
<b>Game Producers:</b>						
Majesco Entertainment Co., Inc	COOL	\$2.08	\$1.82	\$2.29	\$0.36	14.29%
Electric Arts Entertainment, Inc.	ERTS	\$21.16	\$20.97	\$50.17	\$14.24	0.91%
Ubisoft Entertainment SA	UBSFF	\$20.45	\$21.20	\$105.25	\$14.00	-3.54%
Konami Deposit Receipt	KNM	\$19.55	\$18.75	\$33.14	\$12.77	4.27%
Activision Blizzard, Inc	ATVI	\$11.54	\$11.29	\$18.48	\$8.14	2.21%
Netease.com, Inc.	NTES	\$42.18	\$34.33	\$44.80	\$15.00	22.87%
THQ, Inc.	THQI	\$8.60	\$7.12	\$17.40	\$2.23	20.79%
Take Two Interactive Software, Inc.	TTWO	\$9.22	\$8.84	\$25.75	\$5.56	4.30%
<b>Retailers:</b>						
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GameStop	GME	\$24.15	\$20.44	\$47.69	\$16.91	18.15%
Hollywood Video/Game Crazy		N/A	N/A	N/A	N/A	N/A
<b>Consoles and Components:</b>						
Immerion Corp.	IMMR	\$4.10	\$3.60	\$7.92	\$2.31	13.89%
Microsoft, Inc	MSFT	\$23.45	\$22.39	\$28.50	\$14.87	4.73%
Nintendo Deposit Receipt	NTDOY	\$35.30	\$34.86	\$67.65	\$31.15	1.26%
Sony	SNE	\$25.38	\$23.85	\$41.08	\$15.64	6.42%
<b>Accessories:</b>						
Mud Catz Interactive, inc.	MCZ	\$0.26	\$0.24	\$0.80	\$0.15	8.33%
Game Index		\$247.42	\$229.70	\$490.92	\$153.33	7.71%

**Note: Some of these companies are heavily involved in products other than game related ones.**