

## WELCOME

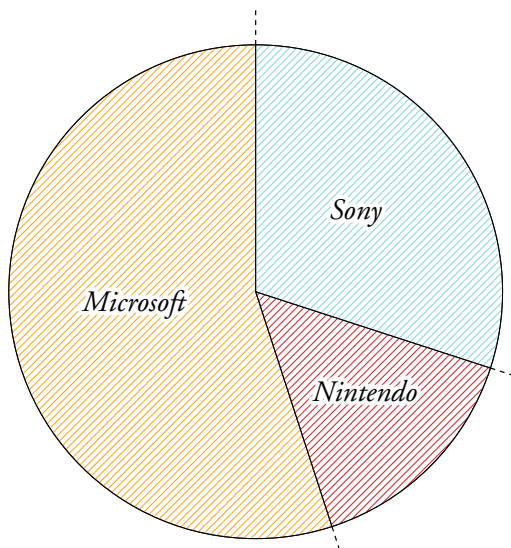
...to the first edition of GamesRetail, a UK-focused weekly newsletter aimed at the retail sector of the videogames business, from the creators of GamesIndustry.biz and Eurogamer.net.

## THIS WEEK

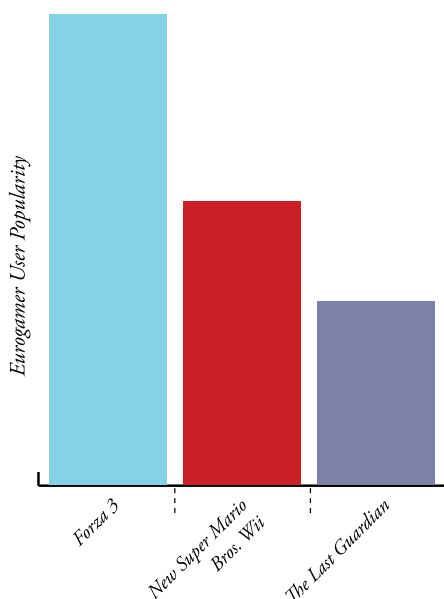
This week we'll be looking back at E3, and how gamers responded to the Sony, Microsoft and Nintendo press conferences - which company made the biggest splash?

Also we'll take a look at some of the biggest games announcements set for release in the next year, and find out which ones the Eurogamer readers are most excited about.

Plus we'll round up the data from the rest of the week, including retail news, chart data, reviews comparisons and the Eurogamer most-wanted!



*Press Conference Buzz on Eurogamer*



## E3 ROUND 1: MICROSOFT VS SONY VS NINTENDO

The big question asked every year is: Which of the three platform holders "won" E3? In the biggest event since 2006 the answer from readers of Eurogamer was clear - Microsoft. Why? The answer can be summed up in two words: Project Natal. The buzz around Microsoft's new hands-free control mechanism was obvious, with endorsements from people like Steven Spielberg. Still, no word on release time frame or price yet. Meanwhile, Sony did well considering the 'big reveal' of the PSP Go was leaked ahead of time, though the software slate was still impressive. Nintendo dwelt mostly on products already announced - although there were a couple of surprises with new Mario titles and the Vitality Sensor.

## E3 ROUND 2: KEY PLATFORM EXCLUSIVES

Looking at a selection of three key platform-exclusive games from E3 this year, the Eurogamer users' vote is clear to see - Forza 3 generated huge interest since the game was announced during the Microsoft press conference. That was followed by New Super Mario Bros. Wii - a surprise from Nintendo, and a much-needed core title for the platform. The Last Guardian was third - although the Ico and Shadow of the Colossus follow-up is the least-known "franchise" of the three, and also wasn't available for preview.

## THIS WEEK IN RETAIL

### FIRST PUBLISHERS CONFIRMED FOR EUROGAMER EXPO

Sony, Microsoft, Bethesda, Capcom, EA all sign for October event.

### EA LASHES OUT AT 'UNDERWHELMING' RACE RIVALS

Publisher shrugs off competition from Activision and Microsoft titles.

### WII SELLS 20 MILLION UNITS IN US

Nintendo's home console crosses the 20 million milestone in its 31st month on sale.

### SONY'S PSP GO 'RIPPING OFF' THE CONSUMER - PACTHER

New handheld cheaper to manufacture, but Sony has "jacked up the price," claims analyst.

### EA CONFIRMS NEW BATTLEFIELD, NEED FOR SPEED

Burnout developer Criterion developing new Need for Speed Title, DICE working on Battlefield 3.

### HIRAI: RIVAL NEXT-GEN SYSTEMS WILL LAST FIVE YEARS

SCE boss believes that Nintendo's mainstream audience will "move on".

**READ ONLINE**

Click on each headline to read the full text at *GamesIndustry.biz*

## THINGS YOU NEED TO KNOW

- Sony is set to release PSP titles in both UMD and downloadable format starting later this year - once the PSP Go handheld is released
- The government has made its decision over which ratings system to back - PEGI vs BBFC - and is set to announce the results shortly
- Realtime Worlds (Crackdown, APB) boss David Jones admits retail is still crucial for MMO sales, but doesn't think it will stay that way
- The new Zelda title in development by Nintendo could become MotionPlus-only, in order to stimulate sales of the new Wiimote technology
- SEGA Europe is set to announce an exec shake-up, with promotions for many of the top people

## THE BIG INTERVIEW: SONY'S ANDREW HOUSE

In part one of this two-part interview, GamesIndustry.biz talks to the new SCEE boss about PSP Go, including:

1. Retail partners "can participate" in the business model for download-only console
2. The UK price point will have to be "right for the business model"
3. It's hoped that more developers will create games, like the iPhone platform
4. The decision to sell PSP Go alongside the PSP 3000 is "absolutely the right one"
5. This year will be the "best line-up" for the PSP ever

### MOST-ANTICIPATED GAMES



1. Alan Wake	Microsoft
2. Final Fantasy XIII	Square Enix
3. Final Fantasy Versus XIII	Square Enix
4. Gran Turismo 5	SCEE
5. God of War III	SCEE
6. Heavy Rain	SCEE
7. Splinter Cell: Conviction	Ubisoft
8. Dragon Age: Origins	Electronic Arts
9. Halo 3: ODST	Microsoft
10. BioShock 2	2K Games

### MOST-READ ARTICLES



1. [Prototype Review](#)
2. [Microsoft E3 2009 Conference Live Report](#)
3. [Red Faction Guerrilla Review](#)
4. [EA Sports Grand Slam Tennis Review](#)
5. [E3 Project Natal Hands On](#)
6. [Ghostbusters The Videogame Review](#)
7. [Sony E32009 Conference Live Report](#)
8. [FIFA 10 Hands On](#)
9. [The Sims 3 Review](#)
10. [Homefront Preview](#)



## PRICE-CHECK DATA

	Prototype (360)	The Sims 3 (PC)	inFamous (PS3)
HMV	£39.99	£29.99	£39.99
Amazon	£37.96	£29.99	£36.14
ASDA	£38.91	£32.91	£37.91
Play.com	£39.99	£29.99	£39.99
GAME	£39.99	£29.99	£39.99

## UK ALL-FORMAT CHART - PROVIDED BY CHART-TRACK

	Developer	Publisher
1. (1) The Sims 3	EA Games	Electronic Arts
2. (-) [prototype]	Activision	Activision Blizzard
3. (2) Red Faction: Guerrilla	THQ	THQ
4. (5) Wii Fit	Nintendo	Nintendo
5. (3) UFC 2009: Undisputed	THQ	THQ
6. (4) EA Sports Active	EA Sports	Electronic Arts
7. (16) Call Of Duty: World At War	Activision	Activision Blizzard
8. (7) Pokemon Platinum	Nintendo	Nintendo
9. (6) Infamous	Sony	Sony
10. (11) FIFA 09	EA Sports	Electronic Arts
11. (9) Virtua Tennis 2009	Sega	Sega
12. (8) Guitar Hero: Metallica	Redoctane	Activision Blizzard
13. (-) Grand Slam Tennis	EA Sports	Electronic Arts
14. (13) Call Of Duty 4: Modern Warfare	Activision	Activision Blizzard
15. (14) Mario Kart Wii	Nintendo	Nintendo
16. (10) Terminator Salvation	Evolved Games	Warner Bros. Interactive
17. (19) Wii Play	Nintendo	Nintendo
18. (-) Professor Layton And The Curious Village	Nintendo	Nintendo
19. (17) My Fitness Coach	Games For Everyone	Ubisoft
20. (-) Jillian Michaels' Fitness Ultimatum	Deep Silver	Koch Media

## REVIEW SCORE COMPARISONS

	Metacritic	UK average
InFamous (PS3)	85	77
Prototype (360)	82	72
Red Faction: Guerrilla (360)	85	77
Tiger Woods PGA Tour 10 (360)	80	76
FUEL (PS3)	66	60

The UK score is the mean average of the most read UK-based videogame websites and magazines.

## EVENT CALENDAR

14th - 16th Jul 2009

[Develop Conference](#) Brighton, UK.

23rd - 24th Jun 2009

[GameHorizon Conference 2009](#) The Sage  
Gateshead, Newcastle, UK.

14th Jul 2009

[GamesAid Charity Poker Tournament](#) Grosvenor  
Casino, 9 Grand Junction, Brighton, UK.

## SELECTED GAMES INDUSTRY JOBS

- [Business Development Manager](#)  
London, South East, England, UK & Europe.
- [Account Manager - Games](#)  
London, South East, England, UK & Europe.
- [PR Manager](#)  
London, South East, England, UK & Europe.

SEARCH OVER A THOUSAND JOBS ONLINE  
[gamesindustry.biz/jobs](http://gamesindustry.biz/jobs)