

WELCOME

...to GamesRetail.biz, your weekly look at the key analysis, news and data sources for the retail sector, brought to you by GamesIndustry.biz and Eurogamer.net.

THIS WEEK

...we'll be looking at how key franchises have fared so far this calendar year, as well as the publishers they're associated with.

Plus we've got the highlights of ELSPA's reaction to the government's PEGI ratings decision, as well as news from major retailers and publishers globally.

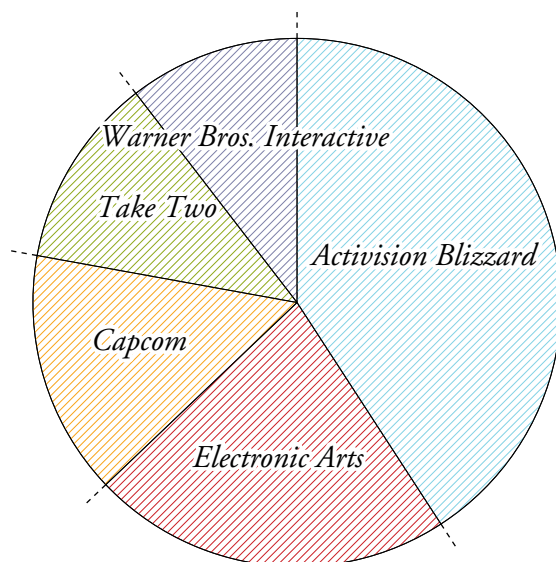
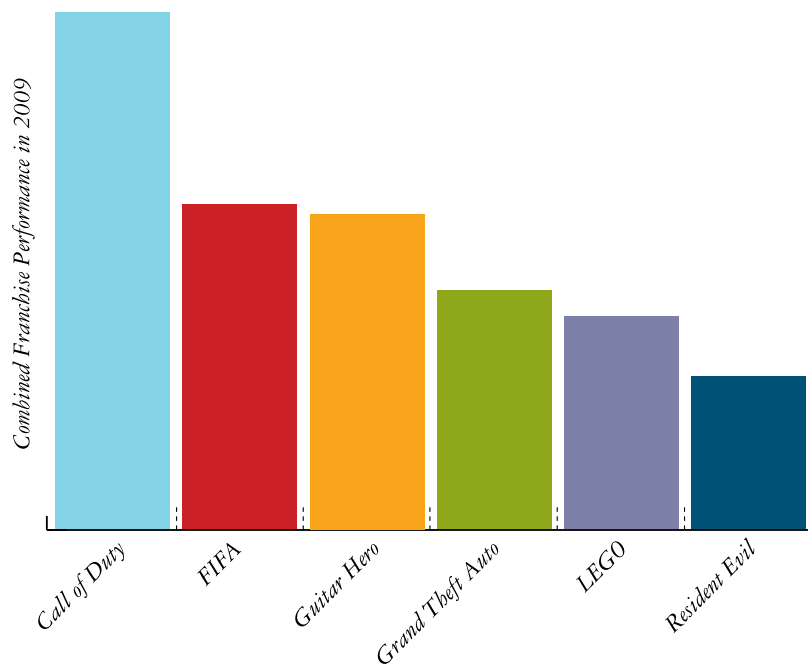
And we've also got the latest chart data, review scores and price comparisons, plus what Eurogamer readers are most excited about!

FRANCHISES '09 - THE TITLES

By using GfK Chart-Track data for 2009 to-date we're able to build up a picture of which franchises - as opposed to single titles - have been most popular so far this year. By taking combined top 40 placements for all titles with more than one instalment and adding them together, it creates a picture of the hardest-hitting franchises. Call of Duty's dominance is helped by having two titles performing strongly in the first six months of '09 - incredibly, releases from 2007 and 2008 - while FIFA's soccer brand just beats out the three Guitar Hero titles that have charted since the beginning of January. The power of having multiple titles in the market at once is also demonstrated by LEGO, with three games included, while Grand Theft Auto IV was ably backed-up by Chinatown Wars.

FRANCHISES '09 - THE PUBLISHERS

There's no doubt that Activision Blizzard has blown away its rivals in terms of franchise performance so far this year, using data only taken from the top 14 franchises in the UK chart in 2009. Call of Duty and Guitar Hero give the publisher an unassailable lead, with Electronic Arts needing to leverage more over the rest of the year - but it's interesting to note that the titles contributing the most to this list were released before January. Meanwhile, Capcom did well out of Resident Evil and Street Fighter, while Take-Two will be pleased with GTA's "off-year" performance.



THIS WEEK IN RETAIL

MODERN WARFARE 2 TO BE "BIGGEST ENTERTAINMENT LAUNCH OF ALL TIME"

Activision wants shooter to eclipse previous records set by movie and videogame releases.

ELSPA TO FRONT MARKETING BILL FOR NEW PEGI CAMPAIGN

"Deep" PR and marketing campaign promised for roll-out of new classification system in the UK.

TAKE-TWO HOPES BIOSHOCK 2 CAN SELL 5 MILLION

Improvement on original's performance would "meaningfully change" profitability.

ACTIVISION: "WE MIGHT HAVE TO STOP SUPPORTING SONY"

Guitar Hero, Call of Duty publisher threatens to pull support unless PlayStation 3 price is dropped.

MICROSOFT SHIFTS XBOX ORIGINALS TO GAMES ON DEMAND SERVICE

Rebranding begins for new service set to launch in August.

READ ONLINE

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

THINGS YOU NEED TO KNOW

- Plans to make the new PEGI system law early next year could be delayed as political parties gear up for the general election.
- Management at US retailer GameStop doesn't believe that digital distribution will be an issue in the short term...
- ...and the company is also expecting price cuts for the PS3 and Wii later this year - in the US, at least.
- Ubisoft's new Pele football game won't be taking on FIFA or PES, but is aimed at the Mario Strikers audience instead.
- Media outlets have re-reviewed Grand Slam Tennis from EA following problems with Wii review kits and MotionPlus... and the new scores are higher.

THE BIG INTERVIEW: ELSPA'S ANDY PAYNE

Following the government's decision on ratings systems, here are the highlights from the GamesIndustry.biz interview with ELSPA chairman Andy Payne:

1. The government has made the 'right decision' in backing PEGI ratings
2. The new system won't become law before Christmas, thanks to Parliament's summer recess
3. Retail adverts are to be funded by publishers, and possibly the government as well
4. New ratings symbols will also be incorporated into product TV ads soon
5. Focus tests are planned for around 6 months after the system launches, to get feedback

MOST-ANTICIPATED GAMES



1. Alan Wake	Microsoft
2. Final Fantasy XIII	Square Enix
3. Final Fantasy Versus XIII	Square Enix
4. God of War III	SCEA
5. Gran Turismo 5	SCE
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. ArMA II Review
2. Xbox 360 vs. PS3 Face-Off: Round 20
3. Microsoft sources play down reports of new Xbox in 2010
4. APB Preview
5. Monster Hunter Freedom Unite Review
6. In Theory: How Microsoft could build a new 360 for 2010
7. Muramasa: The Demon Blade Review
8. SEGA Vintage Collection Review
9. EA Sports Active Review
10. Virtua Tennis 2009 Review

List based on traffic for Eurogamer articles dated 16th - 22nd June.

PRICE-CHECK DATA

	Ghostbusters (PS3)	Pokemon Platinum (DS)	Red Faction: Guerilla (360)
HMV	£39.99	£24.99	£39.99
Amazon	£37.96	£24.99	£34.66
ASDA	£37.91	£27.91	£34.91
Play.com	£39.99	£24.99	£39.99
GAME	£39.99	£29.99	£39.99
Tesco	£37.96	£27.96	£38.97
Cheapest Online	£32.99	£19.79	£34.08

UK ALL-FORMAT CHART - PROVIDED BY CHART-TRACK

	Title	Publisher
1. (2)	[prototype]	Activision Blizzard
2. (1)	The Sims 3	Electronic Arts
3. (4)	Wii Fit	Nintendo
4. (-)	Ghostbusters: The Video Game	SCE
5. (7)	Call Of Duty: World At War	Activision Blizzard
6. (3)	Red Faction: Guerrilla	THQ
7. (5)	UFC 2009: Undisputed	THQ
8. (6)	EA Sports Active	Electronic Arts
9. (11)	Virtua Tennis 2009	Sega
10. (13)	Grand Slam Tennis	Electronic Arts
11. (18)	Professor Layton And The Curious Village	Nintendo
12. (10)	FIFA 09	Electronic Arts
13. (32)	Indiana Jones And The Staff Of Kings	Lucasarts
14. (15)	Mario Kart Wii	Nintendo
15. (14)	Call Of Duty 4: Modern Warfare	Activision Blizzard
16. (8)	Pokemon Platinum	Nintendo
17. (12)	Guitar Hero: Metallica	Activision Blizzard
18. (9)	Infamous	SCE
19. (-)	Arma II	505 Games
20. (-)	Resident Evil 5	Capcom

REVIEW SCORE COMPARISONS

	Metacritic	UK average
Boom Blox: Bash Party (Wii)	86	85
Tiger Woods PGA Tour 10 (360)	80	76
Virtua Tennis 2009 (360)	73	67
Bionic Commando (PS3)	72	80
Star Ocean: The Last Hope (360)	72	62

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

EVENT CALENDAR

23rd - 24th Jun 2009

GameHorizon Conference 2009 The Sage
Gateshead, Newcastle, UK.

14th - 16th Jul 2009

Develop Conference Brighton, UK.

14th Jul 2009

GamesAid Charity Poker Tournament Grosvenor
Casino, 9 Grand Junction, Brighton, UK.

10th - 16th Aug 2009

Edinburgh Interactive Festival Edinburgh, UK.

SELECTED GAMES INDUSTRY JOBS

- **Game Director**
Sweden, UK & Europe.
- **Business Development Manager**
Midlands, England, UK & Europe.
- **PR Manager**
Midlands, England, UK & Europe.
- **Marketing Communications Manager**
San Francisco, California, United States, North America.
- **Project Manager**
Brighton, South East, England, UK & Europe.

SEARCH OVER A THOUSAND JOBS ONLINE
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