

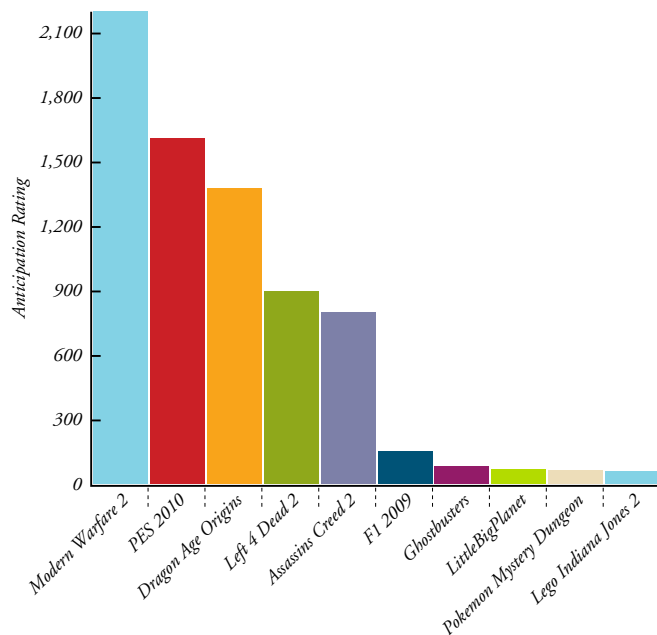
WELCOME

...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**

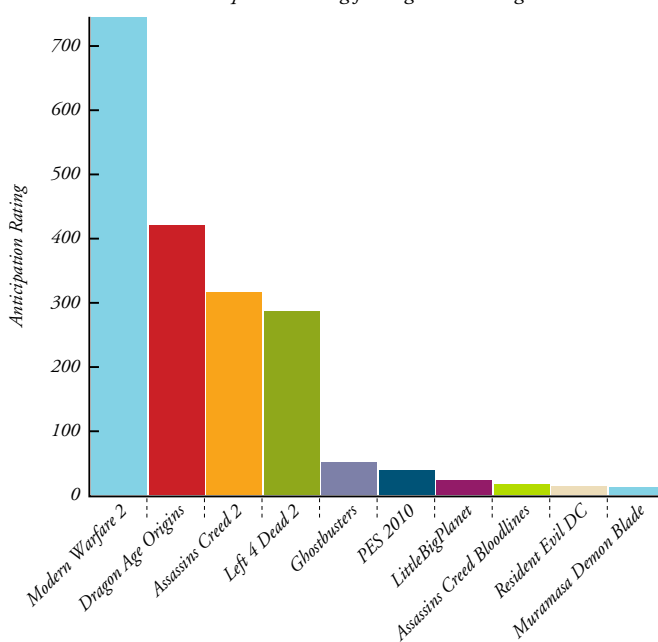
THIS WEEK

...we're taking a look at which games released in November are top of the list for Eurogamer readers. Plus we talk to **Telltale CEO Dan Connors**, who explains just how episodic game content can work well, and we've got all the latest chart and release data, jobs, events and more.

Anticipation Rating for Total Eurogamer Visitors



Anticipation Rating for Registered Eurogamers



NOVEMBER'S MOST WANTED

This week we're checking out which releases in November sit top of the shopping list for readers of **Eurogamer.net**. We've got a few different ways of measuring that metric, so the two we're picking out are statistics based on total visitors to Eurogamer, and registered Eurogamer readers. While both sets represent core gamers, the second list should be identified as the most dedicated site users.

The first chart shows total user interest, and it's no surprise to see **Modern Warfare 2** out in the lead by some distance - according to anecdotal retail evidence, that's backed up by pre-order numbers as well. Meanwhile, now **FIFA's** out on the shelves it's obvious that **Pro Evo Soccer** is also well anticipated.

It is something of a surprise to see **Dragon Age: Origins** charting so highly, however - simply because it's in third place as a new IP above two strong franchise sequels in **Left 4 Dead** and **Assassin's Creed**. That could be the result of better marketing by EA, or the result of a greater appetite for new IPs at a time when fewer of them are being released.

We're less surprised to see **Dragon Age** sitting high in the registered Eurogamers chart, though, as the more dedicated gamers will be more likely to seek out new IP - and there's probably the **Bioware** factor as well. That said, this group have the game on more even terms with **Creed** and **Left 4 Dead**.

Overall it's certainly clear which are the top four or five core gamer priorities from November's releases, and while the names should be no surprise, the order might be.

THIS WEEK IN RETAIL

DJ HERO DEMAND "WELL BELOW" EXPECTATIONS

Analyst cuts sales estimates in the US by 1m units, as recession bites music genre.

KONAMI SHIPS 3 MILLION FOR PES 2010 LAUNCH

Football title "will become a million-selling title at launch," says publisher.

PS3 SLIM OUTSELLS COMPETITION IN AUSTRALIA

60,000 units sold since launch, console to be given away free with Bravia TVs.

MICROSOFT Q1 SHOWS 18% DECLINE IN PROFITS

But software giant notes Xbox platform performance "exceeded expectations".

MICROSOFT SHOOTS DOWN BLU-RAY ON XBOX TALK

Xbox Live director of programming says "no plans" for Blu-ray drive.

GROWTH FOR SONY, NINTENDO HANDHELDS "HAS PEAKED"

Apple to take a quarter of portable market by 2014 as handheld game sales reach \$11.7bn, says DFC Intelligence.

READ ONLINE

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

THINGS YOU NEED TO KNOW

- **Microsoft** is set to launch its **Sky TV** content tomorrow, with an announcement on the full channel line-up and price point expected at 10am.
- Meanwhile, former Xbox 360-exclusive content provider **Netflix** is to start providing streaming movies to **PlayStation 3** owners in the US from next month.
- **Steve Perlman**, founder of **OnLive**, will be among the keynotes for next year's **DICE Summit**, taking place at the end of February in Las Vegas.
- **Fable III** will include micro-transactions as well as integration with Microsoft's **Natal** platform, the Lionhead boss **Peter Molyneux** has confirmed.

THE BIG INTERVIEW: DAN CONNORS

The **Telltale** CEO discusses his company's decision to go digital ahead of the crown, and why episodic content can work. Highlights include:

- **Telltale's** success has "helped make [episodic] a more tangible goal" for other developers
- Connected consoles will be "major players in defining the future of entertainment"
- Working with the community and building a consumer base has been vital to success
- The **PSPgo** is evidence of **Sony** "pushing the envelope" as far as publishing games goes

MOST-ANTICIPATED GAMES



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

MOST-READ ARTICLES



1. Borderlands Review
2. Ratchet & Clank: A Crack in Time Review
3. Dragon Age: Origins Hands-On
4. Operation Flashpoint: Dragon Rising Review
5. Grand Theft Auto: Chinatown Wars Review
6. Fatale: Exploring Salome Review
7. Fairytale Fights Review
8. Cities XL Review
9. Axel & Pixel Review
10. iPhone Roundup Review

List based on traffic for Eurogamer articles dated 20th - 26th October.

gamesindustry.biz

The games industry's leading news source

- GamesIndustry.biz is the world's most popular video games industry website.

Its audience includes every sector of the trade, from publishers and developers to investors and retailers.

Updated throughout each day with insightful and thought-provoking news and commentary, GamesIndustry.biz has emerged as the trade standard by which others are judged.

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PRICE-CHECK DATA

	Forza Motorsport 3 (360)	Uncharted 2: Among Thieves (PS3)	FIFA 10 (PC)
HMV	£39.99	£39.99	£24.99
Amazon	£34.99	£39.96	£24.99
ASDA	£37.91	£39.71	£25.91
Play.com	£39.99	£39.99	£24.99
GAME	£34.99	£39.99	£24.99
Tesco	£--	£39.76	£26.96
Cheapest Online	£34.99	£37.73	£24.73

UK ALL-FORMAT CHART

	Title	Publisher
1. (-)	Pro Evolution Soccer 2010	Konami
2. (-)	Forza Motorsport 3	Microsoft
3. (1)	FIFA 10	Electronic Arts
4. (5)	Mario & Sonic at the Olympic Winter Games	SEGA
5. (-)	WWE Smackdown vs Raw 2010	THQ
6. (2)	Uncharted 2: Among Thieves	SCE
7. (-)	Borderlands	Take 2
8. (4)	Wii Sports Resort	Nintendo
9. (6)	Need for Speed: Shift	Electronic Arts
10. (3)	Operation Flashpoint: Dragon Rising	Codemasters
11. (8)	Professor Layton and Pandora's Box	Nintendo
12. (10)	Fallout 3: Game of the Year Edition	Bethesda Softworks
13. (11)	Wii Fit	Nintendo
14. (9)	Halo 3: ODST	Microsoft
15. (12)	Super Smash Bros Brawl	Nintendo
16. (14)	Guitar Hero 5	Activision Blizzard
17. (7)	Brutal Legend	Electronic Arts
18. (-)	EyePet	SCE
19. (33)	Lego Batman: The Videogame	Warner Bros
20. (17)	Grand Theft Auto IV	Take 2



© ELSPA, compiled by Chart Track

REVIEW SCORE COMPARISONS

	Metacritic	UK average
Mario & Sonic at the Olympic Winter Games (WII)	73	73
Brutal Legend (360)	84	83
Forza Motorsport 3 (360)	92	92
EyePet (PS3)	68	70
LostWinds: Winter of the Melodias (WII)	89	89

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

EVENT CALENDAR

27th - 28th Oct 2009

[Eurogamer Expo/GamesIndustry.biz Career Fair](#) The Royal Armouries, Leeds, UK.

27th - 31st Oct 2009

[GameCity](#) Nottingham, UK.

28th Oct 2009

[Best of British](#) Kings Place, London.

30th - 31st Oct 2009

[Eurogamer Expo/GamesIndustry.biz Career Fair](#) Old Billingsgate, London, UK.

13th - 15th Nov 2009

[NEoN](#) Dundee, Scotland.

SELECTED GAMES INDUSTRY JOBS

- [Studio Manager / COO](#)
Sweden, UK & Europe.
- [Game Designer - Racing Studio](#)
North East, England, UK & Europe.
- [Art Director - Brilliant Opportunity](#)
Midlands, England, UK & Europe.
- [Senior Artist - FPS Title](#)
Midlands, England, UK & Europe.
- [Video Game Producer](#)
St. John's, Canada, North America.

SEARCH OVER A THOUSAND JOBS ONLINE
gamesindustry.biz/jobs

PLATFORM TOP TENS

PS3

1. (-) Pro Evolution Soccer 2010
2. (1) Uncharted 2: Among Thieves
3. (2) FIFA 10
4. (-) WWE Smackdown vs Raw 2010
5. (4) Need for Speed: Shift
6. (-) Borderlands
7. (3) Operation Flashpoint: Dragon Rising
8. (5) Fallout 3: Game of the Year Edition
9. (8) Batman: Arkham Asylum
10. (6) Brutal Legend

WII

1. (2) Mario & Sonic at the Olympic Winter Games
2. (1) Wii Sports Resort
3. (3) Wii Fit
4. (4) Super Smash Bros Brawl
5. (5) Mario Kart Wii
6. (6) FIFA 10
7. (8) Guitar Hero 5
8. (7) Toy Story Mania!
9. (9) Star Wars: Clone Wars - Republic Heroes
10. (10) MySims Agents

XBOX 360

1. (-) Forza Motorsport 3
2. (-) Pro Evolution Soccer 2010
3. (1) FIFA 10
4. (-) Borderlands
5. (-) WWE Smackdown vs Raw 2010
6. (3) Halo 3: ODST
7. (2) Operation Flashpoint: Dragon Rising
8. (5) Need for Speed: Shift
9. (4) Brutal Legend
10. (6) Fallout 3: Game of the Year Edition

PSP

1. (1) Gran Turismo
2. (2) FIFA 10
3. (-) WWE Smackdown vs Raw 2010
4. (-) Grand Theft Auto: Chinatown Wars
5. (3) Dissidia: Final Fantasy
6. (4) Need for Speed: Shift
7. (5) Motorstorm: Arctic Edge
8. (6) Monster Hunter: Freedom Unite
9. (7) Harry Potter & the Half-Blood Prince
10. (8) Resistance: Retribution

DS

1. (1) Professor Layton and Pandora's Box
2. (3) Mario & Sonic at the Olympic Winter Games
3. (2) Dr Kawashima's Brain Training
4. (16) Rhythm Paradise
5. (5) Professor Layton and the Curious Village
6. (10) Up
7. (6) FIFA 10
8. (7) Mario Kart DS
9. (4) Scribblenauts
10. (14) New Super Mario Bros

PC

1. (2) The Sims 3
2. (-) Pro Evolution Soccer 2010
3. (3) Championship Manager 2010
4. (1) Operation Flashpoint: Dragon Rising
5. (4) Fallout 3: Game of the Year Edition
6. (5) World of Warcraft: Wrath of the Lich King
7. (7) Empire: Total War
8. (10) Warhammer 40,000: Dawn of War II
9. (12) Grand Theft Auto IV
10. (6) Aion

SHOPTO PRE-ORDER CHART

1. (2) Call Of Duty: Modern Warfare 2 (Xbox 360)
2. (3) Call Of Duty: Modern Warfare 2 (PS3)
3. (10) Football Manager 2010 (PC)
4. (4) Tekken 6 (PS3)
5. (6) MAG: Massive Action Game inc Beta Trial code (PS3)
6. (15) Tekken 6 (Xbox 360)
7. (-) Wii Console Black Edition + Wii Sports/Sports Resort/Motion Plus (Wii)
8. (11) Assassin's Creed 2 (PS3)
9. (19) Assassin's Creed 2 (Xbox 360)
10. (18) God Of War III (PS3)

MOST PLAYED ON XBOX LIVE BY EUROGAMER USERS

1. Forza Motorsport 3
2. FIFA 10
3. Call of Duty 4
4. Borderlands
5. Halo 3
6. Call of Duty: World at War
7. Halo 3: ODST
8. Op Flashpoint: Dragon Rising
9. Brutal Legend
10. Gears of War 2

SWAPGAME RENTAL CHART

1. (2) Uncharted 2: Among Thieves (PS3)
2. (3) Operation Flashpoint 2: Dragon Rising (Xbox 360)
3. (4) FIFA 10 (Xbox 360)
4. (-) Brutal Legend (Xbox 360)
5. (5) FIFA 10 (PS3)
6. (10) Mario & Sonic at the Olympic Winter Games (Wii)
7. (6) Operation Flashpoint 2: Dragon Rising (PS3)
8. (8) Risen (Xbox 360)
9. (-) Borderlands (Xbox 360)
10. (-) Borderlands (PS3)

METABOLI DOWNLOAD CHART

1. (-) Championship Manager 2010
2. (2) The Sims 3
3. (-) Company of Heroes - Tales of Valor
4. (4) Anno 1404
5. (7) Rollercoaster 3
6. (9) Company of Heroes
7. (8) Risen
8. (10) Total Annihilation
9. (-) Civilization 4
10. (-) Football Manager 09

RELEASE DATES

Date	Title	Publisher	Platforms
October			
29th	Grand Theft Auto IV: The Ballad of Gay Tony	Rockstar Games	360
30th	Agarest: Generations of War		PS3
30th	Borderlands	2K Games	PC
30th	DJ Hero	Activision Blizzard	360, PS2, PS3, Wii
30th	Fallout 3: Game of the Year Edition	Bethesda Softworks	360, PC, PS3
30th	Football Manager 2010	SEGA Europe Ltd	PC, PSP
30th	Tekken 6	Namco Bandai	PSP
30th	The Grudge		Wii
30th	Wii Fit Plus	Nintendo	Wii
30th	Yoga for Wii	JoWood	Wii
	MotorStorm: Arctic Edge		PS2
	Rock Band 2	MTV	Wii
	SAW	Konami	360, PS3
November			
4th	Tony Hawk: Ride	Activision	Wii
6th	Band Hero	Activision	360, DS, PS2, PS3, Wii
6th	Dragon Age: Origins	Electronic Arts	360, PC
6th	Ghostbusters		360, PC, Wii
6th	LEGO Indiana Jones 2: The Adventure Continues	Lucasarts	360, DS, PC, PS3, PSP, Wii
6th	Need for Speed: Nitro	Electronic Arts	DS, Wii
6th	Pro Evolution Soccer 2010	Konami	PS2, PSP
6th	Rapala: We Fish	Activision Blizzard	Wii
6th	Star Wars Battlefront: Elite Squadron	Lucasarts	DS, PSP
10th	Call of Duty: Modern Warfare: Mobilised	Activision	DS
10th	Call of Duty: Modern Warfare: Reflex	Activision Blizzard	Wii
10th	Modern Warfare 2	Activision	360, PC, PS3
13th	Cooking Mama 3	505 Games	DS
13th	Race On		PC
17th	Left 4 Dead 2	Valve Software	360, PC
20th	Assassin's Creed II	Ubisoft	360, PS3
20th	Assassin's Creed: Bloodlines	Ubisoft	PSP
20th	Assassin's Creed II: Discovery	Ubisoft	DS
20th	Dragon Age: Origins	Electronic Arts	PS3
20th	F1 2009	Codemasters	PSP, Wii
20th	LittleBigPlanet	SCE	PSP
20th	Pokémon Mystery Dungeon: Explorers of the Sky	Nintendo	DS
20th	Pro Evolution Soccer 2010	Konami	Wii
20th	Sherlock Holmes versus Jack the Ripper		360, PC

RELEASE DATES (CONT.)

Date	Title	Publisher	Platforms
November			
20th	The Sims 3: World Adventures	Electronic Arts	PC
20th	Tony Hawk: Ride	Activision	PS3
27th	Karaoke Revolution	Konami	PS3, WII
27th	LEGO Rock Band	Warner Bros	DS, PS2, PS3, WII
27th	Muramasa: The Demon Blade	Rising Star Games	WII
27th	Resident Evil: The Darkside Chronicles	Capcom	WII
29th	LEGO Rock Band	Warner Bros	360
	Tales of Monkey Island: Rise of the Pirate God	Lucasarts	PC
	Tales of Symphonia: Dawn of the New World	Bandai Namco Partners	WII
December			
4th	Colin McRae: DiRT 2	Codemasters	PC
4th	James Cameron's Avatar: The Game	Ubisoft	360, DS, PC, PS3, PSP
4th	The Saboteur	Electronic Arts	360, PC, PS3
4th	Tony Hawk: Ride	Activision	360
19th	Niki - Rock 'n' Ball	Nintendo	WII
	Blue Toad Murder Files	Relentless Software	PS3
	James Cameron's Avatar: The Game	Ubisoft	WII
January 2010			
8th	Darksiders	THQ	360, PS3
15th	Army of Two: The 40th Day	Electronic Arts	360, PS3, PSP
15th	Dark Void	Capcom	360, PC, PS3
February 2010			
9th	BioShock 2	2K Games	360, PC
12th	Dante's Inferno	Electronic Arts	360, PS3, PSP
	Aliens vs. Predator	SEGA Europe	360, PC, PS3
	Napoleon: Total War	SEGA Europe	PC
March 2010			
5th	Battlefield: Bad Company 2	Electronic Arts	360, PC, PS3
	God of War III	SCEA	PS3