

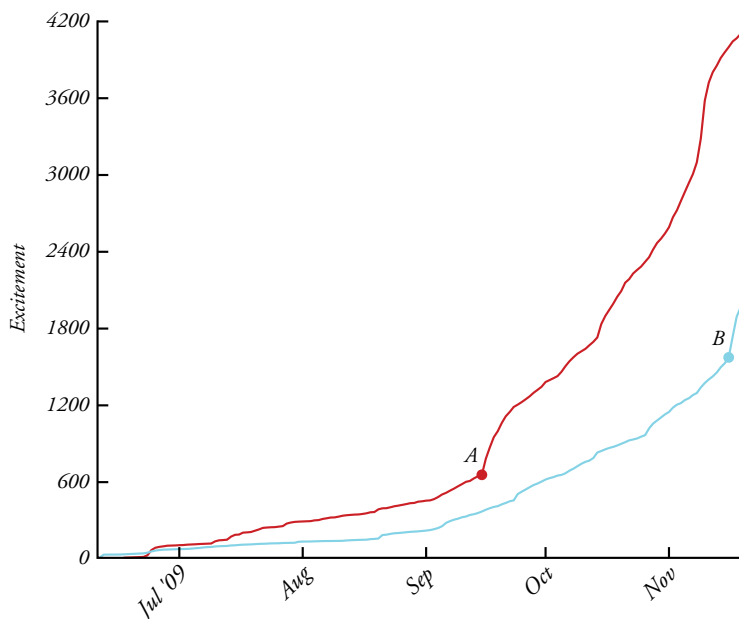
## WELCOME

...to your weekly dose of analysis, news and data for the retail and publishing sectors of the videogames business, brought to you by **GamesIndustry.biz** and **Eurogamer.net**

## THIS WEEK

... we're looking at some of the Eurogamer data relating to **Assassin's Creed II** and tracing the attention its received on the route to release. Plus, we've got the first part of an industry-exclusive interview with **SCEE president Andrew House**, as well as the latest charts, release dates, and much more!

*Modern Warfare 2 vs Assassin's Creed II: User Excitement*



## MODERN WARFARE 2 VS ASSASSIN'S CREED II

This week **Modern Warfare 2** resisted the challenge of what will likely be its sternest core title pre-Christmas rival in **Assassin's Creed II** as it held on to number one in the UK chart.

That means that week two sales for **Activision's** shooter came in higher than the first few shelf days - plus all collected pre-orders - for **Ubisoft's** flagship title... but is that reflected in the excitement rating of **Eurogamer** readers?

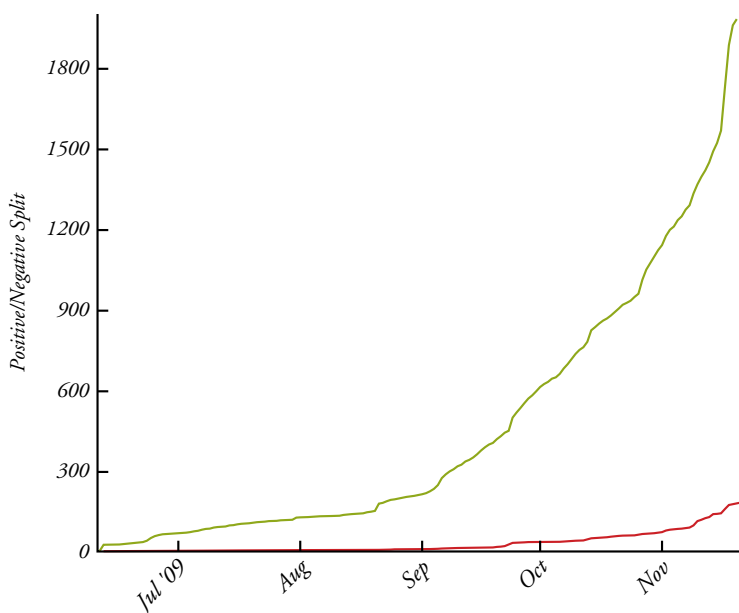
In the first graph we're comparing that value for both games over time and you can see that pretty much as soon as MW2 was announced at E3 this year it's held an increasing advantage over ACII.

While both titles rise - as you'd expect - over time, a hands-on preview and screenshot gallery in mid-September (**Point A**) provides the springboard for a big jump for MW2, which it sustains right up until launch. ACII in comparison doesn't manage that rate of excitement increase until after MW2 is out in the shops, however - at which point it rapidly gains more attention with its own review (**Point B**).

Looking at how attention for ACII splits out, we can see in the second graph that the number of users that are positive about the game far exceeds the negative ones, with the latter being less than **10%** the number of the former.

Interestingly, although not shown here, the same analysis for MW2 sees the proportion of users negative about the game as around **25%** of the positives - indicating that while the overall numbers for MW2 are much higher, the nature of the support for ACII is more specifically dedicated.

*Assassin's Creed II: Positive/Negative Split*



## THIS WEEK IN RETAIL

### RETAILERS MUST "MAKE THEIR OWN DECISIONS" ABOUT PRICING

But Microsoft's Neil Thompson warns about the sustainability of aggressive cuts.

### THE PRODUCERS PULLS OUT OF TRILOGY ALLIANCE

Mastertronic business cuts all ties with distributor, with immediate effect.

### "NOTHING MORE DIFFICULT" THAN NEW IP LAUNCH

But Capcom's Christan Svensson is proud of company's "better than most" record.

### GAMESTOP EARNINGS UP 11% IN THIRD QUARTER

Company sales increase 8% to \$1.83 billion.

### UBISOFT UTILISES LOVEFILM PARTNERSHIP FOR AC2 MARKETING PUSH

Campaign to cover upcoming game and short film trilogy.

READ ONLINE

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## THINGS YOU NEED TO KNOW

- **Infinity Ward** has denied that the PC version of **Modern Warfare 2** was a flop, despite the platform taking only 3% of overall sales.
- The **PSP** remained top of the hardware charts in Japan last week, although **PSPgo** sales fell by over 6000 units over the previous week.
- The **PS2** has officially been launched... in **Brazil** - but the ageing console is unlikely to dent piracy in the country with a price point of over **\$462**...
- **Sony** has admitted that it is looking at charging a subscription for access to premium content on the **PlayStation Network** - although all content currently available would remain free.

## THE BIG INTERVIEW: ANDREW HOUSE - PART ONE

The **SCEE president** talks in an industry-exclusive interview about the **PS3 Video Delivery Service**, and the increasing impact of **Blu-ray** in entertainment.

- The PS3 platform's **momentum** was one reason now was a good time to launch the Video Service
- The UK will have **800** films available at launch, with around **50** to be added per week
- The ability for users to take content away on the **PSP** platform is a "huge differentiator"
- The presence of **Blu-ray** on the platform has played a "significant part" in ongoing PS3 success

### MOST-ANTICIPATED GAMES



1. Alan Wake	Microsoft
2. Final Fantasy XIII	Square Enix
3. Heavy Rain	SCEE
4. Gran Turismo 5	SCE
5. God of War III	SCEA
6. Final Fantasy Versus XIII	Square Enix
7. Splinter Cell: Conviction	Ubisoft
8. BioShock 2	2K Games
9. Mass Effect 2	Electronic Arts
10. The Last Guardian	SCEE

### MOST-READ ARTICLES



1. <a href="#">Assassin's Creed II Review</a>
2. <a href="#">Left 4 Dead 2 Review</a>
3. <a href="#">Bayonetta Review</a>
4. <a href="#">New Super Mario Bros Wii Review</a>
5. <a href="#">F1 2009 Review</a>
6. <a href="#">Gyromancer Review</a>
7. <a href="#">King's Bounty: Armored Princess Review</a>
8. <a href="#">Crane Simulator 2009 Review</a>
9. <a href="#">Resident Evil: The Darkside Chronicles Review</a>
10. <a href="#">Jambo! Safari Review</a>

List based on traffic for Eurogamer articles dated 17th - 23rd November.

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## PRICE-CHECK DATA

	Assassin's Creed II (360)	Tekken 6 (PS3)	New Super Mario Bros (Wii)
HMV	£39.99	£39.99	£32.99
Amazon	£36.96	£31.91	£32.99
ASDA	£35.71	£37.71	£34.71
Play.com	£39.99	£39.99	£34.99
GAME	£39.99	£39.99	£34.99
Tesco	£--.--	£34.99	£32.99
Cheapest Online	£34.99	£17.95	£32.86

## UK ALL-FORMAT CHART

	Title	Publisher
1. (1)	Call of Duty: Modern Warfare 2	Activision Blizzard
2. (-)	Assassin's Creed II	Ubisoft
3. (-)	New Super Mario Bros Wii	Nintendo
4. (2)	Wii Sports Resort	Nintendo
5. (4)	Wii Fit Plus	Nintendo
6. (3)	FIFA 10	Electronic Arts
7. (-)	Left 4 Dead 2	Electronic Arts
8. (6)	Mario & Sonic at the Olympic Winter Games	SEGA
9. (5)	Forza Motorsport 3	Microsoft
10. (7)	Lego Batman: The Videogame	Warner Bros
11. (-)	F1 2009	Codemasters
12. (8)	Mario Kart Wii	Nintendo
13. (9)	Pure	Disney
14. (11)	Pro Evolution Soccer 2010	Konami
15. (14)	Professor Layton and Pandora's Box	Nintendo
16. (-)	Lego Indiana Jones 2: The Adventure Continues	LucasArts
17. (13)	Dragon Age: Origins	Electronic Arts
18. (17)	Need for Speed: Shift	Electronic Arts
19. (15)	Singstar: Take That	SCE
20. (16)	WWE Smackdown vs Raw 2010	THQ



© ELSPA, compiled by Chart Track

## REVIEW SCORE COMPARISONS

	Metacritic	UK average
Assassin's Creed II (360)	91	92
F1 2009 (WII)	75	75
Left 4 Dead 2 (360)	89	90
New Super Mario Bros. Wii (WII)	86	83
Resident Evil: The Darkside Chronicles (WII)	73	77

## EVENT CALENDAR

- 8th - 10th Dec 2009  
[Game Connection Lyon](#) Lyon, France.
- 17th - 19th Feb 2010  
[DICE Summit](#) Las Vegas, US.
- 9th - 13th Mar 2010  
[GDC 2010](#) Moscone Center, San Francisco, US.
- 15th - 17th Jun 2010  
[E3 Expo 2010](#) LA Convention Center, Los Angeles, US.
- 13th - 15th Jul 2010  
[Develop Conference](#) Brighton, UK.

## SELECTED GAMES INDUSTRY JOBS

- [Business Assistant](#)  
North West, England, UK & Europe.
- [Relationship Marketing Mgr.](#)  
London, South East, England, UK & Europe.
- [Lead Environment Artist](#)  
Guildford, South East, England, UK & Europe.
- [Technology Programmer](#)  
North East, England, UK & Europe.
- [Head Of Marketing / Gaming / Ireland](#)  
UK & Europe.

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## PLATFORM TOP TENS

### PS3

1. (1) Call of Duty: Modern Warfare 2
2. (-) Assassin's Creed II
3. (2) FIFA 10
4. (4) Pro Evolution Soccer 2010
5. (3) Uncharted 2: Among Thieves
6. (5) Need for Speed: Shift
7. (-) Dragon Age: Origins
8. (6) Tekken 6
9. (8) WWE Smackdown vs Raw 2010
10. (-) Lego Indiana Jones 2: The Adventure Continues

### WII

1. (-) New Super Mario Bros Wii
2. (1) Wii Sports Resort
3. (3) Mario & Sonic at the Olympic Winter Games
4. (2) Mario Kart Wii
5. (-) F1 2009
6. (4) Wii Fit
7. (-) We Sing
8. (5) Call of Duty 4: Modern Warfare
9. (7) FIFA 10
10. (8) Rabbids Go Home

### XBOX 360

1. (1) Call of Duty: Modern Warfare 2
2. (-) Assassin's Creed II
3. (-) Left 4 Dead 2
4. (2) Forza Motorsport 3
5. (3) FIFA 10
6. (4) Grand Theft Auto Episodes - Liberty City
7. (6) Halo 3: ODST
8. (5) Dragon Age: Origins
9. (7) WWE Smackdown vs Raw 2010
10. (9) Need for Speed: Shift

### PSP

1. (-) LittleBigPlanet
2. (1) FIFA 10
3. (-) F1 2009
4. (2) Gran Turismo
5. (3) Football Manager 2010
6. (6) Grand Theft Auto: Chinatown Wars
7. (4) Pro Evolution Soccer 2010
8. (5) Star Wars Battlefront: Elite Squadron
9. (8) WWE Smackdown vs Raw 2010
10. (9) Need for Speed: Shift

### DS

1. (1) Professor Layton and Pandora's Box
2. (2) Mario & Sonic at the Olympic Winter Games
3. (4) Professor Layton and the Curious Village
4. (6) Style Boutique
5. (3) Dr Kawashima's Brain Training
6. (14) Cooking Mama 3
7. (5) Rhythm Paradise
8. (7) Mario Kart DS
9. (9) Club Penguin: Elite Penguin Force
10. (-) Lego Indiana Jones 2:adventure Continues

### PC

1. (1) Call of Duty: Modern Warfare 2
2. (2) Football Manager 2010
3. (-) The Sims 3: World Adventures
4. (-) Left 4 Dead 2
5. (3) Dragon Age: Origins
6. (4) The Sims 3
7. (5) Championship Manager 2010
8. (9) Fallout 3: Game of the Year Edition
9. (8) World of Warcraft: Wrath of the Lich King
10. (6) Empire: Total War

## SHOPTO PRE-ORDER CHART

1. (6) Final Fantasy XIII (PS3)
2. (24) Super Street Fighter IV (PS3)
3. (4) MAG: Massive Action Game - inc Beta Code (PS3)
4. (7) God Of War III (PS3)
5. (-) Super Street Fighter 4 (360)
6. (8) Battlefield: Bad Company 2 (PS3)
7. (25) Rogue Warrior (360)
8. (-) Bayonetta (360)
9. (18) Resident Evil: The Darkside Chronicles (Wii)
10. (9) Gran Turismo 5 (PS3)

## MOST PLAYED ON XBOX LIVE BY EUROGAMER USERS

1. Modern Warfare 2
2. Assassin's Creed II
3. Forza Motorsport 3
4. FIFA 10
5. Halo Waypoint
6. 1 vs 100
7. Left 4 Dead 2
8. Dragon Age: Origins
9. Borderlands
10. GTA IV

## SWAPGAME RENTAL CHART

1. (3) Modern Warfare 2 (360)
2. (4) Modern Warfare 2 (PS3)
3. (6) Forza Motorsport 3 (360)
4. (-) Assassin's Creed 2 (360)
5. (10) Grand Theft Auto: Episodes from Liberty City (360)
6. (7) Dragon Age Origins (360)
7. (9) Borderlands (PS3)
8. (8) Ghostbusters: The Video Game (360)
9. (-) Assassin's Creed 2 (PS3)
10. (-) Tekken 6 (360)

## METABOLI DOWNLOAD CHART

1. (1) Modern Warfare 2
2. (5) League of Legends Collector
3. (-) Dragon Age - Deluxe
4. (-) Championship Manager 2010
5. (3) The Sims 3
6. (2) Company of Heroes - Tales of Valor
7. (6) Football Manager 2010
8. (8) Borderlands
9. (7) Rollercoaster 3
10. (-) Civilization 4

## RELEASE DATES

Date	Title	Publisher	Platforms
<b>November</b>			
24th	Gravity Crash	SCE	PS3
27th	Just Dance	Ubisoft	WII
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	Naruto Shippuden: Ultimate Ninja 5	Bandai Namco Partners	PS2
27th	Resident Evil: The Darkside Chronicles	Capcom	WII
29th	LEGO Rock Band	Warner Bros	360
	Disgaea Infnit	Nippon Ichi Software	PSP
	Dissidia: Final Fantasy - Universal Tuning	Square Enix	PSP
	Karaoke Revolution	Konami	360
	Star Trek: DAC		PC, PS3
	Tales of Monkey Island: Rise of the Pirate God	Lucasarts	PC
	Tales of Symphonia: Dawn of the New World	Bandai Namco Partners	WII
	Where the Wild Things Are	Warner Bros	360, DS, PS3, WII
<b>December</b>			
4th	Colin McRae: DiRT 2	Codemasters	PC
4th	Easy Piano	Namco Bandai	DS
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
15th	EverQuest: Underfoot		PC
19th	Niki - Rock 'n' Ball	Nintendo	WII
	Blue Toad Murder Files	Relentless Software	PS3
	James Cameron's Avatar: The Game	Ubisoft	WII
	Mobile Suit Gundam: Gundam vs Gundam - Next Plus	Namco Bandai	PSP
<b>Q4</b>			
	Buzz! Quiz World	SCE	PS3, PSP
	Command & Conquer Red Alert 3: Commander's Challenge	Electronic Arts	PS3
	Disgaea 2: Dark Hero days		PSP
	Duke Nukem Trilogy	Deep Silver	DS, PSP
	EA Sports Active More Workouts	Electronic Arts	WII
	God of War Collection		PS3
	Guitar Hero: Van Halen	Activision Blizzard	PS2, WII
	Harvest Moon: Animal Parade	Natsume	WII
	Jak & Daxter: The Lost Frontier	SCEE	PS2, PSP
	Madden NFL Arcade	EA Sports	360, PS3
	Ratchet & Clank: A Crack in Time	SCEE	PS3
	Red Dead Redemption	Rockstar Games	360, PS3
	S.T.A.L.K.E.R.: Call of Pripyat		PC

## RELEASE DATES (CONT.)

Date	Title	Publisher	Platforms
<b>Q4</b>			
	Sacred 2: Ice & Blood	Deep Silver	PC
	<i>Serious Sam HD</i>	Majesco Europe	360, PC
	SingStar: Take That	SCEE	PS2, PS3
	Star Wars The Force Unleashed: Ultimate Sith Edition	Lucasarts	PC
	Star Wars: The Force Unleashed		MAC, PC
	The Lord of the Rings Online: Siege of Mirkwood	Turbine Entertainment	MMO
	The Lord of the Rings: Aragorn's Quest		DS, PS2, PSP, WII
	<i>The Witcher: Rise of the White Wolf</i>	Atari	360, PS3
	Tiger Woods PGA Tour Online	Electronic Arts	PC
	<i>Wheelspin</i>	Bethesda Softworks	WII
	Zephyr: Rise of the Elementals	Konami	360, PS3, WII
<b>January 2010</b>			
8th	<i>Bayonetta</i>	SEGA Europe	360, PS3
8th	Darksiders	THQ	360, PS3
15th	<i>Army of Two: The 40th Day</i>	Electronic Arts	360, PS3, PSP
15th	<i>Dark Void</i>	Capcom	PC, PS3
22nd	<i>Dark Void</i>	Capcom	360
29th	Mass Effect 2	Electronic Arts	360, PC
	Flip's Twisted World	Majesco Europe	WII
	Phoenix Wright Ace Attorney	Capcom	WII
<b>February 2010</b>			
5th	Final Fantasy Crystal Chronicles: Crystal Bearers	Square Enix	WII
5th	MX vs. ATV Reflex	THQ	360, DS, PS3, PSP
5th	Star Trek Online	Cryptic Studios	PC
9th	<i>BioShock 2</i>	2K Games	360, PC, PS3
12th	Dante's Inferno	Electronic Arts	360, PS3, PSP
12th	Star Ocean: The Last Hope	Square Enix	PS3
	<i>Aliens vs. Predator</i>	SEGA Europe	360, PC, PS3
	<i>Napoleon: Total War</i>	SEGA Europe	PC
<b>March 2010</b>			
	God of War III	SCEA	PS3
<b>Q1 2010</b>			
	Assassin's Creed II	Ubisoft	PC
	Battlefield 1943	Electronic Arts	PC
	Heavy Rain	SCEE	PS3
	Just Cause 2	Eidos	360, PC, PS3
	Monster Hunter Tri	Capcom	WII