

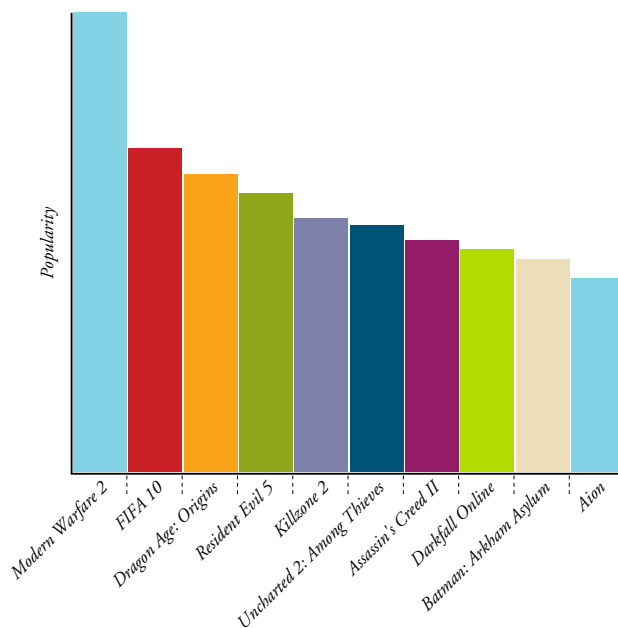
WELCOME

...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 back at the whole year - which games were actually most popular with **Eurogamer** readers in that time, and which publishers gained the most visibility over the past twelve months? Plus - there's an interview with **LOVEFiLM CMO Simon Morris**, as well as the latest charts, release dates all the usual data!

Most Popular Games of 2009



THE BEST OF 2009

2009 has been a tricky year for the games industry, and it will be interesting to see how the business picks up in 2010 - but for now, which games and publishers ranked the highest in terms of popularity for **Eurogamer** readers?

Unsurprisingly the number one game for 2009 was **Modern Warfare 2** - despite numbering among the last big titles of the year - followed by one of the strongest sports titles in **FIFA 10**.

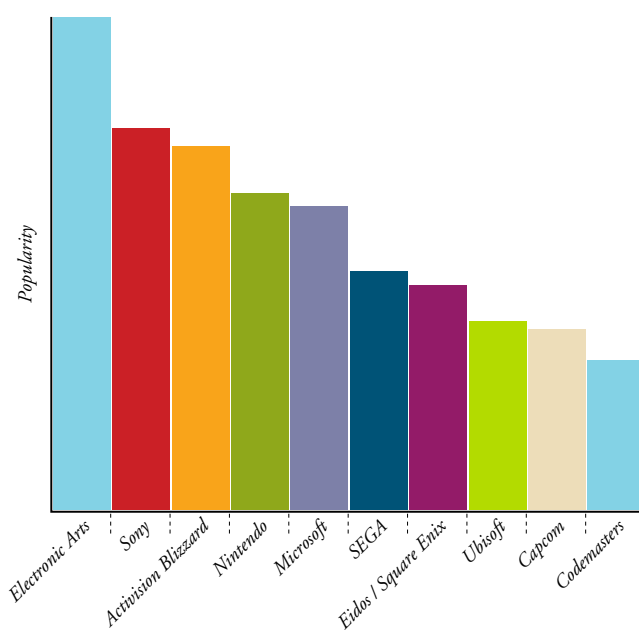
Electronic Arts will be pleased that **Dragon Age** also performed, although it was helped by separate PC and 360 reviews, the latter of which attracted some attention for being clearly lower than the former.

The only game to really stand out in that list is **Darkfall Online**, a game which was re-reviewed following a huge developer backlash, and an argument that will certainly live long in the memory of regular Eurogamer readers.

With respect to the most popular publishers, as with last week's evaluation of the month of November, **EA's** portfolio approach has given it an overall lead and level of visibility on Eurogamer that was backed up by strong advertising - notably beating **Activision Blizzard** and **Sony**.

Maintaining that strong brand awareness for its products in 2010 will be crucial if the company is to complete its journey back to profitability - a series of key properties will launch throughout next year, starting with **Mass Effect 2** in January, and that will be the first indicator of the industry's ability to sell more products outside of the pre-Christmas window.

Most Popular Publishers of 2009



THIS WEEK IN RETAIL

WARNER TO PUBLISH BATMAN: ARKHAM ASYLUM SEQUEL

Rocksteady Studios on board but Eidos misses out on comic book follow-up.

LAPIN TAKES GARDNER'S CEO ROLE AT ATARI

New CEO promises to return publisher of Star Trek Online to profitability; Gardner joins Harrison on board of directors.

EEDAR: US NOVEMBER SALES NOT A "HEALTHY START" FOR HOLIDAYS

December software sales for US could be down by 12% claims analyst.

HMV LOSSES NARROW AS SALES RISE

"Solid" first half performance for retailer in "tough consumer environment".

RICCITIELLO: UK RETAIL "MORE AGGRESSIVE" THAN US

Market share war for boxed product is becoming an unfair fight in both regions, says EA CEO.

DANNY ISAAC JOINS RELENTLESS AS STUDIO MANAGER

Ex-EA exec excited about opportunities to grow the company with original IP.

THE BIG INTERVIEW: SIMON MORRIS

The **LOVEFiLM CMO** explains why videogames are a natural extension of the brand's film-orientated roots.

Highlights include:

- LOVEFiLM is the **third-largest subscription business in the UK**, behind Sky and Virgin Media
- Deals involving game advertising - such as **Assassin's Creed II** - can be sent to selected appropriate customers
- The company is in a **"unique position"** to assist with distribution experimentation
- And LOVEFiLM can be a **"natural ally"** to the games industry - and particularly the platforms

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. Silent Hill: Shattered Memories Review
2. The Legend of Zelda: Spirit Tracks Review
3. Call of Duty Classic Review
4. Rogue Warrior Review
5. Resident Evil Archives: Resident Evil Zero Review
6. Half-Minute Hero Review
7. The Lord of the Rings Online: Siege of Mirkwood Review
8. R.U.S.E. Multiplayer Beta Hands-On
9. Just Cause 2 Hands-On
10. DF on Saboteur's PS3 Anti-Aliasing

List based on traffic for Eurogamer articles dated 8th - 14th December.

READ ONLINE

Click on each headline to read the full text at [GamesIndustry.biz](#)

THINGS YOU NEED TO KNOW

- Microsoft has told **GamesIndustry.biz** that Xbox Live has been central to the success of **Modern Warfare 2** on the 360 platform - which outperformed the PS3 edition by 2-to-1 in the US in November.
- **New Super Mario Bros Wii** broke launch records in Japan last week, with week one sales of almost **935,000 units**.
- Bookmaker **Paddy Power** has conceded that **Modern Warfare 2** will be Christmas number one in the UK, and already paid out on bets.
- The **Nintendo DS** has now passed the **10 million** mark in the UK, and doing so quicker than the PS2.

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

	Assassin's Creed II (PS3)	Tony Hawk Ride (360)	New Super Mario Bros (Wii)
HMV	£36.93	£89.99	£34.99
Amazon	£36.93	£89.99	£34.71
ASDA	£37.71	£94.91	£34.91
Play.com	£39.99	£99.99	£34.99
GAME	£39.99	£94.99	£39.99
Tesco	£36.96	£91.47	£34.71
Cheapest Online	£34.99	£82.95	£32.86

UK ALL-FORMAT CHART

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



© ELSPA, compiled by Chart Track

REVIEW SCORE COMPARISONS

	Metacritic	UK average
James Cameron's Avatar: The Game (360)	60	62
Tony Hawk: Ride (PS3)	45	45
Half-Minute Hero (PSP)	85	84
Gravity Crash (PS3)	71	66
Assassin's Creed: Bloodlines (PSP)	63	59

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

EVENT CALENDAR

17th - 19th Feb 2010

DICE Summit Las Vegas, US.

9th - 13th Mar 2010

GDC 2010 Moscone Center, San Francisco, US.

27th - 29th Apr 2010

Nordic Game 2010 Malmo, Sweden/Copenhagen, Denmark.

15th - 17th Jun 2010

E3 Expo 2010 LA Convention Center, Los Angeles, US.

SELECTED GAMES INDUSTRY JOBS

- **Snr. Acc. Executive**
London, South East, England, UK & Europe.
- **Executive Producer - LIVE Products**
UK & Europe.
- **Game Designer - MMO/Social Gaming**
UK & Europe.
- **Social Media and Community Manager**
Dundee, Scotland, UK & Europe.
- **Assistant Product Manager**
Germany, UK & Europe.

SEARCH OVER A THOUSAND JOBS ONLINE
gamesindustry.biz/jobs

PLATFORM TOP TENS

PS3

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

WII

1. (2) Wii Sports Resort
2. (1) New Super Mario Bros Wii
3. (3) Mario & Sonic at the Olympic Winter Games
4. (4) Mario Kart Wii
5. (5) F1 2009
6. (6) Rabbids Go Home
7. (10) Mario & Sonic at the Olympic Games
8. (7) Lego Indiana Jones 2: The Adventure Continues
9. (11) Toy Story Mania!
10. (13) Call of Duty 4: Modern Warfare

XBOX 360

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

PSP

1. (1) LittleBigPlanet
2. (2) FIFA 10
3. (3) Gran Turismo
4. (4) Assassin's Creed: Bloodlines
5. (5) Football Manager 2010
6. (6) Grand Theft Auto: Chinatown Wars
7. (8) F1 2009
8. (7) Lego Indiana Jones 2: The Adventure Continues
9. (10) Pro Evolution Soccer 2010
10. (9) Star Wars Battlefront: Elite Squadron

DS

1. (-) The Legend of Zelda: Spirit Tracks
2. (1) Professor Layton and Pandora's Box
3. (3) Dr Kawashima's Brain Training
4. (2) Mario & Sonic at the Olympic Winter Games
5. (6) Cooking Mama 3
6. (4) Professor Layton and the Curious Village
7. (9) New Super Mario Bros
8. (8) Mario Kart DS
9. (7) Club Penguin: Elite Penguin Force
10. (5) Lego Indiana Jones 2: The Adventure Continues

PC

1. (1) Football Manager 2010
2. (3) The Sims 3
3. (2) Call of Duty: Modern Warfare 2
4. (4) The Sims 3: World Adventures
5. (6) Left 4 Dead 2
6. (5) Dragon Age: Origins
7. (13) Warhammer 40,000: Dawn of War II
8. (7) Empire: Total War
9. (9) Borderlands
10. (10) World of Warcraft: Wrath of the Lich King

SHOPTO PRE-ORDER CHART

1. (2) Final Fantasy XIII (PS3)
2. (6) Bayonetta (360)
3. (1) Super Street Fighter IV (PS3)
4. (9) Darksiders: Wrath of War (PS3)
5. (5) God Of War III (PS3)
6. (11) Darksiders: Wrath of War (360)
7. (8) Bayonetta (PS3)
8. (-) YAKUZA 3 (PS3)
9. (4) Super Street Fighter 4 (360)
10. (10) Mass Effect 2 (360)

MOST PLAYED ON XBOX LIVE BY EUROGAMER USERS

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

SWAPGAME RENTAL CHART

1. (3) Assassin's Creed II (360)
2. (4) Assassin's Creed II (PS3)
3. (5) Left 4 Dead 2 (360)
4. (6) Dragon Age Origins (PS3)
5. (9) The Saboteur (360)
6. (7) New Super Mario Bros Wii (Wii)
7. (8) SAW (360)
8. (-) The Saboteur (PS3)
9. (-) LEGO Indiana Jones 2: The Adventure Continues (360)
10. (10) SAW (PS3)

METABOLI DOWNLOAD CHART

1. (1) Modern Warfare 2
2. (2) Championship Manager 2010
3. (4) The Sims 3
4. (5) Divinity 2
5. (6) Company of Heroes - Tales of Valor
6. (3) Dragon Age - Deluxe
7. (9) Civilization 4
8. (10) Call of Duty 4
9. (-) The Saboteur
10. (7) FIFA Manager 10

RELEASE DATES

Date	Title	Publisher	Platforms
December			
16th	Alien Breed Evolution	Team17	360
17th	Blue Toad Murder Files	Relentless Software	PS3
18th	Buzz! Quiz World	SCE	PSP
19th	Niki - Rock 'n' Ball	Nintendo	WII
	Dawn of Heroes	Majesco Europe	DS
	Mobile Suit Gundam: Gundam vs Gundam - Next Plus	Namco Bandai	PSP
Q4			
	15 Days		PC
	Allods Online	Gala Networks Europe Ltd	MMO
	Earthworm Jim	GameLoft	360, PS3, WII
	Guitar Hero: Van Halen	Activision Blizzard	PS2, WII
	Half-Minute Hero	Rising Star Games	PSP
	Mytheon	True Games	PC
	Sacred 2: Ice & Blood	Deep Silver	PC
January 2010			
8th	Bayonetta	SEGA Europe	360, PS3
8th	Darksiders	THQ	360, PS3
15th	Army of Two: The 40th Day	Electronic Arts	360, PS3, PSP
15th	Dark Void	Capcom	360, PC, PS3
15th	Vancouver 2010 - The Official Video Game of the Olympic Winter Games	SEGA Europe	360, PC, PS3
29th	Mass Effect 2	Electronic Arts	360, PC
	Assassin's Creed II: Battle of Forli	Ubisoft	360, PS3
	Flip's Twisted World	Majesco Europe	WII
	Phoenix Wright Ace Attorney	Capcom	WII
	Serious Sam HD: The First Encounter	Majesco Europe	360
February 2010			
5th	Dante's Inferno	Electronic Arts	360, PS3, PSP
5th	Final Fantasy Crystal Chronicles: The Crystal Bearers	Square Enix	WII
5th	MX vs. ATV Reflex	THQ	360, DS, PS3, PSP
5th	Star Trek Online	Cryptic Studios	PC
9th	BioShock 2	2K Games	360, PC, PS3
12th	Bleach: The 3rd Phantom	SEGA	DS
12th	Phantasy Star Zero	SEGA Europe	DS
12th	Star Ocean: The Last Hope	Square Enix	PS3
19th	Aliens vs. Predator	SEGA Europe	360, PC, PS3
19th	Reel Fishing: Angler's Dream	Natsume	WII
26th	Splinter Cell: Conviction	Ubisoft	360, PC

RELEASE DATES (CONT.)

Date	Title	Publisher	Platforms
February 2010			
26th	Undead Knights	SCE	PSP
	Assassin's Creed II: Bonfire of the Vanities	Ubisoft	360, PS3
	FIFA 10: Ultimate Team	Electronic Arts	360, PS3
	Napoleon: Total War	SEGA Europe	PC
March 2010			
5th	Alice in Wonderland	Disney	DS, PC, WII
5th	Battlefield: Bad Company 2	Electronic Arts	360, PC, PS3
9th	Final Fantasy XIII	Square Enix	360, PS3
	God of War III	SCEA	PS3
Q1 2010			
	Ace Attorney Investigations: Miles Edgeworth	Capcom	DS
	Armada 2526	Matrix Games	PC
	Assassin's Creed II	Ubisoft	PC
	Battlefield 1943	Electronic Arts	PC
	Chime	OneBigGame	360
	Darius Burst	Taito Corporation	PSP
	Heavy Rain	SCEE	PS3
	Joy Ride	Microsoft	360
	Let's Make Pro Soccer Club 6	SEGA	PSP
	Monster Hunter Tri	Capcom	WII
	Need for Speed: World Online	Electronic Arts	PC
	Sushi Go Round	SouthPeak Interactive Ltd	DS, WII
	Vandal Hearts: Flames of Judgment	Konami	360, PS3
	We Sing	Nordic Games Publishing	WII
April 2010			
	Yakuza 3	SEGA Europe	PS3
	Yakuza 4	Sega Of Japan	PS3
Q2 2010			
	Again	KOEI Entertainment	DS
	Monster Rancher DS	KOEI Entertainment	DS
	Super Street Fighter IV	Capcom	PS3