

## WELCOME

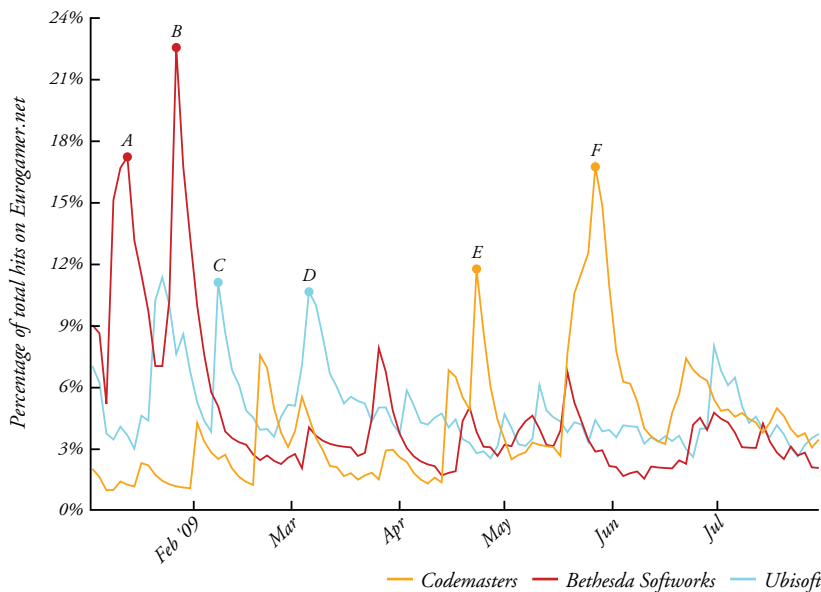
...to *GamesRetail.biz*, your weekly look at the key analysis, news and data sources for the retail sector, brought to you by *GamesIndustry.biz* and *Eurogamer.net*.

## THIS WEEK

... we'll be looking at some of the publishers outside of last week's top three and charting their performances at generating buzz for their games on *Eurogamer.net*

Plus - the latest UK sales charts, data and release information, as well as an interview with David Braben, chairman of LostWinds studio Frontier Developments.

Comparitive performance of selected publishers in 2009



## PUBLISHERS: BEST OF THE REST

Following on from last week's analysis of the top three publishers by performance according to the *Eurogamer* reader interest - *EA*, *Activision* and *Capcom* - here we follow up with a look at the chart a little further down.

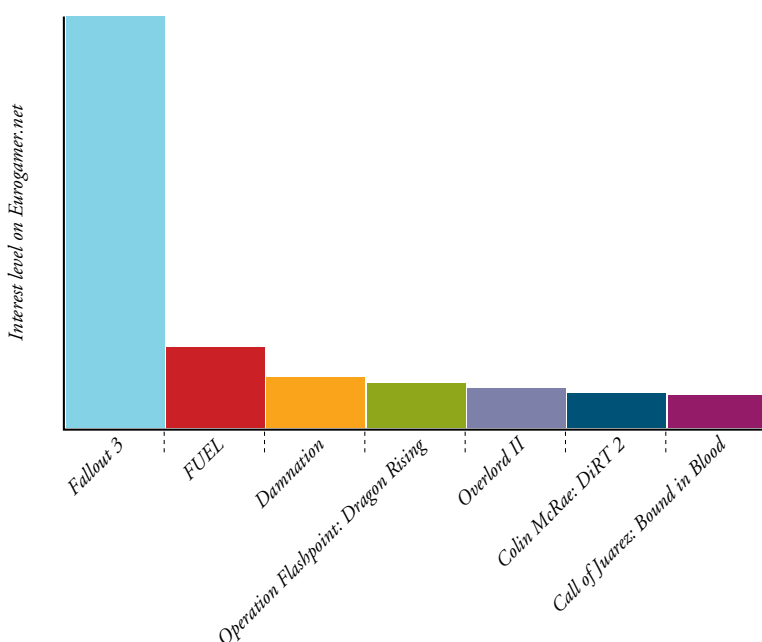
The next three publishers in the list were *Ubisoft*, *Codemasters* and *Bethesda*, with the latter of the three dominating the attention of gamers in the early part of the year. No prizes for guessing that the first two peaks were *Fallout 3* related - **Point A** an interview on *Operation Anchorage*, and **Point B** the review of the same.

Meanwhile *Ubisoft* - while never quite managing the biggest peaks - maintained a steady presence, with a story on a new hardcore mode for *Far Cry 2* and the review of *HAWX*, highlighted at **Point C** and **Point D** respectively.

Finally, *Codemasters* peaked at the end of April with the revelation that its F1 game wouldn't be released until 2010 (**Point E**) and the review of *Fuel* (**Point F**).

Of the three publishers' primary properties, *Fallout 3* (and its expansions) were the most sought after games on *Eurogamer*, outranking any others hugely from the beginning of January to date - although it had a definite head start with momentum carried over from 2008.

Comparitive interest of primary properties by title



## THIS WEEK IN RETAIL

### WII SPORTS RESORT SELLS OVER 600,000 COPIES IN EUROPE

Nintendo spokesperson confirms the figure, sold within two weeks of going on sale.

### ACTIVISION BLIZZARD BEATS Q2 FINANCIAL EXPECTATIONS

Publisher reports net revenue of \$1.038 billion and an EPS of 15 cents.

### GAMESTOP CREATES NEW HEAD OF DIGITAL MEDIA POSITION

Chris Petrovic to drive digital sales and acquisitions for the company.

### TONY HAWK: RIDE TO RETAIL AT £99.99 IN UK

Activision confirms date and price for new game and wireless, motion-sensing skateboard peripheral.

### KONAMI REISSUING OLD PLAYSTATION 2 GAMES

Budget priced PS2 titles being re-manufactured to meet consumer demand.

### ACTIVISION REACHES SETTLEMENT OVER BRUTAL LEGEND RELEASE

Ahead of judge's verdict, Activision attorneys confirm an agreement has been reached.

## FRONTIER'S DAVID BRABEN

The chairman of the *LostWinds* developer talks to *GamesIndustry.biz* about the ever-changing industry landscape. Among the highlights are:

- His take on self-publishing, and the evolving role of developers
- Why companies should be wary about the iPhone "gold rush"
- There's a danger in betting too much on one sector of the business
- *Frontier* will continue to release titles for multiple platforms and demographics

### MOST-ANTICIPATED GAMES



1. Alan Wake	Microsoft
2. Final Fantasy XIII	Square Enix
3. God of War III	SCEA
4. Gran Turismo 5	SCE
5. Final Fantasy Versus XIII	Square Enix
6. Heavy Rain	SCEE
7. Splinter Cell: Conviction	Ubisoft
8. Uncharted 2: Among Thieves	SCE
9. Halo 3: ODST	Microsoft
10. BioShock 2	2K Games

### MOST-READ ARTICLES



1. [Fallout 3: Mothership Zeta Review](#)
2. [Shatter Review](#)
3. [G.I. Joe: The Rise of Cobra Review](#)
4. [Alpha Protocol Preview](#)
5. [Rocket Riot Review](#)
6. [RUSE Hands On](#)
7. [Space Invaders: Infinity Gene Review](#)
8. [Machinarium Hands On](#)
9. [Super Monkey Ball: Step and Roll Preview](#)

List based on traffic for Eurogamer articles dated 4th - 10th August.

### READ ONLINE

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

## THINGS YOU NEED TO KNOW

- Frontier Developments will be releasing a new game before the end of the year - but no details on what that will be as yet.
- The iPhone has the highest profit-to-revenue share of any mobile device - and it's games that dominate the Apple handset's sales.
- Activision Blizzard CEO Robert Kotick apparently made \$15 million last year, according to Forbes, following the merger with Vivendi Games.
- Meanwhile Blizzard's World of Warcraft contributed a third of the publisher's overall revenues for the last quarter, and is on track to top \$1.2 billion for the year - and that's with no expansions out...



# GamesAid

**GamesAid** is a new UK video games industry based charity.

**GamesAid** is a children and young people's charity and acts as a broker of charitable activity on behalf of the industry. It is a means of giving something back on behalf of the industry.

To find out how you can get involved please visit our website at [www.gamesaid.org](http://www.gamesaid.org)

## PRICE-CHECK DATA

	Ashes Cricket 2009 (360)	Wii Sports Resort + MotionPlus (Wii)	The Sims 3 (PC)
HMV	£34.99	£39.99	£29.99
Amazon	£32.96	£39.96	£29.96
ASDA	<b>£31.91</b>	<b>£37.71</b>	<b>£29.91</b>
Play.com	£34.99	£39.99	£29.99
GAME	£37.99	£39.99	£29.99
Tesco	£32.96	£39.96	£29.96
Cheapest Online	£29.95	£37.59	£23.99

## UK ALL-FORMAT CHART

Title	Publisher
1. (-) Ashes Cricket 2009	Codemasters
2. (1) Wii Sports Resort	Nintendo
3. (2) Wii Fit	Nintendo
4. (3) Tiger Woods PGA Tour 10	Electronic Arts
5. (5) Fight Night Round 4	Electronic Arts
6. (4) Harry Potter & The Half-Blood Prince	Electronic Arts
7. (10) Call of Juarez: Bound In Blood	Ubisoft
8. (11) Mario Kart Wii	Nintendo
9. (26) G-force	Disney Interactive Studios
10. (7) The Sims 3	Electronic Arts
11. (15) Call of Duty: World at War	Activision Blizzard
12. (13) FIFA 09	Electronic Arts
13. (12) Call of Duty 4: Modern Warfare	Activision Blizzard
14. (9) EA Sports Active	Electronic Arts
15. (14) Wii Play	Nintendo
16. (6) Transformers: Revenge of the Fallen	Activision Blizzard
17. (18) [prototype]	Activision Blizzard
18. (16) Mario & Sonic at the Olympic Games	Sega
19. (19) Guitar Hero: World Tour	Activision Blizzard
20. (17) Professor Layton and the Curious Village	Nintendo



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## REVIEW SCORE COMPARISONS

	Metacritic	UK average
Marvel vs. Capcom 2 (360)	85	89
WipEout HD: Fury (PS3)	89	90
Final Fantasy IV: The After Years (Wii)	70	75
Wii Sports Resort (Wii)	81	76
Battlefield 1943 (360)	84	83

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

## EVENT CALENDAR

17th - 19th Aug 2009

**GDC Europe 2009** Cologne Congress Center East, Cologne, Germany.

19th - 23rd Aug 2009

**gamescom** Cologne, Germany.

17th - 20th Sep 2009

**Games Convention Asia 2009** Singapore.

24th - 27th Sep 2009

**Tokyo Games Show 2009** Makuhari Messe, Tokyo, Japan.

27th - 28th Oct 2009

**Eurogamer Expo/GamesIndustry.biz Career Fair** The Royal Armouries, Leeds, UK.

## SELECTED GAMES INDUSTRY JOBS

- Business Developer (Leading International Games Studio)**  
North, England, UK & Europe.
- Game Development Studio Manager**  
The Netherlands, UK & Europe.
- Executive Producer - Unique Opportunity**  
North, England, UK & Europe.
- Game Director**  
Midlands, England, UK & Europe.
- Marketing Manager - Rare Opportunity**  
Shanghai, China, Rest of World.

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

## PLATFORM TOP TENS

### PS3

1. (-) Ashes Cricket 2009
2. (3) Call of Juarez: Bound In Blood
3. (1) Fight Night Round 4
4. (4) Tiger Woods PGA Tour 10
5. (5) Infamous
6. (9) [prototype]
7. (6) Call of Duty 4: Modern Warfare
8. (2) UFC 2009: Undisputed
9. (13) Red Faction: Guerrilla
10. (7) Ghostbusters: The Video Game

### WII

1. (1) Wii Sports Resort
2. (-) Ashes Cricket 2009
3. (2) Wii Fit
4. (4) Mario Kart Wii
5. (3) EA Sports Active
6. (5) Tiger Woods PGA Tour 10
7. (6) Harry Potter & The Half-Blood Prince
8. (7) Grand Slam Tennis
9. (8) Mario & Sonic at the Olympic Games
10. (22) G-force

### XBOX 360

1. (-) Ashes Cricket 2009
2. (1) Fight Night Round 4
3. (6) Call of Juarez: Bound In Blood
4. (2) Tiger Woods PGA Tour 10
5. (4) Call of Duty 4: Modern Warfare
6. (8) [prototype]
7. (10) Call of Duty: World at War
8. (3) UFC 2009: Undisputed
9. (9) Halo Wars
10. (11) Guitar Hero: World Tour

### PSP

1. (1) Monster Hunter: Freedom Unite
2. (2) FIFA 09
3. (3) Harry Potter & The Half-Blood Prince
4. (4) Resistance: Retribution
5. (7) Need for Speed: Undercover
6. (6) Football Manager 2009
7. (5) Transformers: Revenge of the Fallen
8. (8) Ben 10: Alien Force
9. (-) G-force
10. (-) Lego Batman: The Videogame

### DS

1. (1) Professor Layton and the Curious Village
2. (2) Pokemon Platinum
3. (5) Club Penguin: Elite Penguin Force
4. (4) Mario Kart DS
5. (18) G-force
6. (6) Dr Kawashima's Brain Training
7. (3) Harry Potter & The Half-Blood Prince
8. (7) Rhythm Paradise
9. (9) Mario & Sonic at the Olympic Games
10. (10) Mystery Stories

### PC

1. (1) The Sims 3
2. (2) Football Manager 2009
3. (3) World of Warcraft: Wrath of the Lich King
4. (5) Empire: Total War
5. (4) Warhammer 40,000: Dawn of War II
6. (8) Call of Duty 4: Modern Warfare
7. (10) Grand Theft Auto IV
8. (7) Arma II
9. (-) Ashes Cricket 2009
10. (6) International Cricket Captain 09: Ashes

## SHOPTO PRE-ORDER CHART

1. (-) Forza Motorsport 3: Limited Edition + (Xbox 360)
2. (3) Halo 3: ODST Inc Halo Reach BETA Key (Xbox 360)
3. (2) Call of Duty: Modern Warfare 2 (Xbox 360)
4. (4) Uncharted 2: Among Thieves (PS3)
5. (5) Call of Duty: Modern Warfare 2 (PS3)
6. (6) Gran Turismo 5 (PS3)
7. (7) PES 2010 : Pro Evolution Soccer (PS3)
8. (11) Batman: Arkham Asylum (Xbox 360)
9. (13) Batman: Arkham Asylum (PS3)
10. (10) FIFA 10 (PS3)

## MOST PLAYED ON XBOX LIVE BY EUROGAMER USERS

1. Call of Duty 4: Modern Warfare
2. Call of Duty: World at War
3. Battlefield 1943
4. Gears of War 2
5. FIFA 09
6. Halo 3
7. Fallout 3
8. GTA IV
9. Rock Band 2
10. 'Splosion Man

## SWAPGAME RENTAL CHART

1. (-) Ashes Cricket 2009 (Xbox 360)
2. (5) The Conduit (Wii)
3. (-) Ashes Cricket 2009 (PS3)
4. (6) Wii Sports Resort (Wii)
5. (-) GI Joe (Xbox 360)
6. (-) G-Force (PS3)
7. (9) Hysteria Hospital: Emergency Ward (Wii)
8. (-) Ashes Cricket 2009 (Wii)
9. (-) G-Force (Xbox 360)
10. (-) Hysteria Hospital: Emergency Ward (DS)

## METABOLI DOWNLOAD CHART

1. (1) Pro Cycling 2009
2. (2) The Sims 3
3. (3) Anno 1404
4. (4) FIFA Manager 09
5. (7) Company of Heroes
6. (9) Zeus
7. (6) C&C: Red Alert 3 - Uprising
8. (8) Rollercoaster 3
9. (10) Total Annihilation
10. (-) Championship Manager 08

## RELEASE DATES

Date	Title	Publisher	Platforms
<b>August</b>			
12th	Trials HD	Microsoft	360
13th	Marvel vs. Capcom 2	Capcom	PS3
13th	Red Faction: Guerrilla - Demons of the Badlands	THQ	360, PS3
14th	Madden NFL 10	Electronic Arts	360, PS2, PS3, PSP, Wii
19th	Shadow Complex	Epic Games	360
20th	Tales of Monkey Island: The Siege of Spinner Cay	Lucasarts	PC
21st	DJ Star	Deep Silver	DS
21st	Raven Squad	SouthPeak	360, PC
21st	SuperCar Challenge	System 3	PS3
21st	Wolfenstein	Activision	360, PC, PS3
26th	Watchmen: The End is Nigh Part 2	Warner Bros. Interactive	360
28th	Allied Ace Pilots	Ghostlight	DS
28th	Batman: Arkham Asylum	Eidos	360, PS3
28th	King of Fighters XII	Ignition Entertainment	360, PS3
28th	Soulcalibur: Broken Destiny	Namco Bandai	PSP
28th	World Cup of Pool	Midas Interactive Entertainment	DS
<b>September</b>			
4th	Champions Online	Atari	PC
4th	Cursed Mountain	Deep Silver	Wii
4th	Dissidia: Final Fantasy	Square Enix	PSP
4th	Guilty Gear 2 Overture	505 Games	360
4th	IL-2 Sturmovik: Birds of Prey	505 Games	360, DS, PS3, PSP
4th	Metroid Prime Trilogy	Nintendo	Wii
4th	Section 8	SouthPeak	360, PC
4th	The Humans	Deep Silver	DS
11th	Colin McRae: DiRT 2	Codemasters	360, DS, PS3, PSP, Wii
11th	Mini Ninjas	Eidos	360, DS, PC, PS3, Wii
11th	NHL 2k10	2K Sports	PS3
18th	Batman: Arkham Asylum	Eidos	PC
18th	Blood Bowl	Focus Home Interactive	PC
18th	Guitar Hero 5	Activision	360, PS2, PS3, Wii
18th	Katamari Forever	Namco Bandai	PS3
18th	Need for Speed: SHIFT	Electronic Arts	360, PC, PS3, PSP
18th	Red Faction: Guerrilla	THQ	PC
18th	Resident Evil 5	Capcom	PC
18th	Spectrobes: Origins	Disney Interactive	Wii
18th	Wacky World of Sports	SEGA Europe	Wii
18th	WET	Bethesda Softworks	360, PS3
22nd	Halo 3: ODST	Microsoft	360

## RELEASE DATES (CONT.)

Date	Title	Publisher	Platforms
<b>September</b>			
25th	Aion: The Tower of Eternity	NCsoft	PC
25th	Professor Layton and Pandora's Box	Nintendo of Europe	DS
25th	Scribblenauts	Warner Bros Interactive Entertainment	DS
25th	Spyborgs	Capcom	Wii
25th	Teenage Mutant Ninja Turtles: Smash-Up	Ubisoft	Wii
30th	Fate/unlimited codes	Capcom	PSP
<b>October</b>			
1st	Gran Turismo PSP	Sony Computer Entertainment Europe	PSP
2nd	Dead Space: Extraction	Electronic Arts	Wii
2nd	FIFA 10	Electronic Arts	360, DS, PC, PS2, PS3, PSP, Wii
7th	South Park Let's Go Tower Defense Play	Microsoft	360
9th	Cities XL	Monte Cristo	PC
9th	Kingdom Hearts 358/2 Days	Square Enix	DS
9th	Operation Flashpoint: Dragon Rising	Codemasters	360, PC, PS3
16th	Brutal Legend	Electronic Arts	360, PS3
16th	Mario & Luigi: Bowser's Inside Story	Nintendo	DS
16th	Mario & Sonic at the Olympic Winter Games	SEGA	DS, Wii
23rd	Borderlands	2K Games	360, PC, PS3
23rd	Dragon Age: Origins	Electronic Arts	360, PC, PS3
23rd	Forza Motorsport 3	Microsoft	360
23rd	Ghostbusters	Sony Computer Entertainment Europe	PSP
29th	Grand Theft Auto IV: The Ballad of Gay Tony	Rockstar Games	360
30th	Fallout 3: Game of the Year Edition	Bethesda Softworks	360, PC, PS3
30th	LittleBigPlanet	Sony Computer Entertainment	PSP
30th	Tekken 6	Namco Bandai	360, PSP
<b>November</b>			
6th	Band Hero	Activision	360, PS2, PS3, Wii
6th	LEGO Indiana Jones 2: The Adventure Continues	Lucasarts	360, DS, PC, PS3, PSP, Wii
6th	Wii Fit Plus	Nintendo	Wii
10th	Call of Duty: Modern Warfare	Activision Blizzard	Wii
10th	Call of Duty: Modern Warfare 2	Activision	360, PC, PS3
10th	Call of Duty: Modern Warfare: Mobilised	Activision	DS
17th	Left 4 Dead 2	Valve Software	360, PC
20th	Assassin's Creed 2	Ubisoft	360, PS3
20th	Assassin's Creed: Bloodlines	Ubisoft	PSP