

Tendances 2010 dans le domaine des jeux vidéo
Source : DFC Intelligence « Video Game Trends Q4 2010 »

Pourquoi 2010 a été une excellente année pour la vente de consoles PS3 et Xbox 360, et non pour la vente de leurs jeux ?

- Récession.
- Diminution au niveau des jeux à « caractère musical ».
- La XBOX 360 a bien performé dans la vente des consoles grâce à la nouvelle console Slim 360.
- La cannibalisation par les jeux sur Facebook et appareils mobiles est marginale.
- Sans nouvelles consoles sur le marché et principalement en période de récession, les consommateurs se tournent vers les jeux usagés et/ou les jeux « classiques ».
- Kinect et Move sont des tentatives pour se protéger du vieillissement des consoles afin de maintenir les ventes auprès des consommateurs. Il y aura probablement beaucoup de ventes durant les vacances de Noël, mais c'est un défi pour le long terme.

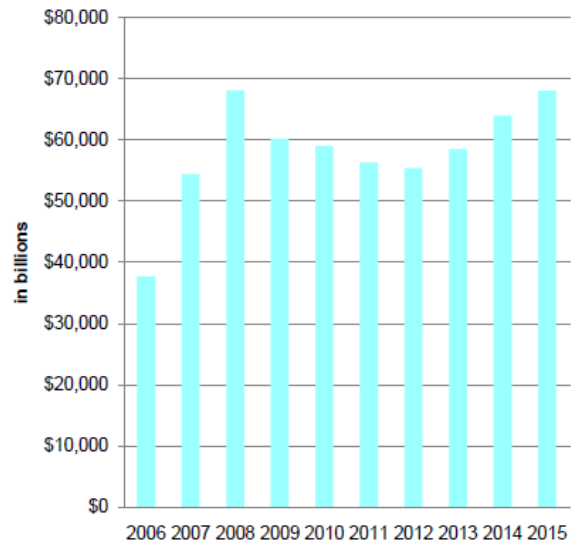
Facebook et iPhone

- Les impacts sur les ventes au détail et sur les jeux traditionnels devraient être limités et de courte durée.
- Les jeux sur Facebook et le iPhone pourraient attirer plus de gens à consommer des jeux vidéo sur des plateformes traditionnelles.
- Les coûts de production de jeux sont beaucoup moins élevés que pour les consoles traditionnelles.
- Le potentiel de revenu est moins élevé, mais les profits peuvent être beaucoup plus élevés.
- Apple est en train de créer une plateforme légitime avec iOS (iPhone, iPod Touch, iPad).
- Il y a peu de profit à faire avec les « hardcore gamers ».
- Le plus grand problème est lié à la diminution des prix des logiciels du iPhone.

Market Overview

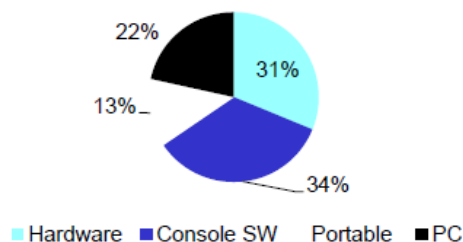
- Market includes video game hardware, console software, PC software and mobile software
- The market is down from its peak in 2008
- Console hardware is the leading driver of sales and the console systems are starting to show their age
- PC games have increased but not enough to replace decline in console sales
- Portable market faces decline of Nintendo DS and while other portable platforms grow it is not enough to replace DS decline
- Understanding multiple platforms, emerging markets and new business models based on online usage are becoming keys to growth

DFC Forecasted Worldwide Video Game Revenue

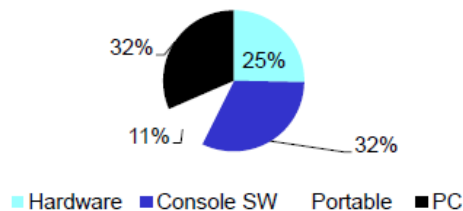


Console Hardware Declines in Importance

2009 Market Breakdown



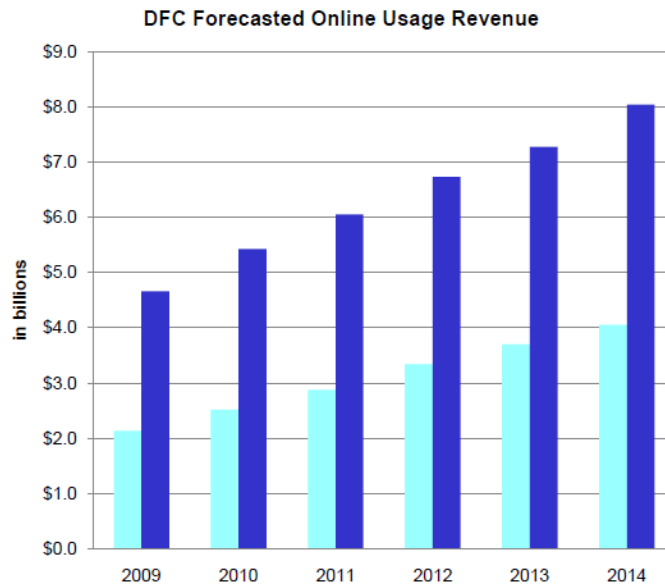
2012 Market Breakdown



- Much of the revenue decline is due to declining revenue from consoles
- A significant revenue loss is due to price drops of hardware
- Console software is likely to continue to decline until new game systems are released
- Portable software should be steady
- PC is fastest growing market

Online Usage Models are Already Major Revenue Generators, Especially in Asia

Online Usage Revenue includes subscriptions and virtual item models where the product is consumed and/or no longer usable once the consumer stops paying.



Hardware sales have actually been better than expected

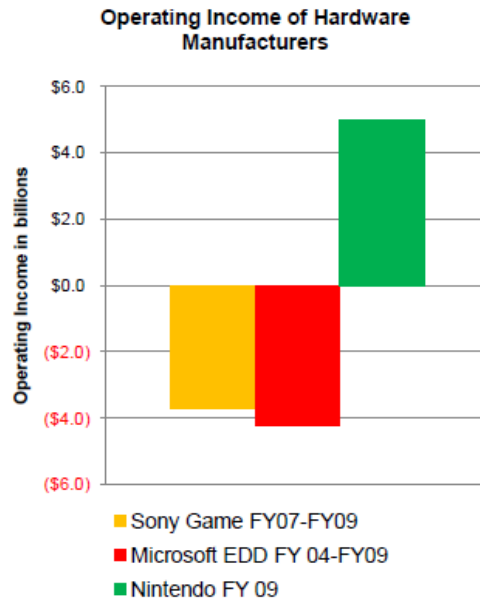
- 50% of sales occurs in fourth quarter so the jury is still out
- Xbox 360 will continue near term momentum with strong boost from immense Kinect marketing
 - Should outperform our forecast
 - Many replacement purchases
- Sony PS3 has had a decent year
 - European sales expected to lead over US
 - Move plus Blu-ray could equal a compelling package
- Wii has struggled but they have a nice holiday lineup and hardware bundle...could beat our forecast
- DS is in a decline with 3DS due out in CY 2011
- PSP is all but dead



System	Forecast 2010 vs 2009	First 9 Month Performance
PS3	10%	Above
X360	-6%	Above
Wii	-24%	On Track
DS	-38%	On Track
PSP	-17%	Below

The Console Market is Broken

- It costs billions to develop and launch a new platform
- Sony and Microsoft have been forced to sell their hardware at a loss
- Sony and Microsoft are not able to make up the money on software
- Both Sony and Microsoft need their current systems to last for at least another five years
- RESULT: Existing consoles are likely to see incremental changes with no brand new system on the horizon
- Nintendo may be the one to drive a new hardware upgrade cycle



What Happens with the Console Cycle

- New console launches create excitement and spur consumer spending
- What happens when there is not a new console launch?
- Running the numbers under several scenarios shows an inevitable downturn without a new console launch to spur the market
- In addition, a large portion of spending is likely to be on used and budget products

