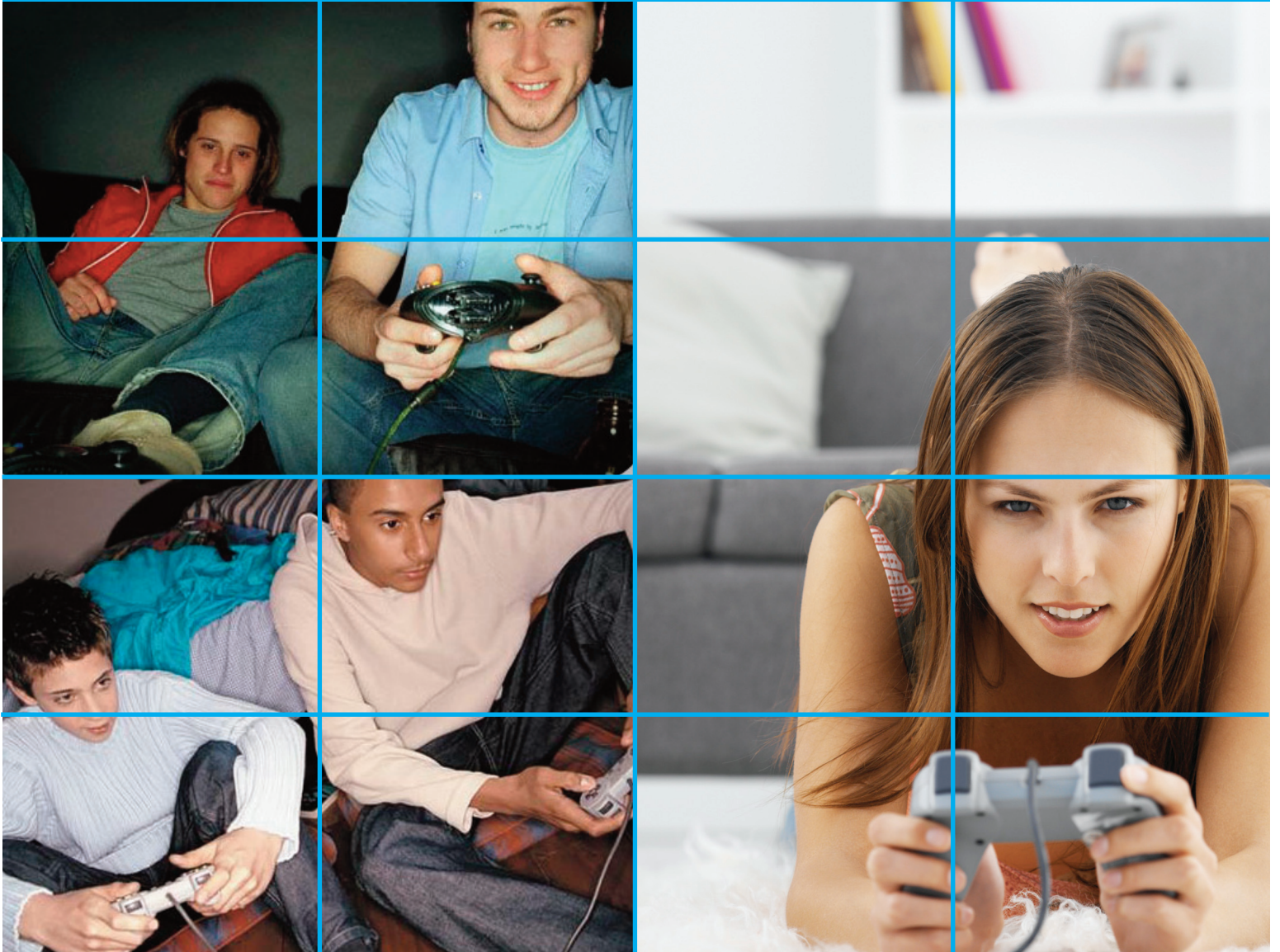


nielsen



Grand Theft Auto: The Brand That Hits (And injures and steals and...sells)

August 2008

Introduction

The strength of the Grand Theft Auto brand has grown significantly since the game was released in 1997. The reasons for its popularity are various - technology, game design and, most notably, simulated crime in a violent and content-heavy adult sandbox. Ask almost any gamer and they will know the name as well as the Marios, Maddens and Halos of the world.

The 2001 transition from the top-down view of Grand Theft Auto II to a 3D environment in Grand Theft Auto III brought with it more immersive environments, higher-end graphics, licensed music and ultimately the title of the best selling game of that year.¹ After this release, gamers and the media alike quickly made the Grand Theft Auto brand a household name. The 2008 release of Grand Theft Auto IV (GTA IV) was an entertainment industry blockbuster event, with record first week sales of \$500 million² and a barrage of media coverage. Gamer or not, it was difficult to avoid the buzz surrounding the game.

Nielsen Games added numerous questions related to GTA IV into its' weekly Video Game Tracking survey to gather additional market insights about this release. Approximately 1200 gamers were interviewed per week over a five week period beginning April 28, 2008. From this base of over 6,000 respondents, a total of 736 respondents indicated they bought GTA IV, and 1,582 respondents indicated positive purchase intent for the game. These 2,300+ unique respondents answered GTA IV-related questions about console preference, place and timing of purchase, primary reason for purchase, game purchasing habits and gameplay intentions. The following are the results of this study, along with historical insights from Nielsen Games' Video Game Tracking product.

Highlights:

- GTA IV unaided awareness levels during the week of release surpassed all other AAA titles of the past few years, with the exception of Halo 3
- Sources of awareness differ notably based on age, gender and race
- Video Game specialty retailers were the leading place of purchase for GTA IV
- Gamers 18 to 24 were the least likely purchasers of the special edition of GTA IV
- Exclusive Xbox 360 episodic content was a notable factor in deciding which console version of GTA IV to purchase
- Over half of respondents (54%) indicated they would play GTA IV for 6 months or less; 28% indicated gameplay for 12+ months
- Gamers under 17 indicated the ability to either buy the game themselves or have their parent buy it for them
- 59% of respondents always buy blockbuster titles new; 19% of respondents buy all of their games new
- Price was a factor for respondents indicating a positive interest in buying GTA IV; 42% of these respondents would either wait for a price drop (33%) or buy the game used (9%)

¹ Source: IGN.com, "The History of Grand Theft Auto", March 28, 2008

² Source: New York Times, "A \$500 Million Week for Grand Theft Auto", May 7, 2008

Game Awareness

One metric to gauge the magnitude of a game brand is awareness. The awareness level of GTA IV during the week of release was significantly high, with 23% of Nielsen Games' Video Game Tracking respondents entering the game title, unaided by survey questions/prompts, as a game they are thinking about. (See Figure 1) Compared to awareness of other AAA titles such as Halo 3, Metal Gear Solid 4 and Madden NFL 08, GTA IV ranks among the highest ever.

Figure 1

Unaided Awareness Metrics during the week of release					
Measures	GTA IV	Halo 3	Metal Gear Solid 4: Guns of the Patriots	Super Mario Galaxy	Madden NFL 08
Publisher	Rockstar Games	Microsoft	Konami	Nintendo	Electronic Arts
Release Date	4/28/2008	9/25/2007	6/12/2008	11/12/2007	8/14/2007
Unaided Awareness	23%	32%	9%	5%	18%
Unaided Awareness First Choice	10%	16%	3%	2%	8%

Source: Nielsen Games' Video Game Tracking Service, April-May 2008. As shown – unaided awareness levels for titles during the week of launch. Unaided awareness is indicative of gamer respondents typing in the names/titles of games they are thinking about at the time of survey. Unaided awareness-First Choice is indicative of which game would be the gamer respondents' first choice for their next game purchase.

Various types of media were the sources of GTA IV awareness in different demographic groups. Online reviews or previews had the highest impact on gamers 18 to 24, but were much less effective in reaching the older gamer 35 to 54. Pop-up or banner ads reached the core 18 to 24 male gamer more effectively than other male segments. Females 18 to 24 were more apt to hear about the game in a social context from friends, relatives or coworkers. African-Americans were best reached through TV commercials, while Asian-Americans were reached much less effectively via this medium. Asian-Americans became aware of the game mostly via online reviews or previews, at 46% the highest number for any segment of the data.

Overall the most effective media were online reviews/previews, TV commercials and viral methods (friends/relatives/coworkers). Game demo was the least effective medium, most likely because a game demo of GTA IV was not made available, followed by newspaper inserts/mailers/circulars and internet banners/pop-ups. Print ads still appear more effective in raising awareness compared to online ad placements. In-store posters/signs were also effective. A full demographic breakdown of all sources of awareness can be found in Table A in Appendix II.

When GTA IV was purchased

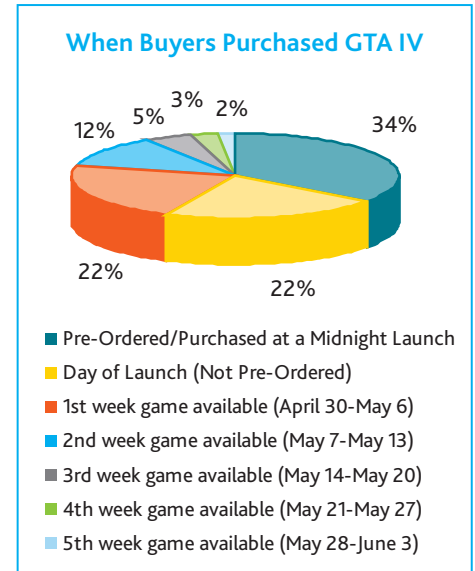
There was a significant degree of anticipation for GTA IV, even though the release date was delayed by six months. The data support this, as all 736 respondents who indicated they had bought GTA IV bought it within the first 5 weeks of release. 56% of purchasers pre-ordered or bought the game on the first day of release, and 78% bought the game within the first week of release. Looking deeper into the data, the results showed that among gamers aged 25-34, 43% pre-ordered or purchased the game at a midnight launch event, 23% higher than the composite. Alternatively, 29% of gamers 18-24 were content with purchasing the game during the first week GTA IV was available, which was 32% higher than the total. A more detailed analysis of this data can be found in Table B of Appendix II.

Where GTA IV was purchased

Overall results for place of purchase trended towards retail outlets that typically serve the gaming community. Almost half (48%) of the respondents indicated that the place for their GTA IV purchase was a video game centric retailer, such as GameStop or GameCrazy. The data indicate that these types of stores not only excel at selling used merchandise but also compete for purchases of new games. It is interesting to note that the percentage of online sales was relatively low, perhaps hampered by the sense of urgency from gamers to play the game right away and the possibility that the core demographic did not own a credit card to pre-order.

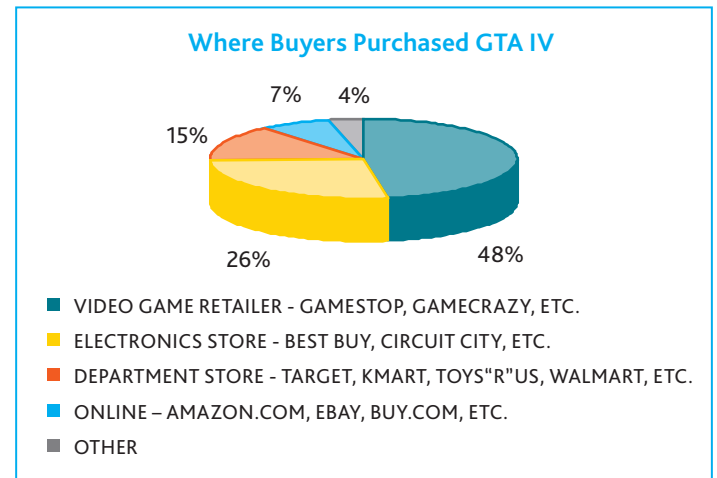
There are notable differences in purchase location preference among different age and gender segments. Females were more likely than males (24% vs. 14%) to buy GTA IV at a standard department store such as Wal-Mart or Target. 25-34-year-olds made 54% of their purchases at video game storefronts, (GameStop, etc.) which was almost 13% higher than the overall numbers. Respondents 35+ patronized electronics stores at a 42% higher rate than the total. (37% vs. 26%) Additional data can be found in Table C of Appendix II.

Figure 3



Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Figure 4



Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

The dynamics of the GTA IV purchase

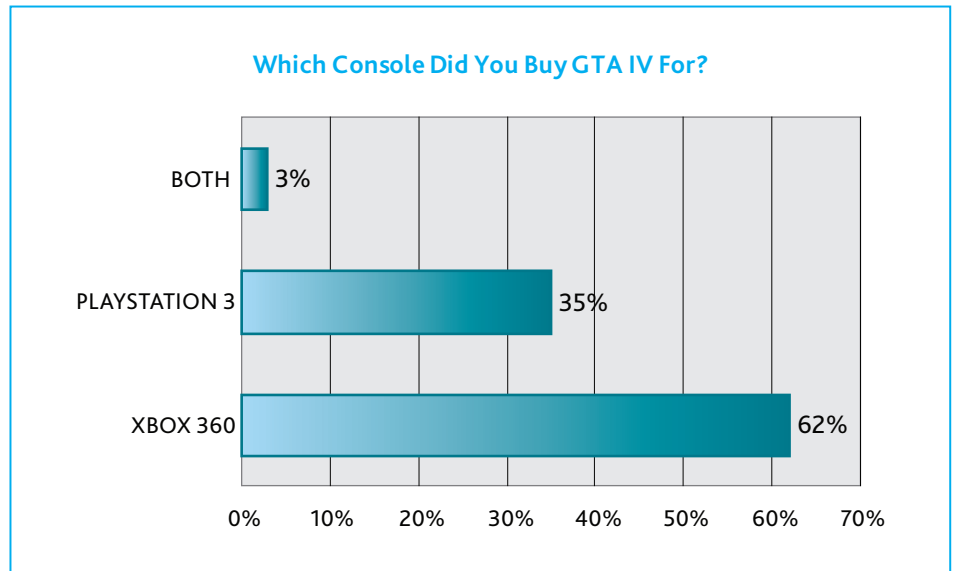
Marketplace questions surfaced as to GTA IV's ability to be a 'system mover', driving sales for either the Xbox 360 (primarily due to the exclusive upcoming episodic content) or the PS3 (for loyal PS2 owners who perhaps were waiting for GTA IV to take the next-gen leap). Also of interest was the degree of popularity of the special edition of the game.

Overall numbers showed that 78% of GTA IV purchasers bought the standard edition with 22% opting for the special edition. Females, interestingly, bought the special edition at a higher percentage than males (30% vs. 21%). Younger gamers aged 13-17 were 45% over the composite (32% vs. 22%) for the special edition. Gamers 18-24 skewed higher (9% higher than the composite) towards the standard edition, perhaps suggesting that the special edition contents did not register as "must have" with the core demo.

In terms of console preference, the Xbox 360 had a decided edge with those who had purchased the game, as 62% indicated they bought it for the Microsoft console. However, gamers 35+ were less likely to purchase for the Xbox 360 (52%), possibly suggesting more Sony brand loyalty from older gamers.

As to whether GTA IV moved consoles, the PS3 showed slightly higher numbers than the Xbox 360 (6% vs. 4%) for gamers who combined their GTA IV game purchase with a console. This could be indicative of higher saturation of the Xbox 360 in the next-gen market when compared to the PS3 and as such, having fewer "holdouts" for purchasing the respective next-gen console of choice. Of note, no female respondents indicated they bought an Xbox 360 along with GTA IV, which could be a function of the demo targeting for console bundles, or it simply could be that women who were in the market for a next-gen system preferred the PS3 product/console offering. For gamers aged 35+, 10% of those purchasing GTA IV also purchased a PS3, which was 67% higher than the 6% composite mark. See Tables D-F in Appendix II for a more in-depth analysis

Figure 5



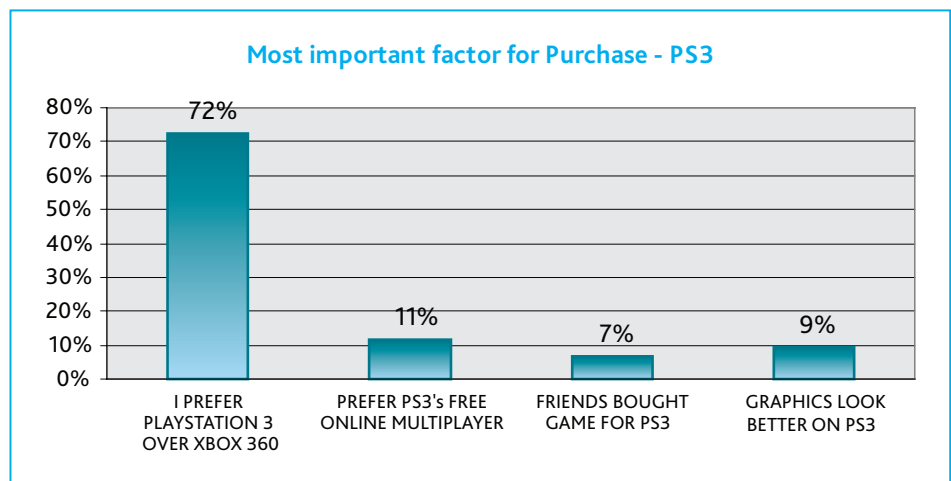
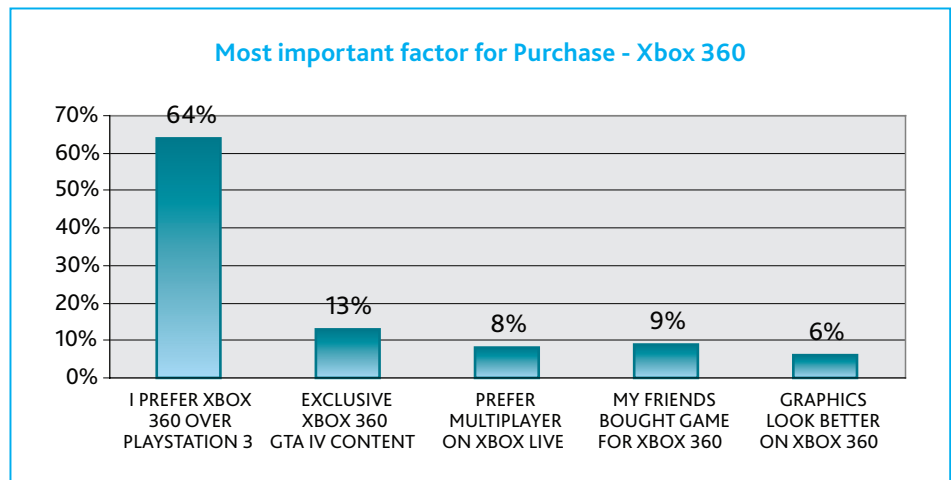
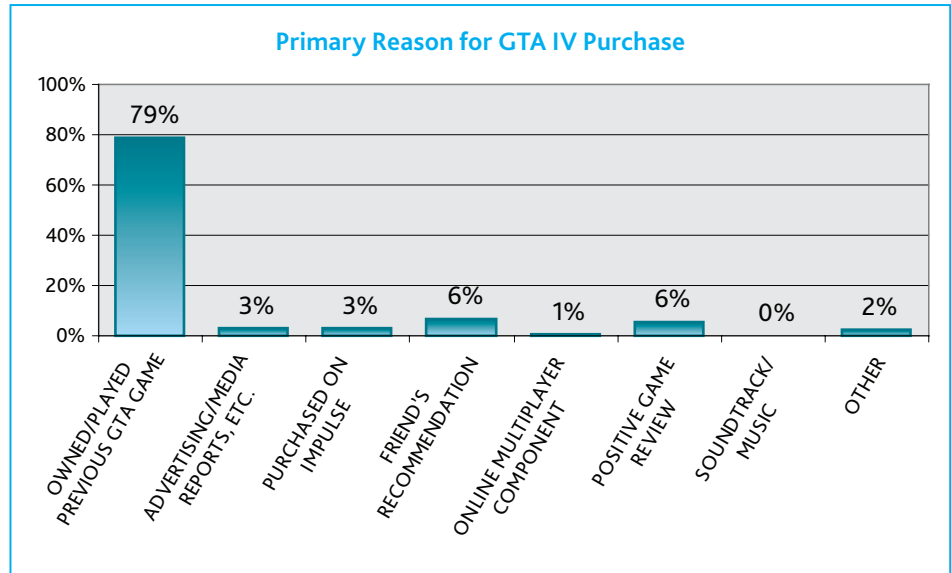
Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Motivation to buy GTA IV

GTA IV purchasers responded overwhelmingly that they bought the new version because they had played or owned a previous version (79%), showing the strength of the franchise among GTA fans and their continued interest in the brand. Rounding out the reasons for purchase at 6% each were a friend's recommendation and a positive game review. Although GTA IV introduced a robust console-based multiplayer for the first time, (the PSP versions of Grand Theft Auto already had multiplayer capability) multiplayer was rarely a primary factor (1%) in the decision to purchase GTA IV.

For those respondents who own both the Xbox 360 and the PS3, there were varied reasons for choosing which GTA IV version to purchase. For those who chose the Xbox 360 version, a preference for the Xbox 360 console was the primary response at 42%, with upcoming exclusive GTA IV content for Xbox 360 coming in second, netting 25% of the response. For those who chose the PS3 version, the top choices were preference for the PS3 console (56% of response) and the free online multiplayer experience of the PS3 (19% of response). Additional data can be found in Table G in Appendix II.

Figures 6,7 & 8



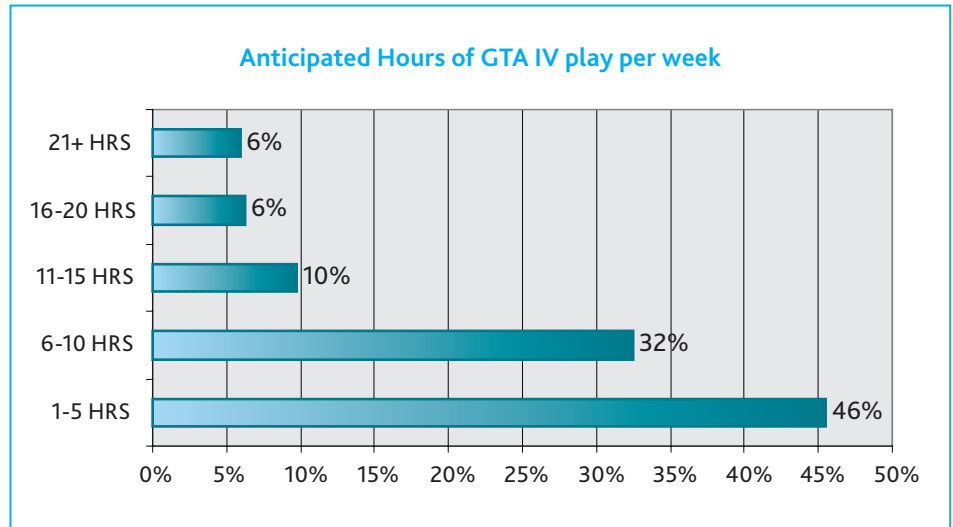
Figures 6, 7 & 8: Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Duration of Gameplay

The amount of anticipated GTA IV gameplay per week produced intriguing results, considering these gamers had only recently purchased the game. Overall, 78% anticipated playing the game 10 hours per week or less. Females skewed more towards playing 1-5 hours per week compared to males. (54% vs. 45%). Gamers 35+ followed a similar pattern of estimating 5 hours or less of GTA IV gameplay per week (52%).

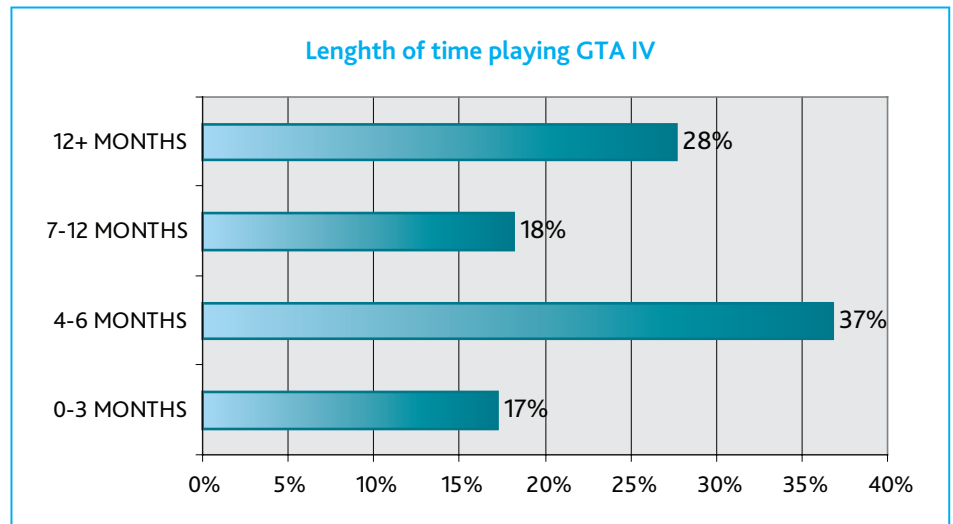
The anticipated shelf life of the game for GTA IV for over half (54%) of respondents was six months or less. 28% indicated they would play twelve months or more. Factors that may impact these results are the exclusive episodic content for the Xbox 360 (arriving in the Fall of '08), as well as the multiplayer component of the game, a first for the franchise. Additional data on gameplay duration can be found in Table H and I of Appendix II.

Figure 9



Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Figure 10



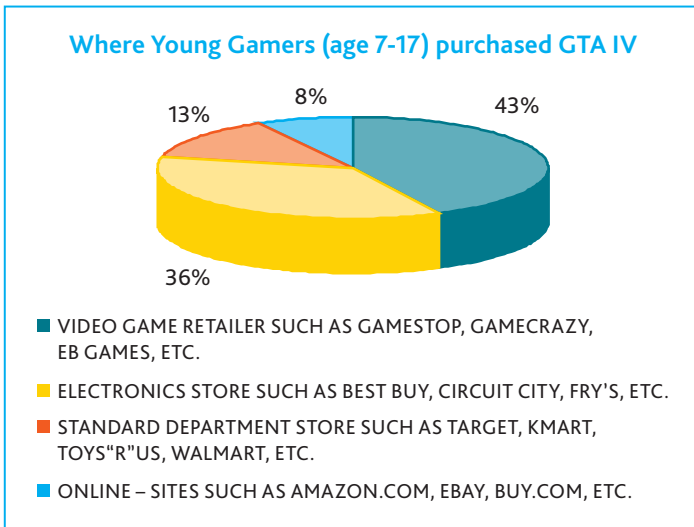
Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Underage M-Rated Purchasing

17% of the respondents who purchased GTA IV were aged 7 to 16. In the survey, respondents in the 7-12 and 13-17 age group were asked additional questions about their GTA IV purchase, with the 13-17 age group further defining whether they were 17 or younger. 61% of these younger gamers indicated that they purchased the M-rated game themselves, with 39% of the young gamers responding that someone else bought the game for them.

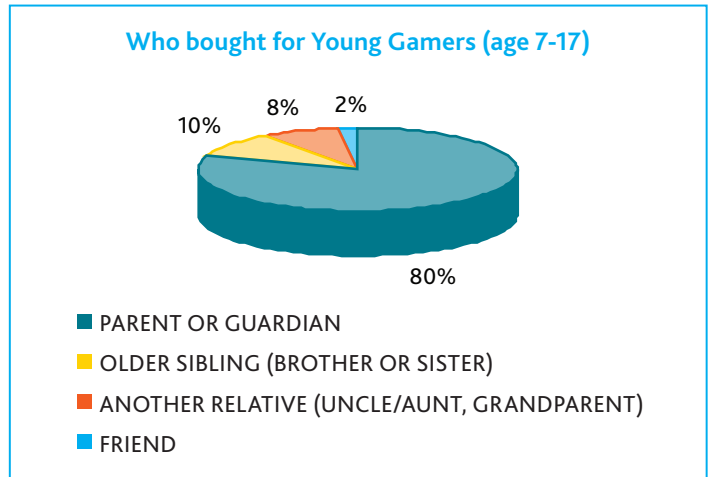
Interestingly enough, parents/guardians were pegged as the biggest facilitators for getting the controversial game into the hands of these young respondents, garnering 80% of the response. Friends, siblings and other relatives rounded out the other 20% of the response.

Figure 11



Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Figure 12



Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Purchase of highly anticipated/blockbuster video games

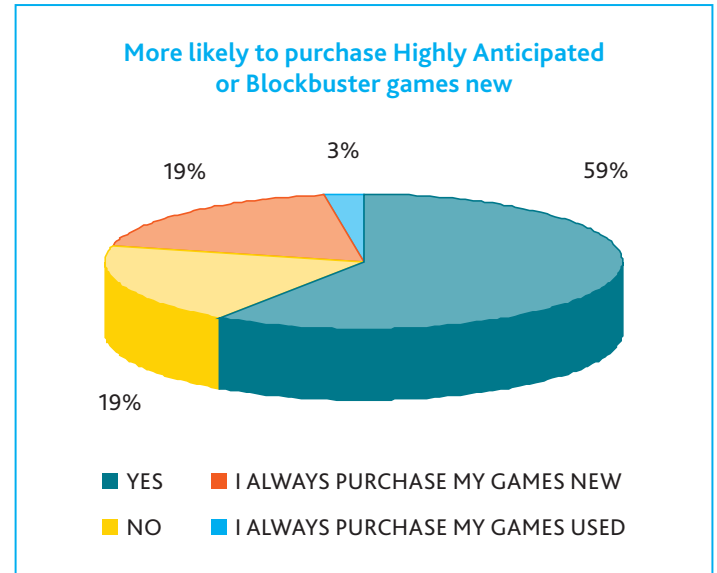
Respondents were also asked about their likelihood to purchase blockbuster titles such as GTA IV new vs. used. Out of the 2,300+ respondents, 59% responded they are likely to buy blockbuster games new, and 19% indicated they always purchase their games new. Women and young children (7-12) were less likely to buy titles new, while 25 to 34 year-old gamers were more likely to buy the game new. 80% in this age bracket responded that they always buy games new or are more likely to purchase blockbuster titles new. 3% indicated that they always buy their games in used condition. 13-17 year-olds and gamers 35+ were both above average for always buying games new at 22% each. More details on this data can be found in Table J in Appendix II.

Purchase intent

For the 1,582 respondents who did not own the game and showed positive interest in purchasing GTA IV, there were variations in data compared to respondents who already purchased the game. It appears that the Xbox 360 resonates more favorably with younger gamers (ages 7-17). 53% of these respondents intend to purchase GTA IV for the Xbox 360. Alternatively, the PS3 was favored for older gamers in the 25-34 and 35+ age groups. 58% and 54% respectively indicated they will buy GTA IV for the PS3.

The numbers are much different for those intending to purchase the game versus those who already purchased the game. The distribution was much more even among intenders between the two consoles, with Xbox 360's 48% narrowly edging out PS3's 47%.

Figure 13



Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Figure 14

Console Preference for GTA IV Purchase Intenders			
	XBOX 360	PS3	BOTH
Overall	48%	47%	5%
7-12	53%	34%	13%
13-17	53%	40%	7%
18-24	49%	46%	5%
25-34	39%	58%	2%
35+	44%	54%	3%

Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

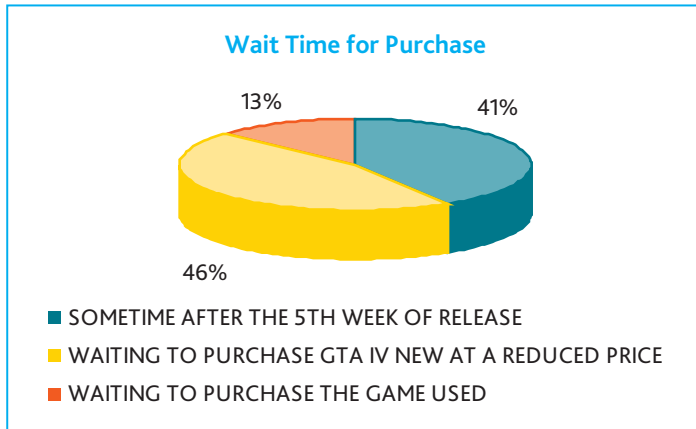
Figure 15

Console Preference: Buyers vs. Purchase Intenders				
	Total	Xbox 360	PS3	BOTH
Buyers	736	62%	35%	3%
Purchase Intenders	1,582	48%	47%	5%

Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Among those purchase intenders willing to wait for GTA IV (planning to purchase after the game was available for at least 5 weeks), it was interesting to note that more than half (59%) indicated that they would either wait for a price drop (46%) or wait to purchase the game used (13%). This provides some insight into the price sensitivities of gamers who decided they could wait to experience the game everyone was talking about.

Figure 16



Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Women and older gamers (35+) indicated less than average proclivity to purchase the game from a video game specialty retailer (35% and 32% vs. 42% overall). Women responded that they are 26% more likely to buy GTA IV from an electronics store (34% vs. 27% overall) than the composite. Older gamers indicated a 44% higher rate than the total for buying GTA IV from a regular department store (26% vs. 18% overall).

Compared to the respondents who already bought the game, respondents who intend to purchase GTA IV showed similar preferences in terms of where they plan to buy the game. Notable exceptions were gamers age 25+, where the numbers varied more than a few percentage points among the variables. 14% of purchase intenders 25-34 plan to buy GTA IV online versus the 6% of buyer respondents who bought online. For respondents aged 35+, 26% of purchase intenders indicated purchase intent at a standard department store compared to 15% of buyer respondents. More information can be found in Tables C and K of Appendix II.

Summary

The survey indicated various insights into fans of the Grand Theft Auto franchise and AAA titles in general. First and foremost, the awareness of the Grand Theft Auto brand is exceptionally high compared to almost all titles of recent memory. The source of consumer/gamer awareness varied by elements of age, race and gender. Gamers are more likely to buy AAA/blockbuster titles new vs. used.

Questions regarding GTA IV purchase or purchase intent elicited interesting results. Gamers under seventeen indicated relative ease in purchasing the M-Rated game themselves, and in the cases where they were not, parents were the primary facilitators in getting them the game. 18 to 24 year-olds were least likely to purchase the special edition of the game. Price was a factor for purchase intenders, with many indicating a desire to wait for a price drop or to buy GTA IV used. The Xbox 360 version of GTA IV was more popular, with exclusive episodic content a factor in the purchase. Specialty retailers of video games were the leading place of purchase for GTA IV.

Anticipated gameplay duration rounded out the results. The shelf life of the game for over half (54%) of respondents was 6 months or less. 28% indicated they would play twelve months or more. Factors that may impact these results are the exclusive episodic content for the Xbox 360 (arriving in the Fall of '08), as well as the multi-player component of the game, a first for the franchise.

With a strong brand and critical acclaim, Grand Theft Auto looks poised to continue its stranglehold on the wallets and mindshare of the gamer community. With an upcoming exclusive Nintendo DS title named: Grand Theft Auto—Chinatown Wars, it should be interesting to see how the brand reinvents itself on the handheld console that has sold over 70 million units worldwide.³



For additional information regarding this topic or *Nielsen Games*, please contact

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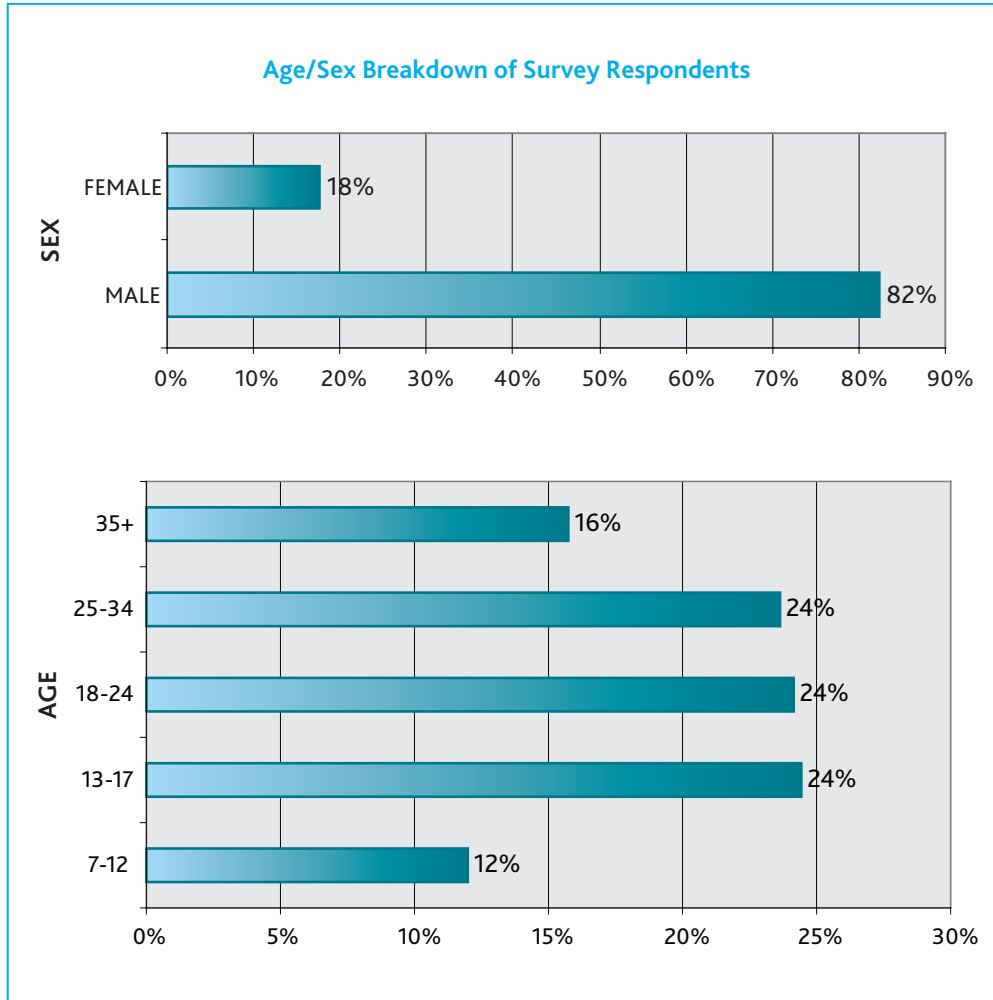
Bradley.Raczka@nielsen.com

Michael.Flamberg@nielsen.com

³ Source: Nintendo Consolidated Financial Statements, April 24, 2008

Appendix I

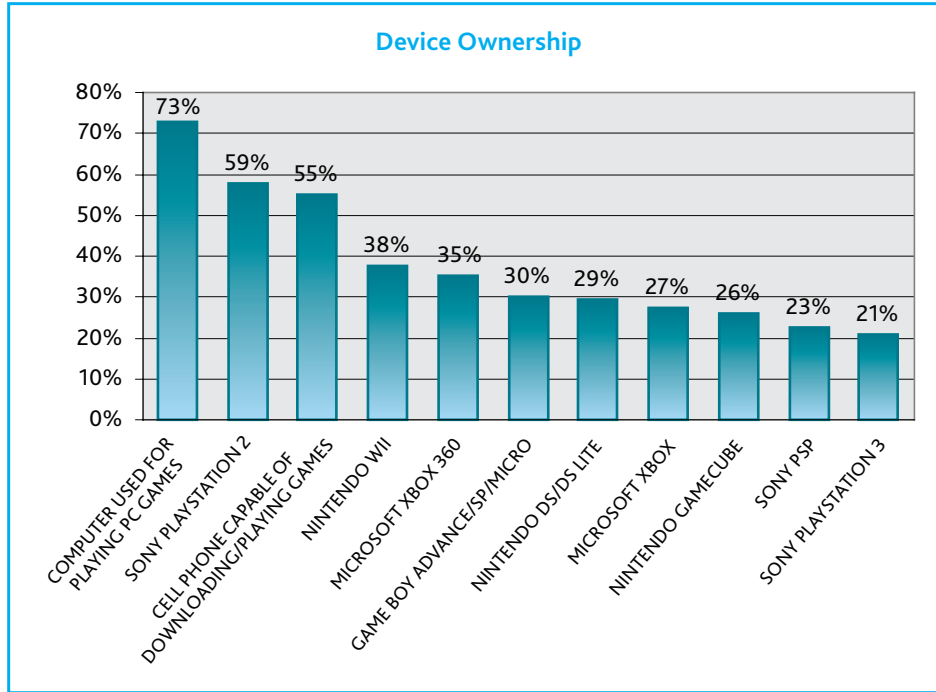
Chart A



Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Appendix I

Chart B



Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Appendix II

Table A

GTA IV - Source of Awareness											
Segment	Sample Size	TV commercials	Online reviews or previews	Magazine ads	In-store posters or signs	Review in a magazine or newspaper	Newspaper inserts, store mailers or circulars	Friends, relatives, or coworkers	Online retailer websites	Internet banner or pop-up ads	Demo of the game
Total	25470	34%	35%	23%	18%	16%	7%	28%	12%	7%	3%
Males	20253	33%	38%	25%	19%	17%	7%	28%	13%	8%	4%
Females	5217	35%	23%	18%	17%	13%	6%	32%	11%	6%	3%
Age 13 to 17	5879	31%	32%	23%	16%	14%	6%	30%	11%	6%	4%
Age 18 to 24	7913	35%	41%	24%	20%	17%	7%	31%	13%	9%	3%
Age 25 to 34	4713	33%	38%	25%	19%	19%	7%	26%	14%	8%	3%
Age 35 to 54	2774	35%	22%	20%	18%	14%	5%	23%	9%	4%	3%
Males 13 to 17	5051	30%	34%	24%	17%	15%	6%	29%	11%	6%	4%
Males 18 to 24	6310	35%	44%	25%	20%	18%	7%	29%	14%	10%	4%
Males 25 to 34	3868	32%	42%	27%	19%	19%	7%	25%	14%	8%	3%
Males 35 to 54	2045	36%	24%	20%	18%	15%	5%	22%	10%	5%	3%
Females 13 to 17	828	35%	24%	17%	13%	10%	5%	32%	12%	7%	4%
Females 18 to 24	1602	36%	26%	18%	18%	13%	7%	36%	11%	7%	2%
Females 25 to 34	845	35%	23%	18%	18%	18%	7%	30%	13%	7%	2%
Females 35 to 54	728	34%	15%	20%	18%	10%	5%	27%	8%	2%	4%
Males under 25	14338	33%	39%	25%	19%	16%	7%	29%	13%	8%	4%
Males 25 & Over	5914	33%	36%	25%	19%	18%	6%	24%	13%	7%	3%
Females under 25	3643	35%	26%	18%	17%	12%	7%	35%	11%	7%	3%
Females 25 & Over	1573	35%	19%	19%	18%	14%	6%	28%	11%	5%	3%
Caucasian	15356	33%	34%	23%	18%	16%	6%	29%	12%	7%	3%
African American	3137	39%	31%	22%	19%	15%	7%	27%	12%	6%	5%
Hispanic	3039	38%	39%	27%	20%	17%	8%	29%	14%	9%	3%
Asian	2572	25%	46%	25%	17%	15%	8%	27%	15%	8%	3%
Xbox 360 Gamers	18463	33%	37%	24%	19%	17%	7%	28%	13%	8%	4%
PS3 Gamers	19987	34%	35%	23%	18%	16%	7%	28%	12%	8%	4%
Wii Gamers	16944	33%	37%	24%	19%	17%	7%	27%	13%	8%	3%
Heavy Users	13663	32%	40%	26%	20%	19%	8%	27%	14%	9%	4%
Moderate Users	9958	35%	32%	21%	18%	14%	5%	29%	11%	7%	3%
Casual Users	1848	41%	24%	17%	13%	9%	4%	33%	7%	5%	3%

Source: Nielsen Games' Video Game Tracking Service, April-May 2008.
 Note: Sample size of 25,470 represents all gamers over the past year who have mentioned GTA IV in the weekly survey.

Appendix II

Table B

When Buyers Purchased Grand Theft Auto IV								
	TOTAL	MALE	FMLE	7-12	13-17	18-24	25-34	35+
BASE: UNWEIGHTED	736	682	54	22	149	245	268	52
PRE-ORDERED AND/OR PURCHASED AT A MIDNIGHT GAME LAUNCH	35%	35%	33%	41%	26%	31%	43%	33%
DAY OF LAUNCH (APRIL 29), BUT DID NOT PRE-ORDER THE GAME	22%	22%	19%	23%	23%	20%	25%	12%
FIRST WEEK THE GAME WAS AVAILABLE (APRIL 30-MAY 6)	22%	23%	13%	27%	20%	29%	16%	21%
SECOND WEEK THE GAME WAS AVAILABLE (MAY 7-MAY 13)	12%	11%	20%	5%	15%	12%	9%	23%
THIRD WEEK THE GAME WAS AVAILABLE (MAY 14-MAY 20)	5%	5%	7%	5%	8%	4%	4%	4%
FOURTH WEEK THE GAME WAS AVAILABLE (MAY 21-MAY 27)	3%	2%	6%	0%	5%	2%	2%	4%
FIFTH WEEK THE GAME WAS AVAILABLE (MAY 28-JUNE 3)	2%	2%	2%	0%	2%	2%	1%	4%

Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Table C

Where Buyers Purchased GTA IV								
	TOTAL	MALE	FMLE	7-12	13-17	18-24	25-34	35+
BASE: UNWEIGHTED	736	682	54	22	149	245	268	52
VIDEO GAME RETAILER SUCH AS GAMESTOP, GAMECRAZY, EB GAMES, ETC.	48%	48%	39%	32%	44%	47%	54%	37%
ELECTRONICS STORE SUCH AS BEST BUY, CIRCUIT CITY, FRY'S, ETC.	26%	26%	30%	50%	32%	25%	21%	37%
STANDARD DEPARTMENT STORE SUCH AS TARGET, KMART, TOYS R US, WALMART, ETC.	15%	14%	24%	5%	14%	18%	14%	15%
ONLINE – SITES SUCH AS AMAZON.COM, EBAY, BUY.COM, ETC.	7%	7%	7%	14%	9%	8%	6%	8%
OTHER	4%	4%	0%	0%	1%	2%	6%	4%

Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Appendix II

Table D

Which Version Of Grand Theft Auto IV Did You Purchase?								
	TOTAL	MALE	FMLE	7-12	13-17	18-24	25-34	35+
BASE: UNWEIGHTED	736	682	54	22	149	245	268	52
GTA IV	78%	79%	70%	64%	68%	85%	79%	79%
GTA IV: SPECIAL EDITION	22%	21%	30%	36%	32%	15%	21%	21%

Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Table E

Did You Purchase Any Game System(s) At The Same Time You Purchased Grand Theft Auto IV?								
	TOTAL	MALE	FMLE	7-12	13-17	18-24	25-34	35+
BASE: UNWEIGHTED	736	682	54	22	149	245	268	52
YES, I PURCHASED AN XBOX 360 ALONG WITH THE GAME	4%	4%	0%	5%	5%	3%	3%	4%
YES, I PURCHASED A PLAYSTATION 3 ALONG WITH THE GAME	6%	5%	7%	5%	7%	6%	3%	10%
NO, I DID NOT PURCHASE A GAME SYSTEM ALONG WITH GRAND THEFT AUTO IV	91%	91%	93%	91%	88%	91%	94%	87%

Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Table F

Console Purchased for Grand Theft Auto IV											
	TOTAL	MALE	FMLE	7-12	13-17	18-24	25-34	35+	XBOX 360 GAMER	PS3 GAMER	360 AND PS3 GAMER
BASE: UNWEIGHTED	736	682	54	22	149	245	268	52	525	341	167
XBOX 360	62%	62%	63%	68%	62%	63%	62%	52%	84%	26%	51%
PLAYSTATION 3	35%	35%	33%	23%	38%	34%	34%	42%	13%	69%	38%
BOTH	3%	3%	4%	9%	1%	2%	4%	6%	3%	6%	11%

Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Appendix II

Table G

Owners of both Xbox 360 & PS3 who bought XBOX 360 Version		85
CONSOLE PREFERENCE – I PREFER THE XBOX 360 OVER THE PLAYSTATION 3		42%
UPCOMING EXCLUSIVE XBOX 360 GTA IV CONTENT		25%
PREFER MULTIPLAYER EXPERIENCE ON XBOX LIVE		13%
MY FRIENDS BOUGHT THE GAME FOR XBOX 360		15%
GRAPHICS LOOK BETTER ON XBOX 360		5%
Owners of both Xbox 360 & PS3 who bought PS3 Version		64
CONSOLE PREFERENCE – I PREFER THE XBOX 360 OVER THE PLAYSTATION 3		56%
UPCOMING EXCLUSIVE XBOX 360 GTA IV CONTENT		19%
MY FRIENDS BOUGHT THE GAME FOR XBOX 360		9%
GRAPHICS LOOK BETTER ON XBOX 360		16%
Source: Nielsen Games' Video Game Tracking Service, April-May 2008.		

Table H

Anticipated Hours of GTA IV Play per week								
	TOTAL	MALE	FMLE	7-12	13-17	18-24	25-34	35+
BASE: UNWEIGHTED	736	682	54	22	149	245	268	52
1-5 HOURS	46%	45%	54%	50%	40%	48%	44%	52%
6-10 HOURS	32%	34%	17%	27%	32%	31%	34%	33%
11-15 HOURS	10%	9%	15%	5%	12%	10%	10%	4%
16-20 HOURS	6%	6%	7%	9%	8%	4%	7%	4%
21+ HOURS	6%	6%	7%	9%	7%	6%	5%	8%
Source: Nielsen Games' Video Game Tracking Service, April-May 2008.								

Table I

How Long Do You Think You Will Be Playing Grand Theft Auto IV?								
	TOTAL	MALE	FMLE	7-12	13-17	18-24	25-34	35+
BASE: UNWEIGHTED	736	682	54	22	149	245	268	52
0-3 MONTHS	17%	17%	17%	23%	11%	17%	20%	19%
4-6 MONTHS	37%	37%	35%	36%	28%	36%	43%	33%
7-12 MONTHS	18%	18%	17%	14%	26%	17%	15%	19%
12+ MONTHS	28%	27%	31%	27%	35%	30%	22%	29%
Source: Nielsen Games' Video Game Tracking Service, April-May 2008.								

Appendix II

Table J

More likely to purchase Highly Anticipated or Blockbuster games new								
	TOTAL	MALE	FMLE	7-12	13-17	18-24	25-34	35+
BASE: UNWEIGHTED	2318	2108	210	171	607	700	646	194
YES	59%	60%	54%	50%	57%	61%	63%	58%
NO	19%	19%	21%	25%	20%	21%	17%	18%
I ALWAYS PURCHASE MY GAMES NEW	19%	18%	21%	19%	22%	16%	17%	22%
I ALWAYS PURCHASE MY GAMES USED	3%	2%	4%	6%	1%	3%	3%	2%

Source: Nielsen Games' Video Game Tracking Service, April-May 2008.

Table K

Purchase Intenders: Intended Place of Purchase								
	TOTAL	MALE	FMLE	7-12	13-17	18-24	25-34	35+
BASE: UNWEIGHTED	1582	1426	156	149	458	455	378	142
VIDEO GAME RETAILER SUCH AS GAMESTOP, GAMECRAZY, EB GAMES, ETC.	42%	42%	35%	44%	44%	43%	40%	32%
ELECTRONICS STORE SUCH AS BEST BUY, CIRCUIT CITY, FRY'S, ETC.	27%	26%	34%	23%	26%	29%	26%	29%
STANDARD DEPARTMENT STORE SUCH AS TARGET, KMART, TOYS"R"US, WALMART, ETC.	18%	18%	17%	21%	20%	13%	16%	26%
ONLINE – SITES SUCH AS AMAZON.COM, EBAY, BUY.COM, ETC.	12%	12%	12%	10%	10%	13%	14%	11%
OTHER	2%	2%	1%	2%	1%	1%	3%	1%

Source: Nielsen Games' Video Game Tracking Service, April-May 2008.