

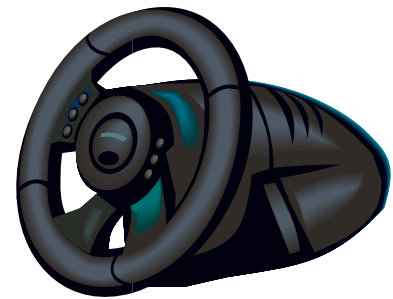


Video GAMERS™

Game Advertising & Measurement Evaluation Research Syndication

Prepared by:

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at
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Video GAMERS™

Video GAMERS™ takes a look at “in-game” advertising within the top video games available for console and portable gaming systems. The first wave examined 70 games currently available for the Microsoft Xbox 360 and Xbox, Sony Playstation 2 and PSP and the Nintendo GameCube, DS and Game Boy. In future waves, clients will have input into the games being targeted.

In addition to advertising recall, Video GAMERS™ delves into gamers’ opinions on the appropriateness of the advertising and likelihood to consider a brand because of in-game advertising. Besides the advertising component of the study, Video GAMERS™ also provides a full profile of active gamers including but not limited to... ownership, retail stores shopped at, magazine readership, information sources and demographics. The first wave of Video GAMERS™ also includes a full segmentation analysis based on active gamers time commitment to video games, ownership and monthly video spend.

We are conducting this study on a quarterly basis. Each wave of interviewing is comprised of 1,500 online interviews. The interviews are equally split between male and female gamers 18 years of age or older. We are speaking to what we are calling “active gamers”. To be considered active, a gamer must have played a video game on a current generation system within 30-days and in addition, the respondent must have either purchased, rented, or received that game in the past 30-days. By the time we start the next wave, we will be asking about the PS3 and Nintendo Wii. The 1,500 interviews have a statistical accuracy of +/- 2.5 points at the 95% confidence level.

The investment for this study is \$7,500 per wave. The price includes a full report in PowerPoint format and if desired the data file in either SPSS or ASCII format.



Study Contents

Background & Objectives

Methodology

Respondent Qualification Funnel

Executive Summary

Research Implications

Detailed Findings

- Top 15 Games Played

- In-Game Advertising Recall

- Appropriateness of In-game Advertising

- Likelihood to Consider Brands Advertised

- Video GAMERS™ Advertising Awareness Index (AI)

- Recall In-Game Advertising vs. Do NOT Recall In-Game Advertising Profile

- Video Game Systems Currently Owned

- Computers for Video Games

- Video Game Genres

- Preferred Video Game Genre

- Information Sources for Video Games

- Primary Information Sources for Video Games

- Retailers Used for Video Game Purchases

- Video Game Rentals

- Gaming Attitudes

- Magazine Readership

- Active Gamer Market Segmentation

- Active Gamer Demographic Profile

- Appendix (includes in-game advertising recall by game, category and Video GAMERS™ Advertising Awareness Index (AI))



Video Games Included in October 2006 Video GAMERS™ Study

2006 FIFA World Cup
Animal Crossing: Wild World
Big Brain Academy
Brain Age: Train Your Brain in Minutes a Day
Burnout Revenge
Call Of Duty 2
Cars
Chromehounds
Daxter
Dead Rising
Disgaea 2: Cursed Memories
Fable
Field Commander
Fight Night Round 3
Final Fantasy VII: Dirge of Cerberus
Flatout 2
God Of War
Gradius Collection
Grand Theft Auto: Liberty City Stories
Grand Theft Auto: San Andreas
Guitar Hero
Halo 2
Hitman: Blood Money
Just Cause
Kingdom Hearts II
LEGO Star Wars
LEGO Star Wars II: The Original Trilogy
Madden NFL 07
Mario Kart
Mario Kart: Double Dash !!
Mario vs. Donkey Kong 2: March of the Minis
Mega Man Powered Up
Metal Gear Solid 3: Subsistence
Metroid Prime: Hunters
Midnight Club 3 : Dub Edition Remix
Monster House

MotoGP 06
Naruto: Clash Of Ninja
Naruto: Ultimate Ninja
NBA 2K7
NBA Live 07
NCAA Football 07
New Super Mario Bros
NHL 07
NHL 2K7
Ninety-Nine Nights
Okami
Paper Mario: The Thousand Year Door
Pokemon Emerald
Prey
Race Driver 2006
Rockstar Games presents Table Tennis
Saints Row
Star Fox: Assault
Star Wars: Battlefront II
Super Mario Advance
Super Mario Sunshine
Super Robot Taisen: Original Generation
Super Smash Bro Melee
Syphon Filter: Dark Mirror
Teen Titans
Tekken: Dark Resurrection
Test Drive Unlimited
The Elder Scrolls IV: Oblivion
The Godfather: The Game
The Lord of the Rings, The Battle for Middle-Earth II
Tom Clancy's Ghost Recon: Advanced Warfighter
Top Spin 2
Tourist Trophy



Project Authorization

Please indicate the Video GAMERS™ service you desire...

- October 2006 Inaugural Wave -- \$7,500
- 2007 Video GAMERS™ (4 Waves @ \$7,500 each)

Accepted by:

Company: _____

Name: _____

Title: _____

Date: _____

Please fax back to (732) 563-8505



About Phoenix Marketing International

Phoenix Marketing International is a Marketing Consulting and Advanced Analytical Market Modeling firm specializing in assisting clients in the market management process, through the integration of market research information, segmentation, data mining, and direct market modeling and execution.

Our mission is to work with clients in long-term relationships to apply market information to management decisions in order to improve business results.

Phoenix provides a high-level of client consultation to a select group of clients, ensuring we can focus our understanding of research, the industry, and the client into actionable, appropriate recommendations.

The Principals are senior level researchers whom each possess more than two decades of both quantitative and qualitative experience.

Phoenix focuses its expertise in four industry sectors...

- Travel & Entertainment
- Financial Services
- High-End Consumer Package Goods
- Automotive



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