

Anticipation Building for Project Natal and PlayStation Move

*Top Line Research from Ipsos OTX MediaCT's GamePlan
Insights Illustrate Consumer Interest*

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Ipsos OTX MediaCT

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Los Angeles, CA, June 10, 2010 - As the gaming world anticipates the upcoming launch of Xbox's Natal and PlayStation's Move, Ipsos has been examining consumer interest in the products and their intent to purchase. Specifically, Ipsos OTX MediaCT's GamePlan Insights tracks gamer purchase behavior for Natal, Move, and all major software releases on a weekly basis.

"While we are still months away from launch, the current data suggests that Natal gamers are definitely Xbox 360 purists, while Move gamers have a stronger interest in other platforms," says Nick Williams, Director of Gaming Insights at Ipsos OTX MediaCT. "As more details are announced in the coming weeks and months, it will be interesting to see how the marketing messages resonate with existing and previously untapped audiences."

Gamers who plan to purchase Natal tend to be younger than those who plan to buy Move. The average age for those interested in Natal is 25 for compared to 28 for those interested in Move. Move intenders are more likely to be female (30% of intenders, compared to 20% of Natal intenders). These age and gender trends are in line with other demographic data showing that Move intenders are more likely to be parents than their Natal counterparts.



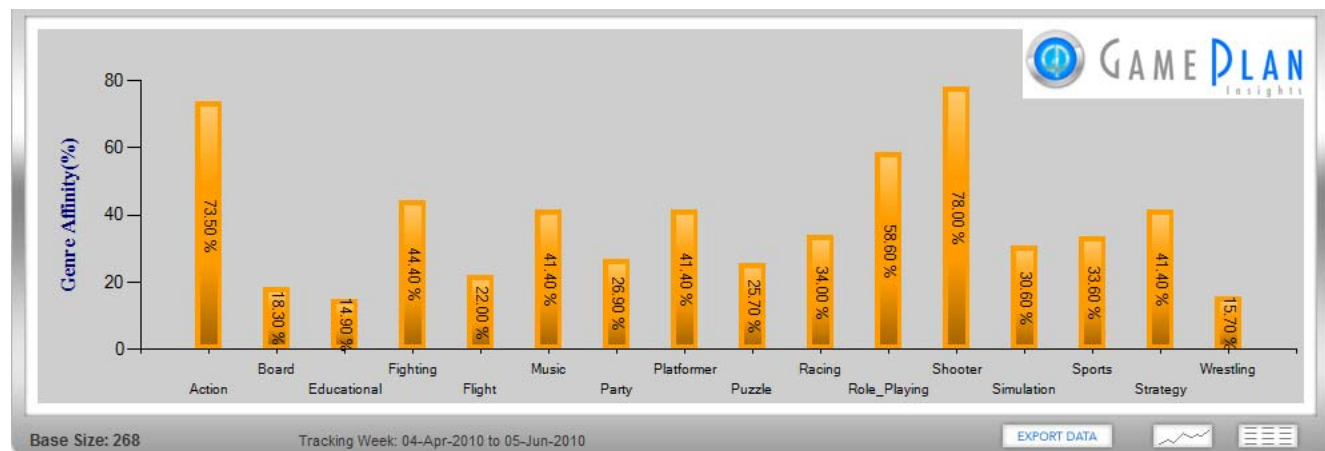
On the items of awareness and purchase intent, Ipsos' research shows that 15% of the Xbox 360 market is aware of Natal while an equal 15% of PS3 market is aware of Move. For the Natal, 8% of the X360 market plans to purchase, while 6% of the PS3 market plans to purchase Move.

For both Natal and Move, approximately 25% of those who plan to purchase the motion control accessories plan to pre-order them.

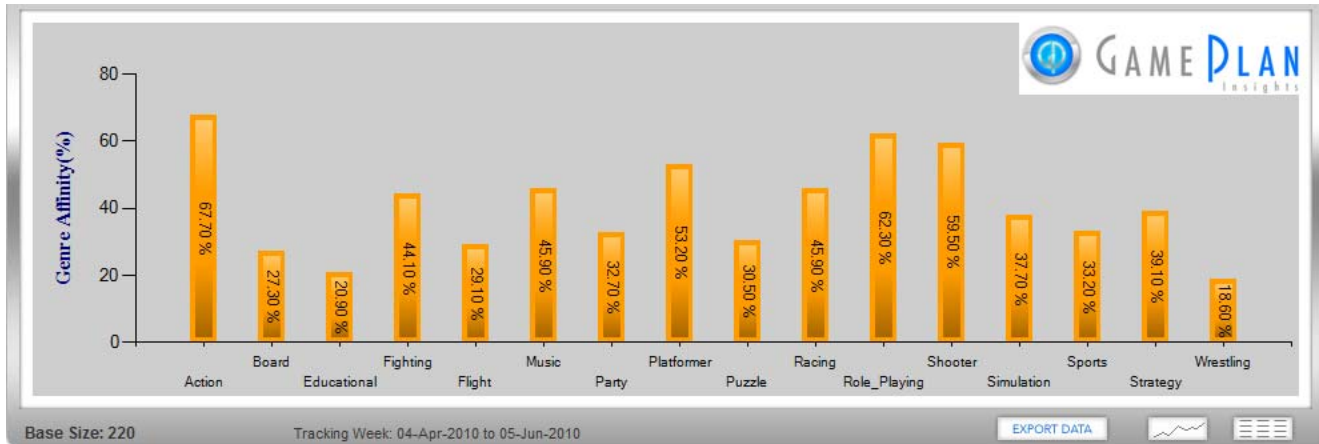
Favorite Genres

Natal intenders match very closely to the stereotypical Xbox 360 gamer, with 4 out of 5 saying that they like playing Shooter games a lot. PlayStation Move intenders have a slightly more balanced preference of genres, with Action, RPG, and Shooter ranking closely as the top three genres.

Natal:



Playstation Move:



Title Interests

Among those who plan to purchase Natal vs. Move, there is a significant difference in their game preferences.

Titles with strongest overlap among Natal intenders:

1. Gears of War 3 - X360 (47%)
2. Fable III - X360 (42%)
3. Call of Duty: Black Ops - X360 (38%)
4. Halo: Reach - X360 (34%)
5. Dead Space 2 - X360 (26%)

Titles with strongest overlap among Move intenders:

1. LittleBigPlanet 2 - PS3 (42%)
2. Gran Turismo 5 - PS3 (32%)
3. SOCOM 4: U.S. Navy SEALs - PS3 (30%)
4. The Legend of Zelda 2 - Wii (26%)



5. Super Mario Galaxy 2 – Wii (21%)

All data in this release was collected between May 23, 2010 and June 5, 2010 prior to the Electronic Entertainment Expo (E3 2010) June 15 to 17 in Los Angeles.

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