

Ipsos Launches New UK Expansion of its GamePlan Insights Research Tool

*In Collaboration with Future Publishing, GamePlan UK Becomes
the First Syndicated Business Intelligence Tool to Offer
Continuous Forward-Looking Insights on the UK Videogame
Market*

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Ipsos OTX MediaCT

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London, United Kingdom, February 15, 2011 - Up until now, videogame industry professionals in the UK have had limited options when it comes to the continuous tracking of consumer awareness and interest across all major hardware and software releases. But with the launch of GamePlan UK, publishers, agencies, retailers, and financial analysts can now dynamically monitor and manage their portfolios, perform comparisons against the competition, identify macro industry trends, and forecast the most anticipated titles across all platforms and genres.

Since October 2010, Ipsos has already conducted more than 10,000 interviews of active gamers across the UK. Similar to GamePlan US, GamePlan UK is a business intelligence tool featuring tried-and-true quantitative metrics such as awareness, purchase intent, and buzz, while also including measures that are unique to the gaming market. Purchase timing (pre-order, first week, used, etc), forced choice, and perceived game value are just a few of the innovative metrics that shed light into gamers' purchase plans. In addition, the tool enables users to pinpoint target market demographics and psychographics among gamers who own



or intend to purchase specific hardware and software. All the data is integrated in an easy-to-use web portal that features customizable dashboards and data driven competitive sets. While this survey tracking data is powerful on its own, the fusing of Ipsos' high-quality scientific research with Future's passionate media coverage and expertise has resulted in a new level of insights and thought leadership for the British videogame industry. Fresh on the heels of the strategic alliance announced in 2010 between Ipsos and Future US, the launch of GamePlan UK represents an exciting new step for both companies. Alongside the weekly survey data collected by Ipsos, GamePlan UK will feature web analytics data pulled from a selection of Future's online and offline properties in the UK.

Based on recent data pulled from GamePlan UK, Sony appears to be well positioned in 2011; three of the top ten and five of the top 25 most anticipated titles are first-party PlayStation offerings. Microsoft stakes claim to the most anticipated title of the New Year, Epic Games' *Gears of War 3*, however; only two of the top 25 titles are first-party Xbox 360 titles. Nintendo is publishing the only Wii title in the top 25: *The Legend of Zelda: Skyward Sword*. Ipsos' Director of Gaming Insights, Nick Williams, believes this will be a critical year for Sony: "While Kinect has the slight edge over Move in the battle of new motion control peripherals, Sony has orchestrated a diverse 2011 lineup of exclusive software that could see it regain control of the UK console wars. As projected by our tracking data, the recently released *Gran Turismo 5* and *LittleBigPlanet 2* have been well received by UK gamers, and the pending launch of *Killzone 3* (ranked 2nd) should add to PlayStation's momentum in 2011."

About GamePlan Insights

Since launching at the MI6 conference in May 2009, GamePlan Insights has emerged as the industry leading research tool for behavioral and attitudinal insights into the videogame



market. The tool combines a proprietary weekly online survey of gamers with the comprehensive and continuously updated database from GameFly, AERS Inc. (exclusive provider of eBay transaction data), and now Future's GamesRadar.com. These data sources are designed to read initial marketplace reactions to new game releases, to evaluate the effects of public relations, to track sales velocity, as well as to analyze rental and resale market data. With the increased adoption of the tool stateside, there has been growing demand for region-specific data in the UK and Europe.

To sign up for a trial to GamePlan UK, please email nicholas.williams@ipsos.com with your contact information.

About Future

Future plc is an international special-interest media group that is listed on the London Stock Exchange (symbol FUTR). Founded in 1985 with one magazine, today we have operations in the UK, US and Australia creating over 180 special-interest publications, websites and events for people who are passionate about their interests. We hold strong multi-media market positions in games, technology, film, music, cycling, automotive and crafts. Our biggest-selling magazines include Total Film, T3, Classic Rock, Digital Camera, Guitar World, Official Xbox Magazine, Official Playstation Magazine, Nintendo Power, Maximum PC and MacLife. Our websites include gamesradar.com, bikeradar.com, techradar.com, musicradar.com, dailyradar.com and photoradar.com. Future produces nearly 4 million magazines each month; we attract more than 27 million unique visitors to our websites; and we host 27 annual live events that attract hundreds of thousands of enthusiasts. In addition, Future exports, syndicates or licenses its publications to 90 countries internationally, making us the UK's number one exporter and licensor of monthly magazines.



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