Gathering of Developers

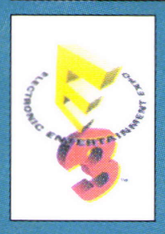
GameWEEK®

CA The #1 Interactive Entertainment Trade Newsweekly U.S. $3.95

VOLUME 6 • ISSUE 16
5.29.00
www.gameweek.com

In This Issue:

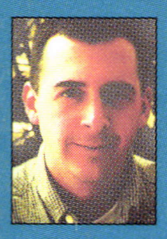
gw special



E³ Is Finally Over!
Boom or Bust—was it really all that special this year?

page 20

gw Interview



BradyGAMES' David Waybright
Is there room for other strategy guide publishers in the marketplace?

page 34

Departments:

Editorial 3
Q&A: WizardWorks 10
Financial News 12
Accessory Market 14
Retail Buyer Guide 16
Rentals 20
Release Schedule 22
Tracking Reports.....26
Stock Report 30
Shelf Talker 32

CyberActive Media Group, Inc.

NEWSPAPER

22>
0 74470 95883 3
May 29, 2000

NEWSPAPER HANDLING

GWL 225314 VGA
**********5-DIGIT 43606
ATTN: STORE MANAGER
VIDEO CONNECTION
3301 W CENTRAL AVE # H 488
TOLEDO OH 43606-1419

Sony Plans for Videogame Retail History

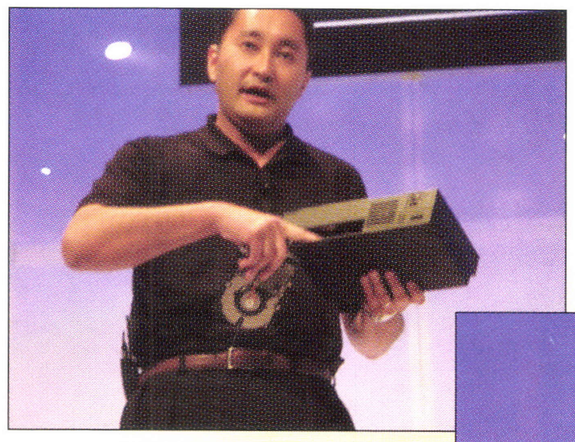
By Bryan Intihar

Mark October 26, 2000 down on your calendar. This could be the most profitable day ever in the history of the U.S. videogame industry. On Wednesday, March 10, Sony Computer Entertainment America Inc. held a press conference to discuss its plans for the release of the Sony PlayStation 2 console in North America. As thousands of journalists sat on the edges of their seats, Kazuo Hirai, president and chief operating officer of SCEA, stated that the next generation console would go on sale in North America on October 26, 2000, for the price of $299. That is the same price that the original PlayStation sold for back in 1995.

The company plans to ship one million units for the launch, and hopes to have every single unit pre-ordered before October 26. This news put a smile on the faces of many retailers who were quite skeptical on whether they would be able to meet the high demand for the PlayStation 2 console. Sony also announced that an additional two-million units would be shipped by March 31, 2001.

The North American launch will differ from the one in Japan in a couple of ways. First, the North American system will not need the memory card in order to play DVD movies. The DVD playback capability will be built right into the hardware of the console. In addition, the console now features an expansion bay in the back for a hard drive and modem. The specifications or price for these two add-ons were not revealed, but the two will not be bundled with the console. Each will be considered a peripheral and are presently not scheduled to be available on October 26. Along with the console, consumers will receive one DUALSHOCK 2 controller, an AV multi

(continued on page 4)



Left: SCEA President and COO Kaz Hirai demonstrates the reverse side of the North American PS2. Below: Kaz shows off the hard disk drive for the new system.

Left: Ken Kutaragi, SCEI President and CEO as well as the father of the PlayStation, smiles during the unveiling of his next creation.

A PS2 Oddysee for Sony

By Andy Eddy

At the Electronic Entertainment Expo, *GameWEEK* received a preview of the upcoming *Oddworld—Munch's Oddysee*, to be published by Infogrames. The game is in its very early stages, but looks like it'll have all of the personality and appeal of the previous *Oddworld* installments.

However, during the meeting, Oddworld co-founder Sherry McKenna revealed that the new game may not end up being released on the PlayStation 2 as originally

(continued on page 8)

Konami Flexes Its E³ Muscle

By Jim Loftus

In case you missed it, there was a pretty good reason to stop by the Konami booth during this year's E3.

Amid the flurry of PlayStation 2, Dreamcast and X-Box hoopla, Konami's follow-up to its insanely successful *Metal Gear Solid* was on the lips of just about everyone in attendance. Regardless of the fact that the game was shown only in video form (it's currently 10% complete), *Metal Gear Solid 2 Sons of Liberty*, in development for Sony's upcoming PlayStation 2 (PS2), was hands-down the most talked about software project during the entire three-day event.

Early footage of the game was on display for E3 attendees to see via a towering video wall located smack-dab in Konami's

Metal Gear Solid 2 Sons of Liberty: ***The best console game at E3.***

booth. Although the final game will not see the light of day until late 2001, that didn't stop retailers, distributors, journalists and

(continued on page 4)

Check out the new
GameWEEK.com

IRON SOLDIER 3

- Three robot types
- 15 mountable weapons
- Jetpack for high speed action
- 25 single player missions
- Dual player split screen mode

PlayStation®

TEEN
T
CONTENT RATED BY ESRB
Animated Violence

TELEGAMES

© 2000 PUBLISHED UNDER LICENSE BY VATICAL ENTERTAINMENT. VATICAL ENTERTAINMENT VATICAL AND THE VATICAL V ARE REGISTERED TRADEMARKS OF VATICAL ENTERTAINMENT LLC.
IRON SOLDIER 3 FOR SONY PLAYSTATION COPYRIGHT 2000 TELEGAMES, INC. UNDER WORLDWIDE LICENSE FROM ECLIPSE SOFTWARE.
PLAYSTATION AND THE PLAYSTATION LOGOS ARE REGISTERED TRADEMARKS OF SONY COMPUTER ENTERTAINMENT INC.

VATICAL™
ENTERTAINMENT

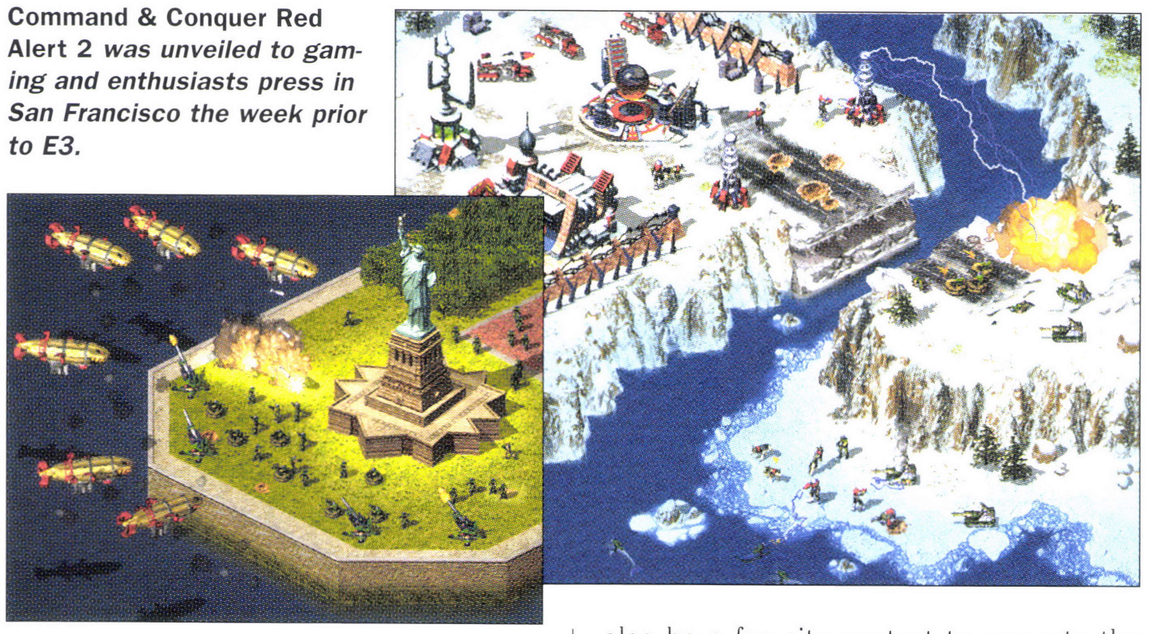
All Systems Go for Command & Conquer Red Alert 2

By Suzanne Ashe

The developers of Las Vegas-based Westwood Studios unveiled *Command & Conquer Red Alert 2* late last month. The real-time strategy game, due out this fall, is a follow up to the wildly popular 1996 release, *C&C Red Alert*.

Although the plans for *RA 2* were under wraps for the past year, the company is pulling out all the stops when it comes to the game's promotion. According to vice president of marketing, Laura Miele, Westwood is planning a full-scale marketing attack. Westwood plans to infiltrate retailers this holiday season with displays, events and incentives. The game, built using an updated, although slimmed-down version of the *Tiberian Sun* engine, is slated to support six or eight players. This is very big news, especially with the launch of the gaming community on www.ea.com.

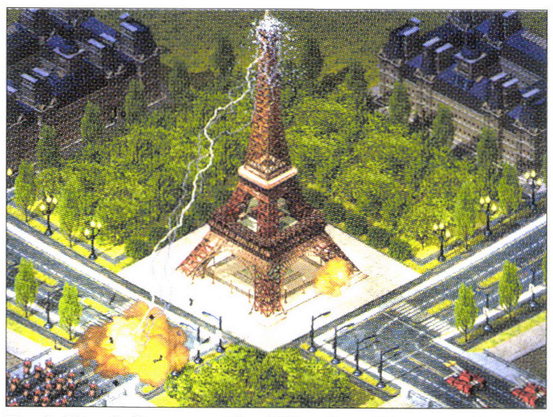
Red Alert, a serious gamer favorite, is now part of the EA Classics line. It has sold more than three million copies worldwide, and 140 *Red Alert* games are player online each month. Westwood's marketers are counting on *Red Alert*'s success and stamina to fling its sequel into an instant hit.



Command & Conquer Red Alert 2 ***was unveiled to gaming and enthusiasts press in San Francisco the week prior to E3.***

"We are planning promotions with movies, TV ads and, of course, ads in all of the major PC game magazines," Miele said. She also added that they will be getting the word out to the fans by making art and information available to gamers who host fan sites in the game's honor.

"We have had a lot of success with fan sites," she said. Gamers who want to build and host their own *RA 2* fan site need to follow certain guidelines laid out by Westwood. But, they are rewarded with early peaks at information and screenshots. There will also be a fan site contest to promote the game as well. "We have, in the past, brought in professional website designers to judge fan sites," Miele said. Other online events include video promos. "Your site could be featured on a Web cam as 'team of the day.'"



Red Alert 2 ***uses the*** **Tiberian Sun** ***engine.***

There was once a time when Westwood sought to control all images and content of its games, but they have found that rewarding their devotees helps promote sales of the game. "The fan sites are hard-core," Miele said. "These are the guys who wear Westwood green."

The musical score, orchestrated by Frank Klepacki, who has recorded all of Westwood's game soundtracks since 1991, will be released separately. The game's movie-styled trailer, which tells the story of the game, will be slimmed-down and used in ads for TV and on the Net. Gamers who order the game earlier will also be rewarded for their support, but those plans are still on the drawing board. **GW**

3dfx, Creative Labs, Others Part of Manufacturing Patent Lawsuit

By Bryan Intihar

It has been discovered by *GameWEEK* that certain manufacturers involved in the gaming industry are part of a major lawsuit brought about by Lemelson Medical, Education & Research Foundation. There are 438 companies involved in the suit, including 3dfx Interactive Inc., Creative Labs Inc. and Radica Games Ltd.

According to Jerry Hosier, an attorney working as outside counsel for the plaintiff, these companies are currently using machine vision and bar coding in their manufacturing and are not licensed to use the patents. The Lemelson Group is seeking a fair amount of royalties for using these technologies, a significant amount of which would go back into the Lemelson Foundation, an organization that mainly consists of providing money to various charities.

GameWEEK tried to contact 3dfx and the other companies involved, but as of press time, there were no responses. **GW**

GameWEEK EDITORIAL

By Ben Rinaldi,
GameWEEK *Senior Editor*

The E³ Madness Has Ended, but Questions Remain

Whoooosh.... That's the sound of the air being let out of the E3 balloon, and it also describes the way I'm feeling right about now. I don't know about anyone else, but my E3 2000 experience was a bit deflating for one reason; PlayStation 2's coming out party was a major disappointment. Sure, there were some great games on display, such as *Metal Gear Solid 2*, *Madden NFL 2001*, *Unreal Tournament* and *Gran Turismo 2000*, but for the most part, a lot of the PS2 games I saw did not live up to my expectations and certainly weren't maximizing the incredible power of the console.

Games from third-party developers in particular looked surprisingly poor, leading me to think that all those reports about the PS2 hardware being difficult to program for are indeed true. So, does this mean the PS2 will be a dismal failure when it launches in late October? Not by a long shot, but it is something to keep an eye on during the console's early life cycle.

What about all the other major console manufacturers? Sega certainly made a splash with a truckload of supremely playable Dreamcast titles; but does its strong showing guarantee strong sales? What about Nintendo? No Dolphin, plus no Game Boy Advance equals no attention from show-goers. Does its subdued presence point to disaster? How about Microsoft? Is X-Box nothing more than vaporware? If it does make it to market next year, how will it fair in the face of stiff competition? So many questions; so little time!

Make sure you start planning for next year's E3 to get all the answers, or better yet, tune in to *GameWEEK* every week to find what you're looking for. **GW**

Coming Next Week:
You haven't seen *Gladiator?* Next time, our own gladiator Mike Davila gives you the top ten reasons why it'll make a better videogame than *Braveheart*.

Continued from the Cover

Sony Plans for Videogame Retail History

cable and AC power cord. The memory card was included with the Japanese PlayStation 2, but since it is no longer needed for DVD playback, it will not be bundled with the North American console.

Sony also commented on the pricing of its accessories. First-party games will be approximately $49, which is also the same price as the original PS games in 1995. The 8 MB memory cards, extra controllers and multi-tap will all retail for approximately $34.

In the software department, no definitive numbers were given on the amount of games that will be available at launch. Molly Smith, director of public relations for SCEA, did comment on the situation by saying she expects that Sony will have a larger selection than Sega of America did with its Dreamcast launch last September. Sega launched with 18 titles and recorded sales of approximately $111 million in the first three days of the Dreamcast launch. Yet, game retailers were once again smiling when Jack Tretton, vice president of sales, made the prediction of $500 million in sales on the first day alone.

The launch of the PlayStation 2 in North America also marks a change in direction for SCEA. Andrew House, vice president of marketing, stated that when the original PlayStation debuted in 1995, it was purely for videogames. However, for the PlayStation 2, it will be designed for computer entertainment, not just videogames. House stated that, "The revolutionary PlayStation 2 will define computer entertainment the same way that the PlayStation business changed the face of the videogame industry." In addition, Hirai also stated that with the PlayStation 2, Sony hopes to "lead the broadband revolution."

The new PS2: something better for the American market

While many have realized that the launch of the PlayStation 2 will be one of the most productive days in retail history, Sony is still designing a specific marketing strategy for the console. House stated that advertising for the PlayStation 2 will involve "a two pronged approach. A PlayStation 2 computer entertainment system brand image campaign will seek out the Imaginators at every conceivable point of contact, including cinema, online, TV, print and event. Concurrently, a comprehensible media blitz will provide consumers with an exclusive look at the highly-anticipated software library."

Sony will be revamping its "Thrills on Wheels" vehicles with PlayStation 2 kiosks so that players can try out the latest software. Retailers will also receive new kiosks that will enable consumers to check out what is on tap for the launch. Sony will have a presence at various events across the country, like Rockfest, the WARPED tour, Gravity Games and the MLB Fan Fest 2000. Sony is hoping to give five million consumers the chance to try out the new console before the launch.

SCEA is predicting a massive launch that could break all sales records. However, the company has to be concerned that the problems encountered during the Japan launch last March, when an abundance of defective memory cards and problems with the console's DVD capabilities threatened to overshadow the release, do not occur again. Otherwise, there could many upset retailers and consumers. **GW**

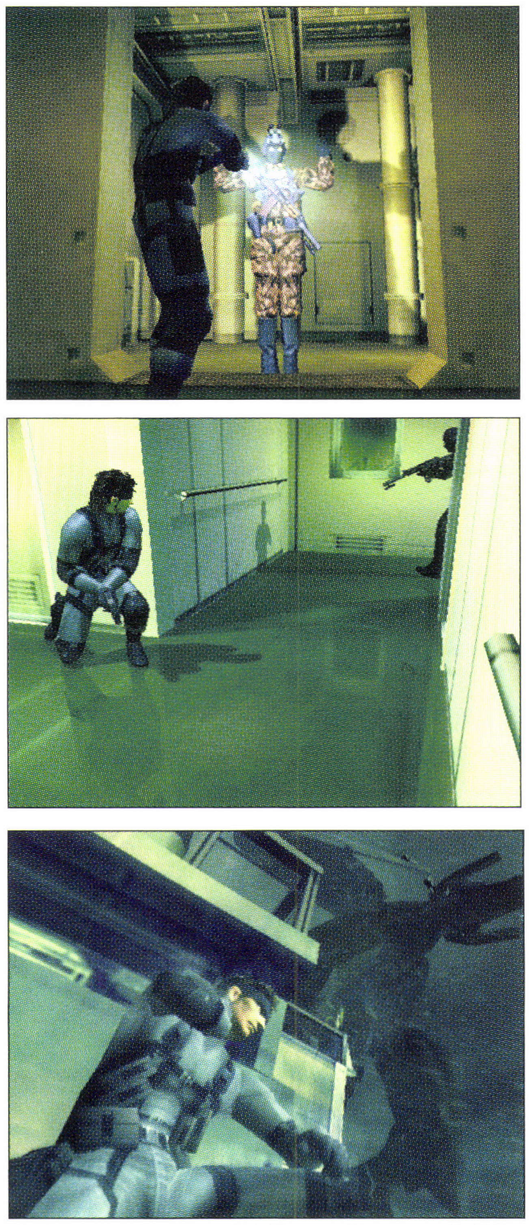
Continued from the Cover

Konami Flexes Its E³ Muscle

even the competition from filling the aisles adjacent to Konami's booth to get a look. Without fail, the masses gathered in the front portion of Konami's area every hour on the hour to pay witness to a preview of the company's most promising project in years. Literally hundreds of people stood awestruck during the eight-minute long teaser video. And as if show-goers weren't impressed enough with the dazzling display of highly-detailed shooting and action sequences, the presentation climaxed with the words "Ladies and gentlemen, what you have seen is real-time gameplay footage."

The series started back in 1987 with *Metal Gear* for Nintendo's 8-bit NES game console. Not long after, a sequel called *Snake's Revenge* was released for the system. Although the first two games enjoyed moderate success, it wasn't until a follow-up game for the PlayStation was released in late 1998 that the Metal Gear name obtained true mass-market attention. With its stealth-based gameplay, incredible graphics, top-shelf voice acting and secret agent storyline, Konami's *Metal Gear Solid* has since gone on to sell 5.5 million copies worldwide.

Enter *Metal Gear Solid 2 Sons of Liberty*. It looks as if the series' creator, Hideo Kojima, may have outdone himself once again. Judging by the graphics and gameplay ideas presented in the teaser video, *Sons of Liberty*, which takes place six months after the previous game, could end up as the single-most revolutionary videogame ever created when it's released late next year for the PS2. Back for more is secret agent Solid Snake, and his world is coming alive like never before. As if it were ripped straight from the Bruce Willis movie *Die Hard*, one action sequence portrayed entire plate glass windows being shot out. Another featured Snake in a blinding exchange of gunfire in a warehouse, with literally everything around him being susceptible to destruction. Yet another depicted the game's lead character using caution while watching for moving enemy shadows on walls. An outdoor scene featured Snake battling it out in a torrential downpour. As the rain poured down, every surface was covered with an outer layer of water spray. And it all looked completely convincing. According to Kojima, *Metal Gear Solid 2* is not a pursuit of supercharged graphic imagery, but rather a "pursuit of the physical world itself." **GW**



Going "to the metal": Konami's next Solid Snake adventure is 100% crafted in real-time polygons, PS2 style. The merger between movies and games is accelerating.

The Sims Headed to Mac

by Mike Dixon

Maxis started as a Mac game developer many years ago. And while its development strategy has changed to accommodate the larger PC game market over the past decade, it has begun to go back to its roots by supporting the Macintosh once again. Last year, Mac users got *SimCity 3000*. This year, they'll get *The Sims*, the hugely popular PC people sim. Aspyr Media will publish the Mac version, licensed by Maxis, and has contracted Westlake Interactive to do the Mac version development. Westlake is considered by many to be the best PC-to-Mac game porting house in the business. Aspyr has developed a nice relationship with EA over the past year, with *Madden NFL 2000* released for Mac earlier this year. More EA titles are likely planned for Mac through this EA/Aspyr relationship and more announcements may be made later at this summer's Macworld Expo in New York City. **GW**

***Maxis/EA's* The Sims**

What can you get for under $10?

a)

b)

c)

d) “A great new game for the PlayStation® game console...”

$9.99 YOU GOT GAME $9.99

GRUDGE WARRIORS

THERE IS NO SUCH THING AS FRIENDLY FIRE.

- **23** mission battle **arenas.**
- 11 **ruthless** and unique **gangs** + the Final Boss to compete against in battle.
- Each level is loaded with **secret areas,** hidden **power-ups** and dozens of non-gang opponents like **attack droids** and robotic gun turrets.
- **Head-to-head** 2 player split screen **combat.**
- Dozens of power-ups including **invulnerability,** invisibility, **double damage,** guided missile jammers, nitro boosts…
- An arsenal of **destructive** weaponry including **shield-draining** bombs, energy **mega-bolts,** corrosive gas bombs and mini-thermonuclear **warheads.**

April 2000

DARKSTONE

DEFEAT THE ULTIMATE EVIL IN THE ULTIMATE QUEST

The world is living under the dark shadow of a nefarious dragon. Villagers are turning to stone. Armies of skeletons, swarms of wasps, and lumbering ogres lurk everywhere. Evil is spreading like a plague. And only you can stop it. Scattered across the kingdom are seven ancient magic crystals that together invoke the power of the Orb. Without it, you have no hope of defeating your fire-breathing nemesis. As a knight, monk, thief or sorcerer you will creep through dungeons and castles, explore wilderness and glades, and encounter traps, curses, and puzzles on your quest to unearth the crystals.

- 32 levels of closed environments and huge open spaces – **dungeons,** castles, **caves,** glades and villages.
- More than 200 **enemies** and interactive characters.
- More than 30 types of **weapons** and 32 different **spells;** many with multiple variations.
- **Secret** characters **unique** to the PlayStation.®

July 2000

$9.99* YOU GOT GAME $9.99

WWW.TAKE2GAMES.COM

$9.99 YOU GOT GAME $9.99

SPEC OPS: Stealth Patrol

THE ENEMY IS EXPECTING YOU TOMORROW...YOU'RE ALREADY THERE!

- Choose **stealth** or all-out frontal **assault** as you lead your team of Rangers into combat against **ultra-powerful** terrorist units.
- **Fight** against time and huge **enemy forces** in global **terrorist hotspots.**
- An **arsenal** to choose from including **night-vision** goggles, **sniper** rifles, machine guns, **tripwire** mines, grenades, shotguns, and more.
- **Two player** split-screen battle mode.
- Lead your team with **guns blazing** or silently under the **cover of darkness** across landscapes of thick jungle, barren desert, arctic tundra and dense forest.

April 2000

MARTIAN GOTHIC

EXPLORE THE DARKSIDE OF THE PLANET.

Year 2018. On Vita 1, a base constructed on the face of Mars, man searches for evidence of bacterial life beneath the frozen surface. During the excavation, a giant sarcophagus opens into a vast and ancient necropolis. Soon after, all communication with Mars ends.
Reason for breakdown of transmission: unknown.
Fate of Vita 1 base: unknown.

- Through the complex, layered plot **follow** three investigators sent by Earth Control to **assess** the situation on Vita 1.
- Dozens of **treacherous** subterranean city caverns to **explore.**
- **Non-linear** puzzle structures **challenge** you at every turn.
- Strange and **violent creatures stalk** you constantly as you **seek answers** to the disappearance of Vita 1's staff and the **mystery** of the ancient Martian **necropolis.**

May 2000

* Suggested Retail Price=$9.99.
©2000 Take-Two Interactive. All rights reserved. Take-Two Interactive Software, Inc. and the Take-Two logo are registered trademarks of Take 2 Interactive Software, Inc. Spec Ops & Zombie are trademarks of Zombie Software Incorporated. Grudge Warriors is a trademark of Take 2 Interactive Software and Telstar Electronic Studios Ltd. Martian Gothic is a trademark of Creative Reality, Ltd. PlayStation and the PlayStation logos are registered trademarks of Sony Computer Entertainment Inc. The ratings icons are trademarks of the Interactive Digital Software Association.

$9.99 YOU GOT GAME $9.99

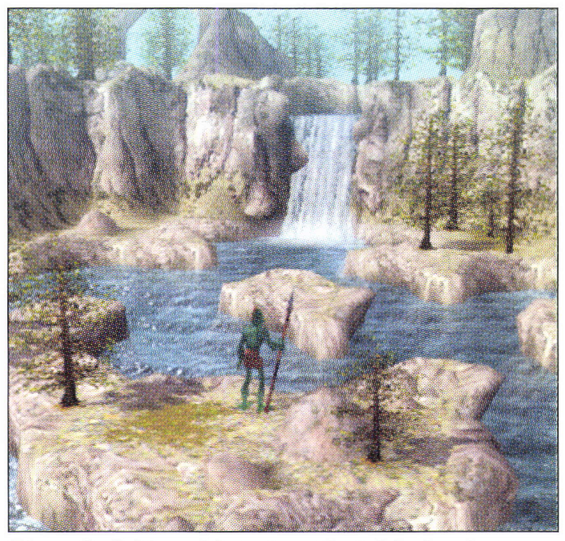
WWW.TAKE2GAMES.COM

Continued from the Cover

A PS2 Oddysee for Sony

planned. The issue centers around what some developers have voiced is too little video memory in the console. According to specs released by the companies, the PS2 will have 4 MB of video RAM, which compares to 8 MB in the Dreamcast. Microsoft will offer 64 MB of "unified memory architecture," which enables a developer to allocate memory usage between system and video requirements as needed by the game software. A title that needs more graphic punch, for instance, can devote more of the system's memory to video functions.

A small workspace for graphics in the PS2—in *Munch*'s case, certainly—has resulted in the inability by Oddworld to smooth out the graphics to the level that



Though Oddworld states that it's having some video problems with the PS2 version of* Munch's Oddysee*, early shots indicate that it will be gorgeous.

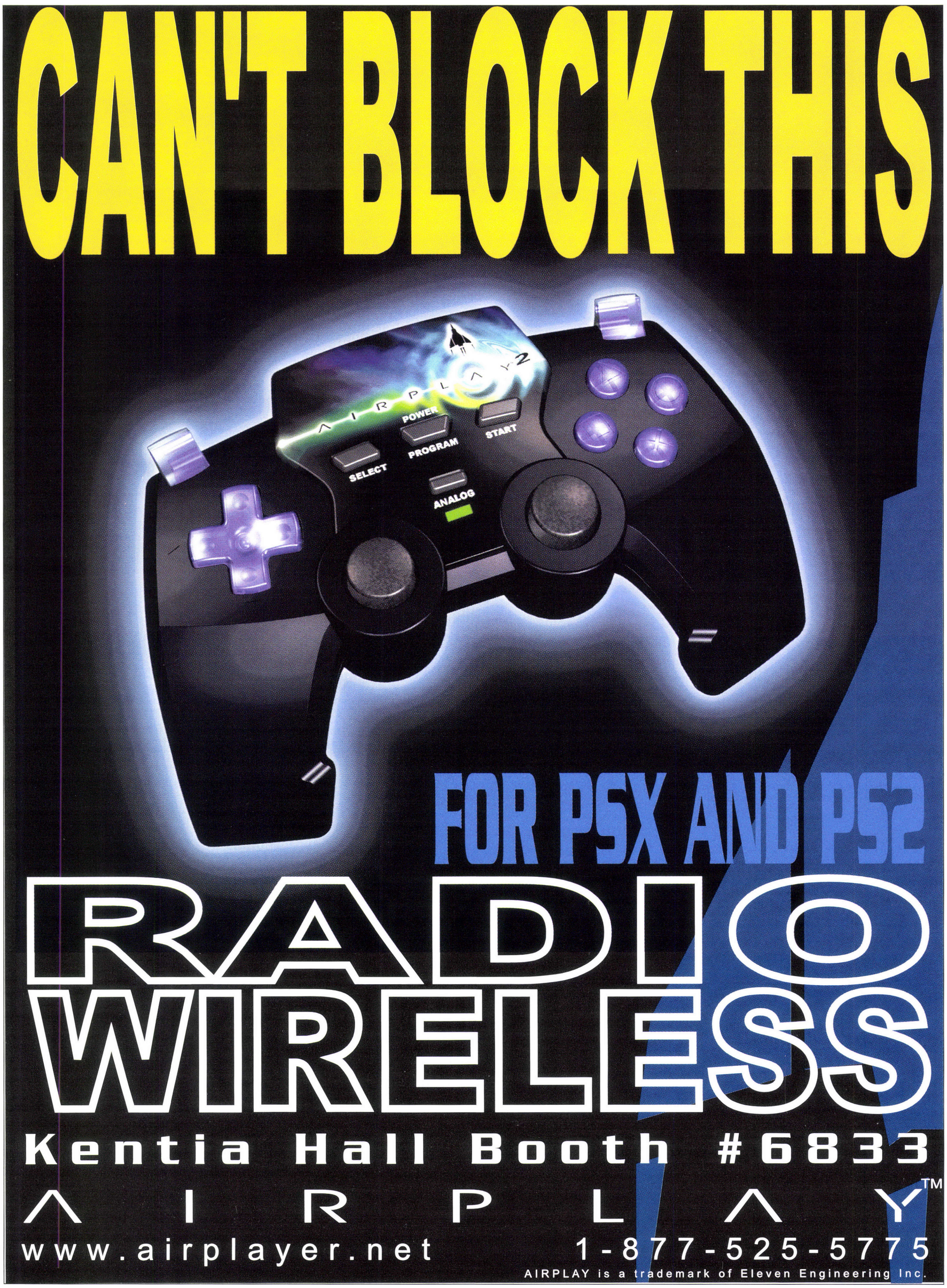
the developer believes will keep the player immersed in the game's world. Such graphic glitches during gameplay might jar the gamer out of the experience, much as seeing a microphone or bad lip synching in a movie would. Understandably, Oddworld said that it wouldn't release a product that it wasn't happy with, and that it may put a halt to a PS2 release, leaving the company to look at other consoles on which to develop it for.

Because the game is still early in its development cycle, these problems can certainly be resolved by the time the game is due to ship; it's targeted for a simultaneous fourth-quarter release this year on

The PlayStation 2's relatively small video memory might hinder the release of* Oddworld—Munch's Oddysee *on the system.

PS2 and PC. Oddworld had initial concerns that Sony was going to leave the development house to fend for itself in finding a fix—"third-party support has been nonexistent," McKenna said—but later indicated that Sony was more open in recent conversations to seeking an adequate solution to the problem. (Sony could not be reached for comment on this subject before the issue went to press.)

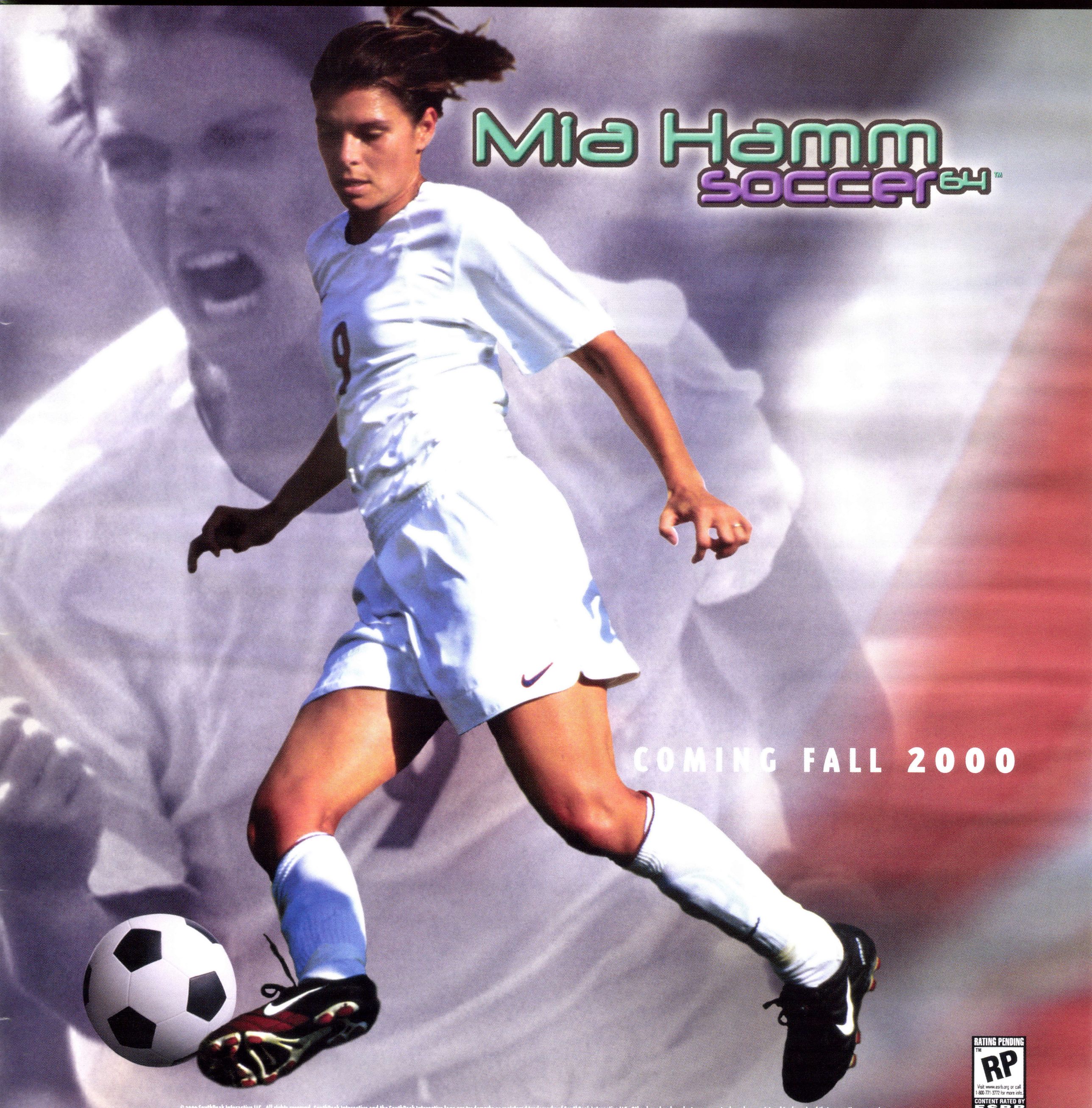
GameWEEK will continue to look into this problem, and provide more details as they develop. **GW**



SOUTHPEAK™ INTERACTIVE

PLAY HARD. PLAY TO WIN.

NINTENDO 64



RATING PENDING
RP
Visit www.esrb.org or call 1-800-771-3772 for more info.
CONTENT RATED BY ESRB

© 2000 SouthPeak Interactive LLC. All rights reserved. SouthPeak Interactive and the SouthPeak Interactive logo are trademarks or registered trademarks of SouthPeak Interactive LLC. Other brand and product names are trademarks or registered trademarks of their respective companies.
Licensed by Nintendo. Nintendo, Nintendo 64, and the "N" logo are trademarks of Nintendo of America. ©1996 Nintendo of America Inc.

SouthPeak Interactive
One Research Drive
Cary, NC 27513

For more information, please contact:
Sales Department
(919) 677-4499 ext. 6554
www.southpeak.com

SOUTHPEAK™ INTERACTIVE

Q&A

WizardWorks' Paul Rinde

By Jim Loftus

Paul Rinde, senior VP of WizardWorks, was the true pioneer of the interactive hunting game market, and continues to reside as the genre leader. *GameWEEK* recently had a chance to go one-on-one with him for a quick Q&A. This is how that conversation went....

***GW:** You've made your mark primarily selling to the "casual gaming audience" on the PC. We understand that you now have several console titles in development. Can you expand on your transformation as a publisher for the console market?*

PR: The incredible growth in the installed base of leading platforms like the PlayStation and Game Boy Color has broadened the demographic of the audience that uses them. That broadening then increases the types of products that can become successful. We have a lot of strong brands that translate well onto the console platforms, and can offer exciting new experiences for those users. We feel titles such as *Rocky Mountain Trophy Hunter* or *Harley-Davidson: Race Across America* will be received extremely well by console gamers.

***GW:** What trends do you currently see developing in the casual gaming market?*

PR: Branding is certainly becoming more important than ever before. The casual gaming audience tends to look for recognizable games that match their interests vis-à-vis something that is pure fiction. With that in mind, it's become very important for us to stay tuned-in to the activities and pastimes that are becoming popular and to explore how they can be translated into an engaging game playing experience. From that point, it's a matter of finding the right strategic partners for the project, and staying true to what the audience will expect.

***GW:** What effect has Sony's new pricing strategy had on the marketplace? And how is your company positioned to take advantage of that?*

PR: We're very excited about the new pricing structure there. It allows us to work within our existing business model from development and marketing, and all the way through to sales where we can be very competitive. As the price point comes down, each dollar spent on development and marketing becomes increasingly important, and other publishers might find it difficult to strike that delicate balance in introducing a lower-priced game to the marketplace. Also in our favor, the lower price points tend to create more impulse buys. That allows us more opportunity to leverage the strength and the broad appeal of our brands.

***GW:** What's your first PlayStation release?*

PR: *Peter Jacobsen's Golden Tee Golf* will be the first. It will be an original PlayStation title with a price point below $30. *Golden Tee Golf* has been one of the top coin-op games for many years, and we feel there's a great translation between the coin-op and PlayStation demographic.

***GW:** Which console platforms can we expect you to publish for?*

PR: We're looking toward Game Boy Color, PlayStation and Dreamcast as our targets for now. Our goal is to stay focused on mass-audience platforms to ensure the proper demographics for our titles.

***GW:** Do you feel that next-gen platforms like X-Box and PS2 could spell the death of gaming on the PC?*

PR: We do feel that the trend in gaming is migrating more towards the den or TV room, as opposed to the office, and we do see console platforms garnering an increasing market-share in the coming years. Will it spell the death of PC gaming? Probably not.

***GW:** One of the ongoing industry debates is the value/importance of licensed properties in games. How important do you feel this is? Is it more or less important for console titles vs. PC titles?*

PR: A license can certainly increase a title's reach, sure, but in the end it still comes down to game play. The key is to take a good game and match that idea with a license that fits and works within your business model. A good example of that, for us at least, was last year's *Harley-Davidson: Race Across America*. A similar motorcycle game would not have done as well without the power of the Harley-Davidson brand behind it. On the flip side, *Deer Hunter* didn't need a license at all—it created its own brand. As far as PC versus console, historically, it has been more important for console games. **GW**

Sen. Lieberman Back at It Again

By Bryan Intihar

The man who has been a thorn in the side of many in the gaming industry is back in Washington D.C. Connecticut Senator Joseph Lieberman, along with Arizona Senator John McCain, are trying to reintroduce a bill that would give those in the entertainment media industries six months to create a uniform rating system. Last June, a similar bill was introduced, but no action was ever taken. The only major change to the bill this time is that television programming is no longer included.

If this were to become a law, the videogame, music and movie industries would have one year to create a uniform code. Companies that failed to adhere to the new code guidelines would be fined up to $10,000 a day for every day the product is being sold in stores. In addition, the retailers who do not enforce this new code can also be fined $10,000.

This bill seems to be a "slap in the face" to the ESRB rating system, due to the fact that it has such a large following. Arthur Pober, executive director for the ESRB, stated that all console game makers and 80 percent of PC game makers use the present ratings system. Pober reiterated that the 20 percent who do not use the rating system consist mainly of child software companies.

GameWEEK tried to contact Senators Lieberman and McCain to get their comments on the proposed bill, but none of our calls were returned. **GW**

newsbits

Burger Games—Burger King is reportedly planning massive redesigns for its chain of restaurants. Among many other changes, the redesign plans include a children's area complete with computer games.

New Game Review Site Launches—iRateGames was launched in April 2000, in Sarasota, Florida. The site started as a "silly" idea that bounced back and forth between two friends. They quickly decided they had the resources and talent to put together a website that could focus on giving people an honest appraisal of the play-value of videogames. Their goal is simply to create a forum in which to express their opinions about the entertainment value of individual products offered by the videogame industry. The two individuals behind iRategames.com are Howie Grace, a full time journalist, and Jim Keene, who has worked on the retail side of the game industry for the last seven years .

Turtle Beach/VideoLogic Announce Promo Deal—Turtle Beach and VideoLogic Systems have announced an agreement to a cross-distribution alliance whereby Turtle Beach will now distribute five models of VideoLogic speakers in North America and VideoLogic will distribute the forthcoming Turtle Beach Santa Cruz audio accelerator in Europe and Australia. The five VideoLogic speaker models included in the deal are the Sirocco Crossfire, the Sirocco Spirit, the Sirocco Pro and the DigiTheatre and DigiTheatre DTS all-in-one home cinema audio systems. The Santa Cruz audio accelerator will ship this summer.

TRU Posts Q1 Profit—Toys "R" Us Inc. has posted better than expected first quarter profits. The profits for the quarter ended April 24 rose to $24 million or 10 cents per year, up from $17 million for the same period last year. Wall Street analysts had been expecting a profit of 6 cents per share.

WOTC Announces X-Men Card Game—Wizards of the Coast Inc., a subsidiary of Hasbro Inc., has announced the X-Men trading card game that will be released in conjunction with this summer's *X-Men:The Movie*. The two-player starter set will be released in July with a suggested manufacturer's retail price of $14.99.

Shareholders Flock to Sony—In Japan, Sony Corp. has seen the number of its shareholders double to 346,000 in its fiscal year ended March 30, 2000. The explosion in the number of individual shareholders is attributed primarily to the 2-for-1 stock split that occurred at the end of its fiscal year. Sony had 190,000 shareholders in March 1998 and 260,000 back in March 1993.

Exploding onto Console!

ripcord™

- Quest-Based Action RPG For All Gamers
- Beautiful Anime-Style Landscapes and Graphics
- Immersive 3D Environment and Free-Roaming Camera
- Breakthrough Interface for Inventory and Magic Spells

Legend of The Blade Masters

- Intense Military Combat Action
- Both First-Person and Third-Person Options
- Real-World Special Forces Missions
- Acclaimed Spec Ops Series Now On Dreamcast

Spec Ops Omega Squad

RATING PENDING
TM
RP
Visit www.esrb.org or call 1-800-771-3772 for more info.
CONTENT RATED BY ESRB

Ronin Entertainment

ripcord GAMES

Runecraft

Zombie

©2000 Ripcord Games. All rights reserved. Ripcord Games, the Ripcord logo and "Buzz" icon are trademarks of Ripcord Games, LLC. Sega, Dreamcast and the Dreamcast logo are trademarks of Sega Enterprises, Ltd. Zombie and Spec Ops are trademarks of Zombie, LLC. Runecraft is a trademark of Runecraft, Ltd. Ronin is a trademark of Ronin Entertainment Company. The rating icon is a trademark of the Interactive Digital Software Association. All other trademarks are properties of their respective owners.

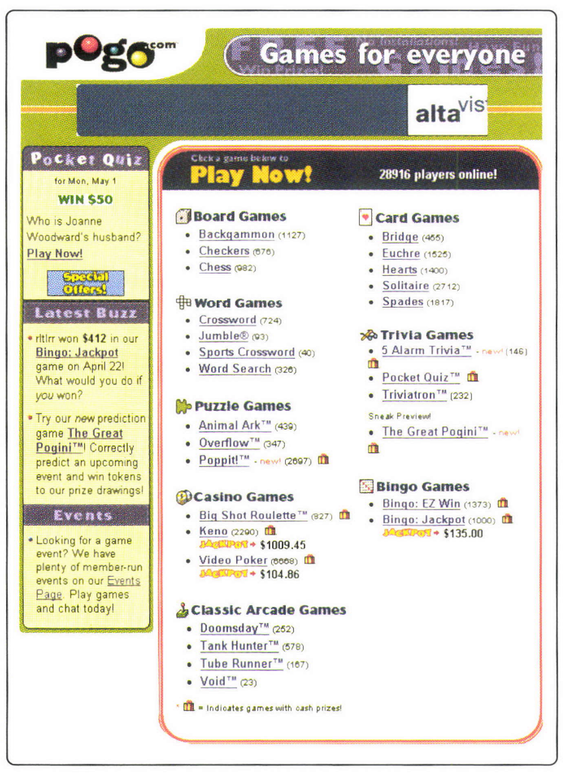
Syndication Key in Online Profitability

Pogo.com's audience growth spikes through "affiliate network" business model

By Paul Palumbo

Family games destination and master content syndicator Pogo.com has been on a rapid audience growth curve over the past year, a testament to the strength of its "network of affiliates" distribution model and the popularity of mainstream games online. Based on current usage data, peak simultaneous users on Pogo.com have jumped to 31,000, up 54% in first quarter (calendar year) 2000, compared to fourth quarter (calendar year) 1999 (see table). When Pogo.com (still operating as Total Entertainment Network, or TEN) first launched its family games service back in late 1998, peak simultaneous users were at 5,000. Current usage is 600% higher.

The number of hours spent within Pogo.com branded content (whether on Pogo.com or its affiliated sites) has risen to 32 million hours on a quarterly basis. The average session length of stay is 45 minutes, and some 25,000 additional game players are registering per day. Of the close to seven million registered users, Pogo.com and its affiliates log about 4.4 million unique visitors per month, which suggests over 50% of its registered base engages the Pogo.com brand on a monthly basis.



The POGO.com website

A 5 PM PST check of Pogo.com revealed 26,603 simultaneous players, with *Video Poker* leading the way (7,339 players), followed by *Keno* (2,014 players), *Spades* (1,973 players), *Euchre* (1,922 players) and *Solitaire* (1,746 players). The core Pogo.com audience is 18-49 adults, which make up 80% of the unique monthly users, and skews slightly female (55% female, 45% male). Pogo.com does pull from generation Y (ages 14-22), which make up about 20% of all users. Total ad views on a monthly basis are now at 450 million, and there are 100 active advertisers buying inventory (at CPMs as high as $30 for interstitial ads) across the branded universe and reach of Pogo.com.

5 Alarm Trivia, *an original game on Pogo.com*

Pogo.com shuttered its premium pay games service six months ago, which peaked at about 35,000 subscribers in 1997/1998, but settled at about 15,000-20,000 on an ongoing basis. Pogo.com reports that its ad revenue take is now "many multiples" bigger than the subscription revenue business ever was.

"Pogo.com continues to push hard on revenue, and we have worked to build a business model on top of the traffic," says Erick Hachenburg, president and CEO of Pogo.com. "There is no doubt there is more of a business in the ad model than the subscription model.... Growth has been a combination of multiple factors. We've launched new games (the casino area, in particular) and added new distribution partners (TalkCity.com, About.com, iWon.com, Sony and others have been added to the list); the launch of the Pogo.com site has not cannibalized existing syndication reach, but added another element of growth to the entire network. You're seeing the network effects: More people know about Pogo.com, and people want to come and play."

ORIGINAL PRODUCTION

Most of the remaining pure-play game destinations are also publishers (EA/Origin, Sony, HEAT.net, Internet Gaming Zone and even Yahoo Games), and Pogo.com has gotten into original/in-house production in a substantial way. Nick Rush (formerly a creative executive at Berkeley Systems) is now VP of content programming at Pogo.com, and leads a 25-person development staff. There are a total of 90 people currently at Pogo.com. Games such as *Video Poker* can be developed for anywhere from $25,000 to $100,000, and are optimized to run on Pogo.com's back-end network infrastructure.

Pogo.com recently introduced five new and original games on the service: *5 Alarm Trivia*, *Animal Ark*, *Doomsday*, *Poppit* and *The Great Pogini*. *Pogini* breaks ground as an innovative game concept. Players try to outwit the online sage Pogini, as he attempts to predict the outcome of events and happenings in the "real world."

TAKING TO WALL STREET

Pogo.com has raised a total of $37 million, and its largest investor, Liberty Digital, gives the company visibility with companies like AT&T Broadband, which opens up the potential for migrating its service to the set top box feeding the TV. It's that sort of cross-platform distribution opportunity that will play well with banks and brokerage houses as Pogo.com gears up for an IPO at some point in the future. "The set top box is fundamental for Pogo.com. It's about context," according to Hachenburg. "The TV is a leisure time device; you want to find leisure time activities, and we believe family games are an application for the set top box. The story we'll tell Wall Street is that Pogo.com is changing the way people use the Web, which is a very utilitarian and practical medium for today. Leisure time is about hanging out and sticking around, similar to television."

"Plus, the concept of people wanting to take digital, and sign up for services powered by new generations of set top boxes is going to be driven, in part, by the availability of interactive entertainment within a family context. Family games have the broadest appeal in interactive leisure time," Hachenburg argues.

The first phase of Pogo.com's business strategy was to build big audiences through familiar, popular games. The second part is to overlay on top of a key original game or games that aren't available anywhere else, work with third-party developers for additional content, and take that combined message to public equity markets.

With cross platform partnerships, original game brands and audience growth rates averaging well into the double digits, Pogo.com should be a relatively easy story for investors to digest. While Internet stocks are volatile, people are buying growth, and the companies that can deliver on that promise in the digital economy will get a lot of support from Wall Street. **GW**

Pogo.com's Growth Curve

Date	Peak Simultaneous Users	% Change
Dec '98	4,915	N/A
Mar '99	8,349	69.9%
Jun '99	11,052	32.4%
Sep '99	12,290	11.2%
Dec '99	20,152	64.0%
Mar '00	30,999	53.8%

Source: Analysis of Pogo.com data.

Quarterly Usage In Hours

Quarter	Number of hours	% Change
Q4/1998	3,819,922	N/A
Q1/1999	8,793,995	130.2%
Q2/1999	12,463,601	41.7%
Q3/1999	14,872,951	19.3%
Q4/1999	18,994,350	27.7%
Q1/2000	31,938,784	68.1%

Source: Analysis of Pogo.com data.

newsbits

Biz Week Singles Out IE Leaders—In its E.BIZ special section in the May 15 issue, *Business Week* singles out several members of the interactive entertainment industry in its E.BIZ 25, "the class acts of e-business." Included were Jeff Bezos of Amazon.com, plus up-and-comers like Jeanne Jackson of Wal-mart.com and Ken Kuturagi, president of Sony Computer Entertainment, Inc. The blurb on Kuturagi mentions a PlayStation 3 on the drawing board.

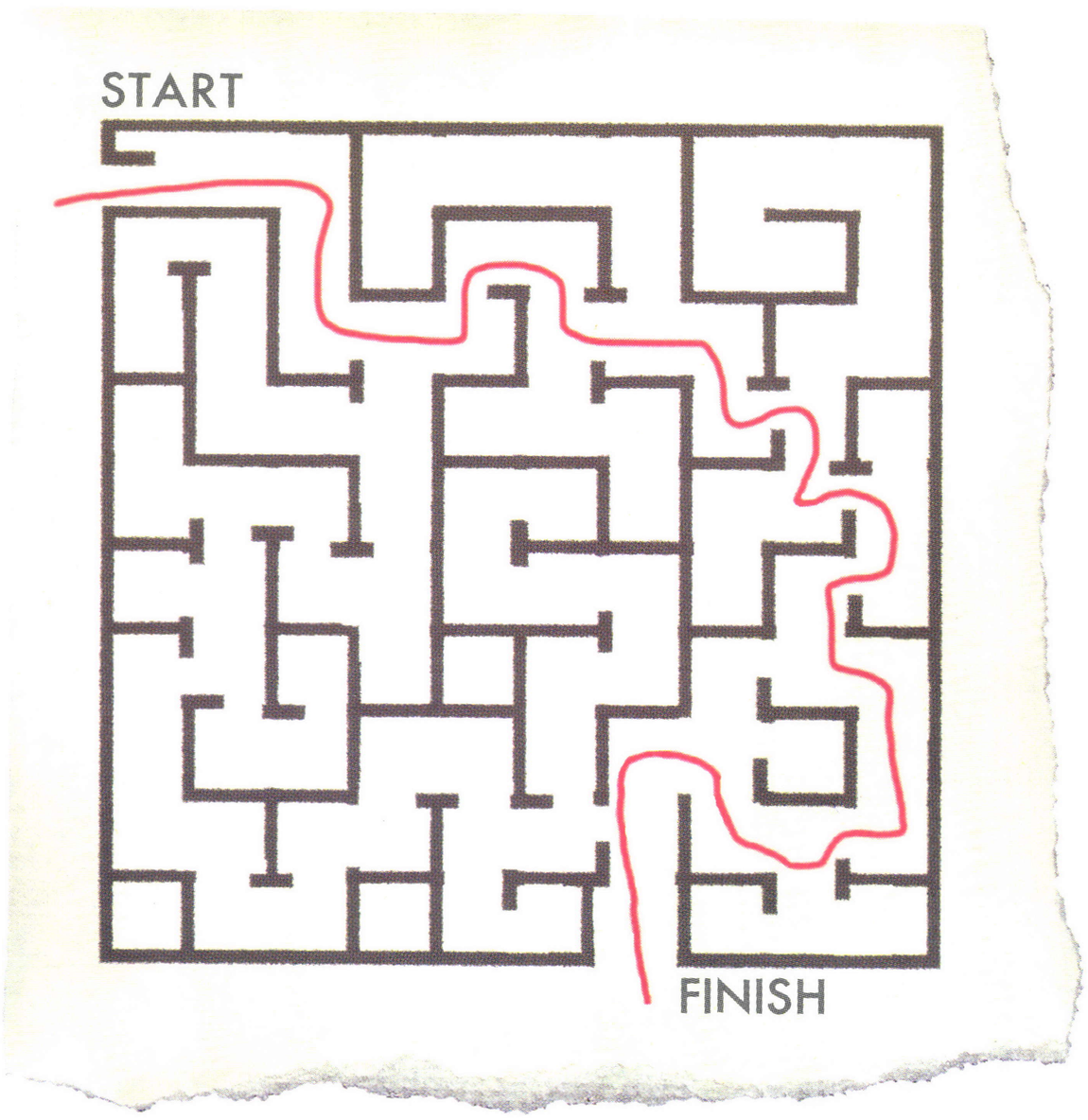
DigiScents Makes a Stink—DigiScents, Inc. has announced that over 200 game developers have applied for the company's ScentWare Developers Program and SDK, which give developers the tool to incorporate smell into their games. According to Cooksey Thomas, director of ScentStream Technology, "Using the ScentWare SDK, a developer can scent-enable a game within an hour." To join the program, developers and publishers can visit the company's site or write to developers@digiscents.com.

Gamecenter Launches Alliance Program—CNET Gamecenter has launched the CNET Gamecenter Alliance partner-program which includes Stomped, Inside Mac Games, Gamers Depot and MS X-Box. Through the program, CNET integrates partner content into Gamecenter which increases exposure and traffic for the partner. CNET also acts as an ad network for the partners. According to Michael Brown, director of Gamecenter, "Gamecenter set out to very selectively forge alliances with the top independent gaming sites, setting a new standard for gaming networks along the way.... What's more, we are actively pursuing other gaming sites to add to our roster which will further strengthen the alliance."

GBC Overtakes PS2 in Japan—Nintendo Co.'s Game Boy Color has overtaken Sony Corp.'s PlayStation 2 in weekly sales in Japan, knocking the PlayStation 2 from the top position it has held since its release on March 4, reports *The Nikkei Industrial Daily*. For the week of May 1-7, the PlayStation 2 lost 12.4 percentage points in market share, while the Game Boy Color gained 5.6 points. The PlayStation 2 also dropped nearly 10 points during the previous week.

Havas Eyes Mattel Interactive—According to *Les Echos*, the French newspaper, Havas Interactive is interested in buying U.S.-based Mattel Interactive. The newspaper quotes Havas chief, Hubert Joly, as saying, "We are indeed studying the issue. We cannot take a backseat when other groups like Microsoft or Time Warner are also watching." But he also says, "we're not ready to pay any price for it."

Direct-to-store distribution: We know the way.



The secret to successfully selling entertainment software is getting the right titles to the right stores on the right day. That's what we do. At Ditan, direct-to-store distribution is our business. We know the most efficient way to deliver your entertainment software titles to any store anywhere in the country. On time. In fact, since 1994 we've been doing exactly that for the home entertainment software industry's leading publishers and retailers.

At the heart of our services is the Ditan Electronic Commerce System (DECS), our electronic link to software publishers and retailers. It's a customer service software module that handles inventory management, order tracking and tracing, and billing. DECS ties our distribution centers to your sales and administration departments, and to your customers.

But there's more. Ditan offers a full roster of services that makes us an ideal partner for all your software operations. At our assembly and light manufacturing center we provide same-day retail package assembly, retail labelling, point-of-purchase display assembly, product refurbishing and product redistribution. Returns are processed at the Ditan Returns Processing Center, which also handles certified product destruction. And our strategically located distribution centers provide warehousing, fully automated order processing, fulfillment, invoicing, EDI and shipping.

So avoid dead ends. Call Ditan today to find out why the top names in entertainment software publishing and retailing all use our services.

We showed them the way. Now let us show you.

DITAN DISTRIBUTION

THE FINAL PIECE OF THE MARKETING PUZZLE.

FOR INFORMATION CALL

1(888)GO-DITAN

ACCESSORY MARKET

The Retailers Guide to Game-Related Peripherals

Sponsored by: nYko™ JOYTECH™ USA

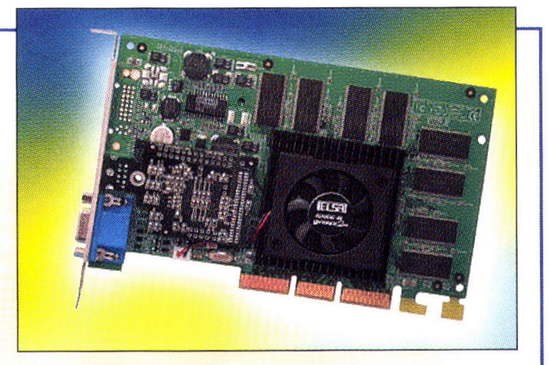
by Ben Rinaldi

Converter Pack

Manufacturer: Thrustmaster
Contact: 514.279.9960
www.thrustmaster.com
System(s): Dreamcast
MSRP: N/A • **Availability:** Q4

The Converter Pack is a great peripheral for all those people that plan to play Dreamcast's upcoming online multiplayer games. This special pack enables users to connect a PC mouse and keyboard simultaneously on the DC, making it easy to surf the Internet or play strategy and first-person shooters. The package includes a converter with PS/2 ports and a two-button mouse. A small switch on top of the converter allows for effortless switching between keyboard and mouse.

ELSA Gladiac

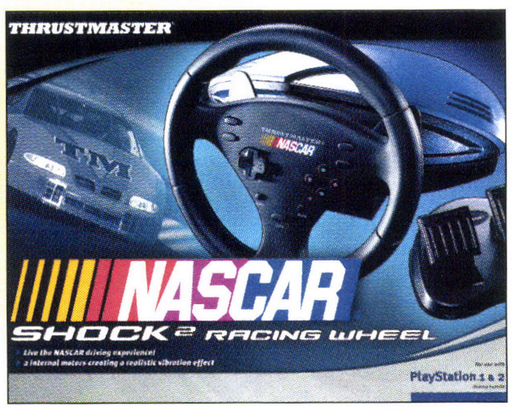


Manufacturer: ELSA
Contact: 800.272.ELSA • www.elsa.com
System(s): PC
MSRP: $349.00
Availability: Now

ELSA's Gladiac GeForce2 is set to become the first graphics card follow-up to nVidia's GeForce 256, and from the looks of things, it's going to be a hard one to top. The Gladiac gives its GeForce2 32MB of DDR memory to play with, and a 64MB version is on the way. By default, the chip runs at 200 MHz and the RAM at 166-333 MHz doubled by the DDR's ability to transfer twice per clock. Other features new to the GeForce2 include a second-generation transform and lighting engine and NSR (nVidia Shading Rasterizer), a technology that, among other things, accelerates realistic, per-pixel shadows in hardware.

NASCAR Shock2 Racing Wheel

Manufacturer: Thrustmaster
Contact: 514.279.9960
www.thrustmaster.com
System(s): PlayStation, PlayStation 2
MSRP: N/A
Availability: TBA



The introduction of more powerful game consoles, such as PlayStation 2, are allowing gamers to experience unprecedented realism in videogames. To keep up, peripheral manufacturers are also inventing new ways to push the boundaries of gameplay to new levels. The Shock2 Racing Wheel is just such a product. It features two internal motors to create the most realistic vibration effect on the market, plus it's specially designed to sit comfortably on your lap, even after long hours of playing. Also included are two analog foot pedals and the ability to play in three different Modes: Dual Shock, Digital, and Negcon.

Cambridge Soundworks PlayWorks PS2000

Manufacturer: Creative Labs
Contact: 408.428.6600
www.creative.com
System(s): PlayStation 2
MSRP: N/A
Availability: October

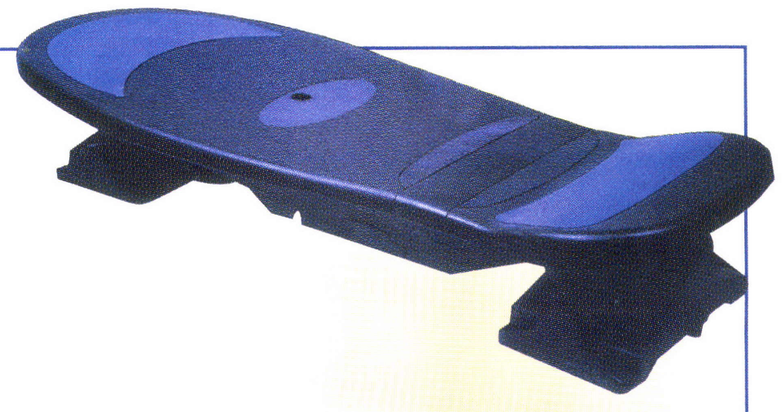
Peripheral companies are lining up left and right to get a crack at manufacturing products for the mighty PlayStation 2, and Creative Labs is no exception. The company announced at E3 that it would introduce the PlayWorks PS2000 speaker system for PS 2 in the fall. The PlayWorks PS2000 is a compact, one-piece sound solution with a separate sub-woofer unit designed to support AC-3 or Dolby Digital 5.1 surround sound for DVD movies and game experiences. *GameWEEK* had the opportunity to sample the product at E3, and we're happy to report that the system really excels at producing high clarity sound samples and booming bass levels.

Viper 2

Manufacturer: Nyko Technologies
Contact: 888.444.NYKO
www.nyko.com
System(s): PlayStation, PlayStation 2
MSRP: $19.99
Availability: Now

Nyko used the recent Electronic Entertainment Expo to introduce the industry's first third-party PlayStation controller licensed by Sony in North America. The result of two years of intensive engineering labor, it provides high-quality gaming at an affordable price. Features include dual vibration function, analog, digital and Steering Wheel Play Mode selector with LED indicator. The Steering Wheel Mode can be used with all racing games currently on the market. It also includes independent turbo and slow motion with LED. The Viper 2 will be compatible with the PlayStation 2 game console when it ships in October 2000.

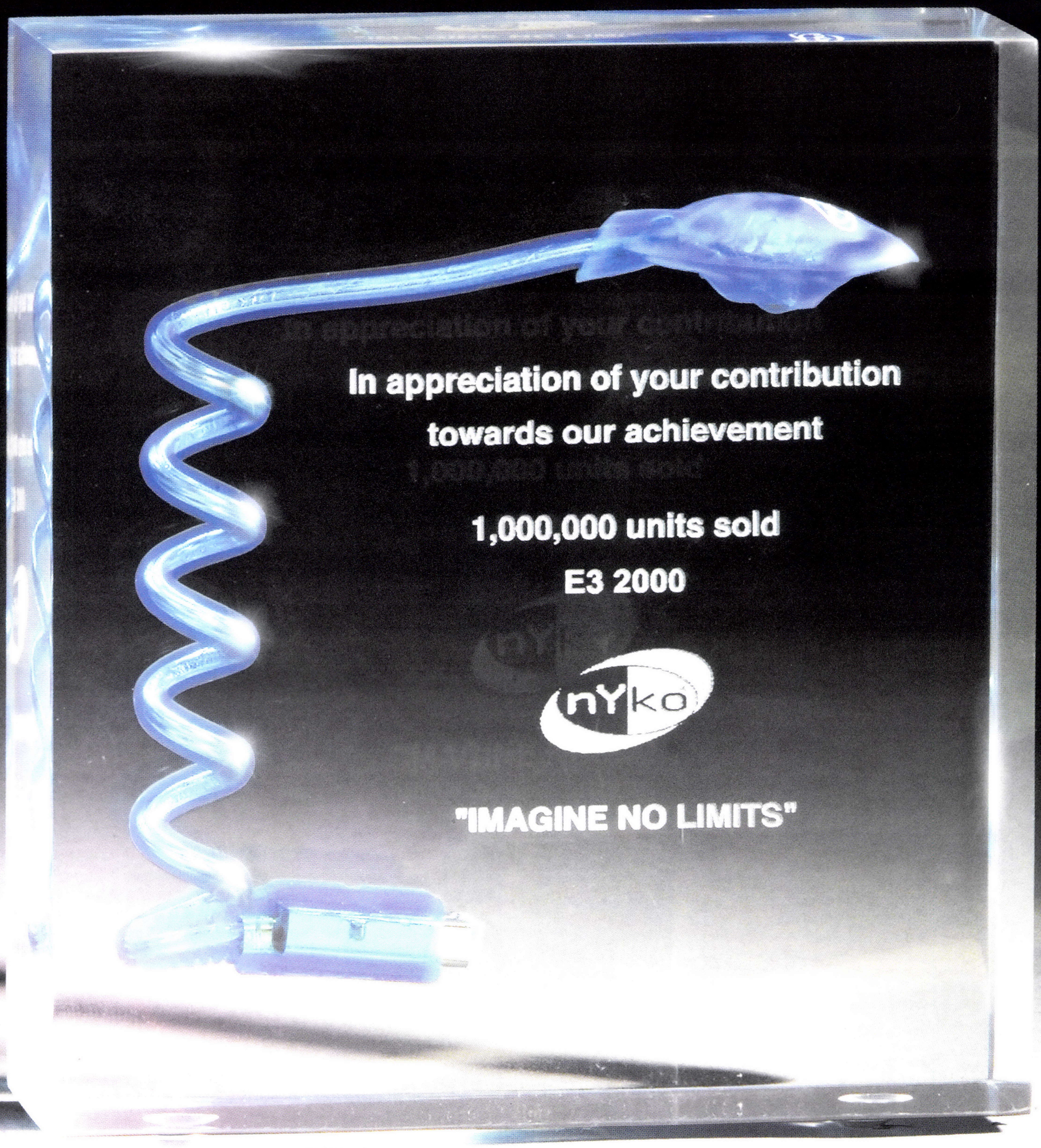
Snowboard



Manufacturer: Thrustmaster
Contact: 514.279.9960
www.thrustmaster.com
System(s): PlayStation 2
MSRP: N/A
Availability: Q4

Snowboarding titles have always been popular with gamers, and that doesn't look like it will change anytime soon, at least not on PlayStation 2, where there are already two games and possibly more in development. To give users an even more immersive boarding experience, Thrustmaster is introducing the Snowboard—a full size snowboard simulator. Special built-in tilt sensors allow users to experience the thrill of boarding without all the hazards and dangers that go with the extreme sport. This product is also backward compatible with most PlayStation snowboarding games.

GameWEEK Accessory Market *is an overview of game peripherals for the home videogame and PC market.* Accessory Market *is meant to provide current information regarding the product and its potential at the time of its release. It also represents the status of the product's current marketability.* Accessory Market *is by no means final judgment on a product and should not be solely used by retailers to base buying decisions on.*



Thank You

WAL★MART STORES, INC.
TOYS "R" US
BEST BUY
GameWEEK
TARGET
Babbage's
software ETC
GAMEPRO
THE WORLD'S LARGEST MULTIPLATFORM GAMING MAGAZINE
K·B toys
FuncoLand
Bring Home The Fun
electronics boutique
HOLLYWOOD GAMES
eToys.com
FredMeyer
MEIJER

nYko
IMAGINE NO LIMITS
www.nYko.com
nYko online

RETAIL BUYER GUIDE

Picking the Games That Will Bring in the Profits

Sponsored by: Gathering of Developers

GameWEEK RATING SYSTEM

A One of the best selling products for that platform. Strong marketing and word of mouth complement excellent gameplay and design. A "must have" product.

B Great product, but lacking in some areas. Will sell well and bring in the masses, but not to the extent of an "A" title.

C Good product that will sell average in terms of sales, yet not worthy of a "B." Still a solid seller, particularly in niche categories.

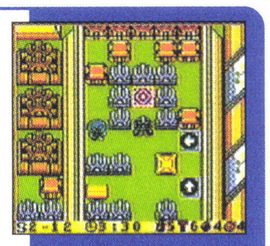
D Either unsupported in terms of marketing, severely lacking in quality or both. This product would have benefited from further development.

F Never should have been considered, much less released. A thoroughly unimpressive product that will sell only at a drastically reduced price.

Bomberman Max Red/Blue

GAME BOY COLOR — EVERYONE E CONTENT RATED BY ESRB — GW B RATING

Publisher Vatical Entertainment
Developer Hudson
Available Now
Genre Action/Adventure
No. of Players 1-2 via Infrared
MSRP $29.95
Contact Info 518.220.9450
www.vatical.com



Rundown There are two different versions to *Bomberman Max, Red Challenger* and *Blue Champion*. Depending on what version, players control either White Bomberman or Black Max through 80 areas. The goal is to save all of the Charaboms, and then use them in multiplayer battles via the Infrared connection on the Game Boy Color. In addition, TV and VCR remotes can be used to uncover secret areas and rare Charaboms in certain points of the game. This version contains many elements found in the original *Bomberman*, but adds a new twist to the Pokémon-style gameplay.

Hype & Marketing TV commercials will run on the WB and Cartoon Network beginning in late May. Online promotions will follow print ads in publications like *Nintendo Power* and *GameWEEK*.

Sales Pitch "Buy this game if you love Pokémon but want something a little different that is just as enjoyable."

Competition *Pokémon Blue/Red/Yellow* stand in *Bomberman Max*'s way.

BOTTOM LINE
As good as the game is, the enormous popularity of Pokémon makes it hard to introduce Bomberman Max and expect the same amount of sales. –Bryan Intihar

Strider 2

PLAYSTATION — TEEN T CONTENT RATED BY ESRB — GW C+ RATING

Publisher Capcom
Developer Capcom
Available Now
Genre Action
No. of Players 1
MSRP $29.95
Contact Info
www.capcom.com
408.774.0500

Rundown The last time we saw a new Strider game was when U.S. Gold published *Strider Returns* for the Genesis back in '92, a game that wasn't exactly faithful to its roots. Capcom, the creators of the series, have finally crafted a true sequel. *Strider 2* binds 2D sprites with 3D polygon environments, and the results are fantastic. Strider Hryu looks great, especially with his double jump and dash intact. The music and sound effects are pretty good, too. This game just feels right. And hey, Capcom also tossed in the original Strider—one of the most legendary action/platformers of all time—free of charge!

Hype & Marketing There are a lot of Strider fans out there. This is a great package, and word of mouth has been very positive throughout the gaming press.

Sales Pitch "If you're a Strider fan, you must own this game."

Competition Other old-school games include *Paperboy*, *Frogger* and *Konami Arcade Classics*; however, PlayStation owners will also be distracted by side-scrolling titles like *Tomba 2*.

BOTTOM LINE
With great content and an attractive price, the Strider 2 package is as good as it gets for retro gaming fans. An extremely overcrowded PlayStation market is the only thing holding it back. –Jim Loftus

Space Channel 5

DREAMCAST — TEEN T CONTENT RATED BY ESRB — GW C+ RATING

Publisher Sega
Developer Sega
Available June 6
Genre Rhythm/Action
No. of Players 1
MSRP $39.95
Contact Info
www.sega.com

Rundown Like *Parappa the Rapper* and *Bust-A-Groove*, *Space Channel 5* is all about rhythm. A scantily clad news reporter named Ulala must stop an alien invasion using dance moves. *SC5* plays much like the classic game Simon; the player matches commands with button presses. The graphics, which reflect a sort of Colorforms look, consist of FMV backgrounds layered with polygon rendered characters. *SC5*'s music is great, and the game is quite fun, but it can also be very frustrating. What should be a "party" game is more of an "anti-social" affair. Players need to pay close attention to the audio, making the game difficult to beat if there is noise in the room. A Two-Player Mode would have been nice.

Hype & Marketing Sega is pushing its super sexy diva with both print and online assaults. Ulala and crew played a dominant role during E3 as well; live dancers performed flashy numbers each and every day during the show. Sega was also in talks with MTV to turn Ulala into a virtual VJ.

Sales Pitch "The psychedelic sixties flavor and groovy tunes are very cool."

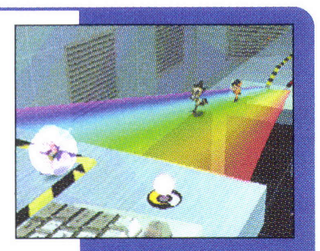
Competition On Dreamcast, this game stands alone.

BOTTOM LINE
These types of games tend to do very well in Japan, but in the U.S., gamers have yet to embrace them. If Sega really does get behind Space Channel 5, it may do decent business. –Jim Loftus

Micro Maniacs

PLAYSTATION — EVERYONE E CONTENT RATED BY ESRB — GW C RATING

Publisher Codemasters
Developer Codemasters
Available June 2000
Genre Racing
No. of Players 1-8
MSRP $39.99
Contact Info
559.683.4468
www.codemastersusa.com



Rundown *Micro Maniacs* is not your ordinary racing title. Instead of using vehicles to travel around regular tracks, players control an odd assortment of toy-like figures. The tracks are also peculiar, such as one that revolves around a bathtub. While *Micro Maniacs* does put a different spin on the racing genre, and the multiplayer aspect certainly is a good thing (it's actually quite fun), the game does have awkward control. The graphic quality is a tad shallow as well.

Hype & Marketing Presently, Codemasters will have print ads in many consumer publications and online banner placements. The company is also considering TV commercials.

Sales Pitch "If you're looking for a massive multiplayer racing game without the same old racing elements, then give *Micro Maniacs* a try."

Competition While no other racing title quite resembles *Micro Maniacs*, most of the competition will come from racing titles that appeal to the younger crowd, such as *Speed Punks* and *Crash Team Racing*.

BOTTOM LINE
Micro Maniacs does add some new racing dimensions, yet its lack of a well-known license, such as Crash or Mario, along with control issues diminishes its sales potential. –Bryan Intihar

consider this...

A comprehensive **B-to-B web portal** for the interactive entertainment industry
A portal where all of your business needs are met, and is **only a click away**

now imagine this...

it's free

the new GameWEEK.com

THE SCREEN SHOT IS DEAD.

LONG LIVE STREAMING SAMPLES.

Give gamers a real preview of your game instead of just a screen shot. FirstLook.com is the place millions of gamers go to get streaming samples of new games. And you can guarantee that your game will be on the top of our games chart where it will be seen and previewed. When gamers click on your game, FirstLook.com sends them directly to your Web site, driving traffic and creating instant sales opportunities. You can also use FirstLook.com to leverage pre-orders. This makes FirstLook.com not only an effective, but an essential marketing tool. To find out more call 1-877-687-4266 or email us at adsales@firstlook.com.

first look.com

Gathering of Developers™ would for making the Promised Lot a

nVIDIA

GameWEEK

AMD

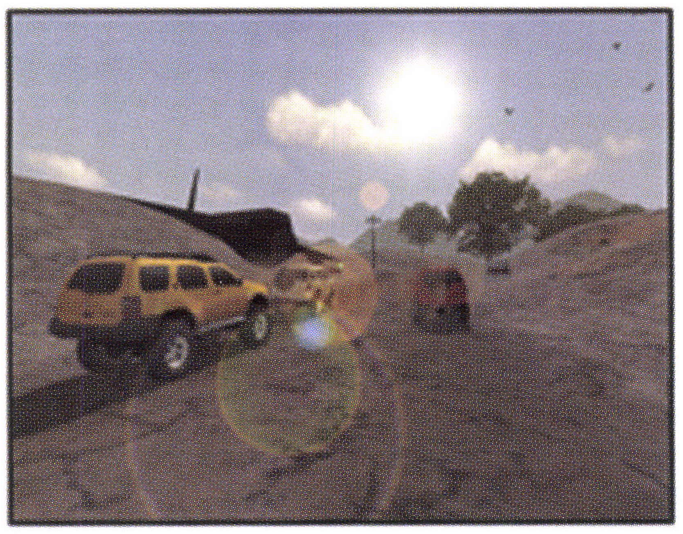
"This is why Gathering is important; this group of people is establishing the importance of authorship in digital media . And it is forcing other publishers to follow suit, lest the top talent seek greener pastures, Already, Electronic Arts , one of the industry's Big Three, has rolled out a more favorable set of terms and royalty rates for its programming stars. More significantly, Gathering is strengthening the link between the people who make games and the people who play them. And that link is crucial if the medium is going to evolve." —NY Times

"While the Blair Witch Project™ is proving that Hollywood can be outsmarted by the little guys, The Gathering is doing the same in the games industry." *—London Times*

"Haxan Films™ is thrilled to be working with Gathering of Developers to create the next level of The Blair Witch world. We were looking for a creative partner who could not only make incredible games but take the story beyond a linear environment and further the quest for 'real' horror,"said Rob Cowie, producer of The Blair Witch Project.

"The Gathering not only has the best developers, as shown by the stunning quality of Terminal Reality's Nocturne, but creatively, they get it."

"The track design in **4x4 Evolution**™ is nothing short of brutal, laid out from start to finish to push the player's skill beyond any reasonable boundaries. The ass busting takes place across a total of 16 tracks, with each having its own unique music, scenery, and basic theme." *—IGNDC*



"Heavy Metal F.A.K.K.2™ - 1999 E3 best of show" *—Gamespy*

"We are extremely enthusiastic about working with The Gathering's Ritual Entertainment™ on the F.A.K.K.2 game and are taking a new approach to a license by giving Ritual free reign over designing the game. Ritual has impressed us immensely with its designing strength, creativity and vision for F.A.K.K.2." — Kevin Eastman

like to thank our sponsors continued success at E3 2000:

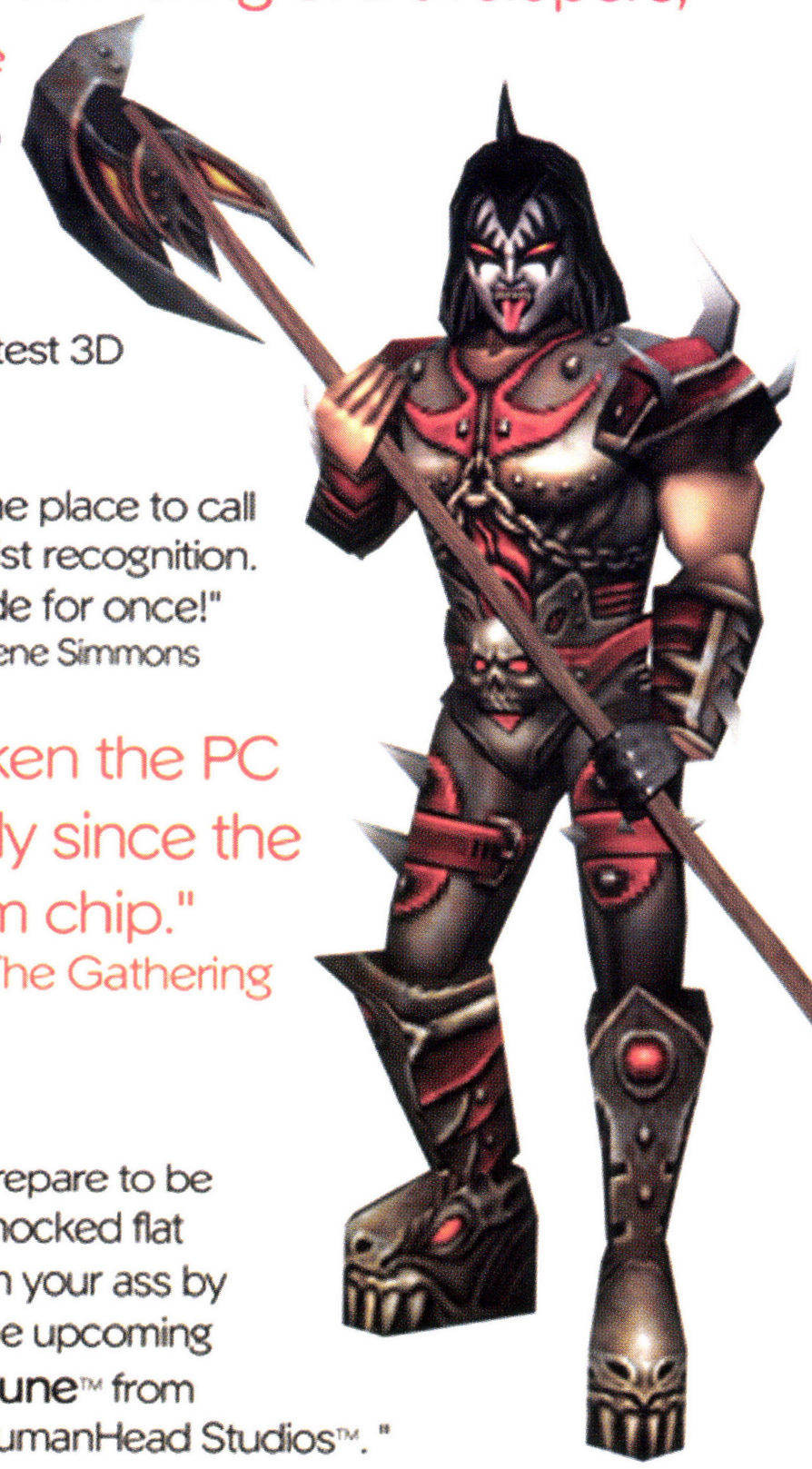
PHANTAGRAM
www.phantagram.com

showbiz DATA

P&A

"The gaming world's biggest news is the initial lineup of Gathering of Developers, the developer-driven game publisher." *—The Boston Globe*

"The clouds will part, the seas will rise and the news that Gathering of Developers' publishing venture is set to send some major publishers running for cover."
—Gamesmania



"KISS Psycho Circus™ -One of the hottest 3D shooters in years"— *Incite PC*

"We got the word that The Gathering was the place to call if we wanted a guarantee of quality and artist recognition. Besides, it's good to have G.O.D. on our side for once!"
— Gene Simmons

"No development has shaken the PC gaming industry so violently since the introduction of the Pentium chip."
—PC Gamer on the formation of The Gathering

"Prepare to be knocked flat on your ass by the upcoming **Rune**™ from HumanHead Studios™. "
— Incite PC

"If action is a religion, **Max Payne**™ is the new messiah."
—Adrenaline Vault

" Far from being your standard shootfest, Max Payne is a John Woo movie made silicon, with slow motion shootouts and a hero who will do for women what Lara Croft did for men."
—Computer Gaming World

All trademarks and trade names are property of their respective owners. © 2000 Gathering of Developers
All rights reserved

INDUSTRY INFORMATION

Game Rentals • Calendar of Events • Consumer Pubs

VIDTRAC's Top 25 Renting Games

For the week ending April 30, 2000

Rank	Game Label	Title	Publisher	Street Date	Days In Rental Index
1	N64	Pokémon Stadium	Nintendo of America	Mar '00	100
2	PSX	Syphon Filter 2	989 Studios	Mar '00	59
3	PSX	WWF Smackdown	THQ Inc.	Mar '00	52
4	N64	Tony Hawk's Pro Skater	Activision	Mar '00	50
5	PSX	Star Wars Episode 1: Jedi Power Batt	LucasArts Entertainment Inc.	Apr '00	49
6	N64	Mario Party 2	Nintendo of America	Jan '00	38
7	PSX	Army Men: World War	3DO Games	Mar '00	36
8	N64	Army Men Sarge's Heroes	3DO Games	Sep '99	33
9	N64	Super Smash Bros.	Nintendo of America	Apr '99	31
10	N64	WWF Wrestlemania 2000	THQ Inc.	Nov '99	30
11	N64	All-Star Baseball 2001	Acclaim Entertainment	Mar '00	24
12	PSX	MLB 2001	989 Studios	Mar '00	24
13	PSX	Tony Hawk's Pro Skater	Activision	Sep '99	24
14	PSX	Star Wars Episode 1: The Phantom Menace	LucasArts Entertainment Inc.	Aug '99	22
15	PSX	Triple Play 2001	Electronic Arts	Mar '00	22
16	N64	Rainbow Six: Tom Clancy's	Southpeak Interactive	Nov '99	21
17	GBC	Pokémon Trading Card Game	Nintendo of America	Apr '00	21
18	PSX	Need For Speed: Porsche Unleashed	Electronic Arts	Mar '00	20
19	N64	Donkey Kong 64	Nintendo of America	Nov '99	18
20	N64	Jeremy McGrath Supercross 2000	Acclaim Entertainment	Feb '00	18
21	DC	Resident Evil: Code: Veronica	Capcom	Mar '00	17
22	N64	Star Wars Episode 1: Racer	Nintendo of America	May '99	17
23	PSX	Dukes of Hazzard: Racing For Home	Southpeak Interactive	Dec '99	16
24	PSX	Medal of Honor	Electronic Arts	Nov '99	15
25	PSX	Driver	GT Interactive	Jun '99	15

Rental Index shows the relationship of game titles against the top renting title.

Consumer Publications

An Express View of Software Ratings from Leading Consumer Magazines and Websites

TITLE	PUBLISHER/SYSTEM	MAGAZINE	RANK	MAGAZINE	RANK	MAGAZINE	RANK
Perfect Dark	Rare/N64	EGM	9.5/10	Gamefan	88/100	Incite	5/5
Galerians	Ascii/ PS	PSM	4/5	EGM	7.5/10	Incite	3/5
Mobil 1 Rally Championship	EA/PS	PSM	4/5	EGM	4.5/10	IGN.com	3.0/10
MLB 2001	989 Sports/PS	EGM	5.0/10	PS Extreme	94/100	Gamefan	84/100
Rock the Rink	EA/PS	PSM	3.5/5	Next Generation	4/5	Videogames.com	8.8/10
Excitebike 64	Nintendo/N64	EGM	9.5/10	Incite	5/5	Gamefan	91/100
Urban Chaos	Eidos/PS	EGM	6.0/10	PS Extreme	80/100	Videogames.com	2.9/10
Need For Speed: Porsche Unleashed	EA/PS	EGM	8.5/10	PS Extreme	91/100	Videogames.com	5.9/10

Calendar of Events

June

13-15 Licensing Expo International
NYC, NY
www.licensing.org

27-29 PC Expo
NYC, NY
www.pcexpo.com

July

8-10 VSDA
Las Vegas, NV
www.vsda.org

19-21 IEMA Executive Summit
Orlando, FL
www.theiema.com

August

TBD Classic Gaming Expo
www.cgexpo.com

TBD Nintendo Space World
www.nintendo.co.jp

TBD Best Buy Charity Dinner
www.bestbuy.com

TBD Hollywood Video Vendor Meeting
www.hollywoodvideo.com

September

3-5 ECTS, London
www.ects.com

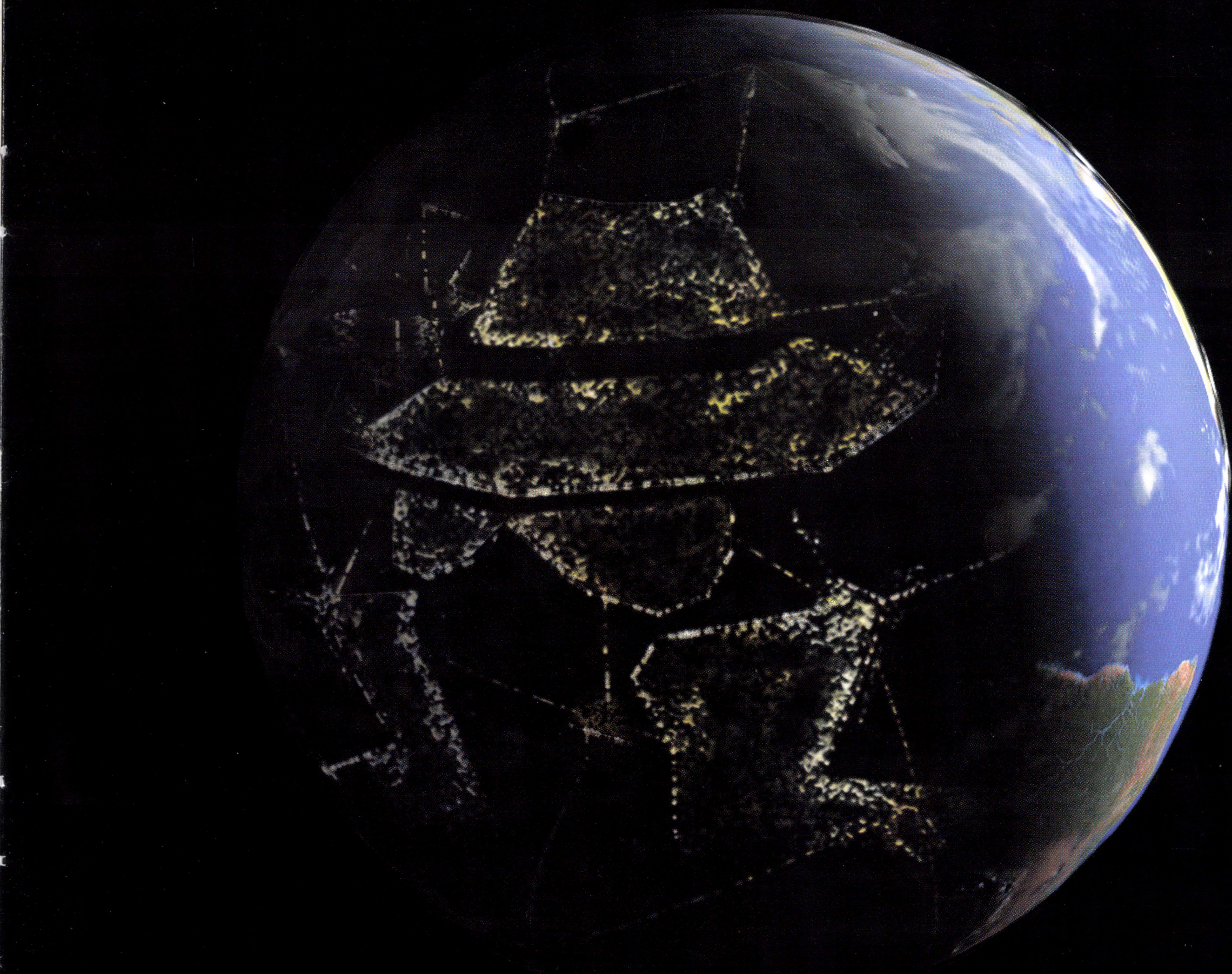
5-8 Retail Vision, Orlando, Florida
www.retailvision.com

12-13 Digital Kids 2000
San Francisco,CA
www.jup.com

14-16 Fun Expo
Las Vegas, NV
www.funexpo.com

26-28 East Coast Video Show
Atlantic City, NJ
www.ecvshow.com

Gamers Own The Internet.



Tap In To Over Four Million Online Gamers!

Reap the spoils of the online gaming revolution. Build GameSpy into your game! In one fell swoop you'll have at your disposal every game server on the Internet, the most popular game server browser available, and the biggest network of gaming fan sites on the planet. We'll help you make it happen.

Gamers own the Internet, and GameSpy is Gamers.

Contact Randy or David at
(714) 549-7689
www.gamespy.com/developer

GameSpy's Latest Partner:

NERF ArenaBlast

HASBRO Interactive

VISIONARY MEDIA, INC.

ATARI

Nerf® and ©1999 Hasbro, Inc. ©1999 Hasbro Interactive, Inc. ©1999 Atari Interactive, Inc.
ArenaBlast and Hasbro Interactive name and logo are trademarks of Hasbro Interactive, Inc.

RELEASE SCHEDULE

Sponsored by:
VERSUS BOOKS

macintosh

Game	Manuf./Publisher	Pre-Book Date	Release Date
Alien vs. Predator	Fox Interact.	TBA	Q2
Anachronox	Ion Storm	TBA	Q4
Asteroids	GT Interactive	TBA	7/00
Black and White	Lionhead	TBA	Q4
Cartoon Combat	Creative Edge	TBA	Q3
Combat Misson: BO	Big Time Soft.	TBA	Q2
C.o.L: InterLock	Deninet Soft.	TBA	Q4
Daikatana	Ion Storm	TBA	Q4
Deimos Rising	Ambrosia	TBA	Q3
Deus Ex	Ion Storm	TBA	Q4
Diablo II	Blizzard	TBA	Q3
Dragon's Lair 3D	Blue Byte	TBA	Q4
Driver	GT Interactive	TBA	6/00
Eternal War	Past Tree, Inc.	TBA	Q2
Experience	The Whole Exp.	TBA	Q4
F/A-18 Hornet: Gold	Graphic Sim.	TBA	Q2
Grimoire	Elysium Digital	TBA	Q3
Halo	Bungie Soft.	TBA	Q4
Heart of Darkness	Infogrames	TBA	Q2
Heavy Metal FAKK2	Gathering	TBA	9/00
Heretic II	Logicware	TBA	Q2
Interstate '76	Logicware	TBA	Q2
Monopoly 2	GT Interactive	TBA	Q3
Myst M.E.	Mindscape	3/00	6/00
Neverwinter Nights	Bioware	TBA	Q2
Oni	Bungie	TBA	Q2
Panty Raider	Sim & Shust.	TBA	Q3
Peregrine	Enigma Soft.	TBA	Q4
Pool of Radiance	Mindscape	TBA	Q4
Riddle of the Sphinx	DreamCatcher	TBA	9/00
Scrabble	GT Interactive	TBA	Q2
Screamin' Demons	Parsoft	TBA	Q4
Shadowbane	Wolfpack	TBA	Q3
SkyFighters 2000	Bullseye Soft.	TBA	Q2
Silver	Infogrames	TBA	Q3
Terminus	Interplay	TBA	6/00
The Little Prince	Tivola	TBA	6/00
Traitor's Gate	Dreamcatcher	TBA	5/00
Warcraft III	Blizzard Ent.	TBA	Q4

playstation

Game	Manuf./Publisher	Pre-Book Date	Release Date
Action Man	Hasbro	TBA	9/00
Alone in the Dark 4	Infogrames	TBA	Q4
Animorphs	GT Software	TBA	8/00
Batman Racing	Ubi Soft	TBA	10/00
Baldur's Gate	Interplay	TBA	6/00
Blaster Master II	Sunsoft	11/99	6/00
Carmgeddon 2	Interplay	TBA	8/00
Carnivale	Vatical	TBA	6/00
Champ.Motocross	THQ	TBA	Q3
Chrono Cross	Square EA	TBA	8/00
Countdown: Vampires	Bandai	TBA	6/00
Covert Ops: N.D.	Activision	TBA	6/00
Danger Girl	THQ	12/99	7/00
Darkstone	Take-Two	TBA	6/00
Dinosaur	Ubi Soft	TBA	9/00
Dragon Valor	Namco	TBA	9/00
Duke Nukem: PotB	GT Interactive	TBA	5/31
Earthworm Jim	Interplay	TBA	7/00
ECW: Anarchy Rulz	Acclaim	TBA	8/00
Evil Dead	THQ	TBA	Q3
Flintstones Bowling	SouthPeak	TBA	10/00
Frogger II	Hasbro	TBA	9/00
Gekido	Interplay	TBA	5/00
I.F. Bass Hunter	Take-Two	TBA	6/00
Inspector Gadget	Ubi Soft	TBA	9/00
Iron Soldier 3	Vatical	TBA	6/00
J. McGrath 2000	Acclaim	12/99	7/00
Jungle Book	Ubi Soft	TBA	10/00
Knights of Carnage	THQ	TBA	Q4
Legend of Dragoon	SCEA	TBA	6/14
Legend of Mana	Square EA	TBA	6/00
Leggit	Psygnosis	TBA	Q4
Lunar 2: E.B.	Working Desi.	TBA	7/00
Madden NFL 2001	EA Sports	8/00	9/00
Major League Soc.	Konami	TBA	6/00
Martian Gothic	Take 2	TBA	6/00
M.H. Pro BMX	Activision	TBA	Q3
Micro Maniacs	Codemasters	TBA	6/00
Mike Tyson Boxing	Codemasters	TBA	9/00
MK: Special Forces	Midway	TBA	6/28
MTV: BMX	THQ	TBA	Q3
MTV: Skateboarding	THQ	TBA	Q2
N-Gen Racing	Infogrames	TBA	6/00
NBA Live 2001	EA Sports	TBA	Q4
NFL GameDay 2001	989 Sports	8/00	9/00
NASCAR Heat	Hasbro	TBA	10/00
Panzer Gen. Assault	Mindscape	TBA	9/00
Paper Boy	Midway	TBA	6/00
Polaris Snocross 2000	Vatical	TBA	9/00
Prince of Persia 3D	Mindscape	TBA	Q2
Rampage Th. Time	Midway	TBA	6/00
Rayman 2	Ubi Soft	TBA	9/00
Reel Fishing II	Natsume	TBA	6/00
Re-Volt 2	Acclaim	TBA	8/00
Rhapsody Mus. Ad.	Atlus	TBA	5/00
Rollcage Stage 2	Midway	TBA	6/00
Rugrats in Paris	THQ	TBA	Q3
Sabotuer	Eidos	TBA	6/00
Shao Lin	THQ	TBA	8/00
Spider-Man	Activision	TBA	8/00
Strider 2	Capcom	TBA	6/00
Sydney 2000	Eidos	TBA	8/00
Tenchu 2	Activision	TBA	8/00
Test Drive Cycles	Infogrames	TBA	6/00
Threads of Fate	Square EA	TBA	8/00
Tony Hawk 2	Activision	TBA	9/00
Wacky Races	Infogrames	TBA	7/00
Who Wants Be Mill.	SCEA	TBA	6/00
X-Men: Mutant Aca.	Activision	TBA	7/00

pc gaming

Game	Manuf./Publisher	Pre-Book Date	Release Date
Age of Sail II	Talon Soft	TBA	10/00
Alone in the Dark 4	Infogrames	TBA	Q4
Anhachronox	Eidos	TBA	7/16
Arcatera	Ubi Soft	TBA	8/00
B-17 Flying Fortress	Hasbro	TBA	9/00
Baldur's Gate II	Interplay	TBA	9/00
Batman Racing	Ubi Soft	TBA	9/00
Blair Witch 1	Gathering	TBA	8/00
Blair Witch 2	Gathering	TBA	10/00
Blair Witch 3	Gathering	TBA	11/00
Boarder Zone	Infogrames	TBA	Q2
Breakneck	SouthPeak	TBA	6/00
Beyond Attacks	Dreamcatcher	TBA	6/00
Commanche 4	Nova Logic	TBA	8/00
Daikatana	Eidos	TBA	5/00
Dark Reign 2	Activision	TBA	7/00
Diablo II	Blizzard	11/99	6/00
Deep Fighter	Ubi Soft	TBA	6/00
Dogs of War	Talon Soft	TBA	7/00
Dracula	Dreamcatcher	TBA	6/00
Dragon Rider	Ubi Soft	TBA	8/00
Dragon's Lair 3D	Blue Byte	TBA	Q4
Dues Ex	Eidos	TBA	7/16
Duke Nukem Forever	GT Interactive	TBA	11/00
Dukes of Hazzard	Southpeak	TBA	10/00
Dungeon Seige	Microsoft	TBA	Q4
Earth 2150	Mindscape	TBA	6/00
Earthworm Jim 3D	Interplay	TBA	6/00
Europe in Flames	Talon Soft	TBA	4/00
Evil Dead	THQ	TBA	10/00
Felony Pursuit	THQ	TBA	7/00
Flash Point	Ubi Soft	TBA	6/00
Fur Fighters	Acclaim	TBA	8/00
Gangsters	Talonsoft	TBA	11/00
Giants	Interplay	12/99	10/00
Gothic	Octagon	TBA	6/00
Grand Prix 3	Microprose	TBA	8/00
Ground Control	Sierra	TBA	6/00
Halo	Bungie	TBA	11/00
Heavy Metal: FAKK2	Gathering	TBA	9/00
Heist	Interplay	TBA	11/00
H&D 2	Talon Soft	TBA	11/00
Hired Teams: Trial	Thought Guild	TBA	Q4
Hitman: C.N. 47	Eidos	TBA	8/29
Hostile Waters	Interplay	TBA	10/00
Icewind Dale	Interplay	TBA	6/00
Indy Racing 2000	GT Soft.	TBA	6/00
Insane	Codemasters	TBA	6/00
Jumbo Jack	Sierra	TBA	Q4
Kingdom Under Fire	Gathering	TBA	9/00
KISS: Psycho Circus	Gathering	TBA	7/00
Leg. of Blademast.	Ripcord	TBA	8/00
MTV Music Gen.	Codemasters	TBA	5/00
MTV: Skateboarding	THQ	TBA	Q2
Max Payne	Gathering	TBA	11/00
Metal Fatigue	Psygnosis	TBA	7/00
Might & Magic VIII	3DO	TBA	Q2
Mike Tyson Boxing	Codemasters	TBA	5/00
Millionaire 2	Disney	TBA	5/00
NASCAR Heat	Microprose	TBA	8/00
Oni	Bungie	TBA	9/00
Pod Racing 2	Ubi Soft	TBA	9/00
PoR: Ruins of Myth	Mindscape	TBA	Q4
Quake III Miss. Pk.	Activision	TBA	6/00
Reach for the Stars	Mindscape	TBA	6/00
Relic Hunter	Octagon	TBA	Q4
Riddle of the Sphinx	Dreamcatcher	TBA	9/15
Road to Moscow	I-magic	TBA	3/00
Rune	Gathering	TBA	8/00
Second Genesis	Epic Games	TBA	Q3
Settlers III: U.C.	Blue Byte	TBA	Q2
Shadow Company 2	Ubi Soft	TBA	Q3
Shogun: Total War	Electronic Arts	TBA	6/00
Silent Hunter 2	Mindscape	TBA	8/00
Skip Barber Racing	Bethesda	TBA	9/00
SoulBringer	Interplay	TBA	6/00
Squad Leader	Microprose	TBA	9/00
Starship Troopers	Microprose	TBA	7/00
Star Trek Conquest	Activision	TBA	6/00
Star Trek DS9:Fallen	Sim. & Schust.	TBA	9/00
Star Trek Dominion Wars	Sim. & Schust.	TBA	Q4
Star Trek Elite Force	Activision	TBA	8/00
Star Trek Klingon Ac.	Interplay	TBA	6/00
Star Trek New Worlds	Interplay	TBA	8/00
Star Wars Obi-Wan	LucasArts	TBA	Q4
Star Wars Online	LucasArts	TBA	TBA/01
Stonekeep 2	Interplay	TBA	6/01
Swat 3: SE	Sierra	TBA	8/00
Sudden Strike	Eidos	TBA	7/00
Summoner	THQ	TBA	11/00
Suzuki 2000	Ubi Soft	TBA	6/00
Tank Platoon	Microprose	TBA	9/00
Terminus	Interplay	TBA	6/00
Test Drive Rally	Infogrames	TBA	6/15
The Dead Planet	Active Prod.	TBA	Q3
The Little Prince	Tivola	TBA	6/00
The Settlers IV	Blue Byte	TBA	Q4
Tribes II	Sierra	TBA	Q2
Trophy Bass 4	Sierra	TBA	Q2
Vampire	Activision	TBA	6/00
WWF Online	THQ	TBA	TBA
Wacky Races	Infogrames	TBA	Q2
Wallstreet Tycoon	Ubi Soft	TBA	5/00
Warcraft III	Blizzard	TBA	Q4
Warlords Battlecry	Broderbund	TBA	6/00
Werewolf the Apoc.	ASC Games	TBA	11/00
Wild Metal	Rockstar	TBA	6/15
X-Com Alliance	Microprose	TBA	11/00

GAME BOY COLOR gameboy color

Game	Manuf./Publisher	Pre-Book Date	Release Date
2000-1 Tunes	Infogrames	TBA	6/00
Alice in Wonderland	Nintendo	TBA	12/00
Alert	Infogrames	TBA	Q3
Austin Powers 2	Take 2	TBA	6/00
Barbie Fashion Pack	Mattel	TBA	7/00
Batman Racing	Ubi Soft	TBA	10/00
Brunswick ProPool	Vatical	TBA	10/00
Carnivale	Vatical	TBA	7/00
Champ. Motocross 2	THQ	TBA	Q3
Croc	Fox Interact.	TBA	6/00
Crystalis	Nintendo	TBA	6/26
Dinosaur	Ubi Soft	TBA	5/00
Disney Racing Tour	Eidos	TBA	6/00
Donkey Kong	Nintendo	TBA	8/28
Doug: Quailman	Infogrames	TBA	9/00
Dragon Tales	Mattel	TBA	8/00
Driver	GT Interact.	TBA	6/00
International Rally	Konami	TBA	5/00
J.W. Cue Ball	Vatical	TBA	6/00
KISS: Psycho Circus	Take 2	TBA	6/00
Little Mermaid 2	Nintendo	TBA	Q4
Lemmings Rev.	Take 2	TBA	6/00
Looney Toons Coll. Alert	GT Software	TBA	6/00
Lord Baniff's Deceit	Vatical	TBA	6/00
Magical Drop	ElectroSource	TBA	6/00
Men in Black 2	Crave	TBA	6/00
Micro Machines V3	THQ	TBA	6/00
MTV: BMX	THQ	TBA	Q3
MTV: Skateboarding	THQ	TBA	6/00
NASCAR 2000	THQ	TBA	6/00
NBA Live 2000	THQ	TBA	6/00
Perfect Dark	Nintendo	TBA	6/12
Pokémon Attack	Nintendo	TBA	7/00
Pokémon Gold/Silver	Nintendo	TBA	9/16
Power Rangers: LR	THQ	TBA	6/00
Pro Pool	Codmasters	TBA	6/00
Puzzle Collection	ElectroSource	TBA	6/00
Ronaldo V-Soccer	GT Software	TBA	6/00
Rugrats in Paris	THQ	TBA	Q3
San Francisco Rush	Midway	TBA	Q2
Space Marauder	Konami	TBA	6/00
Test Drive Cycles	Infogrames	TBA	6/00
Test Drive Le Mans	Infrogrames	TBA	6/00
T-Tex	Eidos	TBA	6/00
Titus the Fox	Interplay	TBA	6/00
Toca Tour Raing	Southpeak	TBA	6/00
Tom and Jerry	Mattel	TBA	9/00
Tomb Raider	Eidos	TBA	6/00
Tony Hawk 2	Activision	TBA	9/00
Toonsylvania	Ubi Soft	TBA	6/00
Trick Boarder	Crave	TBA	5/00
VR Powerboat	Vatical	3/00	9/00
Wacky Races	Infogrames	TBA	6/00
Walt Disney Racing	Eidos	TBA	6/00
Wario Land 3	Nintendo	TBA	5/31
Warlocked	Nintendo	TBA	7/24
X-Men Mutant Academy 6/00		Activision	TBA
Xena	Titus	TBA	7/00
Zelda Tri-Force	Nintendo	TBA	Q3

nintendo 64

Game	Manuf./Publisher	Pre-Book Date	Release Date
Aidyn Chronicles	THQ	TBA	Q2
Army Men: Ari Com.	3DO	TBA	Q2
Army Men: S.H. 2	3DO	TBA	Q4
Banjo Tooie	Nintendo	TBA	7/00
Beast Wars 64	Bam	TBA	6/00
Blues Brothers 2000	Titus	TBA	6/00
Caesar's Palace 64	Crave	TBA	10/00
Conker's B.F.D.	Nintendo	TBA	Q4
Cruis'n Exotica	Midway	TBA	Q4
Daikatana 64	Kemco	TBA	Q3
Die Hard 64	Fox Interact.	TBA	Q4
Dino Planet	Rare	TBA	Q4
Donald Duck	Ubi Soft	TBA	10/00
Eternal Darkness	Nintendo	TBA	Q2
F-1 Champ. 99	Ubi Soft	TBA	9/00
Fighters Destiny II	SouthPeak	TBA	6/00
Hercules	Titus	TBA	6/28
Hey You, Pikachu!	Nintendo	TBA	Q4
Indy Racing League	GT Software	TBA	6/00
Int. Track & Field	Konmai	TBA	9/00
Kirby's 64	Nintendo	TBA	6/27
L.T. Duck Dodgers	Infogrames	TBA	6/00
L.T. Space Race	Infogrames	TBA	6/00
L.T. Taz Express	Infogrames	TBA	6/00
Mario Artist	Nintendo	TBA	Q4
Mega Man 64	Capcom	TBA	Q4
Mickey Speedway USA	Nintendo	TBA	Q4
Mia Hamm Soccer	Southpeak	TBA	8/00
Mini Racers	Nintendo	TBA	Q2
Mortal Kombat S.F.	Midway	TBA	6/28
NFL QBC. 2001	Acclaim	TBA	8/00
Nightmare Cr. 2	Activision	TBA	Q2
Ogre Battle 64	Atlus	TBA	8/00
PGA European Tour Golf	Infogrames	1/00	6/00
Polaris SnoCross 2000	Vatical	TBA	8/00
Power Rangers: LR	THQ	TBA	Q3
Resident Evil Zero	Capcom	TBA	Q4
Rugrats in Paris	THQ	TBA	Q3
S.F. Rush 2049	Midway	TBA	11/15
Seadoo 2001	Vatical	TBA	8/00
Spider-Man	Activision	TBA	Q3
StarCraft	Nintendo	11/99	6/13
Stunt Racer	Midway	TBA	6/00
Super Bowling	Tommo	TBA	7/00
007:The World is Not Enough	Electronic Arts	TBA	Q4
Tom & Jerry	Mattel	TBA	9/00
Turok 3: S.o.O.	Acclaim	TBA	8/00
VR Powerboat	Vatical	TBA	9/00
Wildwaters	Ubi Soft	TBA	Q2
Winnie the Pooh	Mattel	TBA	11/00
X-Men: Mutant Ac.	Activsion	TBA	8/00
Young Olympians	Sapphire	TBA	Q2
Zelda: M.o.M.	Nintendo	TBA	Q3

Counter Cards

Dot Wacking & Yellow Post-Its

Tip Ins

Boxes

Sell Sheets

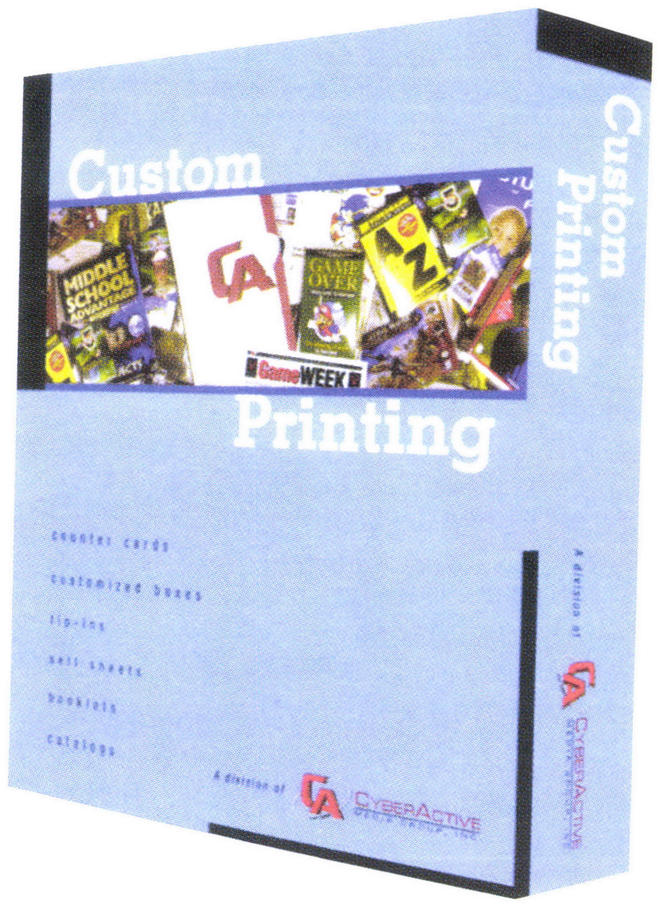
Posters

Brochures, Catalogs & Booklets

Polybagging

Gatefolds

Looking For Help with Your Printing Needs?



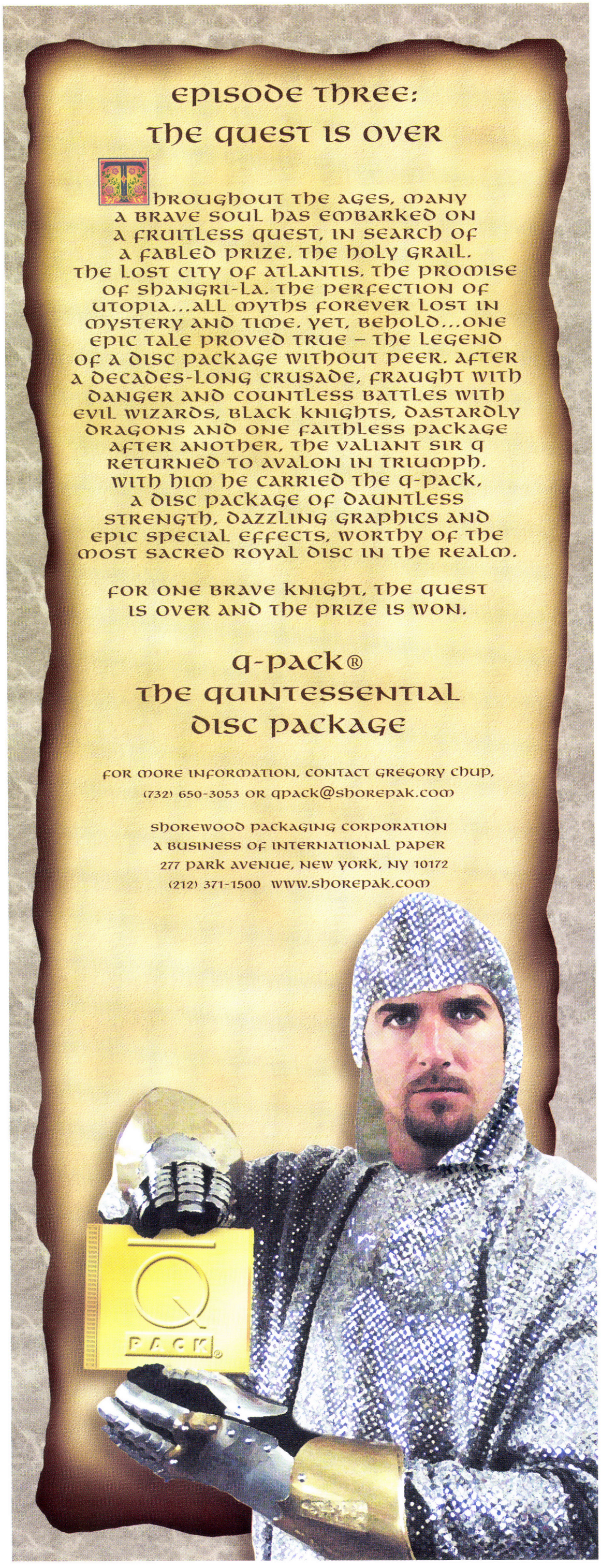
Use Custom Printing to get a **Faster Turnaround** while **Saving Money** on your projects, while maintaining and **Improving quality.**

Let **Custom Printing** help you today!

Tim Lyon
801.253.0712
timl@cyberactive.net

Suzanne Manning
203.761.6160
suzanne@cyberactive.net

A division of CyberActive Media Group, Inc.



product info

RELEASE SCHEDULE

dreamcast

Game	Manuf./Publisher	Pre-Book Date	Release Date
Arcatera	Ubi Soft	TBA	6/00
Armada II	Metro 3D	TBA	8/31
Baldur's Gate	Sega	TBA	Q4
B. Pro Surfer	Mattel	TBA	11/00
Boarder Zone	Infogrames	TBA	Q2
Bust-A-Move	Acclaim	TBA	Q4
Caesar's Palace	Interplay	TBA	5/00
D2	Sega	TBA	8/00
Dark Angel	Metro 3D	TBA	9/00
Deep Fighter	Ubi Soft	TBA	8/00
Demolition Racer	Infogrames	TBA	7/00
Dinosaur	Ubi Soft	TBA	12/00
Draconus: C.O.T.W.	Crave	TBA	6/00
Dragon Rider	Ubi Soft	TBA	9/00
Ecco: Defender of the Future	Sega	TBA	7/00
ECW: Anarch. Rulz	Acclaim	TBA	8/00
ESPN Baseball	Konami	TBA	8/00
ESPN NBA 2Night	Konami	TBA	10/16
Eternal Arcadia	Sega	TBA	Q3
Evil Dead	THQ	TBA	Q3
Evil Twin	Ubi Soft	TBA	11/00
Evolution 2	Ubi Soft	TBA	7/00
4X4 Evolution	G.O.D	TBA	Q3
F355 Challenge	Sega	TBA	Q4
Felony Pursuit	THQ	TBA	Q2
Floigan Brothers	Sega	TBA	Q2
Fur Fighters	Acclaim	TBA	6/00
Galleon	Interplay	TBA	Q2
Gauntlet Legends	Midway	TBA	6/00
GorkaMorka	Ripcord	TBA	11/00
Grandia 2	Sega	TBA	Q3
Grand Prix 4	Hasbro	TBA	10/00
Half-Life	Sega	TBA	Q3
Hidden & Dangerous	Take-Two	TBA	6/16
Industrial-Spy	UFO Interact.	TBA	5/29
J. McGrath Supercross 2000	Acclaim	TBA	7/00
Jet Grind Radio	Sega	TBA	Q3
KISS: Psyco Circus	G.O.D	8/99	9/99
L.o. Blademasters	Ripcord	TBA	6/00
Marvel vs. Capcom2	Capcom	TBA	6/00
Max Steel	Mattel	TBA	12/00
Messiah	Interplay	TBA	10/31
Metropolis	Sega	TBA	7/00
Midway Arcade	Midway	TBA	6/00
Monster Breeder	Tommo	TBA	7/00
M.O.U.T. 2025	Ripcord	TBA	11/00
MTV: Skateboarding	THQ	TBA	Q2
NBA 2K1	Sega	TBA	10/00
NFL 2K1	Sega	TBA	9/00
NHL2K1	Sega	9/00	10/00
Peace Makers	Ubi Soft	TBA	9/00
Phantasy Star Online	Sega	TBA	Q4
Playmobil Hype	Ubi Soft	TBA	1/01
Pod Racing 2	Ubi Soft	TBA	10/00
Power Stone 2	Capcom	TBA	TBA
Prince of Persia	Mattel	TBA	11//00
Quake III Arena	Activision	TBA	8/00
Quest of the Blademasters	Ripcord	TBA	11/00
QB Club 2001	Acclaim	TBA	Q4
Railroad Tycoon II	PopTop Software	5/00	6/00
Renegade Racers	Interplay	TBA	8/00
Seaman w/micro.	Sega	TBA	7/00
Sega GT	Sega	TBA	8/00
Seven Mansions	Koei	TBA	Q4
Shenmue Chapter 1	Sega	TBA	11/00
Sierra Sports Game Room	Sierra	10/00	11/00
Silver	Infogrames	TBA	6/00
SNK vs Capcom	Capcom	TBA	TBA
Sonic Adventure 2	Sega	TBA	TBA
South Park Rally	Acclaim	TBA	6/00
Space Channel 5	Sega	TBA	6/00
Spawn: In the Demon's Hand	Capcom	TBA	Q2
Spec Ops: Omega Squad	Ripcord	TBA	6/14
Star Trek: New Worlds	Interplay	TBA	10/00
Street Fighter III DI	Capcom	TBA	6/00
Stupid Invaders	Ubi Soft	TBA	9/00
Super Magnetic Neo	Crave	TBA	6/00
Sydney 2000	Eidos	TBA	8/00
Tech Romancer	Capcom	TBA	5/00
Tony Hawk's Skater	Crave	TBA	6/00
Toy Story 2	Activision	TBA	5/00
VIP	Ubi Soft	TBA	11/00
Virtual On: Oratorio Tangram	Activision	TBA	6/00
Virtua Tennis	Sega	TBA	7/00
Wacky Races	Infogrames	TBA	6/00
W.S. Baseball 2K1	Sega	TBA	7/00
Vanishing Point	Acclaim	TBA	8/00

Posting/Contact Information:

Manufacturers: If you have found that your company's products are improperly listed, are not listed, or are in need of updating, please ask your sales or PR department to send all relevant information to CyberActive Media Group, Inc., *GameWEEK*, 64 Danbury Road, Wilton, CT. 06897-4406 USA or fax your weekly updates to 203.761.6184. Questions regarding this section may be directed to Ben Rinaldi at 650.340.4405, ben@gameweek.com. Media: Permission to reprint *GameWEEK* Release Schedule in consumer-oriented enthusiast publications or mass media not dealing primarily in the interactive entertainment industry is granted provided appropriate credit is given.

MC2™ Racing Wheel

Dream Pad™

Dream Blaster™

YOU CAN'T ESCAPE.
www.madcatz.com

MADCATZ™

©2000 Mad Catz, Inc. P.O. Box 14778, El Cajon, CA 92022 USA. Mad Catz, the Mad Catz logo, Dream Pad, Dream Blaster, and MC2 are trademarks or registered trademarks of Mad Catz, Inc., its subsidiaries and affiliates. The Dream Blaster is officially licensed by Sega Enterprises, Ltd. Sega, Dreamcast, and the Dreamcast logo are either registered trademarks or trademarks of Sega Enterprises, Ltd. International and domestic patents pending. Made in China. Printed in Hong Kong. All rights reserved. Features, appearance and specifications may be subject to change without notice. Mad Catz stands behind its products 100%.

Questions? Visit our web site at www.madcatz.com or call 1.800.659.2287 (USA only) or 1.619.258.6920.

GameWEEK®

Check out all the latest lists in the May 29th issue of GameWEEK

TOP GAMES LIST

NPD THE NPD GROUP, INC.
Source: NPD Interactive Entertainment Service 516.625.2345

Top 20 Best Selling Interactive Software Titles

Ranked on Units Sold • April 23 - April 29, 2000

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	DATE	AVERAGE RETAIL PRICE
1	1	POKÉMON TRADING CARD/GBC	NINTENDO OF AMERICA	APR '00	$26
2	2	POKÉMON STADIUM/N64	NINTENDO OF AMERICA	MAR '00	$60
10	3	THE SIMS/(CD W95/W98)	ELECTRONIC ARTS	FEB '00	$45
3	4	POKÉMON YELLOW/GAME BOY	NINTENDO OF AMERICA	OCT '99	$26
5	5	S.W. EPI. 1: JEDI KNIGHT/PSX	LUCASARTS	APR '00	$41
6	6	WWF SMACKDOWN!/PSX	THQ	MAR '00	$40
4	7	TONY HAWK'S PRO SKATER/N64	ACTIVISION	MAR '00	$51
7	8	SYPHON FILTER 2/PSX	989 STUDIOS	MAR '00	$40
8	9	POKÉMON RED/GAME BOY	NINTENDO OF AMERICA	SEP '98	$24
11	10	TONY HAWK'S PRO SKATER/PSX	ACTIVISION	SEP '99	$40
**	11	EVERQUEST: RUINS OF KUNARK/(CD W95/98/2K)	989 STUDIOS	APR '00	$40
9	12	POKÉMON BLUE/GAME BOY	NINTENDO OF AMERICA	SEP '98	$25
13	13	SYPHON FILTER/PSX	989 STUDIOS	FEB '99	$20
17	14	WHO WANTS TO BE MILLIONAIRE/(CD W95/WNT)	DISNEY INTERACTIVE	NOV '99	$19
16	15	TRIPLE PLAY 2001/PSX	ELECTRONIC ARTS	MAR '00	$40
15	16	R.E.: CODE VERONICA/DC	CAPCOM USA	MAR '00	$48
19	17	MLB 2001/PSX	989 STUDIOS	MAR '00	$40
24	18	GRAN TURISMO 2/PSX	SONY COMPUTER ENT.	DEC '99	$40
18	19	ROLLER COASTER TYCOON/(CD W95/W98)	HASBRO INTERACTIVE	MAR '99	$30
28	20	ARMY MEN WORLD WAR/PSX	THE 3DO COMPANY	MAR '00	$41

***= Not in top 20 last week. Source: NPD Interactive Entertainment Service • 516.625.2345* *The above top games information may not be reprinted or reproduced without written permission from GameWEEK, CyberActive Media Group and The NPD Group, Inc.*

IN-STORE DISPLAY

FOR BEST RESULTS, CUT ALONG DOTTED LINE

IN-STORE DISPLAY

MARKET TRACKING REPORTS

Information Based Upon NPD Data Recorded April 23–April 29, 2000

Top 10 Videogame Titles

Based on Items Introduced in 2000 Only • Ranked on Units Sold

RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	POKÉMON TRADING CARD/GBC	NINTENDO OF AMERICA	APR '00	$26
2	POKÉMON STADIUM/N64	NINTENDO OF AMERICA	MAR '00	$60
3	S.W. EPI. 1: JEDI KNIGHT/PSX	LUCASARTS	APR '00	$41
4	WWF SMACKDOWN!/PSX	THQ	MAR '00	$40
5	TONY HAWK'S PRO SKATER/N64	ACTIVISION	MAR '00	$51
6	SYPHON FILTER 2/PSX	989 STUDIOS	MAR '00	$40
7	TRIPLE PLAY 2001/PSX	ELECTRONIC ARTS	MAR '00	$40
8	R.E.: CODE VERONICA/DC	CAPCOM USA	MAR '00	$48
9	MLB 2001/PSX	989 STUDIOS	MAR '00	$40
10	ARMY MEN WORLD WAR/PSX	THE 3DO COMPANY	MAR '00	$41

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 PlayStation Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	S.W. EPISODE 1: JEDI KNIGHT	LUCASARTS	APR '00	$41
2	2	WWF SMACKDOWN!	THQ	MAR '00	$40
3	3	SYPHON FILTER 2	989 STUDIOS	MAR '00	$40
4	4	TONY HAWK'S PRO SKATER	ACTIVISION	SEP '99	$40
5	5	SYPHON FILTER	989 STUDIOS	FEB '99	$20
6	6	TRIPLE PLAY 2001	ELECTRONIC ARTS	MAR '00	$40
7	7	MLB 2001	989 STUDIOS	MAR '00	$40
9	8	GRAN TURISMO 2	SONY COMPUTER ENT.	DEC '99	$40
10	9	ARMY MEN WORLD WAR	THE 3DO COMPANY	MAR '00	$41
8	10	ARMY MEN 3D	THE 3DO COMPANY	MAR '99	$20

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Portable Videogame Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	POKÉMON TRADING CARD/GBC	NINTENDO OF AMERICA	APR '00	$26
2	2	POKÉMON YELLOW/GBOY	NINTENDO OF AMERICA	OCT '99	$26
3	3	POKÉMON RED/GBOY	NINTENDO OF AMERICA	SEP '98	$24
4	4	POKÉMON BLUE/GBOY	NINTENDO OF AMERICA	SEP '98	$25
6	5	SUPER MARIO BROS. DLX/GBC	NINTENDO OF AMERICA	MAY '99	$30
8	6	WINNIE THE POOH: ADV./GBC	NEWKIDCO	MAR '00	$27
7	7	POKÉMON PINBALL/GBC	NINTENDO OF AMERICA	JUN '99	$30
5	8	TONY HAWK'S PRO SKATER/GBC	ACTIVISION	MAR '00	$29
**	9	GAME & WATCH GALLERY3/GBC	NINTENDO OF AMERICA	DEC '99	$27
10	10	ADVENTURE MK & ASHLEY/GBC	ACCLAIM ENTERTAINMENT	DEC '99	$30

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Nintendo 64 Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	POKÉMON STADIUM	NINTENDO OF AMERICA	MAR '00	$60
2	2	TONY HAWK'S PRO SKATER	ACTIVISION	MAR '00	$51
3	3	MARIO PARTY 2	NINTENDO OF AMERICA	JAN '00	$50
4	4	WWF WRESTLEMANIA 2000	THQ	NOV '99	$60
6	5	SUPER SMASH BROTHERS	NINTENDO OF AMERICA	APR '99	$50
**	6	CASTLEVANIA	KONAMI OF AMERICA	JAN '99	$20
7	7	ALL STAR BASEBALL 2001	ACCLAIM ENTERTAINMENT	MAR '00	$51
**	8	HYBRID HEAVEN	KONAMI OF AMERICA	SEP '99	$21
**	9	STAR FOX	NINTENDO OF AMERICA	FEB '98	$21
8	10	NAMCO MUSEUM 64	NAMCO	NOV '99	$30

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Mac Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
3	1	MONOPOLY MULTIMEDIA/(CD MAC)	HASBRO INTERACTIVE	NOV '96	$10
2	2	THEME PARK/(CD MAC)	ELECTRONIC ARTS	***	$10
4	3	UNREAL TOURNAMENT/(CD MAC)	GT INTERACTIVE	JAN '00	$49
6	4	STARCRAFT: BROOD WAR/(CD MAC)	BLIZZARD	JUL '99	$21
8	5	AGE OF EMPIRES/(CD MAC)	MACSOFT	JUN '99	$30
**	6	TOTAL ANNIHILATION/(CD MAC)	CAVEDOG	SEP '99	$10
5	7	S.W. EPISODE 1: RACER/(CD MAC)	LUCASARTS	NOV '99	$41
**	8	SIMCITY 3000/(CD MAC)	MAXIS	JUL '99	$49
**	9	ALPHA CENTAURI/(CD MAC)	ASPYR MEDIA	FEB '00	$50
9	10	MAC SEVEN PACK/(CD MAC)	SIERRA ON-LINE	DEC '99	$22

***Not In Top 10 Last Week • ***Released before April 1985*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Dreamcast Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	R.E.: CODE VERONICA	CAPCOM USA	MAR '00	$48
2	2	CRAZY TAXI	SEGA OF AMERICA	FEB '00	$50
3	3	DEAD OR ALIVE 2	TECMO	MAR '00	$44
**	4	MAKEN X	SEGA OF AMERICA	APR '00	$42
5	5	NBA 2K	SEGA OF AMERICA	NOV '99	$43
4	6	S.W. EPISODE 1: RACER	LUCASARTS	APR '00	$41
6	7	TOMB RAIDER:REVELATION	EIDOS INTERACTIVE	MAR '00	$47
7	8	NHL 2K	SEGA OF AMERICA	FEB '00	$49
8	9	SONIC ADVENTURE	SEGA OF AMERICA	SEP '99	$43
**	10	GUNDAM SIDE STORY 0079	BANDAI AMERICA	APR '00	$47

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

MARKET TRACKING REPORTS

Top 20 PC Software Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	THE SIMS/(CD W95/W98)	ELECTRONIC ARTS	FEB '00	$45
**	2	EVERQUEST: RUINS OF KUNARK/(CD W95/98/2K)	989 STUDIOS	APR '00	$40
2	3	WHO WANTS TO BE MILLIONAIRE/(CD W95/WNT)	DISNEY INTERACTIVE	NOV '99	$19
3	4	ROLLER COASTER TYCOON/(CD W95/W98)	HASBRO INTERACTIVE	MAR '99	$30
8	5	SOLDIER OF FORTUNE/(CD W95/W98)	ACTIVISION	MAR '00	$41
**	6	S.W. EPI. 1: RACER/(CD W95/W98)	LUCASARTS	MAY '99	$13
9	7	FAMILY 3 PK/(CD W95/W98)	HASBRO INTERACTIVE	DEC '99	$16
4	8	RAINBOW SIX: URBAN OP./(CD W95/98)	RED STORM	APR '00	$21
**	9	STARLANCER/(CD W95/NT/98)	MICROSOFT	APR '00	$42
12	10	AGE OF EMPIRES II/(CD W95/W98)	MICROSOFT	SEP '99	$45
5	11	R.C. TYCOON: CORKSCREW/(CD W95/W98)	HASBRO INTERACTIVE	NOV '99	$20
**	12	S.W. EPI. 1: TPM/(CD W95/W98)	LUCASARTS	MAY '99	$15
20	13	SLOTS/(CD W95/W98/MAC)	MASQUE PUBLISHING	NOV '99	$12
11	14	STAR TREK: ARMADA/(CD W95/W98)	ACTIVISION	MAR '00	$46
**	15	TACHYON THE FRINGE/(CD W95/NT/98/2K)	NOVALOGIC	APR '00	$39
**	16	MIDTOWN MADNESS/(CD W95/W98/W2K)	MICROSOFT	MAY '99	$17
**	17	GALAXY OF GAMES RED/(CD W95/W98)	EGAMES	MAR '00	$10
**	18	C&C: TIBERIAN SUN FIRESTORM/(CD W95/W98)	WESTWOOD STUDIOS	MAR '00	$28
**	19	SIM MANIA PACK/(CD W95/W98)	ELECTRONIC ARTS	FEB '00	$19
10	20	UNREAL TOURNAMENT/(CD W95/WNT/W98)	GT INTERACTIVE	NOV '99	$43

***Not In Top 20 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 25 Videogame Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	POKÉMON TRADING CARD/GBC	NINTENDO OF AMERICA	APR '00	$26
2	2	POKÉMON STADIUM/N64	NINTENDO OF AMERICA	MAR '00	$60
3	3	POKÉMON YELLOW/GBOY	NINTENDO OF AMERICA	OCT '99	$26
5	4	S.W. EPI.: JEDI KNIGHT/PSX	LUCASARTS	APR '00	$41
6	5	WWF SMACKDOWN!/PSX	THQ	MAR '00	$40
4	6	TONY HAWK'S PRO SKATER/N64	ACTIVISION	MAR '00	$51
7	7	SYPHON FILTER 2/PSX	989 STUDIOS	MAR '00	$40
8	8	POKÉMON RED/GBOY	NINTENDO OF AMERICA	SEP '98	$24
9	9	POKÉMON BLUE/GBOY	NINTENDO OF AMERICA	SEP '98	$25
10	10	TONY HAWK'S PRO SKATER/PSX	ACTIVISION	SEP '99	$40
12	11	SYPHON FILTER/PSX	989 STUDIOS	FEB '99	$20
15	12	TRIPLE PLAY 2001/PSX	ELECTRONIC ARTS	MAR '00	$40
14	13	R.E.: CODE VERONICA/DC	CAPCOM USA	MAR '00	$48
16	14	MLB 2001/PSX	989 STUDIOS	MAR '00	$40
21	15	GRAN TURISMO 2/PSX	SONY COMPUTER ENT.	DEC '99	$40
13	16	SUPER MARIO BROS. DLX/GBC	NINTENDO OF AMERICA	MAY '99	$30
24	17	ARMY MEN WORLD WAR/PSX	THE 3DO COMPANY	MAR '00	$41
20	18	ARMY MEN 3D/PSX	THE 3DO COMPANY	MAR '99	$20
19	19	MARIO PARTY 2/N64	NINTENDO OF AMERICA	JAN '00	$50
**	20	SPYRO THE DRAGON/PSX	SONY COMPUTER ENT.	SEP '98	$19
18	21	WINNIE THE POOH: ADV/GBC	NEWKIDCO	MAR '00	$27
17	22	POKÉMON PINBALL/GBC	NINTENDO OF AMERICA	JUN '99	$30
**	23	NAMCO MUSEUM VOL 3/PSX	NAMCO	FEB '97	$20
**	24	NAMCO MUSEUM VOL 1/PSX	NAMCO	AUG '96	$18
**	25	METAL GEAR SOLID/PSX	KONAMI OF AMERICA	OCT '98	$19

***Not In Top 25 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 30 Interactive Entertainment Software Publishers

Based on Units Sold

LAST WEEK	THIS WEEK	PUBLISHER
2	1	ELECTRONIC ARTS
1	2	NINTENDO OF AMERICA
3	3	SONY
5	4	HASBRO
4	5	ACTIVISION
8	6	HAVAS
6	7	ACCLAIM ENTERTAINMENT
7	8	THQ
11	9	LUCASARTS
10	10	GT INTERACTIVE
9	11	MATTEL
12	12	THE 3DO COMPANY
13	13	EIDOS INTERACTIVE
14	14	MIDWAY
15	15	NAMCO
16	16	CAPCOM USA
19	17	MICROSOFT
23	18	KONAMI OF AMERICA
21	19	SEGA OF AMERICA
22	20	INFOGRAMES
20	21	FOX INTERACTIVE
17	22	DISNEY INTERACTIVE
18	23	RED STORM
24	24	INTERPLAY
27	25	TAKE 2 INTERACTIVE
25	26	EGAMES
28	27	CRAVE ENTERTAINMENT
30	28	SQUARE EA
29	29	UBI SOFT
**	30	VALUSOFT

***Not In Top 30 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Videogame Accessories

Ranked on Dollars Sold

LAST WEEK'S RANK	RANK	ACCESSORY/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
2	1	RFU ADAPTOR/N64	INTERACT ACCESSORIES	SEP '96	$11
1	2	MEMORY CARD VALUE PK/PSX	INTERACT ACCESSORIES	DEC '95	$10
3	3	VISUAL MEMORY UNIT/DC	SEGA OF AMERICA	SEP '99	$25
6	4	MEMORY CARD 15X/PSX	MAD CATZ	AUG '96	$10
5	5	RFU ADAPTOR/PSX	INTERACT ACCESSORIES	JUN '97	$13
4	6	MEMORY CARD/PSX	SONY COMPUTER ENT.	SEP '95	$15
7	7	CONTROLLER/PSX	SONY COMPUTER ENT.	SEP '95	$10
8	8	MEMORY CARD/N64	INTERACT ACCESSORIES	APR '97	$10
9	9	CONTROL PAD/DC	SEGA OF AMERICA	SEP '99	$30
**	10	GAME SHARK/PSX	INTERACT ACCESSORIES	JAN '96	$43

***Not in Top 10 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

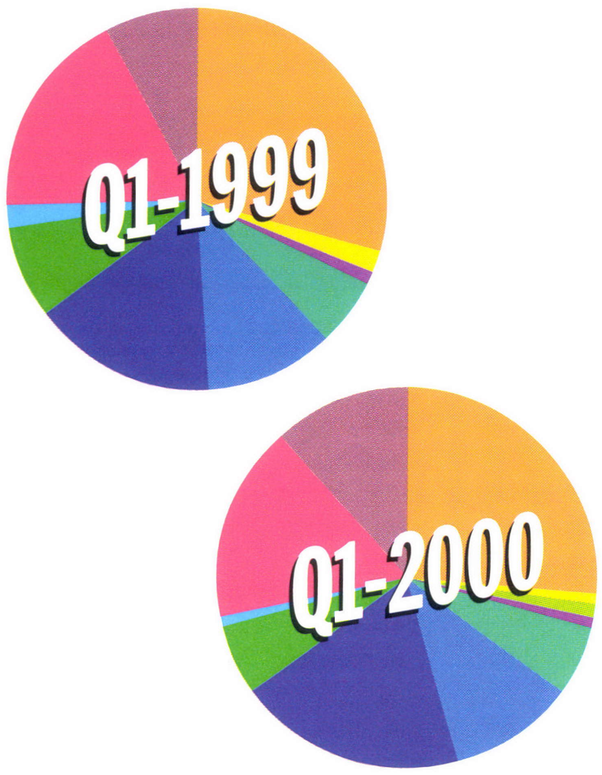
NPD
THE NPD GROUP, INC.

MARKET TRACKING REPORTS

Distribution of Next Generation Console Software by Supergenre

Based on Unit Share

	Q1 1999	Q1 2000
Action	30.8	27.5
All Other Games	0.7	0.7
Childrens Ent.	0.0	0.3
Edutainment	0.1	0.2
Family Ent.	5.9	5.7
Fighting	10.8	10.3
Racing	15.4	20.4
Shooter	8.3	5.3
Simulations	2.0	0.6
Sport Games	18.1	16.9
Strategy/RPG	7.9	12.1

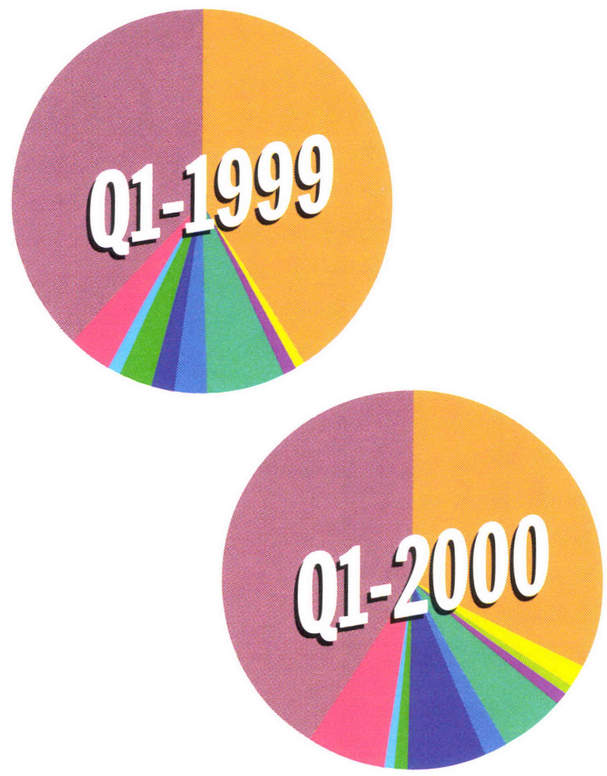


Source: NPD TRSTS Video Games Service
Mary Ann Porreca: 516.625.2345

Distribution of Portable Software by Supergenre

Based on Unit Share

	Q1 1999	Q1 2000
Action	42.3	34.2
All Other Games	0.4	0.8
Childrens Ent.	0.0	0.3
Edutainment	0.2	0.3
Family Ent.	6.9	3.8
Fighting	3.0	2.0
Racing	1.7	6.5
Shooter	2.8	1.1
Simulations	0.4	0.7
Sport Games	3.8	6.5
Strategy/RPG	38.5	43.8

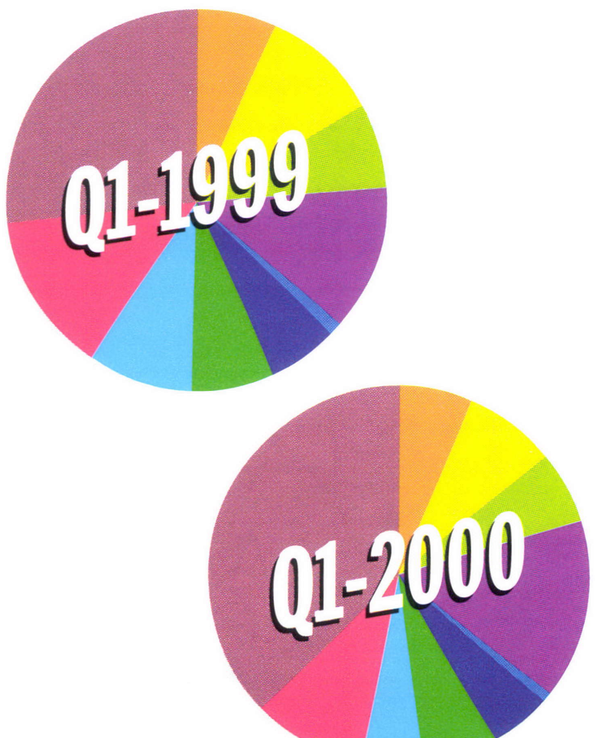


Source: NPD TRSTS Video Games Service
Mary Ann Porreca: 516.625.2345

Distribution of PC Games by Supergenre

Based on Unit Share

	Q1 1999	Q1 2000
Action	6.8	6.5
All Other Games	10.2	9.1
Childrens Ent.	6.9	7.3
Family Ent.	12.8	17.1
Fighting	0.6	0.2
Racing	5.9	5.7
Shooter	6.7	7.1
Simulations	8.5	6.1
Sport Games	14.1	11.6
Strategy/RPG	27.5	29.3



Source: NPD TRSTS Video Games Service
Mary Ann Porreca: 516.625.2345

Distribution of PC Games by Supergenre

Based on Unit Share

	Q1 1999	Q1 2000
$0.00-$9.99	0.9	0.9
$10.00-$19.99	6.0	20.6
$20.00-$29.99	25.8	16.5
$30.00-$39.99	7.8	19.3
$40.00-$49.99	43.2	30.8
$50.00-$59.99	14.5	11.8
$60.00+	1.8	0.1

Source: NPD TRSTS Video Games Service
Mary Ann Porreca: 516.625.2345

Distribution of PC Games by Supergenre

Based on Unit Share

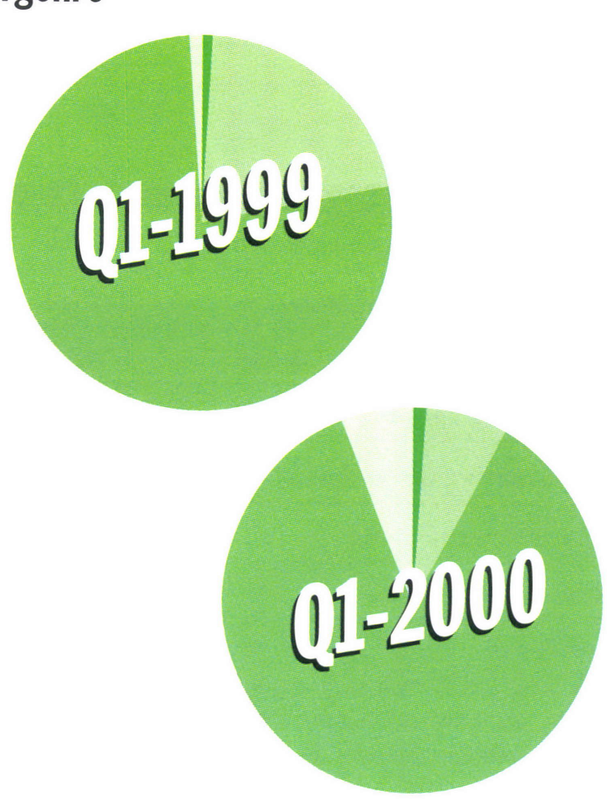
	Q1 1999	Q1 2000
200,000+	4	1
100,000-199,000	7	4
50,000-99,999	7	9
10,000-49,999	28	39
under 10,000	54	47

Source: NPD TRSTS Video Games Service
Mary Ann Porreca: 516.625.2345

Distribution of PC Games by Supergenre

Based on Unit Share

	Q1 1999	Q1 2000
$0.00-$9.99	0.6	1.3
$10.00-$19.99	21.1	6.6
$20.00-$29.99	77.7	86.2
$30.00-$39.99	0.6	5.9
$40.00-$49.99	0.0	0.0
$50.00-$59.99	0.0	0.0
$60.00+	0.0	0.0



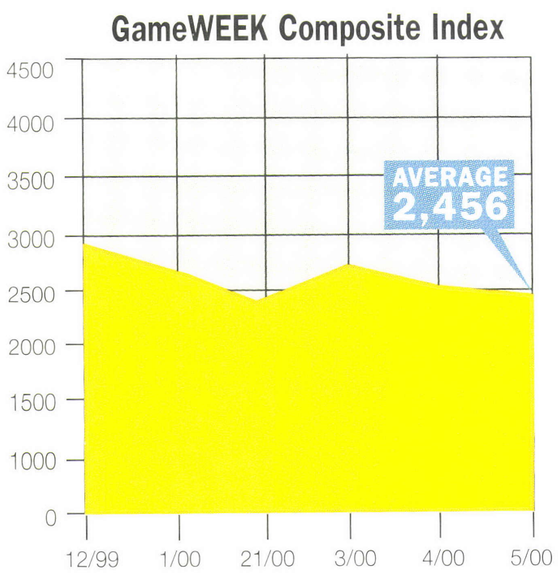
Source: NPD TRSTS Video Games Service
Mary Ann Porreca: 516.625.2345

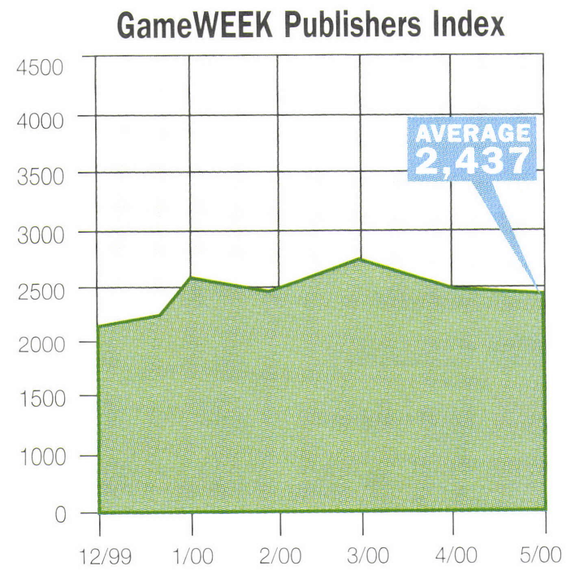
STOCK INDEX

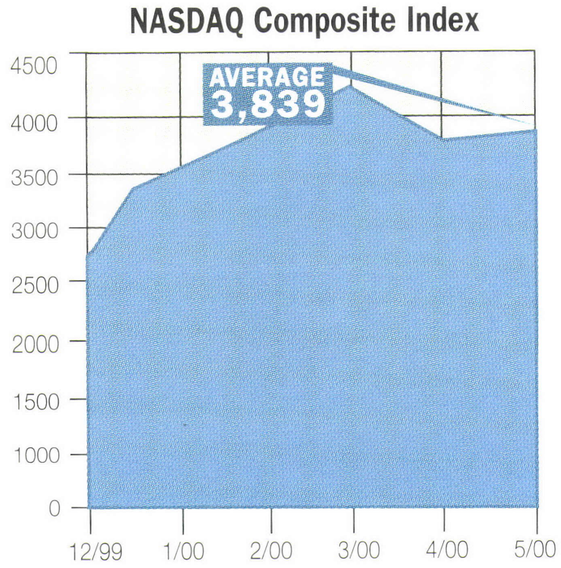
Visit www.gameweek.com for the latest info and stock quotes

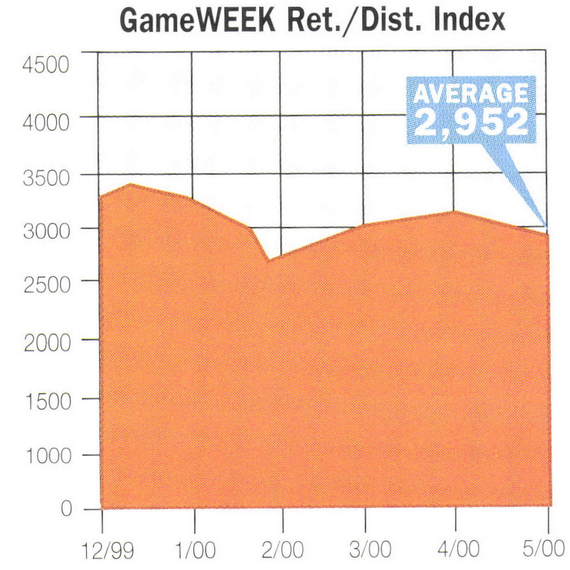
Sponsored by: INTERACT

Index Comparisons









Summary of Results

Advances: 22 ***Declines:*** 41 ***Unchanged:*** 1

GAINERS	% CHANGE
GTR Group	29.17%
Cyberian Outpost Inc	25.88%
Macrovision	24.68%
Activision	18.00%
Take-Two	14.94%

LOSERS	% CHANGE
Ames Stores	26.83%
Radica Information	21.31%
Voxware Inc	21.18%
eBay Inc	-15.82%
Tandy	-10.64%

INDEX COMPARISONS	4.28.00	5.05.00	NET CHANGE	% CHANGE
GameDaily Composite Index	2487.66	2424.72	-62.94	-2.53%
GameDaily Publishers Index	2493.62	2453.21	-40.41	-1.62%
GameDaily Retailers/Distributors	3048.57	2854.93	-193.64	-6.35%
NASDAQ Composite	3860.66	3816.82	-43.84	-1.14%
Dow Jones Industrial Average	10733.91	10577.86	-156.05	-1.45%
S&P 500 Stock Index	1452.43	1432.63	-19.80	-1.36%
Russel 2000	506.25	509.87	3.62	0.72%

Source: CNET Investor (investor.cnet.com) "This information is based on sources believed to be reliable, and while extensive efforts are made to assure its accuracy, no guarantees can be made." CNET Investor assumes no liability for any inaccuracies."

EXCH	TICKER	COMPANY	52-WEEK HIGH	52-WEEK LOW	P/E RATIO	4/28/00 CLOSE	5/05/00 CLOSE	% CHANGE IN PERIOD	% CHANGE IN YEAR
PUBLISHERS AND MANUFACTURERS									
NASD	TDDD	3D Labs Inc Ltd	10.50	2.75	-	4.25	4.13	-2.94%	-29.79%
NASD	TDFX	3Dfx	21.43	7.50	-	10.38	9.75	-6.02%	-1.89%
NASD	THDO	3DO	17.12	4.25	-	6.13	6.00	-2.04%	-33.79%
NASD	AKLM	Acclaim	8.68	2.18	-	2.72	2.50	-8.05%	-50.92%
NASD	ATVI	Activision	18.25	5.87	7.8	6.25	7.38	18.00%	-51.84%
NASD	MIGS	McGlen Internet Group	15.00	1.00	-	2.19	2.00	-8.57%	-50.77%
NYSE	AMD	Advanced Micro Devices Inc	92.25	15.62	64.5	87.50	92.25	5.43%	218.79%
NASD	AAPL	Apple Computer	150.37	40.93	27.3	124.06	113.13	-8.82%	-10.03%
NYSE	BDE	Brilliant Digital Enmt Inc	14.93	2.50	-	6.88	6.75	-1.82%	-71.43%
NYSE	CRUS	Cirrus Logic	24.00	6.87	-	16.38	16.63	1.53%	-25.47%
NYSE	CPQ	Compaq Comp.	34.00	18.25	73.5	29.25	27.19	-7.05%	-0.46%
NASD	CREAF	Creative Labs	38.81	8.87	13.8	27.38	25.38	-7.31%	-46.04%
NASD	DELL	Dell	59.68	31.37	81.8	50.13	49.88	-0.50%	-2.21%
NYSE	DIS	Disney	43.87	23.37	86.0	43.63	39.56	-9.31%	-35.26%
NASD	EIDSY	Eidos Interactive†††	21.00	4.25	25.0	5.00	4.75	-5.00%	-72.22%
NASD	ERTS	Electronic Arts	124.43	45.50	29.9	60.50	61.69	1.96%	-26.56%
NASD	GTIS	GT Interactive	5.12	1.56	-	2.06	2.25	9.09%	-28.57%
AMEX	HAS	Hasbro	37.00	13.75	16.8	15.94	15.63	-1.96%	-17.49%
NYSE	HWP	Hewlett Packard	155.50	67.00	42.9	135.00	136.75	1.30%	20.22%
NYSE	IBM	IBM	139.18	89.00	25.9	111.50	107.88	-3.25%	0.00%
NASD	INTC	Intel	145.37	50.12	53.2	126.81	123.38	-2.71%	49.89%
NASD	IENTC	Interactive Magic	6.68	0.50	-	1.88	1.88	0.00%	-3.23%
NASD	INGR	Intergraph	10.25	3.18	-	6.81	6.56	-3.67%	38.16%
NASD	IPLY	Interplay	4.68	1.56	-	2.13	2.38	11.76%	-19.15%
NASD	LOGIY	Logitech	76.00	13.37	4.7	65.13	64.00	-1.73%	132.20%
NASD	MACR	Macromedia	100.00	27.37	155.8	87.00	87.25	0.29%	19.32%
NASD	MVSN	Macrovision	94.75	10.81	243.8	48.88	60.94	24.68%	64.70%
NYSE	MAT	Mattel Inc	29.31	8.93	-	12.31	11.69	-5.08%	-10.95%
NASD	MSFT	Microsoft	119.93	65.00	42.6	69.75	71.13	1.97%	-39.08%
NYSE	MWY	Midway	24.87	6.06	106.3	6.63	7.44	12.26%	-68.93%
NASD	RCOT	Recoton	16.62	5.43	-	10.50	9.69	-7.74%	4.73%
NASD	EGAM	eGames Inc.	4.50	0.93	-	1.34	1.31	-2.33%	-58.82%
NYSE	SIII	S3 Inc	24.81	6.00	2.8	14.06	13.31	-5.33%	15.76%
NYSE	SNE	Sony Corp.	314.75	89.25	76.9	225.63	221.56	-1.80%	-22.19%
NASD	TTWO	Take-Two	18.93	6.87	13.7	9.63	11.06	14.94%	-14.49%
NASD	THQI	T-HQ	39.25	14.00	9.8	15.50	16.00	3.23%	-31.18%
NASD	CSCC	CenterSpan	35.37	10.12	-	18.00	16.25	-9.72%	-49.22%
AMEX	VIA	Viacom	63.31	36.68	101.4	54.81	54.75	-0.11%	-9.41%
NASD	VOXW	Voxware Inc	13.25	0.65	-	5.31	4.19	-21.18%	306.06%
RETAILERS AND DISTRIBUTORS									
NASD	AMZN	Amazon.Com Inc	113.00	40.81	-	55.19	58.50	6.00%	-23.15%
NASD	AMES	Ames Stores	48.87	11.13	19.9	17.94	13.13	-26.83%	-54.35%
NYSE	BKS	Barnes & Noble	36.37	16.31	9.6	18.50	17.38	-6.08%	-15.76%
NYSE	BBY	Best Buy	88.87	40.50	45.2	80.75	73.69	-8.75%	46.64%
NASD	BYND	Beyond.Com Corp	33.50	1.59	-	2.19	2.13	-2.86%	-72.80%
NASD	CDNW	Cdnow Inc	23.26	3.00	-	4.31	4.69	8.70%	-52.53%
NYSE	CC	Circuit City	65.18	30.96	93.6	58.81	57.13	-2.87%	26.77%
NASD	COOL	Cyberian Outpost Inc	15.93	3.62	-	5.31	6.69	25.88%	-32.70%
NASD	DRIV	Digital River Inc	43.62	10.00	-	15.00	16.88	12.50%	-49.34%
NASD	EBAY	eBay Inc	255.00	70.28	-	159.19	134.00	-15.82%	7.04%
NASD	ELBO	Electronics Boutique	26.31	13.50	14.4	16.25	15.88	-2.31%	-11.81%
NASD	FNCO	Funco Inc	24.93	9.62	17.6	24.47	24.44	-0.13%	118.44%
NASD	GGUY	Good Guys	11.00	2.62	-	2.88	2.63	-8.70%	-71.03%
AMEX	GIG	GTR Group	6.15	1.25	11.4	1.50	1.94	29.17%	-32.61%
NASD	IMMR	Immersion	79.00	12.00	-	36.00	34.38	-4.51%	-10.42%
NYSE	KM	K Mart Corp	18.18	7.31	9.7	8.13	7.88	-3.08%	-21.74%
NYSE	MAY	May Dept Stores	45.37	23.75	10.9	27.50	28.38	3.18%	-12.19%
NASD	NAVR	Navarre	16.62	2.00	-	2.69	2.75	2.33%	-52.17%
NASD	RADA	Radica Information	12.50	2.68	3.3	3.81	3.00	-21.31%	-57.89%
NYSE	S	Sears	53.18	25.25	9.3	36.75	38.00	3.40%	25.10%
NASD	SPLS	Staples	32.25	16.43	25.5	19.06	17.06	-10.49%	-17.77%
NYSE	TAN	Tandy	79.50	35.06	33.7	57.00	50.94	-10.64%	3.56%
NYSE	TOY	Toys "R" Us	24.75	9.75	14.3	15.25	16.25	6.56%	13.54%
NYSE	WMT	Walmart	70.25	38.87	41.1	55.38	51.31	-7.34%	-25.77%
NASD	ZANY	Zany-Brainy	14.87	3.50	11.3	3.94	3.72	-5.56%	-63.50%

MPLAYER
ENTERTAINMENT NETWORK

relax

You can talk to them on Mplayer.

Stressed about how to get to a young adult's heart? Relax and put your ad campaign on Mplayer. Over four million* affluent young adult eyeballs are glued to the Mplayer Entertainment Network every month. A captivated audience. Early adopters. Gamers. Your target market. Spending time. Spending money. So get them where they live with dramatic, full-screen, TV-like Unicast SUPERSTITIALS™, content-rich advertorials, or your own custom-branded microsite. So, put it on Mplayer and relax. **www.mplayernetwork.com**

Mplayer Entertainment Network • (650)429-3700 • advertising@mplayernetwork.com

HearMe
A HearMe Property

SHELF TALKER

The Professional Retailer's Resource

Shelf Talker *covers topics of interest to store owners and store-level staff/personnel. Comments and topic ideas are welcome, and should be sent by e-mail to andy@gameweek.com.*

by Andy Eddy

PlayStation 2 Details Drive Added Interest

Retailers have high expectations for Sony's next-gen console

By Andy Eddy

Ever since the PlayStation 2 was announced and some stunning demonstrations were offered early last year, there's been a constant buzz of interest from consumers. And, considering its powerful processor—the "Emotion Engine," as Sony has billed it—as well as backward compatibility with PlayStation games and DVD-movie playback, rightfully so. The fact that consumers would have to wait a year and a half from the first introduction seemed interminable.

Of course, since that time, the Japanese PlayStation 2 has launched to hungry crowds, but also a price that translated to approximately $375 U.S. and some glitches. The negatives couldn't dampen the excitement that PS2 owners had, and news reports stated that sales of DVD movies in Japan rose substantially as a direct result of the PS2 launch.

Of course, the recent E3 show has given Sony the opportunity to unveil its plans for the North American launch of the new system (see "Sony Plans for Videogame Retail History," Cover). The $299.95 price matches that of the original PlayStation when it launched here in 1995, and it comes with even stronger capabilities than the Japanese system had when it launched last fall: DVD playback without the need for a memory card as well as the ability to add a network card and/or hard drive through an expansion bay in the back of the system for online gaming and better storage of data.

THE WAITING GAME

Right after the E3 announcement, we got some store staffers to give us a rundown of the mood of their customers, as well as what they think about the next system that will hit the retail market in a few months. Though there seemed to be some softening of the excitement for PS2 among many E3 show-goers—perhaps Sony has been hawking the forthcoming console for just a tad too long—there certainly wasn't a lack of enthusiasm among those with whom we spoke.

Jeff Wieland—Sales associate, Babbage's Software, Clearwater, FL

According to Wieland, his store has already jumped into high gear with preorders, not only for the PS2 hardware—"We easily have 150-200 reservations already," he said—but also for game software also. He noted that, because there are five months still before the console comes out, there are no marketing or promotions being offered yet, but he and his co-workers are starting to map out their own programs that can be implemented.

"I think it's going to be great," Wieland stated. "It has the strongest name on the console market now, and that's a huge selling point. A lot of people will stick with the system, and with the DVD player and the backward compatibility, [Sony is] going to maintain that following."

He also believes that the PS2 will get a boost from the role-playing games that will be ready at the console's launch, something he thought hurt Sega's introduction of the Dreamcast.

Anthony Matthews—Game advisor, Funcoland, Baltimore, Maryland

The excitement in Matthews' voice wasn't masked at all, not only for what he thinks is in store for his customers with PS2, but for himself as well. "I love the idea of the PlayStation 2. I think it'll be really successful when it hits," he said. "I'll tell you—they've got my money."

The question of how the optional add-ons—hard drive and network access—will be received didn't faze Matthews, who thinks that the addition of a hard drive "makes the system better," and the network capabilities will make it handy for gamers to play other people, face new challenges and socialize with each other, especially if they don't otherwise have access to an Internet-connected computer.

He also doesn't see the price as a hindrance, given all the bells and whistles it'll have, because "you'd pay $300 for a DVD system alone anyway." Matthews noted that he occasionally uses his game systems to play CDs, and the fact that the PS2 would be hooked to a display makes the DVD capabilities a natural for consumer acceptance.

Jamie Winso—Sales associate, Video Game Brokers, Cranston, Rhode Island

Winsor was hyped on the PS2 from the first announcement, something that has built up even more with the introduction of the Japanese system and the recent announcements of specs for the North American version. "I personally think it'll be better than the Japanese system," he claimed. "Dreamcast is still going hot, and we sell a lot, but the PlayStation 2 will probably surpass it. We hear a lot of people saying they'll wait for PlayStation 2."

Like Funco's Matthews, Winsor is set on getting a PS2 himself, and he's very clear on his reasons for wanting to do so. "I'm going to buy it just for [the DVD capabilities]," he stated, "but the software titles—like *Tekken Tag* and *Bouncer*—look like they'll be hot. And if it allows you to hook up to a cable modem, it'll fly."

Winsor brought up an important point in the "learn from experience" category with the thought that Sony will likely have a better ventilation system for the PS2, given the problems that cropped up with overheating on the PlayStation; Winsor said that he had to replace his first PlayStation because of heat problems. He expects that any overheating issues will be nonexistent for the new machine.

[Ed. note: name and company withheld by request]—Manager, Los Angeles, California

This store manager had the benefit of close proximity for a visit to the E3 show, so she had an edge by seeing the PS2 in action and some of the software products that are forthcoming. That added to her interest in the system—again, as much for her patrons as it was for her own enjoyment. "Realistically, I think that anyone interested in it will get it," she said. "I know I will because I want to play the games online."

After the Japanese system was announced at approximately $375, there were concerns about how it would be priced here, but the manager is entirely comfortable with the $300 price tag. "I think it's a good price point that [Sony has] put it at, and it's easy to afford. People are really raved about it. All they can think about is that they're getting a DVD player—it's so huge. I'll be able to play all these games and show DVD movies. What else could you ask for?"

She also praised the addition of the network port and hard drive, though there's a question over how many people will take advantage of the optionals; will some of the mass-market consumers who'll buy the PS2 for games and DVD capabilities want to deal with plugging in a network card or a hard drive? It was her opinion that not everyone will be willing to take that step, as easy as it might be, but that it'll be "very beneficial" to those who do.

Looking down the road, too, she noted that the expansion could come in handy for other as-yet-undefined functionality. "Who knows what else you'll be able to attach to it," she queried. **GW**

The $299.95 price matches that of the original PlayStation when it launched here in 1995, and it comes with even stronger capabilities than the Japanese system had when it launched last fall...

If Shaquille O'Neal had been a 3D programmer, he probably would have worked here.

NVIDIA is the leading supplier of performance 3D graphics processors for a wide range of PC applications, including e-business, entertainment, e-commerce and education. And with the industry growing as fast as it is, we need people with the talent and initiative to keep us at the leading edge. The technology is award-winning. The performance is industry-leading. The company is fast-growing. And the opportunity is right in front of you. So if you're looking for a new place to apply yourself, we invite you to . . . well . . . apply here. Please fax your resume to: 408-615-2700. Or you can mail it to us at: NVIDIA Corporation, 3535 Monroe Street, Santa Clara, CA 95051. And, of course, you can apply online at www.nvidia.com.

NVIDIA™

www.nvidia.com

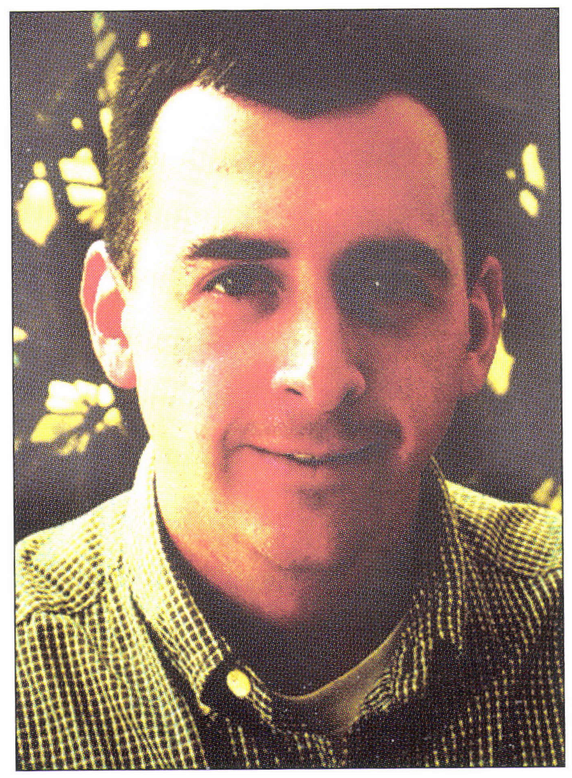
graphics^{n}

© 2000 NVIDIA Corporation. All rights reserved. NVIDIA and the NVIDIA logo are trademarks of NVIDIA Corporation.

GameWEEK Interview

BradyGAMES'

David Waybright



Benefiting from the growth in the gaming market, BradyGAMES has proven that there is room for other strategy book companies

By Marc Dultz

Although many gamers are increasingly turning to online sites for much of their gaming information, they still firmly believe that there's a need for the printed word. In fact, even as new gaming sites continue to pop up overnight, sales at many of the major gaming publications are on the rise, while business at all of the top strategy guide makers has never been better.

One such company benefiting from this trend is BradyGAMES, a leading producer of strategy guides for the PC and videogame markets. Recently, *GameWEEK* decided to visit with David Waybright, BradyGAMES' director of business development, to learn more about the "Brady Bunch" and its unparalleled success.

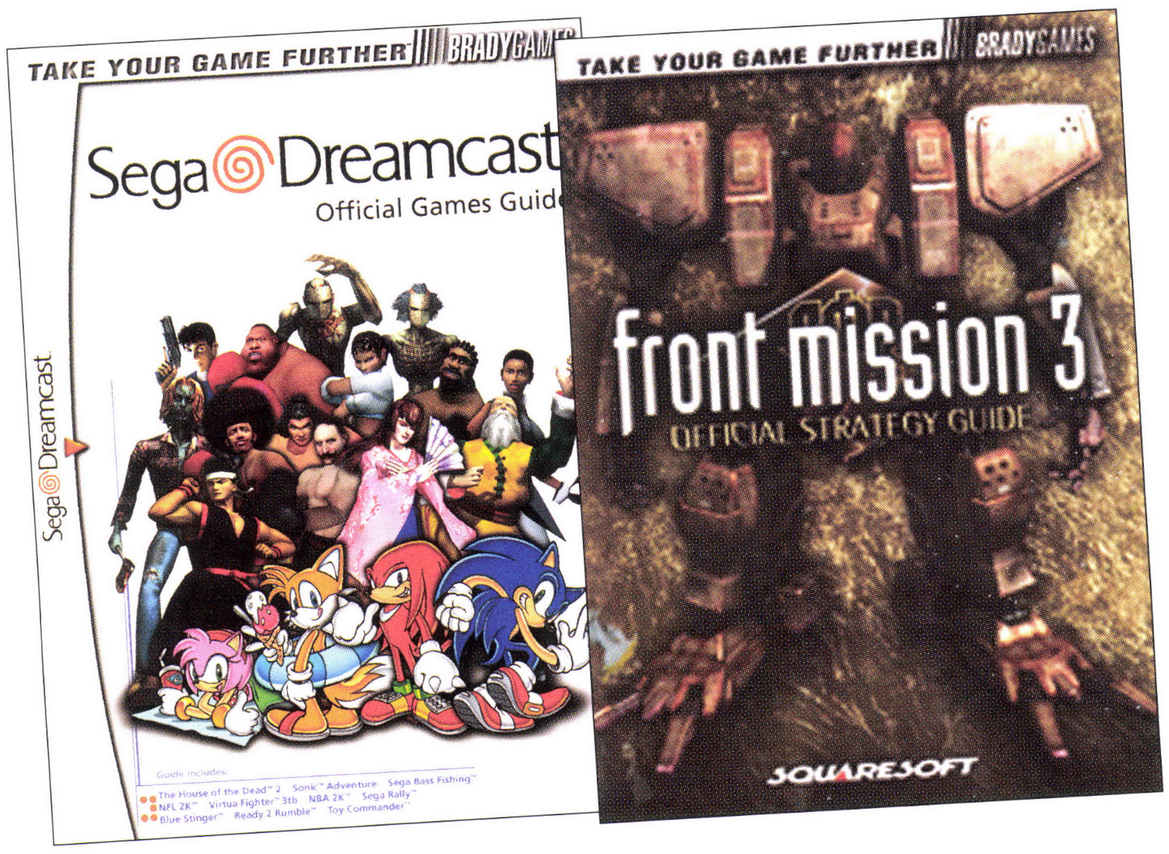
Final Fantasy ***guides are among some of Brady's best-sellers.***

GameWEEK: *David, could you please discuss your position at BradyGAMES?*

David Waybright: As cliché as this might sound, video and computer games have been an interest of mine ever since *Pong*. Back in college, I even went so far as to write a couple of strategy guides for BradyGAMES. I decided to join the Company soon thereafter, assuming a more business-related role some five years ago. Like everyone here at BradyGAMES, I've done a little bit of everything. Nowadays, my focus is directing our publishing plan, which includes building relationships in the gaming industry that have helped us produce superior official strategy guides.

GW: *David, do you think the market is capable of supporting three, top-tier strategy guide publishers?*

DW: Are there three top-tier strategy guide publishers? Just kidding. Seriously, though, our business is doing great. We're coming off of one of our best years ever, and I expect the year 2000 to be even better. While I can't speak for the competition, there have been at least three strategy guide publishers operating over the last few years that have done quite well. Although it can be a challenging business, with exceptionally high entry barriers, publishers can coexist with one another if they have the right mix of quality, distribution and promotional support working in their favor.



Brady's Official Strategy Guides

GW: *Why do you feel your guides are superior to those produced by your competitors?*

DW: There are many reasons for our success, from our complete and easy-to-use content to the special matte finish we apply to every cover. The most significant reason, however, is the tailored approach we take for each and every guide we publish. At BradyGAMES, we recognize that different types of games demand different types of guides. To that end, we have some of the best authors, editors and designers in the business. They become intimately familiar with a game, ensuring that our guide has the right kind of content. We also go to great lengths to make sure that each guide looks and feels like the game it covers. Needless to say, this has a tremendous impact on the quality of our work and the sales we enjoy. Even the subtle touches we employ throughout a guide mean a lot to our readers.

GW: *What types of guides sell the best, and how do you determine which games are ideally suited to a guide?*

DW: It really varies from game to game. Obviously, the more successful a game is, the more successful a guide is likely to be. But a strategy guide's viability also rests largely on the complexity of the game itself. As games have become more and more complicated, the need for guides has risen across the board.

If I had to choose one genre that lends itself particularly well to strategy guides, I would have to say its role-playing games. Our *Final Fantasy* titles—which are published in conjunction with Square EA—are among some of our best sellers, and continue to do well at the checkout counter.

GW: *Do the majority of your guides make money?*

DW: Yes, but as I said before, publishing strategy guides is a challenging business. Remember the old adage, "you win some, you lose some"? Well, that certainly applies to our segment of the business. No matter how selective we try to be, we're not going

to be able to put out "AAA" titles each and every time. At the end of the day, however, we certainly win more than we lose.

***GW:** Why is it that most videogame guides are published in full-color, while PC guides still make use of black-and-white images?*

DW: Videogamers and PC gamers can be quite different in what they're looking for in a strategy guide. While the generally younger videogame-playing audience enjoys full-color images and flashy visuals, the older PC gamer places more emphasis on text-heavy content. Having said that, we did publish a couple of full-color PC guides in the past. Unfortunately, they weren't altogether well received. Moreover, our market research shows that this trend isn't likely to change anytime soon, so we feel we're headed in the right direction. While a PC gamer may enjoy a full-color bonus section, she/he seems to feel that full-color throughout isn't all that important.

***GW:** The guide making industry has oftentimes been criticized for its "day-and-date" publishing policy, in which a guide is delivered to market at the same time a game comes out. Some people seem to feel that the author is being rushed to complete the work in order to meet a publisher's production schedule, and, as a result, that the finished product is oftentimes shoddy, incomplete, or factually incorrect. Would you agree or disagree that a "day-and-date" policy can actually end up harming the industry?*

DW: It is true that publishing a guide simultaneously with a game's release can be vital to its success, but it's not our principal objective. Our number one goal is to publish strategy guides of the highest possible quality. As with any product, there is a delicate balancing act at work to bring a product to market in a timely fashion. Yes, we try to deliver all of our guides day-and-date with the game or sooner, but we will not sacrifice quality or lower our standards to do so.

Brady Strategy Guides: gotta buy 'em all!

***GW:** Do you feel that retailers, including the new breed of online e-tailers, are doing all they can to promote the strategy guide business?*

DW: Well, there's more being done today than ever before. We're constantly coming up with creative new promotions with our retailers, and we see this kind of support increasing as we continue to move forward. Nowadays, retailers definitely recognize the significance that strategy guides have on their business. This will continue to be a strong focus for BradyGAMES, and in the future, you'll see our promotional activities become even more integrated with the game's retail marketing plan.

***GW:** Guide makers like Prima have entered into partnerships with several leading gaming publications to drive traffic and gain wider exposure for their books. Does Brady have a similar arrangement with any of the gaming publications, and how important is this strategy in helping to promote your books?*

DW: Working with the gaming publications to promote our guides is something we've done and will continue to do. Both the printed publications and their online counterparts are incredible sources of information for gamers, and there are many benefits for all involved when everyone works in unison. Aside from the obvious promotional aspect, these relationships provide opportunities to collaborate on all sorts of new publications or products that would not otherwise be possible.

***GW:** Prima and Sybex, your two principal competitors, feel that unofficial guides may not be as important as they once were, due to the need for active participation with the project from the game's developer. Do you concur with their sentiments or is there still a market for unauthorized guides?*

DW: We have published fewer and fewer unauthorized guides over the years, so they have definitely become less of a factor in our business model. Keep in mind that we now have a lot of official relationships in place that we didn't have in the past. The materials and assistance that we receive from the game developers is crucial to our publishing program and timeliness to market. While I wouldn't say there's absolutely no market for unauthorized guides, we prefer to publish guides on an official rather than an unofficial basis.

***GW:** Do you feel that guide makers are being threatened by the ability of online gaming sites to post "hints and tips" articles within hours of a game's release?*

DW: I don't think so. Online game FAQs of one kind or another have been in existence for some time now. While they've certainly become more sophisticated over the years, the strategy guide market has continued to grow. I think it's more a sign that the overall market for strategy guides has expanded into new areas. There are people who will take their cues from online strategy articles and others who prefer to use printed strategy guides. We view the online segment as just another opportunity and way for us to deliver our unique content. **GW**

TAKING A CHANCE ON AN UNAUDITED MEDIA BUY IS AS RISKY AS A

SWIM HERE

Make the smart choice. Don't swim in uncharted waters. Buy space only in audited magazines.
BPA International audits this publication's circulation along with 2,500 other publications in more than 20 countries.

BPA® INTERNATIONAL

The Measure of Success

GameMarketplace

Game Robot™

Looking for Game Trading Software?
Why not add a Video Game Trading Store in your existing location.

Game Trading Software

- *Proven Money Maker*
- *Over 5000 Game Titles in the Database*
- *180 days of Tech Support*
- *Windows 98 Compatible*
- *Easy to operate*

877-338-0136

Mammoth Entertainment, Inc
Call for Demo Disk

Read by more than 63,000 Professionals in the Interactive Entertainment Industry

GameWEEK EVERY WEEK

EAGLE Entertainment, Inc.

YOUR COMPLETE VIDEO GAME SOURCE!

SUPPLYING THE VIDEO STORE INDUSTRY FOR OVER 9 YEARS
EXPORT SPECIALIST

- ✔ Competitive Pricing
- ✔ Non-Stop Service
- ✔ Free P.O.P. Assortment
- ✔ New Releases
- ✔ Closeouts
- ✔ Hardware/Accessories
- ✔ Expert Game Advice
- ✔ Sony PlayStation
- ✔ Nintendo 64
- ✔ Dreamcast
- ✔ Sega Saturn
- ✔ SNES/Genesis
- ✔ Color GameBoy
- ✔ Jaguar/Lynx/Sega CD

MasterCard VISA

FREE RESURFACING PROGRAM ◆ FREE GAME INSTRUCTION PROGRAM
(800) 923-2453 Fax ◆ (954) 455-8515
Email: eaglegame@aol.com
We accept Mastercard & VISA

Where IMAGINATION
and COMMUNICATION
come together.

print ads
collateral
point of purchase
logos
branding
packaging

PRICE DESIGN TEAM

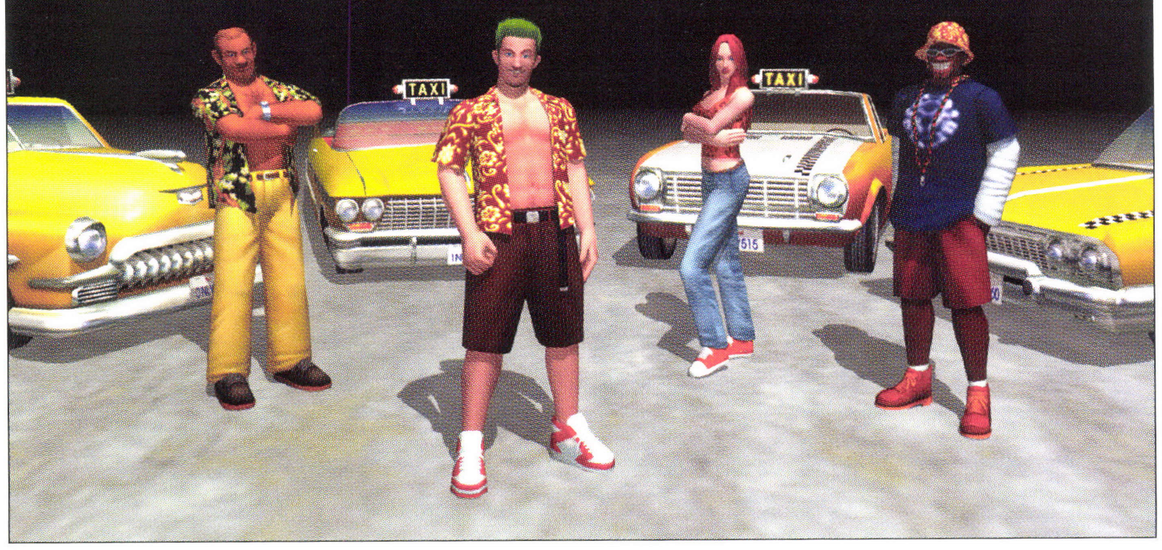
PRICE DESIGN TEAM
pricedesign.com
Tel: 650-322-9796
Fax: 650-322-9793
715 Colorado Avenue, Palo Alto, CA 94303

Attention!

Sega is no longer accepting applications for "Crazy Taxi" cab drivers!

But there are still plenty of opportunities available at the company that is delivering the future of gaming, today!

SEGA
SEGA.COM



How to get a better high tech job in 3 easy steps:

1. Go to dice.com
2. Go to dice.com
3. Go to dice.com

dice.com
High tech jobs online

170,000 high tech jobs, including your next one.

NASDAQ: EWBX

AN EARTHWEB SERVICE

You should be Advertising in the *GameWEEK* Marketplace and Classified sections. Call Eric Kaplan @ 203.761.6159

CLASSIFIEDS

Frederick U. Fierst, Esq.

Development of Entertainment Properties and Ancillary Rights

Fierst & Pucci LLP

64 Gothic Street

Northampton, MA

01060, USA

Tel: (413) 584-8067

Fax: (413) 585-0787

E-mail:

Fierst@ent-atty.com

Rite Time...
Rite Place...

RITE

Travel International, Inc.

64 Danbury Road

Wilton, CT 06897 USA

Telephone

203.761.6100

800.835.7483

Fax

203.761.6196

corporate travel specialists

P2

Phase II Distributors

WHERE CAN YOU GET VIDEO GAMES FOR $12.00 & $13.00 A MONTH???

PHASE II

THAT'S WHERE!!!

N-64•PSX•DC•GAMEBOY•ACCESSORIES

We also offer resurfacing for Compact Discs - Any Format

(800) 421-4263 or FAX (228) 475-3762

badams@datasync.com

NIGHTLIFE VIDEO GAMES

A DISTRIBUTOR OF NEW & USED VIDEO GAMES

Trading Cards · Posters · Back To School · Toys · Novelties · Videos

POKÉMON

Gotta catch 'em all!

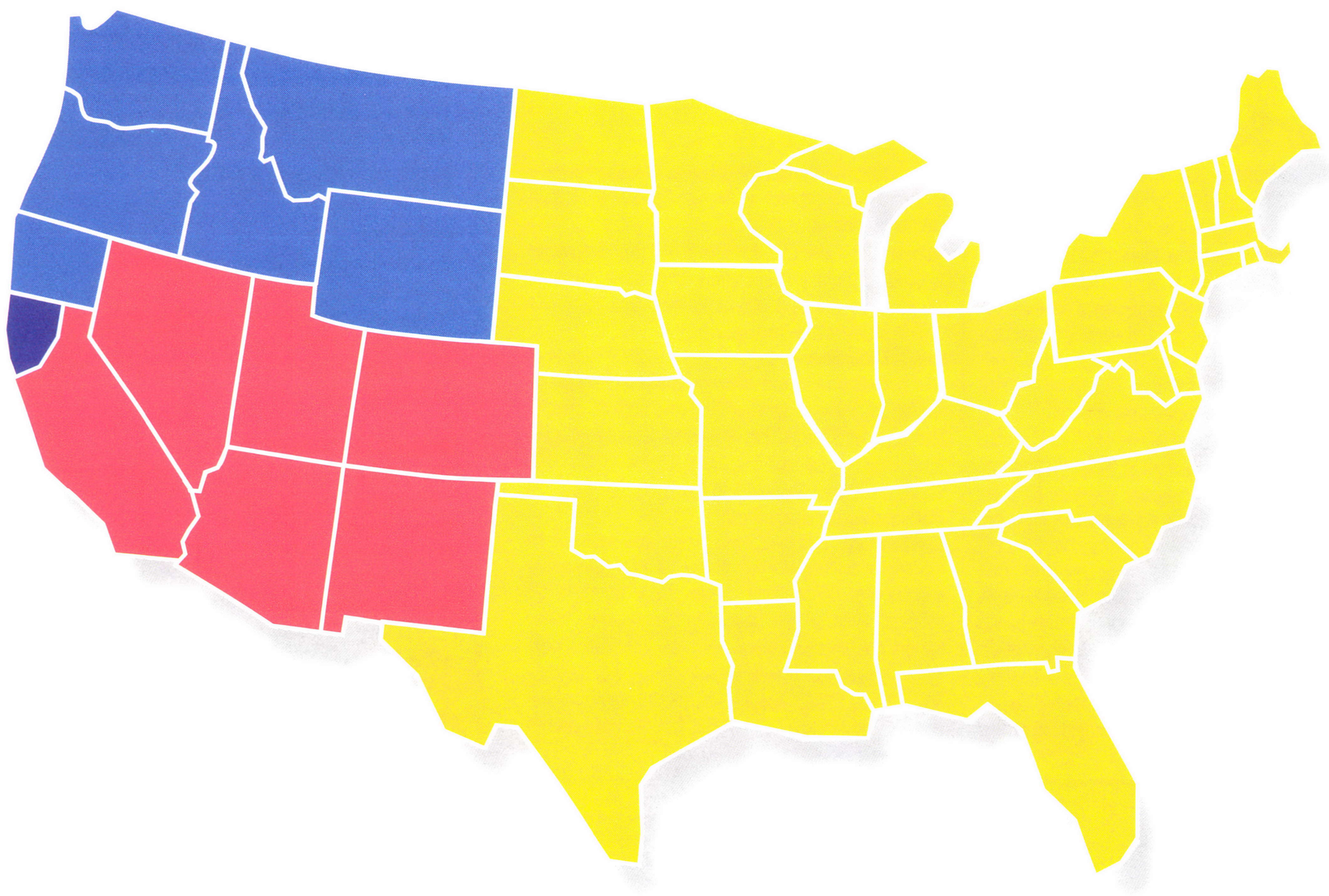
NINTENDO 64 • PLAYSTATION • COLOR GAMEBOY

POKEMON & STAR WARS MERCHANDISE AVAILABLE

(201) 498-1440 • Fax: (201) 498-1474

Sales Territories

For GameWEEK advertising information, please contact your regional ad representative.



National/Eastern Region

Laura Pitaniello - National Ad Director
laura@gameweek.com
voice: 203.761.6153
fax: 203.761.6184

Eastern Region

John Ellertson - Eastern Area Manager
john@gameweek.com
voice: 203.761.6163
fax: 203.761.6184

Northwest Region

Aldo Ghiozzi - Northwest Regional Ad Manager
aldo@gameweek.com
voice: 925.240.0862
efax: 240.220.8780

Bay Area Region

Kris Kilfoil - Bay Area Regional Manager
kris@gameweek.com
voice: 650.340.4406
fax: 650.340.4408

Southwestern Region

Eric Panter - Southwestern Regional Manager
eric@gameweek.com
voice: 714.593.6900
fax: 714.964.8490

U.K. Company Collaborates on Music Licensing

By Andy Eddy

With a growing number of modern game releases inspiring players to turn up the volume, thanks to rockin' beats from familiar artists accompanying the gameplay, one London-based company is helping game publishers and developers get the right sounds—and bands—into their titles.

CouchLife is an odd name for such a company, but the firm claims that it has aided such clients as Acclaim, Codemasters, Electronic Arts and Konami, to put songs from such mainstream artists as Lit, Methods of Mayhem (Tommy Lee's latest band), Moby, and The Offspring. Recent games featuring CouchLife's work include *Beatmania Europe* (Konami), *Trickstyle* (Acclaim) and *Music 2000* (Codemasters).

In the game-development process, the older method has been for a music director to hire a music professional (or do it themselves, if appropriate) to write and compose original tunes to go with a game. Of course, unless the music happens to get a lot of play on radio and MTV or otherwise has a cultish following, the tunes aren't going to be very well known—remaining mostly nameless background music.

CouchLife becomes the middleman in the process, assessing a game title for music that would be appropriate to the gameplay and environment, then licensing songs for the game. This time-consuming process—which often is a legal minefield as well—is made much easier through CouchLife and takes the publisher's audio engineer off the hook for all the research and negotiations.

CouchLife also specializes in building a music collection for a game that caters to varied audiences. For instance, in releasing a European version of Konami's *Beatmania*, CouchLife recommended that the game feature popular dance artists, which adds to the salability and longevity of the game in that market. It's a familiarity that might inspire more game sales for the publisher.

Additionally, many publishers are supplementing the game title with the separate release of an official soundtrack, which offers an audio compilation of the music that's in the game (much like the movie industry has been doing for a while). If the game does well, it's a method that often brings with it a big profit potential. Having big-name bands in the soundtrack builds the market for such a music CD, which in turn boosts the potential for that particular revenue stream to be lucrative.

Games that utilize the services of the music consultancy are tagged with the CouchLife logo, which helps build the company's brand and may in fact make more of an impact on consumers' buying decisions.

CouchLife is located at 6-8 Sedley Place, Mayfair, London, W1R 1HG. Telephone is 20.7355.2066 and fax is 20.7355.2053. **GW**

Babbage's Acquires Funco

By Bryan Intihar

After many offers and counteroffers by Babbage's Etc. and Electronics Boutique, Funco Inc. has finally come to a merger agreement with Babbage's. A source from a Babbage's retail store told *GameWEEK* that as of the afternoon of May 4, Babbage's acquired 410 Funcoland stores. Earlier that week, it was reported that Electronics Boutique would no longer increase its purchase price for Funco, which left the door wide open for Babbage's and Funco to begin negotiations. The source also revealed that on May 3, the two companies spent most of the day discussing the financial terms of the deal. By the end of negotiations, Babbage's agreed to pay Funco $24.75 per share in cash, which totals $161.5 million.

The first bid for Funco was by Electronics Boutique for $110 million. Babbage's then matched that offer for $131 million. On April 21, Funco agreed to merge with Electronics Boutique for $135 million, but after Babbage's raised its offer once again, Electronics Boutique decided to pull out of the bidding war. **GW**

Reader Services

Letters to the Editor: *GameWEEK* invites readers to voice their opinions, questions, or comments care of this section. All letters to the editor must be signed by the writer, and include your name, title, company, address, telephone, fax, and e-mail (if applicable). *GameWEEK* reserves the right to edit all submissions. Inclusion in this section is entirely at the publisher's discretion. *GameWEEK* Magazine Editorial 64 Danbury Road, Suite 500, Wilton, CT 06897 USA Phone: 203.761.6159 Fax: 203.761.6184. E-mail: mike@gameweek.com

Subscription Information: *GameWEEK* has a controlled circulation (free of charge) to all North American retailers/distributors who regularly conduct business through the sale of interactive entertainment hardware and software products. Inclusion on our controlled circulation list is at the discretion of the publisher. Prequalification on the *GameWEEK* free list has been extended to employees of IEMA member companies approved by their respective headquarters. Corporations, primarily doing business in the interactive entertainment industry that require additional copies, non-retail companies, or the ones located outside of North America, are required to pay the professional discount subscription rate listed below. Discounted rates for multiple subscriptions to the same corporate location are negotiable.

Rates: U.S. $99.00, Europe $149.00, Elsewhere $200.00 Contact: Circulation Manager—Suzanne Manning Phone: 203.761.6160 Fax: 203.761.6184 E-mail: suzanne@gameweek.com

Reprint Services: High-quality *GameWEEK* reprints of your company's editorial coverage make for persuasive selling kits. For more information please contact: Reprint Management Services, Inc. Greenfield Corporate Center, 1811 Olde Homestead Lane, Lancaster, PA 17601 USA Phone: 717.399.1900 ext. 150 Fax: 717.399.8900 E-mail: reprints@rmsreprints.com

List Rentals: *GameWEEK* magazine does not make its mailing list available for rent or sale as a courtesy to our subscribers. Solicitations pieces may, however, be stitched, glued, or poly-bagged in the magazine pending the publisher's approval. For more information contact: *GameWEEK* Magazine Advertising, 64 Danbury Road, Suite 500, Wilton, CT 06897 USA Phone: 203.761.6157 Fax: 203.761.6184 E-mail: jeffd@gameweek.com

GameWEEK's Advisory Board Members

Retailers:

Lisa Hancock—Videogame Buyer, Best Buy
Roxanne Koepsell—VP, Marketing, Babbage's Etc
Pete Roithmayr—VP, Merchandise Video Division, EB

Publishers/Distributors:

Mary Bihr—Director of Sales and Marketing, Lucas Arts
Brian Farrell—CEO, THQ
David Gershik—Director of Sales, Gathering of Developers
Rob Hauser—National Account Manager, SVG Distribution
John Moore—Manager, Retail Marketing, Nintendo
David Nicholson—Senior Director of Business, Activision

GameWEEK (ISSN # 1097-394X) is published weekly—except Jan. 10, Jan. 24, Feb. 28, Mar. 20, Apl. 10, May 22, Jun. 5, Jul. 10, Jul. 24, and Aug. 7—by CyberActive Media Group, Inc., 64 Danbury Road, Suite 500, Wilton, CT 06897. Copyright 1995, 1996, 1997, 1998, 1999, 2000 CyberActive Media Group, Inc. All rights reserved. Periodicals postage rate is paid at Wilton, CT and additional mailing offices. POSTMASTER: Send address changes to: 64 Danbury Road, Suite 500, Wilton, CT 06897. No part of this publication may be reproduced in whole or in part without express permission from the Publisher. *GameWEEK* is provided free of charge to pre-qualified professional buyers within the interactive gaming industry. One year subscription rate for the United States is $99.00, Europe $149.00, Elsewhere $200.00. Single copy price is $3.95, Canada $6.95. BPA International Membership established June 1999.. Printed in the USA. All software, hardware, characters and the like contained within this publication are copyright and trademarks of their respective corporations. CyberActive Media Group, Inc. may not be held responsible for typographical errors or omissions. Canada Post International Publications Mail Product Sales Agreement No. 1508903. Canadian Mail Distributor information: Express Messenger International, P.O. Box 25058, London BC, Ontario, Canada N6C 6A8. Printed in the U.S.A.

GameWEEK

GROUP PUBLISHER
Hal Halpin hal@gameweek.com

EDITORIAL
Editorial Director: Mike Davila mike@gameweek.com
Managing Editor: Jim Loftus jim@gameweek.com
West Coast Editor: Andy Eddy andy@gameweek.com
Senior Editor: Ben Rinaldi ben@gameweek.com
News Editor: Bryan Intihar bryan@gameweek.com
Copy Editor: Amanda Gallagher amanda@gameweek.com
Multimedia Editor: Karen Jones karenj@gameweek.com
Senior Contributing Editor: Tom Ham tom@gameweek.com
Contributing Editors: Suzanne Ashe, Marty Chinn, Michael Dixon, Marc Dultz, Chuck Miller, Paul Palumbo, Jason Rich, Peter Suciu, Steve Traiman, Jeff Tschiltsch, David Ward

PRODUCTION
Senior Art Director: Michael Bouse michaelb@gameweek.com
Print & Web Production: Russ Stockton russ@gameweek.com
Production Artist: Suzanne Lapila suzannel@gameweek.com

RESEARCH PROVIDER
The NPD Group www.npd.com • Phone: 516.625.2345

SALES
Assoc. Publisher of Special Issues: Jeff Dwight jeffd@gameweek.com
National Ad Director: Laura Pitaniello laura@gameweek.com
Eastern Regional Ad Mgr.: John Ellertson john@gameweek.com
Bay Area Ad Mgr: Kristian Kilfoil kris@gameweek.com
Southwest Ad Mgr.: Eric Panter eric@gameweek.com
Northwest Ad Mgr.: Aldo Ghiozzi aldo@gameweek.com
Account Executives: Eric Kaplan erick@gameweek.com
Christine Gray christine@gameweek.com
Jennifer Johnson jenn@gameweek.com
Ad Coordinator: Suzanne Chamberlain suzannec@gameweek.com

MARKETING
Marketing Manager: Heather Courter heather@gameweek.com
Event Marketing Consultant: Deb Hart
PR Assistant: Jennifer Johnson jenn@gameweek.com
Marketing Intern: Jessica Critelli jessicac@gameweek.com

CIRCULATION
Circulation Director: Suzanne Manning suzanne@gameweek.com
Circulation Assistant: Marianne Vandervoorn
Circulation Associate: Ashwin Mital ashwin@gameweek.com
Publishing Consultant: Timothy Lyon timlyon@earthlink.net
Newsstand Consultant: Jim Gregory jamesjgregory@compuserve.com

NEW MEDIA
Associate Publisher: Rick Vandervoorn rickv@gameweek.com
GameDaily Editorial Director: Andy Eddy andy@gameweek.com
News Editor: Bryan Intihar bryan@gameweek.com
Web Developer: John McGregor johnm@gameweek.com
Assistant Web Master/Associate Editor: Pete Gallagher pete@gameweek.com
Brand Mktg. Manager: Heather Courter heather@gameweek.com
Media Interns: Philip Olkoski philip@gameweek.com

ADMINISTRATION
Chairman & CEO: Harold Halpin hjhalpin@gameweek.com
Treasurer & CFO: Bill Thomas btthomas@gameweek.com
President & COO: Hal Halpin hal@gameweek.com
V.P. of Sales: Len Ciciretto len@gameweek.com
V.P. & CIO: Spencer Halpin schalpin@gameweek.com
Controller: Steve Shults sshults@gameweek.com

***GameWEEK's* OFFICES**
East Coast: 64 Danbury Road, Suite 500, Wilton, CT 06897
Phone: 203.761.6150 • Fax: 203.761.6184
West Coast: 1350 Old Bay Shore Highway, Suite 260, Burlingame, CA 94010
Phone: 650.340.4400
Fax: 650.340.4408

***GameWEEK* ONLINE**
www.gameweek.com
www.cyberactive.net • www.gamejobs.com
www.vgyellowpages.com

AUDITING
GameWEEK Magazine, BPA member.

GameWEEK Mission Statement

GameWEEK endeavors to deliver breaking news, product previews/reviews and qualified analysis on interactive entertainment to an audience comprised of industry participants and the retail community. The *GameWEEK* staff strives to blend timely reporting with information that has been verified as factual, providing our readers with a finger-on-the-pulse of the industry.

CyberActive Media Group, Inc.

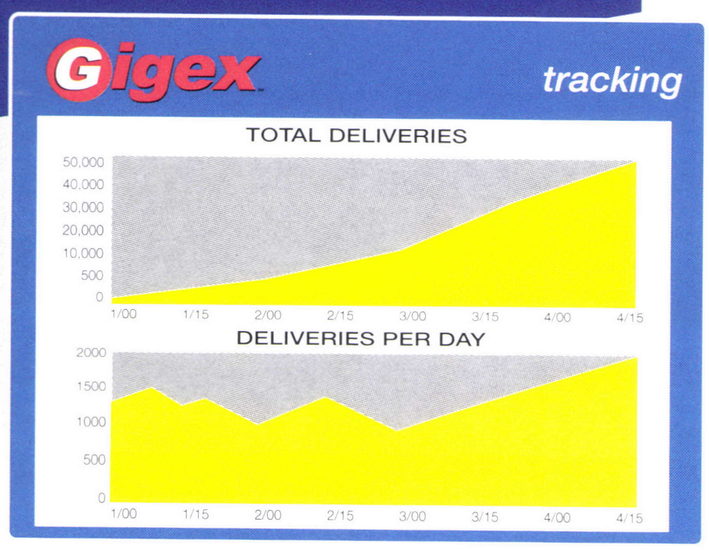
THE LEADER IN INTERNET DEMO & TRAILER DISTRIBUTION

Real-Time Status

Manage all aspects of your product launch anytime from your private Gigex webpage.

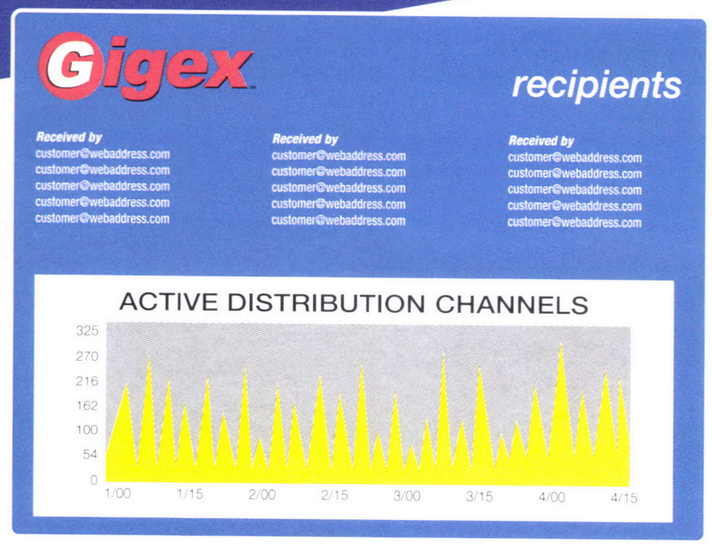
Download Tracking

Track the demand for your game before it goes on sale. Gigex webreports are a "crystal ball" for your Internet response.



Customers and Results

Collect email addresses, send broadcast and "rolling" email. Get new customers and export names to your database. See how many websites are distributing your game.



60,000,000 CUSTOMERS

Game Launch? Call Gigex!

Launch • Bandwidth • Management • Tracking • Distribution
Email Follow Up • Name Collection • Reports

Gigex delivers to your customer's PC—guaranteed.

With Tier1 peak load bandwidth of up to ***1 Gigabit/sec.***, your demo launch will reach the most customers. And with the ***Gigex Top50***—carried by over 100 top gaming sites and portals—your demo is received by the most qualified customers: game buyers.

Gigex's unique ***real time web reports*** provide secure results from any browser—no hardware, software or extra bandwidth to buy.

Services Include:

- Product launch
- Distribution
- Distribution to Gigex Top50
- Contests
- Email follow up
- Tracking
- Traffic stats
- Customer names
- Final Results report
- Guaranteed delivery to your customers

Contact us today at info@gigex.com

delivers big stuff

Gigex℠

Gigex is the leader in Internet product launch.

NEW YORK: 212.226.4115 • SAN FRANCISCO: 415.227.4770

Some tasty little facts from

retail.godgames.com

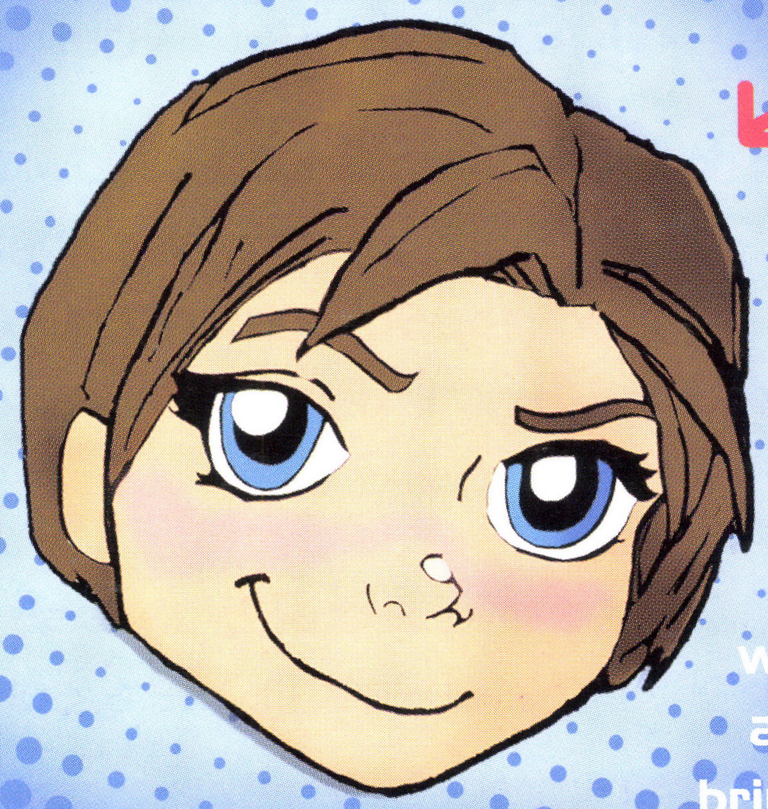
KISS Psycho Circus™ will feature more monsters on the screen at once than ever before

Action that you haven't seen since DOOM, or your prom night

4x4 Evolution™ is the first racing game to offer network play between different gaming platforms including PC, Mac and Console.

jenny
(editor-in-chief)

Kingdom Under Fire™ has presold 300,000 units in Asia, making it one of the top 5 PC presells ever in Asia.



Railroad Tycoon II™ is the 1st online multiplayer title to use the Sega.com™ network

Some pilot schools are using FLY!™ to aid in ground school instruction

We're working closely with Artisan Entertainment™ and Haxan Studios™ to help bring the horror of Blair Witch™ to gamers everywhere

Because isn't everyone entitled to carefully crafted terror?

In Tropico™, you can be a virtuous democratic ruler, building cathedrals and schools, or you can be a nasty dictator, pushing rum, cigars, gambling and prostitutes on your people and Yanqui tourists.

I'll be spending tax payer money faster than you can say Emelda Marcos

Rune™ is being co-developed by Epic Games, makers of Unreal and Unreal Tournament, and Human Head Studios

Heavy Metal F.A.K.K.2's main character Julia has independently working hands to shoot and slash her way through the bizarre levels of the Heavy Metal universe.

Julie can double fist a sword and an uzi, Watch out for her at happy hour!

Visit Jenny at

retail.godgames.com

for the latest and greatest on all our games

GATHERING OF DEVELOPERS

Gathering of Developers and godgames are trademarks of Gathering of Developers, Inc. All other trademarks and trade names are properties of their respective owners. ©2000 Gathering of Developers, Inc. All rights reserved.