



GAME PLAN INSIGHTS

The Next Generation Tracker for Video Games

GamePlan Insights provides video games professionals with an integrated tracking tool combining both behavioral and attitudinal data for each phase of a video game's lifecycle.

Key Advantages: The F.A.C.T.S.

GamePlan Insights brings 5 core advantages to the marketplace:

Forecasting:

Dynamic sales forecasting projections at various intervals prior to a game's launch.

Aggregation:

Centralized research hub combining Ipsos proprietary tracking study with game-specific data from third party partners.

Customization:

Personalized research tools via the "My GamePlan" tab on the GamePlan web portal.

Tracking:

Covering key metrics for all major console, handheld and PC game releases across a broad range of demographics.

Scalable:

Data available through an easy-to-use web portal featuring the latest innovations in charting and User Interface.

Answering your important questions

The combination of a large weekly sample and comprehensive tracking metrics collected for a wide range of titles means GamePlan Insights is uniquely positioned to answer many of the important questions being asked by the games industry:

- When is the right time to launch?
- Who should I target my game to?
- Which competitors need watching?
- Which titles should I stock to maximize sales over a holiday period?
- Which publically-traded companies have the strongest portfolios?

Large weekly sample size of all types of gamer

Each week, GamePlan Insights delivers a sample of 1000 gamers and game buyers aged 13–59. The sample spans hardcore gamers, casual gamers and everybody in-between.

This large weekly sample size provides greater accuracy and ultimately greater confidence that you are observing and reacting to real changes in the marketplace. Furthermore, it means you can focus on the target group(s) of most interest for each title. These groups can be based on age/gender, race, education, parents, gaming-habits and/or genre fans. Since the GamePlan Insights sample starts at 13 years, we have accurate data for the important teen market.

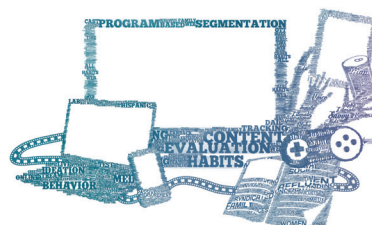
Comprehensive tracking of all major releases

At any one time GamePlan Insights is tracking up to 400 games, covering all major console, handheld, PC and mobile titles. Depending on the title, tracking starts up to 18 months from release.

For each title on tracking, GamePlan Insights delivers a wide range of key metrics including: Awareness, Interest, Purchase Intent (Pre-Order, Buy New, Buy Used, etc.), Forced Choice, Perceived Value and Word of Mouth. As a subscriber you also have the option to add custom questions specific to your title.

Comprehensive benchmark data

To help gauge how well a title is tracking in the weeks and months leading up to its release we have norms for every metric for different stages in a game's lifecycle. Our extensive database of tracking data for a wide range of titles also means we can benchmark a game's scores against its peer group.



Ipsos MediaCT

The Media, Content & Technology Research Experts



My GamePlan for easy to use, customizable reporting

At the heart of GamePlan Insights is the My GamePlan online portal, an easy to use, interactive reporting interface. Among other uses, this enables subscribers to: create and save personalized game lists, track a title against KPIs and key competitors, and identify which titles are competing directly with a title.

For more information on GamePlan Insights, please contact:

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Dashboard | My GamePlan | Platform Insights | Game Insights | Change Password | Logout

YOU HAVE OPENED THIS DIRECTORY: Dashboard > Titles > Ipsos > Awareness

Titles | Platforms

Data Source: ipsos

Choose Metric: Awareness, Purchase Intent, First Choice, Buzz

Rank	Title	Aided Awareness (%)
1	Call of Duty: Modern Warfare 3	67.3 ↑
2	Halo 4	55.9 ↑
3	Gears of War 3	55.5 ↑
4	Mario Kart 3DS	53.3 ↓
5	Assassin's Creed Revelations	49.0 ↑
6	Kinect for Xbox 360	48.9 ↑
7	Just Dance 3	47.4 ↑
8	Batman: Arkham City	46.1 ↑
9	The Legend of Zelda: Skyward Sword	45.4 ↑
10	Battlefield 3	43.6 ↑

Week: 20/Nov/2011 - 03/Dec/2011

Measure: Aided Awareness
Base: Among owners/intenders of each platform the selected master title is available on

From the video game experts

Ipsos MediaCT is uniquely positioned to offer marketers a complete suite of innovative research tools to help them manage their game properties and connect better with consumers. Through leading-edge qualitative and quantitative techniques, our team can help you to discover, develop, refine and monitor the progress of your games, franchises, consoles and marketing communication programmes.

About Ipsos MediaCT

Ipsos MediaCT is the market research specialization within Ipsos built to reach, engage and more effectively understand today's digitally-driven consumer in the fast moving media, content and technology space. We work with leading companies in technology, entertainment and all sectors of media—TV, online, print, mobile, outdoor, radio—helping owners and advertisers to better understand different audiences, the content they consume, the channels they use to consume it and the technology they use to discover, talk about and access this content.

We do this through industry-leading products and services such as LMX (Longitudinal Media eXperience) and the Ipsos Mendelsohn Affluent Survey; as well as through custom research to answer specific and often complex questions from our clients. Many of these questions are focused on cross-platform effects and the relationship between different media channels. They also cover the consumer's relationship with new technology and how it impacts on their attitudes and decisions. Answering them requires an innovative approach to market research together with sector experience and ultimately, thought leadership.

The senior team at Ipsos MediaCT has extensive experience of working with and for media owners, studios, agencies, advertisers, technology and entertainment companies, allowing us to look at the issues from all angles. The techniques we use to answer research briefs encompass a wide range of approaches from the humble survey or focus group to semi-ethnographic online techniques, biometric testing and the use of on-device metering.

Ipsos MediaCT is a specialist division within Ipsos, one of the world's largest market research agencies. Ipsos has offices in 84 countries, generating revenues of €1.140 billion (\$1.6 billion U.S.) in 2010. Alongside media, content & technology, Ipsos has specialist practices in advertising, loyalty, marketing and public opinion research.

