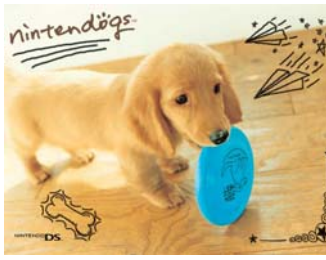


Nintendo®





Nintendo



Nintendo Co. Ltd. of Japan is the acknowledged worldwide leader in the creation of interactive entertainment. To date, Nintendo has sold more than one billion video games worldwide, created industry icons such as Mario and Donkey Kong, and launched franchises like The Legend of Zelda and Pokémon. Nintendo's popular home video game systems include Nintendo DS, Wii and the Game Boy series - the world's best-selling video game system. It was recently named one of the top 10 "cool" brands in the UK in a Guardian survey, and 17 million people, almost 30% of the population, of the UK are now "active gamers" (i.e. have played a game in the last 12 months) using Nintendo product. They now control 68% of the market share in games consoles, and 86% of the market in portable gaming. The Wii has been immensely popular as the first console to incorporate an active response handset, moving gaming closer to virtual reality - it is the fastest selling games console in history. The DS has also been a massive success, selling over 7 million so far, and for the first time games have been aimed at females. Titles such as Nintendogs, Animal Crossing, and the rise of characters such as Princess Peach have changed the gaming demographic, making it a female pastime and transforming Nintendo into a brand that females connect with. 30% of DS consoles are female owned, and they now outsell the iPod 4:1. Nintendo has become a mass brand which appeals to a wider audience than ever before; 44% of new console purchasers are over 35, 50% of Wii owners are female, and almost half the people playing Mario Kart are over 25. Nintendo consoles are bringing families together in the same way as the traditional board game, appealing to old and young, male and female.



Franchises

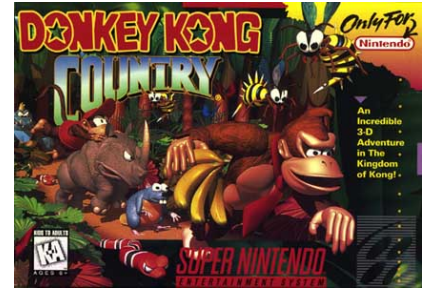


Performance Brands

Mario



- Mario is the biggest franchise in video game history, started in 1983, and appears in over 184m video games, the franchise is popular with boys and girls of all ages..
- There are major releases every year; 2007 has seen titles such as Super Mario Strikers, Super Mario Galaxy, Super Mario Kart and the Mario and Sonic Olympics.
- All these are launched with millions of dollars of advertising, the average ad spend across Nintendo releases is over £35 million per year.
- Other characters from the Mario franchise have also become very popular, Princess Peach has developed into a separate popular franchise which is particularly popular with younger girls.



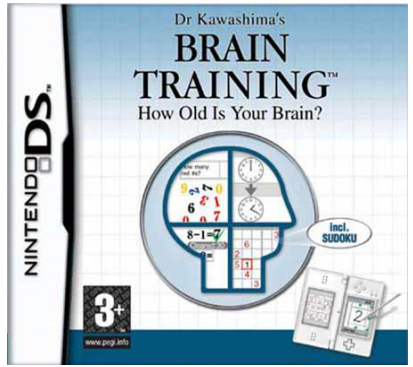
Donkey Kong

- Donkey Kong originally appeared as a villain alongside Mario in the classic arcade games, but soon became a hero in his own right.
- Donkey Kong still appears in many other games such as Mario Kart but also has a series of games dedicated to him and the Kong clan including Diddy, Funky and Dixie Kong.
- The games appeal to boys and girls, games featuring Donkey Kong and friends now number 50 million worldwide.



Brain Training

- The Brain Training games have been hugely popular, especially with the older gamer, since their release – the aim is to lower your brain age through mental challenges performed quickly..
- Famously advertised by Nicole Kidman, the series has not left the top 5 since its release in 2006.





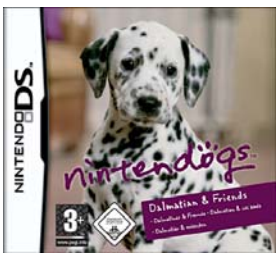
Zelda



Performance Brands

Nintendogs

- Nintendogs gives the player a puppy to look after – there are now 18 real breeds to be fed, played with and trained.
- The DS is touch screen, and the voice recognition means that players can whistle to and train their dogs.
- Since the game was released in 2005 it has sold close to 10 million copies and the series has never dropped out of the top 3 in the gaming charts.
- Nintendogs has made gaming a pastime which is much more attractive to females – 85% of games are female owned, and linked to this is female ownership of DS consoles rising to over 30%. It is mainly popular with 8-12's but has also proven to be a big hit with the 13-17 age group.



- The Zelda franchise now has a series of 12 games including hits such as The Phantom Hourglass and The Twilight Princess, the winners of various awards.
- The website has around 6.1 million page views per month and 900,000 unique users.
- Zelda was voted into the top 100 games of all time.



Animal Crossing



- The game was first released in 2002 and since then has become very popular.
- The player embodies one of the 250 characters and joins in the immersive game in a world where they work, develop friendships and have their own home, similar to games such as The Sims. The clock runs on real time.
- The game sold over a million units in Japan in the first 3 weeks and was revived on the DS in 2005, again selling over a million copies in a few months.
- This appeals to younger players, both boys and girls.





Consoles



DS and DS Lite

The DS was launched in 2004 and are now selling well over a million a year in the UK. They have now sold about 3.5 million units in total, and have now sold over a hundred million worldwide. Like the Gameboy before them, they are hugely popular because they are hand held and portable, and having moved on technologically they are also dual plasma screen, touch screen, and have features such as voice recognition. They are popular with all ages, with games targeting children and adults separately.

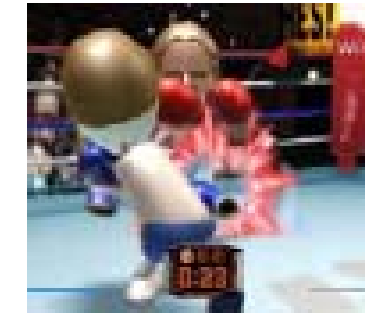
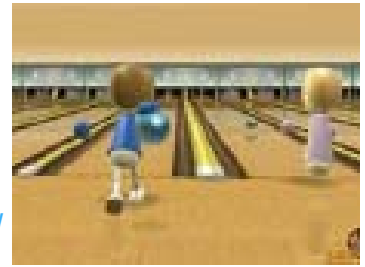


NINTENDO DS



Wii

The Wii was launched for Christmas 2005 and sold its first million in only 38 weeks, making it the best selling games console in history. The games consoles are still in huge demand and are difficult to get hold of. The Wii is the first games console to make full use of the active response handset which is used for all games from sports matches to platform games and moves the gaming world ever closer to virtual reality. One acts as an active response controller, which can be used to move characters around the screen, use a sword or hit a ball, and the other is a joy stick which supplements this. The two can be used in combination or alone. Wiis are accompanied by the Wii sports game which introduces players to the techniques they will need in using the handset; it includes boxing, baseball, bowling, tennis and golf.



Wii Sports





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