

# Games Appear Recession Proof in a Make-or-Break Year



Nielsen Games

- **The industry's biggest games are released in the 4th quarter, mostly in October and November to capitalize on the shopping cycle**
- **So far in 2008 the gaming industry has been rather resilient against the weak economy, and looks to be set for another record year in software and hardware sales, based on several factors:**
  - The Wii continues to be the next-generation console leader, even with tight supplies and high demand
  - Microsoft lowered their price for the base 'Arcade' model of the Xbox 360 to \$199, a full \$50 lower than the Wii, which will likely have an interesting effect on holiday sales
  - Console manufacturers often aim to release a game at the holidays that will move both hardware and software, such as last year's Halo 3 for the Xbox 360. This year the Xbox 360 - Gears of War 2 & Fable II and the PS3 - Little Big Planet & Resistance 2 will take that approach