

**OPERATOR  
COMMENTS**

*“People bypass video games that have a long list of directions.”*

*“The manufacturers still do not get it. The majority of our machines are in street locations but most of what they make is too big and too expensive for street locations. No one bothers to make a good kit.”*

*“We need more companies to develop more games for the smaller man. The games they are making are getting too expensive to stay in business.”*

# Video Games

Dedicated Video Games	2006	2005	2004	2003	2002
Average Weekly Gross	\$87	\$129	\$122	\$101	\$90
Average # Per Operator	96	120	125	104	114
Total # On Location	237,000	283,000	352,000	294,000	321,000
Total Annual Revenue	\$1.1 bil	\$1.9 bil	\$2.2 bil	\$1.5 bil	\$1.5 bil
Total New Purchases	22,000	26,000	28,000	30,000	23,000

(33% of those operating dedicated games bought no new ones; 19% last year)

Video Game Kits	2006	2005	2004	2003	2002
Average Weekly Gross	\$55	\$86	\$80	\$58	\$52
Average # Per Operator	65	85	67	75	90
Total # On Location	160,000	200,000	188,000	212,000	226,000
Total Annual Revenue	\$458 mil	\$894 mil	\$782 mil	\$639 mil	\$611 mil
Total New Purchases	17,000	28,000	22,000	17,000	26,000

(34% of those operating kits bought no new ones; 20% last year)

Deluxe Video Game Simulators	2006	2005	2004	2003	2002
Average Weekly Gross	\$146	\$179	\$176	146	\$164
Average # Per Operator	36	28	22	23	32
Total # On Location	89,000	66,000	62,000	65,000	90,000
Total Annual Revenue	\$676 mil	\$614 mil	\$567 mil	\$493 mil	\$767 mil
Total New Purchases	5,000	8,000	5,100	8,500	6,000

(60% of those operating Deluxe Simulators bought no new ones; 40% last year)

88% operate video games; 84% last year

\$383 the average weekly gross revenue in FECs for dedicated video games

58% bought an average of 15 used video games in the past 12 months: 21,000

**Has the video game violence controversy influenced your game purchases?**

	2006	2005	2004
Yes	37%	33%	38%

**Do you still charge 25 cents per play on ANY of your videos?**

	2006	2005	2004	2003	2002
<b>OLD games</b>					
Yes	83%	82%	82%	84%	92%
<b>NEW games</b>					
Yes	18%	16%	15%	10%	19%

**What is your standard price per play on your video games?**

	Upright videos:	Deluxe videos:
75 cent	7%	32%
50 cents	64%	32%
25 cents	27%	5%
\$1	2%	30%

# Pinball Games

	2006	2005	2004	2003	2002
Average Weekly Gross	\$48	\$54	\$48	\$48	\$59
Average # Per Operator	13	19	19	18	24
Total # On Location	26,000	33,000	45,000	38,000	57,000
Annual Gross Revenue	\$65 mil	\$92 mil	\$112 mil	\$95 mil	\$174 mil

70% operate pinball machines; 61% last year

54% indicated that they sell pinball machines to the home market

11% said they participate in pinball expos across the country