

**OPERATOR
COMMENTS**

Question: If you could change one thing in the coin-op industry today what would it be?

“The smoking bans have affected our pool tables. The most I wish is that they didn’t ban it, only from the perspective as an operator.”

“I wish I could change the state regulations on my industry (no regular cranes, no regular countertop, no regular redemption, and no online tournaments).”

“I wish I knew!”

“There shouldn’t be direct sales to locations by distributors and operators.”

General Business

19. Are you utilizing any type of online tournament or contest?

	2007	2006	2005	2004	2003
Yes	33%	45%	33%	42%	49%

20. How do you plan for your new game purchases?

	2007	2006	2005	2004	2003
Dollar amount (average) (4% of operators)	\$33,000	\$100,000	\$102,000	\$90,000	\$100,000
Percent of Gross (average) (4% of operators)	40%	19%	20%	20%	19%
Buy equipment as needed	93%	87%	62%	66%	52%

21. Are you using a cashless payment system for your games?

	2007	2006	2005	2004
Yes or plan to	4%	11%	5%	7%

22. Do you plan to add new revenue areas to your business?

	2007	2006
Yes	39%	38%

Jukeboxes

CD Jukeboxes **2007** **2006** **2005** **2004** **2003**

Average Weekly Gross	\$74	\$90	\$141	\$102	\$101
Average # Per Operator	28	25	54	45	38
Total # On Location	54,000	42,000	86,000	98,000	87,000
Total Annual Revenue	\$208 mil	\$197 mil	\$631 mil	\$519 mil	\$457 mil
Total New Purchases	1,000	1,000	2,000	4,000	4,100

71% operate CD jukeboxes; 60% last year
86% of those operating them bought no new ones

45 rpm Jukeboxes **2007** **2006** **2005** **2004** **2003**

Average Weekly Gross	\$44	\$36	\$28	\$36	\$33
Average # Per Operator	12	3	13	9	13
Total # On Location	6,000	2,000	8,000	7,000	11,000
Total Annual Revenue	\$14 mil	\$4 mil	\$12 mil	\$13 mil	\$19 mil

20% operate 45 rpm jukeboxes; the same as last year
36% said that when they switch it will be straight to digital jukeboxes
64% indicated they would replace the 45 rpm with a CD jukebox

Digital Downloading Jukeboxes **2007** **2006** **2005** **2004** **2003**

Average Weekly Gross	\$218	\$191	\$254	\$234	\$204
Average # Per Operator	22	14	11	14	17
Total # On Location	41,000	23,000	11,000	16,000	15,000
Total Annual Revenue	\$465 mil	\$228 mil	\$145 mil	\$195 mil	\$159 mil
Brand-New purchases	13,000	*	*	*	*

67% operate digital jukeboxes; 58% last year
16% of those operating digital jukeboxes bought no new ones; 17% last year
7% of those operating digital jukeboxes said their locations hold iPod nights; down from 13% last year, it is not the issue it was just a few short years ago