

Video Games

Dedicated Video Games	2007	2006	2005	2004	2003
Average Weekly Gross	\$88	\$87	\$129	\$122	\$101
Average # Per Operator	87	96	120	125	104
Total # On Location	209,000	237,000	283,000	352,000	294,000
Total Annual Revenue	\$956 mil	\$1.1 bil	\$1.9 bil	\$2.2 bil	\$1.5 bil
Total New Purchases	22,000	22,000	26,000	28,000	30,000

26% of those operating dedicated games bought no new ones; 33% last year
56% bought an average of 13 used video games in the last 12 months

Video Game Kits	2007	2006	2005	2004	2003
Average Weekly Gross	\$71	\$55	\$86	\$80	\$58
Average # Per Operator	62	65	85	67	75
Total # On Location	148,000	160,000	200,000	188,000	212,000
Total Annual Revenue	\$546 mil	\$458 mil	\$894 mil	\$782 mil	\$639 mil
Total New Purchases	17,000	17,000	28,000	22,000	17,000

28% of those operating kits bought no new ones; 34% last year

Deluxe Video Game Simulators	2007	2006	2005	2004	2003
Average Weekly Gross	\$102	\$146	\$179	\$176	146
Average # Per Operator	12	36	28	22	23
Total # On Location	29,000	89,000	66,000	62,000	65,000
Total Annual Revenue	\$154 mil	\$676 mil	\$614 mil	\$567 mil	\$493 mil
Total New Purchases	13,000	5,000	8,000	5,100	8,500

87% of those operating deluxe simulators bought no new ones; 60% last year
86% operate video games; 88% last year
56% bought an average of 13 used video games in the past 12 months

Has the video game violence controversy influenced your game purchases?

	2007	2006	2005	2004
Yes	37%	37%	33%	38%

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

	2007	2006	2005	2004	2003
OLD games					
Yes	68%	83%	82%	82%	84%
NEW games					
Yes	15%	18%	16%	15%	10%

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

	Upright videos:		Deluxe videos:	
	2007	2006	2007	2006
75 cents	17%	7%	23%	32%
50 cents	55%	64%	28%	32%
25 cents	14%	27%	3%	5%
\$1	12%	2%	46%	30%

OPERATOR COMMENTS

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

“Our industry used to be the technology leader. Now we are the follower. Pricing on the equipment vs. ROI is poor in many cases. We need a universal platform that a manufacturer can support. It must have unbelievable power to compete with the home market.”

“Design games better so they wouldn’t jam or break as easy as they do.”

“The lying to each other and working against each other.”

Pinball Games

	2007	2006	2005	2004	2003
Average Weekly Gross	\$47	\$48	\$54	\$48	\$48
Average # Per Operator	17	13	19	19	18
Total # On Location	33,000	26,000	33,000	45,000	38,000
Annual Gross Revenue	\$81 mil	\$65 mil	\$92 mil	\$112 mil	\$95 mil
Total New Purchases	2,500				

70% operate pinball machines; 70% last year
65% indicated that they sell pinball machines to the home market; 54% last year