

STATE OF THE industry report



*The industry
may be down,
but it's not out.*

Analysis

Looking at the numbers, it wasn't surprising to see some of the categories drop significantly in the number of units on location and the annual gross revenue. Let's face it: The industry is down, perhaps in a slump, and maybe settling into its new place in the scheme of things. Either way, in looking at the numbers that were up I envision operators being creative in the ways they maximize their businesses from equipment on location to promoting its use.

While I had to take a breath when I realized that this is our 32nd report it was only because I am so familiar with industry trends and have seen many ups and downs in my 30 years of studying the numbers. Oh, how I remember when back in the day pinball machines were the industry darlings and hardly any other equipment came close to the scrutiny they were given. Then video games became the knights in shining armor looking to raise the industry to a new level or at least help operators survive. After that, redemption, cranes, countertops, and digital jukeboxes. I often wonder what will be next up at the plate.

The industry annual gross revenue has dropped but \$5.8 billion is nothing to sneeze at. That's the total of money players have dropped into the machines over the year. There will always be players, young and old, happy to drop their coins to play a fun game. Our own attorney general has often been seen in an arcade having a little fun after a grueling day.

What we see is an industry out there and operators are taking it very seriously. I want to state for the record that the industry needs this report to see how the average operator is faring. We owe a standing ovation to those who came through and especially those who sent theirs in late after we resent it, encouraging their input. You may be doing much better or making more money and that's to be expected; this is an average of the operators who took their time to send in the survey and I can't thank them enough.

In this report I used a base number of 2,800 operators in the United States, which I've been using for about three years. All of the expanded numbers are based on this. But if you disagree and are certain there are more operators or fewer you can easily find the numbers that would match the number of operators you feel there are. For instance, look at any of the product categories. You can see the average weekly gross per machine and average number of 13 pinball machines on location per operator. Multiply by your number of operators to find the rest. These numbers were calculated directly from the responses we got.

I hope that you will use this report as we intended: as a reference tool to see a guideline of how the industry is holding up and moving forward. If you have any questions or suggestions, please e-mail (news@playmeter.com) or call me at (888)473-2376. ▲

Valerie Cognevich

Editor

**Compiled
annually
since 1976.**

Play Meter 2007

VITAL STATISTICS

Industry gross annual income: \$5.8 billion

Number of locations

Down 38% **Arcades: 2,500**

Down 12% **Street: 221,000**

Down 60% **FECs: 1,200**

Down 12% **Total locations: 225,000**

Number of operators: 2,800

Up 15% **Equipment on location: 1.5 billion**

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**OPERATOR
COMMENTS**

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

"I believe the price of gas has had a major affect on the bottom line. Not only do I have to pay a lot more now in this travel-intensive business, but the players have less money to play with. I've noticed business is good when gas is \$2.20/gal. But at \$3/gal., play drops significantly especially in the small, outlying towns where everyone commutes to the county hubs for work."

General Business

1. Do you operate in:

	2007	2006	2005	2004	2003
Arcades ONLY	2%	1%	1%	2%	4%
Street Locations ONLY	61%	33%	39%	61%	54%
FECs ONLY	9%	3%	6%	1%	4%
Arcades/Street/FEC	5%	9%	7%	9%	*
Street/FEC	5%	5%	3%	3%	8%
Arcade/FEC	1%	1%	2%	1%	3%
Arcade/Street	15%	7%	6%	19%	12%

2. How many locations do you have?

	2007	2006	2005	2004	2003
Arcade	2,500	4,000	5,500	5,000	4,900
Street Location	221,000	250,000	422,000	225,000	196,000
FEC	1,500	3,000	2,000	2,000	2,500

3. How long has your company been in business?

	2007	2006	2005	2004	2003
Average	30 yrs.	30 yrs.	27 yrs.	25 yrs.	25 yrs..
10 yrs. or less	19%	19%	15%	25%	24%
11 to 25 yrs.	27%	27%	39%	37%	38%
Over 25 yrs.	52%	45%	38%	38%	44%

4. Are you optimistic that your company will be in the coin-op industry five years from now?

	2007	2006	2005	2004	2003
Yes	93%	96%	78%	86%	81%

5. Has your community been affected by a smoking ban?

	2007	2006	2005	2004
Yes	58%	42%	34%	44%

NOTE: Certainly we would have been surprised if the number of yes answers hadn't gone up and it did 38% since last year. Every day we hear from someone who is wondering what they can do to fight the smoking bans and we have to tell them that the only way to make an impact is to work with your state association. Many locations such as bars, taverns, and lounges that traditionally tolerate, even accept smoking, and have coin-op equipment are hurt when a ban takes effect. We'll have to keep an eye on this over the next year but we're pretty sure it isn't going away.

6. Do you attend major industry trade shows?

	2007	2006	2005	2004
Yes	84%	71%	70%	75%

NOTE: From those who named which trade shows they attend AMOA was at the top of the list.

7. Should ASI and AMOA combine shows and when should the combined show be held?

	2007	2006
yes (in the spring)	54%	27%
yes (in the fall)	46%	48%
no	12%	25%

NOTE: There have been discussions and rumors about this for several years. We know that Fun Expo, which has been combined with the AMOA for many years, is now going to be part of ASI in the spring of 2009. As you can see there are more operators saying it would be a good idea and far fewer saying don't do it. It should be interesting to see what operators say next year!

8. Have routes been sold in your area in the past year?

	2007	2006
Yes	62%	59%

9. What is the average target age of your customers in the MAJORITY of your locations?

	2007	2006	2005	2004	2003
12 yrs. & Under	9%	8%	8%	4%	5%
13 yrs. to 18 yrs.	10%	9%	17%	15%	11%
Over 18	45%	32%	31%	37%	42%
All ages	36%	50%	44%	44%	43%

10. What is YOUR share of the location split?

	2007	2006	2005	2004	2003
GAMES					
Under	9%	11%	4%	3%	3%
50/50 Split	77%	65%	65%	78%	71%
Over 50%	13%	24%	31%	18%	26%
MUSIC					
Under 50%	14%	18%	2%	5%	7%
50/50 Split	56%	52%	61%	61%	54%
Over 50%	30%	30%	37%	34%	39%

11. Is the Internet vital to your business?

	2007	2006
Yes	60%	56%

12. Does your business have its own Web site? E-mail address?

	2007	2006	2005	2004	2003
WEB SITE					
Yes	44%	24%	29%	29%	27%
E-MAIL ADDRESS					
Yes	70%	66%	69%	67%	71%

13. What industry Web sites do you visit regularly?

The #1 answer was "none," followed by Ecast, *Play Meter*, TouchTunes, Rowe/AMI, Merit, Namco, Inside CoinOp, AMOA, JVL, Betson, IT, and Happ.

14. In the past 12 months how have the following fared:

	2007	2006	2005	2004	2003
COMPETITION					
Increased	27%	28%	23%	26%	28%
Decreased	20%	21%	20%	20%	17%
Unchanged	53%	51%	27%	54%	55%
LOCAL ECONOMY					
Increased	20%	32%	20%	15%	14%
Decreased	60%	35%	53%	57%	61%
Unchanged	20%	33%	27%	28%	25%
YOUR BUSINESS					
Increased	33%	26%	30%	31%	36%
Decreased	44%	46%	49%	42%	42%
Unchanged	24%	28%	21%	27%	22%

15. Are you a member of any associations?

	2007	2006	2005	2004	2003
Yes	75%	70%	66%	72%	74%

16. Are your local legislators sensitive to coin-op industry issues?

	2007	2006	2005	2004
Yes	22%	23%	33%	37%

17. Who do you rely on for your equipment financing?

	2007	2006
Banks	27%	38%
Firestone Financial	14%	17%
Finance myself	57%	17%
Distributor	5%	13%

18. Is the distributors' role in the industry diminishing?

	2007	2006	2005	2004	2003
Yes	50%	43%	51%	40%	41%
No	25%	29%	24%	29%	33%
Unsure	25%	28%	25%	30%	26%

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OPERATOR COMMENTS

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

"Legalize gambling machines nationally and get the manufacturers out of my collections with their online cuts of my money."

"Doing something about all the free music being used in bars while we are paying fees."

"U.S. dollar coins 'ONLY.' No paper money."

"I'd want to change the negative vibes."

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**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

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%

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

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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.”

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**OPERATOR
COMMENTS**

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

“Better equipment pricing. By the time many of my machines have paid for themselves they are either in disrepair or obsolete. Pay back of 12 months or less is difficult unless you are an FEC.”

“I would change all companies in this industry to a professional group of operators in dealing with customers and presenting a good image to others.”

“OK as is!”

Redemption/Novelty

	2007	2006	2005	2004	2003
Average Weekly Gross	\$182	\$110	\$173	\$134	\$202
Average # Per Operator	45	48	55	42	73
Total # On Location	67,000	74,000	85,000	73,000	108,000
Total Annual Revenue	\$634 mil	\$423 mil	\$765 mil	\$509 mil	\$1.1 bil
Total New Purchases	8,000	11,000	10,000	10,000	9,000

53% operate redemption/novelty equipment; 55% last year

32% of those operating redemption bought no new games; 24% last year

While the overall average was \$182, games in FECs averaged \$434

Have you encountered legal problems with redemption/novelty equipment in your area?

	2007	2006	2005	2004	2003
Yes	13%	11%	13%	16%	21%

Is there a prize value limit in your area?

	2007	2006
Yes	29%	18%

Kiddie Rides

	2007	2006	2005	2004	2003
Average Weekly Gross	\$48	\$68	\$45	\$43	\$41
Average # Per Operator	10	20	17	9	7
Total # On Location	8,000	16,000	12,000	9,000	7,000
Total Annual Revenue	\$20 mil	\$57 mil	\$28 mil	\$20 mil	\$15.3 mil
Total New Purchases	under 1,000	1,100	*	*	*

27% operate kiddie rides; 27% last year, too

64% of those who operate kiddie rides bought no new ones; 65% last year

37% indicated they bought an average of 3 USED kiddie rides

2% indicated that they used to operate kiddie rides

5% said they plan to add kiddie rides to their equipment mix

16% said that kids are more demanding about what they ride; 40% last year

Cranes

	2007	2006	2005	2004	2003
Average Weekly Gross	\$123	\$89	\$135	\$101	\$132
Average # Per Operator	20	21	40	18	20
Total # On Location	38,000	45,000	83,000	41,000	45,000
Total Annual Revenue	\$243 mil	\$208 mil	\$583 mil	\$215 mil	\$309 mil
Total New Purchases	8,000	8,000	10,000	6,200	7,500

68% operate cranes; down from the 76% last year

60% of those operating cranes bought no new ones

Rotaries

	2007	2006	2005	2004	2003
Average Weekly Gross	\$75	\$72	\$83	\$92	\$105
Average # Per Operator	5	7	7	8	5
Total # On Location	3,000	4,100	4,500	4,200	3,000
Total Annual Revenue	\$12 mil	\$15.3 mil	\$19 mil	\$20 mil	\$16.4 mil
Total New Purchases	under 1,000	*	*	*	*

18% operate rotaries; 21% last year

86% of those operating rotaries bought no new ones; 79% last year

Pool Tables

	2007	2006	2005	2004	2003
Average Weekly Gross	\$76	\$86	\$132	\$83	\$95
Average # Per Operator	45	35	55	48	42
Total # On Location	100,000	79,000	96,000	115,000	100,000
Total Annual Revenue	\$403 mil	\$353 mil	\$659 mil	\$496 mil	\$494 mil
Total New Purchases	7,000	10,000	6,000	8,500	13,000

81% operate pool tables; 80% last year

49% of those operating pool tables bought no new ones

25% indicated that they are using pool tables with battery-operated bill acceptors; 19% last year

31% indicated they run tournaments on their table games, primarily pool

How much are you charging per play on your pool tables?

	2007	2006	2005	2004	2003
Over \$1	7%	17%	9%	*	*
\$1	50%	47%	42%	*	*
75 Cents	29%	23%	36%	39%	47%
50 Cents	13%	12%	13%	15%	31%

Are you having problems with locations opting to buy their own pool tables?

	2007	2006	2005	2004
Yes	41%	43%	54%	52%

Electronic Darts

	2007	2006	2005	2004	2003
Average Weekly Gross	\$42	\$44	\$56	\$36	\$34
Average # Per Operator	36	28	33	43	32
Total # On Location	53,000	39,000	42,000	70,000	54,000
Total Annual Revenue	\$116 mil	\$90 mil	\$122 mil	\$131 mil	\$96
Total New Purchases	4,500	4,000	4,000	8,000	6,000

58% operate electronic darts; 50% last year

63% of those operating electronic darts bought no new ones

49% run leagues on all (16%) or some (48%) of their dart games

24% also operate steel-tip dart games; 8% last year

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OPERATOR COMMENTS

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

"Come up with coin mechs that don't jam up all the time. About 75% of all our service calls are from coin mechs. The guns on the videos need to be more rugged too."

"Too many new operators getting involved for the wrong reasons. They only want to operate video pokers. Also new operators are giving out way too much in commission."

"I wish we had never started out with the 50/50 split. It is really difficult to have good ROI in this split."

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**OPERATOR
COMMENTS**

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

"Have operators educate locations and change their 'outdated' views that a location should get 50 percent of everything. All music and downloads have minimums and pay 40 percent tops in all our locations. Stop the 50 percent crap."

"The prices on all equipment will eventually put most of us out of business. Once most are out, then the few left can change the commissions to favor the operator."

Foosball Tables

	2007	2006	2005	2004	2003
Average Weekly Gross	\$26	\$22	\$25	\$25	\$26
Average # Per Operator	4	3	8	8	7
Total # On Location	7,500	8,500	9,000	13,000	10,000
Total Annual Revenue	\$10 mil	\$10 mil	\$12 mil	\$17 mil	\$13 mil
Total New Purchases		1,100	*	*	*

52% operate foosball tables; 60% last year

73% of those operating foosball tables bought no new ones; 78% last year

Air Hockey

	2007	2006	2005	2004	2003
Average Weekly Gross	\$62	\$94	\$82	\$83	\$118
Average # Per Operator	10	3	12	7	10
Total # On Location	15,000	12,000	17,000	13,000	15,000
Total Annual Revenue	\$48 mil	\$59 mil	\$72 mil	\$56 mil	\$92 mil
Total New Purchases	2,000	2,000	1,600	2,400	3,000

67% operate air hockey; 50% last year

66% of those operating air hockey bought no new ones

Shuffleboards

	2007	2006	2005	2004	2003
Average Weekly Gross	\$29	\$24	\$27	\$30	\$31
Average # Per Operator	6	3	7	5	3
Total # On Location	3,400	2,500	5,000	4,200	2,600
Total Annual Revenue	\$5 mil	\$3.1 mil	\$7 mil	\$6.5 mil	\$4.2 mil
Total New Purchases	under 500	*	*	*	*

20% operate shuffleboards; 29% last year

73% of those operating shuffleboards bought no new ones; 88% last year

Countertops/Touch Screens

	2007	2006	2005	2004	2003
Average Weekly Gross	\$74	\$94	\$133	\$92	\$89
Average # Per Operator	56	50	117	56	42
Total # On Location	120,000	108,000	226,000	146,000	102,000
Total Annual Revenue	\$466 mil	\$528 mil	\$1.6 bil	\$698 mil	\$472 mil
Total New Purchases	18,000	13,000	16,000	20,000	25,000

77% operate countertops; same as last year

18% of those operating countertops bought no new ones

We asked operators their brand of choice: 67% named Merit Entertainment while 33% cited JVL

8-Line Games

	2007	2006	2005	2004	2003
Average Weekly Gross	\$350	\$410	\$334	\$255	\$223
Average # Per Operator	55	46	60	95	35
Total # On Location	31,000	18,000	29,000	51,000	16,000
Total Annual Revenue	\$564 mil	\$384 mil	\$504 mil	\$756 mil	\$185 mil

20% operate 8-line games; 14% last year

Is law enforcement cracking down on this type of equipment in your area?

	2007	2006	2005	2004	2003
Yes	43%	82%	67%	70%	73%

Do you know operators who have been involved in a court case involving 8-Liners?

	2007	2006
Yes	57%	76%

Have 8-Line games been seized by law enforcement in your area?

	2007	2006
Yes	64%	82%

NOTE: These games have been attacked sometimes unfairly. Companies that spend the money to get them declared legal find that imitators are coming in on their shirrtails to place games. This has been a controversy this year and it's not about to let up.

Video Poker

	2007	2006	2005	2004	2003
Average Weekly Gross	\$356	\$131	\$210	\$314	\$280
Average # Per Operator	44	8	47	106	22
Total # On Location	5,000	2,000	19,000	57,000	7,300
Total Annual Revenue	\$93 mil	\$14 mil	\$504 mil	\$931 mil	\$106 mil

19% operate video poker; 8% last year

Is law enforcement cracking down on this type of equipment in your area?

	2007	2006	2005	2004	2003
Yes	52%	65%	67%	70%	73%

Have video poker machines been seized in your area?

	2007	2006
Yes	75%	79%

Do you know any operators involved in a court case involving video pokers?

	2007	2006
Yes	71%	69%

NOTE: We've asked this question for many years and the answers always vary because it's just a hard category of equipment to really get a handle on. We are always dependent on the operators who answer the questionnaire and we've gotten notes in the past indicating that operators don't feel comfortable answering yes to the question. In fact, there was a year an operator suggested we were working with the IRS to help identify operators who operate video pokers. As ridiculous as that sounds given the fact that each survey is kept strictly confidential, that operator was convinced and wouldn't answer. So, our suggestion is to take this category with a grain of salt because it will most likely be radically different next year and the year after that.

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OPERATOR COMMENTS

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

"Coin-op taxation. States, cities, and counties want to tax us before we make any money! What's worst of all is that they don't regulate the tax law so some operators pay taxes and others don't. That's not fair! If they don't want to enforce the law then get rid of the taxes."

"The percentage that the jukebox license people take. Allow smoking in bars. Get government out of our business."

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**OPERATOR
COMMENTS**

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

“Educate FEC owners on how to best operate their redemption games and redemption counters. There is so much more money in our cash boxes as we work hard to maximize our revenue and buying the right prizes makes a huge difference.”

“Legalize gambling machines nationally. Get the manufacturers out of my collections with their online cuts of my money.”

Bulk Vending

	2007	2006	2005
Average weekly Gross	\$35	\$80	\$127
Average # Per Operator	267	235	507
Total # On Location	217,000	283,000	781,000
Total Annual Revenue	\$18 mil	\$12 mil	\$1.2 bil

29% operate bulk vending; 45% last year

35% indicated that they have raised their bulk vend price-per-play in the last 12 months; 29% said they plan to

57% have seen traditional amusement operators adding bulk to their routes

27% have added other types of equipment

Cigarette Vending

	2007	2006	2005	2004	2003
Average Weekly Gross	\$169	\$154	\$207	\$148	\$125
Average # Per Operator	28	28	22	29	20
Total # On Location	230,000	25,000	18,000	26,000	20,000
Total Annual Revenue	\$158 mil	\$200 mil	\$194 mil	\$200 mil	\$130,000
Brand-New Purchases	less than 1,000	*	*	*	*

29% operate cigarette vending machines; 32% last year

76% of those who operate cigarette vending machines bought no new ones

\$5.95 is the average vend price operators charge per pack in their machines

The lowest was \$5 and the highest was \$8

Full Line Vending

	2007	2006
Average Weekly Gross	\$222	\$131
Average # Per Operator	162	129
Total # On Location	45,000	72,000
Total Annual Revenue	\$236 mil	\$490 mil

10% operate full line vending equipment

What type of full line vending machines do you operate?

The most common answers were snack, drink, coffee, and personal items