

# Video Games

| <b>Dedicated Video Games</b> | <b>2015</b> | <b>2014</b> | <b>2013</b> | <b>2012</b> | <b>2011</b> |
|------------------------------|-------------|-------------|-------------|-------------|-------------|
| Average Weekly Gross         | \$94        | \$86        | \$70        | \$53        | \$58        |
| Average # Per Operator       | 111         | 85          | 64          | 64          | 80          |
| Total # On Location          | 204,240     | 147,000     | 121,088     | 126,720     | 146,080     |
| Total New Purchases          | 11,040      | 6,960       | 15,136      | 7,920       | 9,130       |

92% operate dedicated video games; 87% last year.

56% of those operating dedicated games bought new ones; 53% last year.

| <b>Video Game Kits</b> | <b>2015</b> | <b>2014</b> | <b>2013</b> | <b>2012</b> | <b>2011</b> |
|------------------------|-------------|-------------|-------------|-------------|-------------|
| Average Weekly Gross   | \$36        | \$36        | \$41        | \$32        | \$38        |
| Average # Per Operator | 38          | 64          | 53          | 59          | 49          |
| Total # On Location    | 53,200      | 101,120     | 90,948      | 103,840     | 88,347      |
| Total New Purchases    | 7,000       | 9,480       | 6,864       | 10,560      | 9,015       |

70% operate video game kits; 79% last year.

46% of those operating kits bought new ones; 32% last year.

| <b>Deluxe Video Game Simulators</b> | <b>2015</b> | <b>2014</b> | <b>2013</b> | <b>2012</b> | <b>2011</b> |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Average Weekly Gross                | \$138       | \$104       | \$83        | \$64        | \$96        |
| Average # Per Operator              | 7           | 18          | 13          | 13          | 27          |
| Total # On Location                 | 5,600       | 13,680      | 10,582      | 13,860      | 29,700      |
| Total New Purchases                 | 800         | 760         | 1,628       | 1,980       | 3,300       |

40% operate video game simulators; 35% last year.

47% of those operating deluxe simulators bought new ones; 38% last year.

45% bought an average of 18 used video games in the past 12 months.

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

|               | <b>2015</b> | <b>2014</b> | <b>2013</b> | <b>2012</b> | <b>2011</b> |
|---------------|-------------|-------------|-------------|-------------|-------------|
| OLD games-Yes | 62%         | 63%         | 60%         | 63%         | 70%         |
| NEW games-Yes | 9%          | 15%         | 12%         | 12%         | 15%         |

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

|          | <b>Upright videos:</b> |             |             | <b>Deluxe videos:</b> |             |             | <b>Kits:</b> |             |             |
|----------|------------------------|-------------|-------------|-----------------------|-------------|-------------|--------------|-------------|-------------|
|          | <b>2015</b>            | <b>2014</b> | <b>2013</b> | <b>2015</b>           | <b>2014</b> | <b>2013</b> | <b>2015</b>  | <b>2014</b> | <b>2013</b> |
| 25 cents | 7%                     | 7%          | 8%          | *                     | 4%          | *           | 19%          | 17%         | 12%         |
| 50 cents | 46%                    | 54%         | 39%         | 24%                   | 7%          | 17%         | 52%          | 59%         | 74%         |
| 75 cents | 12%                    | 12%         | 16%         | 3%                    | 4%          | 15%         | 6%           | 10%         | 7%          |
| \$1      | 33%                    | 24%         | 35%         | 62%                   | 74%         | 62%         | 23%          | 14%         | 7%          |
| Over \$1 | 2%                     | 3%          | *           | 11%                   | 11%         | 6%          | *            | *           | 4%          |

# Jukeboxes

| <b>Digital Downloading Jukeboxes</b> | <b>2015</b> | <b>2014</b> | <b>2013</b> | <b>2012</b> | <b>2011</b> |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Average Weekly Gross                 | \$196       | \$171       | \$186       | \$165       | \$155       |
| Average # Per Operator               | 78          | 78          | 58          | 55          | 39          |
| Total # On Location                  | 112,320     | 120,120     | 99,528      | 94,380      | 65,208      |
| Total New Purchases                  | 14,400      | 23,100      | 18,876      | 14,184      | 15,048      |

72% operate digital jukeboxes; 77% last year.

88% of those operating digital jukeboxes bought new ones; 70% last year.

32% use the karaoke feature; 61% use the photo feature; 43% use the social networking feature; 94% use the mobile apps feature; 67% use advertising features; 30% use music videos.

61% operate only digital jukeboxes; 58% last year.

| <b>CD Jukeboxes</b>    | <b>2015</b> | <b>2014</b> | <b>2013</b> | <b>2012</b> | <b>2011</b> |
|------------------------|-------------|-------------|-------------|-------------|-------------|
| Average Weekly Gross   | \$43        | \$30        | \$37        | \$40        | \$61        |
| Average # Per Operator | 6           | 4           | 4           | 11          | 13          |
| Total # On Location    | 4,080       | 3,600       | 3,696       | 14,179      | 14,872      |
| Total New Purchases    | *           | *           | *           | *           | 1,144       |

34% operate CD jukeboxes; 45% last year.

\* None of those operating CD jukeboxes bought new ones.