

## Data dictionary for Video Game data

Variable	Source	Description
ESRB	NPD	Entertainment Software Review Board rating
ReviewScore	NPD	Score out of 100 as determined by a panel of critics
ConcurrentReleaseBrand	calc	Number of games with the same Brand released in the same year
PriorReleaseBrand	calc	Number of games of the same Brand released in prior years (only including years for which we have data)
ConcurrentReleaseGenre	calc	Number of games with the same Super- and Sub-Genre released in the same year
PriorReleaseGenre	calc	Number of games of the same Super- and Sub-Genre released in prior years (only including years for which we have data)
PriorSaleBrand	calc	The first year sales of the most recently released game with the same Brand. Only the previous game is considered. If multiple games of the same brand were released in the prior year, the maximum first year sales is used. This variable is meant to capture the developer's best experience with the most recent release of a game with this brand.
TotalPriorSalesBrand	calc	Note TotalPriorSales versus PriorSale above. This is the cumulative value of all games of the same brand released in prior years. This variable is meant to capture the overall size of the Brand's franchise.
XBOX, GCN, PS2	calc	Indicator variables showing whether the game was released on that platform
NumberOfConsoles	calc	Number of consoles game was released on
AvgReleaseYearPrice	calc	Average game price (dollars/units) for the game's first year of release
LTD_ASP	NPD	Average sale price of game "life to date" on which the data was collected (LTD)
FirstYearSales (M)	NPD	Sales (in \$ million) for calendar of release (January-December)
LTD_Dollars(M)	NPD	Life to date sales of the game across all consoles (in \$ million)
FirstYearRatio	calc	FirstYearSales (M) divided by LTD_Dollars (M)