

VIDEO GAMES SALES : KEY INSIGHTS

- Regional sales
 - North America 50%
 - Europe : 25%
 - Japan : 14%
- Top games
 - Wii sport : Best sellers and bundled with Wii
 - GTA V : Cross-platform best sellers, 3 generations, 5+ platforms
- Japan trends
 - RPG leader : 40% share
 - Nintendo vs Sony : 86% vs 14%