

INTRODUCTION .....	XVI
STUDY GOALS AND OBJECTIVES .....	XVI
REASONS FOR DOING THIS STUDY .....	XVI
CONTRIBUTIONS TO THE STUDY AND FOR WHOM.....	XVI
SCOPE AND FORMAT .....	XVII
METHODOLOGY.....	XVII
INFORMATION SOURCES .....	XVII
RELATED BCC WORK CREDENTIALS .....	XVIII
BCC ONLINE SERVICES .....	XVIII
DISCLAIMER .....	XVIII
 SUMMARY.....	 XIX
<i>SUMMARY TABLE GLOBAL FORECAST FOR THE ELECTRONIC GAMING</i>	
<i>INDUSTRY, THROUGH 2011 (\$ MILLIONS)</i> .....	XX
<i>SUMMARY FIGURE GLOBAL VALUE OF THE ELECTRONIC GAMING INDUSTRY,</i>	
<i>2005-2011 (\$ MILLIONS)</i> .....	XX
 OVERVIEW .....	 1
GAMING PLATFORMS .....	2
<i>TABLE 1 BASIC TYPES OF GAMING PLATFORMS</i> .....	2
GAME GENRES .....	3
<i>TABLE 2 BASIC ELECTRONIC GAMING GENRES</i> .....	3
 INDUSTRY STRUCTURE.....	 4
<i>TABLE 3 KEY COMPANIES IN THE ELECTRONIC GAMING BUSINESS</i> .....	4
<i>TABLE 3 (CONTINUED)</i> .....	5
<i>TABLE 3 (CONTINUED)</i> .....	6
RECENT INDUSTRY DEVELOPMENTS .....	7
Recent Industry Developments (Continued).....	8
GAMING MANUFACTURING AND DEVELOPMENT BY REGION .....	9
<i>TABLE 4 GLOBAL SHARE OF ELECTRONIC GAMING HARDWARE AND</i>	
<i>SOFTWARE MANUFACTURING BY REGION, 2005-2011 (%)</i> .....	9
<i>FIGURE 1 MANUFACTURING OF ELECTRONIC GAMING HARDWARE AND</i>	
<i>SOFTWARE BY REGION, 2005-2011 (%)</i> .....	10
ASIA/PACIFIC INFLUENCE.....	10
Nintendo.....	10
Sega .....	11
Namco.....	11
Sony Corporation.....	11
HIGH HOPES FOR CHINA .....	11
STEADY PROGRESS FOR OTHER REGIONS.....	12
GAMING CONSUMPTION BY REGION.....	12
<i>TABLE 5 GLOBAL SHARE OF ELECTRONIC GAMING REVENUES BY REGION,</i>	
<i>2005-2011 (%)</i> .....	12
<i>FIGURE 2 GLOBAL REVENUES FROM ELECTRONIC GAMING, 2005-2011 (%)</i> .....	13
TRADITIONAL MARKETS REMAIN STRONG .....	13
MARKET SHARES .....	14
GAMING PRODUCTS .....	14
<i>TABLE 6 GLOBAL MARKET SHARE BY GAMING PRODUCT MAKERS, 2005 (%)</i> .....	14
ELECTRONIC GAMES AND SOFTWARE.....	15
<i>TABLE 7 GLOBAL MARKET SHARE OF ELECTRONIC GAMES AND SOFTWARE</i>	
<i>COMPANIES, 2005 (%)</i> .....	15

GAMING EQUIPMENT AND SERVICES .....	16
<i>TABLE 8 GLOBAL MARKET SHARE OF GAMING EQUIPMENT AND SERVICES</i>	
<i>COMPANIES, 2005</i> .....	16
COMPANY PROFILES .....	17
ACTIVISION INC., SANTA MONICA, CA.....	17
AMAZE ENTERTAINMENT INC., KIRKLAND, WASHINGTON .....	18
ATARI INC., NEW YORK CITY, NY .....	18
BOSS MEDIA AB, VAXJO, SWEDEN.....	19
CAPCOM CO. LTD., OSAKA, JAPAN .....	19
THE CODEMASTERS SOFTWARE CO. LTD., WARWICKSHIRE, UK.....	20
ELECTRONIC ARTS INC., REDWOOD CITY, CALIFORNIA .....	20
EMPIRE INTERACTIVE PLC, LONDON, UK.....	21
GAMELOFT S.A., PARIS, FRANCE.....	21
GLU MOBILE INC., SAN MATEO, CA.....	22
GRAVITY COMPANY LTD., SEOUL, KOREA.....	22
KONAMI CORPORATION, TOKYO, JAPAN .....	23
LUCASARTS ENTERTAINMENT COMPANY LLC, SAN FRANCISCO, CA.....	23
MIDWAY GAMES, INC., CHICAGO, IL .....	24
NAMCO LTD., TOKYO, JAPAN .....	24
NETEASE.COM INC., BEIJING, CHINA.....	24
NINTENDO CO. LTD., KYOTO, JAPAN .....	25
RADICAL ENTERTAINMENT INC., VANCOUVER, CANADA .....	25
SEGA SAMMY HOLDINGS INC., TOKYO, JAPAN .....	26
TAKE TWO INTERACTIVE SOFTWARE, NEW YORK CITY .....	26
GAMING TECHNOLOGY .....	27
VIDEO GAME CONSOLES.....	27
<i>TABLE 9 MARKET LEADING VIDEO GAME CONSOLES</i> .....	28
SONY PLAYSTATION 2.....	29
<i>TABLE 10 TECHNICAL FEATURES OF THE SONY PLAYSTATION 2</i> .....	29
Online Capability .....	30
SONY PSP.....	30
<i>TABLE 11 TECHNICAL FEATURES OF THE SONY PLAY STATION PORTABLE</i> .....	30
NINTENDO GAMECUBE .....	31
<i>TABLE 12 TECHNICAL FEATURES OF THE NINTENDO GAMECUBE</i> .....	31
NINTENDO GAME BOY ADVANCE .....	32
<i>TABLE 13 TECHNICAL SPECIFICATIONS FOR THE GAME BOY ADVANCE</i> .....	32
NINTENDO GAME BOY DS.....	33
<i>TABLE 14 TECHNICAL FEATURES OF THE NINTENDO DS</i> .....	33
MICROSOFT XBOX 360 .....	33
<i>TABLE 15 TECHNICAL FEATURES OF THE MICROSOFT XBOX 360</i> .....	34
High Definition Capability.....	34
COMPUTER GAMES.....	35
<i>TABLE 16 BASIC PC REQUIREMENTS FOR COMPUTER GAMES</i> .....	35
IMPACT OF THE INTERNET .....	36
Technical Challenges.....	36
HANDHELD GAME PLAYERS .....	37
<i>TABLE 17 TECHNICAL FEATURES OF A HANDHELD GAME PLAYER</i> .....	37
COMMUNICATIONS EXPANSION.....	37
ARCADE GAMES.....	37
DESIGN, DEVELOPMENT AND SOFTWARE.....	38
<i>TABLE 18 MAKEUP OF A TYPICAL ELECTRONIC GAME DEVELOPMENT TEAM</i> .....	38
CHALLENGES FOR ELECTRONIC GAME PRACTICES.....	39

Licensing .....	39
THE JAPANESE MODEL .....	40
COMBINED TALENTS .....	40
TECHNOLOGICAL TRENDS .....	41
NEXT GENERATION CONSOLES .....	41
Cell Microprocessor Could Redefine Entertainment.....	41
TABLE 19 COMPARISON OF LEADING PROCESSORS .....	42
Cell Design .....	42
Cell in Next Generation Applications .....	43
TABLE 20 NEXT GENERATION APPLICATIONS FOR CELL .....	43
Nintendo's New Console.....	43
IMPROVED HANDHELD AND MOBILE TECHNOLOGY .....	44
TABLE 21 REQUIREMENTS FOR MOBILE DISPLAYS CAPABLE OF GAMING APPLICATIONS .....	45
Manufacturing Considerations .....	45
CALIBRATION TOOL HELPS GAMERS .....	46
PATENT ANALYSIS.....	47
PATENTS BY SUBJECT.....	47
TABLE 22 PATENTS BY ELECTRONIC GAMING SUBJECT, 2003- 2005.....	47
TABLE 22 (CONTINUED) .....	48
PATENTS BY REGION .....	49
TABLE 23 ELECTRONIC GAMING PATENTS BY REGION, 2003-2005 .....	49
PATENTS BY ASSIGNEES .....	50
TABLE 24 ASSIGNEES WITH THREE OR MORE PATENTS, 2003-2005 .....	50
TABLE 24 (CONTINUED) .....	51
SAMPLE ABSTRACTS .....	52
Method and System for Wireless Validation of Gaming Vouchers .....	52
Use of Hashing in a Secure Boot Loader .....	52
Method and System for Using Tamperproof Hardware to Provide Copy Protection and Online Security .....	53
Banning Verbal Communication to and From a Selected Game Plating System .....	53
Video Game Distribution Network.....	54
Video Game Controller with Integrated Microphone and Speaker.....	54
Integrated Remote Control Unit for Operating a Television and Video Game Unit .....	55
INDUSTRY COMPETITIVENESS .....	56
ELECTRONIC GAMING CULTURE.....	56
TABLE 25 PROFILE OF U.S. VIDEO AND COMPUTER GAME PLAYERS .....	56
VIDEO GAME ECONOMICS .....	57
COMPUTER GAMING LEADS TO INNOVATIONS .....	57
TABLE 26 COMPUTER DEVICES DEVELOPED FOR ELECTRONIC GAMING .....	58
PC Spawns Internet Gaming.....	58
THE WIRELESS WORLD OF GAMING .....	59
TABLE 27 PROFILE OF THE WORLDWIDE MOBILE PHONE MARKET .....	59
GAMING—A GROWING MOBILE APPLICATION .....	59
Chinese Mobile Market Growing.....	60
ECONOMIC CONSIDERATIONS .....	60
UNITED STATES .....	61
TABLE 28 ECONOMIC LONG-TERM ASSUMPTIONS FOR THE U.S. ECONOMY.....	61
EUROPE .....	62
ASIA/PACIFIC.....	62

<i>TABLE 29 ASIA/PACIFIC REGION ECONOMIC IMPACT ON ELECTRONIC GAMING</i> .....	63
CHINA.....	63
TECHNOLOGY AND GAMING.....	63
GAMING AND THE PROMOTION OF ADVANCED TECHNOLOGY.....	64
TRADE ASSOCIATIONS.....	64
The Entertainment Software Association.....	64
The Interactive Entertainment Merchants Association.....	65
The Entertainment Software Rating Board.....	65
MARKET GROWTH FACTORS.....	66
IMPACT OF THESE GROWTH FACTORS.....	66
<i>TABLE 30 PERCENTAGE IMPACT OF MAJOR COMPETITIVENESS FACTORS IN THE GROWTH OF ELECTRONIC GAMING</i> .....	66
Impact of These Growth Factors (Continued).....	67
ELECTRONIC GAMING MARKETS.....	68
MARKET ORGANIZATION.....	68
MEASUREMENT OBJECTIVES.....	69
THE GAME CONSOLE MARKET.....	70
THE GAME CONSOLE MARKET.....	70
GAME CONSOLE HISTORY.....	71
<i>TABLE 31 A BRIEF HISTORY OF THE VIDEO GAME CONSOLE</i> .....	71
<i>TABLE 31 (CONTINUED)</i> .....	72
MANUFACTURING SHAKEOUT.....	73
Recent Marketing Strategies.....	73
<i>TABLE 32 CONSOLE MANUFACTURERS KEY MARKETING STRATEGIES</i> .....	74
WHO PLAYS VIDEO GAMES?.....	74
<i>TABLE 33 PROFILE OF THE U.S. VIDEO GAME AUDIENCE, 2005</i> .....	74
WHAT KIND OF GAMES ARE PLAYED?.....	75
<i>TABLE 34 TOP 10 VIDEO GAMES, 2005</i> .....	75
TECHNOLOGICAL IMPACT OF NEXT GENERATION CONSOLES.....	76
A WORLD OF HIGH DEFINITION.....	76
LARGER DVD CAPACITY.....	77
Blue-ray Discs and the Quest for More Storage.....	77
<i>TABLE 35 OPTICAL STORAGE DENSITIES BY MEDIA TYPE</i> .....	78
NETWORKED GAMING.....	78
The Possibility of a Media Server (Digital Convergence).....	78
EXPANDED GAMING AUDIENCE.....	79
RECENT CONSOLE DEMAND.....	79
<i>TABLE 36 GLOBAL GAME CONSOLE DEMAND THROUGH 2005 (UNITS MILLIONS)</i> .....	80
GAME CONSOLE MARKET DRIVERS.....	81
<i>TABLE 37 KEY MARKET DRIVERS FOR GAME CONSOLE DEMAND</i> .....	81
<i>TABLE 38 FORECAST ASSUMPTIONS—GROWTH OF THE GAME CONSOLE MARKET</i> .....	82
FORECAST—GLOBAL SHIPMENTS OF GAME CONSOLES.....	83
<i>TABLE 39 GLOBAL FORECAST OF GAME CONSOLE SHIPMENTS, THROUGH 2011 (MILLION UNITS)</i> .....	83
FORECAST—VALUE OF GLOBAL GAME CONSOLE SHIPMENTS.....	84
<i>TABLE 40 AVERAGE CONSOLE UNIT COSTS, 2005-2011 (\$)</i> .....	85
<i>TABLE 41 GLOBAL FORECAST OF GAME CONSOLE SHIPMENTS, THROUGH 2011 (\$ MILLIONS)</i> .....	86

<i>FIGURE 3 GLOBAL VALUE OF GAME CONSOLE SHIPMENTS, 2005-2011 (\$ MILLIONS)</i> .....	86
FORECAST—GLOBAL VALUE OF CONSOLE GAMES AND SOFTWARE .....	87
<i>TABLE 42 UNITS AND VALUE OF GLOBAL VIDEO GAMES FOR GAME CONSOLES, 2005</i> .....	87
<i>TABLE 43 GLOBAL FORECAST OF ELECTRONIC GAMES FOR CONSOLE PLATFORMS GROWTH, THROUGH 2011 (MILLION UNIT, \$ BILLIONS)</i> .....	88
<i>FIGURE 4 GLOBAL GROWTH OF CONSOLE GAMES, 2005-2011 (\$ BILLIONS)</i> .....	88
FORECAST—CONSOLE GAME SHIPMENTS BY GENRE.....	89
<i>TABLE 44 GLOBAL FORECAST FOR CONSOLE GAMES BY GENRE, THROUGH 2011 (UNITS)</i> .....	89
FORECAST—VALUE OF GAMING EQUIPMENT AND SERVICES.....	90
Definition .....	90
Estimated Market Size.....	90
<i>TABLE 45 GLOBAL FORECAST FOR VALUE OF EQUIPMENT, ACCESSORIES AND SERVICES IN THE CONSOLE MARKET, THROUGH 2011 (\$ MILLIONS)</i> .....	91
THE HANDHELD GAME CONSOLE MARKET.....	92
THE HANDHELD GAME CONSOLE MARKET.....	92
HANDHELD GAME CONSOLE HISTORY .....	93
<i>TABLE 46 A BRIEF HISTORY OF THE HANDHELD GAME MARKET</i> .....	93
HANDHELD GAME CONSOLE HISTORY (CONTINUED).....	94
HANDHELD MANUFACTURING SHAKEOUT.....	95
Handheld Console Marketing Strategies .....	95
<i>TABLE 47 HANDHELD CONSOLE MANUFACTURERS KEY MARKETING STRATEGIES</i> .....	95
<i>TABLE 47 (CONTINUED)</i> .....	96
HANDHELD CONSOLES VIDEO GAME AUDIENCE.....	96
<i>TABLE 48 PROFILE OF THE U.S. HANDHELD VIDEO GAME AUDIENCE, 2005</i> .....	96
GAMES PLAYED ON HANDHELD PLATFORMS.....	97
<i>TABLE 49 TOP TEN HANDHELD VIDEO GAMES, 2005</i> .....	97
TECHNOLOGICAL IMPACT OF NEWER HANDHELDS.....	98
THE SMALLEST CONSOLE .....	98
<i>TABLE 50 KEY SPECIFICATIONS OF THE GAME BOY MICRO</i> .....	99
Presenting an Image .....	99
PORTABLE TELEVISION .....	99
THE NEW ULTRA-MOBILE PC FROM MICROSOFT .....	100
MULTIFUNCTION DEVICE .....	100
<i>TABLE 51 SPECIFICATIONS OF THE N-GAGE GAME PLAYER</i> .....	101
RECENT HANDHELD CONSOLE DEMAND .....	101
<i>TABLE 52 HANDHELD GAME CONSOLE DEMAND THROUGH 2005 (MILLION UNITS)</i> .....	102
HANDHELD GAME CONSOLE MARKET DRIVERS.....	103
<i>TABLE 53 KEY MARKET DRIVERS FOR HANDHELD GAME CONSOLE DEMAND</i> .....	103
<i>TABLE 54 FORECAST ASSUMPTIONS—GROWTH OF THE HANDHELD GAME CONSOLE MARKET</i> .....	104
FORECAST—GLOBAL SHIPMENTS OF HANDHELD GAME CONSOLES.....	105
<i>TABLE 55 GLOBAL FORECAST OF HANDHELD GAME CONSOLES SHIPMENTS, THROUGH 2011 (MILLION UNITS)</i> .....	105
FORECAST—VALUE OF GLOBAL GAME HANDHELD SHIPMENTS .....	106
<i>TABLE 56 AVERAGE HANDHELD UNIT COSTS, 2005-2011 (\$)</i> .....	107
<i>TABLE 57 GLOBAL FORECAST FOR THE VALUE OF HANDHELD SHIPMENTS, THROUGH 2011 (\$ MILLIONS)</i> .....	108

FIGURE 5 GLOBAL VALUE OF GAME CONSOLE SHIPMENTS, 2005-2011 (\$ MILLIONS).....	108
FORECAST—GLOBAL VALUE OF HANDHELD GAMES AND SOFTWARE .....	109
TABLE 58 UNITS AND VALUE OF GLOBAL VIDEO GAMES FOR HANDHELD GAME CONSOLES, 2005.....	109
TABLE 59 GLOBAL FORECAST OF ELECTRONIC GAMES FOR HANDHELD CONSOLE PLATFORMS, THROUGH 2011 (MILLION UNITS, \$ BILLIONS).....	110
FIGURE 6 GLOBAL GROWTH OF HANDHELD GAMES IN UNITS AND VALUE, 2005-2011 (\$ BILLIONS) .....	110
FORECAST—HANDHELD GAME SHIPMENTS BY GENRE.....	111
TABLE 60 GLOBAL FORECAST FOR HANDHELD CONSOLE GAMES BY GENRE, THROUGH 2011 (UNITS MILLIONS).....	111
FORECAST—VALUE OF HANDHELD EQUIPMENT AND SERVICES .....	112
Definition .....	112
Estimated Market Size.....	112
TABLE 61 GLOBAL FORECAST OF EQUIPMENT, ACCESSORIES AND SERVICES VALUE IN THE CONSOLE MARKET, THROUGH 2011 (\$ MILLIONS).....	113
THE COMPUTER GAMING MARKET .....	114
MOST HARDWARE IN PLACE.....	114
PERSONAL COMPUTER GAME HISTORY .....	115
TABLE 62 BRIEF HISTORY OF PC GAMING.....	115
GAME DEVELOPMENT .....	116
Game Engines.....	116
Sources of Games.....	117
PC GAME DISTRIBUTION.....	117
STORAGE MEDIA .....	117
SHAREWARE.....	117
INTERNET PLAY OR DOWNLOAD .....	118
PC GAME AUDIENCE .....	119
TABLE 63 PROFILE OF THE COMPUTER GAME AUDIENCE, 2005 .....	119
GAMES PLAYED ON COMPUTER PLATFORMS .....	120
TABLE 64 TOP TEN COMPUTER GAMES, 2005.....	120
TECHNOLOGICAL IMPACT ON COMPUTER GAMES .....	120
ONLINE BROADBAND CONNECTIONS .....	120
TABLE 65 BROADBAND PENETRATION BY REGION 2004-2005 (000 UNITS) .....	121
CONTINUED PERSONAL COMPUTER SHIPMENT GROWTH .....	121
TABLE 66 ESTIMATED GROWTH OF PC SHIPMENTS, THROUGH 2005 (MILLION UNITS).....	122
PC HARDWARE IMPROVEMENTS EXPAND GAMING AVAILABILITY.....	122
DEDICATED GAMING PCS .....	123
TABLE 67 SPECIFICATIONS FOR THE AURORA GAMING MACHINE.....	124
RECENT COMPUTER GAME DEMAND .....	124
TABLE 68 COMPUTER GAME DEMAND, 2002-2005 (UNITS MILLIONS) .....	125
Recent Drivers .....	125
COMPUTER GAME MARKET DRIVERS .....	126
TABLE 69 KEY MARKET DRIVERS FOR COMPUTER GAME DEMAND .....	126
SOME LIMITATIONS .....	127
TABLE 70 FORECAST ASSUMPTIONS—GROWTH OF ELECTRONIC GAMES AND SOFTWARE FOR THE COMPUTER MARKET.....	127
FORECAST—SHIPMENT OF PC GAMING MACHINES .....	128
TABLE 71 GLOBAL FORECAST OF GAMING PC SHIPMENTS, THROUGH 2011 (UNITS MILLIONS).....	128

FORECAST—VALUE OF PC GAMING MACHINES.....	128
TABLE 72 GLOBAL FORECAST OF PC GAMING SHIPMENTS VALUE THROUGH 2011 (\$ BILLIONS).....	129
FIGURE 7 GLOBAL VALUE OF GAMING PC SHIPMENTS, 2005-2011 (BILLIONS).....	129
FORECAST—GLOBAL VALUE OF COMPUTER GAMES AND SOFTWARE.....	130
TABLE 73 GLOBAL UNITS AND VALUE OF COMPUTER GAMES, 2005.....	130
TABLE 74 GLOBAL FORECAST OF ELECTRONIC GAMES FOR COMPUTER PLATFORMS, THROUGH 2011 (MILLION UNITS, \$ BILLIONS).....	131
FIGURE 8 GLOBAL GROWTH OF COMPUTER GAMES IN UNITS AND VALUE, 2005-2011 (\$ BILLIONS).....	131
FORECAST—COMPUTER GAME SHIPMENTS BY GENRE.....	132
TABLE 75 GLOBAL FORECAST OF COMPUTER GAMES BY GENRE, THROUGH 2011 (MILLION UNITS).....	132
FORECAST—GLOBAL VALUE OF COMPUTER EQUIPMENT AND SERVICES.....	133
Definition.....	133
Estimated Market Size.....	133
TABLE 76 PROFILE OF THE COMPUTER GAME ACCESSORY MARKET.....	134
TABLE 77 GLOBAL FORECAST OF EQUIPMENT, ACCESSORIES AND SERVICES IN THE COMPUTER MARKET, THROUGH 2011 (\$ MILLIONS).....	135
THE MOBILE WIRELESS GAMING MARKET.....	136
WIRELESS DEVICES IN PLACE.....	136
HISTORY OF MOBILE GAMING.....	137
TABLE 78 BRIEF HISTORY OF MOBILE GAMING.....	137
RECENT COMPANY STRATEGIES.....	138
MOBILE WIRELESS GAME AUDIENCE.....	139
TABLE 79 PROFILE OF THE MOBILE GAME AUDIENCE, 2005.....	140
GAMES PLAYED ON MOBILE PLATFORMS.....	140
TABLE 80 TOP TEN MOBILE GAMES, 2005.....	141
TECHNOLOGICAL IMPACT ON MOBILE GAMES.....	141
ADVANCES IN CELL PHONE TECHNOLOGY.....	141
Digital Phones.....	142
Third Generation (3G) Phones.....	142
TABLE 81 ADVANTAGES OF 3G TECHNOLOGY FOR MOBILE GAMING.....	143
BETTER GRAPHICS PROCESSORS.....	143
FOURTH GENERATION TECHNOLOGY—THE NEXT STEP.....	144
RECENT MOBILE DEMAND.....	144
TABLE 82 GLOBAL SHIPMENTS OF MOBILE PHONES, THROUGH 2005 (MILLION UNITS).....	145
3G Phones as Market Drivers.....	145
TABLE 83 GLOBAL DEMAND FOR 3G MOBILE PHONES, THROUGH 2005 (MILLION UNITS).....	146
The China Factor.....	146
MOBILE GAME MARKET DRIVERS.....	147
TABLE 84 KEY MARKET DRIVERS FOR MOBILE GAME DEMAND.....	147
TABLE 85 FORECAST ASSUMPTIONS—GROWTH OF ELECTRONIC GAMES AND SOFTWARE FOR THE MOBILE WIRELESS MARKET.....	148
FORECAST—GLOBAL VALUE OF MOBILE GAMES AND SOFTWARE.....	149
TABLE 86 UNITS AND VALUE OF GLOBAL MOBILE GAMES, 2005.....	149
TABLE 87 GLOBAL FORECAST OF ELECTRONIC GAMES GROWTH FOR MOBILE PLATFORMS, THROUGH 2011 (MILLION UNITS, \$ MILLIONS).....	149
FIGURE 9 GLOBAL VALUE OF ELECTRONIC GAME SHIPMENTS.....	150

FOR MOBILE DEVICES, 2005-2011 (\$ MILLIONS).....	150
FORECAST—MOBILE GAME SHIPMENTS BY GENRE.....	151
TABLE 88 GLOBAL FORECAST FOR MOBILE GAMES BY GENRE, THROUGH 2011 (MILLION UNITS).....	151
FORECAST—VALUE OF MOBILE EQUIPMENT AND SERVICES .....	151
Definition .....	152
Estimated Market Size.....	152
TABLE 89 PROFILE OF THE MOBILE GAME ACCESSORY MARKET.....	153
TABLE 90 GLOBAL FORECAST FOR THE VALUE OF EQUIPMENT, ACCESSORIES AND SERVICES IN THE MOBILE MARKET, THROUGH 2011 (\$ MILLIONS).....	153
Estimated Market Size (Continued).....	154
THE ARCADE GAMING SECTOR.....	155
ARCADE GAME HISTORY .....	156
TABLE 90 BRIEF HISTORY OF ARCADE GAMES .....	156
ARCADE GAME LOCATIONS.....	157
ARCADE DESIGN .....	157
TABLE 91 KEY PARTS OF AN ARCADE CABINET .....	157
Arcade System Board .....	158
GAME DESIGN .....	159
TABLE 92 QUALITIES OF ARCADE GAMES .....	159
ARCADE GAME AUDIENCE .....	160
TABLE 93 PROFILE OF THE ARCADE GAME AUDIENCE, 2005 .....	160
GAMES PLAYED ON ARCADE PLATFORMS .....	161
TABLE 94 TOP ARCADE GAMES, 2005.....	161
IMPACT OF TECHNOLOGY ON ARCADE MACHINES .....	161
DISTRACTION OF OTHER GAMING PLATFORMS.....	162
RECENT ARCADE DEMAND .....	162
TABLE 95 GLOBAL ARCADE MACHINE DEMAND THROUGH 2005 (THOUSAND UNITS).....	163
ARCADE GAME MARKET DRIVERS .....	164
TABLE 96 KEY MARKET DRIVERS FOR ARCADE GAME DEMAND.....	164
TABLE 97 FORECAST ASSUMPTIONS—GROWTH OF ELECTRONIC GAMES AND SOFTWARE FOR THE ARCADE MARKET.....	165
FORECAST—GROWTH OF ARCADE GAMING MACHINES.....	165
TABLE 98 GLOBAL FORECAST FOR SHIPMENTS OF ARCADE MACHINES THROUGH 2011 (UNITS 000).....	166
FORECAST—VALUE OF ARCADE MACHINE SHIPMENTS .....	166
TABLE 99 GLOBAL FORECAST OF ARCADE MACHINES SHIPMENT VALUE, THROUGH 2010 (\$ MILLIONS).....	166
FIGURE 10 VALUE OF WORLDWIDE SHIPMENTS OF ARCADE GAMING MACHINES 2005-2011 (\$ MILLIONS) .....	167
FORECAST—GLOBAL VALUE OF ARCADE GAMES AND SOFTWARE.....	167
TABLE 100 UNITS AND VALUE OF GLOBAL ARCADE GAMES, 2005 .....	168
TABLE 101 FORECAST— GLOBAL GROWTH OF ELECTRONIC GAMES FOR ARCADE PLATFORMS, THROUGH 2011 (UNITS MILLIONS, VALUE MILLIONS).....	168
FIGURE 11 GLOBAL GROWTH OF ELECTRONIC GAMES FOR ARCADE MACHINES 2005-2011 (\$ MILLIONS).....	169
FORECAST—ARCADE GAME SHIPMENTS BY GENRE .....	169
TABLE 102 GLOBAL FORECAST FOR ARCADE GAMES BY GENRE, THROUGH 2011 (UNITS MILLIONS).....	170
FORECAST—VALUE OF ARCADE ACCESSORY EQUIPMENT AND SERVICES.....	170



*TABLE 103 FORECAST—GLOBAL VALUE OF EQUIPMENT, ACCESSORIES AND SERVICES IN THE ARCADE MARKET, THROUGH 2011 (\$ MILLIONS)..... 171*