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**FOR IMMEDIATE RELEASE**

**EEDAR AND THE NIELSEN COMPANY COMBINING VIDEO GAME TRACKING DATA  
INTO INDUSTRY LEADING GAMEPULSE™ INFORMATION SERVICE**

*Collaboration Creates Ultimate Comprehensive Solution For Video Game Industry Research*

CARLSBAD, Calif. - Nov. 2, 2009 - Electronic Entertainment Design and Research (EEDAR) and The Nielsen Company, the two leading providers of video game data collection and analysis, today announced a new data integration initiative to deliver unprecedented insight into the video games industry.

In the deal, data from the Nielsen Video Game Tracking service will be integrated into *GamePulse™*, EEDAR's market leading web based dash-boarding and on-demand research application. This enhanced service will enable licensed clients of both the Nielsen Video Game Tracking and *GamePulse* services to view consumer awareness, purchase intent and demographic information for upcoming and historical games directly within *GamePulse*.

Nielsen Video Game Tracking is a weekly survey of more than 1,200 active gamers collecting consumer data on awareness, purchase interest and other key metrics for upcoming video game titles as well as recently released titles. It is the longest operating study available, with more than four years of data collected on console, PC and handheld titles. Through integration with EEDAR's *GamePulse* application, the tracking data will be merged with marketing spend (Nielsen Monitor Plus data), review score and performance information alongside EEDAR's proprietary dataset containing more than 12 million facts on over 10,000 video games.

"It is incredibly important to the long term health of the video game industry that, where commercially feasible, competition be replaced with collaboration", said EEDAR Chairman Greg Short. "By allowing our clients - the world's leading publishers, developers, creative agencies and financial groups - to access and integrate historically competitive data-sets into EEDAR's industry leading *GamePulse* service, we dramatically increase the value of each discrete source by providing contextual cross-data insights via a highly accessible and intuitive interface."

"We are excited to partner with EEDAR on this initiative" said Mike Flamberg, Director of Client Consulting at Nielsen, "but more importantly, I think our clients are the real winners. The integration of Nielsen's unparalleled consumer metrics from Video Game Tracking within EEDAR's *GamePulse* will further enable our clients to make disciplined, data driven decisions. This level of rigor and objectivity is becoming invaluable in this increasingly high stakes industry."

The integration will be available to concurrent subscribers of the Nielsen Video Game Tracking and EEDAR *GamePulse* services by March, 2010.

### **About GamePulse™ by EEDAR**

*GamePulse*™ by EEDAR is the world's premier informational and analytical service for the video game industry. Encompassing powerful, yet accessible, tools to analyze and report on every facet of the video game industry, *GamePulse* is the only service of its kind currently available. The service allows full traversal from macro level reporting on platforms, trends or individual companies, to micro level reporting on franchises and titles.

*GamePulse* allows clients to integrate published or actual sales data from any region in the world alongside marketing, review score, consumer awareness, demographic and game feature data for historical and upcoming video games. Leveraging EEDAR's proprietary data set, *GamePulse* clients can quickly generate highly contextual and relevant reports specific to their research needs.

### **About Nielsen Video Game Tracking**

Nielsen Video Game Tracking is a marketplace assessment tool that monitors the competitive mindshare of casual, moderate, mainstream and hardcore video game consumers. A weekly survey of over 1,200 active gamers collects consumer data on aided/unaided awareness, source of awareness, purchase intent and other key metrics for upcoming and recently released console, handheld and PC video game titles. Data also includes historical norms and benchmarks for over four years along with the capability to infuse omnibus questions for specific client needs..

For more information, please visit <http://www.nielsengames.com>.

### **About EEDAR**

Founded by a team of interactive entertainment veterans in 2006, EEDAR is a leading business intelligence and research firm offering expert insight into the video game industry.

Leveraging a proprietary database of over ten thousand game titles and more than 12 million game features, EEDAR provides products and services to many of the largest publishers, developers, brand managers, creative agencies and financial bodies in the industry.

Through the delivery of more accurate, actionable and accessible data, EEDAR is increasing the efficiency, profitability and creativity of the video game industry.

Ranked 15<sup>th</sup> in Forbes' 2009 list of the Most Promising Companies in America, EEDAR is based in Carlsbad, California.

For more information please visit <http://www.eedar.com> or call +1 877-88-EEDAR (33327).

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