

GamePulse® is the premier real-time accessible information service delivering critical data analysis and integration for the video game industry.

Video game industry executives, public relations managers, marketers, investors, analysts and developers can all benefit from increased accessibility to historical and upcoming data, trends and insights based on the world's largest game feature database.

Powerful charting and matrix capabilities allow you to easily identify and export vital information for use in your daily presentations and decision making.

Provided as a web-based service, GamePulse is your ally in any meeting or situation where you need to make decisions based on factual data.

KEY POINTS

Comprehensive game title, publisher, developer and platform information

Continually updated with the latest upcoming and historical game data

Hundreds of dynamic charts ready to drag-and-drop into presentations

Thousands of PR & marketing facts

Integrates with local and international sales data for analysis of game titles, publishers, developers and platforms

Integrates digital content sales from PC/Mac, consoles (XBL/PSN/NIN)

GAME TITLE INFORMATION

The ultimate compendium of knowledge for game titles. Includes data on publishers, developers, release dates, review scores, genre, gameplay elements, online & multiplayer support, branding, personification, game setting and more.

PUBLISHER/DEVELOPER INFORMATION

Detailed insights into the performance and portfolio of every developer and publisher to release a game on supported platforms. Includes title portfolio analysis by franchise, platform, genre, ESRB and review score.

GamePulse also supports year-on-year performance analysis, market share trending, company hierarchy and upcoming releases.

PLATFORM INFORMATION

Access both macro and micro level views of leading gaming platforms. Includes hardware and software trends, historical game lists, publisher and developer adoption, hardware configurations and detailed portfolio analysis.

SALES AND PERFORMANCE

GamePulse supports integration with sales data from multiple international territories allowing unparalleled visibility into the global marketplace.

Once integrated you can easily view, graph or export data on top publishers or titles, by platform or time period.

HIGHLY INTUITIVE & USER FRIENDLY

In addition to converging numerous key data elements into a single application, GamePulse provides a highly accessible interface and toolset to ensure ease of use and improve efficiency.

INDUSTRY TRENDS

GamePulse is continuously updated, seamlessly integrating newly released information and metadata; constantly monitoring the latest shifts and trends.

Observe upcoming release cycles and saturation points, average and median review scores, platform genre compositions, year-on-year analytics and more.

DYNAMIC ANALYSIS

GamePulse provides dynamic analysis and charting of more than 40 million game facts across every major platform, publisher, developer and game title.

Access historical franchise information, competitor analysis, market sizing information and much more.

Export data directly into highly usable presentation or spread sheet formats.

DIGITAL SALES INTEGRATION

GamePulse automates the process of integrating digital game and content sales from Xbox Live, PlayStation Network, Nintendo, Steam, Direct2Drive, Cloud gaming and more. The system dynamically handles product matching, currency conversion and regional allocations.

MARKETING AND MIXED MEDIA ANALYSIS

Detailed analysis of marketing budgets and creative assets for game titles, developers and publishers broken down by media type, campaign length and spend based on Nielsen Monitor-Plus advertising tracking data.

GAMETRAILERS® STREAMSTATS™

GamePulse integrates video trailers for supported game titles and leverages GameTrailers StreamStats data to provide insight on consumer interest levels and marketing success.

REVIEW SCORE ANALYSIS

Detailed review scores on titles, companies and platforms including genre averages and industry trends. GamePulse provides insight into each game review site or critic to deliver unprecedented insight into how your title or company is being perceived by reviewers.

CONSUMER INSIGHT & AWARENESS

Subscribers to Nielsen Video Game Tracking™ service can view data within GamePulse to track aided/unaided awareness, source of awareness and purchase intent in addition to title, genre and platform demographics.

SUPPORTED PLATFORMS & REQUIREMENTS

Currently GamePulse provides data US for the Nintendo® Wii™, DS™ and 3DS™. Gamecube™, Xbox® and Xbox 360®, PlayStation®2, 3 and PSP®. PC releases since 2006.

IGN® GAMERMETRICS™ INTEGRATION

EEDAR has partnered with IGN allowing for GamerMetrics data to be viewed within GamePulse. Data on editorial events, buzz levels, and consumer engagement from the world's largest video game website network adds additional depth and perspective to your research.

RETAIL TRACKER

Delivered via GamePulse, RetailTracker provides weekly updates into share of voice and promotional intensity at title, retailer and publisher levels. Covering Wal-mart, GameStop, Target, Best Buy and Toys R Us, RetailTracker provides the most accurate look at the retail landscape for video games.

GamePulse Pricing (as of January 1, 2011)

LICENSE TYPE

- Dedicated Seat (Single User)..... USD \$10,000/yr
- Floating Seat (Up to 5 Named Users Per Floating Seat; 1 Active At Any Time)..... USD \$20,000/yr
- Digital Sales Integration..... USD \$10,000

Minimum license configuration of \$50,000 per year is required.

LICENSE FEES

GAMEPULSE EXTENSIONS

- UK Marketing Data and Creatives..... USD \$30,000/yr
- US and Canada Retail Circular Data..... USD \$20,000/yr
- Custom Data Views/Capabilities..... From \$10,000
- RetailTracker..... USD \$25,000/qr

GamePulse is operated via an EEDAR supplied server hosted within your company's internal infrastructure to ensure maximum data integrity and security.

BULK QUANTITY LICENSES

For license needs in excess of 30 users please contact an EEDAR sales representative to discuss your needs.



2075 Corte Del Nogal, Suite B
Carlsbad, CA 92011 USA
www.eedar.com

For Product Information in the U.S. call toll-free:
+1.877.883.3327 ext .122
sales@eedar.com