Gathering of Developers

GameWEEK

The #1 Interactive Entertainment Trade Newsweekly U.S. $3.95

VOLUME 6 • ISSUE 2
1.17.00
www.gameweek.com

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CyberActive Media Group, Inc.

NEWSPAPER
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January 17, 2000

GameWEEK EXCLUSIVE

EA Set to Take on Hunting, Fishing Competition

By Andy Eddy

Electronic Arts has revealed that it will be making a bigger push into the outdoors market through its EA SPORTS brand early this spring with new hunting and fishing products.

EA recently told *GameWEEK*, in an exclusive interview, that it was so pleased with the consumer response to its *Deer Hunt Challenge*, a PC-based hunting game released last October, that it will be following the release up with the new *Ultimate Hunt Challenge*. This PC title offers many of the same features as *Deer Hunt Challenge*, but supplements the deer hunting with the addition of online multiplayer, turkey and pheasant hunting, as well as target-range and skeet-shooting segments.

The publishing giant also indicated that it will be launching a fishing-game franchise at the same time, with the premiere release called *Championship Bass*. The game will also have an early spring release date, with versions planned for PC and PlayStation platforms.

TAKING ITS BEST SHOT

While EA is the largest publisher of interactive-entertainment software, it achieved that position through the

(continued on page 5)

EA's Ultimate Hunt Challenge *is an "all-in-one" hunting title that combines online multiplayer, deer, turkey and pheasant hunting.*

Bernie is Back!

Stolar makes his return to industry

By Joel Easley

It came as a shock to almost everyone in the industry when Bernie Stolar announced that he would be leaving Sega of America and his position of president and COO, which he served from July 1996 to August 1999. After all, much credit is owed to him for the successful launch of the Dreamcast this past September, which put Sega back on the map in the console

(continued on page 7)

Top Game Predictions for 2K

By Ben Rinaldi

It's official: the new millennium has arrived and with it comes all kinds of new predictions and expectations. As the interactive entertainment industry rolls into the early 21st Century, it will be interesting to see which games emerge to shape and influence the landscape of the game industry in 2000 and beyond.

In order to bring the most comprehensive coverage around to help you, the retailer, make better purchasing decisions, *GameWEEK* has compiled a list of games that we think will have the biggest impact on retail sales for the New Year. Results are based on a game's sales potential only. It's also important to note that we are basing our list on our knowledge of existing games only. Because some companies have not yet announced all their plans for 2000—particularly where PlayStation2 software is concerned—there could be some potential hits left off the list.

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Shenmue, *hot for 2000.*

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Gathering of Developers™ was the
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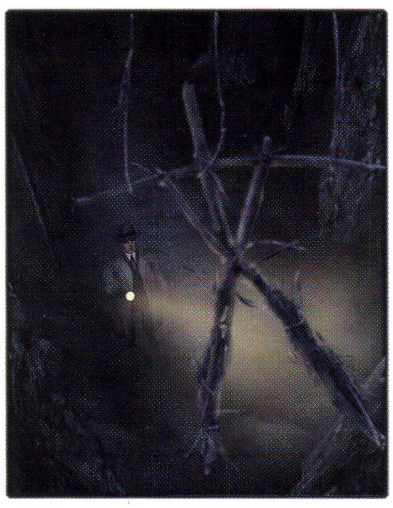
"This is why Gathering is important; this group of people is establishing the importance of authorship in digital media . And it is forcing other publishers to follow suit, lest the top talent seek greener pastures, Already, Electronic Arts , one of the industry's Big Three, has rolled out a more favorable set of terms and royalty rates for its programming stars. More significantly, Gathering is strengthening the link between the people who make games and the people who play them. And that link is crucial if the medium is going to evolve." — NY Times



"While the Blair Witch Project™ is proving that Hollywood can be outsmarted by the little guys, The Gathering is doing the same in the games industry." —London Times

"Haxan Films™ is thrilled to be working with Gathering of Developers to create the next level of The Blair Witch world. We were looking for a creative partner who could not only make incredible games but take the story beyond a linear environment and further the quest for 'real' horror,"said Rob Cowie, producer of The Blair Witch Project.

"The Gathering not only has the best developers, as shown by the stunning quality of Terminal Reality's Nocturne, but creatively, they get it."

"Nocturne™ features a new game engine that positively screams "licensing opportunity." — Computer Gaming World

"Heavy Metal F.A.K.K.2™ - 1999 E3 best of show " — Gamespy

"We are extremely enthusiastic about working with The Gathering's Ritual Entertainment™ on the F.A.K.K.2 game and are taking a new approach to a license by giving Ritual free reign over designing the game. Ritual has impressed us immensely with its designing strength, creativity and vision for F.A.K.K.2." — Kevin Eastman

Weekly listed the ten companies know it in the new millenium, only game publisher on the list.

ce 2000 and see just what all the noise is about.

"The gaming world's biggest news is the initial lineup of Gathering of Developers, the developer-driven game publisher." —The Boston Globe

"The clouds will part, the seas will rise and the news that Gathering of Developers publishing venture is set to send some major publishers running for cover." —Gamesmania

"KISS Psycho Circus™ -One of the hottest 3D shooters in years"— Incite PC

"We got the word that The Gathering was the place to call if we wanted a guarantee of quality and artist recognition. Besides, it's good to have G.O.D. on our side for once!" — Gene Simmons

"No development has shaken the PC gaming industry so violently since the introduction of the Pentium chip."
—PC Gamer on the formation of The Gathering

"Prepare to be knocked flat on your ass by the upcoming Rune™ from Human Head Studios™. "
— Incite PC

"If action is a religion, Max Payne™ is the new messiah."
—Adrenaline Vault

" Far from being your standard shootfest, Max Payne is a John Woo movie made silicon, with slow motion shootouts and a hero who will do for women what Lara Croft did for men."
— Computer Gaming World

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Didja Hear...?

Installing a New Filter

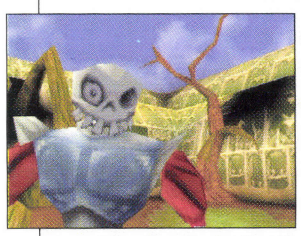
Ready to fatten up those cash registers? 989 Studios is set to unleash the long-awaited sequel to its mega-selling action game, *Syphon Filter*. With development nearly finished, *Syphon Filter 2* (no fancy sub titles necessary) will ship no later than this March, and possibly as soon as February, according to word through the grapevine. Loaded with all-new levels, improved enemy AI, and features such as a two-player split-screen option, the game will come packaged as a two-disc set. Check back next issue for a full-blown preview of what will surely end up as one of the hottest-selling PlayStation games of 2000!

Say Grace

We're back with more info on *Evergrace*, From Software's amazing-looking PlayStation2 action/RPG effort. During the game, the player will control two separate characters; one is male, one female. Each character takes on different scenarios. Near the end of the game, the two characters will come together, at which time they will be able to engage the enemy during one main scenario. According to From, *Evergrace* will not only feature a huge assortment of items and weapons which can be purchased at shops, but loose items can also be picked up from the ground after defeating an enemy. It's interesting to note that at the beginning of its development cycle, *Evergrace* actually started life as a PlayStation game. From Software realized it could expand gameplay immensely by switching the project over to PS2 hardware, scrapping many of the original design elements in the process. *Evergrace* is slated to ship this spring in Japan and should be ready for an American release by year's end. By the way, here's that screen shot we were supposed to include last issue (sorry!)

Is it an Eeeevil Sequel?

Take a peek at Sony Computer Entertainment Europe's (SCEE) upcoming PlayStation sequel to *MediEvil*, tentatively titled *MediEvil 2*. The next installment is quite a departure, visually, from the original dark and gothic action game. This time, Sir Dan appears to be wearing some serious power armor! *MediEvil 2* should be ready to ship sometime during the first half of this year in Europe, however, when contacted about a U.S. release, a Sony representative told us that the game is currently not on its production schedule for 2000.



Burger King Has No Balls

By Ben Rinaldi

When Burger King and Nintendo announced that they were teaming up for a special Pokémon retail promotion, nobody could have imagined that this promotion—the biggest of its kind for the fast-food industry—would eventually turn into the largest toy recall in history.

Burger King was forced to recall more than 25 million Pokémon Balls used to enclose Pokémon toys that are included in Burger King Kids meals. The move comes after the death by suffocation of a 13-month-old girl in California, after one half of the ball covered her nose and mouth.

In addition to the death on December 11, an 18-month old girl in Kansas also had a ball half stuck over her face but averted tragedy only after her father successfully removed the half of the ball from her face. Apparently, Burger King refused to recall the product, despite repeated requests by the U.S. Consumer Product Safety Commission (CPSC). The CPSC described Burger King as "very uncooperative" and only after the second incident did the company agree to recall the product.

Burger King Big Kids Meals, geared toward older kids, will still include Pokémon balls as part of the meal while regular Kids Meals will only come with the toy. Burger King has stated that it will post warnings to the potential danger of the toys in all of its restaurants. Ria Carlson, vice president of corporate communications and investor relations for Equity Marketing, the company responsible for designing and manufacturing the Pokémon toys, told wire services that the company is cooperating with the recall. "The entire product, including the ball, is thoroughly safety tested throughout the production process and at completion by a completely independent lab. The product meets or exceeds safety standards for all ages. So, this is a tragic but freak accident."

Consumers are being asked to return the balls to Burger King locations, where they will receive a free small order of french fries. **GW**

The killer Pokémon balls.

ON THE MOVE — Industry Personnel Changes

Namco Hometek

Andre Emerson has joined Namco as a senior producer. Emerson was most recently with 3DO where he helped produce *Army Men: Sarge's Heroes* and a number of other titles for the company.

Infogrames North America

Infogrames has promoted one of its public relations team members, Wiebke Vallentin, to public relations coordinator. Vallentin has been with Infogrames for the last six months and will now be responsible for promoting the company's action, adventure and family category of games.

FIRAXIS Games

Kelley Gilmore has joined FIRAXIS Games as communications manager. Prior to joining FIRAXIS, Gilmore was a partner in KGMCommunications, Inc., a public relations agency dedicated to the hi-tech industry. The company worked with such clients as Sierra, WON.net and NetMarket Services. Gilmore's duties at FIRAXIS will include managing all things related to public relations as well as some marketing related activities.

House of Moves Motion Capture Studios

House of Moves, the world's largest dedicated motion capture service specializing in creating digital motion for 3D computer animation, has elevated Jarrod Phillips to vice president, sales and marketing. Prior to joining House of Moves, Phillips served as sales and marketing director at Optimum Human Performance Centers (dba-BioVision), San Francisco. House of Moves has provided digital motion for such films as *Titantic* and *Mortal Kombat: Annihilation*, in addition to hundreds of other shoots for electronic computer games, television, computers and network television.

Recoton Corporation

Recoton Corporation, parent company to InterAct Accessories Inc., has added Ann R. Leven and Jerry Kalov to its Board of Directors. Leven is currently a director of the Delaware Group of Mutual Funds and chairs its Audit Committee in addition to being a Trustee of the New York School of Interior Design. Kalov has been involved in the electronics and consumer electronics industry for more than 40 years, holding various senior level management positions during his career. He is currently a director of Wells-Gardner, a publicly traded supplier of gaming and amusement industry equipment.

DigiScents, Inc.

Cooksey Thomas, the developer of Sega Dreamcast's audio API, has accepted a position with DigiScents as director of ScentStream Technology. The ScentStream technology will enable developers to create and include scent objects in their applications.

While at Sega, Thomas wrote the "Audio64" C language API and audio asset management tools for the Dreamcast. Audio64 is a full featured, multi-layer audio presentation system with effects, Q-Sound and Dolby Surround Sound.

LEGO Media

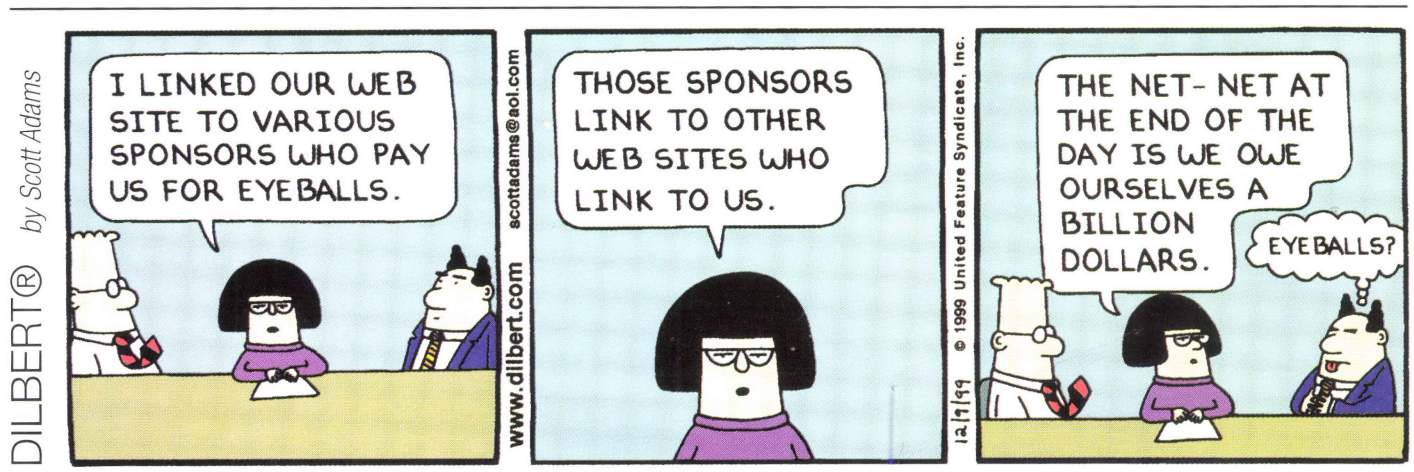
Jeff James has been promoted to manager, public relations and online development; Michael McNally has joined LEGO Media as assistant public relations manager, and Melissa Menton is the company's new channel marketing manager.

Acclaim Entertainment

Acclaim announced the appointment of Karen Q. Pisciotta as director of investor relations, where she will be the primary contact with the investment community and will assist senior management in communicating initiatives to improve shareholder value. Prior to joining Acclaim, Pisciotta was manager of investor relations at Ogden Corporation. Pisciotta will report directly to William Sorenson, Acclaim's chief financial officer.

eGames, Inc.

Online retailer, eGames promoted Bill Acheson to the position of executive vice president. In his new position, Acheson will be responsible for overseeing the Company's sales growth, both domestically and internationally, and for translating more of that sales growth to the bottom line through effectively managing sales and marketing costs and product pricing.

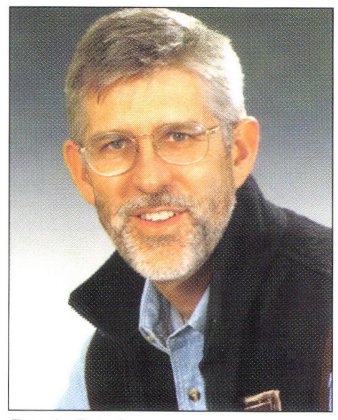


Continued from the Cover

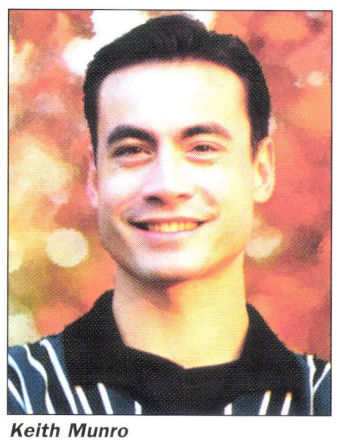
EA Set to Take on Hunting, Fishing Competition

Software giant believes that the time is right for big hits with growing outdoor-recreation audience

careful building and acquisition of popular brands and franchises. Certainly, many of those names are definitely high profile—such as John Madden on its football products; Jane's on its military-combat simulations; Origin's *Ultima* line and Maxis' various *Sim* prefixed games—but many others are created from the ground up with a good concept and strategic design, such as the *Knockout Kings* boxing franchise.



Randy Dersham



Keith Munro

The expectation is that the company can make similar strides with the hunting and fishing franchises because those consumer segments are growing in popularity, according to Keith Munro, marketing manager for EA SPORTS in Vancouver, Canada.

"We're seeing really huge growth in the outdoors lifestyle; there are about 70 million people who hunt and fish," Munro noted. "Hunting is already in a dominant position within PC sports, and it's growing at about 20%. Fishing is currently the number-four segment in the sports game category (PC and PSX combined), and is growing upwards of 35%. Mainstream American consumers are telling us that they love these games—they're very popular, and they're asking for more."

Even though EA is coming into the market later than other established brands—which include GT/WizardWorks's *Deer Hunter*; Activision's *Cabela's Big Game Hunter*; Sierra's *Trophy Bass* and THQ's *BASS Masters*-it expects it can capture a broad audience through its established name and solid releases heavy on variety.

"We believe there's always room for a quality entry," Munro added.

One strong approach that EA SPORTS took with *Deer Hunt Challenge*—and that it will certainly continue with *Ultimate Hunt Challenge*—is to cater to the actual hardcore hunting realist as well as players who want a more arcade-like videogaming experience.

"We saw a real opportunity to create a strategy game to challenge what people know about hunting in a much more real way than perhaps has been done," said Randy Dersham, executive producer at EA SPORTS in Seattle. "We wanted to jump in and create not only a real-world simulation, but also something that was fun and easy to get into—that puts you into the very moment of decision where you have a certain amount of tools and a certain situation right in front of you [and asks], 'What are you going to do now?'"

Dersham claimed that the game will have all the aspects of actual hunting in that *Ultimate Hunt Challenge* will provide vast worlds that can be scoured for targets—he stated that a straight-line walk across one world can take "six real-world hours"—and will require all the patience and strategy of a true hunt. However, he also noted that the challenge mode will provide specific scenarios—in much the same way that more traditional strategy games feature missions or campaigns that need to be completed in order to move on-each with a goal and a score. Points are based on the outcome and a player's efficiency in completing each gaming task.

Ultimate Hunt Challenge ***can be played in quick challenge mode, or over many hours.***

As an example, the first challenge level puts the player in the woods with a deer in clear sight, but it tests (and teaches) the act of raising the gun to fire without alarming the deer-running at the quarry *Doom*-style will result in the deer running off. Later game levels require the use of masking scent (with regard to wind direction) and necessary stalking skills in order to make the kill—and achieve the highest game score. Often, a challenge level will set out a task that is accomplished relatively quickly, only to have the player receive a weak game score because a more difficult (but higher scoring) target is out of the immediate field of vision.

Championship Bass, ***to be available on PC and PSX (shown here), will be EA SPORTS' premiere release in its new fishing franchise.***

Ultimate Hunt Challenge will also feature several online multiplayer aspects, which Dersham indicated will be a key to the growth of the franchise. Similar to actual hunting, cooperative gameplay will be a major attraction, with players strategizing toward a common goal, such as "pushing" prey to a specific designated location.

Though it was too early to give a lot of detail, Dersham also hinted that an aftermarket level editor will be offered, enabling players to create new areas and scenarios. Much as the *Quake* and *Unreal* game universes have been extended through player-created elements, Dersham expects that *Ultimate Hunt Challenge* will similarly be bolstered by the user community.

CASTING CALL

On the fishing side, *Championship Bass* will follow the same concept as *Ultimate Hunt Challenge*, with tournament, career-based and challenge modes. The challenge levels will offer a specific set of conditions and specific boundaries around it—such as weather, temperature of the water, the time of the year and certain lures on-hand—and put the player in a situation of catching a specific number of fish in a given time frame. Placing in the top three in a fishing tournament enables the player to move to the next set of game scenarios.

Outside of the challenge mode, Dersham indicated that the player can compete in open tournaments on any of the supplied lakes, with the computer setting the conditions. It offers a simulation of real-world competitions, again catering heavily to the fishing realist.

Also, multiplayer will be a foundation to building a community around the *Championship Bass* line. LAN or Internet play will be enabled, offering tournament-based competition. The game's designers are also looking into the creation of head-to-head challenge levels, because, as Dersham stated, "online bragging rights are a big deal."

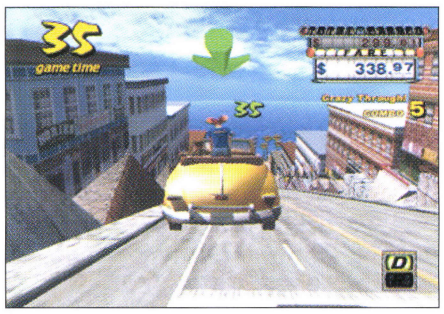
Dersham and Munro were quick to point out that there will be some variations between the PC and PlayStation renderings. Obviously, RAM and other hardware limitations will make for some differences between the game versions-such as the multiplayer aspects missing from the PlayStation version—but the essence of the games will be the same, and there will be enough consistency to advocate the shared name.

EA believes it has watched from the sidelines long enough and formulated a strong plan for jumping into these genres with both feet. It's eschewed a "me too" approach, designing games that should cater to the growing markets very well-perhaps going outside the lines to reach some of the more traditional gamers-by offering maximum diversity.

"Hunting people want to hunt. Fishing people want to fish," Dersham concluded. "And the more ways that we can get them to play their games, the happier they'll be. You're going to see the reoccurring theme through all of them is multiple ways to play a favorite sport." **GW**

Continued from the Cover

Top Game Predictions for 2K



Crazy Taxi

Publisher: Sega of America
Developer: Sega of Japan
Platform: Dreamcast
Release Date: February 2000

Driving straight out of the arcades and onto Dreamcasts everywhere is *Crazy Taxi*, one of Sega's hottest coin-op conversions ever. Fans of the arcade version should be extremely satisfied with this near-perfect conversion. As with almost all of Sega's arcade-to-home translations, *Crazy Taxi* features seamless 60 frames per second action, beautiful hi-resolution graphics and solid controls to help make it one of the best titles to hit Dreamcast yet.

Crazy Taxi shows Sega has a continued commitment and the game will go down as one of the defining moments in Dreamcast gaming history. And, while games like *Driver* and *Need for Speed: High Stakes* for PlayStation proved that consumers enjoy fast-action driving adventures, *Crazy Taxi* should be no different as it becomes the first mega-hit of 2000.

Gran Turismo 2000

Publisher: Sony
Developer: Polyphony Studios
Platform: PlayStation2
Release Date: September 2000

In September 2000, PlayStation2 will launch, to an eagerly awaiting mass of gamers standing proudly alongside Sony's spanking new console, *Gran Turismo 2000*, a game that has "winner" written all over it. While the control and gameplay will differ little from the PlayStation *Gran Turismo* series, the graphics are amazingly realistic and are far and away the best looking racer ever constructed. Of particular note—this game will benefit from the Dual Shock 2's analog-sensitive buttons. *GT 2000* will immediately be popular with every new PlayStation2 buyer and should sell at a near one to one ratio with hardware.

Halo

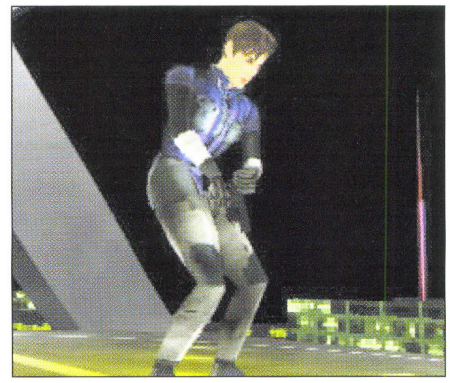
Publisher: Bungie
Developer: Bungie
Platform: PC, Macintosh
Release Date: Q2, 2000

It's hard to ignore a game that looks as good as *Halo*. People who've seen the game are showering it with praise, calling it everything from the "best looking game ever" to "changing the PC gaming landscape as we know it." It may be too early to tag such ridiculously high expectations on one title, but if the final stages of development continue to improve, the final game may just live up to expectations. The details of the game are still being worked out, but so far it's known that you play a cyborg warrior deep in a guerrilla war on a distant ring construct far from Earth, fighting an alien covenant bent on your destruction. Most of the game will take place on the massive ring world, which you can actually see rise up into the sky and loop around in the far distance from planetside. A single player adventure will take you on a third-person journey through the world, piloting sea, air and land vehicles in attempts to fight off the alien onslaught. Multiplayer will be somewhere between team play and deathmatch, with a focus on vehicle-to-vehicle combat and team tactics. It will be interesting to see if a small publisher like Bungie has what it takes to successfully launch a potential AAA title into the competitive PC marketplace. Keep a close eye on this title.

Perfect Dark

Publisher: Nintendo of America
Developer: Rare
Platform: Nintendo 64
Release Date: April 2000

Probably the most anticipated game of the year for any platform in 2000, *Perfect Dark* is Rare's semi-sequel to *GoldenEye 007*, one of the best selling games of all time. *Perfect Dark* puts players in the role of Special Agent Johanna Dark as she goes undercover to infiltrate a crime cartel in a fantastically detailed futuristic sci-fi world filled with high-tech gadgets and weaponry. Rare's impeccable track record combined with Nintendo's unique talents to deliver AAA titles should have gamers everywhere salivating in anticipation of yet another Nintendo classic. A guaranteed million-seller.



Pokémon Gold/Silver

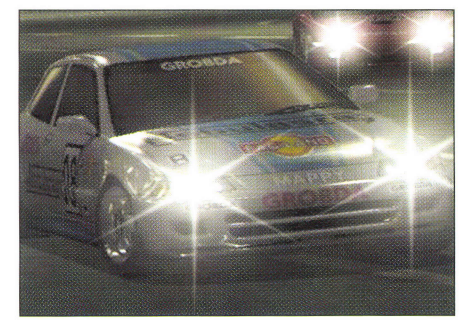
Publisher: Nintendo of America
Developer: Nintendo/Game Freak
Platform: Game Boy Color
Release Date: November 2000

If you thought the demand for *Pokémon Blue* and *Red* was out of control, wait 'till you get a load of how kids are going to react to *Pokémon Gold/Silver*, a title that analysts agree will be Nintendo's biggest Pokémon title ever. In *Gold and Silver*, players are once again asked to assume the role of a Pokémon Trainer charged with cataloging all of the world's Pokémon. And once again, players have a rival attempting to thwart them at every turn. While the story is the same, developer Game Freak has added a number of cool and innovative features to the gameplay to make *Pokémon Gold/Silver* much more than just a normal sequel. *Gold* and *Silver* add 100 new Pokémon to the ever-growing species of monsters. In addition, all Pokémon now come in male and female flavors so you can now breed Pokémon by putting a male and female Pokémon together for a period of time, resulting in an egg. Nintendo will back this title as only it can, including a multi-million dollar marketing promotion that will be second to none.

Pokémon Stadium

Publisher: Nintendo of America
Developer: Nintendo
Platform: Nintendo 64
Release Date: March 2000

Pokémon was the undisputed heavyweight champ of videogame franchises in 1999, and things are not expected to slow down much in 2000 if Nintendo has anything to say about it. The onslaught will continue with a number of new N64 games led by *Pokémon Stadium*. Pokémon trainers will be able to conduct turn-based battles similar to the Game Boy versions of *Pokémon*, but outrageous animation sequences and flashy special attack effects will make your Pokémon come to life in stunning 3D. What will really take this game to new heights will be the ability to download saved monsters from the Game Boy versions of *Pokémon Blue* and *Red* and use that data with Stadium, thanks to the special GB adapter that plugs into the bottom of your controller. In typical Nintendo fashion, *Stadium* is also packed with mini-games to help add more replay value to the game.



Ridge Racer V

Publisher: Namco
Developer: Namco
Platform: PlayStation2
Release Date: September 2000 (tentative)

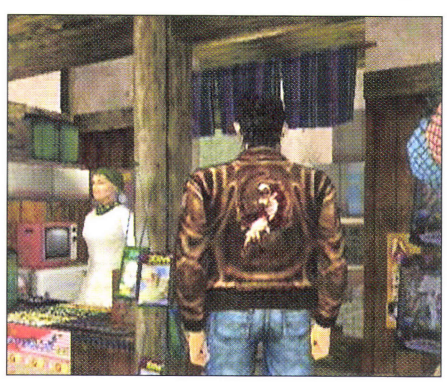
Namco's original *Ridge Racer* helped give PlayStation the "killer app" it desperately needed to become a success in the States. Will the new *Ridge Racer V* do the same for PlayStation2? So far, all signs point to yes. Not only does the game look incredible with meticulously detailed cars and environments, it also has the great trademark gameplay and control that Namco is known

for. Despite the similarities between *GT 2000* and *RRV*, there should be plenty of room on retail shelves for both to coexist nicely at PlayStation2's launch. Racing fans should be very, very excited about September 2000.

Shenmue

Publisher: Sega of America
Developer: AM2
Platform: Dreamcast
Release Date: Q4, 2000

Dubbed a FREE (Full Reactive Eyes Entertainment) game by its creator Yu Suzuki, *Shenmue* is essentially a role-playing game, but it's like no other RPG currently available. The level of detail and cinematic approach to the camera angles



offers players a truly one-of-a-kind immersive experience. The world in which the game's main character Ryo moves is truly alive, with people making their way around the city and going about their business as Ryo walks around. The passage of time is a factor in the game; the time of day affects the townspeople's behavior and business-for example, some locations can be visited only during the evening. The amount of hype surrounding *Shenmue* is truly astounding considering the game's U.S. release is still more than nine months away. This should ensure a sizable audience lined up to purchase the game on the day that it finally hits stores shelves.

Syphon Filter 2

Publisher: 989 Studios
Developer: 989 Studios
Platform: PlayStation
Release Date: March 2000

The PlayStation spy action genre exploded with *Metal Gear Solid*, which was quickly eclipsed by *Syphon Filter*, a game that many people thought was superior to *MGS*. Now almost a year later, 989 is ready to deliver a much-improved sequel with *Syphon Filter 2*. With all the major components in place that made the original so

popular-the strafing and targeting action, the twisting stories and the stealth features, *SF2* is set to offer everything that hungry action fans crave. *SF2* should be one of the last truly blockbuster PlayStation hits in 2000 before the majority of consumer and press attention shifts to PlayStation2.

Tekken Tag Tournament

Publisher: Namco
Developer: Namco
Platform: PlayStation2
Release Date: September 2000 (tentative)

Namco has been a phenomenally successful company in past years, thanks mainly to two franchises, *Tekken* and *Ridge Racer*. Now that the next generation of super consoles is almost here, Namco is

prepared to update its properties with all-new incarnations on PlayStation2. First up is *Tekken Tag Tournament*, an incredibly improved graphical presentation of the company's long-standing fighting series that did so well on the original PlayStation. If you thought Namco did a nice job of increasing the visual splendor of the arcade version of *Soul Calibur* when it ported the game to the Dreamcast, just wait until you see *Tekken Tag Tournament*. In terms of gameplay, *Tekken Tag Tournament* is basically a direct port of the recently released System 12 arcade game. Graphically, however, there are some major enhancements in every category. All the characters have been completely redesigned and look almost as good as they do in the FMVs of the arcade version. **GW**

Continued from the Cover

Bernie is Back!

market, even though some speculated that it was an impossibility after the Saturn crashed and burned.

Rumors have been flying since his departure as to his whereabouts in the industry. Well it appears that Bernie has finally found a home with Mattel Inc., and has been named president of the Mattel Interactive division. "Mattel has some of the strongest brands in the world," Stolar said. "I'm looking forward to helping shape Mattel's software and online product lines to further capitalize on its strengths today and make Mattel Interactive an even stronger interactive and digital media company in the future."

Bernard Stolar

Of course, with Bernie's track record for system launches, which also includes having a hand in the launch of the Sony PlayStation, Mattel is delighted to have him on board. "With his wealth of interactive and brand building experience, Bernie has the ideal background for this position with a strong record of past success," stated Jill E. Barad, Mattel's chairman and CEO. "Under his leadership, we will maximize the value of our rich portfolio of software brands."

Mattel will also be marketing Bandai's Wonder Swan here in the United States, and Bernie's previous work in the hand-held market as president of Atari's Lynx division should prove to be beneficial for Mattel. The portable, which is slated to hit store shelves sometime this fall, will be in direct competition with Nintendo's Game Boy Color and SNK's Neo Geo Pocket Color. Features include the ability to link the system to either the PlayStation or PlayStation2 via the Wonder Wave peripheral, and there's even talk about the possibility of a colorized version of the hand-held in the works.

At this time Bernie is refusing to offer further comments on his new position with Mattel Interactive. As details begin to surface, we will keep you informed with all the current information regarding the transition. **GW**

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How to Score a Terrific TV Interview, Part 2

Bring Your Company Representatives to the Limelight... and Sell More Games!

By Adam Renner and Erica Kohnke

Take a deep breath, folks—the red light is on; the camera is rolling, and it's time for your company spokesperson to take the spotlight.

Last month's column, "How to Get Your Games on Television...Without Really Trying," focused on bringing new games to the limelight—how to make sure new products receive the broadcast hype they deserve. This month, we're divulging the great secret to the most glorious form of PR—here's how to score an interview spot for your company representative: find a trend...and be ready at any moment to take the stage!

FIRST, CONSIDER YOUR OPPORTUNITIES

The majority of television opportunities for your company's personalities will be with news and interview-format TV shows.

"Everyone I've spoken with who's appeared on one of the major interview shows reports that their prestige skyrocketed," says Marcia Yudkin, author of *6 Steps to Free Publicity*. Regardless of the type of show you book for your company's "talking head," you stand to make quite a splash with any type of appearance. In addition, televised appearances of your company's "expert" can legitimize your organization in the eyes of the public, and make your brand name stand out on the store shelves.

Dorothy Doti, author of *Publicity and Public Relations* from Barron's business library, agrees that these types of shows are a good place for publicists to start looking for opportunities; they generally are meant to appeal to a large audience—to interest almost everyone. And with the proliferation of cable networks like CNN, ESPN, E! Entertainment, MTV and local cable stations, there are more opportunities than ever before to find a relevant news show. In addition, classic interview shows such as *The Charlie Rose Show* and *Today* can be rife with opportunities, provided you hook into a trend and contact the producer in time.

It is very important to know the show, its audience and the types of guests they book if you want to realistically land time on the air. Once you've determined your company's applicability, it is time to start the age-old PR practice of "smilin' and dialin."

"YOUR VIEWERS WILL LOVE HIM BECAUSE..."

Call the station or network and ask for the booking coordinator or producer of the show you've targeted. You are only going to have a few moments to prove your company's applicability to a show, so it's important to be ready with a quick pitch—and you may want to suggest having your representative participate in a panel regarding a larger trend.

If all goes well, the producer will get back to you in a short amount of time and request a preliminary interview, and at the very least, he/she will consider you for the numerous "reactive" opportunities as they crop up.

At this point, the shows may ask for a preliminary pre-interview. This may take place over the phone or even in the studio prior to taping. You, as the PR representative, should be in attendance at both this and the final taping.

A staff member at a high-profile New York talk show recommends: "If you attend the show, you can introduce yourself to the staff, and you're also there for the debrief with the client right after it happens. Plus, if anything goes wrong—your client accidentally says the company's net worth is $4 million when he means $4 billion—you can ask a producer if that can be corrected in editing."

During interviews, it is often tempting for your representative to throw in a pitch for your game or company. This is bad interview behavior. Irrelevant sidetracking only serves to ensure that the show's producer won't return your calls in the future. Usually, the interviewer will plug the product for you at the end of an interview, which looks a lot classier (and less desperate) than a forced mention.

BE READY TO REACT

Timing on television is vastly different than print publications—gone are the comforts of editorial calendars, long lead times and meticulous fact-checkers. Sometimes the best approach to TV coverage is to simply be on your toes.

"If it's location, location, location in real estate, then it's timing, timing, timing on TV," says the New York talk show representative. He recommends making yourself available for the inevitable last minute booking. "You may get a call on short notice when another guest gets sick or bolts. Something may happen on the news, and your client may be able to shed some valuable light on the subject." For example, if you've got a child psychologist representing a new game for kids, she may be an ideal interview candidate for one of the many "videogame violence" discussions taking place on the air lately.

Television interviews are a terrific way to draw attention to your products, clients and PR skills! So, make the right calls, put on your make-up (don't panic, read the sidebar!) and face the television cameras with a smile...every time. **GW**

Erica Kohnke is the vice president of Linn Public Relations in San Francisco, an agency specializing in interactive entertainment.

This column was written with additional reporting by Adam Renner, PR Manager, Linn Public Relations.

How to Prepare for a Television Appearance

When your company's representative is scheduled for a coveted TV slot, there is still time to make sure the appearance goes off without a hitch:

Train. Media training might be the best investment your company could make before a large-scale TV interview campaign. Even the most practiced interviewee can learn from a full-time media training service such as Decker Communications.

Practice. Hold a mock interview the day before the actual appearance and practice answering the toughest questions. Ideally, use a videocamera for the mock interview to identify possible nervous habits, or to simply check your appearance "under lights."

Meditate. Take some quiet time before an appearance. You are likely to forget important points and will sound nervous if you simply run into a studio, attach a microphone to your lapel and jump straight into the interview.

Breathe. As in any interview, take time to breathe and formulate thoughts during the taping. Too often, anxious talk show guests stumble over their own words in their nervous state. Pauses allow you, your interviewer and the audience to fully process the ideas you're discussing. It's OK to allow spaces for these breaths and pauses.

Dress up. In the gaming industry, we often wear informal shirts with embroidered logos for trade shows. Beware! These outfits may look sloppy or rumpled on television. You're best off mirroring the dress style of the show's host, which is often formal. And men, don't shy away from makeup—even the manliest sportscaster wears blush for his broadcasts.

Color in the lines. Some colors just do not work on television, for technical or for various other reasons. News television programs often eschew blues because they blend eerily with a bluescreen. Dark, solid tones often work best—stripes or patterns can detract attention from your speaker's words.

Good luck, and see you on TV!

newsbits

Interactive Football–QB1, the interactive game on FOXSports.com, will allow players to compete with other armchair quarterbacks during the upcoming Cotton Bowl on January 1, 2000 at 11am EST. The game works through online players calling the offensive and defensive plays while the game is taking place. The game between the Arkansas Razorbacks and the Texas Longhorns can be viewed on the telecast on the FOX station and call their own players on www.foxsports.com/qb1/. The interactive game will have chat that will allow fans to talk about the game in progress.

Online Auction Survey–In a survey held by Greenfield Online of 3,000 Internet users, it was found that 46 percent of them participate in online auctions. An increase of one percent was found from 1998 to 1999 for computer software purchases. An eight percent increase was found for the same period for toy and game purchases. The survey also found that a year ago, ten percent more men were shopping online. With the increase of women shopping online, that percentage has gone down to four percent.

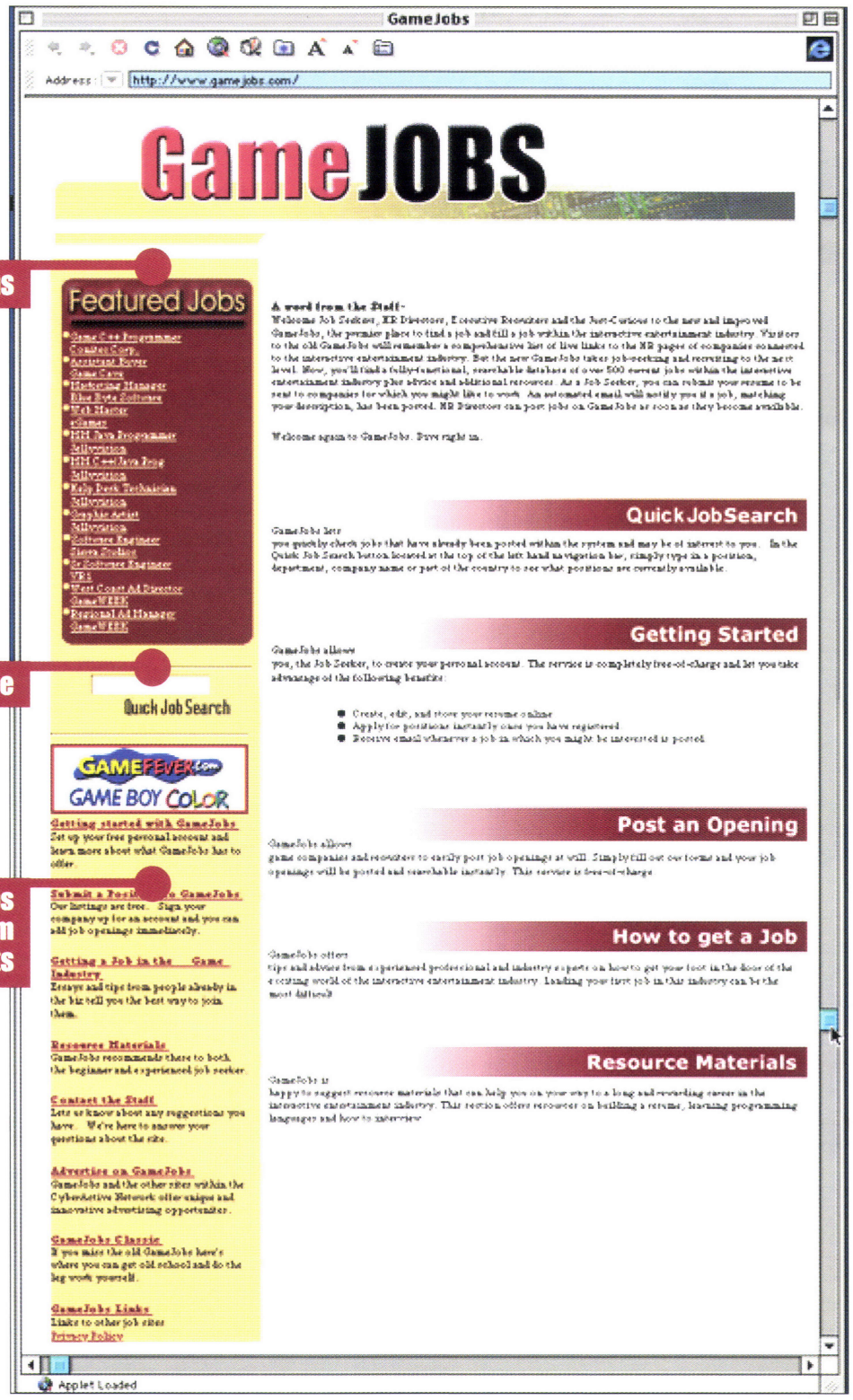
Wal-Mart Launches e-Commerce Site–Wal-Mart, on New Years Day, launched a new e-commerce website with 24 categories. The site includes a videogame section under the Home Entertainment headline as well as a section to book flights, find gifts and even a "My Wal-Mart," which keeps track of customers' purchase histories.

WebMillion.com Enters into Marketing Agreements–WebMillion .com Inc. has entered into marketing agreements with Cybergold, NetZero and Gamesville.com for the purpose of boosting Internet visibility and recognition. The company has partnered with Exodus Communications and Foundry Networks, which it feels will enhance its web environment. Tony Hauser, webmillion.com CEO, stated, "By strategically aligning ourselves with internationally respected organizations, we bring more value to our members, our company's brand and our website."

Value America Makes Changes–e-tailer Value America has announced that it will cut its 600 employee staff almost by half. The company is planning a $5.6 million restructuring as it lays off employees and revamps sales after experiencing technical problems and order backlog.

For Up-To-The-Minute News, Check Out GameDAILY.com

Searching for a career in the gaming industry or looking to post current job openings?



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From the Publishers of GameDAILY.com and GameWEEK *Magazine*

HOLLYWOOD BYTES

Traditional Meets New Media

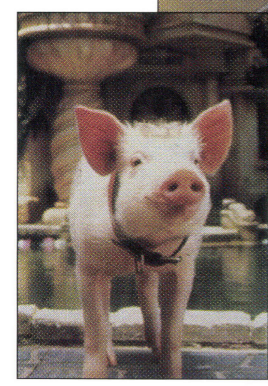
Big screen, small screen and anything in-between, convergence is king, so tune in every month as Hollywood Bytes takes you on a tour of how Tinseltown and Interactive boot up together....

by Karen Jones

2000 Shagadelics

The new millennium won't be slowing down groovy sixties pop icon Austin Powers anytime soon, and to that we say...*yeah baby!* The good news for fans is that Rockstar Games has aced the Austin Powers gaming license for the next four years and has big plans for the "International Man of Mystery." **Sam Houser**, president of Rockstar Games, assures *HB* that Austin is perfect for interactive gaming. "His appeal is based on the elements of innocence, excessive personality, charm and an ugly bastard getting the best girls—that should translate well to our medium." Houser also thinks that the combination of a comedic action hero armed with one-liners and loaded with ironic satire should also play well, adding "I think people love how un-p.c. yet how inoffensive he is." When asked if creator **Mike Myers** will play a part in the development, Houser sites the contractual details have yet to be worked out but offers, "We'd love to pick his brain and get some more ideas!" Now that's asking for it!

Babe Meets Godzilla



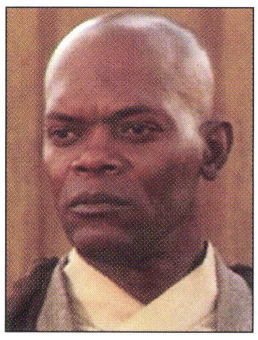
There's no stopping the Game Boy Color craze, and that's good news for publishers like Crave Entertainment that have two high-profile cross-media favorites, *Babe and Friends* plus *Godzilla: The Series*, in release. "Historically, when a hot license is combined with great gameplay, you see successful sales results," says **Holly Newman**, Crave's executive VP of publishing. She tells *HB*, "We believe both Babe and Godzilla are extremely appealing to kids. When you combine that appeal with the high awareness of these properties and great gameplay, you deliver a terrific gaming experience."

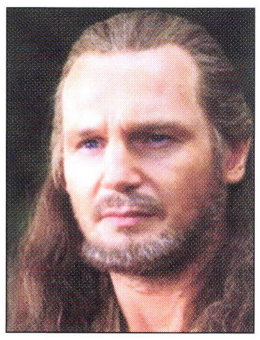
Babe and Friends is a fun-filled puzzle game based on the two movies featuring the adorable little pig who thinks he's a sheepdog (and who is cuter than Babe?). Meanwhile, *Godzilla: The Series* is based on the animated television series where kids can assume the role of the world's best known reptile and save humanity from hordes of mutant monsters. **Yvonne Soderberg**, director of marketing & brand planning at Sony, calls *Godzilla*, "A classic, and one of the world's most recognized icons." She also confirms to *HB* that Sony Pictures Consumer Products worked "very closely" with Crave in adapting him for interactive mayhem.

Star Wars Action Arcade

It's a safe bet that the force will continue to be with LucasArts as it prepares to release its next big gaming title *Star Wars: Episode 1 Jedi Power Battles*. Building directly from the movie's famous fighting sequences, *Power Battles* combines fast and furious lightsaber action with ease of entry (no doorstop-sized manuals with this title). **Joel Dreskin**, product manager, tells *HB*, "Never have we seen the lightsaber battles of the kind we saw in *Episode 1*. The Jedis are at their peak, and what a great platform to build a game on."

Players can assume the role of five different Jedi Knights including, naturally, Obi-Wan and Qui-Gon (**Evan McGregor** and **Liam Neeson** in the movie) as they battle their way, arcade-style, through a barrage of fierce enemies (safe to say Darth Maul is one). In a unique way of opening up the movie for interactive, would-be Jedis can also play three less prominent characters, Mace Windu, (**Samuel L. Jackson**) plus a female Jedi, Adi Gallia and alien, Plo Koon. "You saw them on the Jedi Council, but there wasn't much exploration of those characters in the film, so we built them into the game," says Dreskin.





On the Warpath!

All those ready for the roar of the mighty Tyrannosaurus Rex should check out Electronic Arts' *Warpath Jurassic Park*, developed by DreamWorks Interactive for the PlayStation. This 3D thriller is the latest Jurassic-inspired crunch-fest and the first to feature 14 different dinosaurs thrashing it out "head-to-head." A key element in creating and sustaining all the heart-pounding action is the top-tier sound effects by sound designer **Erik Kraber**. Kraber cut his teeth in the big screen with movies like *Seven*, but it was while freelancing for DreamWorks' *The Lost World* title, that he found he could merge sound design with videogaming.

Kraber also did the sound for EA's *Medal of Honor* but found the task of creating 14 distinct dinosaur audio patterns, a true challenge. He tells *HB*, "In sound design, it's easier to create mechanical sounds. With dinosaurs, you have to dig deep into your imagination to figure out how these beasts would have sounded." He adds that it was imperative to make sure they would "live up to the quality standards set by the **Steven Spielberg** films." Kraber began by studying the physical attributes of each dinosaur, recording mixtures of human and animal sounds and then, through technical wizardry, (including screaming into a microphone) produced his special mix of dinosaur terror.

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PRINT REPORT

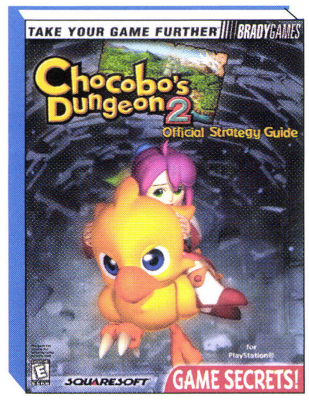
The Retailers Guide to Game Related Publishing

Sponsored by:
BRADYGAMES TAKE YOUR GAME FURTHER
SYBEX

by Joel Easley

Chocobo's Dungeon 2

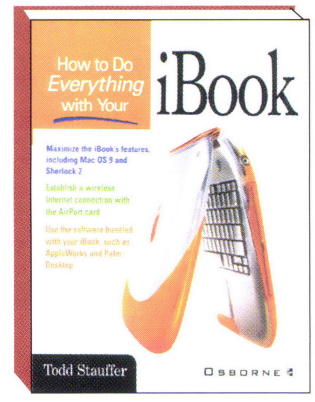
Publisher: BradyGAMES
Platform(s) Covered: PlayStation
Availability: Now
Author(s): Brady Staff
Price: $12.99
ISBN: 1-56686-894-7
Website: www.bradygames.com



Consumers who are having trouble braving the cavernous dungeons of Square's latest title now have relief. Brady braved the dungeons to offer a light in the darkness for those gamers who keep getting lost in the randomly generated levels. The guide features complete item, weapon, magic and enemy listing, so nothing will be missed. Tips for keeping one step ahead of the constantly changing environments are abundant and all friendly characters are explained in detail.

How to Do Everything with Your iBook

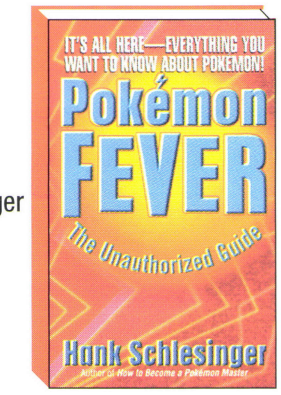
Publisher: Osborne/McGraw-Hill
Platform(s) Covered: iBook
Availability: Now
Author(s): Todd Stauffer
Price: $24.99
ISBN: 0-07-212419-9
Website: www.osborne.com



This book is designed to help users of the popular new iBook get the most out of their experience. Sections pertaining to Internet use highlight connecting to the World Wide Web via the new AirPort system and performing targeted searches using *Sherlock 2*. Readers will also learn how to integrate their iBooks into an existing network or create a network using the new laptops. The book also contains information on the bundled software such as *AppleWorks* and *Palm Desktop*.

The Unauthorized Guide: Pokémon Fever

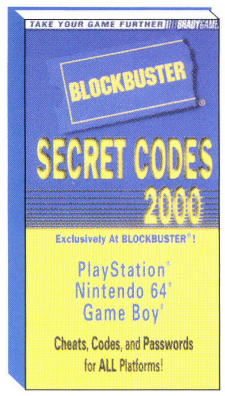
Publisher: St. Martin's Paperbacks
Platform(s) Covered: NA
Availability: Now
Author(s): Hank Schlesinger
Price: $5.99
ISBN: 0-312-97530-9
Website: www.stmartins.com



Author Hank Schlesinger once again tackles the subject of the Pokémon phenomenon. Claiming to contain everything that consumers need to know about Pokémon, the book covers all the bases with info on the games, trading cards and the TV show. Strategies for capturing all the Pokémon, from children who have accomplished the feat, have been included. There are also listings of interesting websites and off-shoots from the original game such as *Super Smash Bros.* As a special bonus, there's a profile of an actor who provides many of the voices for the Pokémon cartoon.

Blockbuster Secret Codes 2000

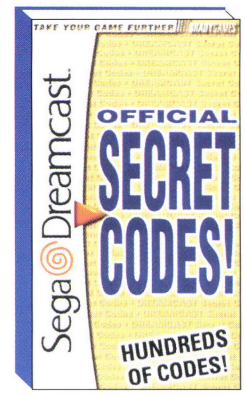
Publisher: BradyGAMES
Platform(s) Covered: PlayStation, Nintendo 64 and Game Boy
Availability: Now
Author(s): Brady Staff
Price: $9.99
ISBN: 1-56686-968-4
Website: www.bradygames.com



Blockbuster patrons are able to take advantage of a rather nice guide when they visit their local rental store with Brady's exclusive code book. Over 500 pages are filled with tips and hints that can be used to access hidden levels, reveal cheat menus and so on. Since the retail outlets won't be receiving this title, consumers who are searching for the guide will have to visit a Blockbuster store to obtain a copy.

Official Secret Codes: Sega Dreamcast

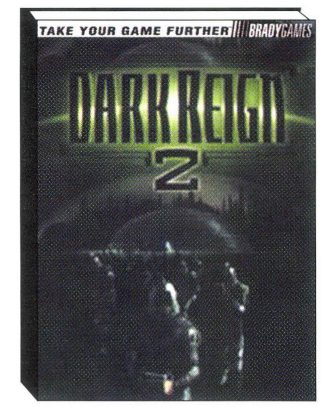
Publisher: BradyGAMES
Platform(s) Covered: Dreamcast
Availability: Now
Author(s): Brady Staff
Price: $7.99
ISBN: 1-56686-956-0
Website: www.bradygames.com



Brady has compiled hundreds of codes for this pocket-sized guide to games for Sega's new system. The guide covers the majority of titles that have already been released for the Dreamcast including *Soul Calibur*, *NFL 2K* and *House of the Dead 2*. Codes for the games are available in a no-nonsense, alphabetical format that makes it easy to find the game and its respective information. This is a nice addition to the library of the cost conscious consumer.

Official Strategy Guide: Dark Reign 2

Publisher: BradyGAMES
Platform(s) Covered: PC
Availability: March, 2000
Author(s): Brady Staff
Price: $19.99
ISBN: 1-56686-970-6
Website: www.bradygames.com



Activision's upcoming sequel to the original has real-time strategy enthusiasts talking. Brady has entered the battlefield to bring back critical information on enemies' weak points. The guide will have detailed mission maps, a comprehensive walkthrough and team and resource management strategies. The multiplayer portion of the book claims that those who follow the tactics will reign over the competition. With the new game engine striving to redefine the genre, consumers will need all the help they can get.

GameWEEK Print Report is an overview of game books that are written for the consumer. Print Report is meant to provide current information regarding the book and its potential at the time of its release. It also represents the status of the book's genre and current marketability. While Print Report might be critical, it is by no means final judgment on a book and should not be solely used by retailers to base buying decisions on, as the final outcome of a book already previewed here could be completely different at its time of release, if previously unavailable.

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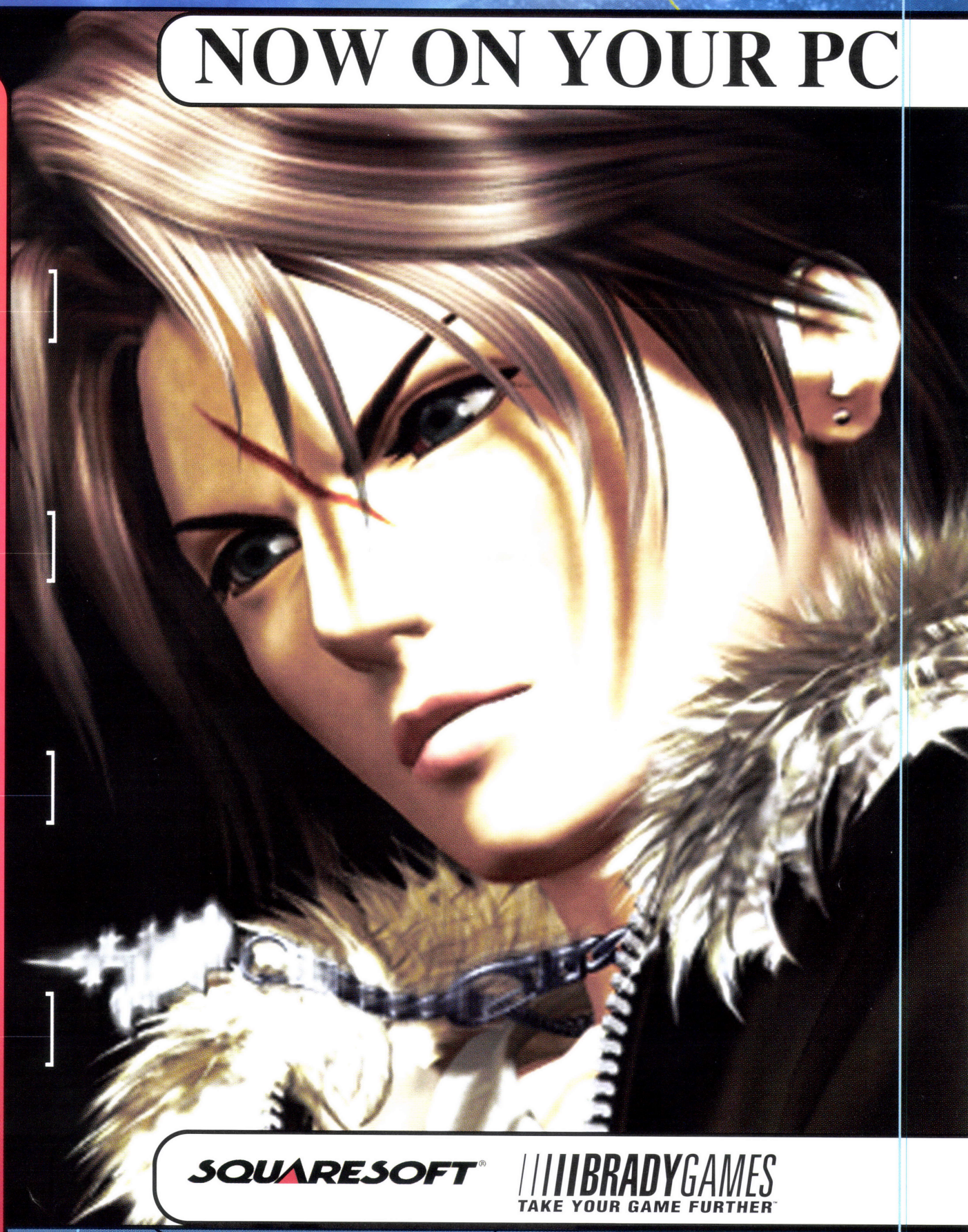

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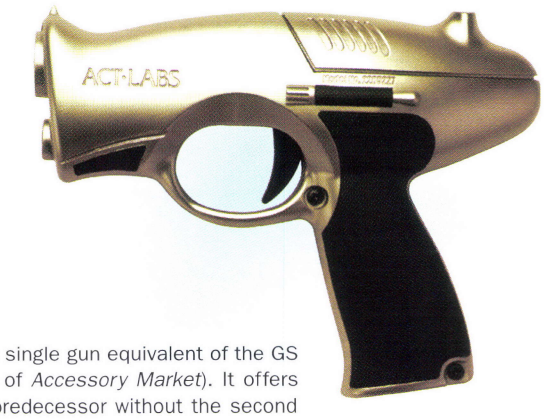
ACCESSORY MARKET

The Retailers Guide to Game-Related Peripherals

Sponsored by: nYko™ JOYTECH™ USA

by Ben Rinaldi

Act Labs SGA PC Lightgun



Manufacturer: Act Labs
Contact: 604.278.3650
www.actlab.com
System(s): PC
MSRP: $69.99
Availability: Now

The Act Labs SGA PC Lightgun is the single gun equivalent of the GS (covered in the December 22 issue of *Accessory Market*). It offers the same exact functionality of its predecessor without the second gun or handheld controller. The SGA is perfect for arcade or "rail" style shooters like Fox Interactive's upcoming *Die Hard Trilogy 2*. As a matter of fact, Act Labs and Fox have entered into an agreement whereby the Lightgun will be bundled with a demo copy of *Die Hard Trilogy 2*.

SideWinder Gamepad Pro

Manufacturer: Microsoft
Contact: 800.426.9400
www.microsoft.com
System(s): PC
MSRP: $39.99
Availability: Now

The successor to Microsoft's original SideWinder Pad has been dramatically redesigned to offer better functionality above and beyond what's being offered by the competition. For example, the unit's software package lets consumers map keystrokes, strings and chords; create and edit pre-configured game settings; and swap axes. In addition, the "switchable" D-pad can be operated in digital or analog mode with little hassle. With a thicker base and handles, better balance and a less restrictive grip than that of its predecessor, the pad feels better too.

Rally 2 Racing Wheel

Manufacturer: Pelican Accessories
Contact: 323.234.9911
www.pelicanacc.com
System(s): Dreamcast
MSRP: $49.99
Availability: Now

Pelican is adding to Dreamcast's growing line of peripheral products with the Rally 2 Racing Wheel. The Rally 2 is virtually identical, both in design and functionality, to its PlayStation counterpart released last year. The wheel's compact design is accentuated by rubberized tactile grips while the analog gas and brake paddles are designed to give precise control under the most extreme racing situations. A digital acceleration gauge rounds out this wheel's cool overall appearance.

The Home Arcade System

Television not included.

Manufacturer: NTR Systems/Fire International
Contact: 847.593.5740
www.blaze-gear.com
System(s): PlayStation, Nintendo 64, Dreamcast
MSRP: $79.99
Availability: Now

The Home Arcade System is a full-sized unit stand that makes a nice addition to a gamer's play area. It features a five-shelf configuration with space for console (PlayStation, N64 and Dreamcast), game CDs or cartridges, foot-pedals (for steering wheel games), controller or steering wheel and television. Adding to the unit's high quality design are double-covered shelves that are twice laminated to prevent chipping and damage. The Home Arcade System can be configured for either adult or child use, as well as its ability to adapt to a 'desktop' unit.

Hard Carrying Case for Game Boy Color

Manufacturer: Pelican Accessories
Contact: 323.234.9911
www.pelicanacc.com
System(s): Game Boy Color
MSRP: $14.99
Availability: Now

Here's the perfect traveling companion for owners of a Game Boy Color and its truckload of games and accessories. This durable hard case is specifically designed to hold one Game Boy Color, one light magnifier, one link cable, one rechargeable battery pack, one AC adapter and up to ten games. The case's padded interior insures that the contents within remain safe and sound, no matter how much punishment it takes.

The Intel PC Camera Pro Pack

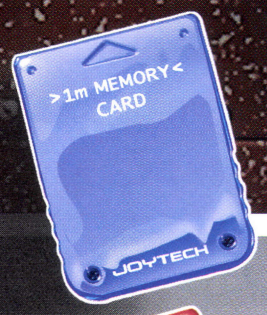
Manufacturer: Intel
Contact: 916.377.7000
www.intel.com
System(s): PC
MSRP: $129.99
Availability: Now

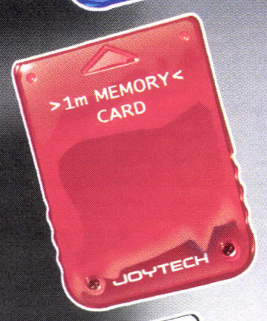
The Intel PC Camera Pro Pack is the first Webcam to have a built-in plug to connect camcorders and VCRs directly to PCs. This enables users to easily import video to play, record and edit on a PC. The Pro Pack includes video phone, video e-mail and auto-snapshot capabilities. In addition, Intel's surprisingly easy-to-use Create & Share software lets users create full-motion movies and video postcards and make video phone calls via the Internet.

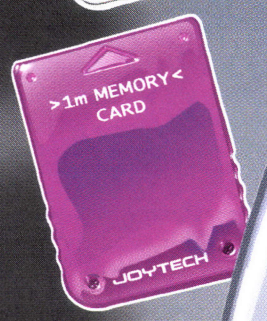
Correction: In the December 22 Accessory Market, *we incorrectly listed the price ($29.99) and manufacturer (Act Labs) of The Game Doctor. In fact, the real manufacturer is Digital Innovations and the correct MSRP is $34.99.*

GameWEEK Accessory Department is an overview of game peripherals for the home videogame and PC market. Accessory Market is meant to provide current information regarding the product and its potential at the time of its release. It also represents the status of the product's current marketability. Accessory Market is by no means final judgment on a product and should not be solely used by retailers to base buying decisions on.

TRY THE OUTRAGEOUS NEW METALLIC CONTROLLERS AND MEMORY CARDS FROM JOYTECH USA™







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Picking the Games that will Bring in the Profits

Sponsored by: Gathering of Developers

GameWEEK RATING SYSTEM

A One of the best selling products for that platform. Strong marketing and word of mouth compliment excellent gameplay and design. A "must have" product.

B Great product lacking in some areas. Will sell well and bring in the masses, but not to the extent of an "A" title.

C Good product that will sell average in terms of sales, yet not worthy of a "B." Still a solid seller, particularly in niche categories.

D Either unsupported in terms of marketing, severely lacking in quality or both. This product would have benefited from further development.

F Never should have been considered, much less released. A thoroughly unimpressive product that will sell only at a drastically reduced price.

feature pick

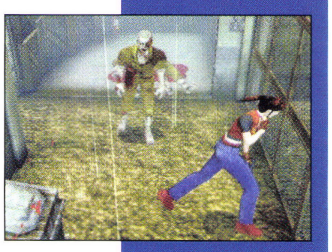
GameWEEK EDITOR'S CHOICE

Resident Evil: Code Veronica

MATURE M CONTENT RATED BY ESRB

GW A+ RATING

Publisher Capcom
Developer Capcom/Sega
Release March
Genre Action/Adventure
No. of Players 1
MSRP $49.95
Contact Info www.capcom.com
408.774.0500
Other 2 GD-ROM set, VMU recommended for saving data and monitoring health status



Rundown It's ironic that the timing of *Resident Evil: Code Veronica* for Dreamcast should mirror that of the original *Resident Evil* for the PlayStation back in '96. Four years ago, Capcom's first installment of "Survival Horror" helped push sales of Sony's 6 month-old console into the stratosphere. This time, Sega is hoping for a similar situation. Regardless of the fact that it was Sega that programmed this game and not Capcom, this is *Resident Evil* through and through, thanks to the watchful eye of Shinji Mikami, producer of the series (he was heavily involved once Nemesis came together.) From flesh-eaten zombies to rabid dogs, everything fans have come to expect from the series is here. *RE:CV* packs the most immersive, compelling storyline ever concocted for the series. Real-time, hi-res environments—versus flat-mapped backgrounds—combined with character-tracking cameras and clever light-sourcing make the series come alive like never before. Two GD-ROMs let players take control of both Claire and Chris Redfield. According to Mikami-san, *Code Veronica* is also three times as long a game as *Nemesis*. The game is not without its flaws, however. While it's certainly a respectable effort and a whole lot of fun, it doesn't seem to offer anything remarkably new or push Sega's hardware to the same extent that, say, a title such as *Shenmue* does (although the close-ups of the real-time rendered characters are definitely on par.) And what's up with those pixel-coated doors?—they look exactly like the ones in the PlayStation games! From a technical standpoint, the game's environment never seems to take full advantage of the switch to real-time polygons. All in all, *Code Veronica* is a spectacular effort not to be missed.

BOTTOM LINE

You're looking at a Dreamcast mover if there ever was one. Code Veronica's gameplay is pretty much the same thing all over again, but that's irrelevant; this thing's gonna sell like mad.

Hype & Marketing Capcom has the green light for a full print assault, with a possible television campaign hinging on how well Dreamcast fared during the holiday season. In any case, thanks to Sega's growing user-base, you can look forward to big sales.

Sales Pitch "This is the most amazing-looking *Resident Evil* so far. From the gameplay to the story to the graphics, you won't be disappointed."

Competition

Resident Evil: Code Veronica VS. Carrier and Blue Stinger

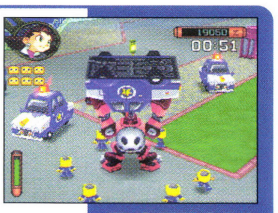
Two other DC games attempt to emulate Capcom's trademark "Survival Horror" style of gameplay. Jaleco's *Carrier* looks a bit rough around the edges, but it does a good job of holding the player's interest. Activision's *Blue Stinger*, which shipped at launch time, looks great, but it becomes tedious over time. *Code Veronica*, in stark contrast to its competitors, manages to look and play like a million bucks. The winner? There's no contest...*Code Veronica* all the way.

The Misadventures of Tron Bonne

EVERYONE E CONTENT RATED BY ESRB

GW C RATING

Publisher Capcom
Developer Capcom
Release February
Genre Action
No. of Players 1
MSRP $39.95
Contact Info
www.capcom.com
408.774.0500



Rundown *The Misadventures of Tron Bonne* is the companion story to *Mega Man Legends*. Designed by the same team responsible for *Legends*, this one has players blasting through 3D stages filled with massive amounts of enemies and power-ups. Control a Servbot army with a unique "Command Bomb System."

Hype & Marketing The print campaign targets high visibility positions in all major gaming pubs. Capcom will also promote *Tron* on its website.

Sales Pitch "If you're into *Mega Man Legends* and looking for a game with a little more depth, give this a try."

Competition *Tron Bonne* is an extreme niche product. Unless your customers are hardcore *Mega Man* fans, this game isn't going anywhere.

BOTTOM LINE

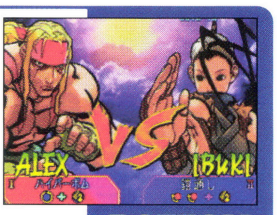
Sporting the same charm as the Mega Man Legends titles, Tron Bonne should sell to that core audience and not many more.

Street Fighter III: Double Impact

TEEN T CONTENT RATED BY ESRB

GW B RATING

Publisher Capcom
Developer Capcom
Release April
Genre Fighting
No. of Players 1-2
MSRP $49.95
Contact Info
www.capcom.com
408.774.0500
Other Arcade Stick recommended



Rundown Capcom has pulled off one serious feat with the latest installment in its *Street Fighter* series. How Capcom managed to do away with load times is beyond us, but we love it. Old favorites like Ryu, Ken, Chun-Li and Guile are back; the rest of the gang is a new breed of fighters. *Street Fighter* fans will be overjoyed with this amazing, pixel-perfect arcade translation.

Hype & Marketing Print, website and POP will support this title.

Sales Pitch "2D is still alive and kicking with *SFIII: Double Impact*. Even if you're typically not into these types of games, you should enjoy this one."

Competition Tecmo's *Dead or Alive 2*, Namco's *Soul Calibur*, Sega's *Virtua Fighter 3tb* and of course, plenty from Capcom's own fighting game stable.

BOTTOM LINE

The best 2D fighter we've played in a long time. Informing the customer of the game's superiority over other titles could result in steady sales.

ProMedia v.2-400

PC

GW A RATING

Publisher Klipsch
Developer Klipsch
Release Now
MSRP $249.95
Contact Info
www.klipsch.com
888.554.5665

Rundown Klipsch's ProMedia v.2-400 system is the first and only THX-certified offering available. Featuring a built-in 5 channel amplifier (400 watts total), self-adjusting power supply, dual 6.5-inch subwoofer drivers, full speaker controls, and a discrete preamplifier/control pod for clean sound reproduction, this system provides the best audio presently available in PC speakers.

Hype & Marketing In addition to promoting the ProMedia v.2-400 on its own website, Klipsch has launched an aggressive media campaign that has secured over 40 product reviews at top publications and websites.

Sales Pitch "You want the absolute best audio for your PC? Here you go."

Competition Cambridge SoundWorks Digital Theater 5.1, VideoLogic Dolby Digital DigiTheatre 5.1, and the more expensive Yamaha @PET RP-U100.

BOTTOM LINE

A fantastic sounding system, this high-end alternative will please the audio connoisseurs in the crowd without cutting too deep into their finances.

GameWEEK Reviews reflect the sales potential of a specific product. Each review is an evaluation of a product's potential performance at retail. They are designed to provide retail buyers and store managers with the most accurate, up to date information available regarding upcoming releases. GameWEEK Reviews do not attempt to evaluate products on their technical merits or gameplay the way an enthusiast magazine does, although these are factors in the overall grade. GameWEEK Reviews do not intend to help or hinder a product's overall success in any way.

PREVIEWS

Sneak Peeks at Tomorrow's Potential Hits

Sponsored by: Acclaim entertainment, inc.

GameWEEK Previews are early looks at products that are works in progress. Previews are meant to provide current information regarding the game and its potential at the time of its release. They also represent the status of the game's genre and current marketability. While previews might be critical, they are by no means final judgment on a game and should not be solely used by retailers to base buying decisions on, as the final outcome of a game previously previewed here could be completely different at its time of release.

feature preview

Dead or Alive 2

Publisher Tecmo
Developer Tecmo
Genre Fighting
Available February

When *Soul Calibur* was released for the Sega Dreamcast, it not only showed how incredible a fighting game could be, it also showed how powerful the Dreamcast hardware is. Never before had we seen such an extraordinary fighting game that showcased such brilliant graphics and gameplay. *Soul Calibur* raised the bar for fighting games and rightly so. Hoping to raise the bar another notch or two is Tecmo with its latest fighting title, *Dead or Alive 2*. Already a hit at the arcades, *Dead or Alive 2* is going to surround the player in the most advanced 3D polygon technology ever—on any system. After checking out a close-to-final version of the game, it's safe to say that *Soul Calibur* has met its match. Don't believe us? Read on.

Dead or Alive 2 is poised to feature 12 main combatants as well as a host of hidden characters which players can unlock as the game is played through. Players will enjoy gorgeous real time cinemas between matches and equally impressive real time graphics during gameplay. A unique feature of *DOA2* is the multi-level fighting stages. For example, one fighting environment is in a theater, sort of like an opera house. The fight starts off on the theater balcony. When an opponent gets kicked or thrown off the balcony, he/she lands on the seating area underneath and the cool thing is, the fighting continues—unlike games like *Fighting Vipers* and *Virtua Fighter 3tb* where the fight is over once someone steps or gets knocked out of the ring. And, while *Soul Calibur* is mainly geared toward weapon-based fighting, *Dead or Alive 2* is strictly hand-to-hand. Just as in any fighting game though, each character has their own unique special attacks and some of these attacks shoot projectile weapons from within, kind of like Ryu's Hadoken move from Capcom's *Street Fighter* series.

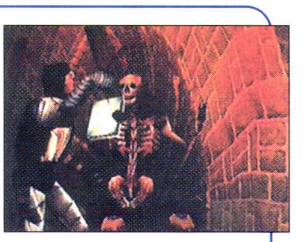
Graphically, *Dead or Alive 2* is pretty spectacular. The graphics engine pushes polygon counts to 3,000,000 per second with frame rates fluctuating between 30 and 60fps (frames per second.) The game also utilizes real-time inverse kinematics, real-time morphing (for facial and hand animation) and real-time secondary motion (for multi-jointed moves). The game also incorporates special effects such as motion blur and reflections. The end result is phenomenal, plain and simple. There's no doubt about it, *Dead or Alive 2* is dressed to impress. What also made *Soul Calibur* such a top-tier product were the intricately drawn characters and costumes. *Dead or Alive 2* is no slouch in this category either. You'll never see better looking female characters than you do in this game. You thought Ivy was hot in *Soul Calibur*? Just wait till you get a load of Tina (middle screen shot!) With the predominant audience for fighting games being males between 16 and 25, *Dead or Alive 2* is perfect for that demographic.

The characters are not the only stars of *Dead or Alive 2*; the game's environments deserve mention as well. Forget about one-leveled fighting arenas and environments such as the ones featured in *Soul Calibur—DOA2* takes multi-leveled arenas to a whole new level. Each stage is masterfully laid out and visually stunning.

Control and gameplay, just as in the arcade, is tight and responsive with regard to the Dreamcast version. The control scheme is very similar to that of *Virtua Fighter* where players have a kick, punch and evade button. One thing that is quite apparent in *Dead or Alive 2* is that each character has their own set of nasty counterattacks. Just when the player thinks they have a choke hold or a killer technique on their opponent, out comes a counter-attack that'll take away half a life bar.

It's definitely looking like Tecmo has created "the" fighting game that will surpass *Soul Calibur*, which is by no means an easy task. The game really does have everything—stunning graphics, incredible depth, tight control and a great cast of (ahem) hot looking characters. This is one title we can't wait to get our hands on.

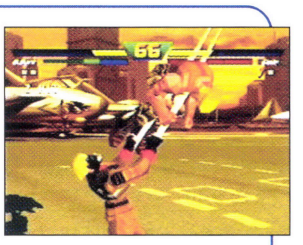
Eternal Darkness



Publisher Nintendo • **Developer** Silicon Knights
Genre Action/Adventure • **Available** Q2

Unveiled at last year's E3, *Eternal Darkness* showcased unbelievable graphics and Silicon Knights' signature gameplay. Upon playing an early version of the game, we were thrown into a world filled with swords and sorcerers. Playing from a third-person objective, the gamer takes on the role of a knight exploring massive 3D worlds filled with various treasures to be won and monsters in need of thrashing. Players are treated to breathtaking visuals including a brilliant camera sweeping effect, which gives the illusion of full-motion video on the Nintendo 64. For example, if a player enters a room at the top of the screen, just as he/she steps forward, the camera immediately swoops downward in one fluid motion and shows the player from a different camera view. The effect is very convincing. Without a doubt, *Eternal Darkness* is probably one of the most visually intensive games ever crafted for the N64. From the incredibly rendered backgrounds to the fantastic dynamic lighting, *Eternal Darkness* makes for totally tasty eye-candy. Developer Silicon Knights is hoping to run the final version of the game in high resolution.

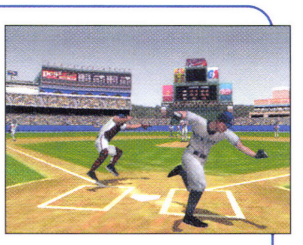
Street Fighter EX2 Plus



Publisher Capcom • **Developer** Arika
Genre Fighting • **Available** March

Capcom has once again ventured into the land of 3D with the crew from *Street Fighter*. The first title in the EX series met with some mixed reviews both from the press and consumers. This new addition addresses some of the problems in the past, but in its current form is still lacking one key element: speed. Consumers who have grown used to the fast-paced fighters will have to slow down a bit to fully enjoy what this game has to offer. Aside from that, the game is looking very strong. Even though the PlayStation is showing its age graphics wise, *Street Fighter EX2 Plus* makes a hearty effort to juice some serious 3D effects out of Sony's box. It offers several different modes of play, including the standard one player Arcade Mode, Versus Mode and Practice Mode, good for honing skills. A new gameplay element that has been added is the "Excel" feature. Excel uses energy that typically could only be depleted by using a power up move and can be used to gain temporary bursts of speed effective for doling out devastating combos. This game is shaping up quite nicely indeed.

Triple Play 2001



Publisher EA Sports • **Developer** TREY ARCH
Genre Sports • **Available** March

EA Sports continues its long standing tradition of providing the best sports titles across the board with *Triple Play 2001*. As usual, the game has been licensed by the MLBPA, so everyone's favorite players are included with their real life stats. Exclusive features include the MLBPA Big League Challenge, which is set in Las Vegas' Cashman Field. Here, consumers will be able to pit the greats of today with the heavy hitters of yesteryear. Another new feature is the Extreme Target Mode where players can try to take out targets during the Home Run Derby for an added challenge. The PC version of the title will support online play that features both ranked and unranked options, with all statistics being displayed through easports.net. The new "Face in the Game" feature allows players to place a digital picture of themselves and set the face to a player in the game! Consumers will even be able to create taunts that can be imported into the game to reflect the player's individual personality. With all the innovations being injected into this title, it will definitely be one to watch.

Front Mission 3

Publisher Square Electronic Arts • **Developer** Square
Genre Strategy • **Available** spring

At last, Square's *Front Mission* franchise makes its way to America. Considering *Front Mission 3* is the first *Front Mission* game to appear in the U.S., we're surprised Square didn't rename this game to avoid confusion (something like *Front Mission Madness*, perhaps?). In any case, *Front Mission 3* involves conflict between armies of robots called "Wanzers" and employs the now standard grid-mapped, turn-based combat system. When a player comes into close proximity with an enemy, the game switches from its stubby grid patterned look to a superior *Final Fantasy VIII*-style presentation. Not surprisingly (hey, this is Square we're talking about), these battles contain some pretty spectacular effects. Square has pumped up *Front Mission's* gameplay with something called the "Double Feature Scenario," a function that lets the player select one of two entirely different plot perspectives. According to Square, *Front Mission 3* will contain more than 150 hours of gameplay. We believe it; a few of the missions we've played through have lasted several hours each!

IMPORT REPORT

What's New from Overseas

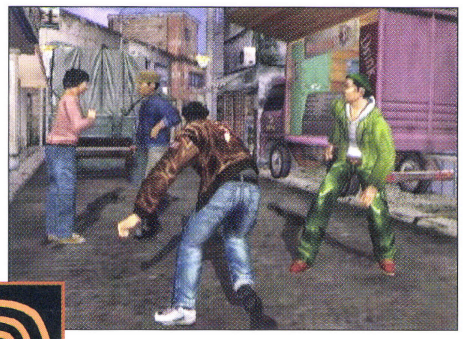
TOMMO™

Join us each month as we provide the latest information on import games which have yet to be published in the U.S. Please keep in mind that—as always—products can be delayed due to development snags and release dates are subject to change.

by Jim Loftus

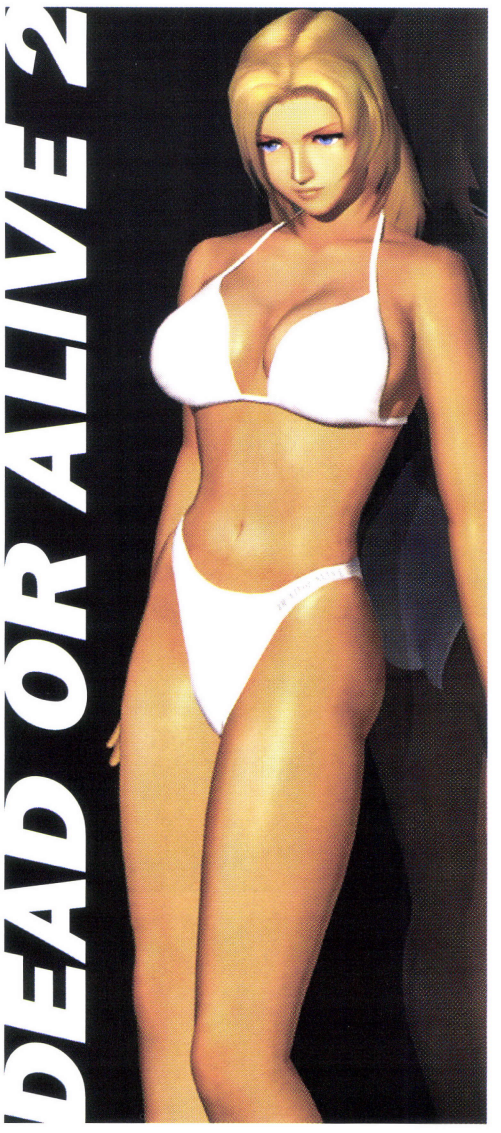
mini review

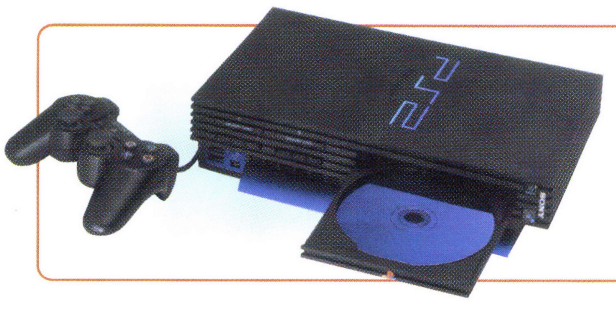
Shenmue



Publisher: Sega • ***Developer:*** Sega
Genre: Action/Adventure • ***Available:*** Now

Sega sunk more money into the development of this game than any other it has produced, and it shows. As of this minute, nothing on console or PC can compare to the immense visual splendor that is *Shenmue*. The game—a four-disc set—is an amalgam of exploration, action and fighting game elements. The sheer size and scope of *Shenmue*'s gameplay world is so vast it's almost unthinkable. This is the first time a videogame world actually comes close to mimicking the real world, right down to the tiniest detail. From quiet neighborhoods to noisy shopping districts, *Shenmue*'s world is teeming with life. Citizens go about their daily routines as each day slowly turns to night. Ryo, the main character of the game, can search his surroundings and converse with hundreds of in-game characters. Other activities include shopping, gambling, traveling, riding vehicles, obtaining employment and even playing arcade games. Ryo must unravel the mystery behind his father's death. *Shenmue* is an epic masterpiece that will long be remembered for setting a new benchmark for action/adventure games. Be aware that this game relies heavily on dialogue and can become frustrating for players who do not have at least a basic grasp of the Japanese language.





PlayStation2

Much to the anticipation of gamers worldwide, Sony remains on track for the official launch of its all-new game system in Japan on March 4. Rest assured, *GameWEEK* will be there as the grand event unfolds.

playstation

Game	Publisher	Release Date
Beat Mania 4th Mix: The beat goes on	Konami	NOW
Biohazard Gun Survivor	Capcom	January 20
Breath of Fire IV	Capcom	Q1
Chrono Trigger	Square	NOW
Chrono Cross	Square	NOW
Countdown Vampires	Bandai	NOW
Dance Dance Rev. 2nd Mix Club Ver. Vol. 1	Konami	NOW
Dance Dance Rev. 2nd Mix Club Ver. Vol. 2	Konami	NOW
Dew Prism	Square	NOW
Digimon Card Battle Adventure	Bandai	NOW
Dragon Quest VII: Warriors from Eden	Enix	February
Dragon Valor	Namco	NOW
Gunpey	Bandai	NOW
Legend of Dragoon	SCE	NOW
Parasite Eve 2	Square	NOW
Pop n' Music 3 Append Disc	Konami	February 10
Samurai Spirits the New Chapter: Blade	SNK	NOW
SD Gundam Generation Zero	Bandai	NOW
Seiken Densetsu: Legend of Mana	Square	NOW
Tales of Eternia	Namco	March
Tokimeki Memorial 2	Konami	NOW

nintendo 64

Game	Publisher	Release Date
Castlevania 64 II	Konami	NOW
Custom Robo	Nintendo	NOW
Excitebike 64	Nintendo	February
Kirby 64	Nintendo	March
Legend of Zelda: Mask of Mujula	Nintendo	March
Mario Party 2	Nintendo	NOW
Super Mario RPG 2	Nintendo	January

playstation2

On Sale March 4, 2000 in Japan

Game	Publisher	Release Date
500 GP	Namco	T.B.A.
Armored Core 2	From Software	summer
Bouncer, The	Square	T.B.A.
Dark Cloud	SCEA	winter
Drummania	Konami	March 4
Eternal Ring	From Software	March 4
EverGrace	From Software	spring
Gran Turismo 2000	SCEA	spring
Oni Musha: The Demon Warrior	Capcom	summer
Ridge Racer V	Namco	March 4
Sky Surfer	Idea Factory	March 4
Tekken Tag Tournament	Namco	March 4
X-Fire	EA/Square	spring

dreamcast

Game	Publisher	Release Date
Berserk	Ascii	NOW
Biohazard 2: Value Plus	Capcom	NOW
Biohazard: Code Veronica	Capcom	January
Carrier	Jaleco	February 24
Chu Chu Rocket (online game)	Sega	NOW
Columns 2	Sega	NOW
Crazy Taxi	Sega	January 27
D2	Sega	NOW
Dead or Alive 2	Tecmo	February
Dee Dee Planet (online game)	Sega	February 24
Densha de Go! 2 3000	Taito	January 20
Evolution 2	Sega	NOW
Godzilla Generations: Maximum Impact	Sega	NOW
Jet Coaster Dream	Bottom Up	NOW
Jet Set Radio	Sega	Q1
Maken X	Atlus	NOW
Pop n' Music 3 Append Disc	Konami	February 10
Power Stone 2	Capcom	March
Rent-A-Hero No. 1	Sega	Q1
Roommania #203	Sega	January 27
Sakura Wars 1	Sega	Q2
Sega GT: Homologation Special	Sega	February 24
Shenmue Chapter 1: Yokosuka	Sega	NOW
Space Channel 5	Sega	NOW
Spawn: In the Demon's Hand	Capcom	Q1
Street Fighter III: W Impact	Capcom	NOW
Super Runabout	Climax	Q1
Tokyo Bus Guide	Forty-Five	NOW
Undercover 2025 A.D. Kei	Pulse	January 27
Vermilion Desert	Riverhill Soft	NOW
Virtua Cop 2	Sega	March
Virtua On 2: Oratorio Tangram	Sega	NOW
World Series '99	Sega	Q1

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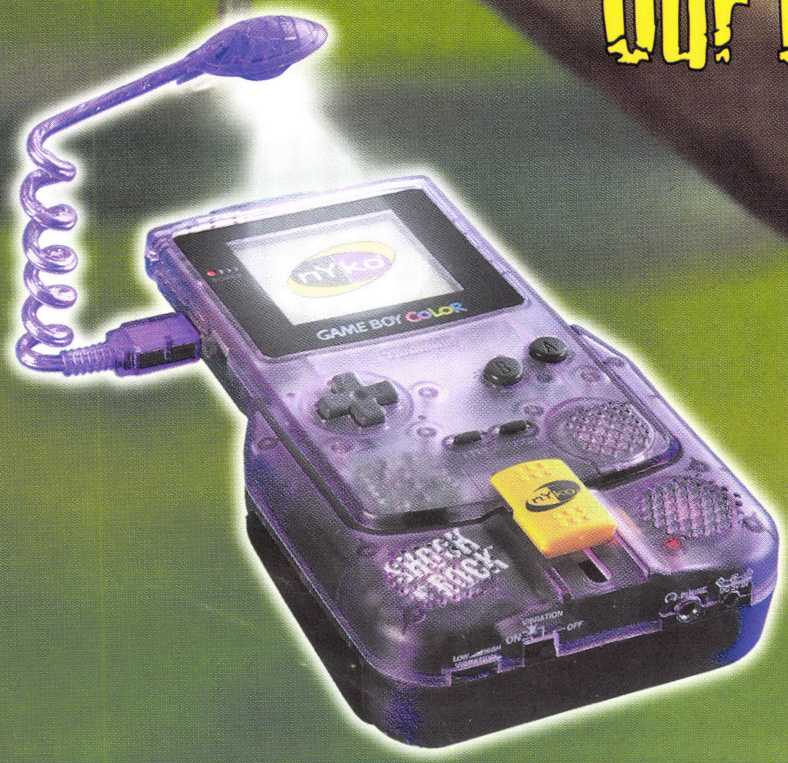

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From the Publishers of GameWEEK

RELEASE SCHEDULE

macintosh

Game	Manuf./Publisher	Pre-Book Date	Release Date
Alien vs. Predator	Fox Interactive	TBA	Q1
Alpha Centauri	EA	1/00	2/00
Asteroids '98	MacSoft/GT	TBA	Q4
Battlezone	Logicware	TBA	Q2
Caesar 3	Sierra	TBA	Q4
Civ: Call to Power	MacSoft	TBA	Q4
Deer Avenger II	Sim. & Schust.	TBA	Q4
Diablo II	Blizzard	TBA	Q2
Driver	GT Interactive	TBA	Q2
Half Life	Sierra Studios	TBA	Q4
Heart of Darkness	Infogrames	TBA	Q4
Heavy Metal FAKK2	G.O.D	TBA	Q4
Heretic II	Logicware	TBA	Q4
Hoyle Casino 2000	Sierra	TBA	Q4
Interstate '76	Logicware	TBA	Q1
Madden NFL 2000	Aspyr	TBA	Q4
Neverwinter Nights	Bioware	TBA	Q2
Nocturne	G.O.D.	TBA	Q1
Oni	Bungie	TBA	Q4
Quake III: Arena	id Software	TBA	Q4
Shadowbane	Wolfpack	TBA	Q2
Silver	Infogrames	TBA	Q3
Starsiege: Tribes 2	Dynamix	TBA	Q3
Warcraft III	Blizzard Ent.	TBA	Q3

playstation

Game	Manuf./Publisher	Pre-Book Date	Release Date
Action Man	Hasbro	TBA	Q2
All-Star Tennis	Ubi Soft	12/99	1/00
Alone in the Dark 4	Accolade	TBA	Q4
Alundra II	Activision	TBA	Q2
Army Men: S.H.	3DO	TBA	1/20
Barbie Super Sports	Mattel	12/99	1/22
Batman: New Adv.	Ubi Soft	TBA	Q2
Balders Gate	Interplay	TBA	4/00
Blaster Master Again	Electro Source	11/99	Q1
Broken Sword 2	Crave	11/99	Q1
Carnivale	Vatical	TBA	6/00
Carmegeddon 2	Interlplay	TBA	3/20
CatDog	Hasbro	TBA	3/00
Chocobo Dungeon 2	Square EA	TBA	Q1
Colin McRae Rally	SCEA	TBA	2/00
Colony Wars: R.S.	Psygnosis	TBA	3/16
Countdown: Vampires	Bandai	TBA	3/20
Crusaders of M&M	3DO	TBA	1/20
Danger Girl	THQ	12/99	1/00
Darkstone	Take 2	TBA	3/16
Die Hard Trilogy 2	Fox Interactive	12/99	1/00
ECW:Hardcore Rev.	Acclaim	TBA	2/18
Eagle One	Infogrames	TBA	Q1
Elmo in Grouchland	Mindscape	12/99	1/00
ESPN NBA Tonight	Konami	12/99	1/19
Evil Dead	THQ	TBA	Q3
Extreme Hockey	EA	TBA	3/22
Family Game Pack 2	3DO	12/99	1/00
Fear Effect	Eidos	12/99	2/25
Flintstones Bowling	SouthPeak	11/99	1/20
Galerians	Crave	TBA	Q1
Gauntlet 3D	Midway	TBA	3/22
Hot Shots Golf 2	SCEA	TBA	3/00
Indiana Jones	Lucas Arts	TBA	1/00
Iron Soldier 3	Kemco	1/00	2/00
J. McGrath 2000	Acclaim	12/99	1/00
Jackie Chan's Stunt.	Midway	1/00	2/00
Jeff Gordon's XS Racing	ASC	TBA	1/00
JoJo's Venture	Capcom	TBA	Q1
Jugular Street Luge	Activision	TBA	Q1
K-1 Grand Prix	Jaleco	TBA	1/16
Knights of Carnage	THQ	TBA	Q4
Leggit	Psygnosis	TBA	Q4
LEGO Rock Raiders	LEGO Media	11/99	Q1
Lufia III	Natsume	TBA	Q1
Lunar 2	Working Des.	1/00	2/00
Madden NFL 2001	EA Sports	8/00	9/00
Major League Soccer	Konami	2/00	3/00
Marvel's X-Men	Activision	TBA	Q1
Marvel vs. Capcom	Capcom	TBA	Q1
Messiah	Interplay	TBA	Q1
MK: Special Forces	Midway	TBA	Q2
Moppet Monster	Sunsoft	11/99	Q1
NBA Live 2001	EA Sports	TBA	Q4
NFL GameDay 2001	989 Sports	8/00	9/00
NASCAR Rumble	Electronic Arts	TBA	2/00
Need For Speed 5	Electronic Arts	TBA	3/22
PGA European Golf	Infogrames	1/00	2/00
Paperboy	Midway	TBA	3/16
Planet of the Apes	Fox Interactive	TBA	Q1
Polaris Snocross 2000	Vatical	TBA	5/00
Prince of Persia 3D	Mindscape	TBA	Q2
Q*Bert 3D	Hasbro	11/99	12/12
Railroad Tycoon II	Take 2	TBA	1/21
Rainbow Six	Red Storm	TBA	Q1
Reel Fishing 2	Natsume	TBA	2/16
Roadsters	Titus	TBA	1/28
Road Rash Jailbreak	EA	TBA	Q1
Rugby 2000	EA	TBA	3/22
SaGa Frontier 2	Square	TBA	2/00
Shao Lin	THQ	TBA	1/00
Silent Bomber	Bandai	TBA	Q2
Sim Theme Park	Maxis	TBA	3/00
Spec Ops 2	Take 2	TBA	2/16
Spider-Man	Activision	TBA	Q1
S.W.: Jedi Battle	Lucas Arts	TBA	
Street Figter EX2P	Capcom	TBA	3/00
Street Sk8er 2	EA	TBA	3/00
Striker Pro 2000	Infogrames	1/00	2/00
Superbike 2000	EA	12/99	1/26
Superman	Titus	12/99	1/00
Syphon Filter 2	989 Studios	TBA	Q2
Tanktics	Interplay	12/99	1/00
Team Buddies	Activision	TBA	Q1/00
Test Drive Cycles	Infogrames	TBA	Q1
Test Drive Le Mans	Infogrames	TBA	Q1
Test Drive Rally	Infogrames	TBA	Q1
Tiger Woods & PGA Tour	EA Sports	12/99	1/00
Tips and Treasures	Psygnosis	TBA	Q1
Too Human	EA	TBA	Q1
Tron Bonne	Capcom	TBA	2/19
Urban Chaos	Eidos	TBA	2/29
Wai-Wai Tennis 2	Sunsoft	TBA	1/00
Wild, Wild West	SouthPeak	TBA	Q2
WWF Smackdown	THQ	TBA	Q2
X-Men	Activision	TBA	3/15

pc gaming

Game	Manuf./Publisher	Pre-Book Date	Release Date
1602 A.D.	GT Interactive	12/99	1/00
100 Years Field & Str.	Sierra	TBA	Q1
20,000 Leagues	SouthPeak	TBA	1/00
Allegiance	Microsoft	TBA	Q1
Amen	GT Interactive	TBA	3/21
Alone in the Dark 4	Infogrames	TBA	Q4
Atari Arcade Vol. 2	Hasbro	TBA	3/00
B-17 Flying Fortress	Hasbro	TBA	Q1
Baldur's Gate II	Interplay	TBA	Q2
Best of Smart Games	Hasbro	12/99	1/25
Black & White	Electronic Arts	TBA	Q1
Buggin'	Infogrames	TBA	Q1
Blade	Infogrames	TBA	Q1
Blaze and Blade	SouthPeak	TBA	Q1
Boarder Zone	Infogrames	TBA	Q2
Breakneck	SouthPeak	TBA	Q1
Brunswick F.S. Bowling	THQ	TBA	Q4
Commanche 4	Nova Logic	TBA	2/28
Code Name Eagle	Talonsoft	12/99	2/26
C & C: Firestorm	Westwood	12/99	1/00
Croc 2	Fox Interactive	TBA	4/15
Daikatana	Eidos	TBA	Q4
Dark Reign	Activision	TBA	Q4
Dawn of War	SouthPeak	12/99	1/00
Diablo II	Blizzard	11/99	Q1
Die Hard Trilogy 2	Fox Interactive	12/99	1/00
Dragon	Microsoft	TBA	Q1
Dragon's Lair 3D	Blue Byte	TBA	Q4
Duke Nukem Forever	GT Interactive	TBA	Q4
Dukes of Hazzard	SouthPeak	TBA	2/00
Dungeon Seige	Microsoft	TBA	Q4
Evolva	Interplay	TBA	4/00
Extreme Freestyle	Head Games	TBA	2/00
Extreme Paintbrawl 2	Head Games	11/99	12/00
F-18 Super Hornet	Titus	1/00	2/00
Fading Suns: N.A.	Ripcord	TBA	1/30
Final Fantasy VIII	Square EA	12/99	1/26
Flash Point	Ubi Soft	TBA	3/00
Flinstones Bowling	SouthPeak	TBA	Q1 00
FLY! 2	G.O.D.	TBA	Q3
F1 Championship	Electronic Arts	TBA	3/15
Freestyle XS Motocross	Sierra	12/99	1/00
Giants	Interplay	12/99	1/00
Gromada	Bethesda	TBA	1/00
Ground Control	Sierra	TBA	Q1
Gulf War Operation	3DO	TBA	Q1
Gunship 3	MicroProse	TBA	3/00
Half-Life Team Fortress	Sierra	12/99	1/00
H.D. Road to Sturgis	Electronic Arts	TBA	4/00
Heavy Metal: FAKK2	G.O.D.	TBA	Q1
Hired Guns	Psygnosis	TBA	3/00
Hidden & Dangerous		TBA	1/31
IHRA Drag Racing	Bethesda	12/99	1/00
Icewind Dale	Interplay	TBA	4/00
Imperial Conquest	Talonsoft	1/00	2/00
Jeremy McGrath 2K	Acclaim	TBA	2/28
Jumbo Jack	Sierra	TBA	Q4
KISS: Psycho Circus	G.O.D.	TBA	Q1
Le Mans	Infogrames	TBA	2/29
LEGO Land	LEGO Media	TBA	4/00
L.O. Blademasters	Ripcord	TBA	1/30
Liath	Project 2	TBA	Q1
Mad Traxx	Project 2	TBA	Q1
Magic: The Gathering	MicroProse	TBA	Q1
Majesty	MicroProse	TBA	3/00
Max Payne	G.O.D.	TBA	Q2
MDK 2	Interplay	TBA	3/15
Metal Fatigue	Psygnosis	1/00	2/00
Might & Magic VIII	3DO	TBA	Q2
Mission: Impossible	Infogrames	TBA	Q1
Monopolization	Ubi Soft	1/00	2/00
Mortyr	I-Magic	TBA	Q2
Motocross Madness 2	Microsoft	TBA	Q2
NASCAR 2000	Electronic Arts	TBA	3/00
Need For Speed 5	Electronic Arts	TBA	3/15
Neverwinter Nights	Interplay	TBA	Q1
Operational A.O.W. 2	Talonsoft	TBA	2/00
PBA Bowling 2	Bethesda	TBA	1/00
PoR: Ruins of Myth	Mindscape	TBA	Q4
Reach for the Stars	Mindscape	TBA	3/30
Relic Hunter	Octagon	TBA	Q4
Rent-A-Hero	SouthPeak	TBA	Q2
Risk II	Hasbro	TBA	2/00
Rising Sun	Talonsoft	12/99	1/00
Road to Moscow	I-magic	TBA	3/00
Rune	G.O.D.	TBA	4/00
Shadow Company 2	Ubi Soft	TBA	Q3
Shogun: Total War	Electronic Arts	TBA	3/00
Silent Hunter 2	Mindscape	TBA	2/28
Skip Barber Racing	Bethesda	12/99	Q1
Soldier of Fortune	Activision	TBA	Q1
Starlancer	Microsoft	TBA	Q1
Star Trek: Armada	Activision	TBA	3/00
Star Trek DS9:Fallen	Sim. & Schust.	TBA	3/14
Star Trek Dominion Wars	Sim. & Schust.	TBA	Q4
Star Trek: Klingon	Interplay	TBA	3/16
Star Trek New Worlds	Interplay	TBA	Q2
Star Trek Voyager	Activision	TBA	3/15
Star Wars Obi-Wan	LucasArts	TBA	Q4
S.W.: Force Comm.	LucasArts	TBA	Q2
Super Bike 2000	EA	TBA	2/00
Tachyon	NovaLogic	1/00	2/00
Team Alligator	GT Interactive	11/99	Q1
Test Drive Cycles	Infogrames	TBA	Q1
Test Drive Le Mans	Infogrames	TBA	Q1
Test Drive Rally	Infogrames	TBA	Q1
The Dead Planet	Active Prod.	TBA	Q2
The Iron Plague	Cavedog	TBA	3/00
The Settlers IV	Blue Byte	TBA	Q4
The Sims	Maxis	TBA	2/00
Tribes II	Sierra	TBA	Q2
Triple Play 2001	Electronic Arts	TBA	3/25
Trophy Bass 4	Sierra	TBA	Q2
Tuskegee Fighters	Abacus	TBA	1/15
Tzar	Talonsoft	TBA	2/20
Unreal Gold Pack	GT Interactive	TBA	2/16
Urban Chaos	Eidos	11/99	Q1
Vampire: Masquerade	Activision	TBA	3/29
Wallstreet Tycoon	Ubi Soft	TBA	3/00
Warcraft III	Blizzard	TBA	Q4
Warlords Battlecry	Broderbund	TBA	2/00
Werewolf the Apoc.	ASC Games	TBA	Q2
Wild Metal Country	Rockstar	TBA	3/15
X: Beyond Frontier	Southpeak	TBA	3/00

nintendo 64

Game	Manuf./Publisher	Pre-Book Date	Release Date
40 Winks	GT Interactive	TBA	2/00
Battlezone 64	Crave	TBA	Q1
Blues Brothers 2000	Titus	TBA	Q1
Big Mountain 2000	SothPeak	TBA	Q1
Caesar's Palace	Crave	TBA	2/00
Carmageddon 2	Interplay	TBA	2/00
Cyber Tiger	EA	TBA	1/26
Daikatana 64	Kemco	TBA	Q1
Die Hard 64	Fox Interactive	TBA	Q4
Donald Duck	Ubi Soft	TBA	Q2
ECW Hardcore Rev.	Acclaim	TBA	2/18
Eternal Darkness	Nintendo	TBA	Q1
Excitebike 64	Nintendo	TBA	Q1
F1 World Grand Prix 2	Video System	12/99	1/00
Grand Theft Auto	Rockstar	TBA	Q1
Harrier 2001	Video System	TBA	Q1
Hercules	Titus	TBA	Q1
Hydro Thunder	Midway	TBA	Q1
J. McGrath 2000	Acclaim	TBA	Q1
Kirby's Dreamland	Nintendo	TBA	Q2
L.T. Duck Dodgers	Infogrames	TBA	2/00
L.T. Space Race	Infogrames	TBA	2/00
L.T. Taz Express	Infogrames	TBA	2/00
Mario Artist	Nintendo	TBA	Q1
Mario Party 2	Nintendo	TBA	1/18
Marvel's X-Men	Activision	TBA	3/30
Mickey Speedway USA	Nintendo	TBA	Q4
Mortal Kombat: S.F.	Midway	TBA	3/00
Mini Racers	Nintendo	TBA	Q2
NHL Blades of Steel	Konmai	TBA	1/16
Nightmare Creatures 2	Activision	TBA	Q1
Ogre Battle 3	Atlus	TBA	Q1
Perfect Dark	Nintendo/Rare	3/00	4/11
PGA European Tour Golf	Infogrames	1/00	2/00
Pokémon Stadium	Nintendo	TBA	3/00
Polaris SnoCross 2000	Vatical	TBA	Q2
Rat Attack	Mindscape	TBA	2/00
Ridge Racer 64	Nintendo	1/00	2/15
Shadowgate Rising	Kemco	TBA	Q4
Sim City 64	Nintendo	TBA	TBA
Spider-Man	Activision	TBA	Q1
StarCraft	Nintendo	11/99	4/11
Star Wars: Episode 1	Nintendo	TBA	Q1
SuperCross Circuit 2K	EA Sports	TBA	Q1
Super Mario Adventure	Nintendo	TBA	Q1
Tarzan	Activision	12/99	2/16
Taz Express	Infogrames	TBA	Q4
Test Drive Rally	Infogrames	TBA	Q1
Tiny Tank	Crave	11/99	Q1
Tony Hawk's Pro Skater	Activision	TBA	3/30
Twelve Tales: Conker 64	Rare	TBA	Q3
Vigilant 8: 2nd Offense	Activision	11/99	1/12
Wildwaters	Ubi Soft	TBA	Q1
World League Soccer 2K	SouthPeak	TBA	Q1
Worms: Armageddon	Infogrames	TBA	Q1
X-Men	Activision	TBA	3/00
Xena: Talisman of Fate	Titus	TBA	Q1
Young Olympians	Sapphire	TBA	Q2
Zelda: Gaiden	Nintendo	TBA	Q2

strategy and game guides

Product Title	Publisher	EST Release Date
Alien Resurrection	Prima Publishing	1/2000
Castlevania Resurrection	Prima Publishing	2/2000
Castlevania Special Edition	Prima Publishing	1/00
Chocobo's Dungeon 2	BradyGAMES	1/00
Final Fantasy VIII	BradyGAMES	1/00
GBC Secret Codes	BradyGAMES	1/00
Nightmare Creatures 2 HB	BradyGAMES	2/00
Road Rash Official Guide	Prima Publishing	1/2000
Perfect Dark Player's Guide	Nintendo Power	4/00
Perfect Dark Official SG	BradyGAMES	4/00
Perfect Dark Official Guide	Prima Publishing	4/00
Planet of the Apes	Prima Publishing	1/2000
Pokémon Stadium Guide	Nintendo Power	3/2000
Pokémon Stadium Official	Prima Publishing	3/2000
Road Rash Official Guide	Prima Publishing	1/00
SF Alpha 3	BradyGAMES	1/00
SaGa Frontier 2	BradyGAMES	2/00
Star Trek: Armada	BradyGAMES	3/00
Tron Bonne HB Guide	Prima Publishing	2/2000

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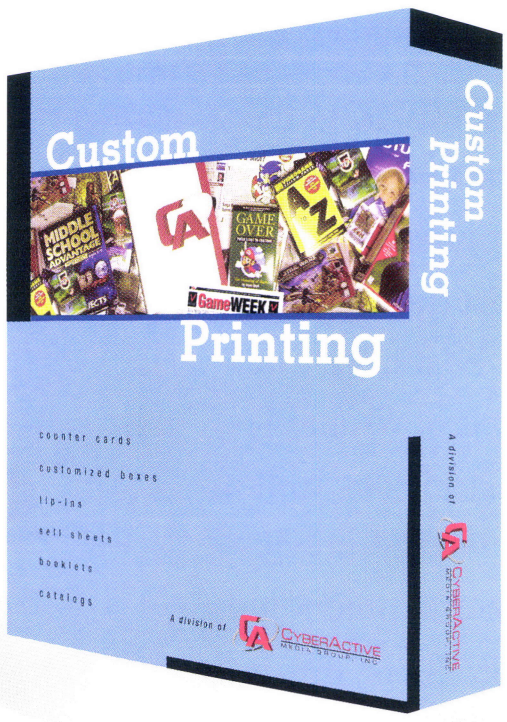

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product info

RELEASE SCHEDULE

dreamcast

Game	Manuf./Publisher	Pre-Book Date	Release Date
Alone in the Dark 4	Accolade	TBA	Q4
Berserk	Agetec	TBA	Q1
Baldur's Gate	Sega	TBA	Q4
Boarder Zone	Infogrames	TBA	Q2
Carrier	Jaleco	TBA	Q1
Castlevania: Resurrection	Konami	TBA	Q2
Chu Chu Rocket	Sega	TBA	Q2
Climax Landers	Sega	TBA	Q1
Crazy Taxi	Sega	TBA	2/00
D2	Sega	TBA	Q3
Dead or Alive 2	Tecmo	TBA	3/00
Draconus: Cult of the Wyrm	Crave	TBA	Q1
Ecco: Defender of the Future	Sega	TBA	Q1
Eternal Arcadia	Sega	TBA	Q3
F1 World Grand Prix	Video Systems	11/99	Q1
F355 Challenge	Sega	TBA	Q2
Felony Pursuit	THQ	TBA	Q2
Floigan Brothers	Sega	TBA	Q1
Frame Gride	Sega	TBA	Q1
Furballs	Bizarre Creations	TBA	Q1
Galleon	Interplay	TBA	Q1
Gauntlet Legends	Midway	TBA	Q2
Giga Wing	Capcom	TBA	4/00
Grand Theft Auto 2	Rockstar	TBA	Q1
Grandia 2	Sega	TBA	Q3
Half-Life	Sega	TBA	Q4
Hidden & Dangerous	Take Two	TBA	Q1
J. McGrath Supercross 2000	Acclaim	TBA	Q1
Jet Set Radio	Sega	TBA	Q2
JoJo's Bizarre Adventure	Capcom	TBA	2/00
Legacy of Kain: Soul Reaver	Eidos	TBA	Q1
Maken X	Sega	TBA	Q1
MDK 2	Interplay	TBA	Q1
Metropolis Street Racer	Sega	TBA	Q2
Microsoft Combat Flight	Konami	11/99	Q1
NBA 2K1	Sega	TBA	Q4
NFL 2K1	Sega	TBA	Q4
NHL 2K	Sega	TBA	Q1
Phantasy Star Online	Sega	TBA	Q4
Plasma Sword	Capcom	TBA	2/00
Quake III Arena	Activision	TBA	Q4
Rainbow Six	Majesco	1/00	2/00
Rayman 2	Ubi Soft	TBA	Q1
Renegade Racing	Interplay	TBA	Q2
Resident Evil: Code Veronica	Capcom	TBA	3/00
Roadsters 2000	Titus	11/99	Q1
Seaman	Sega	TBA	Q1
Sega GT	Sega	TBA	Q2
Seven Mansions	Koei	TBA	Q4
Shenmue Chapter 1	Sega	TBA	Q4
Silver	Infogrames	TBA	Q3
SNK vs Capcom	Capcom	TBA	TBA
Sonic Adventure 2	Sega	TBA	TBA
Space Channel 5	Sega	TBA	Q2
Spawn: In the Demon's Hand	Capcom	TBA	Q2
Star Trek: New Worlds	Interplay	TBA	Q2
Street Fighter III: Double Impact	Capcom	TBA	4/00
Street Fighter Alpha 3	Capcom	TBA	2/00
Striker Pro 2000	Infogrames	1/00	2/00
Tech Romancer	Capcom	TBA	3/00
Toy Story 2	Activision	TBA	Q1
Virtual On: Oratorio Tangram	Sega	TBA	Q4
Virtua Striker 2	Sega	TBA	Q1
W.S. Baseball	Sega	TBA	Q2
Zombie Revenge	Sega	TBA	1/00

gameboy color

Game	Manuf./Publisher	Pre-Book Date	Release Date
2000-1 Tunes	Infogrames	1/00	2/00
Alice in Wonderland	Nintendo	TBA	3/00
All-Star Tennis 99	Ubi Soft	11/99	1/00
Armada S.W.	Metro 3D	TBA	1/00
Army Men	3DO	11/99	1/00
Azure Dreams	Konami	10/99	1/00
BattleTanx	3DO	11/99	1/00
Bionic Commando	Nintendo	12/99	1/00
Blaster Master 2	Sunsoft	11/99	1/00
Bugs Bunny 4	Vatical	TBA	1/00
Brunswick ProPool	Vatical	TBA	1/00
Carnivale	Vatical	TBA	1/00
Crystalis 2	Nintendo	2/99	3/00
Daikatana	Kemco	TBA	Q1
Dark Angel	Metro 3D	TBA	2/00
Dogz	Mindscape	11/99	12/99
Deer Hunter	Vatical	TBA	12/99
Dragon Warrior M.	Eidos	TBA	1/00
Earthworm Jim	Crave	11/99	12/99
ECW Hardcore Rev.	Acclaim	TBA	2/00
Frisbee Golf	Vatical	TBA	2/00
Golf King	Crave	10/99	2/00
Inter. Track and Field	Konami	11/99	1/00
Jack Nicklaus Golf	Vatical	TBA	2/00
Jimmy Whit's Cue Ball	Vatical	2/00	3/00
Konami Rally	Konami	TBA	2/00
Lord Baniff's Deceit	Vatical	TBA	1/00
Matchbox C.C. Zone	Mattel	TBA	Q1
Micro Machines: TT	THQ	TBA	1/00
Mission: Impossible	Infogrames	11/99	2/00
Muppets	Take 2	TBA	1/00
NBA Courtside 3 on 3	Nintendo	11/99	12/99
NBA In the Zone 2K	Konami	11/99	3/00
NBA Showtime	Midway	10/99	1/00
NHL Blades/Steel 2k	Konami	10/99	2/00
Pokémon Card	Nintendo	1/00	2/00
Pokemon Gold/Silver	Nintendo	TBA	Q4
Polaris SnoCross 2K	Vatical	12/99	1/00
Puma Street Soccer 2	Sunsoft	TBA	Q1
Punchi Carat	Tommo	TBA	1/00
Quest RPG	Sunsoft	TBA	2/00
Rainbow Six	SouthPeak	12/99	1/00
Rally Racing	Konami	1/00	2/00
Rayman	Ubi Soft	1/00	2/00
Resident Evil	Capcom	12/99	1/00
San Francisco Rush	Midway	TBA	Q2 00
Shadow Man	Acclaim	11/99	1/00
Snocross 2000	Vatical	TBA	Q1
Street Fighter Alpha	Capcom	10/99	2/00
Test Drive Cycles	Infogrames	TBA	2/00
The Cage	Metro 3D	TBA	2/00
Thrasher	Rockstar	TBA	3/00
Tiger Woods Golf	THQ	TBA	1/00
Top Gear Pocket2	Vatical	TBA	2/00
Urban Chaos	Eidos	11/99	Q1
VR Powerboat	Vatical	3/00	4/00
WCW Mayhem	EA	TBA	3/00
Wicked Surfing	Interplay	11/99	2/00
Worms Armageddon	Infogrames	11/99	1/00
Zelda: Fruit/M.T.	Nintendo	TBA	Q3 00

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VISIT ZDNET'S GAMESPOT TO DOWNLOAD A FREE DEMO AND OFFICIAL GAME GUIDE FOR LARA'S LATEST ADVENTURE, TOMB RAIDER: THE LAST REVELATION.

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Check out all the latest lists in the January 17th issue of GameWEEK

TOP GAMES LIST

NPD THE NPD GROUP, INC.
Source: NPD Interactive Entertainment Service 516.625.2345

Top 20 Best Selling Interactive Software Titles

Ranked on Units Sold • December 19-December 25, 1999

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	DATE	AVERAGE RETAIL PRICE
1	1	Donkey Kong 64/N64	Nintendo of America	NOV '99	$60
19	2	Gran Turismo 2/PSX	Sony Computer Ent.	DEC '99	$40
2	3	Who Wants to be A Millionaire/(CD W95/WNT)	Disney Interactive	NOV '99	$19
**	4	Pokémon Yellow/Game Boy	Nintendo of America	OCT '99	$28
9	5	Tomorrow Never Dies 007/PSX	Electronic Arts	NOV '99	$41
5	6	Tony Hawks Pro Skater/PSX	Activsion	SEP '99	$42
12	7	NBA Live 2000/PSX	Electronic Arts	NOV '99	$41
11	8	Gran Turismo Racing/PSX	Sony Computer Ent.	MAY '98	$19
15	9	Frogger/PSX	Hasbro Interacive	OCT '97	$18
7	10	Spyro the Dragon/PSX	Sony Computer Ent.	SEP '98	$19
6	11	Pokémon Snap/N64	Nintendo of America	JUL '99	$50
10	12	Resident Evil 3: Nemesis/PSX	Capcom	NOV '99	$50
14	13	Crash Team Racing/PSX	Sony Computer Ent.	OCT '99	$40
13	14	Toy Story 2/PSX	Activsion	NOV '99	$40
20	15	Spyro Dragon 2: Rage/PSX	Sony Computer Ent.	NOV '99	$40
16	16	Crash Bandicoot Warp/PSX	Sony Computer Ent.	NOV '98	$19
**	17	Madden NFL 2000/PSX	Electronic Arts	AUG '99	$40
**	18	Driver/PSX	GT Interactive	JUN '99	$38
**	19	Super Smash Brothers/N64	Nintendo of America	APR '99	$50
18	20	Namco Museum 64/N64	Namco	NOV '99	$30

***= Not in top 20 last week. Source: NPD Interactive Entertainment Service • 516.625.2345* *The above top games information may not be reprinted or reproduced without written permission from GameWEEK, CyberActive Media Group and The NPD Group, Inc.*

IN-STORE DISPLAY

FOR BEST RESULTS, CUT ALONG DOTTED LINE

IN-STORE DISPLAY

MARKET TRACKING REPORTS

Information Based Upon Data Recorded December 19-December 25, 1999

Top 10 Mac Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	HALF-LIFE OPPOSING FORCE	SIERRA ON-LINE	NOV '99	$40
3	2	MONOPOLY MULTIMEDIA	HASBRO INTERACTIVE	NOV '96	$10
2	3	SCRABBLE DLX	HASBRO INTERACTIVE	***	$27
9	4	SW EPISODE I: RACER	LUCASARTS ENT.	JUL '99	$40
5	5	KIDS ARCADE PACK	MACSOFT	MAY '97	$10
6	6	SIMCITY 3000	MAXIS	JUL '99	$49
4	7	RAINBOW SIX	MACSOFT	DEC '99	$49
8	8	FLY!	GATHERING OF DEV.	SEP '99	$40
7	9	MADDEN NFL 2000	ASPYR MEDIA	NOV '99	$48
10	10	TOMB RAIDER 3	ASPYR MEDIA	OCT '99	$48

****Released Before April 1995*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 PlayStation Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
**	1	GRAN TURISMO 2	SONY COMPUTER ENT.	DEC '99	$40
3	2	TOMORRW NEVER DIE 007	ELECTRONIC ARTS	NOV '99	$41
1	3	TONY HAWKS PRO SKATER	ACTIVISION	SEP '99	$42
6	4	NBA LIVE 2000	ELECTRONIC ARTS	NOV '99	$41
5	5	GRAN TURISMO RACING	SONY COMPUTER ENT.	MAY '98	$19
9	6	FROGGER	HASBRO INTERACTIVE	OCT '97	$18
2	7	SPYRO THE DRAGON	SONY COMPUTER ENT.	SEP '98	$19
4	8	RESIDENT EVIL 3:NEMES	CAPCOM	NOV '99	$50
8	9	CRASH TEAM RACING	SONY COMPUTER ENT.	OCT '99	$40
7	10	TOY STORY 2	ACTIVISION	NOV '99	$40

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Best Selling TV Video Game Accessories

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	CONTROLLER/PSX	SONY COMPUTER ENT.	SEP '95	$10
3	2	RFU ADAPTOR/PSX	INTERACT ACCES.	JUN '97	$13
6	3	RFU ADAPTOR/N64	INTERACT ACCES.	SEP '96	$11
7	4	RF ADAPTOR 2/PSX	SONY COMPUTER ENT.	MAY '97	$16
2	5	MEMORY CARD VALUE PK/PSX	INTERACT ACCES.	DEC '95	$10
5	6	MEMORY CARD BLUE/PSX	SONY COMPUTER ENT.	JUN '98	$15
4	7	BLUE DUAL SH CONTROL/PSX	SONY COMPUTER ENT.	MAR '99	$30
11	8	CONTROL PAD/DC	SEGA OF AMERICA	SEP '99	$30
10	9	DUAL SHOCK CONTROLLER/PSX	SONY COMPUTER ENT.	APR '98	$29
**	10	MEMORY CARD 2X/PSX	INTERACT ACCES.	JUN '98	$15

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Nintendo 64 Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	DONKEY KONG 64	NINTENDO OF AMERICA	NOV '99	$60
2	2	POKÉMON SNAP	NINTENDO OF AMERICA	JUL '99	$50
5	3	SUPER SMASH BROTHERS	NINTENDO OF AMERICA	APR '99	$50
4	4	NAMCO MUSEUM 64	NAMCO	NOV '99	$30
3	5	TOY STORY 2	ACTIVISION	NOV '99	$50
6	6	WWF WRESTLEMANIA 2000	THQ	NOV '99	$59
9	7	ARMY MEN SARGES HERO	THE 3DO COMPANY	SEP '99	$50
**	8	GLOVER	HASBRO INTERACTIVE	NOV '98	$13
7	9	NFL BLITZ 2000	MIDWAY HOME ENT.	AUG '99	$51
**	10	GOLDENEYE 007	NINTENDO OF AMERICA	AUG '97	$40

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Portable Software Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
**	1	POKÉMON YELLOW/GBOY	NINTENDO OF AMERICA	OCT '99	$28
1	2	POKÉMON RED/GBOY	NINTENDO OF AMERICA	SEP '98	$25
4	3	SUPER MARIO BROS. DLX/GBC	NINTENDO OF AMERICA	MAY '99	$28
2	4	POKÉMON BLUE/GBOY	NINTENDO OF AMERICA	SEP '98	$26
3	5	POKÉMON PINBALL/GBC	NINTENDO OF AMERICA	JUN '99	$29
**	6	GAME & WATCH GALLERY3/GBC	NINTENDO OF AMERICA	DEC '99	$26
9	7	PAC-MAN/GBC	NAMCO	AUG '99	$27
7	8	RUGRATS: TIME TRAVELER/GBC	THQ	OCT '99	$28
6	9	TOY STORY 2/GBC	THQ	NOV '99	$27
**	10	MS PAC-MAN	NAMCO/GBC	NOV '99	$27

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 10 Dreamcast Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	NFL 2K	SEGA OF AMERICA	SEP '99	$50
2	2	NBA 2K	SEGA OF AMERICA	NOV '99	$50
3	3	SONIC ADVENTURE	SEGA OF AMERICA	SEP '99	$50
4	4	READY 2 RUMBLE BOXING	MIDWAY HOME ENT.	SEP '99	$49
5	5	SOUL CALIBUR	NAMCO	SEP '99	$46
**	6	TEST DRIVE 6	INFOGRAMES	DEC '99	$50
6	7	WWF ATTITUDE	ACCLAIM ENT.	NOV '99	$49
9	8	HOUSE OF THE DEAD 2	SEGA OF AMERICA	SEP '99	$50
7	9	EVOLUTION	UBI SOFT	DEC '99	$49
**	10	NFL BLITZ 2000	MIDWAY HOME ENT.	SEP '99	$47

***Not In Top 10 Last Week*

Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

MARKET TRACKING REPORTS

Top 20 PC Entertainment Titles

Ranked on Items Introduced in 1999 Only • Ranked on Units Sold

LAST WEEK RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	WHO WANTS TO BE MIL.?/(CD W95/WNT)	DISNEY INTERACTIVE	NOV '99	$19
4	2	POKÉMON STUDIO BLUE/(CD WIN)	THE LEARNING COMPANY	NOV '99	$18
3	3	ROLLER COAST. TYCOON/(CD W95/W98)	HASBRO INTERACTIVE	MAR '99	$30
5	4	POKÉMON STUDIO RED/(CD WIN)	THE LEARNING COMPANY	NOV '99	$18
14	5	FROGGER/(CD W95)	HASBRO INTERACTIVE	NOV '97	$18
8	6	AGE OF EMPIRES II/(CD W95/W98)	MICROSOFT	SEP '99	$43
10	7	DEER HUNTER 3/(CD W95/WNT)	WIZARDWORKS	SEP '99	$19
6	8	QUAKE 3 ARENA/(CD W95/WNT/W98)	ACTIVISION	DEC '99	$48
7	9	BARBIE GOTTA GROOVE/(CD W95)	MATTEL	SEP '99	$31
16	10	FLIGHT SIMULATOR 2000/(CD W95/W98)	MICROSOFT	OCT '99	$42
9	11	TOY STORY 2 ACTION GAME/(CD WIN)	DISNEY INTERACTIVE	NOV '99	$27
17	12	SIMCITY 3000/(CD W95/W98)	MAXIS	JAN '99	$38
12	13	BIG GAME HUNTER 3/(CD W95/W98)	HEADGAMES	SEP '99	$19
**	14	C&C: TIBERIAN SUN/(CD W95/W98)	WESTWOOD STUDIOS	AUG '99	$35
13	15	R.C. TYCOON: CORK./(CD W95/W98)	HASBRO INTERACTIVE	NOV '99	$19
11	16	SIM THEME PARK WORLD/(CD W95/W98)	ELECTRONIC ARTS	NOV '99	$39
18	17	RAINBOW SIX: GOLD PACK/(CD W95/W98)	RED STORM	JUN '99	$30
19	18	RAINBOW SIX: ROGUE/(CD W95/W98)	RED STORM	SEP '99	$45
15	19	WHEEL OF FORTUNE/(CD W95/W98)	HASBRO INTERACTIVE	SEP '98	$30
**	20	HALF-LIFE/(CD W95/WNT/W98)	SIERRA ON-LINE	NOV '98	$34

***Not In Top 10 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 30 Interactive Entertainment Software Publishers

Ranked on Units Sold

LAST WEEK	THIS WEEK	PUBLISHER
2	1	ELECTRONIC ARTS
1	2	NINTENDO OF AMERICA
3	3	SONY
4	4	HASBRO
5	5	ACTIVISION
6	6	HAVAS
7	7	MIDWAY HOME ENT.
9	8	THQ
8	9	MATTEL
10	10	NAMCO
11	11	GT INTERACTIVE
12	12	ACCLAIM ENT.
13	13	EIDOS INTERACTIVE
14	14	DISNEY INTERACTIVE
16	15	CAPCOM
15	16	MICROSOFT
17	17	SEGA OF AMERICA
18	18	INFOGRAMES
23	19	KONAMI OF AMERICA
20	20	LUCASARTS ENT.
21	21	THE 3DO COMPANY
22	22	RED STORM
25	23	INTERPLAY
24	24	FOX INTERACTIVE
27	25	UBI SOFT
28	26	TAKE 2 INTERACTIVE
29	27	SQUARE EA
26	28	MAJESCO
**	29	CRAVE ENTERTAINMENT
30	30	VIACOM

***Not In Top 10 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

Top 25 Best Selling Videogame Titles

Ranked on Units Sold

LAST WEEK'S RANK	RANK	TITLE/PLATFORM	PUBLISHER	RELEASE DATE	AVERAGE RETAIL PRICE
1	1	DONKEY KONG 64/N64	NINTENDO OF AMERICA	NOV '99	$60
17	2	GRAN TURISMO 2/PSX	SONY COMPUTER ENT.	DEC '99	$40
**	3	POKÉMON YELLOW/GBOY	NINTENDO OF AMERICA	OCT '99	$28
7	4	TOM. NEVER DIES 007/PSX	ELECTRONIC ARTS	NOV '99	$41
3	5	TONY HAWKS PRO SKATER/PSX	ACTIVISION	SEP '99	$42
10	6	NBA LIVE 2000/PSX	ELECTRONIC ARTS	NOV '99	$41
9	7	GRAN TURISMO RACING/PSX	SONY COMPUTER ENT.	MAY '98	$19
13	8	FROGGER/PSX	HASBRO INTERACTIVE	OCT '97	$18
6	9	SPYRO THE DRAGON/PSX	SONY COMPUTER ENT.	SEP '98	$19
5	10	POKÉMON SNAP/N64	NINTENDO OF AMERICA	JUL '99	$50
8	11	RESIDENT EVIL 3: NEMES/PSX	CAPCOM	NOV '99	$50
12	12	CRASH TEAM RACING/PSX	SONY COMPUTER ENT.	OCT '99	$40
11	13	TOY STORY 2/PSX	ACTIVISION	NOV '99	$40
18	14	SPYRO DRAGON 2: RAGE/PSX	SONY COMPUTER ENT.	NOV '99	$40
14	15	CRASH BANDICOOT WARP/PSX	SONY COMPUTER ENT.	NOV '98	$19
22	16	MADDEN NFL 2000/PSX	ELECTRONIC ARTS	AUG '99	$40
**	17	DRIVER/PSX	GT INTERACTIVE	JUN '99	$38
2	18	POKÉMON RED/GBOY	NINTENDO OF AMERICA	SEP '98	$25
19	19	SUPER SMASH BROTHERS/N64	NINTENDO OF AMERICA	APR '99	$50
16	20	NAMCO MUSEUM 64/N64	NAMCO	NOV '99	$30
21	21	TOMB RAIDER: REV./PSX	EIDOS INTERACTIVE	NOV '99	$40
24	22	RUGRATS/PSX	THQ	NOV '98	$20
23	23	SUPER MARIO BROS. DLX/GBC	NINTENDO OF AMERICA	MAY '99	$28
**	24	A BUGS LIFE/PSX	SONY COMPUTER ENT.	NOV '98	$19
25	25	TWISTED METAL 4/PSX	989 STUDIOS	NOV '99	$40

***Not In Top 10 Last Week*
Source: NPD TRSTS Video Games Service • Mary Ann Porreca 516.625.2345

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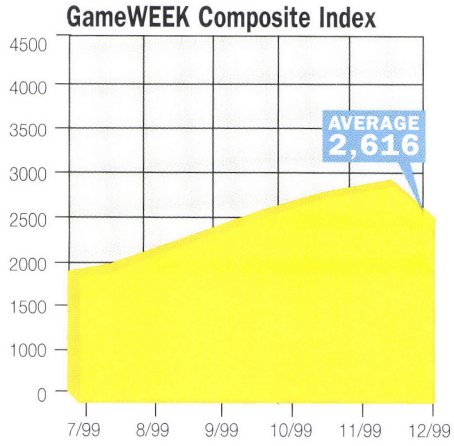
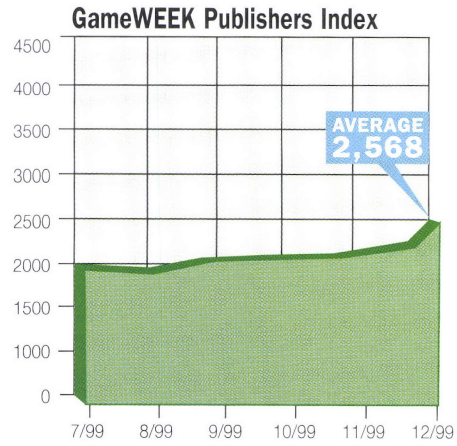
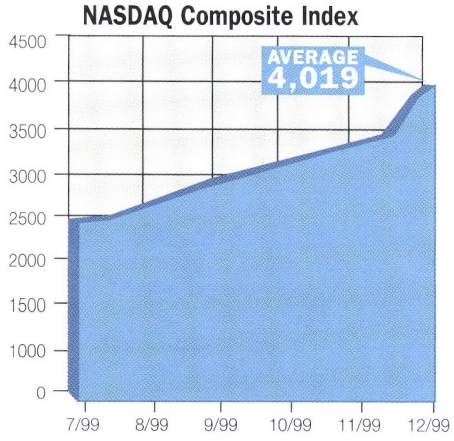
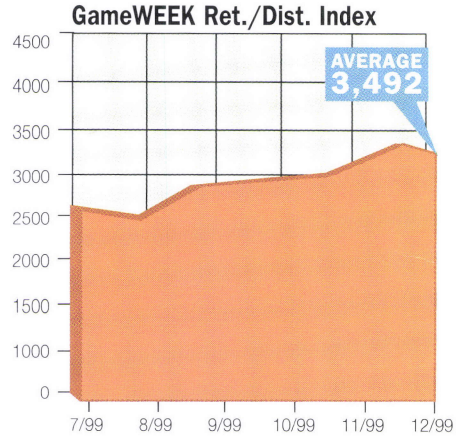
Index Comparisons









Summary of Results

Advances: 32 ***Declines:*** 29 ***Unchanged:*** 2

GAINERS	% CHANGE
Brilliant Digital Enmt Inc	50.00%
Sony Corp.	20.40%
Interactive Magic	12.50%
Best Buy	11.67%
CenterSpan	11.64%

LOSERS	% CHANGE
Cybershop Intl Inc	-19.27%
Digital River Inc	-17.87%
Amazon.Com Inc	-15.42%
eBay Inc	-12.03%
GT Interactive	-11.67%

INDEX COMPARISONS	12.23.99	12.31.99	NET CHANGE	% CHANGE
GameWEEK Composite Index	2363.98	2322.15	-41.83	-1.77
GameWEEK Publishers Index	2288.84	2210.94	-77.90	-3.40
GameWEEK Retailers/Distributors	3316.33	3449.42	133.09	4.01
NASDAQ Composite	3520.63	3620.24	99.61	2.83
Dow Jones Industrial Average	11286.18	11224.70	-61.48	-0.54
S&P 500 Stock Index	1433.05	1417.04	-16.01	-1.12
Russel 2000	464.58	464.58	0.00	0.00

Source: CNET Investor (investor.cnet.com) "This information is based on sources believed to be reliable, and while extensive efforts are made to assure" "its accuracy, no guarantees can be made. CNET Investor assumes no liability for any inaccuracies."

EXCH	TICKER	COMPANY	52-WEEK HIGH	52-WEEK LOW	P/E RATIO	12/23/99 CLOSE	12/31/99 CLOSE	% CHANGE IN PERIOD	% CHANGE IN YEAR
PUBLISHERS AND MANUFACTURERS									
NASD	TDDD	3D Labs Inc Ltd	8.93	2.75	-	6.50	5.88	-9.62%	67.86%
NASD	TDFX	3Dfx	23.00	7.50	-	9.16	9.81	7.17%	-22.28%
NASD	THDO	3DO	11.43	3.43	-	8.84	9.09	2.83%	88.96%
NASD	AKLM	Acclaim	13.00	4.75	9.0	5.19	5.13	-1.20%	-58.16%
NASD	ATVI	Activision	17.75	9.75	19.9	14.13	15.31	8.41%	37.64%
NASD	MIGS	McGlen Internet Group	15.00	0.50	-	4.00	4.31	7.81%	109.09%
NYSE	AMD	Advanced Micro Devices Inc	33.00	14.56	-	28.63	28.94	1.09%	-0.22%
NASD	AAPL	Apple Computer	118.00	32.00	28.5	103.50	102.81	-0.66%	151.15%
NYSE	BDE	Brilliant Digital Enmt Inc	7.93	1.75	-	2.63	3.94	50.00%	125.00%
NYSE	CRUS	Cirrus Logic	16.50	6.00	-	14.06	13.31	-5.33%	35.67%
NYSE	CPQ	Compaq Comp.	51.25	18.00	41.6	28.69	27.06	-5.66%	-35.57%
NASD	CREAF	Creative Labs	22.00	8.87	15.1	17.50	17.38	-0.71%	15.83%
NASD	DELL	Dell	55.00	31.37	83.6	52.69	51.00	-3.20%	39.37%
NYSE	DIS	Disney	38.68	22.75	47.2	29.13	29.25	0.43%	-2.50%
NASD	EIDSY	Eidos Interactive†††	105.00	15.00	85.6	88.00	83.00	-5.68%	416.73%
NASD	ERTS	Electronic Arts	124.43	38.00	45.9	84.81	84.00	-0.96%	49.67%
NASD	GTIS	GT Interactive	6.12	1.66	-	1.88	1.66	-11.67%	-66.88%
AMEX	HAS	Hasbro	37.00	16.87	14.7	18.13	18.94	4.48%	-47.58%
NYSE	HWP	Hewlett Packard	118.43	63.37	34.1	112.63	113.75	1.00%	66.51%
NYSE	IBM	IBM	139.18	80.87	25.6	108.63	107.88	-0.69%	17.02%
NASD	INTC	Intel	89.50	50.12	39.4	83.13	82.31	-0.98%	38.85%
NASD	IENTC	Interactive Magic	7.75	0.50	-	1.75	1.97	12.50%	-54.01%
NASD	INGR	Intergraph	10.25	3.18	-	4.34	4.69	7.91%	-18.48%
NASD	IPLY	Interplay	4.43	1.56	-	2.88	2.94	2.17%	64.91%
NASD	LOGIY	Logitech	31.50	11.00	-	29.50	27.56	-6.57%	142.31%
NASD	MVSN	Macrovision	82.50	14.00	238.7	67.13	74.00	10.24%	250.30%
NYSE	MAT	Mattel Inc	30.31	11.68	19.9	12.81	13.13	2.44%	-44.15%
NASD	MSFT	Microsoft	119.93	68.00	77.3	117.44	116.75	-0.59%	68.36%
NYSE	MWY	Midway	24.87	7.62	126.0	22.38	23.94	6.98%	117.61%
NASD	RCOT	Recoton	21.75	5.43	-	8.25	9.00	9.09%	-49.83%
NASD	EGAM	eGames Inc.	6.15	1.62	45.5	3.00	3.19	6.25%	92.45%
NYSE	SIII	S3 Inc	12.87	6.00	-	10.56	11.56	9.47%	57.45%
NYSE	SNE	Sony Corp.	295.87	65.50	87.3	236.50	284.75	20.40%	295.49%
NASD	TTWO	Take Two	17.50	6.50	17.0	14.50	12.94	-10.78%	56.82%
NASD	THQI	T-HQ	39.37	10.93	14.1	25.63	23.19	-9.51%	-17.19%
NASD	CSCC	CenterSpan	33.62	9.75	-	29.00	32.38	11.64%	102.34%
AMEX	VIA	Viacom	60.44	35.31	128.6	58.38	60.44	3.53%	64.32%
NASD	VOXW	Voxware Inc	2.12	0.56	-	0.97	1.03	6.45%	6.45
RETAILERS AND DISTRIBUTORS									
NASD	AMZN	Amazon.Com Inc	113.00	41.00	-	90.00	76.13	-15.42%	42.18%
NASD	AMES	Ames Stores	48.87	22.37	-	27.06	28.81	6.47%	6.71%
NYSE	BKS	Barnes & Noble	48.00	20.06	16.6	21.00	20.63	-1.79%	-51.47%
NYSE	BBY	Best Buy	80.50	29.56	35.6	45.00	50.25	11.67%	63.75%
NASD	BYND	Beyond.Com Corp	41.31	7.21	-	8.25	7.81	-5.30%	-62.35%
NASD	CDNW	Cdnow Inc	24.93	9.88	-	10.94	9.88	-9.71%	-45.14%
NYSE	CC	Circuit City	53.87	23.68	73.9	42.25	45.06	6.66%	80.48%
NYSE	CPU	Comp USA	14.93	5.06	-	5.44	5.06	-6.90%	-61.24%
NASD	COOL	Cyberian Outpost Inc	40.00	7.62	-	10.06	9.94	-1.24%	-63.86%
NASD	CYSP	Cybershop Intl Inc	17.50	5.12	-	6.81	5.50	-19.27%	-51.65%
NASD	DRIV	Digital River Inc	61.37	18.25	-	40.56	33.31	-17.87%	-6.16%
NASD	EBAY	eBay Inc	234.00	55.37	-	142.31	125.19	-12.03%	3.78%
NASD	ELBO	Electronics Boutique	26.31	12.12	-	18.13	18.00	-0.69%	-11.66%
NASD	FNCO	Funco Inc	24.62	10.12	7.3	10.63	11.19	5.29%	-36.07%
NASD	GGUY	Good Guys	11.00	2.75	-	9.06	9.31	2.76%	44.66%
NYSE	KM	K Mart Corp	18.62	9.06	14.4	10.75	10.06	-6.40%	-34.29%
NYSE	MAY	May Dept Stores	45.37	29.18	13.1	31.06	32.25	3.82%	-19.88%
NASD	NAVR	Navarre	21.93	5.56	-	6.44	5.75	-10.68%	-42.86%
NYSE	S	Sears	53.18	26.68	9.4	30.38	30.38	0.00%	-28.53%
NYSE	SME	Service Merchandise	1.68	0.09	-	0.28	0.28	0.00%	0.00%
NASD	SPLS	Staples	35.93	16.43	37.1	19.94	20.75	4.08%	-52.50%
NYSE	TAN	Tandy	79.50	20.37	45.5	46.13	49.19	6.64%	138.85%
NASD	TOPS	Tops Appliance	2.93	0.40	-	0.56	0.50	-11.11%	-82.22%
NYSE	TOY	Toys R Us	24.75	13.06	10.8	14.00	14.31	2.23%	-15.50%
NYSE	WMT	Walmart	70.25	38.62	59.1	67.38	69.13	2.60%	69.76%

INDUSTRY INFORMATION

Game Rental • Calendar of Events • Consumer Pubs

VIDTRAC's Top 25 Renting Games

For the week ending December 26, 1999

Rank	Game Label	Title	Publisher	Street Date	Days In Release	List Price (Equiv.)	Weekly Turns (000)	Weekly Revenue (000)
1	N64	Donkey Kong 64	Nintendo of America	11/23/99	33	$59.95	87.75	$252.38
2	N64	WWF Wrestlemania 2000	THQ Inc.	11/17/99	39	$59.99	67.50	$217.89
3	N64	Super Smash Bros.	Nintendo of America	04/26/99	244	$0.00	68.85	$208.55
4	N64	Pokémon Snap	Nintendo of America	07/26/99	153	$54.99	64.65	$202.58
5	PSX	Tomorrow Never Dies	Electronic Arts	11/10/99	46	$39.99	59.55	$182.48
6	PSX	Resident Evil 3: Nemesis	Capcom	11/11/99	45	$44.99	55.80	$175.21
7	N64	Army Men Sarge's Heroes	3DO Games	09/29/99	88	$59.99	54.75	$172.20
8	PSX	Driver	GT Interactive	06/01/99	208	$0.00	58.05	$168.88
9	PSX	Medal Of Honor	Electronic Arts	11/10/99	46	$39.99	54.45	$166.66
10	PSX	Twisted Metal 4	989 Studios	11/17/99	39	$39.99	47.55	$148.01
11	PSX	Tony Hawk's Pro Skater	Activision	09/29/99	88	$39.99	43.80	$135.22
12	N64	Resident Evil 2	Capcom	11/16/99	40	$59.99	39.90	$125.58
13	PSX	Tomb Raider 4: Last Revelation	Eidos Interactive	11/24/99	32	$39.99	40.20	$125.53
14	N64	NFL Blitz 2000	Midway	08/25/99	123	$54.99	41.40	$124.98
15	N64	GoldenEye 007	Nintendo of America	08/01/97	877	$39.99	39.45	$123.38
16	PSX	Ready 2 Rumble Boxing	Midway	11/10/99	46	$39.99	39.45	$122.40
17	N64	Mario Party	Nintendo of America	02/12/99	317	$0.00	37.65	$120.63
18	N64	Ready 2 Rumble Boxing	Midway	11/10/99	46	$54.95	37.35	$113.23
19	N64	Toy Story 2	Activision	11/17/99	39	$49.99	35.85	$112.74
20	PSX	NFL Blitz 2000	Midway	08/25/99	123	$49.99	31.95	$108.03
21	N64	Road Rash 64	THQ Inc.	09/22/99	95	$54.99	33.30	$105.62
22	PSX	NBA Live 2000	EA Sports	11/17/99	39	$39.99	32.40	$104.56
23	PSX	Tom Clancy's Rainbow Six	Red Storm Entertainment	11/18/99	38	$39.99	30.15	$100.07
24	PSX	Crash Team Racing	Sony Computer Entertainment	10/19/99	68	$39.99	33.30	$97.74
25	PSX	Madden NFL 2000	Electronic Arts	09/01/99	116	$39.99	29.55	$94.65

Consumer Publications

An Express View of Software Rating from Leading Consumer Magazines and Websites

TITLE	PULLISHER/SYSTEM	MAGAZINE	RANK	MAGAZINE	RANK	MAGAZINE	RANK
Rocket	Ubi Soft, N64	Videogames.com	7.6/10	Ign64.com	9.0/10	Gamecenter.com	8/10
Boombots	South Peak, PSX	Videogames.com	1.9/10	IgnPSX.com	3.5/10	Gamecenter.com	7/10
Quarterback Club 2000	Acclaim, DC	Igndc.com	2.0/10	Videogames.com	2.4/10	Daily Radar	2/4
Planescape: Torment	Interplay, PC	Gamecenter.com	8/10	Gamespot.com	9.0/10	IgnPC.com	9.2/10
Tomb Raider: LR	Eidos, PSX	Videogames.com	6.0/10	Game Informer	8/10	Coremagazine.com	B+
Odium	Monolith, PC	Gamespot.com	5.9/10	Ant.com	80%	IgnPC.com	7.0/10
V8: 2nd Offense	Activision, PSX	Videogames.com	7.5/10	Game Informer	7.75/10	IgnPSX.com	8.2/10
MTV Music Generator	Codemasters, PSX	Videogames.com	7.0/10	Game Informer	7.25/10	Daily Radar	4/4

Calendar of Events

February

13-17 International Toy Fair
Javits Convention
Center & Showroom Locations
New York, NY
www.toy-tma.org

14-18 Milia
Cannes, France
www.milia.com

March

8-12 Game Executive/
Game Developer's Conference
San Jose, CA
www.gdconf.com

April

5-7 Spring Internet World
Los Angeles, CA
www.events.internet.com

17-20 Comdex
Chicago, IL
www.comdex.com

May

11-13 E3
Los Angeles, CA
www.e3expo.com

June

13-15 Licensing Expo International
NYC, NY
www.licensing.org

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GameDAILY.com

Internet Changes Game Publishing

Online wheeling and dealing brings new business model blood into business

By Paul Palumbo

The recent spate of online deal making involving major publishers like Electronic Arts, Hasbro and Midway Games illustrates the power of the Internet to expand the scope of everyone's business models with distribution opportunities simply not available through traditional retail channels. While business models for online games are still in flux, it's clear that promotion is the scarcity on the Internet. And, these deals all involve a balance of established brands lashed together with distribution and promotional muscle. Whatever the eventual business models online, those two ingredients must be there, and the major publishers recognize that fact.

Industry leader EA's broad initiatives in networked gaming, for example, are surefooted and surgical and really point the way toward what the industry's new economic paradigm online might look like. The Internet is a medium of media, and it's also a medium of multiple business models. Exploiting the value of brands and properties in interactive networked media means making products accessible to gamers and consumers wherever and whenever they want it. Television is learning that lesson from the Internet, too.

EA's deals involve online extensions of classic game properties, employee stock options, access to additional capital through and Internet-related tracking stock, syndication, acquisition and partnership brokering and enabling network software. The nature of each of these deals is unique because it emphasizes elements of traditional media such as content syndication, but also newer forms of business model enhancement now available to publishers with network assets that utilize partners with specific technologies or expertise to trim overhead and pad the bottom line. EA's acquisition of Kesmai, for example, gives the company a proven developer of Internet exclusive content, as well as branded game and film properties from Fox Interactive.

Crucial to the success of any online venture is distribution clout, and EA got that in spades via Kesmai's relationship with AOL. That was a sweetheart deal waiting to happen, and picking off Kesmai made a lot of sense for EA. Fox had a gem in Kesmai, but didn't know it. The company was unable, or not interested in parlaying Kesmai's relationship with AOL into a deeper relationship that could have involved television cross promotion and other media.

EA's arrangement with AOL is a five-year exclusive worth $81 million in guarantees paid to AOL for preferred positioning on AOL's Games Channel, but EA retains syndication rights to provide "similar" content to its own branded EA.com site. It's a great deal!

Game publishers, networks, distributors and developers have found a business model online in syndication that will eventually pay off. It's worked in the television business for years, and it will work online, too. Plus, the cross platform promotional opportunities are simple; people have preferences in channels and networks, and forcing all potential customers to access content from one destination is counter-intuitive to the nature of the Web's freewheeling points of access. Content exclusivity on the Internet—unless it's premium content with a pay model attached like the WWF—does not make economic sense, and both EA and AOL know it.

Hasbro has taken the same syndication approach. The company has signed a deal with Go2Net Inc. to distribute its classic board games *Monopoly*, *Clue*, *Risk* and *Battleship*. Combining classic brands with a large destination in the business of attracting eyeballs gives Hasbro an opportunity to do what it does best: leverage the value of its franchise properties; it's not in the audience acquisition business.

Midway stuck a similar deal with Shockwave.com for some of its classic arcade titles like *Joust*, *Spy Hunter*, *Moon Patrol* and *Marble Madness*. Midway will release the downloadable Shockwave-based games on the shockwave.com site through an exclusive three-month window. Following that period, the games will be made available on Midway's site and licensed to other game destinations as well.

It's a good bet that Shockwave.com will continue to draw a lot of user traffic because the site has signed up the creators of *South Park* to produce original animated content in exchange for equity stakes in the pre-IPO venture. Shockwave.com may be pre-IPO, but EA has already announced plans to issue a tracking stock for its entire online division, and AOL will own ten percent of the issue with warrants for yet another five percent.

In addition, News Corporation will acquire five percent of the new stock. But the remainder—and here's the kicker—will be retained by EA and employees of the new division. There are going to be a lot of enthusiastic employees with a lot of incentive to produce bottom-line driven results at EA Online.

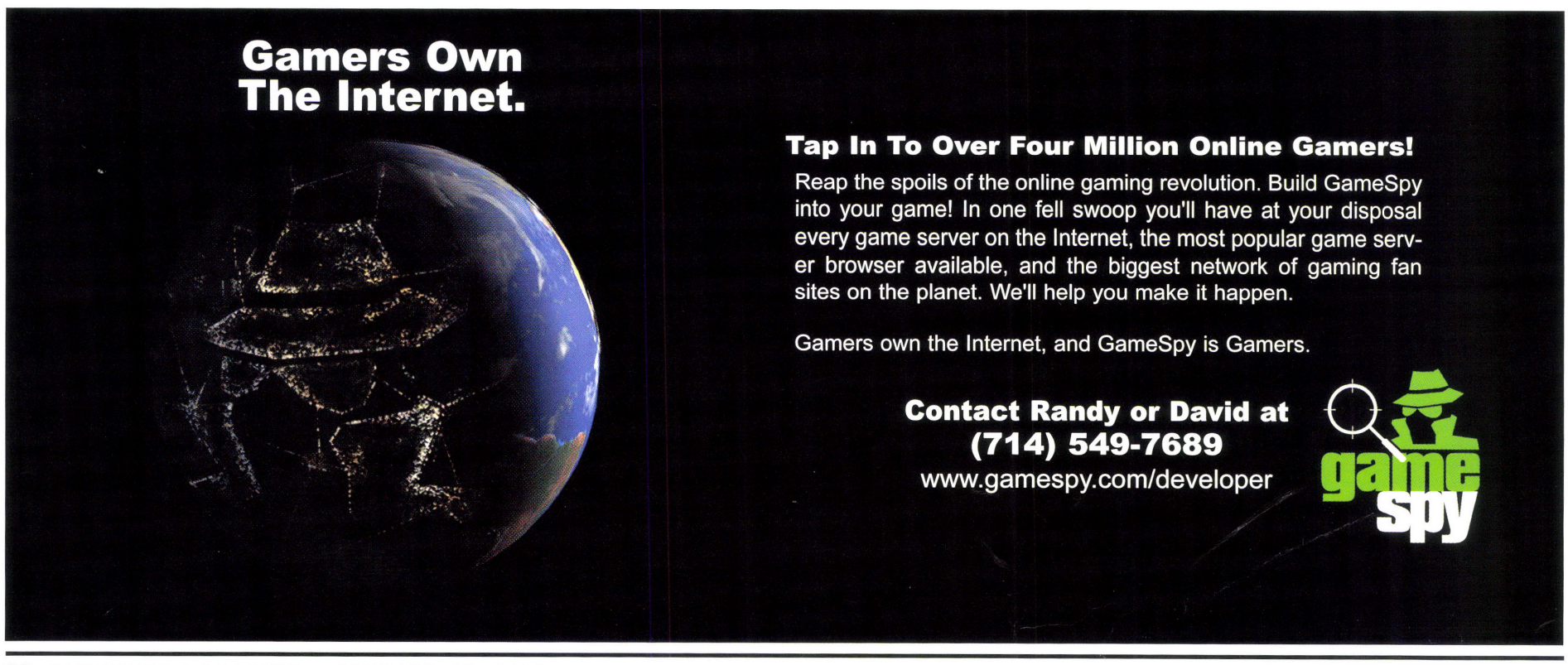
AUTOMATIC UPDATING: AN EA PRIORITY

EA has performed so well financially over the years because the company does the "little things" right. Its agreement with Marimba to license the Castanet software and manage its online content is directly tied to increasing productivity. In the traditional publishing paradigm, getting a new/updated client to a customer in real time (versus putting those assets in a box) has an implied efficiency. Consider that publishers have traditionally had to deal with "bug" fixes incrementally (i.e., version 1.01, 1.02, 1.03, etc.), then figuring out how many previous units are in the channel and matching those up with a silent update going out.

After those issues got sorted out, there was still a 6-8 week lag from warehouse "sign-out" to golden master. After that, there is packaging, shipping to warehouse and then out to retail. It's simply not very efficient.

Previously, publishers tried to get from 20-30 issues addressed before shipping new goods. The Internet allows FTP uploads, fixes or enhancements on a daily basis when a customer touches a publisher's site, but managing the process internally with internally developed solutions is a creative drain on resources.

By incorporating Castanet, update efficiency is bound to have a direct impact on title profitability. Castanet technology will initially be used to create a seamless patching system for gamers playing EA branded content. **GW**



How did a Japanese company that once manufactured playing cards end up capturing nearly all of America's multi-billion dollar videogame industry in the early 90's?

Find Out How in this Special Edition of Game Over

This includes two new chapters that detail Nintendo's ups and downs in the game industry since *Game Over* was first published. Take a look at how Nintendo has handled the cycle of hardware releases while under pressure by its competitors; the industry's reaction to being put under a microscope by congress over game content, and how the overall mood of the gaming giant has changed over the last decade...

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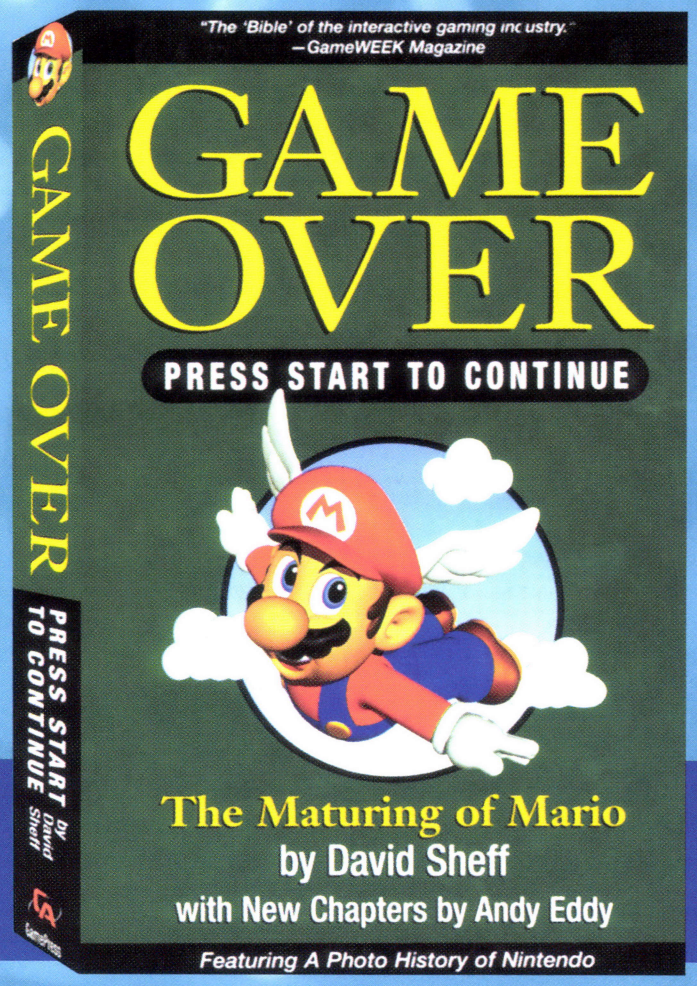
"Game Over is an excellent read for anybody, but especially for people following the history of video games. It offers the best glimpse of the videogame industry overall, and what will likely be the best look at Nintendo ever given to the public."

—Steven Kent, Reporter, LA Times Syndicate



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NEW CHAPTERS BY ANDY EDDY AND A PHOTO HISTORY OF NINTENDO

GameWEEK Interview

InterAct Accessories'

Todd Hays

From a small electronics importer to the largest manufacturer of gaming accessories, the company now prepares for its next generation of peripherals

By Marc Dultz

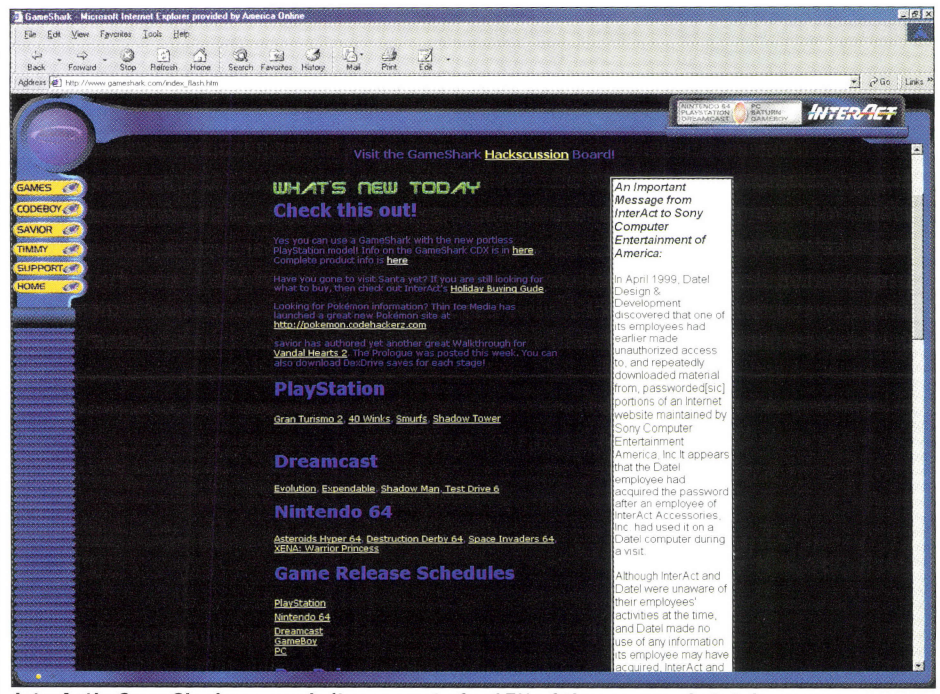
Since its inception, the InterActive entertainment industry has been reshaped again and again, thanks in part to an unrelenting barrage of faster processors and an influx of new and improved gaming platforms. It stands to reason then that a cottage industry would eventually grow up in the shadows of the platform wars, and become an industry aimed at helping consumers get the most out of their hi-tech gadgetry.

With sales of the latest videogame systems showing no signs of abating, and a stream of audacious new peripheral devices flooding store shelves, *GameWEEK* decided it was high time to sit down with Todd Hays, president of InterAct Accessories. In our exclusive interview, Todd traces his company's evolution, explaining how this once tiny electronics importer has emerged as this country's leading maker of gaming accessories. Todd was also kind enough to discuss the rationale for his company's success and walk us through the rather ambitious marketing campaign now being waged across the virtual landscape.

GameWEEK: *Todd, could you please tell us something about your background, role and responsibilities at InterAct Accessories?*

TH: After graduating from Penn State University with a marketing degree in 1987, I spent a short time as a management trainee at a Fortune 100 Corporation; however, an opportunity arose that enabled me to join a small Pennsylvania-based electronics importer called Acemore International. I spent three years at Acemore, starting out as a project manager then getting promoted to a general manager's position with profit and loss responsibility. Unfortunately, the owner became entangled in some tax trouble, so I offered to "sell" the company to and overseas investor called STD Manufacturing, which, at the time, was looking to establish a presence here in the United States.

SharkWire Online (N64 version)



InterAct's GameShark.com website accounts for 15% of the company's total revenue.

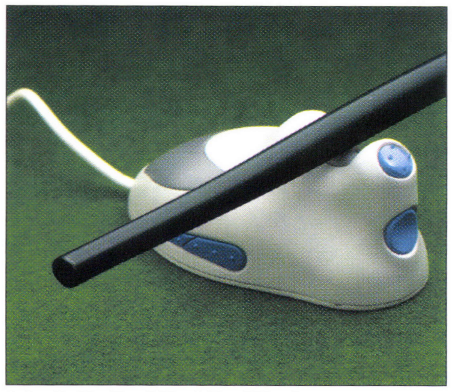
In 1991, STD assumed complete control of Acemore's assets and promptly renamed the company InterAct Accessories. Over the next three years, we grew in both size and sales, until we were recognized as the market leader in the videogame accessory category for all of North America. In 1993, I became a board member and equity partner in the company. Since that time, we have continued to widen our lead, and the company has grown by leaps and bounds with every passing year.

My role as president includes direct responsibility for strategy, marketing, product development and sales. I have also brought aboard a chief operating officer, whose job is to focus on operations, accounting, distribution and finance, as well as developing our e-commerce revenue stream.

GW: *InterAct Accessories was founded back in 1991. However, it wasn't until 1995 that Recoton—a leading consumer electronic accessories company—stepped in and acquired the company, retaining InterAct's operations in Hong Kong, mainland China and Maryland. How has Recoton helped to grow your business and enable you to compete against some of the more heavily entrenched accessory makers?*

TH: In 1995, my Hong Kong partners and I realized that our phenomenal sales growth was rapidly outstripping our financial capabilities. We studied several options, including going public in Hong Kong, taking the company public in the U.S., cashing out by selling the corporation or selling the operation to a strategic buyer. In the end, we chose the last course of action. We decided to sell the company to Recoton because it had a 60-year history in the retail sector and possessed the requisite funds to help us continue our awesome growth.

GW: *InterAct develops peripherals and other accessories for virtually every major gaming platform from the Game Boy Color to Nintendo 64, to the Sega Dreamcast and PC. Would you say that your revenue is evenly distributed*



InterAct's Reel Feel PoolShark

between each of the major platforms or is it concentrated among a handful of core platforms?

TH: Unfortunately, our sales break out is confidential, so I'm not at liberty to discuss the exact specifics of our revenue base. I can, however, say that in terms of market share, we lead in nearly every accessory category for each of the major gaming systems. Keep in mind that our market share break out will oftentimes coincide with the success of each hardware platform. So, if one platform pulls ahead of the others at the retail level, that swing in performance will inevitably show up in our own sales figures. I like to refer to InterAct as the "Switzerland" of gaming companies because so long as we develop, manufacture and also properly manage our inventory, we are not concerned which platform becomes the current system of choice by consumers.

***GW:** According to a recent Toy Retail Sales Tracking Service report, InterAct Accessories has sold more units annually than any other company in the videogame accessories category. Which of these products account for the bulk of your sales and how has InterAct come to dominate the videogame accessories category?*

TH: One point I'd like to stress is that we sold more units last year than all of our competitors put together. In terms of market share, I think that figure is somewhere around 71%, and that doesn't include the approximately 10,000 storefronts our products are sold in that don't feature our competitors' products.

One of the reasons why InterAct has been so successful has to do with the fact that we aren't reliant upon a single product or system to dominate the game accessories category. For instance, our GameSharks product line is helping to make GameShark.com one of the leading industry-related websites although it currently accounts for only 15% of our total revenue. That's because our business model dictates that we develop a GameShark for every viable gaming platform, which, as you know, includes a wide variety of systems. We adhere to a very conservative business strategy that hinges on the belief that safety comes from diversification.

***GW:** As I understand it, you're responsible for developing and implementing a multi-branded strategy that is not only designed to fill every conceivable market segment, but also meets the needs of the most discriminating consumer. Would you mind commenting on this strategy and outlining some of the key selling points for each of your product lines?*

TH: Our philosophy is simple because we utilize three selling techniques:

1. We have a range of products that appeal to hardcore gamers, and these fall within the InterAct brand. These products are highly innovative, give the gamer an awesome advantage over their adversaries and are heavily promoted via different channels.

2. We have a family of commodity-driven products that are geared towards the more cost conscious gamer. These products meet our competitors' specifications in every conceivable way, but are designed to penetrate the market at far lower price points than our top-of-the-line items. These products fall within our very affordable Performance category.

StarFire LightBlaster (Dreamcast)

3. Finally, we make a range of private label products for retailers interested in "connecting" with their consumer. These companies typically prefer to sell a mix of products that are different from what their competitor down the street might carry, which helps to drive traffic and build consumer interest.

***GW:** InterAct recently announced that it was developing a unique game console add-on system that was designed to introduce gamers to SharkWire Online, InterAct's own online community. Would you mind explaining the idea behind SharkWire and why, when so many other online gaming communities are available, would the average gamer want to take advantage of SharkWire's unique capabilities?*

The HammerHead FX provides PC gamers with "rumble" feedback sensation.

TH: Sharkwire Online is a very simple concept. Currently, only 50% of American households have access to a personal computer. We believe that it is our duty to assist the remaining half so that they can peruse the news, game reviews, game codes, strategies, e-mail and various discussion boards other people routinely visit on the Internet. In this regard, I have an entirely different philosophy than some of the so-called "top-tier" game publishers. While they seem to be scrambling to bring multiplayer gaming and full Internet access to a wider cross-section of the gaming audience, we are taking a simpler and more focused approach, which addresses the needs of the remaining population.

***GW:** What other products are currently in development at InterAct?*

TH: For competitive reasons, we don't make it a habit of disclosing what types of products are still in development. I can, however, tell you that the last two years' worth of investments in research and design have given us a variety of very cool products that we'll be introducing for all of the current generation of gaming platforms. We're also making sure that these products can be adapted to some of the next-generation platforms looming on the horizon.

***GW:** Some analysts believe that the industry is showing signs of convergence, and that one day, everyone will be playing games on the same standardized system. If what they say is true, do you think convergence will help or hurt your business model and how would it benefit the average gaming enthusiast?*

TH: If what the theorists say about convergence is true, which by the way I don't think will happen, then our market share would probably not be sustainable, at least in the commodities area (i.e., PC memory, disk drives, mice cables) Of course, our branded proprietary products would continue to remain as strong as ever. As a company, we would probably have to downsize somewhat, although from a financial standpoint, I don't think we would be any worse off.

***GW:** Over the next couple of years, where do you see the greatest growth occurring within the game accessories category?*

TH: The greatest growth will emanate from the PlayStation2, Dreamcast, Dolphin, and Game Boy Advance systems, as well as some other next-generation platforms still in the embryonic stages. Because much of this cutting edge technology is beginning to exceed our competitors' capabilities, I think we will find ourselves in an even better position than we currently enjoy.

***GW:** As we move forward into the next century, what do you see as the greatest challenge facing InterAct and the InterActive entertainment industry at large?*

TH: The greatest challenge I face at InterAct is finding ways to sustain the high level of energy, talent and skills I demand from my employees when so many other exciting, entrepreneurial and other option-rich employment opportunities exist in today's business world. I need to figure out a better way to reward all of my outstanding people and be able to attract the kind of talent it takes to continue this rocket ship ride. But, then again, that holds true for the entire industry, so we're all facing the same challenges together. Don't worry though, because I have a plan. **GW**

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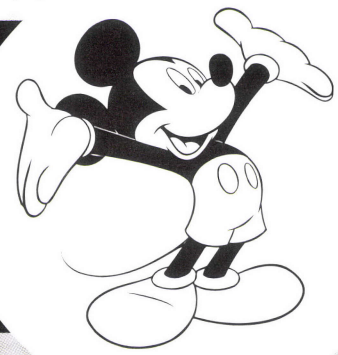

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ASSOCIATE PRODUCER - Direct and/or help direct the development of one or more software products. Direct the development of assigned products (or portions thereof) from concept to final releasing, providing/maintaining the creative vision. Develop creative relationships with internal/external developers. Be responsible for all phases of product development cycle. Requires 1-3 year of experience in project management.

Please send your resume and salary history (indicating job code) to: *Disney Consumer Products, Attn: Human Resources, Job Code: CMGMW01641, 500 S. Buena Vista St., Burbank, CA 91521-6146. Fax: 818/558-1804, e-mail rod.wingfield@disney.com*

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EBWorld.com Makes Strong Push into New Millennium

By Joel Easley

EBWorld.com shows no signs of slowing down after its very successful holiday season. A strong emphasis on customer service, something many consumers fear there's not enough of concerning online shopping, is being praised as the hero and the largest cog in the wheel of the company's success. The online counterpart to one of the biggest names in interactive entertainment retail, EBWorld.com, provides the consumer with a streamlined shopping experience and ease of use that is proving to be a winning combination for Internet sales. Seth Levy, president of EBWorld.com, sat down and talked with *GameWEEK* about the current business model and the strategy the company plans to follow to insure it remains on the forefront of e-tailer sites for the gaming public.

"As far as what our plans really are for the year, we built this year based on providing a level of customer service," stated Levy. "We've been selling online since the middle of 1997, and we went through a challenging time in 1998 during the holidays, like so many others, in terms of our customer service and fulfillment process which weren't up to the standards that we are accustomed to from Electronics Boutique stores and our reputation there, so we committed very early on in 1999 to not let that happen again- a lesson that some people didn't seem to learn this year, I guess. But from our standpoint, we built our model this year and will continue next year to build our model based on exceeding our customers' expectations about the service that they get from EBWorld. What that means is a continuation of our support and commitment from a contact center, which we opened in July in Las Vegas of this year, that is predominantly there to support the web business. It is a state of the art facility that handles phone, instant message and e-mail conversations 24 by 7 from the Internet customers."

Such rigidity on the customer service level is scheduled to maintain its course, but to what extent has yet to be determined. "At this point, I'm not sure if we're going to maintain the 24 by 7 all year, but we did ramp that up for the holidays. So, we're going to continue to maintain a call center statistic level that again provides that level of service to the customer. We've gotten a large number of customers initiating positive feedback to us for the outstanding level of service...really surprised at how quickly and efficiently we delivered on their product. So again, in terms of expectations for next year, we'll continue to leverage the strength of Electronics Boutique to allocate important product or the right product in stock as early as anybody and earlier than most, and make that available to the customers and make sure that it is processed for shipment immediately. We put that infrastructure in place to drive the business for the year, and we're going to continue with those standards for the next year."

Just who is buying products from the World Wide Web? Levy claims that, "Our demographic is the avid gaming public; that's a pretty wide demographic. It's traditionally between 15 to 35 year-old males, but with the growth of the entertainment software business, you're seeing the upper end of that age group growing...you've got people entering the market; you've got people not leaving the market." In an effort to ramp up awareness through use of other media, EBWorld.com decided to begin an aggressive television advertising campaign. "We made a commitment mid-year to launch a holiday campaign because we looked around and saw what other people were doing, and we realized that we were in a 'first mover' position, that we were doing the right things to insure customer satisfaction. We said 'let's take advantage of this opportunity and let's tell people about it.'"

EBWorld.com claims to feel little pressure from the other e-tailer sites that are selling interactive games and remains confident that it will continue dominate. With the new year at hand, EBWorld.com is hard at work to solidify itself in the top position for online software sales. The company is entertaining ideas of expanding the product line to offer more of what its core consumer audience is after, along with maintaining the level of service that it has shown is possible to provide to customers who prefer the Internet over the mall. **GW**

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GameWEEK (ISSN # 1097-394X) is published weekly—except March 3, March 24, May 19, May 26, June 16, July 14, July 21, and August 4—by CyberActive Media Group, Inc., 64 Danbury Road, Suite 500, Wilton, CT 06897. Copyright 1995, 1996, 1997, 1998, 1999 CyberActive Media Group, Inc. All rights reserved. Periodicals postage rate is paid at Wilton, CT and additional mailing offices. POSTMASTER: Send address changes to: 64 Danbury Road, Suite 500, Wilton, CT 06897. No part of this publication may be reproduced in whole or in part without express permission from the Publisher. *GameWEEK* is provided free of charge to pre-qualified professional buyers within the interactive gaming industry. One year subscription rate for the United States is $99.00, Europe $149.00, Elsewhere $200.00. Single copy price is $3.95, Canada $6.95. BPA International Membership established June 1999.. Printed in the USA. All software, hardware, characters and the like contained within this publication are copyright and trademarks of their respective corporations. CyberActive Media Group, Inc. may not be held responsible for typographical errors or omissions. Canada Post International Publications Mail Product Sales Agreement No. 1508903. Canadian Mail Distributor information: Express Messenger International, P.O. Box 25058, London BC, Ontario, Canada N6C 6A8. Printed in the U.S.A.

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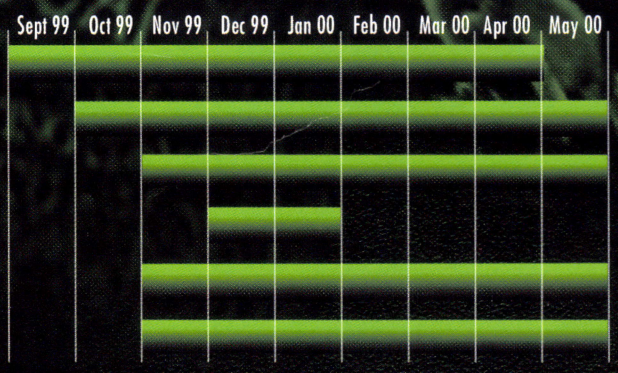

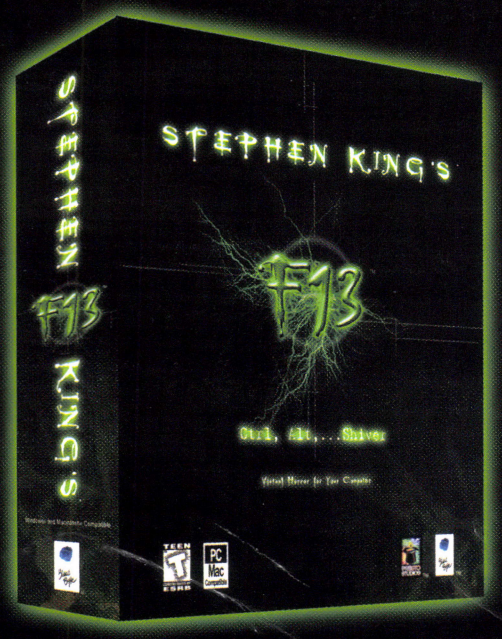

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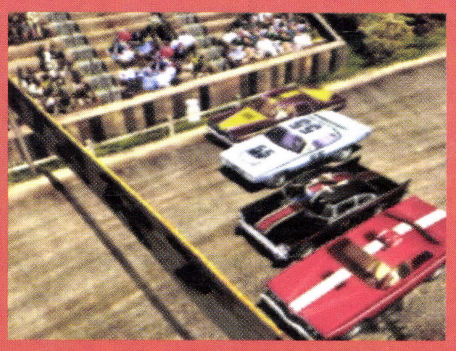

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