

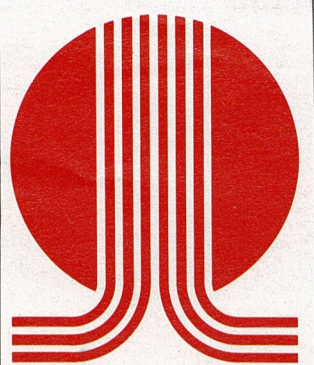
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CTW

An ETP Publication

4.11.91 **EUROPE'S ELECTRONIC GAMES TRADE PAPER** Issue 361



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ZCL unveils dealer franchise plan

In a response to tough trading conditions and increased multiple activity, ZCL is planning to set up a new UK franchise chain for specialist computer retailers.

The firm is predominantly focusing in on outlets that cover the crossover area between both the leisure and business markets, with at least 50 stores expected to be involved by this time next year.

In conjunction with CINVEN, an investment arm of British Coal which owns a fifth of the distribution firm, ZCL is forming a totally independent company called Calculus Stores.

Calculus will be independently run, headed up by a senior retail management figure to be announced shortly. But the move does ultimately herald a return to the franchise market for ZCL, which started life as Zappo — a franchise operation for home computer dealers during 1984/5.

Zappo evolved into a trade distributor as dealer needs changed but now ZCL chairman Don Carter believes there is demand for both franchise and trade distribution services.

The £27.5 million distributor will continue with its current operation unaffected for dealers not wishing to take the franchise route. Those that do, however, will be offered benefits such as in-store

design, national marketing, exclusive product lines and even financial support.

Several decisions on the scale and approach of the Calculus operation are still to be decided, with Carter apparently keen to assess dealer reaction. A gradual build-up of stores is expected to begin from early next year.

"We want to gear our resources up to likely demand. We think we can help dealers who see a franchise as an answer to some of the problems facing independent dealers," he told CTW.

"But if dealers don't need a solution then ZCL will continue to fight their corner as a trade distributor, without that dealer perceiving any difference whatsoever."



CARTER: Going back on the streets

Disney moves to Infogrames

Walt Disney last week switched its allegiance in the European software market from Titus to rival French publisher, Infogrames.

The entertainment leader insisted that it was not disappointed with Titus' work, but stated that Infogrames could offer more technical and marketing expertise.

The new partnership hopes to have five games on the market by Christmas, including *The Rocketeer*, *Mickey's Jigsaw Puzzles* and a new Dick Tracy offering. All will support a new Disney add-on called the Sound Source which enhances speech — giving a more genuine feel to characters such as Mickey Mouse.

Ocean gains Toyboy status

Ocean's Hit Squad budget label has won the right to exclusively supply Toys R Us with computer software.

The deal means that the chain has ended its longtime

association with the Virgin-owned Mastertronic brand, which had previously boasted in-store exclusivity.

Toys R Us is understood to have switched to Hit Squad because of its strong position in the market, whilst Virgin has tended to concen-

trate heavily on its full-price activity in recent times.

Some 33 stores across the country will each have a 16 foot display area, merchandised with Spectrum, C64, CP, ST and Amiga titles. There are also plans to range some suitable budget PC products in the near future.

"They looked at the extent and quality of our range and decided that we were the right people to deal with. We certainly think we'll be supplying enough choice for the consumers — our market share is currently standing at 28-30 per cent," remarked Ocean's sales director Paul Patterson to CTW.

There are no plans at present for non-Ocean product to gain entry but this development is apparently "not impossible".

Sega battles over millions with Erbe

Details of Sega Europe's pain in Spain were finally emerging last week, revealing an embittered, multi-million pound row that has already been in progress for months and now looks as though it could last years.

The trouble goes back to mid-summer and Sega's acrimonious split from its Spanish distributor, Erbe, which has resulted in both claiming damages — Sega's target being around £3 million and Erbe aiming for £5 million.

Both parties blame the other for the split — Erbe claiming that its contract was unfairly ended and Sega

insisting that the distributor's decision to handle Nintendo products clearly flouted the conditions of the contract and so ended the arrangement.

Sega now handles its own affairs in Spain, ironically with former Erbe director Paco Pastor at the helm. It claims that business in the territory is now better than ever.

Nevertheless, there is some dispute about the rights to Sega stock still with Erbe and over payments for the last deliveries.

Sega has already attempted to take out an injunction against the distributor but its request was denied. Despite the fact that it is appealing against that decision, the firm seems resigned to the

fact that the battle could grind on well into next year.

Sega Europe boss Nick Alexander was reluctant to comment officially on the matter, offering only that it is "involved in a legal dispute".

CTW understands that Erbe's main complaints surround an alleged breach of contract by Sega which meant that it was not allowed to distribute certain products.

The contract between the two did state that Erbe should not distribute rival products and Sega must have questioned the firm's decision to handle Amstrad GX cartridges.

When Nintendo's Gameboy was added to the roster, that was the end for Sega, but the legal battle looks set to run and run.



TOYS R US: In deep with Ocean

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HMV rocks to new games beat

As predicted by CTW, record chain HMV is to become the latest High Street giant to enter the computer and video games sector.

The firm has been pondering a move into hardware and software since the very early summer (CTW May 13th) and has decided to carry out a fullscale trial in three of its biggest stores.

Distributor Centresoft has won the prestigious task of supplying outlets in Reading and Southend plus the flagship megastore in Oxford Street, London.

It will be exclusively providing software across all formats, but predominantly Amiga, ST and PC, plus consoles and handhelds from

Sega and Atari. Overall, HMV currently boasts around 80 stores, some 15 of these being superstores.

"If the pilot scheme matches our expectations and proves successful there is every chance it will be extended to other stores in the group," commented HMV's marketing director David Terrill.

The trial comes after intense research by HMV into the market sector — one which has consistently attracted new retail operations throughout the past 12 months, whatever their historical product base.

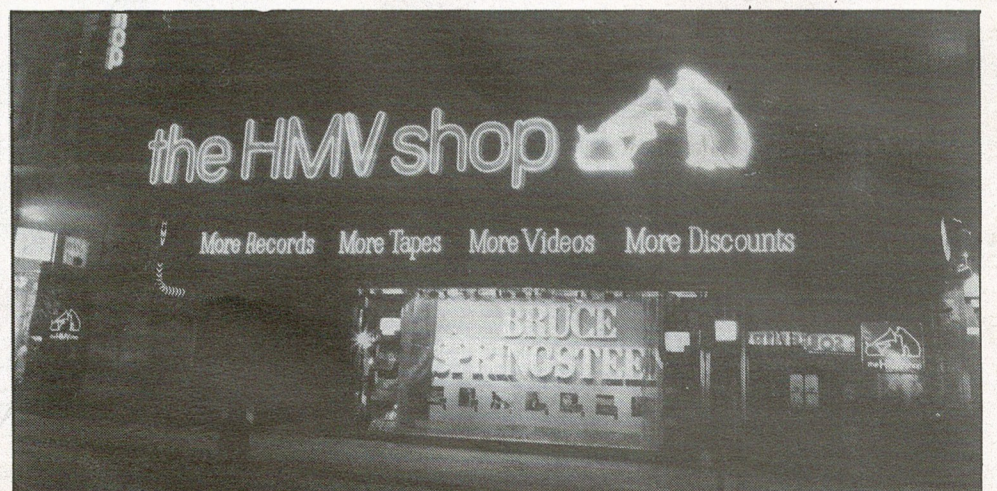
One firm it will have kept a particularly close eye on is Virgin Retail, which has experienced impressive growth with its Games Cen-

tres in recent times.

"We feel the time is now right to enter the marketplace as we believe the computer buying market

is now starting to mature and become surprisingly sophisticated," added HMV's business development director Glen Ward.

HMV's last trial was held in the Oxford Street store at the tail end of 1988, but software sales were not high enough to continue.



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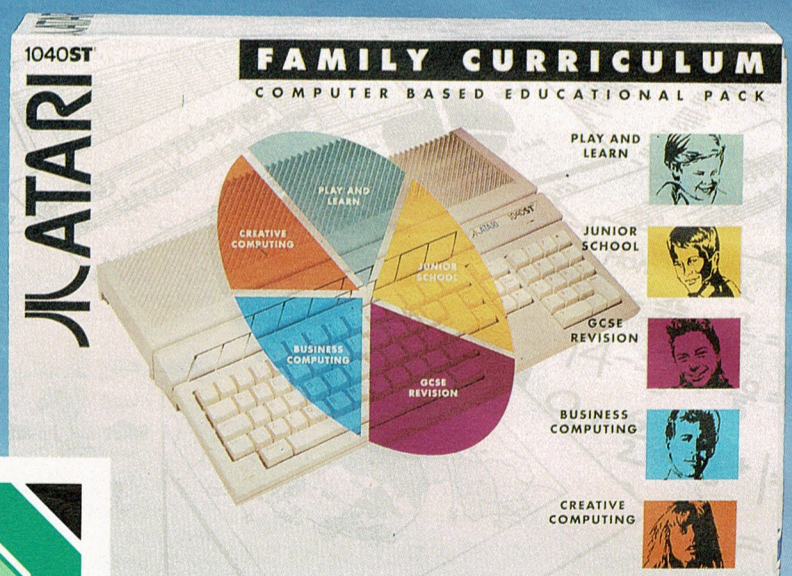


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Euro Nintendo boss repels UK dealer unrest

NES International (NESI) has responded strongly to complaints that many UK computer independents are being unfairly prohibited from gaining authorised Nintendo dealer status.

The firm controls Nintendo distribution throughout the UK, France and the Benelux territories. Speaking exclusively to CTW from its Paris HQ, boss Ron Judy last week explained at length that the firm is in no way looking to freeze out traditional computer stores in favour of large High Street multiples or toy specialists.

Judy was commenting following a number of complaints in recent months which have been directed at both Nintendo itself and exclusive UK distributor Bandai. Indeed, some retailers are known to have taken the issue up with the Office of Fair Trading (CTW October 7th).

"Around 90 per cent of the complaints have probably arisen from the decision to stop using Centresoft as a UK sub-distributor from September 1st. These are dealers who were receiving stock and then didn't have a source of supply," Judy began.

"The problem seems to be that Centresoft was advised

in May of Bandai's decision, with the hope being that they would tell their dealers that they could keep ordering stock as usual until September, but from then on they would probably have to go direct.

"It seems Centresoft didn't do that, so September came around and people thought that, out of the blue, they couldn't get product. Bandai, meanwhile, had obviously tied itself to a lot of other orders by September, and couldn't immediately appoint all Centresoft's customers. It also couldn't tell dealers what was happening through May to September, because Centresoft would have been angry that its dealers were being approached."

Judy insists that every application for Nintendo dealer status from a computer retailer is properly investigated - some 300 applications having been received since September. He admits, however, that there is never likely to be as many computer retailers buying from Bandai as had been buying from Centresoft, due to greater stringency on demo space, dealer financial strength and a clampdown on stores stocking grey imports.

"I want the best stores in the UK to be Nintendo, but they have to meet our re-

quirements. They must be nice stores that can merchandise both hardware and software and have the financial capability to deal with both - and that is very different to just being able to deal with computer software. Also, Nintendo lead times are longer, so planning is more important."

Judy also responded to dealers who have reacted with fury at the regular appointment of new chains throughout the summer and autumn.

"My guess is that many of the complaints are coming from accounts that do not qualify. But I think you'll find that the same standards apply to everyone. WH Smiths, for example, (CTW September 30th) was treated no differently. It even complained about us in your paper. It's simply not the case that Bandai is beating up the little guys and saying to people like Smiths 'Hey, you guys are giants, you just want software? That's fine'.

"I believe we are fair. The shops that qualify, I want on. I've told Bandai that they must investigate every account. Every store applying will be visited, so that we can decide whether to take them on.

"We know that the computer independents are effective, I am consistently talking to people to find out who the best are and how to



NINTENDO: All accounts are equal — but indies think some are more equal than others

screen them."

Lastly, Judy noted that the OFT complaints are being taken seriously by NES International — but that the firm has little fear of repercussions.

"Most of these allegations, if not all, are once again the result of us not doing business with Centresoft — people who were all of a sudden not being supplied. "But we do feel quite

strongly that once the Office investigates them, they will discover that our trading practices are uniform. No separate sector is being discriminated against, and we operate within the law."

YC men team up with Lizard

The publisher of hip indie music mag *Lime Lizard* has launched itself into the computer world with a new *Commodore 64* magazine.

The aptly named Lime Lizard Publishing has come up with *Commodore Power*, which will be edited by former *Your Commodore* men Richard Henderson and Jeffrey Davey.

Launched in the middle of December, the monthly mag will be aiming at the younger games-player, with a circulation aimed at around the 65,000 mark. The cover price

COMMODORE POWER

COMMODORE POWER: A dash of lime in mag market

will be £2.20 and it will have cover mounted cassettes.

Co-editor Jeffrey Davey told CTW: "The mag will have a lot of the aspects of YC to it, only this time there will be money behind it. But it would be unprofessional for us to comment on Alphavite's handling of the

magazine.

"*Lime Lizard* started life as a fanzine but was launched properly this year and now has a circulation of around 50,000 in the UK. We want the new mag to have a wider world view to it, basically, we're raring to go and we've got a lot of ideas."

Future promises the world for CBM

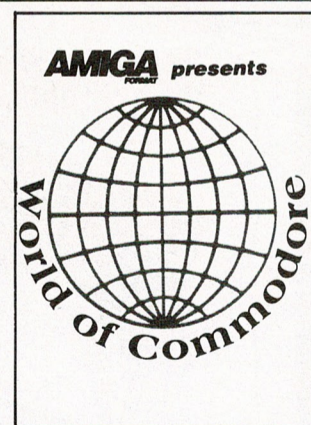
Future's loins were well and truly girded last week, as it prepared for what it is confidently predicting will be the show of the year.

It is particularly pleased with the pre-registration for its World of Commodore event, which it claims is "absolutely rocketing". At the time of going to press, the figure was hurtling towards the 10,000 mark with plenty more growth predicted.

Leisure publishing director Greg Ingham claimed: "The numbers are growing so fast that this is actually a very difficult one to call accurately.

"When we started we said that we would be pleased to hit a total attendance of 30,000 but now the 40,000 figure is well in sight. It's pretty much accepted that the pre-registration figure can be multiplied by three or four to give the actual attendance."

Meanwhile Simon Whit-



The world is waiting

combe has joined the firm as games sales manager for *Amiga Format*, having previously been advertising manager for Dennis' *Zero* and *The Games Zone*.

EA rises

Electronic Arts has announced another set of buoyant financial figures, with turnover and profit both rising.

The results covering a three month period ending September 30th 1991 show profit at \$2,667,000, up 61 per cent from \$1,652,000 in the corresponding period last year.

Turnover jumped 32 per cent, from \$24,887,000 last year to \$33,035,000.

The figures complete the publisher's first half financial picture, revealing a turnover for six months of \$57,635,000 (up 35 per cent from \$42,512,000) and a profit of \$4,119,000 (up 42 per cent from \$2,892,000).

In a break with tradition, the firm gave an indication of its performance in individual territories. It claimed that turnover was up 60 per cent in Europe and 80 per cent in Australia.

It also highlighted the success of Sega Megadrive products such as *EA Hockey*, *Road Rash* and *Starlight* for particular praise.

The news left EA's share price at its highest ever level, over 32 dollars and if current growth continues, it will be higher than that of General Motors by New Year's Day.

CTW Bulletin bulletin

CTW is creating a network of Platinum Dealers as part of its extensive promotional campaign for the revamped Bulletin 1000 POS videos.

CTW joined forces with the video firm in September, taking over the sales and marketing responsibilities. Adverts have already been placed in EMAP and Europress Interactive publications to increase consumer awareness of the product.

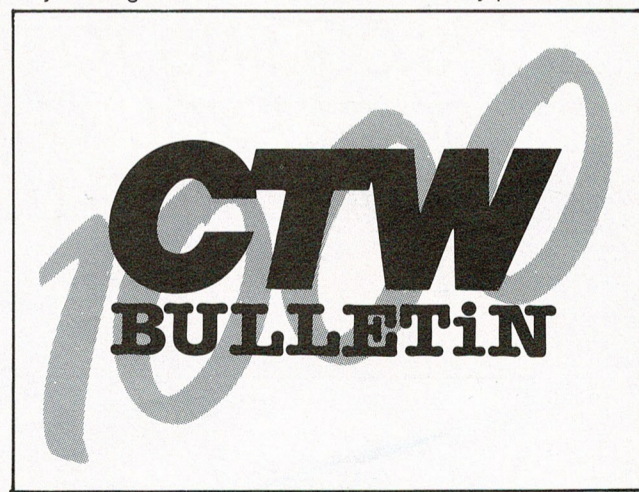
This campaign is being supplemented by in-store promotional material, linking back to the ads and drawing trade into the shop to check out the video — and possibly buy some games.

The Platinum Dealers have been created to avoid the problem of retailers getting sick of the Bulletin's constant burlblings and, therefore, not playing it at all after the first week or so.

They will pledge to run the video at peak sales times 3.30pm to 6.00pm on weekdays, 11.00am to 4.30pm on Saturdays and school holidays.

Any Platinum Dealer that CTW's secret police catches breaking the pledge will be beaten to death with a rolled up copy of Commodore's list of compatible Amiga games.

As a reward for sticking to the pledge, selected Platinum Dealers will receive extra POS material, plus entry into a free monthly prize draw.



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ELSPA looks hard and fast at piracy battle

Having announced a split with Gallup last week, ELSPA is now closely examining its relationship with anti-piracy body, FAST.

The leisure publishers association has commissioned an independent enquiry into games piracy, what is being done about it and how much more could be done.

The project has been undertaken by Lawrence Brown who was a trading standards officer and now works on a freelance basis combatting piracy in the video business.

ELSPA chairman Roger Bennett told CTW: "The report will be looking at all elements of piracy, how we educate people about it, the

advertising we use to get our message across and how we go about preventing it.

"The results will not necessarily undermine our relationship with FAST, but there is no question that there seems to be a lack of commitment between the leisure trade and FAST.

"There is also no doubt that what is being done at the moment is nowhere near good enough. With this investigation we will come up with the best way of improving things. That may turn out to be appointing an ELSPA investigation team or just renegotiating our contract with FAST so that the industry feels more comfortable working with them."

The results of the examination will be known in January of next year.

R&R tries comeback

The now defunct R&R Distribution almost made a sensational comeback last week....sort of.

A new firm set up by father and son team RS and RW Moorhouse has emerged, and apparently it was a toss up between R&R and M&M, with R&R not surprisingly coming second.

Having been set up for just over a month, M and M Distribution, based in West Yorkshire, has already acquired a dealer base of some 50 outlets.

Currently the firm operates through mobile

sales, but is looking to expand into telesales and cash and carry towards the end of the year.

A number of discount offers are being run, including reductions on most budget lines including Kixx, Hit Squad, Encore, and Alternative.

M and M boss Robert Moorhouse told CTW: "We're looking to have expanded our sales team by the end of the year. We're doing a mail out to retailers and a number of trade ads as well. We've made a good start, but everything takes time and we don't want to rush into anything."

Sega challenges Dixons

Just one week after the brouhaha of the Megadrive/Sonic bundle, Sega Europe has announced another exclusive deal with High Street giant Dixons.

The Dixons Sega Challenge '91 was launched in the Daily Express on the week of October 14th.

The first part involved answering a series of Sega questions to win one of 150 Master Systems — with entrants being advised to ask in their local Dixons if they didn't have the answers.

The second part will in-

volve a Sega games playing competition, due to be staged at Dixons' branch at Marble Arch, Oxford Street, on November 16th.

The ultimate winner will get a holiday for four in the new Euro Disney theme park near Paris.

Dixons' Rupert Gavin commented: "We expect a fantastic response to this promotion. It will appeal to the creative instincts of the mainstream children's market and will challenge their skills and knowledge as players — we are hoping to find the whizz kid of the future."

Vision on

Cityvision has announced more details of its venture into the games market, Game Vision.

The prospective chain got off the ground last Saturday (October 25th), with the second shop opening on November 2nd.

They stock Nintendo and Sega consoles, plus Atari and Commodore computers and a full range of software.

It has also been announced that Game Vision outlets will feature a "Play before you Pay" test area for customers to try out games they are interested in.

They will also offer Virtual Reality systems for purchasers keen to (ahem) experience the future of gaming.

Tally low for lasers

Mannesman Tally warned of doom and gloom in the 24-pin printer market last week, as it slashed the price of its entry level laser.

The 4ppm MT904 printer now retails for £825 — £174 down from its original £999. And the firm has now been quick to predict that this cut will have major repercussions in the world of 24-pin printers.

Mannesman Tally attributes the price cut to the fast growth of the sub 6ppm laser market, which has

pushed production costs down.

"The market for personal laser printers has really taken off in the last six months," said marketing director David Allison. "Although IDC still shows the 24-pin market leading, we are dealing with an increasing number of customers who have taken the decision to drop 24-pin in favour of lasers."

The firm is apparently looking to take 10 per cent of the personal laser market, and will be backing this up with a national advertising campaign and a cash back incentive to retailers.

Show gets to Wembley

Westminster Exhibitions has announced that it is to move its 16-bit Computer Show from Hammersmith to Wembley.

The show will take place at the Conference and Exhibition Centre from February 14-16th. Record levels of attendance have apparently forced the move.

February's event will be the fifth show, and the second change of venue. The firm has already attracted a number of major exhibitors including Atari.

Westminster Exhibitions boss Timothy Collins said: "Over 25,000 people turned up to the show in July and we had to control the numbers going through the door at any one time to avoid a



Finding the Wembley way

crush. Our projections for the next show lead us to expect 30,000 visitors.

"The move to Wembley will give us enough space to avoid the problem of overcrowding and develop the

audience further. The extra space will also enable us to invite more exhibitors to join us, and further expand the variety of products on display for visitors to try out."

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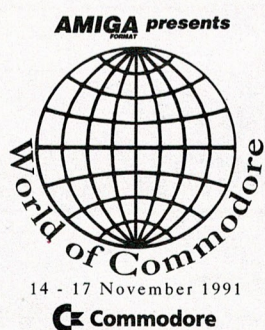
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Lux runs out for games

Looming changes to Radio Luxembourg are bringing an end to the station's regular computer and video games magazine — despite its apparent success.

The veteran station came up with its gametastic idea back in July, when it linked up with Europress Interactive's new *Games-X* weekly for the *Games-X Game Show*.

This ran for eight weeks and has carried on in the same format since, changing its name to *Zero Hour* when a deal was struck with Dennis' *Zero* monthly.

The show, broadcast between 9 and 10 pm on Tuesdays, has picked up an audience of over 190,000 listeners, but its time runs out on December 3rd. This is because the station is ceasing to broadcast on medium wave from the end of the year.

From 1992 it will only be listened to by incredibly keen owners of Astra satellite equipment.

"It's very sad, the move from medium wave will be bringing an end to a 58 year old tradition," explained Radio Luxembourg's Andy Hiseman to CTW.

"It's also a shame

because the games show was a great success — it would have continued on like *Coronation Street* if the station had carried on."

Heismann himself is leaving Radio Luxembourg, but is hopeful that he can convince his new firm, Atlantic 252, to revive the show in the New Year.

Pirate outfit Atlantic broadcasts to the north and west of Britain from Dublin, with apparently twice as many total listeners as Luxembourg.

"It worked so well on Luxembourg, it's simply got to work on Atlantic," added Heismann.

Mega CD to shake AVAC

Full details have emerged of Sega's Mega CD — along with the firm's intention to push the new machine in areas other than games.

One of the key phrases within Sega at the moment is the "AVAC plan" (A — Audio, V — Visual, A — Amusement, C — Computer) and the manufacturer sees the Mega CD as a core machine in that plan — the basic idea of which is to be more than simply a console company.

Sega's director of amusement R&D headquarters of Sega Enterprises, Hideki Sato, commented: "With so

many functions and features, Mega CD can be made to do almost anything." He added that there are plans to use the machine in education and graphics.

Those functions and features include a high capacity buffer RAM for easy conversion of home computer titles, a CD drive with an access time of 0.8 seconds, built-in scaling and rotational features and 8-channel stereo PCM audio source.

The Mega CD goes on sale in Japan in the first week in December, hits the US in early 1992 and is scheduled to reach the UK next autumn at around £299.

HS launches new Concept Specialist music distributor Hugh Symons has signed up an exclusive deal for a range of popular educational keyboards.

The Concept Keyboard is a touch sensitive input device whose keys may be defined by the user. Apparently only 20 per cent of schools computers are fitted with a Concept Keyboard so the firm is expecting big things from the brand.

The introduction of the Local Management of Schools Bill means that teachers will now be buying the computers from the cheapest local source, and this will be a big selling point for Hugh Symons.

Concept keyboards can be used with Acorn, Commodore, Apple, RM Nimbus, and IBM compatible machines.

Leisuresoft sees Plus points

Leisuresoft winds up its TecnoPlus roadshow this week, already proclaiming the CD-biased event as a clear success.

It finishes up this week with stops at Dorking (Philips' Interactive Multi Media Centre) on Wednesday November 6th and Bristol on Thursday November 7th.

Forums focussing in on CD ROM, CDTV, PC leisure add-ons and the TecnoPlus range in general have already taken place in Glasgow, Gateshead, Manchester, Sheffield, Birmingham and Northampton.

Some 30-40 dealers have apparently turned up at each event, with experts being on hand to run through CD technology in particular. More roadshows are almost certain to follow.

"We've basically been giving information and demonstrations. It's good to get the dealers together and educate them on the



TAYLOR: Happy with tour

technology itself, and also the wide range of software available," offered Leisuresoft boss Ash Taylor to CTW.

"You'd be amazed at how many retailers have never actually seen what CD ROM

and CDTV does."

Meanwhile, Leisuresoft has recently appointed Richard Tidsall as marketing manager, having previously held similar positions at US Gold, Bulletin 1000 and Sega.

UK on hold for the world of Bart

Acclaim UK has announced it could be as long as a year before the follow-up *Bart* game is released in the UK.

The sequel to *Bart Vs The Space Mutants* is *Bart Vs The World* and is due for release in the US next week to cash in on Bartmania at its height.

In the UK its release date will be set by Nintendo's ex-

clusive distributor Bandai and Acclaim's marketing consultant Larry Sparks told CTW he expects it to be let loose in the fourth quarter of 1992.

He commented: "People who think the hype is going to go away will be proved very wrong. *The Simpsons* are not just some fad. Besides, the rumour is that the programme is going to go on network TV, so if anything the hype will grow."

It seems that *Bart Vs The Space Mutants* is also amongst the favourites to lead the label's challenge on the PC in the UK.

It has decided that the PC is the only computer format worth bothering with and retained DOS rights in its home formats deal with Ocean.

Sparks stated that he would be disappointed if Acclaim's PC publishing does not start towards the end of next year.

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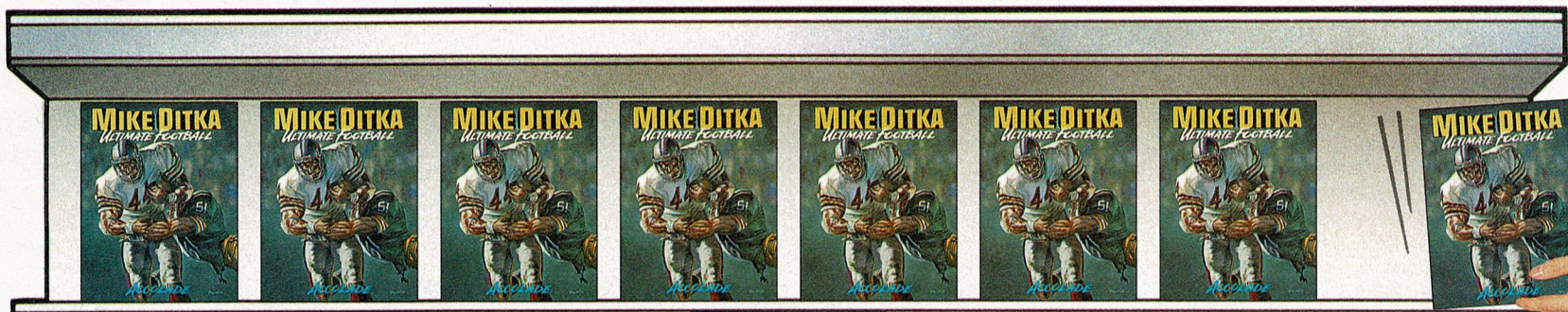
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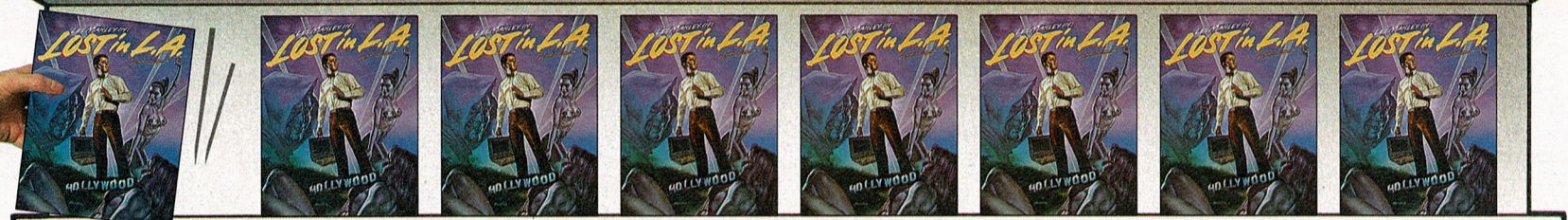


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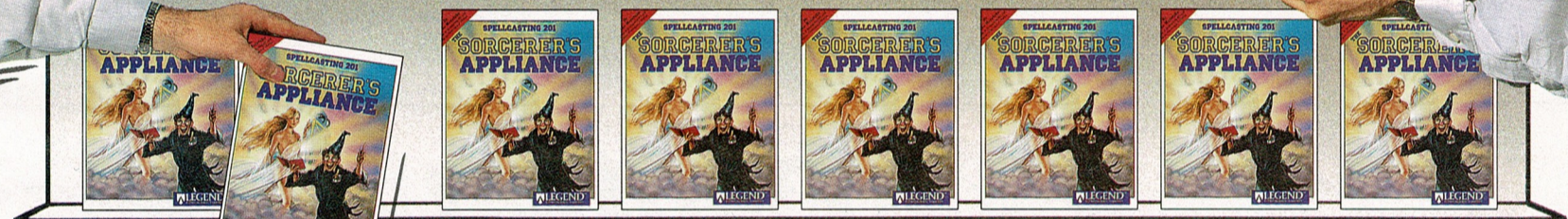
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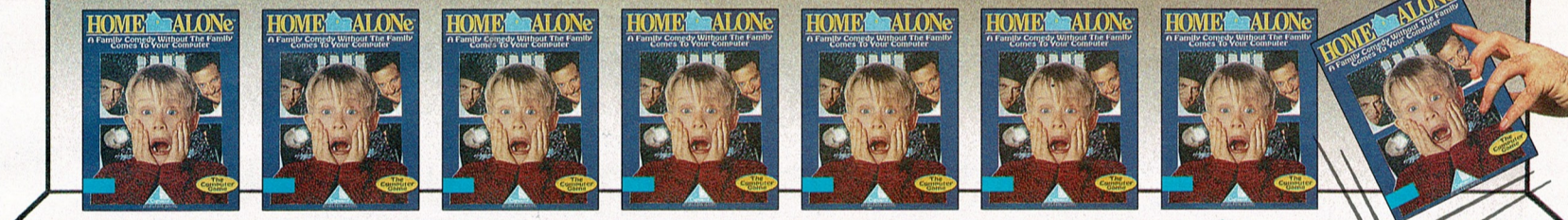
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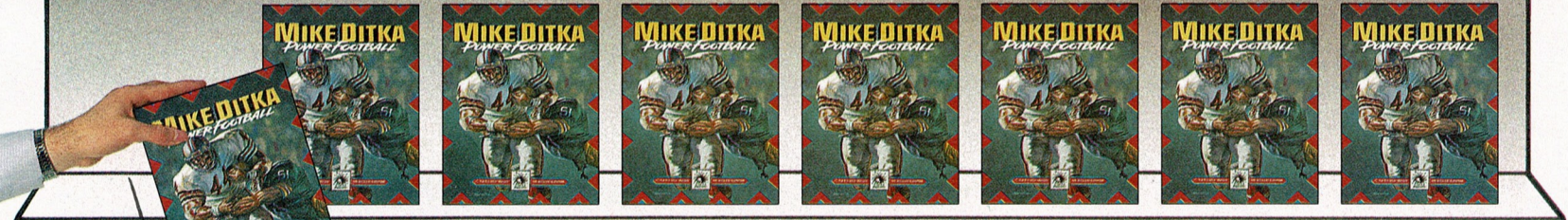
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Philips kicks off MPC assault, drives CDs in low

Philips has become the latest recruit to a growing army of manufacturers backing the Multimedia PC (MPC) standard, as well as introducing CD technology to its low-end range.

The 386SX-20 MPC leads the way in the States, bearing the MPC logo and conforming to the MPC standard outlined by Microsoft.

Its 386 chip runs at

20MHz, it offers 4Mb RAM and an 80Mb hard drive, super VGA graphics plus a 680 Mb MPC compatible CD ROM drive.

It is retailing in the States for \$2,499 and more MPC models will follow next year. The machines should be introduced in Europe in the early half of 1992 but no details on pricing have yet been offered.

Meanwhile, outside the MPC arena, the firm has introduced two CD PCs to its PCD range aimed at the

home and small business user.

The PCD 215 boasts a 286 chip running at 12.5 MHz with 40Mb of storage and a price tag of £999. The PCD 315 has a 386SX CPU running at 16MHz with, again, 40Mb of storage. It retails at £1199.

Both models come bundled with *The European Business Guide*, *World Atlas*, *Illustrated Encyclopedia*, *Wing Commander II*, *Ultima* and *Manhole*.

Double demo disk dabble delivered

Mindscape is trialling a new marketing initiative with the launch of its *Moonstone* and *Knightmare*.

The firm has come up with the bright idea of giving away free demo disks to consumers who buy either of the two titles. The first five thousand Amiga versions of *Moonstone* will boast a *Knightmare* demo, and vice versa.

Mindscape expects a good response to the move, seeing it as the perfect way

to advertise relevant products to particular types of consumer.

"We will probably do the same thing with other games in the future, but there's not much point putting a demo of *Knightmare* in with *Paperboy 2*. You have to make sure the games lend themselves to the type of person who is buying them," explained Mindscape's Pam Griffith to CTW.

Both *Knightmare* and *Moonstone* are upmarket role-playing/strategy games, shipping on the Amiga this month.



setting forth into another place, another time. The Dungeon Master. And what makes you will succeed in the Quest, when so many others

KNIGHTMARE: Stoned

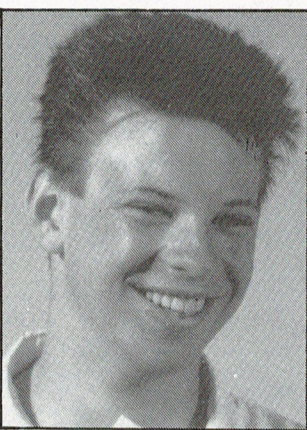
Coders just like Eddy

CodeMasters has found a replacement for its erstwhile PR and marketing manager Mike Clarke, in the shape of former Newsfield man Richard Eddy.

Eddy joins the CodeMasters team from his position as managing editor at Newsfield. He was also pencilled in as editor for the firm's looming *Sega Force* title before Newsfield went into liquidation.

CodeMasters boss David Darling offered: "We've known Richard for years and have always been impressed with his knowledge and understanding of the games and youth markets. Richard is going to be a valuable member of the CodeMasters team."

Eddy added: "I have



EDDY: Under new management

always been impressed with CodeMasters' operation and its incredibly successful track record proves that it's a great company to be part of. The people at CodeMasters, from the programmers to the production and sales staff, form a highly creative team and the line up of product has never been better."

ZCL puts heat on dealers

ZCL announced details of its 1991 dealer incentive trip last week — offering good performers sunny hols next year in Florida, the Caribbean, or both.

The firm has been deliberating on what kind of promotion to run since Commodore's recent decision to cancel its own 'points mean prizes' affair. It was forced to re-think its strategy for next year, but remained convinced that these type of trips are what dealers want.

From May 26th until June 7th, ZCL will host its 1992 incentives with the choice of a week at the Bonaventure Spa in Fort Lauderdale, Florida or a magnificent Caribbean Island Cruise or, if preferred, both.

"Dealers will have a great

time in Florida with a well balanced mix of business and relaxation. We will then fly one party back to the UK and a new one out to join the cruise ship.

"Some dealers may choose to transfer straight onto the cruise or perhaps offer one week of the trip as a staff incentive," commented ZCL's chairman Don Carter.

Last year ZCL took 150 people to Kenya on Safari and then onto the Seychelles. Next year's trip will be the firm's sixth, and it confidently expects to be playing host to its 700th customer.

Following a tough summer for many retailers, ZCL has decided to extend the target period in which they can qualify for the trip. It now runs until March 31st next year.

ELSPA pays up to supergrass

ELSPA has paid out a £500 reward for convicting a software pirate — the first in its long running "grass up a pirate" campaign.

Mr E Wallace of Fulwood in Lancashire received the reward for providing evidence as a witness, including a test purchase of the pirated software.

The firm convicted by the evidence was Pick 'n' Choose of Salford, which was fined £19,600, and had to forfeit £16,500 worth of goods.

The trading standards officer involved apparently said that it was the largest fine ever imposed on a case he had brought to court.

ELSPA secretary Roger Bennett commented: "We are pleased to pay Mr Wallace the reward, which is fully justified given the co-operation and help he provided in obtaining the conviction."

"There are a number of cases currently under review where a reward may be applicable based on information provided through the FAST hotline telephone number in the ELSPA anti-piracy advertisements published in the computer entertainment press.

"Anyone supplying information about piracy to ELSPA can claim a reward on conviction of the offender, but obtaining evidence is the key."



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Mario is George Bush lovechild

Quality tabloid *The Sport* has tied up a major deal with growing independent chain Microbyte.

The Saturday edition of the publication is apparently enjoying huge success with its new computer and video games column, called Megabytes, supplied by wandering industry veteran Leslie Bunder.

The link up with Microbyte means that the column will run each week with a money off voucher. Readers who take the voucher to their nearest store can gain a five per cent discount on consoles, cartridges or 10 per cent on computer software.

Bunder believes that this is just the first of several major promotions that *The Sport* will be running in conjunction with various industry players.

"We've already had a great response from lots of firms. *The Sport's* readership is mainly 16-30 year old males, and they are the main game buyers too," he told CTW.

"This is the first national newspaper to cover computer and video games in the proper way. The only other paper that has a column is *The Mirror*, but *The Sport* gives over more space, runs more competitions, more news and better reviews — it's even been flagged on the front page."

Games-X takes on Pacmania challenge

Tecmagik has teamed up with weekly mag *Games-X* to produce the *Pacmania Challenge* — a series of competitions in independent shops throughout the country.

The challenge takes the form of a five minute play off, where contestants play a level of *Pacmania* for five minutes. The top three at each store will be included in a top twenty to be printed in *Games-X* every week.

Tecmagik will be backing the promotion with T-shirts, badges, baseball hats, posters, and software. The

overall winner receives a Megadrive, Powerbase Converter, and software.

Announcements as to the date and location of the next challenge are included in *Games-X's* Street Talk column every week. Chosen dealers will also get a full page of editorial the week after the challenge.

Tecmagik's Nikki Hemmings commented: "The Street Talk section of *Games-X* provides the perfect arena for such a promotion, which would be difficult to execute in a monthly magazine. We have no doubt that this activity will be echoed by other publishers in the future."

Shopper hits 25 million

The build up to the forthcoming December *Shopper Show* continues, with the organiser now claiming to have set up its biggest promotional campaign ever.



Blenheim is making the rather outlandish claim that some 25 million people will be aware of the show before it opens at Wembley on December 5th.

The firm claims that the show will have the biggest promotional backing ever for a consumer computer show. Tie-ins include *The Sunday Mirror*, LWT's *Six O' Clock Live* and *10 Sharp*, Capital Radio, Radio Luxembourg, and *Buzz* — Channel Four's teletext computer service.

Blenheim's business development director Stephen Bozdan commented: "We are very pleased with the way our PR campaign has gone this time, and let's not forget that this is in addition to our advertising, direct mail order, and postal campaigns."

"*Shopper* has always been the biggest crowd puller of them all, but we can't afford to get complacent, particularly when we are predicting an attendance of up to 60,000 visitors this time."

Storm boxes clever for Final

Sales Curve label Storm is offering games dealers around the country the chance to stage their very own boxing tournament.

The firm has made the offer following the success of a recent promotion in the Virgin Games Centre, Oxford Street, which had "hundreds"

of customers battling it out for supremacy.

Rather than provide an in-store ring and Reg Gutteridge lookalike, Storm is centring the competition around its *Final Blow* title which is just out on ST, Amiga and C64.

For that added touch of authenticity, however, the firm is offering participating store managers a free boxing robe complete with their

very own name embroidered on the outside.

"We've decided to offer this in-store promotion to anyone interested because it's a good bit of fun, and it worked very well at Virgin. *Final Blow* is creating a lot of interest at the moment, particularly because of the current lack of boxing games on the market," commented Sales Curve's sales manager Nadia Singh.



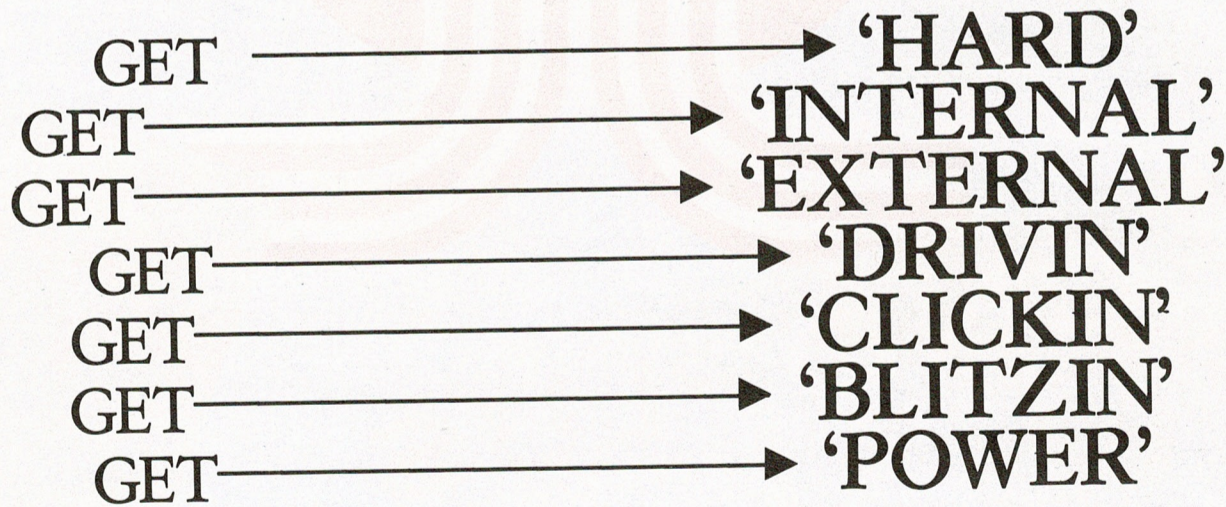
The Acorn User Show was hailed as a great success last week — most loudly by Acorn and show organiser, Safesell. There were, however, some statistics to back up the claim, with attendance reaching 10,500, up from 6,500 last year. The event ran from October 11th-13th at the Wembley Conference Centre with the stars of the show being the A5000 and, perhaps rather significantly, a new Acorn ink-jet printer, the JP150.

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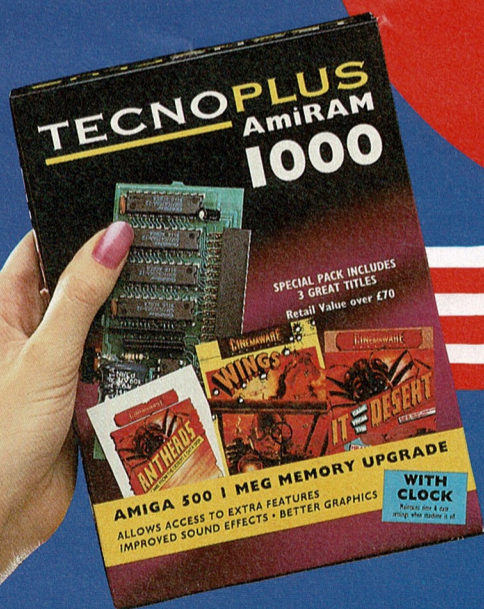
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NEWS ANALYSIS

KEEPING IT IN THE FAMILY

After a short time spent in the limbo of liquidation, due to its unexpected demise last month, a new slim-line Newsfield has re-appeared under the protective wing of the Europress Group. RONNIE DUNGAN finds out about life as a family mag...



Quite ironic really, that the week after Future's *New Computer Express* finally went gargling and spinning down the plughole, Newsfield's two hardy perennials should reappear.

After all it was *New Computer Express* which seemed to revel in the closure of the two mags.

Looking for these? Don't bother! Yeess well...an apt enough headline at the time perhaps, but the gloating was shortlived (for two reasons) and now both *Crash* and *Zzap!* are back, not quite with a vengeance, but they're at least a little miffed, and this time they've bought along some friends.

have seen better days.

Zzap! may find some solace in Commodore's Christmas boost for the C64, but it will be re-launching into a competitive market, with Future's *Commodore Format* continuing to dominate — and it may even have converted a few more readers during *Zzap!*'s enforced absence.

May the Force be with you

The Sega market on the other hand is definitely a different kettle of fish (whatever that is), and the third title in the bundle — *Sega Force* — may just have been the ace in the hole.

Europress boys a call.

The firm is convinced there's room enough for three mags in the market though. As Europress boss Derek Meakin explains: "We had already been thinking about doing a Sega magazine ourselves. We don't mind the competition at all. According to Sega they will have sold one million consoles by Christmas, so I think there's room for all of us."

"We don't want to be second best to anyone though. The more Sega titles there are on the shelves, the more likely it becomes that kids will browse through the mags to find out which one they want to buy."

But for some intervention from Nintendo, the firm's other looming console project, *Nintendo Force*, may also have lived to tell the tale.

In typical fashion, Nintendo once again mounted its high horse and trotted around to its lawyers' place unhappy about the use of its name, and soon the threats were flying. Needless to say, like many others before

Europress directors — Michael and Derek Meakin and David Hirst — the presence of Newsfield's Jonathan Rignall as MD and Roger Kean and Oliver Frey as directors ensures that the firm won't be engulfed.

A lot of the existing Newsfield editorial staff have retained their jobs, although with less mags to cater for now, there have been inevitable casualties — around 25 staff.

As new Impact boss Jonathan Rignall explains: "We will continue the spirit that Newsfield had, because we're the ones running the company on a day to day basis. This is obviously a very satisfactory outcome for us because I think that all along Newsfield suffered from not having enough finance."

"Certain projects didn't happen because of that, but with the backing we've got now it's a different matter. We can benefit from group circulation management which we lacked before, so we can improve our circulation and distribution all

and I had hoped I could turn it around. Now we're starting with a clean sheet," says Rignall.

Fourth division material

The Europress stable now holds 12 magazines (including your own, your very own CTW) shared within four divisions — Europress Interactive, Europress Trade Publications, Europress Publications, and the newly formed Impact division.

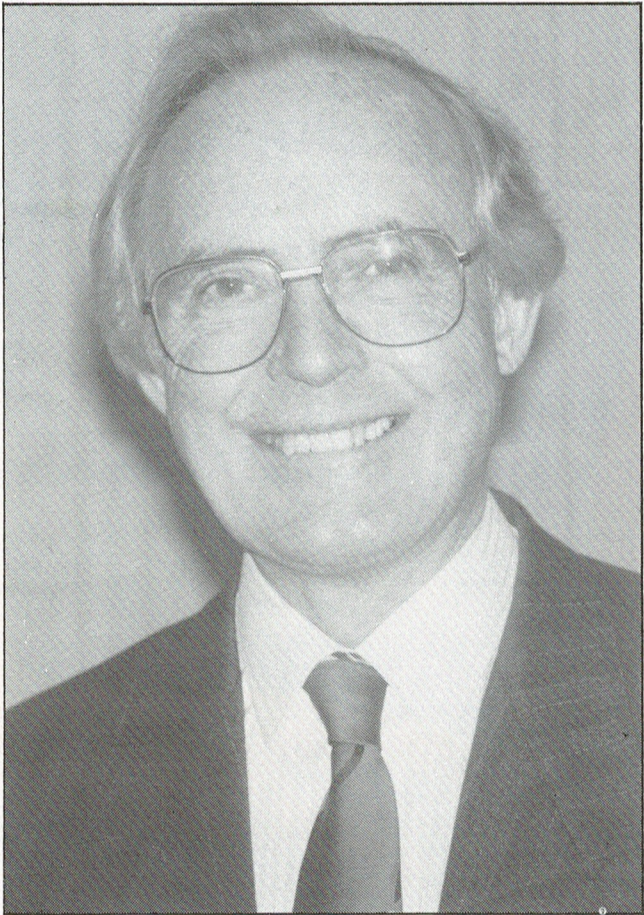
It's a wide enough selection to keep the Meakin family in board meetings for the rest of their natural lives, but Derek Meakin is adamant that the group can cope.

to claw back some lost ground. Both mags will have cover mounted promos, and freebies inside.

With Sega making the usual bold sales projections for Christmas, the firm is also confident that it can clear nearly all of a print run of 80,000 for *Sega Force*.

In a few months the whole Newsfield crash will have been all but forgotten, and in essence all that has happened is that the firm has overflowed some rather dodgy horror titles and a minority board games mag, which is no bad thing when you think about it.

In fact, aside from the fact that a lot of people have lost



MEAKIN: Looking to make an Impact in the Sega market

After only a month in the wilderness the firm has re-appeared as part of the Europress Group, with the new and exciting street level name of Europress Impact.

Many may find it surprising that the titles were snatched from the jaws of defeat so quickly — after all we're not talking about big selling 16-bit mags here, both *Crash* and *Zzap!* are in markets that

Europress has put its faith into a magazine that nobody has seen yet, a mag without a track record, which is launching into a market that already has two very competitive players slugging it out — Future's revamped *Sega Power* and Paragon's newly launched *Sega Pro*.

If you're looking to sell your old Cortina it might be worth giving some of the

"We had already been thinking about doing a Sega magazine ourselves. We don't mind the competition at all, but we don't want to be second best to anyone. The more Sega titles there are on the shelves, the more likely it becomes that kids will browse through the mags to find out which one they want to buy."

Derek Meakin, Europress Group

them, Newsfield took the threats seriously. A wise decision really, seeing as the firm was actually in liquidation, or thereabouts, at the time.

Even with the might of Europress now behind them, they're not about to get lippy. There's a newfound confidence throughout the old Newsfield staff, but they're not *that* confident.

Engulf crisis

Despite the obvious advantages of having a bit of financial muscle this time around, the firm will cling on to its independence, and that certain Newsfield *Je ne sais quoi* it claims to have had.

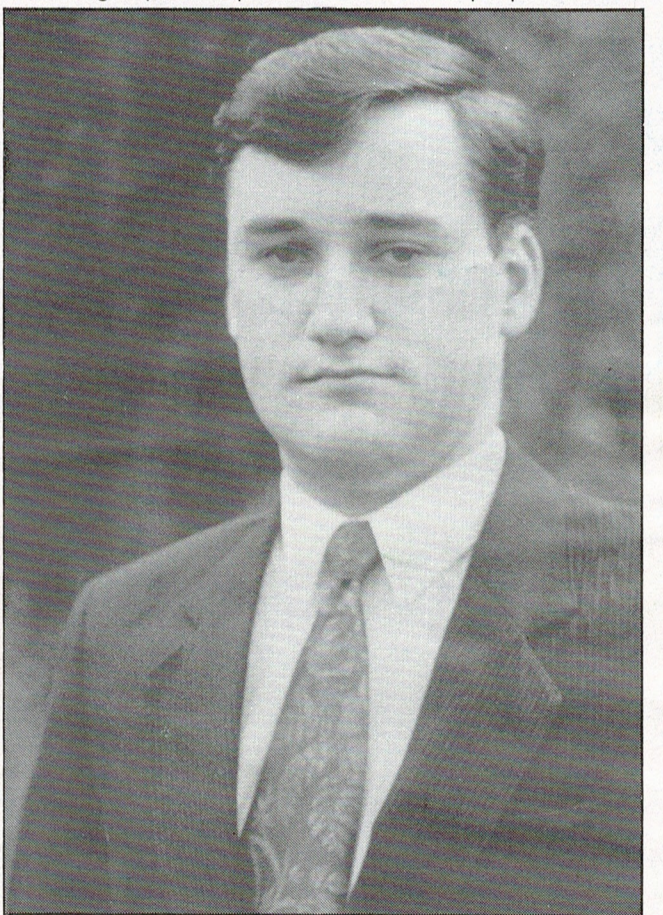
Whilst the Impact board will consist of three

round."

Crash and *Zzap!* don't appear to have had any major distribution problems in the past, and any fall in circulation is probably a reflection of the markets they are in.

It appears that the two 8-bit stalwarts were the only two Newsfield mags making any money for the firm. The only problem was the firm was running eight mags not two, and eventually the overheads proved too much.

"In general, our overheads are much smaller now, so we should now be a lot more profitable. I only joined the firm four months before it went down. I knew there were some problems, but I didn't realise how bad they were,



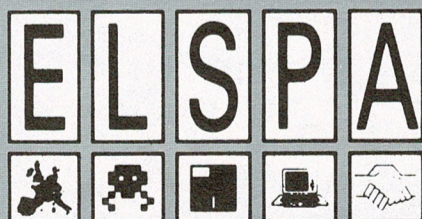
RIGNALL: Life after the crash

"All the magazines are produced by different companies, so each firm can obviously cope very well. It's part of our deliberate policy of de-centralisation, our thinking is that a small number of publications for each company is enough for them to handle."

No holds will be barred during the next few months as both *Crash* and *Zzap!* look

their jobs, which is obviously very unfortunate, from a purely financial point of view Newsfield has come out of its little crisis rather well.

It now has solid financial backing and the opportunity to enhance distribution and circulation, and if the initial bold optimism is to be believed, the 8-bit mag market might even become interesting again. □



THE INDUSTRY ASSOCIATION

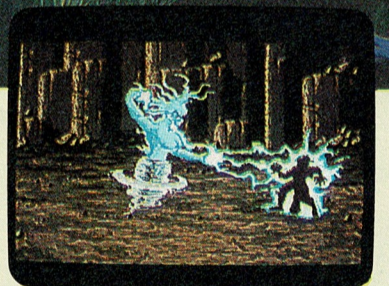
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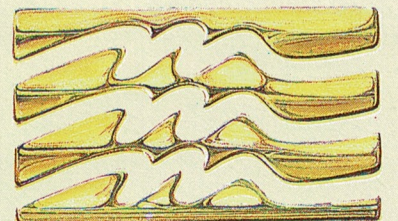
Moonstone - a remarkable combination of fast, aggressive combat action and subtle role-play set in a fantasy world, that uniquely challenges your brain and your reflexes - while covering you in gore.

Oh, by the way, if the sight of so much blood upsets you, don't worry. The blood is an option!

Moonstone features nearly 1,000 frames of incredible animation in 2 Megabytes of monsters and creatures, over 60 beautifully painted backdrops and detailed scenery. Sound effects are high quality digital samples and includes a full musical score and stunning full screen animated introductory and game complete sequences.

12 Moonstone contains scenes of strong graphic imagery with particular realism. Although these scenes are optional, this product is voluntarily rated 12. Parental Guidance is recommended for younger players, however this is not a legal requirement.

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NEWS ANALYSIS

THOSE WERE THE WEEKLIES THOSE WERE

New Computer Express has gone, leaving Games-X as the lone standard-bearer in the weekly market. DAVE ROBERTS wonders why this area of the market has proved such a challenge to magazine publishers in recent times...

The leisure computing industry prides itself on being young thrusting, dynamic, vibrant. It is a lasting puzzle then, that it has so far failed to consistently support a weekly magazine — surely the natural vessel for anything truly young, thrusting etc. It's certainly not for a lack of trying. There have been

nearly ten attempts in recent times. Last month Future's *New Computer Express* was shunted into the sidings for good — and then there was one.

So what is behind this persistent anomaly? Why does an area of magazine publishing that thrives on being first with news, reviews and demos offer almost ex-

clusively monthly titles - carrying editorial that can be six, seven or eight weeks out of date?

One answer that has been consistently put forward is that the weeklies have been crap. That case was put most convincingly by Argus which, in the mid eighties, actually went to the trouble of opening and, thankfully,

closing a turgid piece of nonsense called *Home Computer Weekly* to illustrate the point.

There is also the pain in the arse factor. Weeklies are tricky customers, deadlines are tight and production values sometimes have to be compromised under pressure of time.

They also tend not to at-

tract the glossy display ads from established names but quarter pages from mysterious mail-order outfits.

Perhaps that is why two of the biggest computer magazine publishers of the past decade, EMAP and Newsfield, have never even bothered with a weekly.

Focus, with *Popular Computing Weekly*, produced the most...um...sustained effort. Indeed, for about 40 minutes in 1985 it could quite legitimately have been described as successful.

Soon afterwards it set about proving itself a

misnomer. Editorial standards fell, nearly as fast as its readership — and neither of them were descending from great heights.

Eventually it stopped producing an ABC figure - the unproved rumour was that Focus actually knew all its readers by name and so didn't need one.

Not surprisingly, the mag was becoming something of a strain on the firm at this point and in 1989 it offloaded it to Maxwell Communications. Unfortunately, it was a case of out of the frying pan.

After a few short months and slim issues, Maxwell closed *Pop* down.

Focus' other attempt at a weekly made *Pop* look a roaring success. *Computer Gamesweek* was designed to slip in under *PCW*, which was moving more upmarket.

The project looked hurried and underfunded. It never really established an identity — seeming more like a freebie from the counter of Smiths or Menzies than a genuine magazine.

After struggling on its own for a short time, Focus decided to transform it into an insert into *Pop* — a strange decision as the whole point of launching *Gamesweek* was because *Pop* readers weren't interested in megawow games coverage and gamesheads weren't interested in Psion's new lap tops.

After a few weeks it was allowed to simply fade away.

A factor in the demise of both *Gamesweek* and *Pop* was the arrival of Future's *New Computer Express*. Here was a well thought out, well funded project from a firm that was on a roll.

It was seen as the litmus test for the weekly market. If *Express* couldn't work, then perhaps nothing would.

It was news led and it did manage to break some big stories. Increasingly, however, it was an ill-fit in the Future portfolio.

The publisher is a voluble champion of machine specific titles and, with the honourable exception of *ST* and *Amiga Format*, seems to be moving away from mixing business with leisure.

Express mixed the Ncube (or whatever that bloody ridiculous thing was that it wouldn't stop banging on about) with the Spectrum.

It went totally against the ethos upon which Future's undeniable success has been built — that people want to read about their machines and they couldn't give a flying format about anybody else's.

Its ABC figure peaked at about 25,000 but dipped to around 20,000 where, despite a major relaunch, it seemed destined to stay.

Focus kept *Pop* going for a lot longer with a lot less readers, but Future decided not enough was enough. Its monthlies were strong and the new launches seemed to be working, so why waste time, resources and, most importantly, people on a mag that will just tick along?

Now the only weekly left is *Games-X* from Europress Interactive. It is dedicated to leisure and is aiming at a young market, sticking main-

Continued on page 30

SPOT™

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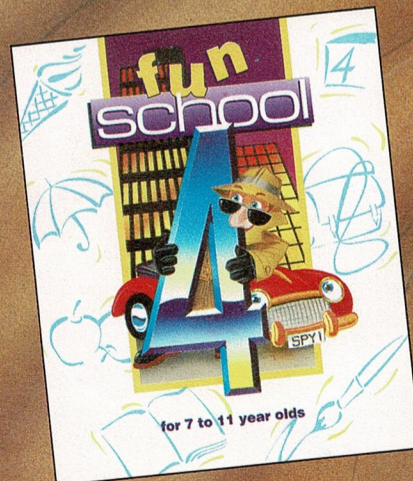
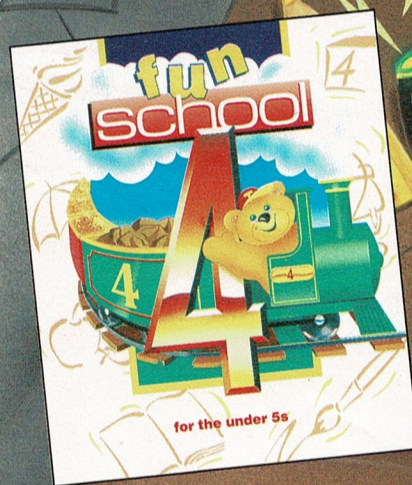
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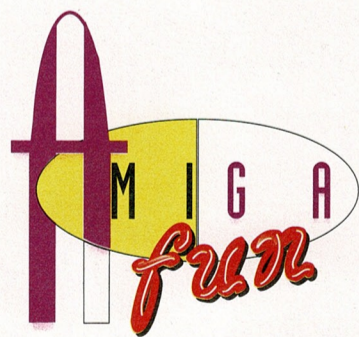
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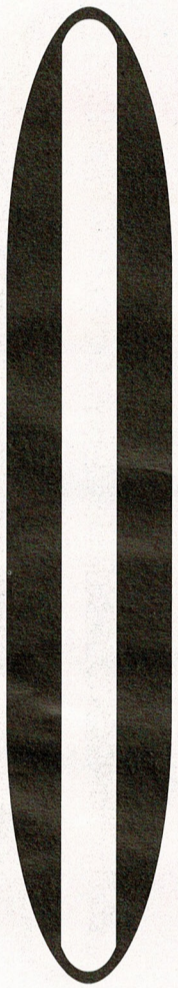
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SPOTLIGHT

WHO THE HELL IS MARIO?

According to Nintendo's latest TV ad, Mario has taken over the world. DAVE ROBERTS tracks the rise and rise of a fat Italian plumber...

Tricky chap Johnny Statistic. Proves one thing for you, then goes and proves the exact opposite for some other blighter.

Makes you wonder about trustworthiness, reliability, that sort of thing. Take this Mario malarky. Now if you were to believe all the statistics, you'd think that

the moustachioed midget had taken over the world, an idea that seems to be confirmed in Nintendo's latest TV ad.

Here are just a few of the numbers churned out by Nintendo to support the claim. The original Mario game has sold 23 million copies in the US alone. If Mario had been a film it

would rank second only to *ET* as the biggest grossing film of all time.

Next year it will be a film. Danny DeVito is lined up to play the man himself and it should be in cinemas for summer 1992.

Finally, 73 per cent of males between the ages of 14 and 21 plan to call their first son Mario (with 17 per

cent also intending the name for their first girl).

All this, according to Nintendo, makes the man even more popular than Mickey Mouse. A shot at the presidency has got to be on the cards.

For statistics, they seem incredibly concurrent, perhaps there's something in this.

Like any success story, Mario has humble origins. The apocryphal tale is that the character was based on the New York landlord of Shigeru Miyamoto, the designer of the original games.

Mario originally appeared in 1980 in the extremely successful coin-op, *Donkey Kong*. A year later he was in the follow-up, *Donkey Kong Junior*, another hit.

By the time *Donkey Kong III* came out, the ideas were starting to run out and the success of the first two was not repeated.

Originality was not the strongest element in either the title or gameplay of *Donkey Kong IV* and after an initial test period, Nintendo decided to drop the dead Donkey.

Despite the demise, however, Nintendo realised

that certain elements of the games could be extrapolated and built upon.

Mario returned. This time he had his brother Luigi for company in a coin-op called *Mario Bros*. It was a fine game, it was a hit and Mario's continued existence seemed certain.

But in 1985 it was his status as icon for a generation that was secured. *Super Mario Bros* on the NES took Japan by storm, selling over 20,000,000 cartridges.

When it hit America in 1987, it left all freak weather conditions behind as it swept across the nation like a videogame selling over 23,000,000 copies and planting itself in the national psyche.

That there would be a sequel was never an issue, that it could continue the success was a major question mark. The most loveable thing about the original was its simplicity. How the game could be enhanced so as to be a totally new product but keep that vital, elemental core was a tough poser.

Some new characters, clever twists and cute touches solved the problem, but the game stiffed. Selling only 4,000,000 copies in the US - what an absolute disaster!

When the Gameboy was launched in 1989, there was only one character that was ever going to lead the way. *Super Marioland* was similar to the original Mario game and sold over 5,000,000 copies worldwide.



MARIO: The face of America

The story then took a strange and unexpected twist with the arrival of *Dr Mario* in 1990. Departing from the successful scrolling platforma, this was a puzzle game, very obviously influenced by *Tetris* and *Columns*.

Still, it had the Mario moniker stamped on it so it sold by the large container load.

Really though, it was just a stepping stone towards *Mario 3* - the game that threatened to eat America.

Since its launch it has already sold around 8,000,000 copies in the US - and that is in the declining 8-bit market.

Over here, the Mario phenomenon is only just kicking off, but the third in the series is moving the mania along at a pace.

After Japan and America, it's obvious that Europe was target number three, but even so, it's going to be hit just as hard and just as accurately.

In the next year or so Europe is going to provide a whole new set of vital statistics to confirm Mario's global swarming, and that TV ad could start to look rather eerie. □

Thanks to Julian Rignall of Mean Machines for the historical information.

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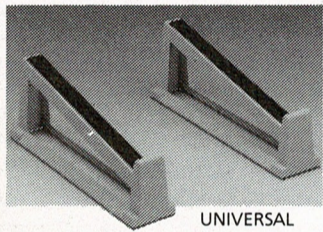
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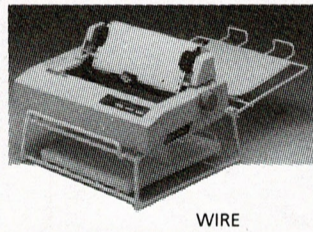
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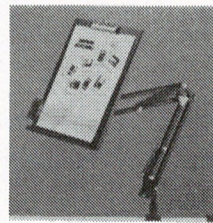
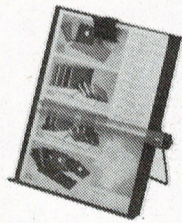


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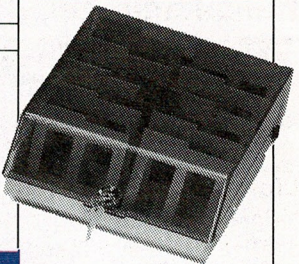
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	X0103	8 Input, Parallel	£75.24	70.68	66.12
	X0111	2 Input, Serial	£23.77	22.37	19.57
	X0112	4 Input, Serial	£60.37	58.48	54.71
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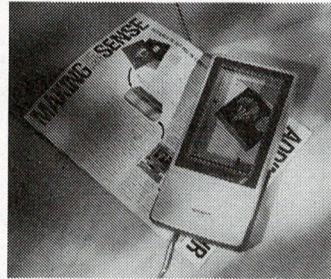
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N4840	Brother M1409	£2.30	2.07	1.84
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N5671	Diablo Hy-Type II M/Strike	£2.30	2.07	1.84
N2730	Epson MX/FX 80 MX/FX 800	£1.92	1.73	1.54
N3200	Epson FX 1000	£2.30	2.07	1.84
N4540	Epson LX 80/86	£1.20	1.08	0.96
N4770	Epson LQ 400/500/550/850	£2.18	1.96	1.74
N4780	Epson LQ 1000	£2.40	2.16	1.92
N7740	Epson EX 800	£1.90	1.71	1.52
N8440	Nec P2200/P2+	£2.54	2.29	2.03
N4690	Nec P5	£2.20	1.98	1.76
N4550	Okii 182/183/192/193	£1.60	1.44	1.28
N2280	Panasonic KXP 1080/1081/1180	£2.04	1.84	1.63
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C0103	Amstrad 8256/8512 (3PC)	£7.83	6.09	5.66
C0104	Anstrad 9512 (2PC)	£4.86	3.78	3.51
C0107	Amstrad 1512/1640 (2PC)	£5.40	4.20	3.90
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C0105	Amstrad 2286/2386 (2PC)	£5.36	4.17	3.87
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C0112	BBC Master 128 (1PC)	£2.79	2.17	2.02
C0113	BBC Master Compact (2PC)	£5.09	3.96	3.68
C0110	IBM XT & Compatibles (2PC)	£5.09	3.96	3.68
C0109	IBM AT & Compatibles (2PC)	£5.09	3.96	3.68
C0111	IBM PS/2 (2PC)	£5.63	4.38	4.06
C0301	12" Monitor	£2.79	2.17	2.02
C0302	14" Monitor	£4.50	3.50	3.25
C0207	Amstrad DMP 2000/3000	£3.31	2.58	2.39
C0208	Amstrad DMP 4000	£3.26	2.53	2.35
C0201	Amstrad 8256	£3.15	2.45	2.28
C0202	Amstrad LQ 3500	£3.33	2.59	2.41
C0203	Amstrad LQ 5000	£3.33	2.59	2.41
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C0220	Epson LX 400	£2.59	2.02	1.87
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C0213	Epson MX 80	2.96	2.30	2.14
C0212	Epson MX 100	£3.32	2.58	2.40
C0221	Epson LQ 400	£3.02	2.35	2.18
C0223	Epson LQ 850	£3.13	2.44	2.26
C0225	Epson LQ 1050	£3.60	2.80	2.60
C0214	Nec P2200	£2.95	2.30	2.13
C0215	Nec P6+	£3.33	2.59	2.41
C0205	Panasonic KXP 1080/1081/1090	£2.83	2.20	2.04
C0204	Panasonic KXP 1180/1124	£2.92	2.27	2.11
C0216	Shinwa CP 80	£2.83	2.20	2.04
C0217	Star LC 10	£3.03	2.36	2.19
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STOCK REF	DESCRIPTION	PRICE/PER ITEM		
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CABLES

STOCK REF	DESCRIPTION	PRICE/PER ITEM		
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A0803	25 Male/36 Male, 5m	£6.95	5.56	4.73
A0835	25 Male/36 Male, 10m	£9.00	7.20	6.12
A0804	25 Male/25 Male, 2m	£3.70	2.96	2.52
A0841	25 Male/25 Male, 3m	£4.38	3.50	2.98
A0805	25 Male/25 Male, 5m	£5.63	4.50	3.83
A0848	25 Male/25 Male, 10m	£9.88	7.90	7.72
A0805	25 Male/25 Female, 2m	£3.70	2.96	2.52
A0861	25 Male/25 Female, 3m	£5.13	4.10	3.49
A0863	25 Male/25 Female, 5m	£9.00	7.20	6.12
A0868	25 Male/25 Female, 10m	£9.88	7.90	6.72
A0806	36 Male/			

SPOTLIGHT

BACKING THE GAMES GANG

It's yesterday once more. After a period of retrenchment, Bonsai tells BARNABY PAGE that it is staking its future on leisure dealers trading up to the clones market...

Bonsai likes leisure. Don't laugh: despite dealers' fears since Lightning, the former Parkfield subsidiary, was saved from receivership and a £275 million debt in 1990 and acquired by Bonsai, the official message is that the

new Bonsai Lightning will continue to maintain Chinese walls between its leisure, business and educational divisions.

But the unanswered question is how long those Chinese walls can stay up in the face of Bonsai's long-

term plans to ease its leisure dealers into carrying a business line.

There is no doubt that the leisure market is financially significant to Bonsai Lightning, yet it remains more firmly identified with business. Before the acquisition, the

old Bonsai had been selling £30 million a year, predominantly to VARs and corporates, and Lightning was brought in to boost its growing retail side.

According to marketing manager Phil Wainwright, leisure "does represent a much bigger slice than the business (and educational) revenue", albeit still less than half the income, which suggests a true contribution by leisure of about

40% of revenue.

Yet in the 1991 CTW Specialist Computer Retailer Survey, Bonsai Lightning was top business distributor, with only third place in leisure hardware.

Still, with margins differing by "only a few per cent" between the divisions, there is no obvious commercial incentive to leave leisure behind. Indeed, Wainwright admits that moving away from Bonsai's VAR

background to the independent trade has cash benefits: "If you have people with smaller orders you have an opportunity to protect your margins."

Where Bonsai Lightning is looking to expand is in the business/leisure crossover. Although Wainwright denies that the distributor favours suppliers such as Commodore, which offer hardware for both markets, he enthuses that "if you, the retailer, want to move from leisure into the business market, you'd come to us, who you know already".

Cohen? Cohen gone

The closure in August this year of the former Lightning's separate headquarters in Park Royal London, and the departure of managing director Loretta Cohen the following month are, according to Wainwright, nothing but natural post-acquisition behaviour.

CTW SURVEY '91

Top Business Hardware Distributors — By Unit Sales

1. Bonsai Lightning
2. ZCL
3. SDL
4. Hugh Symons
5. Micro-Peripherals
6. Amstrad
7. Northamber
8. Centresoft

Bytech

No 1 longer than Bryan

At Bonsai Lightning, each division has its own sales force, its own telephones, and its own office, although "to get the economies of scale, once we go into the back-office services we are one company", says Wainwright.

How well the hope of one-stop shopping for the business/leisure retailer sits with the reality of separate sales divisions is a question that Bonsai Lightning will have to answer: one possible solution would be to restructure along channel-specific, rather than product-specific lines.

This Christmas, the distributor is pushing the lines it highlighted in its September catalogue. Says Wainwright: "There will be particular emphasis on Commodore, but we also see Atari and Sega sales being strong — Atari is still managing to keep a reasonable slice of the market. And we see quite a bit of business coming in through the handhelds."

Marketing will be built on bundles, with Wainwright claiming that a set of exclusive product tie-ups will be announced soon.

The true extent of change at Lightning is not likely to be seen until the Christmas season of 1992, when Bonsai starts seriously to push its Vanilla own-brand PC-compatible into the home.

Wainwright predicts: "We're definitely hoping to develop that — it's too late for this season but we will be offering a bundle." □

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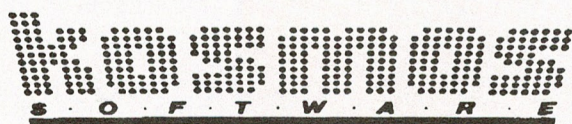
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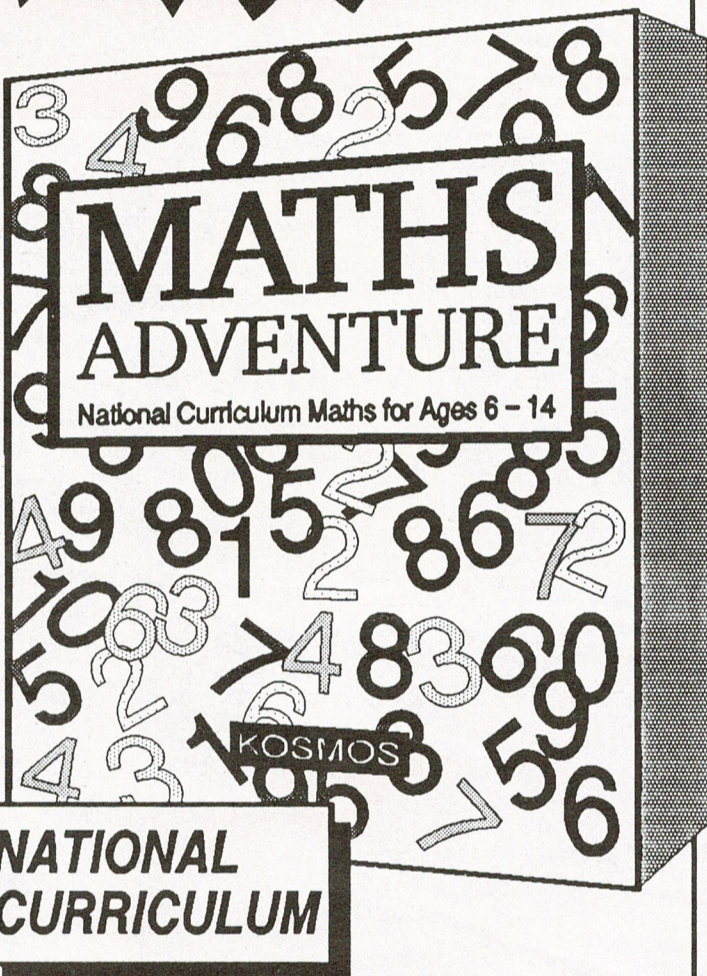
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SPOTLIGHT

COINING A PHASE

In the wake of the Associated Leisure Preview, the amusement industry's first major exhibition of the season, **ANDREW WYKE** takes a look at the video games currently dominating the arcade sector and looks at their potential in the home market...

The manufacturers who produce video games for the arcade market are now facing what can be viewed as either their biggest ever threat or their greatest opportunity — the consumer video games

market. So how are these manufacturers addressing it, and which of today's arcade successes will be tomorrow's consumer hits?

The companies involved in the development of these games, the likes of Sega,

Namco, Nintendo, Konami, to name but a few, all invest heavily in producing original concepts but they all now face a potential dilemma.

For, if people can play a game on their home system with graphics just as

sophisticated as those in an arcade, what will inspire them to go into an arcade at all?

The answer, of course, is an experience which they cannot find on their home system. The manufacturers, therefore, have recently concentrated on improving technology and the quality of games.

One growth area has been the increased presence of dedicated sit down games, even simulators, which offer the player more than just a game. With pcbs (the standard game boards which usually fit into an upright

cabinet) the quality now has to be better than ever. One of the most popular pcbs of late has been Capcom's *Street Fighter 2*, but, as one distributor of games commented: "This is the kind of quality which is needed, otherwise kids will not visit the arcades and play them."

There has also been an increase in the number of games using laserdisc technology, the most successful to date being Atari's *Mad Dog McCree* and the follow up, *Who Shot Johnny Rock?*, along with *Dragon's Lair 2* from the Leland Corporation.

The renewed interest in laserdisc, after the concept was originally launched and subsequently rejected in the early half of the '80s, provides a quality previously unseen.

In the dedicated games, usually housed in sit down cabinets, the emphasis has changed slightly from the quality of the cabinet to the depth of the game.

Driving games have dominated this sector and include Atari's *Hard Drivin'*, -Jaleco's *Cisco Heat*, Sega's *Rad Mobile*, *Super Monaco* and *GP Rider* and Namco's *Final Lap* and *Final Lap 2*.

Fighting themes have been less prevalent in the dedicated sector but those of note include Namco's *Steel Gunner* and Taito's *Space Gun*. Two of the latest releases which have made big impacts are Atari's *Steel Talons* and Namco's *Starblade*.

Sim kind of wonderful

Another road being increasingly followed by arcade manufacturers is in the simulator sector, with products ranging from Sega's *Rail Chase*, and Indiana Jones-themed adventure game set in an underground world, to the same company's *R360* which, despite stirring a great deal of interest, has not really achieved the levels of success which Sega was hoping for.

But how many of the current video games in the arcades will end up in the consumer market? The answer is, quite a lot! For even though the manufacturers for the arcades are now producing games of such quality that they cannot be emulated on a home system, the stronger games will be transferred, albeit with a lot less quality.

For example, one of the successes in the dedicated market this year has been Sega's *Time Traveller* hologram game which gives a true 3D effect. Although this could not be transferred to a home system there is talk that the game will be produced in some format for the consumer market. The success of this will hinge on the concept of the game, rather than the quality.

There are, however, many games currently operating successfully in arcades which will transfer to home systems with no loss in quality whatsoever. Games to look out for in the future could include Campcom's *Streetfighter 2*, SNK's *King of the Monsters*, Konami's *Golfing Greats* and *Sunset Riders*, Taito's *Football Champ*, Data East's *Caveman Ninja* and Williams' *Terminator 2*.

In fact, Kevin Williams of Rediffusion Simulation, estimates that in some arcades around 50 per cent of the video games could be reproduced on home systems with an actual improvement in quality.

"The arcade industry is finding it difficult to come up with new ideas for games and is therefore moving more into areas which cannot be matched by home systems," he explained.

There is even talk that two major manufacturers are

Continued on page 30

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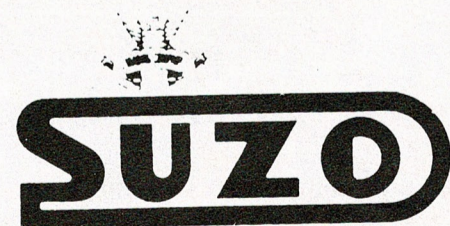
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INSIDE PIRACY: PART TWO

THE ENEMY WITHIN

In the second of his three part series looking at the piracy business, CHRIS COWEN investigates the pirates themselves — their organisation and their motivation...

In last week's article I referred briefly to some back-tracking I did on one pirated title. The game had had gone through 46 pairs of hands before me!

This shows just how huge the problem of counterfeit software is. Indeed, that particular title is just the tip of the iceberg. I then followed a platform game back the

same way. But this time it had gone through 132 people before I stopped, and I hadn't even reached the hackers.

The way that these networks operate, and why they work, obviously needs to be investigated.

Hackers usually work in groups of four to five, but some are as large as 15. They receive their software from

two main sources, the first being development teams themselves or software house employees. The other is magazines.

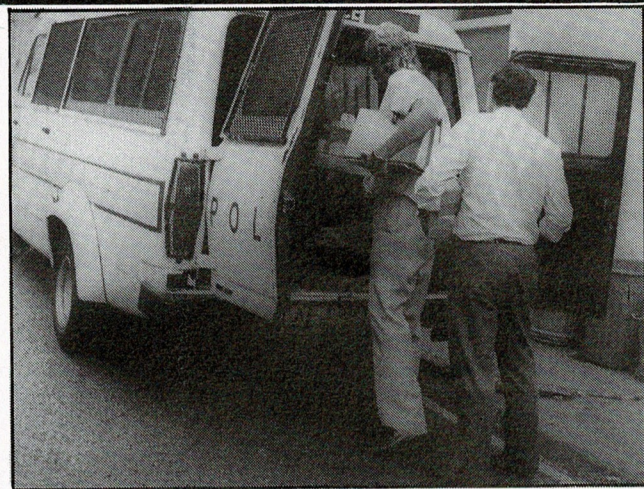
A pirate just has to know someone who works on one of the above areas. Very little stops them from walking in to see their friend and then walking out with an illegal copy. Simple.

One journalist commented to me that most games he receives are preview copies that go around publications unprotected. So a lot of the time they just have to place them onto the piracy distribution networks.

These two words, distribution and networks, are too good for hackers, but that is just what they have got.

Right said Fed

Every hacking group works in its own way, but many are far more professional in distribution than

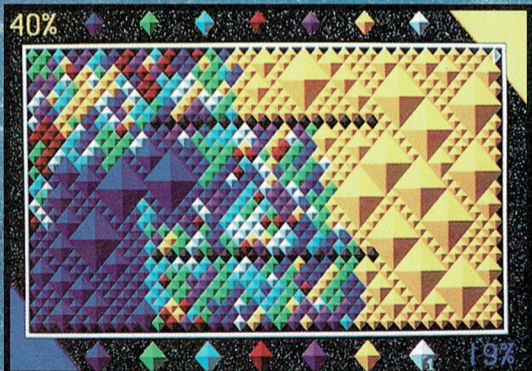


A successful swoop chips at the tip of the iceberg

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the way we work.

There is one crew out there that uses Federal Express, Red Star etc to send the software around. Once they have hacked it, placed the cheats, or even subbed out any bugs, the game is sent to area swappers.

The area swappers send it out to people who will then take it around schools, user groups and hacker parties. An area swapper will look after an area the size of West Yorkshire, but will have about 20 contacts within that area. I hope people reading this now see the extent of these groups and their networks.

Some hacking teams will put a new intro onto a game or simply make it their numbered hack so that it has a cult status all of its own.

The groups operate within the market for two main reasons.

1. The software is not considered to be worth its full-price.

2. Some time in the past they have been ripped off by a software house, or they cannot get a job within a development team.

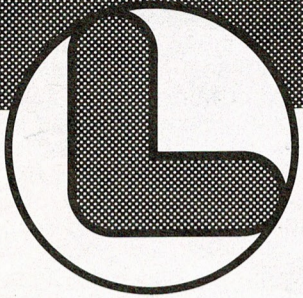
I spoke to one person that is owed £38,000 from a software house, so as soon as that publisher brings out a new title, he and everyone he knows will hack it and send it out to as many people as possible.

The hacker that told me this knows that there are more people out there in the same boat. Despite popular belief, these hackers do not generally do it for money. There are one or two people who will sell copies for £2-£3, but not many. Most networks do what they do for kicks, or to get their own back on bad apples in the industry. And don't think they're all 15 year old whizzkids either — the age range is 12 to 50+.

People that use this illegal software don't often know the difference between PD, shareware and illegal software. Consumers need to be educated by us.

The problem simply won't go away otherwise. The research for this piece was done in the ST and Amiga market, but as PC games begin to boom so this sector will become infested too — unless everyone starts doing what they can to clamp down in it. □

Next week, in the last of this three part series, Chris Cowen looks at just how effective the current piracy deterrents are, and what else can be done to beat the cheats.



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SPEAKEASY

Frightening Lightning

Please find enclosed a copy of the letter of complaint I have sent to Bonsai Lightning.

Dear Mr Gregory,

We have been trading with yourselves for over a year. However, I am writing to you today to make a formal complaint about the returns department. We have sent several machines back to them for repair under warranty and have on most of these occasions been fobbed off

with retractions and inordinate delays.

To give you an example, Mr Pickup's Atari 520STFM (RA050664) was sent back to yourselves for repair UNDER guarantee on 11/03/91. After much chasing up we were told that it had been tampered with and the top cover was broken when you received it.

As I had packed that machine myself, I knew this was not the case and im-

mediately contested this. Eventually after nearly one month we received the machine back still not working. This was again sent back to yourselves on 18/04/91 and finally, after several weeks, we received it back still faulty. In all, this machine was sent back to you on three different occasions before the fault was finally rectified.

Another example is Dr Cunningham's Panasonic KXP 1123 printer (RA318318)

which was sent to yourselves for repair on 18/06/91. After a month of chasing up we were told that the top cover was broken. Again this could not have happened in transit as it was packed perfectly. So this was contested. Eventually after nearly three months we were told that it had got lost and we would be sent a replacement. We finally received the replacement on 04/09/91.

We sent back a Panasonic KPX 1123 printer to yourselves on June 18th 1991 for repair under warran-

ty (RA318318). We then had to chase yourselves up vigorously as we heard nothing for two months.

Eventually on August 21st 1991, we received the printer back with a note saying that the ribbon had been changed. I found this most surprising as the ribbon was already tested by us before sending the printer back to yourselves. I then tested out the printer only to find exactly the same fault as it had been originally sent to you with.

We then send back the printer to yourselves again on August 21st in exactly

the same packaging (RA319349). In the meantime, the customer was quite rightly getting very upset at the length of time taken for repair. We then chased this up with yourselves only to be told it was being repaired. Last week my manager received a phone call from Mark to say that the front cover was broken in transit and it would cost £130 to repair. This is totally unacceptable as we were never told this in the preceding five weeks that the printer was back with yourselves. The printer has now been with yourselves for nearly four months.

How can it be that on the majority of occasions, the machines when received by yourselves, have supposedly been tampered with? We hold over 20 different accounts with distributors and with no distributor have we ever had such problems. We deal with FMG, who have been under a lot of criticism recently, on an extremely regular basis but never had any such problem.

Needless to say, we are extremely annoyed and we have some extremely dissatisfied customers. In deed one has sworn never to recommend a Panasonic printer again. It seems a shame that the manufacturer should bear the wrongful blame. I would be grateful if you could resolve the matter quickly and I look forward to an early reply.

D.S. Makan
Partner
P.A.L. Computers
Levenshulme
Manchester

Sum chance

I am not the brightest of human beings by a long way — I learnt that when I failed to pass for Grammar School.

I have, however, ambled along the past five years making a decent living as a computer games retailer. This year my turnover is up once more. Great you say, you should be happy, and I would be if it wasn't for 'The Console Factor'.

For £100 I could buy 43.29 £3.99 budget games, with a profit of £72.73.

For £100 I could buy 4.44 console games with a profit of £33.30. This means a loss on cassette profit of £39.43.

So much for technology. To stand still I would need to buy an extra 5.29 console games costing me an extra £119 to stock.

Now I have my 10 console games, I will have to pray that they all sell (Did anyone else buy *Golden Axe Warrior*?) because two little mistakes and I'm forty five quid down the drain, leaving me with a paltry £15 profit.

And 10 console games don't fill a shop. I need Sega, Megadrive, Gameboy and the rest.

The actual stock figure is astronomical. Somebody is making a lot of money out of console games. It must be the manufacturer or the distributor because it certainly isn't me.

Do you think I need a new distributor? Or a better grade in maths?

Mrs M.A. Secker
Soft Centre
Dewsbury

Speakeasy continues on page 30

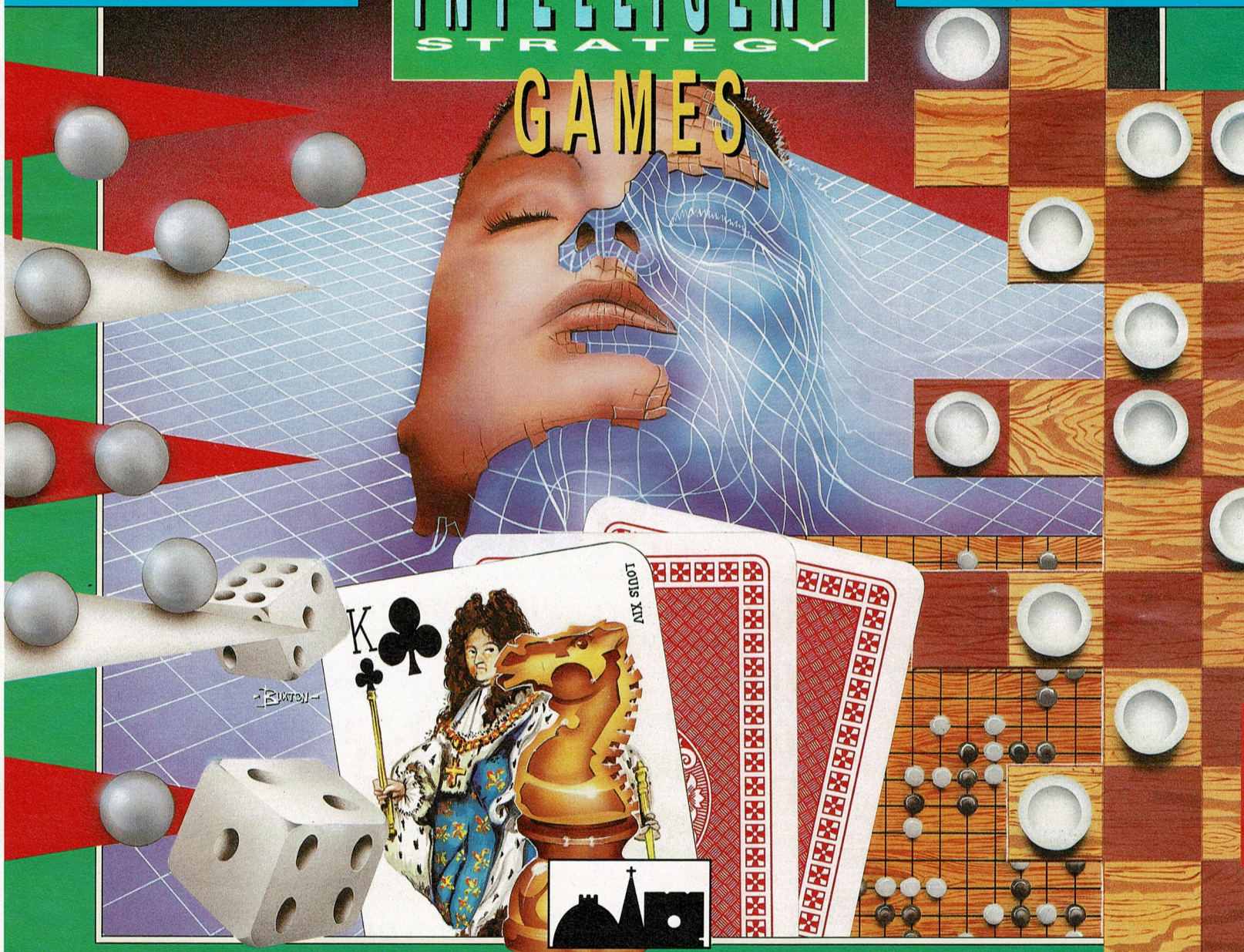
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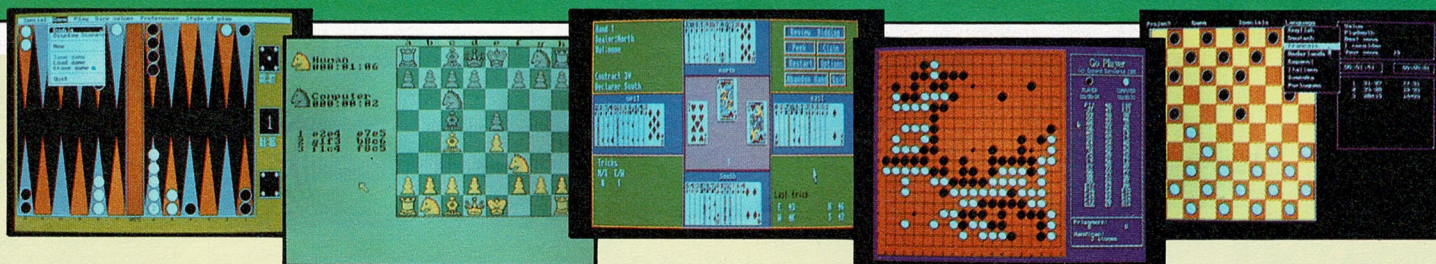
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Week 148

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FIRST SAMURAI	25.99	DECEMBER 12	MIRROR IMAGE
FORT APACHE	29.99	OUT NOW	IMPRESSIONS
FUN SCHOOL 4 (5-7 YEARS)	24.99	NOVEMBER 12	EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	24.99	NOVEMBER 12	EUROPRESS
FUN SCHOOL 4 (UNDER 5'S)	24.99	NOVEMBER 12	EUROPRESS
IAN BOTHAM'S CRICKET	29.99	NOVEMBER	CELEBRITY SOFTWARE
INTELLIGENT STRATEGY GAMES 5	25.99	OUT NOW	OXFORD SOFTWARES
KING OF CHICAGO	9.99	OUT NOW	MIRROR IMAGE
KNIGHTMARE	29.99	NOVEMBER	MINDSCAPE
LOTUS TURBO CHALLENGE 2	25.99	MID NOVEMBER	GREMLIN
MAD DOG WILLIAMS	29.99	MID NOVEMBER	SMG
MEGA LO MANIA	25.99	NOVEMBER 21	IMAGE WORKS
MERCENARY III	25.99	NOVEMBER 21	NOVAGEN
OBITUS	25.99	NOVEMBER 14	PSYGNOSIS
OH NO! MORE LEMMINGS	19.99	NOVEMBER 26	PSYGNOSIS
ONSLAUGHT	9.99	NOVEMBER 19	MIRROR IMAGE
REACH FOR THE SKIES	30.99	JANUARY	PSS
ROBOZONE	25.99	OUT NOW	IMAGE WORKS
SPIRIT OF EXCALIBUR	29.99	OUT NOW	VIRGIN
SPOT	19.99	OUT NOW	VIRGIN
STARGLIDER 2	9.99	NOVEMBER 19	MIRROR IMAGE
STRATEGO	24.99	OUT NOW	ACCOLADE
SUPER HEROES (COMPILATION)	29.99	MID NOVEMBER	DOMARK
SUPER SPACE INVADERS	24.99	IMMINENT	DOMARK
SUSPICIOUS CARGO	25.99	MID NOVEMBER	GREMLIN
THE GOLD RUSH COLLECTION	25.99	NOVEMBER 11	SOUNDWARE INT.
THE SHOE PEOPLE	25.99	MID NOVEMBER	FIRST CLASS
TURTLES ARCADE	25.99	NOVEMBER 28	IMAGE WORKS
ULTIMA 6	30.99	NOVEMBER 14	MINDSCAPE
WORLD CLASS RUGBY	25.99	OUT NOW	AUDIOGENIC

GAME GEAR

BASEBALL	TBA	NOVEMBER	SEGA
DONALD DUCK	24.99	DECEMBER	SEGA
FACTORY PANIC	24.99	OUT NOW	SEGA
FANTASY ZONE	24.99	DECEMBER	SEGA
FROGGER	19.99	NOVEMBER	SEGA
GOLDEN AXE	24.99	NOVEMBER	SEGA
HALLEY WARS	24.99	DECEMBER	SEGA
JOE MONTANA FOOTBALL	24.99	NOVEMBER	SEGA
LEADERBOARD	24.99	NOVEMBER	SEGA
NINJA GAIDEN	24.99	NOVEMBER	SEGA
OUT RUN	24.99	OUT NOW	SEGA
PENGO	19.99	NOVEMBER	SEGA
PUTTER GOLF	19.99	NOVEMBER	SEGA
SOLITAIRE POKER	24.99	NOVEMBER	SEGA
SONIC THE HEDGEHOG	24.99	DECEMBER	SEGA
SPACE HARRIER	24.99	DECEMBER	SEGA
SPIDER MAN	24.99	DECEMBER	SEGA
SUPER KICK OFF	24.99	DECEMBER	SEGA
WOODY POP	19.99	OUT NOW	SEGA

BALLISTIC (16 BIT CART)

MIKE DITKAS POWER FOOTBALL	34.99	OUT NOW	ACCOLADE
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IBM PC & COMPATIBLES

AUSTERLITZ	3.5	9.99	OUT NOW	MIRROR IMAGE
AUSTERLITZ	5.25	9.99	OUT NOW	MIRROR IMAGE
BLOODWYCH	3.5	39.99	OUT NOW	IMAGE WORKS
BLOODWYCH	5.25	39.99	OUT NOW	IMAGE WORKS
BLUES BROTHERS	3.5	25.99	NOVEMBER 7	TITUS
BLUES BROTHERS	5.25	25.99	NOVEMBER 7	TITUS
BOSTON BOMB CLUB	3.5	25.99	NOVEMBER 14	PALACE
BOSTON BOMB CLUB	5.25	25.99	NOVEMBER 14	PALACE
CADAVER	3.5	35.99	NOVEMBER 18	IMAGE WORKS
CADAVER	5.25	35.99	NOVEMBER 18	IMAGE WORKS
CHARGE OF THE LIGHT BRIGADE	3.5	29.99	MID NOVEMBER	IMPRESSIONS
CHARGE OF THE LIGHT BRIGADE	5.25	29.99	MID NOVEMBER	IMPRESSIONS
CHESS CHAMPION 2175	3.5	30.99	NOVEMBER	OXFORD SOFTWARES
CHESS CHAMPION 2175	5.25	30.99	NOVEMBER	OXFORD SOFTWARES
CHESSMASTER 3000	3.5	35.99	NOVEMBER	MINDSCAPE
CHESSMASTER 3000	5.25	35.99	NOVEMBER	MINDSCAPE
CISCO HEAT	3.5	25.99	NOVEMBER 21	IMAGE WORKS
CISCO HEAT	5.25	25.99	NOVEMBER 21	IMAGE WORKS
DUNGEON MASTER	3.5	39.99	DECEMBER	MIRROR IMAGE
DUNGEON MASTER	5.25	39.99	DECEMBER	MIRROR IMAGE
FALCON V3.0	3.5	49.99	DECEMBER	SPEC. HOLOBYTE
FALCON V3.0	5.25	49.99	DECEMBER	SPEC. HOLOBYTE
FUN SCHOOL 4 (5-7 YEARS)	3.5	24.99	NOVEMBER 14	EUROPRESS
FUN SCHOOL 4 (5-7 YEARS)	5.25	24.99	NOVEMBER 14	EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	3.5	24.99	NOVEMBER 14	EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	5.25	24.99	NOVEMBER 14	EUROPRESS
FUN SCHOOL 4 (UNDER 5'S)	3.5	24.99	NOVEMBER 14	EUROPRESS
FUN SCHOOL 4 (UNDER 5'S)	5.25	24.99	NOVEMBER 14	EUROPRESS
IAN BOTHAM'S CRICKET	3.5-5.25	29.99	IMMINENT	CELEBRITY SOFTWARE
INTELLIGENT STRATEGY GAMES 5	3.5	30.99	OUT NOW	OXFORD SOFTWARES
INTELLIGENT STRATEGY GAMES 5	5.25	30.99	OUT NOW	OXFORD SOFTWARES
KID WORKS CREATIVITY KIT	3.5-5.25	39.95	OUT NOW	ABLAC DAVIDSON
KILLING CLOUD	3.5	35.99	OUT NOW	IMAGE WORKS
KILLING CLOUD	5.25	35.99	OUT NOW	IMAGE WORKS
KING OF CHICAGO	3.5	9.99	OUT NOW	MIRROR IMAGE
KING OF CHICAGO	5.25	9.99	OUT NOW	MIRROR IMAGE
MAD DOG WILLIAMS	3.5	34.99	MID NOVEMBER	SMG
MAD DOG WILLIAMS	5.25	34.99	MID NOVEMBER	SMG
MAVIS BEACON 2 (WINDOWS 3.0)	3.5-5.25	35.99	DECEMBER	MINDSCAPE
MEGA FORTRESS-HD	3.5	35.99	OUT NOW	MINDSCAPE
MEGA FORTRESS-HD	5.25	35.99	OUT NOW	MINDSCAPE
MEGA FORTRESS-LD	3.5	35.99	OUT NOW	MINDSCAPE
MEGA FORTRESS-LD	5.25	35.99	OUT NOW	MINDSCAPE
MICRO ENGLISH (GCSE)	3.5-5.25	24.00	OUT NOW	L C L
MICRO FRENCH (GCSE)	3.5-5.25	24.00	END NOVEMBER	L C L
OBITUS	3.5	34.99	NOVEMBER 14	PSYGNOSIS
OBITUS	5.25	34.99	NOVEMBER 14	PSYGNOSIS
OH NO! MORE LEMMINGS	3.5	19.99	NOVEMBER 26	PSYGNOSIS
OH NO! MORE LEMMINGS	5.25	19.99	NOVEMBER 26	PSYGNOSIS
REACH FOR THE SKIES	3.5	35.99	DECEMBER	PSS
REACH FOR THE SKIES	5.25	35.99	DECEMBER	PSS
SPACE WRECKED	3.5-5.25	29.99	NOVEMBER	GREMLIN
SPEEDBALL 2	3.5	35.99	OUT NOW	IMAGE WORKS
SPEEDBALL 2	5.25	35.99	OUT NOW	IMAGE WORKS
SPELLCASTING 201	3.5-5.25	39.99	OUT NOW	ACCOLADE
STARGLIDER 2	5.25	9.99	NOVEMBER 19	MIRROR IMAGE
SUPAPLEX (EGA)	3.5	25.99	DECEMBER	DREAM FACTORY
SUPAPLEX (EGA)	5.25	25.99	DECEMBER	DREAM FACTORY
SUPER CAR PAK	3.5-5.25	34.99	OUT NOW	ACCOLADE
SUPER SPACE INVADERS	3.5-5.25	29.99	IMMINENT	DOMARK
TEAM SUZUKI	3.5-5.25	29.99	OUT NOW	GREMLIN
THE GAMES: WINTER CHALLENGE	3.5-5.25	34.99	OUT NOW	ACCOLADE
THE GOLD RUSH COLLECTION	3.5-5.25	29.99	DECEMBER 5	SOUNDWARE INT.
TURTLES ARCADE	3.5	29.99	NOVEMBER 28	IMAGE WORKS
TURTLES ARCADE	5.25	29.99	NOVEMBER 28	IMAGE WORKS
TV SPORTS BASEBALL	3.5	35.99	EARLY NOVEMBER	CINEMAWARE
TV SPORTS BASEBALL	5.25	35.99	EARLY NOVEMBER	CINEMAWARE
TV SPORTS BOXING	3.5	35.99	NOVEMBER 8	CINEMAWARE
TV SPORTS BOXING	5.25	35.99	NOVEMBER 8	CINEMAWARE
TV SPORTS ROLLERBABES	3.5	35.99	DECEMBER	CINEMAWARE
TV SPORTS ROLLERBABES	5.25	35.99	DECEMBER	CINEMAWARE
ULTIMA 7	3.5	39.99	DECEMBER 16	MINDSCAPE
ULTIMA 7	5.25	39.99	DECEMBER 16	MINDSCAPE
WING COMMANDER 2 - HD	3.5	39.99	OUT NOW	MINDSCAPE
WING COMMANDER 2 - HD	5.25	39.99	OUT NOW	MINDSCAPE
WING COMMANDER 2 - LD	3.5	39.99	OUT NOW	MINDSCAPE
W/C II SPEECH ACCESSORY PACK HD	3.5	14.99	OUT NOW	MINDSCAPE
W/C II SPEECH ACCESSORY PACK HD	5.25	14.99	OUT NOW	MINDSCAPE
W/C II SPEECH ACCESSORY PACK LD	3.5	14.99	OUT NOW	MINDSCAPE

IBM CD ROM

GAMES PACK 1	81.08	OUT NOW	SOFTWARE TOOLWORKS
GAMES PACK 2	104.58	OUT NOW	SOFTWARE TOOLWORKS
GROLIER'S ILLUSTRATED ENCYCLOPAEDIA	346.63	OUT NOW	SOFTWARE TOOLWORKS
MAMMALS	116.33	OUT NOW	SOFTWARE TOOLWORKS
TIMETABLE OF HISTORY'S & I	116.33	OUT NOW	SOFTWARE TOOLWORKS
TOOLWORKS REF. LIBRARY	116.33	OUT NOW	SOFTWARE TOOLWORKS
WORLD ATLAS V2.0	99.86	OUT NOW	SOFTWARE TOOLWORKS
WORLD ATLAS V2.0 MULTIMEDIA	99.86	NOVEMBER 18	SOFTWARE TOOLWORKS

APPLE MACINTOSH CD ROM

GROLIER'S ILLUSTRATED ENCYCLOPAEDIA	346.63	OUT NOW	SOFTWARE TOOLWORKS
TIMETABLE OF HISTORY'S & I	116.33	OUT NOW	SOFTWARE TOOLWORKS
WORLD ATLAS V1.2	116.33	OUT NOW	SOFTWARE TOOLWORKS

CDTV

ANIMALS IN MOTION	29.99	IMMINENT	ON-LINE
CHAOS IN ANDROMEDA	29.99	IMMINENT	ON-LINE
EUROPE	39.99	NOVEMBER 30	A.V. SOFTWARE
FALCON COLLECTION	44.99	DECEMBER	IMAGE WORKS
HOUND OF THE BASKERVILLES	29.99	OUT NOW	ON-LINE
PSYCHO KILLER	29.99	OUT NOW	ON-LINE
TOWN WITH NO NAME	29.99	IMMINENT	ON-LINE
WOMEN IN MOTION	29.99	OUT NOW	ON-LINE
XENON 2	29.99	NOVEMBER 29	MIRRORSOFT

COMMODORE 64/128

CHART ATTACK (COMPILATION)	D	19.99	EARLY NOVEMBER	GREMLIN
CHART ATTACK (COMPILATION)	T	14.99	EARLY NOVEMBER	GREMLIN
CISCO HEAT	D	15.99	NOVEMBER 21	IMAGE WORKS
CISCO HEAT	T	10.99	NOVEMBER 21	IMAGE WORKS
DEVIOUS DESIGNS	D	15.99	JANUARY	IMAGE WORKS
DEVIOUS DESIGNS	T	10.99	JANUARY	IMAGE WORKS
EXILE	D	11.99	NOVEMBER	AUDIOGENIC
ROBOZONE	D	15.99	OUT NOW	IMAGE WORKS
ROBOZONE	T	10.99	OUT NOW	IMAGE WORKS
SPEEDBALL 2	D	14.99	OUT NOW	IMAGE WORKS
SPEEDBALL 2	T	10.99	OUT NOW	IMAGE WORKS
SUPER HEROES (COMPILATION)	D	19.99	MID NOVEMBER	DOMARK
SUPER HEROES (COMPILATION)	T	14.99	MID NOVEMBER	DOMARK
SUPER SPACE INVADERS	D	14.99	IMMINENT	DOMARK
SUPER SPACE INVADERS	T	10.99	IMMINENT	DOMARK
THE GOLD RUSH COLLECTION	D	19.99	DECEMBER 5	SOUNDWARE INT.
THE GOLD RUSH COLLECTION	T	16.99	DECEMBER 5	SOUNDWARE INT.
THE SHOE PEOPLE	D	15.99	MID NOVEMBER	FIRST CLASS
THE SHOE PEOPLE	T	10.99	MID NOVEMBER	FIRST CLASS
TURTLES ARCADE	D	15.99	NOVEMBER 28	IMAGE WORKS
TURTLES ARCADE	T	10.99	NOVEMBER 28	IMAGE WORKS
WORLD CLASS RUGBY	D	10.99	OUT NOW	AUDIOGENIC

SEGA MASTER SYSTEM

ALIEN STORM	29.99	NOVEMBER	SEGA
ASTERIX	32.99	NOVEMBER	SEGA
BACK TO THE FUTURE 2	34.99	NOVEMBER 7	SEGA
BONANZA BROTHERS	29.99	EARLY NOVEMBER	SEGA
BUBBLE BOBBLE	29.99	NOVEMBER	SEGA
CHESS	34.99	NOVEMBER 14</	



Coming soon: the greatest Amiga show ever held

CTW **AMIGA** FORMAT presents

Trade Day: Thursday November 14th
sponsored by CTW.

Trade

All the leading Amiga and PC leisure companies will be at the **World of Commodore**. Dealers, don't miss out:

- Talk directly to the people who make the products that make you money (or annoyed)!
- Seek out the truly quirky Amiga programs that few will dare stock!
- And get the jump on every major Christmas game!

The **World of Commodore** will be Europe's most important computer trade event this season.

- It's tightly focused on the dominant Amiga and fast-emerging PC markets.
- It's supported by all the big names from the UK, mainland Europe and the States.
- And it takes place in the vital run-up to Christmas.

Trade tickets hotline

All those receiving CTW will shortly be sent a pair of complimentary Trade Tickets. More can be obtained from Tamara Ward or Katrina Windows on **0225 442244**.

The **World of Commodore** is organised, sold and promoted on behalf of Commodore Business Machines (UK) Ltd by Future Publishing, Europe's most successful news-stand computer magazine publisher. Official magazine sponsor is **Amiga Format**, the world's biggest-selling Amiga magazine.

Staggering response
As we went to press
an extraordinary
9,662 people have
bought advance tick-
ets for the show.



14 - 17 November 1991



**The future of
the leisure
computer
industry is
in Earls Court II.
You are invited to
attend...**

Trading up

Imagine if you will a huge hall buzzing with people deep in conversation. They are discovering new opportunities. They are doing deals. They are talking about business. Your business. Imagine if you will the World of Commodore show.

The consumer section of World of Commodore will be the biggest, most successful Amiga show ever held. Already almost 10,000 people have bought tickets - and past experience shows that more than three times that number will turn up on the day. But don't forget the trade day - Thursday November 14th. It will simply be the best opportunity to do business this year.

You know Amiga is the major expansion area in computing, and the World of Commodore is the major expansion area for the Amiga. All your potential clients will be there, and there to do business! You quite literally can't afford to miss it.

Foreign bodies

The World of Commodore will be a cosmopolitan event. Exhibitors are coming from Europe and the Americas, set on doing deals in Britain. The show has been heavily promoted in Germany, and many of the clients who were doing business last week at the Köln AmiExpo will be flying over. Many of the leading American firms know that even the huge cost of the trip from the States is worthwhile. They know that World of Commodore is the place to do business.

With 1992 now only a matter of weeks away the importance of export trade and the opportunities offered by importing do not need to be emphasised. And there's no better place to start building overseas contacts than World of Commodore. Be there on Thursday 14th.

It's never too soon
Guarantee your space
at next year's show -
we will be taking
advance bookings at
the Future stand

PDL 2 Bit Systems Care Electronics Catalyst Production Checkmate Classic Computers Computer Manual Connect Inter Cortex Database Direct Dial a Disk Supra Corporation On-Line Infogrames Music Machine Tiger Media Disc Company Domark DTBS Electronic Arts Entertainment International Emap Images Europress Software Evesham Micros Federal Express Future World Gasteiner Gremlin Micromar Microprose Miles Better Mindscape Mirrorsoft N.C. Enterprises Micro Anvika Microdeal Amiga Direct Bitcon Devices Book Club Associates Brighton Computer Supplies System 3 Technoplus TIB Trojan Turbo Software UBI-Soft USF Ltd Videk Virgin We Serve Worldwide Comp WTS ZCL Zone Distribution Almathera Systems Dial a Quiz Digita Digital Disks New Dimensions Ocean Pandaal Performance Systems Power Computing Precision Proton Psygnosis RGB Studios Rombo Ross Moller RubySoft Silica Systems Siren Software SNAP Soft Store / HB Marketing Software Selection Stratford Tools Ltd 17Bit Centre / Team 17 Alders Amiga Centre Scotland Harpers Comp Hi Soft IC PUG Just Amiga Monthly Kontax Eng Manor Court Supplies MC Distribution MD Office Media Direct Amiga World Great Valley Products New Horizons Soft Logic Sunrize Industries New Media Aminated Pixels Multimedia Corporation Mirrorsoft Swanfast Computers CFI Domark Intersearch Systems Microdeal Eurotack and... CTW, Future Publishing and Commodore Business Machines (UK) Ltd.



ELSPA CHARTALK

Compiled by Gallup
on behalf of ELSPA

WEEK ENDING October 28th 1991

TOP 20 ALL FORMATS (FULL PRICE)

RANK	TW	LW	TITLE	FORMATS	PUB. LABEL
1	2		FINAL FIGHT	— CO — ST AG OT	U.S.GOLD
2	1		TERMINATOR2	SP CO AM ST AG OT	OCEAN
3	8		RUGBY: THE WORLD CUP	— CO — ST AG —	DOMARK
4	5		MAN UNITED EUROPE	SP CO AM ST AG OT	KRISALIS
5	6		J WHITE W' WINDSNOOKER	— — — ST AG —	VIRGIN
6	—		ALIEN BREED	— — — — AG —	TEAM 17
7	7		DIZZY COLLECTION	SP CO AM — — —	CODE MASTERS
8	4		RAINBOW COLLECTION	SP CO AM ST AG —	OCEAN
9	11		HERO QUEST	SP CO AM ST AG OT	GREMLIN
10	2		UTOPIA	— — AM ST AG —	GREMLIN
11	10		MAGIC POCKETS	— — — ST AG —	RENEGADE
12	—		SPEED BALL 2	— CO — ST AG —	MIRRORSOFT
13	17		BIG BOX	SP CO AM ST AG —	BEAU JOLLY
14	9		SILENT SERVICE 2	— — — ST AG OT	MICROPROSE
15	—		OUTRUN EUROPA	— — — ST AG —	U.S.GOLD
16	12		LEMMINGS	— — — ST AG OT	PSYGNOSIS
17	16		FOOTBALL DIRECTOR 2	SP — AM ST AG —	D&H GAMES
18	—		KICK OFF 2	SP CO AM ST AG OT	ANCO
19	—		TURBOCHARGE	— CO — — — —	SYSTEM 3
20	—		THE IMMORTAL	— — — ST AG —	ELECTRONIC ARTS

KEY: SP — Spectrum; CO — Commodore C64; AM — Amstrad;
ST — Atari ST; AG — Amiga; OT — Other

MARKET SHARE BY FORMAT

PRICE CATEGORY	MACHINE TYPE	% UNIT SALES			
		THIS WEEK	LAST WEEK	2 WKS AGO	3 WKS AGO
ALL PRICES	COMMODORE	25.5	25.2	24.6	25.2
	COMMODORE AMIGA	20.4	20.7	20.7	22.9
	SPECTRUM	20.4	18.8	17.1	17.0
	AMSTRAD	9.8	9.7	10.0	9.5
	ATARI ST	9.2	9.0	9.2	8.9
	SEGA 8-BIT	4.1	4.5	5.3	4.2
	SEGA MEGADRIVE	2.6	3.8	3.9	3.2
	NINTENDO CONSOLE	2.4	2.7	2.5	3.5
	NINTENDO GAMEBOY	1.7	1.6	1.7	1.6
	PC COMPATIBLE	1.3	1.4	2.0	1.9
SEGA GAMEGEAR	1.0	1.2	1.4	1.5	
FLIPPY (SP/AM)	0.5	—	0.5	—	
FULL PRICE	COMMODORE AMIGA	39.4	40.9	37.5	46.7
	COMMODORE 64	23.0	22.0	21.2	18.8
	ATARI ST	13.8	13.2	15.5	15.0
	SPECTRUM	12.3	12.8	10.7	8.8
	AMSTRAD	6.1	6.0	8.0	5.8
	PC COMPATIBLE	2.4	3.2	4.5	4.8
	FLIPPY (SP/AM)	2.3	1.5	2.2	—
BUDGET	COMMODORE 64	30.7	31.4	31.6	33.2
	SPECTRUM	26.9	25.3	23.8	24.6
	COMMODORE AMIGA	18.2	18.3	19.6	18.6
	AMSTRAD	12.8	13.3	13.3	13.2
	ATARI ST	9.5	9.7	9.2	8.6
	PC COMPATIBLE	1.1	1.1	1.5	1.2
	ATARI	0.5	—	—	—
CARTRIDGE	SEGA 8-BIT	32.6	31.3	34.4	28.9
	SEGA MEGADRIVE	20.7	25.8	25.5	21.7
	NINTENDO CONSOLE	19.3	18.3	16.3	24.2
	NINTENDO GAMEBOY	13.7	11.1	11.4	10.8
	SEGA GAMEGEAR	7.6	8.1	9.1	10.4
	ATARI LYNX	3.5	1.1	0.9	0.6
	COMMODORE 64	2.3	3.0	1.9	2.8

NB. Shares marked thus '—' fall below the cutoff point of 0.5 per cent

All Gallup software charts are the copyright of ELSPA from April 1st 1990. The charts published weekly in CTW are extracts from 'CHARTALK' which is compiled in report form both weekly and monthly by Gallup on behalf of ELSPA. There are 25 charts in 'CHARTALK' covering all formats, pricepoints and with market share statistics. 'CHARTALK' is available from the general secretary at ELSPA on 0386 830642/831223 — or write to him at Arden Mill, North Littleton, near Evesham, Worcestershire, WR11 5QP.



By Mark Ramshaw

SUPER SPACE INVADERS ULTIMA 6 ULTIMA 7 ALIEN BREED KNIGHTS OF THE SKY

Space Invaders — a game so legendary it was even immortalised in a beer commercial. But that was way back in 1980. So what is Domark playing at by releasing *Super Space Invaders*?

What it is doing, dear retailer, is to latch onto the current trend of old-fashioned, quality games. Choosing the granddaddy of them is one shrewd idea.

The last year or so has seen a great turnaround in the industry with more and more games players actually demanding games that are good to play. Heavens! If it's good old-fashioned gameplay they want, then it's good old-fashioned gameplay they'll get.

Hence the return to the classics of yore. Even crumbly old titles such as *Asteroids* and *Robotron* are being given a new lease of life via PD. So what Domark has given us is simple a bigger, better *Space Invaders* (well the credit actually has to go to Taito, the arcade manufacturer behind the revamped coin-op).

With appealing graphics, and more variations in levels, the programmers have even gone so far as to sample the original audio effects. Now your Amiga, ST or PC can sound just like an ancient coin-op. Still, it's what the kids want, so stock up well before your shop gets invaded. While undeniably old-fashioned, *Super Space Invaders* is actually one of the most playable releases of the past few months.

Domark has really gone to town on the marketing for this one. Striking white-on-black double page spreads and singles have been plastered in every major mag. POS is where it's really at though. In addition to A2 posters and thousands of stickers doing the rounds, Domark has also produced *Invader* wobblers. These wobblers aren't your average wobblers, mind you. These little babies feature 8 inch strips loaded with screen shots with a sizeable *Invader* bobbing around on the end. Cute.

This column seems to be turning into some kind of sponsorship deal with Mindscape, but two of its imminent releases just can't be ignored. The *Ultima* series has been running since lord knows when, and so now we reach numbers six and seven, on Amiga/ST and PC respectively.

Programming house Origin has had the good sense to refine the game system each time, so this is one saga which can't be accused of going stale. *Ultima* games are role-playing trips, however, so graphics do tend to suffer as a consequence (*Ultima VI* does look a little dated for an Amiga or ST title). Still, the fantasy crowd is usually grateful for anything approaching presentable, and the *Ultima* name is pretty legendary (in a quiet sort of way), to the point where even the likes of the mighty *Eye Of The Beholder* can't compete for hardcore role-playing.

Ultima VII on the PC does try a little harder in the visual stakes, and there's a suitable amount of Mindscape ballyhoo surrounding the launch, including three sessions booked in the Multi-Media Theatre at this month's World of Commodore Show. Now that's

what I call marketing.

Take arcade sensation *Gauntlet* and combine with cinematic sensation *Aliens*. That's the simple premise behind Team 17's *Alien Breed*. It's another of those vast, scrolling shoot 'em-up doobies, but has some of the best atmospherics since, ooh, Activision's ancient 8-bit *Aliens* licence. Of course, there's an official game of the new *Alien* film on its way, but for the moment *Alien Breed* is an ideal place for the punters to channel their anti-reptile frustrations. Expect steady sales from this one.

Finally we come to everybody's favourite simulation company — MicroProse. Continuing a seemingly endless barrage of quality titles, there's now the Amiga version of *Knights Of The Sky* to contend with. Less spectacular than its PC counterpart (the PC always has the best 3D flight games), it's nonetheless an intriguing blend of 1940s flight sim and straight arcade game. Visually better than some of the more serious sims from MicroProse, *Knights* only real competition is Sierra's inferior *Blue Max* — so no worries there.

Ads have been running for quite some time now, so the name should already be familiar to most, though I'm not sure if the punters really go for the photo-style which MicroProse seem to favour these days.

MicroProse seems to be one of the few simulation-based companies capable of combining quality with sexiness (adverts excepted), and it's this winning combination which takes its games into the higher reaches of the charts each time.

Mark Ramshaw writes for *Future Publishing's Amiga Power*.

CTW EVENT CHECK

CTW Event Check welcomes details of any shows or conferences being planned for the leisure/low end business marketplace. Please address all correspondence to CTW EVENT CHECK, The BTC, Bessemer Drive, Stevenage, Herts, SG1 2DX. Or fax us on 0438 74127.

NOVEMBER	World Of Commodore: November 14th-17th, Earl's Court II, London, 0225 442244.
	All Formats Fair: November 10th, National Motorcycle Museum, Birmingham, 0225 868100.
	DEVCON 3: November 30th, Park International Hotel, Birmingham, 081 503 2521.
DECEMBER	Manchester Computer Fair: December 1st, Manchester University, 0273 607633.
	Computer Shopper Show: December 5-8th, Wembley Conference Centre, 081 868 4466.
	Supergames Show '91: December 6-9th, Espace Champéret, Paris, 010331 48910451.
	All Formats Fair: December 1st, City Hall, Glasgow, & December 14th, Royal Horticultural Hall, London, & December 15th, University of Leeds Sports Centre, 0926 613047.
	InDin: December 19th, Portman Inter-Continental Hotel, 0438 310002.
JANUARY	Birmingham Computer Fair: January 12th, Solihull Conference Centre, 0273 607633.
	Consumer Electronics Show: January 8th-12th, Las Vegas, USA, 0101 202 4578700.
FEBRUARY	16 Bit Computer Show: February 7th-9th, Hammersmith Novotel, London, 081 549 3444.
	Computer Arena: February 19th-23rd, Larnaca, Cyprus, 081 868 4466.
MARCH	CD-ROM Europe '92: March 31st-April 2nd, Metropole Hotel, Brighton, 0895 622233.
APRIL	European Computer Trade Show: April 12th-14th, Business Design Centre, London, 081 868 4466
MAY	Spring Computer Shopper: May 28th-31st, Olympia, London, 081 868 4466.

SPEAKEASY

Grey liberation

Regarding the availability of products on the UK market ("Suing if you're bad to be grey" CTW October 28th).

Surely this is protectionism taken to extreme lengths? Without the freedom to choose what products the public wants, we would be years behind in technology.

Not long ago IBM ruled the roost in business computers — that was until a man called Alan Sugar imported a compatible machine and sold it at a fraction of the price of IBM.

In effect he gave the public what it wanted! He didn't wait until the IBM moguls gave him permission. He just went out and did it. And he was hailed as an innovator full of enterprise.

Now we have FAST actually representing the

monopoly of the cartridge situation and decrying the enterprise of the people who have given the UK public a better choice at lower cost. Nobody could call an adaptor that allows different cartridges to run on a machine an "infringement of copyright", even stretching the copyright law to extremes.

Modifications to machines, if advertised as such, are not illegal. I have never seen a cartridge which has been modified, so I can't comment on that situation, but surely Bob, you are not telling me that I need the permission of Sega or Nintendo to have a modification done to my OWN PROPERTY? Are you?

You seem to give the impression that we are in a Police State akin to something out of the Third

World! If some of these modifications are dangerous, and you know about them, then it is your duty to bring it to the attention of the relevant authorities, the Trading Standards, and they will deal with the matter very easily.

And maybe, if they are not dangerous, this is one way to clear up another red herring about the copyright law. Maybe one of the firms doing the modifications would like to submit a machine to the Authorities and solve the problem. Regarding the last paragraph of your letter, I agree with your sentiment, but find it difficult to see your position when Commodore, another member of your organisation, has for years allowed, without comment, the passing off of Commodore "compatible" cassette decks, power supplies etc.

Look at the ads for A500

power supplies, CBM64 cassette decks, C64 power supplies, and numerous add-ons like disc drives (Oceanic), printers, light guns, etc. Are these breach of copyright?

It appears that the membership of FAST is FAST becoming isolated from the real world and is perhaps forgetting that if the product is wanted by the public, then someone will supply it.

The rental situation with cartridges quickly exposed

the vulnerability of their business, and now that the toyshops, who Nintendo have always favoured, are showing increased interest, I don't blame any independent computer retailer protecting his own interest in buying and supplying what the public want, and not what the manufacturers think they should be allowed to have.

**H Tayburn
Software Centre
Preston**

COINING A PHASE

Continued from page 22

currently working on developing polygon graphics, which are currently used in flight simulators and offer the most realistic reproduction possible."

One way in which manufacturers are ensuring success is by licensing games using popular films or television characters as the base for the game.

Last year Konami's *Turtles* showed the degree of success which could be achieved by exploiting this method. Konami has followed this up with *The Simpsons*, although the impact has not been quite as strong.

As far as the home computer market itself is concerned it has lost out to the cartridge industry and is too dependent on securing licensing from the major companies to produce the games effectively. The computer software houses themselves have not been able to produce games which have transferred to the arcade market. The only game

which was a success of this nature was *Tetris* which eventually became an SWP (skill with prize machine).

Manufacturers are now facing a previously unknown threat and there are three main routes they can choose to go. The first option is to concentrate on making the arcade games impossible to emulate for the consumer market, thus keeping the two separate and providing a continued reason for people to frequent arcades; they can develop consumer cartridge systems but ensure that the games do not become available for them until long after the game's arcade life is over; and, finally, they can create player loyalty, as with the SNK system in Japan, thus making the arcade a kind of club, in which the latest games can be tried.

The likelihood is that the manufacturers will look into developing all three possibilities, although how many will tackle the consumer market remains to be seen. □

THOSE WERE THE WEEKLIES

Continued from page 14

ly to big pictures and small words.

At launch, publisher Hugh Gollner was absolutely adamant that the title would achieve sales of 60,000 and promised an initial ABC of at least 50,000.

So far the mag has not qualified for an ABC so it is difficult to judge whether or not the promise has been kept. It is even more difficult, however, to imagine that 60,000 figure being reached.

Games-X is almost certainly selling more than any weekly has done for a good few years — and that is an achievement. Unfortunately, its targets have been set so high that it could still be deemed a failure when its ABC figure arrives.

Ambition is an admirable thing, but over-confidence can be a fault and empty boasts can be disastrous.

In a private memo to Future staff, announcing the closure of *Express*, managing director Chris Anderson opined that "no one else will ever do any better" implying that *Express* did not fail, the concept of a weekly magazine failed.

Gollner would disagree, of course, despite the fact that history is very much against him.

Games-X's first ABC, due to be announced in early 1992 will be the first indication of whether he will prove history wrong, or simply add to it. □

Argument for argument's sake

We now read that the independents are outraged at Sega, they are outraged at Commodore, and they are outraged at Nintendo. The independents now even seem to be on good terms with Atari! How short some people's memories are!

Surely a dealership is a business, like any other. It is a competitive environment, it buys and sells and constantly looks at ways of improving profit and sales.

Would someone please tell me why every week I read

CTW, NASCR is complaining, and is venting outrage? Why does it not channel these energies into improving its relations with manufacturers and publishers? Instead of venting outrage, why does it not say 'How can we address the problem'?

A business exists to make money, it works with its suppliers, and its customers, to help progress, expand and diversify. I get the strong impression that a number of dealers seem to be of the opinion that they deserve or have some kind of birth right

which should bestow continual good fortune upon them.

Instead of whinging, propose; and instead of blaming, suggest. Why not look at using 'ECTS Spring' as a forum for addressing the issues that are facing your business. Arrange seminars, open discussions, and use NASCR as a constructive way of bringing companies together.

With sincere good wishes intended,
**Simon Harvey
Barrington Harvey
Stevenage**

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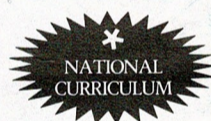
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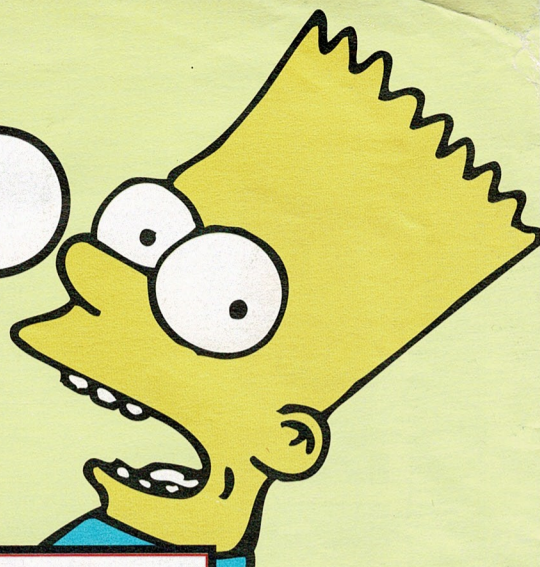
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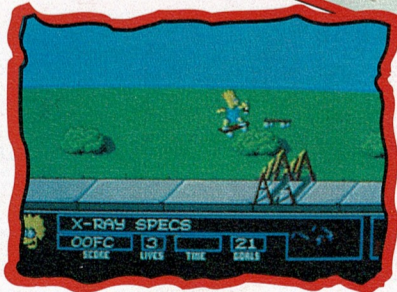
PRETTY COOL HUH?

Anyway, yours truly is the only one who can see 'em! I've gotta spray-paint things, get radical on my skateboard, use my trusty slingshot, and in general behave like a nuisance, man. Plus, with evil dudes like Nelson the bully and Sideshow Bob getting in my way, it's a good thing I've got the rest of the Simpsons to help me out! So if you're a decent person a patriot, and somebody who cares about this sorry planet, you'll do the right thing.

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MATT GROENING



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