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CTW

An ETP Publication

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Every direction - always forward.

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CTW trials Euro monthly

CTW is to extend its coverage of the European games market with the launch of a new monthly supplement.

Called CTW Europe, the publication will carry news, features and market research from European territories outside the UK. The first issue, part of a three month trial, will be dated January 1992 and will appear on December 16th (CTW Issue 367).

The move is being made due to the growing importance of the European market as a whole, and because of CTW's increasingly global readership.

CTW itself will continue to appear as normal, with its usual content of UK, European and worldwide news. The four-page supplement is simply a means to increase the information being provided on specific non-UK territories without impinging on CTW's role as a newspaper for UK retailers.

"Over the past few years CTW has successfully developed into a trade publication which is read by all sectors of the games trade. Manufacturers, distributors and the media all recognise CTW as the newspaper at the forefront of the European games market — CTW Europe is simply an attempt to further extend and improve the service," commented CTW editor Stuart Dinsey.

"It must be stressed, however, that CTW Europe is only at the trial stage at present. We need co-operation and support from all firms active on a real European scale for this to work properly. If it does, then it will appear as normal."

Continued on back page

Sonic to set Sega sales soaring

Sega Europe has announced that its star of 1991, *Sonic The Hedgehog*, will be bundled with both the Master System and the Megadrive.

Initial stocks of the 16-bit bundle will trickle through before Christmas. It was not due to arrive until next year but, according to Sega, the Megadrive is selling so fast that it has had to pull forward stocks.

The machine currently comes bundled with *Altered Beast*, although Dixons has created its own bundle containing *Altered Beast* and *Sonic* retailing at £149.

Sega's official *Sonic* bundle will contain just the one title and stick to the £129

pricepoint.

In January, Sega Europe is expecting a major delivery of the *Sonic* packs which will then fully replace the *Altered Beast* offering.

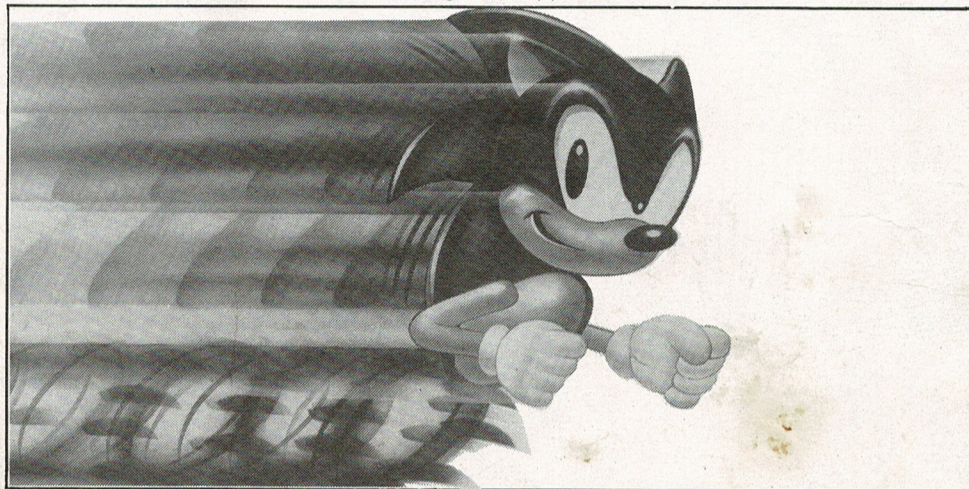
The Master System II *Sonic* bundle is not due to arrive until March or April. It will also contain the *Alex Kidd* title and Sega is looking at a pricepoint of £79.99 — £20 higher than the price of the base configuration, which comes with just *Kidd* and will continue alongside the *Sonic* version.

It is not settled yet whether *Sonic* will also make it into the Master System Plus bundle — the firm only mustering a "possibly" when asked. If it does, however, there is sure to be a subsequent price rise, whilst the

current Plus pack — featuring *Alex Kidd* and *Operation Wolf* — would remain on sale at the standard price of £89.

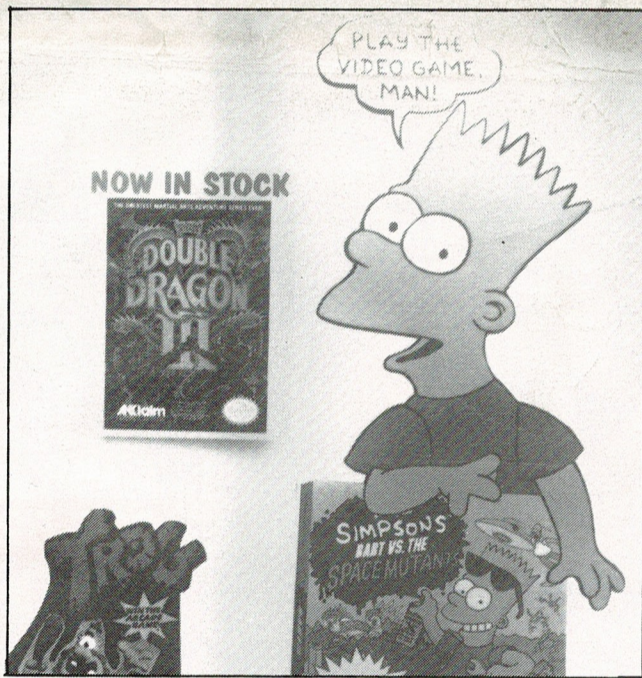
UK managing director Alan Sharam told CTW: "With most of the bundles coming after Christmas, when things are supposed to

slow down a bit, this should take some of the seasonality out of the market and maintain some momentum into 1992."



SONIC: Sega speeds up its bundle plans

Acclaim sees Sega sense



Acclaim takes its Nintendo hits to pastures new

Acclaim has become the latest in a growing band of firms with licences to publish for both Sega and Nintendo.

The US company has been one of Nintendo's leading lights. This year it is publishing titles such as *The Simpsons* and *WWF* for NES.

Some Acclaim titles, including *The Simpsons* and *WWF*, are already due to find their way onto Sega's Master System in Europe via a deal with Sega publisher, Mirrorsoft.

This latest announcement, however, means that Acclaim itself will be handling the publishing for the Megadrive and Gamegear.

The reason that the Master System has been ex-

cluded from the licence is because of its relative insignificance in the US where the deal was struck.

The first titles for the 16-bit machine and handheld should arrive towards the middle of next year and, whilst Acclaim is revealing no details of its schedule, a Mr B. Simpson featuring heavily would not be a tremendous surprise.

Acclaim boss Greg Fishbach commented: "As a multi-national, multi-format software company, our move to publish Sega product is a natural evolution."

"With more than four million Genesis hardware systems worldwide and an installed US base of two million units, Sega represents an exciting and viable segment of the market."

Mindscape traps Toads

Mindscape has signed up what it believes could be the *Turtles* or *Simpsons* of 1992 — and it isn't even a licence.

Battletoads has been one of the Nintendo games of the year in America. It was developed by top UK team Rare and published by US firm, Tradewest.

Mindscape has scooped the worldwide home computer formats rights to the title, which should hit Europe in late summer or early autumn.

Mindscape's European boss Geoff Heath told CTW: "It really is a huge game and it has all the potential to be the biggest thing of 1992 over here."

The title will be published

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Konami wakes up to UK

Japanese games giant Konami has finally switched its attention to the UK — announcing plans to become an independent computer software publisher and a big spending Nintendo licensee.

Until now, the firm's European operation has been largely controlled from its Frankfurt office. But the firm is now committed to building up its rather low brand profile in the UK.

Whilst its Nintendo publishing business is booming, Konami has realised that it needs to massively improve its marketing commitment in the UK — with a marketing manager currently being sought. On the com-

puter side, it currently operates via a licensing deal with Mirrorsoft, but it will go it alone next year.

The firm basically feels that its name isn't known enough. "We have two brands — Konami and Palcom — and that means we can put out 10 NES titles and eight Gameboy titles a year in the UK," commented Konami UK's Dana Berkman to CTW.

"Bandai has done a great job with its Nintendo marketing, and our games have been featured, but we really need to start handling things ourselves. We're the largest Nintendo licensee in Europe — but not everyone is aware of it."

Konami also wants to build up its computer soft-

Continued on back page

CDTV in tune with Radio 1

Commodore has linked up with Radio One, Dixons and NASCR in a major promotion for its CDTV

It is being run in conjunction with Dave Lee Travis' weekend show (unfortunately the second most popular in Europe), kicking off on Saturday November 30th and running for three weeks.

Car stickers promoting the promotion and giving a competition entry phone number are being distributed by 360 Dixons stores and 120 NASCR outlets. In total, 400,000 stickers are being made available.

The competition will be played live on the DLT show with a CDTV being given

away every day.

Commodore's Andrew Ball offered bullishly: "I believe this is the most significant promotion that the leisure computing industry has been involved

with.

"This promotion emphasizes the home entertainment value of CDTV and by involving retailers, helps them to increase awareness of CDTV in their stores."



Two businessmen and a hairy cornflake celebrate the deal

IMAGINE EVERY STAR OWNED A GAMEBOY...

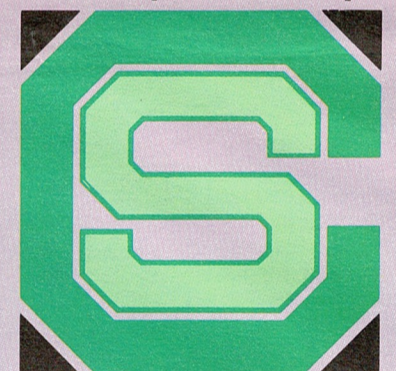
Look up on a clear night and try counting the stars winking back. The more you look the more you see, until you realise there's just too many to count.

Now think about the number of Gameboy owners there are and you will come to the same conclusion - too many to count. A market so large (and growing all the time) that stocking the **NUBY RANGE OF HIGH QUALITY ACCESSORIES** is a must for any retailer with a twinkle in his eye when it comes to extra profit.

The Nintendo endorsed range of Gameboy accessories - **LIGHTS, AMPLIFIERS, MAGNIFIERS and CARRY CASES**. Shining Stars in Electronic Leisure retailing.



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Gallup battles to keep games charts

Gallup last week responded forcefully to ELSPA's shock decision to seek new ways of providing leisure software sales charts.

The market research firm has been providing the UK games industry with its weekly, monthly and quarterly fix of figures for over six years. ELSPA took over the copyright of the charts in spring last year, but announced last month (CTW October 28th) that it is not intending to renew the current contract, which expires on January 31st.

ELSPA argued that complaints about data reliability were the main reason behind the decision, but financial concerns are known to be of key importance too.

Whilst the trade body has alluded to a distributor ship-out chart possibly replacing the current service, Gallup is clearly not going to give up without a fight.

Having written personally to all its software chart subscribers for their views, director Graham Dossett believes that Gallup still has the backing of the majority of the market. Indeed, a couple of firms have apparently pledged to seek an extraor-

inary ELSPA meeting in order to discuss the matter again.

Gallup feels hurt by accusations of unreliability, claiming that it has received just one complaint in the last 12 months. It is also bitterly disappointed with the way that ELSPA made its decision — claiming that it was not consulted at all.

"From the views that we have received so far, we believe we are in a position to keep our charts — and it would be in the best interests of the industry if ELSPA continued to run with it," remarked Dossett to CTW.

"If there are concerns about the current chart, financial or otherwise, then they can be put to us and we will discuss them — and we will attempt to find a satisfactory solution for all concerned."

Gallup and its supporters fervently believe that a distributor chart would be a step backwards for the games market — trade promotions and exclusive deals being just two of the problem areas.

Ironically, as Gallup faces a crisis in the games world, it has just won a major victory

RANK		TITLE	MC PUBLISHER LABEL	AV. WK. SALES PER SHOP
TW	LW			TW LW
1	2	FINAL FIGHT	AG US GOLD	0.8 (0.5)
2	NE ALIEN BREED	AG TEAM 17	0.5 (-)	
3	3 TERMINATOR 2	CO OCEAN	0.5 (0.5)	
4	8 JIMMY WHITES WHIRLWIND SNOOKER	AG VIRGIN	0.4 (0.2)	
5	9 FINAL FIGHT	FL US GOLD	0.4 (0.1)	
6	45 RUGBY THE WORLD CUP	CO DOMARK	0.4 (0.3)	
7	7 RUGBY THE WORLD CUP	AG DOMARK	0.3 (0.2)	
8	11 MAGIC POCKETS	AG RENEGADE/MINDSCAPE	0.3 (0.3)	
9	6 TERMINATOR 2	AG OCEAN	0.3 (0.2)	
10	19 FINAL FIGHT	CO US GOLD	0.3 (0.1)	
11	20 SPEED BALL 2	CO MIRRORSOFT	0.3 (0.2)	
12	18 TERMINATOR 2	AM OCEAN	0.3 (0.4)	
13	4 TERMINATOR 2	SP OCEAN	0.2 (0.2)	
14	13 DIZZY COLLECTION	CO CODE MASTERS	0.2 (-)	
15	NE OUTRUN EURPA	AG US GOLD	0.2 (0.7)	
16	1 UTOPIA	AG GREMLIN GRAPHICS	0.2 (0.1)	
17	28 TURBOCHARGE 2	CO SYSTEM 3	0.2 (0.3)	
18	5 SILENT SERVICE 2	AG MICROPROSE	0.2 (0.2)	
19	16 CRUISE FOR A CORPSE	AG US GOLD	0.2 (0.1)	
20	21 MANCHESTER UNITED EUROPE	CO KRISALIS	0.2 (0.2)	
21	38 DIZZY COLLECTION	SP CODE MASTERS	0.2 (0.0)	
22	33 RAINBOW COLLECTION	AG OCEAN	0.2 (0.0)	
23	15 JIMMY WHITES WHIRLWIND SNOOKER	ST VIRGIN	0.2 (-)	
24	NE WORLD CLASS RUGBY	SP AUDIOGENIC	0.1 (-)	
25	RE HERO QUEST	CO GREMLIN GRAPHICS	0.1 (0.0)	
26	31 MANCHESTER UNITED EUROPE	SP KRISALIS	0.1 (0.0)	
27	44 BIG BOX	CO BEAU JOLLY	0.1 (0.0)	
28	50 UTOPIA	ST GREMLIN GRAPHICS	0.1 (-)	
29	RE SHADOW DANCER	CO US GOLD	0.1 (0.0)	
30	36 MANCHESTER UNITED EUROPE	AG KRISALIS	0.1 (0.0)	
31	27 HERO QUEST	SP GREMLIN GRAPHICS	0.1 (0.0)	
32	32 LEMMINGS	AG PSYGNOSIS	0.1 (0.0)	
33	25 TERMINATOR 2	ST OCEAN	0.1 (0.0)	
34	10 PGA TOUR GOLF	AG ELECTRONIC ARTS	0.1 (0.0)	
35	23 RAINBOW COLLECTION	CO OCEAN	0.1 (0.0)	
36	14 LAST NINJA 3	AG SYSTEM 3	0.1 (0.0)	
37	RE RODLAND	CO STORM	0.1 (0.0)	
38	NE THE IMMORTAL	AG ELECTRONIC ARTS	0.1 (0.0)	
39	RE MANCHESTER UNITED EUROPE	AG KRISALIS	0.1 (0.0)	
40	43 THUNDERHAWK	AG CORE DESIGN	0.1 (0.0)	
		AM CODE MASTERS	0.1 (0.0)	

GALLUP: Looking to stay in the game

in the record industry. The Irish Federation of Phonographic Industries (IFPI) has signed up to UK-style Gallup record charts — which take over from the ones provided by

distributors.

The move was made after industry complaints that ship-out charts were unreflective of what was really going on in the market at retail level.

Dealers give ZCL correct response to Calculus poser

ZCL last week claimed that its dealer base had reacted "very positively" to its planned franchise chain.

The distributor's aims, revealed exclusively in CTW two weeks ago, involve establishing 50 leisure and small business outlets by this time next year. The project is being handled by a specially created new division of ZCL, called Calculus.

ZCL boss Don Carter told CTW: "We have had a very, very substantial response and it has not been at all negative. I was a bit worried that dealers may misunderstand our motives."

"The most common response has been dealers telling us they think it sounds like a great idea and asking us for more details, asking if they have to take their name down, asking about the advertising."

"At the moment we're just re-assuring them that they won't have to take their names down, it won't cost them huge amounts of money, things like that."

"We've had about 130 dealers write to us asking for more details and another 100 or so have phoned. We'll be sending them details and everyone else will get a mail shot soon."



CARTER: Pleasing reactions

World domination is them

Toys R Us has announced a plan for global expansion targeting new territories and planning more stores in existing strongholds.

The revelations were made at the recent Toy Industry Conference in New York by the chain's vice chairman Michael Goldstein who pinpointed Benelux, Switzerland, Mexico, Greece and even Hungary as areas for expansion.

He stated that he hopes to virtually double the number of EC stores by the end of 1992, giving a total of 106, which would include a UK contribution of 38 stores. Its current UK total stands at 28.

In the US the firm has plans to bolster its current total of 497, up to 544 by the end of next year and is talking openly about an ambition to have over 700 stores some

time in the future.

Globally the company believes that a total of 1,500 is a very realistic target. Its current worldwide total stands at 623.

TOYS R US GLOBAL EXPANSION	
Territory	Target number of stores for end '92
Canada	43
UK	38
Germany	31
France	16
Spain	16
Austria	3
Portugal	2
Japan	7
Hong Kong	4
Taiwan	3
Singapore	2
Malaysia	2
Total	167

Takara takes a shot at booming Euro NES market

A new Nintendo publisher has emerged in Europe, with a multi-million dollar Japanese pedigree behind it.

Based in Tokyo, Takara is involved in toys, gifts, videogames and character merchandise (it has just introduced the Teenage Mutant Ninja Turtles to Japan). It has a current turnover of \$390 million and claims it will soon take over from Bandai as the number one toy com-

pany in Japan.

It has now established a European base in Amsterdam with Makoto Satoh as managing director and Roger Korstjens in charge of the toys and videogames division.

Korstjens told CTW: "The deal to publish for Nintendo was signed just a few days ago. We now plan to release five or six titles for Gameboy and NES, with the first arriving in May or June next year."

He was not prepared to reveal precise details of Takara's proposed release schedule, but offered that it comprised original product and licences.

"We see video games as one of the areas of great potential for us and we think that we can take a healthy share of the market."

He added that Takara had not yet decided on the distribution routes for its cartridges.

Miller moves as Amstrad appoints

Amstrad has shuffled its sales and marketing team, appointing a new director to head international activities.

Bernard Steiner's responsibilities will include the co-ordination of sales and marketing for Amstrad's subsidiaries in France, Spain, Italy, Germany, Holland and Australia.

He comes to the firm from a stint as European managing director of Sansui. His track record also shows time at Olivetti and Sony.

The shuffle also means a new role for Amstrad veteran Malcolm Miller who now takes control of the sales and marketing effort in the UK.

Miller was previously in charge of UK and interna-



MILLER: Focusing on UK and new products

tional marketing. Amstrad was keen to stress, however, that he is still something of a number two in the company's overall hierarchy, explaining that "one man can't

run the world".

In his new position he will also be in charge of the development of new products, a role in which he has excelled in the past.

CTW EUROPE NEWSDESK

A new monthly four-page supplement called CTW Europe will start a three month trial on December 16th. It will specialise in the leisure computing and video game markets in European territories outside the UK.

Whilst the weekly CTW will continue to provide regular European news, we believe that there is now a significant demand for an increased amount of news, features and market research.

Firms seeking to gain coverage in CTW Europe should be advised that this supplement will be working on a monthly schedule — appearing on the last Monday of each month, following the launch issue in December.

Whether it be a new distribution deal in France, a bankruptcy in Spain, an ad campaign in Germany or a piracy purge in Italy, CTW Europe will endeavour to cover what's going on. But it needs the co-operation and support of the market itself for the trial period to prove successful.

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c 1991.

MB winning games game

MB Games is proclaiming its initial steps into the world of Nintendo publishing a success, after releasing its first four titles.

All the titles — *Marble Madness*, *Digger T-Rock*, *California Games* and *Timelord* — have been backed with TV ads on Sky, with national slots pencilled in for Christmas.

The firm is one of the first Nintendo publishers in the

UK to be distributed outside of Nintendo's official UK distributor Bandai.

MB marketing manager Janet Surr told CTW: "We've done quite well so far, a lot of toy shops only take a small amount of stock and then we replenish it after 48 hours, because it is quite an expensive product for them to take on. There have been a lot of them re-ordering though."

"Our plan for the TV ads is to run them on Sky and probably get them onto the net-

works in time for Christmas, stepping things up in the new year. The biggest sales of machines will obviously be at Christmas, so we're hoping to pick up the software sales afterwards. This is a new area for us, but it's also very exciting."

Two more titles have been scheduled for release in the first half of 1992 — *Corvette Challenge* and *Battle Tank* — and both are also expected to receive TV backing.

Elite boosted by Nintendo first

More proof (if proof were needed) of the power of cartridge software comes in the form of Elite's sales figures for the last month — the highest in the firm's history.

The firm claims to have turned over £1.3 million in October, and attributes the success to the launch of its first Nintendo title —

Dragon's Lair.

An estimated ship-out figure of some 85,000 units in Europe and Australia is being claimed by the firm.

Elite managing director Harry Johnson told CTW: "At one stage in the firm's career, this would have been a year's turnover, it's certainly the greatest so far. It's really been caused by a combination of two things — our first Nintendo title and the

fact that we have a very successful compilation out at the moment.

"What was happening before, was that we placed far too much emphasis on the Nintendo product to the detriment of home formats. But now we can do it in tandem. There's still a lot of hardware out there and those that can provide software for it will obviously do well."

Origin wings over to CD

Mindscape has announced a trio of CD products for PCs from its prestigious US affiliate, Origin.

The campaign kicks off with the original *Wing Commander*, together with *Secret Missions I* and *II*. Also scheduled is *Wing Commander* together with *Ultima VI*.

Both packages will be out well in time for Christmas, possibly by the end of November, both carrying a retail tag of £59.99.

In the new year the assault continues with a CD containing *Ultima I-VI*. No definite launch date has yet been set, although it should be out very early in 1992, retailing for £79.99.

The *Ultima* series con-

tinues on PC disk next month. The title, *Ultima VII*, is no real shocker, but rather surprisingly the game itself will only run on a PC with a 386 or 486 processor.

Origin product manager Jenny Evans told CTW: "Origin is looking very seriously at the CD market and I'm glad to say that there is a tremendous amount of interest in the products in Europe."

Centresoft adds to add-ons

Centresoft has announced a number of new additions to its Nuby range of Nintendo Gameboy add-ons and peripherals.

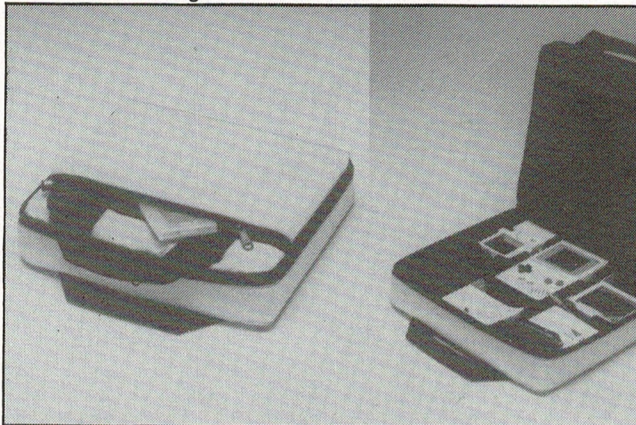
The Gamelight Plus is a combined light and magnifier for the Gameboy, but the firm is warning that stocks will apparently be in short supply this Christmas.

A new case for the Gameboy which incorporates zipped pockets for games and leads will retail for £16.99, and a Gameboy holster to house games and

the machine will go for £7.99.

Likewise, a car lighter power adaptor, and a cleaning kit will also cost £7.99. A combined AC adaptor and battery pack will be launched at £23.99 in time for Christmas, with the mains only version at £9.99.

In addition, the firm has also announced the first of a range of products for the Sega Gamegear. The first two accessories will be a nylon attache case for games and leads, and a soft pouch called Play 'n' Go allowing the machine to be played on the move.



Newies from Nuby

Ma moves in at Acclaim

Acclaim has created a new senior management position in the US, making room for an erstwhile Mediagenic director.

John Ma joins the firm as vice president of planning and operations. He will be overseeing Acclaim's distribution and newly established manufacturing

capabilities.

Acclaim president Robert Holmes commented: "John comes to Acclaim with a wealth of experience, a broad range of sophisticated operations expertise and a reputation of the highest calibre. We are extremely pleased to have him take on this important role, which we see as vital to the continued growth of Acclaim worldwide."

Premier ends world famine

Huntingdon based Premier Micros has launched a new range of space saving units for Amiga and ST owners.

The modular Centre units allow users to house their machines, monitors, add-on drives and half-eaten Big Macs in a single case.

Premier is also rather proud of the fact that its latest range boast improvements such as stronger/lighter construction, new joystick/mouse port relocation and a built-in position for the Power Supply unit.

The three products being unleashed through distributors Bonsai, SDL and Darius of Austria are the View Centre (£74.44), Control Centre (£49.95) and Control Centre Plus (£74.44).



Hmm, that is handy

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Commodore



Commodore will be supporting its retail products through national press and TV advertising throughout November and December.

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Amiga 500
Brighter by Far

Thirty second TV campaign across the country on ITV and Channel 4. National mono advertising via the Daily Mail, Daily Express, Today, Sun, Daily Mirror, Daily Record, Mail on Sunday, News of the World, Sunday Times, Guardian, Times and Independent.

National colour youth advertising via Viz, Roy of the Rovers, Shoot, Match, Blast, Judge Dread, Eagle, 2000AD, 2000AD Monthly, Kerrang and No 1.

Amiga CDTV
Its nothing short of revolutionary

Thirty and sixty second TV advertisements on ITV and Channel 4. National mono advertisements via the Independent, Observer, Times, Today, Daily Mail, Daily Express, Mail on Sunday, Sun, Sunday Mirror and the News of the World.

National colour double-page spreads in the Radio Times, YOU Magazine, Independent Magazine, Computer and Video Games, Camcorder User, Video Camera, What Hi-Fi, VOX and Empire.



Commodore

Commodore Business Machines (UK) Ltd
Commodore House, The Switchback, Gardner Road,
Maidenhead, Berks SL6 7XA (0628) 770088

Boots catalogues computer success

Boots is one of the many department stores lending full support to its hardware and software ranges this year, producing a full colour product catalogue for the first time ever.

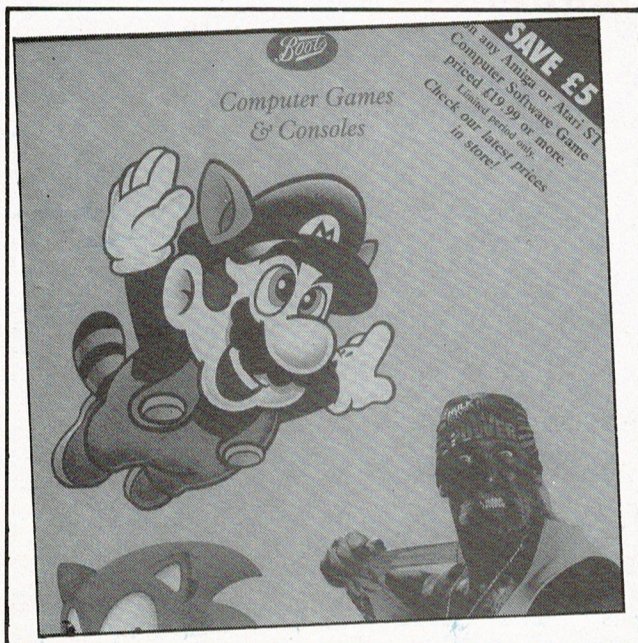
The catalogue features all the firm's console and computer ranges including Sega, Nintendo, Atari, and Commodore and a full index of games.

Although the firm usually produces catalogues for its audio and video products alongside its complete product catalogue, this is the first time a video games version has been produced.

Some 1.5 million catalogues have been produced and will be distributed in all Boots stores and in press inserts.

Boots software buyer James Morris told CTW: "As an area of importance to us it rates right alongside music and video. Over the year it has become more and more important to our business and is an indication of the changing attitudes within Boots."

"Catalogues like this work very well and are often used just like a shopping list. It puts what's on offer right in front of the customer. Software is often a hard product for people to buy, this will be a great help to them."



Mario flying the flag for Boots



Despite England losing the world cup final, Rugby fever is still rampant in some corners of the country. Audiogenic, for instance, has just sponsored a Rugby team — Warlingham RFC — featuring none other than Infogrames UK boss Henri 'Killer' Coron. The team is pictured here having just defeated Coron's old French team The Black Canuts, but then again, aren't all rugby players a bunch of Canuts?

Advert authority ticks off trio

The leisure software market is back, back, back in the latest edition of the Advertising Standards Authority report.

Future Publishing leads the way with a reprimand over two competitions in Amiga Format. Two complainants claimed that prizes had not actually been sent out, and questioned whether or not prizes were ever sent out.

The Authority upheld the complaints in part. It concluded that in one case the prizes had not been sent out within the six week limit imposed by the advertising code and that in the second

instance the prizes did seem to have gone astray.

It expressed concern that Future did not have any means of ensuring delivery of prizes and recommended that the situation is quickly rectified.

Legend Software was hauled up for an equally traditional offence, advertising software that is not available.

Also mentioned was Inter-Mediates which was in trouble for advertising a monitor which it claimed protected eyes and health. The ASA saw no proper substantiating evidence for the claim and requested that it be deleted.

Tims moves up as Edgeley slopes off

Tears, cheers, and probably beers abounded at Domark last week, as one member of staff left, and another one rose in the ranks.

Longtime PR manager Clare Edgeley is leaving the firm, and indeed the industry, to 'work' at a ski resort for six months, whilst publisher

Matthew Tims becomes a director of the firm.

Tims' new rather grandiose title will be that of 'creative director', whilst Edgeley becomes something like 'chalet administration operative'.

Proving that he really has nothing better to do all day, Domark joint boss Mark Strachan commented, rather unusually:

"There once was a tall chap called Tims
Who was exceptionally long in the limbs.
He's not a defector
He's now a director.
And I promise it's not one of our whims

"There once was a PR lady called Clare
Who I'm sure the whole world is aware.
She's going to a chalet
To ski through a valley
A talent like hers is so rare," he added.



EDGELEY: Snow holding her

CTW wishes to stress that it does not encourage the sending of quotes in Limerick, Clerihew, Sonnet

or lambic Pentametre form. We don't want this to become a worrying trend, do we now?

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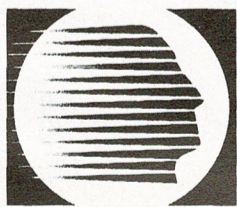
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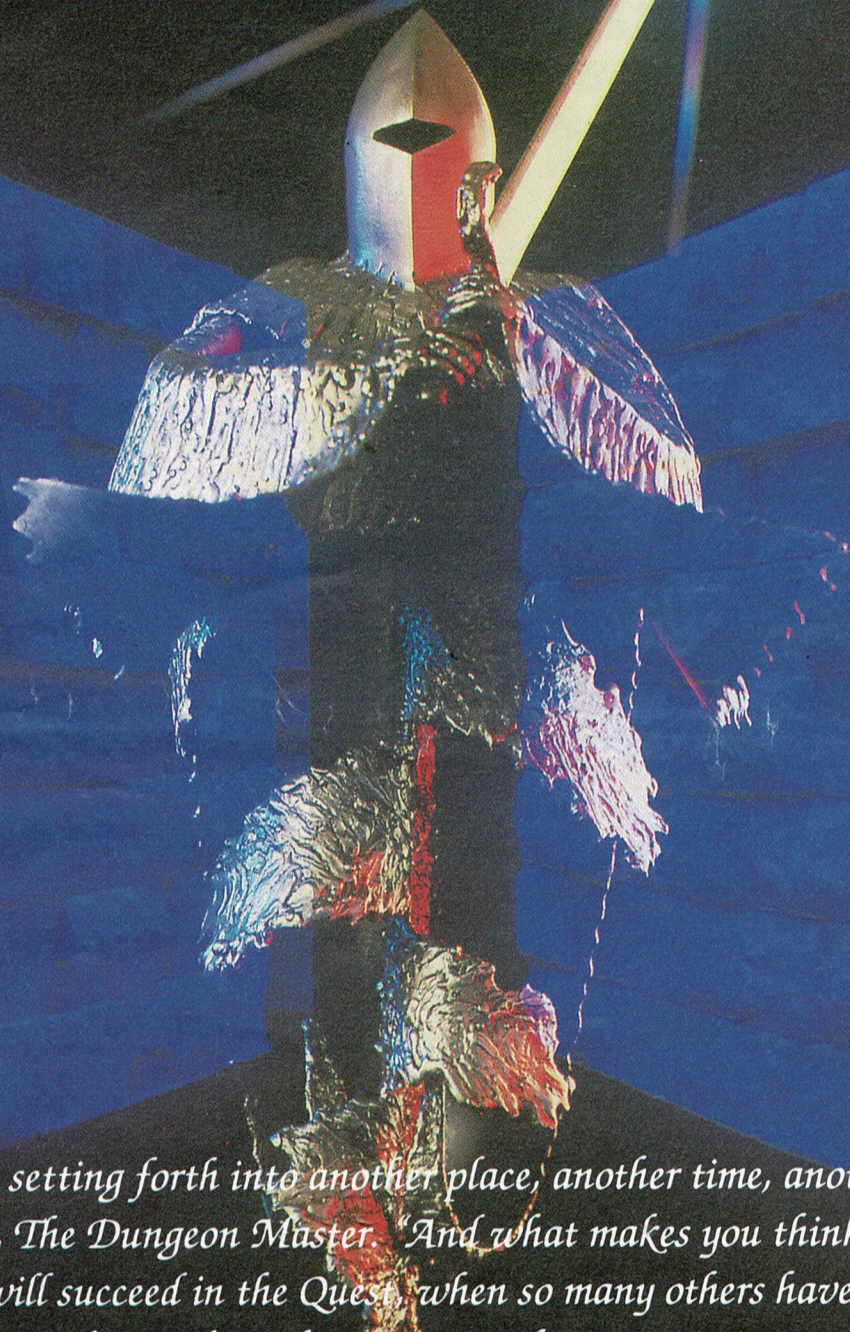
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Knightmare



"You are setting forth into another place, another time, another world," said Treguard, The Dungeon Master. "And what makes you think that you four mere mortals will succeed in the Quest, when so many others have failed?"

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Using the same game system that made 'Captive' adventure game of the year for 1990, 'Knightmare' makes dungeons and dragons games seem like newts splashing around in a muddy puddle.

'Knightmare' is a sophisticated role-playing adventure where you are

challenged to solve complex puzzles, logic problems and riddles that reveal a rich, ever-more rewarding storyline.

Your journey takes you deep into the dungeons of Dunshelm, to a cataclysmic meeting with Lord Fear and the unthinkable horrible FrightKnight.

Whether or not the meeting is terminal is up to you. You will need wisdom, tenacity, alacrity and, above all, courage.

But you have all those things, don't you...?



Available for Amiga & Atari ST



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For your local dealer, contact: **Mindscape International Ltd**, The Coach House, Hooklands Estate, Scaynes Hill, West Sussex RH17 7NG Tel: 0444 831 761

Toplevel radios for Xmas fillip

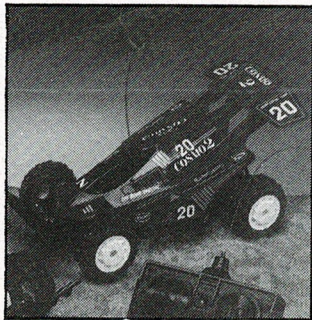
Those very caring people at TopLevel have lifted some of the toy market gloom by buying up a job lot of radio controlled cars.

But after many a lengthy meeting, the low-cost business software specialist has opted not to dabble in the leisure market. Instead, its using them as the main attraction for its annual Christmas Promotion.

Dealers will get the

chance to pick up the racy little freebies by stocking up on the word-processing packages *Top Copy* and *Top Copy Professional* (as used by CTW). Eight special tokens need to be collected between now and the end of January in order to qualify, with one being offered on *TC* and two on *TCP*.

"We wanted to have something different from the usual round of promotional cameras and watches," commented TopLevel's



Toplevel's promo drive marketing director Jane Roberts.

"Everybody here is expecting it to go better than ever this year. Who knows, we might even start a new trend for toys as promotional gifts — after all, most of us are big kids at heart."

Shopper turns on TV

The *Computer Shopper* has announced details of its forthcoming TV advertising campaign.

The ads will appear on LWT and Channel 4 between November 29th — December 1st, and apparently involve a spend of some £50,000.

The organiser of the show, Blenheim, is expecting some three million people to see the ads.

They include a mixture of 10 and 20 second slots in *News at Ten*, *Cheers*, *Motor-mouth*, *The Match*, and *Spit-*

ting Image.

Further ads will be booked, for screening when the show takes place.

Blenheim PEL's Stephen Bozdan commented: "Following our highly successful TV campaign for the Spring *Computer Shopper* Show, we decided to take this route again at Christmas, and with advance ticket sales already well up on last year's figure, it looks certain that, as a result, our original attendance forecast of 60,000 will have to be revised."

Citizen pins hopes on 224

Citizen has unveiled its new flagship printer for the home, schools and small business markets.

The 24-pin Citizen 224 will retail at £269 (exc VAT), with its ease of use being the key feature. A colour option will also be available for a further £38.

As one might expect, Citizen claims that the product is just the thing to retain the firm's lofty status as market leader in the low-end.

"The trend we are seeing in the dot matrix market is towards greater functionality, whilst prices remain low. End users want well featured products and value for money. I believe that the competitively priced 224 reflects Citizen's response to such demand, particularly for entry-level users," commented product marketing executive Julie Haswell.

The 224 has three letter quality fonts (CTZ Courier, CTZ Roman, CTZ Sans Serif), one draft font and provides full European character set support, including of course those cheeky little IBM code pages.

Logic defies Spectravideo

Spectravideo has closed down its UK manufacturing plant for its Logic 3 range of sticks, but insists that the brand will live on.

Although the plant is closed, future Logic 3 product will be produced in the Far East. The closure of the UK plant is thought to have meant 26 redundancies.

Spectravideo boss Ashvin Patel told CTW: "In the end it proved quite an expensive thing to do in the UK. We had a lot of overheads going into the low season, and it costs money to run when the demand isn't there.

"It won't make any difference to the consumer because the product won't change. The only difference will be that it doesn't have a sticker saying 'Made in UK' which is a great shame."

Meanwhile, the firm also quashed rumours that it may be in some financial difficulties.

"We're expecting turnover to be 20-30 per cent up this year. Our product range has increased from just the one product, to six different lines now, and we've taken on extra sales staff, so we're actually expanding," said Patel.

Speedy Seiko charges up A1

Seikosha has launched what it claims to be the fastest sub-£200 nine pin printer ever.

The SP2400 A1 manages a top print speed of 300 cps in super draft mode, and is pitched squarely at the home, education, small/medium sized business and public sector environments.

The other, rather less frenzied, speeds for the narrow carriage machine are 240 cps (12cpi) in draft and 50cps NLQ (10cpi). Features also include a 21Kb buffer and five resident fonts — Courier, Prestige, Gothic, Sans Serif and Script.

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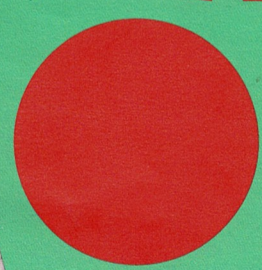
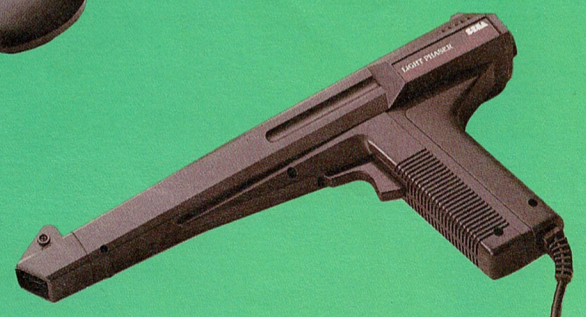
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WINNING AWAY FROM HOME

On a recent flying visit, Sega's director general, Kunimasa Yagi, was in a relaxed and talkative mood as he outlined plans for Europe that stretch well into 1994. DAVE ROBERTS is the man to whom Yagi bares his soul...



MASTER SYSTEM: Four year future already planned

Kunimasa Yagi looks happy and relaxed in Sega Europe's West End offices.

But then he should look pretty content, after all, he liked this place so much he bought the company.

His official title within the firm is director general, and his job is to oversee Sega's expansion into Europe. It's a role that is becoming increasingly challenging. Console manufacturers have traditionally taken a them and US (as in Japan and America) view of the world, with Europe being very much the third world.

Now though, Europe has leapt to the forefront of the minds of both Sega and Nintendo. The States and Japan are becoming hard places to do business. The 8-bit market is as saturated as Oli Reed's liver and the 16-bit map has yet to clearly emerge.

In Europe, the NES and Master System are still big news and can still achieve

big sales. It is, to a certain extent, virgin territory (if Nick Alexander will excuse the phrase) and so that is where both companies are focusing more and more of their attention. The poor relation is about to inherit a fortune.

That is why the erstwhile Virgin territory in which Yagi is now relaxing, has become Sega Europe territory.

The Virgin Mastertronic buy out was possibly the biggest news of 1991 and at the time CTW garnered the views of all the UK players, only Richard Branson's milkmen proved unavailable for comment.

Unfortunately, there was no word from Japan, from the people that had, after all, played the biggest part in the deal — signing the cheque.

Four months later, Yagi remembers: "It was definitely not part of the original plan to take control. We only really started to consider a purchase earlier in the year.

"The major reason was that, when we looked at

Europe we saw tremendous potential for the future, and with the sort of growth that we expect we need to have control from Japan.

"We did talk about the possibility of a joint venture and it did seem like a nice idea, but the reality would have been very difficult, because in a 50/50 relationship, it is hard to know who is making the top management decisions."

There were a number of benefits from the buy out — money, money and more money. The need to spend, spend, spend in the promotional battle with Nintendo was easily the biggest factor in the deal.

"We may actually make a small profit in the beginning, but we're willing to invest more and more to create the big market for the future. Distributors look at the situation year by year, trying to make more money each time, our view goes five or ten years into the future."

The immediate future, as in the next couple of years, would seem to involve a shuffling of Sega's current pack, plus the introduction of a whole new deck.

Right now, the 8-bit Master System is the firm's number one machine. But this is a market that feeds off new technology and it is the Megadrive that is catching the headlines in the press and the imagination of the public.

This creates a problem, not a particularly unpleasant problem, but a problem nevertheless. With the clamour for the Megadrive growing by the day, the Master System, through natural comparison, may suffer, and never achieve the sort of sales that it would have reached had the 16-bit system been delayed.

Sega's official line is that the Megadrive will be poaching primarily from the 16-bit games computer market and that cannibalisation will be minimal, but Yagi admits that there is some conflict.

"The Megadrive has taken

off a bit faster than we anticipated, but the Master System is still very strong and we will still be pushing it very hard. We still have a lot of penetration potential." It sounds rather gruesome, but he means no harm.

Yagi continues: "It is certainly true that consumer demand is switching from 8-bit to 16-bit, particularly in the UK"

But only because Sega has given the consumer that choice, it could have held back the Megadrive and made absolutely sure the Master System had the chance to be all it can be.

To understand why it did not, requires a touch of historical context. Nintendo's 8-bit NES became the machine that swallowed a generation in the US simply because it was first to market.

There's obviously a tad more to it than that, but the key thing is that for far too long it was allowed to build up an unopposed and ultimately unassailable lead.

Firsty work

Since then Sega has been determined never to be second with any product in any market. In 16-bit, CD and whatever else is down the line, Sega will be first.

And Yagi is more than happy for the firm to sacrifice what may only be a few thousand Master System sales in order to establish the Megadrive before the Super NES even has a definite launch date.

"We have to show the strength of our technology,

up."

So the Megadrive is strong now and promising to be even stronger in early 1991, particularly with a *Sonic the Hedgehog* bundle promised. (See front page story).

Where does that leave the Master System? A long way behind, possibly. But not ac-

there is no need for any changes, the aim and the price of the machine will remain the same. But at the start of 1994, that will be the time for big change, a major repositioning."

And by then Sega's number one slot will be filled by the Megadrive. Yagi



GAME GEAR: Continuing a handy performance

ording to Yagi.

"I strongly believe that we have three or four more very strong years with the Master System but in order to make it last that long we will have to consider some changes.

"We will have to change the design and the packaging and consider new price points, making it much lower than before."

The idea is to emphasise the difference in appeal that is already apparent with the two machines. The Megadrive going to the teenagers and even early twenties and the Master System fitting in underneath — sort of a generation gap within a generation.

"The design of the machine could be changed to appeal to younger children, it could be bundled with games suitable for that market and the price could be made much lower.

believes the peak year for the machine will be 1993 but believes its biggest boost may come in 1992, courtesy of Nintendo.

"When they do launch, the market potential will grow. More and more consumers will see the value of 16-bit. It's sometimes not a good thing to be completely on your own, a reasonable competitor can actually help."

Hmmmm, the great Nintendo described as simply "a reasonable competitor", it's certainly a new angle, and of course part of it may well be bravado — go ahead, give us your best shot.

Path to bucks

But there's no denying Yagi's confidence right now, not only regarding current products, but what he sees as a clear run into the



MEGADRIVE: Set for Sonic boost

we have to show ourselves as leaders."

So when the Super NES does arrive, will Sega have effectively done a Nintendo and built an unsurmountable mountain of sales?

"We actually think that the Super NES will hit Europe next spring, and by then we will have established a reasonable base. It will certainly not be easy to catch

"Even further on, we could drop the machine right down into the toy market where it can just keep going." Rather like Atari's VCS which, with 1991 sales of around 200,000 units, seems to keep going and going and going...

But there will be no sudden, shake-up of the line-up, Yagi is talking evolution not revolution.

"Over the next two years

The next big launch will be the Mega CD, a CD drive designed to clip onto and work with existing Megadrives. It will be in Europe for autumn and a £299 price tag looks most likely.

Whilst discussing the drive, Yagi also took the opportunity to scotch some

Continued on page 12

YAGI ON SOFTWARE

"The key thing in the battle between the Megadrive and the Super NES will be the software.

"In America our line-up is very strong and Nintendo's is very poor, that is why we are holding on to our lead in the US and selling many more Genesis machines than we first anticipated.

"It has to be remembered that when a manufacturer introduces a new machine, it takes software engineers one or two years to catch up.

"Even with the Megadrive, the first titles were not as good as they could have been and it is only in the second year that we have started introducing really great titles. But we have now gone through that process, Nintendo still have a long way to go.

"Our software development team right now is very strong but I do think it is important to limit the number of publishers that we have.

"There can be too many

titles, and then things can get confusing for the customer, he could buy a bad title and then feel disappointed, not just with the game but with the whole idea of playing console games.

"For CD games we are in negotiations with a number of our third party publishers, including European firms and we should be able to make some announcements before the end of the year.

"But we are also talking to people that we would want to publish specifically for CD, people in the film and record business that could really make the most of the technology.

"Our current publishers, the typical publishers, they are very good for cartridges, but for CDs we need something extra, a company with broader capabilities.

"We're currently talking to a few movie producers and record companies and we will, again, make announcements soon."

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MEGA CD: Building on 16-bit success

Continued from page 10

pretty resilient rumours about an enhanced Megadrive, a sort of Megadrive II.

"The technology of the current hardware is good enough, we don't need to change it, what we need to

do is build round it, with peripherals like the Mega CD.

"At launch there will be around 7-10 titles, there has to be at least that many, otherwise the consumer will feel very disappointed. We cannot expect a big volume

penetration first of all, but it will take off."

The drive will be followed by an all-in-one product, currently being designed in conjunction with JVC. That will not appear until 1993, and Yagi can give no indication of a possible price.

But at least he is talking convincingly about machines that we can all fully expect to appear within our lifetimes. Sega has plotted a true and direct course through the murky CD waters, Nintendo seems to be rather adrift, having seemingly lost its tenuous grip on that Sony buoy.

It is, yet again, evidence of Sega's determination to flex the muscle of its gargantuan R&D department, easily the most staffed and highly regarded area of the company.

The third in the trio of new products discussed by Yagi is that curious beast, the Terradrive.

A joint project with IBM, the Terra combines a PC and a Megadrive within a rather flash matt black box, accepting standard PC titles plus Megadrive cartridges.

It is a strange project, conceived by a very odd couple and it is clear that there is a certain lack of unity of thought about the machine at the highest echelons of Sega's global management.

With admirable candour, Sega Europe boss Nick Alexander admits that he is "not a great fan". He explains: "Personally, I find it difficult

to see quite how it fits in to our overall positioning in the marketplace." Curiouser and curiouser...

The main drawback of the machine seems to be that the PC half is simply not good enough, or rather not fast enough. The first production model runs at under 10MHz, not even in the race today.

That model has gone on sale in test markets in Japan, but it seems likely that any machine that gets given a global release will be considerably updated, although Alexander has suspicions that the Terra may remain firmly in the nice idea but... category.

Yagi on the other hand seems to be very much part of the supporters club. He predicts a launch in Europe for "late '92/early '93".

"It will be aimed mainly at older students, people with work to do but people who also play a lot of games. I do think that at the moment we have to create some more attractive PC software for that market, more educational titles.

"Over here I think a price of £700 is quite likely, and then we will emphasise the Megadrive aspect, it's key promotional point, make sure people don't see it as just another PC."

It's a very interesting idea, but just making sure that people do get to see it may be quite a challenge.

Still, hearing Yagi talk so openly about new products, new challenges and new strategies is very refreshing. He has talked to CTW before on a number of occasions, but never so frankly and openly, perhaps those wacky, lapsed Virgins are having some effect.

But his calm, relaxed manner belies the intense nature of Sega and Nintendo's global rivalry, and one senses that corporately Sega is still smarting from Nintendo's walkover in the US 8-bit market.

One also senses that the US experience has given it a determination that is now driving it into areas such as CD and productivity faster than anyone would have imagined 12 months ago. □

YAGI ON GREY IMPORTS

"The answer in software is to introduce strong titles simultaneously all over the world.

"So when something like *Sonic 2* is released it will ship on the same day in all territories.

"I think all consumer goods markets are always going to have the problem of grey importing, our job is to control it as much as possible.

"On the hardware side we can actually do a lot more

because if machines are brought in from places like Hong Kong or Taiwan, then they have to be converted to PAL and that infringes our copyright.

"We are right now preparing to take legal action against firms over here. It really is very easy for us to take very strong legal action against these people and we will be doing so with two or three companies before Christmas, although I can't tell you who they are just yet."




TERRADRIVE: Confusion surrounds...

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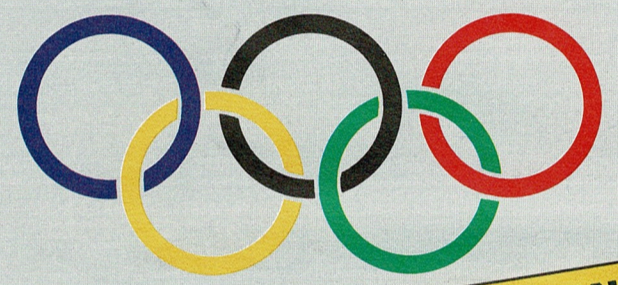
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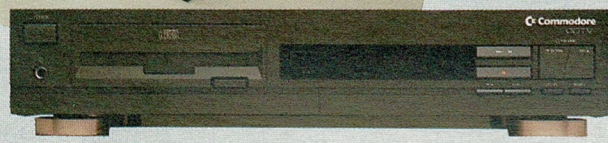
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CTW SEGA SPECIAL

SELECTION SPECIAL

It was the strength of Sega's software that made the Master System single-handedly re-create the UK consoles market a couple of years back. These days, there are three different machines on offer — but the regular appearance of good supportive titles has never been more important. **ANDY SMITH** casts his eye over the Winter fare...

This Christmas is going to prove crucial in the console war. Sega has a great advantage in its large installed user base, with the WCRS devised TV ad campaign continuing its blitz on

our terrestrial and satellite screens (if you're over 15 you've no hope of understanding the ads, but then they're not aimed at you) over the pre-Christmas run-up, Sega is determined to stay well

ahead of Nintendo.

But the timing of new game releases is going to prove the deciding factor not only for what new games are bought, but will also influence, to a large extent,

what console system is purchased in the first place.

The public is notoriously short-sighted. If one system has 10 big games available for it now then that's the system that's going to sell, even if another system is going to have 20 new titles next month.

MEGADRIVE

One word. *Sonic*. The blue hedgehog really has created the stir that Sega hoped he would, and is starting to give Mario a run for his money.

All right, so he's still a long way behind if you take a

global view of these things, but here at home the games buying public have taken him to their hearts — very probably because the game deserved the hype that surrounded it and appeared just when the Megadrive needed a game that could show off what the machine was capable of — *Sonic* arrived to save the day in the nick of time.

Despite the fact that *Sonic* has been on the Megadrive shelves for a while now, parents and relatives who are going to be buying Megadrives as presents for Christmas are

going to, at least, recognise the name. And as they're also going to be wanting to buy a game to go with the machine (just one game in a bundle doesn't make a bundle) then this is the one they're going to plump for.

Of the other titles that are on the shelves, *Toe Jam and Earl* (a whacky, but fun two-player arcade action romp) and *Donald Duck* (hoping to carry on the good work started by *Mickey Mouse and the Castle of Illusion*) from Sega itself will certainly be hot contenders (Sega assures us they'll be out for Christmas).

But these are going to find it hard to compete with EA's new line-up: *John Madden '92* (updated and improved version of still the best sports game on the Megadrive), *F22* (the first Megadrive game that can call itself a flight sim without everyone rolling around with laughter) and, one that may take everyone by surprise, - *James Pond II — Robocod*.

This sequel to a ho-hum arcade platform game recently wowwed a group of *Sega Power* games testers to a point that, if the slight changes they recommended were made, *Robocod* would be a better game than *Sonic*. EA has proved it can listen to what the games buying public say, and, more importantly, adjust accordingly.

MASTER SYSTEM

Arriving in time for the Christmas rush, *Sonic* on the Master System could prove to be the biggest selling Master System title yet.

Sega realised this and worked hard to ensure that the game was in the shops in plenty of time (Sega Europe originally ordered 100,000 units of 8-bit *Sonic*, making it on paper the best selling Master System title yet before it even reached the shops).

The rest of Sega's line-up for the festive period should also include *Donald Duck* and the beat-'em-up *Streets of Rage*, but neither of these titles is likely to create the excitement that *Sonic* will, despite the fact that both look like they're going to be good games.

One title that may well come close, and may even give *Sonic* a run for his money when it comes to the number of units sold will be US Gold's *Super Kick Off*. We all know the Anco success story with the *Kick Off* range on the Amiga and ST, and the majority of Master System owners have heard of this great football game too.

US Gold, through Tiertex, has done a superb job of cramming this game (which includes the best features from the whole *Kick Off* range, such as 'aftertouch' and rock 'ard refs) onto the 8-bit system and with the already available Master System football games (*World Soccer* from Sega itself and *World Cup Italia '90* from Virgin) being sorely lacking, *Super Kick Off* has the pitch to itself.

Despite the Master System now being regarded in some quarters as the Speccy of the Sega range, the machine is still selling and things have got to a

Continued on page 24



PRESENTS...

THE

CHRISTMAS

HITS LIST...

CTW SEGA SPECIAL

UNIVERSE OF THE MASTERS

Sales of Sega's Master System are still on the up and up, despite the fact that it faces increased competition not only from Nintendo but from the Megadrive as well. RONNIE DUNGAN spoke to third party publishers to find out if the system is beaten yet...

As poor relations go, the Master System is doing pretty well for itself at the moment.

Well, perhaps poor is a bit strong, because although it may have had to step back from the limelight to afford the Megadrive centre stage, it's got a lot of friends, and you know people, if you've got friends you're never poor.

Anyway, fingers out of the throat, and eyes down to look at the figures. The Master System is still the master as far as cartridge software sales are concerned.

A quick glance at recent Gallup figures show that for cartridge sales the machine is ahead of both the Megadrive and the NES by a healthy margin (see box).

So it's no great irony that the machine is called the Master System — at least not yet anyway. But it's easy to get the impression that it may not have the legs anymore.

The Megadrive is very much in the ascendant at the moment, and the phosphorescent flash from the resultant explosion makes anything look dull by comparison.

Anything, that is, except the Master System, which, rather than getting slowly strangled by Megadrive mega sales has actually benefitted from increased brand profile.

All Time 8-bit Best Sellers

- 1 Sonic the Hedgehog
- 2 Mickey Mouse in Castle of Illusion
- 3 Golden Axe
- 4 Shinobi
- 5 World Cup Italia 90
- 6 Super Monaco GP
- 7 The Ninja
- 8 Spiderman
- 9 Chase HQ
- 10 Golfmania

"I think the problem which Sega has at the moment, and is addressing, is that Nintendo is perceived as a global success, it has the 'might is right' factor on its side. Sega on the other hand are trying to make their machines more street cred and they're winning the battle on that front," explains Domark's joint boss Dominic Wheatley.

"The Megadrive, of course, is 16-bit technology, and that's something which Nintendo doesn't have. The Megadrive helps the Master System because the Sega brand is seen as having a higher technological value. So Sega has got a good plan going."

Certainly has.

Ad nauseam

Those ads though, they may be hip, but does anyone really know why that bloke is living in a lorry with a

ninja, and does nothing but play computer games all day. Hasn't he got a job?

This isn't the sort of example we ought to be showing to our young people today is

it? It could turn them into addicts, zombies, anti-social lepers etc etc.

Sega wannabes already know what they want though, and the current

batch of ads don't do anything more to swing opinion, they satiate the need, and that's enough to keep things ticking over.

The Master System has done so well in Europe that it really only needs to pop up occasionally, the victim of its own success perhaps.

The real battle isn't between machines, it's between brand names. Both Sega and Nintendo are battling for one

particular little spot in each brain, the spot marked 'video games'.

When all the video game junkies get pulled in by their local psychiatric departments and tested with ink blots and word association games, both firms will be looking for their names to be mentioned first when the doc says "video games".

The Hoover effect has probably been mentioned more

than once in connection with this subject.

It's the Master System which has played the biggest part in establishing Sega in Europe, and the momentum will be kept going by its recently re-designed shape.

They've also got rid of the reset button, which has apparently helped bring the price down. Clever these Japanese. Let's face it the old design was beginning to

Product Support:

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Amiga Action, Amiga Format, CU Amiga, Amiga Gamer, ST Action, ST User, PC Format, PC Today, Games X, Oracle - Buzz + Leading European magazines.

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100 Brand New Lemmings Adventures!

Just when you thought they were finally safe those green haired numbskulls have blissfully blundered off towards new and greater perils.

LEMMINGS

Available for Amiga. Atari ST, IBM PC and Compatibles

look a touch dated, it would certainly have spoiled the look of the adverts.

Party party

One of the big advantages the Megadrive has had so far is that it's had a lot of third party support. Electronic Arts alone has produced something in the region of 1,000 different titles in the past six weeks.

Accolade has also been reasonably prolific with its Ballistic label in recent times, and the presence of other big names in sexy packaging has bolstered the

CARTRIDGE MARKET SHARE BY FORMAT

Week ending November 2nd 1991.

	% Unit Sales		
	This Week	Last Week	2 wks Ago
Master System	35.0	32.6	31.3
Megadrive	23.6	20.7	25.8
NES	15.2	19.3	18.3
Gameboy	11.9	13.7	11.1
Game Gear	5.9	7.6	8.1
C64	4.1	2.3	3.0
Lynx	3.0	3.5	1.1
Atari VCS	1.3	—	1.3

Copyright Gallup/ELSPA 1991

machine no end.

The coming months will see a lot of publishers kick

start their own Master System schedules. US Gold has already done several

somersaults over the moon over its *Super Kick Off* title which has advance orders of some 120,000 units, according to the firm.

"In terms of the mass market, the Master System outsells the Megadrive, I'm quite sure about that, and it will outsell it through 1992. I can understand why Sega has put more effort behind the Megadrive, it's the only 16-bit system out there, but what they're really marketing is Sega and they're very successful at that," says Peter Hawthorn, US Gold's Sega product manager.



MASTER SYSTEM: Poor relation, rich pickings

"Whichever machine you put the emphasis on, it promotes the brand and has a knock-on effect. Third party titles have probably already helped if you look at the strength of certain individual titles such as *Indiana Jones*. Having a title of that strength and quality helps sell machines.

"We have done extremely well so far by publishing Master System titles. It's a very strong healthy market and will stay that way for some time to come."

Sega itself is no slouch when it comes to software support. The Megadrive has been enjoying all the fruits of success that *Sonic the Hedgehog* brought with him, and now that he's just gone straight in at number one on the Master System he could well shift a few more units of the machine all by himself.

Not bad going, we are talking about a blue Hedgehog after all.

The Master System is about to become the life and soul of the third party. All the Sega third party deals which were announced many moons ago are now beginning to come up with the goods.

Some are pooping the party though. Remember the 1,000 or so titles released by Electronic Arts? Well not one of those was a Master System game.

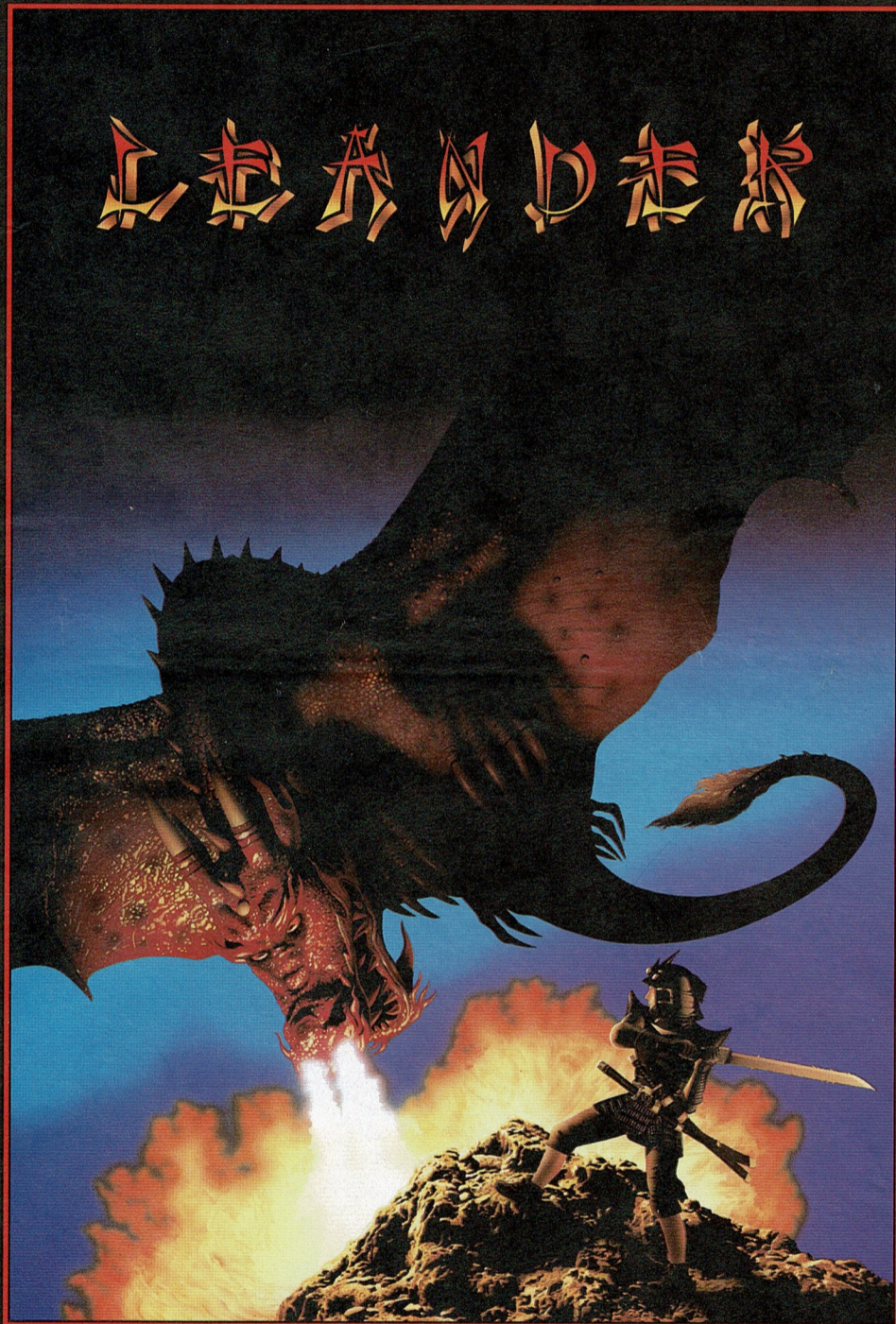
It's a bit of a blow that arguably the world's largest leisure software publisher doesn't support the machine. But, it has already done wonders for the Megadrive, which in turn does wonders for the brand, which in turn does wonders for the Master System!

The option is certainly there for the firm, but as EA boss Mark Lewis explains, there's a reason for dipping out: "It's really more to do with the fact that EA focuses on 16-bit technology. It's been years since we brought out an 8-bit game, all the focus is on 16-bit technology.

"We've simply had to focus on something that doesn't fall into that ballpark. The machine is very successful and continues to sell well with the Megadrive as a sister machine. We are active in licensing our titles to other players, who can put them onto the Master System.

"I don't really think that the Megadrive has harmed it in any way, but my understanding with Sega is that they're surprised at how well they can both exist. The Megadrive helps give Sega more visibility, they now have a whole family of products."

Continued on page 24



LEANDER

"Absolutely no platform fanatic should be without this one..."
— 93% *The One Amiga*

Product Support

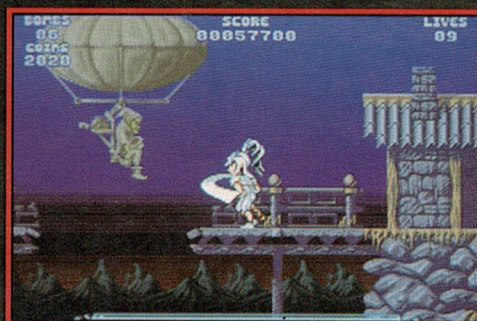
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- Free demo with *Barbarian II*
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CTW SEGA SPECIAL

THE SONG REMAINS THE NAME

As well as selling a few machines, Sega's other main goal in the UK is to make its brand name part of our language. DAVE ROBERTS talks to Philip Ley, the man with the mission...

Anyone without sufficient taste to prefer *Going Live* will have noticed some new names peppering ITV's Saturday morning *Motormouth*.

Similarly, anyone not sussed enough to prefer dining on their own body waste will have spotted a lorra changes in *Blind Date*.

The intruders, Sega and Nintendo, do not actually appear in the programmes, but the commercial breaks. Every single bloody one.

And their ads are just the centrepieces of rival campaigns aiming to engrave their respective names on the hearts and minds of a generation.

NINTENDO ON SEGA

"If you were to pigeon hole it, okay, we're probably the white-shirted marketing people. They're probably the more cutting edge arcade playing types."

Mike Hayes

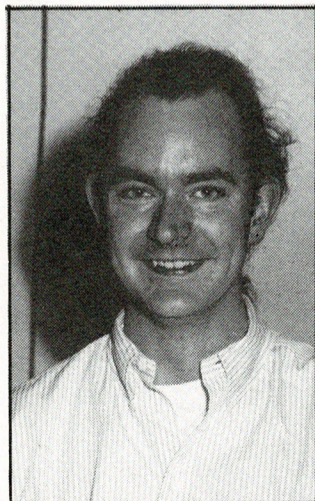
Nintendo marketing manager
Bandai UK

The ultimate goal is for mum to use her Hoover, dad to wear his Levis and junior to play his Sega/Nintendo. Brand and product interchange, the marketing man's dream comes true.

For Sega's marketing supremo Philip Ley, the reality is an urgent flight to Paris, giving him around 14 nanoseconds to explain how he is aiming to make Sega rhyme with Nike, Stussy and skateboard.

He does a pretty good job, and apparently also made the flight, what a guy.

As an opener he sums up the importance of brand and his overriding aims: "The name is certainly as important as the machines themselves, and what we are now trying to do is give the brand some sort of emotional value."



LEY: Tuning that name

"So, as with things like Cocoa-Cola and Levis, when you buy the product, you also feel that you are buying part of the lifestyle, buying a slice of street-cred."

"We researched both Sega and Nintendo in 1990 and found that neither name had any real emotional value. People were choosing their products based on the best graphics, number of games available, that sort of thing." A glimpse there of the marketing man's nightmare,

people making purchasing decisions based on the quality of product.

The lifestyle that Sega is currently tempting us with involves living in a lorry and being regularly attacked by a little Kato type character. Who could resist?

The central figure of the campaign is Jimmy, presumably the role model

for all gamers. He's young and good looking and he's acting kinda tough, games can't beat him and, best of all, he has no parents.

He comes across as virtually a professional games player. Ley points out: "We're saying that Nintendo's a toy, but Sega's the real McCoy."

"This creation of a

lifestyle is one of the big reasons why we chose WCRS as our agency. They specialise in giving brands that extra oomph, giving consumers another reason to buy.

"The adverts are not just a vehicle for getting a message across, they are part of the message, the brand and the vehicle

become one."

Breaks with tradition

Sega's Jimmy ads, like the man himself, are slick, fast and heavily stylised.

Ley explains: "Across Europe, kids have the common language of Hollywood and everything that appears on TV is being judged next to the awfully brilliant standards of things like *Terminator II*."

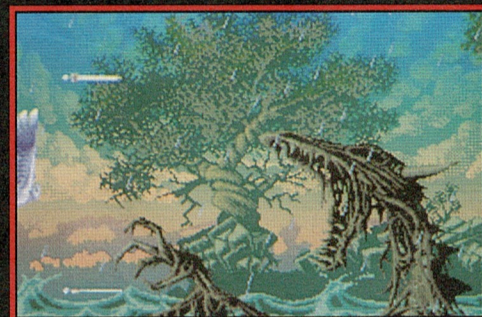
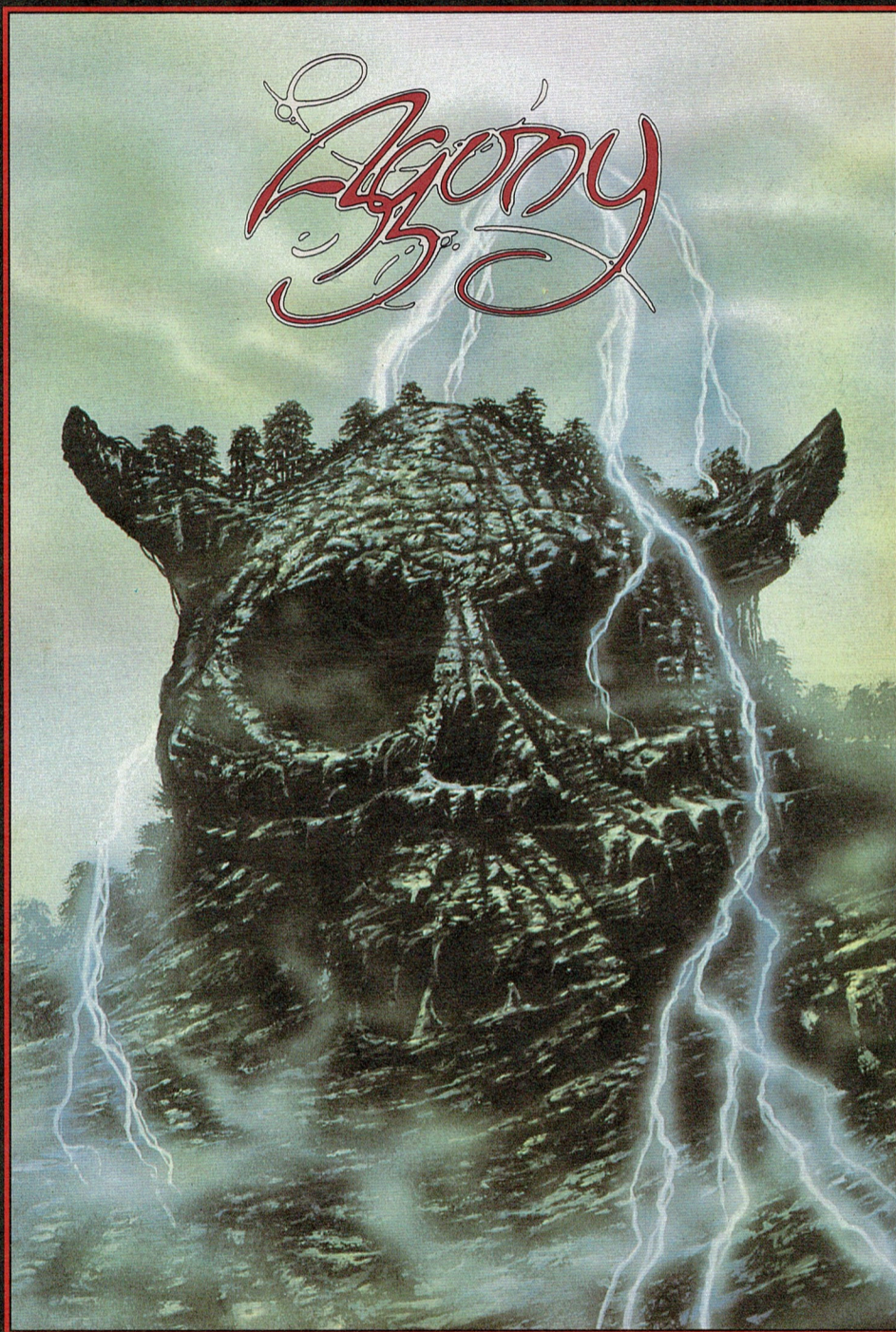
Which means, of course, money, which, equally inevitably, brings us back to the buy out. Every Sega man within Virgin must have been

pleased with the deal, but Ley must have been positively euphoric.

Suddenly the shackles of a distributor's limited budget were thrown off and a manufacturer's open wallet was found. It also put an end to something of a dilemma — the association with the Virgin brand.

There is no doubt that the name Sega is becoming very well established, particularly in the playgrounds. But there is even less doubt that the Virgin brand is one of the most instantly recognisable in the country.

So in the early days, surely



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JIMMY: To be this good takes WRCS

there was the possibility of confusion.

Ley never thought so: "Using the Virgin name in conjunction with Sega actually gave us credibility with younger parents and that was needed back then."

"Now the market is established, the Sega name is established and the pester-power of the kids is great enough to persuade the parents without us needing the familiar Virgin name."

What is beyond doubt, however, is that without the buy out, Ley and his team could never have kept up

with their big spending Nintendo rivals. Just before the deal was announced, Bandai unveiled a High Street promotion with McDonalds, a fearsome partnership.

"It's always frustrating to see your competitors doing something so high profile and the buy out was particularly exciting for us. This is a big battle that we're involved in and it does take a lot of money."

"When you're working with people like Kellogs and Golden Wonder you need to be able to put money on the table just to be taken

seriously."

More of these promotional partnerships are planned for '92 and Ley sees them as a very important part of the mix.

"They give two main benefits. Firstly, they simply accelerate the brand awareness. Sega is appearing on 40 million Golden Wonder packets and 15 million Rice Krispies, that's a lot of people seeing the name."

"But also, the Sega message does need to be conveyed through lots of different media. To spend all the money on TV would be

very wrong.

"To make the Sega name part of someone's lifestyle, you need to make as many impacts as possible — on their TV, in their magazines, but also on their cereal box and on their packet of crisps."

But despite all the new found wealth, Nintendo still spends more than Sega. Ley is quick to point out, however, that size isn't everything.

"What we try and do is make sure that every pound we spend, we spend it half as well again as Nintendo. Throwing money at a brand is not always the way, as has been proved in Europe where Nintendo have always spent more than us and we have always been the leaders."

"We know we've got less money, but that gives us added incentive to spend it more cleverly, more aggressively, a great example of that is the *Roy of the Rovers* sponsorship, which cost us very little but gained us a tremendous amount of publicity."

On TV the major difference between the two campaigns seems to be that whilst the Jimmy ads are more sophisticated than the "Do me a Favour" campaign, they are still distinctly Sega ads. With Nintendo, the product being pushed sometimes seems to be Mario or Bart Simpson, with very little mention of the machines themselves.

NINTENDO ON SEGA

"They place far more importance on the software in their bundles. That's logical as far as Sega's concerned — that's their business. But it's not our business. Clearly Sega are more into image and fashionability with their consoles than we are. We're into product and we're into software."

"You've seen the difference with their new commercials — there's no product in there whatsoever, they're just raising the image and the impression of Sega."

"We show lots of *Simpsons*, *Gremlins II* and all the rest of it. It's fundamentally different because we're aiming at two different audiences."

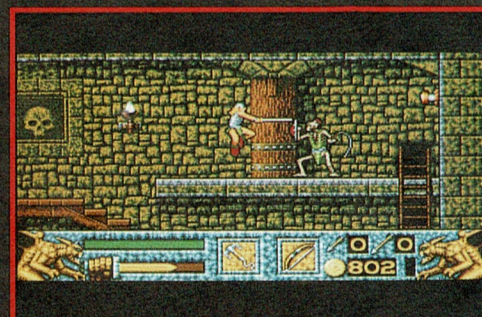
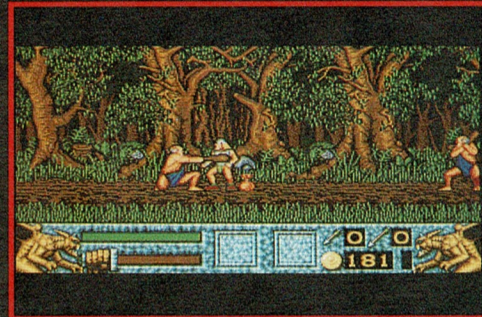
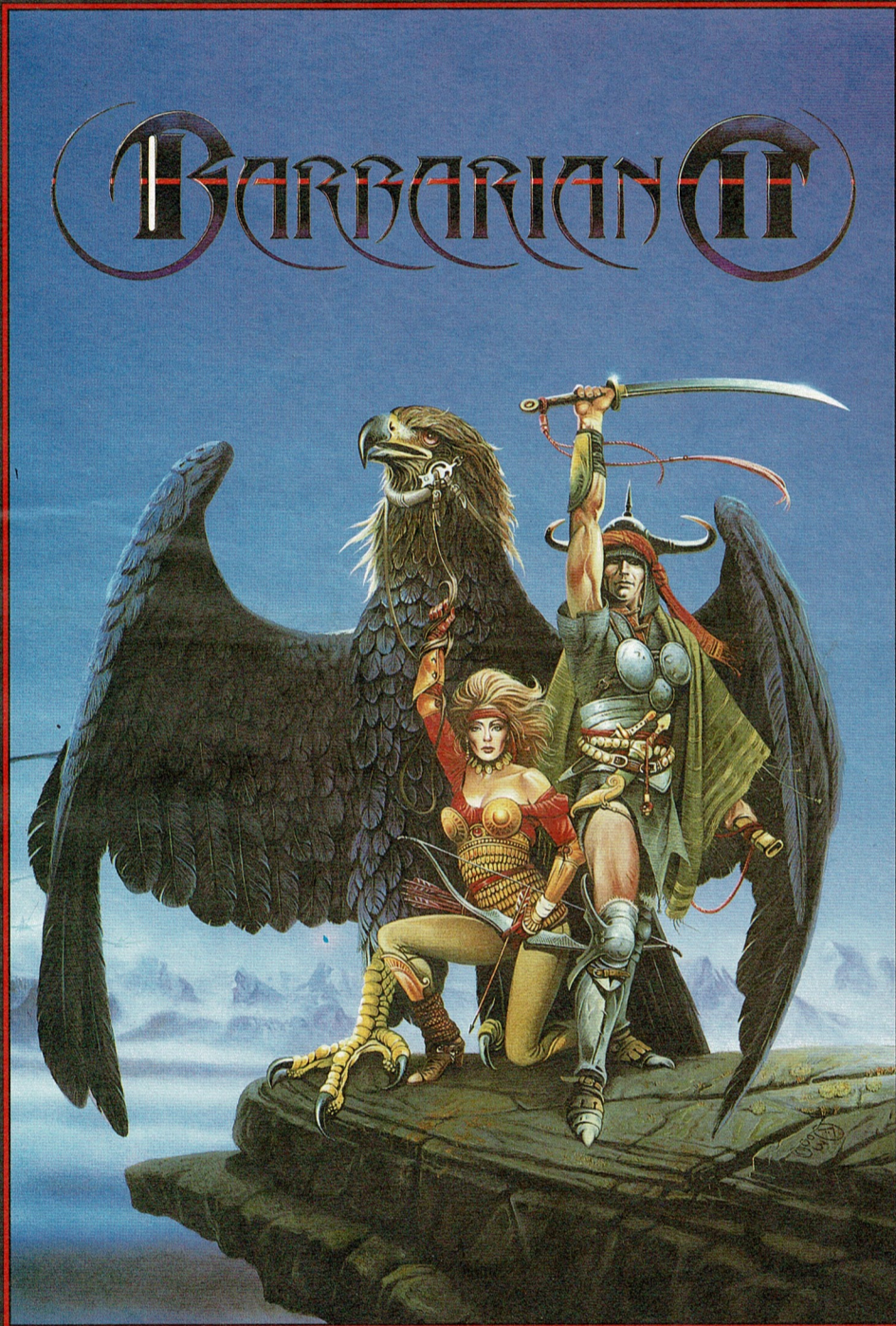
Mike Hayes
Nintendo marketing manager
Bandai UK

The explanation could be that the Mario and Bart ads are direct imports from America, where the word Nintendo really is tattooed on the national psyche and hardly needs to be said.

For the last five years in the US, Nintendo has been the definition of console, it almost warrants a place in Webster's.

Ley and his team have already ensured that such dominance is impossible in the UK. Whether or not he can ever trouble the compilers of the Oxford English Dictionary himself is another matter.

Generally, as in actual sales, the Nintendo and Sega brands are pretty evenly matched and the really encouraging thing is that together they are picking off other big brands in the toy market and, through pretty bitter rivalry, spreading the console word far and wide. □



BARBARIAN II

"One of the best Arcade Adventures to appear this year..."
— Games X

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The One	Magazine competitions
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NEWS ANALYSIS

RE-NAME THAT TOON

After a false start last year, Disney Software has re-launched teaming up with French publisher Infogrames. RONNIE DUNGAN gets a funny feeling...

There's a definite feeling of *Déjà Vu* here. It doesn't seem that long ago that Disney was making all the usual noises associated with a European launch, and a lot of people were wondering why it took the world's biggest cartoon factory so long to do it.

Perhaps it didn't want to see Mickey reduced to a barely recognisable 8-bit blob, and who can blame 'em. It's a bit like getting the bloke who plays Pete Beale to play Hamlet — makes you wince at the thought doesn't it?

Anyway, 16-bit computers now deal in 3D polysaturate filled sprites, or whatever, and Peter Dean (for such is his name) will either spend the rest of his natural life playing Pete Beale or be kicked to death by a member of the RSC first, so relax.

When it finally decided to launch in Europe, just over a year ago, well, let's be honest it wasn't done in the style you would expect from Disney. After all we're talking about a mega-bucks firm here, and nothing less than a free trip to the moon was expected for this launch.

But, it wasn't to be, and everyone had to be content to stay within view of Stamford Bridge — how our expectations were so horribly, even perversely, dashed.

Disney had arrived though, and its two French partners — Titus and Nathan — were taking care of development and distribution.

Things went well, and over the months the firm released a number of successful titles, including the official licence of the Disney *Dick Tracy* film. So far so good.

Must do launch (again)

Just over a year later and we find invites to another Disney launch arriving. So this could mean either one of two things — either the firm was still wracked with guilt over not having a *real* launch first time around (I mean the party was fine, but you've got to have a *launch*, a full fishy breath, baggy suit, low alcohol, small talking, daytime affair, to let everyone know you've really arrived) or something was afoot.

Guess what, something was afoot.

Over to The Ritz Hotel. *The Ritz Hotel*, so good they named it once. It's in a song you know, but then again, so is Clapham Common.

Still, nice carpets though (The Ritz, not Clapham Common). After the small talk, bigger talk from Disney's European Consumer Electronics director, Dominic Bourse, who explains that Infogrames will now be taking care of the Disney brand in Europe.

"We are much more technically orientated now, our products are more advanced. Nathan and Titus didn't really have the

technical knowhow, although they had very good expertise, but we need a partner which can match our technical requirements," he explains.

"We also needed a high level of marketing expertise, and Infogrames has already placed ads for software on TV and radio and has a

number of original ideas."

It's not that Titus developers live in caves, it's just that Disney has now come up with a new development for its games. It's a peripheral called The Sound Source, which enhances the sound capabilities of Disney games on PC.

All future Disney product

will be compatible with The Sound Source, which means Mickey will be squeaking not bleeping, and Donald will be talking not squawking.

It's a piece of equipment that the firm is obviously expecting big things from, and claims that a number of other major publishers will, and are already, backing the

device with software developed for use with it.

Already, the device has sold 100,000 pieces in 18 months in the US according to the firm, even those which already own an Ad-Lib card are buying one, it claims.

"The Sound Source is a major innovation, and it will make products more appealing, games more fun, and educational products more educational. It's so technologically innovative that other publishers will be using it as well.

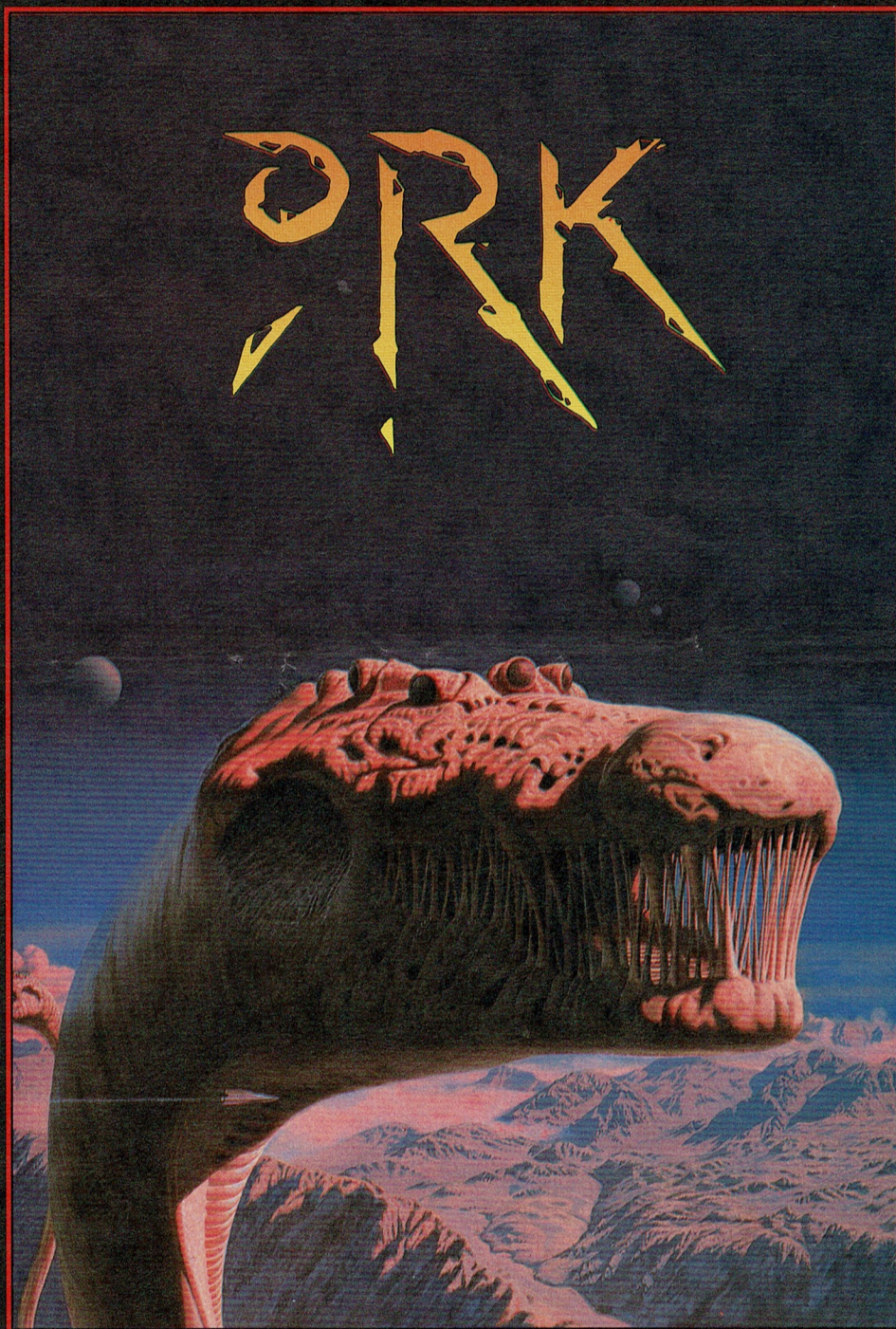
"Our object with the Sound Source is to make it

as accessible as possible to as many people as possible. It will be available on its own, but we also have some bundles planned as well."

It won't be long before the message spreads. Something that the firm seemingly failed to do last time around was to make the most of tying in with its other merchandising opportunities.

This time, all the members of the *Mickey Mouse Club* will be strapped into chairs and forced to play the games live on TV throughout the

Continued on page 24



ORK

"The graphics, sound and packaging are all outstanding..."
— *Amiga Action*

Product Support

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AMIGA '91: COLOGNE

INTERNATIONAL BRIGHT YOUNG THING

The Amiga show in Cologne is fast growing into one of the key dates on the leisure/home computing show calendar — with an increasing number of visitors and exhibitors from outside Germany. JOHN BUTTERS went new product hunting...

The turnout for the recent Amiga '91 show in Cologne was overwhelming both in the number of exhibitors and visitors, who saw scores of software and hardware launches.

Nearly 180 firms from around the globe had stands

at the Köln Messe and organiser AMI Shows expected 60,000 people to pass through the four halls during the three days.

Commodore had little to excite British visitors but it was the first opportunity for most Germans to see the A500 Plus, which had just

started shipping.

Of interest to existing Amiga owners was an English operating system upgrade, selling for DM199 (about £70). Kickstart version 2.0 ROMs were bundled with a copy of *Workbench 2.04* on disk and a manual.

At a press conference on

trade day, Commodore's German boss, Helmut Jost, appeared to be more than satisfied with his company's recent performance. He claimed that Amiga sales in Germany had jumped by more than 90 per cent in the last year and that by the end of the year there would be

one million Amigas in the country.

In common with the English division, Jost predicts a massive growth in multimedia in the near future and was selling the Amiga as the most suitable computer for that role.

He also had good news for the C64. Sales last year were apparently the computer's highest ever, touching 400,000, and the company claims it now has an installed user base of three million

machines in Germany.

Eastside story

Some 50 per cent of the ageing computers have been heading into the old East Germany, which is also reported to be a large market for Atari's 8-bit computers.

The company's share of the PC compatible market has also grown. Jost said that the company has moved from being number three to number two this year.

CDTV featured quite heavily at Cologne and Commodore said that 80 titles would be available for the machine by the end of 1991, most of which would come from the UK.

A card to give CDTV 4 million colours and ability to display 22 pictures per second is expected to be launched soon and the manufacturer forecasts that total German sales of little more than 4,000 units will increase to 20,000 by the end of the year.

AMI Shows was pleased about the attendance of several English games houses, which included Gremlin Graphics, Psygnosis and Virgin Games. From the more serious side of the market there were Rombo, Gastener and Pandaal Marketing.

One of the new leisure arrivals came from Thalion, which showed off a pre-production version of *A320 Airbus*. Written by a Luftwaffe pilot, it is the first Amiga simulator to offer complete runway approach lighting and realistic engine sound.

It depends heavily on navigation charts used by commercial pilots, and users are able to progress from student stage to captain by successfully handling problems such as adverse weather and engine failure.

Despite Commodore failing to have the A690 CD-ROM ready in time for Cologne, electronics giant Toshiba had its internal and external answer on display. The XM-3301 drives were available for A500 and A2000s and will be eventually available in the UK through Highland Electronics.

See you later accelerator

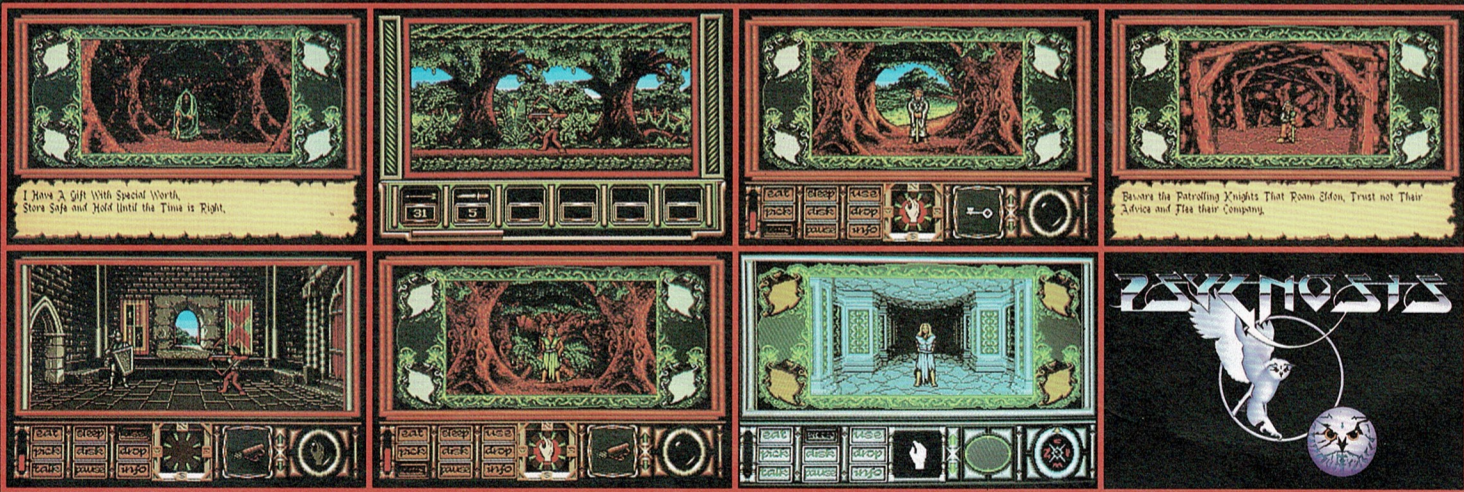
But for hardware, the American firms stole most of the show. Denver-based Progressive Peripherals and Software displayed its new ProRAM 3000, a memory expansion for adding between four and 64 megabytes of 32-bit RAM to the A3000.

It installs into the computer's Zorro III slot enabling 24-bit animations with hundreds of frames to be stored, rendered or played back directly. Unpopulated it costs \$349.95.

Mercury is PP&S's latest accelerator. It can be populated with up to thirty two megabytes of memory and run with either the Motorola 28MHz or 33MHz 68040 chip. Progressive products will soon be available in the UK through Power Computing.

Another 68040 accelerator came from Great Valley Products. G-Force increases the speed of an

Continued on page 24



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GKM TOY ANALYSTS' CONFERENCE: NEW YORK

HEGEMONY MAKES THE WORLD GO ROUND

Nintendo and Sega's top US management committed to a head to head battle at the recent GKM stock analysts' conference in New York. Their task was to convince delegates that this Christmas will not only be a good Christmas — but that it'll be *their* Christmas. CTW beams back edited highlights, with JOHN SALISBURY your commentator...

Let's get this straight from the start: it's the US and not Japan that drives the video games industry.

If you don't believe this statement, just take a look at the figures:

In 1990 alone the main players in the video games market — Nintendo, Sega, NEC and Atari — sold almost 12.1 million units of hardware and backed-up this astonishing figure with a further 75.9 million pieces of software.

While Japan remains a very healthy home market for three of these four companies, the sort of video game numbers the US is able to generate make that country the focal point of the industry's sales efforts and, inevitably, the home of most of its controversy.

It was against this backdrop that both Nintendo and Sega's American subsidiaries were allowed to gate-crash the recent GKM stock analysts' meeting for investors in New York that was otherwise reserved for the top publicly-quoted US toy manufacturers.

Companies like Hasbro, Tyco, Mattel, Galoob and Fisher-Price — with a combined annual turnover of over \$5 billion - took a bit of a back seat when it came to the turn of Nintendo's Peter Main and Sega's Tom Kalinske to air publicly their personal views of how the video games market is likely to pan out this Christmas.

So pivotal is the role of video games to the dynamics of the US toy business that a hush fell over the auditorium as the first of the two combatants, Nintendo's Main, took to the stage.

Withering hiatus?

Nintendo has had a lot of bad press in the US this year. By the end of December, independent sources estimate, 8-bit NES sales will have halved from the high of 7.2 million units in 1990 to around 3.5 million. Software sales have also been slumping and a mere 35 million games is the latest estimate against last year's total of 60 million.

Consumer expectation has been the reason for this dive in Nintendo's basic business as punters waited eagerly for the arrival of the 16-bit Super Nintendo or, to use its handy acronym, SNES. Why invest in the old model just as the new registration plates were about to be unveiled, they quite rightly thought.

In shops, 8-bit software has been drastically price-cut and the shelf life of titles has dwindled. With over 450 NES games to choose from it was starting to become a case of the good games — *Mario 3, Zolda, Turtles, Tetris, et al* — versus the also-rans

and, with so many titles, there are inevitably a heck of a lot of the latter.

The obvious solution was to ship the Super Nintendo

(SNES) sharpish — but no one was certain how many would be available (and when) and Nintendo itself was stalling until the level of

software back-up was more respectable. Meanwhile, Sega's Genesis (Megadrive), with the added weight of *Sonic the Hedgehog*, was gaining the initiative... would the launch of the SNES be a bit of a damp squib?

Peter Main set the record straight at the GKM conference. At least, he presented the gospel according to Nintendo, and pretty impressive stuff it was, too.

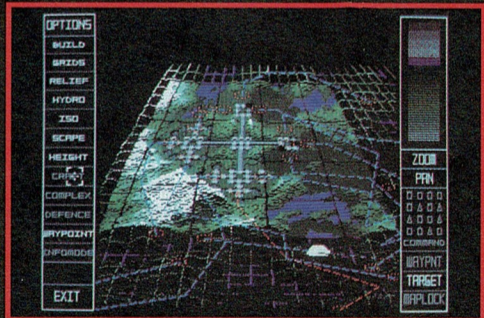
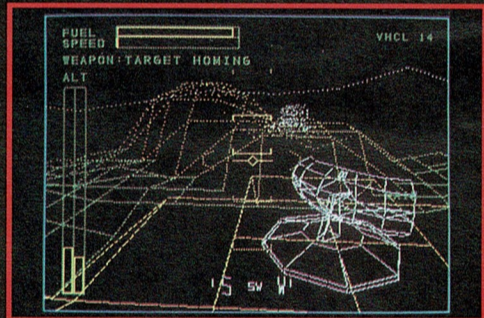
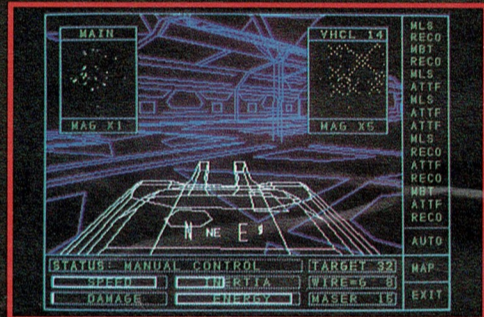
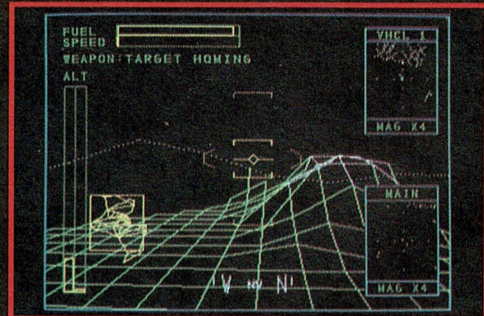
There's no getting away

from Nintendo's confidence. 'The World Standard in Video Games' is how the company now refers to its pre-eminence in the market and it is easy to cave in under the sheer weight of the statistics that Peter Main chucks about, even if they do not quite tally with independent sources (see chart).

"We and our software licensees will generate retail sales of almost \$4 billion in the US in 1991... that's 18 per

cent higher than 1990... 4 million pieces of NES and 40 million software... 4 million Gameboys and 20 million software..." he said, but despite these figures, he remains bemused that a \$4 billion dollar company like Nintendo still had to answer accusations that its products would be "here today, gone tomorrow."

But it was the SNES that people had come to hear about and, true to form, Peter



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Main wasn't about to disappoint anyone.

In the 60 days between the start of September and the end of October Main claimed that Nintendo sold 500,000 SNES units from an initial shipment of 1.4 million. By December we will have shipped 2.5 million units and sold 2.2 million." There was no arguing with the man — Nintendo had spoken.

Hogging the market

It was a tough act to follow and the arrival on the

podium of Tom Kalinske, president of Sega of America, brought an eerie silence as people wondered how on earth he could shatter the impression that Nintendo was the only company that sold video games.

"We have doubled our last three years," was his opening salvo and, once this fact had sunk in, he too began to roll out the numbers. — with the Genesis machine as the focal point of his argument that Nintendo didn't have, and couldn't expect to have, the 16-bit market to itself:

"By the end of 1990 we had sold 1.3 million Genesis machines... it is the champion of 16-bit technology... worldwide we will sell 4 million Genesis machines in 1991... we are still claiming market leadership in Europe over Nintendo..."

The real battle centres on consumer perception of the two 16-bit systems. Peter Main had earlier presented research indicating that 80 per cent of current NES owners would buy the SNES given the chance, but Kalinske's riposte was that 75 per cent of video game owners

US VIDEO GAME INDUSTRY

Estimated composition of unit sales (all figures are millions)

	1990		1991		1992	
	Hardware	Software	Hardware	Software	Hardware	Software
Nintendo:						
NES	7.2	60.0	3.5	35.0	2.0	25.0
Gameboy	3.2	9.0	4.0	15.0	4.0	20.0
SNES	—	—	2.0	6.0	3.0	8.0
Sega:						
Master System	—	—	—	—	—	—
Genesis	0.7	3.0	1.0	5.8	2.0	8.0
Game Gear	—	—	0.8	0.8	1.0	1.0
NEC:						
Turbo Grafx	0.4	3.5	0.4	2.8	0.4	2.3
Turbo Grafx E.	0.3	n/a	0.4	n/a	0.3	n/a
Atari:						
Consoles	0.1	0.2	0.0	0.3	—	—
Lynx	0.2	0.2	0.3	0.8	0.1	0.3

Source: Gerard Klauer Mattison estimates, companies.

want the Genesis once they have seen the superior graphics and faster action scenes of *Sonic the Hedgehog* in action.

The two speakers fell short of actually saying "I've got a bigger one than you," but there is no doubt that this is what they wanted to say.

Sega's argument is that the Genesis and the upcoming Mega-CD were all part of a master plan to produce a multi-media, fully integrated system and consumers would acknowledge the company's technological lead in the market. Quite literally, Sega is one step ahead of the enemy.

Nintendo, on the other hand, argues that this is all a load of hogwash and that its marketing clout (\$25 million on the SNES alone), immense software library with "all the best characters" and three-pronged NES, SNES and Gameboy attack was all that any games player could ever want.

Price remains a big issue. Genesis is considerably cheaper than the SNES — \$149 versus \$189 — and the company's advertising shouts loud about the fact. "Price is not an issue," Main insists, but Kalinske conjures up yet more "independent research" to back his claim that price is important.

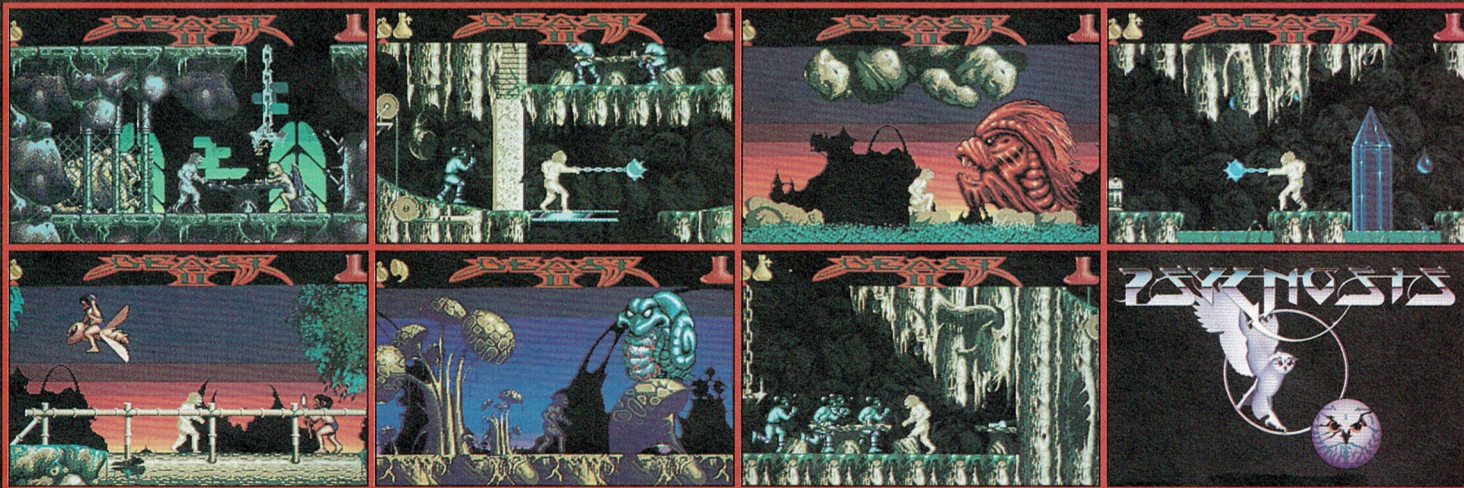
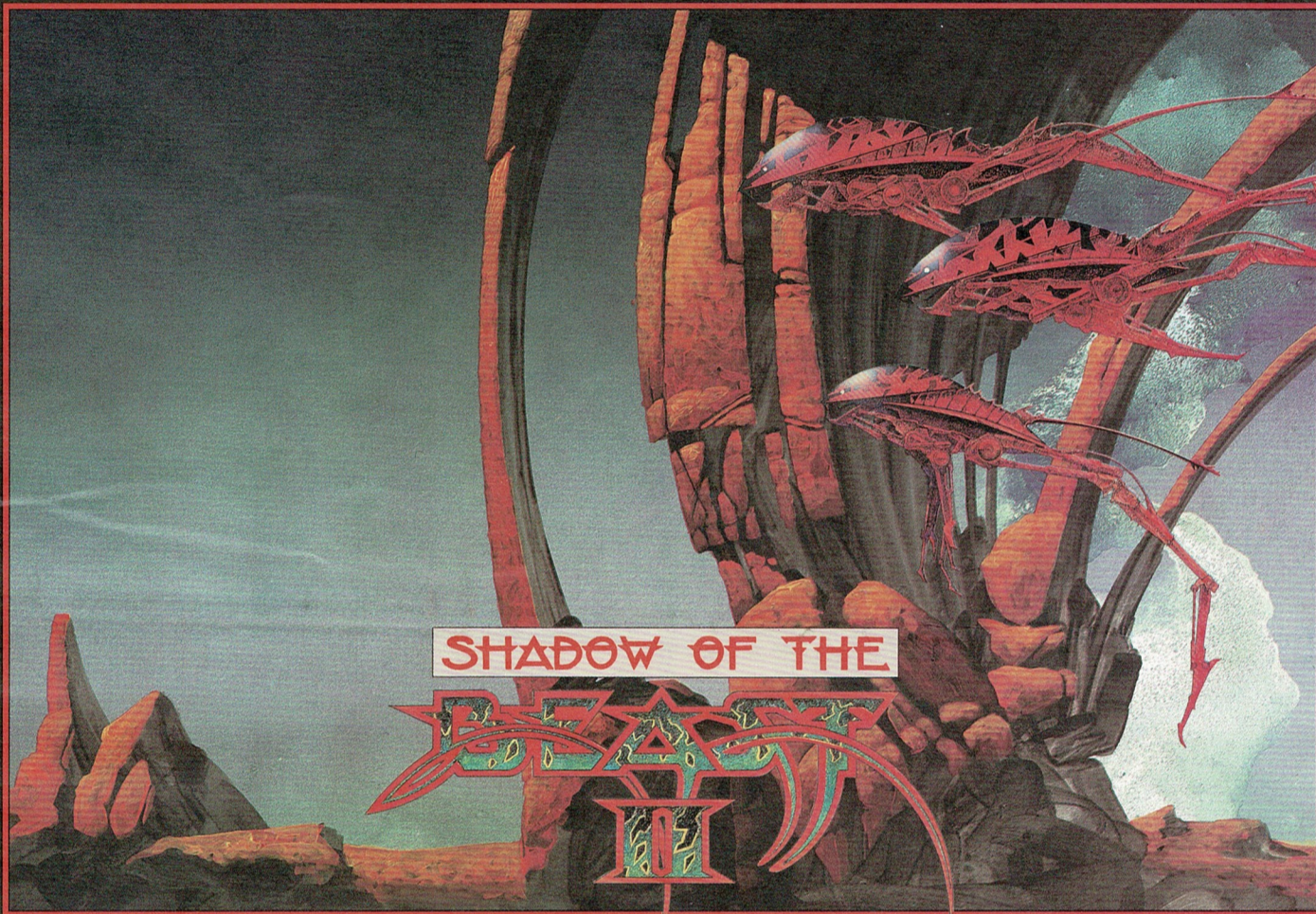
It's now make your mind up time in the US. Nintendo and Sega have played their 16-bit hands — although there's bound to be a lot of bluffing, unexpected cards up the sleeve and general gamesmanship before the day is out — and it is anybody's guess who will prevail.

Michael Goldstein, vice chairman of Toys R Us and Nintendo's biggest single customer throughout the world, perhaps best summed-up this battle of the video game giants and their insistence that the market is still buoyant:

"We've heard some pretty ambitious claims from Nintendo and Sega," he said with a touch of healthy scepticism and, surely, he should know better than anyone that retailing in the US is not particularly buoyant at the moment. "If it's all true, and I hope it is, we're in for a pretty good time."

It's that 'if' that will worry US retailers who have made their fortunes from video games and who want to be convinced that the good times are far from over.

They may still sell a stack of video games products in 1991, but can they count on the hysteria of the past few years? Then again, hysteria is second nature in the US! □



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RE-NAME THAT TOON

Continued from page 20

world — basically the firm doesn't want to waste any opportunities.

The addition of the Sound Source is essentially the only difference in the firm's product strategy. It's original plan was to produce several different genres of software, and it's sticking to it.

The firm is hoping to have five titles before Christmas in Europe, and these will stretch across entertainment, education, and productivity.

Future titles include Mickey's Jigsaw Puzzles,

Dick Tracy: The Crime Solving Adventure, Animation Studio, Hare Raising Havoc, The Rocketeer, and Stunt Island: The Flying and Filming Simulation.

Infogrames will be responsible for translating titles on to other formats such as Amiga and ST. But the firm has already developed *Fantasia* for Disney on Sega machines, which is where the initial relationship first sparked.

On Nintendo it's Capcom that takes care of the firm's products, which go through Bandai in the UK. Unlike some firms Disney is apparently quite happy about that too.

Home formats is a

sizeable slice of pie for Infogrames, it has its own Nintendo publishing to take care of anyway. It's a firm which, not being American, has done well to grab such a big US name and was unlucky not to grab it in the first place really.

But Nathan has ties going back with Disney for a number of years in other products, so it was always going to be involved when the firm hit the European market — it makes sense to go with who you know after all.

Infogrames' staff are the ones wearing the Mickey Mouse ears now, and unless things take on a cartoon like twist, there'll be no need for a third launch next year. □

UNIVERSE OF THE MASTERS

Continued from page 17

The Master System will survive without the aid of EA, there are plenty of others queuing up to fill the gap, and EA games will appear somewhere from someone else.

This Christmas most kids who want a console will have the Megadrive at the top of the list. A dangerous prediction perhaps, because let's face it, who really knows who's winning the battle?

Whether they all get what they ask for is another question. There's a lot to choose from, and it's a sign of the times that with over 20 machines on offer, Sega will still sell around 250,000

Master Systems.

Nintendo reckons it can sell 400,000 NES units this Christmas but Sega doesn't believe a word of it, a single blinkin' word of it. Both firms will be handing out sales predictions like cheap cigars over the next few weeks, and don't be surprised if they change quicker than the weather.

They can both squabble over the odd hundred thousand here and there, but there's only one important target, one which the Master System, the NES, Megadrive, Gameboy, Gamegear *et al* will easily surpass — lots and lots. □

INTERNATIONAL YOUNG THING

Continued from page 21

Amiga 3000 to 28MHz. The only memory expansion for the A500 Plus came from ICD. Adram 510 Plus plugs into the trap door to double the computer's memory to two megabytes and costs DM199, (£70).

There were several interesting serious software packages, many linked to graphics. Most impressive was version 2 presentation, multimedia and video titling software Scala from Norway-based Digital Vision, which runs with its sister information system Infochannel.

Too many bits and pieces were shown for the first time at Cologne to go into detail about every one of them and quite a few of the exhibitors talked about products being developed for release in the New Year. □

John Butters is news editor on Amiga Computing and Atari ST User magazines.

SELECTION SPECIAL

Continued from page 15

point now that Master System owners are getting very anxious to see some of the sexier stuff for their machines — which makes news of a good title coming out on the Master System doubly exciting, for Master System owners anyway.

GAME GEAR

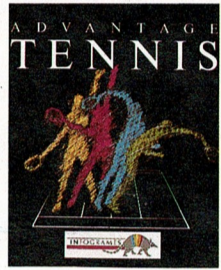
Titles for this hand-held are going to sell surprisingly well this Christmas, one reason being that they are generally cheaper on this system than any of Sega's others and the cartridges make ideal stocking fillers.

The machine itself has enjoyed a healthy selling period since its launch and it looks likely this will continue throughout the Christmas and New Year period — especially as now there's a Master System to Game Gear converter which enables Game Gear owners to play their Master System games on the hand-held.

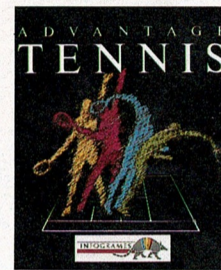
Of the titles due out though, it's all going Sega's way at the moment — especially if it can get *Sonic* (again) out in time. Sega concedes that the public may have to wait until early January 1992 for that particular title, but there's *Donald Duck* waiting in the wings and *Joe Montana's Football* (a not very spectacular American Football game endorsed by the San Francisco '49ers now injured quarterback), bringing up the rear.

But there are already a couple of classy titles around that people may well be waiting to buy as presents for themselves or their friends including the excellent *Pac-Man* (the original coin-op version) and the good *Batter-Up*, a two player baseball game. These two games are among the first to take advantage of the Game Gear's linking ability and allow two players to battle it out head to head.

Coming just after Christmas, in February, we should be seeing the Game Gear versions of *Super Kick Off* and *World Class Leaderboard* from US Gold, both of which look destined to sell very well. Ah, but that's after Christmas, and that's a different story. □



A D V A N T A G E T E N N I S



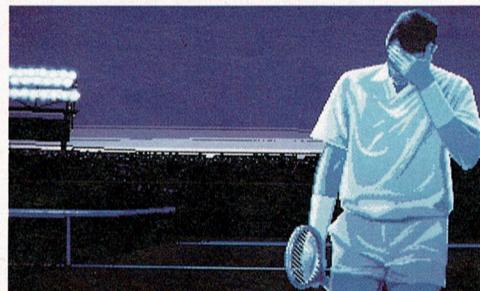
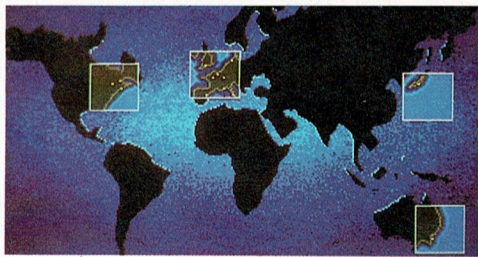
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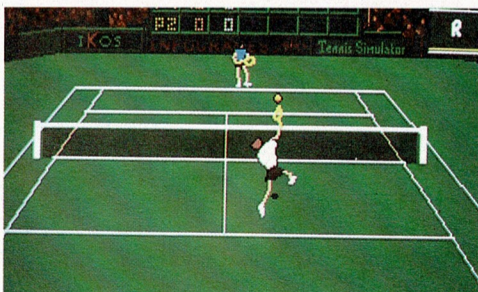
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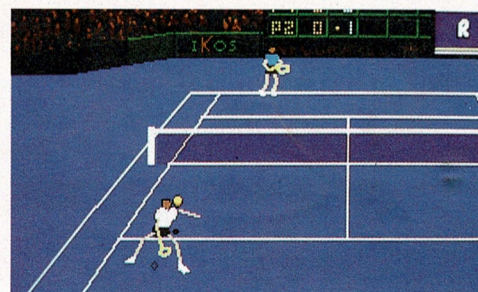


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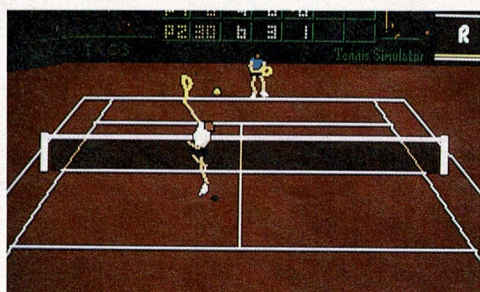
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FUN SCHOOL 4 (7-11 YEARS)	3.5	24.99 DECEMBER 13 EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	5.25	24.99 DECEMBER 13 EUROPRESS
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STARGLIDER 2	5.25	9.99 NOVEMBER 22 MIRRORSOFT
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SUPAPLEX (EGA)	5.25	25.99 DECEMBER DREAM FACTORY
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TURTLES ADVENTURE	5.25	29.99 EARLY DECEMBER MIRRORSOFT
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TURTLES ARCADE	5.25	29.99 EARLY DECEMBER IMAGE WORKS
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WING COMMANDER 2 - HD	5.25	39.99 OUT NOW MINDSCAPE
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PITFIGHTER	24.99	NOVEMBER 27 DOMARK
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REALMS	29.99	NOVEMBER 30 VIRGIN
STARGLIDER 2	9.99	NOVEMBER 22 MIRROR IMAGE
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SUPER HEROES (COMPILATION)	29.99	NOVEMBER 27 DOMARK
SUPER SPACE INVADERS	24.99	OUT NOW DOMARK
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CHECKERED FLAG	29.99	OUT NOW ATARI
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CHART ATTACK (COMPILATION)	D 19.99	IMMINENT GREMLIN
CHART ATTACK (COMPILATION)	T 14.99	IMMINENT GREMLIN
CISCO HEAT	D 15.99	NOVEMBER 25 IMAGE WORKS
CISCO HEAT	T 10.99	NOVEMBER 25 IMAGE WORKS
FUN SCHOOL 4 (5-7 YEARS)	D 16.99	DECEMBER 13 EUROPRESS
FUN SCHOOL 4 (5-7 YEARS)	T 12.99	DECEMBER 13 EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	D 16.99	DECEMBER 13 EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	T 12.99	DECEMBER 13 EUROPRESS
FUN SCHOOL 4 (UNDER 5'S)	D 16.99	DECEMBER 13 EUROPRESS
FUN SCHOOL 4 (UNDER 5'S)	T 12.99	DECEMBER 13 EUROPRESS
PITFIGHTER	D 17.99	NOVEMBER 27 DOMARK
PITFIGHTER	T 10.99	NOVEMBER 27 DOMARK
SUPER HEROES (COMPILATION)	D 14.99	NOVEMBER 27 DOMARK
SUPER HEROES (COMPILATION)	T 9.99	OUT NOW DOMARK
SUPER SPACE INVADERS	D 17.99	OUT NOW DOMARK
SUPER SPACE INVADERS	T 10.99	OUT NOW DOMARK
THE SHOE PEOPLE	D 15.99	DECEMBER FIRST CLASS
THE SHOE PEOPLE	T 10.99	DECEMBER FIRST CLASS
TURTLES ARCADE	D 15.99	NOVEMBER 28 IMAGE WORKS
TURTLES ARCADE	T 10.99	NOVEMBER 28 IMAGE WORKS

APPLE MACINTOSH CD ROM		
GROLIER'S ILLUS. 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

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ELSPA

CHARTALK

Compiled by Gallup on behalf of ELSPA

WEEK ENDING November 9th 1991

MARKET SHARE BY PUBLISHER LABEL (VALUE)

PRICE CATEGORY	PUBLISHER LABEL	% UNIT SALES			
		THIS WEEK	LAST WEEK	2 WKS AGO	3 WKS AGO
TOTAL	SEGA	23.7	17.1	15.3	16.5
	NINTENDO	8.1	8.0	9.5	9.2
	ELECTRONIC ARTS	8.1	5.8	4.9	6.7
	HIT SQUAD	5.2	6.0	8.1	7.5
	U.S. GOLD	5.1	5.2	6.5	7.1
	CODE MASTERS	4.1	4.6	5.6	4.6
	GREMLIN GRAPHICS	4.0	5.9	2.4	3.6
	MIRRORSOFT	4.0	6.9	2.4	2.4
	OCEAN	3.5	4.2	5.1	5.3
	KIXX	3.0	3.2	4.3	3.7
	DOMARK	2.2	3.1	2.9	2.0
	VIRGIN	2.1	3.0	2.8	2.6
	TEAM 17	1.9	2.7	1.7	—
	MIRROR IMAGE	1.8	1.6	1.5	1.7
	MICROPROSE	1.6	2.1	2.2	3.3
	ANCO	1.4	1.0	1.7	1.5
	ELITE	1.3	0.7	—	0.7
	BEAU JOLLY	1.2	0.6	0.6	—
	KRISALIS	1.1	1.1	1.3	0.8
	ATARI	1.0	1.1	1.2	—
	D & H GAMES	1.0	1.4	1.6	1.7
	EUROPRESS S/WARE	1.0	0.7	0.7	0.8
	HITEC SOFTWARE	0.9	0.9	1.2	1.0
	MINDSCAPE	0.8	—	0.5	—
	UBISOFT	0.7	0.7	1.1	1.0
	ZEPPELIN	0.7	0.7	0.8	0.6
	STORM	0.7	—	—	—
	AUDIOGENIC	0.6	0.6	—	—
	CORE DESIGN	0.6	—	0.5	0.9
	SIZZLERS	0.6	0.5	0.5	0.6
	MASTERTRONIC	0.6	0.8	0.9	1.0
	ACCOLADE	0.5	—	—	—
	STAR PERFORMERS	0.5	—	—	—
	CDS	0.5	—	0.6	—
	ACTIVISION	0.5	0.5	0.5	0.6
	GBH	0.5	0.6	0.9	0.7

NB. Shares shown thus '—' are below the cut-off point of 0.5 per cent.

TOP 20 — CONSOLE BY INDIVIDUAL MACHINE FORMAT

RANK	TW	LW	TITLE	MC	PUBLISHER LABEL
1	1	1	SONIC THE HEDGEHOG	SG	SEGA
2	4	4	SONIC THE HEDGEHOG	MD	SEGA
3	5	5	STREETS OF RAGE	MD	SEGA
4	2	2	ROAD RASH	MD	ELECTRONIC ARTS
5	7	7	EA HOCKEY	MD	ELECTRONIC ARTS
6	3	3	SUPER MARIO LAND	GA	NINTENDO
7	—	—	PGA GOLF TOUR	MD	ELECTRONIC ARTS
8	11	11	SHINOBI	GG	SEGA
9	—	—	WONDERBOY	GG	SEGA
10	14	14	MICKEY MOUSE	GG	SEGA
11	—	—	SUPER MONACO G.P.	GG	SEGA
12	—	—	SECRET COMMAND	SG	SEGA
13	—	—	MICKEY MOUSE	SG	SEGA
14	—	—	WORLD GRAND PRIX	SG	SEGA
15	—	—	WRESTLEWAR	MD	SEGA
16	10	10	TRACK AND FIELD 2	NI	NINTENDO
17	8	8	S.C.I.	CO	OCEAN
18	—	—	CHASE HQ	GA	NINTENDO
19	—	—	WORLD CLASS LEADERBOARD	SG	U.S. GOLD
20	—	—	OUT RUN	GG	SEGA

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CTW STOCKWATCH

By Mark Ramshaw

TURTLES ARCADE GAME 2 HOT 2 HANDLE MERCENARY TEAM SUZUKI LOTUS TURBO CHALLENGE

They're lean, mean, and they're back on the screen. Everybody's favourite Mirrorsoft Christmas licence is back, and this time it looks like the 16-bit owners are going to get more than a name.

The new *Turtles* is actually licenced from the arcade machine rather than the recent film sequel, and so quality gameplay is pretty much guaranteed (so long as the conversion isn't cocked up).

Certainly the early glimpses have been impressive, and the 8-bit versions have more than surpassed expectations. Spectrum and C64 have picked up ratings of 89% in *Your Sinclair* and *Commodore Format* respectively.

The decidedly warm previews suggest that the 16-bit versions could well fare better with the reviewers.

Mirrorsoft's marketing is confident and comprehensive, though I doubt whether a Christmas release which is a *Teenage Mutant Turtles* licence and is based on the second biggest money spinning coin-op ever needs any push whatsoever.

In addition to generic 3D displays, a veritable forest-worth of A2 posters and leaflets is poised for action, with full spread ads and demos

on *Commodore Format*, *Amstrad Action* and *Your Sinclair* tying up the magazine side of things.

Retailers who just love the ever growing army of 'reasonably' priced software should note that Mirrorsoft's Mirror Image label will soon be releasing *Onslaught* (one of Hewson's less impressive moments from a couple of years back) and *Starglider 2*. Gamers in the know will be aware of this game's excellent history, so expect some swift sales over the next few weeks. And speaking of ideal Christmas stock...

Ocean's *Addicted To Fun* label gets fully underway in time for Christmas with a *Ninja* compilation (I can feel a chart-topper coming on) and one by the princely title of *2 Hot 2 Handle*. Both offer great value, and though neither matches the sexiness of the *Rainbow Islands/Bubble Bobble/New Zealand Story* package, sales are bound to be impressive, particularly after Christmas Day.

Meanwhile, back in the land of epics, Novagen gets prolific with Paul Woakes' *Mercenary III*. (What? Two Novagen releases in one year?) The *Mercenary* games are perfect examples of fanbase marketing.

Novagen knows that a vast army of Amiga owners who can't live without owning Paul Woakes' creations will instantly add *Mercenary III* to their Christmas list. The

(hopefully and almost certainly) favourable reviews are what Novagen is relying on to pull in new buyers, but even so, the regular Paul Woakes freaks ought to be enough to pull the game into the higher reaches of the charts.

Venturing into the growth industry of PC leisure (I'd be interested to hear retailers' views on just how successful this market really is) what should we find but Gremlin hoping to repeat the modest Amiga and ST success of *Team Suzuki* on the PC.

Now every retailer knows that most 3D racing games look sluggish and crude (never a good way to demonstrate the power of that computer when trying to get a sale). *Team Suzuki* has never had any such problem — in fact quite a number of people view it as simply too fast.

God forbid that anyone should try it out on a PC486. Still, there's nothing wrong with a game which achieves too much, and the favourable reviews in *PC Format* and *PC Review* have reflected this.

Team Suzuki is ideal PC fare, what with its 3D graphics and brand name licence. Speaking of which...

Gremlin's other game for motoring fetishists — *Lotus Turbo Challenge II* — is ready to ship on the ST any day now. I'm sure no retailer needs reminding just how well the Amiga version has sold, so I won't.

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

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 Champerret, 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, Lamaca, 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

Weeklies can work it out

Just a quick note in reply to a couple of points in your article printed in the edition dated November 4th (CTW Issue 361).

Having now launched a weekly computer title I certainly agree that it's a tricky business. Future have nothing to be ashamed of in the closure on *New Computer Express*, which was the best effort yet at establishing such a product. You certainly need a lot of reader loyalty to sell even 20,000 copies every single week of the year.

For our part, I have to admit that our initial estimates and achievement have not proved sustainable. While *Games-X* did achieve an initial sale of over 50,000 copies, the summer has seen the figure steadily fall and then settle to a point where we have not been quoting our advertisers a circulation of any more than 30,000 for some weeks. But then, aiming for gold and get-

ting silver or bronze is better than aiming for bronze and failing to make it onto the podium!

On the plus side however, like Future we have found that weekly readers are a very keen bunch and buy a lot of both hardware and software; this has resulted in a dedicated core of mail order and 0898 advertisers who are achieving excellent sales.

These core mail order companies are steadily being joined by the glossy software house advertising from companies such as Gremlin, Ocean, US Gold, Tecmagik, Codemasters, Virgin Games, Krisalis, Digital Integration, Activision and more. Like many, I hope this industry grows and grows and I am confident that *Games-X*, as a weekly, will be perfectly placed to capitalise on this growth and eventually achieve the sort of sales figures that I know a weekly is capable of.

On another point, I would like to object to some remarks made in Chris Cowan's article 'The Enemy Within'.

Chris casually blames the magazines for putting pre-production software onto the hackers' network — presumably he has proof that this is taking place? I cannot believe that software houses would wish to continue to support any magazines that were involved in such activities.

I know for a fact that none of my titles or staff are involved, and so I would very much like Chris to name names. Such unsubstantiated claims are very damaging for an industry that relies on the honesty of reviewers in dealing with pre-pro disks.

For all our sakes Chris, let's have either some facts or a retraction of your almost slanderous remarks.

Hugh Golner
Europress Interactive
Macclesfield

ment when advertising spend is being planned for new software releases.

By the way, Atlantic 252 is not pirate radio! It's legal, covers most of the country and has just usurped London's Capital Radio as the UK's largest commercial radio station.

The 252 audience is young, up to date and responsive... okay, plug over. I'll be in touch!

Best Wishes
Andy Hiseman
Atlantic 252
London

Games — an all-time favourite of all-time

I would like to thank, through the pages of CTW, all those who supported Radio Luxembourg's computer games show — first *The Games-X Games Show*, and latterly *Zero Hour*.

The response from Luxy's listeners, with phone lines jammed consistently each Tuesday night, was unprecedented and confirm an opinion I've heard from many people since research for the

show started — that there are rich pickings for the leisure software industry outside computer games magazines.

I'm already working on developing a similar promotional opportunity on Atlantic 252, but it's got to be two-way traffic — a radio station with a 'more music, less chat' policy that gives good coverage to computer games expects fair treat-

Looking after No. 1

On hearing of all the potential problems related to the new Amiga A500P, I decided to take extra stock of the 1.3 version whilst still available. The idea being to delay any problems we may have encountered with the new P, before the Christmas period.

On receipt of our delivery, I decided to check them in — not that I had to. I was bored, with nothing else better to do.

On checking out the first pack I was very pleased to find that it worked perfectly. More importantly I was very excited when I discovered that it had the serial No. 1.

At this stage I was convinced that this machine could be a collectors' item and I considered putting it up for auction to raise money for a new calculator for Mr Sumner.

After calming myself down I decided to check in the next pack, only to find that worked perfectly as well

and that it too had the serial No. 1.

At this moment I realised that I had two Amigas which were 100 per cent compatible with each other. On examination of the third pack I was yet again delighted to find it worked fine too, but disturbed to find another serial No. 1 on the base of the machine.

The chance of raising the money for the new calculator was fading fast. I could picture all the independent retailers clubbing together with all their unwanted Ps to make the purchase.

On finally checking the fourth pack, and yet another serial No. 1, I concluded that I must ring Commodore's missing items line for the rest of our missing serial numbers and that the whole situation had been a Complete Bloody Mess-up.

P.A. Johnson
North Notts Computer Centre
Sutton-in-Ashfield

Communicate to accumulate

I feel I must respond to the letter from Simon Harvey ('Argument for argument's sake' CTW November 4th).

Simon made, as always, some very valid points and I hope the manufacturers also read it. NASCR was set up to be a much needed means of communication between all parties and the observation of the "good terms with Atari" just proves the point of how discussion can, and does, work.

We have always made ourselves available for discussion and will meet anywhere,

anytime, should the manufacturer feel that our views have any value. The majority of the committee plan to return to Computer Arena 1992, I will again spend four days at ECTS. All our committee meetings are held at the premises of a software house or hardware manufacturers in an attempt to keep all lines of communication open.

All we say is "we care, talk to us, tell us the truth" — then shutting the stable door after the horse has bolted will be a thing of the past.

Clive Bishop
Chairman, NASCR

Superplex isn't excellent really

Martin Veitch of Digital Integration was so upset at my short review of *Superplex* (CTW November 11th) that, in his desperate defence of the game, he seems to have quite forgotten the salient facts.

Of course he has every right to take umbrage at my opinions, but his perspective on the *Stockwatch* review really shouldn't go unchallenged. It is untrue to merely suggest that I disliked the game because I "couldn't even complete the warm-up level". In fact I spent a dreary afternoon going through the game, level by level, with one of DI's playtesters. My comments were not based on the game's difficulty level, only on its dullness.

Mr Veitch then went on to justify the product's claimed attraction by citing reasonably enthusiastic reviews in five publications (one of which was the notably easy-going *Micro Mart*) and a minor radio programme. Hardly what you'd describe as a pageant of praise from the industry. And what mention of the magazine editors who were obviously so excited by the game that they didn't even bother to make room for a review?

If Mr Veitch is going to become upset at the slightest indication of criticism, I fear that he is not going to have a happy relationship with the magazines.

Colin Campbell
Editor
Commodore Format
Future Publishing

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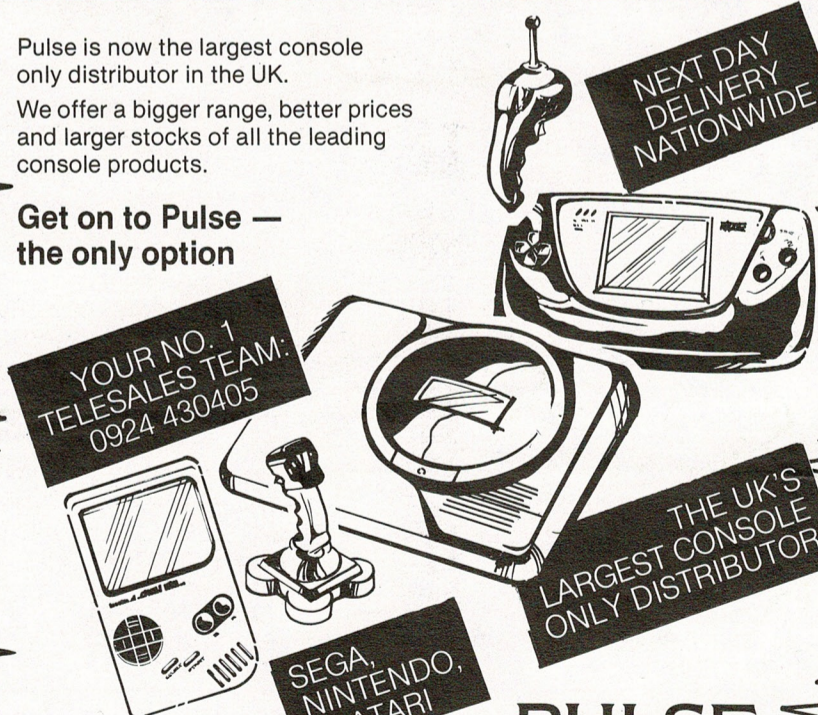
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Future presses for Amiga action

Future Publishing nearly made itself sick with excitement last week, as it began an unprecedented joint advertising campaign with Commodore.

The two firms have linked up for a double push on the Amiga 500 and Amiga Format. A ratecard spend of some £250,000 means that ads will be running from now until the end of the year.

Publications singing the companies' song include the Mail On Sunday, Sunday Mir-

ror, Daily Mirror, Daily Mail, Daily Express, Today, Guardian, Independent, Radio Times, Viz, Roy of the Rovers, Shoot, Match, Judge Dredd, Blast (?), Eagle, 2000AD, Kerrang and No.1.

The campaign is supplementary to Commodore's £4.5 million of TV ads currently pushing the Amiga, C64 and CDTV.

Future's main focus, meanwhile, is on the January issue of Amiga Format, which hits the streets on December 12th — and those worried about the rainforests won't be pleased to learn

that it boasts 300 pages, a 32-page supplement and a 220,000 print run.

The ad itself features a specially re-shot version of the Amiga TV ad, with the games-playing starlet having both the CBM machine and the Future magazine in front of him.

"This is all part of our overall commitment to the Amiga market. It suits us to promote sales of the Amiga. It's good for us and it's good for the industry overall," bubbled Future's leisure magazines publisher Greg Ingham.

Philips sees red over greys

Philips last week warned dealers to stop selling grey imported 8833 colour monitors — or risk a deluge of consumer complaints.

The firm, which has always suffered a grey imports problem, has spoken out because of the success of its current promotion on the product, which includes a free bundled copy of MicroProse's F-19 flight simulator.

Imported monitors can

retail for as little as £199, but do not come with the game. The official version, meanwhile, sells at £269. Philips claims that many consumers buying imports have subsequently complained direct to Philips, once they have learned about the promotion.

Philips, however, is quite adamant that it will send the customer straight back to the shop where he bought the monitor. It will also also refuse to provide the 12-months on-site warranty that its products come with.

"Consumers keep phoning us up saying 'where's my game?' but we're telling them that if it's not a UK product then we can't help. A dealer will do himself no favours by selling imports, because the consumer will come back and complain because he thinks he's missing out," commented Philips PIP's product marketing manager Steve Whittaker to CTW.

The UK-specific monitors — which all have /05 at the end of their serial number — are supplied by an array of official distributors.

On Line shows up portables

Blenheim Online has pencilled in a new date for the events calendar — a portable computing show.

The aptly named Portable Computer Show '92 will take place at Olympia 2 on May 12th-14th and is sponsored by PC Magazine. Exhibitors will include hardware manufacturers, software houses, networking and peripherals companies.

CTW Europe

Continued from front page
pear every month free with CTW, but there are no plans whatsoever for it to become a separate publication."

Meanwhile, CTW has continued its distribution drive in Germany. Having linked up with Leisuresoft GmbH again, it is next week (November 25th, Issue 364) circulating 700 issues to German retailers. The issue comes with a four-page German language wraparound, complete with news and features specific to the territory.

If this proves successful, CTW expects to continue this next year on a quarterly basis.

Battletoads

Continued from front page
on NES in Europe by Tradewest itself. Some of its titles such as Double Dragon and Solar Jetman have already been hits on the console over here but they were published by Nintendo.

Tradewest now has its own European NES publishing licence and is looking to make an explosive start with Battletoads.

The firm's president, Byron Cook commented to CTW: "This is a unique game that is creating its own licensing opportunities. There's going to be toys, cartoons, clothes, the list just goes on and on.

"Battletoads is definitely the hottest product in the market over here and I'll be very surprised if it doesn't achieve the same status in Europe."

Konami wakes

Continued from front page
ware publishing sides. It is already gaining double billing with the latest titles Mirrorsoft is handling — such as Teenage Mutant Hero Turtles: The Coin Op and Bill Elliot's NASCAR Challenge — but it will go it alone next year.

"We're actually developing product already. Mirrorsoft has done a great job, but it does look likely that we'll handle things ourselves as soon as we're ready."

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