

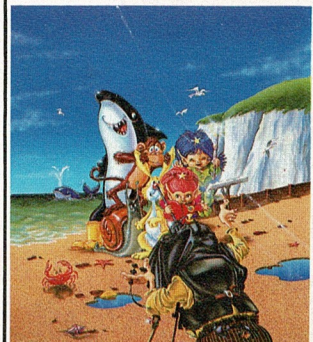
**THE EUROPEAN COMPUTER ENTERTAINMENT SHOW**  
1991  
EARLS COURT 2 LONDON  
5-8 SEPTEMBER 1991

# CTW

An ETP PUBLICATION

12.8.91 **COMPUTER TRADE WEEKLY** ISSUE 349

**RODLAND**



So cute it'll make you puke?  
Find out from **STORM** in September

## Spectrum reaches the end

Amstrad is believed to have finally decided to discontinue the Sinclair Spectrum, with last stocks expected to filter through the market this Christmas.

It is understood that Amstrad currently holds upwards of 35,000 units of the veteran 8-bit computer and that it is "currently looking for a home for them" — with no more units being manufactured.

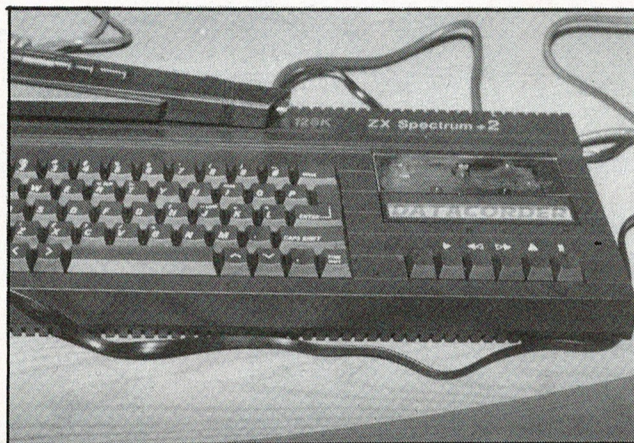
Amstrad itself, however,

has denied to *CTW* that production on the machine has stopped — offering that demand from UK mail order firms and the Spanish market is strong enough to sustain volume production. This was, however, followed by the caveat: "but nothing lasts forever".

It certainly seems likely that the coming Christmas season will be the last for a machine which, only a couple of years ago, had a dominant share of the UK games machine marketplace by units.

Total UK sales of the machine during its nine year history are estimated to be well in excess of one million units. Indeed, during 1990 it is believed to have still shipped 60,000-80,000 units through sundry retail and mail order outlets.

Demand for the machine has waned dramatically, however, as consoles have made powerful strides in the low-end games market and Commodore has retained a strong profile for the C64 as the entry level home computer.



SPECTRUM: The last Christmas finally looms

## Sega finds extra £10m

Sega Europe last week announced its revised sales forecasts and marketing budget, revealing the clout that the recent buy-out has added to the operation.

In total, close to £50 million will now be spent on promotion throughout Europe between now and Christmas. Previously, when Virgin Mastertronic was still in the role of European distributor, less than £40 million was lined up.

Sega is hoping that the in-

creased budget will bring increased sales and has increased its predictions in all territories (see table).

Sega Europe's boss Nick Alexander commented to *CTW*: "These are really the first fruits of the deal. It takes our marketing spend up to what Nintendo was already talking about, a figure that previously we just couldn't match."

"Whether it spurs them on to greater excesses or not remains to be seen, but I'm certainly very happy with what we're doing this year."

## Consumer side closes as apathy hits EMAP show

A "severely disappointed" EMAP Exhibitions has decided to cancel the consumer side of next month's Computer Entertainment Show at Earl's Court II.

Despite successfully pulling in major outside interest, it is ultimately a lack of support from within the games industry that has caused the decision.

EMAP feels that 35 exhibitors was simply not enough to provide the kind of consumer hall that the public, its sponsors, and the painstakingly courted national media, would have expected.

Thus, the CES is now being pitched as a trade-only event, running from Thursday September 5th to Sunday September 8th, with the firm believing that the event can still be successful. Some 60 firms are apparently already committed, including Commodore, Atari and Sega — but rumours

that even the trade event might yet be pulled had already started circulating at time of press.

The collapse of the consumer event was clearly a bitter pill for EMAP to swallow, having successfully pulled in Dixons as a major sponsor and support from both Radio One and The Prince's Trust. It will clearly feel that it carried out its mandate to provide PR opportunities for the market, only to be confronted with a great deal of apathy from the market.

"If people don't want to take the PR opportunities that's up to them," remarked show director Neil Wood to *CTW*. "We can't drag people kicking and screaming into the consumer hall."

"Clearly the economy hasn't helped — with firms not being allowed to sell product from their stands, they were having to justify their appearance as a marketing cost, and everyone's looking at their budget very closely these days."

EMAP admitted that it has

already "lost a fair amount" on the CES. It now has the further expense of running ads to tell consumers not to attend — which could include radio ads — plus possible compensation costs from firms that had already designed their consumer hall stands.

The CES has struggled to gain universal industry support since the countdown began during spring. EMAP maintains, however, that the original decision to run separate consumer and trade halls was taken due to trade pressure.

EMAP seemed to have partly admitted defeat when it announced that next year's CES would be trade only (*CTW* August 5th) followed by a wide-ranging consumer event near Christmas. Rival organiser Blenheim had also seen the weakness of this year's show — announcing an autumn ECTS for 1992.

If this year's CES still goes ahead, EMAP at least has an early chance to prove that it can successfully run a trade-only event.

## Smiths sets up distribution head-to-head

Rival distributors TBD and Leisuresoft are set for an autumn battle, with the prize being the lucrative WH Smiths contract.

TBD has supplied the chain with its home software on an exclusive basis for six years. As from the first week in September, however, 21 of the 271 games-stocking stores will be handled by Leisuresoft.

Smiths is insisting that the move is very much a trial and that a complete switch over to Leisuresoft is by no means a foregone conclusion.

Software product manager Andrew Stafford told *CTW*: "I'd like to stress that this is in no way a reflection on TBD, but as a retail group in a harsh economic climate, it is our responsibility to make as much money as possible."

Continued on back page

## Tengen targets Euro Sega boom

Leading US coin-op and console publisher Tengen is to establish a European operation — with the help of its UK ally, Domark.

At the time of going to press no one from either firm could confirm the news but *CTW* believes that Tengen Europe, concentrating initially on publishing Sega titles, will be up and running in a couple of months.

An actual Tengen office with dedicated personnel will be opened some time in the new year. Domark, which regularly licences games for the home market from Tengen, will handle all sales, advertising and promotion.

Continued on back page

## Illusions courts Genic for \$10m

US based utility software publisher MicroIllusions is claiming \$10 million in damages and losses from Mediagenic, of which it was once an affiliate label.

The two firms parted company well over a year ago. At the time the split did seem bitter, with Mediagenic claiming breach of contract, taking out injunctions and MicroIllusions struggling for all it was worth to be free.

Eventually, however, it appeared that some sort of agreement had been reached.

Continued on back page

Territory	Master System Revised 1991 total sales estimate	Megadrive Revised 1991 total sales estimate	Marketing spend Total for 1991
UK	325,000	175,000	£11.5m
France	600,000	150,000	£12.0m
Germany	230,000	90,000	£8.0m
Spain	75,000	30,000	£3.5m
Other Sega Europe territories	75,000	30,000	£2.0m
Other EEC territories	375,000	100,000	£10.5m
Total	1,725,000	580,000	£47.5m
Pre Buy-out figures	1,400,000	450,000	£39.0m
Inst. base as at Jan '91	1,415,000	193,000	

Note: There is no forecast for Gamegear sales as Sega Europe believes that it will sell as much of the limited stock that it is able to get hold of. The marketing spend does, however, include Gamegear promotion.

## THIS WEEK:

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## Mags flood in for autumn

The games magazine market flipped into overdrive last week — with news of a possible six new launches being due between now and Christmas.

Despite growing concern that the consumer market is already dangerously top heavy, *CTW* can reveal that Newsfield is going ahead with two new launches, Pentagon (formerly The Word Works) is planning one, EMAP Images is eyeing two and Future is possibly lining

up yet another.

The definite news is that out of the ashes of Newsfield's multi-format magazine *Raze* will come three new titles. The team that produced *Raze* — Pentagon — will launch *Sega Pro* in the autumn, whilst Newsfield itself is replacing it with *Sega Force* and *Nintendo Force* in mid-October.

Pentagon has reached the end of its one year contract with Newsfield to produce *Raze*, but has committed to providing a 13th — and last

Continued on back page



SEGA PRO: Joining the mag free-for-all

**DON'T JUST ACCEPT ANOTHER'S GUARANTEE FOR VALUE! - BUT ...**  
 take a good look at the pages its written on **FIRST!**



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**AUGUST ALONE PLEDGES 240 EXCITING FULL COLOUR GAMES-LADEN PAGES ACROSS THE MONTH!**

**SO WHAT - IN TERMS OF FULL COLOUR GAMES EDITORIAL - ARE THE LEADING MAGAZINES OFFERING FOR AUGUST!**

MAGAZINE	ACTUAL GAMES COVERAGE			MAGAZINE	OVERALL FULL COLOUR EDITORIAL	
	By Percentage	By Page			By Percentage	By Page
GAMES-X	68.8%	165	1st	GAMES-X	79.2%	190
AMIGA ACTION	65.0%	69	2nd	ST ACTION	76.0%	76
ST ACTION	61.0%	61	3rd	AMIGA ACTION	70.7%	75
The One Amiga	59.0%	59	4th	The One Amiga	68.0%	68
Amiga Power	56.5%	61	5th	Raze	66.6%	56
Raze	55.9%	47	6th	Amiga Power	64.8%	70
C & VG	52.2%	69	7th	C & VG	61.4%	81
Mean Machines	47.2%	30	8th	CU Amiga	60.0%	108
Crash	44.1%	30	9th	Mean Machines	59.3%	64
ACE	40.3%	50	10th	Crash	57.4%	39
CU Amiga	37.0%	68	11th	ACE	50.0%	62
ZERO	34.0%	34	12th	Amiga Computing	47.3%	70
ST Format	23.7%	33	13th	ST Format	44.3%	62
Amiga Format	18.1%	37	14th	ZERO	42.0%	42
Amiga Computing	13.7%	19	15th	Amiga Format	37.3%	76

Figures calculated pro rata across total full colour pages excluding advertisements

**X-plicit comparisons with similar magazines X-pose Games-X as being Streets Ahead of other Publishing Avenues!**

**Call Steve Darragh on 0625 850874**

## Sega snaps up Master tonic as shortages loom

Sega Europe kept up the pace of its recent activity last week with the announcement of the arrival of the Master System II — three months ahead of schedule.

The firm blamed the change in 1991's timetable on "incredible" sales throughout the last few months — a traditional quiet period. It also got in an early, but almost certainly accurate, warning about winter shortages.

This week, in the 8-bit arena, there are no stocks left at all of the original Master System bundled with *Alex Kidd* or the original Master System Plus. Both products have now been phased out for good.

There are limited supplies of the original Master System with *Hang On* but

these will not last too much longer. Just arrived is the Master System II.

It comes in different casing and with only one controller and will only be available bundled with *Alex Kidd*.

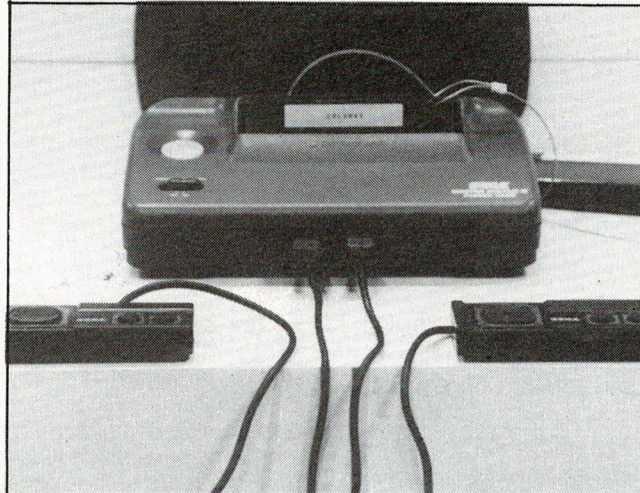
The Master System Plus II is due in mid-September so, until its arrival, there will be no Plus configuration available. The II Plus will come with *Light Phaser* and *Operation Wolf* and a light phaser retailing at £89, ten pounds higher than the original Plus which came with *Safari Hunt*, *Hang On* and the phaser.

Sales manager Alan Sharam told CTW: "It's all happening earlier than we thought but it's not a problem. For a while we expect the original and Master System II to sell very nicely side-by-side and then the

original will gradually fade away.

"We are trying to get a message through to our dealers to start forecasting their requirements for Christmas now so that they can get in an early order.

"I'm not trying to put a scare story about, it's just a fact that this year could be difficult. We'll definitely be short on Gamegears but it's looking like we may have a problem on Master System and Megadrive as well."



MASTER SYSTEM II: Early UK debut

## Centresoft electrifies AddXtra at last

Centresoft is preparing to relaunch its own brand of peripherals and accessories under the new moniker of AddXtra.

The distributor originally launched the collection of leads, disks, drives, joysticks and add-ons under the umbrella name of Electra at the European Computer Trade Show back in April. But in mid-June the firm ran into trouble with the Electricity Board, which has been using the same brand name for many years.

Centresoft did not contest the use of the name and has since been working on a relaunch for the range, which will take place at the Computer Entertainment Show at

Earls Court next month.

AddXtra will feature all the products previously available via Electra, plus new additions. There have also been enhancements made in terms of display units for retailers.

"We have been given the chance to listen to what the retailers had said about Electra — finding out what was right and what was wrong about it," commented Centresoft boss Richard Steele to CTW.

"In fact, in the light of what we have learnt we would have probably re-launched the range anyway. It is now much improved and gives dealers what they want."

The new AddXtra range will apparently boast a number of "revolutionary"

products previously unavailable for the Amiga and ST — one being a disc drive anti-click device which Centresoft claims is being made available following increasing consumer demand for a product designed to remove disc drive noise. It will retail at under £10.

Other new products include an Amiga/ST switchable fun mouse, an Amiga ROM switcher, Amiga stereo headphones which plug directly into the serial port, and Amiga/ST joystick mouse switcher.

AddXtra will also continue the successful memory upgrades for the Amiga and ST, complete with bundled software, plus the popular array of Gameboy, Lynx and Gamegear accessories.

## Now Apple gets tiny with Sony

Apple has made a further move to end its traditional high end, almost niche market, image by planning its first ever portable machines.

Japanese electronics giant, Sony, has agreed to make the machines for Apple via an OEM agreement.

These machines will fill a major gap in the US firm's product line and are further evidence that it no longer wants to rely solely on up-market machines based on exclusive graphics-led architecture.

This year, in both the US and the UK, the firm has vastly increased its market share by pointing specific Mac models towards the low end. In the US, discount chain stores have already taken these lines — further increasing Apple's retail visibility — whilst in the UK a deal with Dixons is looming (CTW August 5th).

Also, Apple recently announced that it would cooperate with rival IBM to blend the two firms' different PC systems together — this again being a move to increase the mass market appeal of its products.

The portable deal stems from a long-standing relationship between Apple and Sony, with Sony already supplying many components for other Apple machines.

Apple apparently wants to tap into Sony's strength in miniaturisation, which has created other hit consumer electronic products such as the Walkman.



CALVER: Any offers?

## Calver goes for group therapy as hard times head for Europe

Audiogenic is attempting to stave off what it believes is a bleak future for small publishers by inviting merger and even acquisition proposals.

The veteran independent has enjoyed some success lately, selling the rights to *Loopz* for various formats and growing its Nintendo development business. Managing director Peter Calver insisted that the decision to look at partnerships has not been forced by hard times.

He told CTW: "The home computer software industry as we know it will not exist in a year or two. They've already had a big shake-out in the States and now the same thing is happening here.

"The big difference in Europe is that there are threats from three sides. The console invasion is happening already and the home computer market itself is going the way of the PC — an area where the Americans, not the Europeans, are specialists.

"On top of that you've got the recession adding to everyone's problems. In the market of the future I don't think that there's going to be that much room for small companies.

"The three options are to grow and become big companies, to look for possible partners or to go out of business.

"It was our intention to grow and be a big company but quite frankly, the way things are, we're all having to run pretty hard just to stand still.

"What might happen now is that we could be approached by someone overseas looking to acquire us as a foothold in the UK, or there may be some like-minded firms in the UK who would consider a merger, a pooling of resources.

"Certainly something has to be done and there may well be a number of other small companies out there planning exactly this sort of thing but without us. Perhaps we're the only ones stupid enough to go into print with it."

He added that, while there had been a number of enquiries already, this is a long term plan that would take a lot of consideration and an announcement of anything definite is still some way off.

## Job fears grow for developers

Fears of a sharp rise in programmer unemployment will be one of the issues discussed at the next leisure software developers' conference — due to take place in November.

Organiser of the event, the Society of Software Authors, wants developers and publishers alike to discuss the current pressures being put on publishers and how this could create a surplus of development talent in the UK.

"The market is fragmenting, many publishers are looking towards consoles

and becoming less inclined to take risks on 16-bit disk development," commented SSA chairman Nalin Sharma to CTW.

The venue of the third conference, called DevCon III, is still to be finalised, but it will probably be in the Birmingham area. Canvassing for attendees, however, has already begun.

Sharma expects around 100 people to go along, including developers, publishers and journalists. The last conference, in Bournemouth, boasted representatives from Ocean, MicroProse and Electronic Arts plus star programmers David Braben and Jez San.

ADDXTRA: New name, familiar look

## EA profits increase, Populous price drops

Electronic Arts was in bullish mood last week as it announced rising financial figures and a host of new titles.

The financial results covered EA's first quarter, the three month period ending June 30th 1991. They showed turnover up 40 per cent to \$23,880,000 and profit up 37 per cent to \$1,625,000 compared to \$1,186,000 in the same period last year.

The US publisher claimed that the growth was primarily

due to continued demand for its 16-bit Sega titles plus strong performances from its international divisions — particularly Europe.

Meanwhile, in the UK, EA has revealed the next batch of 16-bit budget titles to appear on its Star Performers label. Included in the line-up is the critical and commercial smash, *Populous*.

The full list is *Magic Fly* (Amiga, ST), *Match Pairs* (Am), *Populous* (Am, PC, ST), *Ski or Die* (Am, PC), *Stor-movik* (PC) and *The Immortal* (Am, ST).

All releases are priced at £10.99. *Ski or Die* will also be available on C64 disk for £7.99.

On the full price side, *Star Trek: The 25th Anniversary* is on the way from affiliate label Interplay, due in October for PC and nearer Christmas for Amiga.

Finally, as you may just possibly be aware, *Deluxe Paint IV*, the long-awaited new version of the reasonably popular paint package is due out on the Amiga in September.

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## NASCR cool on CBM olive branch

Independent retailer body NASCR gave a timid thumbs up to Commodore's latest changes to its service policy last week — but argued that improvements could still be made.

After installing unpopular changes to its DOA procedure in July, Commodore revised its system as of August 5th.

Whilst very similar to the pre-July method, Commodore has insisted that more responsibility must now lie with each component of the distribution channel.

Retailers must de-bundle faulty machines so that they are devoid of unnecessary weight and loseable or damageable items (sleeve, software, manuals etc.)

Distributors, meanwhile, will be directly responsible for the DOA they pass on to

Commodore, thus they will have to be extra careful in carriage, and also watch out for any dealers who try to abuse the system.

Final details of Commodore's new policy came to light last week. Having offered a 0.5 per cent increase in margin to help finance the extra costs for the July system, it has now taken back 0.25 per cent.

The remaining quarter of a per cent has been left with dealers in order to finance the costs incurred by changes to Commodore's *faulty under warranty* procedure. This is because from August 5th dealers have to pay the carriage fee when returning product that has gone wrong within a year of consumer purchase.

NASCR chairman Clive Bishop claims that the 0.25 per cent left does not cover these carriage costs. Also, he dislikes the fact that the 30 day DOA cover from date of consumer purchase has

been removed — leaving just 30 day DOA cover from when the machine arrives in the shop.

Under the old system a dealer could replace a machine immediately if it went wrong within 30 days of consumer purchase — no matter how long it had been in the shop. But, with that removed, faulty under warranty procedure must be followed — which means that some unfortunate consumers may have to wait up to a month for a replacement even if their machine goes wrong the very day they buy it.

"Commodore has taken a step in the right direction, but to be perfectly honest I still think we're worse off than we were before July 1st.

"I don't want to sound critical and I appreciate them reacting so quickly, but I'm not going to give them a big kiss and a hug and forget everything."

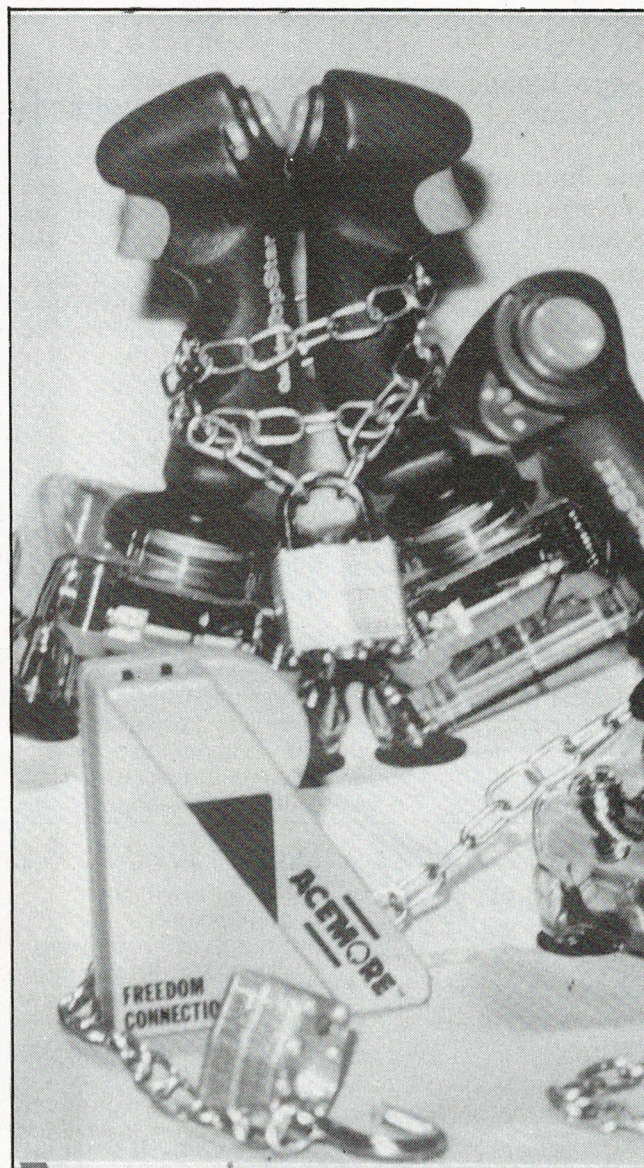
## Rainbow spotted in Exeter

Small distributor Exeter Software has launched a new educational label, Rainbow Software.

It has kicked off with two products, *Shapes and Colours* and *First Letters*. Both are aimed at the under fives and both are available on ST and Amiga. There are PC and Archimedes versions planned.

Rainbow will also be releasing product for 5-7 year olds and over sevens.

The firm's Trevor Bruce offered: "The amazing thing that separates our educational software range from others is its price. Our educational products sell at only £7.99. With the quality that we expect and the effort that goes into each title, this represents excellent value for money."



Your task: make a connection between the most important event of 1990, the dismantling of the Berlin wall, and a strong candidate for the most insignificant happening of 1991, the release of a new widget from Spectravideo. The solution: explain that the new thingy, the Freedom Connection (£19.95 for Amiga, C64, Sega) is a device that makes your existing joystick infra red and stress that this means that restrictive wires are no longer needed, bang on about liberty, snap some shackled sticks and look forward to page four stardom. PR — a piece of cake.

## Hermits come out to play for Acorn bash

The Acorn User Show is promising a glittering array of celebrities to add sparkle to this year's event.

The event takes place at Wembley conference centre from 11th-13th October. It is the ninth Acorn User show and organiser Safesell Exhibitions is claiming that all the space has already been sold.

It will feature a special leisure market section but will also cover the very high-end sector of the Acorn market.

To entice visitors a special concert has been arranged to take place at the centre after the show on the first day.

It will feature Hermans Hermits, The Bruvvers and Mike Berry — a hell of a lineup.

## Empire strikes back

French publisher Titus has rather bullishly announced that it is launching "a new era of rock 'n' roll".

The expansive claim to have matched the feats of Elvis, The Beatles, the Pistols and Dumpy's Rusty Nuts, is based around the release of its *Blues Brothers* game on the Amiga. Hmmmm.

The Gallic software house is also preparing to release *Crazy Cars III*, the third in a series which has already pro-

ved hugely popular. Both titles will be distributed in the UK by Entertainment International, as indeed will two new titles from Readysoft *Space Ace II* and *Guy Spy*.

Not to be outdone, Entertainment International itself has announced a hectic schedule for its own label, Empire. Between now and Christmas it will be releasing *Eye of the Storm*, *Deathbringer*, *Twilight 2000*, *Space 1889*, *Volfied*, *Mega Traveller II*, *Team Yankee II*, and *International Sports Challenge*.

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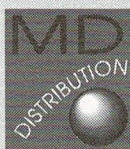
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## ELSPA review highlights victories and charts a course for 1992

In its annual report, published last week, ELSPA struck a note of reasonable satisfaction with its achievements and looked forward to much more.

General secretary Roger Bennett stated that the chief objective over the past 12 months had been "establishing credibility by influencing the ways in which positive industry activities can be encouraged".

Highlighting some specific points he claimed that the contentious cover mount issue had been sorted out despite some "jockeying" from magazine publishers. The agreement now is that all the relevant 16-bit magazine publishers will ensure that there will be

no cover-mounted full game disks from the commercial sector.

On the question of cover-mounting Public Domain software, there is still room for "considerable debate".

Bennett also claimed that magazine publishers have "concurrently but independently agreed to cease acceptance of so-called back-up devices", with ELSPA acting as "the communication centre" for the firms involved.

The issue is far from over, however, as the possibility of legal action now looms.

Bennett explained: "Datel, through their solicitors, are currently in dispute with us in relation to our involvement in establishing the ban agreement under the restrictive trade practices act.

"Our solicitors have refuted any suggestion that

we have acted in any way illegally, although we have been required to suspend the formal agreement sent to magazine publishers."

ELSPA itself now intends to approach the Office of Fair Trading about the matter with a view to discussions on "public interest in preventing the encouragement and perpetration of illegal copying".

The Gallup charts remain a source of some concern, but the situation could soon be solved. ELSPA is now happy with the format of the charts but is unhappy about their limited exposure and lack of funding.

It is considering appointing a PR firm to push into national media and a sponsor is apparently about to step in with a six figure sum to take away the financial problem.

## CCS offers gamers guise for guerilla

Strategic simulation specialist CCS has scaled new heights in the quest for character licences — choosing guerrilla leader Che Guevara as the subject of its latest release.

*Guerilla in Bolivia* is a war game featuring action sequences due for release at the end of September on Amiga at £24.99. The game is inspired by the 1966/67 Bolivian civil war conducted by Ernesto 'Che' Guevara, and apparently utilises informa-

man's very own diaries of the campaign.

"He's a historical figure, so we've haven't sought a licence as such.

It was actually the developer (Paolo Pobbati) who chose him. He's very interested in Che Guevara's life, in fact he's in Bolivia at the moment," remarked CCS spokesman Michael Hodges.

The game is out in September. The bad news for any budding Wolfie Smith fans, however, is that there are no plans for a bundled 'Che' T-shirt.



CHÉ: Revolting game

## Major ads blitz backs fairs' fare

Organisers of the omnipresent All Formats Fairs are preparing a marketing blitz which will apparently reach "a quarter of the total population of the country".

With no fewer than five shows looming in September and December, the one day computer jumble sales are apparently at the peak of their popularity.

The marketing effort behind the next batch of shows will apparently surpass the promotion for the previous 13 put together. Ads are running in *Viz*, *Private Eye*, *The Guardian*, London mag *Loot* and Midlands mag *Why*, with a clutch of computer titles plus Micronet and Oracle being used too. A PR firm is also blitzing local TV, press and radio in the run up to specific shows.

"We believe that our advertising campaign will reach a quarter of the population — you've got to remember that *Viz* alone has six million readers," remarked All Formats spokesman Bruce Everiss.

"What I've tried to do is use the marketing mix. We haven't concentrated on the specialist press, because the vast majority of computer users don't read computer magazines."

The next All Formats Fair takes place at the University of Leeds Exhibition and Sports Centre on September 1st — followed by London (September 7th), Birmingham (September 14th), Glasgow (September 22nd) and Bristol (October 6th).

## Tier drops into place for Citizen

Citizen is this month introducing a new tier to its UK dealer support programme, called the Citizen Dealer Plus scheme.

Designed to run alongside the already established Citizen Dealer Partnership, the new tier will offer extra benefits to high performing dealers.

Since the original scheme was launched in April, over 150 dealers have joined the Citizen network, and the firm now expects a further 100 dealers to join the programme.

Those signing the Dealer Plus agreement will be able to purchase a reduced price demo kit, to the value of

£1,500, provided they display, promote and support the range. That kit consists of a variety of printers, including at least one laser or monitor package.

The dealer will nominate a preferred distributor and pledge to order at least eight machines each month and keep a reasonable stock of consumables and accessories. If monthly sales total over £1,500 the dealer will be eligible for a "substantial" rebate.

A stock level of six machines covering the range must be kept at all times, and to assist sales each dealer will receive a POS pack. Citizen is also offering on-site training and technical assistance.

### COMPETITION WINNERS

Unfortunately no one met the strict criteria to win the £1 million that CTW and Virgin Games generously put up for grabs two weeks ago (CTW July 29th).

There are, however, three lucky retailers who pick up a selection of excellent prizes to celebrate the launch of *Jimmy White's Whirlwind Snooker* next month.

- RUTH EYRE of Microbyte in Goole, North Humberside wins a snooker cue signed by Jimmy White + 10 free copies of *Jimmy White's Whirlwind Snooker* + a signed Jimmy White photo.

- ERIC ELLIOTT of Soft Centre in Edinburgh wins free tickets to a major snooker event + 5 free copies of *Jimmy White's Whirlwind Snooker* + a signed Jimmy White photo.

- CHRIS SMITH of JCG Software Centre in Haverfordwest wins 5 free copies of *Jimmy White's Whirlwind Snooker* + a signed Jimmy White photo.

CTW would also like to thank all the other retailers who took the effort to enter. A new competition, this time with Philips and MicroProse, will run in September.

## Master Gear Is Here!

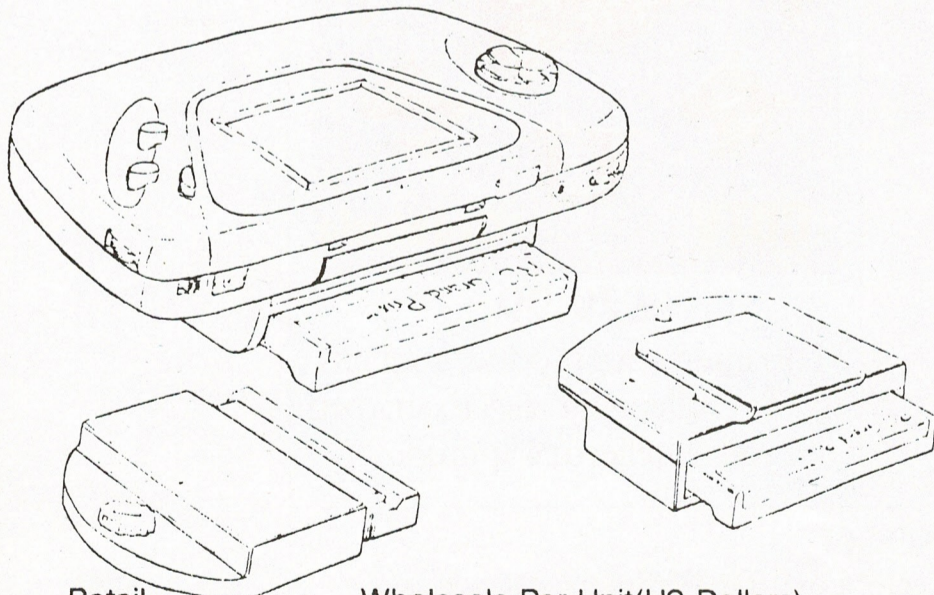
Where can I get a device that will play the hundreds of Master System games available on the Game Gear?

Call Direct Distributors Now! Hurry before it's too late!

The Master Gear is available now!

Games look the same as on a television!

Quantities are limited so act now!



Retail	Wholesale Per Unit (US Dollars)			
US/Pound	24pcs.	144pcs.	576pcs.	More
69.99 / 34.99	\$45.00	\$40.00	\$35.00	Call

All prices in US Dollars. All shipments are VAT and freight collect.

We also export American video game magazines, accessories, joysticks and more. We ship anywhere in Europe.

Call Direct Distributors: 010-1-203-395-0851 or 010-1-203-388-9699  
Fax us at: 010-1-203-388-0084 or 010-1-203-395-0857

We accept bank cheque, wire transfer, Mastercard, Visa, Discover & American Express. There is a 2-4% charge for credit cards.

## THE ALL FORMATS COMPUTER FAIRS

### A Well Proven Profit Making Opportunity

The All Formats Computer Fair is a simple concept:— A one day low cost selling event targeted at computer enthusiasts. There have been thirteen successful fairs, eleven in London and two in the Midlands. Many exhibitors now have a standing booking for space at all our future Fairs!

The Fair is now going National with events around Britain so as to serve all major conurbations. The venues are:—

- LONDON
- MIDLANDS (Birmingham)
- NORTH (Leeds)
- WEST (Bristol)
- SCOTLAND (Glasgow)

The stand consists of a six foot trestle table and costs only £60. Set up is on the morning of the show.

The Fair is unpretentious and has been described as:

'a car boot sale without the cars'.

Anything and everything sells. Even experienced exhibitors are surprised at what people will buy. From a ZX81 keyboard to a 486 filesaver. New, Ex-demo, Second Hand. Obsolete or State of the Art. Business or Pleasure.

Make sure you get your share of the several hundred thousand pounds that change hands at every Fair. Book a stand now, and on the day don't just bring your prime stock — have a clear-out!

Contact John Riding NOW on 0225 868100  
or fax him on 0225 868200

proprietor — BRUCE EVERISS

# THE EUROPEAN C.O.M.P.U.T.E.R ENTERTAINMENT SHOW

1991

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Europe's biggest show for leisure computing.

87% higher trade audience than its nearest rival • dedicated Trade Hall • 20% overseas visitors from 25 countries • separate Consumer Hall • prime Autumn timing • VIP Priority Visitor Pack • exclusive CTW, ELSPA and EMAP Images sponsorship • 4 days trade and 3 days consumer • major national press and media coverage • London's premier exhibition centre, the brand new Earl's Court 2

All combine to make the European Computer Entertainment Show 1991 the biggest and best in the industry.

**Earls Court 2, London.  
September 5th to 8th 1991.**

**NOW A TRADE  
ONLY EVENT**

TO GET MORE FROM US, TEAR US OFF A STRIP

For further information on stand space or visitor packs call 071 404 4844, Fax 071 404 0747 or send coupon to Neil Wood, EMAP International Exhibitions, 12 Bedford Row, London WC1R 4DU.

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone No \_\_\_\_\_

Fax No \_\_\_\_\_

Stand Space

Visitor Space

[ please tick where appropriate ]

# THE S A T R A B







# Elite

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Last Battle<sup>TM</sup> and Sega<sup>®</sup> are trademarks of Sega Enterprises Ltd, Japan

SPOTLIGHT

# WHEN WILL CD-I BE FAMOUS?

This time next year, most leading multiples, and many an independent, will be stocking CD-I machines from companies such as Philips, Sony and Panasonic. Yet, as **ANDY STORER** finds, marketing plans for the 'format of the future' are still somewhat sketchy...



CD-I: In vogue but still vague

In the States it's yesterday's news. For the time being. The first CD-I player, the Philips-badged Magnavox CDI190, has been launched on a suspecting nation and it's now only a question of time before its \$1,400 price point drops through the magical \$199 barrier to spurn a whole new commercial and consumer opportunity.

Over here, it's still very much tomorrow's news for all concerned - even for Philips Interactive Media Systems Europe, the company which will be first off the blocks in the UK with High Street CD-I.

By June next year you will be able to buy a CD-I machine, and choose from 50 titles that will cost you anything from £10 to £30. Beyond that plans are still very much under wraps. Exactly where you'll be able to buy the machine, how much it will cost and even what it will be called are still, it appears, undecided.

While it's a safe bet to assume that the usual throng of Japanese consumer electronics companies will pump CD-I into every conceivable outlet under the sun, Philips In-

teractive is waiting to see just how well the US greets its new baby. Believe it or not, CD-I has been under development for six years now and until last month's US launch of the Magnavox CDI190, The Next Big Thing had seemingly been relegated to just This Month's Main Feature in a well known UK computer title.

### Steady as she grows

The apparent delay is not due to any technical difficulties. The success of the CD as a carrier of data is un-

**"We're looking at a five year time scale for the CD-I to take off. While we expect to be launching a machine next summer for the equivalent of £1000, we don't expect to break through the £250 barrier for a while."**

Julie Davies, PIMS

doubted. Philips is now inviting interactive publishers to join it in packaging 600Mbytes of text, graphics sound and video onto a

single disc for a cost of less than £3 per unit in short runs.

With those kinds of capacities on hand you might expect every software house in the country to be lining up titles, and indeed they probably are, it's just that in common with the rest of the operation, secrecy and patience are very much the prime buzz-words.

So caution is the current *modus operandi* and PIMS is predicting a steady but not explosive growth in CD-I penetration into the UK consumer market. Beyond that it refuses to be drawn into exact figures. Julie Davies, its marketing services manager, cites the 1980s sales development trends in domestic CD players as the best forecaster for take-up, promo-spend and distribution in the UK once the machines begin to ship.

"We're looking at a five year time scale for the CD-I to take off. While we expect to be launching a machine next summer for the equivalent of \$1,000, we don't expect to break through the £250 barrier for a while. If you look at audio CD players, it was Year 3 before prices came down to the £199 price-point".

Andrew Lambert, PIMS

customer services manager, is equally reluctant to spell out the marketing campaign. "We're not sure whether we'll be selling the machines through specialist outlets first and then multiples or both simultaneously. What you can expect to see though is software on sale alongside hardware... it's important that the potential buyer can see exactly what the system's capable of... it's very much a question of seeing is believing".

**Already, just about every Japanese consumer electronics company is readying a machine for a simultaneous European launch, so discounting is likely to be fierce.**

Wherever it may appear first, the machine we'll see first is likely to be similar in appearance and specification to the Magnavox and sell for around £600.

At present it's unclear whether this will feature full screen, full motion video or whether this advancement will form the basis of a second generation machine, with first generation purchasers being offered an upgrade plug-in cartridge.

### Love don't live here any more

It's a fair bet to assume, however, that the Philips machine will grace High Street shelves alongside Japanese units. Whilst Philips has pioneered CD-I in conjunction with Sony and Matsushita, and shared technologies to this end, no love will be lost once the units begin to ship. No agreements over marketing and pricing have been signed and it's clear there'll be more than just a CD-I/CDTV war raging next summer.

Already, just about every Japanese consumer electronics company is readying a machine for a simultaneous European launch, so discounting is likely to be fierce.

Indeed, other incentives to purchase haven't been ruled out either. In league with Polygram, Philips is already



DAVIES: No hurry, no worries

moving on a new audio CD known as CD-I Ready which will offer music aficionados text, interviews and pictures as a supplement to the disc they are listening to - providing they run it on a CD-I machine. Some 25 per cent of UK home owners already own CD players and PIMS expects a considerable percentage will want to upgrade to CD-I.

Lambert is confident that the 'early adopters' will want to embrace CD-I just as soon as possible. "You're looking at added value. With CD audio we already have a very strong lead - our CD-I machines offer hi-fi quality every bit as good as top of the range CD players, and with CD-I Ready and Photo-CD too we have an excellent springboard".

But at a time when recession is biting ever deeper into the punters' pockets, he doesn't feel incentives such as trade-ins and add-on black boxes would cut much ice.

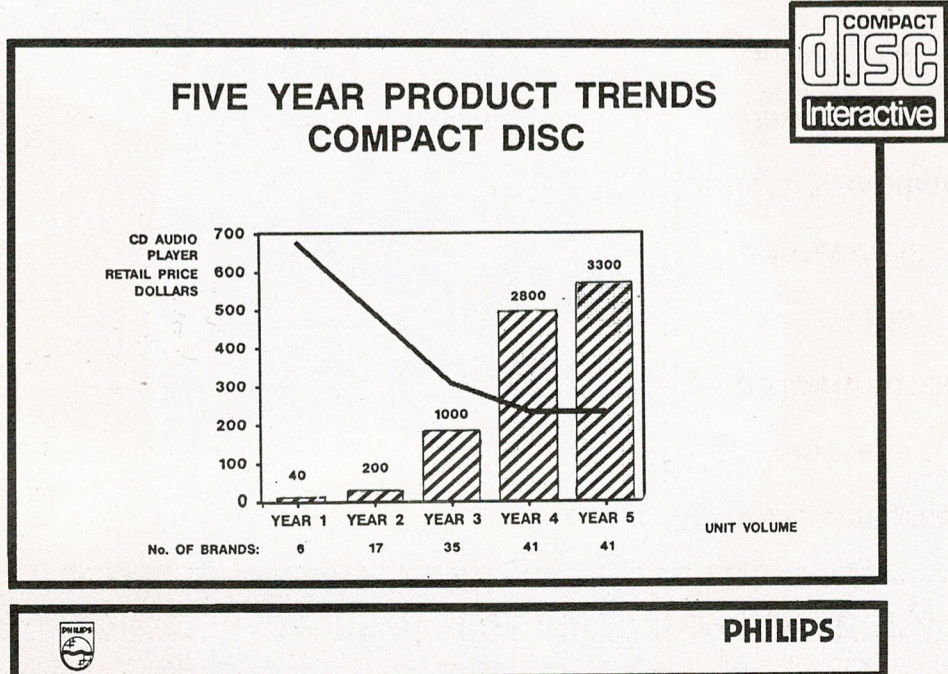
"It's certainly possible to upgrade an existing CD player into a CD-I machine but what would be the cost of

the upgrade? They may as well buy CD-I and give their current CD player to the kids".

But while the company is not ruling out specialist computer retailers as a likely outlet for the 'ultimate CD player', it's perhaps best to draw on the words of its managing director, David Anderson, to shed light on the marketing plans for CD-I.

"We've sold 50 million TVs more than there are PCs in the entire world. We're not interested in the word 'computer'. The word 'consumer' is the key to the success of CD-I and with the backing of the world's three largest consumer electronics companies behind it, it's hard to see how it can fail.

"Although it's all too easy to draw comparisons with the video marketing wars of the 80s when Sony's Betamax and Philips Laser-vision lost out to the inferior VHS format, don't expect to win money on backing CDTV. The losers have learnt their lessons the hard way. This time they'll get it right even if it does take five years." □



PHILIPS

Week 136

# The Release Schedule

12/8/91

Please allow for slippage.

**A VITAL REFERENCE TO NEW AND FORTHCOMING LEISURE SOFTWARE. UPDATED WEEKLY.**  
**OUT NOW = RELEASED WITHIN LAST MONTH. IMMINENT = EXPECTED AT TIME OF PUBLICATION.**

**The Release Schedule**  
 is prepared by  
**Inter-Mediates Ltd**  
 and supported by  
 the following  
 software  
 publishers.

- ACCOLADE
- ACTIVISION
- AUDIOGENIC
- C.I.S
- CINEMAWARE
- SOFTWARE
- DATABASE
- DOMARK
- ELITE
- GREMLIN GRAPHICS
- HAWK
- IMAGE WORKS
- IMPRESSIONS
- INTERNECINE
- MAGNETIC SCROLLS
- MINDSCAPE
- MIRROR IMAGE
- MIRRORSOFT
- ON-LINE
- OXFORD SOFTWARES
- PALACE
- PSS
- PSYCLAPSE
- PSYGNOSIS
- RAINBOW EDUCATION
- SIMULMONDO
- SOFT STUFF
- SPECTRUM HOLOBYTE
- UBI-SOFT
- VIRGIN MASTERTRONIC

## AMIGA

AMNIOS .....	25.99	MID AUGUST PSYGNOSIS
AMOS 3D .....	34.99	OUT NOW ..... DATABASE
ARMALYTE .....	25.99	OUT NOW ..... THALAMUS
BARBARIAN II .....	25.99	SEPTEMBER PSYGNOSIS
BEAST BUSTERS .....	25.99	SEPTEMBER ACTIVISION
BIG DEAL (GAMBLING COMPILATION) .....	30.99	AUGUST 28 ... ACCOLADE
BLADE WARRIOR .....	25.99	OUT NOW ..... MIRRORSOFT
CADAVER LEVELS .....	15.99	OUT NOW ..... MINDSCAPE
CASINO .....	24.99	AUGUST 28 ... ACCOLADE
CHALLENGE GOLF .....	24.99	OUT NOW ..... ON-LINE
CHAOS IN ADROMEDA .....	24.99	OUT NOW ..... ON LINE
CONFLICT EUROPE .....	9.99	AUGUST 14 ... MIRROR IMAGE
DEUTEROS .....	29.99	EARLY SEPT ACTIVISION
DOUBLE DOUBLE BILL .....	35.99	AUGUST 14 ... CINEMAWARE
EXILE .....	25.99	SEPTEMBER AUDIOGENIC
FIRST LETTERS .....	7.99	OUT NOW ..... RAINBOW EDUCATION
FLIGHT OF THE INTRUDER .....	30.99	AUGUST 28 ... SPEC. HOLOBYTE
FORMULA 1-3D .....	25.99	IMMINENT ... SIMULMONDO
GP TENNIS MANAGER .....	25.99	IMMINENT ... SIMULMONDO
GRANDSTAND (COMPILATION) .....	29.99	OUT NOW ..... DOMARK
HUNTER.....	29.99	END AUGUST ACTIVISION
JACK CLIP ART FOR J. NICH. UNLIMITED .....	14.99	OUT NOW ..... ACCOLADE
LEMMINGS DATA DISK .....	14.99	SEPTEMBER PSYGNOSIS
LIFE AND DEATH.....	25.73	OUT NOW ..... MINDSCAPE
MAGIC STORY BOOK .....	29.95	SEPT 14 ..... SOFT STUFF
MAGNUM .....	25.99	OUT NOW ..... UBI SOFT
MAUPITI ISLAND .....	29.99	OUT NOW ..... UBI SOFT
MONOPOLY DELUXE .....	19.99	OUT NOW ..... MASTERTRONIC
MOONBASE .....	35.76	OUT NOW ..... MINDSCAPE
NAPOLEON I .....	29.99	AUGUST ..... INTERNECINE
PASSING SHOT .....	9.99	OUT NOW ..... MIRROR IMAGE
R-TYPE II .....	25.99	END AUGUST ACTIVISION
SARAKON .....	19.99	OUT NOW ..... MASTERTRONIC
SHANGHAI II: DRAGON'S EYE .....	29.99	MID NOV ..... ACTIVISION
SHAPES AND COLOURS .....	7.99	OUT NOW ..... RAINBOW EDUCATION
SHINOBI .....	7.99	OUT NOW ..... MASTERTRONIC
SINBAD .....	9.99	AUGUST 14 ... MIRROR IMAGE
SKYCHASE .....	9.99	OUT NOW ..... MIRROR IMAGE
SWAP .....	25.99	AUGUST 27 ... PALACE
TELLING THE TIME .....	7.99	EARLY SEPT RAINBOW EDUCATION
TV SPORTS (U.S) FOOTBALL .....	9.99	OUT NOW ..... MIRROR IMAGE
WATERLOO .....	9.99	OUT NOW ..... MIRROR IMAGE
WORLD CLASS CRICKET .....	29.99	END AUGUST AUDIOGENIC
WORLDS AT WAR .....	24.99	OUT NOW ..... INTERNECINE

## ATARI ST

ARMALYTE .....	25.99	IMMINENT ... THALAMUS
BARBARIAN II .....	25.99	SEPTEMBER PSYGNOSIS
BEAST BUSTERS .....	25.99	SEPTEMBER ACTIVISION
BEAST II .....	25.99	OCTOBER ... PSYGNOSIS
BLUE MAX .....	30.64	AUGUST 22 ... MINDSCAPE
CADAVER LEVELS .....	15.99	OUT NOW ..... MINDSCAPE
CHALLENGE GOLF .....	24.99	OUT NOW ..... ON LINE
CONFLICT EUROPE .....	9.99	AUGUST 14 ... MIRROR IMAGE
DAS BOOT.....	30.64	AUGUST 22 ... MINDSCAPE
DEUTEROS .....	29.99	EARLY SEPT ACTIVISION
EXILE .....	25.99	SEPTEMBER AUDIOGENIC
FAST LANE (COMPILATION).....	29.99	OUT NOW ..... UBI SOFT
FIRST LETTERS .....	7.99	OUT NOW ..... RAINBOW EDUCATION
FLIGHT OF THE INTRUDER .....	30.99	OUT NOW ..... SPEC. HOLOBYTE
GRANDSTAND (COMPILATION) .....	29.99	OUT NOW ..... DOMARK
HUNTER.....	29.99	END AUGUST ACTIVISION
LEMMINGS DATA DISK .....	14.99	SEPTEMBER PSYGNOSIS
LIFE AND DEATH.....	25.73	OUT NOW ..... MINDSCAPE
MAGIC STORY BOOK .....	29.95	SEPT 14 ..... SOFT STUFF
MAGNUM .....	25.99	OUT NOW ..... UBI SOFT
MAUPITI ISLAND .....	29.99	OUT NOW ..... UBI SOFT
NAPOLEON I .....	29.99	AUGUST ..... INTERNECINE
PASSING SHOT .....	9.99	OUT NOW ..... MIRROR IMAGE
R-TYPE II .....	25.99	END AUGUST ACTIVISION
SARAKON .....	19.99	OUT NOW ..... MASTERTRONIC
SHAPES AND COLOURS .....	7.99	OUT NOW ..... RAINBOW EDUCATION
SHINOBI .....	7.99	OUT NOW ..... MASTERTRONIC
SINBAD .....	9.99	AUGUST 14 ... MIRROR IMAGE
SKYCHASE .....	9.99	OUT NOW ..... MIRROR IMAGE
SWAP .....	25.99	AUGUST 27 ... PALACE
TELLING THE TIME .....	7.99	EARLY SEPT RAINBOW EDUCATION
TV SPORTS(U.S)FOOTBALL .....	9.99	OUT NOW ..... MIRROR IMAGE
WATERLOO .....	9.99	OUT NOW ..... MIRROR IMAGE
WORLD CLASS CRICKET .....	29.99	END AUGUST AUDIOGENIC

## CDTV

ANIMALS IN MOTION .....	CD 29.99	IMMINENT ...ON-LINE
CHAOS IN ADROMEDA .....	CD 29.99	AUGUST .....ON-LINE
FALCON .....	CD 29.99	AUGUST 22 ...IMAGE WORKS
HOUND OF THE BASKERVILLES .....	CD 29.99	OUT NOW .....ON-LINE
LEMMINGS .....	CD 29.99	OUT NOW .....PSYGNOSIS
PSYCHO KILLER.....	CD 29.99	OUT NOW .....ON-LINE
THE SIGN OF FOUR .....	CD 29.99	AUGUST .....ON-LINE
TOWN WITH NO NAME.....	CD 29.99	IMMINENT ...ON LINE
WOMEN IN MOTION .....	CD 29.99	IMMINENT ...ON-LINE
XENON 2 .....	CD 29.99	AUGUST 22 ...IMAGE WORKS

## IBM & PC COMPATIBLES

BACK TO THE FUTURE 3 .....	3.5 25.99	OUT NOW .....IMAGE WORKS
BACK TO THE FUTURE 3 .....	5.25 25.99	OUT NOW .....IMAGE WORKS
BATTLETECH II .....	3.5+5.25 35.99	END SEPT .....ACTIVISION
BIG DEAL (GAMBLING COMP) .....	3.5+5.25 34.99	AUGUST 28 ...ACCOLADE
BILL ELLIOTS NASCAR RACING .....	3.5 35.99	AUGUST 21 ...IMAGE WORKS
BILL ELLIOTS NASCAR RACING .....	5.25 35.99	AUGUST 21 ...IMAGE WORKS
CASINO .....	3.5+5.25 24.99	AUGUST 28 ...ACCOLADE
CONFLICT EUROPE .....	3.5 9.99	AUGUST 14 ...MIRROR IMAGE
CONFLICT EUROPE .....	5.25 9.99	AUGUST 14 ...MIRROR IMAGE
DEATH OR GLORY .....	3.5+5.25 35.99	NOVEMBER ...ACTIVISION
F-14 TOMCAT .....	3.5+5.25 35.99	END AUGUST ACTIVISION
FALCON V3.0 .....	3.5 14.99	AUGUST .....SPEC. HOLOBYTE
FALCON V3.0 .....	5.25 TBA	AUGUST .....SPEC. HOLOBYTE
FAST LANE (COMPILATION).....	3.5 29.99	OUT NOW .....UBI SOFT
IBM SPELL BOOK (4-9 YEARS).....	3.5 24.95	OUT NOW .....SOFT STUFF
J. CLIP ART FOR J. NICH. UNLTD .....	3.5+5.25 14.99	OUT NOW .....ACCOLADE
LEMMINGS DATA DISK .....	3.5 14.99	SEPTEMBER PSYGNOSIS
LEMMINGS DATA DISK .....	5.25 14.99	SEPTEMBER PSYGNOSIS
LETS SPELL AT HOME .....	3.5 24.95	IMMINENT ...SOFT STUFF
LETS SPELL AT THE SHOPS .....	3.5 24.95	IMMINENT ...SOFT STUFF
LETS SPELL OUT AND ABOUT.....	3.5 24.95	IMMINENT ...SOFT STUFF
MARTIAN DREAMS HD .....	3.5 36.76	OUT NOW .....MINDSCAPE
MARTIAN DREAMS HD .....	5.25 36.76	OUT NOW .....MINDSCAPE
MARTIAN DREAMS LD .....	3.5 36.76	OUT NOW .....MINDSCAPE
MARTIAN DREAMS LD .....	5.25 36.76	OUT NOW .....MINDSCAPE
MEGAFORTRESS .....	3.5+5.25 35.99	AUGUST 22 ...MINDSCAPE
NEW PRINT SHOP .....	3.5+5.25 39.99	OUT NOW .....DOMARK
SARAKON .....	3.5+5.25 19.99	OUT NOW .....MASTERTRONIC
SEARCH FOR THE TITANIC .....	3.5+5.25 29.99	AUGUST 28 ...ACCOLADE
SHANGHAI II: DRAGON'S EYE .....	3.5+5.25 35.99	MID OCT .....ACTIVISION
SHINOBI .....	3.5+5.25 7.99	OUT NOW .....MASTERTRONIC
SINBAD .....	3.5 9.99	AUGUST 14 ...MIRROR IMAGE
SINBAD .....	5.25 9.99	AUGUST 14 ...MIRROR IMAGE
SKYCHASE .....	3.5 9.99	OUT NOW .....MIRROR IMAGE
SKYCHASE .....	5.25 9.99	OUT NOW .....MIRROR IMAGE
SWAP .....	3.5 25.99	AUGUST 27 ...PALACE
SWAP .....	5.25 25.99	AUGUST 27 ...PALACE
THINGS TO DO WITH NUMBERS .....	3.5 24.95	OUT NOW .....SOFT STUFF
THINGS TO DO WITH WORDS .....	3.5 24.95	OUT NOW .....SOFT STUFF
TV SPORTS(U.S)FOOTBALL .....	3.5 9.99	OUT NOW .....MIRROR IMAGE
TV SPORTS(U.S)FOOTBALL .....	5.25 9.99	OUT NOW .....MIRROR IMAGE
W/C II SPEECH ACCESSORY PACK HD .....	3.5 14.99	SEPT 12 .....MINDSCAPE
W/C II SPEECH ACCESSORY PACK HD .....	5.25 14.99	SEPT 12 .....MINDSCAPE
W/C II SPEECH ACCESSORY PACK LD .....	3.5 14.99	SEPT 12 .....MINDSCAPE
WATERLOO .....	3.5 9.99	OUT NOW .....MIRROR IMAGE
WATERLOO .....	5.25 9.99	OUT NOW .....MIRROR IMAGE
WING COMMANDER II - HD .....	3.5 39.99	SEPT 12 .....MINDSCAPE
WING COMMANDER II - HD .....	5.25 39.99	SEPT 12 .....MINDSCAPE
WING COMMANDER II - LD .....	3.5 39.99	SEPT 12 .....MINDSCAPE
WRECKERS .....	3.5+5.25 29.99	END AUGUST AUDIOGENIC

## COMMODORE 64/128

EXILE .....	D 15.99	SEPTEMBER AUDIOGENIC
EXILE .....	T 11.99	SEPTEMBER AUDIOGENIC
FORMULA 1-3D .....	D 15.99	IMMINENT ...SIMULMONDO
FORMULA 1-3D .....	T 10.99	IMMINENT ...SIMULMONDO
GP TENNIS MANAGER .....	D 15.99	IMMINENT ...SIMULMONDO
GP TENNIS MANAGER .....	T 10.99	IMMINENT ...SIMULMONDO
GRANDSTAND (COMPILATION).....	D 19.99	OUT NOW .....DOMARK
GRANDSTAND (COMPILATION).....	T 14.99	OUT NOW .....DOMARK
SHINOBI .....	T 3.99	OUT NOW .....MASTERTRONIC
SWAP .....	D 15.99	AUGUST 27 ...PALACE
SWAP .....	T 10.99	AUGUST 27 ...PALACE

## AMTSRAD CPC

GRANDSTAND (COMPILATION).....	D 19.99	OUT NOW .....DOMARK
GRANDSTAND (COMPILATION).....	T 14.99	OUT NOW .....DOMARK
SHINOBI .....	T 3.99	OUT NOW .....MASTERTRONIC
SWAP .....	D 15.99	AUGUST 27 ...PALACE
SWAP .....	T 10.99	AUGUST 27 ...PALACE

## ARCHIMEDES

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LETTER FROM AMERICA

# RE-WRITING THE BOOK OF GENESIS

In this month's US report, STEVE HARRIS reflects on the growing appeal of the Genesis (Megadrive), as the wait for Nintendo's Super NES finally nears its end...

A growing element of consumer interest is spurring a new sense of hope among video game retailers who are keen to see a new product line recoup the losses that have continued to amass themselves in the 8-bit Nintendo Entertainment System market.

The condition in some areas of the country has become so terminal that many retailers are even avoiding brisk selling 8-bit titles such as *Battletoads* and *Super Mario Brothers 3* to stay clear of that segment of the market entirely.

The general concensus in these areas appears to be that the lacklustre performance of the majority is stealing any potential profits away from the few hot games that continue to constitute the bulk of 8-bit NES cartridge sales.

Retailers continue to have a good level of sales with the Sega 16-bit Genesis line as well as the portables, with Nintendo's GameBoy leading that pack.

The incredible consumer reaction to Sega's *Sonic the Hedgehog* has helped spark new interest in the 16-bit console which has translated into better sales across the board.

Sega reportedly sold out of its first shipment of 10,000 *Sonic* units within the same week that they appeared on

store shelves, lending support to the company's claims that they continue to enjoy healthy sales in spite of the slow-down in NES software which has traditionally been the largest contributor to overall sales in the North American market.

Sega is anticipating a nice holiday season now that it's packed its number one software superstar in with the machine itself. Judging by the comments of several retailers across the US and Canada who have started to carry the Genesis *Sonic* package, Sega's goal to remain the leader in 16-bit video games is not outside the realms of possibility.

But while retailers and consumers alike continue to flock to Sega's 16-bit machine and games, an equal emphasis of attention is being placed on Nintendo's latest wonder-system, the Super NES. Those who have yet to see the latest in 16-bit technology are eagerly waiting to see if the hype that has been slowly building inside the video game enthusiast magazines can be matched by Nintendo's console.

An early indicator of reaction from players and retailers who have had access to the machine (albeit for a limited amount of time) appears to come up short. While they recognise the

superior functions of the system (including scaling and rotation), it did not live up to what they had expected.

Many game players who had been exposed to the Super NES in its Japanese format were recently polled by *Electronic Gaming Monthly* magazine. Although they found the zooming and rotation features of the Super NES to be much better than anything available on the Genesis, they were not as impressed with the side-scrolling titles that consist of the bulk of the initial Nintendo 16-bit entries. Many thought specific Genesis games were far better than the Super NES contributors to the field.

Nevertheless, consumer awareness will be high leading up to the system's September 1st release date with Nintendo pouring a large portion of its \$35 million advertising budget into the initial launch.

This has successfully attracted the confidence of the retail business which is eager to see Nintendo repeat its earlier success in 8-bit with the new machine.

### For a few dollars more

According to new research carried out by Fairfield Research for *Electronic Gaming Retail News*, the importance of price will

become more important as the release date for the Super NES nears.

According to the random sampling of consumers, Fairfield found that brand loyalty was essential in many game players' minds who, when asked which 16-bit system they would prefer if the price was not an issue, chose the Nintendo console - even though most had not been exposed to it.

When price came into play, however, the consumers edged away from the pricey Super NES which comes in at \$199, in favour of the Sega Genesis and, by a remarkable percentage, the NEC TurboGrafx-16.

The TurboGrafx unit, which floundered during its first year only to pick up speed in its second year with

the release of the company's own character, *Bonk*, has continued to be spurred on by NEC's decision to drop the price of the console (which comes with one controller and one game card) to under \$100.

Many retailers now indicate that they are happy with the performance of the TurboGrafx-16, but remain wary due to the initial performance of the machine.

### Top Gear

GameBoy remains active during the summer months, although third-party software releases have slowed way down from the initial flood that accompanied the system's unveiling on these shores. Good titles continue to enjoy business, while the emphasis on puzzle titles has subsided.

The Game Gear came out of the gate with an extremely enthusiastic response from the consumers who evidently remained loyal to

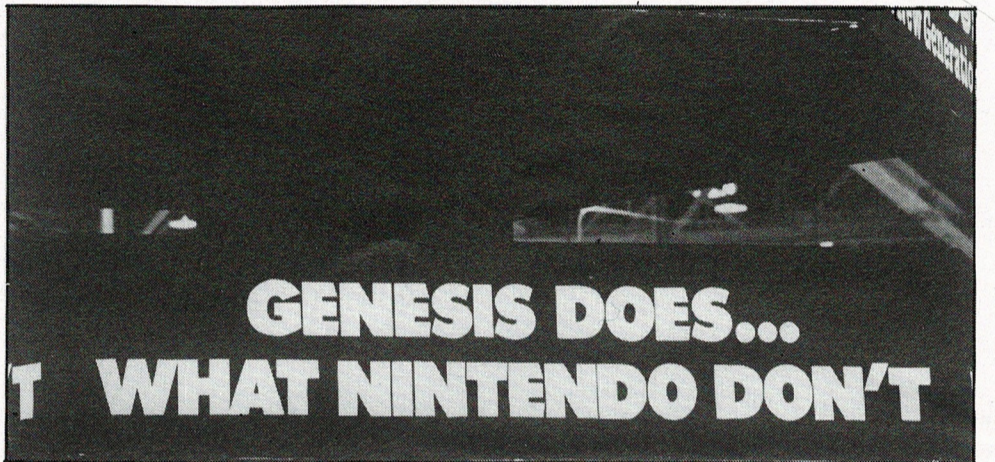
the Sega brand name. In spite of the fact that Atari had lowered its price to under \$100 (the GG sells for around \$150), the Game Gear fortunately continues to do well as more titles appear.

Speaking of the Lynx, the new leaner model was just released and is already attracting new attention to Atari's flagship system.

While the Jaguar rests out in the great unknown, consumer dissatisfaction with the release schedule of new software products continues to be the number one stumbling block for Atari, which has the superior system to Sega's Game Gear.

With a strong commitment on software development, however, Atari is working to change this shortcoming soon. □

Steve Harris is the president of Sendai Publications, which recently launched the monthly US trade publication *Electronic Gaming Retail News*.



GENESIS: Subtlety is central to its US campaign



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**ELSPA**  
**CHARTALK**  
 Compiled by Gallup  
 on behalf of ELSPA  
 WEEK ENDING August 3rd 1991

**MARKET SHARE BY FORMAT**

PRICE CATEGORY	MACHINE TYPE	% UNIT SALES			
		THIS WEEK	LAST WEEK	2 WKS AGO	3 WKS AGO
ALL PRICES	COMMODORE 64	27.2	27.5	26.9	26.9
	SPECTRUM	20.4	22.6	19.2	21.2
	COMMODORE AMIGA	18.4	17.4	17.4	18.4
	AMSTRAD	12.2	12.1	11.1	12.6
	ATARI ST	8.2	6.9	7.2	7.3
	SEGA 8-BIT	4.3	3.9	6.1	4.4
	NINTENDO CONSOLE	2.5	2.5	2.9	2.4
	NINTENDO GAMEBOY	1.6	1.2	2.4	1.5
	SEGA GAMEGEAR	1.3	1.4	1.6	1.1
	SEGA MEGADRIVE	1.3	1.8	2.2	2.1
	PC COMPATIBLE	1.2	1.3	1.6	1.2
FULL PRICE	COMMODORE AMIGA	36.3	36.8	40.6	—
	COMMODORE 64	23.9	22.2	19.3	—
	SPECTRUM	14.4	16.6	12.8	—
	ATARI ST	14.0	12.6	15.6	—
	PC COMPATIBLE	3.3	4.1	4.0	—
BUDGET	COMMODORE 64	32.4	33.8	36.7	33.6
	SPECTRUM	26.1	28.7	27.2	28.2
	AMSTRAD	16.0	16.0	15.9	16.5
	COMMODORE AMIGA	15.6	13.6	12.5	13.3
	ATARI ST	7.6	6.2	5.6	6.4
CARTRIDGE	SEGA 8-BIT	36.3	33.6	37.2	—
	NINTENDO CONSOLE	21.4	21.5	17.5	—
	NINTENDO GAMEBOY	13.0	10.6	14.7	—
	SEGA GAMEGEAR	11.2	12.3	9.9	—
	SEGA MEGADRIVE	10.8	15.5	13.5	—
	COMMODORE 64	4.6	2.6	3.4	—
	ATARI LYNX	2.2	2.9	2.8	—
	ATARI CONSOLE	—	1.0	—	—

**TOP 20 ALL FORMATS (FULL PRICE)**

RANK	TWL	TITLE	FORMATS	PUB. LABEL
1	1	MAN. UNITED EUROPE	SP CO AM ST AG	KRISALIS
2	2	HEROQUEST	SP CO AM ST AG	GREMLIN
3	—	RAINBOW COLLECTION	SP CO AM — —	OCEAN
4	3	DIZZY COLLECTION	SP CO AM ST AG	CODEMASTERS
5	4	TEEN MUT HERO TURTLES	— — — ST AG	MIRRORSOFT
6	12	F15 STRIKE EAGLE 2	— — — ST AG	MICROPROSE
7	7	MONKEY ISLAND	SP CO AM ST AG	U.S. GOLD
8	28	SHADOW DANCER	SP CO AM ST AG	U.S. GOLD
9	10	BIG BOX	— CO — ST AG	BEAUJOLLY
10	18	SUPREMACY	SP CO AM ST AG	VIRGIN
11	11	SUPER MONACO G.P.	SP CO AM ST AG	U.S. GOLD
12	31	PREDATOR 2	— — — ST AG	MIRRORSOFT
13	—	ROBIN SMITH'S CRICKET	SP CO AM ST AG	CHALLENGE
14	9	VIZ	SP CO AM ST AG	VIRGIN
15	16	MULTIPLAYERSOC. MAN.	SP CO AM ST AG	D&H GAMES
16	20	F16 COMBAT PILOT	— — — ST AG	DIGITAL INT.
17	5	LEMMINGS	SP CO AM ST AG	PSYGNOSIS
18	15	POWERUP	SP CO AM ST AG	OCEAN
19	17	BACK TO THE FUTURE	— — — — AG	MIRRORSOFT
20	6	PGA GOLF TOUR	— — — — AG	ELECTRONIC ARTS

All Gallup software charts are the copyright of ELSPA from April 1st 1990. The charts published weekly in CTW are extracts from 'CHARTALK' which is compiled in report form both weekly and monthly by Gallup on behalf of ELSPA. There are 22 charts in 'CHARTALK' covering all formats, pricepoints and with market share statistics. 'CHARTALK' is available from the general secretary at ELSPA on 0836 830642/831223 — or write to him at Arden Mill, North Littleton, near Evesham, Worcestershire, WR11 5QP.

**CTW**  
**STOCKWATCH**

By Colin Campbell

The appalling rate of worthwhile releases this summer looks to be even worse than in years gone by — and while we can expect a tidal wave of bleeping games to be bearing down on us in a matter of weeks, for the moment we must splash around with little more than a trickle of goodies, and, of course, the annual breeze of compilations.

What's the most worthwhile choice for August? Read on...

**DOUBLE DOUBLE BILL**

Cinemaware  
 Amiga £35.99

Four games packed into one, from the company who would have been buried alive were it not for Mirrorsoft's desire to continue banging out these so-called 'interactive movies'.

These slow moving but aesthetically unrivalled games have long been an excellent attraction which consumer and trade have both lapped up gratefully, and it's fair to say that most people secretly have a soft spot for Cinemaware gear, and the company's rather odd boss Bob Jacob.

Here, the movie glamour bit is played up like a royal premier, with the buzzy word 'Hollywood' branded cheekily on the brighter than bright packaging. Mirrorsoft has backed this up with a reasonably impressive ad campaign in the 16-bit mags, and they've responded predictably enough with the odd news story extolling the virtues of Cinemaware, and praising good old Mirrorsoft for saving the American firm's ideas.

In the shops there'll be banners, instead of posters which the POS men are duly deliver-

ing as you read this.

And the product? It's *Lord of the Rising Sun*, *Wings*, *TV Football* and *TV Basketball*, all of which are charming enough games, without being terribly memorable. (The only thing I can remember about *Wings* is spending most of an afternoon swapping disks.)

Possibly top ten material, almost certainly top twenty.

**FALCON CLASSIC COLLECTION**

Mirrorsoft  
 ST £30.99, Amiga £34.99

Due in mid-August is the old flight sim which many dealers will re-call did an absolute blinder on both 16-bit formats. Hundreds of thousands of units were zipping around all over Europe, and with credentials like that who can blame Mirrorsoft for giving it another lease of life?

Here were have two mission disks, and the original game. A few ads, a smattering of magazine coverage, and some more in-shop banners. It'll be interesting to see how the old boy fares against this year's gloriously golden flight sim *F15 Strike Eagle II*.

**VIRTUAL REALITY I**

Elite  
 PC, Amiga £34.99, ST £29.99

Poor old Elite spent so much money on these pretty darned impressive licences that they've nothing left for advertising in their budget.

Even so, the products speak for themselves — *Stunt Car Racer*, *Carrier Command*, *Midwinter*, *Starglider II* and *3D Soccer Challenge*. The only promotion this little lot is getting is a couple of ads in CTW,

and an in-store campaign courtesy of USD.

This high value, hard benefit compilation will prove pretty irresistible to many consumers who've probably read a hundred reviewers salivating over any one or all of these little beauties.

My guess is that fairly new ST, Amiga OR PC gamers won't need much persuading to decide that their precious software collections aren't really complete without at least four of these games.

**VIRTUAL WORLDS**

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 C64, Spectrum, CPC £14.99, £19.99

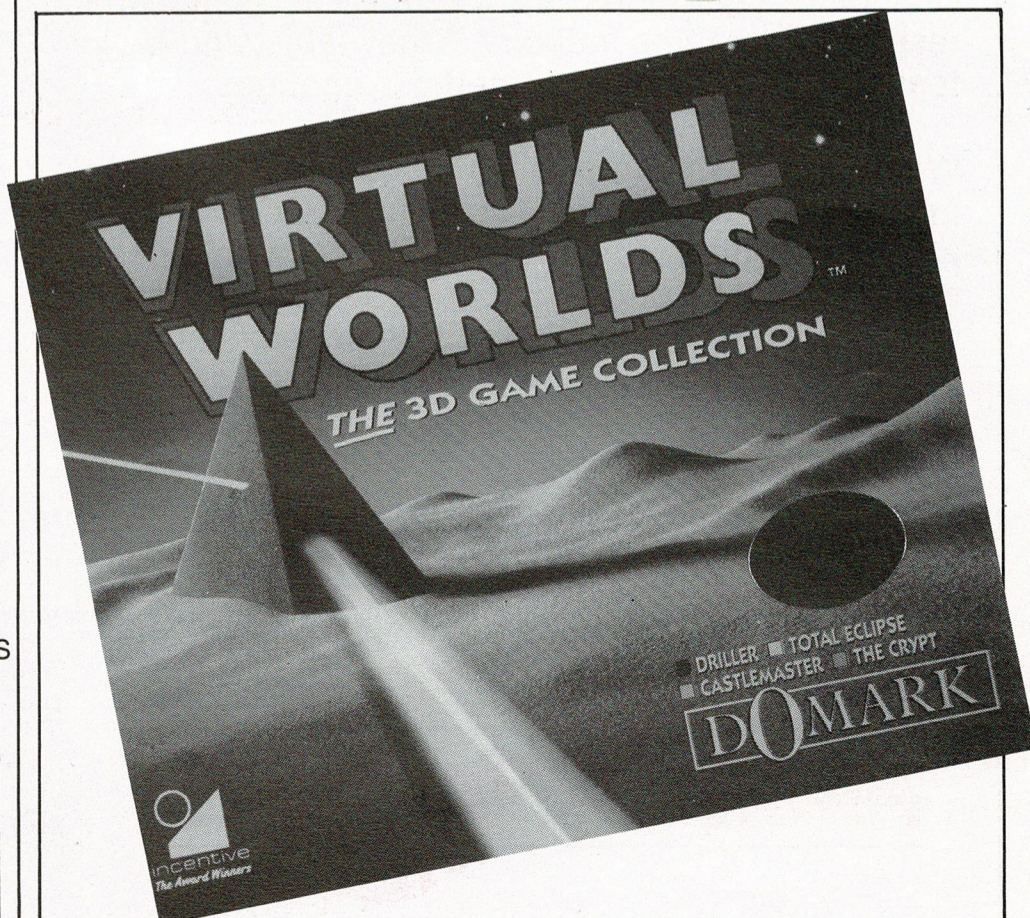
Yes, I know Gary Penn's already mentioned it, but hey, it's only out this week, and it's a good 'un.

Three old Incentive games, and the previously unreleased *Crypt* should appeal to the 3D exploration brigade. I find these games terribly samey, but some people don't seem to be able to survive without them.

Reviewers, almost without exception, cast marks of at least 90 per cent on *Castle Master*, *Driller* and *Total Eclipse*, and their original high profile ad campaigns will still have left a taste of consumer awareness.

This time around Domark are taking huge ads in the trade press and a few pages in the games mags. Dealers can expect more of those curious six inch cubes which were used to promo *3D Construction Kit*, thereby cross-promoting both products. Darned clever these marketing types...

Colin Campbell is deputy editor for Future Publishing's Amiga Power consumer monthly.



FORUM

# BURGEONING ON THE RIDICULOUS

Whilst a burgeoning market may be good news for software publishers, hardware manufacturers, and just about everyone else in the industry, for the some of the smaller independent retailers it can be a nightmare. With new machines (and their CD strap-ons) being added at an increasingly frantic rate. Many find it difficult to hold them all in stock, and some just give up trying. Software too is a problem, with consoles backed by an often bewildering array of titles. Is it all too much? Can anyone help them? RONNIE DUNGAN asked around...

“At the moment we have to carry a substantially larger amount of stock than we ever have before, with the arrival of consoles and hand-holds. In theory we’re doing a lot better now in terms of turnover, but our buying has gone up. We tend to hold only a couple of Amigas and STs at a time, whereas we hold about five hand-holds. It all depends on cashflow, if it’s higher we can stock more.”

“We’ve been running very tight with the bank lately, our turnover has increased but so has the spending. We can’t live off the goodwill of the distributors, but if they are to sell the product they could benefit from being a bit more lenient with credit control. It’s all a question of whether the shop has a good credit limit.”

“Leisuresoft have been very good over a period of time, but others such as ZCL have been more aggressive. It’s a question of whether hardware manufacturers can help distributors, but when you have a glut of machines you have to understand that smaller

shops can’t take on so much, so they could arrange something for the smaller ones.”

“Our main business is in software, and that can be more of a problem because you can’t judge it in the same way that you can hardware. If you have a Megadrive you have a reasonable chance of selling it. What happens is that because people can’t copy like they can with computers you can sell a large amount of one particular title. But you have to have the range, you have to have a good selection.”

**TONY BARTLETT  
JUDYA COMPUTERS  
EXMOUTH**

“I try to keep a minimum level of stock, a lot of distributors panic and offer stupid deals in order to grab market share. We’re coping at the moment, there is still money out there. As long as you’re sensible and stock the stuff that people want then things should be OK. The distributors just want to get rid of product like everyone else, at the end of the month their pay cheque is

dominated by whether you buy the gear or not.”

“Software is a little bit expensive, a lot of people can’t afford it. Kids are a little impatient they only have £10 to spend so they tend to spend it right away and not wait to save up, so budget games sell well. The attitude of most publishers at this time of year is that it’s quiet so we won’t do much — they should be trying to stimulate the market.”

**DAVE SULLIVAN  
PLATINUM COMPUTERS  
RAYLEIGH**

“It’s a hell of a problem, it’s very difficult especially in the lead up to Christmas. All of a sudden there are dozens of software titles on the market at £25 a shot, it takes a lot of clawing back to pay for stock. We’re a lot happier with the faulties rate in consoles, it’s basically zero but the margins are crap. You can’t complain though if the market is expanding.”

“Our stock depends on what we can afford — it costs a lot of money. Distributors all want paying

so soon, but it depends on the individual credit controller usually. Some distributors are so big that they can take you or leave you. It’s more of a problem now because there is such a range, there are some that we don’t stock, we just can’t keep up with how many machines there are.”

“Two years ago we would buy every software release, but now we have to be much more selective. We tend to fill the shelf with budget stuff, you can almost tell which titles are going to sit there for six months just by the title and the packaging. We’re hanging on by the skin of our teeth, we’re up in turnover but we’re selling a lot more lower margin stuff, so whereas we may sell more we’re making 15 per cent less, and overheads are going up all the time.”

**TONY LOCKE  
THE GAMES CUPBOARD  
NEWTON ABBOTT**

“There’s certainly a great deal of truth in it. We want to get into hand-held machines and Nintendo consoles. We’re looking at

dropping the Spectrum so that we can get into the hand-held market. If they would expand the sale or return system that would help. Somebody has to pay for the credit, but the distributors could be more flexible, and the hardware manufacturers could help by sending out POS direct to the retailers.”

**EILEEN DONOVAN  
ATOM SOFTWARE  
BRADFORD**

“We’re really not in that situation, so we don’t have any problems. We stock a fairly wide range of machines, we’re looking at taking on the Nintendo, but generally we’re trying not to get involved with stuff that Dixons are doing, I don’t feel that we’re losing any business by not having it though.”

“At this time of year we sell a lot of budget software, although we do stock a large amount of full price stuff we tend to stick to what’s in the charts, we can’t afford to get stuck with software stock.”

**RON FRANCIS  
COMPUTERS PLUS  
SITTINGBOURNE**

“It’s not a problem that we’ve encountered at this moment, but it could become a problem. What would be more helpful is if distributors and hardware manufacturers let us have evaluation equipment. One or two are prepared to do it but if more did, it would help a lot.”

“We stock a fairly wide range from BBC to Amiga, but no consoles because otherwise where do you stop? If you get into consoles you’re in competition with the major high street chains.”

“In fairness to a lot of distributors they offer a next day service, which is good. We have to be selective, there are a few things we would like to have taken but haven’t, we don’t want to get lumbered with stuff that just sits on the shelf. The distributors try to push the product, but they know how to take no for an answer.”

**MIKE HELLRICH  
WESERVE  
PORTCHESTER**

“We have a very small shop but we’re managing to keep up. Although there’s a recession, this week things have boomed because the kids have broken up from school. We’ve noticed a small decline but nothing to worry about. Consoles have boosted the market and this has a knock-on effect on computers because they see the game on console and want to know when it’s coming out on ST or Amiga.”

“Distributors aren’t a problem because we usually pay straight away. If we can make two and a half per cent extra by paying straight away then we do it.”

**STEVEN PALMER  
COMPUTER RUN  
ABINGDON**

## FULL-PRICE PUBLISHER INVITES MERGER/CONSORTIUM PROPOSALS

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## SPEAKEASY

## The burning questions

I'd like to say that I totally agree with Ciaran Brennan's comment: "I think the disk based software industry had better take a long hard look at itself. It's fiddling whilst Rome is burning" (CTW August 5th).

Over the next year or two our industry will change beyond all recognition, and we need to change the way we think. Too much of our time, energy and money is spent competing against each other, and not enough growing the market for the benefit of us all.

I'd also like to see more in-

formation available about our industry, so that our decisions can be better informed. There are some very basic questions that nobody seems able to answer. How many titles were released last year on each major format? How big is the UK market? How much full-price software is actually sold at full price? Why do less than 5% of PC users buy games?

OK, you or I can come up with estimates, but without accurate figures it's impossible to know how fast the market is growing (or shrinking). Why won't major

publishers such as Ocean, Codemasters, Microprose and Mindscape supply figures (in total confidence) to ELSPA's Data Collection Programme?

The worst thing that can happen in any market is for outsiders to perceive it to be a goldmine, whilst insiders know only too well that it isn't.

It happened in our industry in 1983, and it could yet happen again. Sometimes it's better to face facts than to face the consequences of burying one's head in the sand.

**Peter Calver**  
Audiogenic Software

## A 'less big' firm writes...

I read with interest comments from Colin Campbell in the Stockwatch column (CTW August 18th) especially regarding ourselves, Team 17.

It's true that Team 17 is not the World's largest software house but I'd like to suggest that everyone starts small — even the likes of Ocean, E. Arts and US Gold had humble beginnings.

It's also true that our first release (*Full Contact* on the Amiga, rrp £9.99) has done amazingly well and is currently sitting on top of the budget charts and lurking in

the upper reaches of numerous others. All this without any point-of-sale, advertising, PR stunts, licensed names or any other similarly devious marketing ploy — which goes to show that it's still possible to sell decent games at a decent price at a decent level.

Mr Campbell called the office to ask "How do you think you'll compete with the big boys?" Surely the evidence for this lies in the chart itself and is there for all to see. Mr Campbell also asked "Are you all going to be very rich?" which I didn't think was a

very pertinent question and merely underlines some of the crazy "kids make it rich" story extremes some popular software hacks will go to.

I wonder how many number ones it's going to take for us to be labelled even a "small" software house.

I'd also like to take this opportunity to thank all the independent retailers (and Smiths and Menzies) for their support of our product. The feedback has been excellent from both retailers and consumers alike and we also hope our future releases do the business for you too.

**Martin Brown**  
Team 17  
Wakefield

— Go straight to the top of the bitter and twisted charts Mr. Brown, it really is rather impressive that Colin Campbell's point could be missed so emphatically.

In his review of *The Executioner* by Hawk, he was using Team 17's current success with *Full Contact* as evidence that small labels that simply release "decent games at a decent price" CAN succeed without major promotional spending.

We would hazard a guess that Colin Campbell may have asked the question regarding Team 17's collective wealth with a tinge of irony in his voice. Considering Colin's experience of this market, we're sure he is all too aware how difficult it is for the smaller publishers.

Also, what's all this about Point Of Sale and advertising being "devious"? We could have sworn that they were just part and parcel of pushing a product so that as many people as possible buy it.

Mr. Brown, may we advise you to do something about the extraordinary chip on your shoulder before you let it destroy all the credibility your early success has given you.

And we wish you and your company all the very best for the future.

## Taking the hire ground

I read in the July 15th edition of CTW that Sega and Nintendo are against rental of their software.

I am amazed and disappointed in their attitude against the hire market, as the hire of software cartridges enhances the sales of hardware in my store — and may I state that I only rent out cartridge games on Atari and Sega and not any computer games of any description.

I find prospective customers feel that buying a console with a selection of games ranging £30-£40 each is not an attractive proposition, especially when their child tires from playing the games he owns and wants new.

Now on the other hand, if the parent can rent the games instead of purchasing them, the prospect of purchasing the hardware becomes more attractive. And when the child plays the console on a regular basis they will buy the software.

Just look at the video market for an example. How many VCRs would have been sold if you could not hire films or tape films from your TV due to copyright regulations?

Sega and Nintendo think again (please).

**A despondent dealer**  
(name and address withheld)

# SEGA

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### Illusions/Genic

*Continued from front page*

ed and MicroIllusions began trading under its own steam both here and in the States. Now it is claiming \$10 million dollars worth of compensation, with a court date of July 8th 1992 already scheduled.

In the intervening period, Mediagenic has been acquired by fellow US publisher The Disc Company, which now faces the battle.

In an official statement, MicroIllusions president James Steinert commented: "We're patiently waiting for our day in court. Until that time, we're still continuing to operate."

He was not available to expand on that or to offer any clear details on exactly what grounds it is claiming such a large sum from Mediagenic.

### Mags flood in

*Continued from front page*

— issue which will appear at the end of September.

The firms are in dispute, however, over the name *Sega Force* — which Pentagon had originally intended to use too. Newsfield claims that the two came up with the same name "by accident", whilst Pentagon feels that a distributor betrayed its confidence.

For now, however, no legal action is ensuing as Pentagon has decided to go with *Sega Pro* as its title's name — although it stresses that "Newsfield may find itself with a problem in the future".

*Sega Pro* will boast a 60,000 print run and is looking for sales of 40,000 — with Richard Monteiro as editor.

*Sega Force*, meanwhile, will boast a print run of 85,000 and *Nintendo Force* a print run of 70,000. Newsfield claims that it has moved into machine-specific console magazines in order to position itself now for how the market will be structured after this Christmas.

EMAP, meanwhile, refused to comment on rumours of two new launches this autumn. Machine-specific console titles are again a possibility, as is the switching of *PC Leisure* to a monthly schedule and the arrival of a handhelds-only mag.

Lastly, speculation is growing that Future is to launch a *Nintendo Power* — joining the incumbent *Sega Power* in the battle for a part of the booming console market.

### Tengen targets

*Continued from front page*

Even when Tengen Europe is established, it will be working in harmony with, rather than looking to take over from, Domark.

The major difference in the relationships between the two firms in the computer and console markets is that with computers the relationship is simply a licensing deal, with Domark as the publisher. With the *Sega* titles, Tengen Europe is the publisher, with Domark just a very useful friend.

It is understood that the firm will not be publishing its *Nintendo* titles, which are the subject of a court battle in the US, and will also allow Domark to continue publishing its product in the home computer arena.

Tengen will be only the second US publisher to be allowed to publish *Sega* titles in the UK, the first being Electronic Arts.

### Head-to head

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"If we find, during this experiment, that we can do that through other distributor then we have to look at that possibility. I'm not doing this simply to eek out a few extra points on margins, we'll be looking at levels of service and how that effects the financial performance of the stores involved.

"The trial should end early next year. The whole point is to make sure that we are getting the best possible service. TBD do a good job, Leisuresoft seem to offer the best of the rest and this trial is a way to make sure that we are indeed getting the best."

At TBD, managing direc-

tor Norman Smith told CTW: "Smiths are just doing what all good businesses do, they are looking at relationships that have been in place for a long time and seeing if they can be improved.

"We're obviously hurt when we lose any fraction of our business but we're now geared up to satisfy Smiths that the best thing they can do is stay as they are, with us."

Leisuresoft's boss Ash Taylor commented: "We're happy to be given the chance. We'll be making sure that they have the correct mix of products and that the Smiths consumer gets what he wants. Then we'll just have to wait and see."

## Europe takes acclaim as CBM achieves turnaround

**Commodore announced a sprightly batch of financial results last week — with the European operation taking much of the credit for the firm's successful turnaround.**

For the fiscal year ending June 30th 1991, the US manufacturer totalled sales of \$1,047.2 million — an increase of 18 per cent on the \$887.3 million sales the previous year. Profits improved even more, jumping from \$1.5m in FY1990 to an

impressive \$57.4 million. An extraordinary charge relating to a court settlement of litigation resulted in net income of \$48.2 million. This may be referring to the legal battle with onetime senior US management figure Tom Rattigan, which was finally resolved earlier this year after four years of wrangling. Rattigan was believed to have filed a \$9 million lawsuit against the firm.

For the fourth fiscal quarter ended June 30th, Commodore reported net profits of \$3.3 million, as opposed to a net loss of \$3.5

million the previous year. Sales jumped from \$198.1 million in the comparable period to \$216.5 million.

Europe continues to be by far the most important market for Commodore, indeed chairman and CEO Irving Gould noted that it accounted for over 85 per cent of total sales during June.

All of Commodore's product lines experienced unit growth during the fourth quarter — with the Amiga up 20 per cent, the C64 up over 30 per cent and PCs up 35 per cent.

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