

October 2008 Usage - Wii			October 2008 Usage - Xbox 360			October 2008 Usage - Playstation 3		
MALE			MALE			MALE		
Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days
2-5	6.2	5.2	2-5	3.6	7.9	2-5	2.9	6.3
6-11	29.6	6.7	6-11	9.8	9.3	6-11	6.1	7.0
12-17	20.4	6.9	12-17	30.2	9.7	12-17	19.0	8.2
< than 18	56.2		< than 18	43.6		< than 18	28.0	
18-24	13.8	6.0	18-24	26.2	8.8	18-24	37.2	9.3
25-34	15.5	5.4	25-34	21.4	8.6	25-34	22.1	7.8
18to34	29.3		18to34	47.5		18to34	59.3	
35-44	9.6	4.1	35-44	5.7	7.0	35-44	10.1	6.2
45-54	3.5	3.1	45-54	2.9	4.9	45-54	1.6	5.0
55+	1.4	4.7	55+	0.3	5.5	55+	1.0	4.9
35+	14.5		35+	8.9		35+	12.7	
All	100.0	5.6	All	100.0	8.5	All	100.0	7.4
FEMALE			FEMALE			FEMALE		
Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days
2-5	7.8	4.2	2-5	9.3	5.4	2-5	4.0	4.8
6-11	14.6	3.6	6-11	7.4	4.9	6-11	13.1	4.1
12-17	12.1	3.1	12-17	10.5	3.7	12-17	1.8	2.7
< than 18	34.5		< than 18	27.1		< than 18	18.8	
18-24	5.2	2.9	18-24	29.2	6.1	18-24	25.2	5.5
25-34	26.2	4.1	25-34	27.6	5.6	25-34	29.3	5.8
18to34	31.4		18to34	56.8		18to34	54.5	
35-44	17.2	3.6	35-44	10.2	4.3	35-44	11.1	4.0
45-54	8.1	3.3	45-54	4.4	2.5	45-54	10.5	3.7
55+	8.8	3.7	55+	1.5	2.2	55+	5.1	3.1
35+	34.1		35+	16.1		35+	26.7	
All	100.0	3.6	All	100.0	4.7	All	100.0	4.5

Usage Min % - The % of total minutes played for a particular console during the reporting period

Avg Usage Days - The average number of days that the console was used for the reporting period

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National People Meter Panel (NPM)
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November 2008 Usage - Wii			November 2008 Usage - Xbox 360			November 2008 Usage - Playstation 3		
MALE			MALE			MALE		
Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days
2-5	6.4	6.7	2-5	2.1	7.7	2-5	2.4	5.7
6-11	30.9	8.7	6-11	8.4	10.8	6-11	9.1	9.0
12-17	19.7	8.3	12-17	30.6	11.7	12-17	21.0	10.8
< than 18	57.0		< than 18	41.2		< than 18	32.5	
18-24	12.2	6.6	18-24	24.3	9.9	18-24	32.4	11.5
25-34	17.2	6.3	25-34	24.1	11.5	25-34	20.5	9.3
18to34	29.4		18to34	48.4		18to34	52.9	
35-44	8.5	4.5	35-44	6.7	8.7	35-44	11.8	8.4
45-54	3.2	3.7	45-54	3.0	6.3	45-54	1.6	4.4
55+	2.0	5.0	55+	0.7	6.5	55+	1.2	6.6
35+	13.6		35+	10.4		35+	14.6	
All	100.0	6.6	All	100.0	10.2	All	100.0	9.2
FEMALE			FEMALE			FEMALE		
Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days
2-5	7.2	4.9	2-5	12.4	6.6	2-5	5.9	5.1
6-11	18.3	4.9	6-11	8.9	4.9	6-11	11.6	4.5
12-17	15.0	4.1	12-17	9.7	3.8	12-17	2.8	3.2
< than 18	40.5		< than 18	31.1		< than 18	20.3	
18-24	6.2	4.4	18-24	19.6	5.6	18-24	32.4	6.3
25-34	22.3	5.1	25-34	30.2	6.9	25-34	22.0	5.3
18to34	28.4		18to34	49.8		18to34	54.4	
35-44	14.2	4.1	35-44	12.3	4.9	35-44	12.9	5.1
45-54	8.0	3.8	45-54	6.3	3.4	45-54	7.6	3.9
55+	8.9	4.4	55+	0.5	2.2	55+	4.8	4.6
35+	31.1		35+	19.1		35+	25.3	
All	100.0	4.5	All	100.0	5.1	All	100.0	5.0

Usage Min % - The % of total minutes played for a particular console during the reporting period

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December 2008 Usage - Wii			December 2008 Usage - Xbox 360			December 2008 Usage - Playstation 3		
MALE			MALE			MALE		
Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days
2-5	6.8	6.3	2-5	2.3	6.3	2-5	2.9	6.6
6-11	30.7	7.5	6-11	8.3	8.4	6-11	10.3	7.7
12-17	24.2	7.0	12-17	31.3	10.2	12-17	20.0	9.3
< than 18	61.7		< than 18	41.9		< than 18	33.2	
18-24	8.7	5.4	18-24	24.6	8.6	18-24	28.0	9.1
25-34	14.2	5.5	25-34	22.0	8.9	25-34	22.3	7.7
18to34	22.9		18to34	46.6		18to34	50.4	
35-44	10.0	4.2	35-44	8.0	7.2	35-44	13.3	7.0
45-54	3.6	3.5	45-54	2.8	4.8	45-54	2.0	5.4
55+	1.8	3.6	55+	0.7	4.4	55+	1.0	6.1
35+	15.4		35+	11.5		35+	16.4	
All	100.0	5.7	All	100.0	8.4	All	100.0	7.8
FEMALE			FEMALE			FEMALE		
Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days	Age Group	Usage Min %	Avg Usage Days
2-5	7.8	5.0	2-5	13.0	6.0	2-5	4.9	5.1
6-11	20.0	4.9	6-11	8.8	4.3	6-11	16.5	6.0
12-17	18.5	4.2	12-17	11.1	4.0	12-17	7.9	4.3
< than 18	46.2		< than 18	32.9		< than 18	29.3	
18-24	5.2	3.1	18-24	20.1	4.9	18-24	21.4	5.2
25-34	17.9	4.5	25-34	25.7	5.4	25-34	25.0	5.2
18to34	23.1		18to34	45.8		18to34	46.5	
35-44	14.7	3.6	35-44	14.2	4.3	35-44	17.6	5.4
45-54	8.6	3.4	45-54	5.9	3.4	45-54	3.9	3.7
55+	7.4	4.0	55+	1.2	2.2	55+	2.8	2.9
35+	30.7		35+	21.4		35+	24.3	
All	100.0	4.1	All	100.0	4.5	All	100.0	5.0

Usage Min % - The % of total minutes played for a particular console during the reporting period

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