

## Glossary

<b>Amazon</b>	Amazon.co.uk Limited. Ultimately owned by Amazon.com Inc (through Amazon EU Sàrl Luxembourg).
<b>Amazon Marketplace</b>	Amazon Marketplace provides a venue for the public to buy and sell new, used, collectable and refurbished items on the Amazon website. Amazon Marketplace is not an auction site; sellers set the price of each item they list.
<b>Argos</b>	Argos Limited, part of the Home Retail Group.
<b>Asda</b>	Asda Group Limited, a subsidiary of Wal-Mart Stores Inc.
<b>Blockbuster</b>	Blockbuster UK Limited.
<b>Blockbuster Inc</b>	The parent company of Blockbuster UK Limited.
<b>BMRB</b>	BMRB Social Research, part of BMRB Limited (British Market Research Bureau), a market research company.
<b>CC</b>	Competition Commission.
<b>Centersoft</b>	CentreSoft Limited, a specialist distributor of computer and <b>video games</b> in the UK.
<b>CEX</b>	CeX Limited, a retailer of pre-owned electronic goods, including <b>PC</b> and <b>video games</b> hardware and software.
<b>Chart games</b>	The most popular releases of new games software, as featured in chart reports based on over-the-counter retail sales.
<b>Chart Track</b>	Chart-Track Limited, a company providing retail research in the home entertainment market. Chart-Track Ltd monitors retail sales of music, videos and software.
<b>Chipsworld</b>	Chipsworld Limited, an independent specialist <b>video games</b> retailer.
<b>Choices UK</b>	ChoicesUK Limited. A UK retailer that sold mint and pre-owned music CDs, <b>DVD</b> and <b>video games</b> . It went into administration in August 2007 and now has no retail stores.
<b>Comet</b>	Comet Group plc, an electrical goods retailer. Part of Kesa Electricals plc.
<b>Computer game</b>	See <b>video game</b> .
<b>Computer gamer</b>	Someone who plays <b>video games</b> .
<b>Console</b>	See <b>video game console</b> .
<b>Currys</b>	An electrical goods retailer. Currys is a trading name of DSG Retail Limited.
<b>Debenhams</b>	Debenhams Retail plc.

<b>DFC</b>	DFC Intelligence, a market research and strategic analysis firm specializing in issues concerning the worldwide <b>PC game</b> , <b>video game</b> , online game and multimedia industries.
<b>DVD</b>	Digital video disc.
<b>eBay</b>	eBay Inc, an Internet-based trading website.
<b>e-commerce websites</b>	Electronic commerce websites. Websites that enable goods and services to be traded over Internet.
<b>EBITDA</b>	Earnings before interest, taxes, depreciation and amortization.
<b>Eidos</b>	Eidos Interactive Ltd. Part of SCi Entertainment Group Plc, an entertainment software developer.
<b>Electrical specialists</b>	Electrical goods retailers such as Currys, Comet or PC World.
<b>ELSPA</b>	Entertainment and Leisure Software Publishers Association.
<b>EUK</b>	Entertainment UK. A wholly-owned subsidiary of The Woolworths Group plc.
<b>ERP</b>	Estimated retail price.
<b>Flash memory</b>	A type of computer memory capable of being erased and re-programmed and which does not require a power source to retain data. It can be used for general storage, as well as the transfer of data between computers and other digital products.
<b>Fopp</b>	Fopp Limited, a music and <b>DVD</b> retailer now in receivership. Its name and some of its stores have been acquired by <b>HMV</b> .
<b>GAME</b>	The Game Group Plc.
<b>Game.co.uk</b>	A website owned and operated by Game Digital Ltd, part of the Game Group Plc.
<b>Gameplay.co.uk</b>	A website owned and operated by Gameplay GB Ltd, part of the Game Group Plc.
<b>Gamestation</b>	Games Station Limited.
<b>Gamestop</b>	Gamestop Corporation, a US-based <b>video game</b> retailer with stores in 17 countries.
<b>Gem Distribution</b>	Gem Distribution Limited.
<b>GfK</b>	GfK Group, a market research organization.
<b>Grainger Games</b>	Grainger Games Limited, a chain of specialist gaming stores.
<b>Halo 3</b>	A <b>video game</b> developed exclusively for the <b>Xbox 360</b> and released in the UK on 26 September 2007.
<b>Hamleys</b>	The Hamleys Group Limited.

<b>HMV</b>	HMV Group plc.
<b>Hypothetical monopolist</b>	A hypothetical monopoly supplier.
<b>ICC Plum</b>	A branch of ICC Information Limited, a provider of UK and Irish company and financial information.
<b>IDG</b>	IDG Research Services, a marketing and media-related research division of International Data Group.
<b>Informa</b>	Informa plc, a global information provider for the academic, professional and commercial markets.
<b>John Lewis</b>	John Lewis Partnership plc.
<b>Just Distribution</b>	Just Distribution Limited, a distributor of new release and back catalogue software and <b>peripherals</b> .
<b>Kadence</b>	Kadence (UK) Ltd, a business research and market analysis company.
<b>Koch media</b>	Koch Media Limited, a publisher and distributor of software for a range of formats including <b>PC</b> , <b>PS2</b> and <b>Wii</b> .
<b>MCV</b>	<i>MCV: The Market for Home Computing &amp; Video Games</i> . A trade publication for the interactive entertainment industry.
<b>Microsoft</b>	Microsoft Ltd, a wholly-owned subsidiary of Microsoft Corporation, US.
<b>Mint</b>	Games, hardware or <b>peripherals</b> that are brand new.
<b>Mintel</b>	Mintel International Group Ltd, a market research company.
<b>MMOG</b>	Massively Multiplayer Online Game. A computer game played over the Internet and capable of supporting hundreds of players simultaneously.
<b>Morrisons</b>	Wm Morrison Supermarkets PLC.
<b>Music Zone</b>	Music Zone Limited, a music and <b>DVD</b> retailer, now in liquidation. <b>Fopp</b> acquired Music Zone's name and over half its stores.
<b>MVC</b>	MVC Entertainment Limited, a music and <b>DVD</b> retailer now in liquidation.
<b>My Voice</b>	MyVoice Ltd, a market research company.
<b>Nintendo</b>	Nintendo Co, Ltd of Kyoto, Japan.
<b>Nintendo DS</b>	Nintendo's hand-held game console.
<b>OC&amp;C</b>	OC&C Strategy Consultants Limited, a business and management consultancy firm.
<b>OFT</b>	Office of Fair Trading.

<b>Oriel Securities</b>	Oriel Securities Limited, an independent corporate and institutional stockbroking and advisory business.
<b>Our Price</b>	Our Price Plc, an entertainment specialist acquired by Virgin and no longer trading.
<b>PC</b>	Personal computer.
<b>PC games</b>	<b>Video games</b> played on a personal computer.
<b>PC World</b>	PC World UK, an electrical goods retailer. A branch of DSG International plc.
<b>PDA</b>	Personal Digital Assistant. A hand-held computer, also known as a pocket or palmtop computer.
<b>Peripherals</b>	Accessories for <b>PCs</b> , consoles or hand-held hardware (control pads, memory cards, joysticks, etc).
<b>Pinnacle</b>	Pinnacle Software Limited, a wholly-owned subsidiary of Pinnacle Entertainment, a division of Arvato (part of the Bertelsmann Group).
<b>Play.com</b>	An online retailer owned by Play Limited.
<b>Playstation 2</b>	See <b>PS2</b> .
<b>Platform</b>	An electronic system used to play <b>video games</b> . Includes <b>video game consoles</b> and handheld gaming consoles.
<b>PlayTrade</b>	An online trading platform supported by <b>Play.com</b> . PlayTrade enables the public to trade <b>DVDs</b> , CDs, books and games.
<b>Pre-owned</b>	The purchase of previously-owned product by individuals from peers or businesses.
<b>PSP</b>	Sony's Playstation Portable handheld console.
<b>P2P</b>	Peer to peer.
<b>PS1</b>	Sony's Playstation 1 games console.
<b>PS2</b>	Sony's Playstation 2 games console.
<b>PS3</b>	Sony's Playstation 3 games console.
<b>PWC</b>	Price Waterhouse Coopers LLP.
<b>RBB Economics</b>	RBB Economics LLP. Advisors on economic aspects of competition law.
<b>Retro games</b>	Games originally created for older-generation consoles.
<b>RLO</b>	Random location omnibus survey. A regular (three or four times per month) face-to-face survey with UK adults in homes drawn from 175 areas randomly selected from the full list of UK Standard Regions, run by <b>GfK</b> .

<b>RRP</b>	Recommended retail price.
<b>Sainsbury's</b>	J Sainsbury plc.
<b>SCEE</b>	Sony Computer Entertainment Europe.
<b>Silverscreen</b>	Silverscreen Limited, a former <b>DVD</b> specialist retailer now in liquidation.
<b>SKU</b>	Stock-keeping unit.
<b>SLC</b>	Substantial lessening of competition.
<b>Sony</b>	Sony Computer Entertainment UK Limited, part of the Sony Corporation.
<b>Specialist games retailer</b>	A dedicated <b>video game</b> retailer offering a wide range of <b>video games</b> .
<b>SSNIP</b>	Small but significant non-transitory increase in price.
<b>SRP</b>	Suggested retail price.
<b>Tempo</b>	Tempo Limited, a games retailer that closed in 2001.
<b>Tesco</b>	Tesco plc.
<b>TNS</b>	Taylor Nelson Sofres plc, a market research company.
<b>Toys R Us</b>	Toys 'R' Us Limited, a wholly-owned subsidiary of Toys 'R' Us, Inc.
<b>Trade-in</b>	The sale of previously-used products by individuals to peers or businesses for cash or credit.
<b>Ubisoft</b>	Ubisoft Limited, an international developer, publisher and distributor of interactive entertainment products.
<b>Video console games</b>	<b>Video games</b> played on <b>video game consoles</b> .
<b>Video game</b>	An electronic game that involves a player using a controller such as a keyboard, joystick or game pad to interact with the game in order to generate visual feedback on a video device such as a television.
<b>Video game console</b>	An electronic platform used to play <b>video games</b> . The term video game console is used to distinguish a machine designed solely for playing <b>video games</b> from a <b>PC</b> , which has many other functions.
<b>Verdict</b>	Verdict Research Limited.
<b>Virgin</b>	Virgin Megastores. Recently acquired by Zavvi Entertainment Group Limited.
<b>WH Smith</b>	WH Smith plc.
<b>Wii</b>	Nintendo's latest game console.

<b>Woolworths</b>	Woolworths Group plc.
<b>Xbox</b>	Microsoft's previous generation game console.
<b>Xbox 360</b>	Microsoft's latest game console.
<b>Zavvi</b>	Zavvi Entertainment Group Limited.