E^3 2006 -
Outcomes Report

Conducted by:

POLLARA™
STRATEGIC PUBLIC OPINION & MARKET RESEARCH

July 2006

Methodology

- A total of 27 e-mailed invitations were sent to Canadian companies that attended E^3 2006.
- 25 of the 27 companies clicked on the link in the e-mail invitations to go to the survey site.
- Of these 25, 24 completed the survey - an 89% response rate.
- The survey was open from May 29 until July 17, 2006.
- During the course of the survey, POLLARA followed up with non-responding companies by e-mail and by telephone to encourage them to participate.

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Methodology

E-mail invitations sent to 27 companies

↓

25 clicked on link in e-mail to
visit the survey site

↓

24 companies reached the
end of the survey

Sample and Respondents by Province

- **Broken down by province, the sample consisted of the following companies.**

Province	Number of companies in sample	Number of companies starting survey	Number of companies completing survey
Quebec	19	18	18
Ontario	5	4	4
British Columbia	2	1	1
Manitoba	1	1	1
Total	**27**	**24**	**24**

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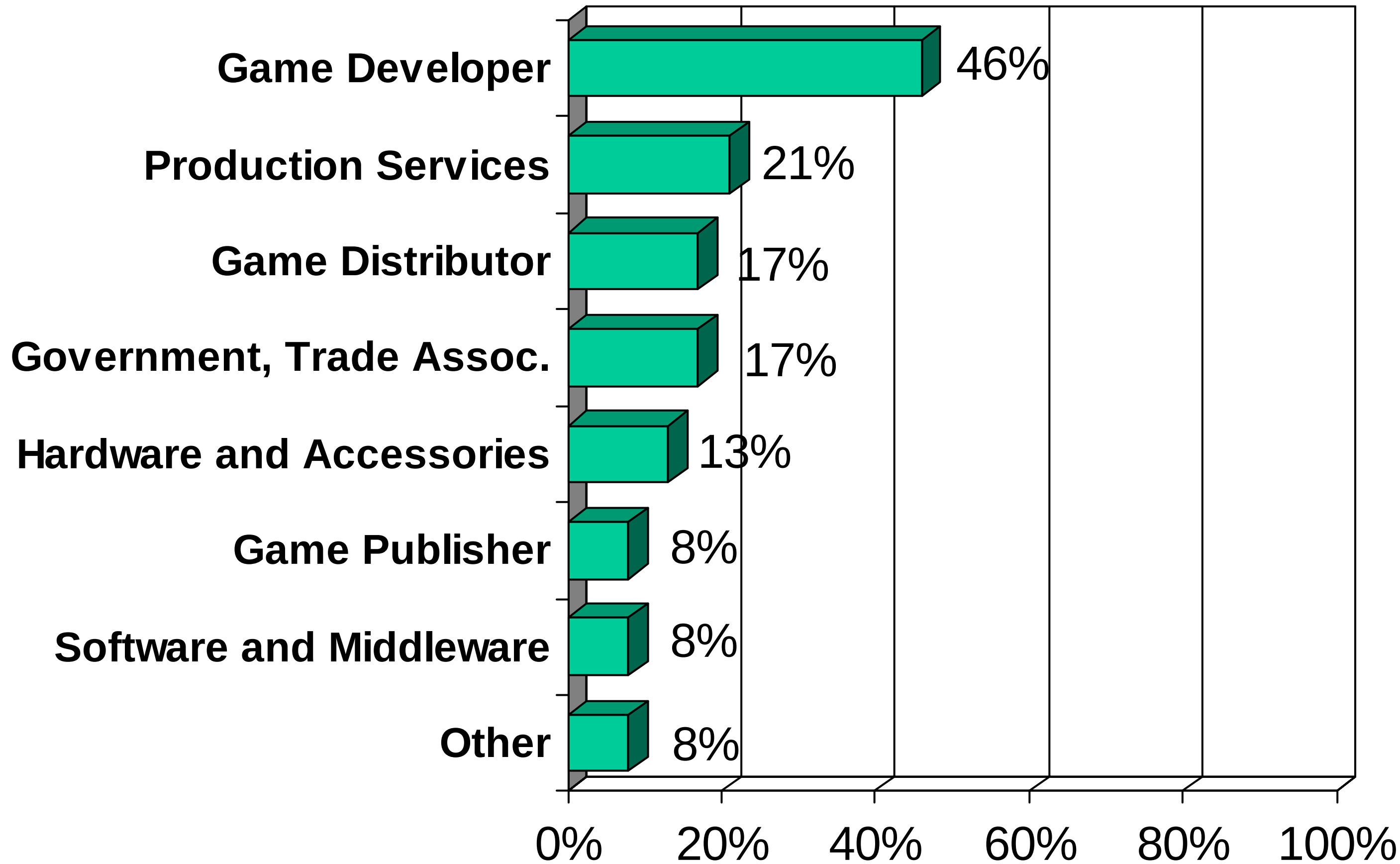
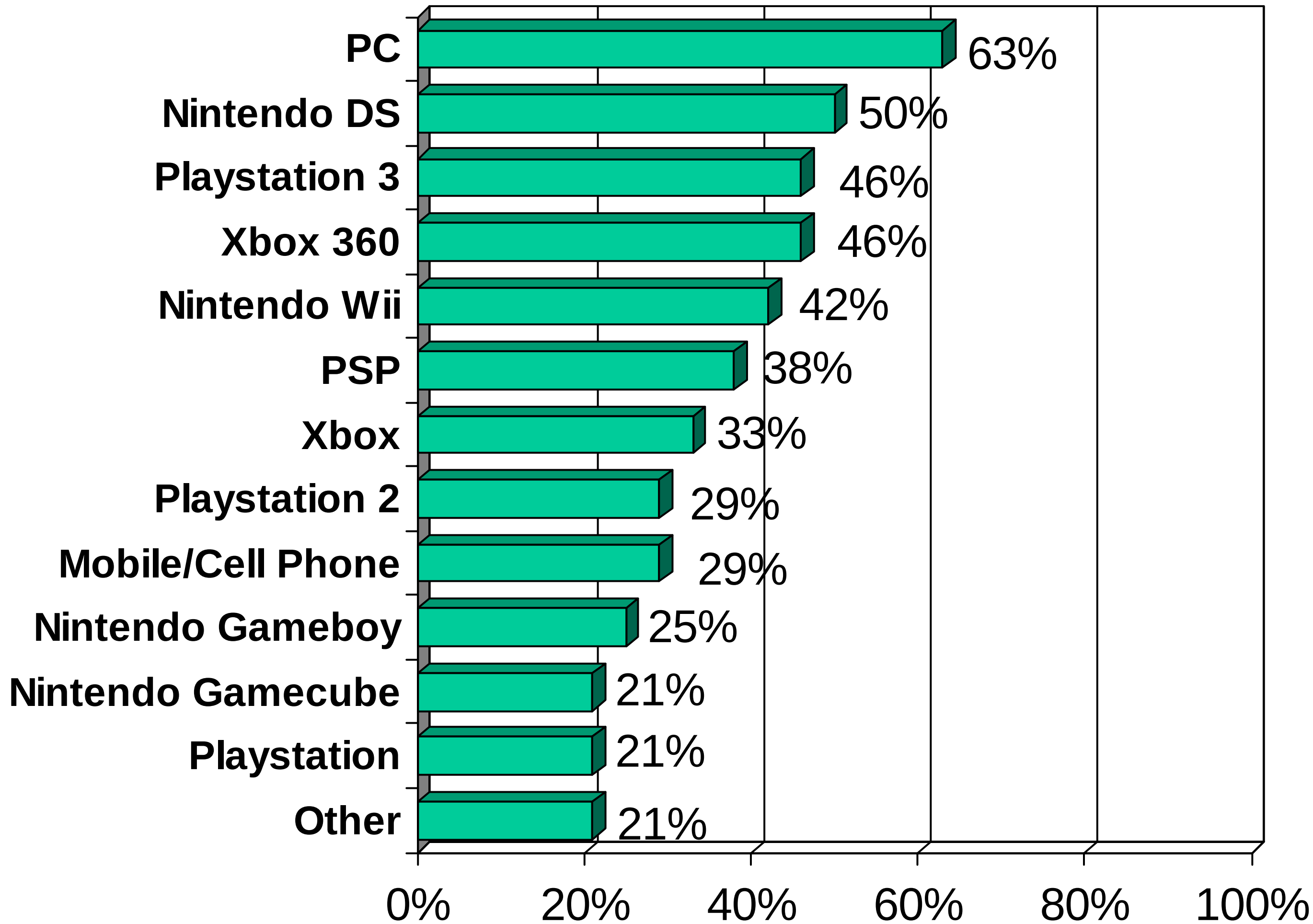
Respondent Profile

Primary Business Focus of Company



Q1. What is the primary business focus of your company? *Select all that apply.*
N=24

Main Platform(s) of Interest



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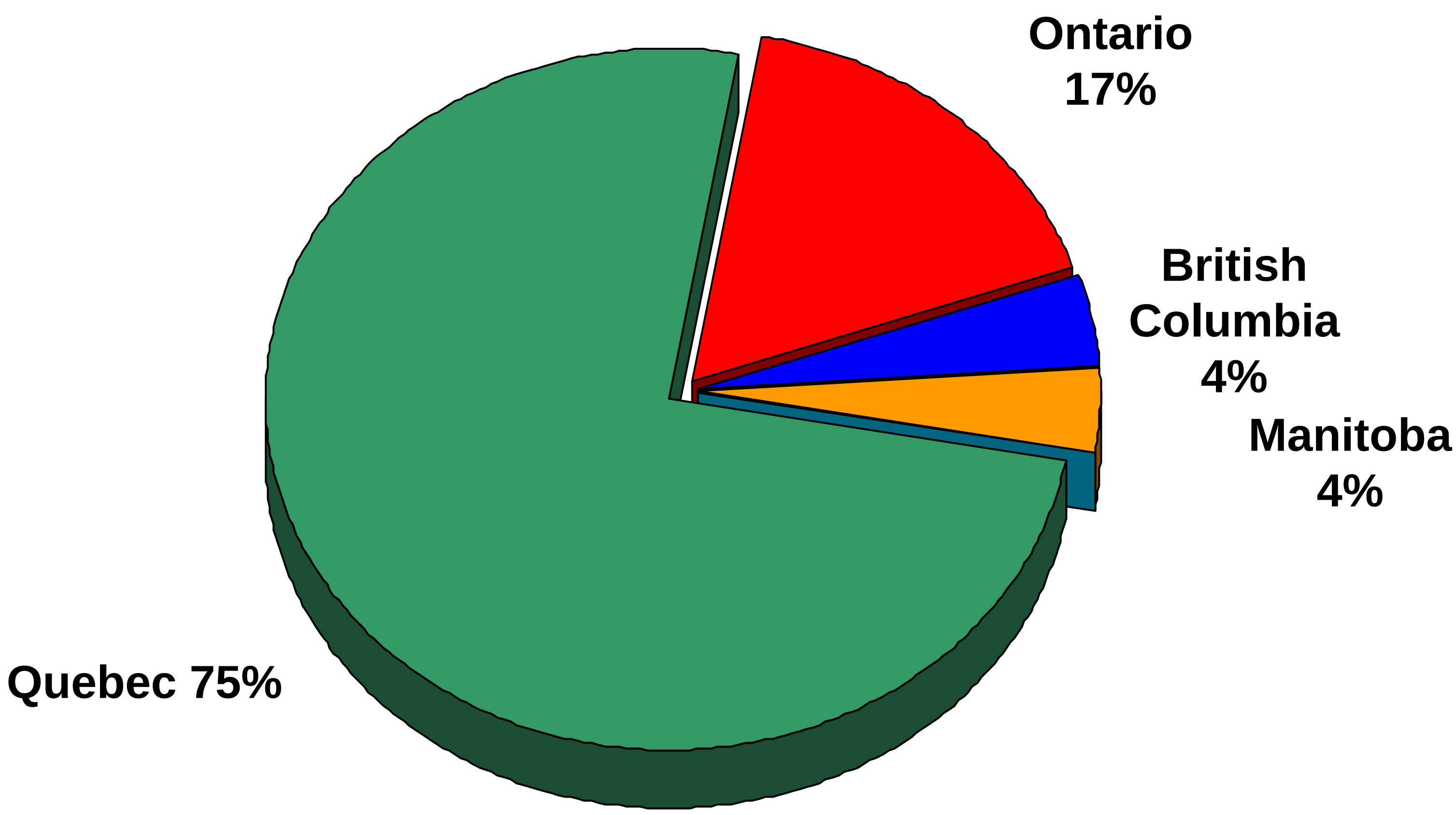
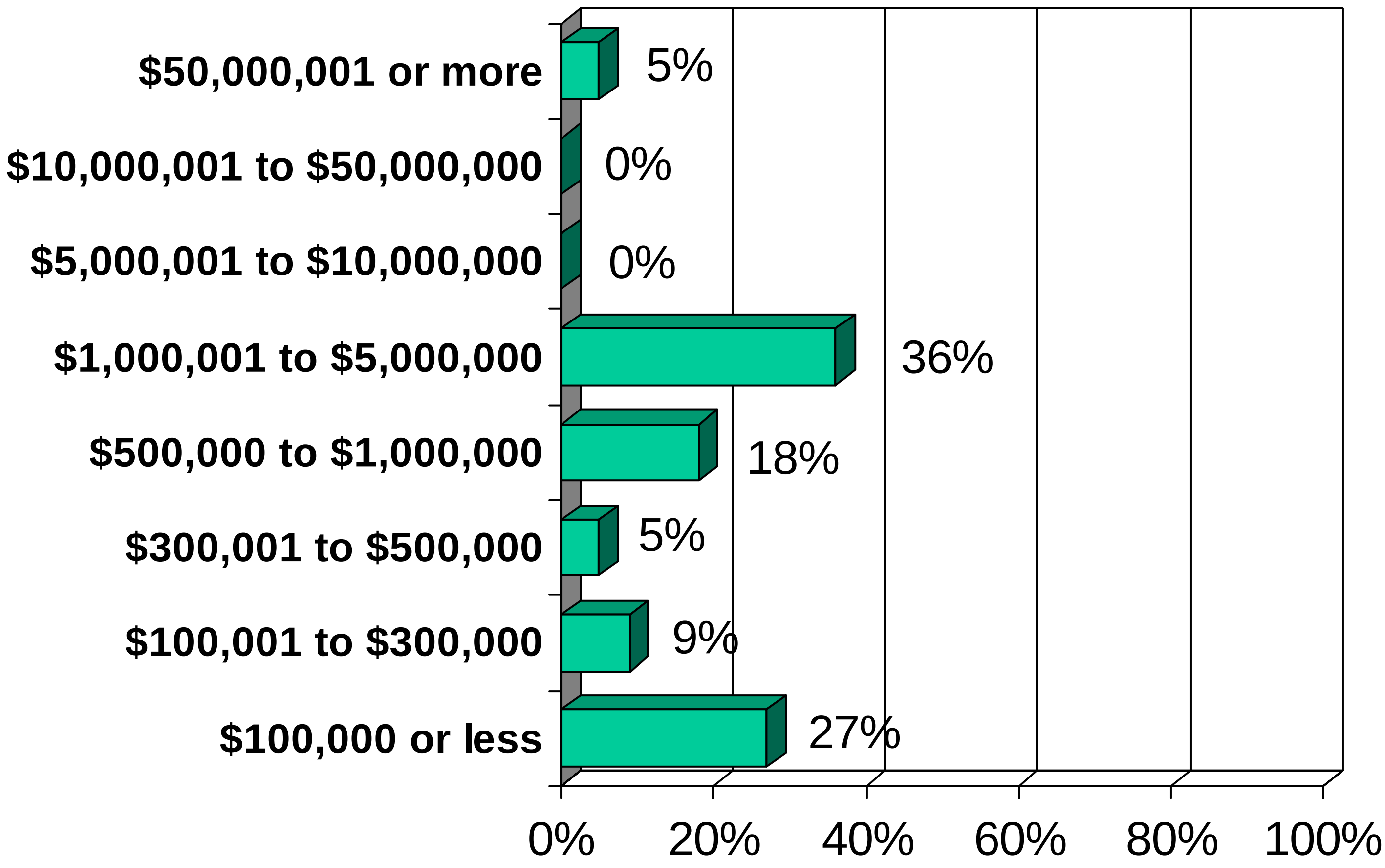
Q2. What is the main platform(s) of interest to your company? *Select all that apply.*
N=24

Location of Head Office



Q3. In which province/territory is your head office located? N=24

Company Revenues



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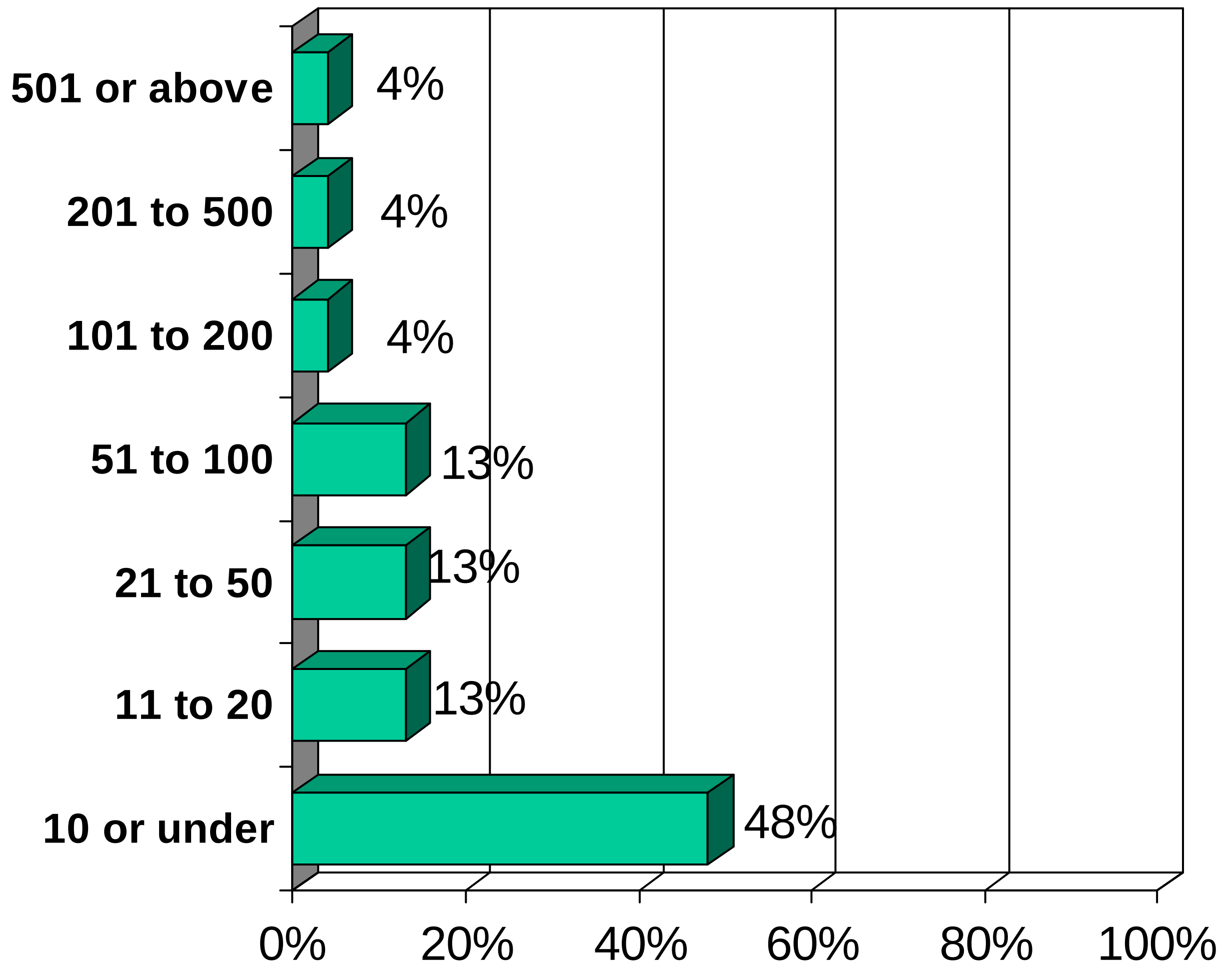
Q4. What were your company's total gross revenues for its most recent fiscal year?
N=22

Number of Employees



Q5. How many full-time employees are there currently in your company?
N=23

The Market

Genres and Platforms Company Interested in Selling and/or Pre-Selling at E^3

	DS	Game Cube	Game Boy	Wii	PC	Play stn	PS2	PS3	PSP	Xbox	Xbox 360	Other
Action	13%	4%	4%	13%	26%	4%	9%	22%	13%	13%	22%	4%
Adventure	22%	4%	4%	9%	17%	4%	4%	13%	9%	4%	13%	13%
Arcade	4%	0%	0%	4%	9%	0%	9%	13%	4%	9%	13%	4%
Children's Ent.	9%	4%	9%	4%	17%	4%	4%	4%	4%	4%	4%	4%
Family Ent.	4%	4%	4%	4%	13%	4%	4%	4%	0%	4%	4%	4%
Edutainment	0%	0%	0%	0%	17%	0%	0%	0%	0%	0%	0%	4%
Racing	9%	4%	4%	4%	13%	4%	4%	9%	4%	4%	9%	0%
RPGs	0%	0%	0%	4%	9%	0%	0%	9%	4%	4%	9%	4%
Simulation	4%	0%	0%	4%	9%	0%	4%	4%	4%	4%	4%	0%
Sports	4%	0%	0%	4%	9%	0%	4%	4%	4%	4%	4%	9%
Strategy	9%	4%	4%	9%	17%	4%	9%	9%	9%	9%	9%	0%

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Q6. In deciding to attend E^3 2006, which of the following genres was your company interested in selling and/or pre-selling?

Q7. For each of the genres of interest to your company, what is/are the platforms(s)?
N=23

Sales/Pre-Sales

- 13 companies indicated that they either completed sales while at E^3 or began discussions that are likely to lead to sales while at E^3. 6 companies indicated that they either completed pre-sales while at E^3 or began discussions that are likely to lead to pre-sales.
- Of these, 6 companies provided information on 16 deals involving 12 titles.
- Companies reported that 2 distribution agreements were signed as well as 2 other agreements.
- Respondents reported that no sales were completed while at E^3 2006 but that $3,330,000 worth of sales are likely to occur as a result of discussions initiated at E^3.
- One company also reported that they expect $500,000 of pre-sales to occur as a result of discussions initiated at E^3.
- 8 companies reported that they neither completed any sales or pre-sales nor had they begun any discussions that will likely lead to future sales or pre-sales while at E3.

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Breakdown of Sales and Pre-Sales Deals

Sales

6 Companies

12 Titles

15 Deals

$0 Sales completed while at E^3 2006

$3,330,000 Sales likely to occur as a result of discussions completed while at E^3 2006

Pre-Sales

1 Company

1 Title

1 Deal

$0 Pre-Sales completed while at E^3 2006

$500,000 Pre-Sales likely to occur as a result of discussions completed while at E^3 2006

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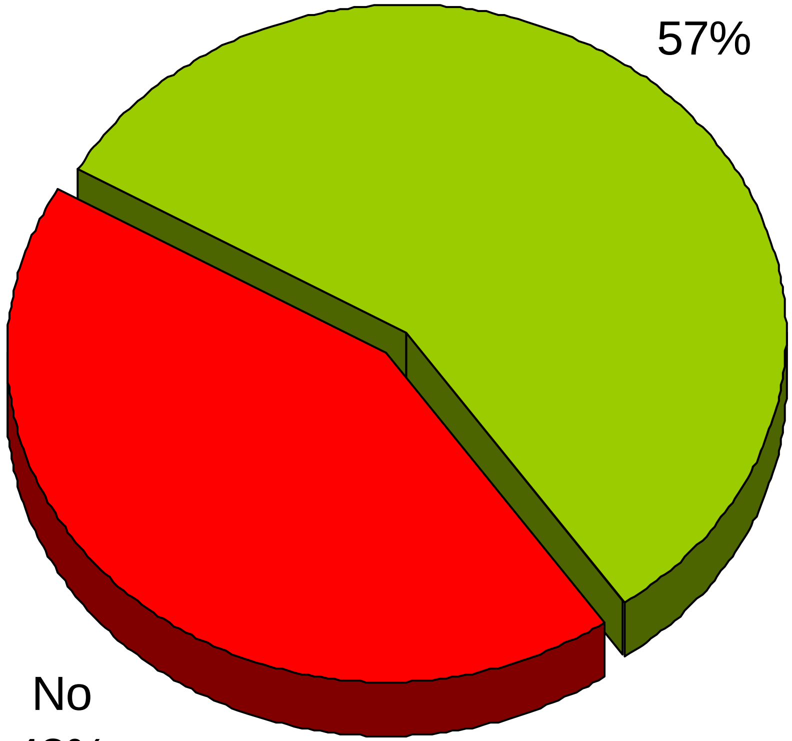
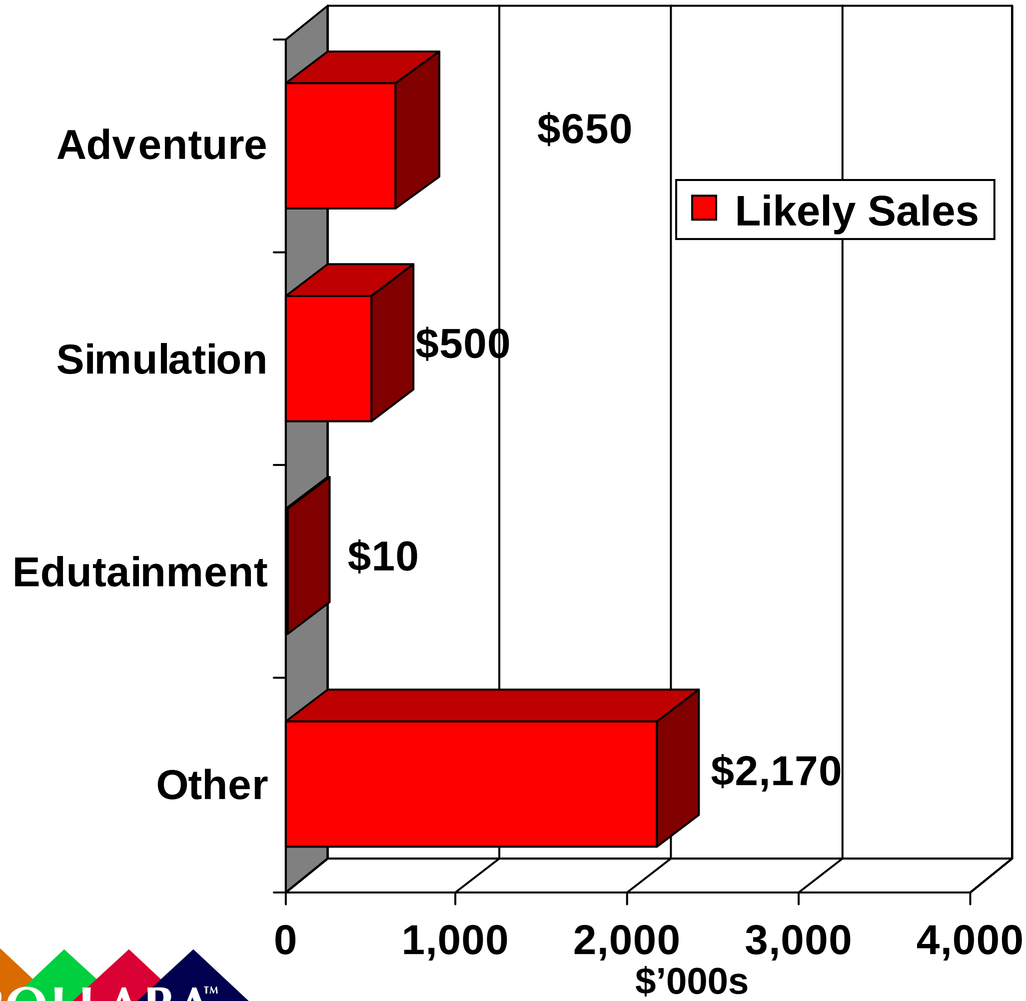
Sales



Although 13 companies answered “yes” to question 8a, only 6 provided information about specific deals.

Q8a. Did you complete any sales of your titles, or begin discussions that will likely lead to future sales while at E^3 2006? N=23

Breakdown of Likely Sales by Genre



Companies	Titles	Deals
3	3	3
1	1	1
1	1	1
3	7	10

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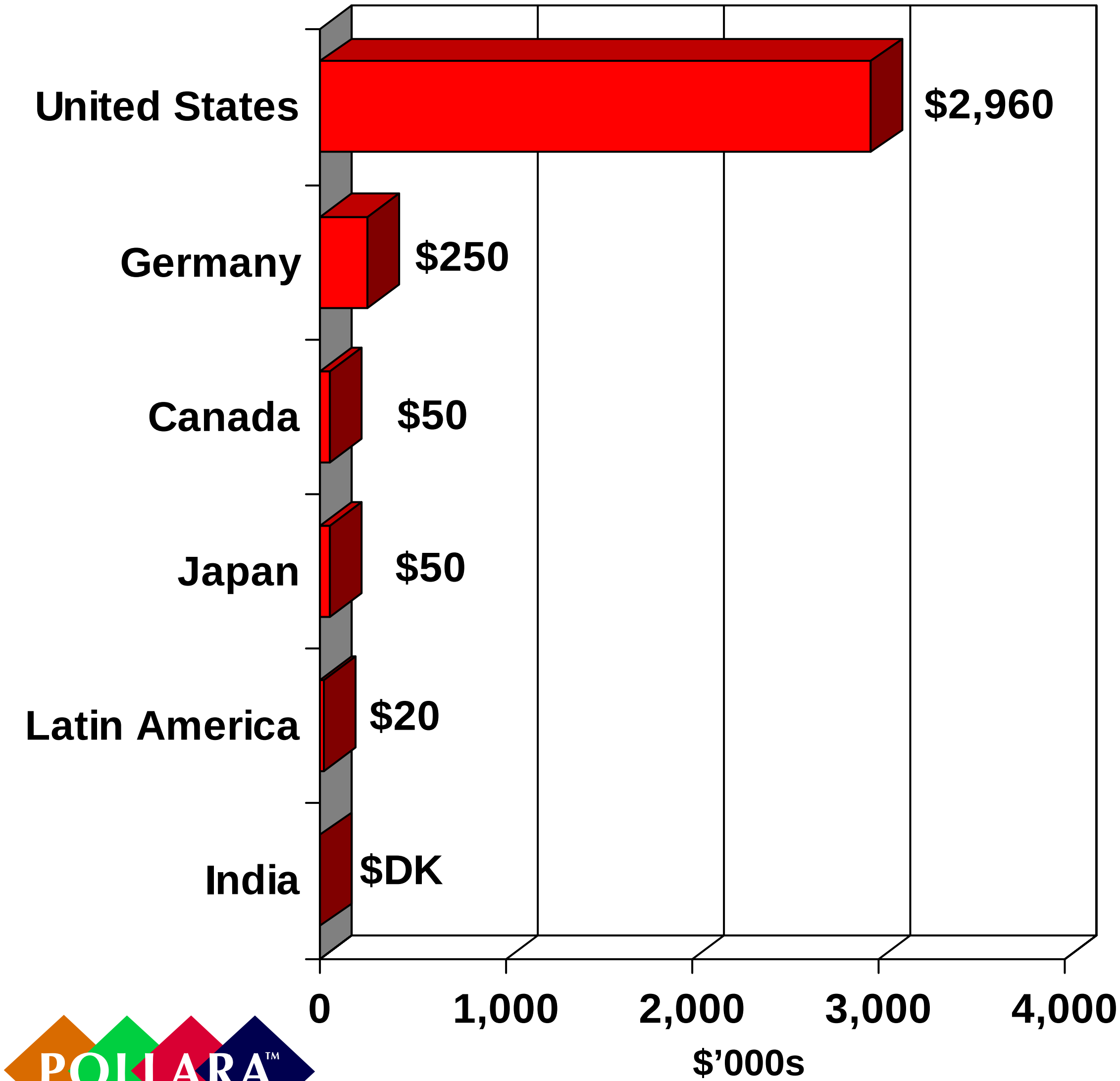
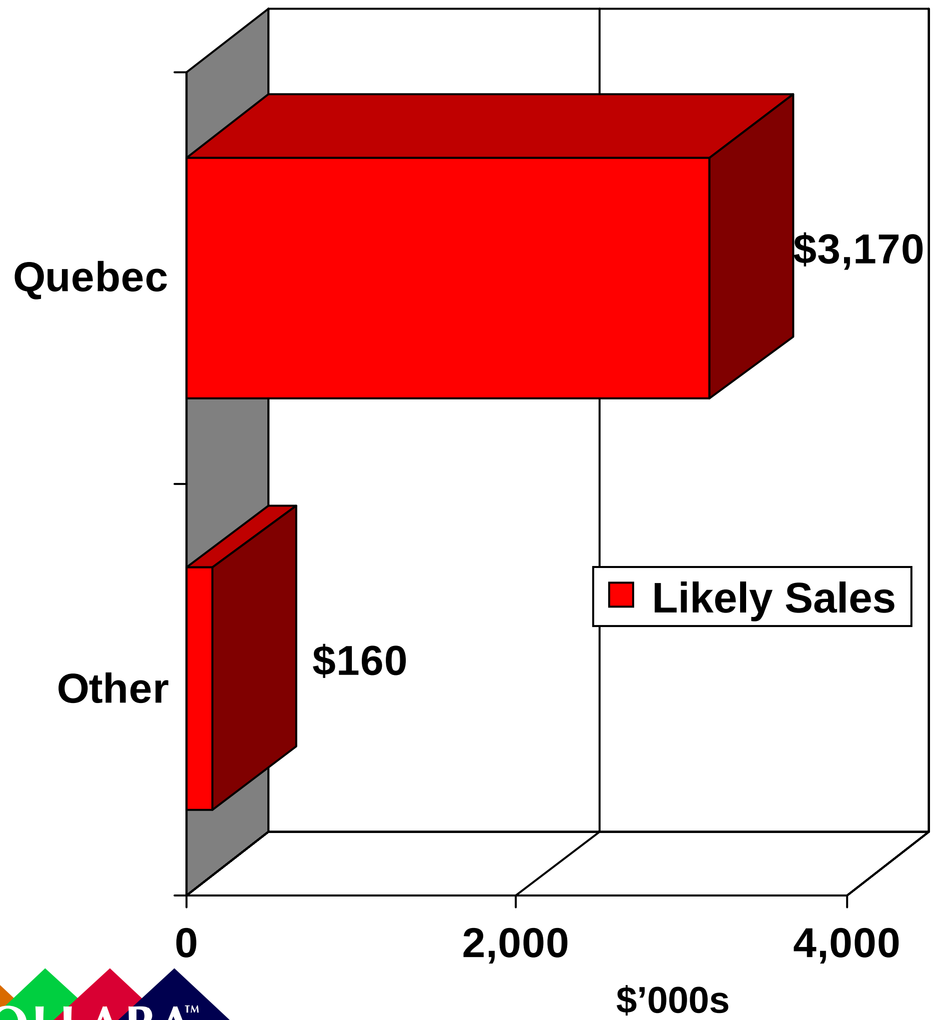
Breakdown of Likely Sales by Country



Companies	Titles	Deals
4	8	9
1	1	1
1	1	1
1	1	1
1	1	2
1	1	1

Breakdown of Likely Sales by Company Region



Companies	Titles	Deals
4	9	12
2	3	3

Pre-Sales

Although 6 companies answered "yes" to question 8e, only 1 provided information about their pre-sales.

This company indicated that it had made one deal which was likely to result in $500,000 dollars of pre-sales to the United States.

Q8e. Did you complete any pre-sales or begin discussions that will likely lead to pre-sales while at E³ 2006? N=23

Co-Production and Co-Venture Deals

- 6 companies (25% of those who completed the survey) indicated that they either signed, or began negotiating co-production or co-venture deals while at E^3 2006.
- However, only 2 of these companies answer to <u>all</u> subsequent questions concerning the number of deals, the value of deals, and the countries with which these deals were made.
- 4 companies provided information about the number of co-production or co-venture deals - and reported a total of 9 deals.
- 3 companies provided information about the value of co-production or co-venture deals - and report that the deals were worth $4,400,000
- 5 companies provided information about the countries with which deals were made.
- Respondents reported that they participated in an average of 16 business meetings each while at E^3 2006.

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Co-Production and Co-Venture Deals

Respondent	Q9b - Number of co-production or co-venture deals	Q9c - Estimated Value of deals to company	Q9d - Countries involved
1	2	$4,000,000	United States
2	4	$350,000	United States
3	2	$50,000	-
4	1	$-	India
5	-	$-	United States
6	-	$-	Germany

Q9b. How many co-production or co-venture deals were either signed or will likely be signed in the future as a result of discussions initiated E^3 2006?

Q9c. What is the estimated value to your company of these co-productions or co-venture deals (in Canadian Dollars)

Q9d. With which countries are these co-production or co-venture deals?

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Co-Production and Co-Venture Deals by Company Region

Region	Number of companies	Q9b - Number of co-production or co-venture deals	Q9c - Estimated Value of deals to company
Quebec	4	4	$4,050,000
Ontario	1	4	$350,000
Other	1	1	$-

Q9b. How many co-production or co-venture deals were either signed or will likely be signed in the future as a result of discussions initiated E^3 2006?

Q9c. What is the estimated value to your company of these co-productions or co-venture deals (in Canadian Dollars)

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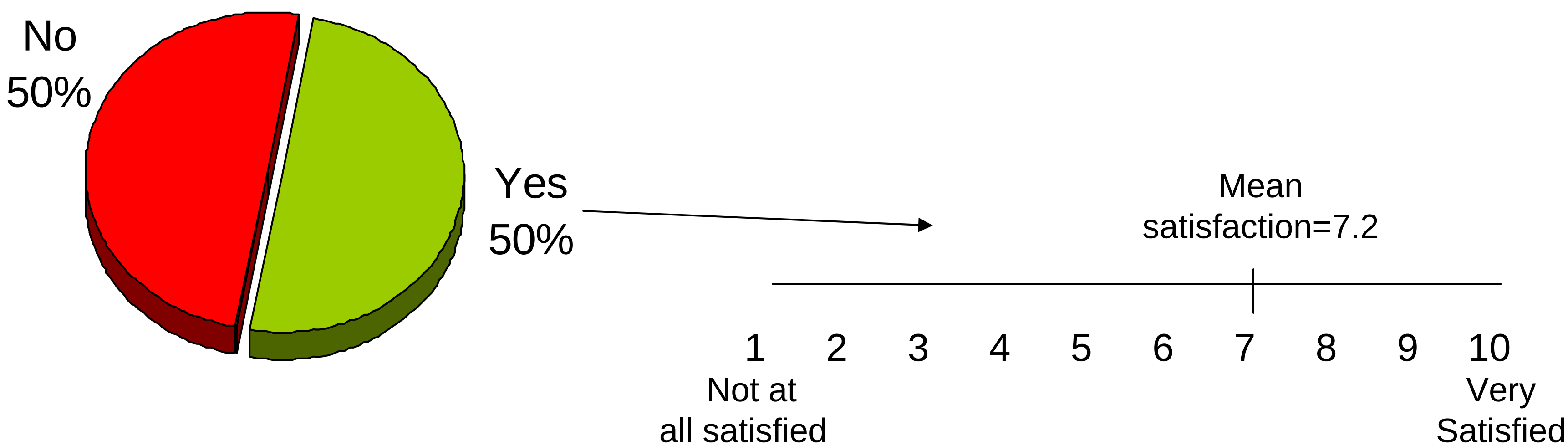
Title Demos

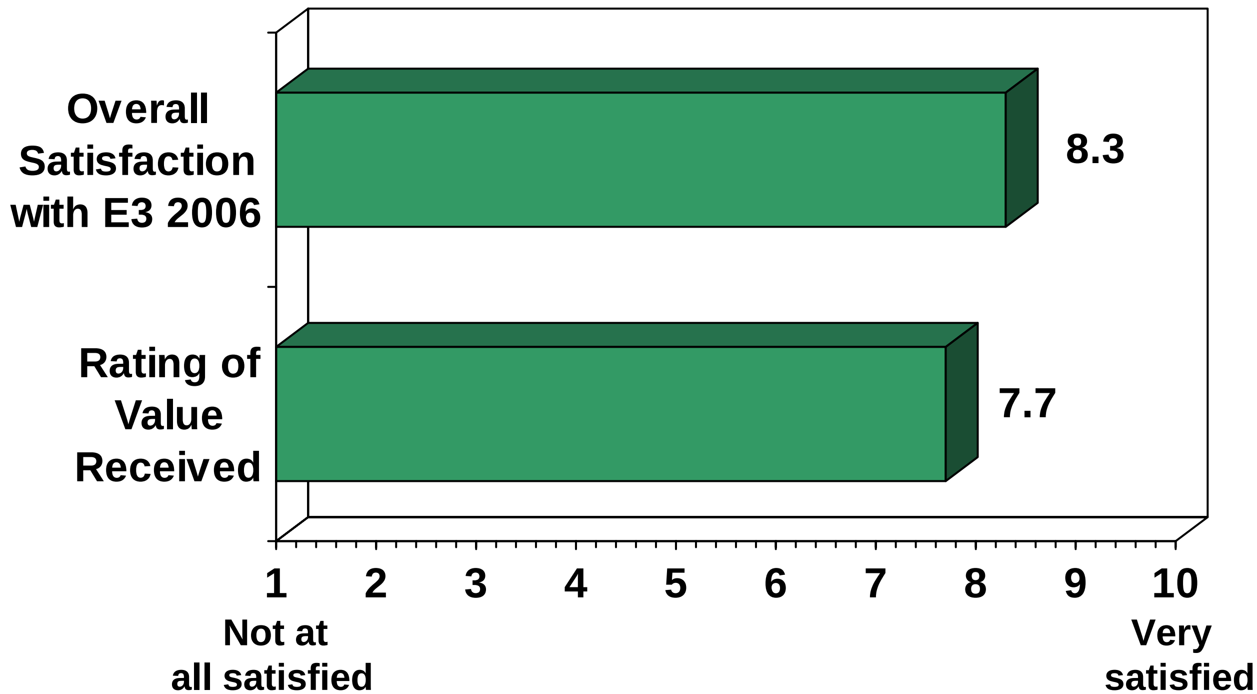
- 50% of respondents indicated that they had a title demoed at E^3 2006.
- These respondents gave an average satisfaction score of 7.2 for the visibility their titles received from the demos.



Q11. Were any of your titles demoed at E^3 2006? (n=24)

Q12. (IF YES TO Q11) Using a 10-point scale where 1 means you were Not at all satisfied, and 10 means you were Very satisfied, how would you rate your satisfaction with the visibility your titles received from the demos? (n=12)

Overall Satisfaction With and Value of E³ 2006



Q13a. How satisfied would you say you were overall with E³ 2006 in terms of facilities provided, meeting potential contacts, support, etc... Using a scale from 1 to 10, where 1 means not at all satisfied, and 10 means very satisfied.

Q13b. And thinking about what it costs your company to attend, and the quality of the services and support provided at E³ 2006, how would you rate the VALUE you received on the same 1-10 scale... N=24

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Satisfaction with E³ 2006

Q13c. How satisfied were you with E³ 2006 in terms of meeting the following objectives for attending, using a scale from 1 to 10, where 1 means not at all satisfied, and 10 means very satisfied. If a particular item does not apply, select, “not applicable”. N=24

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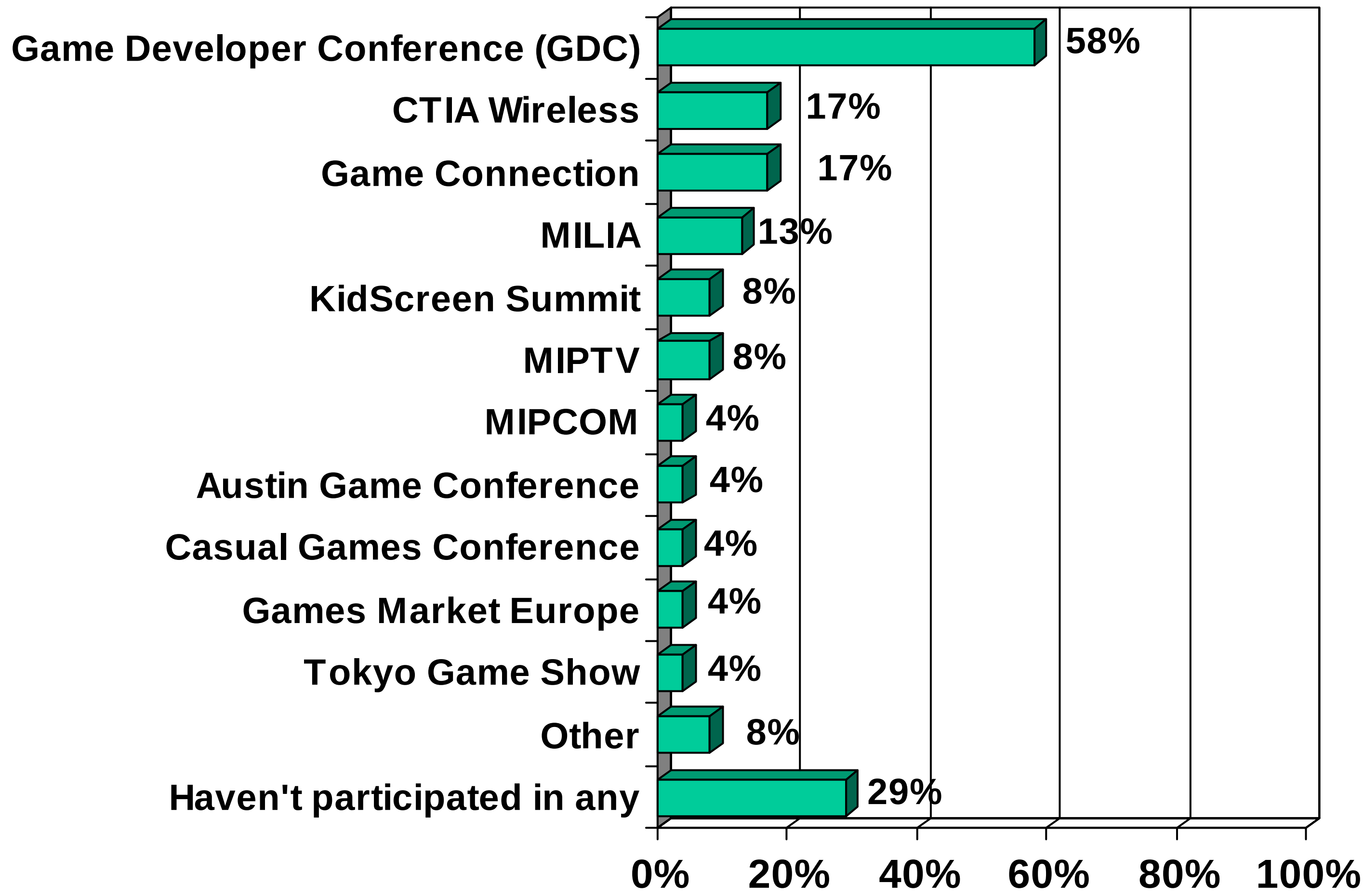
International Markets & Festivals Attended



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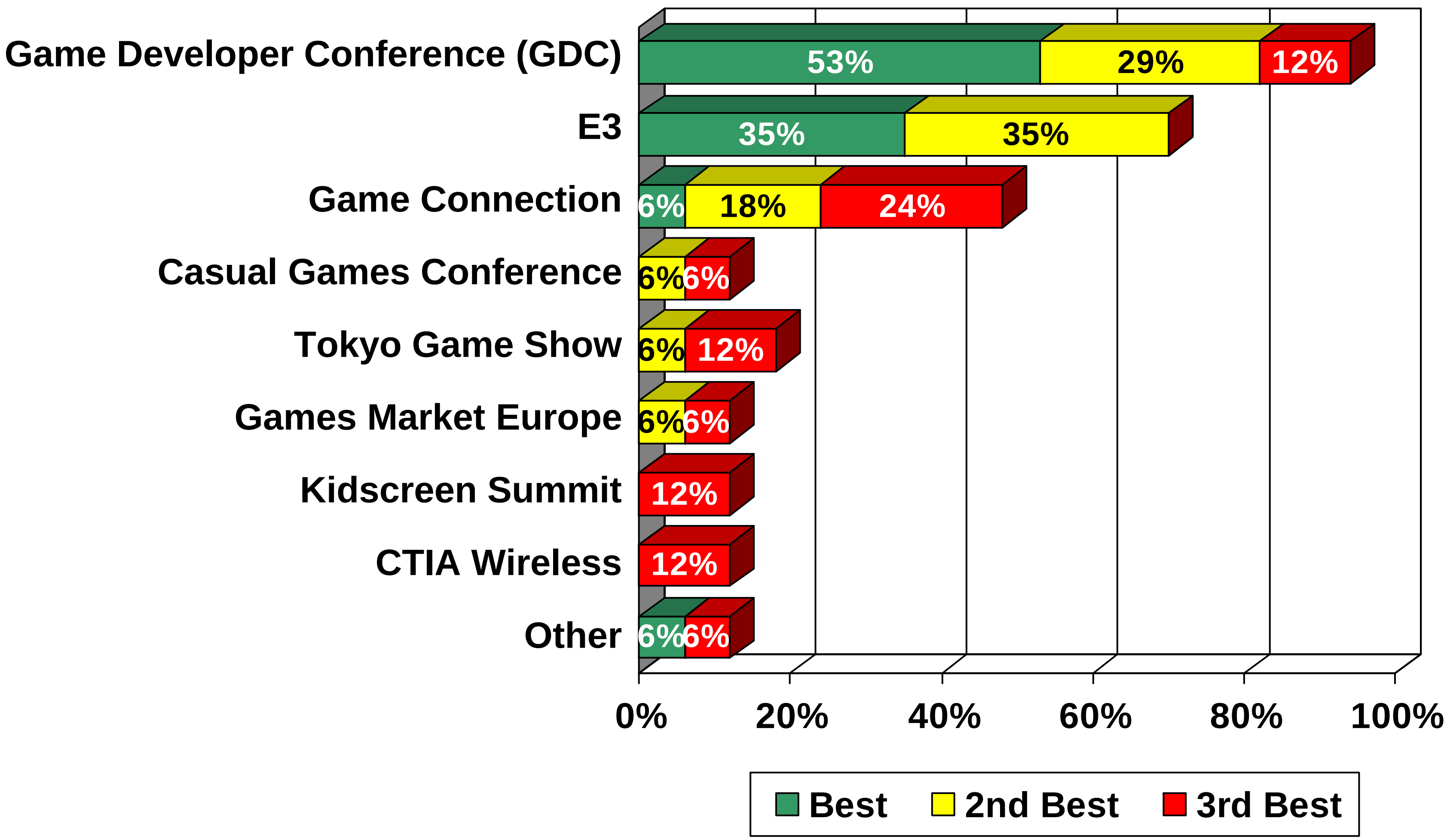
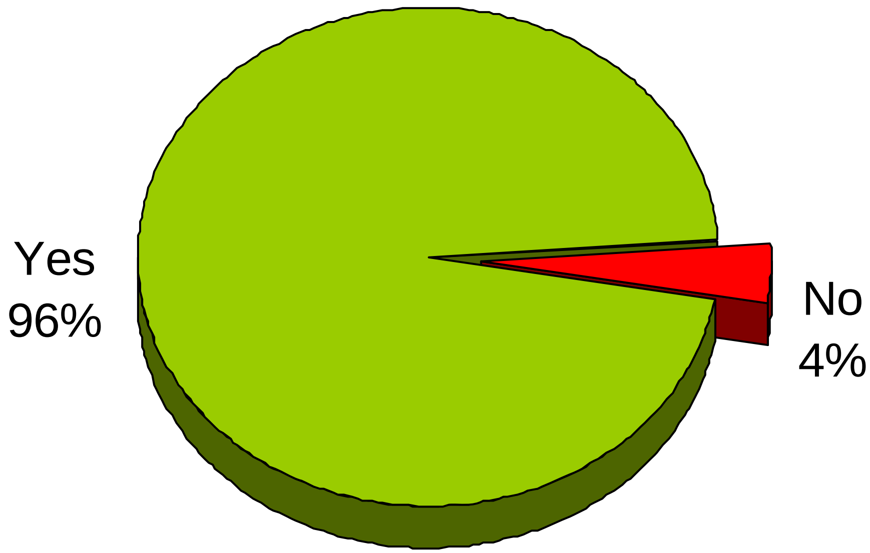
Q14. Which, if any of the following international markets and festivals held in other countries have you attended during the past two years? *Select all that apply*
N=24

Rating of International Festivals & Markets



Q15. Thinking of E^3 together with the other major international events held outside of Canada, which one best meets your needs, is second best at meeting your needs, is third best at meeting your needs? N=17

Used Services of Canada Pavilion?



Q17 Did you use the services provided by the Canada Pavilion at E^3 2006 ? N=24

Satisfaction with Canada Pavilion

Q19 (THOSE WHO DID USE THE CANADA PAVILION) Please rate your level of satisfaction with each of the following aspects of the Canada Pavilion at E^3 2006 using a scale from 1 to 10, where 1 means not at all satisfied, and 10 means very satisfied. If a particular item does not apply, select "not applicable." N=22

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Suggestions for Future Improvements to the Canada Pavilion

➔ **Suggestions for improvements primarily concerned the design of the Canada Pavilion. Respondents felt that it did not reflect the image of the industry and cited the UK pavilion (among others), as being better designed.**

- *“Le concept du stand en fait un endroit pratique comme en témoigne le grand nombre de rencontres qui s'y sont tenues. Par ailleurs pourquoi est-il si laid? On a l' impression qu'il a été dessiné par Sheila Coops... Celui de la Grande Bretagne était superbe. Les informations concernant le stand (dimension, aspect, habillage) n'ont pas été communiqué assez rapidement.”*
- *“Pavillon fait pas assez gaming. Trop gouvernemental. Regardez du coté des autres gouvernements (UK, Australie). Le design était mieux en 2005. Peut-être avoir des salles de rencontres fermées.”*
- *“Rendre le pavillon moins sobre. Les pavillons du UK, Scotland et Korée étaient beaucoup plus invitants.”*
- *“Le stand doit être a l'image de l'industrie.”*

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Q20 (THOSE WHO DID USE THE CANADA PAVILION) Please provide any suggestions you may have on how the Canada Pavilion could be improved in the future. N=22

Suggestions for Future Improvements to the Canada Pavilion

- *Compared to the pavilions of other countries in attendance, the Canadian Pavilion was almost completely closed off to general attendees (in which case, why not just take cheaper meeting space outside the three main halls of the LACC?).*
- *"Continue getting higher exposure."*
- *"Organiser plus de cocktails de résautage et favoriser les échanges par l'installation d'un organisateur de rendez-vous électronique."*
- *"We have to figure out a better way to have quality Internet access at the booth. Relying on wireless turns out to be a reasonably bad idea."*
- *"Video Terminals were a disaster. They belonged to a company that was promoting itself with them at the show, and kept booting people off them to demo them."*

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Q20 (THOSE WHO DID USE THE CANADA PAVILION) Please provide any suggestions you may have on how the Canada Pavilion could be improved in the future. N=22

Suggestions for Future Improvements to the Canada Pavilion

- *“Displayed participant posters were in-facing (to the pavilion's closed-off meeting area), and not visible to the open show floor. Further, mounted posters were heavily scuffed in transit. We would have been better to roll them up ourselves, fly down with them, and mount them in LA before the show (for no one to see).”*
- *“This year was the best ever”*
- *“No suggestions - was happy with booth”*

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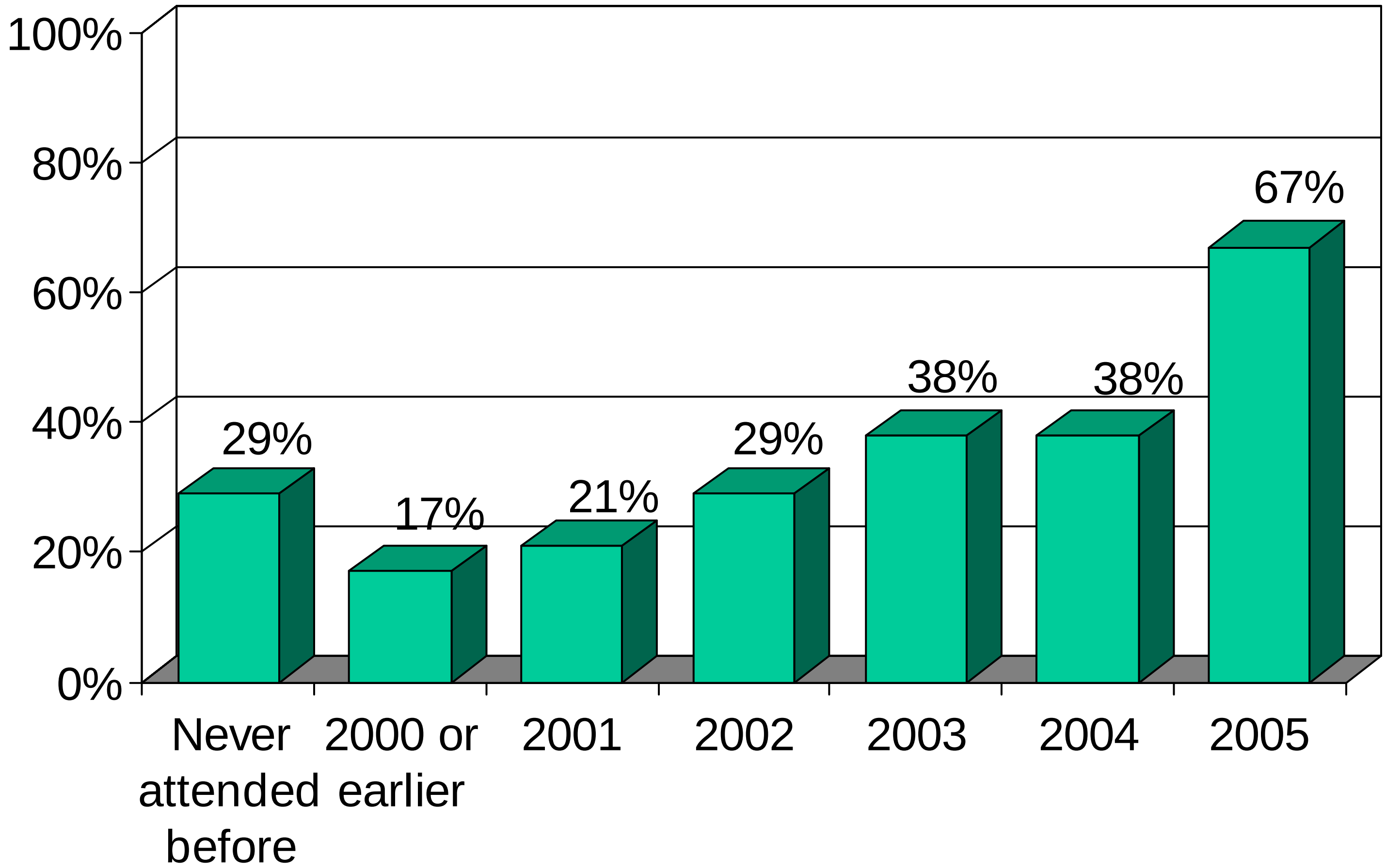
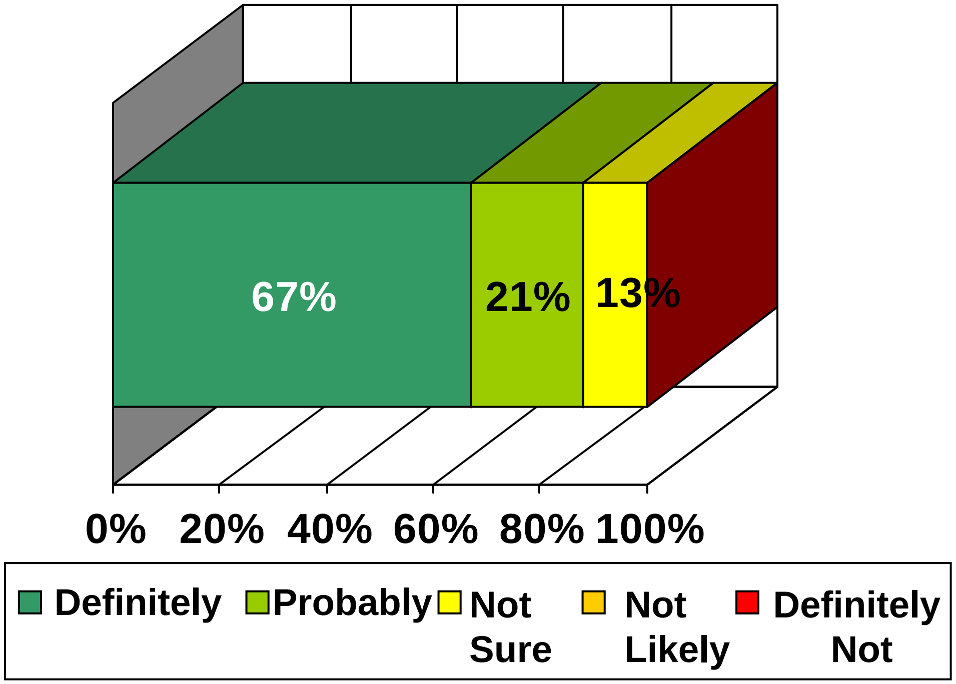
Q20 (THOSE WHO DID USE THE CANADA PAVILION) Please provide any suggestions you may have on how the Canada Pavilion could be improved in the future. N=22

Past Attendance at E³



Q21. Which previous E³ markets, if any, has your company attended? *Select all that apply* N=24

Likelihood of, and Reasons for, Recommending E³ to Others



- *“C'est très pertinent comme événement.”*
- *“Un must pour toutes les entreprises du domaine sérieux dans leur développement.”*
- *“Plus grande conférence du divertissement électronique. Tous les joueurs y sont.”*
- *“Very useful to reconnect and strengthen business connections. Good for knowing trends.”*
- *“On y trouve de l' inspiration.”*

- *“E3 is a major event in this industry and as such provides excellent networking and market research opportunities. If meetings are scheduled sufficiently in advance it is also possible to advance business development strategies through attendance.”*

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Q22a. Would you recommend E³ to other companies in the Canadian audio-visual industry? N=24

Q22b. (IF ANSWERED “DEFINITELY” OR “PROBABLY TO Q22a. Please explain your answer. N=21

Reasons for Recommending E^3 to Others

- *“L'E^3 est le rendez-vous incontournable de l'industrie des jeux vidéos. Être présent permet de maintenir et de développer les relations d'affaires.”*
- *“Pour les entreprises du secteur du jeu c' est incontournable et les entreprises a qui j' ai parlé m' ont dit avoir eu de très bons contacts.”*
- *“The event itself represents an excellent opportunity to network and conduct market research (after all, the titles shown at E3 each year will shape the face of the games industry for the next 12 - 16 months). It is a great opportunity to meet with middle ware companies, publishing executives, and especially to court the press and public, which can have very lasting impressions on a company and its products.”*

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Q22b. Please explain your answer.

Reasons for Recommending E^3 to Others

- *"Bien situé a un prix compétitif."*
- *"The location is GREAT, the people go beyond to make sure everything is as you expected, pricing is reasonable, if you are in this business it is a must attend event."*
- *Telefilm allowed me to enter an arena I should be in, but could not have gotten into without help.*
- *"Would only recommend to the companies that are developing video games."*
- *"Yes to game developers and publishers, service providers. No or not so sure to film/audio-visual companies."*

Q22b. Please explain your answer.

Cost of Attending E^3 2006

- **Companies incurred an average cost of $8,110 in attending E^3 2006**
- **29% of respondents (7 companies) indicated that they received funding support from Telefilm, other federal government organizations or the provincial funding agencies to attend the event.**
- **Six companies reported receiving federal funding (ranging from $350 to $8,000, average $1,975).**
- **Two companies each reported receiving $2000 of provincial funding.**

Other Comments

- *“Keep up the great work”*
- *“Super. Keep up the great work.”*
- *“This year's booth was the best ever. Please keep the similar spacing for 2007. The event staff went beyond the call of duty to make the event a 100% success”*
- *“I have heard from other sources that Telefilm may have "dropped the ball" this year with the Canadian Pavilion, and I look forward to a successful return to past triumphs for E^3 2007 and beyond.”*
- *“Oser plus l'année prochaine et essayer de mobiliser plus les grosses compagnies canadiennes.”*
- *“Impliquer d'avantage les participants avant l'événement.”*
- *“There should be a breakfast or lunch for all booth participants so that they could meet.”*

Q26. Finally, please provide any other comments you have on E^3 2006 or suggestions for improving the support provided by Telefilm and its partners. N=24