

Primary Business - \$20/M

Consumer Electronics Store	441
Computer Hardware/Software Store	436
Video Store	141
Discount/Warehouse/Price Club	9
Toy, Hobby, Craft Store	59
Catalog Showroom	2
Mass Merchandiser	35
Department Store	23
Book Store	7
Record Store	2
Super Store Chain	49
Mail Order/Catalogs and Clubs	17
PX or Exchange	1
Distributor/Wholesaler	250
Developer	894
Investor/Bank	77
Brokerage/Venture Capital	25
Education/Libraries/Research	145
Importer/Exporter	39
Publisher	264
News Media	123
Online Retailer	133
Buyer	27
Movie/Film	203
Animation/Graphics	108
Business Services	99
Consulting	63
Television	32
Other	401

Job Title - \$20/M

Buyer	156
President/CEO/Owner	613
Corporate Management	235
Store Manager	161
Product Manager	208
Sale/Marketing/Management	308
Sales Person	386
Store Planner/Designer	14
Distribution Manager	22
Merchandiser	37
Operations Manager	124
Manufacturing Representative	1
Producer	4
Director	4
Writer	31
Computer Artist/Animator	153
Financial Analyst	49
Editorial Media	22
Photographer/Video Crew	1
Media Advertising Representative	47
Developer	470
Retail Operations Manager	14
Investor	18
Venture Capitalist	8
Investment Banker	16
Broker	9
Analyst	117
Computer/Musician	11
Consultant/Attorney	29
Content Acquisition/Licensing	22
Educator	19
Marketing/PR	110
Programmer	67
Other	623

Hardware Platforms/Market Segment - \$35/M

Sega	644
Sony Platform	2,373
Nintendo	2,368
Atari	20
Sony Play Station	1,276
CD-ROM	517
CD-I	25
3DO	31
Hand-Held Games	2,471
Virtual Reality	50
Karaoke	10
Electronic Games	105
Children's	60
Edutainment	1,573
Reference	938
Publications	43
Music	2,156
Video/Movies	2,510
Business	1,676
Health and Fitness	20
Training	27
Travel	21
Special Interest	1,199
Sony	254
DVD-ROM	360
Mobile Platforms	1,434
Games - Action	3,243
Games - Adventure/Role Playing	3,005
Games - Other	72
Games - Simulation	2,627
Games - Sports	2,446
Games - Strategy	2,757
Information/Digital Publications	1,147
Education	1,452
Online Gaming	1,785
Information/Digital	92
X Box	2,558
PC/CD/DVD	2,937
Advergaming	386
Other Hardware Platform	931
Other Market Segments	836