

2009 FORECAST: THE YEAR'S BESTSELLERS

Top of the pops

In this research piece, **Lutz Muller** asks leading games retailers from around the world about their predictions for this year's best-selling games...

FOR THIS 2009 video game forecast (see right), I have asked my contacts at Gamestop US and Germany, as well as at the GAME Group, Target, ToysRUs and Wal-Mart, to rank this year's video games for me, in terms of predicted sales.

I need to add here that the input from my German friends favoured PC games over others given the German predilection for this.

The ranking does not reflect a judgment on the artistic merits of these games – but rather a pure focus on likely sales potential.

Given that the voters were retail buyers, it is likely to assume that they will have had an eye on the size of the orders they are likely to place for each title – and this could have, of course, influenced them.

In the full list of titles given (91 in total – 50 are presented here and the full list can be found online at McVuk.com) it's perhaps not too surprising that Electronic Arts is clearly the leader both in terms of total games as well as in their overall weight, followed relatively closely by Activision and Sony.

Given the strength of the two companies, Nintendo and Take Two are astonishingly low on the totem pole, but then so is Microsoft – which lends credence to the rumours that this heavyweight company is currently hunting for an acquisition.

This ranking is further validated by what my friends at Wal-Mart tell me. A number of the games released this month and featured in the list are doing exceptionally well with this retailer – *Apo Samurai*, *FEAR 2*, *The Godfather 2*, *Grand Theft Auto: Chinatown Wars*, *Halo Wars*, *Killzone 2* and *Street Fighter IV* were mentioned in particular.



LUTZ MULLER'S PREDICTED CHART

Rank	Title	Publisher	Consoles
1	Halo 3 Recon (OOST)	MS	360
2	Grand Theft Auto: Chinatown Wars	TakeTwo	DS
3	Warhammer 40000: Dawn of War	THQ	PC
4	Go of War 3	Sony	PS3
5	Halo Wars	MS	360
6	Guitar Hero: Metalic	Activision	PS3
7	Killzone 2	Sony	PS3
8	Resident Evil 5	Capcom	360
9	Star Craft 2: Wings of Liberty	Activision	PC
10	Diazo III	Activision	PC
11	Heavy Rain	Sony	PS3
12	NBA09 NFL 2009	EA	Wii, 360, PS2, PS3, DS
13	World Of Warcraft: Dungeon Companion	Activision	PC
14	Wii Sports Resort	Nintendo	Wii
15	Call of Duty: Modern Warfare 2	Activision	360, PS3
16	Harry Potter & the Half Blood Prince	EA	Wii, 360, PC, PS3, PS2
17	Street Fighter IV	Capcom	360, PS3
18	Final Fantasy XIII Agito	Square Enix	360, PS3
19	Bioshock 2: Sea of Dreams	Take Two	360
20	Brutal Legend	EA	360, PS3
21	Star Wars: The Old Republic	Lucas	PC
22	X-Men Origins: Wolverine	Activision	360, PS2
23	Road Faction Guerrilla	THQ	360, PC, PS3
24	Infamous	Sony	PS3
25	MadWorld	Sega	Wii
26	Warfare 2100	Activision	360, PC, PS3
27	Trivial Pursuit	EA	Wii, 360, PC, PS3
28	Tom Clancy HAWX	Ubisoft	Wii, 360, PC, PS3
29	Tenchu: Shadow Assassins	Ubisoft	Wii
30	Spartan Assault	Namco	360, PS3
31	Assassin's Creed 2	Ubisoft	TBC
32	Blank Commando	Capcom	Wii, 360, PS3, PC
33	Darius's Wrath of War	THQ	360, PS3
34	Dragon Quest V: Hand of the Heavens Bride	Square Enix	DS
35	Alien Colonial Marines	Sega	360, PC, PS3
36	Final Fantasy: Crystal Chronicles	Square Enix	Wii, DS
37	Ghostbusters	Atari	Wii
38	The Godfather II	EA	360, PC, PS3
39	Batman: Arkham Asylum	Warner	360, PC, PS3
40	Operation Flashpoint: Dragon Rising	Coomasters	360, PC, PS3
41	Sawtooth	EA	360, PS3, PC
42	Skate 2	EA	360, PS3
43	Sonic and the Black Knight	Sega	Wii
44	The Conduit	Sega	Wii
45	The Sims 3	EA	PC
46	Dante's Inferno	EA	360, PS3
47	Dead Rising: Chop 'til you drop	Capcom	Wii
48	Dragon Age: Origins	EA	360, PS3, DS
49	Dodge's The Adventures of Ray	Konami	DS
50	House of Dead Overlord	Sega	Wii

PROFILE: LUTZ MULLER



Lutz Muller is a Swiss analyst who has lived on five continents, in the US he was CEO for four manufacturing companies, including two in the toy industry. Since 2002 he has provided competitive intelligence on the toy and video games market to manufacturers and financial institutions coast-to-coast.

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