

Games sales in the Nordic 2010



An industry in change

2010 marked a year of great games. Call of Duty: Black Ops broke all kind of records for the entire entertainment industry and games such as Farmville attracted enormous amount of players. In many ways, 2010 was also a year of change. There are regular changes that we've seen before like generation cycles. Both portable consoles Nintendo DS and Sony PSP have several years behind them and are nearing the end of their generation cycle. The new Nintendo 3DS and NGP/PSP2 will launch in 2011, which marks a new generation and will hopefully revitalize the portable gaming market.

The games industry is also changing with parallel markets growing. The smart phones have a booming mobile games market, whilst web based such as flash games, social games and free to play games on communities is attracting new gamers. These are segment that almost were non-existent a couple of years ago. The revenues of these markets are unknown and are not a part of this report.

The traditional physical distribution with game sales at retail, which is covered in this report, is still the biggest market, but it's declining. Some of the sales have moved to digital distribution, especially on PC, where games are being sold online and downloaded directly to the console or PC. Digital distribution has also created greater possibilities for some games that weren't profitable in the traditional physical distribution due to a different value chain and revenue share. This has opened up possibilities for smaller games and new innovative games.

We had hoped to give a snapshot of the digital sales in 2010 to show that the total games market is growing even though the traditional physical sales is declining, but unfortunately it's still difficult to collect sales data of digital distribution. Some companies are unwilling to share their data, which shows that the market is still immature. But we have clear indications that the digital distribution is gaining shares. Based on information from publishers and Ztorm the sales of PC games through digital distribution in the Nordic increased by 158% compared to 2009. And according to a survey by the US market research firm NPD, 29% of games sales were done digitally. The figure includes digital sales on PC, sales through app stores on smart phones and console services such as Xbox Live Arcade and PlayStation Network.

GfK has plans to do regular tracking of the digital sales during 2011, so hopefully by next year's report we'll have more exact figures on how big the digital market actually is.

Even though the traditional physical games distribution makes it look like the market is declining, the total games market is healthy and the outlook for 2011 is good!



Martin Lindell
martin.lindell@dataspelsbranschen.se
Analyst

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ABOUT NORDIC GAME SOLUTIONS

Nordic Game Solutions is a joint venture between the video game distributors and publishers across the different Nordic trade associations.

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All data in this report is compiled by Media control-GfK, who collects sales reports from retailers across the Nordic countries, with Denmark provided by GfK Chart-Track.

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INTERNATIONAL

Martin Lindell

Analyst and author of this report
Telefon +46(0)706 62 94 96
martin.lindell@dataspelsbranschen.se

Maria Tjärnlund

Managing Director, Swedish Games Industry
Telefon +46(0)734 069 069
maria.tjarnlund@dataspelsbranschen.se

Magdalena Jönsson

Project Manager for Games market research, GfK
Telefon +46(0)730 65 31 33
magdalena.jonsson@gfk.com

Dataspelsbranschen Swedish Games Industry
Klara norra kyrkog 31, Box 3139, SE-103 62 Stockholm
www.swedishgamesindustry.com

Economic key-figures for the Nordic countries

	Denmark	Finland	Norway	Sweden
Population	5 534 738	5 351 427	4 858 199	9 340 682
GDP per capita, Euro/PPP	27 700	26 000	41 800	28 400
Economic growth	-4.9%	-8.0%	-1.4%	-5.1%
Inflation rate	1.1%	1.6%	2.3%	1.9%
Unemployment rate	6.0%	8.2%	3.1%	8.3%
Currency	1 DKK = €0.134	Euro	1 NOK = €0.126	1 SEK = €0.113
VAT	25%	23%	25%	25%

Source: Figures from the Nordic Council. Currency fetched from XE Universal Currency Converter as of 28/01/2011.

Diverse Nordic population loves games

The Nordic countries have 25 million inhabitants. This report covers Sweden, Norway, Denmark and Finland, but it's worth to note that the Nordic region also includes Iceland and the three autonomous territories Åland, Faroe Islands and Greenland.

The fellowship of language is one of the things that binds Nordic co-operation together. Danish, Norwegian and Swedish are so closely related that, with relatively little effort, you can learn to understand all the languages, if you speak one of them.

Nearly 80 per cent of Nordic residents have Danish, Norwegian or Swedish as their mother tongue. About 20 per cent speak Finnish.

The Nordic countries have a long tradition of gaming, which could be seen as natural due to the climate with it's

cold winters, that makes people stay at home for indoor activities. But there are also a lot of pioneers who imported video games and home computers back in the 70's and 80's that helped to build the foundation of the gaming culture in the region. Legends such as Ulf Beckman, Owe Bergsten, Heikki Karbing and Petri Lehmuskoski brought Nintendo, Atari and other brands to the Nordic.

Today the gaming culture thrives thanks to curious early adopters and high broadband penetration, which makes digital distribution and online gaming possible. Besides being avid consumers, there's also a lot of creativity and skilled developers, whose games reach a global market far beyond the Nordic region. Companies such as EA DICE, Funcom and Rovio to mention a few have been very successful with million sellers. A lot of franchises, such as Battlefield, Hitman and Max Payne have their roots from the Nordic.



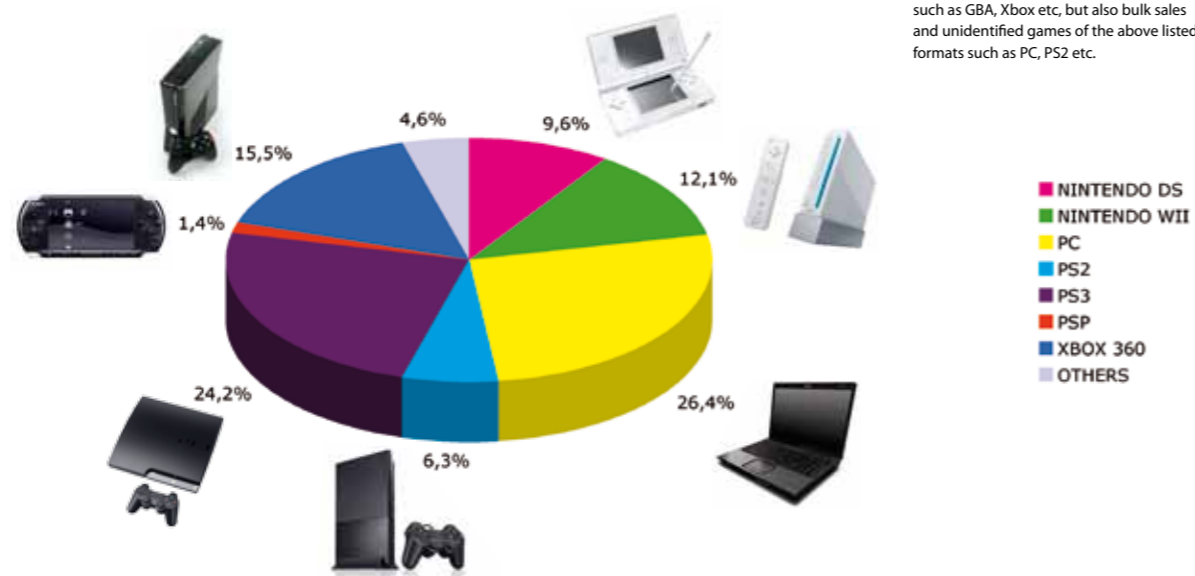
Photo: nordens.org

Nordic game sales in 2010

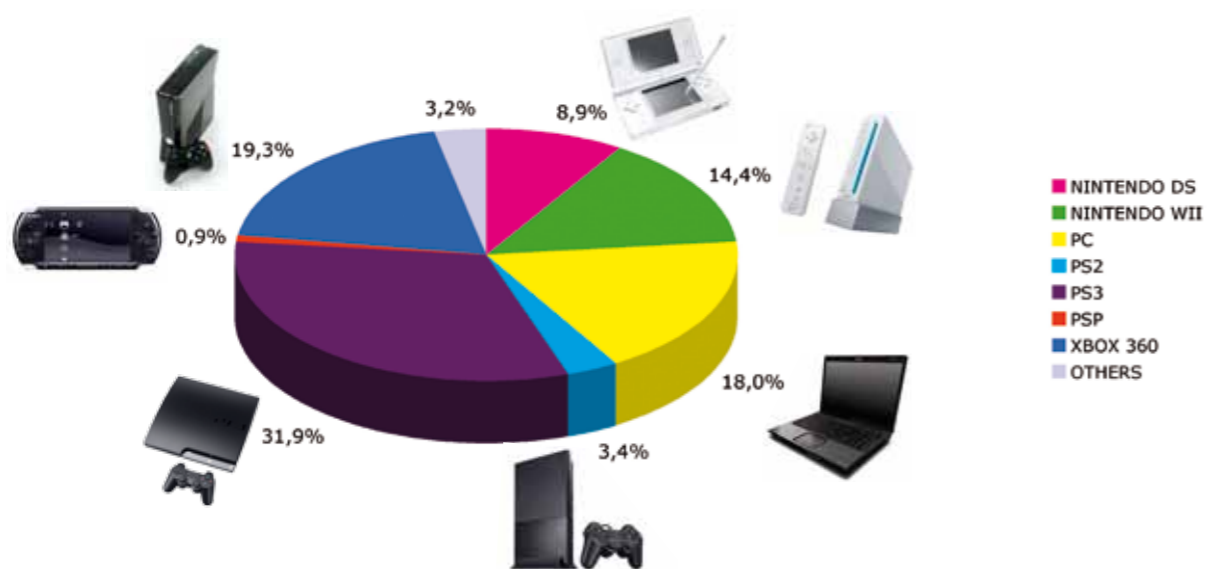
platform	volume	change vs 2009 *	value (€)	change vs 2009 *	average price
Nintendo DS	1 295 343	1.0%	46 429 192	-7.7%	35.8
Nintendo Wii	1 640 832	-8.6%	75 369 947	-21.8%	45.9
PC	3 580 558	-6.6%	93 916 589	1.2%	26.2
Playstation 2	853 512	-60.4%	17 756 811	-69.6%	20.8
Playstation 3	3 284 608	29.7%	166 473 368	22.9%	50.7
PSP	190 092	-32.7%	4 792 842	-44.8%	25.2
Xbox 360	2 097 149	14.4%	100 947 000	9.4%	48.1
Others **	620 596	19.6%	16 703 413	19.5%	26.9
Total	13 562 690	-6.3%	522 389 162	-6.3%	38.5

* = Change vs 2009 does not include Norway due to lack of data 2009.
 ** = Others include game time cards for PC online games and points for the digital console services, games for old consoles such as GBA, Xbox etc, but also bulk sales and unidentified games of the above listed formats such as PC, PS2 etc.

Marketshare based on volume



Marketshare based on value



Game sales divided by countries 2010

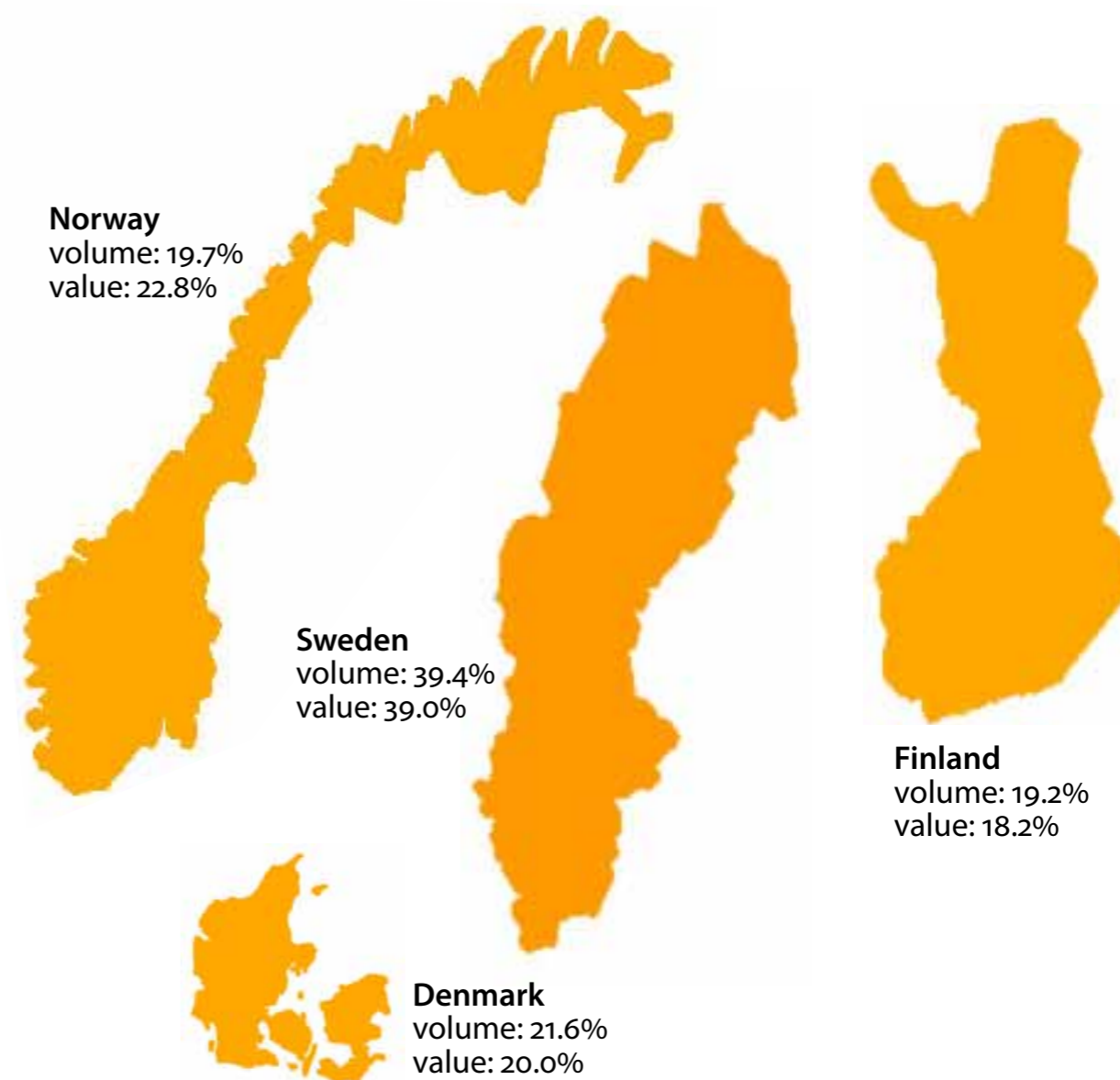


Photo: nordensia



Game sales in Sweden 2010

platform	volume	share	change	value (€)	share	change	average price
Nintendo DS	450 369	8.4%	+5.4%	15 734 572	7.7%	-6.8%	34.9
Nintendo Wii	601 068	11.2%	-14.0%	29 025 544	14.2%	-24.4%	48.3
PC	1 507 246	28.2%	-7.6%	39 306 222	19.3%	+1.0%	26.1
Playstation 2	266 411	5.0%	-67.2%	5 605 560	2.8%	-75.8%	21.0
Playstation 3	999 829	18.7%	+16.4%	51 938 498	25.5%	+9.3%	51.9
PSP	58 458	1.1%	-42.6%	1 648 950	0.8%	-50.9%	28.2
Xbox 360	986 324	18.5%	+11.5%	47 718 803	23.4%	+6.9%	48.4
Others	476 470	8.9%	+20.9%	12 716 589	6.2%	+20.8%	26.7
Total	5 346 175		-8.0%	203 694 739		-8.8%	38.1

Game sales in Norway 2010

platform	volume	share	change	value (€)	share	change	average price
Nintendo DS	354 718	13.3%	N/A	14 455 479	12.2%	N/A	40.8
Nintendo Wii	238 065	8.9%	N/A	12 447 735	10.5%	N/A	52.3
PC	552 296	20.6%	N/A	16 707 170	14.1%	N/A	30.3
Playstation 2	97 787	3.7%	N/A	2 115 711	1.8%	N/A	21.6
Playstation 3	929 840	34.7%	N/A	48 501 271	40.8%	N/A	52.2
PSP	26 020	1.0%	N/A	771 791	0.6%	N/A	29.7
Xbox 360	446 193	16.7%	N/A	22 934 086	19.3%	N/A	51.4
Others	32 664	1.2%	N/A	959 558	0.8%	N/A	29.4
Total	2 677 582		N/A	118 892 799		N/A	44.4

Game sales in Denmark 2010

platform	volume	share	change	value (€)	share	change	average price
Nintendo DS	336 756	11.5%	-13.4%	10 979 773	10.5%	-19.3%	32.6
Nintendo Wii	512 040	17.5%	-16.2%	19 522 839	18.7%	-34.9%	38.1
PC	941 137	32.1%	-15.8%	24 058 206	23.0%	-5.6%	25.6
Playstation 2	181 380	6.2%	-69.3%	3 348 306	3.2%	-76.7%	18.5
Playstation 3	653 030	22.3%	+30.9%	33 091 244	31.6%	+24.0%	50.7
PSP	47 637	1.6%	-51.0%	1 160 083	1.1%	-54.7%	24.4
Xbox 360	259 171	8.8%	+9.4%	12 438 850	11.9%	+2.4%	48.0
Others	1 356	0%	-73.6%	13 508	0%	-69.2%	10.0
Total	2 932 507		-17.3%	104 612 809		-16.2%	35.7

Game sales in Finland 2010

platform	volume	share	change	value (€)	share	change	average price
Nintendo DS	153 501	5.9%	+33.3%	5 259 368	5.5%	+26.9%	34.3
Nintendo Wii	289 659	11.1%	+28.6%	14 373 830	15.1%	+18.5%	49.6
PC	579 879	22.3%	+17.2%	13 844 992	14.5%	+16.6%	23.9
Playstation 2	307 933	11.8%	-39.1%	6 687 233	7.0%	-52.2%	21.7
Playstation 3	701 909	26.9%	+53.1%	32 942 354	34.6%	+51.1%	46.9
PSP	57 977	2.2%	+29.5%	1 212 018	1.3%	-10.6%	20.9
Xbox 360	405 462	15.6%	+26.0%	17 885 262	18.8%	+23.3%	44.0
Others	110 107	4.2%	+19.4%	3 013 758	3.2%	+15.8%	27.4
Total	2 606 425		+15.4%	95 188 815		+15.5%	36.5

Total game sales in the Nordic 2010

	Sweden	share	Norway	share	Denmark	share	Finland	share
Volume	5 346 175	39.4%	2 677 582	19.7%	2 932 507	21.6%	2 606 425	19.2%
Value	203 694 739	39.0%	118 892 799	22.8%	104 612 809	20.0%	95 188 815	18.2%

PC game sales in the Nordic 2010

Total Nordic sales volume: 3 580 558 units value: €93 916 589
Market share of total Nordic sales volume: 26.4% value: 18.0%



	Sweden	share	Norway	share	Denmark	share	Finland	share
Volume	1 507 246	42.1%	552 296	15.4%	941 137	26.3%	579 879	16.2%
Value	39 306 222	41.9%	16 707 170	17.8%	24 058 206	25.6%	13 844 992	14.7%

PS2 game sales in the Nordic 2010

Total Nordic sales volume: 853 512 units value: €17 756 811
Market share of total Nordic sales volume: 6.3% value: 3.4%



	Sweden	share	Norway	share	Denmark	share	Finland	share
Volume	266 411	31.2%	97 787	11.5%	181 380	21.3%	307 933	36.1%
Value	5 605 560	31.6%	2 115 711	11.9%	3 348 306	18.9%	6 687 233	37.7%

PS3 game sales in the Nordic 2010

Total Nordic sales volume: 3 284 608 units value: €166 473 368
Market share of total Nordic sales volume: 24.2% value: 31.9%



	Sweden	share	Norway	share	Denmark	share	Finland	share
Volume	999 829	30.4%	929 840	28.3%	653 030	19.9%	701 909	21.4%
Value	51 938 498	31.2%	48 501 271	29.1%	33 091 244	19.9%	32 942 354	19.8%

PSP game sales in the Nordic 2010

Total Nordic sales volume: 190 092 units value: €4 792 842
Market share of total Nordic sales volume: 1.4% value: 0.9%



	Sweden	share	Norway	share	Denmark	share	Finland	share
Volume	58 458	30.8%	26 020	13.7%	47 637	25.1%	57 977	30.5%
Value	1 648 950	34.4%	771 791	16.1%	1 160 083	24.2%	1 212 018	25.3%

Four different countries means four different tastes and it's clearly reflected in the game sales. The figures on these pages shows each format's Nordic sales split up on the four different countries with market shares for each country.

There are clear differences between the Nordic countries. Sweden and Finland love ice hockey, so NHL sells well in those countries, while Denmark in particular and Norway as well likes bicycling, which is the reason Pro Cycling Manager does well in those countries.

There're also traditions that affect the games market. All the Nordic countries have a long tradition of home computers, but Sweden stands out, probably thanks to the subsidized home PCs in the 90's, which helped establish a larger base for PC gaming.

That also ties in with the Xbox 360's success in Sweden. The PC gaming audience embraced the first Xbox and in combination with good management at Microsoft under-

standing the games market, the Xbox excelled in Sweden. This continued as the Xbox 360 launched.

Looking at the PS3, Norway is almost as big on game sales for the format as Sweden is. Norwegians have been quick to upgrade from PS2 to PS3, which is reflected in very low PS2 sales. Meanwhile Finland maintains a high level of PS2 game sales, thanks to localized versions of Singstar and platform games still continues to sell well. The Finnish also likes the PSP. DS is still bigger than the PSP in Finland, but DS is struggling to gain a market share that is representative of Finland.

Looking at Nintendo's consoles, Norway and Denmark are stronger on the DS. However, the games sales on the Wii are remarkable strong in Denmark, but slower in Norway.

360 game sales in the Nordic 2010

Total Nordic sales volume: 2 097 149 units value: €100 947 000
Market share of total Nordic sales volume: 15.5% value: 19.3%



	Sweden	share	Norway	share	Denmark	share	Finland	share
Volume	986 324	47.0%	446 193	21.3%	259 171	12.4%	405 462	19.3%
Value	47 718 803	47.3%	22 934 086	22.7%	12 438 850	12.3%	17 855 262	17.7%

Wii game sales in the Nordic 2010

Total Nordic sales volume: 1 640 832 units value: €75 369 947
Market share of total Nordic sales volume: 12.1% value: 14.4%



	Sweden	share	Norway	share	Denmark	share	Finland	share
Volume	601 068	36.6%	238 065	14.5%	512 040	31.2%	289 659	17.7%
Value	29 025 544	38.5%	12 447 735	16.5%	19 522 839	25.9%	14 373 830	19.1%

DS game sales in the Nordic 2010

Total Nordic sales volume: 1 295 343 units value: €46 429 192
Market share of total Nordic sales volume: 8.6% value: 8.9%



	Sweden	share	Norway	share	Denmark	share	Finland	share
Volume	450 369	34.8%	354 718	27.4%	336 756	26.0%	153 501	11.9%
Value	15 734 572	33.9%	14 455 479	31.1%	10 979 773	23.6%	5 259 368	11.3%



Call of Duty: Black Ops



FIFA 11



Battlefield Bad Company 2

Nordic Multiformat

No./Title	Genre	PEGI	Distributor	Publisher
1. Call of Duty: Black Ops	Shooter	18	Activision Blizzard	Activision
2. FIFA 11	Sports	3	Electronic Arts	Electronic Arts
3. Battlefield Bad Company 2	Shooter	16	Electronic Arts	Electronic Arts
4. Red Dead Redemption	Action	18	Nordic Game Supply	Take-Two
5. Call of Duty: Modern Warfare 2	Shooter	18	Activision Blizzard	Activision
6. World of Warcraft: Cataclysm	Online	12	Activision Blizzard	Blizzard
7. Starcraft 2 Wings of Liberty	Strategy	16	Activision Blizzard	Blizzard
8. Gran Turismo 5	Racing	3	Nordisk Film	SCEE
9. FIFA 10	Sports	3	Electronic Arts	Electronic Arts
10. New Super Mario Bros Wii	Platform	3	Bergsala/Amo	Nintendo
11. The Sims 3	Simulator	12	Electronic Arts	Electronic Arts
12. Assassin's Creed Brotherhood	Action	18	Ubisoft	Ubisoft
13. New Super Mario Bros	Platform	3	Bergsala/Amo	Nintendo
14. NHL 11	Sports	16	Electronic Arts	Electronic Arts
15. Wii Fit Plus	Sports	3	Bergsala/Amo	Nintendo
16. Super Mario Galaxy 2	Platform	3	Bergsala/Amo	Nintendo
17. Lego Star Wars 1 & 2 The Complete Saga	Platform	3	Activision Blizzard	Lucasarts
18. Assassin's Creed 2	Action	18	Ubisoft	Ubisoft
19. Need for Speed Hot Pursuit	Racing	12	Electronic Arts	Electronic Arts
20. Medal of Honor	Shooter	18	Electronic Arts	Electronic Arts

Call of Duty shoots to the top

This year's iteration of the best selling video game franchise Call of Duty makes it mark and becomes the number one game in the Nordic region.

Call of Duty: Black Ops is a success story without comparison. The game had 650 million dollars in global revenue the first five days after its launch back in November, which exceeds all other records within the entertainment industry. The Nordic market was no exception where Black Ops dominated the sales. The only country without Black Ops at the top spot is Denmark, where FIFA 11 sold better.

Last year's top seller Call of Duty: Modern Warfare 2 managed to remain on the charts and grasped the fifth spot. In between the two Call of Duty games three games managed to squeeze in: FIFA 11, Red Dead Redemption and Battlefield Bad Company 2. The last mentioned is developed in Sweden by EA DICE, which certainly has a positive impact on the sales.

Besides the Call of Duty series, the distributor Activision Blizzard also enjoys huge success in the Nordic thanks to the loyalty to Blizzard and the heavy PC games market. Both Starcraft 2 and World of Warcraft: Cataclysm sells well and grabs the sixth and seventh spot. Trailing behind the Blizzard duo we find the anticipated racer Gran Turismo 5.

Besides FIFA 11 topping the sales charts in Denmark, there are some differences to be notes. Local Finnish Singstar game Suomi Hitit (Finnish Hits) lands at number six in Finland. Locally developed by Ravn Studios, Flåklypa Grand Prix climbs into the Norwegian chart. And in classic manner the NHL series always charts high in ice hockey crazy Sweden and Finland.

There are also differences in age ratings. While all Nordic countries use PEGI, there's still legislation in Finland. This means games can be submitted for review by authorities VET. This is being done every year by Electronic Arts, which gets their NHL series a lower age rating in Finland. According to PEGI NHL 11 is rated 16 years, but in Finland VET rates it 11 years.

Another difference is local distributors, where the same company in the Nordic region handles almost everything. There are however exceptions, such as for example Amo, that caters Nintendo in Finland, while Bergsala handles the distribution in Sweden, Norway and Denmark.

Sweden Multiformat

1. Call of Duty: Black Ops	Shooter	18	Activision Blizzard	Activision
2. FIFA 11	Sports	3	Electronic Arts	Electronic Arts
3. Battlefield Bad Company 2	Shooter	16	Electronic Arts	Electronic Arts
4. World of Warcraft: Cataclysm	Online	12	Activision Blizzard	Blizzard
5. Starcraft 2 Wings of Liberty	Strategy	16	Activision Blizzard	Blizzard
6. Call of Duty: Modern Warfare 2	Shooter	18	Activision Blizzard	Activision
7. Red Dead Redemption	Action	18	Nordic Game Supply	Take-Two
8. FIFA 10	Sports	3	Electronic Arts	Electronic Arts
9. NHL 11	Sports	16	Electronic Arts	Electronic Arts
10. New Super Mario Bros Wii	Platform	3	Bergsala	Nintendo
11. New Super Mario Bros	Platform	3	Bergsala	Nintendo
12. The Sims 3	Simulator	12	Electronic Arts	Electronic Arts
13. Assassin's Creed Brotherhood	Action	18	Ubisoft	Ubisoft
14. Gran Turismo 5	Racing	3	Nordisk Film	SCEE
15. Super Mario Galaxy 2	Platform	3	Bergsala	Nintendo
16. Lego Star Wars 1 & 2 The Complete Saga	Platform	3	Activision Blizzard	Lucasarts
17. Lego Harry Potter: Years 1-4	Platform	7	Warner Bros	Warner Bros
18. Assassin's Creed 2	Action	18	Ubisoft	Ubisoft
19. Lego Batman	Platform	7	Warner Bros	Warner Bros
20. Halo Reach	Shooter	16	Microsoft	Microsoft
<i>No./Title</i>	<i>Genre</i>	<i>PEGI</i>	<i>Distributor</i>	<i>Publisher</i>

Norway Multiformat

1. Call of Duty: Black Ops	Shooter	18	Activision Blizzard	Activision
2. FIFA 11	Sport	3	Electronic Arts	Electronic Arts
3. Battlefield Bad Company 2	Shooter	16	Electronic Arts	Electronic Arts
4. Red Dead Redemption	Action	18	Nordic Game Supply	Take-Two
5. Gran Turismo 5	Racing	3	Nordisk Film	SCEE
6. Call of Duty: Modern Warfare 2	Shooter	18	Activision Blizzard	Activision
7. Assassin's Creed Brotherhood	Action	18	Ubisoft	Ubisoft
8. Starcraft 2 Wings of Liberty	Strategy	16	Activision Blizzard	Blizzard
9. FIFA 10	Sports	3	Electronic Arts	Electronic Arts
10. New Super Mario Bros	Platform	3	Bergsala	Nintendo
11. Need for Speed Hot Pursuit	Racing	12	Electronic Arts	Electronic Arts
12. The Sims 3	Simulator	12	Electronic Arts	Electronic Arts
13. World of Warcraft: Cataclysm	Online	12	Activision Blizzard	Blizzard
14. Super Mario Galaxy 2	Platform	3	Bergsala	Nintendo
15. Assassin's Creed 2	Action	18	Ubisoft	Ubisoft
16. Football Manager 2011	Sports	3	Pan Vision	Sega
17. Medal of Honor	Shooter	18	Electronic Arts	Electronic Arts
18. Lego Star Wars 1 & 2 The Complete Saga	Platform	3	Activision Blizzard	Lucasarts
19. World of Warcraft	Online	12	Activision Blizzard	Activision
20. Flåklypa Grand Prix	Puzzle	3	Pan Vision	Pan Vision
<i>No./Title</i>	<i>Genre</i>	<i>PEGI</i>	<i>Distributor</i>	<i>Publisher</i>

Denmark Multiformat

1. FIFA 11	Sports	3	Electronic Arts	Electronic Arts
2. Call of Duty: Black Ops	Shooter	18	Activision Blizzard	Activision
3. World of Warcraft: Cataclysm	Online	12	Activision Blizzard	Blizzard
4. Call of Duty: Modern Warfare 2	Shooter	18	Activision Blizzard	Activision
5. FIFA 10	Sport	3	Electronic Arts	Electronic Arts
6. Wii Fit Plus	Sports	3	Bergsala	Nintendo
7. Battlefield Bad Company 2	Shooter	16	Electronic Arts	Electronic Arts
8. Red Dead Redemption	Action	18	Nordic Game Supply	Take-Two
9. New Super Mario Bros Wii	Platform	3	Bergsala	Nintendo
10. Starcraft 2 Wings of Liberty	Strategy	16	Activision Blizzard	Blizzard
11. Mario Kart Wii	Racing	3	Bergsala	Nintendo
12. Just Dance	Music	3	Ubisoft	Ubisoft
13. The Sims 3	Simulator	12	Electronic Arts	Electronic Arts
14. Gran Turismo 5	Racing	3	Nordisk Film	SCEE
15. New Super Mario Bros	Platform	3	Bergsala	Nintendo
16. Just Dance 2	Music	3	Ubisoft	Ubisoft
17. Wii Sports Resort	Sports	7	Bergsala	Nintendo
18. Counter-Strike Source	Shooter	16	Electronic Arts	Electronic Arts
19. 2010 FIFA World Cup: South Africa	Sports	3	Electronic Arts	Electronic Arts
20. Medal of Honor	Shooter	18	Electronic Arts	Electronic Arts
<i>No./Title</i>	<i>Genre</i>	<i>PEGI</i>	<i>Distributor</i>	<i>Publisher</i>

Finland Multiformat

1. Call of Duty: Black Ops	Shooter	18	Activision Blizzard	Activision
2. Battlefield Bad Company 2	Shooter	16	Electronic Arts	Electronic Arts
3. NHL 11	Sports	11	Electronic Arts	Electronic Arts
4. Gran Turismo 5	Racing	3	Nordisk Film	SCEE
5. Red Dead Redemption	Action	18	Pan Vision	Take-Two
6. Singstar Suomi Hitit	Music	12	Nordisk Film	SCEE
7. Wii Fit Plus	Sports	3	Amo	Nintendo
8. Call of Duty: Modern Warfare 2	Shooter	18	Activision Blizzard	Activision
9. World of Warcraft: Cataclysm	Online	12	Activision Blizzard	Blizzard
10. Lego Star Wars 1 & 2 The Complete Saga	Platform	3	Activision Blizzard	Lucasarts
11. FIFA 10	Sport	3	Electronic Arts	Electronic Arts
12. Toy Story 3	Platform	7	Plan1	Disney
13. Super Mario Galaxy 2	Platform	3	Amo	Nintendo
14. FIFA 11	Sport	3	Electronic Arts	Electronic Arts
15. Call of Duty: Modern Warfare	Shooter	16	Activision Blizzard	Activision
16. Starcraft 2 Wings of Liberty	Strategy	16	Activision Blizzard	Blizzard
17. Lego Indiana Jones: The Original Adventures	Platform	7	Activision Blizzard	Lucasarts
18. Lego Batman	Platform	7	Warner Bros	Warner Bros
19. Grand Theft Auto 4	Action	18	Pan Vision	Take-Two
20. Lego Indiana Jones 2: The Adventure Continues	Platform	7	Activision Blizzard	Lucasarts
<i>No./Title</i>	<i>Genre</i>	<i>PEGI</i>	<i>Distributor</i>	<i>Publisher</i>

Nordic PC chart

No./title	Genre	PEGI	Distributor	Publisher
1. World of Warcraft: Cataclysm	Online	12	Activision Blizzard	Blizzard
2. Starcraft 2 Wings of Liberty	Strategy	16	Activision Blizzard	Blizzard
3. Call of Duty: Black Ops	Shooter	18	Activision Blizzard	Activision
4. Battlefield Bad Company 2	Shooter	16	Electronic Arts	Electronic Arts
5. The Sims 3	Simulator	12	Electronic Arts	Electronic Arts
6. Call of Duty: Modern Warfare 2	Shooter	18	Activision Blizzard	Activision
7. World of Warcraft	Online	12	Activision Blizzard	Blizzard
8. The Sims 3 Ambitions	Simulator	12	Electronic Arts	Electronic Arts
9. World of Warcraft: Wrath of the Lich King	Online	12	Activision Blizzard	Blizzard
10. The Sims 3 Design & High-Tech Stuff	Simulator	12	Electronic Arts	Electronic Arts

Nordic Xbox 360 chart

No./title	Genre	PEGI	Distributor	Publisher
1. Call of Duty: Black Ops	Shooter	18	Activision Blizzard	Activision
2. Red Dead Redemption	Action	18	Nordic Game Supply	Take-Two
3. FIFA 11	Sports	3	Electronic Arts	Electronic Arts
4. Battlefield Bad Company 2	Shooter	16	Electronic Arts	Electronic Arts
5. Halo Reach	Shooter	16	Microsoft	Microsoft
6. Call of Duty: Modern Warfare 2	Shooter	18	Activision Blizzard	Activision
7. Assassin's Creed: Brotherhood	Action	18	Ubisoft	Ubisoft
8. NHL 11	Sports	16	Electronic Arts	Electronic Arts
9. Mass Effect 2	RPG	18	Electronic Arts	Electronic Arts
10. Fable 3	RPG	16	Microsoft	Microsoft

Blizzard rules in the Nordic countries

World of Warcraft: Cataclysm and Starcraft 2 are without exception number one and two in both the overall Nordic chart and the four individual country charts.

Blizzard has a strong position in the Nordic, especially thanks to a strong PC games market. The Blizzard fans are loyal, which can clearly be seen on the chart. Besides World of Warcraft and Starcraft, the shooter category, or FPS (First Person Shooter) games as the genre is called, is also selling well, with Call of Duty: Black Ops and Battlefield Bad Company 2 well represented. Last year's chart topper The Sims 3 is also continuing to sell well.

There are some differences between the countries such as Football Manager charting high in Norway and kids games such as Toy Story 3 faring better in Finland.

Call of Duty retains the top spot

Military FPS, western action and football takes the top spots on the Xbox 360, with Call of Duty: Black Ops grasping the top spot. Kinect fared best in Sweden.

When looking at the individual countries, it's clear that Kinect is most popular in Sweden, where both Kinect Adventures and Kinect Sports reached the top 10 chart. There are some other local differences. For example the Finnish developed game Alan Wake made number five on the chart in Finland. NHL 11 is traditionally selling well in Sweden and Finland thanks to the high interest in ice hockey in those countries. Norway and Denmark seem to prefer racing games a bit more, as Need for Speed Hot Pursuit drives in at number 10 in both countries.



Sweden

1. World of Warcraft: Cataclysm
2. Starcraft 2 Wings of Liberty
3. Call of Duty: Black Ops
4. Battlefield Bad Company 2
5. Call of Duty: Modern Warfare 2
6. The Sims 3
7. World of Warcraft: Wrath of the Lich King
8. World of Warcraft
9. The Sims 3 Ambitions
10. Counter-Strike 1: Anthology

Norway

1. Starcraft 2 Wings of Liberty
2. World of Warcraft: Cataclysm
3. Football Manager 2011
4. Battlefield Bad Company 2
5. World of Warcraft
6. Call of Duty: Black Ops
7. The Sims 3
8. Civilization V
9. The Sims 3 Ambitions
10. The Sims 3 Late Night

Denmark

1. World of Warcraft: Cataclysm
2. Starcraft 2 Wings of Liberty
3. Call of Duty: Modern Warfare 2
4. Counter-Strike Source
5. Call of Duty: Black Ops
6. The Sims 3
7. World of Warcraft: Wrath of the Lich King
8. Battlefield Bad Company 2
9. The Sims 3 Design & High-Tech Stuff
10. The Sims 3 Ambitions

Finland

1. World of Warcraft: Cataclysm
2. Starcraft 2 Wings of Liberty
3. Battlefield Bad Company 2
4. Call of Duty: Black Ops
5. Toy Story 3
6. Princess and the Frog: Kiss the Frog
7. G-Force
8. Civilization V
9. The Sims 3
10. Call of Duty: Modern Warfare 2

Sweden

1. Call of Duty: Black Ops
2. FIFA 11
3. Red Dead Redemption
4. Halo Reach
5. Battlefield Bad Company 2
6. NHL 11
7. Call of Duty: Modern Warfare 2
8. Kinect Adventures (Kinect)
9. Assassin's Creed Brotherhood
10. Kinect Sports (Kinect)

Norway

1. Call of Duty: Black Ops
2. FIFA 11
3. Red Dead Redemption
4. Battlefield Bad Company 2
5. Halo Reach
6. Assassin's Creed: Brotherhood
7. Call of Duty: Modern Warfare 2
8. Fable 3
9. Mass Effect 2
10. Need for Speed Hot Pursuit

Denmark

1. FIFA 11
2. Red Dead Redemption
3. Call of Duty: Black Ops
4. Battlefield Bad Company 2
5. FIFA 10
6. Call of Duty: Modern Warfare 2
7. Halo Reach
8. Assassin's Creed Brotherhood
9. Mass Effect 2
10. Need for Speed Hot Pursuit

Finland

1. Call of Duty: Black Ops
2. NHL 11
3. Red Dead Redemption
4. Battlefield Bad Company 2
5. Alan Wake
6. Mass Effect 2
7. Call of Duty: Modern Warfare 2
8. Kinect Adventures (Kinect)
9. Assassin's Creed Brotherhood
10. Fallout New Vegas

Nordic Playstation 3 chart

No./title	Genre	PEGI	Distributor	Publisher
1. Call of Duty: Black Ops	Shooter	18	Activision Blizzard	Activision
2. FIFA 11	Sports	3	Electronic Arts	Electronic Arts
3. Gran Turismo 5	Racing	3	Nordisk Film	SCEE
4. Red Dead Redemption	Action	18	Nordic Game Supply	Take-Two
5. Battlefield Bad Company 2	Shooter	16	Electronic Arts	Electronic Arts
6. Call of Duty: Modern Warfare 2	Shooter	18	Activision Blizzard	Activision
7. Assassin's Creed: Brotherhood	Action	18	Ubisoft	Ubisoft
8. NHL 11	Sports	16	Electronic Arts	Electronic Arts
9. FIFA 10	Sports	3	Electronic Arts	Electronic Arts
10. Need for Speed Hot Pursuit	Racing	12	Electronic Arts	Electronic Arts

Nordic Playstation 2 chart

No./title	Genre	PEGI	Distributor	Publisher
1. FIFA 11	Sports	3	Electronic Arts	Electronic Arts
2. FIFA 10	Sports	3	Electronic Arts	Electronic Arts
3. Lego Star Wars 2: The Original Trilogy	Platform	3	Activision Blizzard	Lucasarts
4. Grand Theft Auto: San Andreas	Action	18	Nordic Game Supply	Take-Two
5. Lego Indiana Jones: The Original Adventures	Platform	7	Activision Blizzard	Lucasarts
6. Lego Batman	Platform	7	Warner Bros	Warner Bros
7. Singstar Suomi Hitit	Music	12	Nordisk Film	SCEE
8. Star Wars Battlefront 2	Action	12	Activision Blizzard	Lucasarts
9. Bakugan: Battle Brawlers	Action	7	Activision Blizzard	Activision
10. Guitar Hero Metallica	Music	12	Activision Blizzard	Activision

Black Ops storms to the top of PS3

Popular military shooter Call of Duty: Black Ops takes the top spot. Gran Turismo 5 is the only console exclusive game on the Nordic top 10.

Call of Duty: Black Ops is tremendously popular in the Nordic and the PS3 version is the best selling version with 46% of the game's total sales volume.

Finland is the best country for PS3 exclusive games. Besides Gran Turismo 5 the Move game Sports Champions charts at number 7, the local Singstar edition Suomi Hitit comes right before and we find Heavy Rain at number 9.

Still some juice left in the 10 year old console

The Playstation 2 been a big global hit and the Nordic is not an exception, the dominance have been very clear, but it's coming to an end.

Already last year the Playstation 2 started to show signs of winding down and leaving the field to the next generation with PS3, Wii and Xbox 360 taking the big step forward. Even though the number of new games is shrinking, the sales still have been good for some games on the PS2.

The FIFA franchise is fairing well and there're also a number of Lego games that continues to perform well. The quiz games and the games that use the Buzzers is charting in Denmark, while Finland still plays a lot of music games, with their local titles Singstar Hitit at number one and Suomirock at number 8.



Sweden

1. Call of Duty: Black Ops
2. FIFA 11
3. Red Dead Redemption
4. Gran Turismo 5
5. Battlefield Bad Company 2
6. NHL 11
7. Call of Duty: Modern Warfare 2
8. Assassin's Creed Brotherhood
9. FIFA 10
10. Final Fantasy XIII

Norway

1. Call of Duty: Black Ops
2. FIFA 11
3. Gran Turismo 5
4. Red Dead Redemption
5. Battlefield Bad Company 2
6. Assassin's Creed Brotherhood
7. Call of Duty: Modern Warfare 2
8. Need for Speed Hot Pursuit
9. FIFA 10
10. Final Fantasy XIII

Denmark

1. FIFA 11
2. Call of Duty: Black Ops
3. Gran Turismo 5
4. Red Dead Redemption
5. FIFA 10
6. Call of Duty: Modern Warfare 2
7. Battlefield Bad Company 2
8. Assassin's Creed Brotherhood
9. 2010 FIFA World Cup: South Africa
10. Need for Speed Hot Pursuit

Finland

1. Gran Turismo 5
2. Call of Duty: Black Ops
3. NHL 11
4. Red Dead Redemption
5. Battlefield Bad Company 2
6. Singstar Suomi Hitit
7. Sports Champions (Move)
8. Call of Duty: Modern Warfare 2
9. Heavy Rain
10. NHL 10

Sweden

1. FIFA 10
2. Lego Star Wars 2: The Original Trilogy
3. FIFA 11
4. Lego Batman
5. Lego Indiana Jones the Original Adventures
6. Star Wars Battlefront 2
7. GTA San Andreas
8. Eyetoy Play Astro Zoo
9. Bakugan: Battle Brawlers
10. Singstar Abba

Norway

1. FIFA 11
2. FIFA 10
3. GTA San Andreas
4. Singstar Abba
5. Cars Race-O-Rama
6. Star Wars Battlefront 2
7. Guitar Hero Metallica
8. Lego Star Wars 2: The Original Trilogy
9. Need for Speed Undercover
10. Hugo: Magic Troll Forest

Denmark

1. FIFA 11
2. FIFA 10
3. GTA San Andreas
4. Buzz! Junior Monstermania
5. Sing it! High School Musical 3: Senior Year
6. Lego Batman
7. Bakugan: Battle Brawlers
8. Buzz! The Pop Quiz
9. Lego Star Wars 2: The Original Trilogy
10. GTA Liberty City Stories

Finland

1. Singstar Suomi Hitit
2. Lego Star Wars 2: The Original Trilogy
3. Lego Indiana Jones the Original Adventures
4. Singstar Pop Edition
5. Lego Batman
6. Singstar Legends
7. GTA San Andreas
8. Singstar Suomirock
9. Guitar Hero Metallica
10. Sly 2: Band of Thieves

Nordic Wii chart

No./title	Genre	PEGI	Distributor	Publisher
1. New Super Mario Bros Wii	Platform	3	Bergsala/Amo	Nintendo
2. Wii Fit Plus	Sports	3	Bergsala/Amo	Nintendo
3. Super Mario Galaxy 2	Platform	3	Bergsala/Amo	Nintendo
4. Mario Kart Wii	Racing	3	Bergsala/Amo	Nintendo
5. Wii Sports: Resort	Sports	7	Bergsala/Amo	Nintendo
6. Just Dance	Music	3	Ubisoft	Ubisoft
7. Donkey Kong Country Returns	Platform	3	Bergsala/Amo	Nintendo
8. Just Dance 2	Music	3	Ubisoft	Ubisoft
9. Mario & Sonic at the Olympic Winter Games	Sports	3	Pan Vision	Sega
10. EA Sports Active	Sports	3	Electronic Arts	Electronic Arts

Nordic Nintendo DS chart

No./title	Genre	PEGI	Distributor	Publisher
1. New Super Mario Bros	Platform	3	Bergsala/Amo	Nintendo
2. Mario Kart DS	Racing	3	Bergsala/Amo	Nintendo
3. Lego Star Wars 1 & 2: The Complete Saga	Platform	3	Activision Blizzard	Lucasarts
4. Pokémon SoulSilver	RPG	3	Bergsala/Amo	Nintendo
5. Mario & Sonic at the Olympic Winter Games	Sports	3	Pan Vision	Sega
6. Pokémon HeartGold	RPG	3	Bergsala/Amo	Nintendo
7. Super Mario 64 DS	Platform	3	Bergsala/Amo	Nintendo
8. Lego Indiana Jones 2: The Adventures Cont.	Platform	7	Activision Blizzard	Lucasarts
9. Lego Harry Potter: Years 1-4	Platform	7	Warner Bros	Warner Bros
10. Lego Batman	Platform	7	Warner Bros	Warner Bros

Mario and fitness rules the Wii

Super Mario games and Wii Fit are the most sold Wii games in the Nordic

Super Mario Galaxy 2 and New Super Mario Bros Wii sells well in all Nordic countries. But looking further down on the charts, there're quite many differences. Donkey Kong Country Returns charts at number 5 and 4 in Sweden respectively Norway, but don't make it into the top 10 in Denmark. The Just Dance series sells well in Denmark, but the games don't sell enough to chart in the other Nordic top 10 lists. Ice hockey being popular in Finland explains why NHL Slapshot sold so well on the Wii in Finland. The classic collection Super Mario All-Stars: 25th Anniversary managed to chart in Norway and Finland, but didn't climb into the Swedish or Danish charts.



New Super Mario Bros jumps to no. 1

Nintendo have a long heritage in the Nordic countries, it's one of the main reasons why the Nordics loves classic Nintendo games so much.

New Super Mario Bros is one of few games that are actually number one in all four Nordic countries, usually there's some differences.

However there are local differences. In Norway local DS games, based on Norwegian intellectual properties, are very popular. Charting at number two is Flåklypa Grand Prix and coming in at number 7 is Knerten Gifter Seg, both developed by Norwegian studio Ravn.

Looking at chart positions Pokémon SoulSilver and HeartGold is most popular in Finland.



Sweden

1. New Super Mario Bros Wii
2. Super Mario Galaxy 2
3. Mario Kart Wii
4. Wii Sports: Resort
5. Donkey Kong Country Returns
6. Wii Fit Plus
7. Mario & Sonic at the Olympic Winter Games
8. Wii Fit
9. Lego Star Wars 1 & 2 The Complete Saga
10. EA Sports Active

Norway

1. Super Mario Galaxy 2
2. New Super Mario Bros Wii
3. Mario Kart Wii
4. Donkey Kong Country Returns
5. Wii Fit Plus
6. Mario & Sonic at the Olympic Winter Games
7. Wii Sports: Resort
8. Epic Mickey
9. Mario Party 8
10. Super Mario All-Stars: 25th Anniversary

Denmark

1. Wii Fit Plus
2. New Super Mario Bros Wii
3. Mario Kart Wii
4. Just Dance
5. Just Dance 2
6. Wii Sports: Resort
7. Super Mario Galaxy 2
8. Wii Play
9. Madagascar Kartz
10. EA Sports Active

Finland

1. Wii Fit Plus
2. Super Mario Galaxy 2
3. New Super Mario Bros Wii
4. Wii Sports: Resort
5. Mario Kart Wii
6. NHL Slapshot
7. Wii Party
8. Super Mario All-Stars: 25th Anniversary
9. Lego Star Wars 1 & 2 The Complete Saga
10. Donkey Kong Country Returns

Sweden

1. New Super Mario Bros
2. Mario Kart DS
3. Lego Star Wars 1 & 2 The Complete Saga
4. Pokémon SoulSilver
5. Mario & Sonic at the Olympic Winter Games
6. Pokémon HeartGold
7. Lego Batman
8. Lego Indiana Jones 2: The Adventure Continues
9. Lego Harry Potter: Years 1-4
10. Super Mario 64 DS

Norway

1. New Super Mario Bros
2. Flåklypa Grand Prix
3. Lego Star Wars 1 & 2 The Complete Saga
4. Mario Kart DS
5. Mario & Sonic at the Olympic Winter Games
6. Lego Indiana Jones 2: The Adventure Continues
7. Knerten Gifter Seg
8. Pokémon SoulSilver
9. Pokémon HeartGold
10. Super Mario 64 DS

Denmark

1. New Super Mario Bros
2. Mario Kart DS
3. Super Mario 64 DS
4. Lego Batman
5. Mario & Sonic at the Olympic Winter Games
6. Lego Star Wars 1 & 2 The Complete Saga
7. Pokémon SoulSilver
8. Lego Harry Potter: Years 1-4
9. FIFA 11
10. Lego Indiana Jones 2: The Adventure Continues

Finland

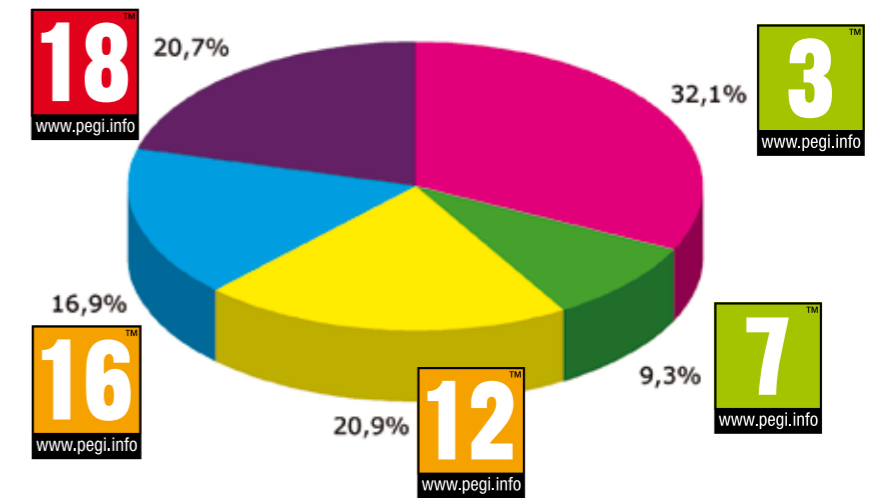
1. New Super Mario Bros
2. Pokémon SoulSilver
3. Pokémon HeartGold
4. Lego Star Wars 1 & 2 The Complete Saga
5. Mario Kart DS
6. Super Mario 64 DS
7. Littlest Pet Shop Friends: Country
8. Lego Indiana Jones 2: The Adventure Continues
9. Lego Indiana Jones: The Original Adventures
10. Mario Party DS

Sales by PEGI

Mature games gain market share as games rated 18 years, according to PEGI, make out over 20 percentage of sales.

The Pan-European Game Information (PEGI) age rating system was established in 2003 to help European parents make informed decisions on buying interactive games.

For more information about PEGI: www.pegi.info, www.pegionline.eu



PC

3 years	18.8%
7 years	5.0%
12 years	35.7%
16 years	24.1%
18 years	16.4%
PEGI	% of game sales



PS3

3 years	24.8%
7 years	9.3%
12 years	11.9%
16 years	19.3%
18 years	34.7%
PEGI	% of game sales



DS

3 years	71.7%
7 years	19.6%
12 years	7.3%
16 years	0.6%
18 years	0.8%
PEGI	% of game sales



PSP

3 years	30.6%
7 years	27.5%
12 years	19.3%
16 years	10.7%
18 years	11.8%
PEGI	% of game sales



Wii

3 years	65.5%
7 years	16.2%
12 years	12.2%
16 years	4.5%
18 years	1.6%
PEGI	% of game sales



Xbox 360

3 years	20.7%
7 years	4.3%
12 years	11.8%
16 years	25.5%
18 years	37.8%
PEGI	% of game sales



PS2

3 years	45.3%
7 years	16.2%
12 years	21.3%
16 years	10.7%
18 years	6.6%
PEGI	% of game sales



About PEGI

The Pan-European Game Information (PEGI) age rating system was established in 2003 to help European parents make informed decisions on buying interactive games.

For more information about PEGI: www.pegi.info, www.pegionline.eu

Nordic PSP chart

1. Little Big Planet	Platform	7	Nordisk Film	SCEE
2. Dexter	Platform	7	Nordisk Film	SCEE
3. Ratchet & Clank: Size Matters	Platform	7	Nordisk Film	SCEE
4. Gran Turismo	Racing	3	Nordisk Film	SCEE
5. FIFA 11	Sports	3	Electronic Arts	Electronic Arts
6. Secret Agent Clank	Platform	7	Nordisk Film	SCEE
7. Lego Indiana Jones 2: The Adventure Cont.	Platform	7	Activision Blizzard	Lucasarts
8. FIFA 10	Sports	3	Electronic Arts	Electronic Arts
9. Need for Speed Shift	Racing	3	Electronic Arts	Electronic Arts
10. Grand Theft Auto: Chinatown Wars	Action	18	Nordic Game Supply	Take-Two
No./title	Genre	PEGI	Distributor	Publisher

Portable Sack Boy is the best selling PSP game

The games sales of the Sony's Portable Playstation are dominated by Sony's own games, with platformers fairing best.

It's no secret that the PSP is not selling as well in Europe as in Japan, where Monster Hunter is raving on the charts. In the Nordic countries it's Little Big Planet that the top seller, but the countries differs quite much. In Norway you'll find Kingdom Hearts: Birth by Sleep at number two, the game grasps number 4 in Sweden, but don't chart in Finland or Denmark. All the games on the Finnish PSP chart are SCEE published games. While there are no Lego games on the Norwegian chart, Lego Indiana Jones 2 is doing well in Sweden with number two on the chart and also makes an appearance in Denmark at number 10.



Sweden

1. Little Big Planet
2. Lego Indiana Jones 2: The Adventure Continues
3. FIFA 10
4. Kingdom Hearts: Birth by Sleep
5. FIFA 11
6. Dexter
7. Gran Turismo
8. GTA Chinatown Wars
9. Lego Batman
10. Ratchet & Clank: Size Matters

Norway

1. Little Big Planet
2. Kingdom Hearts: Birth by Sleep
3. Tekken 6
4. FIFA 11
5. FIFA 10
6. Jak & Daxter: The Lost Frontier
7. Ratchet & Clank: Size Matters
8. Assassin's Creed: Bloodlines
9. Gran Turismo
10. Final Fantasy: Dissidia

Denmark

1. FIFA 11
2. FIFA 10
3. Need for Speed Shift
4. GTA Chinatown Wars
5. 2010 FIFA World Cup: South Africa
6. Little Big Planet
7. Gran Turismo
8. Tekken 6
9. Ratchet & Clank: Size Matters
10. Lego Indiana Jones 2: The Adventure Continues

Finland

1. Little Big Planet
2. Dexter
3. Secret Agent Clank
4. Ratchet & Clank: Size Matters
5. Gran Turismo
6. ModNation Racer
7. Resistance: Retribution
8. Ridge Racer
9. Gangs of London
10. Buzz! The Master Quiz

Sales by genre

What kind of genres stand out in the Nordic audience and what's the top games in each category?

Besides the sales charts on each format, the sales by genre are also a good indication to see what kind of games is popular in a territory. This lets us dig deeper and better understand the market.

It should be noted that the genres being used is an international coding and thus differ from the Nordic standards.

This is due to a period where all the Nordic countries are migrating to the new set Nordic standards. There are some differences, such as Kalle Kunskap being categorized as a children game and Pixeline falls under learning in the international coding, while we in the Nordic place both games under a genre called edutainment.

Basically these genres below do not match the genres used in the charts on the previous pages. In the next year's report the genres will be the same.

Nordic sales by genre

Genre	% of game sales	1. Top seller	2. Top seller	3. Top seller
Action-Adven.	22.8%	1. Red Dead Redemption	2. Assassin's Creed: Brotherhood	3. Lego Star Wars 1&2
Arcade	1.7%	1. G-Force	2. Shrek Forever After	3. Super Smash Bros Brawl
Children	2.1%	1. Bakugan: Battle Brawlers	2. Epic Mickey	3. Kalle Kunskap 2: Skolstart
Classic Adv.	2.1%	1. Lego Harry Potter: Years 1-4	2. Super Mario All-Stars	3. Princess and the Frog
Family Entertain.	0.4%	1. Wii Play	2. Eyepet	3. Dance Party: Pop Hits
Collection	0.1%	1. Metro 2033/Red Faction Guerilla	2. Big Family Games	3. 101 in 1: Party Megamix
Jump & Run	4.6%	1. New Super Mario Bros	2. Super Mario Galaxy 2	3. Donkey Kong Country Returns
Music	4.9%	1. Just Dance	2. Guitar Hero Metallica	3. Just Dance 2
Parlor	0.9%	1. Wii Party	2. Buzz: Brain of the Country	3. Buzz: Quiz World
Racing	6.8%	1. Gran Turismo 5	2. Mario Kart	3. Need for Speed: Hot Pursuit
RPG	10.1%	1. World of Warcraft: Cataclysm	2. Final Fantasy XIII	3. World of Warcraft
Shooter	11.3%	1. Call of Duty: Black Ops	2. Battlefield Bad Company 2	3. Call of Duty: Modern Warfare 2
Simulation	7.1%	1. The Sims 3	2. The Sims 3 Ambitions	3. The Sims 3: Design & High-Tech
Sports	13.7%	1. FIFA 11	2. FIFA 10	3. NHL 11
Strategy	4.3%	1. Starcraft 2 Wings of Liberty	2. Civilization 5	3. Warcraft 3 Reign of Chaos
Thinking	0.5%	1. Rabbids Go Home	2. Scribblenauts	3. Tetris Party Deluxe
Others	6.6%			

Genre % of game sales Top 3 best sellers in the genre



Sweden sales per genre

Genre	% of game sales	Top seller in the genre
Action-Adven.	22.1%	Red Dead Redemption
Arcade	1.4%	G-Force
Children	1.8%	Bakugan: Battle Brawlers
Classic Adv.	1.8%	Lego Harry Potter: Years 1-4
Family Entertain.	0.3%	Wii Play
Collection	0.1%	101 in 1: Party Megamix
Jump & Run	4.5%	New Super Mario Bros
Music	4.1%	Guitar Hero 5
Parlor	0.7%	Buzz: Brain of the Country
Racing	4.9%	Mario Kart
RPG	12.9%	World of Warcraft: Cataclysm
Shooter	10.7%	Call of Duty: Black Ops
Simulation	6.8%	The Sims 3
Sports	12.3%	FIFA 11
Strategy	4.6%	Starcraft 2 Wings of Liberty
Thinking	0.4%	Scribblenauts
Others	11.5%	

Genre % of game sales Top seller in the genre

Denmark sales per genre

Genre	% of game sales	Top seller in the genre
Action-Adven.	21.3%	Red Dead Redemption
Arcade	1.6%	Cloudy With A Chance of Meatballs
Children	2.4%	Bakugan: Battle Brawlers
Classic Adv.	2.3%	Lego Harry Potter: Years 1-4
Family Entertain.	1.0%	Wii Play
Collection	0.2%	Metro 2033/Red Faction Guerilla
Jump & Run	4.6%	New Super Mario Bros
Music	5.6%	Just Dance
Parlor	1.2%	Wii Party
Racing	7.0%	Mario Kart
RPG	7.6%	World of Warcraft: Cataclysm
Shooter	10.5%	Call of Duty: Black Ops
Simulation	9.1%	The Sims 3
Sports	16.0%	FIFA 11
Strategy	5.4%	Starcraft 2 Wings of Liberty
Thinking	0.4%	Rabbids Go Home
Others	3.7%	

Genre % of game sales Top seller in the genre

Norway sales per genre

Genre	% of game sales	Top seller in the genre
Action-Adven.	24.8%	Red Dead Redemption
Arcade	1.9%	Dora Saves the Mermaids
Children	3.5%	Bakugan: Battle Brawlers
Classic Adv.	2.2%	Lego Harry Potter: Years 1-4
Family Entertain.	0.2%	Scene It: Box Office Smash
Collection	0.1%	Big Family Games
Jump & Run	4.9%	New Super Mario Bros
Music	3.5%	Guitar Hero Metallica
Parlor	0.7%	Wii Party
Racing	9.2%	Gran Turismo 5
RPG	7.7%	World of Warcraft: Cataclysm
Shooter	13.6%	Call of Duty: Black Ops
Simulation	6.7%	The Sims 3
Sports	14.3%	FIFA 11
Strategy	3.6%	Starcraft 2 Wings of Liberty
Thinking	0.3%	Professor layton and the Lost Future
Others	2.6%	

Genre % of game sales Top seller in the genre

Finland sales per genre

Genre	% of game sales	Top seller in the genre
Action-Adven.	26.0%	Red Dead Redemption
Arcade	2.1%	G-Force
Children	1.0%	Bakugan: Battle Brawlers
Classic Adv.	2.0%	Lego Harry Potter: Years 1-4
Family Entertain.	0.3%	Eyepet
Collection	0.1%	Metro 2033/Red Faction Guerilla
Jump & Run	4.3%	New Super Mario Bros
Music	7.1%	Singstar Suomi Hitit
Parlor	1.3%	Wii Party
Racing	7.9%	Gran Turismo 5
RPG	9.5%	World of Warcraft: Cataclysm
Shooter	11.2%	Call of Duty: Black Ops
Simulation	5.7%	The Sims 3
Sports	13.3%	NHL 11
Strategy	3.4%	Starcraft 2 Wings of Liberty
Thinking	0.8%	Alkupolku Englannin Kieli
Others	3.9%	

Genre % of game sales Top seller in the genre

