

Unveiled: Australia's Best Games of 2006

Winners selected by industry panel votes and highest game sales

Sydney, Australia – 26 February 2007 – More than 350 game industry professionals joined hosts Merrick and Rosso at the Interactive Entertainment Awards, to celebrate the best games of 2006.

Organised by the Interactive Entertainment Association Australia (IEAA), the premier annual event held at Doltone House, Sydney on Friday 23 February, unveiled the winners of 20 categories, based upon industry panel votes and sales figures.

This year, in line with the shifts in game usage, new awards categories were introduced, including 'Girls Game of the Year', 'Best selling Party/Social Game' and 'Best Selling Children's Educational Game'.

"The latest national research shows that today 41 per cent of gamers are females, and more than one third of gamers are parents. The new award categories reflect the changing face of gaming. As the market focuses on these growing demographics, we expect to see more games that Mum, Dad and all the kids can play together prompt social and family interaction in 2008", said Chris Hanlon, CEO, IEAA.

And the Winners are: Industry Peer Voted Awards

Industry Peers Awards	Game	Publisher
IEAA Online Game of the Year	World of Warcraft	Vivendi
Samsung Xbox360 Game of the Year	Gears of War	Microsoft
Post Logistics PlayStation Game of the Year	Guitar Hero 2	Activision
IEAA Nintendo Game of the Year	The Legend of Zelda: Twilight Princess	Nintendo
BigPond Games PC Game of the Year	Elder Scrolls 4: Oblivion	Take2 Interactive
Network Ten Australian Developed Game of the Year	Medieval 2: Total War	THQ
IEAA Girls Game of the Year	Nintendogs: Dachshund & Friends	Nintendo
GAME 1 Ultimate Game of the Year	Gears of War	Microsoft
IEAA Most Innovative Game of the Year	Wii Sports	Nintendo



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IEAA Industry Identity of the Year	Rosemarie Lappin, Director of Sales & Marketing	Nintendo
Derwent Howard Sports Game of the Year	Pro Evolution Soccer 2006	Atari
GameSpot AU Editor's Choice Award	Gears of War	Microsoft
Australian Marketing Institute Best Marketing Campaign	Lara Croft Tomb Raider Legend	Atari

The Best Selling Games Winners

Based upon GfK sales data from January 1 2006 to December 31 2006, the Best Selling Games are:

Category	Game	Publisher
Best Selling Adventure	Cars	THQ
Best Selling Role Playing Game	Legend of Zelda: Twilight Princess	Nintendo
Best Selling Action	Lego Star Wars 2	Activision
Best Selling Racing	Need For Speed Carbon	Electronic Arts
Best Selling Sports	WWE Smackdown Vs Raw 2007	THQ
Best Selling Simulator	Nintendogs Dalmatian & Friends	Nintendo
Best Selling Party/Social Game	Singstar Rocks!	Sony Computer Entertainment
Best Selling Children's Educational	Barbie and the Magic of Pegasus	Vivendi

Women and families to drive game development in Australia

According to the Interactive Australia study, compiled by Bond University, the female gamer contingent is expected to surge to 50 per cent by 2010. With women critical to the growth of interactive entertainment industry, it is expected their influence on the development of computer and video games will increase.

Of women in game households:

- 65% say games appealing to women have become more popular
- 73% say games appealing to women have improved in quality
- 80% say games appealing to women have been online and on PCs

The research also shows that parents see the positive aspects of game play as more than valued family entertainment. A trend again supported by the introduction of the Interactive Entertainment Awards party/social game category.



Press Release



“Parents are increasingly playing computer and video games with their children. Gaming is seen as a social activity with people playing together in the same room or online. We’re undoubtedly set to see a further rise in the popularity of games aimed at females and families groups,” said Hanlon.

For more information on the awards, or further details on Interactive Australia, please see: www.ieea.com.au

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About the IEAA

IEAA is a national industry association proactively representing companies in the interactive entertainment industry. Our members develop and market computer and video games software, hardware and accessories in Australia. IEAA is administered by a Board of Directors comprising senior executives from entertainment companies both large and small. The Board is supported by the CEO, Chris Hanlon. For more information, please visit www.ieea.com.au

Interactive Games industry snapshot

According to GfK, the Australian industry experienced 7% growth in 2006 and recorded total sales of AUD \$925 million. Australians purchased nearly 12.5 million games in 2006. Australia has 40 game development companies that have produced more than 200 games earning AUD \$100 million in export sales each year.

About Interactive Australia 2007

Interactive Australia 2007 provides data on who is playing games in Australia, what their attitudes and behaviours are like compared with non-gamers, the nature of the games market, the importance of games in the family experience and the role of online access in game purchasing and play.

The study is based on a national random sample of 1,606 Australians who responded to more than 75 questions and over 300 data points in a 15-minute online survey run by ACNielsen Surveys Australia in late September 2006. Two units of analysis are explored in the study: the household and the player individual within the household.

The research was completed by the Bond University Centre for New Media Research (CNMRE) who served as a research consultant to the Interactive Entertainment Association of Australia (IEAA). The study was designed by Dr Jeff Brand. The data analysis and interpretations are those of the author and Jill Borchard.

