

## **MI6 COMMISSIONS OTX TO STUDY ON BURGEONING VIDEO GAME RESALE MARKET**

**Findings to be Presented Exclusively at MI6 Conference, April 8-9**

**Los Angeles, CA – March 10, 2008** – In its continued quest to inform and impact ROI for video game marketers, MI6 has commissioned OTX, a leading global consumer research and consulting firm, to perform an in-depth study on the video game resale market. The goal is not only to get to the heart of the demographics served by the gaming business, but to also track buying habits and learn more about which games and retailers are faring best and worst respectively in resale.

“So little is known about the market for used video games and yet we sense that it’s a large and growing part of the industry overall,” said Nick Williams, OTX’s Director of Media and Entertainment Insights. “From this study, we’re hoping to further understand the life cycle of a game beyond its initial purchase by genre and title, which will be of high interest to marketers and retailers.”

The study’s findings will be presented exclusively at the 3<sup>rd</sup> Annual MI6 Conference in April. OTX was chosen by MI6 after working with the organization last year to release results of a study that delved into other insightful information for video game marketers.

"As an organization, we believe it’s of paramount importance to provide a constant flow of information and support to conference attendees and the video game marketing community at large,” said MI6 President Jonathan Block-Verk. “Working with OTX on this study on the used video games market—with its inherent unknown variables—promises to be both valuable and informative for our attendees.,

The MI6 Conference, which takes place at the Grand Hyatt Union Square April 8-9, continues to attract the support and participation of top game marketing, advertising and entertainment executives. Participating companies include EA, Activision, ABC Entertainment, YouTube, The Nielsen Company, Ubisoft, Google, Microsoft, LucasArts, Electronic Entertainment Design & Research, Double Fusion, Nintendo, McCann Erickson, Sony, Spike TV, IGN, Codemasters, Sony Online Entertainment, Vivendi Games, DDB, Ayzenberg Group, Blizzard Entertainment, Nokia, Xbox, AKQA, DirecTV, Ziff Davis, 2K, Petrol Advertising, Ignited Minds, The Ant Farm, Nvidia, Eidos, Midway and THQ, among many others.

The MI6 Conference Committee is finalizing the 2008 session schedule, and encourages game marketers to check the MI6 website for agenda, participant updates and registration information - [www.mi6conference.com](http://www.mi6conference.com)

### **About OTX**

OTX is a global consumer research and consulting firm that has established itself as a leading provider of online-based research. The company specializes in providing innovative, cutting edge online technology, products and analysis to the marketing, entertainment and advertising communities. OTX has developed the most innovative products available for online research today – products that work to uncover deeper and more profound consumer insight. Today the company is one of the fastest growing

research companies in the United States and has offices in Los Angeles, New York, Cincinnati, Miami, Chicago and London, with strategic partners in Japan, Australia, Russia, China and Mexico.

**About MI6**

MI6 is a not-for-profit association dedicated to maximizing the effectiveness and supporting the success of marketing, promotion and advertising professionals involved in the interactive entertainment community. The MI6 Conference and Awards celebrates marketing excellence overall, while providing an all-inclusive forum for common thought, bond and community. For further information, please visit [www.mi6conference.com](http://www.mi6conference.com).

# # #

Media Contact: Priority Public Relations  
Kristien Brada-Thompson, 1-661-964-0333 / [kristien@prioritypr.net](mailto:kristien@prioritypr.net)

\*\*\*\*\*

This e-mail and any attached files contain information that is intended for the exclusive use of the individual or entity to whom it is addressed and may be privileged, confidential and/or exempt from disclosure under applicable law. If you are not the intended recipient (or responsible for delivery of the message to such person), please delete the e-mail without any copying, disclosure or distribution of this information and notify the sender immediately by e-mail or telephone.

\*\*\*\*\*