



Nintendo 3DS: Fighting For Pocket Share

New Features and Launch Titles Fit Intenders' Profile and Interest; Platform Fragmentation Could Hinder 3DS Long-Term Success

Santa Monica, CA, March 15, 2011 – Interpret, a leading entertainment, media and technology market research firm, today released its [Interpretations](#) report, “Nintendo 3DS: Fighting For Pocket Share,” which found that Nintendo 3DS purchase intenders are young and avid gamers, but distinguishing itself among a slew of competitors is Nintendo’s greatest challenge.

The Nintendo 3DS’s no-glasses feature is an important factor, as Interpret’s [3D Entertainment Study](#) shows that having to wear 3D glasses is the number one dislike among those who have experienced 3D technology (57% among those who have experienced 3D gaming). However, Interpret’s [New Media Measure™](#) data shows that 79% of 3DS intenders already own a handheld gaming device (a Nintendo, Sony, or iOS handheld) and half own two or more devices. With the release of even more handheld devices in 2011—including the iPad 2, the Next Generation Portable, the Xperia Play, and a slew of powerful Android smart phones and tablets equipped with PlayStation Suite—Nintendo must differentiate itself even further to gain pocket share.

“Though the Nintendo 3DS distinguishes itself from the competitive set with its unique 3D entertainment features, it faces the challenge of entering an oversaturated market and overcrowded consumer pockets,” said Michael Cai, Interpret’s VP of Games & Technology. “Nintendo succeeded with its Blue Ocean strategy for the Wii, but in the portable and mobile gaming market, the water is deeper and muddier.”

[Click here](#) for more information about this report.

Interested in Wave 3 of Interpret’s 3D Entertainment Study? Contact Jeff Tiddens at sales@interpretllc.com.

New Media Measure™ is Interpret LLC’s proprietary, quarterly survey of media behaviors, attitudes and product consumption. Designed to keep pace with the evolving media landscape, New Media Measure™ supplies the means to better measure and keep track of fast-changing consumer behaviors. New Media Measure™ surveys 9,000 consumers aged 12-65, representative of the U.S. population and weighted to U.S. Census. Data collected includes: demographics, psychographics, brand consumption, traditional media consumption, online and social networking, mobile phone, video gaming, and digital entertainment. Data is available via *Interface*, a web-accessible, interactive analysis tool, through *Intrend*, quarterly trend reports, and through *Interpretations*, monthly whitepapers written by Interpret analysts.

About Interpret LLC

Interpret is the leading cross-media market research firm. The company applies proprietary, cutting-edge methodologies and extensive category knowledge to help clients plan, test, and measure business

strategies in the fast-evolving media landscape. Interpret's unique combination of syndicated measurement products and custom market research services provides a common language across media for the key stakeholders of the digital age. www.interpretllc.com.

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