

Monday November 21, 2011

[Get our new FREE iPad app now](#)

Bloomberg

# Video-Game Sales in U.S. Fall 4%, NPD Group Says

October 14, 2011, 1:23 PM EDT

[Recommend](#)

10

[Share](#)

1

0

- [Business Exchange](#)
- [E-mail](#)
- [Print](#)

By Cliff Edwards

(Corrects PlayStation 3 price drop in eighth paragraph.)

Oct. 13 (Bloomberg) -- Video-game industry sales in the U.S. declined 4 percent to \$1.13 billion in September from a year earlier, led by declines in sales of game accessories and consoles.

Sales of new titles rose 3 percent to \$630.2 million, Port Washington, New York-based NPD Group said today in an e-mailed statement. Electronic Arts Inc.'s "Madden NFL 12" was the top-selling game for the month. Console sales fell 9 percent to \$349 million from \$382.9 million a year earlier, NPD said.

The industry has suffered a prolonged sales slump this year amid a relatively weak slate of titles. The biggest releases, including Redwood City, California-based Electronic Arts' "Battlefield 3" and Activision Blizzard Inc.'s "Call of Duty: Modern Warfare 3," are due through December and could turn 2011 sales into positive territory, NPD has said. The research did not provide analysis of September sales.

**Nintendo Co. in late July cut the price to \$170 from \$250 for its portable 3DS gaming system,** which allows for 3-D viewing without the need for special glasses. The Kyoto, Japan-based company also lowered its profit forecast.

Nintendo, Microsoft, Sony

**Nintendo sold 260,000 3DS systems, an increase of more than 10 percent over the prior month,** the company said in a statement. Its home console, the Wii, sold 240,000 units down from 254,000 a year earlier.

Microsoft Corp., based in Redmond, Washington, sold 438,000 Xbox 360 game consoles, the top-selling video-game player in September, it said. The company a year ago sold 483.9 million game consoles.

U.S. sales of Sony Corp.'s PlayStation 3 jumped 20 percent in September, as the video-game industry moved into the peak holiday buying period.

Tokyo-based Sony, which cut the price of the PlayStation 3 in August to \$249.99 from \$299.99, saw software sales rise 52 percent, spokesman Patrick Seybold, citing NPD research, said in an e-mailed statement. The Tokyo-based company did not release its monthly U.S. sales figures.

--Editors: Niamh Ring, Donna Alvarado

To contact the reporter on this story: Cliff Edwards in San Francisco at [cedwards28@bloomberg.net](mailto:cedwards28@bloomberg.net)To contact the editor responsible for this story: Rob Golum at [rgolum@bloomberg.net](mailto:rgolum@bloomberg.net)[Recommend](#)

10

0

- [Business Exchange](#)
- [E-mail](#)
- [Print](#)

READER DISCUSSION

Add New Comment

[Login](#)

Type your comment here.

Comments without profanity or abusive language are automatically posted to the site. Bloomberg BusinessWeek reserves the right to delete comments that are off-topic or offensive. Excessively long comments may be moderated as well. Bloomberg cannot facilitate requests to remove comments or explain individual moderation decisions.

Real-time updating is **paused**. ([Resume](#))

Showing 1 comment

Sort by popular now



**Drmark**

The company a year ago sold 483.9 million game consoles.

I think you meant 'thousand'.

1 month ago 2 Likes

Like Reply

[Subscribe by email](#) [RSS](#)