

Sales Data

HOW DOES THE QUARTER THAT A TITLE IS RELEASED IN AFFECT IT'S SALES?

The following sales data is number of units sold for the life of the title, through end of June 1987. The titles are arranged by quarter of release date. Only titles released between 1/83 and 3/87 are included.

1st Quarter Titles:

Suspended	45,841*	*does not include 53,565
Concener	41,962	sold by Commodore in their
Ballyhoo	23,812	own (cheapo) packaging.
H. Hijinx	15,375	
Bureaucracy	21,522	

2nd Quarter Titles:

The Witness	71,763
Geantalker	33,420
Wishbringer	75,898
Trinity	39,280

3rd Quarter Titles:

Planetfall	70,212
Outthroat	75,943
SMV	28,090
USOT	55,397

4th Quarter Titles:

Enchanter	73,323
Infidel	41,802
Hitchhiker's	264,694
Suspect	47,456
Spellbreaker	89,371
Moonmist	38,168

Average Units Sold, by quarter of release:

1st Quarter	37,734
2nd Quarter	55,216
3rd Quarter	60,191
4th Quarter	61,740
(a/e 34	45,185)

Same, including only titles released since 1/85:

1st Quarter	20,273
2nd Quarter	55,543
3rd Quarter	47,345
4th Quarter	31,224

Sales by Title for: January, 1984 through: December, 1984

Cd.	L	Title	Unit Sales		Sales Amount		Avg.
IZ1	S	Zork I	98,054	17.1%	1,518,005.54	16.2%	15.48
IS4	S	Hitchhiker's Guide	59,007	10.3%	832,500.68	8.9%	14.11
IA3	S	Cutthroats	52,703	9.2%	676,002.87	7.2%	12.83
IZ2	A	Zork II	45,873	8.0%	763,805.22	8.2%	16.65
IS3	S	Planetfall	43,606	7.6%	744,634.84	8.0%	17.08
IZ3	A	Zork III	36,070	6.3%	579,797.68	6.2%	16.07
IM2	S	Witness	34,712	6.0%	559,463.45	6.0%	16.12
IA2	J	Seastalker	31,384	5.5%	498,185.91	5.3%	15.87
IZ5	A	Sorcerer	31,334	5.5%	648,623.47	6.9%	20.70
IZ4	S	Enchanter	31,222	5.4%	580,607.27	6.2%	18.60
IM1	E	Deadline	29,566	5.1%	654,155.79	7.0%	22.13
IM3	A	Suspect	22,659	3.9%	328,131.62	3.5%	14.48
IA1	A	Infidel	20,250	3.5%	409,726.24	4.4%	20.23
IS1	E	Starcross	19,452	3.4%	289,668.75	3.1%	14.89
IS2	E	Suspended	18,933	3.3%	280,565.73	3.0%	14.82
			574,825	100.0%	\$ 9,363,875.06	100.0%	\$16.29

Sales by Machine for: January, 1984 through: December, 1984

Cd.	Machine	Unit Sales		Sales Amount		Avg.
AF1	Apple II	122,839	21.4%	2,258,325.94	24.1%	18.38
AF2	Macintosh	104,028	18.1%	1,974,074.72	21.1%	18.98
IB1	IBM PC	83,166	14.5%	1,534,014.19	16.4%	18.45
CO2	Commdore Plus/4	79,220	13.8%	673,370.00	7.2%	8.50
AT1	Atari	57,022	9.9%	968,826.73	10.3%	16.99
CO1	Commodore 64	43,338	7.5%	766,387.33	8.2%	17.68
CO3	Commodore 64 & +4	25,560	4.4%	217,260.00	2.3%	8.50
TA2	Tandy 2000	12,513	2.2%	221,688.19	2.4%	17.72
HP1	HP 150/110	10,841	1.9%	166,384.18	1.8%	15.35
TA3	TRS-80 Model III	10,334	1.8%	91,954.05	1.0%	8.90
TI2	TI 99/4A	5,978	1.0%	118,102.26	1.3%	19.76
TA4	Tandy Color Computer	5,000	0.9%	61,162.78	0.7%	12.23
CP1	CP/M 8"	3,463	0.6%	76,324.75	0.8%	22.04
KA1	Kaypro II	3,017	0.5%	64,428.38	0.7%	21.36
MS1	MS-DOS 2.0	2,603	0.5%	52,733.78	0.6%	20.26
RO1	Royal Alphatronic	1,999	0.3%	31,944.02	0.3%	15.98
TA1	TRS-80 Model I	1,613	0.3%	32,870.91	0.4%	20.38
TI1	TI Professional	1,488	0.3%	32,021.41	0.3%	21.52
NE2	NEC APC	285	0.0%	7,100.37	0.1%	24.91
OS1	Osborne	240	0.0%	6,075.45	0.1%	25.31
DE2	DEC Rainbow/Decmate	117	0.0%	4,541.36	0.0%	38.82
DE1	DEC RT-11	107	0.0%	3,175.55	0.0%	29.68
NE1	NEC PC-8000	54	0.0%	1,242.68	0.0%	23.01
		574,825	100.0%	\$ 9,364,009.03	100.0%	16.29

Sales by Customer for: June, 1984

through: December, 1984

T	Name	Unit Sales		Sales Amount		Avg.
D	SOFTSEL	72,471	15.6%	1,337,503.94	18.9%	18.46
D	FIRST SOFTWARE	53,249	11.5%	999,749.45	14.1%	18.77
D	COMMODORE BUSINESS	104,780	22.6%	890,630.00	12.6%	8.50
D	SOFTWARE DIST. SERVICES	30,518	6.6%	567,973.62	8.0%	18.61
D	MICRO D	27,897	6.0%	541,879.89	7.7%	19.42
D	ADDISON WESLEY PUBLISHING	25,299	5.5%	303,213.35	4.3%	11.99
D	SIMON & SCHUSTER	15,295	3.3%	174,595.58	2.5%	11.42
O	HEWLETT PACKARD COMPANY	10,841	2.3%	166,384.18	2.3%	15.35
D	EASTERN S/W DIST., INC.	7,475	1.6%	140,358.59	2.0%	18.78
D	MICROCOMPUTER ELEC. DIST.	7,518	1.6%	135,155.03	1.9%	17.98
H	COMPUTERLAND CORPORATE	6,428	1.4%	124,270.00	1.8%	19.33
D	HANDLEMAN CO.	6,826	1.5%	110,879.01	1.6%	16.24
D	RADIO SHACK	13,141	2.8%	108,566.59	1.5%	8.26
D	TRIANGLE ELECTRONICS	4,807	1.0%	84,474.16	1.2%	17.57
D	COMPUTER S/W SERVICE	4,270	0.9%	76,048.37	1.1%	17.81
R	BABBAGE'S	3,190	0.7%	68,961.16	1.0%	21.62
D	SOFTCENTER DISTRIBUTING	3,684	0.8%	68,385.65	1.0%	18.56
D	SOFTTEAM	3,426	0.7%	65,134.87	0.9%	19.01
D	NATIONAL SOFTWARE DIST.	3,691	0.8%	64,009.69	0.9%	17.34
D	DISTRIBUSOFT, INC.	3,300	0.7%	63,639.39	0.9%	19.28
O	TANDY HOME EDUCATION SYS.	5,000	1.1%	61,162.78	0.9%	12.23
D	NAVARRE CORPORATION	3,344	0.7%	59,507.02	0.8%	17.80
H	AAFES HEADQUARTERS	3,396	0.7%	59,303.42	0.8%	17.46
D	VIDCO ELECTRONICS, INC.	2,654	0.6%	48,418.89	0.7%	18.24
D	CITATION SOFTWARE	2,250	0.5%	41,796.07	0.6%	18.58
D	APEX RESOURCES	2,459	0.5%	40,793.31	0.6%	16.59
D	CAL MICRO	2,014	0.4%	38,530.60	0.5%	19.13
H	COLUMBIA HOUSE	2,744	0.6%	37,506.42	0.5%	13.67
D	IMAGINEERING	2,256	0.5%	37,387.87	0.5%	16.57
D	R & S DISTRIBUTING	2,003	0.4%	37,239.95	0.5%	18.59
D	WAREHOUSE 1, INC.	1,995	0.4%	36,202.04	0.5%	18.15
O	ROYAL	1,999	0.4%	31,944.02	0.5%	15.98
D	FRANTEK SOFTWARE DIST.	1,677	0.4%	31,880.73	0.5%	19.01
D	MICROSPHERE, INC.	1,431	0.3%	27,046.33	0.4%	18.90
R	ENTRE COMPUTER CENTER	1,124	0.2%	25,499.42	0.4%	22.69
D	SOFT KAT	1,347	0.3%	23,734.92	0.3%	17.62
R	COMPUTER FACTORY	955	0.2%	21,704.95	0.3%	22.73
D	PACIFIC EXCHANGE	1,016	0.2%	19,424.22	0.3%	19.12
D	MICROWEST DIST., LTD.	965	0.2%	17,211.94	0.2%	17.84
D	SOFTWARE SERVICES	947	0.2%	16,803.47	0.2%	17.74
D	CALVERT DISTRIBUTORS	817	0.2%	15,553.69	0.2%	19.04
R	COMPUSHOP	623	0.1%	14,285.61	0.2%	22.93
D	SIGNET SALES	833	0.2%	13,804.60	0.2%	16.57
D	DASHER INDUSTRIES	738	0.2%	13,740.61	0.2%	18.62
D	EAST TEXAS PERIODICALS	704	0.2%	13,296.80	0.2%	18.89
R	BUDGET COMPUTER S/W CLUB	613	0.1%	12,613.96	0.2%	20.56
R	TEXAS INSTRUMENTS	550	0.1%	12,236.25	0.2%	22.25
D	MICRON DISTRIBUTING	639	0.1%	11,780.25	0.2%	18.44
R	SILICON EXPRESS	430	0.1%	9,646.14	0.1%	22.43
R	VICOM	498	0.1%	9,047.43	0.1%	18.17
H	NAVY RESALE & SERVICES	423	0.1%	8,468.73	0.1%	20.02
R	PROGRAMS PLUS, INC.	355	0.1%	7,575.61	0.1%	21.34
R	H & E COMPUTRONICS, INC.	305	0.1%	7,519.84	0.1%	24.66
R	JMG SOFTWARE	325	0.1%	7,499.89	0.1%	23.08
D	SANURA SUOMI OY	369	0.1%	6,684.66	0.1%	18.12
D	SKU	265	0.1%	6,382.51	0.1%	24.06

Sales by Customer for: June, 1984

through: December, 1984

T	Name	Unit Sales		Sales Amount		Avg.
D	SKU MIDWEST	372	0.1%	5,956.14	0.1%	16.01
D	STARCRAFT, TOMIZAWA BLDG	310	0.1%	5,889.18	0.1%	19.00
R	(unknown)	312	0.1%	5,770.98	0.1%	18.50
R	CENTRAL COMPUTER PRODUCTS	241	0.1%	5,741.14	0.1%	23.82
D	QUALITAS TRADING CO.	259	0.1%	4,950.92	0.1%	19.12
D	ADC MICRO DISTRIBUTORS	282	0.1%	4,556.63	0.1%	16.16
D	AUDIO VIDEO SUPPLY	230	0.0%	3,686.58	0.1%	16.03
D	CYBERTECH TRADING CORP.	176	0.0%	3,678.93	0.1%	20.90
D	SOFTWARE PLUS	198	0.0%	3,623.84	0.1%	18.30
H	EURPAC EAST	218	0.0%	3,613.13	0.1%	16.57
D	NIAGARA S/W DISTRIBUTORS	165	0.0%	3,215.01	0.0%	19.48
R	COMPUTER MANIA	130	0.0%	3,032.49	0.0%	23.33
R	PINEAPPLE 6502	117	0.0%	2,539.73	0.0%	21.71
R	UCM COMPUTER PRODUCTS	100	0.0%	2,417.30	0.0%	24.17
R	COMPUTERLAND OF HAWAII	104	0.0%	2,389.94	0.0%	22.98
R	STRICTLY SOFTWARE	114	0.0%	2,329.52	0.0%	20.43
R	SOFTWARE CONNECTIONS	102	0.0%	2,299.27	0.0%	22.54
R	HOBBIES, GAMES, AND	97	0.0%	2,205.95	0.0%	22.74
D	COMPUAMERICA	123	0.0%	2,195.22	0.0%	17.85
R	SOFTWARE GALERIA	100	0.0%	2,132.52	0.0%	21.33
R	COMMANDER NAVRESSO	93	0.0%	2,126.02	0.0%	22.86
R	COASTAL COMPUTERS	70	0.0%	1,848.06	0.0%	26.40
D	INTERSOFT, INC.	90	0.0%	1,819.65	0.0%	20.22
O	A & A INTERNATIONAL	100	0.0%	1,750.00	0.0%	17.50
D	SUPEREX	86	0.0%	1,397.26	0.0%	16.25
R	SOFTWARE SELLER	56	0.0%	1,299.61	0.0%	23.21
R	SOFTWARE DESIGN	50	0.0%	1,274.73	0.0%	25.49
R	TEVEX, INC.	50	0.0%	1,236.14	0.0%	24.72
R	COMPUTER WAVE	48	0.0%	1,219.68	0.0%	25.41
R	B & J DATA PROCESSING	50	0.0%	1,164.99	0.0%	23.30
R	PLAYBOY ENTERPRISES, INC.	48	0.0%	1,137.22	0.0%	23.55
D	TD DATA, INC.	64	0.0%	1,133.85	0.0%	17.72
R	C'LAND OF WILKES-BARRE	45	0.0%	1,129.05	0.0%	25.09
R	M.J. DANIELS	51	0.0%	1,120.64	0.0%	21.97
R	COMPUTERLAND, GAITHERSBERG	44	0.0%	1,104.33	0.0%	25.10
R	SOFTWARE EMPORIUM	40	0.0%	961.42	0.0%	24.04
R	ADX COMPUTERS INC.	39	0.0%	928.62	0.0%	23.81
R	C'LAND OF SANTA CLARA	36	0.0%	917.57	0.0%	25.49
D	UNITED RECORD & TAPE IND.	69	0.0%	860.88	0.0%	12.48
R	SOFTWARE SPOT	32	0.0%	846.17	0.0%	26.44
D	OXFORD/STANFORD CORP.	45	0.0%	835.01	0.0%	18.56
R	NYBBLES AND BYTES	32	0.0%	791.20	0.0%	24.73
R	COMPUTER VISIONS	31	0.0%	780.18	0.0%	25.17
R	GAMERS REALM	36	0.0%	777.45	0.0%	21.60
R	MIDWEST TYPEWRITER AND	31	0.0%	774.70	0.0%	24.99
R	TUSCON'S COMPUTER SHOP	25	0.0%	769.36	0.0%	30.77
R	SOFTWARE CITY	35	0.0%	727.87	0.0%	20.80
R	SOFTWARE CENTRE INT'L	31	0.0%	705.94	0.0%	22.77
R	MYRIAD COMP. SYSTEMS, INC	28	0.0%	703.23	0.0%	25.12
R	DENER COMPUTER CTR, INC.	25	0.0%	686.99	0.0%	27.48
R	FAMILY COMPUTER CENTER	25	0.0%	648.41	0.0%	25.94
R	COMPUTER SHOP OF ABILENE	25	0.0%	637.37	0.0%	25.49
R	COMPUTER CONCEPTS	27	0.0%	629.24	0.0%	23.31
R	SOFTWARE SOLUTIONS	29	0.0%	626.32	0.0%	21.60
R	MICROSPHERE	26	0.0%	620.86	0.0%	23.88
R	EVER COMPUTING	26	0.0%	615.34	0.0%	23.67

Sales by Customer for: June, 1984

through: December, 1984

T	Name	Unit Sales		Sales Amount		Avg.
R	PACIFIC INFORMATION	25	0.0%	609.86	0.0%	24.39
R	COMPUTER EMPORIUM	25	0.0%	607.24	0.0%	24.29
R	SOFTWARE RESOURCES	26	0.0%	549.31	0.0%	21.13
R	LAKENHEATH AUDIO/PHOTO C	24	0.0%	417.98	0.0%	17.42
R	SOFTWAIRE CENTRE	31	0.0%	411.67	0.0%	13.28
R	SOFTWARE SUPERMARKET	10	0.0%	274.75	0.0%	27.48
D	XITAN SYSTEMS LTD.	8	0.0%	151.63	0.0%	18.95
O	A & A INTERNATIONAL	10	0.0%	139.84	0.0%	13.98
R	AMERICAN SOFTWARE CLUB	7	0.0%	120.83	0.0%	17.26
R	LASH TAMARON DISTRIBUTORS	36	0.0%	-231.55	0.0%	-6.43
R	(unknown)	-55	0.0%	-997.78	0.0%	18.14
D	PICKWICK DISTRIBUTION COS	-65	0.0%	-1,221.80	0.0%	18.80
D	COPPER STATE DIST., INC.	-69	0.0%	-1,468.10	0.0%	21.28
D	LIEBERMAN ENTERPRISES	-141	0.0%	-2,852.56	0.0%	20.23
		463,429	100.0%	\$ 7,080,388.57	100.0%	15.28

NEWS FROM THE CORPORATE SALES FRONT
OR
INFOCOM'S EYE ON BIG BROTHER
12/6/85

There has been lots of excitement over Cornerstone coming from our evaluators lately. Here's a brief synopsis of what's been happening, starting with the big 2. This is Barry's accounts only - if Ricardo Montalban (alias Richard Weissberg) ever returns from calling on accounts, maybe he can be persuaded to write up something similar, as I know he is also encountering lots of enthusiasm.

The Big 2 (who are, by the way, the Fortune 1 and 2)

Exxon Co., USA: Tom, Johnnie O., and Barry met at Comdex with Joel Irwin, the chief evaluator from Exxon USA, and 3 of his colleagues from other parts of Exxon. Joel has been looking at Cornerstone for almost 6 months, uses it every day in his work (as does his boss). They are looking to set a mid-level standard (1-2-3 low-end standard, PC Focus high-end). Joel's focus has narrowed to Cornerstone, Dataease, and Paradox. He already rejected Dataease outright, but has been waiting to look at Dataease's update, which is 6 months late already. This has been the primary reason delaying any decision for/against Cornerstone, and he's at the end of his patience. (We saw a demo (from a script!!) at the show - lots of functionality, mediocre interface, and still didn't appear to be ready). Plans to look at Dataease update immediately after show (if he receives it, otherwise total punt on Dataease), and then Paradox. Top priority item - final recommendation to management by mid-January. Probability: 50%, units: several hundred/year.

EDS - Dallas: EDS is the wholly-owned computer company for General Motors, as well as servicing many other large companies. We have already been approved as a standard by one branch (Saginaw, MI), but we have now been recommended by the group in EDS corporate responsible for all hardware purchases by all of EDS and General Motors! As you might imagine, they also have great influence on software, and we are also under review by the group with that explicit responsibility. Probability: 75%, units: still unclear, great potential.

The Lesser Fry

Prudential Capital: They are a wholly owned subsidiary of Prudential Insurance. Have picked Cornerstone as a standard. Just ordered 20 copies, distributed across all their regional offices. Great potential for further sales.

Rockwell International, Space Stations Division: Just processed requisition for 10 copies. Bill Morales, who was at our November training, has been trying to spread to other parts of the organization.

RCA Global Communications: Bob Cohen attended our November training. Just gave first class to 13 people, immediate demand for another (scheduled for next week). Should order about 20 right away. Also talking up Cornerstone to other parts of RCA, including corporate. Also high interest in Wang version

RCA Video Display: Just installed first copy at user site. Bob Cohen will be there next week, and our guy at Video sees this as an opportunity to sell management.

University of South Carolina: Our evaluator has just recommended Cornerstone as a standard. They will be ordering 10-12 copies right away, anticipates up to 100 copies in 1986.

Advanced Systems Development/Dept. of Transportation: This group acts as consultants to DOT, which already has hundreds of PC's and is just in process of purchasing lots more. Very positive initial reaction to Cornerstone. Evaluation continuing.

Washington State Dept. of Social Services: A different twist, they have decided to use Cornerstone as a prototyping tool for building mainframe dbms applications. Will purchase a few copies for this. Also expect that prototypes may end up doing the job themselves, in which case there'd be more purchases.

Our Existing Friends

Ohio Edison: After attending October training they have since taught their own classes. Went very well, pleased with materials. (They have 62 copies.)

Mather Air Force Base: Have received all 102 copies they ordered. Still installing on machines. Intend to attend January training.

Commonwealth of Pennsylvania: The Manager of the Comm. Info Center is perhaps the greatest overall advocate for Cornerstone. His group puts together an open PO through which any govt. agency can purchase: state govt, county govts, city govts, school districts, police, ... He actively recommends/demonstrates Cornerstone, and has included piece in newsletter about it. Expects several hundred units will be purchased over next year.

D.M. SALES 1984

By Game

<u>Title</u>	<u>Units</u>	<u>£</u>
Sorcerer	667	13.1
Enchanter	603	11.8
Planetfall	498	9.8
Infidel	458	9.0
Zork I	455	8.9
Witness	450	8.8
Zork II	445	8.7
Seastalker	257	5.1
Zork III	257	5.1
Starcross	216	4.2
Deadline	214	4.2
Suspended	205	4.0
Hitchhiker's	200	3.9
Cutthroats	92	1.8
Suspect	71	1.4

5,088

(111 Samplers also sold)

By Machine

<u>Machine</u>	<u>Units</u>	<u>£</u>
Apple	722	14.2
IBM	699	13.7
TRS-80 Model III	673	13.2
Atari	472	9.3
Macintosh	462	9.1
Commodore	313	6.2
Kaypro	303	5.9
CP/M	279	5.5
TRS-80 Model I	261	5.1
TI-99	240	4.7
MS-DOS	187	3.7
Osborne	160	3.1
DEC Rainbow	126	2.5
TI Professional	95	1.9
NEC APC	67	1.3
DEC RT-11	34	0.7
NEC PC-8000	27	0.5

5,120

INVISICLUDES SALES 1984

<u>Title</u>	<u>D.M.</u>	<u>% of Total D.M.</u>	<u>Infocom to Distributors</u>	<u>% of Info. to Dist.</u>	<u>Total</u>	<u>% Total</u>	<u>Project '85</u>
Zork I	15,858	21.7	14,769*	18.6	30,627	20.1	35,000
Zork II	9,339	12.8	5,327	6.7	14,666	9.6	15,000
Zork III	7,102	9.7	5,050	6.4	12,152	8.0	15,000
Enchanter	5,783	7.9	4,538	5.7	10,321	6.8	13,000
Sorcerer	2,509	3.4	4,311	5.4	6,820	4.5	8,000
Deadline	7,693	10.5	9,755*	12.3	17,448	11.4	10,000
Witness	3,098	4.2	4,254	5.4	7,352	4.8	7,000
Starcross	1,659	2.3	4,167	5.2	5,826	3.8	4,000
Suspended	2,720	3.7	3,301	4.2	6,021	3.9	4,000
Planetfall	11,597	15.8	9,500*	12.0	21,097	13.8	17,000
Infidel	3,580	4.9	5,993	7.5	9,573	6.3	7,000
Seastalker	1,285	1.8	3,910	4.9	5,195	3.5	7,000
Cutthroats	987	1.3	4,522*	5.7	5,509	3.6	10,000
			79,397		152,607		
							25,000 Hitch.
							7,000 Suspect
							4,000 Wish.**
							5,000 Check.**
							*** S.N. Game
							5,000 Zork VI**
							4,000 D. Adams**
							202,000

* Carried by waldenbooks (ordered about 5,000 of each

** Many more will sell in early 1986
 *** Probably doesn't need one

1985 SALES PROJECTIONS FOR INVISICLUES

Assumptions - Trade

- * Sales feels we have very low penetration of retail so far.
- * 79,397 were sold to trade September-December, 1984, which is approximately 60% of sales year, or 130,000 at yearly rate.
- * Most of sales were re-orders, so sell-through is high.
- * We have pent-up demand for Hitchhiker's hint books.
- * Pirates buy hint books, so percent share not as high as it may appear. I feel 150,000 total to trade is conservative.

Assumptions - Direct

- * Availability in stores will have negative impact not fully offset by greater awareness.
- * Order form in package is strong device for getting sales.
- * 73,210 sold direct in 1984.

I feel 50,000 direct in 1985 is conservative.

Assumptions to Arrive at Individual Numbers

- * Hint books lag game sales by approximately 4-6 months. New games in late 1984 will see surge in book sales in 1985.
- * People are more likely to buy a book for the first game they play. Zork I, Planetfall, Deadline, Cutthroats, Hitchhiker's will be higher because of this.
- * Seastalker has built-in hints, so less likely to need hint book. Assuming same is true of Wishbringer.

INVISICLUES AND MAP INVENTORY

<u>Title</u>	<u>Book/Map</u>	<u>D.M.</u>	<u>Infocom Finished</u>	<u>Infocom Parts</u>	<u>Total</u>
Zork I	B	8,302	1,137	11,480	20,919
	M	8,276	1,137	15,200	24,613
Zork II	B	3,137	1,444		4,581
	M	2,237	1,444		3,681
Zork III	B	4,423	3,200		7,623
	M	6,574	3,200		9,774
Enchanter	B	7,427	2,081		9,508
	M	8,047	2,081		10,128
Sorcerer	B	10,505	707	1,800	13,012
	M	11,705	707	2,200	14,612
Deadline	B	3,132	1,650		4,782
	M	3,752	1,650		5,402
Witness	B	11,827	474		12,301
	M	13,455	474	(31,100)?	13,929
Starcross	B	8,122	880	1,932	10,934
	M	7,498	880	1,900	10,278
Suspended	B	12,540	1,318		13,858
	M	---			
Planetfall	B	3,453	1,855		5,308
	M	5,601	1,855		7,456
Infidel	B	8,025	2,456		10,481
	M	8,865	2,456		11,321
Seastalker	B	4,090	1,439		5,529
	M	---			
Cutthroats	B	6,013	1,834	7,000	14,847
	M	9,813	1,834	9,475	21,122

Jon

*
Net Lifetime Trade Sales Through June, 1987

Code	Title	Units	Sales	
IA4	Hollywood Hijinx	15,325	277,071.36	18.08
IC1	Leather Goddesses	66,397	1,164,869.39	17.54
IC2	Bureaucracy	21,522	390,808.17	18.16
IH1	Lurking Horror	8,271	148,619.77	17.97
IM5	Moonmist	33,166	587,139.19	17.70
IS6	Stationfall	8,890	159,878.54	17.98
IT1	Zork Trilogy	9,843	302,384.05	30.72
IZ7	Trinity	35,390	613,815.19	17.34
		198,804	3,644,585.66	18.33

* Excludes direct mail and international sales

Sales 1/1/87 - 6/30/87

Code	Title	Units	Sales
IS4	Hitchhiker's Guide	10,385	160,891.94
IZ0	Wishbringer	2,621	25,604.66
IZ1	Zork I	5,783	102,492.41
IZ4	Enchanter	2,011	33,419.56
		20,800	322,408.57

Sales 4/88 - 3/89 (FY 88 + FY 89)

AMFV	6,122
Ballyhoo	3,604
Beyond Zork	45,532
Border Zones	11,516
Bureaucrasy	28,010
Cutthroats	2,542
Deadline	3,719
Enchanter	322
Hitchhiker's	88,651
Hijinx	12,080
Infidel	8,178
LGOP	76,513
Lurking	22,539
Moonmist	7,887
Nord & Bert	17,043
Planetfall	9,897
Plundered	15,460
Seastalker	4,832
Sherlock	21,317
Sorcerer	3,114
Spellbreaker	5,934
Starcross	4,614
Stationfall	21,113
Suspect	3,719
Suspended	4,008
Trinity	2,564
Wishbringer	41,903
Witness	3,785
Zork I	50,092
Zork II	7,335
Zork III	2,228
Zork Zero	4,512

Battletech	14,147
Cornerstone	3,516
Fooblitzky	(-714)
Quarterstaff	7,760
Sampler	(-1333)

Zork Quest II	3,360
Zork Quest	15,888
Lane Mastodon	15,361
Gamma Force	11,879

Mystery Tril.	3,489
Ench. Tril.	1,421
Sci-fi Tril.	4,452
Zork Tril.	20,819

Journey	
Shogun	
Arthur	

	1981	1982	1983		1984
			INFIRM	COMMERCIAL ²	INFIRM
ZOO I	9517	38405	58918	37230	98054
ZOO II	2800	16118	29405	31207	45873
ZOO III		10653	24551	25224	36070
DEADLINE		23388	32113	29049	29566
STARCROSS		10784	19349	23521	19452
SUSPENDED			23343	32204	18933
WITNESS			25288		34712
PLANETAL			20693		43606
ENCHASER			18703		31222
INFIDER			7131		20250
SECRETAR					31334
SEASAKER					31384
CUTTHICKS					52703
HITCHHIKERS					59007
SUSPECT					22659
TOTAL	12317	99348	259,494	149,386 178,885	574,825

¹ INCLUDES 18000 TO TANDY

² PRODUCED BY COMMODORE & SLD UNDER LICENSE AGREEMENT (COMMODORE)

1983
 INFIRM COMMERCIAL²

58918	37230
29405	31207
24551	25224
32113	29229
19349	23521
23343	32204
25218	
20693	
18703	
7131	

1984
 INFIRM COMMERCIAL²

98054	54046
45873	21436
36070	14664
29566	23959
19452	13518
18933	21391
34712	
43606	
31222	
20250	
31334	
31384	
52703	
59007	
22659	

1985 (THROUGH 5/31)
 COMMERCIAL²

24652	320,882
8591	155,430
6180	117,342
2629	141,154
1180	87,824
1132	97,523
5209	66,717
5445	69,754
7905	57,810
3736	30,217
2353	32,684
4433	35,217
11376	64,119
56857	115,864
18705	41,324

259,494	149,386 178,885	574,825	149,014	160,583	1,434,466
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WY
 SOLD UNDER LICENSE AGREEMENT (COMMERCIAL 64 ONLY)

WY
 CO
 IN
 WY
 C

1985 (THROUGH 5/31)

NUMBER

54046	24652
21436	8591
14664	6180
23959	2629
13518	1180
21391	1632
	5209
	5445
	7905
	3736
	2353
	4433
	11376
	56857
	18705

320,862	} 593,594
155,430	
117,342	
141,154	
87,804	
97,513	
65,000	
69,700	
57,500	
30,000	
32,600	
35,800	
64,000	
115,864	
41,364	

49,014 160,583

1,434,466

(64 ONLY)

WITH PIRACY, ASSUME 2,000,000 COPIES OUT THERE. IF AVERAGE INFOCOM PLAYER OWNS 3.8, THAT WOULD IMPLY TOTAL NUMBER OF CUSTOMERS IS APPROX. 525,000.

INFOCOM SHIPMENTS
BY TITLE AND YEAR

Year Game	1981	1982	1983		1984		1985	1986	TOTAL
			Infocon	Commodore	Infocon	Commodore	Infocon	Infocon	
Zork I	9,517	38,405	58,918	37,230	98,054 ‡	54,046	63,635	19,182	378,987
Zork II	2,800	16,118	29,405	31,207	45,873 ‡	21,436	23,382	2,983	173,204
Zork III		10,653	24,551	25,224	36,070 ‡	14,664	13,999	4,071	129,232
Deadline		23,388	32,113	29,499	29,566	23,959	1,438	756	140,719
Starcross		10,784	19,349	23,521	19,452 ‡	13,518	2,066	1,625	90,315
Suspended			23,343	32,204	18,933 ‡	21,391	3,657	28	99,556
Witness			25,765		34,712 ‡		10,549	1,739	72,765
Planetfall			21,162		43,606 ‡		4,927	617	70,312
Enchanter			18,703		31,222		14,641	7,246	71,812
Infidel			16,257		20,250		4,594	501	41,602
Sorcerer					31,334		8,358	2,260	41,952
Seastalker					31,384		9,962	(1,926)	39,420
Cutthroats					52,703 ‡‡		19,958 ‡‡‡	3,302	75,963
Hitchhiker's					59,007 ‡		165,892	29,350	254,249
Suspect					22,659 ‡		22,868 ‡	1,929	47,456
Wishbringer					72,334			740	73,074
Mind Forever							26,275	1,818	28,093
Spellbreaker							32,977	(3,096)	29,881
Fooblitzky							500	7,725	8,225
Cornerstone							8852	9265	18,117
Ballyhoo								23,912	23,912
Trinity								35,159	35,159
Leather Goddesses								53,543	53,543
Moonmist								24,777	24,777
Enchanter Tril.								4,500	4,500
Zork Tril.								3,270	3,270

Total	12,317	99,348	269,566	178,885	574,825	149,014	510,864	235,276	2,030,095

‡ 10,000 Commodore †4 Included
 ‡‡ 15,700 Commodore †4 Included
 ‡‡‡ 4,300 Commodore †4 Included

MEMO

TO: John O., Gayle, Joel, Gabby, Alan, Chris R.,
Harry, Ernie, Jon P., Ed, Suzanne, Spen,
Dorene

FROM: Mike

DATE: January 28, 1986

RE: 1985 Shipments, etc.

Attached you will find some useful numbers for reference. The first page shows 1985 shipments by title and by machine (many thanks to Susan for preparing). Negative numbers (in parentheses) are due to more returns than shipments. The second page shows total sales by game for all time.

Needless to say, this information is confidential and should not leave the company.

1985 NET SHIPMENTS

	Apple II	Mac	Atari XL	Com 64	IBM	Amiga	Atari ST	Other	Total	%
	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL		
INFIDEL	1,124	(1,229)	541	719	1,923	0	1,268	248	4,594	0.9
SEASTALKER	1,523	(1,252)	337	4,921	1,897	1,323	996	217	9,962	2.0
CUTTHROATS	4,350	(268)	1,362	1,396	3,888	947	1,161	7,102 *	19,958	4.0
DEADLINE	(42)	(1,191)	(1,663)	923	2,201	0	1,157	53	1,438	0.3
WITNESS	3,264	(1,195)	724	1,293	3,413	1,488	1,110	452	10,549	2.1
SUSPECT	3,531	(28)	2,320	1,597	4,162	0	1,046	10,240 **	22,868	4.6
STARCROSS	481	(1,736)	326	618	1,216	0	962	199	2,066	0.4
SUSPENDED	777	(1,588)	542	634	941	1,308	883	160	3,657	0.7
PLANETFALL	766	(1,384)	513	(1,199)	2,878	1,482	1,424	447	4,927	1.0
HGG	43,553	14,404	13,249	47,264	36,762	4,454	3,619	2,587	165,892	33.1
AMFV	10,001	3,674	0	0	9,681	0	2,919	0	26,275	5.2
WISHBRINGER	20,422	5,170	6,131	21,221	13,086	3,217	2,972	115	72,334	14.4
ZORK I	20,514	2,786	6,161	4,689	22,474	2,953	2,292	1,766	63,635	12.7
ZORK II	6,854	(682)	2,186	4,136	7,870	980	1,472	566	23,382	4.7
ZORK III	4,269	(515)	1,138	1,405	5,852	0	1,479	371	13,999	2.8
ENCHANTER	2,792	(637)	2,526	3,196	4,773	0	1,199	792	14,641	2.9
SORCERER	1,835	(1,232)	955	1,904	2,423	1,497	1,176	(200)	8,358	1.7
SPELLBREAKER	8,399	2,245	3,108	6,567	7,395	3,007	2,256	0	32,977	6.6
TOTAL	134,413	15342	40476	101284	132835	22656	29391	25115	501512	
%	26.8	3.1	8.1	20.2	26.5	4.5	5.9	5.0		

* includes 4300 Commodore orders
 ** includes 10,000 Commodore orders

NET SHIPMENT HISTORY

1981 - 1985

Year Game	1981		1982		1983		1984		1985		TOTAL
	Infocom	Commodore	Infocom	Commodore	Infocom	Commodore	Infocom	Commodore	Infocom	Commodore	
Zork I	9,517	38,405	58,918	37,230	98,054	54,046	63,635	359,805			359,805
Zork II	2,800	16,118	29,405	31,207	45,873	21,436	23,382	170,221			170,221
Zork III		10,653	24,551	25,224	36,070	14,664	13,999	125,161			125,161
Deadline		23,388	32,113	29,499	29,566	23,959	1,438	139,963			139,963
Starcross		10,784	19,349	23,521	19,452	13,518	2,066	88,690			88,690
Suspended			23,343	32,204	18,933	21,391	3,657	99,528			99,528
Witness			25,765		36,712		10,549	71,026			71,026
Planetfall			21,162		43,606		4,927	69,695			69,695
Enchanter			18,703		31,222		14,641	64,566			64,566
Infidel			16,257		20,250		4,594	41,101			41,101
Sorcerer					31,334		8,358	39,692			39,692
Seastalker					31,384		9,962	41,346			41,346
Cutthroats					52,703		19,958	72,661			72,661
Witchhiker's Suspect					59,007		165,892	224,899			224,899
Wishbringer					22,659		22,868	45,527			45,527
Mind Forever							72,334	72,334			72,334
Spellbreaker							26,275	26,275			26,275
Foblitzky							32,977	32,977			32,977
							500	500			500
Total	12,317	99,348	269,566	178,885	574,825	149,014	502,012	1,785,967			1,785,967

ORDERS BY MONTH

	<u>1986</u>	<u>1985</u>	<u>1984</u>	<u>1983</u>	<u>1982</u>	<u>1981</u>
January						
Interactive Fiction		29,544	18,498	5,153	805	
Cornerstone		1,464				
Invisiclus		5,570				
Samplers		1,328				
February						
Interactive Fiction		32,353	25,352	2,752	635	
Cornerstone		1,464				
Invisiclus		4,320				
Sampler		919				
March						
Interactive Fiction		30,611	22,045	18,964	4,840	
Cornerstone		0				
Invisiclus		30,770				
Sampler		1,902				
April						
Interactive Fiction		23,621	23,137	12,327	2,420	
Cornerstone		1,925				
Invisiclus		9,507				
Sampler		708				
May						
Interactive Fiction		16,492	11,150	14,158	4,771	
Cornerstone		0				
Invisiclus		15,819				
Sampler		150				
June						
Interactive Fiction		35,534	43,641	35,290	1,950	
Cornerstone		0				
Invisiclus		16,270				
Sampler		168				

July	Interactive Fiction Cornerstone Invisiclus Sampler	44,299 1,128 12,430 1,848	56,892	12,000	5,024
August	Interactive Fiction Cornerstone Invisiclus Sampler	38,789 245 15,425 7,512	18,018	20,005	4,044
September	Interactive Fiction Cornerstone Invisiclus Sampler	50,231 828 9,212 958	102,116	40,405	14,502
October	Interactive Fiction Cornerstone Invisiclus Sampler	158,305 1,078 28,295 7,682	112,300	33,133	14,364 145
November	Interactive Fiction Cornerstone Invisiclus Sampler	39,582 610 12,960 4,638	91,513	35,000	17,502 2,855
December	Interactive Fiction Cornerstone Invisiclus Sampler		58,266	40,519	12,502 1,275
Total YTD	Interactive Fiction Cornerstone Invisiclus Sampler	499,361 8,742 160,578 27,813	582,928	269,886	83,581 4275

✓POL ✓SWG ✓Jeff
✓Prof ✓HDA SEM

→ Steve: Please
file after routing

MEMO

TO: John, Gayle, Gabby, Joel, Ernie, Harry,
Chris, Jon

FROM: Mike

DATE: February 7, 1986

RE: Invisiclues

Attached is an analysis of 1985 invisiclues sales. DM never reported shipments, so the numbers were calculated from change in inventory plus incoming shipments. Several of the DM numbers had to be approximated, and the Sorcerer number appears to be high. However the total sales of 225,000 units is excellent, particularly when compared to forecast (remember that the invisiclues forecast was done at the same time as the original 800,000 unit game forecast). On a per game basis, we tended to under-forecast new games and over-forecast old games. (1985 saw a significant shift in proportion of game sales made up by new rather than old games).

The next page shows our inventory position. We have enough to get us through the entire year on most titles. Only Zork I appears likely to run out during the first half of the year. I believe we should expect to reprint during 2nd quarter at a 20,000 unit level. During the third or fourth quarter it appears that we will need to reprint Zork II and Witness.

Starcross and Suspended have several options. We could (A) reprint in fairly small quantities (5000 or so), (B) pay DM something to get back the inventory or (C) discontinue them as slow sellers. We have enough to get us through the first half of the year, so a decision can wait.

The last page shows invisiclues sales as a percent of game sales for 1984, 1985, and all time. In every case there were significant increases in 1985. Since invisiclues sales lag game sales, in some cases we see more invisiclues sold than games. Note that in the last column the newer releases have much higher percentages than the old. One plausible explanation is that most of the old games are inactive - they have been solved or abandoned.

INVISICLUES

TITLE	1985						
	1984 SALES	PROJECTED '85	CCS SALES*	INFOCOM SALES	DM SALES**	TOTAL SALES	PROJECTED 1986
WISHBRINGER	-	4,000	728	12,949	0	13,677	8,000
ZORK I	30,627	35,000	3,340	32,075	3,879	39,294	30,000
ZORK II	14,666	15,000	2,091	13,120	~2,000	17,211	13,000
ZORK III	12,152	15,000	1,273	7,566	1,228	10,067	8,000
ENCHANTER	10,321	13,000	897	7,599	~900	9,396	6,000
SORCERER	6,820	8,000	738	3,795	4,282	8,815	3,000
SPELLBREAKER	-	5,000	-	-	0	0	15,000
DEADLINE	17,448	10,000	679	7,249	1,097	9,025	6,000
WITNESS	7,352	7,000	471	6,306	1,296	8,073	5,000
SUSPECT	-	7,000	439	7,468	3,861	11,768	3,000
STARCROSS	5,826	4,000	578	4,807	~500	5,885	3,000
SUSPENDED	6,021	4,000	420	2,220	344	2,984	3,000
PLANETFALL	21,097	17,000	553	5,909	664	7,126	4,000
HHGG	-	25,000	4,516	50,155	7,746	62,417	35,000
AMFV	-	NA	83	701	0	784	10,000
INFIDEL	9,573	7,000	490	2,632	~500	3,622	3,000
SEASTALKERS	5,195	7,000	147	990	577	1,714	1,500
CUTTHROATS	5,509	10,000	859	7,667	5,519	14,045	5,000
TOTAL	152,607	193,000	18,302	173,208	34,393	225,903	161,500
					BALLYHOO	10,000	
*JUNE - DECEMBER					TRINITY	10,000	
**JAN - JUNE (IMPLIED BY INVENTORY CHANGES)					LGOP	10,000	
1					MOONMIST	5,000	
POSSIBLE INVENTORY ERROR - EXPECT ABOUT 1000					BUREAUCRACY	TOO LATE	
					AUNT HILDEGARD	TOO LATE	

						196,500	

INVISICLUES INVENTORY

	CCS INVENTORY	INFOCOM INVENTORY	AVAILABLE INVENTORY	HOSTAGE DM INVENTORY
WISHBRINGER	6771	11900	18671	0
ZORK I	4470	8570 ³	13040	0
ZORK II	1207	7280 ⁴	8487	0
ZORK III	1208	12950	14158	3500
ENCHANTER	2063	8000	10063	1900
SORCERER	435	2900	3335	850
SPELLBREAKER	5000	15620	20620	0
DEADLINE	987	14350	15337	720
WITNESS	943	2084	3027	1200
SUSPECT	574	3800 ²	4374	4000
STARCROSS	1037	1050	2087	3900
SUSPENDED	46	1420	1466	9100
PLANETFALL	591	16800	17391	1000
HHGG	14597	32100	46697	4200
AMFV	2417	7050	9467	0
INFIDEL	619	2243	2862	4500
SEASTALKERS	472	1943	2415	1400
CUTTHROATS	2905	4100 ¹	7005	4500
TOTALS	43437	154160	200502	40770

1-PLUS 8000 ADDITIONAL MAPS

2-PLUS 3200 ADDITIONAL BOOKS

3-PLUS 3600 ADDITIONAL BOOKS

4-PLUS 3400 ADDITIONAL BOOKS

INVISICLUES

TITLE	1984		1985		TOTAL	% ALL-TIME
	SALES	% '84 INFOCOM GAME SALE	SALES	% '85 GAME SALES	INVIS. SALES	GAME SALES
WISHBRINGER			13,677	18.9	13,677	18.9
ZORK I	30,627	31.2	39,294	61.7	69,921	19.4
ZORK II	14,666	32.0	17,211	73.6	31,877	18.7
ZORK III	12,152	33.7	10,067	71.9	22,219	17.7
ENCHANTER	10,321	33.1	9,396	64.2	19,717	30.5
SORCERER	6,820	21.8	8,815	105.5	15,635	39.4
SPELLBREAKER	-	-	0	-	-	-
DEADLINE	17,448	59.0	9,025	627.6	26,473	18.8
WITNESS	7,352	21.2	8,073	76.5	15,425	21.7
SUSPECT	-	-	11,768	51.5	11,768	51.5 ~25%
STARCROSS	5,826	30.0	5,885	284.8	11,711	13.2
SUSPENDED	6,021	31.8	2,984	81.6	9,005	9.0
PLANETFALL	21,097	48.4	7,126	144.6	28,223	40.5
HHGG	-	-	62,417	37.6	62,417	37.6 ~27%
AMFV	-	-	784	NM	784	NM
INFIDEL	9,573	47.3	3,622	78.8	13,195	32.1
SEASTALKER	5,195	16.6	1,714	17.2	6,909	16.7
CUTTHROATS	5,509	10.5	14,045	70.4	19,554	26.9
TOTALS	152,607	26.5	225,903	45.0	378,510	21.2