

WiiWare

WiiWare distribution
Download from the WiiWare page in the Wii Shop Channel Online manuals will be available for viewing prior to download
New Wii Points possibilities
Additional contents or services can be available with Wii Points
This feature is also available for disc-based games
Additional content or services will be handled within the game
WiiWare as a download model
Good affinity for networked features
Matching, ranking, content delivery, and WiiConnect24 features through the Nintendo Wi-Fi Connection

WiiWare
A service that lets you download new Wii games not available in stores from the Wii Shop Channel

Why WiiWare?
Boxed game sales afford less price flexibility and require a certain amount of game content
Creates opportunities for a wide variety of games with priority on game "ideas"
Flexible pricing model allows for accessible pricing
No inventory shortage risk
Meant as a supplement to sales of boxed games, not a replacement
Download model is good for simple games

Background
Wii's high family room penetration
Many Wii users per household
Wii's high internet connection rate
Wii Points Cards can be used

Creating new possibilities
High family room penetration
Pricing flexibility
No inventory limitations
Affinity with networked features

Business opportunities outside the realm of games

