

Five Facts from Entertainment Marketing Letter

- 72% of gamers recall seeing ads for brands in videogames, a 20% increase in average ad recall from a year ago, says Massive, [Microsoft's](#) in-game ad unit.
- Consumer trade-in credit at Game Crazy accounted for 20% of one major vendor's new disc sales over a recent four-week period, the retailer tells [IGN](#).
- The mobile subscriber base stands at 276.6 million, a 5% increase from 2008, according to [CTIA- The Wireless Association](#).
- 23.8 million affluent consumers (those with a household income of \$100,000 or more) made a home entertainment or computer-related purchase on the Internet in the past 12 months, reports [Ipsos Mendelsohn](#).
- 40% of teens legally purchase music online; of this group, 93% use iTunes to do so, according to Piper Jaffray (via [Apple Insider](#).)