

RETAILERS	NUMBERS	MARKET SHARE BY TYPE OF REVENUE
5) Software Only Stores	400	14.1%
6) Mass Merchants	20,000	13.9
- Office Equipment	4,500	
- Department Stores	500	
- Appliance/electronic stores	2,000	
- Discount	2,000	
- Toy	1,000	
- Book Stores	200	
- Misc	10,000	
7) Value Added Resellers (VARs)	4,650	2%
8) Systemhouses	4,700	"
9) System Vendors	50	"
10) Mail Order Houses	30	14%
11) Direct to Customer (software publishers)		20%
12) Software Distribution Specialist to Fortune 500	1	
13) Guerilla Marketing		
14) Major Wholesalers	250	

\* Note that the figures in column two are from a different source so they do not match up directly with column one.

Chart 5. Software Revenue by Channel:

CHANNEL	1988	1993
PC Dealers	42%	35%
Mail Order	21	10%
Software Publishers	18	19%
Software Only Stores	10	13%
Vars Systems Vendors	5	1%
Mass Merchants	4	21%
System Vendors	3	1%