priced. If you have a very low

| RETAILERS                                                               | NUMBERS      | MARKET SHARE BY<br>TYPE OF REVENUE |
|-------------------------------------------------------------------------|--------------|------------------------------------|
| 5) Software Only Stores 6) Mass Merchants                               | 400 20,000   | 14.1%                              |
| - Office Equipment                                                      | 4,500        | Agents & Reps                      |
| - Department Stores                                                     | 500          |                                    |
| - Appliance/electronic stores                                           | 2,000        |                                    |
| - Discount                                                              | 2,000        | Your I we Mass Merchana            |
| - Toy                                                                   | 1,000        | Products - us Mail Order Jam       |
| - Book Stores                                                           | 200          |                                    |
| - Misc                                                                  | 10,000       |                                    |
| 7) Value Added Resellers (VARs)                                         | 4,650        | 2%                                 |
| 8) Systemhouses                                                         | 4,700        | supplied A Seignification          |
| 9) System Vendors                                                       | 50           | MANUA Digottamidens plan is a      |
| 10) Mail Order Houses                                                   | 30           | 14%                                |
| 11) Direct to Customer (software publishers)                            |              | 20%                                |
| 12) Software Distribution Specialist to Fortune 500                     | NORTH ECHNOL |                                    |
| 13) Guerilla Marketing                                                  |              |                                    |
| 14) Major Wholesalers                                                   | 250          |                                    |
| * Note that the figures in column not match up directly with column one |              | a different source so they do      |

## Chart 5. Software Revenue by Channel:

| CHANNEL                                                                                         | 1988                       | 1993                           |                                |
|-------------------------------------------------------------------------------------------------|----------------------------|--------------------------------|--------------------------------|
| PC Dealers<br>Mail Order<br>Software Publishers<br>Software Only Stores<br>Vars Systems Vendors | 42%<br>21<br>18<br>10<br>5 | 35%<br>10%<br>19%<br>13%<br>1% |                                |
| Mass Merchants<br>System Vendors                                                                | 4 3                        | 21%<br>1%                      | Applicable hamon forces theres |

RIBITETON CHANNEL: MERSONS OF