

Nintendo Corp (NTDOY)

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Report Intent

- To provide an update to previously issued reports assessing consumer interest in the recently released Nintendo Switch console (March 3) by measuring post-release volume and sentiment in consumer driven social conversation related to the Switch as compared the known benchmark of post-release volume and sentiment related to Nintendo's Wii U console released in November 2012.

Report Findings*

- Post-release conversation related to the Nintendo Switch has continued to be higher than that of the chosen benchmark of the Wii U in the 38 days following each platform's respective release, suggesting comparatively higher consumer interest in the Switch, especially considering that the Wii U's post-release date range includes the holiday season, a time period when mentions related to the console are expectedly higher due to the gifting of the console during the holidays.
- Mention frequency of ["nintendo switch"] 16% higher than ["wii u"] in the thirty-eight days following their respective releases.
- Mention frequency of ["want" + "nintendo switch"] 81% higher than ["want" + "wii u"] in the thirty-eight days following their respective releases.
- Mention frequency of ["buying" + "nintendo switch"] 53% higher than ["buying" + "wii u"] in the thirty-eight days following their respective releases.
- Mention frequency of ["bought" + "nintendo switch"] 13% higher than ["bought" + "wii u"] in the thirty-eight days following their respective releases.
- Mention frequency of ["ps4"] and ["xbox one"] 933% and 349% higher, respectively, than ["nintendo switch"] in the thirty-eight days following their respective releases. This data suggest that the platform's popularity, while higher than the WiiU platform, is magnitudes smaller than the ps4 and xbox one platforms.
- In the thirty-eight days following their respective releases, daily average Twitter sentiment of ["nintendo switch"] was 9% positive and 24% negative compared to a daily average of 36% positive and 7% negative for ["wii u"]. A recurring theme found in Nintendo Switch negative sentiment tweets was mentions of "lack of games", an issue that could be resolve itself in the future if additional quality titles are released.

Previous Report Findings:* (published March 22, 2017)

- Post-release mention frequency related to the Nintendo Switch is higher than that of the Wii U, though sentiment is less positive and more negative, suggesting a sustained increased consumer interest and increased negative conversation related to the Switch.

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- Mention frequency of ["nintendo switch"] 27% higher than ["wii u"] in the nineteen days following their respective releases.
- Mention frequency of ["want" + "nintendo switch"] 107% higher than ["want" + "wii u"] in the nineteen days following their respective releases.
- Mention frequency of ["buying" + "nintendo switch"] 70% higher than ["buying" + "wii u"] in the nineteen days following their respective releases.
- Mention frequency of ["bought" + "nintendo switch"] 38% higher than ["bought" + "wii u"] in the nineteen days following their respective releases.
- Mention frequency of ["ps4"] and ["xbox one"] 860% and 270% higher, respectively, than ["nintendo switch"] in the nineteen days following their respective releases.

**Social data is best used as a directional indicator of change rather than a precise measure of change in company or sector performance metrics.*

Report Tags

- ["wii u"]
- ["nintendo switch"]
- ["want" + "wii u"]
- ["want" + "nintendo switch"]
- ["buying" + "wii u"]
- ["buying" + "nintendo switch"]
- ["bought" + "wii u"]
- ["bought" + "nintendo switch"]
- ["ps4"]
- ["xbox one"]

As a minimum barometer of reliability, the volume of estimated quarterly Tag mentions on Twitter (different from normalized Tag frequency) should be no less than 1000. Tags with quarterly mention volume less than 1000 should be viewed with caution. Estimated Twitter mention volume is deduced by applying a 10x multiplier on the Tag's volume of mentions originating from Twitter's decahose. Twitter's Decahose comprises approximately 50 million tweets daily and represents a 10% randomized sample of Twitter's firehose.

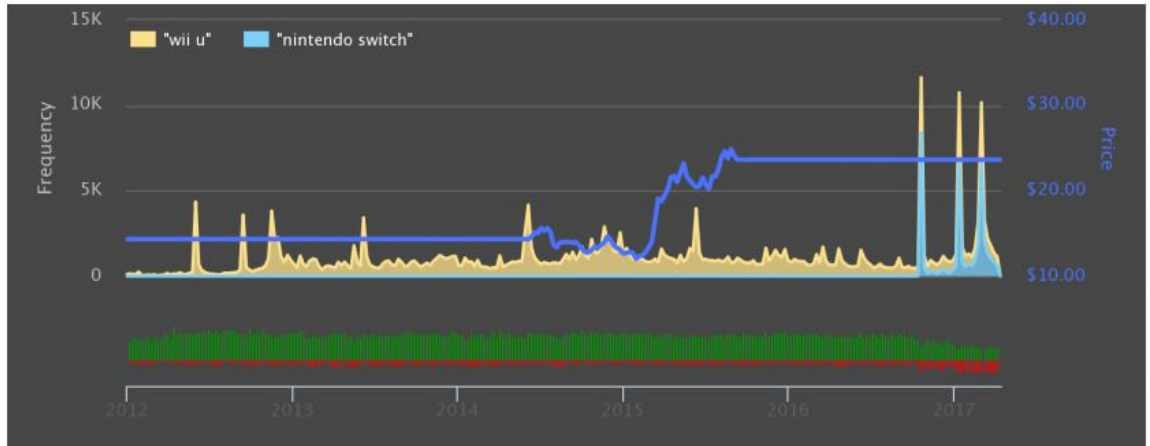
Report Content Stream

- Twitter mention frequency. Mention frequency is a normalized measure of tag mentions compared to the total number of messages across Twitter.

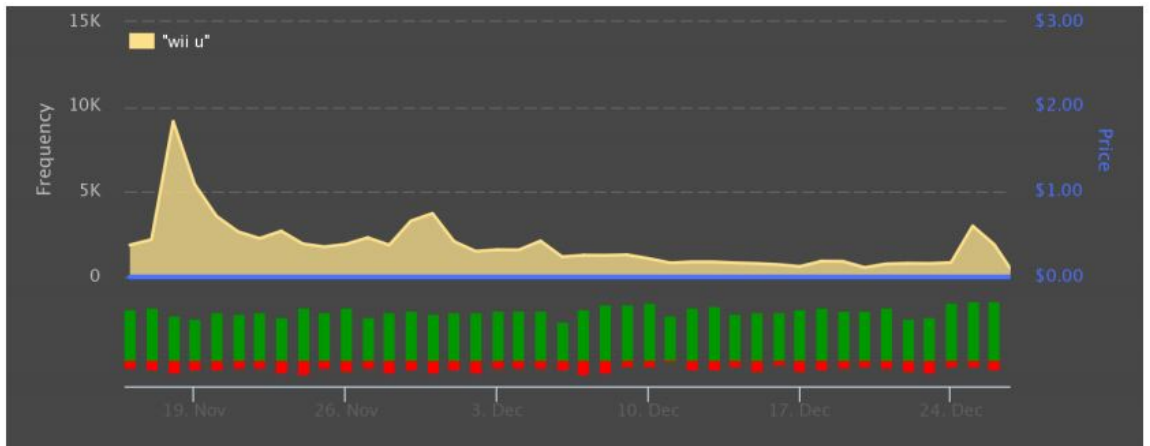
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["wii u"] vs ["nintendo switch"]

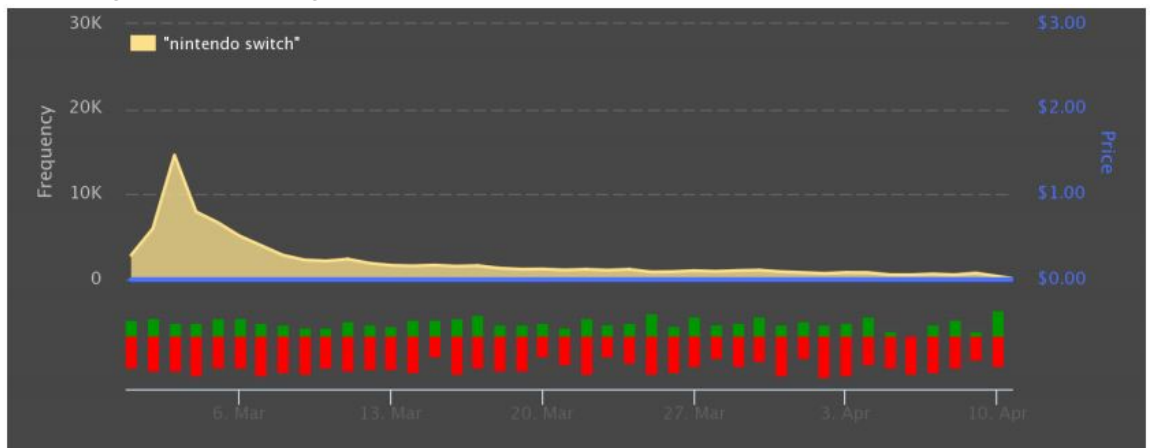
In the same time range, Twitter sentiment of ["nintendo switch"] is 27% less positive and 17% more negative than ["wii u"]



Thirty-eight days following Wii U release:



Thirty-eight days following Nintendo Switch release:





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Representative Mentions

Wii U and Nintendo Switch:

https://www.tickertags.com/dashboard/#/dashboard?ticker=NTDOY&start_epoch=1325376000&end_epoch=1492041600×pan=max&group=week&sort=trend&term_id_1=2875766&term_id_2=3066166&social=incidences&stream=tweets&links=false&retweets=false&tags_open=true&feed_open=true&chart_alerts=false&chart_max=false

On May 31, 2018, TickerTags, Inc. was acquired by M Science LLC. Prior to this date, reports were prepared and distributed by Ticker Tags, Inc.