

Compiled annually since 1976.

Play Meter

STATE OF THE industry report

<i>Air Hockey</i>	46
<i>ATMs</i>	49
<i>Boxers</i>	46
<i>Countertops</i>	48
<i>Cranes</i>	47
<i>Electronic Darts</i>	45
<i>Foosball</i>	46
<i>General Business</i>	40
<i>Jukeboxes</i>	44
<i>Kiddie Rides</i>	47
<i>Photo Booths</i>	46
<i>Pinballs</i>	45
<i>Pool Tables</i>	45
<i>Redemption/Novelty</i>	47
<i>Rotaries</i>	47
<i>Shuffleboards</i>	46
<i>Vending-Bulk</i>	49
<i>Vending-Full Line</i>	49
<i>Video Games</i>	44
<i>Video Poker</i>	48
<i>8-Line Games</i>	48

2015 VITAL STATISTICS

Number of locations:

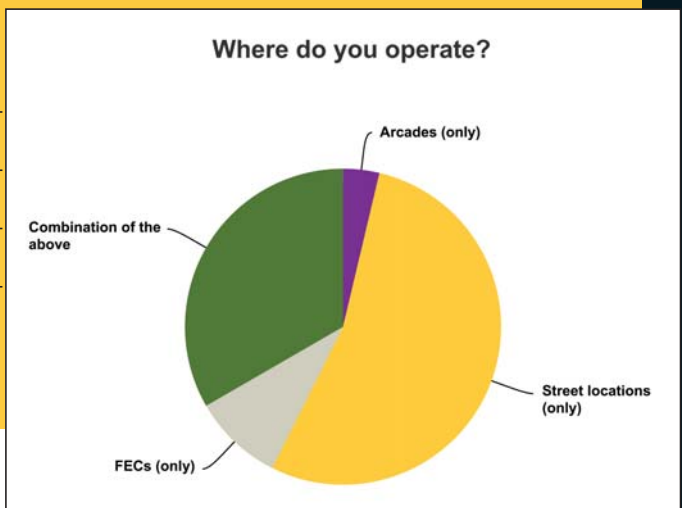
Arcades: 2,520

Street: 160,740

FECs: 3,500

Total locations: 166,760

Number of operators: 2,000



Has the Affordable Care Act impacted your business?

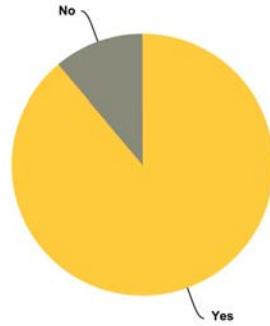
“It took the burden off of us to deal with employee insurance; however, as owners we still pay the full amount.”

“It’s been very positive and saved us a lot of money.”

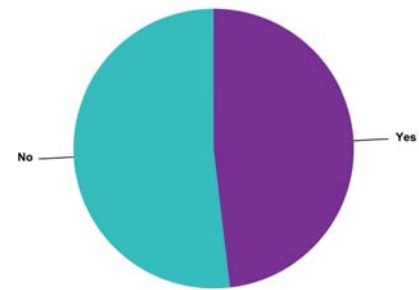
“We ended up having to drop our employee coverage because of the rate increases. We are a small enough company that we aren’t required to carry coverage if we choose not to.”

“It has priced us out of health care. We are waiting to see what we get charged as a penalty.”

Are you optimistic that your company will be in the coin-op industry in the next five years?



Has the Affordable Care Act (ACA/Obama Care) impacted your business?



General Business

1. Where do you operate?

	2015	2014	2013	2012	2011
Arcades ONLY	4%	2%	1%	*	1%
Street Locations ONLY	52%	50%	46%	43%	34%
FECs ONLY	7%	6%	3%	9%	5%
Various Combinations	37%	42%	50%	45%	54%

NOTE: Various combinations include Arcade/FEC, Arcade/FEC/Street, FEC/Street, etc.

2. Average number of locations.

	2015	2014	2013	2012	2011
Arcade	2,520	1,620	1,650	1,500	2,100
Street Location	160,740	154,000	153,450	149,000	101,000
FEC	3,500	1,020	1,950	2,000	1,800

3. If an FEC operator, what do you operate?

50% of FEC operators have miniature golf (up from 2014), 42% of FEC operators are doing go-karts, 25% of FEC operators are doing bumper cars/boats, laser tag came in at 50% (up from 2014). Playgrounds, trampolines and climbing walls are also showing up on this year’s poll.

4. If an FEC operator, what types of events do you host?

100% of FEC operators host birthday parties and corporate/group events, and 60% do prom nights/lock-ins (all up from 2014). Fundraisers also showed up on this year’s poll.

5. If an FEC operator, do you plan to add more attractions, products, or events for adults?

	2015	2014	2013
Yes	64%	57%	43%

Mini bowling was high on the responses.

6. How long has your company been in business?

	2015	2014	2013	2012	2011
Average	38 yrs.	37 yrs.	37 yrs.	36 yrs.	34 yrs.
10 yrs. or less	16%	6%	12%	12%	6%
11 to 25 yrs.	21%	31%	24%	24%	37%
Over 25 yrs.	63%	63%	64%	63%	57%

7. Are you optimistic that your company will be in the coin-op industry in the next five years?

	2015	2014	2013	2012	2011
Yes	89%	83%	94%	94%	85%

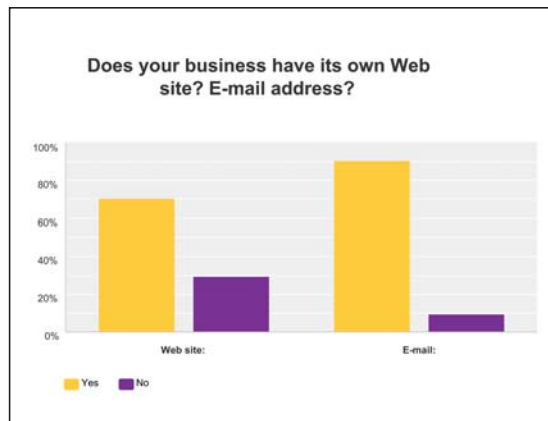
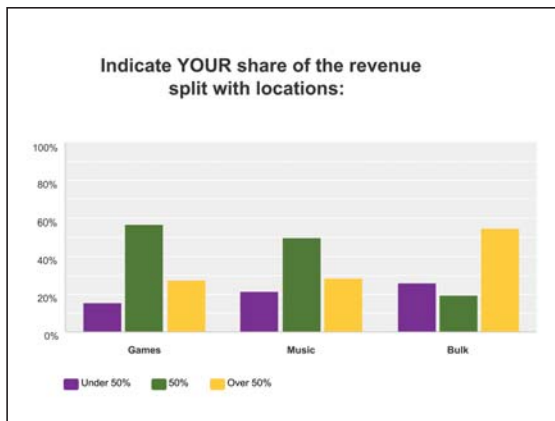
8. Has the Affordable Care Act (ACA) impacted your business?

	2015	2014	2013
Yes	49%	51%	43%

Most commented that it created a higher cost to benefits.

9. Has your business been affected by a smoking ban in your area?

	2015	2014	2013	2012	2011
Yes	63%	77%	65%	70%	69%



Do you attend major trade shows?

“We used to attend trade shows, but for street locations there are few games that have been successful. We would attend if we were in the FEC business.”

“I have been in business for 45 years and I rely on word of mouth.”

“We used to go to trade shows every other year when they were in the Chicago area. Now they are strictly in Las Vegas and it is not worth our time or money to fly there.”

10. Do you attend major industry trade shows?

	2015	2014	2013	2012	2011
Yes	79%	79%	74%	70%	61%

NOTE: 26% attended IAAPA and 66% attended Amusement Expo.

11. Have routes been sold in your area in the last year?

	2015	2014	2013	2012	2011
Yes	60%	58%	59%	51%	52%

12. What is the average target age of your customers in the MAJORITY of your locations?

	2015	2014	2013	2012	2011
12 yrs. & Under	4%	4%	6%	4%	13%
13 yrs.-18 yrs.	4%	12%	8%	8%	13%
Over 18	42%	39%	53%	50%	37%
All Ages	50%	45%	33%	38%	37%

13. Indicate YOUR share of the revenue split with locations.

	2015	2014	2013	2012	2011
GAMES					
Under 50%	16%	15%	10%	13%	7%
50/50 Split	61%	60%	68%	65%	66%
Over 50%	23%	25%	22%	22%	27%
MUSIC					
Under 50%	18%	20%	10%	27%	8%
50/50 Split	53%	30%	32%	34%	40%
Over 50%	29%	50%	58%	39%	52%
BULK					
Under 50%	21%	39%	22%	24%	41%
50/50 Split	18%	*	14%	12%	21%
Over 50%	61%	61%	64%	64%	38%

14. Does your business have a Social Media presence?

	2015	2014	2013	2012	2011
Yes	63%	52%	37%	35%	30%

15. Does your business have its own Web site? E-mail address?

	2015	2014	2013	2012	2011
Web site-Yes	72%	63%	55%	53%	46%
E-mail address-Yes	89%	86%	76%	88%	79%

16. Do you use a “Smart Phone” or “Tablet” in your business?

	2015	2014	2013	2012	2011
Yes	83%	77%	77%	79%	44%

17. Do you use any apps or software on your “Smart Phone” or “Tablet” that help you in your daily business operation?

	2015	2014	2013
Yes	49%	30%	54%

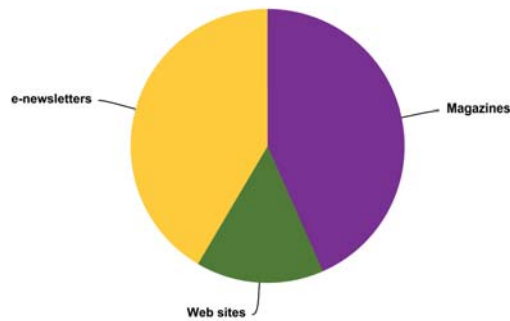
Music apps and Management Software apps topped the list with Route Boost garnering the most mentions.

Do you plan to diversify your business?

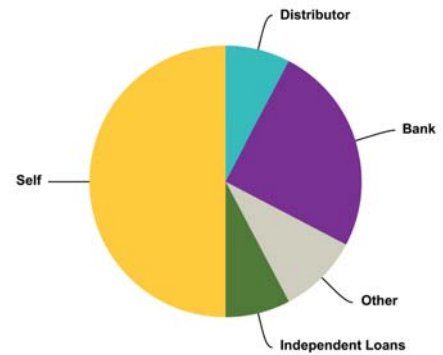
“I plan to tap into new locations like movie theaters.”

“I am looking at small footprint redemption type locations.”

Where do you get the majority of your industry news? (Indicate only ONE)



Who handles the MAJORITY of your financing? (Indicate only ONE):



18. Which industry Web sites do you visit regularly?

The #1 answer was “music sites,” followed by trade publications, with *Play Meter* at the top of the list. Incredible Technologies’ Web site and parts sites came in next.

19. Where do you get the majority of your industry news?

	2015	2014	2013	2012	2011
Magazines	42%	49%	56%	51%	96%
Web sites	16%	7%	22%	14%	35%
eNewsletters	42%	37%	22%	35%	41%

20. Which social networking sites do you visit the most?

	2015	2014	2013	2012	2011
Facebook	79%	86%	76%	86%	38%
Twitter	2%	*	5%	6%	7%
LinkedIn	19%	14%	19%	8%	12% (other)

21. Business activity in your area:

	2015	2014	2013	2012	2011
COMPETITION					
Increased	35%	30%	17%	41%	30%
Decreased	15%	22%	23%	26%	24%
Unchanged	50%	48%	60%	33%	46%
LOCAL ECONOMY					
Increased	29%	22%	27%	16%	6%
Decreased	50%	45%	44%	63%	80%
Unchanged	21%	33%	29%	21%	14%
YOUR BUSINESS					
Increased	40%	35%	31%	41%	22%
Decreased	34%	42%	47%	47%	57%
Unchanged	26%	23%	22%	12%	21%

22. Do you belong to industry associations?

	2015	2014	2013	2012	2011
Yes	96%	90%	88%	76%	67%

NOTE: 90% belong to AMOA, 12% belong to IAAPA, 51% belong to state associations, and 6% do not belong to any association.

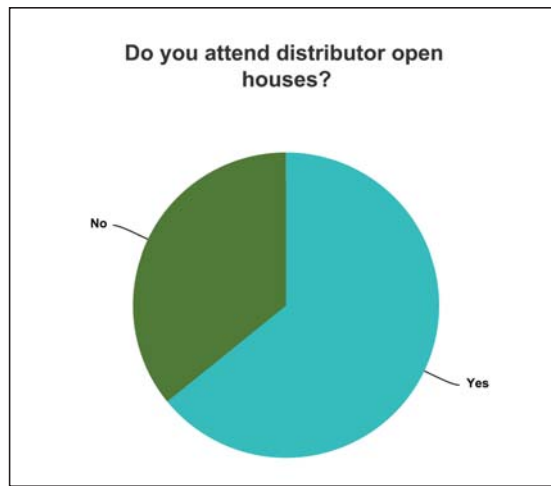
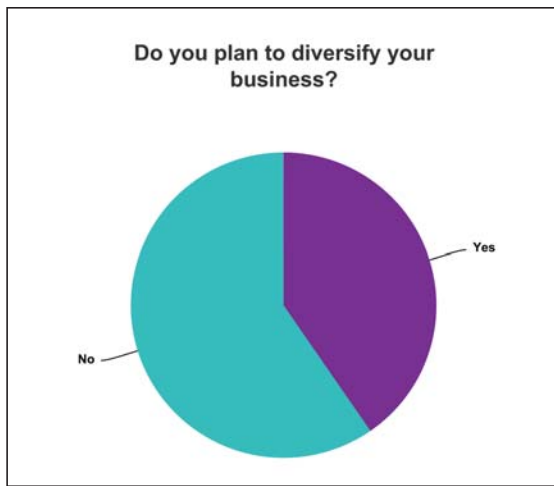
23. Who handles the majority of your financing?

	2015	2014	2013	2012	2011
Banks	25%	22%	23%	21%	20%
Independent Loans	17%	22%	16%	17%	10%
Finance myself	49%	41%	57%	50%	63%
Distributor	7%	12%	4%	4%	7%
Other	2%	4%	*	*	*

Note: Other usually referred to credit cards.

General comments

“Business has stopped going down; it’s going up but at a small pace. Gas is cheaper but health insurance costs are messed up.”



24. Are you offering your customers online tournaments?

	2015	2014	2013	2012	2011
Yes	40%	51%	39%	40%	35%

25. How do you plan for your new game purchases?

	2015	2014	2013	2012	2011
Dollar Amount (average \$) (13% of operators)	\$156,000	\$100,000	\$94,000	*	\$20,000
Percent of Gross (average %) (7% of operators)	19%	10%	20%	13%	10%
Buy equipment by need	80%	93%	77%	87%	90%

26. Are you using a cashless payment system in any locations?

	2015	2014	2013	2012	2011
Yes	49%	43%	33%	39%	44%

27. Do you plan to diversify your business?

	2015	2014	2013	2012	2011
Yes	42%	47%	37%	67%	52%

Note: Top suggestions were ATMs and small footprint redemption type locations.

28. Do you sell machines to the home market?

	2015	2014	2013	2012	2011
Yes	55%	77%	59%	72%	64%

29. Do you visit distributor open houses?

	2015	2014	2013	2012	2011
Yes	65%	74%	65%	74%	77%

30. Has your state or local government introduced legislation that will affect redemption games?

	2015	2014	2013
Yes	37%	19%	38%

31. Are you aware of studies being conducted on changing the metallic content of the quarter?

	2015	2014
Yes	51%	85%

What is the smallest change you made that gave you a big positive result?

“Rotating prizes in high value machines produced more play. If prizes sit in a machine too long, customers think the machine is hard to win.”

“We are charging minimums where machines do not generate adequate revenue.”

Video Games

Dedicated Video Games	2015	2014	2013	2012	2011
Average Weekly Gross	\$94	\$86	\$70	\$53	\$58
Average # Per Operator	111	85	64	64	80
Total # On Location	204,240	147,000	121,088	126,720	146,080
Total New Purchases	11,040	6,960	15,136	7,920	9,130

92% operate dedicated video games; 87% last year.

56% of those operating dedicated games bought new ones; 53% last year.

Video Game Kits	2015	2014	2013	2012	2011
Average Weekly Gross	\$36	\$36	\$41	\$32	\$38
Average # Per Operator	38	64	53	59	49
Total # On Location	53,200	101,120	90,948	103,840	88,347
Total New Purchases	7,000	9,480	6,864	10,560	9,015

70% operate video game kits; 79% last year.

46% of those operating kits bought new ones; 32% last year.

Deluxe Video Game Simulators	2015	2014	2013	2012	2011
Average Weekly Gross	\$138	\$104	\$83	\$64	\$96
Average # Per Operator	7	18	13	13	27
Total # On Location	5,600	13,680	10,582	13,860	29,700
Total New Purchases	800	760	1,628	1,980	3,300

40% operate video game simulators; 35% last year.

47% of those operating deluxe simulators bought new ones; 38% last year.

45% bought an average of 18 used video games in the past 12 months.

Do you still charge 25 cents per play on ANY of your videos?

	2015	2014	2013	2012	2011
OLD games-Yes	62%	63%	60%	63%	70%
NEW games-Yes	9%	15%	12%	12%	15%

What is your standard price per play on your video games?

	Upright videos:			Deluxe videos:			Kits:		
	2015	2014	2013	2015	2014	2013	2015	2014	2013
25 cents	7%	7%	8%	*	4%	*	19%	17%	12%
50 cents	46%	54%	39%	24%	7%	17%	52%	59%	74%
75 cents	12%	12%	16%	3%	4%	15%	6%	10%	7%
\$1	33%	24%	35%	62%	74%	62%	23%	14%	7%
Over \$1	2%	3%	*	11%	11%	6%	*	*	4%

Jukeboxes

Digital Downloading Jukeboxes	2015	2014	2013	2012	2011
Average Weekly Gross	\$196	\$171	\$186	\$165	\$155
Average # Per Operator	78	78	58	55	39
Total # On Location	112,320	120,120	99,528	94,380	65,208
Total New Purchases	14,400	23,100	18,876	14,184	15,048

72% operate digital jukeboxes; 77% last year.

88% of those operating digital jukeboxes bought new ones; 70% last year.

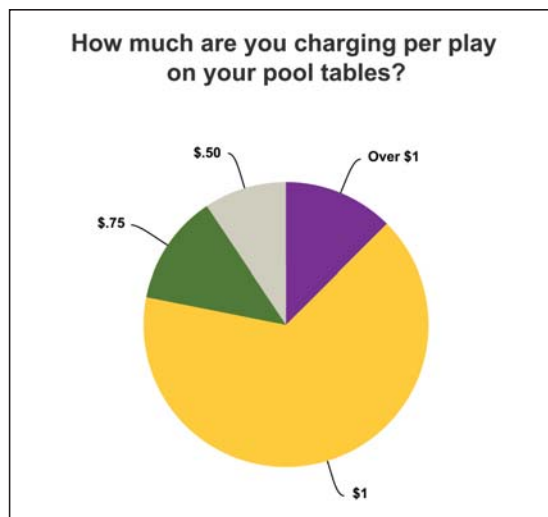
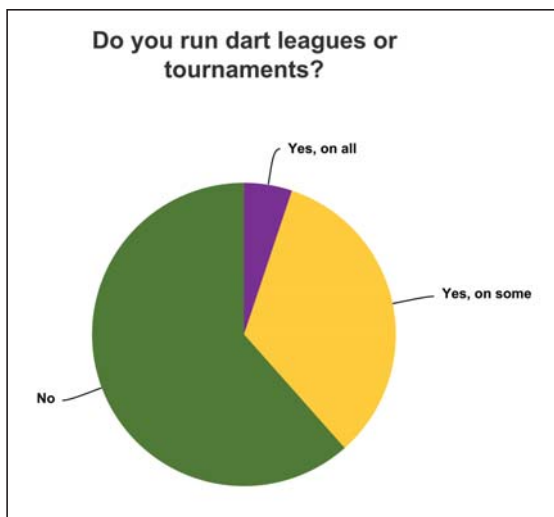
32% use the karaoke feature; 61% use the photo feature; 43% use the social networking feature; 94% use the mobile apps feature; 67% use advertising features; 30% use music videos.

61% operate only digital jukeboxes; 58% last year.

CD Jukeboxes	2015	2014	2013	2012	2011
Average Weekly Gross	\$43	\$30	\$37	\$40	\$61
Average # Per Operator	6	4	4	11	13
Total # On Location	4,080	3,600	3,696	14,179	14,872
Total New Purchases	*	*	*	*	1,144

34% operate CD jukeboxes; 45% last year.

* None of those operating CD jukeboxes bought new ones.



Electronic Darts

	2015	2014	2013	2012	2011
Average Weekly Gross	\$44	\$38	\$34	\$25	\$32
Average # Per Operator	45	49	37	39	25
Total # On Location	55,800	70,560	49,654	54,054	35,750
Total New Purchases	8,680	10,080	18,788	15,246	11,440

62% operate electronic darts; 72% last year.

54% of those operating electronic darts bought new ones; 66% last year.

7% run leagues on all of their dart games (22% last year); 48% on some of their dart games (39% last year); and 45% on none of their dart games (39% last year).

46% indicated they use the online play features on the newer dart games; 55% last year.

Remote leagues were very popular this year.

Pool Tables

	2015	2014	2013	2012	2011
Average Weekly Gross	\$92	\$61	\$48	\$50	\$56
Average # Per Operator	55	67	49	49	35
Total # On Location	82,500	99,160	85,162	87,318	62,370
Total New Purchases	3,000	4,440	8,690	10,692	7,128

75% operate pool tables; 74% last year.

48% of those operating pool tables bought new ones; 46% last year.

64% indicated that they are using pool tables with battery-operated bill acceptors; 56% last year.

42% indicated they run tournaments on their pool tables; 55% last year.

How much are you charging per play on your pool tables?

	2015	2014	2013	2012	2011
Over \$1	13%	21%	16%	22%	16%
\$1	66%	52%	61%	50%	62%
75 Cents	12%	18%	16%	17%	31%
50 Cents	9%	9%	7%	11%	9%

Pinball Games

	2015	2014	2013	2012	2011
Average Weekly Gross	\$44	\$34	\$38	\$41	\$31
Average # Per Operator	12	12	12	13	11
Total # On Location	18,000	17,280	19,272	22,308	15,004
Total New Purchases	3,000	1,440	4,818	6,864	2,728

75% operate pinball machines; 72% last year.

55% of those operating pinball games bought new ones; 40% last year.

Photo Booths

	2015	2014	2013	2012	2011
Average Weekly Gross	\$100	\$82	\$84	\$85	\$123
Average # Per Operator	4	3	4	4	6
Total # On Location	3,200	3,060	3,256	4,400	4,356
Total New Purchases	800	1,020	1,628	1,100	1,452

40% operate photo booths; 51% last year.

35% of those operating photo booths bought new ones; 47% last year.

Foosball Tables

	2015	2014	2013	2012	2011
Average Weekly Gross	\$14	\$18	\$21	\$13	\$15
Average # Per Operator	6	10	8	7	4
Total # On Location	7,440	9,400	10,736	9,702	5,720
Total New Purchases	*	*	2,634	4,158	1,430

62% operate foosball tables; 47% last year.

None of those operating foosball tables bought new ones.

None indicated they run tournaments on their foosball games.

Shuffleboards

	2015	2014	2013	2012	2011
Average Weekly Gross	\$9	\$17	\$21	\$16	\$26
Average # Per Operator	11	4	3	2	3
Total # On Location	7,040	2,560	2,244	2,068	1,386
Total New Purchases	640	*	1,496	1,034	924

32% operate shuffleboards; 32% last year.

40% of those operating foosball bought new ones.

20% indicated they run tournaments on their shuffleboard games; 13% last year.

Air Hockey

	2015	2014	2013	2012	2011
Average Weekly Gross	\$98	\$60	\$58	\$45	\$61
Average # Per Operator	6	11	12	11	8
Total # On Location	9,240	17,820	16,368	17,908	12,320
Total New Purchases	1,540	1,620	2,728	3,256	3,080

77% operate air hockey; 81% last year.

33% of those operating air hockey bought new ones; 18% last year.

None indicated they run tournaments on their air hockey tables; 3% last year.

Boxers

	2015	2014	2013	2012	2011
Average Weekly Gross	\$51	\$132	\$70	\$110	\$87
Average # Per Operator	5	9	6	5	6
Total # On Location	6,000	11,520	7,392	7,810	6,996
Total New Purchases	1,200	1,280	3,696	3,124	3,498

60% operate boxers; 64% last year.

18% of those operating boxers bought new ones; 37% last year.

General
comments

“The state of the street operator is not good. We used to have the bulk of the entertainment dollar in the bars. Now we just have a small slice due to other technologies available to the customer.”

Redemption/Novelty

	2015	2014	2013	2012	2011
Average Weekly Gross	\$132	\$97	\$125	\$76	\$118
Average # Per Operator	43	59	58	51	54
Total # On Location	64,500	87,320	81,664	79,662	72,468
Total New Purchases	10,500	7,400	12,672	10,934	21,472

75% operate redemption/novelty equipment; 74% last year.
 65% of those operating redemption bought new ones; 60% last year.

Is there a prize value limit in your area?

	2015	2014	2013	2012	2011
Yes	35%	28%	36%	34%	28%

NOTE: Prize value limits were varied for this year's poll.
 73% indicated that higher priced items would increase their revenue; 92% last year.

Kiddie Rides

	2015	2014	2013	2012	2011
Average Weekly Gross	\$22	\$23	\$38	\$23	\$35
Average # Per Operator	2	13	8	13	13
Total # On Location	1,520	8,320	6,512	12,298	10,010
Total New Purchases	*	1,280	1,628	1,892	1,540

38% operate kiddie rides; 32% last year.
 None of those who operate kiddie rides bought new ones; 29% last year.

Cranes

	2015	2014	2013	2012	2011
Average Weekly Gross	\$107	\$83	\$78	\$77	\$121
Average # Per Operator	118	50	41	35	30
Total # On Location	210,040	91,000	69,454	71,610	58,080
Total New Purchases	12,460	21,840	10,164	10,340	11,616

89% operate cranes; 91% last year.
 53% of those operating cranes bought new ones; 66% last year.

Rotaries

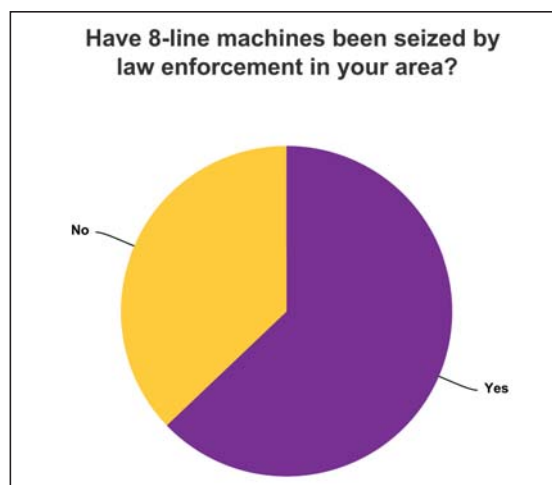
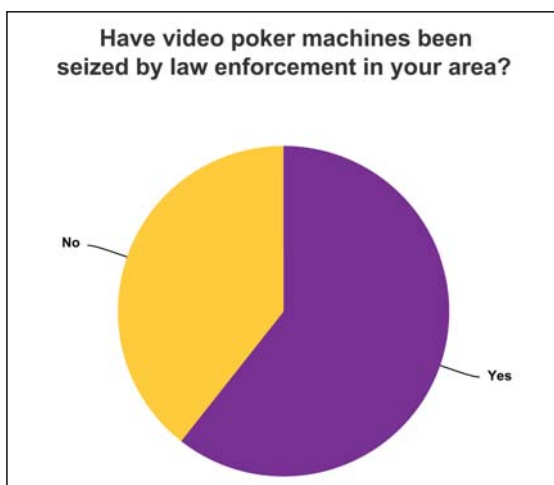
	2015	2014	2013	2012	2011
Average Weekly Gross	\$90	\$30	\$55	\$30	\$59
Average # Per Operator	10	2	5	4	11
Total # On Location	5,000	440	2,200	2,728	4,840
Total New Purchases	*	*	*	*	880

25% operate rotaries; 11% last year.
 None of those operating rotaries bought new ones.

What is the smallest change you made that gave you a big positive result?

“We got rid of the expensive prizes in our merchandisers. We now use smaller prizes and licensed sports items, and set them to win more.”

“We worked our cranes more with better prizes, new ideas, and paid more attention to them, which resulted in a large increase in revenue.”



Video Poker

	2015	2014	2013	2012	2011
Average Weekly Gross	\$133	\$100	\$92	\$61	\$139
Average # Per Operator	55	17	37	36	22
Total # On Location	14,300	2,040	16,280	11,088	11,616

13% operate video poker; 6% last year.

Is law enforcement cracking down on this type of equipment in your area?

	2015	2014	2013	2012	2011
Yes	59%	53%	50%	49%	57%

Have video poker machines been seized in your area?

	2015	2014	2013	2012	2011
Yes	59%	47%	49%	57%	63%

NOTE: We've asked these questions for many years, and the answers always vary because it's a difficult category of equipment to quantify; results may be very different year to year.

8-Line Games

	2015	2014	2013	2012	2011
Average Weekly Gross	\$166	\$150	\$136	\$144	\$94
Average # Per Operator	60	23	31	47	29
Total # On Location	15,600	7,820	15,686	20,680	13,398

13% operate 8-Line games; 17% last year.

Is law enforcement cracking down on this type of equipment in your area?

	2015	2014	2013	2012	2011
Yes	59%	55%	62%	48%	58%

Have 8-Line games been seized by law enforcement in your area?

	2015	2014	2013	2012	2011
Yes	62%	47%	56%	54%	51%

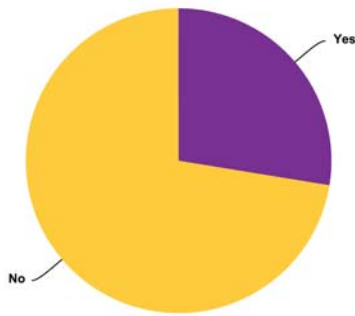
NOTE: We've asked these questions for many years, and the answers always vary because it's a difficult category of equipment to quantify; results may be very different year to year.

Countertops/Touch Screen Games

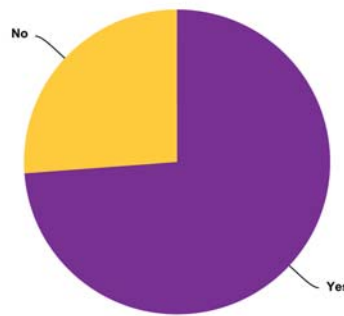
	2015	2014	2013	2012	2011
Average Weekly Gross	\$22	\$31	\$28	\$33	\$38
Average # Per Operator	24	35	29	39	34
Total # On Location	32,640	53,900	49,764	68,640	62,832
Total New Purchases	1,360	3,080	8,580	8,800	7,392

68% operate countertops; 77% last year.
20% of those operating countertops bought new ones; 19% last year.

Have you added other types of machines such as cranes, redemption, video games, etc. to your bulk vending route in the last year?



Do you find that higher priced prize items increase your revenue?



Automated Teller Machines (ATMs)

	2015	2014	2013	2012	2011
Average Weekly Gross	\$96	\$70	\$198	\$280	\$50
Average # Per Operator	40	35	30	25	22
Total # On Location	52,800	44,800	34,980	33,550	16,830
Total New Purchases	7,920	12,800	10,494	14,762	4,950

66% operate ATMs; 64% last year.

73% of those operating ATMs bought new ones; 88% last year.

31% indicate they will add ATMs to their route; 24% indicated interest last year.

Vending-Bulk

	2015	2014	2013	2012	2011
Average Weekly Gross	\$42	\$61	\$40	\$50	\$32
Average # Per Operator	29	19	29	27	63
Total # On Location	17,980	17,460	15,950	22,275	72,512

43% of the bulk vending respondents indicated they operate mechanical bulk; 19% operate electronic bulk.

29% have seen traditional amusement operators adding bulk to their routes; 31% last year.

44% have added other types of equipment, with redemption at the top of their list; 38% last year.

Mechanical machines averaged \$33, while electro-mechanical machines averaged a weekly gross of \$61.

28% charged 25 cents; 50% charged 50 cents, 16% charged 75 cents, 6% charged \$1.

Vending-Full Line

	2015	2014	2013	2012	2011
Average Weekly Gross	\$55	\$45	\$25	\$131	\$72
Average # Per Operator	17	34	33	59	88
Total # On Location	3,740	10,200	6,534	24,662	25,168

11% operate full line vending equipment; 15% last year.

Do you plan to diversify your business?

"I plan to add ATMs and rent equipment for parties."

"I have specialized (themed) my plush cranes by placing one line of prizes inside each crane, such as Minions or Star Wars, and adding corresponding posters."

What is the smallest change you made that gave you a big positive result?