

---

**For Immediate Release**

## Free Industry Primer on Trading Card Games Now Available.

NEW YORK, NY - August 10, 2009 - In an collaborative effort, SuperData Research ([www.superdataresearch.com](http://www.superdataresearch.com)) and To Be Continued LLC ([www.tobecontinuedllc.com](http://www.tobecontinuedllc.com)) today announce the release of their *Trading Card Game Industry Primer: From the T to the C to the G*. The free research paper sheds light on an often overlooked and relatively new sector of the game and toy industry: trading card games. According to contributor and trading card gaming expert Brian David-Marshall, "We've been working in this space for years, but this is the first comprehensive report on the topic."

Beginning with its roots in *Magic: The Gathering*, this industry has established itself in a competitive game and toy market with brands such as *Yu-Gi-Oh!* and *Pokémon*. Even as the Massively Multiplayer Online industry grows, trading card games continue to take an important role as a lucrative additional revenue stream for many game companies and IP holders. Recently, Sony Online Entertainment's release of *Free Realms* and Disney's *Club Penguin* both also now include a trading card game. Written by experts on the toy and gaming industry, the report covers the history of trading cards games, the industry players, its major brands, a demographic overview of the core audience, the overlying business model and the potential for comic book IP owners and MMO companies.

The report *Trading Card Game Industry Primer: From the T to the C to the G* is available for free at both [SuperData Research's](http://www.superdataresearch.com) and [To Be Continued LLC's](http://www.tobecontinuedllc.com) site.

### About SuperData Research, Inc.

As a New York-based research outfit, SuperData Research provides due diligence on consumer media & technology. SuperData Research is comprised of a group of industry experts and researchers, who feel that research can sometimes take too long to become available, or is just plain too expensive. Earlier this summer the company created a bang with the release of its iPhone report, using a data-driven approach in identifying the business challenges facing the current generation iPhone App developers.

### About To Be Continued LLC

To Be Continued is a New York-based game design consulting company with a specialization in the collectible card game market. To Be Continued consults on all aspects of the game industry and provides a full range of services that includes game design, game development, play-testing / focus groups, organized play / marketing programs, intellectual property origination; and industry insights. To Be Continued's recent projects include the online and offline collectible card game, Chaotic, the Twilight movie board game and designing games for online social networks and mobile platform.

### Contact Information

Matt Wang, [matt@tobecontinuedllc.com](mailto:matt@tobecontinuedllc.com)  
Joost van Dreunen, [joost@superdataresearch.com](mailto:joost@superdataresearch.com)  
Brian David-Marshall, [brian@tobecontinuedllc.com](mailto:brian@tobecontinuedllc.com)

---