Western Wii Developers

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Video game market analyst Michael Pachter has gone on record saying that Ubisoft and SEGA will be two of the few big name Western deveopers who have had to fore-sight to benefit from the Nintendo Wii, should it perform well at the end of this year.

A large number of Western developers have been taking a cautious approach to the Wii before E3, which has made it difficult for them to capitalise fully if the Wiii sells well at it's launch.

"I can't name any US publisher games that are going to launch on the Wii that are going to make a difference," Pachter said. "Certainly there will be Spongebob, but big deal. Seriously, that's great, but if you buy the Wii as your second console, as I really think most people are going to do, you're probably not going to give a damn about Spongebob."

SEGA and Ubisoft are the main Wii third party-developers who have had the forward thinking to begin creating games now for the Wii, notably Super Monkey Ball: Banana Blitz and Sonic Wild fire from SEGA and the promising Red Steel from Ubisoft.

"I didn't think publishers [new how good the Wii was] until they got their hands on it," Pachter said. "I don't know how Ubisoft figured it out. Let's give them a lot of credit. Their ahead of everybody right now."

Source: The Wiire