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THQ Explains the Proportions of uDraw's Collapse

NEWS Wii

by [Alex Culafi](#) - February 3, 2012 - 3:20 P.M.

Total Comments: 23 Source: (Eurogamer) <http://www.eurogamer.net/articles/2012-02-02-thq-details-full-extent-of-udraw-disaster>

1.4 million unsold units and \$80 million in potential sales are collecting dust in THQ's inventory.

THQ CFO Paul Pucino revealed that the uDraw performed \$100 million below expectations in sales during a February 2 investor's Q & A.



According to the corporate officer, \$80 million was lost from the 1.4 million units unsold in THQ's inventory, and the remaining 20 can be blamed on major discounting placed on many of the units that did sell.

At the investors meeting, the publisher has announced a \$55.9 million dollar loss for the quarter. According to Pucino, \$30 million of that can be directly attributed to the uDraw.

"From a contribution margin perspective, we would have doubled the profitability in the quarter were it not for uDraw. So it was something in excess of \$30 million in operating loss in the quarter as a result of uDraw," Pucino said.

The uDraw saw success on the Wii, which led to its introduction on PlayStation 3 and Xbox 360. However, as a result of poor sales of uDraw's Playstation 3 and Xbox 360 releases, THQ has no plans to carry on with the brand in the future.

Talkback



ControlerFleX

February 03, 2012

Bargin bin here I come!
....what? Too soon?



fordrob

February 04, 2012

I suppose I contributed to this - as one of the few customers of these tablets to begin with (got one for my five-year-old daughter for Christmas), I opted for Ubisoft's Drawsome instead of THQ's uDraw....oh well...



KITT 10K

February 04, 2012

\$80 million lost?! Ouch! (I think... YEP!!! My wallet just dropped dead of a heart attack.)



famicomplicated James Charlton, Staff Alumns

February 04, 2012

Congratulations to the genius who thought that strong sales of a casual/kids accessory on the Wii, would translate to big sales on the 360/PS3...

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MegaByte Aaron Kaluszka, Contributing Editor

February 04, 2012

Supply your own baby.



Mr. Adolph Vega

February 04, 2012

is this a bad omen for Wii U ??



Stogi

February 04, 2012

Yes.

And by yes, I mean no.

<http://www.youtube.com/watch?v=Eal4fep7pK4#t=1m50s>



famicomplicated James Charlton, Staff Alumnus

February 04, 2012

Quote from: MegaByte

Supply your own baby.

That could work. (for me)

You earned the "rocking the cradle" achievement +10



Chozo Ghost

February 04, 2012

Quote:

The uDraw saw success on the Wii, which led to its introduction on PlayStation 3 and Xbox 360. However, as a result of poor sales of uDraw's Playstation 3 and Xbox 360 releases,

There's your problem right there. Had THQ kept it exclusive to the Wii everything would have been just fine, but they had to go and try bringing it to other platforms where no one gave a crap.

Instead of manufacturing 1.5 million PS360 Udraws, they should have done more research to determine what sort of demand (if any) there was on those platforms, and then only manufacture (or not) according to that demand (or lack thereof).



UncleBob Richard Cook, Guest Contributor

February 04, 2012

Quote from: fordrob

I suppose I contributed to this - as one of the few customers of these tablets to begin with (got one for my five-year-old daughter for Christmas), I opted for Ubisoft's Drawsome instead of THQ's uDraw....oh well...

You know, I've kinda wondered with all this uDraw doom-and-gloom... what is



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UBISoft thinking?



ThePerm

February 04, 2012

not a good idea to release any accessory later on in a products lifestyle, the difference between this and wii u is wii u's tablet will be default. Its kinda dumb to release the tablet considering it will be obsolete and unneeded when wii u comes out. Though can you copy the drawings to usb? If so this could be my ghetto centiq



Chozo Ghost

February 04, 2012

THQ should have made all their games compatible with the uDraw tablet. For example, what about Saint's Row Third? Was that game compatible with the uDraw? No? well, then why the hell not? And what about WWE '12? That's another game THQ makes which doesn't support it. Both of those games would have benefited greatly from the ability to use the uDraw to help with character customization. You can't expect a peripheral to succeed when even the makers of it refuse to support it 100%.



ThePerm

February 04, 2012

that would be pretty neat actually. Idea stamped with the approval stamp!



rise9

February 05, 2012

Quote from: Chozo

You can't expect a peripheral to succeed when even the makers of it refuse to support it 100%.

Nintendo disagrees, see the balance board and wii motion plus as exhibits A and B.

It's amazing to me that a company that big can completely miscalculate the demand for a product like this. It seems kinda obvious that it would not necessarily be as successful on the other systems as on the Wii...



NWR_insanolord J.P. Corbran, Community Manager

February 05, 2012

Quote from: rlse9

Quote from: Chozo

You can't expect a peripheral to succeed when even the makers of it refuse to support it 100%.

Nintendo disagrees, see the balance board and wii motion plus as exhibits A and B.

Comparing third-party and first-party accessories is apples and oranges. The console maker has a major advantage when it comes to releasing peripherals, in terms of perceived legitimacy and getting support from other developers. Also, I'm not sure I'd argue Motion+ succeeded as a peripheral and I certainly wouldn't argue the Balance Board did (yes, it sold a lot, but entirely because of Wii Fit; it got barely any support outside of that, and wasn't even available separately).



Chozo Ghost

February 05, 2012

The Balance Board sold well because a lot of people just bought it for the Wii Fit software and were perfectly satisfied with that. So yes it is a success in terms of sales, but there is very little software support for it aside from Wii Fit, so in that sense it was a failure. It all depends on how you look at it. It could have done a lot more and been used in a lot more games, but that didn't happen.



rlse9

February 05, 2012

That's true that it's not really fair to compare first party to third party peripherals. But they were both a huge success without Nintendo bothering to support them, and yes, I'm measuring success entirely by sales because that's the measure Nintendo and every other for profit company uses.



NWR_insanolord J.P. Corbran, Community Manager

February 05, 2012

Sales numbers get a bit murky in the M+ and Balance Board situations, though. In the same way that even though technically far more copies of Super Mario Bros. and Wii Sports were sold than pretty much anything else ever made, we traditionally exempt them from discussions of the best selling games of all time because they were predominantly sold through bundles. I'd be very interested to see how many standalone Motion+ units Nintendo sold, apart from game bundles and Wii Remote+ sales. It's even tougher to measure with the Balance Board, which is only available in a bundle with Wii Fit or Wii Fit Plus, making it nearly impossible to gauge the importance of the peripheral.



marty

February 05, 2012

Quote from: NWR_insanolord

Sales numbers get a bit murky in the M+ and Balance Board situations, though. In the same way that even though technically far more copies of Super Mario Bros. and Wii Sports were sold than pretty much anything else ever made, we traditionally exempt them from discussions of the best selling games of all time because they were predominantly sold through bundles. I'd be very interested to see how many standalone Motion+ units Nintendo sold, apart from

game bundles and Wii Remote+ sales. It's even tougher to measure with the Balance Board, which is only available in a bundle with Wii Fit or Wii Fit Plus, making it nearly impossible to gauge the importance of the peripheral.

I wasn't even aware that the balance board was sold apart from the Wii Fit games.



KDR_11k

February 05, 2012

Quote from: famicomplcated

Quote from: MegaByte

Supply your own baby.

That could work. (for me)

You earned the "rocking the cradle" achievement +10

Achievement unlocked: "Cheaper than a pacifier!: Shook baby until quiet"
50G, police alerted.



LittleIrvs

February 06, 2012

"I'm not sure I'd argue Motion+ succeeded as a peripheral and I certainly wouldn't argue the Balance Board did (yes, it sold a lot, but entirely because of Wii Fit; it got barely any support outside of that, and wasn't even available separately)."

--

Motion + succeeded because Wii Sports Resort sold gangbusters. It's still in Top 20 in Japan. The Balance Board was even more of a success -- how is this even a question? Since it wasn't available separately from Wii Fit, there's no point in even discussing them separately. From Nintendo's perspective, Balance Board = Wii Fit. One was made to make the other possible. They don't care if Rock 'n Roll Climber uses it or not. They made a product and they sold millions. Same thing with Motion +. It gave them the ability to do Resort. Did it bring with it a wave of awesome new M+ games? No. But Resort sold millions. Bam, success. Not to mention their premier franchise depends of M+, and will, it seems, moving on in the future. I predict once Motion + is standard remote from the beginning of a generation with Wii U, you'll see some amazing uses of it that wouldn't materialize with the split user base of the Wii.

Anyway. My nephew has a uDraw tablet. Then again, my nephew's parents bought a Tatsunoko vs. Capcom joystick to play Pac-Man on VC. So....



NWR_insanolord J.P. Corbran, Community Manager

February 06, 2012

It's all about how you define success. If you look at it from a purely sales perspective, then yes, the Balance Board and Motion+ are successes. But I don't care that much about sales, and unless you own stock in Nintendo neither should you; what makes a peripheral a success for the end user is how well it's used by games, and both those peripherals leave something to be desired in that regard.



Chozo Ghost

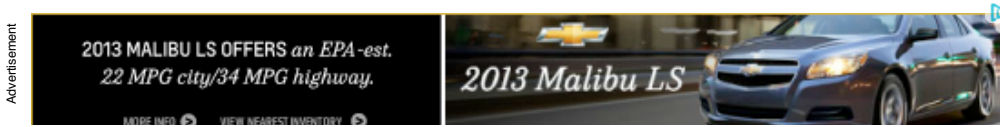
February 07, 2012

Quote from: NWR_insanolord

and unless you own stock in Nintendo neither should you;

I don't own stock in Nintendo, but I am a fan and I don't want to see them go the way of Sega and Atari. So therefore their sales figures do matter to me.

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