



Anita Frazier

Entertainment Industry Analyst

If you're interested in today's video games, entertainment software, and toys market trends – and what they mean to your business – you need to know NPD's entertainment industry analyst, Anita Frazier.

Frazier's career has spanned the entertainment, entertainment software, and consumer products industries, resulting in a résumé that includes tenure with Warner Brothers Studios, Sony Pictures Entertainment and, most recently, Vivendi Universal Games. At Vivendi Universal, she managed the consumer software and games business as vice president, sales, responsible for such brands and titles as Crash Bandicoot, Spyro the Dragon, The Simpsons, and Law & Order. This experience is critical to Frazier's role at NPD, where she works daily to share NPD's insight and information with NPD clients, retail partners, and media contacts.

Frazier provides commentary on a regular basis to internationally-recognized media outlets such as *The Wall Street Journal*, *The New York Times* and Associated Press. She has written several articles for key industry trade associations and for NPD's own publications and Web site.

Apart from her professional knowledge of the video games, entertainment, and toys industries, Frazier has a first-hand understanding of what kids want. Complementing her experience in youth-oriented entertainment, she is the mother of four boys.

Frazier has an MBA from the Anderson School at UCLA with an emphasis in Marketing and Entertainment Management.

To reach Anita Frazier for commentary, please contact David Riley at 516-625-2277, david_riley@npd.com

*Nationally-recognized
entertainment
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