

Why are video games typically released on Tuesdays? Wouldn't Fridays be more logical?

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Video games are typically released on Tuesdays because it is a tradition that dates

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Sauli Lepola

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This actually has a long history behind it, starting from the late 80's early 90's, before that games were released throughout the week. Also, it's not that simple, because there are two different stories here, since while in the US games are released on Tuesdays, in UK they are released on Fridays and actually, all Nintendo games were released on Sundays for a long time, so that's yet another story.

The US Tuesday release day

Many people credit the Tuesday release day as started by the decision of the **Sega** marketing team and more precisely Sega marketing director **Al Nilsen** and "*Sonic the Hedgehog 2*" project manager **Madeline Schroeder**. They wanted something special for Sonic 2 and decided on (first ever) simultaneous global release of the game. When deciding the release day Nilsen came up with "It should be Tuesday, and we'll call it Sonic 2sday" and so it was. Sonic 2 released globally on Tuesday November 24th 1992.

As far as I know, that has originated from a book called *Console Wars: Sega, Nintendo, and the Battle that Defined a Generation* by **Blake J. Harris**

In the meanwhile, there was also turmoil in the entertainment industry. Publishers were starting to notice that they were losing first week sales on games released later on the week, only because stores were slow to fill their shelves. Carried by the success of the Sonic 2 released Tuesday started to sound like a good option, since it meant that the stores didn't have to pay extra for their employees to fill the shelves on Sunday to ready up for Monday, but there was still a lot room to get the shelves filled before the first weekend. That became an industry standard that then carried over also to music and movies.

Over time publishers became more and more reliant on sales figures. Today, one of the biggest causes why media is still being released on Tuesdays, is that the **SoundScan** sales data. They measure the number of weekly sales starting on Tuesday through to the following Monday, because that is the industry standard. So, now, releasing on any other day, means that you will lose at least one day of sales, from the first week.

Another reason is, that every game releasing will have bugs, some minor and some major. Now developers and publishers have couple days to hotfix the game or servers, right after release, without paying for weekend extra.

Sonic 2sday never became a thing

The UK Friday release day

In UK the change started earlier, in the 80's and from a different origin. It was the big stores like the **Dixons group**, that got frustrated with chaotic supply line and set the new rules. There is a far more in-depth article about UK by **Robert Purchase** at [Why are we stuck with games being released on a Friday?](#) [↗](#)

The Nintendo Sunday release day

As far as I have been able to gather, the Nintendo's decision is based in Japanese culture more than anything. In Japan, Monday is first day of the week and that may for example mean that they view first week of sales differently. However, 2013(ish) they moved to Friday releases.

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