

GameCo Marketing Presentation

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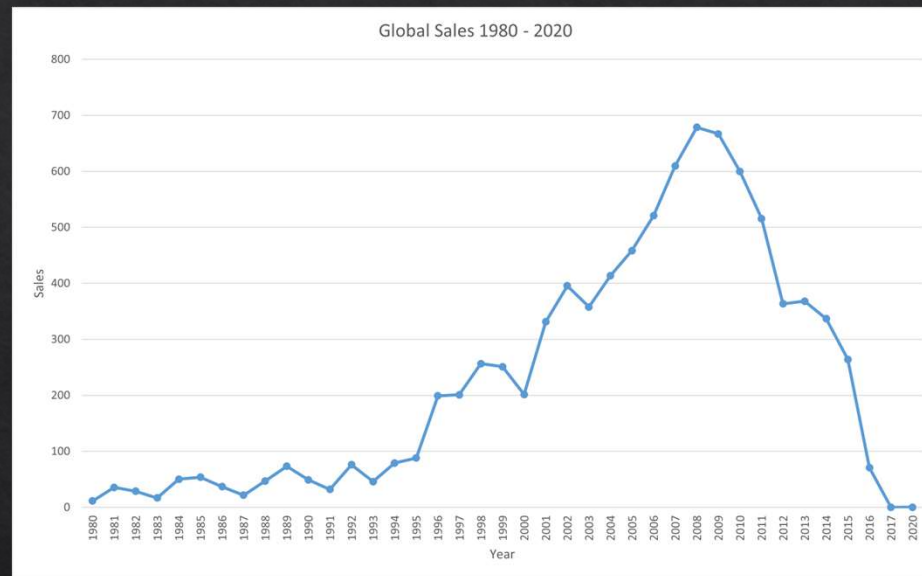
Hypothesis

GameCo's business strategies going forward should be based around the needs of each region

Question

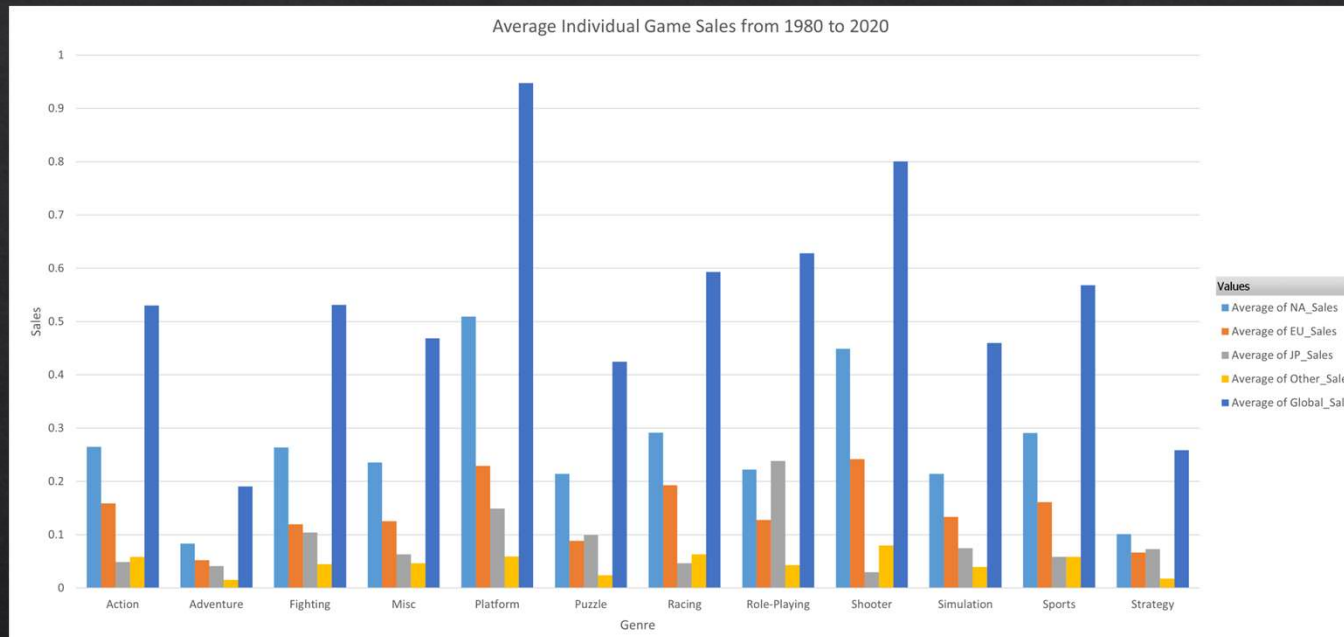
What is popular in each region?

Trend in Global Sales



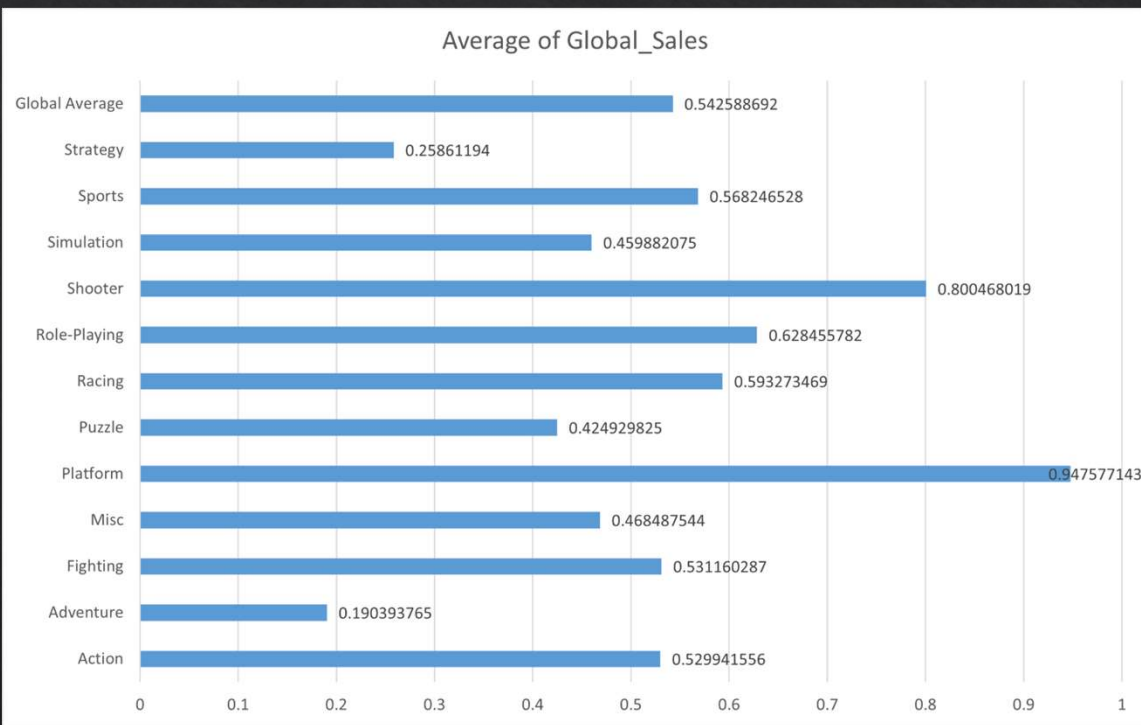
- Global sales have seen a rise of popularity from 1980 to 2010 with regularly occurring dips in sales
- 2013 onward has less data collected for all publishers, which explains the significant sales dip in all the data
- There should be more data gathered for this time period for a clearer picture, but the data available is shows a story of genres and trends

Initial Analysis on Genres



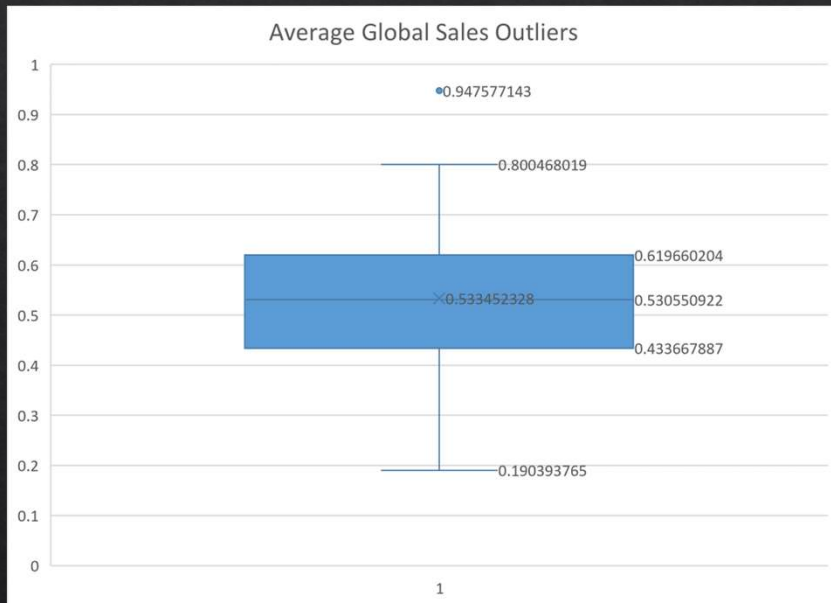
- Quantity of sales is in the millions, i.e. 0.1 units sold means 100,000 units sold
- Average sales per game are being sold to get a better idea on how much an average product will sell
- Top globally selling genres: Platform, Shooter, Role-Playing, Racing, Sports

Top Five Genre Analysis

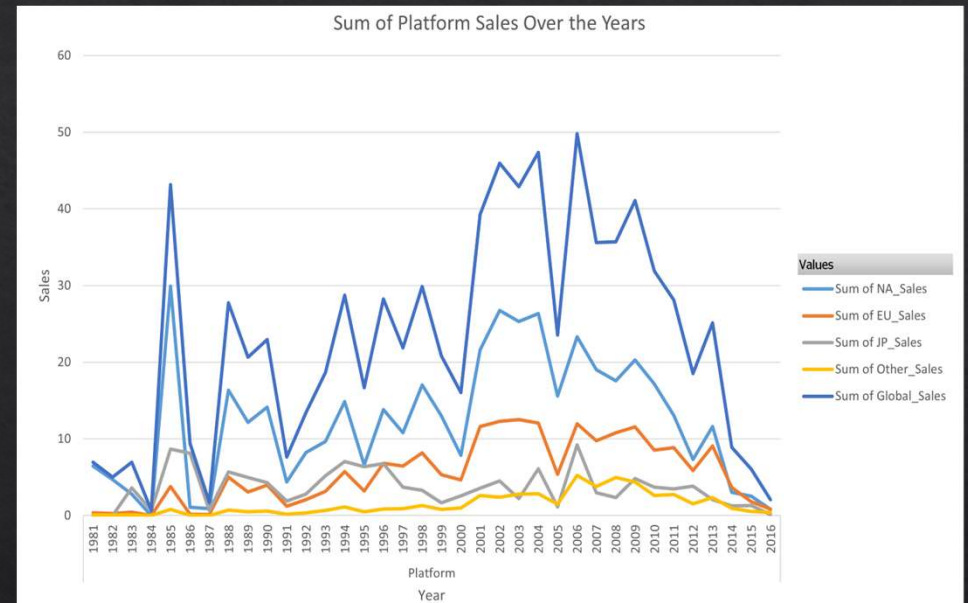


- Platform, Shooter, Role-Playing, Racing, and Sports games sell more than the 0.54 global average
- Platform genre's individual games seem to sell the most on average, but this is due to a few outliers

Platform Genre Analysis



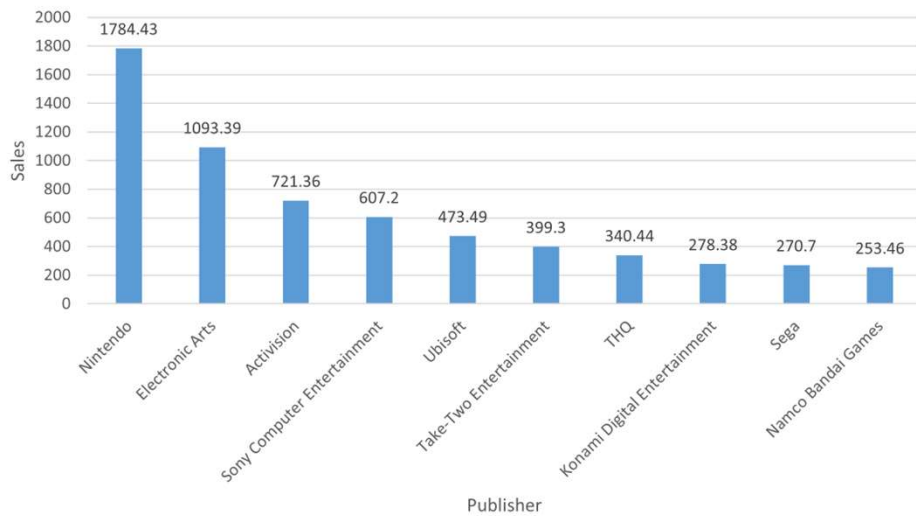
- Platform's average sales are 0.94 well above 0.8, the maximum value of the data set, which is not an outlier



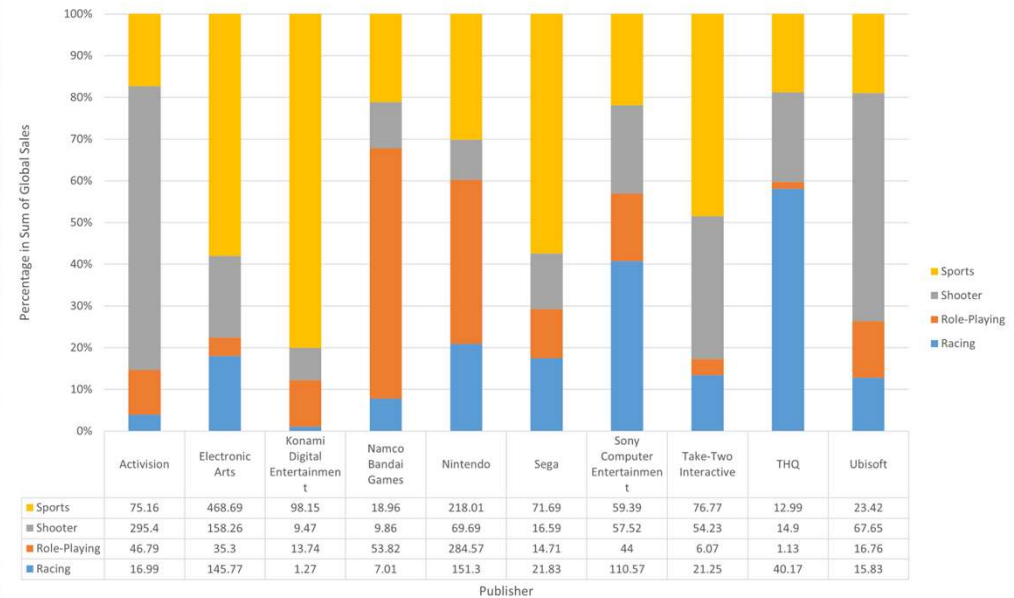
- Sales for the genre have never been consistent
- Spikes are due to a year or two of success for the genre
- GameCo should look towards the other genres going forward

Top Selling Publishers and Popular Genres

Sum of Global Sales for Top Publishers 1980-2020

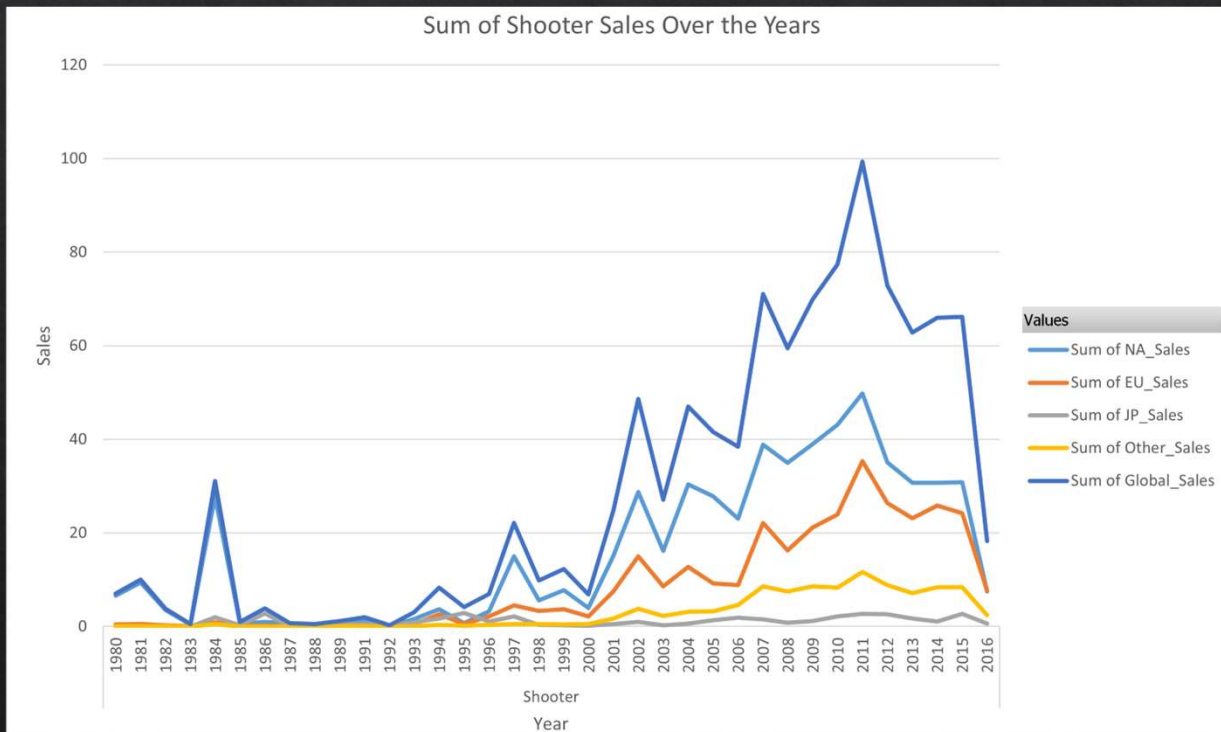


Publishers and Genre



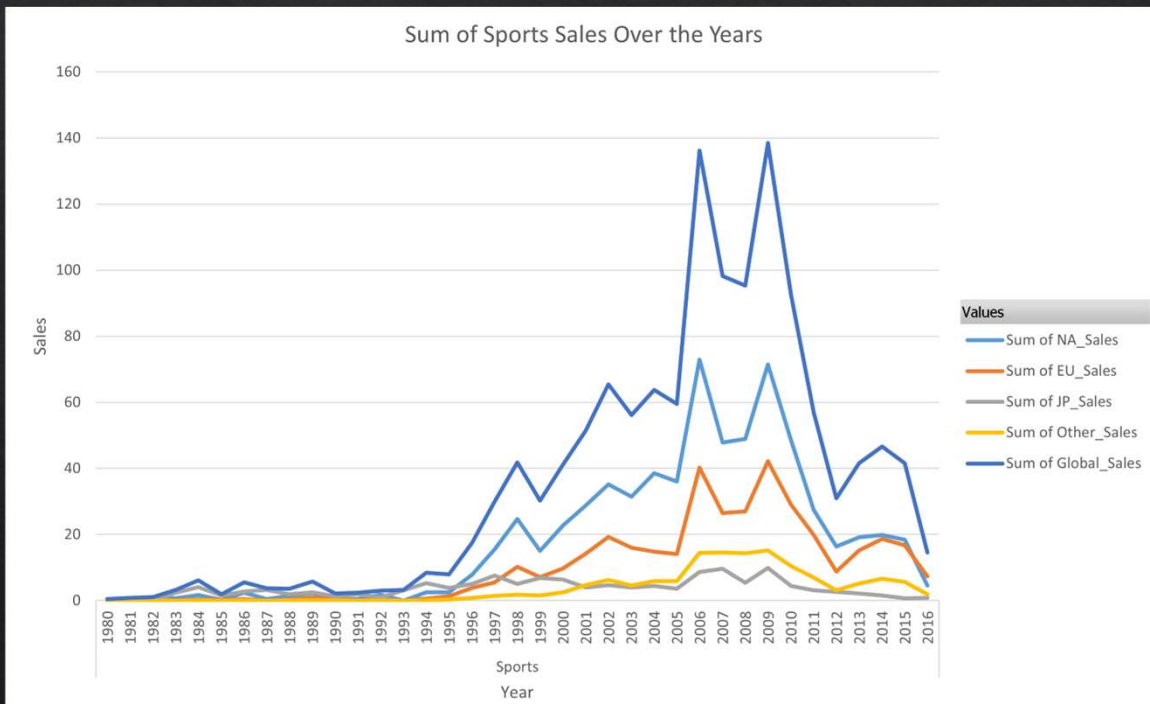
- Top ten selling publishers all have diversity in products
- Publishers have specialties in certain genres, but at least have a foothold in any of the most popular genres

Shooter Genre Analysis



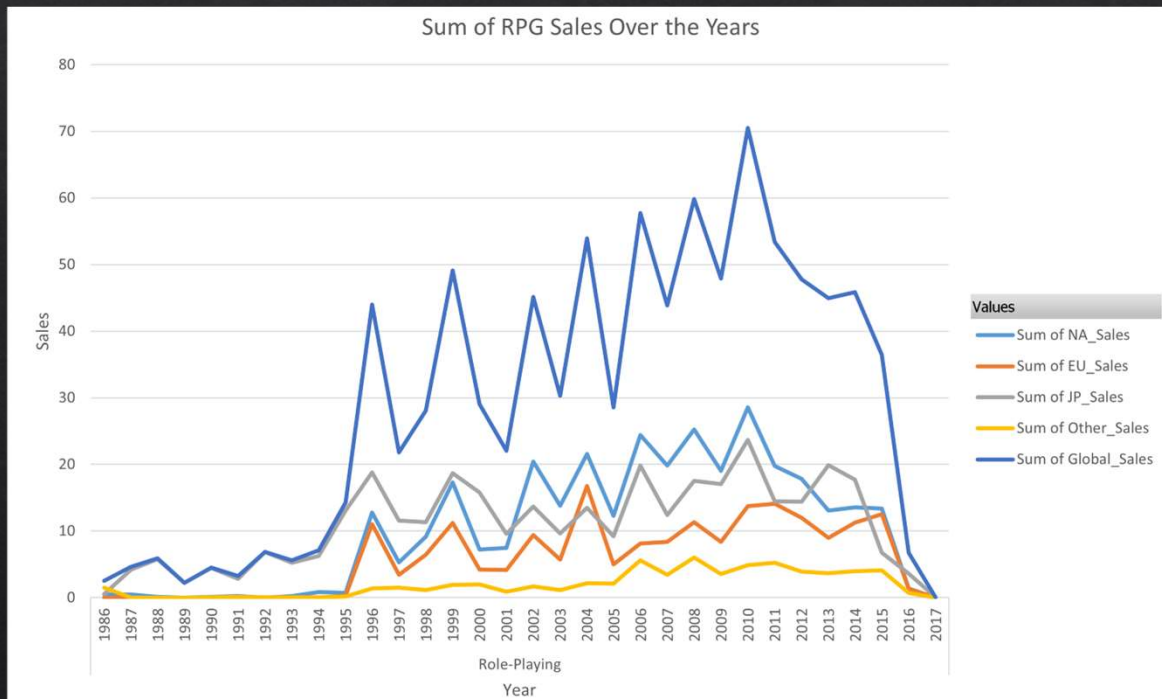
- All regions except Japan show a strong interest in the genre
- With North American and Europe, historically the genre takes dip, but then increases, i.e. a dip occurred 2008, but sales increased by 2010
 - NA sales increased by 23%
 - EU sales increased by 47%
- North America is the biggest market, but Europe is growing rapidly

Sports Genre Analysis



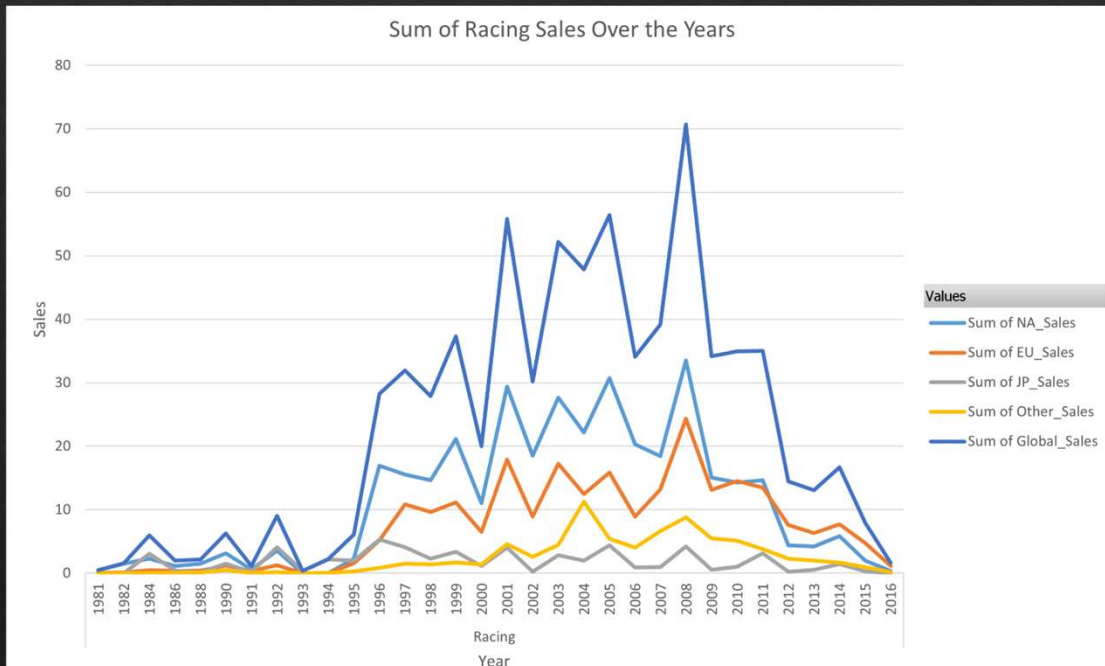
- Comparable to Shooter genre, where it has popularity in North America and Europe and does not have strong Japanese sales
- Sales have overall increased but the numbers are volatile
- Sales are the highest globally

Role-Playing Genre Analysis

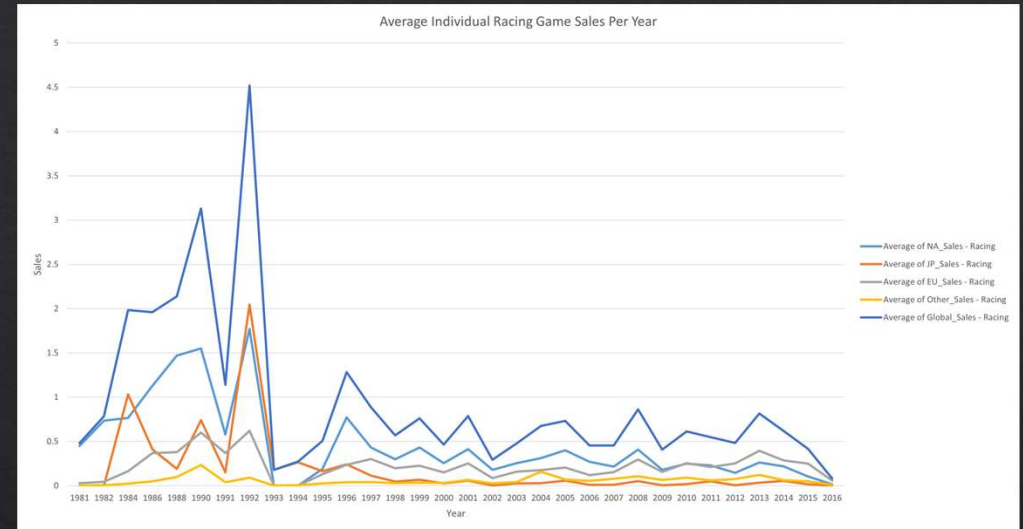
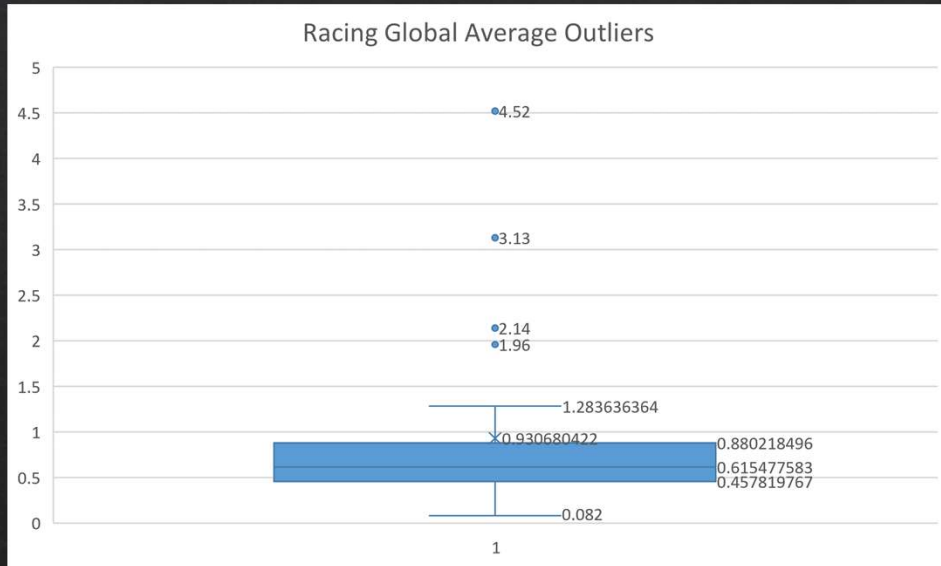


- Genre sees success in North America and Japan, but European sales historically have not been very good
- Global the sales are volatile, but per North America and Japan the dips are less extreme
- Despite the dips in sales regionally sales are steadily increasing
 - NA sales increased by 297% from 2000 to 2010
 - JP sales increased by 50% from 2000 to 2010
 - RPG sales must be looked at in the long term

Racing Genre Analysis



- Racing sales are very volatile globally
- Compared to RPGs, racing sales do not have consistent trends
- Racing had high average sales per individual title due to outliers



- Racing has had years where it has been extremely success yet sales for the following year have a huge drop
- Several years' sales totals are shown to be outliers, such as 1.96, 2.14, 3.13, and 4.52
- Average global sales from 1981 to 2016 are shown to be 0.59
- GameCo should look to the other three genres for their future business prospects

Actions & Recommendations Going Forward

- North America is the most diverse market where the Shooter, Sports, and Role-Playing genres are steadily growing
- European markets should focus on the Shooter and Sports genre
- Japan has a specific preference with Role-Playing games
- Further data should be collected in order to see how these three genres perform and a reevaluation in strategy should follow