



GAMECO MARKETING STRATEGY 2017

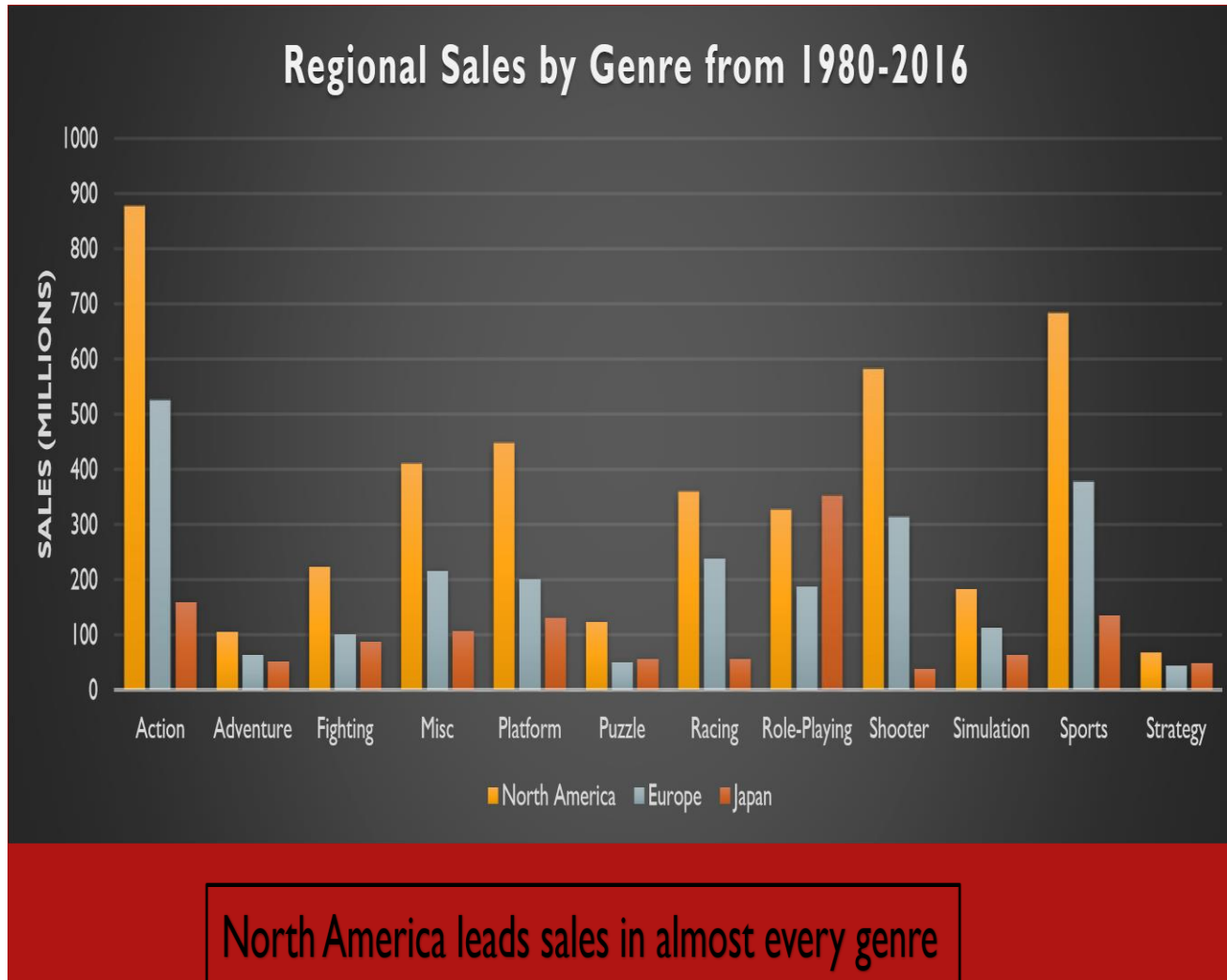
ANN MARIYA FRANCIS

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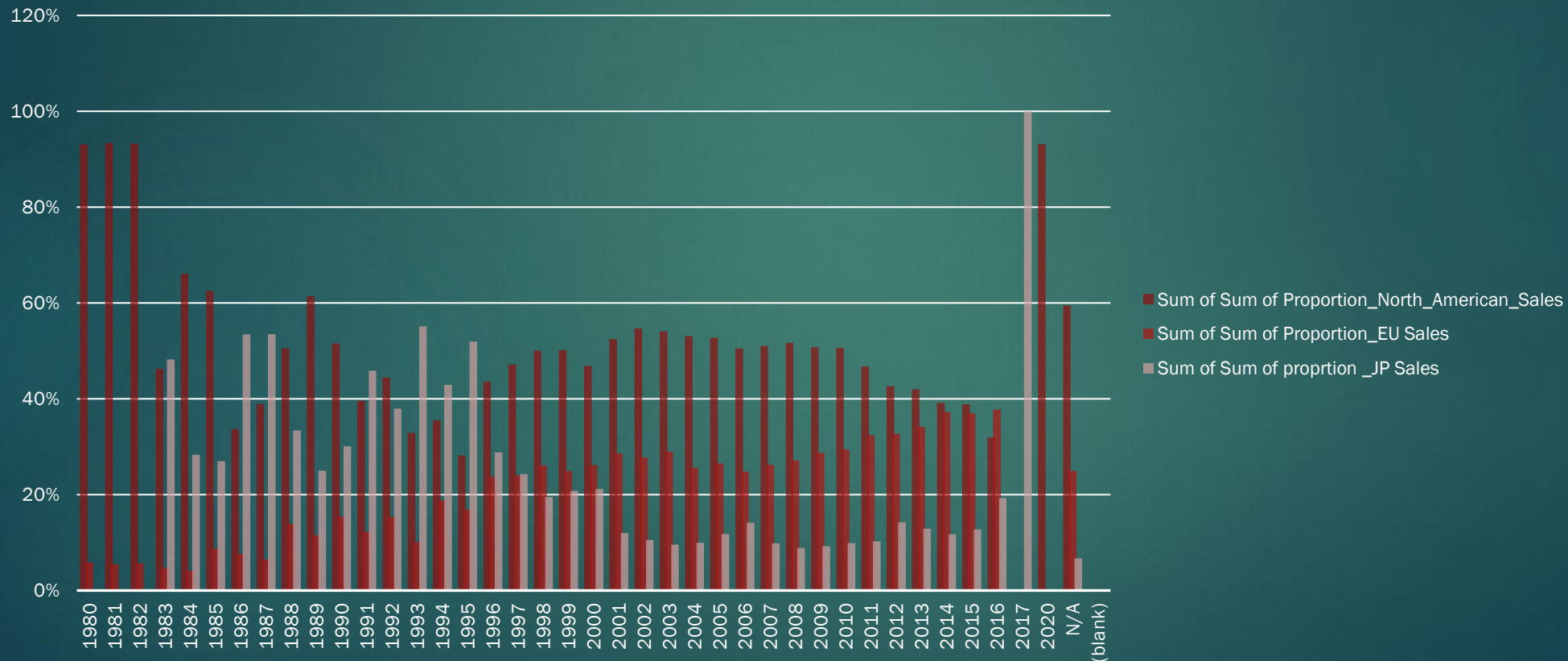
CURRENT HYPOTHESIS

- ▶ Games sales have remained relatively the same over time in each geographic region

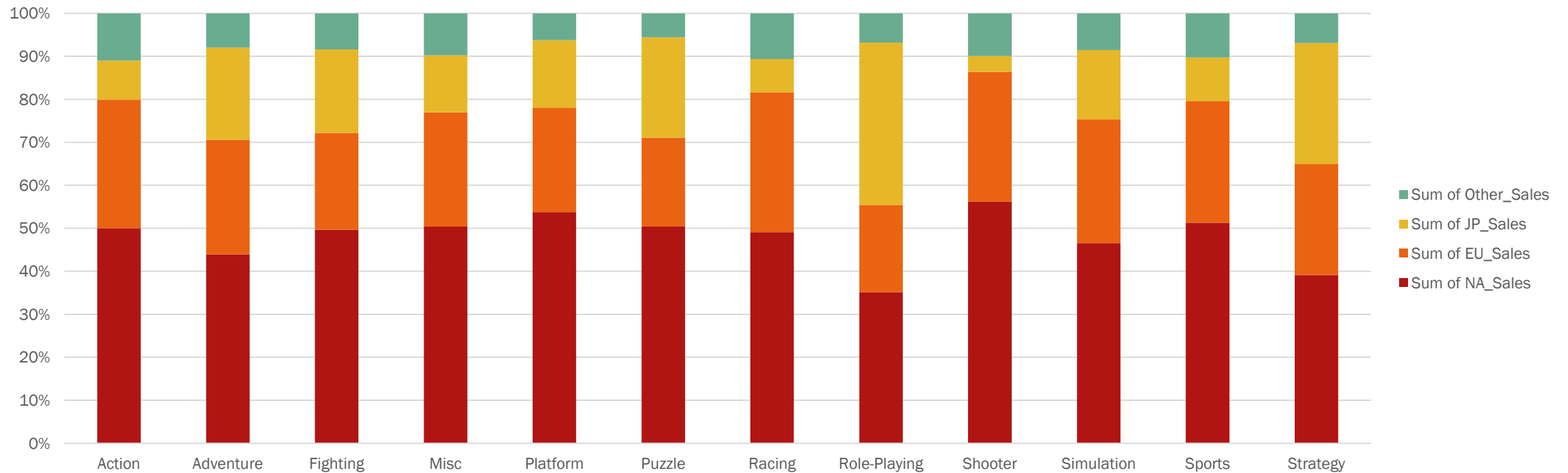
OVER ALL SALES BY GENRE



Proportion of global sales by region 1980-2020



Regional sales by genre



CONCLUSION

- ▶ The decline of North America's market share in 2010 was a predictor.
- ▶ -Although Europe and Japan's market shares are growing, video game sales are quickly declining in all regions.
- ▶ -PlayStation and Xbox are the main platforms selling in North America and Europe.
- ▶ -Nintendo is maintaining the most traction in Japan. PlayStation is the only other platform selling there.
- ▶ -Gamers have moved away from buying platform games.