

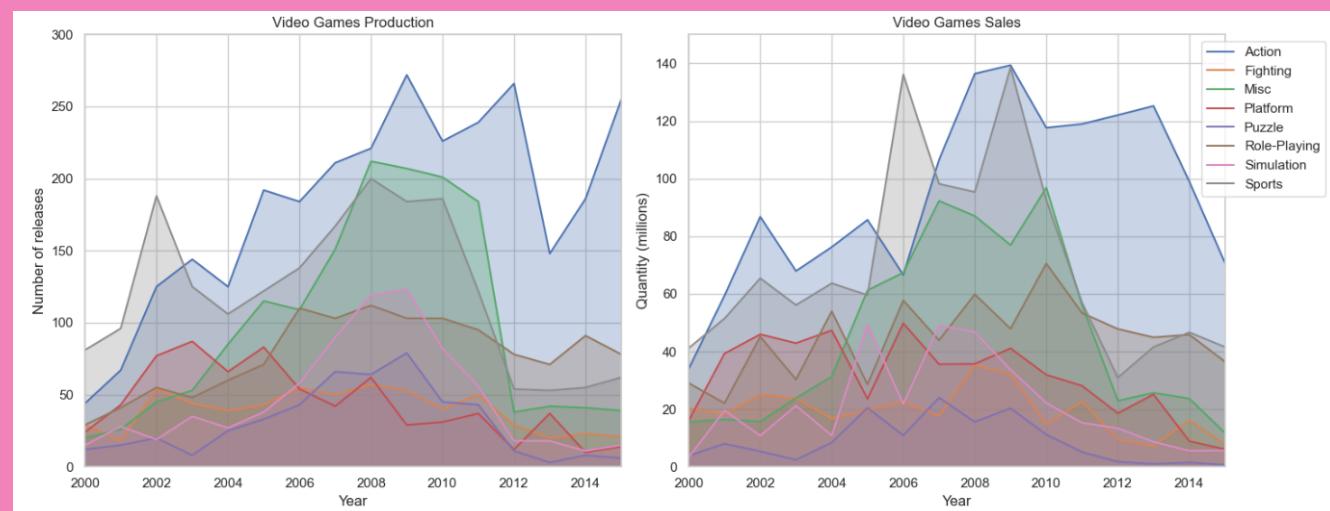
VIDEO GAMES INDUSTRY

Insight of the gaming industry

The economy of the video game industry is now more important than ever. What if we could figure out how to take the most of it, learning about its levers of success. - A project by Lucas BLANCHET, Théo PAROISSIN and Hugo BONNELL.

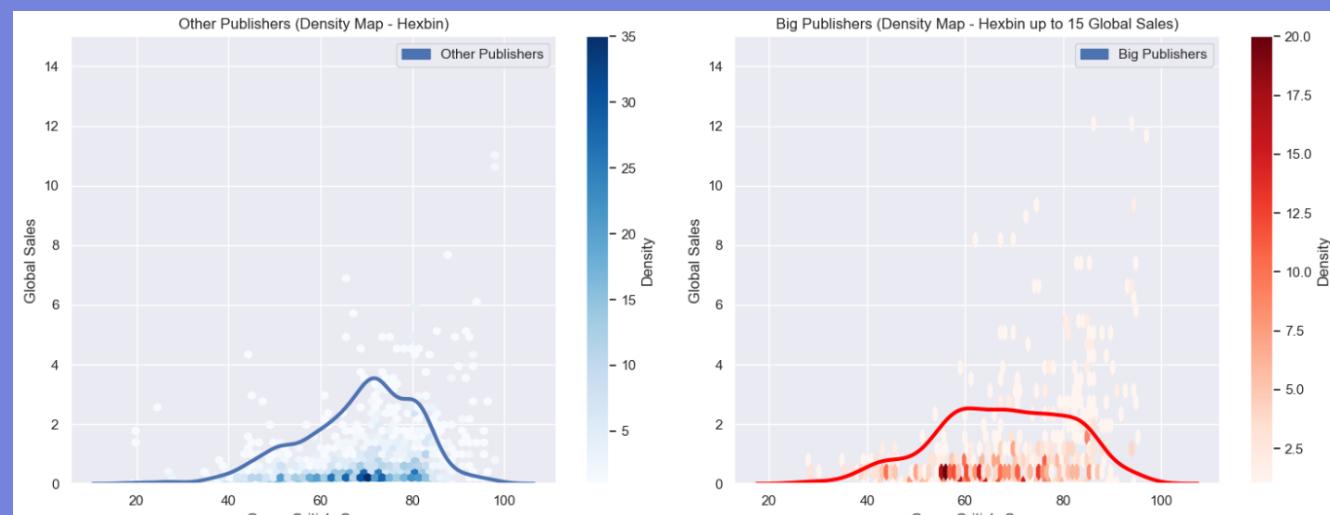
01.

- Market reacts to trends in 2 years.**
- No defined cycle in trends.**
- Variations depend on “macro” events.**
- More releases = More sales.**



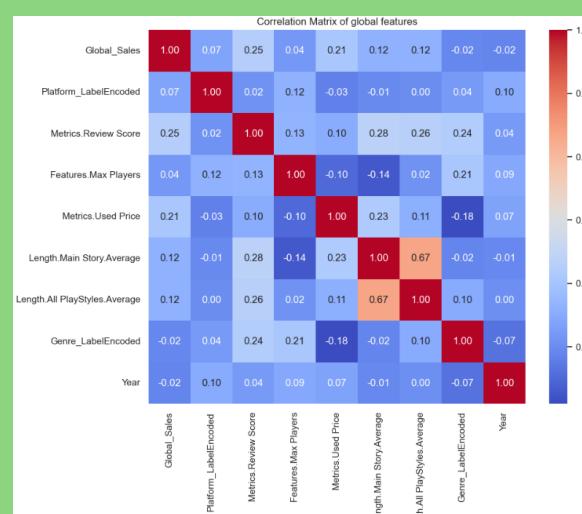
02.

- Critic's score is more important to small publishers. Better the score, better the sales for them.**
- From 60, it doesn't heavily impact big publishers.**



03.

- To get a good critic score, focus on making a good story !**
- To get sales, focus on the North American and European markets !**



04. NOTES

Substantial budgets are preferable but not obligatory for success.

Having a good pricing strategy is important, it's one of the most correlated parameters to the games' sales.

There is few space left for small publishers. Successful games made by small companies are known to be bought by bigger company.

More than half of the players are playing on mobile.