



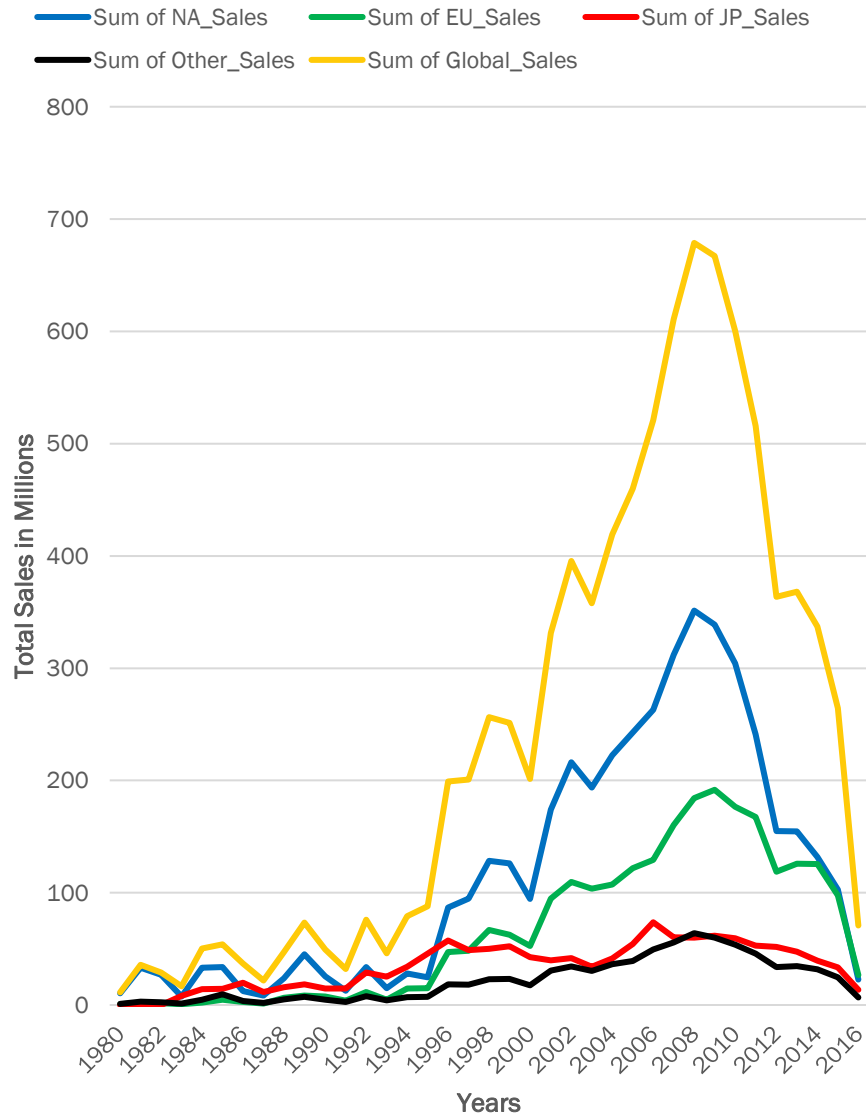
# GameCO Marketing Forecast

FOR 2017



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Goal of this presentation is to truly understand GameCO sales and the Regions we are in.



# Quick History Recap of Sales:

- from 1980 North America has been our leading Sales region.
- 1996 is where we saw the first real growth across all regions
- 2008 saw our peaks in sales across all regions .
- 2016 has now seen our biggest slump in sales across all regions.
- Where to from here ?

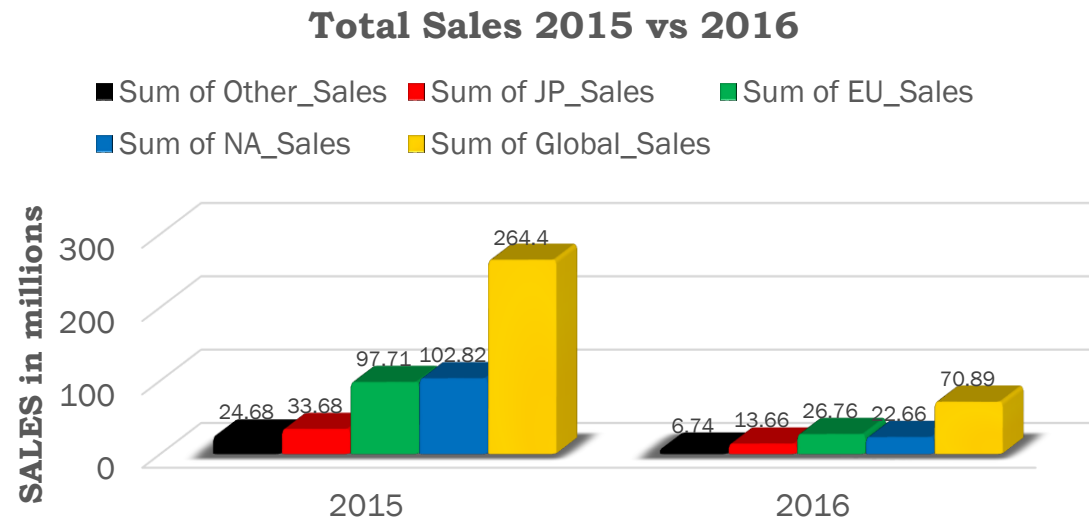
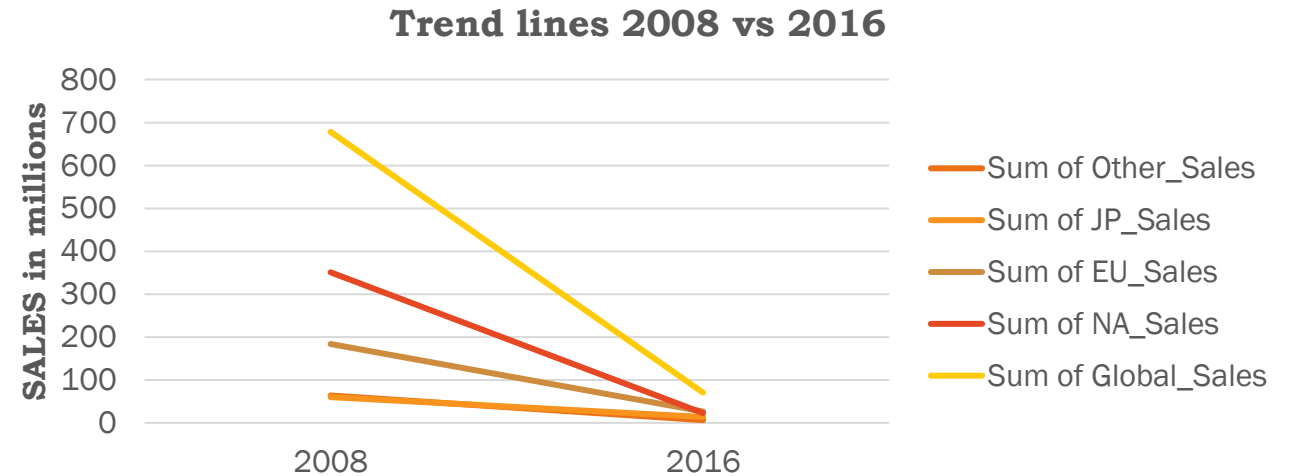
# The CURRENT facts:

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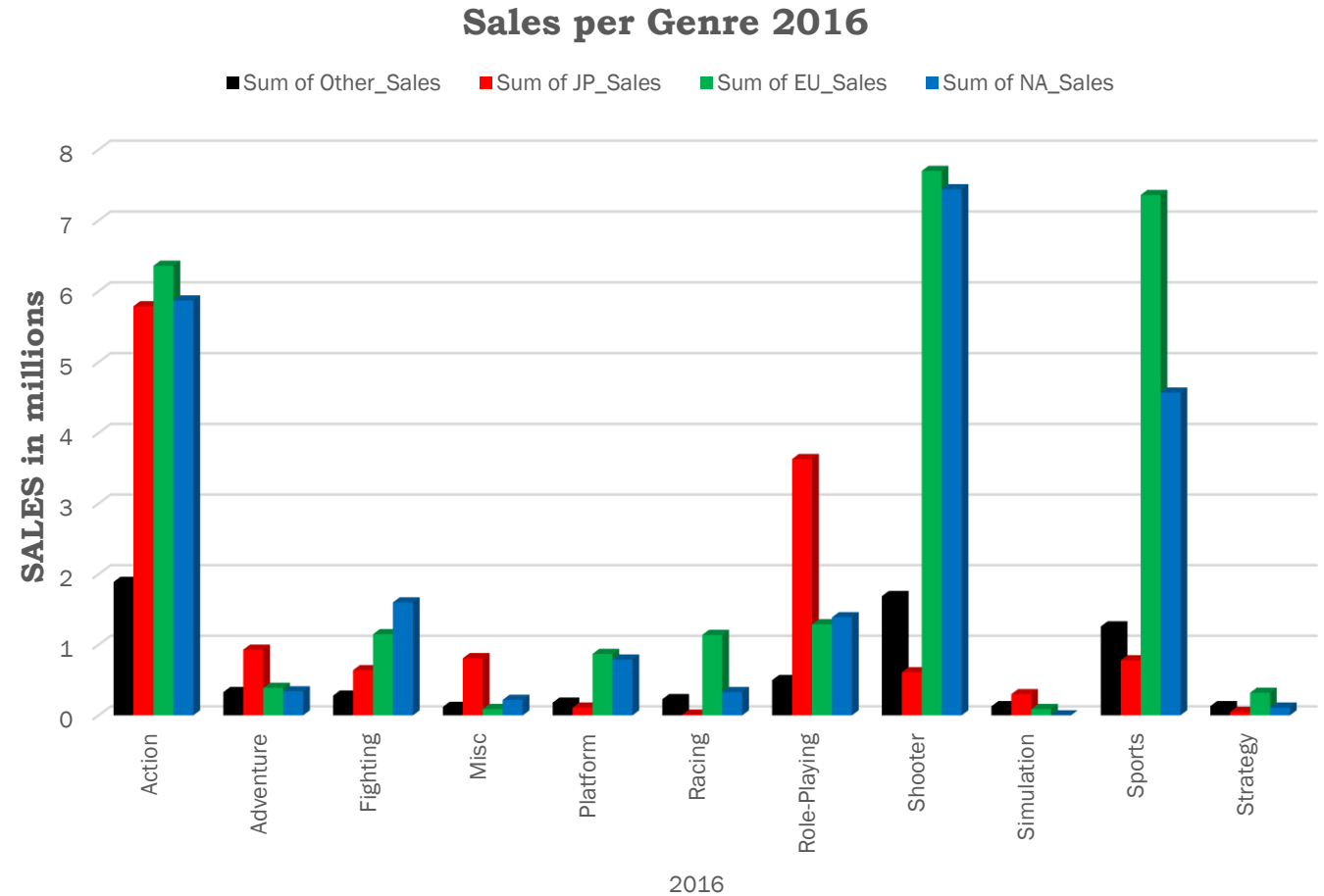
## THE COMPARISON WITH CURRENT YEAR AND 2008 / 2015 IN TOTAL SALES:

- This line graph shows the drop in sales across all regions from our best year in 2008 to current sales in 2016.
  - Almost a 90% drop since 2008. More than 11% per year.
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- Comparison bar graphs with the Total Sales across all regions from 2015 and 2016, showing a major drop in all regions.
  - Total sales dropped 73% between 2015 and 2016. This adds up to 28% of the total drop of 90% since 2008.



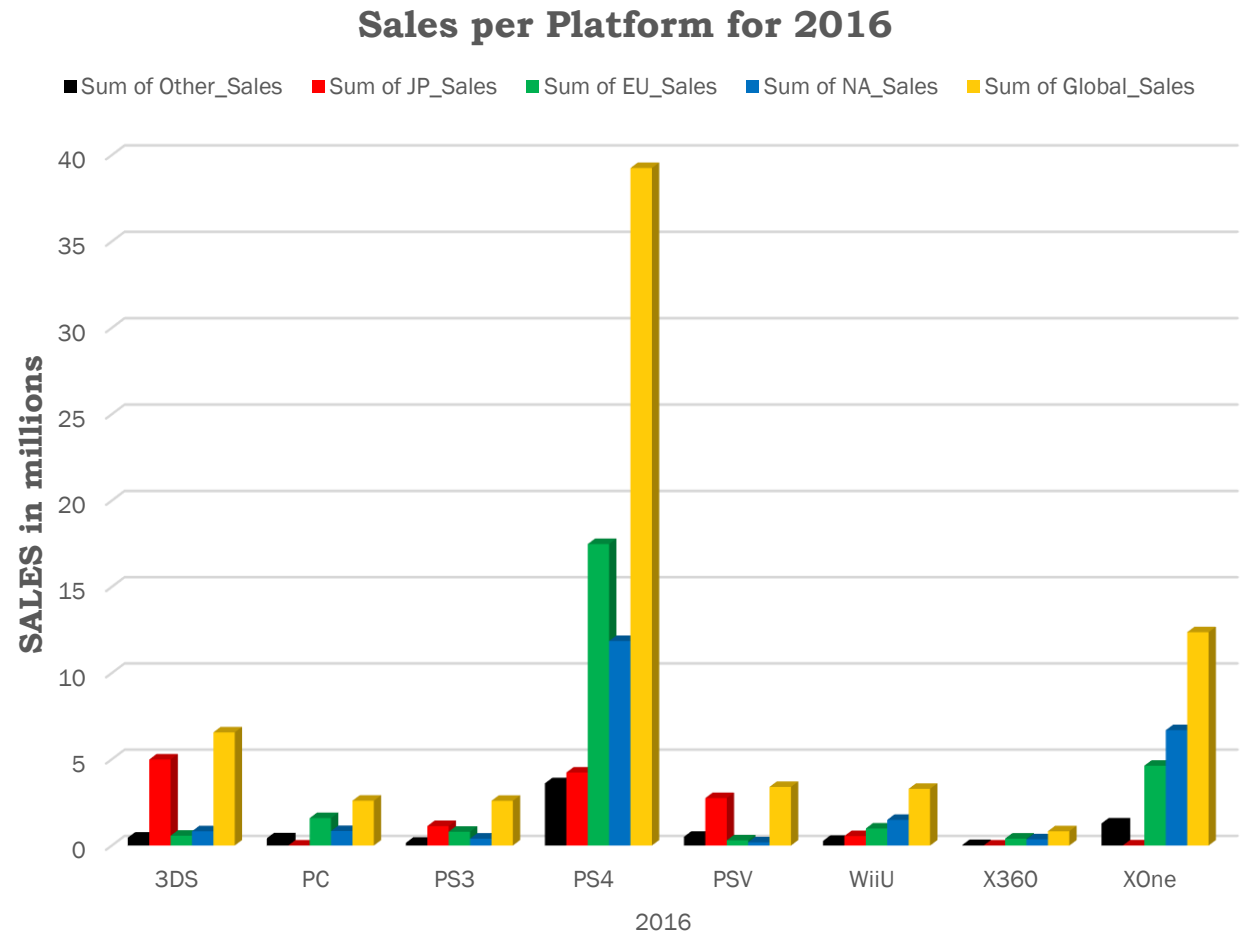
## WHICH GENRE WAS THE STRONGEST SELLER FOR 2016:

- Action genre was the number one seller Globally.
- Shooter Genre was number one in both EU and NA.
- The EU region had the highest total sales across all GENRES, other than fighting and role-playing games.



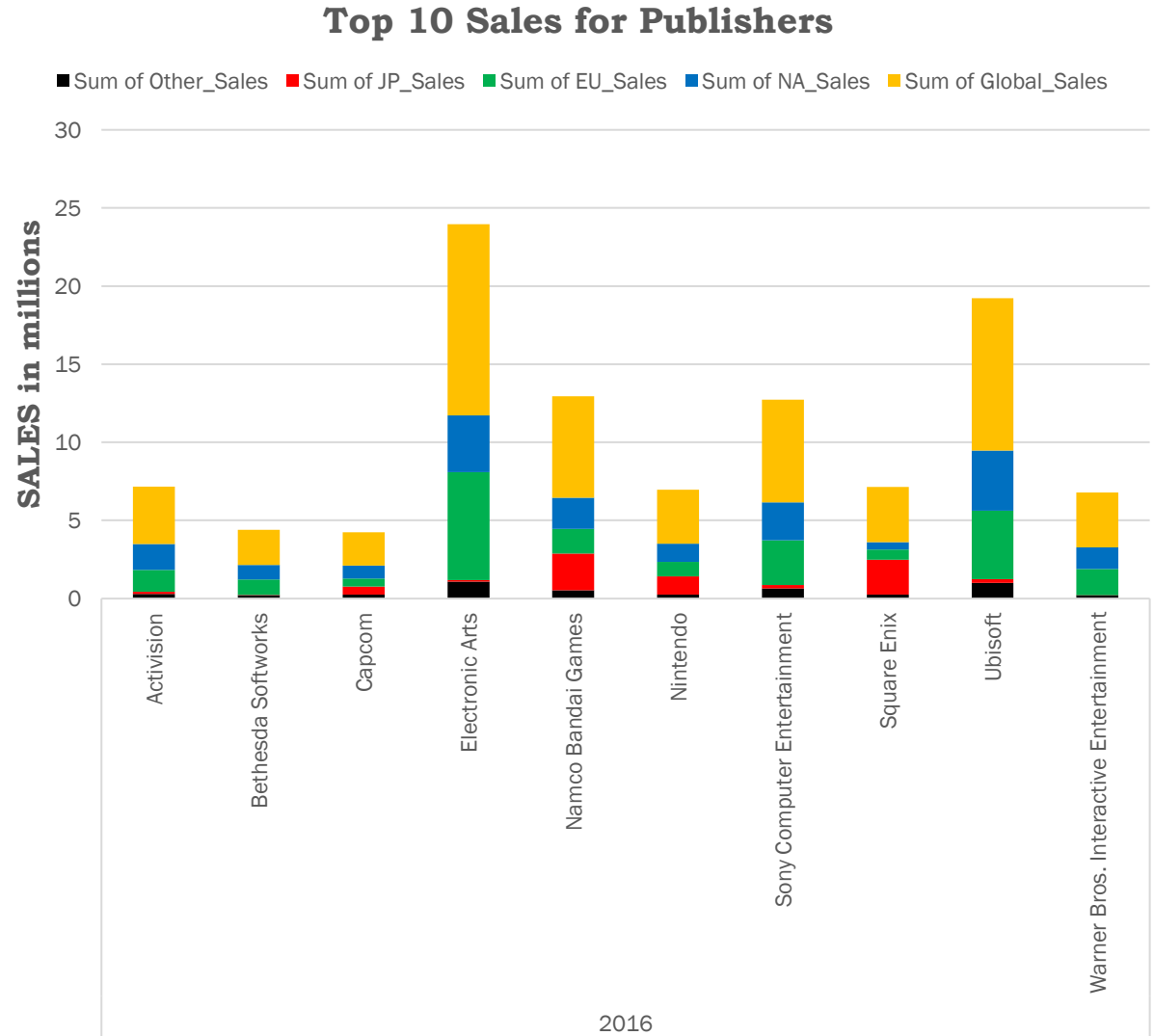
## WHICH PLATFORM AND PUBLISHER WERE THE STRONGEST SELLERS FOR 2016:

- This graph shows that the PS4 had the most sales as a Platform throughout all the regions.
- 3DS outsold PS4 in the Japan region.



# WHICH PUBLISHER WAS THE STRONGEST SELLERS FOR 2016:

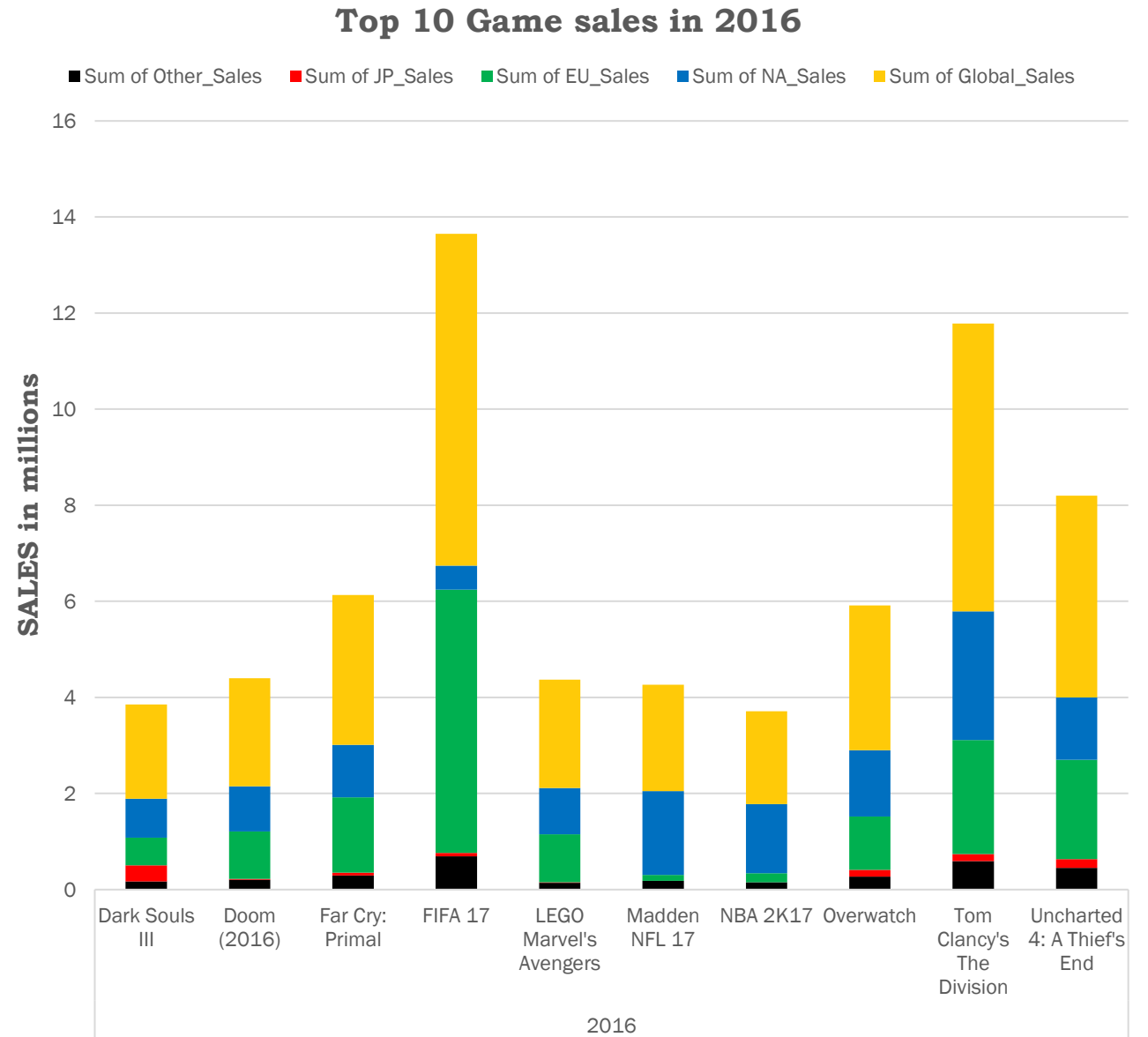
- This graph shows Electronic Arts was the number one Publisher seller across the EU / NA regions
- Namco Bandai Games had the most sales in the Japan region.
- Capcom was the lowest seller across all the Publishers.





## WHICH GAME WAS THE STRONGEST SELLER for 2016:

- The top 10 games sold in 2016,
- FIFA 2017 was the top seller in all the regions.
- Almost 10% of the total sales came from FIFA 2017.



How do we  
turn this  
downward  
trend around?

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# Short Term Recommendations:

- **Sales are unfortunately not going as the Board of executives has thought.** With the drop of 90% from 2008 until now, there is no better indicator than that.
- Many will be thinking right now, why don't we send more money to marketing in the EU region but my thoughts are, let us keep the marketing the split the same at **GameCO** but **look at our marketing strategy for the complete Global plan.**
- **First recommendation - concentrate on the Platforms that are bringing the highest sales, like PS4, XOne, and 3DS.**
- **Increase the marketing of the Action Genre globally.**
- **Target marketing on Shooter and Sports** in the EU / NA / Other regions. **Role-playing** in the JP region.
- **Look at leading game sales.** It is hard to say that we should concentrate on a specific game because we do not know what the number one seller is going to be in 2017 but **concentrating on popular Publishers** is a good point to start. These are the leaders in selling games for a reason so putting effort into the marketing of these products will help with Global sales.
- **Adjust marketing budget to 5% of total revenue.** Equal to the Revenue from **3.5million** games sold.

# Long Term Recommendation:

- We need to ask some serious questions about our **Marketing plan**.
- What has happened over the last 20 years that has caused the sales to hit our peak but also to go back to the sales number of 1995.? **Analyzing what could have affected the sales. What events have caused our peak and our drop?**
- Look at what has been our marketing strategy and budget? How long have we been using this strategy with the budget we have been using? Is our budget too big or too small, has that has caused this drop in sales. Where has our focus been?
- The marketing team needs to focus on effective marketing and not just marketing everything.

What changes can  
YOU at GameCO  
make to get our  
sales back to the  
high of 2008?

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