WORLD GAME TRENDS AND GROWTH

(1980 ~ 2016)

EXCEPT MOBILE GAME

- HOW HAD GAME TRENDS BEEN CHANGED GLOABLLY ?

- HOW HAD GAME SALES GROWTH BEEN CHANGED IN DIFFERENT CULTURES ?

QUESTIONS

- How game industries has been changing ?

- How had trends of game genres been changed ?

- How had game sales growth been changed in different cultures?

GOAL

- Finding the most popular game genre globally for each 4yr term and future

- Finding global sales growth rates of game genre

- Finding most popular game genre in different cultures (Japan, Europe, North America, Others)

- Finding growth rates of popular genres in different cultures (Japan, Europe, North America, Others)

UNDERSTANDING OF GAME INDUSTRIES

Trend lines for game sales (Except mobile game sales)
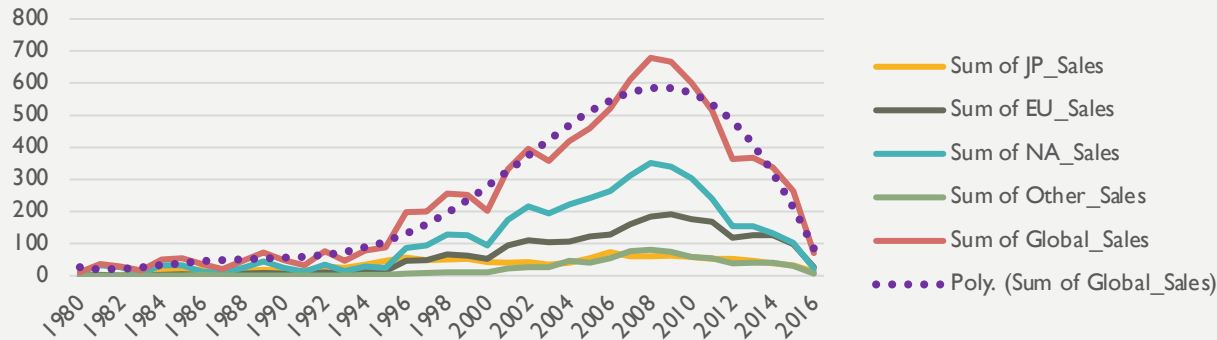
-       Platform game sales had increased until 2009, and then the sales got down from 2010

Cause : Mobile game sales have increased as increasing quality of mobile CPU from 2009 (Smartphone evolution)

Approaching ways for analysis of popular game genre

- Trends of changing popular game genre in each cultural and global sales

Cause : Advancing technologies and social cultures changed the popular game genres

- This KPI considered the popularity of game genres by proportions of changing game sales

UNDERSTANDING OF GAME INDUSTRIES

1988 Sum of Game sales   1998 Sum of Game sales   2007 Sum of Game sales   2016 Sum of Game sales

(NA > JP > EU > OTHER)   =>   (NA > EU > JP > OTHER)
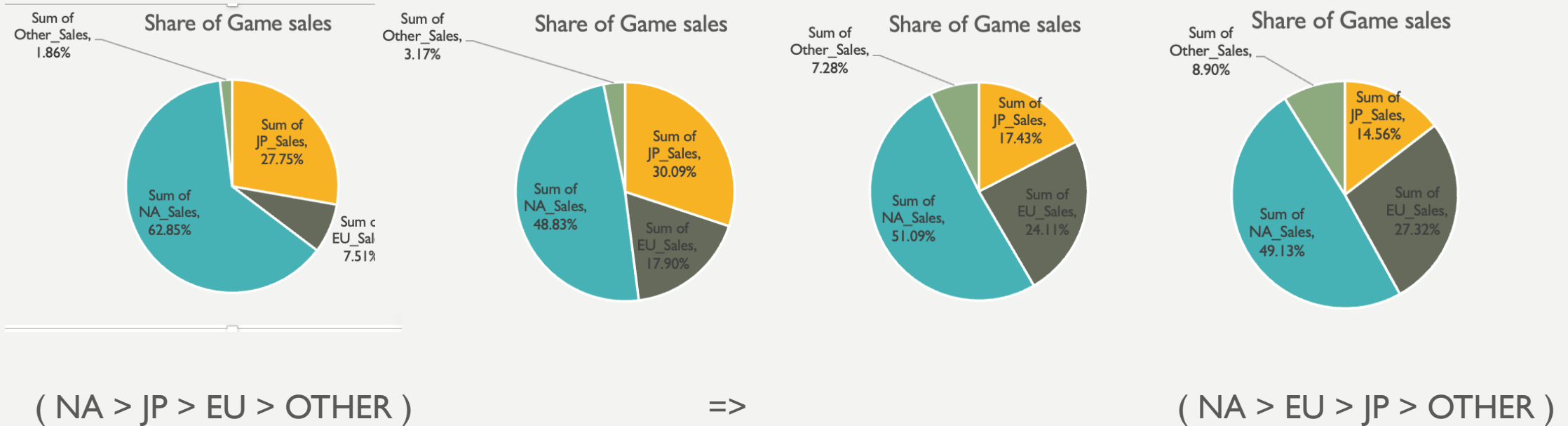
- Causes of increasing game sales : Increasing number of game users and Active game penetration rates

    - Increasing global trades changed the global game sales patterns

- Increasing consumers in global game sales : EU, OTHER
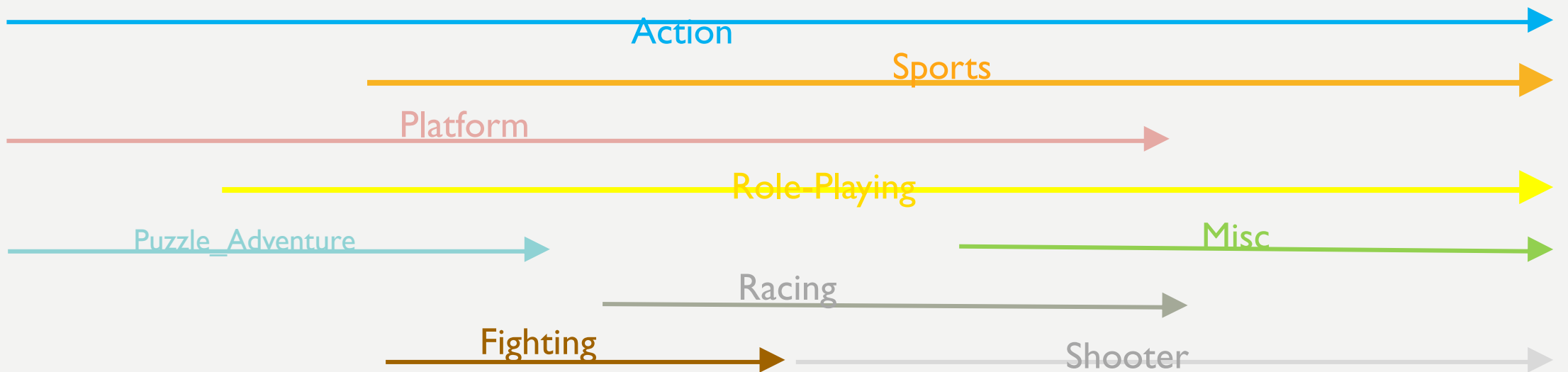
UNDERSTANDING OF GAME INDUSTRIES
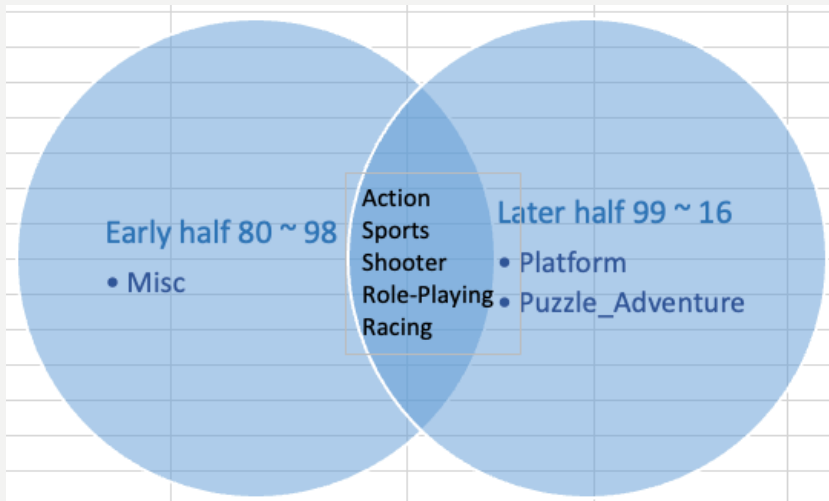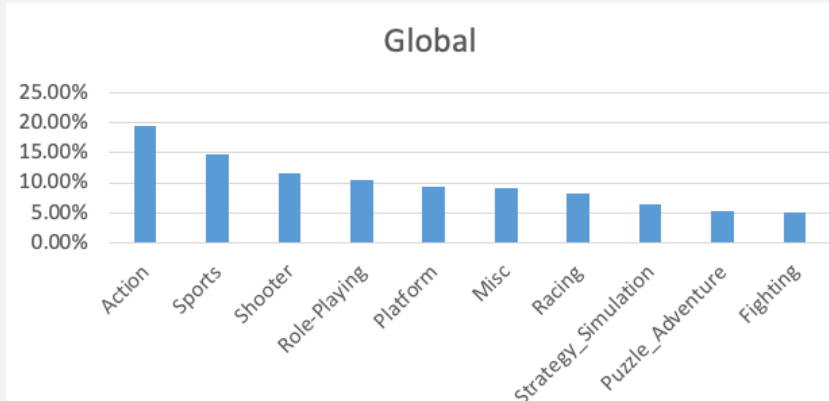
- Game genres in upper 75% of total sales :
  <mark>Action, Sports, Shooter, Role_playing, Platform and Misc</mark>

- Game genres in lower 25% of total sales :
  Racing, Strategy_Simulation, Puzzle_Adventure, Fighting

- In 75 percentages of total game sales 1980 ~ 1999 and 1999 ~ 2016 ,
  Action, Sports, Shooter, Role-Playing and Racing are coincidentally occupied

- Steady seller in game sales : <mark>Action, Sports, Shooter, Role-Playing and Racing</mark>
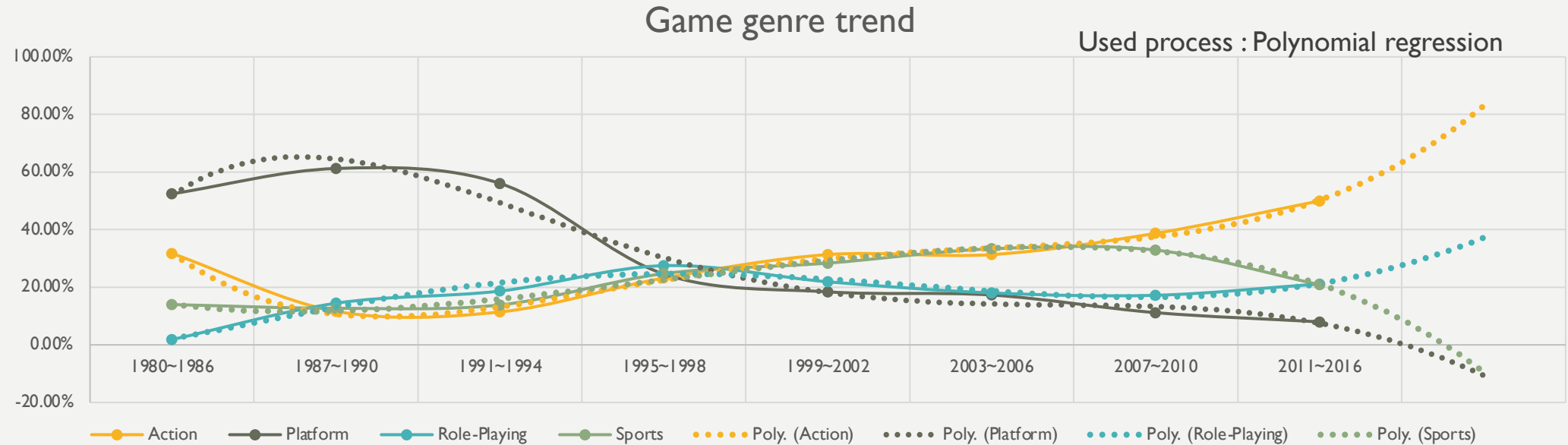
CHANGING GLOBAL GAME TRENDS

Trend line road map of game genre in upper 75~80% sales

global 1980~1986		1987~1990		1991~1994		1995~1998		1999~2002		2003~2006		2007~20010		2011~2016	
Platform	30.81%	Platform	38.11%	Platform	29.32%	Role-Playing	14.52%	Action	17.63%	Sports	17.94%	Action	19.55%	Action	28.95%
Shooter	24.50%	Puzzle_Adventure	28.00%	Fighting	14.07%	Sports	13.06%	Sports	15.96%	Action	16.86%	Sports	16.60%	Shooter	20.07%
Action	18.65%	Role-Playing	8.99%	Puzzle_Adventure	13.30%	Platform	12.98%	Role-Playing	12.32%	Racing	10.84%	Misc	13.81%	Role-Playing	12.25%
Puzzle_Adventure	8.46%			Role-Playing	9.77%	Racing	12.64%	Racing	12.14%	Misc	10.45%	Shooter	10.86%	Sports	12.10%
				Sports	7.25%	Action	12.24%	Platform	10.35%	Role-Playing	9.70%	Role-Playing	8.69%	Misc	7.35%
				Action	5.97%	Fighting	10.25%	Shooter	7.83%	Platform	9.30%	Strategy_Simulation	7.79%		

1980   1987   1991   1995   1999   2003   2007   2011   2016

Action →

Sports →

Platform →

Role-Playing →

Puzzle_Adventure →

Misc →

Racing →

Fighting →

Shooter →

CHANGING GLOBAL GAME TRENDS

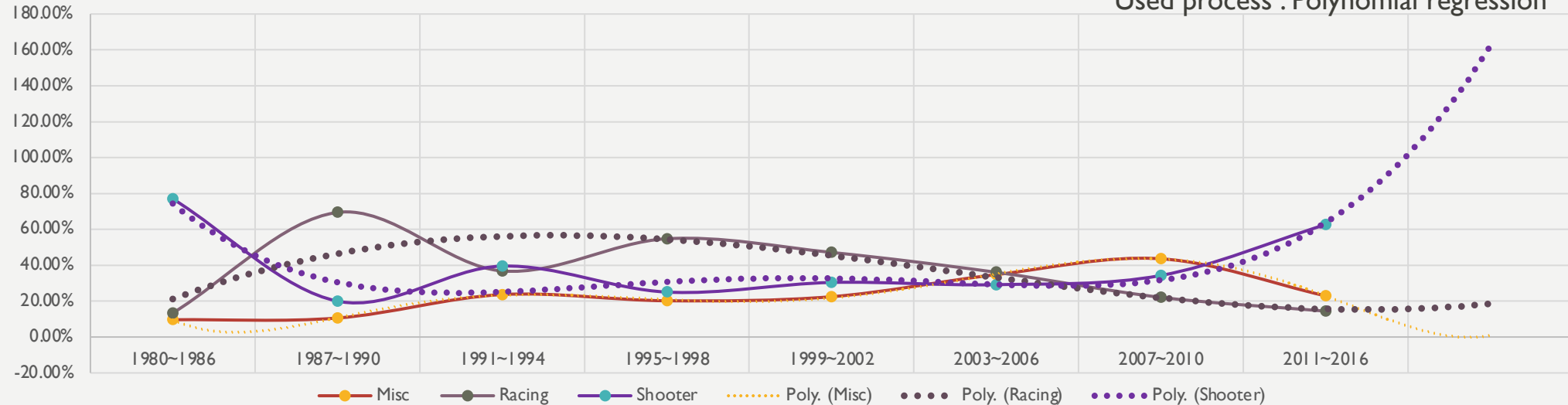Game genre trend

Used process : Polynomial regression

- The most popular game genre trends (Action, Platform, Role_playing and Sports)
- Popular genres in 80~1986 (Platform, Action) => 99~2010 (Action, Sports)
- In the 75 percentages of game sales, frequencies of the popular genres were at least 6 out of 8 terms

- Potentially positive sales after 2016 : Role playing, Action
- Potentially negative sales after 2016 : Sports, Platform

CHANGING GLOBAL GAME TRENDS

2nd tier popular game

Used process : Polynomial regression

- 2nd tier popular game genre trends (Shooter, Racing and Misc)
- Popular genres in 80~1986 (Shooter) => 87~2002 (Racing) => 07~2010(Misc)
- In the 75 percentages of game sales,
  frequencies of the the genres were at least 3 out of 8 terms
- Potentially positive sales after 2016 : Shooter, Racing
- Potentially negative sales after 2016 : Misc

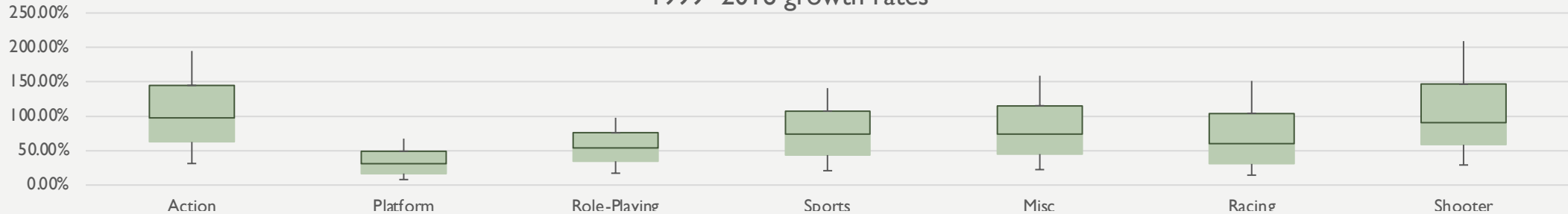- Valuable genres for analysis : Action, Platform, Role_playing, Sports, Shooter, Racing and Misc

GROWTH RATES OF GAME GENRE -GLOBAL SALES-

1980~1998 growth rates
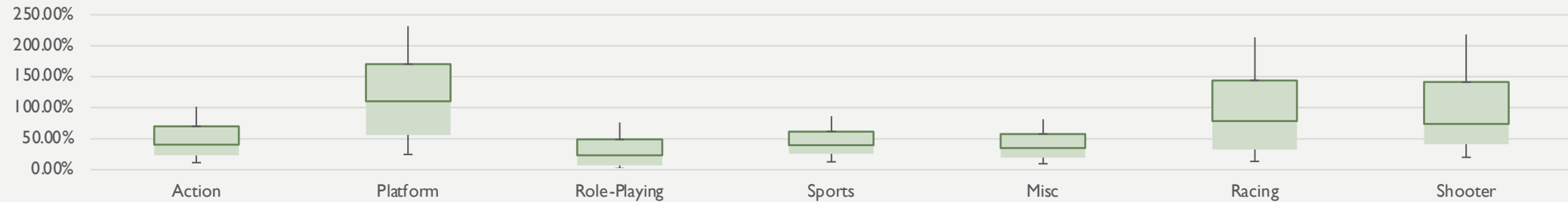
Growth rates rank 1980-1998 : 1 Platform – 2 Racing – 3 Shooter – 4 Action – 5 Sports – 6 Misc – 7 Role-playing

1999~2016 growth rates

Growth rates rank 1998-2016 : 1 Action – 2 Shooter – 3 Misc – 4 Sports – 5 Racing – 6 Role-Playing – 7 Platform

Genres of increasing sales : Action, Role-Playing, Sports, Misc and Shooter
Steady seller from two terms : Action and Shooter
Reason : Action and Shooter are always in high tier and evaluated positively from this analysis

POPULAR GAME GENRE IN NA

NA game sales each genre (Divided 1980~2016 in 9 years)

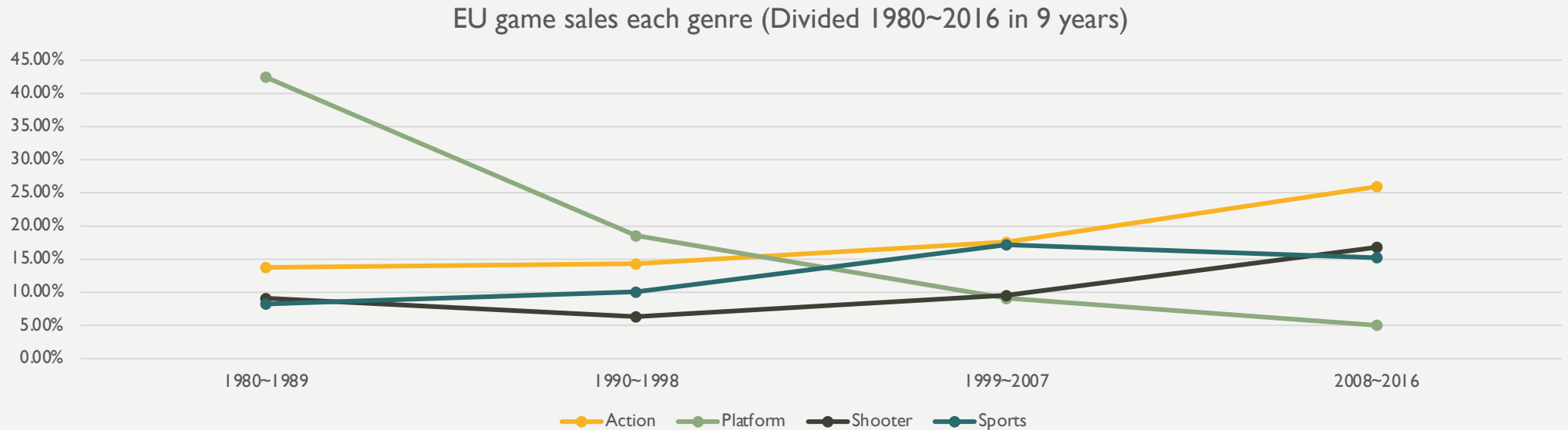NA game sales each genre (Divided 1980~2016 in 9 years)
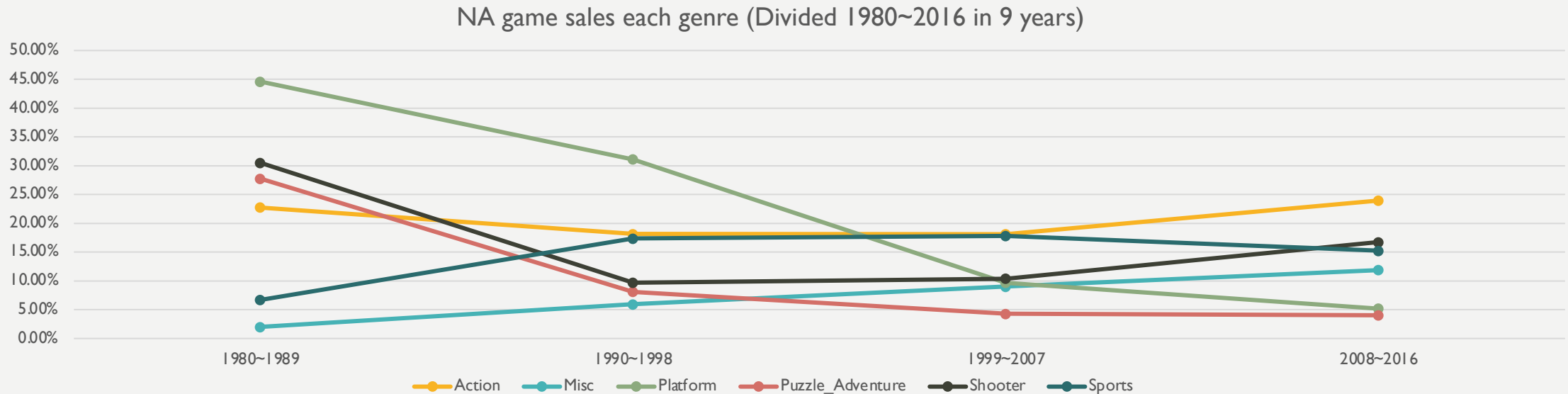
Removed genres (except Misc) which are under 10% of average sales between 1980~2016

- Genres of high game sales in NA : Action (Avg sales : 20.74%) , Platform (Avg sales : 22.65%), Puzzle_Adventure (Avg sales : 11.05%), Shooter (Avg sales : 16.83%), Sports (Avg sales : 14.28%) and Misc (Avg sales : 7.21%)

- Why Misc ? Increasing rate of Misc is constantly high
- Positive insights : Action, Sports and Misc are constantly increasing
- Negative insights : Platform, Puzzle_Adventure and Sports are decreasing

POPULAR GAME GENRE IN EU

EU game sales each genre (Divided 1980~2016 in 9 years)

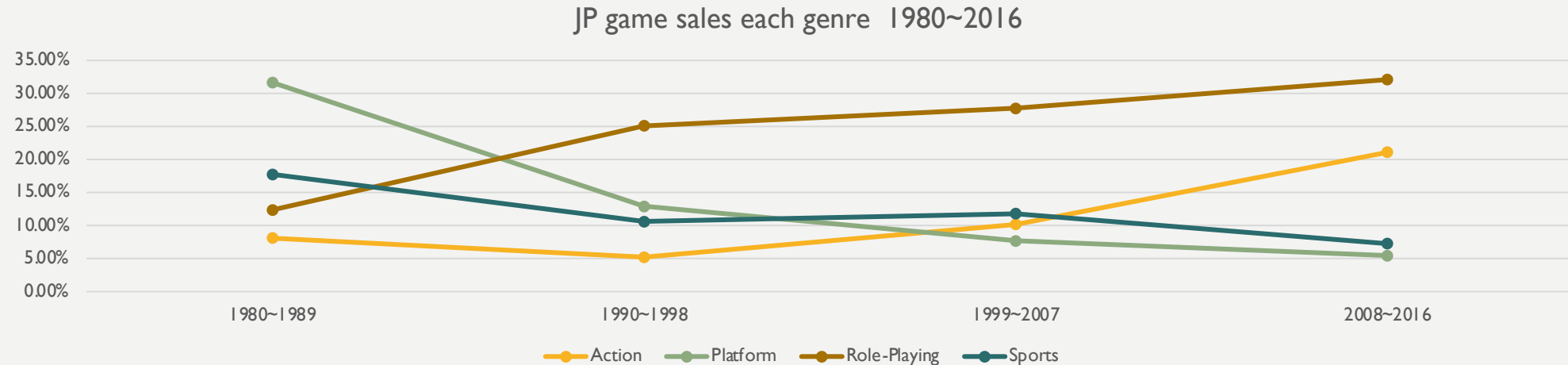EU game sales each genre (Divided 1980~2016 in 9 years)

Removed genres which are under 10% of average sales between 1980~2016

- Genres of high game sales in EU : Action (Avg sales : 17.88%) , Platform (Avg sales : 18.77%), Shooter (Avg sales : 10.43%) and Sports (Avg sales : 12.67%)

- Positive insights : Action and Shooter are increasing
- Negative insights : Platform are rapidly decreasing

POPULAR GAME GENRE IN JP

JP game sales each genre (Divided 1980~2016 in 9 years)
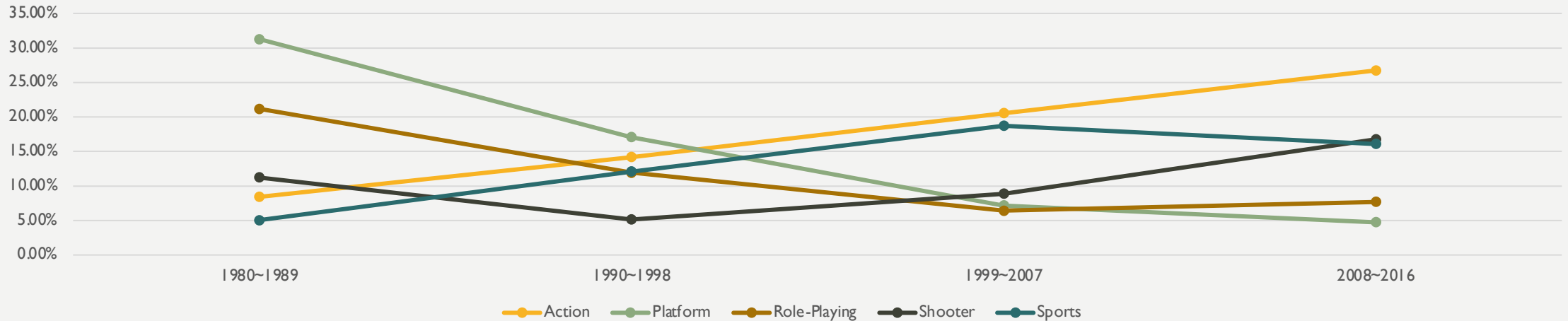
JP game sales each genre 1980~2016

Removed genres which are under 10% of average sales between 1980~2016

- Genres of high game sales in JP : Action (Avg sales : 11.15%) , Platform (Avg sales : 14.43%), Role-Playing (Avg sales : 24.33%) and Sport (Avg sales : 11.86%)

- Positive insights : <mark>Action and Role-Playing</mark> are constantly increasing
- Negative insights : Platform and Sports are decreasing

POPULAR GAME GENRE IN OTHER

JP game sales each genre (Divided 1980~2016 in 9 years)

Other game sales each genre 1980~2016

Removed genres which are under 10% of average sales between 1980~2016

- Genres of high game sales in Other : Action (Avg sales : 17.47%) , Platform (Avg sales : 15.06%), Role-Playing (Avg sales : 11.81%), Shooter(Avg sales : 10.5%) and Sport (Avg sales : 12.99%)

- Positive insights : Action and Shooter are increasing
- Negative insights : Platform and Sports are decreasing

GROWTH RATES OF GAME SALES IN NA
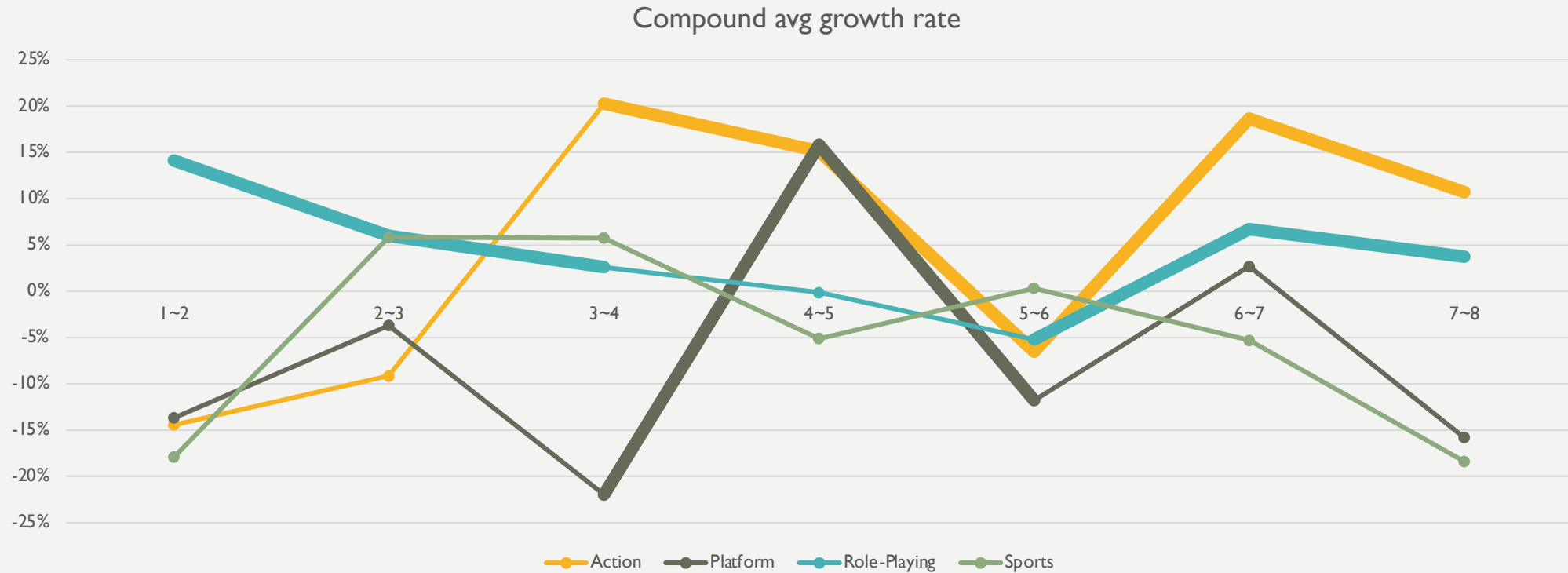

Compound avg growth rate
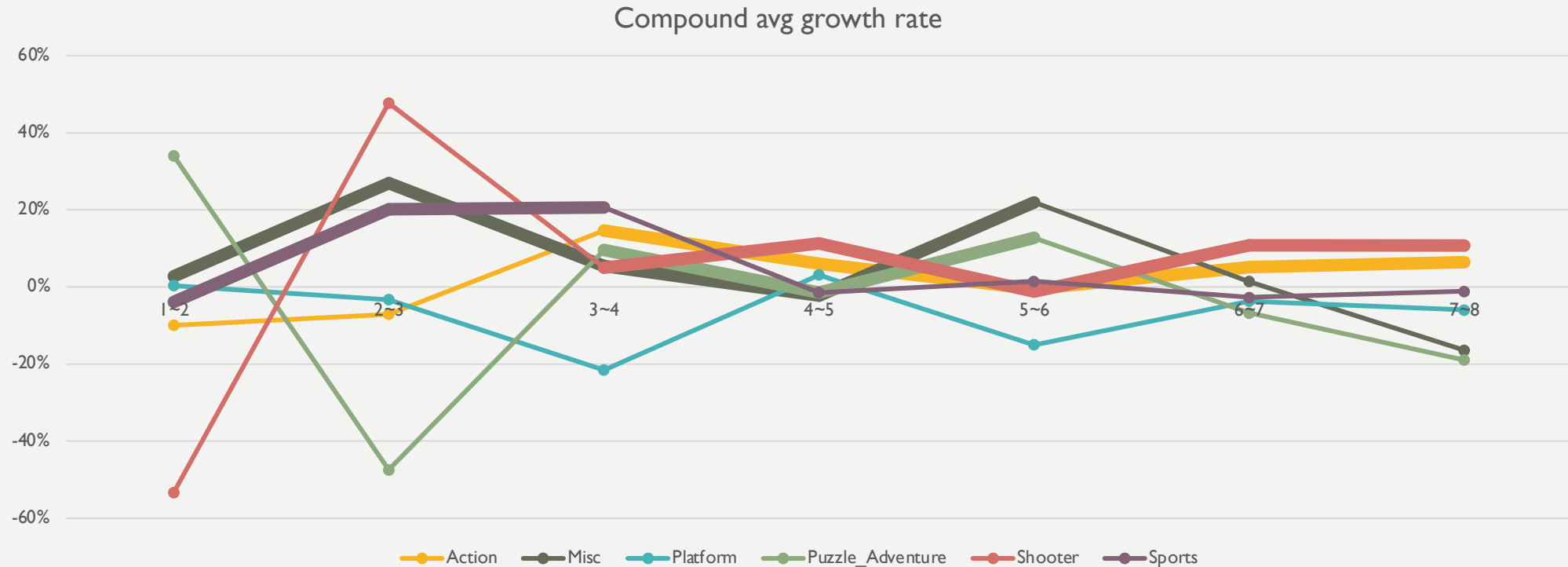
- Positive avg growth rates in term 1~4 (1980~1996) : Misc (12%), Sports (12%)
- Positive avg growth rates in term 4~6 (1997~2004) : Action (3%), Misc (10%), Puzzle_adventure (6%), Shooter (5%)
- Positive avg growth rates in term 6~8 (2005 ~ 2016) : Action (6%) and Shooter (11%)

GROWTH RATES OF GAME SALES IN EU

Compound avg growth rate
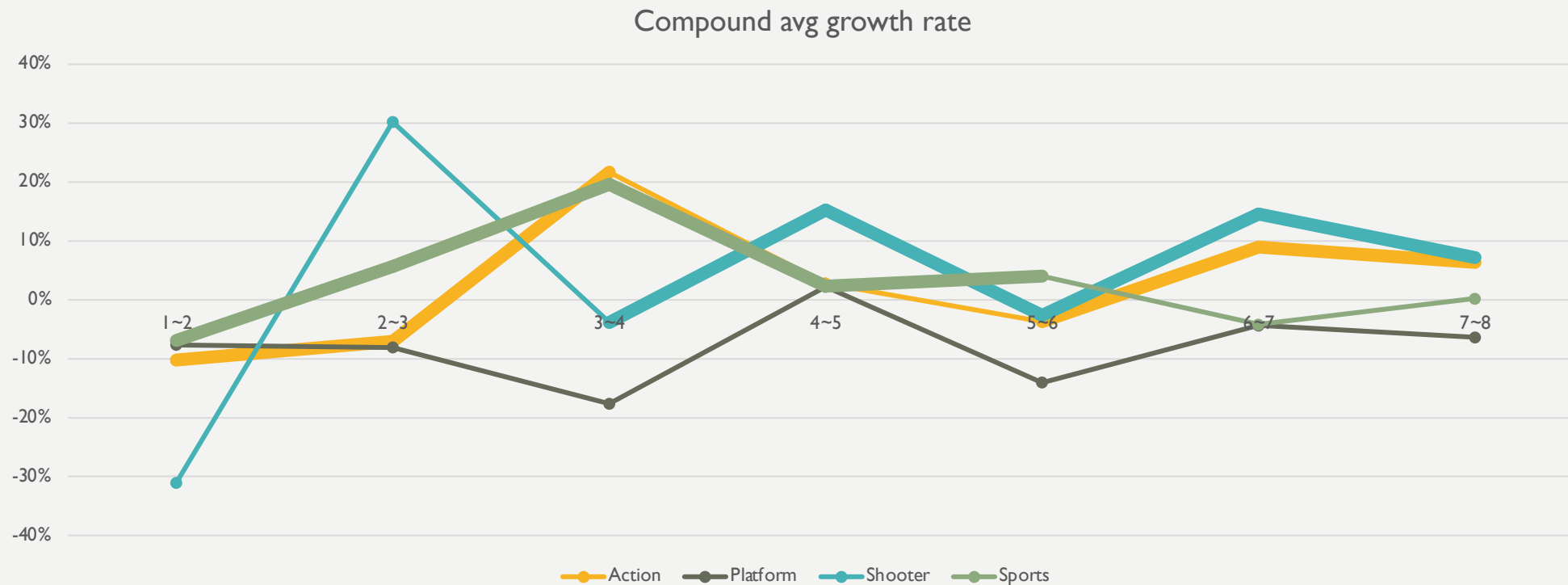
- Positive avg growth rates in term 1~4 (1980~1996) : Action (1%), Sports (6%)
- Positive avg growth rates in term 4~6 (1997~2004) : Shooter (6%), Sports (3%)
- Positive avg growth rates in term 6~8 (2005 ~ 2016) : Action (8%), Shooter (11%)
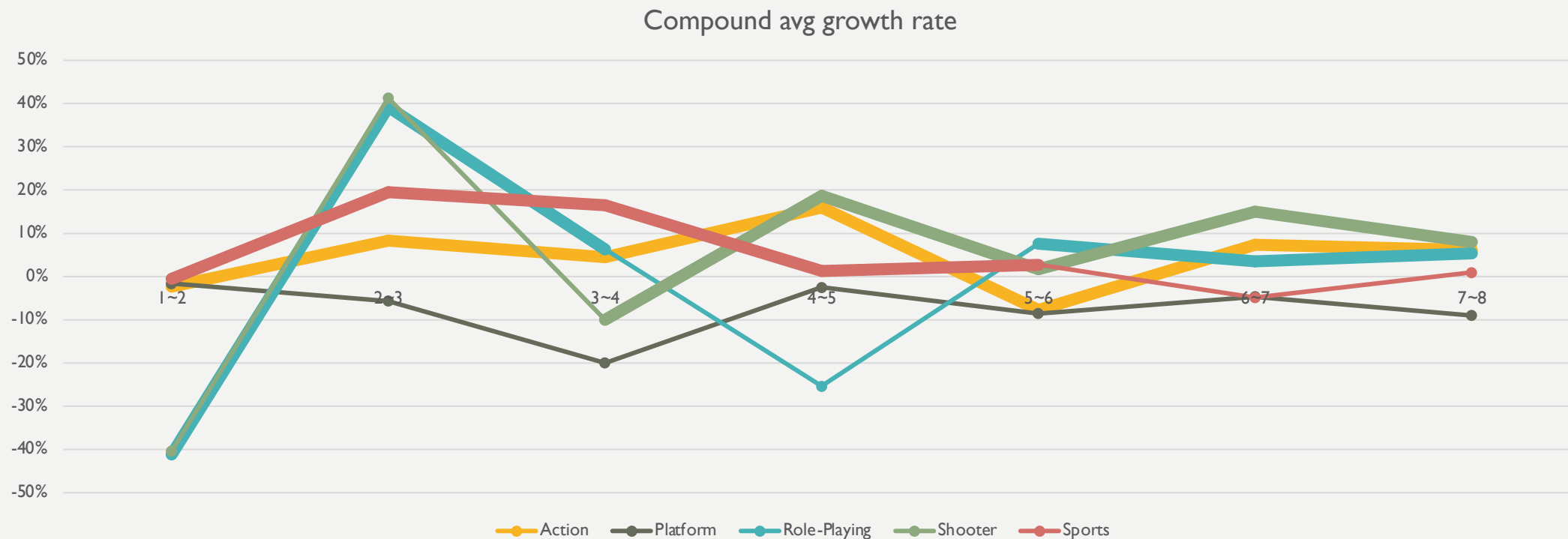
GROWTH RATES OF GAME SALES IN JP

Compound avg growth rate

- Positive avg growth rates in term 1~4 (1980~1996) : Role-playing (8%)
- Positive avg growth rates in term 4~6 (1997~2004) :Action (4%), Platform (2%)
- Positive avg growth rates in term 6~8 (2005 ~ 2016) :Action (15%), Role-Playing (5%)

GROWTH RATES OF GAME SALES IN OTHER

Compound avg growth rate

- Positive avg growth rates in term 1~4 (1980~1996) :Action (3%), Role-Playing (1%), Sports (12%)
- Positive avg growth rates in term 4~6 (1997~2004) :Action (4%), Shooter (10%), Sports (2%)
- Positive avg growth rates in term 6~8 (2005 ~ 2016) :Action (7%), Role-Playing (4%) Shooter (11%)

CONCLUSION

➢ Global

- The most popular game genre : Action, Platform, Role_playing and Sports

- Genres of recent increasing sales : Action and Role-Playing

➢ NA

- Recent popular game genres : Action, Sports and Misc

- Recent Growing genres : Action and Shooter

➢ EU

- Recent popular game genres : Action and Shooter

- Recent Growing genres : Action and Shooter

➢ JP

- Recent popular game genres : Action and Role-Playing

- Recent Growing genres : Action and Role-Playing

➢ OTHER

- Recent popular game genres : Action and Shooter

- Recent Growing genres : Action, Role-Playing and Shooter

Confidence rank : 1. Action 2. Role-Playing, Shooter 3. Sports