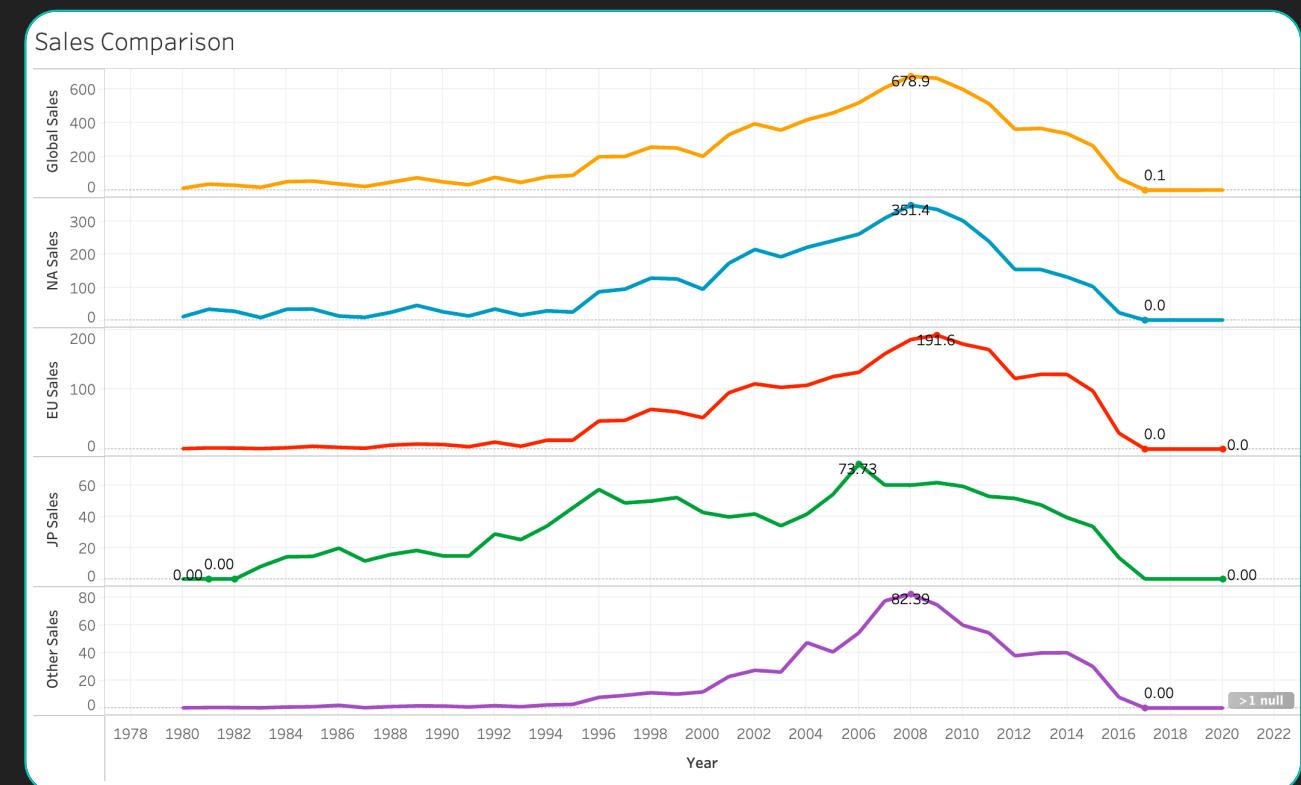


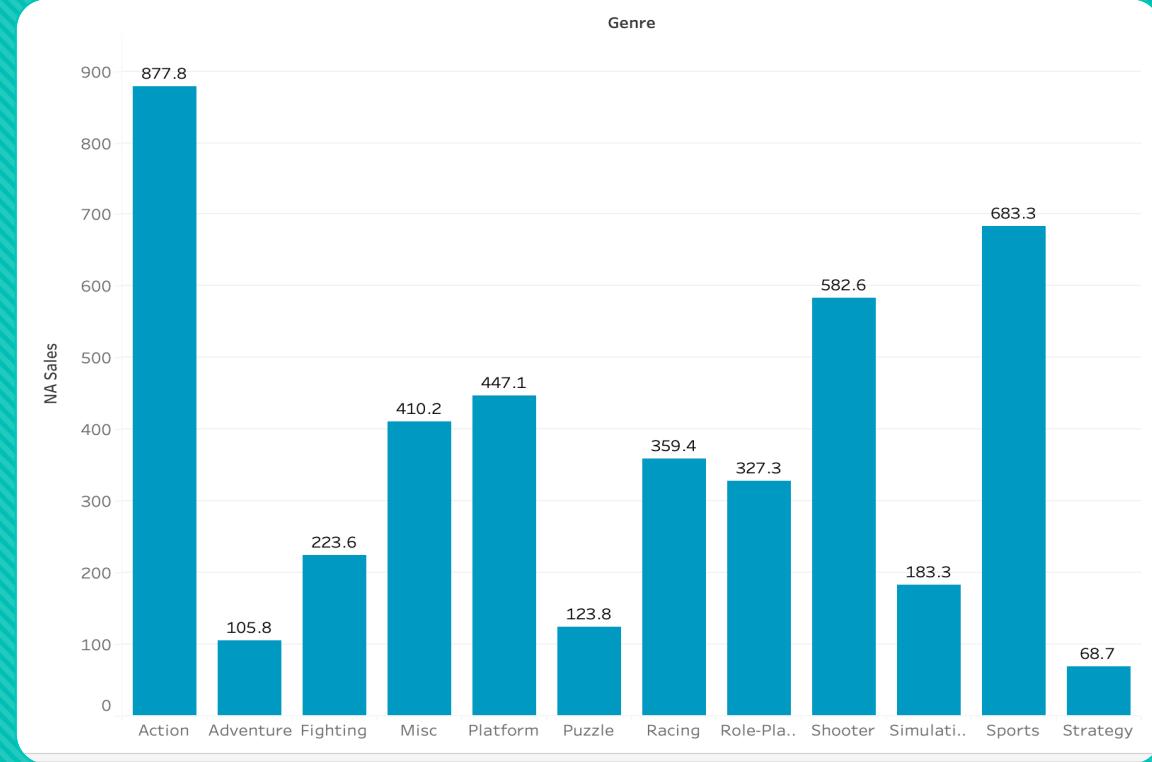
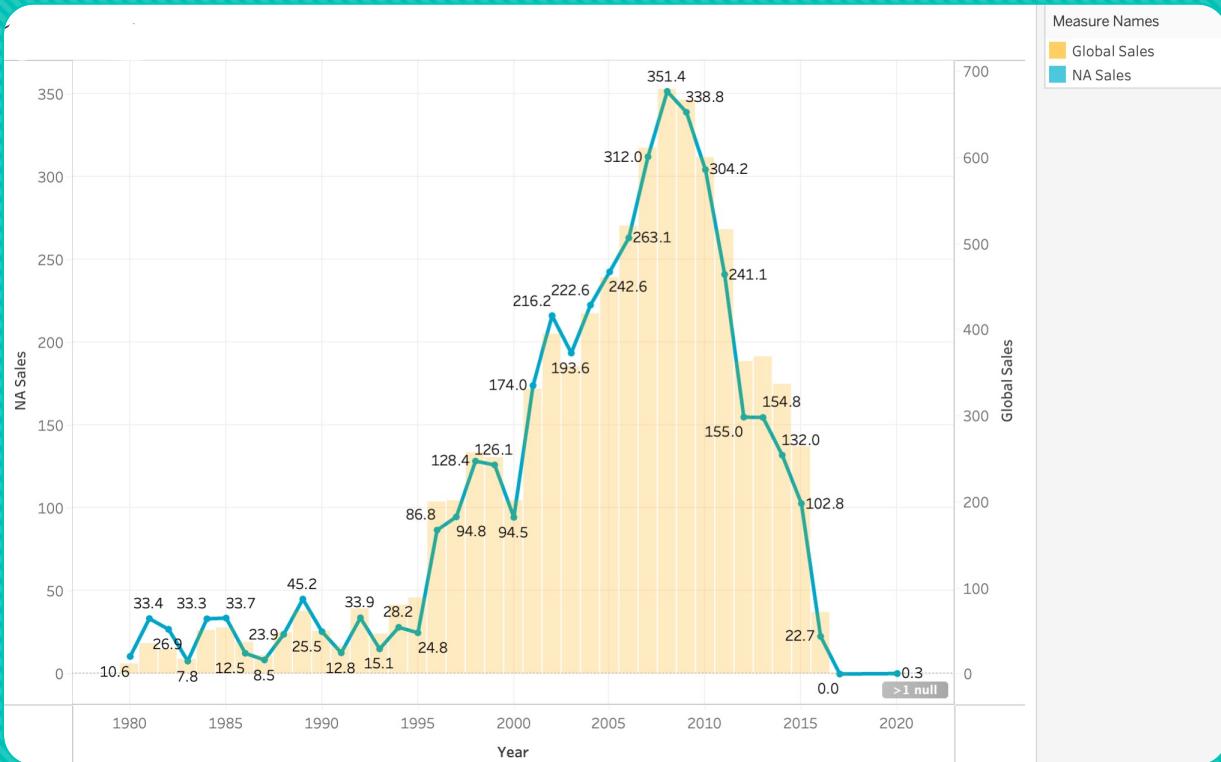
# TRENDING VIDEO GAMES

Top selling/trending video games between 1980-2020

# General Overview of Sales

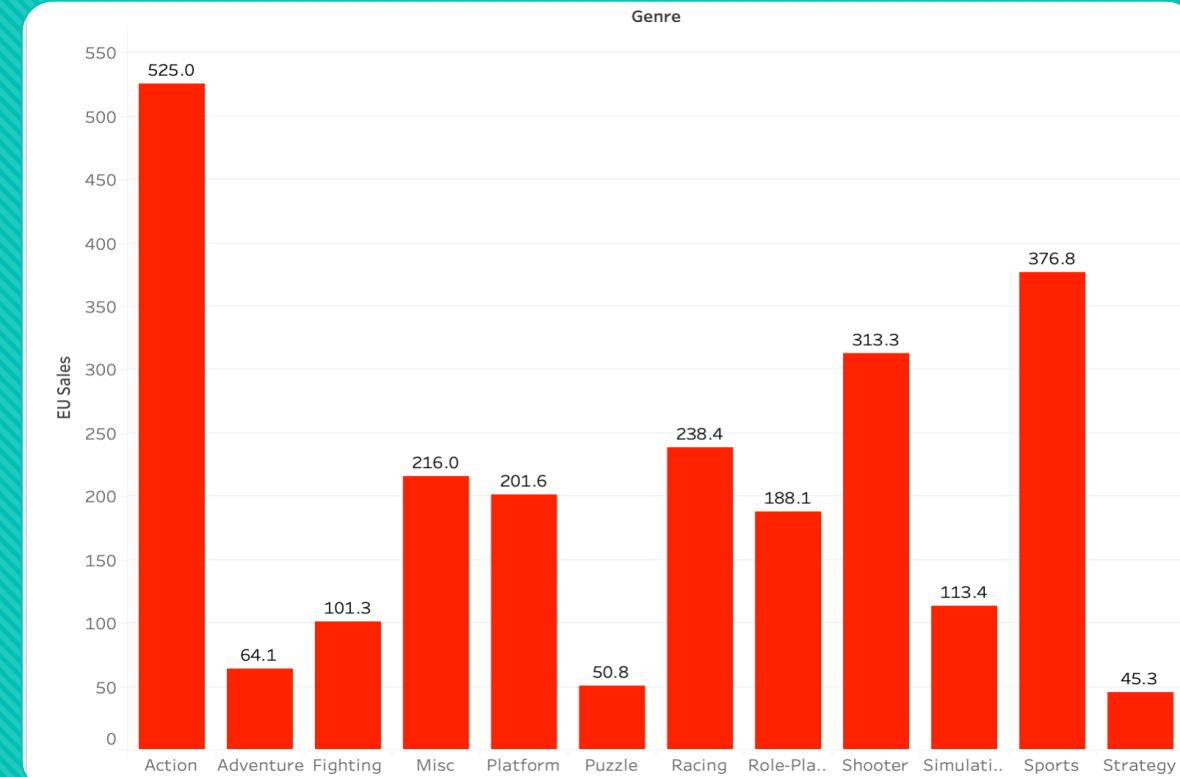
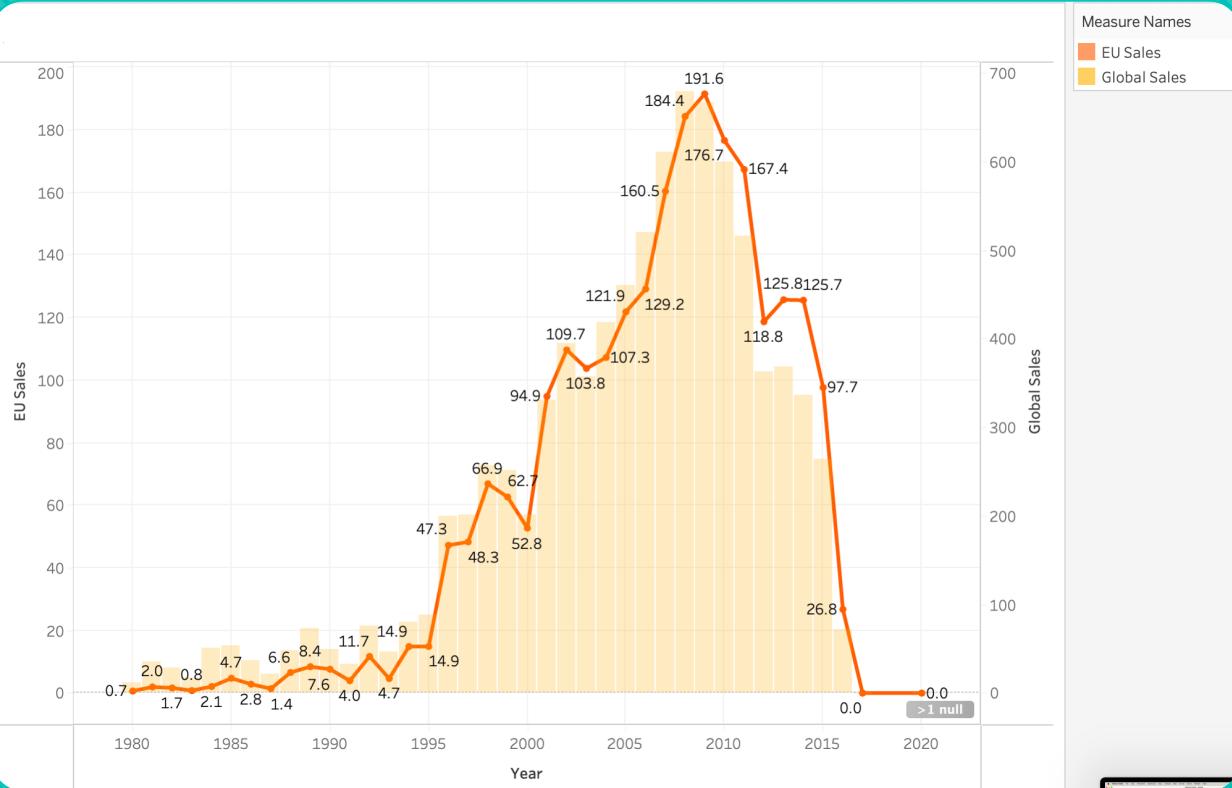
- Globally, between 1980-2020, sales in video games were at their highest in 2008.
- North American sales was a major contributor to the overall global number in 2008, while European sales saw their highest numbers the following year (2009).
- Japan had its highest sales in 2006
- All sales steadily declined after those dates
- These highlighted dates and sales decline both correspond with the economic recession of the time.





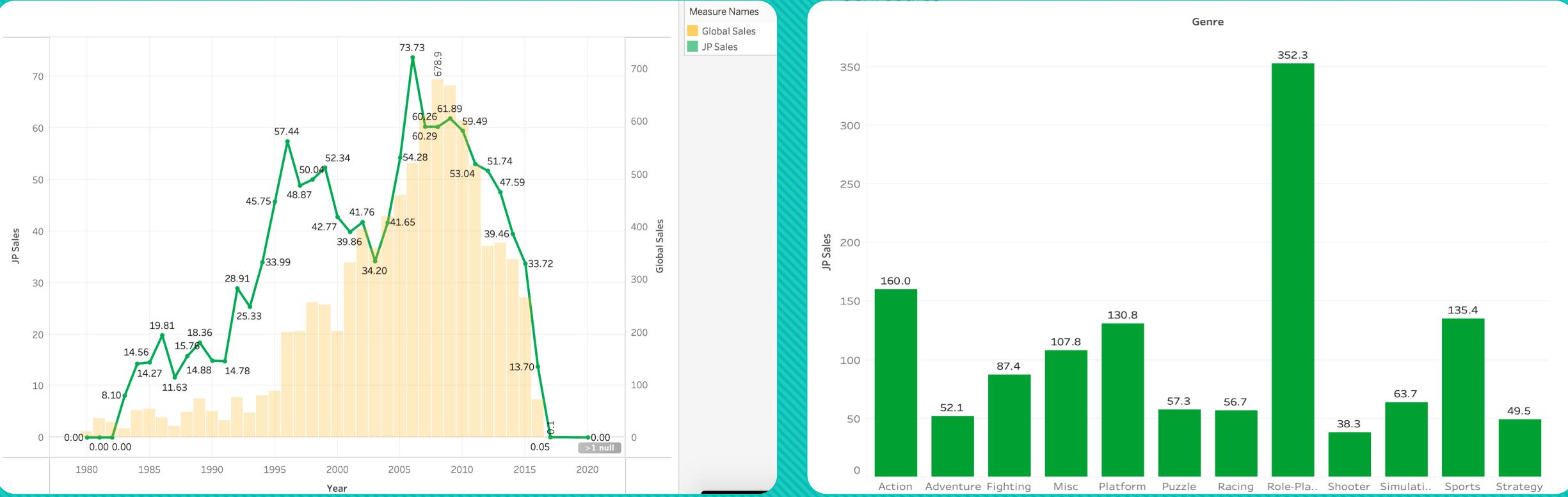
# North American vs. Global Sales

- North American sales (NA): a major driving force in the overall sale of video games
- Top selling genre: ACTION, followed by SPORTS then SHOOTER games



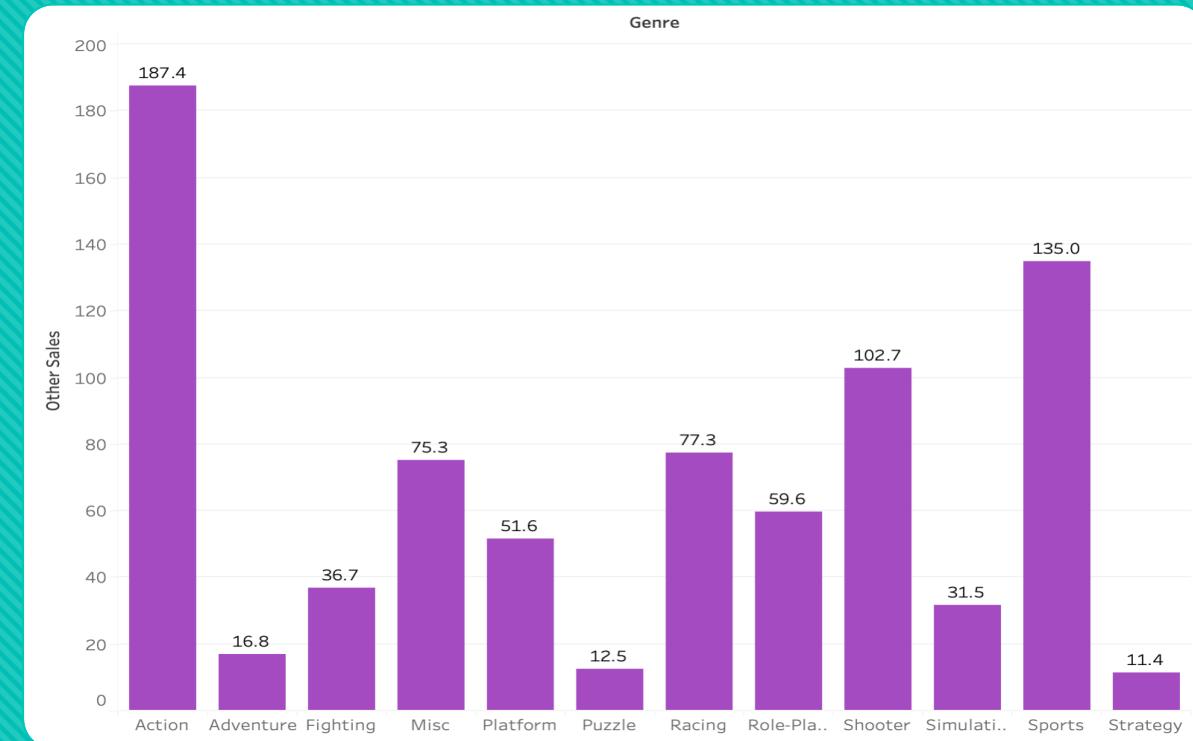
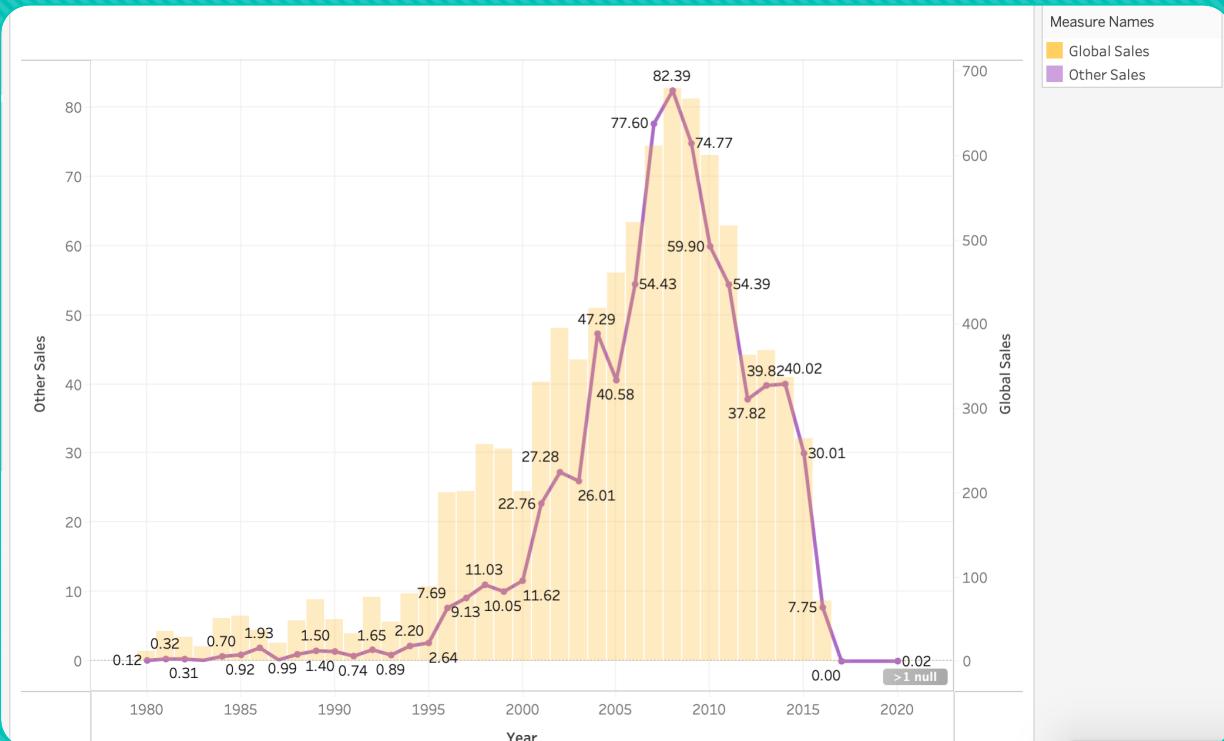
# European vs. Global Sales

- European sales (EU): the second largest driving force in the overall sale of video games
- Top selling genre: ACTION, followed by SPORTS then SHOOTER games



# Japan vs. Global Sales

- Japan sales (JP): pulled its highest year two years before the 2008 overall global high
- Top selling genre: ROLE PLAYING, followed by ACTION then SPORTS games
- \*NOTE: not only was Japan's top year in 2006 but the most popular genre for the other groups—ACTION—is a far second compared to ROLE PLAYING, and SHOOTER games comes in last.

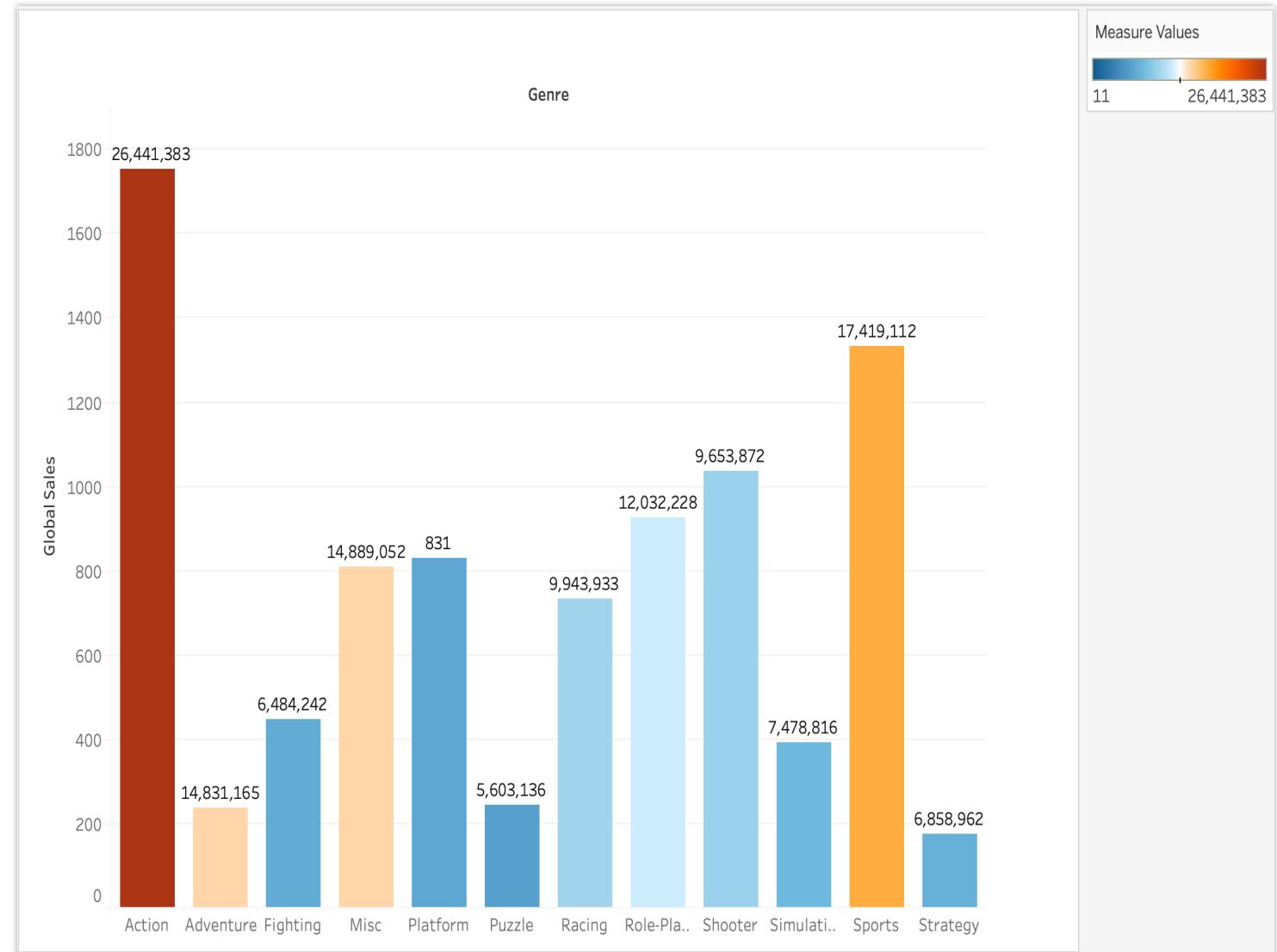


# Other vs. Global Sales

- Top selling genre: ACTION, followed by SPORTS then SHOOTER games; this continues with the overall trend for most popular genres

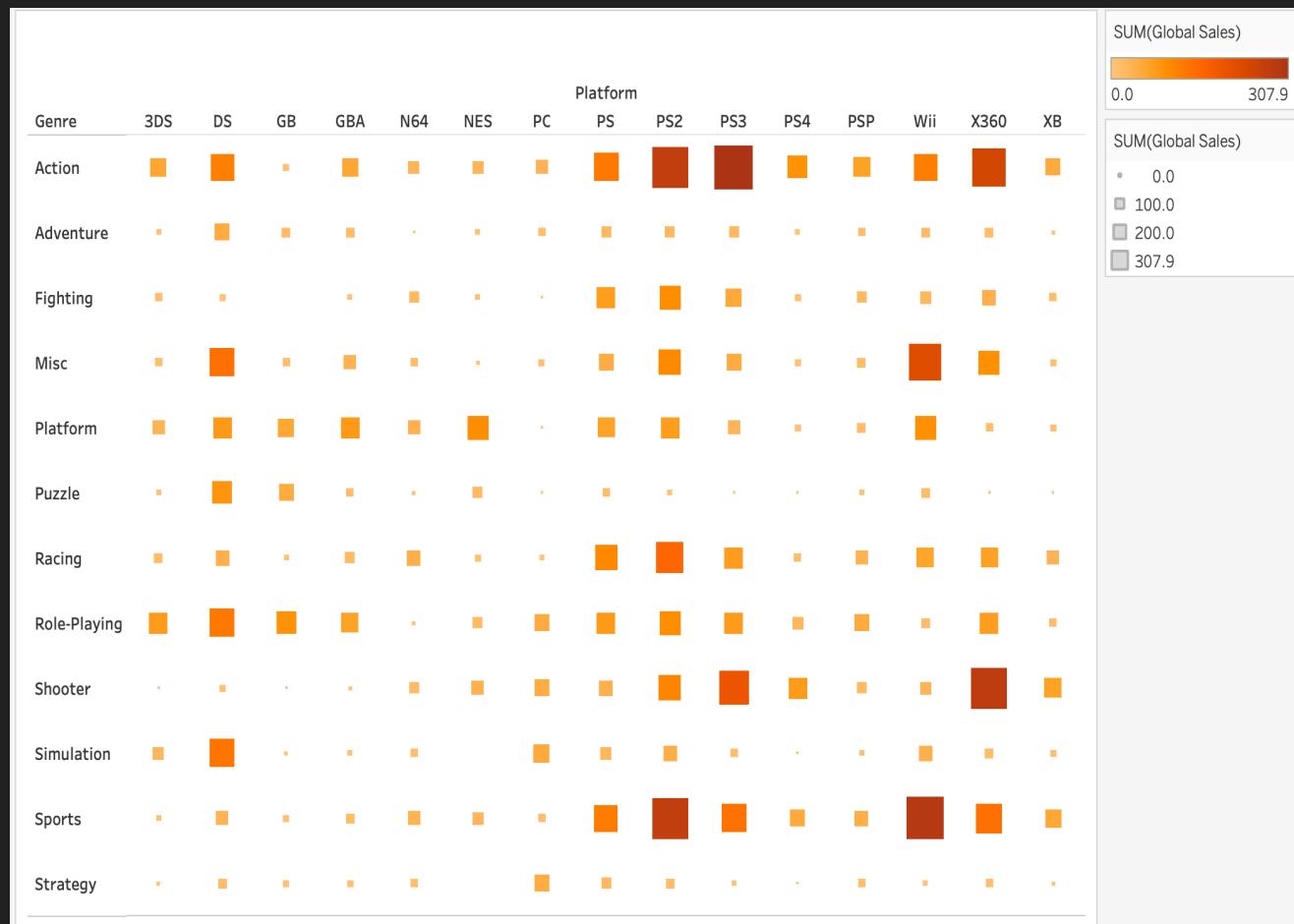
# Most Popular Genre

ACTION was by far the most popular genre of video games between 1980-2020, with over 26 million sold globally.

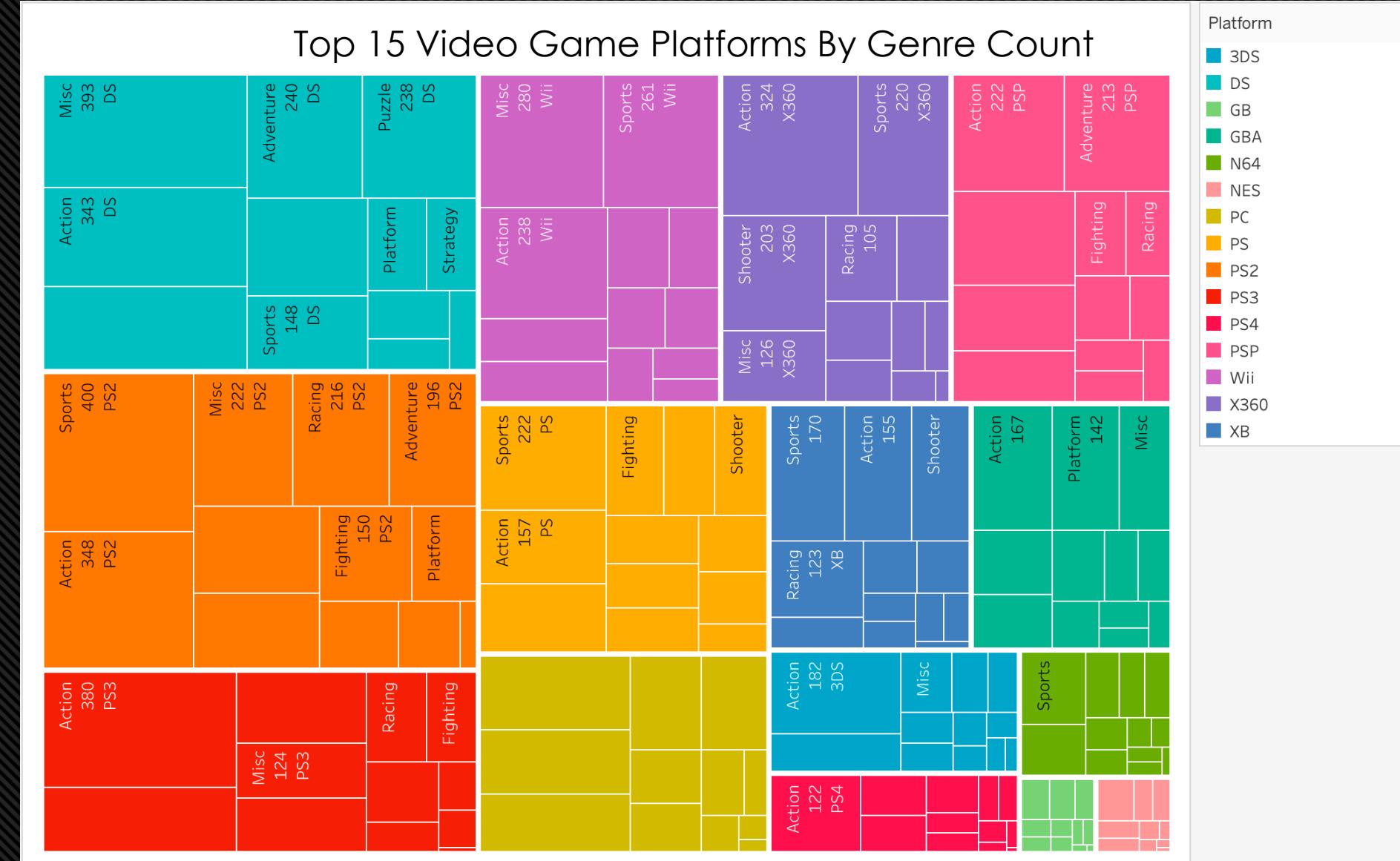


# A comparison of video game platforms by genre:

- Here are the top 15 video game platforms that were most used between 1980-2020; the larger/darker the square, the more games were sold in that genre on that platform.
- For the overall most popular genre of ACTION, PS3 saw the most use; while PS2 and X360 followed strong with a large number of sales in both ACTION and SPORTS.
- On the following slide, the top 15 video game platforms are compared with the amount of video games they had on the platform per genre.

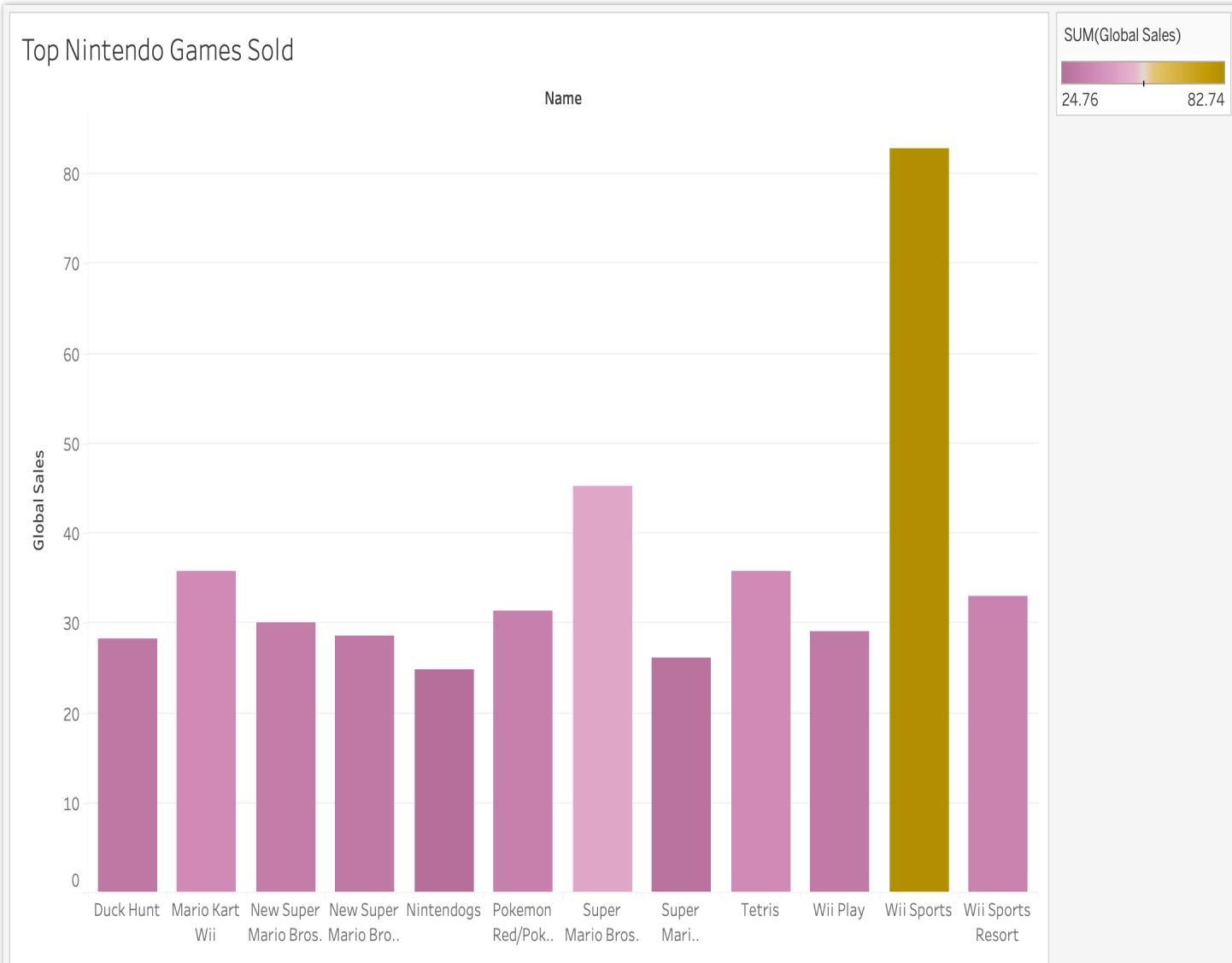


- PS3 has the highest number of ACTION games on the platform.
- PS2 has the highest number of SPORTS games and second highest number of ACTION games.
- While DS has 19 more ACTION games offered, X360 was still used more in that genre.

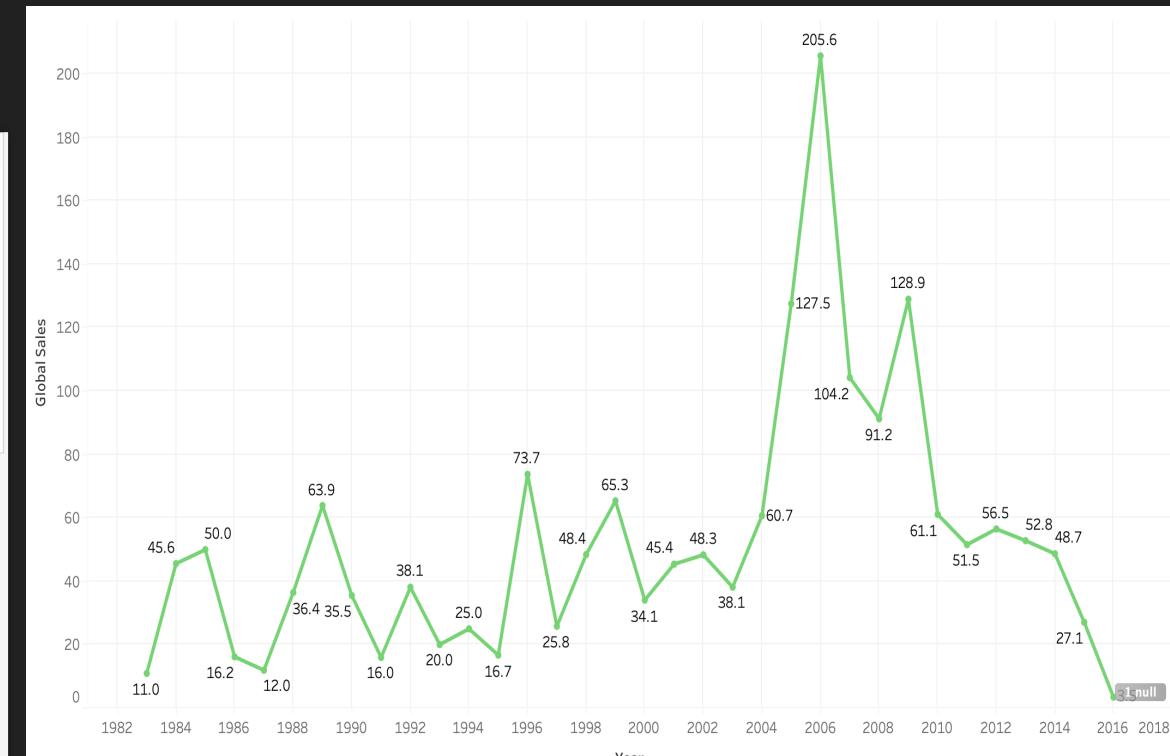
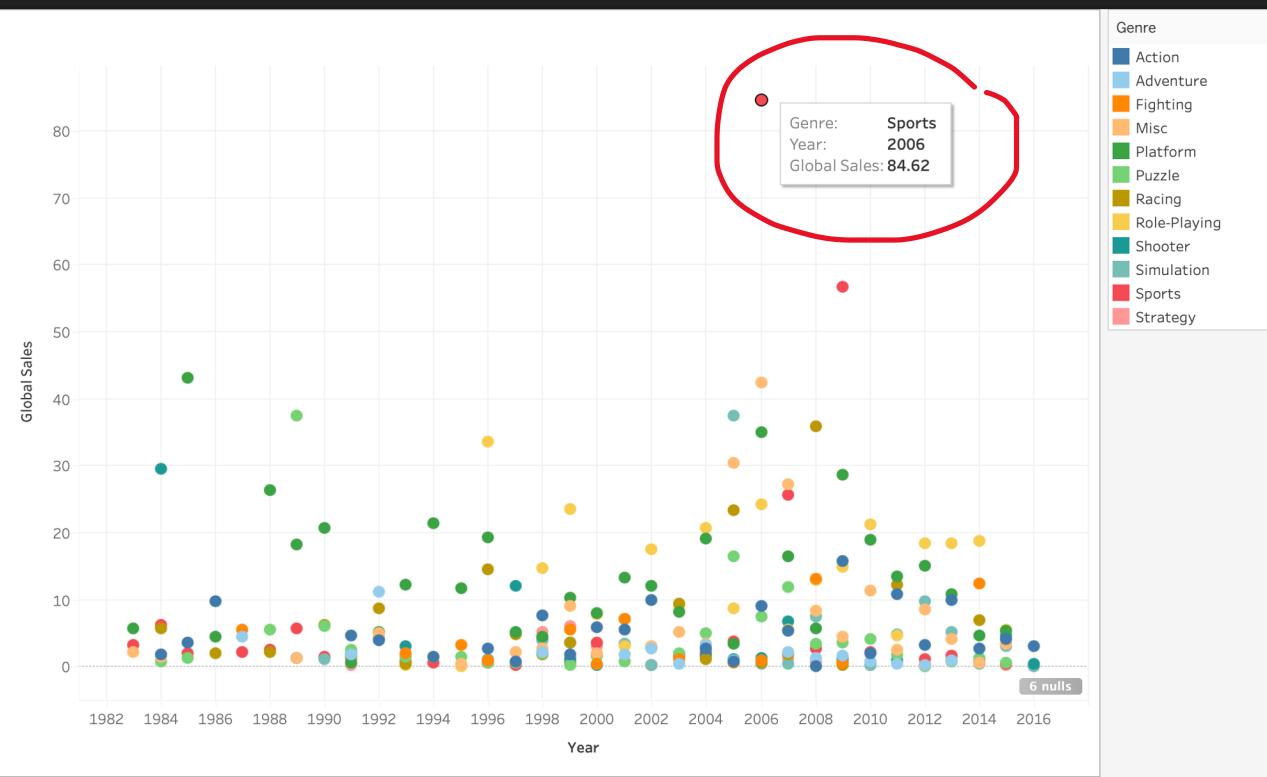


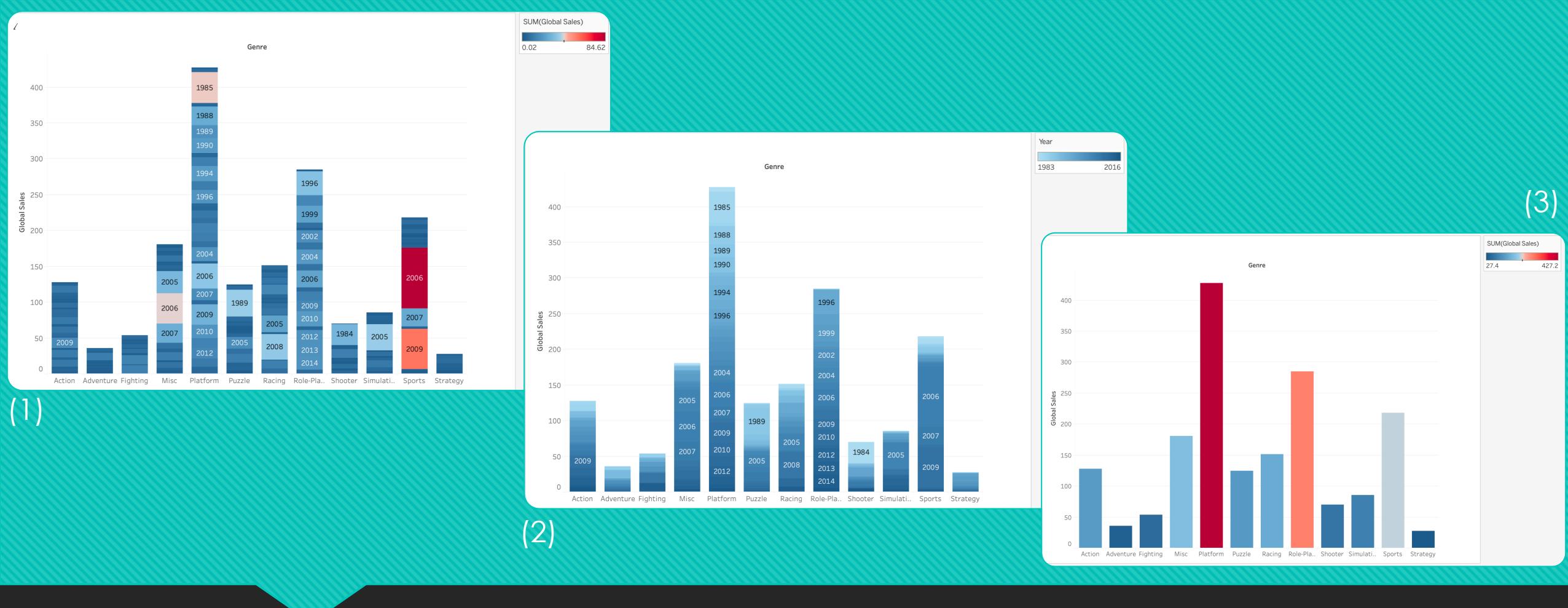
# Games by Nintendo

Looking specifically at the publisher—Nintendo—there is a clear winner for most sold video game between 1980-2020: Wii Sports.



Note: the highest sale for Nintendo happened in 2006 in the SPORTS genre—possibly due in thanks to Wii Sports





Lastly, although the genre SPORTS did exceptionally well in 2006 (and respectfully in 2009)[1], it is important to note that the most consistent seller for Nintendo is in the PLATFORM genre [2, 3] and should not be discredited as a top genre for this publisher.

# Conclusion:

**ACTION** games are by far the most sold overall.

**STRATEGY & PUZZLE** games are the least sold overall.