

GAMECO: REGIONAL SALES INSIGHTS

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INTRODUCTION

The overall assumption we have for GameCo is that sales for the various geographic regions have stayed the same over time. However, this is not what the data is telling us.

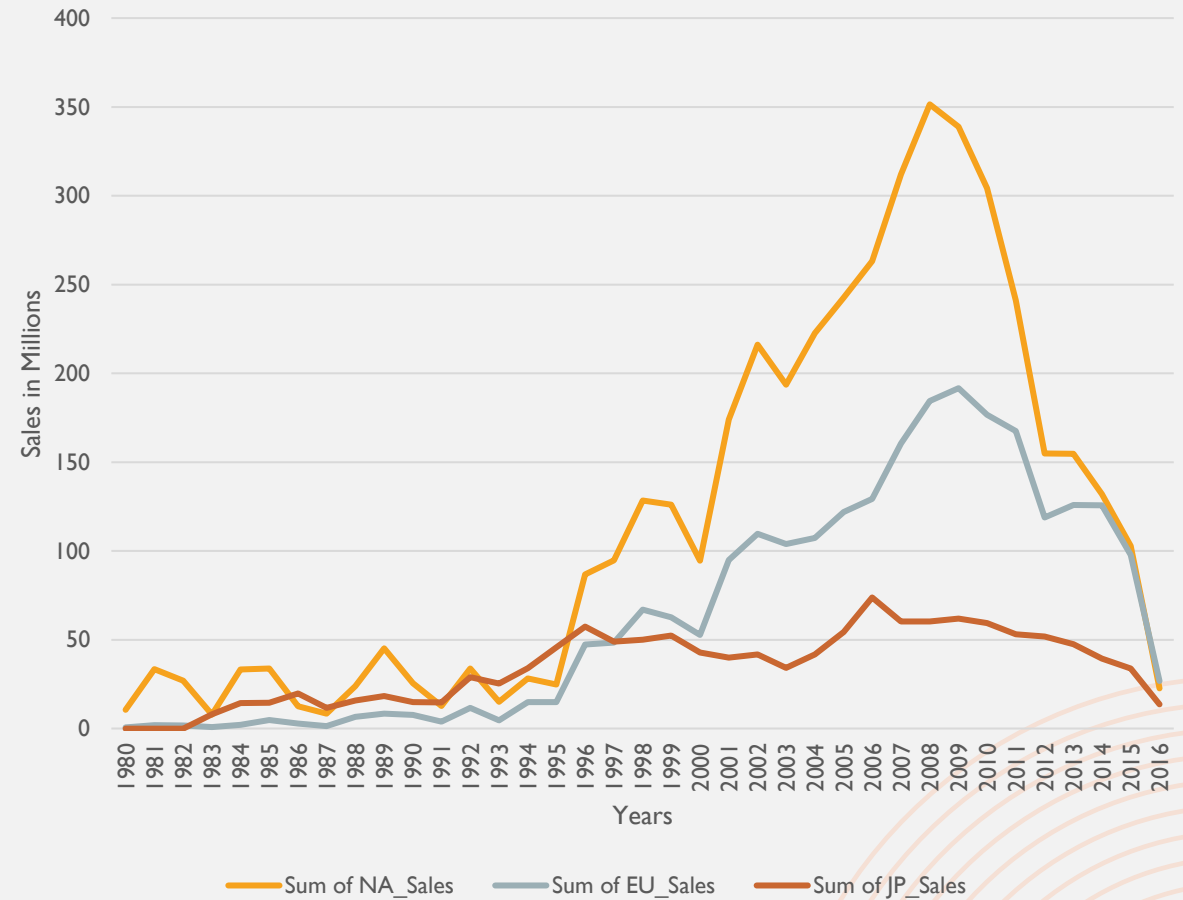


REGIONAL PERFORMANCE

REGIONAL PERFORMANCE OVER TIME

- Sales for North America (NA), Europe (EU), and Japan (JP) have steadily increased starting in 1980 until 2008 when there is a noted decrease in NA and EU sales in 2008.
- This is due to the Global Recession and possibly due to the increase in mobile gaming.
- Since 2008, sales have not rebounded but continue to decrease.

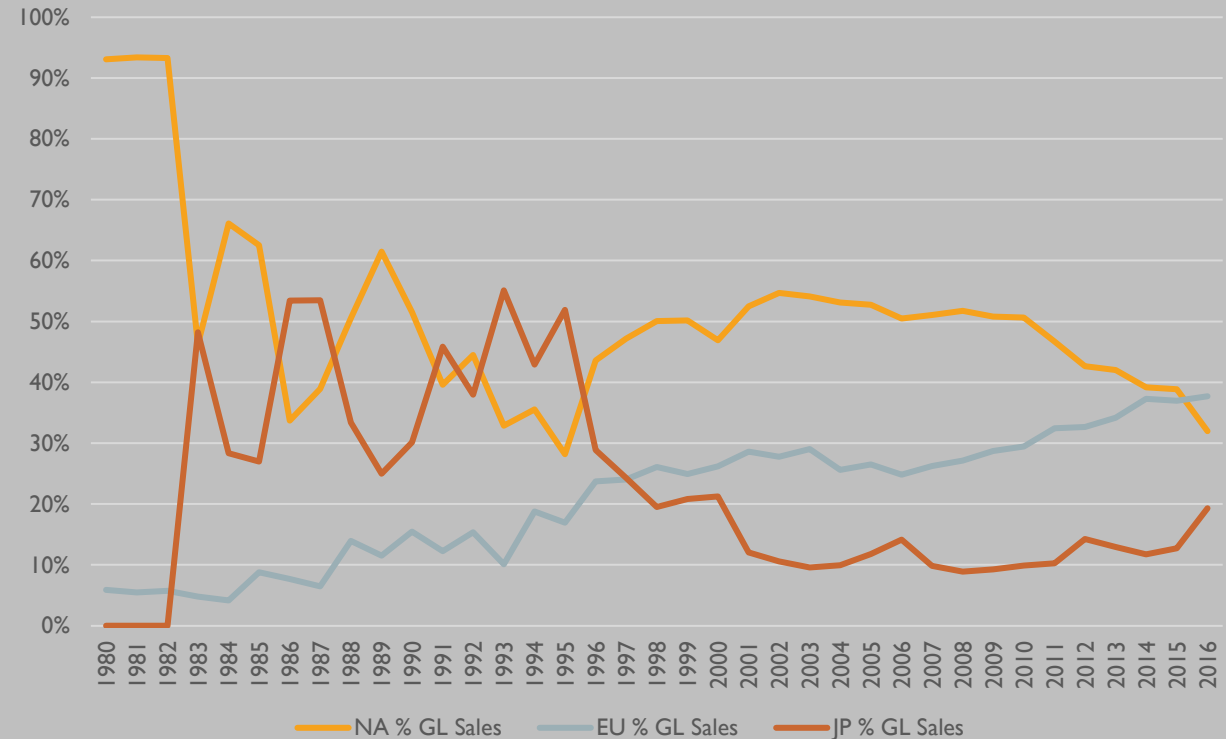
Regional Sales Over Time



REGIONAL PROPORTION OF GLOBAL SALES

- NA generally kept the largest proportion of Global Sales.
- NA and JP, both have an inconsistent battle for dominion from 1980 through to 1996. From then on to 2015 NA has clear domination over EU and JP.
- Starting in 1987, we see EU rise throughout the years until it is finally beating out NA and JP in 2016.
- JP is also starting to rise in 2016 while it looks like NA will continue its downward trend.

Proportion of Global Sales



REGIONAL PERFORMANCE

WHAT THE DATA SAYS

- NA, EU, and JP all have decreasing sales since 2008.
- NA has a decreasing share of Global Sales.
- EU has surpassed NA and JP in their share of Global Sales

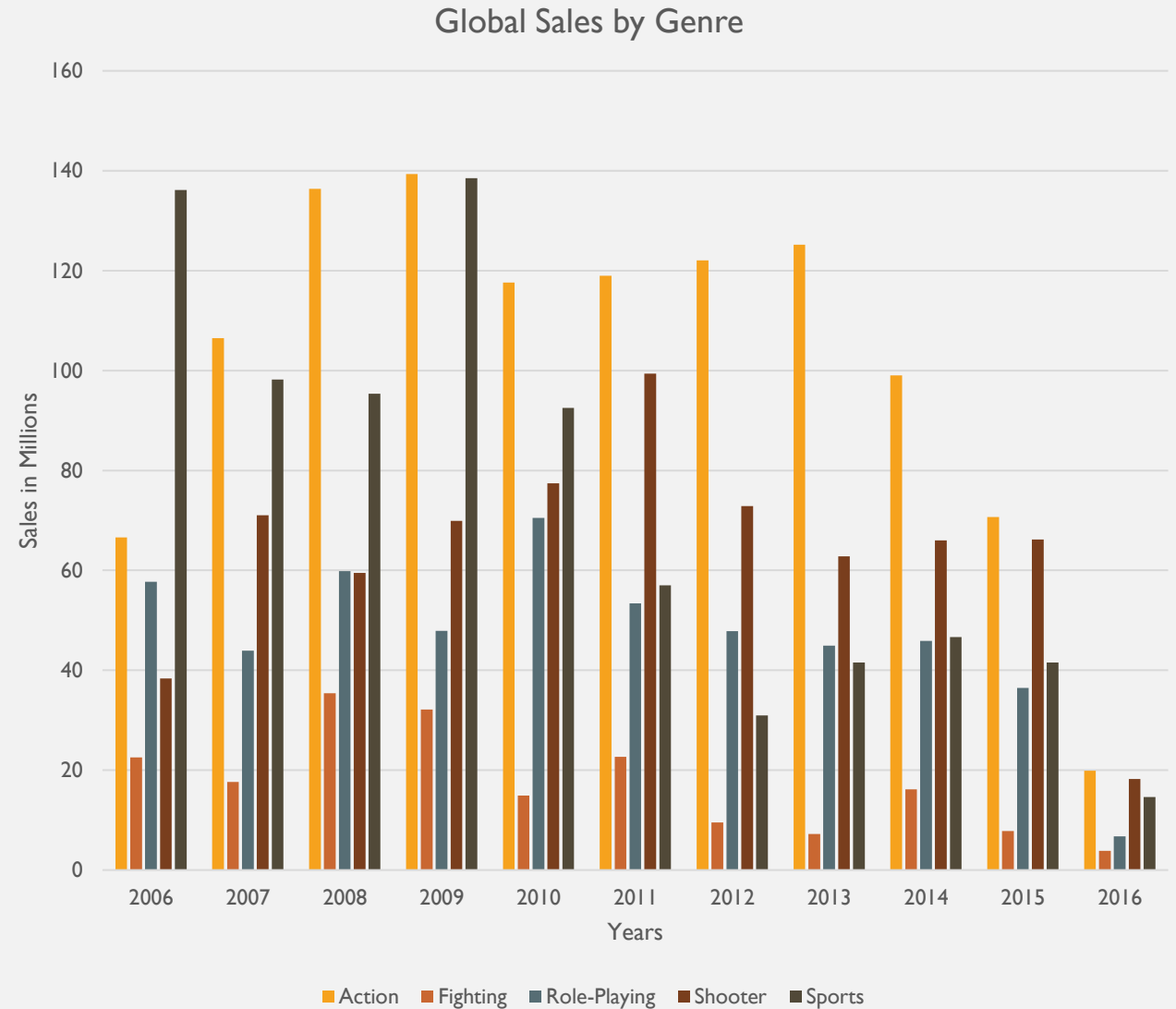
WHAT DO WE DO

- The 2008 recession has passed, more research into why video game sales have not rebounded to levels prior to 2008.
- Research into why NA has a decreasing share of Global Sales is needed.
- Research into the marketing efforts in Europe should be examined for potential benefits to the NA region.

SALES BY GENRE

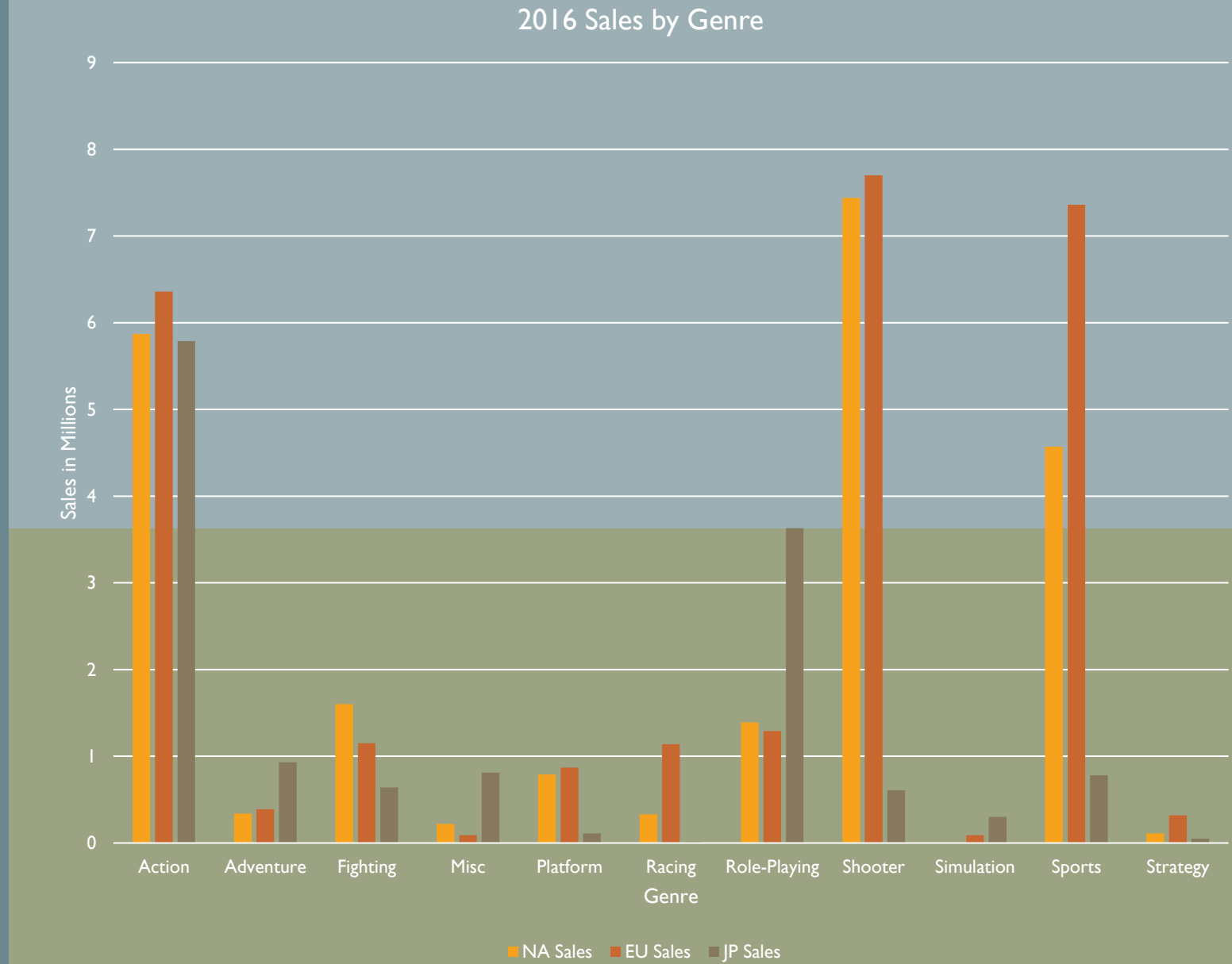
SALES BY GENRE

- Global Sales since 2006 show where the main money makers are: Action, Shooter, Sports, Role Playing, and Fighting.
- We also see a general decline in sales for the top 3 genres.
- Has there been a concerted effort to decrease production of games in these genres?



2016 Sales by Genre

- NA's top 3 genres are Shooter, Action, and Sports.
- EU's top 3 are Shooter, Sports, and Action.
- JP's top 3 are Action, Role-Playing, and Adventure.





INCREASING SALES BY GENRE

We see the sales have decreased over the last few years for high earning genres like Action, Shooter, and Sports.

- Develop more games that are pertinent to each region's high performers or invest in research to determine why the sales are decreasing.
- Attempt to create games that are culturally appealing to all regions.
- Create targeted marketing campaigns for those new releases.



AREAS OF FUTURE FOCUS

RESEARCH

- Research into why video game sales have not rebounded to levels prior to 2008.
- Research into why NA has a decreasing share of Global Sales.
- Research into the marketing efforts in Europe should be examined for potential benefits to the NA region.
- Research to determine why the sales are decreasing for high earning genres in NA.
- Research mobile gaming and how it could work for the company.

DEVELOPMENT

- Develop more games that are pertinent to each region's high performers.
- Attempt to create games that are culturally appealing to all regions.
- Create targeted marketing campaigns for those new releases.

SUMMARY

We see that our original thought of sales remaining constant over time has been proven wrong. I believe more research is needed to understand these new insights before any decisions are made.

THANK YOU

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