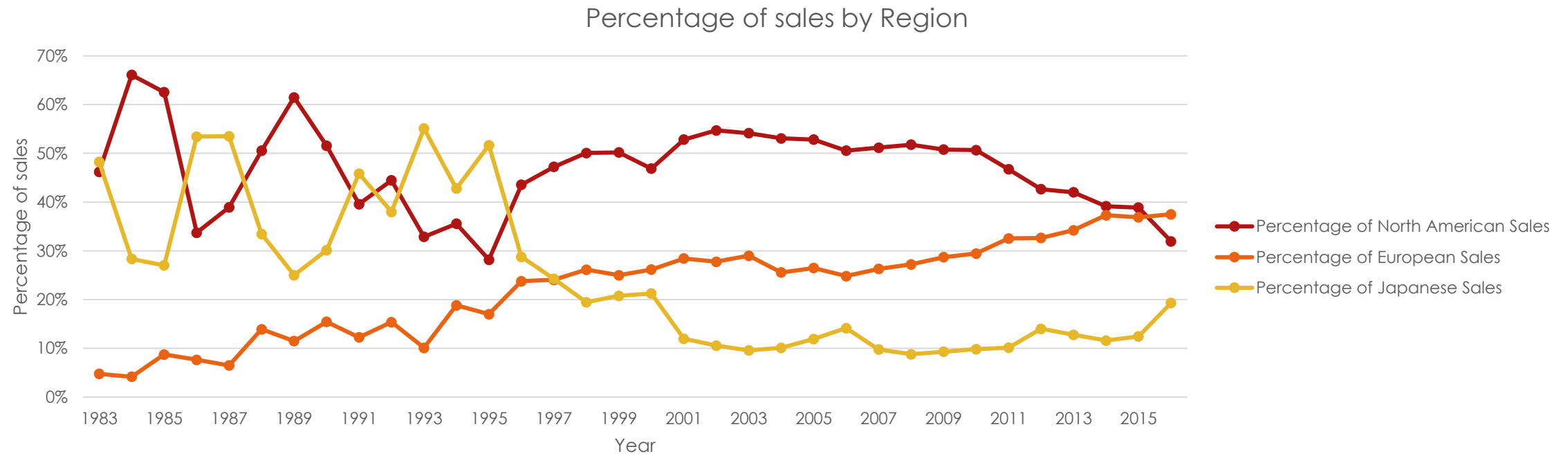




# Game Co. Marketing Strategy

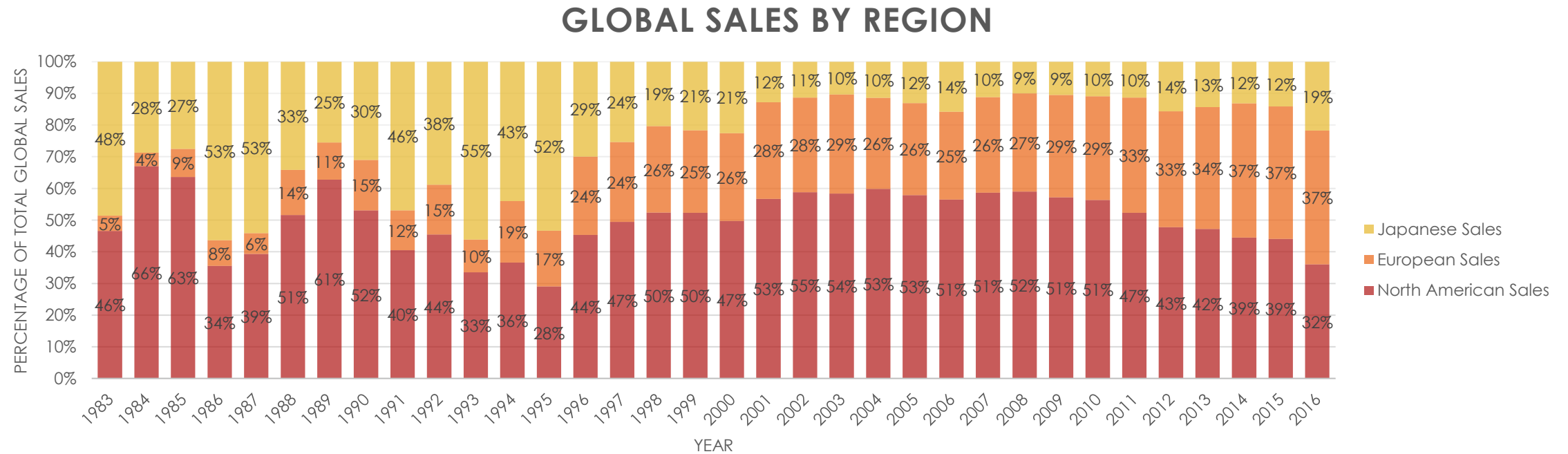
# CURRENT UNDERSTANDING

- Game sales have remained relatively the same over time in each geographic region



Percentage of Global Sales shown by each major region 1983-2016

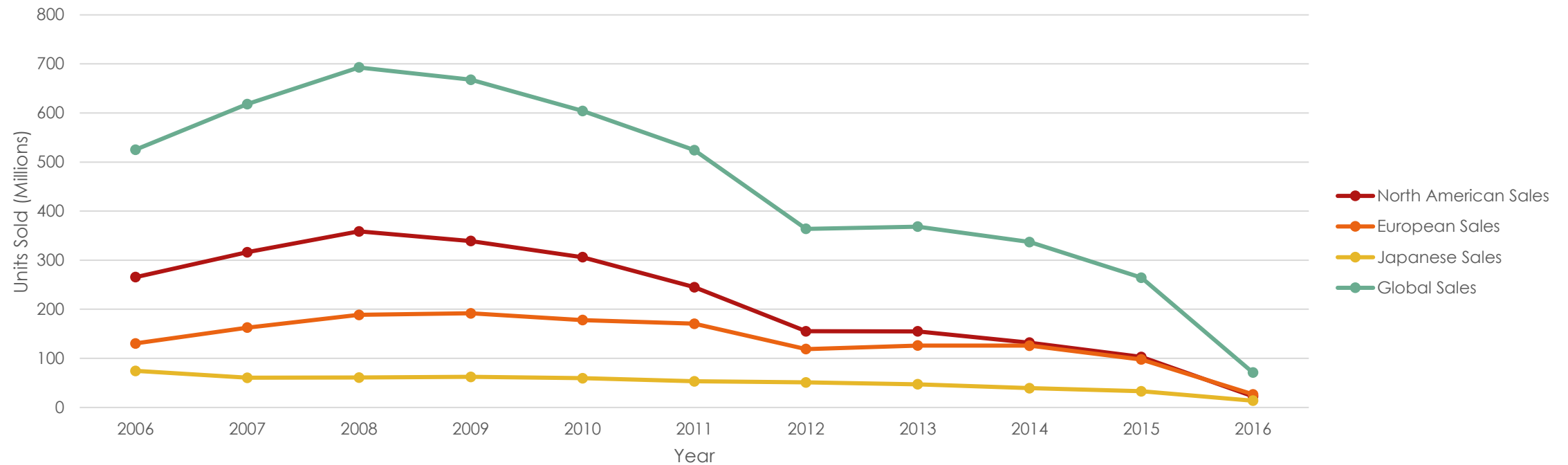
# Global sales percentage by region 1983-2016



# Sales percentages overview:

- ▶ Sales percentages for North America and Japan have remained relatively similar over the years.
- ▶ Europe sales had the most fluctuation, showing a constant increase
- ▶ Percentage in sales dropped significantly for Japan after the mid 90s, while North America sales rose after the mid 90s

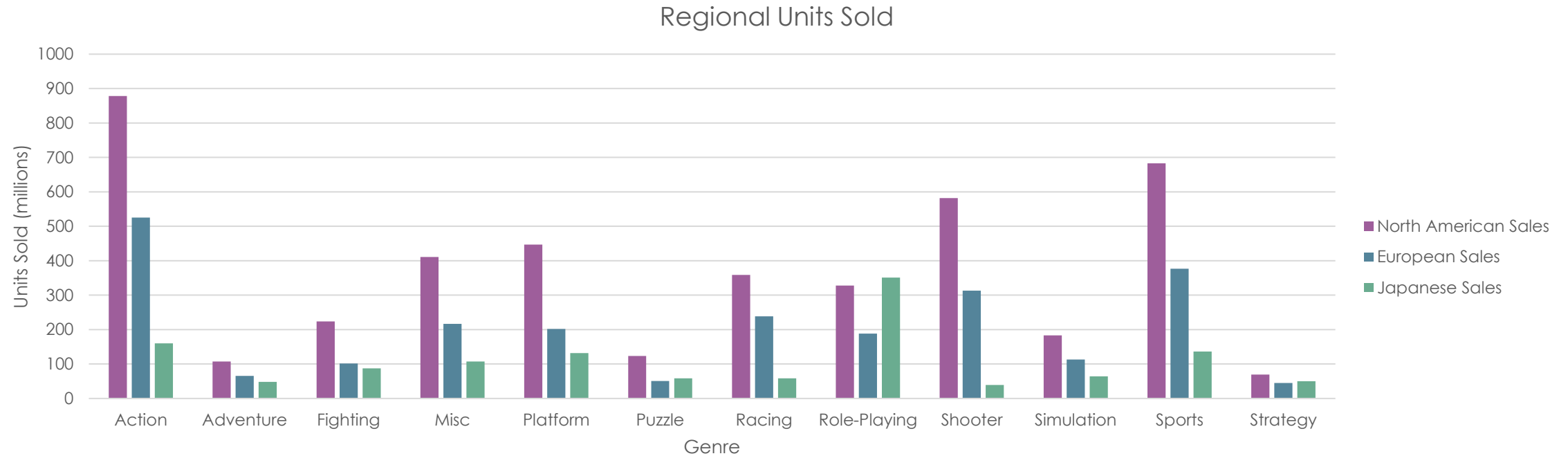
# Units sold Globally and by region 2006-2016



# Units Sold Overview:

- ▶ The data provides sales of physical copies. Digital copies are not gathered in this data.
- ▶ Advancements in technology over the past decade would show that digital sales may have gone up while physical sales show a decline.
- ▶ North America sales remained dominate over the past decade, with Europe sales are beginning to match North America in 2015 and 2016
- ▶ Japan sales still yield the lowest units sold over the past decade.
- ▶ Overall global units sold have shown a decline within the past 10 years

# Regional sales for each genre of game





# Genre Sales Breakdown:

## North America

- Top 3 sold Genres:
  1. Action
  2. Sports
  3. Shooters
- Least sold genre was Strategy

## Europe

- Top 3 sold Genres:
  1. Action
  2. Sports
  3. Shooters
- Least sold genre was Strategy

## Japan

- Top 3 sold Genres:
  1. Role-playing
  2. Action
  3. Sports
- Least sold genre was Adventure

Overall, this provided insight that Sports and Action games yielded the widest range of sales globally, while Shooters were predominant in North America and Europe, and Role-playing was more predominant in Japan. Globally the least sold genre of games being Strategy and Puzzle games.

# Recommended Actions

- ▶ The focus should be towards regional sales with favored genres in mind.
- Action and Sports games having a major focus globally, while shooters should be expanded on in North America and Europe and Role-playing for Japan.
- Strategy, Adventure, and Puzzle games should be less of a focus because of their lack of sales globally.
- ▶ More focus towards the digital market of games, since physical copies are becoming less sought after with technology advancements.
- ▶ Look towards continuing how games are marketed in North America since it shows the largest outcome, expand the market in Europe since it's showing gradual growth each year, and a heavy focus on adjusting the marketing in Japan in order to provide more tailored marketing towards the interests of that region.