Financial Report for GameCo Video Game Sales Related to Geography in 2017

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GameCo's current understanding of video game sales across global regions of Europe, North America, and Japan generally stay the same over time.

Will this trend continue? Let's look further into the data to see...

North America consistently generates the most video game sales in history, even during fluctuations. This line graph demonstrates the positive correlation between North American sales and global sales.

Note that there is a steady and sudden decrease in sales after the peak from 2008-2010. Global sales dropped from a peak of $679.9 million to $70.93 million in 2016.

Sales Across Regions Each Year
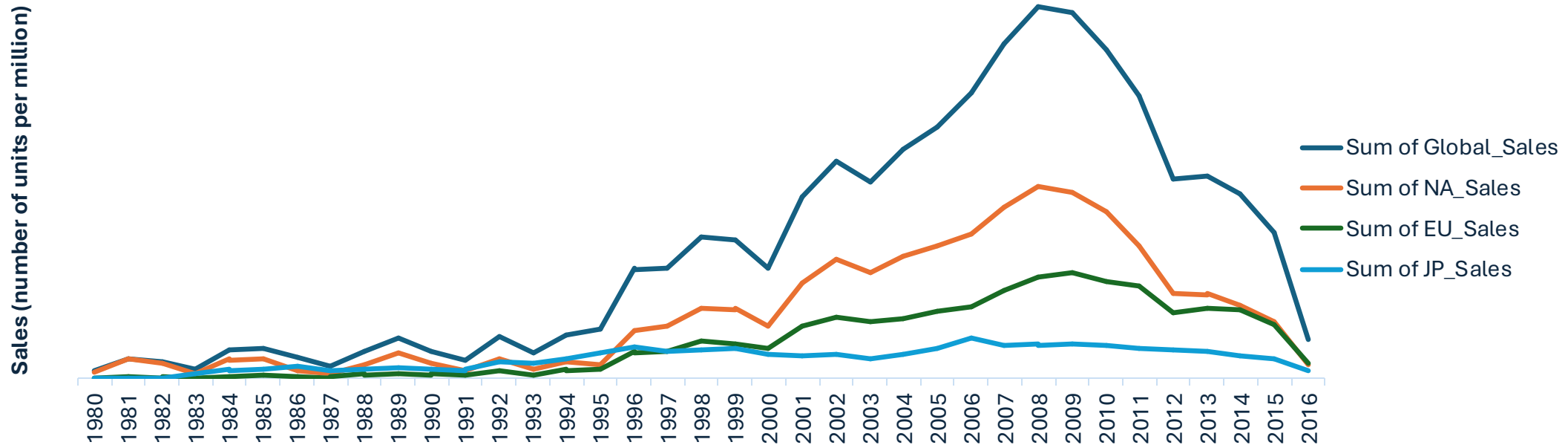
In preparation for marketing in 2017, we can look at 2016's popularity in video game genres. The chart below supports that action, shooter, and sports games were most popular in North America. Japan had more popularity with action and role-playing games.

Note: Since action games were popular among all three regions including Europe, they should be used as a central part of marketing advertisements across all regions.
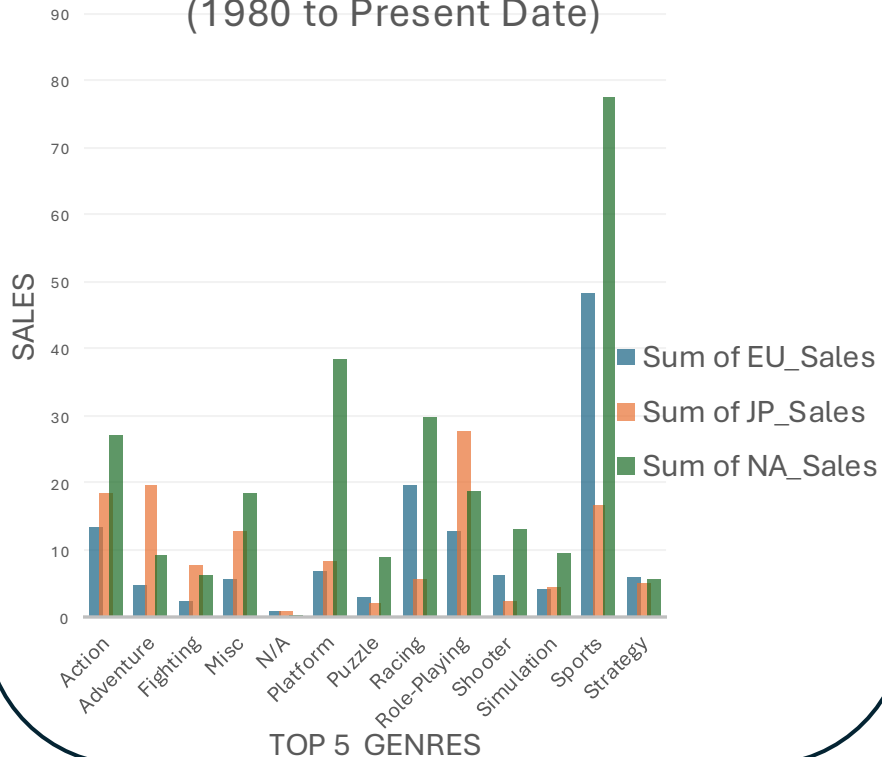

REGIONAL COMPARISON OF VIDEO GAME GENRES IN 2016
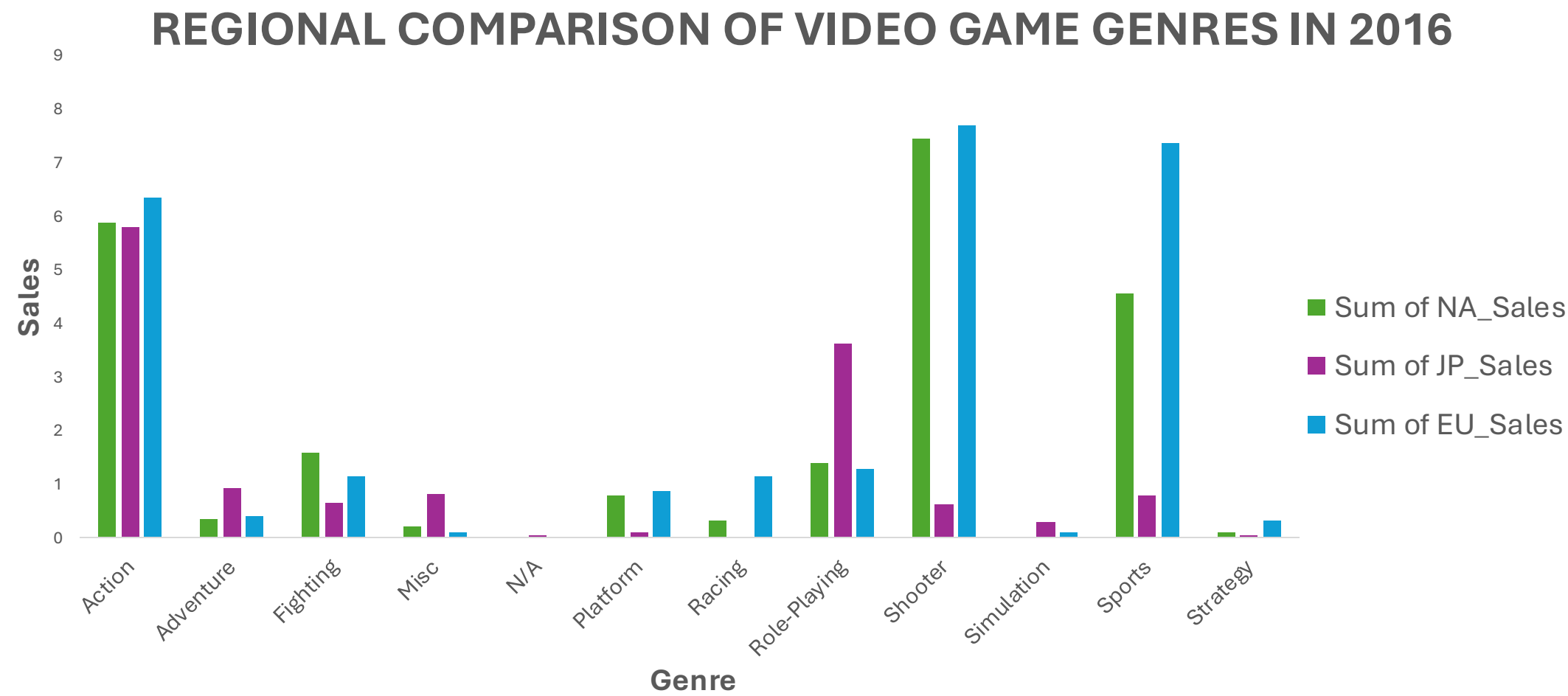
Let's look at recent shifts in the top-ranking genres for video games across regions:

(Note: these column charts were generated from the data by filtering by year and ranks)

-Europe preferred <u>Sports</u>
-North America preferred <u>Sports</u>
-Japan preferred <u>role-playing</u>

-Europe preferred <u>action</u>
-North America preferred <u>action</u>
-Japan preferred <u>action</u> (and still role-playing)

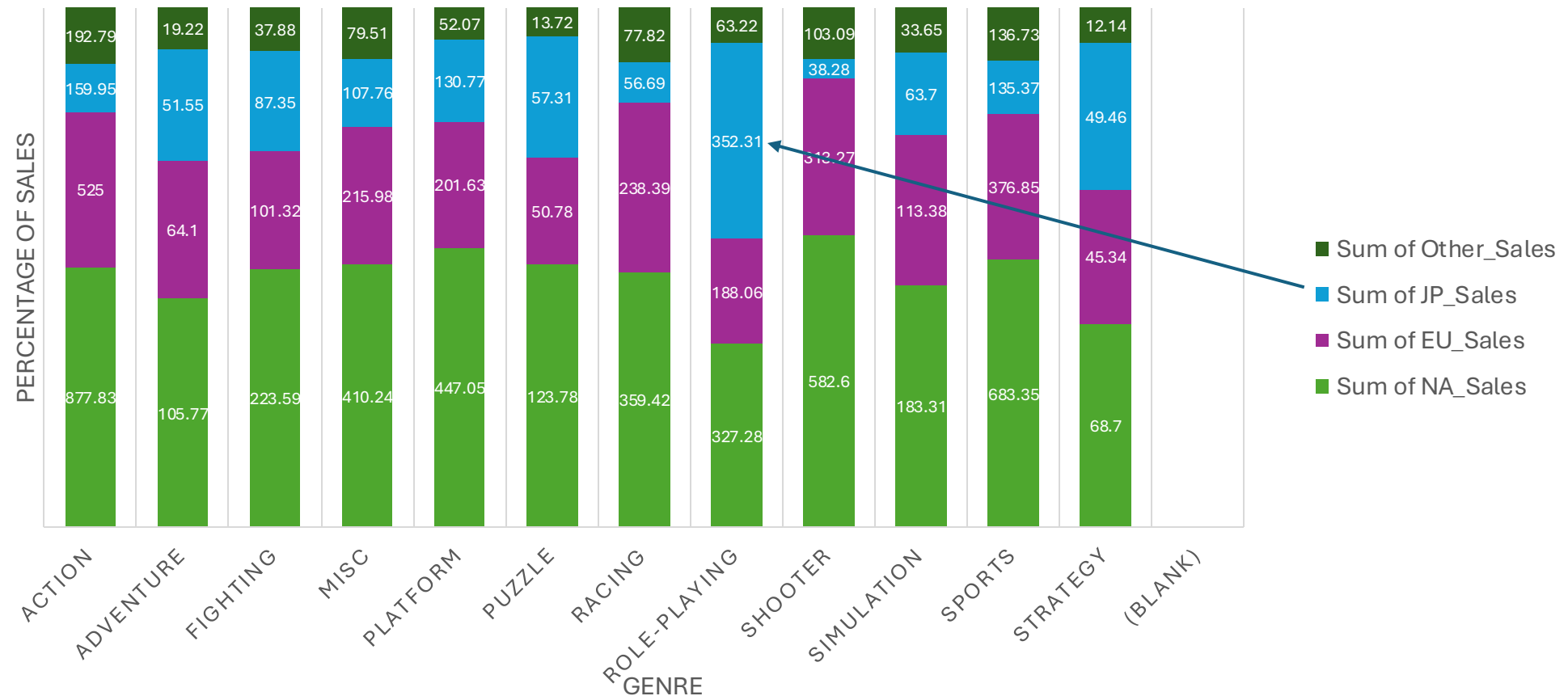
Top 5 Ranking Genres
(1980 to Present Date)

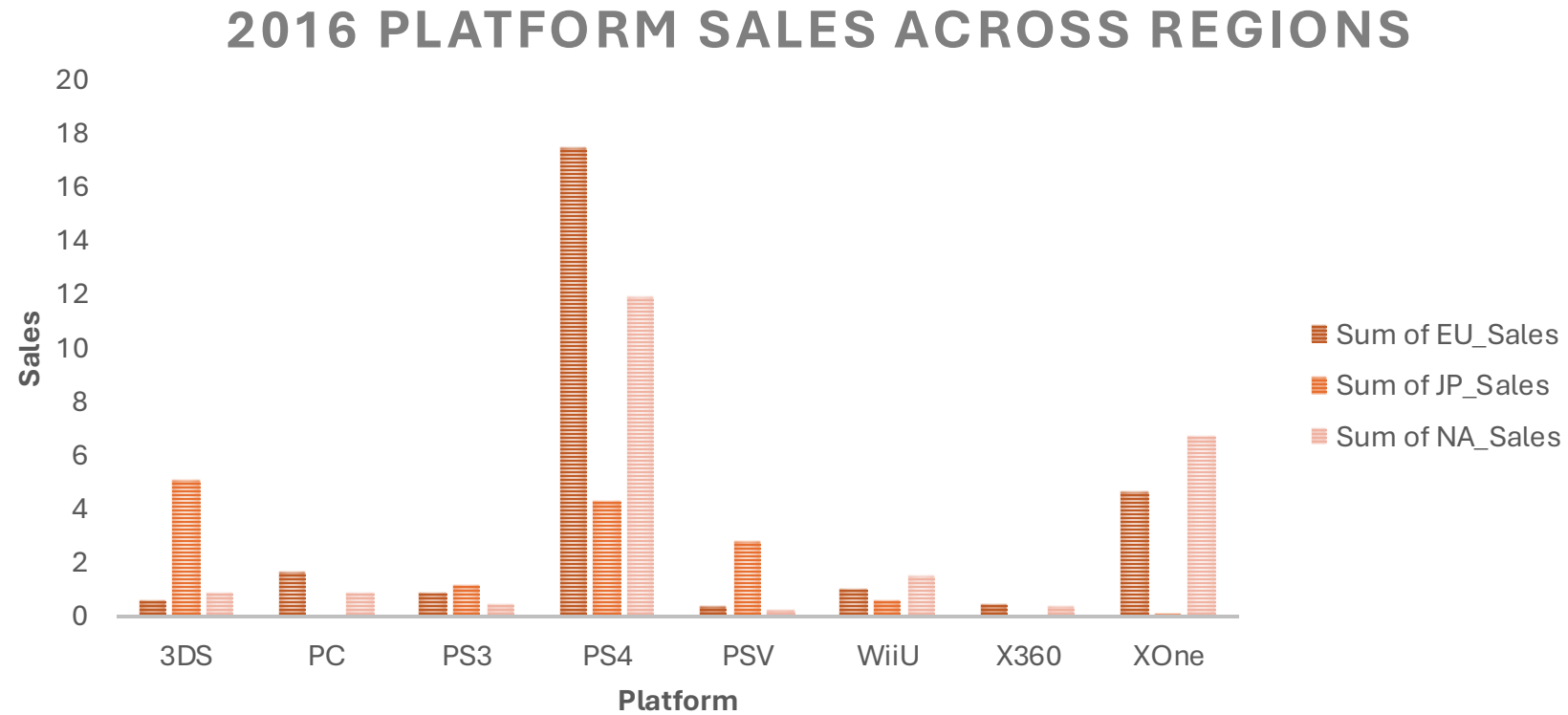Top 5 Ranking Genres for Past 5 Years
(2011-2016)
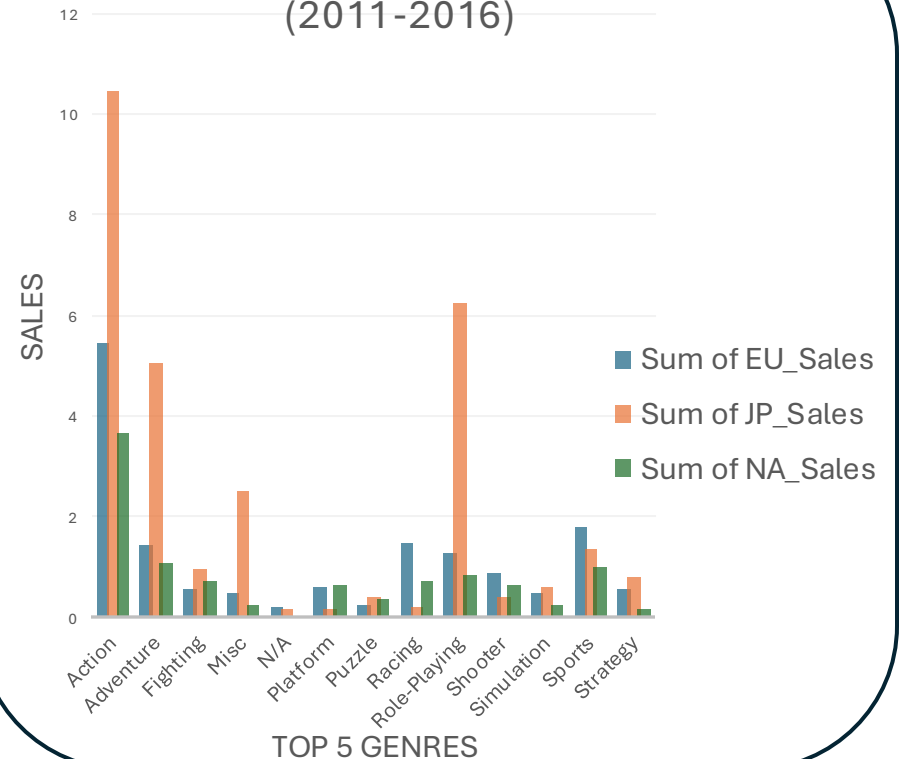
North America has historically dominated sales across regions up until 2016, with a higher percentage rate of sales for all genres except for role-playing. Role-playing games have a higher percentage of sales coming from Japan. This is interesting to observe as Japan has the lowest percentage rate of all regions, except for this single domain throughout history.

Knowing the strong history of role-playing game preference for Japan, it would be wise to target this region with role-playing and action game advertisements (taking into account the data from previous slide)

REGIONAL PERCENTAGE OF SALES PER GENRE

PERCENTAGE OF SALES

Genre	Sum of Other_Sales	Sum of JP_Sales	Sum of EU_Sales	Sum of NA_Sales
ACTION	192.79	159.95	525	877.83
ADVENTURE	19.22	51.55	64.1	105.77
FIGHTING	37.88	87.35	101.32	223.59
MISC	79.51	107.76	215.98	410.24
PLATFORM	52.07	130.77	201.63	447.05
PUZZLE	13.72	57.31	50.78	123.78
RACING	77.82	56.69	238.39	359.42
ROLE-PLAYING	63.22	352.31	188.06	327.28
SHOOTER	103.09	38.28	313.27	582.6
SIMULATION	33.65	63.7	113.38	183.31
SPORTS	136.73	135.37	376.85	683.35
STRATEGY	12.14	49.46	45.34	68.7
(BLANK)				

GENRE

Legend:
- Sum of Other_Sales
- Sum of JP_Sales
- Sum of EU_Sales
- Sum of NA_Sales

Platform Sales were highest for Nintendo PS4 in 2016

2016 PLATFORM SALES ACROSS REGIONS

Legend:
- Sum of EU_Sales
- Sum of JP_Sales
- Sum of NA_Sales

Y-axis: Sales (0–20)
X-axis: Platform (3DS, PC, PS3, PS4, PSV, WiiU, X360, XOne)

...important to note as sales are declining globally the past several years

What else is happening?

There has been a recent shift in sales trends,. European sales are on the rise. Look at the percentage of sales distributed for 2016. Europe is bringing in 27% of sales and North America is bringing in 23% of sales. This is the first year in history that Europe has generated more sales than North America. This is an extremely important insight!

REGIONAL PERCENTAGE OF SALES PER YEAR

PERCENTAGE OF SALES

YEARS

27%

23%

■ Sum of JP_Sales

■ Sum of EU_Sales

■ Sum of NA_Sales
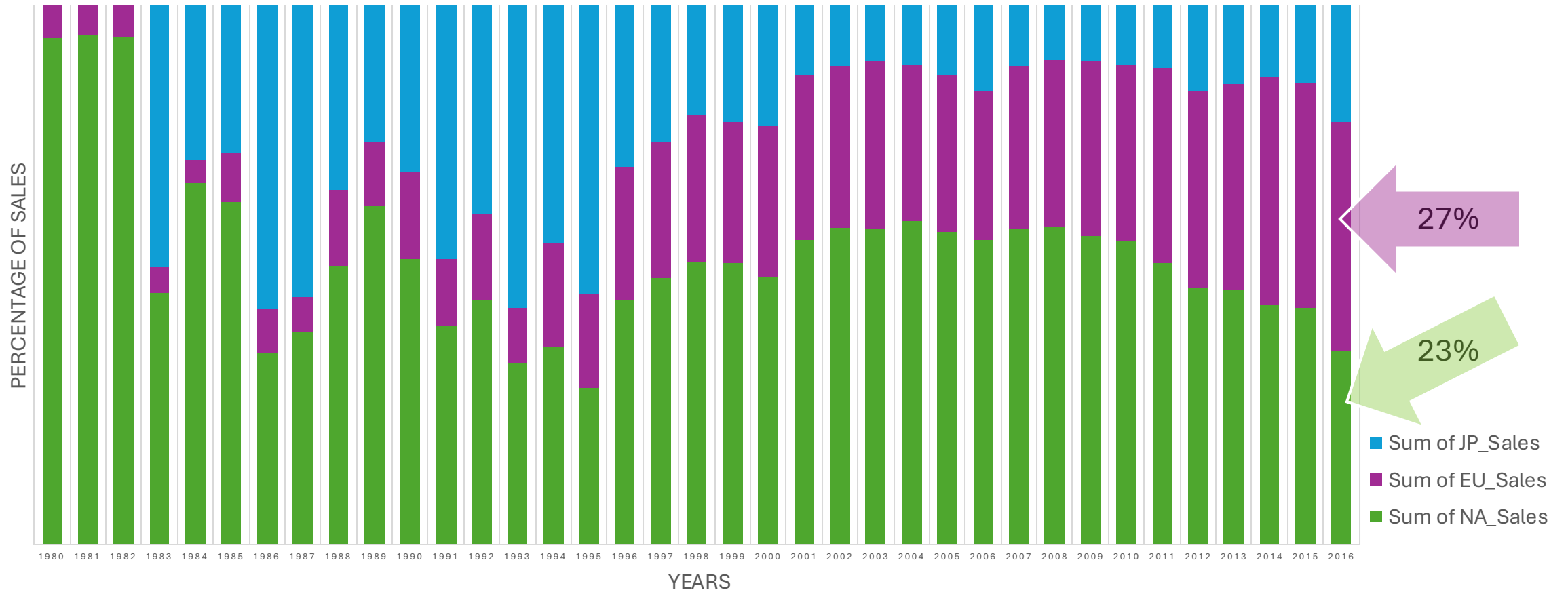
What does this mean?
What insights did we gain?

- Gameco's sales for video games are made primarily in North American region, however all sales started dropping from 2010 to 2016.

- Europe has started to bring in more sales percentages than all regions including North America for the first time! It is likely that this trend can continue.

- Majority of video game sales sold globally are **action games.**
  - In addition to this, North America generates more sales in **shooting** and **sports games**
  - While Japan generates more sales in **role-playing games**
- Nintendo's PlayStation generated the most sales in 2016 for all regions.

GameCo now knows,

- If we don't do something different, global sales will continue to nose-dive!

What actions should GameCo take to get sales back up?

-Focus marketing strategies moving forward to target the latest release of action-based PlayStation games across all regions.   This is important since Nintendo/PS4 is generating the main source of sales globally across regions.

-In addition to action games across all regions, there should be region specific modifications to market for shooter and sports games in North America and Europe and role-playing games in Japan.

-More marketing in general should be concentrated in Europe as they have brought in more sales than North America for the first time ever in 2016, and could potentially continue to be a top consumer of GameCo video games in the future.