



GameCo

2017 Marketing Budget analysis

Objective And Background

Our Current Expectation:

Sales for various geographic regions have stayed the same over time.

Our Current Questions:

- ☐ Have sales figures varied between geographic regions over time, and if so, how?
- ☐ What other publishers will likely be main competitors in certain markets?
- ☐ Are certain types of games more popular than others?
- ☐ Have any games increased or decreased in popularity over time?

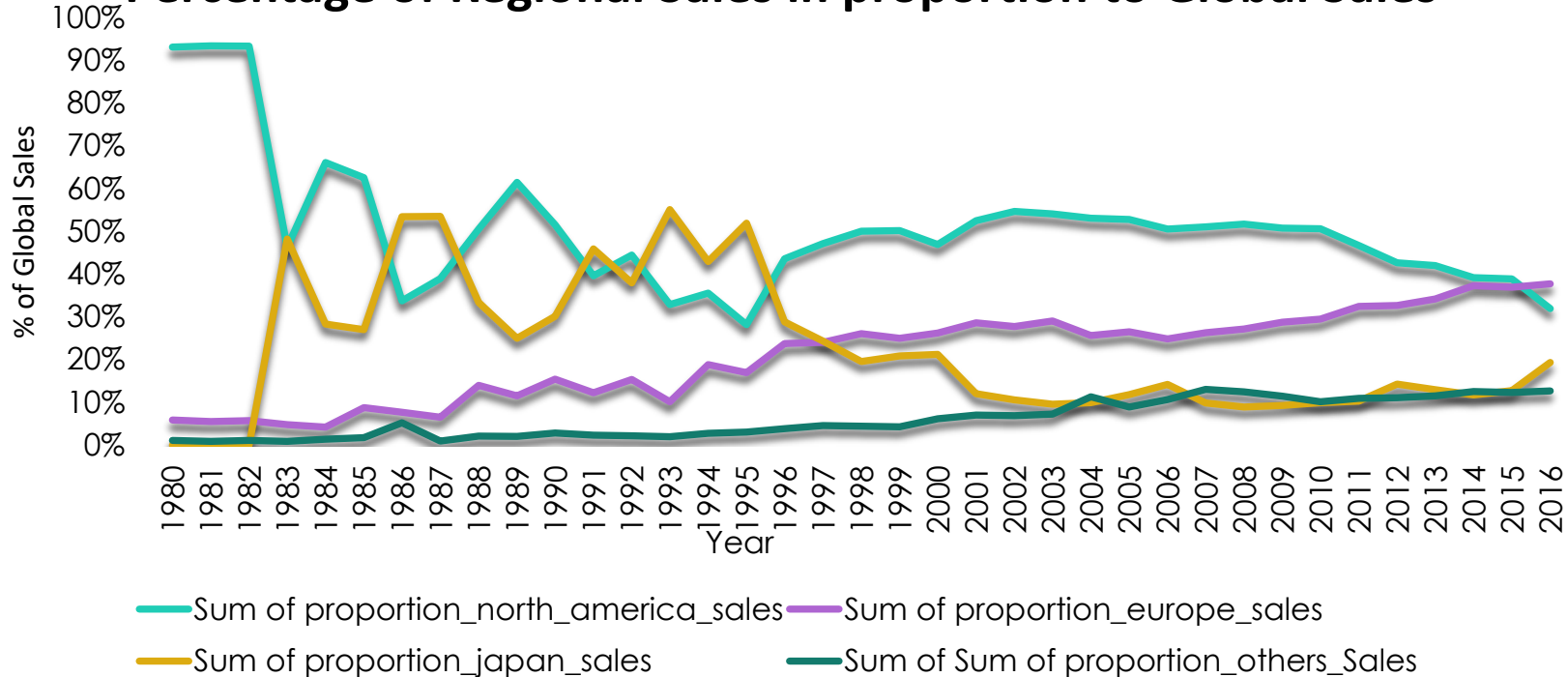
We have been tasked with looking through Game Co's sales data from 1980-2016 to determine if these assumptions are true and how to best move forward for the 2017 marketing.



Overview of Video Games Sales Trend



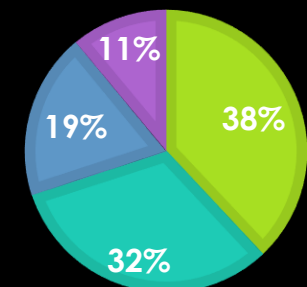
Percentage of Regional Sales in proportion to Global Sales



- ❑ From 1980 to 1995 NA & JP hold a bigger market share than EU, with NA and JP have fluctuations almost every 2 to 3 years.
- ❑ Between 1995 to 2013 NA has the biggest market share followed by EU and JP.

THE PERCENTAGE OF REGIONAL SALES IN 2016:

■ Europe ■ North America ■ Japan ■ Other

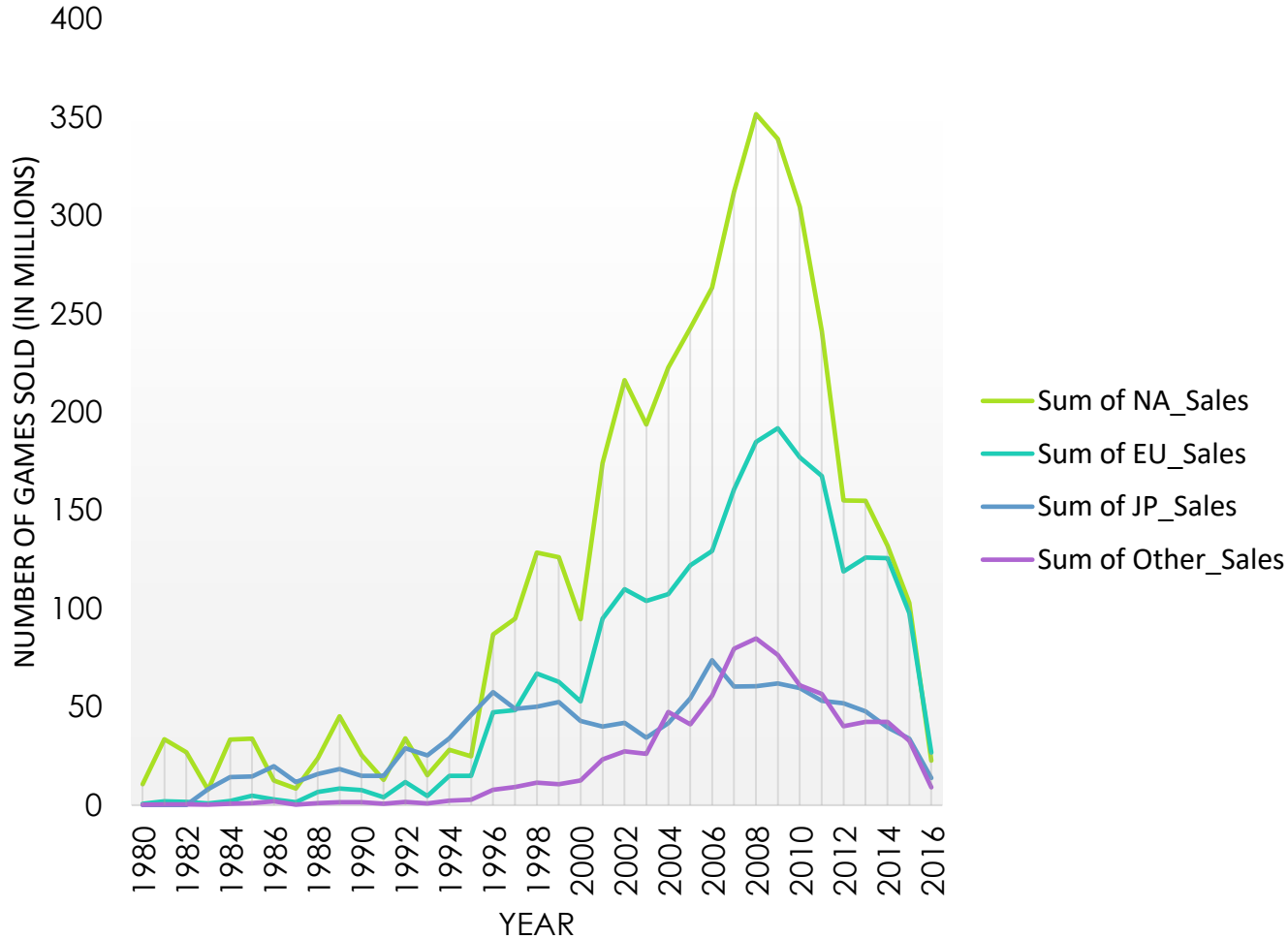


- ❑ Based on the above chart, it is clear that the sales over years have not been the same throughout the regions.
- ❑ In the view of marketing budget allocation, It is proposed for GameCo to focus more on EU's growing market. EU has steadily increased over the years, overtaking JP in 1997 and taking over NA in 2015.

Transition to Digital Distribution



Line Chart Showing Sales Trends Over Time



There is a general upward trend in global sales, with notable peaks in the mid-2000s. and then gradually decline in recent years. With notably high sales include 2006, 2008, and 2009. These peak years might be influenced by factors such as the release of popular gaming consoles, blockbuster game titles, or other industry trends

This trend can be seen across all regions. 70.93 million games were sold in 2016, **90%** less than in 2008.

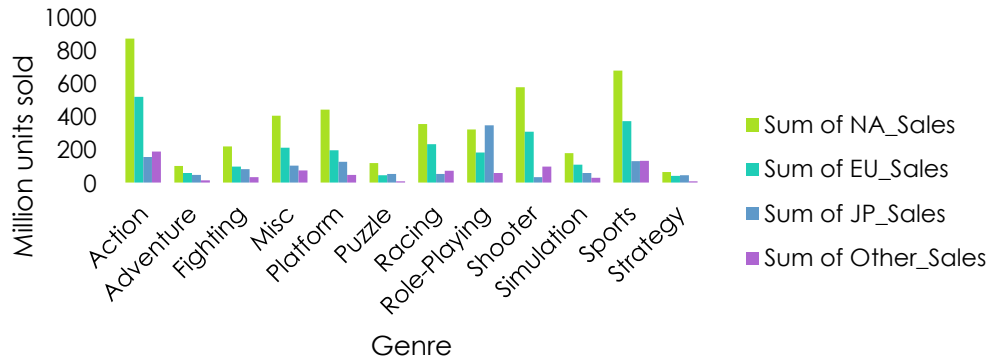
One main factor in the decrease of sales is the advancement of technology.

The shift towards digital distribution and online gaming platforms may also impact physical sales of video games, particularly in regions where digital adoption is high. This could result in a decline in retail sales figures.

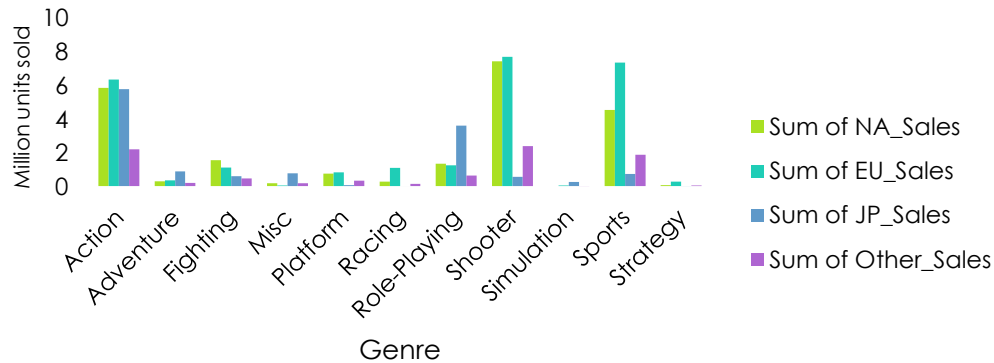


Most popular Genre

Most popular genre in each region(1980-2016)



Most popular genre in each region 2016



Top 10 Selling Games From 1980-2016:



All these games were published by Nintendo.

- 5 of these games were for the Wii platform, but no Wii games were purchased in 2016.
- The most popular platform in 2016 is the PS4, making up 55% of all video game sales this year.
- Recently, Sports and Shooter games became the highest selling genre in North America and Europe.
- Action games, however, still make up the most sales overall. In 2016 Action games made up 28% of all sales.

New Publisher Trends Emerging in 2016



Top 10 Selling Games of 2016

1. FIFA 17 (PS4)
2. Uncharted 4: A Thief's End (PS4)
3. Tom Clancy's The Division (PS4)
4. Far Cry Primal (PS4)
5. Tom Clancy's The Division (XOne)
6. Overwatch (PS4)
7. No Man's Sky (PS4)
8. Dark Souls III (PS4)
9. FIFA 17 (XOne)
10. Doom 2016 (PS4)

Top 5 Selling Publishers Percent of Sales by Popular Genres

Publishers	Action	Fighting	Role-Playing	Shooter	Sports
Electronic Arts	--	--	--	8%	88%
Ubisoft	39%	--	--	61%	--
Sony Computer Entertainment	18%	--	--	64%	--
Namco Bandai Games	12%	42%	40%	--	--
Activision	6%	--	8%	86%	--

Tom Clancy's The Division and FIFA 17 both show up twice, selling on different platforms

Most of the sales from top publishers were in popular genres, but there are some gaps as well.

- ❑ Electronic Arts didn't have any Action game sales.
- ❑ Ubisoft, Sony Computer Entertainment, Namco Bandai Games, and Activision didn't have any Sports game sales.
- ❑ Namco is unique for having most sales from Fighting and Role-Playing genre games.

Recommendations for 2017 and beyond



- Focus on Action, Sports, and Shooter Games

Competitors also sell games in these genres, but their popularity cannot be understated.

Companies like Electronic Arts don't publish Action games, making it a gap to take advantage of.

- Release on Multiple Platforms

Games should be released on as many platforms as possible to increase accessibility, but older platforms shouldn't be a priority.

- Research Alternative Monetary Models

Physical games are slowly phasing out. Online purchases, subscription-based models, and in-game purchases should all be considered.

- Prioritize North America and Europe

They are the two largest regions and will generate the most sales.

- Company Supporters Matter

Current fans of GameCo's work are a core revenue source that shouldn't be ignored.

What game genres do they like? Is there a demand for any sequel games?

Fans should be surveyed to get an insight on what they are interested in seeing from GameCo.



Thank you

Shravani