

VIDEO GAMES GLOBAL SALES ANALYSIS

2016 sales analysis for 2017 and further forecasting

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TODAY & TOMORROW

- How did we do in 2016?
- How can we generate more sales and profitability for the future?

By understanding the parameters in 2016 such as;

- the regional and global sales figures
- most demanding genres
- Most demanding platform
- High rank publishers and their performances in the sector

We can build a better future for our company in terms of profitability and sustainability in the sector.

2016 VIDEO GAMES SALES

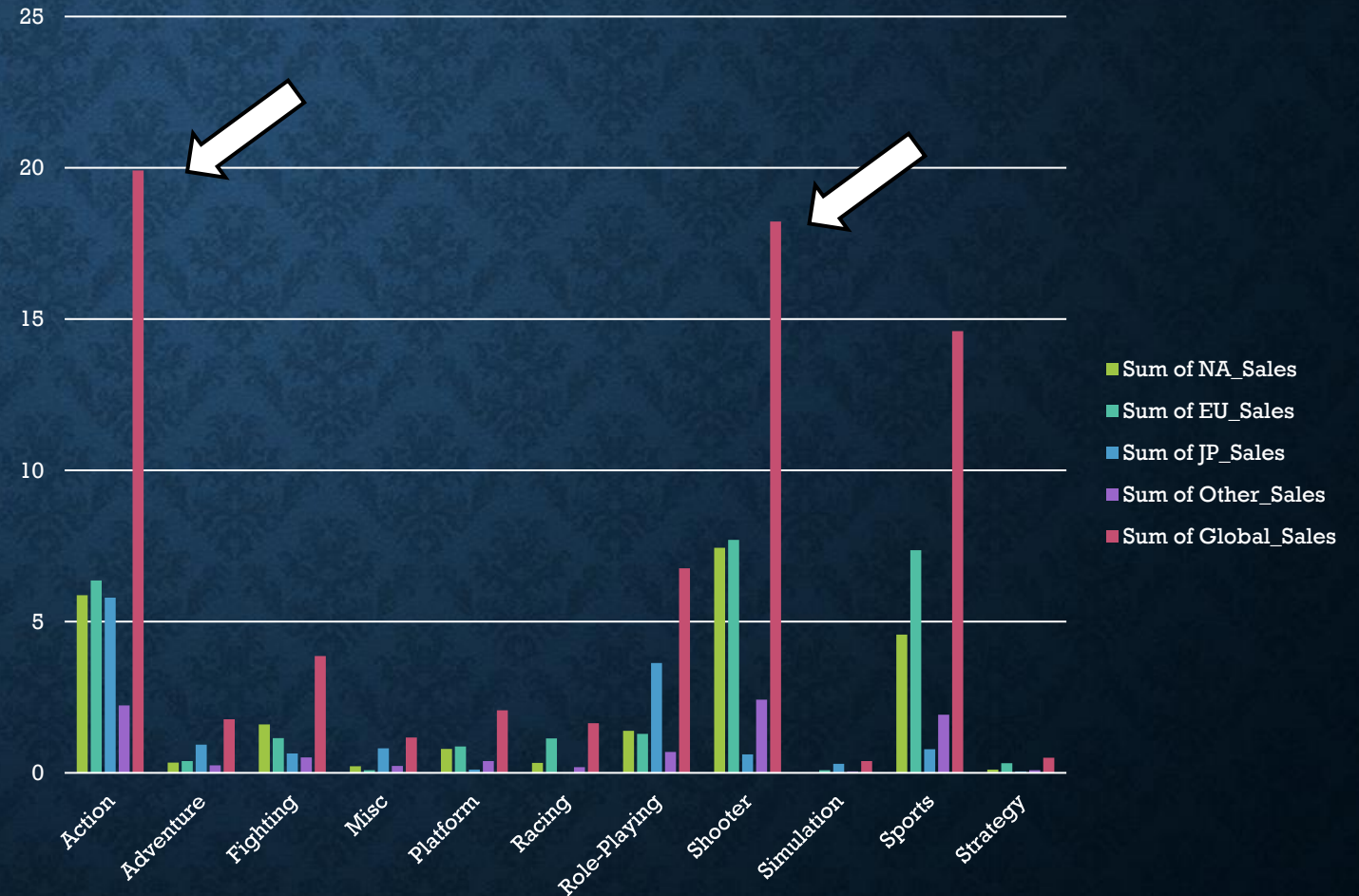
- EU sales takes the biggest portion in the global sales, followingly NA sales, JP Sales, and other sales comes in order.

Row Labels	Sum of NA_Sales	Sum of EU_Sales	Sum of JP_Sales	Sum of Other_Sales	Sum of Global_Sales
2016	22.66	26.76	13.7	9.02	70.93
Grand Total	22.66	26.76	13.7	9.02	70.93

NA Sales Percentage Over Global Sales	EU Sales Percentage Over Global Sales	JP Sales Percentage Over Global Sales	OTH Sales Percentage Over Global Sales
32%	38%	19%	13%
32%	38%	19%	13%

MOST DEMANDING GENRES IN 2016

- The highest global sales in Action Genre
- in NA the highest sales genre Shooter
- in EU the highest sales genre Shooter
- in JP the highest sales genre Action
- in Other the highest sales genre Shooter

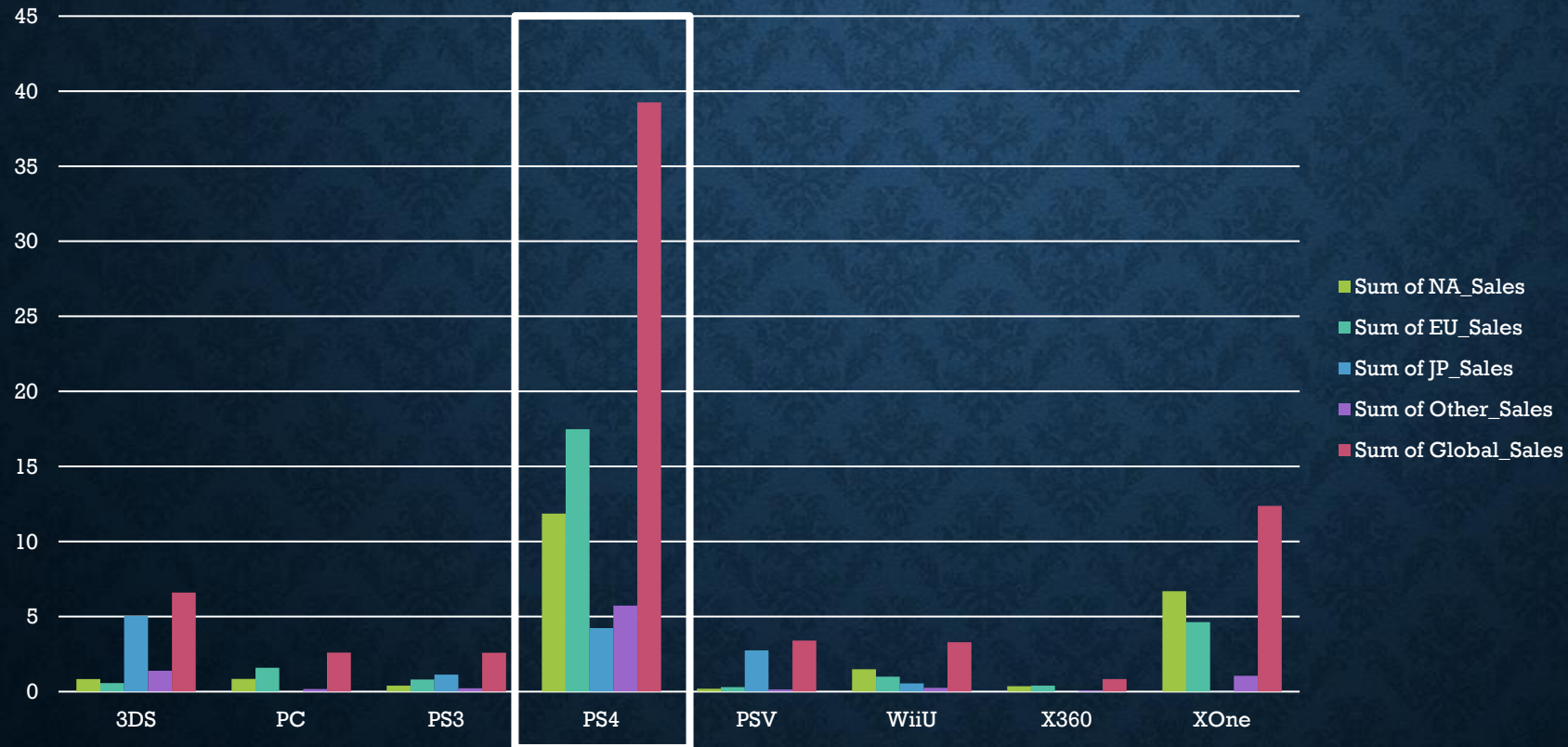


MOST SUCCESSFUL PUBLISHERS

- NA in consequent order Sony entertainment, Ubisoft, Electronic Arts
- EU in consequent order Electronic Arts, Sony Computer Entertainment, Ubisoft
- JP in consequent order Level 5, Square Enix, Nintendo
- Other in consequent order Electronic Arts, Sony Computer Entertainment, Ubisoft

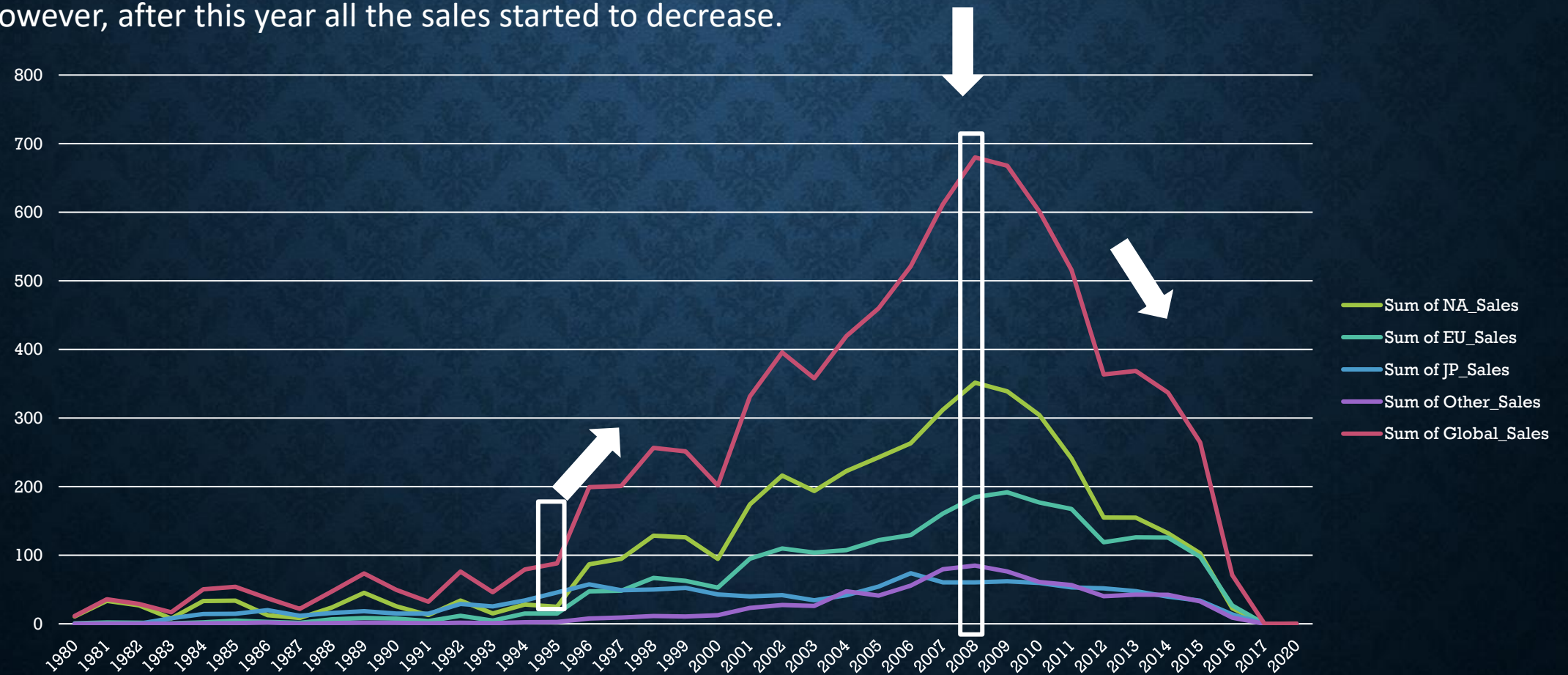
MOST PREFERRED PLATFORM

- Most preferred platform for video games was PS4.



THE VIDEO GAMES SALES PER YEAR

- In general, all of the sales started to increase after 1995
- the peak point was at 2008.
- However, after this year all the sales started to decrease.



FINDING THE THREATS & COST CONTROL STRATEGIES

- A diagnostic analysis required to find out the great fall in video gaming after 2008.

Possible Cost Decreasing Effect Matters

- Logistics costs
- Gaming material costs (hard cover and print material)
- Cloud services and membership fees
- Expensive game console

UNEXPECTED LOW PRODUCTION FOR SUCH A WELL-KNOWN COMPANY

- Sony Computer Entertainment we only see that this famous and one of the biggest companies only focused on shooter, action, and platform genres on PS4 device and produce only 5 games for that year.

Year	2016
Publisher	Count of Games
Sony Computer Entertainment	5
Action	3
Platform	1
Shooter	1
Grand Total	5

FUTURE STRATEGIES AND FORECASTING

For 2017 and later forecasting

- built games for the latest and most developed platform that provides the clientele the best video game experience, such as graphic quality, portability of the play console, faster processing times of the hardware.
- Find more reasonable prices for the games
- Find out which regions we are behind, and stimulate the interest in video games and other genres in the gaming community.
- Built a membership program with better benefits.

FOR MARKETING PURPOSES

- GameCo company should;
- Follow the famous trend
- More effective marketing or promotional sales strategies
- Cost decreasing strategies (instead of DVDs, cloud service)
- Offer effective promotions for the special seasons, such as Christmas, winter, spring, such as buy 3 pay 2 options.
- Offer free trial memberships and loyalty benefit programs to users to experience the platform and the games.
- Revive currently unpopular genres, giving the customers those genres for free trial access.
- Concentrate on the JP and other markets to increase the sales.

**INTO A BETTER, MORE PROFITABLE, SUSTAINABLE FUTURE,
TOGETHER...**