# Market Analysis Summary

Today the global games market shows that gamers across the world will generate around $106.5 billion which is 8.5% more compared to 2016’s $99.6 billion according to Newzoo. Smartphone gaming has been a major factor of this steady increase across recent years, taking 30% of the games industry revenue equalling out to around $42.5 billion. At the end of each year Newzoo expects the games market to grow by 6.6% as we go towards 2019.

Newzoo predicts that in the next 2 years the global games market will raise from $106.5 billion to $118.6 billion. From the information shown on the graph PC are declining by 1% but has a major part to do with games, Smartphone has been increasing by 2% every year and Tablet by 1% every 2 years. So were targeting these platforms.

## Competitive Edge

The competitive advantage Dark Dead Studios will have over its competitors is efficiency and hitting required deadlines. Whist at University we had to complete project whilst in teams to make a game from scratch so we have experience and all the required knowledge to make a game efficiently and on time.

## Early Purchase/ Pre-Order Offers

We will be placing special offers to customers who purchase our game pre-release. This will include discounted prices and free trails of the game whilst in production. This will help drive customer awareness and help discover a specific player audience.

## Promotional Strategies

To help reach out to our target audience we will advertise our game on social media like Facebook, Twitter and YouTube. We will be showing screenshots and trailers in the early months of development process, and releasing press kits online, for example on Steam and Kickstarter.

We will also use customer referral strategies on social media to attract further potential customers throughout the development period.

## Partnerships

We have agreed to work with Play Dead Studios who developed the game Limbo. They have a lot of experience with our target audience, so are a good partner to assist us in our first venture, we will limit the period of our partnership to one year after our game goes live to allow us to be more independent in the future.

## Development Timeline