## 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% every two years and Console games by 1% every year. However, Smartphone has been increasing by 2% every year and Tablet by 1% every 2 years. So were targeting these platforms.

## Strategy Summary

Dark Dead Studios 2D developer Amy Potter has connection with friends and relatives currently in the gaming industry. We will ask them for assistance with our marketing campaigns and help us gain potential customers and publishers.

## Competitive Edge

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