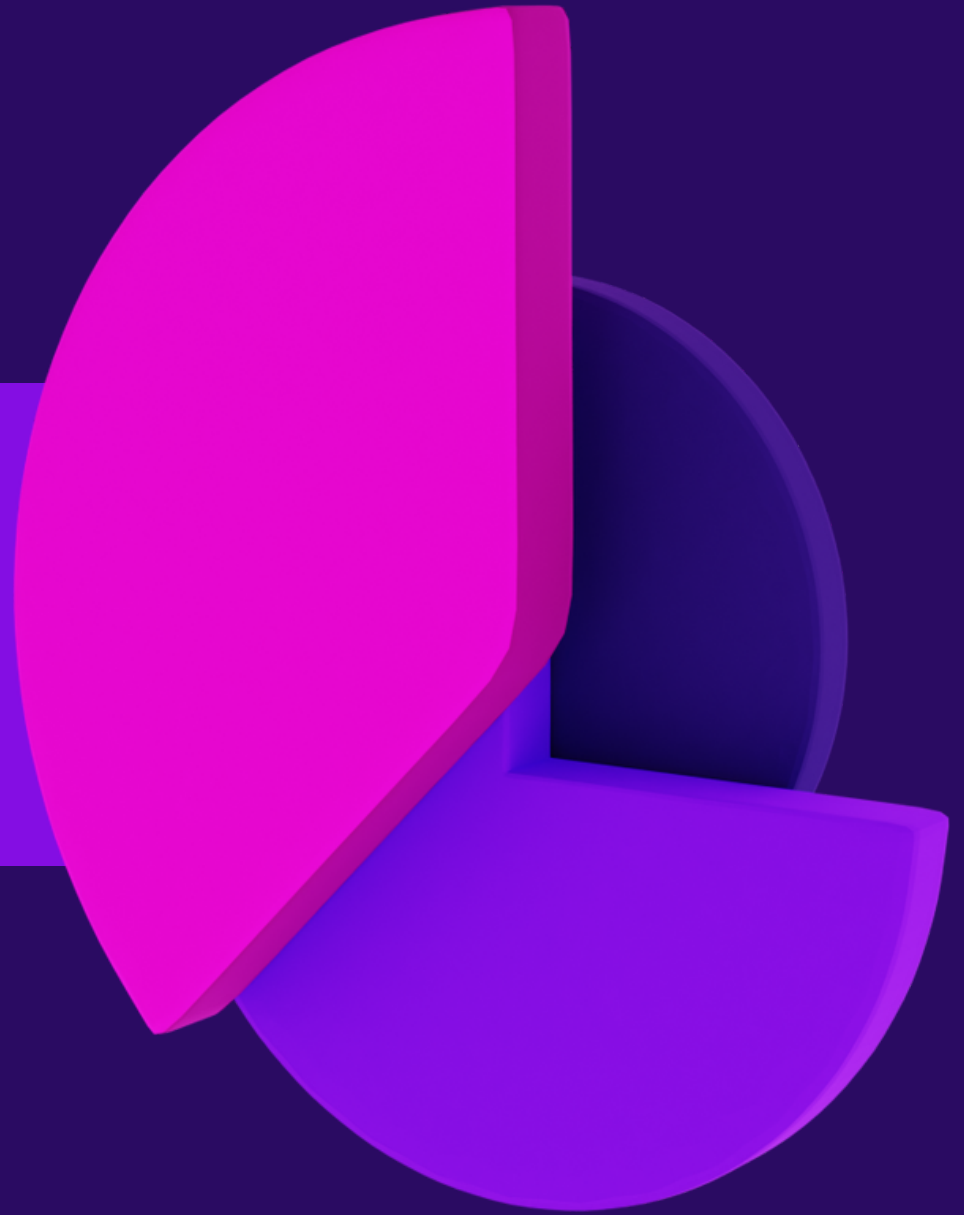
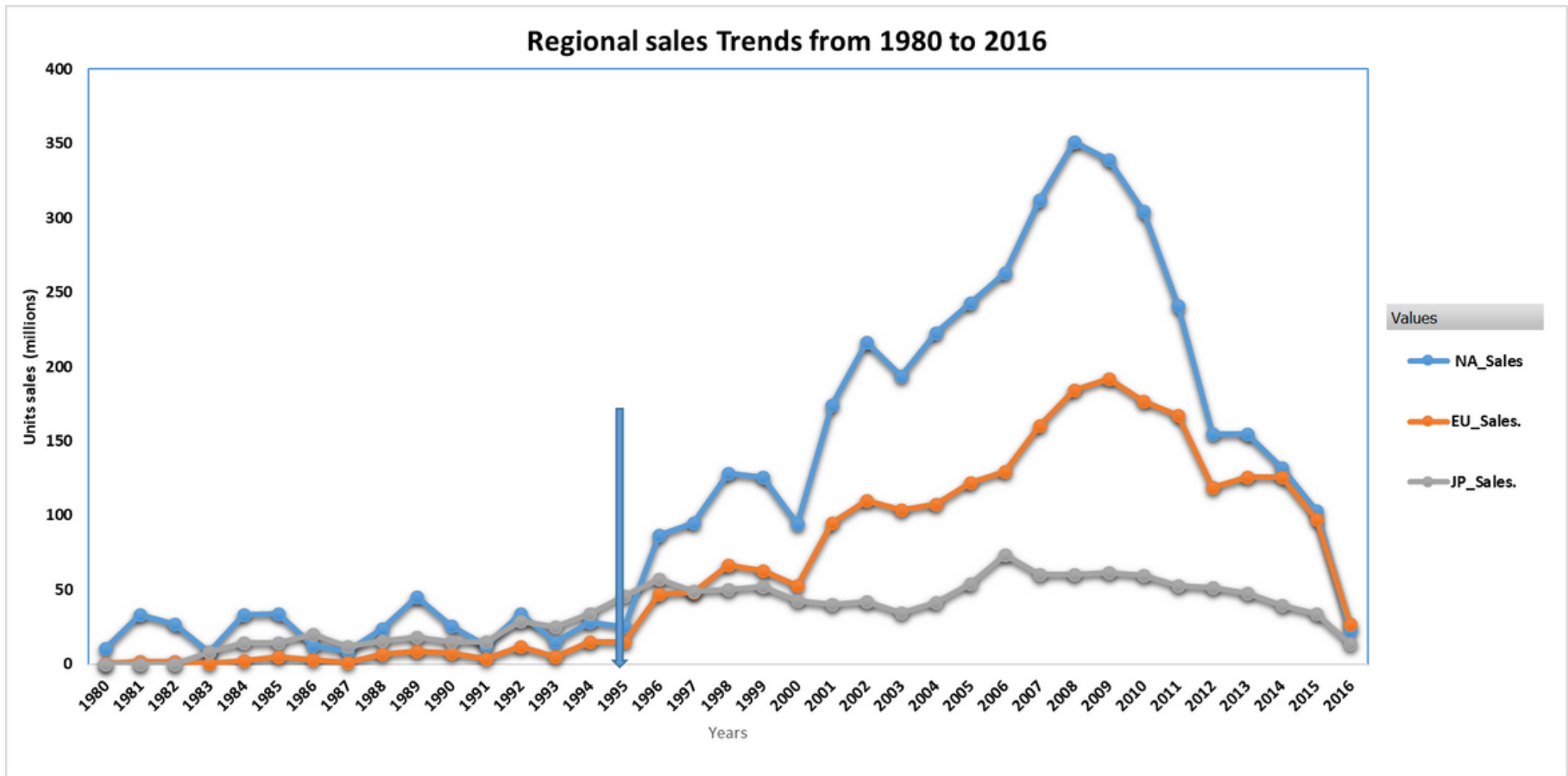


GameCo's

Planning and
marketing budget
for 2017



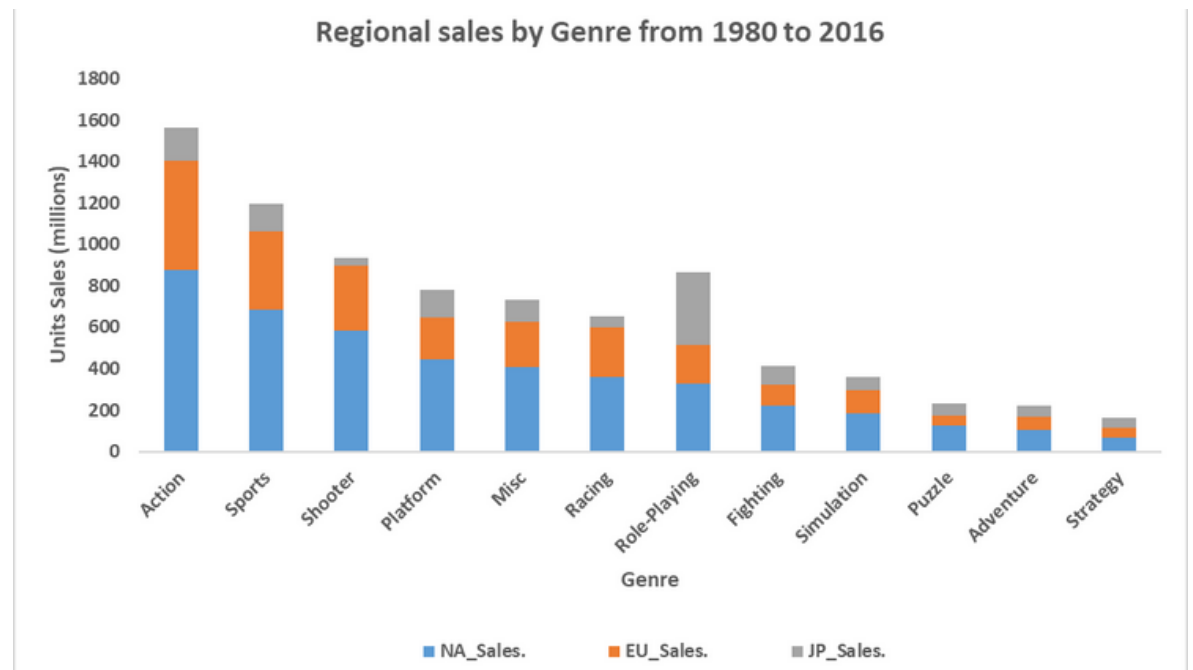
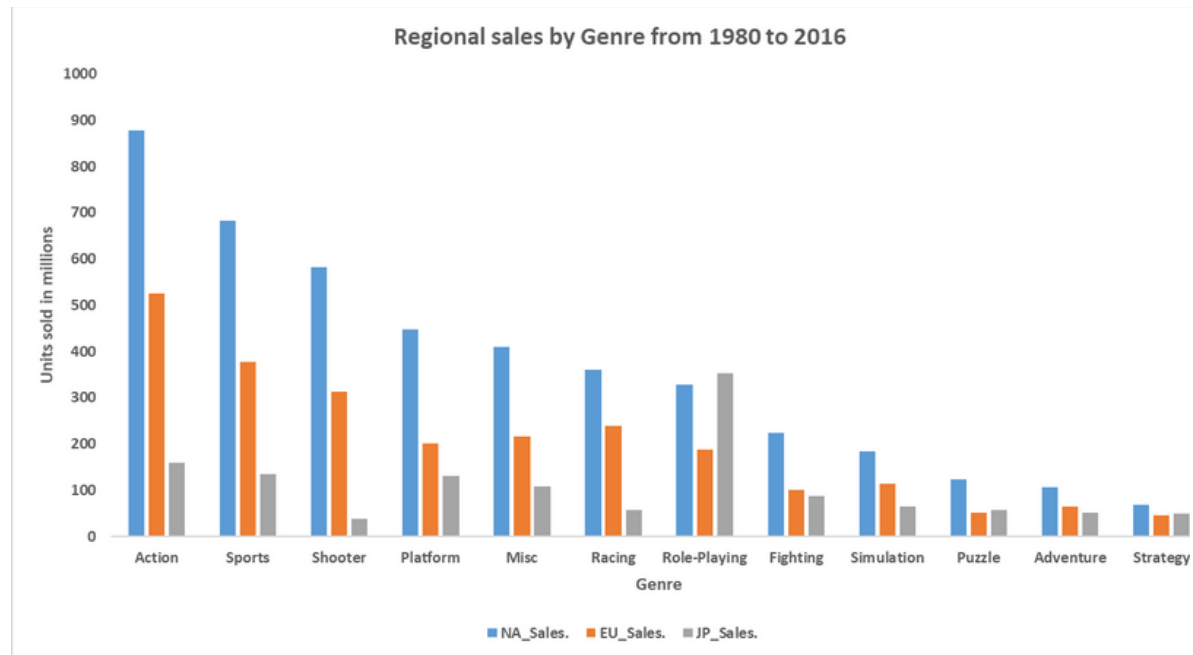
GameCo's Regional sales from 1983 to 2016



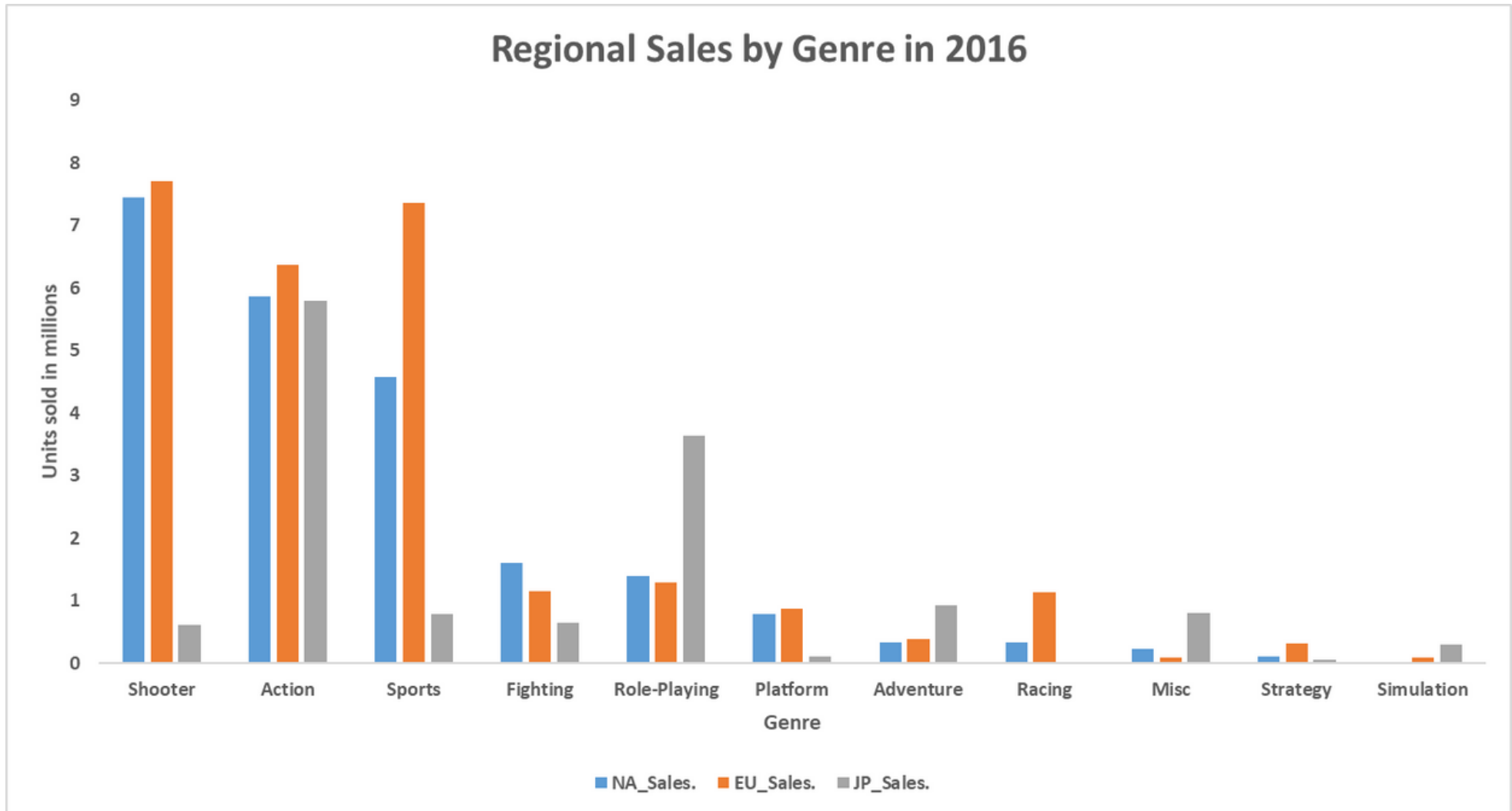
GameCo's regional sales figure until **1995** have the same pattern. However, from **1995 to 2008** North American (NA_Sales), Europe (EU_Sales) and Japan (JP_Sales) all experience a continuous sales increase, **by 2009** as result economic downtime all region sales figure continue to drop.

The sales trend review from 1980 -2016

- Sales performance in Action game, Sport and Shooter in **North American and European are identical**
- Japan has preference for **Action game and Role-playing**
- **Sport , Shooter and Action game** are the main driver of GameCo's Sales figure
- **North America** Has Remained Leader in Sales GameCO'S Since until 2015

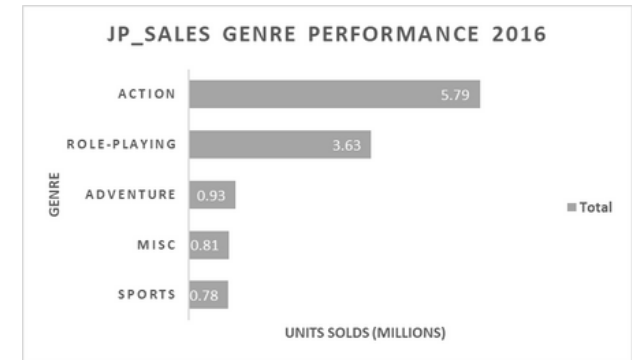
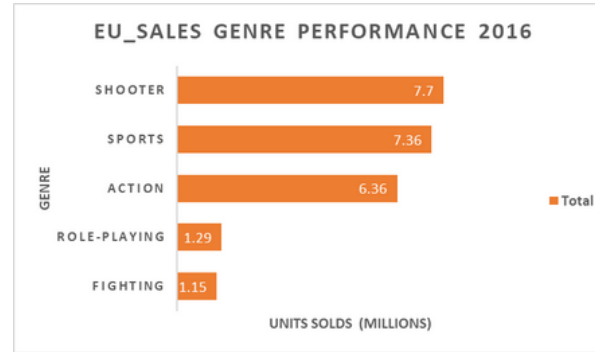
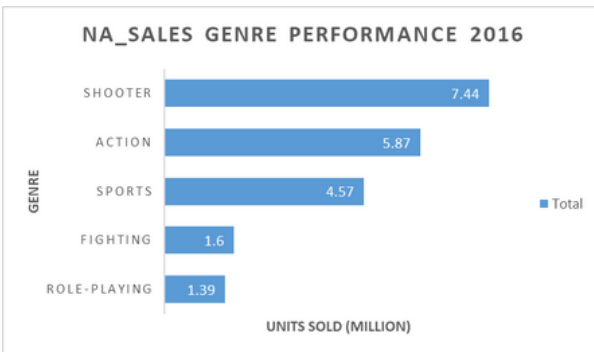


2016 Regional Sales Performance by Genre



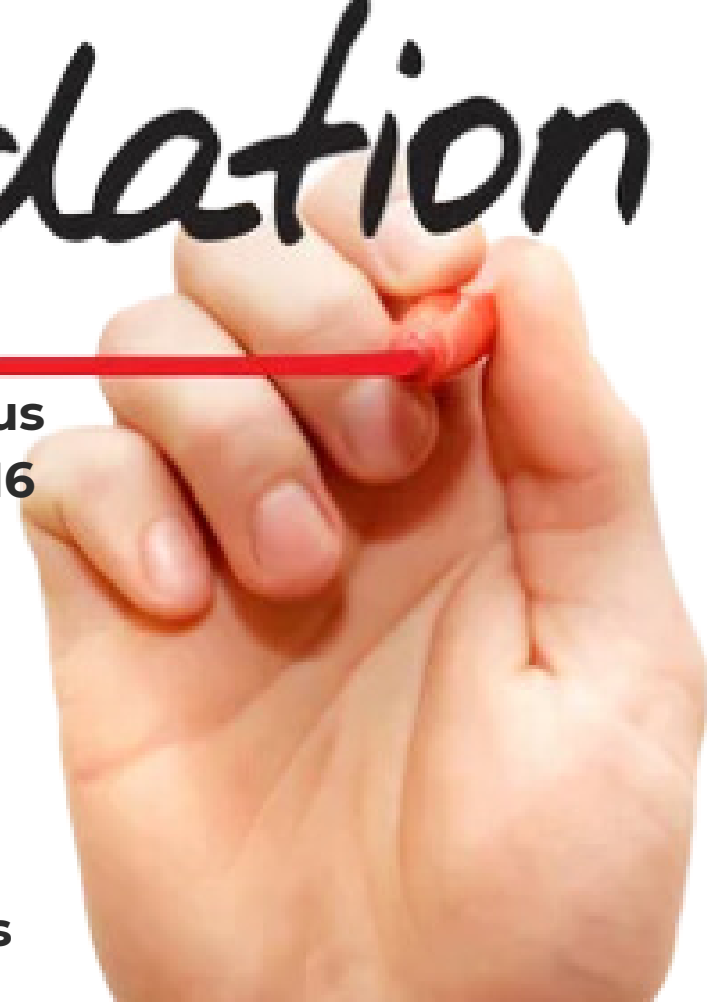
Sales figure in Europe in action game, Shooter game and Sport Game have steadily increasing from 1995, However in **2016 the sales figure surpass that of North America**

TOP Genre in 2016 for each Regional



- **shooter** is the top genre in 2016 North American with **7.44millions**
- The others top 3 Genre in 2016 are **action game and sports**
- The least game game in North American in year 2016 are **strategy follow by Misc**
- **shooter** is the top genre in 2016 for European with **7.7millions**
- The other top 3 genre in 2016 for European are **sport and action game**
- The least performing genre in European in year 2016 are **simulation and strategy**
- **Action game** is the top genre in 2016 for Japan with **5.79millions**
- Japan **role-playing** sales for 2016 was the **highest across all the region**
- The least performing genre in Japan in year 2016 are **strategy and platform**

Recommendation



- The strategy for 2017 should be driven by various geographic regions top genre performance in 2016 and over the years.
- The 2017 strategy should also include providing more funding to publishers who are producing top selling games may increase revenue
- The Strategy for the European geographic regions should maintain and improved to continue sales from the region.
- The 2016 Japan market Budget for action game should improve to keep upward trend in the region
- The driver of North America games sales should be review revitalize the upward sales trends in the North America region

THANK YOU