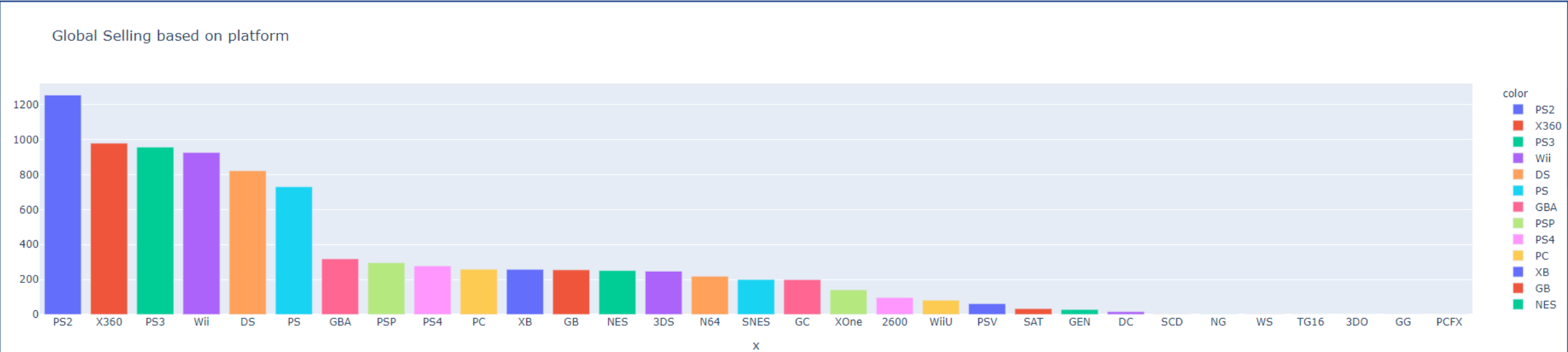


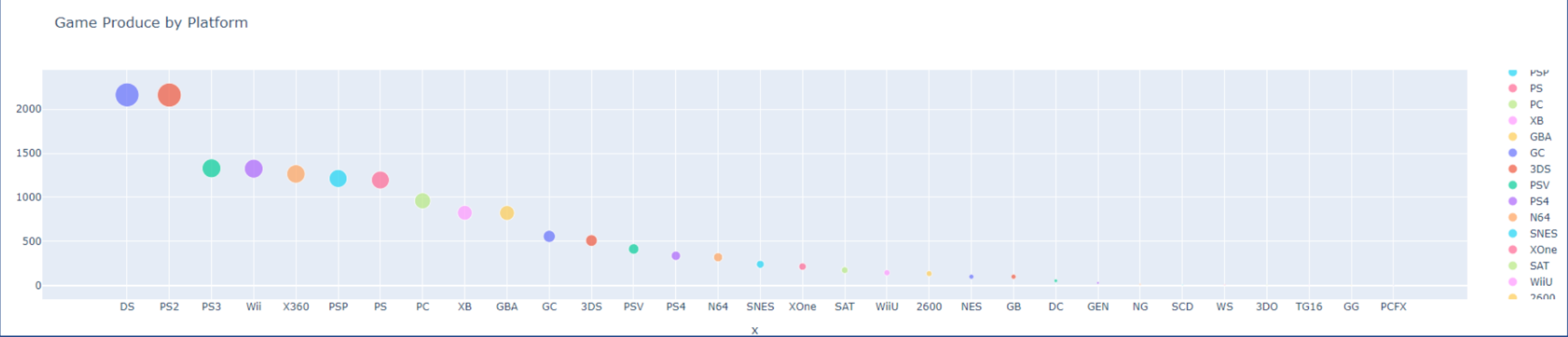
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Squirtle CP 276

From the Global Selling Based on Platform, PS2 has the highest number of games selling across the platform, followed by Xbox 360. This is in-line with the fact that PS2 and Xbox360 are the most successful console from Sony and Microsoft.

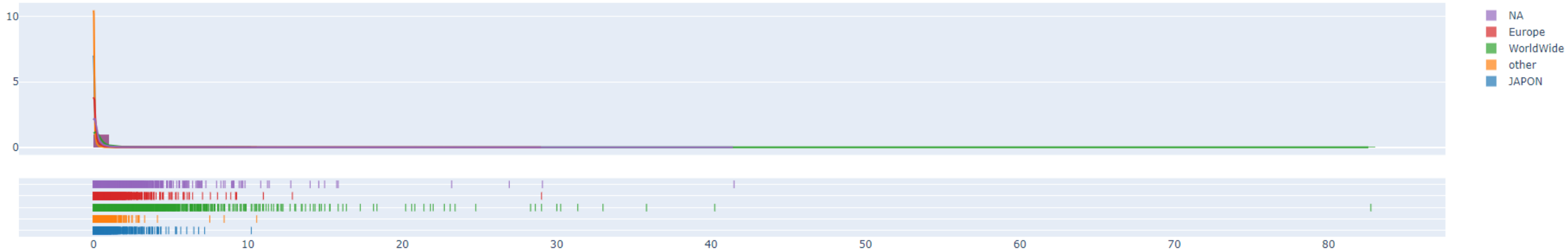


Regarding the numbers of game, DS and PS have the most number of game across platform.

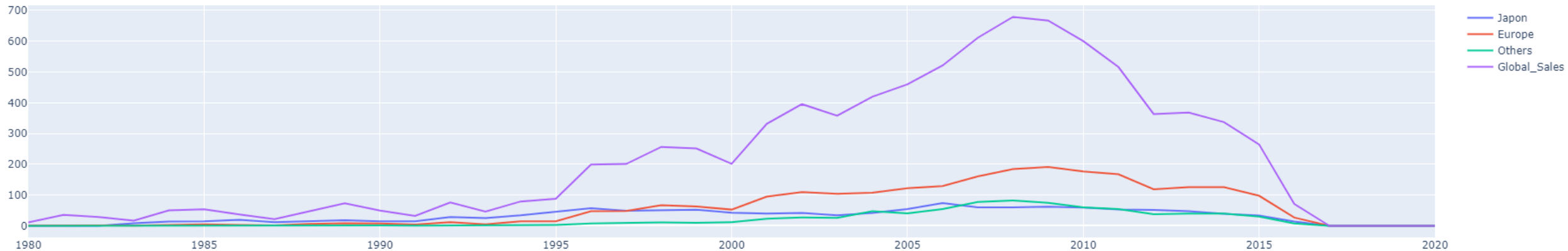


From the Sell Distribution by region, there would be 3 most important regions: North America, Europe and Japan in which North America has the biggest values sell region. In fact, most of the game publishers based in North America.

Sell Distribution



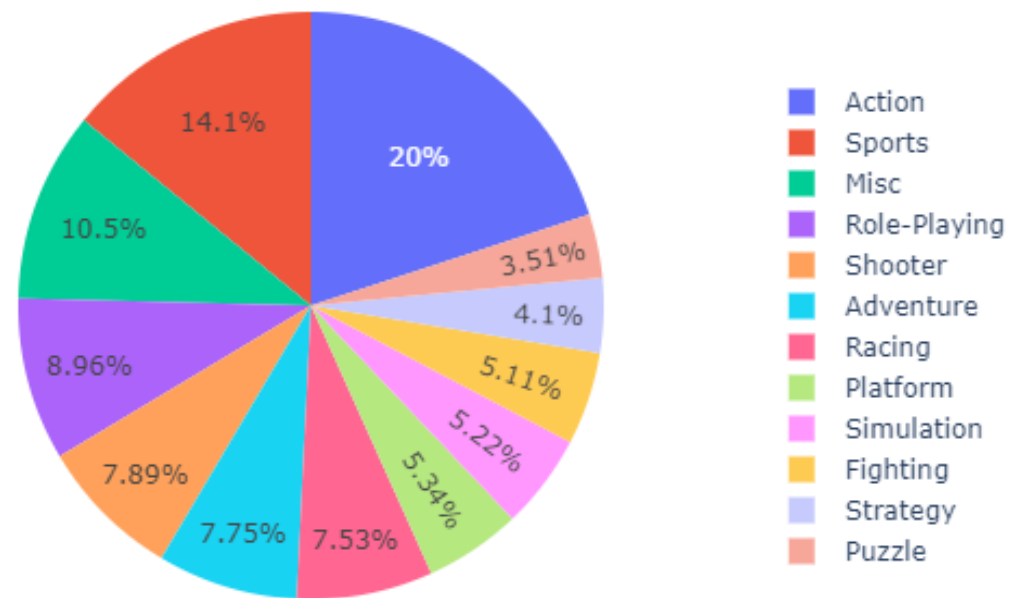
Sale over Time and per Continent



Here we can see the top game genre (or type) have been launching. The Top 3 are: Action, Sport and Misc.

However, it will be different in each region. For example, in Japan, the top game type is Role-Play, we will further discover it in later part.

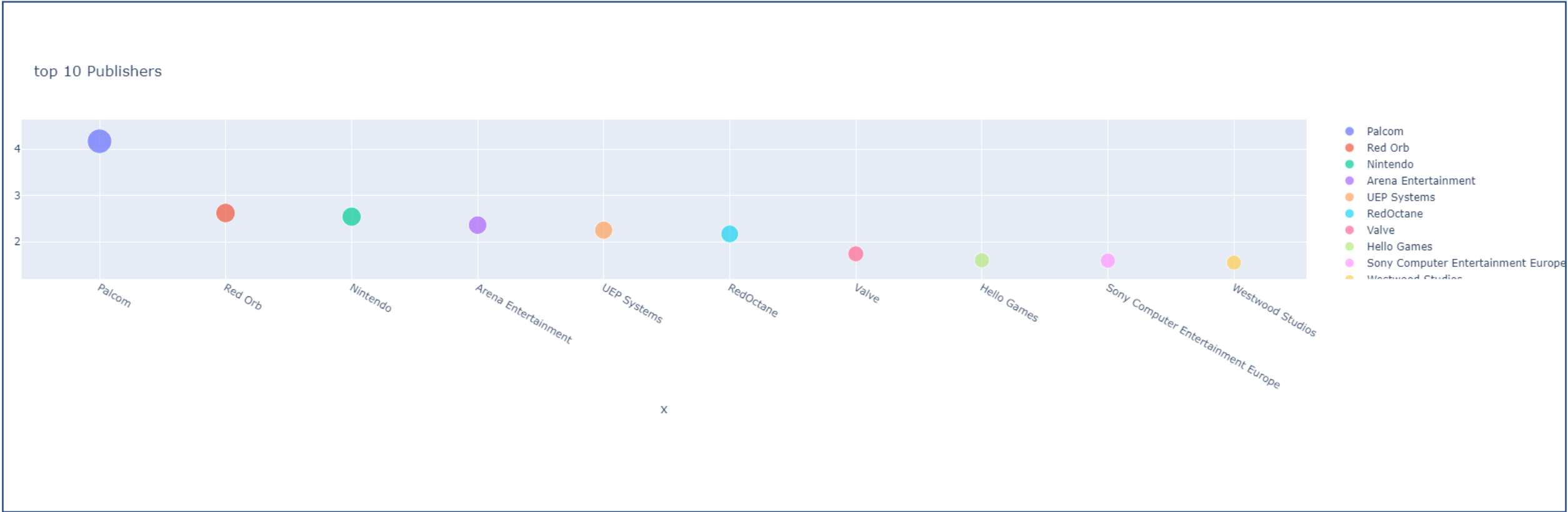
Game Type - Most Played



When we look into the top game by recent platform: PS4, Xbox One and PC, the most successful game in both PS4 and Xbox one is Call of Duty. On the other hand, on PC, The Sim 3 is the most popular game, the hypothesis would be the hardware configuration of PC; so The SIM, World of Warcraft, Diablo III games are more suitable.

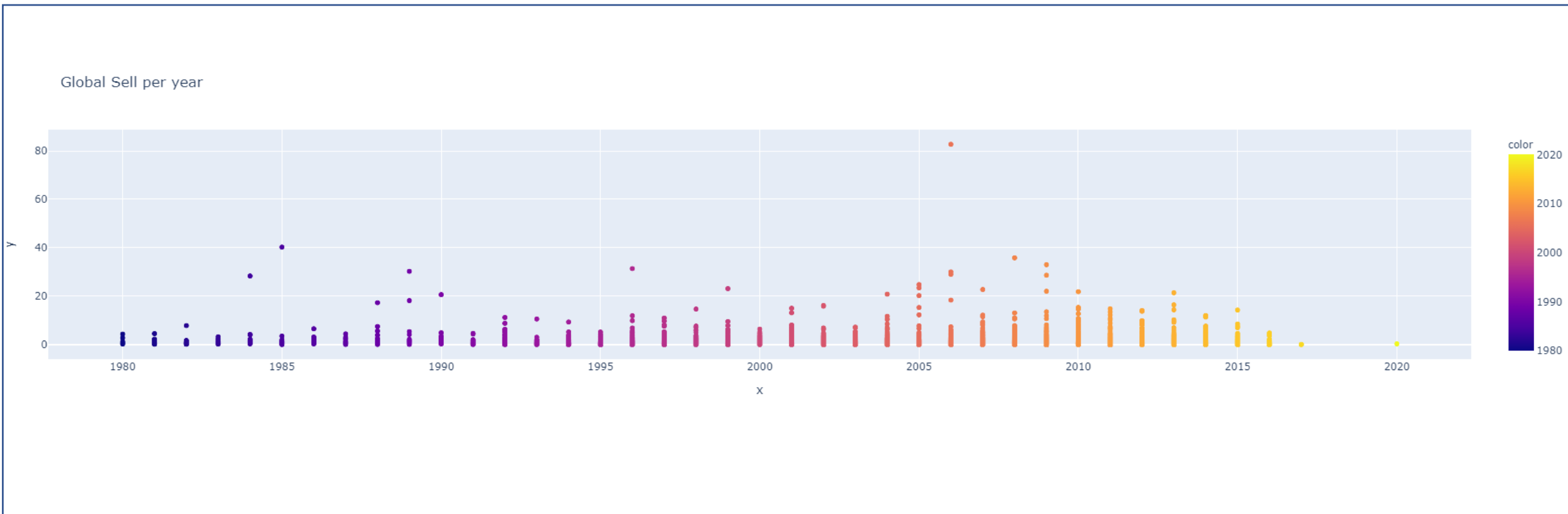


From the Top 10 game publishers, Palcom had the most numbers of games in the market in the game industry. Most of these Publisher had stopped the business. Further than this point, only few of Publishers like Nintendo and Sony Computer Entertainment have the recent game launchings.



There are two things we can see in this chart:

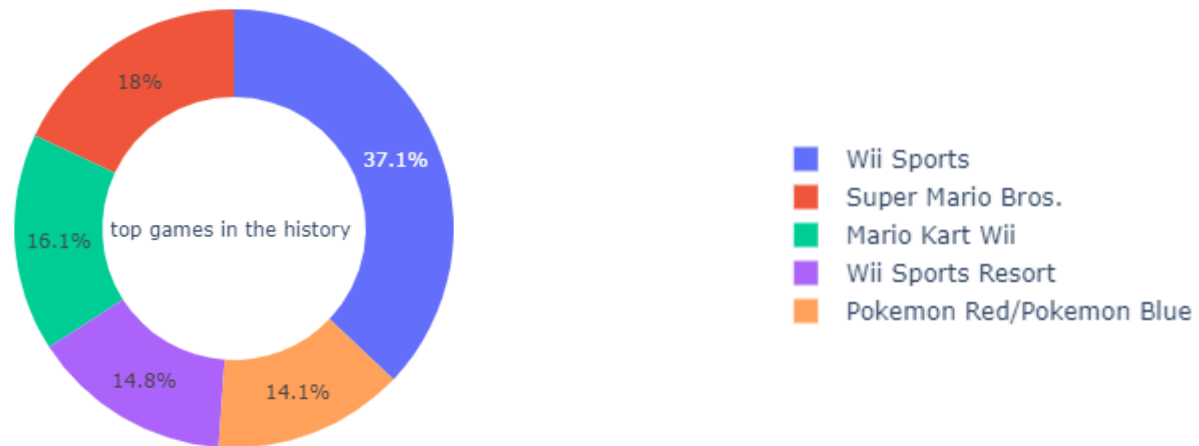
- The numbers of games are in the last 10 years declining compared to the previous period. The hypothesis would be the Publishers focusing on the quality
- In 2006, there is one really succesfull game which reach 82 Million USD. We will discover it in the next chart. This is the record in the game industry.



Wii Sports is the most successful game launching in the history. Follow by Super Mario Bros and Mario Kart Wii.

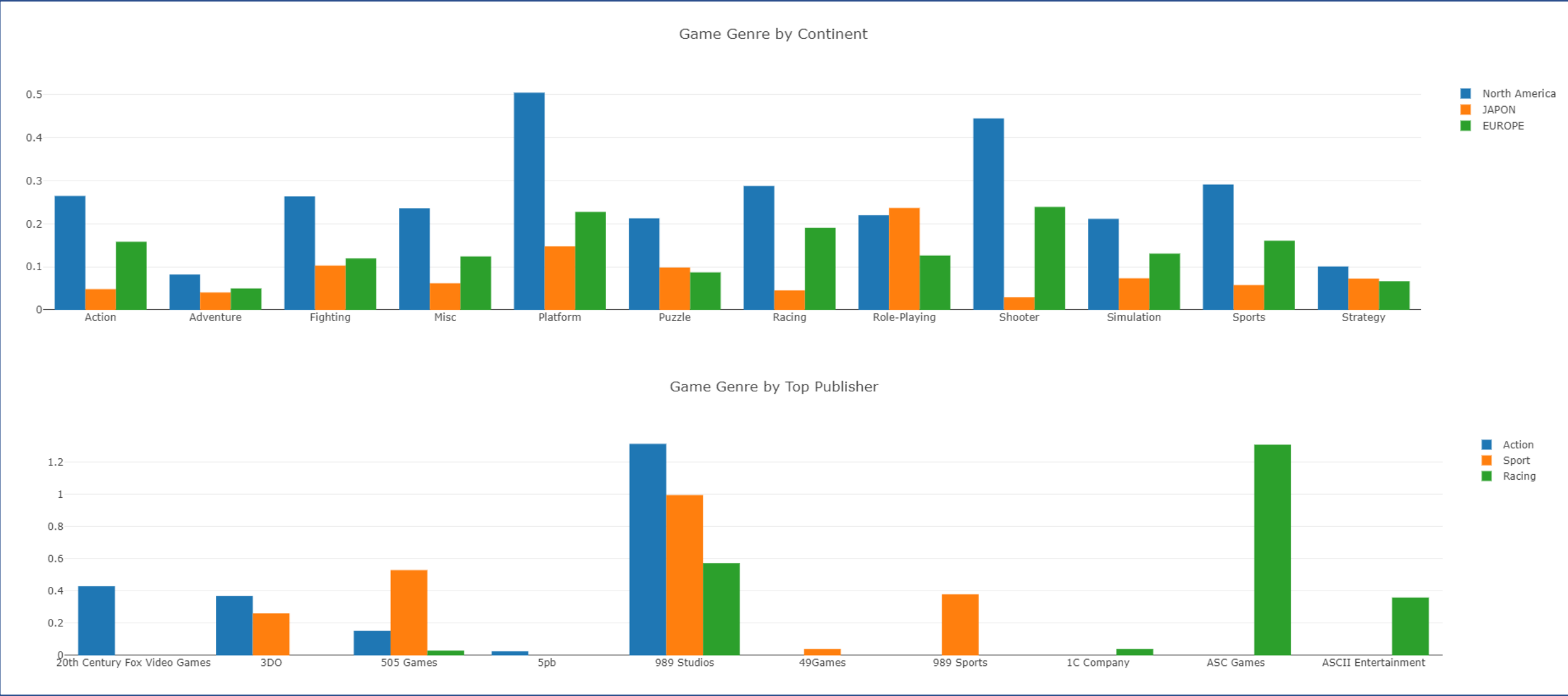
No wonder, there are plenty of gamers still playing Super Mario recently...

Top Game in the history



From this figure, we can see that North America prefer Platform, Shooter, Sports and Racning. Meanwhile, Role-Play is the top genre in Japan, and Shooter is the most popular in EU.

Regarding the Top Publisher for Action, Sport and Racing, we can see that 989 Studios had successfully covered all these genres.



Conclusion:

1. If you want to invest in game industry: the biggest segment will be Sport, Racing and Action. However, if you want to invest for Japan market, the game genre should be the role-play type.
2. The most potential market, biggest market will be North America, this is a must-have market for any launching game
3. Call of Duty is a very good game, if you want to invest commercial activities in a game, we recommend investing on it

