



Marketing Budget  
Strategy 2017

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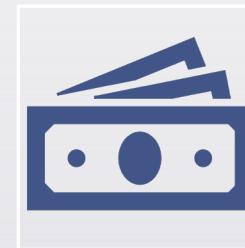
# Introduction

GameCo's current understanding of video game sales for the various geographic regions assumes that the market has stayed the same over time.



Sales Trend by Region:

North America  
Europe  
Japan



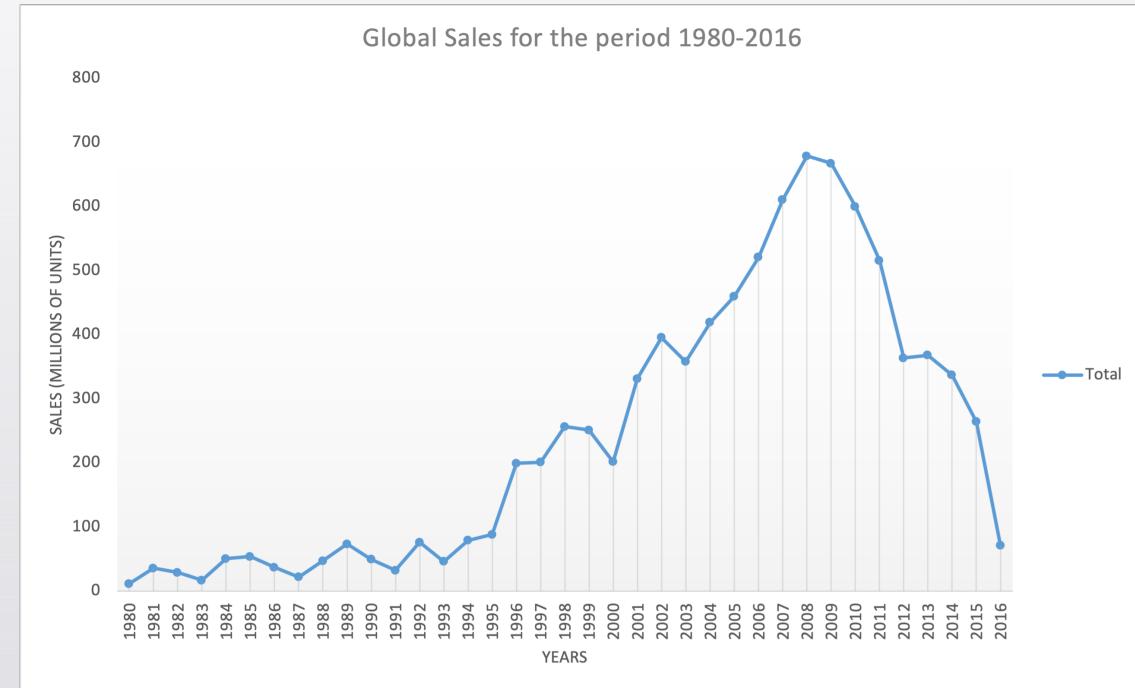
Plan of the Marketing Budget for  
2017

Redistribution of resources among the regions to  
maximize return on investment



# Global Sales Trend (1980-2016)

- Global video game sales increased steadily until **1996** when the market started exponentially growing until its maximum peak in **2008**. Afterward, the market has continuously decreased until **2016**.
- Has the tendency affected the three markets equally?

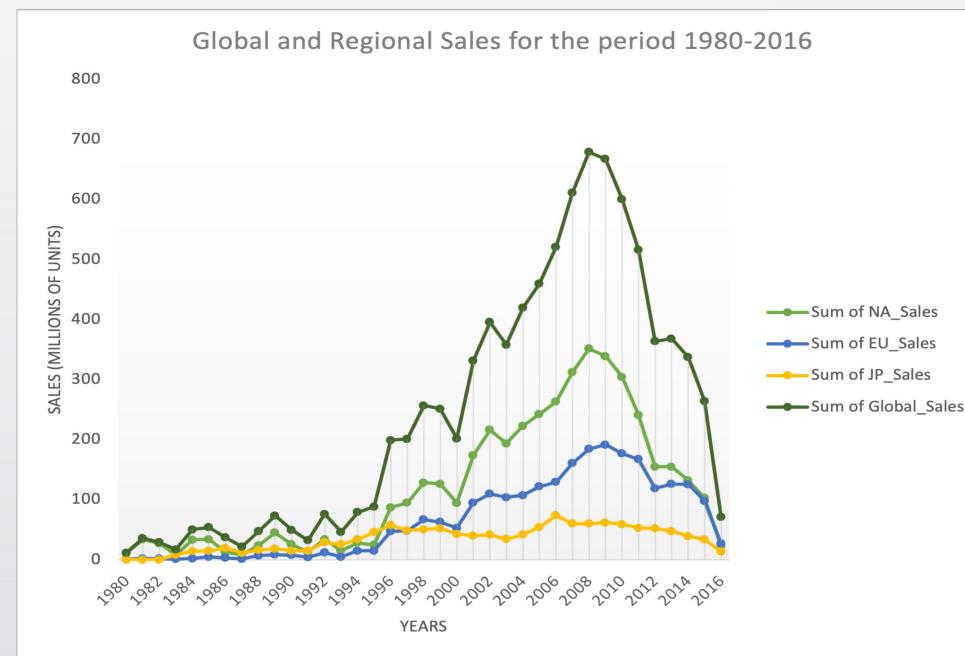




# Regional Sales Trend (1980-2016)

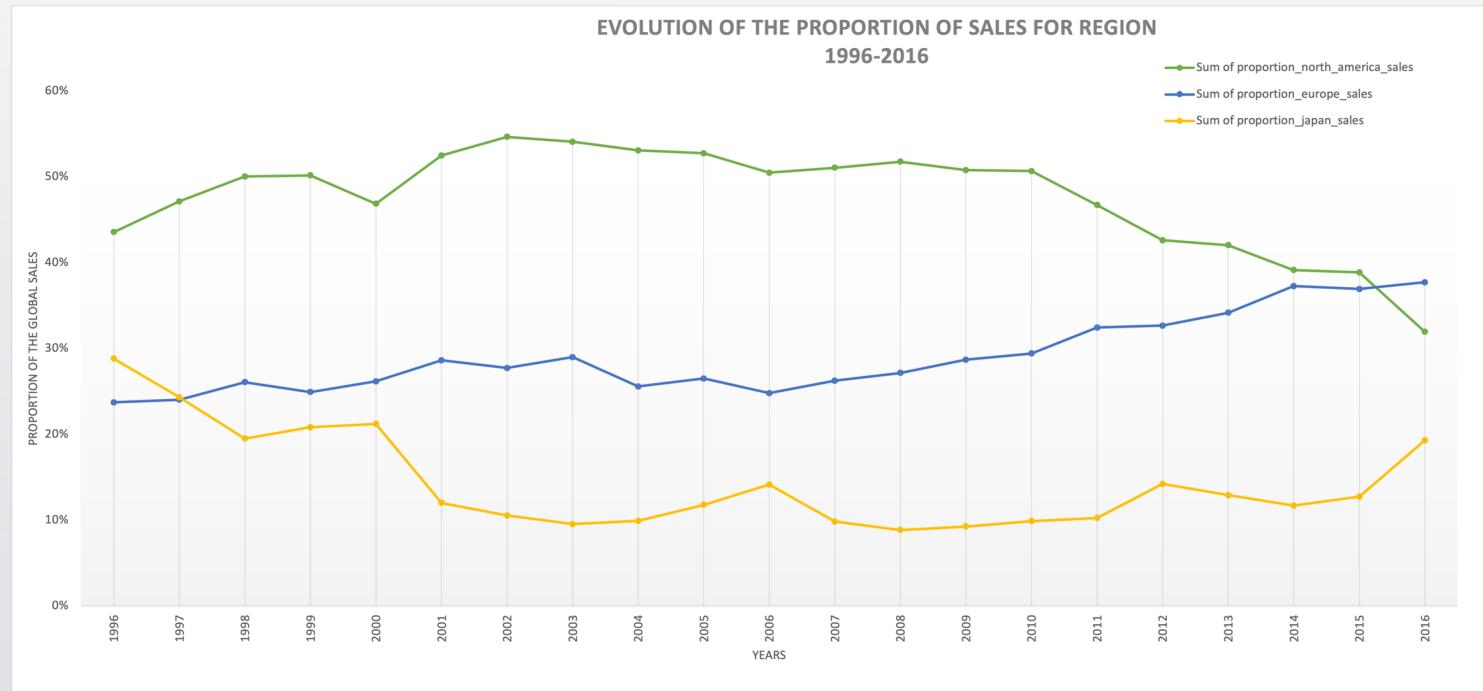
We can observe some differences regionally:

- The North American market was more unstable in the first 15 years, 1995 started increasing its sales until the best year in 2008 and then started dropping to levels of the first 1990s.
- The European market was steadier until 1995, then increased until its best year in 2009 and dropped again, having a similar sales volume as the North American market in the last three years.
- The Japanese market is the steadier in sales volume.
- We can see how similar the North American trend is to the global, showing its remarkable influence.





# Proportion of Sales (1996-2016)

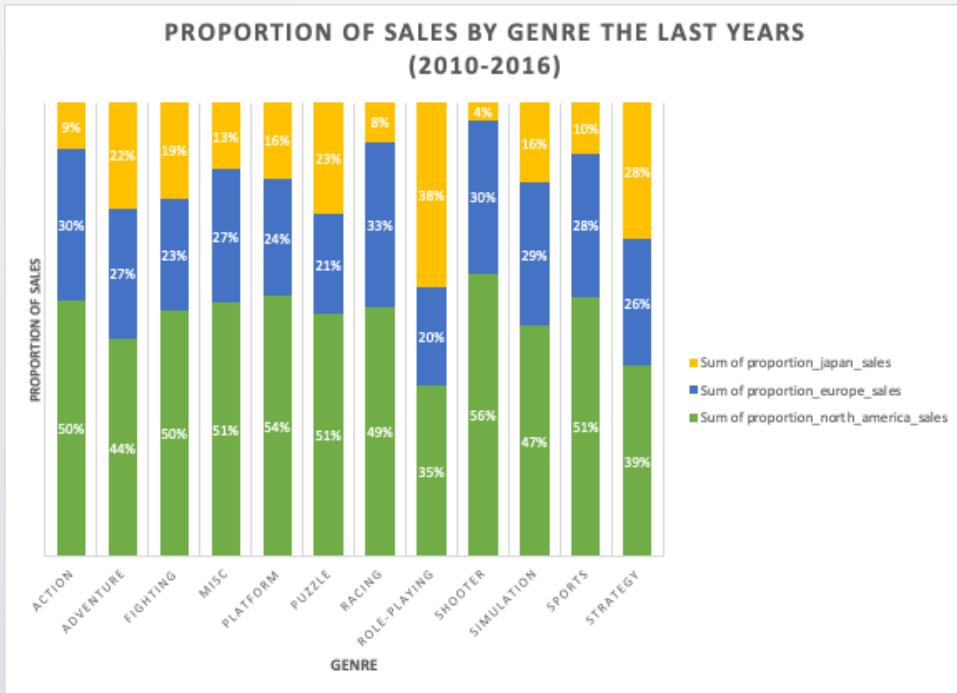


Considering the industry's critical technical changes, we will focus on the last two decades.

From 1996, the Japanese market represented the smallest percentage of global sales, Europe obtained second place, and North America remained the first market.

2016 is the last year of our data set. It shows us an essential drop in **North American** sales, falling to **32%** of the global market, an increase in **Europe**, achieving first place with **38%** of the global sales, and a market recovery in **Japan**, which remains in the third position representing the **19%** of the international sales. Other markets are limited to 11%.

# Regional Sales by Genre (2010-2016)



What are the favorite genres by region?

North America

1. Shooter

2. Platform

3. Sports

Europe

1. Racing

2. Action

3. Shooter

Japan

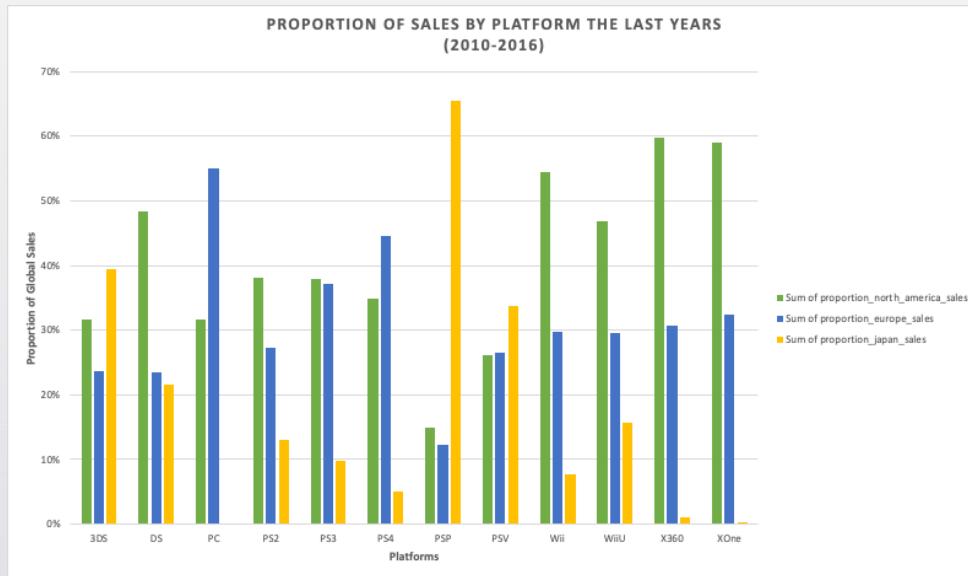
1. Role-Playing

2. Strategy

3. Puzzle



# Regional Sales by Platform (2010-2016)



What are the favorite platforms by region?

North America	Europe	Japan
XOne	PC	PSP
X360	PS4	3DS
Wii	PS3	PSV



# Top 15 Bestsellers

Name	Platform	Year	Genre	Publisher	NA_Sales	EU_Sales	JP_Sales	Global_Sales
Wii Sports	Wii	2006	Sports	Nintendo	41,49	29,02	3,77	82,74
Super Mario Bros.	NES	1985	Platform	Nintendo	29,08	3,58	6,81	40,24
Mario Kart Wii	Wii	2008	Racing	Nintendo	15,85	12,88	3,79	35,82
Wii Sports Resort	Wii	2009	Sports	Nintendo	15,75	11,01	3,28	33
Pokemon Red/Pokemon Blue	GB	1996	Role-Playing	Nintendo	11,27	8,89	10,22	31,37
Tetris	GB	1989	Puzzle	Nintendo	23,2	2,26	4,22	30,26
New Super Mario Bros.	DS	2006	Platform	Nintendo	11,38	9,23	6,5	30,01
Wii Play	Wii	2006	Misc	Nintendo	14,03	9,2	2,93	29,02
New Super Mario Bros. Wii	Wii	2009	Platform	Nintendo	14,59	7,06	4,7	28,62
Duck Hunt	NES	1984	Shooter	Nintendo	26,93	0,63	0,28	28,31
Nintendogs	DS	2005	Simulation	Nintendo	9,07	11	1,93	24,76
Mario Kart DS	DS	2005	Racing	Nintendo	9,81	7,57	4,13	23,42
Pokemon Gold/Pokemon Silver	GB	1999	Role-Playing	Nintendo	9	6,18	7,2	23,1
Wii Fit	Wii	2007	Sports	Nintendo	8,94	8,03	3,6	22,72
Wii Fit Plus	Wii	2009	Sports	Nintendo	9,09	8,59	2,53	22



## What do we know about the top 15 Bestsellers?

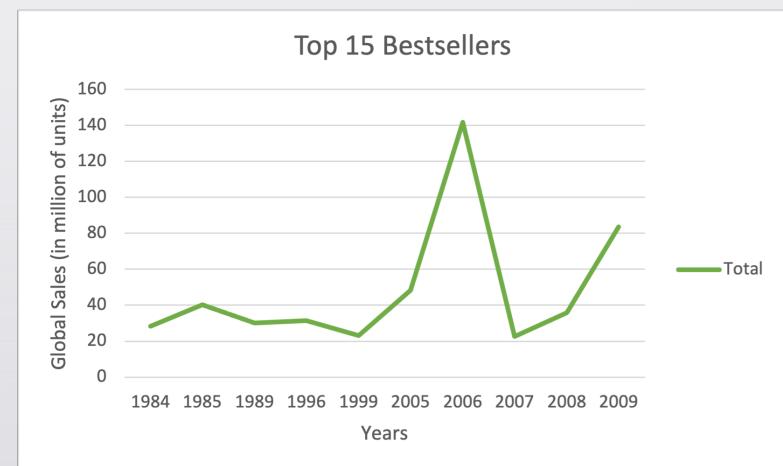
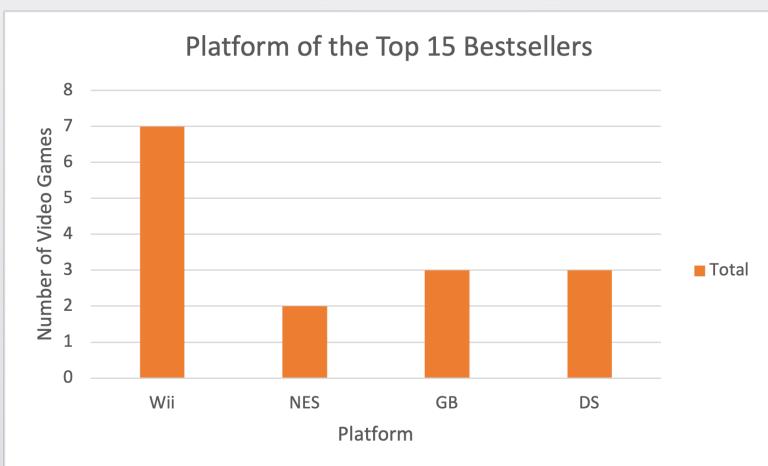
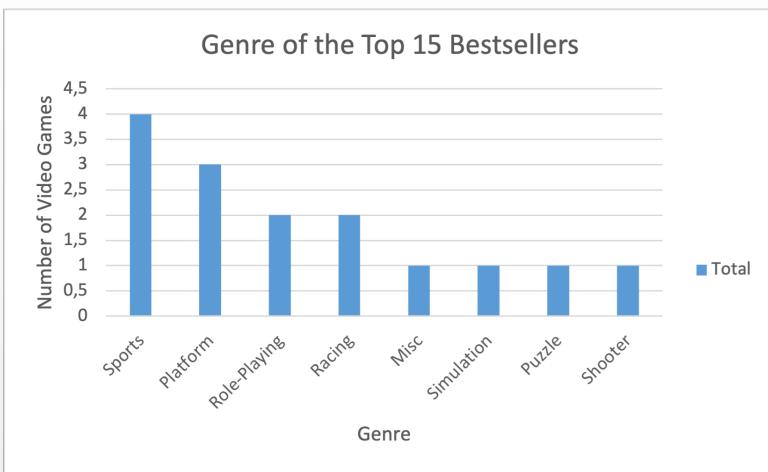
By genres, sports, platforms, and role-playing had more success.

By platform, Wii has more bestsellers followed by GB and DS.

The North American market has an essential impact on many of the bestsellers. On the contrary, Japan seems to be the less relevant.

2006 has the record of sales

Nintendo publishes all the bestsellers.





# Summary of our Insights

- Contrary to expectations, the sales for the three regions have not stayed the same over time:
  - The North American market has been more unstable and has decreased drastically in the last 8 years. However, its influence in the global market is unequivocal.
  - The European market had an extraordinary moment in 1997-2009 but has dropped in recent years too.
  - The Japanese market is the steadiest in sales.
- In 2016, the European market represented 38% of the global sales; the North American market represented 32%, and Japan, 19%.
- The popularity of genres varies by region: shooter and platform games are the favorite genres in North America, racing and action are the most sales genres in Europe, and role-playing and strategy have the best numbers in Japan.
- There are differences as well by platforms: historically, the North American market prefers the XOne, X360, and Wii; the European market buys more games for PC, PS4, and PS3, and in Japan, the favorite platforms are PSP, 3DS, and PSV.
- The leading video game publisher is undoubtedly Nintendo.
- Although not the most popular genre in any region, sports video games have obtained the best numbers in sales.
- 7 of the 15 bestseller video games were for Wii.



# Recommendations for Marketing Budget for 2017

