



Keeping an eye on the markets

**Marketing Plans
for 2017**

Presentation Aims

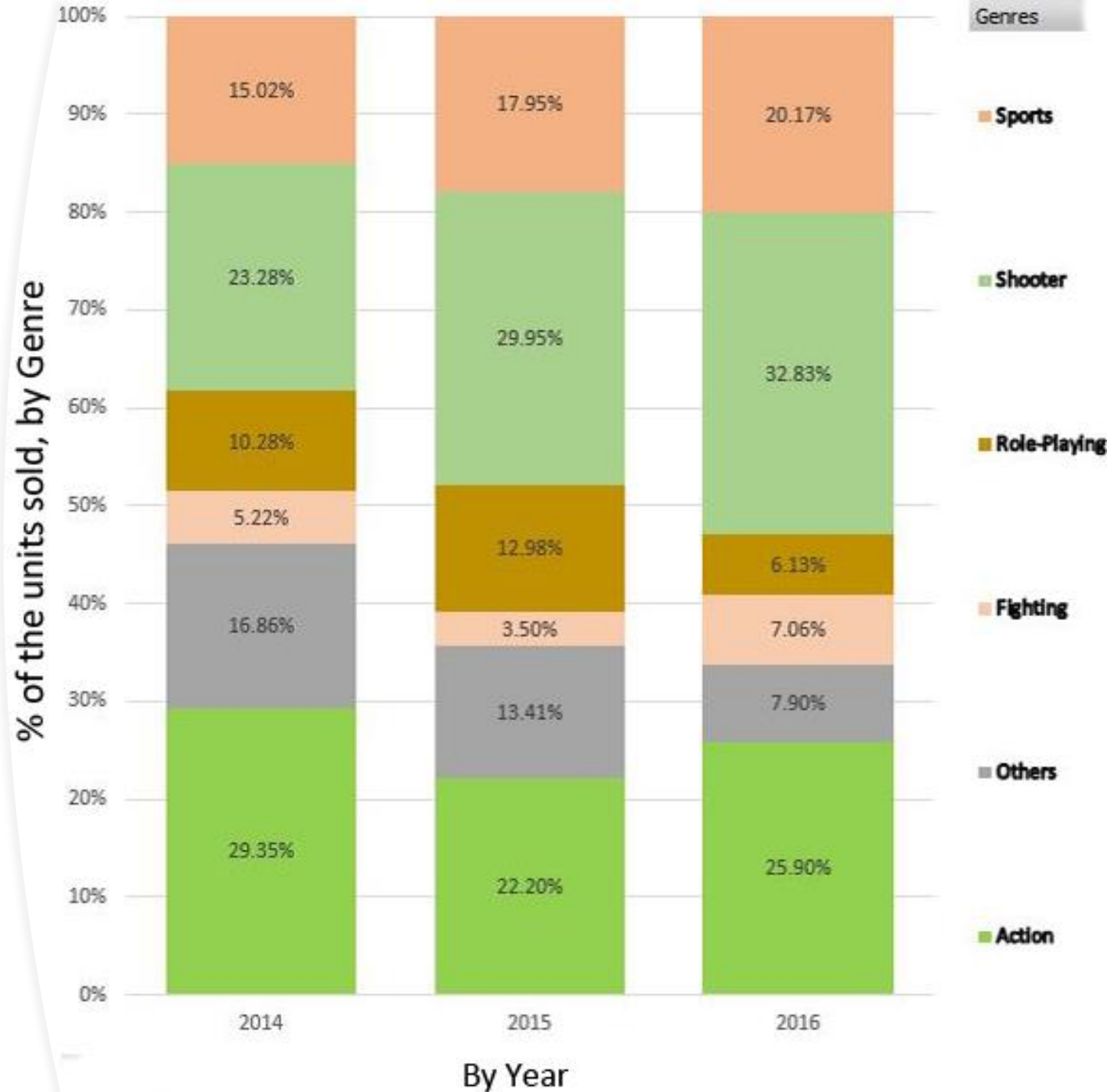
- Show which Genres are best for most Markets
- Show if there is any major fluctuations
- Show budget suggestions for 2017

Top 5 Genres - North American (NA) Market

- The Top 5 Genres over the last 3 years are as follows:

***'Others' covers the bottom 7 genres**

- Shooter
- Action
- Sports
- Fighting
- Role-Playing

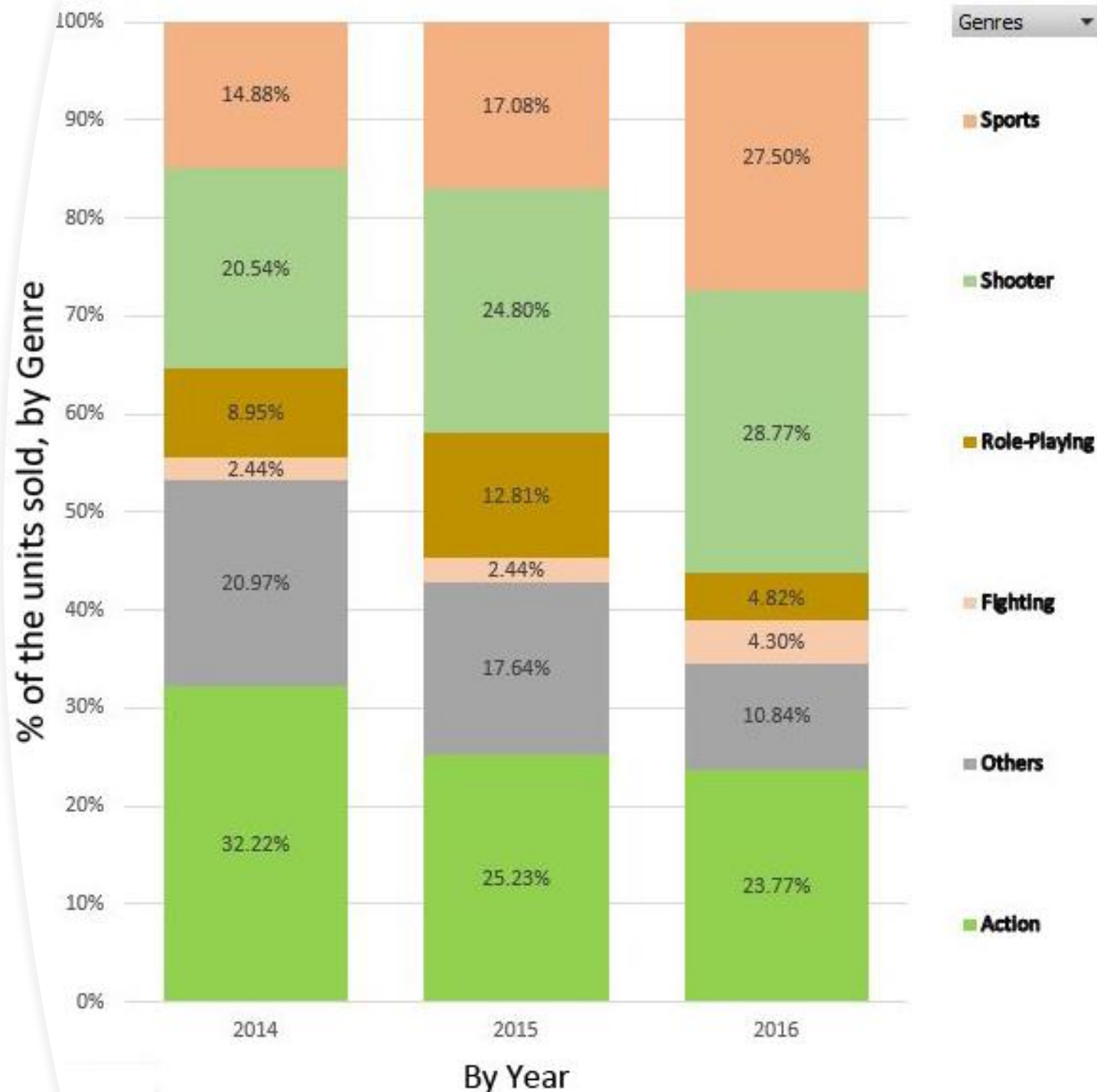


Top 5 Genres - European (EU) Market

• The Top 5 Genres over the last 3 years are as follows:

***'Others' covers the bottom 7 genres**

- Shooter
- Sports
- Action
- Role-Playing
- Fighting

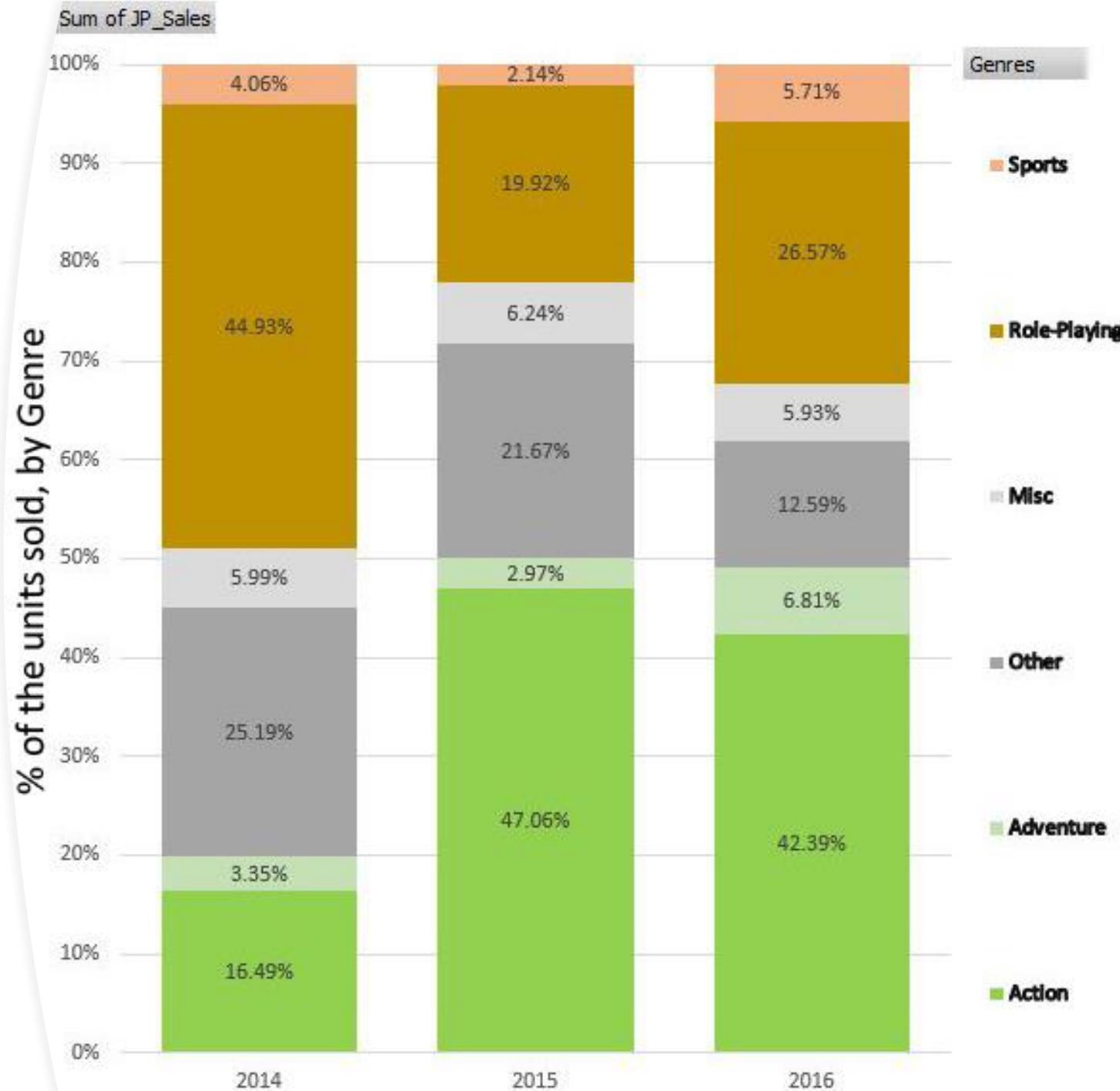


Top 5 Genres - Japanese (JP) Market

• The Top 5 Genres over the last 3 years are as follows:

***'Others' covers the bottom 7 genres**

- Action
- Role-Playing
- Adventure
- Misc
- Sports

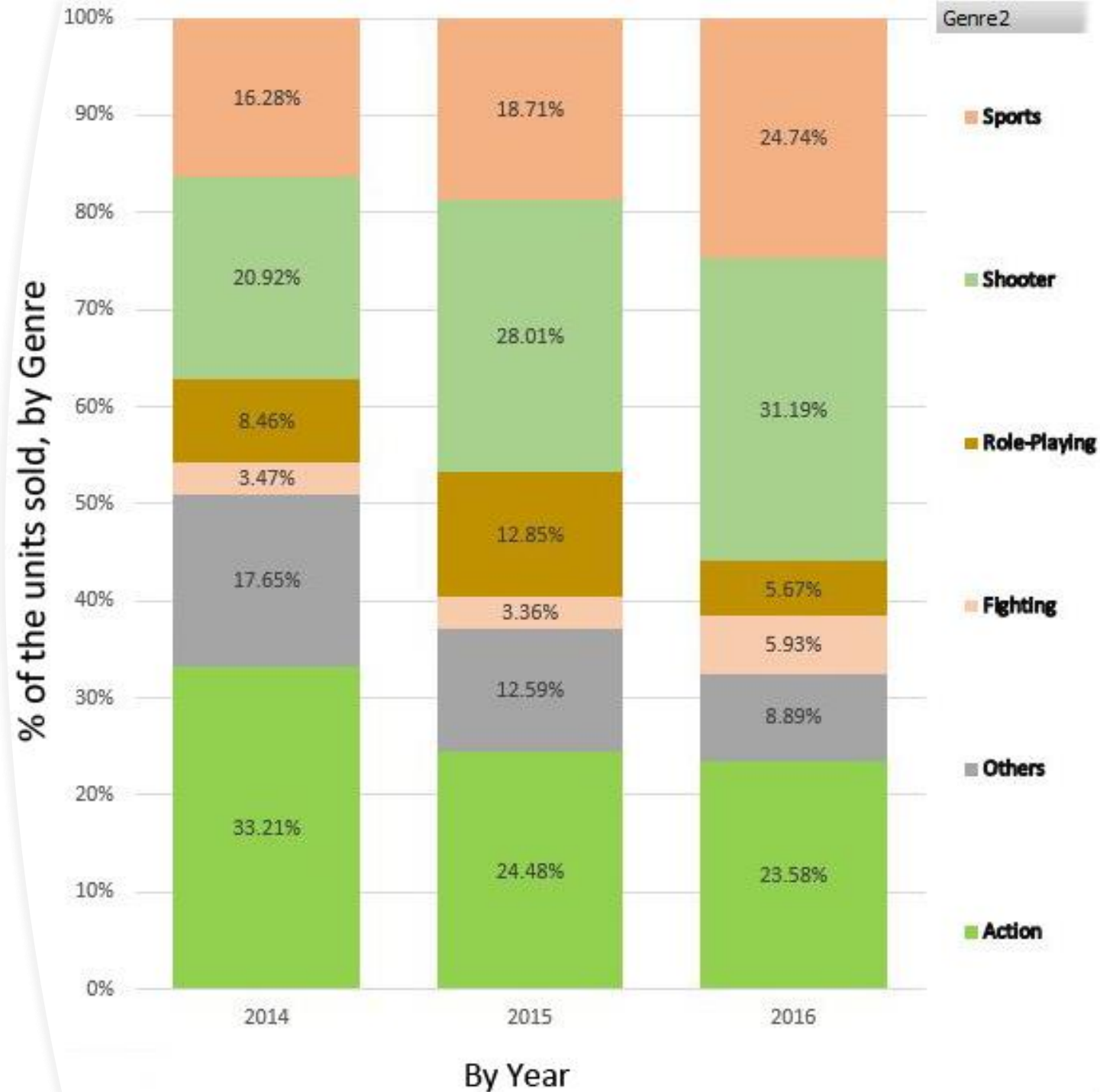


Top 5 Genres - 'Other' Market

• The Top 5 Genres over the last 3 years are as follows:

***'Others' covers the bottom 7 genres**

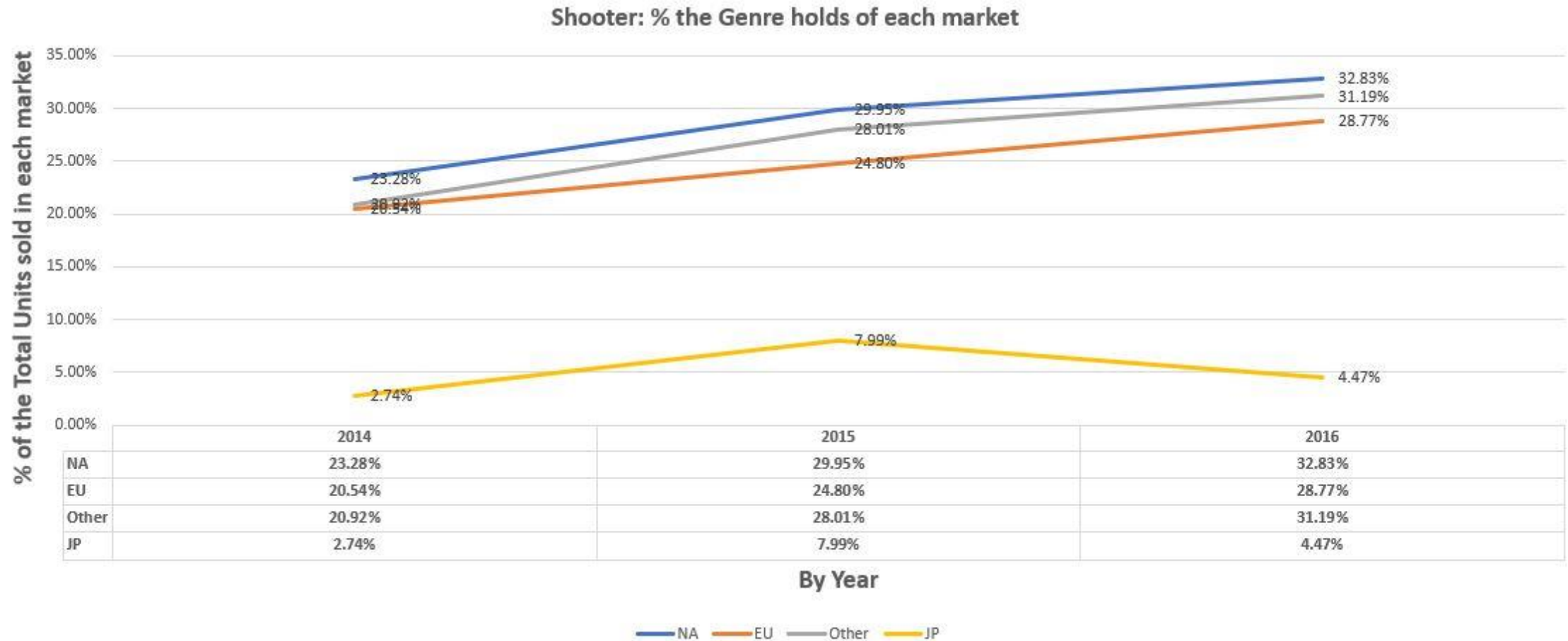
- Shooter
- Sports
- Action
- Role-Playing
- Fighting



Comparisons

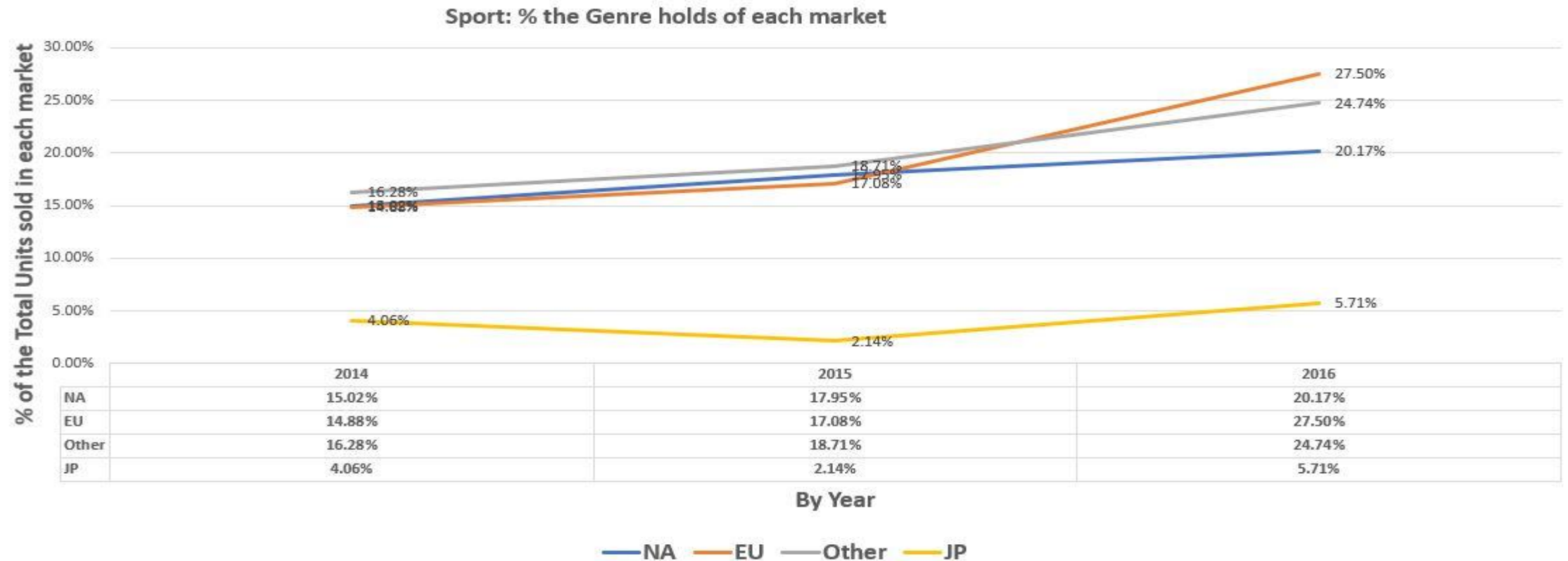
- Taking the Top 3 overlapping Genres:
- Are there major fluctuations?
- How do the markets compare against each other?
- Insights?

Shooter: Steady increases in the North American, European and 'Other' markets over the last 3 years.



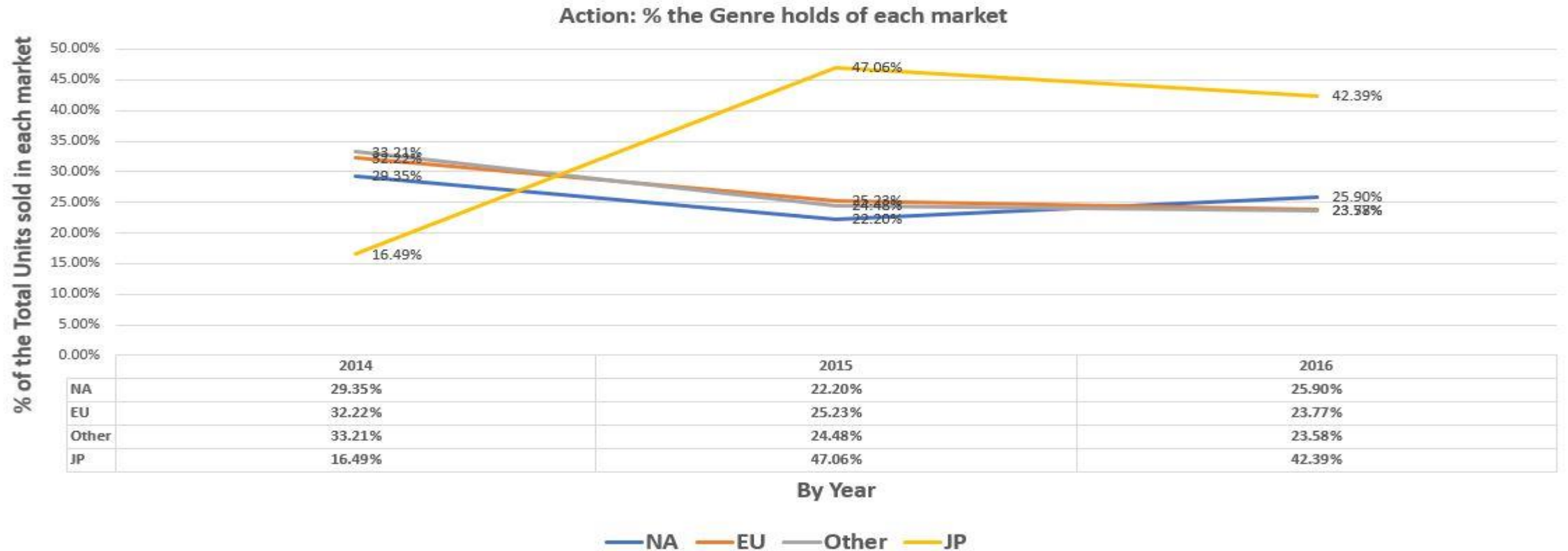
Sport: Steady increases in the North American, European and 'Other' markets over the last 3 years.

*Sport games tend to be specific to the market: NFL in NA Market, Rugby in EU Market



Action: Slight fluctuations in the North American, European and 'Other' markets over the last 3 years.

*The Japanese Market tends to have a lot of Japan specific Action games. This year 46 out of 65 games released there were only released in the Japan Market.



Analysis of Genres in Markets

Shooter, Action and Sports genres each hold a good percentage (20-32%) of the NA, EU and 'Other' markets

Action also holds a 42% share of the JP market

If we were to produce a Shooter game, then we should get good sales in the NA, EU and 'Other' markets

If we were to produce an Action game, then we should get good sales in all 4 markets

Conclusions

- An Action game would cover all markets
- A Shooter game would work well for the NA, EU and 'Other' markets
- JP's market for Action games is there, however we should err on the side of caution and do more research into what style of Action games are big sellers there
- While it looks like a Sport game would cover the NA, EU and 'Other' markets, again caution and do more research on what type of Sport games works for all 3 markets

Conclusions - Marketing an Action Game

- If we are to market a new Action Game to all the Markets then we should aim for the following % of Marketing Dept's Budget.
- 30% to NA Market - this market is rising again (22->25%)
- 20% to EU Market - slow decline over 3 years (32->23%)
- 20% to Other Market - slow decline over 3 years (33->23%)
- 30% to JP Market - the market is there for this Genre, even more so if we create on with a Japanese feel/style.

Conclusions – Marketing a Shooter Game

- If we are to market a new Shooter Game to the NA, EU and 'Other' Markets then we should aim for the following % of Marketing Dept's Budget.
- 33% each to the North American, European and 'Other' markets
- 0% to the Japanese market, the Shooter market is minimal (2-8%) and this year only took a 4% share of the JP market