

GameCo.
Plan for 2017

Marketing Proposal



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Introduction

Our current understanding

Does our expectation meet reality?:
Local trend over time

How to redistribute the budget?

Further Analysis

Summary

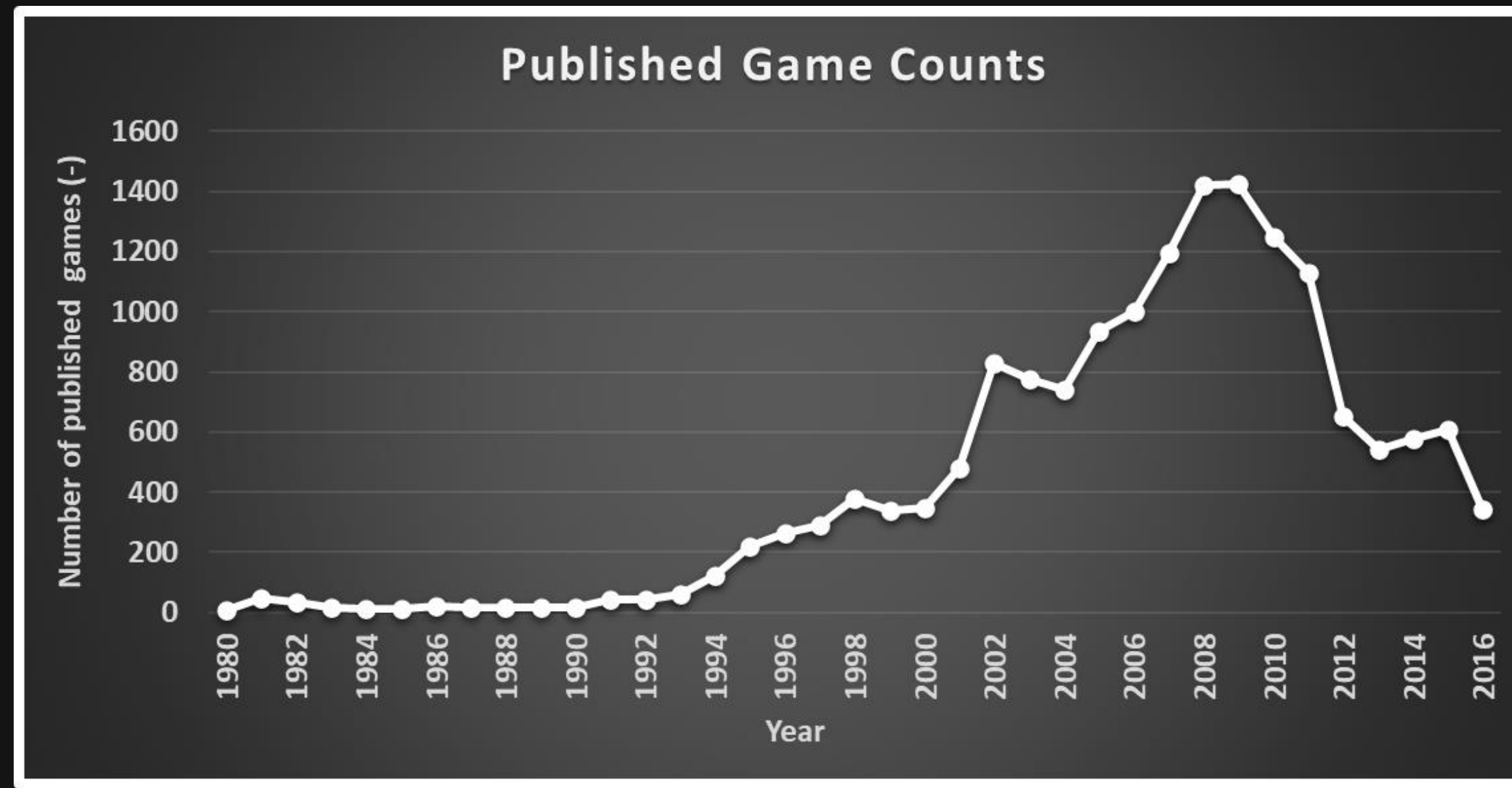
What is our current understanding?



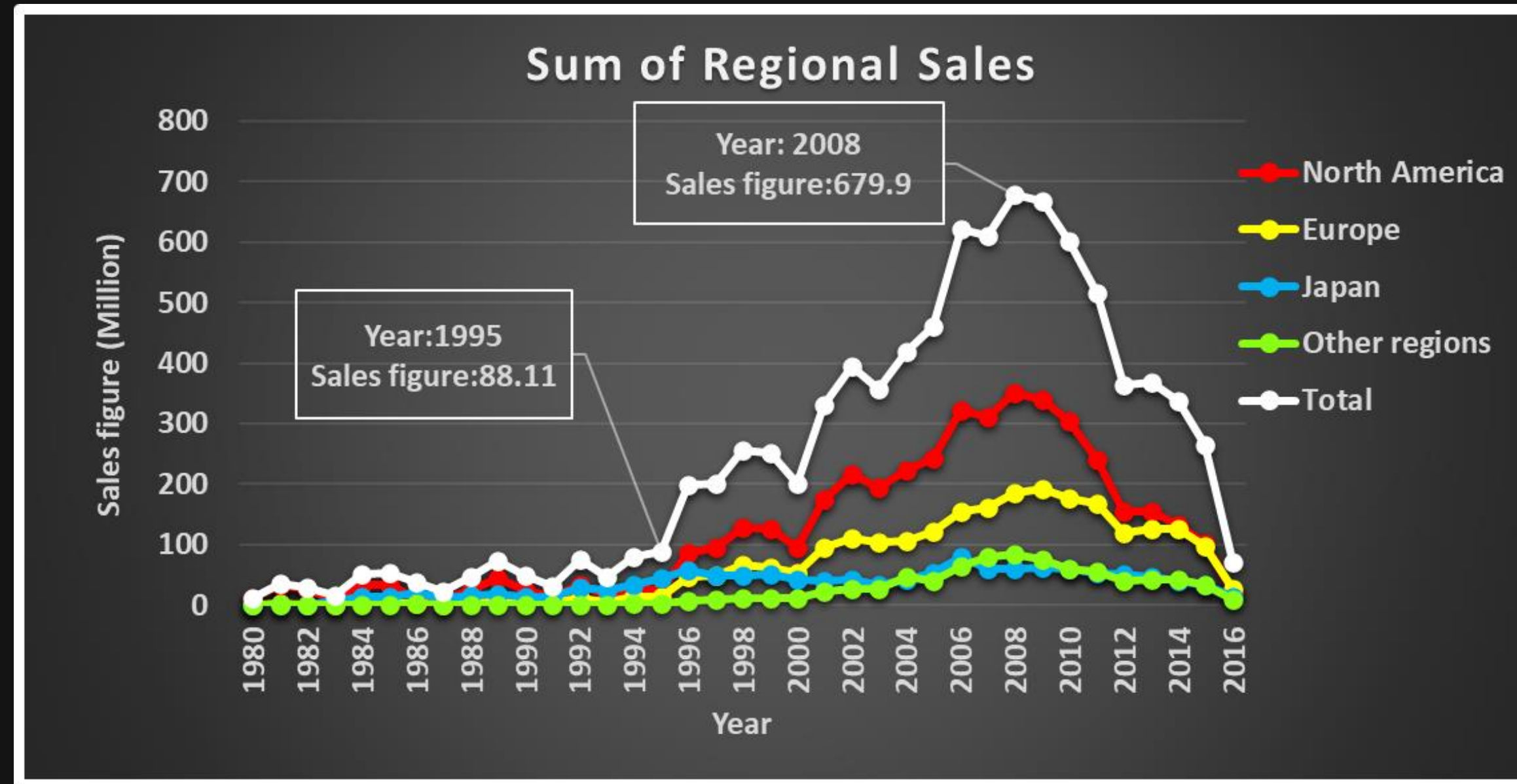
GameCo assumes that sales for the various geographic regions have stayed the same over time.



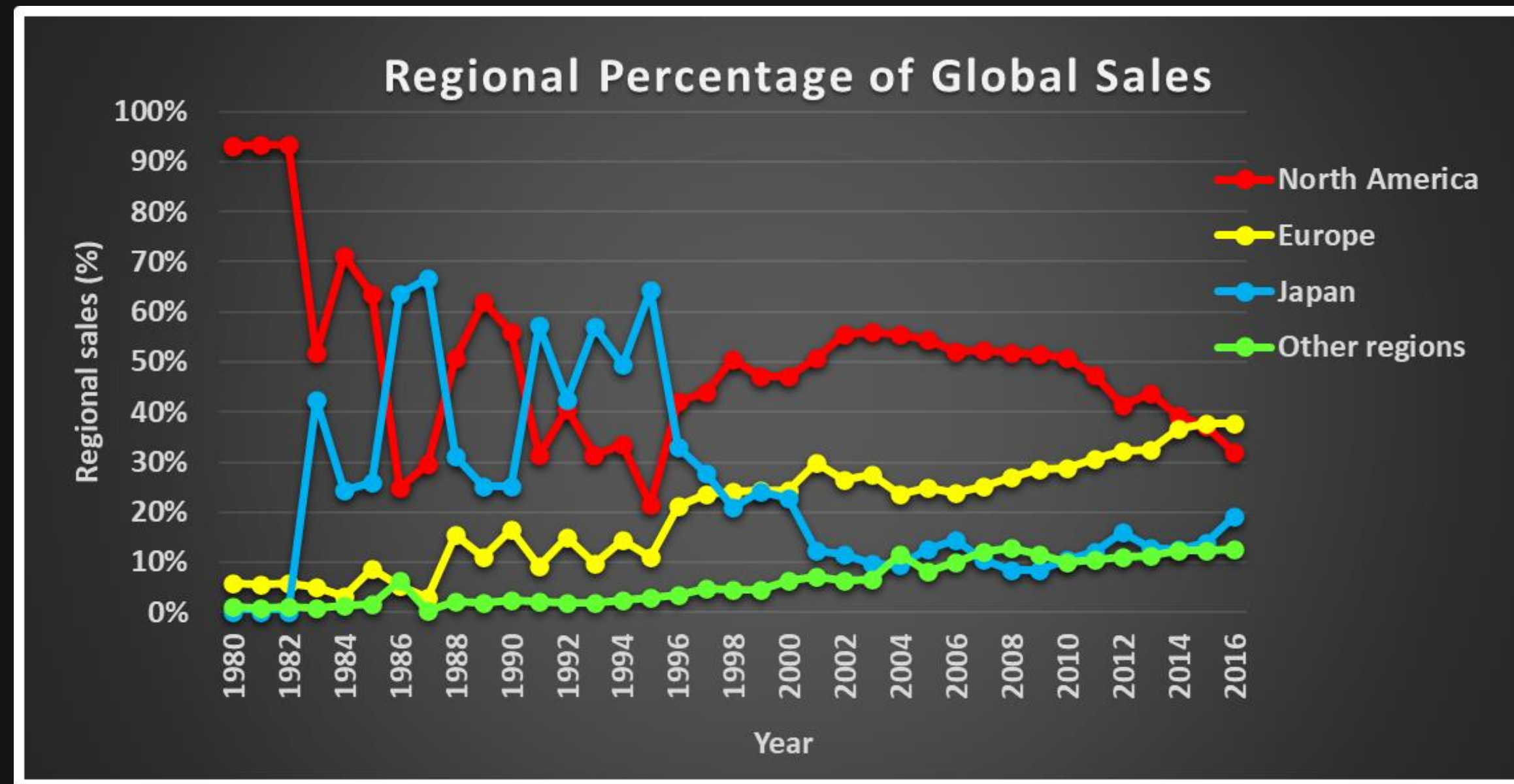
**Does our expectation
meet reality?**



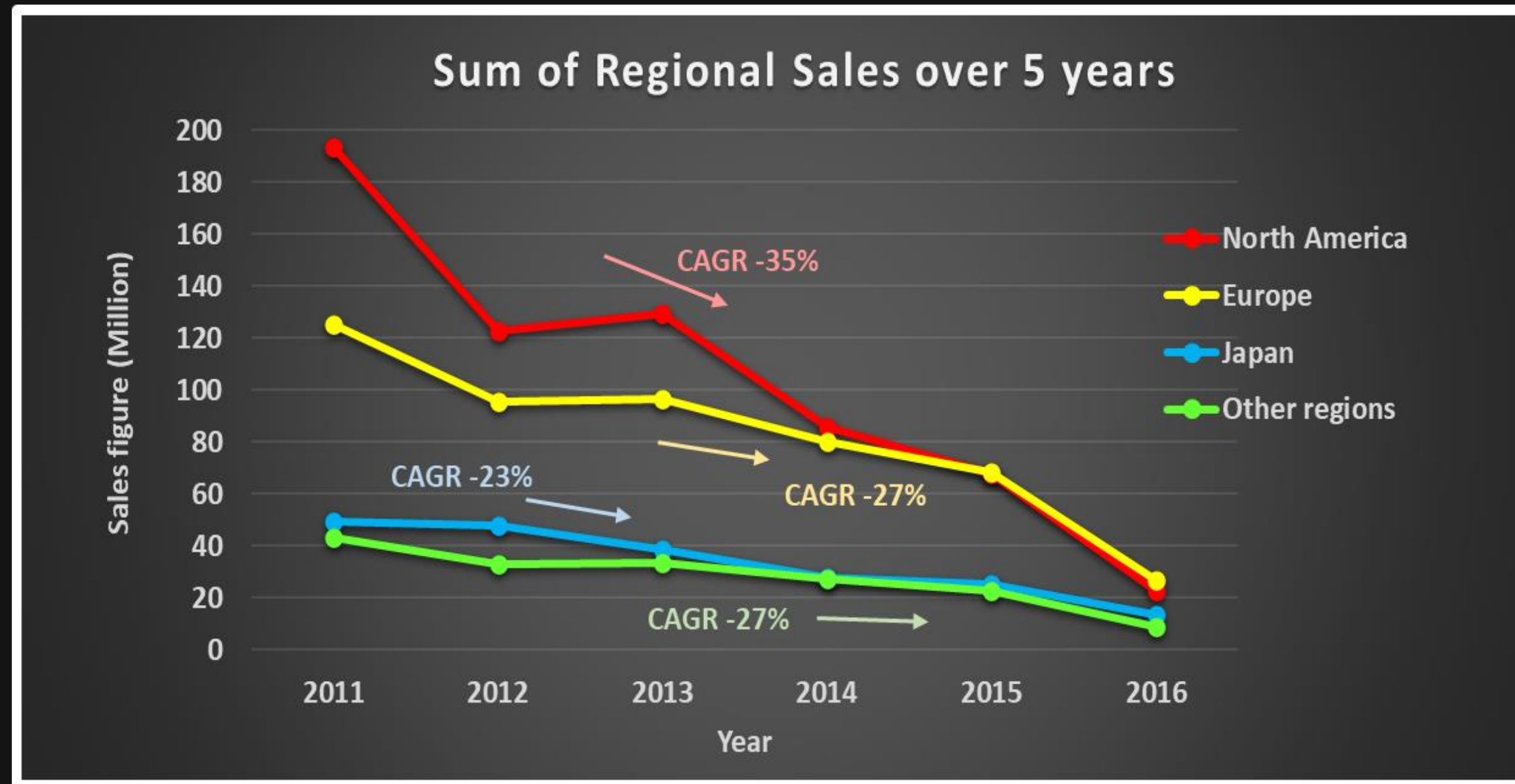
The tendency for total number of published games over time accords with the tendency for sum of regional sales. Decreasing global sales might result from significantly dropping number of publish game.



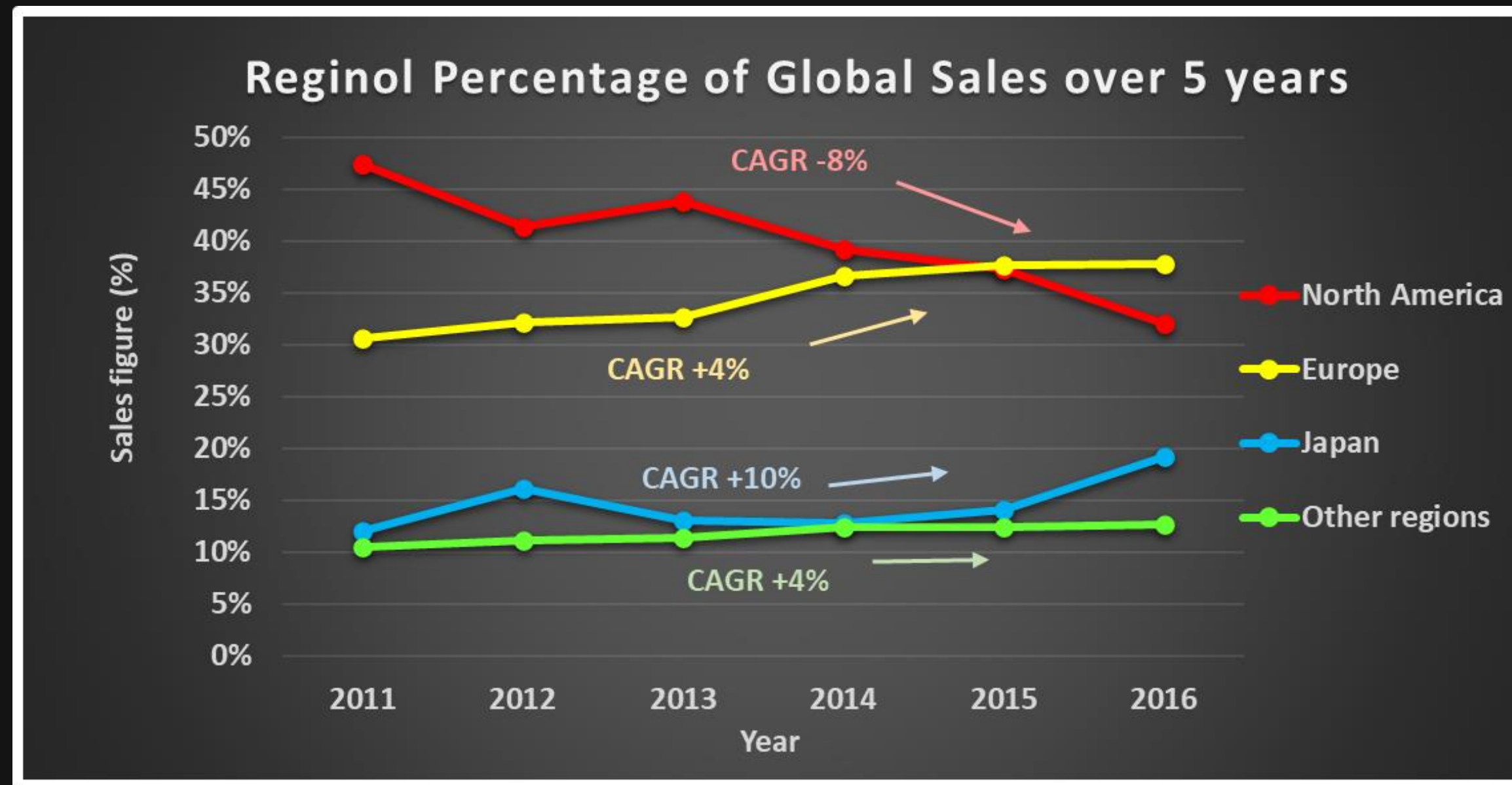
- Sum of regional sales for different regions have changed significantly over time
- From 1995, there was a sales boom in all regions
- In 2008-2009, sales in NA, EU and other regions reached their maximal sales value
- Japanese market was relatively stable over time



- Regional percentage of global sales kept dynamically constant before 1996
- When sales in NA increased its share, sales in JP market decreased its percentage
- NA has the highest market share (~40% of global share)
- EU market grew nonstop and consistent, even surpassed NA market in 2016
- After 1996, JP market share shrink to a lower level (~15%)
- Other regions have the least market share



- Decline rate: North America > Europe = Other regions > Japan
- Rising tendency of regional percentage of sales in Europe, Japan and Other regions mainly results from the significantly decreasing tendency of sales figures (Million) in North America.
- Sales figure in 2011: North America > Europe > Japan > Other regions
- Sales figure in 2016: Europe > North America > Japan > Other regions



- Considering comparatively lower decreasing rate of sum of sales and higher market share, European and Japanese market should have investment priority.
- Dramatically decreasing NA sales shows the significant public preference towards high digital software instead of video games. Marketing budget would have greater effect when being used to attract the customers who comparatively prefer video games such as Europe and Japan. NA market can be observed without an external budget for some few years. Even though its sales decreases the most, NA still have high sales figures (~40%).

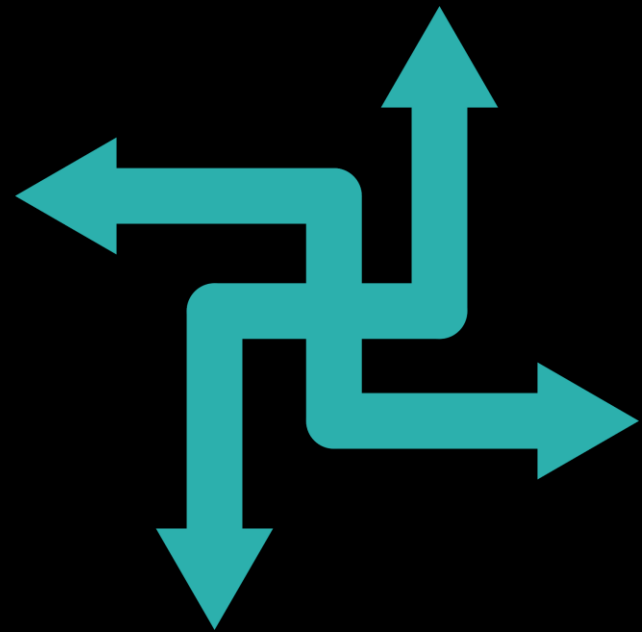


**Does our expectation
meet reality?**



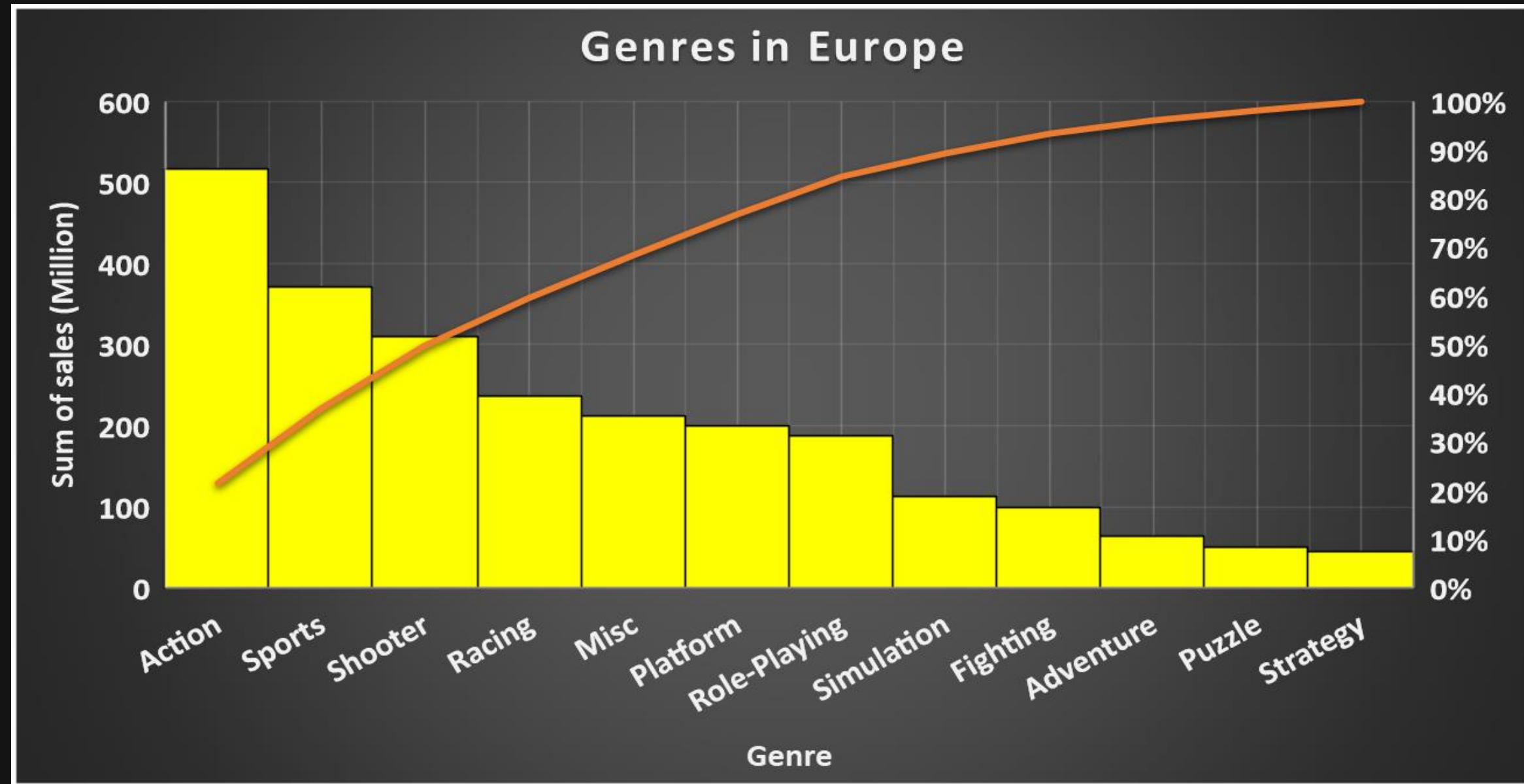
**Additional Analyses
help us make
decisions in European
and Japanese market**

-Genre, Publisher and Platform

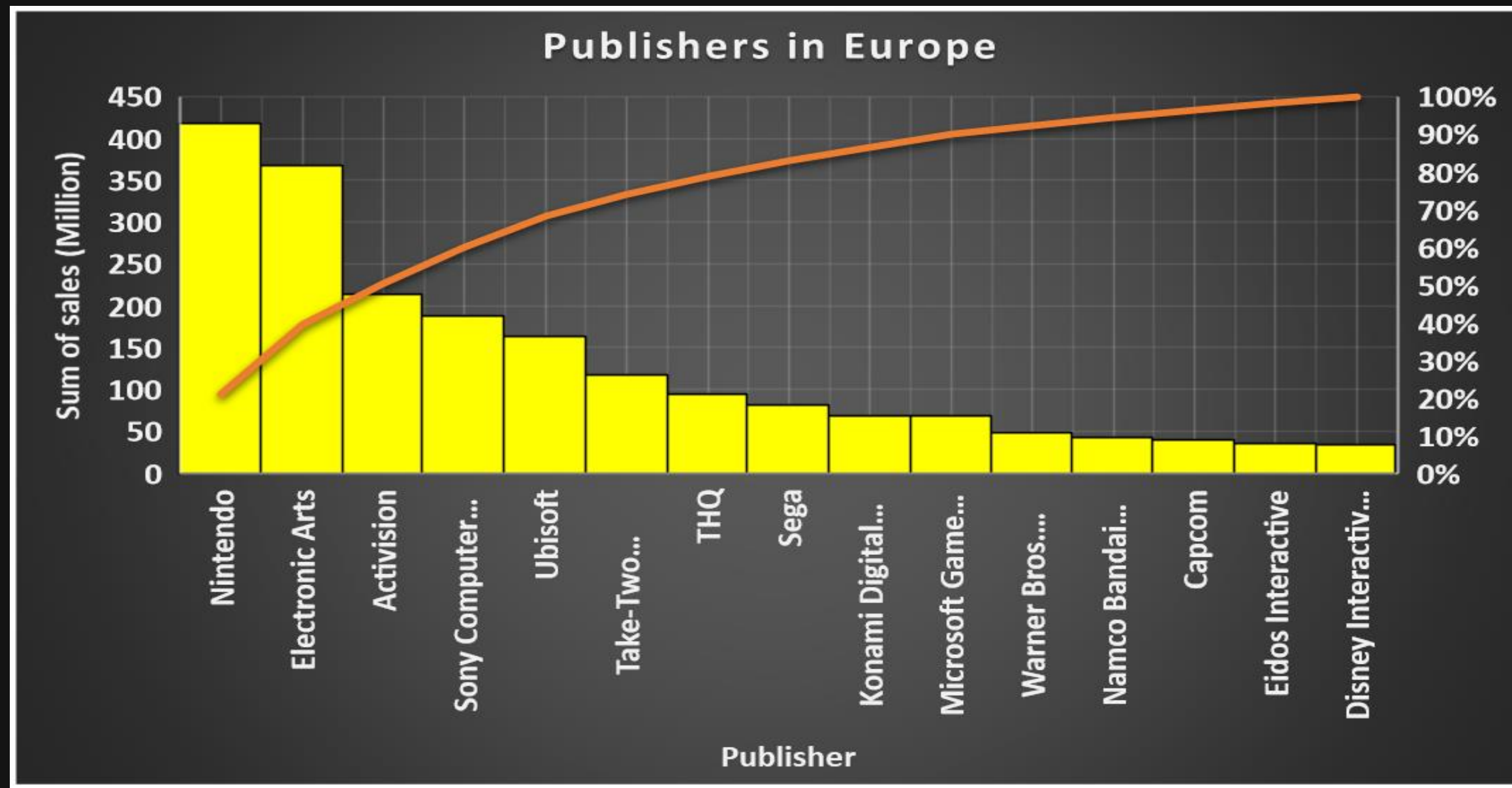


Further Analysis in Europe

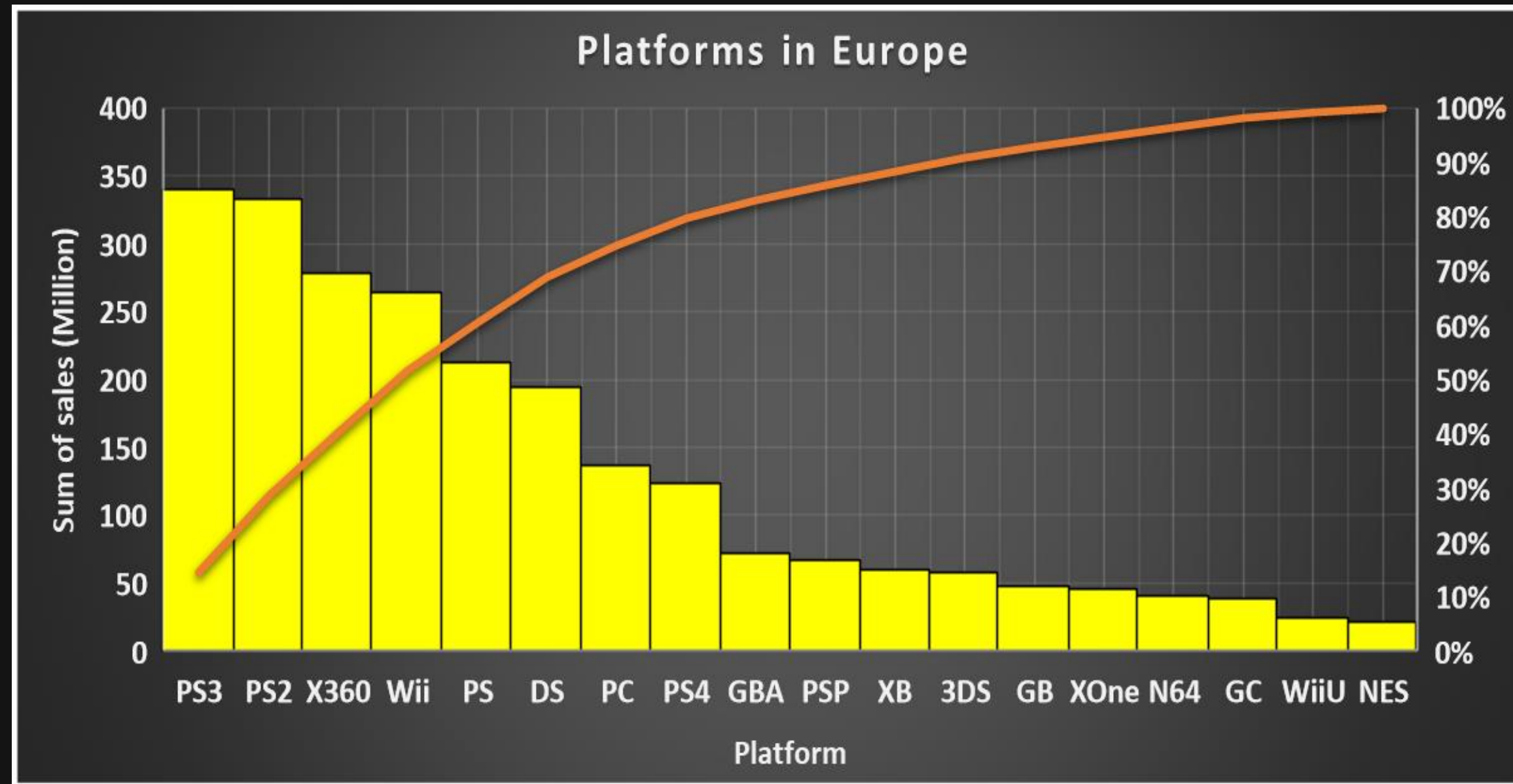




Top 5 popular genres in Europe are Action, Sports, Shooter, Racing and Misc. They make up 68.41% European market share.



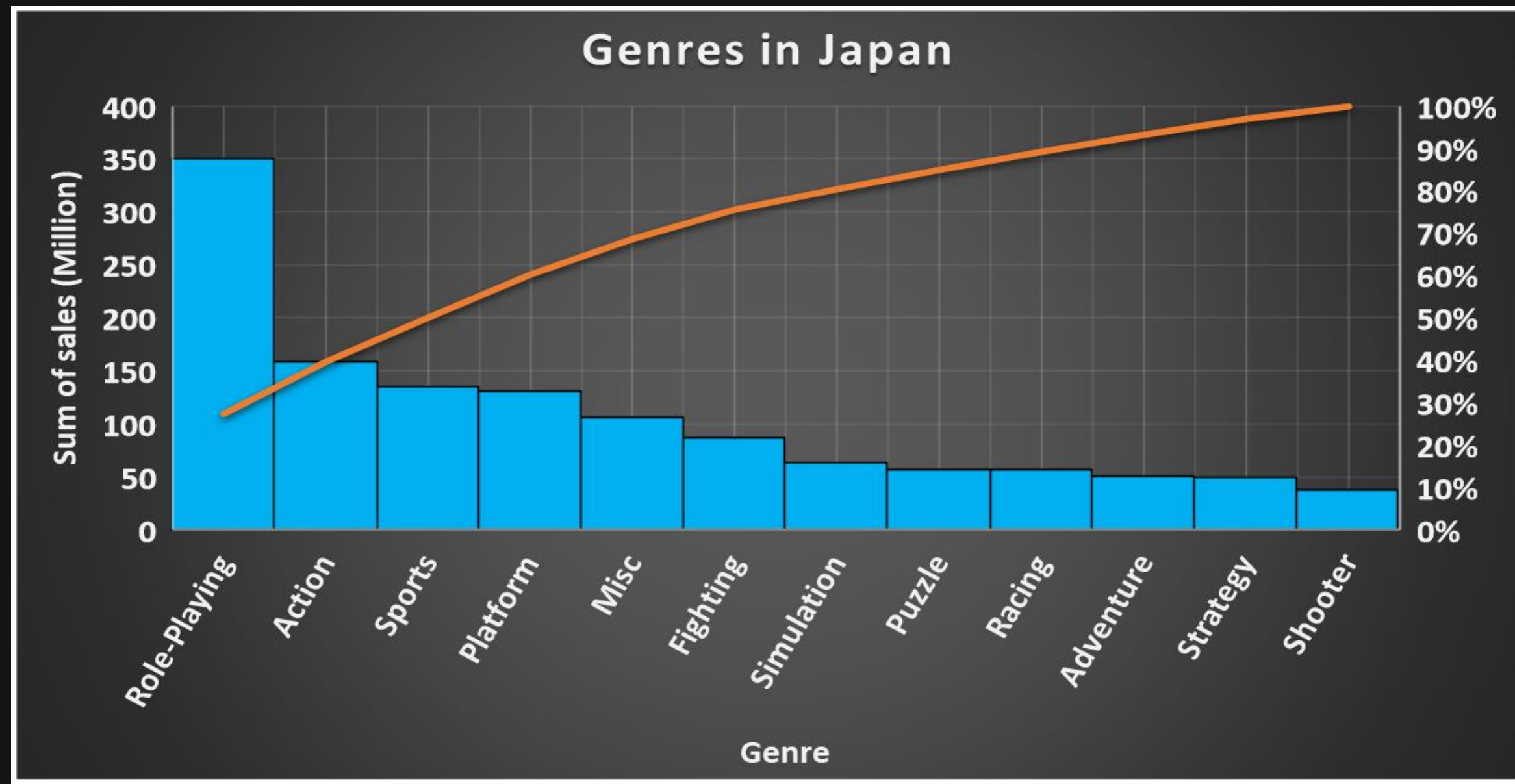
In Europe, marketing team can consider to invest the most on new games published by Nintendo and Electronic Arts. Then followed by Activision, Sony Computer Entertainment and Ubisoft. They make up 56.1% European market share.



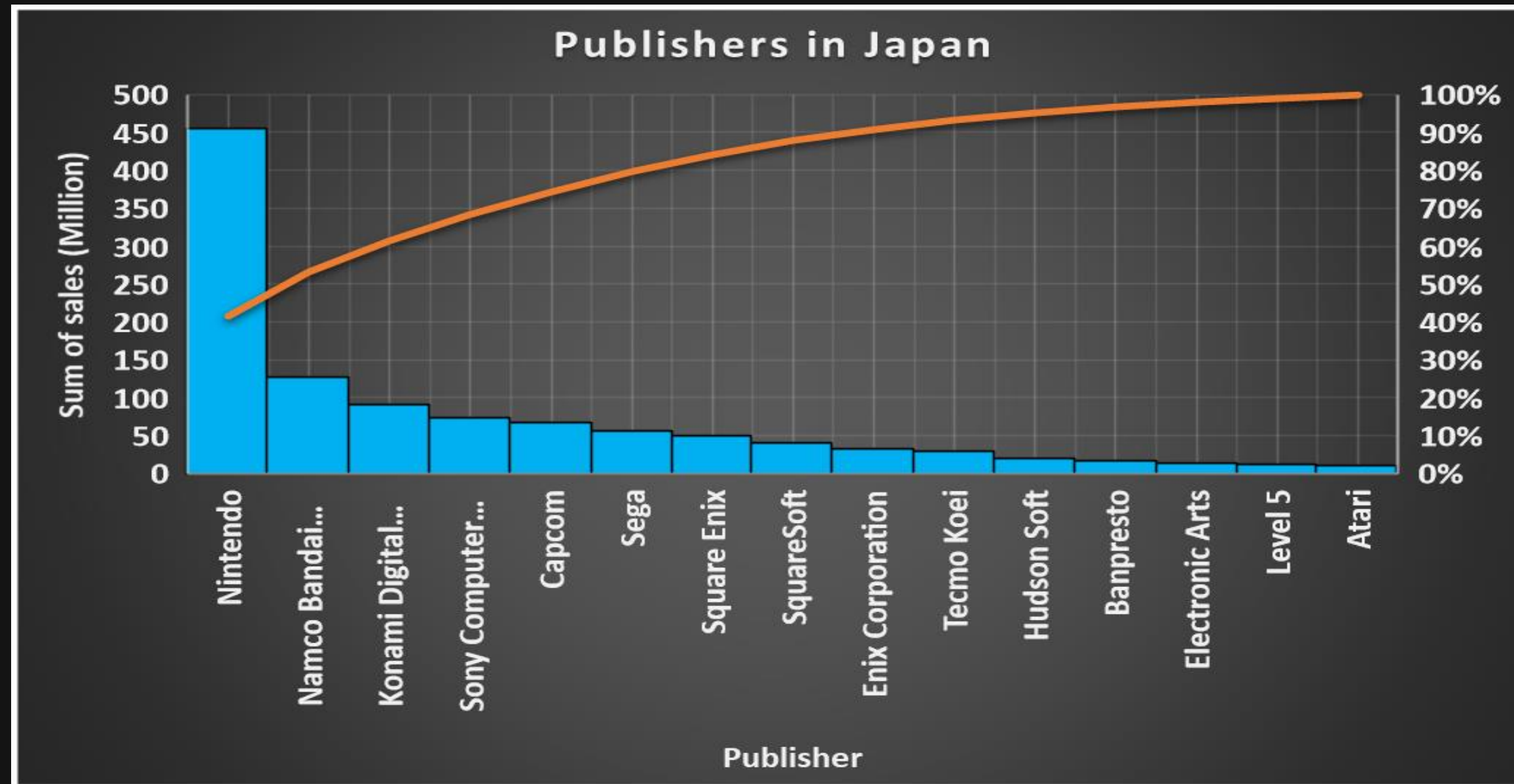
In Europe, marketing team can consider to focus the most on games on PS3, PS2, X360, Wii and PS. They make up 59.33% European market share.

Further Analysis in Japan

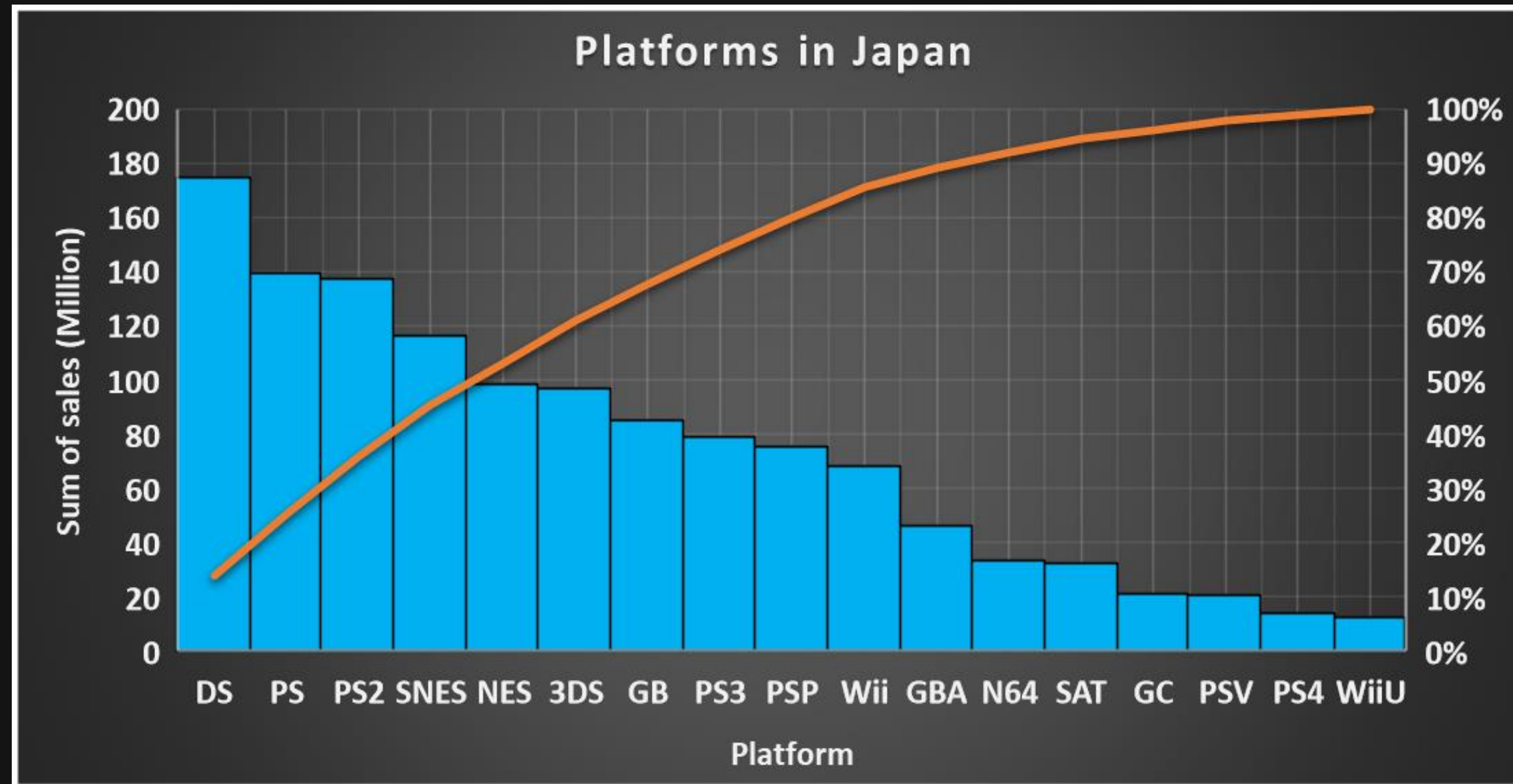




The genre Japanese like the most is Role-playing, then followed by Action, Sports, Platform and Misc. They make up 68.7% market share in Japan.



In Japan, marketing team can consider to invest the most on new games published by Nintendo. It makes up 35.48% market share in Japan.



In Japan, marketing team can consider to focus the most on games on platforms DS, PS, PS2, SNES and NES. They make up over 50% market share in Japan.

How to redistribute the budget?



EUROPEAN MARKET

- Constant and consistent rising share of global sales
- Marketing can help with customer acquisition



JAPANESE MARKET

- Once a comparatively leading market
- Constant and consistent rising share of global sales
- Investment on a revamp solution such as proper redesign based on language, culture, etc.

NORTH AMERICAN MARKET

- Fairly constant high revenue market (~ 40% market share)
- Observation without an external push for some few years
- Investigate the reasons behind decreasing sales

MARKET IN OTHER REGIONS

- Increased gradually
- The least market share

Conclusion

- Redistribute budget to EU market along with JP market on the side
- Focus on EU market:
 - Genre: Action, Sports, Shooter
 - Publisher: Nintendo, Electronic Arts
 - Platform: PS3, PS2, X360, Wii, PS
- Focus on JP market:
 - Genre: Role-playing, Sports, Platform.
 - Publisher: Nintendo
 - Platform: DS, PS, PS2, SNES and NES

Do you have
any questions?

