



# FINAL PROJECT PRESENTATION

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A look at video game sales

# Expectations

- A trend of consistency in sales across time in various regions

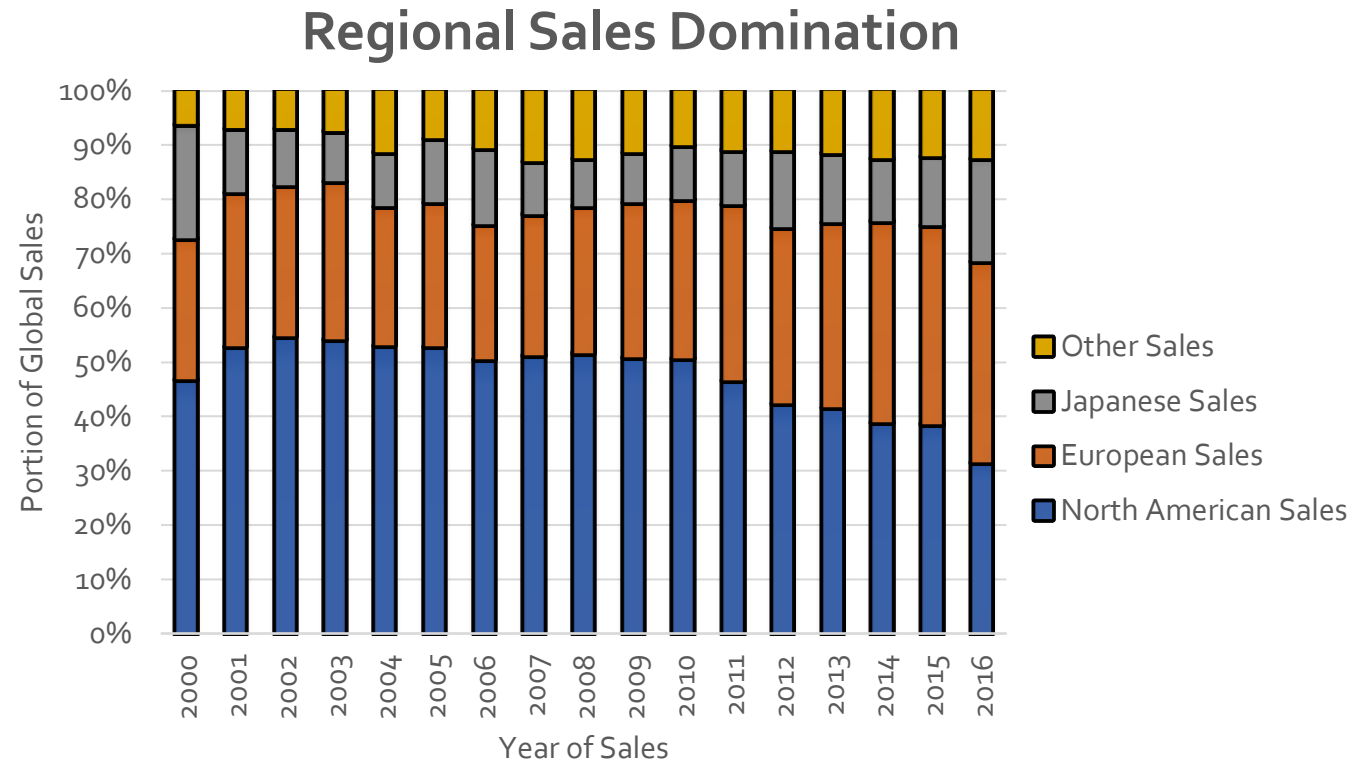
# Expectation vs Reality

Initially we were expecting to see consistency with regards to regionally specific sales.

However, we can see that over the last two decades, the dominance of North American sales has waned, while the European market has grown. Even as recently as last year the European market has taken of the North American one.

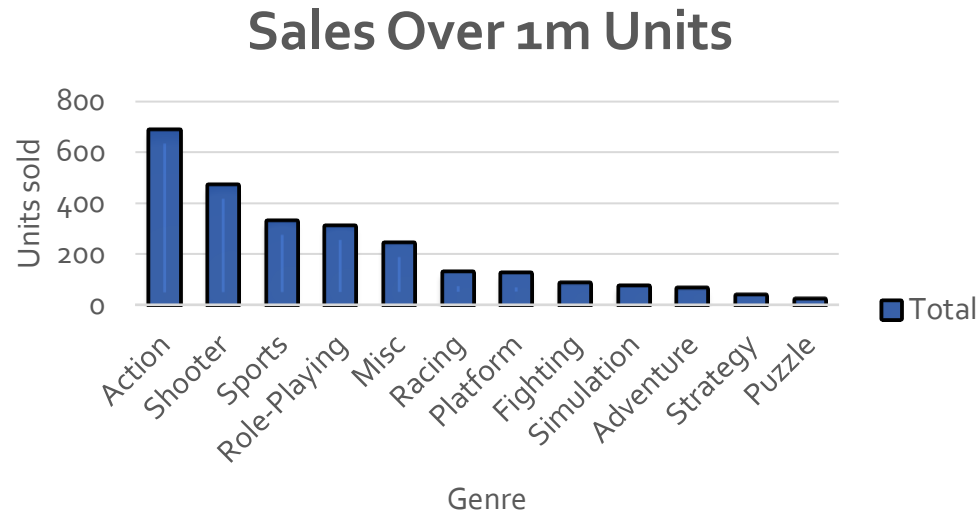
Considering that we might want to focus on the North American market, bringing things into previous balance.

On the other hand, it is a market that might not need as much attention as the Japanese segment of consumers.



# Genre Sales

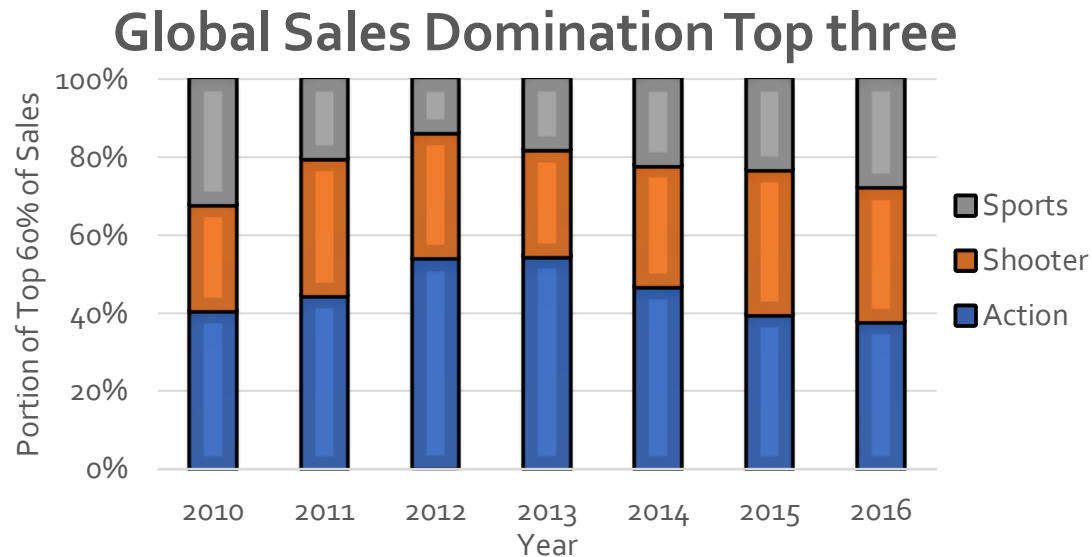
A driving force



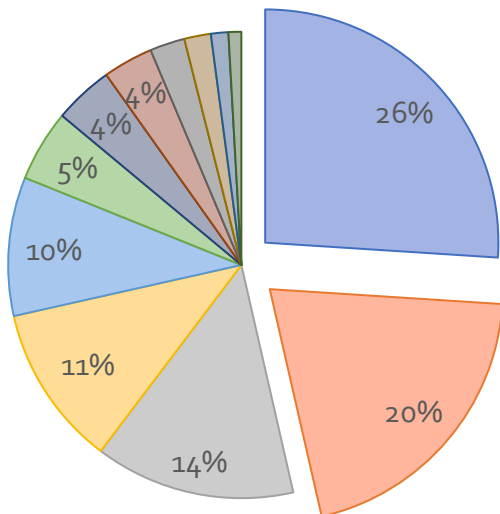
If we shift our gaze from region to genre, we can see the strongest drivers behind the sales numbers. With Action, Shooter, and Sports games holding around 60% of total sales over a million units.

Looking at these top three over the last decade we can see that around 2014 a shift in dominance between Action and Shooter becomes apparent. It is likely that in 2017 we'll see shooters overtake Actions games in sales, a trend that we might want to get in on.

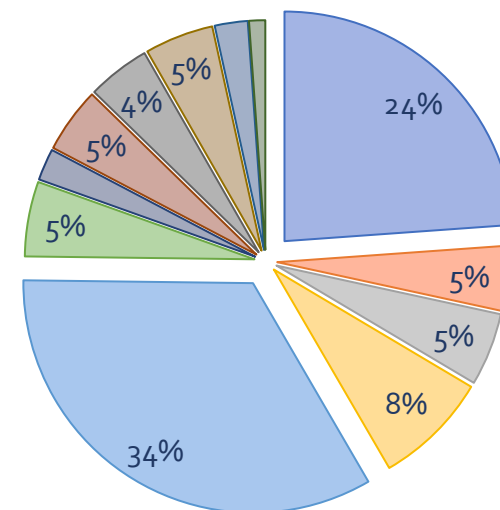
Let's take a little closer look at the regions themselves, to see how these sales break down for a better idea of how we might approach a given region.



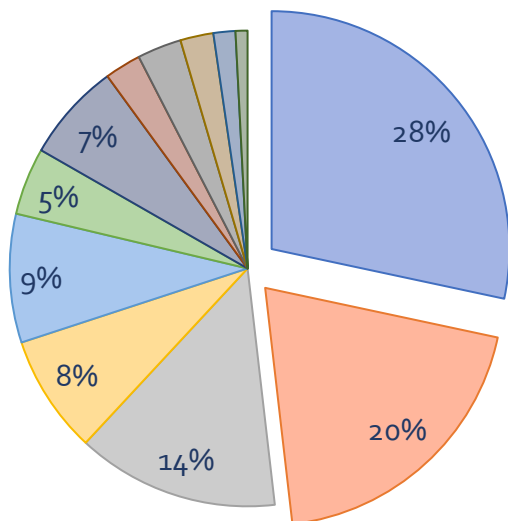
### North American Genre Sales 2010-2016



### Japanese Genre Sales 2010-2016



### European Genre Sales 2010-2016

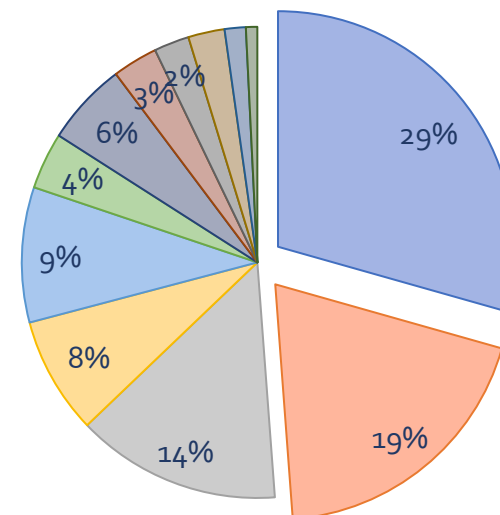


# ACTION

**It's the genre to beat. While the trend is slowly shift to Shooters in most markets, Actions still holds a nice spot across the board and in the Japanese region where Shooters only make up 5% of sales.**

**If we want to sell well globally and not just in a few markets, the best chance is with an Action title.**

### Other Genre Sales 2010-2016



# THE COMPETITION

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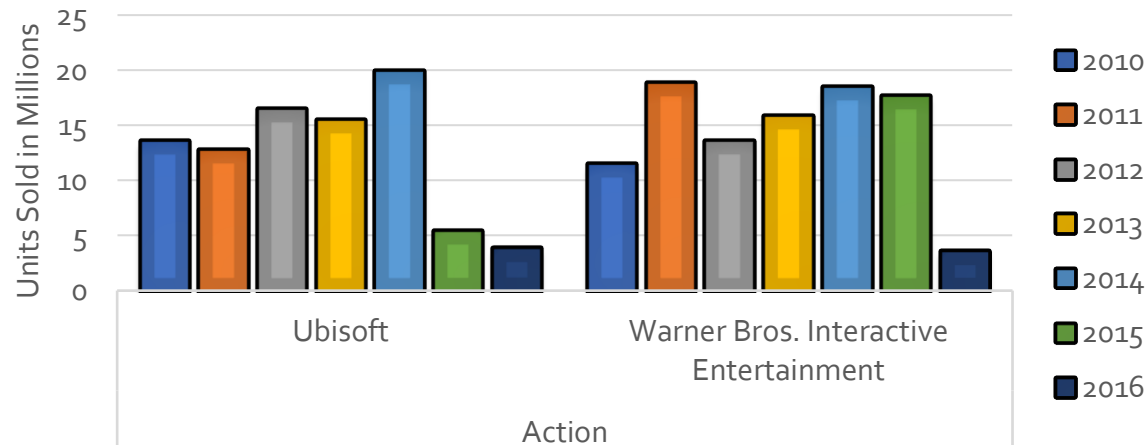
**Who are we up against?**

# UBISOFT AND WARNER BROS.

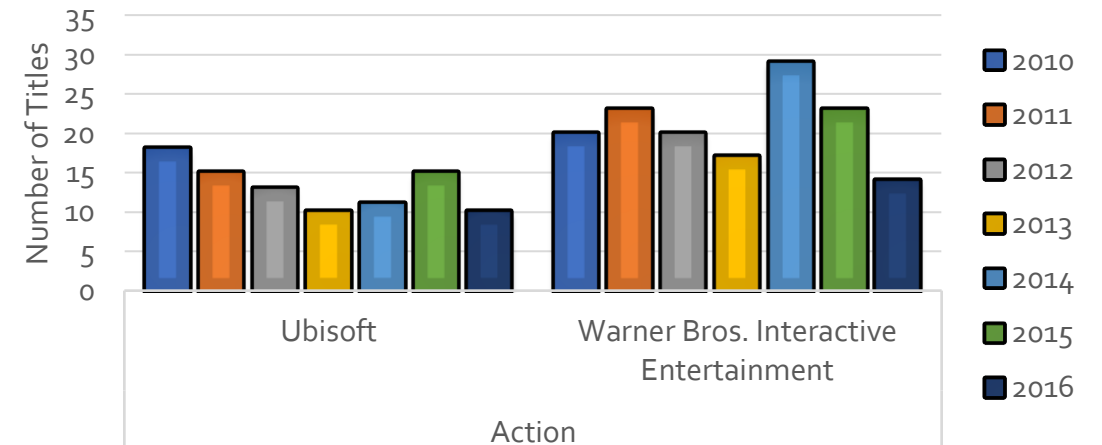
Big names to be sure, but we don't need to *beat* them, just know them.

Looking at the two companies we see seemingly different strategies. Ubisoft seems to rely on a handful of titles to do well at any given moment, where as WBIE appears to take the exact opposite approach. The conclusion to draw here is that while a solid franchise IP might do us well, it isn't the end all be all move.

## Global Units Sold



## Titles Produced

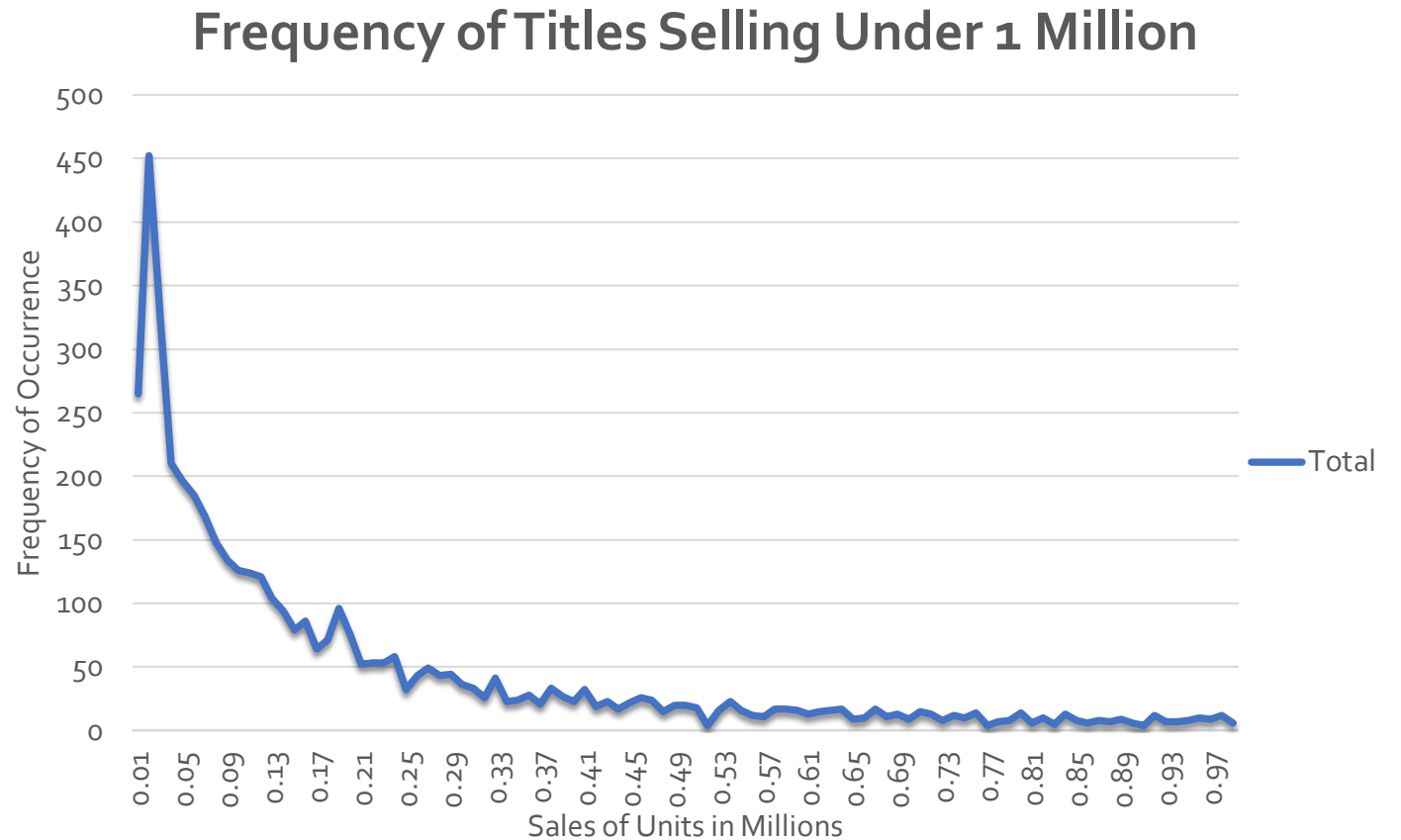


# TAKE A CHANCE

It is important to remember that sales, like many things, is a game of chance. Strictly speaking the chances of a title selling fewer than a million copies is far greater than it isn't. The best we can do is look at what has worked in the past and go for it.

Looking at the trends leading up to now we can say two things. First, is that Action titles sell better across the board. Second is that Shooters are starting to catch up to that same trend.

Either genre will likely result in a return on investment, pending an awful roll out. I believe that with its global appeal, that it does well in *every* region, Action is the star of the show for now.



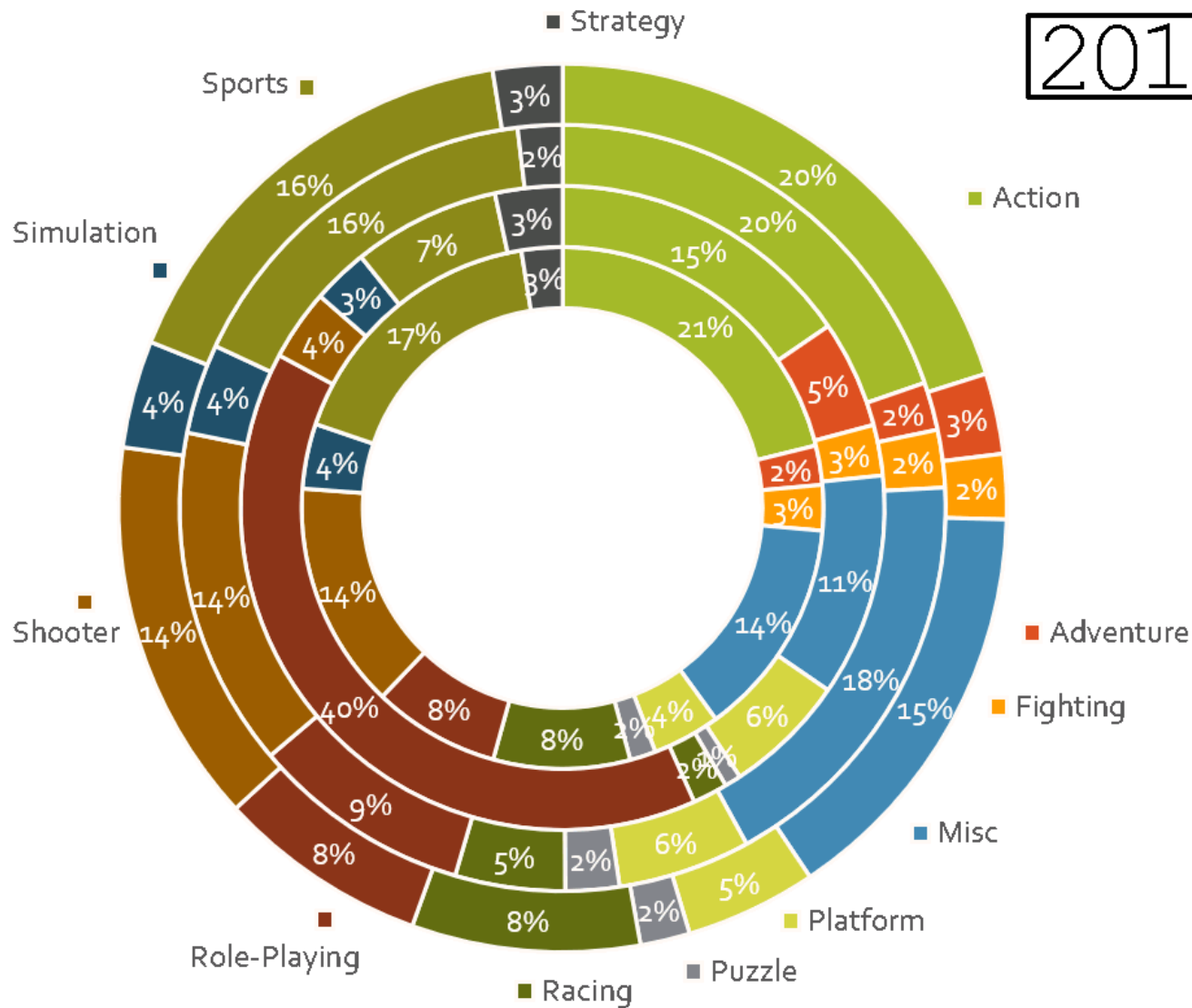


# Presentation Over

Insert coin to continue

2010

## Regional Distribution of Sales



Here we have a look at the distribution of sales by genre across the period of 2010-2016, each ring representing a separate region as outlined below the image.

What is perhaps most notable is Japan's inclination for Role Playing Games. Their affinity for action games is only slightly less than in all the other regions, but their interest in shooters is almost nonexistent.

# Downward Physical Sales

When looking at physical sales it's easy to panic as we see units dropping across the board from 2008 onward. But we also know that the video game industry isn't turning into dust before our eyes, so what's up?

This is likely due to a shift in preference towards digital sales among consumers.

The data on this isn't as readily available as would be ideal for a comparison, however. I suggest further inquiry, as incomplete data means an incomplete analysis.

