



# GameCo

Market analysis

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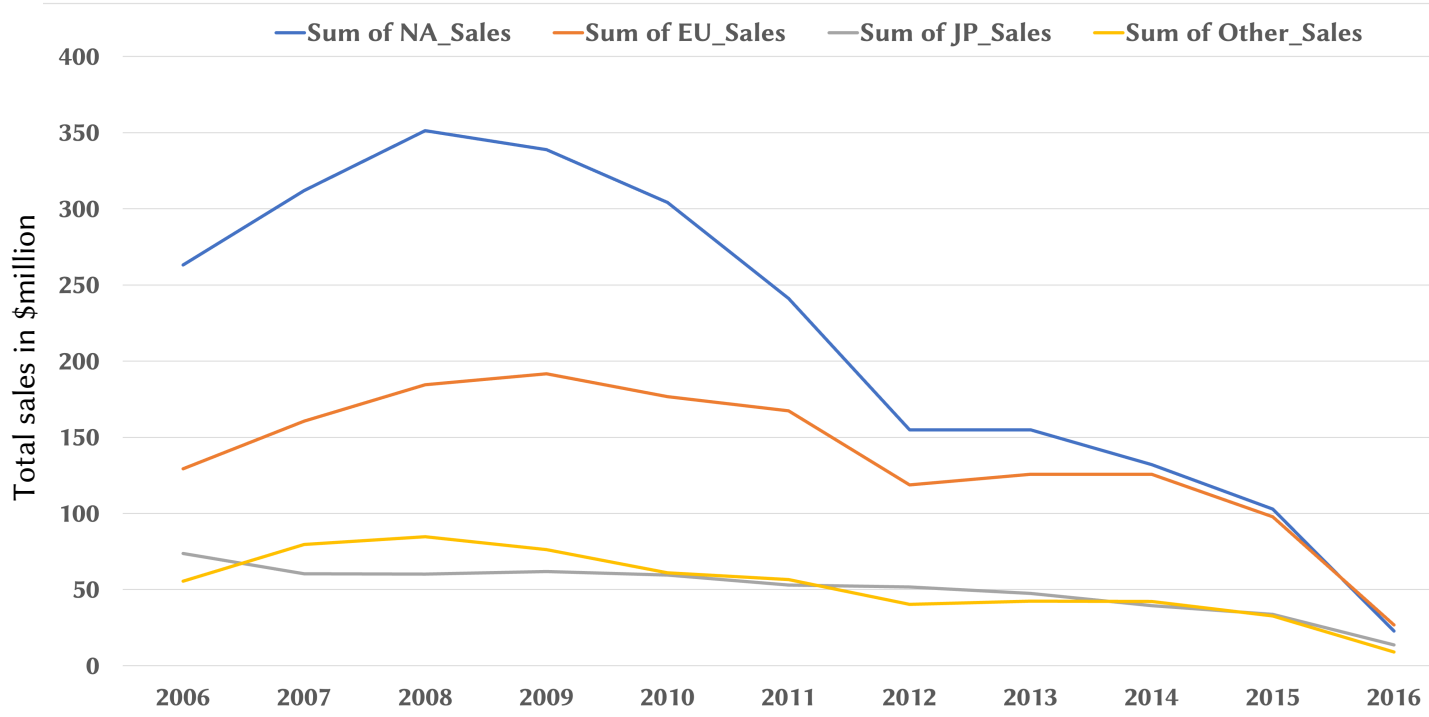
# **EXPECTATION**

GameCo's current understanding of video games sales for the various geographic regions – North America, Japan, Europe, and other - assumes that the sales have stayed the same over time.

## **MAJOR INSIGHT FROM THE ANALYSIS**

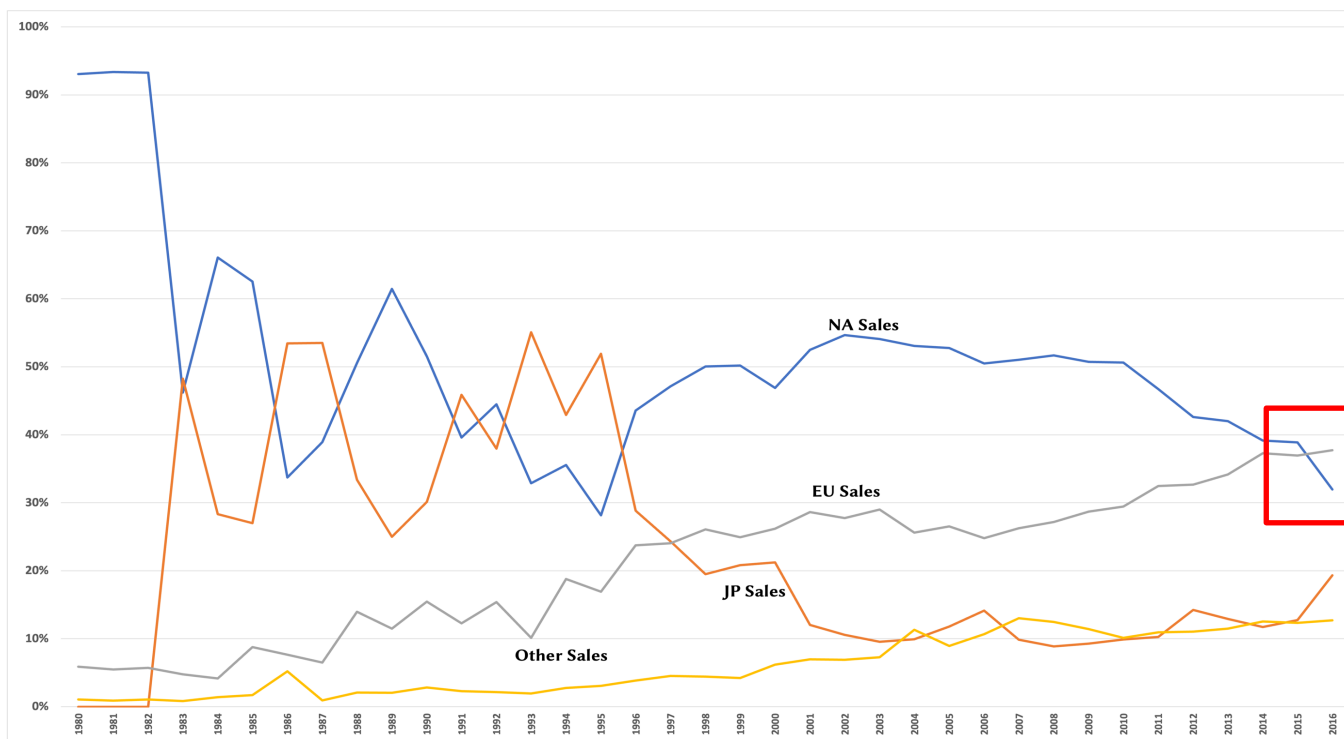
The data suggests that the sales for the various geographic regions have not stayed the same over time. This insight contrasts with the current understanding of the video game market.

# TOTAL SALES OF VIDEO GAMES IN REGIONS: 2006 - 2016



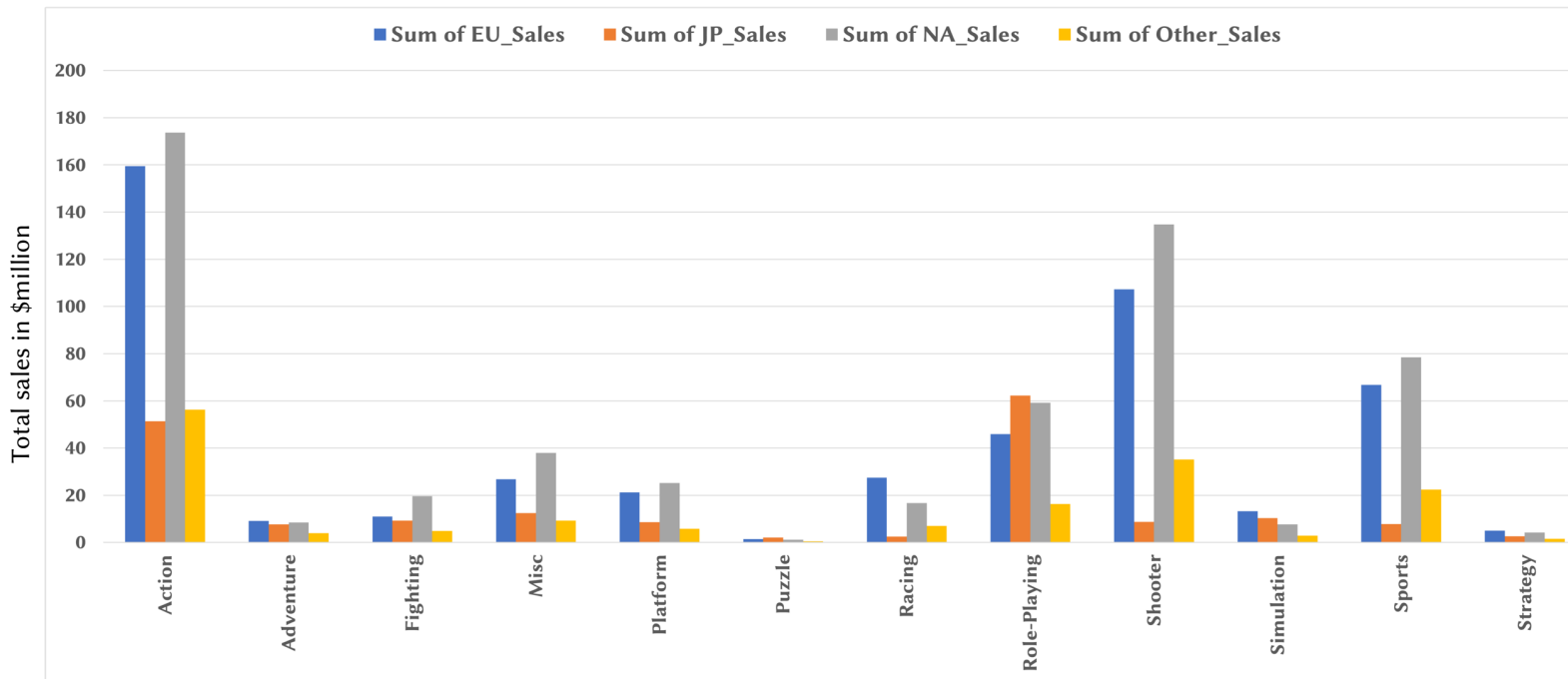
- There is an overall decline of the videogames' sales in all regions starting in 2008.
- NA shows the strongest drop of sales between 2008 and 2016. The sales in EU and JP show a more gradual decline.
- Possible reasons: growing popularity and spread of smartphone and online games. However, more data is needed to conduct a diagnostic analysis.

# PROPORTION OF REGIONAL SALES TO GLOBAL SALES : HISTORICAL TREND



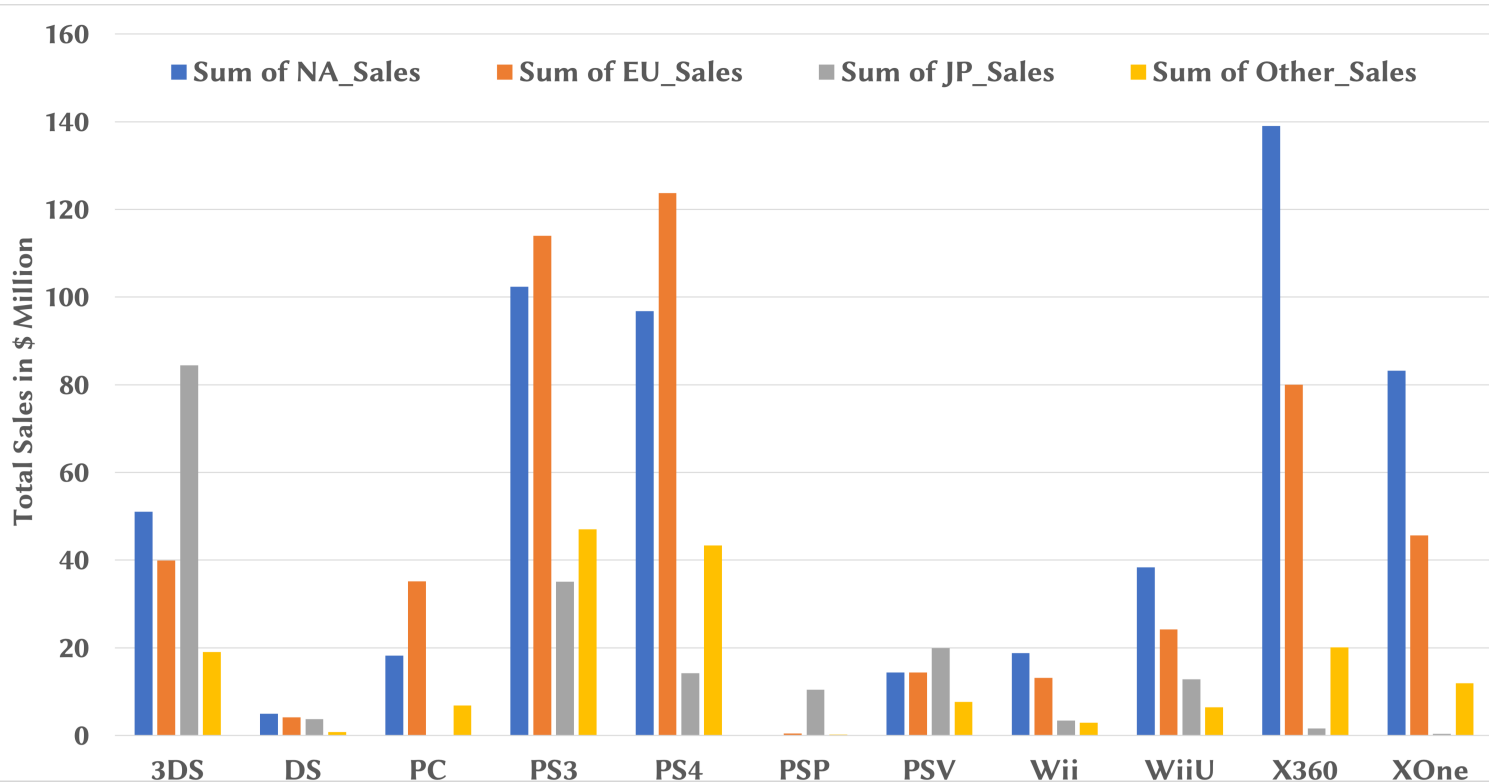
- There is a fluctuation of the sales proportions in each region over the years.
- The sales proportion of NA has been in a strong decline since 2010.
- With a continuous growth since 2006, EU takes over the leading position in the market in 2016. JP shows growths in 2015 and 2016.
- Possible reasons: mobile and online games are still less popular in EU and JP than in NA. However, more data is needed to conduct a diagnostic analysis.

# TOTAL SALES OF VIDEO GAMES BY GENRES IN REGIONS: 2012 - 2016



- The most successful genres for EU: Action, Shooter, Sports
- For NA: Action, Shooter, Sports, Platform, Misc, Fighting
- For JP: Role-Playing, Puzzle, Action

# TOTAL SALES OF VIDEO GAMES BY PLATFORMS IN REGIONS: 2012 - 2016



- The most profitable platforms for EU: X360, PS3, PS4, XOne
- For NA: X360, PS3, PS3, XOne
- For JP: 3DS, PS3, PSV

# THE REVISED EXPECTATION

- There is an overall decline of videogames' sales in all regions starting in 2008.
- There is an uneven distribution of the sales proportions between the regions throughout the decades. Moreover, EU takes the leading position in the market in 2016, and while the JP market proportion is growing, the NA market proportion is declining.
- There are clear preferences of gamers regarding genres and platforms in each region.

# RECOMMENDATIONS FOR 2017

- The major focus should be on the development of the EU market since it is currently gaining its leader position. Focus on the development and marketing of games of the following genres: Action, Shooter, and Sports. Produce and market more games for Sony and Microsoft platforms.
- Focus on investing into development and marketing of the most popular games in NA (Action, Shooter, Sports, Platform, Misc, Fighting) on Sony and Microsoft platforms to boost sales and in order to regain a strong position of NA in the global market.
- Since JP is showing growth in 2016, focus on investing more into the development of the market by producing and marketing more Role-Playing, Puzzle, and Action games for Nintendo and Sony platforms.



# THANK YOU FOR YOUR ATTENTION

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