

Console Market Intelligence Executive Summary

Scope: Lifetime ended consoles (Gen 3-8) | Revenue: proxy (ASP x units) | Data: synthetic for portfolio

Default filters

SalesBasisType = Lifetime | ActiveFlag = Ended | IsHardwareEstimate = 0 | Manufacturer = All | Generation = 3rd-

Under the current dashboard filters, the console hardware market totals **~1.1B units** and **~\$265.1B** in **estimated hardware revenue (proxy)**, implying an average hardware price of **~\$242**. The installed base and revenue are highly concentrated at the top, with a clear split between volume-led and value-led manufacturer strategies, and strong best-seller pull on select platforms.

Key Insights

1) Market baseline

Headline: Under the current filters, total market size is **~1.1B units** and **~\$265.1B** estimated hardware revenue (proxy), with an implied **~\$242** average price.

Stakeholder takeaway: Use as a baseline for market sizing and investment comparisons across consoles, manufacturers, and generations in this filtered scope.

2) Reach and dominance (units sold)

Headline: Top 3 consoles (PS2, Nintendo DS, Game Boy) total **~435M units** (**~40%** of all units), showing a top-heavy installed base.

Stakeholder takeaway: Prioritize reach-oriented sizing on ecosystems with proven scale; validate with As-Of / current-gen views for today's market.

3) Revenue concentration (proxy)

Headline: Top 3 consoles by estimated hardware revenue (PS2, PS3, PS1) generate **~\$122B** (**~46%** of total), highlighting revenue concentration among PlayStation platforms.

Stakeholder takeaway: Focus deeper investment sizing on ecosystems with historically strong revenue capture; confirm under alternate filter views.

4) Volume vs value by manufacturer

Headline: Nintendo leads unit share (**56%**), while Sony leads revenue share (**54%**). Sony over-indexes on revenue (**38% units vs 54% revenue**), while Nintendo over-indexes on volume (**56% units vs 39% revenue**).

Stakeholder takeaway: Align analysis to objective: reach-led sizing on volume ecosystems and value-led sizing on revenue-dominant ecosystems.

5) Software pull-through (best-seller attach)

Headline: Highest best-seller attach rates are Wii (**81.6%**), NES (**65.0%**), and Wii U (**62.4%**), showing strong system-seller penetration on these platforms.

Stakeholder takeaway: Use attach-rate signals to inform bundle strategy and launch marketing allocation on hit-driven platforms.

Method notes: Synthetic dataset for portfolio. Revenue is a proxy estimate (Average Selling Price x Units). Use for relative comparisons, not audited financial reporting.