

# 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.