Console Market Intelligence Executive Summary

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

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 concentrated at the top, with a clear split between volume-led and value-led manufacturer strategies, and strong best-seller pull on select platforms.

1) Market baseline

Headline: Total market size is ~1.1B units and ~$265.1B estimated hardware revenue (proxy), with an implied ~$242 average price.

Stakeholder action: Use as a baseline to compare segment performance across manufacturers and generations in this filtered scope.
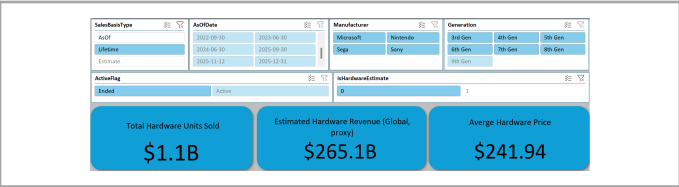

2) Reach and dominance (units)

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

Stakeholder action: Prioritize audience-scale platform strategies where reach is the goal; validate with As-Of / current-gen views for today's market.
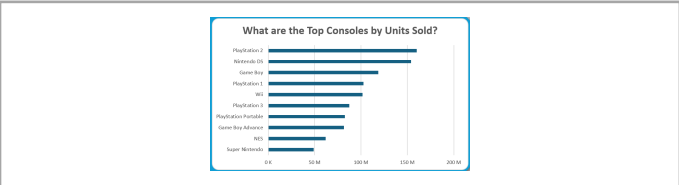

3) Revenue concentration

Headline: Top 3 consoles by revenue (PS2, PS3, PS1) generate ~$122B (~46% of total), highlighting Sony's historical hardware monetization strength.

Stakeholder action: Use revenue concentration to inform portfolio focus and partnership prioritization in high-value ecosystems.
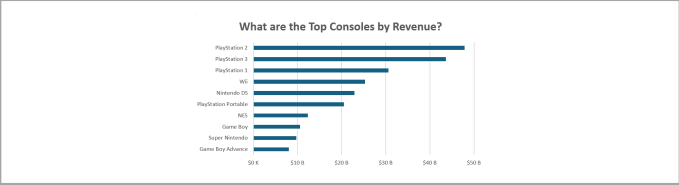
4) Volume vs value strategy

Headline: Nintendo leads unit share (56%), while Sony leads revenue share (54%), implying Nintendo wins on reach while Sony wins on dollars per unit.

Stakeholder action: Align strategy to objective: reach-led plans on volume ecosystems, and premium-value plans on value ecosystems.
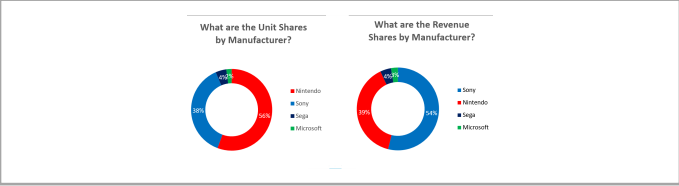
5) Software pull-through (best-seller attach)

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 action: Use attach-rate signals to optimize launch timing, marketing spend, and bundling 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.