

Executive snapshot

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.

Scope	Lifetime, ended consoles; Generations 3–8; Manufacturer = All; IsHardwareEstimate = 0 (default)
Interpretation	Estimated revenue is a proxy (ASP × units). Attach rate reflects best-seller penetration, not full catalog attach.

1. Market baseline

Headline: Under the current filters, the market totals **~1.1B units** and **~\$265.1B** in estimated hardware revenue (proxy), implying an average hardware price of **~\$242**.

What it means: Establishes the historical market scale within the selected scope (ended consoles in Gen 3–8, default view) and provides a consistent reference point for comparisons.

Stakeholder takeaway: Use this baseline for market sizing and investment comparisons across consoles, manufacturers, and generations.

SalesBasisType

AsOf

Lifetime

Estimate

AsOfDate

2022-09-30

2023-06-30

2024-06-30

2025-09-30

2025-11-12

2025-12-31

Manufacturer

Microsoft

Nintendo

Sega

Sony

Generation

3rd Gen

4th Gen

5th Gen

6th Gen

7th Gen

8th Gen

9th Gen

ActiveFlag

Ended

Active

IsHardwareEstimate

0

1

Total Hardware Units Sold

\$1.1B

Estimated Hardware Revenue (Global, proxy)

\$265.1B

Average Hardware Price

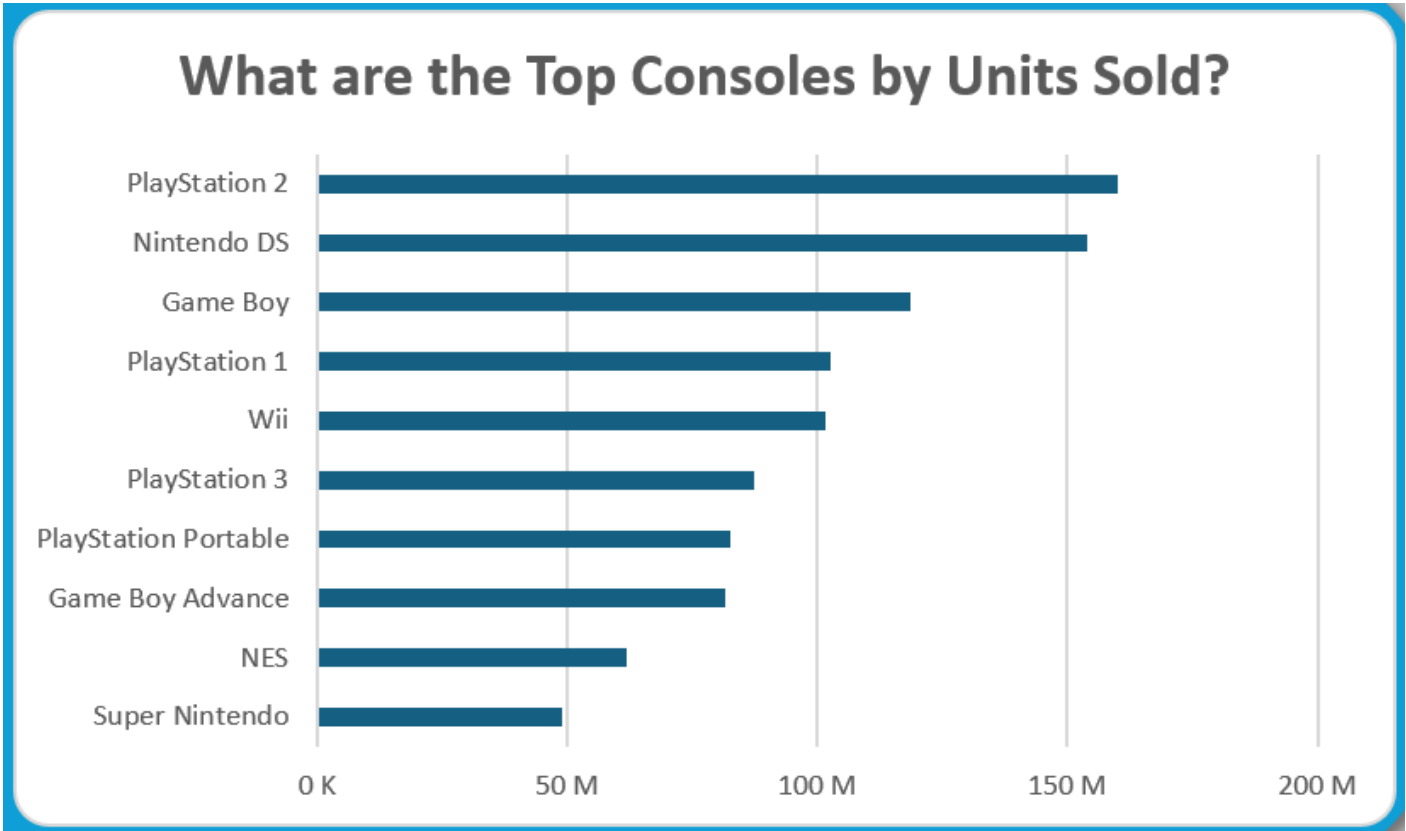
\$241.94

2. Reach and dominance (units sold)

Headline: Top 3 consoles (PS2, Nintendo DS, Game Boy) total **~435M units** (~40% of all units), with PS2 leading at **160M** units.

What it means: Installed base is highly concentrated. A small number of platforms capture a disproportionate share of hardware adoption within this lifetime view.

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

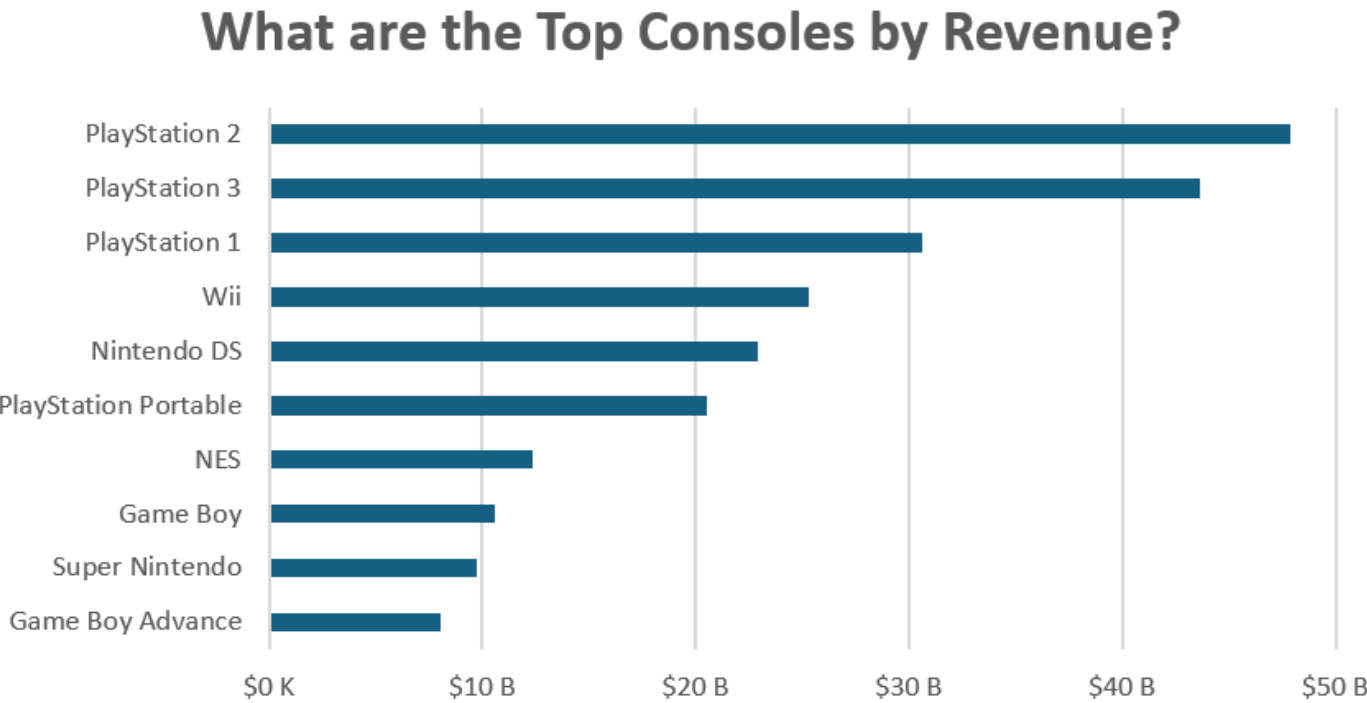


3. Revenue concentration (estimated hardware revenue, proxy)

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

What it means: Estimated hardware revenue is highly concentrated. Within this dataset’s scope and assumptions, Sony captures a large share of hardware dollars across multiple generations.

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

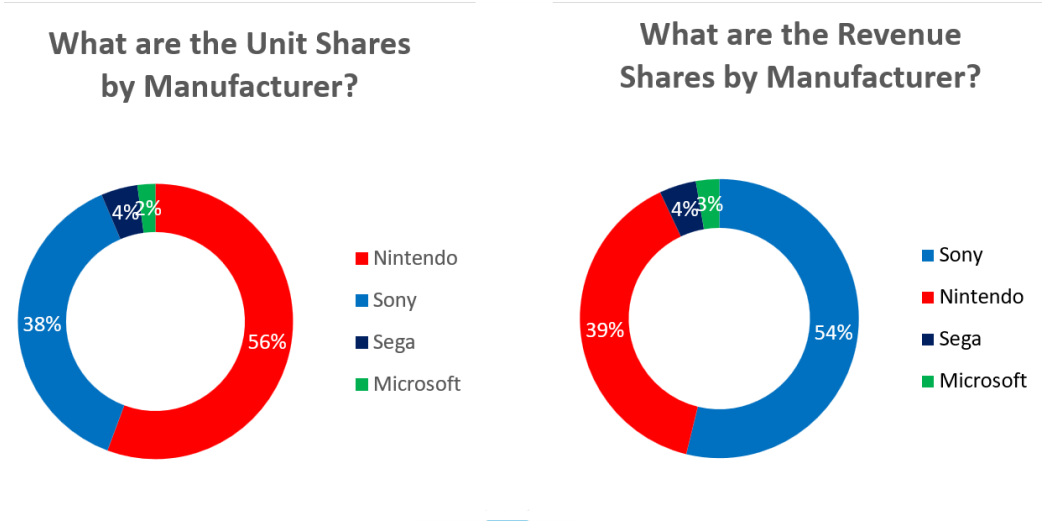


4. Volume vs value by manufacturer

Headline: Nintendo leads unit share (56%), while Sony leads revenue share (54%).

What it means: Sony over-indexes on revenue (38% units vs 54% revenue) while Nintendo over-indexes on volume (56% units vs 39% revenue), implying higher average price per unit for Sony’s mix in this view.

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

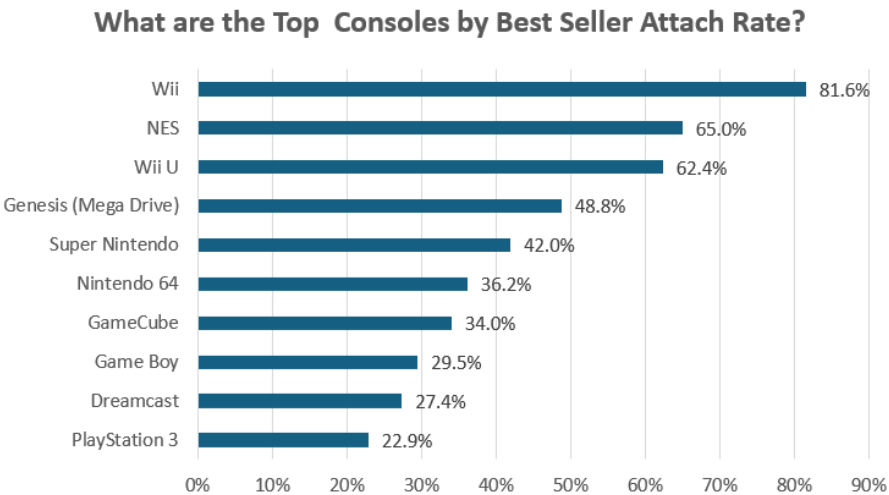


5. Software pull-through (best-seller attach rate)

Headline: Highest best-seller attach rates are Wii (81.6%), NES (65.0%), and Wii U (62.4%).

What it means: A single system-seller title can reach a large share of the installed base on select platforms (best-seller penetration).

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



Tools	Microsoft Excel (Pivot Tables, formulas, slicers, dashboard design)
Data	Synthetic dataset generated with ChatGPT for portfolio purposes
Assumptions	Revenue is a proxy estimate (Average Selling Price × Units). Use for relative comparisons, not audited financial reporting.