

GAMECO 2017 MARKETING BUDGET PLAN

OUTLINE

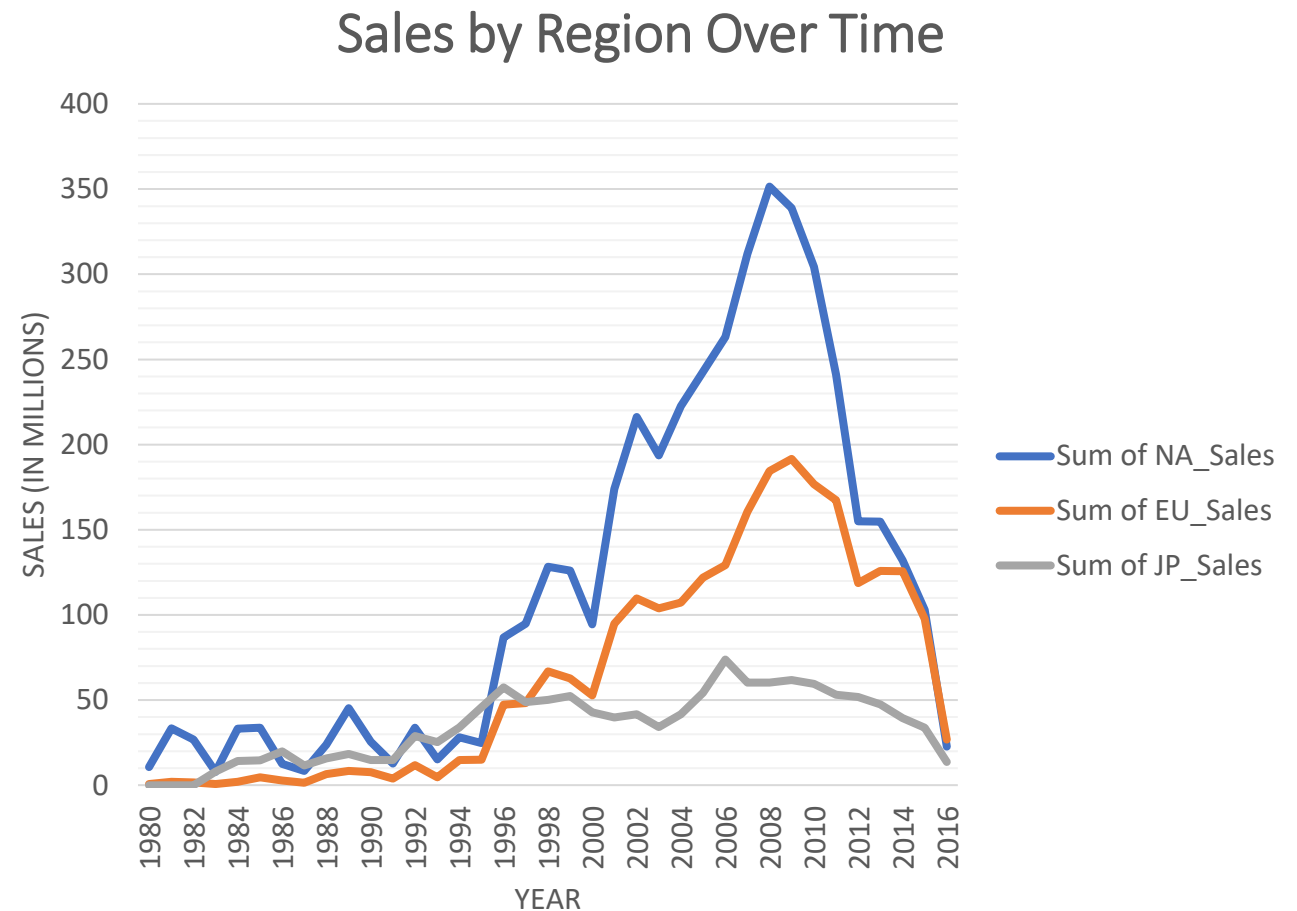
- Sales and Market Value Over Time
- Popular Genres in Each Region
- Best Selling Platforms/Consoles in Each Region
- Ways to Maximize Profit (Recommendations)



CURRENT EXPECTATIONS

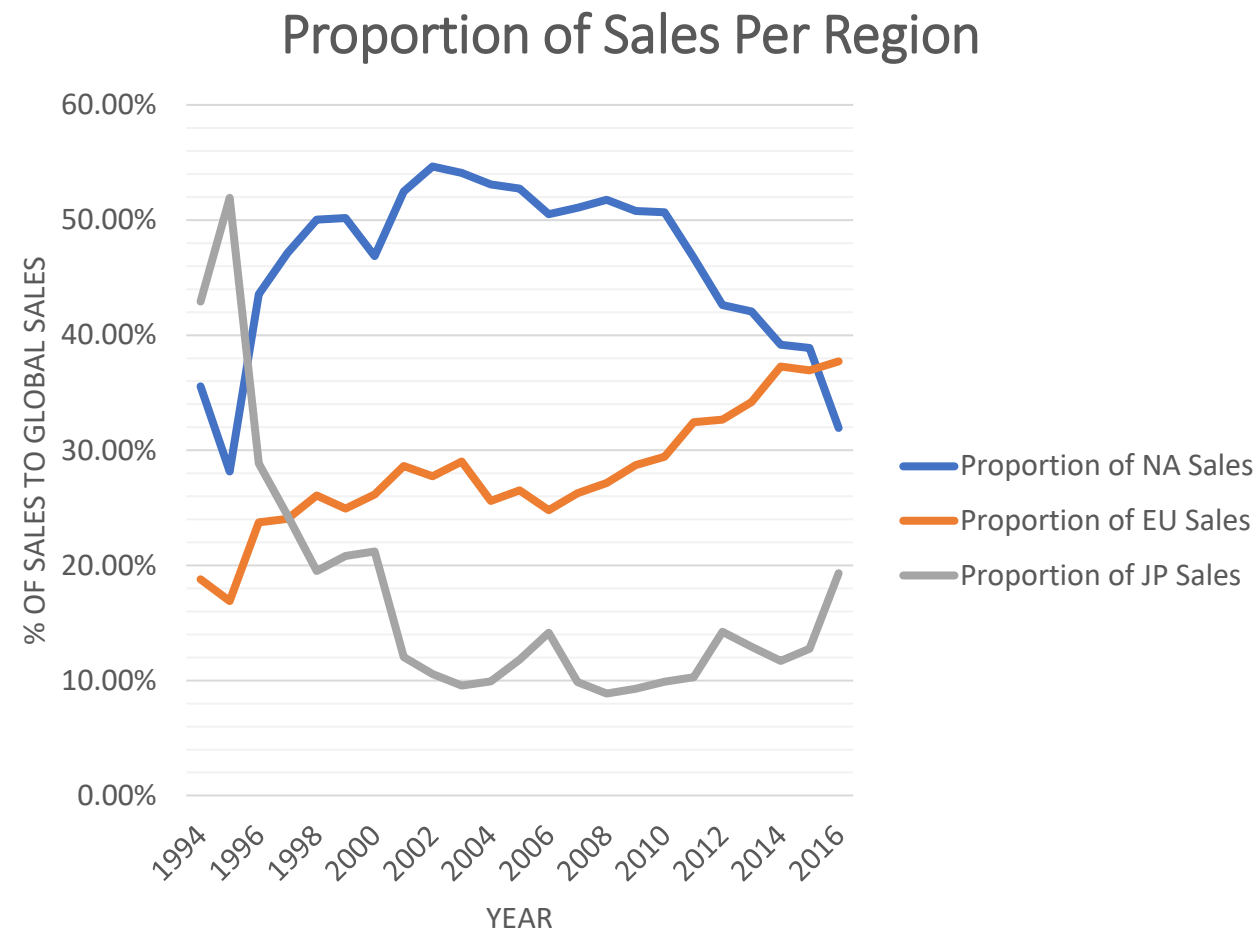
Sales for the various geographic regions
have stayed the same over time

SALES OVER TIME



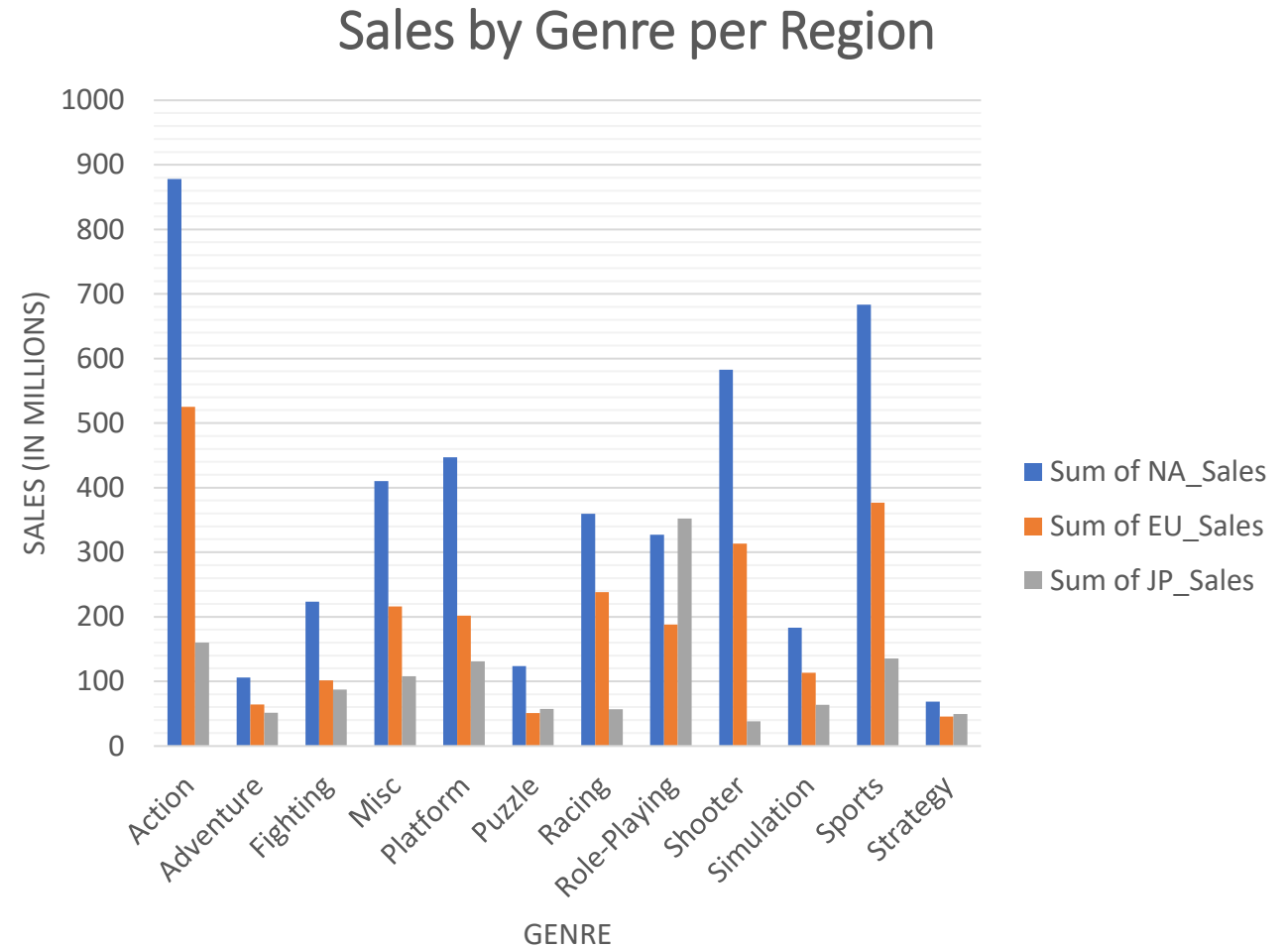
- Sales were slowly increasing in the early 80's and 90's
- Peak sales period between 2008 – 2010 for both NA and EU
- Steady decline in sales after 2008

MARKET VALUE COMPARISON



- JP peaked early in 1994 - 1995, but has been behind ever since
- NA had fast growth, but has seen a descent since 2002
- EU has steadily increased 2006, indicating potential

MOST POPULAR GENRES



- Action and Sports games dominate in both NA and EU
- Both NA and EU have the same top 3 genres (see next slide)
- Role-Playing and Action games are most popular in JP

MOST POPULAR GENRES (CONT'D)

TOP THREE GENRES IN EACH REGION

North America

1. Action

2. Sports

3. Shooter

Europe

1. Action

2. Sports

3. Shooter

Japan

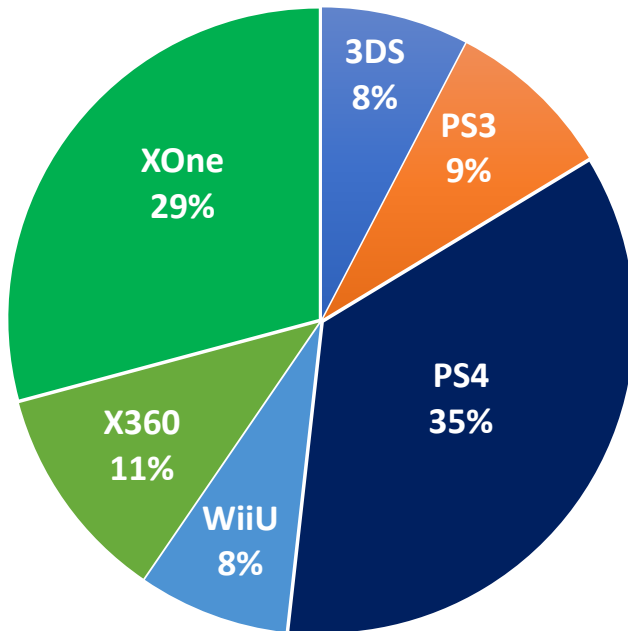
1. Role-Playing

2. Action

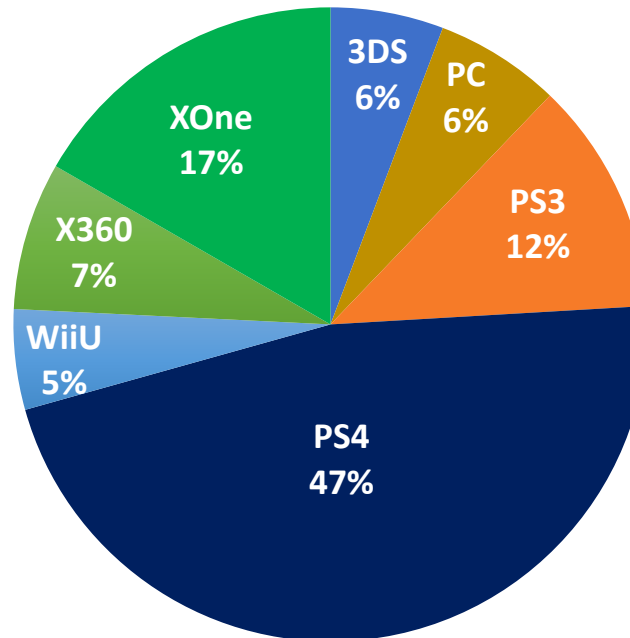
3. Sports

MOST POPULAR PLATFORMS 2014 - 2016

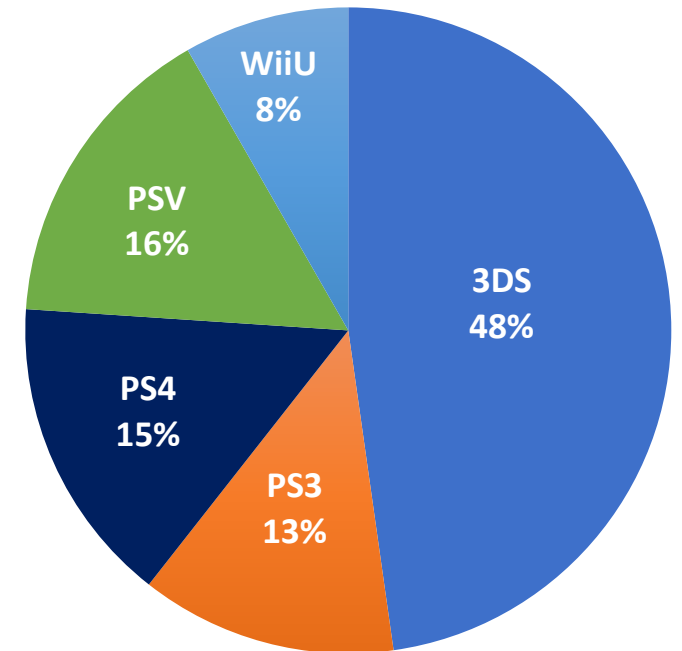
North America



Europe



Japan



KEY POINTS

NA has had the most sales over time compared to EU and JP

EU's proportional sales compared to global sales show potential

Action and Sports games are amongst the top 3 genres in all regions

Newer consoles such as PS4 and XOne have sold more than its predecessors (PS3 and X360) for the past 3 years

RECOMMENDATIONS

**TO ENTER THE NA
AND EU MARKET:**

Focus should be
on the PS4 and
XOne

Emphasis on
Action games,
followed by Sports
and Shooter

**TO ENTER THE JP
MARKET:**

Focus should be
on the PS4 and
3DS

Emphasis on Role-
Playing games,
followed by Action
and Sports



THANK YOU!

