

# GAME CO 2017 MARKETING BUDGET

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# INTRODUCTION

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- GameCo have asked me to take a look at the data for video game sales to determine the budget plan for the coming year.
- The current expectation of the company is that video game sales have been stable over the past few years.
- I will be looking to see if anything differs from this, and whether it should effect the strategy we implement.



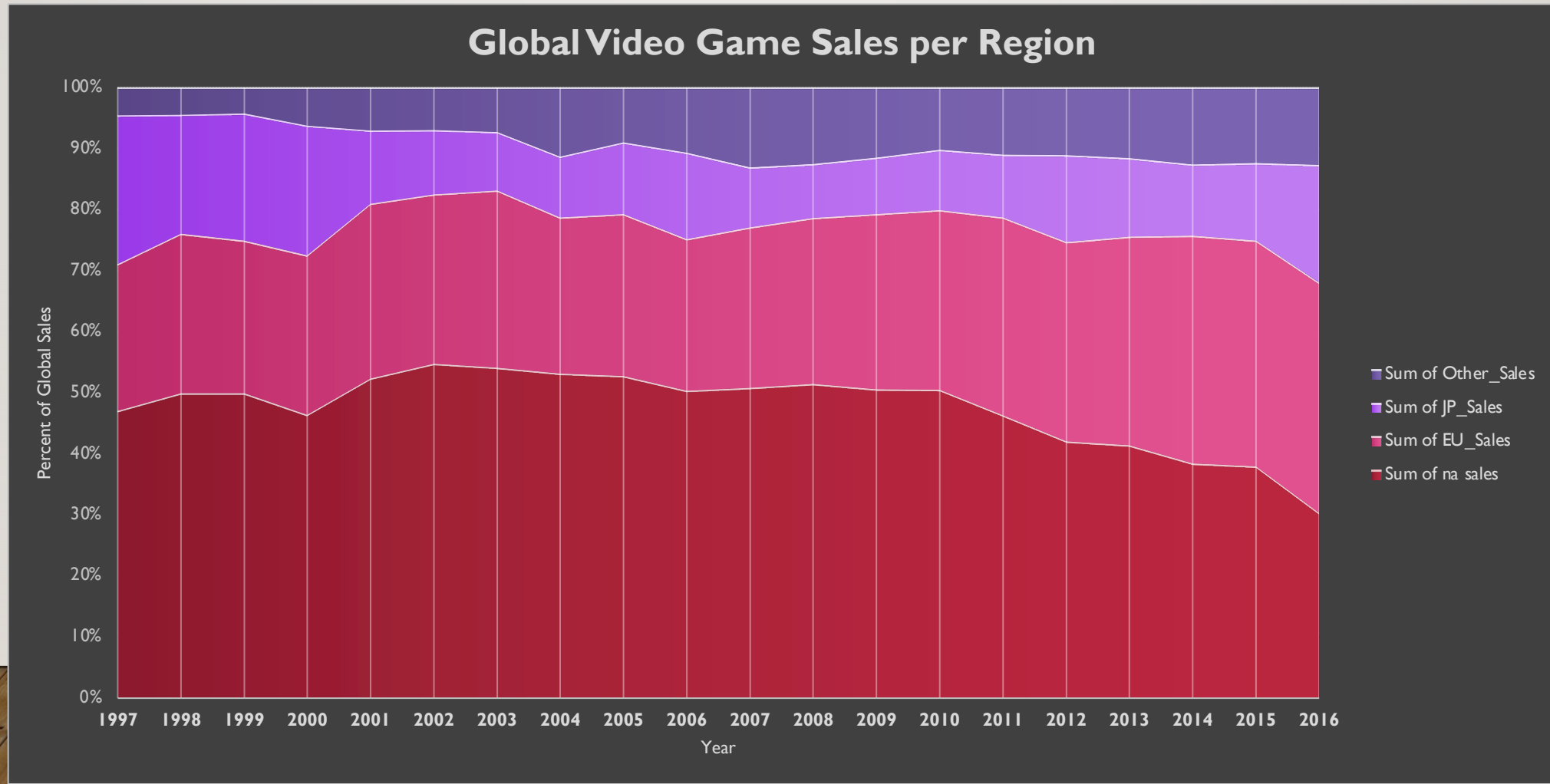
# VIDEO GAME SALES BY REGION (1997-2016)

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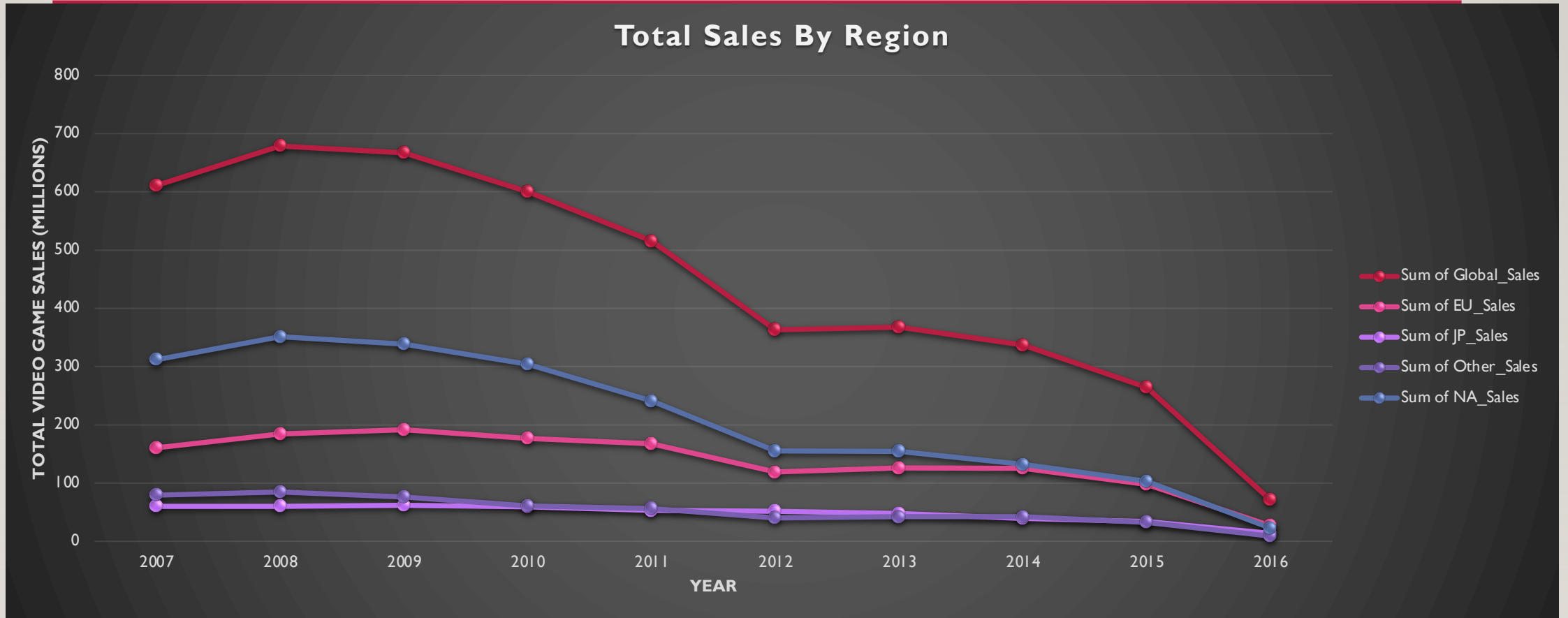
- Over the past 20 years, we have come to expect North America to command the largest portion of the global market, followed by Europe and Japan, respectively.
- North America and Europe typically command around 70 % of the Global Market Share.
- Over time, Europe has acquired a larger share of the Global Market, with Japan losing some of its share of the market.
- In terms of genre, action, sports, and shooter games have been the most popular, in that order.

# VIDEO GAME SALES BY REGION (1997-2016)

(CONT'D)



# TOTAL SALES BY REGION (2007-2016)

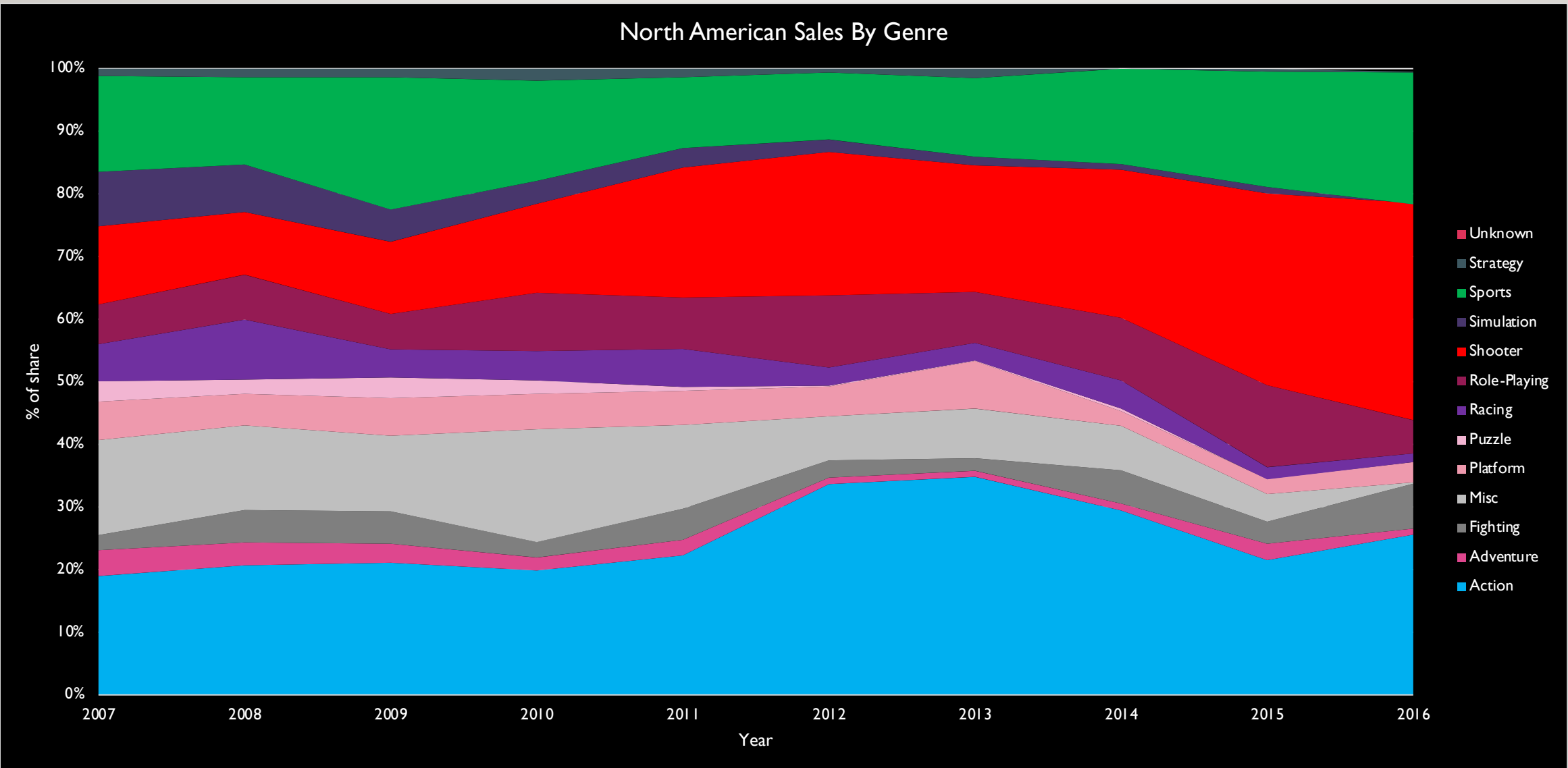


# OBSERVATIONS

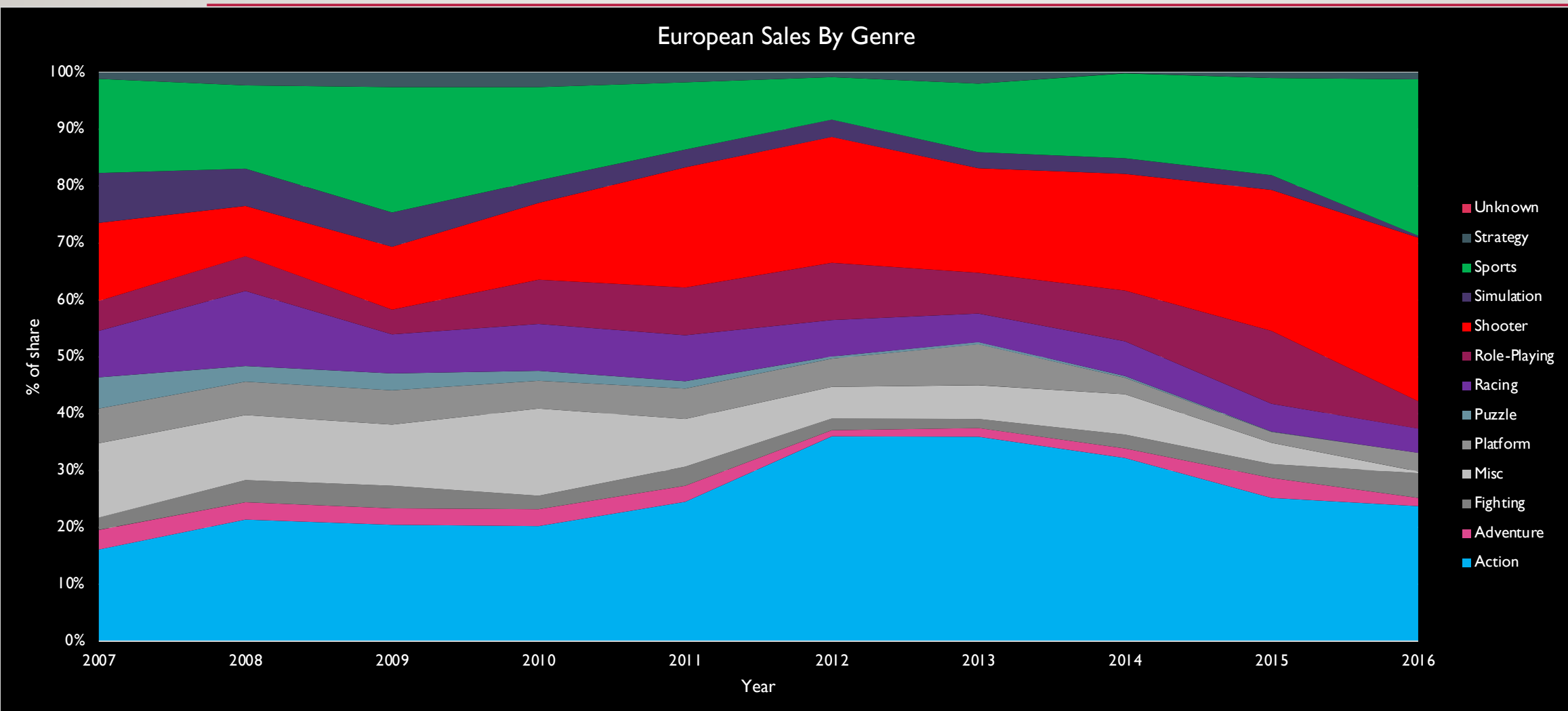
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- Over the past 10 years, sales across the board have dropped drastically, in all regions.
- North America in recent years has lost a large chunk of it's global share (down from 50.5% in 2010 to 30.3% in 2016).
- Europe surpassed North America in overall video game sales in 2016 for the first time in history.
- "Other" region sees relative growth, whilst Japan in recent years has remained at around 20%.

# GENRES BY REGION – NORTH AMERICA (2007-2016)

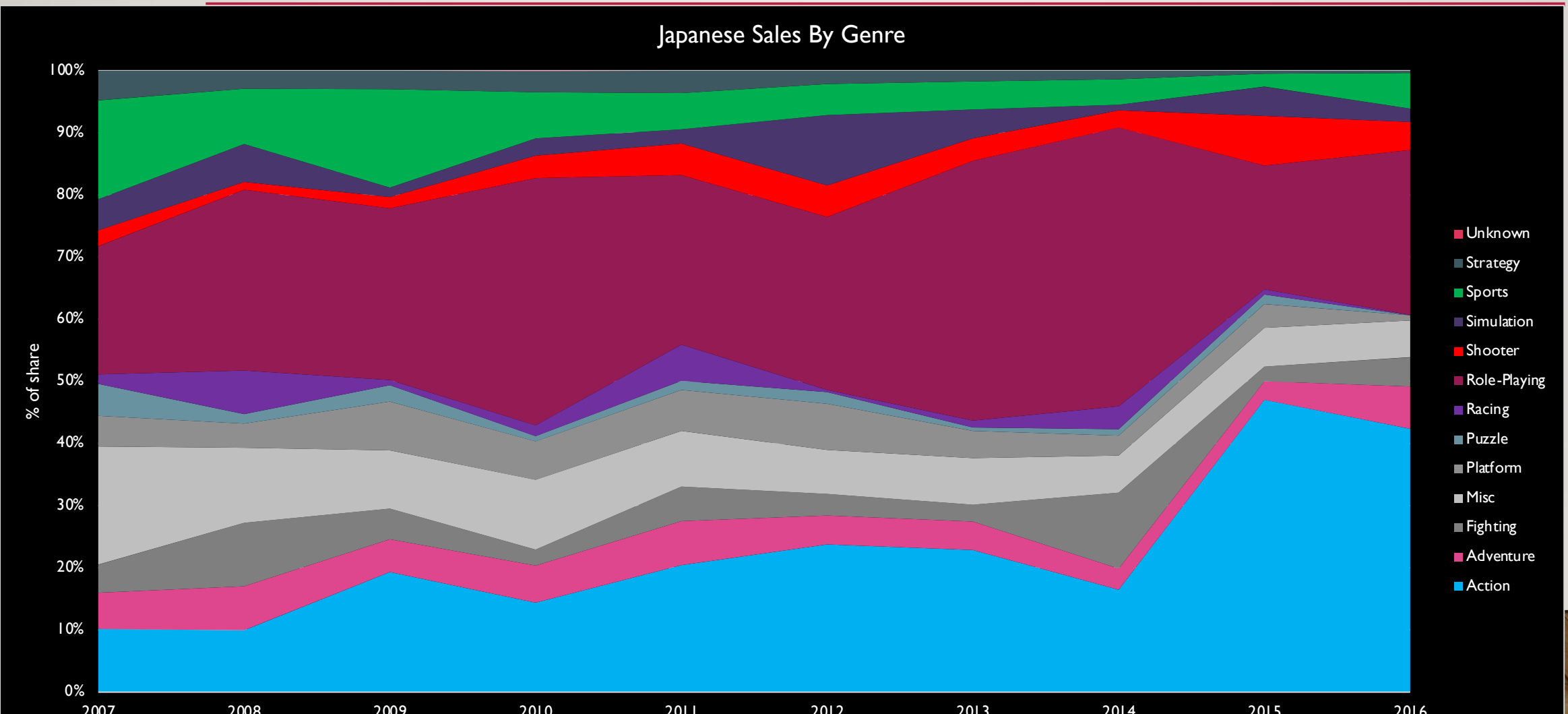


# GENRES BY REGION – EUROPE (2007-2016)





# GENRES BY REGION – JAPAN (2007-2016)



# THE CURRENT MARKET

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- Based on more recent and particularly this year's data the following should be considered:
- North America is rapidly declining in the global market.
- The European market should continue to be #1 going forward, with North America closely behind.
- Shooter games may become the world's #1 genre, surpassing action, with it already leading in North America.

# POTENTIAL PLANS OF ACTION

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- Sales are dropping drastically across the board over the past 10 years, so a new plan must be implemented as it could be detrimental to see this trend continue to knock sales further.
- 2008 was the most successful year (2009 very closely behind), so emulating strategies from those years could help the sales approach that of those years.
- Shooter games should be the number 1 priority for funding (for North America and Europe) due to their increasing popularity, and potential to become the top genre.

# POTENTIAL PLANS OF ACTION (CONT'D)

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- We should prioritize reviving the North American market to ensure it doesn't continue to plummet.
- We should consider more games in genres such as Simulation and Racing that were vastly more popular 10 years ago, where we potentially could have lost potential customers due to a lack of quality games.
- Japanese market should prioritize action, which has seen a huge increase in the past 2 years, with continued focus on role-playing games, which are very popular in the region.