

# GameCo

## Historical Data Analysis for 2017

By Cyndi Kohashi

# Our Current Expectation:

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

# Our Current Questions:

Have sales figures varied between geographic regions over time, and if so, how?

What other publishers will likely be main competitors in certain markets?

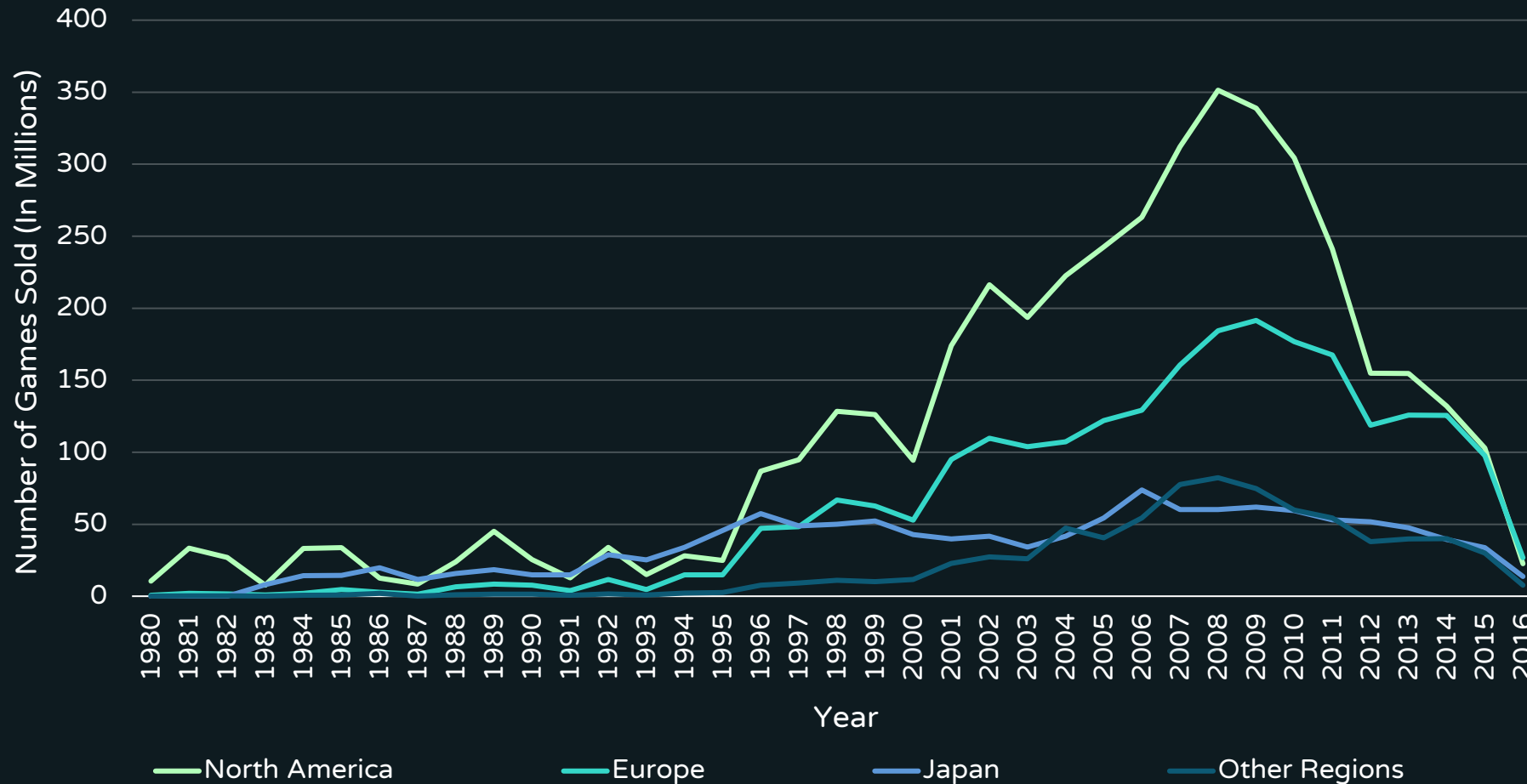


Are certain types of games more popular than others?

Have any games increased or decreased in popularity over time?

# Physical Video Games Sales Are Declining

Global Sales From 1980 - 2016



Global sales peaked in 2008 and have declined since then. This trend can be seen across all regions.

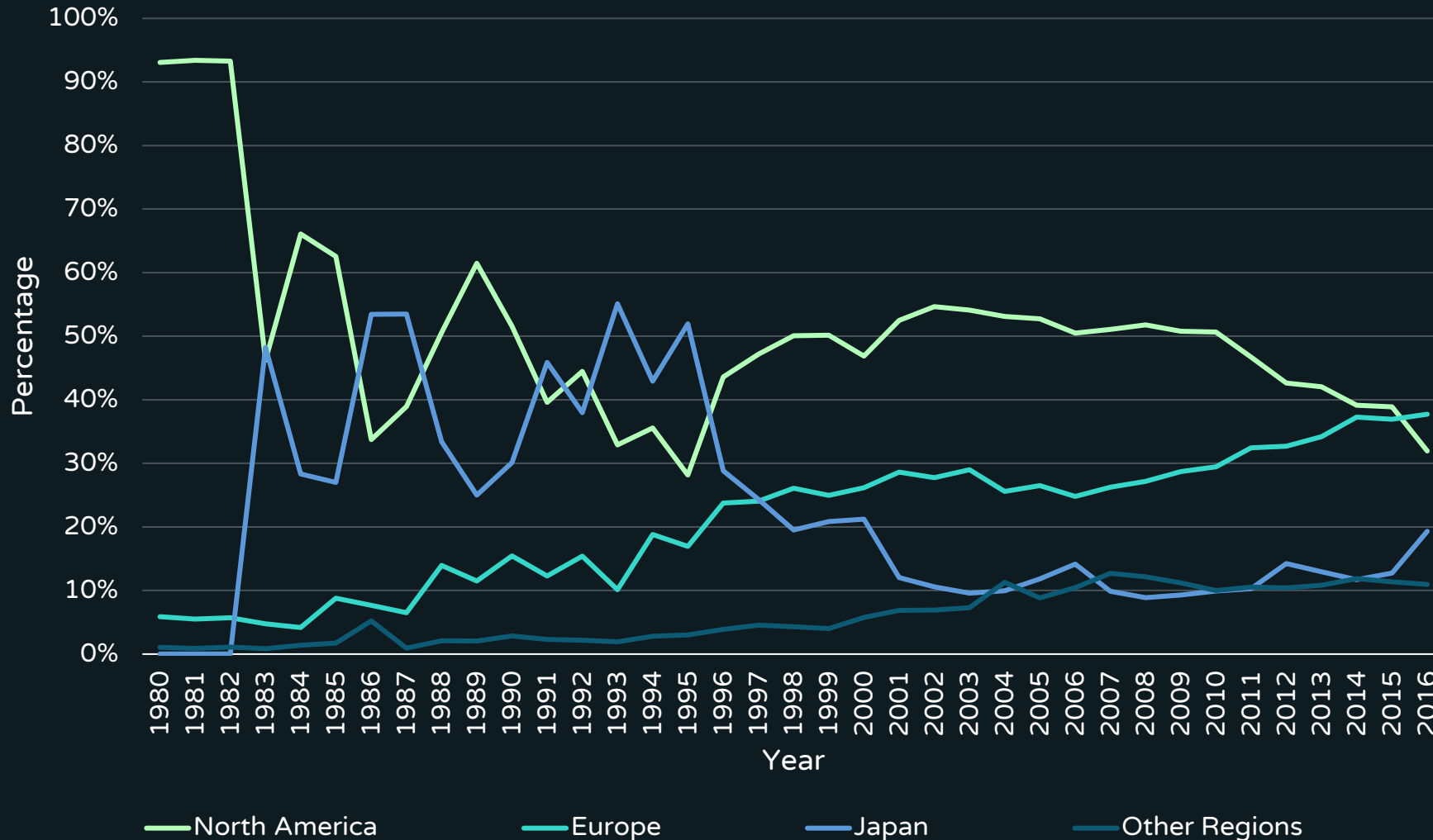
70.93 million games were sold in 2016, **90%** less than in 2008.

One main factor in the decrease of sales is the advancement of technology.

Games can now be purchased online, paid for on an ongoing basis via subscription, and so on.

# Regional Sales Have Changed Over Time

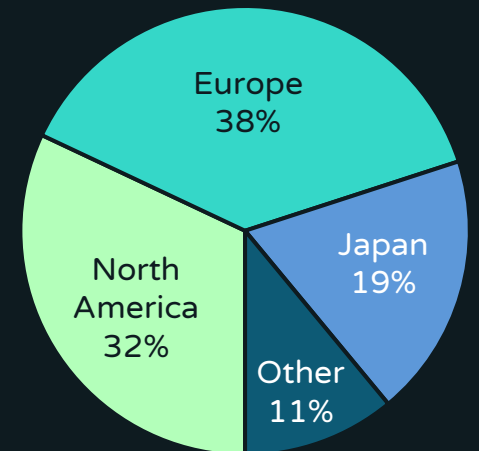
Percent of Global Sales by Region From 1980-2016



While there was some high volatility from 1980-1996, North America usually makes up the most game sales.

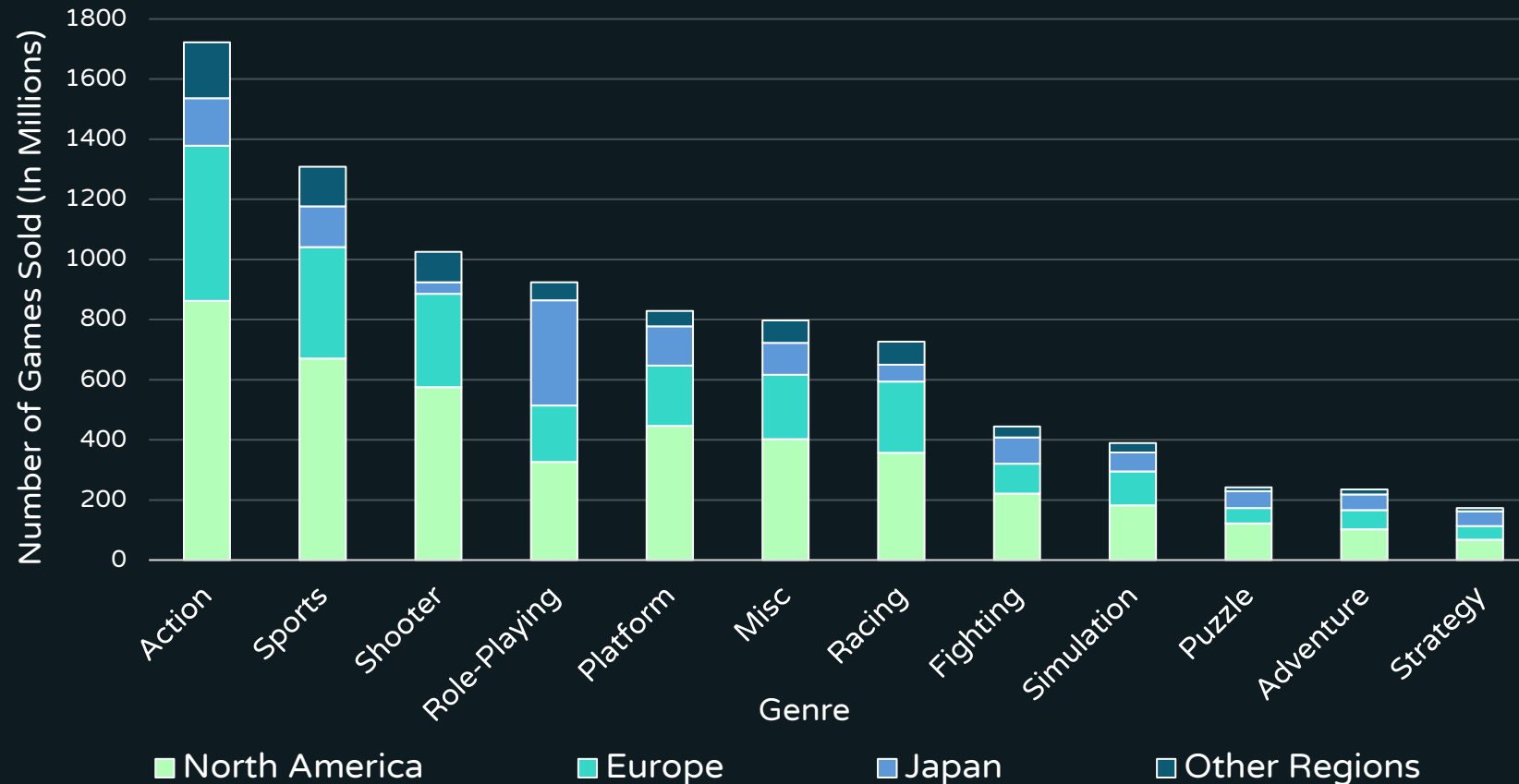
This has changed recently, with Europe now being the largest market.

The percentage of regional sales in 2016:



# Popular Genres And Games Are Long Lasting

Total Genre Sales by Region From 1980-2016



Recently, **Sports** and **Shooter** games became the highest selling genre in North America and Europe.

Action games, however, still make up the most sales overall. In 2016 Action games made up **28%** of all sales.

## Top 10 Selling Games From 1980-2016:

1. Wii Sports (2006)
2. Super Mario Bros. (1985)
3. Mario Kart Wii (2008)
4. Wii Sports Resort (2009)
5. Pokémon Red/Blue (1996)
6. Tetris (1989)
7. New Super Mario Bros. (2006)
8. Wii Play (2006)
9. New Super Mario Bros. Wii (2009)
10. Duck Hunt (2009)

All these games were published by Nintendo.

5 of these games were for the Wii platform, but no Wii games were purchased in 2016.

The most popular platform in 2016 is the PS4, making up **55%** of all video game sales this year.

# Yet New Publisher Trends Emerged In 2016

Top 10 Selling Games of 2016

1. FIFA 17 (PS4)
2. Uncharted 4: A Thief's End (PS4)
3. Tom Clancy's The Division (PS4)
4. Far Cry Primal (PS4)
5. Tom Clancy's The Division (XOne)
6. Overwatch (PS4)
7. No Man's Sky (PS4)
8. Dark Souls III (PS4)
9. FIFA 17 (XOne)
10. Doom 2016 (PS4)

*Tom Clancy's The Division* and *FIFA 17* both show up twice, selling on different platforms.

Top 5 Selling Publishers Percent of Sales by Popular Genres

	Action	Sports	Shooter	Role-Playing	Fighting
#1 Electronic Arts	--	88%	8%	--	--
#2 Ubisoft	39%	--	61%	--	--
#3 Sony Computer Entertainment	18%	--	64%	--	--
#4 Namco Bandai Games	11%	--	--	40%	42%
#5 Activision	6%	--	86%	8%	--

Most of the sales from top publishers were in popular genres, but there are some gaps as well.

- Electronic Arts didn't have any Action game sales.
- Ubisoft, Sony Computer Entertainment, Namco Bandai Games, and Activision didn't have any Sports game sales.
- Namco is unique for having most sales from Fighting and Role-Playing genre games.

# Recommendations For 2017 and Beyond



## Focus on Action, Sports, and Shooter Games

Competitors also sell games in these genres, but their popularity cannot be understated.

Companies like Electronic Arts don't publish Action games, making it a gap to take advantage of.



## Research Alternative Monetary Models

Physical games are slowly phasing out. Online purchases, subscription-based models, and in-game purchases should all be considered.



## Release on Multiple Platforms

Games should be released on as many platforms as possible to increase accessibility, but older platforms shouldn't be a priority.



## Prioritize North America and Europe

They are the two largest regions and will generate the most sales.



## Company Supporters Matter

Current fans of GameCo's work are a core revenue source that shouldn't be ignored. What game genres do they like? Is there a demand for any sequel games?

Fans should be surveyed to get an insight on what they are interested in seeing from GameCo.

# THANK YOU

Have any questions?

Feel free to contact me at:  
ckohashi@protonmail.com

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