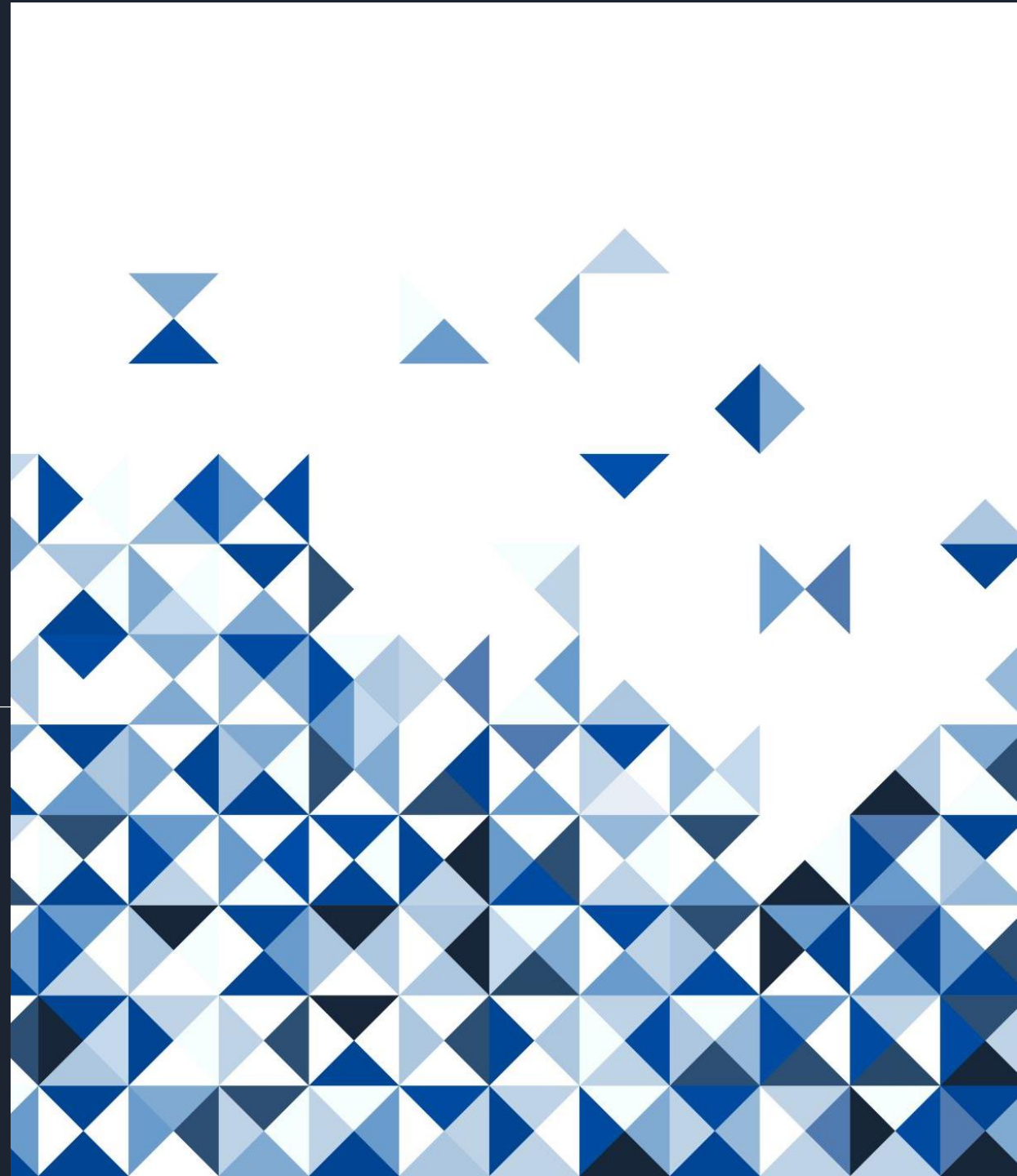


# *GameCo Sales*

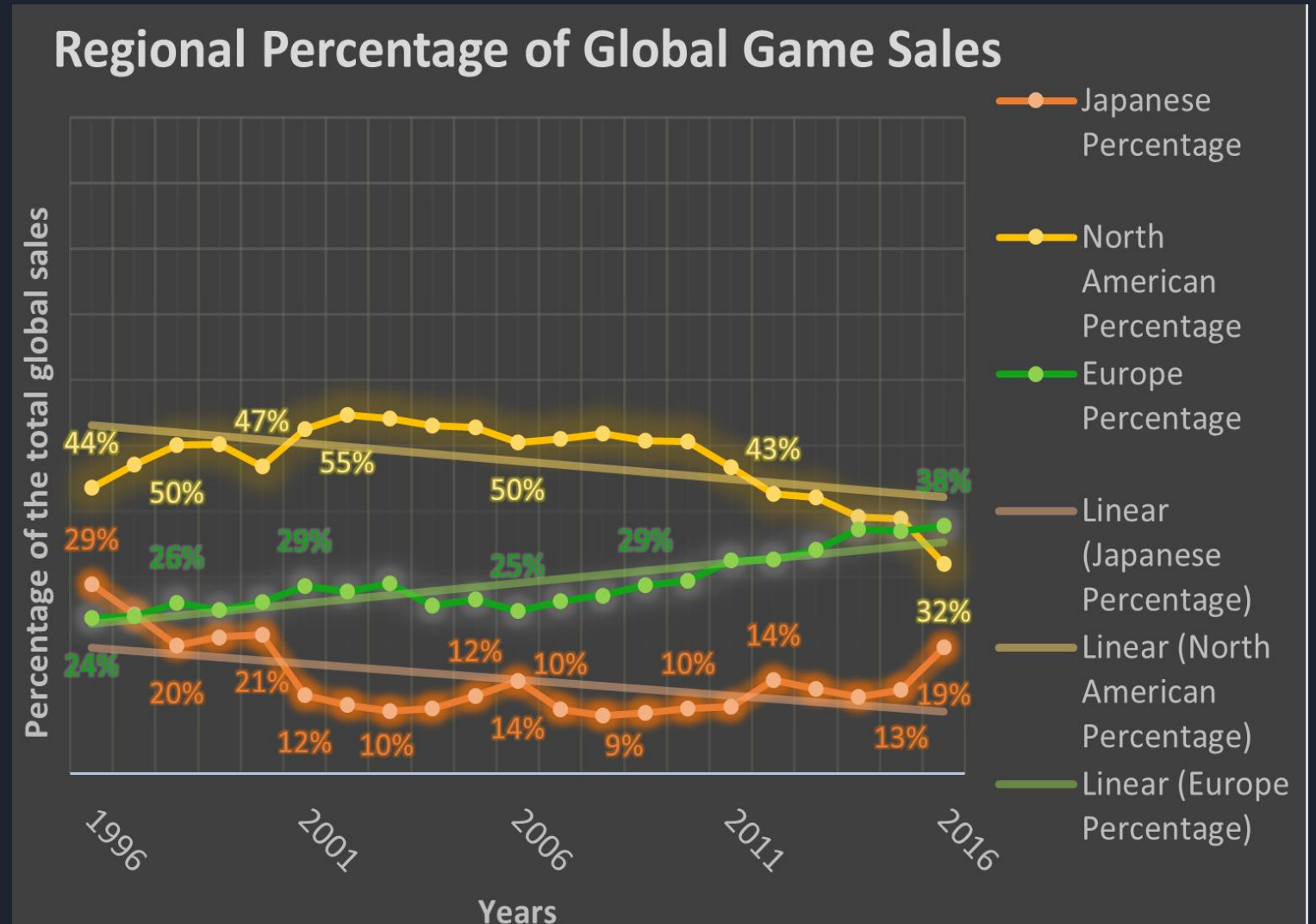
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By Daniel R. Meyers,  
October 2016



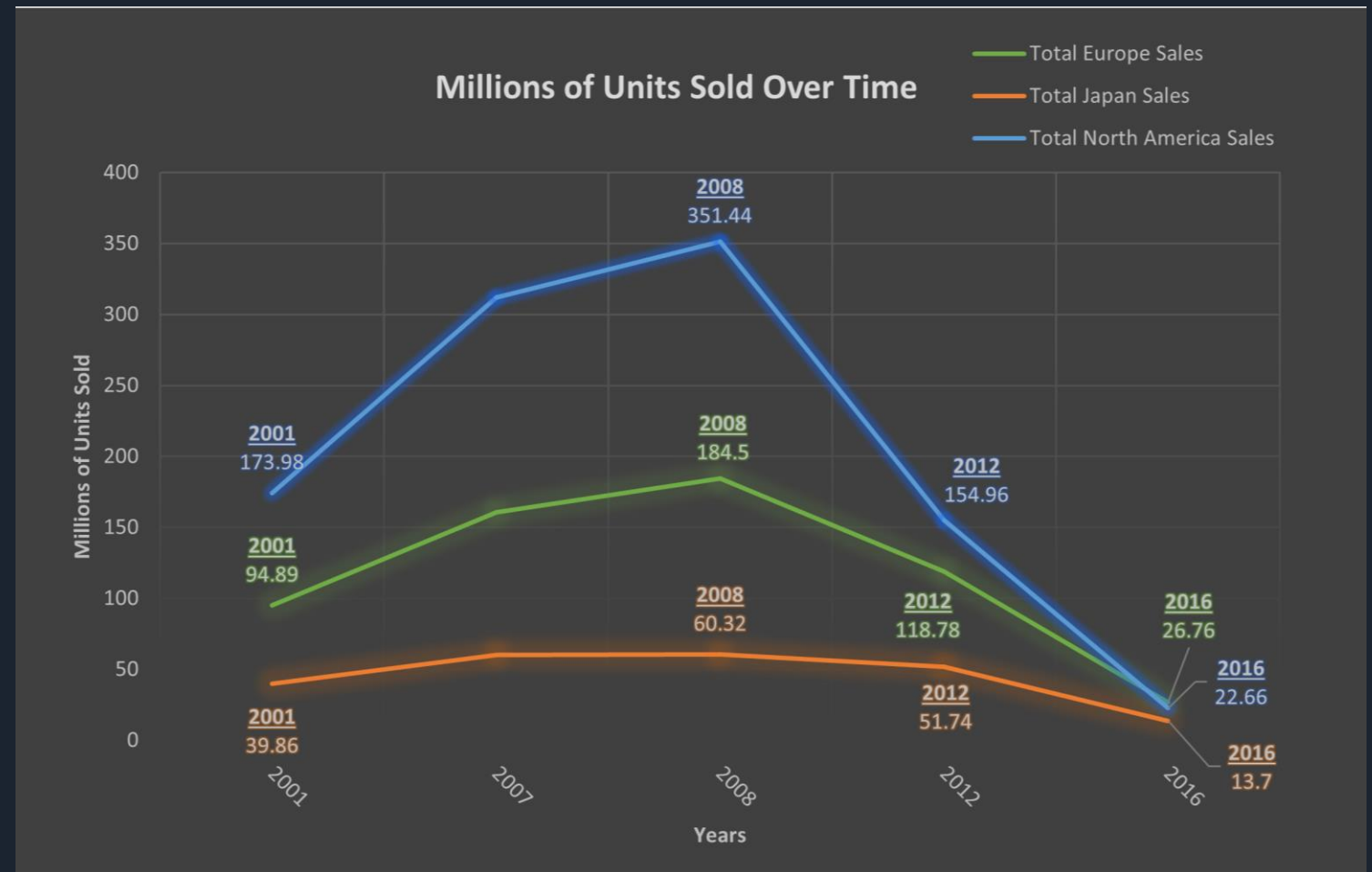
## *GameCo's regional percentage of distribution from '96 to now.*

Seen here is a clear decrease over time for Japan and North America, yet a gradual increase in proportion of market shares for Europe. The target market may seem like it should be North America and Japan, but visibly the most consistent market value increases should have more consideration for marketing as well.



*The market levels out for an opportunity at more specific research.*

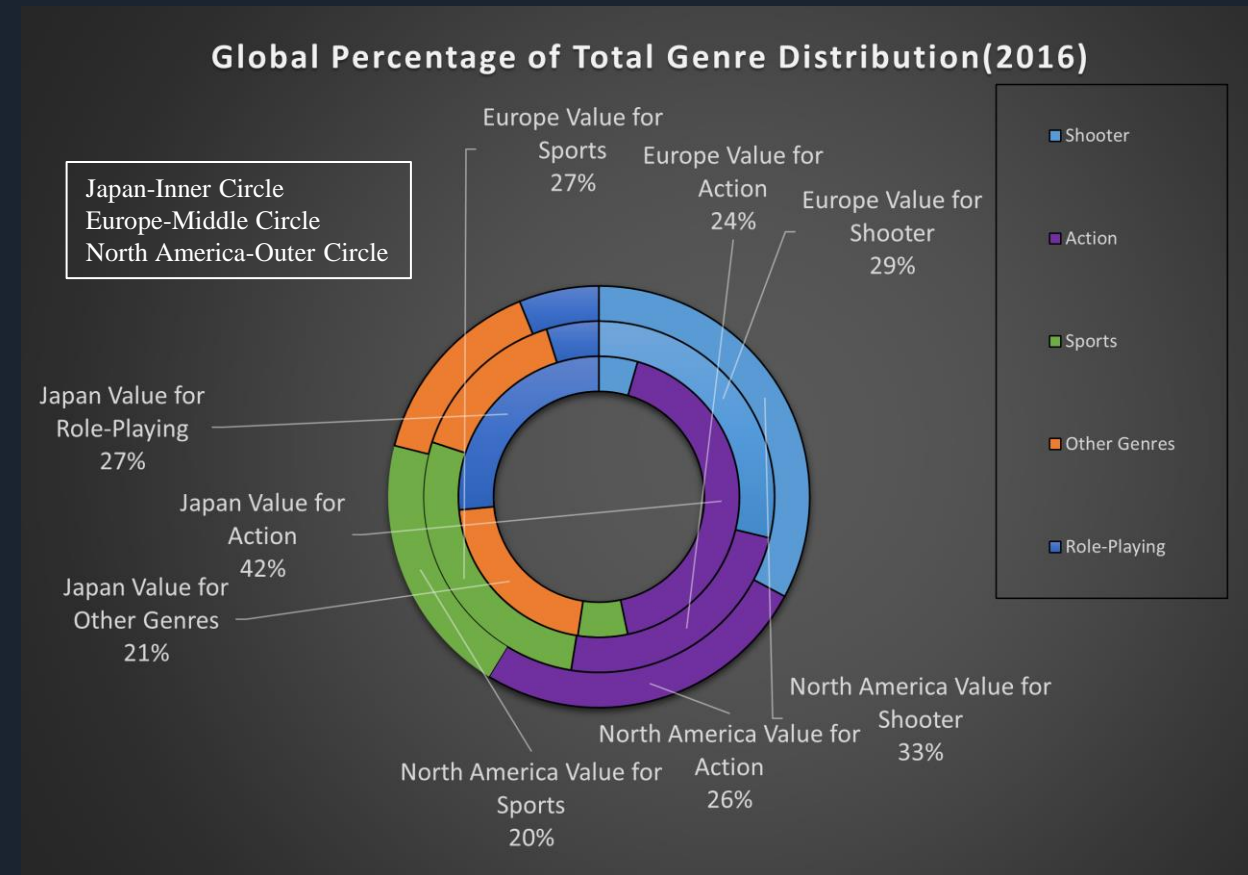
The regions peaked in 2008, then plummeted, until 2016 when Europe ended the year with the highest total sales at **26.76 million units**. This gives GameCo an opportunity to make all regions maintain a higher sales volume in the global market for our upcoming 2017 distribution.



## *Targeted advertisement for each region based on genre preferences.*

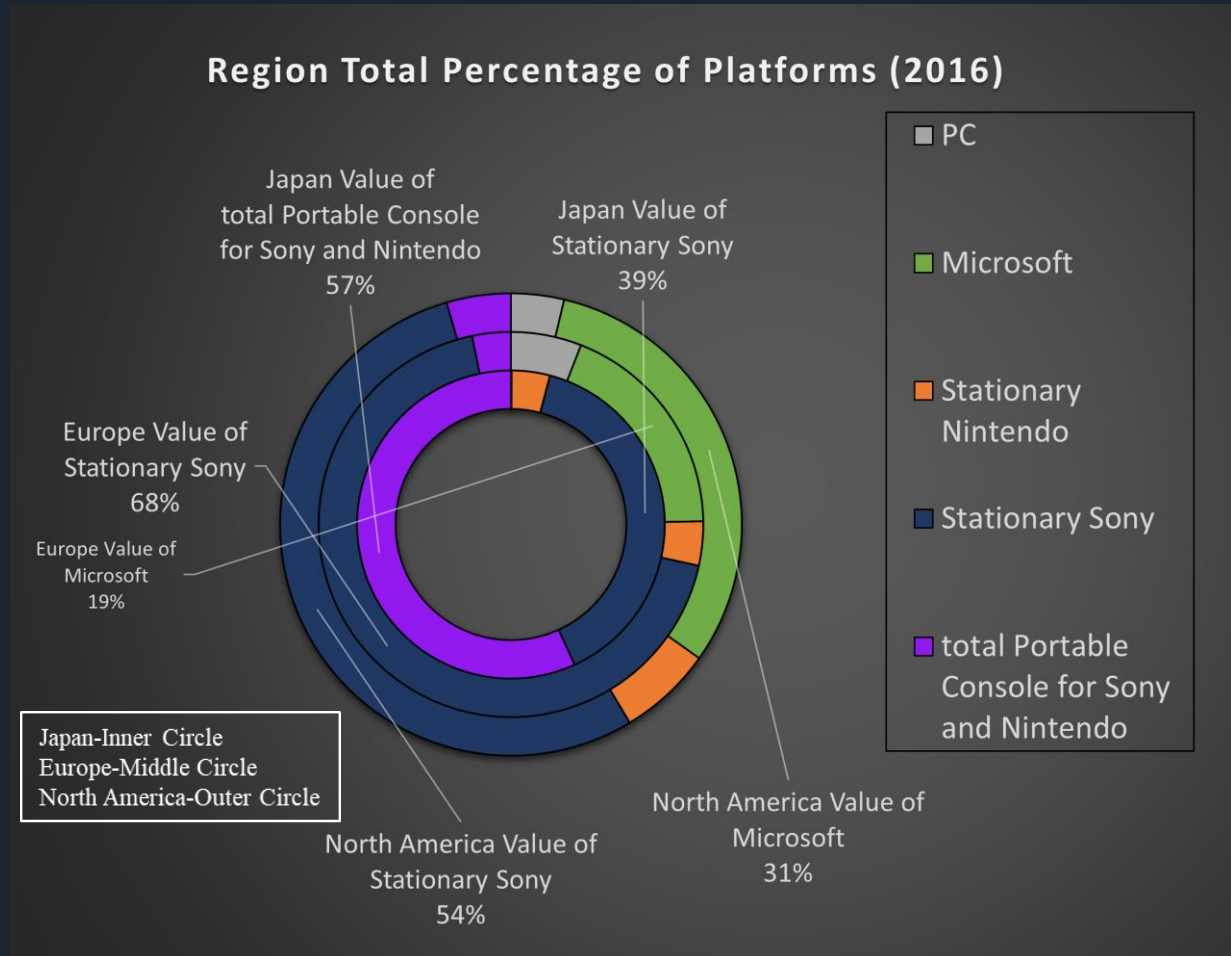
Now that all regions have a closely established baseline, targeted distribution can effectively increase sales across the board. Analyzing our chart, its clear which regions favor which types of genres.

- North America and Europe both had more sales with Sports, Action, and Shooter games.
- Japan had more sales with Action, Role-Playing, and other genres that had unique characteristics.



## *Regional platform targeting based on market share totals of 2016.*

- Japan can be targeted by our marketing for Portable games, as well as Sony games specifically.
- North America had higher market shares in Sony and Microsoft platforms, so GameCo can market those primarily.
- Europe specifically had a higher market with stationary Sony games but can still gain shares by marketing Microsoft platforms.



*To conclude our newly discovered specified expectations.*

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Japan really enjoys Sony consoles specifically as well as portable games in general. Advertising games on portable Nintendo consoles for action and role-playing genres, as well as for any Sony game, is going to be a very profitable decision.



Advertising to North America sports, action, and shooter games for Sony and Microsoft platforms is the most obvious move for the region. New releases for any of these genres or platforms should be specifically targeting North America.



Europe also favors stationary Sony and Microsoft platforms, so advertising the newer consoles to this region will help increase even more purchases. Sports, action, and shooter games are the regions most popular genres, and advertisement on any new releases for games on Sony and Microsoft will also be very beneficial.