
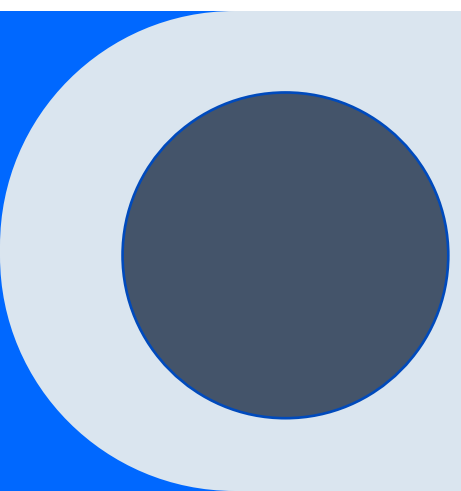


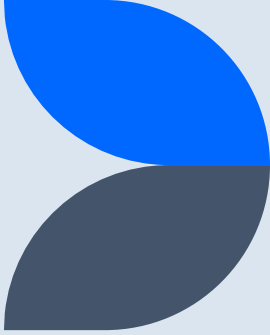


Global Game Popularity Analysis – Sales and Marketing

David Ey – GameCo



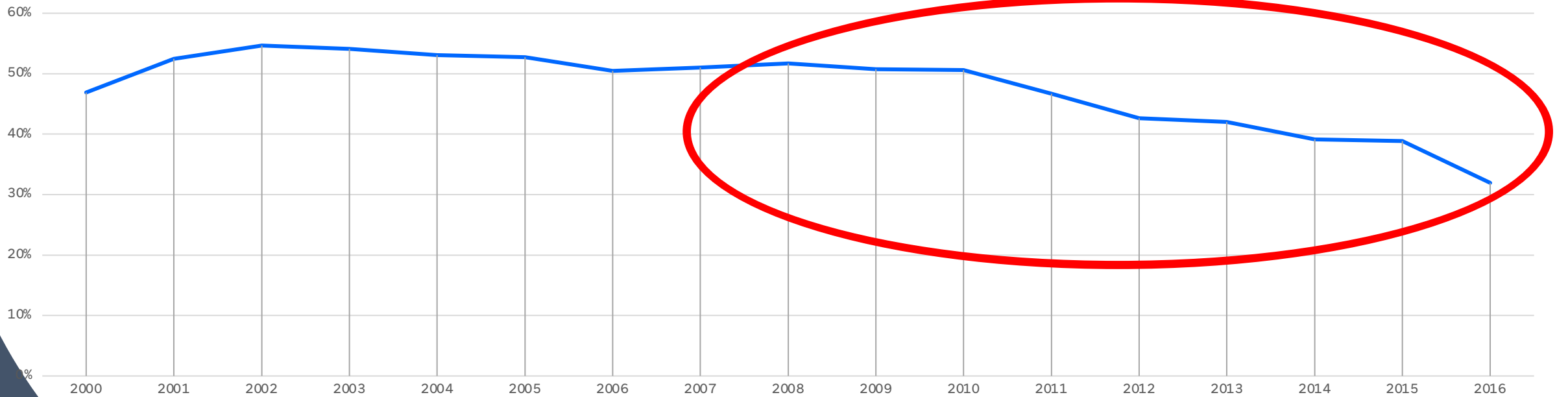
Sales: Our View of the World



GameCo's focus has long placed most of its investment in North America: a large population with a high per capita GDP means many people are willing to buy a larger volume of games than in Europe (lower per capita GDP despite higher population) and Japan (lower population and per capita GDP). However...

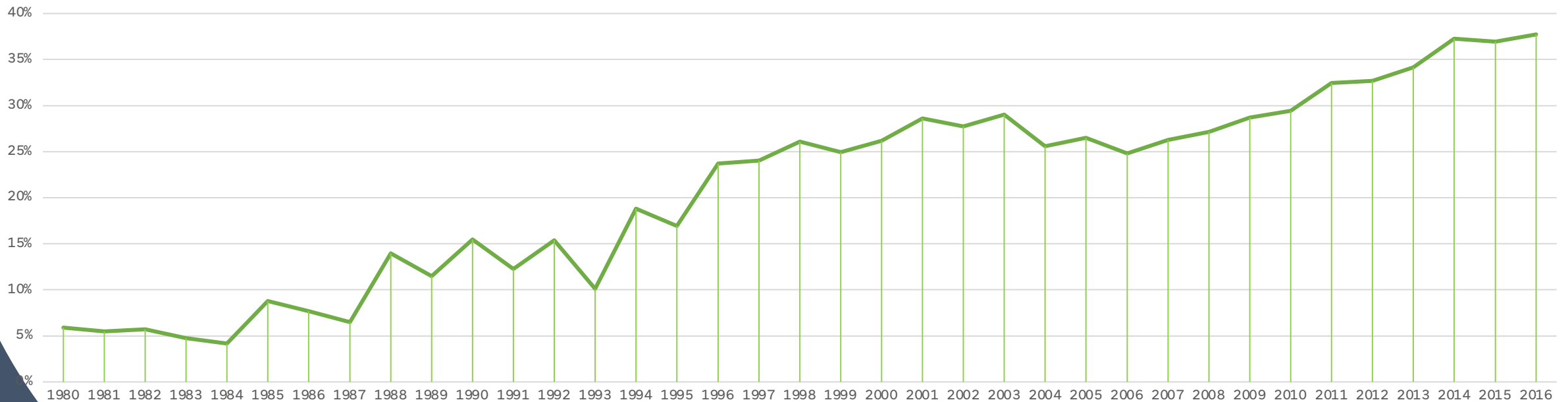
North America's sales are actually in a slump since 2008...

North American Proportion of Global Sales

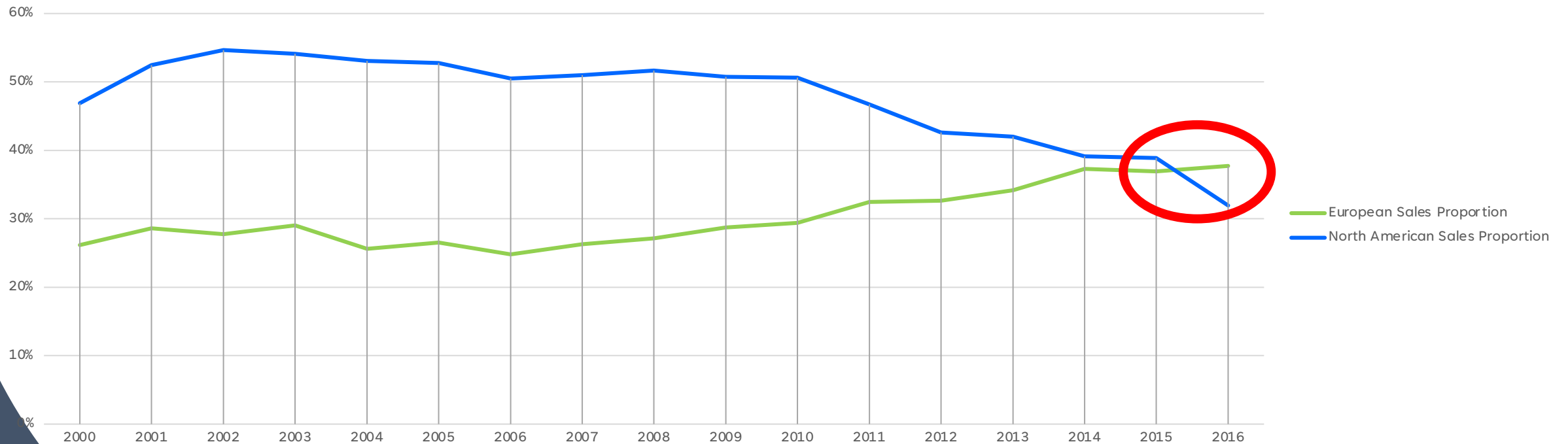


while Europe has been growing consistently since 1980...

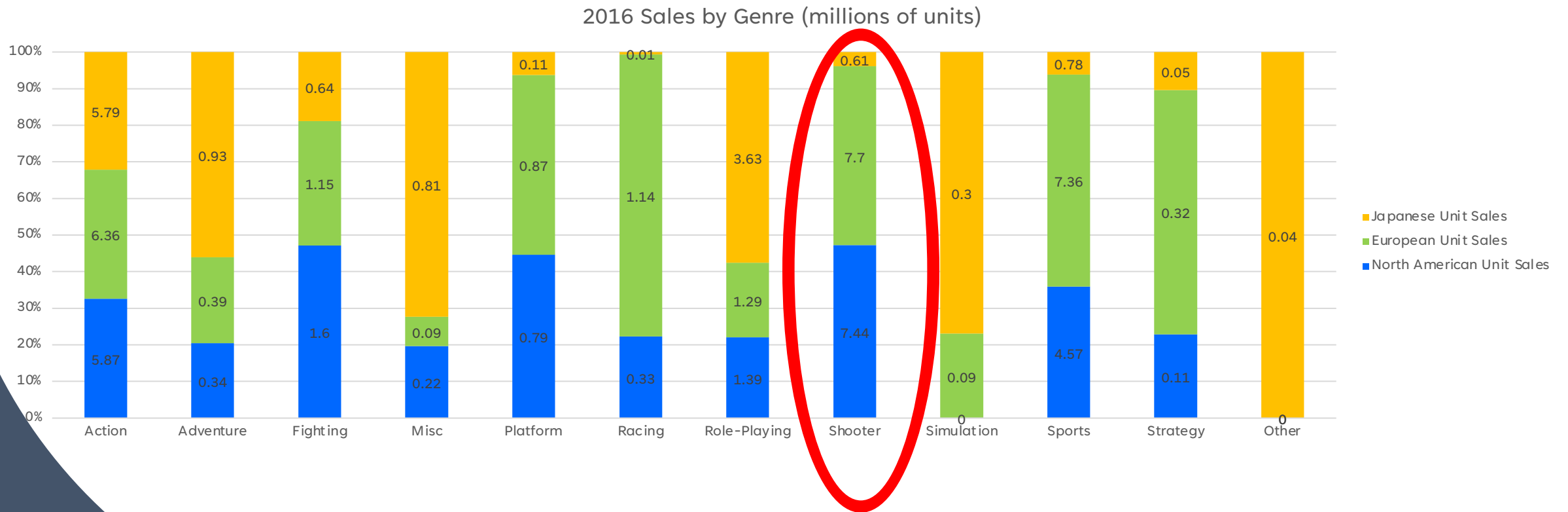
European Proportion of Global Sales



with Europe even surpassing North America in 2016!

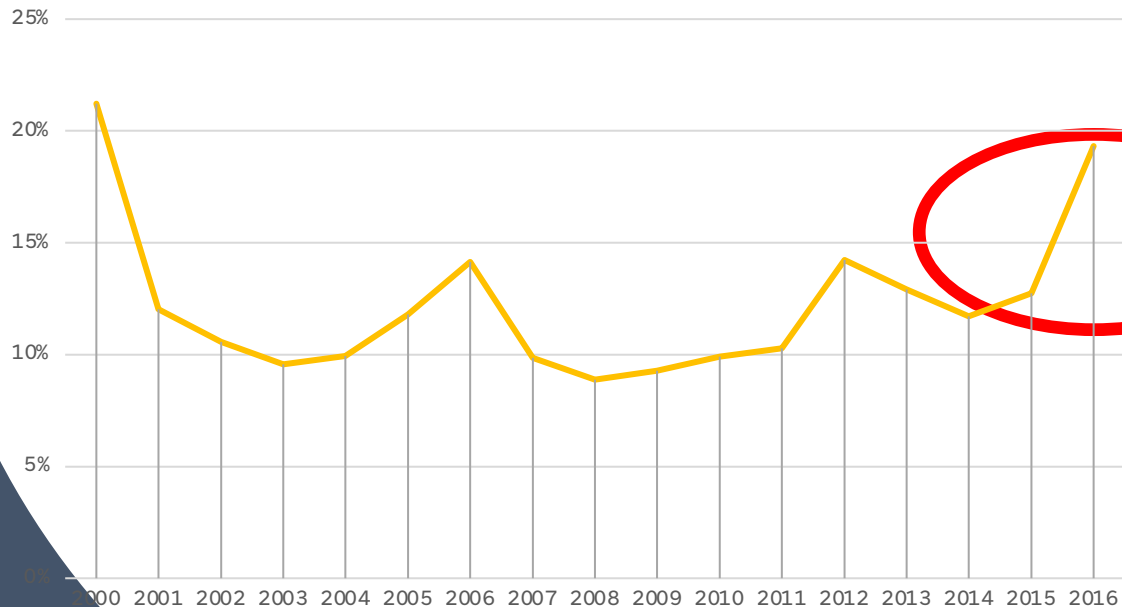


This is now even true for the “Shooter” genre, typically led by North America.

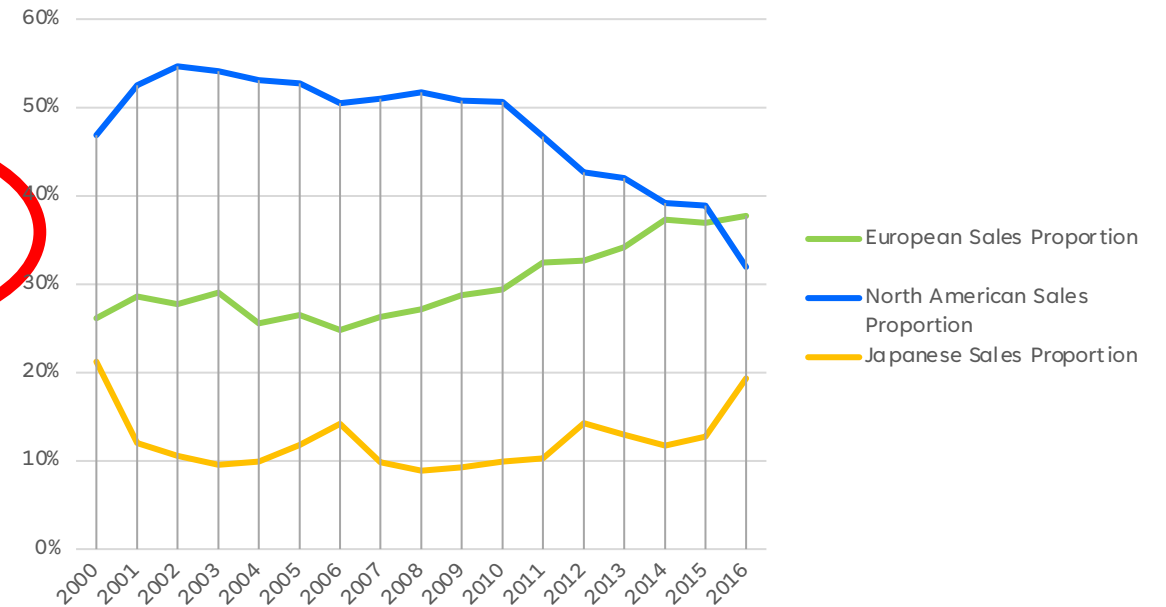


Japan has remained consistent recently overall, with an uptick in 2016.

Japanese Proportion of Global Sales



EU, NA, JP Proportions of Global Sales



Sales Summary

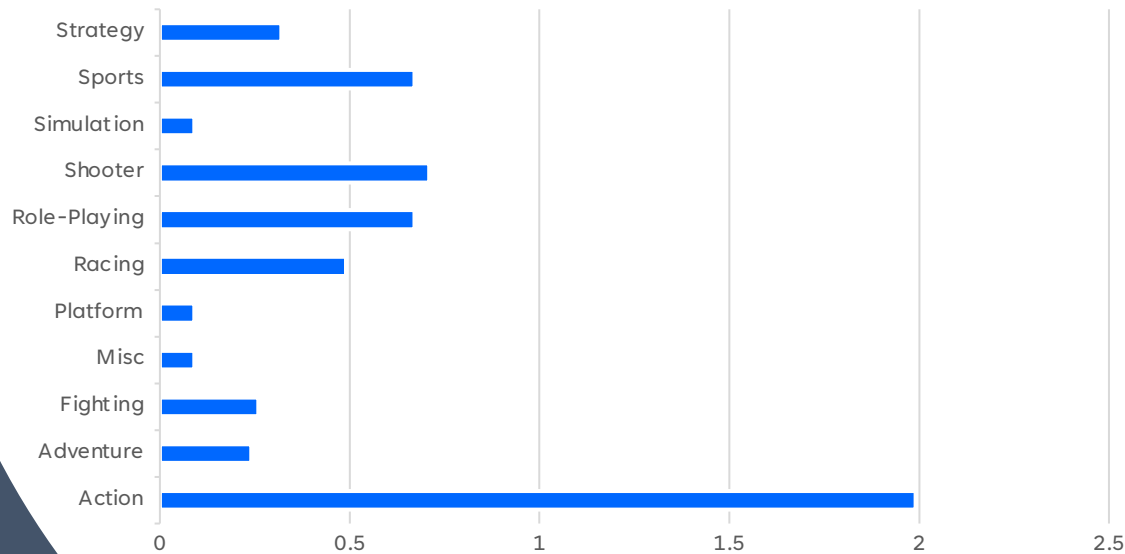
Europe is the primary place to invest, as it is driving growth most strongly, and has been on a consistent trend. GameCo's level of investment in Japan should remain the same as in recent years or perhaps increase; it is quite stable but had a notable upward spike in 2016. This investment should come at the expense of North America, which has been on a consistent downtrend since 2008.

But that leaves the question for marketing...

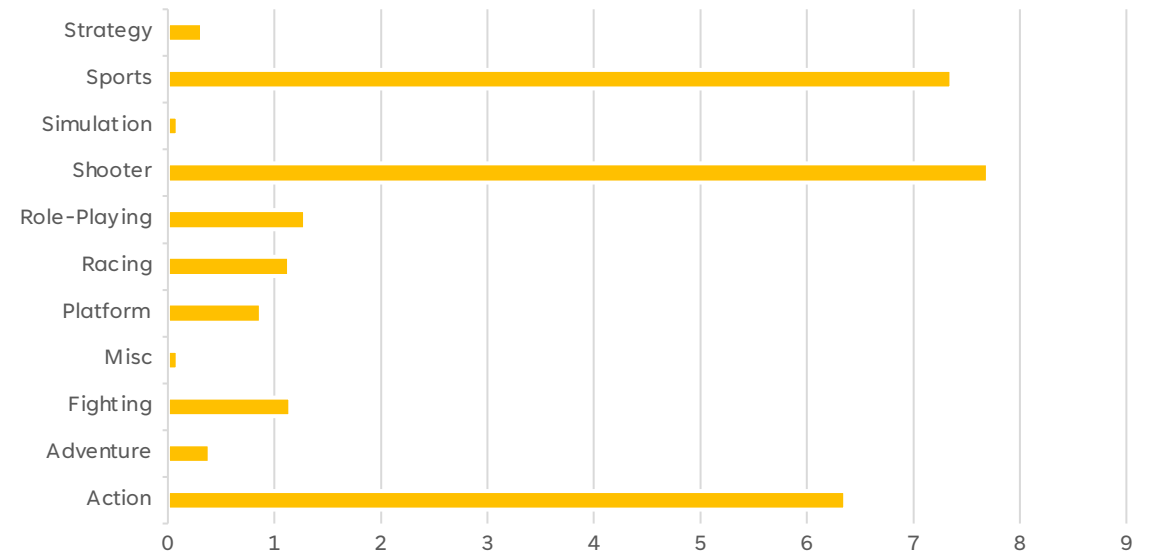
What should GameCo sell in
Europe?

Action games are solid, but sports and shooters had mega hits in 2016

European Sales by Genre in Millions of Units (2016; controlled for outliers*)



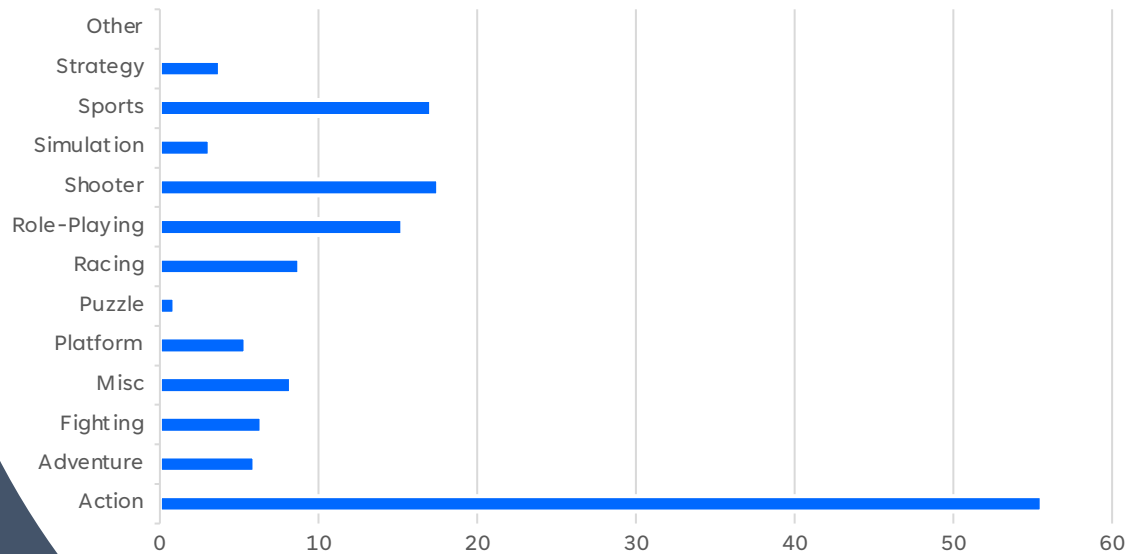
European Sales by Genre in Millions of Units (2016, Total)



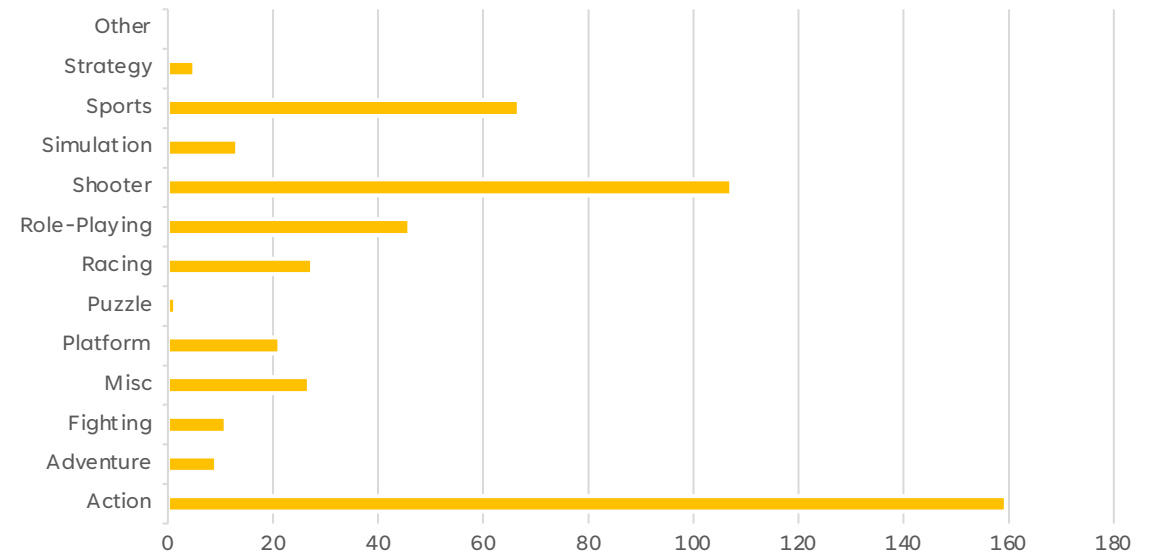
* Outliers sold more than .125 million units in 2016

Which is confirmed by trends from the 2012-2016.

European Sales by Genre in Millions of Units (2012-2016; controlled for outliers*)



European Sales by Genre in Millions of Units (2012-2016, Total)



* Outliers sold more than .375 million units between 2012-2016

Marketing Summary

Action games are the safest choice, and so are shooters and sports games, making up the top three genres in Europe. Shooters and sports games have had mega hits both in 2016 and over the past five years, therefore GameCo should evaluate its capability to compete with major franchises in these genres, but they are safe as they are still the strongest categories even when excluding statistical outliers.



Thank you

David Ey