



# GameCo

Market analysis and Marketing Budget for 2017

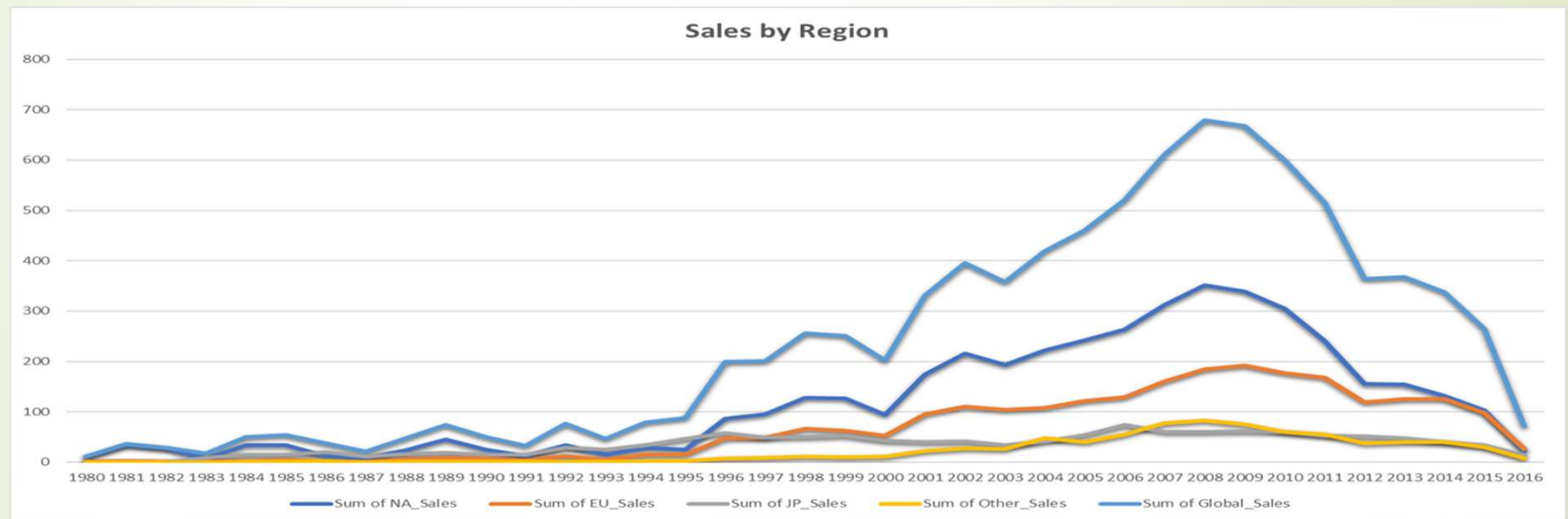


# Market analysis

GameCo current understanding is that sales for the various geographic regions have stayed the same over time

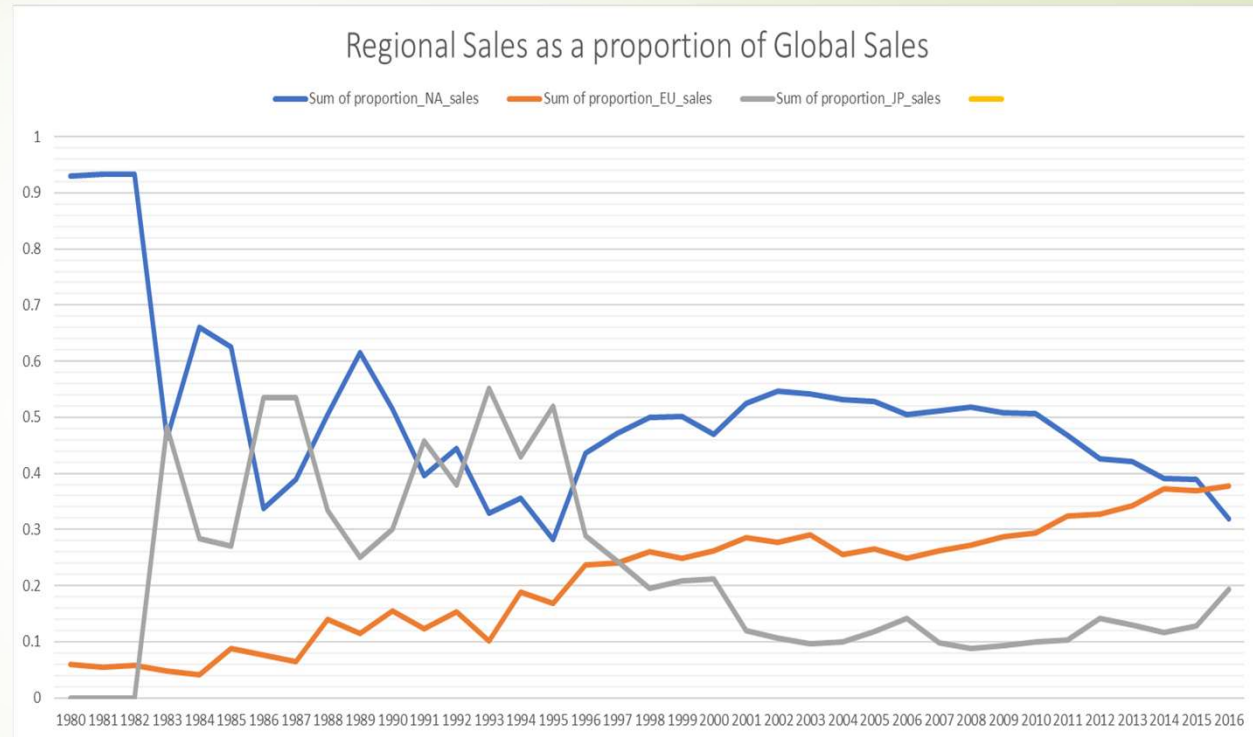
But what does the data actually says??

**GameCo's sales have been fluctuating over time with peaked between 2008 and 2010 followed by decline in all the regions**



# Regional Sales as a proportion of Global Sales

- The sales fluctuated a lot in the early years
- NA\_Sales have been showing a downward trends whereas EU\_Sales has an upward trend
- EU\_Sales overtake NA\_Sales in recent years (2015)
- Japan sales is showing upwards trend in recent years as opposed to NA



# Sales by Genre/Region 1980 - 2016

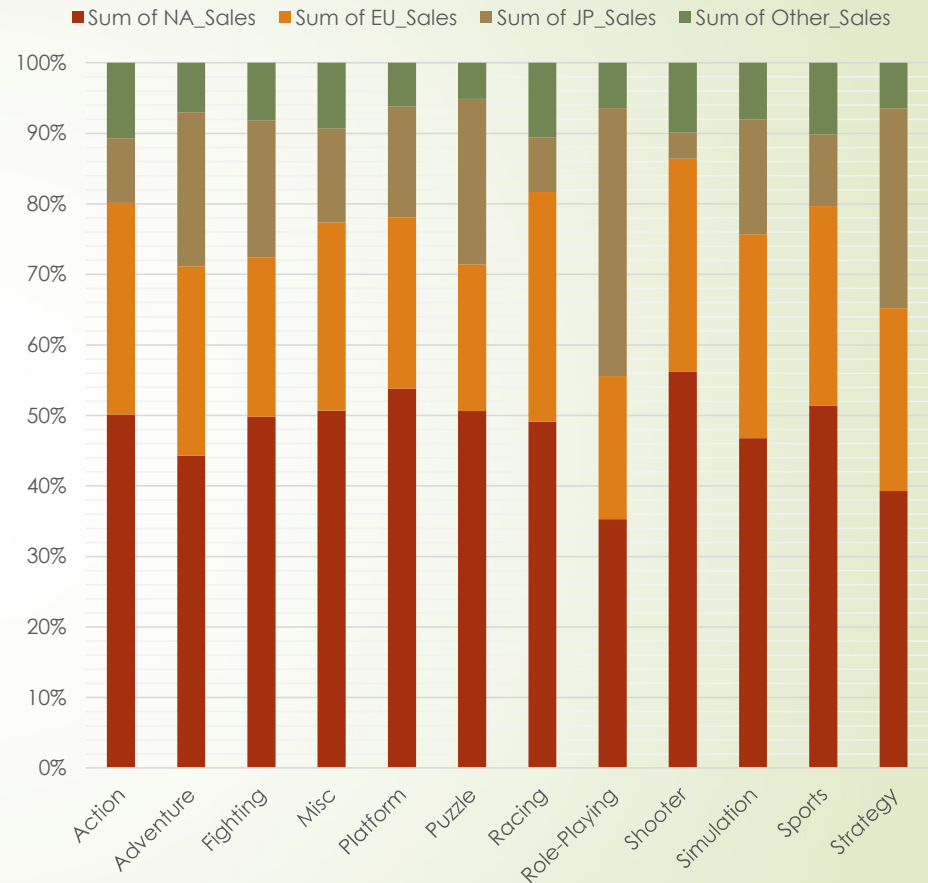
Sales by Genre/Region

It is clear that certain genre are more popular than other in specific geographical region

For e.g for

- North America the most popular genre is Shooter games
- In Europe there seems to be a preference for Action games
- Japan has developed a particular taste for role-playing games

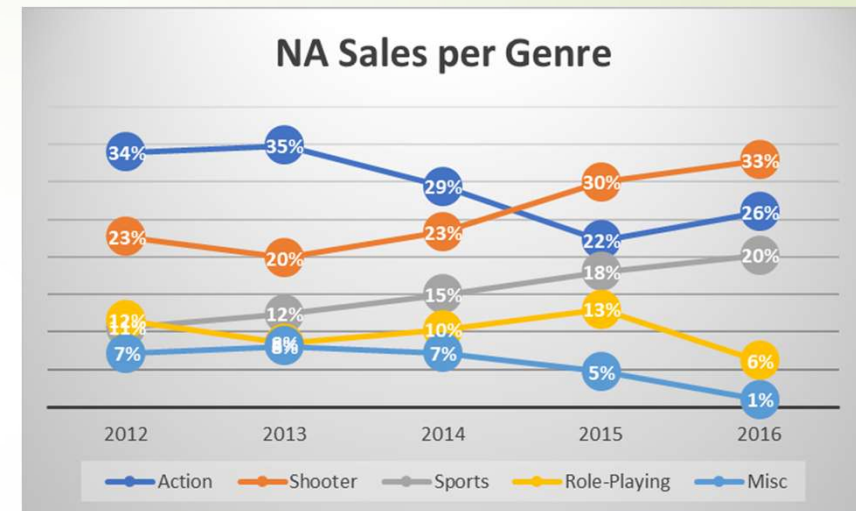
➤ We have to take genre types into consideration when budgeting for 2017



# North America Sales Per Genre (2012-2016)

Top 5 Genre/Sales in North America						
Row Labels	2012	2013	2014	2015	2016	Grand Total
Action	34%	35%	29%	22%	26%	31%
Shooter	23%	20%	23%	30%	33%	24%
Sports	11%	12%	15%	18%	20%	14%
Role-Playing	12%	8%	10%	13%	6%	10%
Misc	7%	8%	7%	5%	1%	7%

- Action games are most popular in NA accounting for 31% of total sales
- But they have been showing a decreasing trends from 34% in 2012 to 26% in 2016

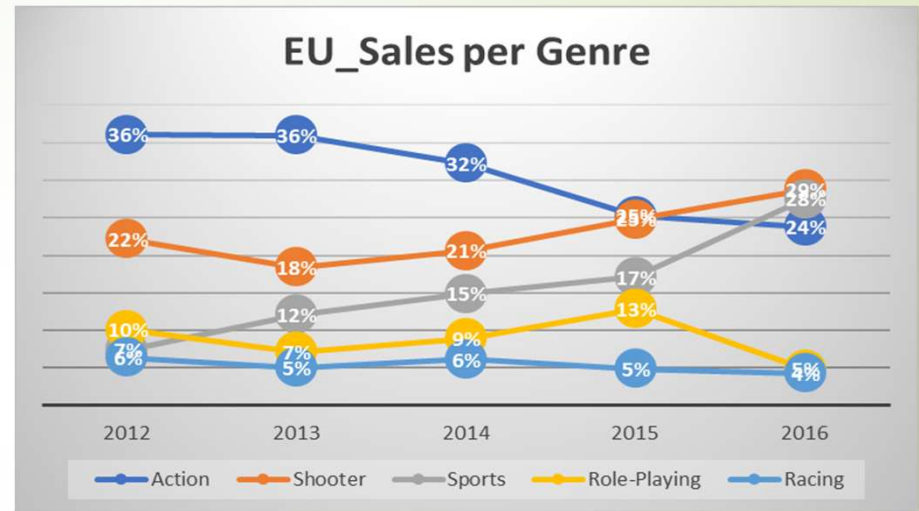


- Looking at the evolution of the top genre in NA; Shooter games have gain popularity and outperform Action games in last few years
- Sports games have also been showing gradually increase in sales Year-on-Year

# Europe Sales Per Genre (2012-2016)

Top 5 Genre/Sales in Europe						
Row Labels	2012	2013	2014	2015	2016	Grand Total
Action	36%	36%	32%	25%	24%	32%
Shooter	22%	18%	21%	25%	29%	22%
Sports	7%	12%	15%	17%	28%	13%
Role-Playing	10%	7%	9%	13%	5%	9%
Racing	6%	5%	6%	5%	4%	6%

- Action games are most popular in EU accounting for 32% of total sales
- But they have been showing a drop in sales from 36% in 2012 to 26% in 2016
- Shooter genre on the other hand has gain popularity in recent years

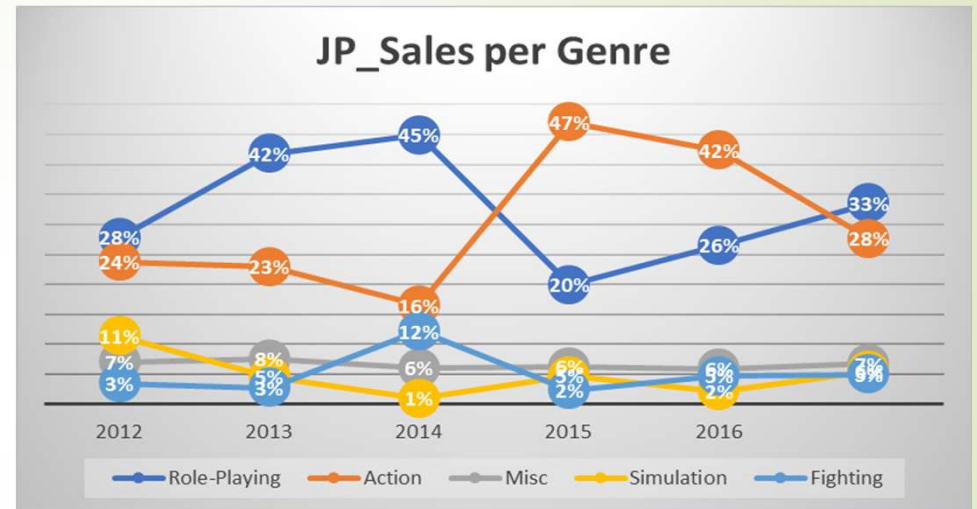


- Shooter genre with a sale of 29% overtook Action genre with a sales of 24% in 2016.
- Sports games have also been showing gradually increase in sales Year-on-Year

# Japan Sales Per Genre (2012-2016)

Top 5 Genre/Sales in Japan						
Row Labels	2012	2013	2014	2015	2016	Grand Total
Role-Playing	28%	42%	45%	20%	26%	33%
Action	24%	23%	16%	47%	42%	28%
Misc	7%	8%	6%	6%	6%	7%
Simulation	11%	5%	1%	5%	2%	6%
Fighting	3%	3%	12%	2%	5%	5%

- Role Playing games are most popular in Japan accounting for 33% of JP total sales
- But sales have been unstable over the years
- Action genre have gain popularity from 24% in 2012 to 42 in 2016



- The overall trend of Role-Playing game sales seems to have mirrored the sales of Action genre
- The sales have been fluctuation over the years in Japan for almost each genre



# Conclusions & Recommendations

- Looking at the sales data from 1980 to 2016, we see that sales have been fluctuating over time, with sales declining more recently in all regions which needs further investigation
- Each geographic region contributed to the global sales differently with NA region showing the highest proportion of global sales on average
- Europe has been showing steady growth in sales year-on-year and overtook NA by making higher contribution in global sales
- Each geographical regions have different preferences for specific genre
- Allocation of marketing budget should be based on contribution of each region & trends and on contribution of genre and recent trends of genre in each regions

# Conclusions & Recommendations

## ➤ North America

- On average highest contribution of global sales
- But dropped in sales in recent years lately
- Due to drop in sales of Action genre which has been the highest contributor of NA Sales
- Shooter and Sports genres are promising segment with year-on-year growth

## Europe

- Steady increase in sales year-on-year
- Overtook NA in making higher contribution in global sales in 2015
- Action genres losing popularity with decreasing in sales
- Shooter and Sports genres promising segment with year-on-year growth

## ➤ Japan

- Fluctuating sales figures but showing small increasing in sales recently
- Role-Playing genre promising segment for growth



**Thank you for your  
attention !**