

Where are we going?

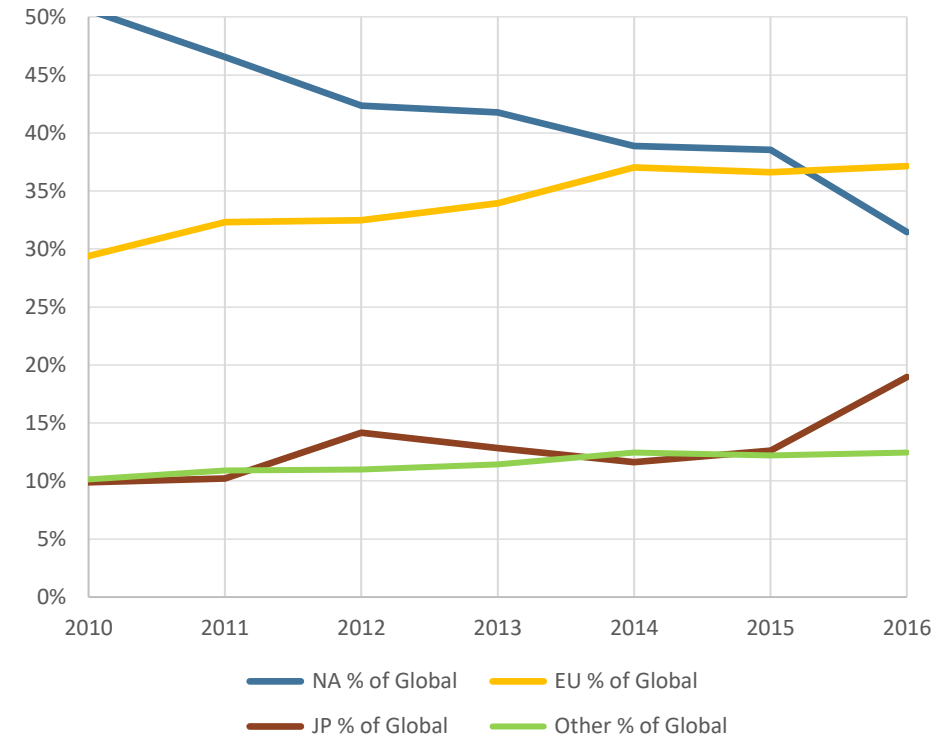
REGIONAL DEVELOPMENT OF THE VIDEOGAME MARKET

Market behavior 2010-October 2016

- EU has become the largest market as of Oct-2016.
- Only NA has decreased in total.
- Japan and EU have risen in a similar measure.
- “Other” is rising but minimally

Regional market share (2010-Oct 2016)			
Region	Development		Actual stand
NA	↓	-19%	31%
EU	↑	8%	37%
JP	↑	9%	19%
Other	↗	2%	12%

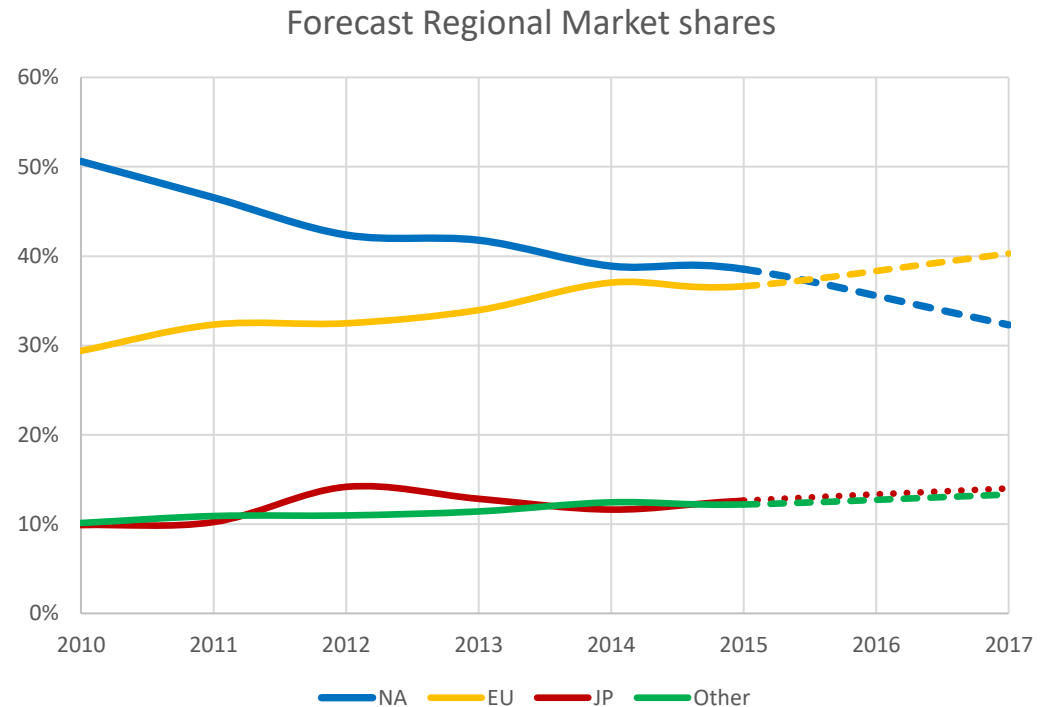
Regional market share development
2010 - October 2016



Market Distribution Forecast

- Prediction using a model between 2010-2015.
- Exclusion of 2016 data for model.
- 2016 Data is up to October.
- Black Friday and Christmas sales are too significant.

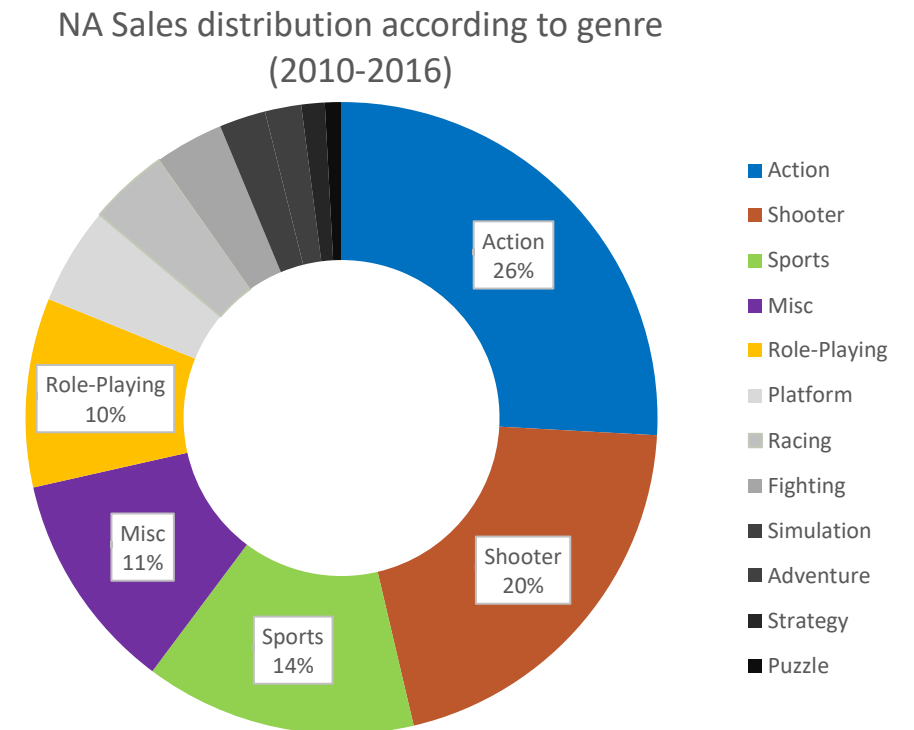
2017 predicted values			
NA	EU	JP	Other
32%	40%	14%	13%



NA – Genres (2010-2016)

- **Action and Shooter: Top 2 genres** in the market since 2011.

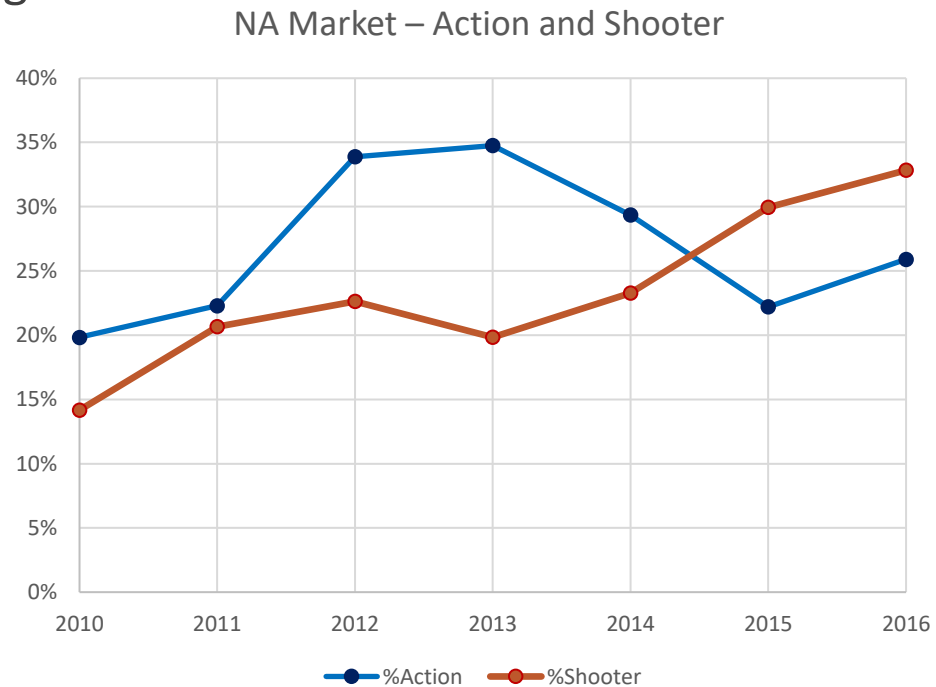
Total sales per genre (2010-2016)	
Genre	Units sold (million units)
Action	287.78
Shooter	227.64
Sports	154.44
Misc.	125.26
Role-Playing	107.57
Platform	55.47
Racing	45.62
Fighting	38.95
Simulation	26.42
Adventure	20.64
Strategy	13.31
Puzzle	9.39



NA - Action and Shooter

- **Action** and **Shooter** make up for **more than half** of the sales since 2012.
- Both genres are still rising.

Year	Action and Shooter
2010	34%
2011	43%
2012	57%
2013	55%
2014	53%
2015	52%
2016	59%

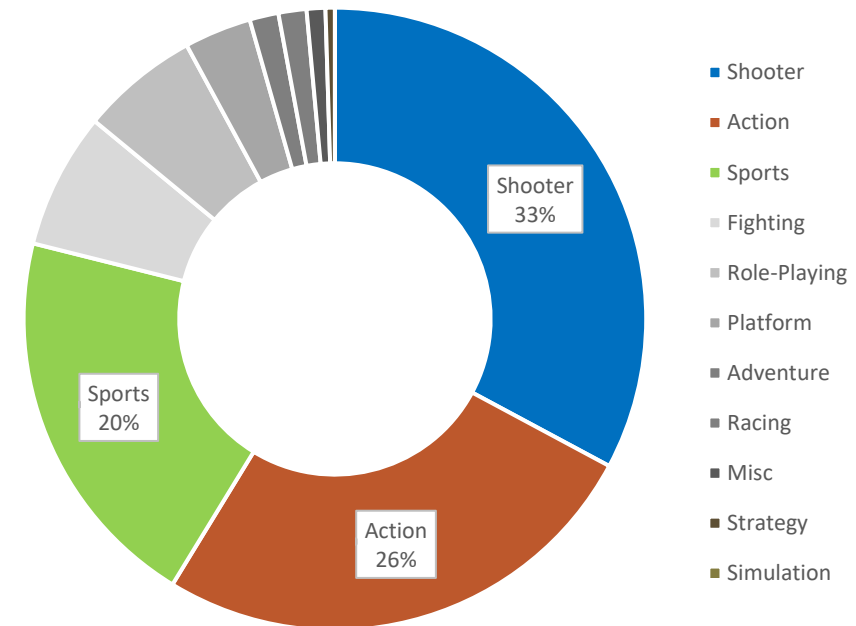


Individual Growth (2010-2016)		
	Action	Shooter
Total	6%	19%
Yearly (average)	1%	3%

NA – 2016 genre summary

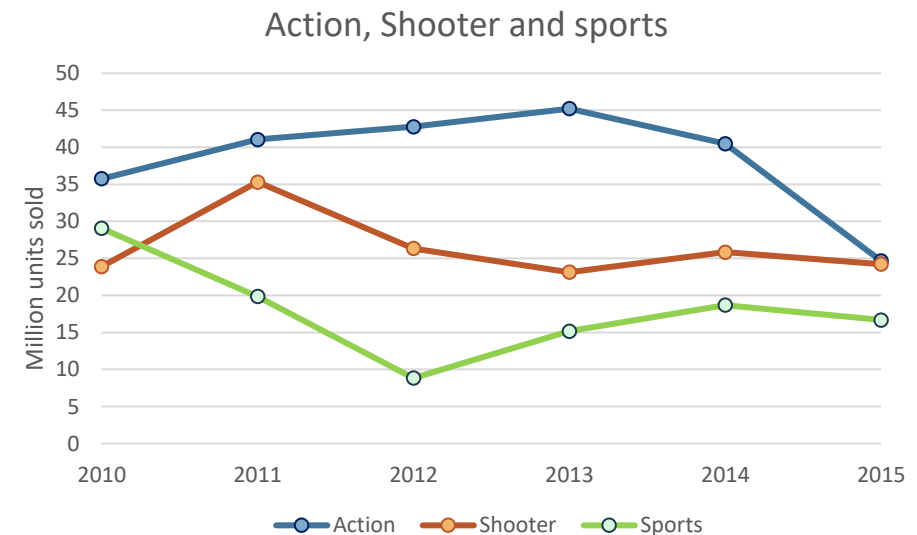
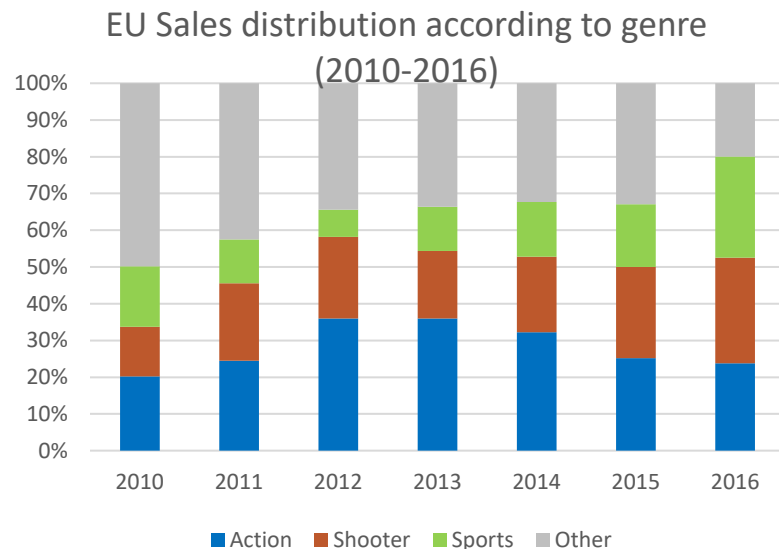
NA Sales distribution 2016

Sales distribution per genre	
Shooter	7.44
Action	5.87
Sports	4.57
Fighting	1.6
Role-Playing	1.39
Platform	0.79
Adventure	0.34
Racing	0.33
Misc	0.22
Strategy	0.11
Simulation	0



EU – Genres (action, shooter and sports)

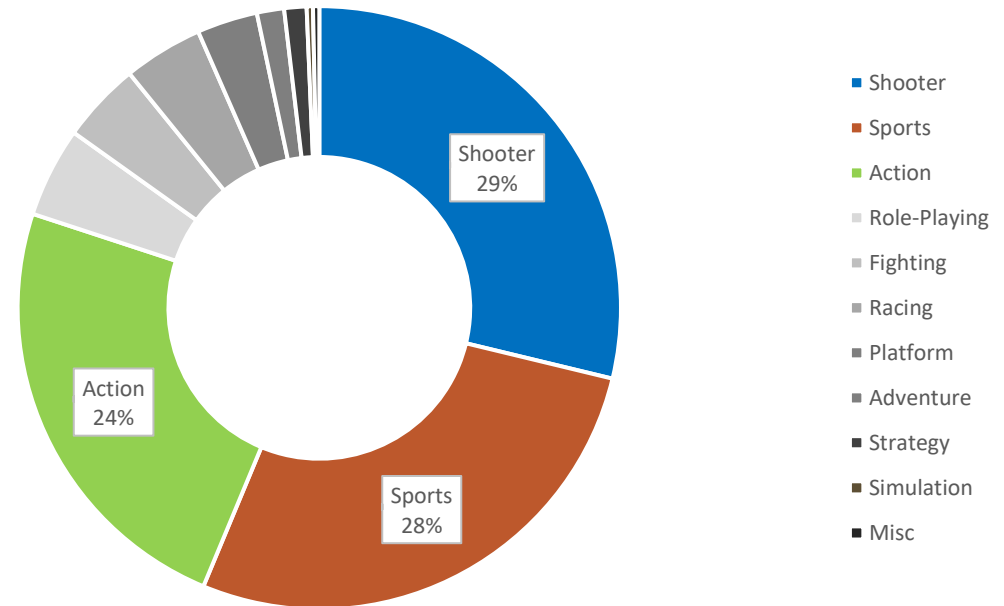
- Action, Shooter and Sports make up to more than 50% since 2010.
- No clear trend of their individual behavior but still growing in comparison to the rest of the genres.
- 2016 they are at ca. 80%



EU – 2016 summary

Total sales per genre (2016)	
Genre	Units sold (million units)
Shooter	7.7
Sports	7.36
Action	6.36
Role-Playing	1.29
Fighting	1.15
Racing	1.14
Platform	0.87
Adventure	0.39
Strategy	0.32
Simulation	0.09
Misc	0.09

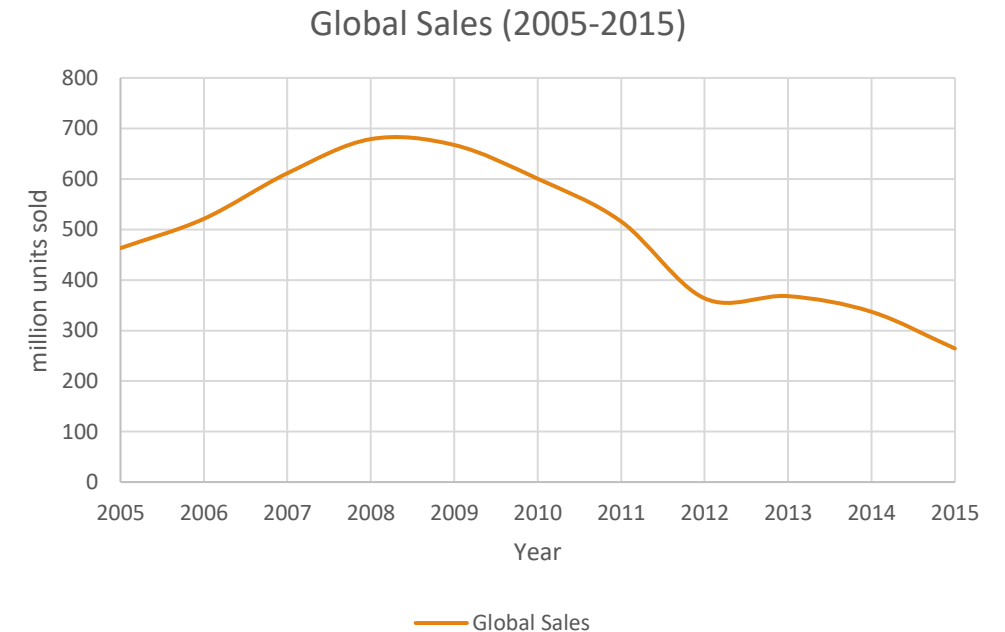
EU genre distribution per genre 2016



Putting things into perspective

EU sales are getting higher than the NA sales. However the top 3 genres in the European market have been decreasing in sales but increasing in proportion. 2 explanations:

- Global market shrinking.
- Evidence proves that the gaming market is growing.
- Data could be focusing in physical and not electronical sales
- “Steam”, a major electronic retailer, was created in 2008



Conclusion

- Focusing in NA and EU markets.
- Action, Shooter and Sports are the most popular genres for both markets.
 - Focus on upcoming releases in 2017 for those genres.
- Consider including electronic sales into business model?