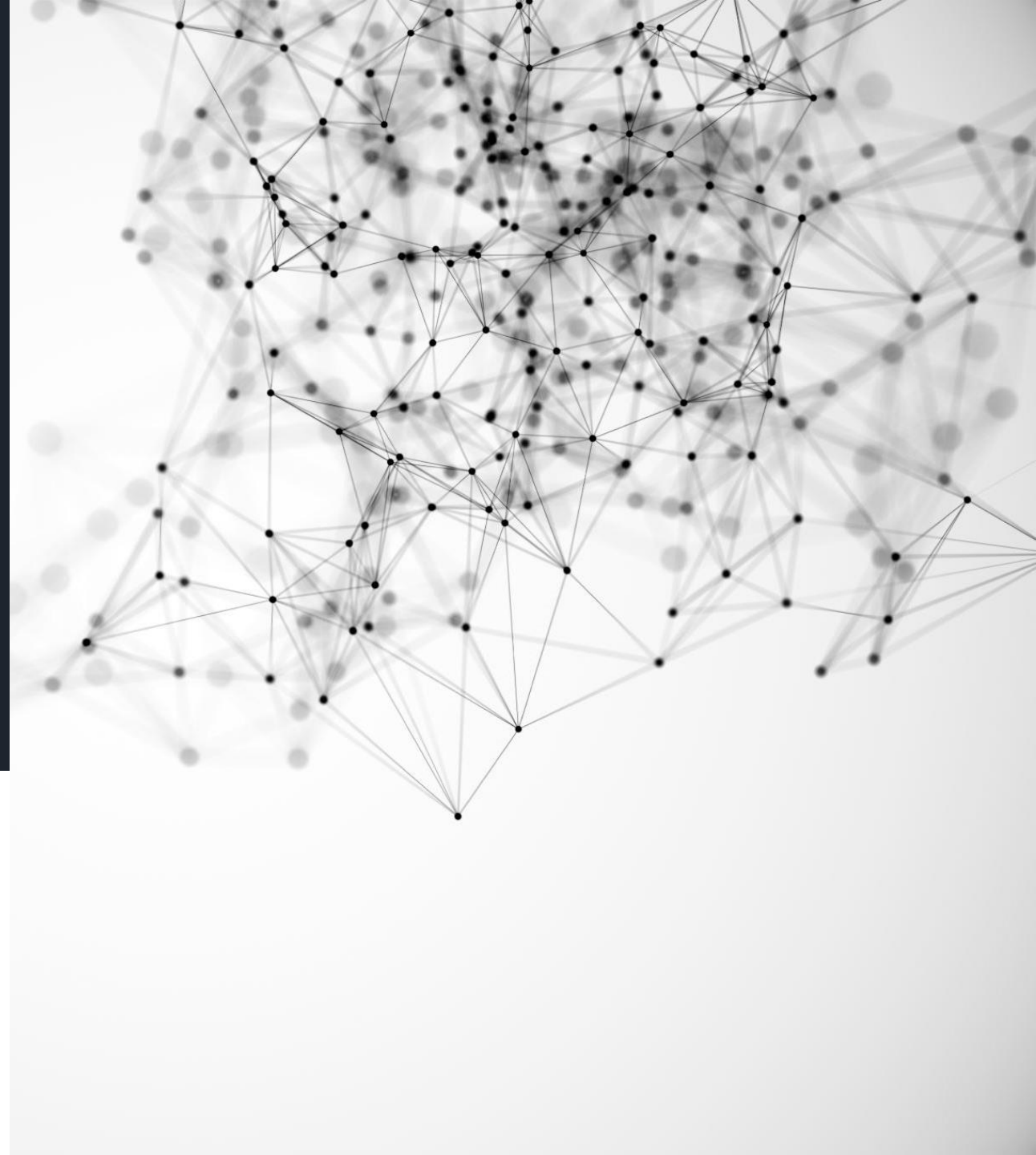


Regional Video Game Sales: GameCo

Gordon Rice



GameCo Expectation

Regional Video Game Sales have
remained constant since 1980

Agenda

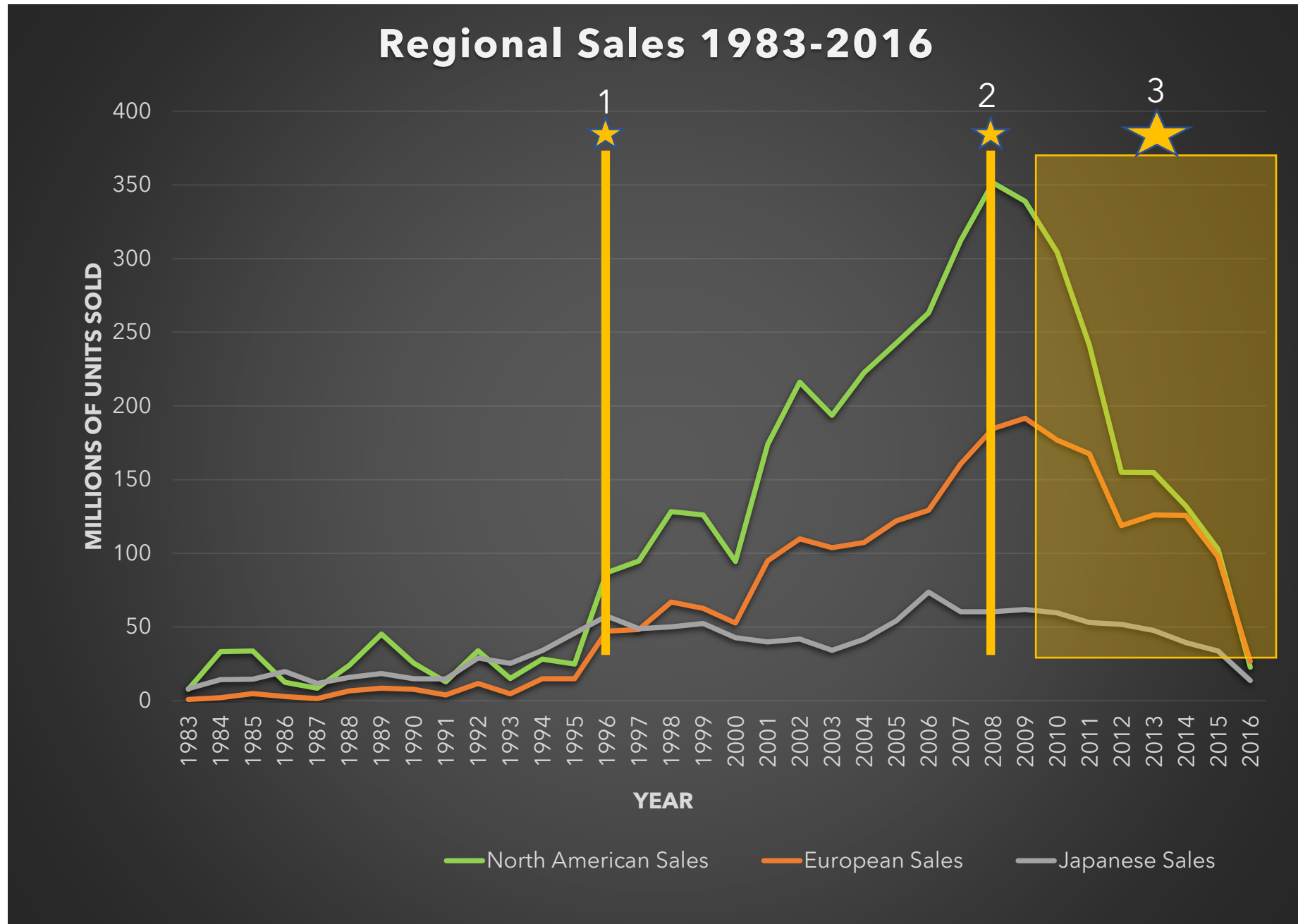
- Confirm or refute GameCo Expectation
- Market resource allocation analysis and recommendation
 - Region
 - Genre
 - Platform
- Trend analysis
 - 2008
 - Europe
- Conclusion
- Questions

Regional Analysis

Regional Sales 1983-2016



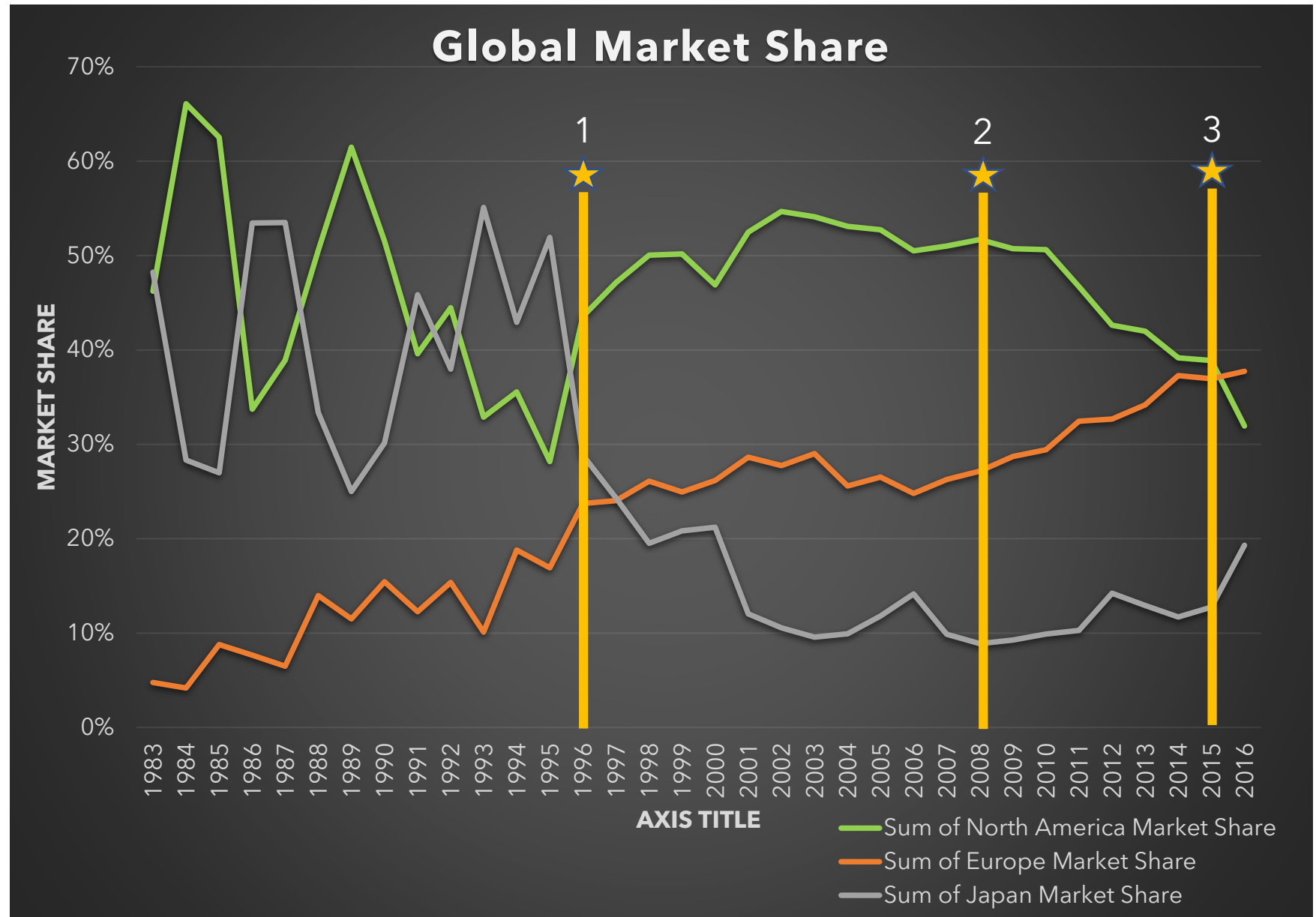
1. Sales skyrocket for North American Market
2. 2008 housing crash
3. Sales continue to drop after recession ends



Global Market share 1980-2016



1. Volatility decreases with 3D gaming (PS1 and N64)
2. 2008 housing crash
3. Europe becomes #1



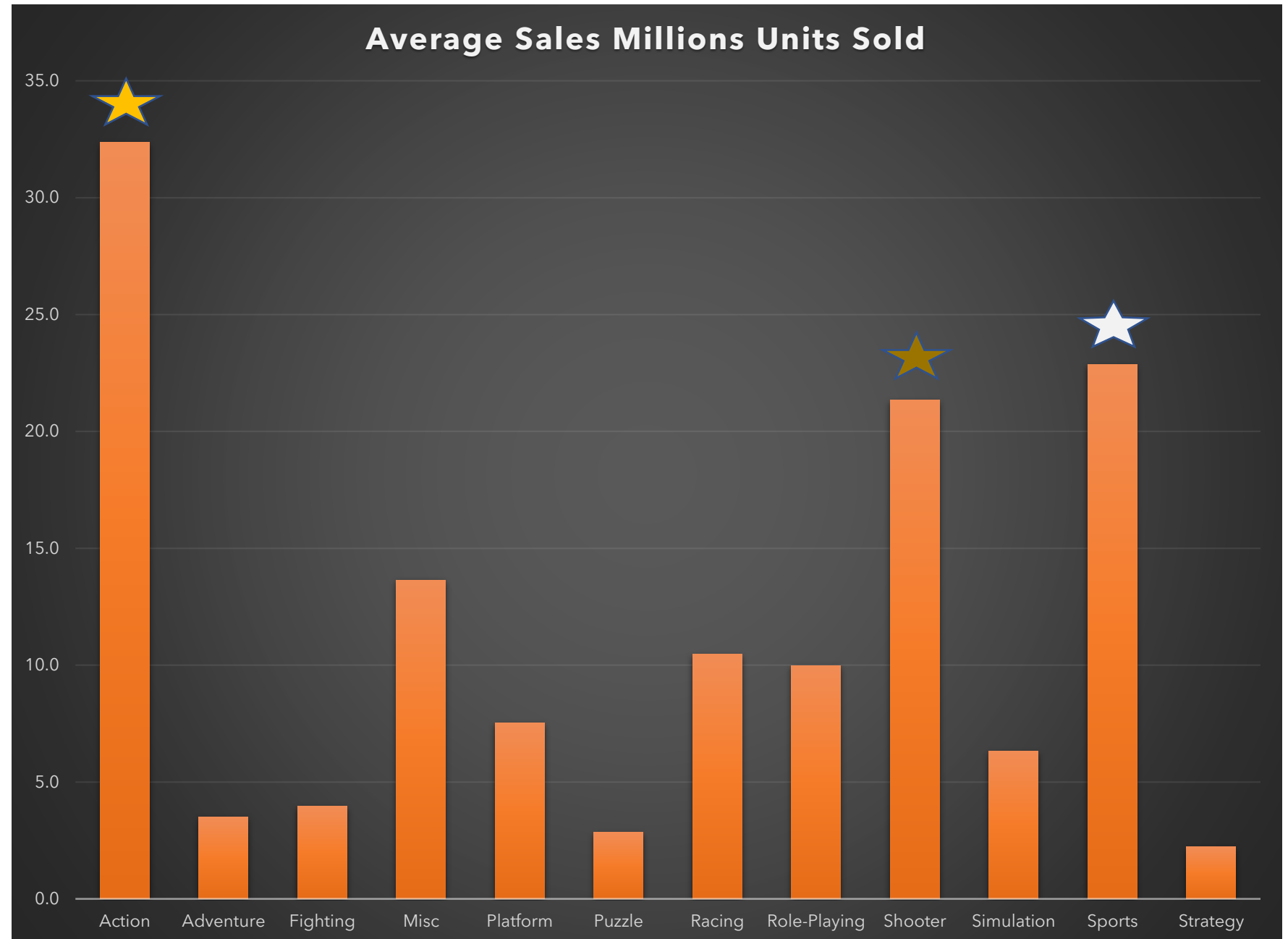
Regional Recommendations

- New expectation: Regional sales have are not stable and require routine analysis to determine marketing resources globally
- Europe is currently the #1 market and resources should be focused there over North America and Japan
- Further analysis into the “other” category
 - By far the lowest market share, but some countries could be major drivers of the overall category and be showing upward trends

Genre Analysis

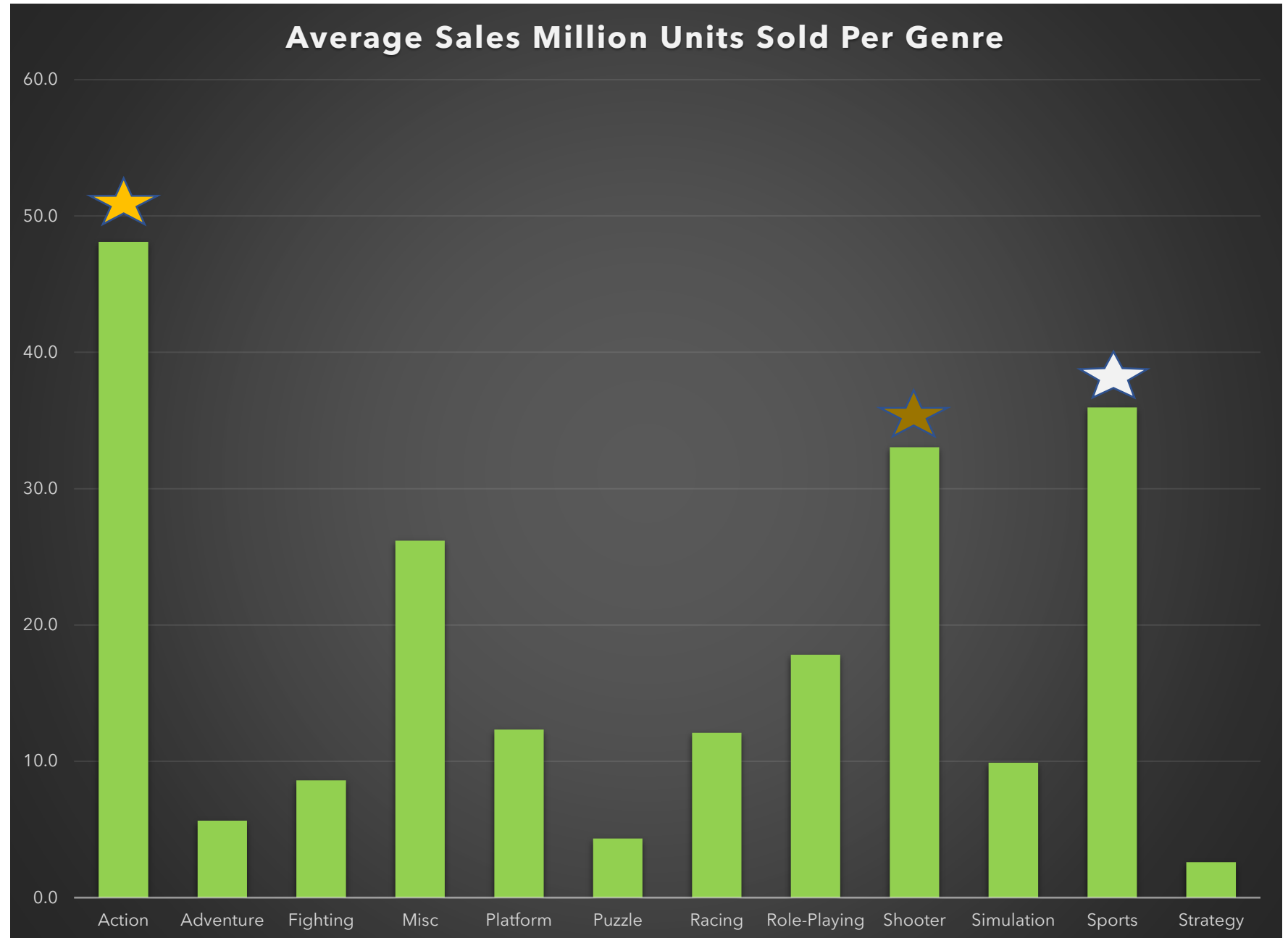
Top Genres in Europe over the last 10 Years

1. Action: Grand Theft Auto 18% of sales
2. Sports: Wii Sports 18% of sales
3. Shooter: Call of Duty 23.3% of sales



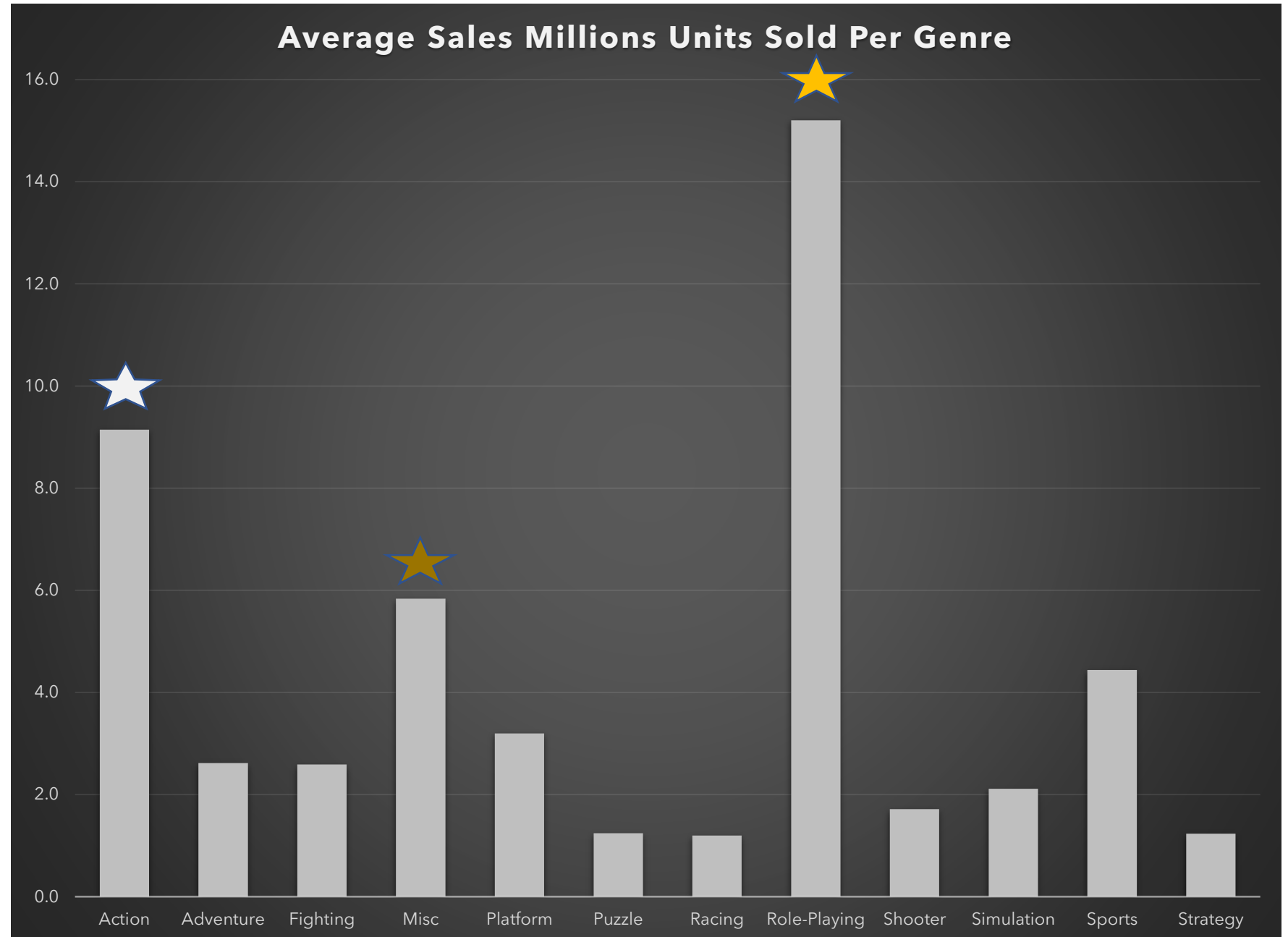
Top Genres in Europe over the last 10 Years

1. Action: Grand Theft Auto 7% of total sales
2. Sports: Wii Sports 10% of total sales
3. Shooter: Call of Duty 34% of total sales



Top Genres in Japan over the last 10 Years

1. Role Playing:
Pokémon 20% of total
sales
2. Action: Monster
Hunter 10% of total
sales
3. Misc: Social/Learning
32% of total sales



Genre Recommendations per Region

Europe: Online Multiplayer Titles

1. Shooter: (Call of Duty)
2. Sports: (Wii Sports/or Soccer focused)
3. Action: Online free roam (Grand Theft Auto V)

North America: Online Multiplayer Titles

1. Action: Grand Theft Auto Chinatown Wars
2. Sports: Wii Sports/NFL
3. Shooter: Call of Duty

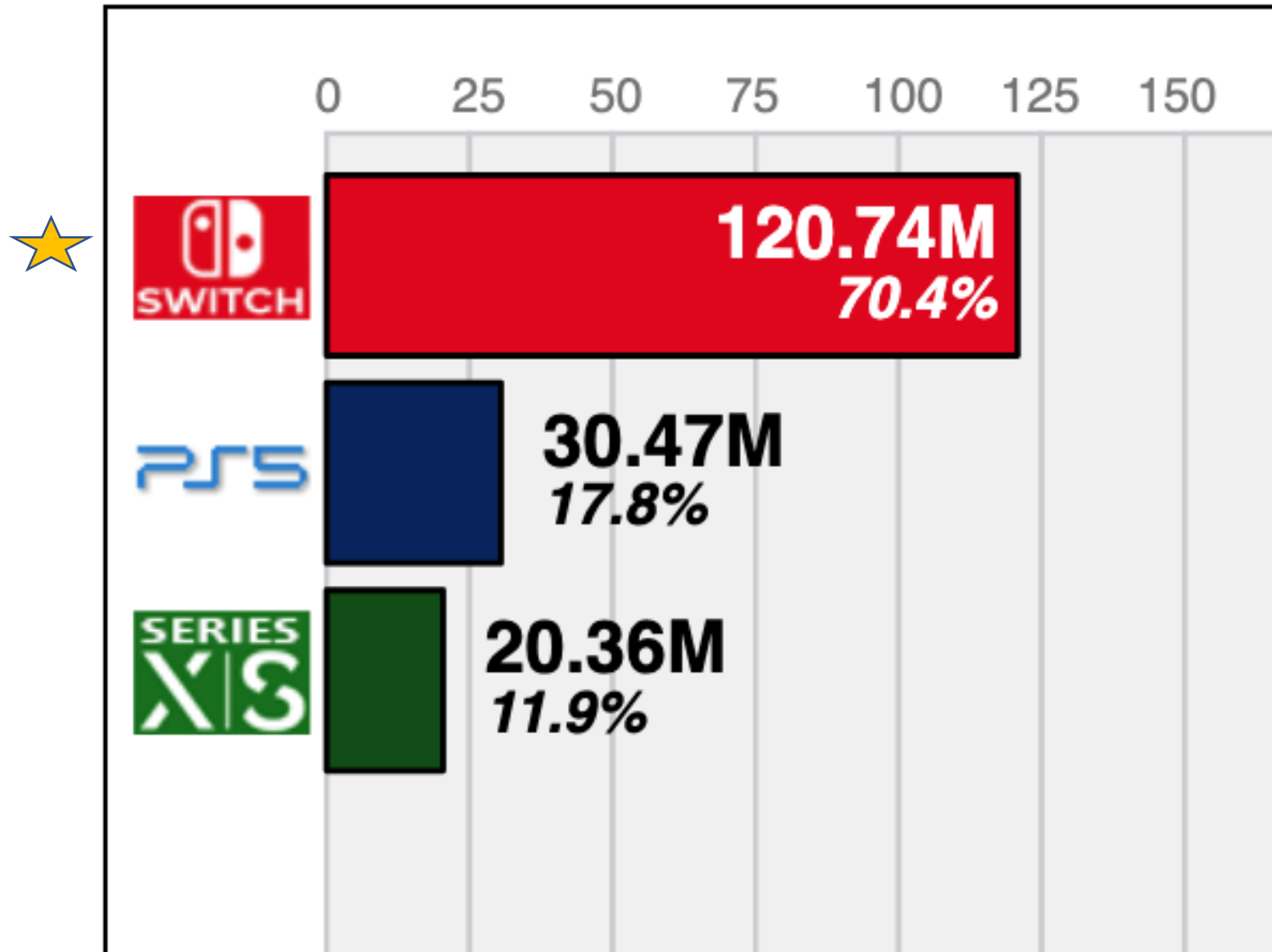
Japan: Pokémon and Learning

1. Role-Playing: (Pokémon)
2. Action: (Monster Hunter)
3. Misc: (Learning and Social Games)

Platform Analysis

Global Console Hardware Sales 2022

Consoles Hardware Sales

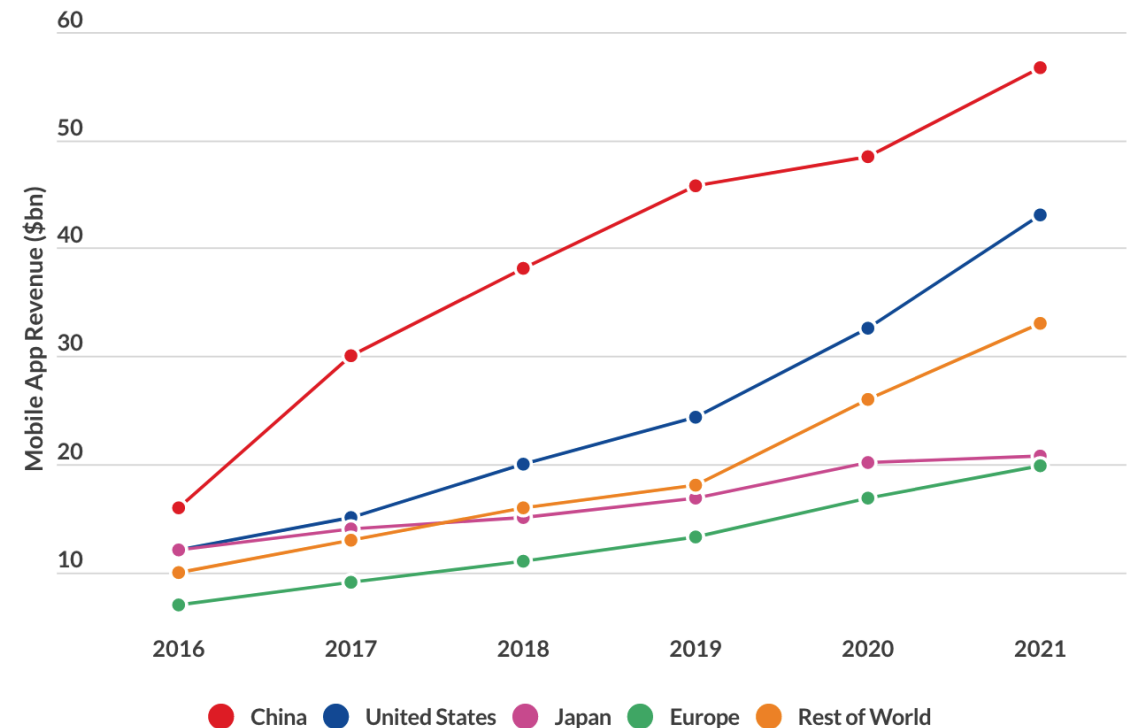


Trends in the Data



2008 Sales Drop

- 2008 housing crash...however recovery began in 2009 with no improvement in sales
- Why do people buy video games in general?
Entertainment
- The iPhone 1st generation release in June 2007 with Android following behind.
 - More competition due to gaming being introduced in a portable way; one stop shop for a consumer to be entertained
- Takeaway; look into Nintendo Switch data and the portable gaming market to compete with gaming apps



Source: Data.ai

Europe Upward Trend

The constant expansion of the European Union -- Romania and Bulgaria were the latest two countries to join in 2007

Local currencies adopting the euro; more resources available for

Possible Piracy decreasing due to online multiplayer making it hard to recreate experience

Takeaway: Dive deeper into European sales to identify where the drivers are at. Are they in developed areas like France and Germany or developing areas like Bulgaria? Is population demographics play a part? Further analysis into this area is recommended

Conclusion

- Sales have changed over the years
- Genres differ greatly with common theme being social and online multiplayer being a common thread globally
- Mobile games are the future and where GameCo should invest its resources in further analysis and marketing



References

<https://techwithtech.com/pirated-games-playing-online-multiplayer/>

<https://www.vgchartz.com/>

Questions