about 10-12 years from appearance to disappearance:

PS2, X360, PS3, Wii, DS, PS, PSP, NES, SNES, 2600, DC,

about 6-8 years from appearance to disappearance:

GBA, XB, N64, GC, SAT,

Still going:

PS4, PC, 3DS, GB, XOne, WiiU, PSV, GEN,

Some platforms only existed for less than five years:

SCD, NG, WS, TG16, 3DO, GG, PCFX

PS2, Wii, DS, PS, GBA, PS4,

In terms of total sales for each platform:

The top five platforms in North America were X360, PS4, PS3, XOne and 3DS, with total sales ranged from 56 USD million to 140 USD million.

The top five platforms in Europe were PS4, PS3, X360, XOne and 3DS, with total sales ranged from 43 USD million to 141 USD million.

The top five platforms in Japan were 3DS, PS3, PSV, PS4, and WiiU, with total sales ranged from 13 USD million to 88 USD million..

In conclusion, platforms had the largest market shares in North America and the smallest market shares in Japan. Market shares in Europe ranked in the second place. The most popular platforms were similar in both North America and Europe. However, the Japan market had quite a different set of most popular platforms.

In terms of total sales for each genre:

The top five genres in North America were Action, Shooter, Sports, Role-playing and Misc, with total sales ranged from 38 USD million to 178 USD million.

The top five genres in Europe were Action, Shooter, Sports, Role-playing and Racing, with total sales ranged from 27 USD million to 160 USD million.

The top five genres in Japan were Role-playing, Action, Misc, Simulation and Fighting, with total sales ranged from 9 USD million to 66 USD million.

In conclusion, genres had the largest market shares in North America and the smallest market shares in Japan. Market shares in Europe ranked in the second place. The most popular genres were similar in both North America and Europe. However, the Japan market had quite a different set of most popular genres.

In terms of total sales for each ESRB rating:

In North America, ratings with M, E, E10+ and T had sales of 232, 114, 76, and 66 USD millions, respectively.

In Europe, ratings with M, E, E10+ and T had sales of 194, 113, 56, and 53 USD millions, respectively.

In Japan, ratings with E, T, M, and E10+ had sales of 28, 26, 21, and 8 USD millions, respectively.

In conclusion, in both North America and Europe, ratings with Mature (M) had the highest sales and ratings with Teen (T) had the lowest sales. However, in Japan, ratings with Mature (M) and Teen (T) had comparable sales. These findings indicate that ESRB ratings affected sales in individual regions, which might reflect different regional regulations for gaming in various countries.