



GameCo Marketing Strategy 2017

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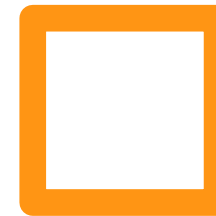
Agenda

- Scope of Presentation
- Current Understanding
- Data Insights
- Revised Understanding
- Recommendations

Scope of Presentation

The scope of this presentation is to answer the 5 key questions below to maximize ROI on marketing budget spend in 2017, and to provide recommendations based on the findings.

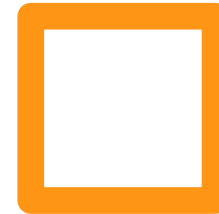
1. How did market share change since 1980?
2. What is the current market share for each region?
3. Is the market share in each region likely to increase or decrease in 2017?
4. Which platforms are the most popular in each region?
5. Which genres are the most popular in each region?



Current Understanding

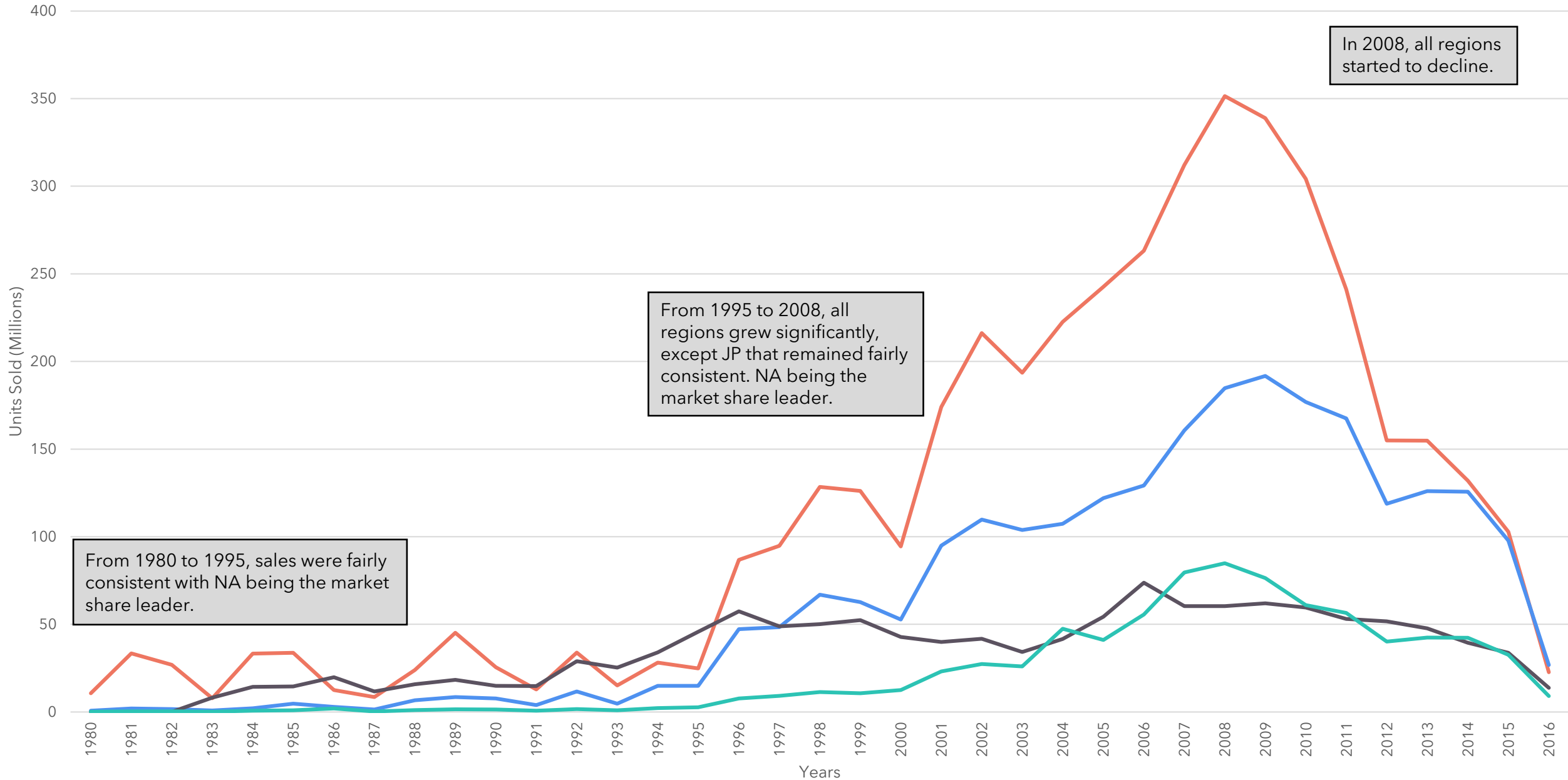
The current general understanding in GameCo, is that regional game sales have been relatively consistent over time in terms of market share.

The revised understanding will summarize the insights from the conducted data analysis.



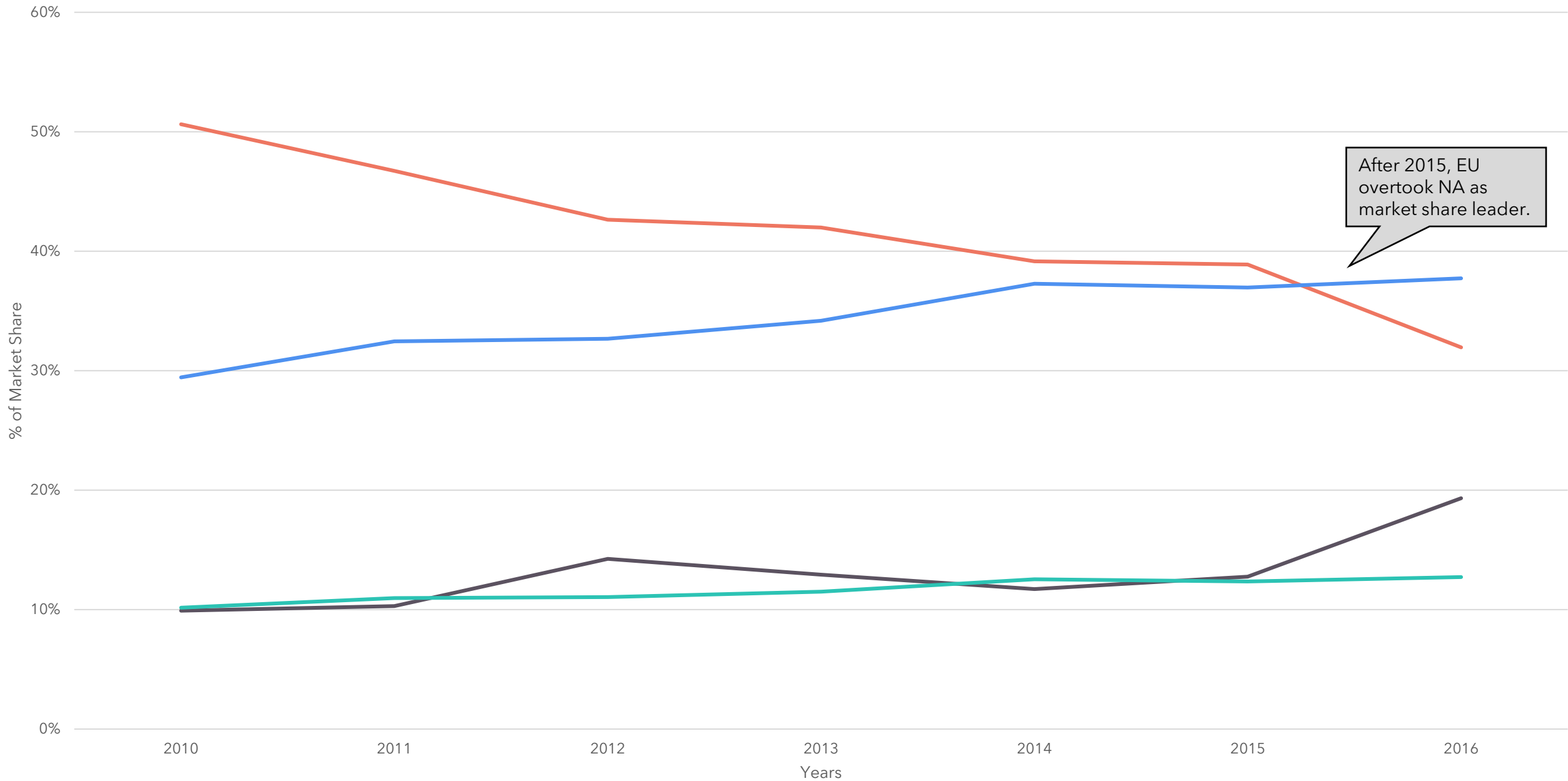
Total Regional Game Sales, 1980 - 2016

NA Sales EU Sales JP Sales Other Sales



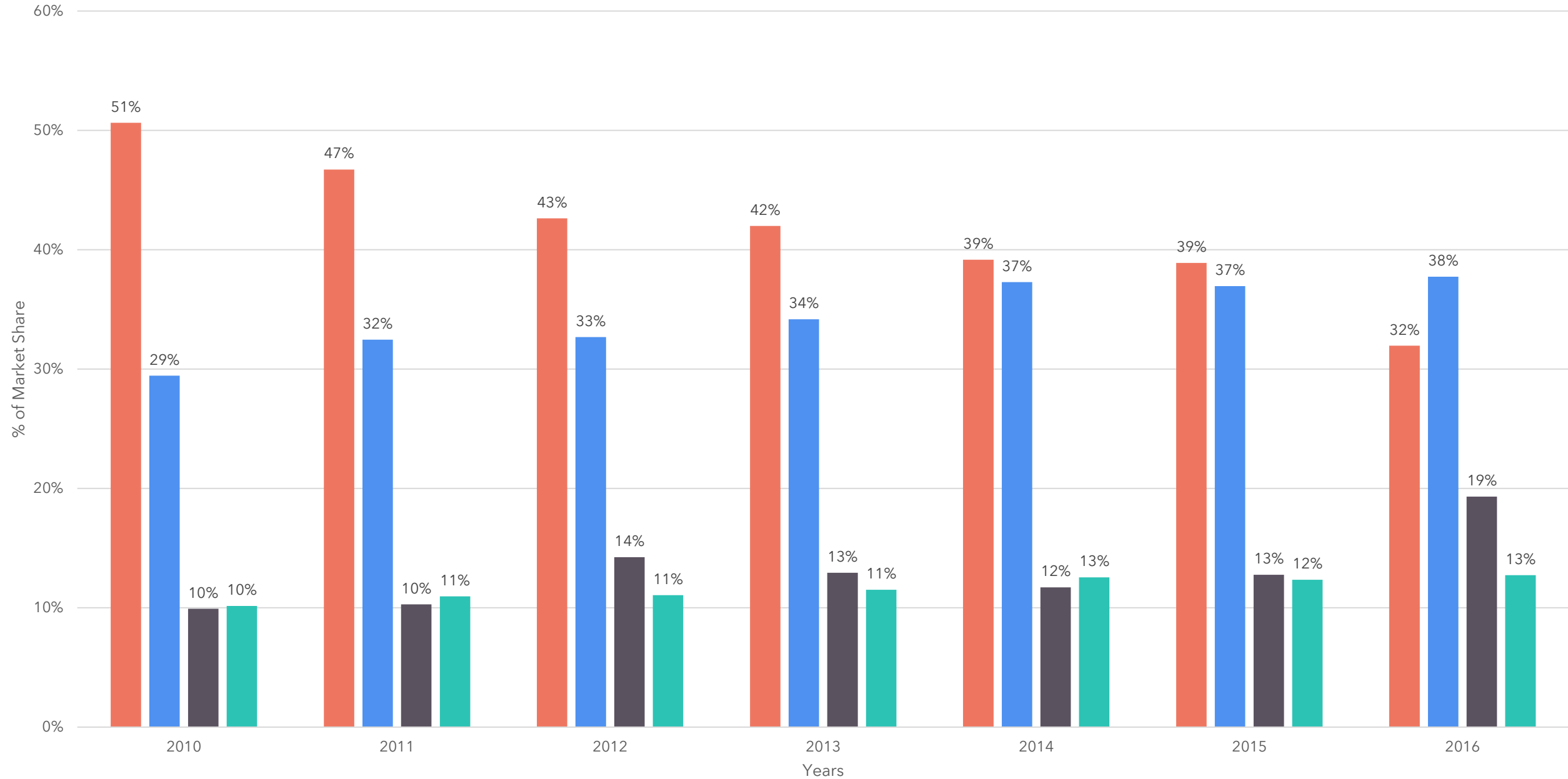
Market Share of Total Global Sales, 2010 - 2016

NA Sales EU Sales JP Sales Other Sales



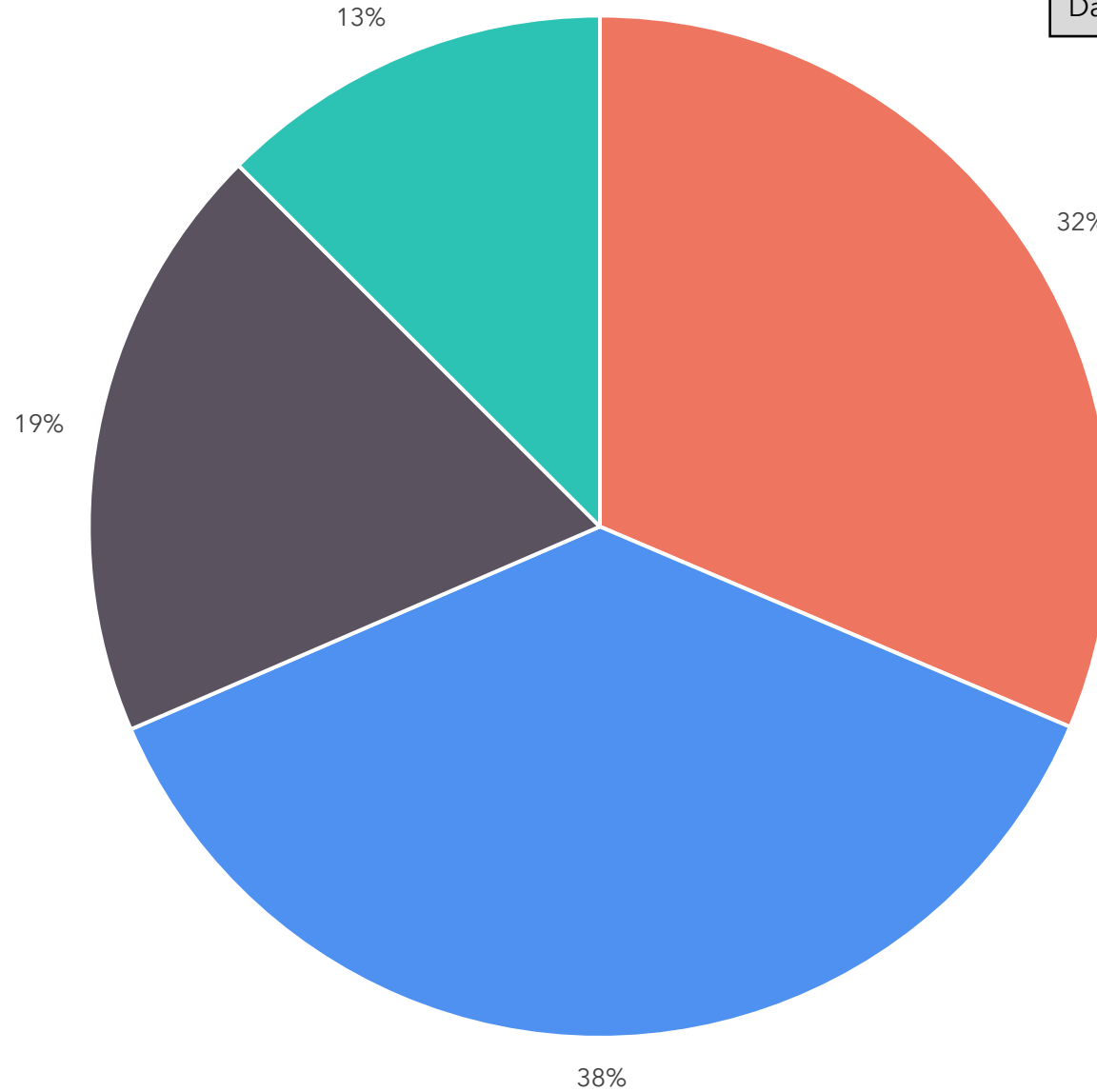
Market Share of Total Global Sales, 2010 - 2016

■ NA Sales ■ EU Sales ■ JP Sales ■ Other Sales

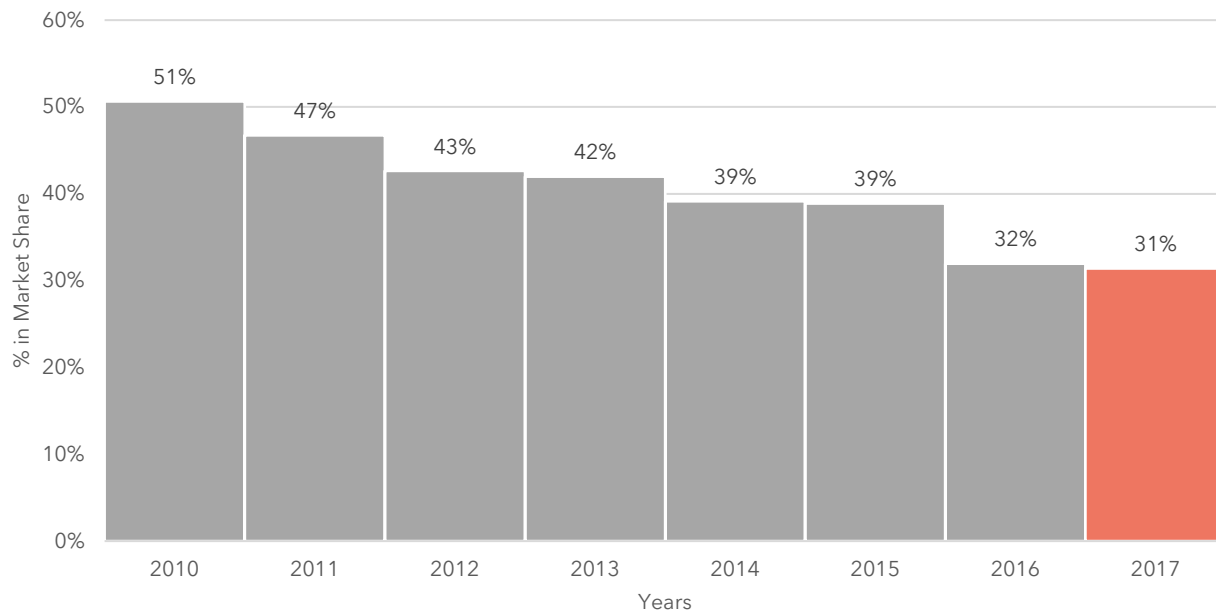


Market Share of Total Global Sales in 2016

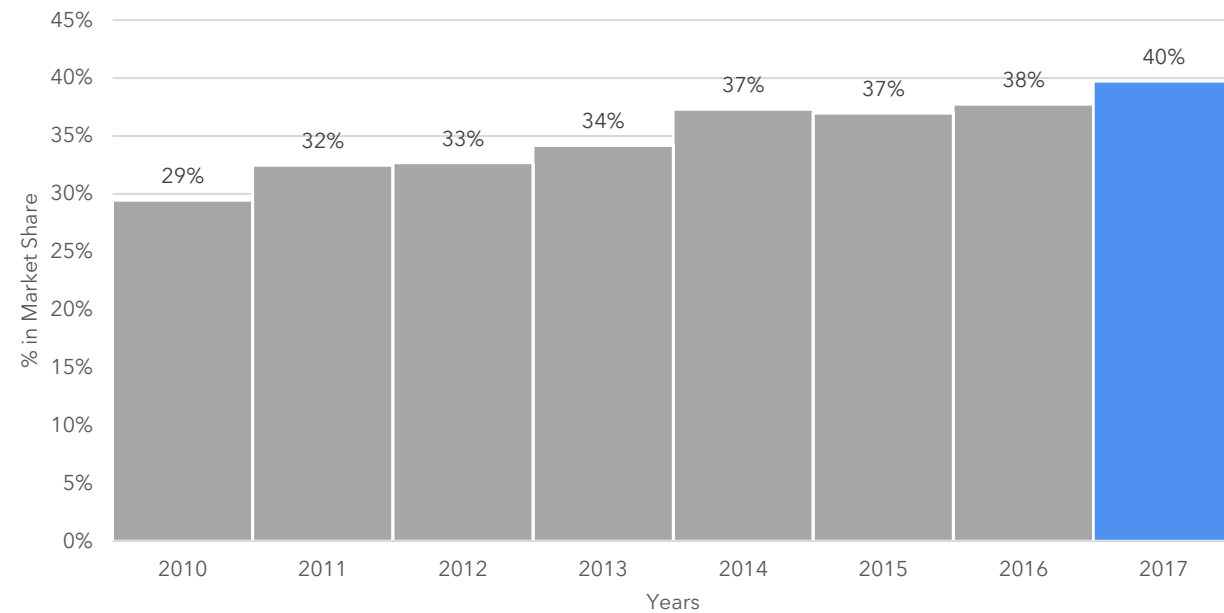
■ NA Sales ■ EU Sales ■ JP Sales ■ Other Sales



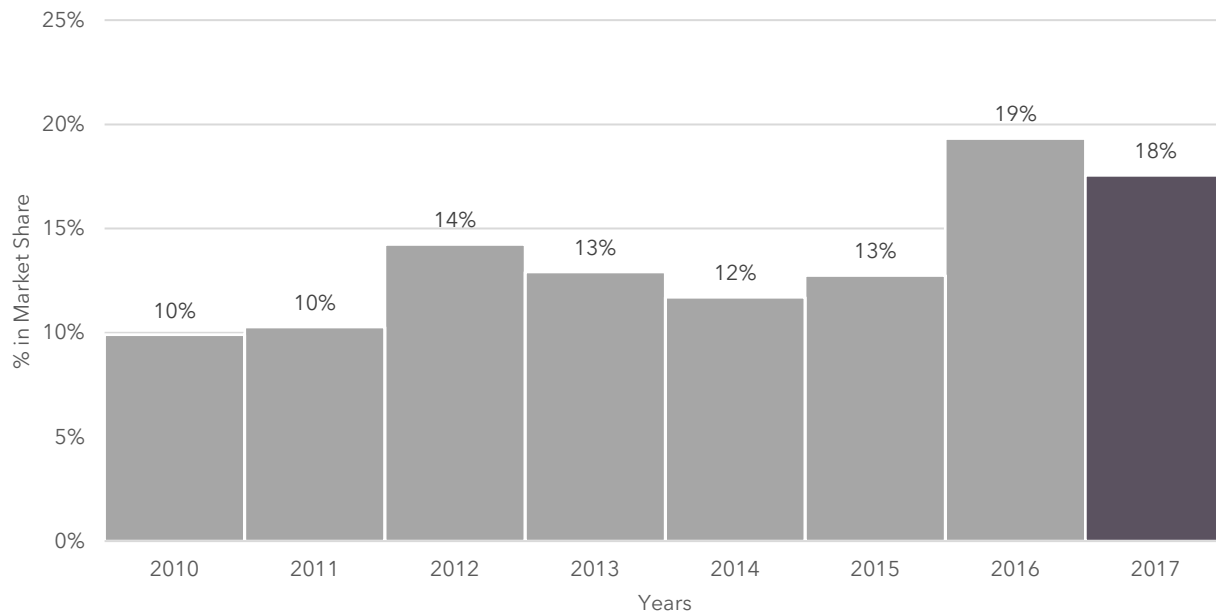
Market Share Forecast, NA Sales



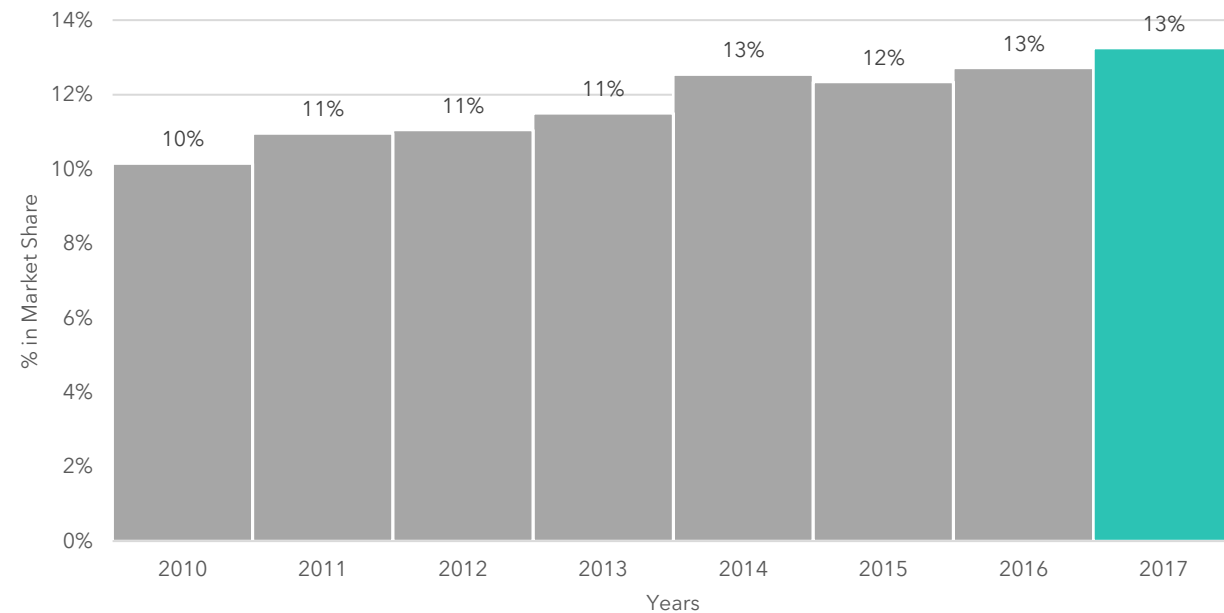
Market Share Forecast, EU Sales



Market Share Forecast, JP Sales

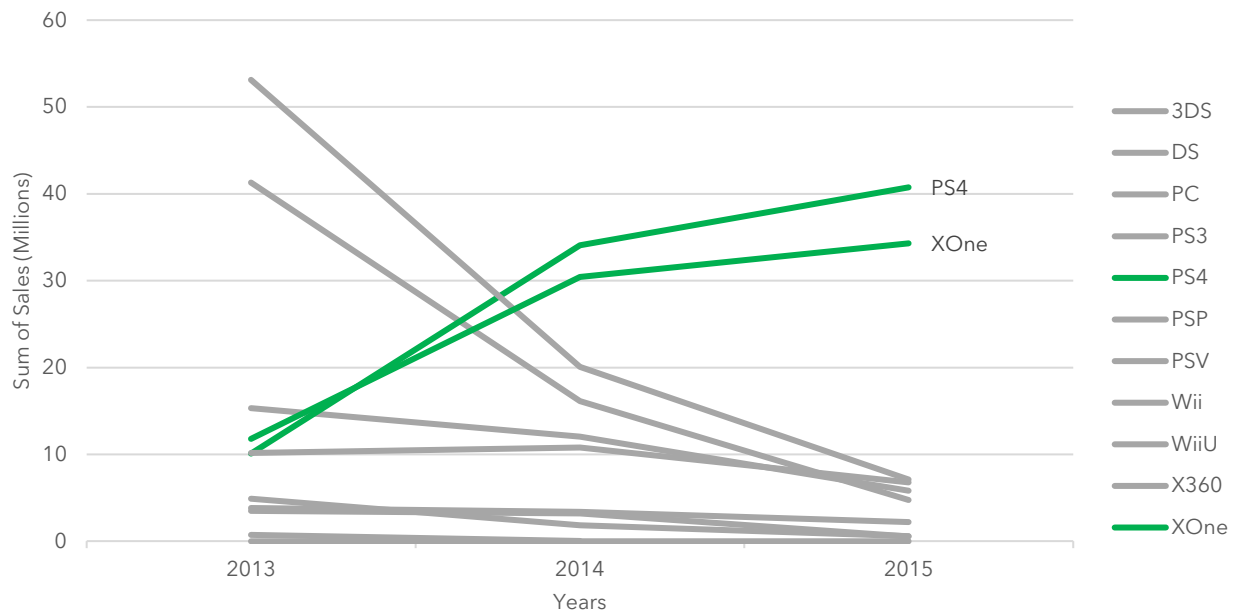


Market Share Forecast, Other Sales

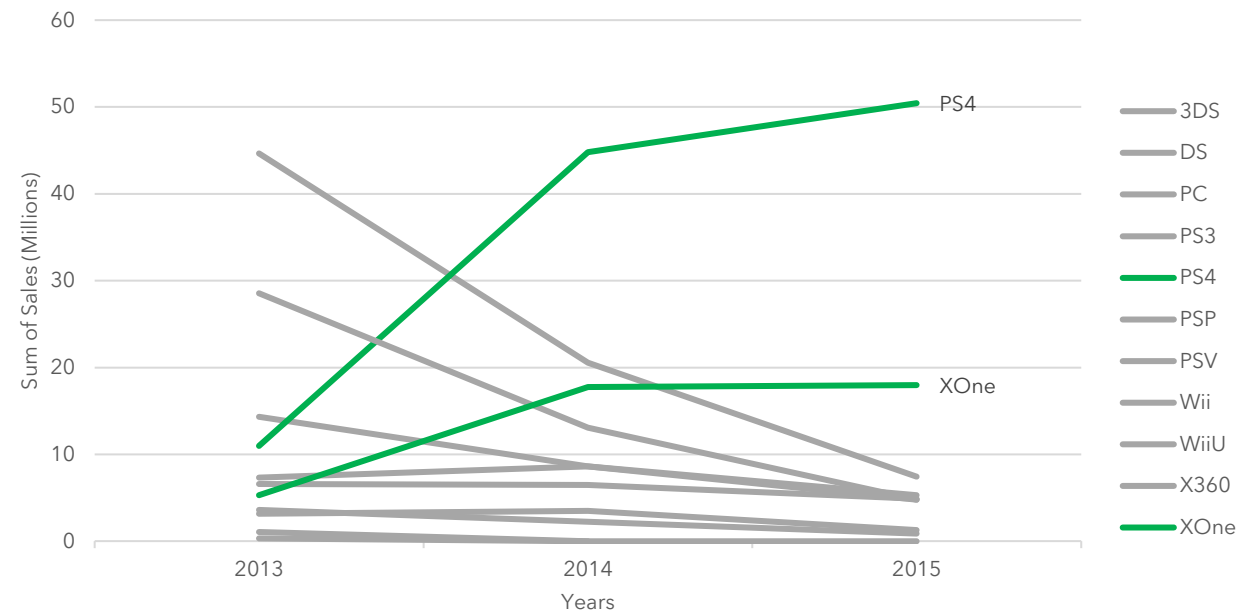


* Forecast values are based on the average market share trend from 2010 to 2016.

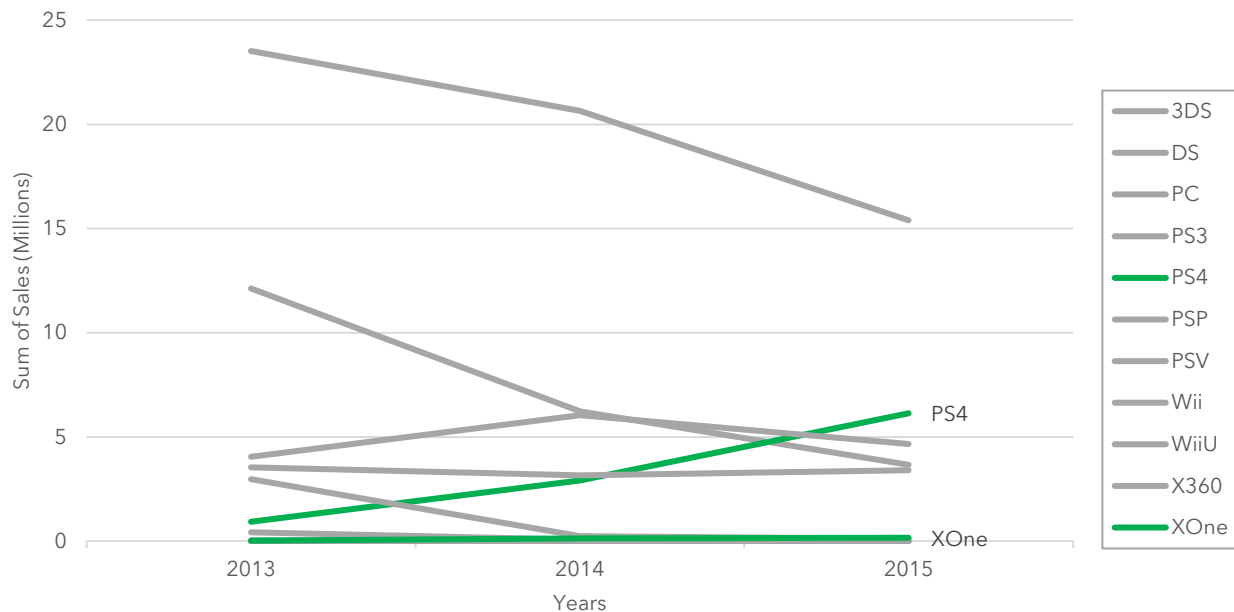
NA Sales per Platform (Positive Trends)



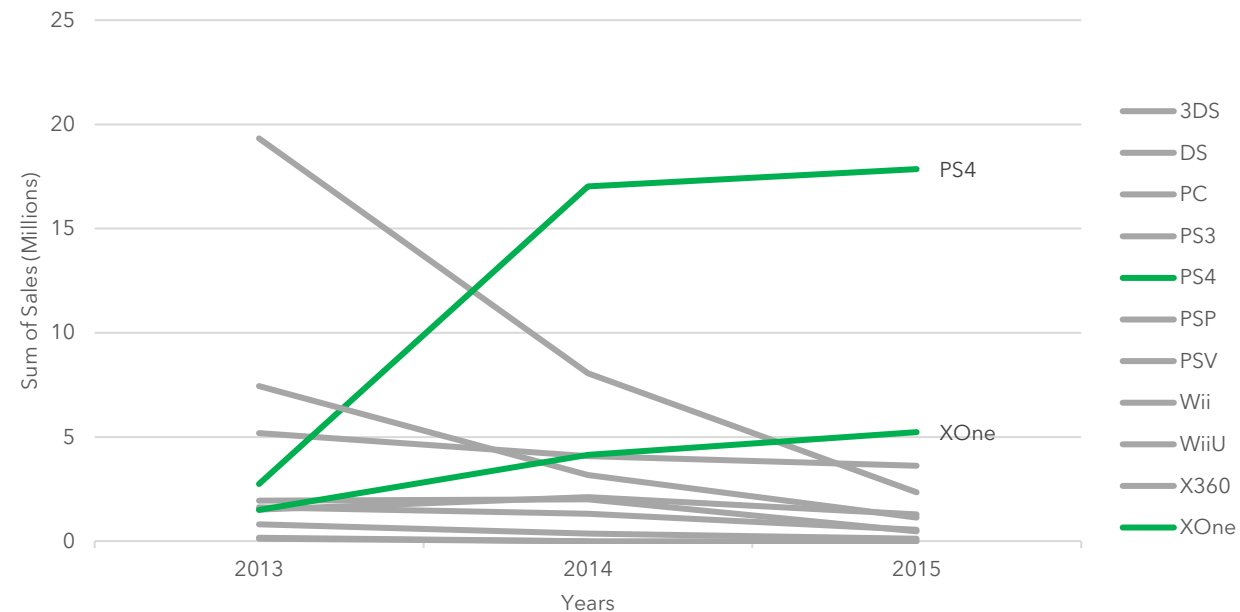
EU Sales per Platform (Positive Trends)



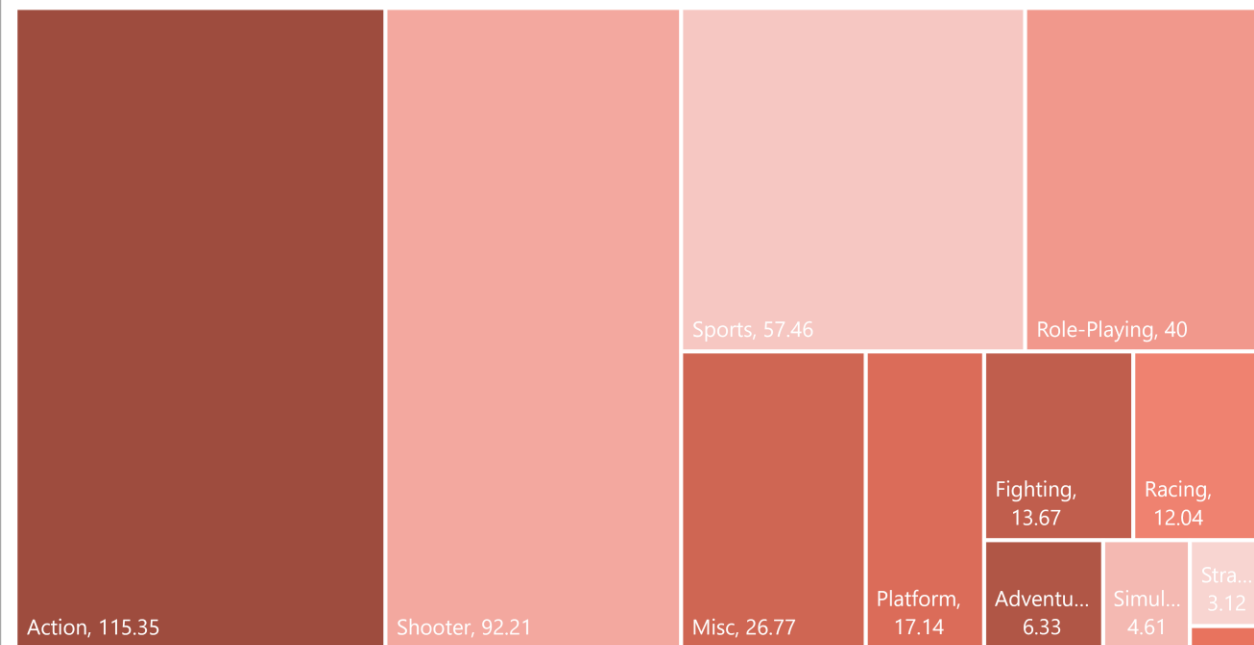
JP Sales per Platform (Positive Trends)



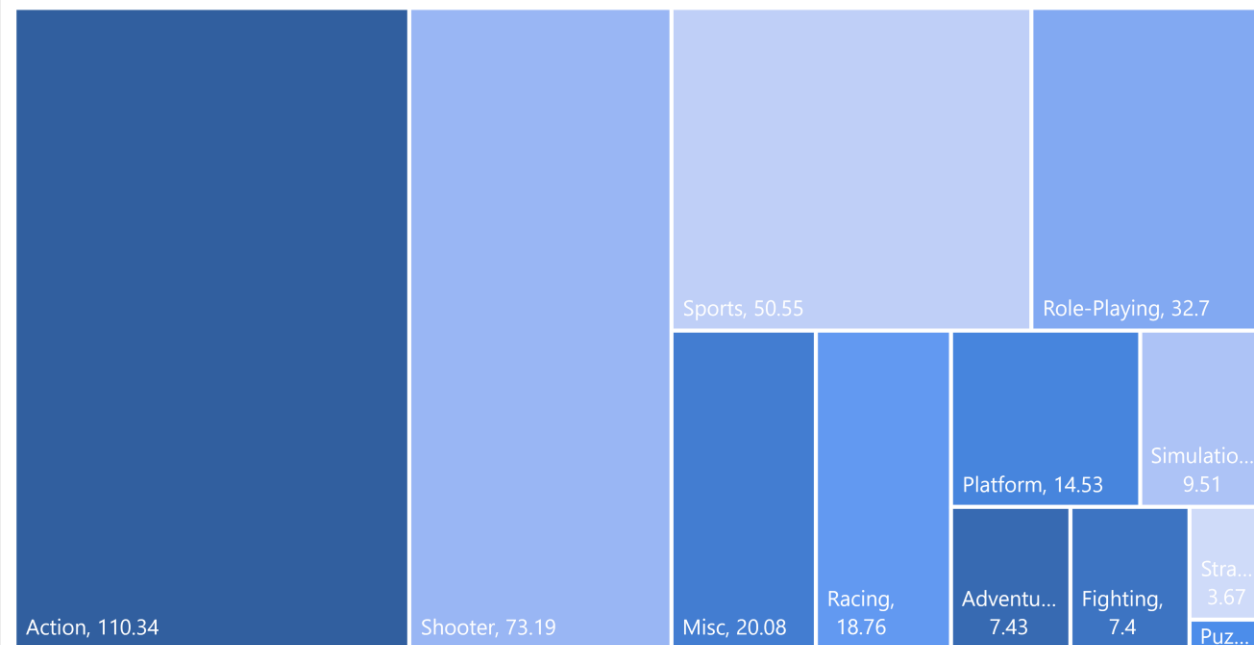
Other Sales per Platform (Positive Trends)



Genres by Sales (Millions) in NA, 2013 - 2015



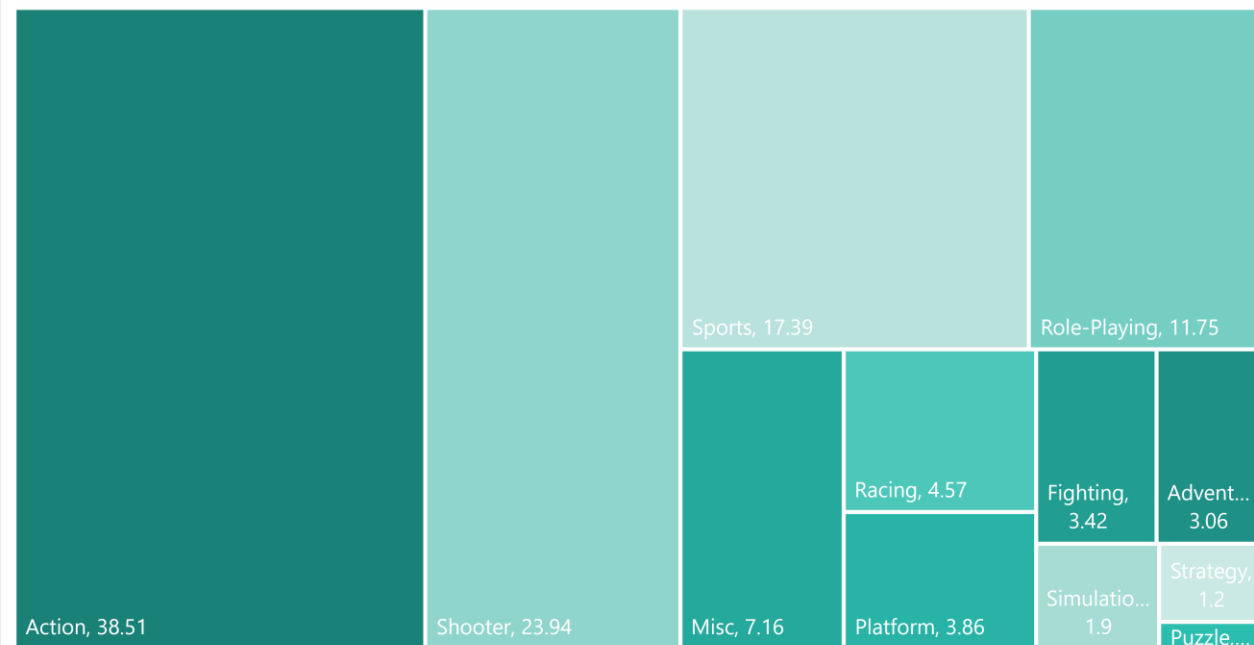
Genres by Sales (Millions) in EU, 2013 - 2015



Genres by Sales (Millions) in JP, 2013 - 2015

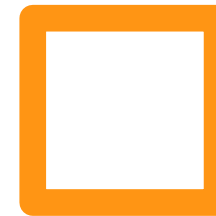


Genres by Sales (Millions) in Other, 2013 - 2015



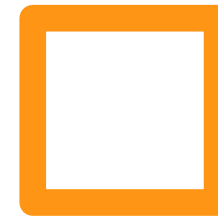
Revised Understanding

- Regional market shares has been fluctuating significantly since 1980, significant regional decline after 2008.
- "NA Sales" is no longer the market share leader after dropping consistently and losing market share to the other regions.
- "NA Sales" is expected to decline in market share, while "EU Sales", "JP Sales" and "Other Sales" are expected to increase based on current trends.
- Since 2010 "NA Sales" decreased 19%, "EU Sales" increased 9%, "JP Sales" increased 9% and "Other Sales" increased 3% in market share.



Recommendations

- Marketing budget allocation based on trends: 30% for "NA Sales", 40% for "EU Sales", 15% for "JP Sales" and 15% for "Other Sales".
- Platforms based on positive trends: "PS4" and "XOne" (increasing in all regions).
- Top 3 genres based on trends: "Action", "Shooter" and "Sports" for "NA Sales", "EU Sales" and "Other Sales". "Role-Playing", "Action" and "Misc" for "JP Sales".
- Further analysis of "NA Sales" to understand region decline recommended.





Thank You!

