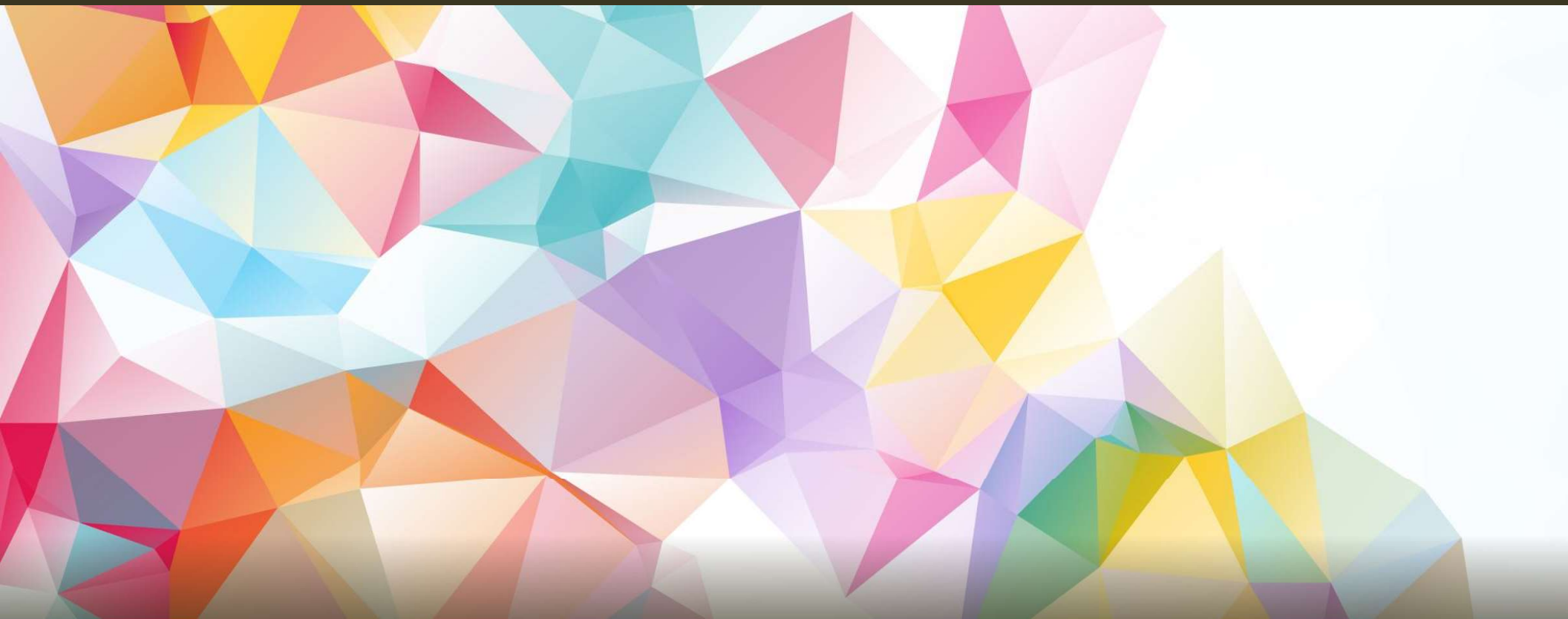


GameCo

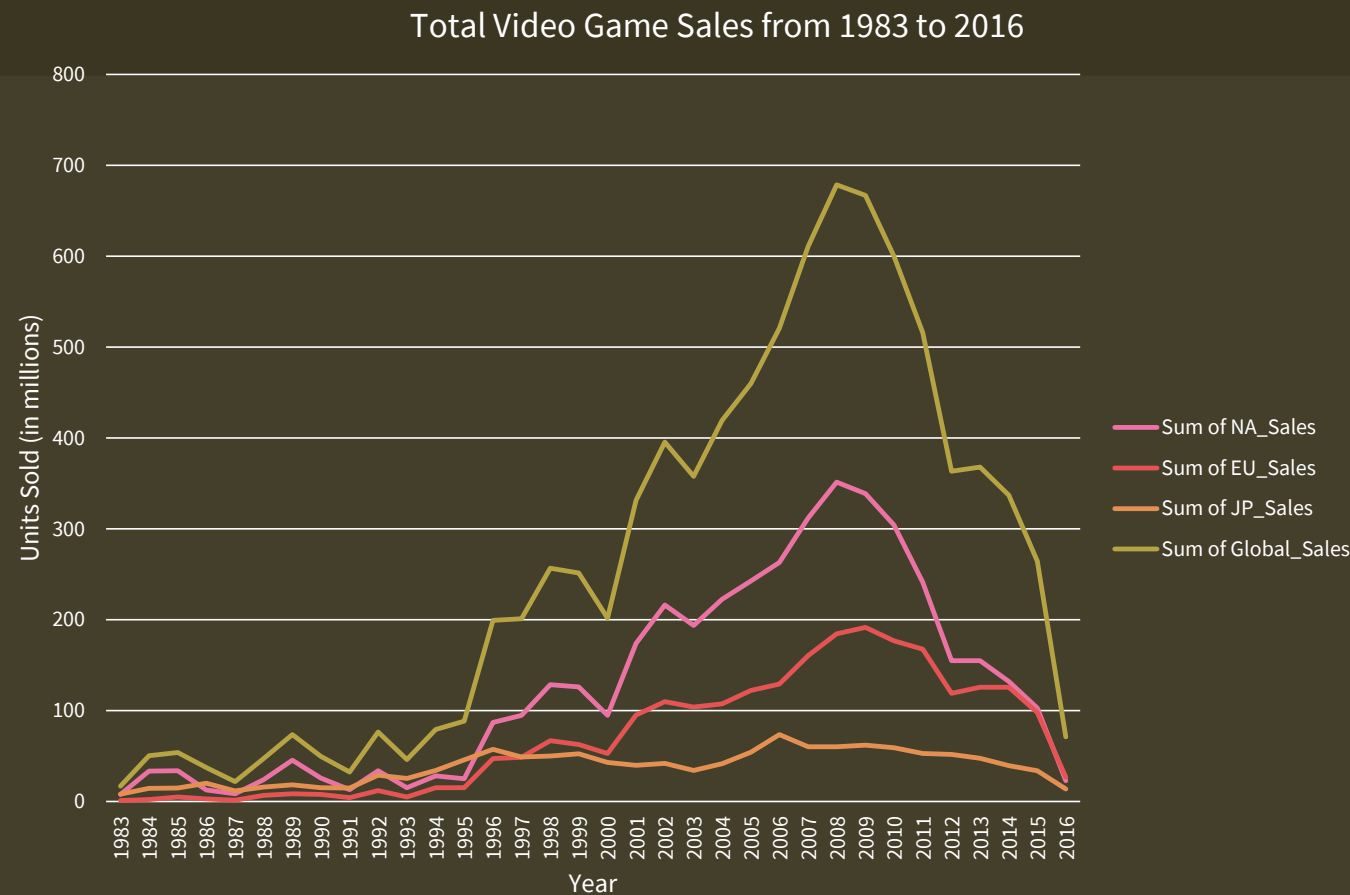
2017 Video Game Insights

Analysis and Presentation created by Kara Evans



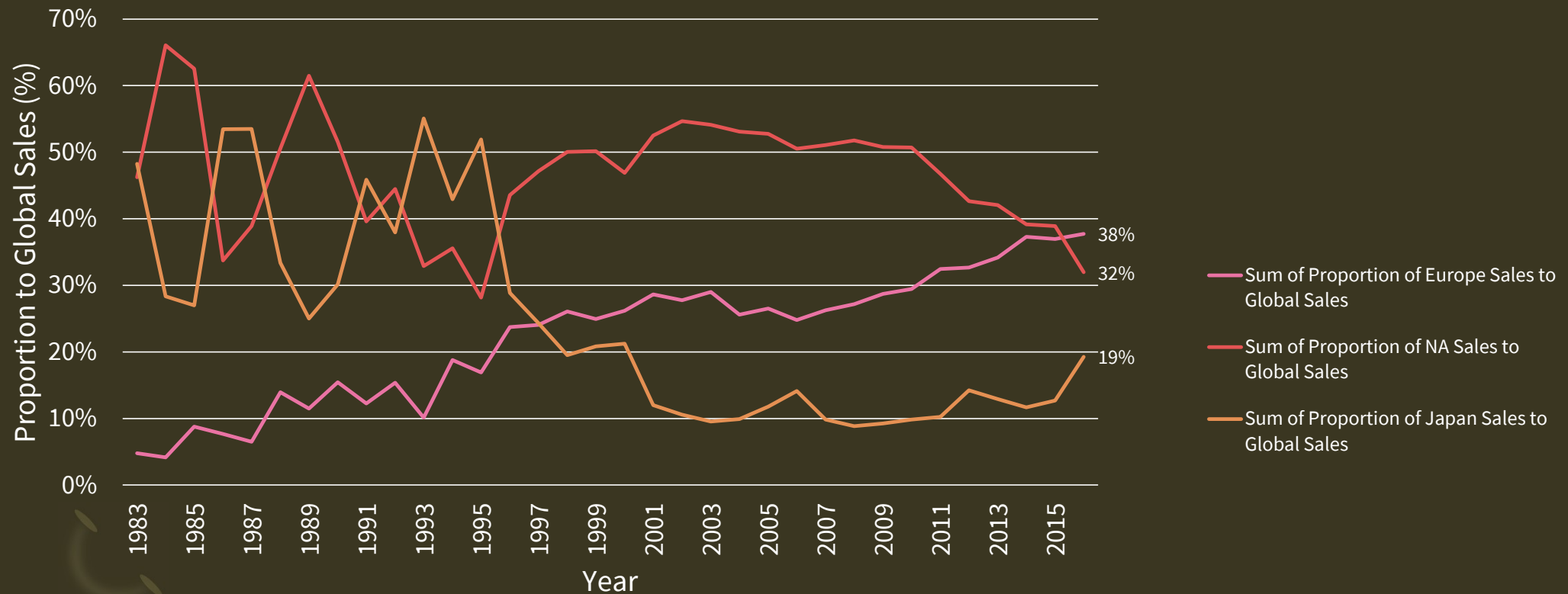
GameCo's current understanding of video game sales assumes North American sales will continue to dominate the global market.

- North America has historically held the highest position in the global market.
- All regions saw a decline in sales beginning in 2009.
- In 2015, North America and Europe sale rates were similar indicating a shift in the global market.



Europe made up most of the global market in 2016.

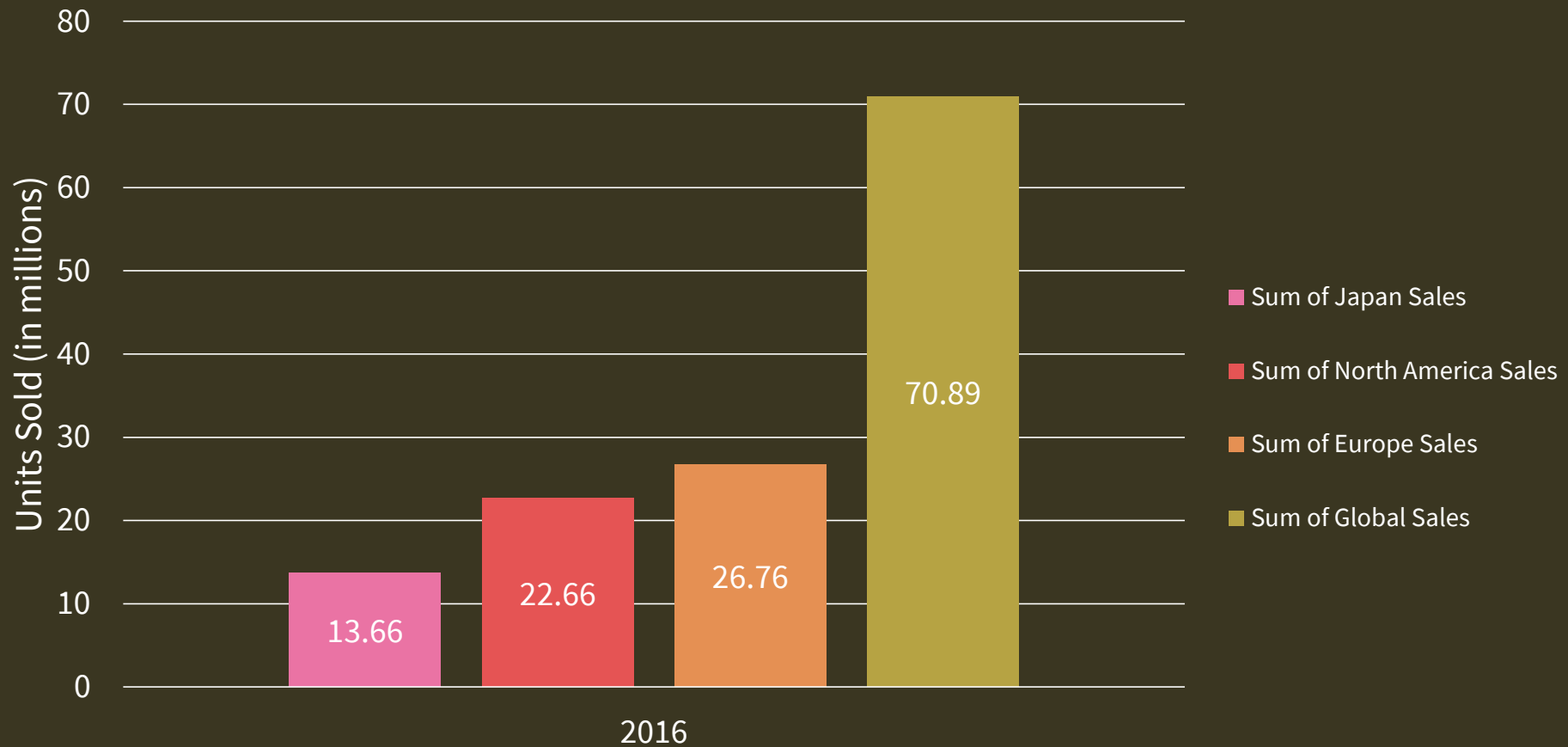
Proportion of Regional Sales to Global Sales from 1983 to 2016



This data suggests that regional markets have changed over time which conflicts with our current assumption.

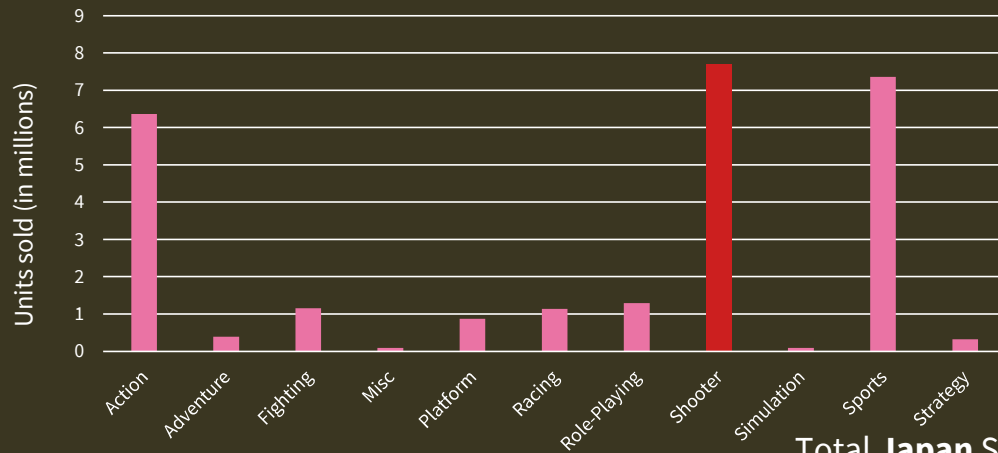
Europe sales were higher than North America sales by the end of 2016.

Total Sales in 2016

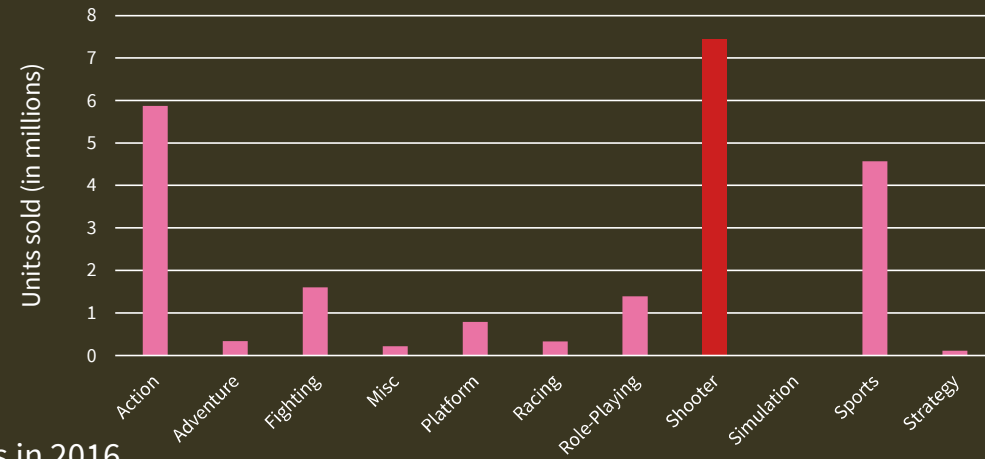


Popular Genres by Region in 2016

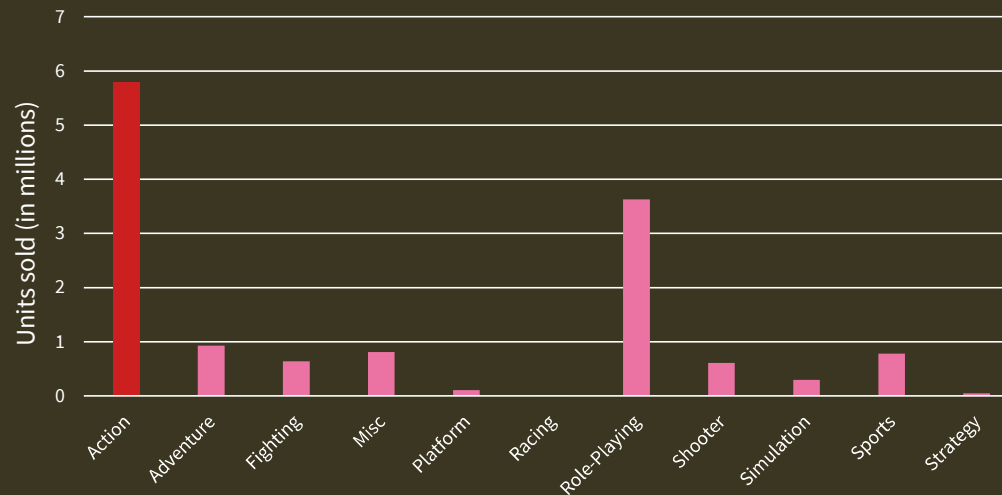
Total **Europe** Sales in 2016



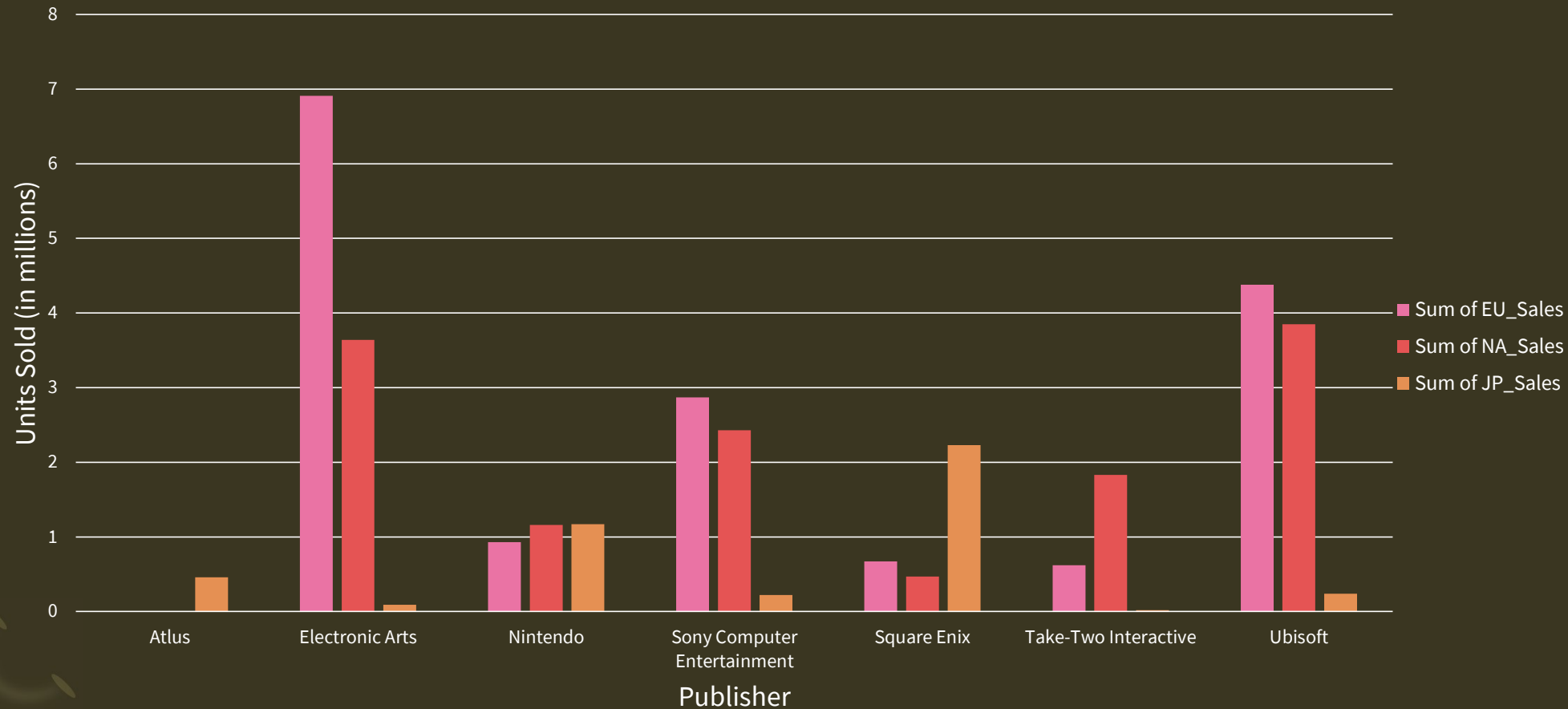
Total **North America** Sales in 2016



Total **Japan** Sales in 2016



Top Selling Publishers by Region in 2016



Europe: Electronic Arts

North America: Ubisoft

Japan: Square Enix

2016 Data Insights and Actions

- Europe makes up most of the global market over North America and Japan.

Action:

- Increase focus on the European market to satisfy this customer base.
- Action and Sport genres were popular in all three regions. However, Shooter genres were the most popular in Europe and North America where Action was the most popular in Japan.

Actions:

- A larger marketing budget should be set aside for Shooter games to satisfy the larger European and North American markets.
- A secondary focus on Action and Sport genres will satisfy demand in all three regions.
- A different competitor is making up most of the sales in each region.
 - Further analysis is needed provide more insight on how GameCo can meet the needs of the market in the presence of this competition.