To ascertain the popularity of different platforms around the world, I took the sum of sales of games and divided it by the number of games on a platform-by-platform basis. I believe that this is a more accurate metric of platform popularity than pure platforms sold because it shows the engagement with the platform. For example, in our household, once the popularity of Animal Crossing faded our Switch sat in a cupboard uncharged for months. On the other hand, I play Wordle every day. And while that example may be super dorky, I’m sure there are plenty of people listening to this who have an Xbox and a Playstation sitting under their TV and one of them is gathering dust.

A graph of different colored rectangular shapes

Description automatically generated

On that note, we can clearly see what platforms our data indicates is not gathering dust. The PS4 is clearly dominant in the world. Aside from Japan, which at the time of the data preferred the 3DS, and North America’s preference for the Xbox One, the Playstation 4 had the highest sales per game. While you will see later that the Playstation 2 has the most games in our dataset, the revenue generated by the PS4 games indicates that development on that platform is the most profitable.

To figure out the popularity of the Publishers of video games, I used a similar formula to the platforms. I added up the total sales of the games by publisher and divided it by the number of games published. This gave us a figure that shows the financial success of the games of each publisher, on average.

A graph of sales

Description automatically generated

The publishers’ popularity mirrors the platforms’ popularity. Square, a Nintendo exclusive at the height of the platform’s popularity, is also the most popular in the market where Nintendo is dominant. In North America, where Microsoft’s Xbox One was the dominant console, Microsoft Game Studios, now Xbox Game Studios, publisher of the Halo franchise, Microsoft Flight Simulator, and Minesweeper among other hits, is the most popular game developer. And in the rest of the world, lead by the popular Grand Theft Auto franchise, is Rockstar Games, which correlates with the popularity of the Playstation 4.