

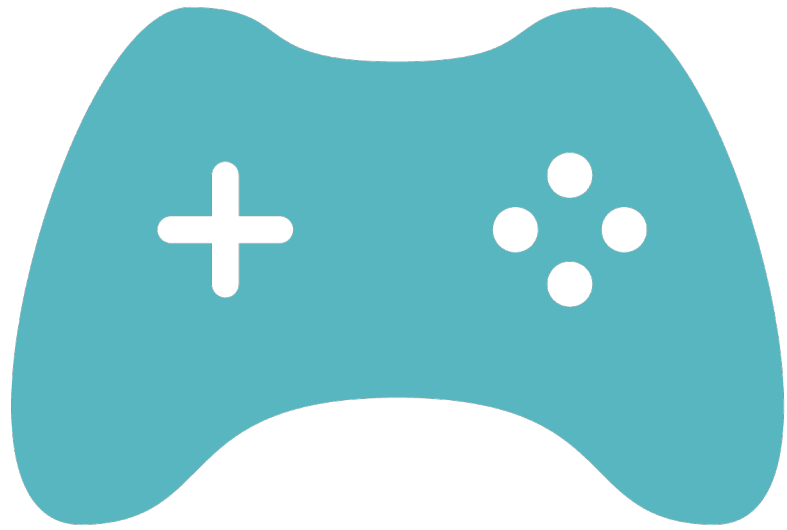
# GameCo's Roadmap: Data-Driven Strategies for 2017



## GameCo's Current Understanding of Video Game Sales Across Geographic Regions

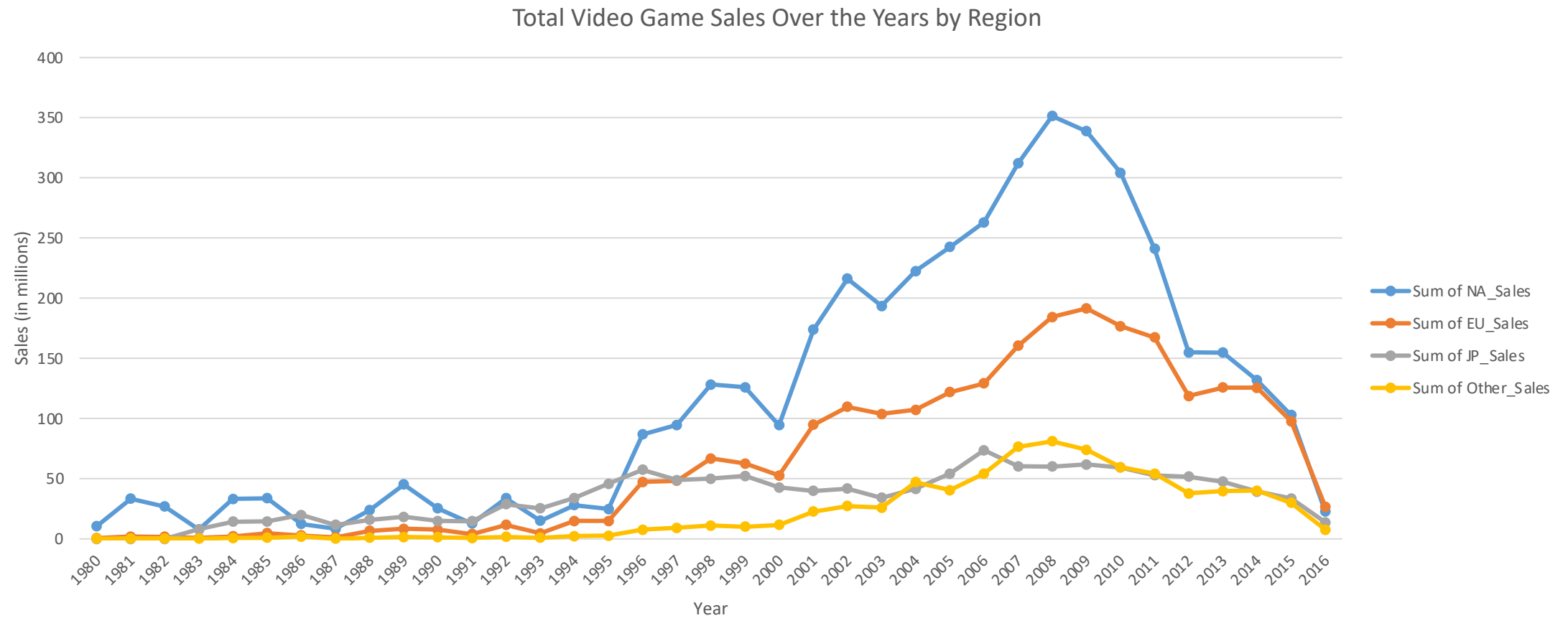
GameCo assumes that video game sales remain consistent and uniformly distributed across various geographic regions. Historically, North America and Europe have been primary markets, with sales in Japan and other regions believed to be relatively stable over time.



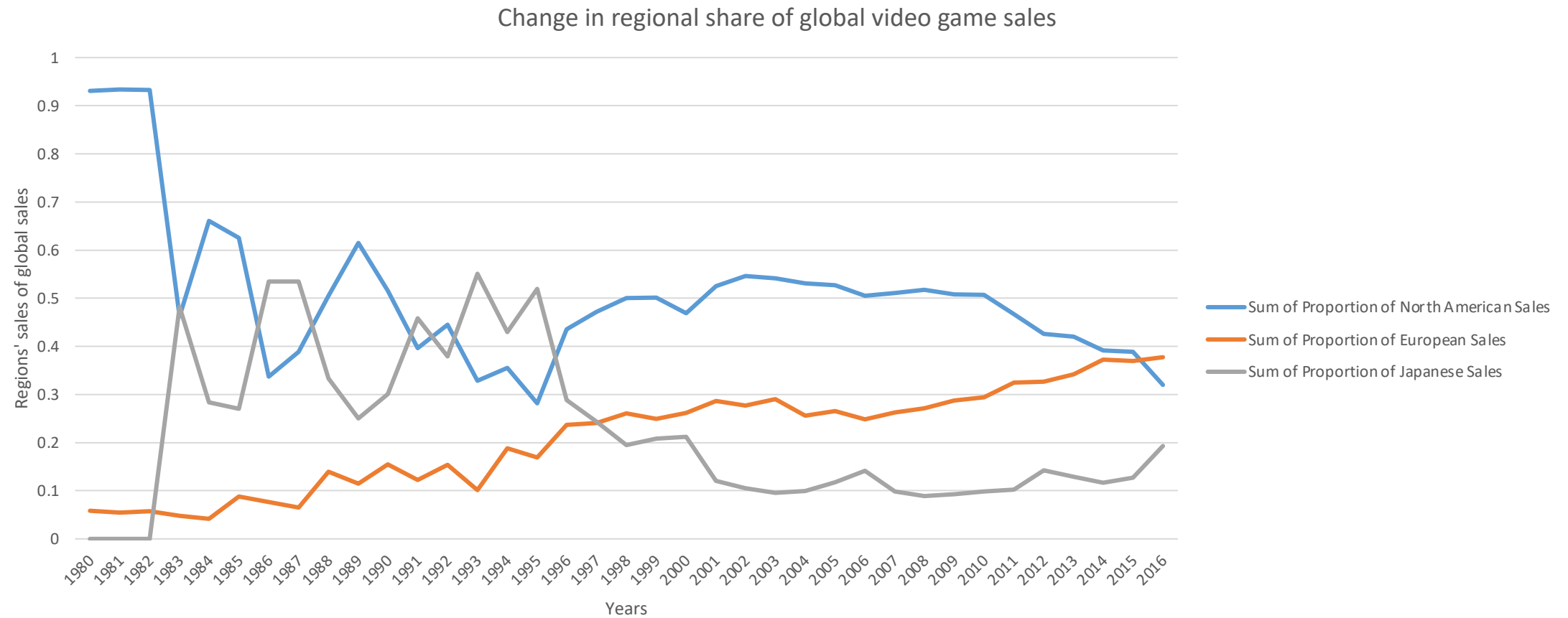


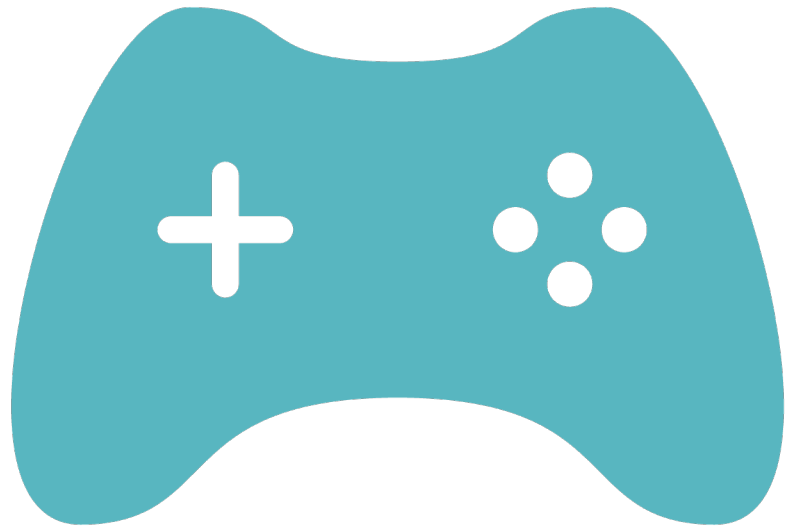
How have video  
game sales  
evolved between  
1980 and 2016?

- North American sales peaked in 2008, indicating a particularly strong year for the region.
- European experienced a growth spurt in the mid-2000s and maintained stability thereafter.
- Japan consistently trails NA and EU in sales, but remains an important market to monitor.



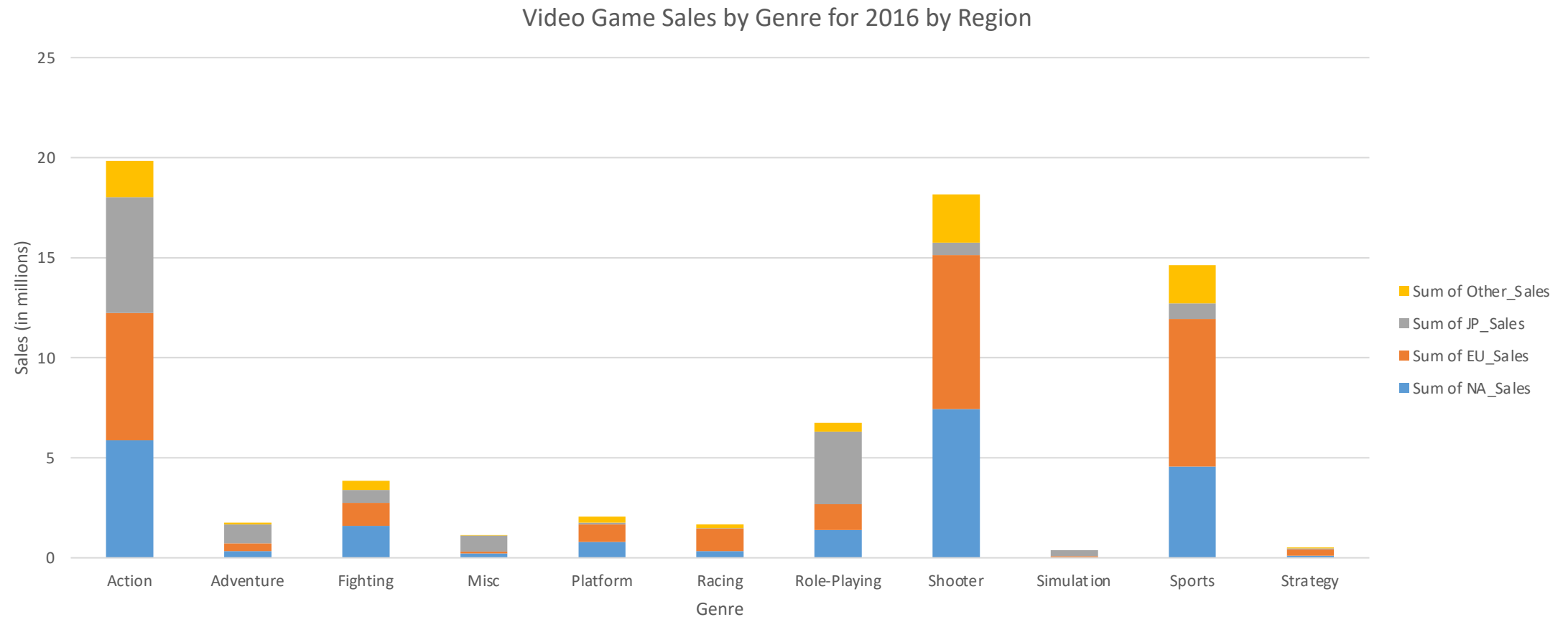
- Europe presents a growing opportunity for GameCo with its rising sales trend.
- The North American market is declining since 2010, demanding strategic reassessment.
- Japan, after two decades of stagnation, showed potential in 2016 and could soon surpass the US.



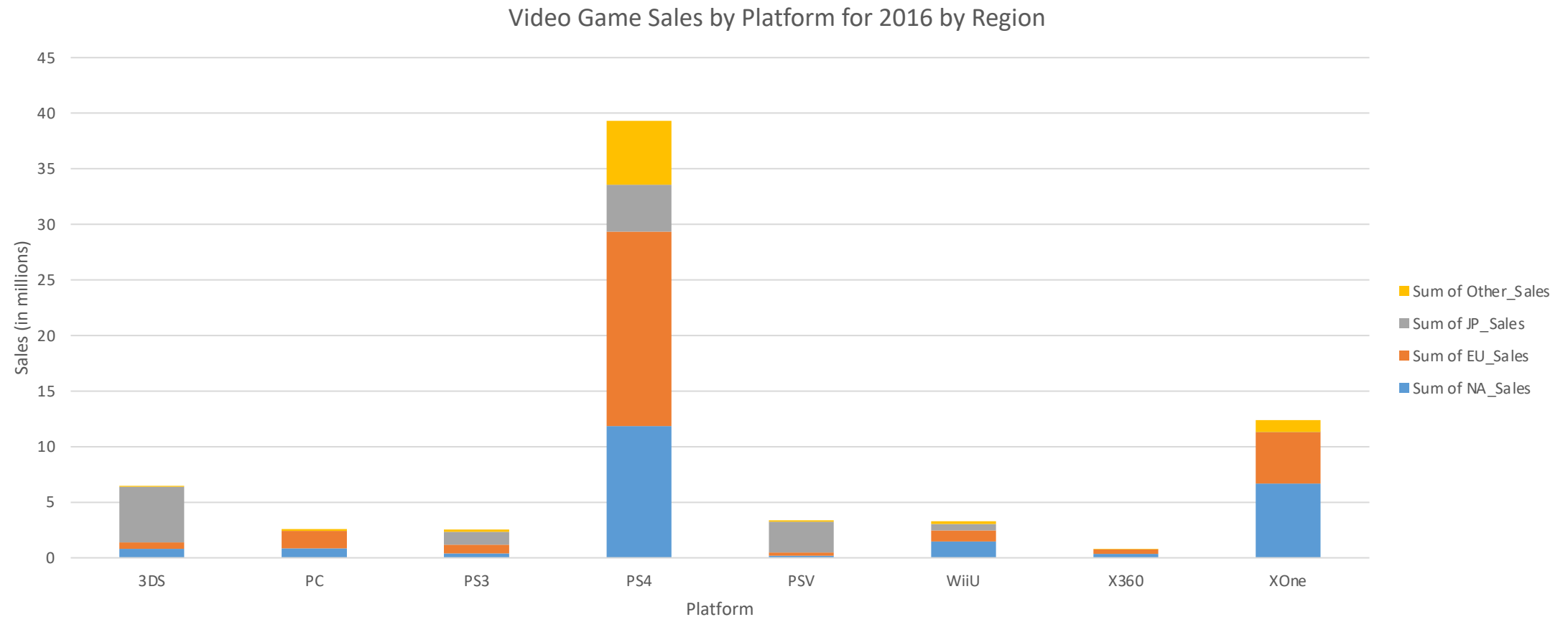


Who were the top  
video game  
market leaders in  
2016?

- Action, Shooter, and Sports games are the most popular genres.
- Action games maintain consistent popularity across all major markets.
- Shooter and Sports games are prevalent in North America and Europe.

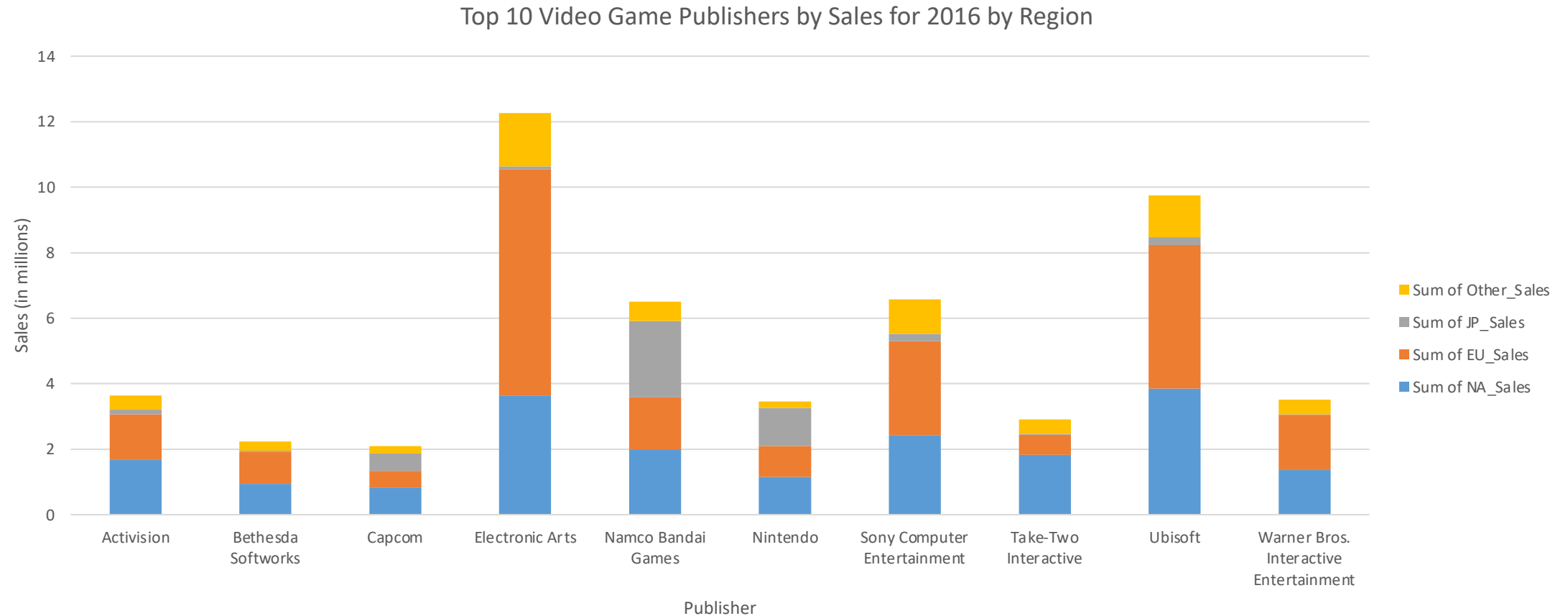


- Globally, PS4 stands out as the top gaming platform for 2016.
- XOne holds the second position, with particular prominence in North America and Europe.
- The 3DS platform, while being third globally, is the platform of choice in Japan.



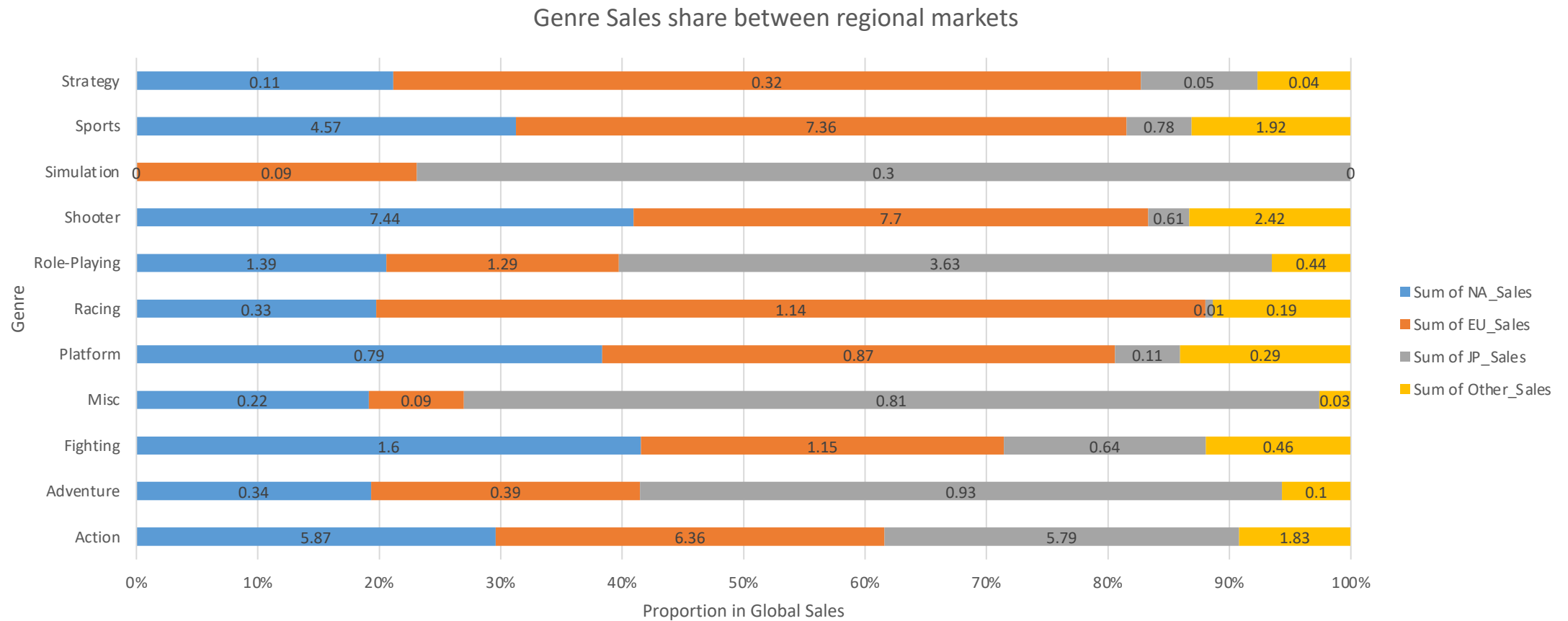


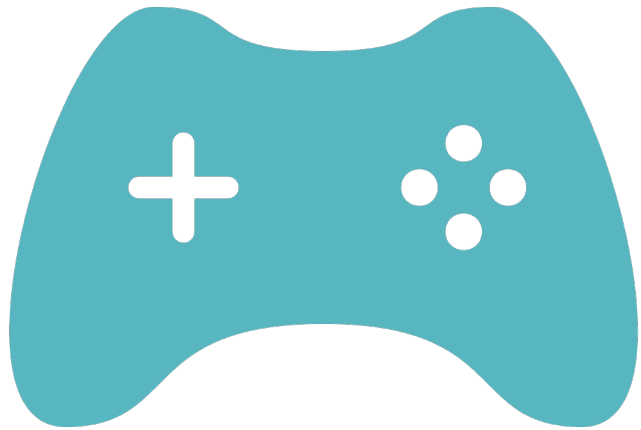
- Globally, Electronic Arts led the pack as the top publisher in terms of sales for 2016.
- Ubisoft closely followed in the second position.
- Notably, the Japanese market diverged from global trends, with Namco Bandai Games emerging as the dominant publisher.



### *The Dominance of Japan in Niche Genres.*

Japan dominates in niche genres such as simulation, misc, and role-playing. Understanding this dominance can guide GameCo's strategic decisions in these specific genres for the Japanese market.





# CONCLUSIONS

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# Europe's rapid growth, North America's downward trend, and Japan's distinct gaming tastes show a scene quite unlike what we previously thought

Traditionally, GameCo believed that regional sales trends were mostly stable. Yet, our recent findings tell another story:

- Europe is swiftly rising as a major player in the gaming sector, displaying steady growth.
- In contrast, North America, previously our strong point, is experiencing a decline.
- Japan's unique preference for specialized game genres means we face both potential challenges and opportunities, highlighting the importance of region-specific strategies.

This new information prompts us to rethink and adjust our strategy, ensuring GameCo remains flexible and reactive in this evolving market.

# Updated Insights into GameCo's Regional Sales Dynamics

The gaming industry, as reflected in our sales data, reveals a constantly changing landscape of tastes and trends. Our earlier belief at GameCo about even sales distribution doesn't hold true anymore, as the data reveals a more complex scene:

- **European Rise:** Europe isn't just growing; it's booming. The continuous upward trend suggests it's set to be a major player in the gaming world for years to come.
- **North American Shift:** While North America is still vital, its declining sales since 2010 raise questions. Multiple factors, from evolving gamer choices to market saturation, might be at play. We need a closer look to adjust our approach here.
- **Japanese Distinctiveness:** Japan's gaming scene shows its unique cultural leanings. Even if not the biggest in sales, its stronghold on certain game genres is a gold mine. Yet, it calls for strategies molded to its specific tastes.
- **Emerging Markets:** Other areas might not have the sales numbers of the big players but show promise. They might be starting smaller, but that means more opportunity for growth if approached right.

Given these insights, GameCo needs a change in direction. A one-size-fits-all plan won't work. We need strategies tailored to each region, drawing from this data, to ensure GameCo's ongoing success in the worldwide gaming scene.

# Strategic Action Plan for GameCo – Europe



Prioritize Top Genres. Focus on: Action, Sports and Shooter. Explore potential in Racing and Platform genres.



Leverage Key Platforms. Target: PlayStation (PS4 primarily) and XOne. Ensure compatibility and optimize game performance.

# Strategic Action Plan for GameCo – North America



Platforms Focus: Prioritize platforms like PS4 and XOne. Ensure top performance and game releases for these platforms.

Top Genres: Focus on Action, Sports, and Shooter genres. Research emerging popular genres to diversify the game portfolio.

# Strategic Action Plan for GameCo – Japan



**Strengthen Handheld Game Development:** Prioritize game development for 3DS given its dominance. Explore opportunities for other handheld devices, considering future market shifts.



**Focus on Top Genres:** Action and Role-Playing games should be the main focus, with potential exploration into the Adventure genre. Collaborate with popular Japanese game developers in these genres to tap into established audiences.



**PS4 Opportunities:** While 3DS dominates, the PS4 platform shows promise, especially for Role-Playing games. Allocate resources to develop or adapt games for PS4.



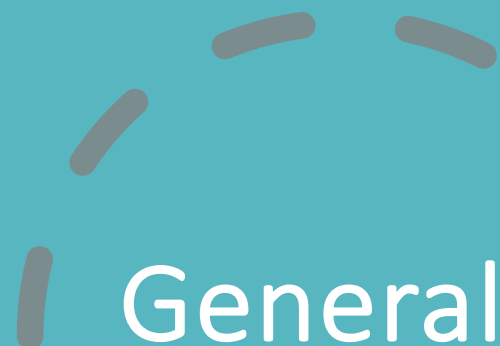
# Strategic Action Plan for GameCo – Other Regions

## Prioritize

PS4 Game Development: Prioritize game development for the PS4 platform, leveraging its clear popularity.

## Focus on

Focus on Leading Genres: Invest in Sports, Shooter, and Action genres. Consider collaborations with developers known for hits in these genres.



# General Strategic Guidelines for GameCo

<b>Community Engagement:</b>	Organize regional gaming events, tournaments, and conventions.
	Collaborate with local gaming influencers and communities for promotions and feedback.
<b>Local Partnerships &amp; Collaborations:</b>	Team up with top game developers and publishers in each region.
	Engage with eSports teams, retailers, and local influencers for promotions and exclusive offers.
<b>Deep Market Understanding:</b>	Conduct regular surveys to assess evolving preferences and identify trends.
	Explore potential in emerging game genres and franchise opportunities.
<b>Tailored Marketing &amp; Content:</b>	Design campaigns and games that resonate with local values, stories, and characters.
	Ensure content and marketing materials are adapted to the local culture and languages.
<b>Promotions &amp; Loyalty Programs:</b>	Launch region-specific promotions, deals, and loyalty programs.
	Collaborate with local retailers for exclusive releases, bundles, or offers.
<b>Feedback, Analytics &amp; Adaptation:</b>	Invest in analytics tools for real-time sales tracking.
	Implement feedback mechanisms for iterative improvements and fine-tune strategies based on trends.



Thank You