

SHIFTING MARKET TRENDS: INSIGHTS AND STRATEGY FOR GLOBAL SALES

AGENDA

Introduction to Market Dynamics

Sales Trends and Proportions (2000-2016)

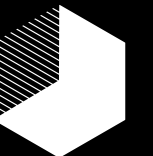
Key Insight: Japan's Market Resilience

Revised Understanding of Market Dynamics

Strategic Recommendations for Growth

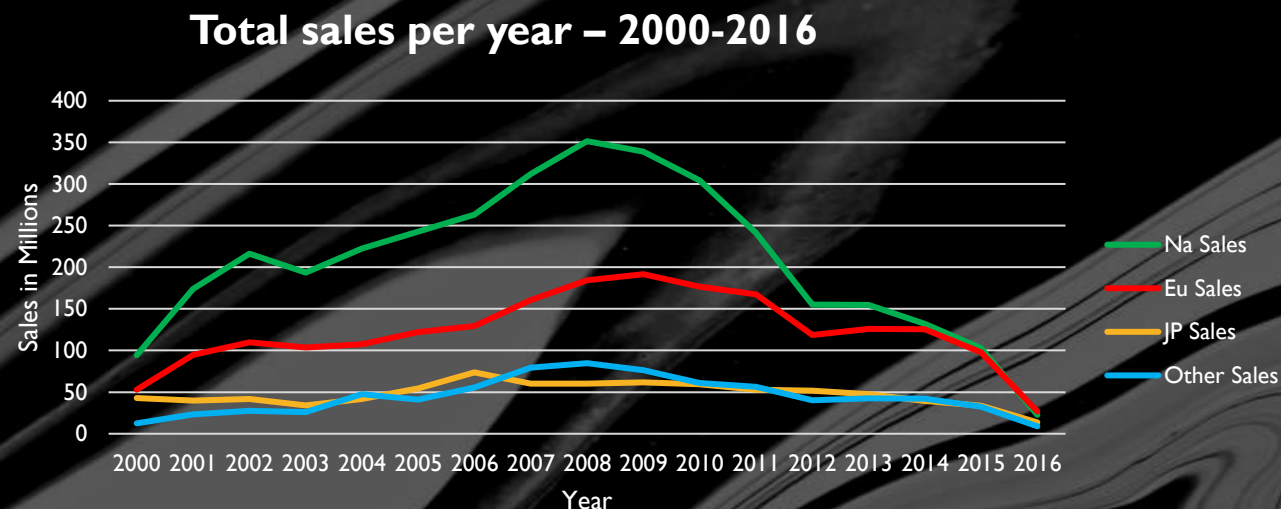


Gameco's current understanding is that the European and North American markets have long been the strongest and most reliable sources of global video game sales. These regions are viewed as the primary drivers of revenue due to their large consumer bases, established gaming cultures, and consistent sales performance over the years.

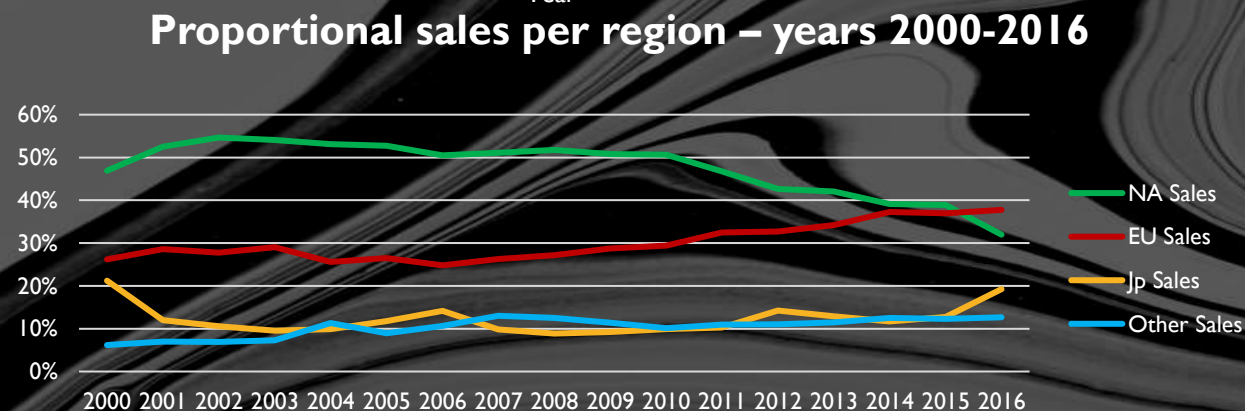


SALES TRENDS AND PROPORTIONS (2000-2016)

This line chart shows the annual sales trends for key regions North America, Europe, Japan, and Other Markets from 2000 to 2016.

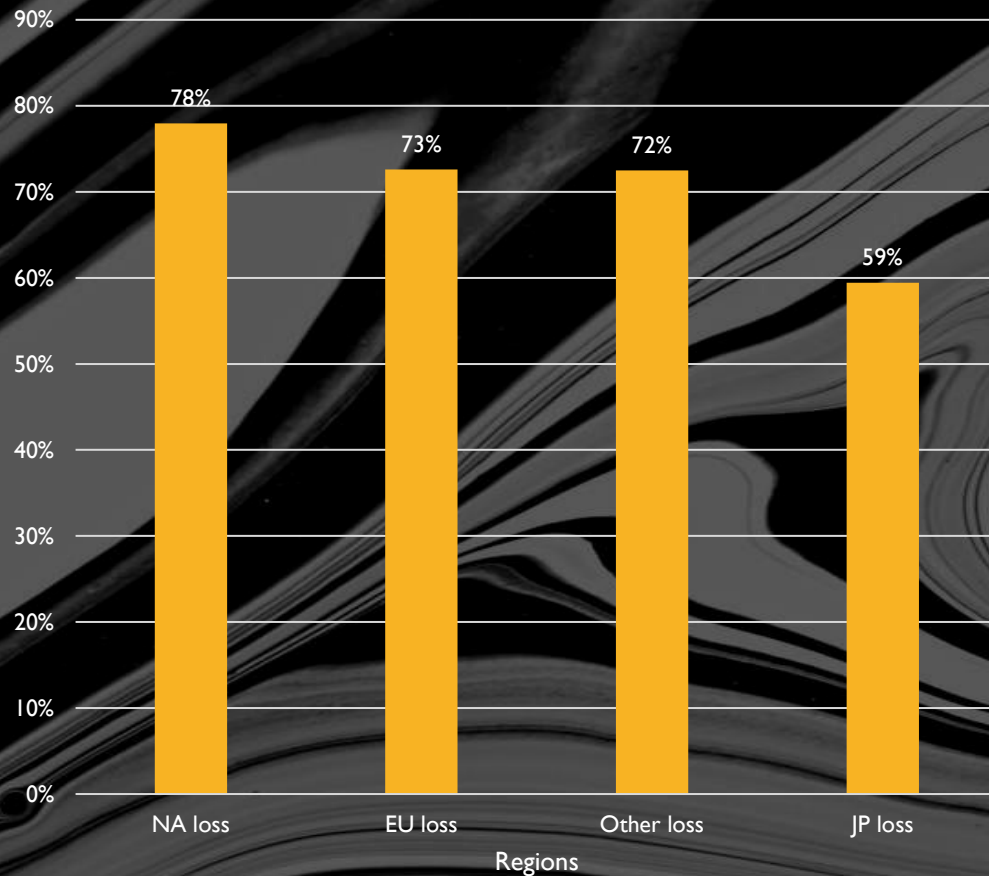


This bar chart highlights the percentage of global sales attributed to each region, focusing specifically on Japan.

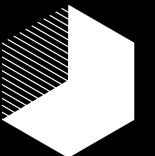


KEY INSIGHT: JAPAN'S MARKET RESILIENCE

Loss of sales in % - years 2015-2016



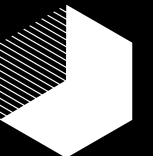
Analysis of the sales data from 2015 to 2016 reveals a significant insight: Japan's market experienced the smallest proportional decline in sales compared to other regions. This resilience challenges GameCo's current understanding and Japan's comparatively steady performance suggests that it may be a more robust and growing market than previously acknowledged.



REVISED UNDERSTANDING OF MARKET DYNAMICS



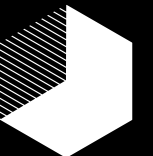
Based on the latest data analysis, GameCo's understanding of global video game sales requires significant revision. The new insights reveal that Japan's market is exhibiting remarkable resilience and growth, contrary to the previous assumption that North America and Europe were the indisputable leaders. While these regions remain strong, Japan's ability to maintain and even increase its market share, despite global shifts, highlights its renewed importance in the gaming industry. This suggests that Japan may not only be a stable market but could also offer emerging opportunities that warrant more strategic attention. GameCo should now consider a more balanced approach, integrating Japan into core strategies alongside traditional key markets and exploring how Japan's stability can drive future growth.



STRATEGIC RECOMMENDATIONS FOR GROWTH

Given Japan's recent growth and stability in the video game market, GameCo should:

- **Expand Research:** Conduct detailed studies to better understand Japanese consumer preferences and trends.
- **Increase Investment:** Boost funding for game development and marketing efforts in Japan to harness its expanding market potential.
- **Enhance Localization:** Develop and customize game content specifically for Japanese audiences to increase engagement.
- **Diversify Strategies:** Create tailored strategies for different regions, balancing focus between established and emerging markets.





THANK YOU

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