

VIDEO GAMES SALES - GAMECO

By Mary Kane

Objectives:

- ❖ Identify the most popular games per region and the publishers behind these sales.
- ❖ Predicting the market's preference on genre and platform for 2017 to help the developing team with a new video game that succeeds in 2017.

Key questions:

1. What games are more popular?
2. Who are the leading Publishers per area?
3. Have any games increased or decreased in popularity?
4. How much do sales vary per region?
5. What genre of the games are performing the best?
6. What is the publisher's participation in North America, Europe and Japan?

Bias:

VGChartz methodology. The data was collected through VGChartz. This source uses a methodology that counts sales in sold units as one, but in reality, these sales can be from consumers or shipments out of the door.

To analyze year-by-year behavior, 271 rows with a value of N/A in the Year column had to be removed.

We will identify North American participation with the color BLUE.

The European market will identify with the color ORANGE.

And Japan will be represented by the color GRAY.

Overview

This analysis will evaluate the Video Game market behavior from 1980 to 2016 with the intention to Identify the trends in North America, Europe and Japan markets by analysing each region's market and the publishers behind their sales in the past eight years (2008 - 2016).

The purpose of predicting the market's preference on genre and platform is to support the development of a new video game created by GameCo that succeeds and represents revenue for the company.

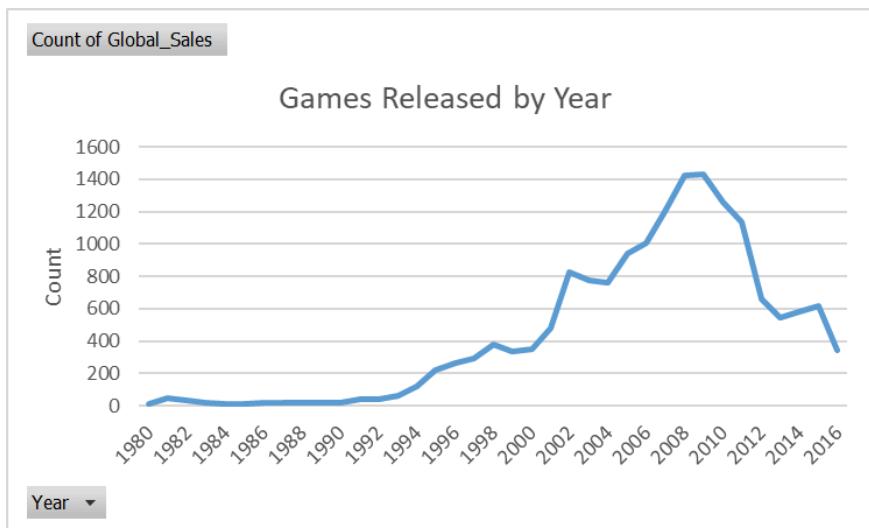
The Video Game industry and the gaming community keeps evolving after the market saturation experienced in the 80's, there were too many gaming consoles and too few interesting, engaging new games. More changes came in 2009, when the gaming industry transitioned from raster graphics to 3-D graphics, opening new opportunities for New investors. Playstation and Nintendo 64 consoles sold heavily during this period. After that, a decline began and continues today.

Rapid developments in mobile technology over the last decade have created an explosion of mobile gaming, which is set to overtake revenue from console-based gaming in 2015.

A handful of companies previously monopolized the gaming industry. Still, in recent years, companies such as Apple and Google have been sneaking up the rankings due to their game sales earnings from their app stores.

For more details regarding this information, refer to the link below:

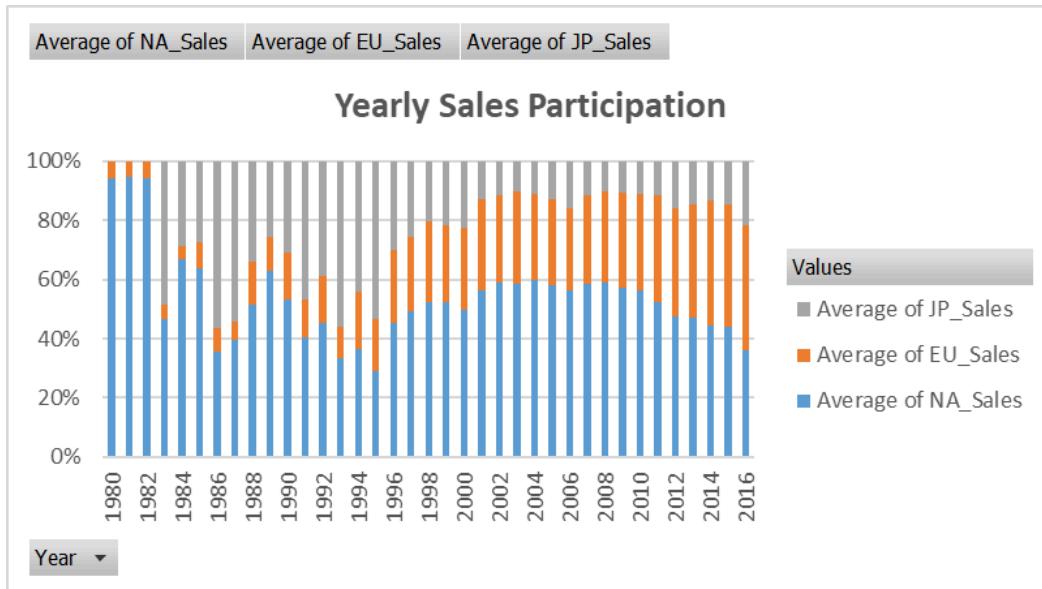
<https://techcrunch.com/2015/10/31/the-history-of-gaming-an-evolving-community/>



The data we are analyzing was collected from VGChartz.com and consisted of 11,346 unique game titles, 12 genres, 568 publishers, and 32 platforms. This project explores the market's behavior in three different regions and their relationship with global sales:

North America (NA), Europe (EU), and Japan (JP).

The percentage per region is the proportion of sales participation each year in Global sales. The Global sales are progressively decreasing and it is opening opportunities to Europe and Japan.



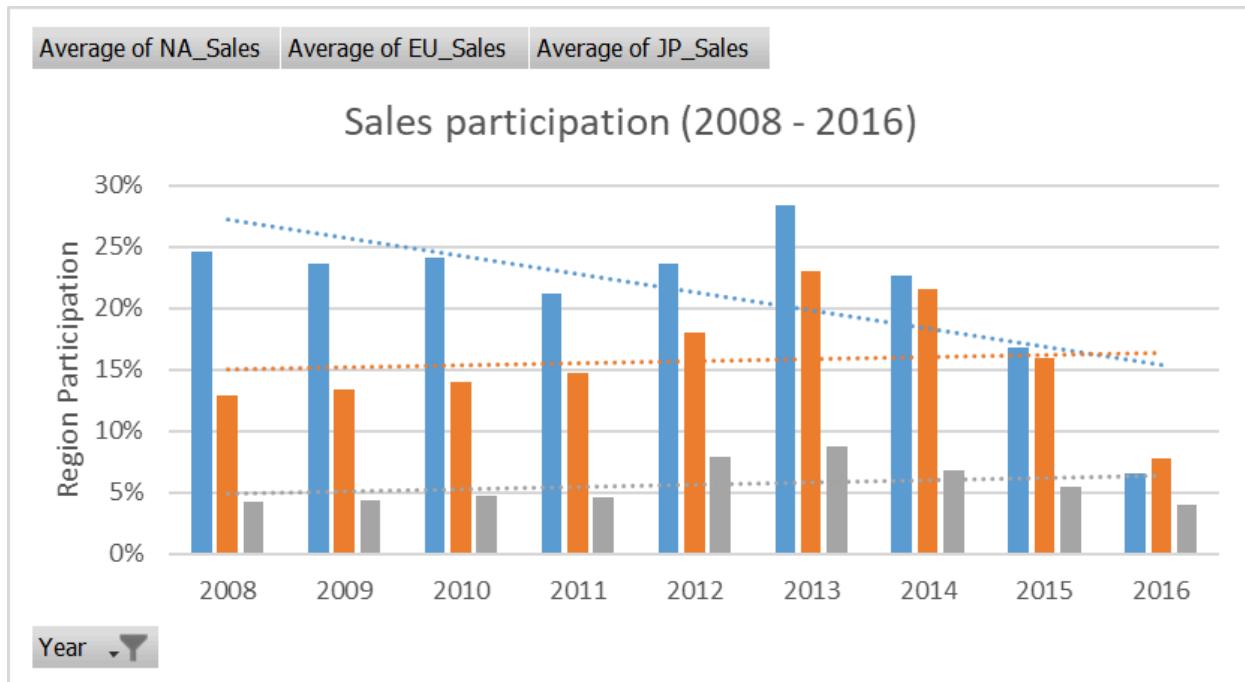
Year	Average of NA_Sales	Average of EU_Sales	Average of JP_Sales
1980	118%	7%	0%
1981	73%	4%	0%
1982	75%	5%	0%
1983	46%	5%	48%
1984	238%	15%	102%
1985	241%	34%	104%
1986	60%	14%	94%
1987	53%	9%	73%
1988	159%	44%	105%
1989	266%	50%	108%
1990	159%	48%	93%
1991	31%	10%	36%
1992	79%	27%	67%
1993	25%	8%	42%
1994	23%	12%	28%
1995	11%	7%	21%
1996	33%	18%	22%
1997	33%	17%	17%
1998	34%	18%	13%
1999	37%	19%	15%
2000	27%	15%	12%
2001	36%	20%	8%
2002	26%	13%	5%

2003	25%	13%	4%
2004	29%	14%	5%
2005	26%	13%	6%
2006	26%	13%	7%
2007	26%	13%	5%
2008	25%	13%	4%
2009	24%	13%	4%
2010	24%	14%	5%
2011	21%	15%	5%
2012	24%	18%	8%
2013	28%	23%	9%
2014	23%	22%	7%
2015	17%	16%	5%
2016	7%	8%	4%
Grand Total	27%	15%	8%

Notice how the North American sales behavior was over 20% of global sales from 2008 to 2012, reaching the 28% participation in 2013, and showing a decreased since then. In 2015 Northamerican sales didn't reach the 20% participation, and closed 2015 with a 23% Participation in global sales.

In the European market, sales participation increased by 2% between 2008 and 2011. Crossing the 20% goal in 2013 and getting closer respecting participation in sales from North America's market. The European market showed its competitiveness in 2015 when their sales reached 16% in global participation, only 1% under the leader in sales, North America.

Japan's sales participation has also improved since 2012. In 2013, Japan's participation reached 9% in global sales, and it remains competitive in the market with innovation and leading the mobile gaming development.



So far in **2016**, North America has reported 7% participation in global sales, which marks a 10% decrease compared with the year before. On the other hand, the European market decreased by 8% in sales, surpassing North American sales participation by 1%.

Europe is a rising force in the global gaming industry. This growth is fueled by a broader consumer base, expanding gaming platforms, and increased investment in local studios, making Europe a key region for future investment.

Genre Preference per Region from 2008 - 2016

What are the differences in population, culture, income?

What average of age do the players have?

Understanding the market preference when buying a new video game requires of a deeper investigation. What environmental variables can affect the gamers decision?

In the following comparison chart we collected some useful information to keep in mind.

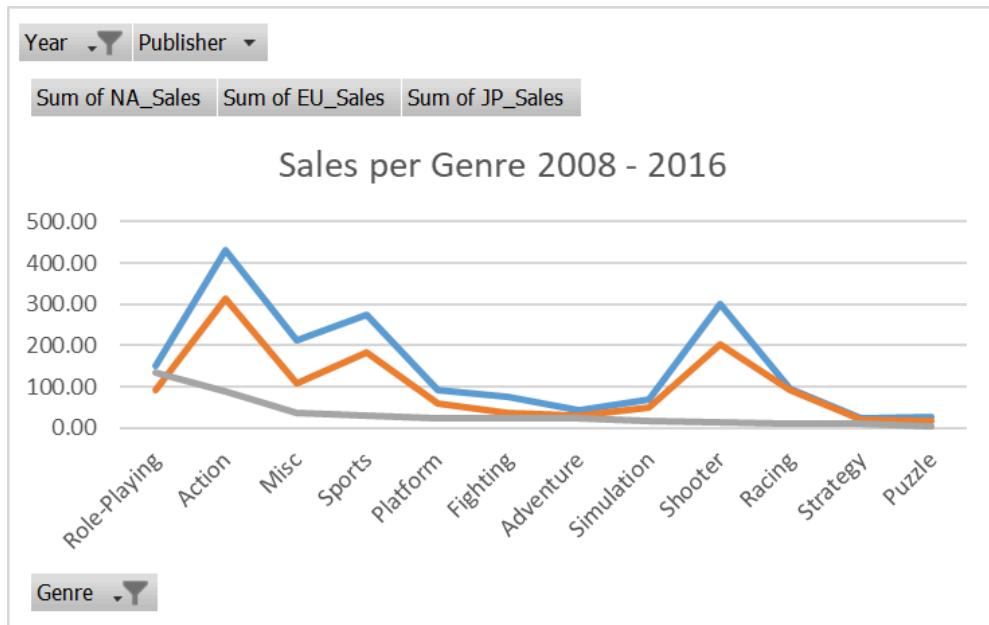
	North America	Europe	Japan
Area Land	9,540,000 sq mi	3,930,000 sq mi	145,937 sq mi
Population	592,296,233 people	745,173,774 people	123,970,000 people
GPD (PPP)	\$57,410 per capita	\$24,230 per capita	\$54,184 per capita
Gamer Population According to data from 2015,	49% of North Americans (specifically in the United States) reported playing video games, meaning roughly half of the population played	53% of Europeans play video games, and the average age of a European video game player is 32y.o.	58% of Japanese people played video games in 2015; the Average gamer age is 36y.o. The largest segment of gamers in 2015 were

	<p>video games at that time.</p> <p>Average gamers age: 31y.o.</p>		mobile game users.
Key points:	<p>Gender: Nearly equal percentages of men (50%) and women (48%) reported playing video games in North America.</p>	<p>Approximately 47% of gamers are female, and 53% are male in Europe.</p>	<p>More than half (55%) of mobile-first gamers in Japan are female, and they prefer Puzzle games, while Male gamers prefer Role-Play games (RPG).</p>

Source: This information comes from a Pew Research Center study and the International Software Federation of Europe (ISFE).

Genre	NA_Sales	EU_Sales	JP_Sales
Role-Playing	151.88	93.42	134.98
Action	431.78	314.96	88.68
Misc	213.99	109.67	36.98
Sports	274.83	184.78	30.52
Platform	93.31	61.05	22.95
Fighting	74.73	35.63	22.93
Adventure	43.76	30.24	22.69
Simulation	71.05	49.17	17.81
Shooter	301.57	203.90	15.43
Racing	94.16	92.95	11.36
Strategy	22.77	21.51	10.15
Puzzle	28.91	17.55	5.97
Grand Total	1802.74	1214.83	420.45

- What are the genres with the most demand from 2008 - 2016?



The Top Three in Genre Preference for each region shows that Action Games participate highly in these three areas. North America and Europe have higher sales for Shooter and Sports games, while Japan prefers Role-playing and Action games. The preferred genres identified per region represent at least 55% of their total sales.

Japan's Top 3 Genre Preference Role Playing 134,980,000 units sold. Action 88,680,000 units sold. Miscellaneous 36,980,000 units sold.	Role Playing: 32% of Japanese sales Action: 21% of Japanese sales Miscellaneous: 9% of Japanese sales A Total 62% Japanese sales
Europe's Top 3 Genre Preference Action 314,960,000 units sold Shooter 203,900,000 units sold Sports 184,780,000 units sold	Action: 26% of European sales Shooter: 17% of European sales Sports: 15% of European sales A total 58% European sales
North America's Top 3 Genre Preference Action 431,780,000 units sold Shooter 301,570,000 units sold Sports 274,830,000 units sold	Action: 24% of North American sales Shooter: 17% of North American sales Sports: 15% Of North American sales A Total 56% North American Sales

Market Developments (as of October 2016)

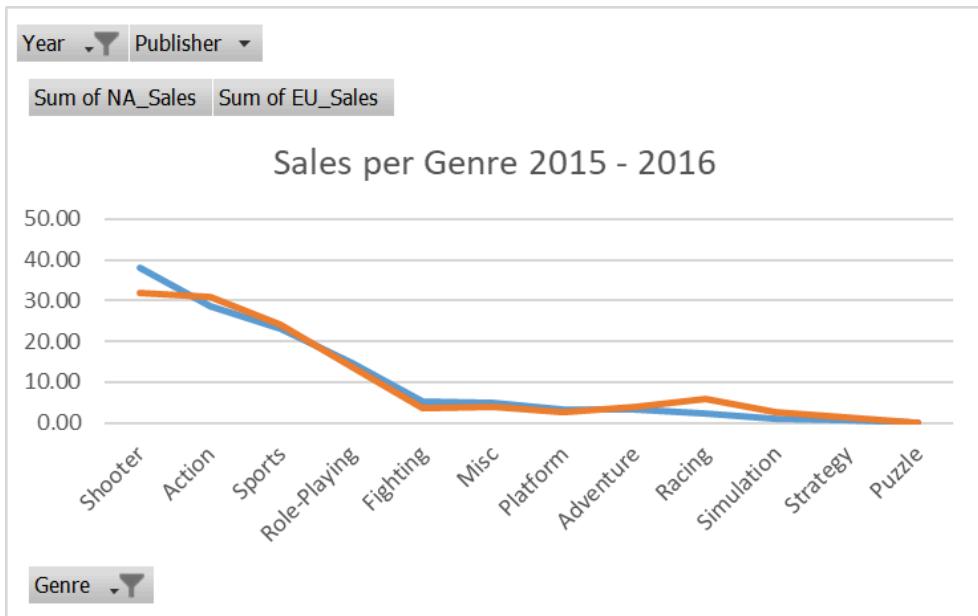
The video game market is increasingly recognizing Europe as a formidable player in the global industry. This growth is attributed to a broader consumer base, the proliferation of gaming platforms, and heightened investments in local studios, positioning Europe as a critical area for future investment.

The North American market is still considered the largest video game industry in the world, and sales are expected to be high compared with those of Europe and Japan. Japan's market is smaller but has one of the highest percentages of video game players per capita worldwide. The region remains receptive to innovative publishers who can address its distinct demands, presenting significant growth potential.

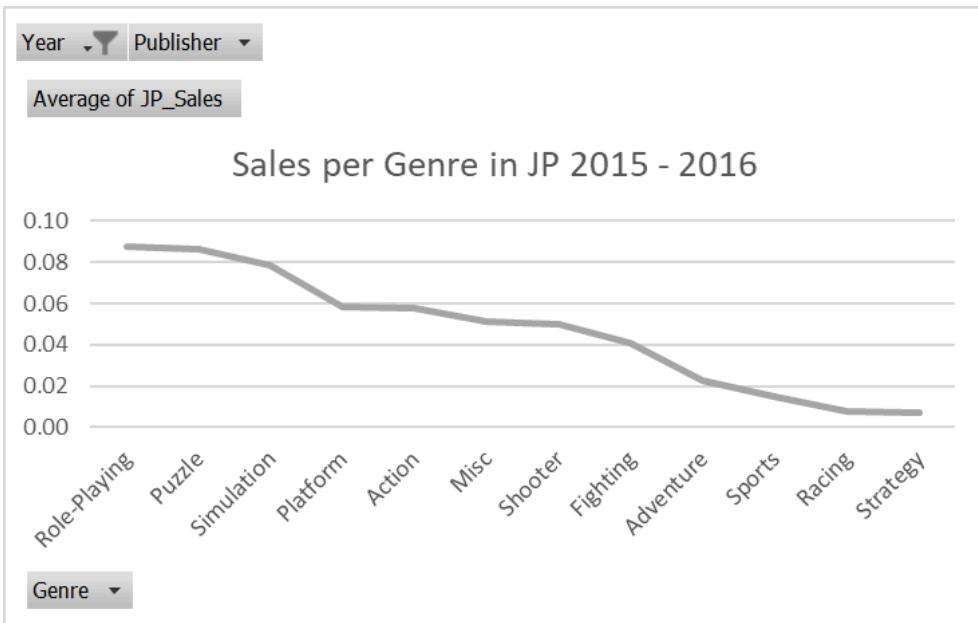
Genre and Publisher participation

- How is the market behavior related to Genre Preference between 2015 and 2016?

Row Labels	Average of NA_Sales	Average of EU_Sales	Average of JP_Sales
Shooter	0.58	0.48	0.05
Sports	0.23	0.24	0.02
Fighting	0.15	0.10	0.04
Platform	0.14	0.11	0.06
Role-Playing	0.12	0.12	0.09
Misc	0.09	0.07	0.05
Action	0.08	0.08	0.06
Racing	0.06	0.15	0.01
Simulation	0.05	0.11	0.08
Adventure	0.04	0.04	0.02
Strategy	0.03	0.05	0.01
Puzzle	0.01	0.02	0.09
Grand Total	0.13	0.13	0.05



We have identified that the North American and European markets have similar behavior related to genre preferences. Between 2015 and 2016, **Shooter, Action, Sports, Role-Playing, and Fighting** games had the highest sales in NA and EU. The Japanese market showed more demand for **Role-playing, Puzzle, Simulation, and Action Games**.



- Which publishers have the highest participation in the global market?
- What publishers have higher popularity per region?

PUBLISHERS AND THE THREE REGIONS (2015 - 2016)

The North American video game industry is the largest video game industry in the world. Major publishers headquartered in the United States are Sony Interactive Entertainment, Microsoft Gaming (consisting of Xbox Game Studios, Bethesda Softworks, and Activision Blizzard), Electronic Arts, Take-Two Interactive, Epic Games, Valve, Warner Bros. Games, Riot Games, and others. Major video game events such as The Game Awards and D.I.C.E. Awards are some of the most respected video game events in the Game Developers Conference (GDC), which is still the largest and one of the most important video game conferences for video game developers.

Europe is a significant player in the video game industry, with a growing market, many players, and various well-known studios, including CD Projekt in Poland, Crytek in Germany, and Paradox Interactive in Sweden. Video games are a significant part of European society and a vector of soft power for European countries.

Japan has played a significant role in the evolution of video games and continues to be a leader in the industry. From the mid-1970s to the late 1990s, Japan's video game industry was a global leader in hardware and software development. Japanese companies like Nintendo created iconic games and consoles like Super Mario, Sonic the Hedgehog, and the Sega Mega Drive. Japan's gaming culture keeps evolving, with more people playing online with multiplayer games and sports tournaments emerging. Mobile gaming is expected to evolve in Japan.

PUBLISHERS PARTICIPATION (2015 - 2016)

TOP 20 Publishers in North America	Av. NA_Sales 2015 - 2016
Microsoft Game Studios	0.78
Bethesda Softworks	0.58
Hello Games	0.58
Sony Computer Entertainment	0.49
Sony Computer Entertainment Europe	0.44
Electronic Arts	0.41
Take-Two Interactive	0.36
Activision	0.35
Harmonix Music Systems	0.30
Warner Bros. Interactive Entertainment	0.28
Mojang	0.25
Nintendo	0.25
Ubisoft	0.19
Disney Interactive Studios	0.15
Konami Digital Entertainment	0.10
Square Enix	0.09
Slightly Mad Studios	0.08
Koch Media	0.07
Yacht Club Games	0.05
Namco Bandai Games	0.05
WayForward Technologies	0.05

PUBLISHERS PARTICIPATION (2015 - 2016)

TOP 20 Publishers in Europe	Average of EU_Sales
Sony Computer Entertainment Europe	0.89
Hello Games	0.74
Bethesda Softworks	0.56
Electronic Arts	0.54
Sony Computer Entertainment	0.45
Microsoft Game Studios	0.35
Slightly Mad Studios	0.31
Activision	0.28
Mojang	0.26
Warner Bros. Interactive Entertainment	0.25
Ubisoft	0.23
Disney Interactive Studios	0.21
Nintendo	0.20
Take-Two Interactive	0.17
Konami Digital Entertainment	0.16
Codemasters	0.14
Square Enix	0.11
Koch Media	0.10
Rebellion Developments	0.09
Kalypso Media	0.08

PUBLISHERS PARTICIPATION (2015 - 2016)

TOP 20 Publishers in Japan	Average of JP_Sales
Level 5	1.03
mixi, Inc	0.86
Nintendo	0.23
GungHo	0.20
Capcom	0.13
Square Enix	0.12
Atlus	0.12
Takara Tomy	0.11
Nippon Columbia	0.10
Marvelous Interactive	0.10
Konami Digital Entertainment	0.10
Kadokawa Shoten	0.07
Nihon Falcom Corporation	0.07
Namco Bandai Games	0.07
Sega	0.07
Marvelous Entertainment	0.06
Kadokawa Games	0.05
FuRyu	0.05
Sony Computer Entertainment Europe	0.05
Marvel Entertainment	0.05

Publishers and their Global participation per Region.

Average of sales for 2015 and 2016:

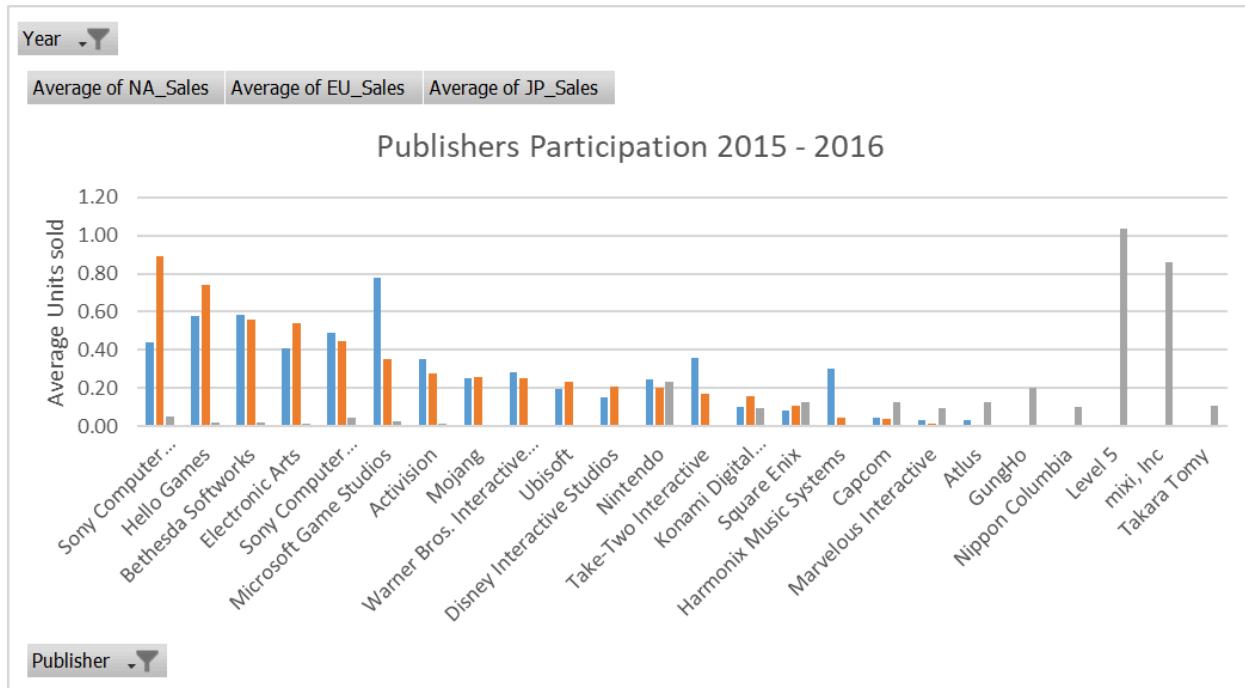
Level-5 and Mixi, Inc., with global sales of 1,890,000 games and a presence only in Japan.

Sony Computer Entertainment sold 890,000 games in Europe, 490,000 games in North America, and 50,000 games in Japan, for a total of 1,430,000 games sold Globally.

Microsoft Game Studios had higher sales in North America, with 780,000 games sold, followed by sales in Europe, 350,000 units sold, and under 50,000 games more in Japan.

Hello Games has higher participation in Europe, with 740,000 games sold, followed by North America, 580,000 games sold, and minimal involvement in Japan.

Bethesda Softworks has an equal presence in North America and Europe and sells 560,000 games and 580,000 units more, respectively.



Japan is a market with specific preferences, and high participation of local publishers focused on new mobile video games. Nintendo is the only publisher participating equally in NA, EU, and JP. North America has an important demand for Microsoft Game Studios games, and joining Europe, there has been a strong preference for games released by Bethesda Softworks over the past two years.

PUBLISHER PARTICIPATION BY GENRE AND REGION

Level-5 and Mixi, Inc., Sony Computer Entertainment, Microsoft Game Studios, Hello Games and Bethesda Softworks have been filtered to identify their participation in the offer of games with the most demanded genres in the market. What Platform are they using?

Publishers by Genre	Average of NA_Sales	Average of EU_Sales	Average of JP_Sales
Action	0.25	0.22	0.26
Hello Games	0.58	0.74	0.02
Sony Computer Entertainment	0.50	0.38	0.05
Microsoft Game Studios	0.17	0.11	0.01
Bethesda Softworks	0.06	0.11	0.01
mixi, Inc	0.00	0.00	0.86
Level 5	0.00	0.00	1.37
Role-Playing	1.37	1.24	0.05
Bethesda Softworks	1.37	1.24	0.05
Shooter	1.12	0.77	0.04
Microsoft Game Studios	2.51	0.76	0.02
Sony Computer Entertainment	0.96	1.43	0.12
Bethesda Softworks	0.31	0.33	0.01
Sports	0.33	0.03	0.00
Sony Computer Entertainment	0.33	0.03	0.00
Grand Total	0.58	0.45	0.17

The charts below display the Best Seller Games by Name. Each chart represents one region. Each game is tagged by genre.

THE BEST SELLER GAMES 2015 - 2016
NORTH AMERICA

Row Labels	Sum of NA_Sales
Tom Clancy's The Division	2.68
Shooter	2.68
Madden NFL 17	1.75
Sports	1.75
NBA 2K17	1.44
Sports	1.44
Overwatch	1.38
Shooter	1.38
Uncharted 4: A Thief's End	1.30
Shooter	1.30
Far Cry: Primal	1.09
Action	1.09
LEGO Marvel's Avengers	0.96
Action	0.96
Doom (2016)	0.94
Shooter	0.94
MLB 16: The Show	0.81
Action	0.81
Dark Souls III	0.81
Role-Playing	0.81

THE BEST SELLER GAMES 2015 - 2016
EUROPE

Row Labels	Sum of EU_Sales
FIFA 17	5.48
Sports	5.48
Tom Clancy's The Division	2.37
Shooter	2.37
Uncharted 4: A Thief's End	2.07
Shooter	2.07
Far Cry: Primal	1.57
Action	1.57
Overwatch	1.11
Shooter	1.11
LEGO Marvel's Avengers	1.00
Action	1.00
Doom (2016)	0.99
Shooter	0.99
No Man's Sky	0.74
Action	0.74
Lego Star Wars: The Force Awakens	0.68
Action	0.68
Ratchet & Clank (2016)	0.64
Platform	0.64

THE BEST SELLER GAMES 2015 - 2016
JAPAN

Row Labels	Average of JP_Sales
Yokai Watch 3	1.27
Action	1.27
Dragon Quest Monsters Joker 3	0.63
Role-Playing	0.63
Yokai Sangokushi	0.55
Action	0.55
Kirby: Planet Robobot	0.44
Action	0.44
Ace Attorney 6	0.27
Adventure	0.27
Persona 5	0.22
Role-Playing	0.22
Dragon Quest Heroes II: Twin Kings and the Prophecy's End	0.21
Action	0.21
Dragon Quest Builders: Revive Alefgard	0.21
Role-Playing	0.21
Puzzle & Dragons X: God Chapter / Dragon Chapter	0.20
Action	0.20
Story of Seasons: Good Friends of the Three Villages	0.19

WHAT ABOUT THE OTHER PUBLISHERS AND GENRES?

Between 2015 and 2016, Fighting, Puzzle, Racing, and Simulation games were in high demand, and various publishers participated with sales in NA, EU and JP

Publishers by Genre	Average of NA_Sales	Average of EU_Sales	Average of JP_Sales
Fighting	0.15	0.10	0.04
Capcom	0.12	0.13	0.03
Deep Silver	0.04	0.01	0.03
Marvelous Interactive	0.01	0.00	0.02
Namco Bandai Games	0.12	0.11	0.06
Nitroplus	0.00	0.00	0.01
PQube	0.02	0.01	0.04
Screenlife	0.00	0.00	0.07
Sega	0.00	0.00	0.02
Tecmo Koei	0.07	0.08	0.05
Warner Bros. Interactive Entertainment	0.83	0.34	0.00
Yeti	0.00	0.00	0.02
Puzzle	0.01	0.02	0.09
Devolver Digital	0.00	0.02	0.00
Koch Media	0.00	0.04	0.00
Nintendo	0.01	0.01	0.13
Racing	0.06	0.15	0.01
505 Games	0.00	0.03	0.00
Codemasters	0.03	0.14	0.00
Dusenberry Martin Racing	0.03	0.00	0.00
Electronic Arts	0.26	0.62	0.02

Microsoft Game Studios	0.42	0.55	0.02
Milestone S.r.l	0.00	0.03	0.00
Milestone S.r.l.	0.01	0.05	0.01
Namco Bandai Games	0.00	0.02	0.01
Slightly Mad Studios	0.08	0.31	0.01
Simulation	0.05	0.11	0.08
Astragon	0.00	0.02	0.00
Atari	0.00	0.02	0.00
Electronic Arts	0.02	0.06	0.00
FuRyu	0.00	0.00	0.03
Happinet	0.00	0.00	0.01
Kalypso Media	0.05	0.16	0.05
Koch Media	0.10	0.14	0.00
Marvelous Entertainment	0.04	0.00	0.10
Marvelous Interactive	0.00	0.00	0.19
Namco Bandai Games	0.00	0.00	0.09
Nintendo	0.24	0.51	0.70
Paradox Development	0.00	0.01	0.00
Paradox Interactive	0.00	0.13	0.00
Sega	0.00	0.29	0.00
Tecmo Koei	0.00	0.00	0.02
UIG Entertainment	0.00	0.01	0.00
Unknown	0.00	0.04	0.00
Grand Total	0.08	0.12	0.04

The following chart is displaying the Games by Name with higher scores in the market and the Platform used.

RANK OF TITLES AND THEIR PLATFORMS 2015 - 2016

North America

Games per Rank	Sum of NA_Sales
Call of Duty: Black Ops 3	10.29
PS4	5.77
XOne	4.52
Star Wars Battlefront (2015)	2.93
PS4	2.93
Fallout 4	2.47
PS4	2.47
Uncharted: The Nathan Drake Collection	1.96
PS4	1.96
Splatoon	1.55
WiiU	1.55
FIFA 16	1.11
PS4	1.11
FIFA 17	0.28
PS4	0.28
Grand Total	20.59

RANK OF TITLES AND THEIR PLATFORMS 2015 - 2016

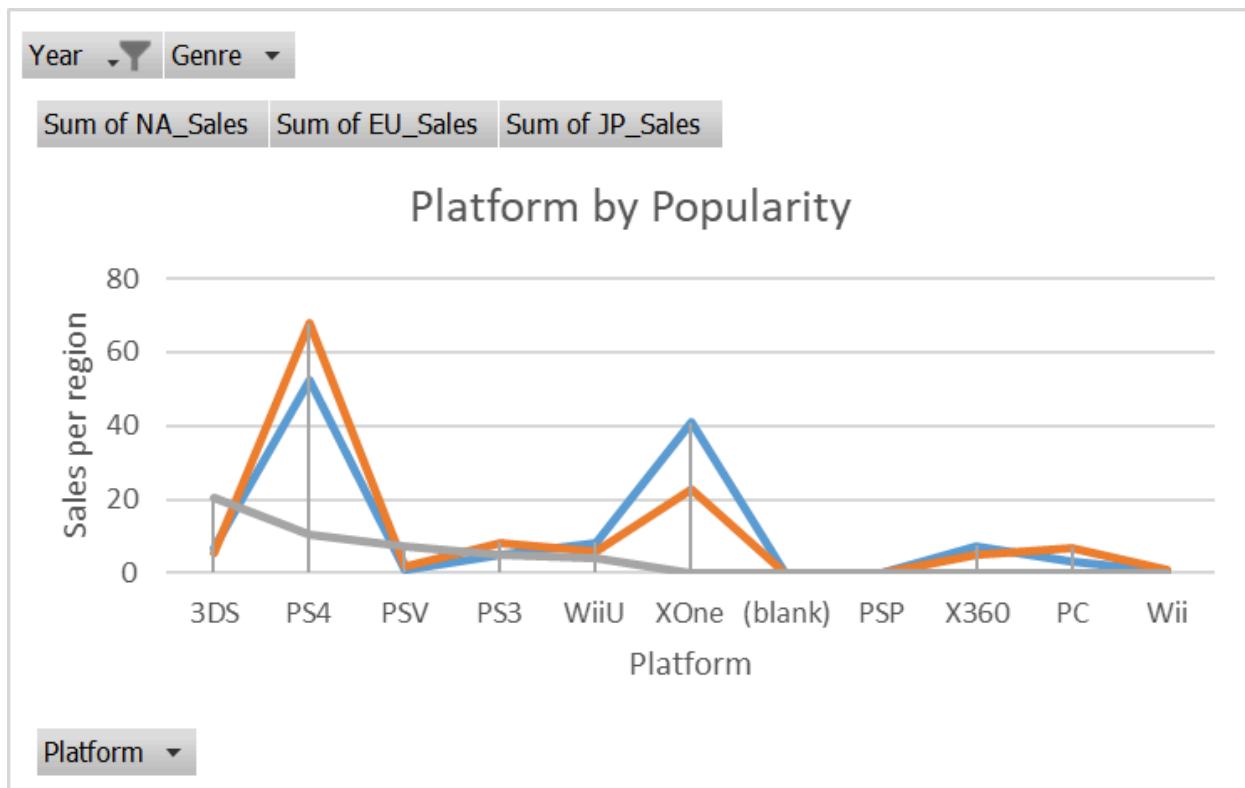
Europe

Games by Rank	Sum of EU_Sales
Call of Duty: Black Ops 3	7.90
PS4	5.81
XOne	2.09
FIFA 16	6.06
PS4	6.06
FIFA 17	3.75
PS4	3.75
Star Wars Battlefront (2015)	3.29
PS4	3.29
Fallout 4	3.15
PS4	3.15
Uncharted: The Nathan Drake Collection	1.69
PS4	1.69
Splatoon	1.15
WiiU	1.15
Grand Total	26.99

RANK OF TITLES AND THEIR PLATFORMS 2015 - 2016

Japan

Row Labels	Sum of JP_Sales
Splatoon	1.44
WiiU	1.44
Call of Duty: Black Ops 3	0.36
PS4	0.35
XOne	0.01
Fallout 4	0.24
PS4	0.24
Star Wars Battlefront (2015)	0.22
PS4	0.22
Uncharted: The Nathan Drake Collection	0.08
PS4	0.08
FIFA 16	0.06
PS4	0.06
FIFA 17	0.06
PS4	0.06
Grand Total	2.46



PS4 and Wii are Platforms adopted in all the regions. PS4 is the platform with higher participation in the global market, with presence in North America, Europe and Japan. 3DS is a popular Platform in Japan, but not in North America or Europe. On the other hand, XOne Platform was adopted by the North American and European markets, but not by Japan's.

PREDICTIONS (2017 - 2019) FORECAST.ETS FUNCTION

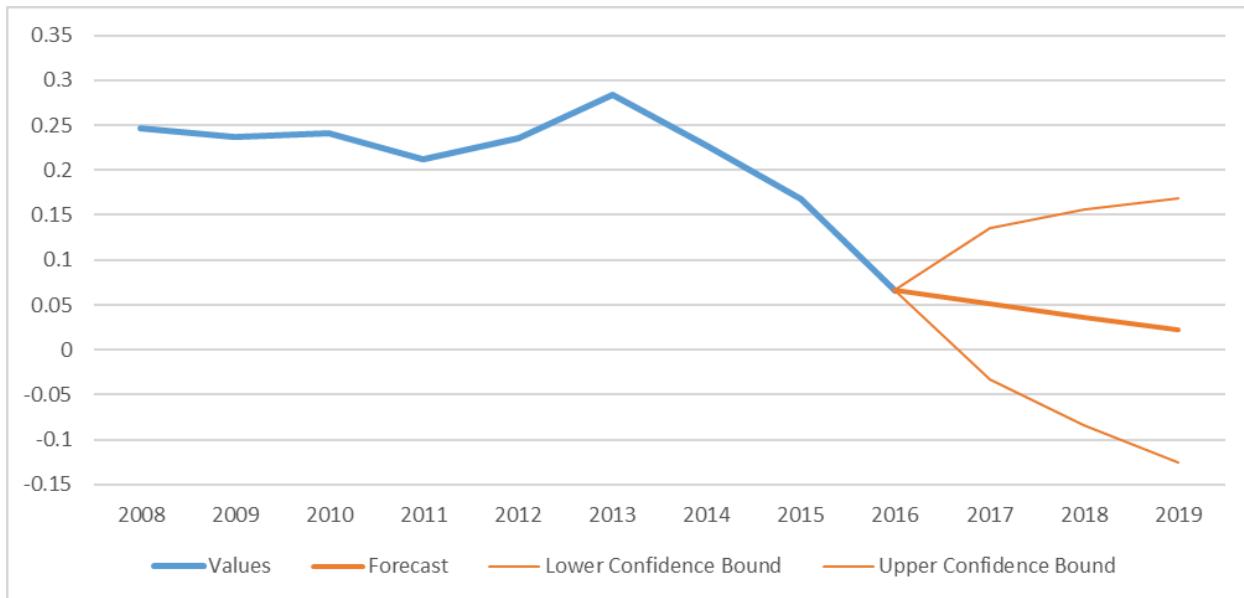
Future Outlook

Looking ahead, North America will need revitalization through targeted investments, the market falls into a decreasing in sales pronostic.

Identifying Forecast Values for NORTH AMERICA 2017 - 2019

Timeline	Values	Forecast	Lower Confidence Bound	Upper Confidence Bound
2008	0.24610644			
2009	0.23679245			
2010	0.2416521			
2011	0.21164179			
2012	0.23585997			
2013	0.28346154			
2014	0.22675258			
2015	0.16773246			
2016	0.06606414	0.06606414	0.07	0.07
2017		0.05130867	-0.03	0.14
2018		0.03655319	-0.08	0.16
2019		0.02179772	-0.13	0.17

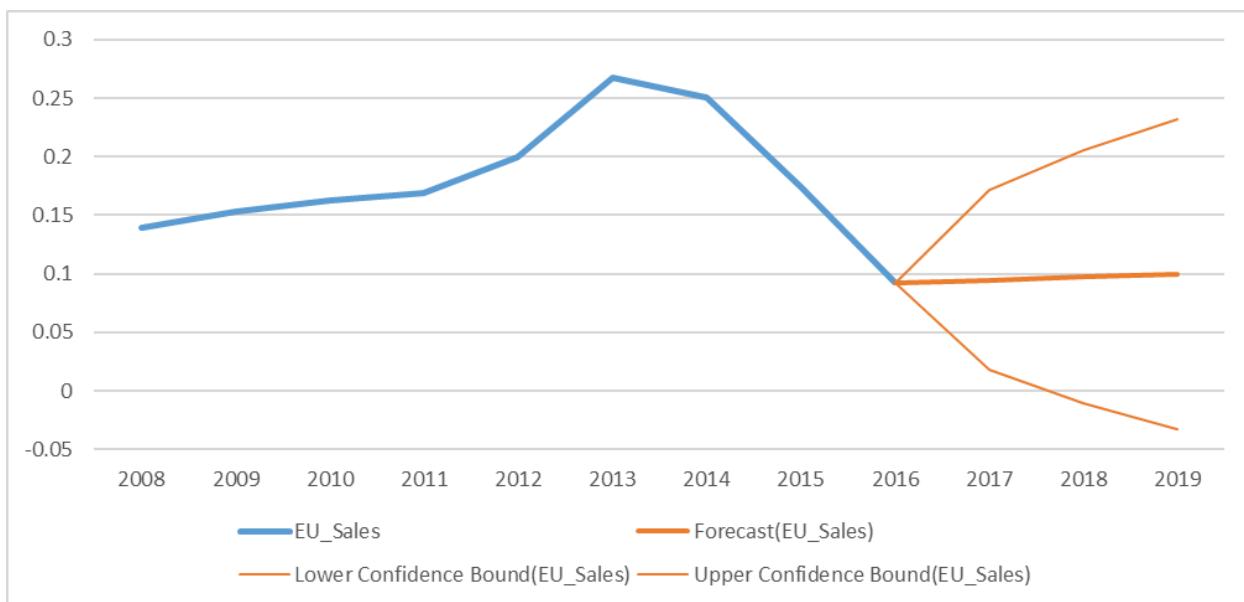
If GameCo takes the correct actions to recover this market, it's possible for it to enhance presence in the market and surpass the local competitors.



Europe continues to provide expansion opportunities. With multiple similarities with the North American Market, Europe is going in the right direction and will project itself as a leader in Video game sales in the future. The primary step to consider is opening our developing team to their culture and connecting with some of the local publishers to fill that gap.

Identifying Forecast Values for EUROPE 2017 - 2019

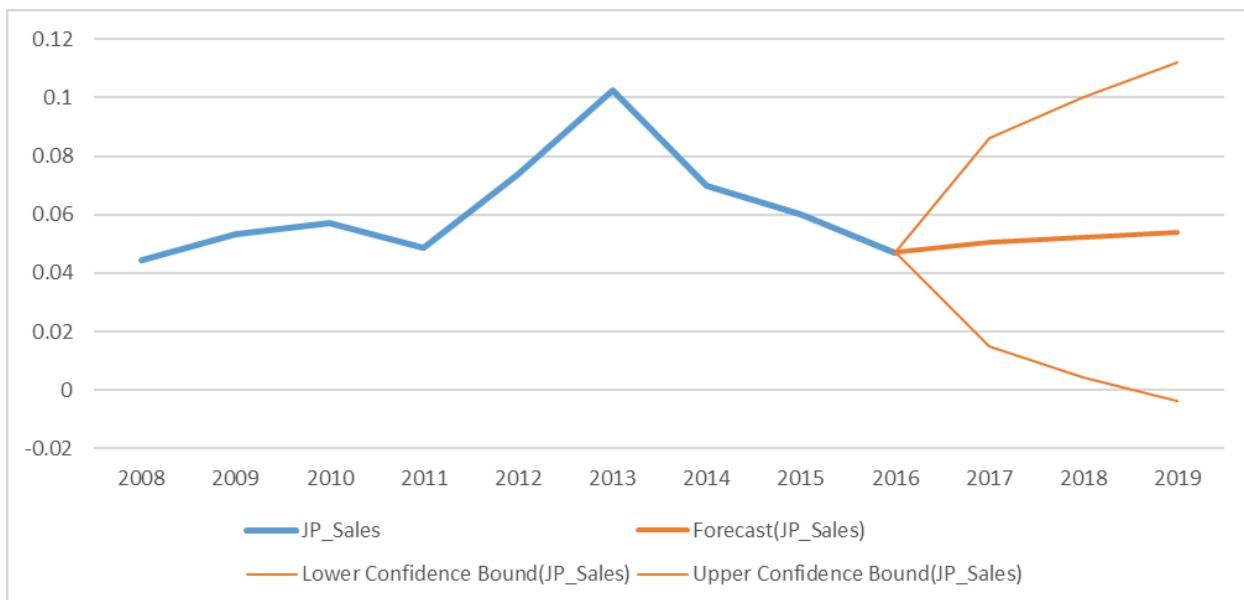
Year	EU_Sales	Forecast(EU_Sales)	Lower Confidence Bound(EU_Sales)	Upper Confidence Bound(EU_Sales)
2008	0.13898551			
2009	0.15348891			
2010	0.16249686			
2011	0.16946866			
2012	0.19948347			
2013	0.26798928			
2014	0.2502381			
2015	0.17478632			
2016	0.09230769	0.092307692	0.09	0.09
2017		0.094827426	0.02	0.17
2018		0.09734716	-0.01	0.21
2019		0.099866895	-0.03	0.23



Identifying Forecast Values for JAPAN 2017 - 2019

Japan remains dynamic yet competitive, offering potential for companies willing to adapt to its unique landscape. It has the most updated technologies, the local culture, and a population interested in VR and AR and willing to invest in new platforms. Japan is a solid market and will keep growing and participating globally with its new technology.

Year	JP_Sales	Forecast(JP_Sales)	Lower Confidence Bound(JP_Sales)	Upper Confidence Bound(JP_Sales)
2008	0.0445531			
2009	0.0533956			
2010	0.057064			
2011	0.0487193			
2012	0.0734711			
2013	0.1024129			
2014	0.0696429			
2015	0.0599786			
2016	0.0470445	0.047044534	0.05	0.05
2017		0.050463769	0.01	0.09
2018		0.052261563	0.00	0.10
2019		0.054059358	0.00	0.11



Recommendations for 2017

Global Focus

Emphasize Action games globally while incorporating RPG elements for Japan.

Align game development with local tastes to enhance market penetration.

Mobile Gaming Investment

Invest in mobile gaming, particularly in Japan, where demand for mobile-first experiences is high.

Tailor offerings to meet the unique preferences of Japanese consumers.

European Expansion

Expand in Europe, which is showing growth potential with increasing market share.

Leverage investment opportunities to capitalize on the expanding consumer base.

Strategies for European Market Expansion

1. Invest in Local Studios

Publishers should enhance their investment in local game development studios to create games that resonate with regional audiences. This approach can leverage local culture, preferences, and trends, which are crucial for success in the market.

2. Tailor Game Content

Developing games that reflect local narratives, characters, and settings can significantly increase engagement. For instance, incorporating elements that reflect the cultural heritage and societal issues of the region can make games more relatable and appealing to local players.

3. Focus on Genre Preferences

For example, Action games are popular in North America and Europe, while Role-Playing Games (RPGs) have a strong following in Japan. Publishers should consider blending popular genres with local tastes to create unique offerings.

4. Enhance Inclusion and Diversity

Implementing strategies that promote inclusion and diversity within game development teams can lead to more innovative and representative game designs. This can help in creating games that appeal to a broader audience and reflect the diversity of the player base.

5. Utilize Emerging Technologies

Embracing new technologies such as virtual reality (VR) and augmented reality (AR) can provide fresh experiences for players. Publishers should explore how these technologies can be integrated into local game development to attract tech-savvy consumers.

6. Engage with the Community

Building solid relationships with local gaming communities through events, tournaments, and social media can foster loyalty and brand recognition. Engaging directly with players can provide valuable feedback and insights into their preferences and expectations

7. Adapt Marketing Strategies

Tailoring marketing campaigns to reflect local culture and values can enhance the effectiveness of promotional efforts. Utilizing local influencers and platforms that resonate with the target audience can also improve outreach and engagement

*I used PopAI to sharp the recommendations displayed above. The analysis was made previously by myself.

Examples collected with AI help:

Previous Games that successfully appeal to international audiences:

These examples illustrate how games can successfully bridge cultural gaps by incorporating universal themes, diverse characters, and adaptable gameplay mechanics, making them appealing to international audiences.

1. Final Fantasy Series

2. The Legend of Zelda Series

3. Overwatch

4. Minecraft

5. Pokémon Series

Tailoring marketing strategies to reflect local culture and values can enhance a game's visibility and appeal. Utilizing local influencers and platforms that resonate with the target audience can also improve outreach and engagement. By focusing on these factors, game developers can create culturally adapted games that resonate with international audiences, leading to greater success in the global market.