

GAME CO

MARKET REPORT 2016

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Intro to Data Analytics

AGENDA

- Expectations
- Market Overview
- Regional Sales
- Genres by Regions
- Evolution of Platform and Publisher
- Recommendations

OUR EXPECTATIONS

Sales for various geographic regions have stayed the same over time

Have sales figures varied between geographic regions over time, and if so, how?

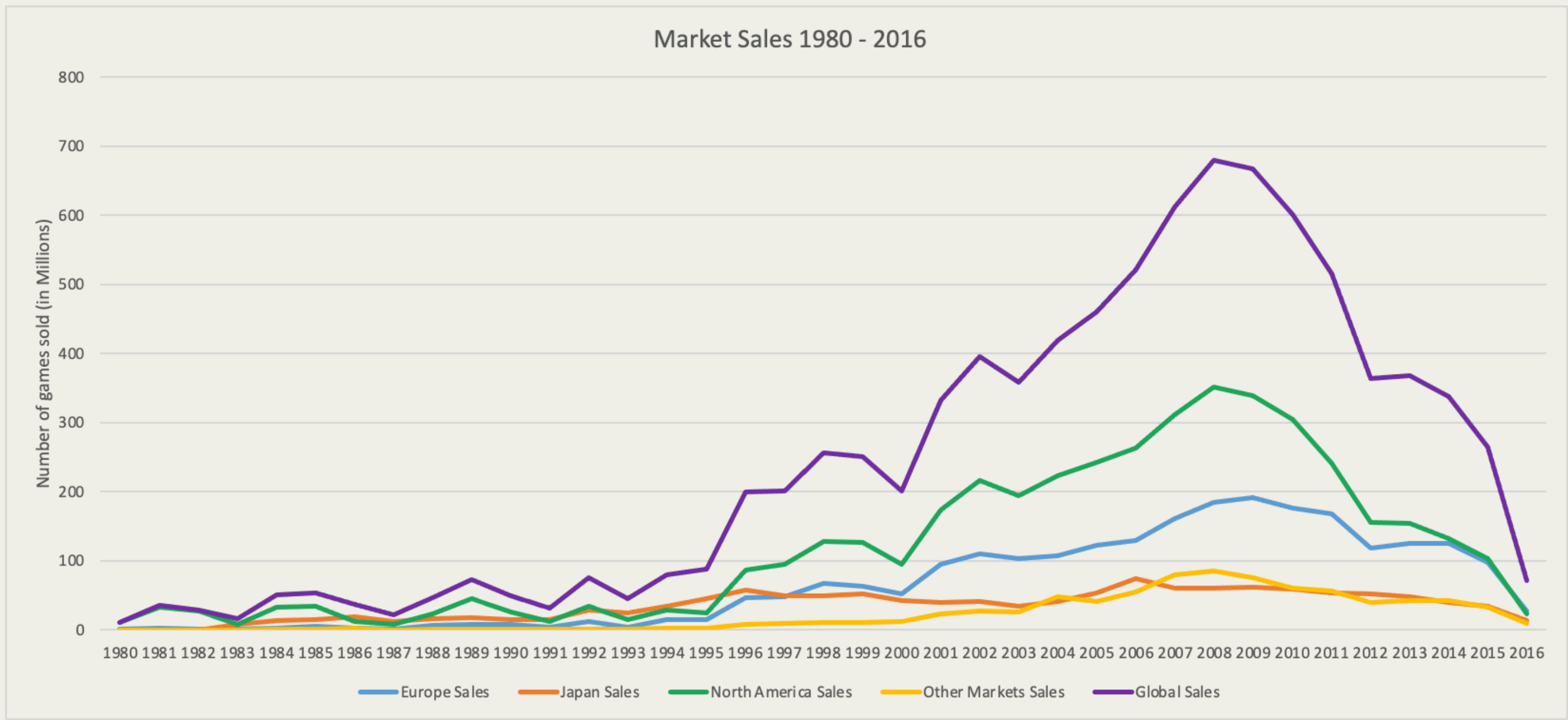
What other publishers likely be main competitors in certain markets?

Are certain types of games more popular than others?

Have any games increased or decreased in popularity over time?



MARKET OVERVIEW



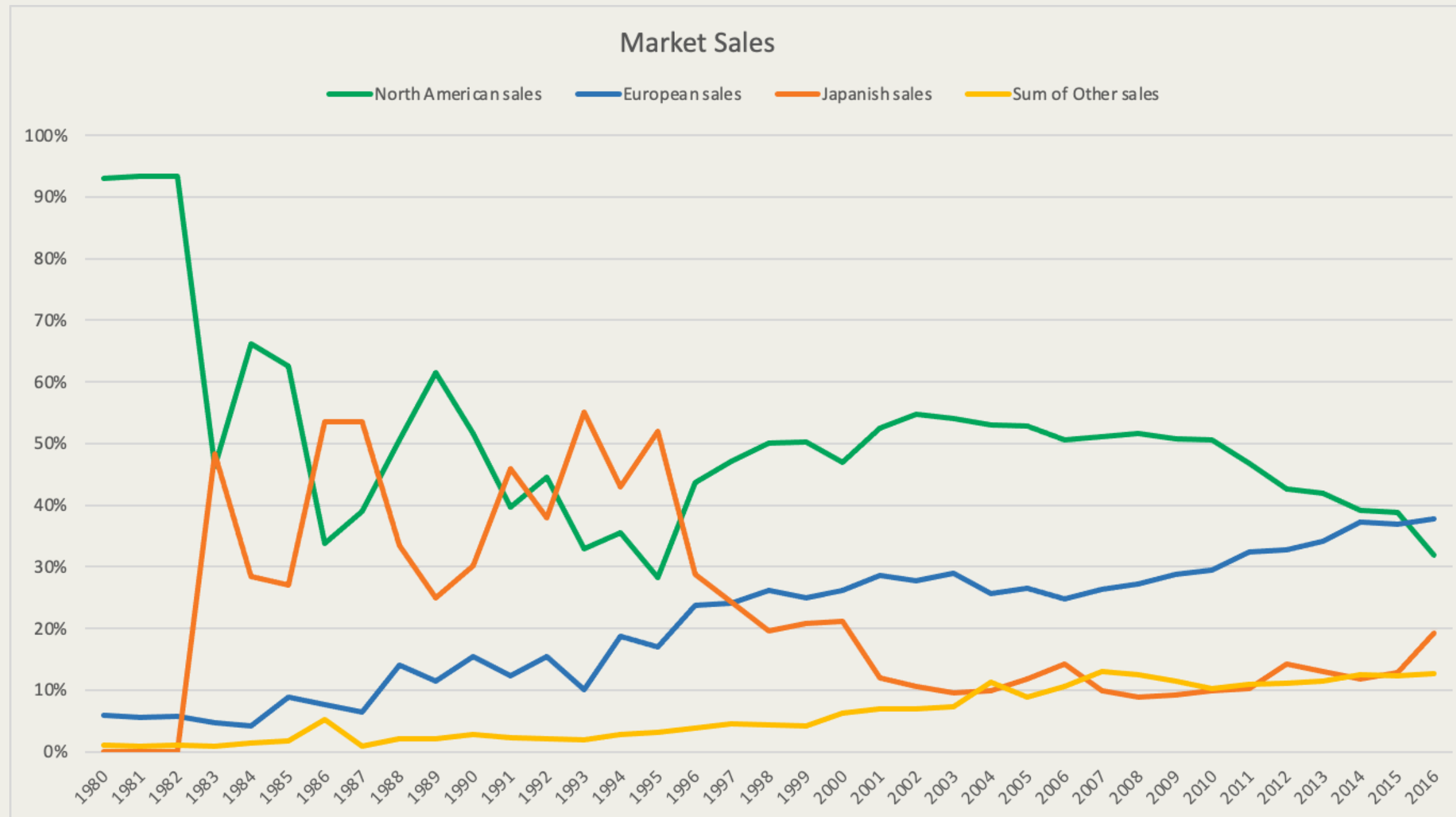
Global sales peaked in 2008 and declined since then. This trend is present in all regions

In 2016 70.93 million games were sold, a declined of 90% since 2008

The change in technology has influence users behaviour with a prominent trend in online gaming

Online purchases, subscriptions payments and other methods will coexist with physical sales in the future

REGIONAL SALES

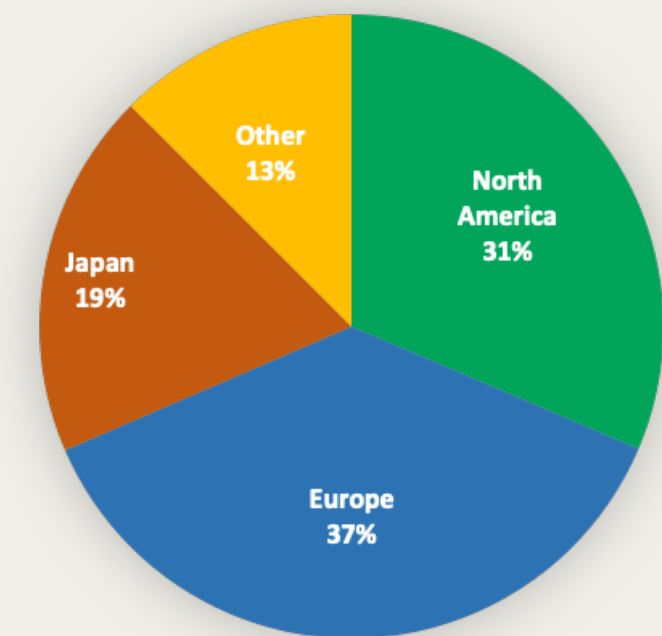


Until the 2000s the market seems highly volatile with a predominant presence of North America and Japan

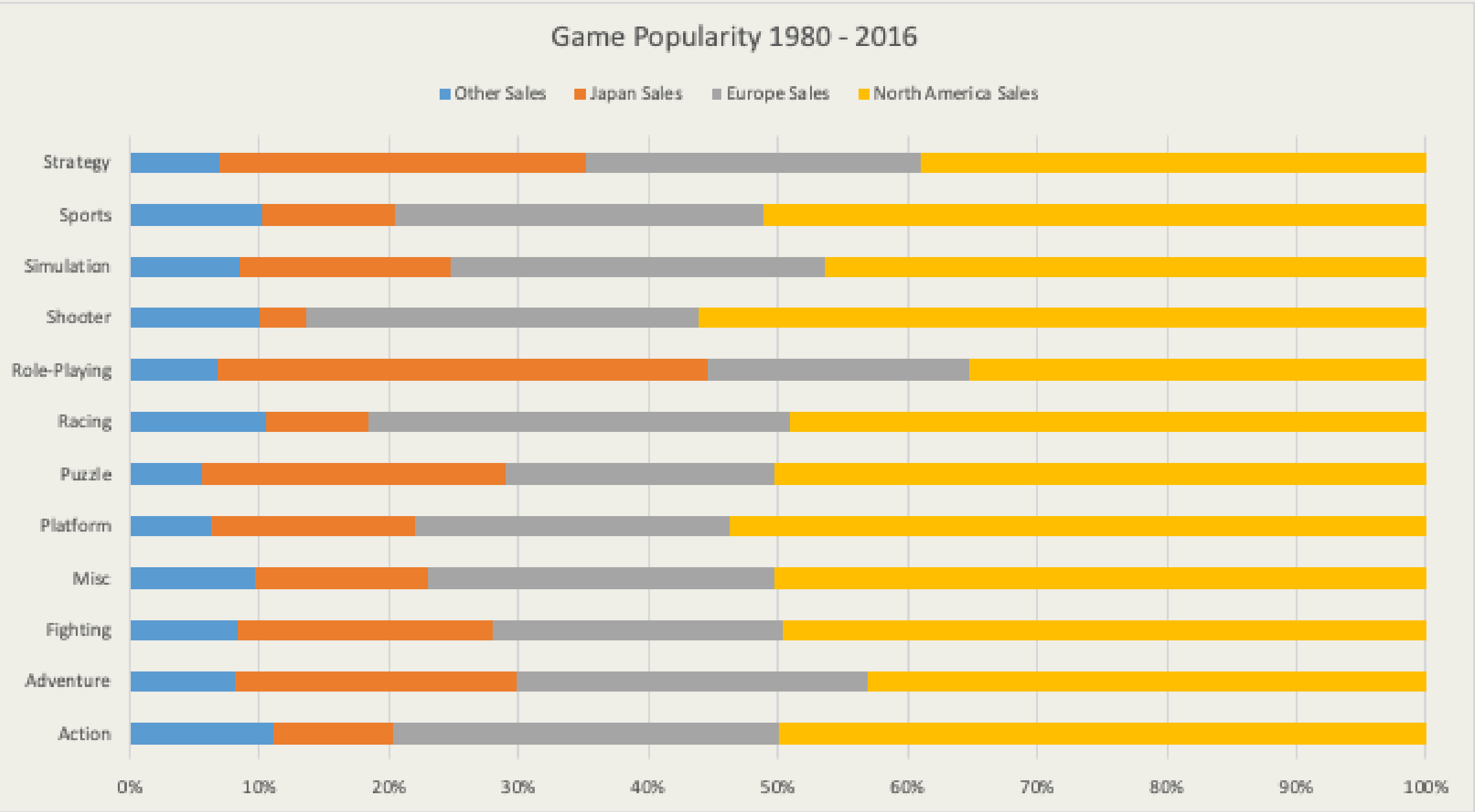
Japan remained highly competitive during those years due to its early adoption of gaming technology compared to other markets, such as Europe.

While Europe overtook North America in 2016, Japan maintains its niche market.

Regional sales in 2016



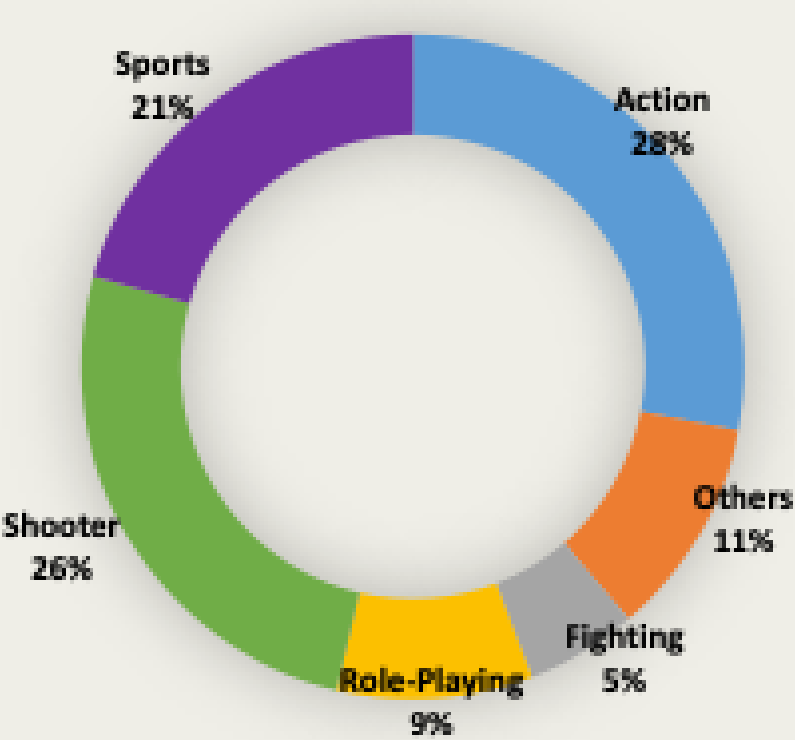
GENRE BY REGION



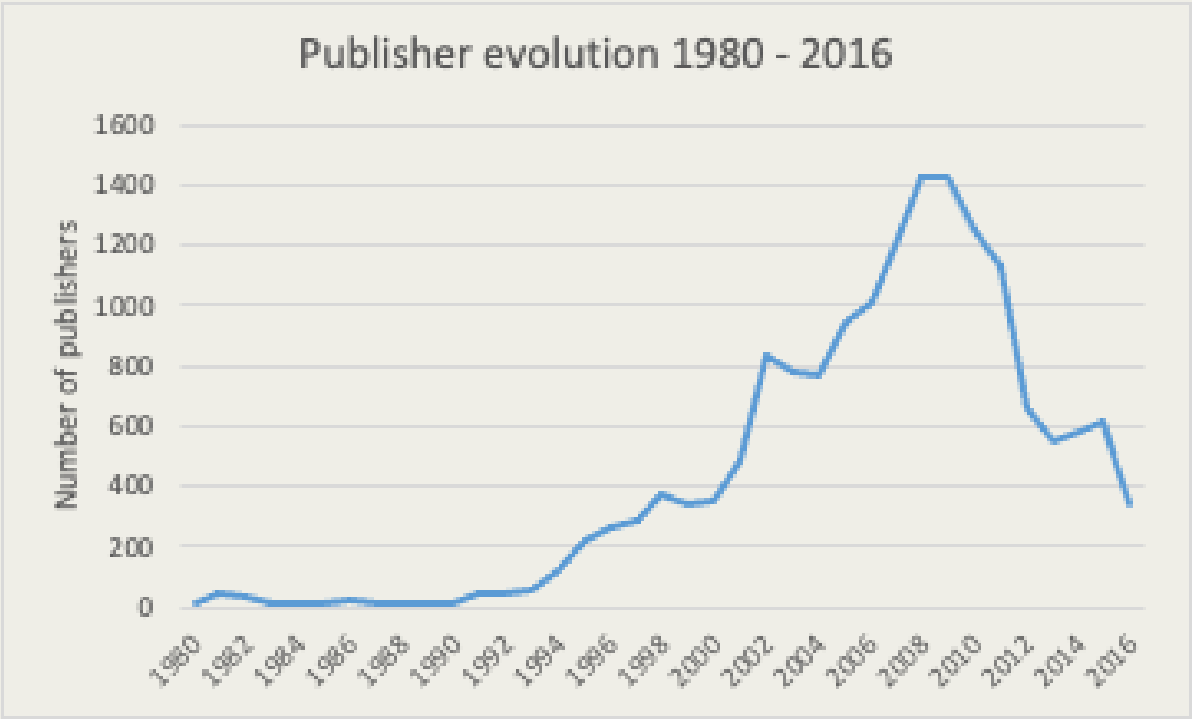
Genre popularity varies through regions. While North America favours action, sports and shooter games; Japan favours role-playing, strategy and adventure. The data shows that the Japanese market has its own singularity in terms of genre trends.

The European market appears to be more in line with North American trends, while emerging markets represent a small margin of sales.

Genre popularity in 2016



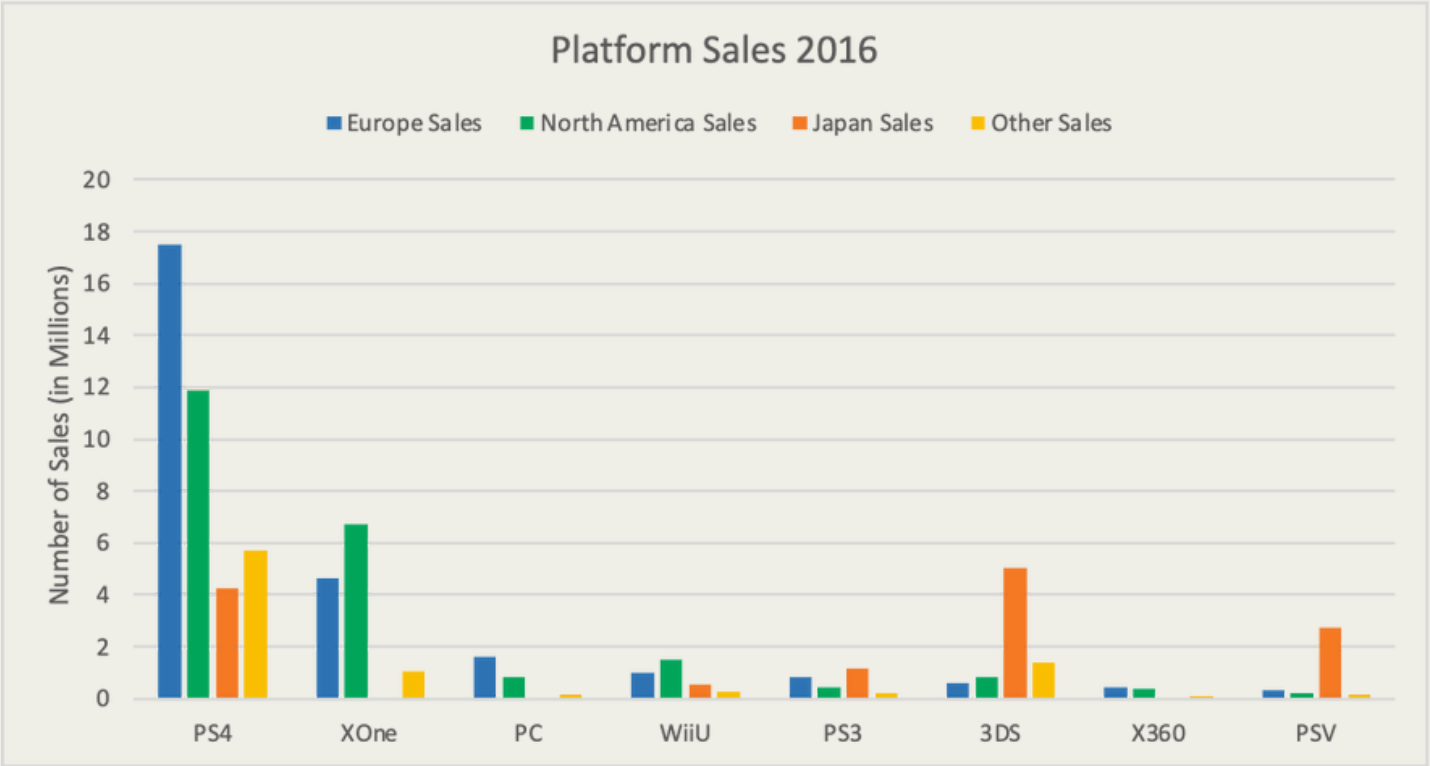
EVOLUTION OF PLATFORMS AND PUBLISHERS



The video game market saw substantial growth from 9 platforms to 1,426 publishers in 2018. However, by 2016, the market had contracted dropping to 344 for both publishers and platforms. This represents approximately a 75.9% decrease in both areas.

In 2016, the data shows a handful of platforms — mainly PS4, Xbox One, and 3DS — dominating sales across major regions, with fewer platform options available compared to previous years.

This decline reflects the consolidation of market power among fewer publishers and the dominance of fewer platforms. .



RECOMMENDATIONS

Strategic Investment

- Adapt budget to growing European market.
- Continue strong marketing effort in North America, explore new strategies to boost interest.
- Focus on popular genres and local partnerships. Strengthen loyalty in niche market.

Alternative sales models

- Physical games need to make room to new models.
- New possible models:
 - Online purchases.
 - Subscription-based models.
 - In-game purchases.

Multiple Platforms

- Less number of platforms but with a bigger market share.
- Focus on popular platforms, older platforms are less important.
- New medias like apps and mobile gaming can open new sales models

Focus on popular genres

- Three genres, action, sports and shooter, take up 75% of the market in 2016.
- Seek for gaps in genres (e.g. Electronic Arts doesn't publish action games.
- Focus on regional genre trends and particular games that work in different regions.

Thank you!
