

VIDEO GAMES SALES

— GAMECO

Mnguni Zulu

AGENDA

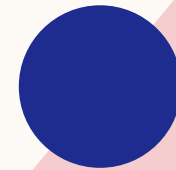
Introduction

Current Assumptions

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Introduction

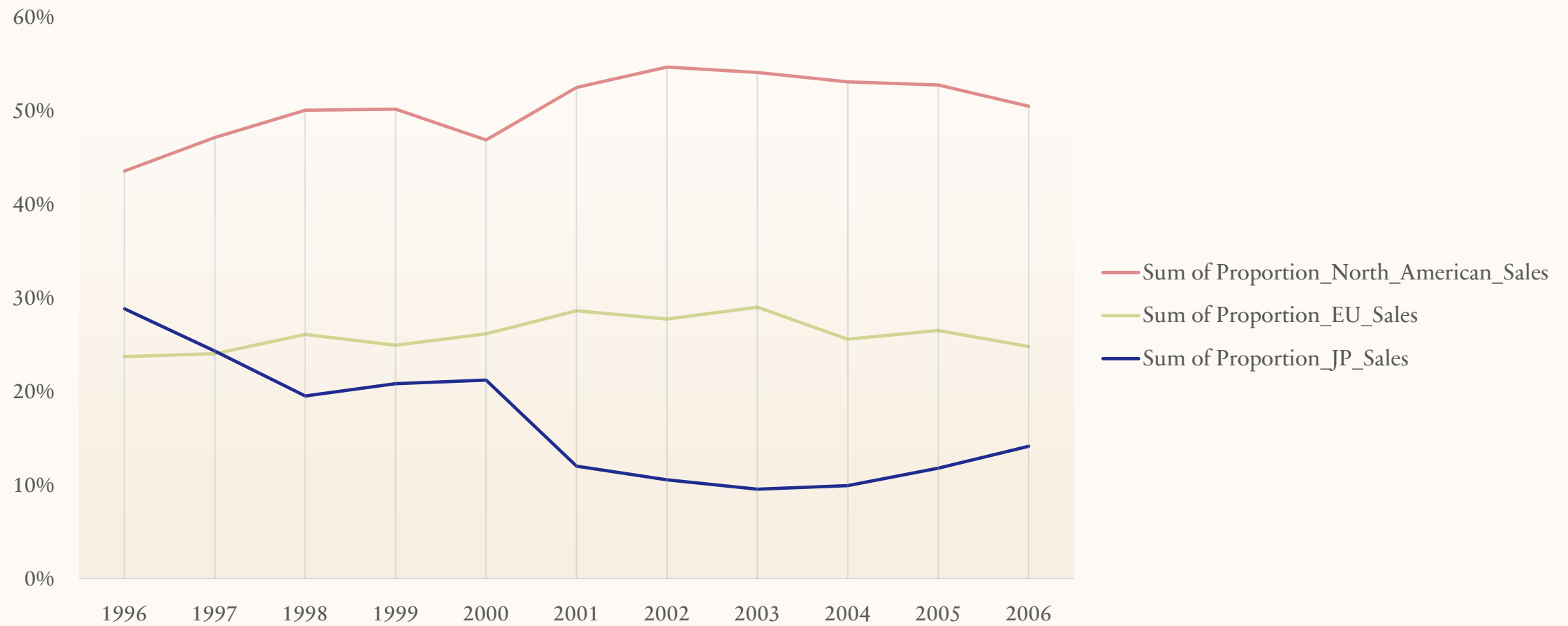
**WE ANALYSED HISTORICAL AND
CURRENT SALES DATA,
CATEGORISING THEM BY RANK,
GENRE, PLATFORM ETC.**

**THE GOAL WAS TO REVEAL
EMRGING TRENDS. . .**

CURRENT ASSUMPTIONS

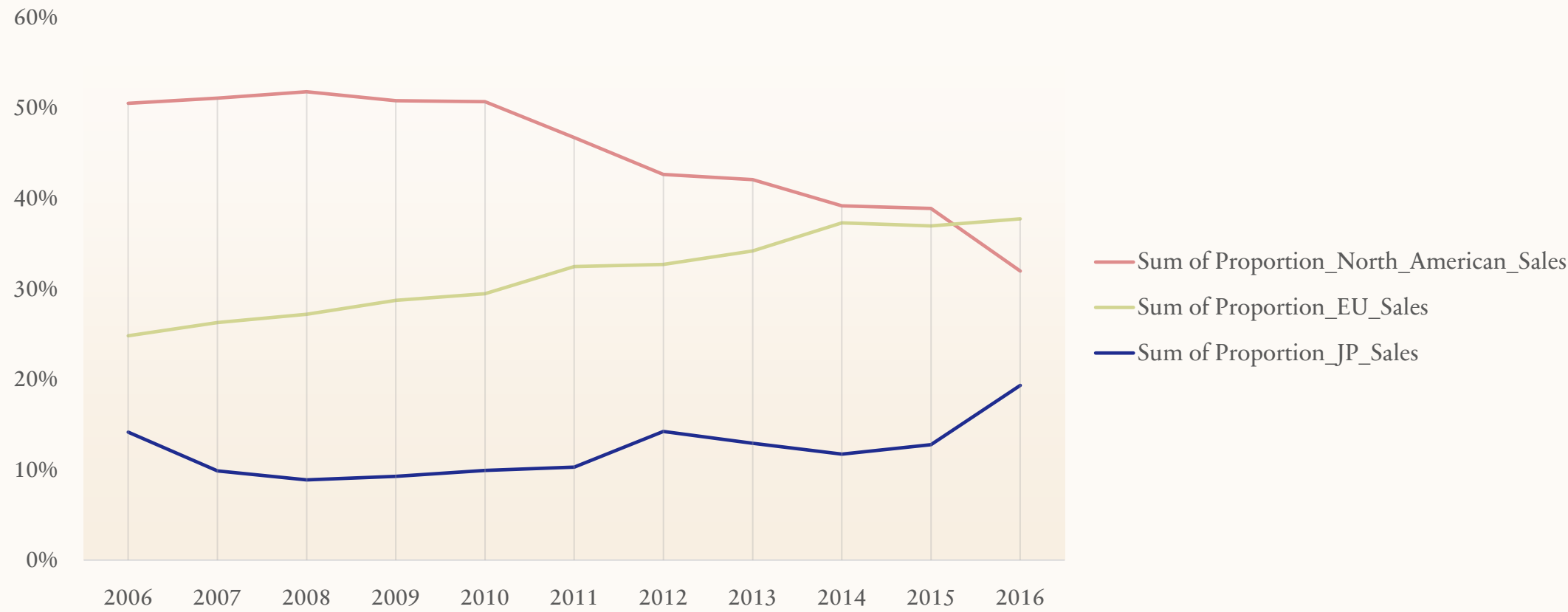
The current assumption is that the distribution of sales across the various regions has remained largely the same. It is true that in the past North America and Europe contributed most significantly global sales of video games with North America being firmly in first place and Europe as second.

Fig. 1 Proportion of Global Sales by Region
(1990 to 2006)



**DOES THIS ASSUMPTION STILL
HOLD TRUE?**

Fig. 2 Proportion of Global Sales by Region
(2006 to 2016)



1ST CONCLUSION:

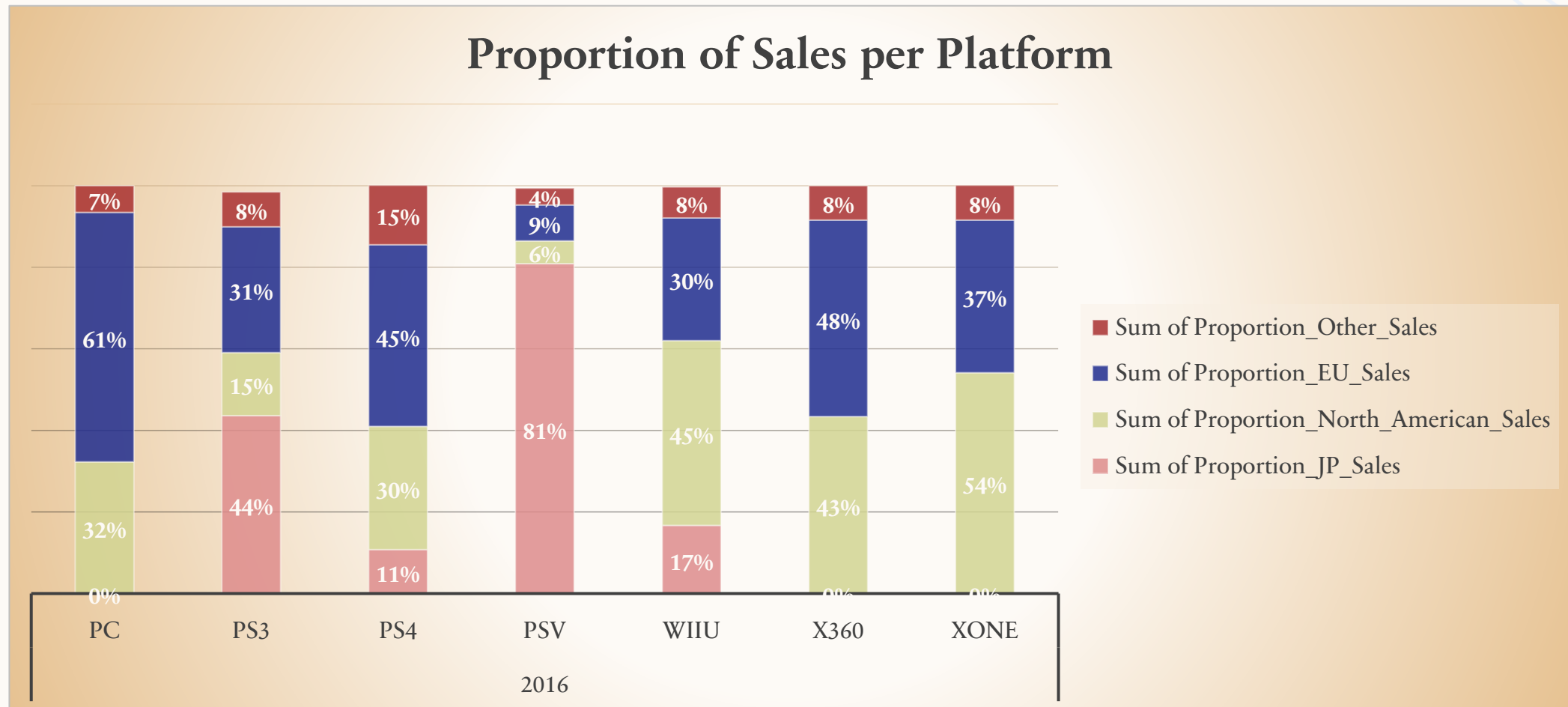
FROM 1998 ONWARDS, EUROPEAN VIDEO GAMES SALES OVERTOOK JAPAN IN TERMS OF GLOBAL PROPORTIONS. IN 2015 EUROPE ALSO OVERTOOK NORTH AMERICA W.R.T GLOBAL PROPORTION OF SALES. EUROPE NOW REPRESENTS THE GREATEST PROPORTION OF GLOBAL SALES.

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**IN 2016 EUROPE IS THE
LARGEST CONTRIBUTOR TO
GLOBAL SALES!**

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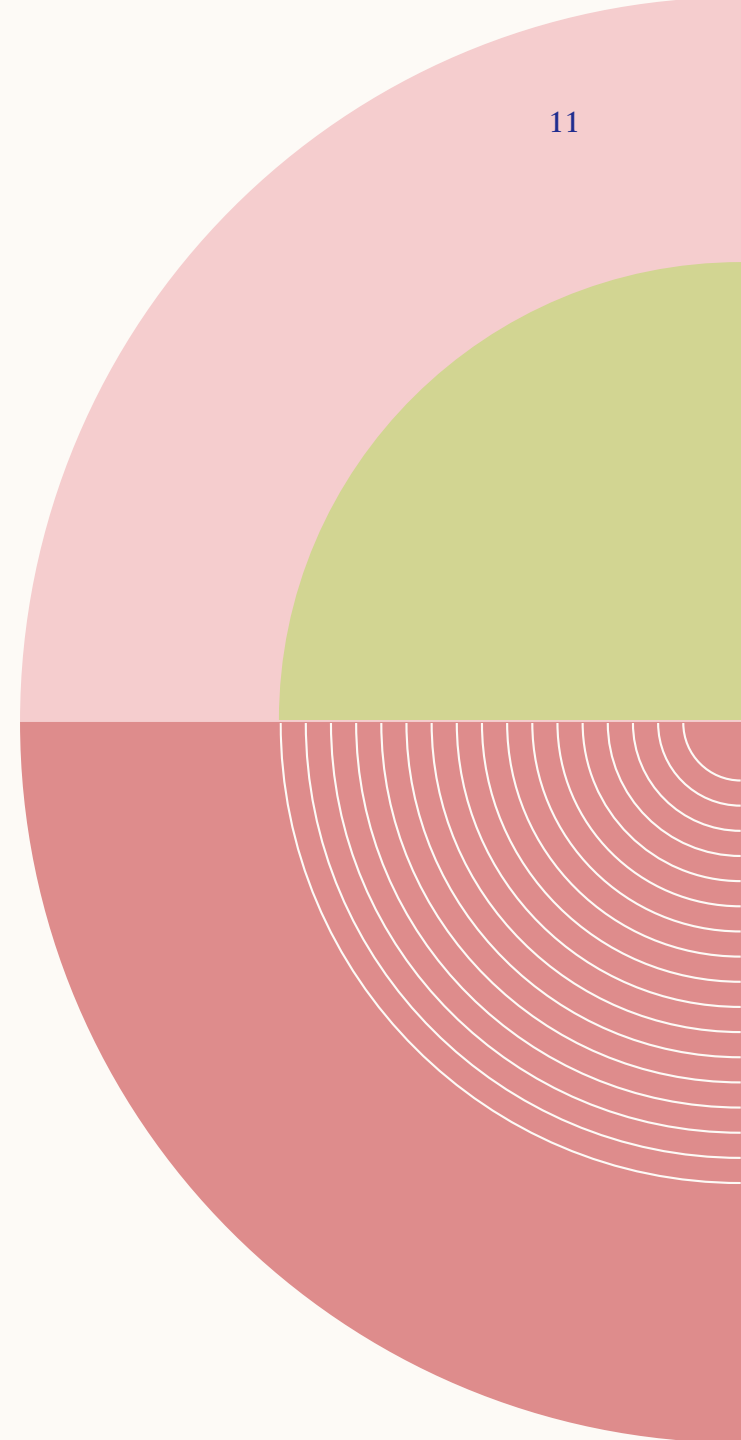
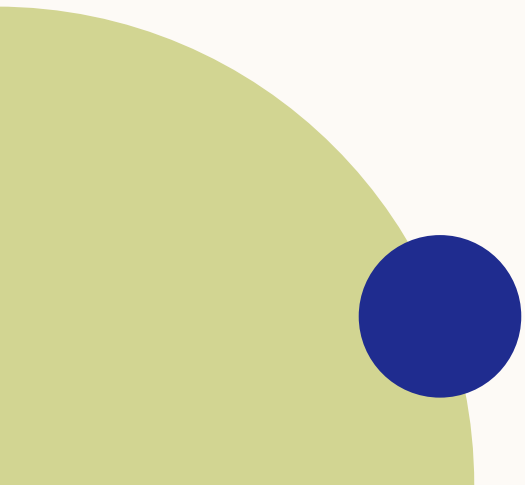
ON WHICH PLATFORMS SHOULD WE FOCUS THEN?



2ND CONCLUSION:

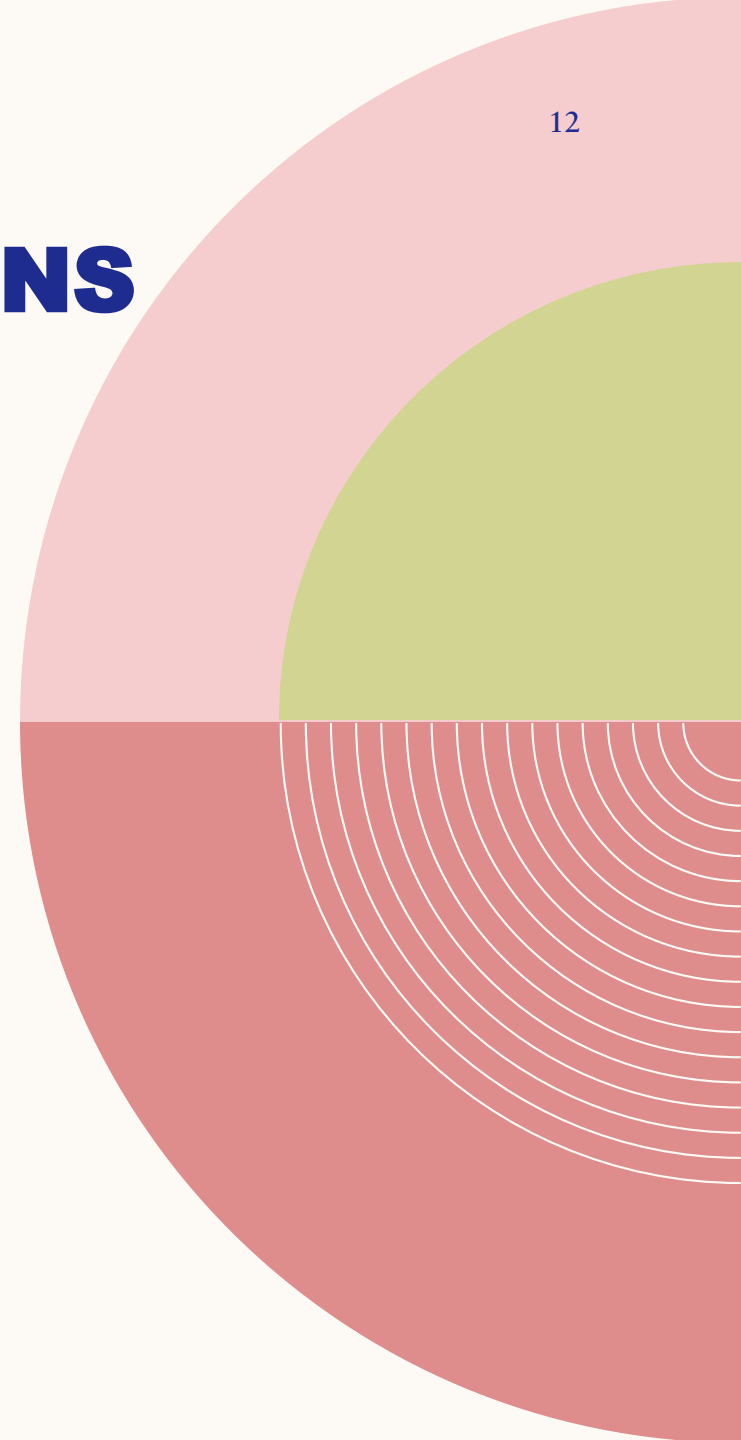
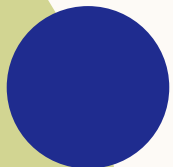
THE LARGEST PROPORTION OF GAMES SALES IN EUROPE ARE ON THE PS4, XBOX 360 AND PC PLATFORMS.

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SUMMARY & RECOMMENDATIONS

- **GameCo should focus marketing resources on European regions**
- **Focus on platforms which are most popular in europe i.e. PC, PS4 & Xbox 360**





THANK YOU

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