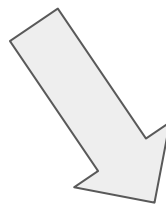
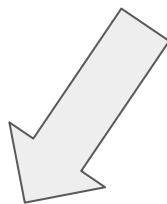


PS4 and Xbox One Subreddit Analysis



Vertical stand sold separately



Overview:

- The average cost of game production is \$40-60 million.
- For high-end games, the budget starts from \$100 million and above.
- Ex: If a company's budget is \$50,000,000 and sells their game at \$50 per copy. They would need to sell a total of **1,000,000** copies just to break even.

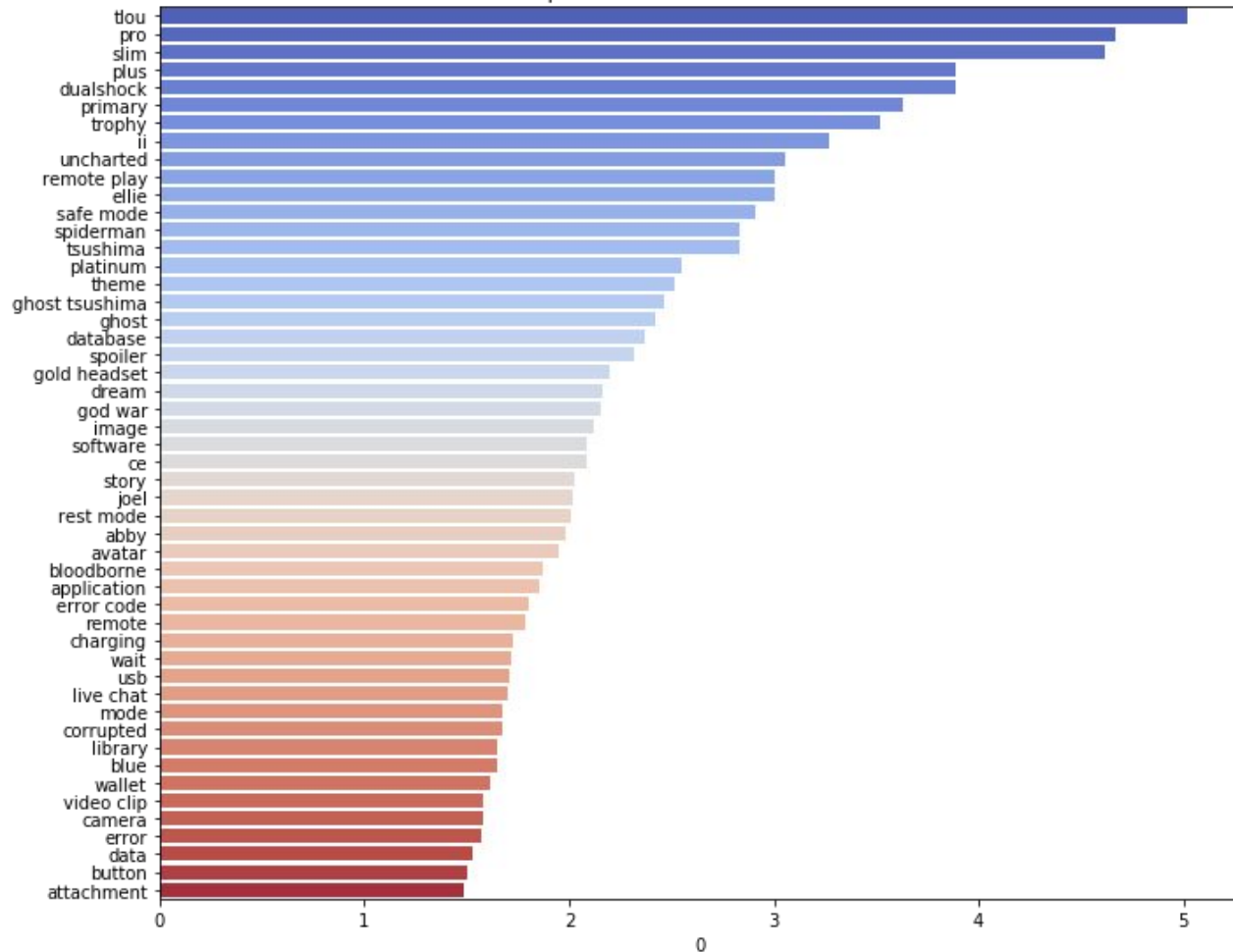
Overview:

- Every game title release is like a gamble. There isn't certainties as to whether a game will be successful or not.

PROBLEM STATEMENT:

How does console preference (Xbox or Playstation) affect the type of games players play? Can startup gaming companies use this trend as leverage to determine which platforms to release their game in? (i.e., which console will it sell better?)

Top 50 Predictors for PS subreddit



Top Games Found in PS4 Subreddit:

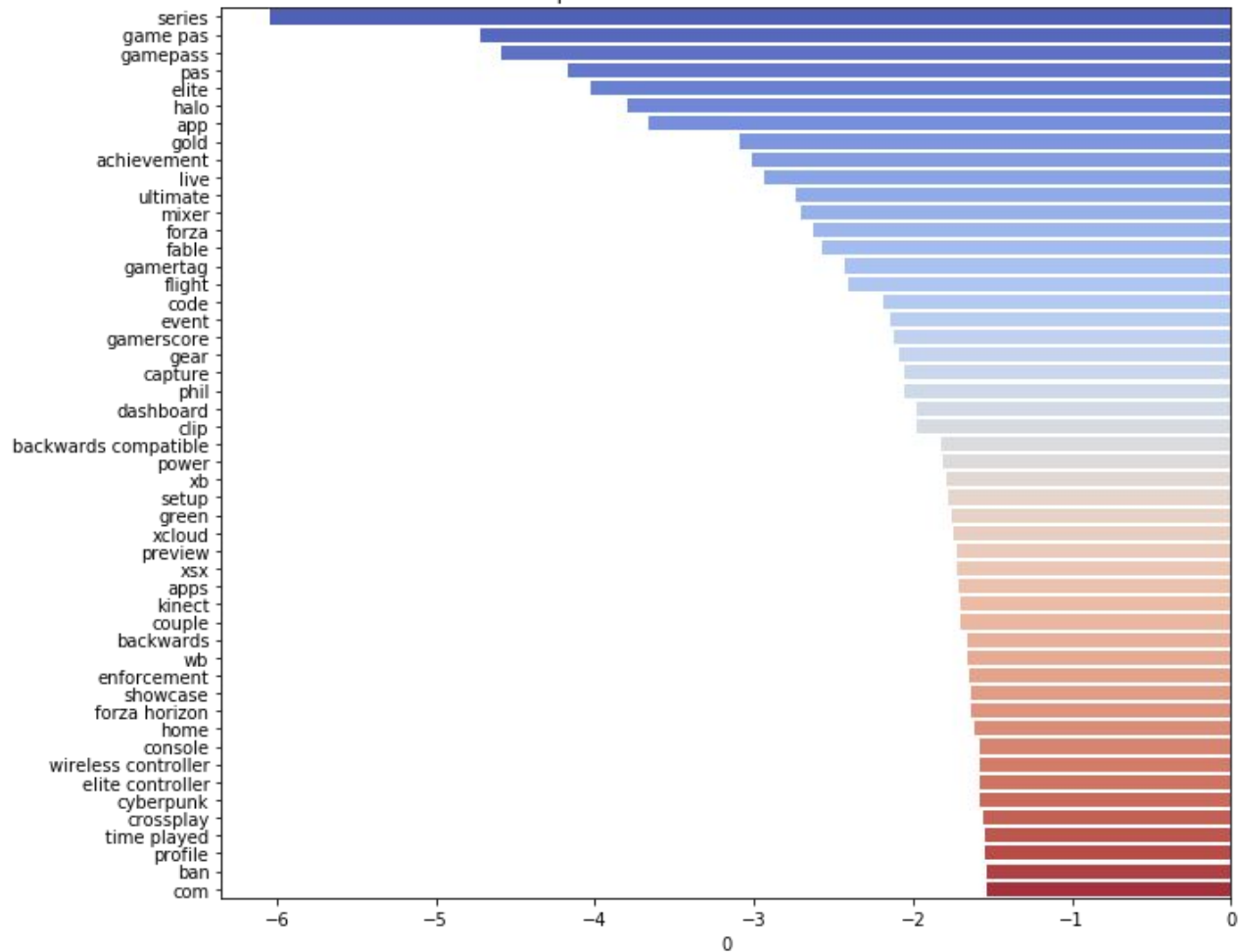
- Bloodborne
- Uncharted
- Spiderman
- God of War
- The Last of Us
- Ghost Tsushima

Similarities:

- Genre: Action-adventure
- PlayStation exclusive
- Strong story-driven game
- Graphically stunning

* Three out of seven identified games (Spiderman, The Last of Us, and God of War) are among the top 5 best selling games for PS4.

Top 50 Predictors for Xbox Subreddit



Top Games Found in Xbox One Subreddit:

- Forza
- Halo
- Gears of War
- Fable

* Three out of the four identified games (Forza, Halo, and Gears of War) are among the top 5 best selling games for Xbox.

Similarities:

- Genre:
 - Halo & Gears of Wars: Shooter games
 - Forza: Racing
 - Fable: Action role playing
- Except for Fable, these games are known for their multiplayer online feature.

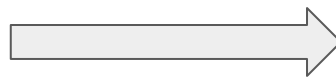
RECOMMENDATIONS!

If a game is:

Single-player action adventure

OR

**Possess strong narrative
(ex: Horror games)**



Vertical stand sold separately

RECOMMENDATIONS!

If a game is:

Shooter

OR

Racing

OR

**Aims to have a strong online
community**

