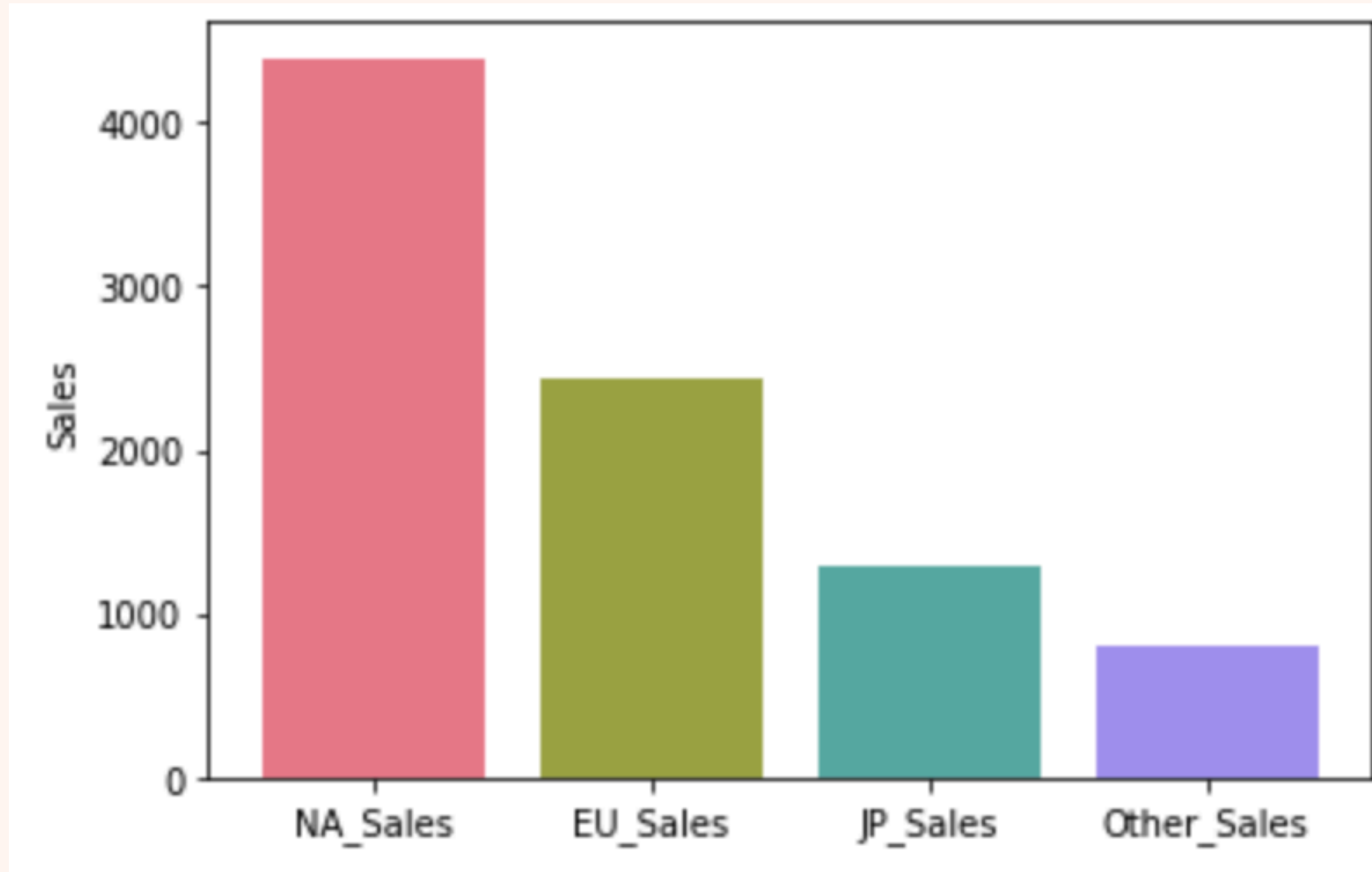

3/4분기 게임 제안

송나현

목차

1. 지역별 시장규모
 2. 지역에 따른 장르별 선호도
 3. 연대별 게임 출시량
 4. 플랫폼
 5. 시장규모가 큰 지역의 게임 트렌드 분석
 6. 결론
-

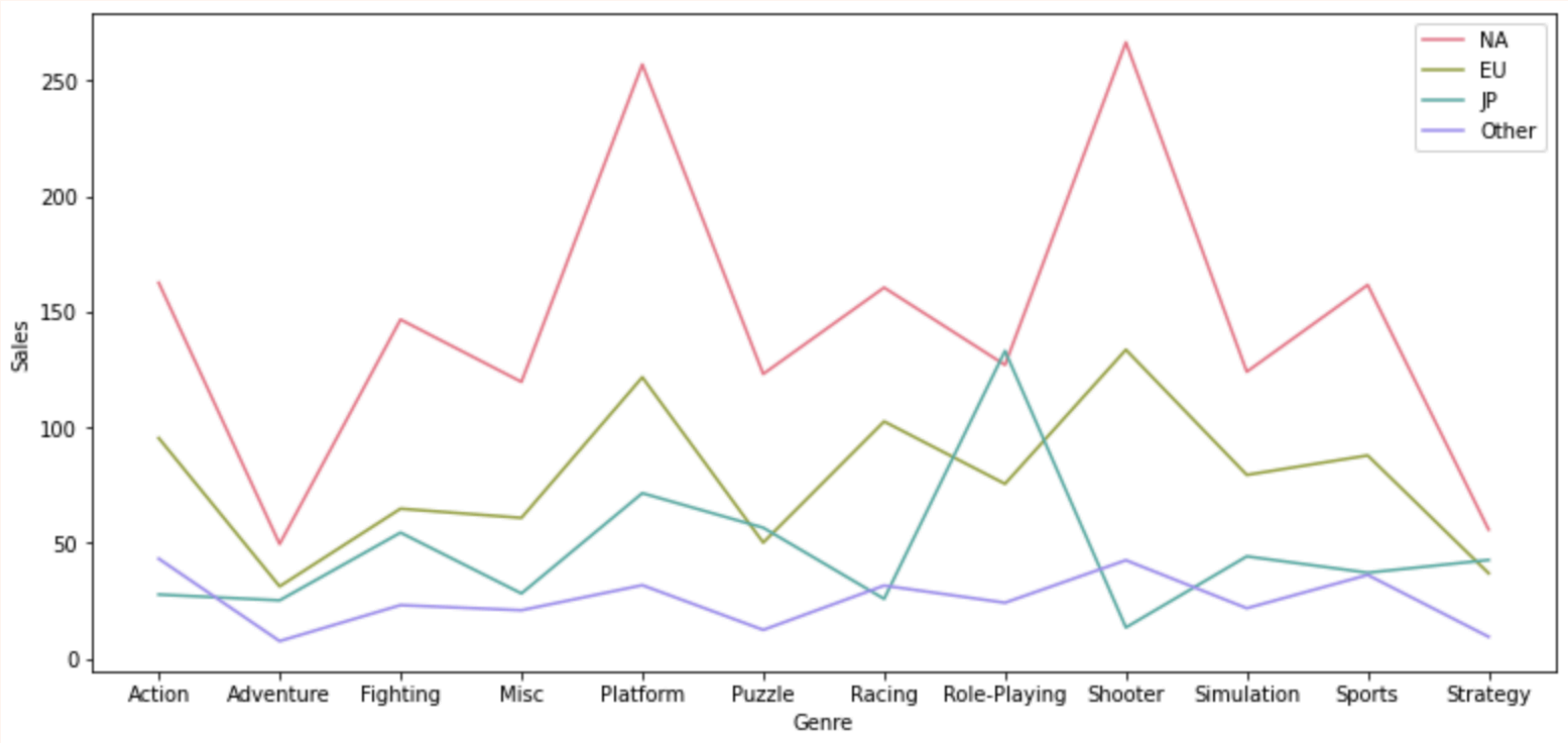
1. 지역별 시장규모



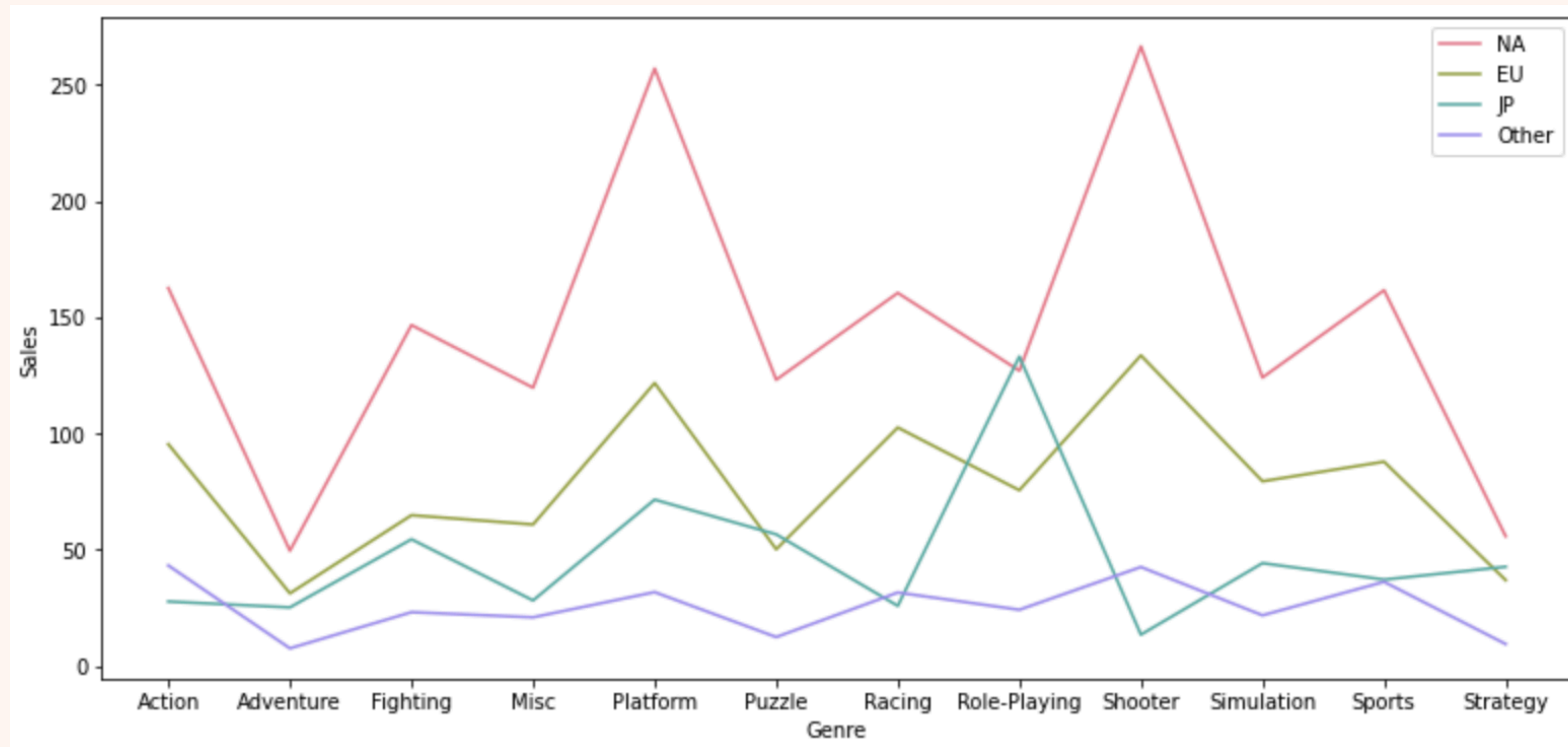
● 북미 > 유럽 > 일본 > 기타

-> 북미와 유럽을 타겟으로

2. 지역에 따른 장르별 선호도



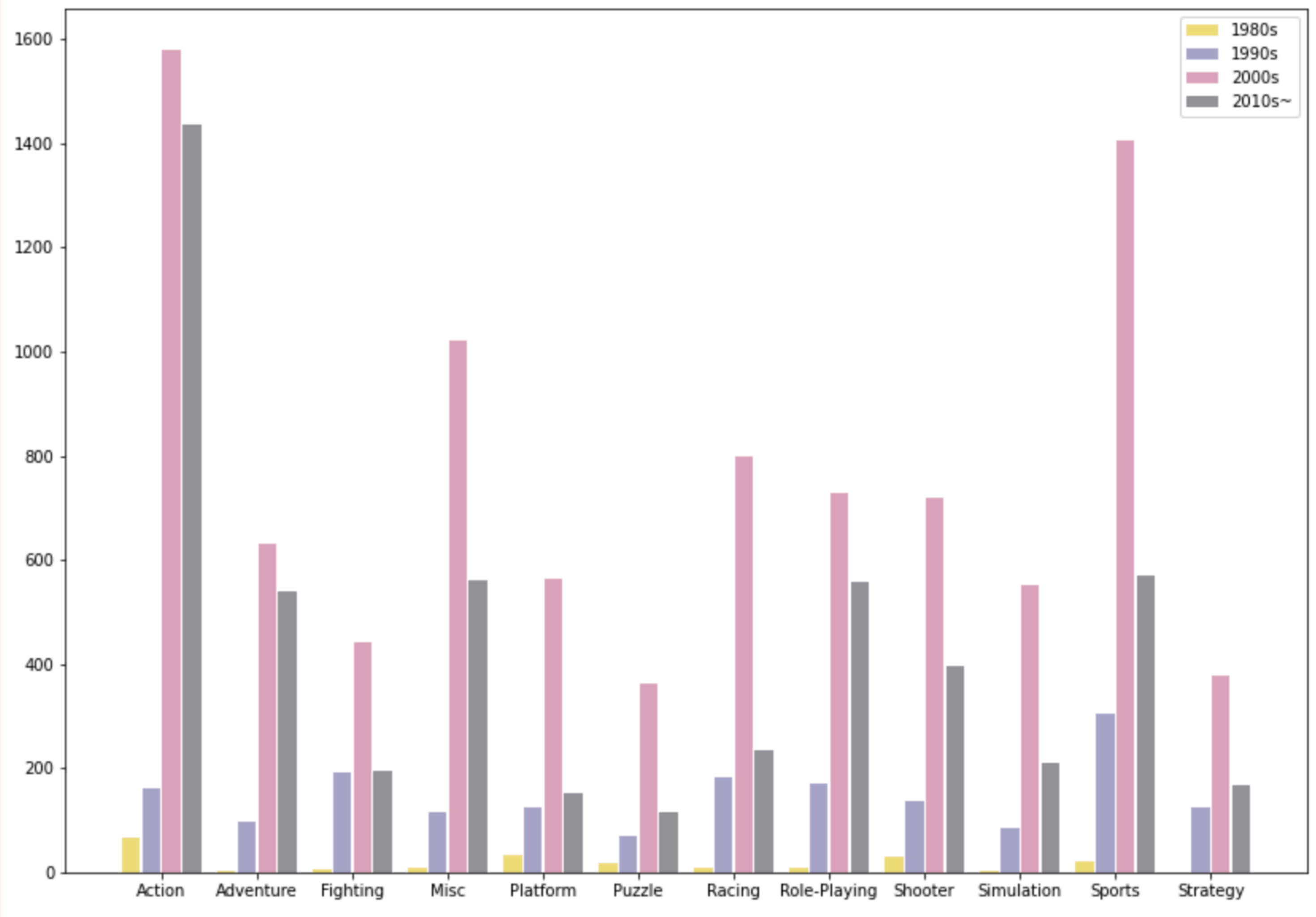
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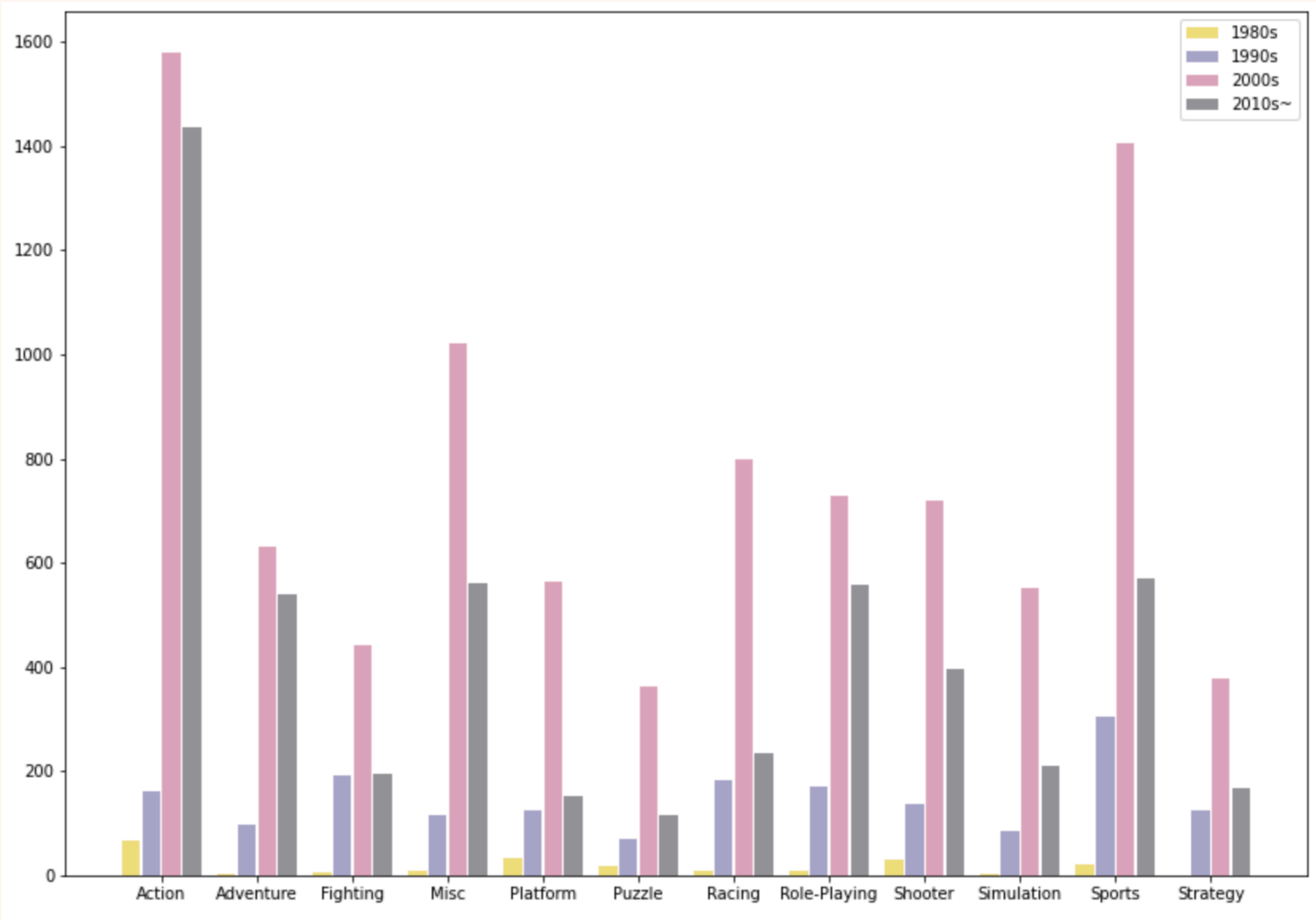
- 북미 : 플랫폼,슈터
- 유럽 : 플랫폼,슈터
- 일본 : 플랫폼,롤플레이잉
- 기타 : 슈터

-> 플랫폼, 슈터

3. 연대별 게임 출시량



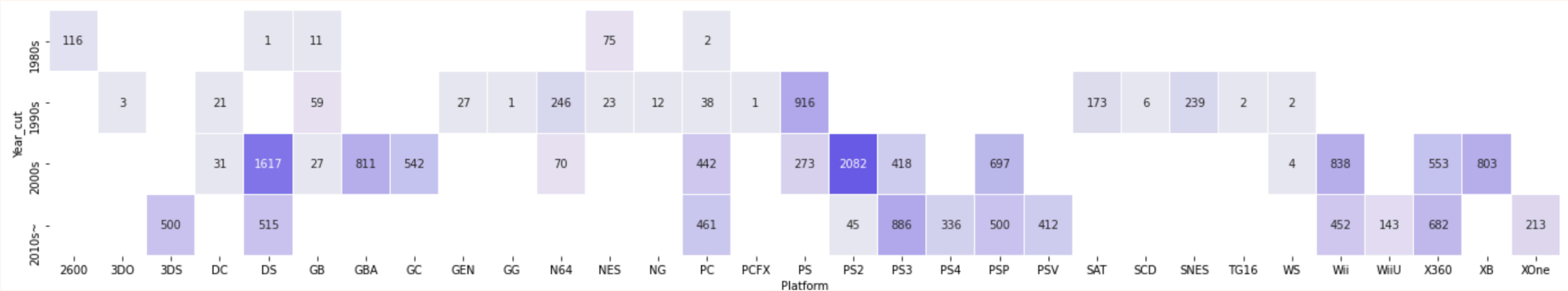
3. 연대별 게임 출시량



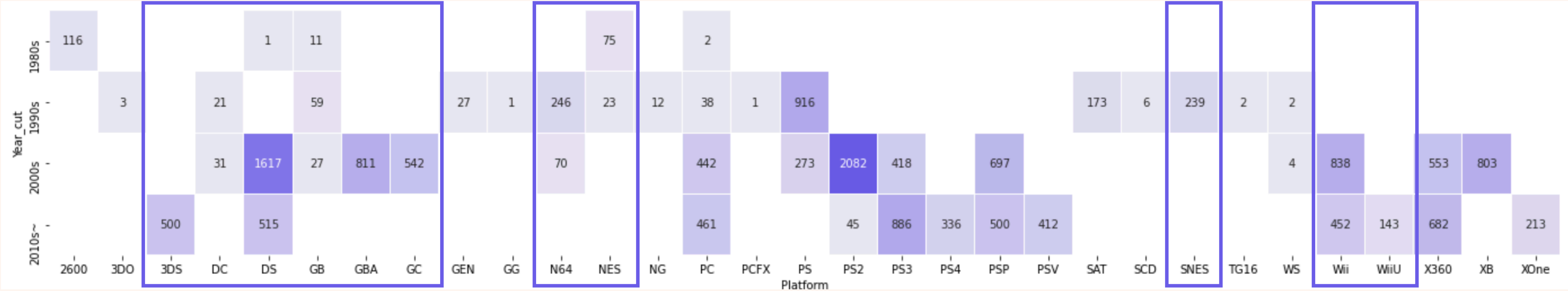
- 80년대 : 액션,플랫폼,슈터
- 90년대 : 스포츠,파이팅,레이싱
롤플레이잉,액션
- 2000년대 : 액션,스포츠,Misc
- 2010년대 : 액션,스포츠,Misc
어드벤처,롤플레이잉

-> 액션,스포츠

4. 플랫폼

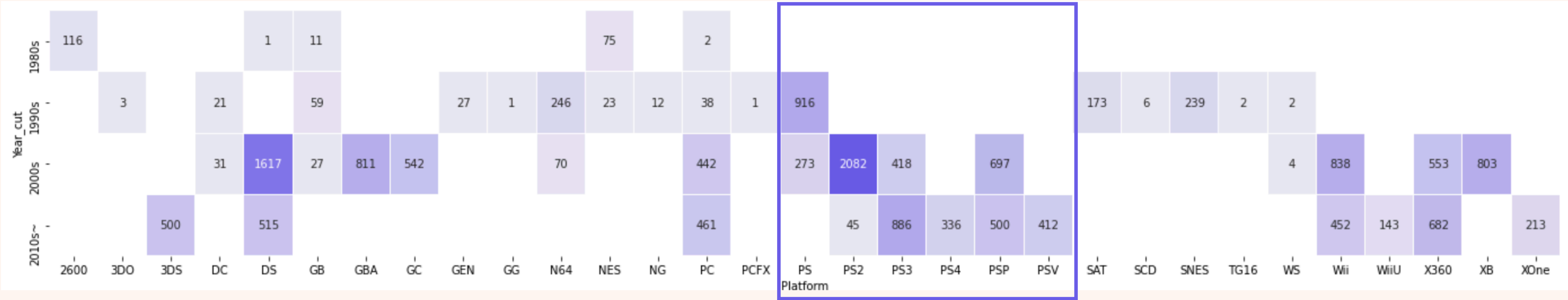


4. 플랫폼



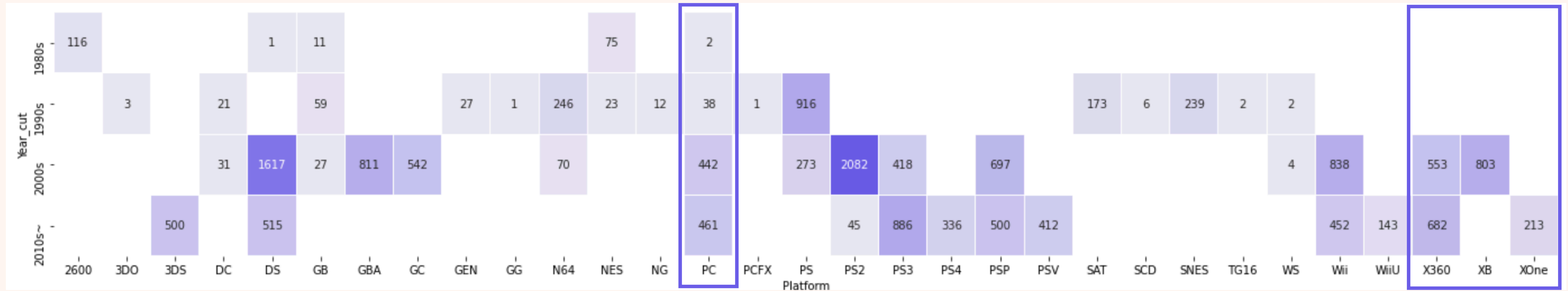
● Nintendo : 3DS, DC, DS, GB, GBA, GC, N64, NES, SNES, Wii, WiiU

4. 플랫폼



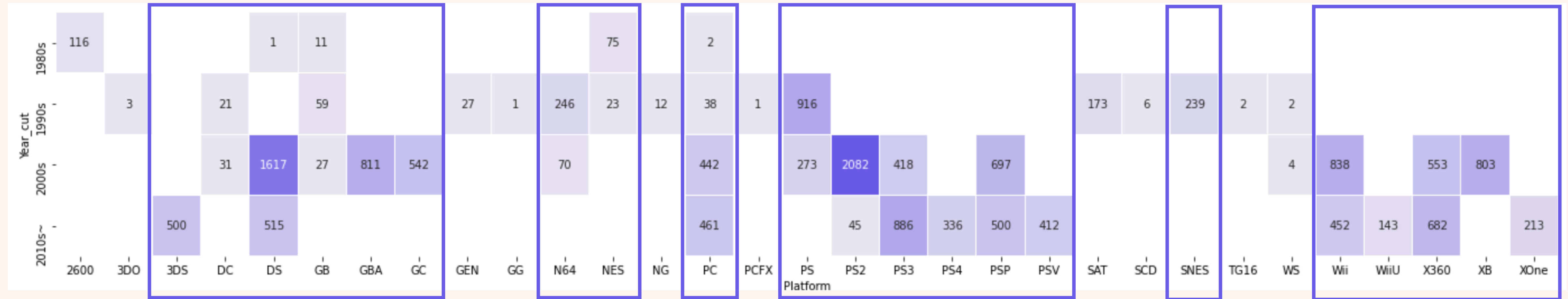
- Nintendo : 3DS, DC, DS, GB, GBA, GC, N64, NES, SNES, Wii, WiiU
- Sony : PS, PS2, PS3, PS4, PSP, PSV

4. 플랫폼



- Nintendo : 3DS, DC, DS, GB, GBA, GC, N64, NES, SNES, Wii, WiiU
- Sony : PS, PS2, PS3, PS4, PSP, PSV
- MS : PC, X360, XB, XOne

4. 플랫폼



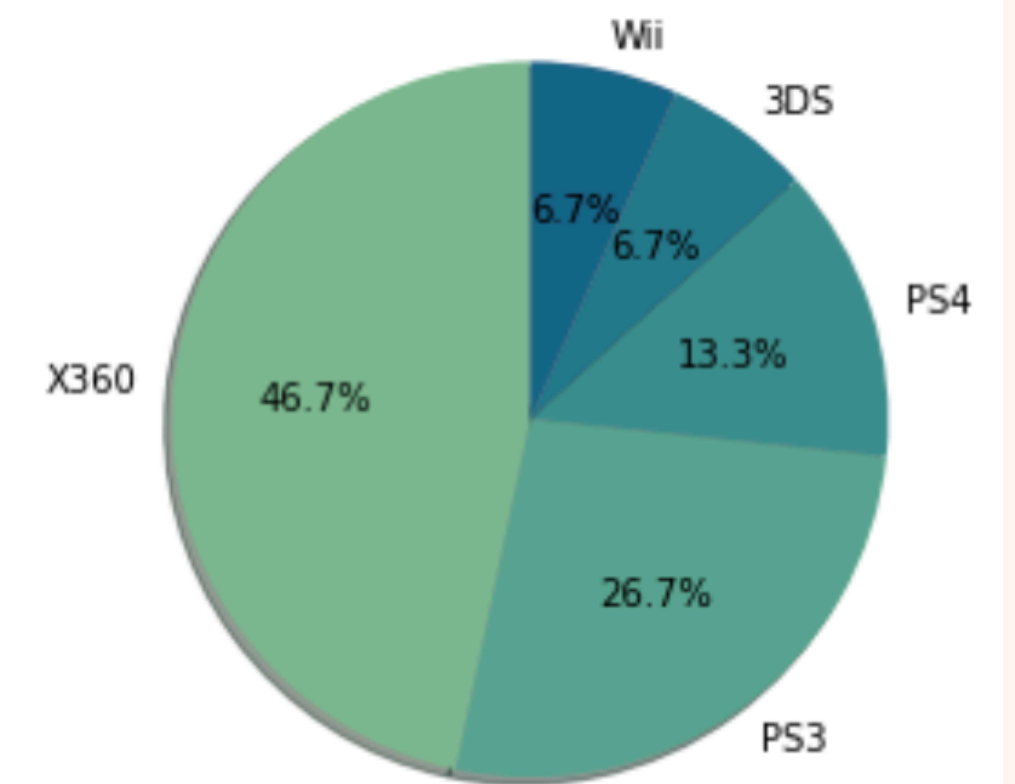
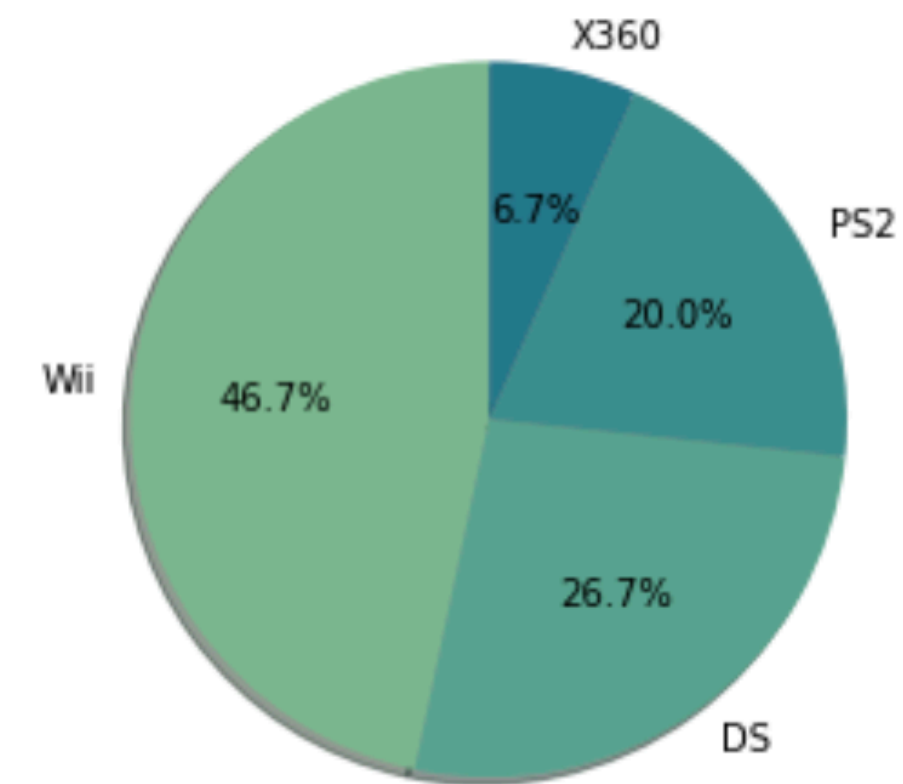
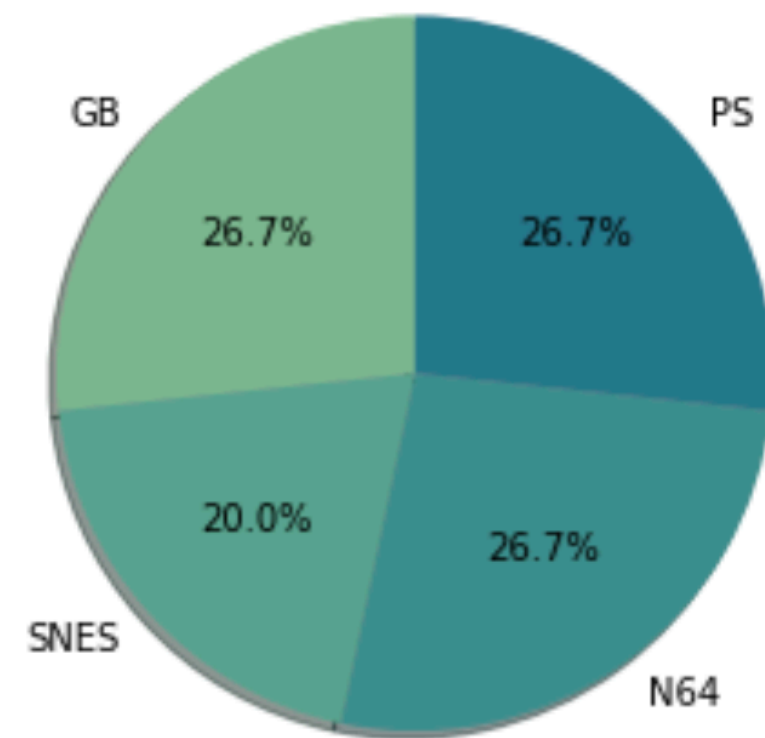
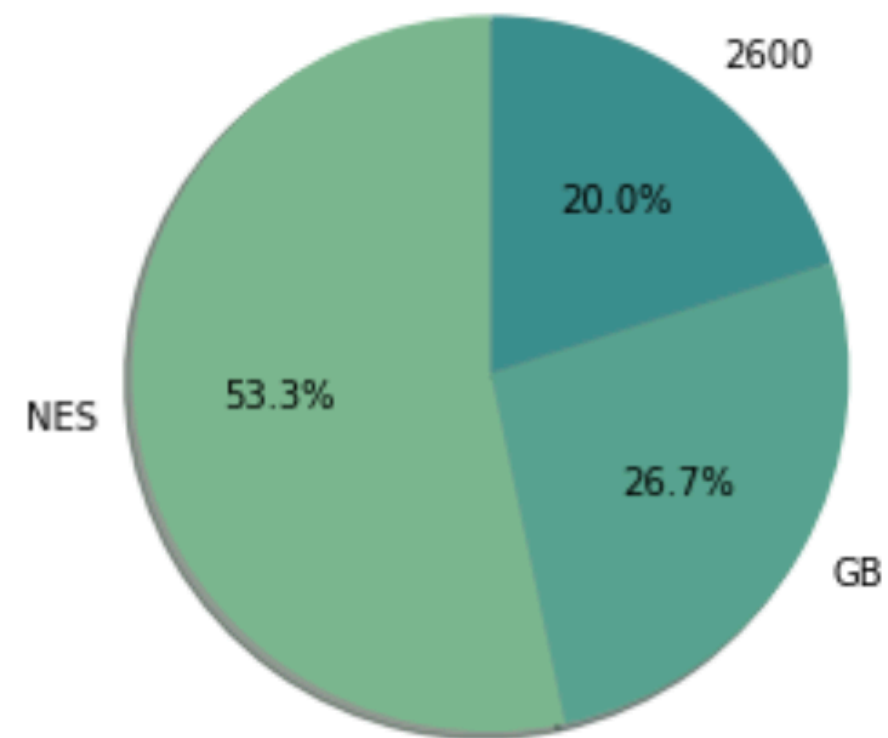
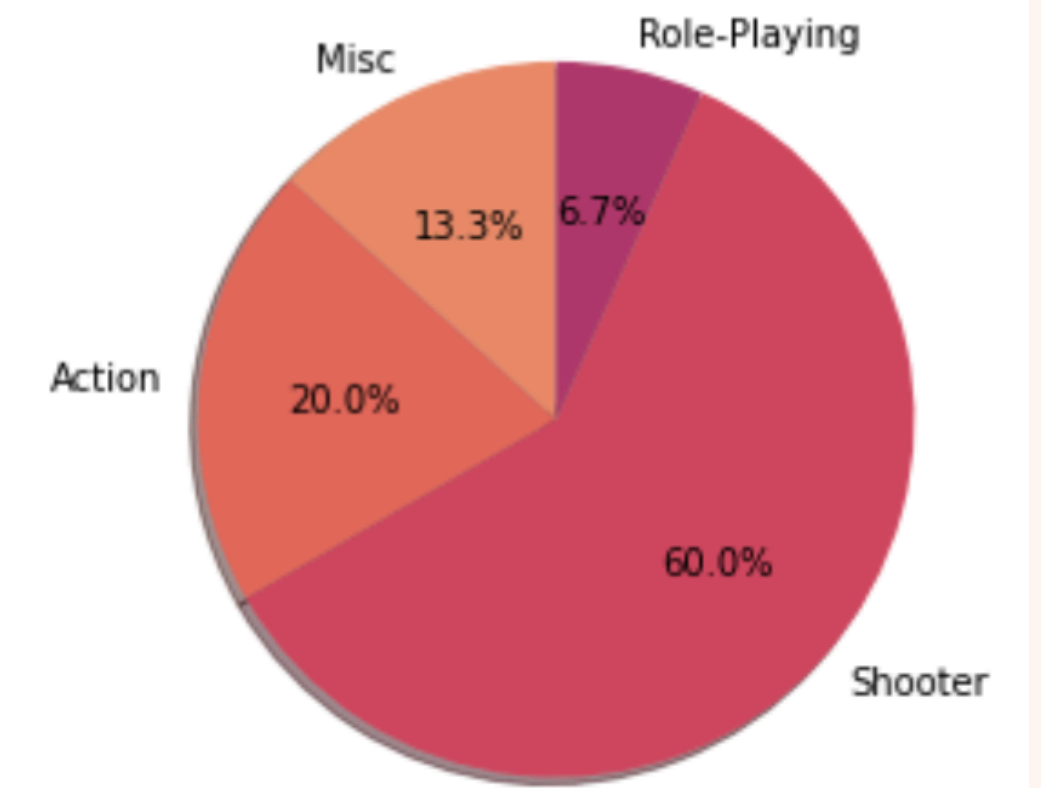
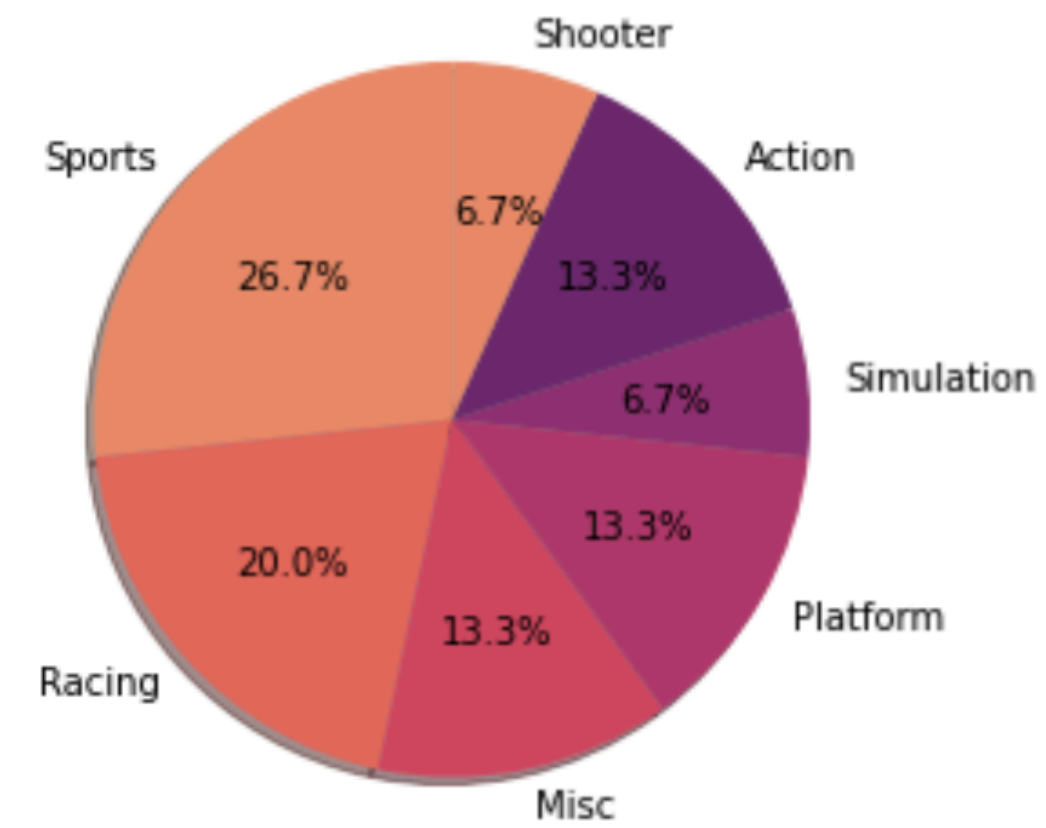
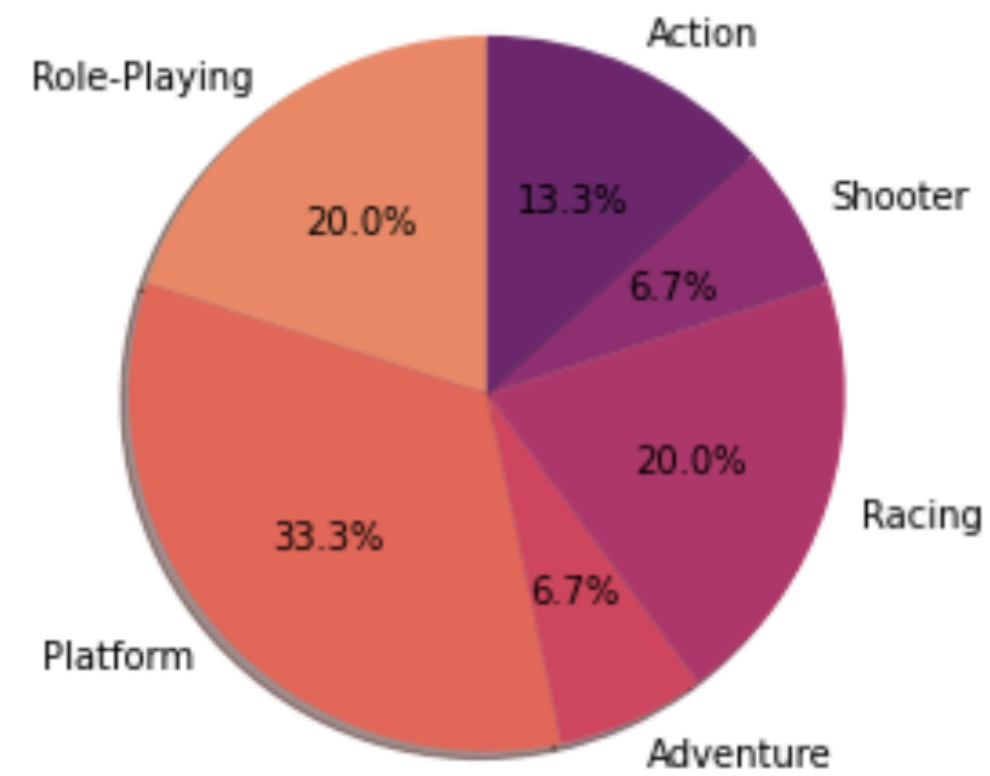
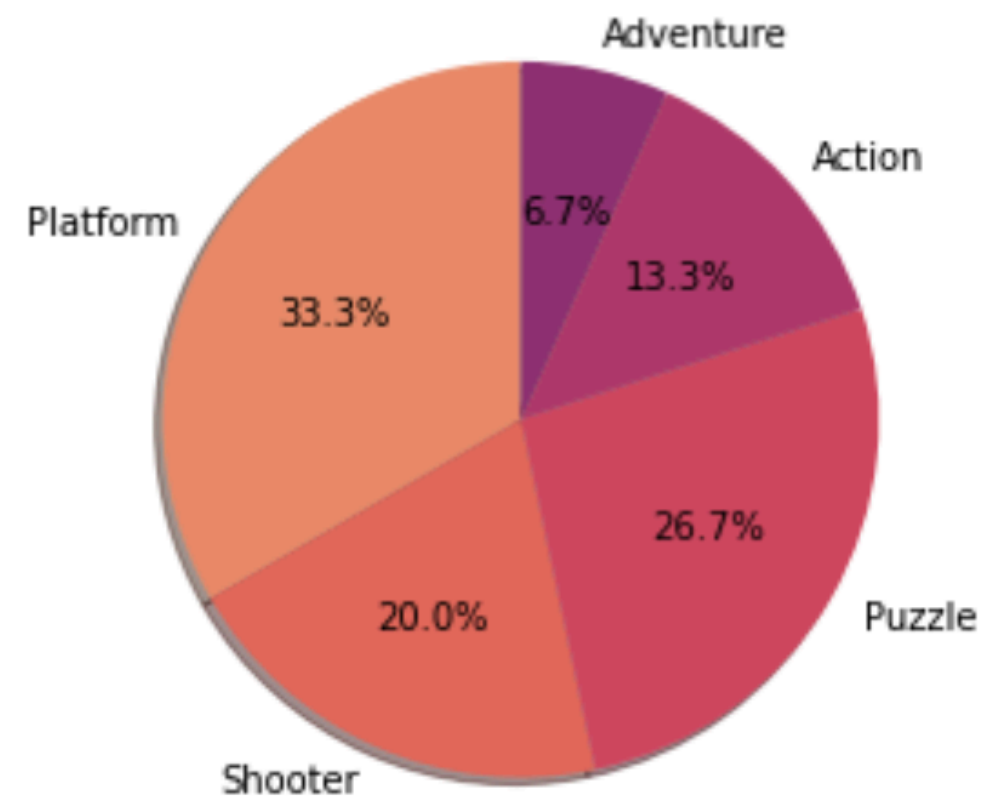
● Nintendo : 3DS, DC, DS, GB, GBA, GC, N64, NES, SNES, Wii, WiiU

● Sony : PS, PS2, PS3, PS4, PSP, PSV

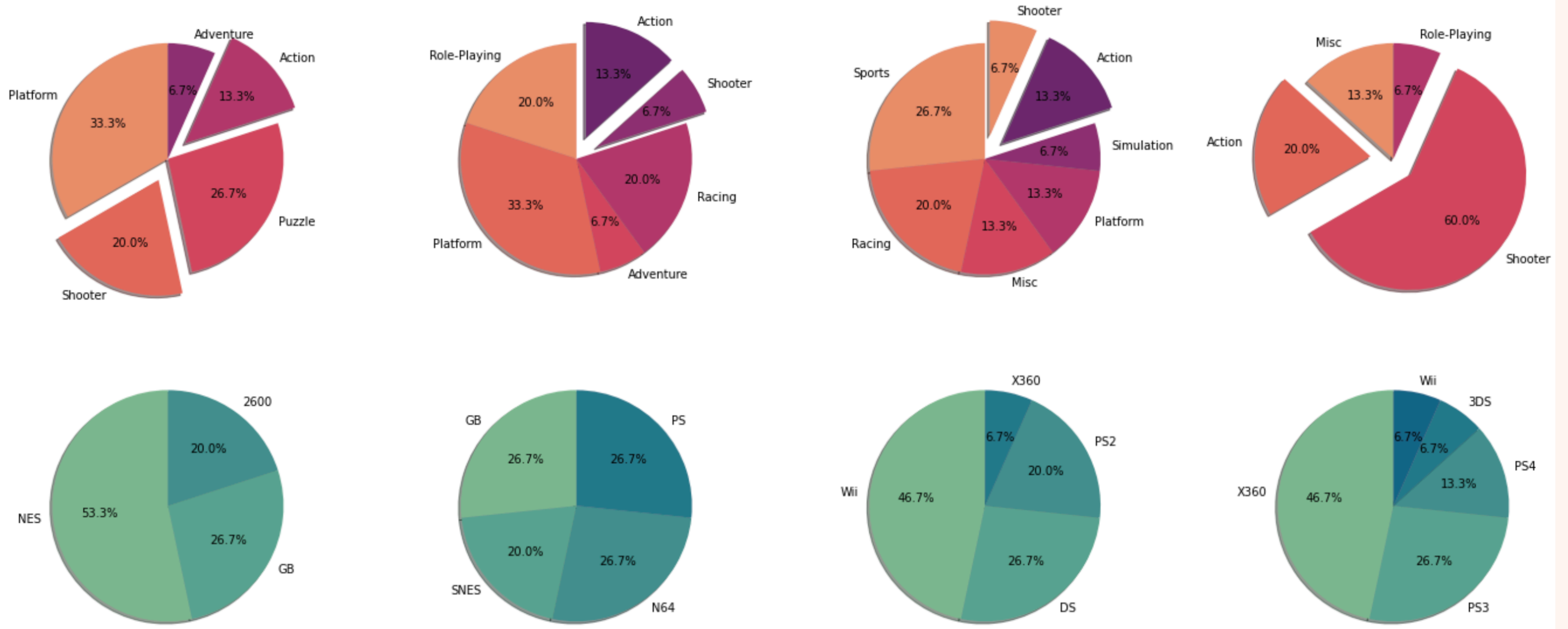
● MS : PC, X360, XB, XOne

-> 전체 시장의 95%를 차지함

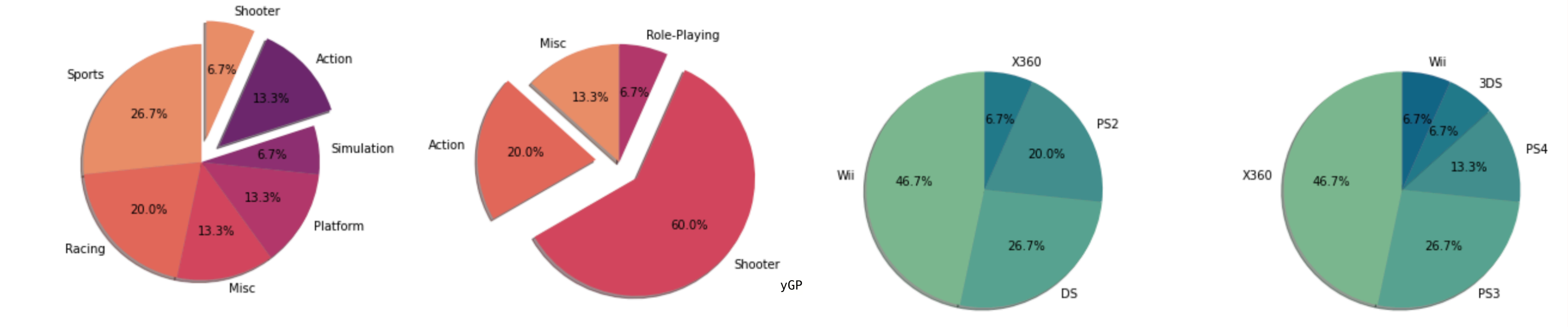
5. 시장규모가 큰 두 지역의 게임 트렌드 분석



5. 시장규모가 큰 두 지역의 게임 트렌드 분석

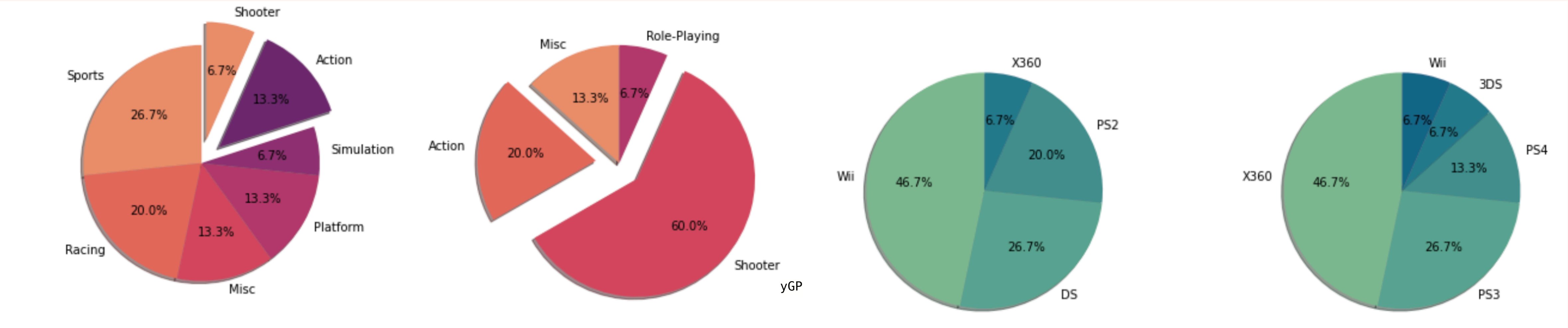


5. 출고량이 높은 두 지역의 게임 트렌드 분석



Genre	Action	Shooter
Platform		
3DS	180	6
Wii	229	60
PS3	369	155
PS4	121	34
X360	318	197

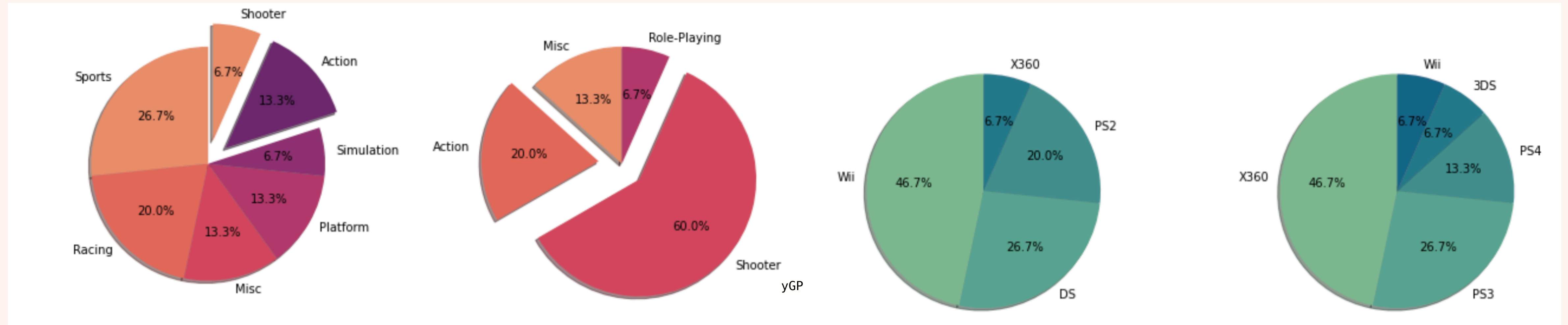
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Genre	Action	Shooter
Platform		
3DS	180	6
Wii	229	60
PS3	369	155
PS4	121	34
X360	318	197

● Action : Sony

5. 출고량이 높은 두 지역의 게임 트렌드 분석



Genre	Action	Shooter
Platform		
3DS	180	6
Wii	229	60
PS3	369	155
PS4	121	34
X360	318	197

- Action : Sony
- Shooter : Microsoft

6. 결론

- 북미와 유럽시장을 타겟으로

6. 결론

- 북미와 유럽시장을 타겟으로

- Action 게임을 PS4버전으로 출시

6. 결론

- 북미와 유럽시장을 타겟으로

- Action 게임을 PS4버전으로 출시
- Shooter 게임을 X360버전으로 출시

감사합니다 !
