

UBFC

UNIVERSITÉ
BOURGOGNE FRANCHE-COMTÉ



Video Game Industry Analysis

Overview

Market Trend

Market Leaders

Genre Trend

Video Industry Overview

8.8bn

of Quantity Sold

Action

Top Selling Genre

Nintendo

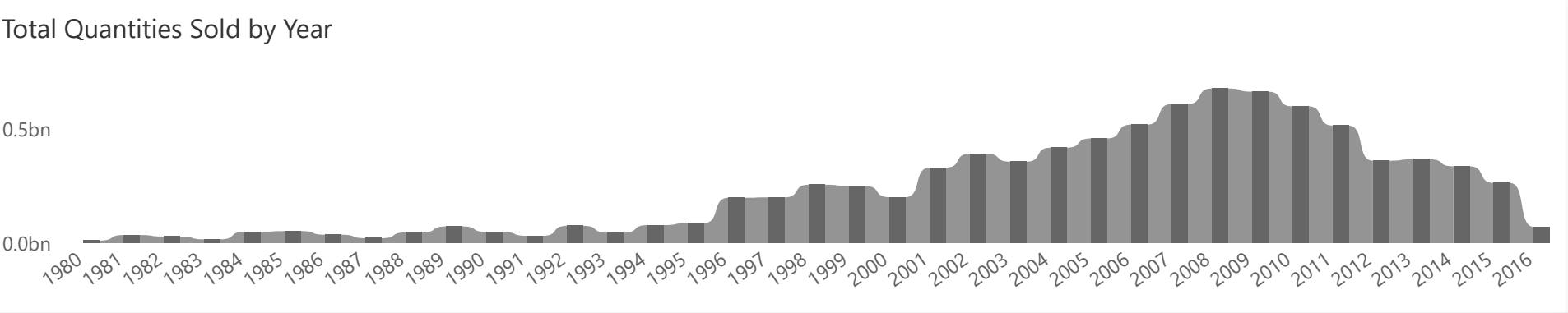
Top Selling Publisher

PS2

Top Selling Platform

Wii Sports

Top Selling Videogame



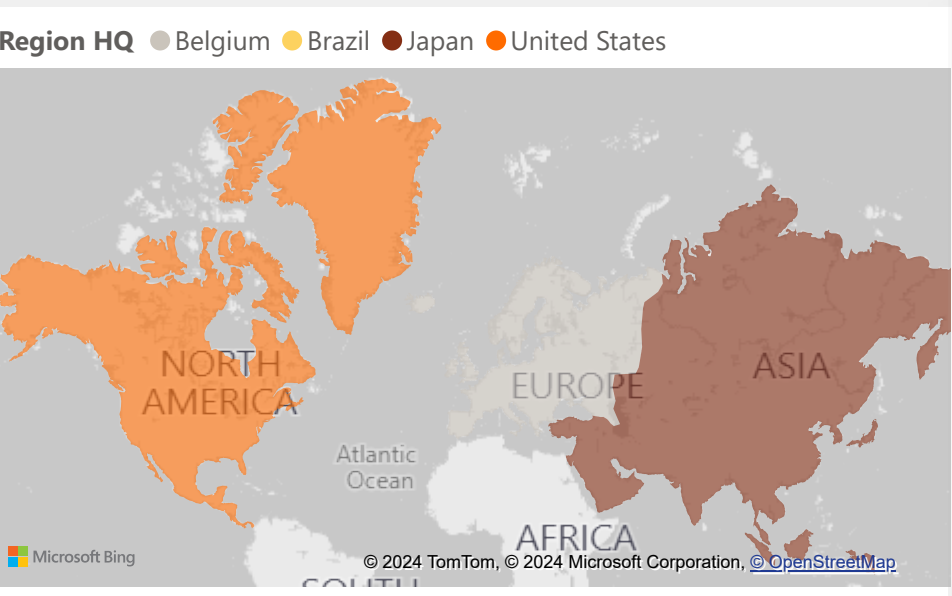
Best Selling Video Game per Year

Year	VideoGame	# Sold
2016	FIFA 17	3.75M
2015	FIFA 16	6.06M
2014	Grand Theft Auto V	5.81M
2013	Grand Theft Auto V	9.63M
2012	Call of Duty: Black Ops II	8.25M
2011	Call of Duty: Modern Warfare 3	9.03M
2010	Kinect Adventures!	14.97M
2009	Wii Sports Resort	15.75M
2008	Mario Kart Wii	15.85M
2007	Wii Fit	8.94M
2006	Wii Sports	41.49M
2005	Nintendogs	11.00M
2004	Grand Theft Auto: San Andreas	10.57M
2003	Mario Kart: Double Dash!!	4.12M
2002	Grand Theft Auto: Vice City	8.41M
2001	Grand Theft Auto III	6.00M

Total Quantites Sold by Region

Region	Quantity Sold
North America	4.3bn
Europe	2.4bn
Asia	1.3bn
Rest of the World	0.8bn

Genre	Quantity Sold
Action	1717.6M
Sports	1308.8M
Shooter	1024.7M
Role-Playing	920.3M
Platform	828.8M
Misc	796.7M
Racing	726.5M
Fighting	444.1M
Simulation	389.6M
Puzzle	241.6M
Adventure	234.6M
Strategy	173.2M
Total	8806.4M



Video Industry Market Trend

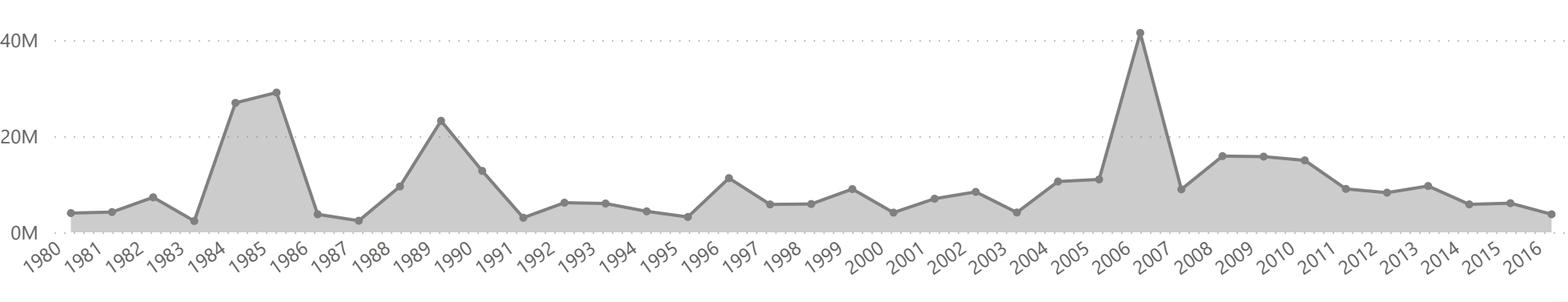
Most Released Genre by Year

1980	1981	1982	1983	1984			1985		1986			1987	1988	1989	1990			1991	1992	1993			1994		1995
Misc	Action	Action	Action	Puzzle	Racing	Shooter	Platform	Puzzle	Action	Platform	Sports	Platform	Puzzle	Action	Platform	Sports	Sports	Fighting	Fighting	Platform	Fighting	Sports	Platform	Fighting	Sports
16	100	72	28	12	12	12	16	16	24	24	16	16	16	20	12	12	12	28	28	44	44	88	88		

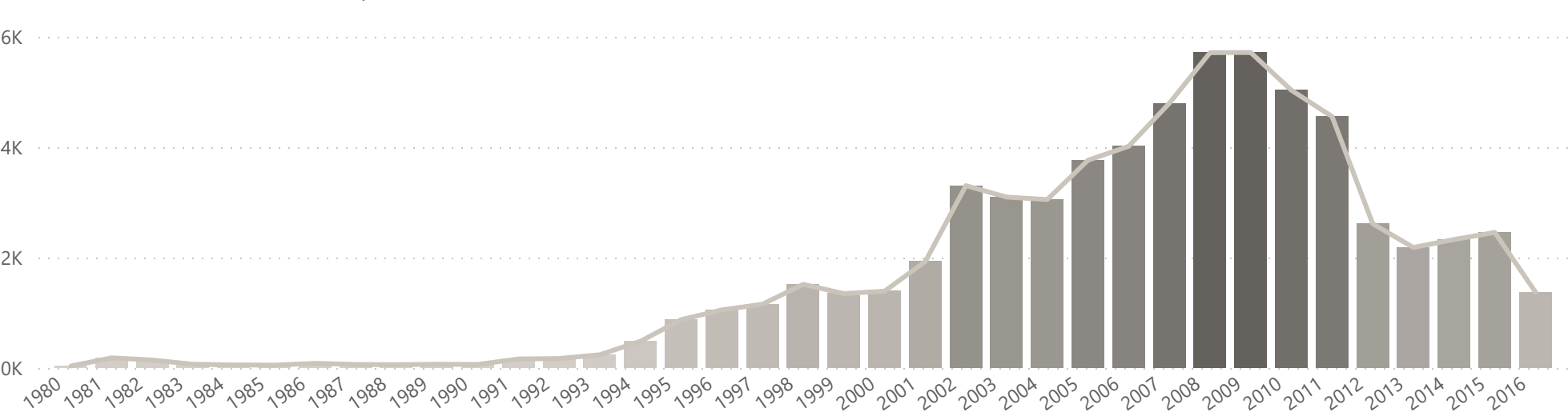
Top Selling Genre by Year

Year	Genre	# of Units
2016	Action	19.85M
2015	Action	70.66M
2014	Action	99.01M
2013	Action	125.21M
2012	Action	120.27M
2011	Action	119.00M
2010	Action	117.50M
2009	Sports	138.59M
2008	Action	136.43M
2007	Action	106.29M
2006	Sports	136.12M
2005	Action	85.52M
2004	Action	76.15M
2003	Action	67.98M
2002	Action	86.65M
2001	Action	59.38M
2000	Sports	41.24M

Most Selling Game per Year



Number of Video Games Released per Year



Video Industry Market Share

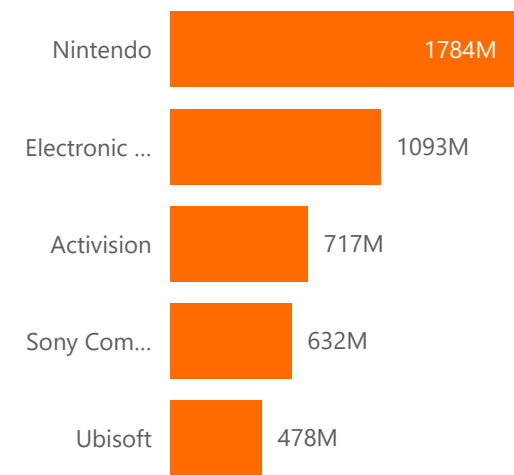
Last 5 years

Last decade

All Time



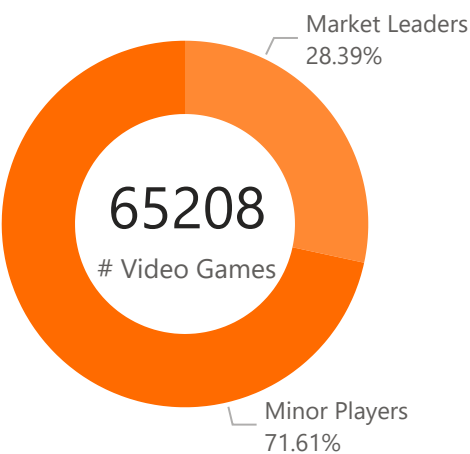
Top 5 Publishers for Total Quantities Sold



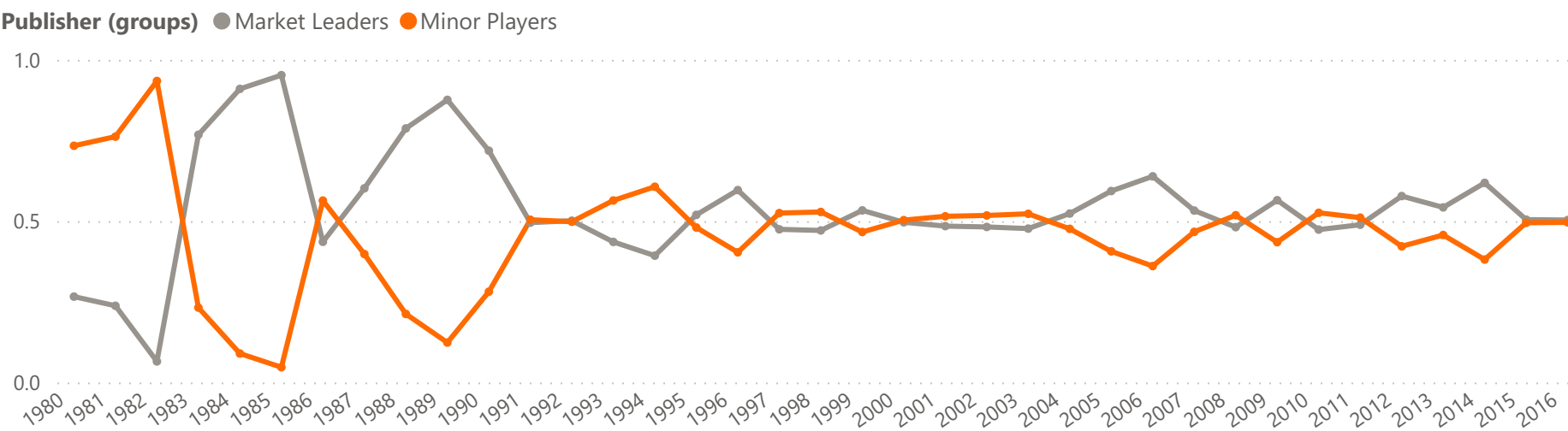
Market Leaders vs Minor Players

Publisher (groups) Year	Market Leaders			Minor Players		
	# of Quantities	All Quantities Sold	% of Total Quantities	# of Quantities	All Quantities Sold	% of Total Quantities
2016	36M	70.87M	0.50	35M	70.87M	0.50
2015	133M	264.26M	0.50	131M	264.26M	0.50
2014	209M	337.10M	0.62	129M	337.10M	0.38
2013	200M	367.98M	0.54	168M	367.98M	0.46
2012	209M	361.62M	0.58	153M	361.62M	0.42
2011	252M	515.93M	0.49	264M	515.93M	0.51
2010	284M	600.22M	0.47	316M	600.22M	0.53
2009	375M	664.54M	0.57	289M	664.54M	0.43
Total	4704M	8,806.37M	0.53	4102M	8,806.37M	0.47

Video Game Market Distribution



% of Total Sales



Video Industry Genre Trend

Last 5 years

Last decade

All Time

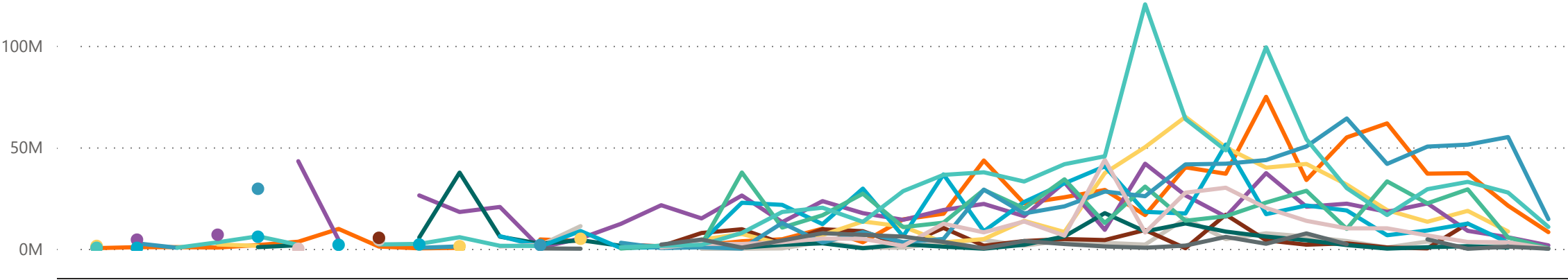


Genre

- ☐ Action
- ☐ Adventure
- ☐ Fighting
- ☐ Misc
- ☐ Platform
- ☐ Puzzle
- ☐ Racing
- ☐ Role-Playing
- ☐ Shooter
- ☐ Simulation
- ☐ Sports
- ☐ Strategy

Genre Action Adventure Fighting Misc Platform Puzzle Racing Role-Playing Shooter Simulation Sports Strategy

Market Leaders



Region

- ☐ Asia
- ☐ Europe
- ☐ North Ameri...
- ☐ Rest of the ...

Minor Players

