
Case Study: Video Game Sales

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Overview

Video game sales

- What are we talking about
- Data
- Conclusion

What are we talking about

Objective

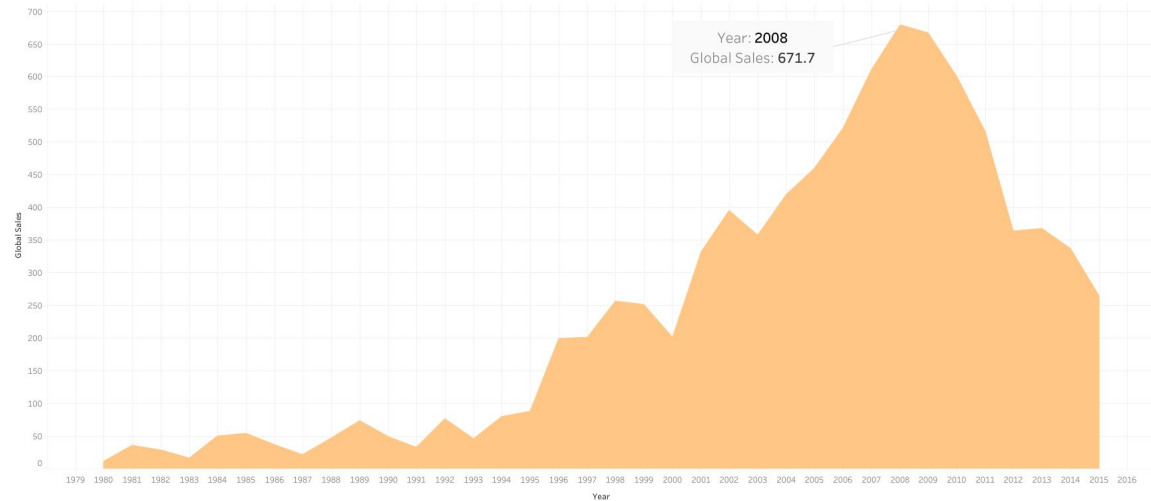
- Discuss the development of video games over time.
 - Examine popular platforms and publishers in the video game industry.
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Data

Rise of Video Games

- The market of Video games is **on the rise**.
- In 2008, video game sales topped **\$21 billion**.
- This is due to the popularity of the **Nintendo Wii** console and **Rockstar's Grand Theft Auto IV** game.

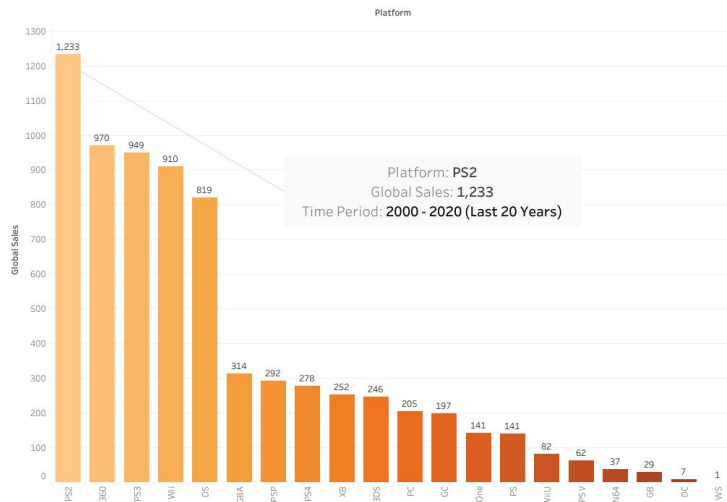
Rise of Video Game Sales



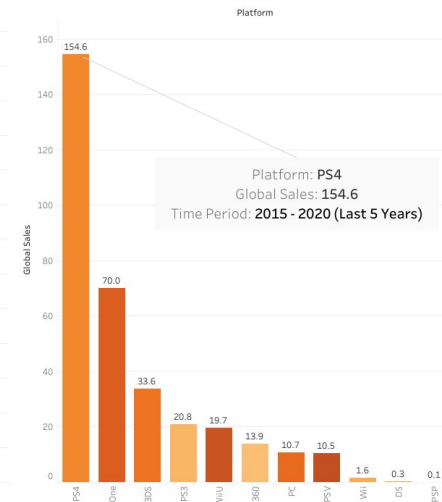
Platforms

- Considering 20 years, PS2 is still the number one profitable platform.
- Even after it's production has been stopped, no other platform has come close to overtake PS2 in the number of sales.
- On the 5 years chart, you can see PS4 almost owns the market now, making it extremely profitable and most appropriate appropriate platform to overtake PS2.

Most profitable platform for last 20 years



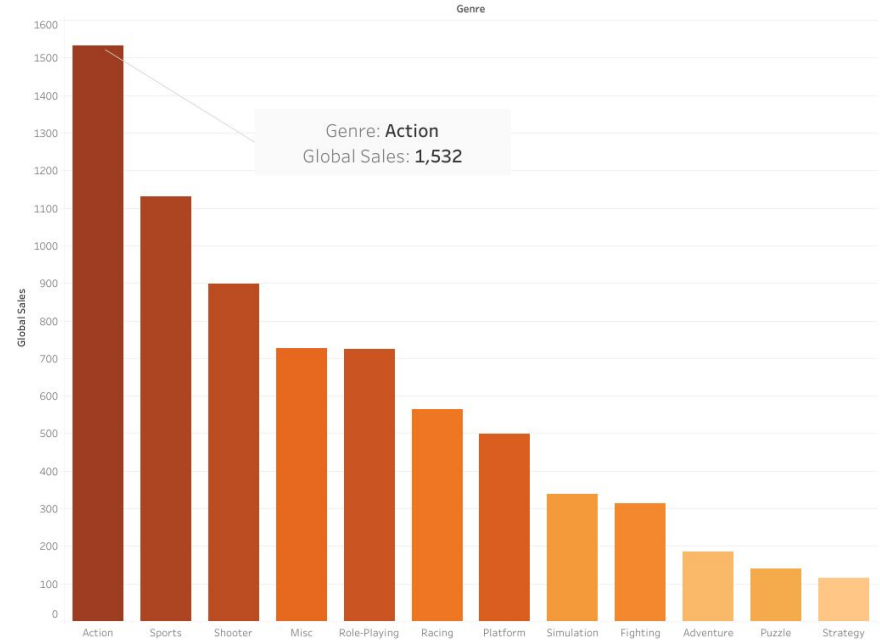
Most profitable platform for last 5 years



Genre

- 'Action' genre has always been on top since 1980s.
- This data shows more players prefer fast paced games to slow time consuming games.

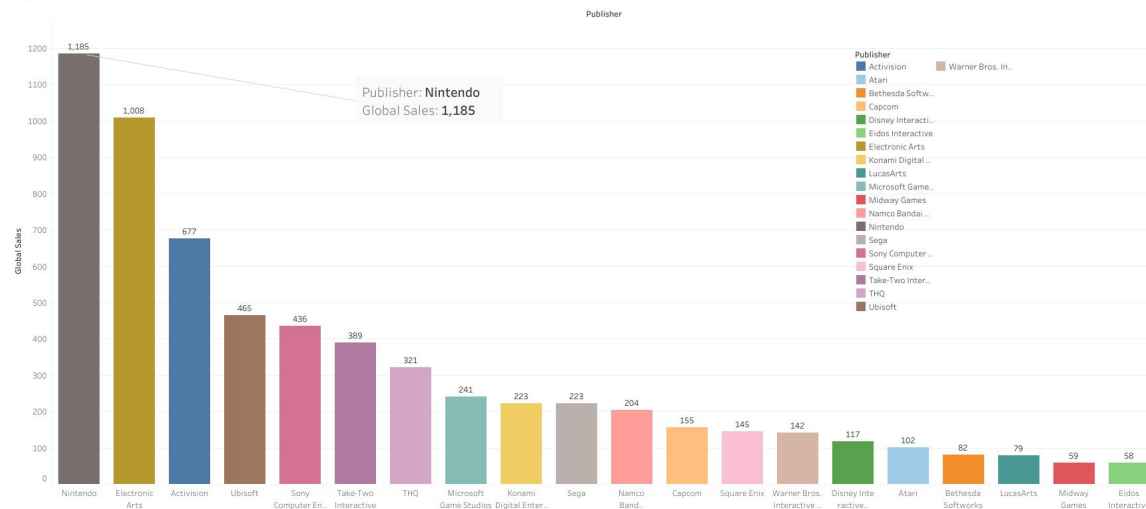
Most profitable genres



Publishers

- **Nintendo** leads the market on worldwide sales.
- Nintendo **owns multiple hardware consoles** as well as rights to games specifically made for their consoles.
- Their **exclusive games and good quality of consoles** gave them a huge amount of popularity.

Top 20 most successful publishers



Publishers and Genres

- **Sports** genre of **Electronic Arts** single handedly gave the company it's popularity.
- **Nintendo** still leads the market with respect to multiple genre games.

Publishers and their successful genres



Conclusion

Conclusion

Great time to build or play

With the birth of Internet, the market for video games will not go down as shown by the data.

Fierce Competition

Too many competing publishers, and increasing by day.

Sony's monopoly

Sony's PS4 is the most profitable platform for the last five years. Also cannot neglect Sony's PS2, which has made most sales out of any platform for the last twenty years.

Thank You
