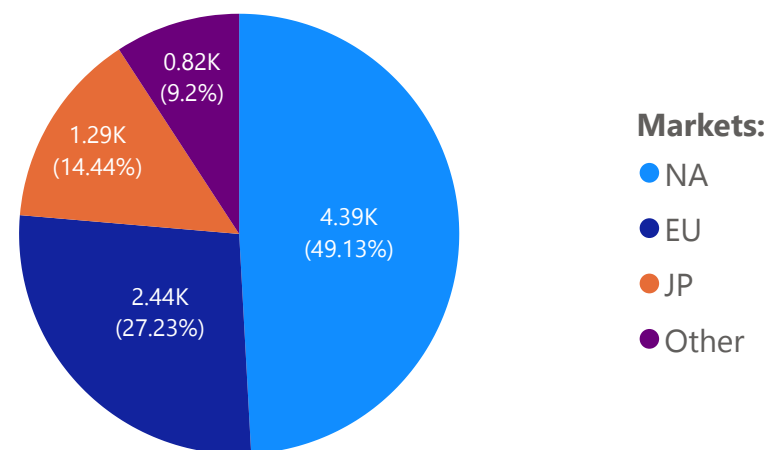
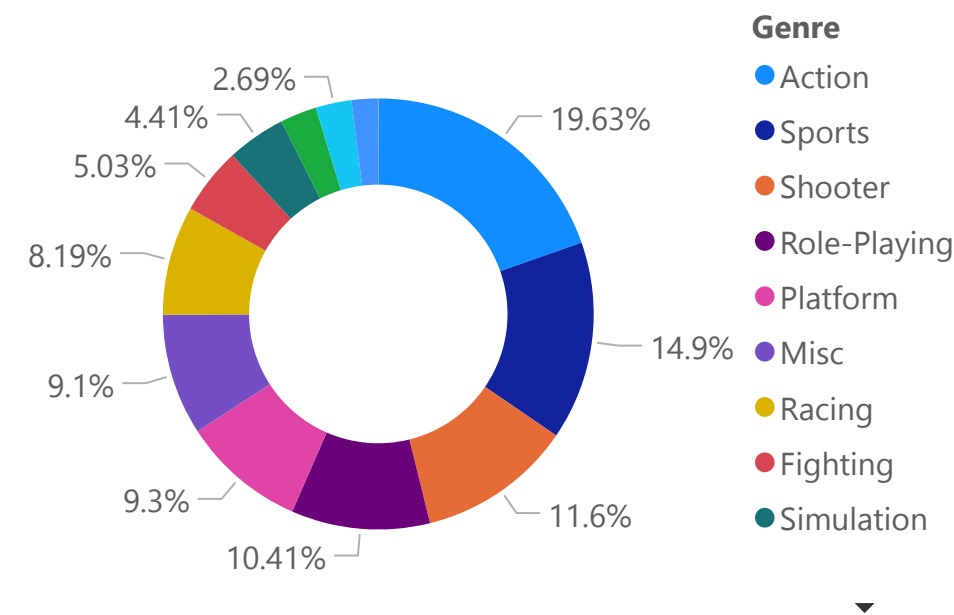


GameCo Video Games Market Report

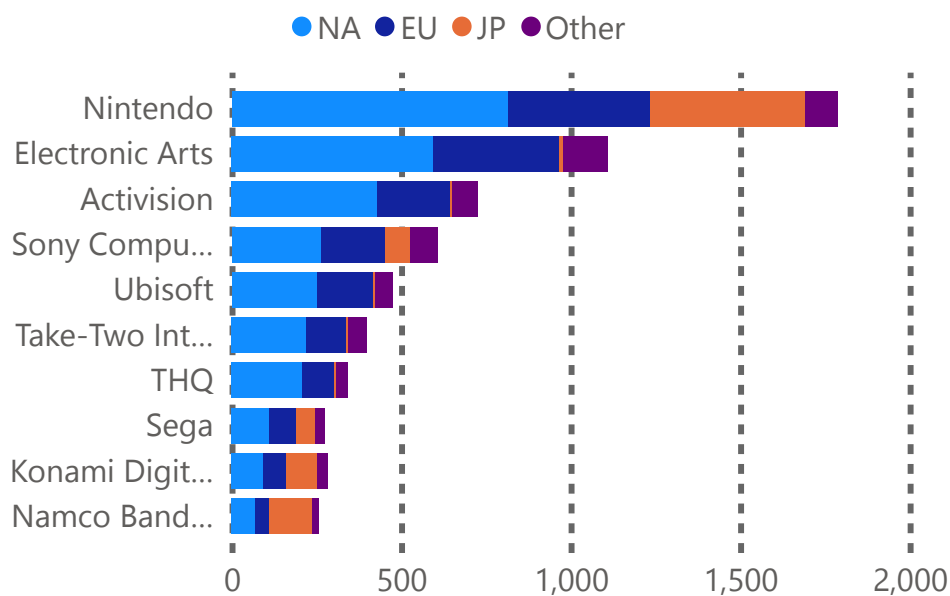
Total Sales by Region



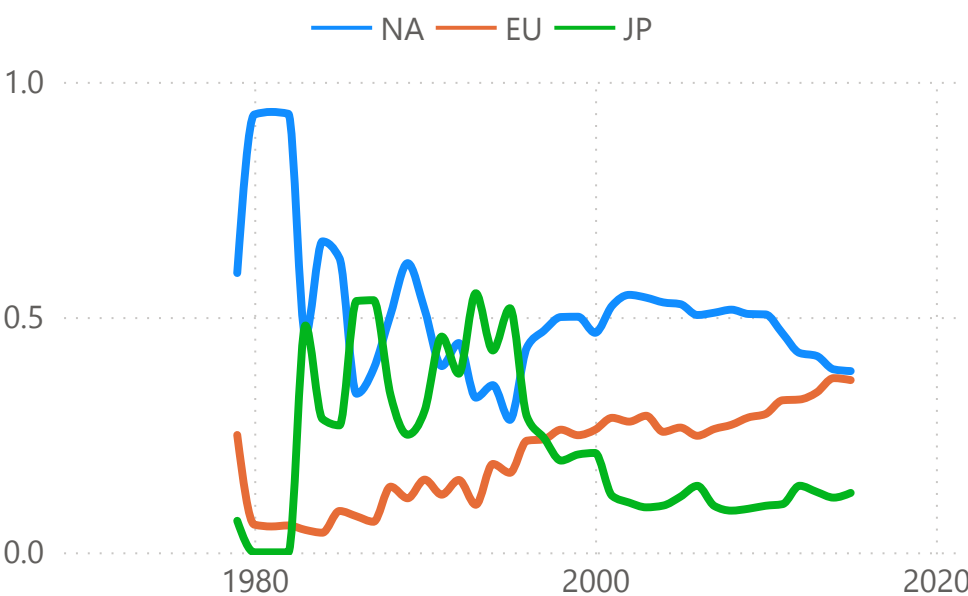
Global Sales by Genre



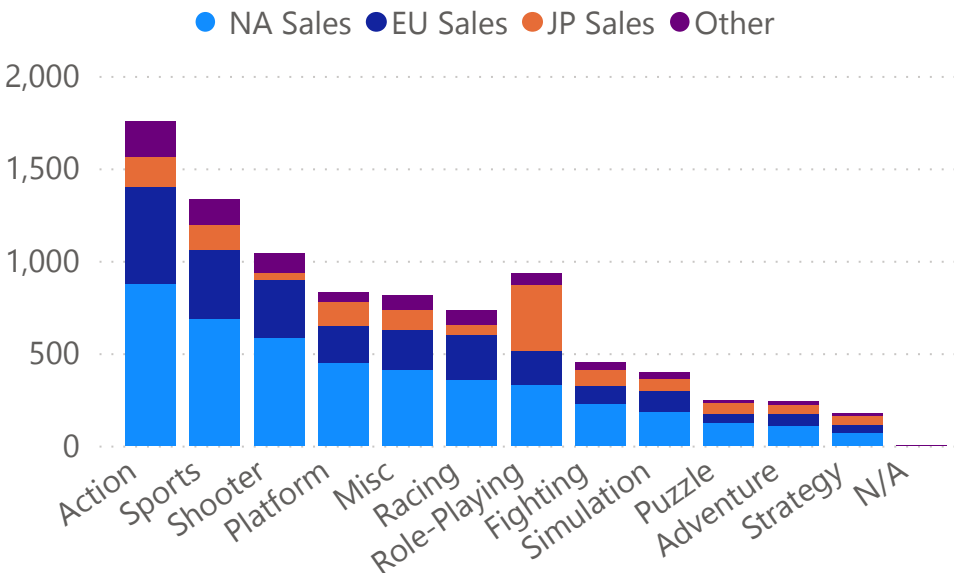
TOP 10 Publishers Sales by Region



Proportion of Sales by Region



Regional Sales by Genre



Notes and Recommendations:

- **Current working assumption:** Sales for the various geographic regions have stayed the same over time
- **This is not supported by the data:** EU sales have demonstrated persistent growth and reached the NA sales level recently (Att. Senior Vice President of Sales)
- **The most popular genres:** Action, Sports, and Shooter games (Att. Vice President of Marketing)
- **Distribution of regional sales by genre** follow the pattern, except disproportionally large sales of Role-Playing in JP (Att. President of Marketing)
- **Competitors** from NA and EU operate mainly on these markets and have relatively small JP sales (Att. CFO)