

SONY RULES GAMING

POSTER BY: SRIHARI BUSAM, FOR COURSE: IST 719



STORY

Video games are becoming the popular entertainment lately. Gaming revenue increased from US\$ 9.5B in 2007 to US\$134.9 in 2018(15 times over 10 years) Hollywood revenue grew from US\$9.7B in 2007 to US\$11.9B in 2018 (1.2 times over 10 years). This story is about why Sony is king of gaming today.

AUDIENCE

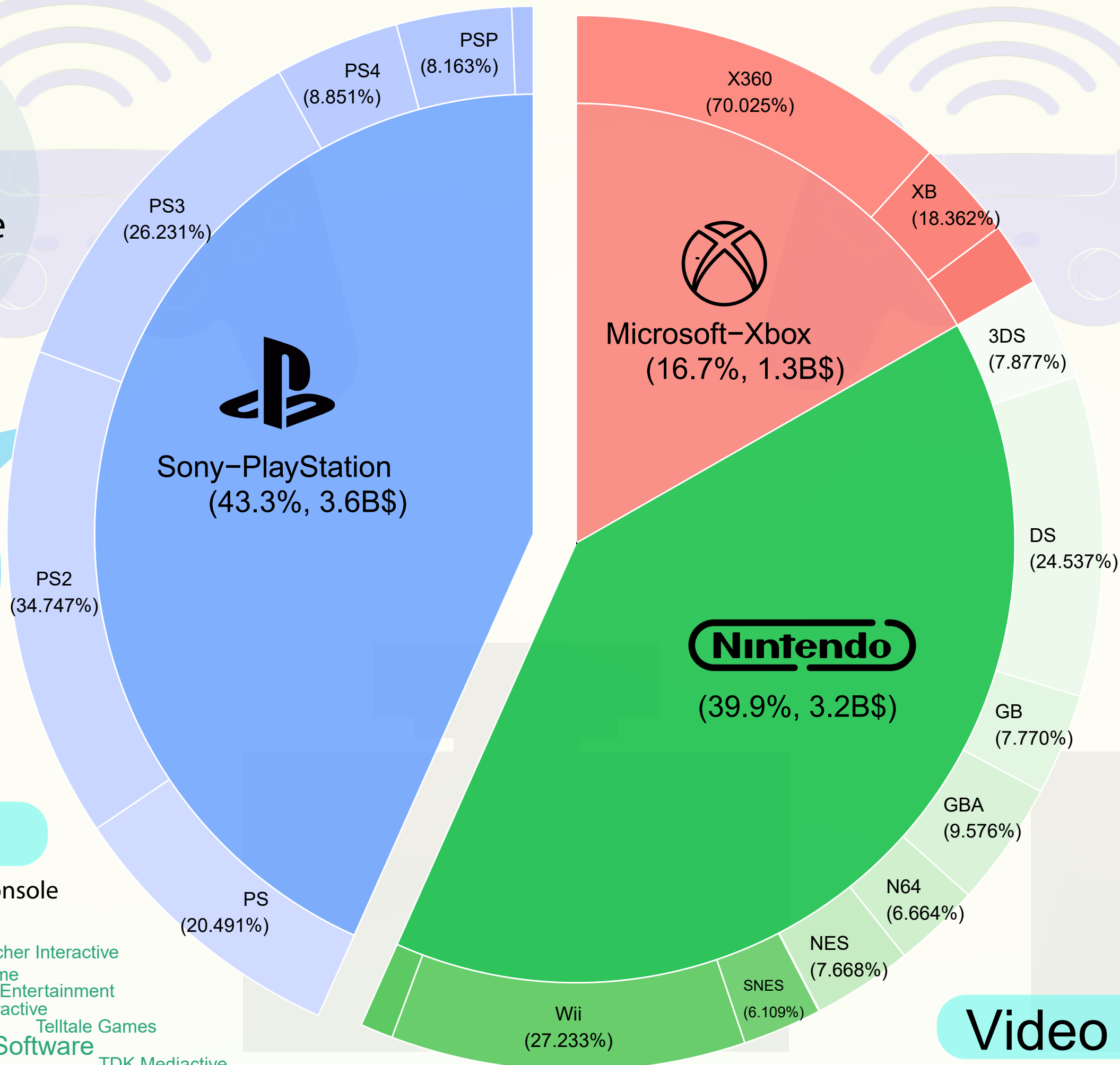
Console hardware developers and game developers to target right platforms in right regions to improve impact
Gamers and Entusiasts to know more about video gaming industry

DATA

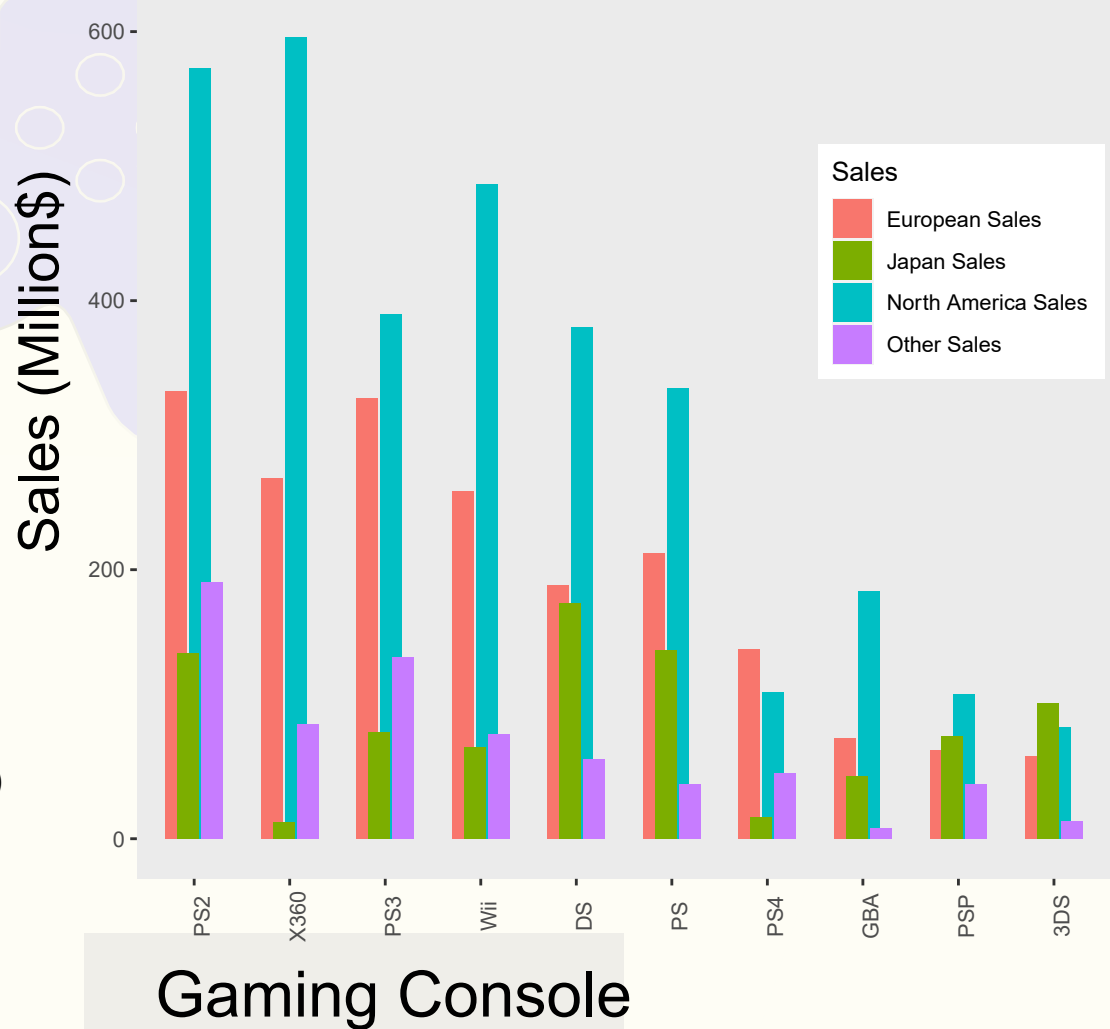
The data set I am going to use is related to video games sales from 1980 to 2016. Added new dimensions to data to infer the Brand for the console. Removed 2017 data as its partial.

Which brand is successful in Video gaming?
Which console is popular?
Where are the oppertunities for Console Brands?

Global Video Game Sales (8.1B\$)
Sony joined video gaming industrry in 2000, by 2016 Sony emerged as the top brand with highest sales overall. Sony Play Station 2(PS2) is the most popular and profitable gaming console to date.

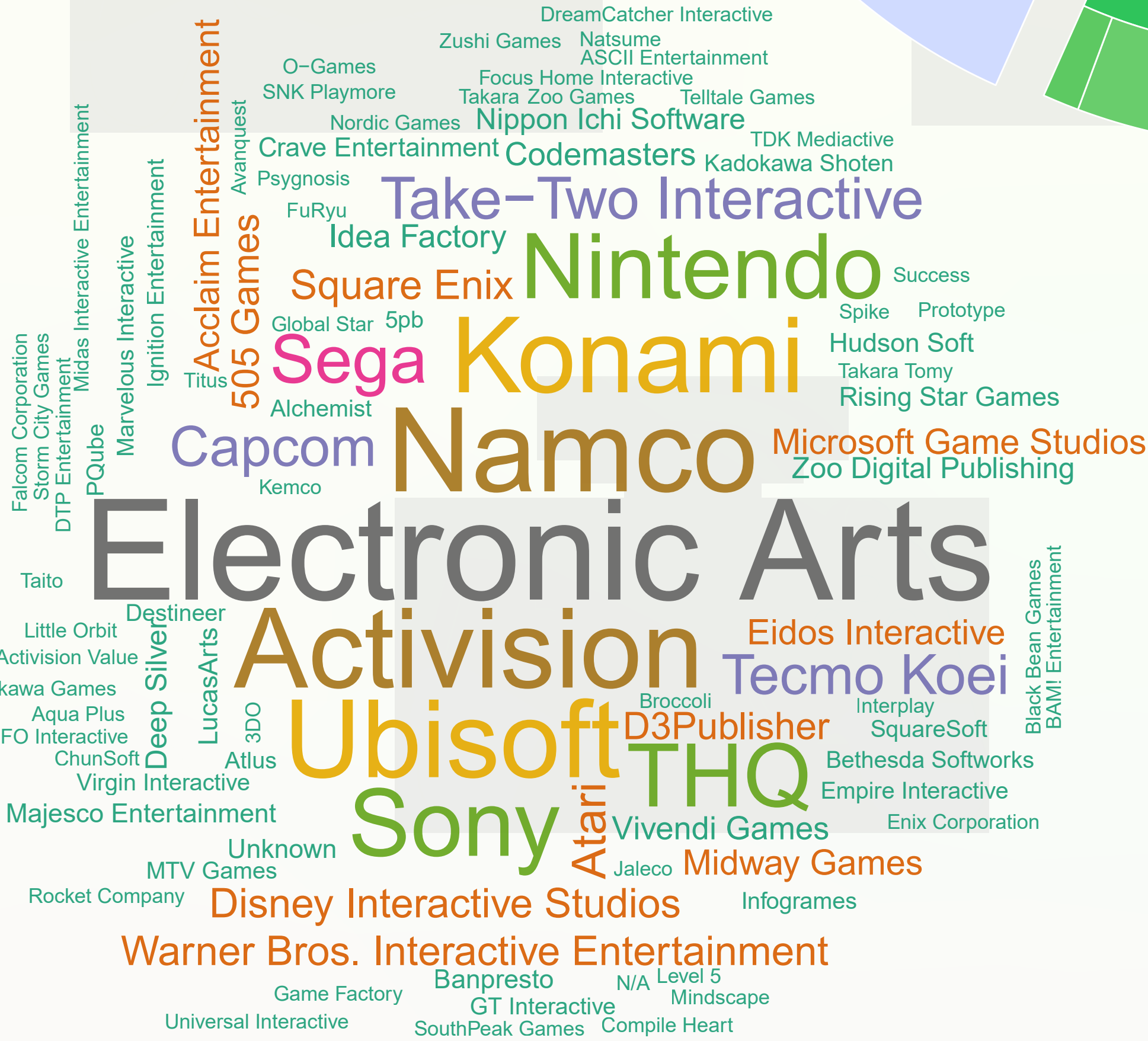


Top 10 Gaming consoles by sales
5 out of 10 consoles are from Sony. Son PS2 has about 10 years shelf life but produced the maximum sales globally



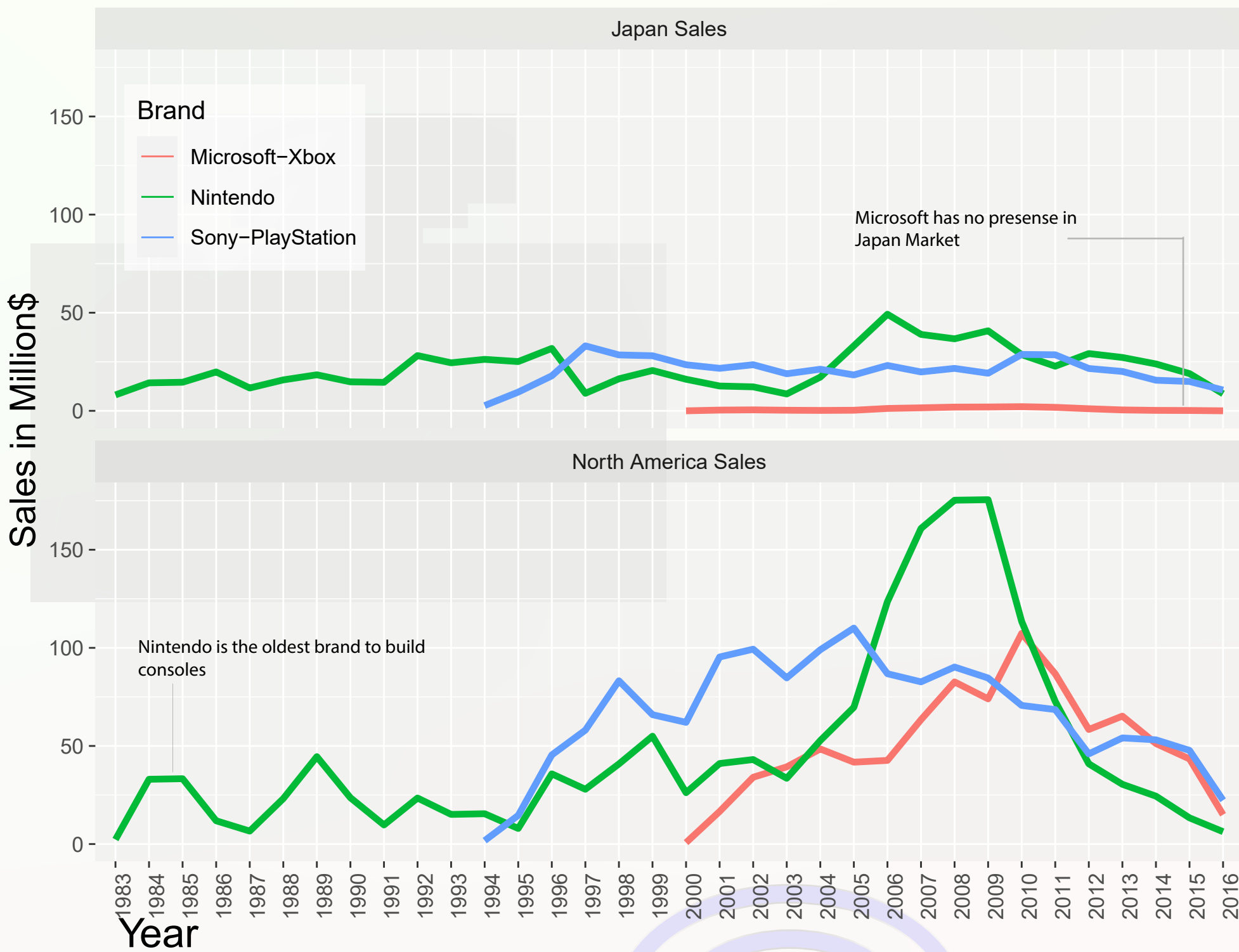
Top Game Developers

Very few developers produce most of the games. Gaming console companies also are into game development



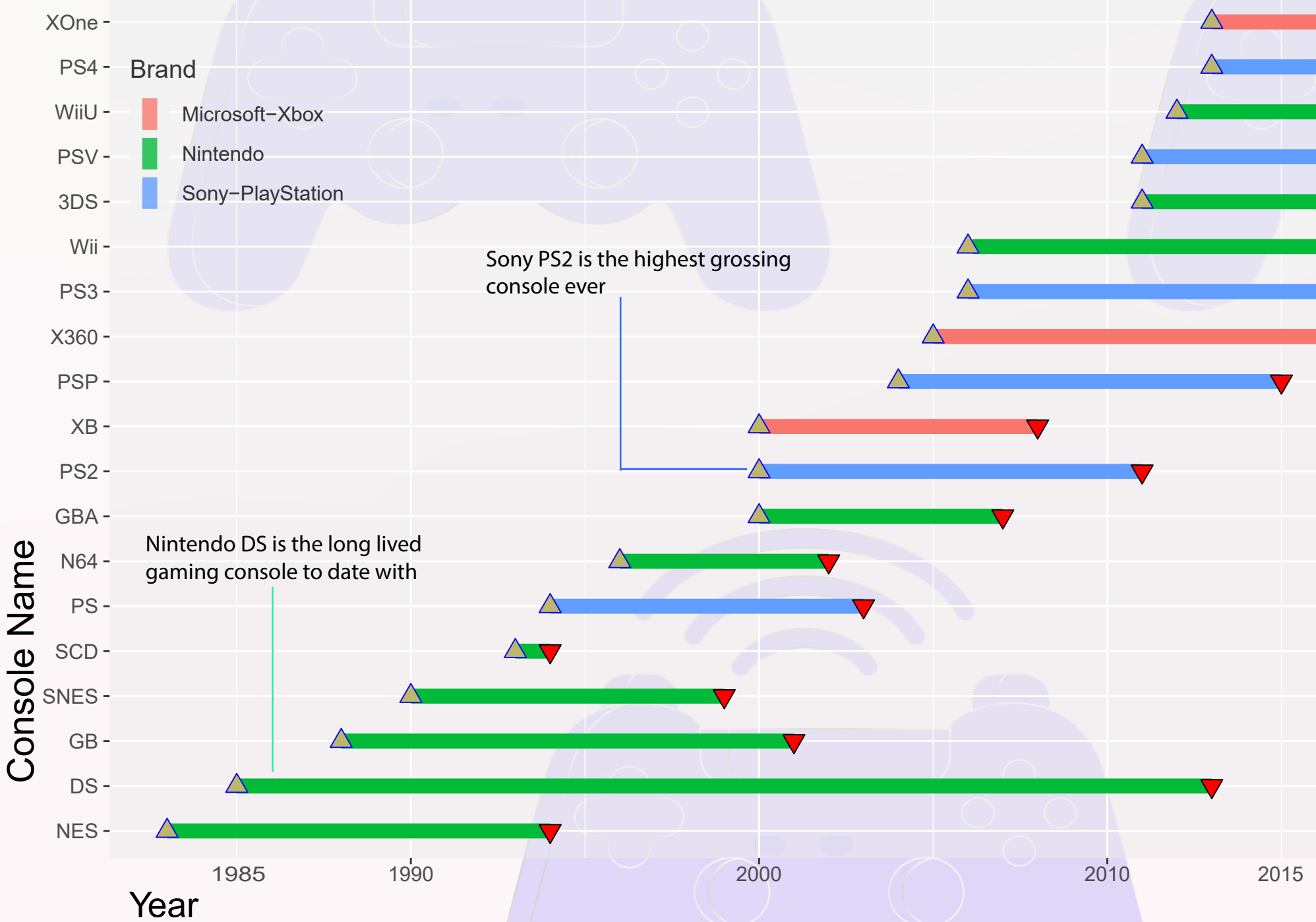
Video game sales over years

Nintendo is the old player in video games since 1983. Microsoft is the new kid in town for video gaming. Microsoft need to find oppertunities to expand in Japan. Sony seems the most consistent in sales since its inception on 1994 into video gaming industry.



Console life time

Average life time of a console seems to be about 10 years. Nintendo is producing more consoles than other Brands. Microsoft XBOX seems to be the late entry to video gaming and produced far few consoles than other brands



CONCLUSIONS

Sony entered about a decade late to the gaming industry but emerged as top brand in video gaming industry.

PS2 which lasted for 11 years is the most popular cosole. 16% of entire sales to date came from PS2.

Microsoft has no presente today in Japan market, Microsoft should analyze what is working for Sony and Nitendo to

Sony and Nintendo not only in console business but also in game development which helped bringing in huge sales

There are very few gaming brands that are produsing highest number of games with top sales. Brands should partner with the top game developers to buld exclusivity to improve

REFERENCES

Data collected from kaggle: <https://www.kaggle.com/sidtwr/videogames-sales-dataset>
Icons: Play station, Xbox, Nintendo and the background controller icons are sourced from <http://freeepick.com>