



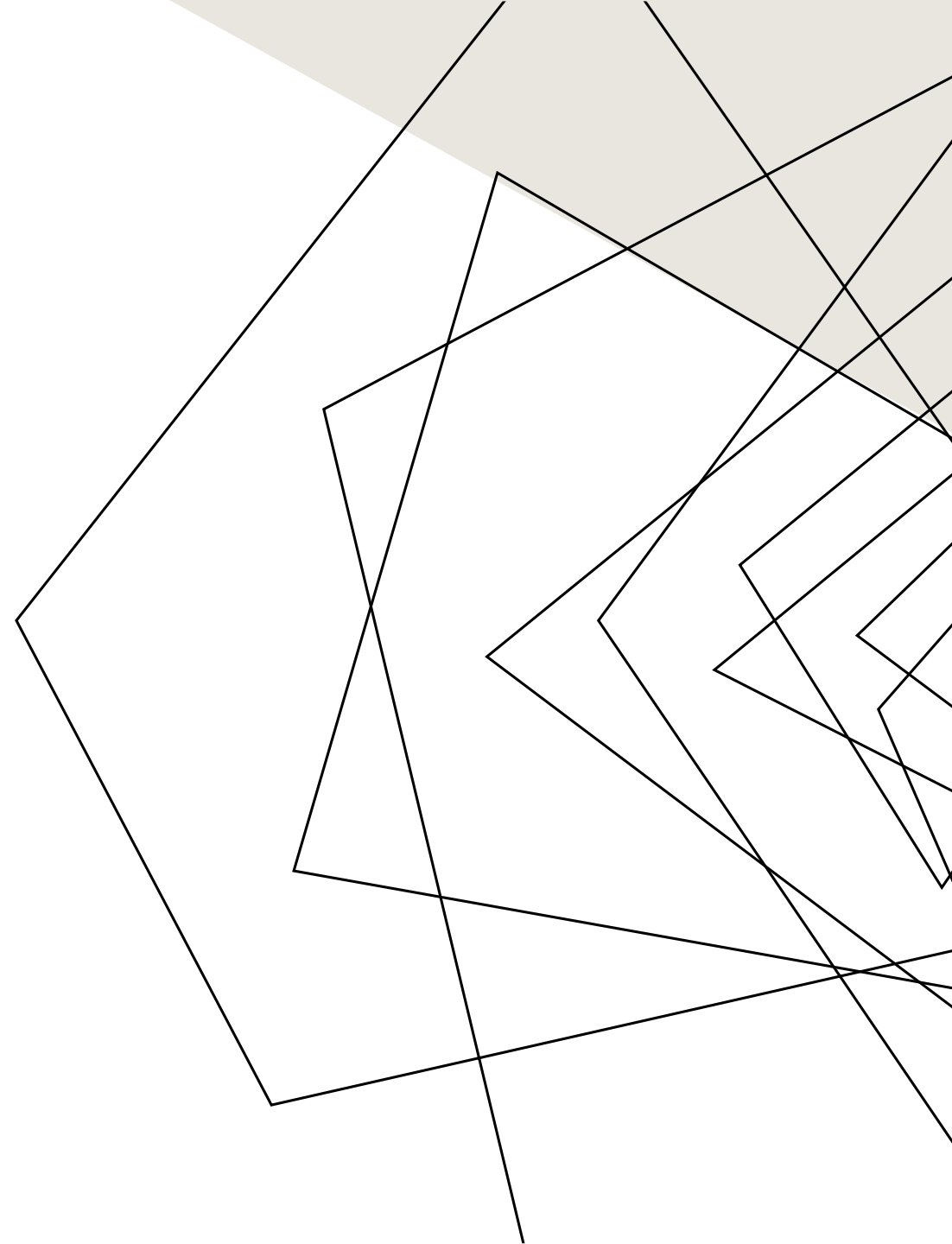
# GAMECO MARKET ANALYSIS: TRENDS AND INSIGHTS FOR 2017

KEY TRENDS AND GENRE INSIGHTS

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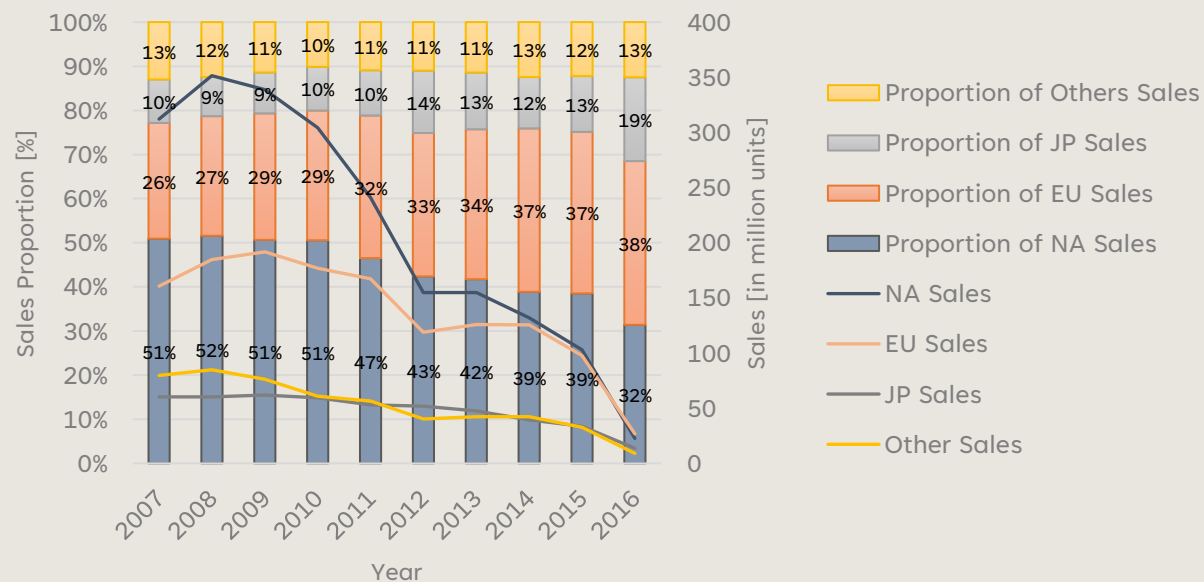
# CURRENT UNDERSTANDING

GameCo's management believes that the distribution of sales across different markets has remained the same over time. As we examine the data, we will see if this statement holds true and we can identify the strategic changes we need to make for 2017 marketing budget.



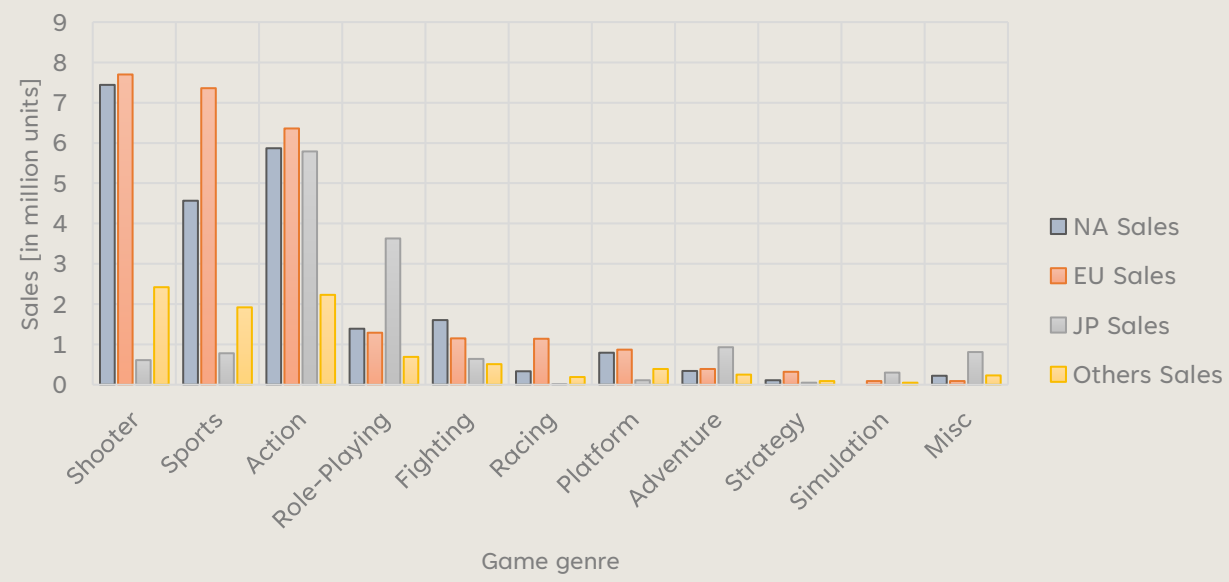
# ANALYSIS

Market Share and Unit Sales per Region



	NA	EU	JP	Others
10-year compounded market share growth rate	-5%	+4%	+8%	0%
Market share change over 10 years	-19% pts	+12% pts	+9% pts	0% pts

2016 Sales per Genre



Market	Top 3 Game Genres for 2016 (% of market share sales)		
North America	Shooter (33%)	Action (26%)	Sports (20%)
Europe	Shooter (29%)	Sports (28%)	Action (24%)
Japan	Action (42%)	Role-Playing (27%)	Adventure (7%)
Others	Shooter (27%)	Action (25%)	Sports (21%)

# KEY INSIGHTS

Global trend in sales shows a decline across all markets in the past 10 years, but Europe and Japan have grown in relative market share while North America is experiencing decline in both sales and market share. This challenges the GameCo's assumption that the distribution of sales remains stable over time since Europe and Japan both experience growth in market share and Europe becoming the dominant market outperforming North America. The data shows the need to reevaluate marketing strategies and budget to maximize return on investments.

# REVISED UNDERSTANDING

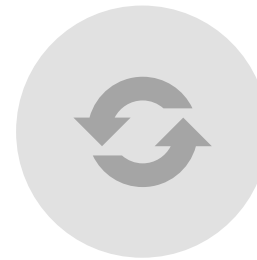
The market analysis shows that there is a significant changes in the gaming landscape. Sales distribution has been very dynamic over the last decade. While experiencing an overall sales decline across the markets, Europe and Japan are becoming significant players and suggests a great potential for growth. North America is no longer the dominant player, and GameCo must realign its resources to maximize potential growth in different market (i.e. Europe and Japan).

# RECOMMENDATIONS

- Allocate larger marketing budget for 2017 on growing markets (Europe and Japan) to maintain momentum
- Conduct further research on North American market. Are there other entertainment products that compete with video games? Are there genres that are more preferred than currently recognized?
- Focus on growing markets. Prioritize genres that are performing well in Europe (Shooter, Sports, Action) and Japan (Action, Role-Playing, Adventure) to capture market shares that the competitors may be losing, and tailor marketing strategies to regional preferences



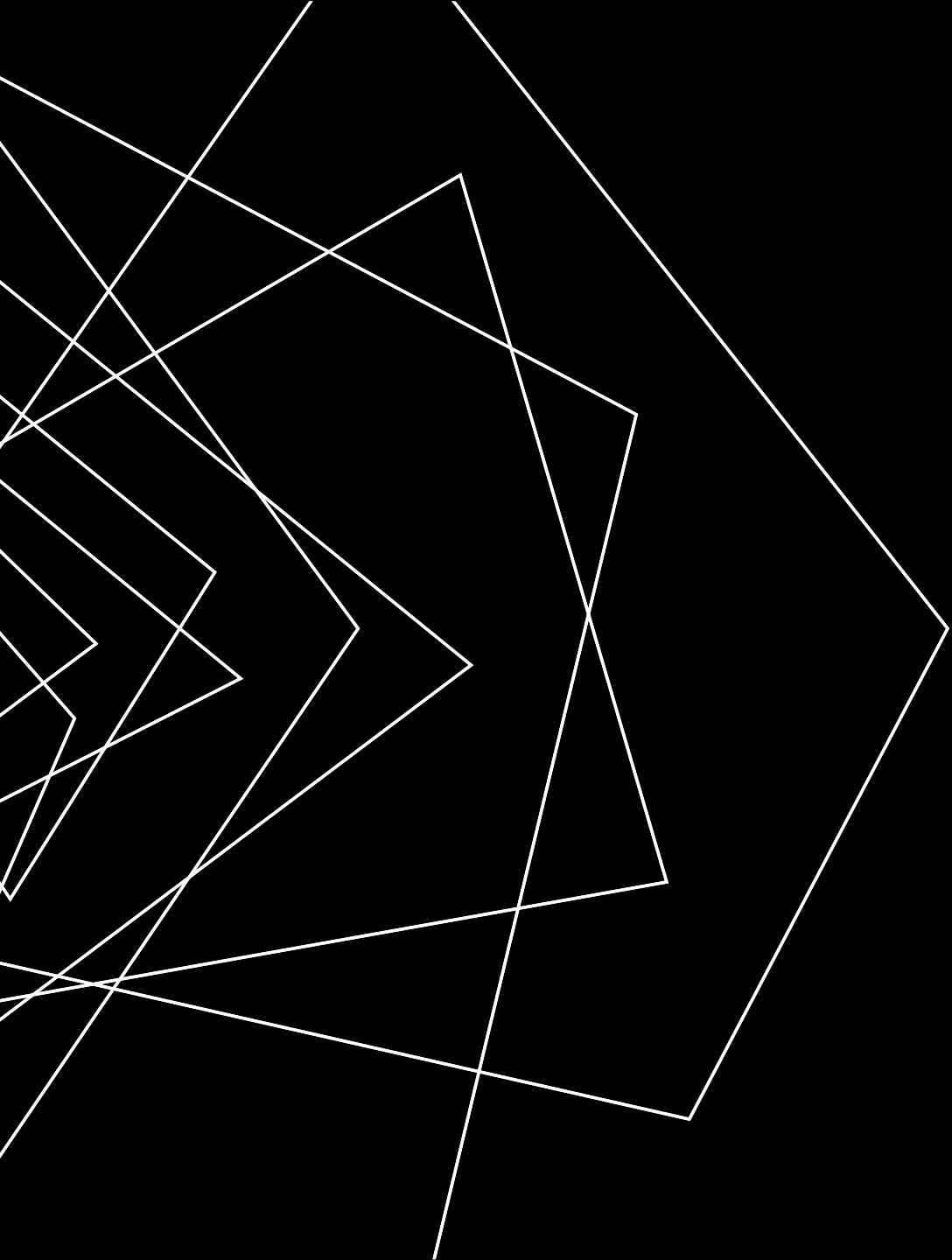
**GROW**



**REEVALUATE**



**FOCUS**



THANK YOU