



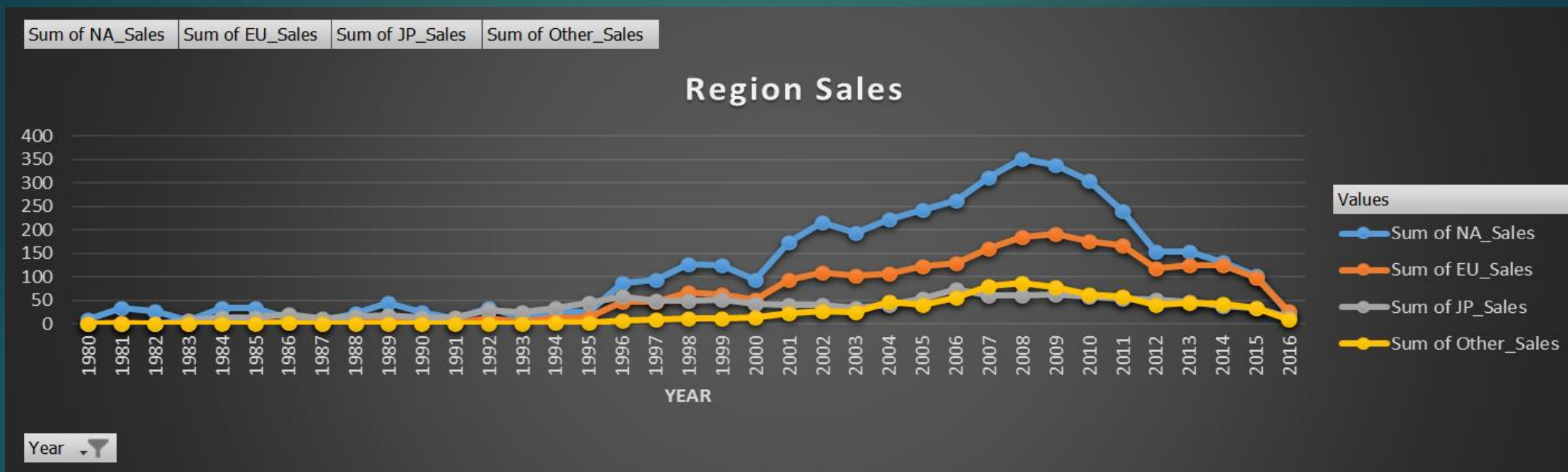
GameCo 2017 Budget Analysis

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Current understanding

Sales for the various geographic regions have stayed the same over time

Regional Sales Data (1980-2016)

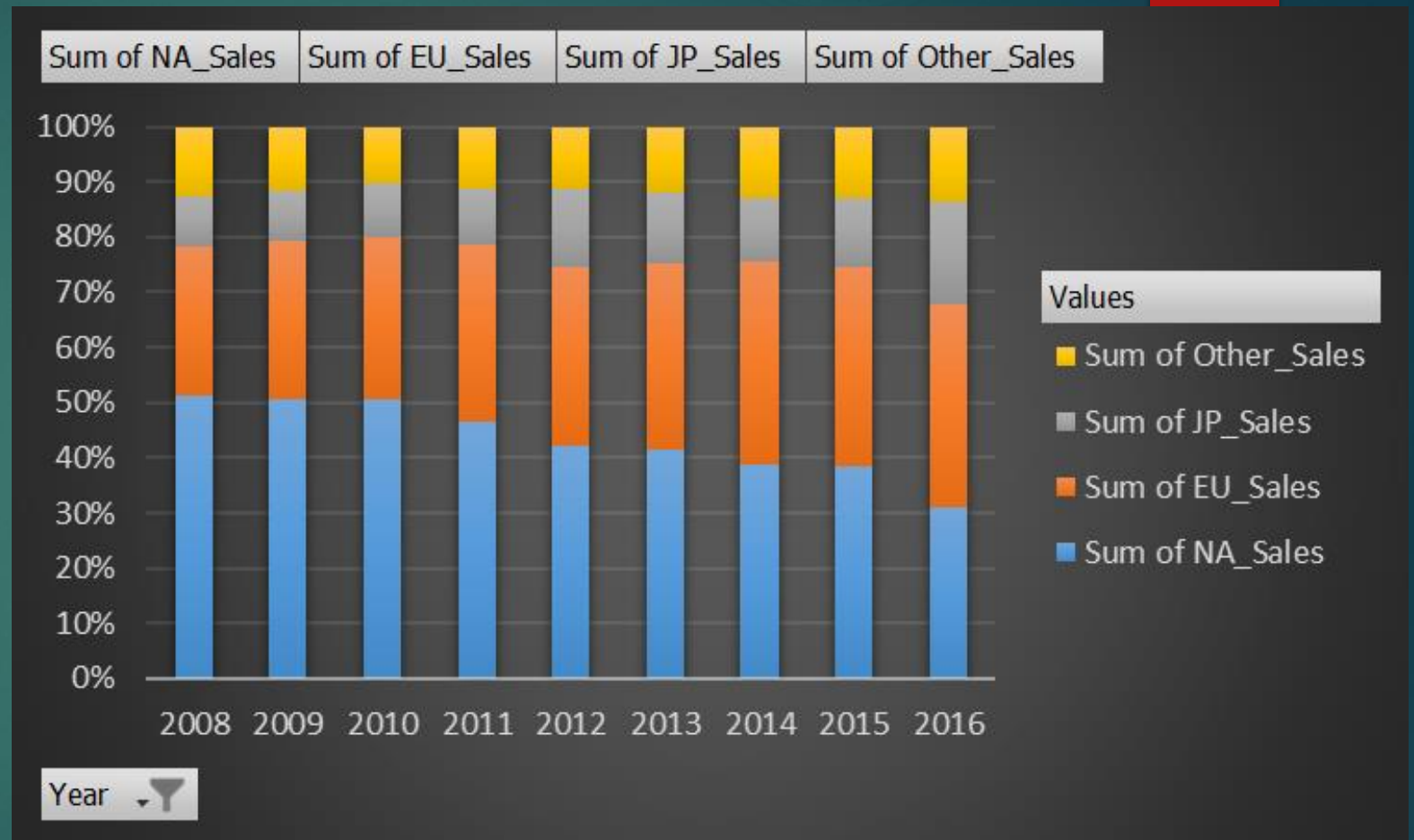


There is a pattern of increased sales in **North America** and **Europe** since 1995 and reached their peak in 2008. After that sales seemed to decline in all regions until 2016.

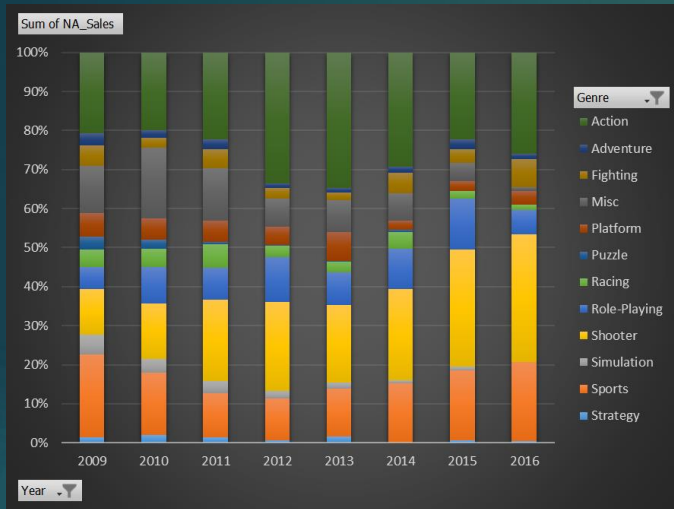
Region	2008	2016
NA	351M	22M
EU	185M	27M
JP	60M	14M
Other	86M	10M

Proportion of Regional Sales (2008-2016)

- ▶ **Europe and Japan** have **increased** while **North America** has **decreased** in sales proportion.
- ▶ Europe clips North America in sales proportion in 2016.

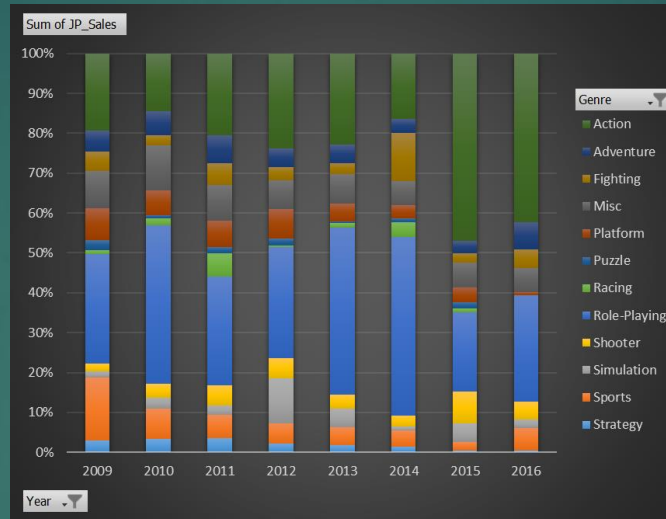


Genres popularity (2009-2016)



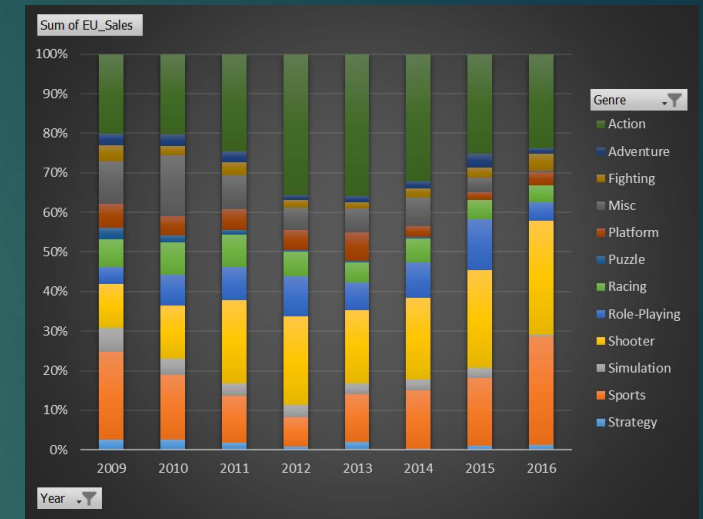
North America:

- Shooter
- Action
- Sports



Japan:

- Role Playing
- Action
- Sports

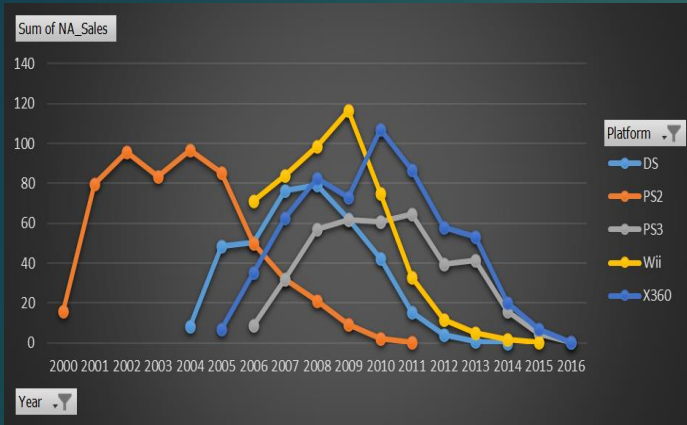


Europe:

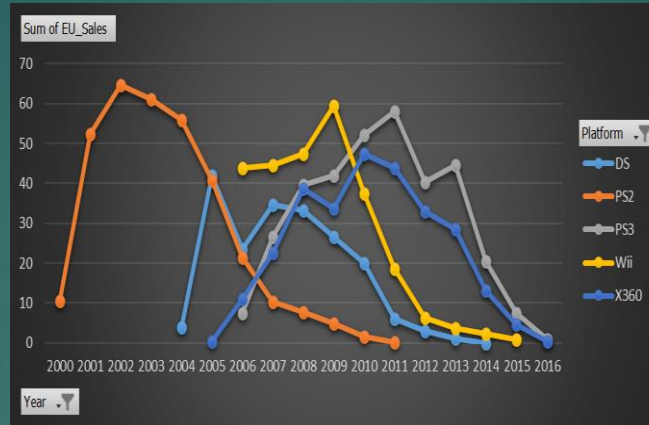
- Shooter
- Action
- Sports

Key point: Genres popularity has been relatively constant in the past 8 years. This consistency might serve as an indicator that **Games Genres are not the main factor in region sales decrease.**

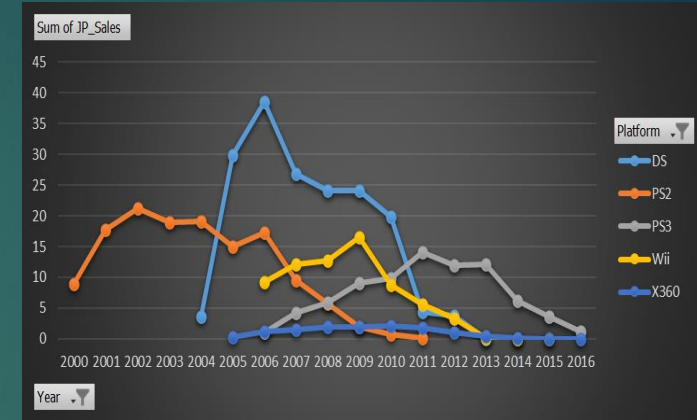
Top 5 Platform Analysis (2000-2016)



North America



Europe

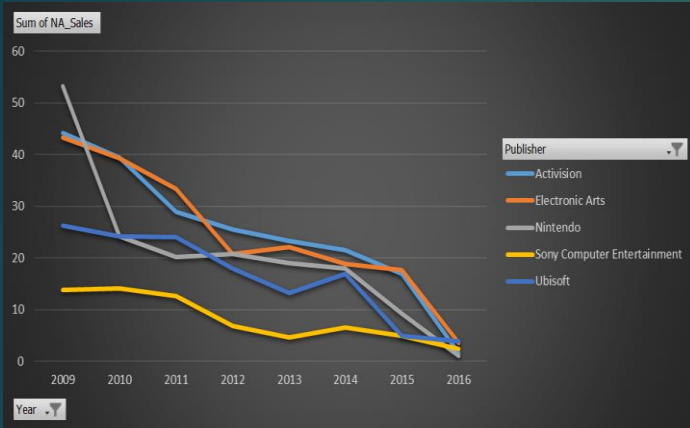


Japan

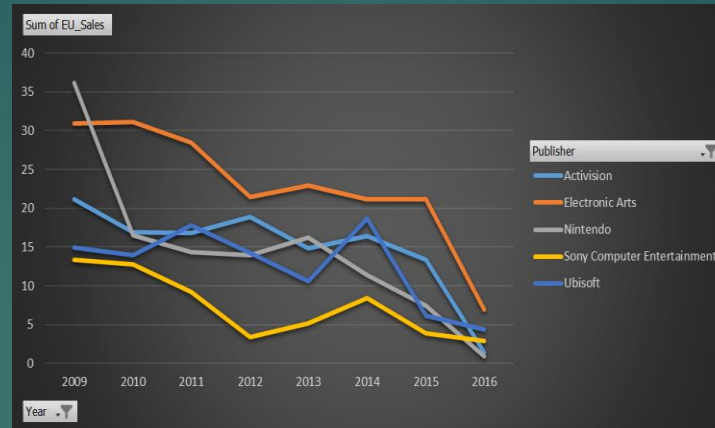
Key points:

- Top 5 platform from global sales: **DS, PS2, PS3, Wii, X360**
- Each region shows a similar pattern where each platform will have approximately **8-12 years life cycle**
- This might be a factor in global sales or region sales decline

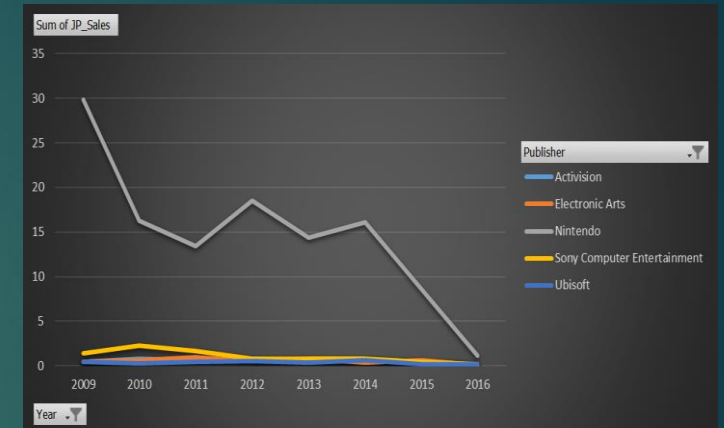
Top 5 Publishers Analysis (2009-2016)



North America



Europe



Japan

Key points:

- Top 5 Publishers from global sales: **Activision, Electronic Arts, Nintendo, Sony Computer Entertainment, Ubisoft**
- With the exception of Japan which is dominated by 1 major publisher (**Nintendo**), all charts show the **decline** of games sales produced by these producers.

Conclusion

- ▶ **The current assumption needs to be adjusted.** The sales in each region has been **declining in the past 8 years**, and may continue to decline in 2017 if there is no major changes in the gaming market.
- ▶ **Sales decline may have something to do with Game Platforms.** All five major major platforms have experienced a decline as part of their life cycle. Unless there are new game platforms that will replace these old ones, the global games sales may continue to slow down next year.
- ▶ **North America sales proportion** has been declining in the past 8 years while the other 3 regions have experienced some kind of increase.

Recommendations

- ▶ GameCo should **re-adjust the marketing budget** based on the new analysis.
- ▶ GameCo should **conduct an Analysis** of the possibility of new game platforms in the market. (ie: mobile gaming)
- ▶ GameCo should focus the marketing budget in each region **based on Genre popularity**.
- ▶ GameCo should put extra budget in **North America region** who used to be the major market in game industry.

