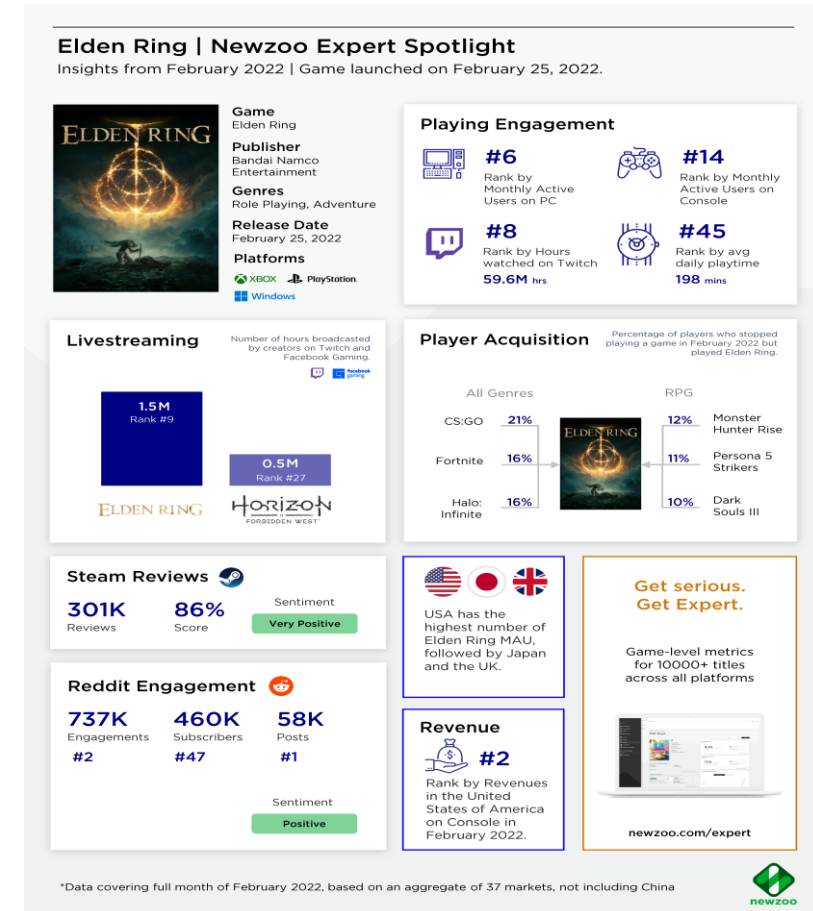# Project title: Darkness. Demon. sadow

# Project title: Darkness Demon sadow is

3D World Action SandBox RPG

# Title Is about Revenue Model

# Title Is about Revenue Model



■ **Digital Contents Performance**

(100 million yen)

| | 2019/12 | YoY | 2020/12 | YoY | 2021/12 | YoY | 2022/12 | YoY | 2023/12 | YoY | 2024/3 Plan |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Net sales** | 405 | -15% | 489 | 21% | 704 | 44% | 612 | -13% | 814 | 33% | 1,063 |
| Consumer breakdown | | | | | | | | | | | |
| Package sales | 97 | -41% | 99 | 2% | 256 | 159% | 102 | -60% | 141 | 38% | 125 |
| Digital sales (incl. digital license) | 282 | -5% | 343 | 22% | 418 | 22% | 490 | 17% | 648 | 32% | 909 |
| Digital license portion | | | 29 | | 8 | -72% | 25 | 213% | 51 | 104% | 32 |
| Consumer total | 379 | -18% | 442 | 17% | 674 | 52% | 592 | -12% | 790 | 33% | 1,034 |
| Deferred revenue portion | | | | | -16 | | 53 | | 43 | | |
| Mobile Contents | 26 | 53% | 47 | 81% | 30 | -36% | 20 | -33% | 24 | 20% | 29 |
| **Operating income** | 198 | 36% | 247 | 25% | 358 | 45% | 346 | -4% | 473 | 37% | 589 |
| **Operating margin** | 49.0% | | 50.6% | | 50.9% | | 56.5% | | 58.2% | | 55.4% |

**Game sales**

- From April 1, 2023 to December 31, 2023, Street Fighter 6 was Capcom's best-selling game with 2.98 million units sold globally. As of January 2, 2024, the title surpassed the 3 million mark.

  reached 6.48 million units).

- Other top-selling titles in FY23 include Resident Evil 2 (1.66 million copies, lifetime — 13.6 million), Monster Hunter Rise: Sunbreak (1.64 million copies, lifetime — 7.1 million), and MegaMan Battle Network Legacy Collection Vol. 1-2 (1.51 million copies).

- In the Mobile segment, the main revenue driver was Monster Hunter Now, an AR title developed by Pokémon Go developer Niantic.

**FY23 Top Title Unit Sales** (10 thousand units)

| Title | FY23 | Lifetime |
|---|---|---|
| Street Fighter 6 | 298 | 298 |
| Resident Evil 4 | 269 | 648 |
| Resident Evil 2 | 166 | 1,361 |
| Monster Hunter Rise: Sunbreak | 164 | 710 |
| MegaMan Battle Network Legacy Collection* | 151 | 151 |
| Monster Hunter Rise | 146 | 1,420 |
| Resident Evil Village | 142 | 939 |
| Resident Evil 3 | 136 | 843 |
| Monster Hunter World: Iceborne | 133 | 1,163 |

*Total figure for *MegaMan Battle Network Legacy Collection Vol. 1* and *Vol. 2*

# Title Is about contents Model



플레이 전투방식

소울라이크의 장르 정의

# Title Is about contents Model



서바이벌 호러, 액션 어드벤처

# Title Is about SWOT Model Elden Ring

**Strength**
창의적인 요소
오픈월드 구조
재밌는 스토리
풍부한 배경설정
다양한 게임플레이

**Weakness**
긴 개발시간
신규유저의 진입장벽

**Opportunity**

추가적인 개발모드를 추가 하여 확장가능
확장 컨텐츠를 통해 성장

**Threat**
유사 장르의 경쟁게임의 위협

오래 기다린 유저기대의 하락 경우 이탈

# Title Is about SWOT Model Silent Hill

**Strength**
어둡고 고립된 분위기
공포스러운 음향효과
공포스러운그래픽

**Weaknesses**
반복적인 상황연출로
게임플레이 단순
공포물에 관심없는 유저에게는
매력이 없을수 있음

**Opportunities**
**다양한 플렛폼 시도**

**Threats**
같은장르 게임과 경쟁
기술발전 속도