

2020-2분기 게임 개발을 위한 분석

2020-02-13

양진모

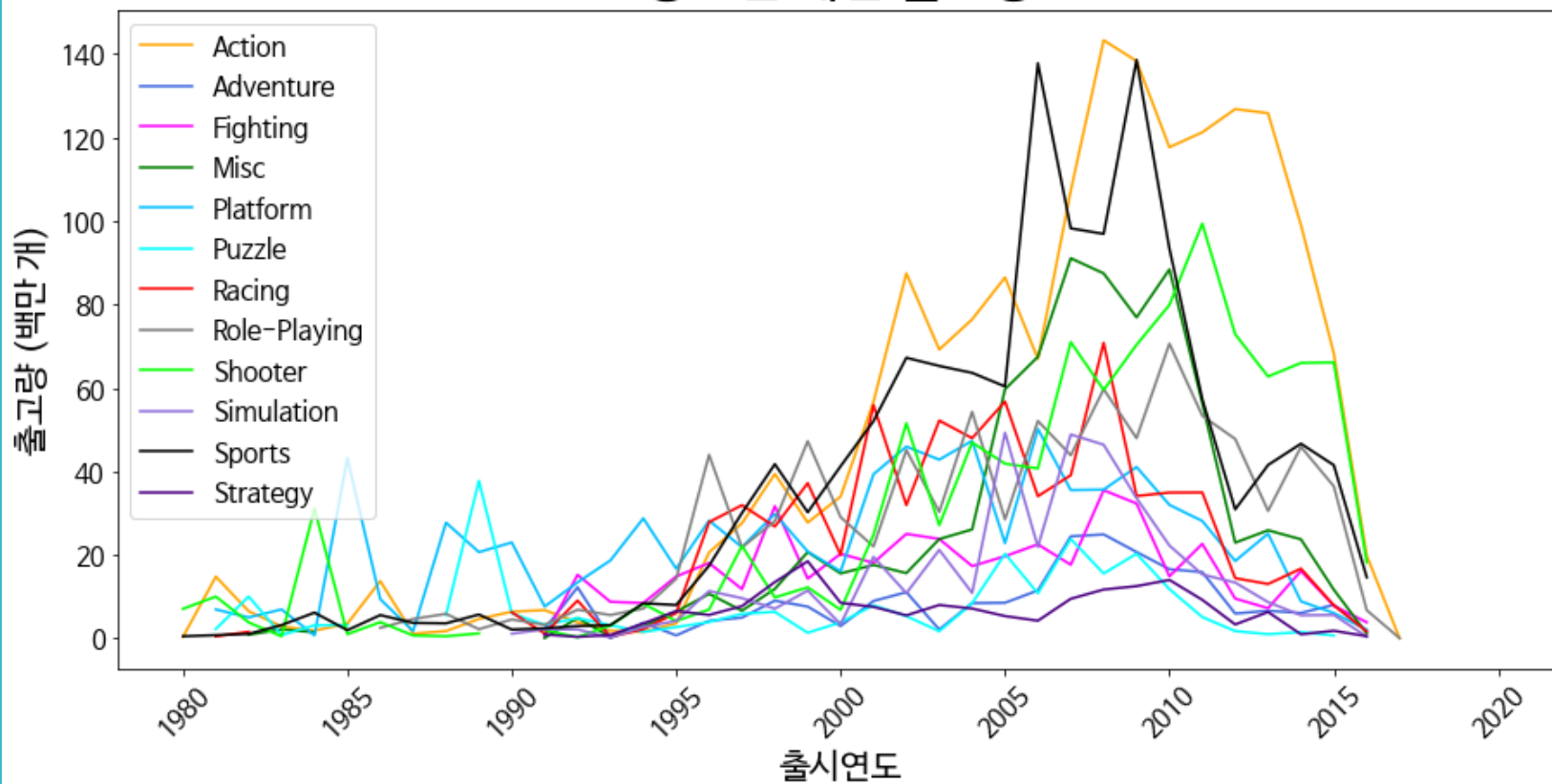
목차

- 지역별 게임 선호도 분석
- 연도별 게임 트렌드
- 인기 게임 분석
- 인기 개발사 게임 출시 동향
- 2020-2분기 게임 개발 목표

지역별 게임 선호도 분석

수집자료 개괄

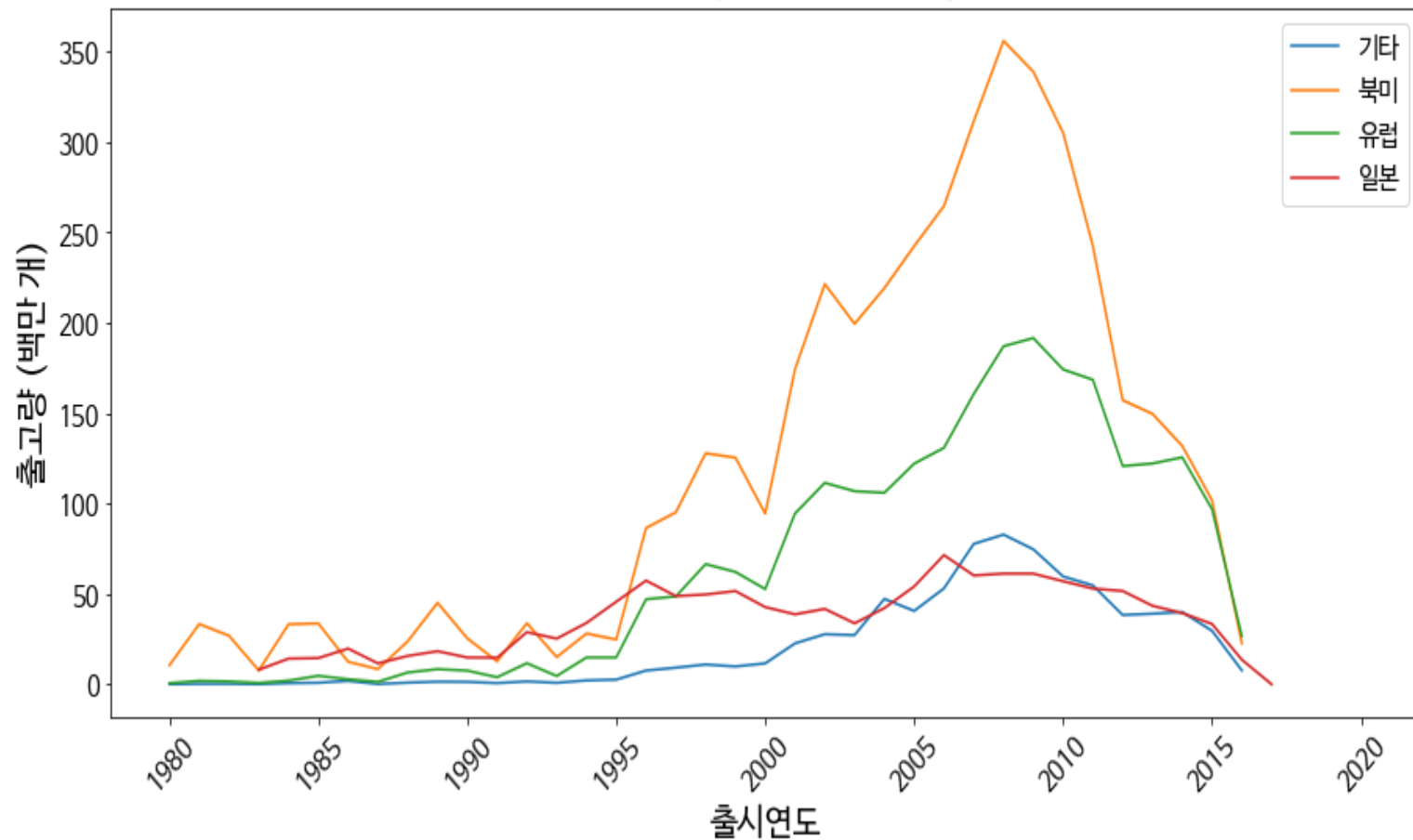
장르별 게임 출고량



- 1980-2020년 1분기 사이
- 576개의 플랫폼 및 31개 배급사

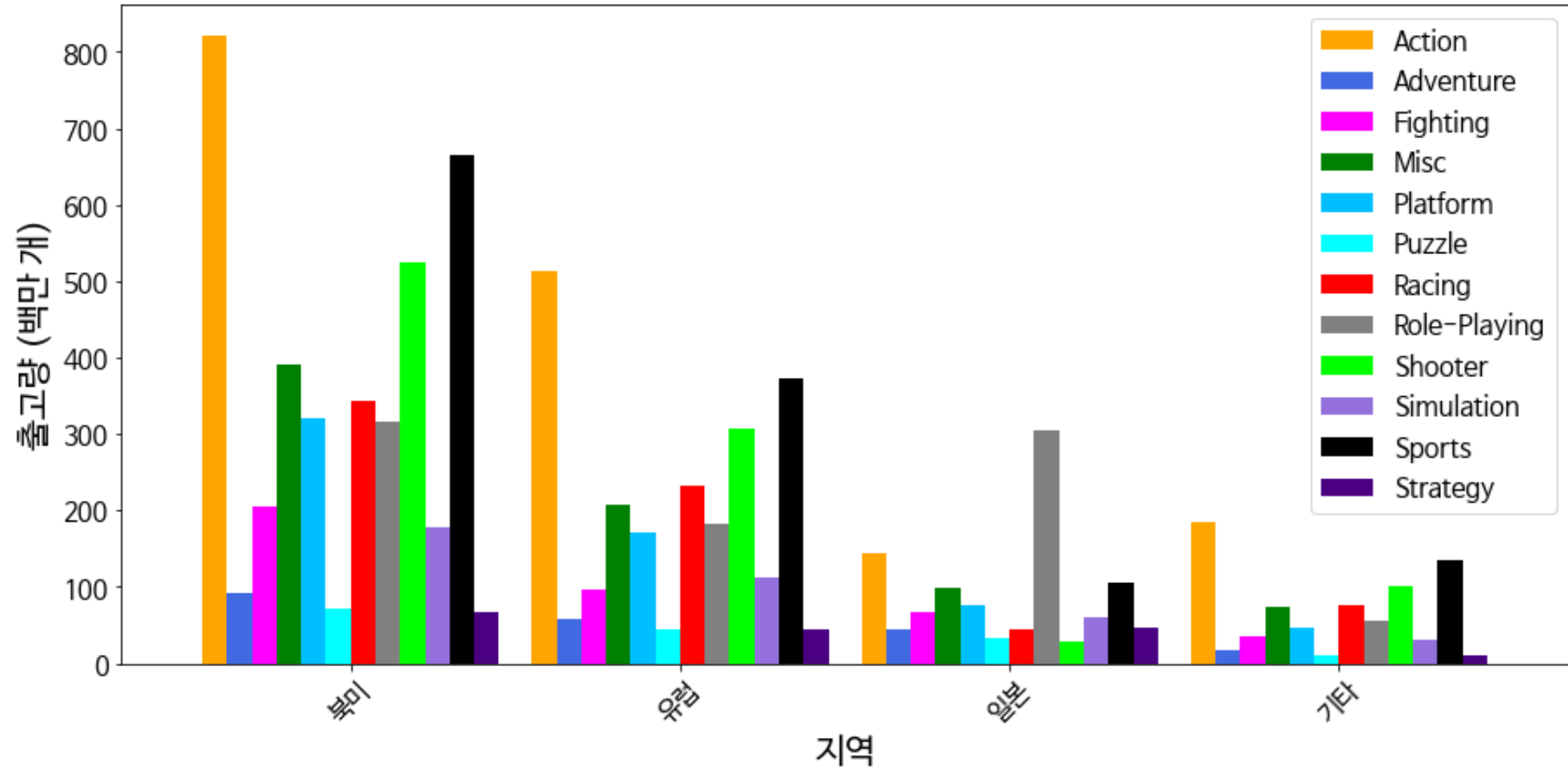
수집자료 개괄

지역별 총 게임 출고량

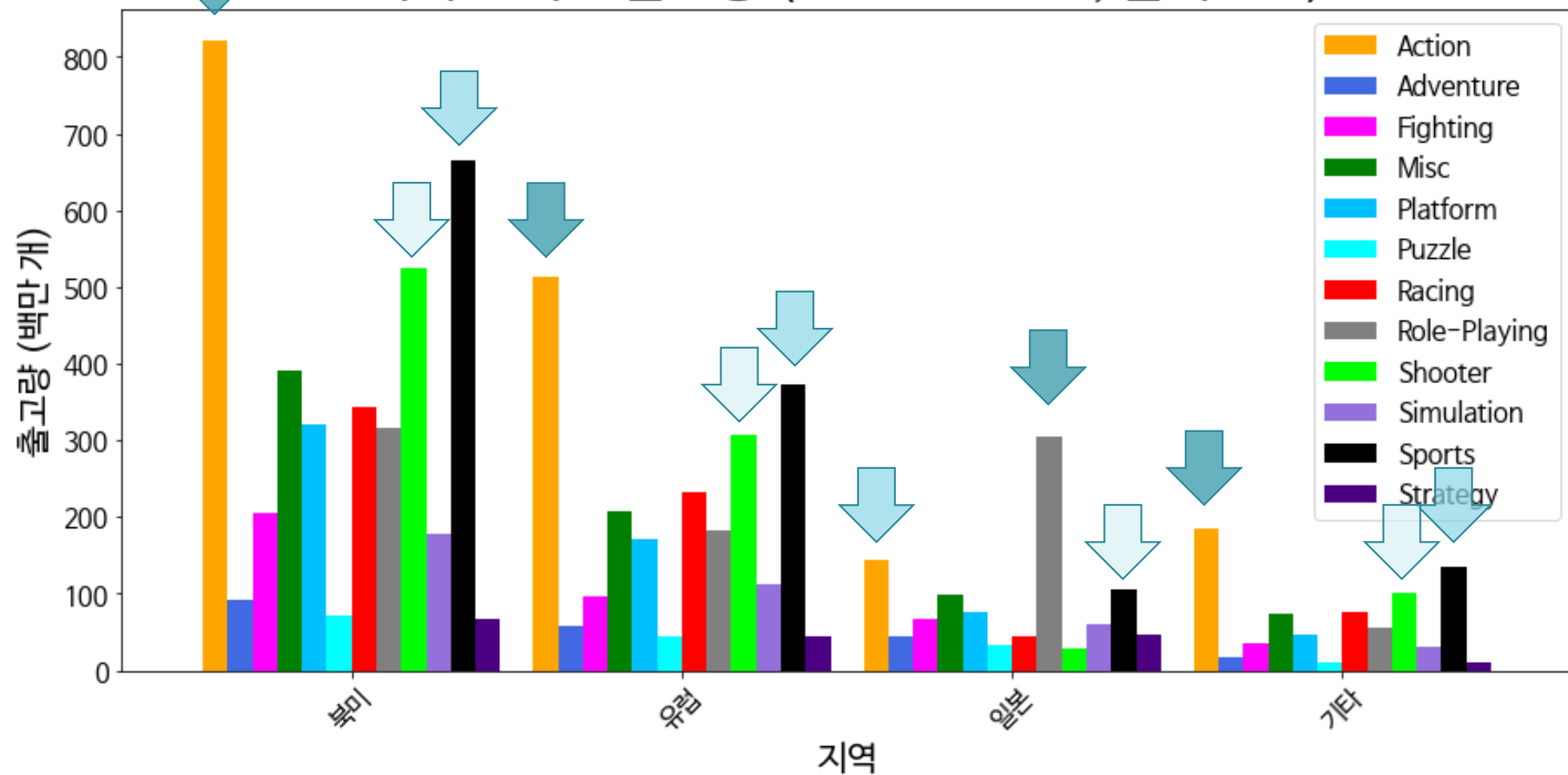


- 출고량: 북미, 유럽, 일본, 기타
- 지역: 북미, 유럽, 일본, 기타
- 1995년도 기준 게임 시장 활성화

지역별 게임 출고량 (1995 - 2020, 출시연도)



지역별 게임 출고량 (1995 - 2020, 출시연도)

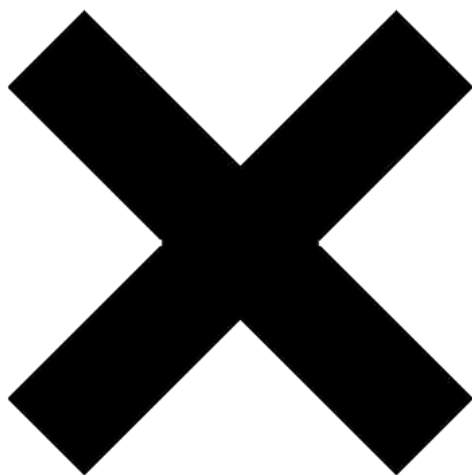


지역별 출고량 분석

지역별 게임 구매 분석

- 전체 지역 기준

χ^2 독립성(100번 반복), ANOVA



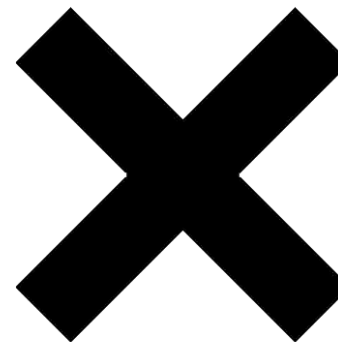
χ^2 독립성: 지역별 선호도에 따라 100명의 사람이 게임을 하나씩 구매함
ANOVA: 지역별 선호도에 따라 100명의 사람이 25년간 13개의 게임을 15년 동안 구매함.

- 일본 제외

χ^2 독립성(100번 반복)

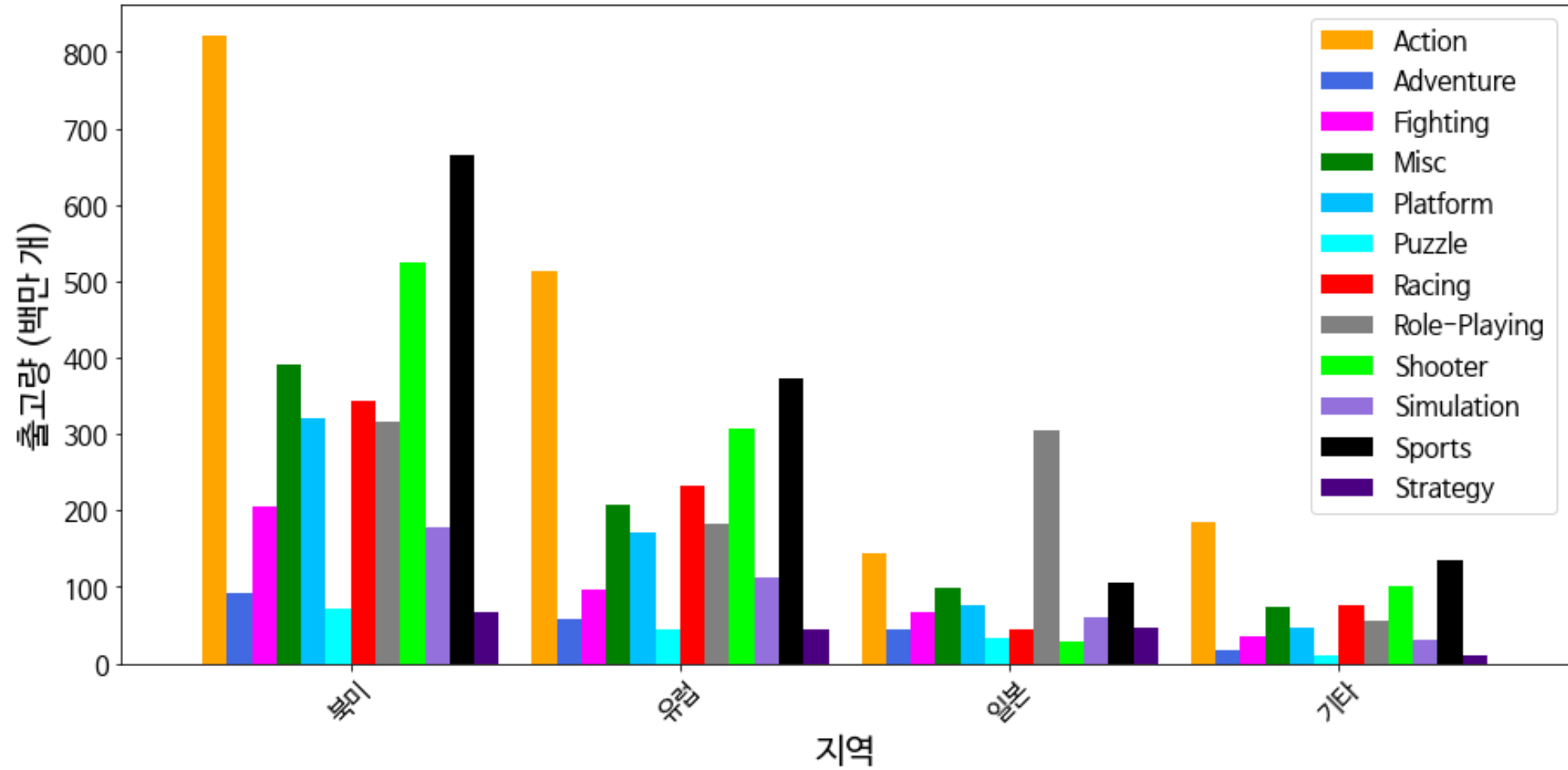
96

ANOVA



χ^2 독립성: 96% 확률은 각각 샘플링 결과가 0.05 유의 수준에서 지역별 선호도가 없다고 '결정'한 횟수를 의미함.

지역별 게임 출고량 (1995 - 2020, 출시연도)



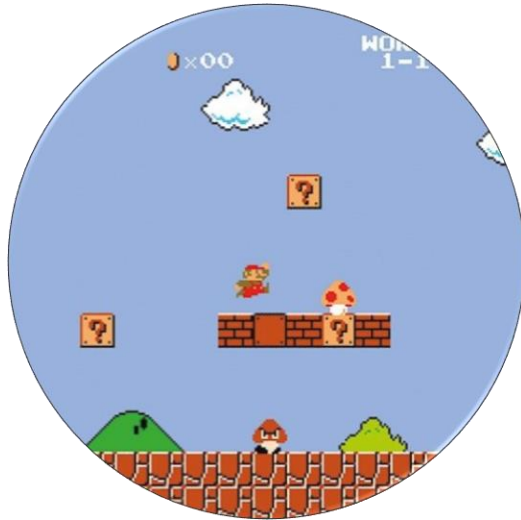
연도별 게임 트렌드

게임 트렌드 개괄



<https://www.pngaaa.com/detail/4472631>

Platforms



<https://cdn.europosters.eu/image/1300/posters/super-mario-bros-1-1-i20783.jpg>

Genres



<https://seeklogo.com/vector-logo/44958/ea-games>

Publishers

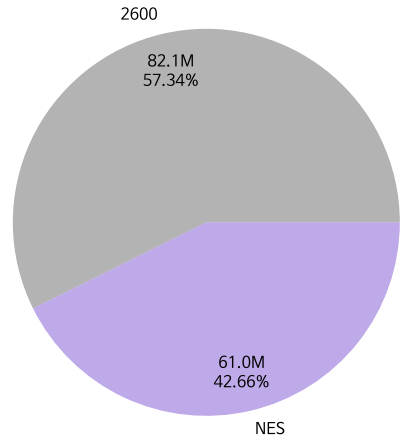


Scores

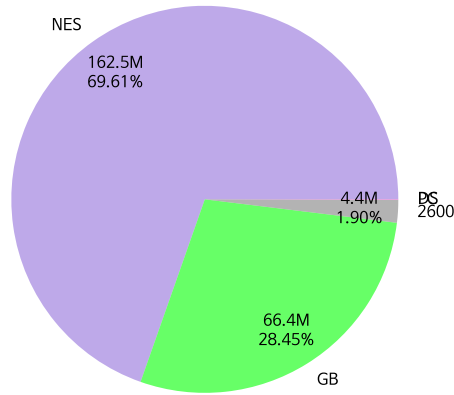
플랫폼별 출고량 (Top 5)

- 2600
- 3DS
- DS
- GB
- GBA
- GC
- GEN
- N64
- NES
- Others
- PC
- PS
- PS2
- PS3
- PS4
- SNES
- Wii
- WiiU
- X360
- XB
- XOne

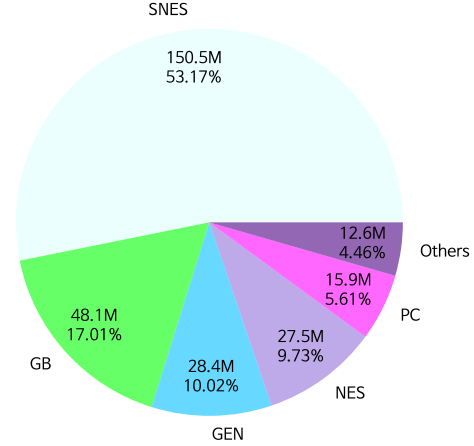
1980년



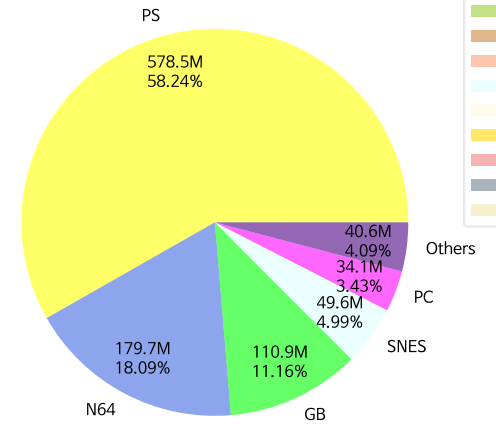
1985년



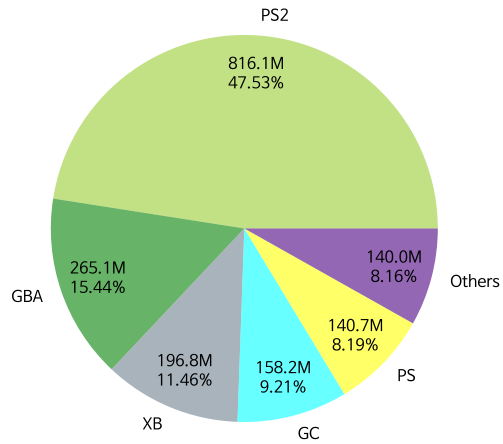
1990년



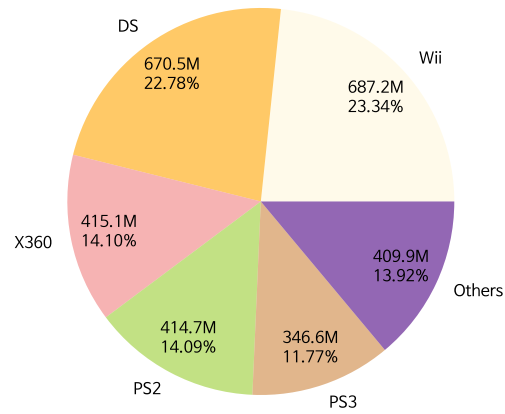
1995년



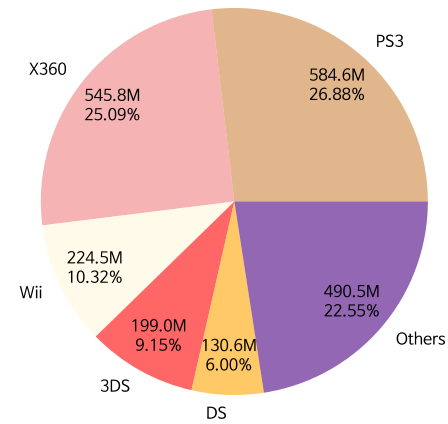
2000년



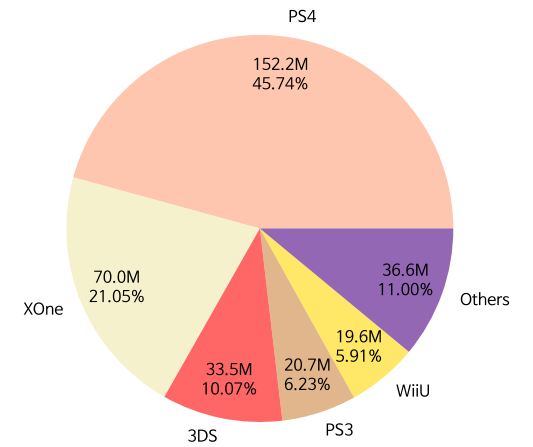
2005년



2010년



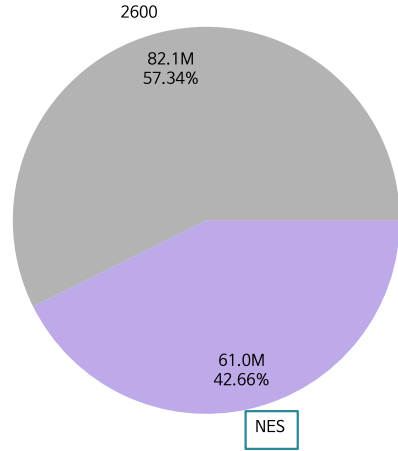
2015년



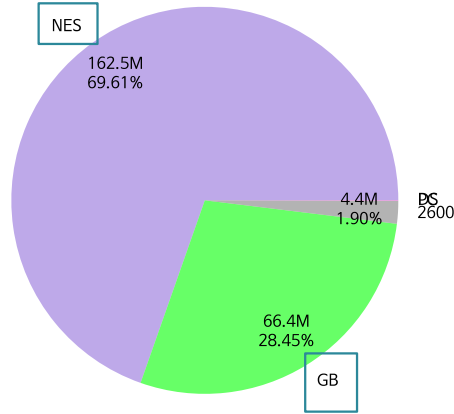
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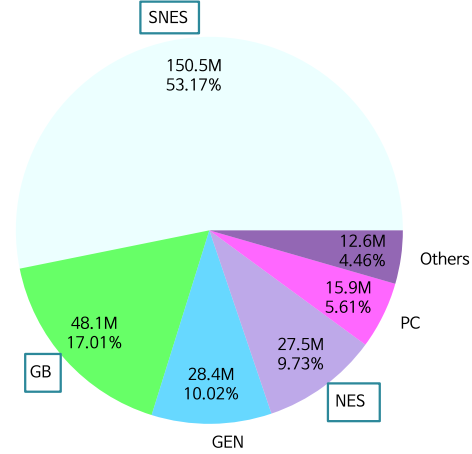
1980년



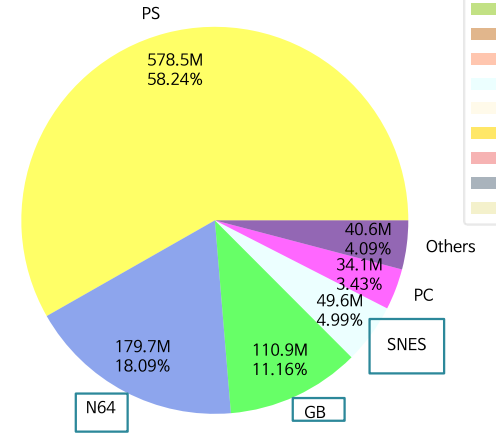
1985년



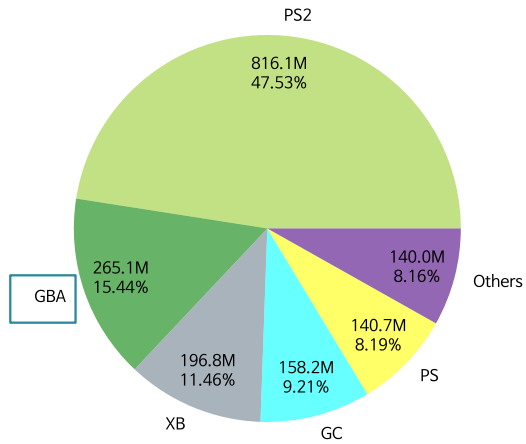
1990년



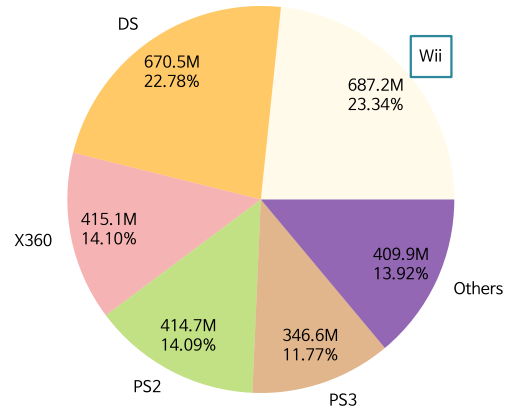
1995년



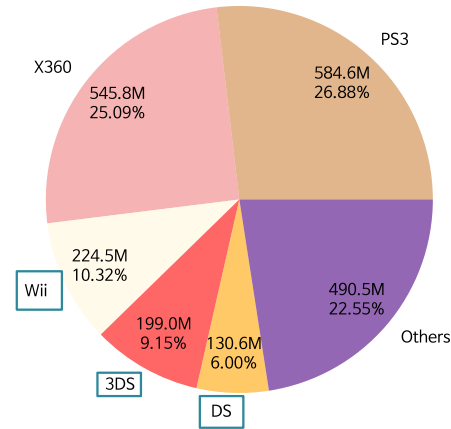
2000년



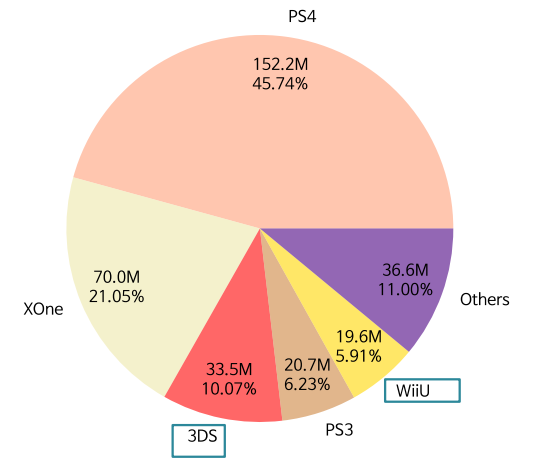
2005년



2010년



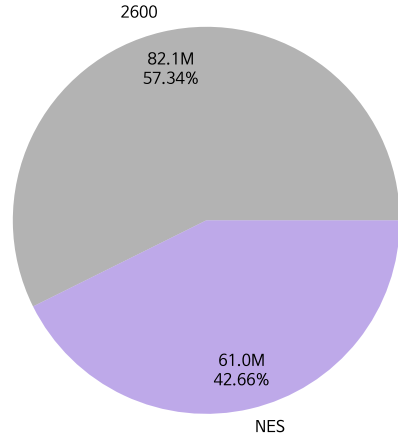
2015년



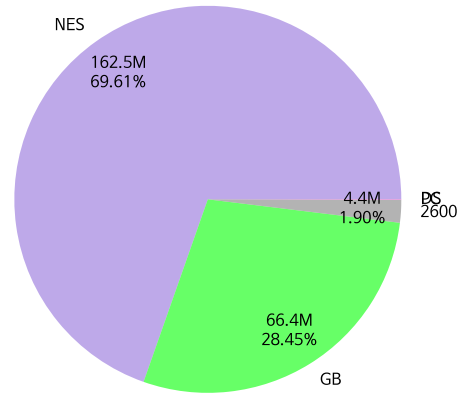
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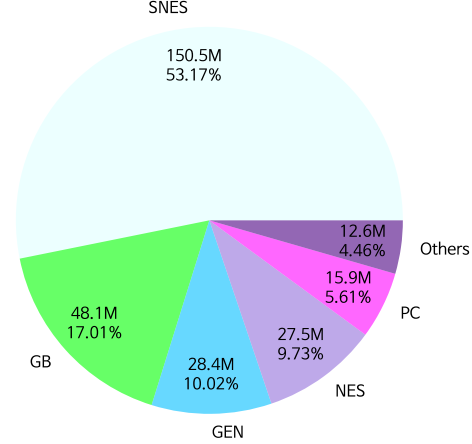
1980년



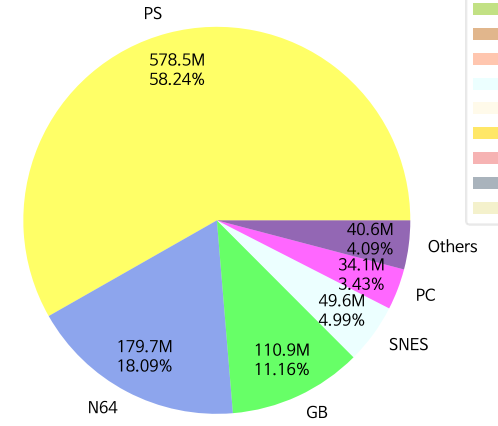
1985년



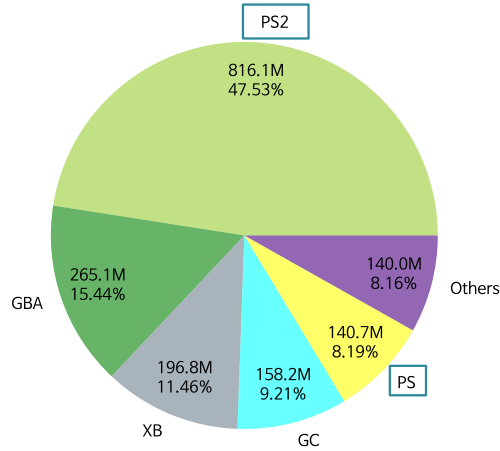
1990년



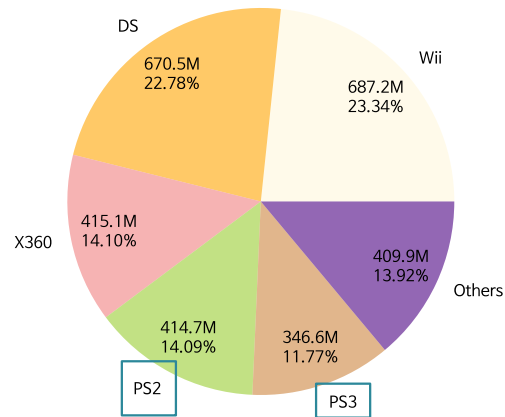
1995년



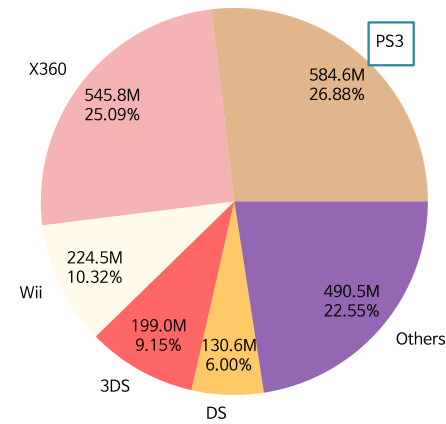
2000년



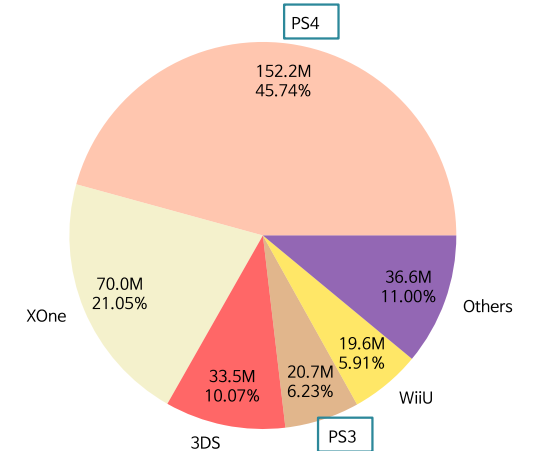
2005년



2010년



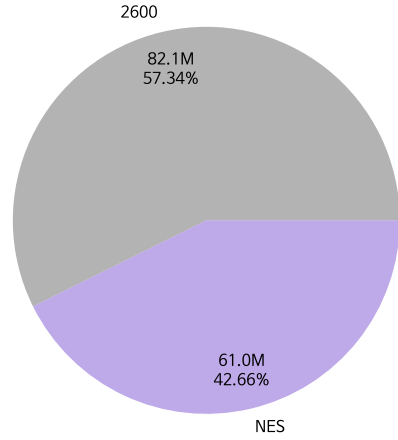
2015년



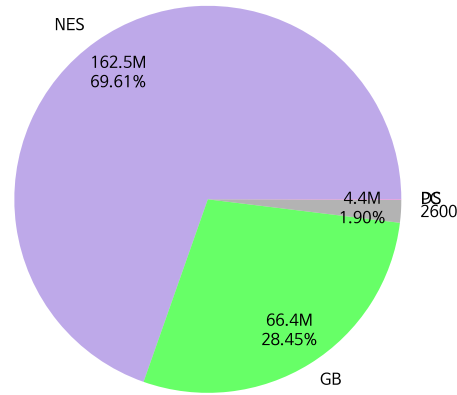
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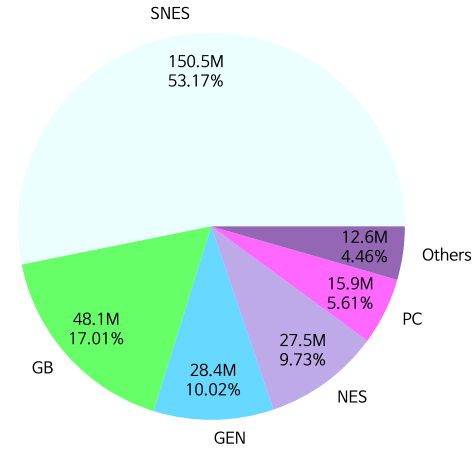
1980년



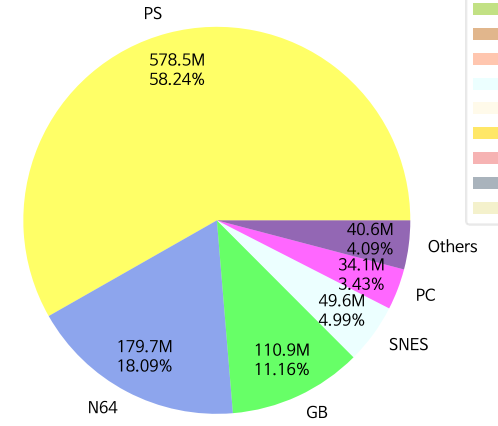
1985년



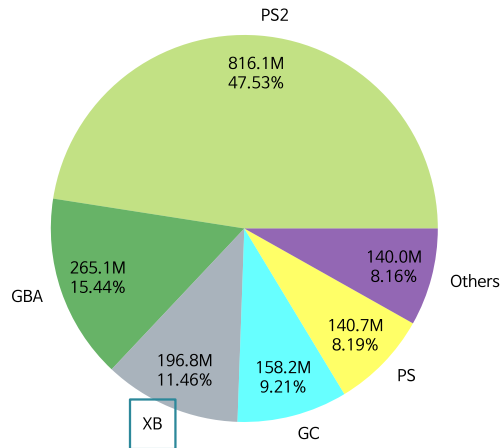
1990년



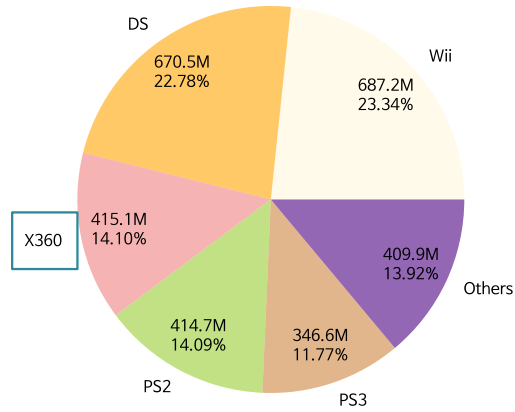
1995년



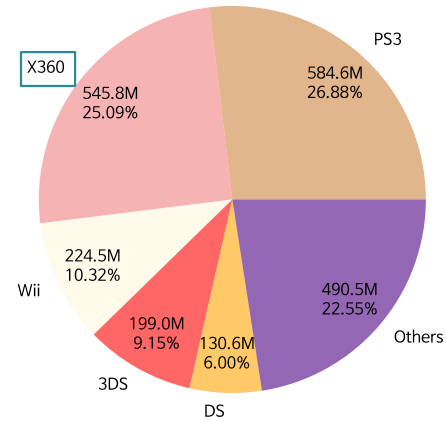
2000년



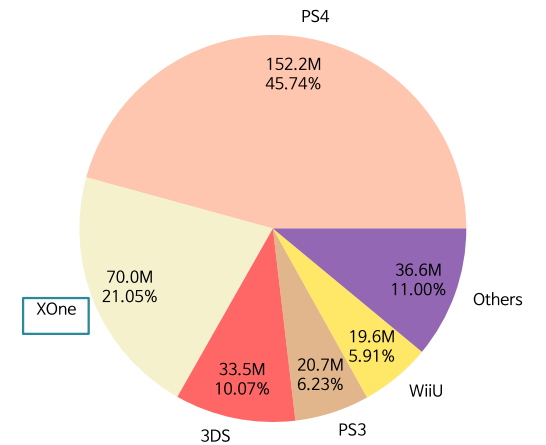
2005년



2010년



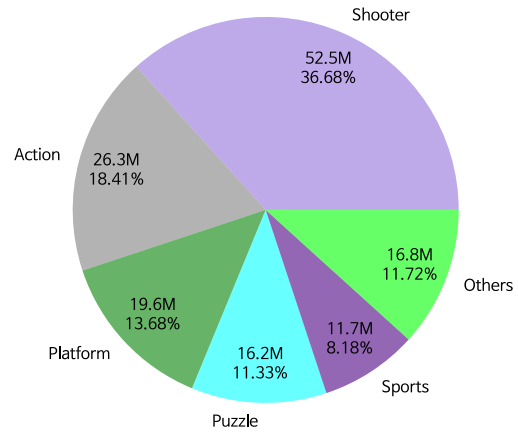
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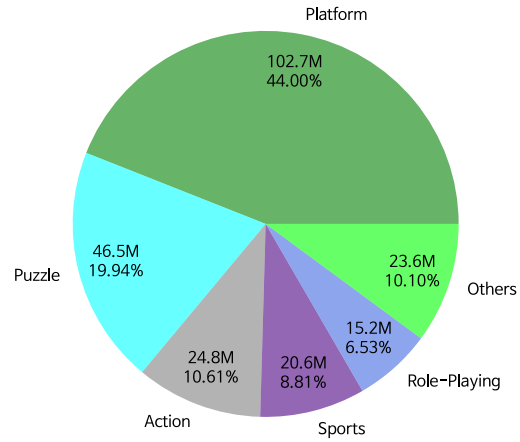
장르별 출고량 (Top 5)



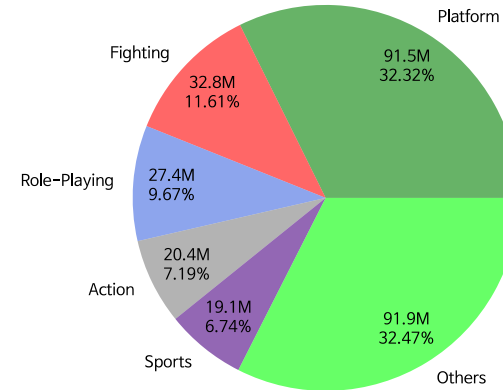
1980년



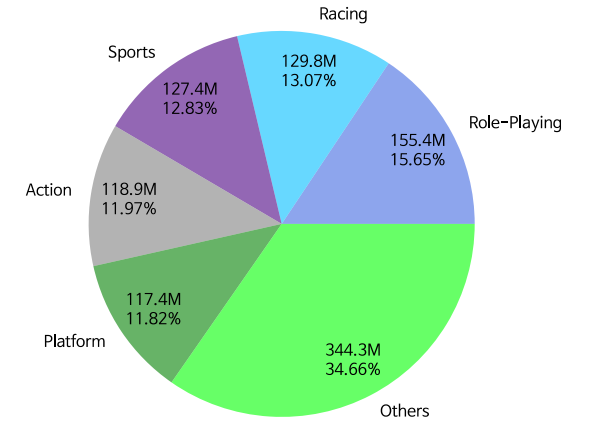
1985년



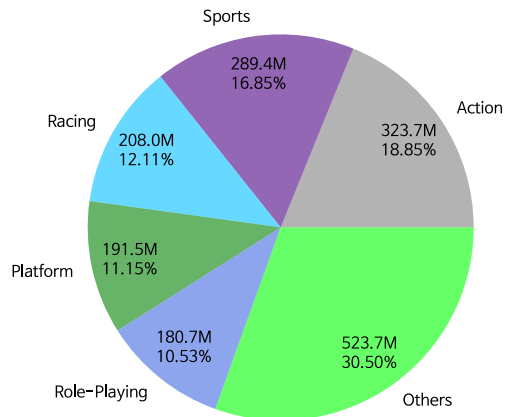
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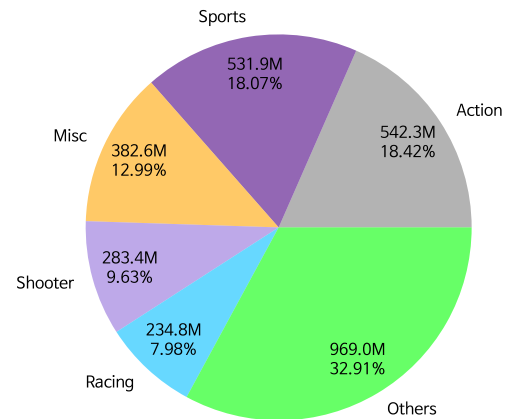
1995년



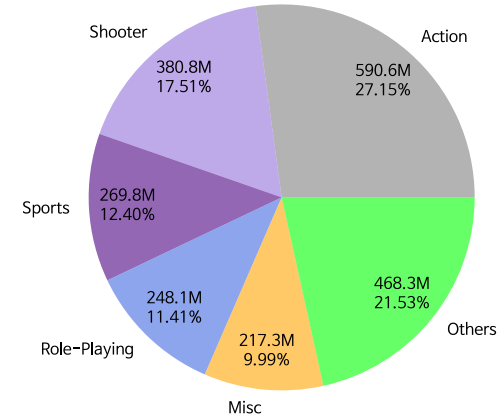
2000년



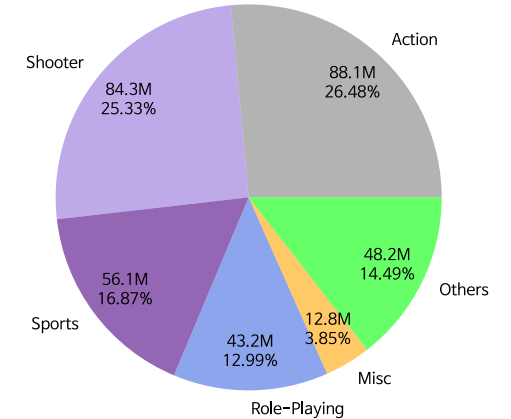
2005년



2010년



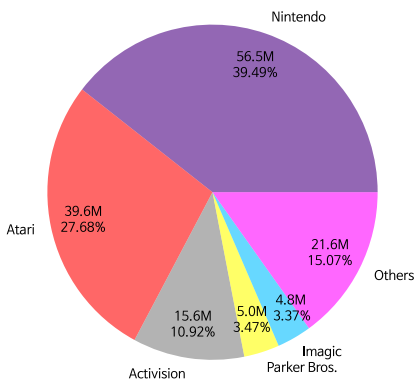
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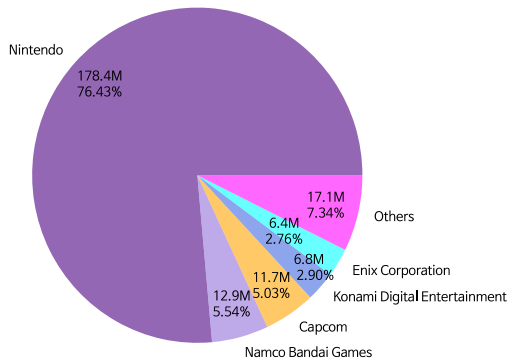
배급사별 출고량 (Top 5)

- Activision
- Atari
- Capcom
- Eidos Interactive
- Electronic Arts
- Enix Corporation
- Imagic
- Konami Digital Entertainment
- Namco Bandai Games
- Nintendo
- Others
- Parker Bros.
- Sega
- Sony Computer Entertainment
- SquareSoft
- THQ
- Take-Two Interactive
- Ubisoft
- Warner Bros. Interactive Entertainment

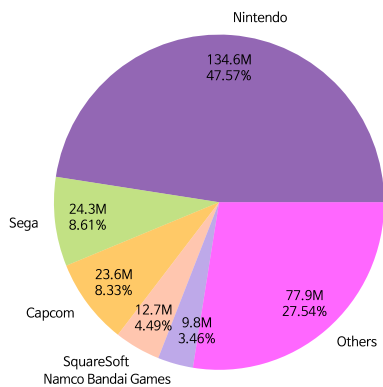
1980년



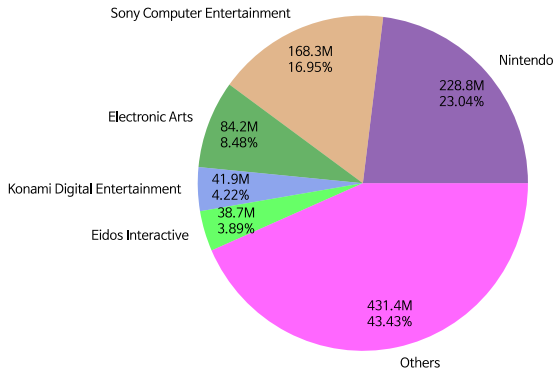
1985년



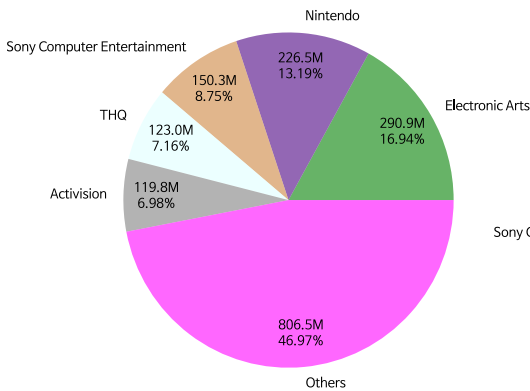
1990년



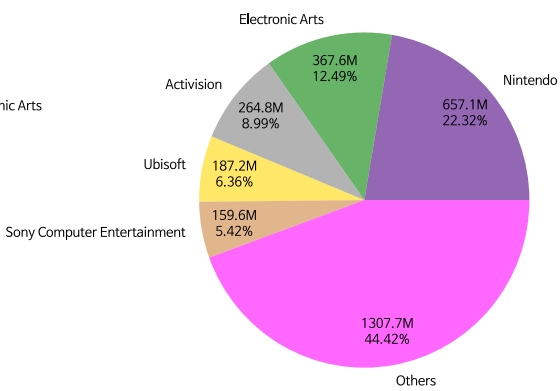
1995년



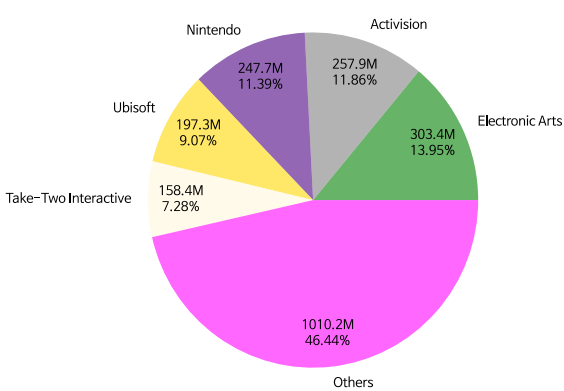
2000년



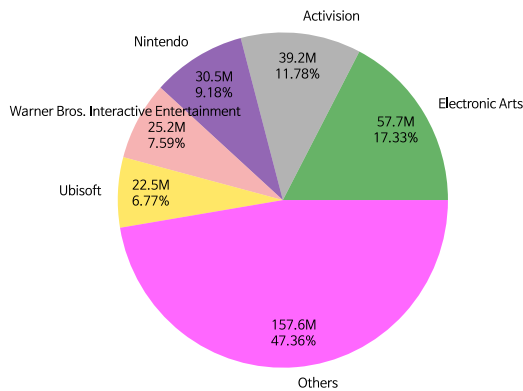
2005년



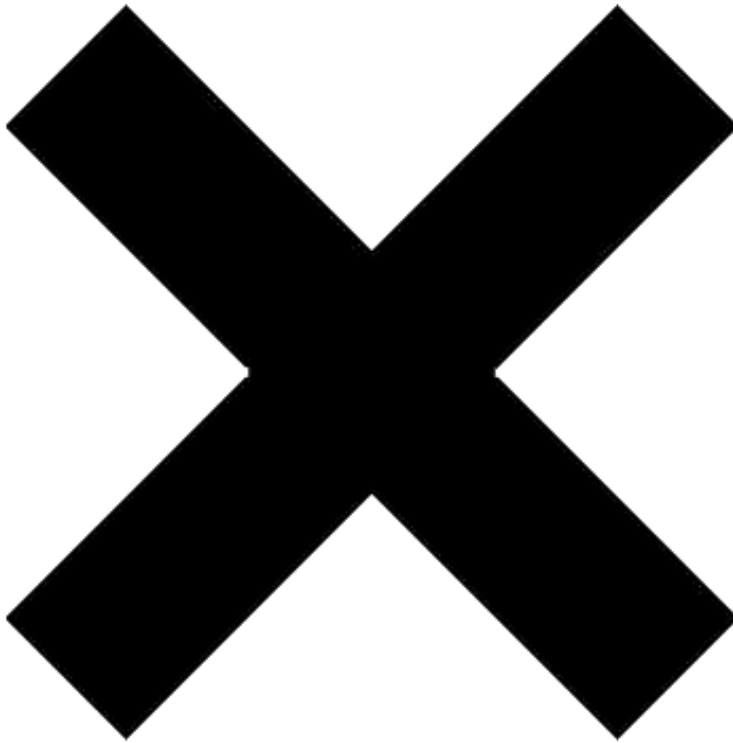
2010년



2015년

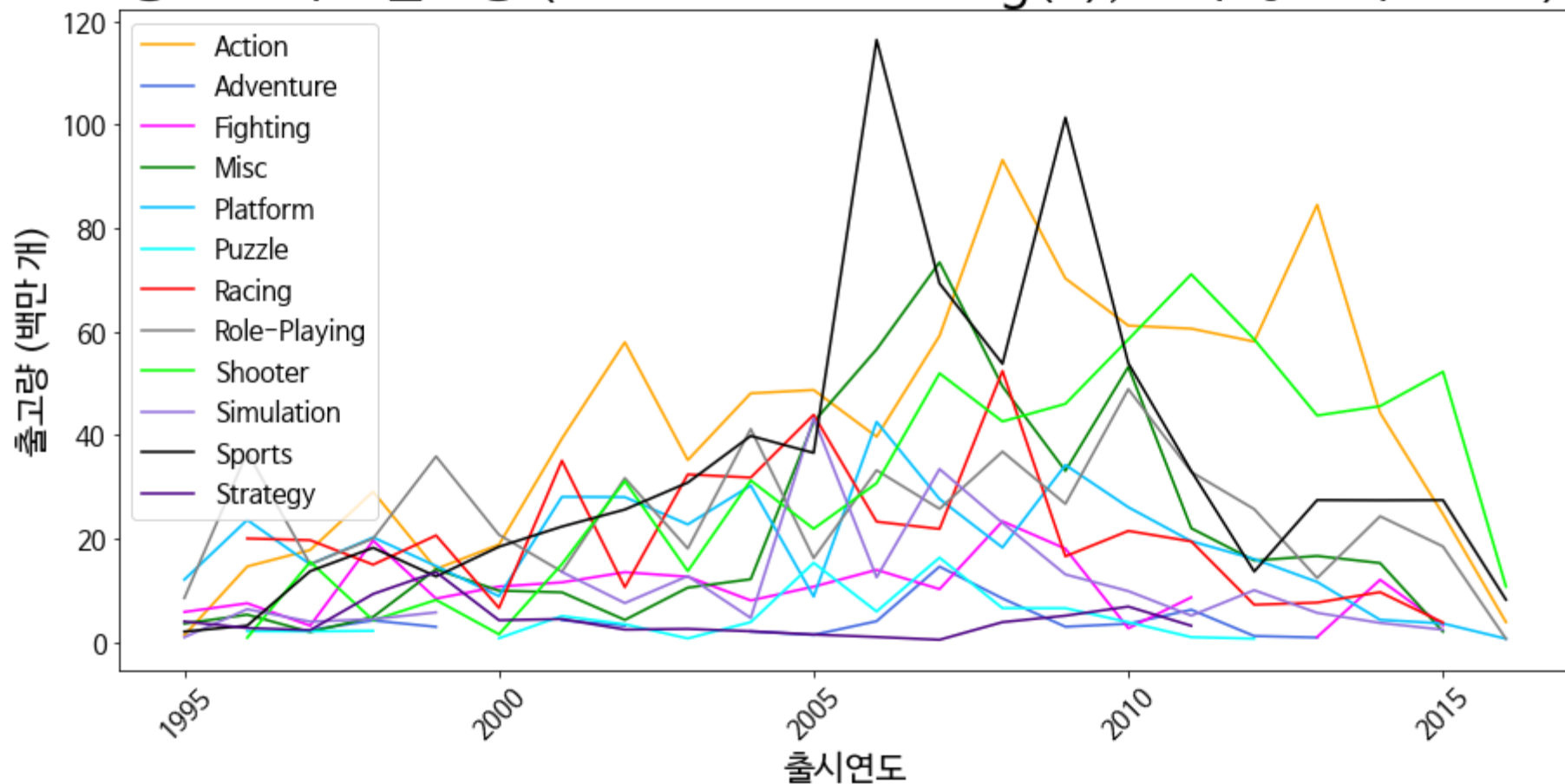


Scores



자동분류

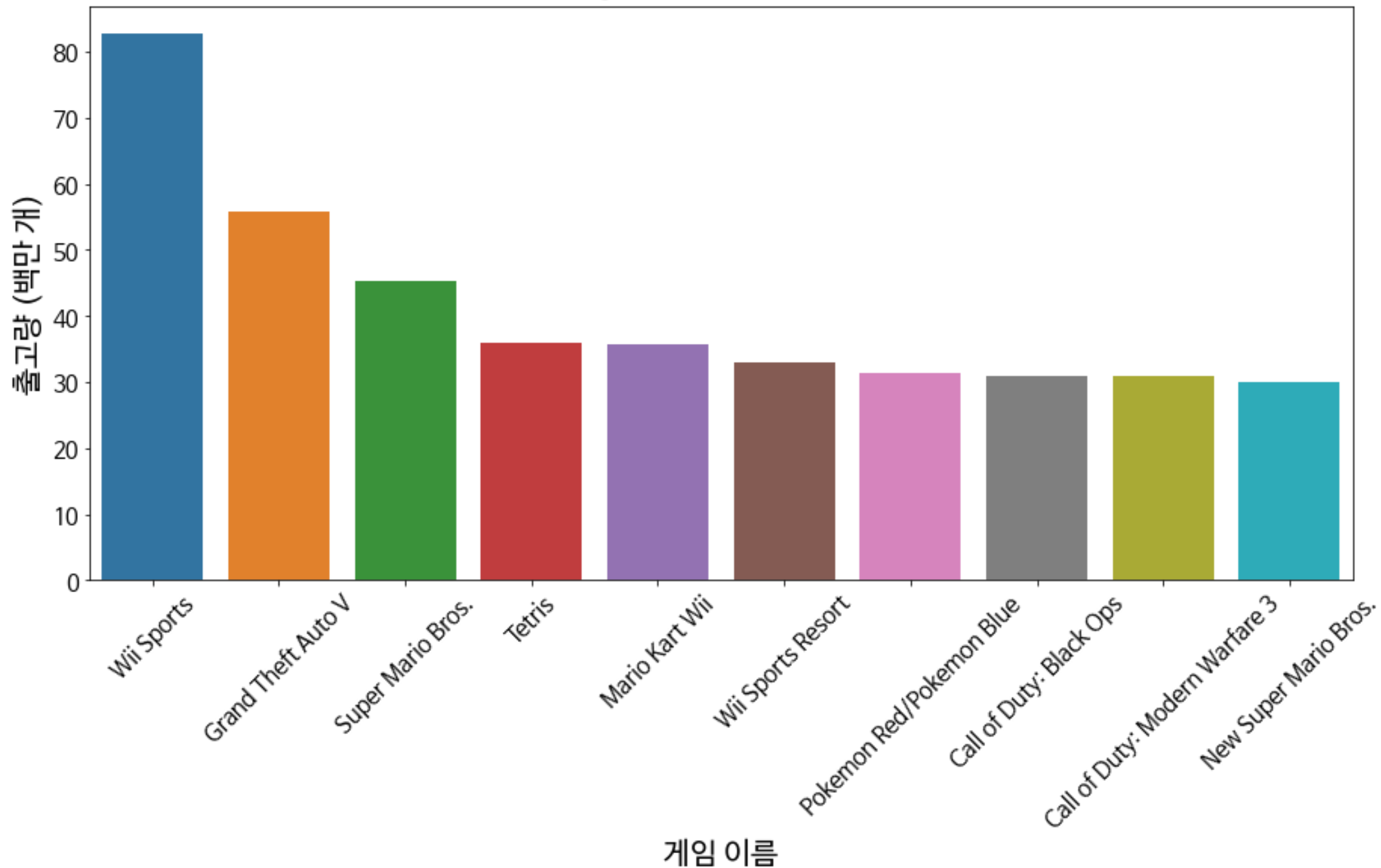
장르별 게임 출고량 (K-Means Clustering(3), 인기 많은 게임 모음)



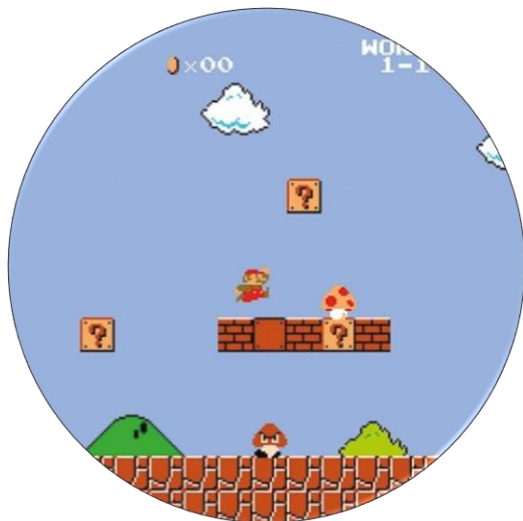
인기 게임 분석

가장 인기 있는 게임

(누적 출고량, 1980 - 2020, 출시연도 기준)

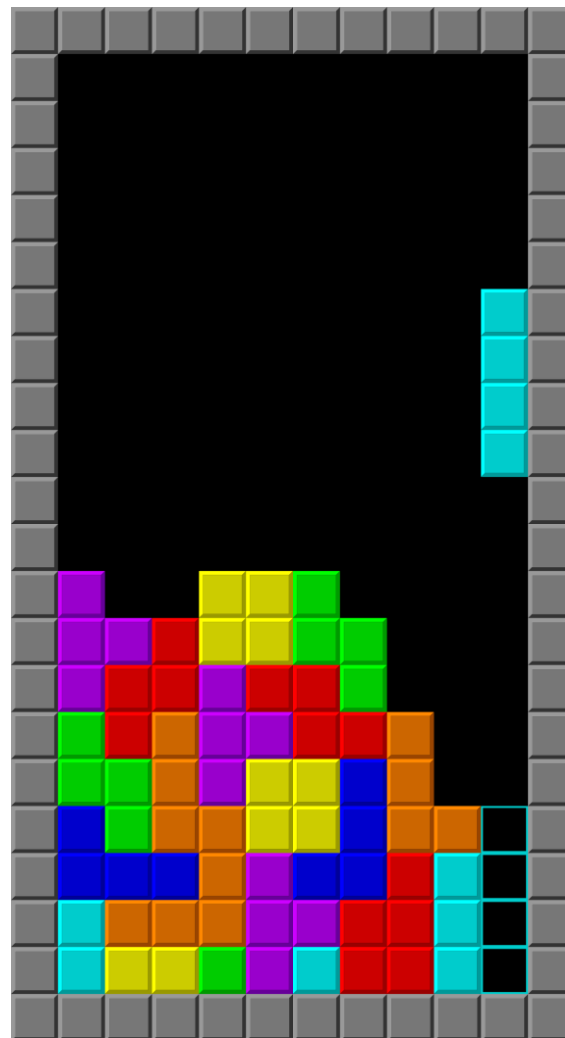


고전게임



<https://cdn.europosters.eu/image/1300/posters/super-mario-bros-1-1-120783.jpg>

Super Mario Bros.



https://upload.wikimedia.org/wikipedia/commons/0/0d/Tetris_Game.png

Tetris



<http://obsoletegamer.com/pokemon-red-blue-gameboy/>

Pokémon

최신게임



https://media.gamestop.com/gamestop/2006532_ALTrd/Wii_Sports---Nintendo-Wii?xpdps

Wii Sports

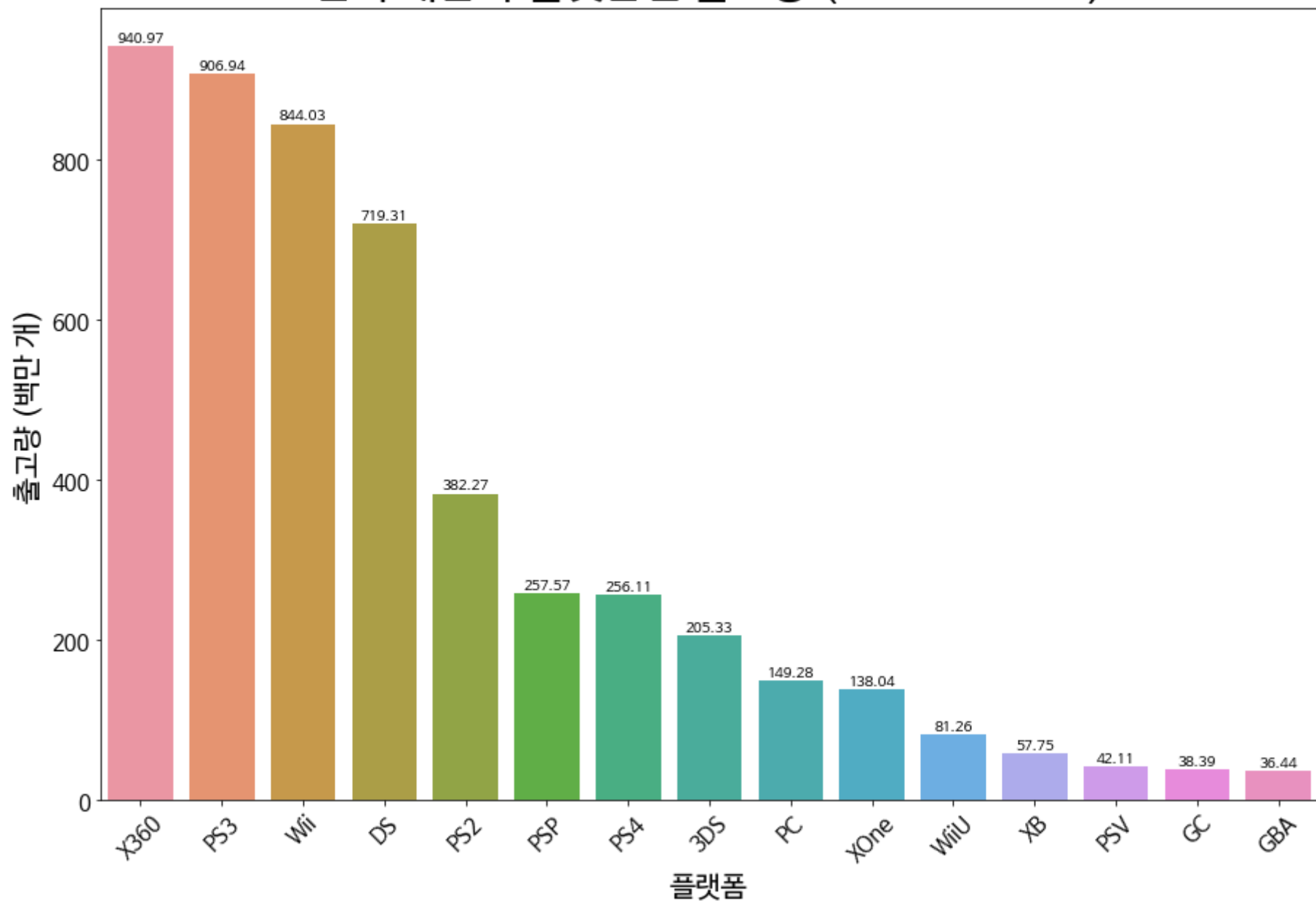


<https://www.trustedreviews.com/wp-content/uploads/sites/54/2008/04/7374-MKart3-1.jpg>

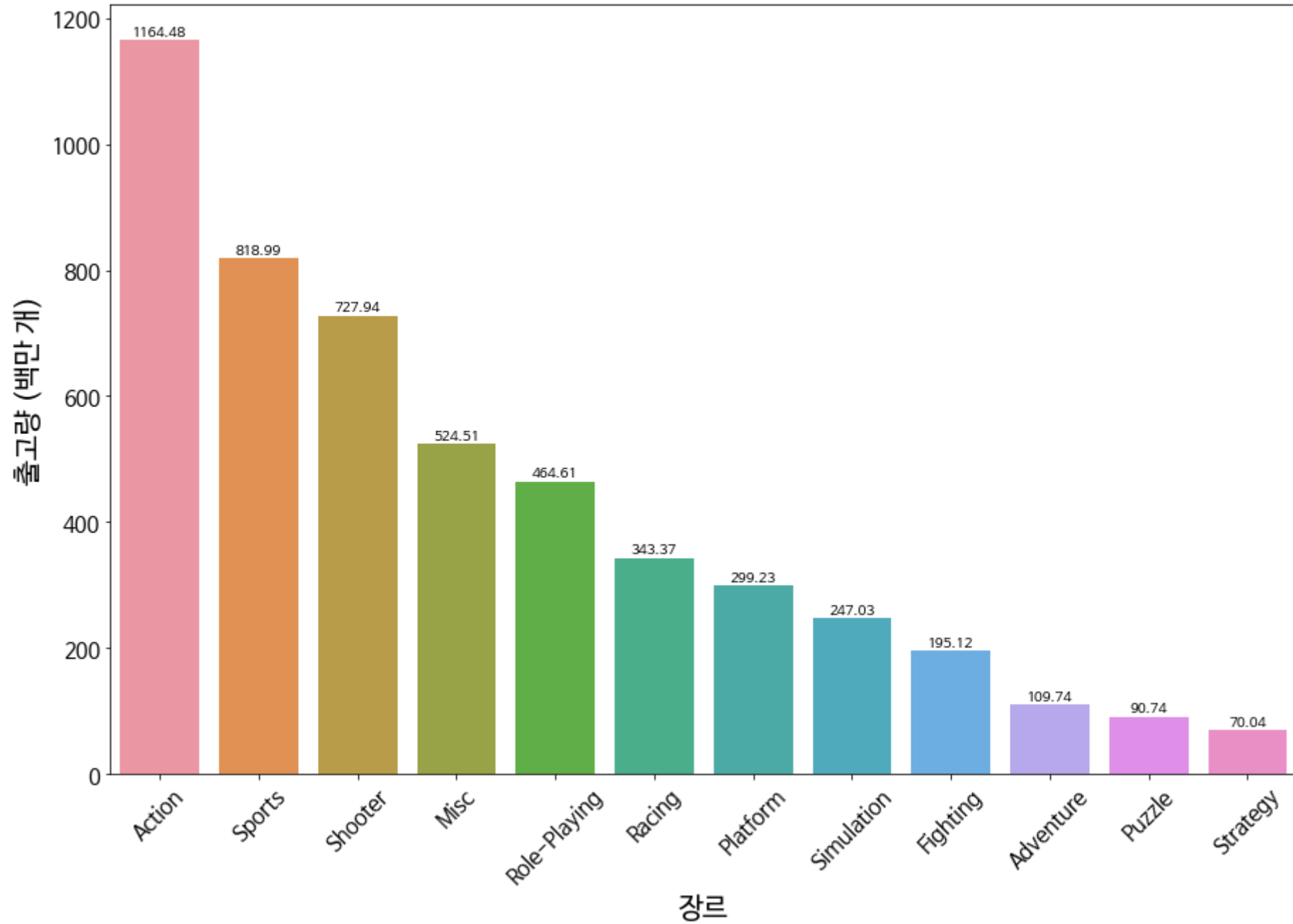
Mario Kart Wii

인기 배급사 게임 출시 동향

인기 배급사 플랫폼별 출고량 (2005 - 2020)



인기 배급사 장르별 출고량 (2005 - 2020)



2020-2분기 게임 개발 목표

Action

Shooting

Sports

감사합니다