

GAMECO 2016

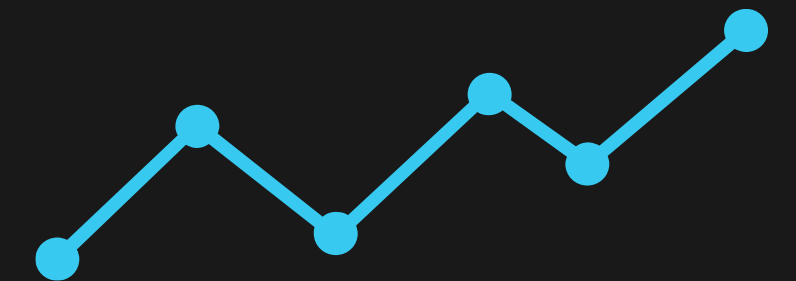
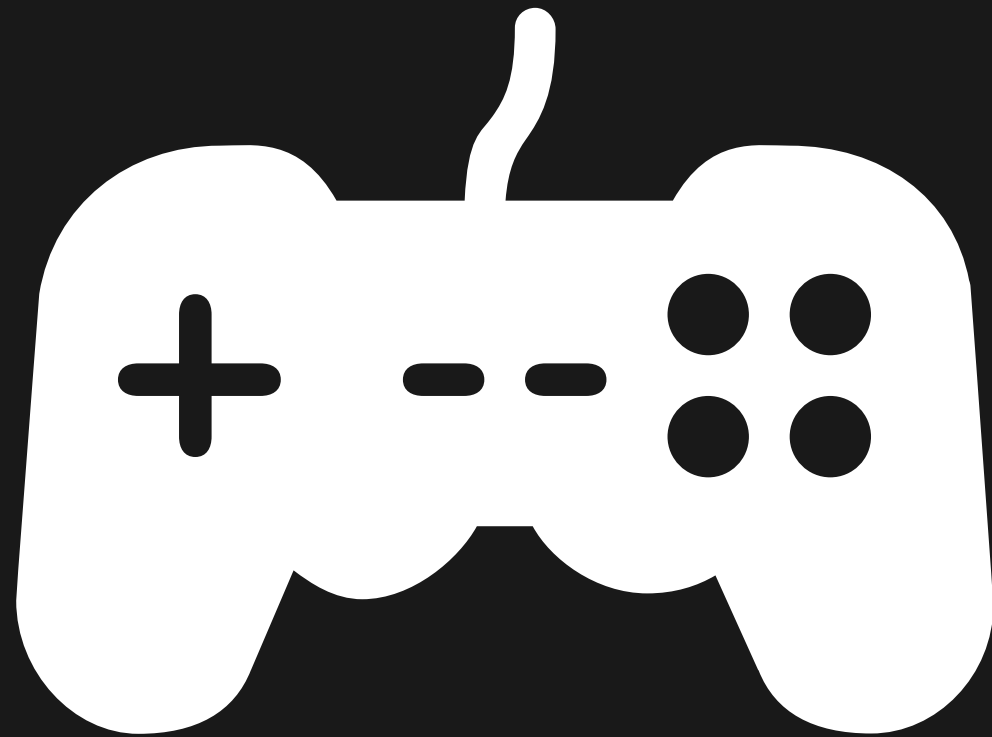


GAMECO MARKETING ANALYSIS 2017

Keanu Gomes



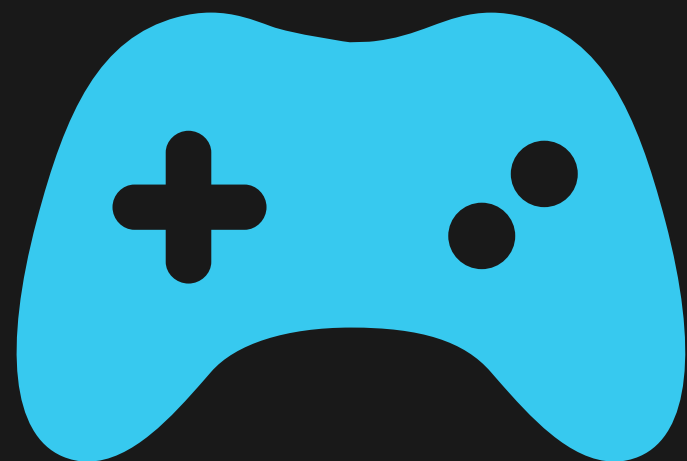
**HAVE VIDEO GAME SALES
STAYED THE SAME OVER
TIME ACROSS ALL
REGIONS SINCE 2016?**



Expectation

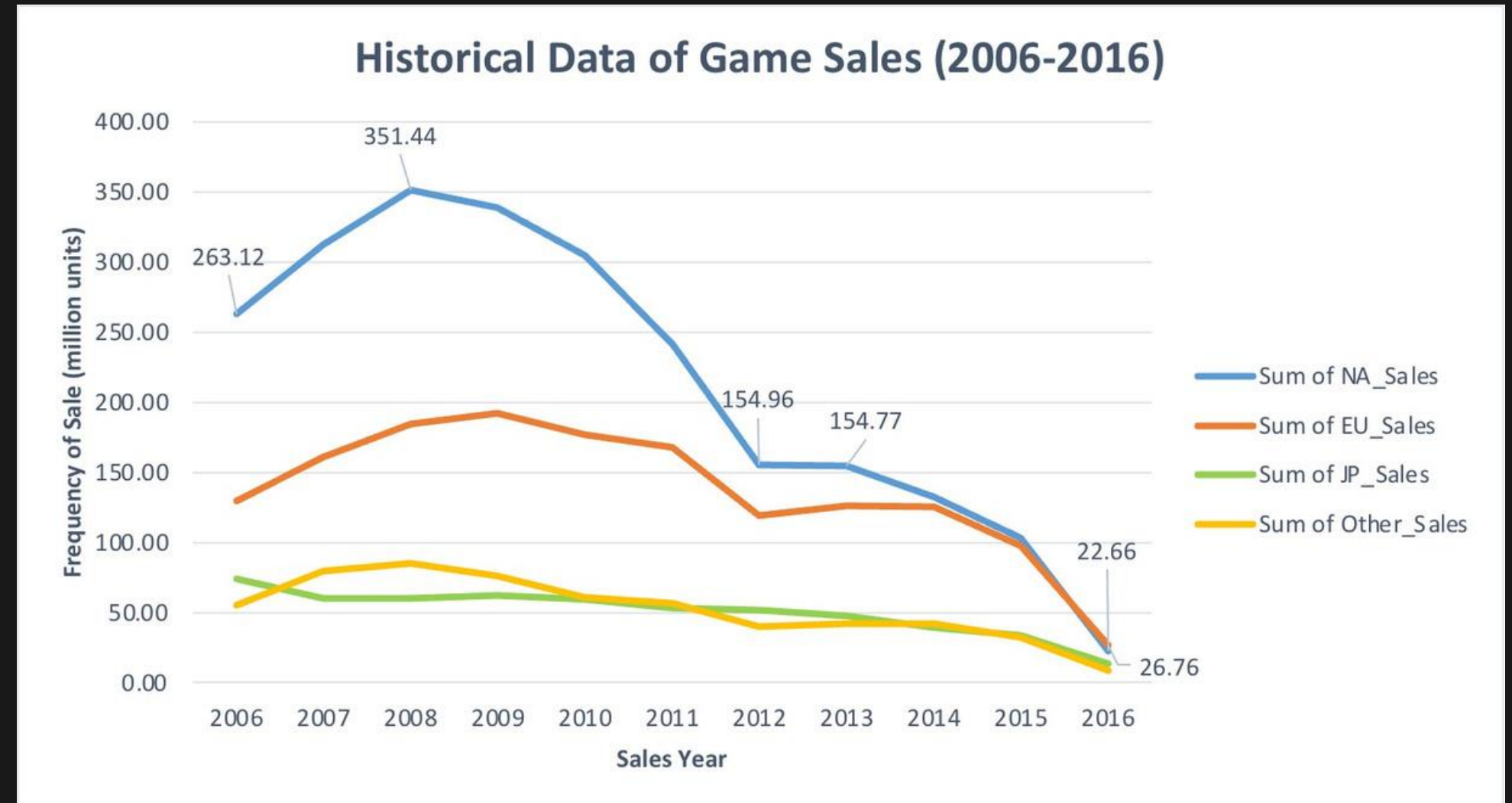
GameCo's understanding is that sales for various geographic regions have stayed the same over time since the start of 2016.

WHAT DOES THE HISTORICAL DATA SHOW?



HISTORICAL DATA ON SALES FROM 2006-2016

Historical data on games sales from the regions of North America, Europe, Japan and Other regions:



As historical data shows, GameCo's current belief has been challenged due to the negative correlation observed over the last decade. Sales have the potential to fall below their sales baseline in 2017. Let's take a closer look into the data.

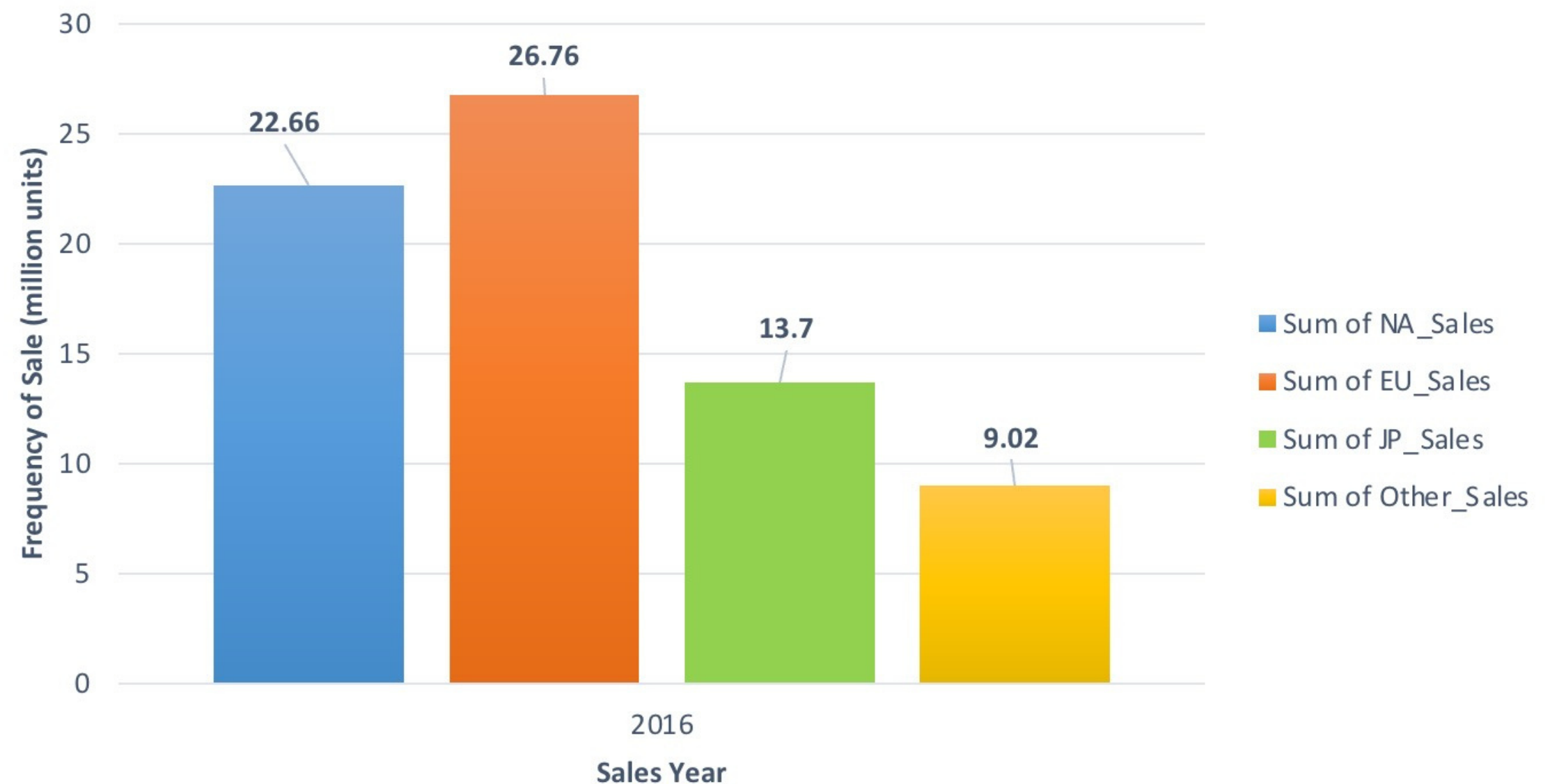


KEY INSIGHTS

& Interesting Features

**WHAT REGION HAD
THE MOST GAME
SALES FROM 2016?**

Most Profitable Regions of Game Sales (2016)



As we can see thus far, in 2016, Europe has the most sales with a total of 26.76 million units sold, and in second place, we have North America trailing behind with 22.66 million units in sales.

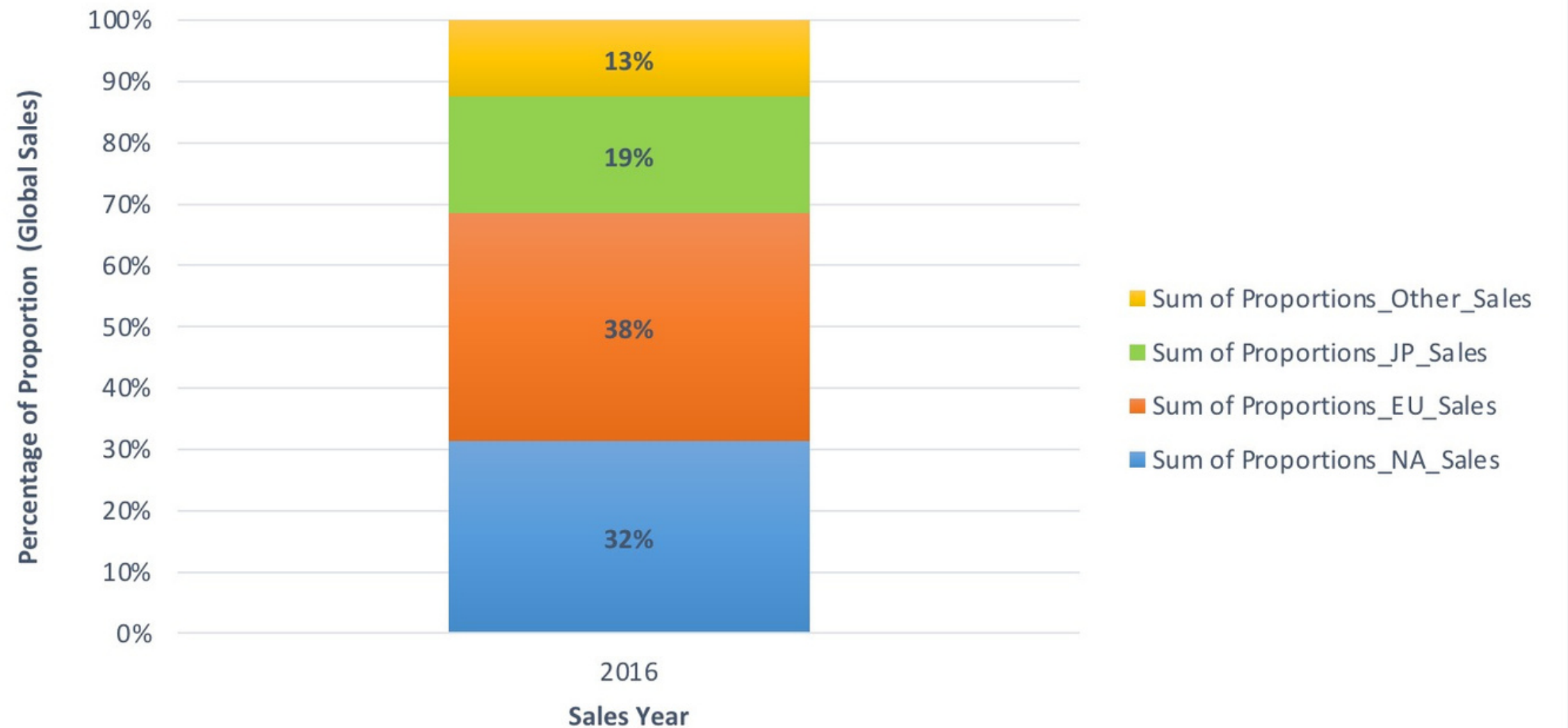


KEY INSIGHTS

& Interesting Features

**WHAT PERCENTAGE OF
GLOBAL SALES DOES
EACH REGION HOLD?**

Percent of Global Sales by Region (2016)



EUROPE
38% of Global Sales

NORTH AMERICA
32% of Global Sales

JAPAN
19% of Global Sales

OTHER
13% of Global Sales

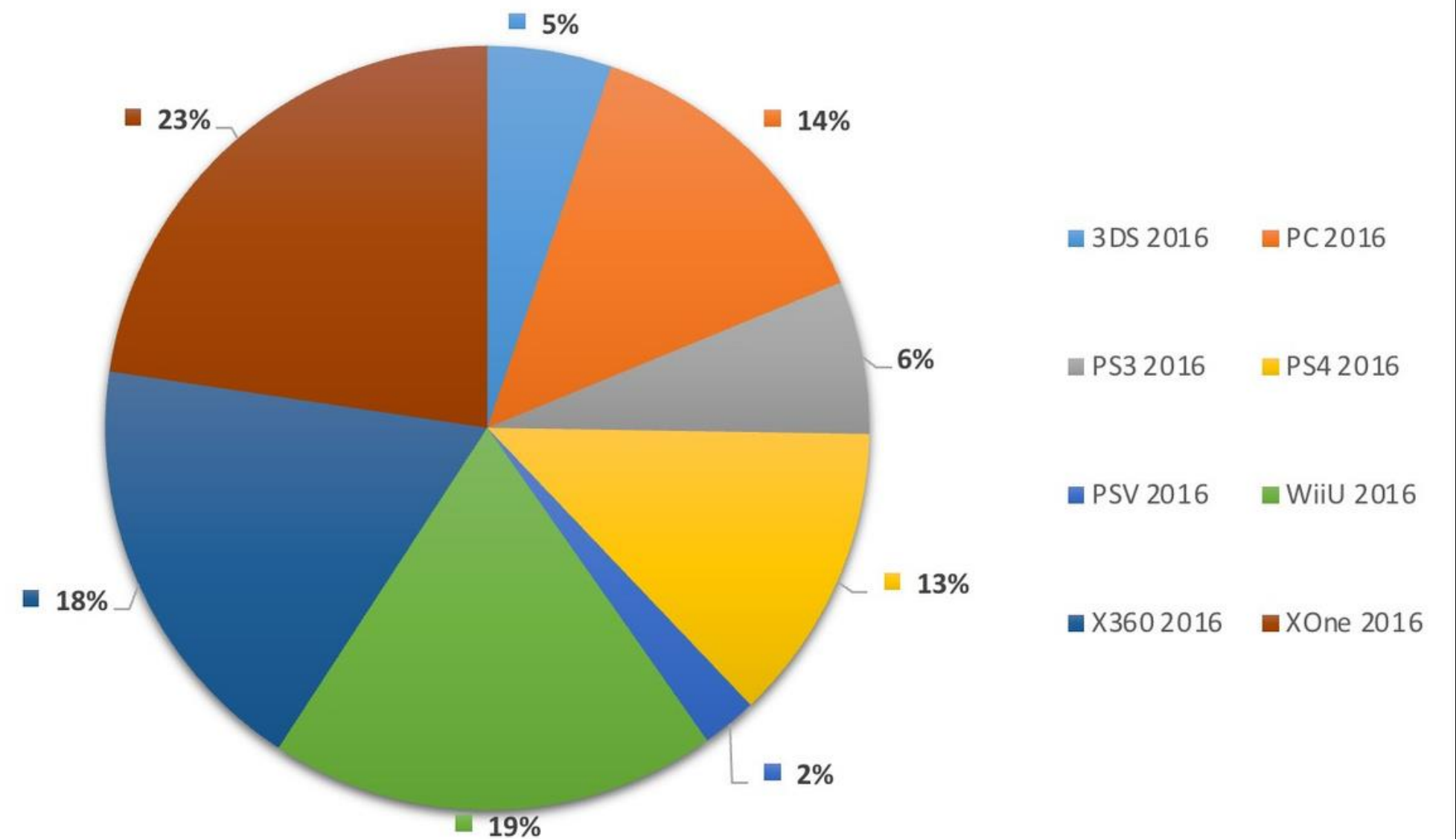


KEY INSIGHTS

& Interesting Features

WHAT IS THE
PERCENTAGE OF
GLOBAL SALES ON
GAME CONSOLE
PLATFORMS?

Percent of Global Sales by Platform (2016)



XBOX One
23% of Global Sales

Wii U
19% of Global Sales

XBOX 360
18% of Global Sales

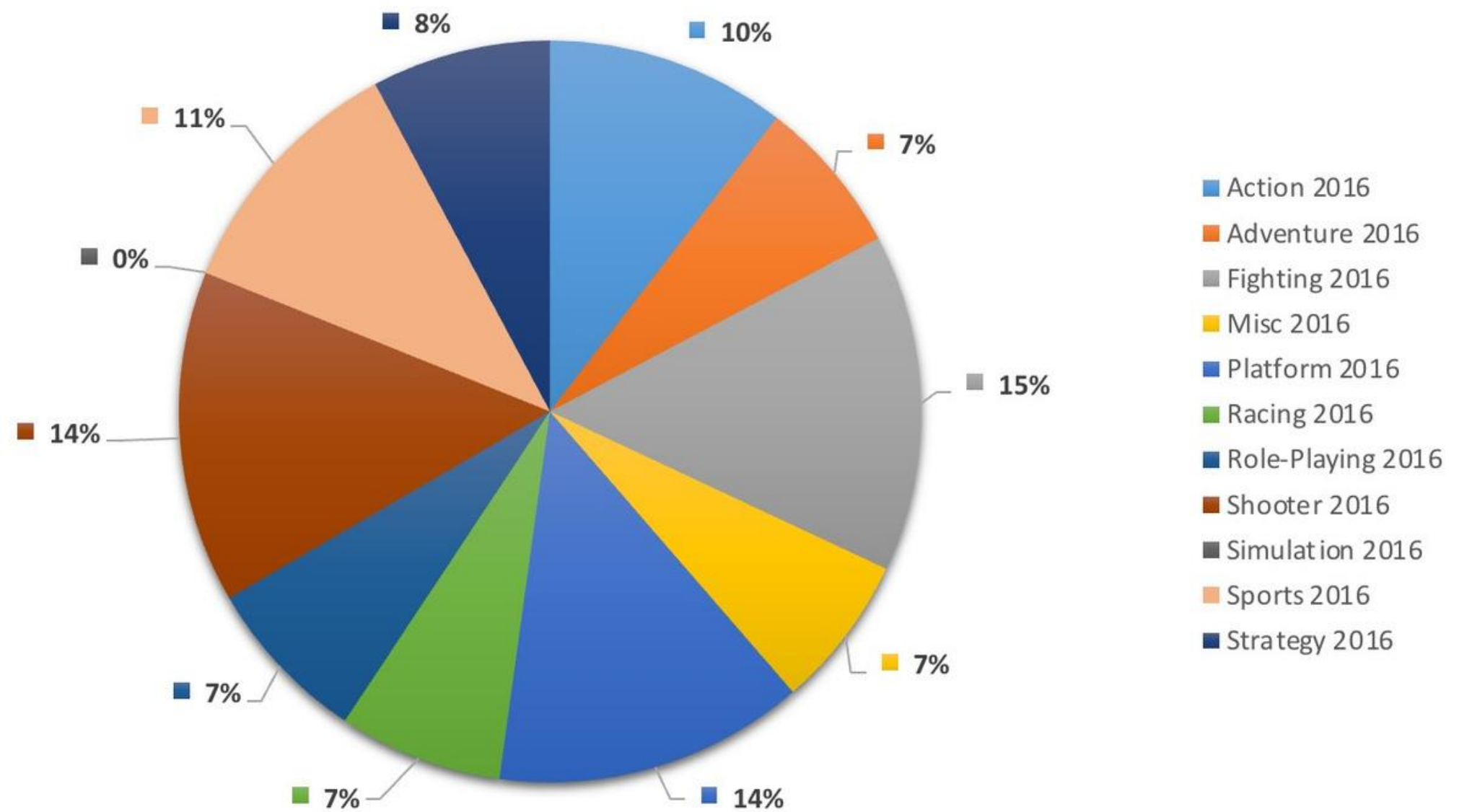


KEY INSIGHTS

& Interesting Features

WHAT IS THE
PERCENTAGE OF
GLOBAL SALES ON
GAME GENRES?

Percent of Global Sales by Genre (2016)



Fighting
15% of Global Sales

Shooter
14% of Global Sales

Platform
14% of Global Sales

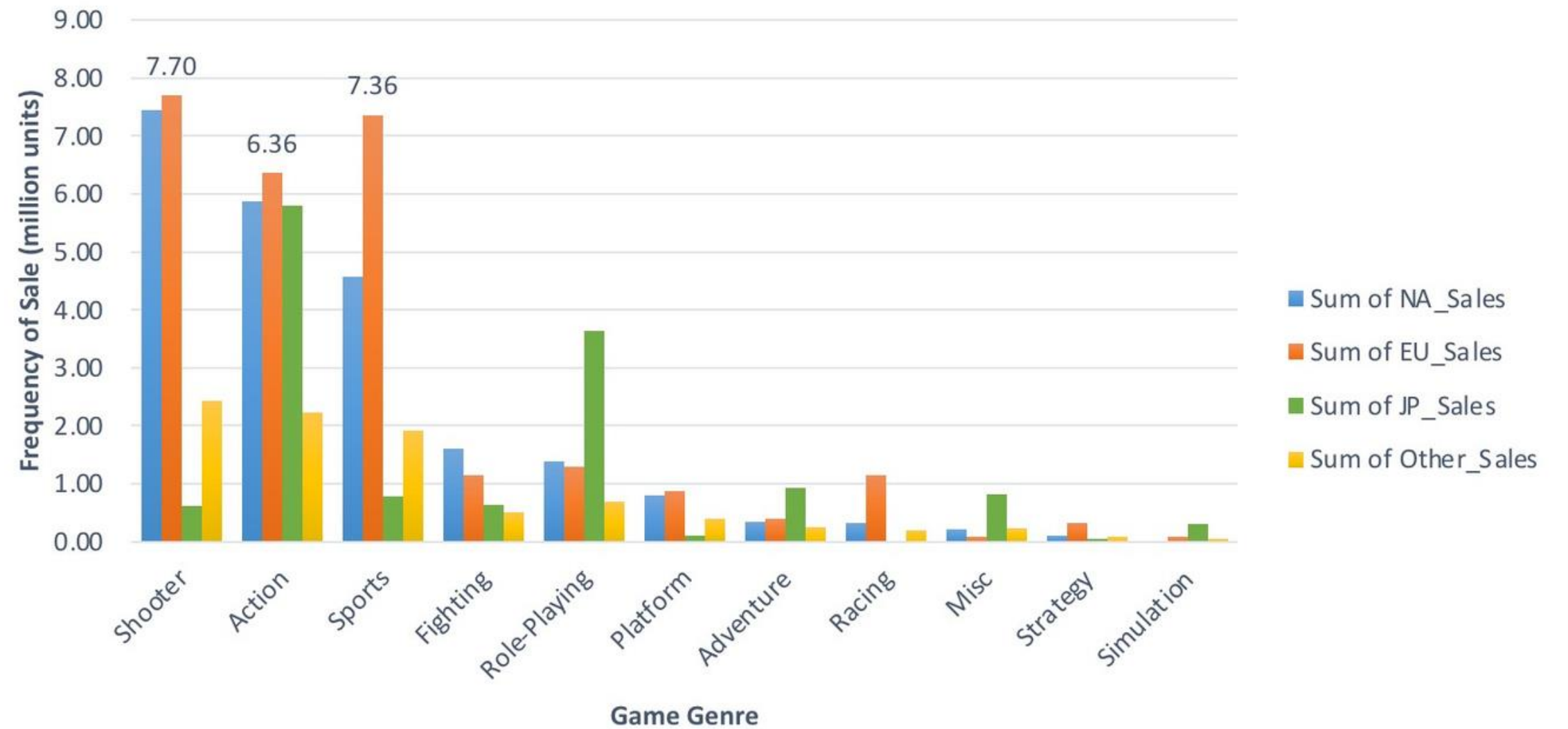


KEY INSIGHTS

& Interesting Features

ARE THERE ANY TOP PERFORMING GENRES WITHIN SPECIFIC REGIONS?

Most Popular Game Genre(s) by Region (2016)



EUROPE & NORTH AMERICA

Action, Shooter, Sports

JAPAN

Action, Role-Playing, Adventure

From these genres, does GameCo have any top sellers?

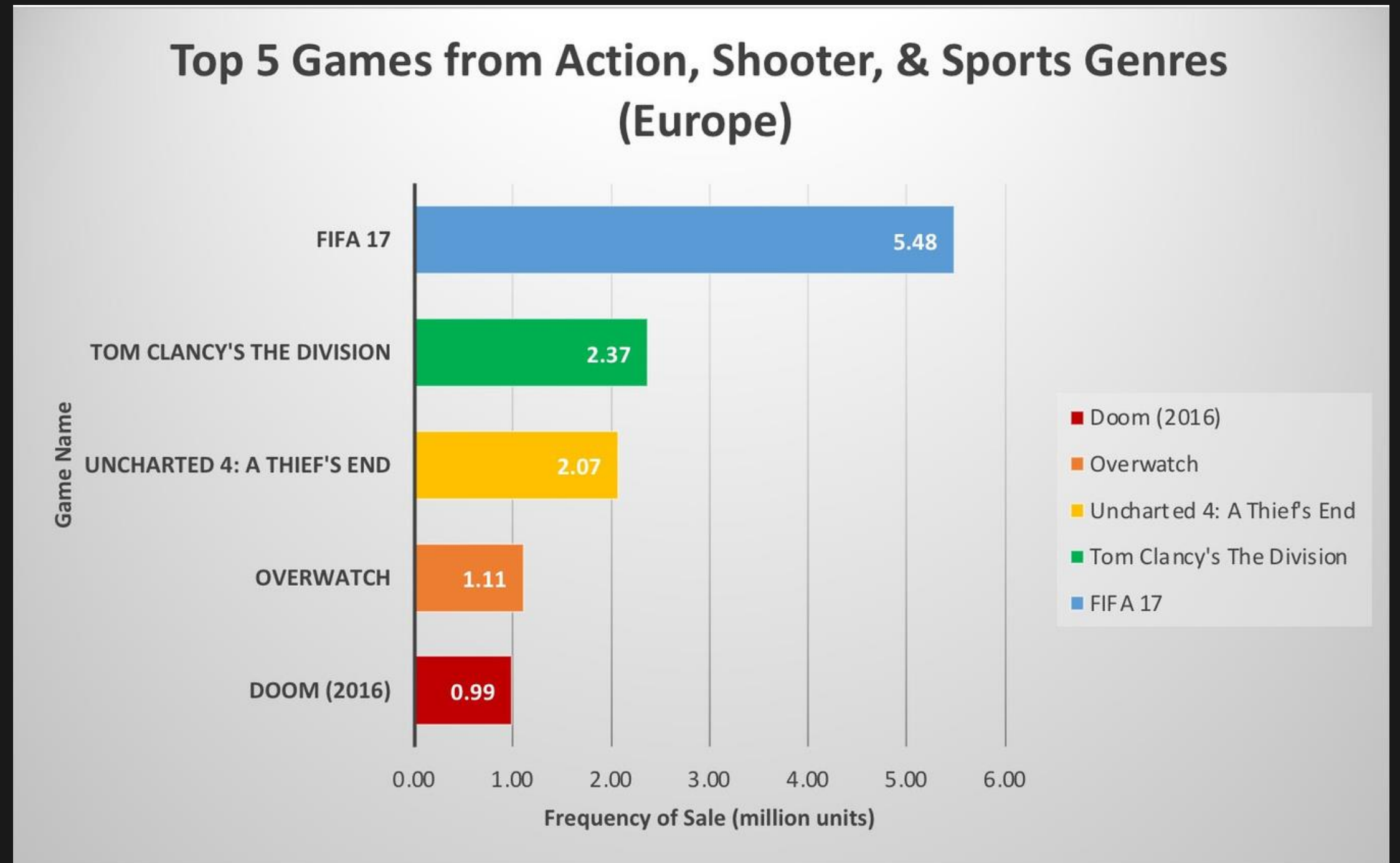
EUROPE



KEY INSIGHTS

& Interesting Features

THE DATA ON THE TOP 5 GAMES FROM THE TOP 3 GENRES IN EUROPE



Since Europe currently holds the highest proportion of sales in 2016, we take a look at its best genres, and see its top 5 sellers.

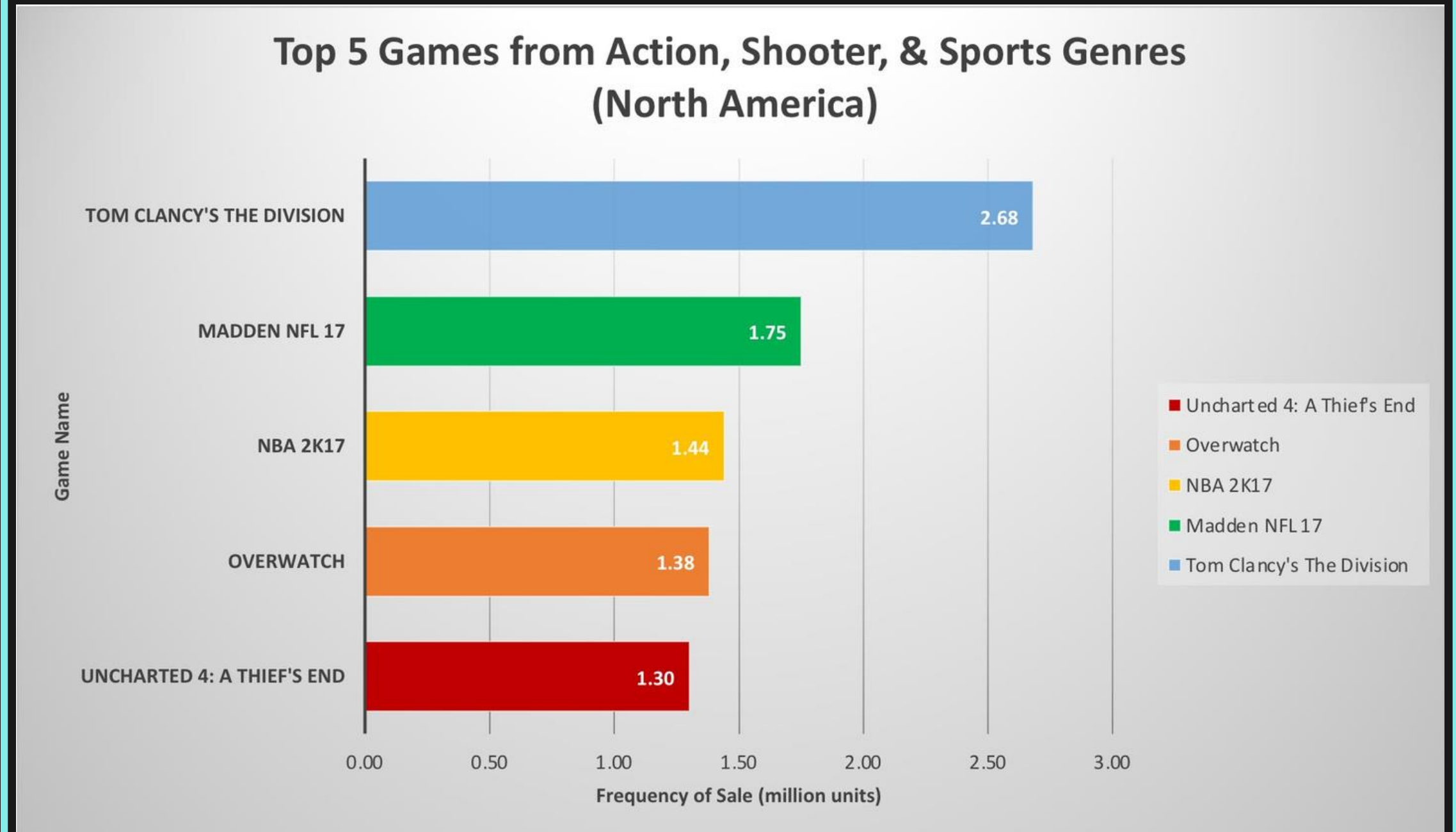
NORTH AMERICA



KEY INSIGHTS

& Interesting Features

THE DATA ON THE TOP 5 GAMES FROM THE TOP 3 GENRES IN NORTH AMERICA



Since North America holds the 2nd highest proportion of sales in 2016, we also take a look at its best genres, and see its top 5 sellers.

JAPAN

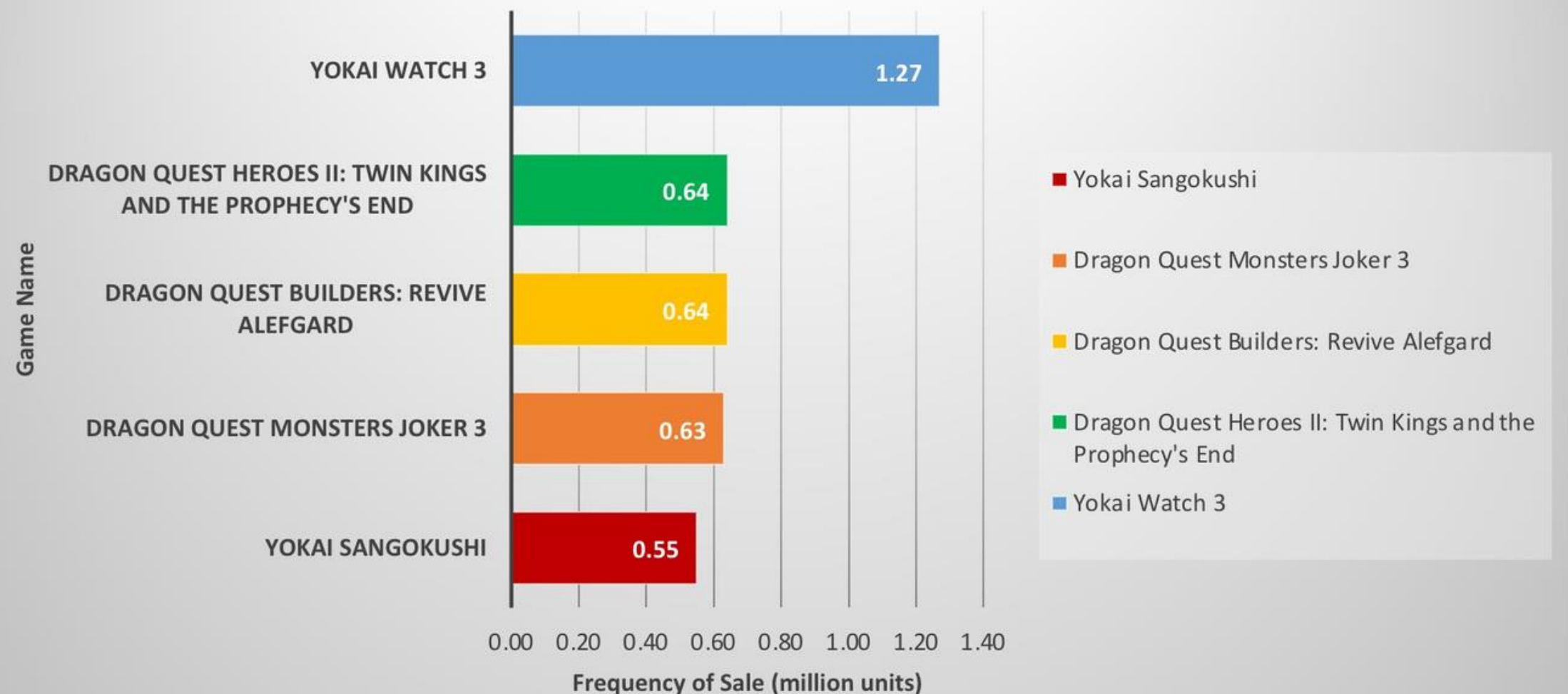


KEY INSIGHTS

& Interesting Features

THE DATA ON THE TOP 5 GAMES FROM THE TOP 3 GENRES IN JAPAN

Top 5 Games from Action, Role-Playing, & Adventure Genres (Japan)



In last place, Japan holds the 3rd highest proportion of sales in 2016. We will now take a look at its best genres and see its top 5 sellers.

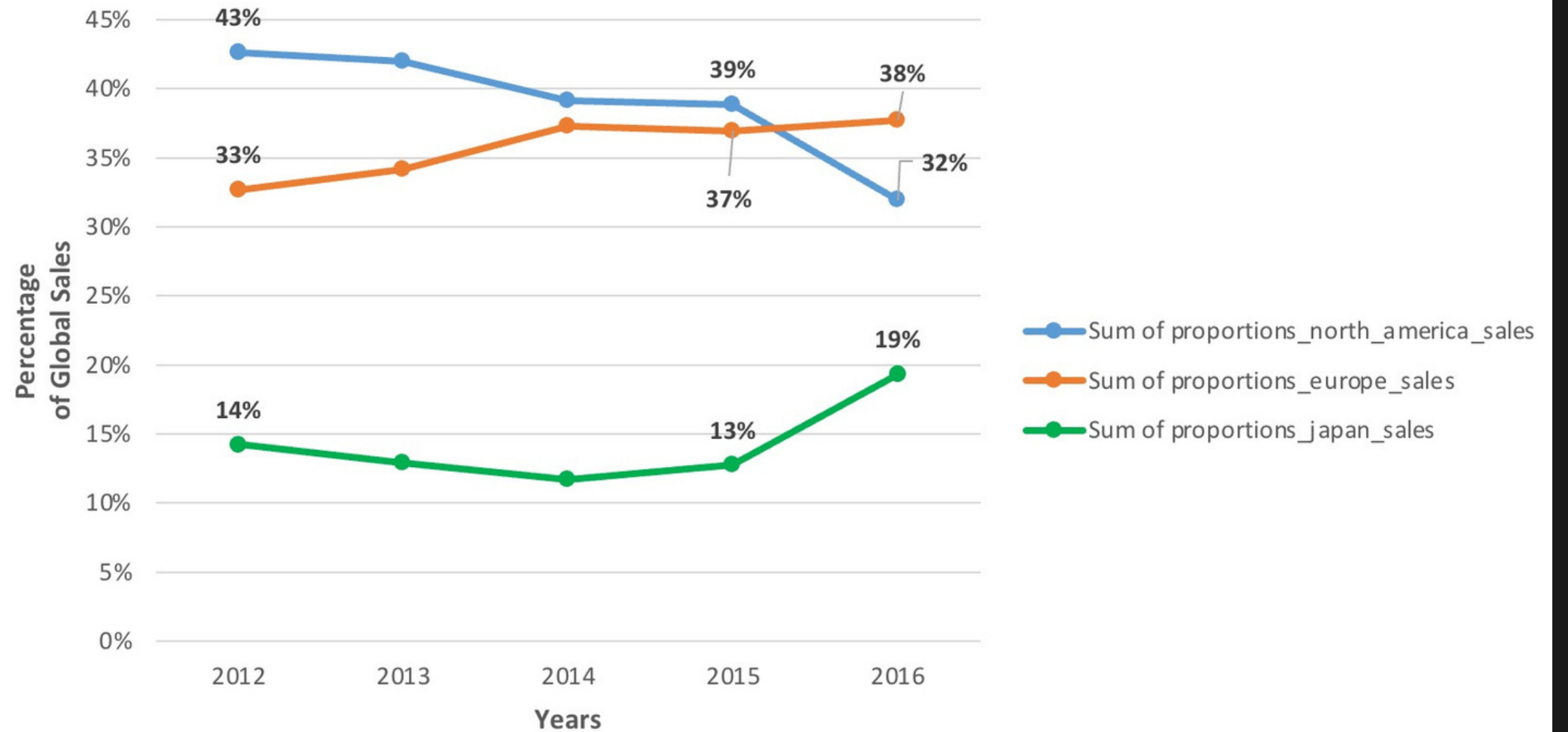


KEY INSIGHTS

& Interesting Features

**WHAT REGION WILL
HAVE THE MOST
POTENTIAL GROWTH
IN 2017?**

Percentage of Global Sales by Year



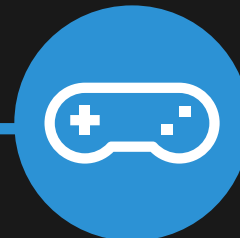
TRENDS IN GLOBAL MARKET SHARE FROM 2015-2016

- **Japan gained 6% in market share (2015-2016)**
- **Europe gained 1% in market share (2015-2016)**
- **North America experienced a 7% decline in market share (2015-2016)**

WHAT CAN GAMECO GATHER FROM THESE INSIGHTS?



PRIMARY AUDIENCE SEGMENTS

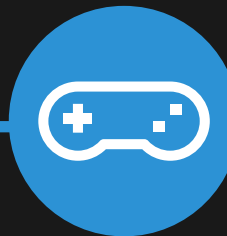


As the data shows, **North America**, **Europe** and **Japan** would be the ideal target markets for GameCo. Europe and North America share a similar audience in action, shooter, and sports genre games, while Japan shows strong performance in action, role-playing, and adventure genres. However, Japan has the highest potential for growth in 2017 and should be the primary focus for allocating marketing budgets. With this information, the marketing team could now tailor a more targeted approach to their marketing campaigns across these regions.

**WHAT CAN GAMECO
GATHER FROM THESE
INSIGHTS?**



**LEVERAGING HISTORICAL SALES TRENDS:
REASSESSING 2012 CAMPAIGNS**

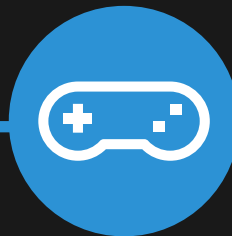


With this in mind, we recognize that the closest time period to when sales were trending was from 2012 to 2016. It would be advantageous for the marketing team to reassess previous campaigns from those years to determine if any comparable or distinct approaches can be applied in 2017.

**WHAT CAN GAMECO
GATHER FROM THESE
INSIGHTS?**



OPTIMIZING MARKET VISIBILITY



As a final recommendation, regarding the top performing games, genres, and game console platforms, the marketing team can prioritize showcasing those items prominently. Ensuring their visibility and featuring them as top performers or highly favored titles can help attract a larger customer base and avoid allocating budgets toward games that don't sell as frequent.



GAMECO, THANK YOU FOR YOUR TIME