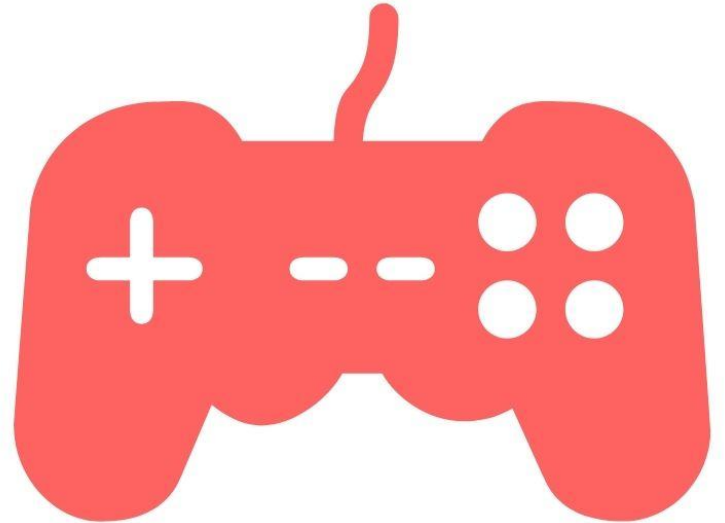


# GameCo

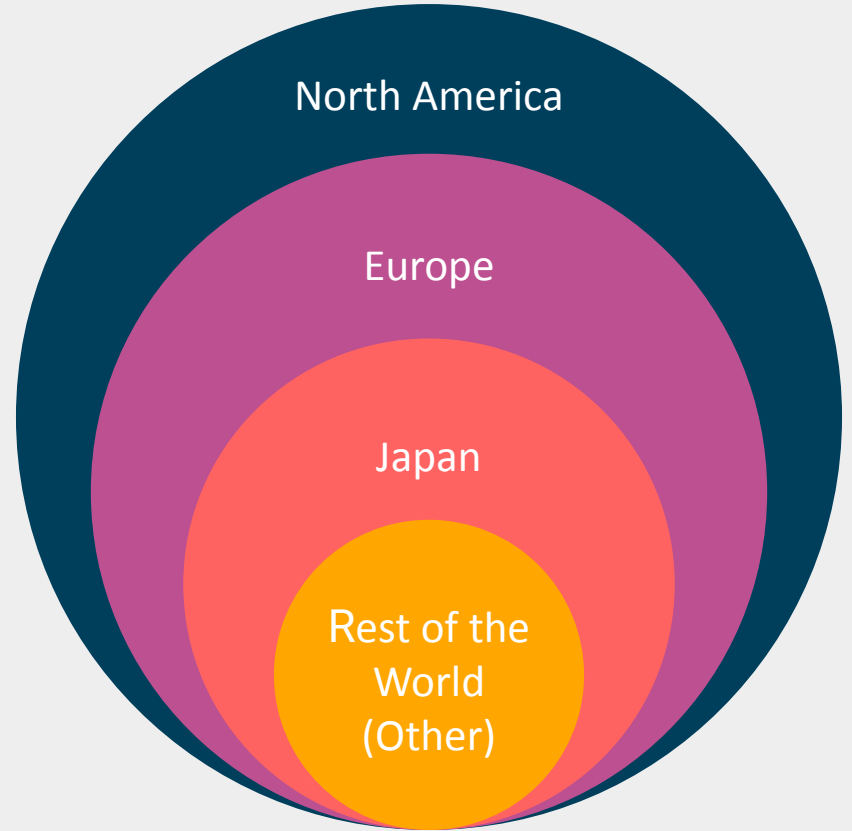
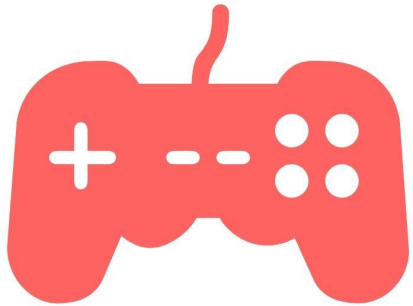
## Marketing Recommendations: 2017

Prepared by Caitlin Haugen



# GameCo Geographical Markets

AND SIZE OF CURRENT MARKETING BUDGETS





# **Current Understanding**

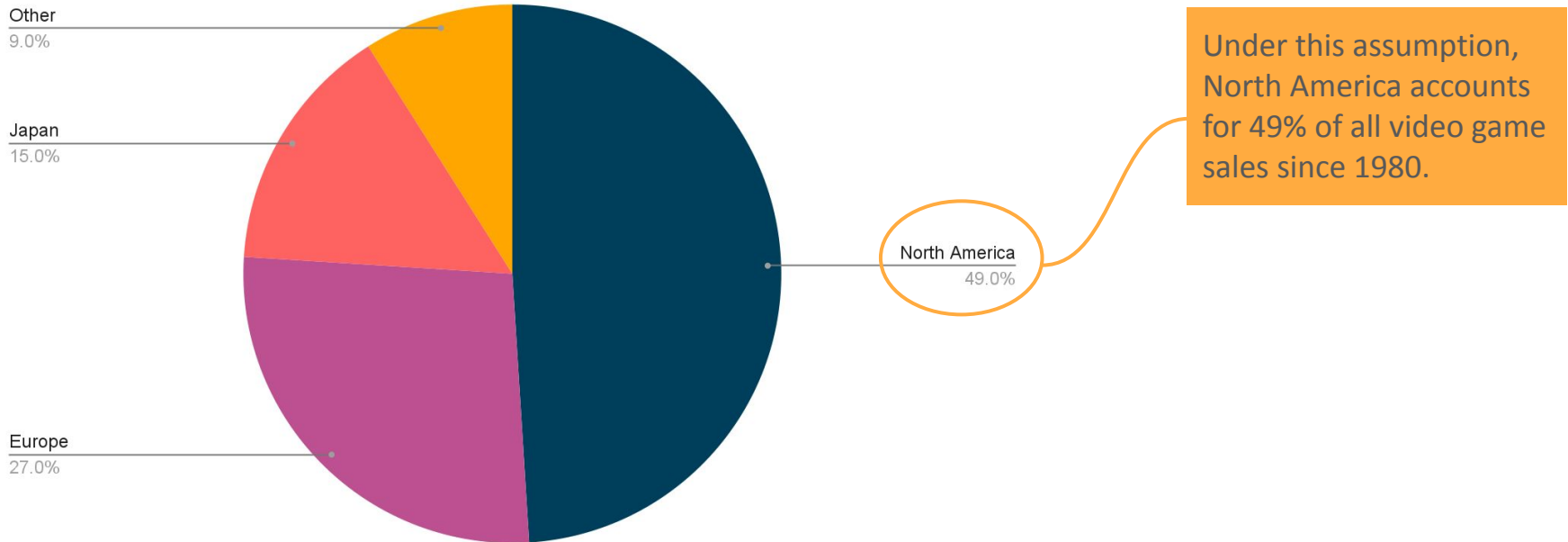
**GameCo sales in  
each geographical  
market have  
remained the  
same over time.**

# Current Understanding

Sales in each geographical market have remained the same over time.

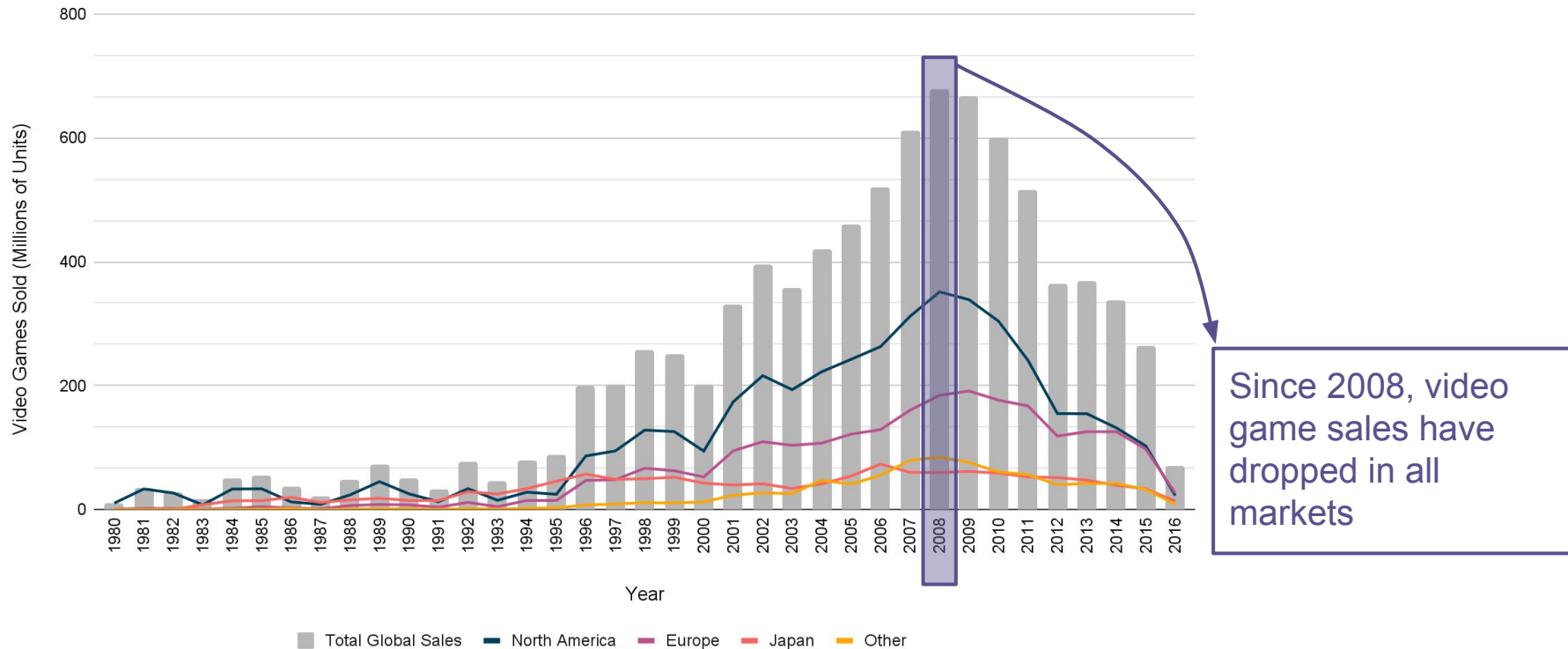
Examining all video game sales data from the earliest available year (1980) to last year supports our current understanding and reflects the current marketing budget.

Proportion of Video Game Sales by Market (1980 - 2016)



# Challenging Our Understanding: Market Trends

Total Video Game Sales by Year (1980 - 2016)

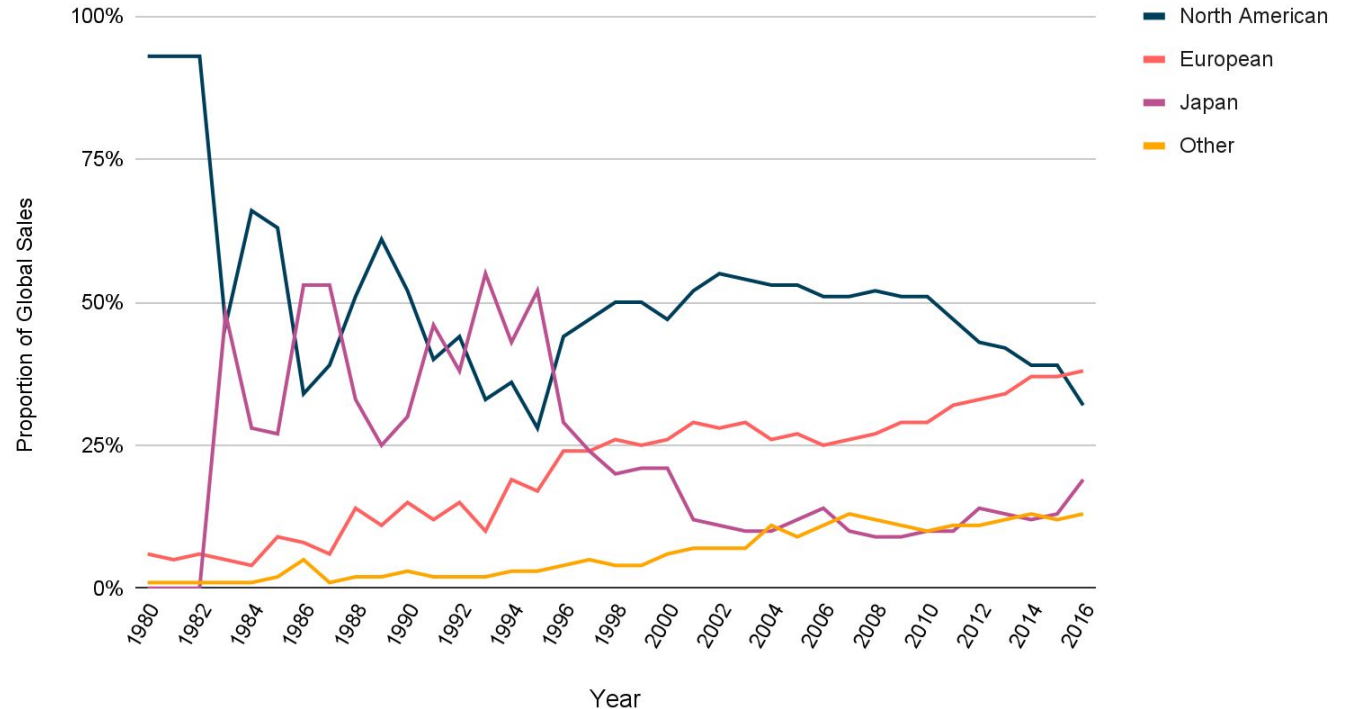


# Changing Our Understanding

Including year as a variable accounts for change over time.

Analyzing annual sales by market as a proportion of all sales in that year gives a clearer picture of each market in relationship to each other.

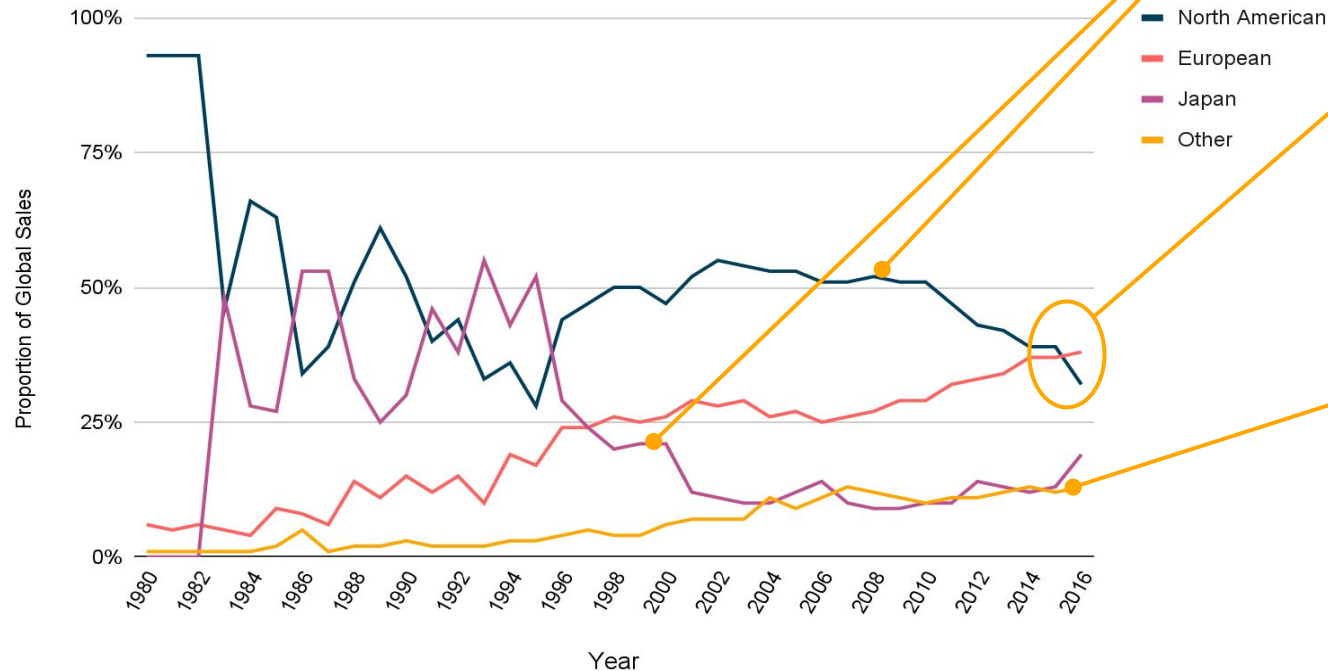
Proportion of Global Sales by Year (1980 - 2016)



# Changing Our Understanding

Insights: what annual proportional sales data tell us

Proportion of Global Sales by Year (1980 - 2016)



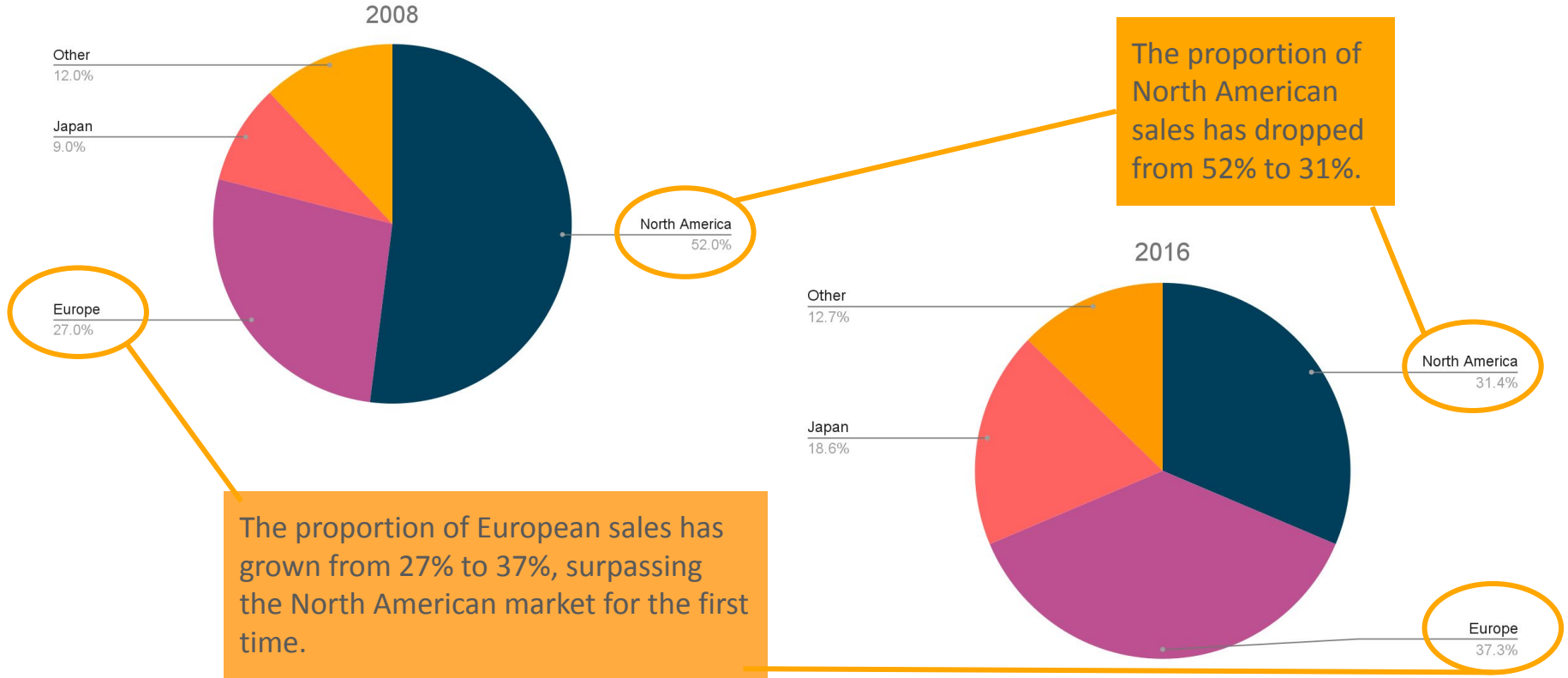
Japan is “mirroring” North America, suggesting growth in the Japanese market and declining North American market.

European sales have surpassed North American sales for the first time ever and are growing steadily.

Sales in North America, Japan, and Europe have historically dominated the market, but sales in other markets show steady growth, suggesting markets to watch.

# Drill Down - Snapshots

## Proportion of video game sales by market: 2008 and 2016





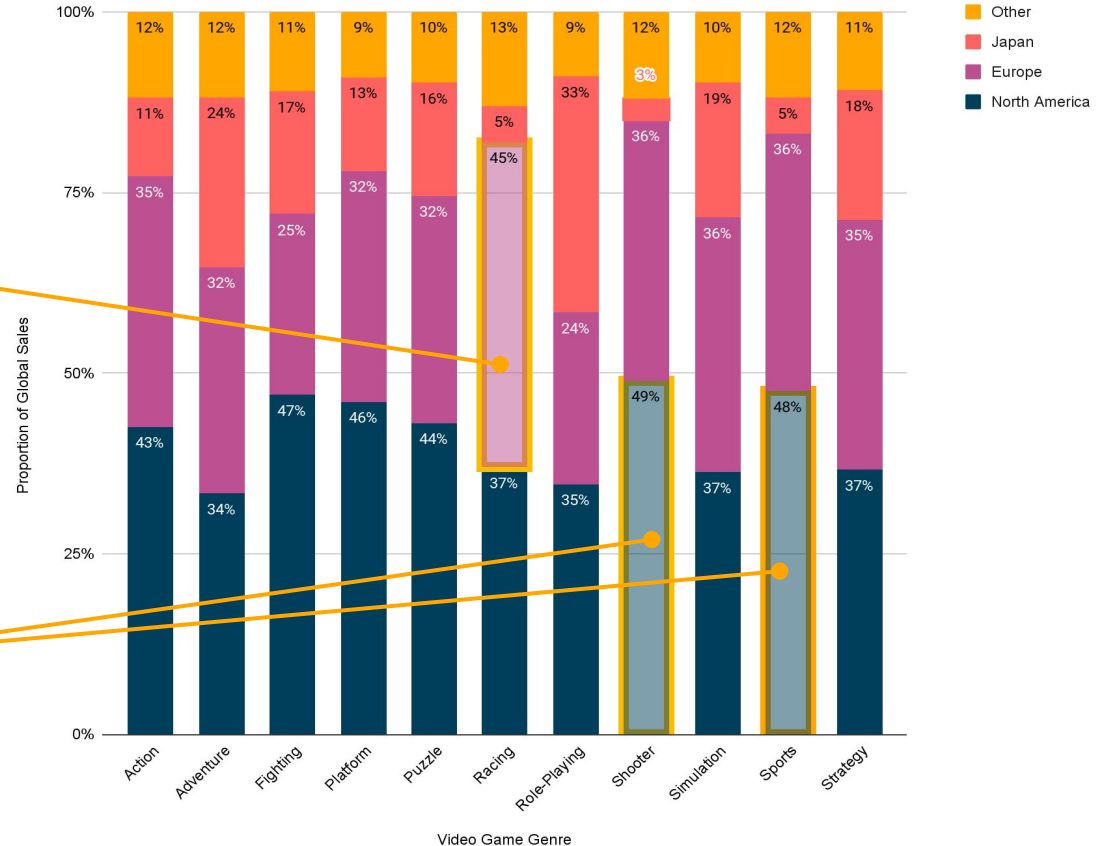
# Video Game Genres

Some genres sell better in different markets

45% of racing games are sold in the European market

49% of shooter games and 48% of sports games are sold in the North American market

Proportion of Video Game Sales by Genre: Years 2010 - 2016



# Challenging the Current Understanding

- Sales in different geographical markets have changed over time and consumers are buying fewer games overall, worldwide
- North American sales no longer dominate the market

1

Since 2008, video game sales have dropped in all markets

It is a crucial time for understanding markets to maximize spending

2

Looking at sales by year allow us to see changes over time

As geographical markets change, adjust marketing budgets accordingly

3

Sales data from 2008 illustrate changing markets

Sales are highest now in Europe and Japan and Other are markets to watch

4

Genre matters

For a better return on investment, focus on popular genres in each market