

The background is a light blue gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

GAMECO MARKETING STRATEGY FOR 2017

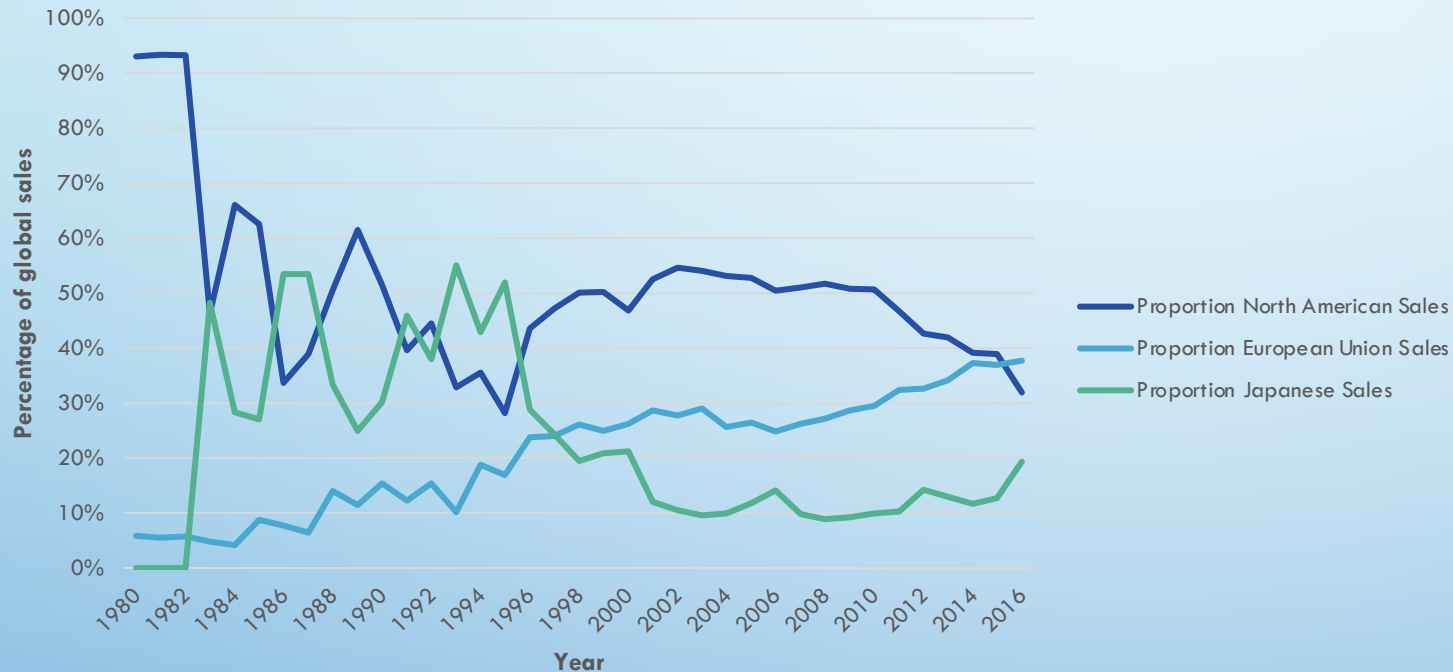
BY JACO DU TOIT

The background is a light blue gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The largest droplet is in the top left, and another large one is in the bottom right. There are also many smaller droplets of different shapes and sizes.

CURRENT UNDERSTANDING

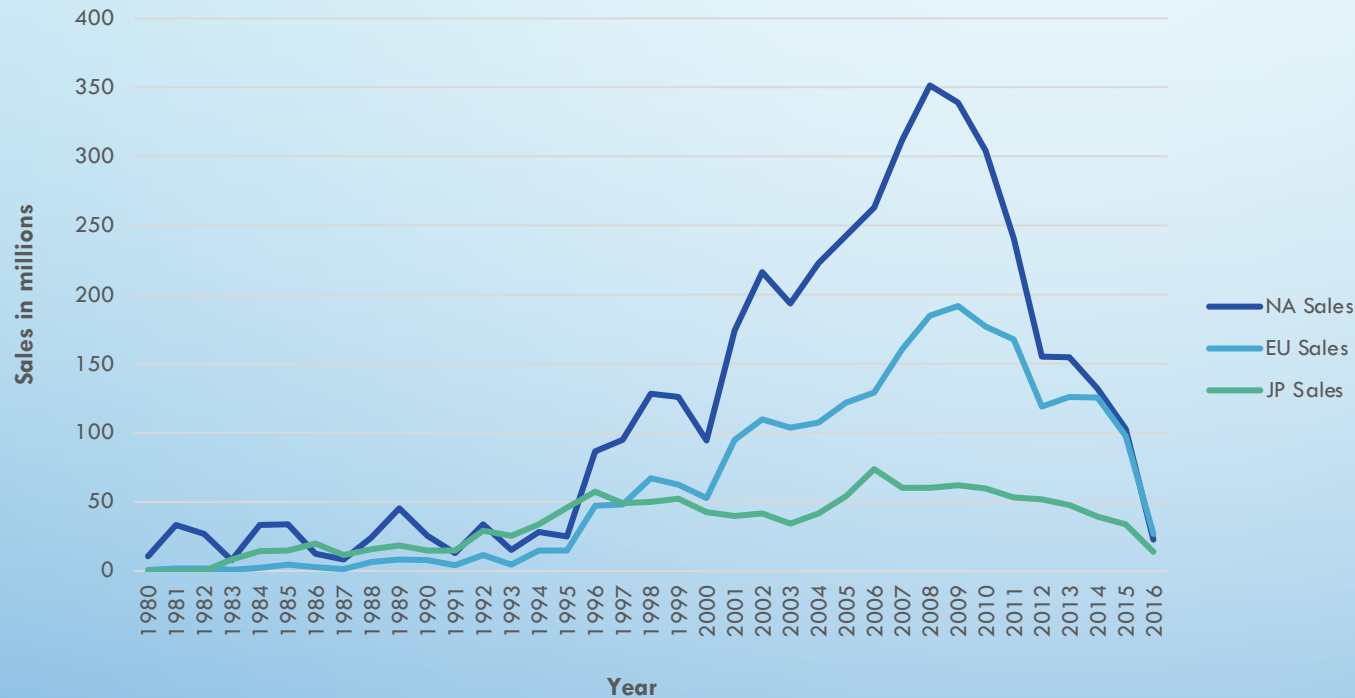
IT IS OUR CURRENT UNDERSTANDING THAT GAMECO'S SALES FOR THE THREE GEOGRAPHIC REGIONS HAVE REMAINED THE SAME SINCE 1980.

PERCENTAGE OF GLOBAL SALES BY REGION



- NORTH AMERICA (NA) STARTED STRONG IN 1980, WITH IMMEDIATE DECLINE AS SOON AS JAPAN (JP) STARTED SELLING IN 1983.
- JP AND NA TOOK TURNS TO LEAD THE GLOBAL SALES UNTIL 1996, THEN NA TOOK OVER.
- EUROPEAN UNION (EU) HAS BEEN STEADILY CLIMBING EACH YEAR, UNTIL 2016 WHEN THEY LEAD THE GLOBAL SALES FOR THE FIRST TIME.

SALES IN NUMBERS BY REGION

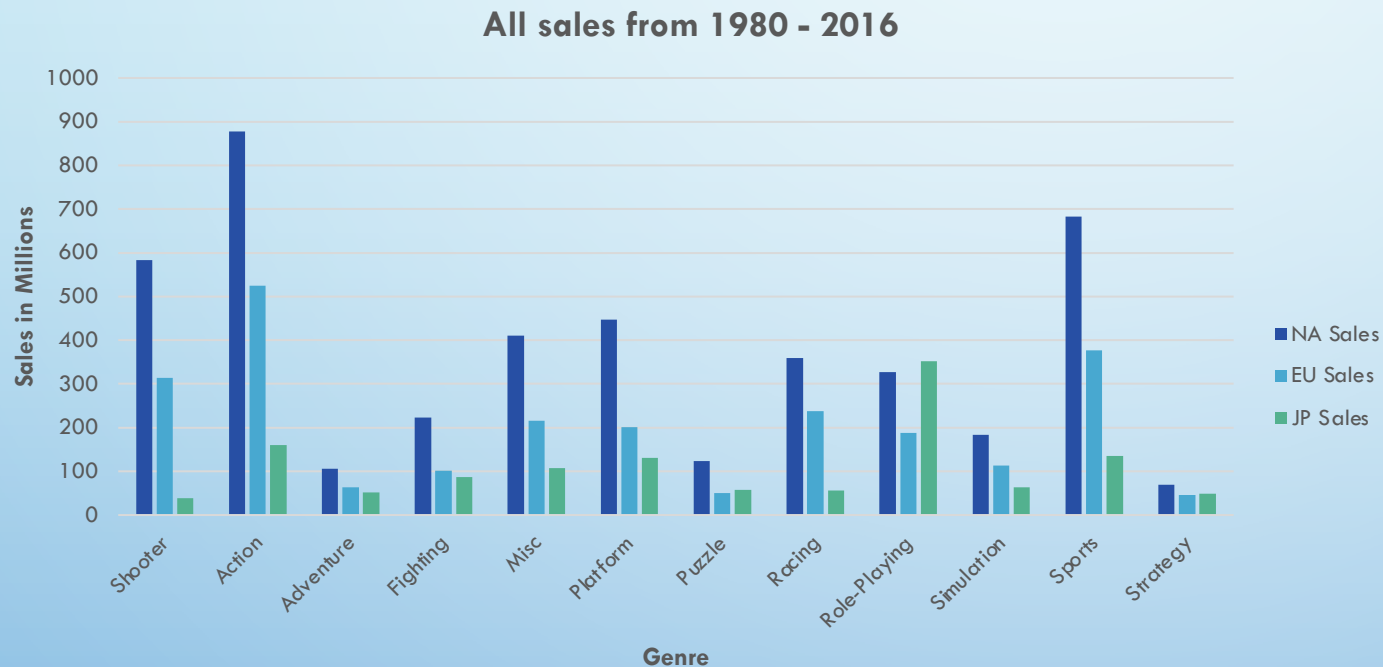


- JP SLOWLY INCREASED THEIR SALES, YEAR BY YEAR, UNTIL 2006 WHEN THE SLOW DECLINE STARTED.
- EU SLOWLY INCREASED THEIR SALES, YEAR BY YEAR, UNTIL 1995 WHEN IT NOTICEABLY SPIKED UNTIL 2008. THEN THE DECLINE STARTED.
- NA SHOWED SOME VOLATILITY IN THE EARLY YEARS UNTIL 1995, THEN IT SPIKED BIG. SALES REACHED ITS PEAK IN 2008, THEN DECLINED VERY STEEPLY AND ALMOST TO ZERO.

NEW UNDERSTANDING

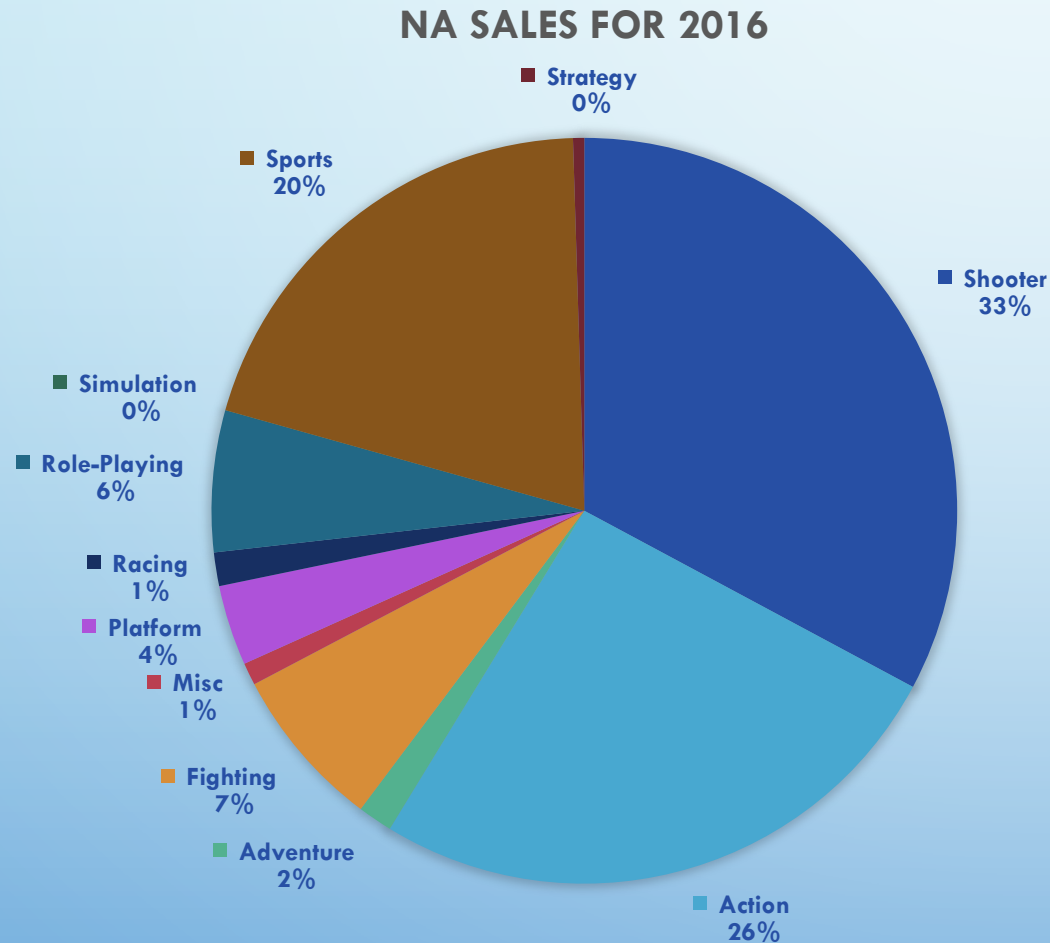
BASED ON ALL THE ABOVE EVIDENCE, WE CAN SAFELY CONCLUDE THAT VIDEO GAME SALES FOR THE THREE GEOGRAPHIC REGIONS HAVE **NOT** REMAINED THE SAME SINCE 1980.

OVERALL SALES BY GENRE



- NA LEADS THE WAY IN ALMOST ALL GENRES, EXCEPT FOR ROLE-PLAYING GAMES.
- ACTION, SPORTS AND SHOOTER GAMES ARE THE BEST SELLING GAMES IN NA AND EU, WHILE ROLE-PLAYING GAMES TOPS THE LIST IN JP.

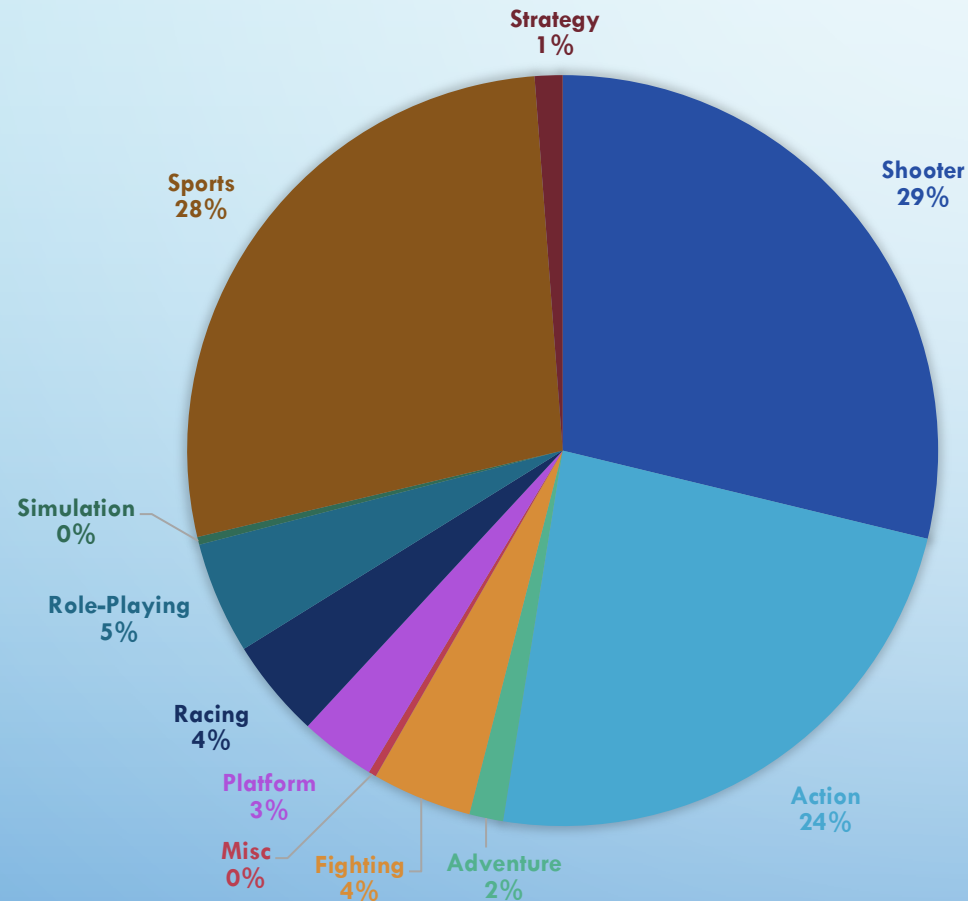
SALES BY GENRE FOR EACH REGION IN 2016



- SHOOTER GAMES SOLD THE MOST UNITS AND MADE UP 33% OF TOTAL NA MARKET SHARE IN 2016.
- ACTION GAMES SOLD SECOND MOST AND MADE UP 26% OF THE TOTAL MARKET SHARE.
- IN THIRD PLACE WE HAVE SPORTS GAMES AT 20%.

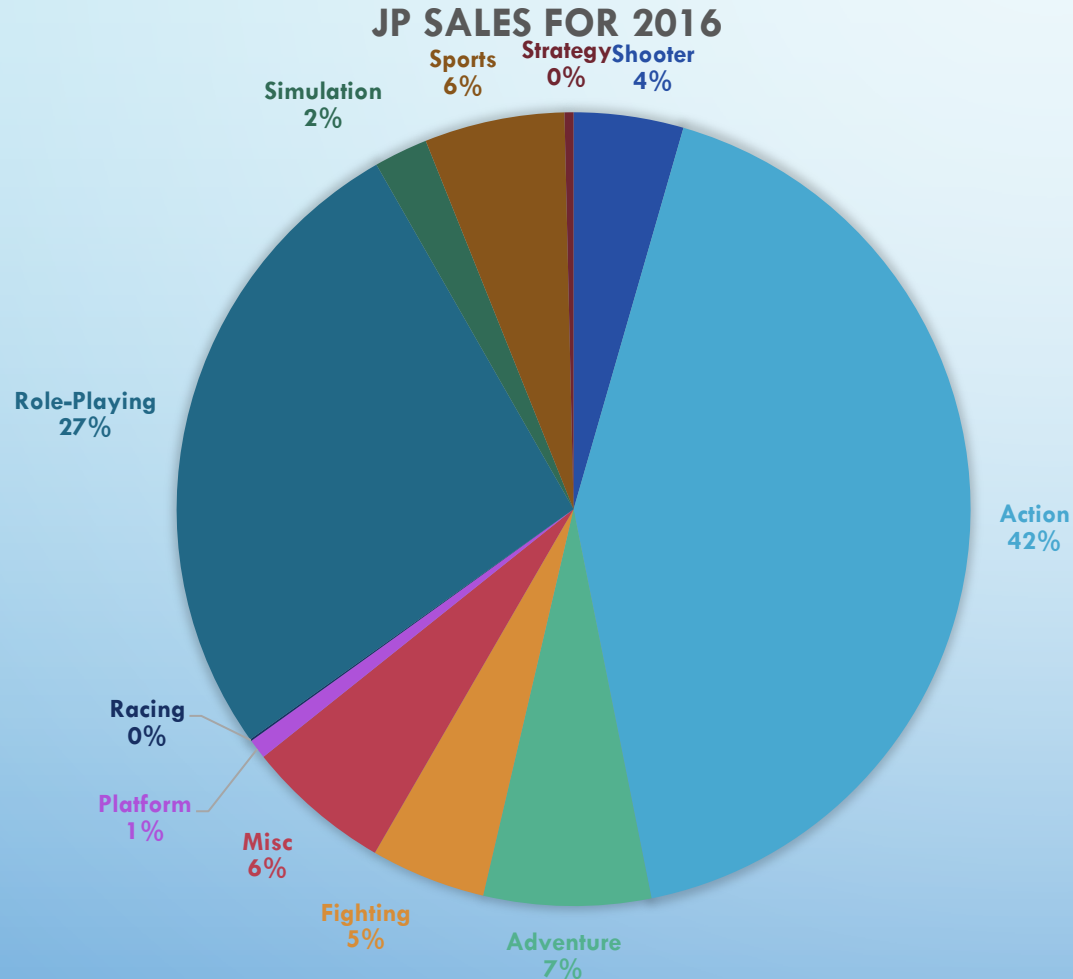
SALES BY GENRE FOR EACH REGION IN 2016

EU SALES FOR 2016



- SHOOTER GAMES MADE UP 29% OF ALL GAME SALES IN THE EU.
- SPORTS GAMES SOLD THE SECOND MOST GAMES IN 2016, MAKING UP 28% OF ALL GAMES SOLD IN THE EU.
- ACTION GAMES CAME IN THIRD PLACE AND MADE UP 24% OF THE TOTAL MARKET SHARE.

SALES BY GENRE FOR EACH REGION IN 2016



- ACTION GAMES MADE UP A WHOPPING 42% OF THE TOTAL MARKET SHARE IN 2016.
- ROLE-PLAYING GAMES CAME IN SECOND PLACE, MAKING UP 27% OF ALL GAMES SOLD LAST YEAR.
- ADVENTURE GAMES CAME IN A DISTANT THIRD PLACE WITH 7%.

WHAT WE HAVE LEARNED

- GAMECO'S ASSUMPTION THAT SALES HAVE STAYED THE SAME OVER TIME, IS INCORRECT.
- JP HAD NO SALES FROM 1980 – 1983, BUT THEN EXPLODED IN 1984, IMMEDIATELY SELLING MORE GAMES THAN NA AND EU THAT YEAR.
- ALL THREE MARKETS REACHED THEIR PEAKS IN THE MIDDLE TO LATE 2000s, THEN THE DECLINE STARTED. WE CAN ONLY ASSUME THAT THE START OF SOCIAL MEDIA HAD THIS TYPE OF INFLUENCE.
- NA AND EU HAVE BEEN PRETTY VOLATILE SINCE 1980 AND JP, ON THE OTHER HAND, HAS STAYED FAIRLY CONSISTENT, SLOWLY GROWING YEAR BY YEAR.
- SHOOTER, SPORTS AND ACTION GAMES SOLD THE MOST UNITS IN 2016 IN NA AND EU, WHILE ACTION AND ROLE-PLAYING GAMES SOLD THE MOST UNITS IN JP.

WHAT NEEDS TO HAPPEN NEXT

- WE NEED TO COLLECT DATA ON ALL THE DIFFERENT COUNTRIES IN EU TO BETTER TARGET THE REGION AND DIFFERENT COUNTRIES INSIDE.
- JP SEEMS TO BE SET IN THEIR WAYS AND INCREASING THE ADVERTISING BUDGET WILL NOT HELP MUCH.
- NA AND EU HAVE ROOM FOR GROWTH. THEY HAVE SHOWN THAT IN THE PAST WITH THEIR VOLATILITY. INCREASING THE ADVERTISING BUDGETS FOR THOSE TWO REGIONS WOULD BE OUR BEST WAY FORWARD.
- WE SHOULD SPLIT THE ADVERTISING BUDGET FOR NA AND EU EQUALLY, BECAUSE BOTH ARE MASSIVE MARKETS WITH GREAT POTENTIAL TO REACH THE SAME HEIGHTS AGAIN AS IN 2008 – 2009.
- ALLOCATE MORE OF THE ADVERTISING BUDGET TO SHOOTER, ACTION AND SPORTS GAMES FOR NA AND EU AND ACTION AND ROLE-PLAYING GAMES FOR JP, THAN ANY OTHER GAMES.



THANK YOU