



Rockstar Games

ITM-1503R.
Abdrzakov Magzhan

- **Mission:** “The Rockstar Games label was founded in 1998 to create the most innovative and progressive interactive entertainment.”
- **Revenue:** Take-Two Interactive Software, Inc. wholly owns Rockstar Games and 2K Games. Revenue for 2013 is US\$ 2.351 billion.
- **Portfolio:** primary consists of Grand Theft Auto series, Midnight Club series, Max Payne series, Manhunt series, Red Dead series.
- **Markets:** video games by Rockstar Games are sold worldwide.



the founders



Owner



TAKE TWO
INTERACTIVE



SWOT Analyse

- **Strengths**

- The scale and detail of GTA V's open world succeeded the ones of other games.
- GTA V received unprecedented number of nominations and awards from gaming publications.
- The company also produces other popular game titles such as Midnight Club, BioShock, and Civilization.

- **Weaknesses**

- Rockstar Games has been criticized for its focus on crime and violence.
- Not as many popular titles as EA.
- Profits are not as high as EA's profits.
- In 2013 company encountered financial losses.

- **Opportunities**

- Wider audience can be reached due to establishing 2K Play label, which focuses on casual gamers.
- Take-Two signed a contract with Nickelodeon allowing the company to create games for little kids.
- The release of eighth generation of consoles forecasted increasing sales for all console games.
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- **Threats**

- Many parents do not buy GTA games for their kids.
- Multiple countries have banned GTA games.
- Accusations of sexism.
- Weakening demand for video games due to affects of world's financial crisis.

PEST

- Political
- Next political elections and changes that will happen in the country
- Strong and powerful political person, his point of view on business policies and their effect on the organization.
- Change in Legislation and taxation effects on the company
- Trend of regulations and deregulations. Effects of change in business regulations
- Timescale of legislative change.
- Other political factors likely to change for Rockstar Games.
- **ECONOMICAL:**
- Position and current economy trend i.e. growing, stagnant or declining.
- Exchange rates fluctuations and its relation with company.
- Change in Level of customer's disposable income and its effect.
- Fluctuation in unemployment rate and its effect on hiring of skilled employees
- Access to credit and loans. And its effects on company

- **SOCIO-CULTURAL:**
- Change in population growth rate and age factors, and its impacts on organization.
- Effect on organization due to Change in attitudes and generational shifts.
- Standards of health, education and social mobility levels. Its changes and effects on company.
- Employment patterns, job market trend and attitude towards work according to different age groups.

- **TECHNOLOGICAL:**
- Any new technology that company is using
- Any new technology in market that could affect the work, organization or industry
- Research areas of government and education institutes in which the company can make any efforts
- Changes in infra-structure and its effects on work flow

Analysis of competition

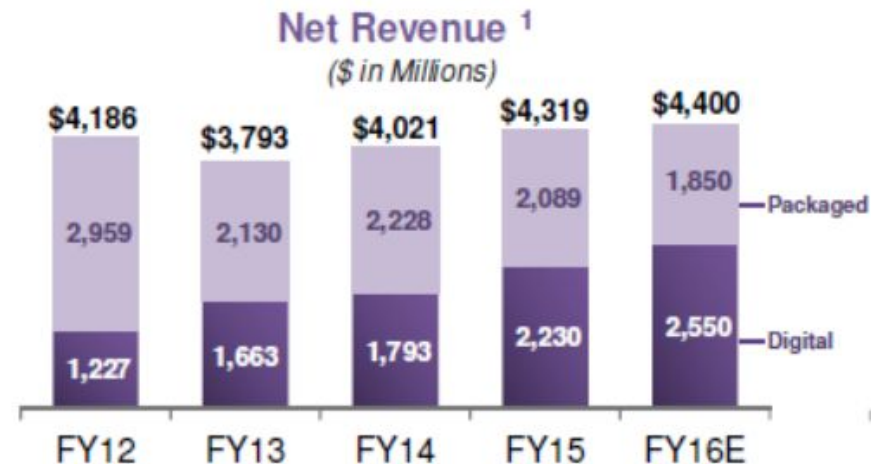
- The largest competitor to Rockstar Games (and Take-Two Interactive Software) is Electronic Arts (EA). Today EA is the most profitable developer and publisher of video games. In 2013, EA tried to buy Take-Two for \$ 2 billion, but Take-Two refused.
- Mission: Electronic Arts Inc. is a leading global company of interactive entertainment software. EA provides games, content and online services for consoles connected to the Internet, personal computers, mobile phones and tablets. "
- Vision: "We unite the world through the game."
- Revenues: for 2013 the company earned 3.8 billion US dollars.
- Portfolio: Need For Speed, Madden NFL series, FIFA series, NHL series, NCAA Football series, NBA Live series, Battlefield series, The Sims series, Medal of Honor series, Command & Conquer series, Mass Effect series, "Star wars: knights "From the series of the Old Republic.
- Market: EA sells games all over the world.



Best games



- EA notes that FIFA 17 has become the most sold console game in the world for 2017. More than 10 million players have tried a single mode of performing a part of the football simulator. As for business, the company reported revenues of \$ 1.15 billion for the quarter, slightly higher compared to \$ 1.07 billion for the same period a year earlier. At the same time, the company's total loss was \$ 1 million, which was \$ 45 million.

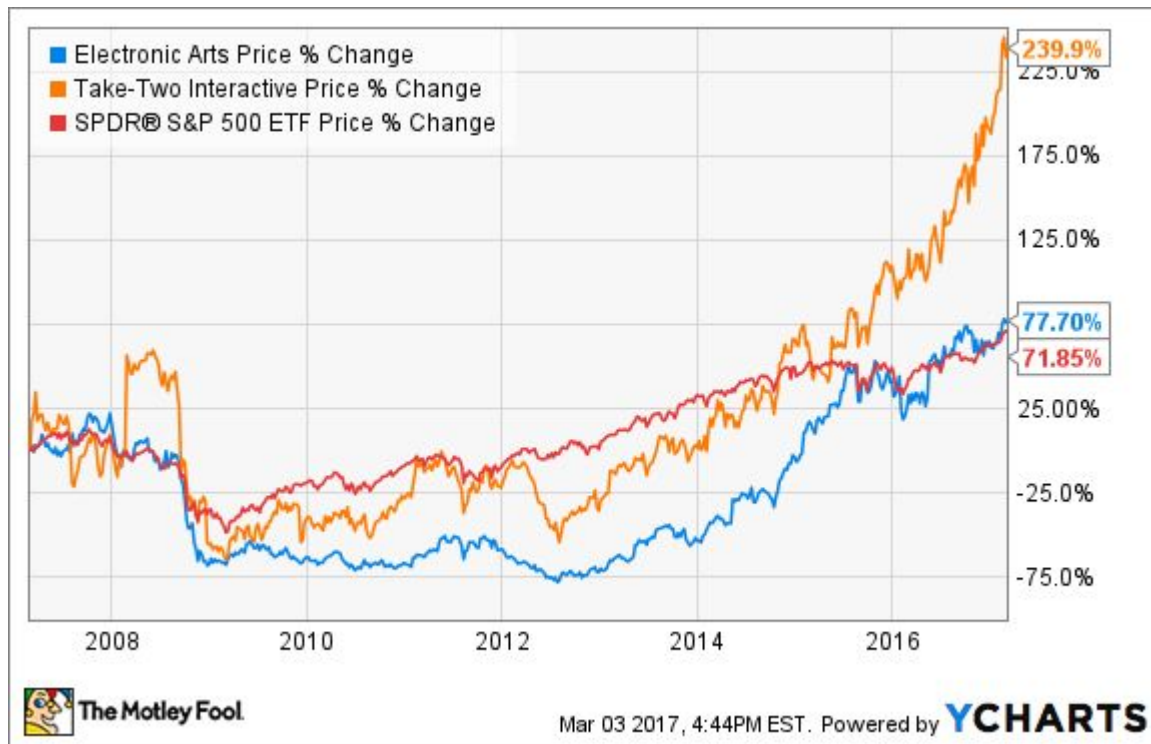


Financial report

In the last quarter, Take-Two revenues increased by 52% to \$ 571.6 million compared to the same period of the previous year. It is noted that the revenue from digital sales for the year increased by 32% to \$ 921.7 million. The bulk of digital purchases fell on the titles Grand Theft Auto V, Grand Theft Auto Online, Civilization of Sid Meier VI and Mafia III. The 2017 fiscal year of Take-Two Interactive ended March 31, 2017.

Fiscal Year	Annual Cash From Operations
2017 guidance	\$350 million
2016	\$261 million
2015	\$213 million
2014	\$700 million
2013	(\$5 million)
2012	(\$85 million)

Schedule



Thank you for your attention!