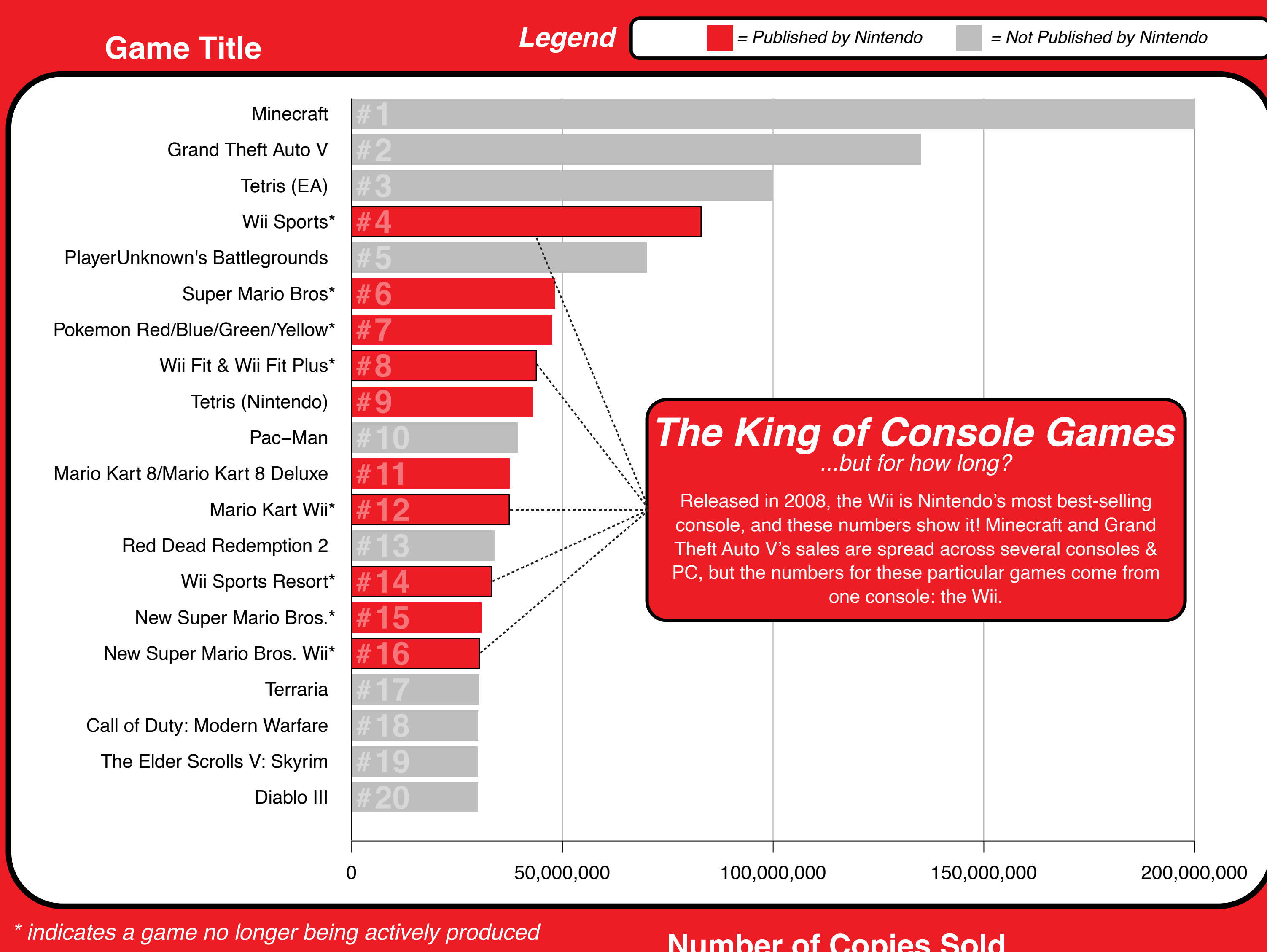


The Fall of King Mario

Nintendo has probably peaked (statistically speaking)

Nintendo was the first of its kind in the video game industry. But as new developers and technologies emerge, Nintendo is struggling to keep up. Let's look at some statistics that support this hypothesis.

Top 20 Best-Selling Video Games of All Time *as of November 2020*



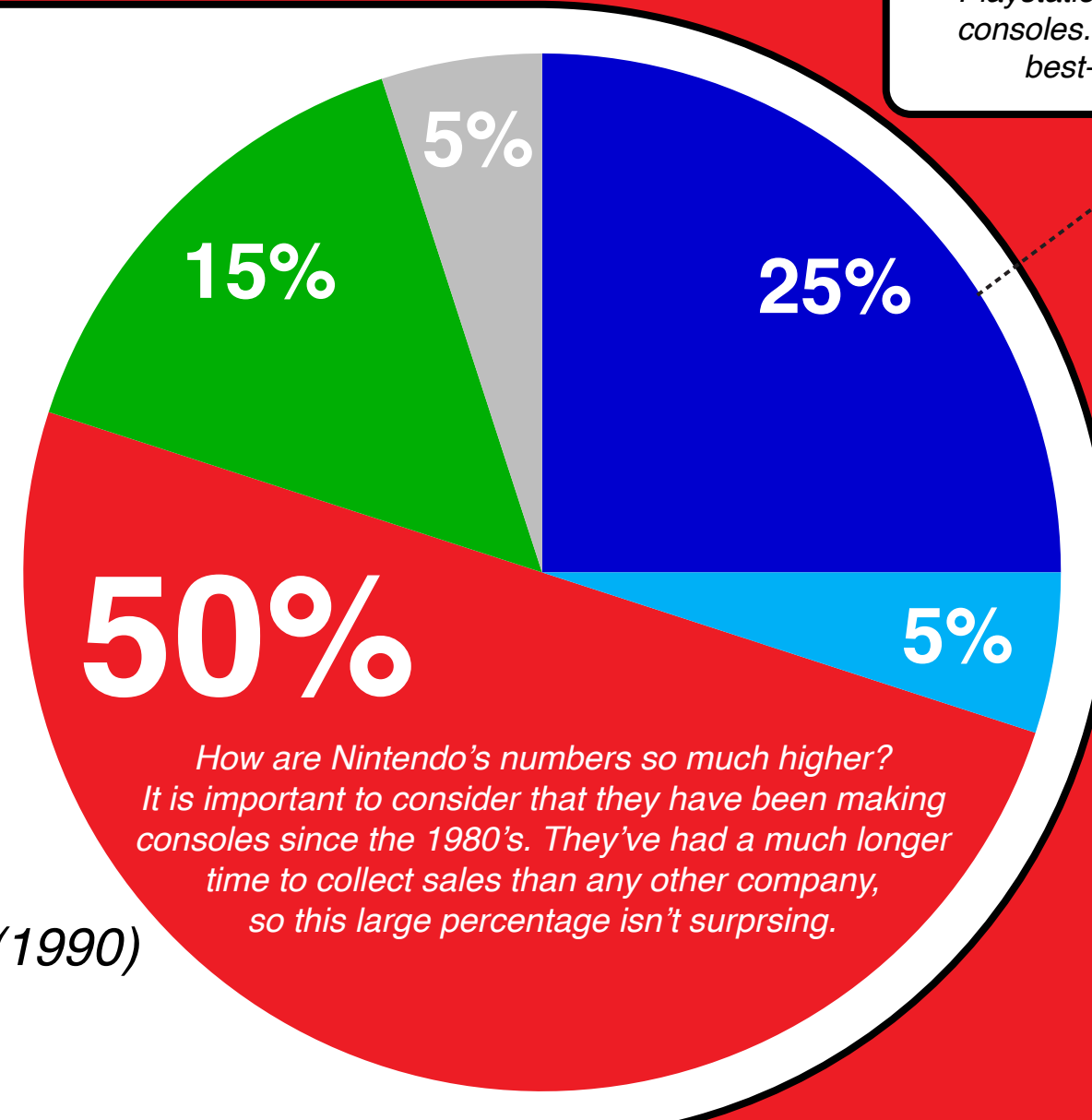
8 out of 10 of Nintendo's contribution to the above list are no longer in production, meaning they will eventually be run out of the top 20 by other games that continue to be produced like Red Dead Redemption 2 and PlayerUnknown's Battlegrounds.

Top 20 Best-Selling Gaming Consoles of All Time *as of November 2020*

Nintendo has produced half of the top 20 best-selling video game consoles.

These consoles are listed below, along with when they were released, and where they rank on the list.

- #2 - Nintendo DS (2004)
- #3 - GameBoy / GameBoy Color (1989)
- #6 - Wii (2006)
- #9 - GameBoy Advance Family (2001)
- #11 - Nintendo 3DS Family (2011)
- #12 - Nintendo Switch (2017)
- #13 - Nintendo Entertainment System (1983)
- #15 - Super Nintendo Entertainment System (1990)
- #17 - Nintendo 64 (1996)
- #20 - GameCube (2001)

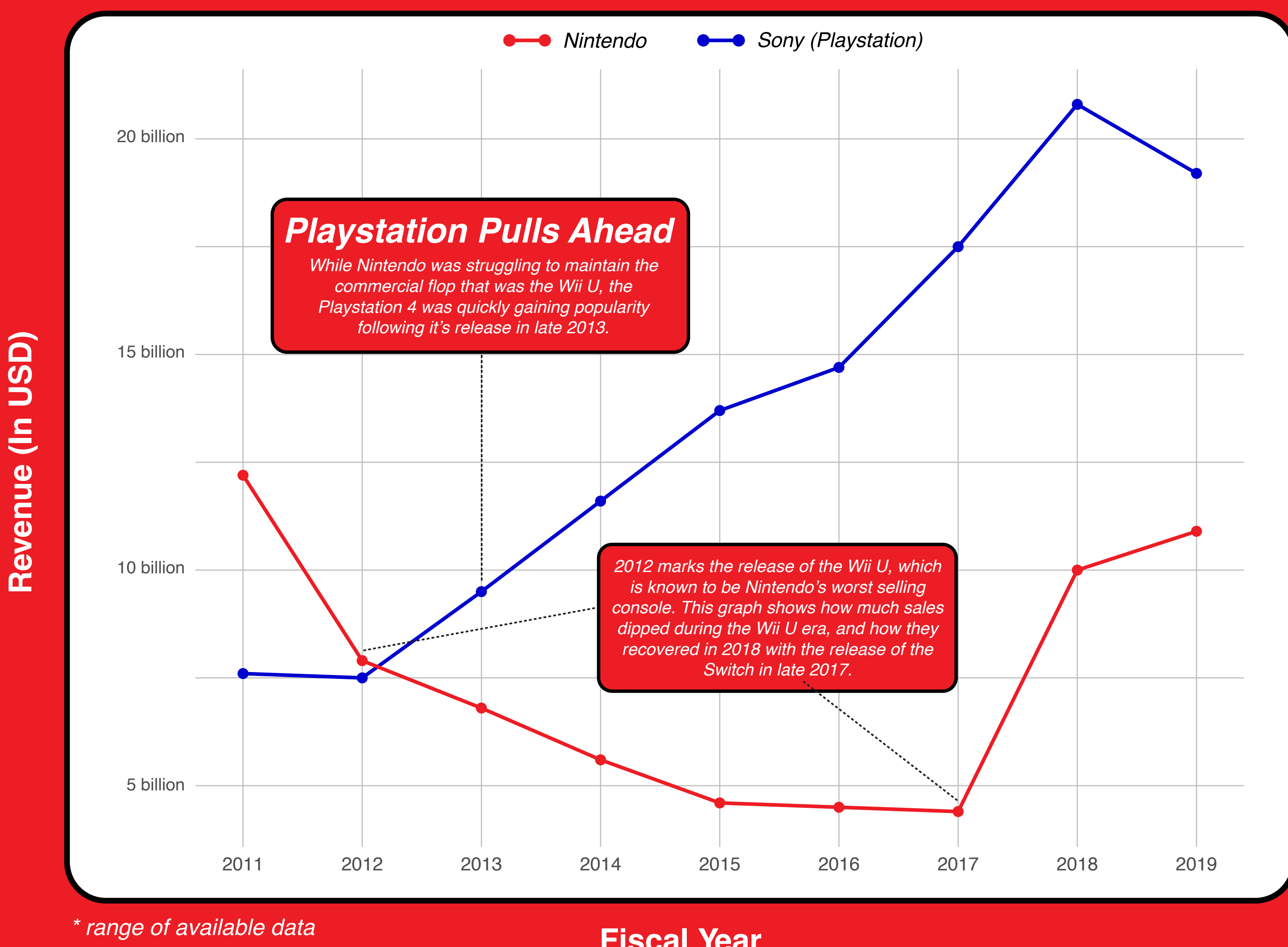


Every Sony console from the Playstation to the Playstation 4 is in the top 10 best selling consoles. In fact, the Playstation 2 is the best-selling console of all time!

While Nintendo has produced a large amount of different consoles and platforms, their most recent platform (the Nintendo Switch) does not allow users to play previous console-specific Nintendo games. Sony's Playstation 4 features PSNow, which simulates reverse-compatibility, allowing users to play games from all previous Playstation home consoles. This allows potential for older games to continue to grow.

Total Revenue for 2011–2019*

Nintendo vs. Playstation



** range of available data*

Sony/Playstation saw a
130%
increase in revenue
from 2011 - 2017

Nintendo saw a
61%
decrease in revenue
from 2011 - 2017

The revenues plotted above show that Nintendo has recently fallen behind Playstation significantly thanks to the failure of the Wii U and the success of the PS4. Console releases line up with revenue shifts pretty clearly, so if they hope to get back on top of the industry, Nintendo needs to put out a revolutionary console. The Switch was a step in the right direction, but as the graph shows, it wasn't enough. And with the recent release of both the Playstation 5 and the Xbox Series X, Nintendo could fall behind even more.

In Conclusion

Nintendo was one of the first producers of video games, having begun in the 1980's. They have had over 30 years to accumulate sales, and many of their older games like **Super Mario Bros.** and **Pokemon Red/Blue/Green/Yellow** still qualify as some of the best-selling games of all time. Additionally, several of their consoles also qualify as some of the best-selling consoles of all time. The numbers show that while their earlier games and consoles are still finding great success, their most recent ventures are struggling to find that same success.

Data collected from Annual Reports released by Sony, Microsoft, Sega, & Nintendo

Visualizations and Poster by Elena Martin