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Sega Plans Restructuring and Layoffs

February 12, 2015 - GamePolitics Staff



Sega's big gamble on console games and more spending on marketing did not pay off. The publisher announced its results the nine months between April and December, revealing that a 27 percent increase in game development costs and 53 percent increase in advertising did not help move product. During the nine month period, Sega said that it spent \$210 million on games development and \$73 million on advertising, and expects about 50 games released for the total fiscal year which ends in March. Unfortunately the company only expects combined sales from that batch of games to

be somewhere in the neighborhood of 5.4 million units.

Sega noted that Alien: Isolation was the best performer during the nine month period, seeing about 1.76 million in sales. The Football Manager series declined during the same period, with current sales of the latest edition (released in November 2014) at 640,000 units - down from 790,000 sales compared to last year, and 940,000 sales the year prior to that.

But the biggest disappointment for the company is Sonic Boom for Wii U and 3DS, which only managed to sell 490,000 units combined. Sega initially expected to sell about 300,000 units of its four latest Wii U games, but it has revised that forecast down to 230,000, making it the weakest platform in terms of unit sales.

Sega's revenue for the three-quarter period was \$685 million, but after expenses, that number falls to a profit of \$18 million.

To get things back on track, Sega has announced a restructuring plan that will divide the company into three divisions and cut 300 jobs from its global workforce. It has set aside \$125 million for restructuring costs, and now predicts a loss of \$110 million for the full year.

Source: [GameSpot](#)

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Papa Midnight: Conster: You must press B to synchronize before entering the auditorium. 02/16/2015 - 12:37pm

Conster: Here's hoping the video and audio will be in sync. 02/16/2015 - 10:42am

Ivresse: @Papa Midnight: Either way, it'll still be full of towers the film's protagonist will have to climb. 02/16/2015 - 6:48am

Sora-Chan: Zenimax is at it again. They sent out a C&D notice to CaptainSparklez over his game "Fortress Fallout" <http://youtu.be/QcwaoUGpaaE> 02/15/2015 - 10:36pm

Papa Midnight: (Also, Source: <http://arstechnica.com/the-multiverse/2015/02/assassins-creed-movie-officially-in-production/>) 02/15/2015 - 10:31pm

Papa Midnight: Also, how long will it take to render? I understand Ubisoft has trouble even reaching 24fps in Assassin's Creed titles, lately. Finally, will movie-goers be forced to register for UPlay before seeing the movie? 02/15/2015 - 10:30pm

Papa Midnight: So, now that the Assassin's Creed movie is officially in production, will movie-goers be able to watch the full film, or will they have to pay \$4.99 more to see the movie's ending? 02/15/2015 - 10:29pm

ZippyDSMlee: I watch most anime and try and keep up with new seasons but stuff like Binan Koukou Chikyuboeibu LOVE! or Queens Blade are either to strange/uninteresting or shallow to fool with. 02/15/2015 - 10:14pm

ZippyDSMlee: I might try watching it tho I am watching so much these days LOL 02/15/2015 - 9:40pm

ZippyDSMlee: Only thing in its class I am watching (IE game/card based) is Majin Bone, Shingeki no Bahamut Genesis was surprisingly good, you never know how the random card game based ones will turn out. The plot sounds like Natsume Yuujinchou which was damn good. 02/15/2015 - 9:39pm

Matthew Wilson: it looks like yo-kai watch may

be coming to the US after all
<http://www.vg247.com/2015/02/16/yo-kai-watch-toy-deal-confirms-franchises-move-westwards/> 02/15/2015 - 9:30pm

Technogeek: The Committee for Skeptical Inquiry recently published online a pretty interesting look at the problems with how research into video games and real-world violence has been conducted, and how politics have influenced that research:
<http://goo.gl/x2ITeU> 02/15/2015 - 7:15pm

ZippyDSMlee: Had to post this, LOL,
http://global3.memecdn.com/owner-of-ea-games_o_2572893.jpg 02/15/2015 - 4:09pm

ZippyDSMlee: Oh s they want you to use your name online,ect... uhg..... 02/15/2015 - 11:33am

Papa Midnight: ZippyDSMlee: It has the awesome honour of being both. However, it is indeed a single-player element going online to filter the name. 02/15/2015 - 11:09am

ZippyDSMlee: Papa Midnight: So a single player game goes online to filter the name or it an MP game? 02/15/2015 - 11:06am

ZippyDSMlee: LOL for the lulz! (satire link warning) <http://www.animemaru.com/new-episode-of-law-and-order-svu-focuses-on-otaku-culture/> 02/15/2015 - 11:03am

Wymorence: Omar Butte? This could go on for weeks! XD 02/15/2015 - 3:55am

Technogeek: You shouldn't have been named Dick Johnson, I suppose. 02/15/2015 - 1:36am

Papa Midnight: There goes ANY chance of me possibly buying this game. 02/14/2015 - 8:10pm

[All shouts](#)

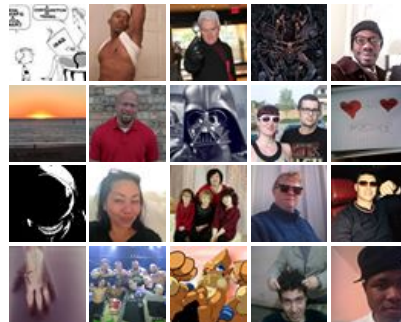
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