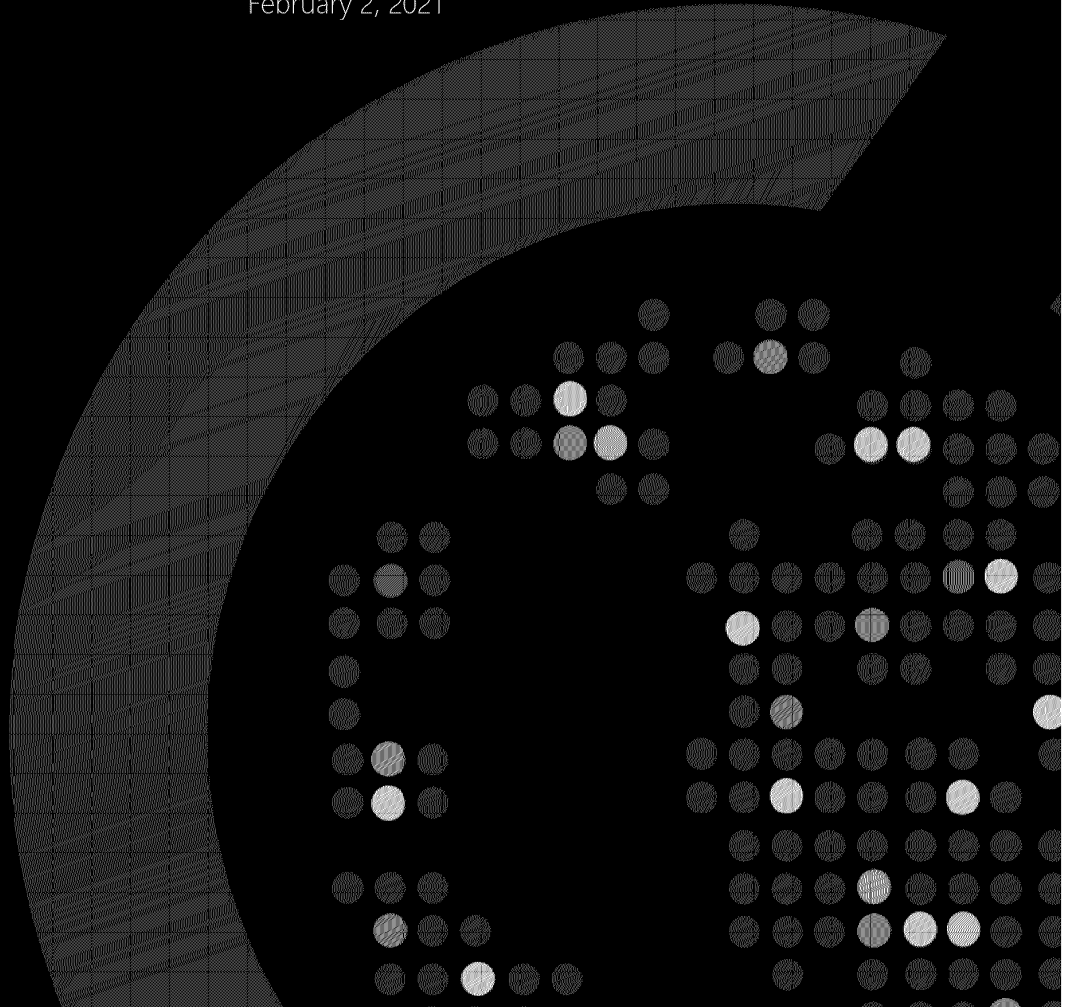


The Future of Xbox Experiences

Developer Ecosystem

February 2, 2021



Introduction

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In the business of gaming, content remains king. If the content any player wants to play is not available on our platform, even the best Xbox fans will use another platform to play those games. As a result, winning the hearts and minds of game creators (developers and publishers), enabling them to realize their dreams, is integral to Xbox's strategy and success.

[REDACTED]

Today, the position of being the preferred platform for developers is enjoyed by Sony on Console and Steam on PC.

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Program	Time Frame	Expected Result
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Program	Time Frame	Expected Result
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Program	Time Frame	Expected Result
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[REDACTED]	[REDACTED]	[REDACTED]
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Program	Time Frame	Expected Result
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Strategic Bet

Key Question

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Overarching Plan

Program	Timeframe	Expected Result
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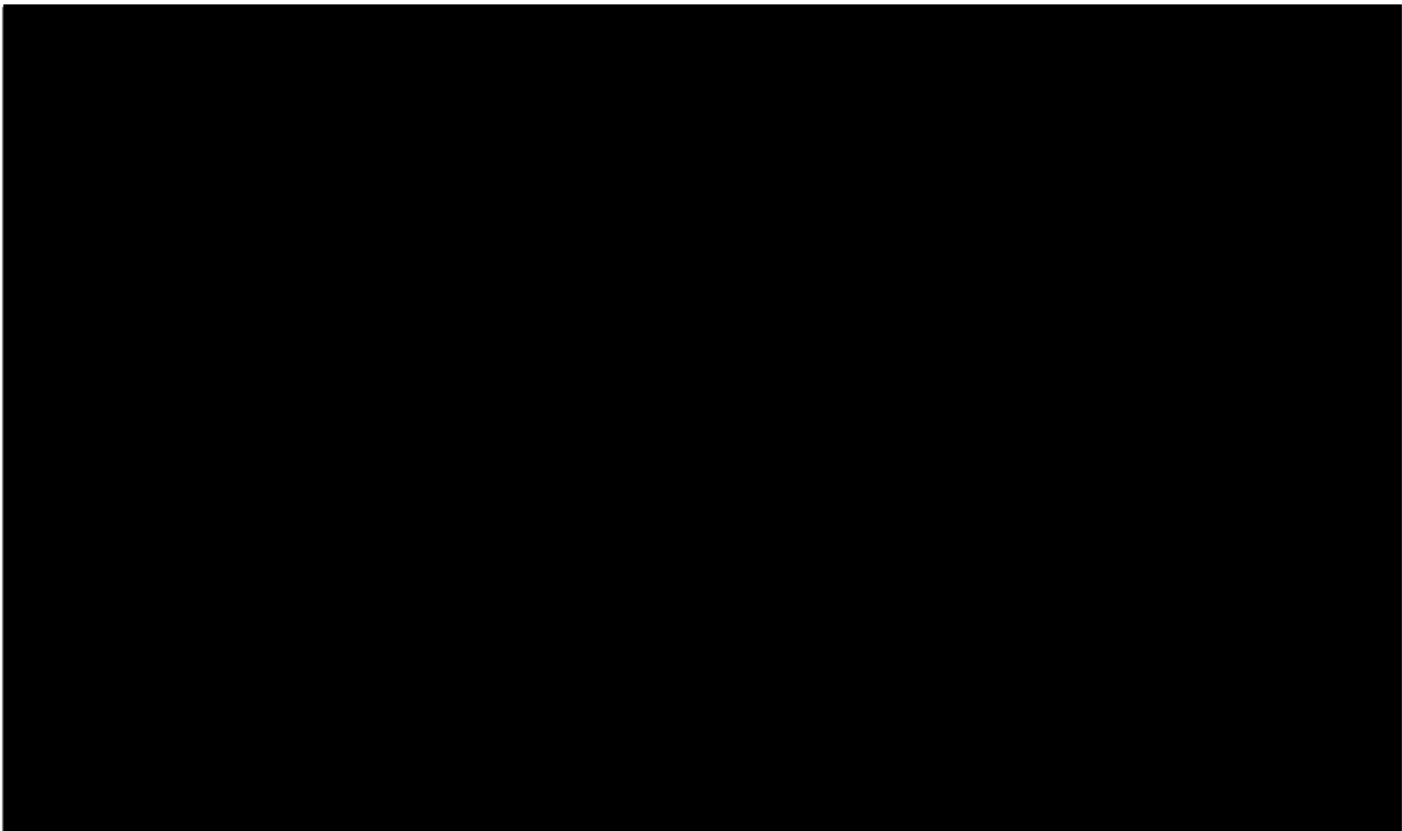
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Program	Time Frame	Expected Result
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