
From: Phil Spencer </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MICROSOFT.ONMICROSOFT.COM-55760-PHIL SPENCER>
To: Jerret West
Sent: 9/21/2020 6:50:02 PM
Subject: RE: A new era for Gaming at Microsoft

Yea, huge.

From: Jerret West <Jerret.West@microsoft.com>
Sent: Monday, September 21, 2020 11:11 AM
To: Phil Spencer <philsp@microsoft.com>
Subject: FW: A new era for Gaming at Microsoft

So much excitement internally.

From: Chris Capossela <Chris.Capossela@microsoft.com>
Sent: Monday, September 21, 2020 11:04 AM
To: MCB Senior Leaders and Partners <MCBSrldrsandPartners@microsoft.com>
Subject: FW: A new era for Gaming at Microsoft

Big exciting day for the company!

Thanks to all the teams who are part of this wonderful business and who have worked hard on the various milestones Phil calls out below. What a huge 2 weeks it's been.

Chriscap

From: Jerret West
Sent: Monday, September 21, 2020 10:43 AM
To: Gaming Marketing FTE <GamingMKTGFTE@microsoft.com>
Subject: FW: A new era for Gaming at Microsoft

Happy Monday/console pre-order eve!

Today is a really exciting day for all of us. Lots of details to cover eventually but for today let's just celebrate for a moment. We have incredibly iconic franchises and studios coming to work with us and it creates tremendous near-term momentum and long-term enterprise value for Xbox/Gamepass. This is a clear signal in our intention at Microsoft to build from strength into consumer businesses.

We'll get the opportunity to bring even more joy to our community/members over many years.

There is a small team that's been working tirelessly to land this story with the key messages we wanted to land with consumers. Special thanks to them and thank you for continuing to jam on the news throughout the day today.

We'll start to run down a few of the details and recognize some teammates in huddle on Friday.

Hope everyone enjoys today!

From: Phil Spencer <philsp@microsoft.com>
Sent: Monday, September 21, 2020 6:36 AM
To: Gaming FTE Worldwide <gamingfteww@microsoft.com>; Gaming Extended FTE Worldwide <gamingextfteww@microsoft.com>

Subject: RE: A new era for Gaming at Microsoft

September has been a month of incredible Xbox moments – [launching xCloud into Xbox Game Pass Ultimate](#), [new partnerships with Samsung and SK Telecom](#), [announcing EA Play access for Xbox Game Pass](#), [introducing the world to Xbox Series S](#), [getting ready for Xbox Series X|S pre-orders going live tomorrow around the world](#).

This morning's announcement, with [Microsoft entering into an agreement to acquire ZeniMax Media](#), is the culmination of many months of hard work across many teams at Microsoft – driven by the belief that Xbox is one of the most powerful ways for Microsoft to engage with consumers, at scale and with a unique capacity to bring joy to our players and our teams.

As I look back on September and all the months leading up to today, I'm in awe of our Xbox team, what we have achieved and what we continue to achieve every day, every minute. All too often we only find time to celebrate the announcements, the launches, the milestones – I want to acknowledge the magic that happens every day on our teams, which culminates in these moments.

The game studios and publishing teams that make up Bethesda are responsible for some of the most iconic, beloved, and most played franchises in gaming history - *The Elder Scrolls*, *Fallout*, *Wolfenstein*, *DOOM*, *Dishonored*, *Prey*, *Quake*. There was palpable excitement within the Gaming Leadership Team and the Microsoft SLT to undertake this acquisition, which stands as one of the largest acquisitions in Microsoft history. This investment is a significant step in Microsoft's ongoing investment in Gaming and in our *Membership* strategy – our focus on bringing the best games that people want to play, with the friends they want to play with, to the devices they play on.

Bethesda Game Studios, Bethesda Softworks, Alpha Dog Games, Arkane Studios, id Software, MachineGames, Roundhouse Studios, Tango Gameworks, and ZeniMax Online Studios – I'm excited to see their iconic and future games, like *Starfield*, in Xbox Game Pass, on console and PC, streamed via the cloud to even more devices. I can't wait to bring both *Deathloop* and *Ghostwire* to Xbox Series X|S as soon as we can.

I've had many deep conversations with the leaders at Bethesda over the years and we have long shared similar visions for how creators and their games can reach more players in more ways. Like us, Bethesda are passionate believers in building a diverse array of creative experiences, exploring new IPs and technologies, and in telling stories in bold ways. Key to that creativity is retaining a distinct culture and focus and enabling the studios to continue doing what they are already great at. The studios will retain their reporting structure to Robert Altman, CEO of Bethesda, and Robert will report to me directly. Subject to customary regulation approvals and closing conditions, we expect the deal to close in H1, 2021.

Our studio acquisition strategy has been to invest in a long-term plan and to have a consistent pipeline of quality, exclusive games for fans, and enriching the Xbox Game Pass portfolio.

I am incredibly proud of the games created by Xbox Game Studios, which are some of the most diverse and innovative experiences in our industry. Bethesda brings a unique and growing community of players and creative teams, which will add to our games line-up in new and exciting ways.

These are great moments for Xbox because they are ultimately great for our players. I'm looking forward to more great Xbox moments in the months and years to come.

The Gaming Leadership Team will join me at the Monthly Gaming Update on September 30th. We look forward to discussing this more with Team Xbox.

Phil

From: Phil Spencer <philsp@microsoft.com>

Sent: Monday, September 21, 2020 6:09 AM

To: Microsoft - All Employees <mempqbdg@microsoft.com>; All MS Store Employees FTE <davidpor_org_fte@microsoft.com>; Microsoft - All Interns <mintqbdg@microsoft.com>

Subject: A new era for Gaming at Microsoft

One of the most powerful ways Microsoft engages with consumers at scale is through Xbox. We believe in the power of play to bring people together. Games are a source of fun, inspiration, and connection; they can open new worlds, lift new voices, and tell stories that help shape who we are, or who we want to be. That's why we are on a quest to empower the 3 billion players on the planet to experience the joys of gaming, anytime, anywhere, and across all their devices.

Today is a big step in that journey, and I'd like to share three exciting milestones for Gaming that represent the work of many teams across Xbox and Microsoft.

Welcoming new creators

Creating amazing games is at the foundation of our relationship with our players. Today we welcome some of the most accomplished and beloved studios in the games industry to Microsoft Gaming. I'm thrilled to announce that [Microsoft has entered into an agreement to acquire ZeniMax Media](#), parent company of Bethesda Softworks.

Bethesda's games have always had a special place for Xbox players and in the hearts of millions of players around the world. Bethesda is an incredibly talented and critically acclaimed group of 2,300 people worldwide who make up some of the most creative studios in the games industry. They include Bethesda Game Studios, Bethesda Softworks, Alpha Dog Games, Arkane Studios, id Software, MachineGames, Roundhouse Studios, Tango Gameworks, and ZeniMax Online Studios. These are the teams responsible for franchises like *The Elder Scrolls*, *Fallout*, *Wolfenstein*, *DOOM*, *Dishonored*, *Prey*, *Quake*, and many more, in addition to future hits like *Starfield* and exciting unannounced projects. All of their great work will continue to grow with Team Xbox, and we look forward to empowering Bethesda to expand their creative visions and bring their games to more players around the world.

Bethesda joins our incredible line-up of first party Xbox Game Studios, which create some of the most creatively diverse and innovative experiences in the games industry. Bethesda brings a unique, engaged, and growing community of players and will strengthen our games portfolio in new and exciting ways.

Empowering players with Xbox Game Pass & the cloud

We believe the power of gaming should be accessible to all players, across their devices, and on their terms. We started the journey towards this vision over 3 years ago, with a hypothesis that players should be able to discover and play more great games together with the Xbox Game Pass subscription service, and be able to take those games anywhere with them through cloud gaming with Project xCloud.

Today, over 15-million Xbox Game Pass members can play hundreds of games, and all games from Xbox Game Studios day one of their release. We recently announced that [Xbox Game Pass Ultimate and Xbox Game Pass PC members will get access to EA Play](#) with over 60 of Electronic Arts' biggest and best console and PC games, free of charge. We will continue to delight our players and strengthen the Xbox Game Pass portfolio by adding Bethesda's iconic franchises and future games to Xbox Game Pass for console and PC.

Last Tuesday, September 15th, we launched [cloud gaming](#) into Xbox Game Pass Ultimate, with over 150 games across [22 countries](#), including partnerships with [Samsung](#) (worldwide) and [SK Telecom](#) (South Korea). Players now have a new way to play Xbox games through the power of the cloud - from Azure directly to their Android phones and tablets. We also showcased our first cloud [touch-control game Minecraft Dungeons](#), enabling players to transition seamlessly from playing on their console with a controller, to playing on mobile with touch. This transformative innovation in the gaming industry was made possible by the incredible One Microsoft spirit and collaboration across many teams, it's amazing to see what we can collectively achieve.

To share the experience of Xbox Game Pass Ultimate, on console, PC and mobile, I'm pleased to let you know that all Microsoft FTEs can [redeem a free 12 month membership here](#). I hope to see you on Xbox Live for a multiplayer session!

Next generation gaming with Xbox Series X and Xbox Series S

Xbox console hardware continues to push the boundaries of what's possible in gaming. Last week we unveiled the [Xbox Series S](#) to complete the [next generation Xbox console family](#). With the most powerful console ever built in the [Xbox Series X](#), and next-generation performance in our smallest and most affordable console ever built, the [Xbox Series S](#), we welcome a new generation of gaming, where players are at the center, and where game worlds are even more lifelike, responsive, and surprising. We designed these consoles to be the flagship gaming experiences for 4K and 1440p gaming respectively, and up to 120fps on both devices, offering the most immersive ways to play in the living room. Put simply, these consoles are the best place to play the best games.

Public [pre-orders for both consoles will go live Tuesday, September 22nd](#), from retailers across the world, including [Microsoft.com](#). Our launch goal has been to ensure that every Xbox fan around the world has the best chance to get their console, at launch or beyond. For Microsoft FTEs based in the [US](#) or [Canada](#), we have secured a limited number of consoles available for internal pre-order at eCompanyStore, starting 8AM PT on September 22nd, with the 15% employee eCompanyStore discount.

2020 has presented many new and unexpected challenges. Thank you to the teams across Xbox and Microsoft for your dedication and passion in continuing to delight our players. I can't wait to see the next generation of games these innovations will inspire.

As we embark on this new era for Microsoft Gaming, delivering on a vision of gaming for everyone, with the best

devices, services and games, it's incredible to see the collaboration across all of Microsoft and support within Microsoft leadership for scaling our success with consumers. I hope you will enjoy gaming with us and be proud to be part of a global effort to deliver these transformational experiences to our customers.

Phil