
From: Kenny Birge </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MICROSOFT.ONMICROSOFT.COM-55760-KEN BIRGE (EDELMAN PR WORLDWIDE)>
To: Aaron Greenberg; Robert Matthews
CC: Sophie Orlando; Regan O'Leary
Sent: 8/19/2019 3:18:49 PM
Subject: RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

I've sent the below to the original thread with Matt. It factors in both Ori, and titles from our new Studios. Will give it a little bit of time before looping back in to LT thread.

Q: Why are certain titles shipping on other consoles?

A: We are excited to help Moon Studios bring "Ori and the Blind Forest" to even more players. The past year has been exciting times for us as we have more than doubled the internal creative teams making up Xbox Game Studios. As these new studios transitioned in, we were aware of some existing commitments to other platforms and will honor them. However going forward these new studios will focus on making games for our platforms and we have no plans to further expand our exclusive first party IP to other consoles. We also believe in cross play and progression of games with the right flexibility for developers to insure a fair and fun experience.

From: Aaron Greenberg <aarongr@microsoft.com>
Sent: Monday, August 19, 2019 7:46 AM
To: Kenny Birge <kennyb@microsoft.com>; Robert Matthews <robmatth@microsoft.com>
Subject: Re: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

I think you either say consoles or our platforms.

The wording below is designed to solve for making clear we will be only on Xbox consoles with our exclusive 1P IP.

From: Kenny Birge <kennyb@microsoft.com>
Sent: Monday, August 19, 2019 4:41:23 PM
To: Robert Matthews <robmatth@microsoft.com>; Aaron Greenberg <aarongr@microsoft.com>
Subject: RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

Good push, I'll nuance in

From: Robert Matthews <robmatth@microsoft.com>
Sent: Monday, August 19, 2019 7:08 AM
To: Aaron Greenberg <aarongr@microsoft.com>; Kenny Birge <kennyb@microsoft.com>
Subject: RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

Couple notes

1. We should probably say "our consoles" plural rather than singular.
2. Should we also mention Windows PC? Right now it is absent from this statement. Even though we are making the games for Windows PC and our consoles. Just don't want to cause people to think this is a change in our policy to publish on our consoles and Windows PC.

Rob

From: Aaron Greenberg <aarongr@microsoft.com>

Sent: Monday, August 19, 2019 7:01 AM
To: Kenny Birge <kennyb@microsoft.com>; Robert Matthews <robmatth@microsoft.com>
Subject: Re: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

Yes this is what I wrote with Sophie.

Carefully worded but good to share with Gaming LT for feedback.

Thanks!
Aaron

From: Kenny Birge <kennyb@microsoft.com>
Sent: Monday, August 19, 2019 3:59:40 PM
To: Aaron Greenberg <aarongr@microsoft.com>; Robert Matthews <robmatth@microsoft.com>
Subject: Re: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

Greenie, believe team aligned with you on following?if so I will loop back to the LT thread and confirm.

Q: Why are certain titles like Outer Worlds or Psychonauts 2 shipping on other consoles?

A: The past year has been exciting times for us as we have more than doubled the internal creative teams making up Xbox Game Studios. As these new studios transitioned in, we were aware of some existing commitments to other platforms and will honor them. However going forward these new studios will focus on making games for our console and we have no plans to expand our exclusive first party IP to other consoles. We also believe in cross play and progression of games with the right flexibility for developers to insure a fair and fun experience.

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From: Aaron Greenberg <aarongr@microsoft.com>
Sent: Monday, August 19, 2019 1:03:20 AM
To: Robert Matthews <robmatth@microsoft.com>; Kenny Birge <kennyb@microsoft.com>
Subject: Re: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

I'm heading into media training today for the show, so would be helpful to have alignment on what you want me to say.

Thanks,
Aaron

From: Robert Matthews <robmatth@microsoft.com>
Sent: Monday, August 19, 2019 9:58:18 AM
To: Kenny Birge <kennyb@microsoft.com>
Cc: Aaron Greenberg <aarongr@microsoft.com>
Subject: Fwd: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

Kenny... Do you have messaging crafted that we can review?

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From: Phil Spencer <philsp@microsoft.com>
Sent: Monday, August 19, 2019 12:49:39 AM
To: Mike Ybarra <mikey@microsoft.com>; Shon Damron <sdamron@microsoft.com>; Gaming LT

<gaminglt@microsoft.com>

Cc: Kenny Birge <kennyb@microsoft.com>; John Dongelmans <johndon@microsoft.com>; Jason York <jayork@microsoft.com>; Jorg Neumann <jorgn@microsoft.com>; Regan O'Leary <regano@microsoft.com>; Daniel Smith <dansmith@microsoft.com>

Subject: RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

We talked about this in GLT and I think Kenny and Matt took the action item to create clarity here.

Phil

Sent from [Mail](#) for Windows 10

From: Mike Ybarra <mikey@microsoft.com>

Sent: Saturday, August 17, 2019 6:55:43 PM

To: Shon Damron <sdamron@microsoft.com>; Gaming LT <gaminglt@microsoft.com>

Cc: Kenny Birge <kennyb@microsoft.com>; John Dongelmans <johndon@microsoft.com>; Jason York <jayork@microsoft.com>; Jorg Neumann <jorgn@microsoft.com>; Regan O'Leary <regano@microsoft.com>; Daniel Smith <dansmith@microsoft.com>

Subject: Re: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: Shon Damron <sdamron@microsoft.com>

Sent: Saturday, August 17, 2019 8:01:46 AM

To: Gaming LT <gaminglt@microsoft.com>

Cc: Kenny Birge <kennyb@microsoft.com>; John Dongelmans <johndon@microsoft.com>; Jason York <jayork@microsoft.com>; Jorg Neumann <jorgn@microsoft.com>; Regan O'Leary <regano@microsoft.com>; Daniel Smith <dansmith@microsoft.com>
Subject: RE: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

As a follow-up, we anticipate media may have questions about first-party games being made available on other platforms and the PR team has reactive messaging prepared to handle that.

For any press inquiries, please contact Regan or myself who can help with responding to media.

Thanks,
Shon

From: Shon Damron
Sent: Thursday, August 15, 2019 1:57 PM
To: Gaming LT <gaminglt@microsoft.com>
Cc: Kenny Birge <kennyb@microsoft.com>; John Dongelmans <johndon@microsoft.com>; Jason York <jayork@microsoft.com>; Jorg Neumann (jorgn@microsoft.com) <jorgn@microsoft.com>; Regan O'Leary <regano@microsoft.com>; Daniel Smith <dansmith@microsoft.com>
Subject: FYI - Inform - Ori and the Blind Forest DE Coming to Nintendo Switch

Hi all,

We wanted to share with you that on Monday, August 19th, Nintendo Europe via their Indie World showcase video will announce that our 1PP title, Ori and the Blind Forest: Definitive Edition, will be available on Switch on 9/27. This will be the second 1PP title (Minecraft being the first) that will be released for the Nintendo Switch.

We anticipate a positive reaction from the community but expect some media may ask if more Xbox titles will be available on competitive platforms. In preparation for these questions, we have reactive FAQ ready, see below.

Key PR Dates and Tactics

- Ori and the Blind Forest: Definitive Edition will be announced via their Indie World showcase video next Monday, August 19th at 6:00 am PST. The announce trailer will release at 7:00 am PST.
- The release date is planned for September 27th
- The official pre-order on Switch market place will not be available until early September, tentatively 9/13
- Xbox Wire post to go live once Nintendo Europe publishes the news
- Comms amp to our aliases to amplify the news
- Proactive buddy email to key global media to highlight the news
- Major Nelson social media support
- Xbox social media support

Key Dates

Date	Theme	Notes
8/19	Nintendo Indie World	6AM PST stream. 7AM trailer/eShop page live
8/23	Final LotCheck Submission	
8/28	Nintendo Marketing: Learn More	Audience: 13+ Switch owning fans. 2PM PST
8/29	Nintendo Hands-on Press Event	Pending alignment with Nintendo
9/13	Pre-Sale Live	9AM PST
9/13	Demo Live	9AM PST
9/27	Digital Release	9AM PST

Reactive FAQ

Xbox + Nintendo

Does this mean Ori and the Will of the Wisps is coming to Nintendo Switch?

- We have no news to share on that at this time.

Why is Ori a good fit for the Nintendo Switch?

- “Ori and the Blind Forest” is a beloved award-winning franchise. We are excited to bring this unique experience to all fans on Nintendo Switch to enjoy.

Why bring the game to Nintendo Switch now?

- “Ori and the Blind Forest” was originally an Xbox console exclusive but the opportunity to partner between Nintendo, Microsoft and Moon Studios to bring the game to Nintendo Switch fans is something we are all excited about.

Is “Ori and the Blind Forest’s” arrival on Nintendo Switch indicative of the availability of future Xbox first-party game releases?

- We’re excited to be able to bring “Ori and the Blind Forest” to even more players but can’t speak for future titles.

What does Microsoft/Xbox get out of this?

- Helping Moon Studios bring its game to even more fans so that they can experience the stunningly beautiful action of “Ori and the Blind Forest” allows us to connect with new gamers through the best in class service of Xbox Live.

Does this mean that Xbox Live may be used more regularly by developers on Nintendo Switch in the future?

- Our vision is to deliver the games people want to play, across the devices they want to play on, connected to the people they want to play with. Similar to the way we work with partners to deliver cross-network play with games like “Minecraft,” “Rocket League” and “Fortnite” or enabling cross-device play, we are supportive of new scenarios that enable more people to play and have fun together.

Does Microsoft benefit financially from this?

- We don’t discuss the details of our business partnerships.

What is Microsoft’s position on exclusives?

- Our Xbox Game Studios franchises are our established home base from which we expand to new devices, new audiences and new technologies. Franchises like *Minecraft*, *Halo*, *Gears* and *Forza* have built over a decade of foundational strength in terms of awareness, relevance and emotional connection to our players. We remain committed to bringing the best games and content to our fans.