
From: Phil Spencer <philsp@microsoft.com>
To: Pete Hines; Matt Booty; Jerret West
CC: Aaron Greenberg; Erin Losi
Sent: 1/8/2021 12:11:25 AM
Subject: [External] RE: Project Relic Announce Update [Confidential - Please do not circulate internally]

First, congrats on getting to the announce. There will be a ton of excitement for this and I can't wait to see Todd in the next IJ movie 😊

I think you rightfully point out the tension which will be which consoles we support. This is a good tee up for this discussion across the whole portfolio. I like staying away from the question for now knowing that Lucasfilm might say something about it.

The upside here is a game coming from Bethesda that everyone will be excited about. This is the most important thing.

The downside will be, for Xbox, a feeling that with Deathloop, Ghostwire and now an assumption on Project Relic, that a large percentage of the output from Bethesda won't directly benefit the Xbox console community in any way. We aren't going to solve that in a week so I think we just navigate it as best we can. Again, overall I see the announce as a big positive.

Longer term we will want to create clarity on Bethesda games and Xbox, where is the overlap. On the announce we said Bethesda games coming to gamepass, I assume we will stay out of that discussion on Project Relic?

In terms of the longer term, we will want to create clarity on:

- Which console platforms do we support? Is this one answer across the whole portfolio (minus DL and GW)?
- Are all games using Xbox Live on PC?
- Are all games included on launch day in XGP?
- What PC stores are the games in? This will touch on the future of our 2 stores and how we think about these.
- Are all Bethesda PC games going to Steam, we've basically made that commitment with our XGS games?

Again, great topics for us that won't get solved in a week. For Relic, I'd say the focus should be on an amazing announce and let all the "gunk" get talked about closer to launch. I don't think I need to share this with anyone. I'll help support socially when the announce happens, I assume we can have @Xbox help amplify as well.

Cool stuff.

Phil

From: Pete Hines <phines@bethsoft.com>
Sent: Thursday, January 7, 2021 3:23 PM
To: Phil Spencer <philsp@microsoft.com>; Matt Booty <mbooty@microsoft.com>; Jerret West <Jerret.West@microsoft.com>
Cc: Aaron Greenberg <aarongr@microsoft.com>; elosi <elosi@bethsoft.com>
Subject: [EXTERNAL] Project Relic Announce Update [Confidential - Please do not circulate internally]

Spoke with Aaron earlier today and updated him on this topic. We decided it was best to start with this small group. First, just an ask not share this information with others, at least not unless Phil gives the ok. I'd prefer to keep it to as small a group as possible to avoid leaks and have done the same here at Bethesda.

We are planning to announce Project Relic next Tuesday. As a reminder, Project Relic is an original Indiana Jones

game (not tied to films) developed by Machinegames and executive produced by Todd Howard, who has been trying to get this game made for over a decade. If you don't know, Todd might be the biggest Indiana Jones fan on the planet. I'm not exaggerating even a little. Anyone who has seen the pitch has immediately said "oh my god, I have to play that game right now." It's going to be amazing and we think reaction to the announcement is going to be terrific.

We have a short teaser video that will go out at 11am ET on Tuesday, Jan 12th on Twitter. We'll follow that 5 minutes later with text that confirms the info above about the project and will also post the teaser, along with the announcement text, on Tik Tok, Instagram, Facebook, Bethesda.net, and StarWars.com. Given yesterday's events down the road from us here, we're keeping an eye on things and if there's any notion that larger social/political issues are going on that we should steer clear of, we'd likely hold a week or two. It hasn't come up yet Lucasfilm.

Lucasfilm has said they plan to do some interviews next week around this announce that would be done by the head of their business, their head of Lucasfilm Games, and the head of their story group. While it is not in our messaging, I think it's important to highlight that Lucasfilm brought up to me the issue of platforms because we have a signed agreement with them to make the game for PC and multiple consoles. While our current plan on platforms (or any other details about the game, for that matter) is to say nothing, I do understand their concern and want to highlight that in their interviews they may say something about multiple consoles if they get asked about platforms, which is likely given our deal announce. Not sure there's a whole lot I can do about it, but want to make sure everyone is aware.

@Phil Spencer, I don't know who else from Xbox/Microsoft you want to know about this announcement on Tuesday ahead of time, so I wanted to make sure you knew what was happening. You can decide who else at Xbox needs to know. Obviously I'm happy to send the video to you if it's easier, but I was hoping not to send it out to a bunch of folks, if possible. If you'd like, I can setup a time to walk you and anyone else you want through all of this and show the video (it's 20 seconds or so), explain the full plan, and answer questions.

Please let me know if you'd like to get together briefly to go through the announce plan and/or if you have any questions/concerns.

Thanks,

Pete

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Pete Hines
SVP, Global Marketing and Communications
Bethesda Softworks