

Game Stack **Live**

Xbox Game Pass

The Evolution of Xbox Game Pass and What it Means for You





GAME ANYTIME / ANYWHERE / WITH ANYONE

Play anywhere with cloud gaming on mobile

Play on PC and customize your experience

YOU ARE THE CENTER OF GAMING



The most powerful, fastest console ever built



Next gen performance at an affordable price

GAME PASS

ULTIMATE

Play over 100 games with your friends, including all Xbox Game Studios games on day one, and enjoy exclusive member perks

INTRODUCTION

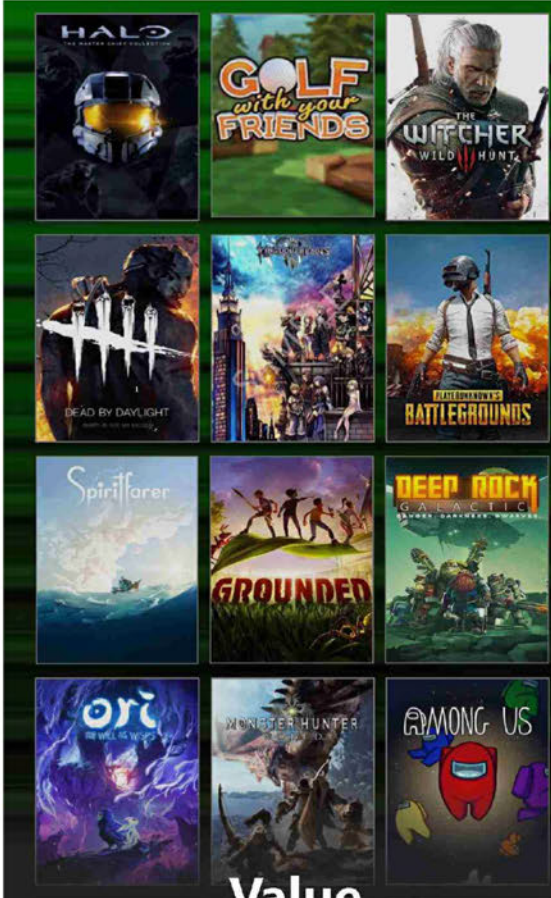


VISION

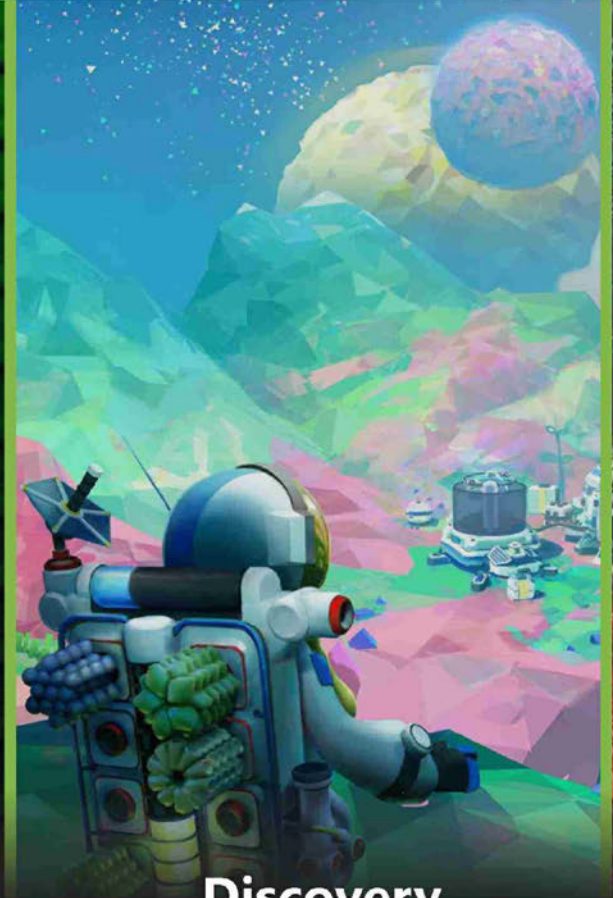
Make gaming the default choice for free time

HOW

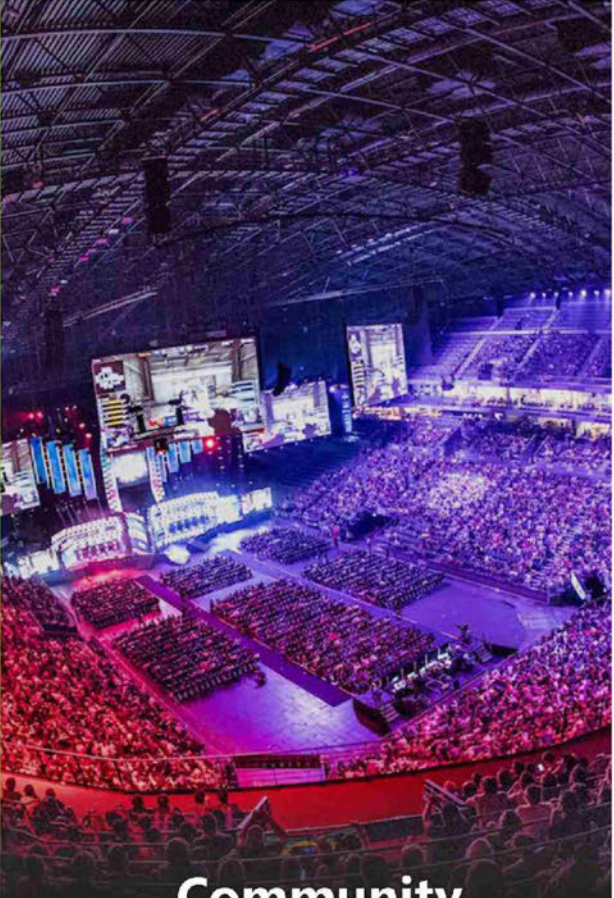
More awesome GAMES: quality, variety, cross-device, curation, and marketing



Value



Discovery



Community

300+
console games

200+
PC games

150+
streaming

**XBOX
GAME
PASS**

Spotify
Discord
EA Play

partner & game perks

5

INTRODUCTION

Time is the competitive set and opportunity...

Americans spend 22x more time watching TV than console gaming



~2,000 hours

Mobile & PC Games



400 hours

Console Games



80 hours

US only, Nielsen 2018 and Linnelight Networks 2019

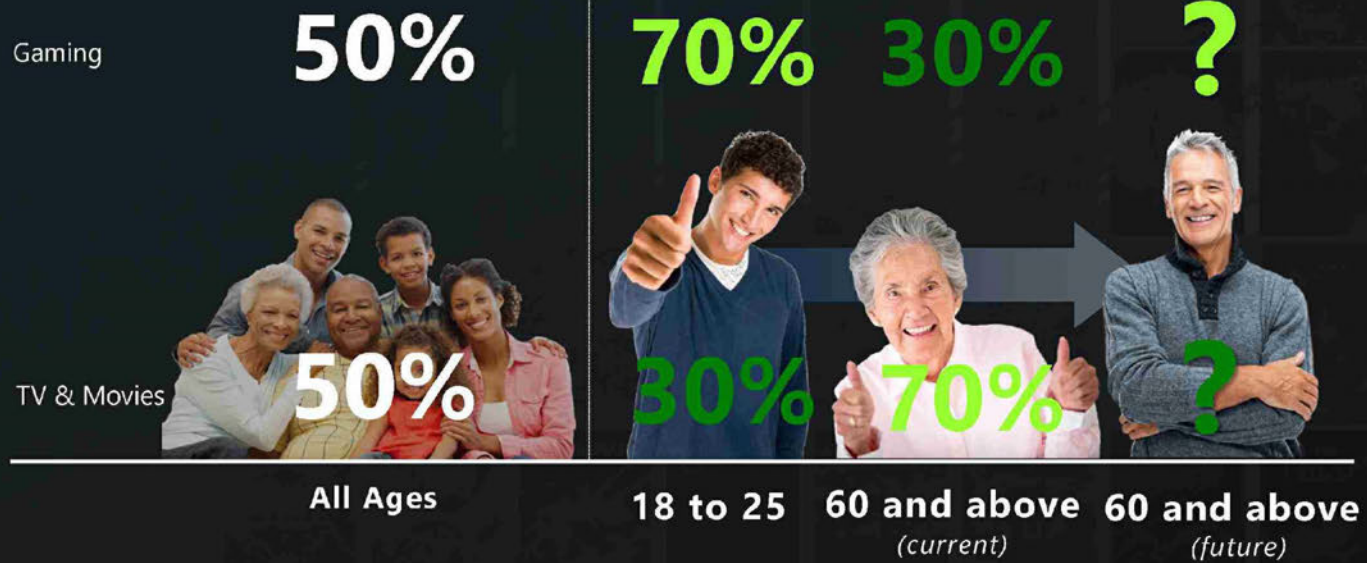
GAME PASS

6

INTRODUCTION

...and gaming is poised to keep growing

GAMING VS. TV & MOVIES – PREFERENCE BY AGE



Source: Limelight Networks

CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

MSFT-2R-06136697
MSFT-2R-13374340
PX4695-008

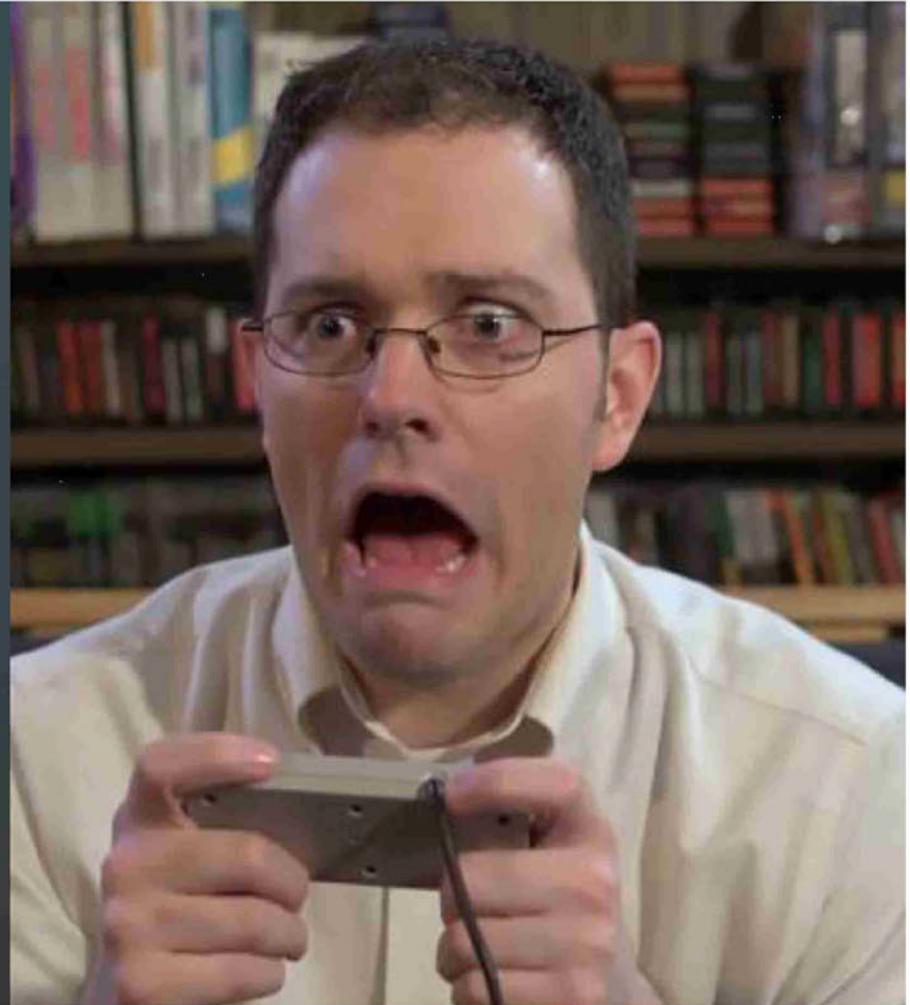
CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

MSFT-2R-06136698
MSFT-2R-13374341

PX4695-009

It's hard to break through... Game Pass Can Help

While the gaming industry and Xbox have been growing year on year, breaking through is increasingly challenging – and Game Pass can help.

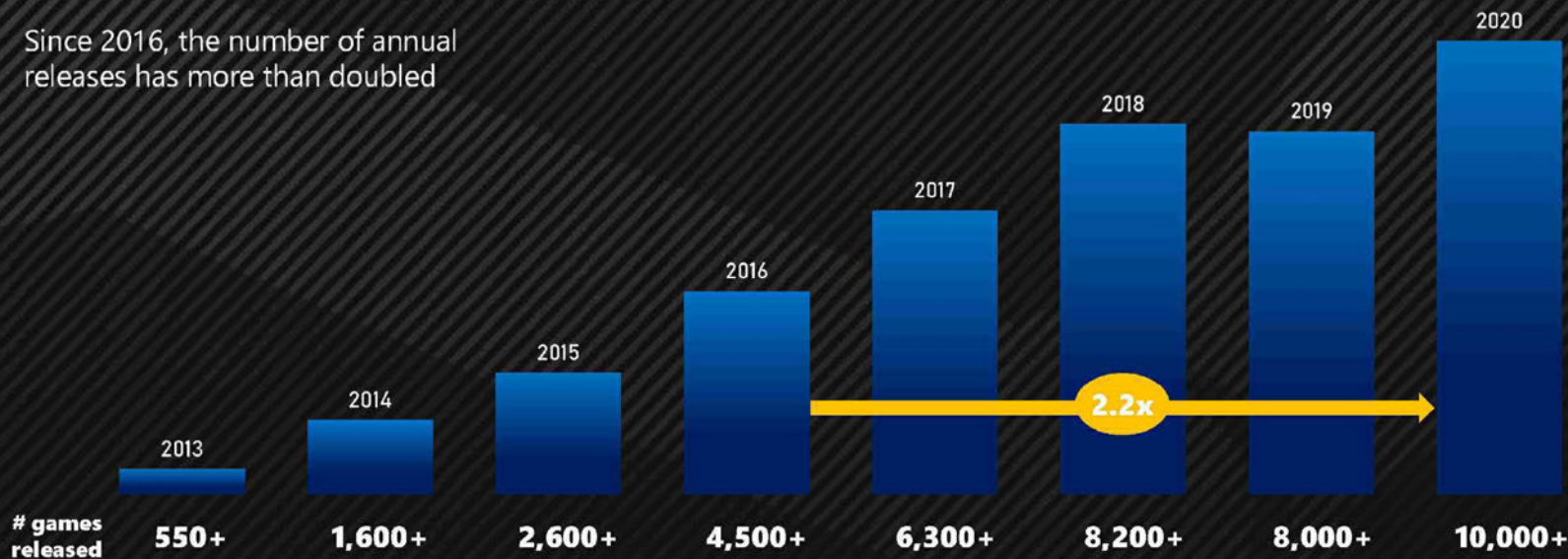


IT'S HARD TO BREAK THROUGH... GAME PASS CAN HELP

Discovery & curation matter more as volume of releases grows

Games released on Steam YoY

Since 2016, the number of annual releases has more than doubled



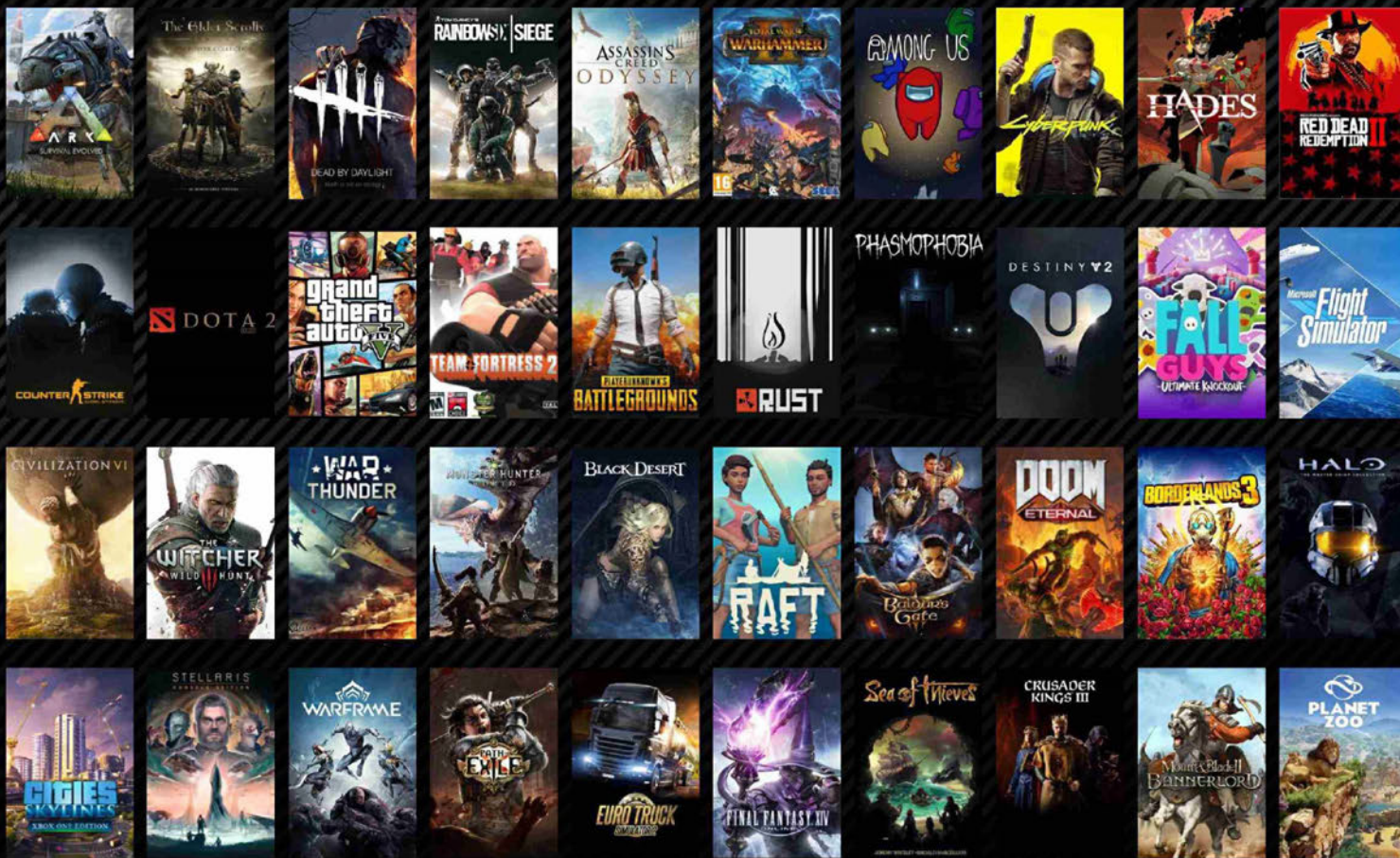
*Sources: Steamspy and Statista

GAME PASS

11

2020

Top Steam Sellers



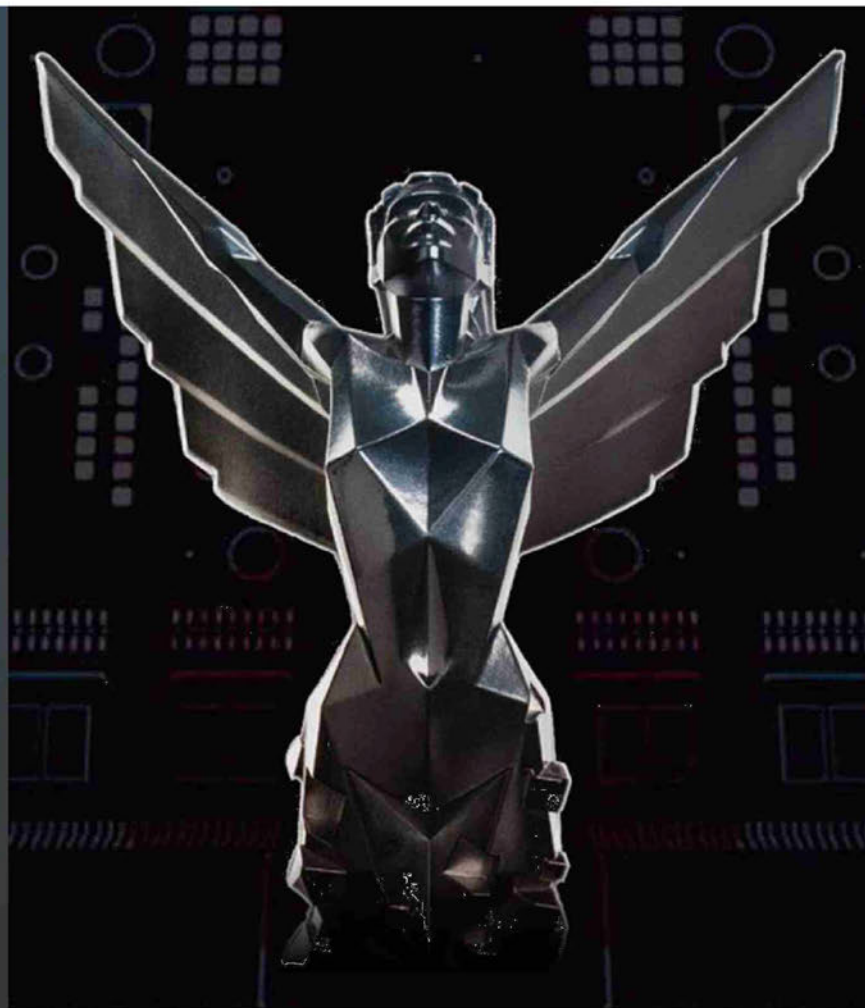
2020

23 out of the 40 games on Steam's Platinum + Gold + Silver tiers in 2020 were also in top tiers in the last 4 years



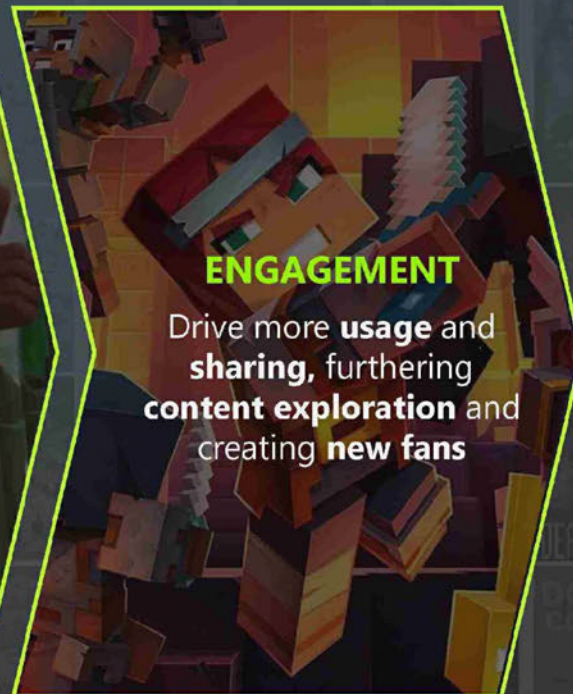
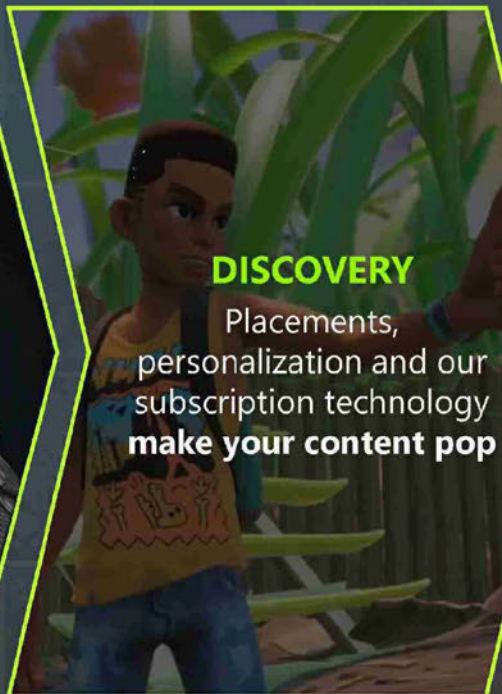
Game Pass Keeps Bringing the Greatest Hits in Gaming

Since launch, Game Pass members have been able to discover, engage and share some of the most acclaimed games ever launched across console and PC.

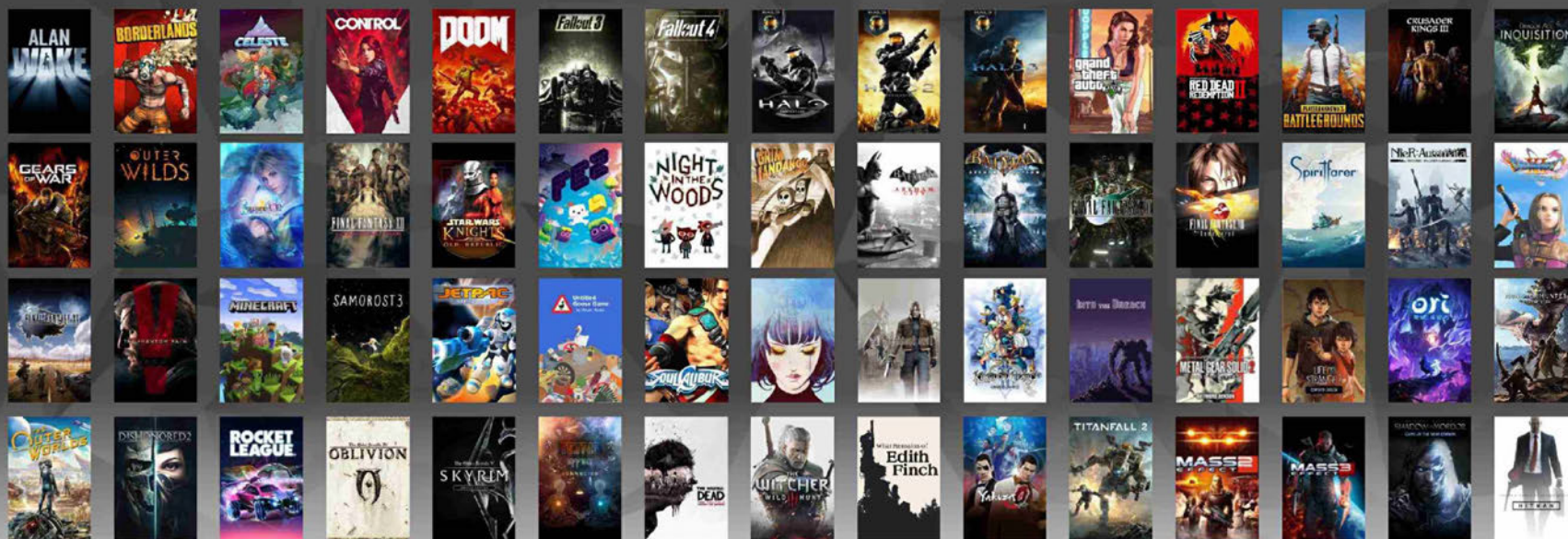


GAME PASS KEEPS BRINGING THE BIG HITS IN GAMING

Game Pass Content Strategy



SINCE LAUNCH, GAME PASS HAS DELIVERED **60** GOTY WINNERS FROM OVER **30** AWARDS

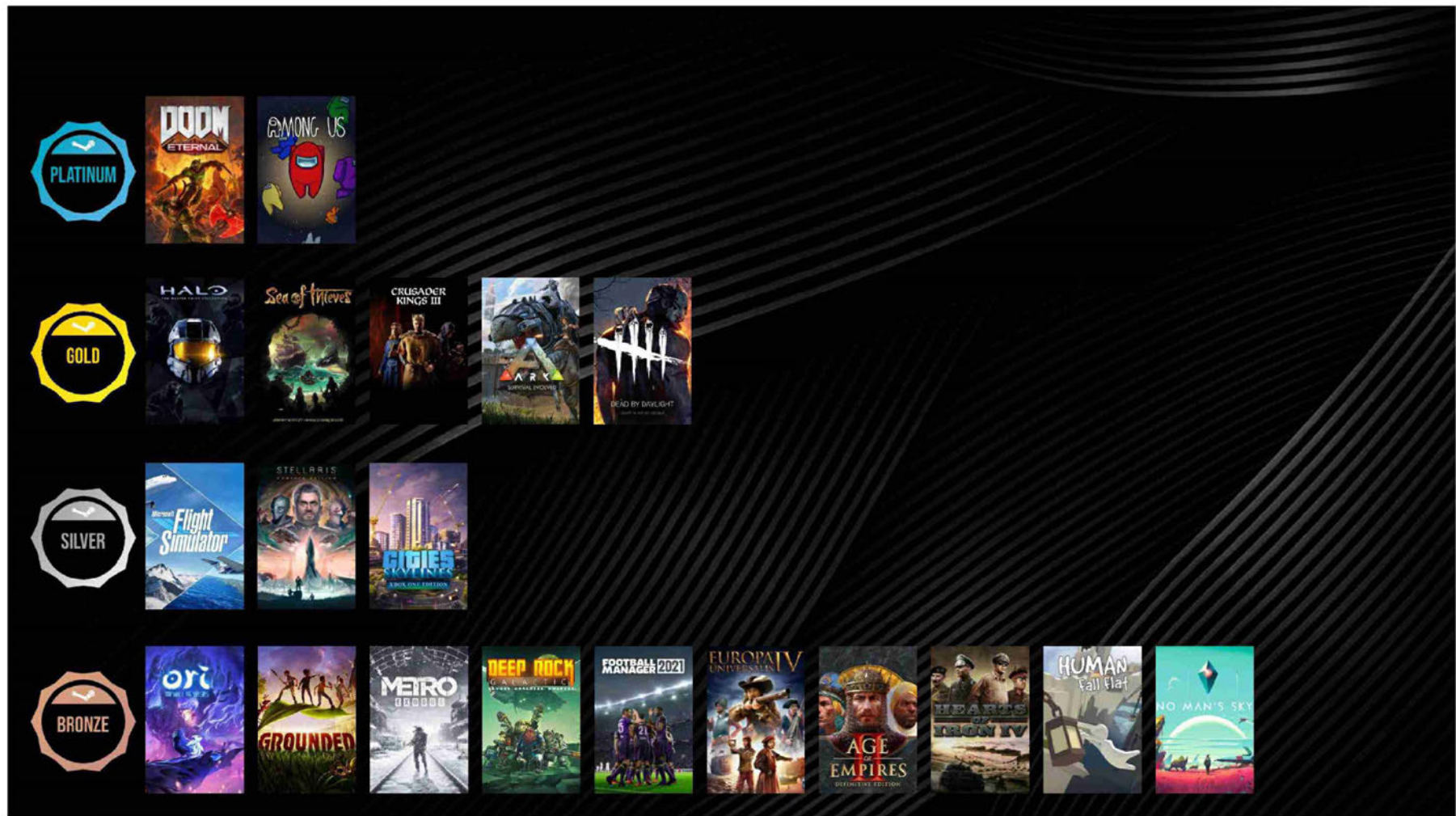






20 out of the 100
Top Selling Games on Steam
in 2020
are in Game Pass for PC





	Day & Date	90 days after launch	Back-catalog
			
	  		 
			 
	 	  	    

CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

MSFT-2R-06136711
MSFT-2R-13374354
PX4695-022

Game Pass Bends the Rules

Partners find in Game Pass the opportunity to drive discovery, build a community of fans and generate value for their titles and franchises.

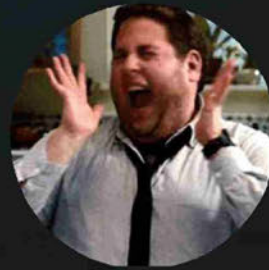


GAME PASS WIDENS THE FUNNEL

Impact on Partners & Developers



Widens Funnel



Grows Fans



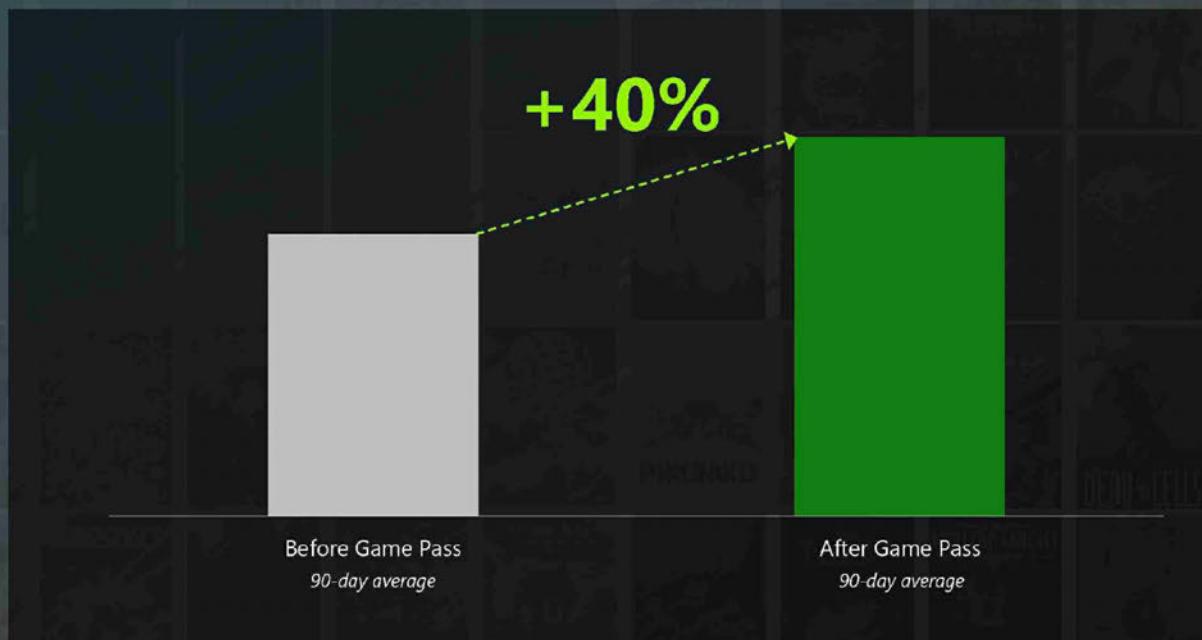
**Maximizes
Partner Value**



GAME PASS WIDENS THE FUNNEL

Members explore more games

Members play 40% more titles after joining Game Pass.





GAME PASS WIDENS THE FUNNEL

Members play genres they have never played before

Members play games across 30% more genres after joining Game Pass.

Xbox Store research shows gamers often settle into a handful of familiar franchises & genres.

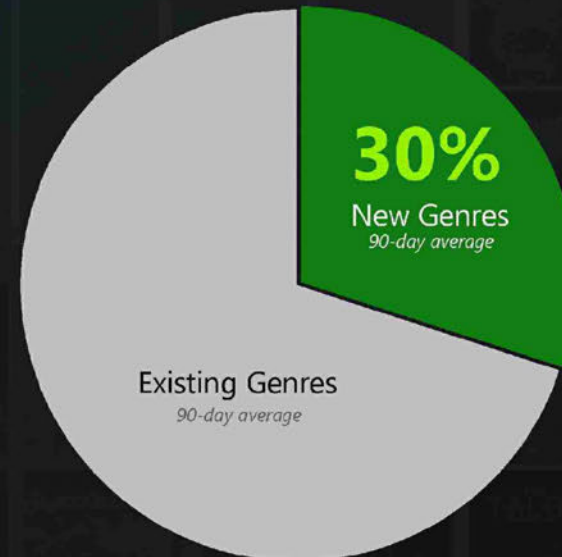
In addition, 90%+ of members tell us they've played games they otherwise wouldn't have tried without Game Pass.



gave my oldest daughter @XboxGamePass sub a few weeks ago and yesterday she told me about these awesome indie titles that she never would have discovered otherwise and how much she enjoys the service

9:08 AM · Dec 13, 2020 · Twitter Web App

99 Retweets · 38 Quote Tweets · 2,651 Likes



CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

MSFT-2R-06136716
MSFT-2R-13374359
PX4695-027

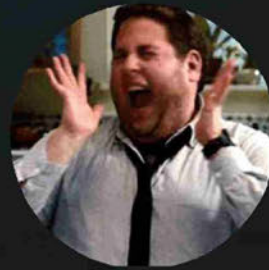
CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

MSFT-2R-06136717
MSFT-2R-13374360
PX4695-028

Impact on Partners & Developers



Widens Funnel



Grows Fans



**Maximizes
Partner Value**



GAME PASS GROWS FANS

Game Pass games are celebrated across a variety of owned, earned, and paid channels

IN
PRODUCT

WEB

CRM

PR

SOCIAL

MEDIA

AND
MORE!





CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

MSFT-2R-06136721
MSFT-2R-13374364
PX4695-032

Xbox Game Pass members seek social connection with over 23 million new friends



Source: Microsoft. Disclosure: Microsoft takes privacy seriously. We do not use personal data, organization identifying data, or customer content to produce data visualizations.



130%
multiplayer
increase

**23
MILLION**
new friends



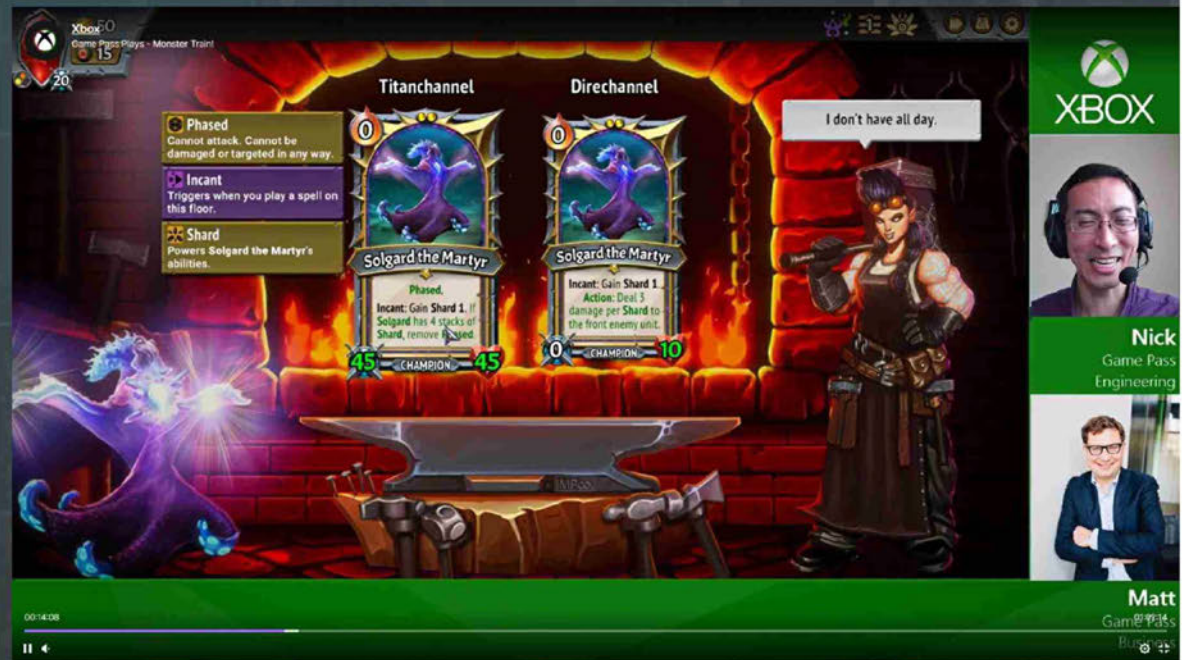
GAME PASS GROWS FANS

Game Pass expands fanbases

GP members are

4x

more likely to stream their gameplay



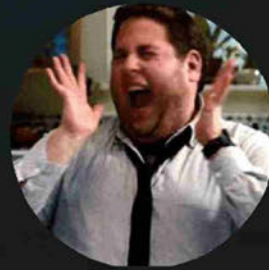


GAME PASS MAXIMIZES PARTNER VALUE

Impact on Partners & Developers



Widens Funnel



Grows Fans



**Maximizes
Partner Value**

CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

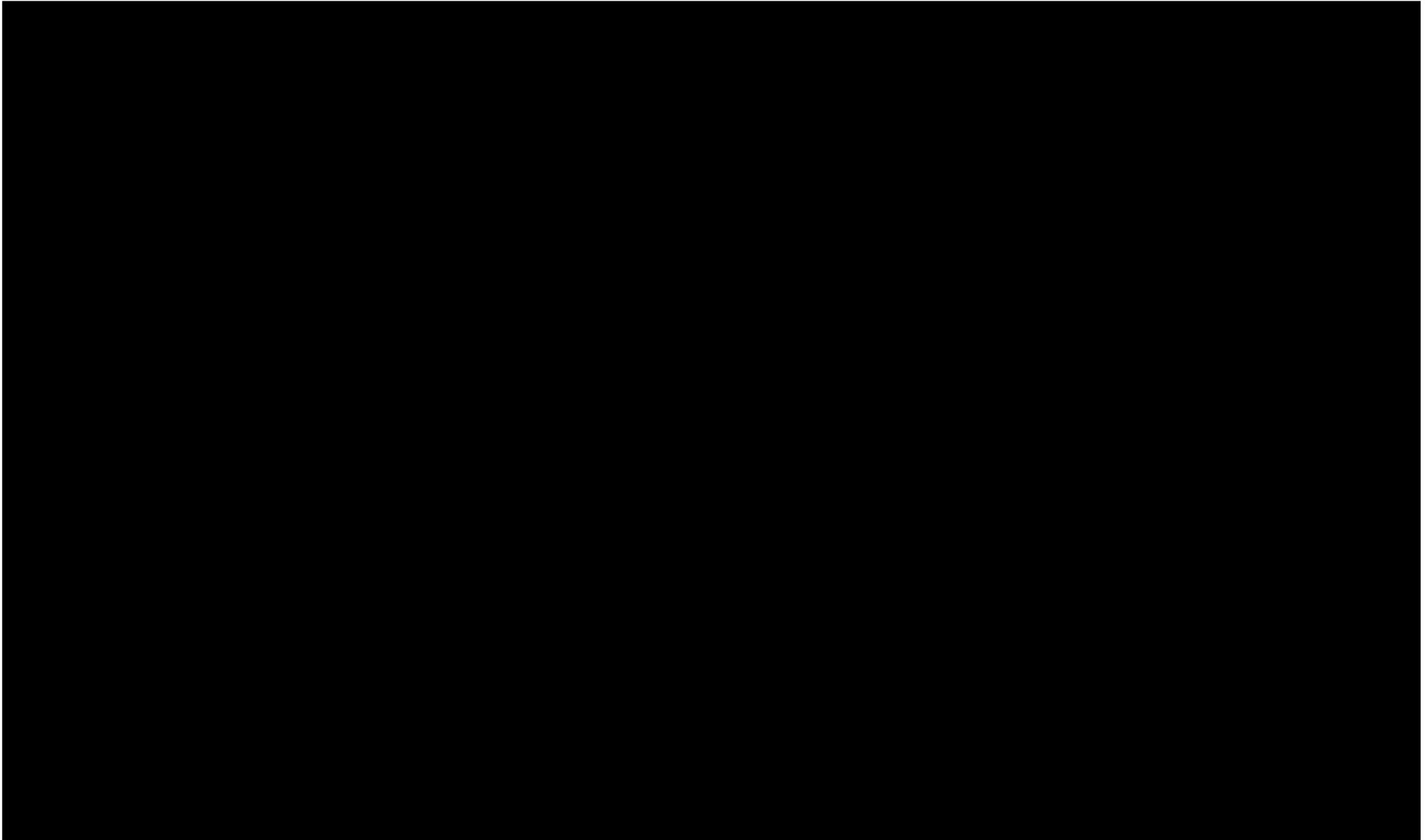
MSFT-2R-06136725
MSFT-2R-13374368
PX4695-036

CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

MSFT-2R-06136726
MSFT-2R-13374369
PX4695-037

CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

MSFT-2R-06136727
MSFT-2R-13374370
PX4695-038



CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

MSFT-2R-06136728
MSFT-2R-13374371
PX4695-039

CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

MSFT-2R-06136729
MSFT-2R-13374372
PX4695-040

CONFIDENTIAL BUSINESS INFORMATION PURSUANT TO 15 U.S.C. § 18a(h)
CONFIDENTIAL – FTC Docket No. 9412

MSFT-2R-06136730
MSFT-2R-13374373
PX4695-041



GAME PASS MAXIMIZES PARTNER VALUE

Game Pass business models grows total value for partners

	Healthy License Fee	<i>Upfront compensation for participation in program</i>
+	Performance Bonus	<i>Additional compensation based on performance & eligibility</i>
+	Marketing	<i>Exposure drives incremental players, new and engaged fans and strengthens communities</i>
+	Revenue Upside	<i>No restriction on sales in other store fronts Revenue from incremental users' PSM, game sales, franchise upsell</i>
<hr/>		
=	Total Partner Value	<i>Designed to maximize audience & value to partners</i>





Already partnered with Game Pass?

Big thank you!

Hope you enjoyed the new insights. Let's keep discussing opportunities for your awesome games.

First time learning about Game Pass?

Welcome!

We love all games! Reach out to your Microsoft representative if you are interested in Xbox Game Pass for any titles on console and PC.





© 2021 Microsoft Corporation.

All rights reserved. Microsoft, Xbox, Windows, and other product names are or may be registered trademarks and/or trademarks in the U.S. and/or other countries. The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation.

MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.