

Xbox Live Lessons Learnt In Year One

OECD

Working Party of the Information Economy
Digital Broadband Content Panel

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Michel Cassius

Senior Director, Xbox Platform and Marketing



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xbox.com



The Xbox Live Journey

100,000 European Xbox Live paying subscribers
750,000 world-wide

On track for one million subscribers by June 2004

Xbox Live is top choice for online gaming

Very happy customer base

50 Live games now, and 70 by June

4.5 million game hours played world-wide over the
Christmas period

Average of 11 Friends per Live gamer

The Xbox Live Journey

What worked

Integrated approach

Infrastructure

Staged launches

Voice

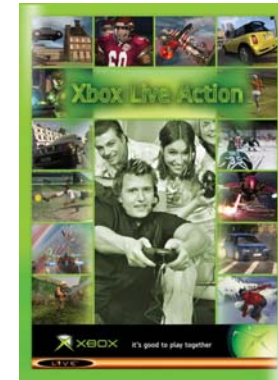
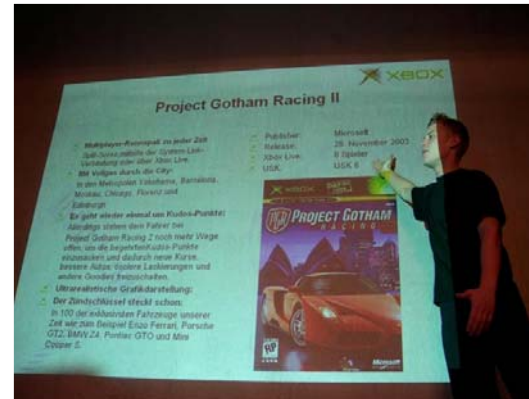
Friends List

Content

Partnerships

The Xbox Live Journey

Retail Programme



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Partnership: BT

£30 CashBack
When you buy Broadband from BT for online gaming
(you will be required to buy a monitor, see inside pack for details)

prepare for online gaming with
Broadband
from BT

See the latest Xbox® Live™ enabled games -
Just load the CD!

YOUR CHANCE TO WIN!
The Ultimate Online Gaming Package
See inside pack for details

XBOX LIVE
XBOX
The ultimate broadband gaming experience

BT

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The Xbox Live Journey

Challenges

Broadband adoption in Europe

Connectivity

Credit card payment

Timing

Is Online Gaming Mass-Market Yet?



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Why Online Gaming Is Not Mass-Market

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Market varies across Europe

The Journey to Mass-Market Online Gaming

To attract a broad audience,
We need compelling and accessible
content

And expanded social elements
In an easy-to-use format

The Journey to Mass-Market Online Gaming

We're taking this journey together

The Xbox Live Journey

Opportunities for ISPs

Xbox Live drives broadband adoption,
And give an entrée into a new customer base

The Xbox Live Journey

Opportunities for publishers

Offers new revenue streams in the form of
premium content,

And gives games longer shelf life

The Xbox Live Journey

Opportunities for retail

Xbox Live is an exciting product to sell that
customers want,

And gives new types of SKUs to sell

The Xbox Live Journey

Opportunities for developers

Xbox Live makes it easy to integrate online components into games,

And lets developers get on with doing what they do best

The Xbox Live Journey

The future

Lots to see and do

Easy ways to reach friends and rivals

A big choice of different types of games



MICHEL CASSIUS

DIRECTOR OF XBOX PLATFORM
HOME & ENTERTAINMENT DIVISION
EUROPE, MIDDLE EAST AND AFRICA

D	+44 (0)20-7434-6375
T	+44 (0)870 60 10 100
F	+44 (0)20-7434-6495
www.xbox.com	

MICROSOFT HOUSE
10 GREAT PULTENEY STREET
LONDON, ENGLAND
W1F 9NB

michelc@microsoft.com

Microsoft



it's good to play together

xbox.com

