

# Xbox Live Lessons Learnt In Year One

OECD

Working Party of the Information Economy  
Digital Broadband Content Panel

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# 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

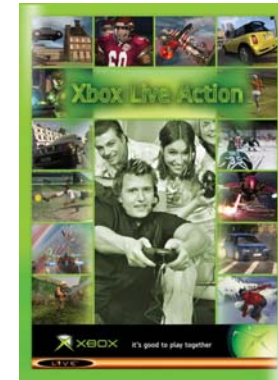
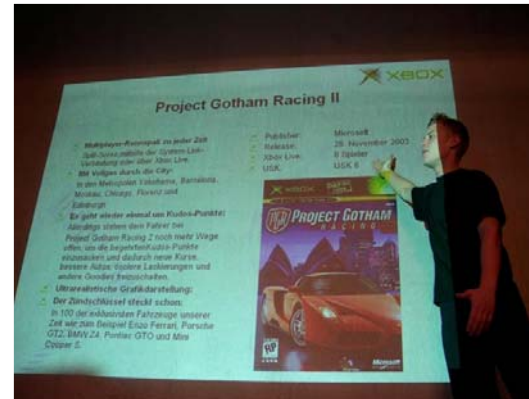
Friends List

Content

Partnerships

# The Xbox Live Journey

## Retail Programme



it's good to play together

# 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

it's good to play together

# The Xbox Live Journey

## Challenges

Broadband adoption in Europe

Connectivity

Credit card payment

Timing

# Is Online Gaming Mass-Market Yet?

 **XBOX** it's good to play together  
xbox.com



# 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



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