

US Fed News

SCHUMER, IN A PERSONAL MEETING WITH MICROSOFT PRESIDENT, URGES COMPANY TO EXPAND IN THE CAPITAL REGION GIVEN THE AREA'S GROWING VIDEO GAME DEVELOPMENT PRESENCE; FOLLOWING LAST YEAR'S VISIT TO SEE THE REGION'S EMERGING GAME INDUSTRY, SENATOR DOUBLES DOWN ON HIS COMMITMENT TO HELP CAPITAL REGION LEVEL UP AS LEADING TECH & GAMING HUB

635 words

17 February 2022

US Fed News

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English

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WASHINGTON, Feb. 17 -- The office of Sen. Charles E. Schumer issued the following press release:

Microsoft Recently Proposed Acquisition Of Activision Blizzard Inc., Which Employs Over 200 Workers In The Capital Region; Senator Says Time Is Right To Turbocharge Game Development Presence In Upstate New York

Senator Says Capital Region Has Over 20 Gaming Companies In Its Rapidly Emerging Tech Ecosystem Fueled By Rensselaer Polytechnic Institute That Are Prime To Support Additional Investment & Establish Region As Global Hub For Games

Schumer To Microsoft: Capital Region's Innovative Game Developers, World Renown Workforce, And Burgeoning Tech Ecosystem Is The Ultimate Combo To Power Up The Next Generation Of Digital Gaming

Following his continued advocacy to make the Capital Region a global gaming hub, U.S. Senate Majority Leader Charles E. Schumer personally met with the President of Microsoft, Brad Smith, urging the company to expand in the Capital Region, tapping into the area's emerging game development industry. Schumer urged Microsoft to invest in the rapidly growing tech ecosystem in Upstate New York, and highlighted the game development industry in the Capital Region, which Schumer personally visited last year. Microsoft recently proposed acquiring Activision Blizzard Inc., which employs over 200 workers in the Capital Region.

"The gaming industry generates hundreds of billions of dollars in revenue and shows no signs of slowing down, and some of the most cutting-edge games are being developed right in the Capital Region. I made it clear to Microsoft that if they are looking to level up their gaming biz that the Capital Region has all the components to become the next global gaming hub," said Senator Schumer. "Our world-class workforce fueled by innovative development programs at Rensselaer Polytechnic Institute and over 20 internationally recognized gaming companies make the Capital Region the ideal spot for investment to turbocharge the next generation of gaming."

Senator Schumer has been leading the charge to grow the Capital Region's gaming industry. Last year, Schumer personally visited Troy's Velan Studios, best known for creating globally famous games, such as Mario Kart Live and Knockout City.

Schumer explained that in New York the video game industry supports nearly 5,000 direct jobs, over 6,000 supplier and support jobs, and had an output of \$976.4 million in New York. New York also has over 140 companies centered on the video game industry, nearly 30 higher education programs focused on video game development, and dozens of emerging collegiate e-sports teams. Global game sales in 2021 are estimated at \$178.73 billion, with projections that they will top \$218.7 billion by 2024. Even during the pandemic, game sales grew nearly 20%. An estimated 2.7 billion people worldwide spent roughly 7.4 billion hours on game streaming platforms last year alone. Schumer said with industry growth showing no signs of stopping investing in the Upstate New York's gaming and tech ecosystem, top-notch universities, and world-class workforce, is the best way for Microsoft to be on the forefront of the next generation of gaming.

The Capital Region is currently home to 23 game development companies, including Warner Brother Games, Activision, PUBG, MadGlory, and Agora Games, which collectively employ over 600 people. Games like

Candy Crush, Guitar Hero, Tony Hawk's Pro Skater, and Fortnite have all been at least partially developed in the Capital Region.

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Gaming the System: The case for pessimism about Microsoft's latest acquisition

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U-Wire

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Boston University ; Boston, MA - opinion

By Nick Speranza

As those familiar with the tech industry may already know, Microsoft made a record-breaking acquisition on Jan. 18th. The deal was the purchase of Activision Blizzard — the largest third-party publisher in the gaming industry — to the tune of \$69 billion. This sum made the transaction the most expensive buyout not just in gaming but in the history of the entire tech industry.

Industry juggernauts buying up small publishers is nothing new, but Activision Blizzard's scale and prolific track record put this deal almost in a class of its own. The company is home to numerous gaming franchises including first-person shooters Call of Duty and Overwatch, the virtual fantasy world of World of Warcraft, and even Candy Crush. No wonder the price tag ran so high.

This bold acquisition is better understood in context, where it's only a conspicuous example of an industry-wide move toward consolidation. Microsoft's archrival Sony also tendered a large buyout in 2021, Tencent continues to hold stakes in several developers, Electronic Arts has swallowed up a few smaller firms and so on.

As I see it, this trend is only going to continue in the coming years — I wouldn't even be surprised if this newly-set record is broken. At risk of getting too technical, Karl Marx already theorized in the late 19th century that capitalism's tendency toward survival only of the fittest producers would inevitably lead to monopolies.

Marx observed "trusts" in his lifetime, where industrial companies would collude to fix prices and manage production, but the modern rise of mergers only vindicates his prediction further. In the gaming industry and the global economy in general, statistical analysis has shown that the money in acquisitions is only increasing in recent years.

In the case of Microsoft specifically, its push toward acquisitions is part of a broader effort to gather a roster of quality titles exclusive to Xbox — described by games journalist Jessica Conditt as getting "a few friends to keep Master Chief company." Exclusives have been standard practice for a long time in video game "console wars" to incentivize buying them, but they're still annoying. If I ever bought a console just to play one game — which many people do — it would feel more like arm-twisting coercion than an opportunity to play something.

The fact that Microsoft in particular made the purchase also speaks to a topic I discussed in my column three weeks ago, which is that everything is becoming a subscription rather than a one-time purchase. When writing that article, I somehow glossed over the service known as Xbox Game Pass — a renewing monthly payment allowing access to a few games on both the console and Windows computers.

As soon as they inked the deal, Microsoft was proud to announce that Blizzard games would be coming to their Pass, so I guess the trend of subscription payments for everything is showing no signs of slowing. Ironically, I was even praising Blizzard's Overwatch for its "old," non-subscription monetization model, but this deal may indicate that that will change.

Smaran Ramidi / DFP Staff

Even more bizarre is Microsoft CEO Satya Nadella's assertion that buying Activision Blizzard will help the company expand into the metaverse going forward. For context, the term "metaverse" refers, at least in theory, to a shift in the way we use technology rather than just new games and websites. Common concepts evoked by the metaverse include completely virtual worlds, "augmented reality" via cameras adding things to the real world and, most importantly, possessions and economic transactions that move between these worlds.

NFTs — those ugly, planet-incinerating monkey drawings — are often perceived as one example of this — a commodity that you can transfer between different websites — despite them not really working. Nadella's discussion of the metaverse in the future, like NFTs, also makes absolutely no sense.

"You and I will be sitting on a conference room table soon with either our avatars or our holograms," he explains. "Guess what? The place where we have been doing that forever...is gaming." Speaking for Microsoft he continued to add, "The way we will even approach the system side of what we're going to build for the metaverse is, essentially, democratize the game building," whatever that means.

When asked by Polygon what exactly the metaverse is for besides just playing video games, Nadella's free association moved to a new title in the Forza racing game series and how it will be a window into Mexican culture. This seeming non-sequitur does not make the metaverse any easier to understand.

To me, Microsoft's latest deal epitomizes many of the largest problems in video game subculture at the moment, all attributable to the modern economy. The acquisition would not be possible without the triumph of massive corporations over smaller firms before it, the pivot away from one-time purchases toward time-based rents and overtures to an ill-defined and frankly boring future in the metaverse.

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Microsoft's Activision acquisition is a bet on Gaming and Metaverse

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Microsoft announced its intention to acquire Activision a few days ago, for \$68.7 billion. This was just a few days after, the largest deal in the video game market, till then, was announced of Take-Two Entertainment buying out Zynga for \$12.7 billion (maker of Farmville, remember farming poinsettias a few years ago on Facebook?)

Let us look into the reasons why this is a very smart move by Microsoft against Sony.

Activision is the second largest game studio in the world, with revenues of around \$8 billion last year. Comparatively, Microsoft made about \$16 billion from games. But Activision does have bestselling titles like Call of Duty, World of Warcraft and Candy Crush.

Candy Crush is a best seller on the mobile platform. Additionally, the Call of Duty user base is around 400 million gamers from about 190 countries. And, in 2020, their largest customer was Sony, followed by Apple and Google.

Also Read: [How Indian software exporters are tapping the \\$8 trillion Metaverse opportunity](#)

The global video game market is a \$200 billion market, which got a bump during the pandemic, as people stayed home, and played video games. The Video game market is divided into three segments, Consoles, (those high-end expensive gaming devices), Computers and Mobiles.

Mobile gaming is rising, away from expensive gaming consoles, like Microsoft's Xbox and Sony's PlayStation. Sony PlayStation has sold many more consoles than Microsoft due to its high-end graphic capabilities. Nintendo, the other gaming console rival, has a fan following due to its brand and games like Mario.

Microsoft hopes to push the gamers to play games on the cloud (like watching a movie on Netflix or Amazon Video, but for games). This would need a very heavy infrastructure at the backend, but Microsoft already has built up this capability, ever since Satya Nadella took over at Microsoft as CEO.

Their cloud platform, Azure, is being used to convince corporates to migrate to using their office software on the cloud, which has been pretty successful.

Also Read: [People to spend 1hour per day in metaverse by 2026: Gartner](#)

Now they hope to do the same for games. Sony has preferred to go with Amazon Web Services. Fair enough, but now, Amazon has also announced that it is looking at the gaming market. (For the record, even Netflix is hosted on Amazon Web Services).

Microsoft chose to compete on another dimension, by offering exclusive games on the Xbox. Sony did this also with the games, Spiderman and Last of Us. And now Sony may be worried that they may lose their top-selling games on the PlayStation if Microsoft makes these games exclusive to Xbox.

But Microsoft has indicated, that they would honour the next three-game contracts. But after that, the options are open. And these are loyal gamers who would be very disappointed that their game is not available on their console.

Microsoft is not too concerned, as it is actually visioning that they would like to offer a monthly subscription service, where they can offer a host of games.

They already have a service called Game Pass, with about 25 million users. (Sony's online service has 47 million). The 400 million user base of Activision is an attractive audience.

And once, the gamers migrate to the cloud, then the device does not matter, as they can then play on any device, not just the competitors' devices.

The market is not too concerned about anti-trust regulators not permitting this acquisition, as the combined revenues would be less than 14% of the total global video revenues, supposedly far less to influence the market.

Sony may be in trouble. Its stock price dipped, as the investor concerns grew on news of the acquisition. Sony would be worried about the exclusivity of content, should Microsoft exercise this option for the Xbox, thus locking Sony out of the Activision games repertoire.

On the other hand, Sony Group had been following the "arms dealer" approach, where it sold its movie and tv content to multiple streaming partners for distribution, including the decade running hit tv series, "Seinfeld" to Netflix.

This would have implications for the video content space also. The market trends towards mobile would remove the need for expensive consoles, thus removing Sony's monopoly on the gaming console market.

Sony would have to consider acquiring another big-ticket game company, but the share prices of all the other video companies had also risen at the time the acquisition had been announced. Microsoft had got Activision at a discount, but this was something that Sony may not get the opportunity.

Activision share prices had been depressed due to several investigations carried on by various authorities, on allegations of sexual harassment, discrimination issues and complaints of a "frat-boy" culture.

Some of the employees had gone on strike and yet others were considering organising into a union. There were concerns that these facts may have been hidden from the Board, raising governance issues.

Activision was on the list of ESG compliant firms, and also on various ESG and Sustainability funds. These funds had stated that they would be reviewing this in light of these findings.

Activision leader, Bobby Kotick denied all the allegations and stated that Activision had maintained the highest standards and had taken steps towards resolving these issues. However, the doubts remained on the effectiveness of these steps. Bobby was admired by the investors due to the great financial performance of the company over the years.

But these reasons also gave an opportunity for Microsoft to step in, which they grabbed. Activision's developers will also be an asset for Microsoft's early steps into the metaverse, a concept that has shot into significance since Facebook announced it as their next initiative. (Facebook also renamed itself into Meta Platforms Inc.)

Metaverse is a virtual world, where one can do anything that one does in the real world, including socialising, purchasing digital goods, having meetings, attending concerts and so on.

And this is stated to be the next big phase for the internet. These will be just like video games, to start with, and having video game companies in-house, will be an added asset.

The first adapters to the metaverse? Gamers! And if you couple these 425 million gamers, with the cloud infrastructure, Azure, along with Teams collaboration software, and the GamePass subscription service, Microsoft has got all the initial components in place to be a dominant player in the Cloud Gaming and metaverse arena. This is one game definitely worth watching.

(The author is Professor - General Management & Strategy, Group Head - Strategy at Bhavan's SPJIMR.)

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AGG: Jeff Jacobovitz Quoted in AFK Gaming Article on FTC Probe Into Microsoft-Activision Blizzard Acquisition

Distributed by Contify.com

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Contify Investment News

ATINVT

English

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Feb. 11 -- Arnall Golden Gregory LLP issued the following news release:

AGG Litigation partner and chair of the Antitrust & Competition practice, Jeff Jacobovitz, was quoted in an article published in the AFK Gaming Esports Business Insights Newsletter titled "The Nuances of an FTC Probe into Microsoft-Activision Blizzard Acquisition" on February 11, 2022.

Although the Federal Trade Commission ("FTC") is taking the lead on looking into Microsoft's planned \$68.7 billion acquisition of Activision Blizzard, Jeff stated the news may not be as significant as people think as the Department of Justice and FTC have shared jurisdiction on antitrust cases in the past.

Jeff also stated that this deal will get a lot of scrutiny due to its scope, size, and overall impact on the gaming market.

"The merger is going to be scrutinized carefully, but whether it will be ultimately challenged or not, that's a different story," said Jeff. "It's not clear, but certainly based on the statements coming out of the FTC on tech and the pressure being exerted by the legislature, I think that it will be a battle."

[Category: Law/ Legal Services, Computer Software, Computers, M&A Activities, Regulatory and Legal]

Source: Arnall Golden Gregory LLP

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Virtual Reality Market is expected to reach USD 101.2 Billion by 2027 | Top Players are Sony Corporation (Japan), Google LLC, Microsoft Corporation (US),

989 words

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iCrowdNewswire

ICROWDN

English

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Market Highlights

Market Research Future (MRFR), in its latest study on the global Virtual Reality Market 2020, reveals multiple factors that determine dynamics of the market in the review period. A detailed study of the impact of COVID 19 on the virtual reality market is explained in the report. As per MRFR analysis, the Virtual Reality Market can rise at 37.4%GR across the forecast period 2017–2027. The Virtual Reality Market value can touch USD 101.2 Bn by 2027.

VR tech has gained widespread recognition following the growing adoption of the technology in the past few years. Given this, a number of players are emerging in the market with the goal of navigating VR towards mainstream adoption. Furthermore, the introduction of commercial virtual reality headsets is expected to stimulate market growth, and investments by technological giants such as 'Google' are likely to lead to advancements in the field of display technology. Moreover, with growing investment in research and development by key players, Market Research Future (MRFR) projects the global virtual reality market to be more competitive in the coming years and is estimated to hit USD 101.2 billion at a 37.4%GR during the forecast period (2017–2027).

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Segmentation Table

By Component

Hardware Software Services

By Device Type

Head-Mounted Displays Gesture Tracking Device Projectors & Display Walls 3D Cameras Others

By Technology

Non-Immersive Semi-Immersive Fully Immersive

By Vertical

Consumer Electronics Aerospace & Defense Healthcare Commercial Industrial

Virtual reality has often found its application enthralling, with interactive video games or even movies and television series. Where it is too dangerous, costly, or impractical to do in reality, virtual reality is seen as an ideal alternative. With the growing demand for cloud gaming and innovative gaming consoles, demand for immersed environment gaming is rising rapidly.

One of the most common uses of VR headsets is in gaming applications. Companies like Oculus, HTC, and Sony, have built a variety of items that consumers can use for an overall immersive gaming experience. However, there are other applications for VR products, like remote assistance and training.

Investments by technology vendors are creating innovations in the field of display technology, which will shift the vision of conventional methodology. With technology giants like Google investing significant amounts in technology start-ups to grow VR devices and other main players investing in their R&D across this segment, the future of the industry will be more competitive.

Consumers are extensively using VR applications, which are based on a variety of purposes, such as the automobile, gaming, media, and entertainment industries. The new developments in the consumer electronics segment are driving the development of virtual reality for multiple applications across the marketplace. For example, consumers are moving towards virtual reality in gaming with high definition, stunning graphics, and motion with high-end audio.

Virtual Reality (VR) is one of the main multidisciplinary technology trends, incorporating computers, various sensors, graphic images, communication, measurement and control of multimedia, artificial intelligence, and other technologies. The coronavirus pandemic has had a positive effect on the virtual reality market share. When the pandemic hit, and the travel screeched to a halt, the globetrotters felt deprived.

However, numerous VR service companies, such as Amazon Explore and the new Airbnb virtual reality service, have hit the market with cost-effective and fun services. In 2020, evolving communication systems and two-way video became primary social channels. COVID 19 has stimulated progress in many VR and virtual travel companies that have already offered 360 technology and immersive experience to figure out how to do it on a much wider scale.

Moreover, with many individuals compelled to work remotely as a result of the COVID-19 outbreak, the very idea of how organizations work together is increasingly changing. This is expected to increase the demand for virtual reality. As of now, employees are communicating on video conferencing platforms, such as Zoom, and Slack, Teams, and other texting apps. Nowadays, VR is providing what consumers are looking for and has the potential to play a major role in the future of learning and development. In addition, with virtual simulation, a person can feel the real-life-like experience at a fraction of the cost. However, the advancement in virtual reality is still in progress, and there are high expectations on what the future holds for VR.

Browse Complete Report @ <https://www.marketresearchfuture.com/reports/virtual-reality-market-916>

Global Virtual Reality Market Research Report: By Component (Hardware and Software), By Device Type (Head-Mounted Displays, Gesture Tracking Device, Projectors and Display Walls and 3D Cameras), By Technology (Non-Immersive, Semi-Immersive and Fully Immersive), By Vertical (Consumer Electronics, Aerospace and Defense, Healthcare, Commercial, Industrial and others) – Forecast till 2027

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Limelight

Microsoft has acquired Activision Blizzard and is changing the landscape of gaming

Carlos Eduardo M. Botelho, carlos.botelho@iowastatedaily.com

769 words

6 February 2022

Iowa State Daily

ISD

English

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It's been over a year since PlayStation and Xbox released their new consoles, and just like any generation, both companies are fighting to see who will come out on top. Within the span of just a couple of weeks, Sony and Microsoft landed two of the biggest company buyouts in video game history.

On January 18, Microsoft acquired Activision Blizzard, developers of "Call of Duty," "Overwatch" and "World of Warcraft." This acquisition is nearly 10 times bigger than the Zenimax deal (owner of the publisher Bethesda Softworks) and opened endless opportunities for the future of Xbox.

CEO Phil Spencer commented on the deal and said, "Had good calls this week with leaders at Sony. I confirmed our intent to honor all existing agreements upon acquisition of Activision Blizzard and our desire to keep 'Call of Duty' on PlayStation".

In response to the multibillion-dollar deal, Sony announced January 31 that Bungie, creators of the original "Halo" and developers of "Destiny," will be joining the PlayStation family.

"We are incredibly excited about the opportunities for synergies and collaboration between these two world-class groups," said Jim Ryan, CEO of Sony Interactive Entertainment.

Sony also clarifies that Bungie will remain a multi-platform studio; however, it will now be under the supervision of Herman Hulst, head of PlayStation Studios.

The acquisitions both Sony and Microsoft have been landing over the last few years have set a precedent, and it begs the question: "What is the end goal here?". In the past, the answer was simple, Xbox and PlayStation are trying to outsell each other. However, the growth of video game subscription services and the ongoing development of cloud gaming have made the answer to this question more complicated.

Since the creation of Xbox Game Pass, a Microsoft video game subscription service, it seems that the strategies of both Xbox and PlayStation are no longer aligned. The intent of all of Microsoft's recent acquisitions is to increase the market value of Game Pass. Their vision is that if games such as "Call of Duty," "Skyrim" and "Overwatch" are brought on day one to the subscription service, that will force many PlayStation players of those games to make the switch to Xbox or PC. Why would one spend \$60 or \$70 on a game when they can have it for "free" on Game Pass?

Microsoft also shares the vision that success in the industry is achieved by making games more accessible to the player. Phil Spencer (CEO of Xbox) has said in the past, "The business isn't how many consoles you sell. The business is how many players are playing the games that they buy, how they play."

That is why their focus is on gaming services and not outselling PS5s. Game pass is constantly increasing their subscription base, and if someday the industry shifts to streaming and cloud, Microsoft will be ahead of the game because they will already have a system where it will be easier to make the change.

On the other hand, Sony does not have a direct competitor to Game Pass, and they have a wholly different vision for the future of gaming. The goal behind their recent acquisitions of studios such as Bungie, Housemarque and BluePoint is to find new intellectual property.

The recent success of their exclusive games such as "Spiderman," "God of War" and "The Last of Us" have proven that the quality of PlayStation's exclusive IPs is the reason why the PS5, even after a year of launch, is still sold out.

In addition to the vast collection of first-party games, PlayStation appears to have adopted a synergistic media approach when it comes to the titles they own. Not too long ago, Sony announced the launch of PlayStation Productions, a TV/movie production division in charge of creating content from their exclusive video game titles. The "Uncharted" film starring Tom Holland and the HBO "The Last of Us" series starring Pedro Pascal will be their first projects.

In the end, both companies are betting the industry moves toward the direction they each envision. Microsoft invests in a future where gaming is subscription-based, where consoles will become obsolete, and Sony believes that the quality of their exclusive IPs will be enough to continue to drive the sales of their consoles.

The video game industry is rapidly changing, and as the acquisitions of both companies start showing returns, we will have a definite answer on which strategy has a better payoff.

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Microsoft Buys Activision: What Could This Mean for the Future of Gaming?

319 words

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University of Illinois - Springfield ; Springfield, IL - top-stories

By Jermaine Windham

Very recently, Microsoft made a huge purchase that is sure to shake up the current world of gaming. The huge, American multinational technology and software company responsible for making gaming consoles such as the Microsoft Xbox 360 and Series X, bought out Activision Blizzard. The total cash transaction totaled to be \$68.7 billion.

Activision Blizzard Inc. is a very popular video game holding company responsible for critically acclaimed titles such as Call of Duty, Destiny, Sylanders, and Crash Bandicoot. These titles will now be owned by Microsoft. Which leads to the question: What could this mean for the future of gaming?

While it is too early to determine the impact the sale will have, one can speculate Sony may possibly not be able to continue producing future Activision games for the PlayStation consoles. As many may know, Microsoft and Sony are in competition when it comes to their gaming and platforms. This could potentially mean the decrease in future Sony products since people may no longer be able to play some of their favorite games when they come out with newer titles. Activision accepted the deal from Microsoft and allowed themselves to be purchased.

Now being led by Microsoft, Activision might be able to produce more quality games at a more effective rate. Microsoft is obviously looking to take their company to the next level with this major transaction. The company is opening doors to further gaming innovations. PlayStation, however, has yet to really make a huge move like Microsoft did. Could this transaction mean less revenue for Sony? Only time will tell, but whatever the case, gamers and supporters alike are going to be in for a surprise from Microsoft. That can almost be guaranteed.

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Business

Business

Microsoft's Videogame Boss and the Long Battle to Reinvent the Company; The \$75 billion bid to buy Activision Blizzard is the culmination of years of building by Phil Spencer, the company's gaming chief

By Aaron Tilley

2,218 words

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The Wall Street Journal Online

WSJO

English

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The \$75 billion deal that Phil Spencer engineered for Activision Blizzard Inc. is the biggest bet yet that games can go from a side hustle to a core business at the world's most valuable software company.

A Microsoft Corp. lifer and a lifelong gamer, Mr. Spencer has been the chief architect and evangelist for a bigger videogame strategy inside a company that revived its fortunes in recent years largely by focusing on business customers. His plan has shifted videogames at Microsoft from its two-decade emphasis on its Xbox videogame hardware to a vision of assembling a roster of studios whose games can be played across a range of devices. And Mr. Spencer has tied his game ambitions directly into cloud computing, which Microsoft Chief Executive Satya Nadella has put at the heart of his broader vision.

"He does a great job of balancing business needs with the creative needs," said Robbie Bach, a retired Microsoft executive who led the early development of Microsoft's Xbox business starting in 1999. "That is the hardest thing to do."

The deal for Activision, which is subject to federal antitrust review, would turn the Redmond, Wash., company into the world's third-largest videogame company, behind China's Tencent Holdings Ltd. and Japan's Sony Group Corp. Microsoft would have more than \$20 billion a year in gaming revenue, putting it on par with the Windows operating system that for decades was the biggest driver of Microsoft's business.



Cloud-based gaming has been a priority for Mr. Spencer, shown playing Microsoft's Minecraft on his phone. PHOTO: Meron Menghistab for The Wall Street Journal

The acquisition also would let Microsoft position its gaming business as an on-ramp to the metaverse, a future vision of the internet that has been heavily hyped within the tech industry. In October, Facebook announced its new metaverse focus and a new company name: Meta Platforms Inc. Videogames are in many ways an early version of the metaverse, with players spending hours absorbed in digital worlds where they spend money on digital goods and socialize.

As the gaming industry prepares for the adoption of subscription-based business models, acquisitions of gaming studios have been heating up. A week before Microsoft announced its acquisition of Activision, Take-Two Interactive Software Inc. said it had agreed to acquire mobile game maker Zynga Inc. for \$11 billion. And this week, Microsoft console rival Sony said it would be [acquiring Bungie Inc.](#), the studio responsible for creating the Halo and Destiny franchises, for \$3.6 billion. Videogame-industry mergers and acquisitions nearly tripled to \$26.2 billion in 2021 from \$8.9 billion in 2020, according to research firm PitchBook.

Mr. Spencer, 54, started at Microsoft in 1988 as an intern while in college. He spent his high-school years not far away, in a town on the southern border of Washington state, where he attended Ridgefield High—mascot "Spudder" named for the potato fields that used to cover the area. One of his first tech jobs was working at an electronics store called Computer Mart.

He earned a degree in technical and scientific communication at the University of Washington, then joined Microsoft full time. He worked as part of teams that developed Microsoft Money and other software.

All the while he remained an avid gamer—sometimes even when he was on the clock.

In his early days at Microsoft he was into Ultima Online, one of the first hugely popular multiplayer online fantasy games, which he was sometimes known to play at the office, said a former employee.

Microsoft, which had dabbled in games for years, launched its first Xbox console in 2001. When Mr. Spencer joined the Xbox team in that first year, the company owned around five studios to make games; following the Activision deal it would own 30.

He was already more into games than the average Microsoft employee, said people who worked with him. He would call colleagues into his office to show off new ones, they said, and sometimes play games on his phone during meetings.

In a 2020 podcast with Xbox employee Larry Hryb, Mr. Spencer acknowledged playing on the company's latest Xbox console during videoconference calls that took place via the company's Teams software. "When I'm working, don't tell Satya, but there are many times where I'll just flip over and I'll be sitting on the Teams call and I'm playing with my Series S," he told the interviewer.



Mr. Spencer started at Microsoft in 1988 as an intern while an undergraduate at University of Washington. PHOTO: Meron Menghistab for The Wall Street Journal

"I wouldn't be surprised if Phil has literally played every game that launched in the past year and has an opinion on it," said Richard Irving, who spent 12 years working on the Xbox team before leaving Microsoft in 2016. "Phil at his core is a gamer."

While he plays many games, his go-to in recent years has been Destiny 2, a multiplayer first-person shooter developed by Bungie, the company Sony recently said it is acquiring.

When not gaming, Mr. Spencer is known to play golf. He married his high school sweetheart and has two adult daughters. Colleagues under him have described him as a "low heart-rate kind of guy" and "very calming."

In February 2014, Mr. Nadella took over as CEO, as Microsoft was struggling to find a winner in consumer technology. It was late jumping into the mobile internet and was losing to competitors in search and social media.

Mr. Nadella's leadership team decided to focus on bringing big businesses to the cloud while squeezing out struggling consumer businesses such as the Nokia phone business it acquired in 2013 for \$7.2 billion, said people familiar with the discussions.

Mr. Spencer [became head of the videogame business](#) the month after Mr. Nadella's promotion. The gaming business was also suffering setbacks. The company's latest console was losing out to Sony's PlayStation. Gamers complained about the Xbox's high price and the focus on its nongaming features, such as the ability to play TV channels and music.

"This past year has been a growth experience both for me and for the entire Xbox team," said Mr. Spencer in a blog post when he took over. "We've taken feedback, made our products better."

Microsoft scrapped plans for broader entertainment aspirations—including a TV and movie studio and a Roku-like streaming media box, said people familiar with the company's thinking. The company considered selling the low-margin business of building the physical Xbox videogame consoles, they said.

Still, Mr. Spencer engineered a big gaming acquisition. In 2014, Mojang AB, the creator of the popular Minecraft videogame, approached him about a deal, said people familiar with the transaction. Mr. Spencer took it to Mr. Nadella and Microsoft [bought the company for \\$2.5 billion](#).

Minecraft thrived, adding millions of new users. By 2016, it was seen by some company executives as one of Microsoft's most successful acquisitions. Mr. Nadella asked: "Is there more money we can put into this?" according to a former Microsoft executive familiar with the conversation.

The Xbox group started reporting directly to Mr. Nadella in 2017. The group by then had grown to around 10 studios.

Mr. Nadella was focusing on cloud services for its big corporate customers, say people that were familiar with his thinking, and Mr. Spencer showed him how gaming could [fit with that strategy](#) by creating what they later dubbed a "Netflix for gaming," a subscription service running on the cloud rather than on players' consoles or PCs.

"We saw the same things happening in the game space," Mr. Spencer said in an interview last year.

Microsoft had turned subscription-based cloud services into a huge new business and it decided to try the same tactic with gamers. In 2017, the company introduced Game Pass, a service offering a catalog of games for people to play for a monthly fee, instead of buying individual titles for around \$60 apiece.

"We've only scratched the surface of the opportunity this new model brings to the industry," Mr. Spencer wrote in a blog post soon after launching Game Pass.

Mr. Spencer was at the center of pushing this strategy forward. In meetings, Mr. Spencer's staff would present arguments for why Game Pass wouldn't work—publishers wouldn't participate, or it would eat into profits—recalled Mr. Irving, the former Xbox staffer. But Mr. Spencer wouldn't relent.

"He wouldn't take no for an answer," said Mr. Irving, who was present at those early meetings. "He was always trying to find a way to make it work."

Sarah Bond, a corporate vice president in the Xbox group, joined in 2017 right when Game Pass launched and has watched Mr. Spencer slowly build his vision piece by piece.

"He is an extraordinarily patient man," said Ms. Bond. "He thinks of things in arcs of time far longer than me. He often encourages me to be patient."

In 2018, Mr. Spencer unveiled streaming gaming to hundreds of company leaders at an annual retreat at a mountain resort in Washington. In a live demo, a player in North America on a Microsoft Xbox console, another in Europe on a PC and yet another on a cellphone in Indonesia raced each other in a Microsoft game that was running on Microsoft's cloud.

It showed a future of gaming that functioned completely on the cloud, potentially creating a huge new group of consumers to target with Microsoft's cloud-services infrastructure.

"From that moment on, the leadership at the highest levels of Microsoft were bought in," said Kareem Choudhry, the corporate vice president of cloud gaming, who presented the demo. "We were just kind of off and running to the races."

Using the cloud to play games is a tricky technical feat. Compared with streaming TV shows and movies, gaming requires vastly faster connectivity speeds to work smoothly. The game's response to a player pressing a button needs to feel instantaneous for the player—and to any remote opponents playing along. Any lag is a matter of life or death for their virtual character as well as the popularity of a streaming game. Early efforts to make complicated games like Halo work entirely on the cloud failed because the infrastructure and internet speeds were still too slow. But in recent years it has become possible.

When Microsoft first started testing the service in 2017, the company zip-tied racks of Xbox 360 consoles to metal frames inside some of its massive data centers. The setup has evolved since then. Now, it uses specialized circuit boards sitting inside these data centers, which are essentially the innards of the Xbox. Microsoft says the cloud Xboxes are able to run faster in the data centers than in people's homes because of the way they are cooled.

Mr. Spencer started pursuing more acquisitions as it needed original content to entice gamers to its subscription platform. By last year it owned a total of 23 studios.

Mr. Spencer's opportunity to [buy Activision](#), one of the largest gaming companies, arose late last year. Federal regulators were [investigating the company](#) over how it handled employees' allegations of sexual misconduct and workplace discrimination, and The Wall Street Journal reported that Activision CEO Bobby Kotick had [mishandled sexual-misconduct allegations](#). Activision's share price tumbled nearly 30% between July, when the first regulatory investigation was made public and when the Microsoft deal was announced, making it a ripe acquisition target.

SHARE YOUR THOUGHTS

Do you ever play videogames during work calls? Join the conversation below.

In response to the troubling revelations about Activision, Mr. Spencer sent a letter to Microsoft employees saying Microsoft was [re-evaluating its relationship with the game company](#). At around the same time, however, he reached out to Mr. Kotick, whom he had known for years, starting a two-month conversation that culminated in [Microsoft's \\$75 billion offer](#) last month, the Journal reported.

Mr. Spencer now faces the task of integrating a company that is still reeling from allegations of a toxic workplace culture. Where Microsoft has usually taken a hands-off approach with companies it acquires, analysts say, Activision may need more hand-holding.

Mr. Spencer said he is confident that Activision management is addressing the workplace issues.

"We see the progress that they are making, that was pretty fundamental to us deciding to go forward here," he said.

If the Activision deal closes, Mr. Spencer's group will control 30 studios, pushing the company closer to becoming the "Netflix for gaming."

"Phil has been systematically putting the building blocks in place," said S. Somasegar, a more than 25-year veteran of Microsoft who left in 2015. "He's got enough now to take the next big step with Activision."

Write to Aaron Tilley at aaron.tilley@wsj.com

[Microsoft's Videogame Boss and the Long Battle to Reinvent the Company](#)

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Worldwide Cloud Gaming Industry to 2030 - Featuring Amazon Luna, Blacknut and Microsoft Among Others - ResearchAndMarkets.com

458 words

4 February 2022

18:34

Business Wire

BWR

English

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DUBLIN--(BUSINESS WIRE)--February 04, 2022--

The "Cloud Gaming Market by offering, Device Type, and Solution: Global Opportunity Analysis and Industry Forecast, 2021-2030" report has been added to ResearchAndMarkets.com's offering.

Cloud gaming, sometimes called gaming on demand or gaming-as-a-service, is a type of online gaming that runs video games on remote servers and streams them directly to a user's device. Some of the major cloud gaming devices are Microsoft Xbox, google stadia and others.

Independent operation mode of the system and more affordable than other conventional gaming consoles is one of the major factor that is driving the market growth. However, higher latency issues and lesser detail than traditional gaming platforms is primarily restraining the market growth. Moreover, advancement in cloud gaming network coupled with enhanced privacy is creating a lucrative opportunity for the market growth.

The global cloud gaming market is segmented on the basis of offering, device type, solution and region. Based on offering, the market is segmented into infrastructure and gaming platform services. Based on device type, the market is segmented into smartphones, tablets, gaming consoles, PC and laptops, smart tv and HMD. Based on solution, the market is segmented into video streaming and file streaming. Based on the region covered, the market is analyzed across North America, Europe, Asia-Pacific and LAMEA.

Key Benefits

- The study provides an in-depth analysis of the Cloud Gaming market along with current trends and future estimations to elucidate imminent investment pockets.
- Information about key drivers, restraints, and opportunities and their impact analysis on the market size is provided in the report.
- Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.
- The quantitative analysis of Cloud Gaming market for the period 2020-2030 is provided to determine the market potential.

Market Dynamics

Drivers

- Cloud gaming technologies' platform independence
- More affordable than conventional gaming consoles

Restraints

- High latency issues

- Lesser detail than traditional gaming platforms

Opportunities

-- New-age network evolutions

-- Enhanced security and privacy prevention

Companies Mentioned

--

Amazon Luna

-- Blacknut

-- Google LLC

-- Microsoft Corporation

-- NVIDIA Corporation

-- Shadow Sony Group Corporation

-- Tencent

-- Ubitus K. K.

-- Vortex (RemoteMyApp Sp. z o. o

For more information about this report visit <https://www.researchandmarkets.com/r/y2rm75>

View source version on businesswire.com: <https://www.businesswire.com/news/home/20220204005257/en/>

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Hasbro hires Cynthia Williams from Microsoft to lead Wizards of the Coast and digital gaming business

AnimationXpress Team
Distributed by Contify.com

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3 February 2022

AnimationXpress

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English

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Hasbro has announced that Cynthia W. Williams has been appointed president of its Wizards of the Coast and Digital Gaming division and that Tim Fields has been appointed senior VP and GM of Digital Gaming, both effective 21 February 2022.

Williams joins Hasbro from Microsoft, where she most recently served as GM and VP, Gaming Ecosystem Commercial Team, and most notably drove the expansion of Xbox Gaming and the acceleration of game-creator growth. Prior to joining Microsoft, Ms. Williams spent more than a decade at Amazon, where she led the global growth of their e-commerce direct-to-consumer business Fulfillment by Amazon.

Fields joins Hasbro from Kabam Games, one of the most successful mobile gaming studios in North America, where he served as CEO for the past five years. Under his leadership, Kabam developed and operated numerous AAA games, including Marvel Contest of Champions, Disney Mirrorverse, Fast and Furious and Transformers: Forged to Fight. A 26-year veteran of the video game industry, Tim has held a range of leadership positions at major publishers, including Capcom, Microsoft and Electronic Arts.

Hasbro's Wizards of the Coast and Digital Gaming division current president and chief operating officer Chris Cocks said: "We are extremely pleased to welcome Cynthia and Tim to the Hasbro family. They join at an exciting and dynamic time, and Wizards of the Coast – as well as all of Hasbro – will greatly benefit from their skills and experiences. Cynthia brings a deep understanding of technology and e-commerce, along with cloud and console-based gaming. She has a proven track record, across both Microsoft and Amazon, of scaling businesses to drive profitable growth. Her experience is highly complementary to Tim's, who brings to Wizards unmatched production experience and a demonstrated ability to accelerate the growth of brands in mobile gaming."

"I am extremely proud of our team and the great successes we've had across our Wizards of the Coast and digital gaming business over the last five years, and also of the IP we've created to attract top talent in our space. As I transition into my new role as CEO of Hasbro later this month, I am excited to partner with Cynthia and Tim, working together to expand our fan base, deliver across the Brand Blueprint and activate our significant investments in the business to become the world's leading fantasy-inspired gaming publisher on all platforms," Cocks continued.

Williams said: "Joining the team whose passion and imagination created such iconic games as MAGIC: THE GATHERING and DUNGEONS & DRAGONS is a dream come true. With best-in-class developers, designers and producers, the opportunities at Wizards of the Coast for creative storytelling and innovative game play are limitless. I look forward to working with Chris, Tim, Hasbro and the entire Wizards of the Coast team to build on their incredible momentum and deliver exciting new experiences for our fans globally."

Williams will succeed Cocks, who will assume the role of Hasbro CEO on 25 February 2022. As the head of Wizards of the Coast and Digital Gaming, Williams will lead the strategy for two of the biggest names in gaming, MAGIC: THE GATHERING and DUNGEONS & DRAGONS, while driving continued global growth for the division and leading new fan and story-led tabletop and digital experiences. She will build and expand on the outstanding foundation laid by Mr. Cocks, under whose leadership Wizards of the Coast doubled its revenue from 2018 to 2021.

Fields said: "As a lifelong gamer who has been playing DUNGEONS & DRAGONS and MAGIC: THE GATHERING since I was a child, I am thrilled to be joining the Wizards and Hasbro family to develop the next generation of AAA digital games. Working alongside such a talented team and under Cynthia's leadership, I look forward to bringing the love of these brands to millions more players around the world."

Fields will report to Williams. As Digital Gaming senior VP and GM, he will be responsible for all digital gaming, including internal and external development of Wizards' growing portfolio of story-led projects.

Global Cloud Gaming Market (2021 to 2027) - Featuring IBM, Microsoft and Intel Among Others - ResearchAndMarkets.com

850 words

3 February 2022

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Business Wire

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English

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DUBLIN--(BUSINESS WIRE)--February 03, 2022--

The "Global Cloud Gaming Market By Offering, By Device Type, By Solution, By Regional Outlook, Industry Analysis Report and Forecast, 2021 - 2027" report has been added to ResearchAndMarkets.com's offering.

The Global Cloud Gaming Market size is expected to reach \$14.01 billion by 2027, rising at a market growth of 64.1% CAGR during the forecast period.

Key Market Players

--

IBM Corporation

-- Activision Blizzard, Inc.

-- Advanced Micro Devices, Inc.

-- Microsoft Corporation

-- Amazon.com, Inc.

-- Intel Corporation

-- Meta Platforms, Inc.

-- NVIDIA Corporation

-- Sony Corporation

-- Tencent Holdings Ltd.

Cloud gaming refers to a form of gaming that is based on cloud technology. It is designed in a way that allows the users to operate and play a variety of games on remote servers that streams the whole game on the device with which the cloud is connected to. Cloud gaming technology, unlike conventional gaming procedures that runs on the local disk spaces of the gaming device, works as an integration into the cloud technology with lesser requirement of user's device storage. In other words, Cloud gaming is also called gaming-as-a-service.

For using cloud gaming technology, the user needs a cloud gaming platform which is provided by the developer organization of the game with a subscription pack. These platforms run in a similar fashion like remote desktops and video-on-demand services.

Market Growth Factors:

Minimized restrictions for high-end specifications and freedom for cross-platform gaming

A lot of games across the gaming industry demand high-end PCs with ultra-advanced specifications and external sources like graphic cards and additional RAM, which deprives the gamers, without access to these resources, from the gaming experiences. Cloud gaming allows the users to play a wide range of games on a variety of compatible devices without any restrictions of high-end specifications as well as other external resources.

Due to the advent of cloud gaming services in the gaming industry, gamers are now enabled to play games with intensive graphics smoothly on their low-end devices with lesser specifications. The operation of cloud games runs on the capabilities of network connections. The high-scale infrastructure developed intending to smoothen the cloud gaming experience, allows the user to run graphic-intense games on their low-spec devices like mobile phones, laptops, tablets, gaming consoles, and other devices.

Increasing trend of gaming communities

With the increasing interest and attention of people toward rising trend of gaming communities is one of the reason that is encouraging cloud gaming. While playing on cloud gaming platforms, the developers allow the gamers to form a new gaming community or join an existing one on the developer provided cloud gaming platform. The gaming community allow the gamers to interact with various gamers across the world respective to the language and preferences selected by the user. Gaming communities also enable the user to join clans and crews so they can play with few particular gamers across the platform.

Market Restraining Factor:

Addiction to cloud games due to increased access

The diffusion of cloud gaming trend is constantly rising due to the increased access to these games, that too in a very low prices. More people are now capable of reaching cloud games and platforms. With the rising number of cloud game players across the world, the problem of addiction to these games occurs. People have a complete remote access of these games that may increase the vulnerability towards the addiction of these games which can put negative impacts on their mental health. In addition, addiction to these games is expected to disrupt the productivity along with mental well-being.

Key Topics Covered:

Chapter 1. Market Scope & Methodology

Chapter 2. Market Overview

2.1 Introduction

2.1.1 Overview

2.1.1.1 Market Composition and Scenario

2.2 Key Factors Impacting the Market

2.2.1 Market Drivers

2.2.2 Market Restraints

Chapter 3. Competition Analysis - Global

3.1 Cardinal Matrix

3.2 Recent Industry Wide Strategic Developments

3.2.1 Partnerships, Collaborations and Agreements

3.2.2 Product Launches and Product Expansions

3.2.3 Acquisition and Mergers

3.3 Top Winning Strategies

3.3.1 Key Leading Strategies: Percentage Distribution (2017-2021)

3.3.2 Key Strategic Move: (Partnerships, Collaborations and Agreements: 2019, May - 2021, Oct) Leading Players

Chapter 4. Global Cloud Gaming Market by Offering

Chapter 5. Global Cloud Gaming Market by Device Type

Chapter 6. Global Cloud Gaming Market by Solution

Chapter 7. Global Cloud Gaming Market by Region

Chapter 8. Company Profiles

For more information about this report visit <https://www.researchandmarkets.com/r/nb5k9t>.

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Hasbro Again Taps **Microsoft** Pipeline For **Gaming** Unit -- Market Talk

1,353 words

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Dow Jones Institutional News

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English

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1632 ET - Hasbro is adding another Microsoft executive to lead its Wizards of the Coast and digital gaming unit, with Cynthia Williams joining from the tech company to serve as president. Williams is replacing Chris Cocks, another former Microsoft executive who was recently named as the next CEO of Hasbro. Williams had served as general manager and vice president of Microsoft's gaming ecosystem commercial team, and helped with the expansion of Xbox Gaming. She previously worked at Amazon. Hasbro also adds another digital gaming executive to the group, with Tim Fields, the former CEO of Kabam Games, set to become general manager of digital gaming. (paul.ziobro@wsj.com; @pziobro)

1630 ET - McKesson beats top- and bottom-line estimates in its fiscal 3Q, and raises adjusted earnings outlook for the year based on the continued strength of its Covid-19 vaccine distribution business and a lower share count. Vaccines also drove a 12% increase in adjusted operating profit of \$735M from its pharmaceutical business. McKesson shares flat after-hours. (joseph.walker@wsj.com)

1605 ET - US stocks rise again, helped by strong earnings by Google and others. US private-sector jobs fell by 301,000 in January amid a spike in Covid-19 infections, missing expectations of an increase. Google lifts the communications-services sector with a 7.5% jump after recording higher profit and announcing a 20-for-1 stock split. PayPal sinks 25% after cutting its earnings guidance. The Dow gains 0.6% to 35629, the S&P 500 rises 0.9% to 4589 and the Nasdaq advances 0.5% to 14417, the big stock indexes' fourth straight winning session and their longest such streaks since the end of December. (jonathan.vuocolo@wsj.com; @jonvuocolo)

1601 ET - B. Riley sees \$50M to \$100M in potential cost synergies for a combined Cedar Fair and SeaWorld, with both projected to spend roughly \$600M in combined cost of goods sold and SG&A during 2023. The firm also sees an undeveloped land portfolio as a key growth lever. "Given the attractiveness of undeveloped land around or near a regional theme park for future expansion opportunities," B. Riley believes it's playing a key role in Cedar Fair becoming an acquisition target. The investment bank says that as of 2020, Cedar Fair controlled approximately 1,425 acres of undeveloped land around most of its theme parks which could be used for hotels, entertainment/sports complexes or water parks. Cedar Fair continues gains, up 4% after gaining 13 points Tuesday. (michael.dabaie@wsj.com)

1533 ET - Supply-chain leaders should re-think work with an eye to workers and workers' needs rather than office locations to remain competitive, according to Gartner. Part of that, Gartner said, would require flexible work arrangements and managers who show empathy. About 61% of supply-chain leaders surveyed by Gartner said the work shifts brought on by the pandemic would result in permanent hybrid works, even for frontline workers, who have traditionally had to show up physically to do their job and who in many cases have changing schedules based on the supply-chain's needs. More than half of respondents said they were investing in flexible work designs, and around three-quarters of respondents said they were investing to enforce equitable employment practices and giving employees meaningful, purpose-driving initiatives. Gartner surveyed 983 supply-chain leaders from August through October 2021. (maria.armental@wsj.com; @mjarmental)

1529 ET - PayPal nosedives 25% after disappointing 4Q results, but Mizuho analysts say they see "notable positives" in the report. For instance, incremental total payment volume growth excluding eBay accelerated in 4Q to \$55B vs. \$53B in 3Q. "The take rate ex. Ebay accelerated slightly by 5bps, marking a potential change in trend," Mizuho adds. The analysts were also encouraged by engagement in the latest quarter. They say the "knee-jerk" selloff was understandable, but "see signs of the COVID hangover coming to an end, opening a new investment opportunity in PYPL." Mizuho has a \$200 price target. Shares are currently trading at \$132.13. (stephanie.lai@wsj.com)

1514 ET - Patriot Transportation had fewer drivers in the fiscal 1Q, but improved freight rates contributed an operating revenue increase to \$20.6M from \$20.2M. This follows comments from JB Hunt Transport Services and Covenant Logistics Group about 4Q driver shortages. Patriot's EPS of \$1.74 reflects \$1.70 of gains on real estate sales; a year earlier it posted a loss of 7 cents a share. While revenue miles were down 15%,

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negotiated rates "more than offset driver pay increases, higher fuel costs and other cost increases." Patriot continues "to be creative in our approach to attracting, hiring and retaining drivers," including completing the Department of Labor Registered Apprenticeship application. "We are optimistic that we will see the benefit of these strategies and pay increases" in reducing turnover. (josh.beckerman@wsj.com)

1454 ET - Home buyers' agents are seeing commission rates fall to their lowest levels since at least 2017, Redfin says. In the three months ended Nov. 30, Redfin says, a typical US buyer's agent's commission was 2.63% of the home-sale price. However, rising home prices mean while buy-side commissions are down in percentage terms, they have risen in dollar terms. The typical seller paid a buyer's agent \$12,415, up from \$11,608 in 2020 and \$9,610 in 2017, according to Redfin. The company also said increasing transparency could be another factor bringing down commission rates. (stephen.nakrosis@wsj.com)

1443 ET - The chicken sandwich wars continue, and the breakfast battles are also heating up--with habanero. Wendy's launches the Hot Honey Chicken Biscuit for breakfast and Hot Honey Chicken Sandwich for the rest of the day. The breakfast sandwich is the first new addition to the breakfast daypart since its 2020 launch. The chain says "our hot honey drizzle blends the sweetness of the honey with the fruity kick of habanero to deliver a signature flavor profile that brings complexity and craveability you won't find anywhere else." Signaling the fierceness and high stakes of chicken competition, Wendy's says its sandwiches "are anything but McBland." (josh.beckerman@wsj.com)

1424 ET - January US auto sales dropped below 1 million, about 10% down from the year prior, according to Wards Intelligence. Analysts say sales tallies from last month were better than expected and show that the chip shortage is easing and consumer demand remains strong. Tesla, Ford and Hyundai were the greatest winners in market share gains, while GM lost the most market share when compared year-over-year. The sales represented a "good start to the year," according to analysts from investment bank Jefferies. (nora.eckert@wsj.com; @NoraEckert)

1354 ET - American Airlines still expects to receive its next four Boeing 78s in time for the summer schedule, even after pushing back deliveries of 787-9s from 1Q 2023 to the last quarter of next year. American, which has said it expected compensation for delayed Dreamliners, also adds 30 more 737 MAX jets to its order book, with half next year and half in 2024. The moves leave 2022 capex broadly unchanged and adds around \$150M in 2024. (doug.cameron@wsj.com; @dougcameron)

1345 ET - The yield curve is flattening fast and a "shock-and-awe" 50 basis-point rate bump by the Fed in March could result in an inversion, which is typically associated with recession, Capital Economics says. "It would make more sense for the Fed to target a rise in long-term yields, either via quantitative tightening or by increasing the cumulative tightening in the policy rate projected by Fed officials over the next few years," the research firm says. "We also don't believe the incoming data will support a bigger hike when the FOMC meeting in mid-March." (paulo.trevisani@wsj.com; @ptrevisani)

(END) Dow Jones Newswires

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Hasbro Again Taps Microsoft Pipeline For Gaming Unit -- Market Talk

135 words

3 February 2022

03:02

Dow Jones Institutional News

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English

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3D Gaming Console Market is Going to Boom | Kaneva, Microsoft, Oculus

648 words

1 February 2022

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English

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Advance Market Analytics published a new research publication on “3D Gaming Console Market Insights, to 2026” with 232 pages and enriched with self-explained Tables and charts in presentable format. In the Study you will find new evolving Trends, Drivers, Restraints, Opportunities generated by targeting market associated stakeholders. The growth of the 3D Gaming Console market was mainly driven by the increasing R&D spending across the world.

Some of the key players profiled in the study are:

Kaneva LLC (United States),Linden Research, Inc. (United States),Microsoft Corporation (United States),Apple Inc. (United States),Activision Publishing Inc. (United States),Avatar Reality Inc. (United States),Electronic Arts Inc. (United States),Nintendo Co. Ltd. (Japan),Oculus VR (United States),Logitech (Switzerland)

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<https://www.advancemarketanalytics.com/sample-report/3362-global-market-3d-gaming-console-2>

Scope of the Report of 3D Gaming Console

The 3D gaming console is a computer device that outputs a video signal or visual image to display a video game that one or more people can play. It provides a bridge between arcades and PCs dedicated to video gameplay and home use. It made up of essential components including a central processing unit (CPU), graphics processing unit (GPU) and random access memory (RAM). It discriminates 3D visuals from the dedicated 3D game as well as 2D games into the 3D format.

The titled segments and sub-section of the market are illuminated below:

by Type (Virtual and Augmented Reality, Auto Stereoscopy, Polarized Shutter, Xbox Illumiroon, Leap Motion Technology, Other), Application (Household, Commercial, Other), Distribution Chanel (Online, Offline), Component (Hardware, Software)

Market Trends:

Advancements and Improvements in the Game Console

Market Drivers:

High Demand for 3D Games across the World Increased Penetration of the Internet Rise in the Disposable Income of the People in Developing Countries

Market Opportunities:

Introduction of Advanced 3D Smart Phones Growing Technological Innovations in the Gaming Sector

Region Included are: North America, Europe, Asia Pacific, Oceania, South America, Middle East & Africa

Country Level Break-Up: United States, Canada, Mexico, Brazil, Argentina, Colombia, Chile, South Africa, Nigeria, Tunisia, Morocco, Germany, United Kingdom (UK), the Netherlands, Spain, Italy, Belgium, Austria, Turkey, Russia, France, Poland, Israel, United Arab Emirates, Qatar, Saudi Arabia, China, Japan, Taiwan, South Korea, Singapore, India, Australia and New Zealand etc.

Have Any Questions Regarding Global 3D Gaming Console Market Report, Ask Our Experts@

<https://www.advancemarketanalytics.com/enquiry-before-buy/3362-global-market-3d-gaming-console-2>

Strategic Points Covered in Table of Content of Global 3D Gaming Console Market:

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the 3D Gaming Console market

Chapter 2: Exclusive Summary – the basic information of the 3D Gaming Console Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges & Opportunities of the 3D Gaming Console

Chapter 4: Presenting the 3D Gaming Console Market Factor Analysis, Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying the by Type, End User and Region/Country 2015-2020

Chapter 6: Evaluating the leading manufacturers of the 3D Gaming Console market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by Manufacturers/Company with revenue share and sales by key countries in these various regions (2021-2026)

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

finally, 3D Gaming Console Market is a valuable source of guidance for individuals and companies.

Read Detailed Index of full Research Study at @

<https://www.advancemarketanalytics.com/reports/3362-global-market-3d-gaming-console-2>

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Document ICROWDN020220201ei21001hj

Microsoft agrees to change Xbox gaming subscription practices in UK

177 words

26 January 2022

Telecompaper Europe

TELEUR

English

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The UK Competition & Markets Authority (CMA) has secured commitments from Microsoft to change [Xbox subscription practices](#). This follows concerns about the company's use of auto-renewing subscriptions for its Xbox Live Gold and Game Pass online gaming products.

Currently, memberships are rolled over automatically at the end of each contract period unless customers take active steps to cancel their subscription. Microsoft has committed to being more transparent with customers and providing clear information that subscriptions will auto-renew unless this is turned off; when the subscription will auto-renew; how much this will cost; and how they can get a refund for accidental renewals.

It has also agreed to contact customers on recurring 12-month contract to give them the option to end their subscription and claim a pro-rate refund; and contact existing subscribers with inactive memberships to tell them how to stop payments. Microsoft will also provide clearer notifications about future price increases and how to cancel if they do not want to pay this.

Document TELEUR0020220126ei1q000gq

Thinking about trading options or stock in **Microsoft, BioNTech, Advanced Micro Devices, Datadog, or Penn National **Gaming**?**

270 words

26 January 2022

20:01

PR Newswire

PRN

English

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(END)

Document PRN0000020220126ei1q000jl

International

Microsoft posts robust quarter results, bets big on gaming

284 words

26 January 2022

Indo-Asian News Service

HNIANS

English

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San Francisco, Jan 26 (IANS) After acquiring Call of Duty publisher Activision Blizzard for \$68.7 billion, Microsoft has reported strong results for its quarter that ended December 31, with \$51.7 billion in revenue (up 20 per cent) and \$18.8 billion in net income (up 21 per cent).

Xbox hardware revenue rose 4 per cent while Xbox content and services revenue increased 10 per cent.

"We saw record engagement, as well as revenue this quarter. Game Pass has more than 25 million subscribers across PC and console," said Satya Nadella, chairman and chief executive officer of Microsoft.

"With our planned acquisition of Activision Blizzard announced last week, we are investing to make it easier for people to play great games wherever, whenever, and however they want, and also shape what comes next for gaming as platforms like the Metaverse develop," he added.

Driven by long-term Azure commitments, Microsoft Cloud revenue increased to \$22.1 billion, up 32 per cent (on-year).

"Digital technology is the most malleable resource at the world's disposal to overcome constraints and reimagine everyday work and life," added Nadella who has been conferred Padma Bhushan, the third-highest civilian award in India, along with Alphabet and Google CEO Sundar Pichai.

Revenue in Productivity and Business Processes was \$15.9 billion and increased 19 per cent, said the company.

Revenue in Intelligent Cloud was \$18.3 billion and increased 26 per cent.

Microsoft logged \$17.5 million revenue in the 'More Personal Computing' segment.

Nadella said the company generated \$15 billion in security revenue in 2021, up nearly 45 per cent from the prior year.

--IANS

na/dpb

Document HNIANS0020220126ei1q001ba

Microsoft profits up 21%, giving cushion for gaming push

Matt O'Brien

The Associated Press

140 words

26 January 2022

05:17

The Canadian Press - Broadcast wire

BNW

English

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REDMOND, Wash. — Demand for Microsoft's cloud-computing services and work software helped boost its quarterly profits by 21% as the pandemic continued to keep many office workers at home. The Redmond, Washington company on Tuesday reported fiscal second-quarter profit of \$18.8 billion. It posted revenue of \$51.7 billion for the October-December period, up 20% from a year earlier. Microsoft last week announced its plans to buy high-profile game publisher Activision-Blizzard for \$68.7 billion, an all-cash deal that could be the priciest tech acquisition in history. But the financial results revealed Tuesday show that business-focused products such as Microsoft's Azure cloud computing platform and its suite of software products are still driving the company's growth.

Document BNW0000020220125ei1p00kwt

News

Microsoft profits up 21%, giving cushion for **gaming** push

Via AP news wire

262 words

26 January 2022

03:49

Independent Online

INDOP

English

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Demand for Microsoft's cloud-computing services and work software helped boost its quarterly profits by 21% as the pandemic kept many office workers at home

Demand for Microsoft's cloud-computing services and work software helped boost its quarterly profits by 21% as the pandemic continued to keep many office workers at home.

The company on Tuesday reported fiscal second-quarter profit of \$18.8 billion. The software maker posted revenue of \$51.7 billion for the October-December period, up 20% from a year earlier.

[Microsoft](#) last week announced its plans to buy high-profile game publisher Activision-Blizzard for \$68.7 billion, an all-cash deal that could be the priciest tech acquisition in history if it withstands scrutiny by antitrust regulators. It could also catapult the Xbox-maker ahead of [Nintendo](#) to join [Sony](#) and [Tencent](#) as one of the three biggest video game companies.

But the financial results revealed Tuesday show it's still business-focused products such as Microsoft's Azure cloud computing platform and its suite of software products that are driving the company's growth.

Net income of \$2.48 per share beat [Wall Street](#) expectations. Analysts surveyed by FactSet were expecting Microsoft to earn \$2.32 per share on revenue of \$50.71 billion for the fiscal quarter.

[Read More](#)

[Nintendo Switch OLED review: The best version of the console yet](#)

[How to pre-order the Nintendo Switch OLED in the UK](#)

[Best Nintendo Switch deals and bundles for 2021](#)

Document INDOP00020220125ei1p00g1t



Commentary: Microsoft bets US\$75 billion that gaming will be the new social media

1,016 words

25 January 2022

11:30

Channel NewsAsia

CNEWAS

English

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PAISLEY, Scotland: Microsoft was positioning itself as one of the pioneers of the metaverse even before its US\$75 billion deal to buy online gaming giant Activision Blizzard.

In the days after Mark Zuckerberg rebranded Facebook last October as Meta with his near movie-length promotional film about the potential for virtual worlds, Microsoft announced that users of its Teams online meetings app would be able to turn themselves into avatars – in a first step towards getting users used to virtual interaction.

If that was an incremental move, the Activision deal is something very different.

Assuming it is permitted by the US competition authorities, it will mean that the Xbox giant controls many of the best known virtual worlds that already exist online, including Call of Duty, World of Warcraft and Starcraft – adding to the two it has already, Minecraft and Altspace VR.

It is the latest example of a land grab for space by some of the world's biggest companies in the coming 3D version of the internet. So what is this going to look like, and how will this deal affect it?

THE AGE OF ACCELERATION

We are living at a time where the speed, scale and scope of technologies around the corner is unprecedented.

Sometimes referred to as the age of acceleration, we're soon going to have mature versions of virtual reality, blockchain online ledgers, nanotech, artificial intelligence and haptics (interacting with computers through touch sensors) – not to mention quantum computing and brain to computer interfaces.

Like a techno tsunami, when these are integrated they will challenge and change not only how we work, learn and live but our conception of reality and what it is to be human. The metaverse is likely to be at the heart of this shift.

Yet although Zuckerberg talks about how we will be able to use virtual reality (VR) headsets and augmented-reality (AR) glasses to work, entertain and educate in this new immersive online space, defining the metaverse is difficult.

It's difficult to define something that is neither full nor will ever be finished.

The best way to see this coming environment is as the deepest form of extended reality where our physical bodies are digitally cloned, our senses saturated and our conception of the "real" blurred.

Having said that, Zuckerberg and others have made clear that it will also include using AR and even smartphones to enhance our reality with Pokemon Go-style online additions – a computer screen and keyboard that we only see through AR glasses, for instance.

Admittedly we are still some way off reproducing VR cultural touchstones like Free Guy, Ready Player One or The Matrix.

During the pandemic, I joined Microsoft's VR-hosted virtual version of the Burning Man music festival on Altspace, and it showed me that the amount of people being together at once still reaches a limit before individuals are diverted to other parallel environments.

THE OPPORTUNITY TO REMAKE THE WORLD

The best intimations that we already have of the more fully immersive metaverse is virtual worlds like Roblox, Sandbox, Animal Crossing and Fortnite, where the singer Ariana Grande has toured and rapper Travis Scott held a concert that attracted over 12 million attendees.

Audiences are already being groomed via performances like these to comfortably transition and embody a deeper metaverse. Undoubtedly this makes the metaverse controversial.

Where some see interconnected worlds of never-ending experience and freedom, others fear a digital dystopia where we are seduced, stupefied and puppeteered in the glass cages of a new, subtle and seductive form of capitalism.

Regardless, just as the metaverse reboots our conception of “reality”, it opens new routes to monetise and reimagine consumerism. Companies like Microsoft see the scale of the transition and recognise its potential strategic worth.

Others leading the same charge include Epic Games, which owns Fortnite, whose Unreal Engine is a platform for others to build virtual worlds free of charge.

CEO Tim Sweeney recently talked about working with automotive makers to enable potential customers to test drive vehicles, and having film companies shoot content there.

Meanwhile, Nike is one of numerous clothing companies to have staked a claim to the metaverse, having bought virtual footwear maker RTKFT. And Disney is talking about “storytelling without boundaries in our own Disney metaverse”.

As for the Activision takeover, most of its biggest titles are multiplayer and already focused on esports (competing online). Call of Duty, World of Warcraft, Hearthstone, Starcraft, and Overwatch are all linked competitive platforms.

Yet these are still broadly played via 2D screens rather than VR; the prize would be for users to shift seamlessly between VR versions of these games within a Microsoft metaverse.

To understand the financial opportunity, World of Warcraft provided an early example. This is a game where you have an avatar, a daily to-do list, and you can mine resources to manufacture in-game items to sell for gold.

Long before bitcoin, the makers devised a way to establish an exchange rate to real money, and gamers were able sell items and gold online for cash via PayPal purchases.

Those transactions still involved an element of trust, but technologies like cryptocurrencies and NFTs (non-fungible tokens) overcome that issue.

Games like Axie Infinity (which is not owned by Activision) have already shown the potential for buying and selling many in-game items as NFTs, and other major gaming companies like Square Enix and Sega are moving in the same direction.

Imagine each vanity item in Call of Duty or World of Warcraft converted to an NFT, perhaps with Microsoft taking a cut of transactions – that’s an enormous opportunity, and in-game advertising in immersive worlds is another.

With such huge potential for monetisation in gaming, Microsoft’s Activision takeover looks set to put the company at the heart of it.

Theo Tzanidiz and Matthew Frew are senior lecturers in digital marketing, and enterprise and transformational technologies respectively at the University of West Scotland. This commentary first appeared on The Conversation.

Document CNEWS0020220124ei1p000un

Corporate: Tech: Microsoft bets big to become the Netflix of cloud gaming

By Assif Shameen

1,968 words

24 January 2022

The Edge Malaysia (Weekly)

EDGEWK

English

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Flush with cash, the biggest global tech giants — iPhone maker Apple Inc, software behemoth Microsoft Corp, search heavyweight Google's parent Alphabet Inc, e-commerce giant Amazon.com Inc and social media Goliath Facebook's owner Meta Inc — have long pondered whether their days of growing by making bolder transformative acquisitions are over. A hostile Congress and President Joe Biden have repeatedly made their distaste for mega mergers known. Last May, Amazon announced it would buy MGM Studios, which owns the James Bond franchise among others, for US\$8.45 billion. That deal has been stalled as both the US Department of Justice and US Federal Trade Commission are opposed to it. If Amazon can't buy MGM, can Big Tech get any major deal done?

On Jan 18, Microsoft announced plans to acquire Activision Blizzard Inc, a video game development studio that has been roiled by claims of workplace sexual misconduct, in an all-cash deal valued at US\$95 a share or US\$68.7 billion (RM287.7 billion) — the largest technology acquisition in history. The deal, if it is approved by regulators in the US and Europe, would dramatically expand the software heavyweight's already sizeable video game footprint, adding an array of popular game franchises including Call of Duty, World of Warcraft and Candy Crush to Microsoft's Xbox console business and its own games like Minecraft, Halo and Doom. It will also catapult Microsoft to become the world's third-largest gaming company by sales, behind China's Tencent Holdings Ltd and Japan's Sony Group Corp, and way ahead of current No 3 player, Kyoto-based Nintendo Co Ltd.

Ostensibly, the move was intended to "accelerate the growth in Microsoft's gaming business across mobile, PC, console and cloud" and "provide building blocks for the metaverse". "Gaming is the most dynamic and exciting category in entertainment across all platforms today and will play a key role in the development of metaverse platforms," Satya Nadella, CEO of Microsoft, said when announcing his company's largest-ever acquisition. The acquisition combines gaming software or content produced by Activision and Microsoft, access to a 400 million-strong gaming community and Microsoft's expertise and hefty footprint in the cloud as well as its experience as the biggest subscription-based software-as-a-service (SaaS) player, to herald a new era in cloud gaming.

To understand the boom in mobile video gaming and the advent of cloud gaming, you need to look at the big picture. There are 7.9 billion people on earth. Five billion of them are internet users. Over 95% of internet users also have a smartphone, which gives them access to mobile internet. Over the past year, nearly three billion people at one point or another played some form of a video game, from fairly simple ones like Angry Birds to more mentally challenging ones like Activision's Starcraft II.

Video gaming globally is now a US\$260 billion industry, if you add in all the related services and peripherals. People spent more on video gaming than they did on movies and music combined last year. Indeed, the video game industry is now bigger than the entire global sports industry, including all the sponsorships. The ubiquity of mobile devices has lowered the barriers to entry and made everyone a potential gamer. Little wonder, then, that Walt Disney Co, Netflix Inc as well as all the big five tech players — Apple, Microsoft, Amazon, Alphabet and Meta — want a piece of the video gaming action.

Mobile is now the largest segment in gaming, with over 95% of all players globally playing games on their devices like smartphones or tablets, though hardcore gamers still prefer game consoles such as PlayStation 5, Xbox Series X and Nintendo's Switch or games on PCs. That has led to a race to develop content or software that can be streamed across platforms — mobile devices, PCs and consoles, the way we can watch movies on cinema screens, TVs, tablets or our smartphones. The popularity of mobile games, most of which are only accessible through apps on smartphones, has put game developers in a bind. Just two players — Apple and Google's Android — dominate the smartphone space and collect 15% to 30% toll on app purchases, though both platforms have plenty of free games for casual gamers.

Apple's App Store generated US\$60 billion in revenues in 2021, Apple said in a statement two weeks ago. Gaming apps account for around 70% of total App Store revenues. According to testimony in Apple's court

case against gaming developer Epic Games Inc last year, gaming apps on the App Store have gross margins of over 75%.

Not surprisingly, Microsoft, Amazon.com, Sony, Tencent, Epic Games and a number of other players are trying to change the game by taking the games to the cloud and focusing on recurring revenues from selling cloud-based subscriptions that bypass Apple and Google. Ironically, Google and Apple are developing their own cloud-based gaming platforms so they don't lose too much of the revenues. Nadella said earlier last week that one reason why Microsoft was so keen on building its own video content empire was because it wants to bypass toll collectors like Apple's App Store and the Google Play Store.

Subscriptions the Holy Grail

The big opportunity is in cloud gaming and the Holy Grail of cloud gaming is gaming subscriptions. Just as cloud-based SaaS powered by subscriptions or recurring revenues was the key driver of the software boom over the past five years, cloud gaming has the potential to be the next big thing. Microsoft is moving to cloud gaming just as video games sales are now mostly digital. Two-thirds of total games software revenues are now digital downloads and within a few years, if you still have an old console that only takes discs, probably the only place you might find games would be on eBay.

So what is Microsoft getting for nearly US\$70 billion? The software firm will get its hands on nearly 400 million monthly active players with its purchase of Activision. At least 250 million of them play games on their smartphones. Microsoft has a Game Pass gaming subscription service with over 25 million players. One reason it is buying Activision is to woo a large enough portion of Activision users to its Game Pass service. Microsoft's Xbox Cloud Gaming service is smaller than its Game Pass but its strategy is to combine Game Pass and Cloud Gaming and come up with something akin to a Gaming-as-a-Service.

If you find all this a little overwhelming, let me explain: Cloud gaming is an emerging technology that allows people to stream games using nearly any internet-connected device with a screen, just like how they stream videos on Netflix, Amazon Prime, AppleTV+ or other platforms. Streaming games is more challenging, though, because games are interactive and require a lot more data to run smoothly. While Netflix moved into mobile games last year, it has so far offered only a handful of games that subscribers must download to an Android or iOS device — not games that can be streamed via the cloud. But Netflix's cloud gaming offerings are coming. Netflix CEO Reed Hastings has identified gaming as the biggest threat to his streaming service and wants to be one of the leading players in cloud gaming.

Cloud-game services raked in US\$3.7 billion in consumer sales in 2021. Omdia, a video games research firm, estimates total cloud-games revenues will exceed US\$12 billion by 2026. Barclays Research in a recent report estimates that total cloud gaming revenues are likely to grow 32% from an estimated US\$4.03 billion last year to US\$5.3 billion this year. In 2024, Barclays forecasts it would touch US\$7.9 billion. Microsoft with its xCloud is a dominant player with more than half of the total market, but others like Google's Stadia as well as Amazon have been growing market share. Both Facebook and Apple have cloud gaming ambitions and several large game developers like Epic Games and Roblox are eyeing the opportunities in the cloud space as well.

From radio to filmed entertainment in cinemas to TV and streaming, what we watch and hear to entertain ourselves has dramatically changed over the past century. As the metaverse evolves, gaming is likely to have a transformative impact on entertainment. Video games are continuing to change the way we entertain ourselves. Adaptations of video games into movies and TV shows have picked up momentum in recent years. Sony is reportedly working on three movies and seven TV shows based on its PlayStation video games. Netflix has already adapted or is working on adapting a number of video game titles into TV shows and movies such as The Witcher, Assassin's Creed, Minecraft, Resident Evil, Cyberpunk and Dota.

Under scrutiny

Will the Microsoft-Activision deal get Washington's seal of approval or will it be blocked to send a message to other tech giants about what is permissible and what is not? The chances of the deal going through are said to be 50-50. Until Biden took the helm a year ago, America had almost outsourced tech regulation to Europe where Margrethe Vestager, the Commissioner for Competition, has imposed hefty billion-dollar fines and called out Facebook, Google, Amazon and Apple for using their power to skirt the rules. Because of the Danish politician's crusade against Big Tech, Brussels, not Washington, DC, is the global capital of tech regulation. Even with Biden in charge, the US government had shown little interest in Microsoft when it came to reining in its expansion. But the Activision deal is different. US regulators are likely to scrutinise it and even if they do somehow approve it, the deal is likely to be blocked by European regulators.

For its part, the software giant is likely to argue that the video gaming industry is very competitive, and that it is essentially using the acquisition to beef up its own gaming IP (intellectual property) portfolio. Microsoft already owns a smaller game development studio, the Xbox Game Studios. In 2020, Microsoft bought

ZeniMax Media, the parent company of Doom and Fallout studio Bethesda Softworks, in a US\$7.5 billion deal. But that was a small deal and done before Biden took office.

What does it all mean for Microsoft's stock? Regular readers of my Tech column will recall the piece I wrote on the software behemoth exactly three years ago when the stock was languishing around US\$96. The key to how successful Microsoft would be was how much traction it had in the cloud space, I wrote then. Not just as a competitor to Amazon's AWS cloud infrastructure unit but also its ability to move everything else it was offering to the cloud, including gaming. So, what's the scorecard? Consider this: The stock has more than tripled since my late-December 2018 column. That's how successful the market thinks Microsoft's cloud push has been.

Over the next three years, how well Microsoft does will depend on whether it remains on regulators' radar. One reason the software giant has done well is that regulators have been laser-focused on the parent companies of Facebook and Google or, to a lesser extent, Amazon and Apple. Whether the Microsoft-Activision Blizzard deal goes through over the next 18 months, one thing is certain: Cloud gaming is the game in town and every player wants to be the Netflix of gaming.

Assif Shameen is a technology writer based in North America

Document EDGEWK0020220127ei1o00037



Extra

Microsoft's gaming ambitions; US mobile carrier outlook; internet policy issues

Mark Anthony Gubagaras

482 words

24 January 2022

SNL Financial Extra

SNLFE

English

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Here are the editors' top picks from S&P Global Market Intelligence's technology, media and telecommunications news and Kagan research during the week ended Jan. 21.

Consumer Insights

Pay TV now supplements online video for some US households

A recent Kagan U.S. Consumer Insights survey found that prior to subscribing to a multichannel TV service for the first time, consumers are already using an average of six free ad-based online video services, as well as up to eight SVOD services.

E-commerce

Amazon, Walmart set to cash in as US consumers embrace contactless payments

The sweet spot for these companies and others that control a portion of brick-and-mortar and e-commerce sales is tying consumer rewards and loyalty programs with contactless payments services, analysts said.

Film & TV Programming

Billion-dollar movies return, signaling shift in studios' streaming strategy

"Spider-Man: No Way Home" was the first \$1 billion-plus theatrical event since the pandemic, and analysts expect the future of the box office to be dominated by big-budget event films while smaller titles support streaming strategies.

Internet & OTT

Microsoft furthers subscription, cloud-gaming aspirations with Activision deal

The record deal would allow Microsoft Corp. to significantly expand the reach of its gaming division by leveraging Activision Blizzard Inc.'s blockbuster titles across console, PC, mobile and cloud.

Consolidation drove uptick in the 2021 OTT graveyard

After relatively quiet years in 2019 and 2020, the U.S. streaming market saw six services go dark in 2021 — the highest total since nine services closed in 2018.

Mergers & Acquisitions

A DISH/DIRECTV merger: To be, or not to be

Two decades after the companies first tried and failed to combine, there is new chatter around a merger between DISH Network Corp. and DIRECTV. Despite how much has changed in the video market since 2002, regulatory concerns could still complicate any deal.

Mobile

2022 US mobile carrier outlook: Looking for revenue

The U.S. mobile carrier landscape in 2022 will leave carriers searching for revenue beyond subscriber growth.

Multichannel

Broadband speeds follow fiber deployments in Eastern Europe

Broadband connection speeds have been rising across Eastern Europe in recent years, with Hungary leading the pack with an average download speed above 100 Mbps in 2021.

Regulatory

Public Knowledge CEO lists top internet policy issues in 2022

Public Knowledge CEO Chris Lewis said content moderation should join competition and privacy as key tech issues worth more time and study by U.S. legislators in 2022, as Big Tech platforms hold outsized influence on communications.

Technology

Microsoft buying its way into top ranks of mobile, PC gaming

Microsoft would add upward of \$5 billion in annual PC and mobile gaming revenue with its deal for Activision Blizzard. The acquisition could also become a pillar in its cloud gaming strategy.

Document SNLFE00020220125ei1o000gp

Microsoft to acquire gaming firm Activision for \$68bn

579 words

24 January 2022

TradeArabia

TRADAR

English

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Microsoft Corp plans to acquire Activision Blizzard, a leader in game development and interactive entertainment content publisher in an all-cash transaction valued at \$68.7 billion, inclusive of Activision Blizzard's net cash.

This acquisition will accelerate the growth in Microsoft's gaming business across mobile, PC, console and cloud and will provide building blocks for the metaverse.

Microsoft will acquire Activision Blizzard for \$95 per share. When the transaction closes, Microsoft will become the world's third-largest gaming company by revenue, behind Tencent and Sony. The planned acquisition includes iconic franchises from the Activision, Blizzard and King studios like "Warcraft," "Diablo," "Overwatch," "Call of Duty" and "Candy Crush," in addition to global eSports activities through Major League Gaming. The company has studios around the world with nearly 10,000 employees.

Bobby Kotick will continue to serve as CEO of Activision Blizzard, and he and his team will maintain their focus on driving efforts to further strengthen the company's culture and accelerate business growth. Once the deal closes, the Activision Blizzard business will report to Phil Spencer, CEO, Microsoft Gaming.

"Gaming is the most dynamic and exciting category in entertainment across all platforms today and will play a key role in the development of metaverse platforms," said Satya Nadella, chairman and CEO, Microsoft.

"We're investing deeply in world-class content, community and the cloud to usher in a new era of gaming that puts players and creators first and makes gaming safe, inclusive and accessible to all."

"Players everywhere love Activision Blizzard games, and we believe the creative teams have their best work in front of them," said Phil Spencer, CEO, Microsoft Gaming. "Together we will build a future where people can play the games they want, virtually anywhere they want."

"For more than 30 years our incredibly talented teams have created some of the most successful games," said Bobby Kotick, CEO, Activision Blizzard. "The combination of Activision Blizzard's world-class talent and extraordinary franchises with Microsoft's technology, distribution, access to talent, ambitious vision and shared commitment to gaming and inclusion will help ensure our continued success in an increasingly competitive industry."

Mobile is the largest segment in gaming, with nearly 95% of all players globally enjoying games on mobile. Through great teams and great technology, Microsoft and Activision Blizzard will empower players to enjoy the most-immersive franchises, like "Halo" and "Warcraft," virtually anywhere they want. And with games like "Candy Crush," Activision Blizzard's mobile business represents a significant presence and opportunity for Microsoft in this fast-growing segment.

The acquisition also bolsters Microsoft's Game Pass portfolio with plans to launch Activision Blizzard games into Game Pass, which has reached a new milestone of over 25 million subscribers. With Activision Blizzard's nearly 400 million monthly active players in 190 countries and three billion-dollar franchises, this acquisition will make Game Pass one of the most compelling and diverse lineups of gaming content in the industry.

Upon close, Microsoft will have 30 internal game development studios, along with additional publishing and esports production capabilities.

The transaction is subject to customary closing conditions and completion of regulatory review and Activision Blizzard's shareholder approval. The deal is expected to close in fiscal year 2023 and will be accretive to non-GAAP earnings per share upon close. The transaction has been approved by the boards of directors of both Microsoft and Activision Blizzard. – TradeArabia News Service

Document TRADAR0020220124ei1o0008g

MAIN

Microsoft's Activision buy may shake up gaming: TODAY'S EXPLAINER GAMING

Staff

805 words

23 January 2022

The Atlanta Journal - Constitution

ATJC

Main

A11

English

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Microsoft stunned the gaming industry when it announced last week it would buy game publisher Activision Blizzard for \$68.7 billion, a deal that would immediately make it a larger video-game company than Nintendo.

Microsoft, maker of the Xbox gaming system, said acquiring the owner of Candy Crush, Call of Duty, Overwatch and Diablo would be good for gamers and advance its ambitions for the metaverse — a vision for creating immersive virtual worlds for both work and play.

But what does the deal really mean for the millions of people who play video games, either on consoles or their phones? And will it actually happen at a time of increased government scrutiny over giant mergers in the U.S. and elsewhere?&

So, is it good for gamers?

"For the average person who is playing Candy Crush or anything else, there will probably be no changes at all," said RBC analyst Rishi Jaluria.

But Jaluria and other industry watchers think it could be good news for game development more broadly, especially if Microsoft's games-for-everybody mission and mountain of cash can rescue Activision from its reputation for abandoning favorite game franchises while focusing on a few choice properties.

"Microsoft wants to increase the variety of intellectual property," said Forrester analyst Will McKeon-White.

"Their target is anyone and everybody who plays video games, and they want to bring that to a wider audience."

He said the "most egregious" example of a popular franchise that Activision, founded in 1979, left by the wayside is StarCraft, last updated in 2015. Others include Guitar Hero, the Tony Hawk skateboarding games and MechWarrior, which McKeon-White said "basically wasn't touched for two decades."

On the other hand, the prospect of a console-maker like Microsoft controlling so much game content raised concerns about whether the company could restrict Activision games from competitors.

Microsoft expects to bring as many Activision games as it can to Xbox's subscription service Game Pass, "with some presumably becoming Microsoft exclusives," wrote Wedbush analyst Michael Pachter. However, he noted antitrust regulators may not allow Microsoft to keep games off Sony's competing game console, the PlayStation.

Pachter said that Activision presents a model for Microsoft for how to evolve its classic console franchises. It has adapted Call of Duty into successful mobile and free games, and he expects the company to help Microsoft do the same with its own games, such as Halo.

Is this really about the metaverse?

Microsoft says so. And there are some ways Activision could help the tech giant compete with rivals like Meta, which renamed itself from Facebook last year to signal its new focus on leading its billions of social media users into the metaverse.

Metaverse enthusiasts describe the concept as a new and more immersive version of the internet, but to work it will require a lot of people to actually want to spend more time in virtual worlds. Microsoft's metaverse ambitions have focused on work tools such as its Teams video chat applications, but online multiplayer

games such as Call of Duty and World of Warcraft have huge followings devoted to interacting with each other virtually for fun.

“That’s where Activision really helps,” said RBC’s Jaluria. “Millions of people play Call of Duty online. The community element helps drive adoption.”

Pushing more people into such virtual social networks will not be all fun and games, however, and could amplify existing problems with online harassment, trolling and identity theft, according to Elizabeth Renieris, founding director of the Technology Ethics Lab at the University of Notre Dame.

Will it actually happen?

That’s a big unknown. Regulators and rivals could turn up the pressure to block the deal.

Other tech giants such as Meta, Google, Amazon and Apple have all attracted increasing attention from antitrust regulators in the U.S. and Europe.

But the Activision deal is so big — potentially the priciest-ever tech acquisition — that Microsoft will also be putting itself into the regulatory spotlight.

“I think it should get a hard look and it probably will get a hard look” by antitrust enforcers, said Diana Moss, president of the American Antitrust Institute.

Regulators could ask questions about Microsoft making games exclusive to their own systems and about whether the company would harness user data gained in the acquisition to its advantage in its other businesses.

The Biden administration has been moving to strengthen enforcement against illegal and anticompetitive mergers.

If the deal fails, Microsoft will owe Activision a “breakup fee” of up to \$3 billion. That prospect should motivate Microsoft to make concessions to antitrust regulators to get it done, said John Freeman, vice president at CFRA Research.

Associated Press&

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Gadgets & Technology

Microsoft's \$68.7B Acquisition Of Activision Blizzard And Its Impact On Sony And The Gaming Industry

Siddharth S

1,417 words

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The size of this acquisition is raising more questions than ever, Will Call of Duty become an Xbox Game Pass exclusive? What will happen to the COD players on PlayStation? How does it impact Sony? Will Game pass come to PlayStation? Sony Spartacus? We take a deep dive to look at what is what.

On the cold winter day of January 18th, 2022, the gaming industry woke up to one of the biggest acquisition news of [Microsoft acquiring Activision Blizzard for \\$68.7 billion](#). This was a huge deal not just because of the amount Microsoft is going to pay but also because of the game franchises that Activision Blizzard has, which will now be owned by Microsoft or Xbox. The \$68.7 billion price tag for Activision Blizzard was calculated based on a price of \$95 per share - roughly 45 percent above Activision's stock price before the announcement and the deal is likely finalized in 2023.

Putting the size of the acquisition into perspective, Microsoft paid \$7.5 billion for ZeniMax Media the parent company of Bethesda Softworks in March 2021. Back in 2016, Microsoft bought LinkedIn for \$26 billion. Bethesda's acquisition gave Microsoft access to big gaming franchises like DOOM, Wolfenstein, Fallout, Elder Scrolls, etc. for its Xbox Game Studio.

Why is this huge?

Apart from the price tag of \$68.7 billion, Activision blizzard gives Microsoft access to blockbuster game franchises like Call of Duty, World of Warcraft, and OverWatch apart from other game titles like Diablo, Spyro the Dragon, Starcraft, and Tony Hawk's Pro Skater along with everybody's moms favorite Candy Crush Saga. Call Of Duty on its own huge, the first-person shooter which started its journey in 2003, has a big fan following and is consistently in the Top 5 best-selling games across the platforms. With the rise of powerful smartphones, online multiplayer games like Call of Duty are available on mobile platforms as well, but that's not all, this acquisition also brings the mobile gaming arm – [King](#) to Microsoft. While a lot of attention is being paid to the Activision Blizzard part of the deal, it is King studios that gives Microsoft a presence in the mobile gaming arena. The King franchises include Candy Crush, Farm Heroes, Pet Rescue, and Bubble Witch with around 245 million monthly active users as of Q3 2021 across web, social and mobile platforms. In 2020, King reported revenues of more than \$2.1 billion. Now with King on its side, Microsoft has a very strong foothold in the ever so lucrative and growing mobile gaming market which, it lacked earlier.

Xbox vs PlayStation

Post the announcement of the acquisition, Twitter, Reddit and Discord were buzzing with speculations and console wars. The controversy surrounding big games titles like Call of Duty, Warcraft and OverWatch is about Microsoft might make these games exclusive to [Xbox Gamepass](#). While Microsoft is within its rights to actually do this, the problem arises when we look at the userbase of the game – Call Of Duty. Lets take Call of Duty : WWII for example for availability of stats, [Call of Duty : WWII sold 13.4 million units of the game on PlayStation 4](#) while [Xbox managed less than half of numbers at 6.23 million units](#). Looking at the cumulative sales data of the last gen consoles – [PS4 and XBOX One till June 2021](#) – PlayStation4 out sold Xbox One by 65.6 million units. PlayStation 4 Total Sales stood at 115,787,816 units while Xbox One Total Sales were at 50,189,746.

Source: VGChartz

Moving on to the NextGen consoles – PlayStation 5 and Xbox Series X and S which were launched globally on November 2021, The PlayStation 5 has sold 15.28 million units in 13 months, while the Xbox Series X|S sold 9.84 million units.

Source: VGChartz

With a higher number of players on Sony's PlayStation Platform, if Microsoft plans to make big game titles like Call of Duty, Warcraft, Overwatch, and others, Xbox exclusives It is just not the gamers and the industry that will suffer, the revenue from sales of these games on PlayStation Consoles will stop as well. And since getting your hands on any of these consoles is very difficult at the moment due to high demand and supply chain issues, players may or may not switch to a different platform.

Xbox GamePass vs Ps Plus

Subscription services are the norm now, Netflix, Amazon Prime, Youtube Premium, Apple Music and Spotify are leading in music and entertainment but when it comes to gaming currently the go-to options are Microsoft's Xbox Game Pass and [Sony's PlayStation Plus](#). Both services are essentially game libraries and Game stores that the subscriber gets access to for a monthly fee. But how Game Pass works, is why this is important. Xbox Game pass service gives access to Microsoft-exclusive game titles on the launch day itself without any additional cost, while if you are a PlayStation User with PS Plus, you will have to buy the full game at launch. Games on the other hand are expensive, for example, [Call of Duty: Vanguard on PS Store](#) starts from INR 3999 for the base game and goes up to INR 6699 for the Ultimate edition.

The Xbox Game Pass allows the subscribers to play the games at launch, but subscribers don't get to keep the game in their collection forever. On PlayStation, the PS Plus service offers monthly FREE games along with a collection of games in the library to download and play, these games remain with the user till the time they are subscribed to the service. Then there is the PC gaming market, While we have been primarily talking about Console gaming, Xbox Game Pass works with Windows 10 PC and Laptop as well, because Microsoft makes Windows too.

Exclusive Titles

Xbox and PlayStation both have a huge library of games, with industry reports suggesting PlayStation coming on top with 299 exclusive game titles while Xbox comes in at half of that number. Sony has been signing up game studio after game studio for exclusives on PS4 and PS5 while Xbox has been focusing on cross-gen play. Sony has even signed up with Activision Blizzard for the latest Call of Duty: Vanguard series to be exclusive on Playstation 4 and 5 for the first year. Having a great game title exclusive to one platform has the ability to pull buyers to that platform.

But as the numbers suggest there are way more PlayStation users in the world compared to Microsoft's Xbox, and a game not reaching the PlayStation userbase could mean a big loss of revenue for Microsoft.

Will Microsoft Make Activision Blizzard's Games Exclusive to Xbox?

While there is a lot of controversy around Call of Duty becoming an Xbox Exclusive, Phil Spencer who is Heading Xbox wrote on twitter expressing Microsoft's "Desire to keep Call of Duty on PlayStation"

Going by what happened to the Games from Bethesda, it is up to you how you interpret this tweet from Spencer. Meanwhile, an employee Q&A for Activision Blizzard available publicly on the [SEC website](#) states "We will honor all existing commitments post-close. As with Microsoft's acquisition of Minecraft, we have no intent to remove any content from platforms where it exists today."

While this is a positive sign, it remains to be seen whether Microsoft will keep Call of Duty on PlayStation forever or only till the contract between Activision Blizzard ends and Will newer Call of Duty titles be Xbox Exclusive? This could also mean all games other than Call of Duty could become exclusive Xbox, or maybe DLCs would be Xbox exclusives or even Future Call of Duty versions could be only available on Gamepass.

Sony Spartacus

According to some media reports, Sony apparently is working on a Microsoft XBOX Game Pass alternative of its own. Codenamed – Spartacus, the new multi-tier service is rumored to be a mix of both PS NOW and PS Plus and could allow DAY 1 access to games like the Xbox game pass does. Spartacus is planned for a Spring 2022 launch.

Post Microsoft Activision Blizzard deal, Sony's stock dropped 13 percent, the largest fall since October 2008 and is estimated to have wiped \$20billion from Sony's market value.

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Hodler's

Animoca Brands doubles valuation to \$5B, OpenSea tops \$3.5B in January volume, Microsoft eyes Metaverse gaming: Hodler's Digest, Jan. 16-22

Cointelegraph By Editorial Staff

1,945 words

22 January 2022

The Cointelegraph

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Coming every Saturday, [Hodlers Digest](#) will help you track every single important news story that happened this week. The best (and worst) quotes, adoption and regulation highlights, leading coins, predictions and much more a week on Cointelegraph in one link.

Top Stories This Week

[NFT-focused Animoca Brands valued at \\$5B following \\$358M raise](#)

NFT and virtual property-focused firm Animoca Brands secured \$358 million worth of funding earlier this week at a valuation of \$5 billion.

The company said the fresh funds will go towards financing strategic acquisitions and investments, product development, and IP accumulation. The firm has gone from strength to strength over the past 12 months, raising more than \$216 million in 2021, while its valuation has more than doubled since its previous capital raise in October.

A key area of focus for Animoca is GameFi, with the firm pointing to research suggesting that the video gaming sector will grow to around \$829 billion by 2028. The firm is also invested heavily in the virtual property and Metaverse space, with The Sandbox metaverse being one of its prime jewels.

[Bitcoin dumps to hit six-month lows near \\$38K](#)

Bitcoin's price dropped a hefty 7.5% in the space of 12 hours to briefly sit around \$38,000 in the early hours of Friday morning (UTC). During the depths of the selloff on Tuesday, BTC's price fell below \$35,000.

It is unclear what sparked the sharp price dip and whether it is purely crypto-related or a symptom of a larger trend across the traditional financial market. However, it is quite certain that, while BTC and other assets are down, crypto influencers will be flocking to Twitter to cheesily ask their followers if they have bought the dip yet? like they do every single time the markets are in the red.

One potential reason for Bitcoin's downfall could be that bears are trying to tank the price so that they hit their targets before their futures contracts expire. The InvestAnswers Twitter account, which has over 85,000 followers, suggested that bears need #Bitcoin under \$41,000 to pocket \$132 million in gains by Friday.

[OpenSea surpasses \\$3.5B in monthly Ether trading volume setting new ATH](#)

While the crypto market may have cooled in January, it appears that the NFT sector is booming with countless investors who are aping into tokenized collectibles, among other things.

It was reported on Monday that top NFT marketplace OpenSea had reached a new all-time high in terms of monthly volume after it topped \$3.5 billion. At the time of writing, the figure stands at a whopping \$4.3 billion, suggesting an average daily volume of around \$204 million in January so far.

The surge in NFT trade volume appears to be led by the price increases of several Yuga Labs projects such as the Bored Ape Yacht Club, the Mutant Ape Yacht Club and the Bored Ape Kennel Club.

[An Indonesian 22-year-old makes \\$1M by selling NFT selfies on OpenSea](#)

Reports surfaced at the start of this week regarding a crafty 22-year-old college student from Indonesia who made around \$1 million selling NFTs depicting five years' worth of selfies.

Semarang-based computer science student Sultan Gustaf Al Ghazali converted and sold nearly 1,000 selfie images as NFTs on OpenSea. According to Ghazali, he took photos of himself, either standing or sitting in front of his PC for five years, as a way to look back on his journey to graduation.

He set the initial price for each NFT selfie at \$3 without expecting interest from serious buyers, but the project exploded in popularity on the back of support from prominent members of Crypto Twitter.

[Microsoft's massive Metaverse move: Buying Activision for \\$69B](#)

Microsoft announced on Tuesday that it is acquiring gaming giant Activision Blizzard for \$95 per share at a valuation of \$68.7 billion, with the deal slated to close in the 2023 fiscal year.

Activision Blizzard boasts a strong list of iconic gaming series such as Call of Duty, Overwatch and World of Warcraft. Activision titles will be added to Microsoft's Xbox and PC Game Pass service.

Microsoft noted that the acquisition will help the company provide the building blocks for the Metaverse. CEO and chairman Satya Nadella explained:

Gaming is the most dynamic and exciting category in entertainment across all platforms today and will play a key role in the development of metaverse platforms.

[Click to view image.](#)

Winners and Losers

[Click to view image.](#)

At the end of the week on Friday, Bitcoin ([BTC](#)) is at \$38,651, Ether ([ETH](#)) at \$2,807 and [XRP](#) at \$0.68. The total market cap is at \$1.80 trillion, [according](#) to CoinMarketCap.

Among the biggest 100 cryptocurrencies, the top two altcoin gainers of the week are Perpetual Protocol (PERP) at 3.62% and BitTorrent (BTT) at 2.04%.

The top three altcoin losers of the week are Harmony (ONE) at -35.08%, Loopring (LRC) at -34.25% and Kadena (KDA) at -32.04%.

For more info on crypto prices, make sure to read [Cointelegraphs market analysis](#).

Most Memorable Quotations

Most crypto assets currently use distributed ledger technology (DLT), it might be that this changes as the technology and industry evolve. Therefore, the government proposes to remove the reference to DLT from the definition of qualifying crypto assets."

[Her Majestys Treasury \(United Kingdom\) report](#)

After doing a lot of research on Bitcoin, I really believe it is the future of money, man. Bitcoin is valuable, secure, and no one can mess with it.

[Francis Ngannou](#), UFC heavyweight champion

Bitcoin 90-day correlation to the S&P 500 is currently at its highest since October 2020.

[Arcane Research report](#)

Bitcoin is in a unique phase, I think, of transitioning from a risk-on to risk-off global digital store of value, replacing gold and becoming global collateral. So, I think that's going to be happening this year.

[Mike McGlone](#), senior commodity strategist at Bloomberg

"To date, the DeFi space has been used primarily for speculative activities. Users invest, borrow and trade crypto assets in a largely unregulated environment. The absence of controls such as Know Your Customer (KYC) and Anti-Money Laundering rules, might well be one important factor in DeFi's growth."

[Agustn Carstens](#), general manager of the Bank of International Settlements (BIS)

We made the move to the corporate balance sheet on a Bitcoin-standard back in August of 2020, and since then, were up more than 300 percent on our initial investment. [...] Its really done its job of protecting us against inflation and it worked as we intended it to.

[Aly Hamam](#), co-owner of Tahinis restaurant chain

While most tend to focus on high-profile ransomware attacks against big corporations and government agencies, cybercriminals are using less sophisticated types of malware to steal millions in cryptocurrency from individual holders.

[Chainalysis](#)

Were not sellers. [...] Were only acquiring and holding Bitcoin, right? Thats our strategy.

[Michael Saylor](#), CEO of MicroStrategy

The reason why regulators have to limit advertising is probably because of such high demand. Most of our users come from word of mouth anyway. [...] So, I don't think it's going to have a huge impact.

[Changpeng Zhao](#), CEO of Binance

Prediction of the Week

[Nations to adopt Bitcoin, crypto users to reach 1B by 2023: Report](#)

After trading sideways for most of the week, Bitcoins price nosedived on Thursday and continued lower on Friday. BTC dropped from \$43,596 down to \$38,251 inside of Thursday, according to [Cointelegraphs BTC price index](#), before reaching new six-month lows on Saturday. January has largely been a downward and sideways month for Bitcoins price action, which is not unlike its historical price performance during the month.

One report Cointelegraph covered this week, however, sees potential for further crypto adoption in 2022. Digital currency exchange Crypto.com produced a report showing a large uptick in crypto industry participants in 2021. According to the firm, there were 295 million crypto owners at the end of 2021, up from 106 million in the first month of the year. Crypto.com believes crypto ownership could surpass 1 billion this year.

Nations can no longer afford to ignore the growing push towards crypto by the public, the report said.

FUD of the Week

[Click to view image.Crypto.com shares details on security breach: 483 accounts compromised](#)

Crypto.com revealed details about its security breach that resulted in the [loss of roughly \\$33.8 million](#) worth of digital assets on Monday. The firm initially [halted withdrawals](#) on the platform and revoked all customer two-factor authentication (2FA) tokens after spotting unauthorized activity on a small number of user accounts.

In a statement on Thursday, Crypto.com said that 483 accounts had been compromised, with 4,836.26 ETH, 443.93 BTC and approximately US\$66,200 in other currencies stolen from clients.

The firm stated that it has now implemented an additional layer of protection in which a new whitelisted withdrawal address must be registered within 24 hours before the first withdrawal. It is unclear if that solution will soothe the users who had their funds drained already.

[Singapore bars crypto service providers from advertising in public spaces](#)

The Monetary Authority of Singapore (MAS) issued a new set of guidelines on Monday for digital payment token (DPT) providers, barring them from marketing their services in public places, such as on public transportation, social media platforms and broadcast and print media.

MAS also warned the public of the high-risk nature of crypto assets as it introduced new guidelines that will apply to all registered crypto service providers as well as those that are in a transitional period. The guidelines stipulated:

MAS stresses that DPT service providers should conduct themselves with the understanding that trading of DPTs is not suitable for the general public. These Guidelines set out MAS expectation that DPT service providers should not promote their DPT services to the general public in Singapore.

[EU securities regulator calls for proof-of-work crypto mining ban](#)

In a recent interview, European Securities and Markets Authority vice chair Erik Theden raised concerns over the growing use of renewable energy in Bitcoin mining.

Theden asserted that Bitcoin mining has become a national issue and sounded the alarm over crypto potentially undermining climate change goals. He specifically took aim at proof-of-work (PoW) mining, which is primarily used by Bitcoin and a few other forked altcoins.

He advocated for proof-of-stake (PoS) as a better, energy-efficient alternative, with some commentators suggesting that he could be a secret Ether bull waiting for the rollout of Eth2 later this year. (As a refresh: Eth2 will transition the Ethereum network from PoW to PoS.)

We need to have a discussion about shifting the industry to a more efficient technology, he said.

Best Cointelegraph Features

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[Blockchain assessment: How to assess different chains?](#)

Before investing your valuable resources, you should assess blockchain projects based on various factors, including community, use case, the team and longevity, among other factors.

[Early birds: US legislators invested in crypto and their digital asset politics](#)

United States lawmakers remain underinvested in crypto, but this is likely to change in 2022.

[MiamiCoin has now raised \\$24.7 million... but who will benefit?](#)

CityCoins presented an overview of MiamiCoin technology on the third day of The North American Bitcoin Conference in Miami, Florida.

[Click to view image.](#)

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Report on Business

Microsoft's big bet on gaming was driven by subscription sales, not the metaverse

By ERIC REGULY

Staff

827 words

22 January 2022

The Globe and Mail

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Ontario

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English

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Microsoft's blockbuster, US\$69-billion cash purchase of Activision Blizzard, the world's thirdbiggest video game publisher, was dressed up with all the usual blather about the metaverse, which is being promoted by the tech bros as the NBT – the Next Big Thing.

The metaverse really might be the NBT – or not. It's a mythical place, lacking an accepted definition, and Microsoft might not really care whether the metaverse has the potential to propel its shares beyond the stratosphere into the exosphere.

Maybe the reason behind its pursuit of Activision was much more mundane and centred on the simple pursuit of subscription revenues from awkward adolescent boys with no social life.

The metaverse is touted as a virtual 3-D world whose denizens can interact with one another. The term first appeared in 1992 in the science fiction novel *Snow Crash*, by American author Neal Stephenson, who also made "avatar" popular. Metaverse is apparently a meld of Meta, the Greek word for "after" or "beyond," and "universe."

In recent years, the Silicon Valley tech wizards seized upon the term, none more so than Facebook cofounder Mark Zuckerberg, who recast Facebook as Meta Platforms, or simply Meta, last year. Its website says "The metaverse is the evolution of social connection" and pretty much leaves it at that – tantalizing, vague, largely meaningless.

When Microsoft announced the all-cash purchase of Activision early this week, Microsoft CEO Satya Nadella talked about the metaverse, seemingly parroting the Zuckerberg line. "In gaming, we see the metaverse as a collection of communities and individual identities anchored in strong content franchises, accessible on every device and bringing fantastic entertainment together with new technologies, communities and business models is exactly what this transaction is about," he said on a conference call.

Whatever.

Subscription revenue is the better line, since the metaverse doesn't bring in the bucks, at least not yet, and Microsoft needs an endless inflow of bucks to justify its lofty valuation and pump up the shares. They have sagged since the end of 2021, but are still up by more than a third in a year, giving the company a market value of almost US\$2.3trillion, putting it not far from Apple's US\$2.7-trillion and almost triple Meta's.

Activision is an industry powerhouse, though a flawed one for business and social reasons. The company has been a slouch at updating some of its popular gaming titles, such as *Starcraft*, which was last tweaked in 2015, and made nasty headlines last year when it got hit by a barrage of sexual misconduct allegations. In July, it was sued by the State of California for sexual harassment and employee discrimination. The U.S. Securities and Exchange Commission launched an investigation.

Activision's titles include *Candy Crush*, *World of Warcraft* and the phenomenally popular *Call of Duty*. The company has an impressive 390 million monthly active uses, though that's down from its peak. The Game Pass subscription service of Microsoft, whose titles include *Minecraft*, *Halo* and *Fallout*, has only 25 million subscribers. So plenty of room for improvement, all the more so since Game Pass can distribute across console (Xbox is Microsoft's console gaming brand), PC and mobile devices.

Microsoft knows that gaming is the hottest entertainment category. Gaming's growth has been turbocharged by the pandemic lockdowns and restrictions, which have kept kids at home with nothing to do except slaughter the enemy online; forget watching TV or reading books.

Microsoft's stumbles in the social-media world – it reportedly tried to buy Pinterest, Discord and TikTok – meant that it was encouraged to double down on gaming. The Activision purchase entrenches Microsoft firmly in the gaming industry. If the deal closes – antitrust regulators might cause trouble – Microsoft will be the world's third-largest gaming company by revenue, behind Tencent of China and Japan's Sony.

Will gaming boost Microsoft's fortunes? Probably yes, given the industry's dazzling growth, but some of Microsoft's previous bets came up short. The Nokia purchase comes to mind, one of the biggest tech blunders of all time.

Another dud was MSN TV, formerly WebTV, which Microsoft shut down in 2013. Anyone remember Pointcast? And don't forget that Apple's App Store and Google Play Store are powerful players in the mobile-gaming distribution.

Neither of them will be happy to hand market share to Microsoft.

The metaverse opens a lot of opportunities for Microsoft, but they are pie-in-the-sky at this stage. The Activision purchase signals that Microsoft wants to dominate the gaming industry and reap torrents of subscription sales. Its formidable competitors might make that goal hard to achieve. For the moment anyway, Microsoft's bet on gaming represents a regular business challenge that could turn into a grubby down-to-earth slugfest.

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Microsoft 3rd in gaming, Jio Fiber beats BSNL, global chip sales at half-trillion plus

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English

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Microsoft gets Activision Blizzard for \$68.7 billion; Jio Fiber beats BSNL & global chip sales cross half-a-trillion.

<https://www.youtube.com/watch?v=6y8YKtXOqlk>

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[Yet another Indian tech CEO, now at Twitter \(Ep-52, December 3\)](#)

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Sports

Xbox CEO Phil Spencer on reviving old Activision games as Microsoft positions itself as tech's gaming company

By Gene Park

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21 January 2022

Washington Post.com

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With its \$68.7 billion acquisition of mammoth embattled video game publisher Activision Blizzard, Microsoft will be taking on a lot. It will be absorbing a company criticized by its employees for its workplace culture, one that is embroiled in lawsuits alleging gender-based discrimination and sexual harassment. Microsoft will also be taking on game development studios that have inched closer to unionization over the past several months.

But it will also be adding an element that newly minted CEO of Microsoft Gaming Phil Spencer sees as core to Microsoft's strategy for consumer acquisition: a slew of video games and long-abandoned franchises.

Asked about the workplace complaints faced by Activision Blizzard in a 10-minute interview with The Washington Post on Wednesday, Spencer said: "I believe the leaders there believe in the opportunity they have in their plan," noting his confidence the issues will be resolved. In addressing the potential of bringing on unionized workers, he said his company will aim to empower its new employees to "do their best work."

The games created by Activision Blizzard's developers provide the centerpiece of Microsoft's strategic thinking around the acquisition. The titles are some of the most popular in the world. And those Activision Blizzard properties extend well beyond Call of Duty, World of Warcraft and Candy Crush.

In discussing some of the intellectual properties owned by Activision Blizzard, Spencer's excitement may have mirrored the enthusiasm of a "StarCraft" player noticing the long-dormant franchise's logo in Microsoft's acquisition announcement.

"I was looking at the IP list, I mean, let's go!" Spencer said. "King's Quest,' Guitar Hero,' ... I should know this but I think they got 'HeXen.' "

"HeXen," indeed an Activision Blizzard property, is a cult hit first-person game about using magic spells. Microsoft's pending acquisition of Activision Blizzard also means owning the rights to many creations from gaming's past, including Crash Bandicoot, the original Sony PlayStation mascot. There's also the influential and popular Tony Hawk skateboard series and beloved characters like Spyro the Dragon.

Toys for Bob, one of the studios working under the Activision Blizzard banner, successfully launched games like "Crash Bandicoot 4: It's About Time," but was later folded into supporting Call of Duty games. Spencer said the Xbox team will talk with developers about working on a variety of franchises from the Activision Blizzard vaults.

"We're hoping that we'll be able to work with them when the deal closes to make sure we have resources to work on franchises that I love from my childhood, and that the teams really want to get," Spencer said. "I'm looking forward to these conversations. I really think it's about adding resources and increasing capability."

The \$68.7 billion acquisition is an attempt to showcase Microsoft as distinguished in the global gaming space, Spencer said. This move is made amid tech giants like Apple, Google, Meta, Netflix and Tencent in China encroaching into the gaming space with various projects and investments.

Spencer said he's concerned about tech companies unfamiliar with the gaming industry barging in to the space, as opposed to the current, experienced competition against Nintendo and Sony.

"They have a long history in video games," he said. "Nintendo's not going to do anything that damages gaming in the long run because that's the business they're in. Sony is the same and I trust them. ... Valve's the same way. When we look at the other big tech competitors for Microsoft: Google has search and Chrome, Amazon has shopping, Facebook has social, all these large-scale consumer businesses. ... The discussion we've had internally, where those things are important to those other tech companies for how many consumers they reach, gaming can be that for us."

"I think we do have a unique point of view, which is not about how everything has to run on a single device or platform. That's been the real turning point for us looking at gaming as a consumer opportunity that could have similar impact on Microsoft that some of those other scale consumer businesses do for other big tech competitors. And it's been great to see the support we've had from the company and the board."

Thursday afternoon, Spencer posted on Twitter that he has spoken with leaders at Sony, and Microsoft intends to honor all Activision Blizzard agreements to put those games, like Call of Duty, on PlayStation consoles should the acquisition be approved.

Spencer has also been key in informing and charting the company's path toward the metaverse, the still-theoretical evolution of the Internet. The metaverse concept has been explored for decades within the video game industry, but Facebook creator Mark Zuckerberg's vision of a virtual-reality-driven metaverse has driven conversation since he announced his company's name change last year to Meta.

Microsoft CEO Satya Nadella publicly invoked the metaverse before even Zuckerberg did, when he spoke of Microsoft's possible role in creating an "enterprise metaverse" in May 2021. Nadella again mentioned the metaverse in the acquisition announcement Tuesday.

Spencer cautioned against a "workspace-only" vision for the metaverse.

"I've really been advocating internally in the company that gaming will be a catalyst for us and I can see how some of that functionality moving into enterprise scenarios and workplace scenarios can be beneficial," he said. "But I don't think anybody should pretend that all this stuff isn't being rewritten. I had a meeting today with the 'The Elder Scrolls Online' team and we did our leadership team [meeting] in-game. That's as much of a Zoom call as anything else!"

Activision Blizzard makes "World of Warcraft," which has attracted more than 116 million active players who signed up through its Battle.net digital distribution service. The online RPG players are an audience primed for metaverse-like experiences, Spencer believes.

"For us as a platform company, what we've been doing with Xbox and Windows for years is ask how do players seamlessly move between these different worlds and they can have different identities and different clans and groups, but they also still feel anchored in an overall platform experience," Spencer said.

Spencer said the Activision Blizzard acquisition process began toward the end of 2021, and part of that process included Microsoft absorbing the many reported challenges Activision Blizzard has faced over the past year, including the lawsuits alleging charges of gender-based discrimination and sexual harassment, as well as a nascent effort to unionize by the company's workers.

"We spent time with the Activision team looking at the incidents, looking at employee polls and then had a good discussion with them about their plan, both the progress they've been making and what their plan was," Spencer said, adding that during the lengthy regulatory process Microsoft would have no involvement with Activision's legal woes. "We had to look at that forward plan and ensure we had a kind of confidence in that."

Microsoft's employees, like those at most big tech companies, are not unionized. When asked how his company feels about unions, Spencer said: "I'm going to be honest, I don't have a lot of personal experience with unions. I've been at Microsoft for 33 years. So I'm not going to try to come across as an expert on this, but I'll say we'll be having conversations about what empowers them to do their best work, which as you can imagine in a creative industry, is the most important thing for us."

Document WPCOM00020220120ei1k004mp

UK News

Microsoft Gaming CEO confirms Call of Duty will stay on PlayStation

By, Kieran Isgin

297 words

21 January 2022

20:28

manchestereveningnews.co.uk

MNONL

English

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Phil Spencer has announced Microsoft's plans for Call of Duty on PlayStation after acquiring Activision Blizzard

The gaming industry has recently been shaken over the surprising and sudden takeover of Activision Blizzard by Microsoft.

Initially, the acquisition caused concerns over the future of Activision's games on PlayStation and whether they would become Xbox exclusives, namely the biggest concern was over Call of Duty.

A Sony spokesperson voiced similar concerns, stating that "We expect that Microsoft will abide by contractual agreements and continue to ensure Activision games are multiplatform."

Read more:

[Sony expects Microsoft to 'abide by contractual agreements' in Activision takeover](#)

Now, Microsoft Gaming CEO Phil Spencer has put a lot of worries to rest, confirming that Call of Duty will stay on PlayStation consoles.

He announced on Twitter: "Had good calls this week with leaders at Sony.

"I confirmed our intent to honor all existing agreements upon acquisition of Activision Blizzard and our desire to keep Call of Duty on PlayStation.

"Sony is an important part of our industry, and we value our relationship."

While Mr Spencer's statement focuses on 'existing agreements' and is most likely a reply to Sony's concerns, it doesn't confirm the status of Call of Duty titles a few years down the line when contracts between Sony and Activision are likely to expire.

Starfield, a game developed by Bethesda which was also recently acquired by Microsoft, will be released exclusively on Xbox and PC while Mr Spencer has also hinted that the next Elder Scrolls title will also be exclusive.

But future Call of Duty titles being an Xbox exclusive is not a definite, other popular titles owned by Microsoft acquired companies.

Document MNONL00020220121ei110028p

Corporate Financing Week
Industry Trend Analysis - Microsoft Seeking Mobile Pivot Through Activision's IP Casual Mobile Gaming Portfolio

914 words

20 January 2022

Corporate Financing Week

CFWK

English

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Key View

* Microsoft's purchase of Activision Blizzard is primarily aimed at consolidating its presence in the fastest-growing gaming segment, casual mobile gaming. It also reinforces its strong position in the PC-based gaming segment.

* The move will also help shore up some weaknesses in Microsoft's streaming gaming business, giving it greater ownership over key brands and intellectual property and enabling it to shift some premium assets to an 'exclusive-to-Xbox' footing.

* References to exploring 'meta-verse' capabilities through this deal reinforces the notion that Microsoft aims to be a driving force in the way games are distributed and consumed across multiple platforms through users' digital personas. Similar responses from Sony and Tencent would help drive this paradigm shift.

The USD68.7bn offer for games developer, publisher and distributor Activision Blizzard is one of the largest yet in the Big Tech arena and certainly the biggest-ever in the gaming sector, trumping Microsoft's own USD7.5bn acquisition of ZeniMax Media which concluded in March 2021. The latter transaction was primarily focused on adding a key developer to Microsoft's PC and console gaming businesses, but did little to enhance its presence in mobile gaming, a segment that has benefited from increased user engagement during the pandemic and which will outperform PC and console engagement in the post-pandemic hybrid working era.

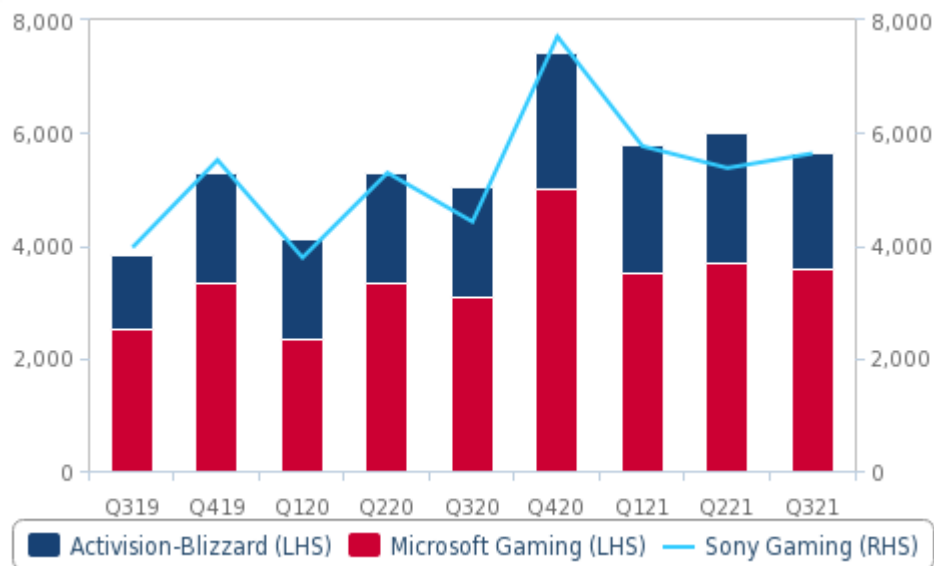
The media and gamers' responses to the latest deal has focused on the potential for Microsoft to shift many of Activision's most popular platform-neutral gaming titles to an 'exclusive-to-Microsoft' console and streaming environment, raising concerns about restrictions for consumer choice. These concerns are well founded and may come to pass to a certain extent, but we at Fitch Solutions believe that Microsoft's stated intent to leverage the 'meta-verse' multi-platform model means that the deal is more likely seen internally as a means of pushing the company's gaming business outside the traditional hard-core gaming market.

In its somewhat non-specific announcement, Microsoft emphasised its ambition to reach the world's 3bn-plus gamers through this deal. While its very popular Xbox console and streaming gaming business remains strong (its Game Pass platform had 25mn subscribers as of Q321) and has attained high penetration rates in developed markets worldwide, reaching 3bn gamers will require tapping the mobile gaming market. Portable, connected gaming devices are an option, but development costs would be prohibitively high and the potential addressable market will be highly fragmented and dependent on access to low data packages and low-latency connectivity, which are not widely available in emerging markets.

Merged

Microsoft-Activision On A Par With Sony

Gaming Revenues By Company (USDmn), 2019-2021



<TD>Source: Company filings. Note: Sony revenues converted to USD values by Fitch Solutions

Globally, we expect there to be 8.56bn mobile subscribers by the end of 2022, a figure that will rise to 9.44bn by the end of 2030. While a high proportion of these - 86.8% - will be on 4G and 5G networks by 2025 (assuming Microsoft receives shareholder and regulatory consent to complete the acquisition and concludes the initial stages of integration by that point), only a relatively modest proportion will be optimised for complex multimedia-heavy games.

Although Activision Blizzard has developed mobile-optimised iterations of key gaming franchises such as its very popular Call of Duty series, its real asset in the mobile space is its casual gaming portfolio, exemplified by King Software-developed Candy Crush . King was acquired by Activision in early 2016 for USD5.9bn and its offerings are now helping drive mobile gaming as the fastest area of growth for Activision.

Microsoft failed to secure its space in the mobile operating system (OS) space as, first Apple and then Google, came to dominate the market. Consequently, Microsoft's mobile applications storefront has been heavily sidelined and not readily discovered by potential users. With the Activision brand and a slew of existing and in-development mobile gaming titles at its disposal, Microsoft has an opportunity to become relevant once more.

The deal will also consolidate Microsoft's position as a top-three gaming brand globally, behind Sony and Tencent but still well ahead of Nintendo. In terms of gaming-derived revenue, it will be largely on a par with Sony, although both players' revenues remain contingent to an extent on dedicated hardware, support and partnership revenues, whereas market leader Tencent is almost exclusively based on games sales and supplementary services.

Sony's share price fell sharply, by as much as 15%, in the hours following Microsoft's announcement. While we do not expect the Japanese player to respond with a knee-jerk acquisition of its own, it will almost certainly be dissecting Microsoft's near-cryptic rationale for the deal and concluding that it, too, needs to have a key stake in the emerging gaming meta-verse and seek out strategically important acquisitions of its own. Few of the remaining independent players, such as Electronic Arts or Capcom, offer the same short-term advantages as Activision, but it seems likely to Fitch Solutions that an uptick in opportunistic deals will be announced in the months to come, with the downside risks being that a growing number of such deals will not be ideal fits and that consolidation as a means to an end could also curb innovation and risk-taking.

Document CFWK000020220217ei1k00002

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914 words

20 January 2022

Emerging Markets Monitor

EMDN

English

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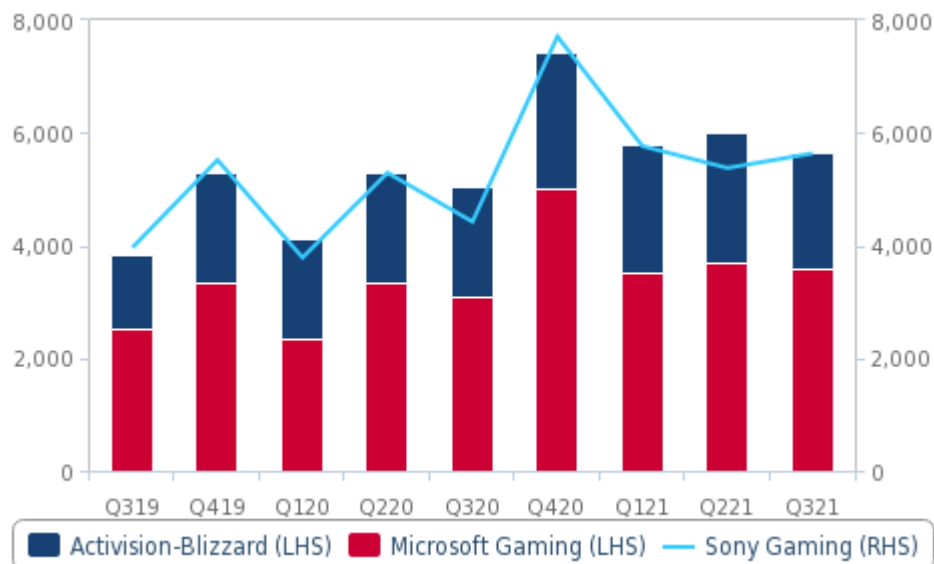
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Document EMDN000020220217ei1k00004

Comment

Bust the tech mega deals: Microsoft's bid for gaming domination could lead to higher prices and less choice, says ALEX BRUMMER

Alex Brummer for the Daily Mail

742 words

21 January 2022

03:50

Mail Online

DAMONL

English

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The accumulation of market power by the digital giants is frightening.

Yet craven US politicians show no inclination to embrace the anti-trust crusading of Teddy Roosevelt, who dismantled Standard Oil when he occupied the White House more than a century ago.

Microsoft has a market capitalisation of £1.7 trillion and is the dominant force in computing software. It wants more with its meaty £50billion bid for video game creator Activision Blizzard.

It threatens to use its monopoly power to dominate a competitive market for computer games.

The concern must be that it will seek exclusivity for leading edge games such as Call of Duty, blocking access to other systems.

This is analogous to the issues raised by Nvidia's offer for Softbank-owned Arm Holdings.

There is anxiety that if Cambridge-based Arm is merged into Nvidia, the new owners will offer exclusive deals to its main clients, destroying the open access model to its smart chips.

As matters stand, a lack of anti-trust fervour in Washington is allowing the mega-tech companies to dominate cyberspace and purloin intellectual property.

The jobs networking site LinkedIn was swallowed by Microsoft in 2016 for £20billion. Google took control of Fitbit for £1.5billion in 2019.

Salesforce spent £19.8billion on messaging site Slack in 2020. Facebook spent £14billion on WhatsApp in 2014. All such deals lessen competition for data services and content or both.

Word is that President Biden is determined to scrutinise tech mergers more closely. But with approval ratings languishing close to the lowest level of any modern president, and mid-term elections in November, the idea that Biden might show boldness in the face of corporate autocrats is fanciful.

Financial markets are giving the Microsoft deal a thumbs down. Activision's share price has fallen well below the bid so investors plainly see it as imperilled.

Truth is that regulatory interference is far more likely to come from the European Union, China or our own Competition & Markets Authority rather than US enforcers at the Justice Department or Federal Trade Commission.

There was no surprise when Trump held back on interfering with Silicon Valley. It might have been hoped that Biden would see political value in becoming a trust buster.

If the president fails to intervene in the latest Microsoft transaction, consumers will ultimately face higher prices and less choices. A chilling outcome.

Good health

Terry Smith deserves an accolade for Fundsmith's post-mortem note on Unilever's botched effort to purchase the Glaxosmithkline Consumer Healthcare arm.

We hear far too little from buy-side analysts and asset managers in the face of corporate actions, so the intervention is welcome. But as clear-eyed as Smith is on Unilever's sub-optimal performance vis-a-vis other fast moving consumer goods groups, the note is not convincing.

Smith says he never heard from Unilever's shareholder relations team for eight years.

Given the scale of the Fundsmith holding, there was nothing to stop him picking up the phone or doing an Elliott by going public.

Smith contradicts his complaint when he acknowledges he was contacted over the frustrated move of domicile to the Netherlands, and admits that communications have improved post Paul Polman.

The suggestion that Unilever should stick to its knitting rather than seeking transforming deals doesn't bear scrutiny.

Nestle's outperformance is a result of buying into the wellbeing market back in the noughties when it took over the Novartis nutrition brands. Reckitt has been built on adding health to its hygiene portfolio. Cutting off Unilever from beauty, where it has built £1.5bn of revenues, is counter-productive.

Alan Jope's talk about business with purpose might look like corporate waffle. ESG warrior investors who have put down a resolution for Unilever's AGM, calling for targets for healthier foods, would disagree.

Price points

A political narrative has developed suggesting the cost-of-living crisis is unique to the UK. Not true.

Consumer prices are rising at a 7 per cent rate in the US despite plentiful natural gas supplies.

Data from the eurozone shows prices rising at 5 per cent with energy accounting for almost half the gain. In monetarist, anti-inflation Germany consumer prices are rising by 5.3 per cent.

Crisis, what crisis?

Document DAMONL0020220120ei1k009qh

The Washington Post

Technology

Microsoft bought Activision because **gaming** is the new social media

By Will Oremus

775 words

20 January 2022

Washington Post.com

WPCOM

English

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If the 2010s were the decade of social media in the tech industry, there's reason to think the 2020s are the gaming decade.

On Tuesday, Microsoft said it plans to buy the gaming giant Activision Blizzard — maker of the Call of Duty, World of Warcraft and Candy Crush franchises, to name a few — for some \$69 billion. If it survives antitrust scrutiny, the deal will make Microsoft, which already owns Xbox, "Minecraft" and Halo, a titan of the gaming world. And that in turn could give it a big role in shaping not just how we work and play but how we interact online.

Games have been a big industry for a long time, from Nintendo and PC gaming in the 1990s to PlayStation and Xbox in the 2000s, to the rise of mobile gaming in the 2010s. But in recent years, leaps in technology and innovations in gameplay have made them ubiquitous, from addictive smartphone time-killers to deeply immersive, console-based worlds that let millions of players interact in real time. And then came the pandemic, which supercharged the popularity of games even as they pushed more of our work and social lives into cyberspace.

The better and more popular games get, the less they start to look like a niche entertainment medium and the more they start to look like the future of the Internet.

Already, two-thirds of U.S. adults and three-fourths of kids under 18 play video games weekly, according to the Entertainment Software Association, a trade group. Worldwide, nearly 400 million people play Activision Blizzard games each month. That's more active users than Twitter, and comparable to the 450 million users that WhatsApp had when Facebook acquired it for \$19 billion in 2016.

But it's not just the number of users that matters. It's how they're using those games. Increasingly, games such as "Fortnite," "Roblox" and "World of Warcraft" serve not just as places to complete quests and shoot bad guys but places to hang out. "Fortnite" hosts massive live concerts attended by millions; "Roblox" invites you to build your own games and experiences and invite your friends; "Warcraft" was a pioneer in encouraging players to make friends, chat and work together in guilds.

These three are not outliers. They're just some of the better-established examples of a trend that is fast becoming the norm. These days, teens are as likely to hang out on Discord or Xbox Live playing video games together as they are to interact on Instagram or Snapchat. Kids who aren't old enough for a Facebook or Instagram account can socialize on Roblox, which is played by nearly 50 million people per day, most of them young.

That convergence of gaming and socializing is part of what has tech CEOs and investors frothing about "the metaverse," a buzzword cribbed from sci-fi that is being marketed as the next generation of the Internet.

"Gaming is the most dynamic and exciting category in entertainment across all platforms today and will play a key role in the development of metaverse platforms," Microsoft CEO Satya Nadella said Tuesday in announcing the Activision deal.

He isn't the only one who thinks so. The shift from two-dimensional social media feeds to talking and playing with friends and strangers in real time in virtual spaces was part of the impetus for Facebook's Mark Zuckerberg to rename the company Meta and announce that it's now "a metaverse company" instead of a social media company.

In the most starry-eyed vision of the metaverse, it will be a limitless, always-on digital realm in which we will someday lead full second lives, accessible from any Internet-connected device or platform, carrying with us our avatars, digital goods and cryptocurrencies wherever we go. But that's a very long way off. Microsoft dropping \$69 billion on Activision to counter Facebook suggests that the near future of the metaverse will be

something less grandiose: an extension of today's corporate platform wars in which the largest companies vie to expand their empires of attention and data by conquering swaths of the fast-growing gaming and remote-work sectors.

As futuristic as "the metaverse" might sound, these moves make more straightforward sense simply as a bet on gaming as an ever-growing part of what people do online. Or viewed another way, it's a bet that socializing and working on the Internet will increasingly take place in apps that look more like games than stand-alone chats or feeds.

Document WPCOM00020220119ei1j0005m

World Bank chief takes swipe at Microsoft's \$69 bln gaming deal as poor countries struggle

365 words

20 January 2022

Tuoi Tre Newspaper

TUOTRE

English

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World Bank President David Malpass on Wednesday criticized Microsoft's \$69 billion takeover of gaming developer Activision Blizzard as a questionable allocation of capital at a time when poor countries are struggling to restructure debts and fight COVID-19 and poverty.

Malpass said during a Peterson Institute for International Economics virtual event that more capital needed to flow into poor countries, but these flows have been disrupted by unusually easy monetary policies in developed countries.

He said he was struck by the scale of Microsoft's acquisition deal for "Call of Duty" maker Activision Blizzard. This dwarfed the \$23.5 billion in cash contributions agreed in December by wealthier donor countries to the International Development Association, the World Bank's fund for the poorest countries -- about \$8 billion annually over three years, he said.

"You have to wonder: 'Wait a minute, is this the best allocation of capital?'" Malpass said of the Microsoft deal. "This goes to the bond market. You know, a huge amount of (capital) flows are going to the bond market."

A very small portion of the developing world has access to such bond financing, while too much capital remains bottled up in advanced countries, especially in central bank reserve assets used to back long-term bond purchases, he added.

A spokesperson for Microsoft did not immediately respond to a Reuters request for comment on Malpass' remarks.

His comments echoed a similar call last week for central banks to cut long term bond holdings to free up lending capital.

"That gets you into a situation where a huge amount of the capital is being allocated to already capital-intensive parts of the world -- the advanced economies -- building more and more on top of already heavily built infrastructure and real estate, for example," Malpass said.

Meanwhile, a return to more normal global investment returns is needed to bring more financing capacity to small businesses in the developing world," he said.

"In order to address the refugee flow, that malnutrition that's going on, and so on, there has to be more money and growth flowing into the developing countries," Malpass added.

Document TUOTRE0020220120ei1k0008h

Microsoft's gaming deal; Master of opportunism

Marc Iseli

512 words

20 January 2022

Handelszeitung translated into English

HADLEN

HANZTR

12

3

English

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There is an unflattering anecdote about Bill Gates. In the 1980s, he allegedly plotted to reduce the shareholding of Microsoft co-founder Paul Allen, notably a childhood friend of Gates. Allen was undergoing cancer treatment at the time. In his memoirs, he describes the moment as an attempt at a rip-off. It was an "intrigue," he says, "simply money-grubbing opportunism."

The announcement by Microsoft to take over the gaming group Activision Blizzard is also in this spirit. The software group wants to pay just under \$69 billion for the maker of games like "Call of Duty" and "World of Warcraft." That's around 63 billion Swiss francs. It is the largest deal in Microsoft's history and the third largest of the current decade. For LinkedIn, Microsoft paid just under \$28 billion.

The price tag is gigantic - and yet opportunistically moderate. A year ago, Activision Blizzard weighed in at 7 billion francs more. The company was at the zenith of its creativity. The pandemic and increased demand for video games have catapulted the company to new heights. But reports of a toxic and sexist corporate culture depressed Activision Blizzard's value and made the company an ideal acquisition target for Microsoft.

First, the state of California sued the gaming company over an employee's suicide. She took her own life after a photo of her vulva was passed around at a company party. Shortly after, press reports linked CEO Bobby Kotick personally to allegations of rape and binge drinking in the office. In an email, Kotick was shown to have been aware of misconduct by a manager. He knew the matter had been settled out of court with a large payment. Yet he chose not to inform the Board of Directors about the matter, just as he never informed the Board of Directors about the death of an employee and the sad reasons behind it.

These are unforgivable mistakes for corporate leaders. They have consequences for shareholders: Activision Blizzard's stock price dropped since the California lawsuit. The value of the company halved within months. Microsoft has now seized this opportunity with a vengeance. Pure opportunism, analogous to the behavior of the founder Gates in the 1980s. Microsoft has not only found a good time to buy Activision Blizzard. The company also frees itself from the disappointment of not having bought the Chinese video app Tiktok. With Activision, Microsoft is reaching a new audience. The company, once known primarily for its computer software, is suddenly a big player in the entertainment and gaming market.

More importantly, the company now has a gigantic footprint in the smartphone gaming business - a billion-dollar market that continues to grow in relevance. The console business, Microsoft's previous core game business, is a thing of the past.

Marc Iseli Editor "Handelszeitung"

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News

Sony sell-off on Microsoft gaming fears

Callum Jones

252 words

20 January 2022

The Times

T

1; National

47

English

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Sony's shares took a hit in Tokyo yesterday as investors considered the impact of rival Microsoft's \$68.7 billion takeover of Activision Blizzard.

The Japanese conglomerate came under pressure amid questions over how Activision, whose video games include the Call of Duty series, will engage with Sony and its PlayStation console after the blockbuster deal.

Microsoft's Xbox console has battled with the PlayStation for market supremacy for two decades. The American company unveiled its largest ever acquisition this week in an attempt to cement its digital dominance: it would become the world's third-biggest gaming group by sales, behind Sony and China's Tencent.

The takeover, subject to approval by regulators and Activision shareholders, is expected to be completed next year.

Shares in Sony fell 12.8 per cent on Wednesday as analysts speculated on how Microsoft could use the acquisition of Activision to get a leg-up, raising the prospect that Call of Duty and other titles could become Xbox exclusives.

Amir Anvarzadeh, a market strategist who recommends shorting Sony, told his clients that the company "will have a monumental challenge to stand on its own in this war of attrition".

Others dismissed the sell-off as a knee-jerk reaction. While exclusivity of titles plays a key role in the highly competitive gaming market, Microsoft may have other priorities it billed the takeover as an acquisition of "building blocks" for the metaverse, the future vision of the internet.

Document T000000020220120ei1k000b9



Business

Microsoft in virtual reality challenge to Sony

Sam Nusey

391 words

20 January 2022

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English

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TECHNOLOGY

Sony Group, perched atop the gaming sector, is facing a fresh challenge from cash-rich rivals betting on a next-generation online video game boom as the Japanese conglomerate eyes expansion on multiple fronts, including electric cars.

Microsoft, a laggard in the generational console battle with Sony, took a step to position itself for the "metaverse" - a proposed immersive experience where people game, shop and socialise online - with a \$69bn (£51bn) deal for the Call of Duty developer Activision Blizzard.

Sony's shares slumped 13 per cent yesterday amid concern Activision titles would be pulled from PlayStation systems. "They're basically trying to build a monster," said Serkan Toto, founder of the Kantan Games consultancy in Tokyo. "I don't think Microsoft is spending \$70bn to become a software provider for Sony platforms."

The full frontal approach contrasts with Sony, which has gained praise for building a network of in-house gaming studios that have produced hits such as Spider-Man and God of War. Analysts say it - and other giants - may now feel pressure to make more deals in response.

Microsoft's deal for Activision is made possible by its vast array of other businesses, including software and cloud services, with its market value more than 14 times that of the Japanese conglomerate.

Many observers see Activision as a tarnished business after allegations of sexual harassment and misconduct by managers and with its major franchises losing momentum. The developer is "basically a semi distressed asset," said Mio Kato, an analyst at LightStream Research.

Advances to cloud technology are loosening ties to consoles amid expectation consumers will spend more time playing and shopping in virtual reality and attracting investment from firms like Facebook's parent, Meta.

The change has been compared to the epochal shift to electric and autonomous vehicles. Sony is also considering entering the electric car business to take advantage of its edge in entertainment and chips.

Yesterday, shares in other gaming firms, including Square Enix and Capcom, popped on speculation that the Activision deal could lead to more consolidation. Sony is seen as one potential buyer.

"Sony may come under pressure to do more M&A," a Jefferies analyst, Atul Goyal, said, adding that "if there are no regulatory bottlenecks", then Microsoft may soon go after another target. REUTERS

Document IIND000020220120ei1k00023

World Bank chief takes swipe at Microsoft's \$69 billion gaming deal as poor countries struggle

366 words

20 January 2022

04:07

Reuters News

LBA

English

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WASHINGTON (Reuters) - World Bank President David Malpass on Wednesday criticized Microsoft's \$69 billion takeover of gaming developer Activision Blizzard as a questionable allocation of capital at a time when poor countries are struggling to restructure debts and fight COVID-19 and poverty.

Malpass said during a Peterson Institute for International Economics virtual event that more capital needed to flow into poor countries, but these flows have been disrupted by unusually easy monetary policies in developed countries.

He said he was struck by the scale of Microsoft's acquisition deal for "Call of Duty" maker Activision Blizzard. This dwarfed the \$23.5 billion in cash contributions agreed in December by wealthier donor countries to the International Development Association, the World Bank's fund for the poorest countries -- about \$8 billion annually over three years, he said.

"You have to wonder, wait a minute, is this the best allocation of capital?" Malpass said of the Microsoft deal. "This goes to the bond market. You know, a huge amount of (capital) flows are going to the bond market."

A very small portion of the developing world has access to such bond financing, while too much capital remains bottled up in advanced countries, especially in central bank reserve assets used to back long-term bond purchases, he added.

His comments echoed a similar call last week for central banks to cut long term bond holdings to free up lending capital.

"That gets you into a situation where a huge amount of the capital is being allocated to already capital-intensive parts of the world -- the advanced economies -- building more and more on top of already heavily built infrastructure and real estate, for example," Malpass said.

Meanwhile, a return to more normal global investment returns is needed to bring more financing capacity to small businesses in the developing world," he said.

"In order to address the refugee flow, that malnutrition that's going on, and so on, there has to be more money and growth flowing into the developing countries," Malpass added.

(Reporting by David Lawder; Editing by David Gregorio)

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Document LBA0000020220119ei1j04359

News

Microsoft makes big gaming purchase

853 words

19 January 2022

Daily Post

PADP

1

English

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Microsoft is paying the enormous sum of nearly \$70 billion for Activision Blizzard, the maker of Candy Crush and Call of Duty, a deal that would immediately make it a larger video-game company than Nintendo while raising questions about the deal's possible anti-competitive effects.

The all-cash \$68.7 billion deal will turn Microsoft, maker of the Xbox gaming system, into one of the world's largest video game companies. It will also help it compete with tech rivals such as Meta, formerly Facebook, in creating immersive virtual worlds for both work and play.

If the deal survives scrutiny from U.S. and European regulators in the coming months, it could be one of the biggest tech acquisitions in history. Dell bought data-storage company EMC in 2016 for around \$60 billion.

Activision has been buffeted for months by allegations of misconduct and unequal pay. Microsoft CEO Satya Nadella addressed the issue yesterday in a conference call with investors.

"The culture of our organization is my No. 1 priority," Nadella said, adding that "it's critical for Activision Blizzard to drive forward" on its commitments to improve its workplace culture.

Activision disclosed last year it was being investigated by the Securities and Exchange Commission over complaints of workplace discrimination and in September settled claims brought by U.S. workforce discrimination regulators. California's civil rights agency sued the Santa Monica-based company in July, citing a "frat boy" culture that had become a "breeding ground for harassment and discrimination against women."

Win for Activision

Wall Street saw the acquisition as a big win for Activision Blizzard Inc. and its shares soared 25% in trading yesterday, making up for losses over the past six months since California's discrimination lawsuit was filed. Shares of Microsoft slipped about 2%.

Last year, Microsoft spent \$7.5 billion to acquire ZeniMax Media, the parent company of video game publisher Bethesda Softworks, which is behind popular video games The Elder Scrolls, Doom and Fallout. Microsoft's properties also include the hit game Minecraft after it bought Swedish game studio Mojang for \$2.5 billion in 2014.

The Redmond, Washington, tech giant said the latest acquisitions will help beef up its Xbox Game Pass game subscription service while also accelerating its ambitions for the metaverse, a collection of virtual worlds envisioned as a next generation of the internet. While Xbox already has its own game-making studio, the prospect of Microsoft controlling so much game content raised questions about whether the company could restrict Activision games from competing consoles, although Nadella promised the deal would help people play games "wherever, whenever and however they want."

Knocks Nintendo down a peg

The acquisition would push Microsoft past Nintendo as the third-largest video game company by global revenue, behind Playstation-maker Sony and Chinese tech giant Tencent, according to Wedbush Securities analyst Daniel Ives.

"Microsoft needed to do an aggressive deal given their streaming ambitions and metaverse strategy," Ives said. "They're the only game in town that can do a deal of this size with the other tech stalwarts under massive tech scrutiny."

Meta, Google, Amazon and Apple have all attracted increasing attention from antitrust regulators in the U.S. and Europe, but the Activision deal is so big that it will also likely put Microsoft into the regulatory spotlight, Ives said. Microsoft is already facing delays in its planned \$16 billion acquisition of Massachusetts speech recognition company Nuance because of an investigation by British antitrust regulators.

Microsoft is able to make such a big all-cash purchase of Activision because of its success as a cloud computing provider. But after years of focusing on shoring up its business clients and products such as the Office suite of email and other work tools, Ives said Microsoft's failed 2020 attempt to acquire social media platform TikTok may have "really whet the appetite for Nadella to do a big consumer acquisition."

Pushback against the deal was immediate from consumer advocacy groups.

"No way should the Federal Trade Commission and the U.S. Department of Justice permit this merger to proceed," said a statement from Alex Harman, competition policy advocate for Public Citizen. "If Microsoft wants to bet on the 'metaverse,' it should invest in new technology, not swallow up a competitor."

White House press secretary Jen Psaki had no comment on Microsoft's announcement at her briefing yesterday, but emphasized the Biden administration's recent moves to strengthen enforcement against illegal and anticompetitive mergers.

Started in 1979 by former Atari Inc. employees, Activision has created or acquired many of the most popular video games, from Pitfall in the 1980s to Guitar Hero and the World of Warcraft franchise. Bobby Kotick, 59, has been CEO since 1991.

Microsoft said it expects the deal to close in its 2023 fiscal year, which starts in July. It said Kotick will continue to serve as CEO. After the deal closes, the Activision business unit would then report to Phil Spencer, who has led Microsoft's Xbox division and will now serve as CEO of Microsoft Gaming.

Document PADP000020220120ei1j0002z

Lifestyle

EXPLAINER: Microsoft's Activision buy could shake up gaming

MATT O'BRIEN and TALI ARBEL

899 words

19 January 2022

Journal Review

CRAWJN

English

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Microsoft stunned the gaming industry when it announced this week it would buy game publisher Activision Blizzard for \$68.7 billion, a deal that would immediately make it a larger video-game company than Nintendo.

Microsoft, maker of the Xbox gaming system, said the deal would be good for gamers and advance its ambitions for the metaverse — a vision for creating immersive virtual worlds for both work and play.

But what does the deal really mean for the millions of people who play video games, either on consoles or their phones? And will it actually happen at a time of increased government scrutiny over giant mergers in the U.S. and elsewhere?

SO, IS IT GOOD FOR GAMERS?

"For the average person who is playing Candy Crush or anything else, there will probably be no changes at all," said RBC analyst Rishi Jaluria.

But Jaluria and industry watchers think it could be good news for game development more broadly, especially if Microsoft's games-for-everybody mission and mountain of cash can rescue Activision from its reputation for abandoning favorite game franchises while focusing on a few choice properties.

"Microsoft wants to increase the variety of intellectual property," said Forrester analyst Will McKeon-White. "Their target is anyone and everybody who plays video games and they want to bring that to a wider audience."

He said the "most egregious" example of a popular franchise that Activision, founded in 1979, left by the wayside is Starcraft, last updated in 2015. Others include Guitar Hero, the Tony Hawk skateboarding games and MechWarrior, which McKeon-White said "basically wasn't touched for two decades."

On the other hand, the prospect of a console-maker like Microsoft controlling so much game content raised concerns about whether the company could restrict Activision games from competitors.

Microsoft expects to bring as many Activision games as it can to its subscription service Game Pass, "with some presumably becoming Microsoft exclusives," wrote Wedbush analyst Michael Pachter. However, he noted antitrust regulators may not allow Microsoft to keep games off Sony's competing game console, the PlayStation.

Pachter said that Activision presents a model for Microsoft for how to evolve its classic console franchises. It has adapted Call of Duty into successful mobile and free games, and he expects the company to help Microsoft do the same with Xbox-owned Halo and other games.

IS THIS REALLY ABOUT THE METAVERSE?

Microsoft says so. And there are some ways Activision could help the tech giant compete with rivals like Meta, which renamed itself from Facebook last year to signal its new focus on leading its billions of social media users into the metaverse.

Metaverse enthusiasts describe the concept as a new and more immersive version of the internet, but to work it will require a lot of people to actually want to spend more time in virtual worlds. Microsoft's metaverse ambitions have so far been focused on work tools such as its Teams video chat service, but online multiplayer games such as Call of Duty and World of Warcraft have huge followings devoted to interacting with each other virtually for fun.

"That's where Activision really helps," said RBC's Jaluria. "Millions of people play Call of Duty online. The community element helps drive adoption."

WILL IT ACTUALLY HAPPEN?

That's a big unknown. Regulators and rivals could turn up the pressure to block the deal.

Other tech giants such as Meta, Google, Amazon and Apple have all attracted increasing attention from antitrust regulators in the U.S. and Europe. But the Activision deal is so big — potentially the priciest-ever tech acquisition — that Microsoft will also be putting itself into the regulatory spotlight.

Microsoft is already facing delays in its planned \$16 billion acquisition of Massachusetts speech recognition company Nuance because of an investigation by British antitrust regulators.

Asked about the deal at a White House briefing Tuesday, press secretary Jen Psaki had no comment but emphasized the Biden administration's recent moves to strengthen enforcement against illegal and anticompetitive mergers.

If the deal fails, Microsoft will owe Activision a "break-up fee" of up to \$3 billion. That prospect should motivate Microsoft to make concessions to antitrust regulators to get it done, said John Freeman, vice president at CFRA Research.

DOESN'T ACTIVISION HAVE WORKPLACE PROBLEMS?

Activision disclosed last year it was being investigated by the Securities and Exchange Commission over complaints of workplace discrimination and in September settled claims brought by U.S. workforce discrimination regulators. California's civil rights agency sued the Santa Monica-based company in July, citing a "frat boy" culture that had become a "breeding ground for harassment and discrimination against women."

Microsoft CEO Satya Nadella noted in an investor call Tuesday that "the culture of our organization is my No. 1 priority," adding that "it's critical for Activision Blizzard to drive forward" on its commitments to improve its workplace culture.

But a union representing technology and gaming workers said that concerns remain about working conditions and should be considered by U.S. and state officials before any deal is approved.

"Activision Blizzard worker concerns must be addressed in any plan - acquisition or not – on the future direction of the company," Christopher Shelton, president of the Communications Workers of America, said in a statement.

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Push Into Mobile, Cloud Gaming Underpin Recent Microsoft, Take-Two Deals -- Market Talk

146 words

20 January 2022

01:18

Dow Jones Institutional News

DJDN

English

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1448 ET - The recent deals from Take-Two and Microsoft show gaming M&A is heating up, Citi says. "We see the push into mobile and cloud gaming as the key themes underpinning the recent M&A announcements by Take-Two and Microsoft," Citi says. Take-Two's deal for Zynga accelerates its push into mobile gaming, while Microsoft's deal for Activision enhances both its mobile gaming footprint and push into cloud gaming, Citi says. Wedbush says it sees the potential for additional consolidation in gaming. "The challenges presented by subscription, streaming, and the metaverse should result in additional M&A in the space. As always, content will be a key differentiator," Wedbush says. (michael.dabaie@wsj.com)

(END) Dow Jones Newswires

January 19, 2022 14:48 ET (19:48 GMT)

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Push Into Mobile, Cloud Gaming Underpin Recent Microsoft, Take-Two Deals -- Market Talk

1,495 words

20 January 2022

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Dow Jones Institutional News

DJDN

English

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1448 ET - The recent deals from Take-Two and Microsoft show gaming M&A is heating up, Citi says. "We see the push into mobile and cloud gaming as the key themes underpinning the recent M&A announcements by Take-Two and Microsoft," Citi says. Take-Two's deal for Zynga accelerates its push into mobile gaming, while Microsoft's deal for Activision enhances both its mobile gaming footprint and push into cloud gaming, Citi says. Wedbush says it sees the potential for additional consolidation in gaming. "The challenges presented by subscription, streaming, and the metaverse should result in additional M&A in the space. As always, content will be a key differentiator," Wedbush says. (michael.dabaie@wsj.com)

1447 ET - Intel CEO Pat Gelsinger blamed arrogance for Intel's losing out to manufacturing rivals like Taiwan Semiconductor Manufacturing and South Korea's Samsung Electronics. "There was a bit of arrogance, a bit of hubris ... when we led for decades," he says at a Bloomberg event, "you get, you know, a bit self-confident in your own execution." Intel is now catching up--and jumping ahead, he says. "We're going to do five nodes in four years, unheard-of level of pace and execution and all of them are on or ahead of schedule at this point," Gelsinger says, adding: "We will have a torrid pace to the future." (maria.armental@wsj.com; @mjarmental)

1444 ET - Oil prices continue to surge, with WTI crude finishing up 1.8% at \$86.96 a barrel--the highest closing price in more than seven years. "Tighter supplies with no realized Covid demand destruction along with tensions in the Middle East and Russia/Ukraine is keeping the buyers close," says BOK Financial's Dennis Kissler. Adding price support, the UK's Boris Johnson scrapped vaccine passports and all face mask requirements nationwide, saying the Omicron wave "has peaked." WTI traded as high as \$87.91 today and investors now turn to weekly US inventory reports, first from trade group API this afternoon, then official EIA data tomorrow. (dan.molinski@wsj.com)

1438 ET - A New Jersey bankruptcy judge agreed Wednesday to consolidate two committees representing consumers who allege Johnson & Johnson talcum-based products caused their cancer. Judge Michael Kaplan of the U.S. Bankruptcy Court in Trenton, N.J. granted a bankrupt J&J subsidiary's request to reconstitute the original claimants' committee formed when it first filed chapter 11 last year in Charlotte, N.C. The Justice Department's bankruptcy watchdog formed two separate committees, one representing consumers with ovarian cancer and the other representing consumers with mesothelioma, after the case was transferred to N.J. The J&J subsidiary, LTL Management LLC, said there was no legal or practical basis for forming two committees based on disease type and keeping both committees would incur significant and unnecessary administrative costs. The company has defeated some lawsuits, lost others and maintained that its baby powder is safe. (jonathan.randles@wsj.com)

1432 ET - Intel CEO Pat Gelsinger says he's been lobbying to increase chip manufacturing in the US and says his moonshot objective is for the US to account for 30% of global production over the next decade and for Europe to get back to 20%, from their current roughly 12% and 9% respective shares. "I think that's an incredibly positive way to leave this decade," he says at a Bloomberg event. (maria.armental@wsj.com; @mjarmental)

1430 ET - The aviation and telecommunications industries need to find ways to better work together, FAA Administrator Steve Dickson says at an industry event held as telecom companies introduce much of a new 5G service following delays and a battle over potential safety issues tied to the connection. In discussing the recent dispute, Dickson points to "two very different industries that have different ways of looking at risk." Verizon Communications and AT&T today activated much of their new 5G service over the C-band spectrum. A limited number of flights have been canceled amid the rollout and FAA restrictions on operations due to its concerns about the wireless connection. "We need to build stronger, more systemic and predictable ways to collaborate together," Dickson says. (micah.maidenberg@wsj.com; @MicahMaidenberg)

1351 ET - Citi says it wouldn't be surprised if other bidders enter the fray for Activision, but believes a Microsoft buy is most likely. "While other bidders could emerge, we believe it may be hard for ATVI to find an acquirer with as many strategic merits as MSFT," the firm says. Citi says it sees Alphabet and Amazon as the

Page 78 of 183 © 2022 Factiva, Inc. All rights reserved.

two most likely potential bidders, but says they may be reluctant given big tech scrutiny. "While considered big tech, MSFT has done a better job avoiding negative headlines," Citi says. Deutsche Bank says a superior bid is unlikely to emerge. The firm says Microsoft is uniquely positioned based on pairing its gaming presence, with its cloud and technology infrastructure and customer relationships, as well as its balance sheet. (michael.dabaie@wsj.com)

1327 ET - Carbon-capture and storage technologies are picking up steam worldwide and could play a significant role throughout the energy transition, John Kerry, US Special Presidential Envoy for Climate, says at the World Economic Forum. "Gas needs to be something of a bridge as we go through this transition, but what we don't want to see happen is a huge buildout of gas infrastructure for the next 30 or 40 years, unless abatement can come in," Kerry says. (giulia.petrone@wsj.com)

1316 ET - North American freight railroads post an 8.9% drop in traffic for the week ended Saturday in a slow start to the year. Carload volume falls 5.3% on 12 reporting US, Canadian and Mexican railroads, while intermodal traffic slides 12%, the Association of American Railroads trade group says. Drops in shipments of grains, metals and autos weigh on traffic, with coal the lone bright spot. The declines follow a 17% drop in the first week of the year. Evercore says a slow return to preholiday volume levels has been stung by winter weather, but they remain optimistic about service and carloads as comps get easier in 2H. (colin.kellaher@wsj.com)

1310 ET - Microsoft's deal for Activision makes sense for both companies and their shareholder bases, and could play a meaningful role in the evolution of videogame consumption and monetization, Wedbush says. Microsoft's buy gives it an extensive library of intellectual property, world-class game development capability and an entry into mobile and other free-to-play gaming, the firm says. "The deal and a renewed commitment to culture should enable Activision Blizzard to eventually move beyond the in-house issues that have surfaced," Wedbush says, adding that franchises such as Call of Duty could receive a boost from inclusion in Microsoft's Game Pass subscription game service for Xbox and PC. "Over the long term, cloud streaming and mobile should enable Microsoft to expand its gaming TAM into the billions, with a more meaningful presence in various metaverse platforms," the analysts say. (michael.dabaie@wsj.com)

1251 ET - Canada PM Justin Trudeau tells reporters his Liberal government has no plans to scale back planned new spending--in the C\$100B range, according to Canada's budget watchdog--in the wake of elevated concerns over inflation. Statistics Canada data indicate inflation is at a 30-year high, and some economists expect the Bank of Canada to raise rates as early as next week. Trudeau says inflationary pressure is a global challenge, linked to supply-chain disruptions and fallout from the pandemic. Trudeau adds government spending is aimed at bringing down costs for households, in areas such as childcare and housing. "These are important things to make sure we're continuing to have Canadians back as we promised from the very beginning of the pandemic," Trudeau says. (paul.vieira@wsj.com; @paulvieira)

1217 ET - A strong 4Q wins Hancock Whitney a new fan at Truist, which upgrades the bank holding company to buy from hold and boosts its price target to \$70 from \$50. Truist also raises its earnings estimates for this year and next, saying it expects core loan growth momentum to continue into 2022, and that the deployment of excess liquidity into higher yielding loans, coupled with expected rate hikes from the Fed, should help net interest margin. Truist also says it expects Hancock Whitney to have lower operating expenses this year thanks to recent initiatives that will likely keep a lid on rising costs as other banks grapple with inflationary pressures. Hancock Whitney up 3.5% to \$56.37 after hitting a 52-week high of \$59.82 earlier. (colin.kellaher@wsj.com)

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Welcoming the Incredible Teams and Legendary Franchises of Activision Blizzard to Microsoft Gaming

484 words

19 January 2022

ENP Newswire

ENPNEW

English

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Release date - 18012022

Creators of Call of Duty, Warcraft, Candy Crush, Tony Hawk, Diablo, Overwatch, Spyro, Hearthstone, Guitar Hero, Crash Bandicoot, StarCraft and more join Team Xbox

As a team, we are on a mission to extend the joy and community of gaming to everyone on the planet. We all know that gaming is the most vibrant and dynamic form of entertainment worldwide and we've experienced the power of social connection and friendship that gaming makes possible.

As we pursue that mission, it is incredibly exciting to announce that Microsoft has agreed to acquire Activision Blizzard.

Over many decades, the studios and teams that make up Activision Blizzard have earned vast wellsprings of joy and respect from billions of people all over the world. We are incredibly excited to have the chance to work with the amazing, talented, dedicated people across Activision Publishing, Blizzard Entertainment, Beenox, Demonware, Digital Legends, High Moon Studios, Infinity Ward, King, Major League Gaming, Radical Entertainment, Raven Software, Sledgehammer Games, Toys for Bob, Treyarch and every team across Activision Blizzard.

Until this transaction closes, Activision Blizzard and Microsoft Gaming will continue to operate independently. Once the deal is complete, the Activision Blizzard business will report to me as CEO, Microsoft Gaming.

Upon close, we will offer as many Activision Blizzard games as we can within Xbox Game Pass and PC Game Pass, both new titles and games from Activision Blizzard's incredible catalog. We also announced today that Game Pass now has more than 25 million subscribers. As always, we look forward to continuing to add more value and more great games to Game Pass.

The fantastic franchises across Activision Blizzard will also accelerate our plans for Cloud Gaming, allowing more people in more places around the world to participate in the Xbox community using phones, tablets, laptops and other devices you already own. Activision Blizzard games are enjoyed on a variety of platforms and we plan to continue to support those communities moving forward.

As a company, Microsoft is committed to our journey for inclusion in every aspect of gaming, among both employees and players. We deeply value individual studio cultures. We also believe that creative success and autonomy go hand-in-hand with treating every person with dignity and respect. We hold all teams, and all leaders, to this commitment. We're looking forward to extending our culture of proactive inclusion to the great teams across Activision Blizzard.

Around the world, there is no more exciting venue for fun and connection than video games. And there has never been a better time to play than right now. As we extend the joy and community of gaming to everyone, we look forward to welcoming all of our friends at Activision Blizzard to Microsoft Gaming.

[Editorial queries for this story should be sent to newswire@enpublishing.co.uk]

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Technology

Microsoft's Activision plan shows gaming will be at heart of metaverse

Dan Milmo Global technology editor

535 words

19 January 2022

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The Guardian

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English

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Analysis: Activision Blizzard deal would help Xbox compete against PlayStation – but will regulators play along?

Microsoft's planned [takeover of Activision Blizzard](#) puts the tech company at the centre of two big issues facing the sector: the metaverse and Washington's determination to rein in big tech.

The metaverse is where the [physical and digital worlds come together](#), although it is very much at the concept stage. The idea is that you will put on a virtual reality headset and a digital representation of yourself – an avatar – will interact with others at work and play in a combination of virtual and augmented reality.

Microsoft has made clear with its planned \$68.7bn (£50.6bn) acquisition of Activision Blizzard that it expects gaming to be a key feature of this new world, with Satya Nadella, Microsoft's chair and chief executive, saying on Tuesday that gaming "will play a key role in the development of metaverse platforms". If the metaverse is an immersive world, then gaming – as exemplified by titles such as Roblox and (Microsoft-owned) Minecraft – already offers that experience to its participants.

Mark Zuckerberg is so convinced by the potential of the metaverse concept that he changed the corporate name of his empire from [Facebook Inc to Meta](#). If his recent announcement that his company is spending \$10bn a year on the metaverse seemed like a gamble, Microsoft has just staked nearly \$70bn on it.

Of course there are immediate benefits for Microsoft, which will gain access to Activision's 390 million monthly users and huge gaming franchises such as Call of Duty and Warcraft. Gaming, Metaverse or not, is a \$180bn global market already, according to research firm Newzoo. Microsoft owns the Xbox gaming platform and Activision's games and talent will help the company in its competitive battle with Sony's PlayStation as well as gaming offerings from Meta's VR platform, Oculus.

Despite big brands like Xbox and the Halo game, Microsoft's big earners are business-focused: cloud computing (ie providing services like storage space over the internet and sparing you having to invest in hardware) and PC software. As analysts at Wedbush Securities said of the deal on Tuesday, Microsoft's consumer strategy has "been on a treadmill approach". Not any more.

But the opinion of regulators and lawmakers matters on this deal. Microsoft is one of the big three console makers and owns games-making studios such as Mojang, the creator of Minecraft. If this deal goes ahead it would make Microsoft the world's third-largest gamesmaker and it will be noted by regulators, says David Wagner, analyst and portfolio manager at Aptus Capital Advisors. "This will get a lot of looks from a regulatory standpoint."

The US competition watchdog, the Federal Trade Commission, is now under the leadership of Lina Khan, who has underlined her interest in tackling the big tech players by successfully lodging a [renewed complaint against Meta](#). Khan is a Joe Biden appointee and big tech has few friends among Democrats and Republicans in Congress. Microsoft is making a big move in a hostile environment.

Document GRDN000020220118ei1i002xo

Microsoft hopes to buy Activision Blizzard in a deal that would make gaming history

Michael Crider

712 words

19 January 2022

PC World (Australia)

IDGPCW

English

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Microsoft has been on a gaming acquisition tear for the last few years, hoping to give the edge to its Xbox and Game Pass platforms as Sony's PlayStation continues to dominate with exclusive titles. The company previously purchased such notable companies as ZeniMax (AKA Bethesda), Minecraft developer Mojang, Id, Obsidian, Ninja Theory, Rare, Double Fine, and 343 Industries. But the computer giant's next purchase is so big it might shake the foundations of the gaming industry: Activision Blizzard.

The news comes from as an official announcement from Microsoft itself, emblazoned with its prospective acquisition's biggest game series like World of Warcraft, Call of Duty, and Candy Crush. The acquisition is valued at \$68.7 billion with Microsoft buying Activision Blizzard stock shares at \$95 each. The deal is being given a full media blitz with a promotional page, press release, blog posts, open letters to employees, and even a map of the proposed management team.

Assuming it goes through, the nearly \$70 billion acquisition would be by far the largest in the history of the gaming industry, with Take-Two's purchase of Zynga earlier this year coming in a distant second at just \$12.7 billion. For the sake of comparison, Nintendo's current valuation in terms of market cap is approximately \$55 billion in USD.

Activision is one of the oldest developers in the industry, starting way back in 1979, publishing classics like Pitfall, Little Computer People, MechWarrior, and Tony Hawk's Pro Skater. The publisher survived various crashes and booms to become one of the largest software makers on the planet. It merged with Vivendi in 2008 to create the combined Activision Blizzard, gaining clout from an association with the highly respected developer of Warcraft, Starcraft, and Diablo. Today, Activision Blizzard publishes and maintains some of the industry's biggest franchises, including Call of Duty, World of Warcraft, Crash Bandicoot, and Overwatch.

Image: Microsoft

The combined Activision Blizzard has had serious troubles over the last few years, caught in a general backlash towards large publishers seeking profit over quality and abusing staff. AB has been specifically criticized for an ongoing collection of social issues, including employee abuse and crunch culture, sexual abuse of female staff members (including a highly public investigation by the state of California), lack of accountability for executives, and embarrassing episodes such as an apparent capitulation to the Chinese government when a player showed a pro-Taiwan message on stream.

AB's issues seem to have been personified in multi-billionaire CEO Bobby Kotick, who's controlled the company for over 30 years. According to a Wall Street Journal investigation, Kotick was aware of abuse issues inside his company and did nothing to stop them, allegedly shielding abusive executives and even threatening to kill an employee. Despite calls from around the industry to step down, including rare recriminations from partners like Microsoft, Sony, and even LEGO, Kotick remains CEO. According to Microsoft's press release, Kotick will remain in his position for the time being, reporting to Microsoft's Gaming CEO Phil Spencer.

Microsoft's interest in one of the largest publishers in the world is obvious. In addition to bolstering a growing library of exclusive game content for the Xbox console and Windows, it's attempting to create a platform of streaming games that can be accessed anywhere on any device. The Netflix-style, all-you-can-eat nature of the Xbox Game Pass is shaking up the industry in ways that are still hard to predict – other players like Amazon and Google have invested in game streaming and Sony is reportedly preparing its own similar service. Despite dominating with exclusive titles in the PS4 era, Sony's position at the top of console gaming seems more precarious as Microsoft continues to strengthen its first-party catalog.

The acquisition still needs to be approved by various regulatory agencies, notably the American Federal Trade Commission (possibly even Department of Justice) and the European Union's Commission. Both the US and EU administrations are far less friendly to mega-mergers than they have been in the past, so Microsoft's game-changing purchase is by no means a done deal.

MIL-OSI Global: [Microsoft](#) purchase of Activision Blizzard won't clean up gamer culture overnight: 5 essential reads about sexual harassment and discrimination in [gaming](#) and tech

1,456 words

19 January 2022

ForeignAffairs.co.nz

PARALL

English

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[Source: The Conversation - USA](#) - By Eric Smalley, Science + Technology Editor

Microsoft announced on Jan. 18, 2022, its [intention to purchase](#) video game giant Activision Blizzard. The company, publisher of top-selling video games Call of Duty, World of Warcraft and Candy Crush, has been the subject of a series of sexual discrimination and harassment complaints.

A day before Microsoft's announcement, Activision Blizzard announced that it has [fired "nearly 40 employees"](#) since July following an investigation into hundreds of reports from employees of misconduct.

California [sued Activision Blizzard](#) in July 2021, alleging a "pervasive 'frat boy' culture" at the company and discrimination against women in pay and promotion. The suit prompted a [walkout by company employees](#) who demanded that the company address the problem.

The turmoil is an echo of the infamous [Gamergate](#) episode of 2014 that featured an organized online campaign of harassment against female gamers, game developers and gaming journalists. The allegations are also of a piece with a [decadeslong history of gender discrimination](#) in the technology field.

It's unclear whether or how quickly Microsoft will address Activision Blizzard's discriminatory culture. Regardless of what happens within the company, the problem of sexual harassment in gamer culture involves the industry as a whole, as well as players and fans.

We've been covering sexual harassment and gender discrimination in gaming - and technology generally - and picked five articles from our archive to help you understand the news.

1. Gaming culture is toxic - but community norms can change it

Things have not been getting steadily better. The shift to online activities caused by the pandemic was accompanied by an increase in online harassment and a decrease in the number of women and girls playing video games.

More than a third of female gamers have experienced harassment, and female players have [developed coping strategies](#) like hiding their gender, playing only with friends and shutting down harassers by outplaying them, according to University of Oregon professor [Amanda Cote](#). These strategies take time and energy, and they avoid rather than challenge the harassment. Challenging harassment is also fraught, because it typically sparks a backlash and puts the burden on the victim.

Shutting down harassment comes down to creating and supporting community norms that reject rather than allow or encourage harassment. Gaming companies can adopt practices beyond banning harassers that discourage the behavior before it happens, including reducing opportunities for conflict outside of gameplay, adding in-game recognition of good behavior, and responding quickly to complaints.

"If esports continue to expand without game companies addressing the toxic environments in their games, abusive and exclusionary behaviors are likely to become entrenched," she writes. "To avoid this, players, coaches, teams, leagues, game companies and live-streaming services should invest in better community management efforts."

Read more:

[Here's what it'll take to clean up esports' toxic culture](#)

2. It's not just players - fans are part of the problem

Go to any sports stadium and you'll see that the atmosphere that energizes players and fans alike comes from the fans. For esports the venues are streaming services, where fan reaction comes not from cheers and chants but in the form of online chat.

University of South Florida professor [Giovanni Luca Ciampaglia](#) and colleagues analyzed chats on Twitch, one of the largest streaming services that carries live esports. They found [a sharp distinction](#) in the language fans use when commenting on players, called streamers, depending on gender.

"When watching a man stream, viewers typically talk about the game and try to engage with the streamer; game jargon (words like 'points,' 'winner' and 'star') and user nicknames are among the most important terms," he writes. "But when watching a woman stream, [the tone changes](#): Game jargon drops, and objectification language increases (words like 'cute,' 'fat' and 'boobs'). The difference is particularly striking when the streamer is popular, and less so when looking at comments on less-popular streamers' activity."

As with the games themselves, combating harassment and discrimination on streaming services comes down to community standards, he writes. The streaming services "need to examine their cultural norms to drive out toxic standards that effectively silence entire groups."

Read more:

[Can online gaming ditch its sexist ways?](#)

3. Collegiate esports leagues don't reflect the population of video game players

Esports is becoming a big business, with [over \\$1 billion in revenues](#), and collegiate leagues are an important component of the field. Just over 8% of college esports players and 4% of coaches are female. The low rates of participation are not a reflection of interest: [57% of women ages 18-29](#) play video games that are in the esports category. Boise State esports coach Doc Haskell watches scholarship graduate student Artie 'N3rdybird' Rainn compete in a match.

[AP Photo/Otto Kitsinger](#)

Female players [face overt hostility and harassment](#), which discourages participation, according to SUNY Cortland professor [Lindsey Darvin](#). College teams often engage in tokenism by bringing on a single female player, and the [vast majority of scholarships go to male players](#).

Professional esports organizations are [beginning to address the gender gap](#). Colleges and universities need to follow suit.

"Colleges and universities that receive U.S. federal aid have an obligation to improve opportunity and access to participation based on Title IX policy, which prohibits sex discrimination in any education program or activity receiving federal financial assistance," she writes.

Read more:

[At colleges nationwide, esports teams dominated by men](#)

4. Lessons from the tech field: Diversity and equity require women with power

The roots of esports' toxic culture lie in [decades of gender discrimination](#) in the technology field as a whole. That discrimination has proved stubborn.

"In 1995, pioneering computer scientist Anita Borg challenged the tech community to a moonshot: [equal representation of women in tech by 2020](#)," writes Rensselaer Polytechnic Institute professor [Francine Berman](#). "Twenty-five years later, we're still far from that goal. In 2018, fewer than 30% of the [employees in tech's biggest companies](#) and 20% of [faculty in university computer science departments](#) were women."

Reversing discrimination is a matter of changing cultures within organizations. "Diverse leadership is a critical part of creating diverse cultures," she writes. "Women are more likely to thrive in environments where they have not only stature, but responsibility, resources, influence, opportunity and power."

"Culture change is a marathon, not a sprint, requiring constant vigilance, many small decisions, and often changes in who holds power," she writes. "My experience as supercomputer center head, and with the Research Data Alliance, the Sloan Foundation and other groups has shown me that organizations can create positive and more diverse environments."

Read more:

[The tech field failed a 25-year challenge to achieve gender equality by 2020 - culture change is key to getting on track](#)

5. The myth of meritocracy is an impediment to equality

The myth of meritocracy is a large part of the [longevity of gender discrimination](#) in the tech field. That myth says that success is a result of skill and effort, and that women's representation is a reflection of their abilities.

In the U.S., [women own 39%](#) of all privately owned businesses but receive only around 4% of venture capital funding, according to Brown University professor [Banu Ozkazanc-Pan](#).

"Yet the meritocracy myth, which [my research shows](#) has a stronghold in the world of entrepreneurship, means that women are constantly told that all they have to do to get more of that [\\$22 billion or so in venture capital funding](#) is [make better pitches](#) or be more assertive," she writes.

What the tech field calls meritocracy is in fact gender-biased and results in mostly white men gaining access to resources and funding. "By continuing to believe in meritocracy and maintaining practices associated with it, gender equality will remain a distant goal," she writes.

Adopting [gender-aware approaches](#), including setting concrete goals for gender balance, is key to correcting the imbalances caused by the meritocracy myth.

Read more:

[Women in tech suffer because of American myth of meritocracy](#)

Editor's note: This story is a roundup of articles from The Conversation's archives. This is an updated version of an [article](#) originally published on July 30, 2021. It has been updated to include Microsoft's intention to purchase Activision Blizzard.

- ref. Microsoft purchase of Activision Blizzard won't clean up gamer culture overnight: 5 essential reads about sexual harassment and discrimination in gaming and tech - <https://theconversation.com/microsoft-purchase-of-activision-blizzard-wont-clean-up-gamer-culture-overnight-5-essential-reads-about-sexual-harassment-and-discrimination-in-gaming-and-tech-175202>

[MIL OSI - Global Reports](#) -

Document PARALL0020220118ei1j001hg



Extra

Microsoft's gaming ambitions; tech policy shifts for 2022

Mohammad Shayan Javeed

374 words

18 January 2022

SNL Financial Extra

SNLFE

English

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The Daily Digest highlights top news and exclusive insights on the technology, media and telecommunications sectors.

TOP NEWS

Microsoft not playing around with \$68.7B buy of Activision

With Xbox consoles seeing strong demand and the subscriber base for the Game Pass subscription service hitting a new high, Microsoft Corp. is ready to grow its gaming business in a monumental way.

Federal Communications Bar Association to spotlight tech policy shifts for 2022

The Federal Communications Bar Association will explore where tech policy stands now and how it should evolve in 2022 at a Jan. 19 virtual event co-hosted by the group's 11 nationwide chapters and its emerging issues in tech committee.

➤ 5G Focus: US telcos spend \$19.3B on spectrum; Indian telcos react to auction

5G Focus is a weekly global feature including notable 5G trials, launches, use cases and major equipment supply contracts. It also features in-depth analysis of strategies, expansion plans, business models and other related initiatives.

➤ Global Multichannel: Global Multichannel: Latest research insights, November-December 2021

Recent research from Kagan's Global Multichannel research team, including updates to the international sports rights database, global and regional forecasts for pay TV, and broadband and the state of pay TV in Europe.

➤ Chip shortages in 2022; digital healthcare at CES; banks shedding overdraft fees

Welcome to Next, a weekly newsletter highlighting some of our unique news and research on how technology is reshaping the future of industries across global markets.

SECTOR HIGHLIGHTS

Technology

* Global internet outages up 9% in 2nd week of 2022

* Apple says senate's big-tech legislation would weaken its user-privacy push – WSJ

Internet and OTT

* Crypto.com platform halts withdrawals after suspicious account activity – WSJ

* Videogame stocks jump after Microsoft agrees to buy Activision Blizzard – WSJ

* Electronic Arts, Take-Two Interactive shares gain after Activision deal

Telecommunications

* AT&T, Verizon will withhold 5G signals near airports to prevent flight delays – WSJ

Deal activity in Europe's IT sector saw its largest annual decline of 2021 in December, data compiled by S&P Global Market Intelligence shows. A total of 197 deals were announced last month, down 12.8% from the prior-year period.

Document SNLFE00020220119ei1i0015q



Technology - Business

Microsoft's Metaverse Play Adds Historic \$68.7B Gaming Acquisition

Adriana Lee

735 words

18 January 2022

WWD

WWD

English

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Microsoft just hit the gas pedal on its road to the metaverse.

The Redmond, Wash.-based technology behemoth revealed plans to buy game company Activision Blizzard on Tuesday for \$68.7 billion, marking the largest gaming acquisition in history.

Now Activision games like World of Warcraft, Call of Duty, Tony Hawk's "Pro Skater," Candy Crush, Crash Bandicoot and more will join Minecraft and others on the company's slate. With titles on every device, the company views the addition as "building blocks for the metaverse," according to the announcement.

The purchase by far trumps its other notable gaming purchases, like Minecraft, which joined the fold after Microsoft bought developer Mojang for \$2.5 billion in 2014. It also eclipses the \$26 billion paid for professional networking site LinkedIn in 2016.

The sheer dollar figure points to the company's priority on gaming, specifically, and its role in the metaverse, more broadly. Even Activision's recent sexual misconduct scandals, which prompted employee protests and walkouts last year, apparently couldn't derail the deal.

The stakes are too high. Microsoft believes gaming "will play a key role in the development of metaverse platforms," Satya Nadella, Microsoft chairman and chief executive officer, said in a statement. The tech sector seems to agree.

As a virtual reality version of the internet, the metaverse has captivated both Silicon Valley and Madison Avenue, and gaming and work have emerged as the two main roads that lead there. Microsoft already dominates one side of the equation. Now it's strengthening the other.

As a Windows PC software maker, it owns the world of work computing, with more than 85 percent market share for desktop computers, while its cloud division ranks as one of the top three cloud providers in the market.

Last year, it also introduced Microsoft Mesh, a mixed reality platform that builds off of its Altspace VR acquisition in 2017 to bring a sense of presence to Teams, via virtual communication and collaboration. The company also makes hologram-oriented HoloLens headsets, mostly for developers and enterprise clients, and Xbox consoles powered by its own gaming-centric platform. All of these efforts could be dots that are waiting to be connected.

The latest deal won't accomplish that on its own, but the sale price points to the company's priority on the metaverse. In its race to get there, Microsoft was already seen as a top competitor for Facebook's Meta. Now expansions like this could crank the rivalry up.

Fashion, too, got gaming's memo. Its interest in virtual platforms, seen through years of experiments and partnerships, have been deepening lately, as brands explore metaverse strategies. Whether Activision titles flush with Microsoft cash will offer some sort of bridge to this future internet remains to be seen. Even if it does, fashion houses would have to reckon with the developer's past. But companies often go through cultural, structural and business changes under new ownership, so the next few stages may be crucial.

Of course, it may not matter if regulators don't approve the acquisition. After all, it took a year for the European Union to approve Google's \$2.1 billion purchase of Fitbit, and when the Wear OS-maker wound up closing the deal shortly after, in January 2021, it did so without approval from the Justice Department.

Big Tech acquisitions seem particularly rife at the moment, though. Officials have fretted over monopoly concerns for years, but pieces are now moving into position for a crackdown. In November, President Joe Biden signed a sweeping executive order aimed at anticompetitive tactics in technology and other sectors, with 72 recommendations for a dozen federal agencies.

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Last week, a federal judge just revived an anticompetition lawsuit brought by Federal Trade Commission against Facebook over its purchase of Instagram and WhatsApp. The complaint could have forced the company to shed the apps last summer, but it was rejected for being too vague. Now an amended version has been deemed fit to proceed.

Facebook bought Instagram for \$1 billion in 2012 and WhatsApp for \$19 billion in 2014, in deals considered large at the time. The Activision acquisition is worth nearly \$70 billion. It might have had a high bar to jump in any case. But the current climate could complicate Microsoft's journey to the metaverse.

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Microsoft Corporation - Together with Activision Blizzard, we will usher in a new era of gaming that puts players and creators first and makes gaming safe, inclusive...

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167 words

18 January 2022

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Together with Activision Blizzard, we will usher in a new era of gaming that puts players and creators first and makes gaming safe, inclusive...

Together with [Activision Blizzard](#), we will usher in a new era of gaming that puts players and creators first and makes gaming safe, inclusive, and accessible to all.

To view or add a comment, sign in To view or add a comment, [sign in](#)

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Microsoft Corporation - Phil Spencer email to Xbox employees: RE: Bringing the joy and community of gaming to everyone

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Phil Spencer email to Xbox employees: RE: Bringing the joy and community of gaming to everyone

From: Phil Spencer

Sent: Tuesday, January 18, 2022 5:43 AM

To: Gaming FTE Worldwide; Gaming Extended FTE Worldwide

Subject: RE: Bringing the joy and community of gaming to everyone

Welcome back from the holidays. To start, I'd like to thank everyone for all of the hard work and dedication that have built this business and this community. Obviously, today's agreement to acquire Activision Blizzard is incredibly exciting. In fact it's a milestone for our company, our business and our industry. I and the entire Gaming Leadership Team are deeply enthusiastic about this opportunity. We also announced this morning that we have surpassed 25 million Game Pass subscribers across console, cloud and PC, a great achievement for all of Team Xbox.

As players and partners, we all know how talented and dedicated the teams and studios are across Activision Blizzard. The legendary games and franchises across that company have delighted millions of people for decades. Coming together, we can accelerate our mission to extend the joy and community of gaming to everyone. We have the capability and opportunity to build simply the best, most engaging, most fun entertainment ecosystem anywhere.

Microsoft is committed to our journey for inclusion in every aspect of gaming, among both employees and players. We deeply value individual studio cultures. We also believe that creative success and autonomy go hand-in-hand with treating every person with dignity and respect. We hold all teams, and all leaders, to this commitment. We're looking forward to extending our culture of proactive inclusion to the great teams across Activision Blizzard.

We expect this acquisition to close in FY23, pending regulatory approvals. Once the acquisition is completed, the Activision Blizzard business will report to me. In the meantime, we know you will have a lot of questions. The Gaming Leadership Team and I look forward to answering as many as we can at our next Monthly Gaming Update on Jan. 26. You can submit your questions now anonymously, or post them on our Team Xbox Yammer. Please also refresh on our corporate social media guidelines.

As Satya mentioned, I am now CEO, Microsoft Gaming. This change is a reflection of the incredible work each of you are doing to create the best entertainment ecosystem anywhere. As a leadership team, we know how much exciting but difficult work we have ahead of us, so it's crucial that we operate as a single, unified team. To that end, I'm excited to announce effective today that Jerret West, CMO of Gaming, and his marketing team will move from Chris Capossela's organization to report directly to me. Jerret will continue to be a member of Chris' leadership team and leverage critical parts of Microsoft's marketing muscle including Communications, Media, and Consumer Sales.

We will have a webcast for investors and media at 6 a.m. PT to discuss the Activision Blizzard transaction and our plans as Microsoft Gaming. Please join if you can.

Phil

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Activision Blizzard Inc. - Microsoft to Acquire Activision Blizzard to Bring the Joy and Community of Gaming to Everyone, Across Every Device - Form 8-K

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2,227 words

18 January 2022

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Microsoft to Acquire Activision Blizzard to Bring the Joy and Community of Gaming to Everyone, Across Every Device - Form 8-K

Microsoft to Acquire Activision Blizzard to Bring the Joy and Community of Gaming to Everyone, Across Every Device

Legendary games, immersive interactive entertainment, and publishing expertise accelerate growth in Microsoft's Gaming business across mobile, PC, console, and cloud.

REDMOND, Wash. and SANTA MONICA, Calif., Jan. 18, 2022/PRNewswire/ -- With three billion people actively playing games today, and fueled by a new generation steeped in the joys of interactive entertainment, gaming is now the largest and fastest-growing form of entertainment. Today, Microsoft Corp. (Nasdaq: MSFT) announced plans to acquire Activision Blizzard Inc. (Nasdaq: ATVI), a leader in game development and interactive entertainment content publisher. This acquisition will accelerate the growth in Microsoft's gaming business across mobile, PC, console and cloud and will provide building blocks for the metaverse.

Microsoft will acquire Activision Blizzard for \$95.00 per share, in an all-cash transaction valued at \$68.7 billion, inclusive of Activision Blizzard's net cash. When the transaction closes, Microsoft will become the world's third-largest gaming company by revenue, behind Tencent and Sony. The planned acquisition includes iconic franchises from the Activision, Blizzard and King studios like "Warcraft," "Diablo," "Overwatch," "Call of Duty" and "Candy Crush," in addition to global eSports activities through Major League Gaming. The company has studios around the world with nearly 10,000 employees.

Bobby Kotick will continue to serve as CEO of Activision Blizzard, and he and his team will maintain their focus on driving efforts to further strengthen the company's culture and accelerate business growth. Once the deal closes, the Activision Blizzard business will report to Phil Spencer, CEO, Microsoft Gaming.

"Gaming is the most dynamic and exciting category in entertainment across all platforms today and will play a key role in the development of metaverse platforms," said Satya Nadella, chairman and CEO, Microsoft.

"We're investing deeply in world-class content, community and the cloud to usher in a new era of gaming that puts players and creators first and makes gaming safe, inclusive and accessible to all."

"Players everywhere love Activision Blizzard games, and we believe the creative teams have their best work in front of them," said Phil Spencer, CEO, Microsoft Gaming. "Together we will build a future where people can play the games they want, virtually anywhere they want."

"For more than 30 years our incredibly talented teams have created some of the most successful games," said Bobby Kotick, CEO, Activision Blizzard. "The combination of Activision Blizzard's world-class talent and extraordinary franchises with Microsoft's technology, distribution, access to talent, ambitious vision, and shared commitment to gaming and inclusion will help ensure our continued success in an increasingly competitive industry."

Mobile is the largest segment in gaming, with nearly 95% of all players globally enjoying games on mobile. Through great teams and great technology, Microsoft and Activision Blizzard will empower players to enjoy the most-immersive franchises, like "Halo" and "Warcraft," virtually anywhere they want. And with games like "Candy Crush," Activision Blizzard's mobile business represents a significant presence and opportunity for Microsoft in this fast-growing segment.

The acquisition also bolsters Microsoft's Game Pass portfolio with plans to launch Activision Blizzard games into Game Pass, which has reached a new milestone of over 25 million subscribers. With Activision Blizzard's nearly 400 million monthly active players in 190 countries and three billion-dollar franchises, this acquisition will make Game Pass one of the most compelling and diverse lineups of gaming content in the industry. Upon close, Microsoft will have 30 internal game development studios, along with additional publishing and esports production capabilities.

The transaction is subject to customary closing conditions and completion of regulatory review and Activision Blizzard's shareholder approval. The deal is expected to close in fiscal year 2023 and will be accretive to non-GAAP earnings per share upon close. The transaction has been approved by the boards of directors of both Microsoft and Activision Blizzard.

Advisors

Goldman Sachs & Co. LLC is serving as financial advisor to Microsoft and Simpson Thacher & Bartlett LLP is serving as legal counsel. Allen & Company LLC is acting as financial advisor to Activision Blizzard and Skadden, Arps, Slate, Meagher & Flom LLP is serving as legal counsel.

Webcast details

Microsoft Chairman and CEO Satya Nadella; Bobby Kotick, CEO, Activision Blizzard; CEO, Microsoft Gaming, Phil Spencer; and Microsoft Chief Financial Officer Amy Hood will host a webcast for investors and media on Jan. 18, 2022, at 6 a.m. Pacific time/9 a.m. Eastern time regarding this transaction.

· U.S.: (877) 407-0666 (no password required) · International: +1-201-689-8023 (no password required) · Webcast: <https://aka.ms/MS-Investor-Call>

There will be a recording of the conference call available shortly after the call until Friday, Jan. 28, 2022, at 5 p.m. Pacific time. To access that recording:

· U.S.: (877) 660-6853 · International: +1 (201) 612-7415 · Conference ID: 13726291

For more information, please visit the blog post from Phil Spencer, CEO, Microsoft Gaming. Related imagery is also available. For broadcast quality b-roll and audio, please contact XboxPress@assemblyinc.com.

Fast facts on gaming o The \$200+ billion gaming industry is the largest and fastest-growing form of entertainment. o In 2021 alone, the total number of video game releases was up 64% compared to 2020 and 51% of players in the U.S. reported spending more than 7 hours per week playing across console, PC and mobile. o 3 billion people globally play games today, which we expect to grow to 4.5 billion by 2030. o More than 100 million gamers, including over 25 million Xbox Game Pass members, play Xbox games across console, PC, mobile phones and tablets each month.

About Microsoft

Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

About Activision Blizzard

Our mission, to connect and engage the world through epic entertainment has never been more important. Through communities rooted in our video game franchises we enable hundreds of millions of people to experience joy, thrill and achievement. We enable social connections through the lens of fun, and we foster purpose and meaning through competitive gaming. Video games, unlike any other social or entertainment media, have the ability to break down barriers that can inhibit tolerance and understanding. Celebrating differences is at the core of our culture and ensures we can create games for players of diverse backgrounds in the 190 countries our games are played.

As a member of the Fortune 500 and as a component company of the S&P 500, we have an extraordinary track record of delivering superior shareholder returns for over 30 years. Our sustained success has enabled the company to support corporate social responsibility initiatives that are directly tied to our franchises. As an example, our Call of Duty Endowment has helped find employment for over 90,000 veterans.

Learn more information about Activision Blizzard and how we connect and engage the world through epic entertainment on the company's website, www.activisionblizzard.com

Forward-looking statements

This presentation contains certain forward-looking statements within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995 with respect to the proposed transaction and business combination between Microsoft and Activision Blizzard, including statements regarding the benefits of the transaction, the anticipated timing of the transaction and the products and markets of each company. These forward-looking statements generally are identified by the words "believe," "project," "predicts," "budget," "forecast," "continue," "expect," "anticipate," "estimate," "intend," "strategy," "future," "opportunity," "plan," "may," "could," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions (or the negative versions of such words or expressions). Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-looking statements in this press release, including but not limited to: (i) the risk that the transaction may not be completed in a timely manner or at all, which may adversely affect Activision Blizzard's business and the price of the common stock of Activision Blizzard, (ii) the failure to satisfy the conditions to the consummation of the transaction, including the adoption of the merger agreement by the stockholders of Activision Blizzard and the receipt of certain governmental and regulatory approvals, (iii) the occurrence of any event, change or other circumstance that could give rise to the termination of the merger agreement, (iv) the effect of the announcement or pendency of the transaction on Activision Blizzard's business relationships, operating results, and business generally, (v) risks that the proposed transaction disrupts current plans and operations of Activision Blizzard or Microsoft and potential difficulties in Activision Blizzard employee retention as a result of the transaction, (vi) risks related to diverting management's attention from Activision Blizzard's ongoing business operations, (vii) the outcome of any legal proceedings that may be instituted against Microsoft or against Activision Blizzard related to the merger agreement or the transaction, (viii) the ability of Microsoft to successfully integrate Activision Blizzard's operations, product lines, and technology, the impact of the COVID-19 pandemic on Activision Blizzard's business and general economic conditions, (ix) restrictions during the pendency of the proposed transaction that may impact Activision Blizzard's ability to pursue certain business opportunities or strategic transactions and (x) the ability of Microsoft to implement its plans, forecasts, and other expectations with respect to Activision Blizzard's business after the completion of the proposed merger and realize additional opportunities for growth and innovation. In addition, please refer to the documents that Microsoft and Activision Blizzard file with the Securities and Exchange Commission (the "SEC") on Forms 10-K, 10-Q and 8-K. These filings identify and address other important risks and uncertainties that could cause events and results to differ materially from those contained in the forward-looking statements set forth in this press release. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and Microsoft and Activision Blizzard assume no obligation and do not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise.

Additional information and where to find it

In connection with the transaction, Activision Blizzard, Inc. will file relevant materials with the SEC, including a proxy statement on Schedule 14A. Promptly after filing its definitive proxy statement with the SEC, Activision Blizzard will mail the definitive proxy statement and a proxy card to each stockholder entitled to vote at the special meeting relating to the transaction. INVESTORS AND SECURITY HOLDERS OF ACTIVISION BLIZZARD ARE URGED TO READ THESE MATERIALS (INCLUDING ANY AMENDMENTS OR SUPPLEMENTS THERETO) AND ANY OTHER RELEVANT DOCUMENTS IN CONNECTION WITH THE TRANSACTION THAT ACTIVISION BLIZZARD WILL FILE WITH THE SEC WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT ACTIVISION BLIZZARD AND THE TRANSACTION. The definitive proxy statement, the preliminary proxy statement and other relevant materials in connection with the transaction (when they become available), and any other documents filed by Activision Blizzard with the SEC, may be obtained free of charge at the SEC's website (<http://www.sec.gov>) or at the Activision Blizzard website (<https://investor.activision.com>) or by writing to Activision Blizzard, Investor Relations, 3100 Ocean Park Boulevard, Santa Monica, California, 90405.

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* [Original Link](#)

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Document SAEXC00020220118ei1i0053g

Microsoft Corporation - Microsoft to Acquire Activision Blizzard to Bring the Joy and Community of Gaming to Everyone, Across Every Device - Form 8-K

Microsoft Corporation published this content on 18 Jan 2022 and is solely responsible for the information contained herein. Distributed by PUBT, unedited and unaltered, on 18 Jan 2022 13:50:45 UTC.

2,340 words

18 January 2022

Securities and Exchange Commission (SEC) Filings

SAEXC

English

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Microsoft to Acquire Activision Blizzard to Bring the Joy and Community of Gaming to Everyone, Across Every Device - Form 8-K

Microsoft to Acquire Activision Blizzard to Bring the Joy and Community of Gaming to Everyone, Across Every Device

Legendary games, immersive interactive entertainment, and publishing expertise accelerate growth in Microsoft's Gaming business across mobile, PC, console, and cloud.

REDMOND, Wash. January 18, 2022 - With three billion people actively playing games today and fueled by a new generation steeped in the joys of interactive entertainment, gaming is now the largest and fastest-growing form of entertainment. Today, Microsoft (Nasdaq: MSFT) announced plans to acquire Activision Blizzard, Inc. (Nasdaq: ATVI), a leader in game development and interactive entertainment content publisher. This acquisition will accelerate the growth in Microsoft's gaming business across mobile, PC, console, and cloud and will provide building blocks for the metaverse.

Microsoft will acquire Activision Blizzard for \$95.00 per share, in an all-cash transaction valued at \$68.7 billion, inclusive of Activision Blizzard's net cash. When the transaction closes, Microsoft will become the world's third-largest gaming company by revenue, behind Tencent and Sony. The planned acquisition includes iconic franchises from the Activision, Blizzard and King studios like Warcraft, Diablo, Overwatch, Call of Duty and Candy Crush, in addition to global eSports activities through Major League Gaming. The company has studios around the world with nearly 10,000 employees.

Bobby Kotick will continue to serve as CEO of Activision Blizzard, and he and his team will maintain their focus on driving efforts to further strengthen the company's culture and accelerate business growth. Once the deal closes, the Activision Blizzard business will report to Phil Spencer, CEO, Microsoft Gaming.

"Gaming is the most dynamic and exciting category in entertainment across all platforms today and will play a key role in the development of metaverse platforms," said Satya Nadella, Chairman and CEO, Microsoft.

"We're investing deeply in world-class content, community, and the cloud to usher in a new era of gaming that puts players and creators first and makes gaming safe, inclusive, and accessible to all."

"Players everywhere love Activision Blizzard games, and we believe their creative teams have their best work in front of them," said Phil Spencer, CEO, Microsoft Gaming. "Together we will build a future where people can play the games they want, anywhere they want."

"For more than 30 years our incredibly talented teams have created some of the most successful games," said Bobby Kotick, CEO, Activision Blizzard. "The combination of Activision Blizzard's world class talent and extraordinary franchises with Microsoft's technology, distribution, access to talent, ambitious vision, and shared commitment to gaming and inclusion will help ensure our continued success in an increasingly competitive industry."

Mobile is the largest segment in gaming, with nearly 95% of all players globally enjoying games on mobile. Through great teams and technology, Microsoft and Activision Blizzard will empower players to enjoy immersive franchises, like Halo and Warcraft, anywhere they want. And with games like Candy Crush, Activision Blizzard's mobile business represents a significant presence and opportunity for Microsoft in this fast-growing segment.

The acquisition also bolsters Microsoft's Game Pass portfolio with plans to launch Activision Blizzard games into Game Pass, which has reached a new milestone of over 25 million subscribers. With Activision Blizzard's nearly 400 million monthly active players in 190 countries and three billion-dollar franchises, this acquisition will make Game Pass one of the most compelling and diverse line-ups of gaming content in the industry. Upon close, Microsoft will have 30 internal game development studios, along with additional publishing and esports production capabilities.

The transaction is subject to customary closing conditions and completion of regulatory review and Activision Blizzard's shareholder approval. The deal is expected to close in Microsoft's fiscal year ending June 2023 and will be accretive to non-GAAP earnings per share upon close. The transaction has been approved by the boards of directors of both Microsoft and Activision Blizzard.

Advisors

Goldman Sachs & Co. LLC is serving as financial advisor to Microsoft and Simpson Thacher & Bartlett LLP is serving as legal counsel. Allen & Company LLC is acting as financial advisor to Activision Blizzard and Skadden, Arps, Slate, Meagher & Flom LLP is serving as legal counsel.

Webcast Details

Microsoft Chairman and CEO Satya Nadella, CEO, Activision Blizzard, Bobby Kotick, CEO, Microsoft Gaming, Phil Spencer, and Microsoft Chief Financial Officer Amy Hood will host a webcast for investors and media on January 18, 2022, at 6:00 a.m. Pacific Time / 9:00 a.m. Eastern Time regarding this transaction.

-

U.S. Phone #: (877) 407-0666 (No password required)

-

International #: +1-201-689-8023 (No password required)

-

Link to the webcast: <https://aka.ms/MS-Investor-Call>

There will be a recording of the conference call available shortly after the call until Friday, January 21, 2022, at 5 p.m. Pacific Time. To access that recording:

-

U.S. Dial #: (877) 660-6853

-

International calls dial #: +1 (201) 612-7415

-

Enter Conference ID: 13726291

For more information, please visit the blog post from Phil Spencer, CEO, Microsoft Gaming. Find related imagery here. For broadcast quality b-roll and audio, please contact XboxPress@assemblyinc.com.

-

Fast Facts on Gaming

-

The \$200+ billion gaming industry is the largest and fastest-growing form of entertainment.

-

In 2021 alone, the total number of video game releases was up 64% compared to 2020 and 51% of players in the US reported spending more than 7 hours per week playing across console, PC, and mobile.

-

3 billion people globally play games today, which we expect to grow to 4.5 billion by 2030.

•

More than 100 million gamers, including over 25 million Xbox Game Pass members, play Xbox games across console, PC, mobile phones and tablets each month.

About Microsoft

Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

About Activision Blizzard

Our mission, to connect and engage the world through epic entertainment has never been more important. Through communities rooted in our video game franchises we enable hundreds of millions of people to experience joy, thrill and achievement. We enable social connections through the lens of fun, and we foster purpose and meaning through competitive gaming. Video games, unlike any other social or entertainment media, have the ability to break down barriers than can inhibit tolerance and understanding. Celebrating differences in at the core of our culture and ensures we can create games for players of diverse backgrounds in the 190 countries our games are played.

As a member of the Fortune 500 and as a component company of the S&P 500, we have an extraordinary track record of delivering superior shareholder returns for over 30 years. Our sustained success has enabled the company to support corporate social responsibility initiatives that are directly tied to our franchises. As an example, our Call of Duty Endowment has helped find employment for over 90,000 veterans.

Learn more information about Activision Blizzard and how we connect and engage the world through epic entertainment on the company's website, www.activisionblizzard.com

Forward-Looking Statements

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For more information, press only:

Microsoft Media Relations, Assembly Media for Microsoft, XboxPress@assemblyinc.com

For more information, financial analysts and investors only:

Brett Iversen, General Manager, Investor Relations, (425) 706-4400

Note to editors: For more information, news and perspectives from Microsoft, please visit the Microsoft News Center at <http://www.microsoft.com/news>. Web links, telephone numbers, and titles were correct at

time of publication, but may since have changed. Shareholder and financial information, as well as today's 6:00 a.m. Pacific time conference call with investors and analysts, is available at <http://www.microsoft.com/en-us/investor>.

* [Original Link](#)

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Document SAEXC00020220118ei1i0043a

Indian Patent News

Microsoft Technology Licensing LLC Files Patent Application for Cross-Device Accessory Input and Output for Enhanced **Gaming** Experience

Distributed by Contify.com

285 words

18 January 2022

Indian Patent News

ATPATN

English

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Kolkata, Jan. 18 -- USA-based Microsoft Technology Licensing LLC filed patent application for cross-device accessory input and output for enhanced gaming experience. The inventors are Itay Meir Ben and Shah Shrey Nitin.

Microsoft Technology Licensing LLC filed the patent application on Oct. 22, 2021. The patent application number is 202147048155 A. The international classification numbers are H04M0001725000, G06F0003160000, G06F0003140000, G06F0003048200 and A63F0013420000.

The abstract of the patent published by the Controller General of Patents, Designs & Trade Marks states: "In non-limiting examples of the present disclosure, systems, methods and devices for providing collaborative use of computing resources in videogame execution are provided. A list comprising an identity of a plurality of mobile games executable on a mobile computing device (e.g., smart phone, tablet) and controllable, on the mobile computing device, by one or more input devices for a primary computing device (e.g., personal computer, game console) may be surfaced. A selection of one of the plurality of mobile games may be received. The mobile computing device and the primary computing device may be paired. A video data stream of the selected game being executed on the mobile computing device may be received. The video data stream may be displayed on a display device associated with the primary computing device."

The Patent was published in the Issue No. 45/2021 of the Patent Office Journal on Nov. 5, 2021.

About the Company

Microsoft Technology Licensing LLC is a USA-based company. It is situated in Redmond in Washington. The company is engaged in providing of patent, licensing, and legal support services.

Document ATPATN0020220118ei1i0006f

Apple's Loss in Cloud Gaming Could Benefit Nvidia, Amazon, and Microsoft -- Barrons.com

356 words

11 January 2022

20:08

Dow Jones Institutional News

DJDN

English

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Jack Denton

Hand-in-hand with technological disruption comes a fresh list of winners and losers.

As the gaming industry looks to the cloud, Apple's (ticker: AAPL) policies put it at a disadvantage to rivals in Big Tech such as Nvidia (NVDA), Amazon.com (AMZN), and Microsoft (MSFT), according to new analysis.

Cloud gaming is on track to become a \$3 billion industry this year, according to research from data-analytics firm GlobalData -- representing 59% growth from 2021. The sector also has the potential to be far more disruptive within the wider gaming industry if developers can offer cloud-exclusive trending titles, the group said.

Cloud gaming describes video games that are run on remote servers via the internet, and not on the devices on which they're played.

As rivals in Big Tech jockey for position, GlobalData sees Apple at risk of losing out because of its strict policies for the App Store, like taking hefty commissions on most payments.

"Apple is the only big tech company without a gaming service," Rachel Foster Jones, an analyst at GlobalData, wrote in a note Tuesday. "Cloud gaming services will purposely avoid Apple's App Store due to its strict policies and app-approval processes."

If cloud gaming largely bypasses the App Store, GlobalData sees the likes of Nvidia, Amazon, and Microsoft opting for web-based avenues to target iPhone users.

"If successful, Apple will lose control over its customers, and it will be difficult for Apple to launch a competitive gaming service," Jones said. "Apple will therefore struggle to gain a foothold in the cloud gaming space."

As for devices, the most popular platform for cloud gaming is set to be Alphabet's (GOOGL) Android, Jones said.

She added that Samsung Electronics (5930.South Korea), BBK Electronics, Xiaomi (1810.H.K.), and Huawei were all well-positioned if they can partner with gaming providers to take advantage of mobile gaming in 5G.

Write to Jack Denton at jack.denton@dowjones.com

(END) Dow Jones Newswires

January 11, 2022 09:38 ET (14:38 GMT)

Document DJDN000020220111ei1b002jj



Taco Bell teams up with Microsoft to leverage gaming boom

indiantelevision.com Team

Distributed by Contify.com

276 words

8 January 2022

Indiantelevision.com

ATINTV

English

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Mumbai: Leveraging the surge in popularity of video games, Taco Bell, a Mexican-inspired restaurant brand has partnered with Microsoft's Xbox to offer consumers a chance to win "Age of Empire IV" PC game copies.

The brand has promised to give about 200+ copies every week till the end of January, with a lifetime validity on purchase of the Ultimate Cheese Taco.

"As the youth spends significant time perfecting and exploring the gaming spectrum, snacking becomes a strong companion that gamers enjoy during gaming sessions," said the brand in a statement. "Customers who place an order at Taco Bell for 'The Ultimate Cheese Taco' or the meal for two at dine-In, take away or delivery are eligible to participate in the lucky draw."

All a customer needs to do is place the order and share a 10-digit valid phone number to mark their entry. Winners will be announced at the start of every week through brands digital media channels, Taco Bell App, and personalised SMS communication.

Director of Burman Hospitality- Taco Bell's exclusive franchise partner in India Gaurav Burma said, "As the youth increasingly leans towards gaming with excessive time spent indoors, the industry now witnesses a significant growth in the country. This expansion is the fuel for our collaboration with Microsoft's Xbox to provide our consumers with a unique chance to win game copies of the iconic game Age of Empire IV. We believe this partnership is yet another innovative way to strike a chord with the youth and strengthen our position in their minds."

Document ATINTV0020220108ei180005v

Virtual Reality Devices Market SWOT Analysis, Key Indicators, Forecast 2028 The Top Companies Sensics, Samsung Electronics, Oculus VR, Microsoft, Leap Motion, HTC, Google, EON Reality, CyberGlove Systems

746 words

5 January 2022

iCrowdNewswire

ICROWDN

English

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The Virtual Reality Devices Market assessment includes the forecast length 2022-2028, based on unique research in addition to a market evolution projection based on earlier studies. The studies provide an intensive market assessment for the time period underneath interest. For the have a observe length, the market length in terms of sales proportion, further to market developments together with drivers and restraints, are tested and provided. A unique maintain near the essential skills of each hobby concerned, further to a whole market fee chain evaluation, can aid in product differentiation. The market beauty evaluation within the report precisely analyses the market's functionality worth, offering the most up to date information to employer strategists.

Request a Free Sample of Report @ <https://www.intelligencemarketreport.com/report-sample/269567>

Key Player included in this Survey

Vuzix Sony Sixense Entertainment Sensics Samsung Electronics Oculus VR Microsoft Leap Motion HTC Google EON Reality CyberGlove Systems

The Virtual Reality Devices Market research file targets to offer an in-depth qualitative and quantitative analysis of the critical elements influencing the market boom. It successfully covers the important factors impacting market boom and key market dynamics, which includes corporation assets, on equal time as using a SWOT analysis to evaluate vulnerabilities and strengths. Geographic gain, geopolitical circle of relatives participants, macro and microeconomic problems, and geographic benefit are all used to the breakdown of the worldwide aggressive environment into regions in the global market assessment over the forecast period of 2022-2028.

Market Segmentation

Segmented by Type

Non-Immersive Type Semi-Physical Type Totally Immersive Type

Segmented by Application

Consumers Commercial Space Defense Medical Industry Other

The splendid description of the essential market instructions is meant to offer in-depth analysis, with an emphasis on key capabilities and the competitive advantage that can be obtained with the resource of the use of trending methods within the forecast period 2022-2028. Items equipped, which typically enlists the style of products to be had in the Virtual Reality Devices Market, processing era implemented, which specifies the several techniques used for processing and production, give up-customers, and applications, to name some, are all highlighted in the forecast length 2022-2028.

Make an enquiry of this Report @ <https://www.intelligencemarketreport.com/send-an-enquiry/269567>

Competitive Scenario

The studies analyses the competitive outlook and the market percentage held thru the organisation's top opposition. During the research period, the Virtual Reality Devices Market has grown to be separated into several divisions, each of which changed into very well analyzed in phrases of geography. This phase gives a listing of the top gamers further to a radical portfolio that includes their market function and crucial traits over the forecast duration of 2021-2027.

Major Highlights of the Virtual Reality Devices Market Report

The market dynamics and capacity forecast encompass the statistical boom rate as well as market estimations. The SWOT analysis, which analyses the market's strengths, weaknesses, possibilities, and threats, is covered inside the file. This global statement takes into attention geographic benefit, macro and

microeconomic troubles, geopolitical ties, and one-of-a-kind problems. Having a terrific aggregate of theoretical and statistical information that spans the complete market is vital.

Regional Analysis

Forecasts and analyses for global and regional markets are included in the report. The study includes both historical data and a revenue forecast. The study includes the drivers and restraints of the Virtual Reality Devices Market, as well as the impact they have on demand over the forecast period. The report also includes a study of global and regional market opportunities.

North America (United States, Canada and Mexico) Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe) Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia) South America (Brazil, Argentina, Colombia, and Rest of South America) Middle East and Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East and Africa)

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About us

Intelligence Market Report includes a comprehensive rundown of statistical surveying reports from many distributors around the world. We brag an information base traversing basically every market classification and a much more complete assortment of statistical surveying reports under these classifications and sub-classifications. Also offers premium reformist factual looking over, statistical surveying reports, investigation and gauge information for businesses and governments all throughout the planet.

Document ICROWDN020220105ei15000s0

Microsoft Technology Licensing LLC; Patent Application Titled "Animating Physiological Characteristics On 2d Or 3d Avatars" Published Online (USPTO 20210386383)

1,918 words

3 January 2022

Journal of Engineering

JOENG

6335

English

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2022 JAN 3 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- According to news reporting originating from Washington, D.C., by VerticalNews journalists, a patent application by the inventor McDuff, Daniel J. (Cambridge, MA, US), filed on June 15, 2020, was made available online on December 16, 2021.

The assignee for this patent application is Microsoft Technology Licensing LLC (Redmond, Washington, United States).

Reporters obtained the following quote from the background information supplied by the inventors: "As avatars become more realistic, their use becomes more widespread and observers tend to find them more trustworthy. However, when avatars are so realistic that small discrepancies become apparent, observers tend to find such avatars repulsive and disconcerting. To make avatars more trustworthy and more realistic, avatars may be rendered to include physiological signals important for creating a more lifelike appearance. While the computer graphics community has contributed valuable methods for applying and magnifying subtle physiological changes to avatars, such methods tend to be suitable only for magnifying signals that are already present in the source material and cannot be easily adapted for animating avatars or images that are initially static.

"It is with respect to these and other general considerations that the aspects disclosed herein have been made. Also, although relatively specific problems may be discussed, it should be understood that the examples should not be limited to solving the specific problems identified in the background or elsewhere in this disclosure."

In addition to obtaining background information on this patent application, VerticalNews editors also obtained the inventor's summary information for this patent application: "An approach for animating subtle physiological processes directly on avatars and photos is provided in accordance with examples of the present disclosure. More specifically, physiologically-grounded spatial, color space, and temporal modifications may be made to the appearance of the avatar that simulates a physiological characteristic, such as blood flow. A physiological signal amplitude, such as a blood flow signal amplitude, is very small and it is difficult for viewers to "see". However, avatars with physiologically-based blood flow animations are perceived as more anthropomorphic and animated than those without, and manipulating the heart rate of an avatar changes how the avatar is received amongst observers.

"In accordance with at least one example of the present disclosure, a method for applying a physiological characteristic to a portion of video is provided. The method may include receiving a frame of a video sequence, receiving a physiological signal, generating an attention mask based on the received physiological signal, wherein the attention mask includes attention weights indicative of a strength of the physiological signal for differing portions of the frame of the video sequence, generating a pixel adjustment value based on the physiological signal and the attention mask, and applying the pixel adjustment value to an identified pixel in the frame of the video sequence.

"In accordance with at least one example of the present disclosure, a computer-readable media including instructions is provided. When the instructions are executed by a processor, the instructions cause the processor to receive a frame of a video sequence, receive a physiological signal, generate an attention mask based on the received physiological signal, wherein the attention mask includes attention weights indicative of a strength of the physiological signal for differing portions of the frame of the video sequence, generate an alpha mask for a first color based on the frame of the video sequence, the physiological signal, the attention mask, and a color channel coefficient associated with the first color, and combine the generated alpha mask for the first color with an alpha mask of a second color to generate an output frame.

"In accordance with at least one example of the present disclosure, a system for applying a physiological characteristic to a portion of video is provided. The system may include a processor and memory storing

instructions, which when executed by the processor, cause the processor to receive a frame of a video sequence, receive a physiological signal, generate an attention mask based on the received physiological signal, wherein the attention mask includes attention weights indicative of a strength of the physiological signal for differing portions of the frame of the video sequence, generate a pixel adjustment value based on the physiological signal and the attention mask, and apply the pixel adjustment value to an identified pixel in the frame of the video sequence.

"Any of the one or more above aspects in combination with any other of the one or more aspects. Any of the one or more aspects as described herein.

"This Summary is provided to introduce a selection of concepts in a simplified form, which is further described below in the Detailed Description. This Summary is not intended to identify key features or essential features of the claimed subject matter, nor is it intended to be used to limit the scope of the claimed subject matter. Additional aspects, features, and/or advantages of examples will be set forth in part in the following description and, in part, will be apparent from the description, or may be learned by practice of the disclosure."

The claims supplied by the inventors are:

"1. A method for applying a physiological characteristic to a portion of video, the method comprising: receiving a frame of a video sequence; receiving a physiological signal; generating an attention mask based on the received physiological signal, wherein the attention mask includes attention weights indicative of a strength of the physiological signal for differing portions of the frame of the video sequence; generating a pixel adjustment value based on the physiological signal and the attention mask; and applying the pixel adjustment value to an identified pixel in the frame of the video sequence.

"2. The method of claim 1, further comprising: generating a second pixel adjustment value based on the physiological signal and the attention mask, the second pixel adjustment value being different from the pixel adjustment value; and applying the second pixel adjustment value to a second identified pixel in the frame of the video sequence, wherein the second identified pixel is different from the identified pixel.

"3. The method of claim 1, wherein the attention mask identifies areas of an avatar depicted in the video sequence that are affected by the physiological signal.

"4. The method of claim 1, wherein the attention mask is generated from a machine learning model specifically trained to generate attention masks based on a frame of a video sequence and the physiological signal.

"5. The method of claim 1, wherein the physiological signal is at least one of a blood volume pulse rate, a blinking rate, or a respiratory rate.

"6. The method of claim 1, further comprising generating another pixel adjustment value based on the physiological signal, the attention mask, and color coefficients, wherein the color coefficients are specific to the physiological characteristic.

"7. The method of claim 6, wherein applying the color coefficients includes generating an alpha mask for each color of the color coefficients and combining the alpha masks to obtain an output frame.

"8. The method of claim 1, wherein the pixel adjustment value is a vector corresponding to a direction and magnitude for one or more pixels.

"9. A computer-readable media including instructions, which when executed by a processor, cause the processor to: receive a frame of a video sequence; receive a physiological signal; generate an attention mask based on the received physiological signal, wherein the attention mask includes attention weights indicative of a strength of the physiological signal for differing portions of the frame of the video sequence; generate an alpha mask for a first color based on the frame of the video sequence, the physiological signal, the attention mask, and a color channel coefficient associated with the first color; and combine the generated alpha mask for the first color with an alpha mask of a second color to generate an output frame.

"10. The computer-readable media of claim 9, wherein the attention mask identifies areas of an avatar depicted in the video sequence that are affected by the physiological signal.

"11. The computer-readable media of claim 9, wherein the physiological signal is at least one of a blood volume pulse rate, a blinking rate, or a respiratory rate.

"12. The computer-readable media of claim 9, wherein the attention mask is generated from a machine learning model specifically trained to generate attention masks based on a frame of a video sequence and the physiological signal.

"13. The computer-readable media of claim 9, wherein the instructions, when executed by the processor, cause the processor to receive an external factor affecting at least one of the color coefficients, attention mask, or physiological signal.

"14. A system for applying a physiological characteristic to a portion of video, the system comprising: a processor; and memory storing instructions, which when executed by the processor, cause the processor to: receive a frame of a video sequence; receive a physiological signal; generate an attention mask based on the received physiological signal, wherein the attention mask includes attention weights indicative of a strength of the physiological signal for differing portions of the frame of the video sequence; generate a pixel adjustment value based on the physiological signal and the attention mask; and apply the pixel adjustment value to an identified pixel in the frame of the video sequence.

"15. The system of claim 14, wherein the instructions cause the processor to: generate a second pixel adjustment value based on the physiological signal and the attention mask, the second pixel adjustment value being different from the pixel adjustment value; and apply the second pixel adjustment value to a second identified pixel in the frame of the video sequence, wherein the second identified pixel is different from the identified pixel.

"16. The system of claim 14, wherein the attention mask identifies areas of an avatar depicted in the video sequence that are affected by the physiological signal.

"17. The system of claim 16, wherein the attention mask is generated from a machine learning model specifically trained to generate attention masks based on a frame of a video sequence and the physiological signal.

"18. The system of claim 14, wherein the instructions cause the processor to generate another pixel adjustment value based on the physiological signal, the attention mask, and color coefficients, wherein the color coefficients are specific to the physiological characteristic.

"19. The system of claim 18, wherein applying the color coefficients includes generating an alpha mask for each color of the color coefficients and combining the alpha masks to obtain an output frame.

"20. The system of claim 18, wherein the instructions cause the processor to receive an external factor affecting at least one of the color coefficients, attention mask, or physiological signal, and generate the another pixel adjustment value based on the external factor."

For more information, see this patent application: McDuff, Daniel J. Animating Physiological Characteristics On 2d Or 3d Avatars. Filed June 15, 2020 and posted December 16, 2021. Patent URL: <https://appft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PG01&p=1&u=%2Fnetacgi%2FPTO%2Fsrchnum.html&r=1&f=G&l=50&s1=%2220210386383%22.PGNR.&OS=DN/20210386383&RS=DN/20210386383>

Keywords for this news article include: Business, Microsoft Technology Licensing LLC.

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Microsoft and Dublin-based edtech company announce launch of virtual learning app

387 words

11 December 2021

The Telegraph

ABPTEL

English

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Olive Group, an Irish-founded EdTech company headquartered in Dublin, with an office in India, on December 8 announced the launch of a new Virtual Learning Environment (VLE) app in Microsoft Teams as part of a joint initiative with Microsoft.

The Olive app is an intuitive software platform that delivers a wide range of interactive digital content, enabling a more user-centric learning experience for up to 250 million global Microsoft Teams daily active users. The application has a market potential of Euro 5 million for Olive Group.

Brendan Kavanagh, CEO - Olive Group, said, "Collaborating with Microsoft has allowed us to deploy a purpose-built learning experience that will resonate with digital natives – the swipers, scrollers, and touch screen aficionados of the world. These users are accustomed to consuming content as part of a seamless user experience via platforms such as Spotify, Netflix etc. Until now, an educational counterpart has been lacking. We are targeting savvy online learners who want the collaborative energy of the classroom, in a virtual setting, as well as enhanced learning experiences that are accessible 24/7."

The application addresses the issue with online education which has been stagnant for many years – that engagement has been restricted by disconnected legacy systems with poor experience. What makes the Olive app different is that it is a purpose-built learning experience that is easily deployed and customisable with access to high-end interactive digital content.

Within the app, Olive Group has created a unique feature in content creation for e-learning and marketing sectors. Whereas the AI Content Creation Automation Tool – available as an add-on feature – is an intuitive tool, which creates video-based courses and videos in a fast, efficient fashion by utilising the power of AI technology.

Kevin Marshall, head of education at Microsoft, mentioned, "The team has a firm appreciation of what digital natives are looking for from a learning and engagement perspective. Catering to evolving user demands requires big picture thinking, and Olive Group has a proven track record of delivering eLearning solutions that are easily deployed, customisable and user-friendly. Olive's app delivers high-quality digital content that is learner-centric and outcome-driven, while also facilitating more dynamic student-tutor engagement and more efficient digital assessments."

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Microsoft announces launch of new virtual learning environment app; A Joint Initiative With Olive Group

digitalLEARNING Network

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9 December 2021

Digital Learning

ATDIGL

English

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Microsoft and Olive Group (an Irish Edtech company) jointly launch a new Virtual Learning Environment (VLE) app in Microsoft Team.

Launched from within the Microsoft Teams application, the Olive app is an intuitive software platform that delivers a wide range of interactive digital content, enabling a more user-centric learning experience for up to 250 million global Microsoft Teams daily active users. The app has a market potential of Euro 5 million for Olive Group.

Supported by Enterprise Ireland, the Olive application was designed and developed by Olive Group's growing team of eLearning experts in collaboration with Microsoft. The application addresses the issue with online education which has been stagnant for many years – that engagement has been restricted by disconnected legacy systems with a poor experience.

The Olive Group app integration in Microsoft Teams takes the level of interactivity and engagement during online Teams sessions to the next level, delivering seamless student-tutor interaction, with easy-to-use interactive tools. The app allows the impact of learning to be demonstrated through robust assessments, delivered securely and efficiently, ensuring the learning cycle is complete.

Within the app, Olive Group has created a unique game-changer feature in content creation for e-learning and marketing sectors. Whereas the AI Content Creation Automation Tool – available as an add-on feature – is an intuitive AI-based content authoring tool, which creates video-based courses and videos in a fast, efficient fashion by utilising the power of AI technology.

Commenting on the announcement, Brendan Kavanagh, CEO, Olive Group said, "We're very excited to extend the reach of Olive VLE to up to 250 million Microsoft Teams users across the world. Collaborating with Microsoft has allowed us to deploy a purpose-built learning experience that will resonate with digital natives – the swipers, scrollers, and touch screen aficionados of the world. These users are accustomed to consuming content as part of a seamless user experience via platforms such as Spotify, Netflix and Tiktok. Until now, an educational counterpart has been lacking. We are targeting savvy online learners who want the collaborative energy of the classroom, in a virtual setting, as well as enhanced learning experiences that are accessible 24/7."

Professor Kevin Marshall, Head of Education at Microsoft, mentioned, "We're delighted to partner with Olive Group – a company that is on the cutting edge of EdTech. The team has a firm appreciation of what digital natives are looking for from a learning and engagement perspective. Catering to evolving user demands requires big picture thinking, and Olive Group has a proven track record of delivering eLearning solutions that are easily deployed, customisable and user-friendly. Olive's app delivers high-quality digital content that is learner-centric and outcome-driven, while also facilitating more dynamic student-tutor engagement and more efficient digital assessments."

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Tobii Ab; Microsoft Flight Simulator Integrates Tobii's Eye and Head Tracking Technologies to Enhance Gaming Immersion

291 words

6 December 2021

Journal of Engineering

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English

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2021 DEC 6 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- Tobii, the global leader in eye tracking and pioneer of attention computing, confirms Microsoft implemented support of Tobii Eye Tracker 5 and Tobii Horizon in Flight Simulator. After popular demand from the gaming community, the Tobii's eye and head tracking features will make the award-winning game more immersive for players.

Tobii Eye Tracker 5, engineered for PC gamers, translates the player's eye and head movements into data to enable new levels of game control, game analytics, and streaming. For games like Flight Simulator, where situational awareness makes all the difference, the integration allows users to immerse themselves in the plane's cockpit and take command as a pilot.

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"The most natural next step for Microsoft Flight Simulator was to integrate Tobii Eye Tracker 5 since the technology has many advantages over other tracking competitors," said Giacomo Foti (alias Geealf), who started the request to integrate Tobii's eye-tracking technology on the Flight Simulator forum.

For more information about Tobii's eye and head tracking technologies for gamers, please visit Tobii Gaming. To learn more about the Microsoft Flight Simulator Game of the Year, please visit Flight Simulator.

Keywords for this news article include: Business, Tobii Ab, Technology.

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Gaming

Microsoft Clarity Boost Feature for Xbox Cloud Gaming Now Available on Edge Browser

Sourabh Kulesh

366 words

30 November 2021

13:28

NDTV

NDTVIN

English

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Microsoft's Clarity Boost optimisation for Xbox Cloud Gaming (aka xCloud) is now available on Microsoft Edge browser, an executive from Xbox has announced. As per the company, Clarity Boost is claimed to improve the visual quality of the video stream. Recently, Xbox Cloud Gaming support was rolled out to a few Xbox One and Xbox Series S/X owners in select regions to stream games over the cloud. A must have for these users was that they should have an active Game Pass Ultimate subscription.

Milena Gonzalez, Program Manager at Xbox, writes in a [blog post](#) that "Xbox Cloud Gaming partnered with Microsoft Edge to create an improved experience" (Clarity Boost) that will "provide an optimal look and feel while playing Xbox games from the cloud". Clarity Boost is one of the cloud gaming optimisations that is available on Microsoft Edge Canary, and it uses a set of client-side scaling improvements to improve the visual quality of the stream. She also says that Clarity Boost will be available to all Microsoft Edge users by next year.

Those interested can [download](#) Microsoft Edge Canary to experience Clarity Boost before it is widely available on Microsoft Edge. If you have Microsoft Edge Canary, navigate to `edge://settings/help` to make sure you are on version 96.0.1033.0 or later. Now go to www.xbox.com/play, log in, and start a game. In the browser, open the more actions (...) menu, and select Enable Clarity Boost option.

As mentioned, Xbox Cloud Gaming support was [rolled out](#) to a few compatible Xbox consoles owners in select regions. Xbox Cloud Gaming is a win-win deal for users who have fast connections but limited Internet bandwidth. These users can purchase Game Pass Ultimate subscription to try games before deciding to download them.

[Click here to view video](#) What can you expect from Black Friday and Cyber Monday 2021? We discuss this on [Orbital](#), the Gadgets 360 podcast. Orbital is available on [Spotify](#), [Gaana](#), [JioSaavn](#), [Google Podcasts](#), [Apple Podcasts](#), [Amazon Music](#) and wherever you get your podcasts.

[Click here to view video](#)

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Shopping,ES Best Home,Black Friday

Best Black Friday laptop deals 2021 UK: Gaming and work laptops from Microsoft Surface to Lenovo

Ellie Davis

1,198 words

27 November 2021

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Evening Standard Online

NSOHL

English

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All your computing needs for less

When it comes to bagging a serious bargain, there's really no better time than [Black Friday](#).

The annual sales event is one of the biggest days in the shopping calendar and you'll find everything from mattresses to TVs on offer.

While the Black Friday weekend has grown exponentially in recent years to the point where there is rarely a brand not getting involved, it's really the tech deals that you need on your radar -specifically laptops and all things computing.

In that vein, you're in luck as we spend hours upon hours trolling the internet to find the very best discounts so that you don't have to.

Over the last couple of years -since the onset of the pandemic -our laptops have emerged as the most crucial bit of kit in our arsenal. Even with the return to office life, they have not been devalued. In fact, it's more important than ever to have a model that will become a sidekick as you flit between working from home and your company's HQ. So take the opportunity of the sales extravaganza to upgrade your current model.

When is Black Friday and Cyber Monday this year?

Black Friday in 2021 will take place on November 26. This is the official start day of the event, which falls the day after Thanksgiving over in the US. The American-import has taken a life of its own in recent years so you can expect deals as early as the beginning of November.

[Cyber Monday is then the following Monday](#) (as the name suggests) which will be on November 29. This was traditionally reserved for the best tech deals but you are now likely to see epic discounts throughout the weekend as stocks last.

What laptop deals can I expect?

There is barely a computing brand in existence that isn't offering some sort of reduction on its ranges.

Whether you are using your laptop or PC to work, stream, study or game, there's a state-of-the-art device to suit, with the processor to match. If you're fixed at your desk and don't mind a heavier device, or travel for business and need something [lightweight](#) -it's likely to be on sale this Black Friday. There's also an extensive selection of iPads and tablets.

Big screen, small screen, crystal-clear imagery or powerful sound, you will be able to find it.

Brands include Apple, Microsoft, ASUS, Lenovo, HP and many more.

Where to shop Black Friday laptop deals

You will find discounts at all the major retailers -we're talking [Amazon](#), [Argos](#), [Currys](#), John Lewis-as well as directly from the brands but the best deals will be curated right here and constantly updated so check back.

[Best Currys Black Friday deals 2021: Early offers available on appliances, tech and more](#)

See the top laptops deals currently on below.

[Read More](#)

[Best Black Friday TV deals 2021: Offers to expect from Samsung, LG and more](#)

[Best Black Friday Mattress Deals 2021: offers to expect on foam, spring and hybrid mattresses](#)

[Black Friday deals on sex toys and lingerie 2021: Best offers from Lovehoney, LELO and more](#)

[Best Argos Black Friday deals 2021: Offers to expect on appliances, tech products and more](#)

[Best Amazon Black Friday deals 2021: Offers to expect on appliances, tech products and more](#)

[Best Currys PC World Black Friday deals 2021: Offers to expect on appliances, tech products and more](#)

[Best laptops for children: from study sessions to gaming with friends](#)

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[Best laptops for working from home](#)

[Best 2 in 1 laptops 2021: Get the benefits of a laptop and tablet combined](#)

[Best laptop brands 2021 for guaranteed quality whatever your budget](#)

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Microsoft Surface Laptop 4, AMD Ryzen 5 Processor, 8GB RAM, 128GB SSD, 13.5"

Was: £899

[Surface Laptop Go](#) -was: £699, now: £499

[Surface Go 2](#) -was: £529, now: £339

[Surface Book 3](#) -was: £1599, now: £1249

[Buy now](#) £699.00, John Lewis

ACER Predator Triton 300 15.6" Gaming Laptop

Was: £1499

[Buy now](#) £1299.00, Currys

2020 Apple MacBook Air with Apple M1 Chip

Was: £999

[Buy now](#) £899.00, Amazon

DELL XPS 15 9510 15.6" Laptop

Was: £1899

[Dell XPS 13 9310 Convertible Laptop](#) -was: £1,599, now: £1,399

[Buy now](#) £1619.00, Currys

Lenovo ThinkBook 14 Gen 2 Core i5-1135G7 8GB 256GB SSD 14 Inch Windows 10 Laptop

Was: £781.97

[Buy now](#) £599.97, Laptops Direct

ASUS VivoBook X415JA 14" Laptop

Was: £699

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Apple MacBook Air (M1, 2020) 8-Core CPU and 7-core GPU, 16Gb RAM, 512Gb Storage with M365 Family

Was: From £1529

[Buy now](#) £1399.00, Very

ASUS Touchscreen Chromebook Flip C234MA 11.6 Inch Laptop

Was: £329.99

[Buy now](#) £199.99, Amazon

HP Pavilion 14-dv0603na 14" Laptop

Was: £429

[Buy now](#) £329.00, Currys

MICROSOFT 12.3" Surface Pro 7+

Was: £969

[Buy now](#) £799.00, Currys

HP 250 G8 Core i5-1035G1 8GB 256GB SSD 15.6 Inch Windows 10 Pro Laptop

Was: £749.97

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HP 11A G8 AMD A4 9120C 4GB 32GB eMMC 11.6 Inch Chromebook

Was: £373

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Lenovo IdeaPad Duet Chromebook 10.1 Inch FHD 2-in-1 Laptop

Was: £279.99

[LENOVO IdeaPad Flex 3i 11.6" 2 in 1 Laptop](#) -was: £299, now: £199

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Was: 699.99

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ACER 314 14" Chromebook -MediaTek MT8183C, 64 GB eMMC, Silver

Was: £289

[Buy now](#) £199.00, Currys

HUAWEI MateBook D 15.6" Laptop

Was: £649

[Buy now](#) £499.00, Currys

Samsung Galaxy Book Pro 15.6" Laptop

Was: £1,449

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Google Pixelbook Go 13in i5 8GB 128GB Chromebook

Was: £799.99

[Buy now](#) £729.00, Argos

Dell Inspiron 15 3000 Laptop

Was: £349

Also shop [Alienware m15 R4 Gaming Laptops](#) -was: £2,049, now: £1567.40

[Dell Inspiron 5418 14 inch FHD Laptop](#) -was: £799, now: £719

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ACER Swift 5 SF514-55T 14" Laptop -Intel® Core™ i7, 512 GB SSD, Slate Green

Was: £999

[Acer Swift 1 SF114-33 14" Laptop](#) -was: £429, now: £299

[Buy now](#) £799.00, Currys

[Best Black Friday Beauty deals 2021: Offers on makeup, perfume and more](#)

[Best Dyson Black Friday deals 2021: Dyson Airwrap, cordless robot vacuums, fans and more](#)

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[Nintendo Switch Black Friday Deals 2021: Switch Lite, Nintendo Switch OLED bundle and Mario Party Superstars](#)

[Charlotte Tilbury Black Friday deals 2021: Best offers on Magic Cream, lipsticks and eyeshadow](#)

Document NSONL00020211126ehbq002bd

Hindustan Times, business

Sony PlayStation 5 and Microsoft Xbox Series X: The gaming story, a year later

Vishal Mathur

944 words

26 November 2021

Hindustan Times

HNTM

English

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India, Nov. 26 -- The Sony PlayStation 5 and the Microsoft Xbox X gaming consoles have been around for a year now. A lot has happened in the time since, yet, it doesn't feel like a lot has changed either. As Sony and Microsoft have struggled with semiconductor shortages, these consoles have flown off physical and virtual shelves when stocks have turned up.

For the entirety of last year, the PlayStation 5 and the Xbox Series X have been largely out of stock. When they did show up, the stocks didn't last for too long. It was a mix of limited supply and pent-up demand. It was caused largely by the semiconductor shortage, something Microsoft and Sony have alluded to through the last few months.

Almost a year later, after the initial demand has been met, the stock availability tends to stabilise. Yet, that hasn't happened because production isn't matching demand - even now.

A quick glance (at the time of writing this) on multiple shopping websites in India lists the Xbox Series X as either "currently unavailable" or "coming soon". This has a price tag of around Rs.49,990. The stocks of the Sony PlayStation 5 aren't any easier to find. This is also priced around Rs.49,990. Though both have "digital" versions as well, which rely on game downloads from the respective stores, and cannot run games off discs.

Offline availability at stores may also have eased up a bit with more stocks on shelves - but that's more a matter of hope than expectation. Estimates suggest the semiconductor shortages will stretch into 2022, which means it'll be a while before you can readily buy a new PlayStation or Xbox console off the shelves.

Despite limited availability, the Sony PlayStation 5 has sold well. Sony's official numbers at the end of September clock total sales of 13.4 million units so far. Microsoft doesn't release Xbox sales numbers, but market research firms indicate as many as 8 million Xbox Series X and Series S consoles have been sold so far.

Those numbers are healthy and could have been a lot higher if the persistent shortages didn't play their part.

Game titles: The exclusives and more

It took a while for the game libraries to bulk up, but the exclusives and cross-platform titles are looking good enough for you to take your pick between the PlayStation 5 and the Xbox Series X. The thing is, many more are coming in early 2022 as well, which gives you a fair idea of the road map and how your game library will bulk up.

The Xbox exclusives for this year already include the Forza Horizon 5 and Flight Simulator, with Halo Infinite topping things off before the end of the year. Next year, Far Cry 6, Redfall, Starfield, Psychonauts 2 and Outer Worlds 2 are just some from an exhaustive list of additions.

Sony has a lot in store for next year, as far as exclusives go. Gran Turismo 7, Horizon Forbidden West, God of War: Ragnarok and Forspoken will join the exclusives released this year - Astro's Playroom, Sackboy: A Big Adventure, Ratchet and Clank: Rift Apart and Deathloop, to name a few.

The third-party cross platform games are streaming in consistently through the year, which is great for gamers, but it is becoming increasingly difficult for Sony and Microsoft to create a distinct pull-factor for their consoles. This isn't how crowded it used to be till a few years ago, but the playing field has levelled off nicely since.

You'll need a subscription, too

The way these consoles have been designed to be used, you will ideally want to subscribe to the companion subscriptions. Microsoft has the Xbox Game Pass subscription that genuinely adds value - a lot of the games, including the ones from Xbox Game Studios, are available to play as part of the subscription.

You don't need to pay extra for the titles. For instance, the Forza Horizon 5 is part of Xbox Game Pass Ultimate, and so will be the upcoming Halo Infinite, when it releases next month. For Rs.699 per month, that is not a bad deal and between the two consoles, this undoubtedly offers better value.

Sony's PlayStation Plus subscription doesn't quite have the same vibrancy of game additions every month, but there's a substantial library of games that are accessible as part of this and new titles are added to the list every month. The PlayStation Plus is priced at Rs.499 per month, and you'll also need this with a lot of games for any online play elements.

Is there a winner?

No, not in the strictest sense. There is the sense that one year later, the Microsoft Xbox Series X and the Sony PlayStation 5 aren't exactly sitting on a landscape that's drastically different (read: improved) from when they were launched.

Yes, there have been game and software optimisations and game libraries are getting more titles regularly. But that's about it. Nothing has changed drastically, and you wouldn't feel like a year was lost, if you are to buy any of these gaming consoles now. In fact, you'd get an experience that could be smoother and more refined.

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Press Release: Microsoft Flight Simulator Integrates Tobii's Eye and Head Tracking Technologies to Enhance Gaming Immersion

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Dow Jones Institutional News

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Microsoft Flight Simulator Integrates Tobii's Eye and Head Tracking Technologies to Enhance Gaming Immersion

PR Newswire

STOCKHOLM, Nov. 24, 2021

STOCKHOLM, Nov. 24, 2021 /PRNewswire/ -- Tobii, the global leader in eye tracking and pioneer of attention computing, confirms Microsoft implemented support of Tobii Eye Tracker 5 and Tobii Horizon in Flight Simulator. After popular demand from the gaming community, the Tobii's eye and head tracking features will make the award-winning game more immersive for players.

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For more information about Tobii's eye and head tracking technologies for gamers, please visit Tobii Gaming. To learn more about the Microsoft Flight Simulator Game of the Year, please visit Flight Simulator.

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<https://news.cision.com/tobii-ab/r/microsoft-flight-simulator-integrates-tobii-s-eye-and-head-tracking-technologies-to-enhance-gaming-i>, c3458748

The following files are available for download:

<https://mb.cision.com/Main/2874/3458748/1500162.pdf>

MSFT Flight Simulator and
Tobii - Press Release -
24Nov2021

<https://news.cision.com/tobii-ab/i/flight-simulator-tobii-eye-tracking>, c2983567

Flight Simulator Tobii
Eye Tracking

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<https://www.prnewswire.com/news-releases/microsoft-flight-simulator-integrates-tobiis-eye-and-head-tracking-technologies-to-enhance-gaming-immersion-301431455.html>

SOURCE Tobii AB

(END) Dow Jones Newswires

November 24, 2021 03:30 ET (08:30 GMT)

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Virtual Reality Content Creation Market to Show Strong Growth | Leading players Wevr, Microsoft, Google

867 words

23 November 2021

iCrowdNewswire

ICROWDN

English

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The Latest research coverage on Virtual Reality Content Creation Market provides a detailed overview and accurate market size. The study is designed considering current and historical trends, market development and business strategies taken up by leaders and new industry players entering the market. Furthermore, study includes an in-depth analysis of global and regional markets along with country level market size breakdown to identify potential gaps and opportunities to better investigate market status, development activity, value and growth patterns.

Access Sample Report + All Related Graphs & Charts @:

<https://www.advancemarketanalytics.com/sample-report/57329-global-virtual-reality-content-creation-market>

The Virtual Reality Content Creation Market Study by AMA Research gives an essential tool and source to Industry stakeholders to figure out the market and other fundamental technicalities, covering growth, opportunities, competitive scenarios, and key trends in the Virtual Reality Content Creation market.

The Virtual reality refers to demonstrating real experience of a particular subject by using the computer-generated technology of a 3D image or atmosphere that can be interacted with in a relatively real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors, goggles, etc. VR content creation imitates the presence of real environments which gives thundering experiences to the consumer.

On 7th January 2020, Unity Technologies the world's leading real-time 3D development platform announced the company is collaborating with NXP Semiconductors N.V, the world's largest provider of automotive semiconductors, to develop a Human Machine Interface (HMI) tool-chain that creates modern vehicle experiences in mass production vehicles. Operating on NXP's i.MX 8QuadMax Applications Processor, the tool-chain will give automotive manufacturers (OEMs) the ability to tap into Unity's real-time 3D rendering technology.

Major & Emerging Players in Virtual Reality Content Creation Market:-

Oculus VR (United States), Google (United States), HTC Vive (China), Unity (United States), Microsoft (United States), Samsung (South Korea), Magic Leap (United States), WorldViz (United States), Snap Inc (United States), Wevr (United States)

The titled segments and sub-section of the market are illuminated below:

by Type (360-Degree Videos, 3D Animations, 3D Graphics (Computer animation, 3D modeling, Visual effects, Product design, Graphic/motion design, Visualization for architecture, engineering, Stereoscopic, 3D effects)), Application (Entertainment industry, Educational Learning (Academic Research Through To Engineering, Design, Business, Arts), Develop New Models, Training Methods, Communication and Interaction), Platform (Non-immersive reality, Fully immersive reality, Augmented reality, Collaborative, Web-based), End-User (Real Estate, Travel & Hospitality, Healthcare, Retail Marketing, Gaming, Automotive), Component (Software, Service)

Market Trends:

Popularity Increasing For Virtual Games, Virtual Classrooms And Virtual Reality Content Movie

Opportunities:

Growing Interest Of Children And Youngster In Different VR Animations And Contents

Growing Population Which Is Addicted To Virtual World

Market Drivers:

Highly demanded as it facilitates three-dimensional, computer-generated environment which can be explored and interacted with by an individual

Growing Use In Educational Learning Which Creates Immersive Experiences That Can Help Educate And Even Entertain

Challenges:

High Cost Associated With Product

VR Technology Not Yet Adopted More

AR Technology Accepted Over VR Technology

Enquire for customization in Report @:

<https://www.advancemarketanalytics.com/enquiry-before-buy/57329-global-virtual-reality-content-creation-market>

Some Point of Table of Content:

Chapter One: Report Overview

Chapter Two: Global Market Growth Trends

Chapter Three: Value Chain of Virtual Reality Content Creation Market

Chapter Four: Players Profiles

Chapter Five: Global Virtual Reality Content Creation Market Analysis by Regions

Chapter Six: North America Virtual Reality Content Creation Market Analysis by Countries

Chapter Seven: Europe Virtual Reality Content Creation Market Analysis by Countries

Chapter Eight: Asia-Pacific Virtual Reality Content Creation Market Analysis by Countries

Chapter Nine: Middle East and Africa Virtual Reality Content Creation Market Analysis by Countries

Chapter Ten: South America Virtual Reality Content Creation Market Analysis by Countries

Chapter Eleven: Global Virtual Reality Content Creation Market Segment by Types

Chapter Twelve: Global Virtual Reality Content Creation Market Segment by Applications

What are the market factors that are explained in the Virtual Reality Content Creation Market report?

– Key Strategic Developments: Strategic developments of the market, comprising R&D, new product launch, M&A, agreements, collaborations, partnerships, joint ventures, and regional growth of the leading competitors.

– Key Market Features: Including revenue, price, capacity, capacity utilization rate, gross, production, production rate, consumption, import/export, supply/demand, cost, market share, CAGR, and gross margin.

– Analytical Tools: The analytical tools such as Porter's five forces analysis, SWOT analysis, feasibility study, and investment return analysis have been used to analyze the growth of the key players operating in the market.

Buy This Exclusive Research Here:

<https://www.advancemarketanalytics.com/buy-now?format=1&report=57329>

Definitively, this report will give you an unmistakable perspective on every single reality of the market without a need to allude to some other research report or an information source. Our report will give all of you the realities about the past, present, and eventual fate of the concerned Market.

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, Europe or Asia.

Document ICROWDN020211123ehbn000hj

Virtual Reality Market May See Big Move Forecast by 2028 | Emerging Players Are Sony, Autodesk, Google, Microsoft, Facebook, Nintendo, HP and others

1,857 words

23 November 2021

16:00

PR Newswire

PRN

English

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BOSTON, Nov. 23, 2021 /PRNewswire/ -- Data Bridge Market Research recently released a research report on the Virtual Reality Market Analysis and elaborates the industry coverage, current market competitive status, and market outlook and Financial forecast. Moreover, it categorizes the Virtual Reality market by key players, product type, applications regions, etc.

Data Bridge Market Research study explored across globe covering over 20+ countries with detailed data layout spread from 2014 to 2027 and nearly 12+ regional indicators complimented with 20+ company level coverage. The study is built using data and information sourced from various primary and secondary sources, proprietary databases, company/university websites, regulators, conferences, SEC filings, investor presentations and featured press releases from company sites and industry-specific third party sources.

The virtual reality market is expected to gain market growth in the forecast period of 2021 to 2028. Data Bridge Market Research analyses that the market is growing with a CAGR of 49.2% in the forecast period of 2021 to 2028 and is expected to reach USD 484,489.49 million by 2028. Increasing trends in video gaming are aiding the growth of this market.

Get sample copy of Virtual Reality Market + All Related Graphs & Charts @

<https://www.databridgemarketresearch.com/request-a-sample/?dbmr=global-virtual-reality-market>

This research Study can be used to double check the data collected through internal analyses. It guides the changes and aids to look for ways to justify what third parties say so that businesses aren't myopic and caught up in their own data. Virtual Reality Market Report guides to stay up to date on the market as a whole and give a holistic view of the market allowing the benchmarking of all the companies in the industry, not just the ones that are focused. Such third-party report is more unbiased and hence provides a better picture of what's really happening in the market.

The assessment provides a 360deg view and insights, outlining the key outcomes of the industry, current scenario witnesses a slowdown and study aims to unique strategies followed by key players. These insights also help the business decision-makers to formulate better business plans and make informed decisions for improved profitability. In addition, the study helps venture or private players in understanding the companies more precisely to make better informed decisions.

Read Detailed Index of full Research Study @

<https://www.databridgemarketresearch.com/reports/global-virtual-reality-market>

Prminent key players in the Global Virtual Reality market are

--

Sony Corporation

-- Lenovo, Autodesk

-- Nintendo

-- Psious

-- WorldViz

-- Firsthand Technology

-- Sixense Enterprises

- HTC Corporation
- FOVE
- Ultraleap Limited
- StarVR Corp
- Google
- Qualcomm Technologies
- Barco
- HP Development Company
- Microsoft
- SAMSUNG ELECTRONICS
- Facebook
- Virtuix
- among others.

DBMR analysts understand competitive strengths and provide competitive analysis for each competitor separately.

We can add or profile new company as per client need in the report. Final confirmation to be provided by research team depending upon the difficulty of survey

Get Full Access of the Report @

<https://www.databridgemarketresearch.com/checkout/buy/singleuser/global-virtual-reality-market>

Segmentation

- By Component (Hardware and Software),
- By Device Type (Head-Mounted Displays, Projectors & Display Walls and Gesture-Tracking Devices),
- By Technology (Fully Immersive, Non-Immersive and Semi Immersive),
- By Vertical (Entertainment & Media, Healthcare, Industrial, Commercial, Aerospace & Defence, Automotive, Education and Others)

Regional Analysis:

- North America [U.S., Canada, Mexico]
- Europe [Germany, UK, France, Italy, Rest of Europe]
- Asia-Pacific [China, India, Japan, South Korea, Southeast Asia, Australia, Rest of Asia Pacific]
- South America [Brazil, Argentina, Rest of Latin America]
- Middle East & Africa [GCC, North Africa, South Africa, Rest of Middle East and Africa]

To check the complete Table of Content @

<https://www.databridgemarketresearch.com/toc/?dbmr=global-virtual-reality-market>

Key Findings & All Data Available in Virtual Reality Market Report:

- Market Analysis: This section of the report entails details of various manufacturing developments, market segments, product portfolios and product expansion scope, forecast span as well as application diversification
- Competitive Landscape: Elaborate portfolios of various local, regional and global vendors and manufacturers inclusive of SWOT analysis, capacity and product catalogue and capacity and other vital details that remain important constituents of the market
- Executive Summary: This particular section of the report lends appropriate focus on various factors such as growth rate, optimum drivers and restraints, competitors as well as trends that define the competition outline

Reasons for purchasing this Report

Data Bridge Market Research relies on industry-wide databases for both regional and global authentic data, which enables the team to decipher the precise trends and existing scenario in the market.

The report takes a 360-degree approach to ensure that the niche and emerging aspects are also factored in to ultimately get accurate results.

Analyst Support: Speak to our research analysts to solve any queries you may have before or after buying the report.

Analyst Support: Get your query resolved by speaking to our research analysts before and after purchasing the report.

Customer Satisfaction: Our team of research analysts will accommodate all your research needs and customize the report accordingly.

Long-standing experience: Our team of analysts will offer elaborate and accurate insights pertaining to the market.

Trends Impacting the Market

Now the question is which other regions Sony Corporation, Facebook Technologies, LLC. (Subsidiary of Facebook, Inc.) and SAMSUNG ELECTRONICS CO., LTD. is targeting? Data Bridge Market Research has estimated a large growth in the Asia-Pacific virtual reality market and the market leaders targeting China, Japan, and South Korea to be their next revenue pockets for 2020.

The virtual reality market is becoming more competitive every year with companies such as Sony Corporation, Facebook Technologies, LLC. (A subsidiary of Facebook Inc.) and SAMSUNG ELECTRONICS CO., LTD. as they are the market leaders for the virtual reality market. The Data Bridge Market Research new reports highlight the major growth factors and opportunities in the virtual reality market.

Important market factors

****Key Strategic Developments:** This study includes key strategic developments in the market, including R & D, new product launch, M & A, contracting, cooperation, partnerships, joint ventures and regional growth of leading competitors in the market in global competitive markets.

****Analysis Tool:** The Global Virtual Reality Market Report contains accurate analysis and evaluation data for key industry players and market coverage using a number of analytical tools. We analyzed the growth of leading companies operating in the marketplace using analytics tools such as Porter's five power analysis, SWOT analysis, feasibility study and ROI analysis.

****Key Market Features:** A report evaluating key market characteristics including revenue, price, capacity, production utilization, total output, consumption, import / export, supply / demand, cost, market share, CAGR and gross margins. The study also provides a comprehensive study of key market dynamics and current trends, along with relevant market sectors and sub-sectors.

****Demand & Supply and Effectiveness:** Virtual Reality report additionally provides distribution, Production, Consumption & EXIM** (Export & Import). ** If applicable

****Competition:** Leading players have been studied depending on their company profile, product portfolio, capacity, product/service price, sales, and cost/profit

Research Methodology: Global Virtual Reality Market

Data collection and base year analysis are done using data collection modules with large sample sizes. The market data is analysed and forecasted using market statistical and coherent models. Also, market share analysis and key trend analysis are the major success factors in the market report. To know more, please request an analyst call or can drop down your inquiry.

The key research methodology used by the DBMR research team is data triangulation which involves data mining, analysis of the impact of data variables on the market, and primary (industry expert) validation. Apart from this, data models include vendor positioning grid, market timeline analysis, market overview and guide, company positioning grid, company market share analysis, standards of measurement, top to bottom analysis, and vendor share analysis. To know more about the research methodology, drop in an inquiry to speak to our industry experts.

Explore its Regional Reports

Asia-Pacific Virtual Reality Market, By Component (Hardware and Software), Device Type (Head-Mounted Displays, Projectors & Display Walls and Gesture-Tracking Devices), Technology (Fully Immersive, Non-Immersive and Semi Immersive), Vertical (Entertainment & Media, Healthcare, Industrial, Commercial, Aerospace & Defense, Automotive, Education and Others), Country (Japan, China, India, South Korea, Australia, Singapore, Malaysia, Thailand, Indonesia, Philippines, Taiwan and Rest of Asia-Pacific) Industry Trends and Forecast to 2028.

(MORE TO FOLLOW)

Virtual Reality Market May See Big Move Forecast -2-

Europe Virtual Reality Market, By Component (Hardware and Software), Device Type (Head-Mounted Displays, Projectors & Display Walls and Gesture-Tracking Devices), Technology (Fully Immersive, Non-Immersive and Semi Immersive), Vertical (Entertainment & Media, Healthcare, Industrial, Commercial, Aerospace & Defense, Automotive, Education and Others), Country (Germany, France, U.K., Switzerland, Italy, Russia, Spain, Netherlands, Belgium, Turkey and Rest of Europe) Industry Trends and Forecast to 2028.

Middle East and Africa Virtual Reality Market, By Component (Hardware and Software), Device Type (Head-Mounted Displays, Projectors & Display Walls and Gesture-Tracking Devices), Technology (Fully Immersive, Non-Immersive and Semi Immersive), Vertical (Entertainment & Media, Healthcare, Industrial, Commercial, Aerospace & Defense, Automotive, Education and Others), Country (South Africa, UAE, Egypt, Saudi Arabia, Israel and Rest of the Middle East and Africa) Industry Trends and Forecast to 2028.

North America Virtual Reality Market, By Component (Hardware and Software), Device Type (Head-Mounted Displays, Projectors & Display Walls and Gesture-Tracking Devices), Technology (Fully Immersive, Non-Immersive and Semi Immersive), Vertical (Entertainment & Media, Healthcare, Industrial, Commercial, Aerospace & Defense, Automotive, Education and Others), Country (U.S., Canada, and Mexico) Industry Trends and Forecast to 2028.

About Data Bridge Market Research, Private Ltd

Data Bridge Market Research Pvt Ltd is a multinational management consulting firm with offices in India and Canada. As an innovative and neoteric market analysis and advisory company with unmatched durability level and advanced approaches. We are committed to uncover the best consumer prospects and to foster useful knowledge for your company to succeed in the market.

Data Bridge Market Research is a result of sheer wisdom and practice that was conceived and built-in Pune in the year 2015. The company came into existence from the healthcare department with far fewer employees intending to cover the whole market while providing the best class analysis. Later, the company widened its departments, as well as expands their reach by opening a new office in Gurugram location in the year 2018, where a team of highly qualified personnel joins hands for the growth of the company. "Even in the tough times of COVID-19 where the Virus slowed down everything around the world, the dedicated Team of Data Bridge Market Research worked round the clock to provide quality and support to our client base, which also tells about the excellence in our sleeve."

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SOURCE Data Bridge Market Research

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Document PRN0000020211123ehbn000ua

Global Gaming Industry to Cross \$314 Billion by 2026 - Microsoft, Nintendo, Twitch, and Activision Have All Reached New Heights in Player Investment, Helped by COVID-19

1,201 words

23 November 2021

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PR Newswire

PRN

English

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DUBLIN, Nov. 22, 2021 /PRNewswire/ -- The "Gaming Market - Growth, Trends, COVID-19 Impact, and Forecasts (2021 - 2026)" report has been added to ResearchAndMarkets.com's offering.

The global gaming market was valued at USD 173.7 billion in 2020, and it is expected to reach a value of USD 314.4 billion by 2026, registering a CAGR of 9.64% over 2021-2026.

Due to nationwide lockdown, people stay home, and some turn to game platforms to pass the time. These platforms are attracting more than hundreds and thousands of new visitors in online traffic. Video gaming trends have experienced a massive surge in players and revenue recently.

Companies like Microsoft, Nintendo, Twitch, and Activision have all reached new heights in player investment. In April 2020, Microsoft reported that subscribers to Xbox Game Pass, a Netflix-like subscription service, topped 10 million. Among those subscribers, Microsoft also reported a 130-percent increase in multiplayer engagement across March and April.

Key Highlights

- Cloud gaming is an emerging technology across the industry that allows users to stream high-end games across hand-held devices, such as laptops, tablets, and mobiles, with fast network connectivity, eliminating the need for a dedicated gaming console/PC.
- Cloud gaming services are focused on leveraging hyper-scale cloud capabilities, global content delivery networks, and streaming media services to build the next generation of social entertainment platforms. Such factors have an anticipated positive impact on market growth.
- 5G is also driving the mobile-based VR gaming market. For instance, in May 2020, Archiact announced its partnership with Migu (a subsidiary of China Mobile) for Archiact's games that would be the first VR games to be playable via Migu's 5G cloud gaming platform, named Migu Quick Gaming. Also, by partnering with Migu, Archiact states that it can work together to build the future of 5G VR cloud gaming, making VR even more accessible.
- Moreover, the increasing applications of immersive technologies, such as virtual reality, augmented reality, and mixed reality, are anticipated to be a cornerstone in the gaming industry. Companies such as BigScreenVR and AltspaceVR are some of the prominent players in this segment.
- According to NewGenApps, by 2025, AR and VR games' global user base is estimated to increase to 216 million users. According to a worldwide survey of technology company executives, startup founders, and investors, 59% of the respondents believe that gaming will dominate the investment directed to the development of VR (Virtual Reality) technology.
- Some of the market's prominent vendors are also focusing on expanding their product portfolio, releasing new games and consoles in the market

in multiple formats. For instance, Sony Interactive Entertainment (SIE) announced the PC port of its 2017 release, Horizon Zero Dawn, and confirmed the release of Death Stranding on PC post its PS4 premiere. Sony also unveiled the PlayStation 5, which features an enhanced controller and visual capabilities to improve the User experience.

- Microsoft unveiled their competitor lineup consisting of the XBOX Series X and the XBOX Series S for the budget segment. At the same time, Nintendo accentuated the growth of the Nintendo Switch Lite in 2020.
- In August 2020, AGS announced an agreement under which the leading game content supplier Intouch Games Ltd, through its Slot Factory content-development brand, would provide game content for AG S' real-money game aggregation platform serving many of the world's largest online real-money gaming operators.

Key Market Trends

- Smartphone is Expected to Witness Significant Growth
- Asia Pacific to Hold the Largest Market Share

Competitive Landscape

The Gaming Market is highly fragmented as the demand for online games and increasing penetration of mobile applications across the various region is catering to an intense rivalry in the market. Key players in the market are Sony Corporation, Microsoft, Nintendo, etc. that try to keep innovating and releasing next-generation gaming consoles provides significant competition among the rivals.

- February 2021- Electronic Arts Inc. acquired Codemasters, a racing game platform, to expand its racing games and expects to launch a new racing game every year. The existing franchises of Codemasters, including Formula 1, DIRT, Project CARS, and GRID, were absorbed into EA's portfolio, which consists of Need for Speed, Real Racing and Burnout.
- February 2021- EA sports announced the partnership with Criterion, DICE, and DICE LA for the launch of the Battlefield game by 2021. The project is moving toward the franchise's earliest Alpha and will fully utilize the next-generation consoles.
- March 2021- The company announced the launch of Madden NFL 21, which is packed with new features like Face of the Franchise: Rise to Fame, Superstar X-Factors 2.0, and innovative gameplay enhancements.

Key Topics Covered

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1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

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3 EXECUTIVE SUMMARY

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For more information about this report visit <https://www.researchandmarkets.com/r/t1x53p>

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Document PRN0000020211123ehbm000kp

Microsoft Corporation - Black Friday starts early: Save on Xbox games, gaming PCs and accessories

Microsoft Corporation published this content on 19 Nov 2021 and is solely responsible for the information contained herein. Distributed by PUBT, unedited and unaltered, on 19 Nov 2021 16:44:40 UTC.

840 words

19 November 2021

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LCDVP

English

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* [Original Document](#)

Black Friday starts early: Save on Xbox games, gaming PCs and accessories

As we embark on epic back-to-back blockbuster game launches in Xbox Game Pass, with current AAA game launches of Age of Empires IV, Forza Horizon 5, and Halo Infinite in December, the future has never been more exciting or limitless. The time to celebrate play with Xbox games is right now!

See below for the full lineup of Black Friday and Cyber Monday deals you need to know about, and be sure to check with [Xbox.com](#), [Microsoft Store](#) and participating retailers worldwide for more details on availability and pricing as deals will vary between regions and retailers.

You'll also find discounts on hundreds of games, accessories, and more available starting November 19 through December 2.

Offers include:

- * Save up to 67% on over 700 digital games
- * Save up to 75% on select games from Xbox Game Studios
- * Save up to 75% on select PC digital games
- * Save 95% on Game Pass for PC when you [get your first 3 months for \\$1](#) and access 100s of PC games including Minecraft, Forza Horizon 5, and Halo Infinite.
- * Save up to 40% on select gaming accessories
- * Save up to \$500 on gaming PCs and laptops

And this is just a sample of the savings. Whether you're shopping online, through your Xbox console, or at a physical store make sure to check your local region [Xbox.com](#), [Microsoft Store](#), and participating retailers for more details on dates, availability, and pricing as deals may vary. But make sure you jump in quick!

Get amazing deals on over 700 games. It's a great time to stock up on games including those blockbusters you've been meaning to pick up like Far Cry 6, NBA 2K22, Back 4 Blood, Sea of Thieves, Forza Horizon 4, and more.

Save up to 75% on select games from Xbox Game Studios

Psychonauts 2, Gears 5, Gears Tactics, Hellblade: Senua's Sacrifice, Rare Replay, Halo: The Master Chief Collection, Sea of Thieves, Forza Horizon 4, and many more.

Games as low as \$9.99

For a limited time, select retailers will be offering deals on great games like: Gears 5, Rare Replay, Hellblade: Senua's Sacrifice, and more. Be sure to check with your local retailers for special deals.

Play 100s of PC games for just \$1.

This holiday, get 3 months of [Game Pass for PC for \\$1](#) and discover your next favorite game. Play new games from Xbox Game Studios, like Age of Empires IV, Minecraft, Forza Horizon 5, Halo Infinite on day one of their release, as well as blockbuster franchises and independent titles you'll not want to miss.

Save on accessories for your Xbox and gaming PC. [Take advantage of the following deals:](#)

- * Save up to 40% on select HyperX Gaming Accessories for Xbox & PC
- * Save up to \$50 on Turtle Beach and ROCCAT Gaming Accessories
- * Save \$30 on select Razer Streaming Gaming Accessories
- * Save up to \$50 on the Logitech G502 Wireless Gaming Mouse & Pro X Gaming Headset
- * Save 50% on the PowerA MOGA Gaming Clip 2, Now \$7.50

Upgrade your gaming PC. This year, we've also got some exciting sales from a wide range of PC gaming partners, including MSI, ASUS, Razer and more. You'll be able to get a new gaming PC or gaming laptop and save up to \$500.

If you've already got your gaming setup, we've got PC games galore on sale. Save up to 75% on digital PC games including Among Us, Halo Wars 2, Sea of Thieves, and more.

Xbox All Access, the gift that keeps on gaming

[Xbox All Access](#) has everything you need to jump into next-gen gaming with no upfront costs. With an Xbox Series X or Series S and 24 months of Xbox Game Pass Ultimate, which includes over 100 high-quality games and day one releases from Xbox Game Studios Halo Infinite and Forza Horizon 5, it's the gift that keeps on gaming. Plus, in the U.S., when you purchase an Xbox Series S with Xbox All Access, you'll enjoy the everyday savings of \$59.99.

For more deals and ideas for gifts

Check with [Xbox.com](#), [Microsoft Store](#), and participating retailers for more details on availability and pricing as deals will vary between retailers and regions. Skip the stress this holiday season and book a [personal online appointment](#) with a Microsoft Store associate for all your gifting needs. Check select regions for specific appointments

* [Original Link](#)

Disclaimer

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Document LCDVP00020211119ehbj00anf

Augmented and Virtual Reality Content and Application Market To Explore Excellent Growth In Future | Alphabet, Samsung, Microsoft, Apple

1,208 words

19 November 2021

iCrowdNewswire

ICROWDN

English

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Global Augmented and Virtual Reality Content and Application Market Status, Trends and COVID-19 Impact Report 2021 , Covid 19 Outbreak Impact research report added by Report Ocean, is an in-depth analysis of market characteristics, size and growth, segmentation, regional and country breakdowns, competitive landscape, market shares, trends and strategies for this market. It traces the market's historic and forecast market growth by geography. It places the market within the context of the wider Augmented and Virtual Reality Content and Application market, and compares it with other markets., market definition, regional market opportunity, sales and revenue by region, manufacturing cost analysis, Industrial Chain, market effect factors analysis, Augmented and Virtual Reality Content and Application market size forecast, market data & Graphs and Statistics, Tables, Bar & Pie Charts, and many more for business intelligence.

Get complete Report (Including Full TOC, 100+ Tables & Figures, and Chart). – In-depth Analysis Pre & Post COVID-19 Market Outbreak Impact Analysis & Situation by Region

Download Free Sample Copy of 'Augmented and Virtual Reality Content and Application market' Report @

https://reportocean.com/industry-verticals/sample-request?report_id=bis235235

Key Segments Studied in the Global Augmented and Virtual Reality Content and Application Market

Manufacturer Detail

Alphabet Samsung Microsoft Apple BMW Worldviz LLC Qualcomm Atheer Daqri Echopixel

Product Type Segmentation

Software Service

Application Segmentation

Aerospace & Defense Gaming Medicine Education Business/E-commerce

Our market research provides vital intelligence on market size, business trends, industry structure, market share, and market forecasts that are essential to developing business plans and strategy.

A combination of factors, including COVID-19 containment situation, end-use market recovery & Recovery Timeline of 2020/ 2021

covid-19 scenario

Market Behavior/ Level of Risk and Opportunity

End Industry Behavior/ Opportunity Assessment

Expected Industry Recovery Timeline

Business Impact Horizon

Opening of Economy by Q3 2020

xx

xx

xx

xx

Recovery – Opening of Economy extended till Q4 2020 / Q1 2021

xx

xx

xx

xx

Under COVID-19 Outbreak Impact Analysis:

We analyzed industry trends in the context of COVID-19. We analyzed the impact of COVID-19 on the product industry chain based on the upstream and downstream markets. We analyze the impact of COVID-19 on various regions and major countries.

The impact of COVID-19 on the future development of the industry is pointed out.

Study Explore :

Market Behavior/ Level of Risk and Opportunity End Industry Behavior/ Opportunity Assessment Expected Industry Recovery Timeline

For more information or any query mail at sales@reportocean.com

Each study, more than 100+ pages, is packed with tables, charts and insightful narrative including coverage on:

Market size Product segments – size and forecasts Market segments – size and forecasts Market share of leading manufacturers Relevant industry trends Industry structure Company profiles of industry participants Market environment Trade flows

Geographical Breakdown: The regional and country breakdowns section gives an analysis of the market in each geography and the size of the market by geography and compares their historic and forecast growth. It covers the impact and recovery path of Covid 19 for all regions, key developed countries and major emerging markets.

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Key questions answered: Study Explore COVID 19 Outbreak Impact Analysis

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The Study Explore COVID 19 Outbreak Impact Analysis

What should be entry strategies, countermeasures to economic impact, and marketing channels? What are market dynamics? What are challenges and opportunities? What is economic impact on market? What is current market status? What's market competition in this industry, both company, and country wise? What's market analysis by taking applications and types in consideration?

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Key Points Covered in Augmented and Virtual Reality Content and Application Market Report:

Global Augmented and Virtual Reality Content and Application Market Research Report

Section 1: Global Augmented and Virtual Reality Content and Application Industry Overview

Section 2: Global Economic Impact on Augmented and Virtual Reality Content and Application Industry

Section 3: Global Market Competition by Industry Producers

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Section 5: Global Supplies (Production), Consumption, Export, Import, geographically

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Section 9: Market Chain, Sourcing Strategy, and Downstream Buyers

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Tech

Microsoft Rolling Out Xbox Cloud Gaming to Xbox Consoles

Hans News Service

315 words

18 November 2021

The Hans India

HANIND

English

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Microsoft is starting to roll out the facility to play via [Xbox Cloud Gaming](#) on the Xbox One or Xbox Series X / S consoles, announced Microsoft. The feature needs a Game Pass Ultimate subscription and will be available in 25 regions "with Brazil coming soon," according to Microsoft. But you may not have access to the feature right away, as Microsoft says it will roll out first "with our November release to a subset of Xbox gamers" and everyone in supported markets "over the next several weeks."

Cloud gaming on Xbox consoles could have a number of useful applications. You can use it to test demo games available on Game Pass without having a need to download them completely. If a friend sends you a multiplayer invite to a game that you don't have installed, Xbox Cloud Gaming will allow you to stream the game so you can participate immediately.

And if you own an Xbox One, Xbox Cloud Gaming will let you play some exclusive next-gen games like *Recompile*, *The Medium*, and *The Riftbreaker* on your next-gen console. Microsoft Flight Simulator is not yet available, but Microsoft says it will be added to its cloud game library in early 2022.

Xbox Cloud Gaming (formerly Project xCloud) arrived on iOS and PC in an invite-only beta in April before a broader expansion for all Game Pass Ultimate subscribers in June. The Xbox Cloud Gaming integration on consoles was first released to Xbox Insiders in September.

The news of Xbox Cloud Gaming on consoles comes during a busy week for Microsoft. On Monday, the company launched Halo Infinite multiplayer by surprise, added 76 new games to its backward compatibility library, and brought FPS Boost to some Cloud Gaming titles and more Xbox Series X / S titles.

[Click to view image](#)

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24 EST Microsoft launches Xbox Cloud Gaming on Xbox consoles

105 words

17 November 2021

Theflyonthewall.com

FLYWAL

English

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Microsoft said that Xbox players can play Game Pass games from the cloud on their Xbox console. "We're excited that Xbox Cloud Gaming (Beta) is now available on Xbox One and Xbox Series X S consoles with a Game Pass Ultimate subscription," said Catherine Gluckstein, vice president and head of product at Xbox Cloud Gaming. "We are launching in 25 regions with Brazil coming soon. This capability will initially roll out with our November release to a subset of Xbox gamers and scale to all gamers in supported markets over the coming weeks."

[Reference Link](#)

Document FLYWAL0020211117ehbh015qt

Sega, Microsoft explore cloud gaming alliance

Reuters News Service

311 words

10 November 2021

Cyprus Mail

CYMAIL

English

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Sega Sammy Holdings (6460.T) on Monday said it is exploring a strategic alliance with Microsoft (MSFT.O) to develop big budget titles using the Xbox maker's cloud gaming tech, driving anticipation the move could signal a deeper tie-up.

Tokyo-based Sega is exploring making titles with global reach on Microsoft's Azure cloud platform, it said in a stock exchange statement without providing further details, including whether a deal would involve exclusivity for the titles or capital investment.

Sega shares jumped 6 per cent in morning trading.

Microsoft's own major cloud gaming initiative is available via the Xbox Game Pass, a cross-platform subscription service that features Sega titles such as the hit "Yakuza" series.

Cloud gaming cuts ties to bulky hardware but requires a fast internet connection. Deep pocketed Microsoft's push into the nascent sector comes as Xbox is widely seen as being on the backfoot in the console battle with Sony's (6758.T) PlayStation.

"By working with Microsoft to anticipate such trends as they accelerate further in future, the goal is to optimise development processes and continue to bring high-quality experiences to players using Azure cloud technologies," Sega said.

A bid for "Sonic the Hedgehog" publisher Sega by Microsoft has been rumoured for decades. Japan, the world's third largest gaming market and a major innovator in the industry, remains a weak spot for the Redmond, Washington-based firm.

The two firms have a long history of partnership with Monday's announcement coming after a string of critically acclaimed recent releases from Sega including in the "Persona" and "Total War" series.

Sega, which abandoned its own console business after a string of flops, is a prolific maker of "pachinko" machines for gambling and has flagged its ambitions to widen the appeal of its video games.

Document CYMAIL0020211110ehba000bb



CE Noticias Financieras English

Microsoft's Xbox seeks social and casual gaming businesses

364 words

10 November 2021

CE NoticiasFinancieras

NFINCE

English

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Phil Spencer, Microsoft Corp.'s head of Xbox and video games, is looking for acquisitions and, in particular, wants to invest to boost the company's presence in social and casual games.

"When I think about the types of genres that are generally associated with Xbox, yes, we have Roblox, Minecraft, FIFA and Fortnite, but we want to continue to invest in more social and casual content that's out there," Spencer said in an interview at the Paley International Council Summit. "We have a lot of ambition."

Spencer said a strong acquisition environment in gaming is important for companies like Microsoft looking for the right content, but also to support a stream of innovative creators who see the possibility of financial reward in an industry that can be hard to beat.

Microsoft has spent more than \$10 billion over the past seven years to buy video game companies, including Minecraft creator Mojang and Bethesda Softworks.

"Part of building a studio is the idea that at some point I'll be able to get out financially and realize the risks I took and see the benefit of that," he said. "It's a two-sided economy where creators start new teams, take a risk on new things, follow it through to completion and then those studios become part of something bigger."

With Microsoft still unable to meet demand for the Xbox console due to chip shortages, Spencer said the company is looking at ways to diversify where hardware is manufactured geographically to avoid these kinds of problems in the future.

"Supply chain diversification is something we've really been looking at at Microsoft and Xbox, and we made some decisions with our supply chain partners to make sure that no global situation can affect supply as much as it has for us over the last 18 months," he said.

Microsoft will invest to get "manufacturing running in different locations."

"We need to be in a position where we continue to deliver products to customers. That's my responsibility," he said. "I can't use the supply chain as a long-term excuse."

Document NFINCE0020211110ehba00713

Engine Media Holdings Inc. - Engine Media's UMG Gaming Renews Partnership with Microsoft's The Coalition to Continue to Serve as the Principle Esports Partner for Gears Esports After Successful Season

Engine Media Holdings Inc. published this content on 06 Nov 2021 and is solely responsible for the information contained herein. Distributed by PUBT, unedited and unaltered, on 06 Nov 2021 15:20:01 UTC. 1,230 words

6 November 2021

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LCDVP

English

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Engine Media's UMG Gaming Renews Partnership with Microsoft's The Coalition to Continue to Serve as the Principle Esports Partner for Gears Esports After Successful Season

TORONTO, July 22, 2021 - Engine Media Holdings, Inc. ("Engine" or the "Company"; NASDAQ: GAME; TSX-V: GAME), a company providing sports and esports gaming experiences, along with media solutions focused on influencer marketing, gaming data and analytics, and programmatic advertising, today announced that The Coalition has renewed its agreement with UMG Gaming ("UMG"), a wholly owned subsidiary of Engine, to be the principal Esports partner for Gears Esports for another season.

Based on the success of Season 2, the partnership will continue with UMG managing the entire Gears Esports program including tournament operations, league operations, events, and broadcast operations. A number of major changes managed by UMG this past season, including the switch from 5v5 to 4v4, and introducing new game modes into competitive play, created a season success story. The Gears Spring Major, hosted May 14 - 16, generated 1.1M+ live views and 350K+ hours watched across all channels, making it the most highly viewed Gears Major since the game's launch as reported by Stream Hatchet. In addition, time watched across all Gears content has continued to grow, with average minutes watched per unique viewer increasing to 75+ minutes.

Roddy Adams, Director of Business Development at The Coalition said "since bringing the UMG team onboard as our principal tournament operator for Gears Esports they have proved their expertise time and time again, and are trusted by our players and fans."

"We are thrilled to continue our partnership with The Coalition as the principal esports partner for the Gears Esports program," said Eric Vaughn, Head of UMG Gaming. "The Gears community is one that is very close to home for us here at UMG, so it is an honor to have the opportunity to once again engage with such a passionate fanbase for another season of Gears Esports action."

"Lasting esports partnerships remains critically important to Engine Media's long-term plans," added Engine Media's Chief Executive Officer Lou Schwartz. "Our renewed partnership continues to put us in a prime position to work with The Coalition on future esports and gaming projects."

About Gears Esports

Gears Esports is a showcase of the raw, visceral intensity epitomized by the Gears of War franchise, and a celebration of the uncompromising legion of fans that make up its unparalleled community. Since moving to The Coalition in 2016, competitive Gears of War has ascended from modest ballroom affairs to major international events around the world.

The Gears Esports program will provide more opportunities for players of all skill levels from around the world to compete for fun and fortune in a season boasting more than \$600K worth of prize.

For more information about Gears Esports, please visit <https://www.gears.gg/en-ca/>.

About UMG Gaming

UMG Gaming, a wholly owned subsidiary of Engine Media Holdings, Inc. ("Engine" or the "Company"; NASDAQ: GAME; TSX-V: GAME), is a market pioneer in both online grassroots community competition and professional league esports. UMG Gaming's end-to-end platform not only enables community and professional players to compete in everyday ladders, tournaments and matches, but also produces premium,
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award-nominated content. UMG Gaming's tournament operations offerings have led to millions of registered gamers and numerous partnerships with major game publishers, brands, esports teams and organizations.

About Engine Media Holdings, Inc.

Engine Media Holdings Inc. is traded publicly under the ticker symbol (NASDAQ: GAME; TSX-V: GAME). The organization is focused on developing premium consumer experiences and unparalleled technology and content solutions for partners in the esports, news and gaming industry. The company's subsidiaries include Stream Hatchet; the global leader in gaming video distribution analytics; Eden Games, a premium video game developer and publisher with numerous console and mobile gaming franchises; WinView Games, an industry innovator in audience second screen play-along gaming during live events; UMG, an end-to-end competitive esports platform enabling the professional and amateur esports community with tournaments, matches and award nominating content; and Frankly Media, a digital publishing platform empowering broadcasters to create, distribute and monetize content across all channels. Engine Media generates revenue through a combination of direct-to-consumer and subscription fees; streaming technology and data SaaS-based offerings; programmatic advertising and sponsorships. To date, the combined companies' clients have included more than 1,200 television, print and radio brands, dozens of gaming and technology companies, and have connectivity into hundreds of millions of homes around the world through their content, distribution and technology services.

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This news release contains forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Engine to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. In respect of the forward-looking information contained herein, including the success and/or acquisition of future business opportunities, Engine has provided such statements and information in reliance on certain assumptions that management believed to be reasonable at the time. Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements stated herein to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Actual results could differ materially from those currently anticipated due to a number of factors and risks. Accordingly, readers should not place undue reliance on forward-looking information contained in this news release.

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Apps

Microsoft to Join Metaverse Race, Announces Mesh for Teams With 3D Avatars

Nithya P Nair

516 words

4 November 2021

15:51

NDTV

NDTVIN

English

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Microsoft Teams is getting 3D virtual avatars and environments on the platform as part of the tech giant's push towards to enter the metaverse. As hybrid work is happening around the globe, Mesh for Microsoft Teams will let people in different locations join collaborative and shared holographic experiences with productivity tools of the video-calling application. People will be able to join virtual meetings, send chats, collaborate on shared documents, and more. Microsoft says the Mesh platform will let people meet in the virtual space without having to switch on their webcams

[Microsoft](#) at its Ignite 2021 conference, [announced](#) Mesh for Microsoft Teams. Mesh for Teams will start to roll out in preview in the first half of 2022.

'As a company whose focus is on productivity, on knowledge workers, it's something that customers are really asking us for, and it's coupled with the vision of mixed reality that we've been working on for 12 years. It's all coming together', said Microsoft Technical Fellow Alex Kipman.

With the personalised avatars, Microsoft Teams users can ensure their presence in meetings without turning on webcams. They will be able to create and join a Teams meeting as a unique, personalised avatar. Other participants in the meeting might also be seen as avatars. Attendees can show themselves on video or use a static picture or bubble with initials. The avatar has options for customisation and can use Artificial Intelligence (AI) to imitate movements as well as gestures.

Likewise, organisations can build immersive spaces — their own metaverse — within Teams. Microsoft says Mesh for Teams users can take their avatars into these spaces to mingle, collaborate on projects, and experience those “serendipitous encounters” that spark innovation. None of this will initially need a VR headset. People can access Mesh on HoloLens 2, VR headsets, standard mobile phones, tablets, or PCs — using any Mesh-enabled app.

Mesh is built based on Teams features such as [Together Mode](#) and more that Microsoft says it has been developing to make hybrid working culture more productive. Mesh, was initially [announced in March](#) this year and is powered by Azure cloud computing systems. Microsoft's push for metaverse comes after [Facebook](#) unveiled virtual chat rooms as part of its rebrand to name itself Meta.

Microsoft says it has joined hands with Accenture to create 'Nth Floor' using Mesh that works as a virtual campus for employees to gather for coffee, presentation, parties, and events irrespective of their locations. Currently, the new hires of Accenture meet together on Teams and receive instructions on how to create a digital avatar and access the virtual space called One Accenture Park.

[Click here to view video](#) This week on [Orbital](#), the Gadgets 360 podcast, we discuss the Surface Pro 8, Go 3, Duo 2, and Laptop Studio — as Microsoft sets a vision for Windows 11 hardware. Orbital is available on [Spotify](#), [Gaana](#), [JioSaavn](#), [Google Podcasts](#), [Apple Podcasts](#), [Amazon Music](#) and wherever you get your podcasts.

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Document NDTVIN0020211105ehb40000d

Microsoft announces Teams in VR and AR with 3D avatars to create own metaverse

509 words

3 November 2021

India Today Online

INTYON

English

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Facebook, err Meta, just announced its big plans for the metaverse that combines the capabilities of VR, AR, and MR to bring the world to the internet. A crucial part of the metaverse is virtual avatars of users that they can use anywhere, including conferences and meetings. Well, that will take some time. Not for Microsoft, though. It has announced Mesh, which is an equivalent of the metaverse and brings collaborative tools in virtual reality for Teams users.

Mesh will use Microsoft's mixed reality technology with HoloLens headsets for virtual meetings, conferences, and video calls that Teams users will be able to join in avatars, which, at the moment, look a little less fun than Meta's version for the metaverse. Better integration of this technology would be in all of the Microsoft 365 apps and services - much like the Meta Horizon Workrooms. So, a case scenario would be when you want to collaborate on a document virtually, you can just wear your headsets and do that in your VR avatars.

While VR avatars are being touted as the next big thing for collaboration between colleagues and friends, Microsoft's Mesh platform will also let users be available for regular web- or app-based Teams meetings as both their VR versions and themselves. There will be a 3D avatar that you can customise for yourself for Teams video calls, and it will be available even without a headset. Depending on the meeting, your avatar will show you in both 3D and 2D.

The 3D avatars, however, will be more interactive. Microsoft will use artificial intelligence to listen to your voice and animate your avatar in a way that shows you speaking the exact words. You will also be able to raise your hands through your avatar when you press the raise hand button during a video call.

The groundwork for this technology began during the pandemic when Teams and platforms alike began gaining momentum as people were locked inside their homes. But because of the increased use of meeting and collaboration platforms, "meeting fatigue" has become a thing. After introducing the Together Mode for Teams, Mesh is Microsoft's attempt at reducing it and allowing people to become more comfortable in a virtual meeting.

With Mesh, Microsoft wants to create a metaverse that it wants to be better and more comprehensive than what Meta, Facebook's parent company, is building. That would mean more accessibility and freedom for users, which is why Microsoft's avatars will be non-binary, so anyone can choose to look however they want to represent who they are. Plus, the company is working on translation and transcription tools for Mesh-powered meetings where anyone can be a part of an ongoing in their language.

Microsoft said the new virtual spaces and avatars will start rolling out in the first half of 2022. Hopefully, Meta will be able to come up with a similar strategy with a release timeline by then.

Document INTYON0020211103ehb3000ea

Virtual Reality (Vr) In Gaming and AR in Gaming Market is Going to Boom with AMD, Google, Microsoft Corp., Apple

1,409 words

3 November 2021

iCrowdNewswire

ICROWDN

English

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Global Virtual Reality (Vr) In Gaming and AR in Gaming Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery , Covid 19 Outbreak Impact research report added by Report Ocean, is an in-depth analysis of market characteristics, size and growth, segmentation, regional and country breakdowns, competitive landscape, market shares, trends and strategies for this market. It traces the market's historic and forecast market growth by geography. It places the market within the context of the wider Virtual Reality (Vr) In Gaming and AR in Gaming market, and compares it with other markets., market definition, regional market opportunity, sales and revenue by region, manufacturing cost analysis, Industrial Chain, market effect factors analysis, Virtual Reality (Vr) In Gaming and AR in Gaming market size forecast, market data & Graphs and Statistics, Tables, Bar & Pie Charts, and many more for business intelligence.

Get complete Report (Including Full TOC, 100+ Tables & Figures, and Chart). – In-depth Analysis Pre & Post COVID-19 Market Outbreak Impact Analysis & Situation by Region

Download Free Sample Copy of 'Virtual Reality (Vr) In Gaming and AR in Gaming market' Report @

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Key Segments Studied in the Global Virtual Reality (Vr) In Gaming and AR in Gaming Market

Based on the Virtual Reality (Vr) In Gaming and AR in Gaming market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

Key players in the global Virtual Reality (Vr) In Gaming and AR in Gaming market covered in Chapter 5:

AMD Google Microsoft Corp. Apple GoPro Facebook Qualcomm Largan Precision Samsung Zeiss International Nvidia Fove Razor HTC Sony Corp., Nintendo Co. Ltd.

In Chapter 6, on the basis of types, the Virtual Reality (Vr) In Gaming and AR in Gaming market from 2015 to 2025 is primarily split into:

Virtual Reality (Vr) In Gaming AR in Gaming

In Chapter 7, on the basis of applications, the Virtual Reality (Vr) In Gaming and AR in Gaming market from 2015 to 2025 covers:

Gaming Console Desktop Smartphone

Our market research provides vital intelligence on market size, business trends, industry structure, market share, and market forecasts that are essential to developing business plans and strategy.

A combination of factors, including COVID-19 containment situation, end-use market recovery & Recovery Timeline of 2020/ 2021

covid-19 scenario

Market Behavior/ Level of Risk and Opportunity

End Industry Behavior/ Opportunity Assessment

Expected Industry Recovery Timeline

Business Impact Horizon

Opening of Economy by Q3 2020

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Recovery – Opening of Economy extended till Q4 2020 / Q1 2021

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Under COVID-19 Outbreak Impact Analysis:

We analyzed industry trends in the context of COVID-19. We analyzed the impact of COVID-19 on the product industry chain based on the upstream and downstream markets. We analyze the impact of COVID-19 on various regions and major countries.

The impact of COVID-19 on the future development of the industry is pointed out.

Study Explore :

Market Behavior/ Level of Risk and Opportunity End Industry Behavior/ Opportunity Assessment Expected Industry Recovery Timeline

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CE Noticias Financieras English

Microsoft Teams works on 3D avatars and immersive meetings to compete with Meta

352 words

3 November 2021

CE NoticiasFinancieras

NFINCE

English

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On October 28th, Mark Zuckerberg announced that Facebook, his company that he founded in his college days, was going to change its name to Meta, because that name better represents his new project: the creation of a metaverse, a virtual environment that will allow people to do various activities, such as work, play, meet with friends, among others.

Microsoft, the technology company founded by Bill Gates, does not want to be left behind in this race to build a metaverse. According to The Verge, the company has plans to combine its Microsoft Teams and Microsoft Mesh platforms so that users can have more immersive virtual meetings and use 3D avatars that will mimic their facial gestures.

According to the publication, Microsoft Teams users who don't feel like turning on their camera will be able to use these three-dimensional avatars in both 2D and 3D meetings. If it's the latter, the platform will allow your character to raise their hand (when the option is chosen) or animate an emoji around them.

"I can choose how I want to appear, whether it's video or an avatar, and there are a variety of custom options to choose how you want to be present in a meeting. We can interpret your vocal cues to animate that avatar so that you feel present and feel like you're there with you," argued Katie Kelly, product manager for Microsoft Mesh.

To enter Mark Zuckerberg's metaverse, you will need to have a VR device created by the company. However, the Microsoft representative stated that they will be open to anyone on multiple devices thanks to animated avatar work

"I think what really separates how Microsoft approaches the metaverse and our own experiences is to start with the human experience, so the sense of presence, talking to someone, making eye contact and reactions will be important," said the spokeswoman, who promised that Teams users will be able to start testing this technology in the first half of 2022.

Document NFINCE0020211103ehb3007q5

Technology

Xbox Gaming will be a key focus in Microsoft's Metaverse, Nadella

Team TC

295 words

3 November 2021

TechCircle

MMVTCE

English

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Microsoft's Metaverse ambitions are not limited to enterprise applications even though the company chose Teams to announce its foray into the segment at the Ignite 2021 conference. Gaming in Metaverse with Xbox will be a key focus area for Microsoft, CEO Satya Nadella, told Bloomberg TV, reported the Verge.

"You can expect us to do things in gaming. If you take Halo as a game, it is a Metaverse. Minecraft is a Metaverse.

In some sense, they are 2D today, the question is can you take it to a full 3D world and we plan to do so," Nadella said.

Gaming accounts for a major share of Microsoft's revenue. In the recent quarterly results for the quarter ending September 30 for FY2021, the company reported a 16% YoY (year-on-year) increase in gaming revenue. Revenue from Xbox devices was up by 166%.

Microsoft has been working on mixed reality (MR) devices called HoloLens, which until now has been positioned more as an enterprise device. However, the company has hinted in the past that they can be used for gaming and entertainment too.

HoloLens already supports Epic's Unreal game engine so developers can create AR and VR content for it. Microsoft had earlier created a special version of Minecraft for HoloLens to showcase the game's potential in augmented reality (AR) and virtual reality (VR).

Gaming was also a key element in Facebook's Metaverse, which was unveiled last month by CEO Mark Zuckerberg.

He showed how in the Metaverse, players could invite digital avatars of their friends to play multiplayer games using AR and VR.

[Click here to view story.](#)

[Click here to view image.](#)

Document MMVTCE0020211103ehb30002w

Microsoft announces Mesh virtual reality system to launch for Teams in 2022

437 words

3 November 2021

Telecompaper World

TELWOR

English

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Microsoft has unveiled new products and updates at its Ignite conference. The company is joining Facebook and Cisco in the metaverse and bringing holograms to Teams and has also developed a new collaboration system for Office users called Loop. In addition, the company is launching a dedicated version of the Defender security software for small businesses.

First previewed in March, the mixed-reality system Microsoft Mesh is expected to launch in 2022 for Teams users. The platform powered by Azure and Microsoft's HoloLens VR headsets allows people in different physical locations to meet and collaborate in the same space as holograms. Microsoft said Teams users will be able to use the system also from smartphones and laptops, building on Teams features such as Presenter and Together modes to make online meetings "more personal, engaging and fun".

Mesh is billed as the company's "gateway to the metaverse", allowing people to create a digital twin with their own avatar to explore virtual places and things. On Teams, the first step to join Mesh is to create an avatar, while organisations will be able to create their own virtual places for Teams collaboration.

Loop collaboration elements

Also new in Microsoft's collaboration tools is Loop, a feature in Office designed to help improve productivity. With Loop pages and workspaces, Office users can bring together files, data and links to share, connect and collaborate with colleagues and customers in one place. Additional tools include a voting system to discuss proposals and take decisions, status tracker and extensions for messaging and workflows.

The first Microsoft Loop components will start rolling out this month across Microsoft 365 apps like Teams, Outlook and OneNote, and more details of the app will be revealed in the coming months.

In addition, Microsoft is bringing more predictive AI tools to Office with Context IQ. This update will roll out on Microsoft Editor first with suggestions for file attachments, meeting times, Dynamics 365 data or tagged colleagues. Context IQ will expand in time across Office 365, Dynamics 365 and Teams.

Small business security

In the growing security market, Microsoft is launching Defender for Business, a new endpoint security software that's coming soon in preview. Defender for Business is built to bring enterprise-grade security to businesses with up to 300 employees and will work across Windows, macOS, iOS, and Android devices. It will come with preventative analysis of threats and risks, including endpoint detection and response alerts and automated investigation and mitigation, as well as APIs for reporting and integration with other business tools.

Document TELWOR0020211103ehb30005n



CE Noticias Financieras English

Microsoft refuses to be outdone by Meta and brings **virtual reality** to Teams

256 words

2 November 2021

CE NoticiasFinancieras

NFINCE

English

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Microsoft revealed Tuesday its strategy to bring virtual reality to its popular online collaboration platform Teams, just days after the company that owns Facebook changed its name to Meta precisely to do the same.

As part of the Microsoft Ignite developer conference being held these days virtually, the Redmond firm (Washington state, United States) announced that from 2022 will begin to integrate aspects of virtual reality platform and augmented reality Mesh in Teams.

Among other things, Internet users will be able to create their own avatars to attend work meetings and social events, and generate virtual spaces in which to interact with other users having the feeling of sharing a place with them but without leaving home.

Although the first step will be the avatars, the company is confident that in the long run these can be replaced by much more realistic holograms.

The virtual universe in Teams can be accessed both using virtual reality glasses and from the phone or computer.

Last Thursday, the company that owns Facebook changed its name to Meta to reflect the shift in its priorities to the metaverse, a virtual reality world similar to the one shown today by Microsoft.

The main difference between the announcements by Meta and Microsoft is that the former's is much more leisure-oriented (video games or attendance at events such as concerts), while Microsoft's is more geared, like the Teams platform, to the business world.

AMP

Document NFINCE0020211103ehb2000o5



CE Noticias Financieras English

Microsoft goes head-to-head with Meta, brings **virtual reality** to Teams

286 words

2 November 2021

CE NoticiasFinancieras

NFINCE

English

Copyright © Content Engine LLC

San Francisco (USA), Nov 2 (EFE) - Microsoft announced Tuesday its plan to bring virtual reality to its popular online collaboration platform Teams, less than a week after the company that owns Facebook changed its name to Meta precisely to do the same. As part of the Microsoft Ignite developer conference being held these days virtually, the Redmond firm (Washington state, USA) announced that from 2022 it will begin integrating aspects of the virtual reality and augmented reality platform Mesh into Teams.UU.) announced that from 2022 will begin to integrate aspects of virtual reality platform and augmented reality Mesh in Teams.

Among other things, Internet users can create their own avatars to attend business meetings and social events, and generate virtual spaces in which to interact with other users having the feeling of being sharing a place with them but without leaving home.

Although the first step will be the avatars, the company is confident that eventually these can be replaced by much more realistic holograms. The virtual universe in Teams can be accessed both using virtual reality glasses and from the phone or computer. Last Thursday, the company that owns Facebook, which until then had the same name as the social network, changed its name to Meta to reflect the shift in its priorities towards the metaverse, a virtual reality world similar to that shown today by Microsoft. The main difference between the announcements by Meta and Microsoft is that the former is much more leisure-oriented (video games or attendance at events such as concerts), while Microsoft's is more oriented, like the Teams platform, to the business world.

Document NFINCE0020211102ehb2006ra



12:58 EDT **Microsoft** CEO tells Bloomberg company eyeing **gaming** experiences for...

132 words

2 November 2021

Theflyonthewall.com

FLYWAL

English

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12:58 EDT Microsoft CEO tells Bloomberg company eyeing gaming experiences for metaverseMicrosoft (MSFT) CEO Satya Nadella told Bloomberg TV that the company is "absolutely" focused on creative gaming experiences for its newly announced metaverse with Xbox. "You can absolutely expect us to do things in gaming," Nadella said. "If you take Halo as a game, it is a metaverse. Minecraft is a metaverse, and so is Flight Sim. In some sense, they're 2D today, and the question is can you now take that to a full 3D world, and we absolutely plan to do so." The news comes as Facebook (FB), which is rebranding as Meta (MVRs), announced more details on its planned metaverse last week.

[Reference Link](#)

Document FLYWAL0020211102ehb2018od

Business

Sega and Microsoft explore cloud gaming alliance

308 words

1 November 2021

RTE.ie

RTEI

English

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Sega Sammy Holdings said it is exploring a strategic alliance with Microsoft to develop big budget titles using the Xbox maker's cloud gaming tech, driving anticipation the move could signal a deeper tie-up.

Tokyo-based Sega is exploring making titles with global reach on Microsoft's Azure cloud platform, it said in a stock exchange statement without providing further details.

It did not say whether the deal would involve exclusivity for the titles or capital investment.

Microsoft's own major cloud gaming initiative is available via the Xbox Game Pass, a cross-platform subscription service which features Sega titles such as the hit "Yakuza" series.

Cloud gaming cuts ties to bulky hardware but requires a fast internet connection.

Deep pocketed Microsoft's push into the sector comes as Xbox is widely seen as being on the backfoot in the console battle with Sony's PlayStation.

"By working with Microsoft to anticipate such trends as they accelerate further in future, the goal is to optimise development processes and continue to bring high-quality experiences to players using Azure cloud technologies," Sega said.

A bid for "Sonic the Hedgehog" publisher Sega by Microsoft has been rumoured for decades.

Japan, the world's third largest gaming market and a major innovator in the industry, remains a weak spot for the US firm.

The two firms have a long history of partnership with today's announcement coming after a string of critically acclaimed recent releases from Sega including in the "Persona" and "Total War" series.

Sega, which abandoned its own console business after a string of flops, is a prolific maker of "pachinko" machines for gambling and has flagged its ambitions to widen the appeal of its video games.

[A bid for "Sonic the Hedgehog" publisher Sega by Microsoft has been rumoured for decades](#)

Document RTEI000020211101ehb1000dz

Microsoft Signs Deal to Keep the Peace in Gaming and More -- Market Talk

151 words

29 October 2021

19:54

Dow Jones Newswires Chinese (English)

RTNW

English

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1008 ET - Microsoft says it has acquired Two Hat, a content-moderation company it's relied on in recent years to help it keep the peace within its online videogame communities. Players regularly voice and text chat with each other through games on Microsoft's Xbox system, and Two Hat's technology is designed to proactively detect and remove harmful content before it ever reaches them. In addition to games, the company says it plans to apply Two Hat's technology to a broad range of Microsoft consumer services. Terms of the deal weren't disclosed. "In our ever-changing digital world, there is an urgent need for moderation solutions that can manage online content in an effective and scalable way," Microsoft says.

(sarah.needleman@wsj.com; @saraheneedleman)

(END) Dow Jones Newswires

29-10-21 1424GMT

Document RTNW000020211029ehat000q0

Microsoft Signs Deal to Keep the Peace in Gaming and More -- Market Talk

1,367 words

29 October 2021

19:38

Dow Jones Institutional News

DJDN

English

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1008 ET - Microsoft says it has acquired Two Hat, a content-moderation company it's relied on in recent years to help it keep the peace within its online videogame communities. Players regularly voice and text chat with each other through games on Microsoft's Xbox system, and Two Hat's technology is designed to proactively detect and remove harmful content before it ever reaches them. In addition to games, the company says it plans to apply Two Hat's technology to a broad range of Microsoft consumer services. Terms of the deal weren't disclosed. "In our ever-changing digital world, there is an urgent need for moderation solutions that can manage online content in an effective and scalable way," Microsoft says.

(sarah.needleman@wsj.com; @saraheneedleman)

1001 ET - Starbucks shares fall 7.5% to \$104.72 in morning trading after the coffee chain reported inflation and spending on employee wages will squeeze margins in FY22. Stifel lowers its view on the stock to hold from buy, writing that Starbucks faces serious cost challenges despite strong sales in the US. The chain said in 4Q earnings that it will flex its pricing power, but that likely won't be enough to overcome all the costs, Stifel writes. (heather.haddon@wsj.com; @heatherhaddon)

0957 ET - Safran CEO Olivier Andriès says he expects airlines to place big orders for spare parts in November ahead of a planned price increase. While the maker of Leap jet engines in partnership with GE and aircraft interiors is seeing supply chain pressures, especially on the labor front, increases aren't expected to break from its normal pattern. "The pricing escalation that basically we will have by the end of this year is going to be comparable to what we've seen pre-crisis and in 2020," he says on an investor call. Leap shipments this year now expected at 900 versus prior guidance for 800. (doug.cameron@ws.com; @dougcameron)

0941 ET - Benchmark says Charter Communications' broadband and mobile unit growth were "adequate but certainly not effusive." Earnings growth aside, "cable names [are] clearly conditioned to trade off significantly in response to any broadband unit disappointment even if accompanied by strong financials," Benchmark says. Shares are off 4.2% at \$676.05 in early trading. Broadband growth for Charter is likely to moderate as its market penetration matures and as more fiber and 5G competition comes online, and could be only mildly positive by 2025, Benchmark estimates. The firm maintains its "buy" rating and its \$900 price target on the stock. (matt.grossman@wsj.com; @mattgrossman)

0914 ET - Charter Communications residential broadband customer additions fell roughly 50% during 3Q. The company says it added 243,000 broadband subscribers during 3Q21, compared to 494,000 last year. Company executives attributed the slowdown to low churn, like peer Comcast, which reported a similar decrease on Thursday. Charter COO Chris Winfrey says the company now expects yearly net additions to look more like 2018 than 2019. Charter and Comcast had warned earlier this year that 2020 was an anomaly, as Americans relied on home internet during stay-at-home orders, and not the best comparison for the current year. Charter shares are off 4.2% in premarket trading. (lillian.rizzo@wsj.com; @lilliannnn)

0815 ET - L3Harris Technologies flags rising demand for its pilot training simulators from domestic and overseas customers, a good leading indicator of airlines preparing for more flying as some travel restrictions are relaxed. The company kept the business, which makes simulators for the Boeing 737 MAX and other jets, despite completing or announcing asset sales worth \$2.6B over the past 18 months. Shares down 1.8% in pre open trade as supply chain issues crimp sales at its core Army radio business. (doug.cameron@ws.com; @dougcameron)

0801 ET - After pausing its robust stock-buyback program in 2016 to focus on paring its debt load and paying its rich dividend, Exxon Mobil says it expects to resume repurchases next year. The oil giant says its 3Q free cash flow more than covered its dividend and another \$4B of debt reduction, and that it expects its core businesses will throw off enough cash to fund up to \$10B of buybacks over 12-24 months starting in 2022. Exxon, which funds annual dividends of nearly \$15B and sports a market cap topping \$270B, says it expects to be well within its debt-to-capital target range by the end of the year. Exxon up 1.4% premarket. (colin.kellaher@wsj.com)

0747 ET - Apartment landlords with Fannie Mae-backed mortgages have mostly avoided serious credit distress through the pandemic, with the trend improving further in the latest quarter. Of Fannie Mae's \$408.1B multifamily-guarantee book, 0.42% was more than 59 days past due in 3Q, an improvement from 0.53% in 2Q. Since the start of the pandemic, 1.6% of the book had been in forbearance at some point, but by the end of 3Q nearly 90% of that subset was either reinstated or in a repayment plan. Just 0.1% of the book, or about \$362M in unpaid principle, remains in active forbearance. (matt.grossman@wsj.com; @mattgrossman)

0736 ET - Ruth's Hospitality Group says it took in 3Q beef costs that were 65% higher than the same period last year and 47% higher than the 2019 quarter. The steakhouse company says food and beverage costs, as a percentage of restaurant sales, rose 7.1 percentage points to 34.2% from the prior-year quarter. Major food companies have been boosting prices as they face escalating costs and labor and transportation problems. The company posted 3Q profit of \$6.94M, compared with a loss of \$5.3M. Revenue rose to \$104.2M from \$63.42M. (dave.sebastian@wsj.com; @depsebastian)

0729 ET - Carlyle Group makes a significant but undisclosed investment in food processing and packaging equipment maker Duravant, which fellow private-equity firm Warburg Pincus bought in 2017. Bloomberg in June reported that Warburg was shopping Duravant, with a price tag potentially topping \$4B. Carlyle, with \$293B assets under management, says it's now invested more than \$26B in the global industrial and transportation sectors. Warburg, with \$67B in private-equity assets under management, remains an investor in Duravant. (colin.kellaher@wsj.com)

0706 ET - Carter's booked gains for fiscal 3Q but saw US wholesale sales decline 3% due to late arriving products amid supply-chain disruptions, the company says. The children's apparel retailer posted net income of \$85M on net sales of \$890.6M for the quarter ended Oct. 2. It reported net income of \$81.2M on net sales of \$865.1M in the year-ago period. The company expects 4Q net sales of about \$1.025B and 2021 net sales of about \$3.45B. "We are raising our previous sales outlook for the fourth quarter," CEO Michael Casey says. "This improved outlook reflects the benefit of wholesale customer shipments shifting from the third quarter to the fourth quarter, favorable trends in international demand, and expected continued progress in improving price realization." (dave.sebastian@wsj.com; @depsebastian)

0633 ET - BioNTech announced that the U.S. government has secured an additional 50 million doses of its Covid-19 vaccine to support its paediatric vaccination campaign. Paediatric vaccination could face similar hesitancy as adult vaccination since parents are responsible for the decision of vaccinating their children, says Olga Smolentseva of Bryan Garnier. Still, the approval of BioNTech's shot for paediatric use could help further raise the shot's safety profile, Smolentseva says. As of Oct. 26, over 240 million doses of the shot were administered in the U.S., with a full vaccination rate in the country of 58%, and breaking through the vaccine hesitancy to get to above 60% seems to be difficult, she says. BioNTech trades 0.6% higher at EUR241.40. (cecilia.butini@wsj.com)

(END) Dow Jones Newswires

October 29, 2021 10:08 ET (14:08 GMT)

Document DJDN000020211029ehat003cn

Microsoft ups 'Gaming' revenues

184 words

28 October 2021

Inside Satellite TV

INSATV

English

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Drill down into Microsoft's record results (overall net income of \$20.5 billion, up 48 percent) and look at its 'Gaming' division and the software company delivered a very solid Q1 (July-Sept) quarter.

Gaming revenues were up 16 percent with its Hardware division sales continue to be sustained (+166 percent Y-o-Y) driven by strong demand for Xbox Series X|S. "Software and services" revenues were slightly up given high comparable basis.

Equity analysts at Exane/BNPP say that Microsoft's focus on content and services continues to pay off.

"Microsoft is entering new cycle in a strong position with the Xbox eco system. Hopefully production constraints will be solved quickly and the division will be able to deliver its full potential," says the bank's note to clients.

Microsoft's guidance for this pre-Christmas quarter's trading is encouraging (record revenue at c. \$5.5 billion) but is supported by strong line up of first party titles (Halo infinite, Forza Horizon) and the contribution from Bethesda acquisition.

((Distributed via M2 Communications - <http://www.m2.com>))

Document INSATV0020211028ehas00003

Healthcare Augmented and Virtual Reality Market Next Big Thing | Major Giants Firsthand Technology, Microsoft, Augmedix

1,055 words

26 October 2021

iCrowdNewswire

ICROWDN

English

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A Latest intelligence report published by AMA Research with title "Healthcare Augmented and Virtual Reality Market Outlook to 2026. A detailed study accumulated to offer Latest insights about acute features of the Global Healthcare Augmented and Virtual Reality Market. This report provides a detailed overview of key factors in the Healthcare Augmented and Virtual Reality Market and factors such as driver, restraint, past and current trends, regulatory scenarios and technology development. A thorough analysis of these factors including economic slowdown, local & global reforms and COVID-19 Impact has been conducted to determine future growth prospects in the global market.

Major Players in This Report Include,

Google (United States), Microsoft (United States), DAQRI (United States), Psious (Spain), Mindmaze (Switzerland), Firsthand Technology (United States), Medical Realities (United Kingdom), Atheer (United States), Augmedix (United States) and Oculus VR (United States)

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<https://www.advancemarketanalytics.com/sample-report/86795-global-healthcare-augmented-and-virtual-reality-market>

Definition:

Healthcare is one of the vital domains to adopt Virtual Reality, which entails surgery simulation, phobia treatment, robotic training, and expertise training. Virtual Reality (VR) is used as a diagnostic tool that allows doctors and surgeons to arrive at a diagnostic consensus in unification with other methods such as Magnetic Resonance Imaging (MRI) scans. The concept supports minimally invasive surgery and eliminates the use of invasive procedures. The prevalent use of this technology is in robotic surgery. The operation is performed by a robotic device – being controlled by a human surgeon and reduces the time and risk of complications. Virtual reality has been deployed for training purposes and in remote tele surgery, where surgery is performed at a separate location to the patient.

Market Trend

Technological Advancements Along With Increasing Interest Of Investors In Healthcare Augmented & Virtual Reality

Market Drivers

Rising Demand For Robotic Surgeries Instead Of By-Pass Surgeries Increase Number Of Spinal Problems And Brain Related Issues

Opportunities

Rising Implementation Of Telehealth Platform Integrated With AR/VR Technologies

Restraints

Regulatory Implications

Challenges

Initial Costs Associated With The Development Of Healthcare AR/VR Technologies

The Global Healthcare Augmented and Virtual Reality Market segments and Market Data Break Down are illuminated below:

by Type (Hardware, Software and Service), Application (Surgery, Fitness Management, Patient Care Management, Pharmacy Management, Medical Training and Education, Others), End Use (Operating rooms,

Classrooms), End User (Hospitals, Clinics, and Surgical Centers, Pharma Companies, Research and Diagnostics Laboratories, Others)

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<https://www.advancemarketanalytics.com/enquiry-before-buy/86795-global-healthcare-augmented-and-virtual-reality-market>

Geographically, the detailed analysis of consumption, revenue, market share, and growth rate of the following regions:

The Middle East and Africa (South Africa, Saudi Arabia, UAE, Israel, Egypt, etc.) North America (United States, Mexico & Canada) South America (Brazil, Venezuela, Argentina, Ecuador, Peru, Colombia, etc.) Europe (Turkey, Spain, Turkey, Netherlands Denmark, Belgium, Switzerland, Germany, Russia UK, Italy, France, etc.) Asia-Pacific (Taiwan, Hong Kong, Singapore, Vietnam, China, Malaysia, Japan, Philippines, Korea, Thailand, India, Indonesia, and Australia).

Report Highlights:

Comprehensive overview of parent market & substitute market Changing market dynamics in the industry (COVID & Economic Impact Analysis) In-depth market segmentation (Trends, Growth with Historical & Forecast Analysis) Recent industry trends and development activity Competitive landscape (Heat Map Analysis for Emerging Players & Market Share Analysis for Major Players along with detailed Profiles)

Strategic Points Covered in Table of Content of Global Healthcare Augmented and Virtual Reality Market:

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Healthcare Augmented and Virtual Reality market

Chapter 2: Exclusive Summary – the basic information of the Healthcare Augmented and Virtual Reality Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges of the Healthcare Augmented and Virtual Reality

Chapter 4: Presenting the Healthcare Augmented and Virtual Reality Market Factor Analysis Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying market size by Type, End User and Region 2015-2020

Chapter 6: Evaluating the leading manufacturers of the Healthcare Augmented and Virtual Reality market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by manufacturers with revenue share and sales by key countries (2021-2026).

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

Finally, Healthcare Augmented and Virtual Reality Market is a valuable source of guidance for individuals and companies in decision framework.

Get More Information:

<https://www.advancemarketanalytics.com/reports/86795-global-healthcare-augmented-and-virtual-reality-market>

Key questions answered

Who are the Leading key players and what are their Key Business plans in the Global Healthcare Augmented and Virtual Reality market? What are the key concerns of the five forces analysis of the Global Healthcare Augmented and Virtual Reality market? What are different prospects and threats faced by the dealers in the Global Healthcare Augmented and Virtual Reality market? What are the strengths and weaknesses of the key vendors?

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, Europe or Southeast Asia.

About Author:

Advance Market Analytics is Global leaders of Market Research Industry provides the quantified B2B research to Fortune 500 companies on high growth emerging opportunities which will impact more than 80% of worldwide companies' revenues.

Our Analyst is tracking high growth study with detailed statistical and in-depth analysis of market trends & dynamics that provide a complete overview of the industry. We follow an extensive research methodology coupled with critical insights related industry factors and market forces to generate the best value for our clients. We Provide reliable primary and secondary data sources, our analysts and consultants derive informative and usable data suited for our clients business needs. The research study enable clients to meet varied market objectives a from global footprint expansion to supply chain optimization and from competitor profiling to M&As.

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Document ICROWDN020211026ehaq00160

Virtual Reality Software Market Will Hit Big Revenues In Future | Microsoft ,Blippar ,Pixologic ,Metaio

594 words

11 October 2021

iCrowdNewswire

ICROWDN

English

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Advance Market Analytics published a new research publication on “Virtual Reality Software Market Insights, to 2026” with 232 pages and enriched with self-explained Tables and charts in presentable format. In the Study you will find new evolving Trends, Drivers, Restraints, Opportunities generated by targeting market stakeholders. The growth of the Virtual Reality Software market is mainly driven by the increasing R&D spending across the world.

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<https://www.advancemarketanalytics.com/sample-report/66079-global-virtual-reality-software-market-1>

Scope of the Report of Virtual Reality Software

Virtual Reality software helps in designing virtual reality offerings. It is highly accepting of 3D printing. With the advanced manufacturing industry, this market is seeing strong growth potential in the coming years.

In Nov 2019, Google announced that it is opening open-source software of Cardboard Virtual Reality headset, which is open-source software, that encourages developers to make more Cardboard-based VR experience and optimize their apps and services for the diverse smartphone screen and configurations.

Some of the key players profiled in the study are:

Google (United States),Microsoft (United States),Blippar (United Kingdom),Pixologic (United States),Metaio (Germany),Qualcomm (United States),Oculus VR (United States),WorldViz (United States),Starbreeze Studios (Sweden),Autodesk (United States),

The titled segments and sub-section of the market are illuminated below:

Type (Head-Mounted Display, Gesture-Tracking Device), Deployment Mode (On-Premise, Cloud), Industry Verticals (Aerospace & Defense, Gaming & Entertainment, Diagnostics & Surgeries, Tourism, Others), Organizations Size (Small and Medium Size Organization, Large Size Organization)

The Virtual Reality Software Market report provides a basic overview of the industry including its definition, geography segment, end use/application segment and competitor segment and manufacturing technology. Then, the report explores the international major industry players in detail.

Market Trends:

SDKs Will Play Major Role in VR Software Market

Market Drivers:

Development in Gaming and Entertainment Sector

Rapid Investment in VR Industry

Development of Technology and Growing Digitization

Challenges:

Lack of Consumer Awareness

Opportunities:

SDKs Will Play Major Role in VR Software Market

Have Any Questions Regarding Virtual Reality Software Market Report, Ask Our Experts@

<https://www.advancemarketanalytics.com/enquiry-before-buy/66079-global-virtual-reality-software-market-1>

Strategic Points Covered in Table of Content of Virtual Reality Software Market:

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Virtual Reality Software market

Chapter 2: Exclusive Summary – the basic information of the Virtual Reality Software Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges of the Virtual Reality Software

Chapter 4: Presenting the Virtual Reality Software Market Factor Analysis Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying the by Type, End User and Region

Chapter 6: Evaluating the leading manufacturers of the Virtual Reality Software market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by manufacturers with revenue share and sales by key countries in these various regions.

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

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Note – In order to provide more accurate market forecast, all our reports will be updated before delivery by considering the impact of COVID-19.

(*If you have any special requirements, please let us know and we will offer you the report as you want.)

Document ICROWDN020211011ehab000qc

Online Gaming Market to Experience a Marvelous Growth By 2026 | Microsoft, NCSOFT, Sony

645 words

6 October 2021

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The latest research on “Worldwide Online Gaming Report 2021” offered by HTF MI provides a comprehensive investigation into the geographical landscape, industry size along with the revenue estimation of the business. Additionally, the report also highlights the challenges impeding market growth and expansion strategies employed by leading companies in the “Market”.

Get Free Sample PDF including full TOC, Tables and Figures and Available customizations) in Worldwide Online Gaming: <https://www.htfmarketreport.com/sample-report/3496825-worldwide-online-gaming-market>

Proceeding further, the business intelligence report of Market incorporates segmentation studies including product and application categories, and Regional-level analysis of the top geographies. Moving to the market competitive scenario, product and service offering of the prominent organizations along with business strategies employed by them to maintain a strong hold in this marketplace are reviewed thoroughly.

The statistical information presented in this report is predicated on the Worldwide Online Gaming in Government marketplace primary, secondary investigation and study, and media release. This comprises data via a global group of expertise from Worldwide Online Gaming in Government notable players to provide the latest information on the international Worldwide Online Gaming in Government marketplace. Moving forward, segmentation analysis is obviously explained considering all the significant probabilities pertinent to Market in Government market conditions.

PESTLE Analysis of Worldwide Online Gaming Market

- Political (Political policy and stability as well as trade, fiscal and taxation policies)
- Economical (Interest rates, employment or unemployment rates, raw material costs and foreign exchange rates)
- Social (Changing family demographics, education levels, cultural trends, attitude changes and changes in lifestyles)
- Technological (Changes in digital or mobile technology, automation, research and development)
- Legal (Employment legislation, consumer law, health and safety, international as well as trade regulation and restrictions)
- Environmental (Climate, recycling procedures, carbon footprint, waste disposal and sustainability)

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The market share (by revenue) for the public players will be based on the information available in the public domain, and for the private players, such information will be provided on best effort basis, which will entirely be based on primary interviews and latest developments of the companies

Worldwide Online Gaming market competition by TOP Players are,

Blizzard, Electronic Arts, Giant Interactive Group, GungHo Online Entertainment, King Digital Entertainment, Microsoft, NCSOFT, Sony, Take-Two Interactive Software, Tencent & Zynga

On the basis of product, the Worldwide Online Gaming market research displays the revenue, price, market share and growth rate of each type, primarily split into,

Online Gaming markets by type, Smartphones Online Gaming, PCs Online Gaming & Others

On the basis of the end users, the Worldwide Online Gaming market research focuses on the status and outlook for major applications, consumption (sales), market share and growth rate for each application, including

Child & Adult

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The market report primarily will help you to realize and find out the most forbidding and upsetting driving powers of Worldwide Online Gaming marketplace with anticipating the consequences on the worldwide industry.

This Worldwide Online Gaming market report studies the top producers and consumers, focuses on product capacity, value, consumption, market share and growth opportunity in these key regions, covering

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

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Document ICROWDN020211006eha6001bd

Advanced Digital Gaming Market is Going to Boom | EA, Microsoft, Google

1,005 words

6 October 2021

iCrowdNewswire

ICROWDN

English

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A Latest intelligence report published by AMA Research with title "Advanced Digital Gaming Market Outlook to 2026. A detailed study accumulated to offer Latest insights about acute features of the Global Advanced Digital Gaming Market. This report provides a detailed overview of key factors in the Advanced Digital Gaming Market and factors such as driver, restraint, past and current trends, regulatory scenarios and technology development. A thorough analysis of these factors including economic slowdown, local & global reforms and COVID-19 Impact has been conducted to determine future growth prospects in the global market.

Major Players in This Report Include,

Tencent (China),EA (United States),Krafton (South Korea),Microsoft (United States),Google (United States),Rockstar Games (United States),Epic Games (United States),Activision Blizzard (United States),Big Fish Games (United States),Bungie (United States)

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Definition:

Any game played using an electronic device either online or stand-alone is called digital gaming. In advanced digital games, there are advanced graphics that try to look as close to reality as possible. The rise of the industry has been phenomenal due to increasing sales of the hardware which can take advantage of this gaming and can fully utilize the resources. Rising popularity among young users is also one of the things driving this industry. Apart from this, newer technologies like AR and VR are also contributing to the increasing demand for advanced digital gaming.

Market Trend:

Increasing Trend of Game Streaming of Advanced Digital Games

Market Drivers:

Increasing Demand of Advanced Digital Gaming for Entertainment

Rising Demand of Advanced Digital Gaming Among Teenagers

Challenges:

High Graphics Performance Is Required for Advanced Digital Gaming

Making Advanced Digital Gaming Is Very Complex and Can Take Years for Development

Opportunities:

Rapid Innovation in Processing Capabilities Will Increase the Demand of Advanced Digital Gaming

Rise Of Platforms Like Stadia, Xbox Live Will Increase the Demand of Advanced Digital Gaming

The Global Advanced Digital Gaming Market segments and Market Data Break Down are illuminated below:

by Type (Social Gamers, Serious Gamers, Core Gamers), Player (Single-Player, Multi-Player), Pricing Option (One-time payment, In-game purchases), Device (Smartphones, Personal Computers, Laptops, Consoles, Tablets, AR Sets, VR Sets, Others)

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Geographically, the detailed analysis of consumption, revenue, market share, and growth rate of the following regions:

The Middle East and Africa (South Africa, Saudi Arabia, UAE, Israel, Egypt, etc.) North America (United States, Mexico & Canada) South America (Brazil, Venezuela, Argentina, Ecuador, Peru, Colombia, etc.) Europe (Turkey, Spain, Turkey, Netherlands Denmark, Belgium, Switzerland, Germany, Russia UK, Italy, France, etc.) Asia-Pacific (Taiwan, Hong Kong, Singapore, Vietnam, China, Malaysia, Japan, Philippines, Korea, Thailand, India, Indonesia, and Australia).

Report Highlights:

Comprehensive overview of parent market & substitute market Changing market dynamics in the industry (COVID & Economic Impact Analysis) In-depth market segmentation (Trends, Growth with Historical & Forecast Analysis) Recent industry trends and development activity Competitive landscape (Heat Map Analysis for Emerging Players & Market Share Analysis for Major Players along with detailed Profiles)

Strategic Points Covered in Table of Content of Global Advanced Digital Gaming Market:

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Advanced Digital Gaming market

Chapter 2: Exclusive Summary – the basic information of the Advanced Digital Gaming Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges of the Advanced Digital Gaming

Chapter 4: Presenting the Advanced Digital Gaming Market Factor Analysis Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying market size by Type, End User and Region 2015-2020

Chapter 6: Evaluating the leading manufacturers of the Advanced Digital Gaming market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by manufacturers with revenue share and sales by key countries (2021-2026).

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

Finally, Advanced Digital Gaming Market is a valuable source of guidance for individuals and companies in decision framework.

Get More Information:

<https://www.advancemarketanalytics.com/reports/38188-global-advanced-digital-gaming-market>

Key questions answered

Who are the Leading key players and what are their Key Business plans in the Global Advanced Digital Gaming market? What are the key concerns of the five forces analysis of the Global Advanced Digital Gaming market? What are different prospects and threats faced by the dealers in the Global Advanced Digital Gaming market? What are the strengths and weaknesses of the key vendors?

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, Europe or Southeast Asia.

About Author:

Advance Market Analytics is Global leaders of Market Research Industry provides the quantified B2B research to Fortune 500 companies on high growth emerging opportunities which will impact more than 80% of worldwide companies' revenues.

Our Analyst is tracking high growth study with detailed statistical and in-depth analysis of market trends & dynamics that provide a complete overview of the industry. We follow an extensive research methodology coupled with critical insights related industry factors and market forces to generate the best value for our clients. We Provide reliable primary and secondary data sources, our analysts and consultants derive informative and usable data suited for our clients business needs. The research study enable clients to meet varied market objectives a from global footprint expansion to supply chain optimization and from competitor profiling to M&As.

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Document ICROWDN020211006eha60013a

Apple **Gaming** Revenues Beats Sony, Nintendo, **Microsoft**, Activision Combined

212 words

4 October 2021

Al-Bawaba News

ALBAWA

English

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Despite not being a video game maker, Apple has pocketed profits that exceeded those of the heavyweights in the industry like Sony, Microsoft, Activision, and Nintendo all combined.

Apple Earns More Than The Big Gaming Names

The iPhone maker earned all of that and got the biggest chunk of the gaming industry without releasing a single game thanks to the 30% cut of purchases on its digital marketplace; the App Store.

The details of this unfair commission were brought under the daylight by the Fortnite feud with Apple claiming that the latter “illegal monopolist” in the gaming market.

The tech giant is being prosecuted with antitrust cases around the globe for similar claims.

According to a report by Wall Street Journal, the iPhone maker is coming out as a rival and has generated \$8.5 billion from gaming alone in 2019, putting the tech giant \$2 billion ahead of the big gaming superpowers like Sony, Activision, Nintendo, and Microsoft altogether during the same period of time.

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In 2020, although video games selling makes up the bulk of Apple's App Store revenue, it only accounted for 5% or about \$13.5 billion of the iPhone maker's overall sales of \$275 billion.

Document ALBAWA0020211004eha4000gr

Sports

Xbox Cloud Gaming launches in Japan as **Microsoft** continues to woo Japanese gamers

Jason Coskrey

STAFF WRITER

651 words

1 October 2021

The Japan Times

JTIM

English

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Microsoft used its platform at the Tokyo Game Show on Thursday night to announce the launch of its cloud gaming service in Japan and also continue its efforts to win over Japanese gamers.

Microsoft's Xbox brand chief, Phil Spencer, hosted the company's Tokyo Game Show livestream event and made sure to highlight Xbox's commitment to Japan, a market where it has mostly lagged behind Nintendo and Sony. Spencer said Microsoft is looking to add more Japanese games to its lineup, and the company said there were already more than 100 titles that have been localized for the Japanese market on its gaming subscription service.

While Microsoft's Xbox consoles and games have struggled to attain the same buzz — and sales figures — in Japan as Nintendo and Sony's offerings in past years, gamers in Japan no longer even need an Xbox to play Xbox games.

Spencer's biggest announcement of the night was that the company was bringing its Xbox Cloud Gaming service to Japan — and Australia, Brazil and Mexico — starting Friday. The service allows subscribers to Xbox Game Pass Ultimate — part of the company's Netflix-esque gaming subscription platform — to play games on Windows PCs and some mobile devices, whether or not they own an Xbox console.

The company is likely hoping the service will help it introduce its games to users who may be wary about buying an expensive console.

"We're thrilled to be bringing cloud gaming to Japan, where gamers play across more devices than almost anywhere on the planet," said Kareem Choudhry, who heads the Xbox Cloud Gaming Division.

The service, which launched in 2020, is now available in 26 countries. Microsoft also touted graphical improvements and reduced load times when playing games in the cloud.

Spencer said cloud gaming and a Game Pass subscription allows users to "play more than 100 games without buying new hardware." Thursday's event showed members of the Forza Horizon 5 development team playing the racing game, scheduled to be released Nov. 9, on one of Microsoft's Surface line of tablets.

Microsoft is the only one of the three major console-makers to prepare a showcase for Tokyo Game Show. Nintendo is historically a no-show, while Sony opted out this year.

Spencer was joined by famed game director Shinji Mikami, who noted that "Xbox has a long history in Japan that has been very up and down," before asking Spencer how the company planned to improve in the market.

"The Tokyo Game Show is an important part of our commitment to the Japanese market and the Asia region overall," Spencer responded.

"We're working with Japanese publishers every single day to increase our lineup of Japanese games on Xbox. We know it's really important to fans and customers on Xbox.

"We also have more than 100 titles on Game Pass from partners in Japan."

Spencer also touted the company's involvement in the independent game scene.

"We now have more than 200 independent Japanese developers in our ID@Xbox program, which really highlights the most creative and independent games for broad audiences everywhere on the planet."

While Microsoft has had a complicated history in the Japanese gaming scene, Spencer said the Japanese Xbox market was in fact growing.

"We have always enjoyed wonderful support in Japan," he said. "In recent years, Japan has emerged as the fastest growing market for Xbox anywhere in the world."

Despite the pitfalls of the past, Microsoft officials say there is growing demand for the company's latest consoles, the Xbox Series X and Xbox Series S, in Japan.

"We're excited about the growth of the Japanese gaming market and we want not only to participate, but to help bring Japanese games to players around the world," Spencer said.

Document JTIM000020211001eha100009

Microsoft Launches Cloud Gaming in Japan

262 words

1 October 2021

09:14

Jiji Press English News Service

JII

English

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Silicon Valley, Sept. 30 (Jiji Press)--U.S. software giant Microsoft Corp. said Thursday that it will launch a cloud gaming service in Japan and three other countries on Friday.

The Xbox Cloud Gaming service will allow people to enjoy games on smartphones, personal computers and other devices without having to buy Microsoft's Xbox game console and controllers.

For users in Japan, over 100 gaming titles will be available in Japanese. The service will be offered as part of Microsoft's Xbox Game Pass Ultimate subscription package, which gives players unlimited access to Xbox games for 1,100 yen a month.

In Japan, the company had started the Xbox Cloud Gaming service on a trial basis for users of smartphones that run on U.S. technology giant Google LLC's Android operating system. Microsoft will make the service available on U.S. technology giant Apple Inc.'s iPhone smartphones as well with its full-scale launch in the country.

The expansion of Xbox Cloud Gaming to Japan, Australia, Brazil and Mexico means that gamers in a total of 26 countries will have access to the service.

Cloud gaming's strength is that users are not required to buy dedicated game console or device.

Competition in the cloud gaming market has been heating up recently.

Japan's Sony Group Corp. <6758>, which produces the PlayStation game console, has already launched a cloud gaming service. U.S. powerhouse Amazon.com Inc. and U.S. online video provider Netflix Inc. have also entered the market.

END

[Jiji Press]

Document JII000020211001eha10008e



09:09 EDT **Microsoft** launches Xbox Cloud **Gaming** in Australia, Brazil, Japan,...

148 words

30 September 2021

Theflyonthewall.com

FLYWAL

English

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09:09 EDT Microsoft launches Xbox Cloud Gaming in Australia, Brazil, Japan, MexicoMicrosoft announced that Xbox Cloud Gaming as part of Xbox Game Pass Ultimate is launching in Brazil and Mexico later Thursday, and Australia and Japan on October 1, as announced at Tokyo Game Show. "With the expansion of Xbox Cloud Gaming to gamers in Australia, Brazil, Japan and Mexico, we're now opening the opportunity for over one billion people in 26 countries across five continents to be able to play Xbox Game Pass games from the cloud on their phones, tablets and PCs," the company said. "Since cloud gaming is powered by custom Xbox Series X consoles, that means these games are being played on an Xbox in the cloud, bringing faster load times and improved frame rates to the gameplay experience."

[Reference Link](#)

Document FLYWAL0020210930eh9u00mx1

Microsoft begins Xbox Cloud Gaming testing on consoles

Oscar Gonzalez

258 words

28 September 2021

CNET News.com

CNEWSN

English

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[Xbox Cloud Gaming](#) is designed to let players have the Xbox experience whether they're on a smartphone, laptop or PC if they're subscribed to [Xbox Game Pass](#). Microsoft began [testing its cloud gaming service on consoles](#) Tuesday, and once implemented, the service could help Xbox owners who are contending with limited storage for all the games available to them.

The Xbox Cloud Gaming beta is available to select members of the [Xbox Insiders program](#), which gives console owners a chance to try out new features before they're officially released. In the beta, players will be able to jump right into certain games tagged with "cloud gaming" without having to download them first. This option can save on valuable storage space, as [Xbox Game Pass](#) already includes more than 100 games, with some requiring up to 100GB.

Because this is a beta, there are some issues, such as being unable to launch base games that are part of a bundle, in-game purchases not being supported, and certain games available only in English while playing in the cloud.

Microsoft didn't provide a date for when this Xbox Cloud Gaming on consoles will be made widely available. Some features can take weeks of testing, while others can take several months. Last week, Microsoft released its [latest edition of the Edge browser for Xbox](#). That had been in testing since March.

[Click to view image.](#)

Save hard drive space and play games in the cloud. | Dan Ackerman/CNET

Document CNEWSN0020210928eh9s0008h

Virtual Event Software Market Is Booming Worldwide with Avaya, IBM, Microsoft, Whova

1,039 words

23 September 2021

iCrowdNewswire

ICROWDN

English

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Stay up-to-date and exploit latest trends of Virtual Event Software Market with latest edition released by AMA.

Virtual Event Software Market Comprehensive Study is an expert and top to bottom investigation on the momentum condition of the worldwide Virtual Event Software industry with an attention on the Global market. The report gives key insights available status of the Virtual Event Software producers and is an important wellspring of direction and course for organizations and people keen on the business. By and large, the report gives an inside and out understanding of 2021-2026 worldwide Virtual Event Software Market covering extremely significant parameters.

Key Players in This Report Include,

Adobe Inc. (United States), Alcatel-Lucent Enterprise (France), Avaya Inc. (United States), Cisco Systems, Inc. (United States), IBM Corporation (United States), Microsoft (United States), Mitel Networks Corp (Canada), ubivent GmbH (Germany), Zoom Video Communications, Inc. (United States), Whova Inc. (United States)

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Brief Summary of Virtual Event Software:

Virtual Event software is a software that allows businesses to continue their event and conferencing schedules virtually with live streaming tools that can be viewed on multiple devices. It has variety of tools to plan, promote, and execute online events. It helps businesses deliver the same feel and value of in-person events through digital experiences.

Market Trends:

Increased Adoption of Cloud-based Solutions

Market Drivers:

Increased Number of Corporate Events Saves Time and Easier to Make Connections

Market Opportunities:

Growing Demand from Virtual Events Software From End-users Increasing Applications of Virtual Events Software

The Global Virtual Event Software Market segments and Market Data Break Down are illuminated below:

by Enterprise (Small and Medium-Sized Enterprises, Large Enterprises), Deployment (On-Premise, Cloud-Based), Component (Solution, Services), Subscription (Monthly, Annual, Quarterly, Permanent Subs)

This research report represents a 360-degree overview of the competitive landscape of the Global Virtual Event Software Market. Furthermore, it offers massive data relating to recent trends, technological, advancements, tools, and methodologies. The research report analyzes the Global Virtual Event Software Market in a detailed and concise manner for better insights into the businesses.

Regions Covered in the Virtual Event Software Market:

The Middle East and Africa (South Africa, Saudi Arabia, UAE, Israel, Egypt, etc.) North America (United States, Mexico & Canada) South America (Brazil, Venezuela, Argentina, Ecuador, Peru, Colombia, etc.) Europe (Turkey, Spain, Turkey, Netherlands Denmark, Belgium, Switzerland, Germany, Russia UK, Italy, France, etc.) Asia-Pacific (Taiwan, Hong Kong, Singapore, Vietnam, China, Malaysia, Japan, Philippines, Korea, Thailand, India, Indonesia, and Australia).

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The research study has taken the help of graphical presentation techniques such as infographics, charts, tables, and pictures. It provides guidelines for both established players and new entrants in the Global Virtual Event Software Market.

The detailed elaboration of the Global Virtual Event Software Market has been provided by applying industry analysis techniques such as SWOT and Porter's five-technique. Collectively, this research report offers a reliable evaluation of the global market to present the overall framework of businesses.

Attractions of the Virtual Event Software Market Report:

The report provides granular level information about the market size, regional market share, historic market (2015-2020) and forecast (2021-2026) The report covers in-detail insights about the competitor's overview, company share analysis, key market developments, and their key strategies The report outlines drivers, restraints, unmet needs, and trends that are currently affecting the market The report tracks recent innovations, key developments and start-up's details that are actively working in the market The report provides plethora of information about market entry strategies, regulatory framework and reimbursement scenario

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Key Points Covered in the Table of Content:

Chapter 1 to explain Introduction, market review, market risk and opportunities, market driving force, product scope of Virtual Event Software Market;

Chapter 2 to inspect the leading manufacturers (Cost Structure, Raw Material) with sales Analysis, revenue Analysis, and price Analysis of Virtual Event Software Market;

Chapter 3 to show the focused circumstance among the best producers, with deals, income, and Virtual Event Software market share 2020;

Chapter 4 to display the regional analysis of Global Virtual Event Software Market with revenue and sales of an industry, from 2020 to 2022;

Chapter 5, 6, 7 to analyze the key countries (United States, China, Europe, Japan, Korea & Taiwan), with sales, revenue and market share in key regions;

Chapter 8 and 9 to exhibit International and Regional Marketing Type Analysis, Supply Chain Analysis, Trade Type Analysis;

Chapter 10 and 11 to analyze the market by product type and application/end users (industry sales, share, and growth rate) from 2021 to 2026

Chapter 12 to show Virtual Event Software Market forecast by regions, forecast by type and forecast by application with revenue and sales, from 2021 to 2026;

Chapter 13, 14 & 15 to specify Research Findings and Conclusion, Appendix, methodology and data source of Virtual Event Software market buyers, merchants, dealers, sales channel.

Browse for Full Report at @:

<https://www.advancemarketanalytics.com/reports/131845-global-virtual-event-software-market>

Virtual Event Software Market research provides answers to the following key questions:

What is the expected growth rate of the Virtual Event Software Market? What will be the Virtual Event Software Market size for the forecast period, 2021 – 2026? What are the main driving forces responsible for changing the Virtual Event Software Market trajectory? Who are the big suppliers that dominate the Virtual Event Software Market across different regions? Which are their wins to stay ahead in the competition? What are the Virtual Event Software Market trends business owners can rely upon in the coming years? What are the threats and challenges expected to restrict the progress of the Virtual Event Software Market across different countries?

Thanks for reading this article; you can also get individual chapter wise section or region wise report version like North America, Middle East, Africa, Europe or LATAM, Southeast Asia.

Microsoft Corporation - Event recap: Gaming for Inclusion brings Special Olympics athletes together for esports fun and competition

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1,130 words

23 September 2021

Public Companies News and Documents via PUBT

LCDVP

English

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* [Click here to view this document in its original format](#)

Event recap: Gaming for Inclusion brings Special Olympics athletes together for esports fun and competition

Last weekend, the inaugural Gaming for Inclusion esports experience came to an exciting end. A partnership between Special Olympics and Microsoft, the purpose of this virtual, multi-day esports tournament was to showcase the power of inclusion through gaming and to connect people of all abilities from around the United States. The event brought together more than 90 Special Olympics athletes from 16 states for an action-packed week of esports competition in Forza Motorsport 7, Madden NFL 22, and Rocket League.

"Gaming for Inclusion was an incredible success this past weekend. We are so proud of our Special Olympics athletes who trained hard for this moment to compete and play alongside our celebrity ambassadors," said Prianka Nandy, Chief Information and Technology Officer at Special Olympics. "We were impressed with everyone's passion and commitment to good sportsmanship within the virtual competitive gaming space."

Over the course of the weekend, more than 550,000 viewers watched the competitors battle it out. In the Rocket League tournament, Jackie Nash, Isaac Myers, Billy Seide, and Evan Pikscher were crowned champions of the arena, while Chris Santacroce and Colton Rice burned up the track to take home the gold in Forza Motorsport 7. Finally, the Madden NFL 22 trophy was lifted by Tommy Crocco after leaving it all on the field to get the win.

Of course, there was much more at play here than just wins and losses. Creating an environment in which Special Olympics athletes and their Unified partners - athletes without intellectual disabilities - could have fun through friendly competition was of paramount importance. This event was the perfect opportunity to bring people together through the power of gaming and forge friendships that would last longer than just a weekend.

"It's clear that gaming and esports are a valuable way to connect with others, compete, and have fun. Many athletes will leave the tournament with new friendships, and we hope to bring this experience to more people in the future," said Jenn Panattoni, Head of Xbox Social Impact. "We believe that gaming is for everyone, and the Gaming for Inclusion tournament is a step forward in making esports more accessible and welcoming of all players."

One example of the unifying power of esports is the friendship between 16-year-old Stephanie Lopez from Chicago Ridge, Illinois and Reese Smith, 17, from Bartonville, Illinois. Stephanie was one of the first of four athletes to participate in esports competitions in Illinois, while Reese has been participating as a Unified partner in Special Olympics Illinois' esports program for over a year and was one of the first ever Unified partners to compete in an in-person Special Olympics Illinois esports tournament.

Stephanie and Reese are both passionate about Special Olympics' esports program, where they get to share their love of gaming and build connections with people of all abilities in a virtual setting. "It gives me something to look forward to every day after school, like being able to join our Discord server and have a lot of people to challenge in fun games," said Stephanie. "It fills my day with fun!"

Stephanie's experience as a Special Olympics esports trailblazer has also helped her grow to be a leader at her school and in her community, serving on the Youth Activation Committee for Special Olympics Unified Champion Schools.

Meanwhile, Reese is so committed to Special Olympics esports that the only night he requests off work is Wednesday night so that he can take part in Special Olympics Illinois' gaming night. He feels like competitive gaming is getting more accessible and has high hopes for the future of accessible gaming. "I think different

websites are starting to make it easier to get registered to play," said Reese. "I hope that one day it will be easy enough where everyone will be able to play."

In the Gaming for Inclusion Rocket League tournament last weekend, Stephanie was paired up with Patrick McDonald, a Senior Program Manager at Microsoft. Patrick and Stephanie had the opportunity to get to know each other outside of the tournament, as Patrick and his wife extended an invitation to Stephanie and her family to join them for a pro wrestling event so that they could connect and have fun together ahead of the tournament. Special Olympics and Microsoft hope to bring people of all abilities together through gaming, and Stephanie and Patrick's story is showing us how people of all abilities are already gaining so much from the connections they build through esports.

Most of all, Patrick was impressed by the hard work and dedication that Stephanie put forth to get herself in a position to win. "Stephanie is definitely a firecracker," he said. "She lives to compete and puts in the training and practice to become better. During our time playing Stephanie moved up a couple of ranks in competitive and the work that she put in to get there shows."

Events like Gaming for Inclusion and competitors like Stephanie prove that everyone has a burning desire to compete and have fun. Gaming is for everyone, and Microsoft is committed to creating accessible gaming experiences to empower people of all abilities to compete. "We're thrilled with the results of the inaugural Gaming for Inclusion tournament. The competition was fierce, but so was the teamwork between Special Olympic athletes and their Unified partners," said Panattoni. "When we partnered with Special Olympics, our goals for the tournament were to showcase the power of inclusion and provide Special Olympic athletes with a new way to compete."

The partnership between Microsoft and Special Olympics started in 2014 and the success of the inaugural Gaming for Inclusion event is not only proof that our relationship is stronger than ever, but that there will be a lot more opportunities in the future. "I want to personally extend my gratitude to the Microsoft and Xbox teams and their volunteers who helped make this event possible," said Nandy. "Through this experience, we were able to engage athletes and help them forge new friendships while also showing the world what people with intellectual disabilities are capable of, on and off the field."

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Virtual Reality Headsets Market to Observe Strong Development by Facebook, Sony, Samsung, Microsoft

640 words

17 September 2021

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English

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Advance Market Analytics published a new research publication on “Global Virtual Reality Headsets Market Insights, to 2026” with 232 pages and enriched with self-explained Tables and charts in presentable format. In the Study you will find new evolving Trends, Drivers, Restraints, Opportunities generated by targeting market associated stakeholders. The growth of the Virtual Reality Headsets market was mainly driven by the increasing R&D spending across the world.

Some of the key players profiled in the study are:

Sony Corporation (Japan), HTC Corporation (Taiwan), Facebook Technologies, LLC. (Oculus) (United States), LG Electronics Inc (South Korea), Samsung Group (South Korea), Microsoft Corporation (United States), Razer Inc (United States), Google LLC (United States), FOVE, Inc. (United States), Magic Leap, Inc. (United States)

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Scope of the Report of Virtual Reality Headsets

A virtual reality (VR) headset is a device which is used to wear over eyes same as a pair of goggles. VR headset contains Liquid Crystal Display (LCD) or Organic Light-Emitting Diode (OLED) screen, & head motion tracking sensor to offer effective 3D picture. It delivers virtual reality experience for (3D) three dimensional simulations, computer games, as well as other applications including play stations, movies, etc. The sensor tracks the head motion & provides 3D image with up to 360 degree field of view with head movement. These are widely used with computer games, also they are used in other applications, such as simulators and trainers. Increasing demand from end use industries is likely to impel the global VR market growth over the forecasted period.

The titled segments and sub-section of the market are illuminated below:

by Type (Handheld, Smartphones Enabled, PC-connected), Component (Head-mounted display, Head motion tracking sensor, Stereo sound system, Controllers, Display screen), End User (Games & entertainment, Military and law enforcement, Retail, Healthcare, Automobile, Education, Other)

Market Trend:

Increasing demand for high quality & effective picture

Market Drivers:

Increasing smart phone adoption globally Growing technology awareness

Market Opportunities:

Developments in 3D technology

Region Included are: North America, Europe, Asia Pacific, Oceania, South America, Middle East & Africa

Country Level Break-Up: United States, Canada, Mexico, Brazil, Argentina, Colombia, Chile, South Africa, Nigeria, Tunisia, Morocco, Germany, United Kingdom (UK), the Netherlands, Spain, Italy, Belgium, Austria, Turkey, Russia, France, Poland, Israel, United Arab Emirates, Qatar, Saudi Arabia, China, Japan, Taiwan, South Korea, Singapore, India, Australia and New Zealand etc.

Have Any Questions Regarding Global Virtual Reality Headsets Market Report, Ask Our Experts@

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Strategic Points Covered in Table of Content of Global Virtual Reality Headsets Market:

Chapter 1: Introduction, market driving force product Objective of Study and Research Scope the Virtual Reality Headsets market

Chapter 2: Exclusive Summary – the basic information of the Virtual Reality Headsets Market.

Chapter 3: Displaying the Market Dynamics- Drivers, Trends and Challenges & Opportunities of the Virtual Reality Headsets

Chapter 4: Presenting the Virtual Reality Headsets Market Factor Analysis, Porters Five Forces, Supply/Value Chain, PESTEL analysis, Market Entropy, Patent/Trademark Analysis.

Chapter 5: Displaying the by Type, End User and Region/Country 2015-2020

Chapter 6: Evaluating the leading manufacturers of the Virtual Reality Headsets market which consists of its Competitive Landscape, Peer Group Analysis, BCG Matrix & Company Profile

Chapter 7: To evaluate the market by segments, by countries and by Manufacturers/Company with revenue share and sales by key countries in these various regions (2021-2026)

Chapter 8 & 9: Displaying the Appendix, Methodology and Data Source

Finally, Virtual Reality Headsets Market is a valuable source of guidance for individuals and companies.

Read Detailed Index of full Research Study at @

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Search Summary

Text	hd=microsoft and wc>100 and hd=(virtual real estate or virtual properties or digital real estate or digital real assets or digital properties or metaverse properties or digital plots or virtual plots or virtual land or virtual reality platform or manufacturing simulation or virtual simulation or digital twins or virtual manufacturing or immersive learning or mixed-reality learning or metaverse learning or VR learning or AR learning or VR training or virtual recruitment or 3d training or training metaverse or virtual retail or virtual shopping or virtual clienteling or omnichannel shopping or humanising digital retail or immersive virtual stores or 3d virtual store or metaverse shopping or virtual clothing or virtual goods or gaming or digital avatar or digital character or virtual game or 3D avatars or virtual reality or interoperable VR space or digital financial ecosystems or metaverse wallets or robo advisory or virtual financial data or digital bank branches or digital touchpoint or blockchain wallets or digital wallets or digital wedding or virtual wedding or virtual event or virtual concert or virtual theme park or virtual classroom or virtual learning or virtual school or immersive learning)
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