Artemis Allison

HU3621

Module 4 Comparative Analysis

In tech news yesterday, a rather large purchase went through: Microsoft bought the owners of Bethesda Softworks, Zenimax Media, through a cash purchase of $7.5 billion dollars. This purchase has shaken the boat of gaming media in the past day, and has been reported on by NPR, Bloomberg, and Reuters, as well as many other gaming and/or finance-related institutions. This purchase comes on the same day as Oracle and Walmart worked together on a deal with ByteDance to purchase TikTok’s United States business, after a failed attempt with Microsoft.

Looking at the bias of the three sources, both Bloomberg and NPR are left-of-center according to Media Bias/Fact Check while Reuters is reported as “least biased”; both NPR and Reuters are rated as having a very high score on factual reporting while Bloomberg is only considered to be mostly factual. Overlooking all three sources, one of the initial distinctions that I noticed was the titles: Reuters mentions that it’s specifically Zenimax that is being bought, a name that is less common to the “gaming” audience but does mention that they are the owner of the Doom franchise; meanwhile, NPR mentions that this includes Bethesda, who are the owners of Fallout and The Elder Scrolls, games that have been far more popular in recent years than Doom might have been. Bloomberg, meanwhile, mentions specifically how this is likely a move to try and boost the sales of the latest Xbox platform; however, I personally have some doubts that this is to boost specifically Xbox and not just Microsoft’s entire network of platforms as a whole – given the emphasis that Microsoft has been putting on Game Pass and similar systems on the Windows 10 platform, it feels more likely that this is something that will boost all of Microsoft’s gaming platforms, not just the Xbox console. Something I find interesting is that, of the three sources, Reuters is the only one that does not point out a prior gaming acquisition of Microsoft’s: both NPR and Bloomberg point out that the tech giant bought the creators of Minecraft, Mojang, for $2.5 billion dollars, which at the time was a monumental purchase and still is today, especially after Minecraft has gone on to be the top-selling game of all time. Why does Reuters not mention this?

It’s interesting to see, too, that Reuters is the shortest article of the three, only having one quote from industry about the purchase and, overall, not bringing a lot of news to the table to talk about the purchase with. Bloomberg covered a lot analytics about the purchase, such as the expected initial purchases of each game console of this generation, which is really useful to anyone who does not know much about the current differences, but it makes me wonder: who’s the audience for this that might not already know about the PlayStation 5 or Xbox One X? I’m wondering too as to if the widespread reporting, as well as the fact that this is a day before preorders for the new Xbox open, will affect sales at all?

# Works Cited

Bass, D., & Schreier, J. (2020, September 21). Microsoft to Buy Bethesda for $7.5 Billion to Boost Xbox. Retrieved from Bloomberg: https://www.bloomberg.com/news/articles/2020-09-21/microsoft-to-buy-bethesda-studios-for-7-5-billion-to-boost-xbox

Media Bias/Fact Check. (n.d.). Media Bias/Fact Check. Retrieved from Media Bias/Fact Check: https://mediabiasfactcheck.com/

OXNER, R. (2020, September 21). Microsoft To Buy Bethesda In $7.5 Billion Deal, Acquiring Fallout, The Elder Scrolls. Retrieved from NPR: https://www.npr.org/2020/09/21/915308028/microsoft-to-buy-bethesda-in-7-5-billion-deal-acquiring-fallout-the-elder-scroll

Vengattil, M., & Hu, K. (2020, September 21). Microsoft doubles down on gaming with $7.5 billion deal for Doom-owner ZeniMax. Retrieved from Reuters: https://www.reuters.com/article/zenimax-media-m-a-microsoft/microsoft-doubles-down-on-gaming-with-75-billion-deal-for-doom-owner-zenimax-idUSKCN26C1XM