

- Gaming, including Xbox hardware and Xbox software and services, comprising Xbox Live transactions, subscriptions, and advertising (“Xbox Live”), video games, and third-party video game royalties.
- Search.

Revenue and costs are generally directly attributed to our segments. However, due to the integrated structure of our business, certain revenue recognized and costs incurred by one segment may benefit other segments. Revenue from certain contracts is allocated among the segments based on the relative value of the underlying products and services, which can include allocation based on actual prices charged, prices when sold separately, or estimated costs plus a profit margin. Cost of revenue is allocated in certain cases based on a relative revenue methodology. Operating expenses that are allocated primarily include those relating to marketing of products and services from which multiple segments benefit and are generally allocated based on relative gross margin.

In addition, certain costs incurred at a corporate level that are identifiable and that benefit our segments are allocated to them. These allocated costs include costs of: legal, including settlements and fines; information technology; human resources; finance; excise taxes; field selling; shared facilities services; and customer service and support. Each allocation is measured differently based on the specific facts and circumstances of the costs being allocated. Certain corporate-level activity is not allocated to our segments, including impairment and restructuring expenses.

Segment revenue and operating income were as follows during the periods presented:

(In millions)

Year Ended June 30,	2018	2017	2016
Revenue			
Productivity and Business Processes	\$ 35,865	\$ 29,870	\$ 25,792
Intelligent Cloud	32,219	27,407	24,952
More Personal Computing	42,276	39,294	40,410
Total	\$ 110,360	\$ 96,571	\$ 91,154
Operating Income (Loss)			
Productivity and Business Processes	\$ 12,924	\$ 11,389	\$ 11,756
Intelligent Cloud	11,524	9,127	9,249
More Personal Computing	10,610	8,815	6,183
Corporate and Other	0	(306)	(1,110)
Total	\$ 35,058	\$ 29,025	\$ 26,078

Corporate and Other operating loss comprised impairment and restructuring expenses.

No sales to an individual customer or country other than the United States accounted for more than 10% of revenue for the fiscal years 2018, 2017, or 2016. Revenue, classified by the major geographic areas in which our customers are located, was as follows:

(In millions)

Year Ended June 30,	2018	2017	2016
United States ^(a)	\$ 55,926	\$ 51,078	\$ 46,416
Other countries	54,434	45,493	44,738
Total	\$ 110,360	\$ 96,571	\$ 91,154

(a) Includes billings to OEMs and certain multinational organizations because of the nature of these businesses and the impracticability of determining the geographic source of the revenue.