Discussion Preparation Promotion

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◯Publicity

→The controller can connect the personal computer which has Windows OS, so we can play the video game software while listening to radio, watching some movies on the screen and enjoying some Windows software.

←→ PlayStation 4 cannot connect to any personal computer devices when you want to enjoy with only the PC, so Xbox is more useful in terms of functionality.

(Microsoft Fan Site, 2017)

→→＊Positive Image prevails more in the review sites.

◯Advertising

→The investigation about the amount of the advertisement on the Internet that the company named “Video Search Interactive” published ranked Microsoft in the first place.

→The following search is taken place in the field of only the Japanese whole companies.

|  |  |
| --- | --- |
| 1 | Microsoft |
| 2 | DHC |
| 3 | Recruit |
| 4 | Honda |
| 5 | SoftBank |
| 6 | LION |
| 7 | Cosmos Initia |
| 8 | Sumitomo Reality & Development Co., Ltd. |

(Video Search Interactive, 2009)

→The investigation about the amount of the TV advertisement cost of the world game devices which the company named “iSport” published ranked Xbox, which costs seventy three million dollors to advertise the devise, in the first place.

→Especially, the commercial named “All in One” comes on the American TV about 1300 times, costing about twelve thousand dollars as advertisement.

|  |  |
| --- | --- |
| 1 | Xbox |
| 2 | Activision |
| 3 | PlayStation |
| 4 | Nintendo |

(iSport, 2013)

→→＊Microsoft, which releases the game device Xbox One, puts a bigger force in the advertising expenses than other big companies according to these investigations.

◯Sales Promotion

Microsoft serves the system of electronic money called “Microsoft Points (MPS)”.

→ Microsoft sets the value of MPS on the basis of international currency value. The following tables indicates its detail.

→Moreover, the figures on the following table adapted in accordance with the change of currecy.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 100MPS | 500MPS | 1000MPS | 2000MPS | 5000MPS |
| Australia | $1.65 | $8.25 | $16.50 | $33.00 | $82.50 |
| Canada | $1.45 | $7.25 | $14.50 | $29.00 | $72.50 |
| EU | €1.20 | €6.00 | €12.00 | €24.00 | €60.00 |
| Japan | ¥148 | ¥740 | ¥1480 | ¥2960 | ¥7400 |
| Sweden | 11.50SEK | 56.50SEK | 113.00SEK | 226.00SEK | 565.00SEK |
| Taiwan | $42 | $210 | $420 | $840 | $2100 |
| UK | £0.85 | £4.25 | £8.50 | £17.00 | £42.50 |
| USA | $1.25 | $6.25 | $12.50 | $25.00 | $62.50 |

(Microsoft, 2018)

→Sonny, releasing the competitor game device called “PlayStation4”, even serves the system of electronic money “My Sony”, however the details of exchange point is not ruled.

→→＊Because of this point exchange principle, Microsoft facilitates the sales promotion more worldwide.

<References>

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