Since the premiere of Playstation 2, consoles have become an inherent part of many people’s existence. Nowadays they offer much more than gaming and want to be ‘home media center’. Compared to the previous generations, the current one's manufacturing costs are slightly lower than the retail price. In conclusion, it took two generations of consoles for companies to learn how to balance manufacturing costs and the initial price. It does not imply that PS4 and Xbox One themselves (as devices, excluding software) give massive profits to the companies. That is why exclusive content is very important in the marketing activities of the current generation.