

Assignment 10

3 Minute Story:

Recently, Microsoft purchased Activision Blizzard for nearly \$70 billion to make Xbox more competitive in the video game market. However, the market leader, Sony/PlayStation, has tried to prevent this deal from closing by trying to convince government regulators in the EU And England that this purchase could lead to a monopoly and cause irreparable damage to Sony. However, this is not true, as Sony has been the market leader in the video game industry for the past 20 years. Looking at game sales across multiple hardware consoles like the Wii, PlayStation, Xbox, and more, we can see that Sony has been dominating the market and we also see that Nintendo has had incredible success. In contrast, Xbox has lagged at a distant third place. Using this data, I hope to show that Microsoft purchasing Activision Blizzard can help make people realize that this will help the industry overall, as it means that there will be increased competition between Sony, Nintendo, and Microsoft, which will help consumers at the end of the day with better products, services, etc.

Big Idea:

Microsoft/Xbox has clearly not been able to compete at the same level as Sony and Nintendo which can be seen through game sales from all the competitor's consoles.

Storyboard:

- People think that Xbox buying Activision will lead to less competition and a monopoly.
- This can be overcome by showing data on how dominant Sony and Nintendo are.
- Describe the different consoles each company has sold throughout the years and the total number of games sold on each console.
- Compare and contrast this to Microsoft/Xbox and show how big the difference is.