

# Microsoft's game revenue increased by 8% thanks to Xbox One and Game Pass

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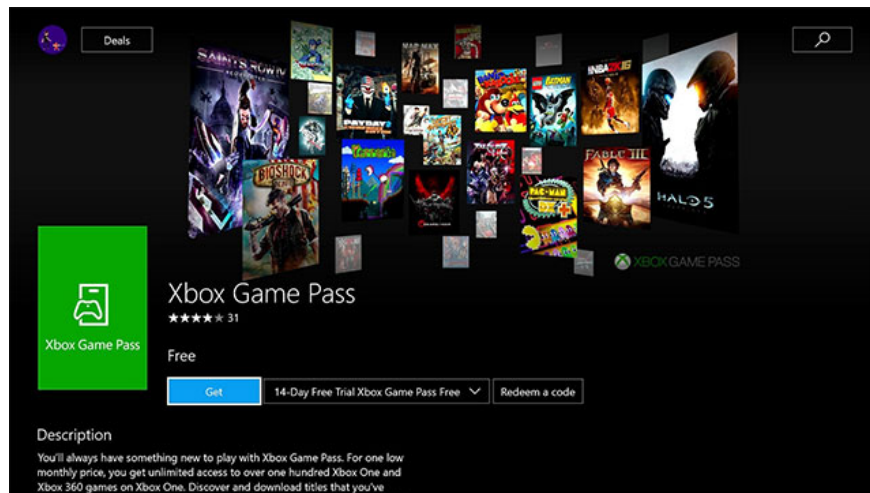
In particular, the main reason for this success is the increase in sales of Xbox software and services by 31%. This also shows that the games in Xbox One are still selling well, and the number of subscribers using Xbox Live Gold and Xbox Game Pass services is growing steadily. Microsoft seems to be on the right track.



## 1. After Facebook, Youtube and Twitch, Bing will also "run out of business" in China

However, why did sales from software and service sales increase by 31%, but in general, Microsoft's game segment achieved only 8% growth? The reason is that the hardware business, in particular, the conspicuous consoles, or more correctly, are disappointing. Xbox One is gradually becoming an old, aging platform compared to its rivals when it was launched in 2013. Although Microsoft has also released several new updated versions with more powerful specifications, single like Xbox One X in 2017, but overall improvements in user experience are not really clear, so sales of Microsoft consoles proved to be out of breath compared to rivals is also expected. Advance notice. The American giant had to admit that their console business had problems, leading to a steady decline in sales and profits year by year, however, the manufacturer also declined to disclose specific figures. about the sales of Xbox One last year.

Regarding the Game Pass, this platform has achieved tremendous growth and has become a prominent service for Microsoft users. It allows users to access the game library, which can be downloaded for \$ 10 a month.



### 1. Microsoft urges Windows users to upgrade to Internet Explorer 11 browser

Although Sony's rival also owns a service similar to the PlayStation Now for PlayStation 4 systems, the Xbox Game Pass is still being appreciated by experts and users, especially in terms of quality. amount of library. Meanwhile, another big player in the market, Nintendo, only offers retro games for subscription-based service packages (tied to general online game play), and this is not received. Many positive feedback.

In addition, another Microsoft entertainment service, Xbox Live, continues to receive a lot of users' attention with 64 million subscribers signing up for high-end online games. If competitors do not come up with a solution to create a mutation in the market, it is likely that the coming time will still be beautiful days for Microsoft!

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