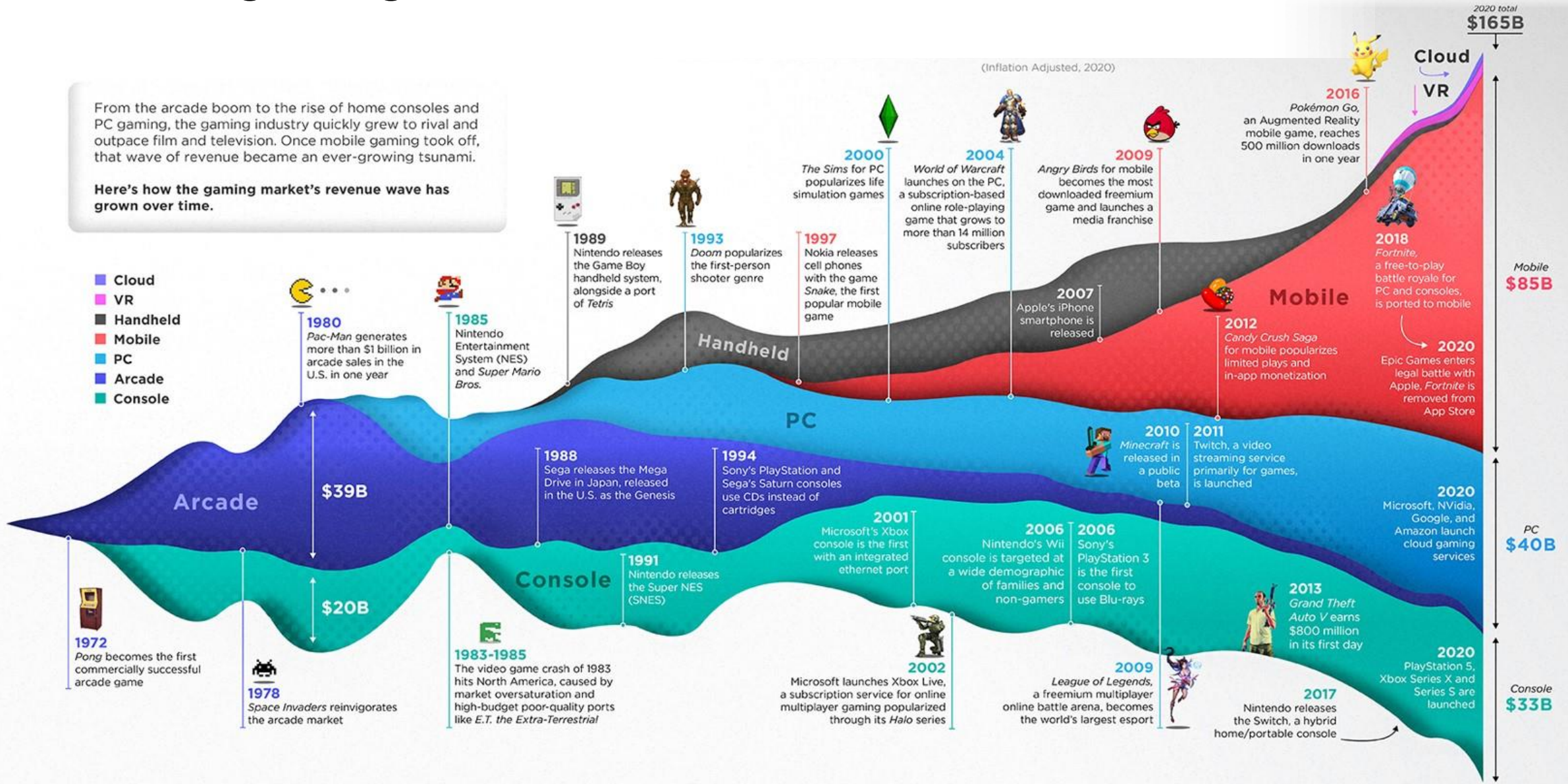


The rise of gaming revenue visualized

From the arcade boom to the rise of home consoles and PC gaming, the gaming industry quickly grew to rival and outpace film and television. Once mobile gaming took off, that wave of revenue became an ever-growing tsunami.

Here's how the gaming market's revenue wave has grown over time.

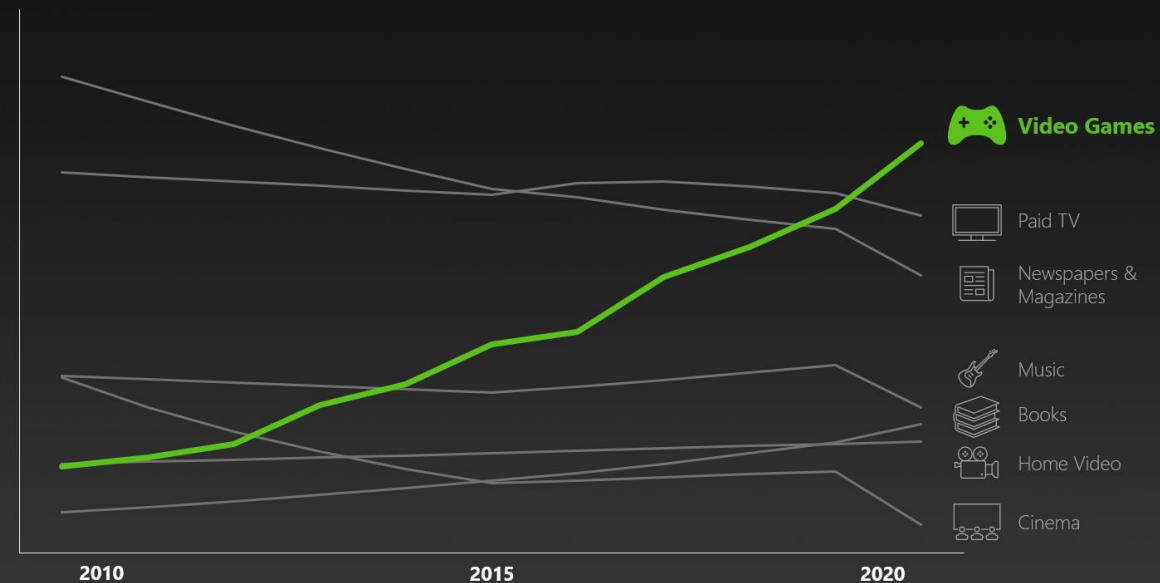


The gaming industry

The gaming world
\$200+ Billion



Gaming TAM vs other forms of media & entertainment



*Based on analyst estimates and internal Microsoft analysis

**Source:NPD

***Source: ESA