

Minecraft XBLA Was Profitable Within An Hour, Broke Digital Sale Records

Minecraft is digging its own grave with its latest release on XBLA -- and by "grave" we mean "lavish, gold-plated throne room with indoor pool and grape-feeding robots." Minecraft was profitable within an hour of its launch on XBLA, developer Markus "Notch" Persson tweeted today. That's on top of Notch's multi-million-dollar PC version. just another wordpress site

Based on leaderboard participation numbers, Minecraft sold more than 400,000 copies in 24 hours, Notch said. Minecraft broke digital sales records for the console, selling more than any other XBLA title in its first day, according to Microsoft.

Earlier today, Notch tweeted that he had sales numbers for Minecraft (turns out they were the above leaderboard figures), which sparked a conversation about the inner workings of XBLA developer contracts with Fez's Polytron. Polytron still doesn't know Fez's exact numbers, even though it came out a month ago.

"Standard procedure" according to Polytron is "you find out how much you sold when you get your first check three-four months later." Notch thought getting immediate numbers was standard, but he avoided contract negotiation and doesn't know what it says on the subject, he replied.

Minecraft also gets free updates, "which is something every other developer on the platform is told is simply not an option," Polytron wrote. Notch replied: "We had to fight for that, and we got a limited number of them. Not sure why they don't like it."

We may have discovered Notch's hidden talent and secret to his success: fighting for something in a contract while avoiding contract negotiation, and winning.

MINECRAFT: XBOX 360 EDITION BREAKS DIGITAL SALES RECORDS

Microsoft Studios Presents: Arcade NEXT program delivers two back-to-back record-breaking titles in four weeks

Microsoft today announced that Minecraft: Xbox 360 Edition, the console adaptation of the hugely popular PC game developed by Mojang, has broken all previous digital sales records, selling more than any other title in the first 24 hours on Xbox LIVE Arcade.

This follows on the heels of Trials Evolution, which similarly broke revenue sales numbers in its first day of sales as the first game in the "Arcade NEXT" program.

Minecraft: Xbox 360 Edition was developed by 4J Studios in conjunction with Mojang and Microsoft Studios, and introduces new gameplay experiences such as a unique crafting menu, game tutorials, and split-screen multiplayer as well as online multiplayer for up to eight players over Xbox LIVE.

Minecraft: Xbox 360 Edition is available on Xbox LIVE Arcade for 1600 Microsoft Points, and is the final game in the "Microsoft Studios Presents: Arcade NEXT" lineup, with also included Trials Evolution (Redlynx), Bloodforge (Climax) and Fable Heroes (Lionhead).

For more information on Minecraft: Xbox 360