

# Microsoft is Buying Bethesda's Parent Company for \$7.5 Billion

"While Xbox and gaming have been successful, Microsoft recognizes its need for consumer based revenue growth and we believe this deal will directly to achieve," Ives wrote in an article published on Monday about the acquisition.

Phil Spencer, executive vice president of Xbox Business for Microsoft Corp. The executive vice president of Xbox Business for Microsoft Corp., speaks during the company's Xbox One X reveal event ahead of the E3 Electronic Entertainment Expo in Los Angeles, California, U.S., on June 11 on the 11th of June, 2017.

Microsoft and Bethesda confirmed the details of the deal in separate statements Monday morning. Xbox Game Pass Head Phil Spencer stated that Bethesda was a supporter of Xbox Game Pass, and has invested in cloud streaming.

"All of their great work will continue to grow and expand and we are looking forward to providing them with the resources and support of Microsoft to help them expand their creative visions to more players in innovative ways," Spencer wrote in an Microsoft blog post to announce the partnership.

Todd Howard, director and executive producer at Bethesda Todd Howard, director and executive producer at Bethesda, said the paths of his company and Xbox "have been going hand in hand" since the two companies launched.

"This one is about more than one system or one screen," Howard wrote in a blog post on Bethesda's web site.

The ZeniMax purchase is around \$1.5 billion more than the \$5.9 billion Activision Blizzard paid to acquire Candy Crush's parent company, King Digital, in 2014 and about three times more than the \$2.5 billion Microsoft paid to acquire Minecraft the same year.

B2pconnections

Van Dreunen stated that Microsoft's recent agreement with Microsoft is proof that Xbox is prepared to fight in the ever-growing battles between platforms. The Xbox Series X and PS5 are expected to gain pace later in the year with the planned release by Microsoft's Xbox Series X and Sony's PS5.

Investors responded favorably to Monday's acquisition news Microsoft's stock price increasing by three points Monday afternoon.