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To: Phil Spencer; SLT Modern Group
CC: Gaming LT
Sent: 12/8/2019 7:44:53 PM
Subject: Re: 10M



Really awesome milestone!

Congrats on all.....Onward!

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From: Phil Spencer <philsp@microsoft.com>
Sent: Sunday, December 8, 2019 11:42:06 AM
To: SLT Modern Group <sltmoderngroup@service.microsoft.com>
Cc: Gaming LT <gaminglt@microsoft.com>
Subject: FW: 10M

We've said that 10M is a unique milestone for us in terms of paying subscribers for Xbox Game Pass. Really great to see the growth in this new content subscription on top of our existing XBL Gold and digital sales business. Lot's of different parts of the company came together to enable this. Our full priced paying subs is growing 100%+ YoY and as you can see blow our ads right is growing.

Sony's PlayStation Now announced 1M paid subs in October (after 5+ years). Apple Arcade has yet to talk about a subscription number. We are still not talking about this milestone publicly so please keep this internal.

Thanks to everyone for the support here.

Phil

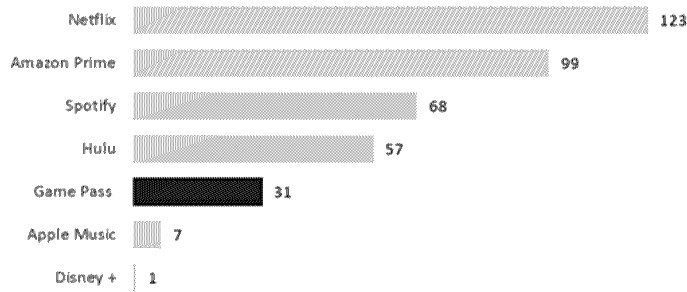
From: Ben Decker <Ben.Decker@microsoft.com>
Sent: Sunday, December 8, 2019 11:04 AM
To: Gaming LT <gaminglt@microsoft.com>
Cc: Game Pass LT <gamepass_lt@microsoft.com>
Subject: 10M

All:

We wanted to share the exciting news that **Game Pass has officially surpassed 10 million paid subscribers!**

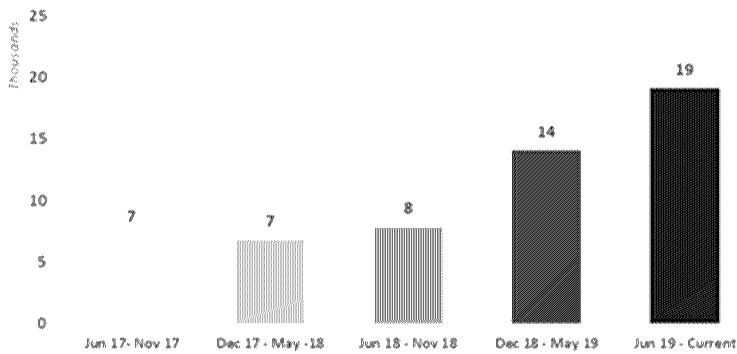
This is a significant milestone we have all been working towards for more than two years. Thank you to everyone on this thread, everyone in Xbox, and the dozens of partner organizations across Microsoft that have made this possible. We show this chart a lot, but it helps provide context for how rapidly Game Pass has been able to scale over its first 30 months:

Time (# of Months) to 10M Subscribers

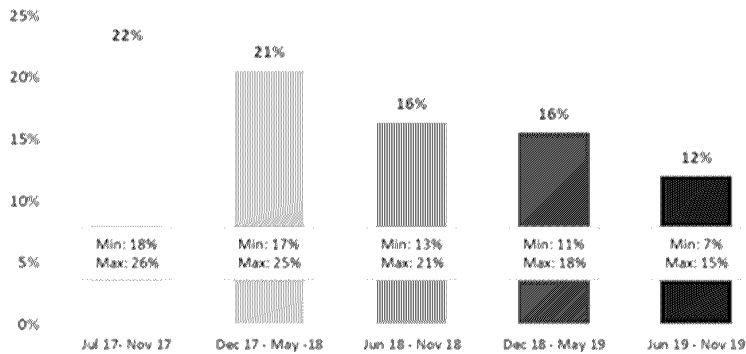


Over the last two plus years, we have made so much progress in the product experience; our operational capabilities; the quality and scale of our content portfolio; and, most importantly, satisfaction amongst our members. Looking at the how we've been able to accelerate our growth and improve member loyalty, it's clear how far we've come:

Daily Net Adds: 6 Month Intervals from Launch



Net Churn: 6 Month Average Monthly Net Churn



It's been an inspiration to be part this effort, and we're looking forward to the next 10M, 100M, and 2.5B!

Congratulations to everyone, and thank you again for all your support.

Best,

The Game Pass Team