
From: Phil Spencer </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MICROSOFT.ONMICROSOFT.COM-55760-PHIL SPENCER>
To: Damon Baker; Jerret West; Sarah Bond
CC: Liz Hamren; Tim Stuart; Jeff Gattis; Ada Duan; Rod Chang; Bill Hurwitz
Sent: 6/2/2020 5:31:11 PM
Subject: RE: Yakuza Like a Dragon



It might even be worth some money from us if we can market this.

From: Damon Baker <Damon.Baker@microsoft.com>
Sent: Tuesday, June 2, 2020 9:59 AM
To: Phil Spencer <philsp@microsoft.com>; Jerret West <Jerret.West@microsoft.com>; Sarah Bond <Sarah.Bond@microsoft.com>
Cc: Liz Hamren <liz.hamren@microsoft.com>; Tim Stuart <timstu@microsoft.com>; Jeff Gattis <Jeffrey.Gattis@microsoft.com>; Ada Duan <aduan@microsoft.com>; Rod Chang <rchang@microsoft.com>; Bill Hurwitz <bilhur@microsoft.com>
Subject: RE: Yakuza Like a Dragon

The team will confirm with SEGA as it seems to be a recent development. Definitely agree that we should maximize the opportunity, though.

From: Phil Spencer <philsp@microsoft.com>
Sent: Tuesday, June 2, 2020 9:54 AM
To: Damon Baker <Damon.Baker@microsoft.com>; Jerret West <Jerret.West@microsoft.com>; Sarah Bond <Sarah.Bond@microsoft.com>
Cc: Liz Hamren <liz.hamren@microsoft.com>; Tim Stuart <timstu@microsoft.com>; Jeff Gattis <Jeffrey.Gattis@microsoft.com>; Ada Duan <aduan@microsoft.com>; Rod Chang <rchang@microsoft.com>; Bill Hurwitz <bilhur@microsoft.com>
Subject: RE: Yakuza Like a Dragon

Just a random idea, no issues if it turns out there is nothing there.

It's a big deal that the next Yakuza is Scarlett launch exclusive, can we say that?

Phil

From: Damon Baker <Damon.Baker@microsoft.com>
Sent: Monday, June 1, 2020 4:30 PM
To: Jerret West <Jerret.West@microsoft.com>; Phil Spencer <philsp@microsoft.com>; Sarah Bond <Sarah.Bond@microsoft.com>
Cc: Liz Hamren <liz.hamren@microsoft.com>; Tim Stuart <timstu@microsoft.com>; Jeff Gattis <Jeffrey.Gattis@microsoft.com>; Ada Duan <aduan@microsoft.com>; Rod Chang <rchang@microsoft.com>; Bill Hurwitz <bilhur@microsoft.com>
Subject: RE: Yakuza Like a Dragon

So I love this idea, but we do have a timing challenge for YLAD to consider. Ada, Rod and Bill to keep me honest.

- Sony currently has a 12-mo exclusivity for PS4 within Japan/Asia. This is set to expire on January 16th, 2021.
- We have rest-of-world rights and can launch at any time, but cannot release an Xbox version of the game within Japan until their exclusivity term expires.

- Due to our parity clause, this also means that Sony cannot release a next-gen SKU in the Japan region until we do as well.

Added bonus for the West – we just learned that SEGA will not launch a PS5 version with Scarlett this holiday (only PS4). Sounds like we now have a timed exclusivity for next-gen.

Let us know if there's anything we can do to assist.

Thanks,
Damon

From: Jerret West <Jerret.West@microsoft.com>
Sent: Monday, June 1, 2020 12:18 PM
To: Phil Spencer <philsp@microsoft.com>; Damon Baker <Damon.Baker@microsoft.com>; Sarah Bond <Sarah.Bond@microsoft.com>
Cc: Liz Hamren <liz.hamren@microsoft.com>; Tim Stuart <timstu@microsoft.com>; Jeff Gattis <Jeffrey.Gattis@microsoft.com>
Subject: RE: Yakuza Like a Dragon

Adding Jeff G to this discussion.

From: Phil Spencer <philsp@microsoft.com>
Sent: Monday, June 1, 2020 12:16 PM
To: Damon Baker <Damon.Baker@microsoft.com>; Sarah Bond <Sarah.Bond@microsoft.com>
Cc: Jerret West <Jerret.West@microsoft.com>; Liz Hamren <liz.hamren@microsoft.com>; Tim Stuart <timstu@microsoft.com>
Subject: RE: Yakuza Like a Dragon

There is a root of an idea here. The idea that Sega could have an LE version of XSX in Japan is very interesting. They are doing good work with us on a lot of fronts and it could be something to consider, not the traditional LE but something special if they are up for it. Maybe even a Sega wrap with their IP (including JSR, PSO, Rally, Sonic etc).

From: Damon Baker <Damon.Baker@microsoft.com>
Sent: Monday, June 1, 2020 12:04 PM
To: Phil Spencer <philsp@microsoft.com>; Sarah Bond <Sarah.Bond@microsoft.com>
Subject: RE: Yakuza Like a Dragon

Ha, they love those rumors as well! Chatted with them about it last week.

From: Phil Spencer <philsp@microsoft.com>
Sent: Monday, June 1, 2020 12:00 PM
To: Damon Baker <Damon.Baker@microsoft.com>; Sarah Bond <Sarah.Bond@microsoft.com>
Subject: RE: Yakuza Like a Dragon

They are really doing a nice job support us, great to see. I love the rumors that we'd launch our Xbox in Japan with a Sega logo on it.

Phil

From: Damon Baker <Damon.Baker@microsoft.com>
Sent: Monday, June 1, 2020 11:39 AM
To: Phil Spencer <philsp@microsoft.com>; Sarah Bond <Sarah.Bond@microsoft.com>

Subject: RE: Yakuza Like a Dragon

Not complaints here! I've got a call with them this afternoon as they want to pitch for inclusion in Versailles. Will let you know if we get any further info.

From: Phil Spencer <philsp@microsoft.com>

Sent: Monday, June 1, 2020 11:33 AM

To: Damon Baker <Damon.Baker@microsoft.com>; Sarah Bond <Sarah.Bond@microsoft.com>

Subject: RE: Yakuza Like a Dragon

It's funny that they don't even list PS5 in their graphic.

From: Damon Baker <Damon.Baker@microsoft.com>

Sent: Monday, June 1, 2020 10:39 AM

To: Phil Spencer <philsp@microsoft.com>; Sarah Bond <Sarah.Bond@microsoft.com>

Subject: RE: Yakuza Like a Dragon

Nope, it will be available on Sony platforms as well but will launch on XB1 and Scarlett day one. We have rest of world marketing rights outside of Japan and also Game Pass secured for February 2021 (90 days after launch).

From: Phil Spencer <philsp@microsoft.com>

Sent: Monday, June 1, 2020 10:11 AM

To: Damon Baker <Damon.Baker@microsoft.com>; Sarah Bond <Sarah.Bond@microsoft.com>

Subject: Yakuza Like a Dragon

This isn't next gen exclusive is it?

<https://twitter.com/IGN/status/1258437957066862598?s=20>