



Xbox CEO Explains Rise in Console Price to £800

Description

In Russia, the new CEO of Xbox, Asha Sharma, shared a blog post about problems the company faces. These issues also affect the wider gaming industry. She explained why the prices of video game consoles, like the PS5 and Xbox Series X/S, have risen significantly. In fact, even Nintendo is raising its prices.

The main issue is that the cost of hardware parts has increased a lot. These price increases are not small; they have gone up many times. Sharma mentioned that when she became CEO in February, the cost of storage for consoles was already over two times higher than the previous autumn. This cost has increased even more, and they expect it to rise five times compared to two years ago.

Sharma said Xbox is impacted more than other brands because of choices the company made in the past. The Xbox hardware business now faces uncertainty because of these rising costs. Microsoft claims demand is high, but production has dropped sharply due to these prices.

Sharma's post highlighted serious challenges ahead for Xbox. She noted that these increased costs could make gaming too expensive for many consumers.

Vocabulary List:

1. **industry** //ˈɪndəstri// (noun): all companies that make or sell a product
2. **consoles** //kən'soʊlz// (noun): machines for playing video games at home
3. **hardware** //ˈhɑːdweɪr// (noun): the physical parts of a machine or system
4. **storage** //ˈstɔːrɪdʒ// (noun): place or space to keep digital data
5. **uncertainty** //ʌn'sɜːtnəti// (noun): a feeling of not knowing what will happen
6. **highlighted** //ˈhaɪˌlaɪtɪd// (verb): showed something was important or serious

Comprehension Questions

Multiple Choice

1. Who is the new CEO of Xbox?

Option: Phil Spencer

Option: Asha Sharma



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- Option: Satya Nadella
 - Option: Sheryl Sandberg

2. When did Asha Sharma become CEO of Xbox?

- Option: January 2021
- Option: February 2021
- Option: March 2021
- Option: April 2021

3. What has caused the prices of video game consoles to rise significantly?

- Option: Increased demand
- Option: Decreased production
- Option: Increased cost of hardware parts
- Option: Changes in management

4. How much has the cost of storage for consoles increased since last autumn?

- Option: It has remained the same
- Option: It has increased by two times
- Option: It has increased by three times
- Option: It has decreased by one half

5. Which gaming company is also raising its prices alongside Xbox?

- Option: Sony
- Option: Nintendo
- Option: Valve
- Option: Electronic Arts

6. What does Microsoft claim about the demand for Xbox consoles?

- Option: Demand is low
- Option: Demand is high
- Option: Demand has decreased
- Option: Demand is unstable

True-False

7. Asha Sharma's blog post discusses problems only related to Xbox.

8. Hardware costs have increased significantly according to Sharma.



9. Microsoft believes that Xbox production has increased significantly due to high demand.
10. The cost of storage for consoles is expected to rise five times compared to two years ago.
11. Asha Sharma stated that gaming could become too expensive for many consumers.
12. The gaming industry is not affected by the price increases mentioned by Sharma.

Gap-Fill

13. The new CEO of Xbox is _____ Sharma.
14. The cost of hardware parts has gone up many _____ over time.
15. Sharma mentioned that the cost of storage was already over two times higher than the previous _____ when she became CEO.
16. The Xbox hardware business now faces _____ due to rising costs.
17. Microsoft claims demand is _____, despite production dropping sharply.
18. Sharma's post highlighted serious _____ ahead for Xbox.

Answer

Multiple Choice: 1. Asha Sharma 2. February 2021 3. Increased cost of hardware parts 4. It has increased by two times 5. Nintendo 6. Demand is high

True-False: 7. False 8. True 9. False 10. True 11. True 12. False

Gap-Fill: 13. Asha 14. times 15. autumn 16. uncertainty 17. high 18. challenges

CATEGORY

1. Sci/Tech - LEVEL2

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3. costs
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Date Created

2026/06/12

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