



Xbox Managers Criticise Game Pass Strategy Amid Concerns

Description

Newly appointed CEO Asha Sharma of Xbox has notably avoided discussing Xbox Game Pass amidst significant strategic shifts within the company. Launched as a subscription service reminiscent of Netflix and Spotify, Xbox Game Pass offers access to a wide array of games, from major titles to indie releases. While it was once celebrated as an exceptional value in gaming, recent developments suggest this may no longer be the case.

The recent substantial cuts at Xbox can be attributed largely to a drop in Game Pass revenue and a slowdown in sales for the Call of Duty franchise. The introduction of Call of Duty: Black Ops 7 did not perform as expected, impacted by rising competition from games such as Battlefield 6. This decline in performance is noteworthy, as even minor disruptions within the costly Call of Duty operation can lead to significant repercussions.

Including Call of Duty in Xbox Game Pass has complicated the business model. Fewer consumers are buying the game directly, while the service's price increase has led to user attrition over time, resulting in challenges for both business models. As consumer preferences evolve, questions arise regarding whether Xbox Game Pass is now adversely affecting the company's overall operations.

Concerns regarding Game Pass's impact on Microsoft's gaming studios have been voiced by industry insights. Several studio leaders reportedly feel that providing games for free through Game Pass undermines their market value, suggesting a detrimental effect on the wider gaming industry.

Looking ahead, speculation suggests that Microsoft might reconsider its day-one Xbox Game Pass model. Though no official indications have been made, the exclusion of new Call of Duty titles from the service could signal a strategic shift. Thus, Xbox may explore alternative models, such as a customisable Game Pass, where users pay extra for select titles.

Vocabulary List:

1. **subscription** //səb'skrɪpʃən// (noun): regular payment to use a service
2. **franchise** //ˈfræn.tʃaɪz// (noun): a group of related products under one brand
3. **repercussions** //ˌri:pərˈkʌʃənz// (noun): bad results that happen after an action
4. **attrition** //əˈtrɪʃən// (noun): slow loss of customers or workers over time
5. **undermines** //ˌʌn.dəˈmaɪnz// (verb): makes something weaker or less effective
6. **speculation** //ˌspek.jəˈleɪʃən// (noun): ideas or guesses about what might happen



Comprehension Questions

Multiple Choice

1. Who is the newly appointed CEO of Xbox?
Option: Asha Sharma
Option: Phil Spencer
Option: Satya Nadella
Option: Reggie Fils-Aimé
2. What is Xbox Game Pass primarily compared to?
Option: Hulu and Amazon Prime
Option: Netflix and Spotify
Option: Disney+ and Apple Music
Option: YouTube and Twitch
3. Which franchise's sales slowdown has contributed to substantial cuts at Xbox?
Option: Battlefield
Option: Assassin's Creed
Option: Call of Duty
Option: Halo
4. What was the expected new title in the Call of Duty series that underperformed?
Option: Call of Duty: Modern Warfare 4
Option: Call of Duty: Black Ops 7
Option: Call of Duty: Ghosts 2
Option: Call of Duty: Advanced Warfare 2
5. How has the Xbox Game Pass price increase affected users?
Option: Increased user satisfaction
Option: Led to user attrition
Option: Attracted more buyers
Option: No significant impact
6. What alternative model is Xbox considering for Game Pass?
Option: A free access model



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- Option: A subscription model only
 - Option: A customizable Game Pass
 - Option: A pay-per-game model

True-False

- 7. Asha Sharma has openly discussed Xbox Game Pass as part of the company's strategy.
- 8. Xbox Game Pass offers access only to major titles.
- 9. The performance of Call of Duty: Black Ops 7 met expectations.
- 10. Concerns have been raised about Game Pass affecting Microsoft's gaming studios negatively.
- 11. Fewer consumers are buying Call of Duty directly due to its inclusion in Xbox Game Pass.
- 12. Xbox is considering removing all new titles from Game Pass.

Gap-Fill

- 13. The Xbox Game Pass was launched as a subscription service reminiscent of _____.
- 14. Significant cuts at Xbox are largely due to a drop in Game Pass _____.
- 15. Consumer preferences are evolving, raising questions about whether Xbox Game Pass is now adversely affecting _____.
- 16. Studio leaders feel that providing games for free through Game Pass undermines their _____.
- 17. Xbox may explore alternative models like a _____ Game Pass, where users pay extra for select titles.



18. The introduction of Call of Duty: Black Ops 7 faced competition from games such as

_____.

Answer

Multiple Choice: 1. Asha Sharma 2. Netflix and Spotify 3. Call of Duty 4. Call of Duty: Black Ops 7 5. Led to user attrition 6. A customizable Game Pass

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

Gap-Fill: 13. Netflix and Spotify 14. revenue 15. operations 16. market value 17. customizable 18. Battlefield 6

CATEGORY

1. Sci/Tech - LEVEL6

POST TAG

1. C2
2. ESL learning
3. esl news
4. game pass
5. Level 6
6. video games
7. xbox

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