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Xbox 360
Microsoft

[Xbox 360 Wins over PS3, Loses to Wii's Natural User Interface](#)

Microsoft sells over 28 million Xbox consoles

While Microsoft is touting the biggest year ever for Xbox 360 sales, the company is only comparing its console with PlayStation 3 from Sony, and saying nothing at all about Nintendo's Wii. Having recorded what it called the biggest year in Xbox history for the Xbox 360 video game and entertainment system, Microsoft indicated that at the end of 2008 it managed to take the worldwide install base lead over PlayStation 3 to in excess of than 8 million units. According to statistics released by the Redmond company, the Xbox 360 has climbed over the 28 million sold consoles mark.

"For Xbox, 2008 will be remembered around the world as a pivotal growth year at retail and online — even in the face of tough economic conditions," Don Mattrick, senior vice president of the Interactive Entertainment Business at Microsoft, revealed.

"Worldwide, a record number of players flocked to our broadest games and entertainment lineup ever, while the New Xbox Experience thrilled millions of fans by making our console even more engaging. And yet, we've only provided a glimpse into the new world of interactive entertainment that we're imagining. The best of Xbox 360 is yet to come."

Still, while 28 million sold Xbox 360 units might indeed place Microsoft above Sony, in the context in which PlayStation 3 has yet to break the 20 million milestone, fact is that it has yet to even come close to the performance delivered by Nintendo's Wii. This company marketed approximately 46 million consoles worldwide, with both Microsoft and Sony having been outsold mainly because of the natural user interface offered by the Wii.

Still, the Redmond manufacturer has the advantage of the Xbox LIVE community. Continually increasing in popularity, the Xbox LIVE community now accounts for over 17 million active members. Keeping up with the 84 percent jump in online consumer spending, the software giant revealed that, since the debut of Xbox 360 three years ago, the members of the Xbox LIVE community spent over \$1 billion.

However, while Microsoft has enjoyed the biggest year ever in the history of Xbox 360, Sony, from the position of the bronze winner in the console race, also applauded consistent growth. Ian Jackson, vice president of Sales, Sony Computer Entertainment America, stated that sales of PlayStation 3 had exploded more than 130% in the 2008 holiday season. This figure can be correlated with the overall sales growth for 2008, which Jackson claimed to account for 40% for the PS3.