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## [Xbox Will Dominate 2009 Says Microsoft Man](#)

### *At the Consumer Electronics Show*



Succeeding in 2009  
Microsoft

Microsoft really put on a big show at this year's CES but some would say that the guy who stole the show was Robbie Bach, the leader of the Entertainment & Devices Division at Microsoft, encompassing the Xbox 360 and the community aspect of the console.

He emphasized the way 2008 changed the [Xbox 360](#) gaming console and the Xbox Live service closely tied to it. The device got a price cut, which resulted in a significant sales increase over the [PlayStation 3](#) from Sony, and also received an interface upgrade seeking to reposition the console as more social and family friendly.

Robbie Bach noted that "With 28 million consoles sold worldwide, an active online community of 17 million members, and more than \$1 billion spent on Xbox Live since the launch of the Xbox 360, it's clear that consumer demand for these great entertainment experiences has never been higher."

He also confirmed that, during spring, the console would at last receive the Xbox Live Primetime channel set to combine videogaming and TV shows in an effort to create an interactive experience that&nbsp;could be enjoyed by large groups of players. The initial offering will be an online version of 1vs. 100, which is said to give real prizes to those playing.

Kodu, a community game until now called Boku (Microsoft really likes its letter "k"), was also showcased and would be shortly released. Its aim is to allow gamers aged 7-70 to create their own small videogames. Some have called Kodu Microsoft's response to Sony's LittleBigPlanet, although the scope of the newly announced game seems much smaller.

For hardcore gamers, Microsoft has reiterated that it plans to release two new Halo themed titles, a real time strategy coming in February and Halo 3: ODST. Until now, the franchise has sold more than 25 million copies.