

Flash Research #9  
Dominic Lyate  
MIS 2501

Xbox Live has captured over 47% of the gaming industry market share and offers our company the potential to earn millions of dollars in revenue in a relatively short amount of time.

Less and less people are purchasing cable TV packages due to better competition from online content providers like Netflix and Hulu. However, there is still an enormous base for cable users. With my proposal, customers would be able to use Xbox as a set-top box for watching traditional DVD's and streaming content from the Internet, however, even if they are outside of a cable providers network, they would be able to purchase cable service through the Xbox. By connecting the Xbox directly to in cable-in, and then via HDMI to the TV, customers can create an Internet-connected home media streaming and game-playing beast that also can play primetime television.

There is an enormous market for an Xbox that doubles as a set-top box, for many reasons. For many people, companies such as Comcast and Verizon FiOS are unable to deliver services in their areas. This can even include international customers looking for a way to purchase American television packages abroad. Imagine travelling to Spain for a month and being able to simply plug your Xbox into the cable line, and then into the TV and immediately having access to all your favorite shows at home. This service could be run as a partnership between Microsoft (Xbox Live), Comcast or other service provider, and our company in which revenue is split accordingly. The potential is enormous, and if we act now, there are millions of dollars at our finger tips ready to be tapped into.