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Flash Research Assignment #9  
Xbox Live  
12/02/2012

Investing in a Kinect Olympics video game on the Xbox Live platform can bring a new stream of revenue to our company. This new digital video game will utilize the Xbox Kinect motion camera that allows users to play many different Olympic sports. Investing in this game will help our company to enter into a digital market and it will help us to generate additional revenue for our organization. Primary revenue stream will come from the International Olympics Committee (IOC) for promoting the Olympic Games in our digital game.

The game will allow users to play interactive Olympic sports such as track & field, swimming, boxing, volleyball, tennis, etc. using Kinect's motion camera. Unlike the Kinect Sports, our game will be completely in a digital form. Users will be able to purchase and download our game through Xbox Live digital platform. It will initially include the ten most popular Olympic sports and users will be able to add any other sport they desire to play at an additional cost. Additionally, in team sports like soccer and volleyball, users will be able to play competitively against/with their friends online through Xbox Live. This game will also help users to learn more about Olympic Games and it will encourage them to have healthy lifestyles.

Olympic Games are one of the most watched international tournaments around the globe. People would certainly be interested in our new interactive game as a result of that. While users will have to purchase our digital game, the primary revenue stream will come from the IOC. As IOC's main revenue comes from broadcasting and licensing the Olympics, our game will help to generate and increase interest in watching the Olympics among our game users. As we help to promote Olympics through our game, the IOC will certainly be interested in financing our digital product. Investing in this digital product will initially include costs for development of the game including the use of hardware and software costs, but we would be making a great investment. Users will be able to purchase and download the game for \$34.99 and they can add additional sport for \$4.99 each from the Xbox Live ecosystem. Investing in this game through the Xbox Live platform will allow our company to enter into a digital market while bringing in an additional source of revenue.