

Microsoft buying gaming platform for many billions

A2+/B1 Writing cloze

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|--------------|----------------|-------------|
| 1. awortsef | 6. ynetr | 11.ndritsyu |
| 2. neacnudno | 7. doitidna | 12.rbeabgd |
| 3. rbnda | 8. alcnpmoit | 13.mitli |
| 4. hlbrseuip | 9. tsmcropoeit | 14.csaecs |
| 5. mectoednm | 10.struitoiahe | 15.elad |

The 1._____ company Microsoft has 2._____ plans to buy all of Activision Blizzard, a company who own many of the most popular video games like *Candy Crush* and *Call of Duty*. The Xbox 3._____ will pay almost \$70 billion for the 4._____. Xbox Game Studios' head Phil Spencer 5._____, "the biggest gaming platform on the planet is mobile phones". This is an area in which Microsoft don't have enough experience and want to make an 6._____.

But there is some worry that with the new 7._____ Microsoft could refuse access to these popular titles on other devices, like Sony PlayStation. Another 8._____ was that by owning so many cloud gaming services, Microsoft could financially hurt its 9._____. Some 10._____ believe that this might do a lot of damage to the gaming 11._____. They are exploring if there are any steps Microsoft would be permitted to take.

However, the firm 12._____ *Minecraft* in 2014 for much less, \$2.5 billion, and didn't 13._____ it only to Xbox. The point was repeated later in a blog post by Spencer, "We want people to have more 14._____ to games, not less". Some video games press said that the 15._____ can be trusted, if Activision games are on both systems as Microsoft have promised.

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Answers

1. software
2. announced
3. brand
4. publisher
5. commented
6. entry
7. addition
8. financially
9. competitors
10. authorities
11. industry
12. grabbed
13. limit
14. access
15. deal

Full lesson with interactive exercises at:

www.everybitenglish.com/lesson-20220907-b1-microsoft-activision

Writing practice

Choose a question and write your answer below.

1. Is it always fair when large companies buy smaller companies?
2. What does the computing term *platform* mean, and what platforms do you know?
3. Why are mobile phones the biggest gaming platform?
4. Is *Minecraft* still popular? What would you recommend playing instead?
5. If you had the money, what company would you buy and how would you improve it?

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