



Featured image from *Mashable.com*

## “Xbox Will Acquire Bethesda in A Unparalleled \$7.5 Billion Deal”

In an unprecedented move rocking the video game industry, Microsoft has plans to acquire Zenimax Media, owners of video game publisher Bethesda, in a \$7.5 billion dollar deal. This announcement comes just before Xbox is getting ready to open pre-orders for both the Xbox Series X and S consoles at 8 AM PT/11 AM ET tomorrow on September 22nd.

Bethesda is a well-established third-party video game publisher that has produced some of the most popular gaming franchises in history like *The Elder Scrolls*, *Fallout*, *Doom*, and many others within their in-house development studios.

This is clearly a mic drop moment performed by Microsoft as they, along with their fellow competitor Sony, are explaining to potential consumers what their features are as both consoles are set to launch later this holiday season.

This strategic move is said to continue to allow Microsoft to bring more gamers together, no matter which device they play on via Xbox Game Pass. Xbox Game Pass is a core part of the core Xbox ecosystem that allows subscribers to access hundreds of titles on Xbox devices and PC with a \$10 monthly fee that also gives them the ability to play Xbox Game Studios titles on launch day without having to shell out cash for a physical version.

“Over the years I’ve had many deep conversations with the creative leaders at Bethesda on the future of gaming and we’ve long shared similar visions for the opportunities for creators and their games to reach more players in more ways,” said Head of Xbox Phil Spencer in Microsoft’s announcement.

This statement was repeated on a blog post from Bethesda by Bethesda Game Studios executive producer Todd Howard. “We share a deep belief in the fundamental power of games, in their ability to connect, empower, and bring joy. And a belief we should bring that to everyone - regardless of who you are, where you live, or what you play on. Regardless of the screen size, the controller, or your ability to even use one,” Howard wrote in said post.

As this sudden news is starting to settle in, Microsoft has already confirmed that this acquisition will have many of Bethesda’s games begin to show up on Game Pass. What’s even more exciting is that new releases, like their upcoming original Sci-Fi IP *Starfield*, will be available when they first release.

This surprising acquisition will definitely increase Microsoft’s exclusive games lineup for their upcoming Xbox Series consoles. This upcoming console generation will certainly be a memorable one.

#### SOURCES:

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