Xbox LIVE

Fact Sheet

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**What is Xbox LIVE?** Xbox LIVE is the online entertainment service for your Xbox 360 console, connecting you to an ever-expanding world of games, movies, TV, music, sports and ways to be social with family and friends. Whether it’s transforming your living room into a movie theater, your couch into a stadium seat, or your TV into a jukebox and virtual photo album, Xbox LIVE lets you enjoy your favorite entertainment with the people you care about around the world. Xbox LIVE is an active community of 25 million people throughout 26 countries, expanding to 35 countries this November.

# Better with Kinect. Launching to the world on Nov. 4, 2010, and compatible with every Xbox 360 console(190 MB of storage required), Kinect for Xbox 360 makes you the controller. Experience your favorite Xbox LIVE games, movies, TV, music, sports and video chat in a whole new way with Kinect. Interact with your entertainment through the sound of your voice or a wave of your hand. Kinect creates experiences that are familiar, intuitive and tailored for each game or entertainment experience.

**Sports**

Root for your favorite teams and watch your favorite games on Xbox LIVE, your new destination for sports. With the global sporting events you care about most and interactive features that let you get in on the action, Xbox LIVE delivers the ultimate fan experience.

* **ESPN.** New this November, ESPN on Xbox LIVE takes sports to the next level by combining the worldwide leader in sports news and entertainment with the power of Xbox LIVE. Bring the excitement of the stadium experience into your living room with access to more than 3,500 live, global sporting events from ESPN3.com a year, including college basketball, college football and bowl games, MLB, NBA, international soccer and more. Enjoy features like HD programming, on-demand viewing and out-of-market games, plus access to clips from ESPN3.com, refreshed daily. Affiliate with your favorite teams, check out the latest scores in-game, and easily navigate content from the couch with Kinect voice and gesture controls. It is available in the U.S. to Xbox LIVE Gold members who receive their high-speed Internet connection from an ESPN-affiliated service provider.2
* **Global partners.** Xbox LIVE delivers exciting global and local sports content with industry-leading, regional partners, including Sky Sports (BSkyB) in the U.K., which offers industry-leading coverage of the Premier League and Champions League soccer, Foot+ in France (Canal+), which delivers premier access to French and European soccer coverage and FOXTEL’s FOX Sports in Australia, Australia’s leading sports broadcaster, which provides an average of 21 hours of live programming per day.3

**Movies and TV**

Watch your favorite films and shows from one of the largest catalogs of TV and movies on any console, available in 20 countries. Access thousands of movies, TV shows and sports events to create a true movie theater experience in the comfort of your home, all on your Xbox 360 console through Xbox LIVE.

* **Zune.** Zune, Microsoft’s music and video entertainment service, lets you instantly stream thousands of movies and TV shows directly to your Xbox 360 in up to 1080p HD and 5.1 surround sound. Beginning this November, control your entertainment with just a wave of your hand and the sound of your voice using Kinect for Xbox 360. Zune video for your Xbox 360 system will be available in Japan and Mexico before the end of the year, bringing the total to 20 countries worldwide.
* **Netflix.** Instantly watch TV episodes and movies streamed from Netflix and share with up to seven friends in supported movies with Netflix on Xbox LIVE. Easily search a library of thousands of titles with the touch of a button via a new search feature, update your instant Netflix Queue and share movie party night — all on Xbox LIVE.5 Available in the U.S.
* **Global partners.** Xbox LIVE delivers the best global and local providers of live streaming and video-on-demand TV and movie programming content through a combination of its Zune service and industry-leading regional partners, including Netflix in the U.S., BSkyB in the U.K., Canal + in France this summer and, launching this November, FOXTEL in Australia.

**Music**

Listenand perform music in all new ways. Connect to a music catalog of millions of songs in more ways than ever in the Music Marketplace. Whether it’s personalized recommendations from Zune music or keeping the dance party fresh by downloading new songs and routines for “Dance Central” (MTV Games) Xbox LIVE amplifies the options for enjoying music at home.

* **Zune.** Starting November 2010, you will be able to stream music straight to your living room through your Xbox 360 console. A Zune Pass music subscription allows you to enjoy unlimited streaming from a library of more than 7 million songs.
* **Last.fm.** Discover more music and listen to personalized radio. Xbox LIVE and Last.fm crank up the ways for you to find new music by combining streaming radio with your home entertainment system. Last.fm for Xbox automatically scrobbles to your Last.fm profile too.6
* **Music games stores.** Download the newest hits and the most memorable classics with dedicated stores for “Rock Band” (MTV Games), “Guitar Hero®,” which includes content for “Guitar Hero® 5,” “Band Hero™” and “Guitar Hero® World Tour” (Activision), and all “Lips” (Microsoft Game Studios) titles. These stores let you explore and sample new songs and game add-ons for these popular music game franchises in one place, without having to launch the full games.

**Games**

Playthe best selection of games in all-new ways. With downloadable blockbuster games, full versions of Xbox 360 titles available digitally with Games on Demand and new ways to discover the games you love, Xbox LIVE brings a whole new wave of fun straight to your living room.

* **Xbox LIVE Arcade.** Xbox LIVE Arcade is your one-stop shop for fresh downloadable-only games. Test your skills with hits like “LIMBO” (Playdead, Microsoft Game Studios), “Trials HD” (RedLynx Ltd., Microsoft), and highly anticipated upcoming title “Comic Jumper: The Adventures of Captain Smiley” (Twisted Pixel Games, Microsoft Game Studios). With free trial downloads for every game and more than 250 titles to choose from, Xbox LIVE Arcade is the premier destination for quality downloadable games.
* **Games on Demand.** Convenient and always available, Games on Demand provides 24x7 access to a growing catalog of full Xbox 360 games from the top publishers. Get the games you want straight to your Xbox 360 system, from the comfort of your living room. A great selection of Xbox 360 favorites is available to download to your hard drive and enjoy at the push of a button.
* **Game Add-ons.** Xbox LIVE lets you extend the life of your favorite games. From new episodes of blockbuster titles to new levels and maps of Xbox 360 exclusives, Xbox LIVE brings extended adventure, excitement and fun to millions of Xbox 360 owners worldwide.

**Social**

Share the fun with your friends on the planet’s biggest social network. From a groundbreaking alliance with Facebook, to integration with Twitter and movie and photo parties with friends, Xbox LIVE gives you the power to share your entertainment experiences almost anywhere.

* **Video Kinect.** Launching November 2010,share a smile and a wave with faraway friends and family as you come together from living rooms around the world, no headset or controller required. Kinect follows your movements and adjusts automatically to capture everyone in the room, making chat on Xbox LIVE more intuitive, more social and easier to use than ever. Video Kinect will also link with Windows Live Messenger, allowing the Xbox LIVE community to have rich, real-time video conversations with hundreds of millions of PC users around the world.8
* **Facebook.** Facebook and Xbox LIVE join forces to connect the largest social website on the planet with the largest entertainment and gaming network on TV. Share and interact with friends from around the globe, post real-time status updates, and check out photo galleries on the big screen from the comfort of your living room.9
* **Twitter.** Stay connected with Twitter on Xbox LIVE. Be in the know and keep your social circleup-to-date by reading, posting and replying to tweets right from your Xbox 360 console. Follow friends and celebrities, learn about news at it happens, and let people know what you’re up to, all on Xbox LIVE.10
* **Xbox LIVE parties.** Connect and share supported movies, photos and gaming experiences with your friends on the same sofa or from a different coast; laugh, chat, send messages and make new friends. Xbox LIVE lets you have more fun with entertainment in more ways, all from one place.11
* **Xbox LIVE Avatar Marketplace.** Truly reflect yourself and your sense of style with Xbox LIVE Avatar Marketplace. Download premium items, including branded apparel from your favorite fashion labels and Xbox 360 games. You also can purchase interactive avatar props to fit your unique personality and earn items just by playing your favorite games.

**Xbox LIVE Gold Membership**

Gold gives you all this and more, including full, unlimited access to new and existing features, including ESPN on Xbox LIVE, Facebook, Twitter, Netflix, Last.fm, Video Kinect and Xbox LIVE parties, and exclusive weekly deals on movies, games, game add-ons and early access to game demos. With the best multiplayer gaming network, access to the biggest names in entertainment, and all-new ways to watch, listen to and play your favorites with friends from around the world, an Xbox LIVE Gold Membership is the best value in home entertainment.12

Get your whole family in the fun! Starting this November, an Xbox LIVE Family Gold Pack offers up to four individual Xbox LIVE Gold memberships for less than the price of two regular Xbox LIVE Gold subscriptions. Perfect for families, the Xbox LIVE Gold Family Pack will also offer access to additional conveniences and services including the new Family Center, accessible on the Xbox dashboard and Xbox.com for easier family management, access to activity monitoring reports, and the ability to purchase and give Microsoft Points to other Xbox LIVE Gold Family Pack members.

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1 190 MB of storage required.

2 ESPN on Xbox LIVE, providing great content from ESPN3.com and ESPN.com, is only available to Xbox LIVE Gold members. For access to ESPN3.com content, including live sports, Gold members must receive their Internet connection from an ESPN-affiliated broadband provider. See ESPN3.com for details and providers.

3 Xbox LIVE Gold membership and separate subscription may be required.

4 Select HD videos are provided in 1080p; HDMI cable and HDCP-compliant 1080p display required. Instant 1080p HD streaming and 5.1 surround sound requires adequate broadband speed (minimum 4 Mbps); video and audio quality will be reduced at slower broadband speeds.

5 Xbox LIVE Gold Membership and Netflix unlimited membership is required to instantly watch movies streaming from Netflix; sold separately. See Netflix Terms of Use for details about Netflix service.

6 Xbox LIVE Gold Membership required for Last.fm.

7 Xbox LIVE Gold Membership required for multiplayer gameplay.

8 Xbox LIVE Gold membership is required for Video Kinect.

9 Xbox LIVE Gold Membership required for Facebook feature.

10 Xbox LIVE Gold Membership required for Twitter feature.

11 Xbox LIVE Gold Membership required for Xbox LIVE Parties.

12  Additional subscriptions and/or requirements apply for ESPN on Xbox LIVE and Netflix. See footnotes 2 and 5 above. Features vary by region.

**For more information, press only:**

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