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E3 2019 conference report

Xbox E3 Briefing

Gaming, IT

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Here is our first coverage of E3 2019 held in Los Angeles. In the following reports, we will provide you with the most interesting news and opinions from the greatest gaming event in the world.

Xbox E3 Briefing was one of the first press conferences of E3 2019. The event showcased 60 games, including Cyberpunk 2077, Gears 5, and Halo Infinite. Halo Infinite has been announced as a launch title for Xbox Project Scarlett, next-gen console which will be released in Holiday 2020. Here is the summary of the most important information from the conference.

- **Cyberpunk 2077:** CD Projekt presented a cinematic trailer for Cyberpunk 2077, which has been confirmed to launch on 16 April 2020. The release date was announced by Keanu Reeves, who will play one of the characters in the title. **Reeves' surprise appearance and announcement of the release date left the audience in awe.** Pre-orders for Cyberpunk 2077 are now open. The standard edition for PC/Xbox One/PS4 costs \$59, and the collector's edition is set at \$249. The release date and pricing are consistent with our estimates.
Video: <https://www.youtube.com/watch?v=qIcTM8WXFjk>
- **New Xbox in Holiday 2020:** Microsoft unveiled more technical information about its next-generation console. The console, codenamed Project Scarlett, is to be released in "Holiday 2020", which probably means Q4 2020. It is the best time of the year to release new consoles because this is when a great number of the most notable games comes out. According to market forecasts, upcoming Sony console is to be released around this time as well. 2020 will be the best year for game developers in terms of commercialisation of games, as the games coming next year will be released for both the old and the new generation of consoles.
Video: <https://www.youtube.com/watch?v=-ktN4bycj9s>

- **Halo Infinite**, the newest Halo game (Microsoft's key title) is to be launched in Q4 2020. It will be available for PC and the next generation Xbox (Project Scarlett).

Video: <https://www.youtube.com/watch?v=ZtgzKBrU1GY>

- The audience was impressed with the **Blair Witch** cinematic trailer. The release date has been set to 30 August 2019. Significantly, Bloober Team NA, **the Palo Alto-based subsidiary of the Polish Bloober Team, is involved in developing the game.** The company said that the sales of Blair Witch would impact on the company's result for 2019 and the subsequent periods. **We expect the information published to be beneficial to the company's share price.**

Video: <https://www.youtube.com/watch?v=bdTB4YNvOps>

- **Dying Light 2** is coming to PC, Xbox One, and PS4 in spring 2020. The game is being developed by **Techland**, Polish game developer. Dying Light was the developer's biggest commercial success. Will Dying Light 2 surpass the original game's sales? The media speculate on the company's potential IPO...

Video: <https://www.youtube.com/watch?v=zNesITb7n7E>

- **Microsoft xCloud Project**, a streaming service allowing players to stream games to a variety of devices, is to be released in October 2019. The service is said to be free for Xbox One users. Microsoft is to reveal more information in the months leading up to its launch. For the past several weeks, Google has been unveiling details about Google Stadia. The streaming service will cost \$10 a month plus the cost of the game and will launch in November 2019.

Watch the entire conference at:

<https://www.youtube.com/watch?v=zeYQ-kPF0iQ>

List of abbreviations and ratios contained in the report.

EV – net debt + market value (EV – economic value)
EBIT – Earnings Before Interest and Taxes
EBITDA – EBIT + Depreciation and Amortisation
PBA – Profit on Banking Activity
P/CE – price to earnings with amortisation
MC/S – market capitalisation to sales
EBIT/EV – operating profit to economic value
P/E – (Price/Earnings) – price divided by annual net profit per share
ROE – (Return on Equity) – annual net profit divided by average equity
P/BV – (Price/Book Value) – price divided by book value per share
Net debt – credits + debt papers + interest bearing loans – cash and cash equivalents
EBITDA margin – EBITDA/Sales

OVERWEIGHT (OW) – a rating which indicates that we expect a stock to outperform the broad market
NEUTRAL (N) – a rating which indicates that we expect the stock to perform in line with the broad market
UNDERWEIGHT (UW) – a rating which indicates that we expect the stock to underperform the broad market

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ACCUMULATE – we expect that the rate of return from an investment will range from 5% to 15%
HOLD – we expect that the rate of return from an investment will range from -5% to +5%
REDUCE – we expect that the rate of return from an investment will range from -5% to -15%
SELL – we expect that an investment will bear a loss greater than 15%
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