

## **Sony strains to meet demand as PlayStation 4 sales hit 7 mil**

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**By Andy Fixmer, Bloomberg**

Five months after releasing the PlayStation 4, Sony Corp is still struggling to keep up with demand.

Sales of the US\$399 (RM1,287) video-game console, which went on sale in November 2013, surpassed 7 million units worldwide as of April 6, 2014, Tokyo-based Sony said yesterday in a statement. Sales have outpaced rival Microsoft Corp's Xbox One, which had sold 4.2 million, according to an early April 2014 estimate from VGChartz.com.

Brisk sales of the new machines are proving demand remains viable for high-performance video-gaming in the era of cheap, popular play on mobile phones and tablet computers. PlayStation 4's lower price and wider worldwide availability have given the console an early edge against the Xbox One.

"Although we are still facing difficulties keeping up with the strong demand worldwide, we remain steadfast in our commitment to meet the needs of our customers," Andrew House, president and group chief executive officer of Sony Computer Entertainment, said in the statement.

Software sales for the PlayStation 4, which is unable to play titles for its predecessors, are also rising. More than 20.5 million copies of games have been sold at retail stores and through digital downloads on Sony's online store as of April 13, 2014, according to the statement.

Developers plan to release about 120 titles for the PlayStation 4 this year, Sony said.

Shares of Sony fell 0.1% to 1,922 yen as of 9:01am in Tokyo.

Microsoft, based in Redmond, Washington, has been discounting the \$499 Xbox One to help bridge the price difference with Sony. A bundle including the Xbox One and the exclusive title "Titanfall" from Electronic Arts Inc has been offered for US\$450 at retailers including Wal-Mart Stores Inc.

The researcher NPD Group Inc. plans to release monthly video game sales data today.

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