

# Microsoft Ltd in Toys and Games (United Kingdom)

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## Abstracts

Following the release of the Xbox One console in the UK, Microsoft Ltd is likely to focus its future operations on consolidating the expansion of its market in the UK. Microsoft's next generation console sold fewer units than its competitor, the Sony PS4, in the incredibly competitive UK console market. Despite Microsoft's previous console being the more popular device amongst gamers, Microsoft was unable to transfer this popularity to its new console in 2013. As a result, Microsoft will work...

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