

Microsoft has become the largest publisher on PlayStation. No, it's not a joke

Microsoft unexpectedly for many took first place among publishers on the platform of its main competitor – PlayStation.

Circana Analyst Mat Piskatella published data for the II quarter of 2025, where Xbox projects, including doom: The Dark Ages, Indiana Jones and The Great Circle and Forza Horizon, occupied the upper lines of the PlayStation Store sales chart.

This was the result of the new Microsoft strategy – to release your games not only on Xbox and PC, but also on the Sony console. Despite criticism, the approach was successful: sales are growing, and the time spent by users for Xbox is not reduced.

Microsoft itself considers PlayStation users part of their ecosystem, since they now support its development – from cloud gaming to new consoles.

The company continues to invest in iron, services and Game Pass, while opening for other platforms, including Steam and Epic Games Store. And if the trend remains, then the boundaries between game ecosystems can be finally erased.