

PS4, Early Console Leader

Written by Marco Attard
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Sony appears to win the first leg of the next gen console tournament-- the Interpret Gamebyte study reports the PlayStation 4 leads in purchase intention across the major European markets.



According to the analyst PS4 interest of purchase (including pre-orders) over the next 12 months ranks at 31% in the UK, 25% in France and 28% in Germany. In comparison Xbox One purchase interest lies at 24% in the UK, 17% in Germany and 18% in France, denoting a "comfortable lead" for Sony.

The rest of the globe follows the same pattern, including Russia (27% PS4, 24% Xbox One), Korea (31% PS4, 36% Xbox One) and even Microsoft's home US (48% PS4, 42% Xbox One).

"Sony's clear messaging and early tradeshow successes continue to carry momentum," Interpret says. "However, when we look outside of the US and UK, the Xbox One actually has a slight edge at attracting buyers who don't belong to the Xbox ecosystem during the current generation-- in other words a larger percentage of people intending to buy the Xbox One do not already own an Xbox 360."

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