

## Nintendo Switch game console shatters sales forecasts

7th November, 2020



The Japanese gaming company Nintendo has predicted the year ending March 2021 will be a bumper year for its Switch games console. Executives said sales will be 26 per cent higher than initial forecasts. It expects to

ship 24 million of its consoles by the end of the financial year. This is a 26 per cent increase from the previous forecast. The company said the rise in demand for the Switch console is partly attributable to a pandemic-driven boom in gaming. Millions of people have been staying indoors because of COVID-19 and have invested in a new games console. The result has provided Nintendo with an extra reason for optimism - its operating profit forecast is up by 50 per cent to \$4.3 billion.

The Nintendo Switch was unveiled in October 2016 and released worldwide in 2017. It is a hybrid console that can be used as either a home console or a portable, standalone device. It has controllers with motion sensing and tactile feedback. These can attach to both sides of the console to support handheld-style play like that of the Nintendo Wii. Gamers can play online through Internet connectivity, as well as with other consoles on a local wireless network. Developers have created over 320 games for the console, many from third-party companies. Switch sales have been led by Nintendo-created games such as The Legend of Zelda, Mario Kart 8, Pokemon Sword and Shield, and Animal Crossing.

Sources: [reuters.com](https://www.reuters.com) / [endgadget.com](https://www.engadget.com) / [wikipedia.org](https://www.wikipedia.org)

### Writing

Gaming allows people to learn many things about life. Discuss.

### Chat

Talk about these words from the article.

gaming / games console / executives / forecasts / financial / demand / indoors / profit worldwide / hybrid / portable / device / online / connectivity / wireless / sales / legend

### True / False

- a) Nintendo said the year 2021 would be its best year ever. T / F
- b) Nintendo will ship 26 million consoles by the end of this year. T / F
- c) The article said COVID-19 helped to boost sales of its consoles. T / F
- d) The operating profit of Nintendo is set to increase by 50%. T / F
- e) The Nintendo Switch was released globally in 2016. T / F
- f) The Switch has controllers on both sides of the console. T / F
- g) Nintendo's designers created 320 games for the Switch. T / F
- h) Nintendo's sales were led by a game from a third-party developer. T / F

### Synonym Match

(The words in **bold** are from the news article.)

- |                           |                     |
|---------------------------|---------------------|
| 1. <b>predicted</b>       | a. cross            |
| 2. <b>bumper</b>          | b. hopefulness      |
| 3. <b>initial</b>         | c. revealed         |
| 4. <b>attributable to</b> | d. first            |
| 5. <b>optimism</b>        | e. brought about by |
| 6. <b>unveiled</b>        | f. successful       |
| 7. <b>hybrid</b>          | g. system           |
| 8. <b>attach</b>          | h. forecast         |
| 9. <b>network</b>         | i. fasten           |
| 10. <b>led by</b>         | j. put down to      |

### Discussion – Student A

- a) What do you know about the company Nintendo?
- b) Have you ever had a 'bumper year'?
- c) What kind of year have you had?
- d) What do you think of gaming?
- e) What's your favourite games console, and why?
- f) What did you do indoors during the pandemic?
- g) What advice do you have for Nintendo?
- h) What do you predict will happen in 2021?

## Phrase Match

- |                                  |                              |
|----------------------------------|------------------------------|
| 1. the year ending               | a. companies                 |
| 2. a bumper                      | b. driven boom in gaming     |
| 3. attributable to a pandemic-   | c. is up by 50 per cent      |
| 4. an extra reason for           | d. connectivity              |
| 5. its operating profit forecast | e. by Nintendo-created games |
| 6. a portable, standalone        | f. optimism                  |
| 7. These can attach to both      | g. device                    |
| 8. Internet                      | h. year                      |
| 9. third-party                   | i. sides of the console      |
| 10. Switch sales have been led   | j. March 2021                |

## Discussion – Student B

- What do you think about what you read?
- What is the best game maker in the world?
- Do you prefer gaming alone or with other people?
- What do you think of motion sensing and tactile feedback?
- What is the best game ever?
- What can be done to make games consoles better?
- Which are better - video games or running around games?
- What questions would you like to ask Nintendo?

## Spelling

- its Switch games ooselnc
- etivxeecus said sales will be 26 per cent higher
- the end of the iaicnafnl year
- partly brielabtatur to a pandemic-driven boom
- an extra reason for smtmiipo
- its orpneaiqt profit forecast
- Switch was leveidnu in October 2016
- It is a hyrdib console
- motion sensing and lcaetti feedback
- Internet cincyetviton
- a local elsirsew network
- vdprsleeoe have created over 320 games

### Answers – Synonym Match

1. h	2. f	3. d	4. j	5. b
6. c	7. a	8. i	9. g	10. e

## Role Play

### Role A – Nintendo

You think Nintendo is the best games company. Tell the others three reasons why. Tell them what is wrong with their companies. Also, tell the others which is the worst of these (and why): Sony, Microsoft or Sega.

### Role B – Sony

You think Sony is the best games company. Tell the others three reasons why. Tell them what is wrong with their companies. Also, tell the others which is the worst of these (and why): Nintendo, Microsoft or Sega.

### Role C – Microsoft

You think Microsoft is the best games company. Tell the others three reasons why. Tell them what is wrong with their companies. Also, tell the others which is the worst of these (and why): Sony, Nintendo or Sega.

### Role D – Sega

You think Sega is the best games company. Tell the others three reasons why. Tell them what is wrong with their companies. Also, tell the others which is the worst of these (and why): Sony, Microsoft or Nintendo.

## Speaking – Companies

Rank these with your partner. Put the best companies at the top. Change partners often and share your rankings.

- |                  |                   |
|------------------|-------------------|
| • Sony           | • Nintendo        |
| • Microsoft      | • Bandai          |
| • Rockstar Games | • Electronic Arts |
| • Sega           | • Tencent         |

### Answers – True False

a	F	b	F	c	T	d	T	e	F	f	T	g	F	h	F
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Answers to Phrase Match and Spelling are in the text.