



# Disasters in New Product Launches

C204 Sony Case Competition – Summer 2014  
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# The PS3 Launch Nightmare

Feb 27th, 2006 - [Sony misses it's Spring launch date](#)

May 5th, 2006 -

[SCEE CEO David Reeves: "It doesn't really matter what ships at launch." "The first five million are going to buy it, whatever it is, even it didn't have games."](#)

May 8th, 2006 - [Sony holds it's E3 conference announcing the pricing of the PS3 at \\$600/\\$500](#)

May 8th, 2006 -

[New PS3 controller will have six degrees of motion, but no rumble feature. Sony's Phil Harrison states that rumble was last gen and no longer needed.](#)

May 17th, 2006 - [Kutaragi: PlayStation 3 is "too cheap"](#)

May 31st, 2006 - [Sony's Phil Harrison denies copying the Wiimote and states that the PS3 will replace the PC](#)

Sep 5th, 2006 -

[Gamers looking to get the best picture out of Sony's premium PlayStation 3 package will need to shell out extra for proper hookups.](#)

Sept 6th, 2006 - [PS3 is delayed in Europe until March 2007](#)

Sept 6th, 2006 - [PS3 launch shipment is cut from 2 million to 400,000 in the US \(100,000 to Japan\)](#)

Sept 8th, 2006 - [Sony's President admits that the company's hardware is in a current state of decline](#)

Sept 26th, 2006 - [PS3 first-party titles announced to be the same price as third party titles, at \\$59.99](#)

Sept 26th, 2006 - [Square Enix will not exclusively support Sony's PS3 as much as they did with the PS2.](#)

Sept 29th, 2006 - [Sony's President Ken Kutaragi states that his company does not care about the Xbox 360 and Wii competition.](#)

October 12th, 2006 - [Sony Exec calls the 360 and Wii "too expensive"](#)

October 19th, 2006 - [The infamous spec sheet comparison and how Sony claims the Xbox 360 requires HD-DVD to play games](#)

October 20th, 2006 - [Announced that Sony may have to replace your PS3 controller for you after it no longer holds charge](#)

October 24th, 2006 - [Sony sinks Lik-Sang](#)

October 26th, 2006 - [Sony's Q2 profits decrease by 94%](#)

October 28th, 2006 - [Sony president Ken Kutaragi said he expects the PS3 to be capable of running games at a stunning 120fps](#)

October 30th, 2006 - [PS3 will push Sony \\$1.71 billion into the red](#)

October 31st, 2006 - [Japan launch of the PS3 is cut to 80,000 units](#)

# Launch Window

- Nov 8th, 2006 - [Sony ships without update. You must update your PS3 out of the box in order to use PlayStation Network](#)
- Nov 9th, 2006 - [NBA Live 2007 is cancelled on the PS3](#)
- Nov 9th, 2006 - [Oblivion is pushed back from launch title to Jan 2007](#)
- Nov 10th, 2006 - [Sony's Phil Harrison states that he can no longer confirm a March 2007 launch for Europe](#)
- Nov 11th, 2006 - [PS3 launches in Japan and rewards few](#)
- Nov 11th, 2006 - [Sony unprepared for Japan launch](#)
- Nov 14th, 2006 - [Sony will miss 400,000 unit target for the US. Approx 150k to 200k will be shipped for launch](#)
- Nov 14th, 2006 - [PS3 has backwards compatibility problems](#)
- Nov 16th, 2006 - [PS3 downscales 720p games instead of upscaling to 1080i](#)
- Nov 16th, 2006 - [Sony's Jack Tretton comments on the PS3 BC problems and states that the Wii has 0 backwards compatibility](#)
- Nov 20, 2006 - [NYT not impressed with PS3](#)
- Nov 20, 2006 - [Game Devs Prefer 360](#)
- Nov 20, 2006 - [PS3 annoys Joystiq](#)
- Nov 21, 2006 - [PS3, PSP Rainbow Six held till '07](#)
- Nov 23, 2006 - [Saving Sony, one console at a time](#)
- Nov 25, 2006 - [Sony retracts 1080i fix statement, leaving customers in lurch.](#)
- Nov 26, 2006 - [More PS3 exclusives head to 360](#)
- Nov 26, 2006 - [Bloomberg: Sony missed PS3 ship targets](#)
- Nov 30, 2006 - [Sony shuffles senior execs](#)
- Nov 30, 2006 - [Analyst: "I cannot imagine a PlayStation 4"](#)
- Dec 4, 2006 - [Sony Australia: Wii "More Fun" than PS3](#)
- Dec 8, 2006 - [Court rules for Immersion; Sony to pay up](#)
- Dec 11, 2006 - [Industry watchers weigh in on "record-low tie ratios" for Wii and PS3 and other results from the month of the new systems' debut.](#)
- Dec 13, 2006 - [Sony Admits Launching Fake Blog to Promote PSP](#)
- Dec 19, 2006 - [Time says PS3 was a bust](#)
- Dec 20, 2006 - [PC World Calls PS3 a top tech mistake of 2006](#)
- Dec 20, 2006 - [Forced bundles and high retail price put consumers off, claims tracking firm.](#)
- Dec 21, 2006 - [Virtua Fighter 5 dukes it out on Xbox 360](#)
- Dec 21, 2006 - [Sony files patent for wiimote style hand-held controller](#)
- Dec 27, 2006 - [PS3 Greymarket Watch: Scalpers Returning PS3s Back To Stores.](#)
- Dec 27, 2006 - [Gamers who queued for days to buy Sony's PS3 are frantically trying to trade them for the much cheaper Wii.](#)
- Dec 28, 2006 - [Sony's PS3: High-Scorer No More](#)

# Post Launch

- Jan 4, 2007 - [Sony spokesman David Karraker: "Everything that we put on store shelves sold out,"](#)
- Jan 4, 2007 - [SCEA confirmed that there would be no supported force feedback technology with its PlayStation 3](#)
- Jan 8, 2007 - [PS3 demand slows, stores stocked aplenty](#)
- Jan 9, 2007 - [Sony Misses Worldwide PS3 Shipment Targets. They shipped a million in the US, but not in Japan.](#)
- Jan 10, 2007 - [Motorstorm isn't going to be running in 1080p at 60FPS, despite Sony VP of Marketing David Dille saying this week that it would.](#)
- Jan 10, 2007 -  
[Senior VP of Marketing Peter Dille: Every Sunday in the paper, there's a new deal with a free controller or a free game or \\$100 off all discounting the 360. I don't think you take those measures if you're selling as expected. \(see Jan 13, 2007 entry\)](#)
- Jan 11, 2007 - [Analyst: Lagging PS3 Sales 'Troubling'](#)
- Jan 11, 2007 - [ArsTechnica slams "misleading" Sony](#)
- Jan 13, 2007 -  
[EB offers a deal, trade in your PS2, cables, a second controller and a memory card, to get \\$100 off a PS3, in what people assume is an attempt to actually move PS3 units.](#)
- Jan 15, 2007 - [Analyst: Sony missing sales goals by 25%?](#)
- Jan 15, 2007 - [Valve Software's chief Gabe Newell says PS3 a "total disaster on so many levels"](#)
- Jan 15, 2007 - [PS3 sales figures 'not good' - IDC "Sony needs more must-have first-party titles to sell consoles"](#)
- Jan 17, 2007 - [Sony CEO Howard Stringer: PS3 Only Using 20-25% of its Power](#)
- Jan 25, 2007 - [Sony Uses PGR3 Screenshot to Promote Gran Turismo HD](#)
- Jan 26, 2007 - [PS3: Now \\$50 More Expensive in Canada](#)
- Jan 26, 2007 -  
[Epic Games' once-PC-and-PS3-exclusive shooter is now headed to Microsoft's new console with a slightly tweaked title, Unreal Tournament III.](#)
- Jan 29, 2007 - [Sony Corp. may report third-quarter profit fell 50 percent after its flagship PlayStation 3 lost market share to Nintendo's Wii.](#)
- Jan 29, 2007 - [Sony calls on Ken to save PS3](#)
- Jan 29, 2007 - [Tetsuya Nomura, designer of FFXIII, has confirmed that Final Fantasy will not debut on the PS3 until 2008.](#)
- Jan 29, 2007 - [Nvidia Shares Affected by Weaker Playstation 3 Demand](#)
- Jan 30, 2007 -  
[Sony blamed the launching costs of its PlayStation 3 game console for much of the 5 percent drop in group net profit for the last three months of 2006](#)
- Jan 31, 2007 -  
[SCEA spokesman David Karraker: "Nintendo's new console doesn't belong in the same category as the PlayStation 3." "Sony was selling out shipments of 100,000 PS3s in the US every week"](#)

# X Boned?

- <http://www.computerandvideogames.com/424103/features/timeline-the-xbox-one-troubles-and-turnarounds/>
- <http://egmr.net/2013/07/a-comprehensive-timeline-of-microsofts-xbox-one-pr/>