**Microsoft Plans To Enter Mobile Gaming Arena In 2024**

Logo, company name

Description automatically generatedApple and Google dominate the distribution of mobile apps, but Microsoft plans to take advantage of a change in Europe's laws next year to carve out a niche with its own store featuring Xbox-related products. Microsoft has acquired several game developers in recent years and is in regulatory talks to add Activision Blizzard to its stable.

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[*https://www.theverge.com/2023/3/20/23648112/microsoft-xbox-mobile-store-2024-launch*](https://www.theverge.com/2023/3/20/23648112/microsoft-xbox-mobile-store-2024-launch)