Putting the PS4’s 100 million sales in context

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- Fig. 1: The PS4 is the fastest home console to reach the 100 million sales milestone, though the Nintendo DS was a bit faster.
- Fig. 2: The PS4’s sales pace is dwarfed by that of more general consumer electronics, but not by as much as you might think.
- Fig. 3: Comparing console sales to games sold across multiple platforms is inherently unfair. At the same time, only the very best-selling games of all time even compete with the PS4’s sales pace and level these days.
- Fig. 5: A paid subscription is a bigger lift in many ways than a one-time hardware sale. Still, only a few streaming services can match the overall reach of the PS4.
- Fig. 5: Some games hit 100 million users and slowly fizzle out. Others take a while to get there but prove they can stand the test of time.

Here at Ars, we haven’t been putting a lot of regular time and effort lately into updating Ars readers on the continuing sales battle between Sony’s PlayStation 4 and Microsoft’s Xbox One. It has been abundantly clear for a while now that Sony’s system is heavily outpacing Microsoft’s in worldwide sales. In

fact, the PS4 is also still outselling the Nintendo Switch on an annual basis despite being many years older.

But with Sony announcing last night that the PS4 had passed the 100 million sales mark in under six years, we thought it was worth putting that nine-figure milestone into some context. Here are some comparisons to help your mind grasp how significant this sales level (and pace) really is.

- **67 months:** Time for the **PlayStation 4** to sell 100 million units worldwide. (Source)
- **69 months:** Time for the **PlayStation 2** to sell 100 million units worldwide. (Source)
- **79 months**: Time for the **Wii** to sell 100 million units worldwide. (Source)
- **113 months**: Time for the original **PlayStation** to sell 100 million units worldwide. (Source)

- **51 months**: Time for the **Nintendo DS** to sell 100 million units worldwide. (Source)
- **134 months**: Time for the **Game Boy (and Game Boy Color)** to sell 100 million units worldwide. (Source)

- **31 months:** Time for the **iPad** to sell 100 million units worldwide. (Source)
- **44 months:** Time for the **iPhone** to sell 100 million units worldwide. (Source)
- **50 months:** Time for Amazon to sell 100 million **Alexa-enabled devices** worldwide. (Source)

- **61 months:** Time for ***Grand Theft Auto V*** to sell 100 million copies worldwide. (Source)
- **85 months:** Time for ***Minecraft*** to sell 100 million copies worldwide. (Source)
- **~90 months:** Time for **mobile phone versions of *Tetris*** to sell 100 million mobile phone copies worldwide. (Source)

- **123 months**: Time for **Netflix** to obtain 100 million paid streaming subscribers. (Source)

- **127 months**: Time for **Spotify** to obtain 100 million paid subscribers. (Source)
- **158 months**: Time for **Amazon Prime** to obtain 100 million paid subscribers. (Source)
- **36.2 million**: Number of paid **PlayStation Plus** subscribers as of June 30, 2019.

- **1 month**: Time for ***Pokemon Go*** to reach 100 million monthly active users. (Source)
- **1.5 months**: Time for ***Cityville*** to reach 100 million monthly active users. (Source)
- **15 months**: Time for ***PUBG Mobile*** to reach 100 million monthly active users. (Source)
- **107 months**: Time for ***League of Legends*** to reach 100 million monthly active users. (Source)
- **155 months**: Time for ***Roblox*** to reach 100 million monthly active users. (Source)
- **94 million:** Monthly active users for **PSN** as of May, 2019. (Source)

Listing image by Mark Walton

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