

Possible leaked PlayStation 5 price would set new high mark, but it's likely not real

12 June 2020, by Mike Snider, Usa Today



Sony release this picture June 11 of its upcoming PlayStation 5 console, without revealing pricing or a launch date

Video game enthusiasts may have felt a tremor in their wallets when a potential price for the upcoming PlayStation 5 console showed up online Wednesday.

Spotted on the site hotukdeals.com was an Amazon.com U.K. listing for a PS5 system with 2 Terabyte hard drive priced at £599 (about \$765). Sony has said the PS5 would arrive this [holiday season](#)—it's in a race and battle for mind and [market share](#) with Microsoft, which is also launching its Xbox Series X during the same [time period](#).

At Forbes.com, contributor Dave Thier quickly suggested that he "would not take this placeholder price all that seriously," expecting that even a \$599 PS5 would be "a huge problem for Sony, especially if Microsoft comes in at \$499."

Sony has an online event Thursday to show off some of the video games coming to the PS5, but Thier doesn't expect the game maker to put a price

on the console.

Techradar's Samuel Roberts noted that Sony has said the basic PS5 model will have an 825 Gigabyte solid-state drive and said the listing "isn't worth taking too seriously."

If the price is legit, he says, "it would theoretically be the most expensive PlayStation console in UK history, beating the PS3 by £175 (\$223). We expect the console to officially cost around \$500/£500, but that's just our prediction."

That \$500 price point is the likely target for Sony and Microsoft, said Michael Pachter, managing director of equity research at Wedbush Securities. "I think anything over \$499 is problematic ... Add to that the fact that we will likely still be in a recessionary environment in the fall, so it's likely to dampen demand if the PS5 price is higher than that."

So far, Sony has not revealed what the PS5 looks like, either. But it did unveil its controller in April.

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