



Call of Duty: Black Ops 4 Delivers Over Half a Billion Dollar Opening Weekend

October 18, 2018

New Call of Duty Blockbuster Surpasses \$500 Million in Worldwide Sales in First Three Days

Total Number of Players and Hours Played Up Year Over Year Through Opening Launch Weekend

Black Ops 4's Opening Launch Weekend was the Most Viewed on Twitch in Franchise History

SANTA MONICA, Calif.--(BUSINESS WIRE)--Oct. 18, 2018-- Activision's **Call of Duty®: Black Ops 4** has sold more than \$500 million in sell-through worldwide in its first three days of release as the total number of players climbed from last year. Through its first three days of release, **Black Ops 4** set a new **Call of Duty®** franchise record for most combined players, average hours per player and total number of hours played, on current generation consoles. The combined number of **Black Ops 4** players across its three modes of play during those first three days tops both last year's **Call of Duty: WWII**, as well as **Call of Duty: Black Ops 3** (single player, multiplayer and zombies), respectively, for the same period of time.

The first **Call of Duty** release on Blizzard Battle.net®, **Black Ops 4** on PC continues to be significantly above last year, as the number of players is more than double year over year through its first three days.

Additionally, based on minutes watched, the title delivered the highest level of viewership through launch weekend on Twitch in franchise history.

"**Black Ops 4** is off to a blockbuster start. Our player counts and hours played are up year over year, our viewership on Twitch has set new standards and is showing just how fun Blackout is to play and to watch, and the weekend results yet again put **Call of Duty** at that highest tier of entertainment," said Rob Kostich, EVP and GM, Call of Duty. "Our digital sales results have been record-breaking across all platforms, and the overall performance strong. We're really excited about **Black Ops 4's** momentum. There's much more to come, we're just getting started."

Following its launch last Friday, **Black Ops 4** already established a new day one record on PlayStation for digital full game sales on PlayStation Store, globally*; and also became the best-selling Activision Xbox One digital game on day one, globally**. Through its first three days, PC digital sales and active players are up significantly from last year.

Sell-through sales figures include **Call of Duty: Black Ops 4** retail and digital unit sales, including **Black Ops 4** season pass sales, for the opening three-days following initial launch. Sales figures based on retail customer sell-through information, Gfk Chart-Track data, and internal Activision estimates. Total players, hours per player, total hours played, and Twitch viewership based on Activision data.

Call of Duty: Black Ops 4 is published by Activision and developed by Treyarch with additional development support from Raven Software and PC development with Beenox. For the latest intel check out: www.callofduty.com, www.youtube.com/callofduty and follow [@CallofDuty](https://twitter.com/CallofDuty) and [@Treyarch](https://twitter.com/Treyarch) on Twitter, [Instagram](https://www.instagram.com/callofduty) and [Facebook](https://www.facebook.com/callofduty). **Call of Duty: Black Ops 4** is available on PlayStation®4 system, Xbox One, and PC on battle.net. The game is rated M for Mature (Blood and Gore, Drug Reference, Intense Violence, Strong Language).

About Activision

Headquartered in Santa Monica, California, Activision is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world and is a division of Activision Blizzard (NASDAQ: ATVI), an S&P 500 company. More information about Activision and its products can be found on the company's website, www.activision.com or by following [@Activision](https://twitter.com/Activision).

ACTIVISION, CALL OF DUTY, and CALL OF DUTY BLACK OPS are trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners.

* Largest day one digital full game sales on PlayStation Store according to PlayStation.

** Largest Activision Xbox One digital game sales in Activision's history based on Activision sales data.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20181018005316/en/>

Source: Activision Publishing, Inc.

Activision Publishing, Inc.
Kyle Walker
PR Director
424-744-5677
kyle.walker@activision.com