Activision Blizzard Media Launches King's Council, Its First Dedicated Player Research Community

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King's Council Gives Players a Voice to Share Insights and Feedback, Helping Guide Best Possible Mobile Advertising Experience

NEW YORK--(BUSINESS WIRE)--Dec. 16, 2019-- Activision Blizzard Media today announced the launch of King's Council, a player research community comprised of a limited selection of Activision Blizzard's most active and engaged players. Activision Blizzard Media has launched King's Council to act as the voice of the player as it evaluates opportunities with brands and advertisers. The feedback shared will allow Activision Blizzard Media and its commercial partners to optimize and test new advertising offerings, better understand players and generate fast and meaningful insights on integrated marketing and advertising as well as the mobile games industry overall.

As the steward of some of the world's most-played mobile game franchises and a large and highly-engaged gaming audience, Activision Blizzard Media will be asking community members to share valuable insights and feedback through a variety of formats including online surveys. King's Council members will be selected by Activision Blizzard Media and invited to join on an opt-in basis.

"We want to breathe even more life into the community and give our players a meaningful voice in the games and experiences they love," says Brian Ames, President, Activision Blizzard Media. "King's Council is a way for players to share their feedback and perspectives, ensuring we think holistically about what's best for players and our marketing partners as we build new offerings for our large and vibrant user base worldwide."

With over 316 million Monthly Active Users (MAUs[1]) across Activision Blizzard, including 247 million MAUs[1] across King[2], King's Council will serve as a vibrant community platform, able to deliver research results quickly and efficiently at scale.

About Activision Blizzard Media

Activision Blizzard Media is the gateway for brands to the #1 cross-platform gaming company in the western world, with hundreds of millions of players across over 190 countries. Our legendary portfolio includes iconic mobile game franchises such as Candy Crush™, esports opportunities like the Call of Duty® and Overwatch® Leagues, and some of the top PC and console gaming franchises such as World of Warcraft®, Call of Duty®, and StarCraft®. The idea is simple: great game experiences offer great marketing experiences. Learn more at www.activisionblizzardmedia.com.

[1] Monthly Active User ("MAU") Definition: We monitor MAUs as a key measure of the overall size of our user base. MAUs are the number of individuals who accessed a particular game in a given month. We calculate average MAUs in a period by adding the total number of MAUs in each of the months in a given period and dividing that total by the number of months in the period. An individual who accesses two of our games would be counted as two users. In addition, due to technical limitations, for Activision and King, an individual who accesses the same game on two platforms or devices in the relevant period would be counted as two users. For Blizzard, an individual who accesses the same game on two platforms or devices in the relevant period would generally be counted as a single user.

[2] For the three month period ending September 2019, as reported in Activision Blizzard Q3 Financial Results on November 7, 2019.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves King's expectations, plans, intentions or strategies regarding the future, including statements about the features and plans of King's Council, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause King's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include unanticipated product delays and other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to King and Activision Blizzard as of the date of this release, and neither King nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of King or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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