Call of Duty Surpasses $3 Billion in Net Bookings Over Last 12 Months as Activision Ignites a New Business Model

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With Launch of Call of Duty: Black Ops Cold War, Call of Duty Ecosystem Reaches All-Time Franchise Highs

SANTA MONICA, Calif.--(BUSINESS WIRE)--Dec. 4, 2020-- Activision's iconic *Call of Duty*® series has set new franchise records as it shifts to a shared ecosystem business model. Following the record-setting launch of ***Call of Duty: Black Ops Cold War***, the *Call of Duty* franchise has surpassed over $3 billion in net bookings* over the last 12 months with key performance metrics across engagement and premium game sales at all-time, franchise highs over the period.

Across *Call of Duty* there is strong momentum. Year-to-date increases include net bookings up over 80% and units sold through up over 40% year over year. Over 200 million people have played *Call of Duty* this year.** On console and PC, the franchise has delivered the highest number of players in recorded history this year, as well as the biggest November ever for monthly players and hours played.

Black Ops Cold War joined fan favorites *Call of Duty: Modern Warfare*® and *Warzone* ™ as well as *Call of Duty: Mobile* in setting new marks across the *Call of Duty* ecosystem. *Black Ops Cold War* is the newest entry in the #1 selling series within *Call of Duty* and a direct sequel to *Call of Duty: Black Ops*.

The launch of *Black Ops Cold War* is only the beginning. Additional free, post-release content for all *Black Ops Cold War* players is on the way as new seasons of content will continue to add and transform both the scope and scale of gameplay, with Season One set to debut this month.

"The momentum over the last year across the Call of Duty ecosystem from free-to-play Warzone as well as post-launch support of Modern Warfare, and now to Black Ops Cold War has been incredible," said Byron Beede, Executive Vice President and General Manager, Call of Duty, Activision. "This is the next great chapter in Black Ops with an amazing campaign, an all-new zombies experience and of course, high-octane multiplayer. Launch is only the beginning. We are focused on building a continuous pipeline featuring a tremendous amount of free, post-launch content and events across the franchise."

Call of Duty players can look forward to the biggest series of post-launch free content, community events and ongoing support ever in *Black Ops* plus close integration across the ecosystem with *Warzone*. The free-to-play, free-for-everyone *Warzone,* which has surpassed more than 85 million players since its launch, will take on a new dimension as it integrates with both *Black Ops Cold War* and *Modern Warfare*. Season One, coming this month, features brand new content for *Black Ops Cold War* and *Warzone*.

Call of Duty: Black Ops Cold War is available now worldwide on PlayStation® 5, PlayStation® 4, the Xbox Series X|S and Xbox One, and on PC, in a fully optimized experience for Battle.net, Blizzard Entertainment's online gaming service. The title is published by Activision, a wholly-owned subsidiary of Activision Blizzard (NASDAQ: ATVI), and developed by award-winning studios Treyarch and Raven Software with additional development support from Beenox, Demonware, High Moon Studios, Activision Shanghai and Sledgehammer Games. For more information visit: www.callofduty.com, or follow @CallofDuty on Twitter, Instagram and Facebook.

Sales figures include *Call of Duty* retail and digital unit sales and revenues across console, PC and mobile releases; upfront, catalog and digital add-on sales. Units sold include full game sales. Total players and hours played based on Activision data.

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** Net bookings is an operating metric that is defined as the net amount of products and services sold digitally or sold-in physically in the period, and includes license fees, merchandise, and publisher incentives, among others, and is equal to net revenues excluding the impact from deferrals.*

***Based on Activision internal estimates and includes mobile*

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