



## Diablo® IV Crosses \$666 Million Sell-Through within Five Days of Launch, Setting New Blizzard All-Time Record

June 12, 2023

*Within five days of launching, Diablo IV sell-through is the box-office equivalent of the biggest opening week of the year*

*Players have already clocked more than 276 million hours in Blizzard Entertainment's fastest-selling game ever*

*The record-setting launch is just the beginning of a compelling live service game, with seasons beginning next month and expansions planned for years to come*

IRVINE, Calif.--(BUSINESS WIRE)--Jun. 12, 2023-- **Diablo IV had the best-selling opening in Blizzard's history, crossing an auspicious \$666 million in global sell-through in the first five days following its June 6 launch\***. The latest installment for the Diablo series, and Blizzard's fastest-selling game ever\*, is the box-office equivalent of the biggest opening week of the year\*\*.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230612864402/en/>



Diablo IV Logo (Graphic: Business Wire)

The heroes of Sanctuary, the world in which Diablo is set, have already played more than 276 million hours, or more than 30,000 years.

"On behalf of Blizzard, we want to thank the millions of players around the world who are immersing themselves in *Diablo IV*," said Mike Ybarra, President of Blizzard Entertainment. "*Diablo IV* is a result of our incredible teams working together to craft and support genre-defining games, build legendary worlds, and inspire memories that will last a lifetime. We're humbled by the response, proud of the team, and remain committed to listening to our players and ensuring Diablo continues to exceed expectations for years to come."

*So what are players doing with all this time spent in Diablo IV?*

- 276 billion demons killed since Early Access: nearly 35 times the global population.
- Players have been vanquished over 316 million times
- ...over 5 million of those vanquishings were at the hands of the Butcher.
- But they're not falling alone - players have created a party with friends over 166 million times.
- 163 players have made it to the maximum level in Hardcore mode, where deaths are permanent.

When players haven't been playing Diablo, they've been watching it – *Diablo IV* was the #1 game on Twitch from Early Access on June 1 through June 9, breaking Blizzard records for both hours streamed and watched over a similar period.

**Blessed Mother Lilith is pleased with your devotion, mortals.**

*Diablo IV* is available now, featuring cross-platform play and cross-progression on Windows® PC, Xbox Series X|S, Xbox One, PlayStation®5, PlayStation®4, plus up to four player co-op, including two player couch co-op on consoles.

Learn more at [Diablo4.Blizzard.com](https://Diablo4.Blizzard.com).

For screenshots, video, and other assets, visit the Blizzard Entertainment press site at <https://blizzard.gamespress.com/Diablo-IV>.

\* Fastest selling based on both units and dollars sold through on all platforms through the first five days after launch (through June 10, 2023 for Diablo IV). Sell-through figures based on reporting received from digital partners, retailers, and Blizzard internal records and estimates.

\*\* Per data according to Box Office Mojo by IMDb Pro, and Variety.

**About Blizzard Entertainment, Inc.**

Best known for iconic video game universes including Warcraft®, Overwatch®, Diablo®, and StarCraft®, Blizzard Entertainment, Inc. ([www.blizzard.com](http://www.blizzard.com)), a division of Activision Blizzard (NASDAQ: ATVI), is a premier developer and publisher of entertainment experiences. Blizzard Entertainment has created some of the industry's most critically acclaimed and genre-defining games over the last 30 years, with a track record that

includes multiple Game of the Year awards. Blizzard Entertainment engages tens of millions of players around the world with titles available on PC via [Battle.net](#)<sup>®</sup>, Xbox, PlayStation, Nintendo Switch, iOS, and Android.

**Cautionary Note Regarding Forward-looking Statements:**

Information in this press release that involves Blizzard Entertainment's expectations, plans, intentions or strategies regarding the future, including statements about the availability, pricing, features, and functionality of *Diablo*<sup>®</sup> *IV* are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause Blizzard Entertainment'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 Blizzard Entertainment and Activision Blizzard as of the date of this release, and neither Blizzard Entertainment 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 Blizzard Entertainment 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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