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## Activision Blizzard Media Networks Announces Esports Broadcast Network

*Debuts Enhanced Viewer Experience (EVE) at IAB Digital Content NewFronts 2016*

NEW YORK--(BUSINESS WIRE)-- Today at the IAB Digital Content NewFronts 2016, Activision Blizzard Media Networks (ABMN), a division of Activision Blizzard, Inc. (Nasdaq: ATVI), announced the launch of new content, broadcast experiences and distribution partnerships for its MLG.tv streaming platform.

MLG.tv debuted its Enhanced Viewing Experience (EVE) at the event, a High-Definition video stream with a built-in algorithmic system that provides viewers with match statistics, up-to-the-minute leaderboards and situational insights based on the competition they are watching.

Steve Bornstein, Chairman of ABMN and former CEO of ESPN, took the stage to introduce the network's host, veteran broadcaster and retired professional gamer Chris Puckett. As host of MLG.tv's daily ESR broadcast, Puckett will produce up-to-the-minute premium highlights, interviews and news segments for a new generation of sports fans.

"We're building a network dedicated to the thrill of competition and the passion of the fans," said Bornstein. "MLG.tv will play a defining role in realizing the full potential of this audience by creating meaningful, memorable and shareable content."

"Esports is a cultural phenomenon at its tipping point, and we're excited to work with the IAB to bring this message directly to advertisers as part of the 2016 Digital Content NewFronts," said Mike Sepso, Senior Vice President of ABMN. "The size of our digital network, coupled with our insights into this audience's viewing habits, put us in a unique position to educate the advertising industry on how to safely target these viewers and reach them on their platform of choice."

ABMN will launch this content and more during the MLG Anaheim Open, a two-day Call of Duty®: Black Ops III tournament set to kick off on June 10, 2016. The MLG Anaheim Open will also be the inaugural event as part of a deeper collaboration with Facebook. The collaboration will allow MLG.tv to broadcast live competitions and deliver ESR content to the 1.6 billion people on Facebook.

"Esports is an exciting space and continues to be a growing priority for us," said Dan Reed, Head of Global Sports Partnerships for Facebook. "With over 1.6 billion people on the platform and a growing suite of VOD and live streaming products that partners can use to increase engagement, Facebook is uniquely positioned to help esports fans connect around exciting moments and great esports content. We're thrilled to be working with Activision Blizzard Media Networks, a leader in esports, to help fans enjoy and share a variety of exciting new formats and programming on our platform."

ABMN's NewFronts presentation opened with a video showcasing [the division's record-breaking live championship](#) held last month at Nationwide Arena. Sepso and Puckett were joined by Josh Cella, ABMN's Head of Sales, to present the new content and advertising opportunities to a packed house at the PlayStation Theater in Times Square.

### About Activision Blizzard

Activision Blizzard, Inc., a member of the S&P 500, is the world's most successful standalone interactive entertainment company. We delight over 500 million monthly active users around the world through franchises including Activision's *Call of Duty*®, *Destiny* and *Skylanders*®, Blizzard Entertainment's *World of Warcraft*®, *StarCraft*®, *Diablo*® and *Hearthstone*®: *Heroes of Warcraft*™, and King's *Candy Crush*®, *Pet Rescue*® and *Farm Heroes*®. The company is one of the Fortune "100 Best Companies To Work For®." Headquartered in Santa Monica, California, Activision Blizzard has operations throughout the world, and its games are played in 196 countries. More information about Activision Blizzard and its products can be found on the company's website, [www.activisionblizzard.com](http://www.activisionblizzard.com).

**Cautionary Note Regarding Forward-looking Statements:** Information in this press release that involves ABMN's expectations, plans, intentions or strategies regarding the future, including statements about EVE and the anticipated new content, broadcast experiences and distribution partnerships for the MLG.tv streaming platform, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause ABMN'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 ABMN and Activision Blizzard as of the date of this release, and neither ABMN 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 ABMN 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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