



Call of Duty: Black Ops III Beta Biggest Ever on PlayStation 4

Treyarch's Black Ops III Beta Sets New Standard as the #1 Beta on PlayStation 4

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard (Nasdaq: [ATVI](#)), today confirmed that Treyarch's **Call of Duty®: Black Ops III** Multiplayer Beta, which began on August 19 and ran through August 23, has become the largest beta in PlayStation®4 (PS4™) history.

Millions of gamers downloaded and played the beta, which provided critical feedback and technical data at scale for the Treyarch development team to further fine-tune and polish in preparation for the November 6 launch of **Call of Duty: Black Ops III**.

"This is about making sure we deliver to our fans the best possible game at launch," said Rob Kostich, senior vice president and general manager of Call of Duty®, Activision Publishing. "Becoming the biggest beta on PS4 speaks to the excitement felt by gamers and the quality of work by Treyarch. And remember, this beta is just a fraction of the overall multiplayer experience and a portion of what's coming on November 6 when the full game - spanning campaign, multiplayer and Zombies hits worldwide."

"We've been looking forward to getting the game into the hands of the people that matter most - the fans," said Mark Lamia, studio head of Treyarch. "We can't thank them all enough for participating and providing us with invaluable feedback and data that Treyarch is already hard at work incorporating into the game for launch. Our goal is to deliver the best Day One experience possible and this beta - along with the input from our passionate community of fans - has helped position us to do just that."

"Played by millions of PlayStation fans around the world, the response to the beta was massive and shows the strength when bringing together the best-selling console franchise with the best-selling game console," said Adam Boyes, VP of Publisher and Developer Relations, Sony Computer Entertainment America. "Signaling an impressive start of a new era for PlayStation and this famed franchise, there was no better way to welcome Call of Duty to its new home on PlayStation 4."

The **Call of Duty: Black Ops III** beta set new marks on PS4 delivering the most downloads, gameplay sessions and hours of gameplay to date, according to Activision and Sony PlayStation.

Call of Duty: Black Ops III is in development at Treyarch for PlayStation®4 computer entertainment system, Xbox One, the all-in-one games and entertainment system from Microsoft and PC. The **Call of Duty: Black Ops III** multiplayer beta is available now on Xbox One and PC.

For the latest intel, check out: www.callofduty.com, www.youtube.com/callofduty or follow @Treyarch and @CallofDuty on Twitter and [Instagram](#) and [Facebook](#). **Call of Duty: Black Ops III** is not yet rated.

About Treyarch

Treyarch is a video game studio, driven by the desire to create epic gameplay experiences that are enjoyed by as many video game fans as possible. It is an approach that has helped to make the studio an industry-leading game developer, whose *Call of Duty: Black Ops II* set world-wide launch day records, and whose previous game *Call of Duty: Black Ops* set an entertainment launch opening record upon its release in 2010 and continues to be one of the best-selling games of all time, according to NPD and GfK Chart-Track. Treyarch is wholly owned by Activision Publishing, Inc.

About Activision Publishing, Inc.

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