



Stephen Curry and Shaquille O'Neal Lip Synch to Ed Sheeran's "Sing" in World Premiere Video Playable in Guitar Hero® Live

Basketball Stars Joined By Erin Andrews, King Bach and More Than 150 Guitar Hero Fans

More than 100,000 Clips Were Viewed More than 100 Million Times via musical.ly Mobile App in Just Ten Days

SANTA MONICA, Calif.--(BUSINESS WIRE)-- The results are in! Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), today unveiled the first crowd-sourced video generated for *Guitar Hero Live* through a user-driven contest that asked fans to submit clips of themselves lip-synching along to Ed Sheeran's hit song "Sing" via the musical.ly mobile app. Based on musical.ly analytics, the contest generated more than 100,000 videos that have already collectively been watched more than 100 million times in ten days.

The music video featuring notable athletes and celebrities like basketball MVP **Stephen Curry**, legendary basketball player **Shaquille O'Neal**, sports broadcaster **Erin Andrews**, and Vine star **King Bach** is now playable in GHTV, *Guitar Hero Live*'s online playable music video network, and is also viewable now [here](#). The submissions were edited together and animated by veteran music video editor Alan Chimenti (editor of Katy Perry's "Roar," among many more).

"From basketball MVP Stephen Curry to fans lip-synching with drones and dancing on hover boards, it's been absolutely incredible to see the creative responses we got for the *Guitar Hero TV Star* contest," said Tim Ellis, CMO of Activision Publishing, Inc. "With GHTV, we can create unique playable music experiences, such as capturing footage from live concerts and transforming fan-submitted music videos into a playable experience. We couldn't be happier with the response."

"It's extremely rewarding to see [musical.ly](#) users contribute to such an exciting and fun music video," said Jun Zhu, co-CEO and co-founder of [musical.ly](#). "We're thankful to Activision and Guitar Hero for giving our users a chance to showcase their talents in the game. As a content platform, [musical.ly](#) is unique in its ability to encourage creativity and collaboration between users, artists, and brands, and we're excited for future opportunities to showcase the creative potential of the [musical.ly](#) community."

GHTV, the world's first playable music video network, is a revolutionary way to play Guitar Hero, allowing fans to play along to hundreds of official music videos, from the newest releases to favorite hits. And with the premiere of the fan-sourced music video for Ed Sheeran's "Sing," players will be able to jam along to the first ever crowd-sourced music video in GHTV.

Guitar Hero Live is available now on PlayStation®4 and PlayStation®3 computer entertainment systems, Xbox One, the all-in-one games and entertainment system, Xbox 360 games and entertainment system from Microsoft, the Wii U™ console as well as Apple TV and iPad, iPhone and iPod touch. For more information, please visit <http://www.guitarhero.com>, www.facebook.com/GuitarHero, www.youtube.com/guitarhero, or follow @guitarhero on Twitter and Instagram.

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About Activision Publishing

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world and is a division of Activision Blizzard (NASDAQ: ATVI), an S&P 500 company. More information about Activision and its products can be found on the company's website, www.activision.com or by following [@Activision](#).

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