

Video game smashes 'Avatar' movie milestone

Call of Duty: Modern Warfare 3 has become the fastest selling piece of entertainment to generate \$1bn in sales, usurping movie smash-hit *Avatar*



- Achieved milestone within 16 days of going on sale on Nov 8, ahead of *Avatar*'s 17 days in 2009
- Has 30 million players – matching populations of New York, London, Tokyo and Paris combined
- Sold 6.5 million copies in UK and U.S. on its first day on sale – rate of 75 copies a second

▶ TOP TEN GLOBAL VIDEO GAME SALES (week ending Dec 3)

■ Weekly sales

■ (Total sales to date)

1	Mario Kart 7 3DS (1 week in chart)	728,628	
2	Call of Duty: MW3 Xbox 360 (4 weeks)	649,812	(9,206,670)
3	Just Dance 3 Wii (9 weeks)	615,647	(2,757,006)
4	Call of Duty: MW3 PS3 (4 weeks)	571,635	(7,113,301)
5	Super Mario 3D Land 3DS (5 weeks)	543,389	(2,112,166)
6	Kinect Adventures! Xbox 360 (57 weeks)	512,772	(12,554,699)
7	Kidou Senshi Gundam PS3 (1 week)	343,210	
8	Zelda: Skyward Sword Wii (3 weeks)	324,603	(1,502,306)
9	The Elder Scrolls V Xbox 360 (4 weeks)	294,007	(3,039,149)
10	AC: Revelations PS3 (3 weeks)	288,499	(1,491,966)

