

Microsoft fights for Activision deal

Microsoft says it will abandon its planned \$69 billion deal to buy Activision Blizzard if it does not include the *Call of Duty* franchise

**ACTIVISION
BLIZZARD**

CALL OF DUTY

June 2022:

Activision
says games
have sold **425m**
copies, generating
\$30bn in revenue

Other franchises:
Tony Hawk
Crash Bandicoot
World of Warcraft
Diablo
Overwatch
Candy Crush
Farm Heroes

TEN MOST EXPENSIVE VIDEO GAME ACQUISITIONS

| Acquirer | Target | Year | Deal value (\$ billions) |
|----------------------|---------------------|-------|--------------------------|
| Microsoft | Activision Blizzard | 2023* | 68.7 |
| Take Two Interactive | Zynga | 2022 | 12.7 |
| Tencent | Supercell | 2016 | 8.6 |
| Microsoft | ZeniMax Media | 2020 | 8.1 |
| Activision Blizzard | King | 2015 | 5.9 |
| ByteDance | Moonton | 2021 | 4.0 |
| Sony | Bungie | 2022 | 3.6 |
| Microsoft | Mojang | 2014 | 2.5 |
| EA | Glu Mobile | 2021 | 2.4 |
| Facebook (now Meta) | Oculus VR | 2014 | 2.0 |

OPPOSITION

Regulators are wary of Microsoft's leading position in cloud gaming, and **Sony** are concerned that control of *Call of Duty* could see game excluded from **PlayStation** consoles

*Pending regulatory approval

Sources: Bloomberg, BBC, Games Radar, Washington Post

Picture: Activision

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