



September 13, 2017

## New Virtual Ticket Brings More of BlizzCon® to You Than Ever Before

*This year's Virtual Ticket is enhanced with live coverage of every stage, an all-access channel, and more*

*Kick off the party now with the first in-game item and several new video series, now live at [BlizzCon.com](http://BlizzCon.com)*

IRVINE, Calif.--(BUSINESS WIRE)-- The BlizzCon® Virtual Ticket has leveled up! Blizzard's two-day gaming convention returns to Anaheim, California November 3-4, and for those unable to attend in person, Blizzard has expanded the Virtual Ticket with more show coverage than ever before. For the first time, Virtual Ticket holders will have access to every stage at BlizzCon, a new all-access channel, and special events featuring streamers, voice actors, and community creators. Anyone looking to enjoy BlizzCon from home can purchase a Virtual Ticket now through the Blizzard Shop.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170913006394/en/>

"BlizzCon is a celebration for our entire community, including those joining us from their homes around the world. With that in mind, we've updated this year's Virtual Ticket experience to cover even more of the show—including expanding our live coverage to all the stages," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're excited to bring people closer to BlizzCon than ever before, and we can't wait for everyone at home and attending in person to join us."

The **new BlizzCon All-Access channel** will serve as the official Virtual Ticket tour guide all weekend as hosts take viewers around the show floor, behind the scenes, and deeper into the games through exclusive interviews. For those who can't wait to get started, the season of BlizzCon starts today at [www.blizzcon.com](http://www.blizzcon.com), where gamers can watch several series of **all-new videos**, which will have new episodes regularly in the weeks leading up to the convention. These videos will cover subjects ranging from Blizzard music to cosplay to behind-the-scenes insights from developers, and some of this content will only be available to Virtual Ticket holders as a special thank-you for their purchase.

In addition to the game developer discussions, main stage events, community contests, and other great content that is a mainstay of the BlizzCon experience, the enhanced Virtual Ticket also includes:

- | BlizzCon in-game goodies for your favorite Blizzard games, including *World of Warcraft*® faction-specific mounts available in-game **starting today**: the Stormwind Skychaser (Alliance) and Orgrimmar Interceptor (Horde).
- | A customizable viewing playlist, making it easy for Virtual Ticket holders to catch all their favorite moments live.
- | On-demand replays available for a month after the show, giving viewers plenty of time to catch every bit of the action.
- | An enhanced esports-viewing experience, including the BlizzCon Opening Week competition.
- | The option to pre-purchase this year's BlizzCon Goody Bag (while supplies last)—a backpack full of real-world loot representing your favorite Blizzard games—at a \$10 (USD) discount.
- | A front-row seat to more than 60 hours of BlizzCon content from wherever you are.

As always, coverage of the BlizzCon opening ceremony and this year's esports tournaments—including the global championships for StarCraft II, Heroes of the Storm, and World of Warcraft; the Hearthstone Inn-vitational and Tavern Vs. Tavern finals; and the finals of the Overwatch World Cup—will be streamed for free in HD at [www.blizzcon.com](http://www.blizzcon.com).

To learn more or purchase this year's Virtual Ticket for \$39.99 (USD), visit the [Blizzard Shop](http://Blizzard Shop), and to stay up-to-date on the latest BlizzCon news, keep an eye on [www.blizzcon.com](http://www.blizzcon.com).

### About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*®, *Hearthstone*®, *Overwatch*®, the *Warcraft*®, *StarCraft*®, and *Diablo*® franchises, and the multi-franchise *Heroes of the Storm*®, Blizzard Entertainment, Inc. ([www.blizzard.com](http://www.blizzard.com)), a division

of Activision Blizzard (NASDAQ: ATVI), is a premier developer and publisher of entertainment software renowned for creating some of the industry's most critically acclaimed games. Blizzard Entertainment's track record includes twenty-one #1 games\* and multiple Game of the Year awards. The company's online gaming service, Blizzard [Battle.net](#)<sup>®</sup>, is one of the largest online-gaming services in the world, with millions of active players.

*\*Sales and/or downloads, based on internal company records and reports from key distribution partners.*

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Blizzard Entertainment's expectations, plans, intentions or strategies regarding the future, including statements about the dates, event plans and features of BlizzCon and the pricing, features and functionality of the BlizzCon Virtual Ticket, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause Blizzard Entertainment'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 Blizzard Entertainment and Activision Blizzard as of the date of this release, and neither Blizzard Entertainment 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 Blizzard Entertainment 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.

View source version on [businesswire.com](http://www.businesswire.com/news/home/20170913006394/en/): <http://www.businesswire.com/news/home/20170913006394/en/>

Blizzard Entertainment, Inc.  
Rob Hilburger  
VP, Global Corporate Communications  
949.955.1380 x13228  
[rhilburger@blizzard.com](mailto:rhilburger@blizzard.com)

or  
Andrew Reynolds  
Director, Global Public Relations  
949.955.1380 x14301  
[areynolds@blizzard.com](mailto:areynolds@blizzard.com)

or  
Ana-Luisa Mota  
Global Public Relations Manager  
949.955.1380 x14066  
[amota@blizzard.com](mailto:amota@blizzard.com)

Source: Blizzard Entertainment, Inc.

News Provided by Acquire Media