



January 16, 2015

## Activision Delivers Top Global Games of 2014: *Call of Duty: Advanced Warfare* #1 Top-Selling Video Game; *Skylanders Trap Team* #1 Kids Video Game; *Destiny* #1 New Video Game IP

***Skylanders Trap Team* Outsells Nearest Competitor Globally by 17%; *Skylanders Franchise* 30% Bigger than Nearest Competitor Globally**

***Call of Duty: Advanced Warfare* Top-selling Console Game of 2014 Globally; #1 Gaming Franchise in US for Sixth Straight Year**

***Destiny* is #2 Top-Selling Video Game in the US Based on Revenue; Biggest New Video Game Franchise Launch in History**

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), delivered the top-selling console video game of 2014 with ***Call of Duty®: Advanced Warfare*** and the top-selling kids video game in the world with ***Skylanders Trap Team***.<sup>1</sup> ***Call of Duty: Advanced Warfare*** topped the U.S. charts for 2014 and claimed the title of the #1 top-selling console game of 2014 globally.<sup>1</sup> *Call of Duty* is also the #1 franchise in the U.S. for the sixth year in a row in the U.S., based on revenue.<sup>2</sup> ***Skylanders® Trap Team*** is the #1 top-selling kids video game globally, and *Skylanders* is the #1 kids video game franchise of the year in the U.S. and globally, for the third year in a row, based on retail sell-through including toys and accessories.<sup>1</sup>

"We'd like to thank our fans for making ***Call of Duty: Advanced Warfare*** the #1 top-selling video game in the world, ***Skylanders Trap Team*** the top-selling kids game in the world and ***Destiny*** the #1 new video game IP of 2014," said Eric Hirshberg, CEO of Activision Publishing. "As much fun as we had making these games, we've had even more fun playing alongside you. Stay tuned. We have more exciting games in store for fans this year."

In addition to these wins, ***Destiny***, the epic new game from Activision and Bungie, is the #2 top-selling console game among all titles in the U.S. in 2014, based on revenue.<sup>2</sup> ***Destiny*** is also the top-selling new video game IP of the year and had the biggest launch of a new video game franchise in history.<sup>1</sup> And *Skylanders* continued to lead the 'Toys to Life' category for the third consecutive year.

"*Skylanders* continues its leadership position as the #1 kids video game franchise globally as well as in the U.S. by wide margins. As a global franchise in 2014, *Skylanders* is 30% bigger than its nearest competitor. And ***Skylanders Trap Team*** outsold its nearest competitor globally by 17%," said Eric Hirshberg, CEO of Activision Publishing. "As the creators of the 'Toys to Life' category, we are thrilled to continue to lead it for the third consecutive year."

***Call of Duty: Advanced Warfare*** is developed by Sledgehammer Games for Xbox One, the all-in-one games and entertainment system from Microsoft, PlayStation®4 computer entertainment system and PC, and is available via direct digital download. A current gen version for Xbox 360 games and entertainment system from Microsoft and PlayStation®3 computer entertainment system is also available. The title is rated M for Mature with Blood and Gore, Drug Reference, Intense Violence and Strong Language.

For the latest intel, check out: [www.callofduty.com](http://www.callofduty.com), [www.facebook.com/callofduty](http://www.facebook.com/callofduty), [www.youtube.com/callofduty](http://www.youtube.com/callofduty) or follow @CallofDuty on [Twitter](#) and [Instagram](#).

***Skylanders® Trap Team*** introduces a ground-breaking innovation that lets Portal Masters "trap" the most wanted villains in Skylands and then play as them in the game in the battle for good. The game offers an unprecedented new addition to the game's play pattern in the form of *Traptanium™* Traps. When this new type of toy is placed into the *Traptanium Portal™*, Portal Masters can "capture" a variety of special villains from the game and magically transport them from Skylands into the real world -- effectively bringing life to toys. Additionally, ***Skylanders Trap Team*** advances the gaming industry by offering the full AAA game experience on both tablet and console for the first time ever.

The fourth installment of the award-winning, \$2 billion game franchise, ***Skylanders Trap Team*** is playable with more than 175 unique toys from all previous *Skylanders* games. Every character is able to defeat and trap villains using *Traptanium™*

Traps, providing fans more ways to enjoy their collections. The game is available on the following platforms: Nintendo's Wii™ system and Nintendo's Wii U™ system; a variety of iPads®, Kindle Fire and Android tablets; Xbox One and Xbox 360 games and entertainment systems from Microsoft; PlayStation® 3 and PlayStation® 4 computer entertainment systems from Sony. A different adventure is also available on the Nintendo 3DS™ hand-held system. For more information, please visit: [www.skylanders.com](http://www.skylanders.com) and [Activision.com/presscenter](http://Activision.com/presscenter).

**Destiny** casts players as a Guardian of the last city on Earth, able to explore the ancient ruins of our solar system in a social, living universe filled with other players. Players will journey through environments spanning the red dunes of Mars to the lush jungles of Venus while creating their own legend as they and their friends venture out into the stars to reclaim the treasures and secrets lost after the collapse of humanity. Over the course of their adventures, players will become more powerful as they wield rare and exotic weapons, gear, and super abilities.

**Destiny** is rated T for Teen by the ESRB (Animated Blood and Violence), and is available now for the PlayStation®4 computer entertainment system (PlayStation Plus required for some features), PlayStation®3 computer entertainment system, Xbox One, the all-in-one games and entertainment system and Xbox 360 games and entertainment system from Microsoft (Xbox Live Gold required for some features).

For more information, visit [www.DestinyTheGame.com](http://www.DestinyTheGame.com). For exclusive updates, follow the official **Destiny** social channels at [www.facebook.com/DestinyTheGame](http://www.facebook.com/DestinyTheGame) and @DestinyTheGame on Twitter, and interact directly with the developers at [www.Bungie.net](http://www.Bungie.net).

### **About Activision Publishing, Inc.**

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

© 2015 ACTIVISION, CALL OF DUTY, CALL OF DUTY ADVANCED WARFARE, SKYLANDERS, SKYLANDERS TRAP TEAM, TRAPTANIUM, TRAPTANIUM PORTAL are trademarks of Activision Publishing, Inc.

© 2015 Bungie, Inc. All rights reserved. Destiny, the Destiny Logo, Bungie and the Bungie Logo are among the trademarks of Bungie, Inc. Published and distributed by Activision.

"PlayStation" and "PS3" are registered trademarks. "PS4" is a trademark of Sony Computer Entertainment Inc.

All other trademarks or trade names are the properties of their respective owners.

<sup>1</sup> Based on physical game unit sell-through data, according to NPD, GfK, and Activision internal estimates.

<sup>2</sup> Based on physical game unit-sell through, according to NPD.

Activision Publishing, Inc.  
Monte Lutz, 310-496-5231  
[Monte.lutz@activision.com](mailto:Monte.lutz@activision.com)

Source: Activision Publishing, Inc.

News Provided by Acquire Media