



Call of Duty: Black Ops 4 Community Reveal Most Watched Game Reveal in Call of Duty History

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Return of Most Played Series in Call of Duty Sets Franchise Record for Reveal

Call of Duty Players, Fans, Content Creators and Celebrities Joined the Black Ops 4 Reveal

Deepest, Most Engaging Black Ops Ever Offers More Ways to Have Fun with Friends

SANTA MONICA, Calif.--(BUSINESS WIRE)--May 23, 2018-- Last week's highly-anticipated reveal of Activision's **Call of Duty®: Black Ops 4** delivered a record-setting debut with its livestream setting new marks for the most watched game reveal in Call of Duty® history. The reveal livestream broke franchise records, including the most day one views as well as the highest concurrent viewers, while also blanketing social media as the #1 trending topic on Twitter globally during the broadcast. Views from the reveal event have already surpassed 80 million, including the livestream, official trailers and content creator videos.

"The excitement for **Black Ops 4** from fans all over the world has been amazing. It's an extraordinary bond our community has with this series and we're incredibly thankful for their support," said Rob Kostich, EVP and GM, Call of Duty. "The **Black Ops 4** reveal trended #1 globally on Twitter, it broke franchise records for the most watched reveal in our history, and content from our community reveal event has already been viewed over 80 million times. Initial pre-orders are also strong through week one of reveal, and above last year."

The **Black Ops** series is the most played in **Call of Duty** with more than 200 million players and 15 billion hours played throughout its lifetime. **Black Ops 4** is the hotly-anticipated follow up to **Call of Duty®: Black Ops III**, which was 2015's #1 console game globally. Hosted by award-winning studio developer, Treyarch, the **Black Ops 4** reveal livestream was broadcast worldwide in ten languages, featuring first looks at the game's all-new multiplayer and Zombies modes, as well as **Black Ops**' new battle royale-inspired mode, Blackout.

Developed by Treyarch, **Black Ops 4** is scheduled for release on PlayStation 4, Xbox One and PC on October 12th. Fans can pre-order now and get access to the private **Call of Duty: Black Ops 4** Multiplayer Beta*. **Black Ops 4** for thePC will be available exclusively on Battle.net, Blizzard Entertainment's online gaming service.

Call of Duty: Black Ops 4 is a gritty, grounded militarized **Black Ops** experience which bridges the worlds of **Call of Duty®:Black Ops II** and **Black Ops III**. For the first time, the fiction of the game is rooted in the multiplayer universe. **Black Ops 4 Zombies** includes the biggest launch offering in series history with three unique experiences, while Blackout mode delivers an experience that's uniquely **Black Ops** featuring characters, weapons and gear from across the series on the biggest map in franchise history.

Call of Duty: Black Ops 4 is published by Activision, a wholly-owned subsidiary of Activision Blizzard (NASDAQ: ATVI), and developed by Treyarch with additional development support from Raven Software and PC development with Beenox. For more information and the latest intel check out: www.callofduty.com, www.youtube.com/callofduty and follow @Treyarch and @CallofDuty on Twitter and Instagram and Facebook.

**Actual platform availability and launch date(s) subject to change. Beta may begin on different dates for each platform. See www.callofduty.com/beta for more details. Minimum Beta duration is 3 days. Limited time only, while beta codes last, at participating retailers. Internet connection required.*

About Treyarch

Treyarch is an award-winning video game studio, driven by the desire to create epic gameplay experiences that are enjoyed by as many video game fans as possible. It is an approach that has helped to make the studio behind the **Call of Duty: Black Ops** series of games, an industry-leading developer. **Call of Duty: Black Ops** set an entertainment launch opening record upon its release in 2010 and continues to be one of the best-selling games of all time, according to NPD and GfK Chart-Track; **Call of Duty: Black Ops II** set world-wide launch day records; and the studio's most recent **Call of Duty: Black Ops III** held the biggest entertainment opening weekend of 2015, and was the #1 console game globally for the calendar year. Additionally, Treyarch is the birthplace of **Call of Duty's** Zombies. Treyarch is wholly owned by Activision.

About Activision

Headquartered in Santa Monica, California, Activision 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](https://twitter.com/Activision).

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future, including statements about the expected release date, features and beta of **Call of Duty: Black Ops 4**, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause Activision Publishing'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 10K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing 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 Activision Publishing 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.

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Source: Activision Publishing, Inc.

Activision Publishing, Inc.
Kelvin Liu
Senior Manager, Public Relations
310.255.2213
kelvin.liu@activision.com