

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT PURSUANT
TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported) February 9, 2005
(February 9, 2005)

ACTIVISION, INC.

(Exact Name of Registrant as Specified in Charter)

Delaware	0-12699	95-4803544
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(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(IRS Employer Identification No.)
3100 Ocean Park Blvd., Santa Monica, CA		90405
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(Address of Principal Executive Offices)		(Zip Code)

(310) 255-2000
Registrant's telephone number, including area code

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to
simultaneously satisfy the filing obligation of the registrant under any of the
following provisions (see General Instruction A.2. below):

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17
CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR
240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the
Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the
Exchange Act (17 CFR 240.13e-4(c))

Item 7.01. Regulation FD Disclosure.

On February 9, 2005, after the market close, some of Activision, Inc.'s
directors, officers, and employees sold, on an individual basis, a total of
7,099,527 shares of their common stock in a block sale transaction to Citigroup
Global Markets Inc.

None of the selling stockholders sold more than one-third of their respective
total holdings of common stock and options. This is the first sale of common
stock by either the Chairman or the Co-Chairman since May 2002.

The sales were conducted in a single block transaction to obtain the benefits of
an orderly sale. The sales were also made to take advantage of a brief trading
window and do not reflect any individual or collective judgment about the
company's prospects. The sales were made to enable senior management to
diversify their personal holdings.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the
registrant has duly caused this report to be signed on its behalf by the
undersigned hereunto duly authorized.

Date: February 9, 2005

ACTIVISION, INC.

By:/s/ Ronald Doornink

Name: Ronald Doornink
Title: President

