



■ Activision Blizzard

Page Discussion

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Activision Blizzard, Inc., often referred to as **ABK** (**Activision-Blizzard-King**), or **Acti-Blizz**, is an American video-game holding company.

Activision Blizzard currently includes five business units:

- Activision Publishing
- Blizzard Entertainment
- King
- Major League Gaming
- Activision Blizzard Studios

Microsoft acquired Activision Blizzard for \$68.7 billion on 13 October 2023. Activision Blizzard is a subsidiary of Microsoft Gaming along with Xbox Game Studios and ZeniMax Media.

Products and franchises [edit |

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- *Call of Duty* (Activision)
- *Crash Bandicoot* (Activision)
- *Guitar Hero* (Activision)
- *Skylanders* (Activision)
- *Spyro the Dragon* (Activision)
- *Tony Hawk's (series)* (Activision)
- *Diablo (series)* (Blizzard)
- *Hearthstone* (Blizzard)
- *Heroes of the Storm* (Blizzard)
- *Overwatch* (Blizzard)
- *StarCraft* (Blizzard)
- *WarCraft* (Blizzard)
- *Candy Crush Saga* (King)

Incidents [edit |

edit source]

Removing access to MWII(2022) and MWIII(2023) through the Call of Duty HQ (2025)

Account lock and forced arbitration (2024) [edit |

Activision Blizzard, Inc.



Basic information

Founded	July 9, 2008
Legal structure	Subsidiary
Industry	Video games
Official website	https://activisionblizzard.com

Account lock and forced arbitration (2024) [[edit](#) | [edit source](#)]

Main article: Activision Blizzard account lock and forced arbitration

Activision Blizzard blocked access to Blizzard services, requiring customers to accept [forced arbitration](#) terms in the updated Blizzard [end-user license agreement](#) (EULA).

Termination of Blizzard's contract with NetEase (2023) [[edit](#) | [edit source](#)]

Mainland China lost access to Blizzard's main titles for over a year as a result of licensing agreements going unmet.^{[*[citation needed](#)*]} Following this Overwatch was review-bombed on [Steam](#) and, eventually, acquired by Microsoft Gaming.^{[*[citation needed](#)*]}

Call of Duty selling AI-generated content (2024) [[edit](#) | [edit source](#)]

In late 2024, Activision introduced multiple pieces of content to *Call of Duty: Black Ops 6* that were AI-generated.^{[1][2]} This content was additionally paywalled, which further upset fans online.^[2] It was not originally disclosed to consumers that this content was in-fact AI-generated, and it was not until Valve changed Steam's disclosure policies that it was confirmed publicly that this content was generated using AI software.^[3]



An example of one of the paid AI generated loading screens for Call of Duty: Black Ops 6

H2M mod bait and switch (2024) [[edit](#) | [edit source](#)]

On August 15th, 2024, the Twitter account for the creators of the H2 Multiplayer Mod (a fan-made mod for *Call of Duty: Modern Warfare Remastered*) announced they had received and were complying with a cease and desist order on behalf of Activision effective immediately.^[4] This occurred on the day before the mod was supposed to be released. Weeks prior, Activision put *Call of Duty: Modern Warfare Remastered* on sale on Steam in order to drive sales in anticipation of the mod's release, as possessing a licensed copy of the game was a prerequisite in order for the mod to function. Fans immediately derided the move as a deliberately timed act, subsequently mass refunding and review bombing *Call of Duty: Modern Warfare Remastered* on Steam in protest of the C&D.^[5]

Microtransaction (MTX) overload [[edit](#) | [edit source](#)]

Main article: DLC Overload

Activision is well-known for its excessive usage of microtransactions, with \$1.34B in Q1 2021,^[6] and further peaks, such as \$5.1B in 2022.^[7] It is clear that Activision is highly incentivized to generate as much revenue via microtransactions, going so far as to contribute to the detriment of the games according to fans.^{[8][9]} The cosmetics seen inside Black Ops 6 are reported to be the most distracting in the franchise to-date.^[10]

Blizzard is additionally not innocent of pumping their content with MTX, with one of the most egregious examples being Overwatch 2.^[11] The microtransactions among this game has sparked controversy among the community as well.^[12] Other Blizzard IPs are also not safe from this either, such as WarCraft,^{[13][14]} Diablo,^{[15][16][17]} and Starcraft.^[18]

Patents [[edit](#) | [edit source](#)]

Patent	Name	Summary Of Invention	Consumer Related Drawback
	System and method for driving	The patent lays the ground for a dynamically adjusting	This patent includes a method to check quality factors such as facial expressions, body language, or "other observable metrics related to gameplay" in real time. That includes access to connected

US20160005270A1 ↗	microtransactions in multiplayer video games	matchmaking system to ensure a positive experience for players in order to increase microtransactions.	cameras like webcams. This clearly violates the consumer's privacy, especially without dedicated notice of such practices as in presumably Call of Duty Black Ops 6. Source video, needs solid verification of loaded DLLs ↗ How to list DLLs ↗
US11896905B2 ↗	Methods and systems for continuing to execute a simulation after processing resources go offline	To simulate gameplay of NPCs, the system may identify end user devices (e.g., gaming consoles, personal computers, smartphones, etc.) that are connected to the system through a network and are available to participate in a simulated NPC gameplay session.	This patent essentially describes how a botnet is created in the consumer's network, which is outright stealing resources to train the company's NPC AI even after closing the game. Further misuse of affected network devices is very well possible, thanks to unclear language like "an agent [...] may program one or more physical processors of end user device[s]". This seems to be already happening with Call of Duty Black Ops 6. The game is reported to still run in the background even after closing it. You need to use the Windows task manager on PC to fully close the game's process. There are also tutorials online on how to completely close the game on console.

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