ACTIVISION BLIZZARD (ATVI)

87.47

↑ +22.08
(+33.77%)

EXTENDED HOURS

we have our eyes firmly on this big deal that was announced

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Microsoft buying Activision Blizzard could really hurt GameStop: analyst

Brian Sozzi
Jan. 19, 2022 6:23 AM ET · 2 min read

MSFT -2.43%   ESPIX -1.84%   GME -6.64%   ATV

Microsoft's purchase of gaming publisher Activision Blizzard for $68.7 billion could bring pain to struggling retailer GameStop.

"Microsoft's acquisition of Activision Blizzard changes the scope of key inputs into our prospective GameStop model. Both companies are key vendors to GameStop. A combo fortifies