

Activision Blizzard Revenue Analysis

Source of Data: Activision Blizzard Annual Reports, Statista Activision Blizzard Report.

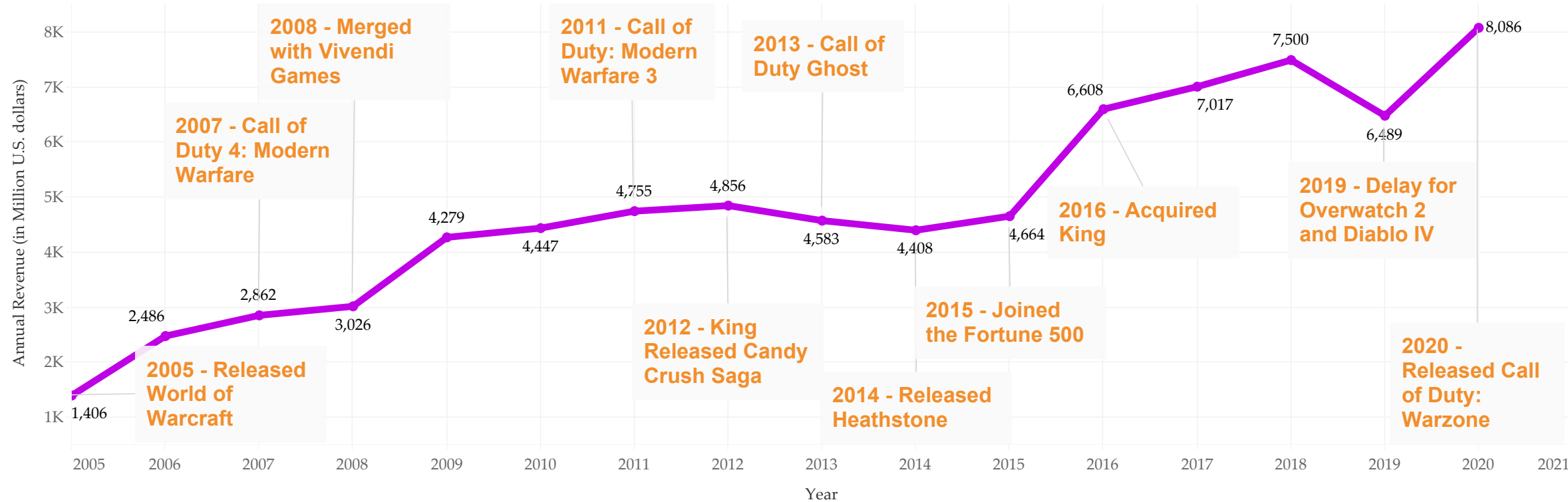
LOGICS:

- Take an overview of Activision Blizzard’s history with its revenue & income
- See Activision Blizzard’s segmented revenue to understand its strength, weakness, & the trend of sources of revenue

| | | |
|---|--|--|
| Revenue \$8.09 Billion Year: 2020 | Net Income \$2.99 Billion Year: 2020 | Ranked 7th in gaming revenue among public companies worldwide Year: 2020-2021 |
|---|--|--|

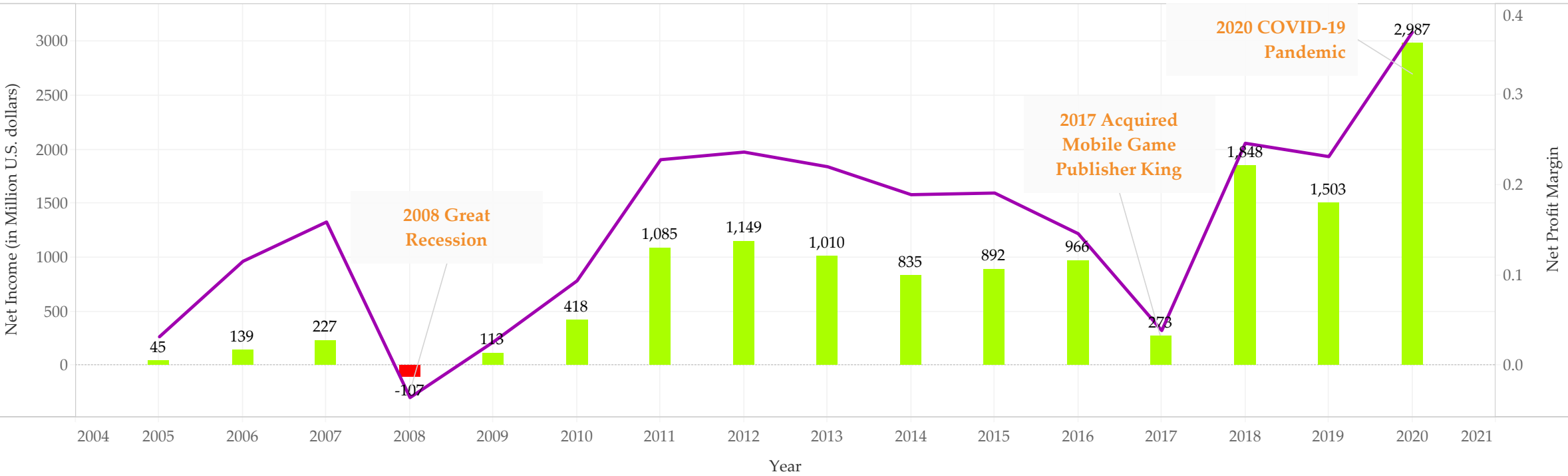
Company Overview, Income, & Company Ranking

Revenue by Year (in Million U.S. dollars)& Main Events



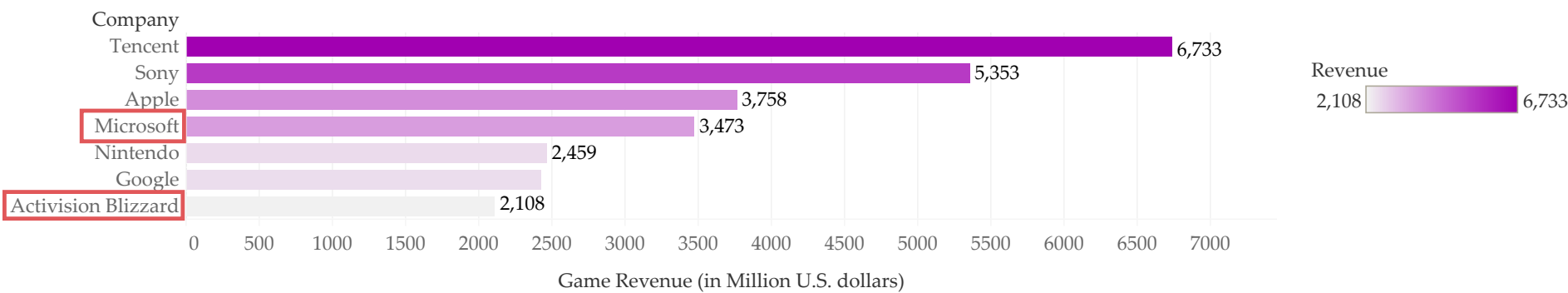
Net Income & Net Income Margin by Year (in Million U.S. dollars)

Net Income Margin = Net Income/Revenue



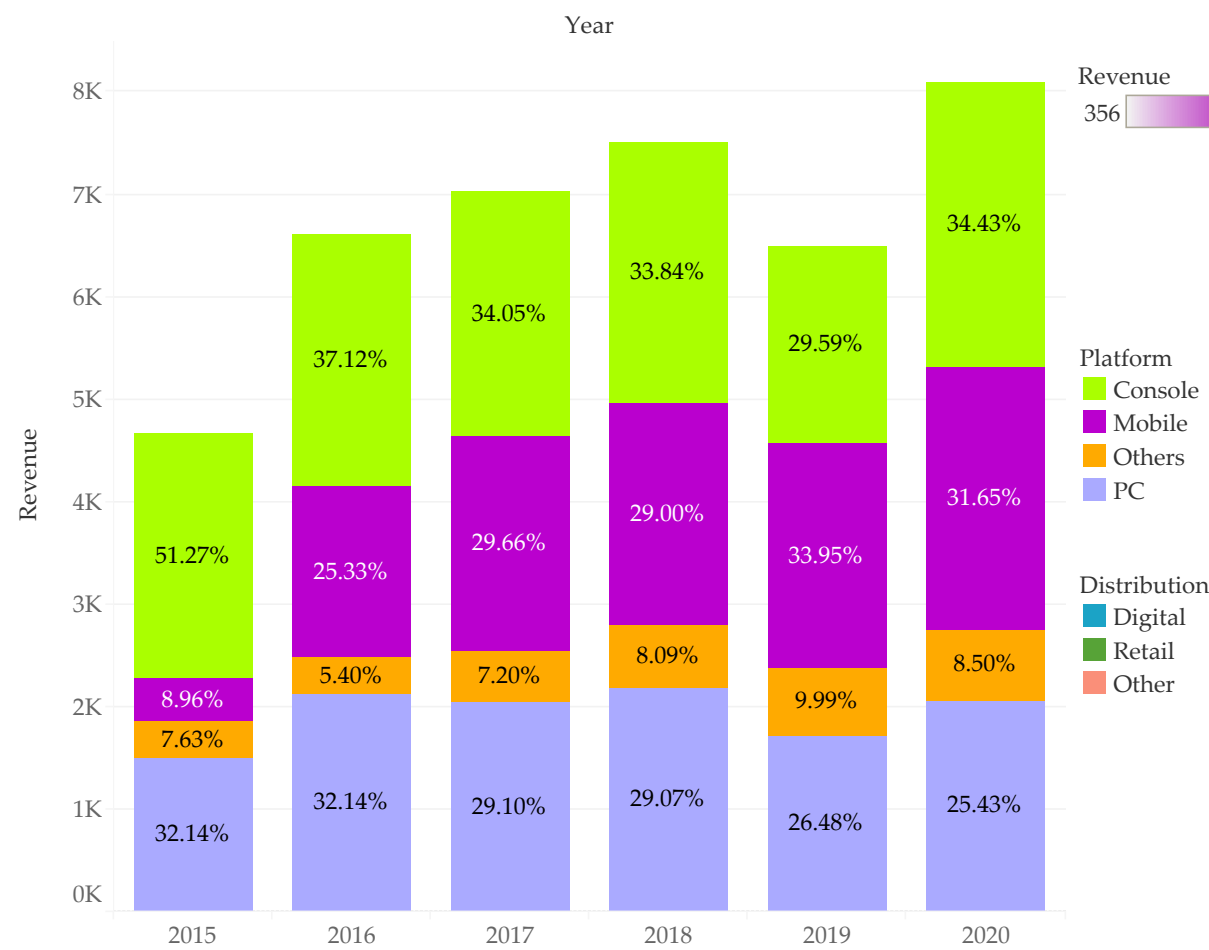
Gaming Revenue of Leading Public Companies Worldwide during Q4 2020 (in Millions U.S. dollars)

Activision Blizzard: Ranked 7th Worldwide



Revenue by Platform & Distribution Channel

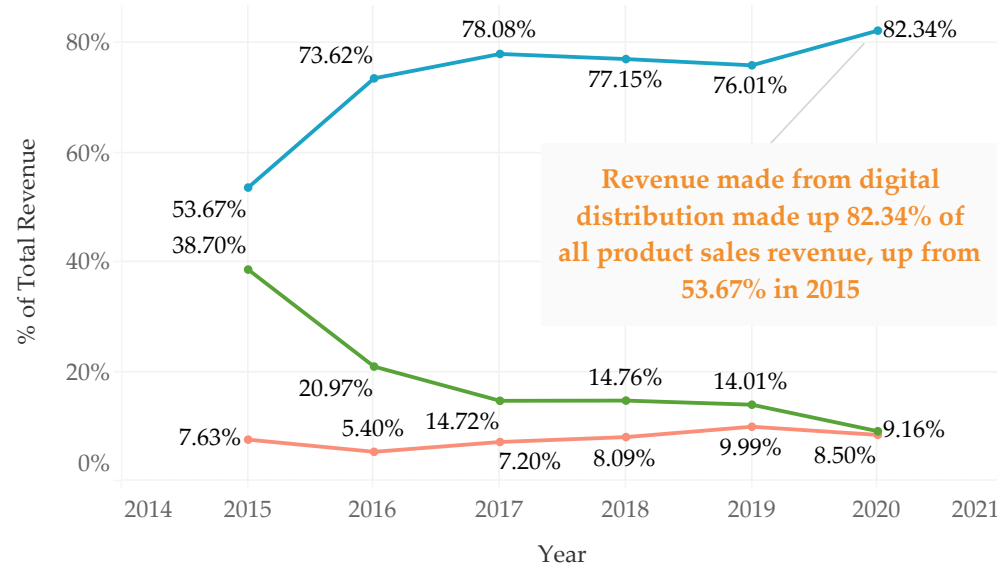
Revenue By Platform, 2015-2020



Revenue by Platform table, 2015-2020

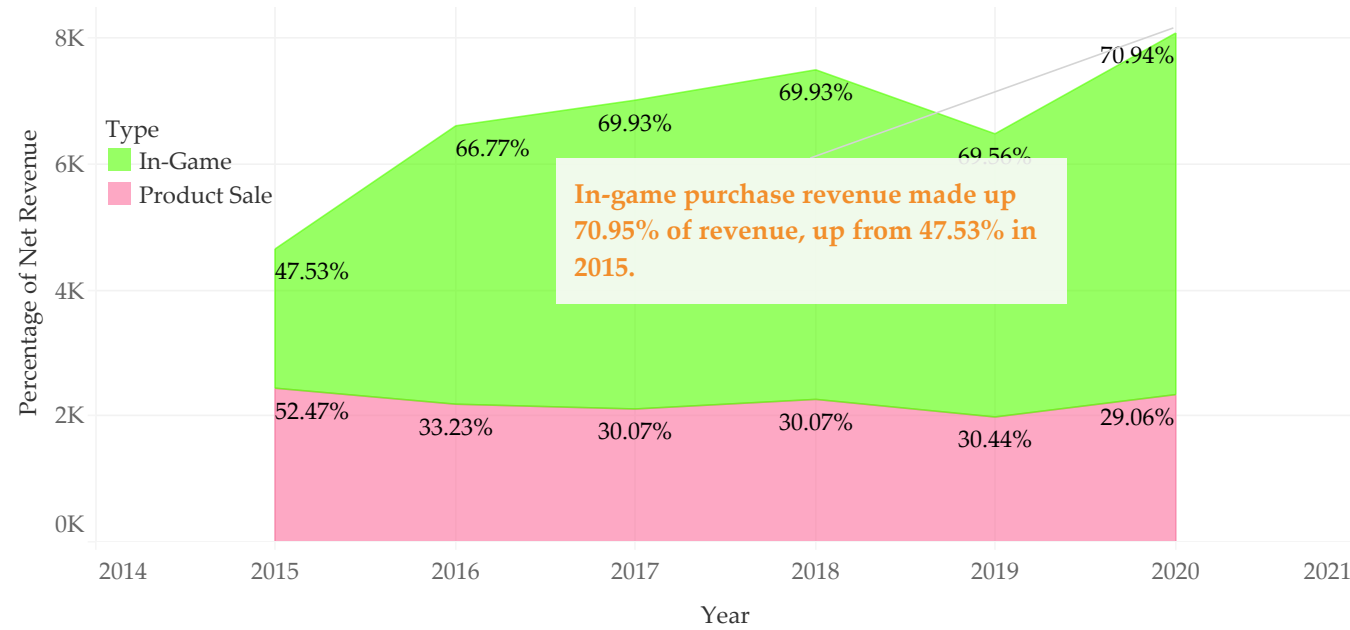
| Year of Y.. | Platform | | | |
|-------------|----------|--------|-------|--------|
| | Console | Mobile | PC | Others |
| 2015 | 2,391 | 418 | 1,499 | 356 |
| 2016 | 2,453 | 1,674 | 2,124 | 357 |
| 2017 | 2,389 | 2,081 | 2,042 | 505 |
| 2018 | 2,538 | 2,175 | 2,180 | 607 |
| 2019 | 1,920 | 2,203 | 1,718 | 648 |
| 2020 | 2,784 | 2,559 | 2,056 | 687 |

Revenue by Distribution Channel, 2015-2020



Revenue by Type

Percentage of In-game Revenue & Product Sale, 2015-2020



Revenue by Region, 2020

