

# Activision Blizzard Inc in Toys and Games (Canada)

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## Abstracts

Activision Blizzard continues to build on the success of its time-tested franchises, such as Call of Duty, StarCraft and World of Warcraft, as well as on the popularity of Skylanders, a newer game, released in late 2011. Generally, the company focuses on developing and making products and content that have the potential to become franchises with sustainable mass consumer appeal and recognition, and can serve as the basis for sequels, prequels and new related products and content that can be...

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