

# Activision Blizzard UK Ltd in Toys and Games (United Kingdom)

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## Abstracts

Activision performed well in the 2012 due to Skylanders, Call of Duty and Diablo, and with the upcoming console transition in 2013 Activision will have to contend with a bit of volatility in the market. Activision aims to continue its shift from video games software to digital gaming in the next few years. Activision plans to continue making innovative and exciting experiences through its upcoming digital gaming launches, as well as retaining the best developer talent.

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## Contents

Strategic Direction

Key Facts

Summary 1 Activision Blizzard UK: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Activision Blizzard UK: Competitive Position 2012

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