

Call of Duty rakes in US\$1bn in first day

NEW YORK CITY, USA: Sales of the latest edition in the "Call of Duty" video game franchise topped US\$1bn in the first day, Activision Publishing said on Wednesday, 6 November.



Activision's Call of Duty Ghosts shoots the lights out with sales of US\$1bn. Image: [Call of Duty](#)

"Call of Duty: Ghosts," which went on sale around the world on Tuesday, 5 November, has delivered yet another epic thrill ride in the campaign and is, I think, our best multiplayer game yet," said Eric Hirshberg, chief executive of Activision Publishing.

Activision says the US\$1bn figure represented sales to retail stores, which may not reflect consumer purchases. But the company maintained the debut ensures that "Call of Duty" is "the largest console franchise of this generation."

The debut appeared to eclipse "Grand Theft Auto V," which raked in more than a billion dollars in its first three days when it was released in September.

The latest "Call of Duty" sequel is set in a desolate United States devastated by a satellite-guided "kinetic" weapon strike on San Diego.

The game is compatible with smartphones and tablet computers and it promises new missions and extends online capabilities.

Devotees of the decade-old military shooter series queued throughout the evening to buy "Call of Duty: Ghosts", which went on sale just after midnight on Tuesday (5 November) across the world.

California-based Activision Publishing, which is owned by Activision Blizzard, has released "Ghosts" for PS3, Xbox 360, Nintendo's Wii U and personal computers powered by Windows operating systems. Versions of the game will later be available for the new game consoles PS4 or Xbox One.

Videogame manufacturers are in the tricky position of having to wow fans using PlayStation 3 or Xbox 360 consoles as well as create versions that use new capabilities in next-generation hardware.

A new "Call of Duty" app will let players use smartphones or tablets to tweak in-game characters or squads, schedule team matches, and share accomplishments using social networks Facebook and Twitter.

"Ghosts" features include letting players create their own characters and gear "load-outs" to the extent that entire squads of customised soldiers can be marshaled.

Source: AFP via I-Net Bridge

For more, visit: <https://www.bizcommunity.com>