

## 'Call of Duty' sets five-day sales record: publisher

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A cardboard display advertises the highly anticipated video game, "Call Of Duty: Modern Warfare 3" at a GameStop Corp. store in Las Vegas, Nevada on November 6. The video game raked in \$775 million worldwide in its first five days, blowing away the record set by last year's release, publisher Activision said Thursday.

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"Life-to-date [retail sales](#) for the Call of Duty franchise have exceeded \$6 billion worldwide, which makes Call of Duty one of the most valuable entertainment properties in the world," Robert Kotick, chief executive of

Activision owner Activision [Blizzard](#), said in a statement.

"Call of Duty: Black Ops" pulled in \$650 million last year over its first five days while the previous year's release, "Call of Duty: Modern Warfare 2," reaped \$550 million over the same period, according to Activision.

"Call of Duty: Modern Warfare 3" earned more than \$400 million in Britain and the United States in the first 24 hours after its release, making it the highest-grossing entertainment launch ever.

That eclipsed Hollywood's biggest blockbusters and "Call of Duty: Black Ops," which reaped \$360 million on its first day.

"Call of Duty: Modern Warfare 3" was released on November 8 and fans lined up at stores around the world to purchase the military first-person shooter game, the eighth title in the "Call of Duty" franchise.

"Call of Duty: Modern Warfare 3," which was developed by [Infinity Ward](#) and Sledgehammer Games, picks up the storyline from "Call of Duty: Modern Warfare 2" and segues into World War 3.

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