

Activision shares down after split with Bungie

January 11 2019



In this June 12, 2014 file photo, people watch the "Call of Duty: Advanced Warfare" video game trailer at the Activision booth at the Electronic Entertainment Expo, in Los Angeles. Shares in video game publisher Activision fell more than 9 percent in premarket trading, Friday, Jan. 11, 2019, a day after an announcement that its eight-year partnership with game developer Bungie was ending. In the companies' joint announcement, Bungie said the separation process had already begun and that it would begin to self-publish its titles. (AP Photo/Jae C. Hong, File)

Shares in video game publisher Activision fell more than 11 percent in morning trading Friday, a day after an announcement that its eight-year partnership with game developer Bungie was ending.

In the companies' joint announcement, Bungie said the separation process had started and that it would begin to self-publish its titles.

The companies' most successful collaboration was its Destiny series, which Bungie will retain the rights to. Video game industry analyst NPD ranked Destiny 2 as the third-best selling title in 2017. NPD hasn't yet released its 2018 rankings.

The [video game industry](#) has seen an enormous shift in recent years with the massive success of games like Fortnite and PlayerUnknown's Battlegrounds, which generate revenue through players' [in-game](#) purchases as opposed to digital or physical copy sales.

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