

New 'Call of Duty' blows away sales records

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"Call of Duty: Modern Warfare 3," the latest installment of the blockbuster videogame franchise, blew away sales records on its first day to become the highest-grossing entertainment launch ever, publisher Activision said Friday.

Santa Monica, California-based Activision is a subsidiary of Activision Blizzard.

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"Call of Duty: Modern Warfare 3" raked in over \$400 million in Britain and North America in the first 24 hours of its release, selling more than 6.5 million copies, Activision said.

That eclipsed Hollywood's biggest blockbusters and last year's "Call of Duty: Black Ops," which reaped \$360 million on its first day and sold 5.6 million copies in Britain and North America.

"We believe the [launch](#) of 'Call of Duty: Modern Warfare 3' is the biggest entertainment launch of all time in any medium, and we achieved this record with sales from only two territories," Activision [Blizzard](#) chief executive Bobby Kotick said.

"Other than Call of Duty, there has never been another entertainment franchise that has set opening day records three years in a row," he said.

Kotick said total sales for the Call of Duty franchise, which was launched in 2003, exceed worldwide theatrical box office receipts for "Star Wars" and "Lord of the Rings."

"Call of Duty: Modern Warfare 3" was released Tuesday 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.

"Call of Duty: Modern Warfare 2" pulled in \$310 million when it went on sale in 2009.

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