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## ACTIVISION BLIZZARD SWOT & PESTLE ANALYSIS

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**Company Name :** Activision Blizzard

**Company Sector :** Video Games

**Operating Geography :** United States, North America, Global

**About the Company :**

Activision Blizzard Inc is an American video game holding company which is headquartered at Santa Monica, California. The company was originally incorporated in California in 1979 and was reincorporated in Delaware in 1992. In June 2008, Activision Blizzard was founded after the merger of Activision, Inc. and Vivendi Games. The Company currently includes four business units: Activision Publishing, Blizzard Entertainment, King Digital Entertainment and Activision Blizzard Distribution. The major products produced by Activision Blizzard include Call of duty, Tony Hawk's, Spyro, Skylanders & Sekiro through the Activision Studios, StarCraft, Diablo, Heroes of the Storm, World of Warcraft, etc., through Blizzard Entertainment and mobile titles including Candy Crush Saga through King. These titles have been trailblazers, breaking several release records and catapulted Activision as the largest game company in Americas and Europe in terms of market capitalization and revenue. Based on the 2022 annual reports, platform providers like Sony, Apple, Google, Microsoft, Facebook, Valve or retailer like Best Buy, GameStop, Target, and Walmart also contribute significantly to this gaming giant's net revenues (approximately 50% of their revenues) in addition to end customers. As of 2023, the company had approximately 13,000 employees.

The USP or Unique Selling Proposition of Activision Blizzard lies in being the world's largest gaming company in the Americas and Europe by market capitalization as of 2023. Activision Blizzard's mission statement reads "connecting and engaging the world through epic entertainment – has never been more relevant and important. As we continue to execute on our strategy, our investments in our biggest opportunities continue to allow us to provide superior shareholder returns."

**Revenue :**

US \$7.5 billion - FY ending 31st December 2022 (Y-O-Y decline of -14%)

US \$8.8 billion - FY ending 31st December 2021

## SWOT Analysis :

The SWOT Analysis for Activision Blizzard is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Broad distribution and reach</li> <li>2.Robust product portfolio of leading mobile gaming franchises</li> <li>3.Strategic partnerships, mergers, and acquisitions</li> <li>4.Digital revenue streams more recurring and providing relatively higher profit margins</li> <li>5.Commitment to Workplace Excellence and Diversity</li> </ul>	<ul style="list-style-type: none"> <li>1.High dependence on a few products</li> <li>2.Reliance on third-party platforms</li> <li>3.Seasonality in sale increases risk</li> <li>4.Lawsuits regarding toxic workplace environment</li> <li>5.Possible failure in effectively manage growth and business complexity</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Merging with Microsoft enhances competitive edge in tech advancements.</li> <li>2.Target expanding gaming markets in Asia.</li> <li>3.Capitalize on growing esports industry</li> <li>4.Emergence of platforms like cloud gaming and VR.</li> <li>5.Rise of free-to-play games &amp; potential to expand mobile gaming audience</li> </ul>	<ul style="list-style-type: none"> <li>1.Increasing importance of free-to-play games</li> <li>2.Impact of Technological Innovation</li> <li>3.High competition in the industry</li> <li>4.Piracy a persistent problem for the gaming industry</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Activision Blizzard is given below:

Political	Economical
1.Loot box regulations affect game releases in Dutch & Belgian countries. 2.Regulatory changes in China may impact business operations.	1.Impact of fluctuations in foreign currency 2.Impact on discretionary spending for video games
Social	Technological
1.Behavioural changes due to video games 2.Gaming as a cultural force 3.Video games redefining social spaces 4.Unions revolutionizing gaming industry 5.Workplace initiatives to improve working conditions of women	1.Opportunities due to emerging innovations 2.Risk of emergence of mobile gaming and free-to-play games 3.Increased awareness of data privacy among consumers
Legal	Environmental
1.Risk of inadequate intellectual property laws 2.Increasing laws for regulating the operating sector	1.Sustainability priorities to address growing concerns on climate change. 2.Made significant progress in the green energy adoption

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