



## Activision: 'Call of Duty: Modern Warfare 3' Sets Five-Day Sales Record



Video game giant Activision Blizzard said Thursday that Call of Duty: Modern Warfare 3 has "shattered theatrical box office, book and video game sales records" for five-day worldwide sell-through in dollars, crossing the \$775 million mark.

That beat the company's own previous record of \$650 million set a year ago by Call of Duty: Black Ops. Activision had recorded \$550 million two years ago for Call of Duty: Modern Warfare 2.

The company cited Chartrack and retail customer sell-through data.

"With \$775 million of sales of Call of Duty: Modern Warfare 3 in its first five days, Call of Duty has become the first entertainment property in history to set five-day launch records for three consecutive years across all forms of entertainment," said Activision Blizzard CEO Robert Kotick.

Life-to-date retail sales for the Call of Duty franchise have exceeded \$6 billion worldwide, making it "one of the most valuable entertainment properties in the world," he said.

**Tags:** [Call of Duty: Modern Warfare 3](#) [1]

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