

SYNNEX SITTING ON GOLD MINE WITH MODERN WARFARE 3 BREAKING ALL KINDS OF RECORDS

Earlier this year distributor, Synnex, picked up the rights to distribute the game, Call of Duty. A good move, as the recent Call of Duty release, Modern Warfare 3, has become the fastest selling piece of entertainment of all time.

Released five days ago, Modern Warfare 3 has picked up \$US775 million in sales worldwide, according to Charttrack and retail customer sell-through information. This is more than any other film or book in history.

In a release, Activision Blizzard CEO, Robert Kotick, said “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.

“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. We expect continued sales momentum, as reviews and audience enthusiasm suggest that this is the best Call of Duty game that we have ever made. Online play for Modern Warfare 3 is at record levels and we continue to see high online play for both Call of Duty: Black Ops and Call of Duty: Modern Warfare 2, which ranked as the #2 and #4 top-played Xbox LIVE games for the week of November 7, according to Major Nelson.”

When Synnex announced the partnership with Activision in July, Synnex CEO, Kee Ong, said “Working with Activision Blizzard will further strengthen our position in the supply chain for gaming products in Australia.

“This partnership demonstrates our capability in the retail and consumer markets.”

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