

jogar bingo grátis

<p>Activision Publishing, Inc. is an American video game publisher based i n Santa Monica, California. It serves as the publishing business for its parent company, Activision Blizzard, and consists of several subsidiary studios. Activi sion is one of the largest third-party video game publishers in the world and wa s the top United States publisher in 2024.[5]</p>
<p>The company was founded as Activision, Inc. on October 1, 1979 in Sunny vale, California, by former Atari game developers upset at their treatment by At ari in order to develop their own games for the popular Atari 2600 home video ga me console. Activision was the first independent, third-party, console video gam e developer. The video game crash of 1983, in part created by too many new compa nies trying to follow in Activision's footsteps without the experience of Ac tivation's founders, hurt Activision's position in console games and for ced the company to diversify into games for home computers, including the acquis ition of Infocom. After a management shift, with CEO Jim Levy replaced by Bruce Davis, the company renamed itself to Mediagenic and branched out into business s oftware applications. Mediagenic quickly fell into debt, and the company was bou ght for around US\$500,000 by Bobby Kotick and a small group of investors around 1991.</p>
<p>Kotick drastically revamped and restructured the company to get it out of debt: dismissing most of its staff, moving the company to Los Angeles, and re verting to the Activision name. Building on existing assets, the Kotick-led Acti vision pursued more publishing opportunities and, after recovering from its form er financial troubles, started acquiring numerous studios and various types of i ntellectual property over the 1990s and 2000s, among these being the Call of Dut y and Guitar Hero series. A holding company was formed as Activision's paren t company to manage both its internal and acquired studios. In 2008, this holdin g company merged with Vivendi Games (the parent company of Blizzard Entertainmen) Tj T* , Activision manages numerous third-party studios and publishes all games beside s those created by Blizzard. In October 2024, Microsoft acquired parent company Activision Blizzard, maintaining that the company will continue to operate as a separate business. While part of the larger Microsoft Gaming division, Activisio n retains its function as the publisher of games developed by their studios.</p>

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<p>History [edit]</p>

<p>Founding (1979) [edit]</p>

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