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Activision Publishing, Inc. is an American video game

publisher based in Santa Monica, California. It serves as the publishing business

for its parent company, Activision Blizzard, and consists of several subsidiary

studios. Activision is one of the largest third-party video game publishers

in the world and was the top United States publisher in 2024.[5]

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 Atari

in order to develop their own games for the popular Atari 2600 home video game

console. Activision was the first independent, third-party, console video game

developer. The video game crash of 1983, in part created by too many new companies

trying to follow in Activision's footsteps without the experience of Activision's

founders, hurt Activision's position in console games and forced the company to

diversify into games for home computers, including the acquisition 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 software

applications. Mediagenic quickly fell into debt, and the company was bought

for around US\$500,000 by Bobby Kotick and a small group of investors around

1991.

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 reverting

to the Activision name. Building on existing assets, the Kotick-led Activision

pursued more publishing opportunities and, after recovering from its former

financial troubles, started acquiring numerous studios and various types of intellectual

property over the 1990s and 2000s, among these being the Call of Duty and Guitar Hero

series. A holding company was formed as Activision's parent company to manage both its

internal and acquired studios. In 2008, this holding company merged with Vivendi

Games (the parent company of Blizzard Entertainment) Tj T*

, Activision manages numerous third-party studios and publishes all games besides

those created by Blizzard. In October 2024, Microsoft acquired parent company