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M.7866 – ACTIVISION BLIZZARD / KING

SECTION 1.2

Description of the concentration

On 8 January 2016, the Commission received a notification of a proposed concentration consisting in the acquisition of sole control over King Digital Entertainment plc. by Activision Blizzard Inc. The proposed transaction constitutes a concentration by way of acquisition of sole control within the meaning of Article 3(1)(b) of the EU Merger Regulation.

Activision is a public company, traded on the NASDAQ, active in the development and publishing of interactive entertainment. Activision develops and publishes games in most countries around the world, mainly for PCs and consoles. Its most popular titles include *Call of Duty*, *Diablo*, *StarCraft* and *World of Warcraft*. Its presence in mobile games is limited and includes mainly the title *Hearthstone: Heroes of Warcraft*.

King is a mobile game developer and publisher, traded on the New York Stock Exchange, whose games are principally available on tablets and smartphones using Apple's iOS, Google's Android operating system or the Windows Mobile operating system. King has developed more than 200 exclusive games including *Candy Crush Saga*, *Farm Heroes Saga*, *Papa Pear Saga* and *Pet Rescue*, and offers games worldwide through its king.com and royalgames.com websites, Facebook, and mobile distribution platforms such as Apple App Store, Google Play Store and Amazon Appstore. King does not develop games for PCs or consoles.