



# DAILY BRIEFING

## Bellular News

### Tuesday, 3rd November

#### **Activision Blizzard made \$1.2bn in three months from microtransactions**

Activision Blizzard's recently quarterly financial report revealed some serious numbers for the July-September period, with microtransactions (or "in-game net bookings") increasing from \$709m to \$1.2bn.

- This is a 69% year-on-year improvement which, considering Activision Blizzard made a combined \$1.95bn across all revenues, means that microtransactions account for more than half of Activision Blizzard's total quarterly revenues.

#### **Gabe Newell is sending a garden gnome into space**

The move recalls Half-Life 2: Episode Two's famous Little Rocket Man achievement - which involved escorting a garden gnome (the playfully-named Gnome Chompski) through the entire game and tucking him into a rocket.

- While this may all sound like a joke, it's actually a charitable effort. Gnome Chompski will hitching a ride on a Rocket Lab satellite launch - and Gabe will donate \$1 for every person who watches the launch on stream. The money will go to the Starship children's hospital in Auckland, New Zealand.

#### **The Medium refused classification in Australia**

This rating typically means that the game will be banned from sale in Australia until all the offending issues are rectified - though what they are is anyone's guess. Developers Bloober Team have already confirmed that they are working to resolve the problems.

- The terminology is fairly dramatic but Refused Classification isn't the end of the line for many games. Australia's strict classification laws have come for a number of games in the past - and The Medium is an important upcoming Xbox console exclusive.

#### **Demon's Souls remake will leverage PS5's new Activities feature**

In a determined effort to be more accessible than the PS3 original, the upcoming Demon's Souls remake will include over 180 help videos via the new PS5 Activities feature - which Sony believe will "remove barriers to gameplay."

- The Activities functionality will allow players to access hints without leaving the game, and it looks like there will be quite a few hints for the Demon's Souls remake. Getting good will be easier than ever...which is an odd thought.

#### **BlizzConline will be free for everyone**

With the prospect of a physical BlizzCon show this year having gone out the window long ago, it'll now be a free, all-digital event running from February 19th-20th, 2021. J. Allen Brack called the event a "big virtual celebration."

- BlizzCon has typically been a pay-to-play event, with everything beyond the Opening Ceremony paywalled behind a \$40 Virtual Ticket - but this time it'll be completely free "to watch and engage in" BlizzConline

That's it for today - catch us back here tomorrow for another dose of daily news!