

ACTIVISION LEVERAGES VOTION FOR COD XP

Driving the largest eSports campaign in history

► OVERVIEW

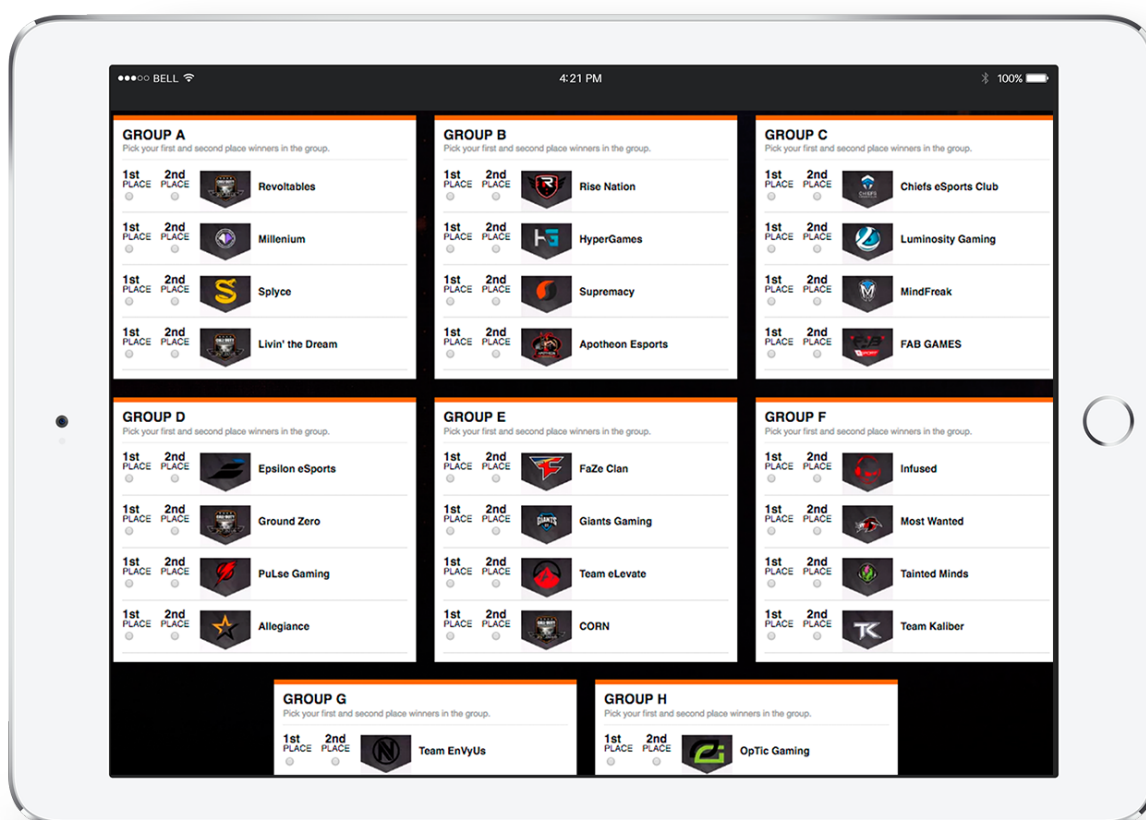
Activision Blizzard is one the the largest gaming & eSports companies in the world with games such as Call of Duty & Guitar Hero, and eSports properties like Major League Gaming.

For their 2016 Call of Duty World League eSports tournament they turned to Votion to power their group play, bracket play, and leaderboard portions of the event, featuring 32 competitive Call of Duty teams from around the world for a sold-out event at the Forum in Los Angeles.

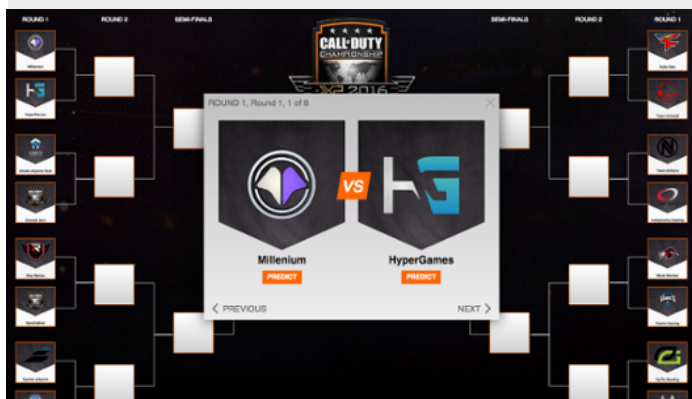
The prize pool was **\$2,000,000**, which was the largest prize pool in Call of Duty Championship history.

► THE IDEA

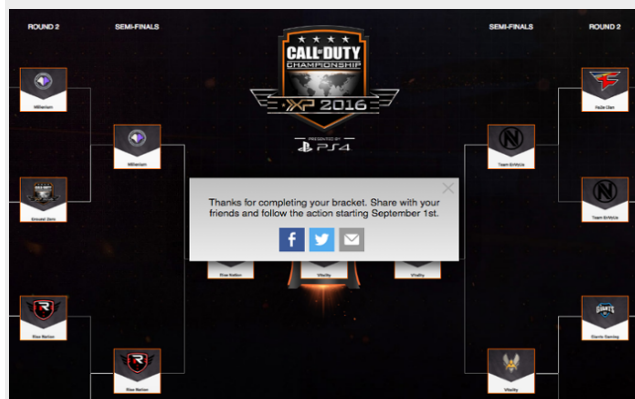
Play product as a precursor to a Spectator Mode bracket, and asked their fans to choose 1st and 2nd place in each of the 8 groups to advance to the Call of Duty Championship Bracket campaign.



► Then Activision used a Prediction Mode Bracket where users went through the entire bracket in it's entirety to fill out which competitors they think would win. They did this by walking through each matchup that was set up in advance.



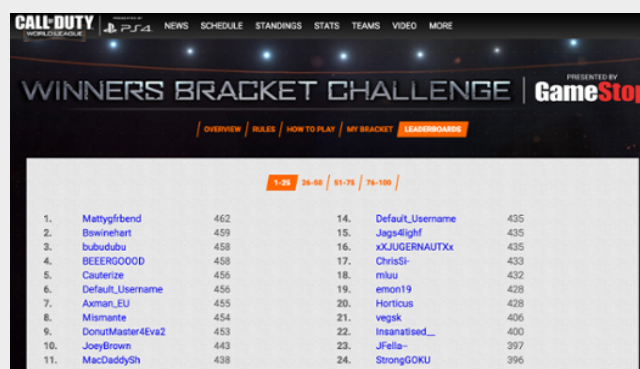
► When users were done making their predictions, Activision Blizzard captured tie-breaker scores as well as acceptance of a legal sign-off field before including the ability to share predictions socially.



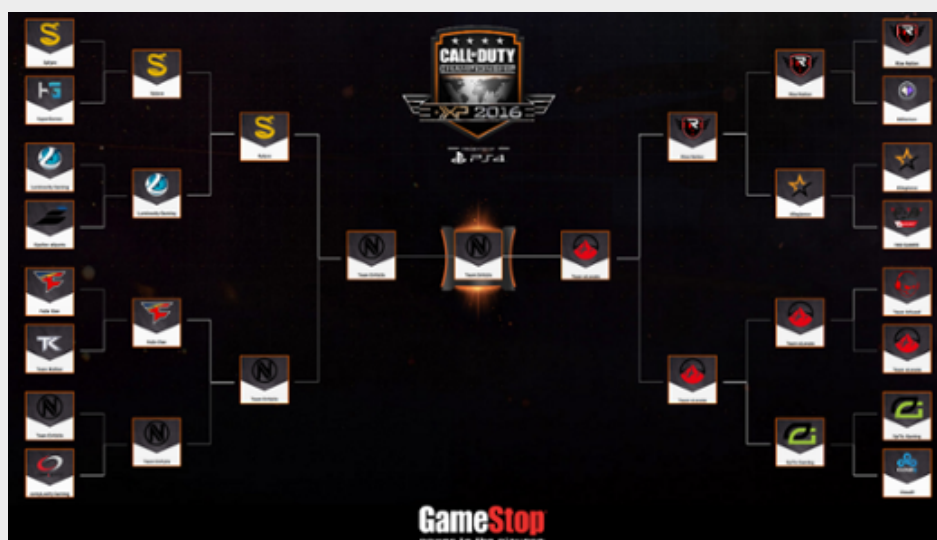
► In the Spectator Mode that enables the campaign creators to advance winners of matchups based on real-world outcomes, pro gamers played Call of Duty live at an arena and as they won, the winners were updated in the system and advanced by the Votion platform.

After each advancement an optional Leaderboard was updated that showed the live scores of fans who are participating in the campaign ranked in order. During play players were automatically ranked based on how well they are doing compared to everyone else.

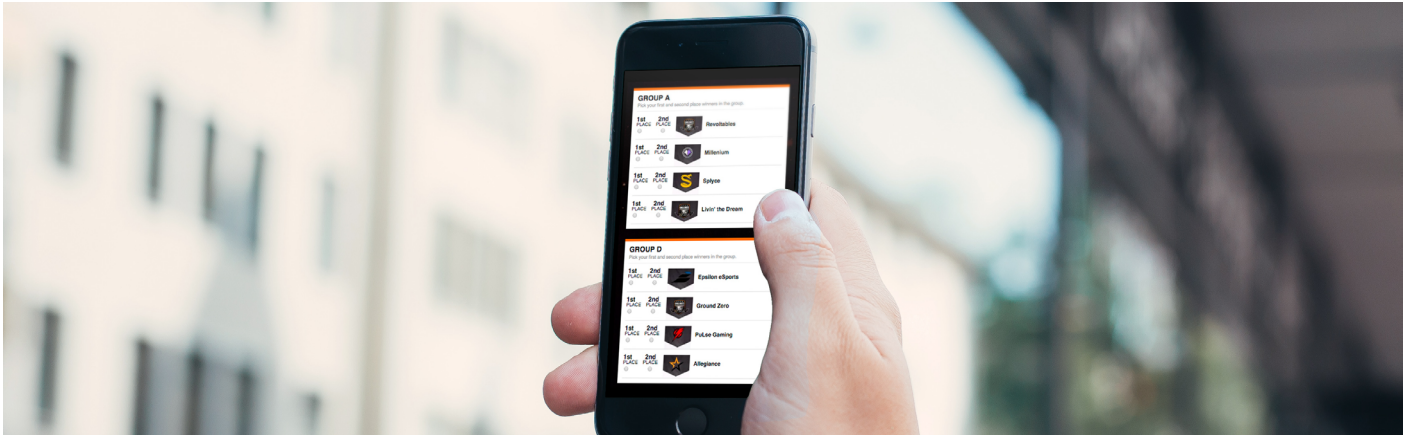
The leaderboard was highly customizable for the bracket campaign



► Ultimately the winner was selected and the completed bracket campaign



► RESULTS



Over **60%**
completion rate of predictions for visitors

30,000
Registrations created



Before the campaign even started fans had viewed more than **1.1 billion minutes** of content across 100 million tune ins

► TESTIMONIAL



Kevin Flynn
@ActonPies



Following

@votionapp Bracket Love      

"Call of Duty XP was an epic fan celebration, and the perfect place to host the biggest Call of Duty competition in history." "The excitement and energy today was huge. What a great finals match and tournament. We created the CWL to celebrate great competition and the best fans in the world. Today lived up to every expectation. Congratulations to Team EnVyUs and thanks to the entire Call of Duty community for making Call of Duty XP the most amazing fan celebration in the world."

Rob Kostich, Executive Vice President and General Manager of Call of Duty, Activision.

Contact craig@votion.co or call (415) 763-1234 to learn more