

BIZZARD[®]

Presentation by
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Shortly about company



- **BLIZZARD ENTERTAINMENT, INC. IS AN AMERICAN VIDEO GAME DEVELOPER AND PUBLISHER BASED IN IRVINE, CALIFORNIA, AND IS A SUBSIDIARY OF ACTIVISION BLIZZARD.**
- **THE COMPANY WAS FOUNDED ON FEBRUARY 8, 1991, UNDER THE NAME SILICON & SYNAPSE, INC. BY THREE GRADUATES OF THE UNIVERSITY OF CALIFORNIA, LOS ANGELES:[2] MICHAEL MORHAIME, FRANK PEARCE AND ALLEN ADHAM.**
- **THE COMPANY ORIGINALLY CONCENTRATED ON THE CREATION OF GAME PORTS FOR OTHER STUDIOS' GAMES BEFORE BEGINNING DEVELOPMENT OF THEIR OWN SOFTWARE IN 1993 WITH GAMES LIKE ROCK N' ROLL RACING AND THE LOST VIKINGS. IN 1994 THE COMPANY BECAME CHAOS STUDIOS, INC., THEN BLIZZARD ENTERTAINMENT AFTER BEING ACQUIRED BY DISTRIBUTOR DAVIDSON & ASSOCIATES.**

History



Michael Morhaime



Frank Pearce



Allen Adham

- Blizzard Entertainment was founded by Michael Morhaime, Allen Adham, and Frank Pearce as Silicon & Synapse on February 8, 1991, a year after all three had received their bachelor's degrees from UCLA.
- To fund the company, each of them contributed about \$10,000, Morhaime borrowing the sum interest-free from his grandmother.

Games

- Blizzard Entertainment has developed 19 games since 1991, in addition to developing 8 ports between 1992 and 1993; 11 of those games are in the Warcraft, Diablo, and StarCraft series. Since the release of Warcraft: Orcs & Humans (1994), Diablo (1996), and StarCraft (1998), Blizzard has focused almost exclusively on those three series. The sole exception has been the company's latest title, Overwatch (2016)
- Main franchises
- Currently, Blizzard has four main franchises: *Warcraft*, *Diablo*, *StarCraft*, and *Overwatch*. Each franchise is supported by other media based around its intellectual property such as novels, collectible card games, comics and video shorts. Blizzard Entertainment announced in 2006 that they would be producing a *Warcraft* live-action movie.

Privacy controversy and Real ID

- On July 6, 2010, Blizzard announced that they were changing the way their forums worked to require that users identify themselves with their real name. The reaction from the community was overwhelmingly negative with multiple game magazines calling the change "foolhardy" and an "epic fail". It resulted in a significant user response on the Blizzard forums, including one thread on the issue reaching over 11,000 replies. This included personal details of a Blizzard employee who gave his real name "to show it wasn't a big deal". Shortly after revealing his real name, forum users posted personal information including his phone number, picture, age, and home address.

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