

## James Bond Licence

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Activision have acquired the exclusive James Bond licence until 2014. This will include movie and non-movie based games. Although James Bond games usually sell well and are popular, Electronic Arts (former owner of the license) still owns many other franchises, such as Batman and Harry Potter.

James Bond, known in nearly every household, is probably one of the largest first person shooter franchises and spans between many different consoles. Most Nintendo veterans remember GoldenEye which was released for the Nintendo 64, and very popular. What could this mean for the future of the two publishers? Will Activision flourish, while Electronic Arts withers away? Only time will tell.