

Electronic Arts is looking for a merger or to be acquired

Article

The news: Electronic Arts (EA) explored a merger with **NBCUniversal** and talked to **Disney**, **Apple**, and other corporations, according to reporting from Puck.

- EA is reportedly looking for a merger deal that would allow chief executive **Andrew Wilson** to head the new entity.

- A potential deal with NBCU fell apart over the price and structure of the post-merger entity—but that doesn't mean EA is done shopping.

Merger frenzy: This comes as the video game market consolidates like never before.

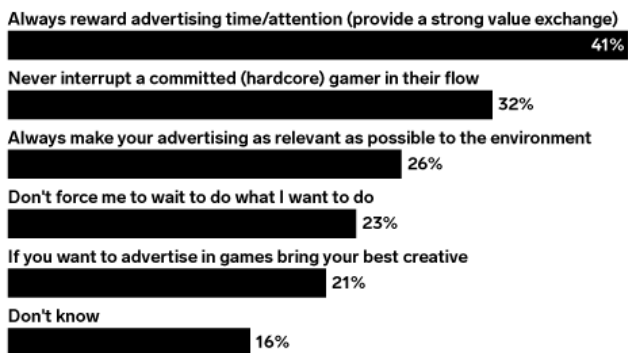
- Microsoft plans to acquire Activision Blizzard in a **\$68.7 billion deal** that should turn the software giant into one of the world's largest gaming companies.
- **Take-Two Interactive** (Grand Theft Auto, NBA 2K) completed its acquisition of mobile game giant Zynga for \$12.7 billion.
- **Sony** this year announced it was acquiring Bungie, the maker of the popular Destiny and Halo franchises, as well as Haven.

The big takeaway: Despite the gargantuan deals reached in 2022, the conversation around EA suggests there's more consolidation to come.

- Part of the excitement surrounding this sector is the sense that games are an untapped market for advertisements—provided advertisers approach this new medium with care.

What Advice Would US Gamers Ages 18-34 Give to Advertisers Looking to Advertise Within a Game?

% of respondents, Q4 2021



Source: Anzu, "The US In-Game Advertising Report 2022," April 13, 2022

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