# “Halo” Franchise Fact Sheet — May 2015

**Boilerplates:**

**The “Halo” Franchise:**

The “Halo” franchise is an award-winning collection of properties that have transcended video games and grown into a global entertainment phenomenon. Beginning with the original “Halo: Combat Evolved” (2001), the critically acclaimed and record-shattering series of games have reinvented how people think about video games and has since built a fan base of millions worldwide and inspired multiple *New York Times* best-selling novels, live-action digital series, comic books, action figures, apparel and more.

Exclusively published by Microsoft Studios, the *Halo* franchise of game have sold more than 62 million copies worldwide, driving nearly over 6 billion hours of gameplay by fans connected to Xbox Live. To date, more than 65 million copies of “Halo” games have been sold worldwide, driving nearly 6 billion hours of gameplay by fans connected to Xbox Live.

**343 Industries:**

343 Industries is the developer of the blockbuster “Halo” series of video games and, as part of Microsoft Studios, oversees the “Halo” franchise, including games, original programming, novels, comics, licensed collectibles, apparel and more. The studio is currently developing “Halo 5: Guardians,” the next blockbuster “Halo” game exclusively for Xbox One, while continuing to transform entertainment experiences across the “Halo” universe with groundbreaking projects, including an upcoming Steven Spielberg produced television series.

**“Halo” Titles**

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| --- | --- | --- | --- | --- |
| **Title** | **Developer** | **Publisher** | **Platform** | **Launch Day** |
| “Halo: Spartan Strike” | 343 Industries, Vanguard Games | Microsoft Studios | Windows 8 Windows Phone 8  iPad  iPhone  Steam | 4/16/15 |
| “Halo Online” | 343 Industries, Saber Interactive | Innova Systems | Windows PC | April 2015 (Closed Beta) |
| “Halo: The Master Chief Collection” | 343 Industries, Certain Affinity, Saber Interactive, Ruffian Games | Microsoft Studios | Xbox One | 11/11/14 |
| “Halo: Spartan Assault” | 343 Industries, Vanguard Games | Microsoft Studios | Windows 8 Windows Phone 8  Steam Xbox One Xbox 360 | 7/18/2013  12/24/2013 1/31/2014 |
| “Halo 4” | 343 Industries | Microsoft Studios | Xbox 360 | 11/6/2012 |
| “Halo: Combat Evolved Anniversary” | 343 Industries, Saber Interactive, Certain Affinity | Microsoft Studios | Xbox 360 | 11/15/2011 |
| “Halo: Reach” | Bungie Studios | Microsoft Studios | Xbox 360 | 9/14/2010 |
| “Halo 3: ODST” | Bungie Studios | Microsoft Studios | Xbox 360 | 9/22/2009 |
| “Halo Wars” | Ensemble Studios | Microsoft Studios | Xbox 360 | 2/26/2009 |
| “Halo 3” | Bungie Studios | Microsoft Studios | Xbox 360 | 9/25/2007 |
| “Halo 2” for Windows Vista | Hired Gun of Microsoft Game Studios | Microsoft Studios | Windows PC | 5/31/2007 |
| “Halo 2” | Bungie Studios | Microsoft Studios | Xbox | 11/9/2004 |
| “Halo: Combat Evolved” for Windows | Bungie Studios and Gearbox Software | Microsoft Studios | Windows PC | 9/30/2003 |
| “Halo: Combat Evolved” | Bungie Studios | Microsoft Studios | Xbox | 11/15/2001 |
|  |  |  |  |  |

**“Halo” Entertainment**

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| --- | --- | --- | --- |
| **Title** | **Production** | **Distributor** | **Release Date** |
| The Halo Channel | 343 Industries | Microsoft Studios | 11/11/14 |
| “Halo: Nightfall” | 343 Industries, Scott Free TV | Microsoft Studios | 11/11/14 |
| “Halo 4: Forward Unto Dawn” | 343 Industries, Herzog and Company | Microsoft Studios, Machinima Prime | 10/5/12 |
| “Halo: Legends” | 343 Industries, Warner Bros, Bones, Toei Animation, Casio Entertainment, Production I.G, Studio 4°C | Warner Home Video | 2/16/10 |

**“Halo” Franchise by the Numbers:**

Accolades and Awards:

The “Halo” series of games is amongst the most critically acclaimed of all time:

* Over the past ten years, “Halo” games have collectively garnered more than 750 media and industry awards, accolades and nominations.
* “Halo” games have received more than 100 “Game of the Year” awards from major media organizations, as well as multiple “Game of the Decade” accolades for their impact on the industry and global pop culture.
* Guinness World Records named “Halo” the number one game series of all time, based on a 2010 reader poll.
* “Halo: Combat Evolved” appeared as one of 20 unique cover designs for [Edge Magazine’s 20th anniversary edition](http://www.edge-online.com/news/edge-20th-anniversary-covers-part-two-1998-2002/), which came out in August 2013. The publication celebrated the defining games of each year that has passed since Edge’s launch in August 1993, and “Halo: Combat Evolved” was chosen as the defining title of 2001.
* The Master Chief has been consistently ranked among the most recognized video game characters of all time, appearing in lists from [Guinness](http://www.gameinformer.com/b/news/archive/2011/02/16/guinness-names-top-50-video-game-characters-of-all-time.aspx), [Empire](http://www.empireonline.com/features/50-greatest-video-game-characters/default.asp?film=8) and more.

Interesting facts:

* More than 65 million copies of “Halo” games have been sold worldwide.
* The “Halo” franchise has generated over $4.6 billion in worldwide sales to date.
* “Halo: The Master Chief Collection” contains the entire Master Chief saga to-date on one disc, with “Halo: Combat Evolved Anniversary,” “Halo 2: Anniversary” “Halo 3” and “Halo 4” all running at 1080p and 60 fps. The collection also includes every multiplayer map released for each game (totaling over 100 maps).
* “Halo 4” surpassed more than $220 million in worldwide sales in the first 24 hours and more than $300 million worldwide in its first week, making it the biggest “Halo” launch in history.
* “Halo: Reach” generated more than $200 million in sales in the United States and Europe in its first 24 hours, eclipsing all previous 2010 U.S. entertainment launches, including the three-day opening weekends of Hollywood blockbusters “Iron Man 2,” “Alice in Wonderland” and “Toy Story 3.”
* First-day sales of “Halo 3” reached $170 million in the U.S., breaking all previous single day entertainment launch records, and breaking the record held by “Halo 2” ($125 million).
* “Halo” games are bestsellers on both the original Xbox and Xbox 360 platforms. “Halo: Combat Evolved” and “Halo 2” were the top two selling games on Xbox, and “Halo 3,” “Halo: Reach” and “Halo 4” are three of the bestselling games on Xbox 360.
* More than 12 million copies of the “Halo” series of books, comics and strategy guides have been sold. Twelve of the fifteen novels are New York Times bestsellers.
* The live-action digital series “Halo 4: Forward Unto Dawn,” which premiered on Oct. 5, 2012, has generated more than 77 million total views across all online content.
* In its first week after launching on Oct. 22, the “Halo 4” soundtrack broke franchise records by peaking at #50 on Billboard’s top 200, #10 in the United States Independent Album charts, and #3 in the National U.S. Soundtrack chart.
* The “Halo 3” soundtrack made the Billboard 200 on Dec. 15, 2007, and also reached a peak position of #18 on Billboard's Top Soundtracks list, and #20 on Top Independent Albums. The “Halo: Reach” soundtrack eclipsed the success of all previous “Halo” soundtracks when it reached the #8 spot on Billboard’s Top 10 Soundtracks list on Sept. 23, 2010.
* For the “Halo 4” launch, [the Didact glyph fly-over](http://metro.co.uk/2012/11/06/halo-4-launch-marked-with-glyph-light-show-over-the-thames-614165/) [wa](file:///C:\Users\rsemsey\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\H208XI3X\sdf)s the largest and brightest man-made flying structure to ever fly over London, measuring 50ft in diameter and weighing 3.2 tons. In total there were 113,096 LEDs onboard.
* More than 2.7 million people played the “Halo: Reach” multiplayer beta in May 2010 over two weeks, surpassing all previous console video game beta tests on record, and tripling the number of players who participated in the “Halo 3” beta in half the amount of time.
* Nearly 6 billion hours of “Halo” gameplay has been logged by players on Xbox Live.
* Over 20 million matches were played during the “Halo 5: Guardians” Multiplayer Beta, with players logging over 2.5 million hours in a three week span.

**Key Beats in the “Halo” Franchise Timeline:**

* The first Halo novel, “Halo: Fall of Reach” released in Oct. 2001; 14 other novels have followed, 12 of which become *New York Times* bestsellers.
* “Halo: Combat Evolved” launches on Nov. 15, 2001; becomes the gold standard for console shooters.
* “Halo 2” launches on Nov. 9, 2004; bestselling original Xbox game of all time and sets a new record as the biggest entertainment launch ever with day one revenues over $125 million.
* “Halo” graphic novel releases on Jul. 19, 2006 from Marvel Comics.
* The “Halo 3” Beta launches May 11, 2007 and 820,000 players clock upwards of 12 million hours of play over the four weeks of the Beta.
* “Halo 3” launches on Sept. 25, 2007; sets record as the biggest entertainment launch in history and becomes bestselling game of 2007.
* Marvel releases limited edition comic series between Oct. 2007-Jun. 2009; makes the *New York Times* bestseller list for graphic books.
* “Halo Wars” launches on Feb. 26, 2009; makes history as the bestselling console real time strategy game ever.
* “Halo 3: ODST” launches on Sept 22, 2009, selling more than 2.5 million copies within two weeks of release, totaling more than $125 million in sales.
* “Halo” Encyclopedia published on Oct. 19, 2009 from DK Publishing.
* “Halo Legends” anime series released by Warner Home Video on Feb. 16, 2010.
* The “Halo: Reach” Multiplayer Beta runs from May 3, 2010 through May 20, 2010 and more than 2.7 million people participate, surpassing all previous console video game beta tests on record, and tripling the number of players who participated in the “Halo 3” Beta and sees over 2.2 million players log upwards of 24 million hours of play.
* “Halo: Reach” launches on Sept. 14, 2010; becomes the biggest game yet in the “Halo” series and surpasses all previous 2010 U.S. entertainment launches with more than $200 million in day-one sales.
* “Halo: Combat Evolved Anniversary,” a remastered version of the original “Halo” campaign with fan-favorite maps and new features, launches on Nov. 15, 2011 to commemorate the 10th anniversary of the franchise
* “Halo 4: Forward Unto Dawn,” a groundbreaking live-action digital series premieres on Oct. 5, 2012.
* “Halo 4” launches on Nov. 6, 2012, breaking the record for the biggest launch in franchise history with more than $220 million in day-one sales and more than $300 million in first-week revenue.
* “Halo: Spartan Assault” launches on Windows 8 and Windows Phone 8 on July 18, 2013, becoming the first “Halo” game designed specifically for touch-based devices.
* “Halo: The Master Chief Collection” launches on Xbox One on Nov. 11, 2014, bringing the complete journey of “Halo’s” legendary hero, the Master Chief, onto one disc (‘Halo: Combat Evolved Anniversary,” “Halo 2: Anniversary,” “Halo 3” and “Halo 4”).
* The “Halo Channel” launches on Nov. 11, 2014, alongside “Halo: The Master Chief Collection” as an all-new interactive digital network that provides unprecedented, personalized access to the “Halo” universe.
* The “Halo 5: Guardians” Multiplayer Beta runs from Dec. 19, 2014 to Jan. 18, 2015, offering fans a first look at the next generation of “Halo” arena multiplayer. With over 2.5 million hours of gameplay and 20 million played matches, the “Halo 5: Guardians” Multiplayer Beta represents the earliest “Halo” beta ever previewed in franchise history.
* On Mar. 25, 2015, 343 Industries and Innova Systems announces “Halo Online,” a free-to-play, multiplayer-only PC game releasing in closed beta this spring, only in Russia.
* “Halo: Spartan Strike” launches on Windows 8,Windows Phone 8 and iOS – a first for the “Halo” franchise, on Apr. 16, 2015. “Halo: Spartan Strike” is the spiritual successor to “Halo: Spartan Assault,” and features an all new arsenal of weapons, abilities and vehicles including the iconic Warthog against Covenant and Promethean enemies.

**“Halo” Licensed Products:**

From clothing to collectible action figures to award-winning soundtracks, the “Halo” franchise extends far beyond the games. With over 35 licensees helping expand the “Halo” universe, there is something for every “Halo” enthusiast. More than $1B in sales is a testament to the growth and success of this program:

* More than $1 billion in “Halo” consumer product sales worldwide
* Over 50 million Halo Mega Bloks products have been sold since 2009
* Over 12 million Halo action figures have sold since 2005
* Over 12 million fiction novels, graphic novels, comics, art books & strategy guides sold
* Over 2 million Halo individual music tracks downloaded
* Over 1 million Halo soundtracks sold
* Over 2 million DVDs sold

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