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[How Does Call of Duty Make Money? | COD Revenue Model - Juego Studio](#) : blog : how-does-call-of-duty-make-money

Franchise	Year of inception	Total revenue (est. US\$)
Call of Duty	2003	\$31 billion
Batman	1939	\$29.6 billion
Hello Kitty	1974	\$28.3 billion
Spider-Man	1962	\$25.4 billion