**Experts Say Studios Could Still Move Into Gaming Field**

Microsoft's purchase of Activision Blizzard, Take-Two Interactive's acquisition of Zynga, and Netflix's foray into the gaming world are among the deals that could rekindle entertainment studios' interest in the industry, investment experts say. Hollywood corporations have largely abandoned gaming efforts, but some note that gaming offers opportunities for studios to differentiate themselves as "new" vs. "old" media.

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[***https://www.hollywoodreporter.com/business/digital/activision-blizzard-microsoft-ea-disney-sony-buy-1235081056/***](https://www.hollywoodreporter.com/business/digital/activision-blizzard-microsoft-ea-disney-sony-buy-1235081056/)