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Because Modern Warfare is published by Activision, which is a part of the bigger Activision/Blizzard company. So to save money, they just put it out on the Blizzard launcher (Battle.net) instead of having to pay Steam to sell it here and they keep a part of the profits.

Why is COD MW 2014 not on steam? :: Off Topic

steamcommunity : discussions : forum

Launch the Battle app and log in to your account. Select All Games. Find and select Call of Duty: Modern Warfare. Select the Install button to download and install the game.

Call of Duty: Modern Warfare Installation and Setup

support.activision : modern-warfare : articles : call-of-duty-modern-...

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Additionally, all pre-orders would be upgraded to the "Day Zero Edition", which includes 24 hours early access to the game with double XP, additional weapons and in-game items. On November 3, 2014, Activision revealed 4 DLCs for Advanced Warfare, namely Havoc, Ascendance, Supremacy, and Reckoning.