

## TERMINOLOGY

**Augmented reality**—digital images that are added to your real surroundings

**Virtual reality**— an interactive computer based experience taking place within a simulated world

**Convergence**— the interlinking of previously separate technology and platforms. One device or platform can perform multiple features. E.g. PlayStation playing Blu-Ray. Mobile phones having internet connectivity.

**Franchise**—a collection of related products in which several products have been created from one original work, such as a film, book, TV programme etc.

**Demographic**—factual information about an audience e.g. age, gender, income.

**Psychographic**— describing an audience by their personality and psychology. E.g. their likes, dislikes, interests etc.

**Active audience**— people who actively engage with a media product, by asking questions or thinking more deeply about it.

**Mass audience**— a large group of people who are likely to consume popular media products that are targeted to them

**Primary audience**— the audience that is specifically targeted by the media producer. They are the intended audience to consume the product.

**Secondary audience**— people who are not likely to buy the product themselves but will be in contact with a primary audience member. E.g. parents of children who play it

**Regulation**— a rule made and maintained by an authority. The act of controlling something.

**Regulator**—a person or body that creates and maintains rules

**PEGI**— Pan European Game Information

**Nostalgia**—a sentimental longing or wistful affection for a past time

**Synergy**—a situation where different entities cooperate advantageously with each other for a profitable outcome.

## AUDIENCE

**Uses and gratifications theory**—Pokémon Go meets two of the four needs in the U+G theory. The need to **entertainment** and also the need for **social interaction**. There are links to social media so players can connect with others. In app camera allows players to take selfies with augmented reality Pokémon.

Initial **target audience** would normally be young (teenage) boys, however a different demographic emerged as a new **primary audience**, who are now the main target **demographic**. These audience members are much older (18-30) and mainly women. The **nostalgia** value of playing a game from their childhood increased gameplay in this older demographic.

Pokémon, due to being a large **franchise**, has a massive **core fan base** already in existence. At its height of popularity, Pokémon Go had approx. 28 million users. Over 800 million downloads to date. It averages 5 million users. It took just 19 days from launch date to reach 50 million downloads



## MARKETING

**Trailers** were released online when the game was first launched. The original trailer focuses on showing off the AR technology, **social interaction** of multiple players, **entertainment** and **family social time**. The demographic used in the trailer were 20+ and if children were shown, they were with parents playing together. The inter-titles used in the trailer were: Go Catch, Go Trade, Go Battle, Go Play Together, Go Unite.

Other trailers were released in subsequent years when new **add-ons** became available, such as the 'trading' feature in 2018.

Pokémon Go had a **Superbowl** spot (the most watched TV event in America) to celebrate its 20th anniversary. The advert focused on **evolving**, featuring a man in his 30s looking back at his fond memories of playing video games and Pokémon as a child. This targeted their **primary audience demographic** through **nostalgia**.

Other marketing also included **synergy** between Pokémon Go and other companies (like Starbucks) and **convergence** with the release of the Pokémon Go Plus Blue-tooth device that uses Google Maps GPS technology and the game play.

## REGULATION



Awarded PEGI 3+ in the UK. However, iOS app store it is stated as being suitable for 9+ due to mild fantasy violence (there is no PEGI 9 rating, it is either 3+ or 7+)

## TECHNOLOGICAL DEVELOPMENT

Ability of **smart phones** to be able to have 3G/4G **connectivity**, GPS tracking have made phones into **personal gaming devices**.

Pokémon Go allows users to experience **AR technology** without the expense of buying VR headsets. This makes AR available to everyone who has a smart phone. **Convergence** of mobile gaming using **social media** to engage new players through social interaction with others.

## FUNDING

The game is free to download.

**Revenue** is generated through **in app purchases**. Buying Poké-Coins means players can purchase extras such as power ups, extra PokeBalls, lures and upgrades.

Survey showed the majority of users spent up to £14.99 in app during their first month of gameplay.

Also generated revenue through **sponsored locations** from businesses paying to have their locations turned into Pokestops. E.g. Starbucks, McDonalds pay \$1 per visitor.

As of September 2018, it has surpassed \$2 billion in revenue.

## KEY QUESTIONS

How does Pokémon Go attract different audiences?

How did Pokémon Go market itself?

How does Pokémon Go use new technologies?

How does Pokémon Go make money?

What issues surround Pokémon Go's regulation?

How important is the franchise to the success of Pokémon Go?