**POKEMON GO: INDUSTRIES**

**PRODUCT CONTEXT**

Produced by Niantic and in collaboration with \_\_\_\_\_\_\_\_\_\_\_\_\_, Pokémon Go is an \_\_\_\_\_\_\_\_\_\_\_\_\_ reality video game for iOS and Android devices. Using the same technology as Google Maps, Pokémon Go relies on players’ \_\_\_\_\_\_\_\_ to allow them to locate, capture, battle and train virtual creatures called \_\_\_\_\_\_\_\_\_\_\_ in the real world. Pokémon Go had an extended launch, being released in Australia, New Zealand and the United States first on July 6th \_\_\_\_\_\_\_\_\_. The game is free to download and play but there is the possibility to spend real money purchasing \_\_\_\_\_\_\_\_\_\_\_, the in-game currency, to get extra items and enhancements.

*augmented PokéCoins GPS Nintendo 2016 Pokémon*

**CULTURAL CONTEXT**

Pokémon is a globally popular \_\_\_\_\_\_\_\_\_\_\_\_. The Pokémon characters themselves have become pop culture \_\_\_\_\_\_\_\_\_. Aside from the thousands of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ items available, there has also been a Pokémon travelling theme park in Japan, two different Pikachu \_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the Macy’s Thanksgiving Day Parade and all \_\_\_\_\_\_\_\_\_\_\_\_ Airways even operates Pokémon Jets.

*merchandise Nippon icons Franchise balloons*

**TECHNOLOGY & CONVERGENCE**

By 2010, virtual \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and augmented reality were emerging as major drivers for game \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and gameplay development. There was also a huge rise in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ gaming through mobile devices. In 2016, the \_\_\_\_\_\_\_\_\_\_\_\_\_ gaming market was estimated to have taken $38 billion in \_\_\_\_\_\_\_\_\_\_\_\_\_. This is where Pokémon Go stepped in.

*mobile revenue hardware casual reality*

**FRANCHISE**

Pokémon is a media franchise that started in \_\_\_\_\_\_\_\_ and the trademark is owned by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The franchise began as a pair of video games for the \_\_\_\_\_\_\_\_\_\_\_\_\_ yet now spans video games, trading card games, animated TV shows and movies, comics, books and toys. It is the second best-selling video game franchise behind \_\_\_\_\_\_\_\_\_\_\_\_\_and is one of the highest grossing media franchises of all time.

*Mario 1995 Gameboy Nintendo*

**FUNDING**

The app is free to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and play, so a big part of the game’s revenue is generated through the in-app purchases. Players can buy \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to purchase extras that can enhance their gaming experience. A YouGov survey estimated that one in five players of Pokémon Go spend money on in-app purchases with the majority of those users spending between 80p and \_\_\_\_\_\_\_\_\_\_\_ in the first month of its release. Throughout the year, the game holds limited time in-game ‘events’ such as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. During the event users are more likely to see ghost Pokémon, the game pays out double candy and shortens the distance you needed to walk before a player’s buddy \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ produces candy.

In addition to in-app purchases, Niantic makes money from “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ locations” – businesses such as McDonalds, movie theatres and pubs pay to show up as prominent locations in the game. In the UK, many small businesses are exploiting their status as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to try to attract new customers. Some even use lures – in-app features that turn Pokéstops into magnets for Pokémon – to attract more customers.

*Pokéstops £14.99 sponsored Download*

*PokéCoins Pokémon Halloween*

**REGULATION**

In 2012 the \_\_\_\_\_\_\_\_\_\_\_\_ system was incorporated into UK law and The Video Standards Council was appointed as the body responsible for the age rating of video games using the PEGI system. Pokémon Go was awarded a \_\_\_\_\_\_\_\_\_\_ rating in the UK. However, there is still some confusion for users as, in the iOS app store, it is stated as being suitable for those aged \_\_\_\_\_\_\_\_\_\_ and over due to mild fantasy violence. There is also concern over \_\_\_\_\_\_\_\_\_\_ for children playing.

*PEGI 3+ 9 Years PEGI safety*