

July 18, 2016

## QUICK NEWS

[ABC Relaunches Streaming App That Lets Fans Watch 38 of Their Favorite Older Shows](#)

[Consumers Don't Mind Hearing from Brands on Messaging Apps](#)

[Google Launches Smarter, More Visual Ads Timed for Holiday Shopping](#)

[Instagram Is Inspiring Marketers to Make Square-Shaped Videos for Facebook](#)

[The 10 Best-Perceived Brands Among Consumers in 2016 \(So Far\)](#)

[This Startup Lets You Buy Custom Snapchat Geofilters from a Collection of Artists](#)

## WHAT'S TRENDING NOW?

### HASHTAGS:

#KimExposedTaylorParty

#RNCinCLE

### UPCOMING EVENTS:

- [ANA Digital & Social Media Conference](#)  
Colorado Springs, CO  
July 20-22, 2016
- [Comic-Con International: San Diego](#)  
San Diego, CA  
July 21-24, 2016



## POKEMON GO AND WHAT YOU NEED TO KNOW

If you've seen people running in front of cars, jumping in bushes, and chanting "Gotta catch 'em all!", you aren't hallucinating. The latest gaming craze taking over the planet is none other than *Pokémon GO*, which was released in the U.S on July 6<sup>th</sup>. The augmented reality game, developed by Niantic, is available for free on Android and iOS. The game utilizes the GPS of mobile devices and places Pokémon in the player's – known as trainer's – vicinity to be caught and trained. The game fulfills hardcore Pokémon fans' dream of living in a world full of Pokémon. It seems everyone has an opinion on The Pokémon Company and Nintendo's latest venture, from bringing back 90s nostalgia, to encouraging outdoor activity. Whether it is positive or negative, the world has been on Poké-watch since its release.

Pokémon gained most of its momentum during the late 1990s when the original handheld games, *Pokémon Red* and *Blue*, were released. A few spinoffs followed into the 2000s as well as production of a TV show, trading cards, and movies. *Pokémon GO* includes all 151 original creatures. However, traditional Pokémon battles have changed for the new development. Player's fight with each creature themselves, instead of using their collection of Pokémon. Further, players may notice that battles with other trainers and gym leaders have changed. The battles largely depend on the individual powers of each Pokémon, rather than strategy previously used on the handheld games. In order to evolve your Pokémon to a stronger form, players collect special items through battles and Pokémon hunting. Another difference is the lack of multiplayer capabilities, which has disappointed some fans. Abilities such as battles and trading with real-life friends, have been lost to the new game. Your device's battery will also be consumed in a matter of hours, but users are already using [guides](#) to save their battery life. The game only uses about five to ten megabytes of data per hour of playing, according to P3 Communications Inc. Compared to one hour of HD video, which uses around 350 megabytes, the game won't drastically affect your

## SOURCES

[How TV and Streaming Networks Hope to Benefit from the Pokémon Go Frenzy](#)

['Pokémon Go' Comes to 26 New Countries, But Server Issues Keep Many from Playing](#)

[Pokémon Go Craze Sends Nintendo Stock Soaring](#)

[Pokémon Go Expands to Europe Starting with Germany](#)

[Pokémon Go, Explained](#)

[Pokémon Go Has an Estimated 7.5M U.S. Downloads, \\$1.6M in Daily Revenue](#)

[Pokémon Go Is Having a Positive Impact On People's Mental Health, And Here's the Science to Back It Up](#)

[Pokémon Go Outpaces Clash Royale as The Fastest Game Ever to No. 1 On Mobile Revenue Charts](#)

[Pokémon Go Player? Here's How Much Mobile Data You Can Expect to Burn](#)

[What Pokémon Go Has to Do with Armed Robbery and A Dead Body](#)

data plan.

### AR Through GPS

*Pokémon GO* isn't virtual reality, which requires a headset. Instead, augmented reality uses the player's location to integrate the game and the real world around players. Other AR games that have been released include *Ingress* and *Life Is Crime*. The type and number of Pokémon vary depending on where and when you play. Further, players are encouraged to travel the world and visit actual landmarks, which have been tagged as Gyms and PokéStops. These locations allow gamers to pick up Poké balls, eggs, or leave items that lure Pokémon to the location (available for purchase in the store). Locations such as street signs, churches, malls, or even private households, have been entered into the game.

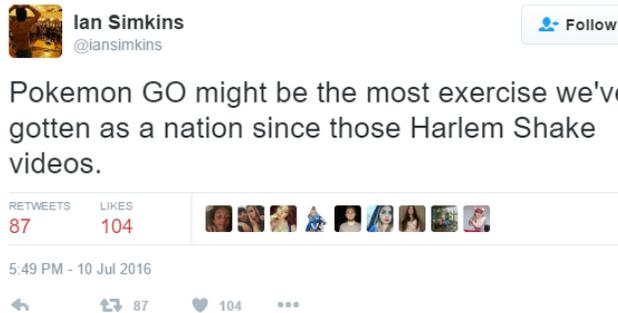
### Entertaining Yet Controversial

There has already been quite some backlash regarding the dangers of playing. Gamers have been set up by robbers, who target victims in secluded locations. One player discovered a dead body and others have been warned not to play the game while driving, crossing streets, and entering certain buildings. The Holocaust Museum located in Washington D.C. was being used as a PokéStop and players attracted national attention for the inappropriate use of its grounds. Australian police released the following statement on social media: "For those budding Pokemon Trainers out there using Pokemon Go – whilst the Darwin Police Station may feature as a Pokestop, please be advised that you don't actually have to step inside to gain the pokeballs."



Among the positive feedback toward *Pokémon GO*, players are capitalizing on the large amounts of outdoor exercise accumulated while searching for Pokémon. Since the game requires exploring nearby parks and neighborhoods, players end up walking quite a bit. There have also been claims that the game has helped with mental health. Though there have not been any scientific studies on the effects of playing, gamers have been encouraged to go outside and socialize. Some stores are even reaping the benefits of player traffic after becoming gaming hotspots. Signs reading "Pokemon are for paying customers only" have been placed in store

windows. Others, such as Subway, have used social media to encourage gamers to “recharge” at their nearest location. Hulu has even jumped in to remind gamers of the 201 episodes of Pokémon and 4 movies available on their streaming service.



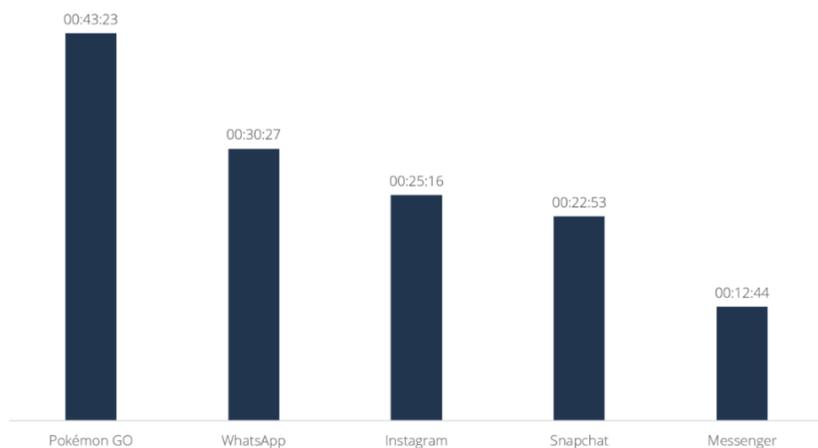
### Does It Measure Up?

In the U.S., *Pokémon GO* has already become the top free app and top grossing app in the iPhone App Store. After Nintendo’s stock rose 9% on July 8<sup>th</sup>, it soared almost 25% by July 11<sup>th</sup>. The game’s release and success comes after the company’s stock dropped to almost half its value over the previous twelve months. App Analytics company SensorTower estimates the game’s earnings on iOS to be around \$1.6 million per day. It’s possible the numbers will decrease as the initial hype of the game slows down. *Pokémon GO* became the fastest game to reach No.1 in mobile revenue in less than one day for iOS and four days on Android. This surpasses the previous record of *Clash Royale*, who topped the chart after two days on iOS and seven on Google Play. According to SimilarWeb, the app has already beat Tinder in downloads on U.S. Android and has significant user time compared to social platforms.

### Usage Time: Pokémon GO vs Social Media Apps

US Android App Data: July 8<sup>th</sup>, 2016

Data By  SimilarWeb



*Pokémon GO* was initially released in the U.S., Australia, and New Zealand. Other countries soon followed, bringing the game's global reach to 34 countries as of July 16<sup>th</sup>. Meanwhile, the rest of the world will have to wait for their chance to catch Pikachu.

*By Natalie Barghash  
Media Intern*

## QUESTIONS, COMMENTS & THE FUTURE?

- The game's trailer hinted at the possibility to trade and interact with real-world friends, which is currently not available. Will such capabilities be added in the near future?
- Are other game developers going to follow *Pokémon GO*'s lead by releasing mobile games in addition to video game consoles? Will consumers be drawn to both experiences or will the trend fizzle out?
- Will companies pay to have stores included in the game's map to attract consumers? Will AR games become a viable foot-traffic driver through sponsored locations?