

ARTILLERY DATA BRIEFS

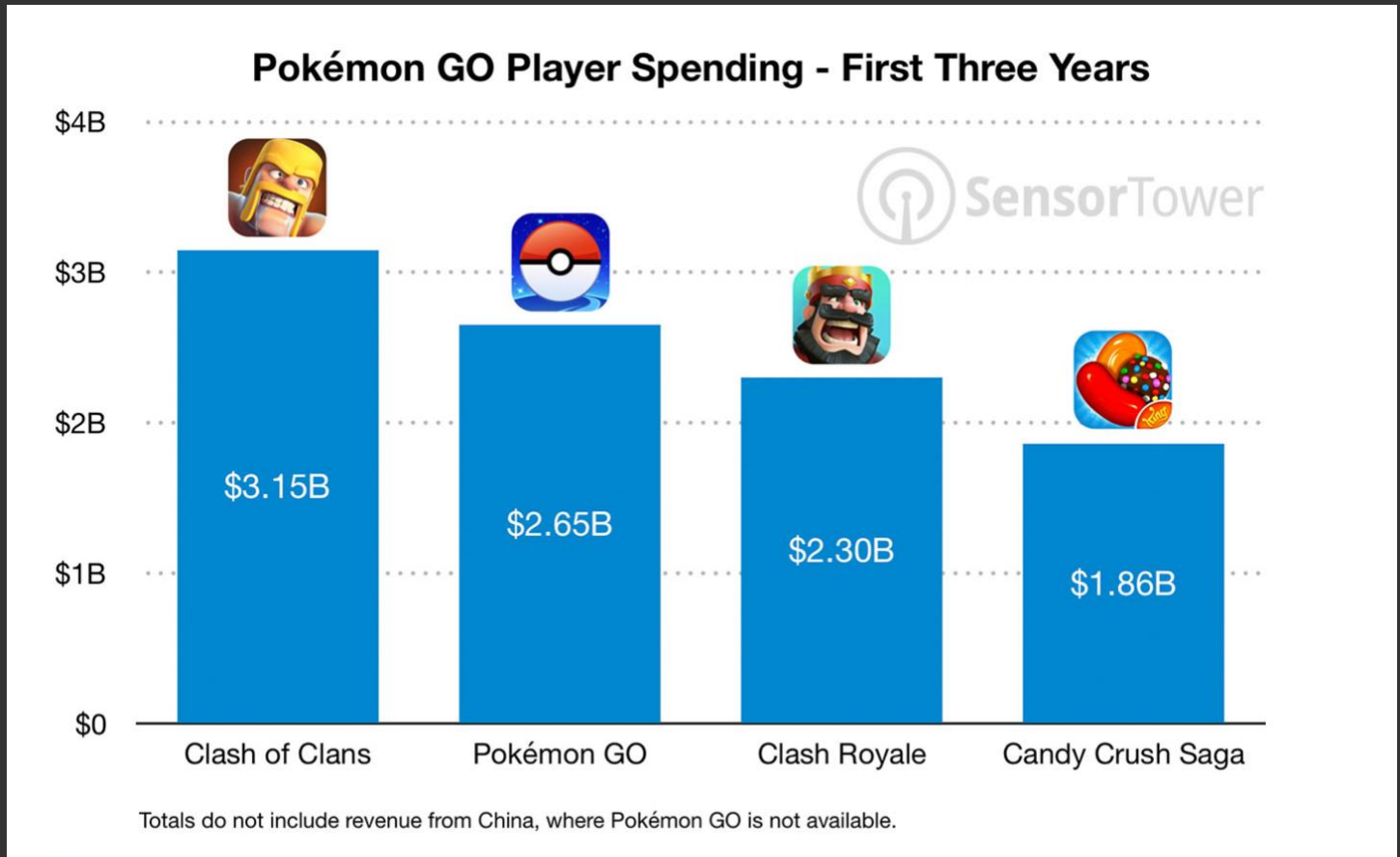
POKEMON GO EXCEEDS CANDY CRUSH 3-YEAR REVENUES

7/15/19



As we pass Pokemon Go's (PGO) third birthday on July 6, evidence emerges of its lifetime revenue total. Sensor tower estimates total revenues of \$2.65 billion, on pace for \$3 billion by the end of 2019. This notably ranks the game ahead of Candy Crush and Clash Royale (see below).

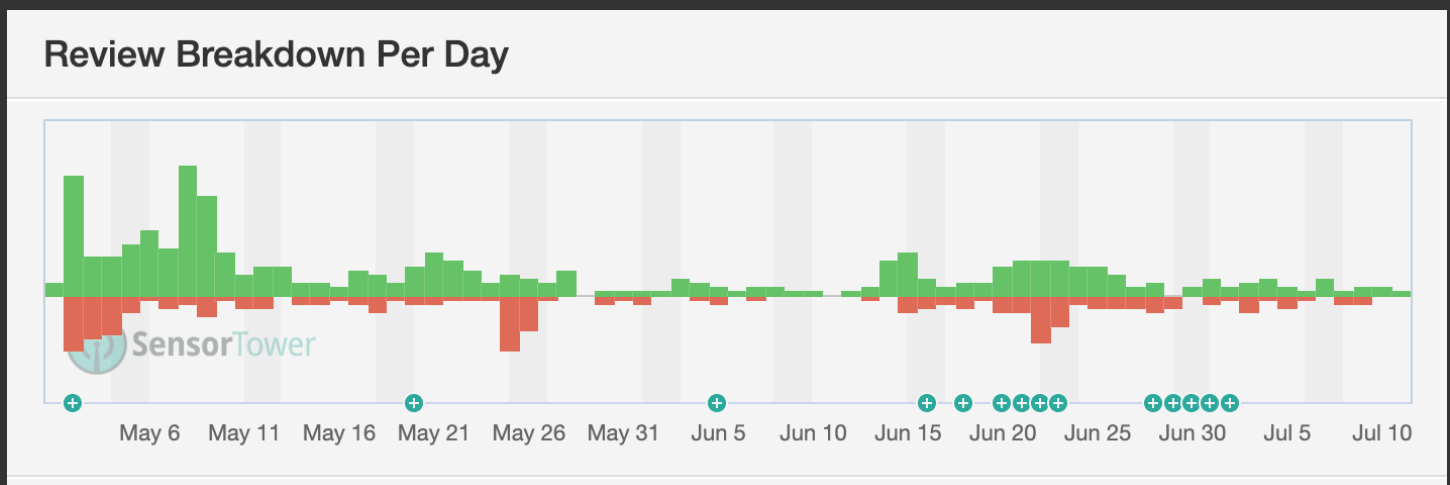
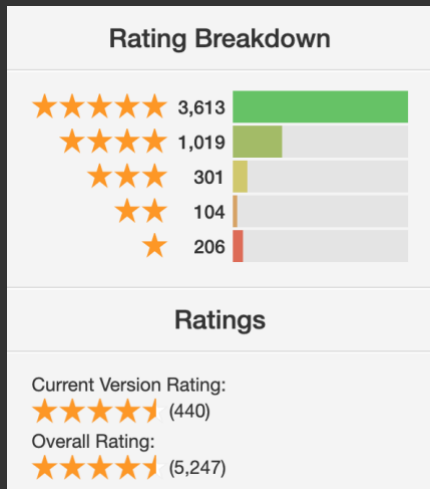
Further putting things in perspective, estimated 2019 year-to-date gross revenue is \$395 million, up 19 percent year over year. Daily average revenue since launch is \$2.4 million, and its average revenue per player (ARPU) is \$5, corresponding to 521 million downloads.



Meanwhile, there are questions about whether this should be counted as AR revenue. And that's tied to the broader discussion of if the game itself constitutes AR. We believe it is AR, as reflected in our past commentary and the market sizing of our research arm ARtillery Intelligence.

That belief is tied to philosophies about broadening AR's definitions beyond the narrow scope of SLAM-based graphical overlays. Pokemon Go's geographically-informed gameplay fits this broad definition of augmentation, as does other modalities we're examining such as hearables.

Back to revenues, another question that emerges is how the highly anticipated Harry Potter Wizards Unite (carrying PGOs architecture and game mechanics) is tracking to its revenue growth. It's a bit behind, but still successful in its own right. In fairness, PGO has big shoes to fill.



As we've examined, HPWU's opening weekend saw 200K downloads and \$300K in revenue. That pace was validated in first-week figures of 6.5 million downloads and \$3 million in revenue, tracking behind PGOs 38.5 million downloads and \$58 million during the same period.

From this, we can calculate per-player (ARPU) spending during the same period, where PGOs \$1.50 eclipses HPWU's \$.46. As noted, PGO's lifetime ARPU rose to \$5, indicating potential growth in HPWU per-player spending as momentum grows to level up via in-app purchases.

As for player reception, the professional reviews are mixed (sometimes damning), but player reviews aren't as bad. The true performance — in revenue and in player engagement — will have to be evaluated over a longer timeframe. But these early signals are telling. We'll keep watching.

Video Companion

(Click Video to Play)



About ARtillery Intelligence



ARtillery Intelligence chronicles the evolution of spatial computing. Through writings and multimedia, it provides deep and analytical views into the industry's biggest players, opportunities and strategies.

Run by analysts and former journalists, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though there are lots of fun and games in spatial computing such as AR & VR, cultural, technological and financial implications are the primary focus.

Products include the *AR Insider* publication and the *ARtillery PRO* research subscription, which together engender a circular flow of knowledge. Research includes monthly narrative reports, market-sizing forecasts, consumer survey data and multi-media, all housed in a robust intelligence vault.

Learn more [here](#).



About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillery Intelligence* and Editor-in-Chief of *AR Insider*.

Mike is a frequent speaker at industry conferences such as AWE, VRLA and LeadsCon. He has authored more than 120 reports and market-sizing forecasts on the tech & media landscape. He contributes regularly to news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

Further background, history and credentials can be read [here](#).



Contact

Questions and requests for deeper analysis can be submitted [here](#).



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