

ARTILLERY DATA BRIEFS

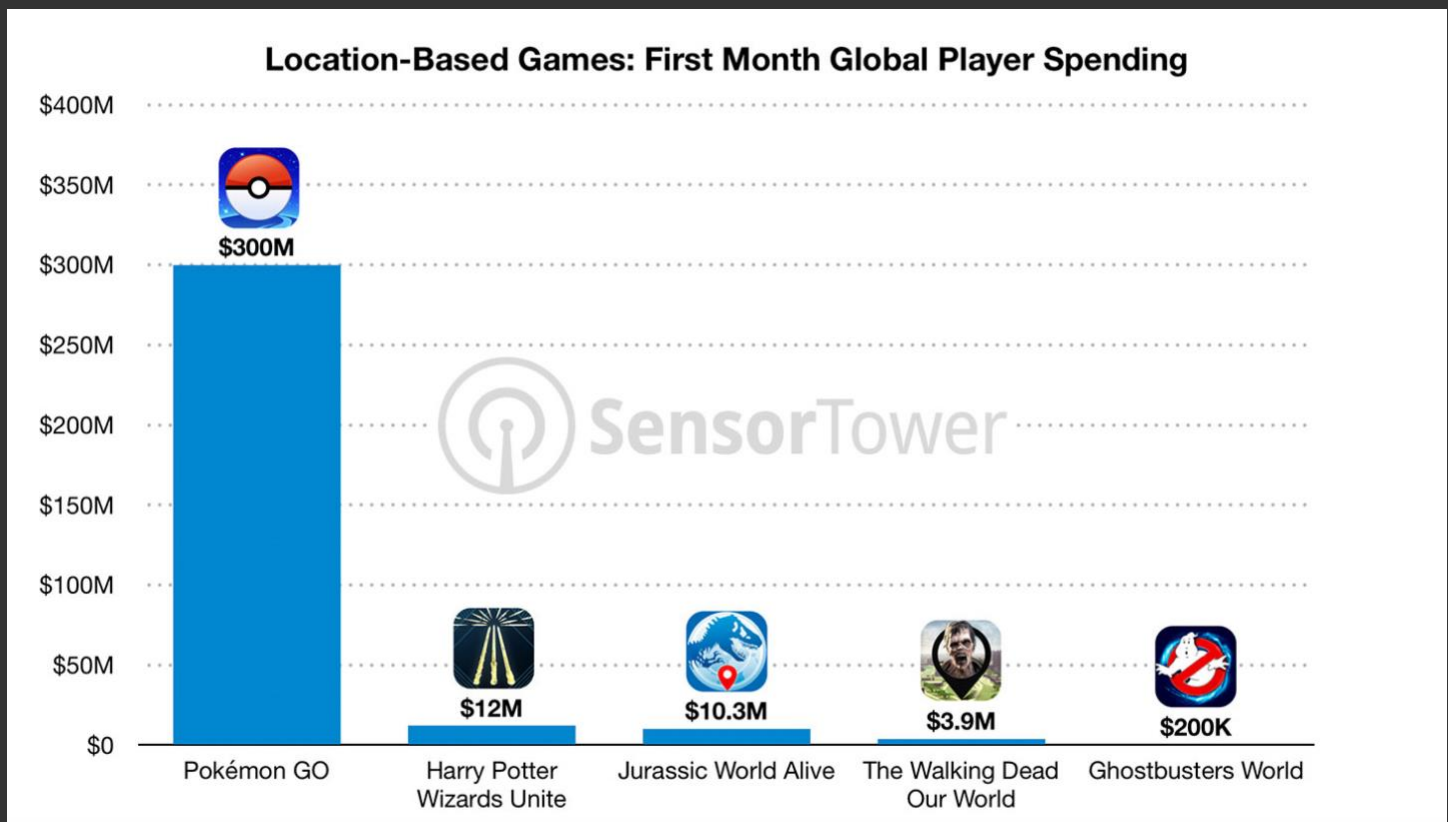
HARRY POTTER W.U. GROSSED \$12M IN FIRST MONTH

09/02/19



Early performance results for Harry Potter Wizards Unite are in. The bad news is that it's tracking far behind its forbear Pokémon Go. The good news is that it's the second highest-grossing location-based game of all time with \$12 million in its first month, according to Sensor Tower.

The good news probably outweighs the bad as this is a sizable revenue feat. And comparing it to Pokémon Go is perhaps unfair given the latter's global strength in IP and pent-up/unfulfilled demand. The world hadn't seen a Pokémon-themed mobile game in the smartphone era.

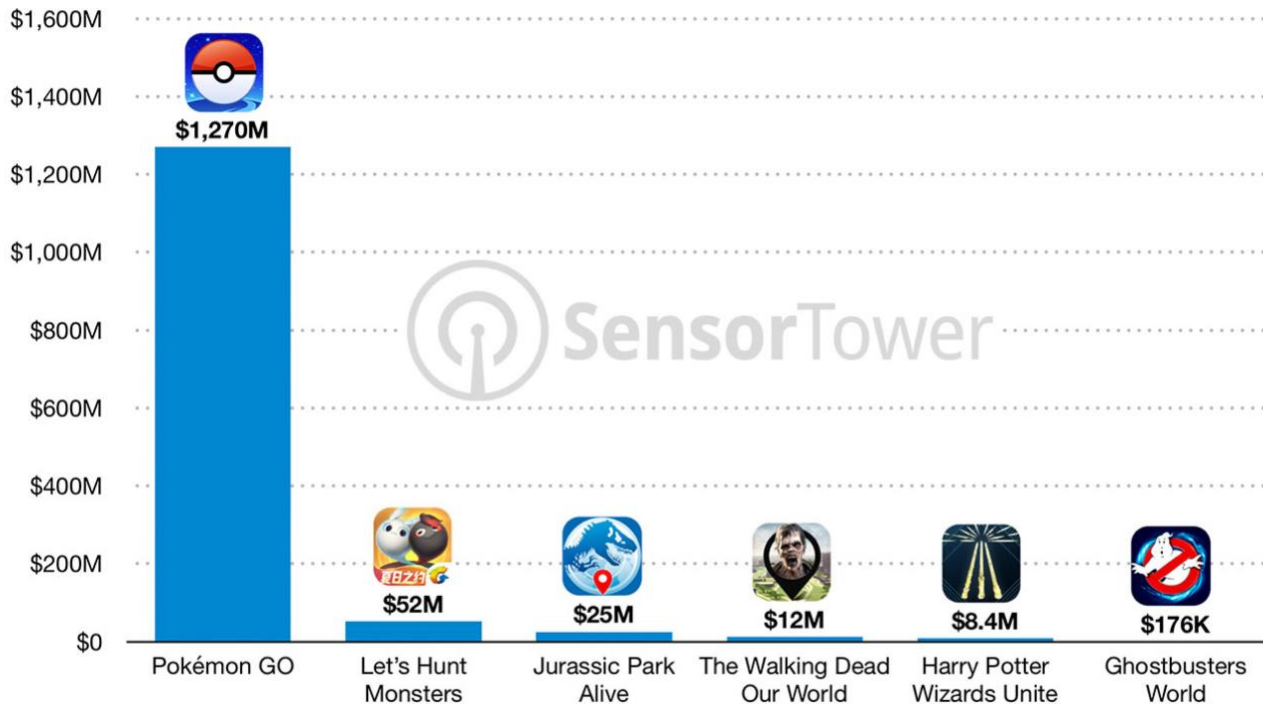


We previously reported about HPWU's first day of usage and revenue, but this first month's data provides a more complete picture. Though it's pacing far behind Pokémon Go, it exceeds other strong-IP titles in location-based AR such as Jurassic World Alive and Ghostbusters World.

This begs the question of how other impending titles will fare. Minecraft Go has lots of potential, given a massive engaged base of players that demographically align with the camera forward and AR-ready gen-Z. It's currently in the process of a slow rollout so we'll have to wait and see.

Panning back further, there are interesting things happening in China (as always). Tencent's Lets Hunt Monsters has actually outperformed HPWU in revenue if you zero in on just iOS. The game isn't included in the above chart because it's a China-only title, but it's certainly worth watching.

Location-Based AR Games Player Spending (iOS)



Let's Hunt Monsters revenue is China-only. Amount for other titles are global revenue outside China.

As for how HPWU is raking in these dollars, the go-to model for mobile AR gaming is in-app purchases. Supported by our consumer survey research with Thrive Analytics, AR is too nascent to get people to pay upfront for apps. A more prudent approach is to ease them, a la freemium.

Another ongoing question is whether or not all that revenue is attributable to AR. AR in its narrow definition is a small share of gameplay in HPWU (and Pokemon Go). But if a broader definition of physical/digital cohesion (location dynamics, etc.) is applied, these titles count as "AR."

Sticking to the theme of good news / bad news, the bad news is that things are so early and undefined. The good news is that things are so early and undefined. There will be lots of value creation as location-based AR gaming continues to grow into its own skin. We'll be watching.

Video Companion

(Click Video to Play)



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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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