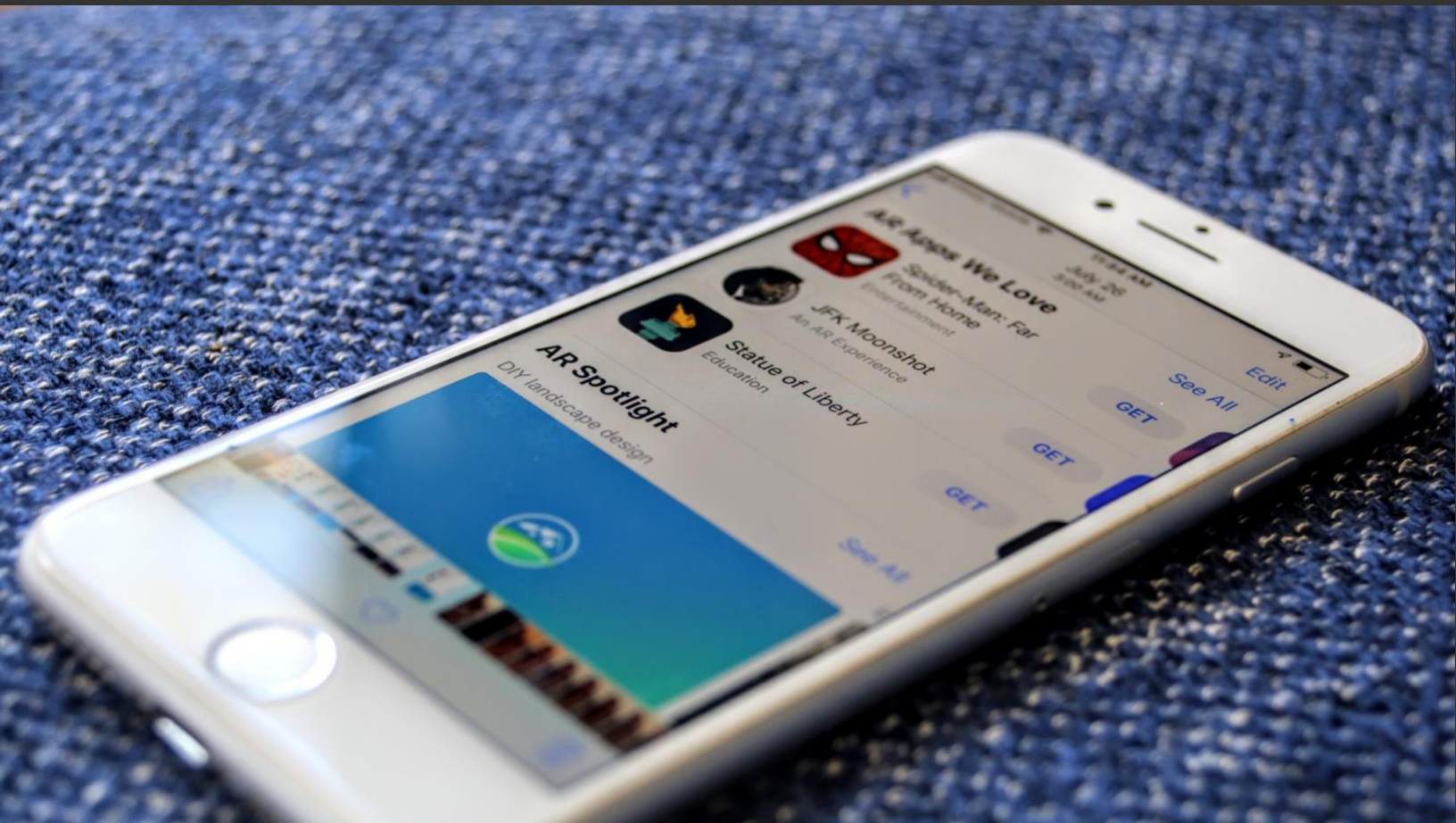


# ARtillery Intelligence



## ARtillery Data Brief

Minecraft Earth Gets 1.2 Million Downloads in First Week

11/25/19

The hotly-anticipated Minecraft Earth has come out of the gates strong. Specifically, Sensor Tower reports that it racked up 1.2 million downloads and \$93,000 in in-app purchases in its first week. This puts it in third place in first-week downloads for AR games, behind Pokémon Go and HPWU.

It should be noted however when evaluating these first-week rankings that Minecraft Earth hasn't launched in all geographies yet. Its availability so far includes the U.S. (86.2 percent of downloads), Great Britain (5 percent of downloads) and Canada (2.6 percent of downloads).

So the game's first-week performance and download rankings are good leading indicators but not yet "apples to apples" comparisons. That will come as the game is rolled out on a greater global scale and is given more time in the market to prove or disprove its staying power.



As background, the Minecraft IP is owned by Microsoft and the game is released by Mojang (sort of like the relationship between Nintendo and Niantic). In this case, the IP owner Microsoft has also contributed to the tech stack with its Spatial Anchors AR cloud technology among others.

Speaking of IP, this is a big success factor for location-based AR games. Because AR isn't proven enough as a consumer technology, success stories have been buttressed by strong brands that attract existing fans. That goes for Pokémon Go and HPWU. Minecraft checks that box.

Of course, that's only half the battle. Execution, mechanics and all the fundamentals of game design must back up the IP with compelling UX. As we examined recently for PGO, it's been able to sustain usage over time — rare for mobile gaming — with updates and inherent replayability.

Another success factor is not relying too heavily on AR as a central game component. Pokémon Go for example, uses AR in sparing and additive ways. AR mode is used 2-3 minutes per session, and its GO Snapshot feature lets players take and share photos with captured Pokémon.



Another key factor is how well the game mechanics, AR components and location-based dynamics naturally meld with the IP. These things dovetail nicely with Pokémon Go in that the franchise theme is naturally aligned with physical-world voyages to capture monsters.

It's been argued that HPWU isn't as naturally conducive to the game mechanics inherited from Pokémon Go, and therefore feels less natural. It's trailing behind Pokémon Go in downloads and revenue, but it should get some credit for being a strong title in its own right.

This is all to say that Minecraft Earth has the ingredients for success in its strong IP and early engagement. Whether or not that's sustainable will come down to the above execution factors. It seems to check a lot of those boxes based on anecdotal evidence, but more time is needed.

# 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, 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 Data Briefs

ARtillery [Data Briefs](#) are research deliverables that are assembled weekly by ARtillery Intelligence analysts to document the market trends and events they're tracking.

# 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 XRDC. 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](#).



# Methodology

This brief highlights *ARtillery Intelligence* viewpoints, gathered from its daily in-depth coverage of spatial computing. To support narratives, data are cited throughout the report. These include *ARtillery Intelligence* original data, as well as that of third parties. Data sources are attributed in each case.

For market sizing and forecasting, *ARtillery Intelligence* follows disciplined best practices, developed and reinforced through its principles' 15 years in tech-sector research and intelligence. This includes the past 3 years covering AR & VR exclusively, as seen in research reports and daily reporting.

Furthermore, devising these figures involves the “bottom-up” market-sizing methodology, which involves granular revenue dynamics such as unit penetration, pricing and growth patterns. More on *ARtillery Intelligence* market-sizing research and methodologies can be read [here](#).

# Disclosure and Ethics Policy

*ARtillery Intelligence* has no financial stake in the companies mentioned in this report, nor was it commissioned to produce it. With respect to market sizing, *ARtillery Intelligence* remains independent of players and practitioners in the sectors it covers, thus mitigating bias in industry revenue calculations and projections.

*ARtillery Intelligence*'s disclosure and ethics policy can be seen in full [here](#).

# Contact

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

