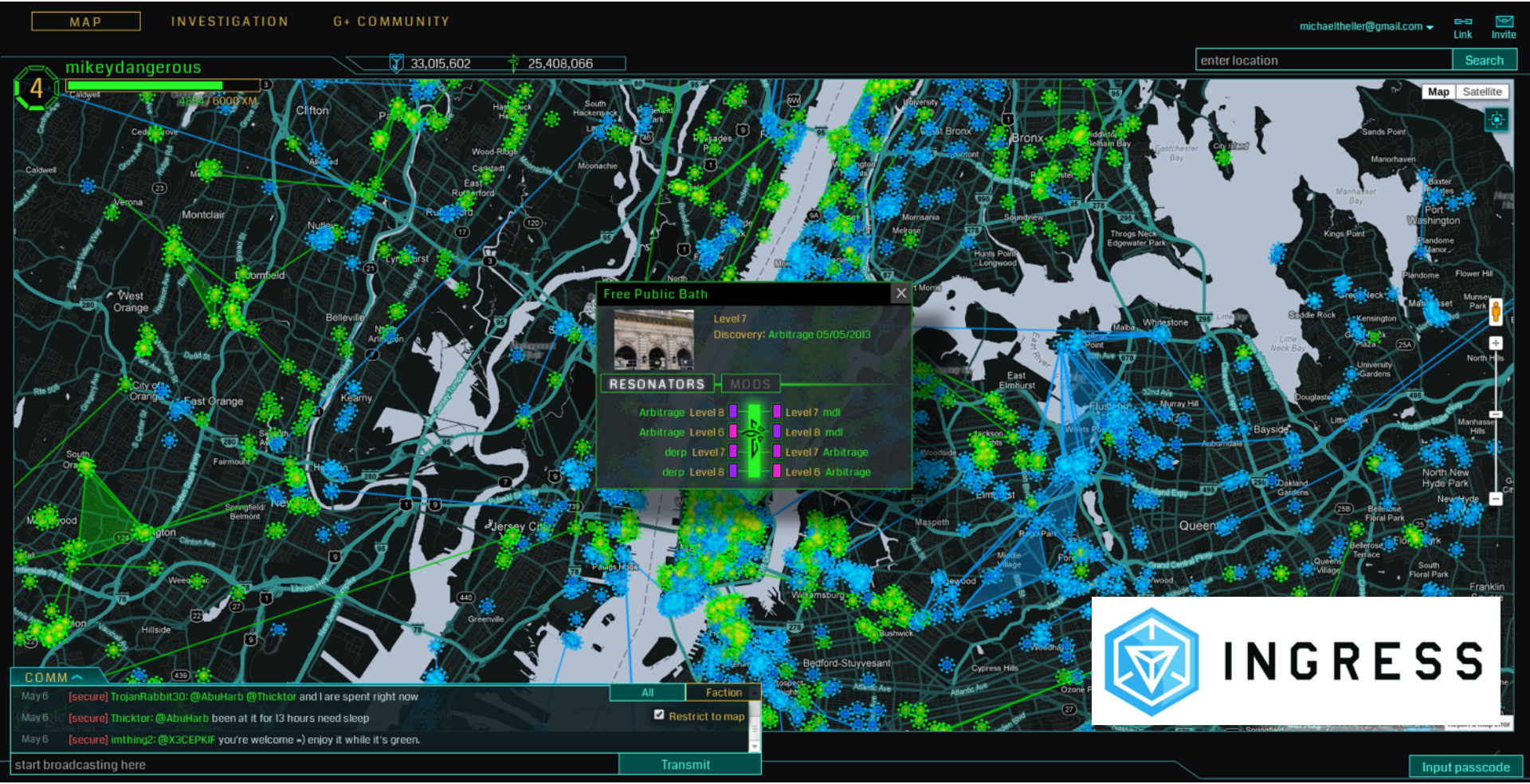


tecnilógica

Pokémon GO y la explosión de la realidad aumentada

Ángel Barbero


Tanuki
Tigershark
invizimals
Photo

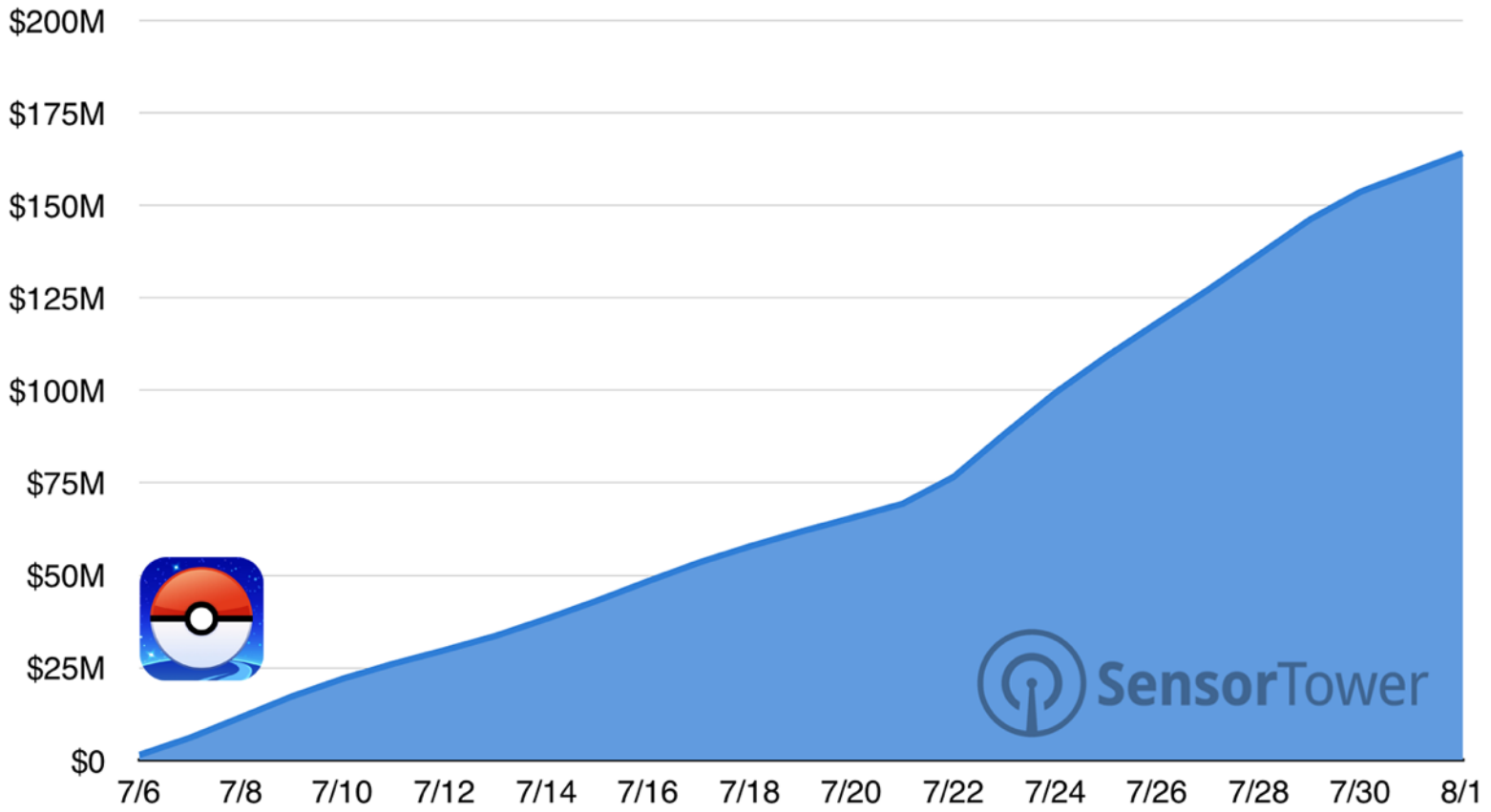

MAP
INVESTIGATION
G+ COMMUNITY
michaeltheller@gmail.com
Link
Invite
mikeydangerous
4
33,015,602
25,408,066
enter location
Search
Map
Satellite
Free Public Bath
Level 7
Discovery: Arbitrage 05/05/2013
RESONATORS
MODS
Arbitrage Level 8
Arbitrage Level 6
derp Level 7
derp Level 8
Level 7 mdl
Level 8 mdl
Level 7 Arbitrage
Level 6 Arbitrage
COMM
All
Faction
Restrict to map
May 6 [secure] TrojanRabbit30: @AbuHarb @Thicktor and I are spent right now
May 6 [secure] Thicktor: @AbuHarb been at it for 13 hours need sleep
May 6 [secure] imthing2: @X3CEPKIF you're welcome =) enjoy it while it's green.
start broadcasting here
Transmit
Input passcode
INGRESS



Pokémon GO™

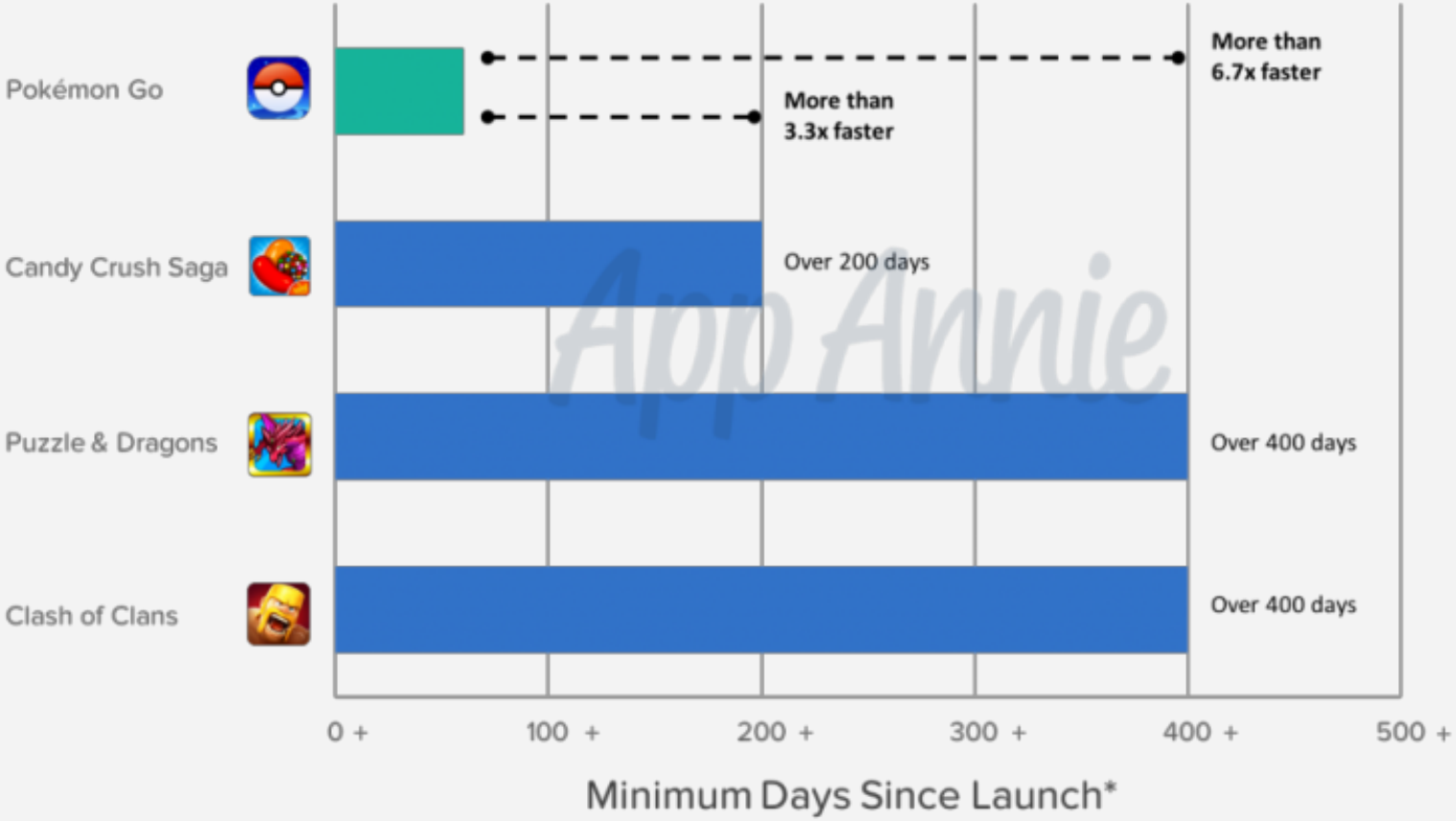


Pokémon GO Cumulative Worldwide Revenue - App Store and Google Play



Days to Reach $500M in Consumer Spend

iOS App Store and Google Play, Worldwide



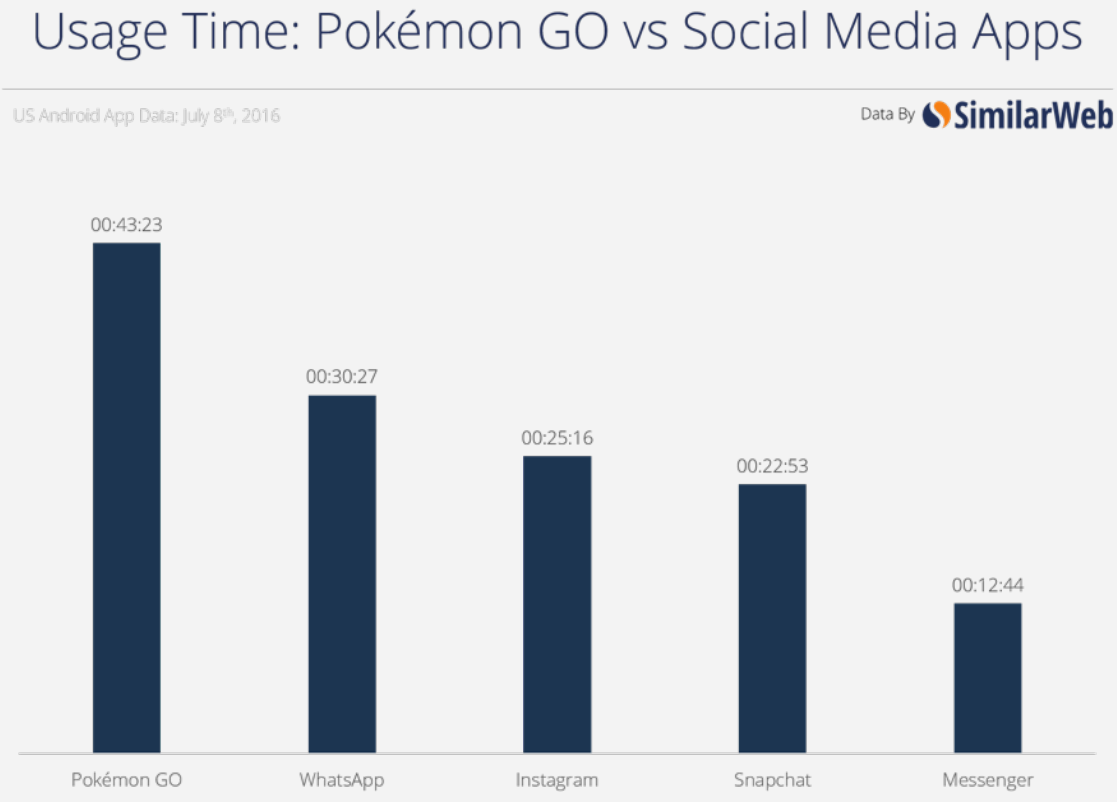
App Annie

*Based on earliest release date on either store

El boom de Pokemon GO

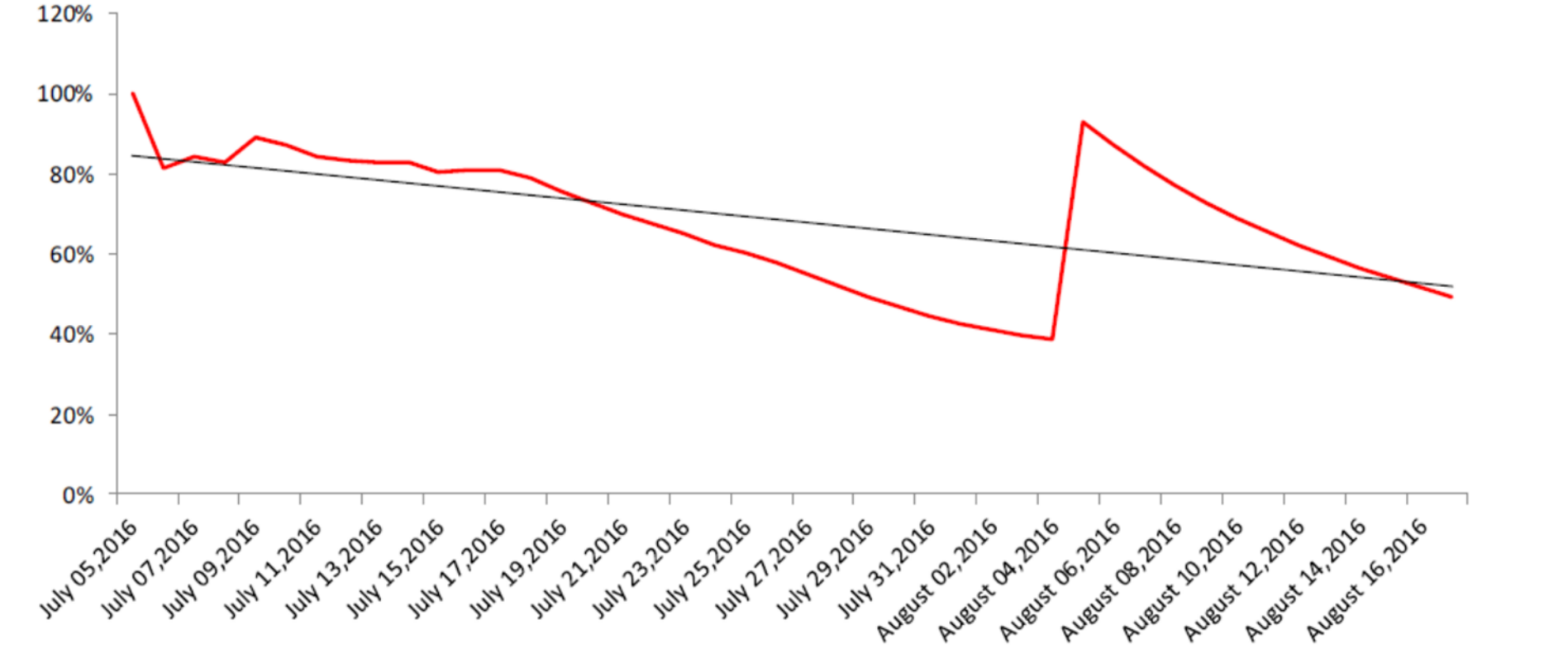


El boom de Pokemon GO

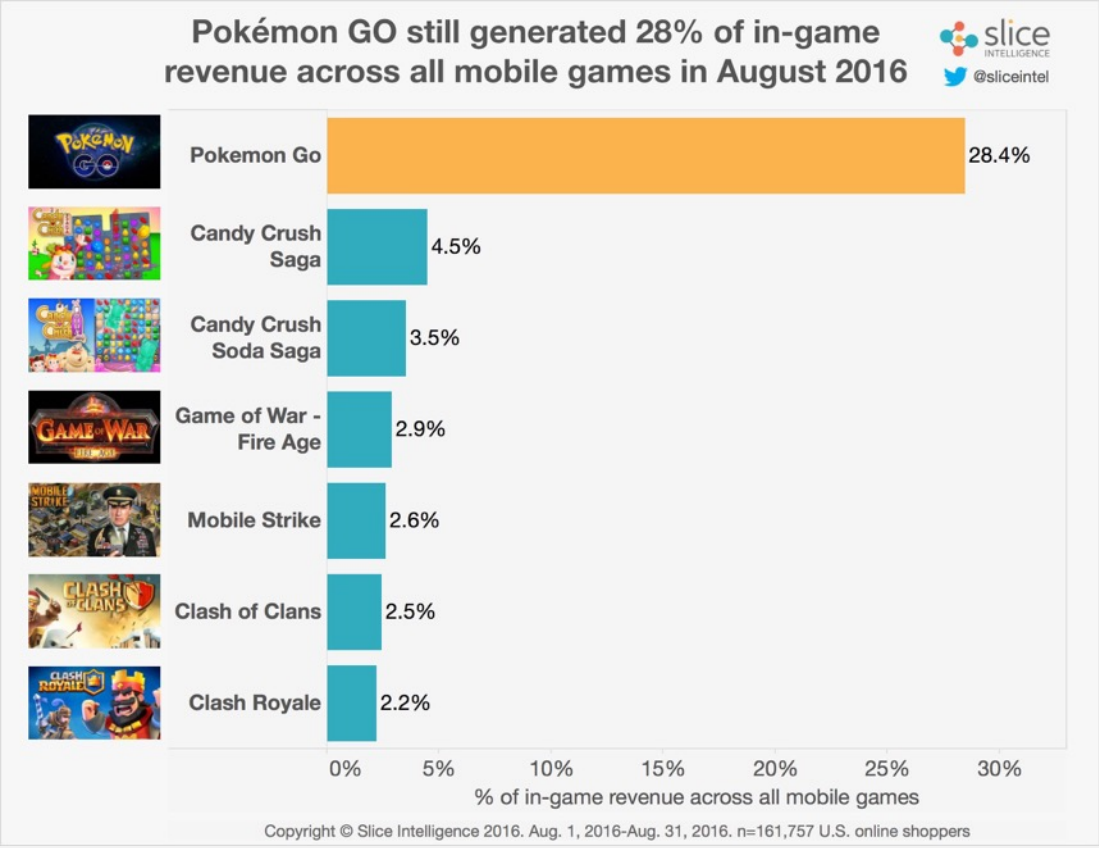


¿El boom de Pokemon GO?

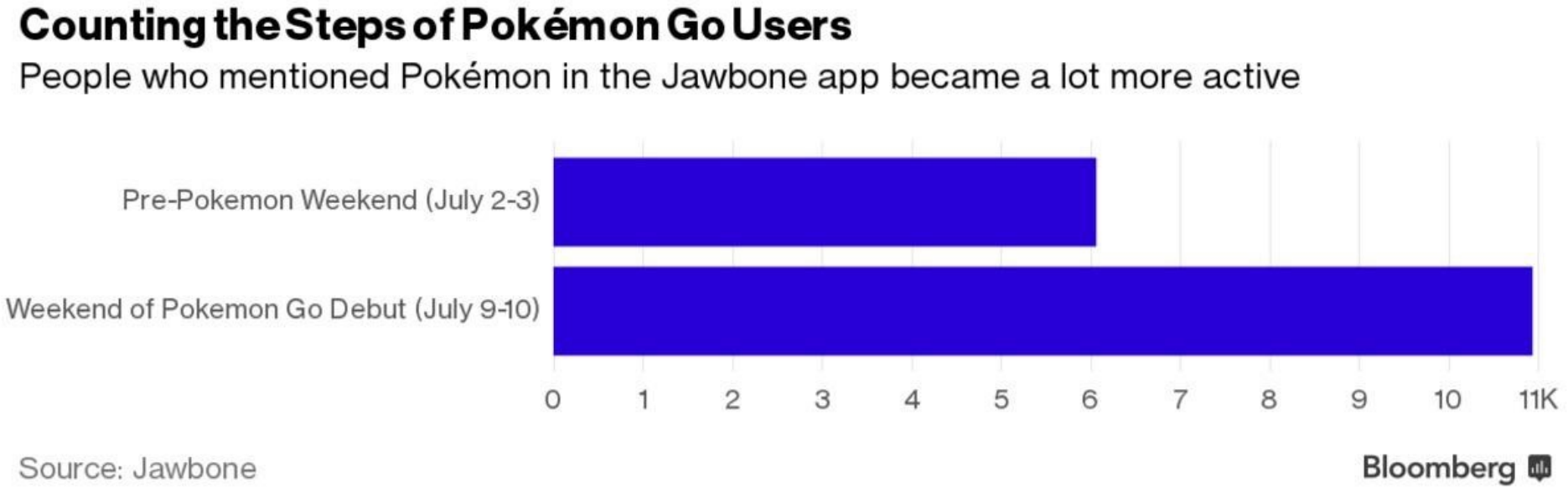
Figure 3: *Pokémon Go* Engagement



El boom de Pokemon GO



Efectos colaterales



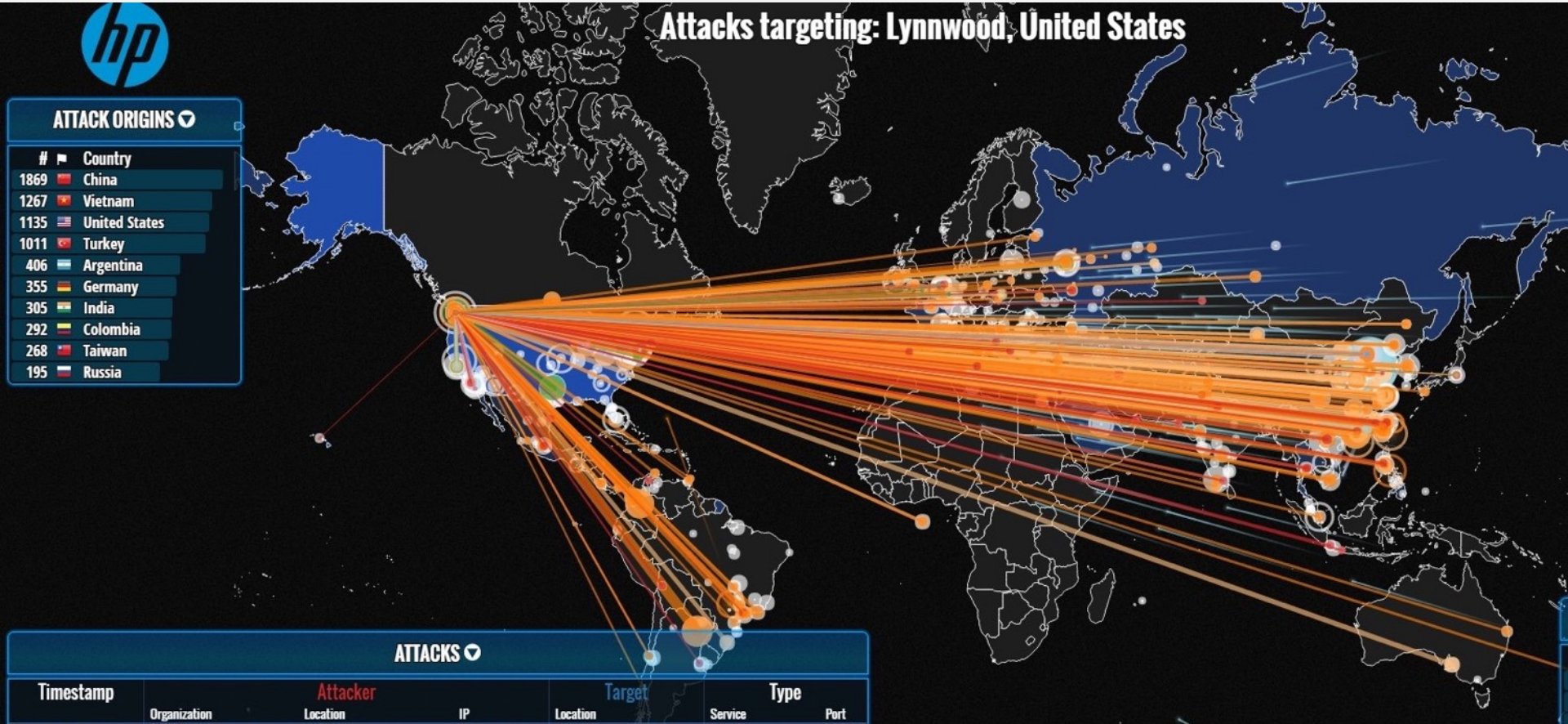
Efectos colaterales

En junio

- Aumento de las ventas de consolas Nintendo (+33%)
- Aumento de las ventas de los videojuegos Pokemon (+70%)

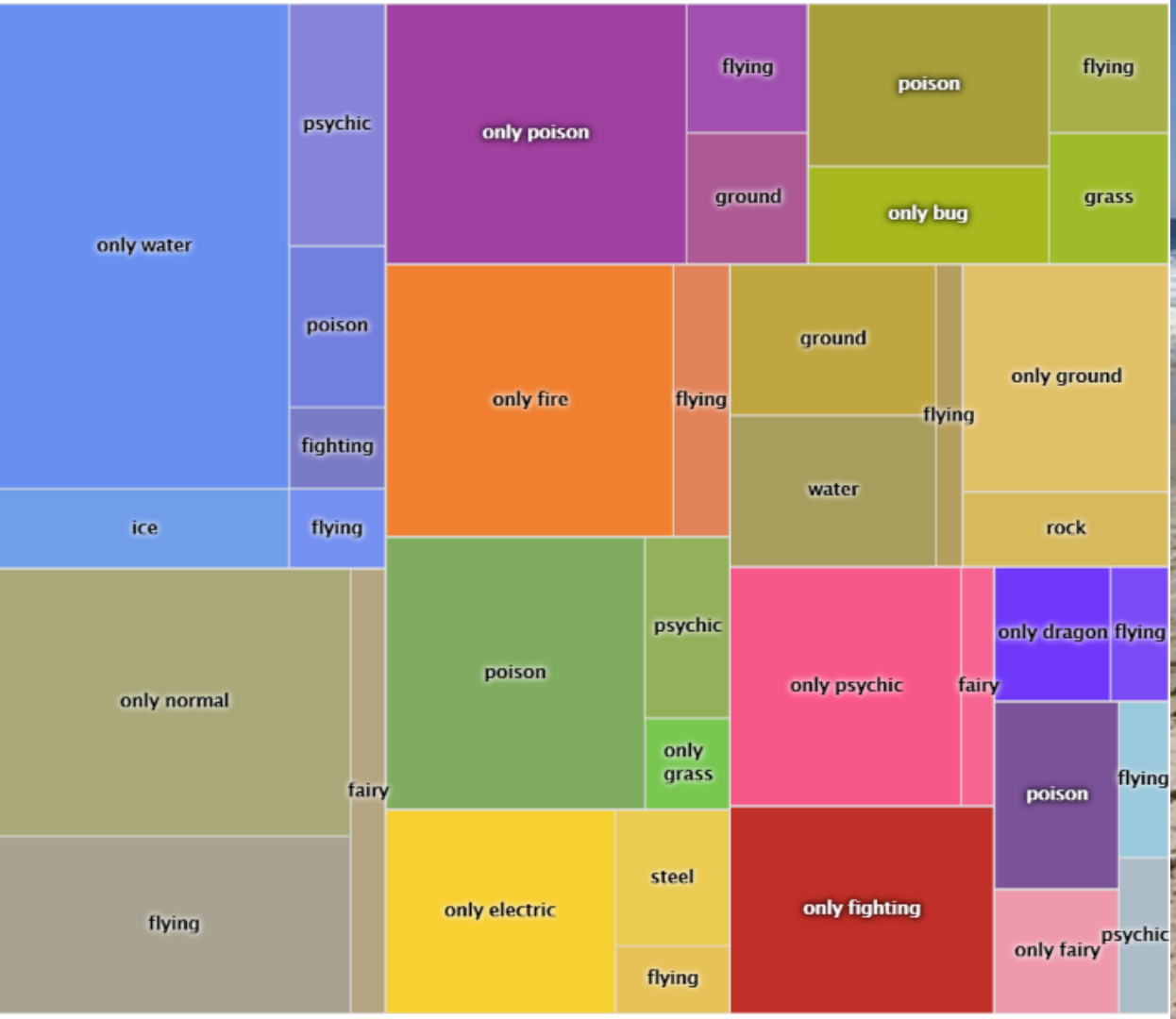


Efectos colaterales




gamification
90%




only water
psychic
only poison
flying
poison
flying
ground
only bug
grass
poison
only fire
flying
ground
flying
only ground
fighting
water
ice
flying
rock
only normal
poison
psychic
only psychic
fairy
only dragon
flying
fairy
only grass
poison
flying
flying
only electric
steel
only fighting
only fairy
psychic
flying

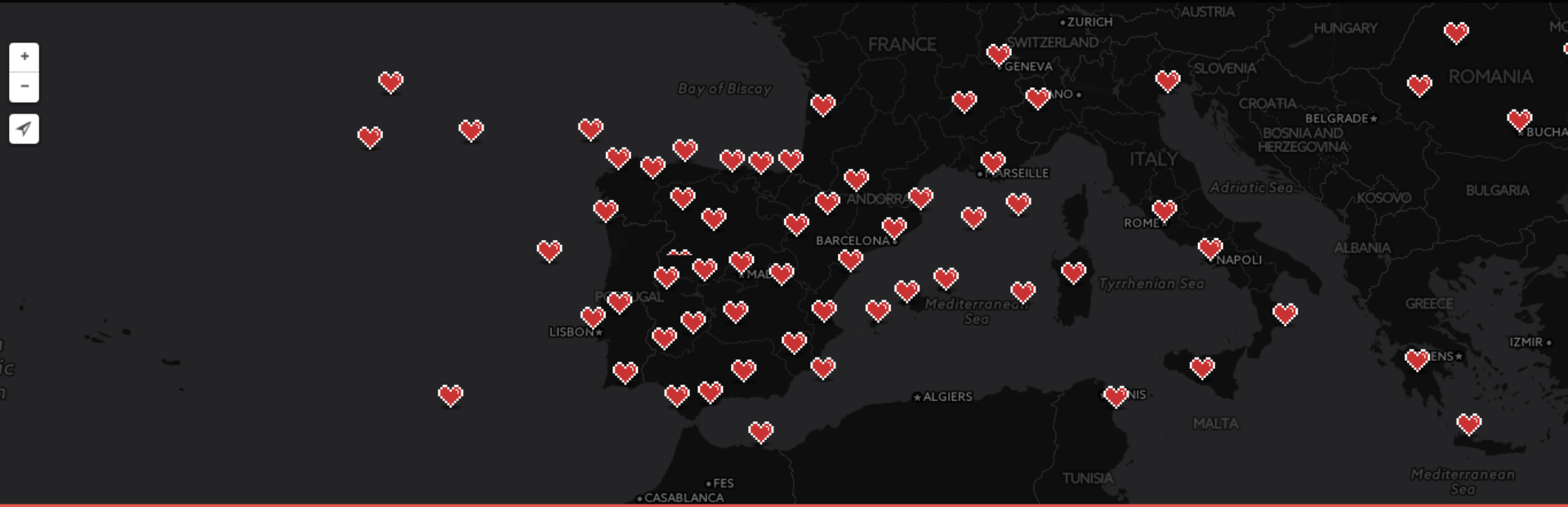
09840
PRIMEROS BESOS

Ayúdanos a crear el mapa de los primeros besos

Déjale un regalo a tu pareja por el día de San Valentín en el lugar donde surgió el amor

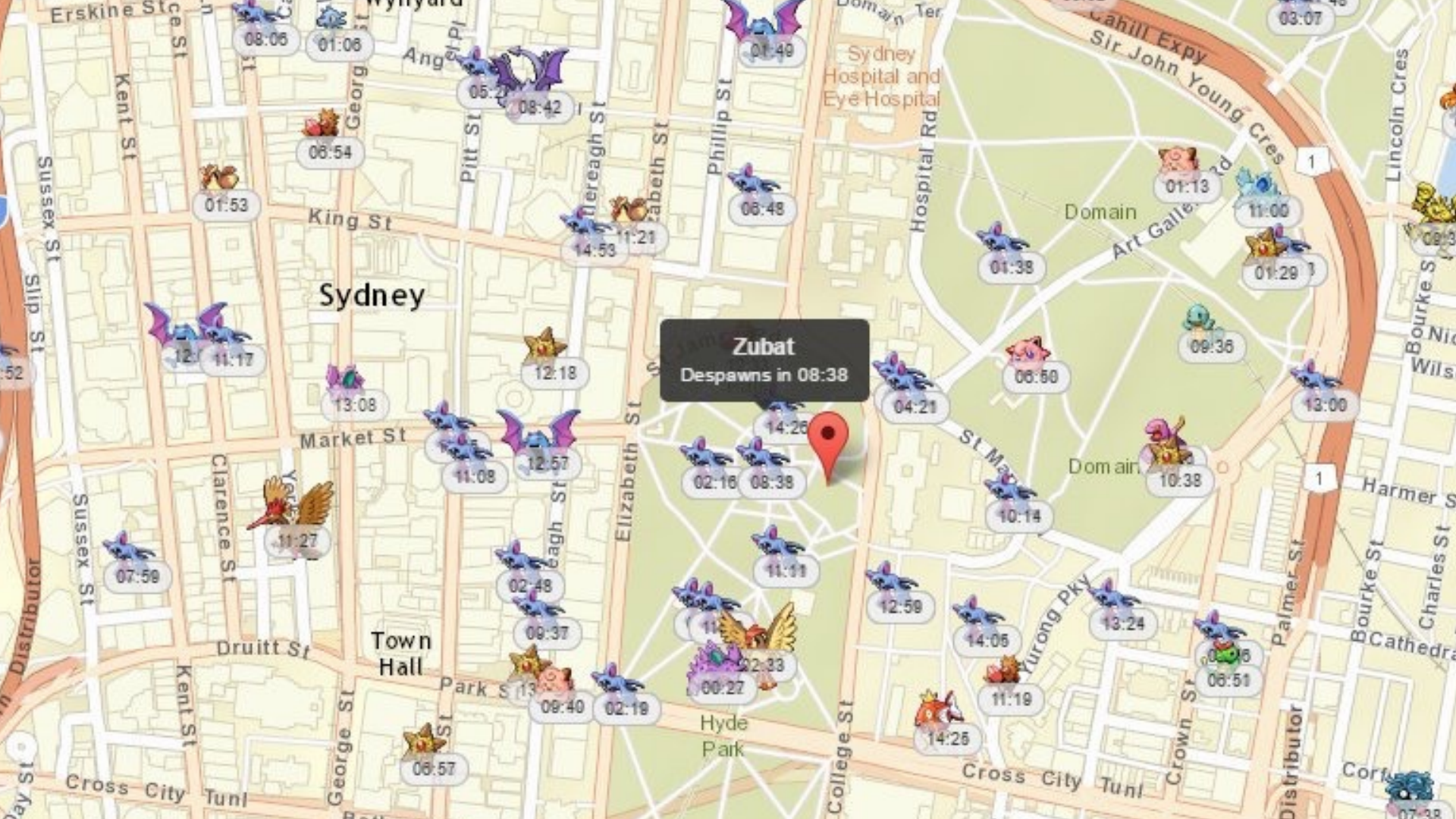
DEJAR MI BESO





AMOR AMOR cacharel


HAPPY


Zubat
Despawns in 08:38
Sydney
Town Hall
Hyde Park
Domain
Sydney Hospital and Eye Hospital
King St
Market St
Elizabeth St
Phillip St
Hospital Rd
Sir John Young Cres
Cahill Expy
Art Gallery Rd
St Mary's Rd
Harbour Bridge
Cross City Tunnel
Druitt St
Park St
Yurong Pkwy
Palmer St
Bourke St
Lincoln Cres
Charles St
Harmer St
Clarence St
Kent St
Sussex St
George St
College St
Crown St
Pitt St
Macquarie St
Erskine St
Distributor
08:06
01:06
08:42
06:54
01:53
06:48
14:53
11:21
01:49
01:13
11:00
01:38
01:29
09:36
06:50
04:21
13:00
10:38
10:14
11:08
12:57
12:18
13:08
11:17
14:26
02:16
08:38
11:11
12:59
13:24
14:06
11:19
06:51
14:25
11:27
07:59
02:48
09:37
09:40
02:19
06:57
00:27
22:33
03:07

Los eSports




La otra película
CAPÍTULO 09
CHAOS IN TIME SQUARE
GHOSTBUSTERS TAKING ON
CAZAFANTASMAS
por: RUBIUS, YELLOW MELLOW,
PATRY JORDAN, ABI POWER y MARÍA CADEPE

Retos

- Crear **comunidad**
- **Mantener el interés**
- Mantener las **tasas de conversión** al mismo nivel
- Ofrecer **soluciones de valor añadido** a las empresas
- **Diversificar** ingresos
- ¿**Abrir** la plataforma?

Nintendo®

NIANTIC



Gracias.

angel.barbero@tecnilogica.com