



Getting Real with Real-World Games

Adjusting Gameplay of Pokémon GO in the Time of
COVID-19

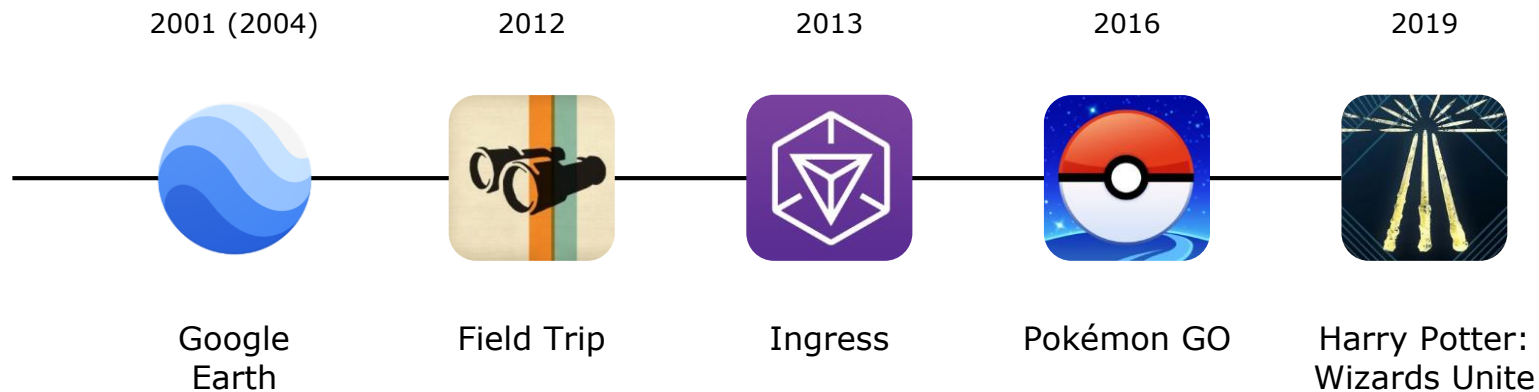


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Niantic



What is this talk about?

COVID-19

What is this talk about?

How Pokémon GO responded to existential and
business problems presented by
COVID-19

Pokémon GO's Mission

Exploration

*The World is a
Giant Adventure*

Exercise

*For Physical and
Mental Wellbeing*

Social

*Real-world Social
Interaction*

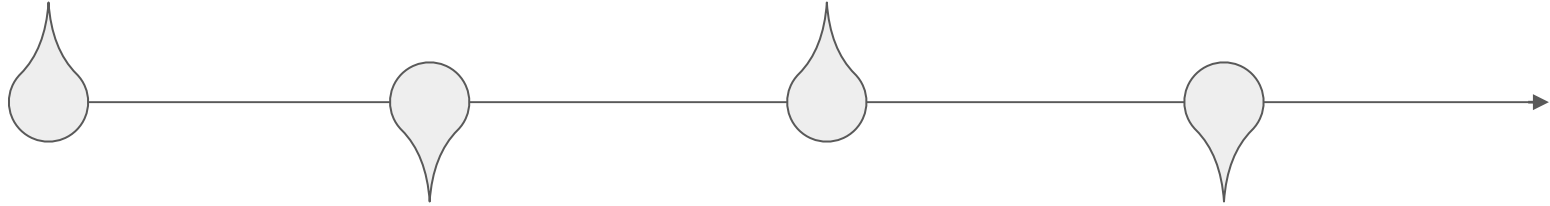


POKÉMON
GO

Buddy Adventures



Cool stuff (™)



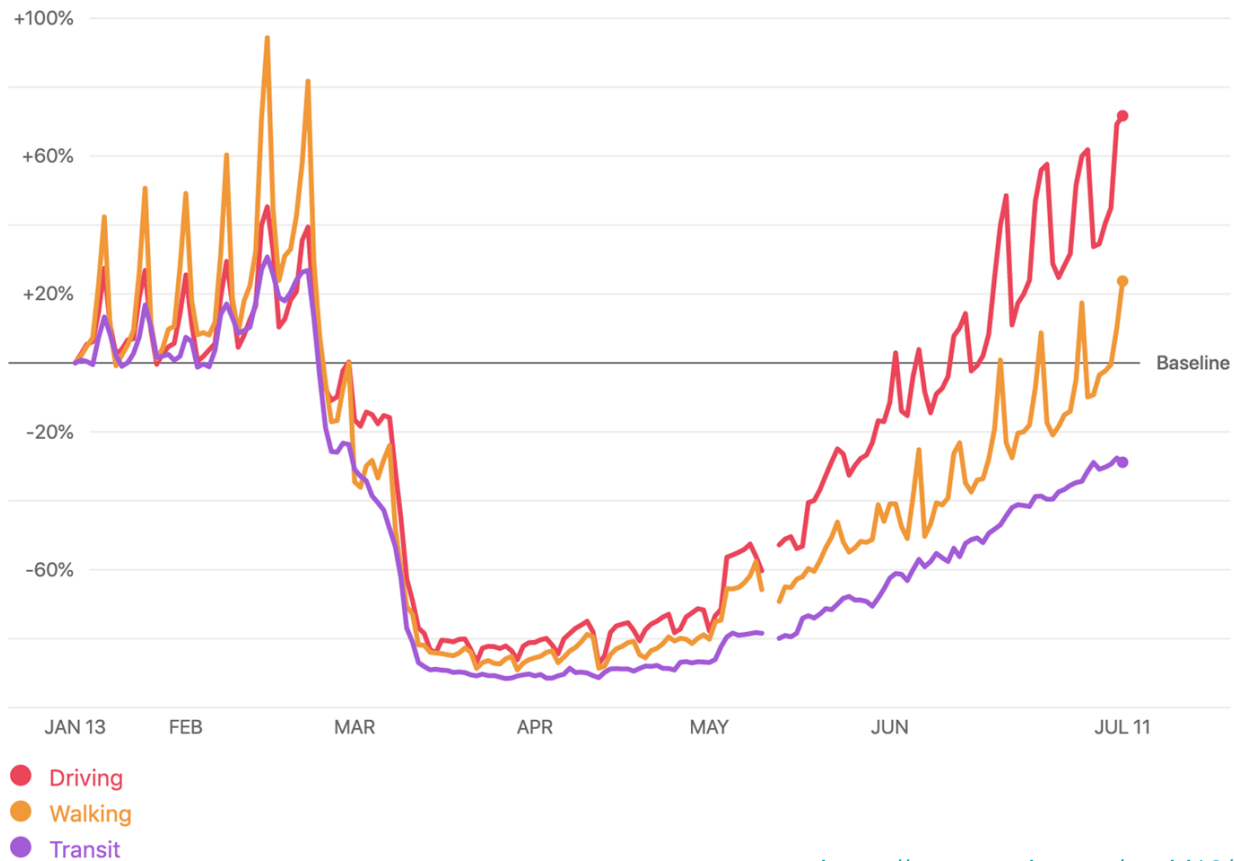
GO Battle League

More Cool stuff (™)

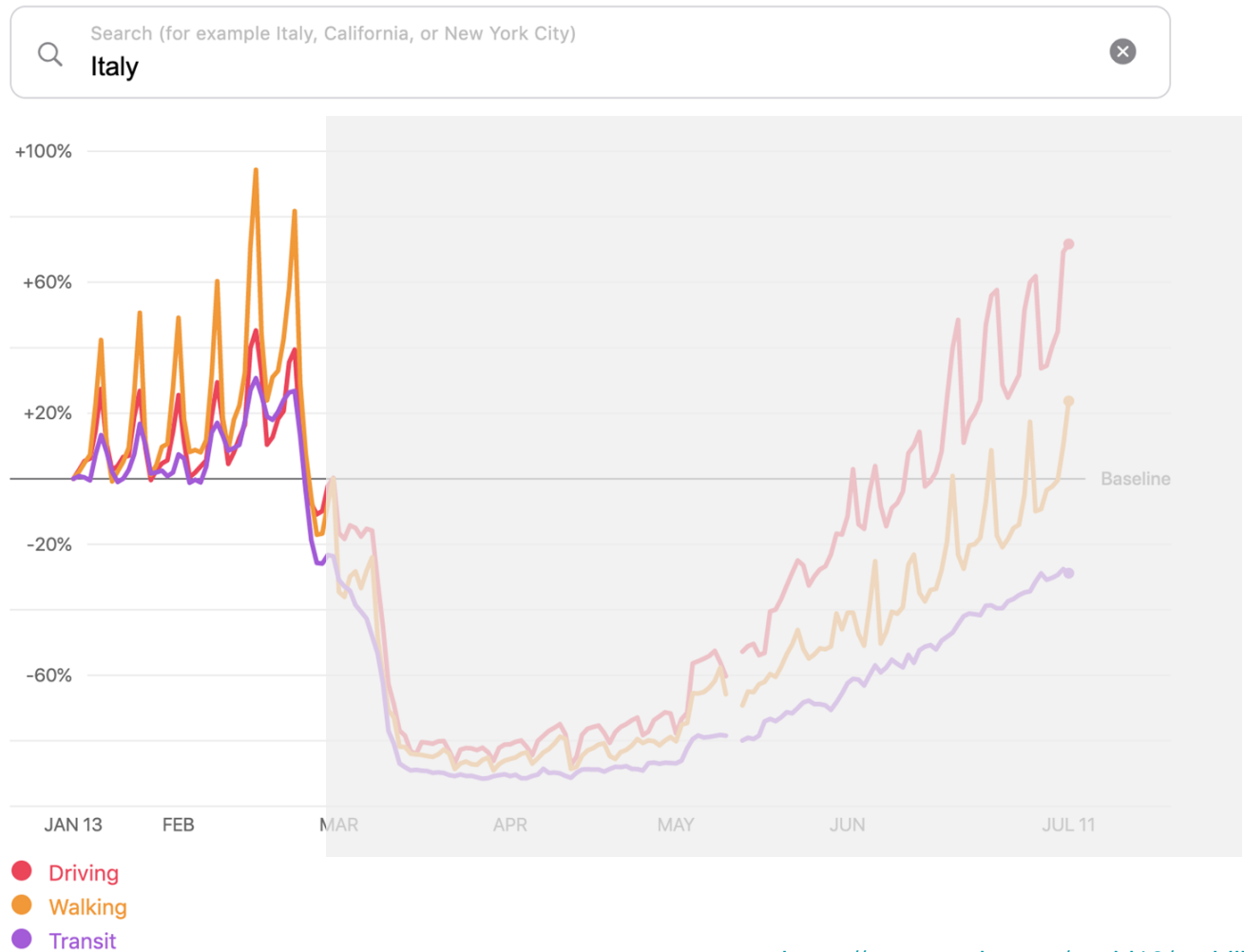


Search (for example Italy, California, or New York City)

Italy



Timestamp:
Early March



Processing...



Yep, there are problems

Safety

Community Cohesiveness

Fun

First Impressions





UPDATES

March 12, 2020

Updates to events: Abra Community Day

Trainers,

The following events have been canceled, postponed, or changed.

- Abra Community Day: This event has been postponed.

We will also be making the following changes to Pokémon GO which are effective starting now until further notice.

- A one-time purchase bundle of 30 Incense for 1 PokéCoin. Incense will also last for one hour.
- 1/2 Hatch Distance when Eggs are placed into Incubators during this time period
- PokéStops will now drop Gifts more frequently
- Pokémon habitats will increase and more Pokémon will be appearing in the wild

Be sure to follow us on social media, opt in to receive push notifications, and subscribe to our emails to stay updated.

—The Pokémon GO team



UPDATES

March 17, 2020

Updates to events: Raid Hour

Trainers,

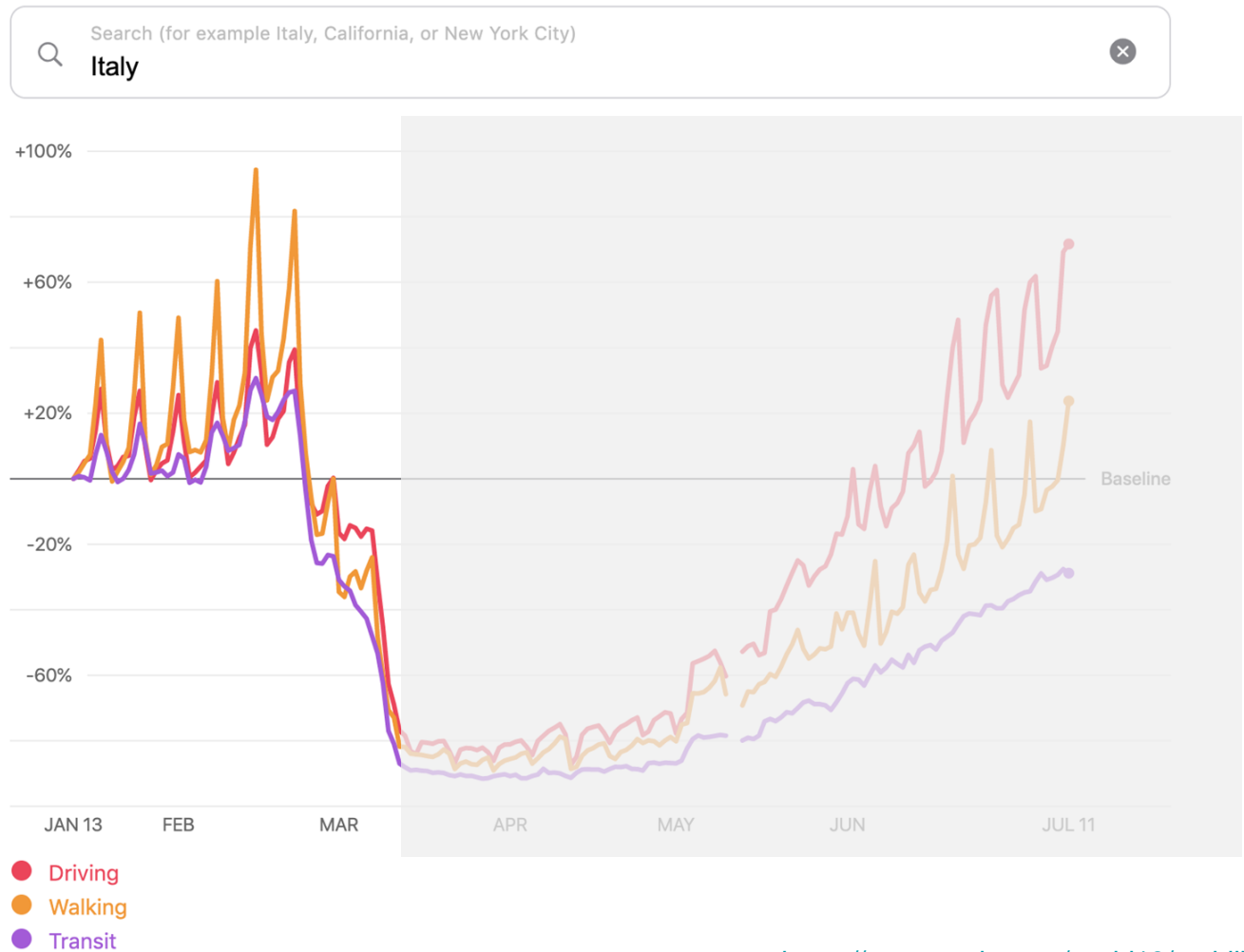
The following events have been canceled, postponed, or changed.

- **Raid Hour:** This event has been canceled.

Be sure to follow us on social media, opt in to receive push notifications, and subscribe to our emails to stay updated.

—The Pokémon GO team

Timestamp:
Mid March





OK, take two...



Trainers,

For a limited time, we will be making the following changes to the GO Battle League and Trainer Battles with friends.

- **From now until Friday, May 1, 2020**—We are removing the walking and PokéCoin requirements to unlock sets of battles in the GO Battle League. If you're currently in the middle of walking to earn a set, this change will take effect starting with your next set.
- **From now until Friday, May 1, 2020**—For Trainer Battles with friends, we've lowered the Friendship level requirement so you can send battle invites to Trainers who are your Good Friends or Great Friends. Originally, you could only send battle invites to Ultra Friends and Best Friends.

Be sure to follow us on social media, opt in to receive push notifications, and subscribe to our emails to stay updated. Share your favorite GO Battle League moments with #GOBattle, too!

—The Pokémon GO team

The following changes have been made to Pokémon GO until further notice.

- **3× Stardust and XP for your first Pokémon catch of the day:** Be sure to activate a Star Piece and Lucky Egg to maximize your rewards.
- **Changes to Gifts:** The number of Gifts you can open daily will now increase to 30, and the number of Gifts you can carry in your inventory will increase to 20. Gifts will also contain more Poké Balls. We appreciate your patience as we continue to prioritize updates that make gameplay more accessible and enjoyable at this time.
- **Rotating 1 PokéCoin bundles in the shop!** New 1 PokéCoin bundles will be available in the shop each week as one-time purchases. The contents of these bundles change weekly, so be sure to get what is available each week. Right now, a new 1 PokéCoin bundle is available for you that contains the following.
 - Poké Balls × 100

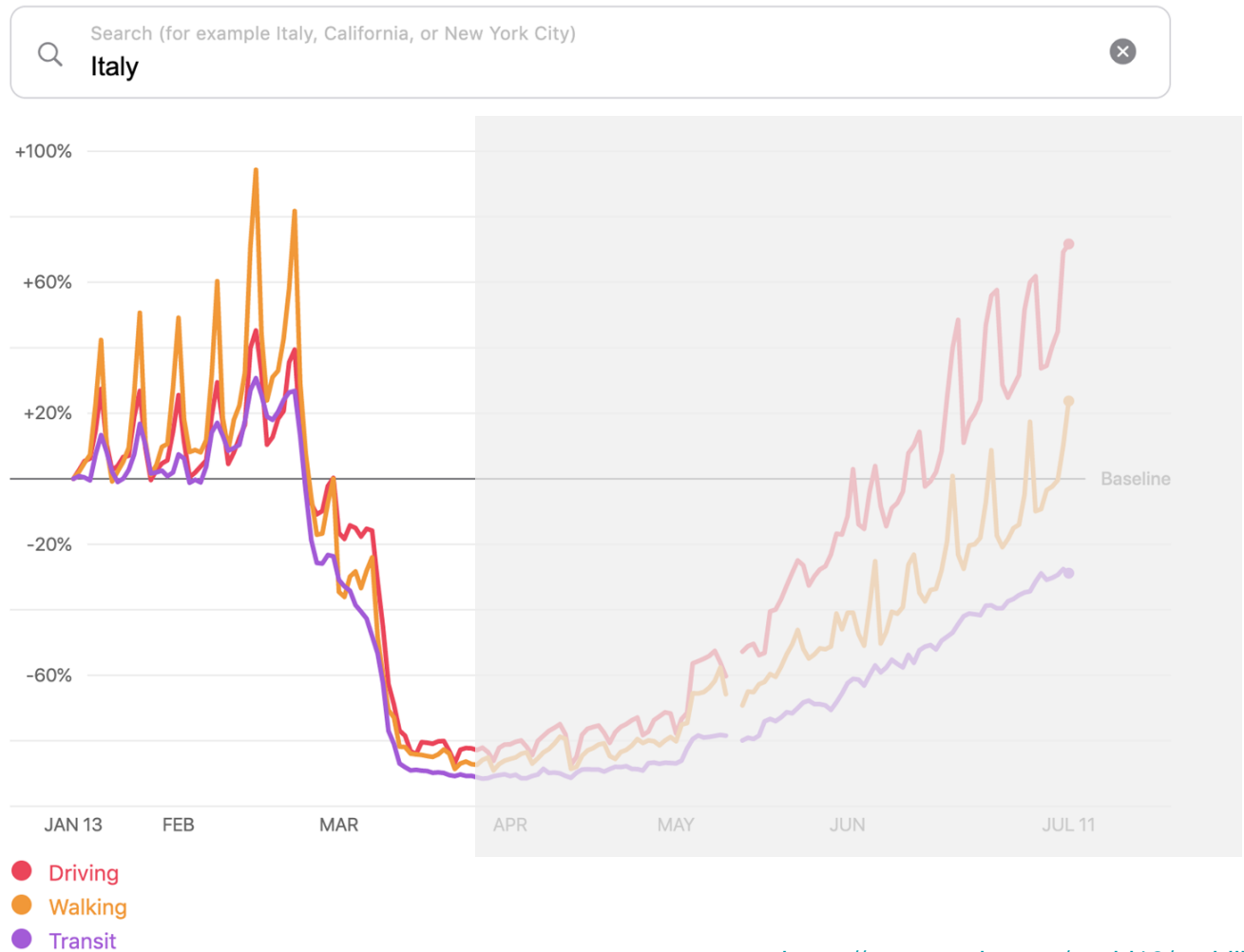
You can access the above bundle (along with the one-time-purchase bundle of 30 Incense for 1 PokéCoin that was already available) from now until **Monday, March 30, 2020, at 1:00 p.m. PDT (GMT -7)**.

The Incense and Poké Ball bundles will both be removed at that time, and a new 1 PokéCoin bundle will be available.

Be sure to follow us on social media, opt in to receive push notifications, and subscribe to our emails to stay updated. For the latest on in-game-event and feature updates, be sure to check **this help center article**.

—The Pokémon GO team

Timestamp:
Late March



Third time's the charm...



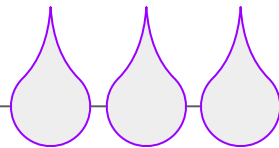
While it's impossible to predict when and how the situation with COVID-19 will evolve globally, we're going to make the following changes to our games and live events:

- **Exercise:** you can track your steps indoor with Adventure Sync so activities like cleaning your house and running on a treadmill count toward game achievements. We're going to make improvements to Adventure Sync so it works even better with indoor movement and activities.
- **Social:** we're enhancing our in-game virtual social features to enable players to stay in touch when they can't meet in real life. You'll soon be able to team up with friends and take on Raid Battles together in Pokémon GO from the comfort of home.
- **Explore:** we're also looking into how we can help players virtually visit and share memories about their favorite real-world places, until they can once again visit them in person.
- **Live Events:** we're re-imagining what it means to participate in a Niantic live event this summer, and putting our creative energy towards bringing the excitement directly to your home. That means we're working on an entirely new way to enjoy Pokémon GO Fest. More details coming soon!

Buddy Adventures



New Features!

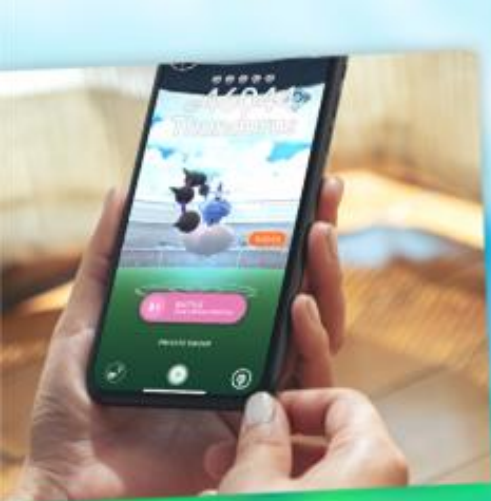


Cool stuff (™)

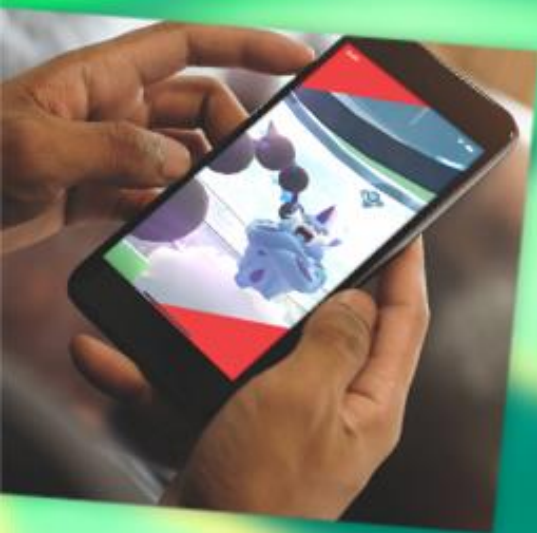
More Cool stuff (™)



GO Battle League



POKÉMON
GO™





Play from Home

Pokémon GO's Mission

Exploration

A photograph of the Golden Gate Bridge in San Francisco, California, spanning the water under a hazy sky. A small red horizontal line is positioned above the text.


*The World is a
Giant Adventure*

Exercise

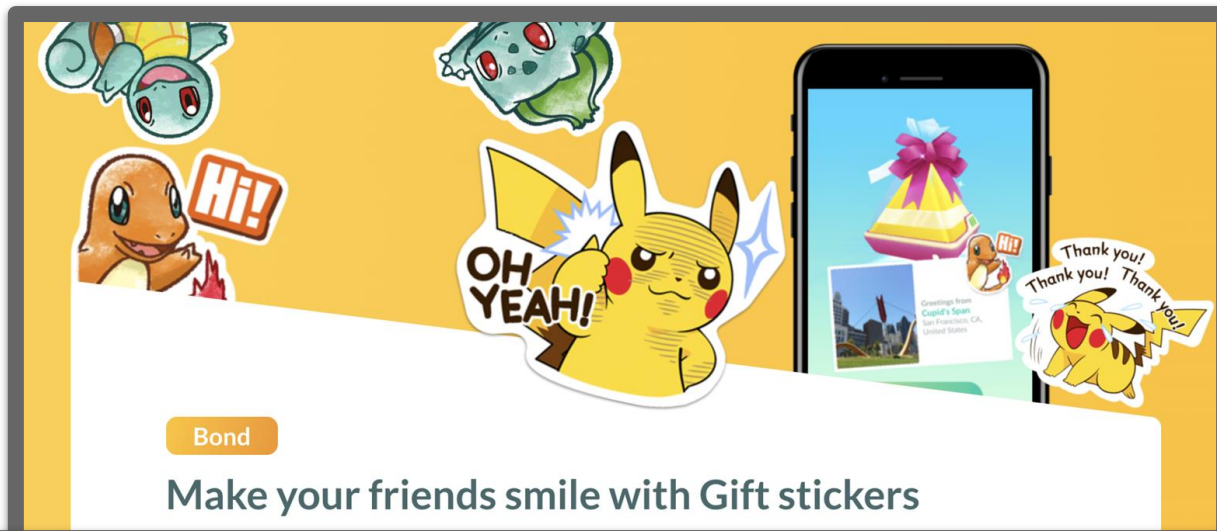
A close-up of the Pokémon Flareon, a yellow, fox-like creature with large eyes and a red nose, standing on grass. A small red horizontal line is positioned above the text.

*For Physical and
Mental Wellbeing*

Social

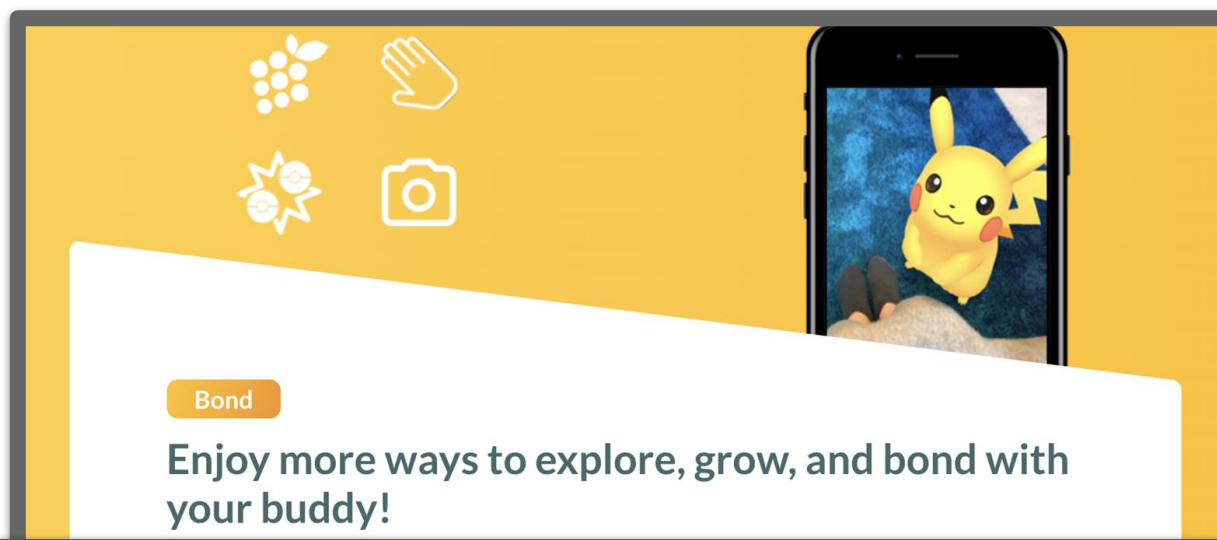
A group of three people, two men and one woman, smiling and holding up their smartphones. They are wearing yellow Pikachu hats. A small red horizontal line is positioned above the text.

*Real-world Social
Interaction*



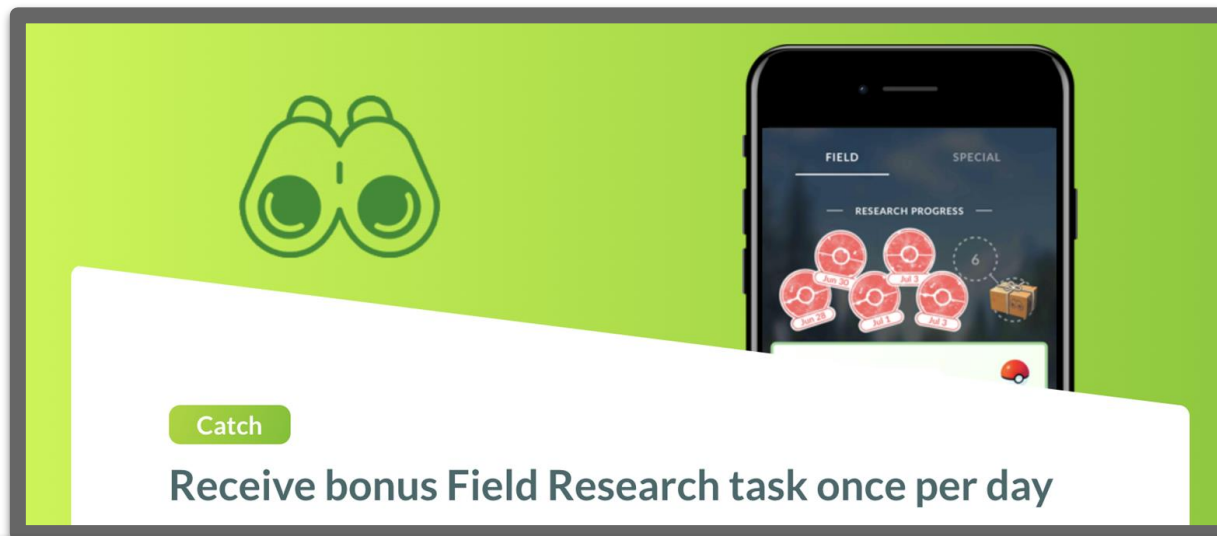
Gifts & Stickers

- *Goal:* Stay connected to friends and family
- *Change:* 100% chance of friend gift from Pokéstops
- *New Feature:* Add a message with a Sticker



Help from your Buddy

- *Goal:* Bond with your Buddy and get some help
- *Change:* Buddy gifts include more Pokéballs
- *New Feature:* Buddy brings you friend gifts from nearby Pokéstops



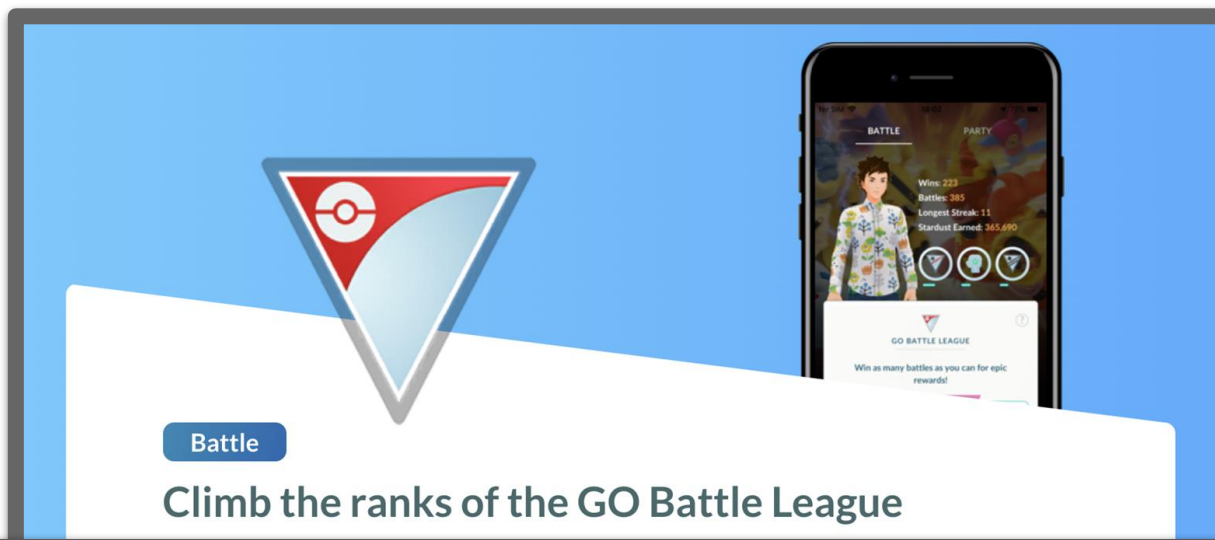
Research

- *Goal:* Focus on safe and accessible tasks
- *Change:* Removed majority of tasks that encouraged gathering in groups
- *New Feature:* Bonus Field Research every 24 hours



Live Events

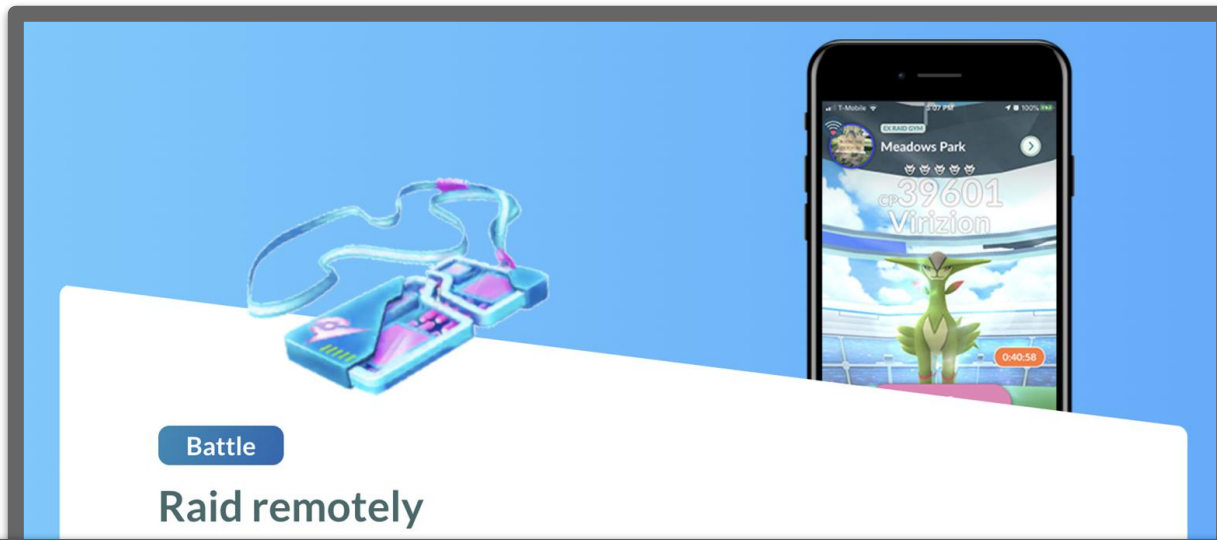
- *Goal:* Focus on safe and accessible scheduled Live Events
- *Change:* Replace events related to walking and group gatherings
- *New Feature:* Flavored Incense attract specific Pokémon during live events



Climb the ranks of the GO Battle League

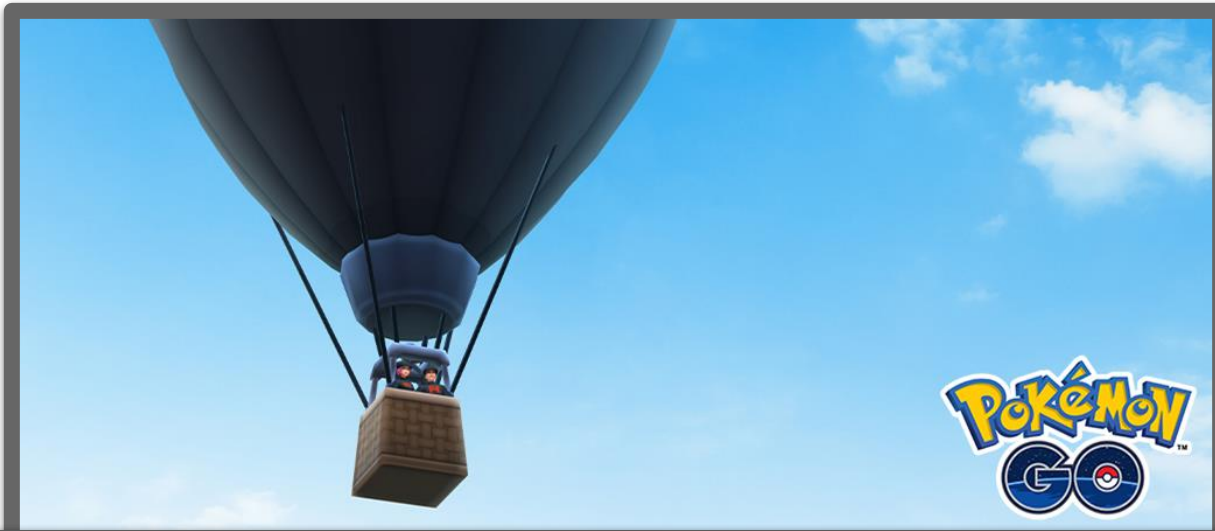
PvP & GO Battle League

- *Goal:* Allow Trainers to stay competitive
- *Change:* Remove walking and nearby requirements to participate
- *New Feature:* GO Battle League Events



Remote Raids & Invite a Friend

- *Goal:* Provide access to premium content
- *New Feature:* Join nearby raids using a new Remote Raid Pass
- *New Feature:* Invite friends from across the globe to join with Invite a friend



Rocket Balloons

- *Goal:* Provide access to premium content
- *New Feature:* Team GO Rocket arrives in hot air balloons near trainers
- *New Feature:* Battle the Iconic Jesse & James from their Meowth balloons



Global GO Fest

- *Goal:* Create a GO Fest playable from across the globe
- *Change:* Switch from limited location events to a 2-day global extravaganza
- *New Feature:* All trainers work together in the Global Challenge Arena

THE VERGE

Pokémon Go adds remote raids so you don't have to go outside

Keep on raiding in the age of coronavirus

By Sam Byford | @345triangle | Apr 15, 2020, 9:00am EDT



Polygon

Pokémon Go is breaking records despite coronavirus limitations

Still gotta catch 'em all ... from home

By Patricia Hernandez | @xpatriciah | Jul 6, 2020, 2:56pm EDT

VentureBeat

Niantic is updating Pokémon Go and other games as coronavirus keeps us inside

Dean Takahashi

@deantak

March 30, 2020 11:36 AM

Games

f t in

VICE

How 'Pokémon Go' Is Adapting for a Quarantined World

Niantic turned 'Pokémon Go' into a game that can be more comfortably played from home, something rural players and people with disabilities have long asked for.



By Matthew Gault



Niantic changes Pokemon Go and other games to adapt to social distancing

The game developers are encouraging indoor play.



Shelby Brown · March 30, 2020 11:22 a.m. PT

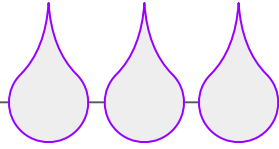


▶ LISTEN · 01:32



Play Where You Are

New Features!



Cool stuff (™)



More Cool stuff (™)



GO Battle League

Thank you!



N I A N T I C

Join us!

nianticlabs.com/jobs