

Introduction

Hello there, welcome to this Presentation!

Today we will explain how the Pokémon license become the highest grossing media franchise of all time.

First of all, we will introduce the persons the most important in the creation of the first games.

Secondly, I will talk you about of the origin, creation and the release of these games before talk about of the discovery of Mew in the section three.

In section four, we will see how Pokémon has been developed internationally and in section five what Pokémon is today.

Now, let's go to discover this world of dreams and adventures that is the world of Pokémons !

II – The origin of Pokémon and its slight success

Pokémon was born with the two passion, one theory and one frustration.

By studying he notes that for create a revolutionize game, it is necessary find a unprecedented action to put at the heart of the game. Like Mario who squashes his enemies.

His frustration was the impossibility that take a object from Ken Sugimori that he wanted to have.

One day, he discovers the Nintendo Gameboy with his cable Gamelink. He searches a new concept with this, other that a merely battle mode. He remembers that frustration, and he finds his unprecedented action !

He also remembers his old passion for bugs. Holding its concept, with GameFreak they imagine Capsule Monsters.

Satoshi wanted share his passion of bugs. He wanted that players can catch creatures, create a friendship link with this and also be able to exchange them, like him with the bugs.

During this chaotic development, Capsule Monsters becomes Pocket Monsters also call Pokémon.

A lot of ideas have been abandoned due to a lack of time and a space on the cartdridge. Like a music play with two Gameboy when they are connected for a trade.

The 27 february 1996, the game is released.

But the development taken five years. The reception was mixed because the game was release in the end of Gameboy life.

A lot of energy for a small result.

But you have to know that the first generation of Pokémon game are very, very buggy.

III – The sensational discovery of Mew !

And if Pokémon is in the end became a success, it's thanks to them.

Before to talk about of this success in Japan, I need to you explain of the indexation of the Pokémon.

Pokémons are not indexed on the Pokédex, but on a list we can call Index Pokémon.

This index include one hundred and ninety location for the one hundred and ninety Pokémon expected initially.

In the Index Pokémon, the Pokémon are more or less in their order of creation. Unused emplacement are occupied by Missingno, which means "Missing Number", it is the most popular of bug Pokémon.

Thus, the Pokédex is just the clean display of Index Pokémon.

After the debugging of the game, a developper by the name of Shigeki Morimoto has realized that there was space left for insert a one hundred and fifty-first pokémon.

With the permission of Satoshi Tajiri, he create and puts Mew in the index like a simple easter egg.

The only way to catch this Pokémon is by using a bug in the game for it searchs Mew in the index.

In this way, not longer afterwars, some players have succeeded to discover this one hundred and fifty-first pokémon.

Satoshi Tajiri hears about this rumors and decides to unveil Mew in the CoroCoro Comic magazine. He organizes a contest where only twenty persons will be able to get it. In total, there is seventy eight thousand persons enroll for this contest.

Thanks to Mew, the word of mouth on Pokémon red and green has accentuated until the game become the first weekly sales in Japan.

This is how the frenzy Pokémon became in Japan.

The trading card game is launched in october one thousand nine hundred and ninety-six (1996), follow by the animated serie in april one thousand nine hundred and ninety seven 1997).