# http://www.getpictures.info/wp-content/uploads/2014/10/minecraft-logo-transparent-background-ut05tirq.png

# *Minecraft* Franchise Fact Sheet

# July 2015

**Boilerplates & Assets:**

***Minecraft***

*Minecraft* (ESRB E-10+) is a game about breaking and placing blocks. At first, people built structures to protect against nocturnal monsters, but as the game grew players worked together to create wonderful, imaginative things. *Minecraft* is available on Windows and Windows 10, Mac, Windows Phone, iOS, Android, Xbox 360, Xbox One, PS3, PS4, PS Vita.

Not every version of *Minecraft* is exactly the same, but they all feature two distinct game modes – Creative and Survival – that cater to different types of players. All versions of *Minecraft* support multiplayer. The ability to cooperate and create together has resulted in many awe-inspiring builds and exciting adventures between friends.

**Mojang**

Mojang is a game development studio based in Sweden, best known for developing Minecraft. In 2014, Mojang joined Microsoft Studios to continue work on *Minecraft* and bring their vision, creative energy and innovative mindset to the development of future games.

**MINECON**

MINECON is an annual event hosted by Mojang to celebrate and honor the *Minecraft* community. It is attended by families and players of all ages and all corners of the globe, and attracts many of the *Minecraft* community’s top YouTube players. MINECON hosts *Minecraft*-related discussion panels and gameplay sessions, as well as keynote speeches from members of the community, building contests, costume contests and exhibits.

***Minecraft* Editions**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Title** | **Developer** | **Publisher** | **Platform(s)** | **Launch Day** |
| *Minecraft* | Mojang | Microsoft Studios | Windows  OS X  Linux | 5/17/09 |
| *Minecraft: Console Edition* | Mojang / 4J Studios | Microsoft Studios | Xbox 360  Xbox One  PlayStation 3  PlayStation 4  PS Vita | 5/9/12  9/5/14  12/17/13  9/4/14  10/14/14 |
| *Minecraft: Pocket Edition* | Mojang | Microsoft Studios | Android  iOS  Amazon Fire OS  Windows Phone | 8/16/11  11/17/11  4/2/14  12/10/14 |
| *MinecraftEDU* | Mojang/TeacherGaming | TeacherGaming | Windows  OS X  Linux | 2011 |
| *Minecraft* on HoloLens | Mojang/Microsoft Studios | Microsoft Studios | TBA | TBA |
| *Minecraft: Windows 10 Edition* Beta | Mojang/Microsoft Studios | Microsoft Studios | Windows 10 | 7/29/15 |

**Minecraft by the Numbers:**

Interesting facts:

* There are more than 100 million registered Minecraft players in 238 countries worldwide
* Minecraft is the best-selling PC game of all time, and also one of the highest rated (93 Metascore)
* Minecraft is the No. 1 most-viewed game on YouTube and is the second most-searched term on the site overall after “music”
* More than 160 million people have watched more than 5 billion hours of Minecraft video content on YouTube
* The Minecraft console community is among the most active and passionate in the industry, with over two billion hours played on Xbox 360 alone in the last two years
* Minecraft’s worlds are so large the map can contain up to 921.6 quadrillion individual blocks
* Amazon.com lists 490 different books in its Minecraft category, including strategy guides, joke books, fan fiction, teachers’ guides and programming manuals

Accolades and Awards:

Minecraft is one of the most widely recognized games of the past decade:

* In 2015, Mojang’s Jens Bergensten was recognized by *Fast Company* as one of the top ten most creative people in business (May 2015)
* In 2015, Minecraft: Console Edition received the BAFTA for Best Family game, and in 2014 Minecraft was awarded the Kids’ Vote Game Award
* In 2012, Minecraft was awarded a [Golden Joystick Award](http://en.wikipedia.org/wiki/Golden_Joystick_Award) in the category Best Downloadable Game.
* Minecraft was named *TIME* Magazine’s “Game of the Year” in 2011
* Minecraft received five awards during the 2011 Game Developers Choice Awards, including the Innovation Award, Best Downloadable Game Award, and Best Debut Game Award.
* Minecraft was recognized in the 2011 [Independent Games Festival](http://en.wikipedia.org/wiki/Independent_Games_Festival), winning the Audience Award and Seumas McNally Grand Prize.
* In 2010, the Alpha version of Minecraft was recognized as PC Gamer UK’s “Game of the Year.”

**For more information, press only:**

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