

Application: 5793

Pocket Worlds: The Makers of Highrise, the Creative Universe with New Ways for Everyone to Earn and Combat Loneliness

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Pocket Worlds
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Pocket Worlds: The Makers of Highrise, the Creative Universe with New Ways for Everyone to Earn and Combat Loneliness
Category L01. Company of the Year - Entertainment Technology
Company of the Year Submission Format Written Answers
a. Briefly describe the nominated company's history and past performance (up to 200 words). Required Pocket Worlds is the developer of Highrise, the leading mobile-first creator platform with 45 million users (averaging female and age 20) who love to express themselves, make friendships, play games, create, chat globally, spend time in unique rooms, and be their authentic selves without worry. Highrise has surpassed \$250 million in revenue across its primary and secondary marketplaces, creating a thriving platform where creativity is rewarded. Multiple users have earned thousands of dollars for their cosmetic designs, and the top creator earned \$300,000 for a unique Poker Speakeasy. Highrise's average user is older than other UGC platforms, skewing female and around 20 years old, with players commonly logging in to change outfits and chat five times per day. Highrise features thousands of unique rooms for gaming or casual hangouts, including book clubs or obstacle courses, with play sessions averaging 90 minutes.
b. Outline the nominated company's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required Highrise has innovated in many ways for users, creating a unique platform compared to others. For example, any player can become an earning creator in Highrise, even without coding skills. This is due to the Highrise Ideas feature, which allows users to submit drawings for community vote. With enough votes, the Highrise development team will turn the user's sketch into an in-game cosmetic, selling it in the store and providing a share of the earnings to the designer. Highrise is focused on creating the most accessible place for creators to build and earn and, for users, making it the best place to have meaningful experiences with friends. For creators, Pocket Worlds launched Highrise Studio, a suite of creator tools based on Unity that allowed anyone to easily build, deploy, and earn from experiences. This made building experiences like Speakeasy lounges, races, book clubs, and karaoke rooms easier than ever. Pocket Worlds also launched a new Payments API that allows creators to host events where users can buy in, earn, and cash out, as well as the new creator earnings program, which enables creators to earn revenue based on the time users spend in their worlds instead of relying on purchases made. For users, Pocket Worlds also launched in-game voice chat to allow for easy communication throughout the day and a vast menu of lifelike Pride experiences (highly attended by users in oppressed countries). These innovations further positioned Highrise as the strongest mobile-first platform for creators and users worldwide.
c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required Highrise Studio, Highrise Earn Program, and Highrise Ideas are significant innovations. For example, one player on the platform exclusively creates content by submitting sketches and has earned over \$1,000 without any coding experience. Another runs a Speakeasy for poker and has earned over \$300,000. Highrise's focus on empowering creativity and implementing powerful mobile communication features has resulted in an audience of mature users compared to the kid audiences of other platforms. Games, experiences, and cosmetics mimic real-life experiences, allowing users to build friendships, meet singles that become their life partners (it's happened!), and dance the night away in digital spaces from their phones. This focus on creativity and communication also leads to a significant societal impact. Imagine a world where people from oppressed nations can celebrate Pride as freely as those in more accepting countries. Russia, a country known for its stringent LGBTQIA+ laws, was the second most active country in Highrise's Pride celebration, contributing to a 40% traffic spike. Participation from Turkey, Iraq, Ukraine, Egypt, and Saudi Arabia was also significant and continued to trend this year. Highrise Pride is a vibrant festival of queer DJs, fashion competitions, dance-offs, and chats. Famous drag queens have participated in the past. It's a safe haven where users, unable to express their true selves in real life, don vibrant user-designed items and celebrate their identity, and revenue is donated to support LGBTQIA+ youth. This is one example of Highrise being the leading platform for easily accessible, meaningful shared experiences.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

-45 million users globally

- Surpassed \$250 million in revenue across its primary and secondary marketplaces

- Multiple users earned around \$3,000 for their designs

- Top creator Soydade earned \$300,000

- Average user is female, between 18-22 years old

- Users change outfits 5x a day

- Play sessions average 90 minutes

- Thousands of unique rooms for gaming or casual hangouts

Webpage Link

[REDACTED FOR PUBLICATION]



Would you like to add an additional supporting document?

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree