

Nintendo chills mobile ambitions after 'Animal Crossing' success

Nintendo Co. is retreating from the \$77 billion mobile gaming arena after disappointing results **deflated** once-**lofty** ambitions, ending a multiyear effort just as the market goes through an unprecedented Covid-era boom.

deflate 放气; 打击

lofty 崇高的; 高级的

In the period from February through May, Sensor Tower data showed marquee Nintendo titles like "Super Mario Run" **plummeting** by double digits." Since the release of 'Mario Kart Tour' in fall 2019, Nintendo's mobile pipeline is empty, " said Serkan Toto, a mobile games consultant in Tokyo.

plummet 骤降; 铅垂

mighty 有力的; 强大的

Most of the top-ranked mobile games adopt a freemium model wherein playing is free but gamers are pushed to spend on upgrades or **mighty** weapons to advance.

Fearing that it would harm the brand equity of its **franchises**, Nintendo asked its mobile development partners not to force players to spend a lot in games.

franchise 特权; 经销权

Nintendo has tested various revenue models for its smartphone games, including one-time purchases for "Super Mario Run" and subscriptions for "Mario Kart Tour". Both apps have fallen short of market expectations in terms of revenue, according to Kazunori Ito of Morningstar Research.

Nintendo's dimmed enthusiasm for smartphone games is driven not only by disappointing revenues and unsatisfying **monetization** options but also by the limitations of the platform.

monetization 货币化

The company believes its franchises shine brightest when coupled with designed-by-Nintendo controllers and it's never been fully comfortable with the touchscreen-only interface of a phone.

"New smartphone games will come, but it's very likely these will be just alibi releases to *appease* shareholders," said Toto.

appease 安抚; 绥靖