***Pokémon*** ([Japanese](https://en.wikipedia.org/wiki/Japanese_language): ポケモン [Hepburn](https://en.wikipedia.org/wiki/Hepburn_romanization): *Pokemon*, Japanese: [[pokemoɴ]](https://en.wikipedia.org/wiki/Help:IPA/Japanese); English: [/ˈpoʊkɪˌmɒn, -ki-, -keɪ-/](https://en.wikipedia.org/wiki/Help:IPA/English))[1][2][3] is a [media franchise](https://en.wikipedia.org/wiki/Media_franchise) managed by [The Pokémon Company](https://en.wikipedia.org/wiki/The_Pok%C3%A9mon_Company), a Japanese consortium between [Nintendo](https://en.wikipedia.org/wiki/Nintendo), [Game Freak](https://en.wikipedia.org/wiki/Game_Freak), and [Creatures](https://en.wikipedia.org/wiki/Creatures_(company)).[4] The franchise copyright is shared by all three companies, but Nintendo is the sole owner of the trademark.[5] The franchise was created by [Satoshi Tajiri](https://en.wikipedia.org/wiki/Satoshi_Tajiri) in 1995,[6] and is centered on [fictional creatures called "Pokémon"](https://en.wikipedia.org/wiki/List_of_Pok%C3%A9mon), which humans, known as Pokémon Trainers, catch and train to battle each other for sport. The English [slogan](https://en.wikipedia.org/wiki/Slogan) for the franchise is "Gotta Catch 'Em All".[7][8]

The franchise began as a pair of video games for the original [Game Boy](https://en.wikipedia.org/wiki/Game_Boy) that were developed by Game Freak and published by Nintendo. It now spans a [video game series](https://en.wikipedia.org/wiki/Pok%C3%A9mon_(video_game_series)), a [trading card game](https://en.wikipedia.org/wiki/Pok%C3%A9mon_Trading_Card_Game), an [anime television series](https://en.wikipedia.org/wiki/Pok%C3%A9mon_(anime)), a [film series](https://en.wikipedia.org/wiki/List_of_Pok%C3%A9mon_films), [books](https://en.wikipedia.org/wiki/Pok%C3%A9mon_Junior), [manga comics](https://en.wikipedia.org/wiki/List_of_Pok%C3%A9mon_manga), [music](https://en.wikipedia.org/wiki/List_of_Pok%C3%A9mon_theme_songs), toys, and merchandise. *Pokémon* is the [highest-grossing media franchise](https://en.wikipedia.org/wiki/List_of_the_highest-grossing_media_franchises) of all time,[9][10] with over [¥](https://en.wikipedia.org/wiki/Japanese_yen)6 trillion[11] ([$](https://en.wikipedia.org/wiki/United_States_dollar)59.1 billion) in total revenue.[10][12] It includes the world's top-selling toy brand,[13] the top-selling trading card game[14] with over 25.7 billion cards sold,[11] the second [best-selling video game franchise](https://en.wikipedia.org/wiki/List_of_best-selling_video_game_franchises) (behind only Nintendo's *[Mario](https://en.wikipedia.org/wiki/Mario_(franchise))* [franchise](https://en.wikipedia.org/wiki/Mario_(franchise)))[15] with more than 300 million copies sold[11] and over 800 million [mobile downloads](https://en.wikipedia.org/wiki/Mobile_game),[16] and the most successful [television show based on a video game](https://en.wikipedia.org/wiki/List_of_television_programs_based_on_video_games).[17] The franchise is also represented in other Nintendo media, such as the *[Super Smash Bros.](https://en.wikipedia.org/wiki/Super_Smash_Bros.)* series.

In November 2005, [4Kids Entertainment](https://en.wikipedia.org/wiki/4Kids_Entertainment), which had managed the non-game related licensing of *Pokémon*, announced that it had agreed not to renew the Pokémon representation agreement. The Pokémon Company International (formerly Pokémon USA Inc.), a subsidiary of [Japan](https://en.wikipedia.org/wiki/Japan)'s Pokémon Co., oversees all *Pokémon* licensing outside Asia.[18] The franchise celebrated [its tenth anniversary](https://en.wikipedia.org/wiki/Pok%C3%A9mon:_Tenth_Anniversary) in 2006.[19] 2016 marks the 20th anniversary of the release of the original games, with the company celebrating by airing an ad during [Super Bowl 50](https://en.wikipedia.org/wiki/Super_Bowl_50), issuing re-releases of *Pokémon Red*, *Blue*, and *Yellow*, and completely redesigning the way the newest games are played.[20][21] The mobile [augmented reality](https://en.wikipedia.org/wiki/Augmented_reality) game *[Pokémon Go](https://en.wikipedia.org/wiki/Pok%C3%A9mon_Go)* was released in July 2016.[22] The first seventh-generation games *[Pokémon Sun](https://en.wikipedia.org/wiki/Pok%C3%A9mon_Sun_and_Moon)* [and](https://en.wikipedia.org/wiki/Pok%C3%A9mon_Sun_and_Moon) *[Moon](https://en.wikipedia.org/wiki/Pok%C3%A9mon_Sun_and_Moon)* were released worldwide on November 18, 2016.[23] A [live-action film adaptation](https://en.wikipedia.org/wiki/Detective_Pikachu_(film)) based on *[Detective Pikachu](https://en.wikipedia.org/wiki/Detective_Pikachu)* began production in January 2018,[24] and is set to release in 2019.[9]