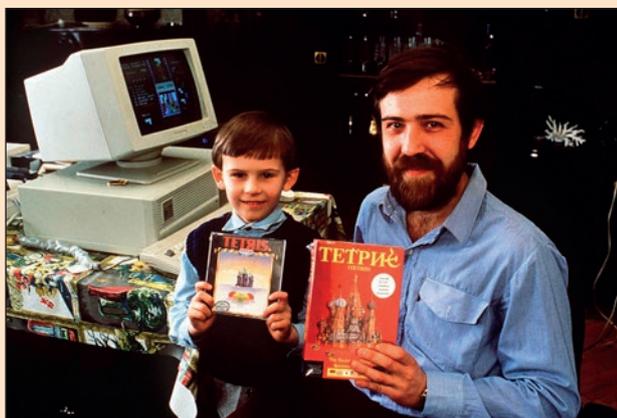


Tetris – “the best-selling video game ever!”



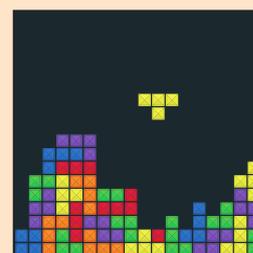
Over 35 years old and it is still played all over the world.

It **is said** that it's difficult to find a video-game player who has never heard of Tetris – over 495 million have been sold worldwide and it's still selling!



The game has a long and unusual history

- It **was created** in Russia, in 1984, by Alexey Pajitnov, an Artificial Intelligence researcher at the Russian Academy of Science in Moscow.
- Pajitnov invented games as a hobby and many of them **were enjoyed** by his colleagues at the academy – Tetris most of all.
- The game became so popular it spread from Moscow to Budapest, and in 1989 it **was discovered** by a British software publisher and then exported to the US.
- **Tetris** is the biggest-selling video game by far. **Minecraft** is the only other video game to have sold over 100 million units.



Why has it remained so popular for so many years?

There are a great many classic video games – so what is it about Tetris that has made it so universally popular?

- It is an easy puzzle game to play. It's **made up** of coloured squares – simple enough **to be played** by everyone, young and old, but ... it **is mastered** by only a few.
- It **can be played** on any computer – you don't need the latest model and people in every country can play.
- Its simplicity means you can play as you go, anywhere, any time – you don't have to sit and play for long periods of time.
- In 1989, the Nintendo Game Boy **was launched** in Japan, and Tetris was the perfect game for this, the first handheld computer – as, of course, it is today with the smartphone.
- It **is played** by generations of people, on tablets, laptops, smartphones and game consoles. There is little doubt that years from now it **will be downloaded** by our children and grandchildren – the latest and new version of the **most important video game in history**.

