



Brands We Know

# Minecraft



**Pilot**



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take flight with **Pilot books**.  
Your journey will take you on  
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learn about all that is wild,  
weird, fascinating, and fun!**

This is not an official Minecraft book. It is not approved by or connected with Mojang.

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# Table of Contents

What Is Minecraft? .....	4
The Journey Begins .....	6
Let's Play! .....	8
Releases and Changes .....	12
More Than a Game .....	14
Block by Block.....	18
Minecraft Timeline.....	20
Glossary .....	22
To Learn More.....	23
Index.....	24

# What Is Minecraft?

Millions of people build and explore in the world of *Minecraft*. In this game, players collect **resources** and **craft** items. They place blocks to create castles, rockets, railroads, or whatever their minds can imagine!

*Minecraft* is a 3D **sandbox video game** developed by a company called Mojang. The company **headquarters** is in Stockholm, Sweden. *Minecraft* can be single or multi-player. The game can be played on computers, **consoles**, and mobile devices.

*Minecraft* has won many awards. In 2011, it won Best Downloadable Game and the **Innovation** Award from the Game Developers Choice Awards. Four years later, it won the Kids' Choice Award for Most Addicting Game! *Minecraft* has also expanded into other areas.

People can buy *Minecraft* toys, t-shirts, and other items. The game also helps students learn in the classroom.

With so much to offer, *Minecraft* continues to attract new fans.

Today, it is one of the most popular video game **brands** on Earth!



# By the Numbers

more than  
**100 million**  
users in 2014

more than  
**22 million**  
computer games sold

more than  
**30**  
types of mobs

more than  
**70 million**  
total games sold

more than  
**50**  
Mojang  
employees



**MINECRAFT**

# The Journey Begins

A Swedish man named Markus “Notch” Persson created *Minecraft*. As a young man, Notch enjoyed playing video games. He especially liked the type that allowed him to build things. He decided to make a similar game of his own. In his computer game, players mined ore. They also crafted things from a variety of resources. These tasks inspired Notch to name his game *Minecraft*.

## Busy Builder

In less than a week, Notch created the first version of *Minecraft*. He based the game off of *Infiniminer*, another sandbox digging game that uses blocks.

Markus "Notch" Persson



Notch released the first version of *Minecraft* to the public in 2009. It became popular right away! Notch could not improve the game by himself. Soon, he helped start a video game company called Mojang. Notch and Mojang's developers made the *Minecraft* world bigger. People loved it even more. *Minecraft* was on its way to becoming one of the most successful video games of all time.

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