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To All Media

Smartphone Game App Available in 51 Countries and Regions

“Dragon Ball Legends” Users Surpass 40 Million Worldwide!

BANDAI NAMCO Entertainment Inc. (headquarters: Minato-ku, Tokyo; President & CEO: Yasuo Miyakawa) has made an announcement that the smartphone game app, “Dragon Ball Legends”, available through Google Play™ and the App Store since May 2018, has surpassed the 40 million user mark worldwide.

■“Dragon Ball Legends” brings the world famous character IP(*) “DRAGON BALL” to life

“Dragon Ball Legends” was released in May 2018 and made available in 51 countries and regions including North America, Europe, and Asia. In less than a month from its release, the smartphone game app recorded over 10 million users, breaking company records, and is currently still going strong with players throughout the world.

BANDAI NAMCO Entertainment took on the challenge of releasing the game app concurrently across the world, and immediately reaped results taking top place in store download rankings in 18 countries and regions including Japan, North America, France, and Taiwan. With the support of players worldwide, the game app has now topped 40 million users.

The game app was chosen for Google Play’s “Best of 2018” in Japan as “Best Game 2018” for its technology used to reproduce battle scenes from the original series, easy to play controls, and online real-time battles connecting Dragon Ball fans from around the world.

Using easy to navigate finger controls, players can bring about action-packed, fully voiced 3D battles. The game app comes with online game features allowing players from around the world to test their mettle against others, and immerse themselves in the enticing world of Dragon Ball.

*IP: Terminology used to represent creations of the mind, such as characters, in commerce.



▲「DRAGON BALL LEGENDS」 KEY ART

■More than just a game, “Dragon Ball Legends”

BANDAI NAMCO Entertainment held “DRAGON BALL LEGENDS SHOWDOWN in LAS VEGAS” in May 2019, the first large-scale world tournament for the smartphone game app.

The top 16 ranked players from the “LEGENDS BATTLE ROYAL” event held in March of the same year were invited to compete at the tournament. Players from all around the world, including Japan, Taiwan, US, France, and Germany, fought throughout the day in a total of 30 heated battles. The tournament was broadcast live in Japanese and English from “HyperX Esports Arena Las Vegas” to Dragon Ball fans throughout the world.

We are constantly striving to bring the charm of IP contents and game apps to customers by delivering entertainment that dares to think outside the box.



▲”DRAGON BALL LEGENDS SHOWDOWN IN LAS VEGAS” battle scene



▲Winner receiving Hercule’s champion belt

BANDAI NAMCO Entertainment follows its corporate slogan to the word - more fun for everyone. We will strive to bring fun to everyone throughout the world.

【Content Overview】

Content Name	Dragon Ball Legends	Distribution Date	May 2018
Platforms	App Store, Google Play™ *May not work on some devices	Usage Fees	Free Download/Optional In-app Purchases
Official Website	https://dble.bn-ent.net/en/		
Distribution Regions	51 countries and regions including Asia, Japan, North America, and Europe		
Available Languages	Japanese, English, French, German, Korean, Traditional Chinese		
Official Twitter Account	@DB_Legends		
Official Facebook Account	@DBLegends.Official		
Compatible Devices	Please check the official website for details on compatibility.		
Legal Disclaimers	©BIRD STUDIO / SHUEISHA, TOEI ANIMATION ©BANDAI NAMCO Entertainment Inc.		

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