

'Minecraft' Tops 100 Million Sales

The Minecraft juggernaut shows no sign of slowing down. just another wordpress site , developer Mojang announced that the block-building phenomenon has passed 100 million sales across all platforms, including PC, Mac, consoles and mobile. Since the beginning of the year, roughly 53,000 copies have been sold each day around the world. The game keeps people hooked too -- more than 40 million people boot up a Minecraft world each month and tinker around with a blocky axe, shovel and sword. Apart from Tetris, few games have come anywhere close to hitting the 100 million mark.

Much of that success can be attributed to the game's open structure and limitless potential. Players can build anything they imagine, provided its outward-facing geometry is made up of simple, colorful blocks. The focus on creativity is why so many players, young and old, have been drawn to the game and continue to play years after its release. Mojang has supported the game with a steady stream of updates that have added new mechanics, creatures and materials. The game's flexibility has also made it a smash-hit in the classroom, teaching art, geology, coding and other subjects.

When Microsoft acquired Mojang almost two years ago, many wondered what it had planned for the game. A sequel? Some kind of exclusivity to Xbox, PC and Windows Phone? In fact, none of that has panned out. Minecraft is available on more than platforms than ever before, and there's been no word of a 'Minecraft 2.' Instead, we've had a HoloLens version of the game, a spin-off adventure series by Telltale Games and an acquisition of MinecraftEdu, which will soon result in a new, education-focused version of Minecraft. Soon, there will be a version just for China too.

Minecraft's popularity shows no sign of waning. The game's strength isn't a finite story or tremendous graphics -- because of this, it has a seemingly timeless appeal that catches new children as they grow old enough to play it. As long as that continues, Minecraft will continue to sell in extraordinary numbers.