

Monetization Lessons from Asian F2P Games

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Agenda

- Aeria Games? Who?
- What ARPU can I expect from a F2P game?
- What can I do to drive higher ARPU?
- How can I drive more spenders in my game?
- How do I improve monetization while maintaining game balance?



Aeria Games is a Leading Free to Play MMO Game Publisher in the Western Markets

- 40M+ players
- 40+ games
- PC, iOS, Android
- 2M+ MAU
- 9 languages
- 30+ countries
- 12 currencies
- Unified publishing platform
- Leader in F2P monetization



Free-to-Play Game Daily ARPU Comparisons

Sample Game	Daily ARPU
Casual Facebook PC Game	\$.02 - \$.05
Mid-Core Facebook PC Game	\$.40 - \$.50
Core Browser MMO RTS PC Game	\$.80 - \$1.00

Daily ARPU: Daily Revenue / DAU; averaged over a period of 30 – 90 days

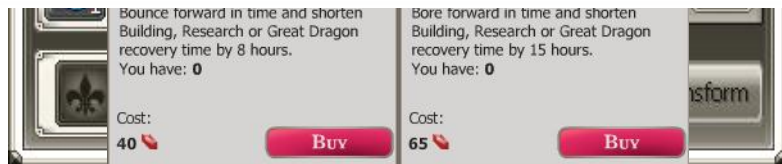
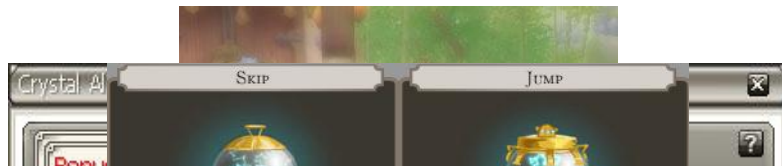
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Game Systems That Drive High ARPU

- Gear & enhancements
- Mounts
- Costumes/vanity items
- Time speed-ups
- Resources
- Buffs
- Secondary currencies
- Gambling systems for all of the above



Gear Enhancement: Systems That Drive Monetization

- Chance-based systems
- Ability to increase odds for success
- Enhancement failure and insurance
- Socketing systems
- Enchanting systems
- Crafting systems
- Random stats



+5 ATK

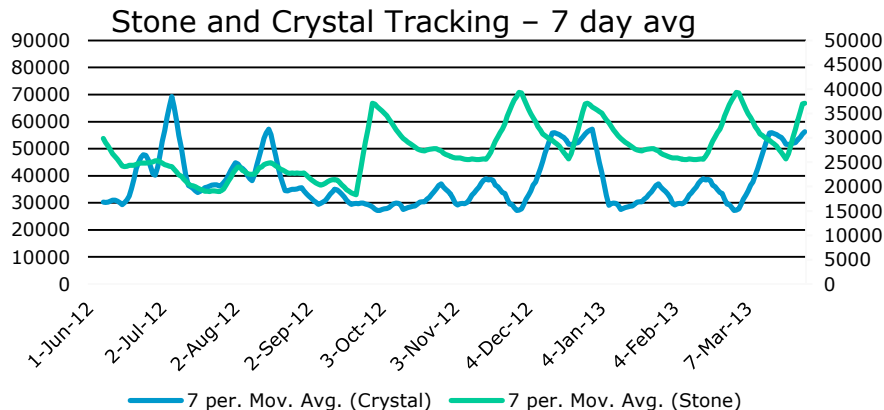
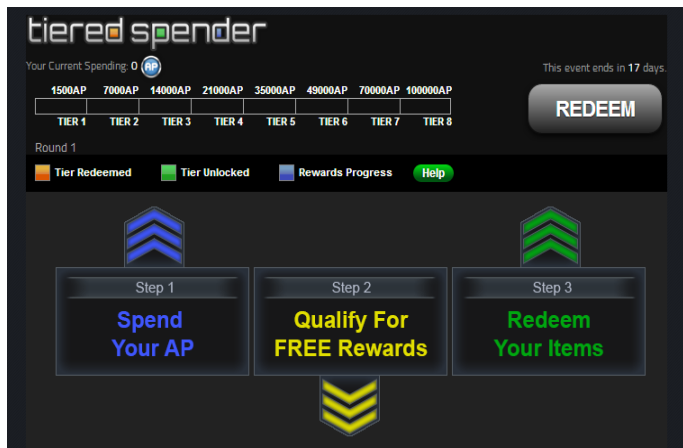
+61 HP
+17 DEF

Monetization Potential:
\$900 - \$7,000+ per character

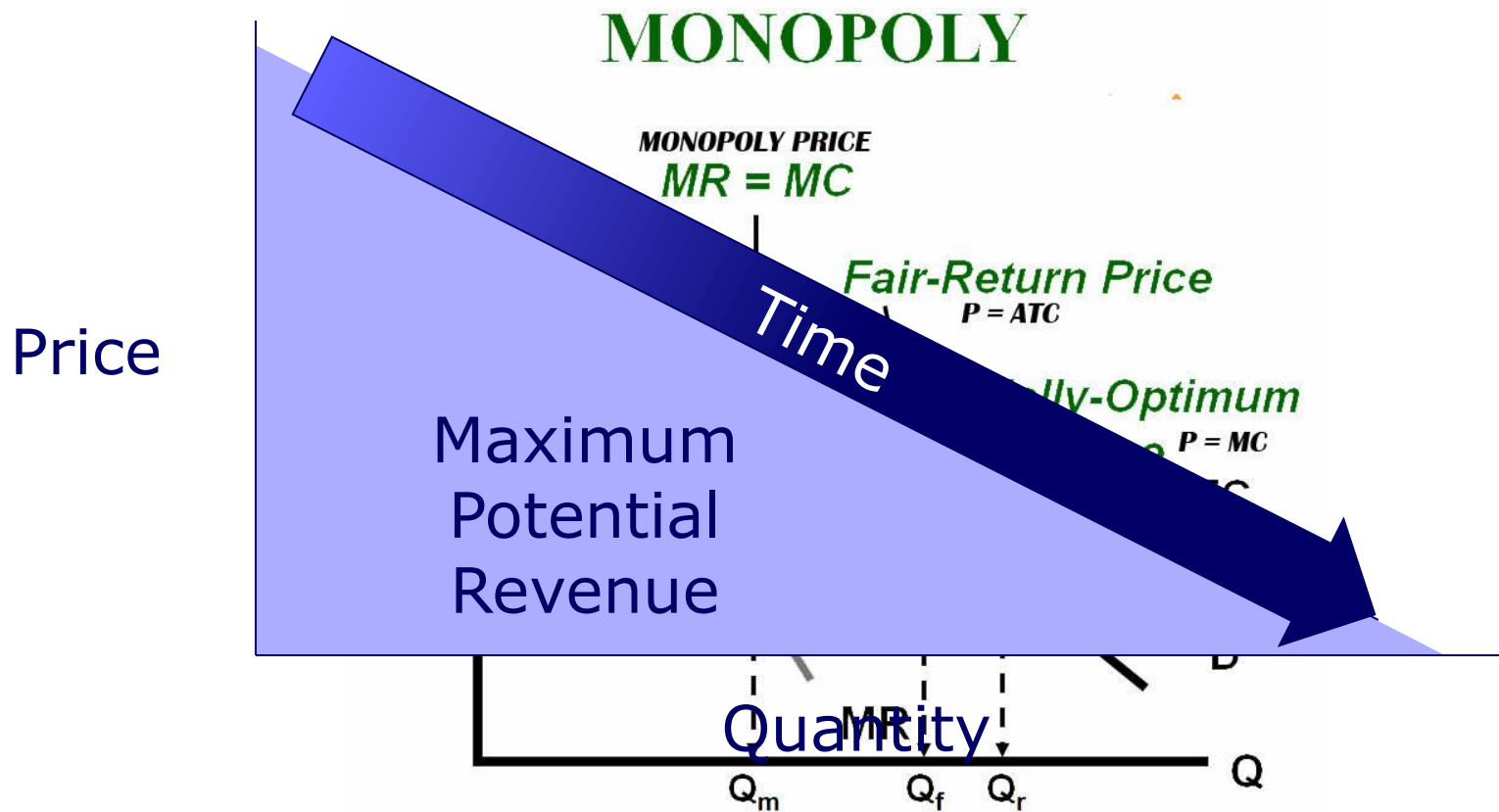


Systems & Tools Can Drive Higher ARPU

- Gambling systems for chase items
- Bonus items for additional spending
- Game economy management
- Spender conversion



Econ 101 Works for Virtual Items Too



Optimizing Revenue from Chase Items



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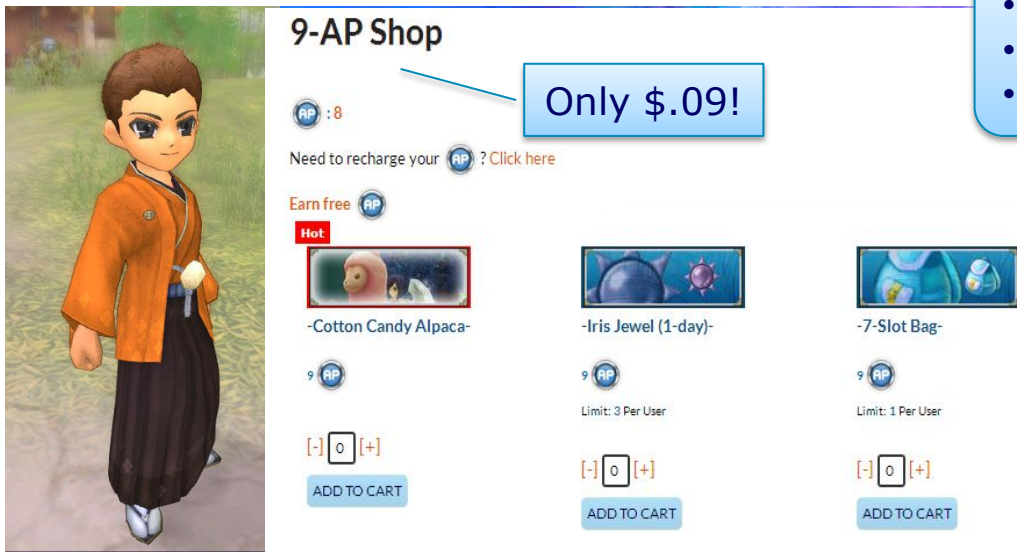


Spender Conversion Best Practices

- Understand buyer motivations
- First time buyer package
- Low entry price shops

Status/Vanity
Convenience
Power

- Timed Items
- Small Items (e.g. Bags)
- Limited Quantities



Application to Western Games

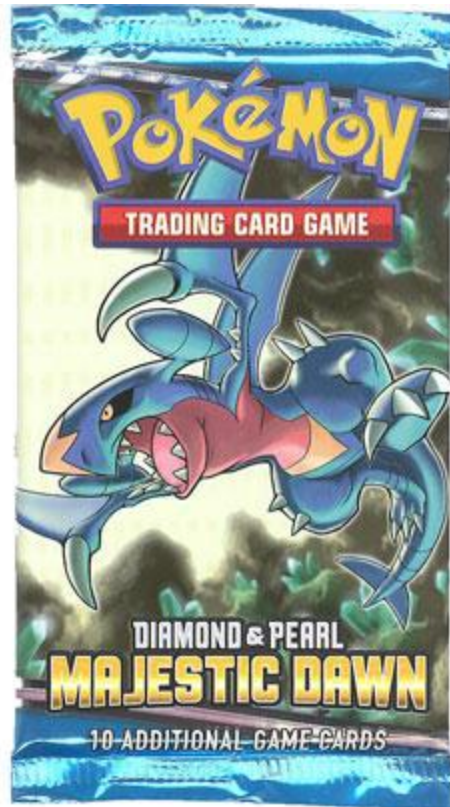
- Create chase items:
 - Premium troops
 - Premium resource boosts
 - Battle buffs
- Monetize these chase items through mystery boxes
- Drive spender conversion:
 - Extra builders available through low priced mystery boxes
- Build a direct relationship with the customer
 - Registration incentives
 - First time buyer packages



Register to
Get 100 Gems!

“Westernizing” Asian Mystery Boxes

- TCG Booster pack concept: Guaranteed to get something good
- After X purchases, if you don't get the chase item, the next purchase will guarantee it



More Virtual Item Sales Best Practices

- Communicate
- Presentation matters
- Bulk discounts work
- Customers can be trained when to spend
- Scarcity marketing works

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Polaroid HDTV is not available in all stores.

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\$388 Emerson
Emerson® 32" LCD HDTV
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• 2 HDMI, 1 component, 1 PC, 2 S-video, and 2 A/V inputs

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Balancing “Pay to Win” vs. “Play to Win”

Power

Power

Vs.

Time,
Vanity

Vs.

Time,
Vanity

- Make most powerful items very expensive but design them to provide small gameplay advantage
- Enable free players to earn small amounts of cash currency through gameplay
- Create enhancement systems that slowly reward failures so free players can participate over time
- Design goal: Competitive game balance for very active players and top spenders

Recap

- ARPU benchmarks
- Game systems that drive monetization, especially gear
- Chase items: maximizing revenue
- Spender conversion
- Sales best practices
- “Pay to win” vs. “play to win”



Sample Game	Daily ARPU
Casual Facebook PC Game	\$.02 - \$.05
Mid-Core Facebook PC Game	\$.40 - \$.50
Core Browser MMO RTS PC Game	\$.80 - \$1.00
Core MMO FPS PC Game	\$.25 - \$.35
Mid-Core MMO RPG PC Game	\$.45 - \$.80
Core MMO RPG PC Game	\$.80 - \$1.10
“Successful” Casual Mobile Game	\$.12 - \$.15
Very popular Mobile Strategy Game	\$.20 - \$.25
Core TCG Mobile Game	\$.60 - \$1.00+





Thanks!

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Q & A

