

MAXIMIZING GLOBAL MONETIZATION THROUGH EMERGING MARKETS

MOLTM
Money Online

rixty[®]

Game Sultan

WHERE'S THE NEXT Online Playground?

rixty



BRAZIL

The world's 6th
largest global
economy.

TURKEY

Important market
connecting Europe
and Asia.

SOUTHEAST ASIA

Malaysia, Thailand, Philippines,
Vietnam, Singapore, Indonesia

FREE-TO-PLAY
MARKET

\$305 million

\$136 million

\$540 million

POPULATION

199 million

74 million

536 million

INTERNET
USERS

101 million

33 million

153 million

ONLINE
GAMERS

40 million

23 million

53 million

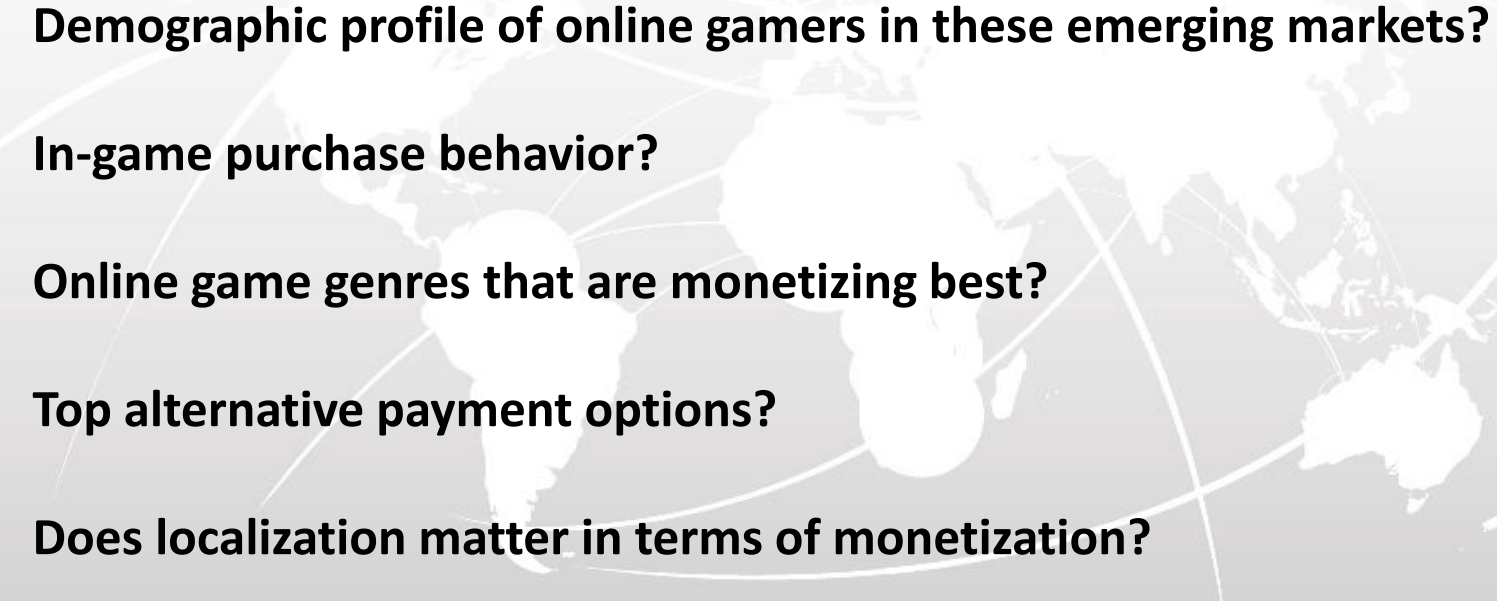
HAVE A
CREDIT
CARD

29%

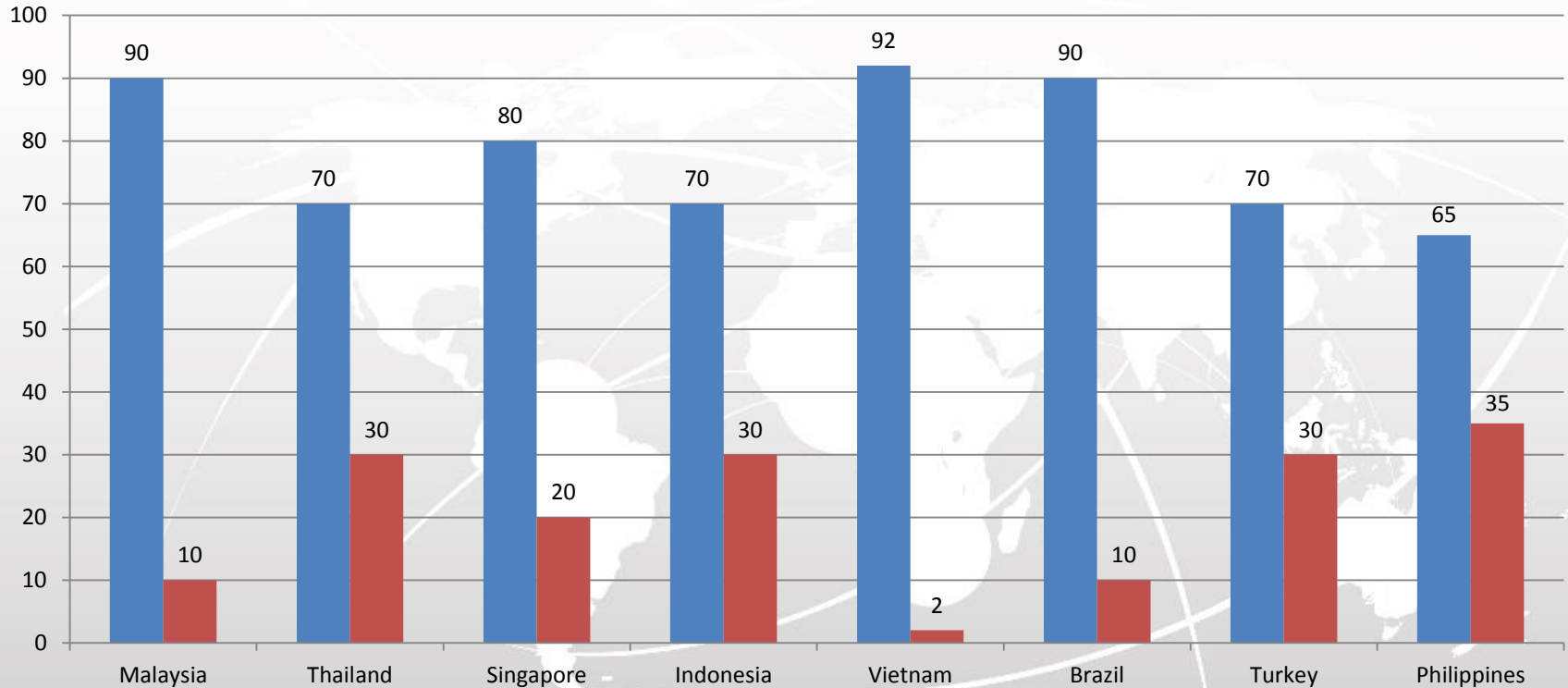
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<5%

MOL Proprietary Data to Help You Monetize in these Emerging Markets

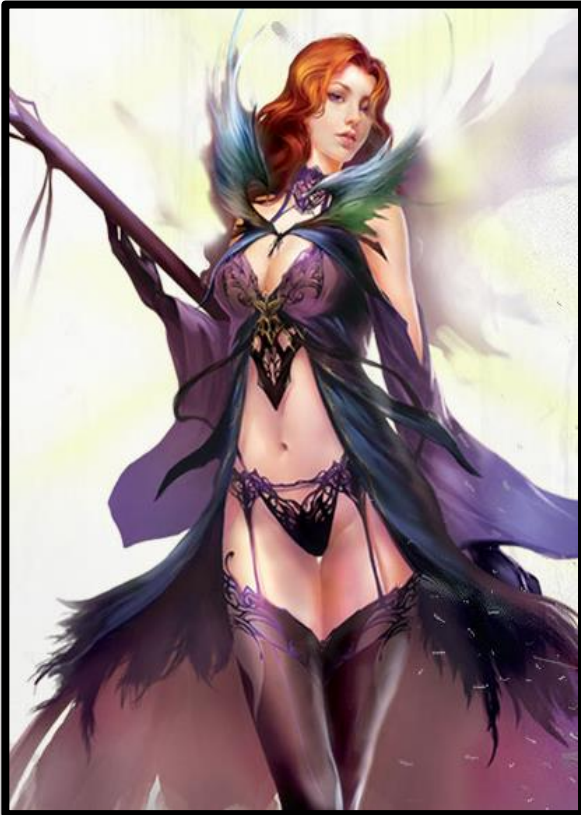
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- 1. Demographic profile of online gamers in these emerging markets?**
 - 2. In-game purchase behavior?**
 - 3. Online game genres that are monetizing best?**
 - 4. Top alternative payment options?**
 - 5. Does localization matter in terms of monetization?**
 - 6. Promotions that monetize best?**

The Gender of Online Gamers in these Emerging Markets

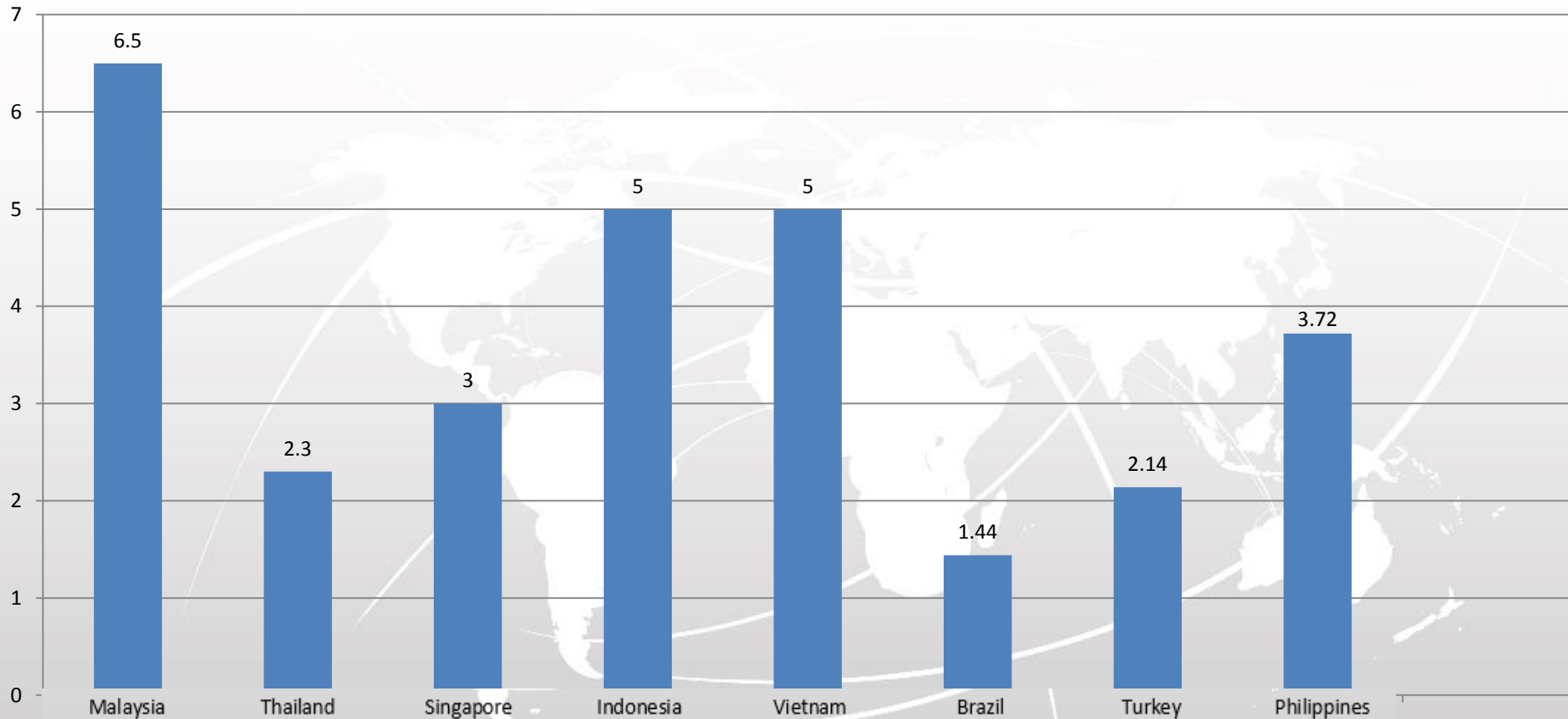


**In the US, approximately 50% of the online gamers are females, but not in these new markets.
Your game genre, characters, promotions must cater to the MALE demographic to be successful in these markets.**

Validation Quiz

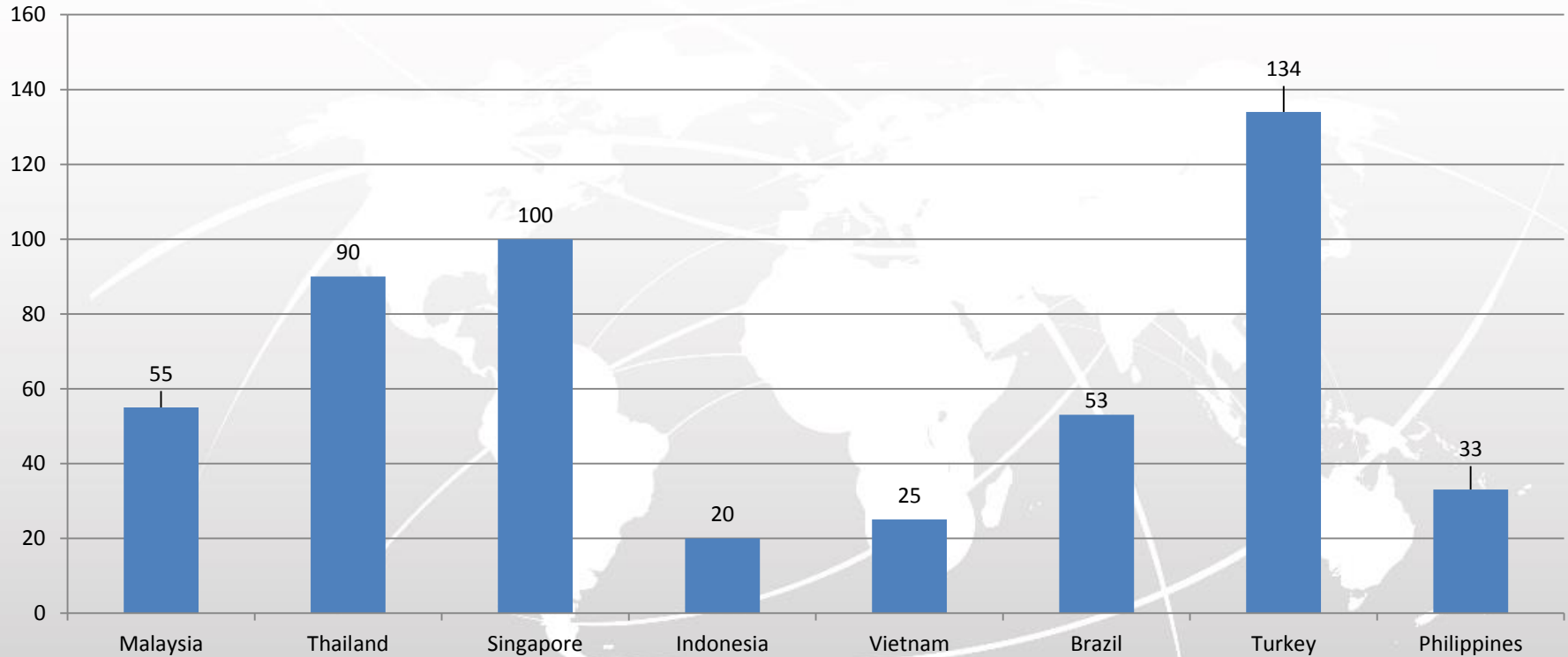


Avg # of In-Game Purchases/User/Mo



In US, avg is 1-2 purchases/month. In these markets, make sure your promotions, pricing, and depth of inventory is sufficient to satisfy the unique purchasing behaviors of gamers in these markets.

Avg. In-Game Purchase Size/User/Month in \$USD



**Average in-game purchase size is much greater in these new markets than in the US.
Make sure you adapt and create pricing packages that support users spending at these levels.**

Top 3 Alternative Payment Options by Market



Malaysia: Pins on receipt, bank transfers, prepaid card - cybercafés



Thailand: Prepaid cards, mobile payments, pins on receipts



Singapore: Prepaid cards, mobile payments, bank transfers



Indonesia: Prepaid cards, mobile payments, online bank transfers



VietNam: Telco prepaid cards, e-wallet, online banking



Brazil: Pins on receipt, gift cards, boleto bancario



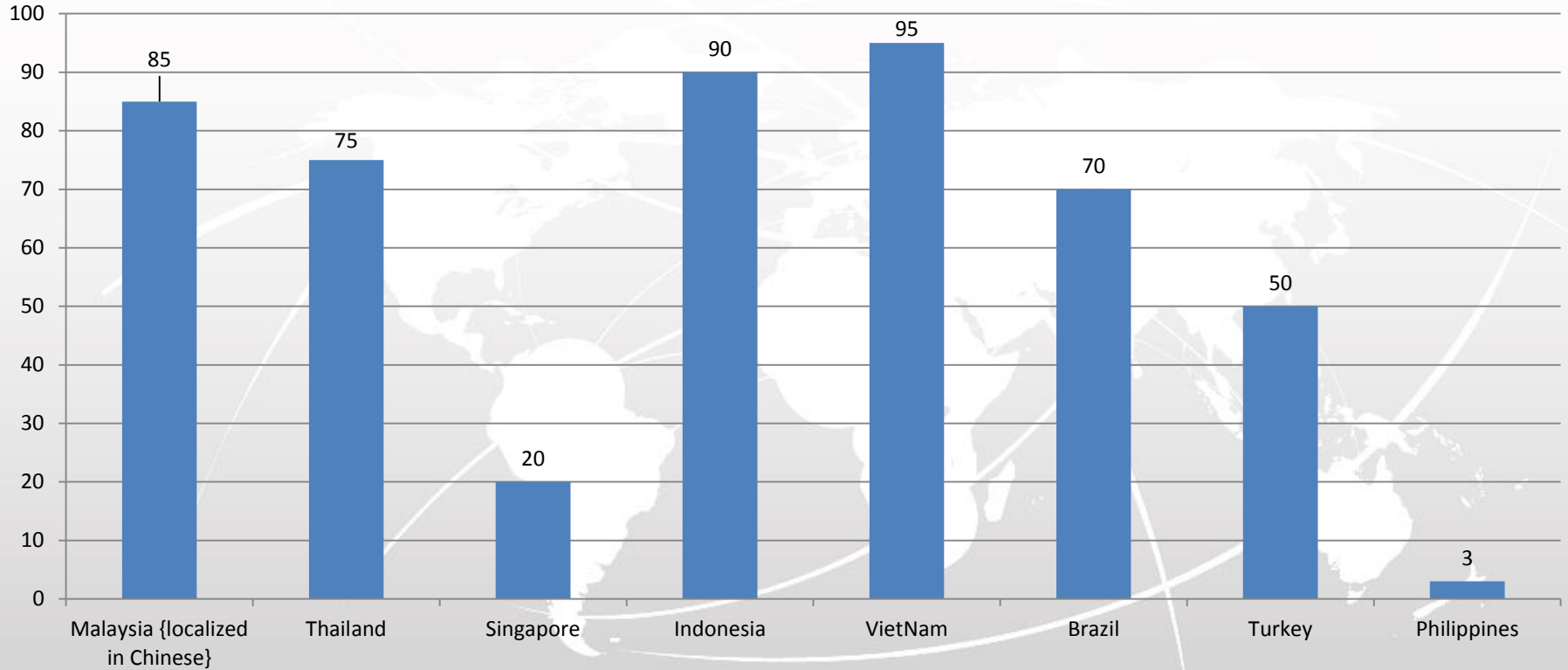
Turkey: E-pins, mobile payment, credit card



Philippines: Epins (LoadCentral), mobile billing, online banking

If you don't have these payment options in your game in these markets, you are leaving revenue on the floor.

% of Games Localized in Regional Language



Developers you must localize your game in order to monetize in these markets

Top 3 Online Gaming Genres that Monetize Best



Malaysia: MOBA, MMORPG, FPS



Thailand: MOBA, MMO, Casual



Singapore: MMORPG, MMO, Casual



Indonesia: FPS, MMORPG, Social



VietNam: MMO, Mobile, Social



Brazil: FPS, MMORPG, Social



Turkey: FPS, MMO, RTS



Philippines: MOBA, MMO, Browser

Top Promotions to Monetize in these Markets



Malaysia: Free Item After Spending \$15



Thailand: Exclusive Item with Top Up



Singapore: Bonus Points with Purchase



Indonesia: Bonus Coins



VietNam: 20% Discount



Brazil: Bonus Points with Purchase



Turkey: Promo Code for Free In-Game Item



Philippines: Bonus Points with Purchase

Key Take-Aways to Monetize your Games in these Emerging Markets

1. Males Rule (for now!) 😊
2. Double Your Virtual Item Inventory to Meet Repeat Buyer Demand
3. Create Multiple Pricing Packs at Higher Price Points
4. Integrate Alternative Payment Options (Rixty can help!)
5. Localize – Localize- Localize
6. Prioritize Based on Top Genres: MMO, FPS, MMORPG, MOBA
7. A/B Test Promotions: Bonus Coins & Exclusive Item with Spend

ASK A PANELIST A QUESTION:

 **TWEET YOUR QUESTION TO @RIXTY AND INCLUDE #GDC**

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Wargaming.net



WARGAMING.NET

LET'S BATTLE

Sergey Kot

Head of Global Payments

- 4 years building a global team at Wargaming.net
- Developed and launched Wargaming billing platform
- Helped build one of the world's largest F2P MMOs
- WorldofTanks, WorldofWarPlanes, WorldofWarships



WARGAMING.NET

LET'S BATTLE

Wargaming is an award-winning online game developer and publisher and one of the leaders in the free-to-play MMO market. Founded as a privately held company in 1998, Wargaming has shipped more than 15 titles and employs 2,800 in offices around the world, including San Francisco, Chicago, Seattle, Paris, Berlin, Seoul, Singapore, Minsk, Kiev, and Saint Petersburg.

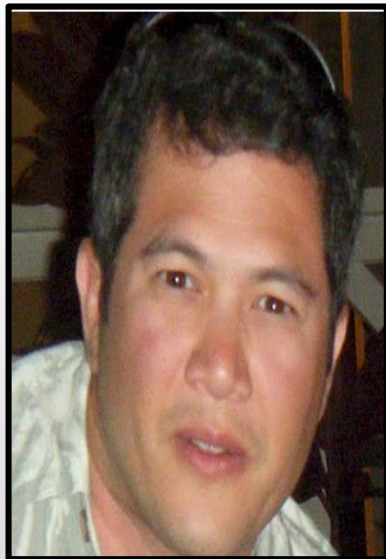
Gaia Interactive



Jason Loia

Chief Operating Officer

- COO, VP Production, Digital Chocolate – 10 years
- VP Product Development - Lavastorm
- Lieutenant, US Coast Guard
- Harvard, MBA, Stanford MSEE, US Coast Guard BSEE





gaia
ONLINE™

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Joining is free and only takes a minute!

Join Now

Smilegate Interactive



Joe Lee

Director of Live Production, SG Interactive

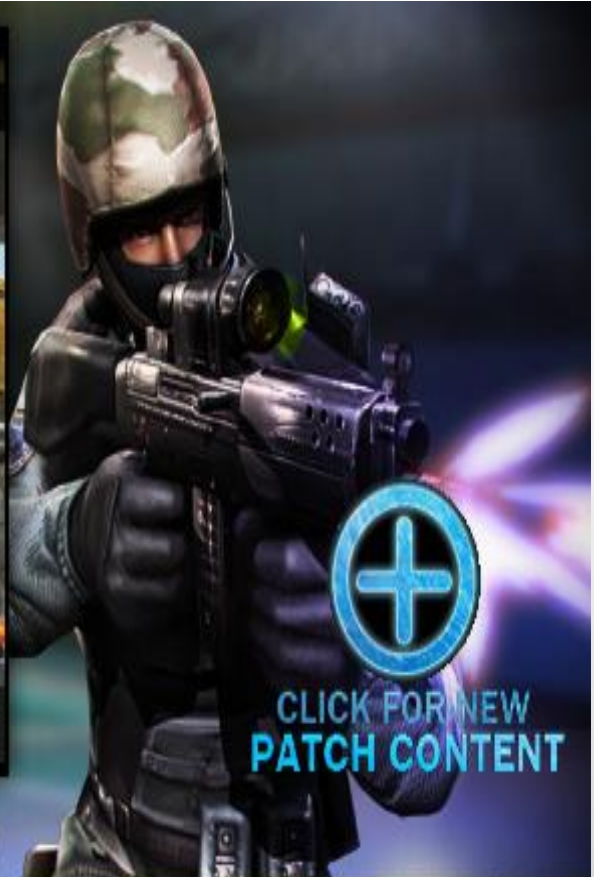
- Team Manager of Global Business Development, SG
- Producer of Dungeon Fighter Online/Neople
- Live Production Manager of Dungeon & Fighter/Neople
- Global Business Development/Neople



NEW EU USERS!



CLICK HERE to Play CrossFire
For Free at **GAMERAGE**



CLICK FOR NEW
PATCH CONTENT



Aeria Games



Tom Nichols

VP, PC Games, North America

- Responsible for Aeria Games 20+ online F2P games
- Seasoned marketing and business executive in the games industry, with 17 years at leading companies including LucasArts, EA, Sega
- 11 years specifically in online games includes executive roles at Turbine, LucasArts, & Aeria Games



X-Men: Battle of the Atom

Celebrate 50 years of X-Men on your iPhone! Recruit hundreds of mutants across time and space in the most uncanny card battle game of them all!

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Aura Kingdom
Anime MMORPG



Dragon Pals
MMORPG



Eden Eternal
Anime MMORPG



Soldier Front 2
FPS



Digimon Masters
Anime MMORPG

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