

Monetization Lessons from Asian F2P Games

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GDC¹³
NEXT

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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

aeria
GAMES



Localized games offered by Aeria Games



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
Core MMO FPS PC Game	\$.25 - \$.35
Mid-Core MMO RPG PC Game	\$.45 - \$.80
Core MMO RPG PC Game	\$.80 - \$1.10

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

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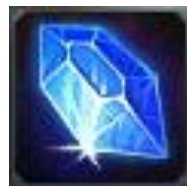
Game Systems That Drive High ARPU

- 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
- Random stats



+5 ATK

+61 HP
+17 DEF



Scarlet Blade's Gear Enhancement System

- Each piece of gear has 1 – 10 levels
- Chance system used to gain one level (e.g. +6 to +7)
- At +7 and above, gear will drop a level if upgrade is unsuccessful (unless you use insurance item)

Result: \$300-\$500+ for fully enhanced piece of max-level gear



Wartune's Gear Socketing & Stat Randomization

Bender Jewel R [Legend] +21
(Can be enchanted to +21)

Jewelry
Required Class: Mage
Required Level: 40

MATK 165 +451 ? More info

- MATK+176
- MDEF+176
- PDEF+176
- HP+880

Intellect +20 (Lvl. 2)
PDEF +81 (Lvl. 1)
MATK +95 (Lvl. 8)
MDEF +88 (Lvl. 5)
Endurance +22 (Lvl. 6)

Lilash's Dynasty(0/2)

Bender Jewel R
Bender Jewel L

(2) Crit damage received reduced by -7%

[Equipment Rating: 941 (+979)]

Item Price: 936575 Gold

Blacksmith

Socket Synthesize Refine Recycle Convert

Remove Gem



Blacksmith

Enchant Socket Synthesize **Refine** Recycle Convert

Auto Buy ☐
Use bound first ☒

821/18

821

Original Stats	New Stats
<input checked="" type="checkbox"/> HP +181 (Lvl. 3)	
<input type="checkbox"/> Endurance +22 (Lvl. 6)	
<input type="checkbox"/> Armor +25 (Lvl. 10)	
<input checked="" type="checkbox"/> PDEF +100 (Lvl. 10)	
<input type="checkbox"/> Intellect +25 (Lvl. 10)	

Refinement Lock 0 Refining Cost 90

Swap New Stats

Refine

? More Info

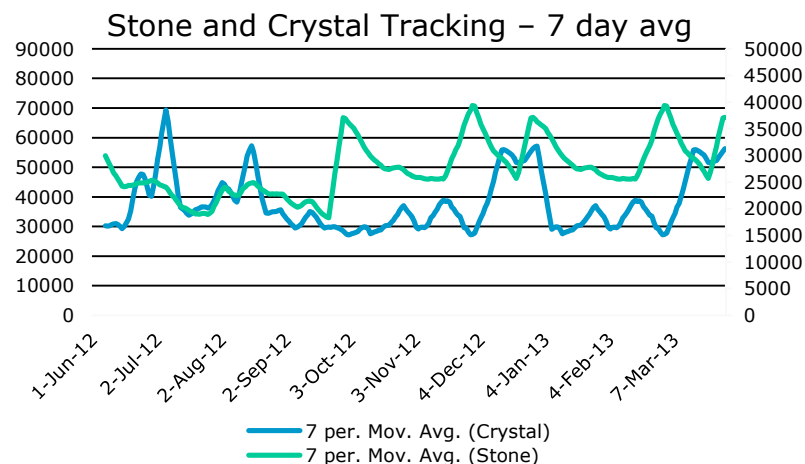
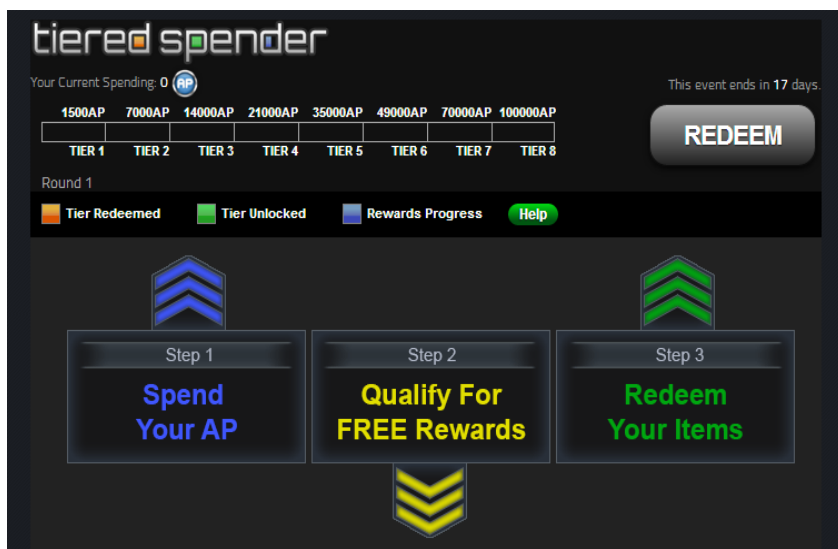
Monetization Potential for Gear Enhancement Systems

Sample game	Cost per piece of top gear/weapon	Cost per character
Game 1	\$300-\$500	\$2,000-\$3,500
Game 2	\$3,000-\$4,000	\$8,000-\$10,000
Game 3	\$150-\$200	\$900-\$1,200
Game 4	\$3,000+	
Game 5	\$700-\$800	\$5,000-\$7,000
Game 6	\$10,000-\$30,000	\$80,000-\$200,000

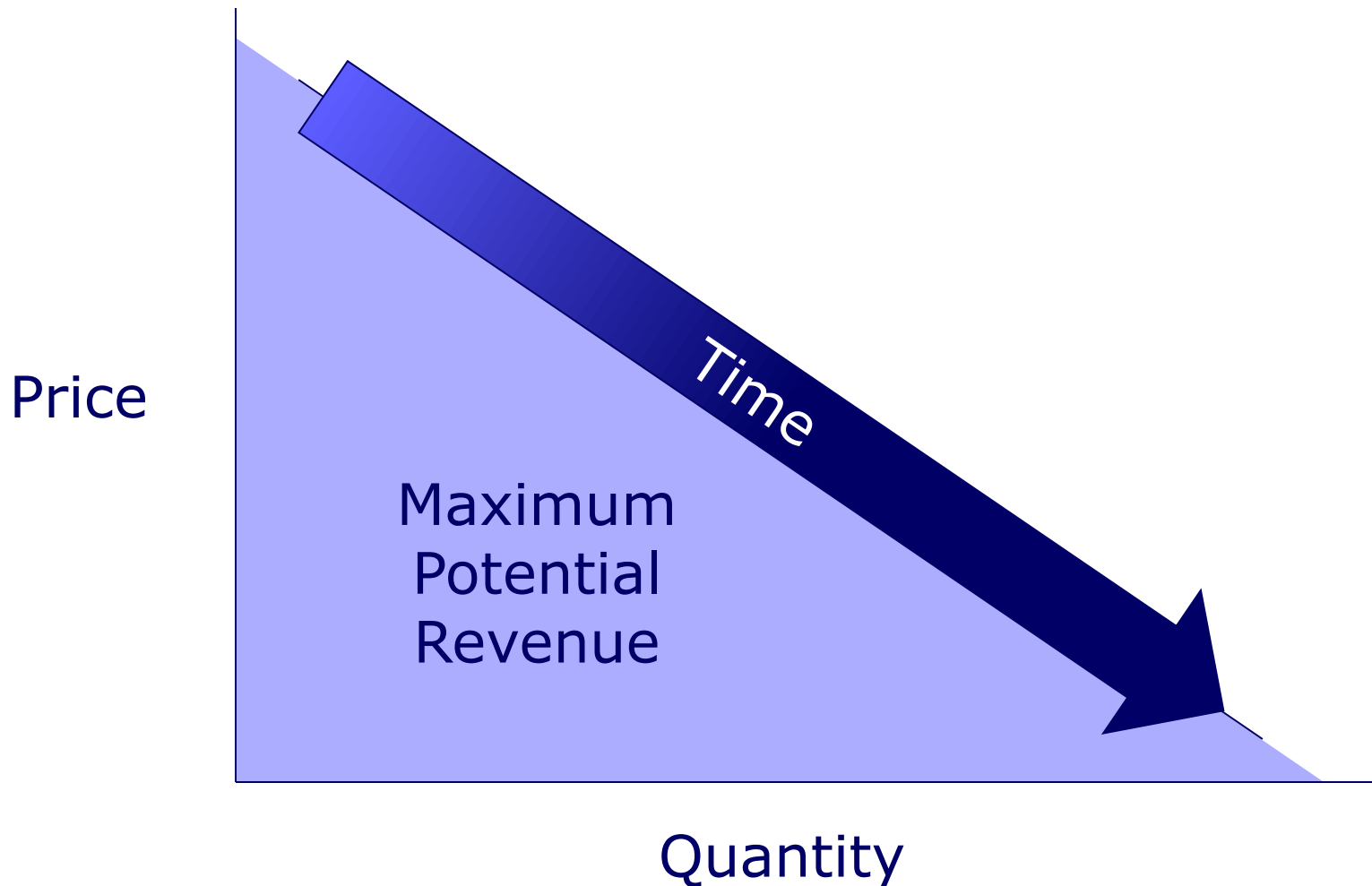
Actual metrics from F2P games in Aeria's portfolio from Asian developers

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



GRAB A MOUNT FOR FREE!

I will increase
your move speed!

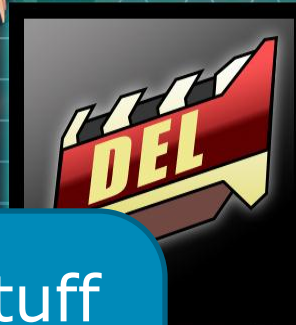
**CLICK HERE
TO LEARN MORE!**



Get all this for FREE!

Kama Sutra Warmup Set
Pet Hunger Hack (x2)
Fetch Pet Datachip
Skill Reset Code
EXP Boost (x5)

Spend any amount of AP
for the first time and get
**6,000 AP worth
of goods!**



\$60 worth of stuff
the first time you
spend money in
the game!

Low Entry Point Price Shop

9-AP Shop

AP : 8

Need to recharge your AP ? [Click here](#)

Earn free AP

Hot



-Cotton Candy Alpaca-

9 AP

[-] 0 [+]

ADD TO CART



-Iris Jewel (1-day)-

9 AP

Limit: 3 Per User

[-] 0 [+]

ADD TO CART



-7-Slot Bag-

9 AP

Limit: 1 Per User

[-] 0 [+]

ADD TO CART

Small Bag

Timed Item

Limited
Quantity
per Account

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



Power

Vs.



Time,
Vanity

- Make top gear very expensive but provides small gameplay advantage
- Secondary currency:
 - Available for cash and in-game (may require a lot of gameplay)
 - Separate item shop for this currency
- 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”



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Thanks!



Q & A

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Bonus Time: F2P in Amusement Parks



- Pay when entering the park (~\$60)
- Rides are "free"



- Entry is free
- Purchase tickets for individual rides (~\$3-5 per ride)
- Or purchase all-access ticket

Which park has higher ARPU?