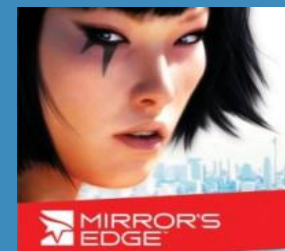
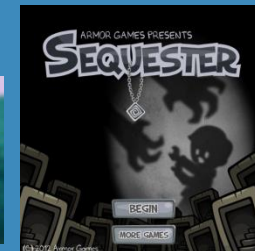
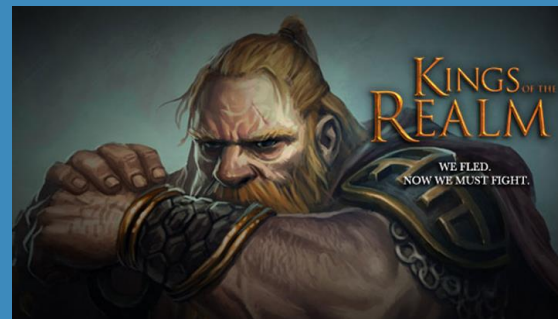
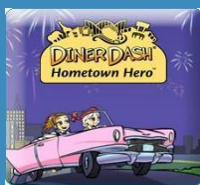


gdc free to play summit | mar 14

ethan levy | monetization design consultant | @FamousAspect

designing in-game purchases







Migaru90 ▶ Stephen Totilo

3 ★

If any major publisher ever hires this man for "blockbuster" titles, I will quit gaming forever, or at least modern gaming.

Today 10:08am



klnetlcdamage ▶ Migaru90

★

Yeah, he's like ... the forbidden gamedesigner
! 21 minutes ago

Everything written in this article, and its author, continue to jade me this industry more and more. I need alcohol. This made me want to vomit.



FULLFORCE098 / NOVEMBER 7

"When I compare Arkham Origins to Gods Among Us, my sense as a player and a game designer is that NetherRealms has made an undoubtedly better game, but a worse free-to-play product."

BURN. IN. HELL.



Stephen T...

1 ★

Ethan Levy - you are a *horrible* person.
YOU are what's wrong with video games.

Today 10:32am

[-] Yashakiden 1 point 2 hours ago

↓ You are exactly the sort of people who are ruining gaming.
Pure, unadulterated evil.



Eight-Bit Generation ▶ Ethan...

1 ★

Eight-Bit GenerationUEthan Levy



What annoys me about this article is that I agree with the general premise (that free-to-play videogames are not inherently bad and are a response to market pressure) but I really hate the condescending, offensive, effete, stereotypical San Francisco attitude

[-] [score hidden] 39 minutes ago

↓ Get it through your thick skull that CONSUMERS HATE F2P PAY GATES, which seem to be an idea you spurt off about nonstop since developers and the marketing ~~authorities~~ like them. You are damaging this industry. Please stop it. Figure out a way to both get paid and keep your integrity.

permalink save parent report give gold reply

[-] [score hidden] 26 minutes ago

↓ Let's talk about Dragon Age Legends. I cannot believe ANYONE would hire you as a consultant after that fucking abomination of the ideas your seem to love so much for some reason. Great job "producing" it into the dumpster. You're such a failure and cancer to this industry. Just leave and go grub for money elsewhere, jackass.



Look at the author's job title. Just look at it. That's not a career, that's a punishment for being an abusive prison guard in a past life.



Ben Kuchera, Senior Editor (on Penny Arcade Report)



what do you want to get out of this session?

desired takeaways



When will you be home?

No one has come yet.

Leaving in 10, so prob
6:30. May need to stop at
whole foods on the way
home to pick up
something for dinner





designing in-game purchases

- Is my game a good fit for freemium?
- Is my design built for freemium?
- Am I selling the right things?
- What examples should I follow?

The background is a solid black field. Overlaid on this are several large, semi-transparent geometric shapes: a purple hexagon, an orange pentagon, a green pentagon, and a blue pentagon. Each of these shapes has a solid black circle cut out of its center. The shapes overlap each other, creating a layered effect. The text is positioned in the upper left area of the slide.

is my game a good fit for the freemium model?

am I ready for MTX?

mobile = comfort gaming



mobile = comfort gaming



mobile = comfort gaming



player experience / time

Newb



Player



Vet



Early Game



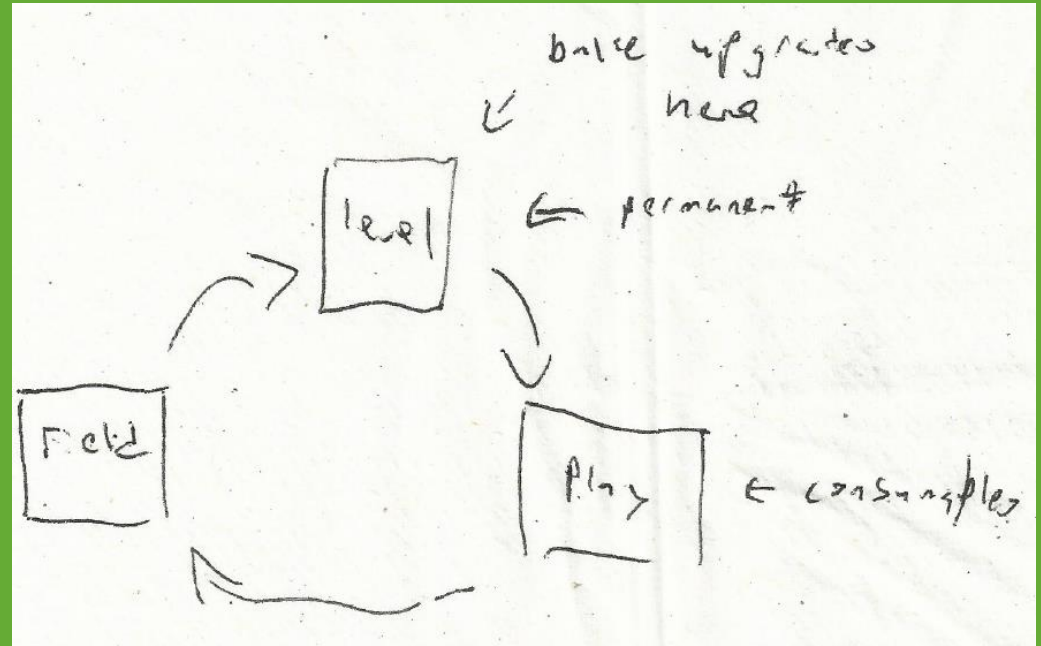
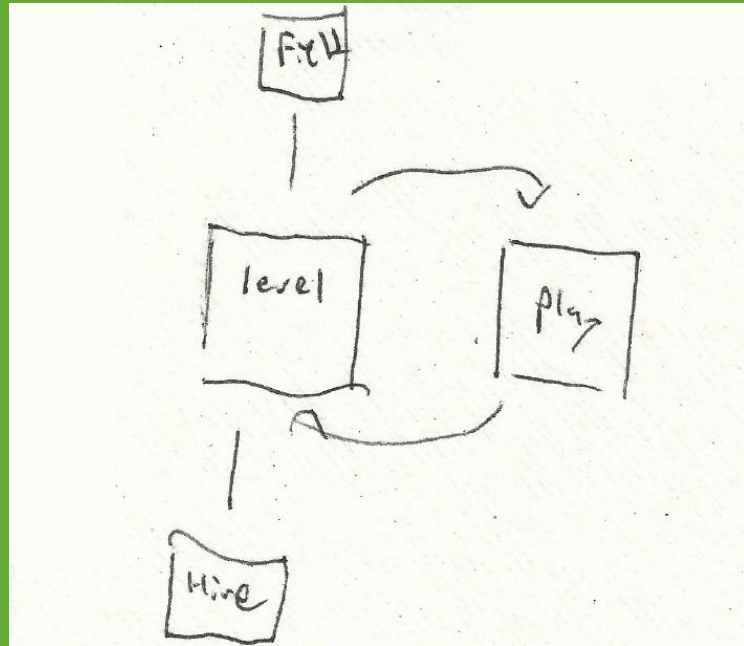
Mid Game



Elder Game

is my design built for freemium?

my core loop



what is a core loop?

- Key set of activities a player takes each session
- Path of least resistance
- Actions - main interactive elements
- Gates - elements that block progression
- Sinks - where player spends currency
- Taps - where player gains currency

purchasing not present



Major Mayhem

purchasing not present



Major Mayhem

purchasing not present



Major Mayhem

purchasing not present



Major Mayhem

purchasing not present



Major Mayhem

purchasing not present



Major Mayhem

purchasing made present



Despicable Me: Minion Rush

purchasing made present



Despicable Me: Minion Rush

purchasing made present



Despicable Me: Minion Rush

purchasing made present



Despicable Me: Minion Rush

purchasing made present



Despicable Me: Minion Rush

am I selling the right things?

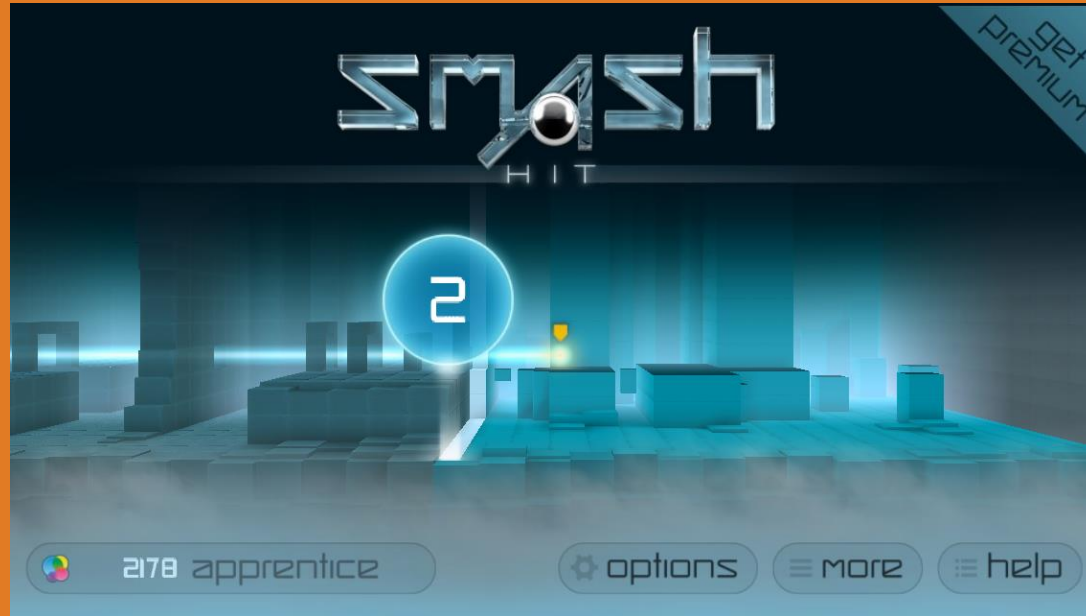
my offer catalog

purchase makes a promise



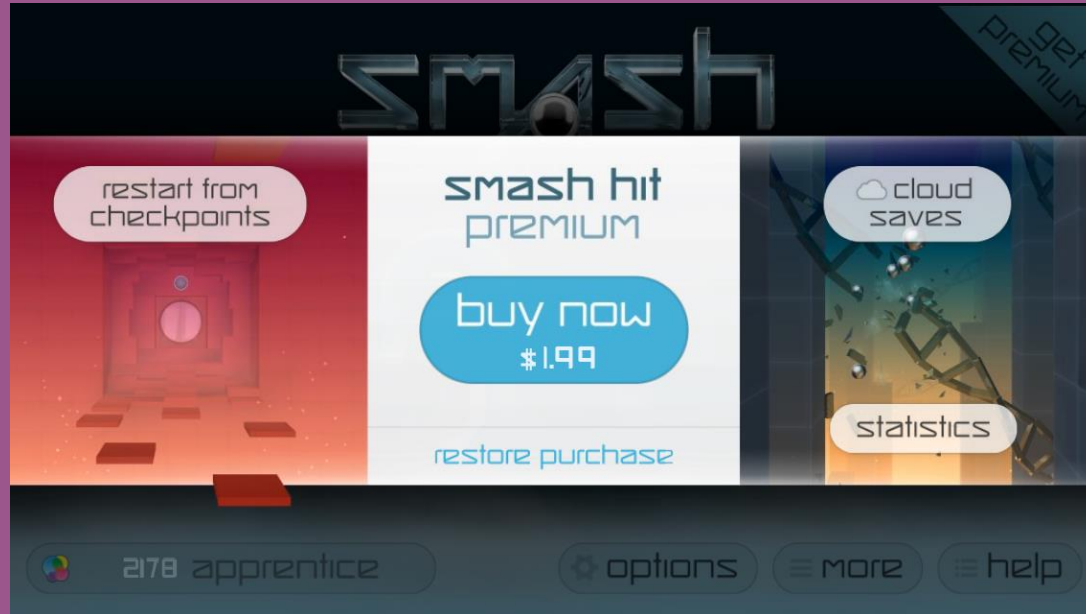
Smash Hit

purchase makes a promise



Smash Hit

purchase makes a promise



Smash Hit


crossing the penny gap

Basic Edition Special!


Get everything you need to fully enjoy the Card Hunter campaign in the Basic Edition Special!

- All 11 Treasure Hunt Adventures
- 1 month Club Membership
- 9 extra figures (shown below)
- 100 Pizza slices

All for the special discounted price of \$25.00







[Cancel](#)




PAPA MANCHU PIZZA MENU

Authentic Pizza and Szechuan Cuisine delivered to you any time day or night!

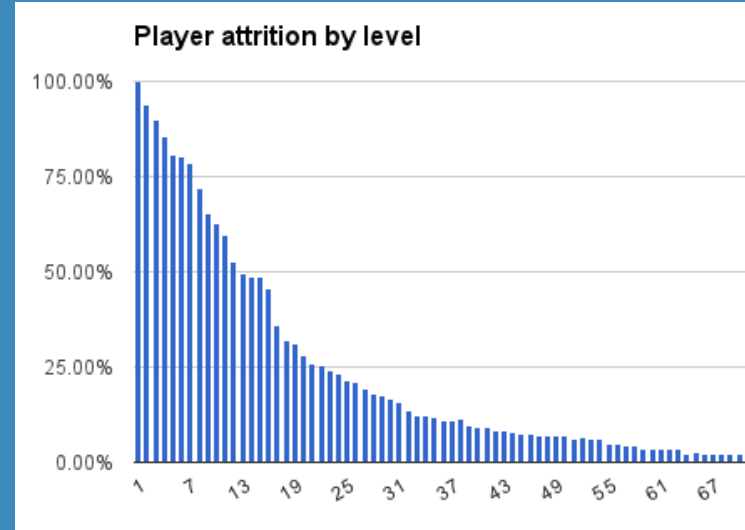
	Basic Edition	\$25.00	<input type="checkbox"/>
	330 Pizza Slices	\$10.00	<input type="checkbox"/>
	690 Pizza Slices	\$20.00	<input type="checkbox"/>
	1800 Pizza Slices	\$50.00	<input checked="" type="checkbox"/>
	3800 Pizza Slices	\$99.00	<input type="checkbox"/>

BEST VALUE!

Buy with  [Google](#) [Check out with PayPal](#)
The safer, easier way to pay

Card Hunter

danger in level locking



Mighty Quest for Epic Loot | fake data from level based game

permanent vs consumable goods



Dragon Age Legends | Heroes of Dragon Age

ask for dollars



Kingdom Rush: Frontiers

ask for dollars



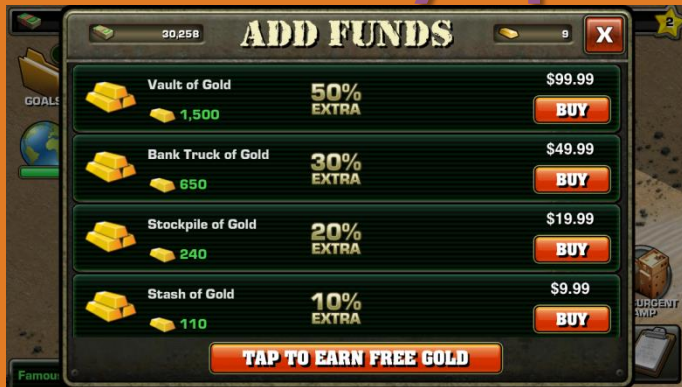
Kingdom Rush: Frontiers

ask for dollars

1	Hero Dragon	\$4.99
2	Hero Bonehart	\$4.99
3	Hero Sha'Tra	\$2.99
4	Hero Nivus	\$0.99
5	Chest of gems	\$9.99
6	Bag of gems	\$4.99
7	Hero Grawl	\$2.99
8	Hero Dante	\$2.99
9	Hero Captain Blackthorne	\$0.99
10	Hero Kahz	\$2.99

Kingdom Rush: Frontiers

currency package pricing



Modern War			
Gold	Price	Price/Gold	Discount vs base
50	\$ 4.99	\$ 0.100	
110	\$ 9.99	\$ 0.091	9.0%
240	\$19.99	\$ 0.083	16.5%
650	\$49.99	\$ 0.077	22.9%
1,500	\$99.99	\$ 0.067	33.2%



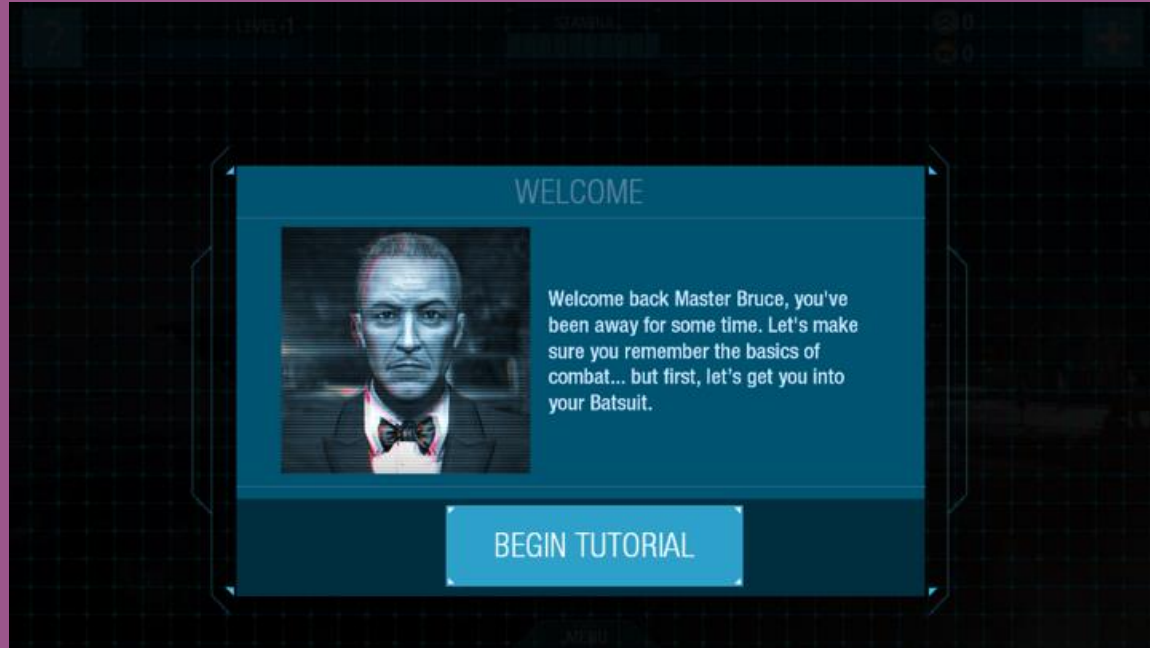
DoubleDown Casino			
Chips (1,000s)	Price	Price/Gold	Discount vs base
150	\$ 2.99	\$ 0.020	
1,000	\$ 7.99	\$ 0.008	59.9%
3,000	\$17.99	\$ 0.006	69.9%
12,000	\$39.99	\$ 0.003	83.3%
35,000	\$59.99	\$ 0.002	91.4%
100,000	\$99.99	\$ 0.001	95.0%

Modern War | DoubleDown Casino

what examples should I follow?

ui/ux best practices

teach players to spend



Batman: Arkham Origins

teach players to spend



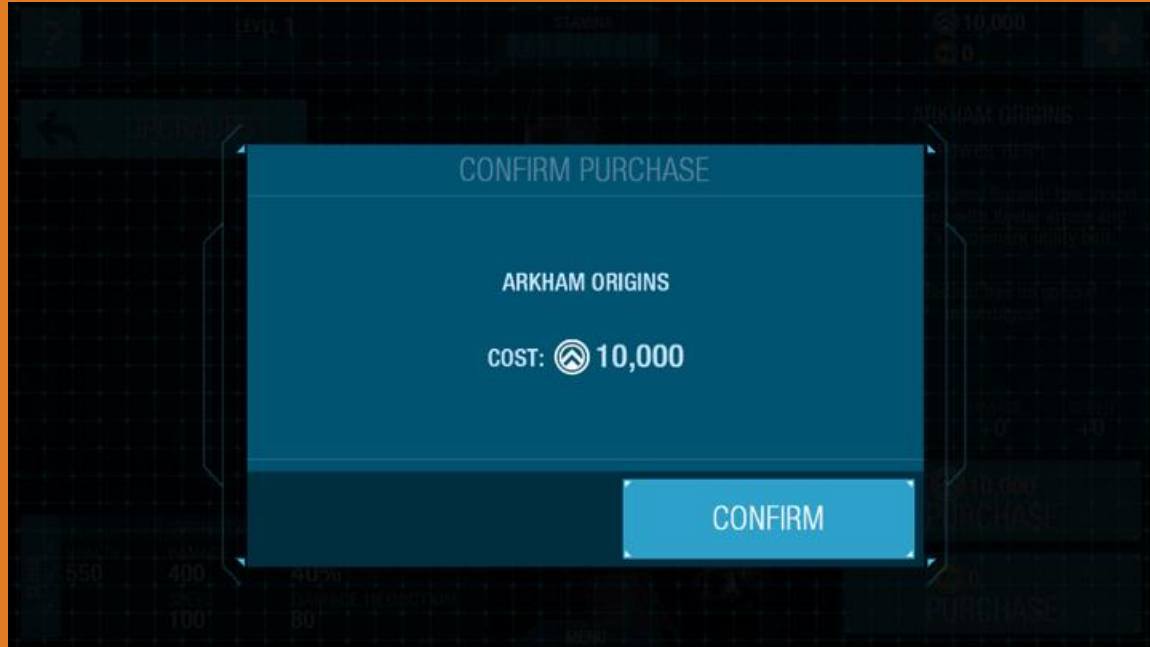
Batman: Arkham Origins

teach players to spend



Batman: Arkham Origins

teach players to spend



Batman: Arkham Origins

teach players to spend



Batman: Arkham Origins

teach players to spend



Batman: Arkham Origins

first taste is always free



Frontline Commando 2

first taste is always free



Frontline Commando 2

first taste is always free



Frontline Commando 2

level the playing field



Eternity Warriors 3

advertise your goods



Fairway Solitaire

social elder game



Modern War

respect your players



focus on presentation



focus on presentation



Players
NOT
Users

People
NOT
Wallets



“...calling yourself a 'professional jew' isn't a step up. Ditch that, and knock it off. **If you're going to use humor, make fun of yourself.**”

continue the conversation

- Email: ethan@FamousAspect.com
- Twitter: [@FamousAspect](https://twitter.com/FamousAspect)
- Articles, tools and templates: FamousAspect.com

