

# CRAFTING GOOD MONETIZATION ON THE TRADITIONAL CONSOLE



# WHO AM I?

NEVERA



UBISOFT™

10 YEARS IN THE  
INDUSTRY

GAME DESIGNER  
-  
PROJECT MANAGER



GAME DIRECTOR



ALL ASSASSIN'S CREED  
MULTIPLAYER GAMES

UBISOFT  
ANNECY STUDIO



UBISOFT®  
MONTREAL

# I'M GOING TO EXPLAIN TO YOU...

Credits	Free Credits	Discount	Price (USD)
250	500	40% FREE	4.99
700	1250	60% FREE	9.99
2000	2500	80% FREE	24.99
4500	5000	100% FREE	49.99
10000	-	-	99.99

HOW WE HAVE INTRODUCED MONETIZATION



INTO 60\$ PVP GAMES

*"You can hardly call Erudito Credits pay to win"*  
*"So I can literally just spend a few bucks to unlock the good stuff? Sounds fine to me."*

WITH THE SUPPORT OF OUR FANS

WHY THIS TALK?



WHY MONETIZATION MATTERS?



ON ONE HAND...

Companion App

Social features

Production cost

\$\$



Post-launch

Online

Multiplatform



DLC

Multi Studio  
production



INCREASING PRODUCTION COMPLEXITY

ON THE OTHER HAND...

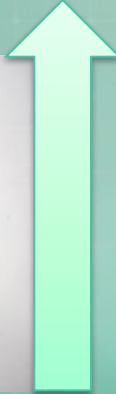


GAME PRICE = ENTRY BARRIER



F2P QUALITY RISING

WITHOUT FORGETTING THAT...



GAMERS ARE SPENDING MORE TIME ON FEWER GAMES

So?



SO HOW CAN WE CONTINUE TO DEVELOP PROFITABLE BLOCKBUSTER GAMES?

# WITH DLCs?

■ ~~DLC?~~

=

extra content

=

extra cost

■ Monetization?



No extra content needed (uses game content)



But must not negatively impact players' experience



# THE QUESTION WE ASKED OURSELVES

How can we monetize a game already sold 60\$?



And enhance the player's experience at the same time!

## THE TALK OBJECTIVES

~~Give you a recipe~~

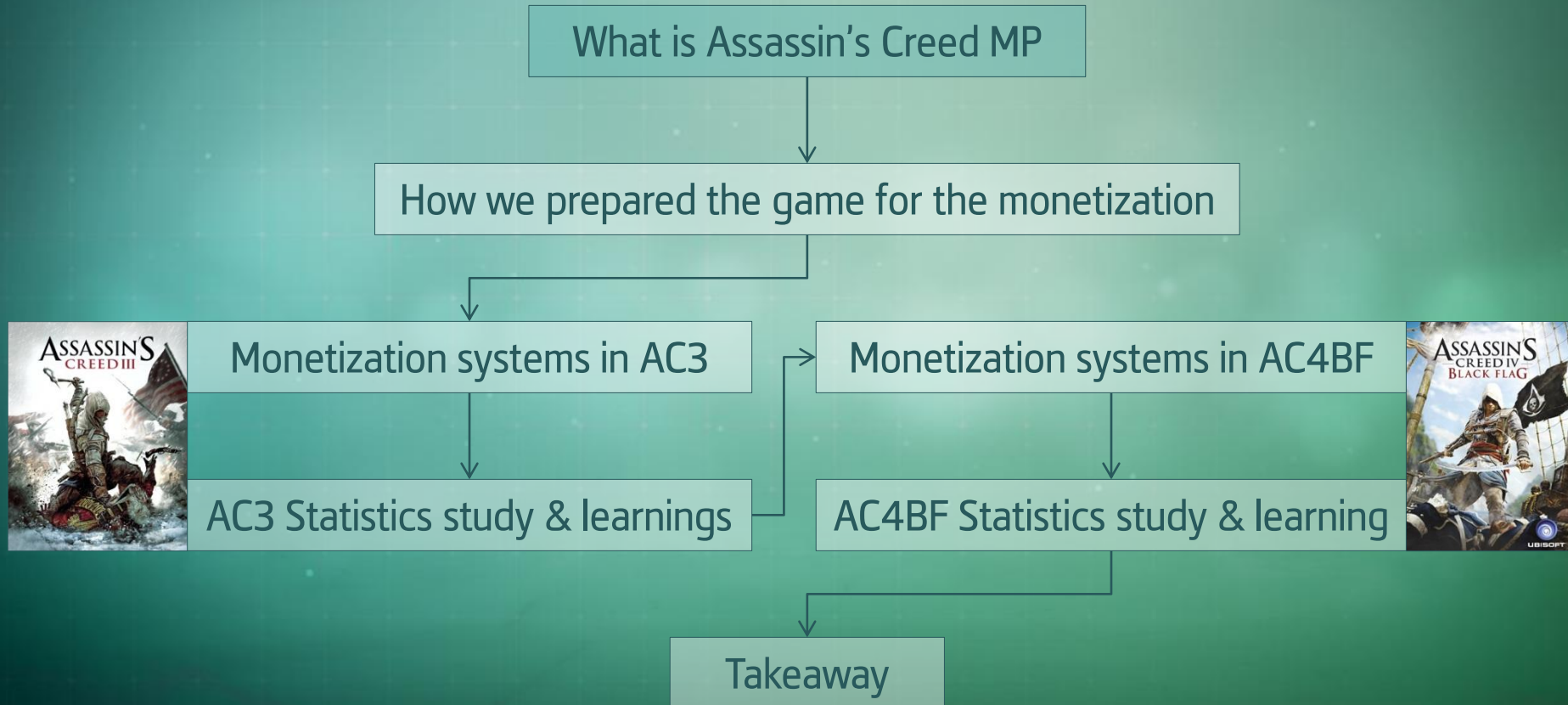
# THE TALK OBJECTIVES

## Share

Personal experience

Learnings

# AGENDA



# WHAT IS ASSASSIN'S CREED MULTIPLAYER?





# AGENDA

What is Assassin's Creed MP

How we prepared the game for the monetization

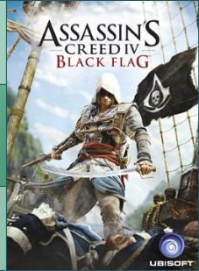
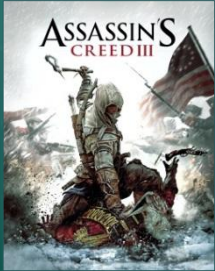
Monetization systems in AC3

AC3 Statistics study & learnings

Monetization systems in AC4BF

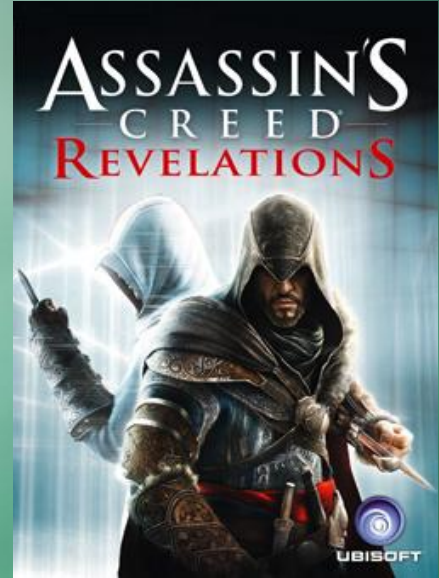
AC4BF Statistics study & learning

Takeaway



# HOW DID WE INTRODUCE MONETIZATION?

- Monetization started in Assassin's Creed III
- But our 1<sup>st</sup> step was Assassin's Creed Revelations





## PLAYER MOTIVATION: LEVELING & REWARD 2.0

### ❖ MONETIZATION

- From an unlock system (ACB) to a currency system (ACR)
- All in-game content is sold through a shop

### ❖ FIRST STEP IN AC MULTIPLAYER

- First steps that can lead to a real currency in-game (AC<sub>3</sub>?)
- Way to learn items popularity and player buying behaviors



# 1<sup>ST</sup> STEP: ASSASSIN'S CREED REVELATIONS

- Introduction of Abstergo Credits



- Learn player behaviors and build the foundations of AC3

# AGENDA

What is Assassin's Creed MP

How we prepared the game for the monetization

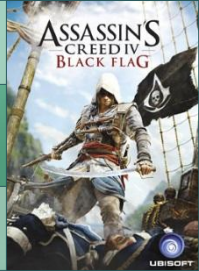
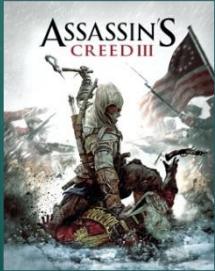
Monetization systems in AC3

AC3 Statistics study & learnings

Monetization systems in AC4BF

AC4BF Statistics study & learning

Takeaway







ACIII CONTENT & MONETIZATION



## Player Progression



## Gameplay items



Abilities, Perks, Streaks

➔ "Weapons"

# GAMEPLAY ITEMS PHILOSOPHY

- Horizontal progression (not a vertical one)



- Unlock new different tools, not better ones



- Players have to learn how to play well with them



- Some are more adapted to specific modes than others

# AC3 CONTENT

## Player Persistency

### Appearance items: Characters



### Gameplay items





# APPEARANCE ITEMS: EXAMPLE OF CHARACTERS

THE COMMANDER



THE LADY MAVERICK



THE MOUNTEBANK

THE SILENT SHADOW



THE CARPENTER



# UNIQUE CHARACTER SELECTION



CHARACTERS ARE EXCLUSIVE (ONE PER PLAYER PER SESSION)

## Player Persistency

### Appearance items: Characters



### Gameplay items



### Appearance items: Profile



# APPEARANCE ITEMS: PROFILE

The profile card is titled "TaGaDaCM2 The Illusionist" and shows the player is at level 4, with a progress bar indicating they are "NEXT LEVEL IN 2985XP" from level 4 to level 5. The card also displays the player's "Abstergo Rank" as 98.477. Below this, a table of statistics is shown: TIME PLAYED (12880), AVERAGE SCORE / KILL (460), BEST SINGLE KILL SCORE (700), and KILL / DEATH RATIO (10). At the bottom, three preference icons are shown: FAVORITE ABILITY (a white mask), FAVORITE CHARACTER (a character with sunglasses), and RELIC (a golden relic). The card is decorated with four teal arrows pointing to the top corners and a teal dashed border around the top section.

[UBI] 4

TaGaDaCM2  
The Illusionist

NEXT LEVEL IN 2985XP

4 5

98.477  
Abstergo Rank

27 50 ★

AC LEGACY

TIME PLAYED	12880
AVERAGE SCORE / KILL	460
BEST SINGLE KILL SCORE	700
KILL / DEATH RATIO	10



FAVORITE ABILITY FAVORITE CHARACTER RELIC











#### Get more ERUDITO CREDITS

ERUDITO CREDITS can be purchased by selecting GET ERUDITO CREDITS in the ABSTERGO STORE. These ERUDITO CREDITS will allow you to unlock and buy any ITEM below level 50, disregarding their UNLOCK CONDITIONS.

▶ (A) Buy a pack of 20  - 80 

Buy a pack of 50  - 120  ( 20  for free)

Buy a pack of 155  - 300  ( 80  for free)

Buy a pack of 380  - 600  ( 230  for free)

Buy a pack of 925  - 1200  ( 625  for free)

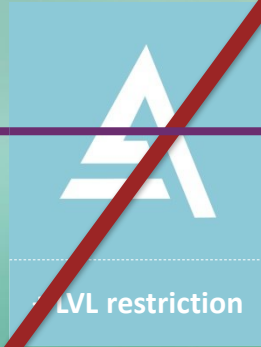
## AC3 MONETIZATION SYSTEMS

# ITEMS UNLOCK

Erudito Credits



Abstergo Credits



Body parts





# ERUDITO CREDITS WITHIN STORYLINE CONTEXT

## ABSTERGO ENTERTAINMENT



PROVIDES

VS

## ERUDITO



HACKS



ANIMUS



# ERUDITO CREDITS WITHIN STORYLINE CONTEXT

## ABSTERGO ENTERTAINMENT



VS

## ERUDITO



Kotaku: *"It's at least refreshing to see a game have some fun with microtransactions."*



+ Lvl

PROVIDES



ANIMUS

HACKS



# MONETIZATION OVERVIEW



Abstergo Credits

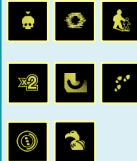
## Abilities



## Perks



## Streaks



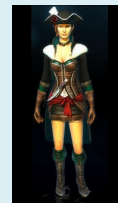
## Bonus



## Sets



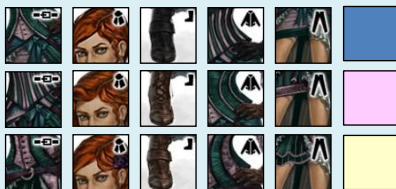
## Basic Packs



Title



## Body parts, Face & Colors



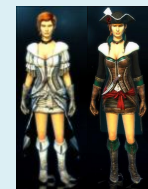
## Weapons



## Animations



## Costumes



## Patron Pictures



## Emblems



Prestige items

# MONETIZATION OVERVIEW



Achievements

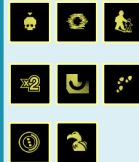
## Abilities



## Perks



## Streaks



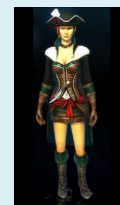
## Bonus



## Sets



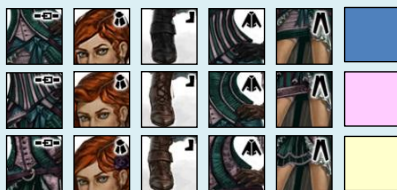
## Basic Packs



Title



## Body parts, Face & Colors



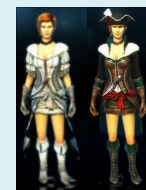
## Weapons



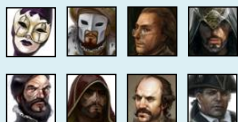
## Animations



## Costumes



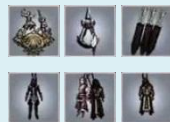
## Patron Pictures



## Emblems



## Relics



## Titles

- ☐ Progression
- ☐ Challenges
- ☐ Story
- ☐ Exclusive

Achievement and Prestige items

# MONETIZATION OVERVIEW



Erudito Credits

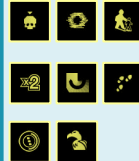
## Abilities



## Perks



## Streaks



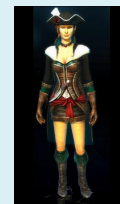
## Bonus



## Sets



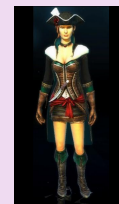
## Basic Packs



Title



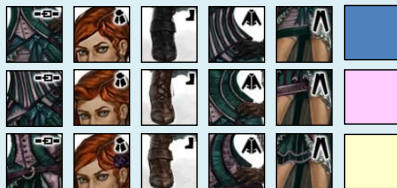
## Champion Packs



Title



## Body parts, Face & Colors



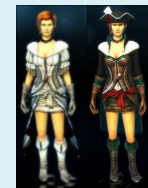
## Weapons



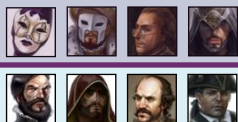
## Animations



## Costumes



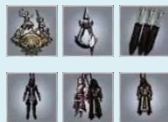
## Patron Pictures



## Emblems



## Relics



## Titles

- ☐ Progression
- ☐ Challenges
- ☐ Story
- ☐ Exclusive

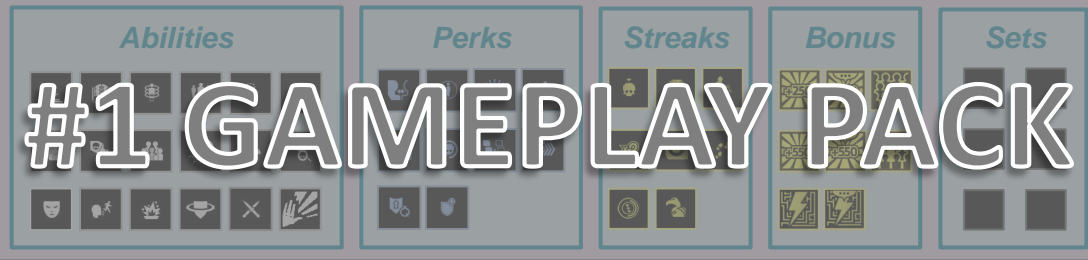
Achievement and Prestige items



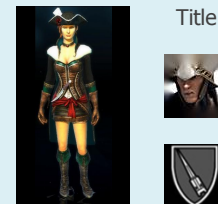
# MONETIZATION OVERVIEW



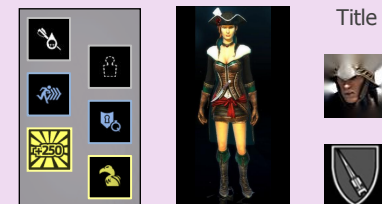
## #1 GAMEPLAY PACK



### Basic Packs



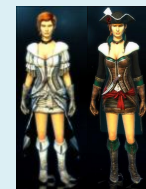
### Champion Packs



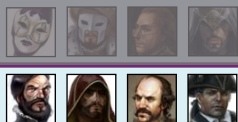
## #2 APPEARANCE PACK



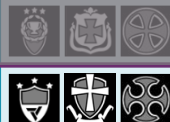
### Costumes



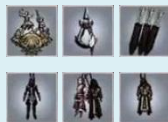
### Patron Pictures



### Emblems



### Relics



### Titles

- ☐ Progression
- ☐ Challenges
- ☐ Story
- ☐ Exclusive

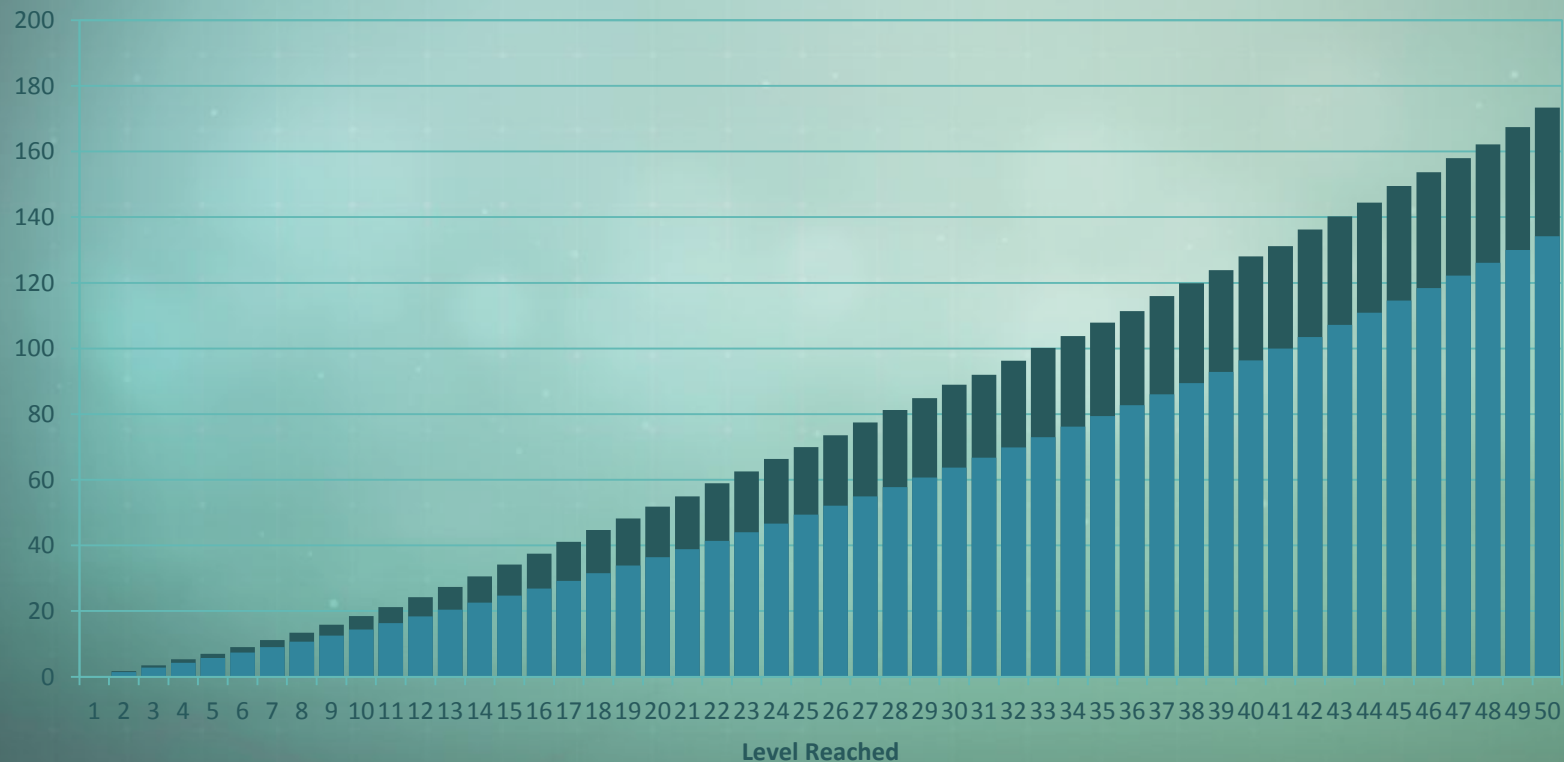
Achievement and Prestige items



~~Hard currency =  
longer progression time?~~

# AC3 VS ACR PROGRESSION CURVE

## Amount of Matches



■ ACR



■ AC3



# MONETIZATION DESCRIPTION

## EARN ABSTERGO CREDITS



Abstergo Credits

**+ Level unlock**

Time investment

## BUY ERUDITO CREDITS




Erudito Credits

**~~Level~~ unlock**

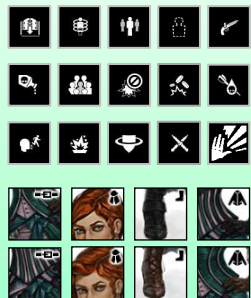
Impulse Purchase

# ERUDITO CREDITS PACKS

 ERUDITO CREDITS	Price (\$)
Pack of 20	0.99
Pack of 50	1.99
Pack of 155	4.99
Pack of 380	9.99
Pack of 925	19.99

- EC cost decreases from the smallest to the biggest offer
- Lower price packs for spare MS points/dollars in the wallet
- Higher price pack for top buyers aka “whales” (but not too high)

- Prices designed to have spares after items purchases (MS points model)



## GAMEPLAY AND APPEARANCE ITEMS

Tiers	Level	Price (AC)	Time to unlock	Price (EC)	Price (\$)
#1	1-10	600 (max)	40min	15	~0.75
#2	11-20	850 (max)	1h	45	~1.80
#3	21-30	1200 (max)	1h20	110	~4.50



## ITEMS DESIGNED FOR MONETIZATION (Champion Packs & Costumes)

Item type	Price (AC)	Time to unlock	Price (EC)	Price (\$)
Costume	2500 (max)	2h50	90	~3.50
Champion Pack	20 000(max)	22h	150	~5

# CHAMPION PACK SPECIFIC MECHANIC

- Only 4 champions packs available per week (to get players' attention)





# CHAMPION PACK SPECIFIC MECHANIC

- Only 4 champions packs available per week (to get players' attention)

## Week 1



## Week 2



## Week 3



## Week 4



# MONETIZATION DESCRIPTION

## EARN ABSTERGO CREDITS



Abstergo Credits

**+ Level unlock**

Time investment

## BUY ERUDITO CREDITS



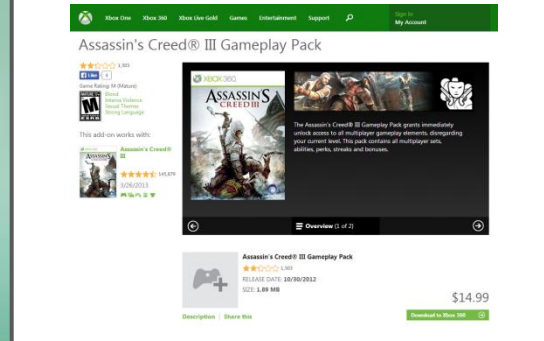
Erudito Credits

**Level unlock**

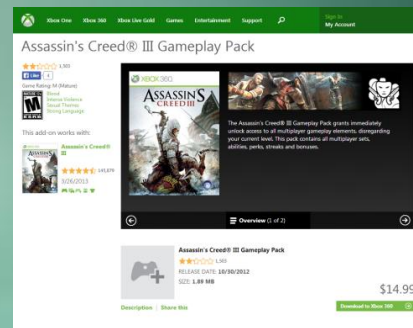
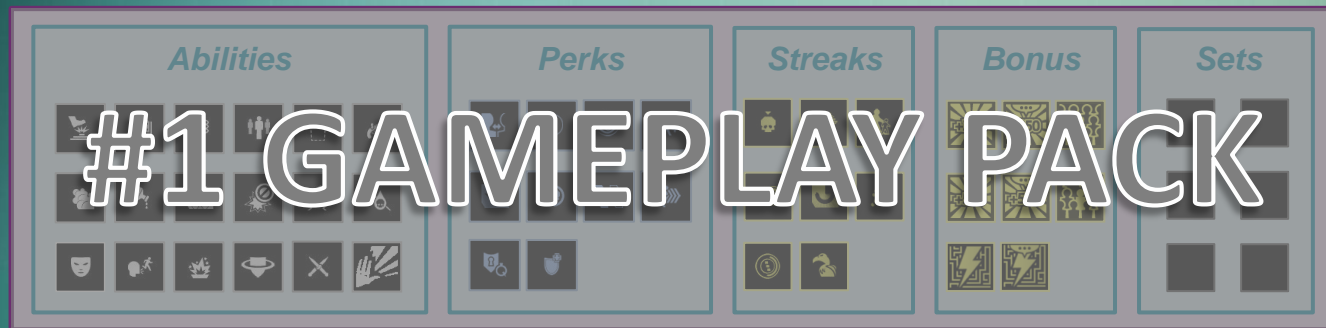
Impulse Purchase

## BUY PACKS

XBOX  
LIVE



Smart Money



- Sold like a DLC on Xbox 360
- Sold like an in-game item on PS3
- Price: 15\$



# SPECIAL EVENTS

- Happy hour weekends (sales on EC packs: price or amount)
- In-game events XP week-end to attract players

ACIII MP		POST-LAUNCH SCHEDULE																											
		Mo	Tu	We	Th	Fr	Sa	Su	IMPORTANT DATES				BIG EVENTS		HAPPY HOURS V.E.		If we can't have double EC		XP BOOST V.E.		CLASS PACK #1		CLASS PACK #2		CLASS PACK #3				
		See tab 2 for complete price list																											
		Note that the 20EC pack is never discounted																											
2012	OCT	40	1	2	3	4	5	6	7																				
		41	8	9	10	11	12	13	14																				
		42	15	16	17	18	19	20	21																				
		43	22	23	24	25	26	27	28																				
	NOV	44	29	30	31	1	2	3	4																				
		45	5	6	7	8	9	10	11																				
		46	12	13	14	15	16	17	18																				
		47	19	20	21	22	23	24	25																				
	DEC	48	26	27	28	29	30	1	2																				
		49	3	4	5	6	7	8	9																				
2013	JAN	50	10	11	12	13	14	15	16																				
		51	17	18	19	20	21	22	23																				
		52	24	25	26	27	28	29	30																				
		1	2	3	4	5	6	7	8																				
	FEB	2	7	8	9	10	11	12	13																				
		3	14	15	16	17	18	19	20																				
		4	21	22	23	24	25	26	27																				
		5	28	29	30	31	1	2	3																				
	MAR	6	4	5	6	7	8	9	10																				
		7	11	12	13	14	15	16	17																				
		8	18	19	20	21	22	23	24																				
		9	25	26	27	28	29	30	31																				
APR	10	4	5	6	7	8	9	10																					
	11	11	12	13	14	15	16	17																					
	12	18	19	20	21	22	23	24																					
	13	25	26	27	28	29	30	31																					
MAY	14	1	2	3	4	5	6	7																					
	15	8	9	10	11	12	13	14																					
	16	15	16	17	18	19	20	21																					
	17	22	23	24	25	26	27	28																					
2013	JUN	18	29	30	1	2	3	4	5																				
		19	6	7	8	9	10	11	12																				
		20	13	14	15	16	17	18	19																				
		21	20	21	22	23	24	25	26																				
	JUL	22	27	28	29	30	31	1	2																				
		23	3	4	5	6	7	8	9																				
		24	10	11	12	13	14	15	16																				
		25	17	18	19	20	21	22	23																				
	AUG	26	24	25	26	27	28	29	30																				
		27	31	1	2	3	4	5	6																				
SEP	28	7	8	9	10	11	12	13																					
	29	14	15	16	17	18	19	20																					

## TO RECAP: THE RULES WE ESTABLISHED

- Players are not forced to pay
  - No item exclusive to monetization (all items available in soft currency)
  - No extra grinding (easier progression curve than ACR)
- Prestige and achievement items not available through monetization
- Gameplay items designed with a horizontal progression in mind
- Monetization built within the game lore (Erudito Credits)
- Reasonable price ranges

# AGENDA

What is Assassin's Creed MP

How we prepared the game for the monetization

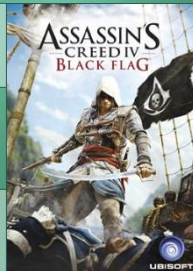
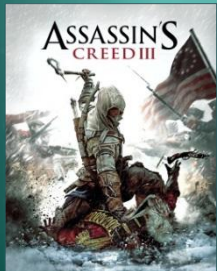
Monetization systems in AC3

AC3 Statistics study & learnings

Monetization systems in AC4BF

AC4BF Statistics study & learning

Takeaway







[UBI]  
4

TaGaDaCM2  
The Illusionist



4NEXT LEVEL IN 2985XP5

98.477  
Abstergo Rank

  
2750★

AC LEGACY

TIME PLAYED12880  
AVERAGE SCORE / KILL460  
BEST SINGLE KILL SCORE700  
KILL / DEATH RATIO10

FAVORITE ABILITY

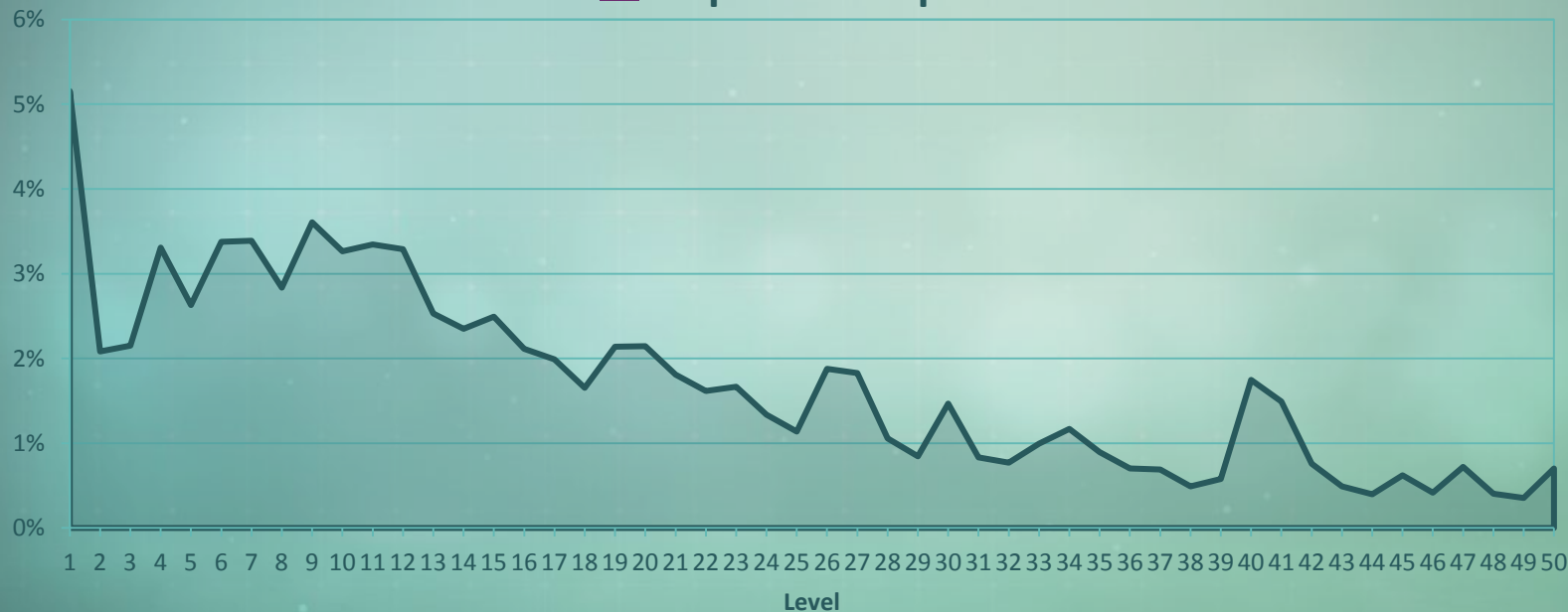
FAVORITE CHARACTER

RELIC

## AC3 STATISTICS & LEARNING

# AC3 - EC CONSUMPTION

EC purchases per level



AC3

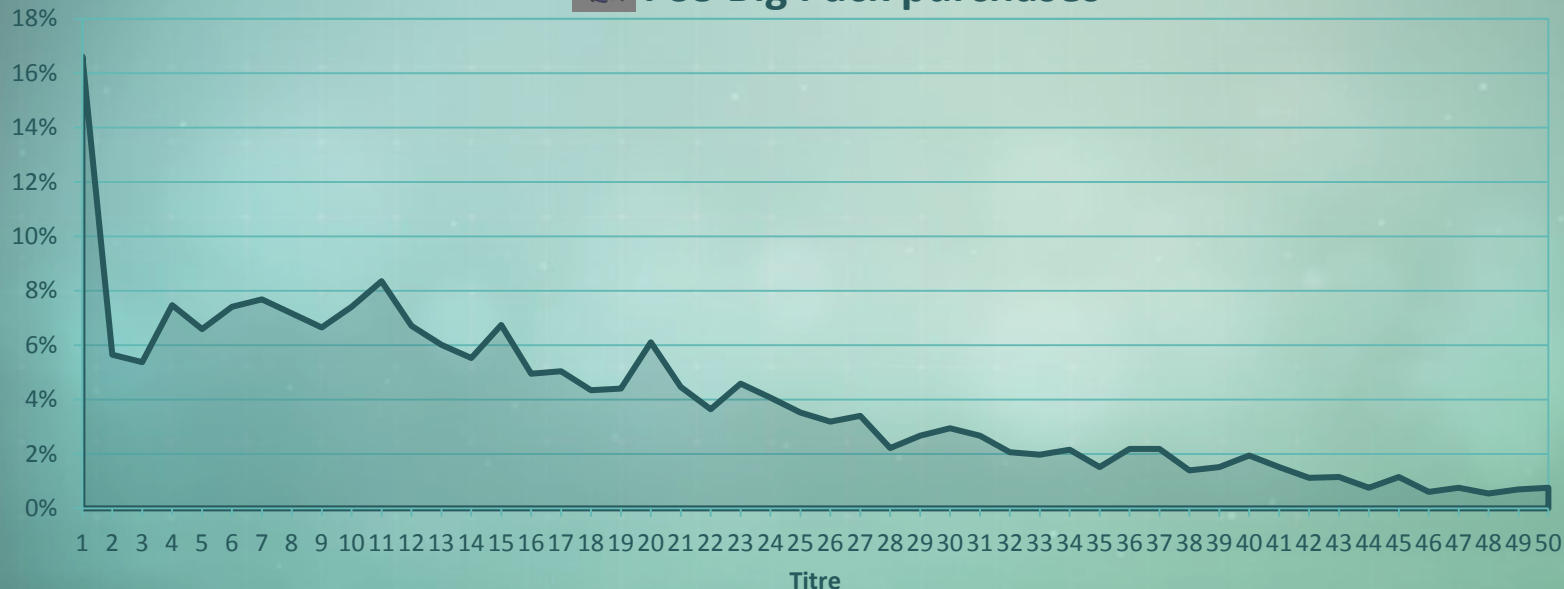


- EC are mostly bought at the beginning of the game

# AC3 - BIG PACKS CONSUMPTION



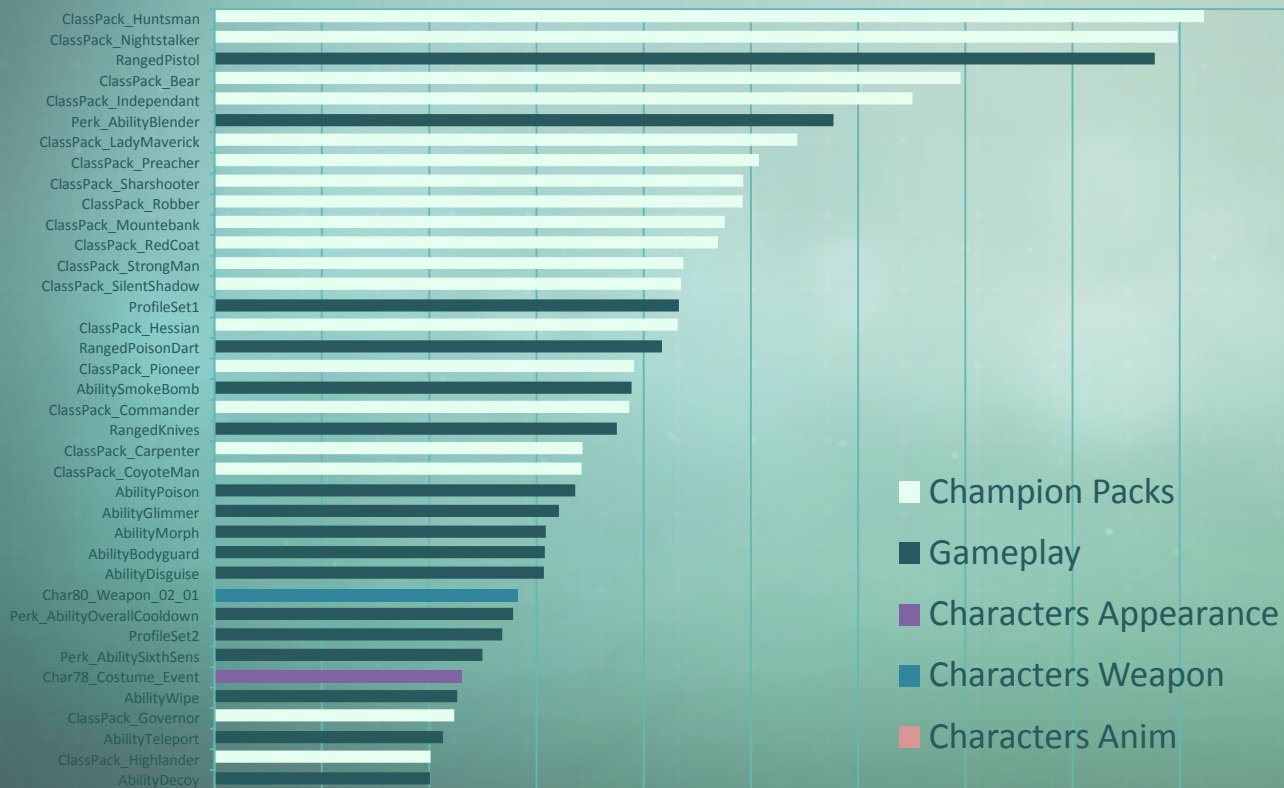
## PS3 Big Pack purchases



- Big packs are mostly bought at the beginning of the game

# AC3 - ITEMS CONSUMPTION

## Top items purchased in EC



## TOP ITEMS SOLD IN EC

Champion packs



Gameplay items

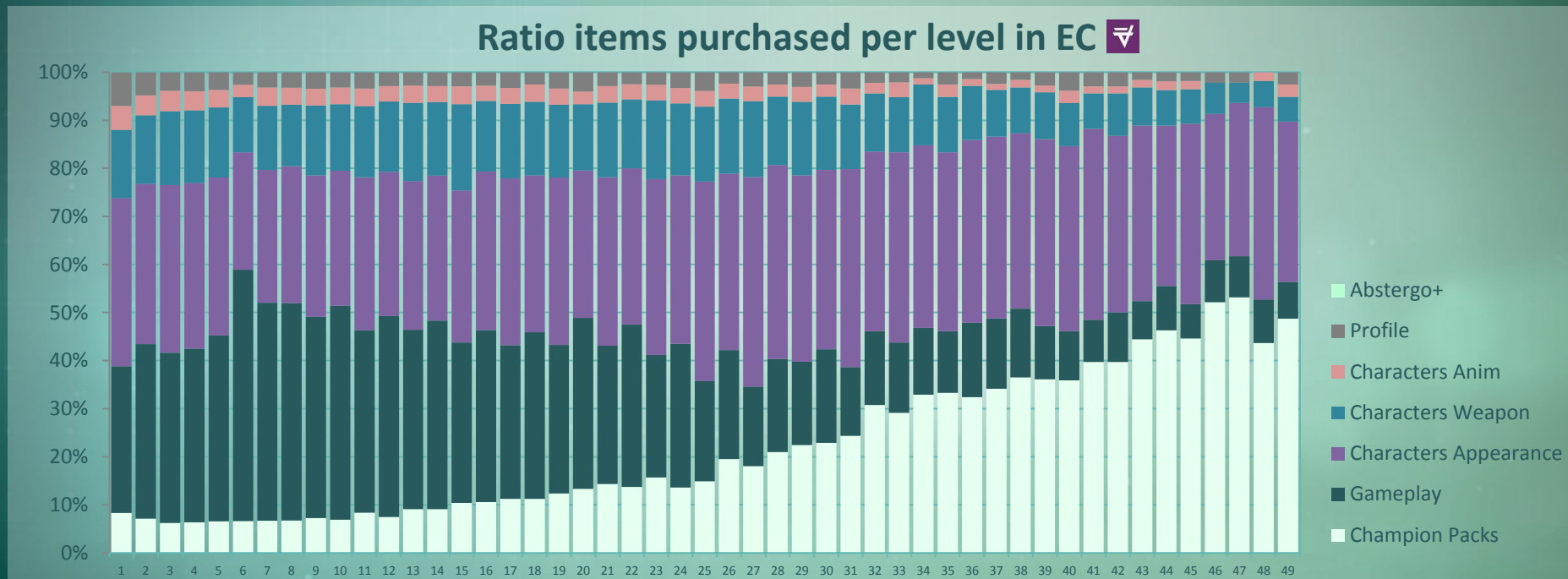


Characters Weapon



Costume events

# AC3 - ITEMS PURCHASES PER LEVEL

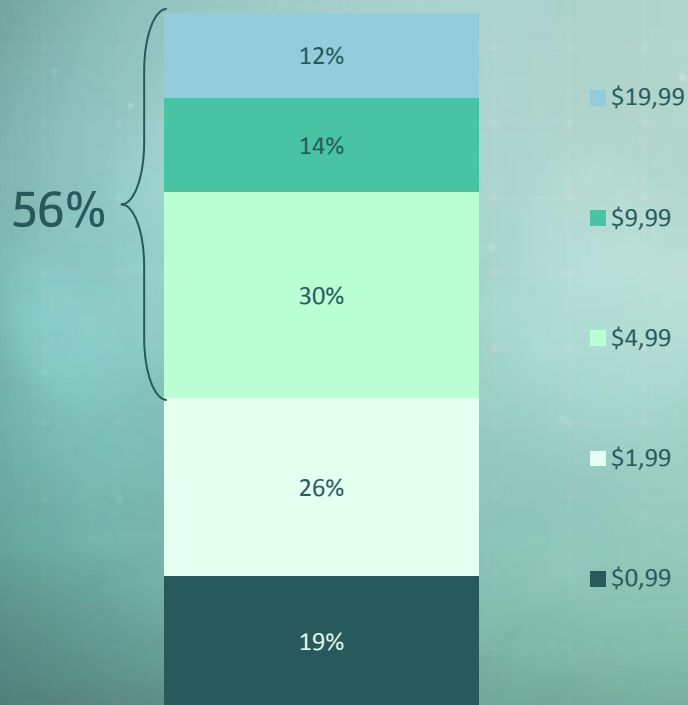


- 
- Players focus on gameplay items first then appearance ones



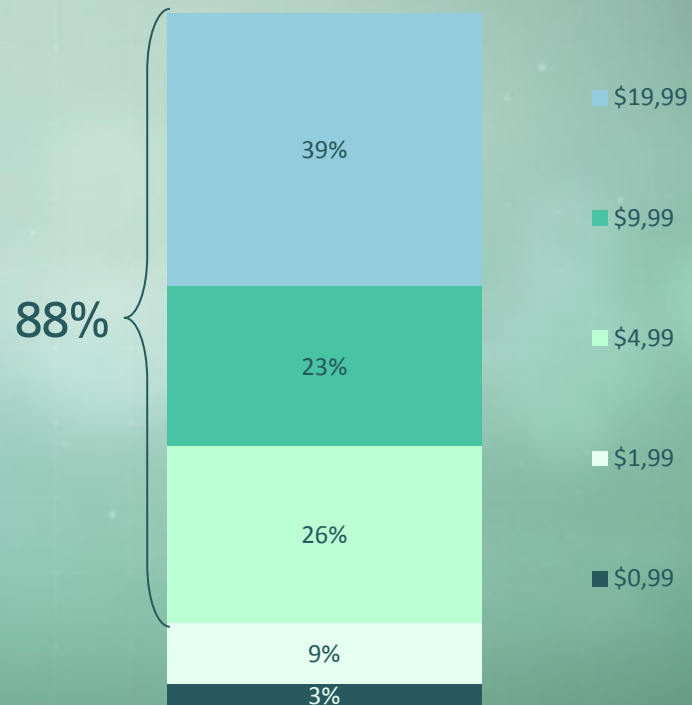
# AC3 - MONETIZATION REVENUE - EC PACKS

 **EC Packs Sales**



AC3

 **EC Packs Revenue**

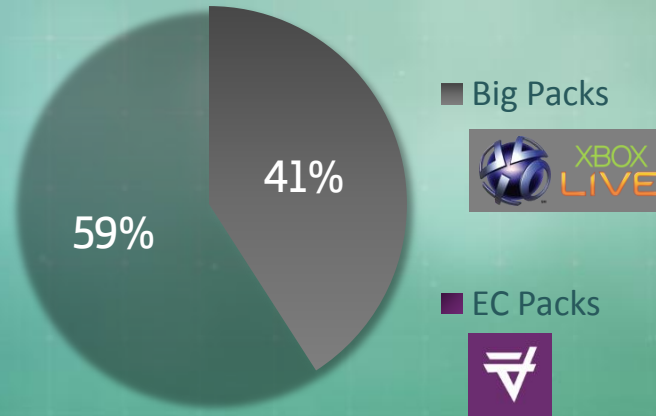


AC3



# AC3 - MONETIZATION REVENUE - BIG PACKS

REVENUE SPLIT



## AC3 MONETIZATION LEARNINGS & NEXT STEPS

- No backlash from the fans: kept the community happy about it
- Most of the purchases at the beginning of the game
- What sells: Champion packs & gameplay items
- Most of the revenue from the biggest EC packs

# AGENDA

What is Assassin's Creed MP

How we prepared the game for the monetization

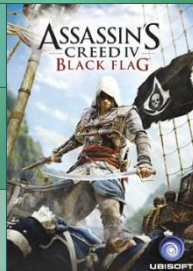
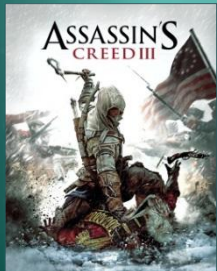
Monetization systems in AC3

AC3 Statistics study & learnings

Monetization systems in AC4BF

AC4BF Statistics study & learning

Takeaway



The background features a large, light-colored Assassin's Creed logo, which is a stylized 'A' with a sword blade at the top and a curved blade at the bottom, set against a teal background with a grid pattern.

# ASSASSIN'S — CREED IV — BLACK FLAG™

AC4BF IMPROVEMENTS & MONETIZATION

# AC4 MONETIZATION UPDATE

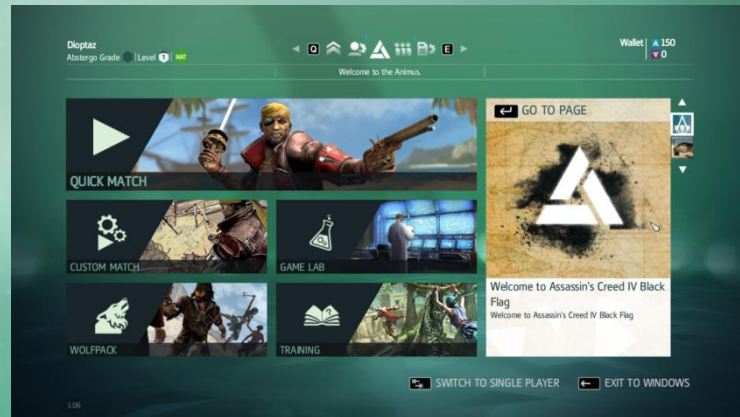
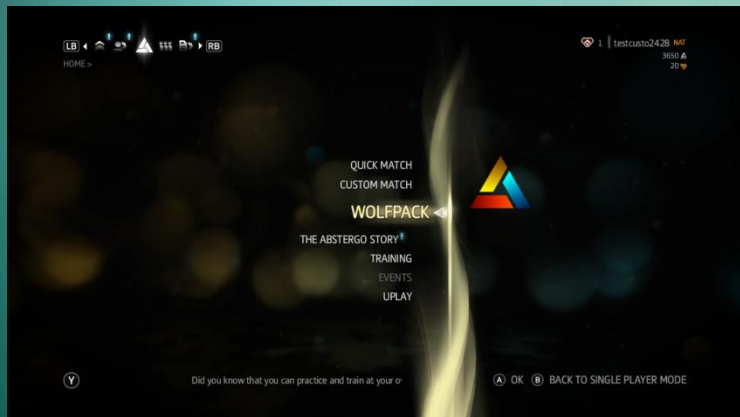
- Leverage on the same monetization rules
- Improve the sale of content
  - Better visibility
  - More content
  - Smarter distribution to increase variety purchases
- Increase the ARPPU
- Introduce new monetization systems





# AC4 MONETIZATION: PRESENTATION UPDATE

- Home page: new communication area to push content





HOME >

1 | testcusto2428 NAT

3650 ▲

20 ▼

QUICK MATCH  
CUSTOM MATCH

WOLFPACK ◀



THE ABSTERGO STORY !

TRAINING

EVENTS

UPLAY

Y

Did you know that you can practice and train at your o

A OK B BACK TO SINGLE PLAYER MODE

Dioptaz

Abtergo Grade  Level  NAT



Wallet |  150  
 0

Welcome to the Animus.



QUICK MATCH



CUSTOM MATCH



GAME LAB

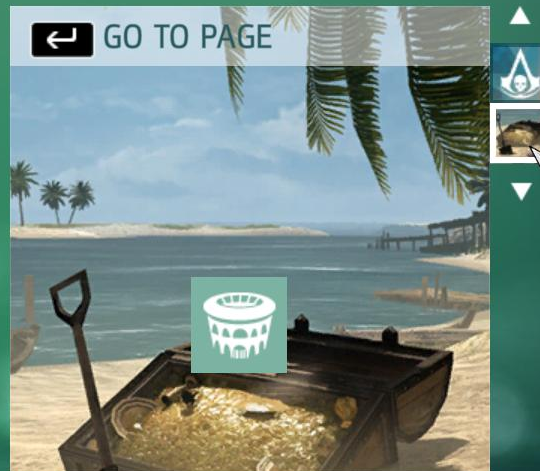


WOLFPACK



TRAINING

 GO TO PAGE



### COMMUNITY REWARD

The performance of the Community in the last Event was impressive and you have been rewarded.



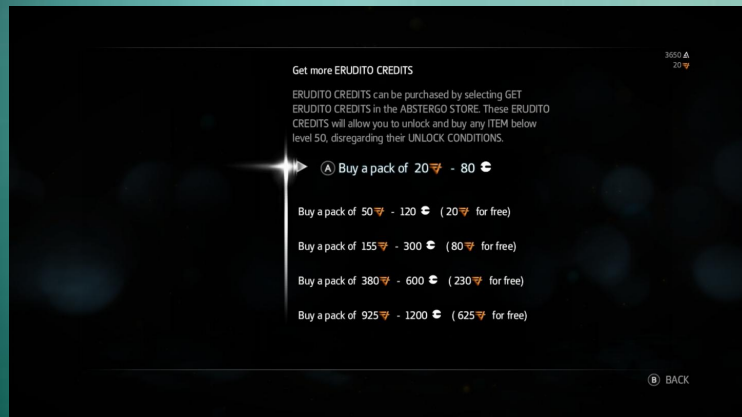
SWITCH TO SINGLE PLAYER



EXIT TO WINDOWS



# AC4 MONETIZATION: PRESENTATION UPDATE




- EC purchase window updated (new visual representation and improved text)






## Get more ERUDITO CREDITS



ERUDITO CREDITS can be purchased by selecting GET ERUDITO CREDITS in the ABSTERGO STORE. These ERUDITO CREDITS will allow you to unlock and buy any ITEM below level 50, disregarding their UNLOCK CONDITIONS.

▶ **(A) Buy a pack of 20  - 80 **

Buy a pack of 50  - 120  ( 20  for free)

Buy a pack of 155  - 300  ( 80  for free)

Buy a pack of 380  - 600  ( 230  for free)

Buy a pack of 925  - 1200  ( 625  for free)

Abstergo Grade  | Level  18 |  NATFUNDS 0 

## ABSTERGO STORE

If you don't want to wait to reach a specific level or collect a certain amount of Abstergo Credits, you can get ▼Erudito Credits. ▼Erudito Credits allow you to access most unlockable items of Assassin's Creed IV Black Flag Multiplayer.



## Choose your pack

**A** OK **B** BACK



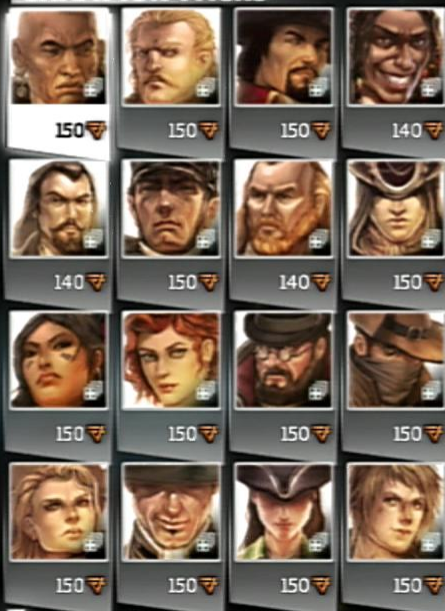
# AC4 MONETIZATION: PRESENTATION UPDATE

- Champion packs window improved (costume & items preview)



1/38

# CHAMPION PACKS



## WILD BEAR

This pack is made for those who like to surprise their OPPONENTS. It contains: POISON DART, CLOSURE, DISGUISE, HOT PURSUIT, KILL BUFFER, SILENT MASS MORPH, VISION, an exclusive costume, the Excellent War Club, an exclusive PATRON PICTURE, and 'The Wild Bear' TITLE and EMBLEM.

YOU ALREADY OWN ANY ITEM WITH THIS INDICATOR ✓

150 A

BUY



You can see

BACK

Diop taz

Abstergo Grade  | Level  NAT



Wallet |  150  
 0

Welcome to the Animus.

5/20

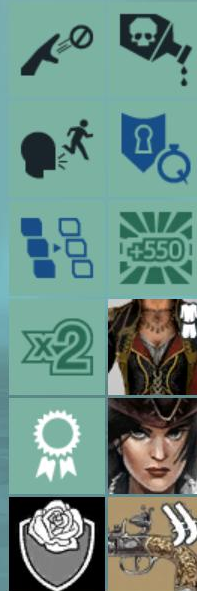
 CUSTOMIZATION

 ABSTERGO STORE

## CHAMPION PACKS



## PACK ITEMS



## The Black Rose

It's as sensual as it is lethal.

 BUY IN EC 639 

 BUY 30000 

 BACK



AC4BF CONTENT UPDATE



# AC4 CONTENT UPDATE



## Abilities



## Perks



## Streaks



## Bonus



## Sets



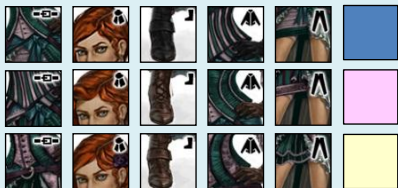
## Basic Packs



## Champion Packs



## Body parts, Face & Colors



## Weapons



## Animations



## Costumes



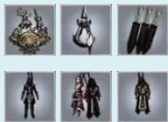
## Patron Pictures



## Emblems



## Relics



## Titles

- ☐ Progression
- ☐ Challenges
- ☐ Story
- ☐ Exclusive

Achievement and Prestige items

x2

- More of what is bought in AC3
- Prestige items available in EC
- Global value of monetization doubled

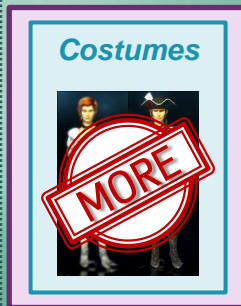
# AC4 CONTENT UPDATE



## #1 GAMEPLAY PACK



## #2 APPEARANCE PACK



Achievement and Prestige items

x2

- More of what is bought in AC3
- Prestige items available in EC
- Global value of monetization doubled



# AC4 - NEW CHARACTER CUSTOMIZATION

- Costumes don't override body parts customization anymore



OR



AC3

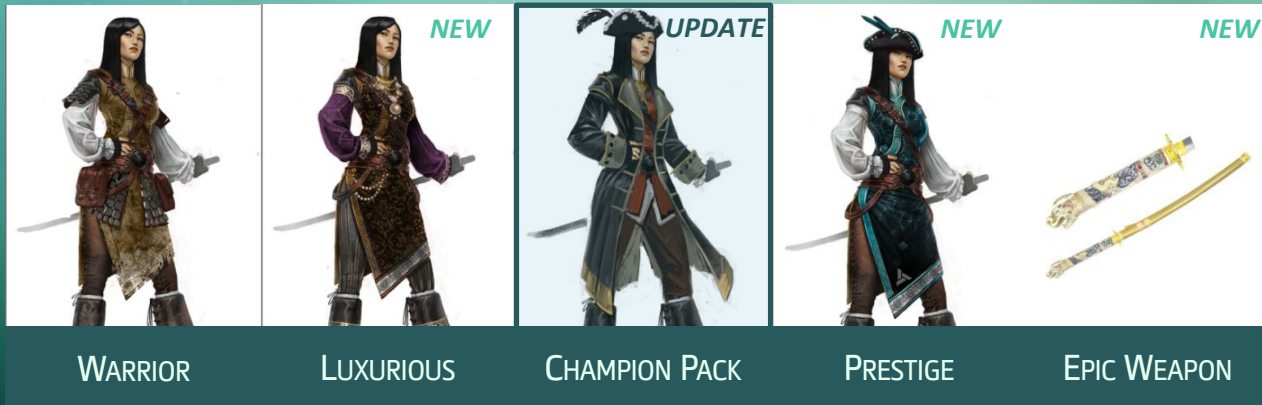


+



AC4

# AC4 - ITEMS DISTRIBUTION UPDATE




# AC4 - ITEMS DISTRIBUTION UPDATE

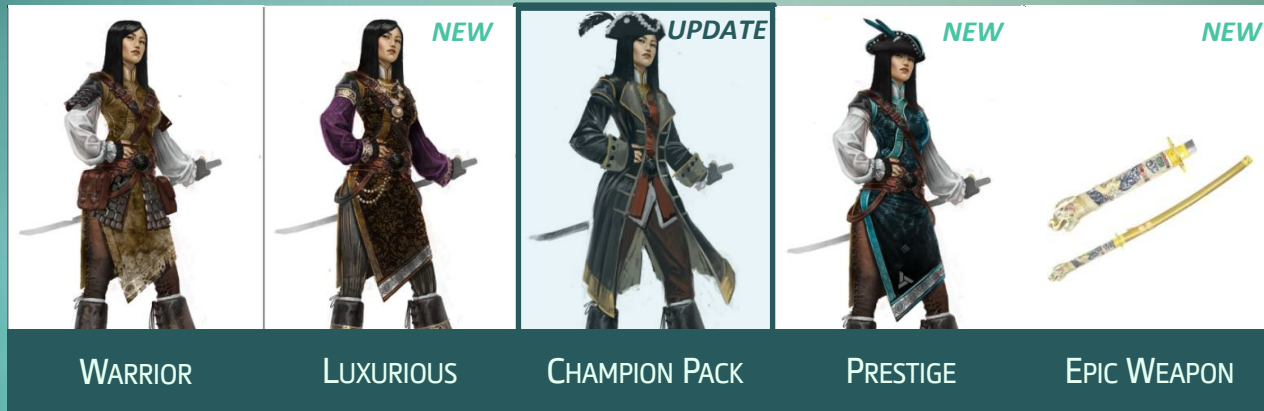


- Unlocked during community events (4 by 4)
- Reward for the event's challenge
- If not earned, sold after the event


➤ 6990 AC 

➤ 199 EC 

# AC4 - ITEMS DISTRIBUTION UPDATE





- High priced costume to brag

➤ 50 000 AC 

➤ 859 EC 

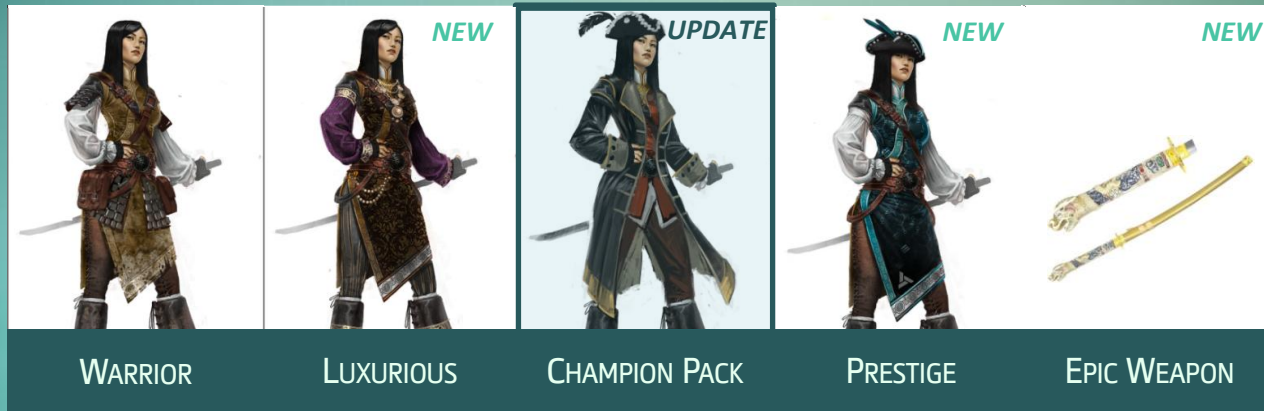
# AC4 - ITEMS DISTRIBUTION UPDATE




- All Champion packs available right away
- Price doubled compared to AC3
- But 4 packs are half-price every week
  - 20 000 AC 
  - 319 EC 



# AC4 - ITEMS DISTRIBUTION UPDATE



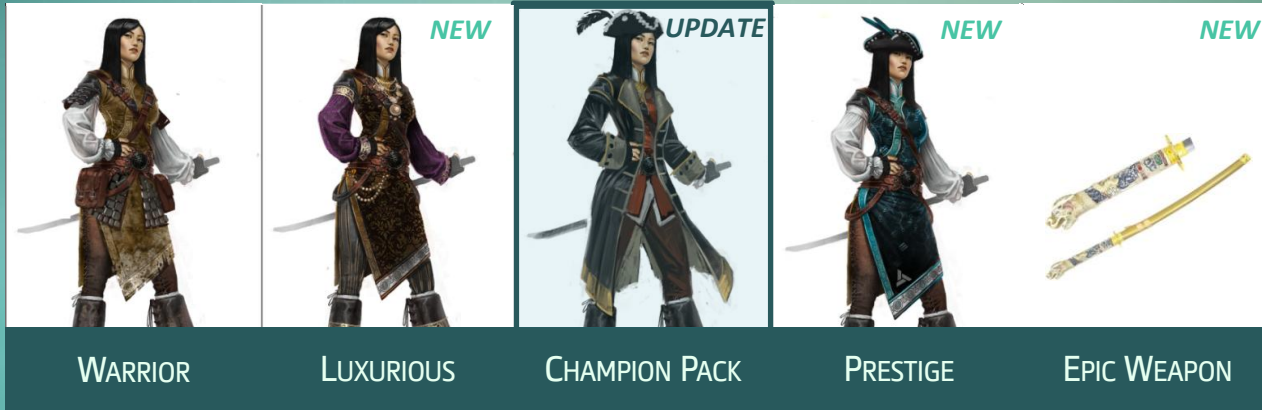
## ■ New Prestige costume

➤ 9900 AC 



➤ 399 EC 



# AC4 - ITEMS DISTRIBUTION UPDATE



- New Prestige weapon


- 8900 AC 
- 319 EC 



AC4BF ARPPU INCREASE


# AC4 MONETIZATION: ERUDITO PACKS UPDATE

## AC3

 ERUDITO CREDITS	Price (\$)	% Free
Pack of 20	0.99	0%
Pack of 50	1.99	25%
Pack of 155	4.99	55%
Pack of 380	9.99	90%
Pack of 925	19.99	131%









## AC4

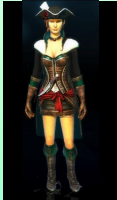
 ERUDITO CREDITS	Price (\$)	% Free
Pack of 250	4.99	0%
Pack of 700	9.99	40%
Pack of 2000	24.99	60%
Pack of 4500	49.99	80%
Pack of 10000	99.99	100%

- Raised anchor point and pricing + bigger gaps (leverage our whales)
- More controlled free offer (less exponential)

# AC4 MONETIZATION: ITEMS PRICING UPDATE

- Bigger EC numbers





## PRICES EVOLUTION FROM AC3 TO AC4

Item type	AC3	AC4	Changes
Gameplay & Appearance items	15 to 110 EC (from ~0.75\$ to ~4.5\$)	39 to 319 EC (from ~0.80\$ to ~5\$)	No changes
Items designed for Monetization (Champion Packs & Costumes)	150 to 200 EC (from ~5\$ to ~7\$)	119 to 849 EC (from ~2.5\$ to ~12\$)	Bigger range Higher priced items

- Big packs: Price evolved from 15\$ to 25\$ (more items)





## AC4BF NEW MONETIZATION SYSTEM

## AC4 - ABSTERGO+ STATUS



- Subscription-based consumable



Dioptaz

Abstergo Grade  Level  NAT



Wallet |  150  
 0

Welcome to the Animus.



 CUSTOMIZATION

 ABSTERGO STORE


## ABSTERGO

<div>3 Day(s)</div> <div>4990  199 </div>	<div>7 Day(s)</div> <div>5990  239 </div>	<div>30 Day(s)</div> <div>12990  599 </div>
<div>90 Day(s)</div> <div>25990  1199 </div>	<div>180 Day(s)</div> <div>32990  1799 </div>	<div>365 Day(s)</div> <div>44990  2399 </div>


## Abstergo privileges:


 


Dioptaz  
Follow me




XP boost  
You will benefit from an extra 25% XP for each of your Game sessions




Abstergo  XP aura  
Accompanying players will receive an extra 10% XP for that session




Discount on Crafting  
You will save 50% of your AC every time you craft an Ability



Abstergo  icon  
This icon will be displayed next to your Player name

7  
Day(s)

Improve your experience now!

Abstergo  delivers an enhanced version of the Assassin's Creed IV Black Flag Multiplayer experience. This prestigious service will provide you different advantages and will distinguish yourself among the Abstergo community.

Improve your experience now by choosing one of the available offers.

 BUY IN EC 239 

 BUY 5990 




 BACK

# AC4 - ABSTERGO+ STATUS

## ■ Gives in-game advantages and comfort

- Abstergo+ status: title + icon
- 25% XP Boost
- 10% Aura XP Boost
- Crafting price -50%



	DAYS	Time to unlock in AC 	EC 	PRICE (\$)
	3	4h45	199	~5
	7 (1 week)	5h45	239	~5
	30 (1 month)	13h15	599	~10
	90 (3 months)	24h45	1199	~25
	180 (half year)	35h15	1799	~25
	365 (1 year)	42h45	2399	~50



## AC4BF POST-LAUNCH STRATEGY



# AC4 – NEW POST-LAUNCH STRATEGY

- New Costumes released post-launch



Extra Costumes



Midnight Costumes

# AC4 – EXTRA COSTUMES



Extra Costumes

3 batch of 7 costumes + Tied to gameplay Events + Usual communication











# AC4 – MIDNIGHT COSTUMES



Midnight Costumes

21 costumes in a row + Calendar Twist (no event) + Strong communication

# AC4 – CHARGED DLC



2 DLC of 3 characters

+

Very low price (2,99\$)

+

Extra Monetization



# AC4 – FREE DLC



3 Extra Maps



Night versions



New Deathmatch areas

All Unlocked through Events

## AC4 – OTHER POST-LAUNCH UPDATES



EC discount or bonus



XP week-ends

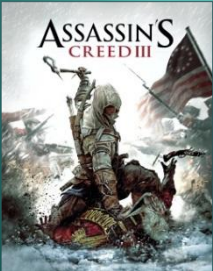


Content sales

# AGENDA

What is Assassin's Creed MP

How we prepared the game for the monetization



Monetization systems in AC3

AC3 Statistics study & learnings

Monetization systems in AC4BF



AC4BF Statistics study & learning

Takeaway

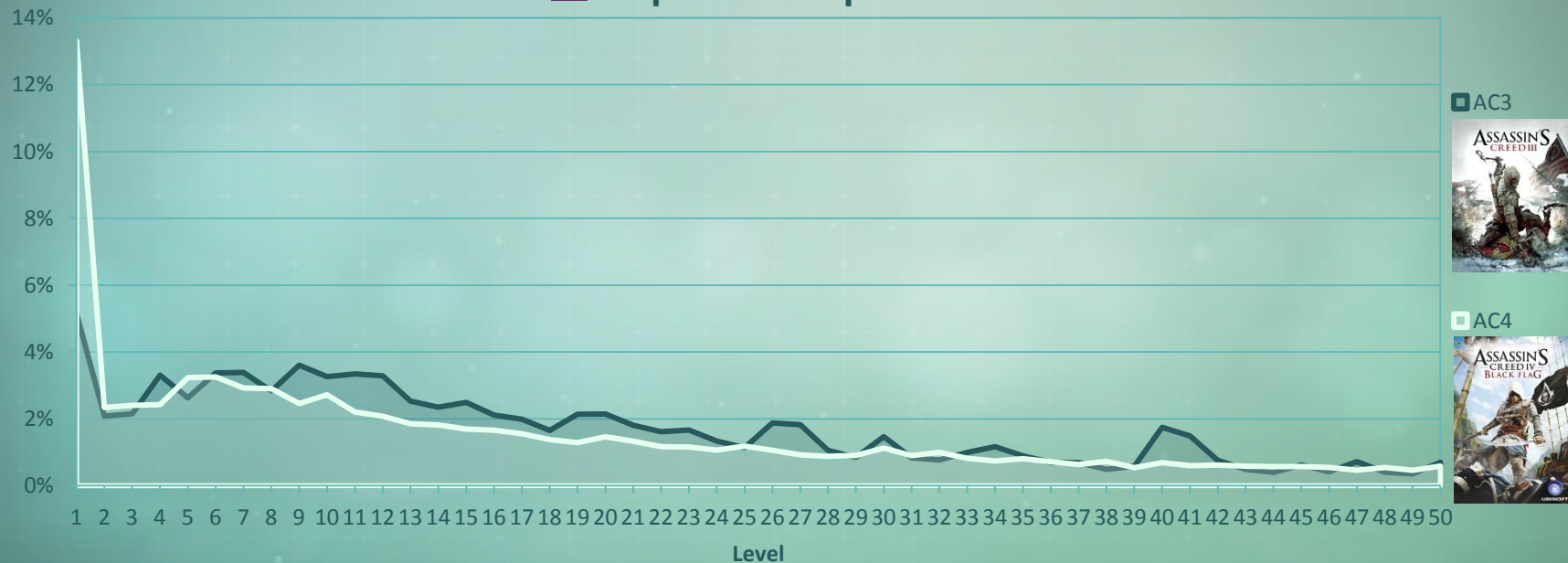




THE ACIVBF STATISTICS

# AC3 VS AC4 - EC CONSUMPTION

EC purchases per level

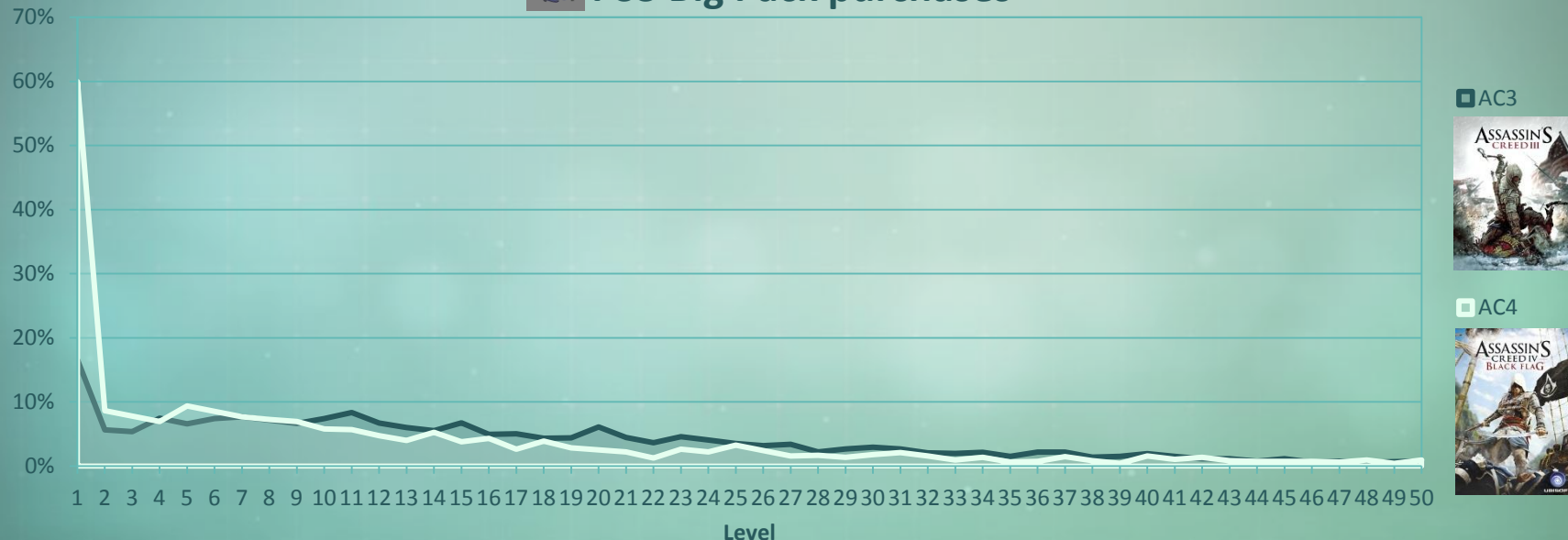


- EC are even more purchased at the game's beginning compared to AC3

# AC3 VS AC4 - BIG PACKS CONSUMPTION



## PS3 Big Pack purchases

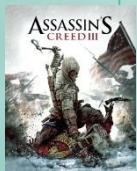
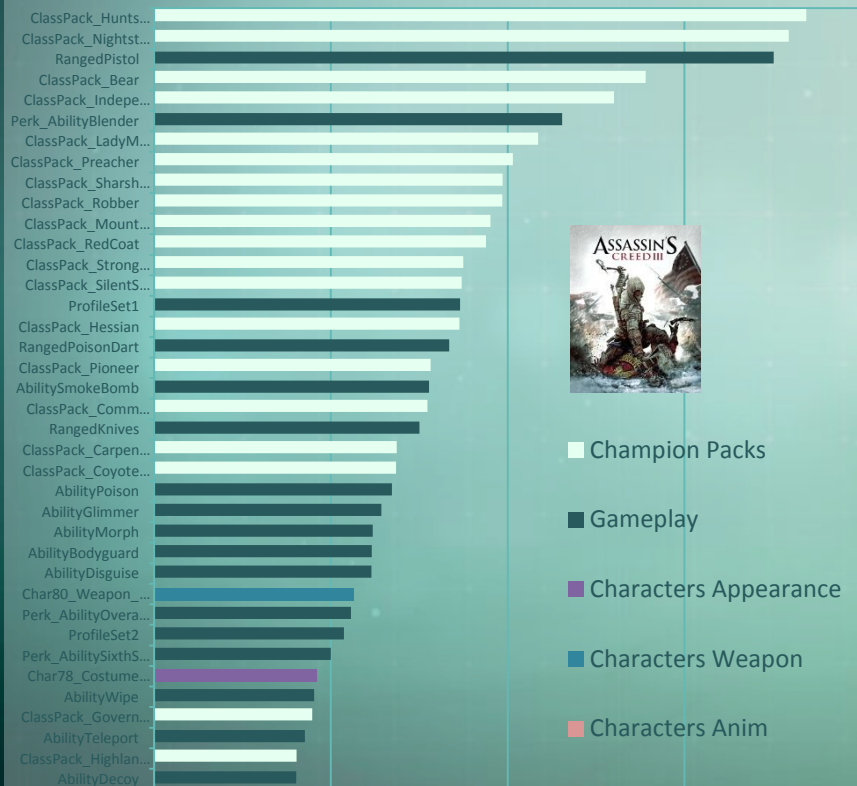


- Big Packs are even more purchased at the game's beginning compared to AC3

# AC3 VS AC4 - ITEMS CONSUMPTION IN EC

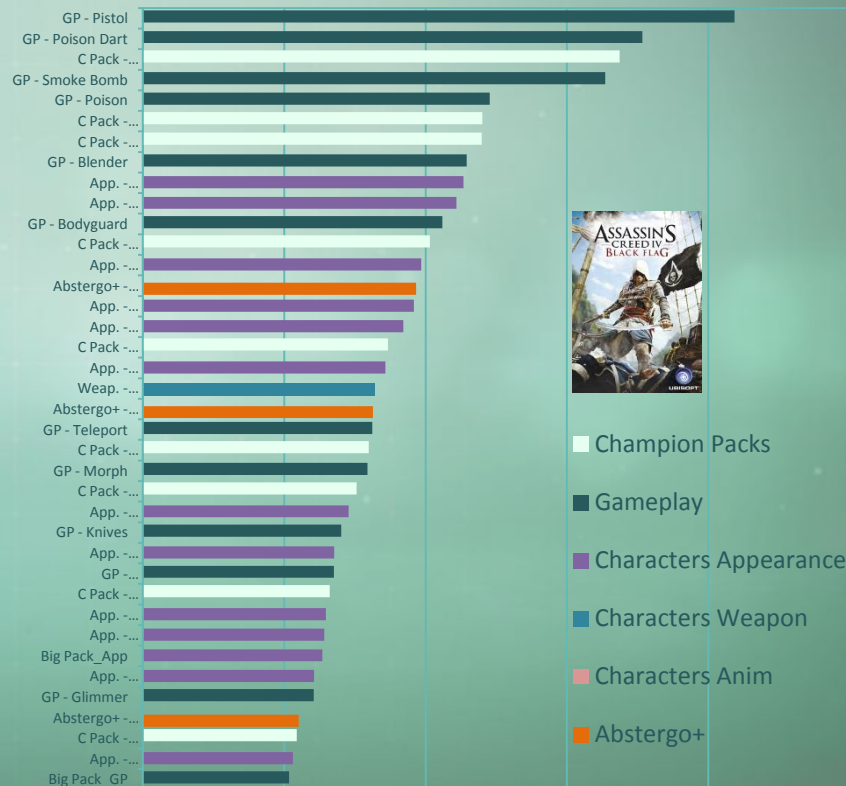
- More variety in AC4!

## AC3 - Top items



- Champion Packs
- Gameplay
- Characters Appearance
- Characters Weapon
- Characters Anim

## AC4 - Top items

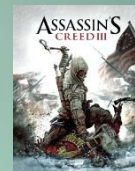
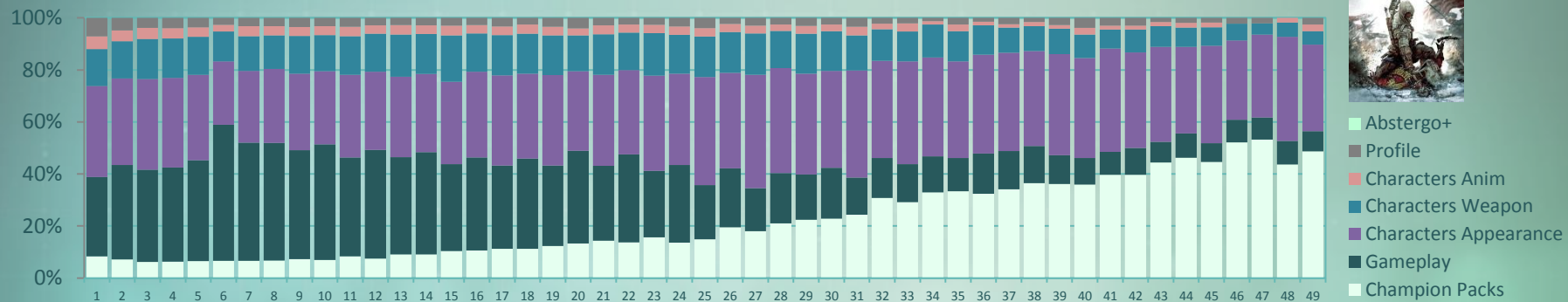


- Champion Packs
- Gameplay
- Characters Appearance
- Characters Weapon
- Characters Anim
- Abstergo+



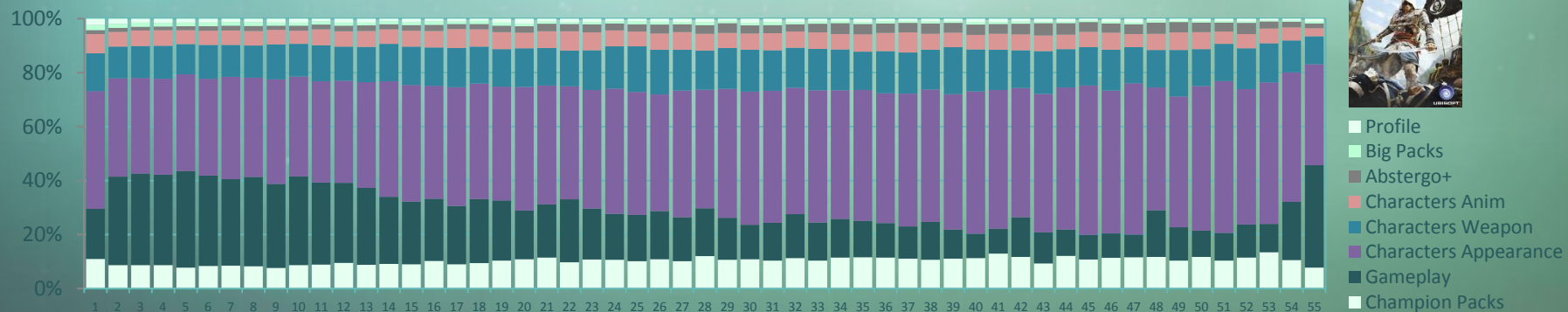
# AC3 VS AC4 - ITEMS PURCHASES PER LEVEL

## AC3 - Items purchases per level in EC



- Abstergo+
- Profile
- Characters Anim
- Characters Weapon
- Characters Appearance
- Gameplay
- Champion Packs

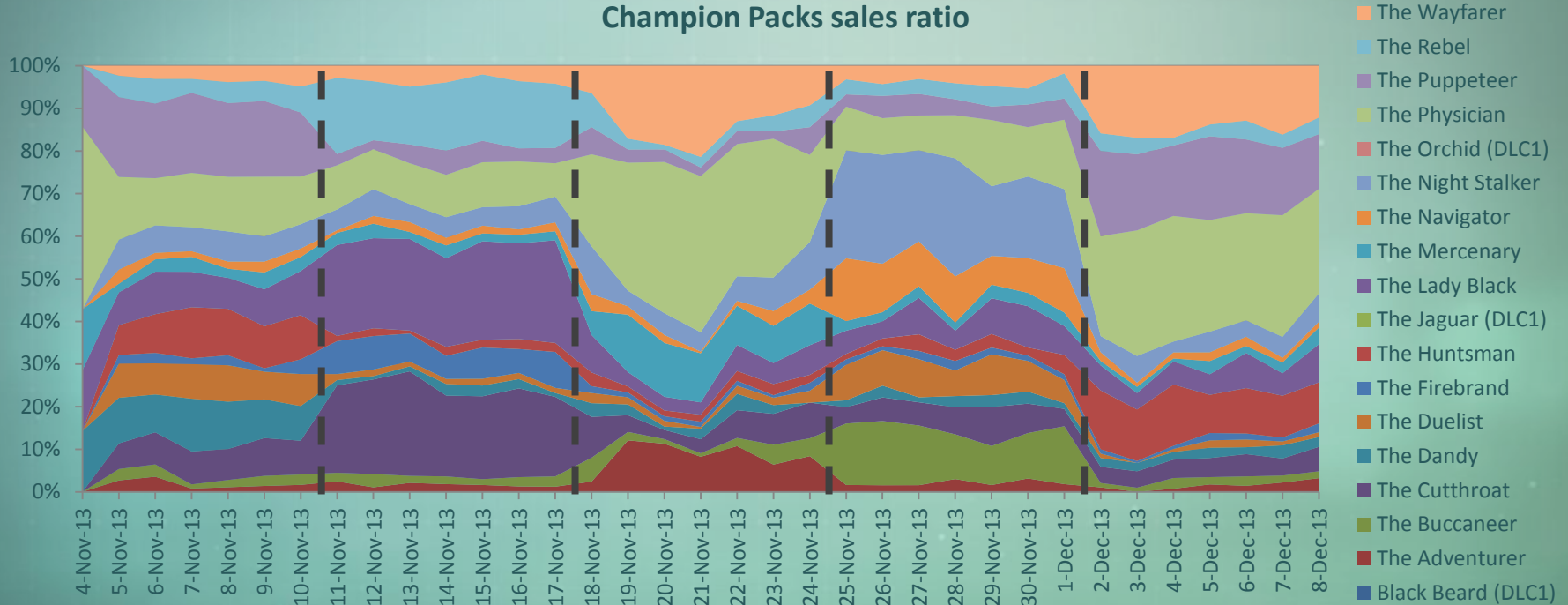
## AC4 - Items purchases per level in EC



- Profile
- Big Packs
- Abstergo+
- Characters Anim
- Characters Weapon
- Characters Appearance
- Gameplay
- Champion Packs

# AC4 - CHAMPION PACKS NEW TURNOVER

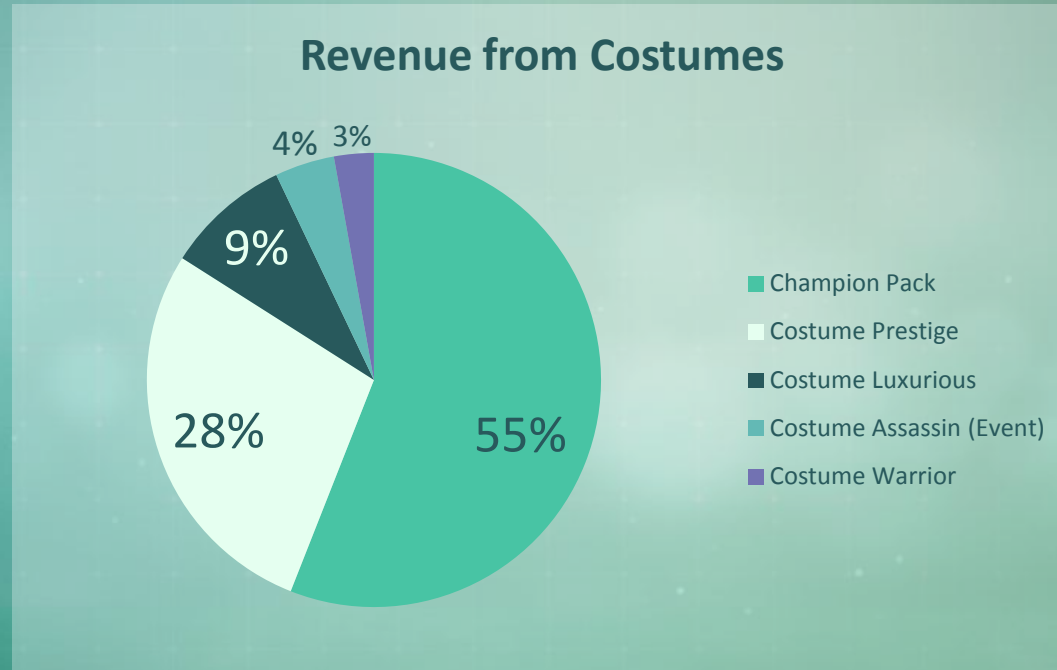
Champion Packs sales ratio



■ Turnover works well and full price packs sell as well



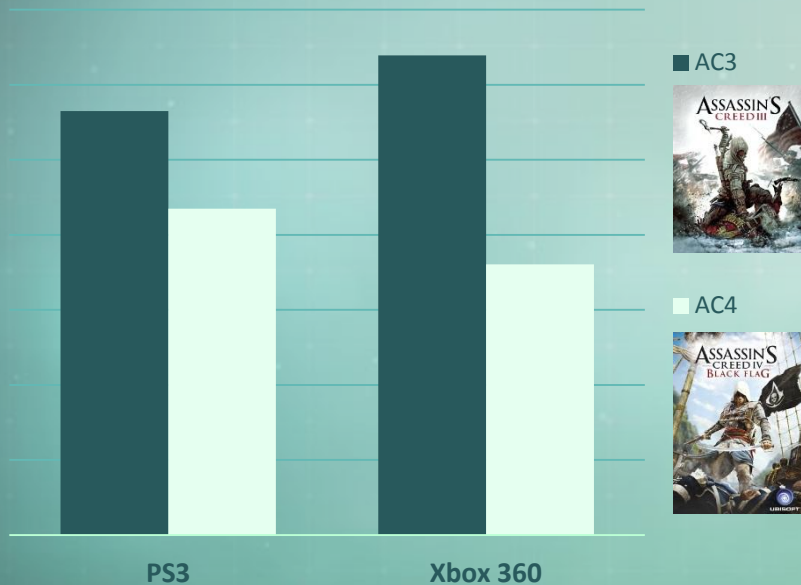
## AC4 – LUXURIOUS COSTUMES UNDERPERFORMED



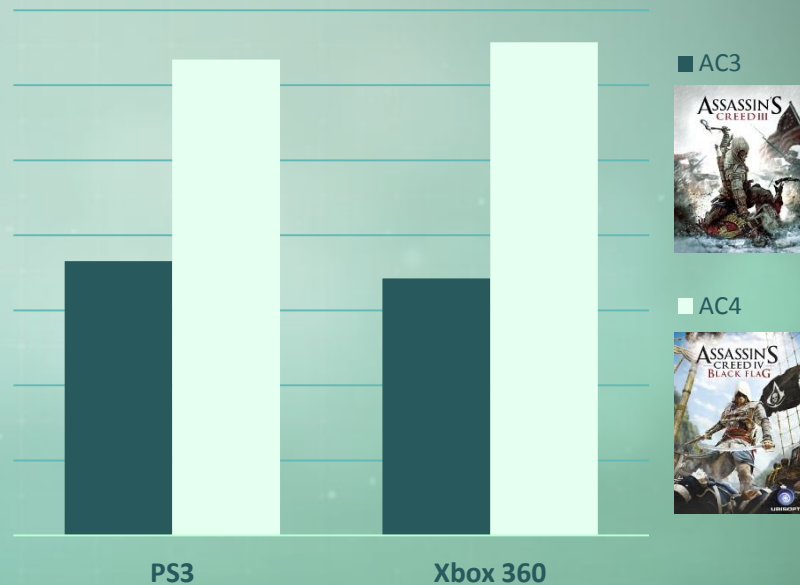
- Prestige costumes performed better than Luxurious ones

# AC3 VS AC4 - CONVERSION RATE & ARPPU

## Conversion to Buyers



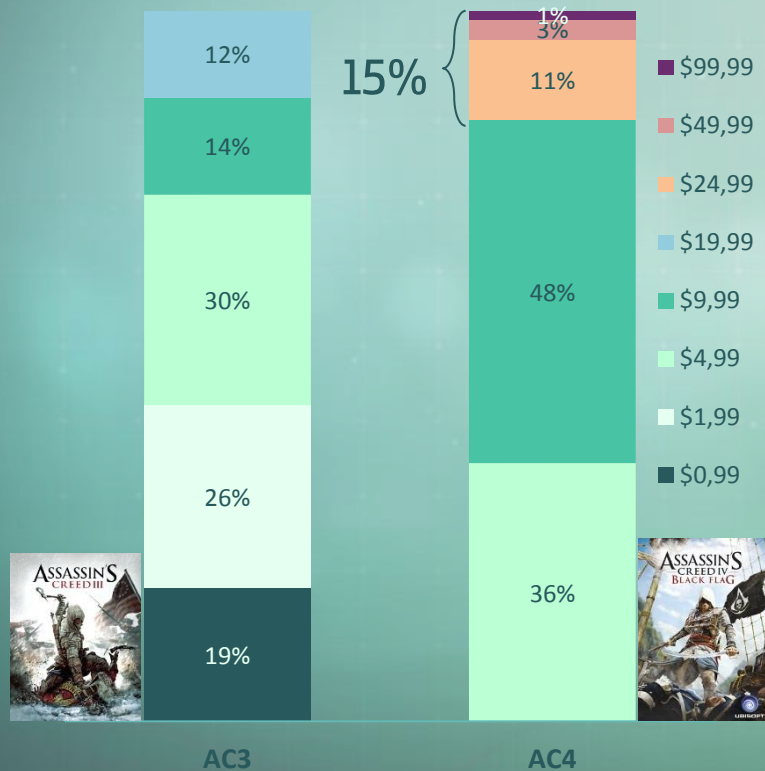
## ARPPU



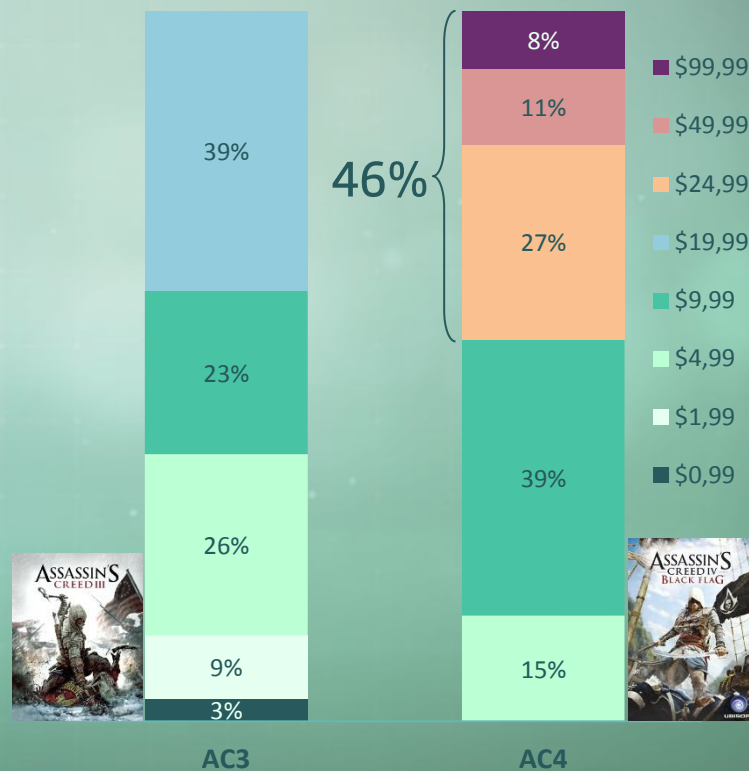
- Conversion rate lower while ARPPU almost doubled

# AC3 VS AC4 - EC PACKS SALES & REVENUE

 **EC Packs Sales ratio**



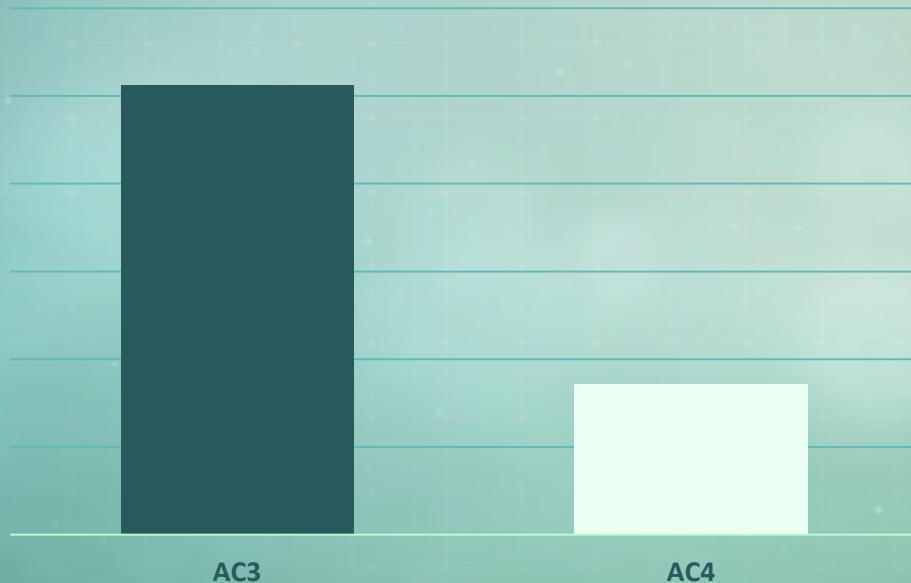
 **EC Packs Revenue**



# AC3 VS AC4 - BIG PACKS REVENUE



## PS3 Big Packs revenue



■ AC3



■ AC4



We lowered  
the Big Pack  
prices to 15\$

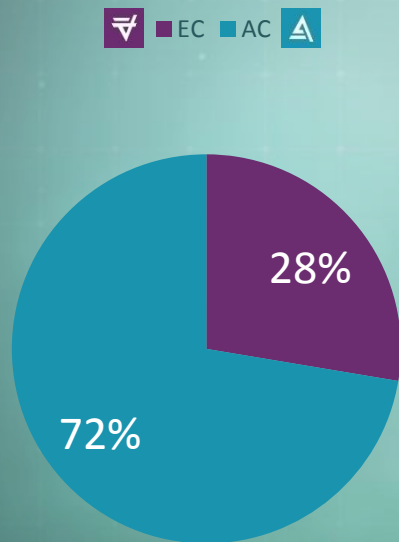


But no major  
change  
(too late)

- 
- AC4 Big Pack =  $\frac{1}{3}$  revenue of AC3 Big Packs

# AC4 - ABSTERGO+ SALES & REVENUE

## AC VS EC sales ratio



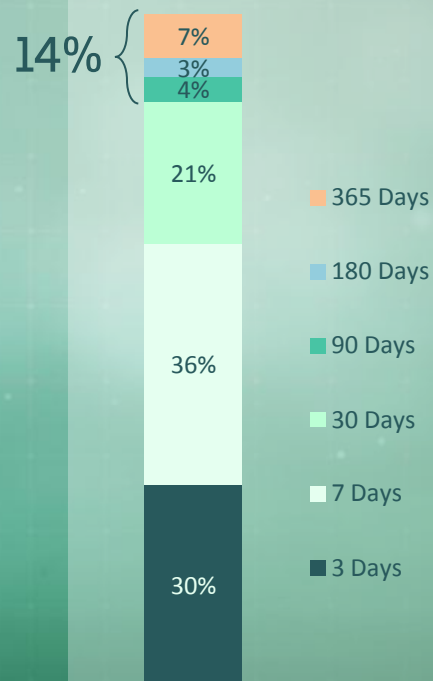
## Abstergo+ AC Sales ratio

### AC Sales ratio



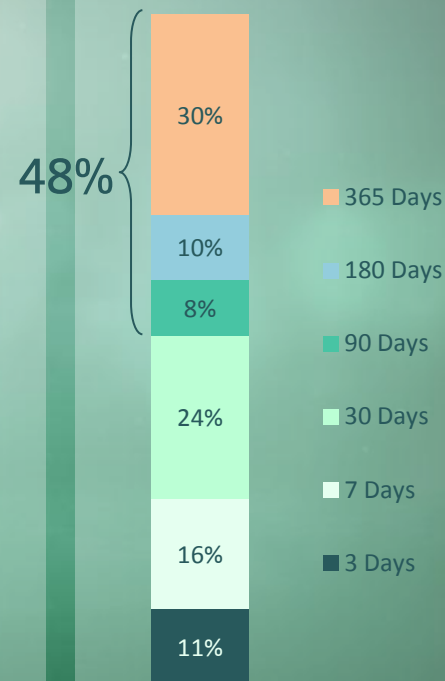
## Abstergo+ EC Sales ratio

### EC Sales ratio



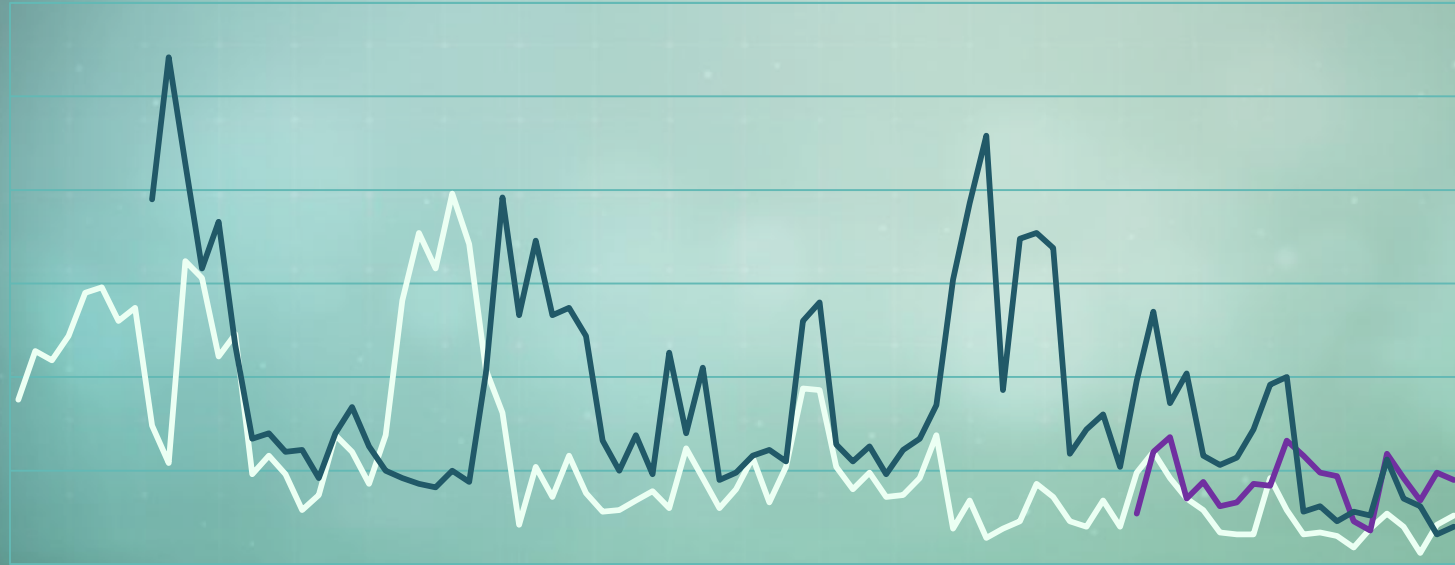
## Abstergo+ Revenue ratio

### Revenue ratio



# AC4 – POST LAUNCH COSTUMES

Post Launch Costumes



Champ. packs



Extra costumes



Midnight costumes

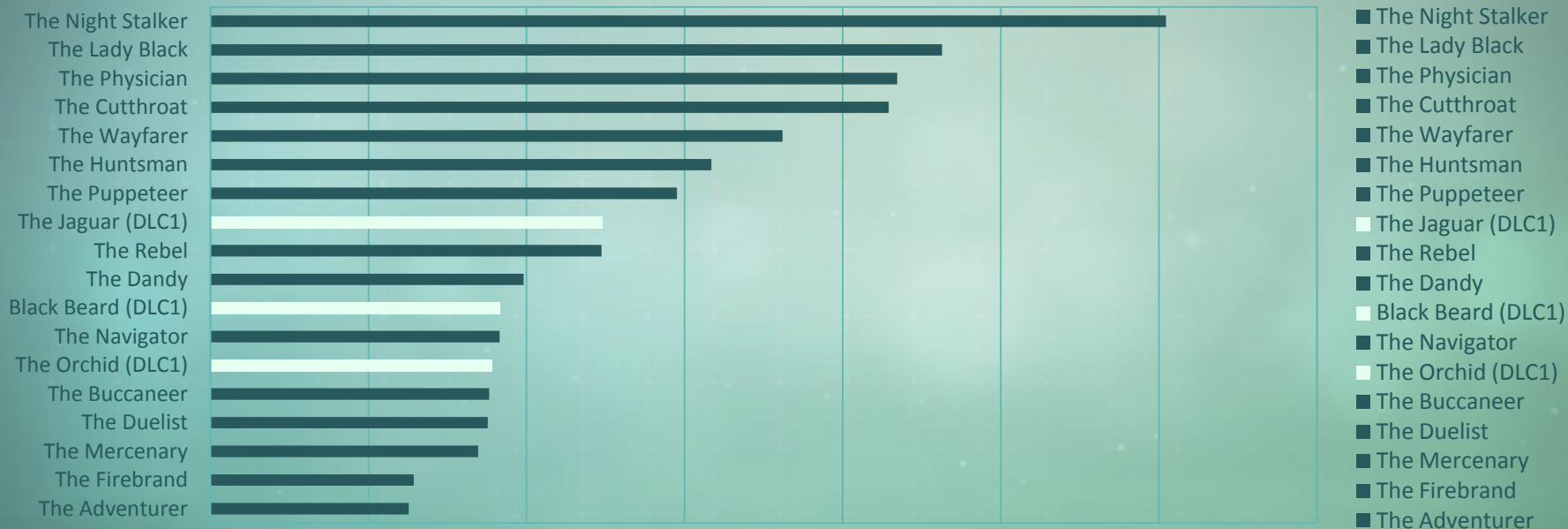


- Event related costumes performed better than the ones with a strong communication



# AC4 – DLC Monetization Successful

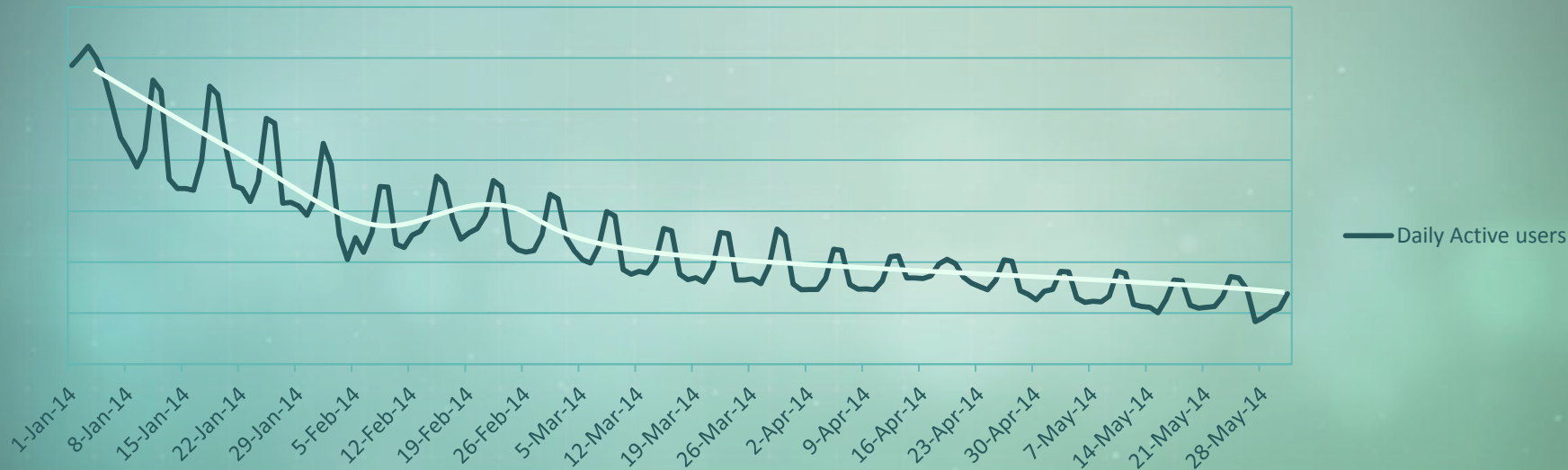
## Revenue per Character



- Monetization on DLC characters worked well

# AC4 – NEW POST-LAUNCH STRATEGY RESULTS

Daily Active players



- January churn stopped and peak of returning players in February

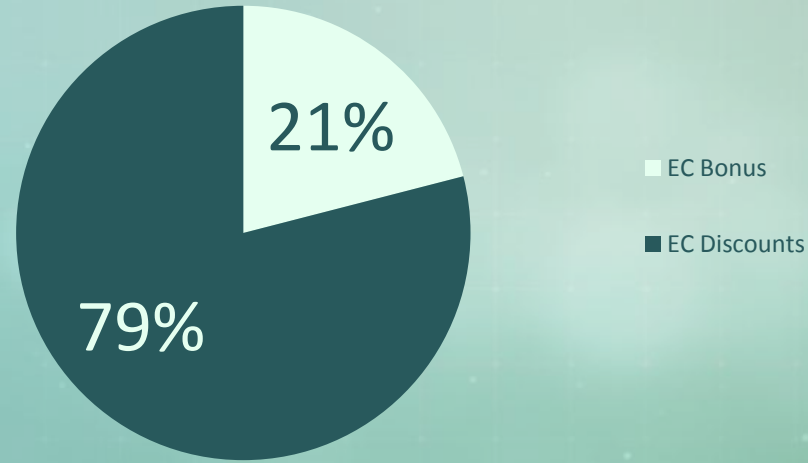


- Feb to May represented  $\frac{1}{3}$  of total revenue since launch

# AC4 – EC PACKS: DISCOUNT VS BONUS



## EC Discounts VS Bonus revenue ratio



- EC packs Discounts generated more revenue than EC packs Bonus events

# AGENDA

What is Assassin's Creed MP

How we prepared the game for the monetization

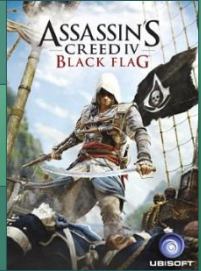
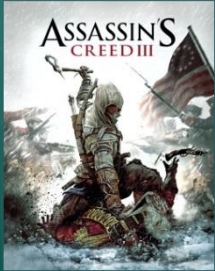
Monetization systems in AC3

AC3 Statistics study & learnings

Monetization systems in AC4BF

AC4BF Statistics study & learning

Takeaway





CONCLUSION



# TAKEAWAY

- Build your monetization within your game lore and DNA/design
- Don't force to pay
  - No item exclusive to monetization (all items available in soft currency)
  - No extra grinding
- Keep items outside the monetization (pride, rewards, events, etc.)
- Have sustainable content and release a part of it for free
- Support monetization with in-game events

## TAKEAWAY

- Avoid too aggressive pricing (price must be aligned with the content)
- Find the best discount method for your game by testing them
- Things we haven't explored but worth a look:
  - Gifting between players
  - User generated items
  - Real consumables
  - Think about a gameplay item to help the newcomers



Q & A



@DamienKieken