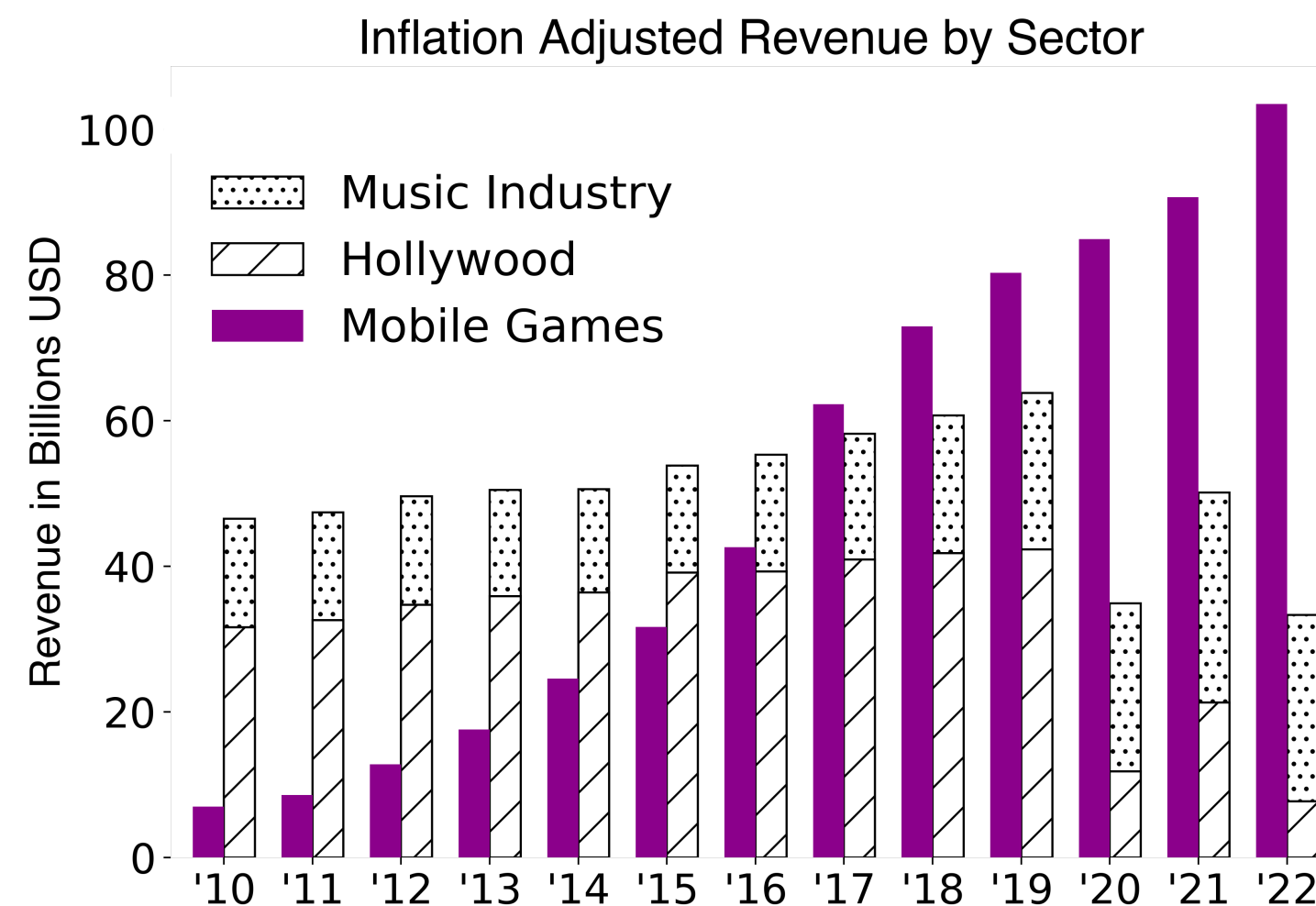


# Pay to (Not) Play: Monetizing Impatience in Mobile Games

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## Mobile Game Industry Overview



## Designers Claim to Maximize Happiness



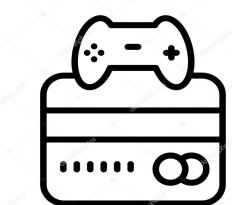
### High Churn Rate

Top performing games often report 6.5% retention by day 28



### Players Play Popular Games

A happy player base is good for business [Fields & Cotton 2011]



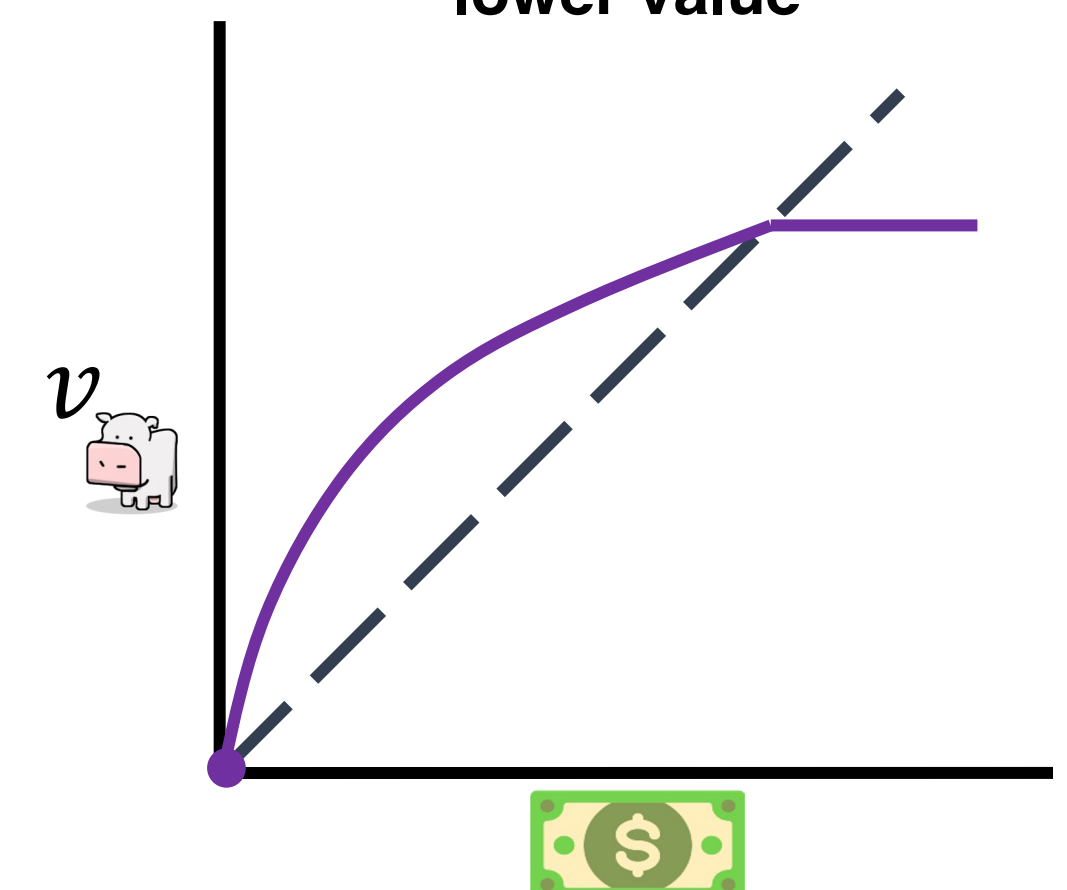
### High Percentage of Minnows

80% of players spend less than \$0.30/month

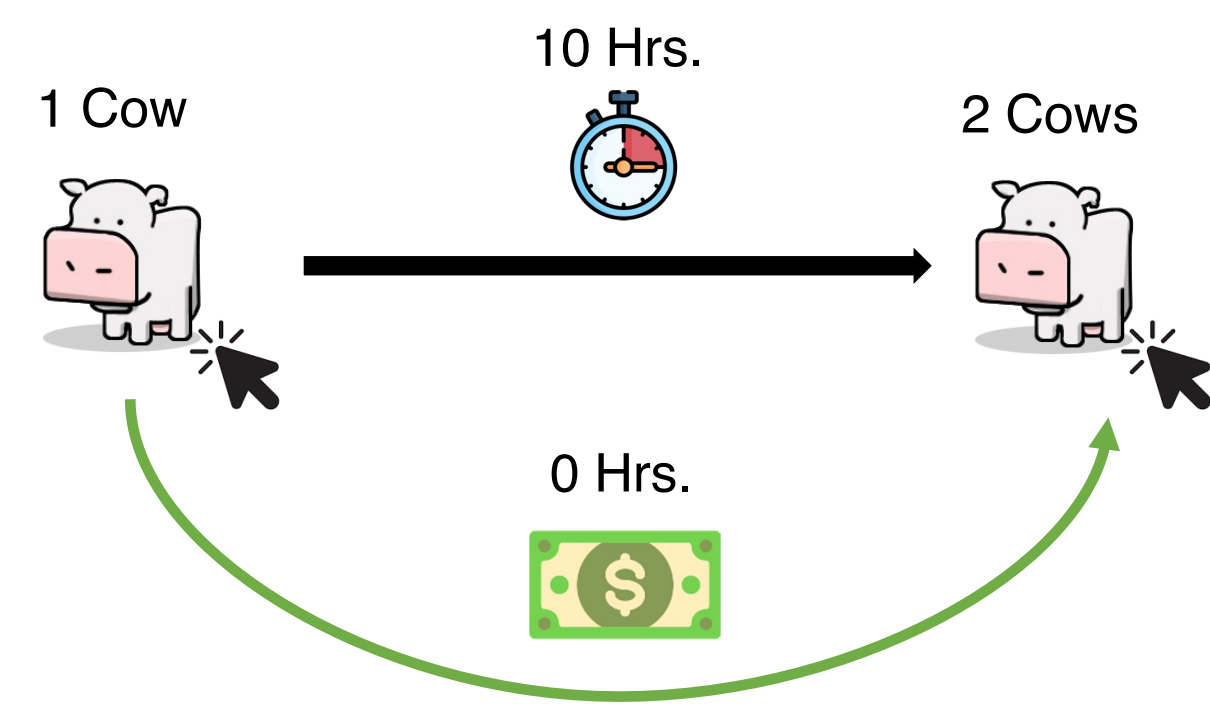
In practice, skips are priced quite high

## Skip Prices Can Affect Values

1. Cheap skips reduce scarcity  $\Rightarrow$  lower value
2. Cheap skips  $\Rightarrow$  high score signals wealth more than dedication  $\Rightarrow$  lower value



## Skip-Based Monetization



## People Buy Skips??



### Scarce Rewards are Valuable

Players value accomplishing tasks others haven't



### Waiting is Painful

The longer the task the higher the frustration



### Give Players What they Want

Skips offer a way to pay past pain points

## High Utility Can Exist Under High Prices

