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

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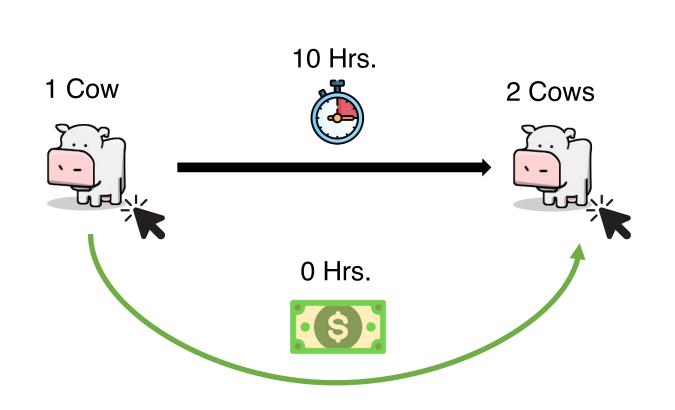


Mobile Game Industry Overview

Inflation Adjusted Revenue by Sector Music Industry Hollywood Mobile Games 40100 100 100 100 111 112 113 114 115 116 117 118 119 120 121 122



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

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]

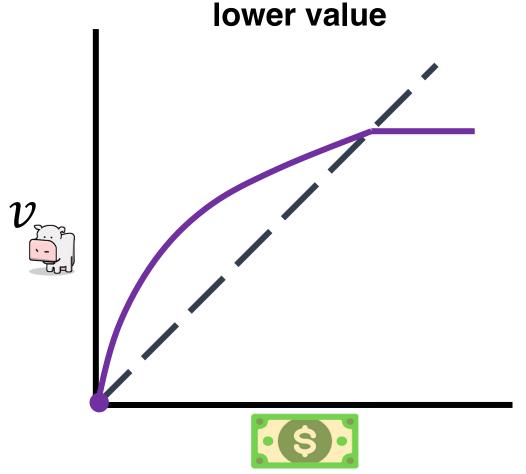
In practice, skips are priced quite high



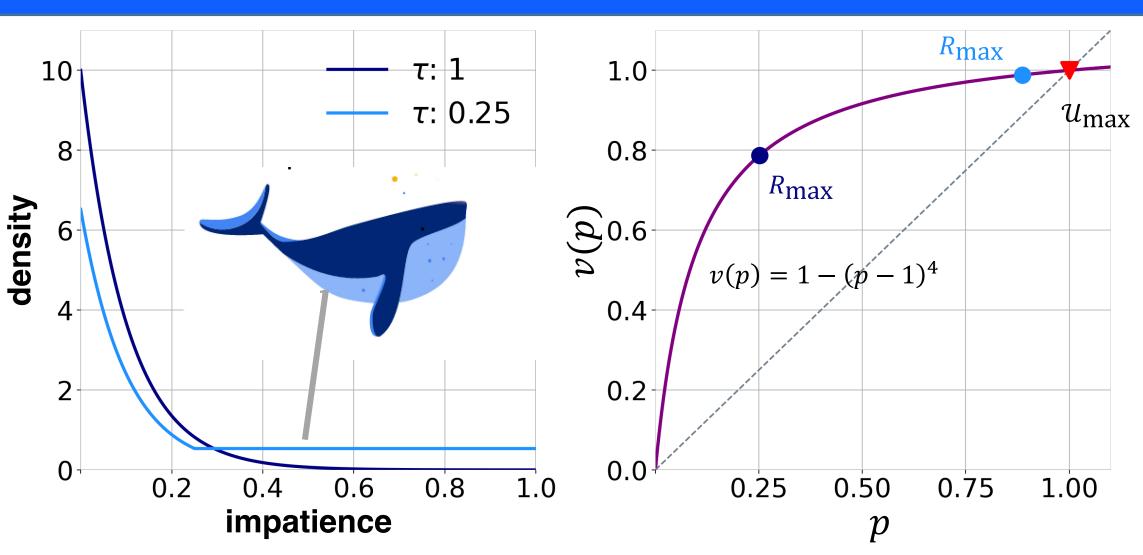
High Percentage of Minnows 80% of players spend less than \$0.30/month

Skip Prices Can Affect Values

- Cheap skips reduce scarcity ⇒ lower value
- 2. Cheap skips ⇒ high score signals wealth more than dedication ⇒



High Utility Can Exist Under High Prices



References: Whale Distribution Image: https://www.gamedeveloper.com/business/iap-packs-in-mobile-f2p-analysis-and-design, Mobile Revenue Data: Newzoo 2020 Game Report, Cow Clicker Image: cowclicker.com, Candy Crush Images: https://candycrush.fandom.com/wiki/Candy_Crush_Saga_Wiki