

The background is a detailed, painterly illustration of several Final Fantasy XIV characters. In the center, a young boy with blonde hair and pointed ears (Pip) is being held by a woman with long blonde hair (Aldo). To the right, a man with dark hair (Thanos) is visible. In the foreground, a woman with blonde hair and a fur collar (Lalure) is on the left, and a man with blonde hair and a fur collar (Lalure) is on the right. The background features a dramatic sky with red and blue clouds, and a large, dark, ornate structure on the left.

FINAL FANTASY XIV[®]

ONLINE

MONETIZATION ANALYSIS

MARTINEZ JULIEN – GD2

GENERAL INFORMATION

- ☛ MMORPG
- ☛ Developed and edited by Square Enix with Crystal Tools engine
- ☛ Released on August 27th 2013 (Windows, PS3), April 14th 2014 (PS4), June 23rd 2015 (OS X), May 25 2021 (PS5)
- ☛ Available on Windows, OS X, PS4 and PS5
- ☛ 9,99€ (Starter Edition), 39,99€ (Complete Edition), 10,99€/month (basic subscription)
- ☛ PEGI 16

PRESS & PUBLIC RECEPTION

A Realm Reborn (2013)

| Aggregate score | |
|-----------------|------------------------------|
| Aggregator | Score |
| Metacritic | PC: 83/100 ^[129] |
| | PS3: 78/100 ^[130] |
| | PS4: 86/100 ^[131] |
| Review scores | |
| Publication | Score |
| Famitsu | 39/40 ^[132] |
| GameSpot | 7.0/10 ^[133] |
| GamesRadar+ | ★★★★★ ^[125] |
| IGN | 8.6/10 ^[134] |
| Polygon | 9/10 ^[135] |
| USgamer | ★★★★★ ^[136] |

Endwalker (2021)

| Aggregate score | |
|-----------------|-----------------------------|
| Aggregator | Score |
| Metacritic | PC: 92/100 ^[31] |
| | PS5: 90/100 ^[32] |
| Review scores | |
| Publication | Score |
| Destructoid | 9/10 ^[33] |
| GameSpot | 8/10 ^[34] |
| GamesRadar+ | ★★★★★ ^[35] |
| Hardcore Gamer | 4.5/5 ^[36] |
| IGN | 9/10 ^[37] |
| Jeuxvideo.com | 18/20 ^[38] |
| PC Gamer (US) | 89/100 ^[39] |
| PCGamesN | 9/10 ^[40] |

PRESS & PUBLIC RECEPTION

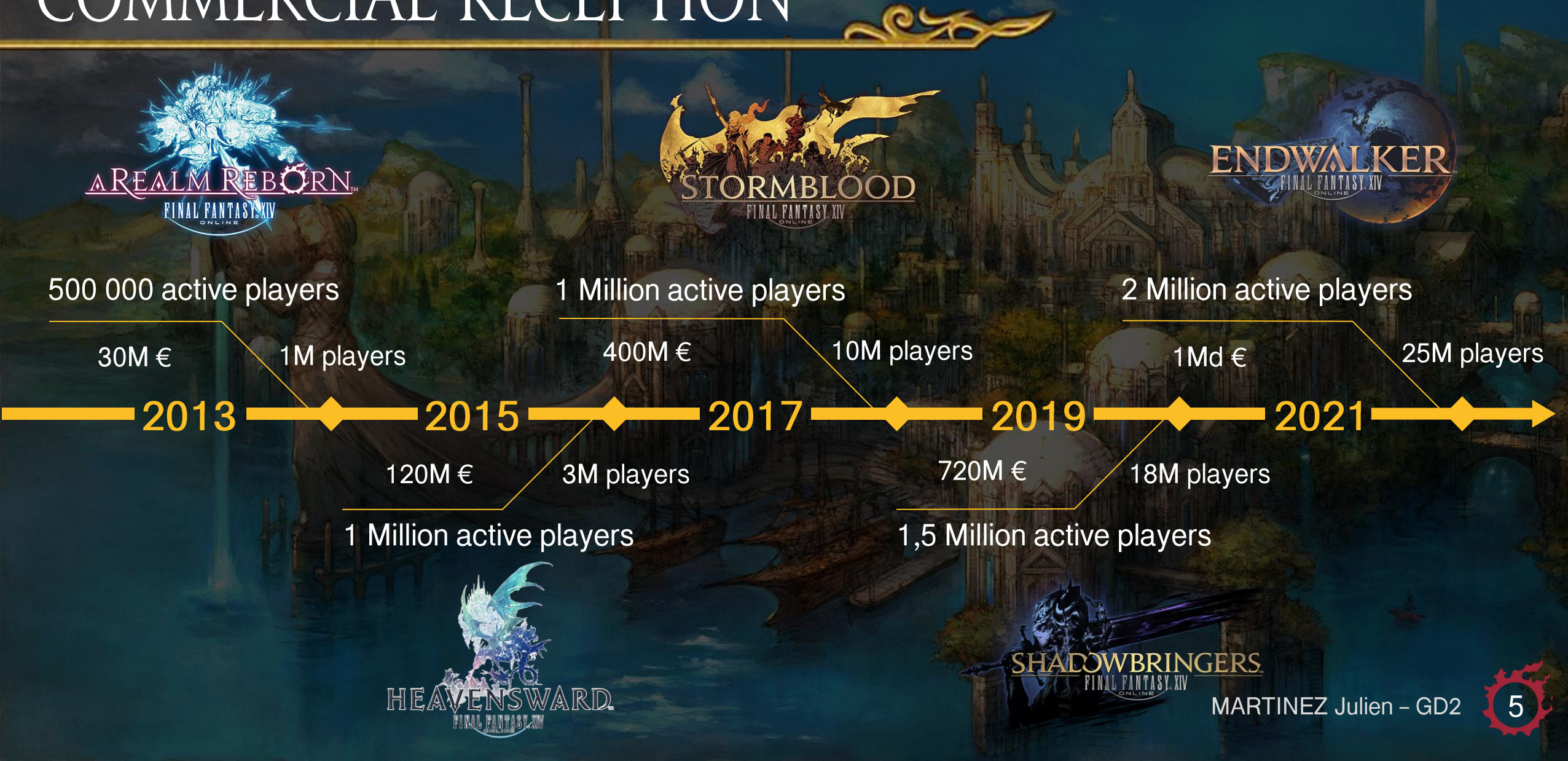
☛ Pros

- ✓ Story
- ✓ Soundtrack
- ✓ Endgame fights
- ✓ All content can be done on one character
- ✓ Free trial including A Realm Reborn and the first expansion with no restriction on playtime

☛ Cons

- ✓ A Realm Reborn story
- ✓ Early fights are slow

COMMERCIAL RECEPTION



BASE LAYER GAMEPLAY

☞ Choose a race and customize it

☞ Choose a starting class

☞ Progress through the story to unlock other cities, mounts and other classes



BASE LAYER GAMEPLAY

☛ Connect your character where you left it

☛ Daily tasks

- ✓ Mini Cactpot
- ✓ Tribe quests,
- ✓ Roulettes
- ✓ Retainer's ventures...

MINI CACTPOT No. 2095

| | Sum | MGP | Sum | MGP |
|----|--------|-----|-------|-----|
| 6 | 10,000 | 16 | 72 | |
| 7 | 36 | 17 | 180 | |
| 8 | 720 | 18 | 119 | |
| 9 | 360 | 19 | 36 | |
| 10 | 80 | 20 | 306 | |
| 11 | 252 | 21 | 1,080 | |
| 12 | 108 | 22 | 144 | |
| 13 | 72 | 23 | 1,800 | |
| 14 | 54 | 24 | 3,600 | |
| 15 | 180 | | | |

Close

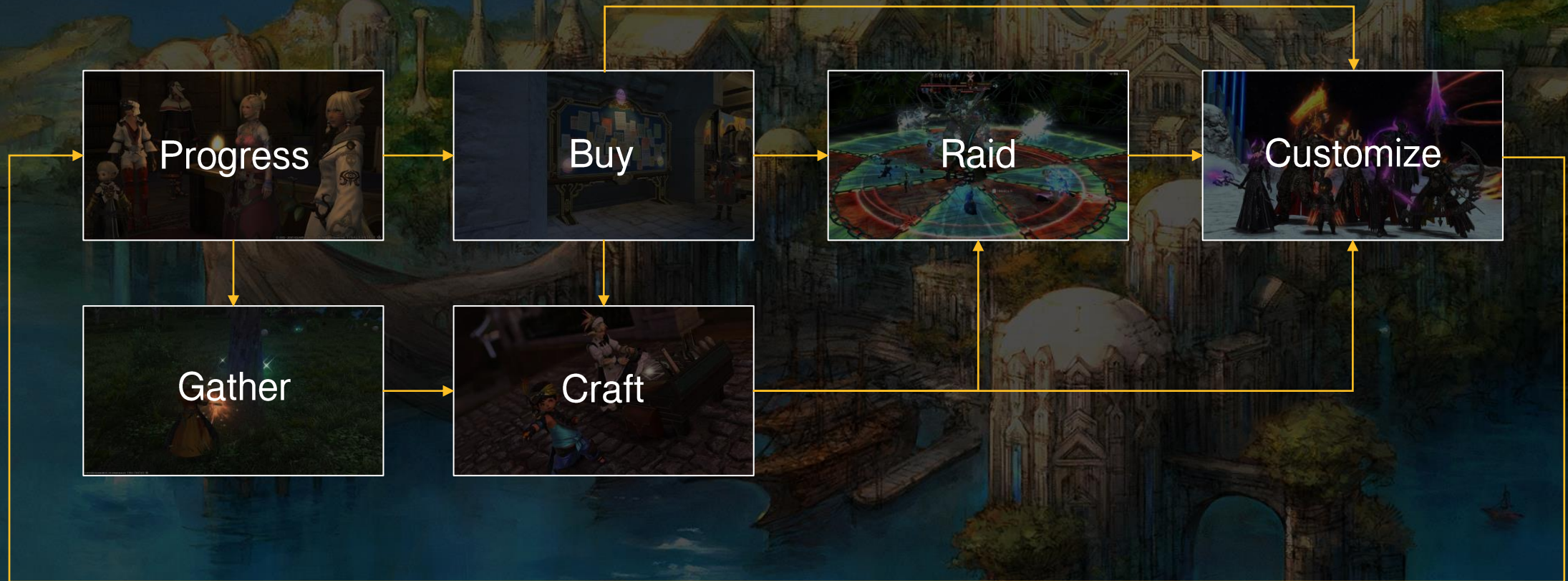


BASE LAYER GAMEPLAY

- ☞ Leveling classes
- ☞ Raid
- ☞ RP
- ☞ Housing
- ☞ Dungeons and instances
- ☞ PvP...



BASE LAYER GAMEPLAY



RETENTION LAYER

☞ Limited events

- ✓ PvP offers new items during their seasons
- ✓ Events gives access to new exclusive emotes and outfits



☞ Social

- ✓ Roleplaying aspect is used for retention with a lot of emotes and different outfits



CURRENCIES

☞ Soft currencies

✓ General

- Gold, Compagny Seals, MGP, Ventures token

✓ Battle

- Memoquartz, Wolf Marks, Trophy Crystals, Seals

✓ Gatherer & Crafter

- White Crafter Scrips, White Gatherer Scrips, Purple Crafter Scrips, Purple Gatherer Scrips

✓ Other

- Achievement certificate, Bicolor gemstone, Bozjan cluster, Company credit, Faux leaf, tribal currencies, Seafarer's cowries, Islander's cowries

MONETIZATION LAYER

☛ Subscription

- ✓ The game offers a free trial with a lot of content, but players has to pay a subscription to access the rest of the content


| Membership Tier | Subscription Length | Monthly Price | Max Characters per Server | Max Characters per Physical Data Center |
|-----------------|---------------------|---------------|---------------------------|---|
| Entry | 30 days | \$12.99 * | 8 | 8 |
| | 30 days | \$14.99 * | | |
| Standard | 90 days | \$13.99 * | 8 | 40 |
| | 180 days | \$12.99 * | | |

☛ Expansion

- ✓ Each new expansion has to be paid to be accessed, but it contains the previous ones for newer players

BUY NOW

Digital Endwalker
Windows®



Product
Digital Endwalker

Platform
Windows®

Retailer
SQUARE ENIX STORE

Proceed to Store

MONETIZATION LAYER

🖱 Shop website

- ✓ The game has a website where players can shop outfits, emotes, mounts, minions, dyes, services and more



DESIRE CREATION – SHELL INTERFACES



- ☞ Character creation interface
- ☞ Character selection
- ☞ Item shop preview
- ☞ Ingame space

DESIRE CREATION – SHELL INTERFACES

☞ Character creation interface - Good

- ✓ Some races asks the player to buy the expansion where they were added to the game to be chosen



DESIRE CREATION – SHELL INTERFACES

☞ Character selection - **Bad**

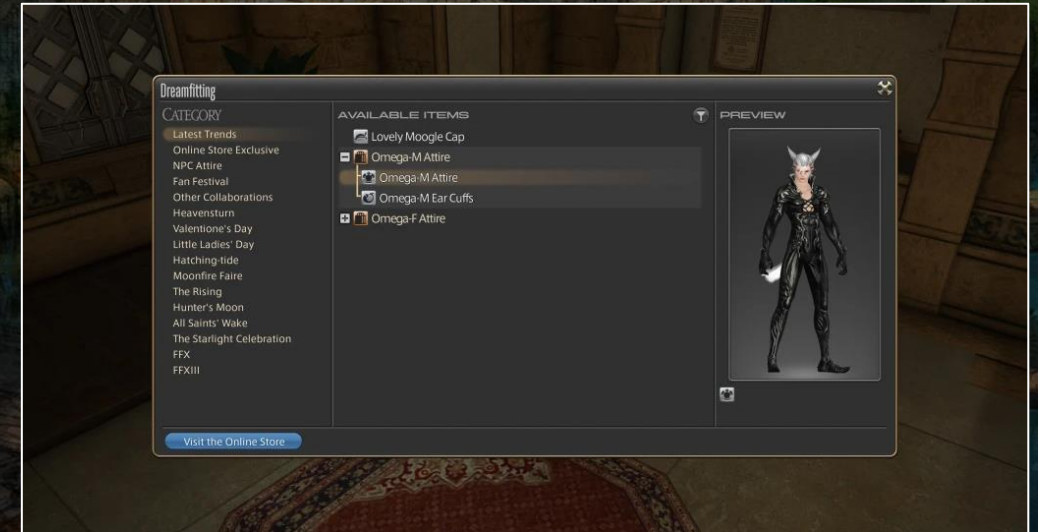
- ✓ Each subscription's offer gives a limited amount of character per server and datacenter
- ✓ The shop has an option to change the character's name and appearance that are seen in this interface



DESIRE CREATION – SHELL INTERFACES

☞ Item shop preview - Good

- ✓ By accessing a bed in the inns in game, the player has the possibility to see the outfits available in the shop and try them on his character



DESIRE CREATION – SHELL INTERFACES

☞ Ingame space - Good

- ✓ As the player travels through the game, he will encounter other players with emotes, mounts or outfits only available in the shop



DESIRE CREATION – SHELL INTERFACES



☞ Good

- ✓ Character creation interface
- ✓ Shop item preview
- ✓ Ingame space

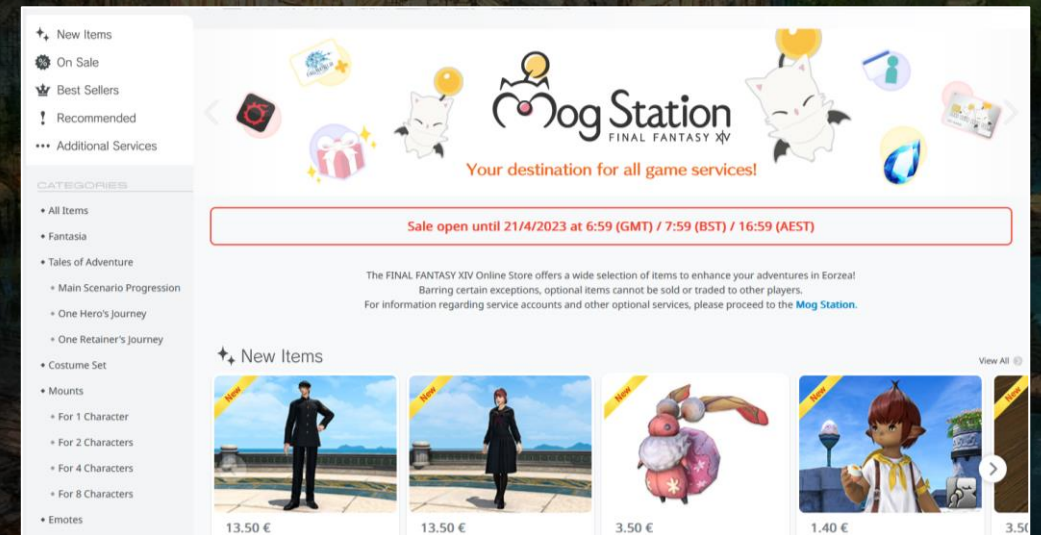
☞ Bad

- ✓ Character selection

DESIRE FULLFILMENT

Shop

- ✓ By accessing the shop via the link in the item preview in game or by searching on his browser
- ✓ Players can buy exclusive items from the shop or items no longer available in game (events items)



DESIRE FULLFILMENT

👉 Farm

- ✓ To obtain most of the customization, the player needs to farm some elements in the game such as dungeons, raids, reputations...
- ✓ That requires the player to play the game more and pay his subscription



CONCLUSION



- ☛ To monetize the game, Square Enix decided to add a subscription system and paid expansions.
- ☛ By adding customization in their shop, they can mostly benefit from the players that like to make new outfits and from those who want new items or change their character
- ☛ The monetization of the game is not too aggressive but depends a lot from how many players are active and from their will to customize their character