

This document gives a brief summary of the types of revenue strategy that can be used within mobile game development. Read through each, making sure you have an awareness of them.

One Time Upfront Fee.

A way to generate guaranteed income generation, this is generally a cost of between 99p and £4.99 for the game. Users will expect a complete experience and prolonged maintenance / updates.

Upfront fee + In-App Purchase

A number of games use this strategy as it can produce income over a prolonged period. Purchases during the life time can also increase the uptake, if positioned well.

Free + In-App Purchase

Also described as freemium, this model is extremely popular within the mobile sphere. A well-defined approach to the use of the model is required to stop pay walls and pay to play.

Free + Advertising

A derivative of the freemium model, advertising within the game can produce revenue to sustain development. This needs careful management to not discourage continued play and further uptake.

Subscription

As opposed to a single payment, premium games can be acquired at a monthly cost. This can be tied to updates, use of multiplayer servers and downloadable content (DLC).

Free for a Limited Time

Often used to promote a game or to allow players to “try before they buy”, this can be a strong model to push a game to the top of the pile.

Cross Promotion

Hybridisation of these methods can be used to gain the best revenue strategy for the game genre, target audience and time of release.