**Premium Currency(s)**

Premium currencies in video games are resources that can be spent to unlock many features in the game but can only be gained by spending real money on the premium currency.

This is important because consumers are much more willing to spend their money when they don’t quite know its value, converting £5 into 500 points makes the player feel a bit better about having spent the money as they have a useless but larger amount of another currency. People also lose track of exactly what they are spending when they are converting currencies as well which means people are more likely to spend large amounts of premium currency that they’ve paid for on a game than they are to spend their real money straight into in-game features and items.

For more on this visit the following

Ulyana Chernyak. (2014). *Making Sense of Premium Currency.* Available: https://www.gamasutra.com/blogs/UlyanaChernyak/20140624/219690/Making\_Sense\_of\_Premium\_Currency.php. Last accessed 17/11/2017.

This principle works best with multiple currencies known as the “Soft Currency/Hard Currency” Model, at least one free (soft) currency to earn in game alongside at least one premium (hard) currency for players to spend money on this means that players can be earning currency and investing into the gameplay for the free currency(s) while bolstering their experience by purchasing the premium currency(s) without the value of either effecting the other too much, for more on this effect read the following.  
  
Game Sparks. (NA). *Looking at In-Game Currencies.* Available: https://www.gamesparks.com/blog/looking-at-in-game-currencies/. Last accessed 17/11/2017.

**Applied to our Game**

**Faith**

The currency that is generated in order to use the gacha mechanic and that serves as the main driving factor of the game is currently faith and this should remain a “soft” currency for players to work towards and earn.

This currency can be spent on using the gacha mechanic to get a random reward, to bring in a small amount of population to the planet artificially (to prevent players from having no population and nothing to do), possibly used to advance any level system in a never ending game and if there is any leader board system in the final game faith generation will make the core part of it.

**Premium One (Cosmic Dust)**

This is a premium currency that players can spend real money to purchase, **place holder name**. This should appear to be a very good conversion rate to influence players into believing it is good value for money although the cost of the rewards to be purchased can scale with the conversion rate.

This currency can be spent on purchasing the vanity items and gameplay enhancing items that would otherwise only be obtainable through the gacha mechanic which provides only random rewards (with higher chances for less valuable items). This allows the player to specifically choose the reward from the gacha mechanic that they want and purchase it outright (at the expense of money).

**Premium Two (Sands of time) Potential/TBC**

This a second premium currency for players to purchase with real money, **place holder name.** If the game moves ahead with a focus on fun pain in regards to waiting for asteroids and population growth (pending user testing data) then this currency could be used to allow things to progress at a faster rate. The same pricing information that applies to cosmic dust will apply here.