Temple Run:

Power ups: In this game these are used as one time upgrades that increase the strength and power of the player. These are mostly the realistic things the player is going for as they make the game easier and give the player the illusion of progression without doing anything to the game play. The value of these ramp up fairly quickly to make buying of coins seem more appealing.

Coin Power: This makes a power up that gives bonus coins

Coin Magnet: This allows power ups to spawn that when used they pull coins to the character

Invulnerability power ups: Allows you to focus on running and not dodging for a short amount of time once collected

Boost power up: Gives the player a speed boost for a certain distance once collected

Utilities: These are one use items that are used up in the process that can be used by the player either when they want or as a safety net when they mess up, as a pose to the power up that just make the game easier, these are more of a top end use for min maxing game play to be better or used by players to save them.

Resurrection: Resurrects the player after death when active

Perm Resurrection wings: Resurrects the player after death but are always active

Boost: Boosts the player ahead to a certain distance at the start

Mega Boost: This boosts the player ahead a larger distance at the start

Character: This is used as a purely cosmetic option and as such they are very expensive, all they do is chance the look of the character so you can play as one of a small selection that they have.

Wallpapers: These are items that the player can guy that are moderately expensive that allow the player to get a wallpaper for their phone outside of the game

When leaving the store they show an advert that can be instantly closed but still used as monetisation

After testing game play and buying only the power ups, after 10 games the amount of coins gained varied from 300 – 1500 depending on how well I did, the game was easy to start and increased the amount of coins and points you got massively at first but then it started to slow down and lots of investment would be needed, or buying the coins. They also had adverts after every 5ish games that you could close instantly. After these 10 games it would take a few games of investment to get the final tier of the power ups or even the second to last one, still was no where near the price of the characters unless saving, however it does feel like if you were good at the game you could easily never need to buy coins.

The price of the coins in this game meant that the higher powers up would cost about 2.99 with the change of the characters costing about 5 pounds if the coins were bought, however as I said earlier the game does give enough coins to play the game without ever buying anything and there isnt enough encouragement to buy them

Looty Dungeon

Coins are the currency that are gathered in the level and my completing missions in the game, and a sub currency of lives in the game. The lives go down every time you're hit and are the cause of the end of game, depending on which character you have also depends on the number of lives you have, each level seems to be procedurally generated however it does take into account the character you are playing as to make sure it is completable by that character. With the coins you can buy a roll in essentially a slot machine that gives you a random character and allows you to level up your characters should you get the same character twice, without completing quests it takes quite a long time to be able to get enough coins to roll in a slot machine, certain characters in the game have a straight price attached to them for example £0.99 for the cheapest characters, £1.99 for the small reference characters, and £2.99 for the better reference characters. There are also characters that you can unlock by completing challenges in the game.

There is also an advert system in the game, which is another source of money in the game aside from the character purchasing, this is where you can gain some kind of bonus if you sit through a long video, for example if you die you can sit through an advert and get some lives back, and after you die you can also sit through an advert to double all the coins you gained that run, this doesn’t cost the player anything but time but it gains the player more currency for the game, especially since they can put their phone down and ignore the adverts which is completely harmless for them however it still makes money.

Crossy Roads

The main currency of the game is coins. The first thing noticed is that it offers a free gift once every x amount of time, the first gift I got was 125 coins and the second was 110 coins. The currency is used on the slot machine for a chance at a random character, a roll costs 100 per go. There are 222 characters all together, to buy a specific character it costs £0.79, the free gift gives the player an advert every certain amount of uses that is non skip-able for 30 seconds. Every so often then offer you free coins to watch an advert, again this is a non skip-able 30 seconds that you can put your phone down for. Some of the characters cant be won in the slot machine and can only be picked up through random chance, for example the pig bank character can only be bought when it is suggested to you on the after death screen and it will cost £2.99 this catches players as frequent played may know that they can only buy it then and that makes the more expensive value worth it. If you use all of the free gifts and free coins for an advert then you end up watching and opening more coins than you can ever get playing the game, this is not seen as bad by the player though because it doesn’t cost any money. They also let you try different characters that you dont have yet for a certain amount of time to see if you like them and would like to buy them

Bejeweled Blitz

The currency in this game is also gold coins, they also have a wheel of fortune, and advert watching system. The wheel of fortune gives you a daily free spin however you can watch a 30 second advert to get another free spin, the spin if you win rewards the player with gold coins, you can watch the advert multiple times to have multiple more free spins, I got two free spins for watching 1 minute of adverts. After this point you can buy spins at a price of 5 for £0.99 or 62 for £9.99. The coins in the game can also be bought from the store at a price of 100,000 for £1.99 and 9,300,000 £99.99, however you can watch an ad for free coins, I have over 100,000 of the coins before I ever even played a game. The coins are used for buying boosts in the game, gives a random mystery gem a the start of the game, one detonates all special gems once per game, one scramble the board twice per game, one gives 5 more seconds to the game clock, and one gives a x2 multiplier gem, the player is able to pick three up to three of these, or none at all for a certain amount of coins per power up. The game also features a leaderboard system so that when you connect with facebook you can see what your friends have scored to compete against them, there is also a small number of none player characters that are shown that you can compete with if you don't pair the game with facebook.

Pokemon GO

This games currency is also gold coins, there are two mains ways that you can achieve gold coins, both through playing the game and through buying them with real money, the way you achieve them through playing the game is by battling the gyms and leaving your pokemon in them and then you get coins based on how long they spent in the gym, there is a daily cap on coins of 100, therefore it doesnt matter how long the pokemon are in the gyms if it exceeds the 100 coin daily limit and there is no point taking part in the gym system after the limit is reached as it will only cost you the in game materials when the pokemon is returned due to you needing to revive them. To put the value of coins into perspective the cost of 100 coins in equivalent to £0.79 and will barely get you access to any of the more important things in the shop, for the most part the items in the shop are a quality of life thing, you can increase your bag and pokemon storage so you can keep more of what youre getting, and you can buy egg incubators so you can hatch more eggs, you can also buy lures, incense and lucky eggs which help you get more exp and pokemon respectively. There are a few other items that you can obtain through the shop that arent really items you will ever need to buy, provided you are playing the game. The minimum cost of an item in the shop is 100 coins the maximum is 1250. However there is an item in the shop that seems really important to the game and feels like the sole thing you should spend your coins on. The biggest and best way to obtain the best things in the game is raids, however you can only do these with a raid pass, these are an item you can obtain once per day, or you can buy in the shop for 100 coins, this is what most people will spend the bulk of the money on and will give you a chance at a pokemon, these are valued at 100 coins that means that they cost £0.79 however there are usually around 3-8 raids up at any one time which means that if you wanted to do every raid you would have to buy multiple of the raid passes, especially as pass does not guarantee the pokemon in anyway. Given that this is the only way to obtain any of the top tier pokemon, and given that the top tier pokemon only have around a 15% catch rate at best, given that youre really lucky or good, then you are very unlikely to catch the pokemon without buying at least on pass, however should you be able to achieve 200 coins a day without paying anything, and that gives you 2 chances at a pokemon of your choice.

To Conclude

The most used system in these games for monetising game play is to give the play the option to watch a 30 second advert in order to collect some for of in game goodies, for the most part this seemed like the fastest way to collect the in game currency of that particular game, I found that there was more enjoyment getting some mystery prize or item after watching a 30 second advert than there was playing the game itself. The advert system for the most part was used to entice the player in and try and get them hooked to the game by giving them currency in the game, this made them feel like they weren’t as weak in the game as if they hadn’t been given that. In looty dungeon and crossy roads, you can buy the characters out right as a pose to buying the currency, however they all work on the system where you can pay money for things sooner than if you play the game it self, in crossy roads it felt basically impossible to earn the currency yourself without any adverts or paying for anything as it feels painfully slow, in looty dungeon the addition of quests in the game gives a nice burst of cash but you have to wait a certain amount of time to get more quests which doesn’t encourage constantly game play, in bejewelled the items you could buy made the game very different and as a result someone who spends lots of money would have a far greater advantage to someone who doesn't spend any money on the game. Temple run had a decent balance of in game obtaining versus paying real money, where you could earn enough yourself that you started to get invested and then you would pay out so that you could continue to progress through the game rapidly. Pokemon go had a system where you can earn a fair amount yourself the problem is if you spend the coins there might be something appear that you want and you would be forced to spend money to take part in it, however the cost is very cheap so the player is not scared to spend that.