**Monetisation Strategies**

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| Type | Pro | Con |
| Banner Ad | Easy to implement. | Covers part of the screen and can annoy the player.  Small revenue maker. |
| Full size ads between levels | Larger revenue maker  Can choose when to show them appealing more to the player. | Covers the full screen. |
| Selling data | Players don’t see anything that affects gameplay. | Many users don’t like the idea of their information being collected. |
| Offer wall | Players can receive additional in game currency for free. | Many players hate filling out surveys. |
| Video ads | Player has the option to watch them for bonus in game currency. |  |
| Branded in-game items | Doesn’t affect gameplay and some players like to wear branded items. | Can discourage players if they dislike the brand your using. |
| DLC | Gives players more gameplay | Some players feel they shouldn’t have to pay extra for part of a game. |
| Ad removal | The players have the option to remove ads. | Some players can’t afford to remove the ads and get discouraged form playing. |
| Loot boxes | Players love the anticipation of opening boxes, | Players feel the game would then be pay to win. |
| Increase growth rates | Gives players the option to not have to wait long durations for an item to grow. | Players hate games in which you must wait ages to progress. |

**References**

GamesIndustry.biz. (2018). *3 game monetization trends that are transforming the mobile app economy*. [online] Available at: https://www.gamesindustry.biz/articles/2018-05-21-3-game-monetization-trends-that-are-transforming-the-mobile-app-economy [Accessed 20 Nov. 2018].