**Lesson 02 – Game Monetization**

**Main objective**

Students will receive an overview of the different ways that video games are monetized in the industry. By weighing the different options at developer’s disposal, they will begin to formulate their own philosophy on game monetization.

**Standards**

* 9-12.IC.3 Impacts of Computing, Ethics
* 9-12.DL.2 Digital Literacy, Digital Use

**Lesson Structure/In class exercises**

Aim: How do games make money? What kind of monetization model would I prefer for my game(s)?

Do Now:

Instruction:

-free to play  
-dlc/microtransactions  
-$70 price tag  
-piracy

<https://www.youtube.com/watch?v=qX3xW6nO4zw>

Group discussions:

Time to work on assignment:

**Resources**

<https://www.youtube.com/watch?v=qX3xW6nO4zw>

**Assignments**

“Flame war”

Just like in Lesson 01, we will be having another “flame war”.