**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:  
How much money do you spend on games on average? (Both mobile and otherwise)

Instruction:

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

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

Group discussions:  
In your opinion, what is the “right way” to include microtransactions in games? Would you include microtransactions in your game? – if so, describe your idea to the class.

Time to work on assignment:  
Students get the rest of class (if applicable) to work on their homework assignment.

**Resources**

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

**Assignments**

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

Read these articles on loot boxes:  
<https://www.forbes.com/sites/jasonwosborne/2023/05/25/how-loot-boxes-in-childrens-video-games-encourage-gambling/?sh=788ea75b5653>   
  
<https://hbswk.hbs.edu/item/the-15-billion-question-have-loot-boxes-turned-video-gaming-into-gambling>   
  
Answer these questions and explain your opinion: Are loot boxes ethical, or not? Would you include loot boxes in your video game in hopes to get more money from your customers?  
  
After you make your first post