

# Discovery & Monetisation

Tom Greenaway – Google



@tcmg

But first...

**Can someone please take notes?**

Why Discovery & Monetisation?





# Discovery – Existing Efforts

Schema.org:

<https://schema.org/VideoGame>

Properties:

actor, cheatCode, director, gamePlatform,  
gameServer, gameTip, musicBy, playMode, trailer

How would **Slither.io** map to this?

# Discovery – Key Requirements?

**Game name & developer name? Canonical URL?**

**Input methods required or available? (Keyboard & Mouse) or Touch or Voice?**

**Accessibility?**

**Can the game be played offline?**

**Game genre? Action, Arcade, etc**

**Multiplayer? Real-time or Turn-based**

**Minimum resolution required? Device fidelity?**



Brainstorm Time!

**25 minutes**

Can someone take notes?





Monetisation

# Monetisation – Existing Efforts

- Banners
- Interstitials
- Rewarded
- Microtransactions
- Subscription
- Sponsorship

# Monetisation – Thoughts

Being mindful of the user experience?

Are there alternative models we're not thinking of?

**Example – distributed ledger, cryptocurrencies**

Do different markets operate differently?

**Example – emerging markets**

Or more use cases we should try to tackle?

**Example – offline ads**



Brainstorm Time!

**25 minutes**

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