

# Controlled Vocabulary for Transaction Types

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# Introduction

This controlled vocabulary describes the nature and mechanisms of value exchange between game players and developers.

## Version History

1.0: Published at DiGRA 2020<sup>1</sup>

1.1: Revisions include: added “Gacha”; refined definitions of terms; formatting

The following abbreviations are used throughout:

SN: Scope note

RT: Related terms (See also)

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<sup>1</sup> Windleharth, T., & Lee, J. H. (2020). Taxonomies for transactions and user engagement in mobile games. In *Proceedings of DiGRA 2020 Conference: Play Everywhere.*)

## Controlled Vocabulary for Transaction Types

The nature and mechanisms of value exchange between game players and developers.

### Currency

Currency describes real and virtual monetary units that are used to purchase game content and in-game goods.

#### Real Currency

SN: Legal cash.

#### In-game Currency

SN: In-game digital currency.

RT: Virtual Currency.

#### Premium Currency

SN: A rare and exclusive form of in-game currency.

RT: Exclusive Currency, Rare Currency.

### Transaction Types

Transaction types come in two forms: direct monetization and indirect monetization.

#### Direct Monetization

SN: Company receives direct cash payments.

##### Subscription

SN: Pay a periodic fee for bonus or exclusive content.

##### Ad Removal

SN: Pay real money to avoid ads.

##### Real Currency Gambling

SN: Gamble with real money.

#### Indirect Monetization

SN: A board that shows names and scores, ranking the leaders in a competition.

##### Viewing Ads (Required)

SN: Ads appear on screen, and sometimes between levels.

##### Viewing Ads (Optional)

SN: Ads players can elect to watch for in-game goods

**Virtual Currency Gambling**

SN: Players gamble with virtual currency.

**Acquisition**

SN: Players use social media and other systems to recruit new players or re-engage former players.

**Resources**

This category describes the various resources players acquire with transactions.

**Direct Gameplay Advantage**

SN: Resources that convey benefits in the game system mechanics.

**Powerups**

SN: Resource that provides time-limited benefits.

RT: Buffs

**Permanent Boost**

SN: Resource that conveys a permanent advantage to the player's game state.

**Limited Content**

SN: Exclusive, premium game features not available to all players.

RT: Exclusive Content.

**Remove Time Related Barriers**

SN: Reducing or removing limitations to time played, or turn timers.

RT: Appointment Mechanics, Energy Mechanics, Turn Timers.

**Customization**

SN: Cosmetic objects for character avatars or environments.

RT: Skins.

**Inventory Capacity**

SN: Ability to store more in-game resources.

RT: Bag Space.

**Gacha**

SN: Random items or characters obtained through a lottery-like process, unrelated to player achievement.

RT: Loot Boxes, Random Goods.

**Random Goods**

SN: A resource generating random in-game goods.

RT: Loot Boxes.

**More Items**

SN: Acquiring more materials, weapons, or other items used in-game.

**Marketing Methods**

Strategies to promote or sell games or in-game content such as advertisements, limited offers, etc.

**Game as Ad**

SN: The game is also an ad for merchandise.

**Merchandise Store**

SN: Merchandise store integrated into game application.

**Limited-Time Offer**

SN: Time-limited sale, or time-limited availability of rare game goods.

**Special Events**

SN: Time-limited events featuring temporary thematic game content.

RT: Special Occasions.