# WTG Ad-Labor & Multiplier Model

Economic Basis: 1 Ad View = 15 GC ($0.015 RPV)

Standard User Multiplier: x1 (15 GC / Ad)

Subscriber Multiplier: x3 (45 GC / Ad) -> Drastically reduces ad pressure.

| **Server Package** | **Hourly Cost (GC)** | **Standard User (x1) Ads/Hour** | **Standard User Daily Load (4hrs play)** | **Subscriber (x3) Ads/Hour** | **Subscriber Daily Load (4hrs play)** |
| --- | --- | --- | --- | --- | --- |
| **MC - Nano** | 24 GC | **1.6 Ads** | 6.4 Ads | **0.5 Ads** | **2.1 Ads** |
| **MC - Standard** | 45 GC | **3.0 Ads** | 12.0 Ads | **1.0 Ad** | **4.0 Ads** |
| **MC - Small (Modded)** | 60 GC | **4.0 Ads** | 16.0 Ads | **1.3 Ads** | **5.3 Ads** |
| **MC - Pro** | 90 GC | **6.0 Ads** | 24.0 Ads | **2.0 Ads** | **8.0 Ads** |
| **MC - Pro (Modded)** | 120 GC | **8.0 Ads** | 32.0 Ads | **2.7 Ads** | **10.7 Ads** |
| **MC - Titan** | 240 GC | **16.0 Ads** | 64.0 Ads | **5.3 Ads** | **21.3 Ads** |

### Strategic Analysis of Ad Pressure:

1. **The "Free" Experience (MC-Nano):**
   * **Standard User:** Watching ~6 ads for a 4-hour gaming session is highly reasonable and low-friction. This is a perfect acquisition entry point.
   * **Subscriber:** It's effectively frictionless. 2 ads cover an entire 4-hour session.
2. **The "Grind" Wall (Standard & Above):**
   * Notice how the "Standard User" pressure ramps up quickly. For a **Pro Modded** server, a free user must watch **32 ads** for a 4-hour session. This is high friction by design.
   * **This is your conversion driver.** The user will feel this pressure and see the massive relief offered by the subscription (dropping from 32 ads down to just ~11).
3. **Subscriber Value Proposition:**
   * The **x3 Multiplier** is a massive, tangible benefit. It doesn't just give them *more*; it gives them *their time back*.
   * Marketing Message: *"Subscribers play more, watch less. Get 3x Server Time for every ad you watch."*