

From Play to Pay: Optimizing Monetization Strategies for Free-to-Play Video Games

Supervisor: Nikolai Sachs <nikolai.sachs@uni-passau.de>

Date: As of now

Type: Bachelor's Thesis, Master's Thesis

Language: German or English

Motivation:

The advent of free-to-play (F2P) games has revolutionized the video gaming industry, offering players access to games at no initial cost while providing developers with new opportunities for monetization. This thesis aims to identify and explore the most effective strategies for monetizing F2P games. By examining various monetization techniques such as in-game purchases, ad-based models, and subscription services, this research will analyze their impact on key metrics such as player engagement, retention, spending and overall profitability.

Goal:

The goal of this thesis is to conduct a thorough literature review to provide insights on the trade-offs involved in different monetization strategies for free-to-play games and the effects thereof on player behavior. Students are expected to synthesize the main findings from academic sources, drawing conclusions and recommendations for game developers and publishers on developing sustainable monetization models that support both the financial viability of games and a positive player experience.

Starting References:

Mai, Y., & Hu, B. (2023). Optimizing free-to-play multiplayer games with premium subscription. *Management Science*, 69(6), 3437-3456.

Meng, Z., Hao, L., & Tan, Y. (2021). Freemium pricing in digital games with virtual currency. *Information Systems Research*, 32(2), 481-496.

Wang, L., Lowry, P. B., Luo, X., & Li, H. (2023). Moving consumers from free to fee in platform-based markets: An empirical study of multiplayer online battle arena games. *Information Systems Research*, 34(1), 275-296.