

Big Blue Bubble Inc.

IPSW 2015



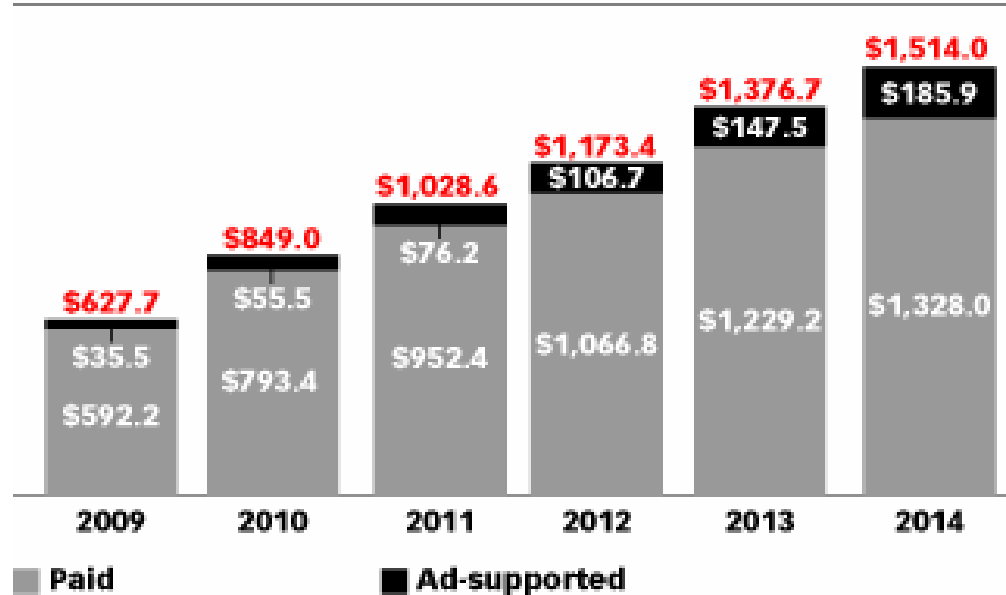
Mobile Game Monetization

- Pay-per-download
- Subscription
- Free-to-play



Mobile Gaming Industry

US Mobile Gaming Revenues, by Segment, 2009-2014
millions and CAGR



Note: paid revenues CAGR (2009-2014)=17.5%; ad-supported revenues CAGR (2009-2014)=39.2%; total revenues CAGR (2009-2014)=19.3%
Source: eMarketer, July 2010

117982

www.eMarketer.com



My Singing Monsters

- Free-to-play
 - Mobile ads
 - In-app-purchases



Problem Statement

Analyze how users spend My Singing Monsters' premium in-game currency which they have acquired through an in-app purchase.



Problem Statement

- Do users spend purchased IGC immediately or do they ration their currency over a length of time?



Problem Statement

- Do users spend purchased IGC immediately or do they ration their currency over a length of time?
- What virtual items and actions do users most often spend their currency on?



Problem Statement

- Do users spend purchased IGC immediately or do they ration their currency over a length of time?
- What virtual items and actions do users most often spend their currency on?
- Can you classify types of players based on their spending behaviour?



Deliverables

- Answer the above questions



Deliverables



- Answer the above questions
- Ask and answer additional questions with the data



Deliverables



- Answer the above questions
- Ask and answer additional questions with the data
- Present the results of your analyses compellingly



Deliverables



- Answer the above questions
- Ask and answer additional questions with the data
- Present the results of your analyses compellingly
- Proffer practicable recommendations on possible changes to *My Singing Monsters*' pricing and sale structure which could increase revenues

