Discovery & Monetisation

Tom Greenaway – Google

@tcmg
But first...

Can someone please take notes?
Why Discovery & Monetisation?
Discovery
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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