

# CRAFTING GOOD MONETIZATION ON THE TRADITIONAL CONSOLE



# WHO AM I?

NEVERA



UBISOFT™

10 YEARS IN THE  
INDUSTRY

GAME DESIGNER  
-  
PROJECT MANAGER



GAME DIRECTOR



ALL ASSASSIN'S CREED  
MULTIPLAYER GAMES

UBISOFT  
ANNECY STUDIO

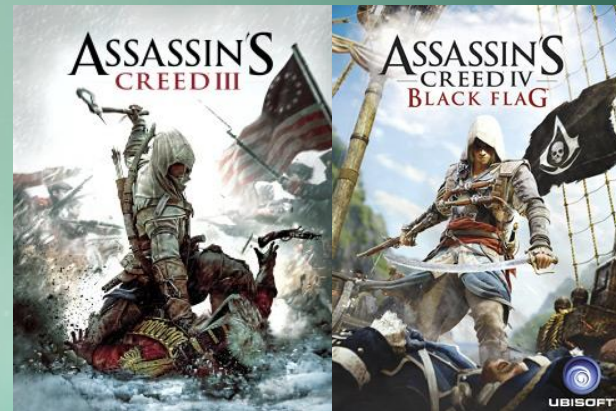


UBISOFT®  
MONTREAL

# I'M GOING TO EXPLAIN TO YOU...



## HOW WE HAVE INTRODUCED MONETIZATION



## INTO 60\$ PVP GAMES

*"You can hardly call Erudito Credits pay to win"*  
*"So I can literally just spend a few bucks to unlock the good stuff? Sounds fine to me."*

## WITH THE SUPPORT OF OUR FANS

WHY THIS TALK?



WHY MONETIZATION MATTERS?



ON ONE HAND...

Second Screen

Social features

Production cost

\$\$

Post-launch

Online

Multiplatform



DLC

Multi Studio  
production



INCREASING PRODUCTION COMPLEXITY

ON THE OTHER HAND...

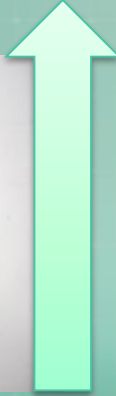


GAME PRICE = ENTRY BARRIER



F2P QUALITY RISING

WITHOUT FORGETTING THAT...



GAMERS ARE SPENDING MORE TIME ON FEWER GAMES

So?



SO HOW CAN WE CONTINUE TO DEVELOP PROFITABLE BLOCKBUSTER GAMES?

# WITH DLCs?

■ ~~DLC?~~

=

extra content

=

extra cost

■ Monetization?



No extra content needed (uses game content)



But must not negatively impact players' experience



# THE QUESTION WE ASKED OURSELVES

How can we monetize a game already sold 60\$?



And enhance the player's experience at the same time!

## THE TALK OBJECTIVES

Share  
~~Give you a recipe~~  
Personal experience

Learnings

# AGENDA

What is Assassin's Creed MP

How we prepared the game for the monetization

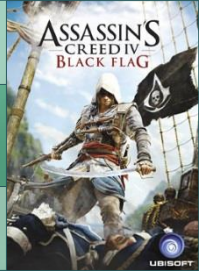
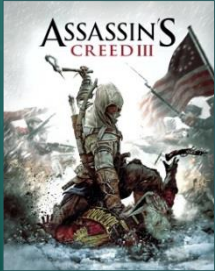
Monetization systems in AC3

AC3 Statistics study & learnings

Monetization systems in AC4BF

AC4BF Statistics study & learning

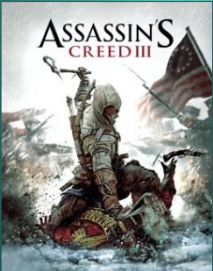
Takeaway



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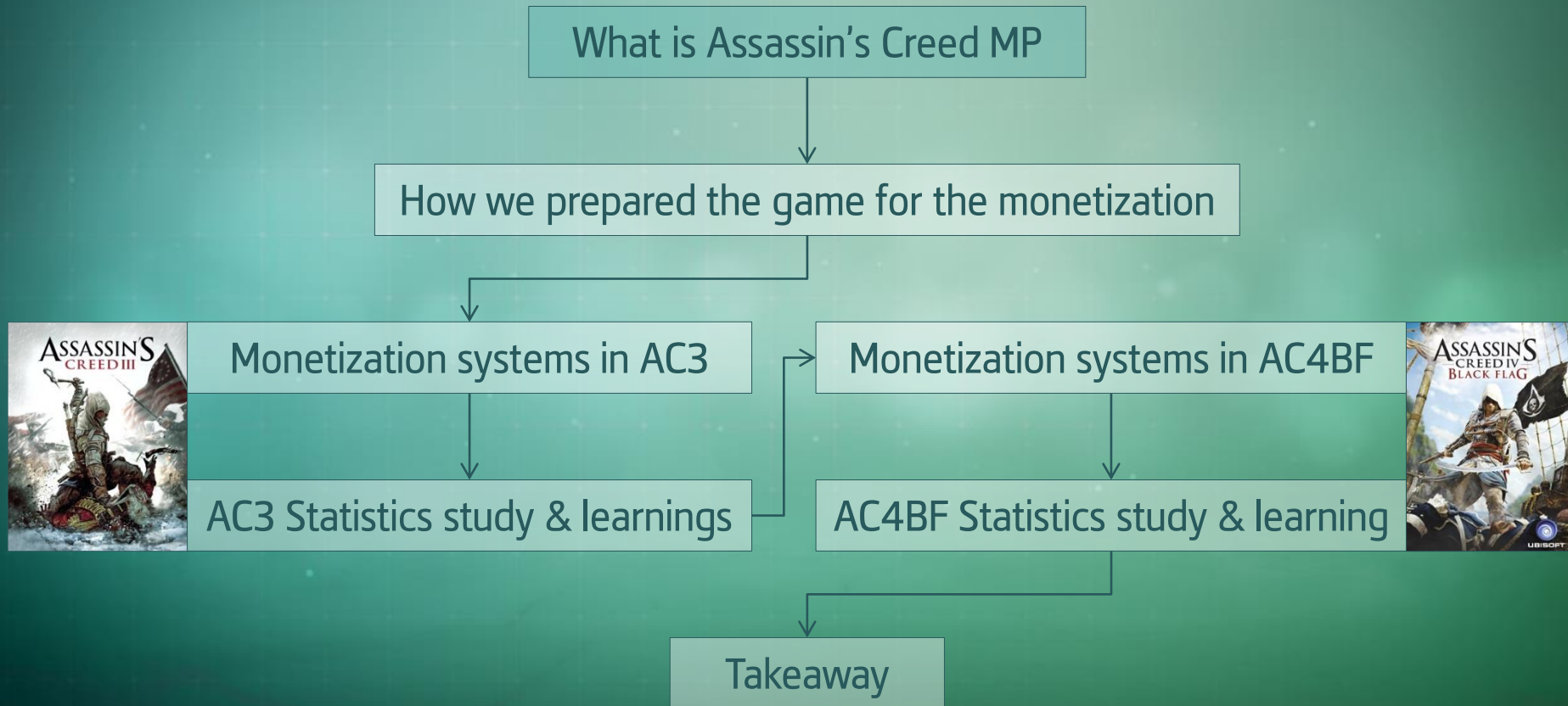
Takeaway

# WHAT IS ASSASSIN'S CREED MULTIPLAYER?





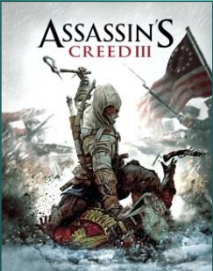
# AGENDA



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AC4BF Statistics study & learning

Takeaway

# HOW DID WE INTRODUCE MONETIZATION?

- Monetization started in AC3
- But our 1<sup>st</sup> step was Assassin's Creed Revelations





## PLAYER MOTIVATION: LEVELING & REWARD 2.0

### ❖ MONETIZATION

- From an unlock system (ACB) to a currency system (ACR)
- All in-game content is sold through a shop

### ❖ FIRST STEP IN AC MULTIPLAYER

- First steps that can lead to a real currency in-game (AC<sub>3</sub>?)
- Way to learn items popularity and player buying behaviors



# 1<sup>ST</sup> STEP: ASSASSIN'S CREED REVELATIONS

- Introduction of Abstergo Credits



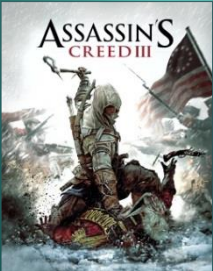
- Learn player behaviors and build the foundations of AC3



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AC4BF Statistics study & learning

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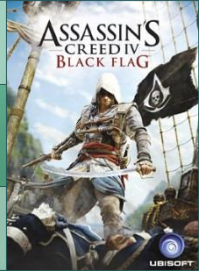
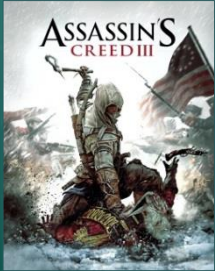
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Monetization systems in AC4BF

AC4BF Statistics study & learning

Takeaway





ACIII CONTENT & MONETIZATION

LB ◀ ▶ RB

HOME > EXPERIENCE FROM SESSION SCORE > REWARDS >

WOLFPACK (INVITE ONLY) - STANDARD  
GAME STARTS IN: 4 (1/4)

6 Michel Moustaky NAT  
2086  
0

### REWARDS



### SIXTH SENSE

Reveals NOTORIOUS PURSUERS behind you and decreases the time needed to ESCAPE PURSUERS during a CHASE.

### UNLOCK CONDITIONS



(A) BUY

### ON NEXT LEVEL UP:



(Y) You can unlock new FILES and VIDEOS in the ABSTERGO STORY.

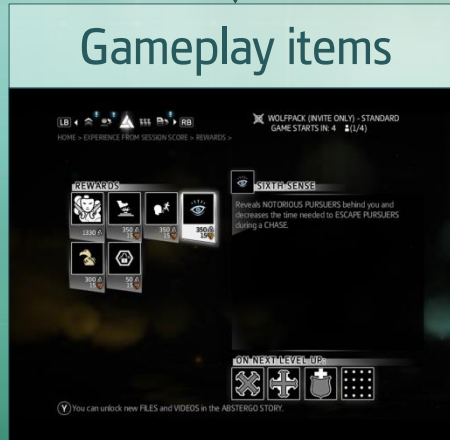
(B) BACK

AC3 CONTENT DESCRIPTION

## Player Progression



## Gameplay items



Abilities, Perks, Streaks

➔ “Weapons”



# GAMEPLAY ITEMS PHILOSOPHY

- Horizontal progression (not a vertical one)



- Unlock new different tools, not better ones



- Players have to learn how to play well with them



- Some are more adapted to specific modes than others

# AC3 CONTENT

## Player Persistency

### Appearance items: Characters



### Gameplay items



Abilities, Perks, Streaks

➔ "Weapons"

# APPEARANCE ITEMS: EXAMPLE OF CHARACTERS

THE COMMANDER



THE LADY MAVERICK



THE MOUNTEBANK

THE SILENT SHADOW



THE CARPENTER



# UNIQUE CHARACTER SELECTION



CHARACTERS ARE EXCLUSIVE (ONE PER PLAYER PER SESSION)

# AC3 CONTENT

## Player Persistency

### Appearance items: Characters



### Gameplay items




### Appearance items: Profile





# APPEARANCE ITEMS: PROFILE



[UBI] TaGaDaCM2  
The Illusionist

4 5

NEXT LEVEL IN 2985XP

98.477  
Abstergo Rank

27 50 ★  
AC LEGACY

TIME PLAYED	12880
AVERAGE SCORE / KILL	460
BEST SINGLE KILL SCORE	700
KILL / DEATH RATIO	10

FAVORITE ABILITY FAVORITE CHARACTER RELIC



# AC3 CONTENT

## Player Persistency

### Appearance items: Characters



### Gameplay items





### Appearance items: Profile











#### Get more ERUDITO CREDITS

ERUDITO CREDITS can be purchased by selecting GET ERUDITO CREDITS in the ABSTERGO STORE. These ERUDITO CREDITS will allow you to unlock and buy any ITEM below level 50, disregarding their UNLOCK CONDITIONS.

▶ (A) Buy a pack of 20  - 80 

Buy a pack of 50  - 120  ( 20  for free)

Buy a pack of 155  - 300  ( 80  for free)

Buy a pack of 380  - 600  ( 230  for free)

Buy a pack of 925  - 1200  ( 625  for free)

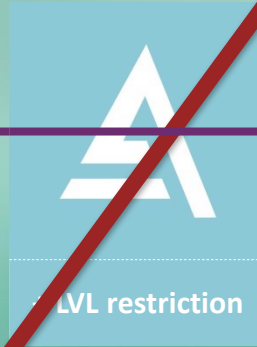
## AC3 MONETIZATION SYSTEMS

# ITEMS UNLOCK

Erudito Credits



Abstergo Credits



Body parts



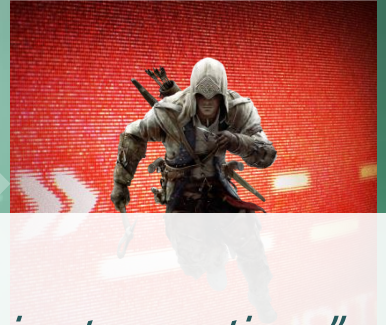
# ERUDITO CREDITS WITHIN STORYLINE CONTEXT

## ABSTERGO ENTERTAINMENT



VS

## ERUDITO



Kotaku: *"It's at least refreshing to see a game have some fun with microtransactions."*



+ Lvl

PROVIDES



ANIMUS

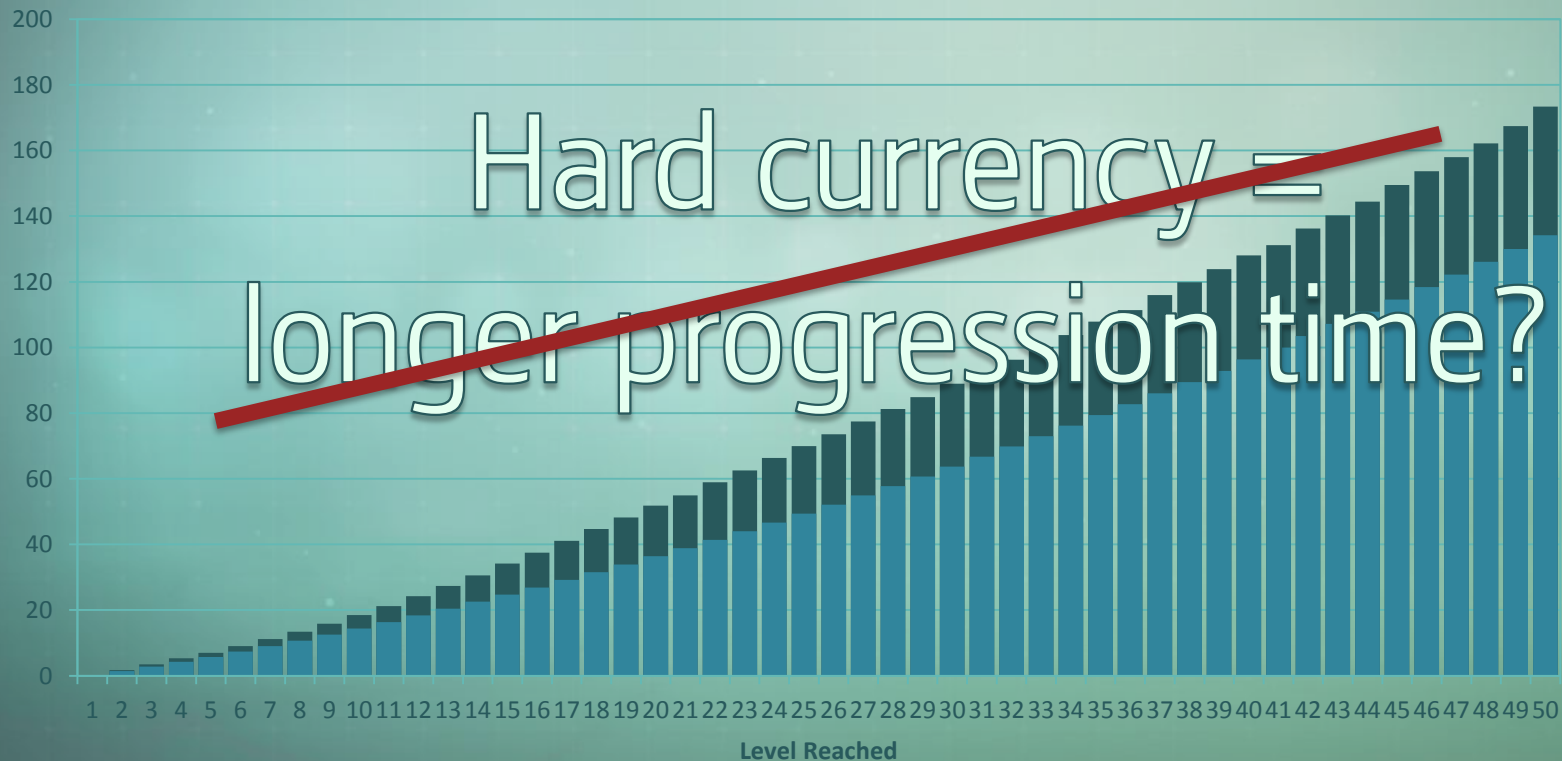
HACKS





# AC3 VS ACR PROGRESSION CURVE

Amount of Matches



■ ACR



■ AC3



# MONETIZATION DESCRIPTION

## EARN ABSTERGO CREDITS



Abstergo Credits

**+ Level unlock**

Time investment

## BUY ERUDITO CREDITS



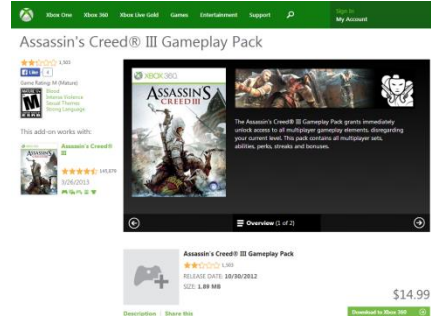
Erudito Credits

**Level unlock**

Impulse Purchase

## BUY PACKS

XBOX  
LIVE



Smart Money



# MONETIZATION OVERVIEW

Abstergo Credits



Erudito Credits

## #1 GAMEPLAY PACK

Abilities



Perks



Streaks



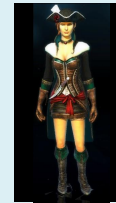
Bonus



Sets



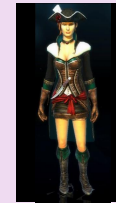
Basic Packs



Title



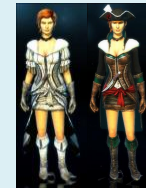
Champion Packs



Title



Costumes



## #2 APPEARANCE PACK

Body parts, Face & Colors



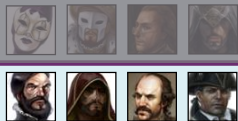
Weapons



Animations



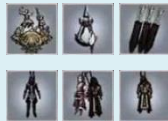
Patron Pictures



Emblems



Relics




Titles

- ☐ Progression
- ☐ Challenges
- ☐ Story
- ☐ Exclusive

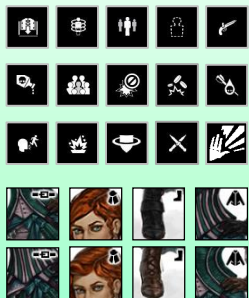
Achievement and Prestige items

# ERUDITO CREDITS PACKS

 ERUDITO CREDITS	Price (\$)
Pack of 20	0.99
Pack of 50	1.99
Pack of 155	4.99
Pack of 380	9.99
Pack of 925	19.99

- EC value decreases from the smallest to the biggest offer
- Lower price packs for spare MS points/dollars in the wallet
- Higher price pack for top buyers aka “whales” (but not too high)

- Prices designed to have spares after items purchases (MS points model)



## GAMEPLAY AND APPEARANCE ITEMS

Tiers	Level		Price (AC)	Time to unlock		Price (EC)	Price (\$)
#1	1-10		600 (max)	40min		15	~0.75
#2	11-20		850 (max)	1h		45	~1.80
#3	21-30		1200 (max)	1h20		110	~4.50



## ITEMS DESIGNED FOR MONETIZATION (Champion Packs & Costumes)

Item type		Price (AC)	Time to unlock		Price (EC)	Price (\$)
Costume		2500 (max)	2h50		90	~3.50
Champion Pack		20 000(max)	22h		150	~5

# CHAMPION PACK SPECIFIC MECHANIC

- Only 4 champions packs available per week (to get players' attention)

**#1 Champion Pack**

Icons:     




Title 














**Week 2**








**#3 Champion Pack**

Icons:     




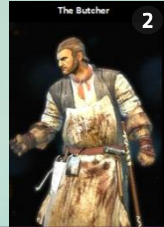
Title 











**Week 3**




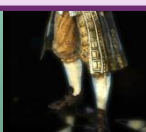



**#3 Champion Pack**

Icons:     





Title 

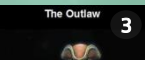


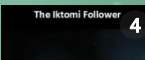


**Week 4**

















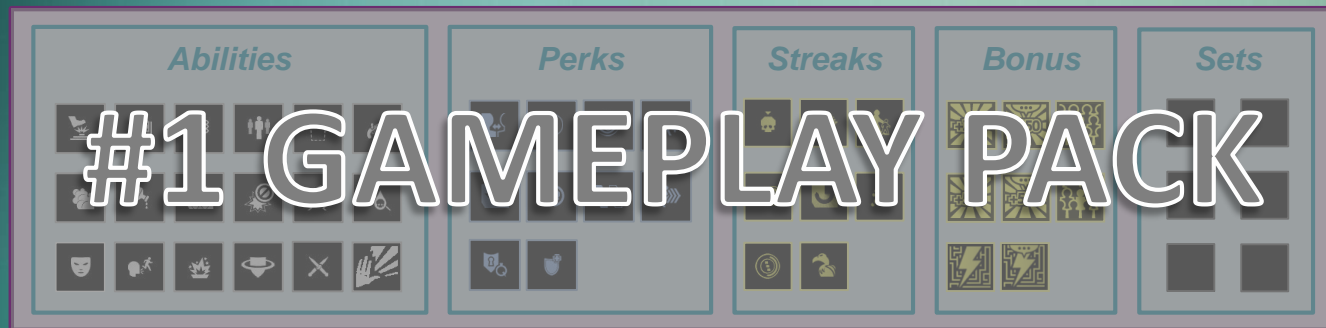
**#4 Champion Pack**

Icons:     

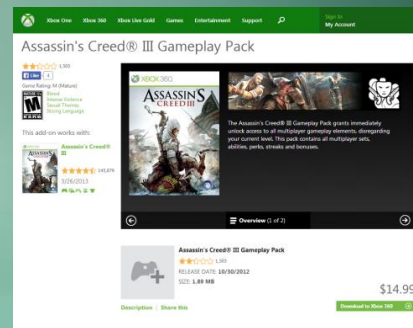


Title 





- Sold like a DLC on Xbox 360
- Sold like an in-game item on PS3
- Price: 15\$



# SPECIAL EVENTS

- Happy hour weekends (sales on EC packs: price or amount)
- In-game events XP week-end to attract players

ACIII MP		Mo Tu We Th Fr Sa Su							POST-LAUNCH SCHEDULE						
2012		Mo	Tu	We	Th	Fr	Sa	Su	IMPORTANT DATES	BIG EVENTS	HAPPY HOURS W.E.	XP BOOST W.E.	CLASS PACK #1	CLASS PACK #2	CLASS PAC
		1	2	3	4	5	6	7							
OCT	40	1	2	3	4	5	6	7			See rab 2 for complete price list				
	41	8	9	10	11	12	13	14			Note that the 20 EC pack is never discounted				
	42	15	16	17	18	19	20	21							
	43	22	23	24	25	26	27	28							
NOV	44	29	30	31	1	2	3	4							
	45	5	6	7	8	9	10	11							
	46	12	13	14	15	16	17	18							
	47	19	20	21	22	23	24	25							
DEC	48	26	27	28	29	30	1	2							
	49	3	4	5	6	7	8	9							
	50	10	11	12	13	14	15	16							
	51	17	18	19	20	21	22	23							
JAN	52	24	25	26	27	28	29	30							
	1	31	1	2	3	4	5	6							
	2	7	8	9	10	11	12	13							
	3	14	15	16	17	18	19	20							
FEB	4	21	22	23	24	25	26	27							
	5	28	29	30	31	1	2	3							
	6	4	5	6	7	8	9	10							
	7	11	12	13	14	15	16	17							
MAR	8	18	19	20	21	22	23	24							
	9	25	26	27	28	29	30	31							
	10	4	5	6	7	8	9	10							
	11	11	12	13	14	15	16	17							
APR	12	18	19	20	21	22	23	24							
	13	25	26	27	28	29	30	31							
	14	1	2	3	4	5	6	7							
	15	8	9	10	11	12	13	14							
MAY	16	15	16	17	18	19	20	21							
	17	22	23	24	25	26	27	28							
	18	29	30	1	2	3	4	5							
	19	6	7	8	9	10	11	12							
	20	13	14	15	16	17	18	19							
	21	20	21	22	23	24	25	26							
	22	27	28	29	30	31	1	2							
	23	3	4	5	6	7	8	9							
	24	10	11	12	13	14	15	16							



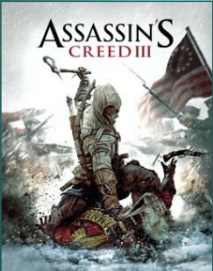
## TO RECAP: THE RULES WE ESTABLISHED

- Players are not forced to pay
  - No item exclusive to monetization (all items available in soft currency)
  - No extra grinding (easier progression curve than ACR)
- Prestige and achievement items not available through monetization
- Gameplay items designed with a horizontal progression in mind
- Monetization built within the game lore (Erudito Credits)
- No aggressive pricing

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Monetization systems in AC3

AC3 Statistics study & learnings

Monetization systems in AC4BF



AC4BF Statistics study & learning

Takeaway

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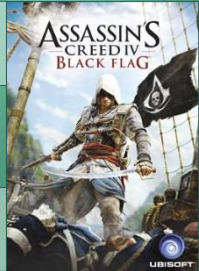
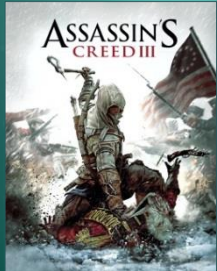
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Takeaway





[UBI]  
4

TaGaDaCM2  
The Illusionist



4NEXT LEVEL IN 2985XP5

98.477  
Abstergo Rank

  
2750★

AC LEGACY

TIME PLAYED12880

AVERAGE SCORE / KILL460

BEST SINGLE KILL SCORE700

KILL / DEATH RATIO10

FAVORITE ABILITY

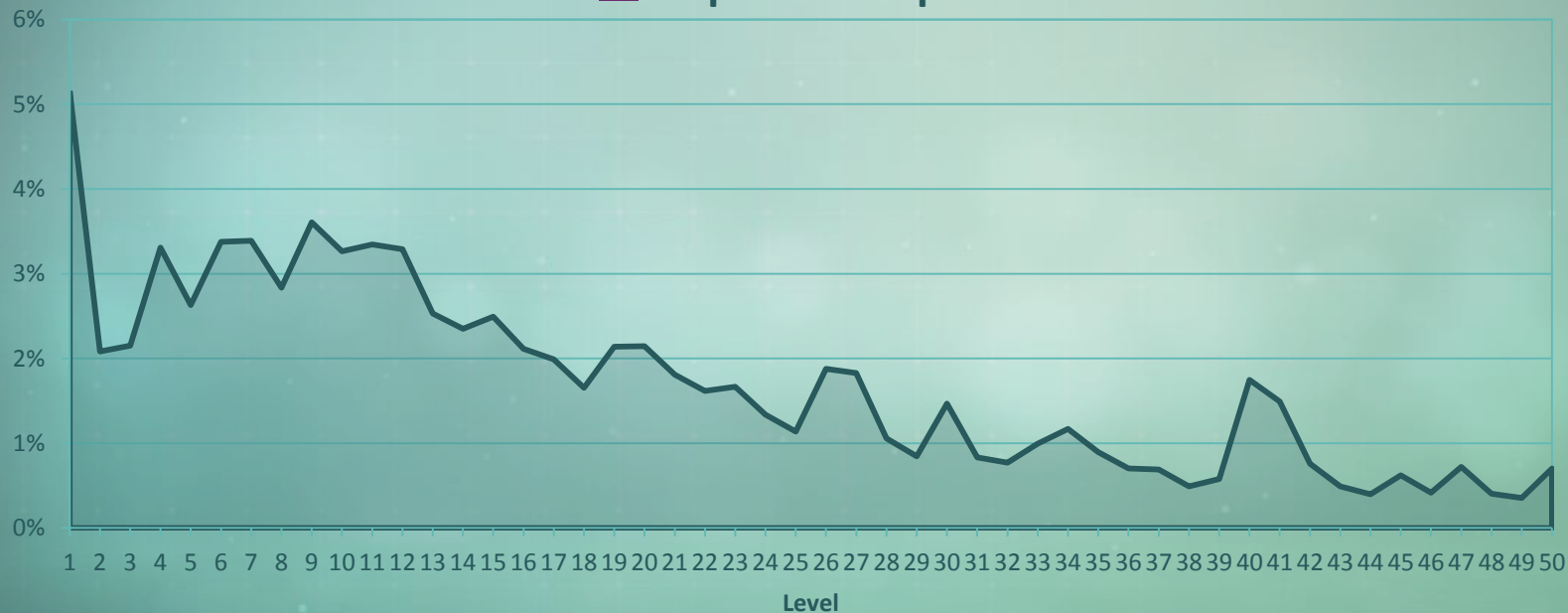
FAVORITE CHARACTER

RELIC

## AC3 STATISTICS & LEARNING

# AC3 - EC CONSUMPTION

EC purchases per level



AC3

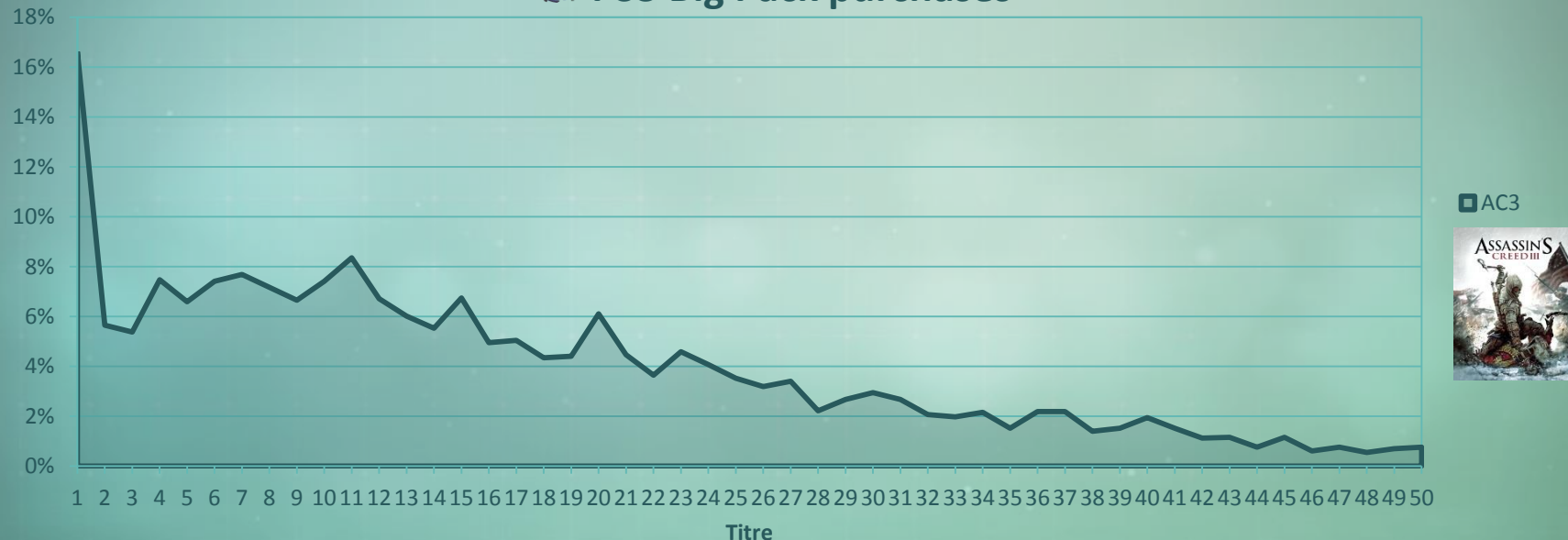


- EC are mostly bought at the beginning of the game



# AC3 - BIG PACKS CONSUMPTION

PS3 Big Pack purchases

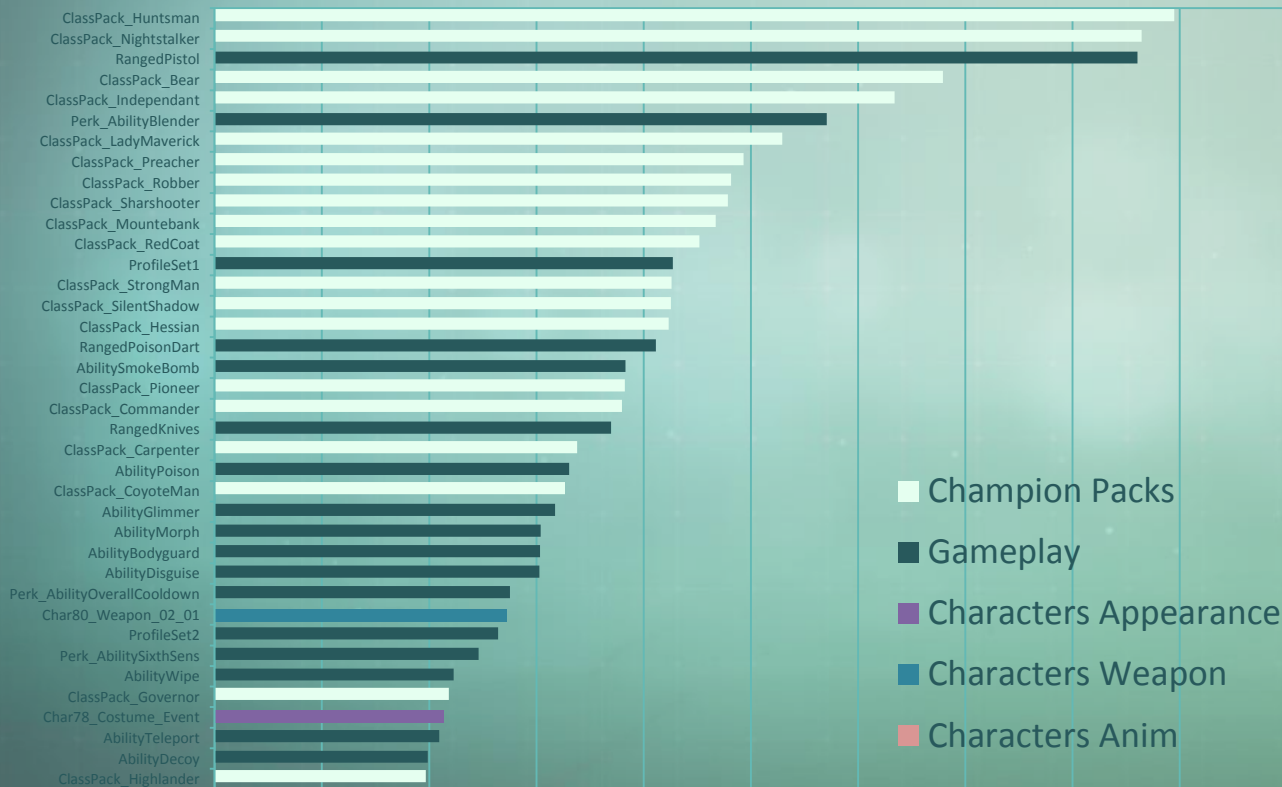


- Big packs are mostly bought at the beginning of the game



# AC3 - ITEMS CONSUMPTION

## Top items purchased in EC



## TOP ITEMS SOLD IN EC

Champion packs



Gameplay items

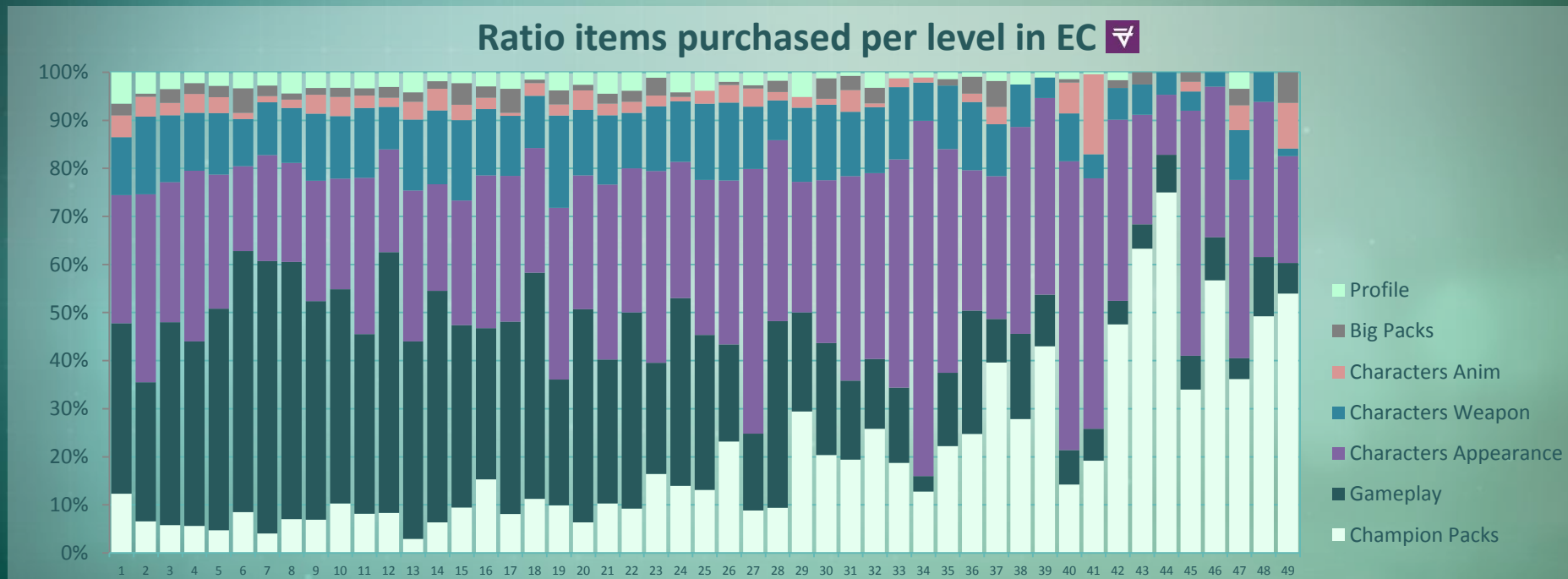


Characters Weapon



Costume events

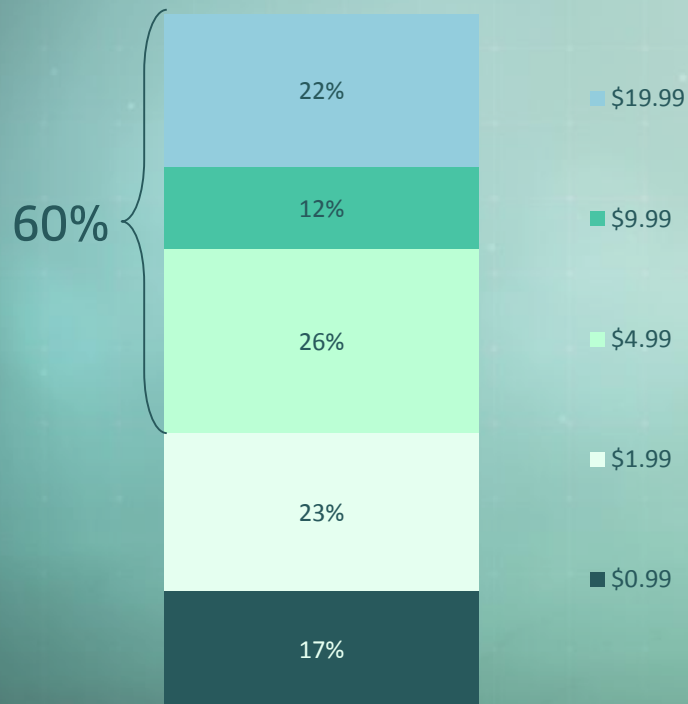
# AC3 - ITEMS PURCHASES PER LEVEL



- 
- Players focus on gameplay items first then appearance ones

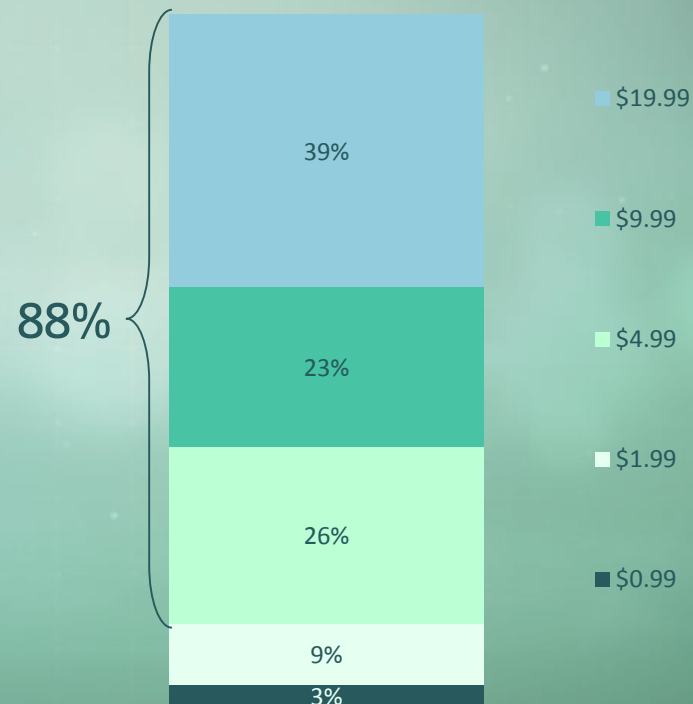
# AC3 - MONETIZATION REVENUE - EC PACKS

 **EC Packs Sales**



AC3

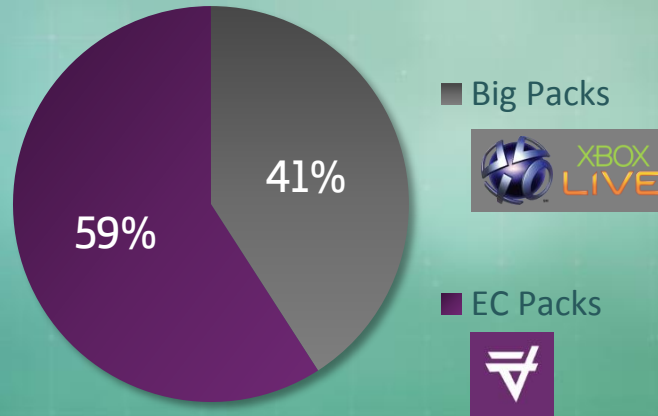
 **EC Packs Revenue**



AC3

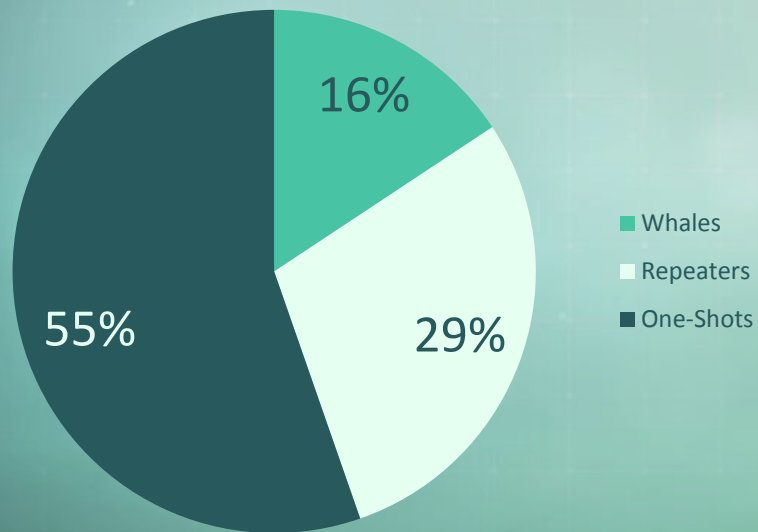
# AC3 - MONETIZATION REVENUE - BIG PACKS

REVENUE SPLIT

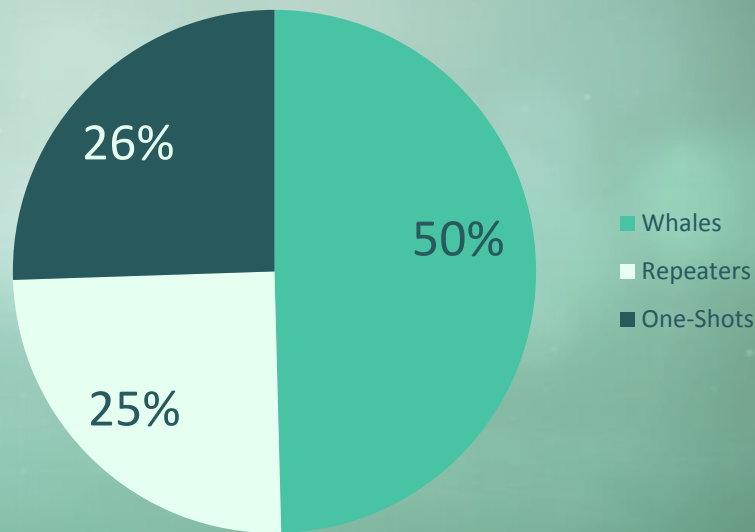


# AC3 - WHALES STUDY

## Buyers type distribution



## Revenue per buyer type



## AC3 MONETIZATION LEARNINGS & NEXT STEPS

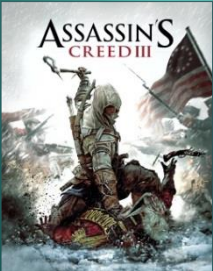
- No backlash from the fans: kept the community happy about it
- Most of the purchases at the beginning of the game
- What sells: Champion packs & gameplay items
- Most of the revenue from the biggest EC packs



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AC4BF Statistics study & learning

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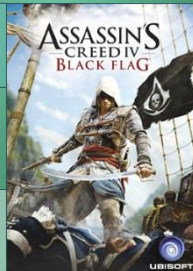
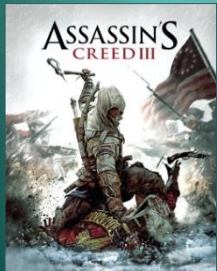
Monetization systems in AC3

AC3 Statistics study & learnings

Monetization systems in AC4BF

AC4BF Statistics study & learning

Takeaway



The background of the slide features a large, faint, light green Assassin's Creed logo, which is a stylized 'A' with a sword blade at the top and a shield at the bottom.

# ASSASSIN'S — CREED IV — BLACK FLAG™

AC4BF IMPROVEMENTS & MONETIZATION

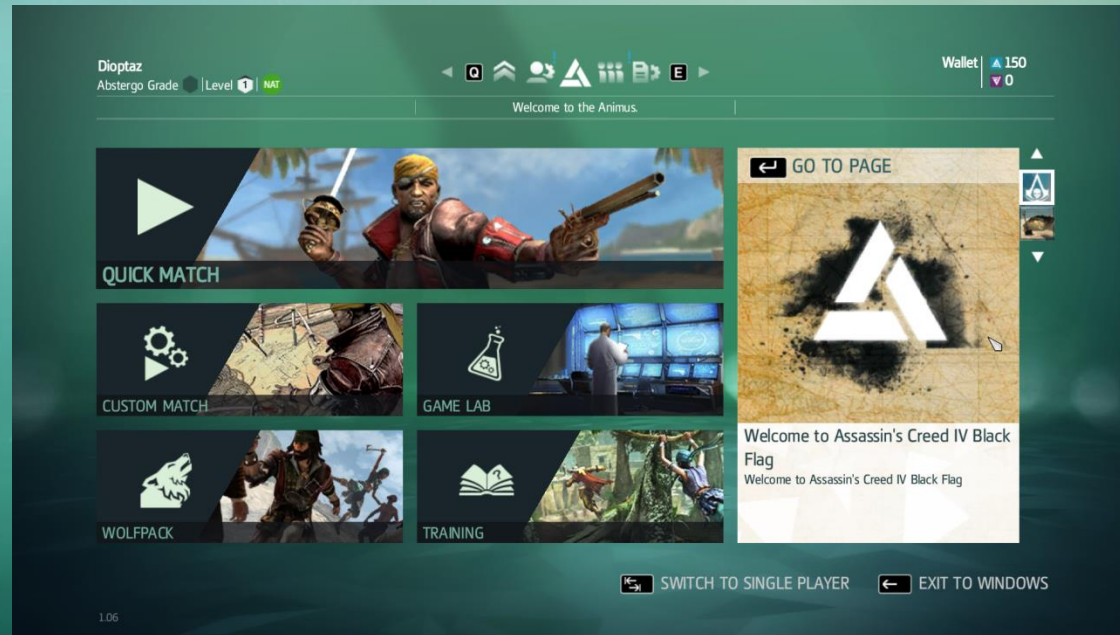
# AC4 MONETIZATION UPDATE

- Leverage on the same monetization rules
- Improve the sale of content
  - Better visibility
  - More content
  - Smarter distribution to increase variety purchases
- Increase the ARPPU
- Introduce new monetization systems



# AC4 MONETIZATION: PRESENTATION UPDATE

- Home page: new communication area to push content





Dioptaz

Abtergo Grade  Level  NAT



Wallet |  150  
 0

Welcome to the Animus.



QUICK MATCH



CUSTOM MATCH



GAME LAB



WOLFPACK



TRAINING

 GO TO PAGE



COMMUNITY REWARD

The performance of the Community in the last Event was impressive and you have been rewarded.



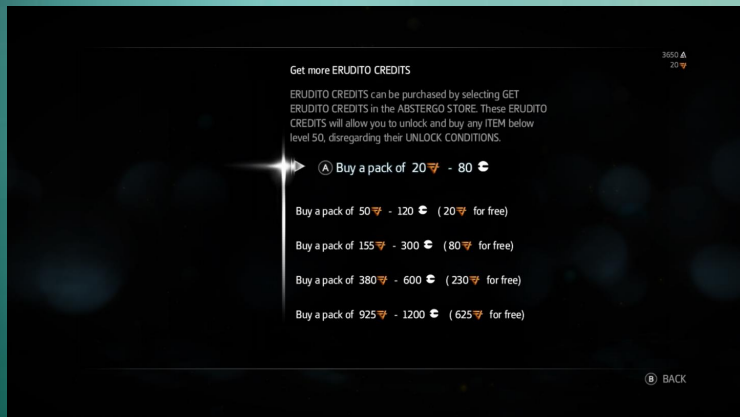
SWITCH TO SINGLE PLAYER



EXIT TO WINDOWS



# AC4 MONETIZATION: PRESENTATION UPDATE




- EC purchase window updated (new visual representation and improved text)






## Get more ERUDITO CREDITS

ERUDITO CREDITS can be purchased by selecting GET ERUDITO CREDITS in the ABSTERGO STORE. These ERUDITO CREDITS will allow you to unlock and buy any ITEM below level 50, disregarding their UNLOCK CONDITIONS.

▶ **(A) Buy a pack of 20  - 80 **

Buy a pack of 50  - 120  ( 20  for free)

Buy a pack of 155  - 300  ( 80  for free)

Buy a pack of 380  - 600  ( 230  for free)

Buy a pack of 925  - 1200  ( 625  for free)

Abstergo Grade  | Level  18 |  NATFUNDS 0 

## ABSTERGO STORE

If you don't want to wait to reach a specific level or collect a certain amount of Abstergo Credits, you can get ▼Erudito Credits. ▼Erudito Credits allow you to access most unlockable items of Assassin's Creed IV Black Flag Multiplayer.



## Choose your pack

**A OK B BACK**

# AC4 MONETIZATION: PRESENTATION UPDATE

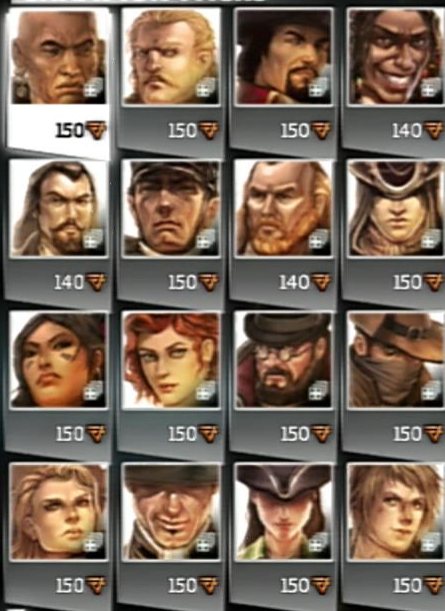
- Champion packs window improved (costume & items preview)





1/38

# CHAMPION PACKS



## WILD BEAR

This pack is made for those who like to surprise their OPPONENTS. It contains: POISON DART, CLOSURE, DISGUISE, HOT PURSUIT, KILL BUFFER, SILENT MASS MORPH, VISION, an exclusive costume, the Excellent War Club, an exclusive PATRON PICTURE, and 'The Wild Bear' TITLE and EMBLEM.

YOU ALREADY OWN ANY ITEM WITH THIS INDICATOR ✓



150

BUY



You can see

BACK



Dioptaz

Abstergo Grade  Level  NAT



Wallet |  150  
 0

Welcome to the Animus.

5/20

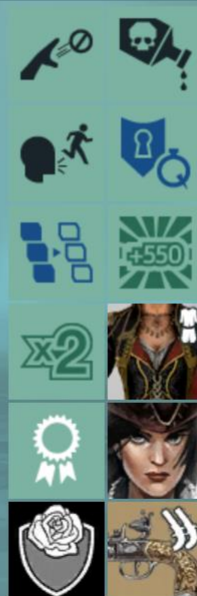
 CUSTOMIZATION

ABSTERGO STORE

## CHAMPION PACKS




## PACK ITEMS




The Black Rose

It's as sensual as it is lethal.

 BUY IN EC 639 

 BUY 30000 

 BACK



AC4BF CONTENT UPDATE

# AC4 CONTENT UPDATE

Abstergo Credits



Erudito Credits

## #1 GAMEPLAY PACK

Abilities

Perks

Streaks

Bonus

Sets

Basic Packs

Title

Champion Packs

Title

Costumes

## #2 APPEARANCE PACK

Body parts, Face & Colors

Weapons

Animations

Patron Pictures

Emblems

Relics

Titles

- ☐ Progression
- ☐ Challenges
- ☐ Story
- ☐ Exclusive

Achievement and Prestige items

x2

- More of what is bought in AC3
- Prestige items available in EC
- Global value of monetization doubled



# AC4 - NEW CHARACTER CUSTOMIZATION

- Costumes don't override body parts customization anymore



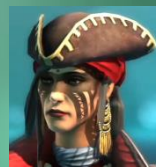
OR



AC3

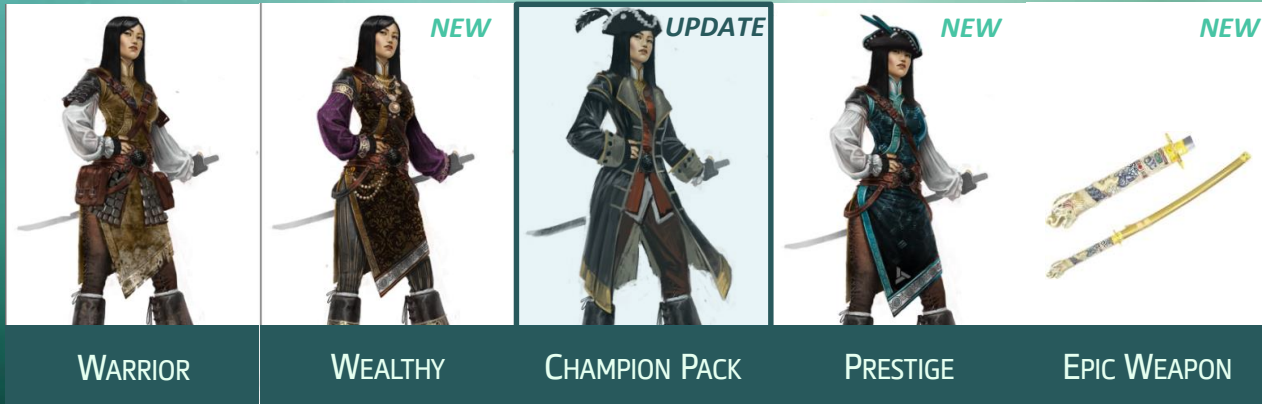
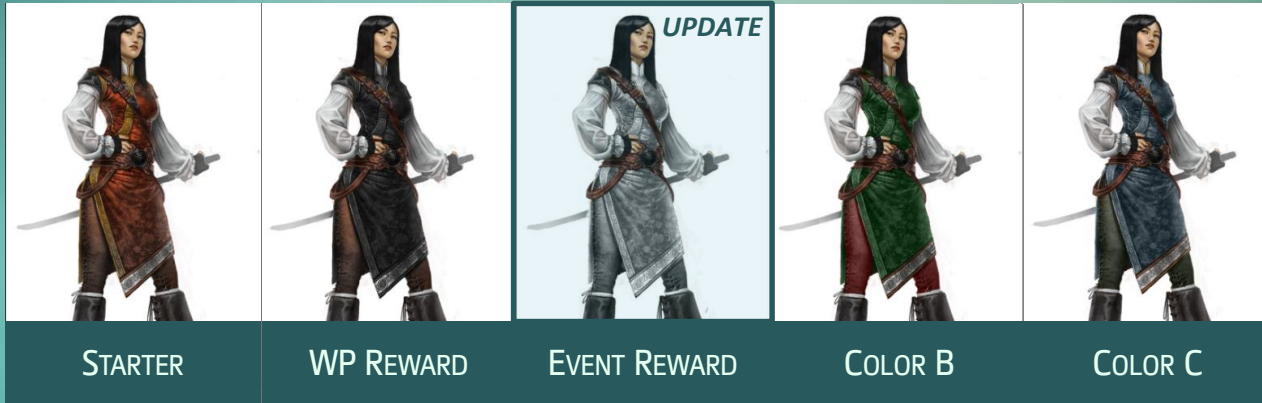


+



AC4

# AC4 - ITEMS DISTRIBUTION UPDATE



# AC4 - ITEMS DISTRIBUTION UPDATE



- Unlocked during community events (4 by 4)
- Reward for the event's challenge
- If not earned, sold after the event

➤ 6990 AC

➤ 199 EC



# AC4 - ITEMS DISTRIBUTION UPDATE



WARRIOR	WEALTHY	CHAMPION PACK	PRESTIGE	EPIC WEAPON
<ul style="list-style-type: none"> <li>High priced costume to buy</li> <li>Price 50 000 AC</li> <li>But 4 packs are half-price every week</li> </ul>	<ul style="list-style-type: none"> <li>NEW</li> <li>Price 20 000 AC</li> <li>319 EC</li> </ul>	<ul style="list-style-type: none"> <li>UPDATE</li> <li>Price 9900 AC</li> <li>399 EC</li> </ul>	<ul style="list-style-type: none"> <li>NEW</li> <li>Price 8900 AC</li> <li>319 EC</li> </ul>	<ul style="list-style-type: none"> <li>NEW</li> <li>Price 8900 AC</li> <li>319 EC</li> </ul>

# AC4 - ITEMS DISTRIBUTION UPDATE

- New Items released post-launch














AC4BF ARPPU INCREASE

# AC4 MONETIZATION: ERUDITO PACKS UPDATE

## AC3

 ERUDITO CREDITS	Price (\$)	% Free
Pack of 20	0.99	0%
Pack of 50	1.99	25%
Pack of 155	4.99	55%
Pack of 380	9.99	90%
Pack of 925	19.99	131%



## AC4

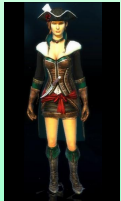

 ERUDITO CREDITS	Price (\$)	% Free
Pack of 250	4.99	0%
Pack of 700	9.99	40%
Pack of 2000	24.99	60%
Pack of 4500	49.99	80%
Pack of 10000	99.99	100%

- Raised anchor point and pricing + bigger gaps (leverage our whales)
- More controlled free offer (less exponential)



# AC4 MONETIZATION: ITEMS PRICING UPDATE

- Bigger EC numbers

<div></div> <div>PRICES EVOLUTION FROM AC3 TO AC4</div>			
Item type	AC3	AC4	Changes
Gameplay & Appearance items	15 to 110 EC (from ~0.75\$ to ~4.5\$)	39 to 319 EC (from ~0.80\$ to ~5\$)	No changes
Items designed for Monetization (Champion Packs & Costumes)	150 to 200 EC (from ~5\$ to ~7\$)	119 to 849 EC (from ~2.5\$ to ~12\$)	Bigger range Higher priced items

- Big packs: Price evolved from 15\$ to 25\$ (more items)



Dioptaz  
Abstergo Grade  Level 1 NAT



Wallet  150  
 0

Welcome to the Animus.

CUSTOMIZATION  
ABSTERGO STORE

**ABSTERGO** 

 3 Day(s) 4990  199 	 7 Day(s) 5990  239 	 30 Day(s) 12990  599 
 90 Day(s) 25990  1199 	 180 Day(s) 32990  1799 	 365 Day(s) 44990  2399 

### Abstergo privileges:




Dioptaz  
Follow me



**XP boost**  
You will benefit from an extra 25% XP for each of your Game sessions



**Abstergo  XP aura**  
Accompanying players will receive an extra 10% XP for that session




**Discount on Crafting**  
You will save 50% of your AC every time you craft an Ability




**Abstergo  icon**  
This icon will be displayed next to your Player name

7  
Day(s)

Improve your experience now!

Abstergo  delivers an enhanced version of the Assassin's Creed IV Black Flag Multiplayer experience. This prestigious service will provide you different advantages and will distinguish yourself among the Abstergo community.


Improve your experience now by choosing one of the available offers.

 BUY IN EC

239 

 BUY

5990 

 BACK

## AC4BF NEW MONETIZATION SYSTEM

## AC4 - ABSTERGO+ STATUS



- Subscription-based consumable

Diop taz

Abstergo Grade  Level  NAT



Wallet |  150  
 0

Welcome to the Animus.

 CUSTOMIZATION

 ABSTERGO STORE

**ABSTERGO** 



3  
Day(s)

4990   
199 



7  
Day(s)

5990   
239 



30  
Day(s)

12990   
599 



90  
Day(s)

25990   
1199 



180  
Day(s)

32990   
1799 



365  
Day(s)

44990   
2399 

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Diop taz  
Follow me



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Improve your experience now by choosing one of the available offers.

 **BUY IN EC** 239 

 **BUY** 5990 




 BACK

# AC4 - ABSTERGO+ STATUS

## ■ Gives in-game advantages and comfort

- Abstergo+ status: title + icon
- 20% XP Boost
- 5% Radiance XP Boost
- Crafting price -50%



	DAYS	Time to unlock in AC 	EC 	PRICE (\$)
	3	4h45	199	~5
	7 (1 week)	5h45	239	~5
	30 (1 month)	13h15	599	~10
	90 (3 months)	24h45	1199	~25
	180 (half year)	35h15	1799	~25
	365 (1 year)	42h45	2399	~50

# AGENDA

What is Assassin's Creed MP

How we prepared the game for the monetization

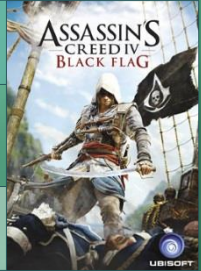
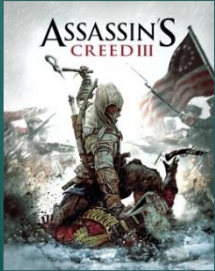
Monetization systems in AC3

AC3 Statistics study & learnings

Monetization systems in AC4BF

AC4BF Statistics study & learning

Takeaway





# AGENDA

What is Assassin's Creed MP

How we prepared the game for the monetization

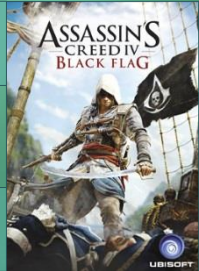
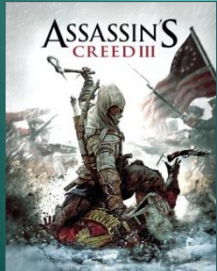
Monetization systems in AC3

AC3 Statistics study & learnings

Monetization systems in AC4BF

AC4BF Statistics study & learning

Takeaway

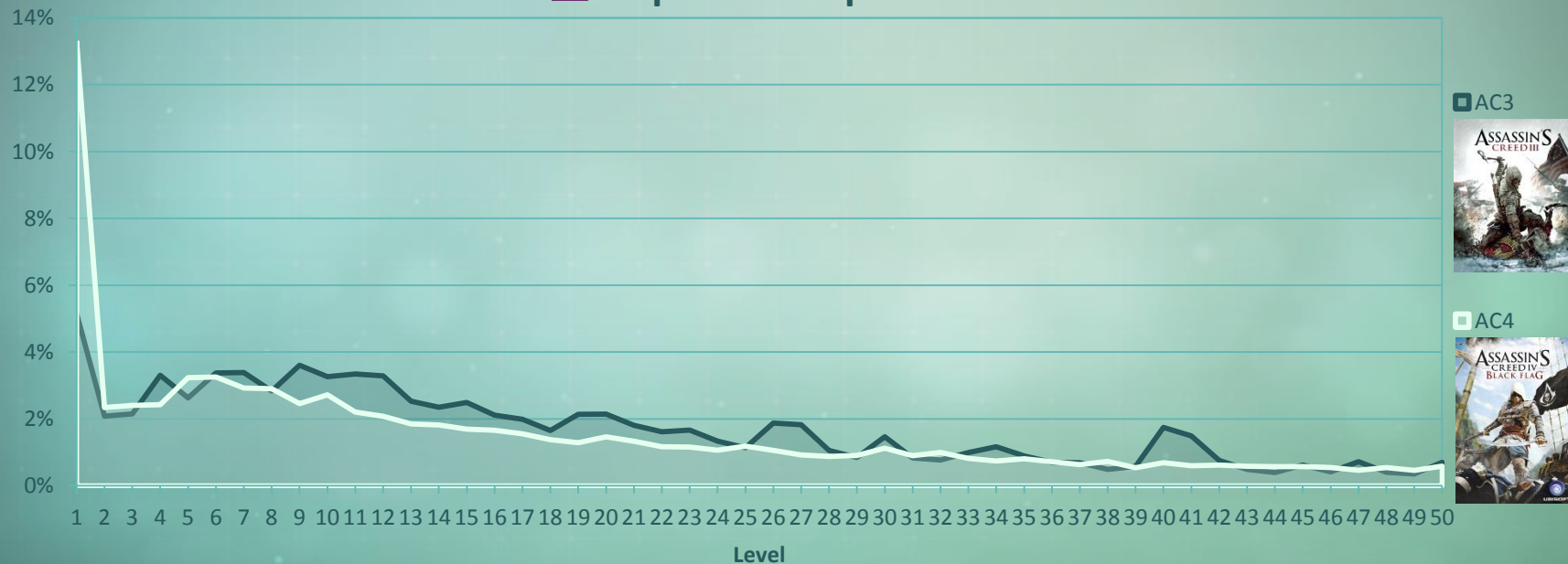




THE ACIVBF STATISTICS

# AC3 VS AC4 - EC CONSUMPTION

EC purchases per level



AC3



AC4

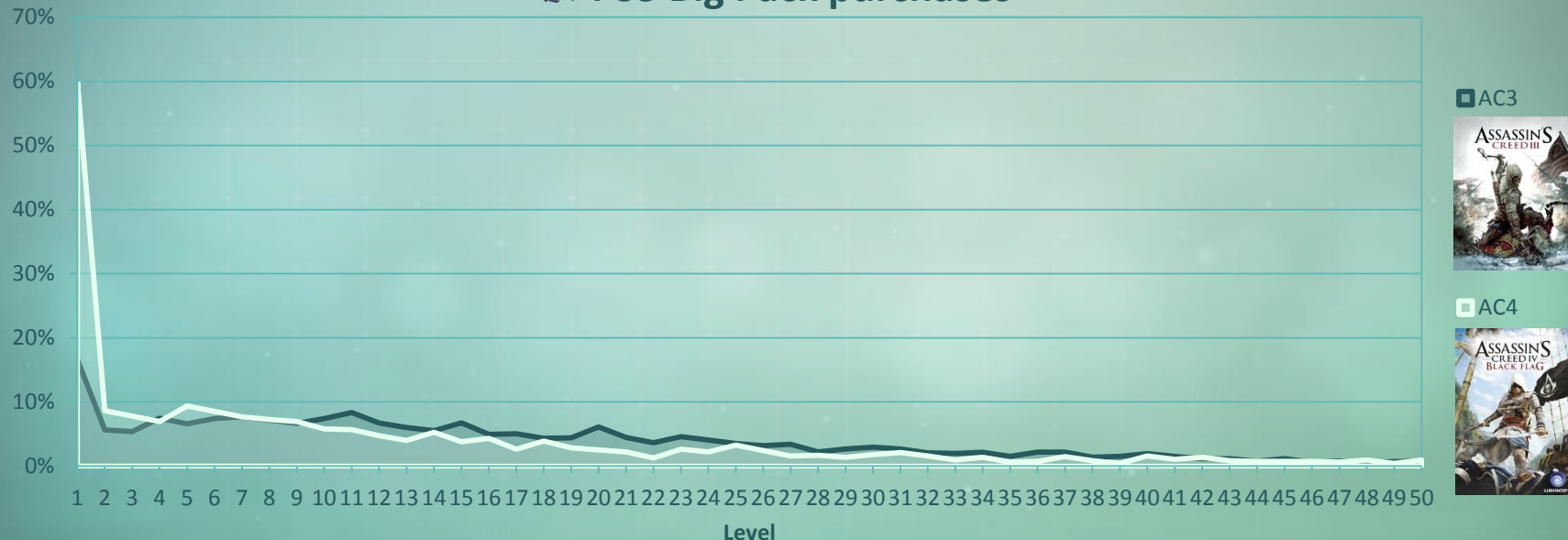


- EC are even more purchased at the game's beginning compared to AC3

# AC3 VS AC4 - BIG PACKS CONSUMPTION



## PS3 Big Pack purchases

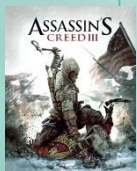
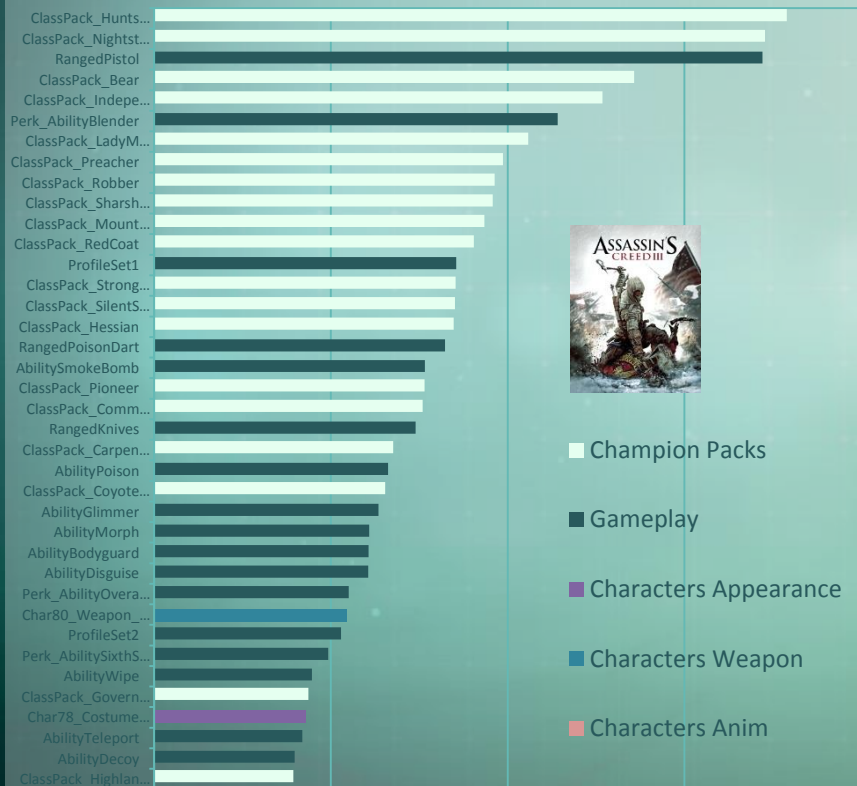


- Big Packs are even more purchased at the game's beginning compared to AC3

# AC3 VS AC4 - ITEMS CONSUMPTION IN EC

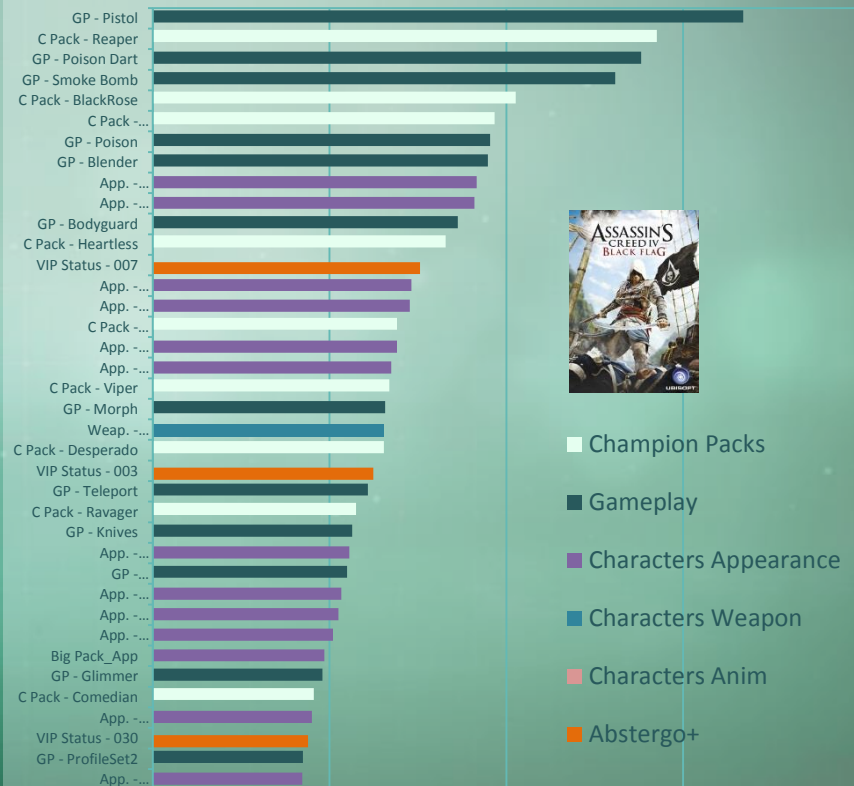
- More variety in AC4!

## AC3 - Top items



- Champion Packs
- Gameplay
- Characters Appearance
- Characters Weapon
- Characters Anim

## AC4 - Top items



- Champion Packs
- Gameplay
- Characters Appearance
- Characters Weapon
- Characters Anim
- Abstergo+



# AC3 VS AC4 - CHARACTER ITEMS DISTRIBUTION

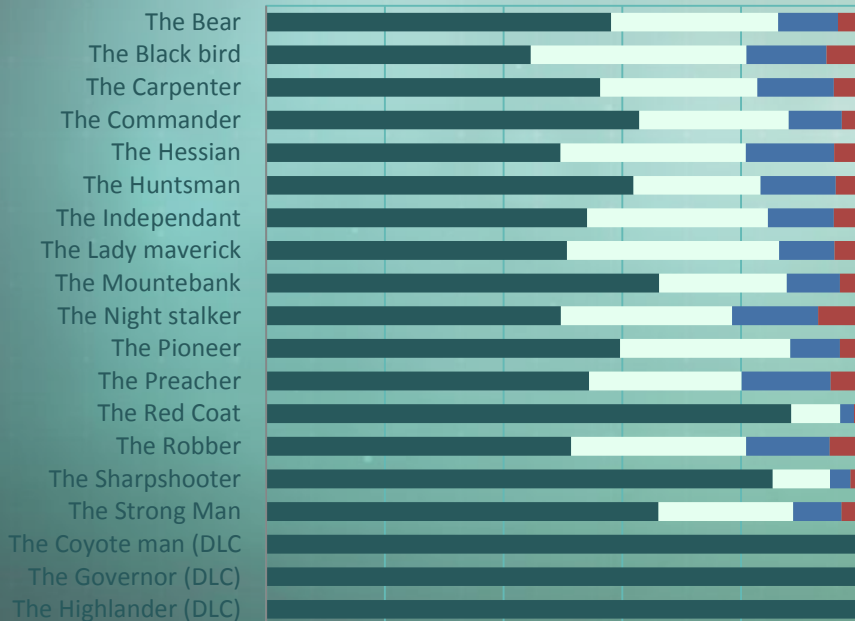
- Better distribution in AC4!



## AC3 - Items distribution

- Champion Packs
- Characters Appearance
- Characters Weapon

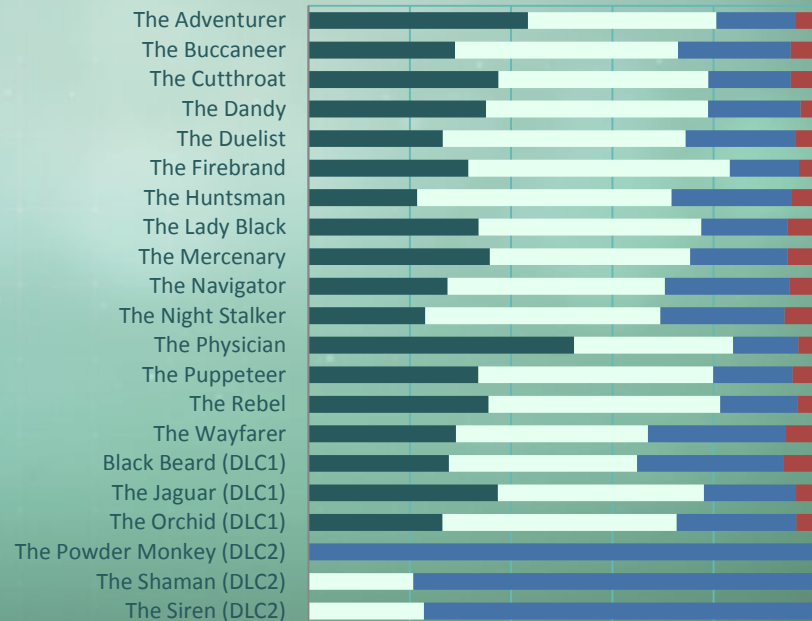
0% 20% 40% 60% 80% 100%



## AC4 - Items distribution

- Champion Packs
- Characters Appearance
- Characters Weapon
- Characters Anim

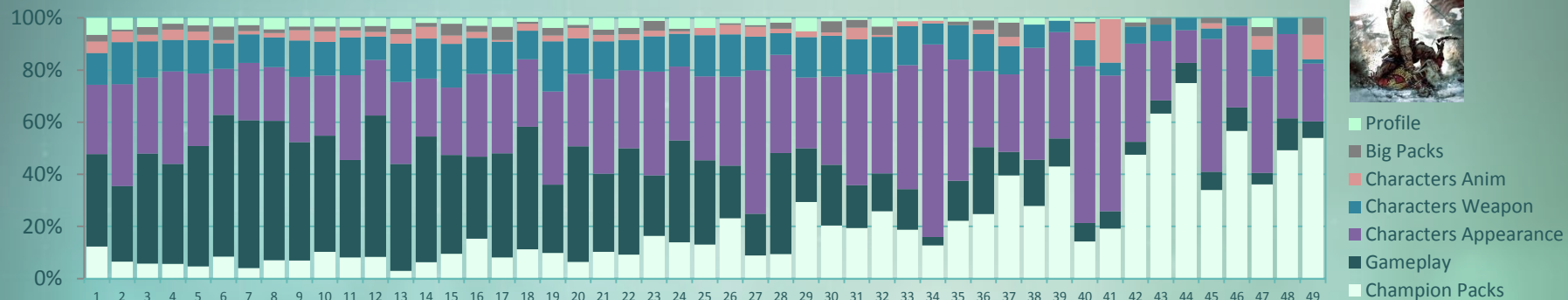
0% 20% 40% 60% 80% 100%



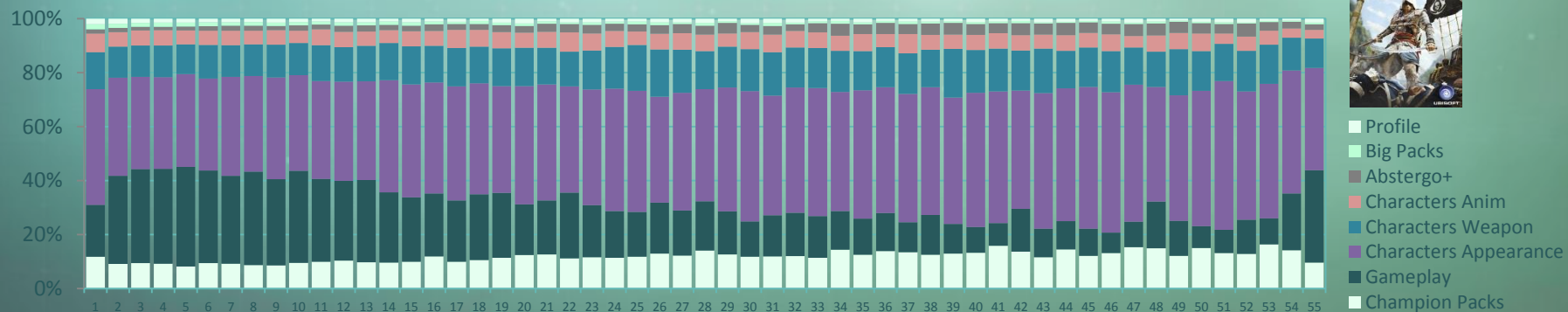


# AC3 VS AC4 - ITEMS PURCHASES PER LEVEL

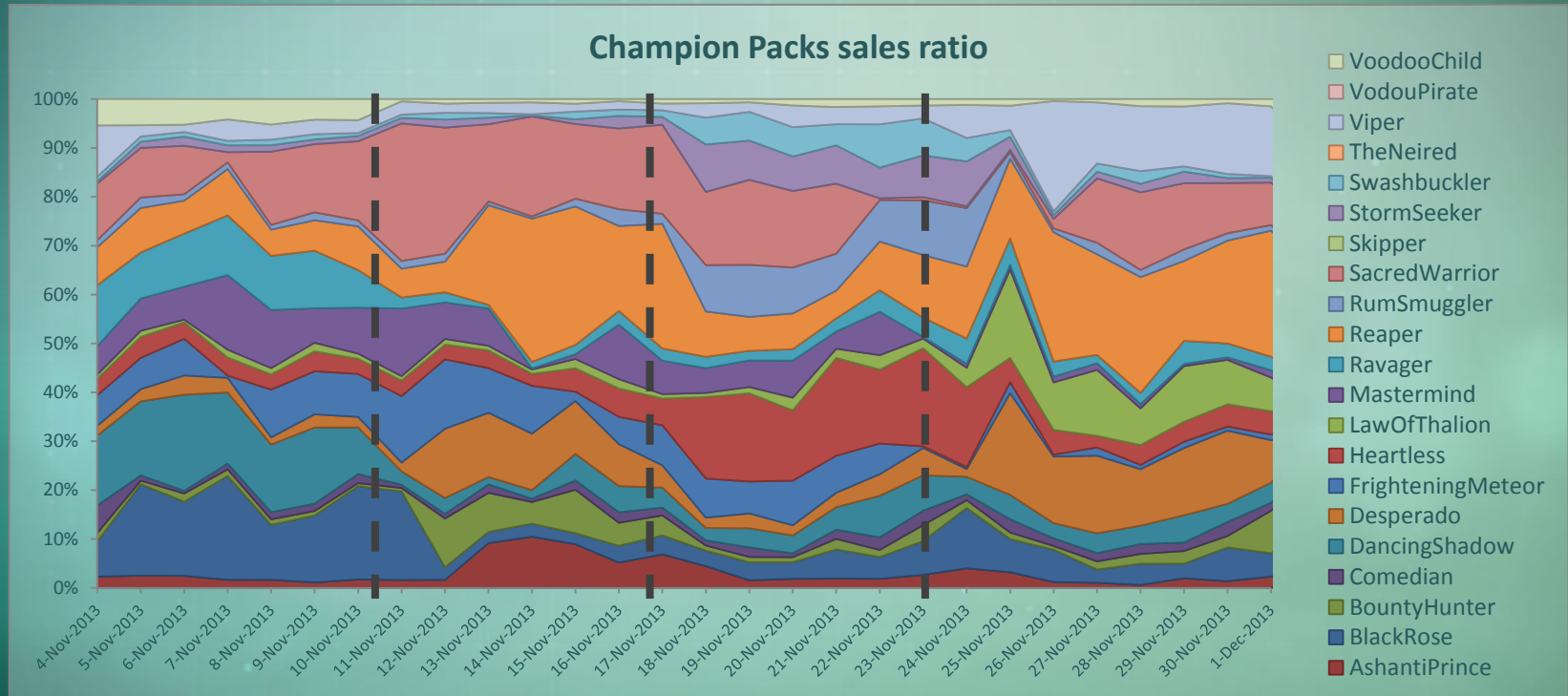
## AC3 - Items purchases per level in EC



## AC4 - Items purchases per level in EC



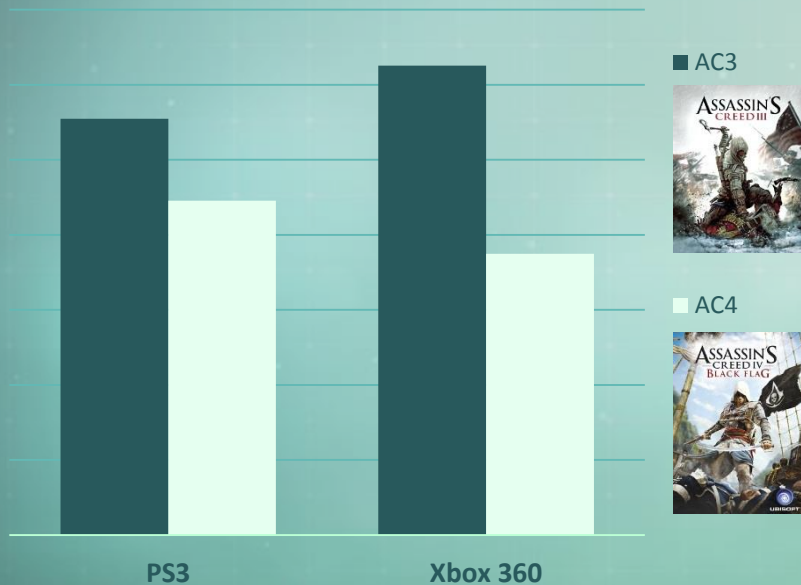
# AC4 - CHAMPION PACKS NEW TURNOVER



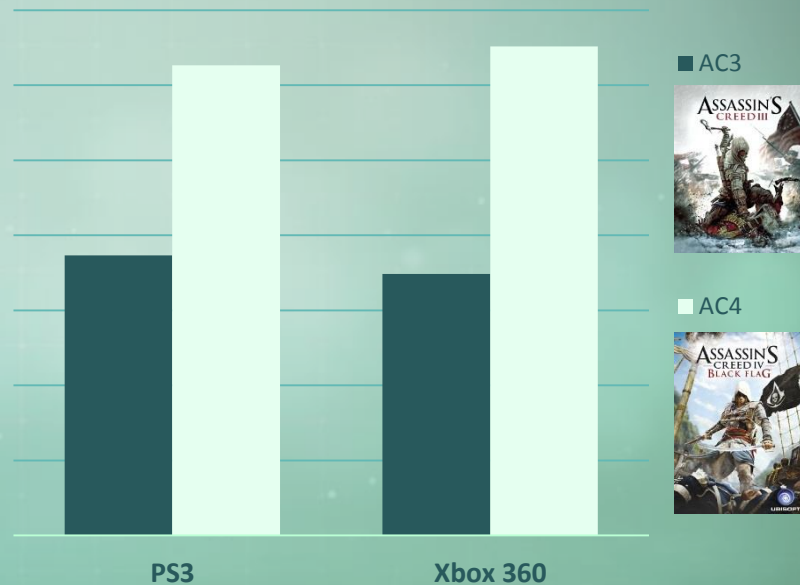
- Turnover works well and full price packs sell as well

# AC3 VS AC4 - CONVERSION RATE & ARPPU

## Conversion to Buyers



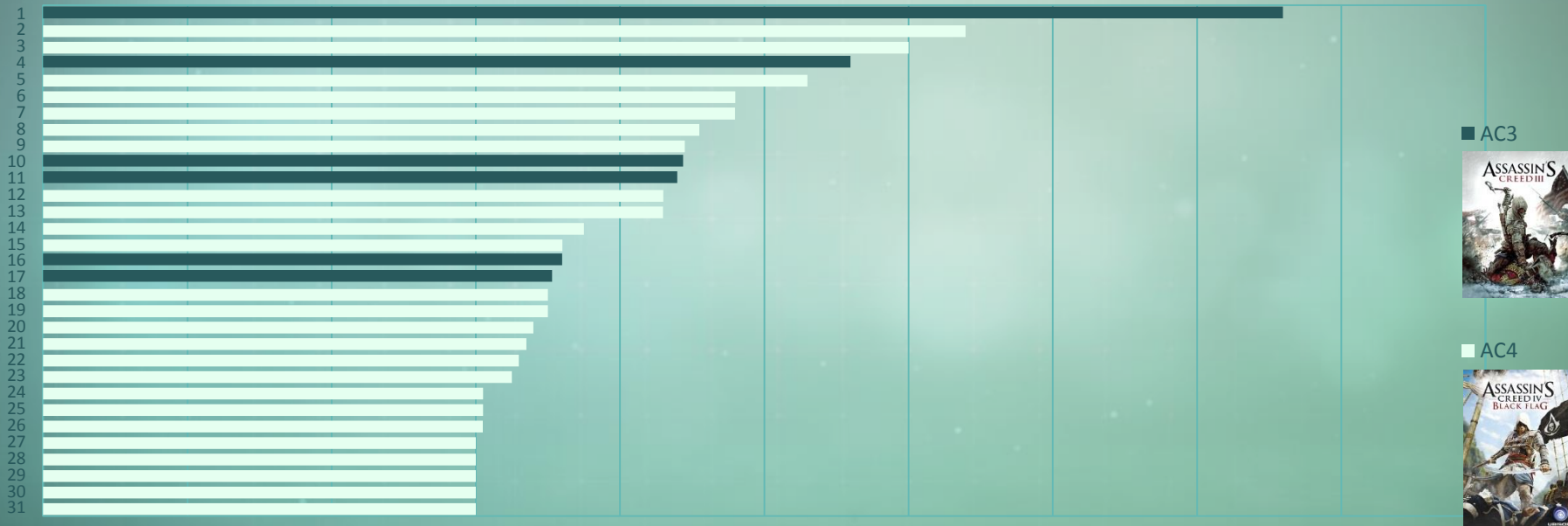
## ARPPU



- Conversion rate lower while ARPPU almost doubled

# AC3 VS AC4 - WHALES

Top Buyers AC3 & AC4



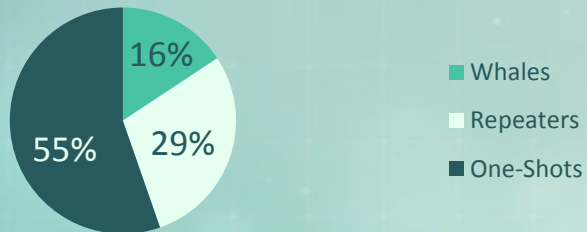
- Higher number of Top Buyers on AC4

# AC3 VS AC4 - WHALES

- Less whales/repeaters in AC4



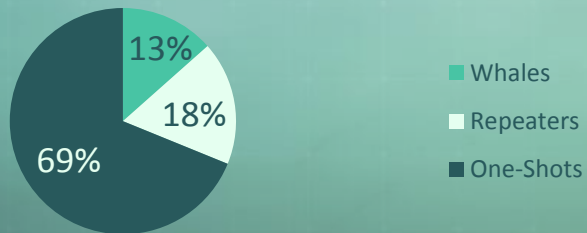
## AC3 - Player profiles among buyers



## AC3 - Revenue from player profiles



## AC4 - Player profiles among buyers

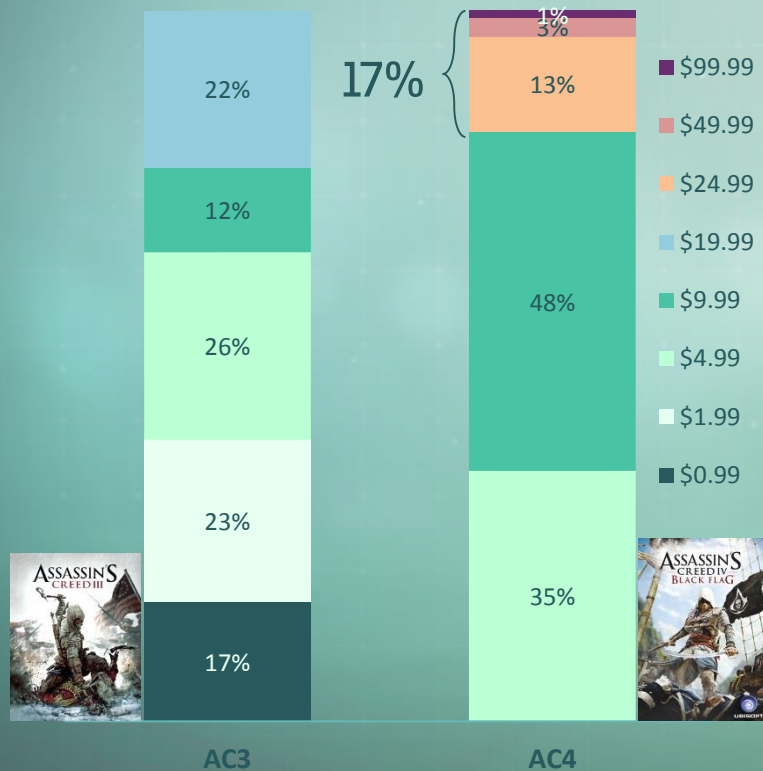


## AC4 - Revenue from player profiles

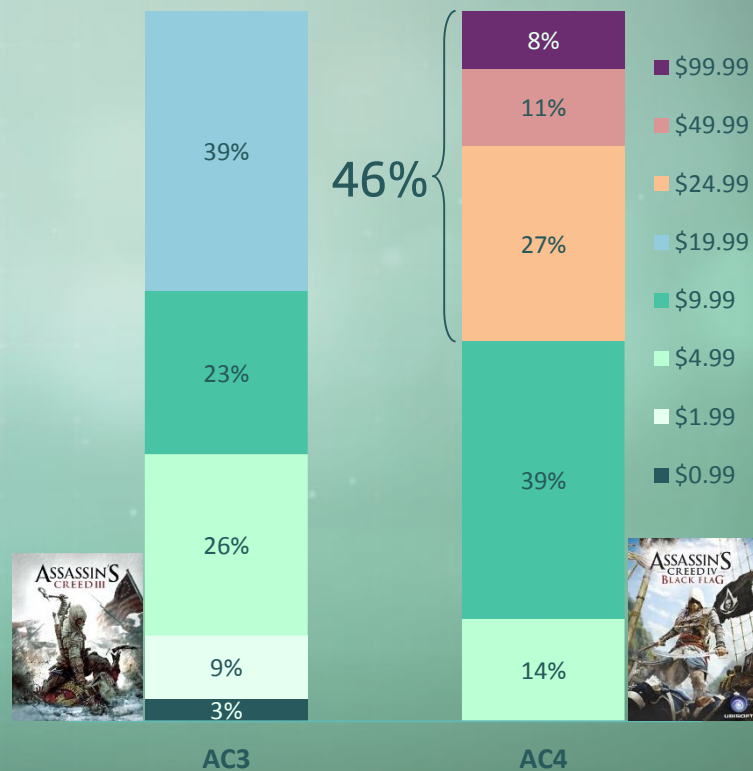


# AC3 VS AC4 - EC PACKS SALES & REVENUE

 **EC Packs Sales ratio**

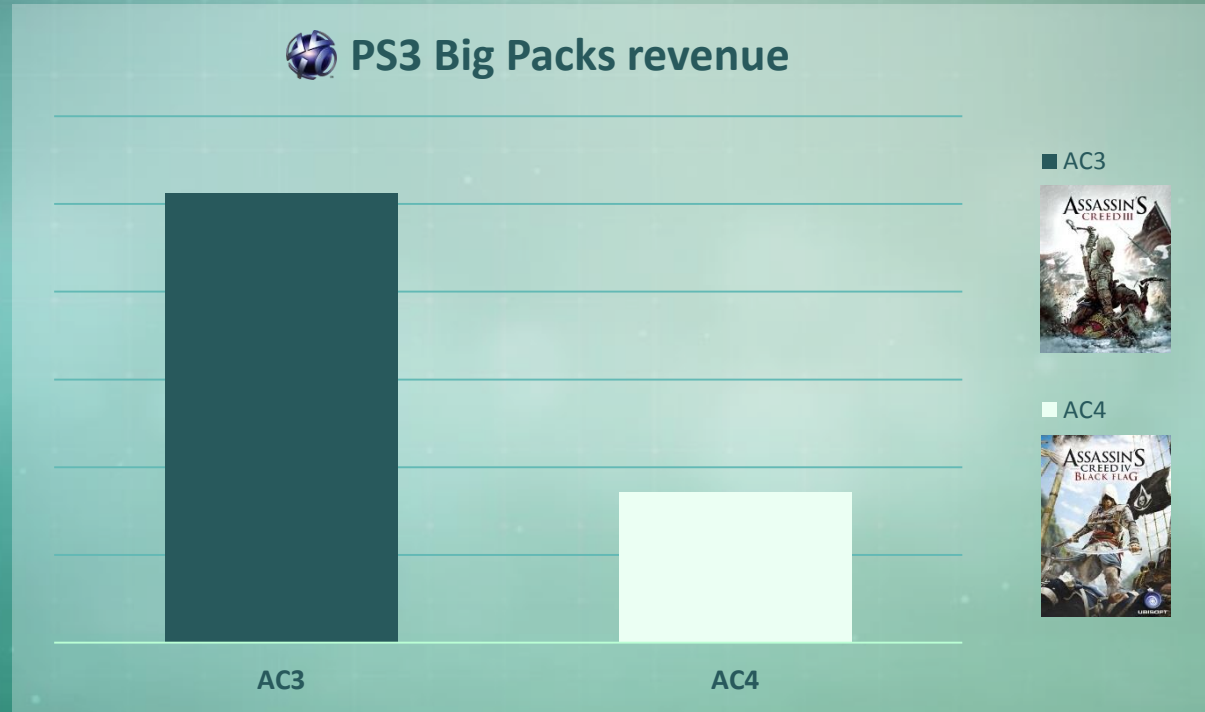


 **EC Packs Revenue**





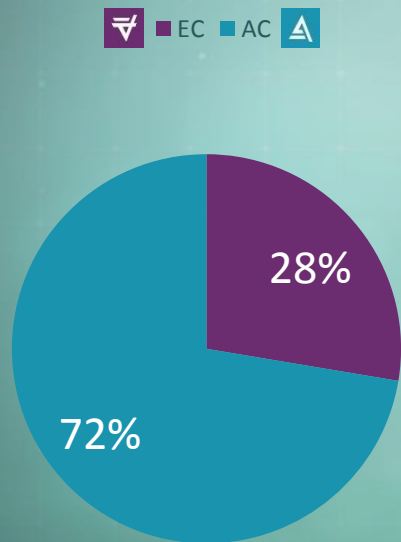
# AC3 VS AC4 - BIG PACKS REVENUE



- AC4 Big Pack =  $\frac{1}{4}$  revenue of AC3 Big Packs

# AC4 - ABSTERGO+ SALES & REVENUE

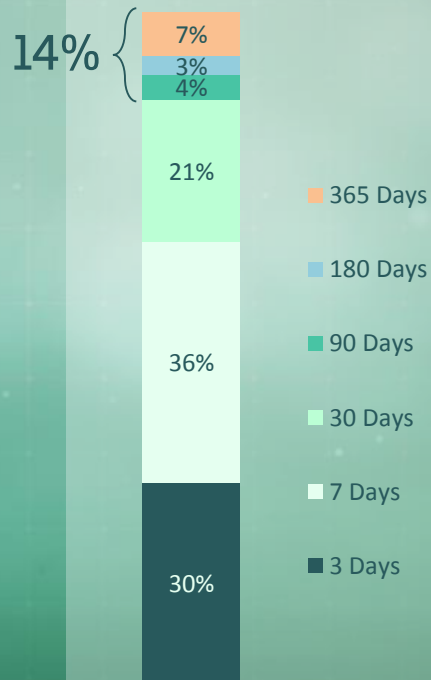
## AC VS EC sales ratio



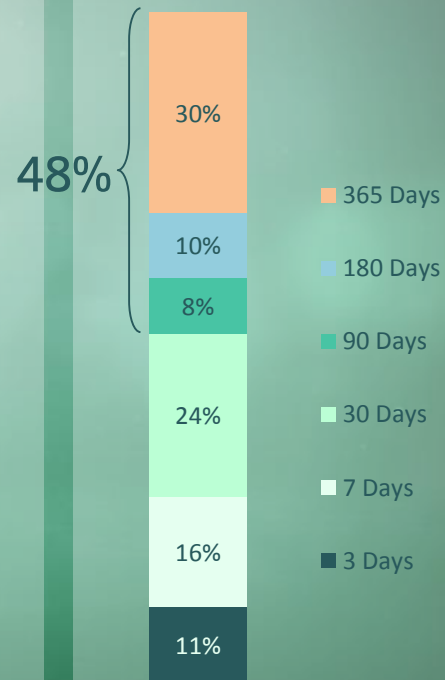
## Abstergo+ AC Sales ratio



## Abstergo+ EC Sales ratio



## Abstergo+ Revenue ratio





AC4 POSSIBLE NEXT STEPS

# AC4 IMPROVEMENTS

- Lower the Big Pack prices to 15\$
- Reintroduce a smaller EC pack (1.99\$)





CONCLUSION



# TAKEAWAY

- Design the monetization linked to your game DNA and design
- Build your monetization within your game lore
- Don't force to pay
  - No item exclusive to monetization (all items available in soft currency)
  - No extra grinding
- Keep items outside the monetization (vanity, rewards, events, etc.)
- Offer items for free

# TAKEAWAY

- Avoid too aggressive pricing
- In the end: respect your players and entertain them
- Things we haven't explored but worth a look:
  - Items sharing between players
  - User generated items
  - Real consumables
  - Think about a gameplay item to help the newcomers



The End

*To be continued...*

COME &  
*at the* MEET ME



UBISOFT®

2014

[GDC] LOUNGE

Tomor

row

*from* 3PM

*to* 4PM

@DamienKi  
eken





Q & A



A cinematic scene from a video game showing two pirates in a colonial town at night. On the left, a woman with short brown hair wears a dark leather pirate hat with a gold band and a dark vest over a white ruffled blouse. She holds a cutthroat. On the right, a man with a beard and a green headband wears a red and white pirate outfit. He holds a cutthroat. They are in a town square with a large church in the background, palm trees, and other buildings. A semi-transparent box with the word 'Appendix' is centered over the characters.

# Appendix