

# From Web to Mobile in the Kids Game Market

Clark Stacey  
CEO, WildWorks



GDC 'Eu

GAME DEVELOPERS CONFERENCE™ EUROPE  
CONGRESS-CENTRUM OST KOELNMESSE · COLOGNE, GERMANY  
AUGUST 3-4, 2015



WILDWORKS

clark stacey  
ceo, wildworks  
@clarkstacey



**Let's talk about monetizing games for children.**



# WILDWORKS

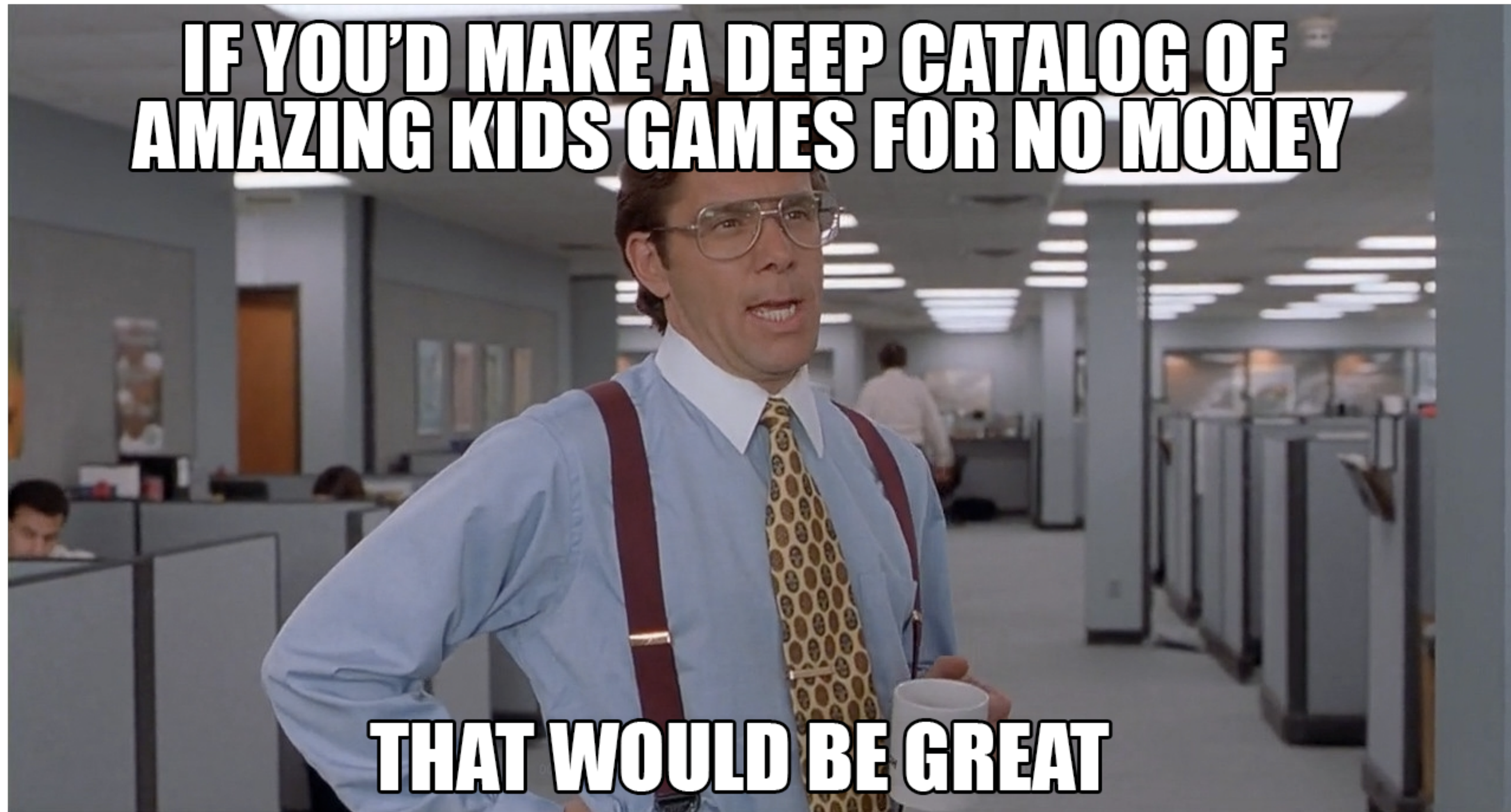
- 125 animals, mostly primates
- Studios in 2 countries
- Used to be called Smart Bomb
- Cat thing doesn't have a name yet



- #1 online social game for kids
- 100+ million animals
- Revenue from 165 countries
- 500k DAU / 9M MAU



# The Dilemma...





# Public Access TV FTW!







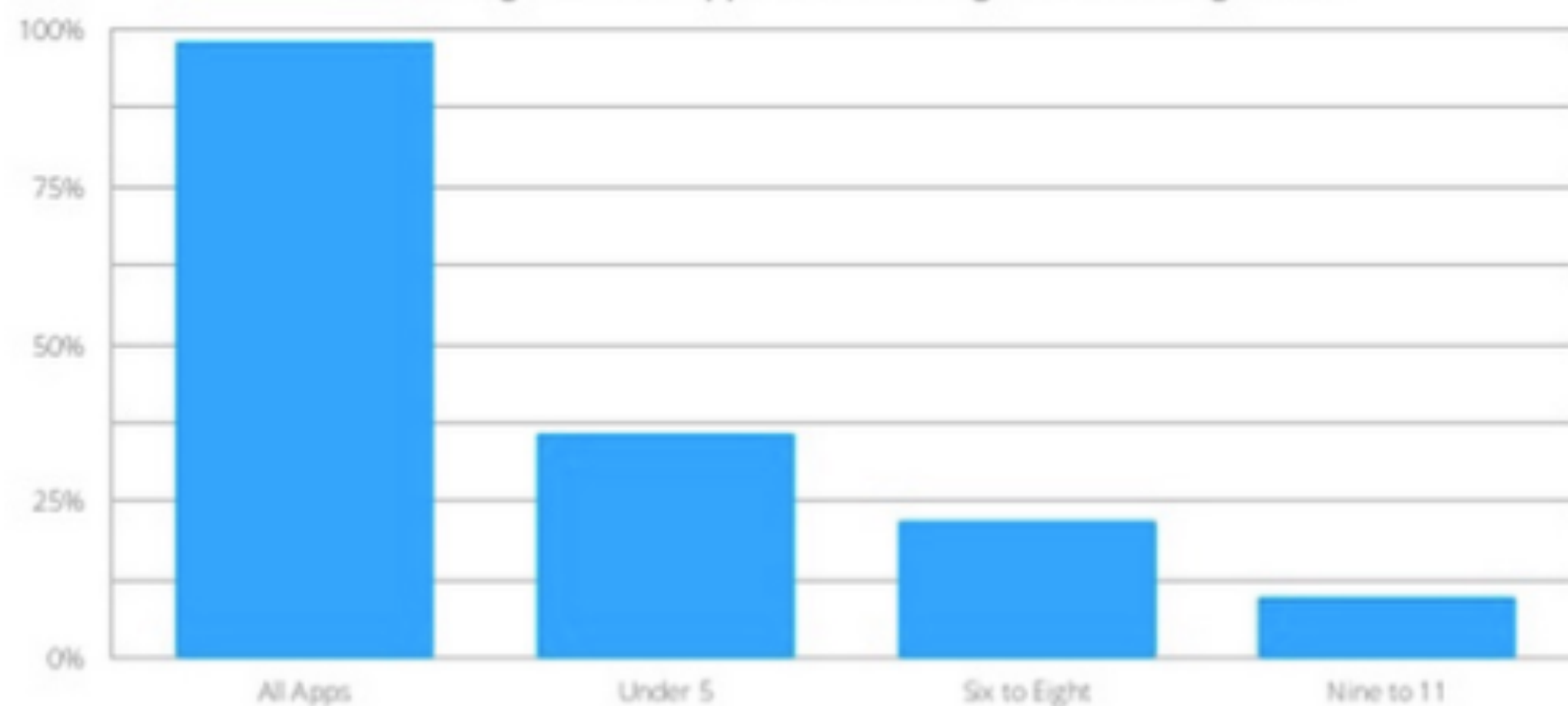




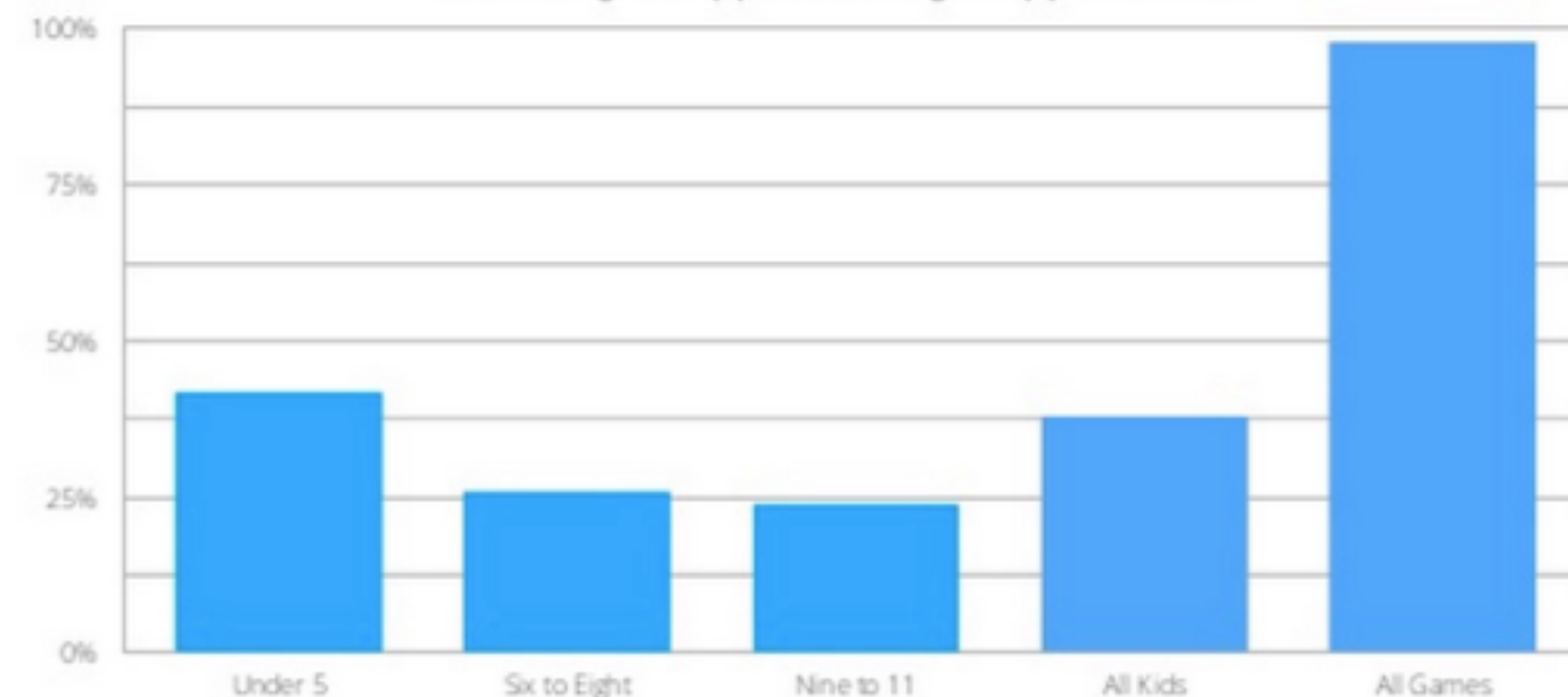
Learn More About  
Kids Apps & Games

Parents' Guide to iTunes

Percentage of Free Apps in the 50 Highest Grossing Chart



Percentage of Apps Featuring In-app Purchases



Dubit - Pricing of Kids' Games on the App Store



Dubit - Pricing of Kids' Games on the App Store



**Most top grossing Kids apps aren't free**

**Fewer than half offer IAP**

**"Kids apps don't have to be free to be successful."**

**@clarkstacey**



# But... what does it mean to be successful in the Kids category?



**\$1,599,512**

**#1**



**\$1,118,238**

**#2**



**\$954,372**

**#3**



**\$388,100**

**#4**



**\$306,280**

**#5**

THINK  
GAMING

**Daily revenue, U.S. iPhone only, 28 June**

# This is what success looks like in the Games category.

**@clarkstacey**













































# Games category

Top Grossing iPhone Apps

Paid Free Top Grossing

Games

 <p>1. Clash of Clans Games + Download In-App Purchases</p>	 <p>2. Game of War - Fire Age Games + Get In-App Purchases</p>	 <p>3. Candy Crush Saga Games + Download In-App Purchases</p>	 <p>4. Boom Beach Games + Download In-App Purchases</p>	 <p>5. Candy Crush Soda Saga Games + Get In-App Purchases</p>	 <p>6. Fallout Shelter Games + Get In-App Purchases</p>	 <p>7. Big Fish Casino - Free... Games + Get In-App Purchases</p>	 <p>8. MARVEL Contest of... Games + Get In-App Purchases</p>	 <p>9. Jurassic World™: The... Games + Download In-App Purchases</p>
 <p>10. DoubleDown Casino - Free... Games + Get In-App Purchases</p>	 <p>11. Hay Day Games + Download In-App Purchases</p>	 <p>12. Slotomania - free slots games! Games + Get In-App Purchases</p>	 <p>13. Summoners War Games + Get In-App Purchases</p>	 <p>14. 8 Ball Pool™ Games + Get In-App Purchases</p>	 <p>15. Minecraft: Pocket Edition Games + Download In-App Purchases</p>	 <p>16. Farm Heroes Saga Games + Get In-App Purchases</p>	 <p>17. Kim Kardashian:... Games + Get In-App Purchases</p>	 <p>18. Puzzle &amp; Dragons (English) Games + Get In-App Purchases</p>
 <p>19. SimCity BuildIt Games + Get In-App Purchases</p>	 <p>20. Family Guy: The Quest for... Games + Get In-App Purchases</p>	 <p>21. Hearthstone: Heroes of... Games + Download In-App Purchases</p>	 <p>22. Cookie Jam Games + Get In-App Purchases</p>	 <p>23. The Sims™ FreePlay Games + Get In-App Purchases</p>	 <p>24. Gummy Drop! Games + Get In-App Purchases</p>	 <p>25. MORTAL KOMBAT X Games + Get In-App Purchases</p>	 <p>26. GSN Casino - Slots, Bingo,... Games + Get In-App Purchases</p>	 <p>27. Hit it Rich! Free Casino Slots Games + Get In-App Purchases</p>
 <p>28. Wizard of Oz Free Slots Vega... Games + Get In-App Purchases</p>	 <p>29. myVEGAS Slots - Free La... Games + Get In-App Purchases</p>	 <p>30. 梦幻西游-2015国民手... Games + Get In-App Purchases</p>	 <p>31. Criminal Case Games + Get In-App Purchases</p>	 <p>32. Clash of Kings - Last... Games + Get In-App Purchases</p>	 <p>33. Tap Sports Baseball 2015 Games + Get In-App Purchases</p>	 <p>34. Underworld Empire Games + Get In-App Purchases</p>	 <p>35. Empires &amp; Allies Games + Get In-App Purchases</p>	 <p>36. Racing Rivals Games + Get In-App Purchases</p>
 <p>37. WordBrain Games + Get In-App Purchases</p>	 <p>38. Pet Rescue Saga Games + Get In-App Purchases</p>	 <p>39. World Series of Poker - WS... Games + Get In-App Purchases</p>	 <p>40. Slots - House of Fun! Play La... Games + Get In-App Purchases</p>	 <p>41. Heroes Charge Games + Download In-App Purchases</p>	 <p>42. Heart of Vegas: Play Fre... Games + Get In-App Purchases</p>	 <p>43. Covet Fashion - The... Games + Get In-App Purchases</p>	 <p>44. Bubble Witch 2 Saga Games + Get In-App Purchases</p>	 <p>45. FINAL FANTASY Reco... Games + Get In-App Purchases</p>




































# Kids category

Games

Top Grossing iPhone Apps

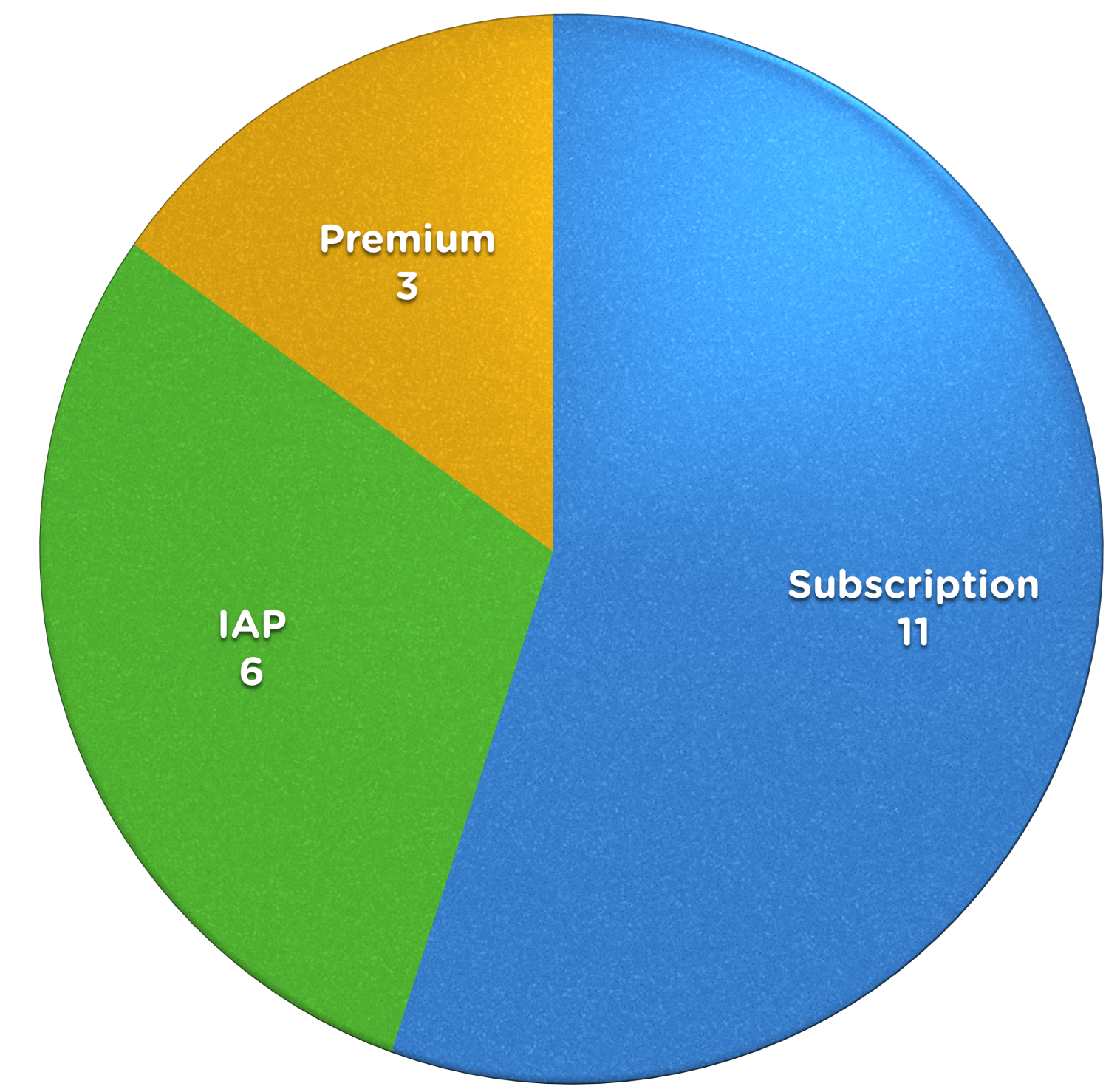
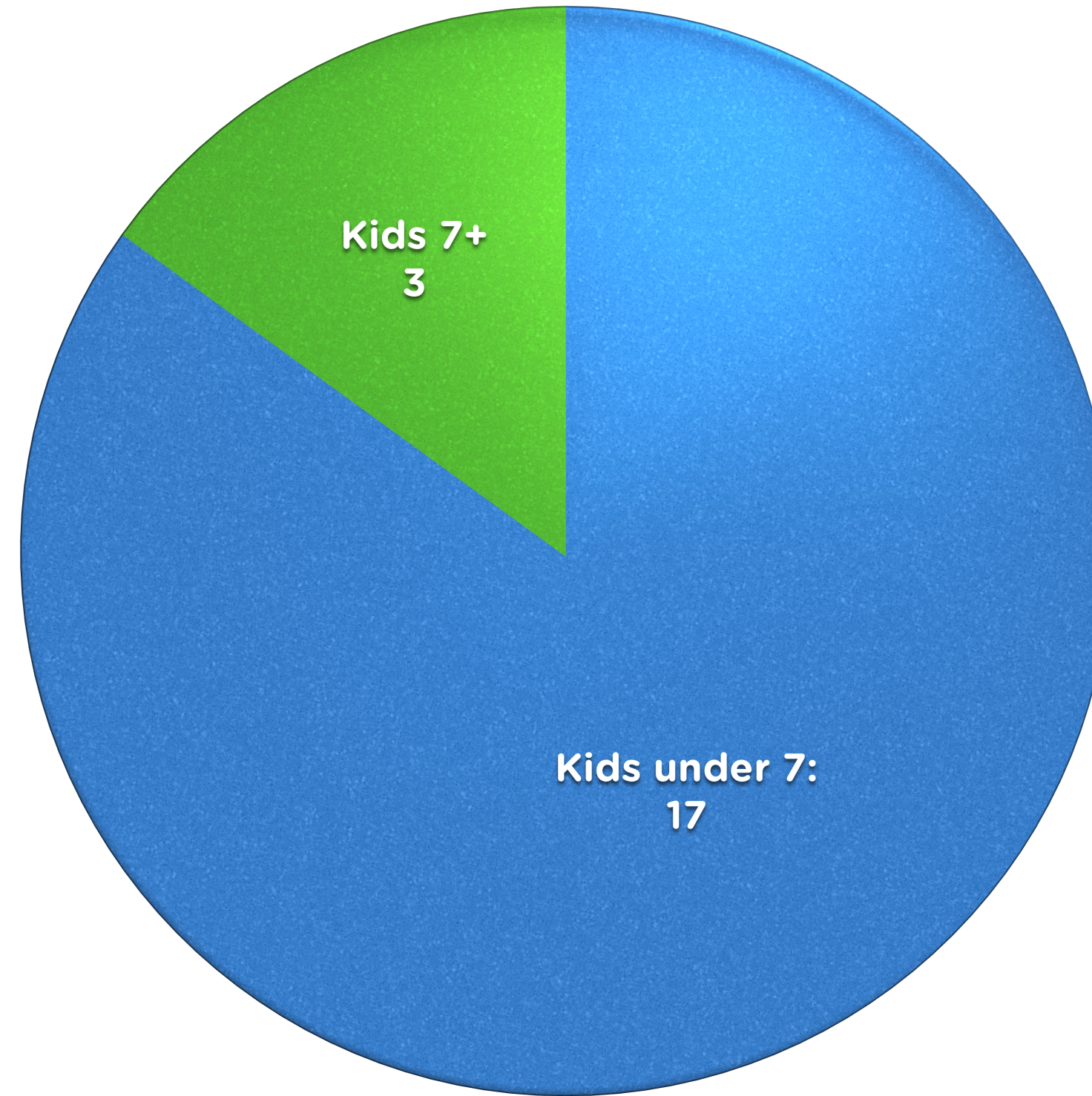
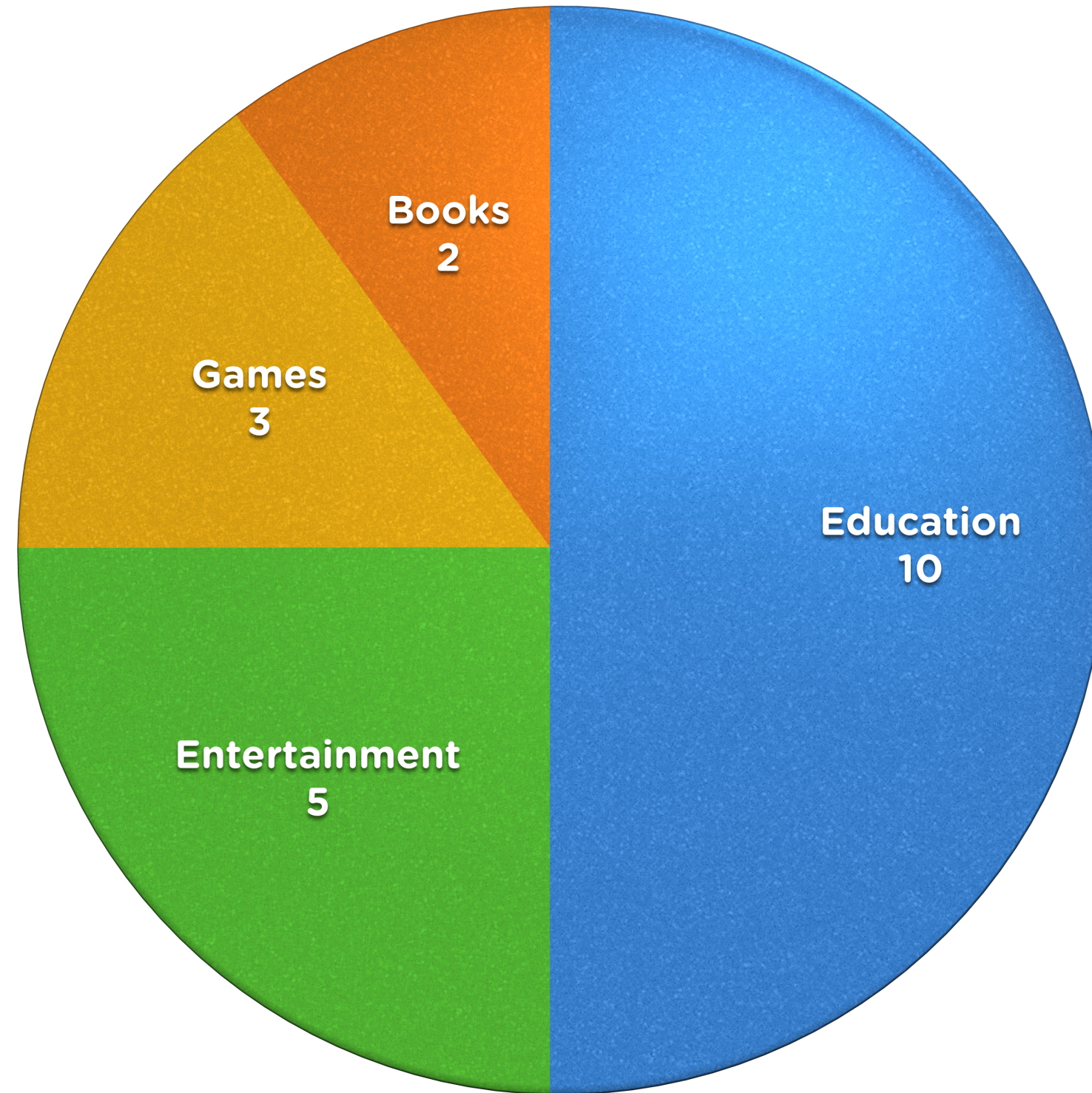
Paid Apps Free Apps Top Grossing Apps

Kids

 <p>1. ABCmouse.co... Education + Get In-App Purchases</p>	 <p>2. PlayKids - Videos and... Education + Get In-App Purchases</p>	 <p>3. Toca Kitchen 2 Education + \$2.99</p>	 <p>4. NOGGIN - Preschool sho... Education + Get In-App Purchases</p>	 <p>5. Disney Junior Appisodes Entertainment + Get In-App Purchases</p>	 <p>6. Epic! - Unlimited Book... Education + Get In-App Purchases</p>	 <p>7. Club Penguin Games + Download In-App Purchases</p>	 <p>8. SpongeBob's Game Frenzy Games + \$2.99 In-App Purchases</p>	 <p>9. PAW Patrol Rescue Run Education + \$3.99 In-App Purchases</p>
 <p>10. Toca Hair Salon 2 Education + \$2.99</p>	 <p>11. BabyFirst Video:... Education + Get In-App Purchases</p>	 <p>12. Barbie Magical Fashio... Entertainment + Get In-App Purchases</p>	 <p>13. Attack the Light - Steven... Games + \$2.99</p>	 <p>14. Endless Reader Education + Download</p>	 <p>15. Endless Storybooks - ... Education + Get In-App Purchases</p>	 <p>16. Hooked on Phonics Learn ... Education + Get In-App Purchases</p>	 <p>17. Disney Color and Play - now... Entertainment + Get In-App Purchases</p>	 <p>18. Toca Lab Entertainment + \$2.99</p>
 <p>19. Kids Puzzles Puzzingo - ... Education + Get In-App Purchases</p>	 <p>20. Dr. Panda in Space Education + \$2.99</p>	 <p>21. BrainPOP Jr. Movie of the... Education + Get In-App Purchases</p>	 <p>22. Disney Princess Palac... Entertainment + Get In-App Purchases</p>	 <p>23. Strawberry Shortcake Pup... Entertainment + Download</p>	 <p>24. FarFaria Storybooks - ... Education + Get In-App Purchases</p>	 <p>25. Daniel Tiger's Neighborhood... Education + \$2.99</p>	 <p>26. Sesame Street Go Education + Get In-App Purchases</p>	 <p>27. Strawberry Shortcake Bak... Entertainment + Get In-App Purchases</p>
 <p>28. Blaze and the Monster... Education + \$3.99 In-App Purchases</p>	 <p>29. Disney Royal Celebrations Entertainment + Get In-App Purchases</p>	 <p>30. Disney Princess: Story... Entertainment + Get In-App Purchases</p>	 <p>31. My Om Nom Games + \$4.99</p>	 <p>32. Speakaboos Stories: 150+... Books + Get In-App Purchases</p>	 <p>33. Strawberry Shortcake Car... Entertainment + Get In-App Purchases</p>	 <p>34. Elmo Calls Games + \$1.99 In-App Purchases</p>	 <p>35. Monkey Preschool... Games + Download</p>	 <p>36. My PlayHome School Entertainment + \$2.99</p>
 <p>37. Sago Mini Boats Education</p>	 <p>38. Toca Life: Town Education</p>	 <p>39. PINKFONG Dino World: Sin... Education</p>	 <p>40. LOOPIMAL by YATATOY Education</p>	 <p>41. MeeGenius: 800+ Award... Books</p>	 <p>42. Stack the States™ Education</p>	 <p>43. [HD화질] 동화 나라 포인포 BY ... Education</p>	 <p>44. Toca Builders Education + \$2.99</p>	 <p>45. The Wheels On The Bus - A... Education</p>



# The Kids Category: Top 20 Grossing iPhone Apps



- Mostly not games
- Mostly for younger children
- Mostly subscription-based books or video

\*Information collected 23 June 2015

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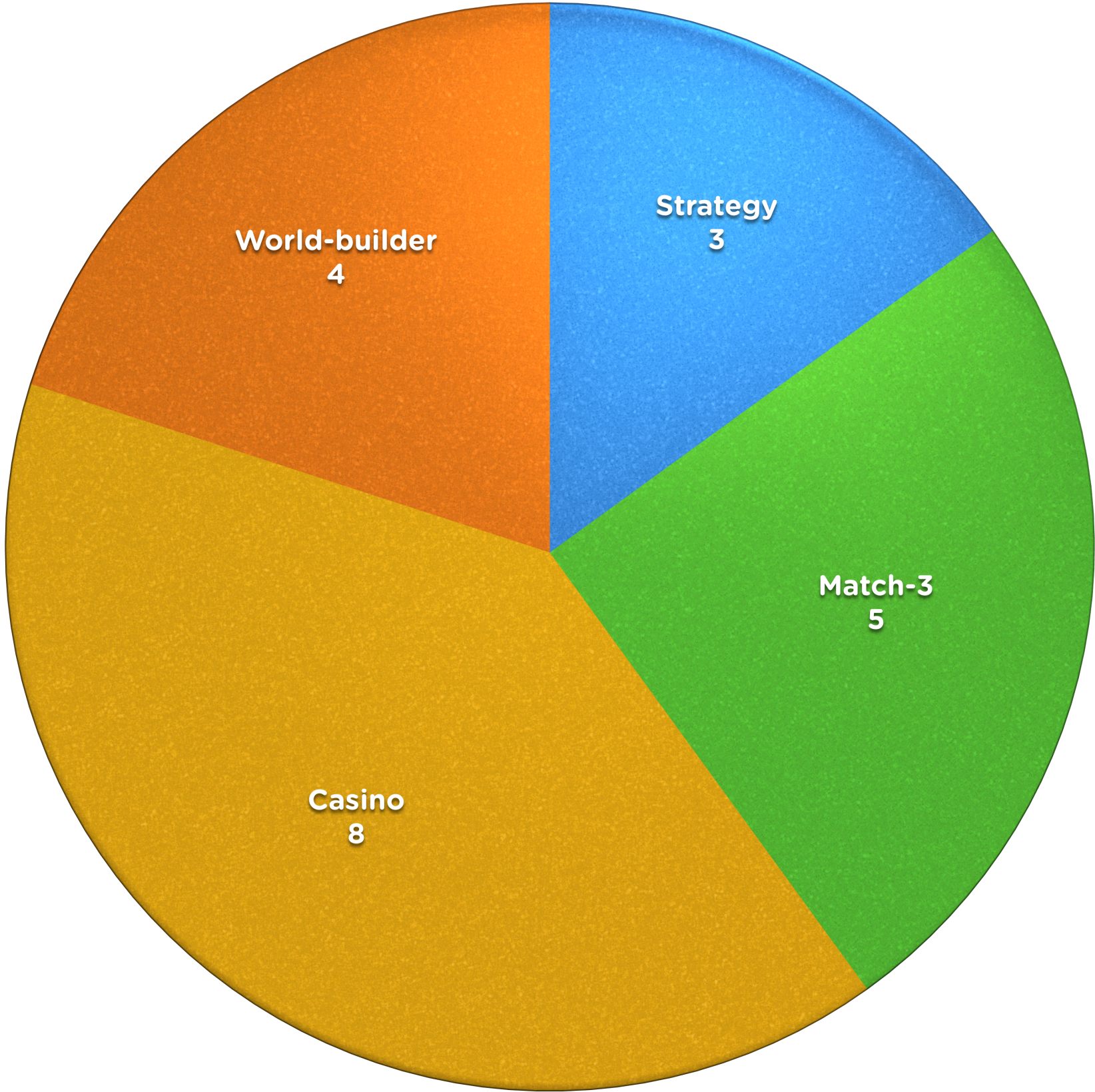
The top grossing games for kids are not in the Kids category...



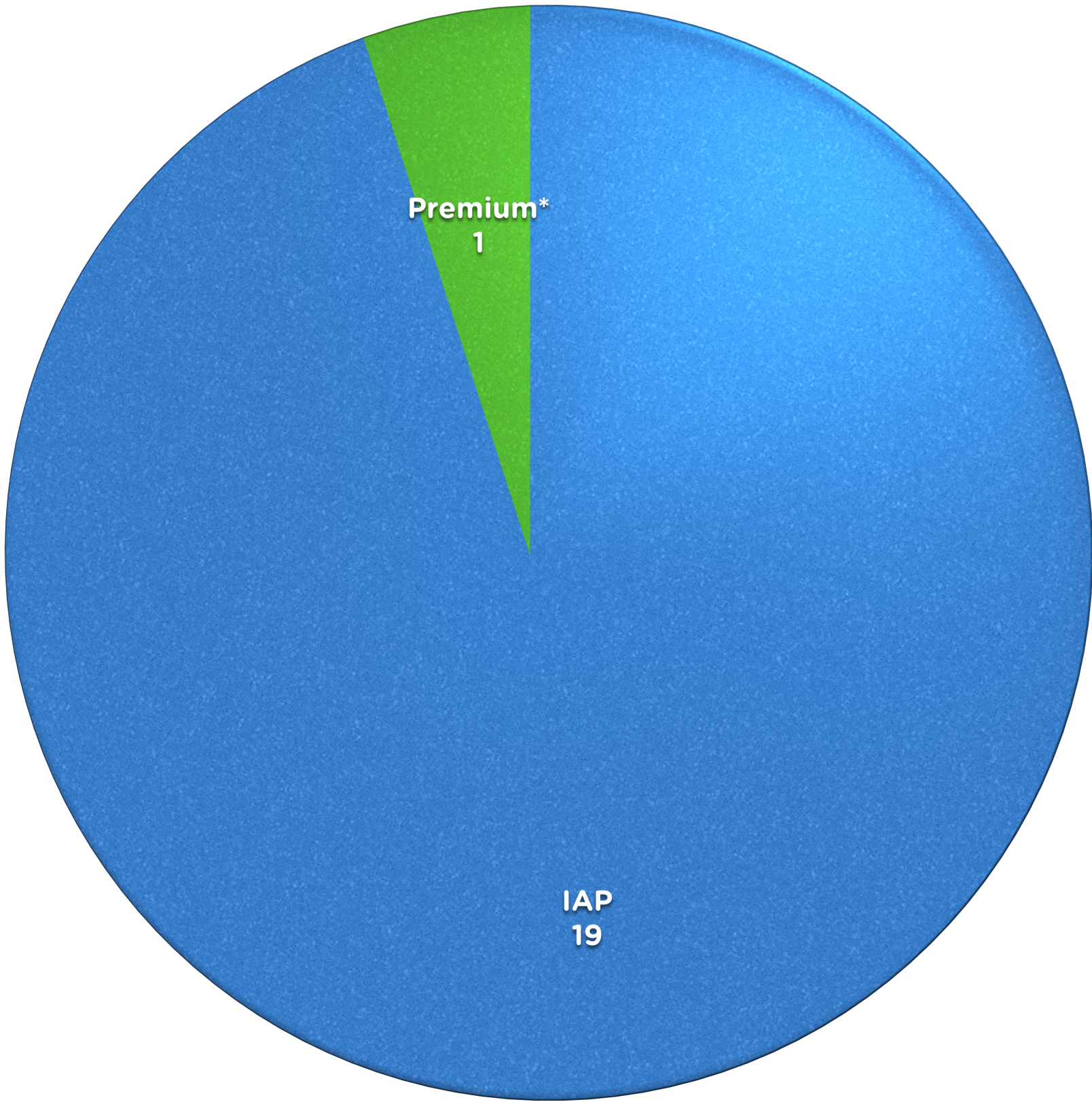


# The Games Category: Top 20 Grossing iPad Games

Genre



Monetization



\*Information collected 23 June 2015





\$1,599,512



\$1,118,238



\$954,372



\$388,100

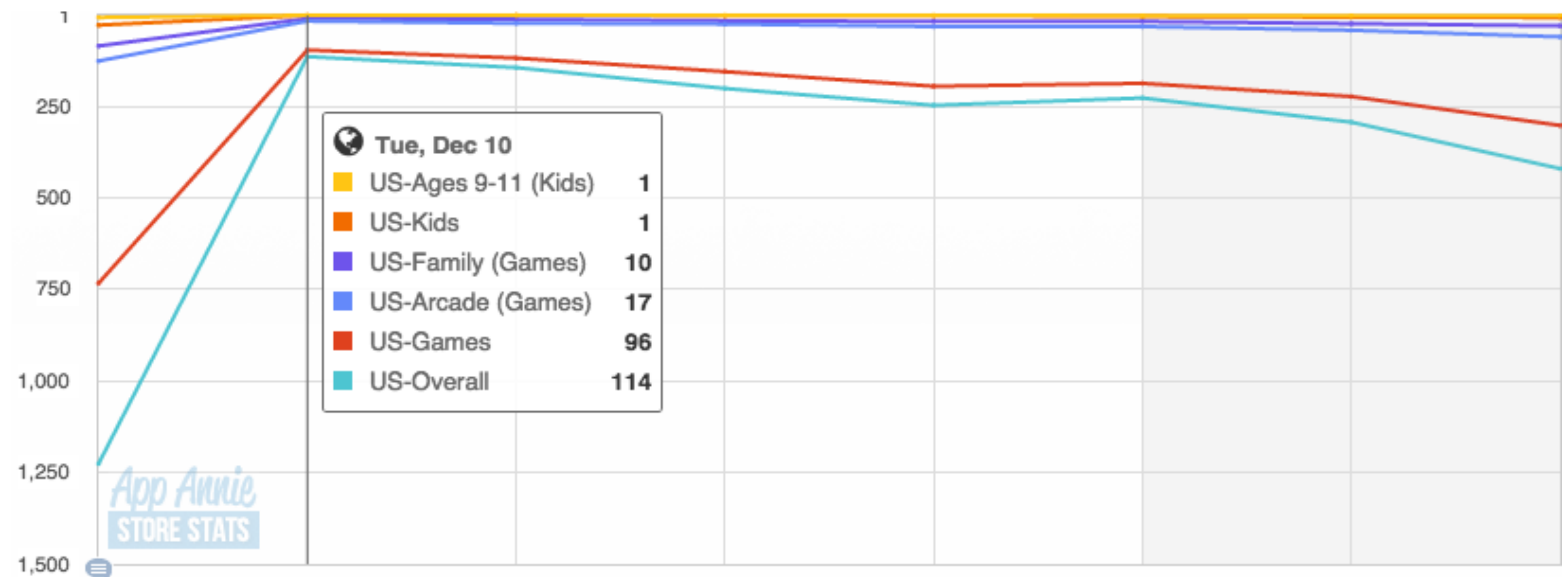


\$306,280

Daily revenue, U.S. iPhone only, 28 June



\$8,730



Daily revenue, U.S. iPhone only, launch day

0.5% of Games category #1

@clarkstacey



# Daily revenue, U.S. iPhone only, 28 June

**Games #80**



**\$21,077 / Day**

**Kids #80**



**\$200 / Day**

THINK  
GAMING



kids  
ages 5 & under



kids  
ages 6-8



kids  
ages 9-11



Learn More About  
Kids Apps & Games

Parents' Guide to iTunes

**Bottom Line: the Kids Category will never be home to \$1M/day games**









Entertainment / Education

Social networks

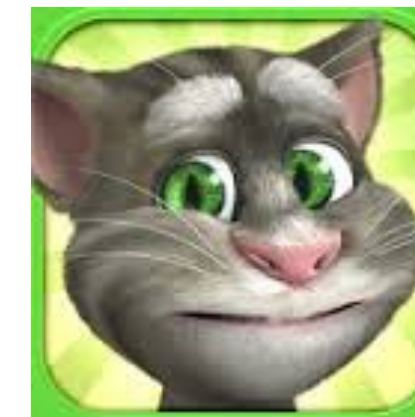
Sandbox games





# What are the options?

- Subscription
- Premium
- Advertising
- Free + IAP





# What about subscriptions?



Pro	Con
Used by top-grossing Kids apps	Works for young kids & education apps
Understood by kids & parents	Not permitted for games
Predictable recurring revenue	Requires server setup
Ethical, sustainable	Less pricing flexibility

Mobile gamers age 2-12 are playing more game titles per day (5) than any other demographic.

-NPD Group



# Premium

Pro	Con
Easiest to understand	Price sensitivity
Subject to least regulation	Doesn't fund ongoing dev & support
Pricing flexibility	Requires cross-promoted catalogue
	Finite RPU

# Premium Plus

(Paid download + Ads and/or IAP)

Pro	Con
Unlimited RPU potential	Counter to customer expectation
Pricing flexibility	Ethically grey (?)
	Regulatory risk
	Difficult UA



# Advertising

(Free download + in-game ads)

Pro	Con
Familiar to parents, regulators	Familiar to parents, regulators
Rewards engagement, good design	No targeting = lower revenue
Free download = more users	Advertisers slow to adopt
Guidelines exist	Guidelines vary geographically





# Freemium

(Free download + IAP)

Pro	Con
Free download = more users	Requires churn volume for success
Unlimited RPU	Regulatory risk
Pricing flexibility	Ethically fraught
Users “pay for what they use”	Potential for unauthorized charges
	Dependent on “Whales”

**Freemium works by enabling big spenders to spend big.**



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Users “pay for what they use”	Potential for unauthorized charges
	Dependent on “Whales”

**The problems with Freemium in children’s games derive from what is sold, and why the player buys it.**



# Consumable Freemium

(Free download + compulsion loop IAP)

Monetization loops	“I want to keep playing”
Loss aversion	“I don’t want my pet unicorn to die”
Sunk cost fallacy	“I’ve already spent \$100, I can’t give up now”
Currency abstraction	“I didn’t spend \$5, I spent 875 Coins”

Monetization loops = appointment mechanics, energy meters

Loss aversion = pay to avoid experiencing loss

Sunk cost fallacy = if I’ve paid once, I’m likely to continue paying

Currency abstraction = true cost hidden by virtual currency with non-obvious exchange rate



# Consumable Freemium

(Free download + compulsion loop IAP)

Monetization loops	“I want to keep playing”
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Currency abstraction	“I didn’t spend \$5, I spent 875 Sparkles”

# Content Freemium

(Free download + content IAP)

Additional levels, chapters, etc.	“I want to keep playing”
Durable items	“This chainmail hat will make me a rock star”
Durable buffs	“A double XP powerup will level me up faster”
Keys	“I can’t beat the Gorgon until I buy the mirror shield”



# Content Freemium

(Free download + content IAP)

Pro	Con
Free download = more users	Requires constant content updates
Transparent	Potential for unauthorized charges
Pricing flexibility	You'll never make \$1M / day
Users "pay for what they use"	

Still has potential for abuse. Some guidelines are needed.

“...immature cognition is characterized by an enhanced sensitivity to interference from competing sources”

TRENDS in Cognitive Sciences Vol.9 No.3 March 2005



# **Draft Principles of IAP Monetization for Kids' Games**

- **Be very wary of consumables**
- **Don't try to redefine “free”**
- **Don't sell Sea Monkeys**
- **When a child buys something, it's theirs**
- **Be transparent**



# Draft Principles of IAP Monetization for Kids' Games

- Be very wary of consumables
- Don't try to redefine “free”



*“I can play this every day without spending money and without running out of fun stuff to do.”*



# **Draft Principles of IAP Monetization for Kids' Games**

- **Be very wary of consumables**
- **Don't try to redefine “free”**
- **Don't sell Sea Monkeys**







# DARLING PET MONKEY

This Squirrel Monkey makes an adorable pet and companion. Almost human with its warm eyes, your family will love it. These YOUNG monkeys grow about 12 inches high. Eats same food as you, even likes lollipops; simple to care for and train. Live delivery guaranteed. Only \$18.95 express collect. Mail check or money order for \$18.95 to:

**ANIMAL FARM**  
DEPT. MA-30, BOX 1042,  
MIAMI BEACH 39, FLA.



**\$18.95**

FREE cage, FREE leather collar & leash, FREE toy and instructions included with each monkey. Loads of fun and amusement.

# 48" TALKING MONSTER

from Outer Space

Full of shivers of delight! Imagine the amazement and shock of your friends when they hear him talk. This is a lovable monster for you to command. To make him talk, just use the special design instrument. He bounces on his big feet . . . wobbling, teetering, bending in every direction.

COLORFUL, ONE-PIECE QUALITY LATEX! ORDER SEVERAL SETS NOW! GUARANTEED TO DELIGHT OR YOUR MONEY BACK.

**1** EACH plus 25¢ for postage and handling

REGENCY MAIL ORDER, Dept. CW-MO  
Box 826, Niagara Falls, N.Y.

TALKING MONSTERS at \$1.00 for each, plus 25¢ postage and handling.

In Canada, 1258 Bathurst St., Toronto 4, Ont.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**MONEY BACK IF NOT SATISFIED**


# PET BABY RACCOONS

Has always been, and still is . . . America's favorite pet. Easy to care for. \$29.95 fob with cage. Send money order or cashier's check with your telephone number & nearest airport.

**Hialeah Pets, Dept 36**  
**Box 4484, Hialeah, Fla. 33014**



**ONLY \$1.25**



Enter the WONDERFUL WORLD OF AMAZING LIVE

# SEA-MONKEYS®

Own a BOWLFULL OF HAPPINESS—Instant PETS!

Just ADD WATER — that's ALL! In ONE SECOND your AMAZING Sea-Monkeys actually COME TO LIFE! Yes, they hatch instantly, right before your eyes! Now, simply grow and enjoy the most adorable pets ever to bring smiles, laughter and fun into your home.

**SO EAGER TO PLEASE, THEY CAN EVEN BE TRAINED**

Always clowning around, these frolicsome pets swim, stunt and play games with each other. Because they are so full of tricks, you'll never tire of watching them. And raising Sea-Monkeys is so easy, even a six-year old can do so without help. Sea-Monkeys eat very little, and they keep their water so clean, they require only a minimum care although they LOVE attention. Anyone who enjoys the company of pets will ADORE Sea-Monkeys. Best of all, we even show you how to teach them to obey your commands like a pack of friendly trained seals. What a way to surprise your guests.

**FREE!**

- 1—A ONE-YEAR SUPPLY of GROWTH FOOD.
- 2—LIVING PLASMA
- 3—WATER PURIFIER
- 4—A magnificent, fully illustrated manual of Sea-Monkey care, raising, training and breeding.
- 5—Our famous GROWTH GUARANTEE IN WRITING.


Transience Corporation, Dept. 96-W  
200 Fifth Ave., N.Y., N.Y. 10022

IT SOUNDS GREAT! Please send my Sea-Monkey kit(s) and my FREE supplies and guarantee. I must be 100% satisfied or you will refund my money. I enclose \$1.25 plus 50¢ shipping charges for each kit.

Send \_\_\_\_\_ kit(s) ☐ Cash ☐ Check ☐ Money Order  
(No C.O.D.'s Please) Total amount enclosed \$ \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

☐ SUPER-RUSH ORDERS (50¢ extra)



Please GIVE ME A HOME

Now YOURS At Almost

I'm said to be the lovable, NEW

# World's Tiniest DOG

## NO COST

I'll be happy to send you without you paying a penny, this lovable, amazing miniature DUG that is so tiny you can carry it in your pocket or hold it in one hand, yet it barks and is a reliable watch dog as well as a pet. You can keep it in a shoe box and enjoy many amusing hours teaching it tricks . . . wobble, twiddle, twiddle and close. Simply hand out only 70 pet-acquainted coupons to hand to friends and relatives, to help us get that many new customers as per our premium letter. I enjoy my own tiny, lively, miniature dog so much. It is such wonderful company that I'm sure you'll simply love one yourself.

Please send me your favorite snapshot, photo or Kodak picture when writing for your Miniature Dog. We will make you a beautiful 8x7 inch enlargement in a handsome "Movie-tone" frame SO YOU CAN TELL YOUR FRIENDS about our bargain hand-colored enlargements when handing out the pet-acquainted coupons. Just mail me your favorite snapshot, print or negative NOW and pay the postman only 10¢ and a few cents for our c.o.d. 24hr picture when your treasured enlargement arrives and I'll include the "Movie-tone" frame at no extra cost. Your original returned with your enlargement and frame. Also include the COLOR OF HAIR AND EYES with your picture, so I can also give you our bargain offer on a second enlargement artfully hand-colored in oils for natural beauty, sparkle and life, like we have done for thousands of others. I'm so anxious to send you a miniature dog that I hope you will send me your name, address and favorite snapshot, right away and get your pet-acquainted coupons to hand out. Mrs. Ruth Long, Gift Manager.

DEAN STUDIOS, Dept. X-533, 211 W. 7th St., Des Moines 2, Iowa

Mrs. Ruth Long (Gift Manager)  
DEAN STUDIOS, Dept. X-533,  
211 W. 7th St., Des Moines, Iowa

I would like to receive the miniature dog. Please send me premium letter and 50 coupons to hand out. Enclosed please find my snapshot or negative for enlarging.

Color Eyes \_\_\_\_\_ Color Hair \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



# PET SEAHORSE SALE!

Order a mated pair of Seahorses for \$1.80. SPECIAL SALE: send \$2.30 and get two mated pairs (4 Seahorses) and also receive a Free PREGNANT MALE who will give birth up to 20 babies. See babies ride on Father's back! Keep entire Seahorse family in ordinary bowl or jar. Free food, instructions included. Live delivery guaranteed.

Florida Seahorse Co., Dept. 94, Box 300, Miami Beach, Fla. 33139

Scary, Giant Size

# ALIEN-EYE CREATURE!

Obeys Your Commands!

ONLY \$2.00 7 FEET TALL!



This thing from another world acts as though it were alive! Imagine how scared and amazed your friends will be when they see this thriller-chiller floating down towards them, with its tentacles reaching out. Rises, jumps, darts, floats in air! Make it obey your commands from as far as 50 feet away. Made of durable polyethylene. Satisfaction guaranteed, or money refunded.

Send just \$2 + 25¢ for postage and handling to:

Zone Seven Products, P.O. Box 1923  
Niagara Falls, New York 14302

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_



**FOR A WORLD OF FUN...GROW AMAZING LIVE**

# SEA-MONKEYS®

**CREATE THESE REAL LIVE PETS WITH BIO-CRYSTALS!**

**JUST ADD WATER** and before **YOUR VERY EYES**, you'll see adorable baby Sea-Monkeys being **BORN ALIVE!** Created with **NEW**, patented Bio-Crystals, Sea-Monkeys are **ABSOLUTELY GUARANTEED** to **GROW!** Millions of boys and girls have already tried it at **OUR RISK**, and gasped in amazement as **IT WORKED!** Now **YOU TOO** can own **DOZENS** and **DOZENS** of these **CRAZY** lovable **FUN-PETS!**

**WORLD-FAMOUS PETS ARE A UNIQUE SPECIES!**

Your pet Sea-Monkeys® will arrive safely in "time capsule" eggs that work like something out of **SCIENCE-FICTION!** They travel through time, hatching **ONLY** when soaked in a patented "INSTANT LIFE"® formula! A unique species of brine shrimp, Sea-Monkeys are the **ONLY** ones that are **LABORATORY HYBRIDIZED!** They not only **LIVE** up to **40 TIMES LONGER**, they can **GROW** up to **¾ inch** long.

**Right In YOUR Home—A LIVE "SEA-CIRCUS" SHOW!**

**EVERYONE WILL BE AMAZED** when your whole tumbling, happy troupe of pet Sea-Monkeys **ACTUALLY** appear to **OBEY YOUR COMMANDS!** The 16-page Sea-Monkey manual that comes with your order **SHOWS** you how to "hypnotize" them, make them appear to "dance" to music, follow a beam of light, "loop-the-loop", ride on each others backs like cowboys at a rodeo, and **MUCH more!** **BEST OF ALL**, you get **BOTH** males **AND** females so when grown, you can **BREED ALL THE SEA-MONKEYS YOU WILL EVER WANT**—to keep, or even **SELL!**

**A LIFETIME GUARANTEE!**

**NOTE:** Sea-Monkeys® are so **EASY** to keep alive, you even get a **REAL Sea-Monkey Life-Insurance Policy** that **GUARANTEES** a **NEW** supply of Sea-Monkeys **FREE** (except for postage and handling) if their life-cycle is **EVER** broken—regardless of cause!

**FREE!** With each Sea-Monkey kit containing **LIVE Eggs**, **Matching Crystals** and **Water Purifier**, we will **ALSO** send these valuables **ABSOLUTELY FREE!** Sea-Monkey **GROWTH FOOD**, **ACCU-MEASURE** Feeding Spoon, a **Magnificent, Fully-Illustrated Book of Care, Feeding, Training, Breeding and Life-History of Pet Sea-Monkeys**, Plus—**NEW Sea-Diamonds®**—sparkling piky-jewels for Sea-Monkeys!

**only \$1.25 plus postage**



depict hybridized brine shrimp





# Draft Principles of IAP Monetization for Kids' Games

- Be very wary of consumables
- Don't try to redefine “free”

- Don't sell Sea Monkeys

Deliver and demonstrate value:

- Education
- Entertainment
- Family engagement
- Social development



**PARENT and PLAYER must both see value in the purchase.**



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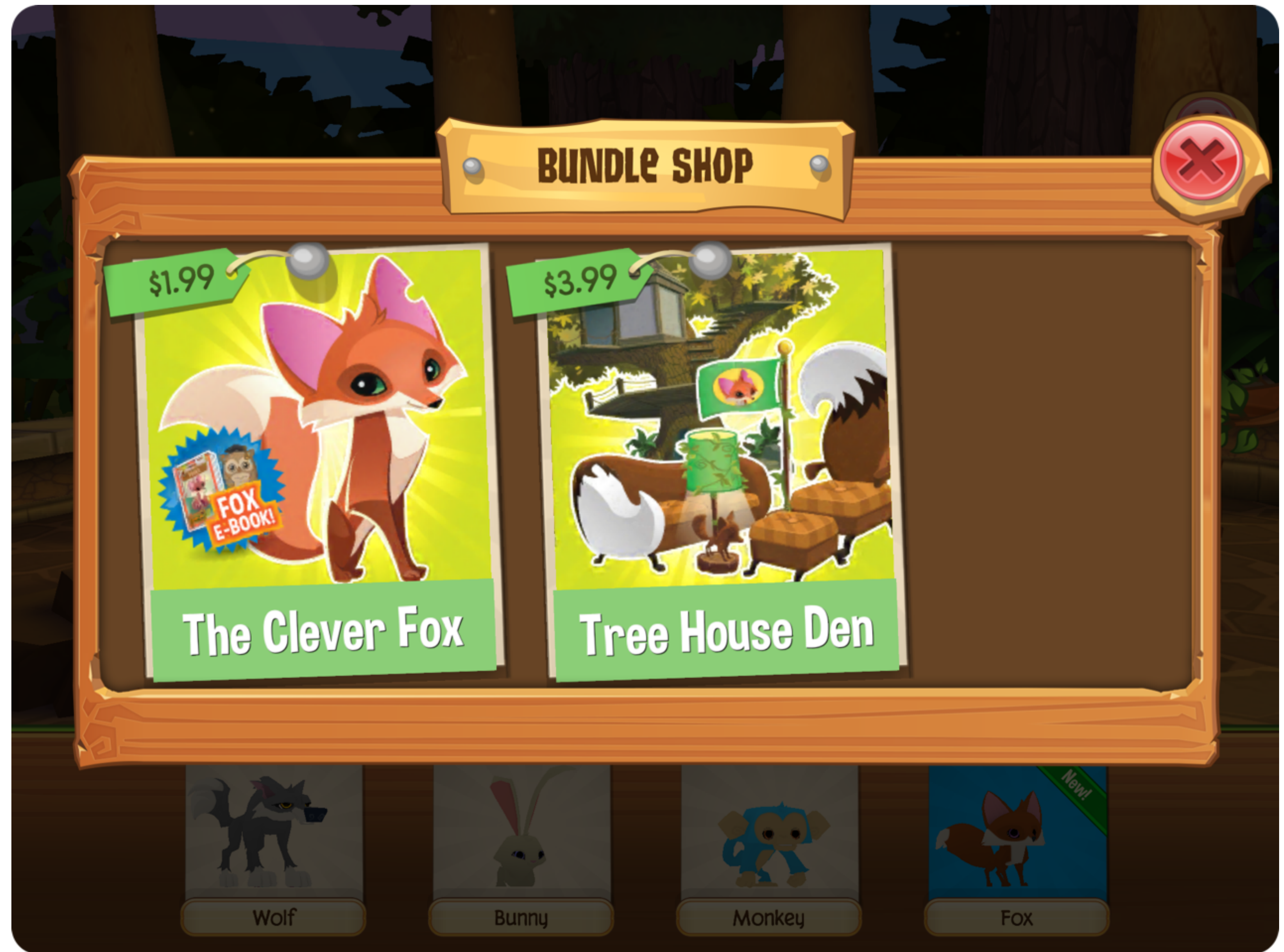


# Content Freemium

(Free download + content IAP)







Monetization = sale of avatars & durable items

Players use avatars to earn in-game currency

Core features and gameplay are free

@clarkstacey



**If this was a toy and I sold it to a parent, would I want to run away before they opened it?**



# Bibliography & further reading

## Ramin Shokrizade's papers

<http://gameful.org/group/games-for-change/forum/topics/complete-list-of-ramin-shokrizade-s-public-papers-2010>

**Eric Seufert's** *Freemium Economics: Leveraging Analytics and User Segmentation to Drive Revenue*

<http://amzn.com/0124166903>

*"Selling Candy to Babies"* by **Richard Stanton** for **Polygon.com**, 3 April 2014

<http://www.polygon.com/features/2014/4/3/5566578/selling-candy-to-babies>

**Carla Fisher's** *Designing Games for Children: Developmental, Usability, and Design Considerations for Making Games for Kids*

<http://amzn.com/0415729173>

*Imaging the developing brain: what have we learned about cognitive development?* **Casey, Tottenham, Liston, Durston: *TRENDS in Cognitive Sciences* Vol.9 No.3 March 2005**

[http://community.mdecgateway.org/olms/data/resource/8700/Week%209\\_Imaging%20the%20developing%20brain.pdf](http://community.mdecgateway.org/olms/data/resource/8700/Week%209_Imaging%20the%20developing%20brain.pdf)



# **Draft Principles of IAP Monetization for Kids' Games**

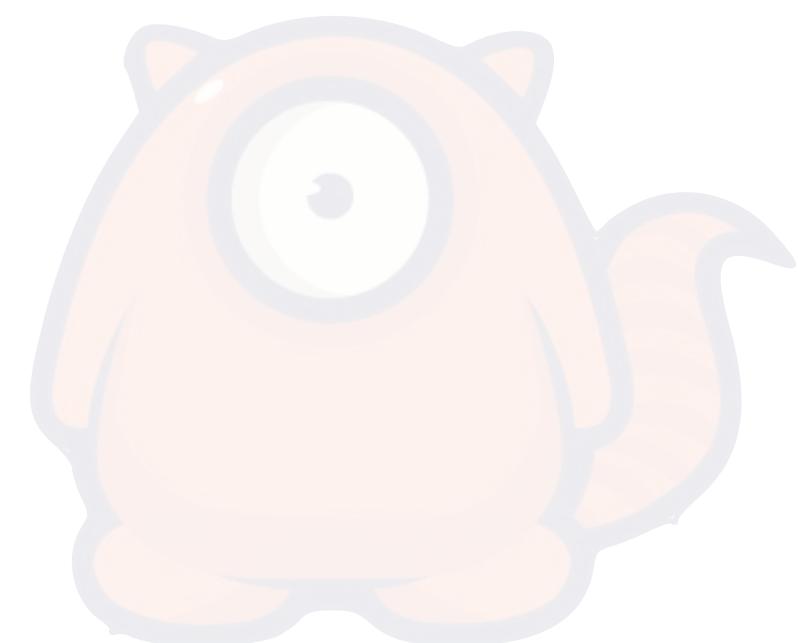
- **Be very wary of consumables**
- **Don't try to redefine “free”**
- **Don't sell Sea Monkeys**
- **When a child buys something, it's theirs**
- **Be transparent**





The most effective kind of education is that a child should play amidst beautiful things.

-Plato



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