

**RDC**  
**.17**

**ROBLOX DEVELOPERS CONFERENCE**

# Monetization

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Top Game Sunk 80M Robux in May 2017



R\$ 80,000,000+



# **\$5.5 Million**

**Earned by Roblox developers in 2016**

**On track to pay out \$30 million in 2017**



## Cash Out Limit is Currently Set To \$1,050,000 per Month



So far you've earned over \$9.3 million this year (through June 2017)



Over the last 12 months the top earning dev made \$1.2 million



Top Dev on track to make \$3 million in 2017



## 3 Steps to Monetizing Your Game



**Capture all available audience**



**Retain that audience**



**Monetize that audience**



**Capture All Available Audience**



## Top Games are Available on 3.5 Platforms

This means top games work well on:

 Phones

 Tablets

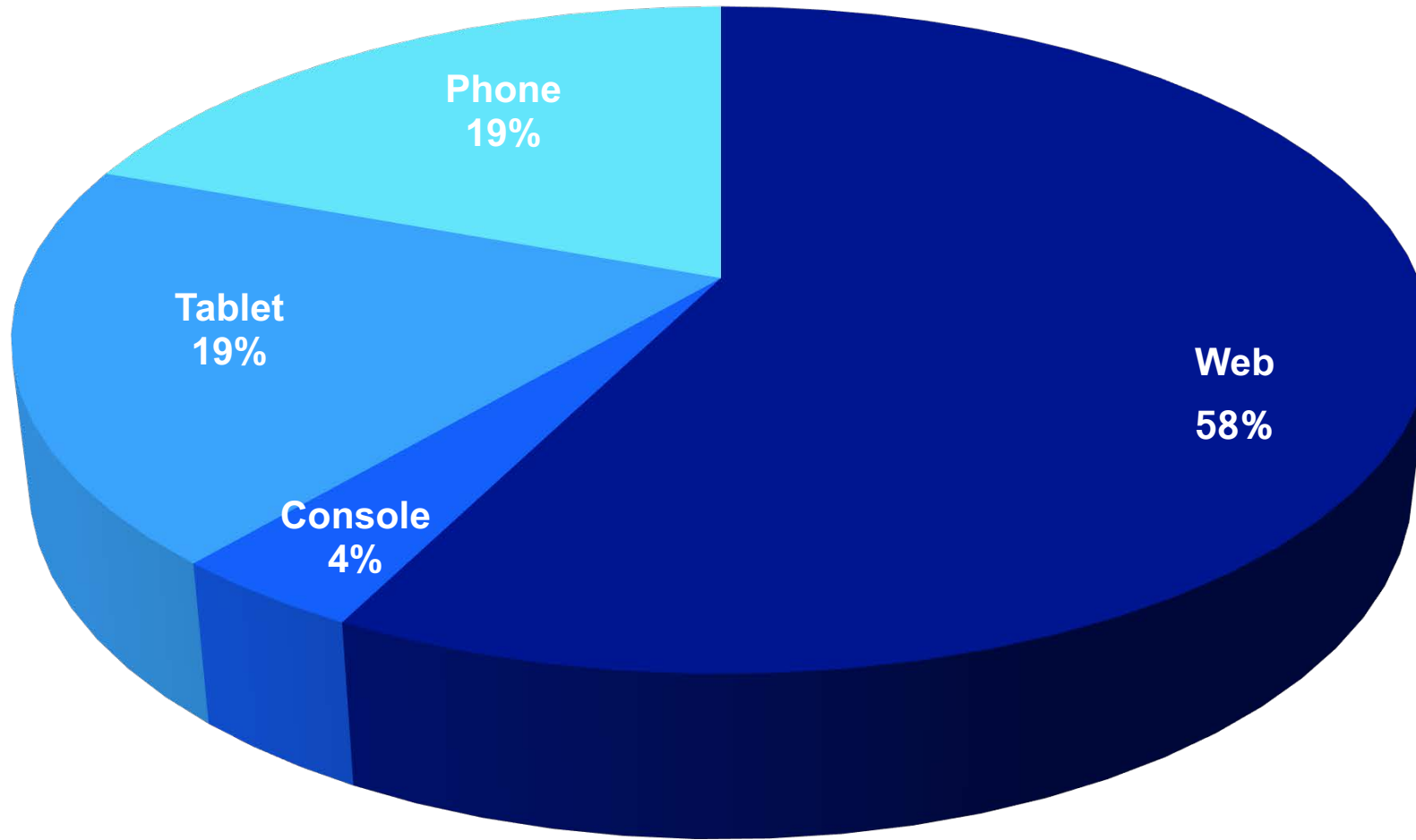
 PC/Mac

 Xbox



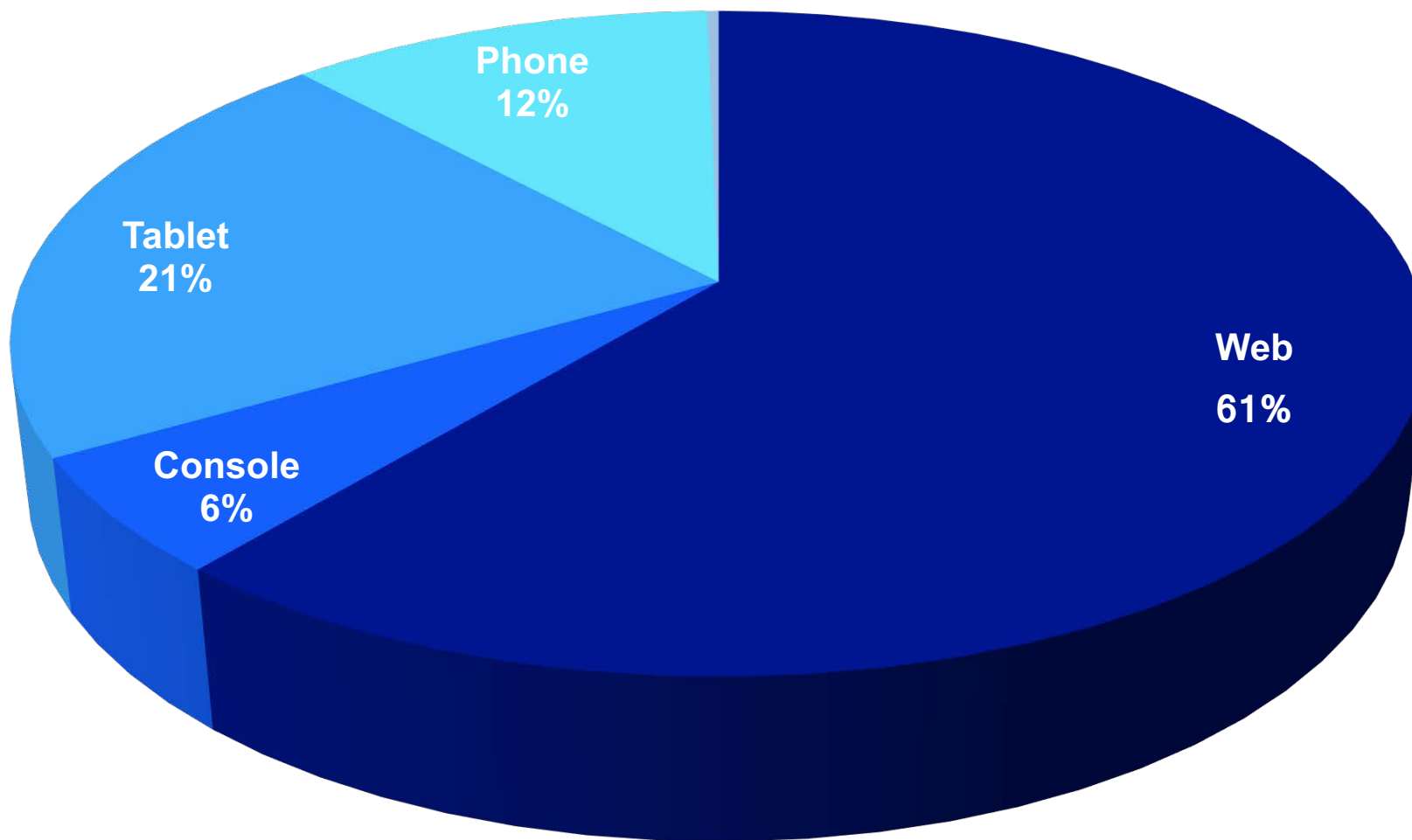


## Roblox Visitors by Platform



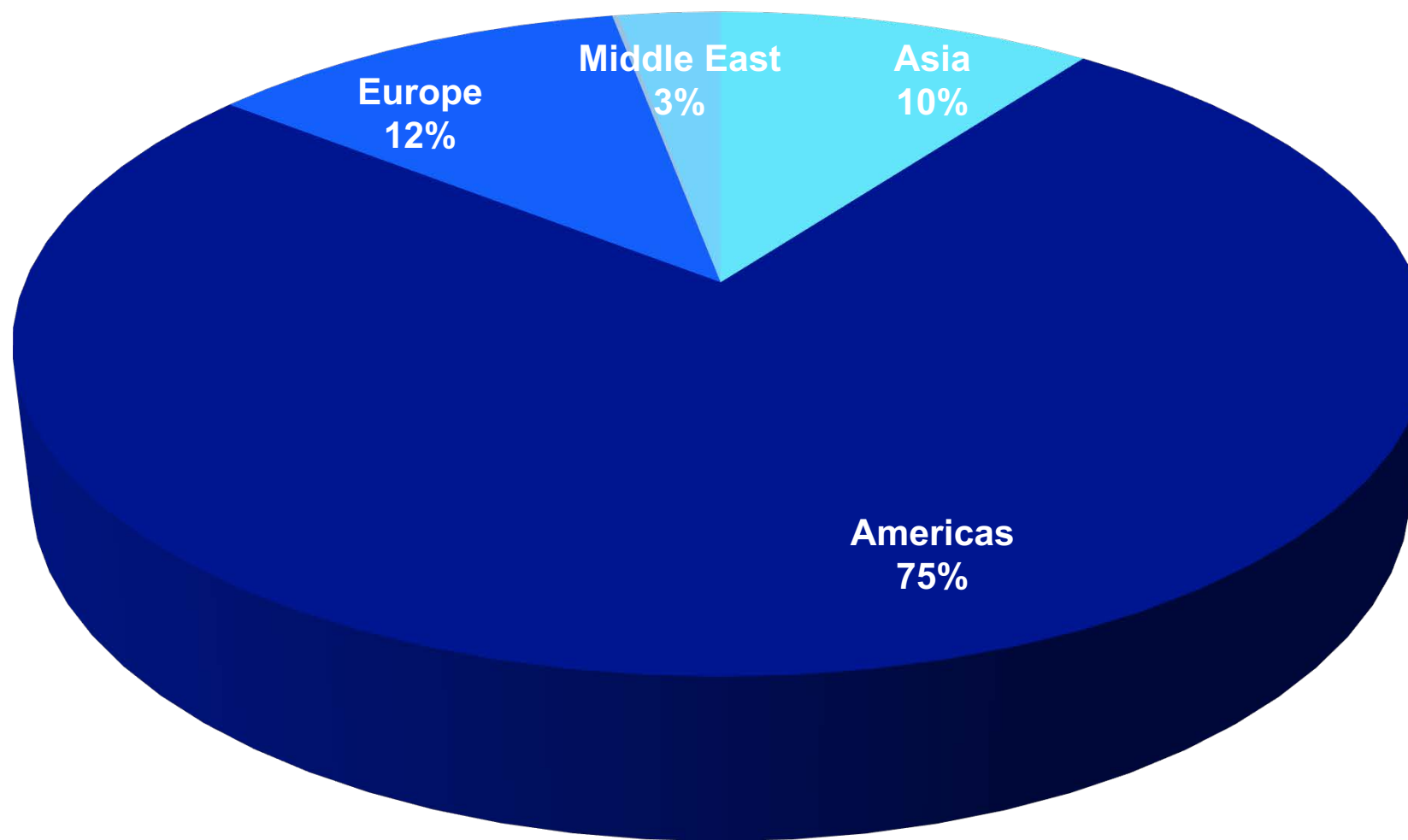
■ Web ■ Console ■ Tablet ■ Phone

## Robux Spent by Platform



■ Web ■ Console ■ Tablet ■ Phone

## Visitor split by Geo



■ Asia ■ Americas ■ Europe ■ Africa ■ Middle East

## Keep Games Kid Friendly



**53% of audience is under 13**



**Growth of under 13 audience grew 113% in the last year**



**Retention is 10% higher than over 13**



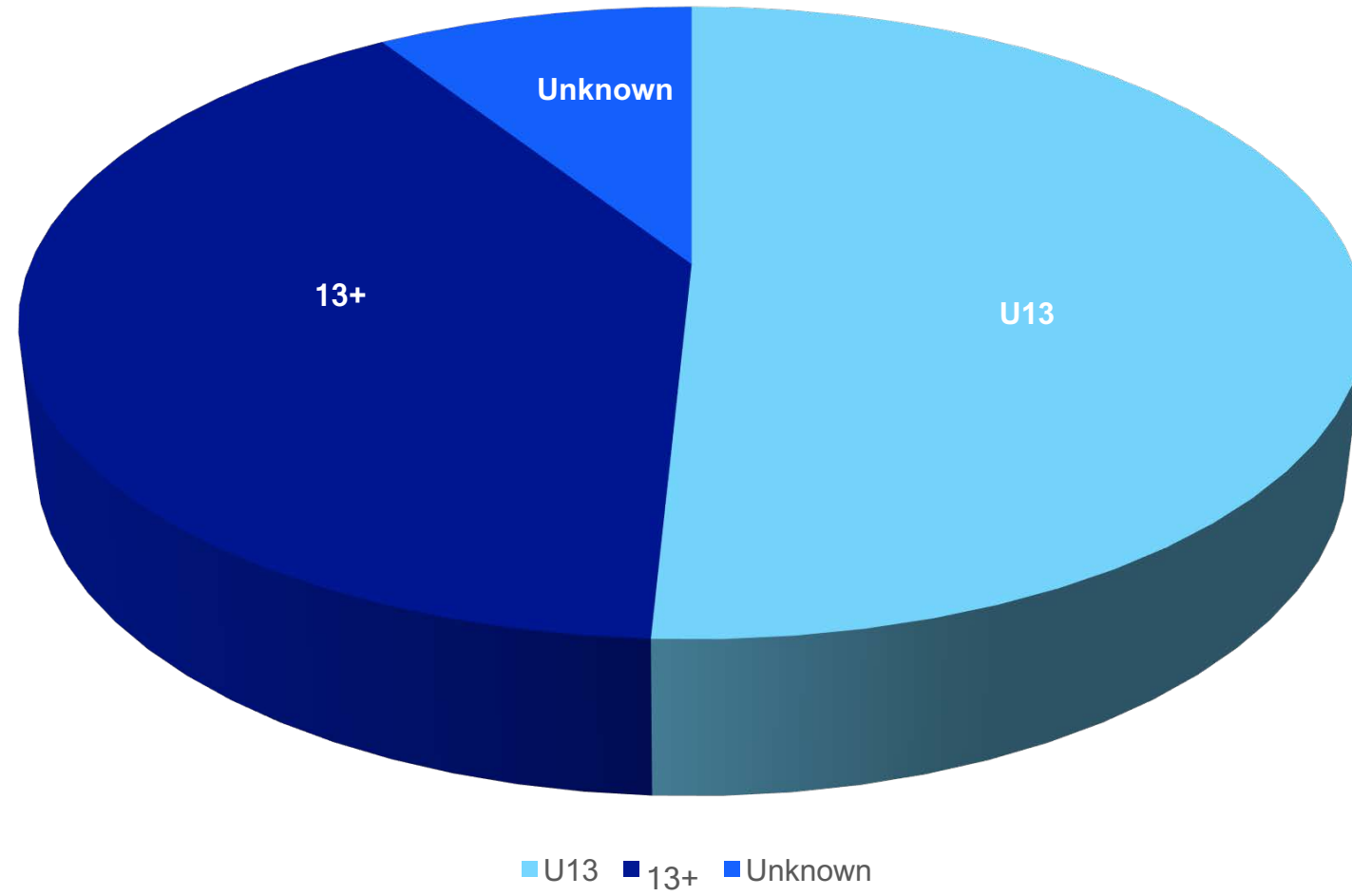
**Spending is 25% higher than over 13**





# U13 is largest % of Audience


Age of Users

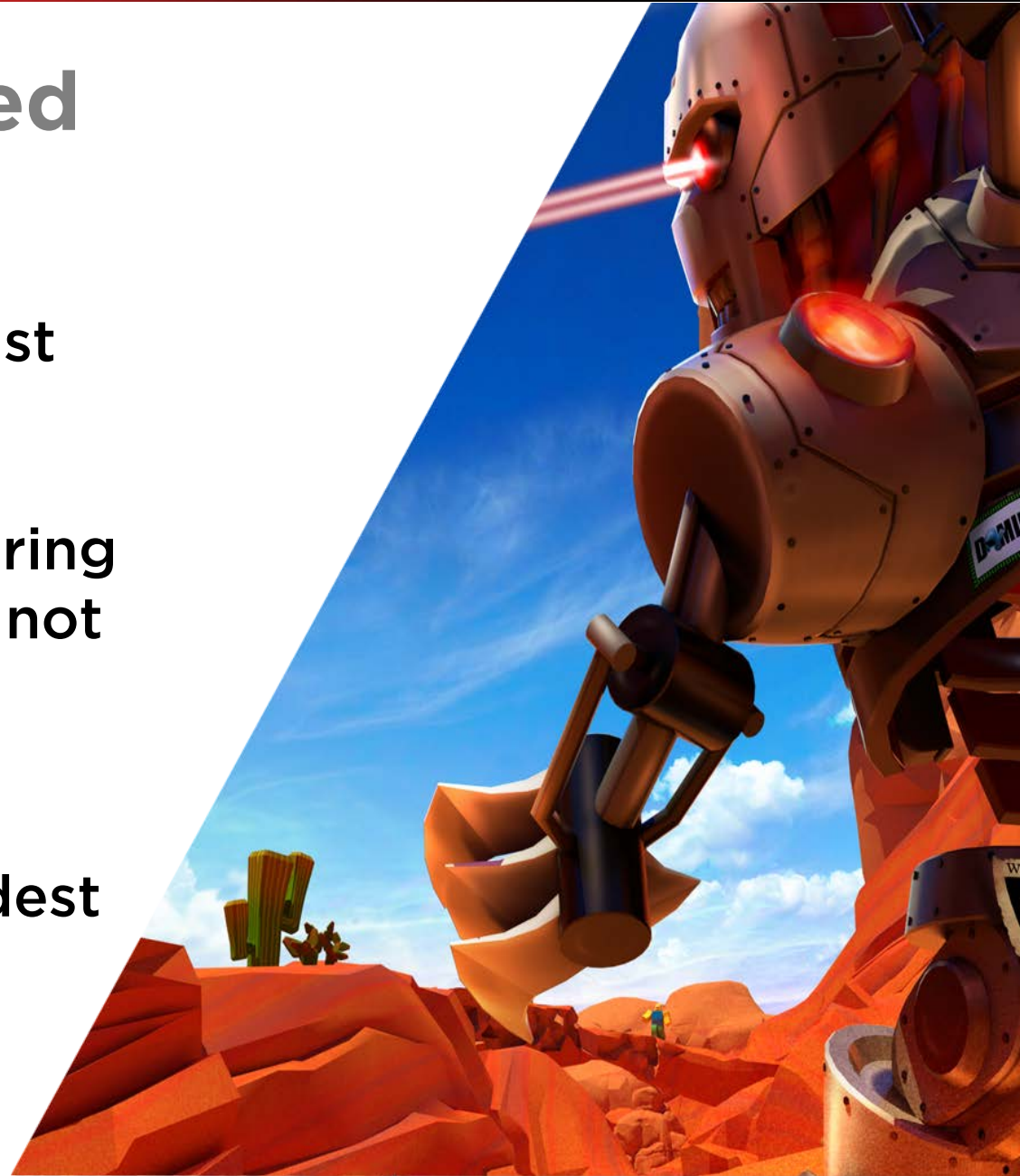


## Filtering Enabled Is Now Called Experimental Mode

 Games that are filtering enabled are just games

 Later this year games that are not filtering enabled (aka experimental mode) will not be easily available to our younger audience

 Update your game now ensure the widest audience possible can play it



# Retain Your Audience

## Create Great Content






**#1 Retention mechanic is creating a fun game that users love. After you've done that, you can use several other mechanics to keep users coming back.**





## Do Something To Make Your Game Fun In The First 5 Minutes

-  Most users will only play your game once - unless it is immediately fun
-  Make sure tutorials are device specific
-  Providing tutorials and rewards quickly helps engage players in the first five minutes



## Users Love New Content!



Let your users know when you have new content they'll love



Update description of game



Update in game



Update in a group dedicated to your game



## Create a Community



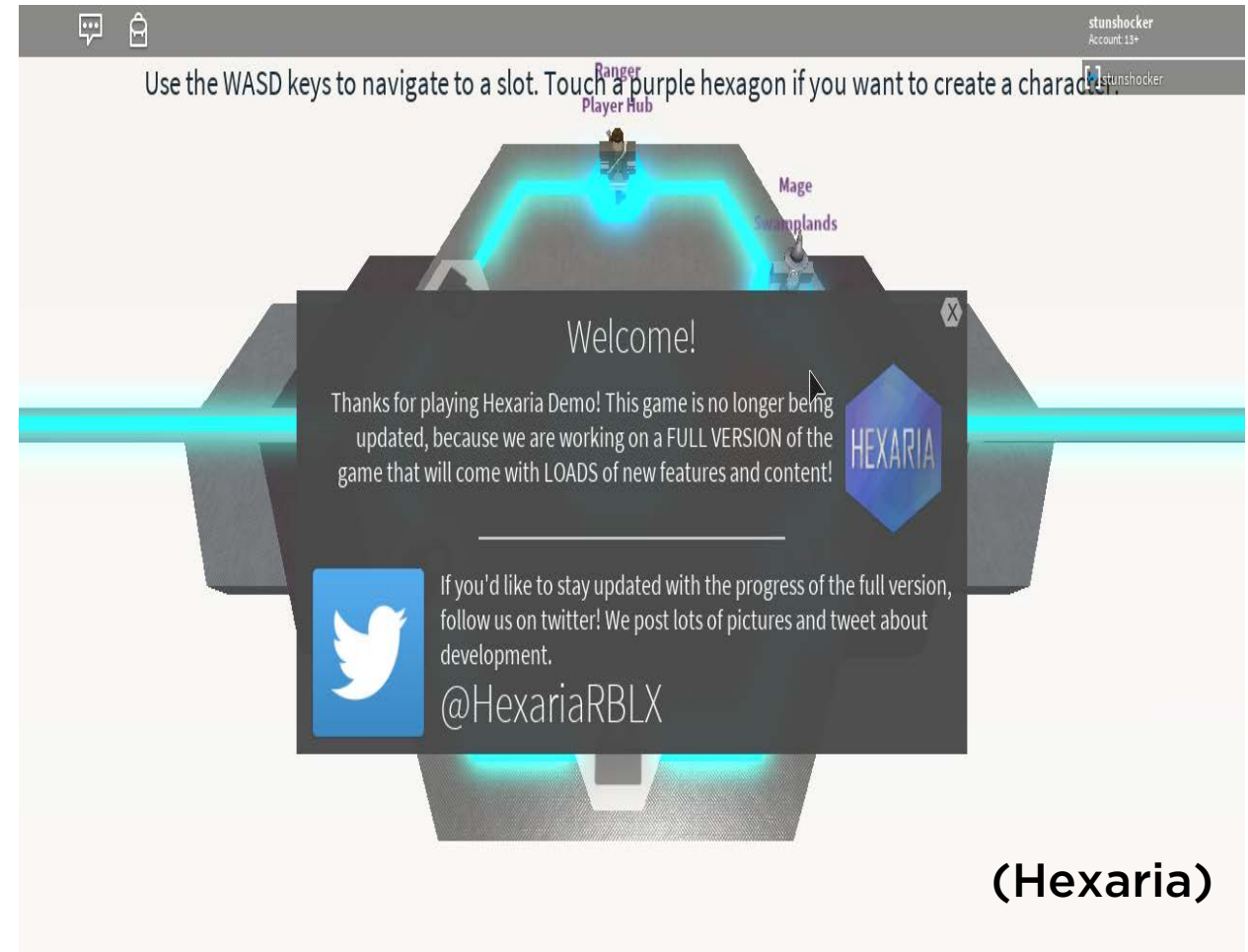
**Create a Roblox group to discuss updates and gameplay strategies**



**Have a social media presence where you can share the latest updates**



**Consider using leaderboards to create a community competition**

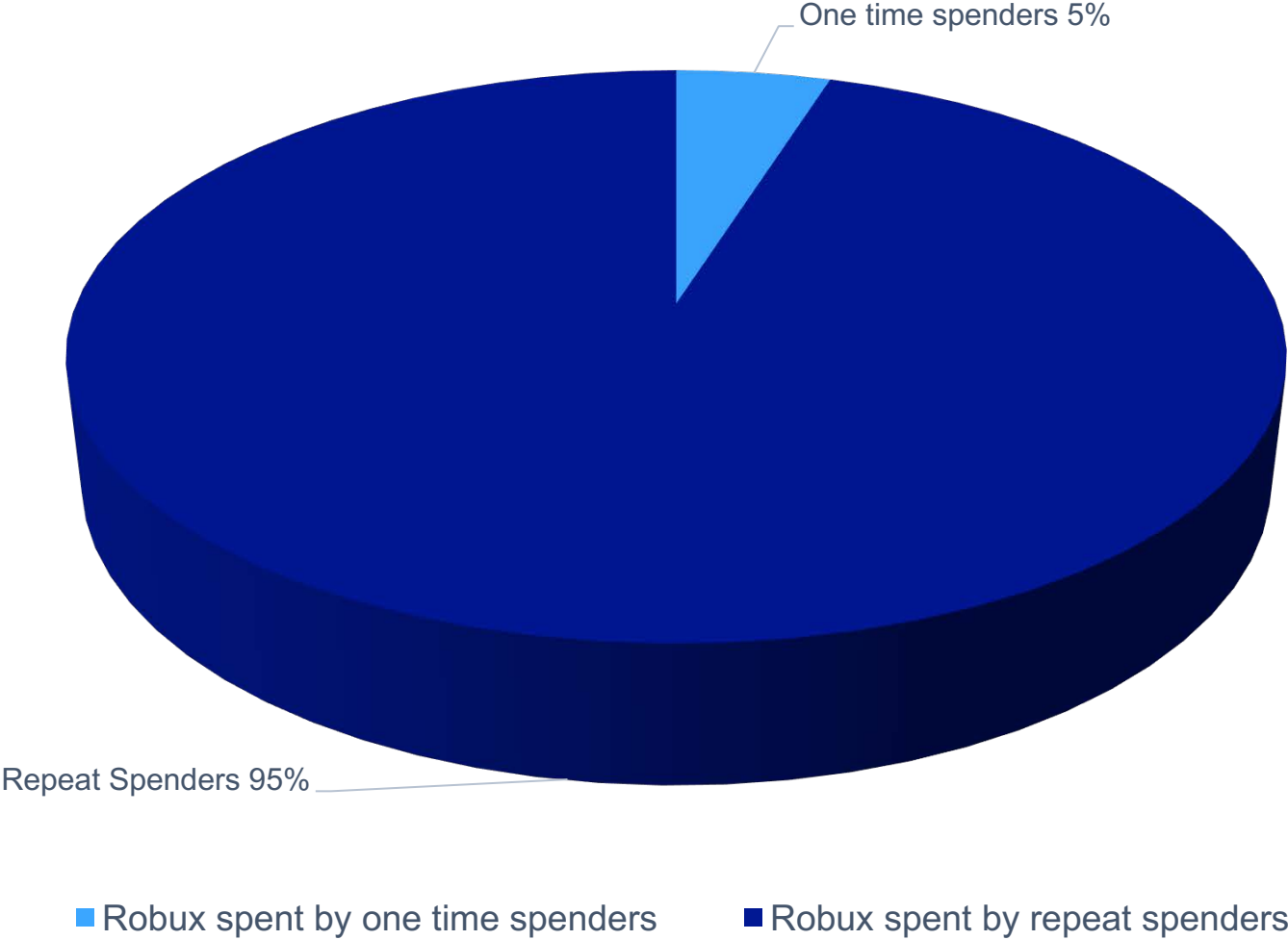


(Hexaria)

# Monetize Your Audience



## Robux revenue from regular vs. one time spenders



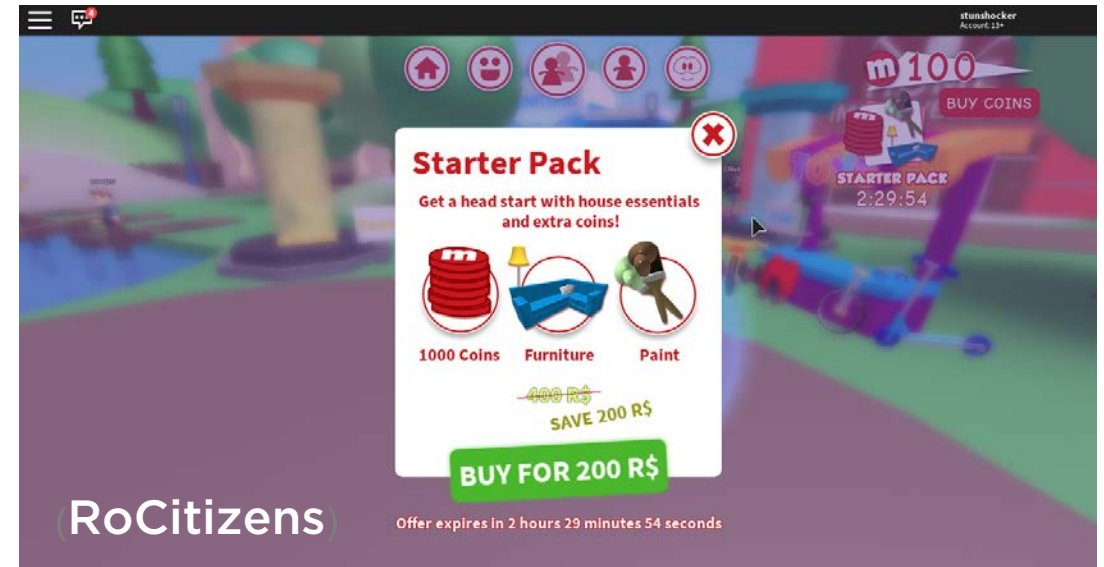
## How Do You Get Users To Pay For The First Time?

 Special discount for new users

 Starter packs

 Use strategic timing of offers

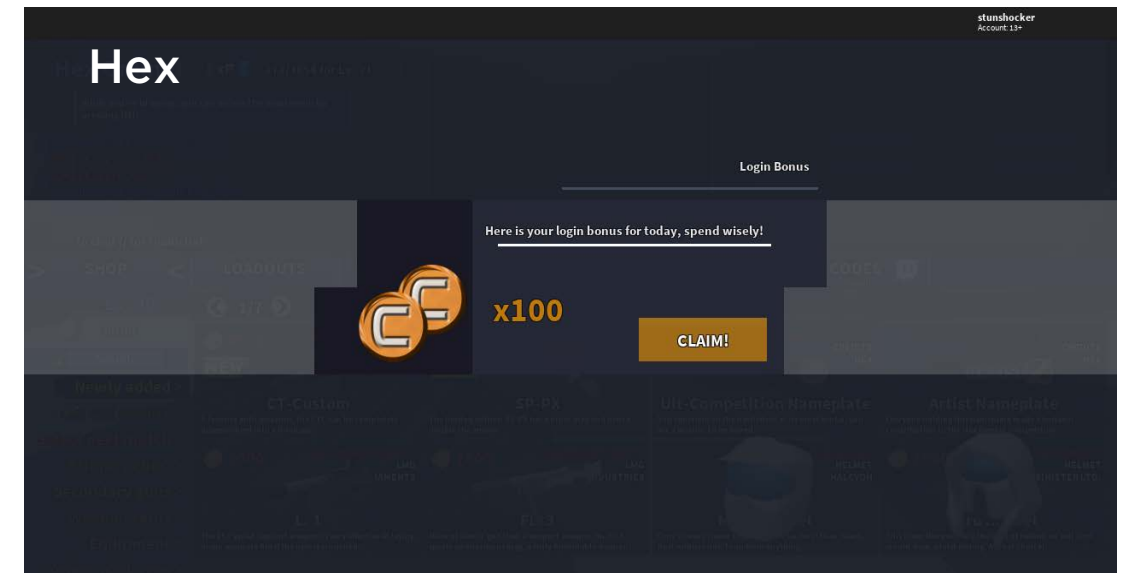
 Sharing offers



## Reward Your Users



Many games on Roblox provide a daily login bonus or reward to retain users. This encourages users to continue playing on a regular basis!



## Speed To Unlock



Users can wait X hours or get upgraded instantly by spending in game currency



Very common among mobile games

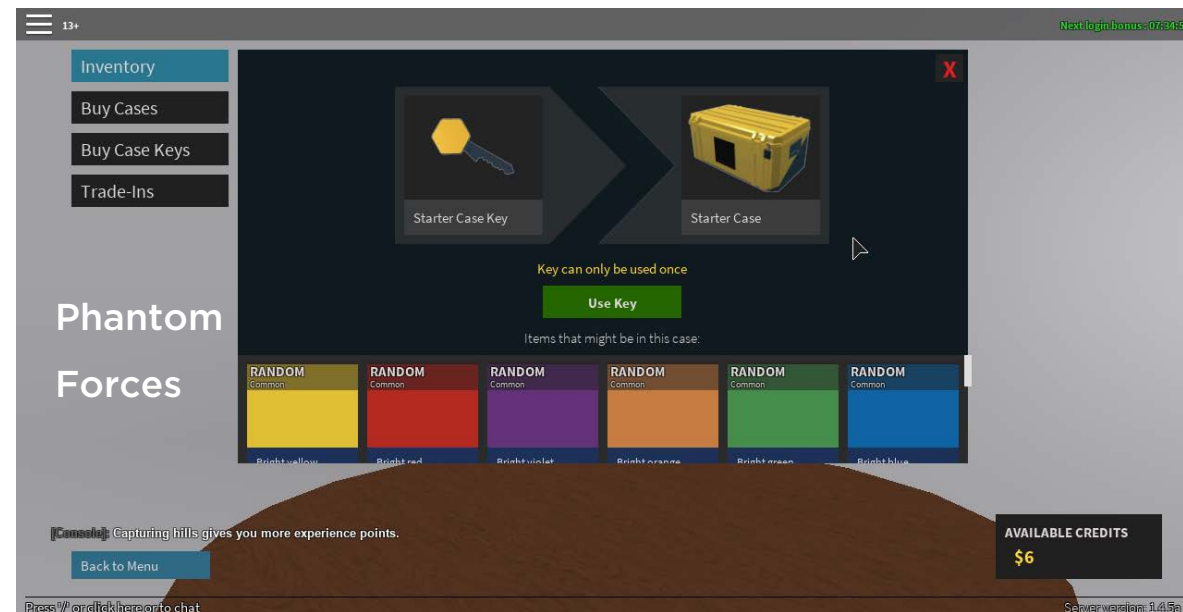
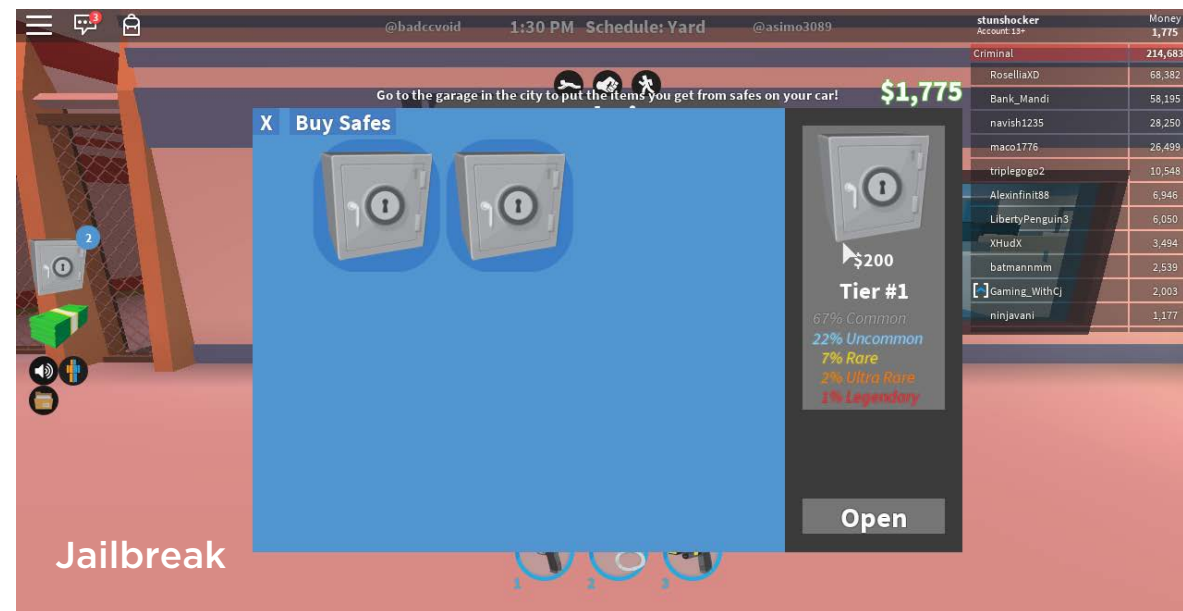


\*In this example the player is technically buying time in that they do not need to spend time tending to their crops



## Gachapon

 Provide loot boxes that give you a random chance of winning something.



## Consumables



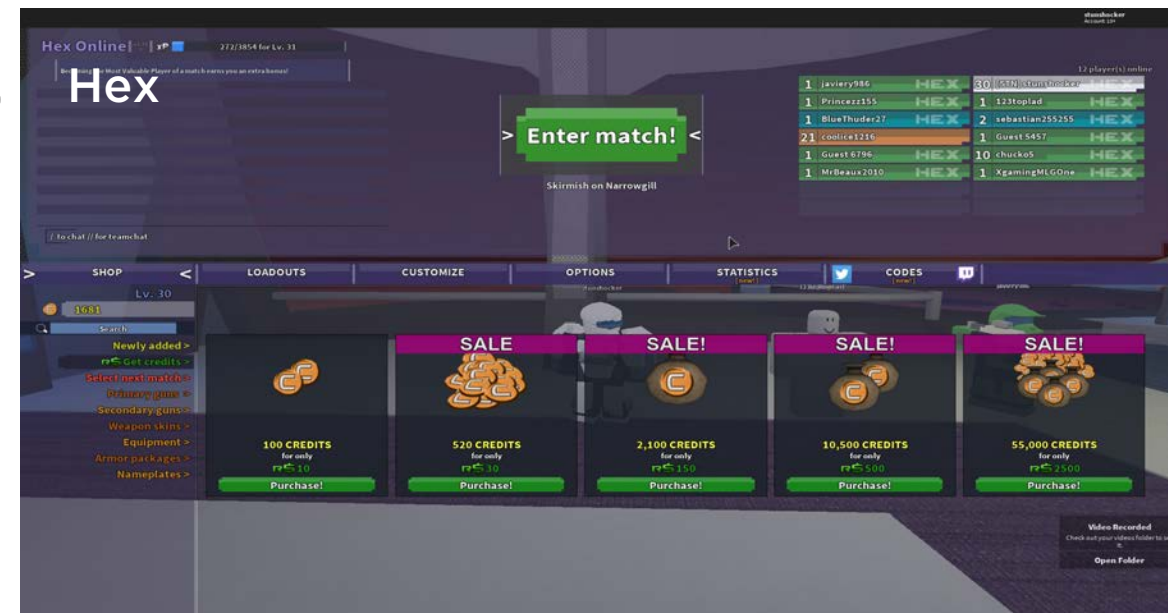
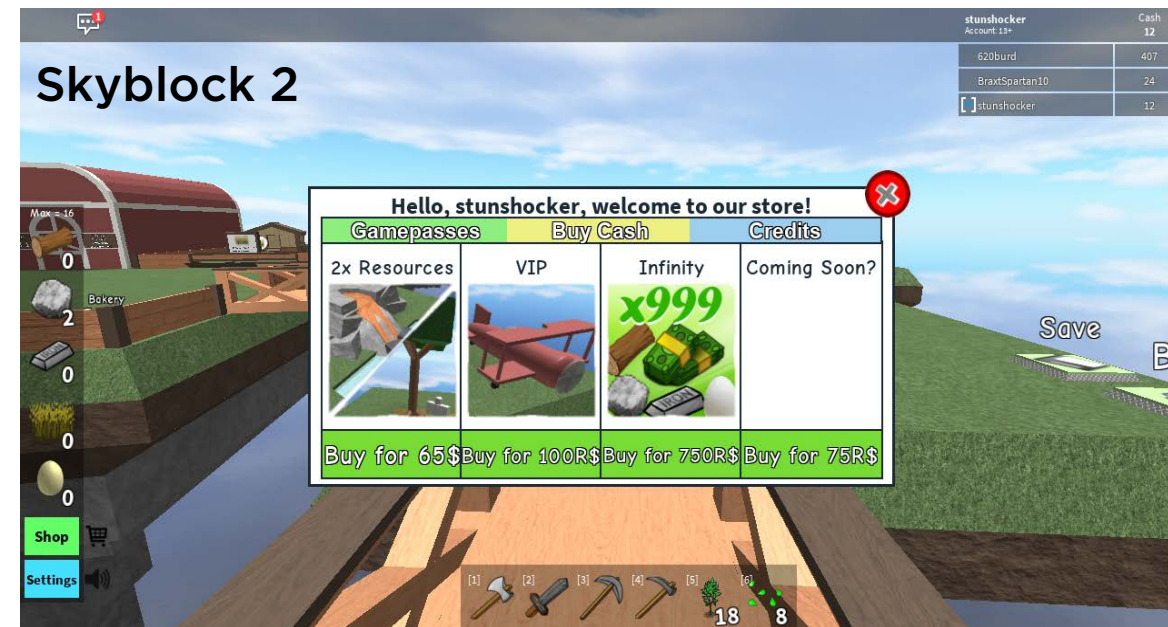
Temporary PowerUps or Bonuses



Resources (food, bullets, etc.)



In Game Currency



## 3 Steps to Monetize your Game



**Make your game available to Everyone**

All Platforms

All Ages

All countries



**Make your Content engaging**

Fun in the first 5 minutes

Don't lose users on Day 1

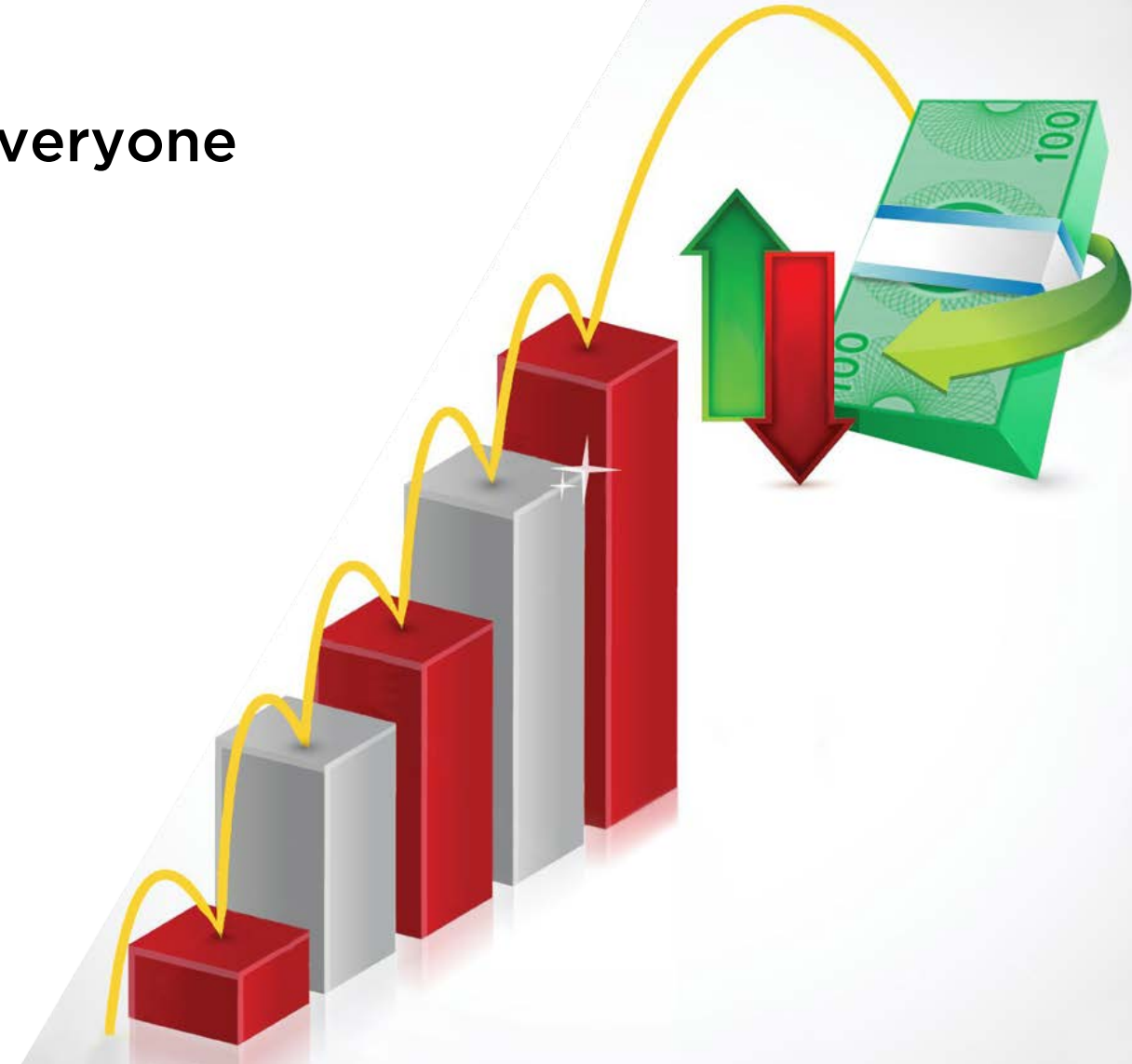


**Keep them paying**

Gamifying the play

Updates and rewards

Speed progression



**Thank you!**