

## PUBLICAÇÃO E MONETIZAÇÃO DE VÍDEOJOGOS

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Code: 27209

Main Scientific Area: Computer Graphics and Multimedia

Lecturer: Tiago Rafael dos Santos Martins Pereira Rodrigues

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 15h Total Workload: 113h

ECTS: 4,0

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### **Objectives**

Provide an overview of publishing video games on different platforms.  
Promote knowledge to design a game with a view to monetizing it.  
Provide an overview of monetization methods and their implementation.

### **Learning Outcomes**

Be able to recognize when a video game is well prepared for publication.  
Have knowledge of the necessary procedures for publishing a video game.  
Know the main tools and platforms (stores) for publishing a video game.  
Be able to prepare a game for monetization.  
Have knowledge of the main video game monetization strategies and methods.  
Be able to integrate monetization methods when publishing a video game

### **Course Contents**

Introduction to video game publishing  
How to prepare a game for publication  
Publishing platforms and tools (stores)  
Introduction to game monetization.  
Market positioning  
Business models  
Monetization methods (google ads, in-app purchases, in-game advertising, etc.)  
Integration of monetization methods in video game projects.

### **Recommended Bibliography**

Draganov, D. (2014). Freemium Mobile Games: Design Monetization.

Goswami, B. (2018). The basics of monetization for games in game maker. Independently published

Limpach, O. (2020). The Publishing Challenge for Independent Video game Developers: A Practical Guide. Boca Raton, FL, USA: Taylor Francis Group.

Fields T, Cotton, B. (2014). Social Game Design: Monetization Methods and Mechanics. CRC Press.

Fields, T. (2014). *Mobile Social Game Design: Monetization Methods and Mechanics*, Second Edition. Boca Raton, FL, USA: Taylor Francis Group.

Foxell, N. (2015). *Mobile Game Monetization*. Bachelor's Thesis. University of Jyväskylä. Jyväskylän yliopisto, Finlandia.

Genadinik, A. (2014). *Mobile App Marketing and Monetization*. Scotts Valley, California, EUA: Createspace.

Golynchev, A. (2019). *Microtransactions as a way of monetization in the video game industry*. Thesis. Saimaa University of Applied Sciences. Carélia do Sul, Finlandia.

Nikita, K. (2015). *Monetization in games*. Lahti University of Applied Sciences. Lahti, Finlandia: Spring.

### **Learning and Teaching Methods**

Provide an overview of video game publishing on different platforms.

- Introduction to the publication of video games;
- How to prepare a game for publication
- Publishing platforms and tools (stores)

Promote knowledge to design a game for monetization.

- Introduction to game monetization.
- Market positioning
- Business models

Provide an overview of monetization methods and their implementation.

- Monetization methods (google ads, in-app purchases, in-game advertising, etc.) Integration of monetization methods in video game projects.

### **Assessment Methods**

Distributed evaluation without final exam.

Final grades will be calculated taking into account the following criteria:

10% - Participation and Attendance

90% - Final Project

- The non-delivery of the final project will be classified with 0 (zero).

- Works delivered after the deadline will have a 20% penalty with a 24 hour delivery limit. Beyond that time it is considered undeliverable.

