

Measuring price development of mobile games – Experience from Statistics Finland

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The 38th Voorburg Group Meeting on Services Statistics
October 24th, 2023

Agenda

- Background
- Classification
- Monetization on mobile games
- Industry description
- Practical experience
- Points of improvement



Background

- Rapidly growing industry
- Drawn into SPPI sample in 2015=100 renewal
- Industry study
 - How to classify?
 - How do they make money?
 - Who's the buyer?
 - What's the market like?
- Included in SPPI since 2018



Classification

... of mobile game producers

News 7 Mar 2019

Industrial classification of video game enterprises is reviewed - enterprises transferred from programming to publishing

Statistics Finland has reviewed the industrial classification of close on 300 enterprises, whose business activity is related to video games. As a result of the inquiry, the industrial classification of close on 30 enterprises was changed. As a consequence, enterprises, turnover and staff years are moved between industries in the statistics.

... of mobile games

European Classification of Products by Activity CPA 2015

games	X
58.21.10 Computer games, packaged	
58.21.2 Computer games downloads	
58.21.20 Computer games downloads	X
58.21.3 On-line games	
58.21.30 On-line games	✓
58.21.4 Licensing services for the right to use computer games	
58.21.40 Licensing services for the right to use computer games	
62.01.21 Computer games software originals	X
92.00.13 Lotteries, numerical games and bingo services	



Monetization on mobile games



Free-to-play

Micropayment model

Revenue from advertisement space

Lite version



Pay-to-play

One-time purchase

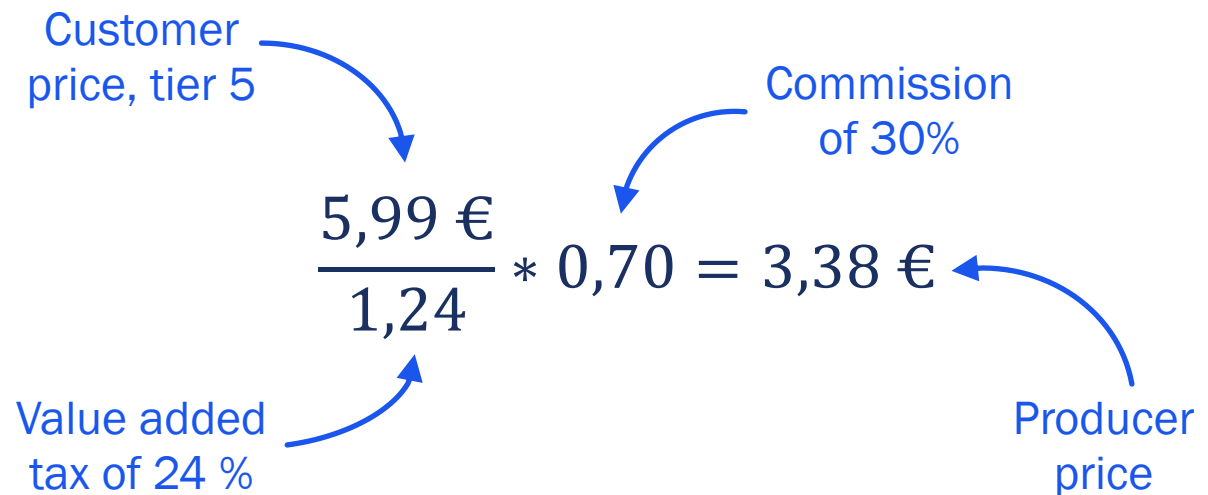
Subscription

Industry description

- **Two platforms:** Apple Store and Google Play
 - B-to-B
 - Collect commission
 - Global market
- Low barriers for entering the market
- Prices chosen from Apple Store's price matrix

Euro territories (except Montenegro) (EUR)

Tier	Customer Price New	Tier	Customer Price New
0	0.00	51	64.99
1	1.19	52	69.99
2	2.49	53	79.99
3	3.49	54	84.99
4	4.99	55	89.99
5	5.99	56	94.99



A close-up photograph of a blue checkered shirt with a gold pen tucked into a pocket. The shirt has a fine grid pattern with red and white lines. A white button is visible on the left side. The pen is black with gold accents.

Practical experience

- Price survey
 - Twice per year
 - changes in price matrix, VAT rates and commission rates
- ~5 price tiers for most important market areas
- Elementary weights by enterprise and country
- Month-to-month changes in producer prices from currency rates

Points of improvement

- List prices → discounts excluded
 - Quality change not observed
 - No game or price tier specific weights
- **Goal:** prices of the most bought features?

New version:
The Index Game 2:
New industries

If 1 token to skip a level = discount



10 levels of fun with compiling price indices!



Buy **tokens** to

- skip a level - **2 tokens**
- get an alternative index formula - **5 tokens**



SPECIAL OFFER!
Buy a **chest of tokens** today and save 30 %

Discount:
change in unit price
of in-game currency



Summary

- CPA 58.21.30 On-line games
- Global business
- B-to-B
- Several monetization models
 - Micropayment model creates most turnover
- List prices easy to follow, accurate prices more difficult

Thank you! Questions?

