

Mobile Games Segmented by Revenue Model

Insight to Action

	One-time app sales	Freemium app sales	Advertisements	In-app purchases	Subscriptions	Razors/ blades
	<i>The app itself can only be downloaded if the user pays.</i>	<i>A free app allows users to pay for additional premium features, like ad removal.</i>	<i>Apps show advertisements either interrupting the gameplay, or on the screen (such as banner ads).</i>	<i>Users pay for some additional feature of an app, without leaving the app interface.</i>	<i>Users pay on a regular schedule to maintain access to the app or to a feature thereof.</i>	<i>A low-cost product (razor) is subsidized by other products (blades)</i>
FREE Magic Sort!		X	X	X		
FREE Rips by Triumph				X		
FREE Bus Rush Fever!		X	X	X		
FREE Block Blast!			X			
FREE Vita Mahjong		X	X			
PAID Plague Inc.	X			X		
PAID Minecraft: Play With Friends!	X			X	X	
PAID Geometry Dash	X	X	X			
PAID Gambonanza	X					
PAID Heads-Up!	X			X		X