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Course Unit	Digital games publishing and monetization			Field of study	Social and Business Sciences		
Master in	Digital Game Design and Development			School	School of Public Management, Communication and Tourism		
Academic Year	2023/2024	Year of study	1	Level	2-1	ECTS credits	6.0
Type	Semestral	Semester	2	Code	5074-802-1203-00-23		

Workload (hours)	162	Contact hours	T	-	TP	60	PL	-	TC	-	S	-	E	-	OT	-	O	-

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)	Ines Monteiro Barbedo de Magalhaes, Ricardo Jorge Vieira Correia, Rute Isabel Esteves Ferreira Couto Fernandes

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Understand the role of the developer and publisher in launching new products;
2. Know financing options and forms of editing and distribution;
3. Know and understand business models in the area of digital games (monetization);
4. Realize the importance of intellectual property and understand the related legal issues;
5. Know, understand and apply the regulations associated with the digital games market.

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable.

Course contents

Publication; Monetization (revenue models); Intellectual property in the digital games industry; Regulation of the digital games industry.

Course contents (extended version)

1. Publishing:
   - The role of the editor (if any);
   - Financing options;
   - Forms of publication/distribution;
   - Technical requirements to be respected;
   - The role of communication with the player;
   - Maintenance and life cycle of the game.
2. Monetization (revenue models):
   - Business model
   - Return model: F2P, P2P, Microtransactions, battle pass, DLC, Freemium, ingame advertising
   - Different monetization models for diffrent game types.
3. Intellectual property in the digital games industry:
   - The importance of intellectual property;
   - Copyright and neighbouring rights;
   - Industrial Property: Trademarks, Patents and Design;
   - Trade secret;
4. Regulation of the digital games industry:
   - Self-regulation (PEGI system and others);
   - Protection of personal data and privacy;
   - Advertising and commercial communication;
   - Monetization.

Recommended reading

1. Chandler, H. M. (2020). The Game Production Toolbox. CRC Press.
2. Greenspan, D. and Dimita, G. (2022) Mastering the Game: Business and Legal Issues for Video Game Developers- A Training Tool Creative Industries, Switzerland: WIPO [https://tind.wipo.int/record/45851]
3. Clark, O. (2018). Games as a Service: How Free to Play Design Can Make Better Games, Taylor & Francis
4. Van Dreunem, J. (2020). One Up: Creativity, Competition, and the Global Business of Video Games. Columbia University Press. http://www.jstor.org/stable/10.7312/dreu19752
5. Vasiliev, V., Zaramenskikh, E., & Vasilieva, E. (2020). Monetization model for gaming industry. In Digital Transformation and New Challenges (pp. 73-82). Springer, Cham.

Teaching and learning methods

The content will be transmitted in an expository way, by reading and analyzing articles and case studies. Exercises will be proposed and questions will be asked, promoting the debate of ideas, communication, research, critical analysis and reasoning. Through active learning, students will apply and present a pitch about the content, aiming an iterative development of solutions.

Assessment methods

- Continuous evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
   - Reports and Guides - 30% (M1 - Publication: Research and analysis of proposed themes.)
   - Reports and Guides - 30% (M2 - Monetization: Research and analysis of proposed themes.)
   - Reports and Guides - 30% (M3 - Intellectual Property and Regulation: Research and analysis of proposed topics.)
   - Experimental Work - 10% (M1-Publication+M2- onetization+M3-Intellectual Property and Regulation: application to a game+pitch)

Language of instruction

1. Portuguese
2. English

Electronic validation			
Ines Monteiro Barbedo de Magalhaes, Ricardo Jorge Vieira Correia, Rute Isabel Esteves Ferreira Couto Fernandes	João Paulo Pereira de Sousa	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
21-03-2024	03-04-2024	03-04-2024	06-04-2024