



# **EAST VS. WEST:** **MONETIZATION TRENDS**

How spending behavior  
differs between Eastern and  
Western mobile gamers



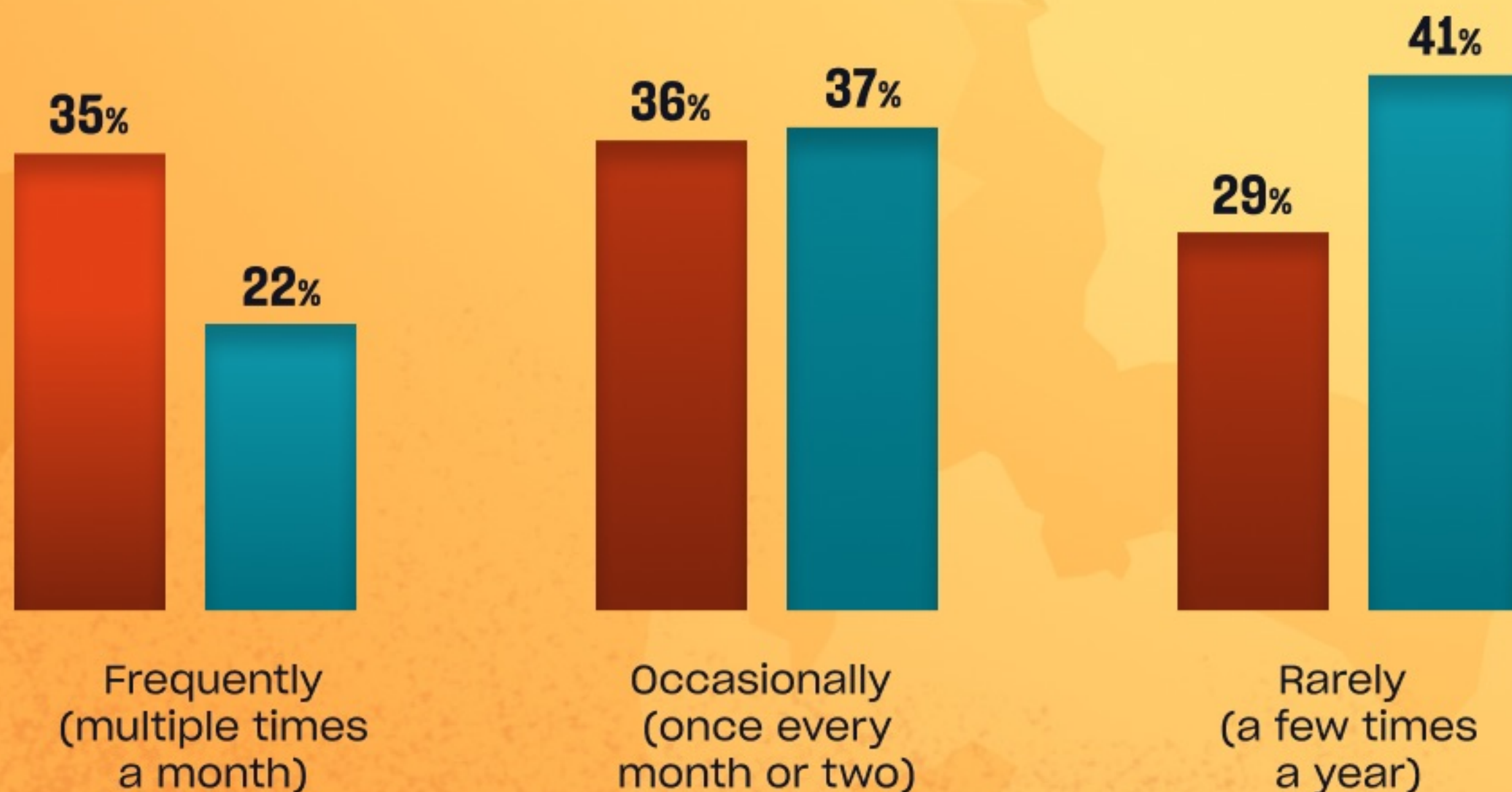


# Eastern mobile gamers spend more frequently than mobile gamers in the West.



Frequency of in-game spend by spenders

■ EAST ■ WEST

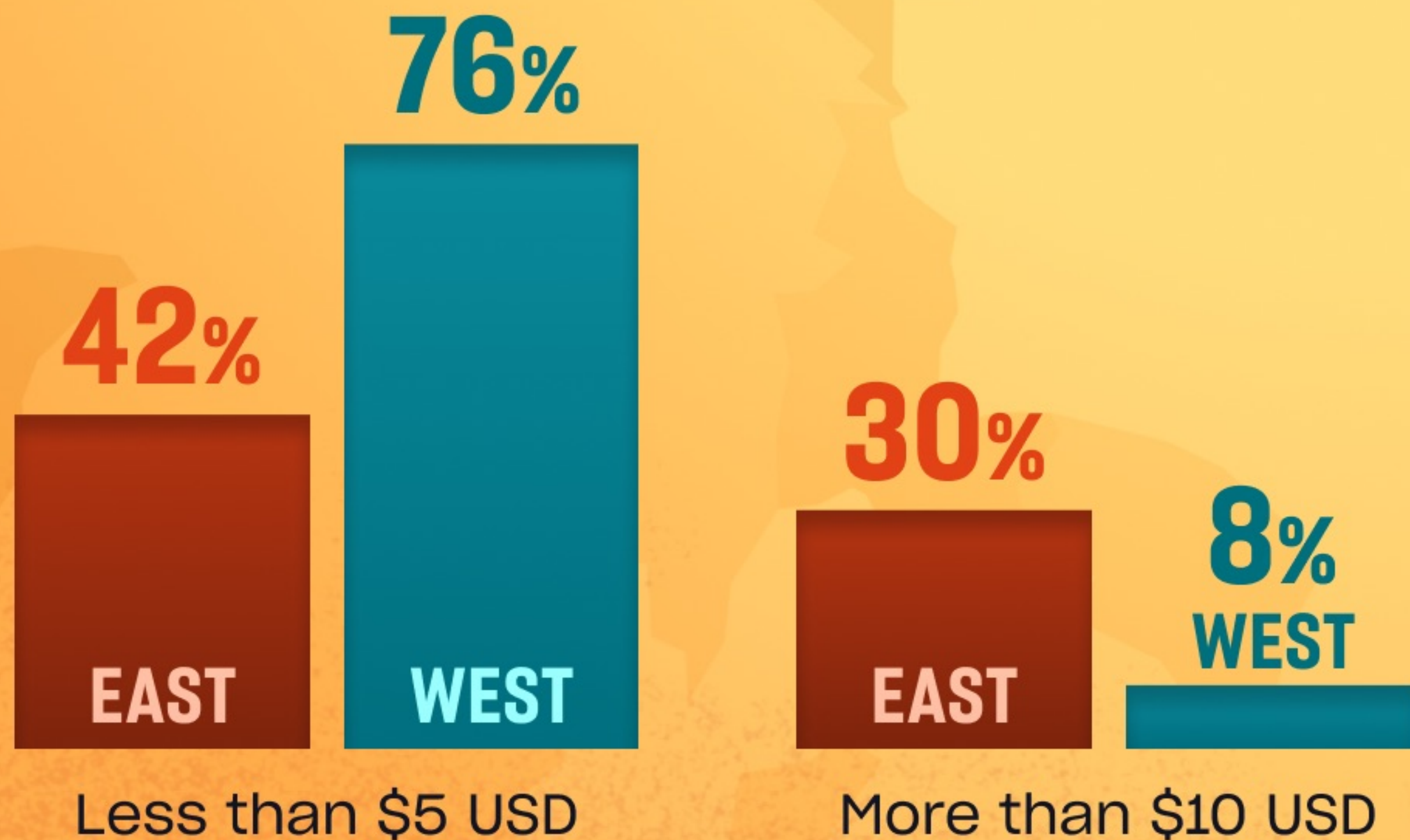




# Mobile gamers in the **East** tend to spend more per purchase than their **Western** counterparts.



Average price range of a single IAP





In the **West**, mobile gamers prioritize value, whereas in the **East**, they go for exclusivity.



Top motivations to spend on IAP



## US AND UK

Bundles and  
limited-time  
offers



## KOREA AND JAPAN

Progression  
items and new  
characters





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LINK IN DESCRIPTION

