Video Game Pricing Checklist

Phase 1: Understanding Your Market & Game

Define Your Ideal Player:

- [ ] Conduct market research (surveys, polls, forums).
- [ ] Analyze demographics (age, income, location).
- [ ] Identify gaming motivations (competition, exploration, etc.).
- [ ] Determine preferred platforms (PC, console, mobile).
- [ ] Research spending habits on online video games.

Analyze Competitor Pricing:

- [ ] Identify 5-10 direct competitor games (same genre/sub-genre).
- [ ] Document their pricing models (premium, freemium, etc.).
- [ ] Record their base prices and any DLC/edition costs.
- [ ] Note their key features and content volume.
- [ ] Analyze player reviews and ratings for price perception.

Define Your Game's Value Proposition:

- [ ] Identify your game's unique selling points (USPs).
- [ ] Estimate the average playtime your game offers.
- [ ] Assess the quality of your game's visuals, audio, and polish.
- [ ] Consider any community features or ongoing support plans.

Phase 2: Determining Your Costs & Financial Goals

- [ ] **Calculate Development Costs:** Include salaries, software licenses, outsourcing fees. Factor in hardware and infrastructure expenses.
- [ ] **Estimate Marketing & PR Costs:** Budget for advertising, social media, influencer outreach. Account for PR and community management efforts.

- [ ] **Calculate Operational Costs:** Estimate server maintenance (if applicable). Budget for customer support and legal fees. Factor in platform distribution fees (e.g., Steam cut).

- [ ] **Set Financial Objectives:** Calculate your break-even point (units to cover costs). Define your desired profit margin per unit. Set realistic short-term and long-term sales goals.

Phase 3: Selecting & Testing Your Pricing Strategy

- [ ] **Choose Your Monetization Model:** Premium (one-time purchase), Freemium (free with in-app purchases), Subscription (recurring fees), Ad-Supported, Hybrid.

- [ ] **Initial Price Point Determination:** Based on competitor analysis, perceived value, and cost analysis, set an initial price range.

- [ ] **Price Testing (Pre-Launch or Early Access):** Plan A/B tests with different price points for segments of your audience. Utilize surveys or focus groups to gather price perception feedback.

- [ ] **Data Tracking & Analysis:** Identify key metrics to track (conversion rates, sales volume, revenue per user). Implement analytics tools to monitor performance.

Phase 4: Global & Platform Considerations

- [ ] **Regional Pricing Strategy:** Research purchasing power parity in key target regions. Consider currency exchange rates and economic conditions. *Utilize platform tools (or services like PayPro Global) for regional price and tax adjustments.*

- [ ] **Platform-Specific Pricing:** Research pricing norms on your target platforms (PC, mobile), platform fees and promotional opportunities.

Phase 5: Post-Launch Monitoring & Optimization

- **Continuous Performance Monitoring:** Regularly track sales data, player feedback, and market trends.

- **Price Adjustment Strategy:**
    - Be prepared to adjust prices based on performance and market evolution.
    - Plan for potential discounts and promotional periods.
    - Consider price increases with significant content updates (communicate clearly with your community).