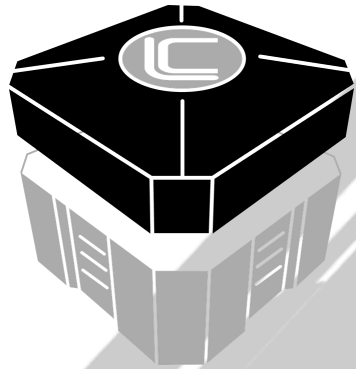


A GUIDE TO MICRO-TRANSACTIONS IN VIDEO GAMES



LOOT BOXES ARE ITEMS, OFTEN KNOWN AS 'PACKS' OR 'CHESTS', THAT GIVE YOU A RANDOM SELECTION OF ITEMS AFTER BEING PURCHASED. THEY ARE PURELY BASED ON CHANCE.

SKINS ARE COSMETIC ITEMS PURELY FOR APPEARANCE AND SHOW. THESE MIGHT COME IN THE FORM OF COSTUMES, WEAPON CAMO, VEHICLES & MORE.



6th

THE UK IS THE **6th** LARGEST MARKET IN THE WORLD FOR VIDEO GAMING, JUST BEHIND CHINA, USA, JAPAN, SOUTH KOREA AND GERMANY.

DESPITE BEING A FREE-TO-PLAY GAME, BATTLE ROYALE GAME, **FORTNITE** MADE £1.4bn IN REVENUE IN 2019; ALL COMING FROM MICRO-TRANSACTIONS.

FORTNITE

MICRO-TRANSACTIONS ARE ADDITIONAL PAYMENTS MADE WITHIN A VIDEO GAME; OTHERWISE KNOWN AS IN-APP PURCHASES. PLAYERS ARE REQUIRED TO PAY MONEY TO MAKE THESE PURCHASES; EITHER VIA BANK CARD OR STORE CARD.



86%

APPROXIMATELY **86%** OF ALL VIDEO GAMES ON PC NOW CONTAIN MICRO-TRANSACTIONS IN SOME FORM.

IN 2019, THE GAMING INDUSTRY GENERATED AN ESTIMATED **£111.2 BILLION** IN REVENUE ON A GLOBAL SCALE. THIS WAS UP FROM £929 MILLION IN 2018.

£111.2bn

VIRTUAL CURRENCY IS MONEY WITHIN A VIDEO GAME; OFTEN PURCHASED WITH REAL CURRENCY. THIS CURRENCY CAN THEN BE USED TO PURCHASE ITEMS WITHIN THE GAME SUCH AS LOOT BOXES OR SKINS.



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