J. MICHAEL STATTELMAN

DOWNLOADABLE CONTENT

CONTENT WEAPONS

Strategies for Total Domination in the Attention Economy.

DOWNLOADABLE CONTENT

EXCERPT FROM THE BOOK "CONTENT WEAPONS"

A new twist on an old classic, many sites and services offer free white papers or e-books. We have all seen the pop ups for entering in your contact information enabling your access to the latest and greatest etc… Blah, Blah, Blah, Next in content weaponry arsenal is a tactic that gaming studios have been using for quite some time now. DLC or as you may know it Downloadable Content offers opportunities like no other. Downloadable content is offered in the form of expansion packs, avatar accessories and any number of other formats. Users can purchase special aesthetics, tools, buildings all types of virtual gadgets, tools or toys. You can even get storyline extensions, Maps, access to new aspects of the game or environment in question. Yup, everything is on the table when it comes to DLC availability all for a range of pricing options of course.

When you investigate more into downloadable content, you will undoubtedly see pro and con with this type of transaction or offering. However, it is one of the most

"FREE"

The more content that is freely available is often easier to find.

prominent methods, which the publishers follow in order to generate an extra revenue from the game that is released. It is not an isolated practice by any means, game publishers engage in all of the usual tactic's movies do with regards to posters, merchandising contests and promotions as well. It has also been identified that offering downloadable content has got the ability to extend the gameplay and add more life to a game, in essence providing the user with the perception of increased game value. The downloadable content is mainly distributed over the internet. On the other hand, console networks also play a major role behind them.

Why all should you consider offering downloadable content?

If you are a publisher, you definitely need to think about offering downloadable content. It can heavily contribute towards the overall revenue that you can generate. There is a high demand for downloadable content, as gamers and those of the digital generations have become accustomed to it. Therefore, you only need to put in a little effort in order to make them popular among the consumers of your content or services. In fact, downloadable content is now available in all the devices that you can think of. It includes the personal computers, handheld devices and even the gaming consoles. It is possible for the gamers to get their hands on the downloadable content with just a single click. With that, they can conveniently increase the overall gameplay experience.

The way how you should provide downloadable content depends on the nature of the game. For example, the publisher of Guitar Hero and Rock Band game followed a unique approach to offer downloadable content and they were able to end up with positive results. People who were playing this game didn't think twice before purchasing the latest songs. The publisher offered new songs on a weekly

basis and people went ahead and downloaded them. This contributed heavily towards the revenue that they generate in the long run.

Final Fantasy has been following a completely different approach to provide downloadable content. As you already know, the game Final Fantasy has been there for more than three decades. With that, they embraced the downloadable content by franchise. In other words, people who download the app to the device were provided with the opportunity to create their own hero in the game. This app can easily be downloaded to an Android or iOS smartphone. After downloading, people can play this game on the go. As a result, the downloadable content offered by Final Fantasy became extremely popular within a short period of time.

Likewise, you need to take a look at the offerings you have published and look for the most effective method available to offer downloadable content. Then assess the feasibility to do this in a manner that is consistent with current customer expectations and as a means to increasing content utility and thus margins.

Can downloadable content help you to generate revenue?

Yes, all the publishers are provided with the opportunity to generate revenue with the assistance of downloadable content. In other words, it can be considered as a whole new model of revenue available. In the past as it relates to the gaming community, there has been a decline in the purchase of core games. However, there has been a significant increase in the download purchases. If you can offer downloadable content for purchase, you can substantially and more importantly positively impact the user engagement metrics for your organization.

Due to this trend, the game publishers have also come up with appropriate strategies to offer more and more downloadable content. They are continuously engaged in the process of producing expansion packs for the original games. It is

a cost-effective method to generate revenues out of an existing game, instead of publishing brand new games. That's because the publishers can retain the demand that is available for the already published games and let people keep on purchasing it. On the other hand, they don't have to invest a lot of resources in order to come up with a brand-new game. Therefore, the profit margins can be kept high in a convenient manner.

The ability to generate more revenue by offering downloadable content is proven. For example, take a look at the recent financial statements of Electronic Arts. The shareholders are thrilled because they were able to experience a massive increase in the overall revenue. That's because they started offering downloadable content, mobile games, subscriptions and full game downloads.

Regardless of the investment level you dedicate to content generation. You should have a reasonable expectation of life expectancy of such, as a means to leverage engagement for profit. Providing DLC offers a means to extend the user interactions and thus opportunity for deeper levels of interaction as well.

Purchasing downloadable content has become a trend among the gamers out there in the world as well. This profit model extends far beyond just gaming consoles and mobile Game publishers, think of the way Microsoft has done this by going to an Office365 for software distribution. With the click of a button you can extend your office suite beyond Word, Excel and PowerPoint to include Visio, MS Project etc. at no increased cost to them. Woooo hoooo, free money baby! Therefore, digital publishers don't need to think twice before they offer downloadable content. It is a guaranteed method available for them to generate more revenue out of a game, application suite or any other digital commodity currently available to their user base.

You may be thinking "What does this have to do with my organization, we already have cross and upsell offerings available?". Or maybe you don't and have never really thought about this. If so, that's great but if not consider, how much more can you offer at substantially reduced rates to the consumer that literally cost you nothing to distribute to them but absolutely enhances the relationship with them and simultaneously provides a new source of revenue.

This is a business dependent decision, but some examples are as follows:

a. The ability to create a collection of your content and download it?

b. Special packages that add aesthetics to your services?

c. There are no limits to what this could be as long as it is digital.

This is but another means of financing your continued assault and campaigns to dominate the Attention Economy, never forget your goal! After all, more time engaged with your content mean more of their attention you have taken for yourself and prevented from others from getting.