

Paid to Play: A new Revenue Model for Gaming

Entertainment has always been at the forefront of business and a shining example of how different revenue models work. With the advent of Cryptocurrency, we can now embark on a new revenue model, one that rewards Players for their Time while producing sustainable Revenue for the Developer and Publisher. This model encourages competition by expanding market shares organically and instead of fighting over players, players will instead be shared across the entire Paid to Play field.

Current Gaming Models

- Buy to Play - The oldest model where a game has to be purchased before it can be played
- Pay to Play - A model that involves paying for a subscription to continue playing the game
- Free to Play - This model involves ads and in-app purchases and encourages purchases by either creating pay walls towards advancement or making paid items over-powered

Paid to Play Model

Paid to Play is exactly what the name suggests: Players are compensated for their time while playing the game. This has been a slowly emerging model but there are issues with the current implementations:

- Player Compensation comes at the cost of Game Revenue
 - This is effectively a revenue sharing model which constantly loses value
 - In order to mitigate lost revenue, a sliding share is often times used
 - Higher Compensation goes towards new players to hook them
 - Lower Compensation towards the older and existing players
 - This will eventually lead to loss of players and reputation if they feel the system is rigged, unfair

- or the type of compensation is not worth their time
- Player Compensation is regulated
 - Paying players in currency can be seen as money transferring
 - If the games are luck based, where the player has no control over the win conditions, this can be seen as Gambling in certain jurisdictions and bring further legal requirements
 - Paying players requires bank or payment information which brings further regulations

Enter the New Revenue Model for Gaming: Powered by Cryptocurrency

Cryptocurrency has evolved since the original days of Bitcoin and now there are Crypto coin projects that have methods of generating interest in the form of Masternodes and Proof of Stake algorithms. All this means is simply: If you hold a balance of coins, you can generate interest off those coins. What this means, is now an upfront investment can be used to constantly generate a pool of coins that can be used to Compensate the Players and this leaves the entire Revenue Stream available.

A Real Example: Crypto Sports Network Coin (CSPN)

- Masternode Coin Investment: 1337 CSPN
- Masternode Reward: 2.12 CSPN
- Masternode Frequency: 2 Interest Payments Per day (4.24 CSPN)
- Total Game Players: 10,000 Daily
- Daily CSPN Reward Per Player: 0.001 CSPN
- Daily Compensation Cost: 10 CSPN
- Number of Masternodes Required to Cover Compensation: 3 Masternodes (4.24 CSPN * 3 Nodes = 12.72 CSPN per Day)

From the simple to read metrics above, we can see exactly how to plan out compensation based on Interest Gained per Day. Cryptocurrency's unique fractional ability also allows for a very flexible reward amount that can quickly change based on Market Reactions. If you want to gain more player base, simply invest in a few more Masternodes and then increase the daily reward limit. As long as the Interest being gained from the Masternodes is covering the amount of compensation, all in-game revenue goes directly to the company. If the playerbase is increasing at an already steady pace, decrease the reward amount

by a factor of 10 and the 3 Masternodes in our example above can now support over 100,000 Players per Day.

Introducing The Framework

The Paid to Play model does come with some inherent complexity that requires knowledge of Blockchains to accomplish.

- Masternodes - Software that runs services for a given Cryptocurrency and is paid interest to continue providing services
- Proof of Stake - Interest paid on a locked amount of Cryptocurrency after a random amount of time
- Tracking Player Rewards - Player Incentive Rewards from Games need to be tracked in order to send those incentives out to the Players
- Rewarding Players - Cryptocurrency must be transferred from the Payout Wallet to the Players Crypto Wallet Address

In order to abstract these steps out and make the process accessible to the investor or game developer, we have created what we call: The Framework.

The Framework will abstract the Paid to Play model and allow for automating the following aspects:

- Record the Player Rewards to a secure Database
- Allow the Player to Link their CSPN Platform Account to the Game
- Pay out Incentive Rewards directly to the Players Linked CSPN Platform Account

By utilizing the Framework, new games can be created and the Framework code can be attached, allowing for easy adoption of the services and increasing the Paid to Play Landscape.

The Final Vision

For The Players:

Time has now become a commodity and it is limited, there are only 24 hours in a Day and only so much of those hours can be spent on discretionary products. As the amount of products

continues to increase and compete for a Players Time, it will become more important than ever to acknowledge the importance of each Player and the Time they spend. This will not only increase loyalty but create an economic system of balance.

For The Investors:

Cryptocurrency has been plagued with a common problem for Investors: Profit comes from Selling coins but that sell pressure decreases available profit. Masternode and Proof of Stake systems try to mitigate that pressure by "locking up" coins and providing smaller amounts of interest based coins over time. The issue quickly becomes the same over an extended period of time: Sell pressure leads to lower available profit. The Framework will replace the need to sell these Interest Generated coins and instead Reward Players. In return, the Investor can monetize the Mobile games using in-app purchases and Ads, creating a system where Positive Revenue comes from an outside system, without the need to sell cryptocurrency, this in turn reduces the Sell Pressure in the Market and increases the value of the Cryptocurrency. The increased value attracts even more Players to Rewarded Games, which increases Monetization Revenue and this cycle becomes a self-feeding loop.

IT ALL STARTS WITH "SELL WALL SMASHER"

Sell Wall Smasher will be the first mobile game available using The Framework. Players will be rewarded in CSPN and those rewards will go directly to the Players Linked CSPN Platform Account automatically. This removes the need for inputting any wallet addresses and only the CSPN Account Email Address will be required.