

SUPERVISOR'S REVIEW OF BACHELOR'S THESIS

Name of student: Mark Lvovich Polishchuk

Thesis title: Mobile Monetization and its Practical Use in the Current Development

Environment

Reviewer : Tereza Otcenaskova

Thesis objective: The aim of the thesis is to evaluate the monetization market and its tendencies, technologies used to implement some of those and to show it with a real-world examples of actual games and applications.

Criteria required for evaluation	Evaluation scale (grade)					
	A	B	C	D	E	F
Content relevant to the field of study	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Setting and meeting objectives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Treating theoretical aspects of the topic	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Treating practical aspects of the topic	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequacy of applied methods and their use	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Depth and accuracy of implemented analysis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with literature sources	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logical structure and composition of the thesis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Language and terminology	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formal layout	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student's contribution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Practical applicability of results	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments to results of anti-plagiarism check:

The correspondence with other resources is 1%, i.e. it is negligible and it implies that the work is original. This fact is obvious when reading the thesis itself. The author worked diligently which is mirrored in the thesis.

Comments and recommendations:

The author used a lot of very topical resources. Moreover, these are well referenced in the text except from some exceptions. The basic terminology as well as all abbreviations are correspondingly explained. The thesis structure is relatively fine, but some parts could have been more interconnected and contextualised. Some of the subchapters do not provide the significant value added to the discussed topic. Furthermore, the author struggled with formatting which could have been improved within the whole thesis. Nevertheless, most of the issues were addressed. Eventhough, the language issues (like diffrences or doesn't instead of does not) occur sometimes, the sentences are mostly comprehensible and the text flows smoothly.

Overall assessment and reasons for the final grade:

The author selected very topical and relevant topic which is not explored and researched widely among the laic as well as professional public. The theoretical part introduces the monetization as well as its tools and instruments. It discusses their usage and benefits. The practical part then focuses on the case study within which the author analyses an example of the game including the derived outcomes and recommendations.

The provided theory is reviewed thoroughly and provides useful background. For the purposes of the practical part, the author reached relevant data from real company. I appreciate that the student also included the aspects of COVID-19 which he analysed throughout the thesis progress. Nevertheless, the result section could have been further developed mentioning more specific recommendations. In conclusion and result section, the research implications and the data analysis could have been broader.

Generally speaking, the author was able to work independently analysing the real data and cooperating with the real company as well. The value added of the thesis is obvious and the aim was fulfilled. Because of the abovementioned issues I would suggest the mark B.

Questions for oral defence:

Which instrument of monetization do you consider as the most useful and efficient one? Please, justify your opinion.

Which development of the game and application market do you expect in next months? How would you ensure/keep the increased interest of customers which was triggered by COVID-19?

I recommend the thesis for oral defence.

Suggested final grade: B

Hradec Králové, 25/05/2020

signature