

OPPONENT´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 : Martina Husáková

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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Depth and accuracy of implemented analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments to results of anti-plagiarism check:

Anti-plagiarism check shows 1%.

Comments and recommendations:

The bachelor student focused on the monetization techniques and its instruments in a game industry. Explanation of a monetization process, its role in a business, kinds of monetization and its instruments are described in a lot of details in the theoretical part of the thesis (page 1 – 34). The theory is very well and clearly explained. Concrete examples (especially computer games) are mentioned for almost all types of monetization and its instruments. Developmental process of computer games (and what can be used for it) is described very briefly. It is sufficient. The practical part (page 35 - 49) consists of the case study focusing on the analysis of the specific computer game – *Might and Magic: Era of Chaos* in the view of the monetization principles and techniques. The analysis of this computer game is deep and very well prepared. I would expect more computer games in the analysis then only one of them. The bachelor student also included actual pandemic situation in the thesis. It provided the facts about a growth of mobile gaming during the Covid-2019 virus outbreak in various countries. In the Conclusion section (section 5), I would expect that the student mentions a summary or concludes what was find out in the research. I would extend this

conclusion section with these facts. The bachelor student used really a huge spectrum of variable sources for bachelor thesis preparation.

I have to mention some additional notes/recommendations which correspond to various aspects of the thesis. These aspects are divided into the following sections:

Language aspects of the thesis:

- Page 14: "...which shall o not allow players to lose ..."
- Page 18: „One of the diffrences ..."
- Page 24: „...required for level completion of further unlocks and."
- Page 24: „Various games in such a genre will allow developers to execute monetization in a very wide specter." (spectrum?)

Formatting aspects of the thesis:

- Page 25: „...based on 4 factors." Better approach for formatting: „... based on 4 factors:
 - 1,
 - 2,
 - n-th.
- Figure vs. table, see "Fig. 14" (page 26) or "Fig. 16" (page 30): It is a table, more than a figure.
- Choose only one style for labels of figures formatting, e. g. see Fig. 17 vs. Fig. 18.
- Select one style for line spacing, see page 27.
- Select one distance measure for a list of bullets from a left margin, see page 27.
- I would increase a size of graphs on the page 37 because of their readability. The same is true for the graphs in the practical part of the thesis, see page 38, 39, 45, ...
- Some headings do not have numbers/order, e. g. see page 34 (Conclusion section) or page 41 (Monetization in M&M: EoC).
- My recommendation is not to underline the web sources in the References section. It disturbs a readability of these souces.

Structural aspects of the thesis:

- I think that *the Installation guide for the Unity IAP* is not so important for the bachelor thesis, see page 32. The reason is that you did not use it directly in the thesis (e. g. for programming or testing). If this guide would be inevitable to include it into the thesis, I would change a position of this guide in the thesis e. g. I would give it as an attachment, because its actual location disturbs a continuity of reading of the text.
- I would change a position of the *Conclusion* section (see page 34) because it concludes facts about game engines. I would add it after the "Fig. 16".

Citations: If you mention a source immediately after a sentence, it is not clear for which sentence a source is applied, e. g. see page 49: "Zoom is gaining more and more recognition and popularity. (BBC, 2020) Similar paralell can be expected and is seen in the gaming and entertaining industry."

Overall assessment and reasons for the final grade:

The bachelor student composed really interesting topic which interconnects marketing, management, software development and computer games into one coherent unit. Theoretical and practical part of the thesis is very well prepared. It is true that I would expect analysis of more computer games in a monetization point of view. Formal layout of the thesis is the main drawback of the thesis and some minor changes should be applied in case of arranging of the thesis. The bachelor student proves that is able to work systematically and apply analytical thinking for processing a multidisciplinary topic. I would also accept B mark according to the course of its advocacy.

Questions for oral defence:

1. Why did you select *Might and Magic: Era of Chaos* computer game for your case study? Did you think about different computer game?
2. What is your the most favourite computer game? Which kind of monetization technique would you accept as a customer and why in case of this game (e. g. freemium, subscription, in-app purchase, ...)?
3. Do you know a game having a Subscription way of monetization?

I recommend the thesis for oral defence.

Suggested final grade: C

Hradec Králové, 20/05/2020

signature