

# LIVE SERVICES

**Microtransactions:** users can purchase virtual items for small amounts of money

**Subscriptions :** access games, live competitions, additional content, and chat

- Recurring, predictable revenue
- Continuous revenue after a game has been sold
- More engaged users



\$4.0 billion:  
70% of total  
revenue



\$4.9 billion:  
60% of total  
revenue