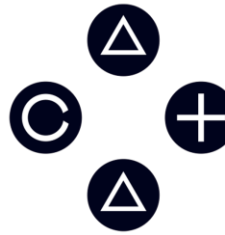


Acta Ludologica



Call for Papers

Special Issue: Games and Monetisation

Guest editor: assoc. prof. PhDr. Jana Radošinská, PhD.

The term monetisation is a contemporary concept that covers the various direct and indirect methods of generating revenue from games, thus monetising them (Mago, 2022). The monetisation in the creative industries has evolved to include diverse revenue models and strategies, reflecting shifts in technology and consumer expectations. Within games and digital games, traditional models have hybridised, combining various approaches including in-game purchases, subscriptions and advertising formats. These are based on an adaptation of media monetisation strategies in general, balancing current consumer demands for affordable access with revenue generation (Pravdová et al., 2023). By blending immersive experiences with monetisation tactics, the games industry demonstrates how creative sectors are continually reshaping monetisation to meet evolving market dynamics, however, sometimes even to the point of malpractices within the grey areas of legality (Mago, 2020).

The special issue aims to reflect on the current state of monetisation in the field of games and digital games. This encompasses applied specific practices, strategies and tools, and cooperation and synergy with current marketing approaches in this sector. The issue also considers the conditions and broader causes of the monetisation evolution, as well as the legacy of traditional (historical) approaches and strategies.

Acta Ludologica is inviting manuscripts for its Special Issue: Games and Monetisation. Submitted manuscripts are subject to the same formal criteria and review process as manuscripts for regular issues of the journal. Manuscripts should strictly follow the outlined format and the journal's citation rules (APA 7th Ed.), see [Guidelines](#). It is permissible to exclude manuscripts that fail to meet the required thematic or formal criteria from consideration even prior to the review process.

Submissions are accepted only in English, with no publication fees, article-processing charges (APCs), or article submission charges.

- e-mail your submissions to: actaludologica@fmk.sk
- subject: **Submission for Special Issue**
- deadline for submissions: ~~April 30, 2025~~ **May 31, 2025**
- publication date: **Autumn 2025**

Authors of accepted manuscripts from the peer review process that will not be included in the special issue due to its limited size may be offered the opportunity to publish their paper in the regular issue of the journal.

About Acta Ludologica

Acta Ludologica (ISSN 2585-8599, e-ISSN 2585-9218) is a double-blind peer-reviewed scientific journal published twice a year in both online and print versions. It focuses on the comprehensive discourse of games and digital games, including theoretical and empirical studies, research results, and their implementation into practice, as well as professional publication reviews and scientific reviews of digital games. The journal is indexed in ERIH Plus, ICI Journals Master List, Ulrich's Periodical Directory, CEEOL, and CEJSH.

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