Classification of the Digital-games Industry’s Business Models

The functions of Business Models (Chesbrough, 2002):
- Articulate the value proposition
- Identify market segment
- Define the structure of value-chain
- Specify the revenue generation mechanism
- Describe the firm’s position within the value network
- Formulate the competitive strategy

**Business model archetype**: Specifies the value-creating mechanism

**Business Model Evolution**:
- Selection
- Replication
- Variation

**Business model Component Analysis (Character Selection)**:
- Value Proposition
- Value Network
- Revenue generation mechanism

**Cladistics Classification (Taxonomy)**:
- Phylogenetic Classification: homogeneous groups based on most recent ancestor
- Hierarchical Classification
- Numerical Classification

4 Classes:
- Arcade Manufacturing
- Console Manufacturing
- Publishing
- Developing

12 Archetypes:
- Arcade Manufacturing
- Freemium Publishing
- Publishing
- Console Manufacturing
- CM (sale-at-a-loss)
- Ad Network
- Open Platform
- Indie Developing
- 3rd-Party Developing
- Crowdfunded Developing
- 2nd Party Developing
- In-house Developing