

Free games are making tons of money

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The popularity of "free" games on your phones, tablets, and PCs, have become a huge market over the past few years. All of these free games offer users the option to spend a few bucks to get a leg up on the competition, but how much are people actually spending? [Slice Intelligence has come up with the numbers and they are shocking how high they really are.](#) Games like Game of War - Fire Age are seeing the money roll in and averaging over \$500 per user who decide to pay extra. They've also got the numbers of all the other popular "free" games and while not as high are still shocking.

Most of us think of hardcore video gamers as those paying extravagantly for immersive and complex games, but data shows that mobile gamers are in fact the big spenders. The mobile game with the largest average in-app spend is Game of War, where players spend, on average, \$550 dollars to insure their army conquers the competition. What do Game of War gamers buy? Crates of gold, with the average item price hovering at \$52 dollars.