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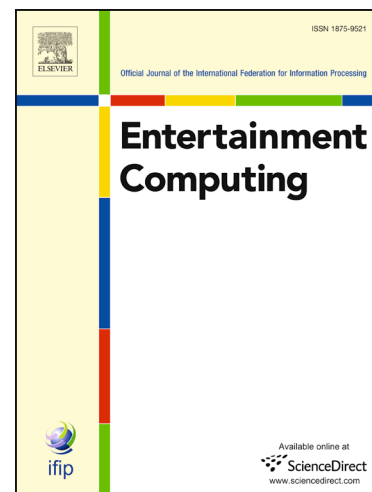
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Factors determining player drop-out in Massive Multiplayer Online GamesInês Lebres¹Paulo Rita^{2,3}Sérgio Moro^{4,5,*}Pedro Ramos^{4,6}**Abstract**

A large number of people worldwide play free-to-play Massive Multiplayer Online Games (MMOGs) on a regular basis. Considering the significant amount of investment required in the early phases of game development, product managers aiming to quickly attract players deploy several in-game premium features which can be purchased by players willing to leverage their gaming experience. When the gap of advantage between premium and non-premium players is quite noticeable, it may lead to the lack of game fairness, resulting in players dropping out. This study aims at understanding the relevance of the drop-out factors that can be controlled by product managers, with an emphasis on game fairness when compared to other factors. A survey was sent to English-speaking communities of a MMOG. Results show that 53.9% of the variation in dropping-out is explained by the significant predictors analyzed: latency/performance issues, in-game features, community, service/support team and game

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