Monetization in Developer Dashboard
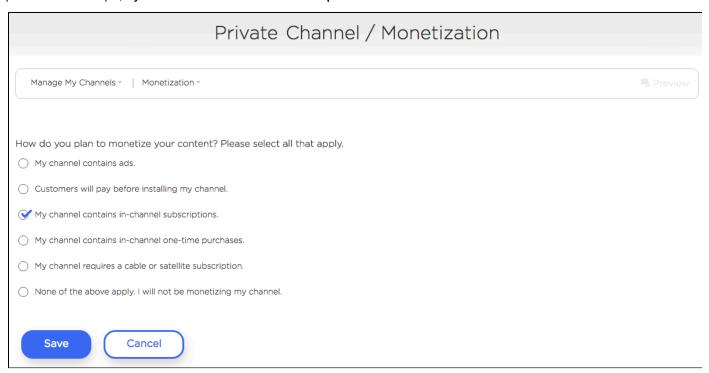
Table of Contents

Using the Developer Dashboard to Set Up Monetization

The in-channel purchasing or pay-to-install products you want applied to your channel are chosen in Developer Dashboard prior to implementing the code. For developers new to Roku development, see the overviews on Monetization and Roku Pay and In-Channel Purchasing.

Adding Monetization to a Channel

In the Developer Dashboard choose **Manage My Channels**. Click the channel you want to monetize. From the drop-down menu choose **Monetization**.
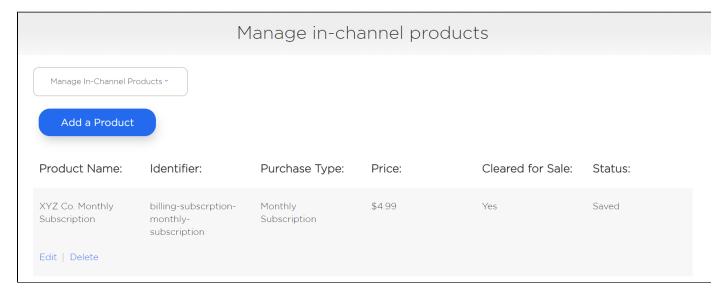
On the **Monetization** screen, select how you plan to monetize your channel. You can select more than one type of monetization for a single product. In this example, **My channel contains in-channel subscriptions** was selected.

Adding an In-Channel Product

The next step is to add an in-channel product, such as a subscription, to one or more of your channels by choosing **Manage My In-Channel Products** on the Developer Dashboard.

Once on the **Manage in-channel products** screen, select **Add a Product**. If you have an in-channel product you added in the past, you can also choose to edit or delete it here.

Manage in-channel products

Manage In-Channel Products ⌄

Add a Product

Product Name:	Identifier:	Purchase Type:	Price:	Cleared for Sale:	Status:
XYZ Co. Monthly Subscription	billing-subscrption-monthly-subscription	Monthly Subscription	$4.99	Yes	Saved

Edit | Delete

Fields Define Your Product

When you add or edit a billing product, you will designate several fields that describe your product and define how, when, and where it will be displayed to users.

Sample of Fields

In the example above, the product XYX Co. has already been added and could be edited. If you choose Edit, you would see its fields.

Channel: XYZ Co.

Product Name: <Channel Name> + <Product Description>

> Any invoice emails your customers receive along with their purchase history will display the Product Name. Including the channel name is critical in making purchases more easily identifiable. The name is limited to 30 characters.

Identifier: billing-subscription-monthly-subscription

Purchase Type: Monthly Subscription

Quantity: 1

Classification: Video

Internet Connection Required: Yes

Requires Additional Purchase: No

Cleared for Sale: Yes
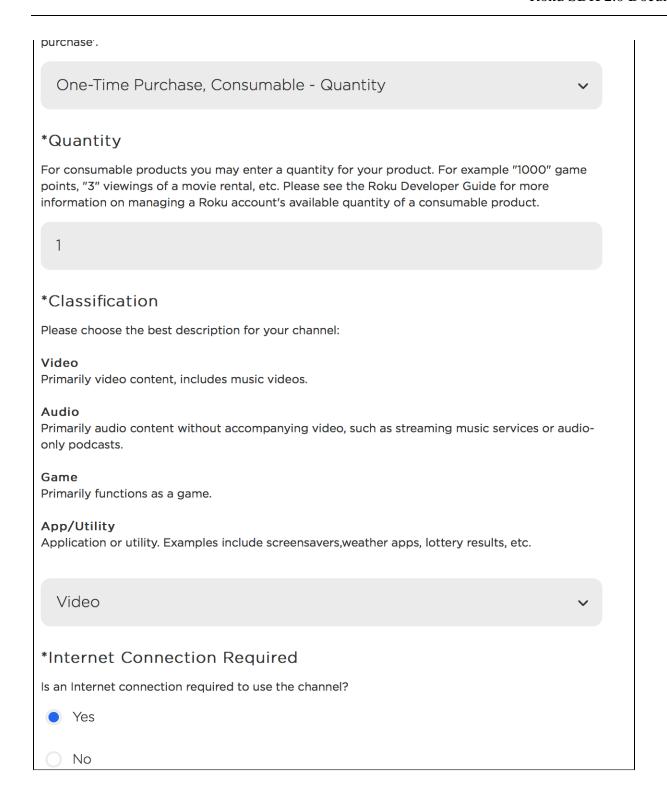
Price Tier: 5

Descriptions of Fields

When you choose **Add a Product**, the screen **Add an in-channel product** displays. The first few fields listed allow you to choose the channels on which the product will be available and give the billing product a name. The product name is what users will see when they are billed.

Add an in-channel product

Manage In-Channel Products ˅

In-channel products must be approved by Roku prior to sale. After providing your product information you may test your product using a test user account.

Channels

The channel(s) where this product will be available for sale.

[˅]

*Product Name

The product name as it will display to customers, unless an optional language-specific translation is provided. If your product is a subscription to your channel in most cases it will be your product name. Please do not use words like "monthly" or "subscription".

[   ]

Localized Names (Optional)

*Identifier

Your internal reference number.

[   ]

When scrolling down in the screen **Add an in-channel product**, the next set of fields define the type of product, quantity allowed for a user, the type of content in the channel or channels your product will appear in, and whether or not the Internet is required for the channels.

*Purchase Type

How users are billed for your in-channel product: once, monthly, or yearly. A consumable product can be purchased by a customer more than once. A non-consumable product can only be purchased once. Once published, subscription products cannot be changed to 'one time purchase'.

purchase".

One-Time Purchase, Consumable - Quantity ⌄

*Quantity

For consumable products you may enter a quantity for your product. For example "1000" game points, "3" viewings of a movie rental, etc. Please see the Roku Developer Guide for more information on managing a Roku account's available quantity of a consumable product.

> 1

*Classification

Please choose the best description for your channel:

Video
Primarily video content, includes music videos.

Audio
Primarily audio content without accompanying video, such as streaming music services or audio-only podcasts.

Game
Primarily functions as a game.

App/Utility
Application or utility. Examples include screensavers,weather apps, lottery results, etc.

Video ⌄

*Internet Connection Required

Is an Internet connection required to use the channel?

● Yes

○ No

The last fields on the screen define purchasing details, such as whether other charges might be required, the final check on whether the product is available for sale, and the exact price for the product. The price tier is a drop-down of many prices you can choose from.

*Requires Additional Purchase

Indicate if there may be additional customer fees when using your channel.

○ Yes

● No

*Cleared for Sale

Indicates whether or not the product should be available for sale within your channel. If the product is not cleared for sale, it will not be included in the list of items for sale that your channel fetches from the Roku service.

○ Yes

● No

*Price Tier

Select a Price Tier from the drop-down. The purchase price for EU Channel Store countries includes VAT. Proceeds are based on pre-tax (net) prices.

Price Tier: 1   ⌄

[Create]   (Cancel)

For example, some of the price tiers listed on the drop-down are:

*Price Tier

Select a Price Tier from the drop-down. The purchase price for EU Channel Store countries includes VAT. Proceeds are based on pre-tax (net) prices.

✓ Price Tier: 1
Price Tier: 2
Price Tier: 3
Price Tier: 4
Price Tier: 5
Price Tier: 6
Price Tier: 7
Price Tier: 8
Price Tier: 9
Price Tier: 10
Price Tier: 11
Price Tier: 12
Price Tier: 13
Price Tier: 14
Price Tier: 15
Price Tier: 16
Price Tier: 17
Price Tier: 18
Price Tier: 19
Price Tier: 20
Price Tier: 21
Price Tier: 22
Price Tier: 23
Price Tier: 24
Price Tier: 25
Price Tier: 26
Price Tier: 27
Price Tier: 28
Price Tier: 29
Price Tier: 30
Price Tier: 31
Price Tier: 32
Price Tier: 33
Price Tier: 34
Price Tier: 35
Price Tier: 36
Price Tier: 37
Price Tier: 38
Price Tier: 39
Price Tier: 40

Each price tier equates to a different amount ranging from price tier 1 at $0.99 USD to price tier 200 at $349.99 USD. For example, price tier 8

charges the user $7.99:

*Price Tier

Select a Price Tier from the drop-down. The purchase price for EU Channel Store countries includes VAT. Proceeds are based on pre-tax (net) prices.

Price Tier: 8 ⌄

Channel Store: AR
Purchase Price: 7.99 USD
Net Price: 6.6 USD
Your Proceeds: 4.62 USD

Channel Store: CL
Purchase Price: 0 AED
Net Price: 0 AED
Your Proceeds: 0.00 AED

Channel Store: CO
Purchase Price: 7.99 USD
Net Price: 7.99 USD
Your Proceeds: 5.59 USD

Channel Store: CR
Purchase Price: 7.99 USD
Net Price: 7.07 USD
Your Proceeds: 4.95 USD

Channel Store: GT
Purchase Price: 7.99 USD
Net Price: 7.13 USD
Your Proceeds: 4.99 USD

Channel Store: HN
Purchase Price: 7.99 USD
Net Price: 6.95 USD
Your Proceeds: 4.86 USD

Channel Store: MX
Purchase Price: 7.99 USD
Net Price: 7.99 USD
Your Proceeds: 5.59 USD

Channel Store: NI
Purchase Price: 7.99 USD
Net Price: 6.95 USD
Your Proceeds: 4.86 USD

Channel Store: PA
Purchase Price: 7.99 USD
Net Price: 7.47 USD
Your Proceeds: 5.23 USD

Channel Store: PE
Purchase Price: 7.99 USD
Net Price: 6.77 USD
Your Proceeds: 4.74 USD

Channel Store: SV
Purchase Price: 7.99 USD

Channel Store: US
Purchase Price: 7.99 USD

Net Price: 7.07 USD
Your Proceeds: 4.95 USD

Net Price: 7.99 USD
Your Proceeds: 5.59 USD

Save Cancel