# Agenda

I.   MMORPGs

II. Technology

III. Users & Avatars

IV. Currency & Land

V.   Content Creation

MMOG / MMORPGs

- = „*Massively Multiplayer Online (RolePlaying) Game*", a computergame genre

- MMORPGs offers persistent online-worlds ("leave the game, but world lives on") for several thousand gamers

- the gamers, displayed as "avatars", move through these worlds and interact among each other and with NPCs (non player characters)

- majority of cases: monthly fees

- at least *14.000.000* paying customers (and counting ….)

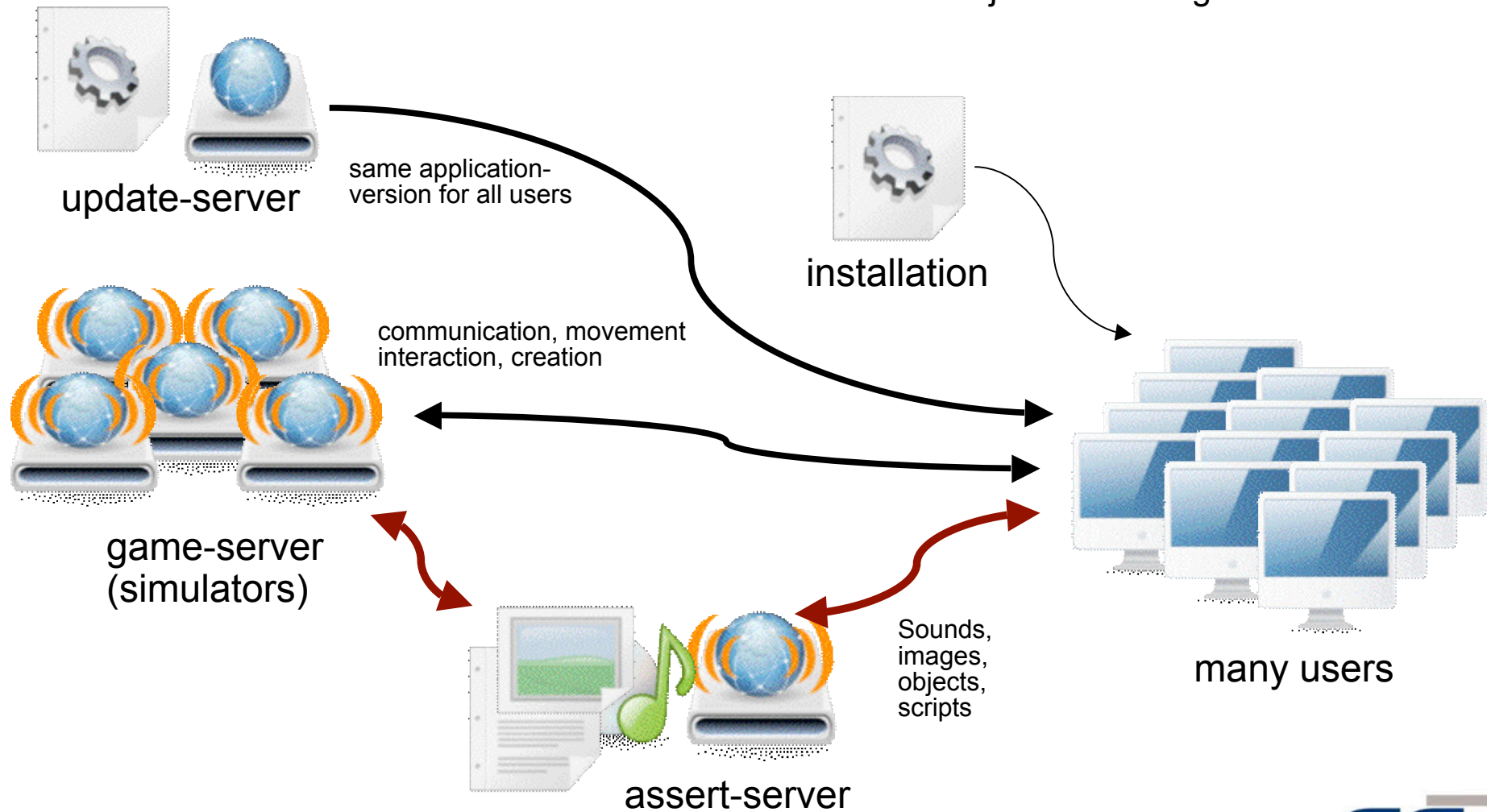Total MMOG Active Subscriptions - Absolute Contribution
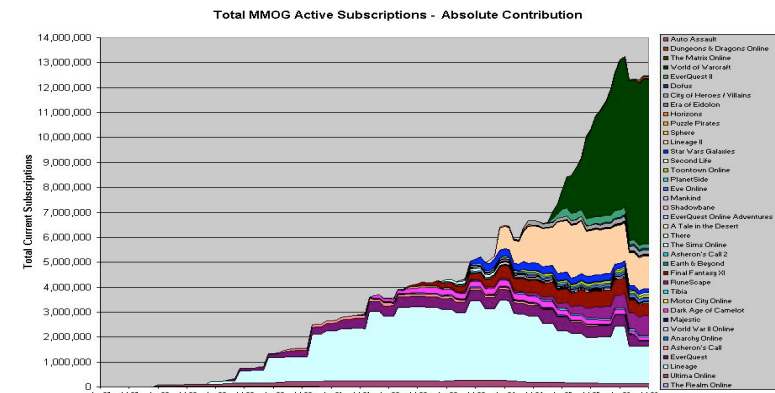
Second Life – the differences

- created by Linden Lab in 2003

- <u>users create the content</u>

- ***1,269,019** a*vatars registered,
  512,963 active,
  25000 daily
  12,500 online at the same time

- growing at a rate of 15% per month

- <u>free to join, just pay for virtual land</u>

- <u>game currency convertible to US$</u>

Technology

- same application-version for all users
- logic runs on the servers/simulators
- clients are just visualizing server-data

update-server

same application-version for all users

installation

communication, movement interaction, creation

game-server (simulators)

Sounds, images, objects, scripts

many users

assert-server

Technology II

- 3,000-plus servers at a datacenter in San Francisco

- every server hosts 4 simulators

- physic calculations done by the servers

- 75 million instant messages relayed in 30 days (March 2006)

- stores 15 terrabytes of user-created data on its servers

Client-Application

- Windows XP, Windows 2000, MacOS X, Linux (beta-stage)

- 20-60 MB, updated every week (Wednesday evening GMT, servers down)

- requirements (recommendations): broadband internet, 1 (1,6+) processor, 256 (512+) MB local memory, NVIDIA GF4 (6600+) / ATI Radeon (9600+) videocard

- the client-application is stupid, it just has to communicate with the server and visualize

- *http://secondlife.com/corporate/sysreqs.php*

Customers (Gamers)

- 25% live outside the USA

- average age: 32, median age 36

- 102.800 customers with spendings

- 75% are buyers, 25% are sellers.

- "low hundreds" call Second Life their full-time job

- 35% say they spend more time online than working.

Avatars

- average age: 3.6 months (skews young due to high birthrate; oldest living resident: 4.5 years)

- average time spent in-world: 40 hours per month

- major ethnic groups: Elves, Furries, Geeks, Goreans, Goths, Mechas, Steampunks, grad students looking for a grant project

- major crime categories: Pushgun assaults, retail fraud, cyberterrorism, ...

Currency - LindeX

- Linden Dollar (L$), convertible to US$,

- exchange rate: L$ 270 : US$ 1

- economy: free market

- monthly transaction volume: L$ 4 billion (US$ 15 million)

- taxation: caste-based

  - basic accounts pay no monthly fee;

  - premium accounts pay US$9.95 per month and up, but receive L$400 stipend per week

Virtual Land

- server-farms act as "Virtual Land"

- Buy land from Linden Lab or secondary market

- monthly land fees range between 5 US$ and 780 US$

- total land-usage: 83 square miles, growing daily

- landowners: 16.908, average price/m_: L$6

	Square metres	Initial Cost (US$)	Monthly land fee (US$)
1/128 Region	512	1,5	5
1/64 Region	1024	(variable)	8
1/16 Region	4096	(variable, ~100)	25
1⁄2 Region	32768	(variable, ~400)	125
Small Island (=1 Region)	65536	1250 (1690)	195 (295)
Small Island (educator)	65536	980	150

How to start a Second Life

- register for a new avatar at *secondlife.com*

- *accept the ROC and the EULA*

- download and install the client-application

- start the application, log in with your avatar's name

- take the tutorial-tour on „*help-island*"

- join the „*main-grid*"

Content Creation

- *"Everything starts as a cube."*

Content Creation, cont.

- users create the content

- users create basic forms (Prims/Primitives) including cube, cylinder, torus, sphere, …

- prims can be stretched, squeezed, twisted, …

- prims can be phantom, physical, locked, …

- prims can be linked to groups/objects

- prims can be textured

- prims can hold scripts and other objects

Programming Language LSL

- C-like programming language

- "LSL-scripts" run when embedded in prims/objects

- variable types: *integer, float, vector, rotation, key, string, list*

- event based: functions fire *„on_touch", „on_email", „on_change", „attach", „on_sit", ...*

- state based: States are free to choose, like.: *„on"* und *„off"* for a simple lightbulb. Different events on different states are possible.

- 320 built-in functions, including *„llHTTPRequest","llLog","llStringToBase64", "llGetNextEmail", „llGetObjectMass", „llMoveToTarget", „llTriggerSound", ...*

- See *http://www.lslwiki.com* for a complete language reference

Companies inside of Second Life

- Pontica/GM, Toyota, Nissan, Reuters, Springer Verlag, Duran Duran, Suzanne Vega, Regina Spektor, IBM, Sun Microsystems, Intel, Adidas, Reebok, KAWG&F, Bartle Bogle Hegarty's, PA Consulting, LeviPR, Text100, VIA Marketing, Endemol, BBC, MTV, Sony BMG, The Infinite Mind, Yahoo, Centric, Crayon, American Apparel, WIRED, Starwood Hotels, C|Net, American Cancer Society, National Oceanic & Atmospheric Association, Exploratorium Museum, New Media Campus, Warner Bros, Avalon, Stylehive, Wells Fargo, Amazon, …

- 17 different universities are teaching in *Second Life*.

Companys offering other companys a "Second Life"

- The Electric Sheep Company

- Millions of Us

- river run red

- Aimee Webber Studios

Ihr Innovationspartner

E-Commerce Competence Center

Donau City-Strasse 1

A-1220 Wien (Austria)

Tel	+43/1/522 71 71-0 (office)
Fax	+43/1/522 71 71-71
Web	http://www.ec3.at/
E-Mail	office@ec3.at

Ausflug - Wegbeschreibung

The Electric Sheep Company

- offers solutions for virtual world commerce, creativity and community

- building features offices, an auditorium and a lounge

Midnight City

- built by Aimee Webber

- features *Preen* (clothing brand), the VIA marketing office, the Exploratorium Eclipse Project and several other stores

http://slurl.com/secondlife/Midnight%20City/114/141/28/

Ausflug in die Virtualität

- Auf gehts!

Adidas

- Virtual store & branded products

- Branded video clips and billboards,
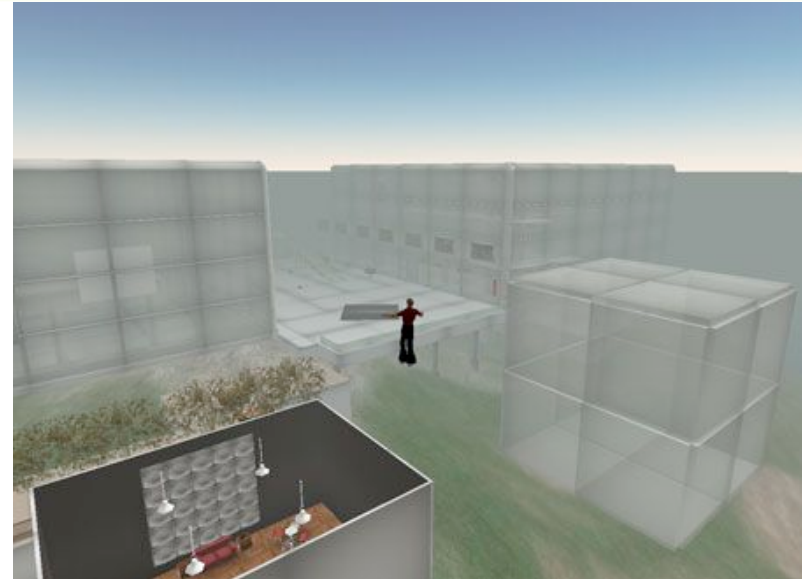
- „test-your-shoes"- trampoline

Reebok

- SL extension of RBK Custom campaign

- Sells blank RBK-sneakers and offer „Costumize your RBK"-terminals

- Branded streets and basketball courts

Bartle Bogle Hegarty's (BBH)

- Small chill-out-area, offices and conference rooms

- Promotional ad and video clips

- Roofless buildings, invite to visit and explore

VIA

- Office Building in the virtual city „Midnight City".

- One-room-office, generating the the illusion that some people might work in here.

- Realistic look