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Using Creative Design to Monetize Virtual Worlds

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“A wise man should have money in his head, not his heart.” – Jonathan Swift

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Hourly Metering

- ④ MegaWars – Genie: \$36/hour during daytime.
- ④ Worlds Away - CompuServe: Up to ~\$20/hour
- ④ Neverwinter Nights - AOL: Up to 6\$/hour



AOL Goes Monthly

- ⌚ Average Hourly usage rises from 7 hours/month to 23 hours/month.
- ⌚ AOL's user base grows to 10 million.
- ⌚ Many online games, such as Gemstone III from Simutronics, migrate to web, but also go monthly.



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Flat 'Needs' Profile



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Curved Needs Profile



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The Power of Design



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Avalon's Sleeplearning

- ➊ Spend time online, raise your skills.
- ➋ **Problem:** Phone charges are pricey.
- ➌ **Solution:** Offer ability to raise skills while offline.
- ➍ That's \$575/month for a player sleeplearning 24 hours/day.



Auctions to Retail

- ➊ Achaea began by holding auctions for custom/unique items.
- ➋ Expanded to regular auctions w/ mix of repeat and unique items.
- ➌ Moved to in-game “retail” stores by player demand. Artifact sales went up.
- ➍ Even though some PvP-oriented items sell for hundreds, we get virtually no complaints about the model.
- ➎ Moving to a retail model was Achaea’s chainsaw.



Three Way Transactions

(Everybody Wins!)

- ➊ Leeroy is time-rich, but cash-poor.
- ➋ NinjaGuy17 is time-poor, but cash-rich.



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Three Way Transactions

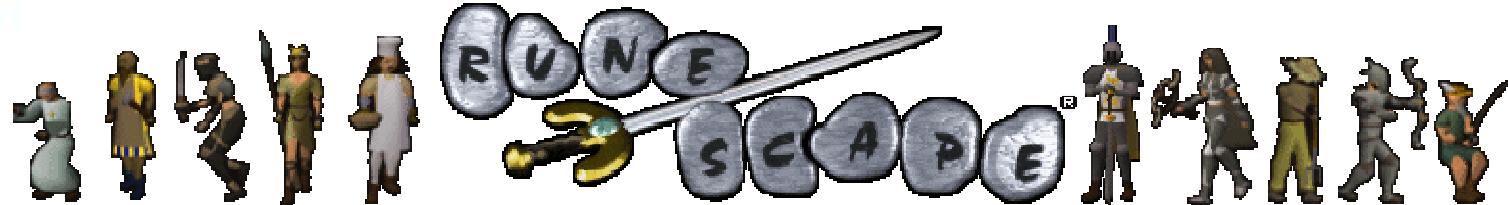
(Everybody Wins!)

- Ⓐ NinjaDude17 buys credits from Iron Realms.
- Ⓐ Leeroy plays a lot, makes a lot of gold.
- Ⓐ NinjaDude17 puts credits for sale on credit market.
- Ⓐ Leeroy buys the credits with gold.





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- Ⓐ Free-to-Play servers (f2p) w/ restricted world.

- Ⓐ Pay-to-Play servers (p2p) for \$5/month.

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Sherwood RPG

A screenshot from the game Sherwood Dungeon. A character in a red and gold armor stands in a grassy field. In the background, there are trees and stone structures. On the left, text displays game information: "Sherwood Dungeon Version 1.1", "Type /help <enter> for a list of commands.", "Entering Sherwood Castle. (Chatroom 7)", and "9 users in current room." Below the text is a row of nine icons representing items or skills. At the bottom of the screen, there are four advertisement boxes for other games: "Online Virtual World Game" (Kaneva), "Free RPG -Adventure Quest" (BattleOn), "Last Chaos MMORPG" (Last Chaos USA), and "MapleStory: Free MMORPG" (MapleStory). The bottom right corner of the screen says "Advertise on this site".

Online Virtual World Game
Meet People, Have Fun, Hang Out And Chat. Explore Our 3D Virtual World.
www.Kaneva.com

Ads by Goooooogle

Free RPG -Adventure Quest
Fight monsters with magic or might. 100's of weapons, armors, and pets.
www.BattleOn.com

Last Chaos MMORPG
Free to Play, Pets, Guilds and War Great Graphics, Exciting Adventures
www.lastchaos-usa.com

MapleStory: Free MMORPG
Over 40mm Game Accounts Worldwide! Escape to a fantastic new world.
www.MapleStory.com

Advertise on this site

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Sherwood RPG

- Ⓐ Procedurally-generated (small) world, with infinite-depth dungeon.
- Ⓐ Gets paid to funnel players to other MMOs.
- Ⓐ Permits web game portals to run Sherwood RPG as their own as long as the Google ads are displayed. Only locally caches character info as a result.
- Ⓐ 100,000 uniques/month.



Virtual Laguna Beach



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Virtual Laguna Beach

- ➊ Monetized in multiple ways.
- ➋ Virtual stuff (t-shirts, etc).
- ➌ Extensive product placement (Secret, Pepsi)
- ➍ VoIP for \$6/month is coming.
- ➎ All of this dovetails with the “Laguna Beach” experience.



Summary

- ➊ Know the value of your experience.
- ➋ Find ways in which your interests dovetail with your users' interests.
- ➌ It's about enabling your players, not tricking them.