3D Maailmat

Koulutuskeskus Salpaus
COope hanke
10.2.2011

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9:00 – 10:00 Oppimisympäristöjen tuotanto – miksi, mitä, miten ja tulevaisuus

10:15 – 12:00 Ekskursio

12:00 – 12:30 Lounas

12:30 – 13:15 Pienryhmäkeskustelut

13:30 – 14:00 Keskusteluiden tulosten purkaminen ja yhteenveto

14:15 – 15:00 Virtuaalinen identiteetti, yhteisöt ja yhteisöllisyys

Why.. What.. How… and the **Future**?

WHY?

Virtual Worlds Registered Accounts Q3 2009

KZERO WORLDWIDE
kzero.co.uk

Live or open beta
Launched in
Closed

Age 5
Age 8
Age 10
Age 13
Age 15
Age 20
Age 25
Age 30+

2005
2006
2007
2008
2009

Jumpstart 14m
Webkinz Jr.
All Star Babies
DinoKids
Chuggington
SeaPals
WebbliWorld
Garden Party
Zula 1.2m
Pixie Hollow 1.2m
Liv World
Wowzie World
Mini Match
Beanie Babies
ZooKazoo
Emerald Island
Mingoville
Pandanda.com
Ty Girlz
Bunnytown
Woogi World
Handipoints
Roblox
Chapatiz
Ecobuddies
Planet Soccer Live
Konstruction Zone
Vector City Racers
Camp Pete
Xivio
Hello Kitty
Club PonyPals
Webosaurs
Buildabearville 10.8m
Webkinz 7m
Zwinky
Wonder Rotunda/Footee 2010
Tootsville/ToppsTown
ActionJetz
Robot Galaxy
Barbie Girls 19m
Brit Chicks/WoozWorld
Poptropica 80m
Chobots
Ekoloko
Fusion Fall 6m
Shidonni
Moshi Monsters 7m
Franktown Rocks 2m
Neopets 55m
Dizzywood
MinyanLand
Free Realms
Digital Dollhouse
Supersecret
Freakatars
Fantage 3.3m
Elf Island 2m
UpperDeckU
Medikidz
Club Penguin 30m
Galactik Football
Nicktropolis 10m
Girl Ambition
Precious Girls Club
Lola's Land 4m
Spineworld 6m
Whyville
Ridemakerz 12.7m
Action Allstars 5m
Girl Sense 16m
RevNjenz 6m
Ourworld 3.2m
Habbo 148m
Muxlim
Spicy Town
WeeWorld 30m
Roiworld
Stardoll 42m
Planet Cazmo
Chamber of Chat
goSupermodel
My Mini Life
NFL Rushzone
Vizwoz
Green
Papermint
Second Life (33) 17m
Utherverse (32) 3m
GeoSim Philly (32)
Blue Mars (31)
Twinity (31)
Teleplace
HiPiHi (30)
Amazing Worlds
Cybertown
ERepublik
Omnidate
Yoowalk
SceneCaster 4m
Activeworlds 1m
Weblin
Vivaty
Football Superstars
Empire of Sports
Twinners
Kaneva 9m
There 2.5m
2m
5m
vMTV
Yoggurt
SmallWorlds
ClubCooee
vLES
vSide
Whirled
Rocketon
Taatu
Cosmopax
Frenzoo
Howrse
Meta-place
Gaia
Meez 20m
Outspark 13m
6.2m
sMeet 1m
Home 9m
Onverse
Freggers
Funji Home
vMVU 40m
Age 20
Age 25
Age 30+
Age 15
Age 13

No data shown for worlds under 1m registered accounts.
Includes estimates.
Copyright KZero 2006-2009

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Spicy Town
Rocketon
Fun Home
Rotworld
Jumpstart
Webkinz
All Star Babies
Dendo
Chuggington
Scarlet
Webbilliworld
Garden Party
Liv World
Zula
Pixie Hollow
Wowzie World
Bunnytown
Mini Match
Woozy World
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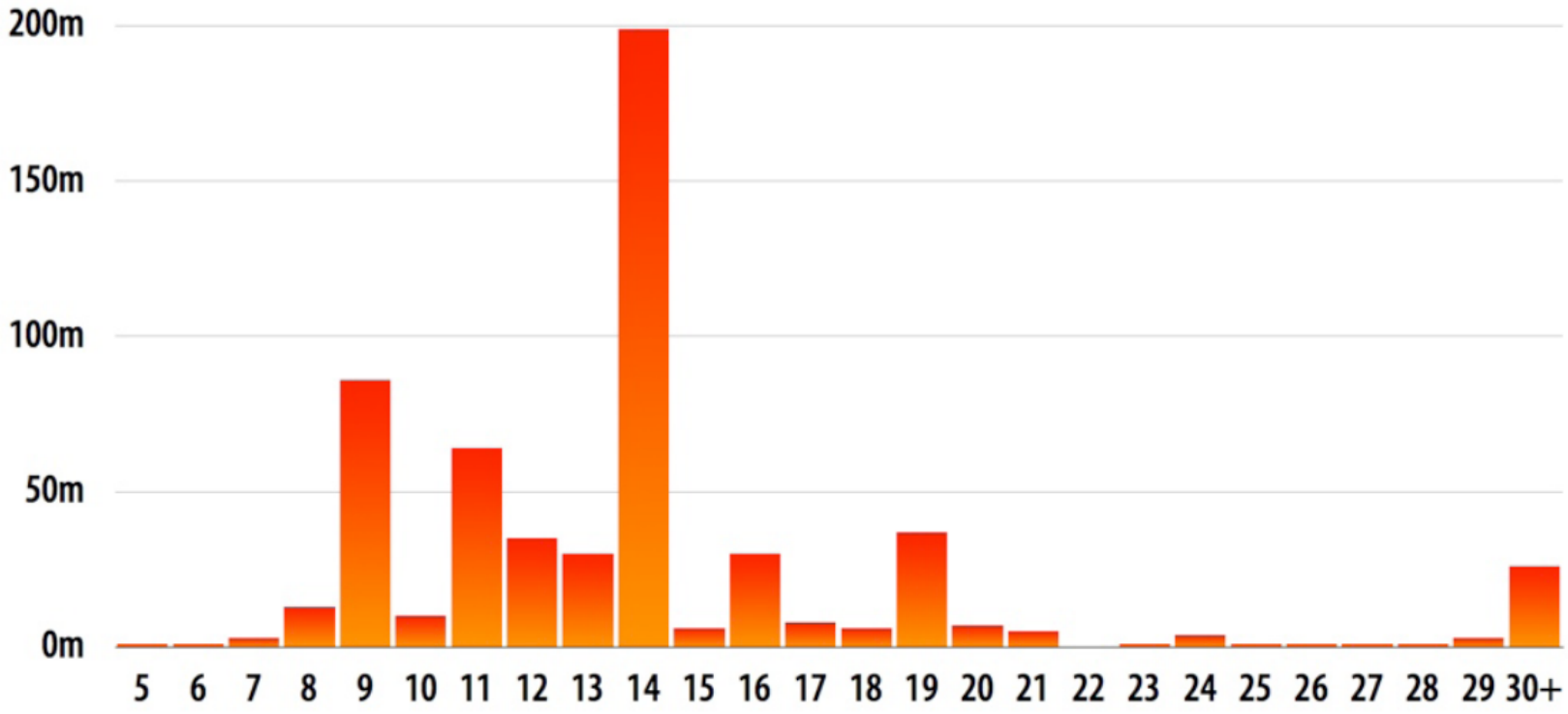
Handipoints
Roblox
Zookazoo
Kreenbel Island
Ty Girlz
Chapatiz
Fantasia.com
Soccer Live
Kondo Nation Zone
Vector Victory Racers
Campfirite
Hello Kitty
Club PennyPals
Webkinzours
Barbie Fearville
Webkinz
Zwinky
Rotunda/Footee 2010
Toothville/ToppsTown
Actionville
Robot Galaxy
Barbie Girls
Bratz Chicks/WoozWorld
Proptropica
Clothes
Fall
Studioani
Monster Monsters
Frankentown Rocks
Secret
Stars
Lounge
Band
UpperDeckU
Green
Penguin
Arctik Football
Metropolis
Girl Ambition
Fabulous Girls Club
Lolita Land
Cyberworld
Ville
Filmmakerz
Allstars
Sense
Jenz
Rotworld

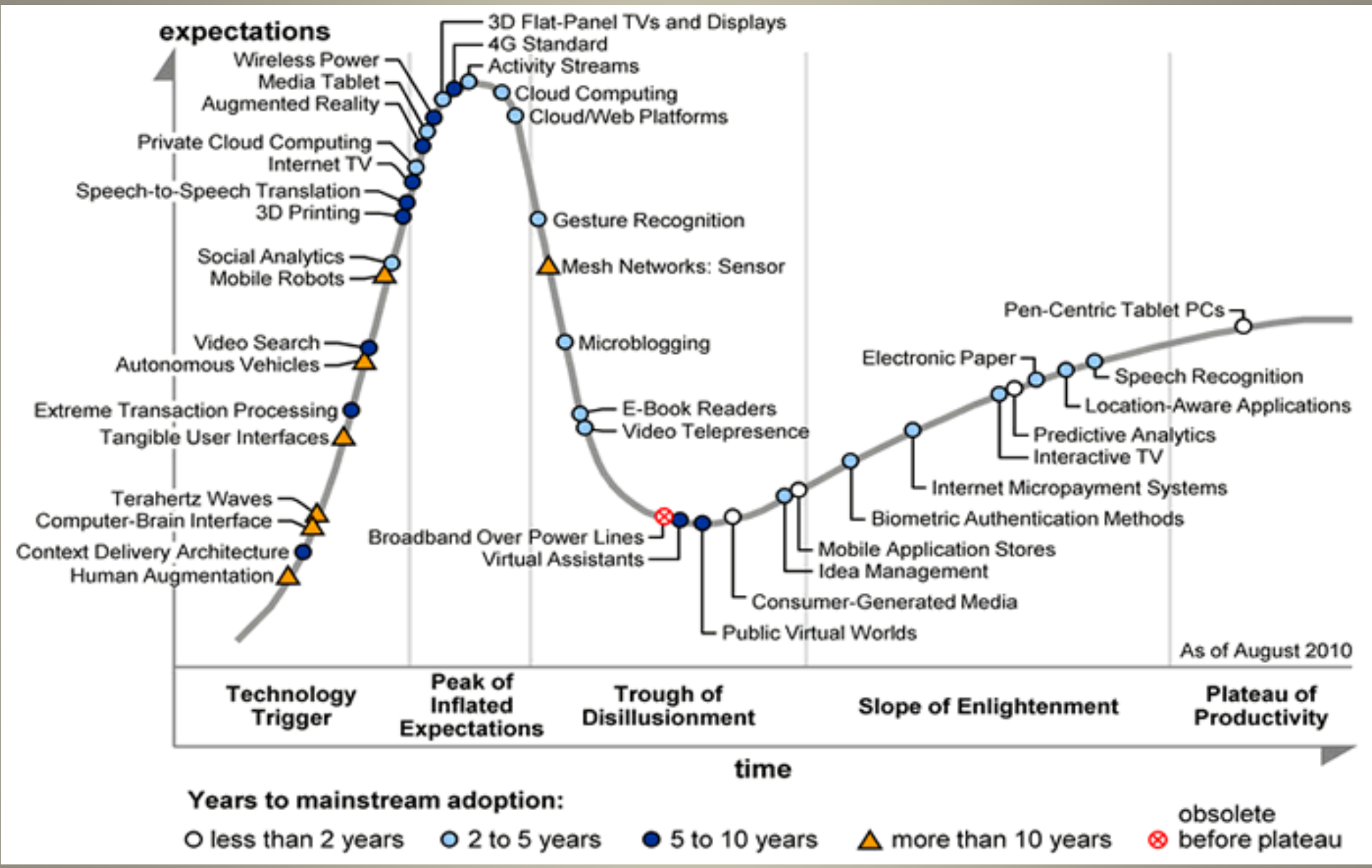
Ages 5-20
600 million
registered accounts
in **Virtual Worlds**

No data shown for worlds under 1m registered accounts.
Includes estimates.
Copyright KZero 2006-2009

Reg. accs. by derived user age



As shown (assisted largely by worlds such as Habbo and Stardoll) the four sweet-spots for age are 14, nine, 11 and 19. This graph also demonstrates the opportunities available for companies creating new propositions in under-served segments.


expectations
3D Flat-Panel TVs and Displays
4G Standard
Activity Streams
Wireless Power
Media Tablet
Augmented Reality
Cloud Computing
Cloud/Web Platforms
Private Cloud Computing
Internet TV
Speech-to-Speech Translation
3D Printing
Gesture Recognition
Social Analytics
Mobile Robots
Mesh Networks: Sensor
Pen-Centric Tablet PCs
Video Search
Autonomous Vehicles
Microblogging
Electronic Paper
Speech Recognition
Location-Aware Applications
Extreme Transaction Processing
Tangible User Interfaces
E-Book Readers
Video Telepresence
Predictive Analytics
Interactive TV
Internet Micropayment Systems
Terahertz Waves
Computer-Brain Interface
Biometric Authentication Methods
Broadband Over Power Lines
Virtual Assistants
Mobile Application Stores
Idea Management
Context Delivery Architecture
Human Augmentation
Consumer-Generated Media
Public Virtual Worlds
As of August 2010
Technology Trigger
Peak of Inflated Expectations
Trough of Disillusionment
Slope of Enlightenment
Plateau of Productivity
time
Years to mainstream adoption:
less than 2 years
2 to 5 years
5 to 10 years
more than 10 years
obsolete before plateau

WHAT?

How much does it cost to make **a game**?

(Wanda Meloni, THE BRIEF – 2009 Ups and Downs)

Casual game
mobile / iPhone
$5 - 20 thousand
4 months development cycle

Casual game

Social media / FaceBook

$30 - 300 thousand

6 months development cycle

Previous Console Gen.

$3 – 5 million / platform

Current Console Gen.

$10 million / platform

Current Console Gen.

$18 - 28 million

for multiplatform

HalfLife 2 (2004) - **$40M**
Shenmue (2000) - **$70M**
GTA IV (2008) - **$100M**

How can we produce anything with our resources?

HOW?

KISS

What makes games **fun?**

(Roger Caillois)

Games of **Competition**

"Agon"

PvP vs. PvE

Games of **Chance**

"Alea"

Lotteries & Gambling

Dramatic **Tension**

Games of **Simulation**

"Mimicry"

The Sims, Nintendogs, Sim City

Games of New Stimulation

"Ilinx" - "Vertigo"

Momentary destruction of perception

Grand Theft Auto

Game **Feel**

”responsive”
”tight”
”deep”

1. Input
2. Response
3. Context
4. Polish
5. Metaphor
6. Rules

Did we mention **KISS?**

Oh, a **few more** things…

Risk vs. **Reward**

Why are games "addictive" and why is learning "boring"?

The **FUTURE?**

What virtual worlds **really are?**

(David Burden, Daden Limited)

Not the **3D Web!**

Social interaction is the ”killer app” of virtual worlds

Virtual worlds may
re-humanise the Internet!

By re-introducing the physical metaphor VirtualWorlds brings things back down to manageable size

Can games be **social?**

Can learning be **social?**

Can learning be **fun?**

“The most important things in virtual worlds. . .**are not things.**
It’s the **people** and their **dreams.**”

(John ”Pathfinder” Lester)