

LOL! IMBA!
OR
MMOG'S VERSUS REAL LIFE



BY TEUT WEIDEMANN, CEO CDV AG

WHAT IS A MMOG?

- -> Massive Multiplayer Online Game
- Massive: thousands or millions of people
- Multiplayer: together in one world
- Online: via the Internet
- Game: not only a game, it is much more

WHO PLAYS A MMOG?

- Average age: 26+ (older females, younger males)
- Only 25% teenagers
- 50% work full time
- 36% are married
- 22% have children
- on average they play 22 hours per week
- 60% report that they having played a MMOG 10 hours straight
- 80% play with someone who they know in RL
- 15%-40% female players*

Thus, MMORPGs are in fact highly social environments where new relationships are forged and existing relationships are reinforced.

Source: The Daedalus Project, [HTTP://WWW.NICKYEE.COM/DAEDALUS/](http://www.nickyee.com/daedalus/)



WORLD OF WARCRAFT

IT STARTS AS A GAME

....

AND ENDS AS A PASSION



IT IS LIKE REAL LIFE

- Crime: fraud, theft, hacking
 - Special Trojans just to hunt down WoW!
- Friends: Vincent+Saskia -> Vivien
- Personal: my kids
 - Vincent: the hero
 - Vivien the collector and explorer
- Marriage: Svecha & Karlik



JA

Ich frage nun dich, Karlik, bist du gewillt, mit deiner Braut Shvecha die Ehe zu schließen, dann antworte mit einem deutlichen "JA".

IT INFLUENCES REAL LIFE

- Time spend in WoW close to worktime
- language: lol, rofl, imba, rl, afk, afkids, afklo
- Lifeplanning around WoW: 40 people Raids
- RL meeting with friends and foes
- 3% MMOG players loose either: girlfriend or wife, job, exams, health
- 3% MMOG player gain a: girlfriend or wife, job or money
- Sounds Familiar?
- (-> Sample Plex, UO Marriage)

WoW ECONOMY

- Time: Farming, demands create economies
- ->Service providers
- ->China Farmers
- -> Million Dollar Industry
(I was a real estate broker)
- Exchange Rates WoW Gold to US:
\$49/1000g
- Estimated economic wealth of WoW is larger
than most 3rd world countries

GLIMPSE OF THE FUTURE

- most games will be online by default
- most games are „massive“ in one way or the other
- Worlds of MMOG's will be connected
- The Real World will be connected to MMOG's
- In other words: thousands of worlds to explore, millions of people to meet
- Or: Millions of Dollars to make
- This is the future of our gaming industry

Q&A

FEEL FREE TO ASK QUESTIONS ABOUT
ANYTHING YOU ARE CURIOUS ABOUT

