

THE EVOLUTION



OF ONLINE

RAPH KOSTER

WORLDS

WHY DO WE MAKE OTHER WORLDS?



SECONDARY WORLD

THE HOBBIT

1937



FAN FICTION

SPOCKANALIA

THE HOBBIT

SPOC

1967



SESSION-BASED MULTIPLAYER

1969

SPOCKANALIA

THE HOBBIT



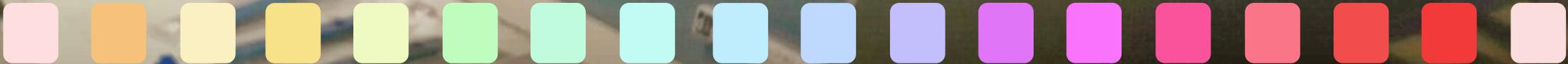
SESSION-BASED MULTIPLAYER

2-PLAYER
SPACEWAR

SPOCKANALIA

THE HOBBIT

1969



THE ROLEPLAYING GAME

DUNGEONS & DRAGONS®

ADDITIONAL

Rules for Fantastic Medieval Wargames
Campaigns Playable with Paper and Pencil
and Miniature Figures

BLACKMOOR

**2-PLAYER
SPACEWAR**

SPOCKANALIA

THE HOBBIT



Supplement II

BLACKMOOR

DAVE ARNESON

PUBLISHED BY
GAMES WORKSHOP

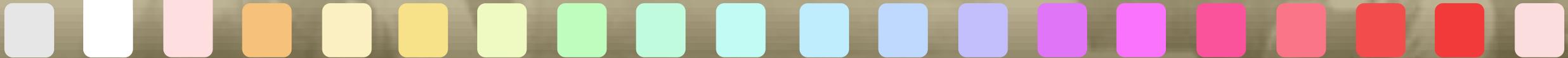


ESPORTS ARE BORN

1972

ESPORTS

BLACKMOOR



CHAT

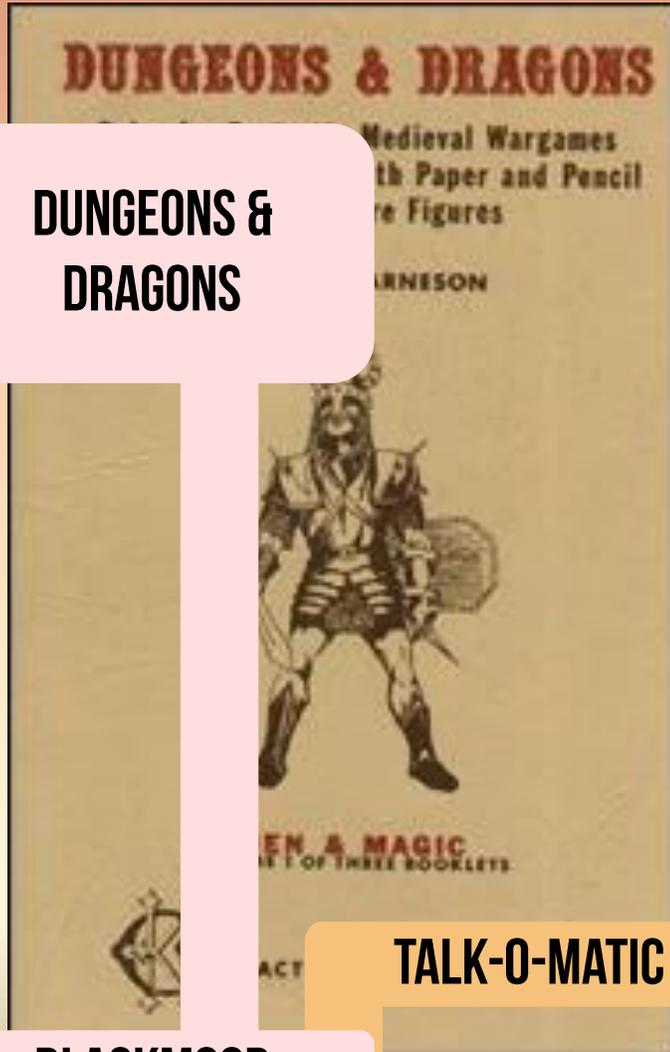
1972

TALK-O-MATIC

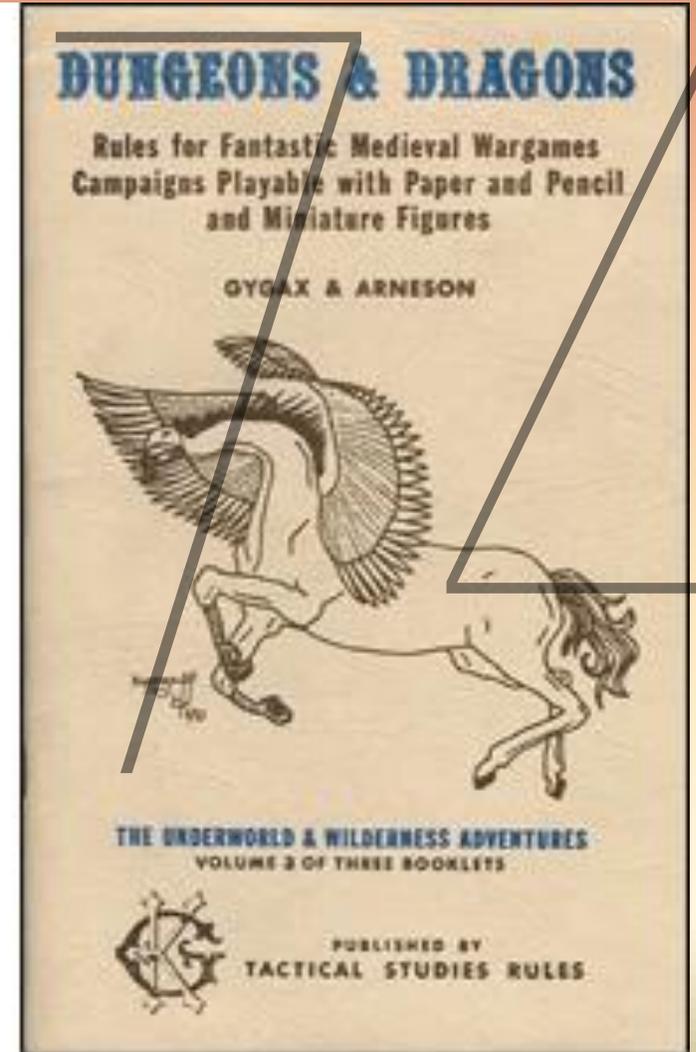
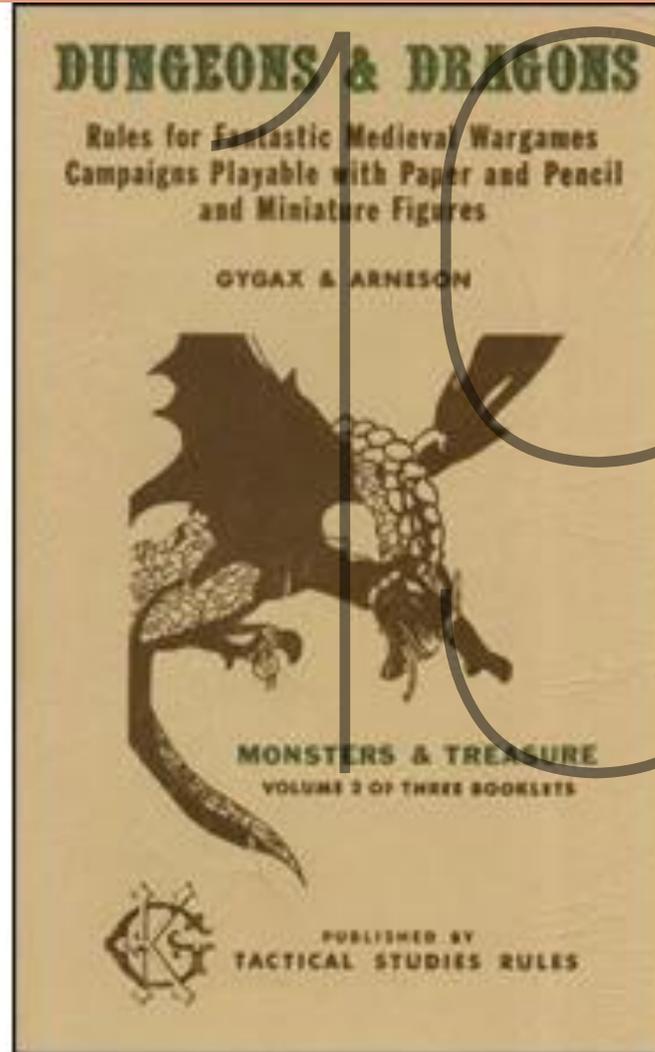


THE ROLEPLAYING GAME

DUNGEONS &
DRAGONS



TALK-O-MATIC



BLACKMOOR



ONLINE STRATEGY

| | |
|------|----|
| Fore | -- |
| Aft | 32 |
| Port | 98 |
| Stbd | 99 |

WARP = 3
 HEAD=27/3

ENERGY
 99/100



EMPIRE

**DUNGEONS &
 DRAGONS**

TALK-O-MATIC



RED ALERT

ONLINE FPS



THE PAST IS NOW

1997

MAZEWAR

DUNGEONS &
DRAGONS

EMPIRE

TALK-O-MATIC



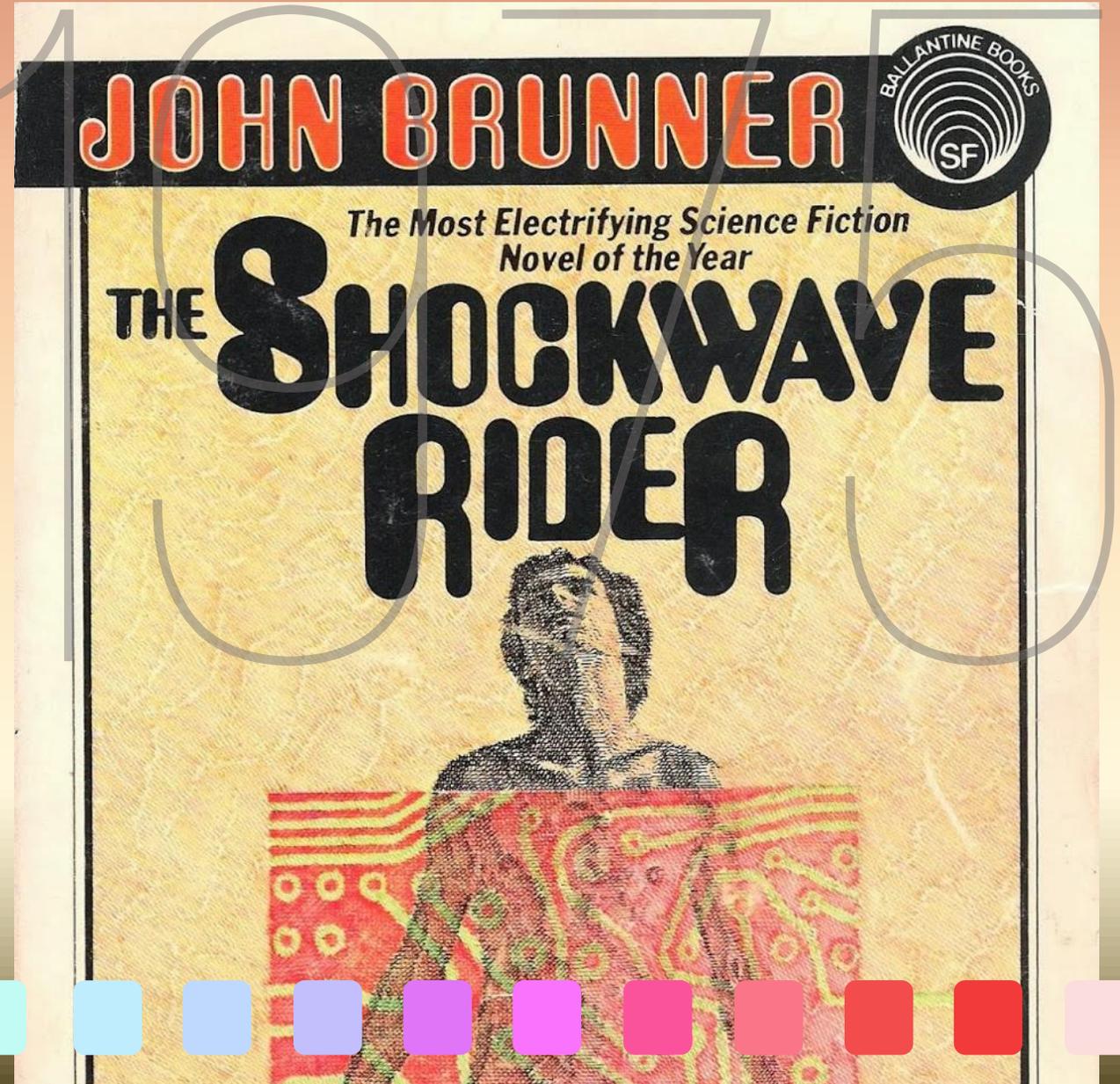
MAZE WAR FROM 1974
THE FIRST (FIRST PERSON SHOOTER)
GREAT (STEVE WELLS) TO THE
THE GAMES AT THE CALL OF DUTY

SCIENCE FICTION

SHOCKWAVE RIDER

MAZEWAR

DUNGEONS &
DRAGONS



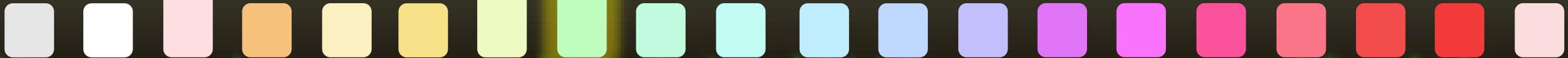
ADVENTURE GAMES

1976

COLOSSAL CAVE ADVENTURE

DUNGEONS &
DRAGONS

SHOCKWAVE RIDER



STAR WARS

May the force be with you

1077

STAR WARS

STAR WARS

COLOSSAL CAVE ADVENTURE

STAR TREK

MIDDLE EARTH



Starring

MARILYN MILLS, HARRISON FORD, CARRIE FISHER

VIRTUAL WORLDS

You Haven't Lived Until You've Died In MUD...

MUD

ROLEPLAYING
GAMES

ADVENTURE
GAMES

SESSION-BASED
GAMES

SECONDARY
WORLDS

number — well almost
— can play. To date it's
played on a time-
ing PDP-11 at Essex Uni-
sity, but now the game is
ng made available on
mpunet, the Commodore
ome users network.

other help, all within the
adventure universe.
As you gain skill you get to
be a Wizard or Witch, and
there the sarcasm really
starts. These elite *übermens-
chen* can use the command
'SNOOP' to watch what
other players are doing, tor-
ment them, or (some chance
we'll bet) give them useful
tips. The headline is a quote
from an actual player, so
watch your sanity! For those
prepared to risk it, MUD is to
be launched at the beginning
of October by Century Com-
ni or



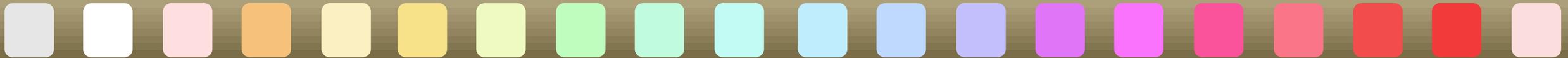
VIRTUAL WORLDS

1979

VIRTUAL WORLDS



1980



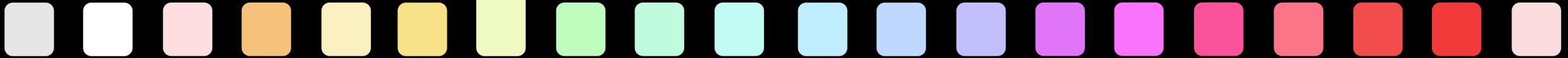
1981



A NEW ETHOS

BLADE RUNNER

1982



A NEW ETHOS

1983



ACE SCIENCE FICTION • 0-441-56956-0 • (\$3.25 CANADA) • \$2.95 U.S.

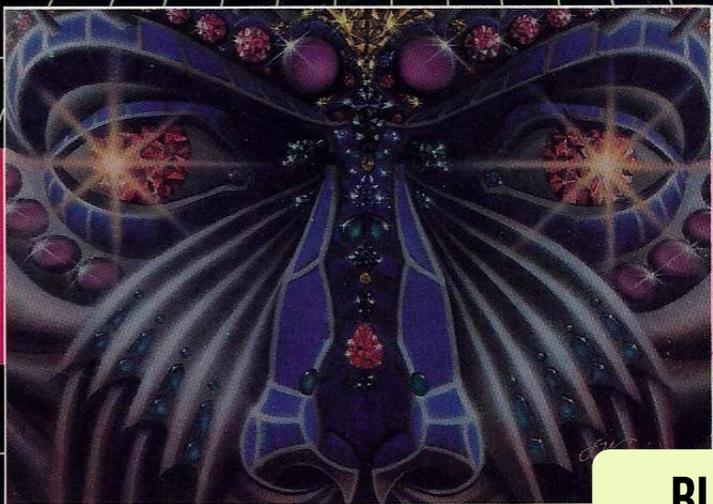
"WILLIAM GIBSON IS ONE OF THE MOST EXCITING NEW WRITERS TO HIT SCIENCE FICTION IN A LONG WHILE. HIS FIRST NOVEL IS AN EVENT I'VE BEEN EAGERLY AWAITING."

—ROBERT SILVERBERG

EDITED BY TERRY CARR

THE NEW ACE SCIENCE FICTION SPECIALS

NEUROMANCER
WILLIAM GIBSON

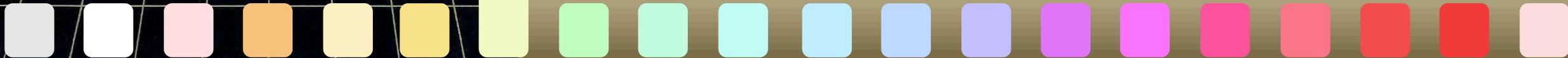


NEUROMANCER

BLADE RUNNER

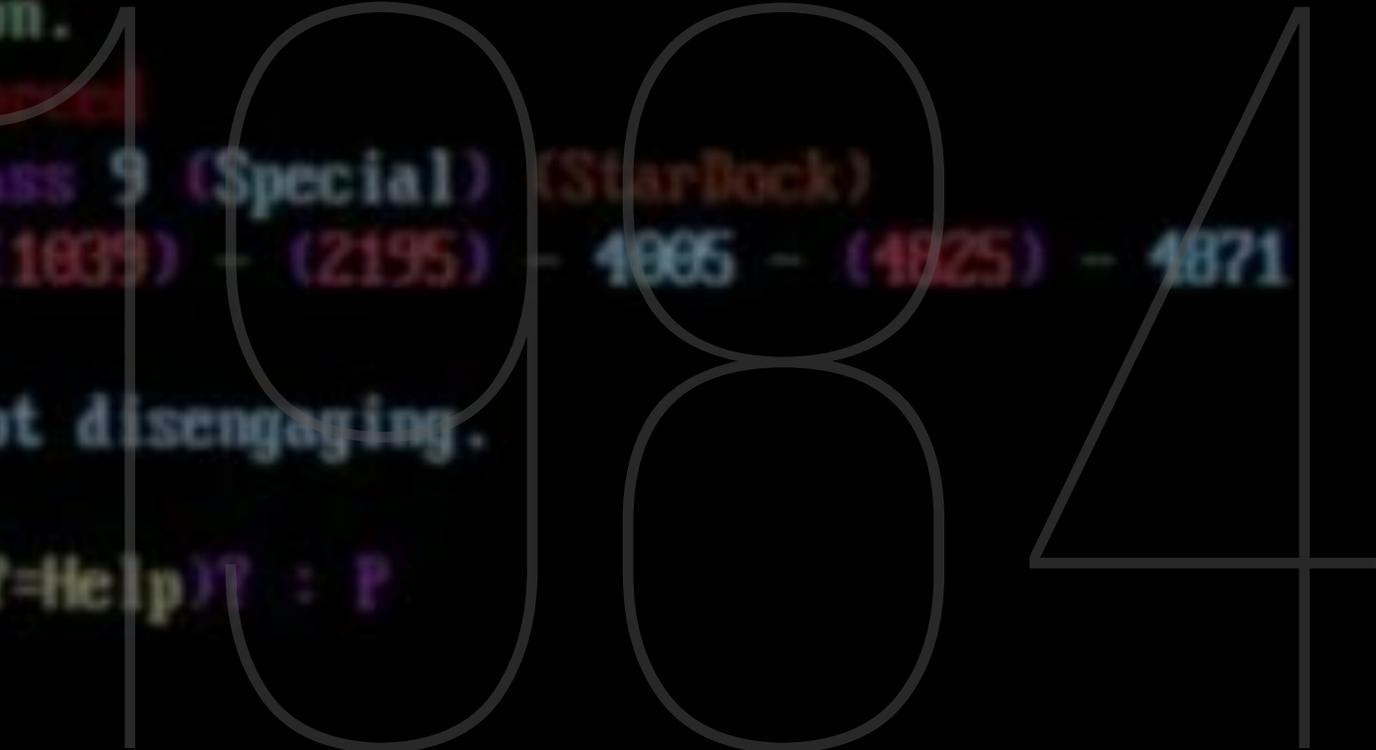
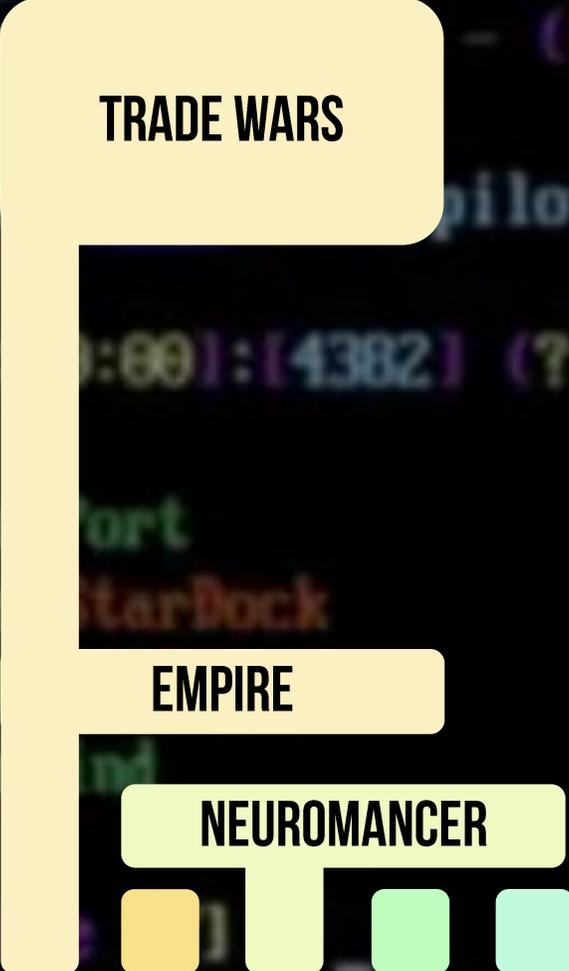
CYBERPUNK

1984

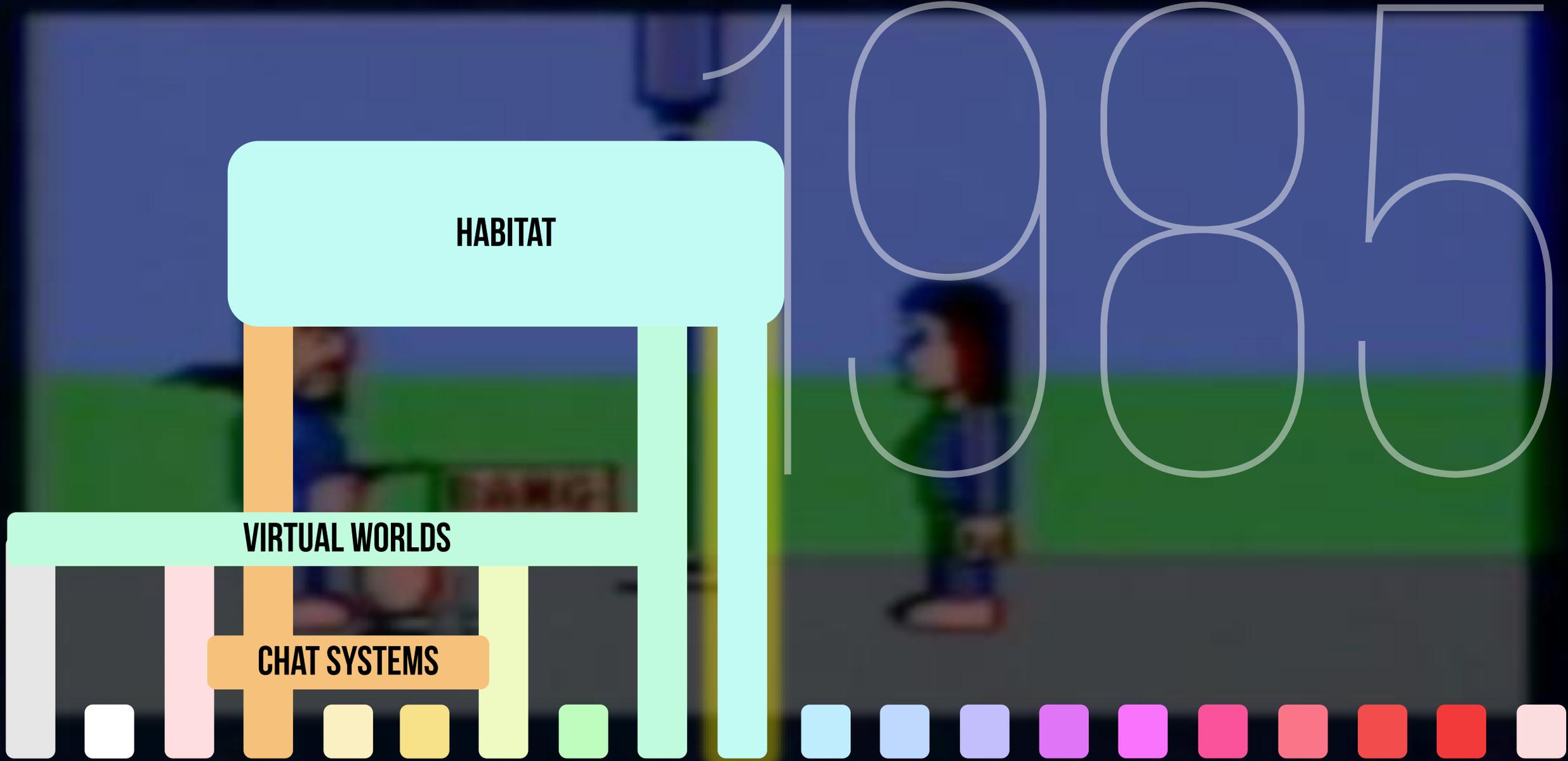


DOOR GAMES

```
Auto Warping to sector 4382.
Sector : 4382 in The Federation.
Beacon : FedSpace, FedLaw Enforcement
Ports : Stargate Alpha 1, Class 9 (Special) (StarDock)
Warps to Sector - (1839) - (2195) - 4865 - (4825) - 4871
Arriving sector pilot disengaging.
Command [TL-60 :60]:[4382] (?=Help)? : P
(A) Attack this port
(S) Land on the StarDock
(T) Trade at the StarDock
(Q) Quit, never mind
```

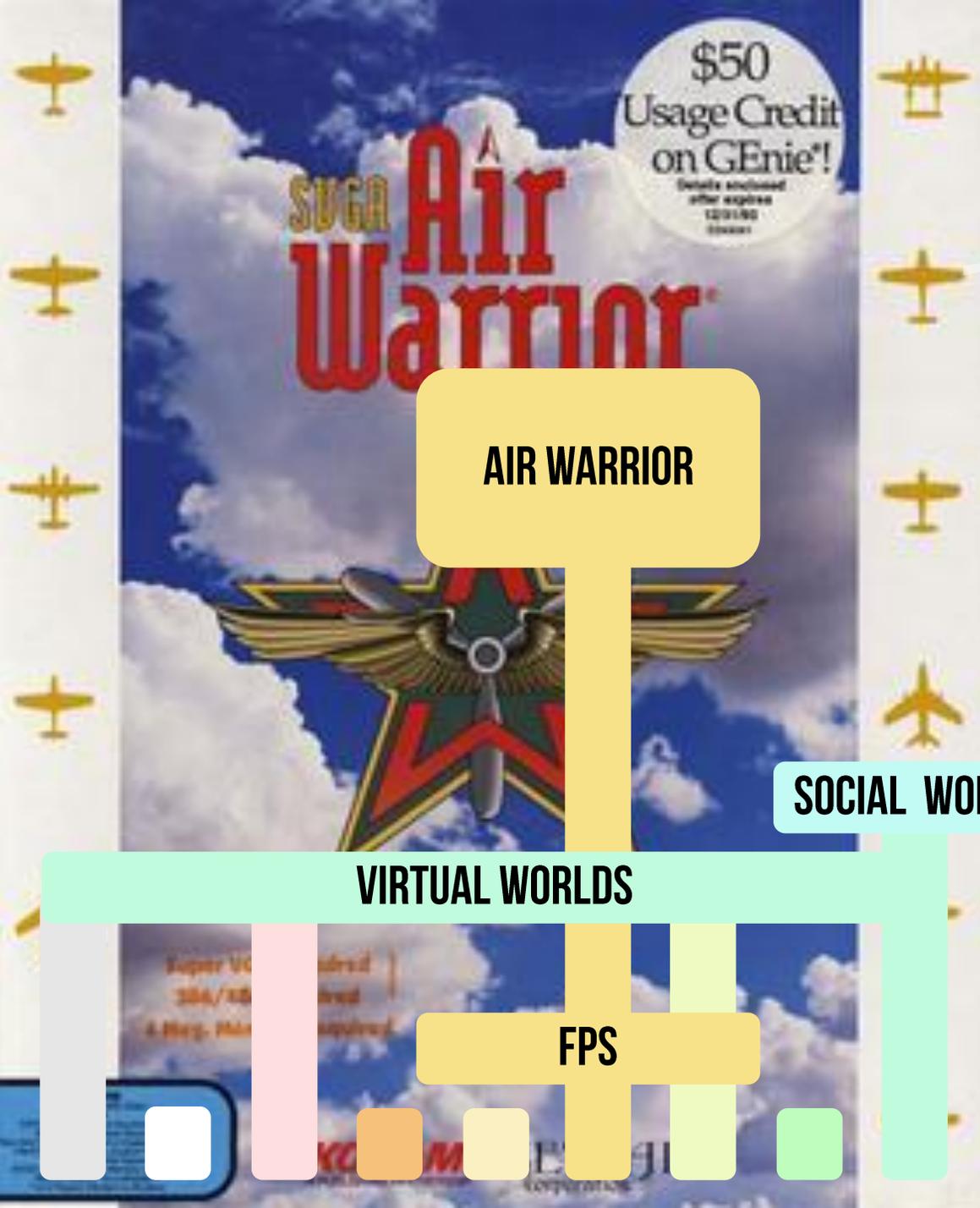


SOCIAL WORLDS



FIRST PERSON

1986



AIR WARRIOR

SOCIAL WORLDS

VIRTUAL WORLDS

FPS

ONLINE SERVICES

ONLINE SERVICES

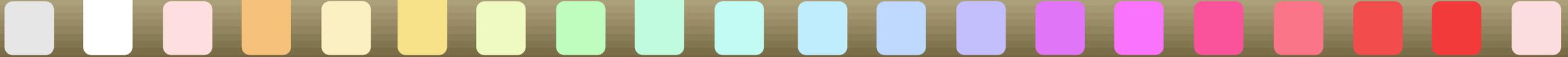
SESSION BASED
ONLINE SERVICE
GAMES

ACTION ONLINE
SERVICE GAMES

MUDLIKE ONLINE
SERVICE GAMES

MUDS

987



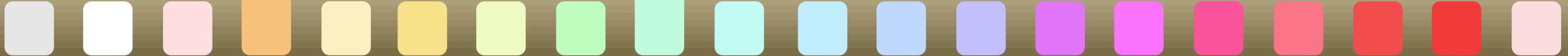
CHAT

1988

INTERNET RELAY
CHAT

ONLINE SERVICES

MUDS



MUD SPECIATION

1089

LPMUDS

RPG

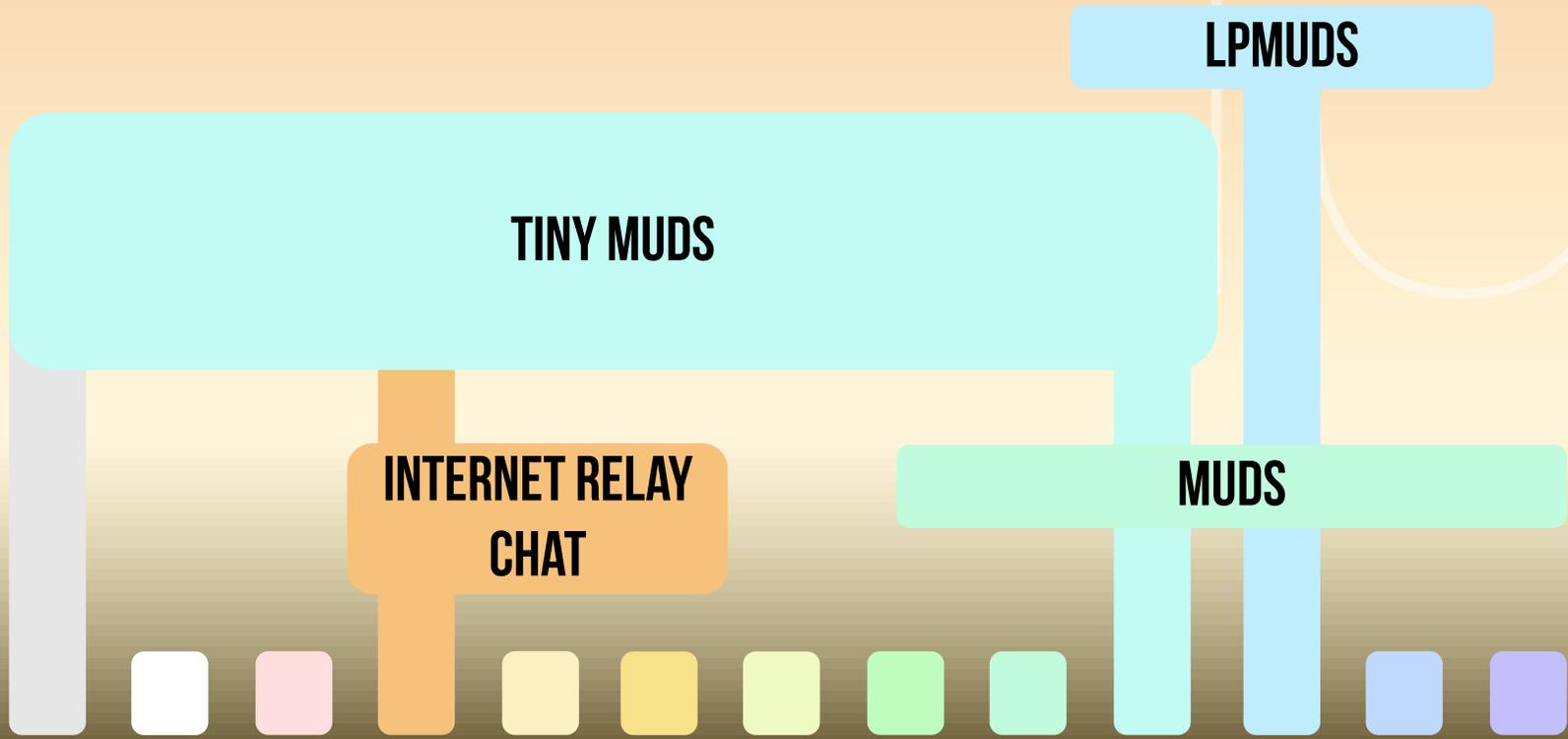
INTERNET RELAY
CHAT

MUDS



SOCIAL WORLDS

1089



DIKUMUD

1000

DIKU MUDS

DUNGEONS &
DRAGONS

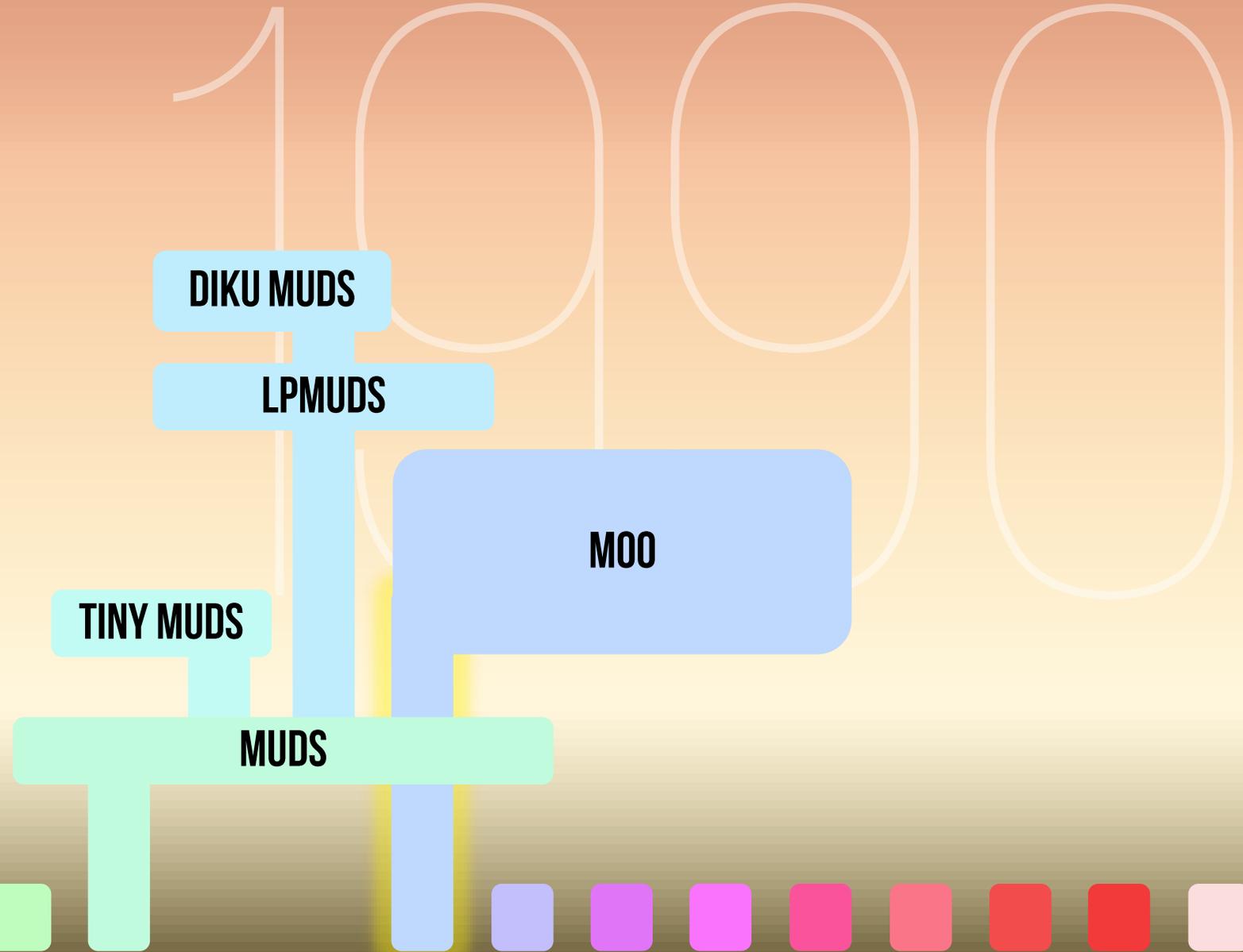
LPMUDS

TINY MUDS

MUDS



CREATIVITY WORLD: THE MOO



THREE TYPES

1000

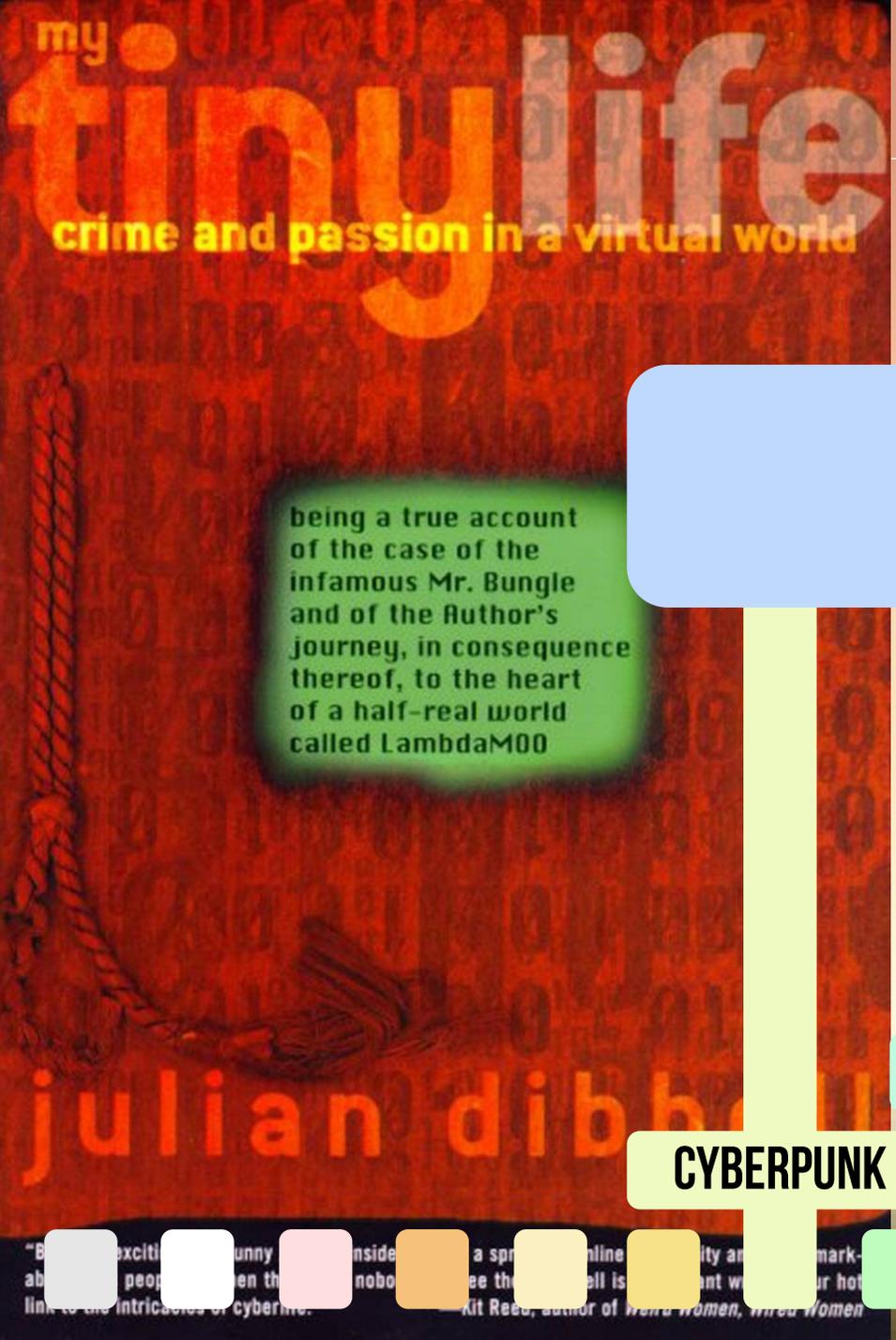
COMBAT

SOCIAL

CREATIVE

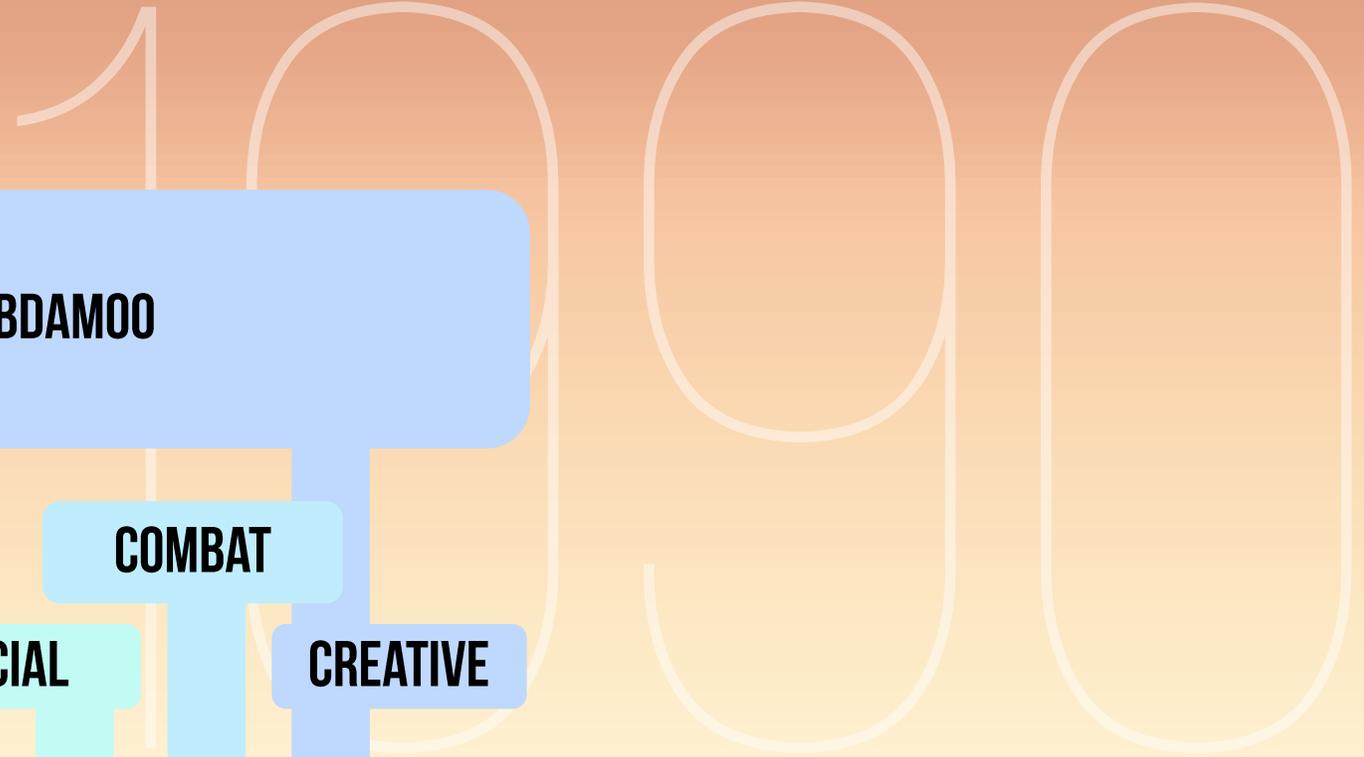
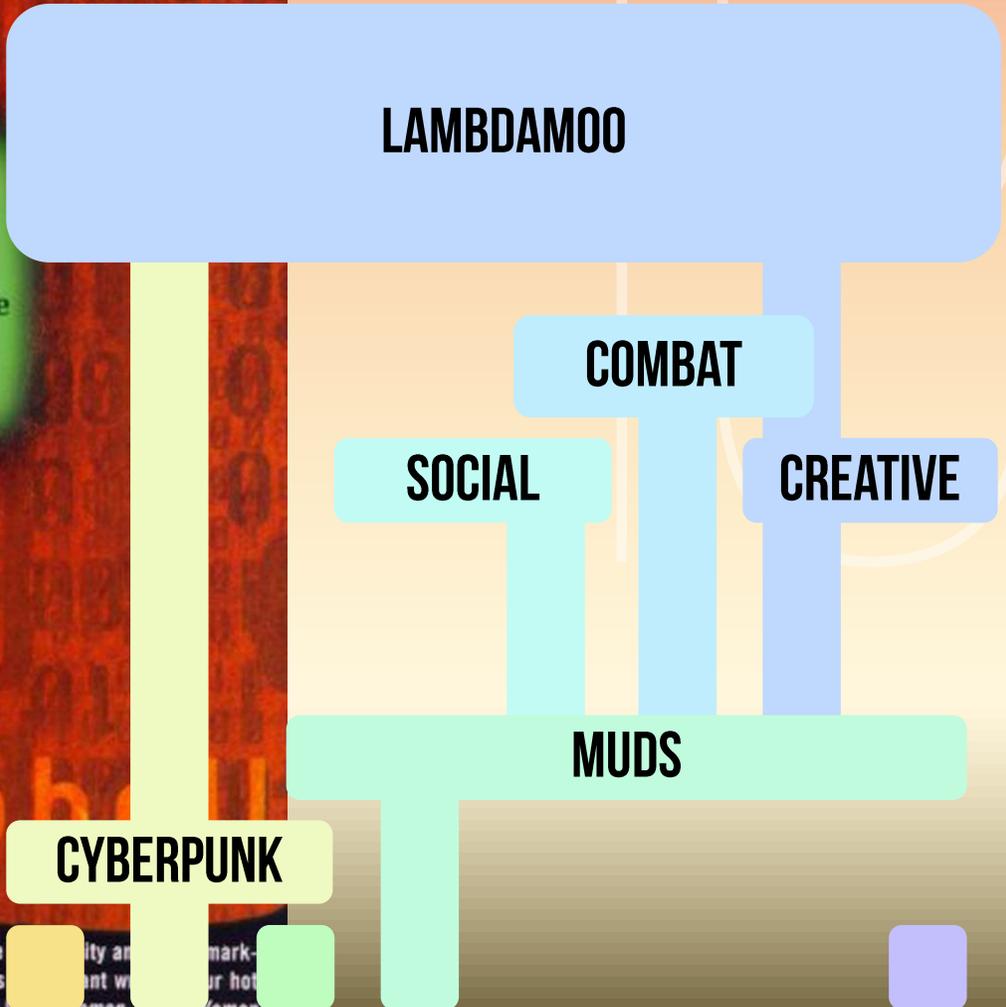
MUDS





being a true account of the case of the infamous Mr. Bungle and of the Author's journey, in consequence thereof, to the heart of a half-real world called LambdaMOO

LAMB DAMOO



ARMAGEDDON

1001

ARMAGEDDON

COMBAT

SOCIAL

CREATIVE

RPG

SECONDARY
WORLDS

MUDS



SANDBOXES

1001

DARTMUD

COMBAT

SOCIAL

CREATIVE

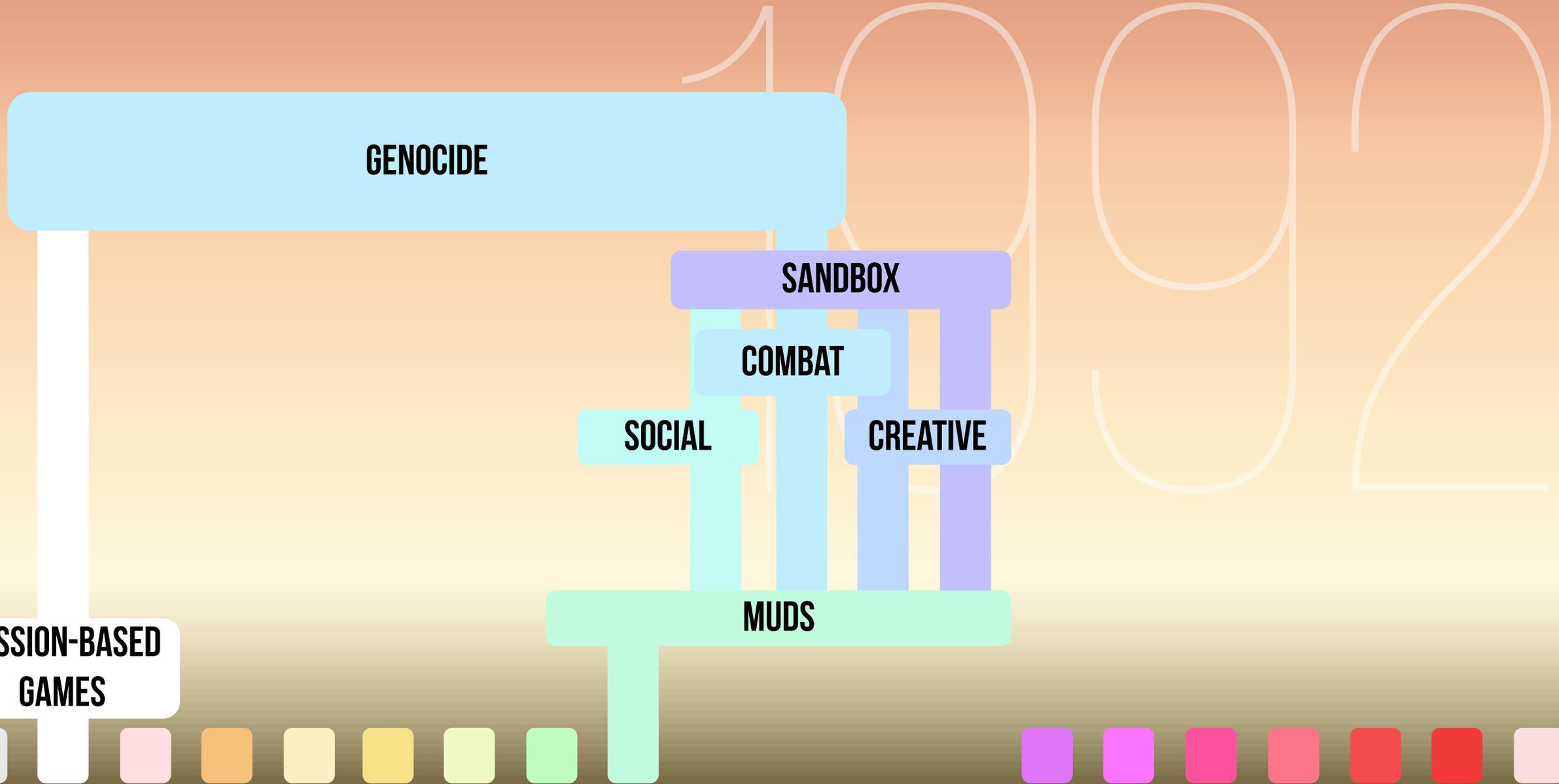
RPG

SECONDARY
WORLDS

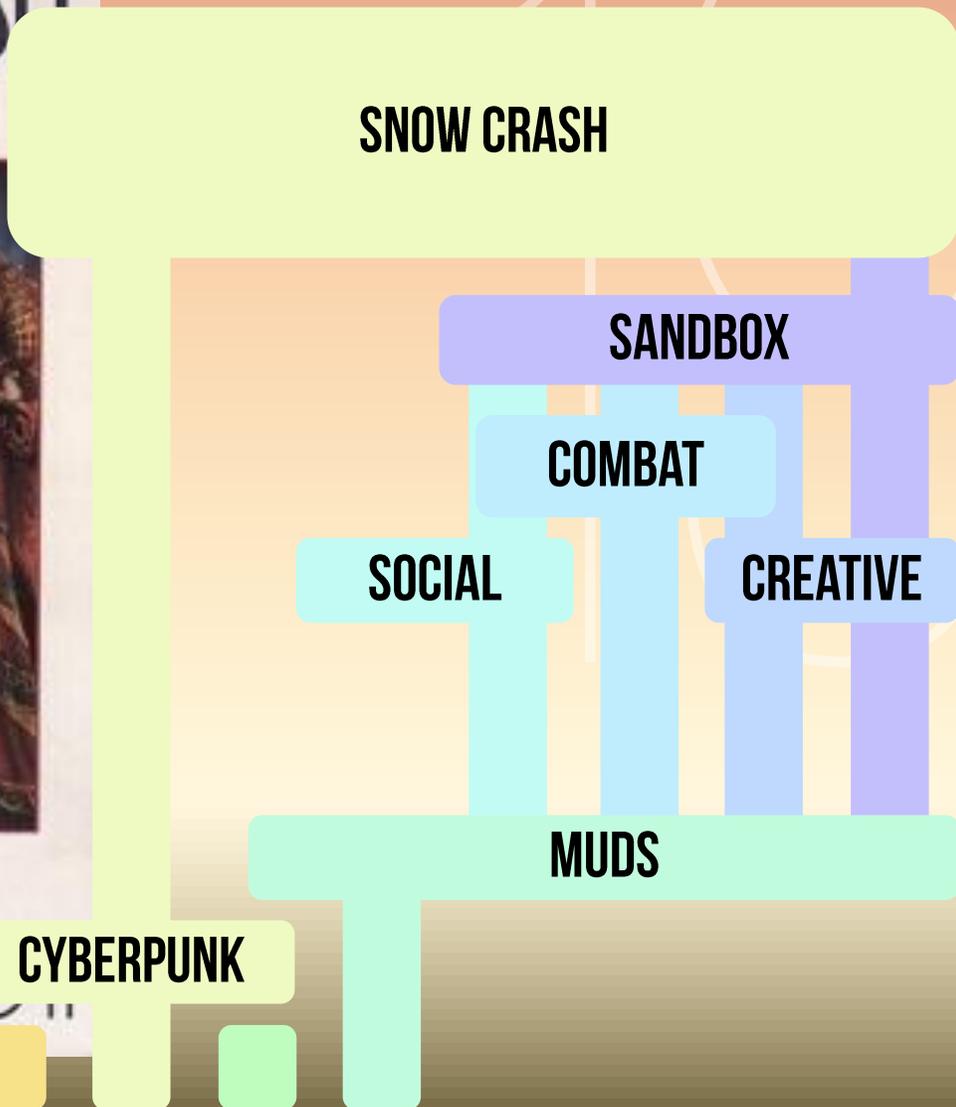
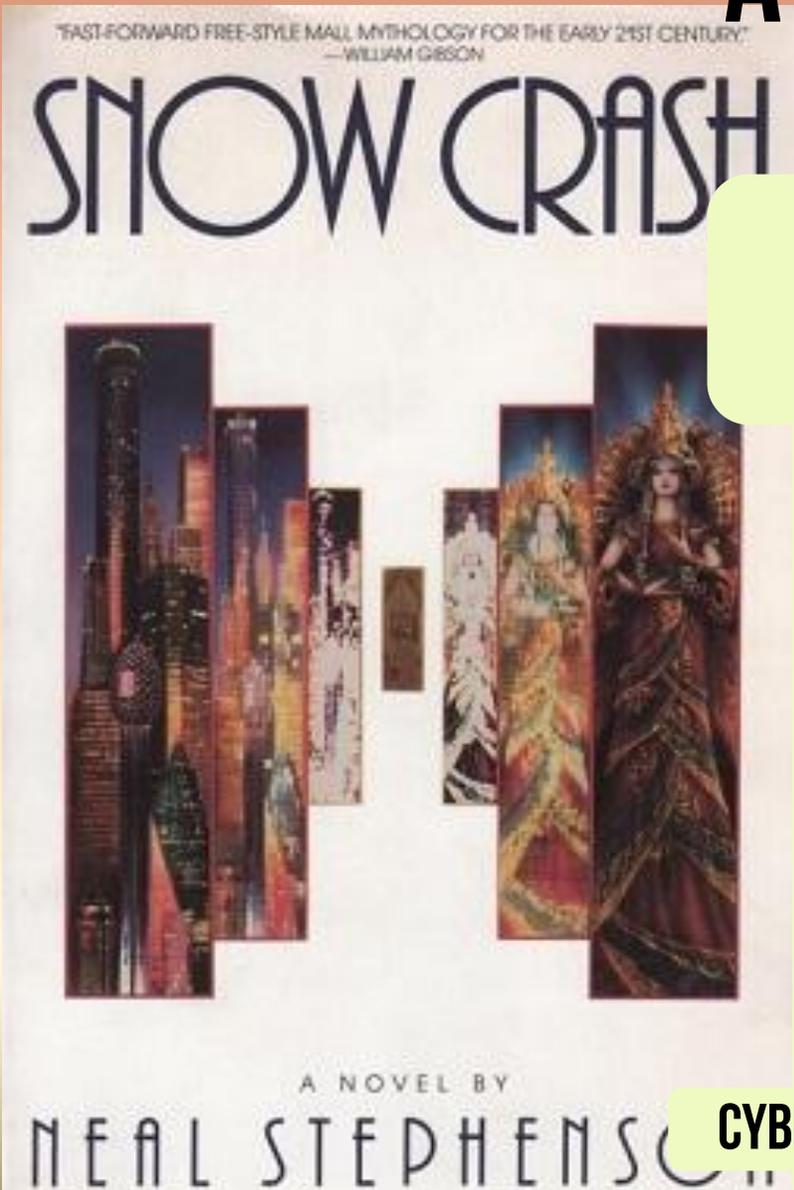
MUDS



PK MUDS: PERSISTENT ARENAS



A SWORD MADE OF CODE...



SNOW CRASH

SANDBOX

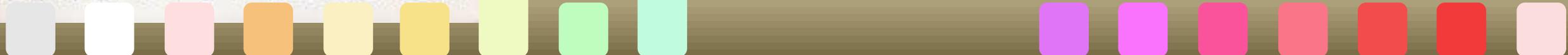
COMBAT

SOCIAL

CREATIVE

MUDS

CYBERPUNK



THE FIRST METAVERSE

1002

INTERMUD NETWORKS

LPMUDS

SANDBOX

COMBAT

SOCIAL

CREATIVE

CYBERPUNK

MUDS



THE WEB

ONLINE SERVICES

PROPRIETARY

FTP://

GOPHER://

MAILTO://

TELNET://

SANDBOX

COMBAT

SOCIAL

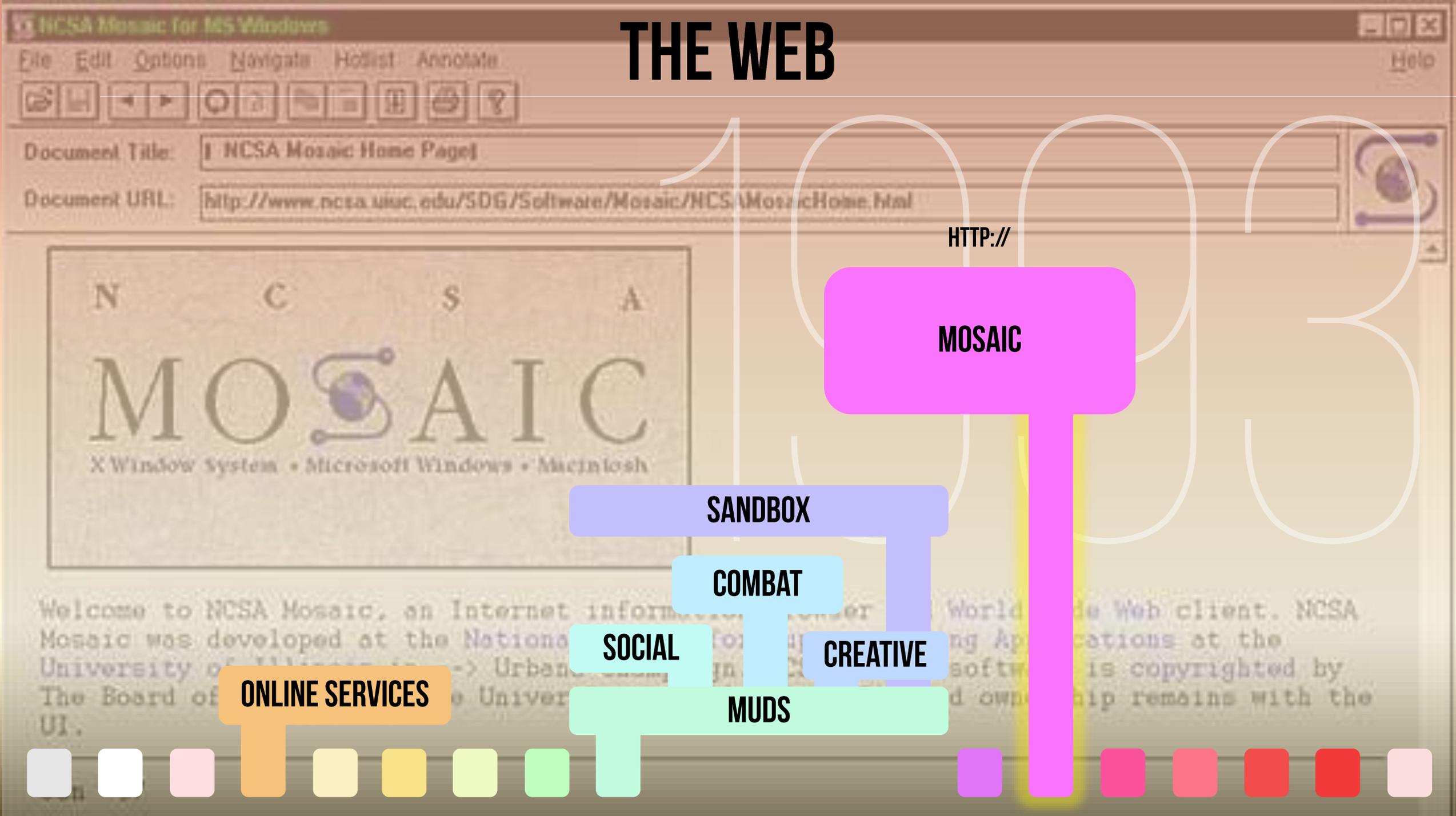
CREATIVE

MUDS

1993



THE WEB



ONLINE SERVICES

SOCIAL

COMBAT

SANDBOX

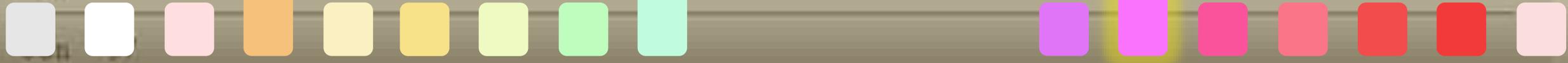
CREATIVE

MUDS

MOSAIC

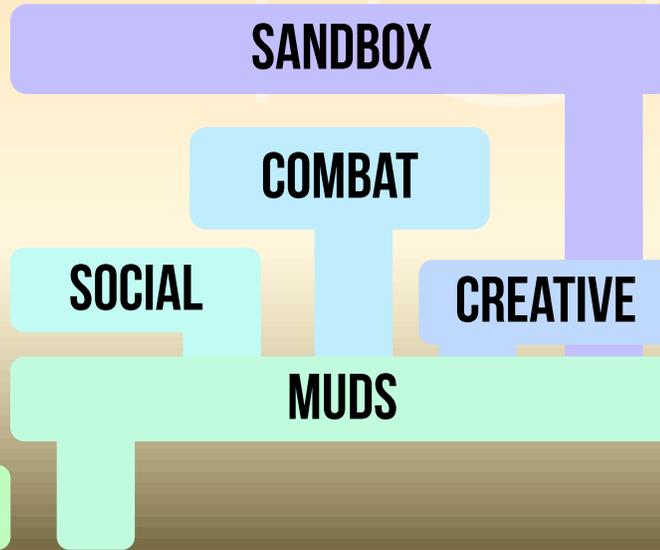
HTTP://

1993



THE WEB

THE WEB



THE PROTO-MMORPG

GRAPHICAL MUDS

THE WEB

MUDS



ONLINE FPS

1006

QUAKE

GRAPHICAL MUDS

THE WEB

MUDS

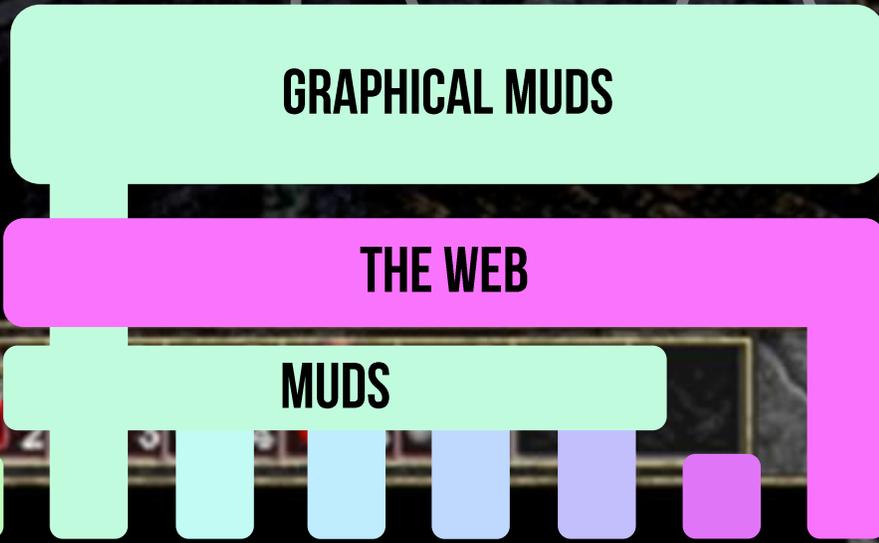
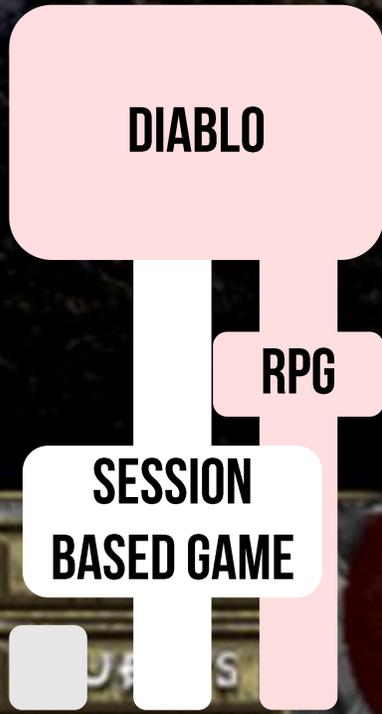
SESSION
BASED GAME

FPS



ONLINE RPGS

1007



THE MMORPG

1007

ULTIMA ONLINE

RPG

SECONDARY
WORLDS

FPS

MASSIVELY MULTIPLAYER ONLINE ROLE
PLAYING GAMES

THE WEB



THE MMORPG

ULTIMA ONLINE

RPG

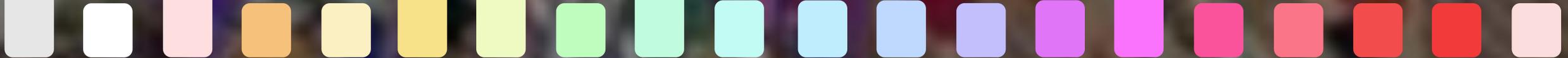
SECONDARY
WORLDS

CYBERPUNK

FPS

MASSIVELY MULTIPLAYER ONLINE ROLE
PLAYING GAMES

THE WEB



THE MMORPG

ULTIMA ONLINE

DIKUMUDS

MASSIVELY MULTIPLAYER ONLINE ROLE
PLAYING GAMES

SECONDARY
WORLDS

RPG

CYBERPUNK

THE WEB



THE MMORPG

ULTIMA ONLINE

DIKUMUDS

TINYTIM

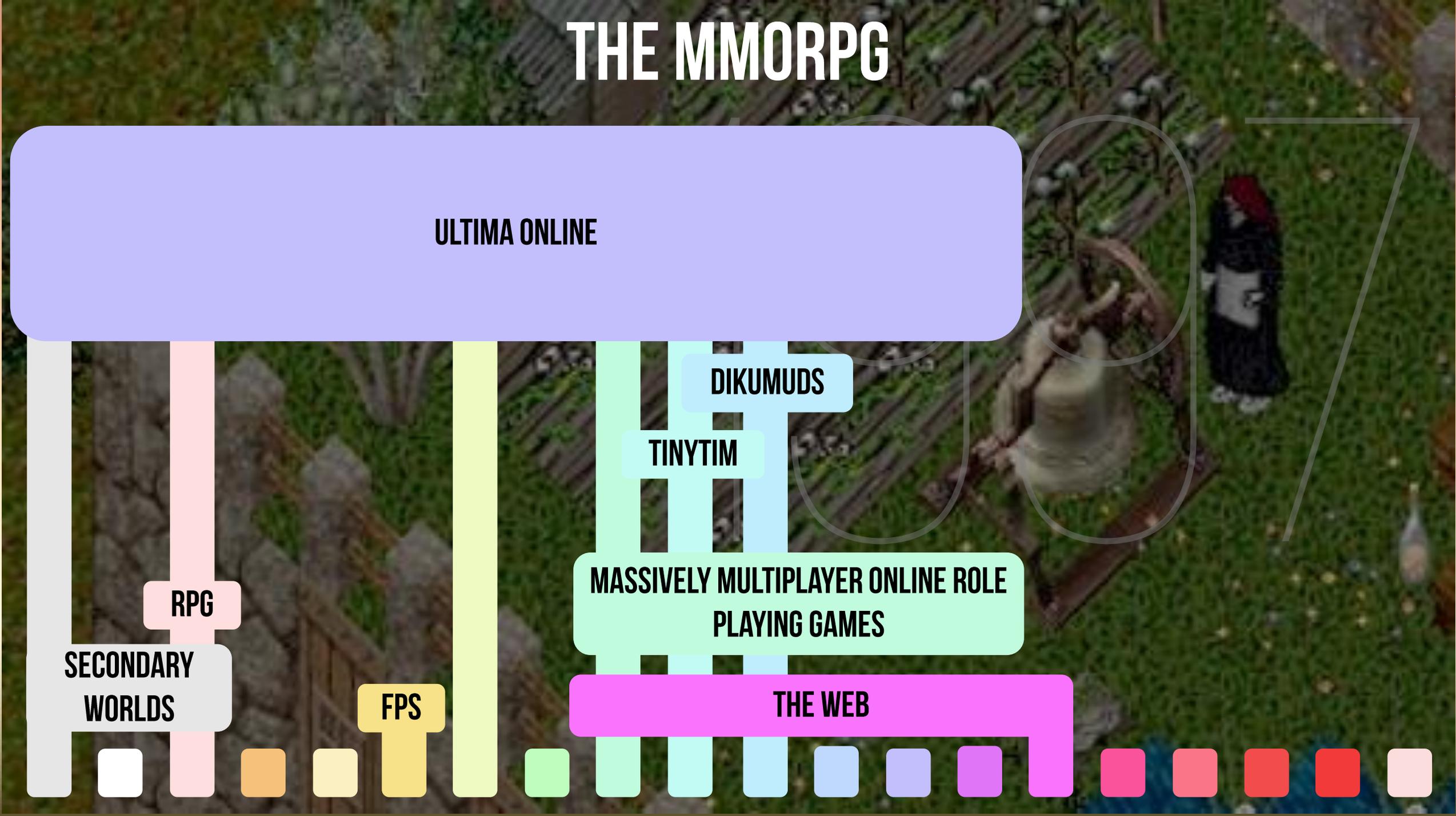
MASSIVELY MULTIPLAYER ONLINE ROLE
PLAYING GAMES

THE WEB

RPG

SECONDARY
WORLDS

FPS



THE MMORPG

ULTIMA ONLINE

DIKUMUDS

DARTMUD

TINYTIM

PERNMUSH

LAMB DAMOO

MASSIVELY MULTIPLAYER ONLINE ROLE
PLAYING GAMES

RPG

SECONDARY
WORLDS

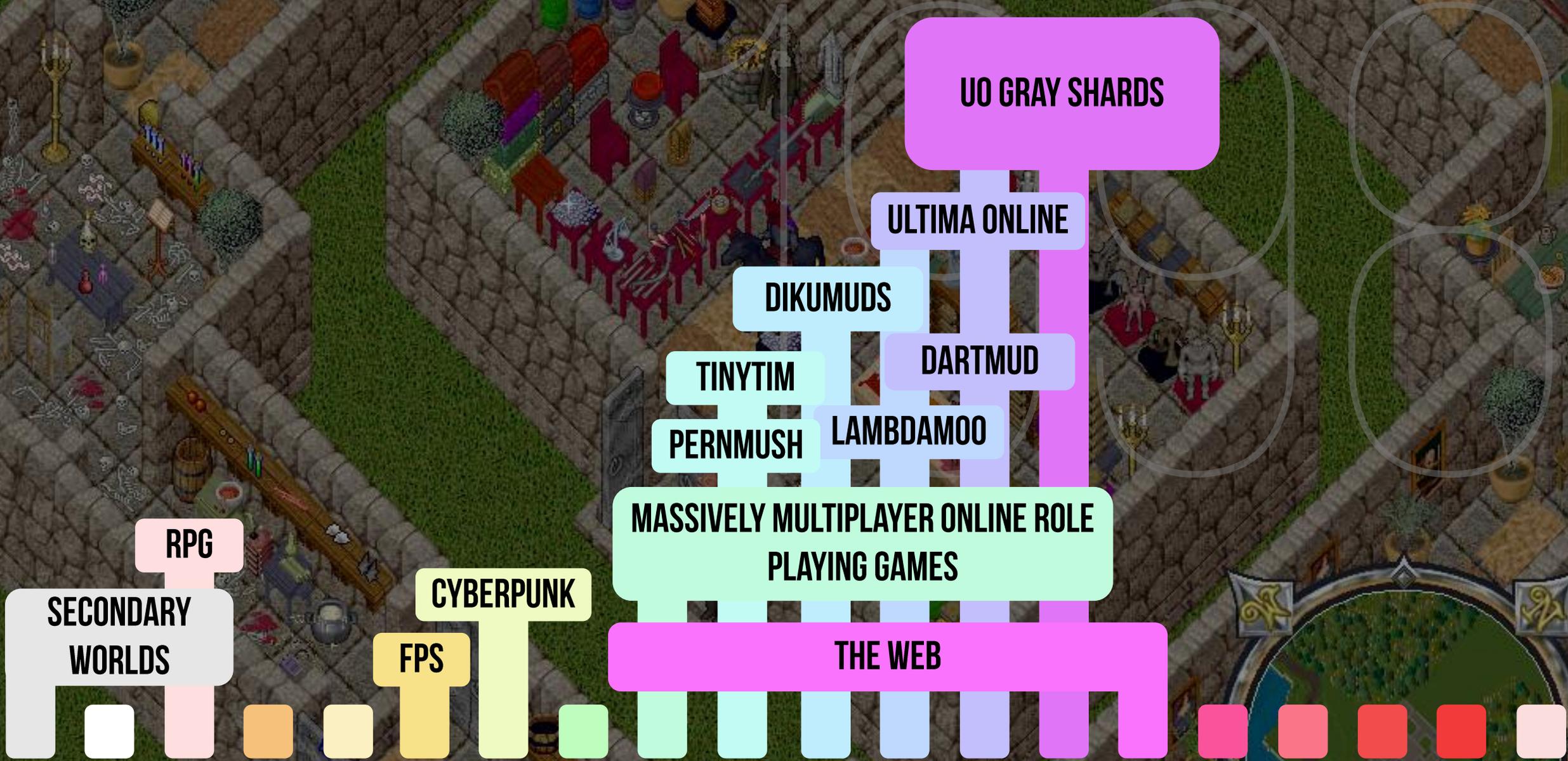
CYBERPUNK

FPS

THE WEB



USERS TAKE CONTROL



SECONDARY WORLDS

RPG

FPS

CYBERPUNK

MASSIVELY MULTIPLAYER ONLINE ROLE PLAYING GAMES

PERNMUSH

TINYTIM

DIKUMUDS

ULTIMA ONLINE

LAMB DAMOO

DARTMUD

THE WEB

UO GRAY SHARDS

stone stairs



ASIA BOOMS

LINEAGE

GRAY SHARDS

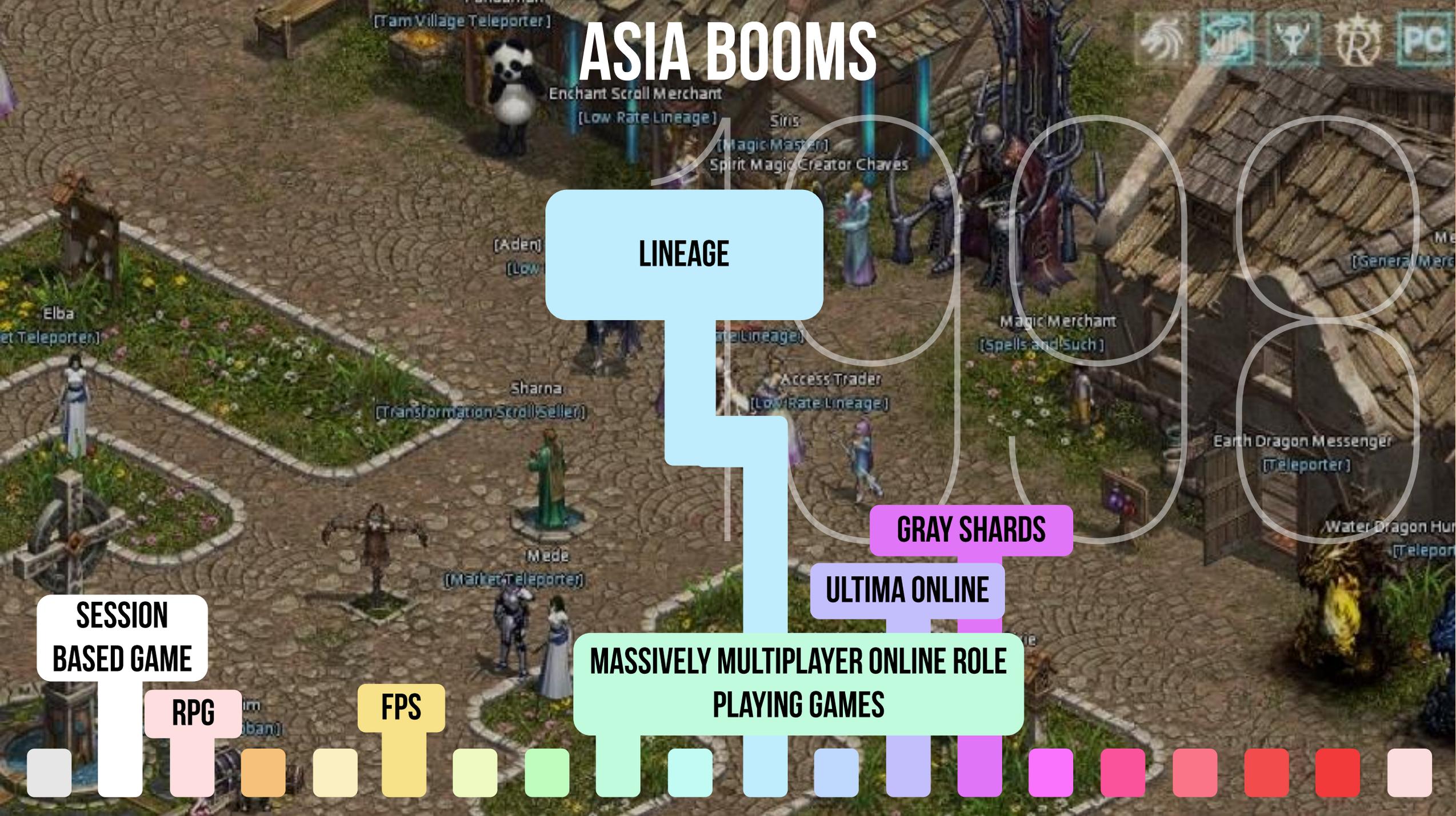
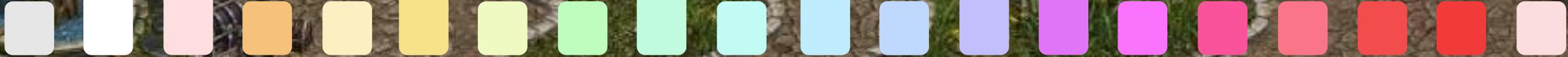
ULTIMA ONLINE

MASSIVELY MULTIPLAYER ONLINE ROLE
PLAYING GAMES

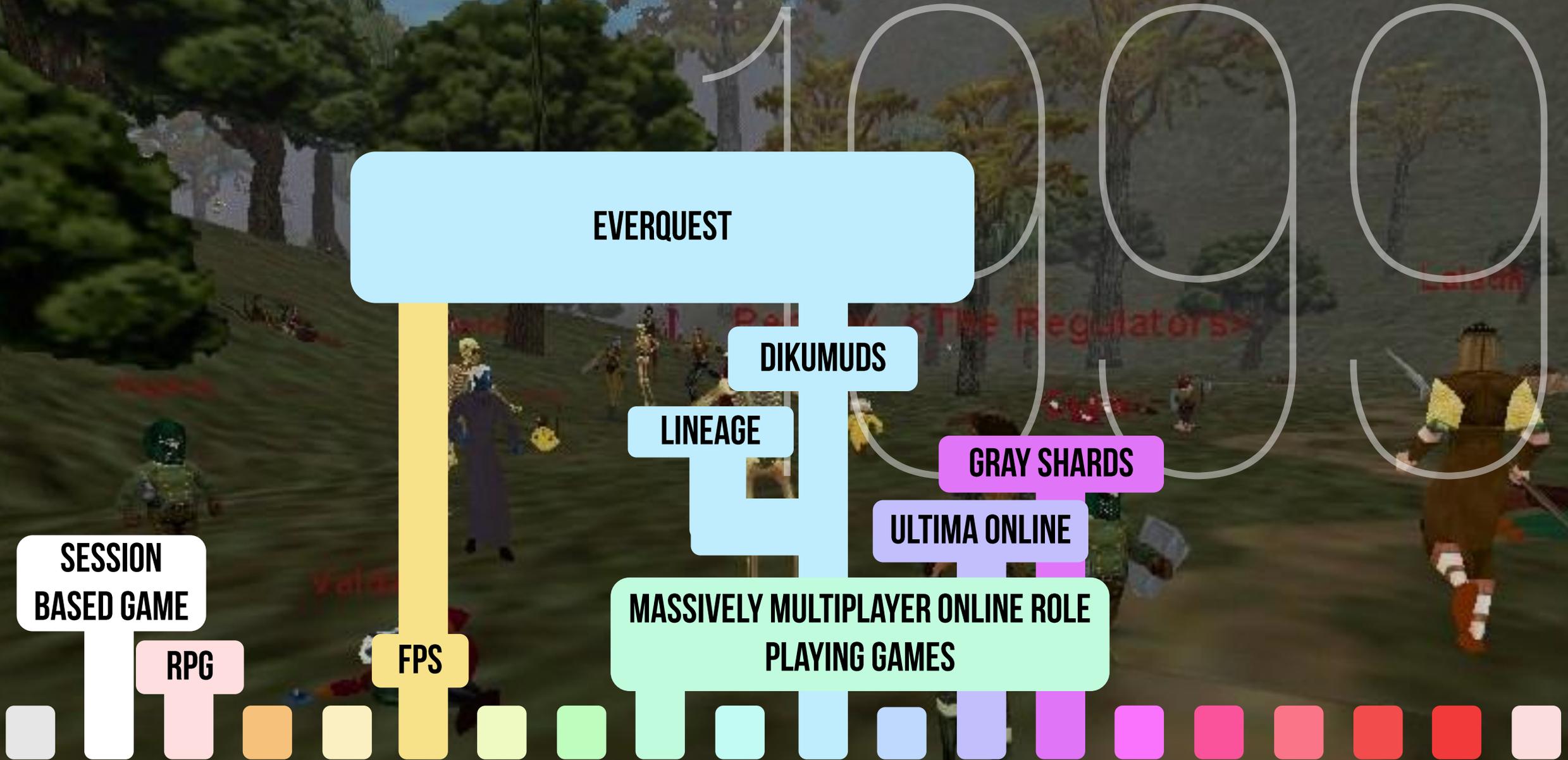
SESSION
BASED GAME

RPG

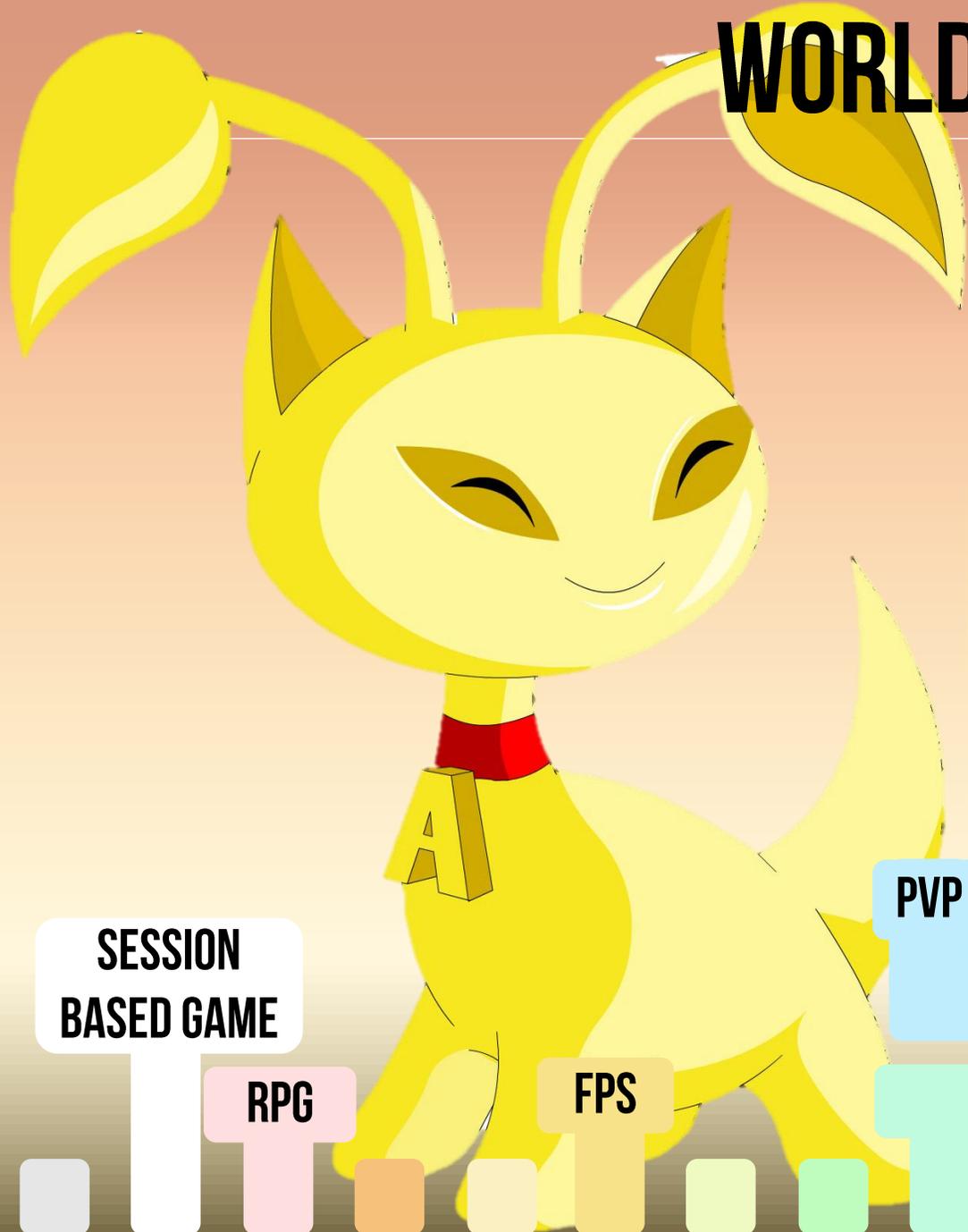
FPS



DIKU SETS THE TEMPLATE



WORLDS ON THE WEB



1000

NEOPETS

SOCIAL

PVP

PVE

GRAY SHARDS

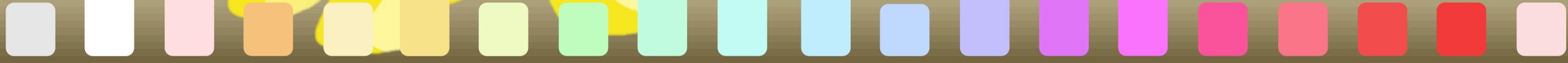
SANDBOX

MMORPG

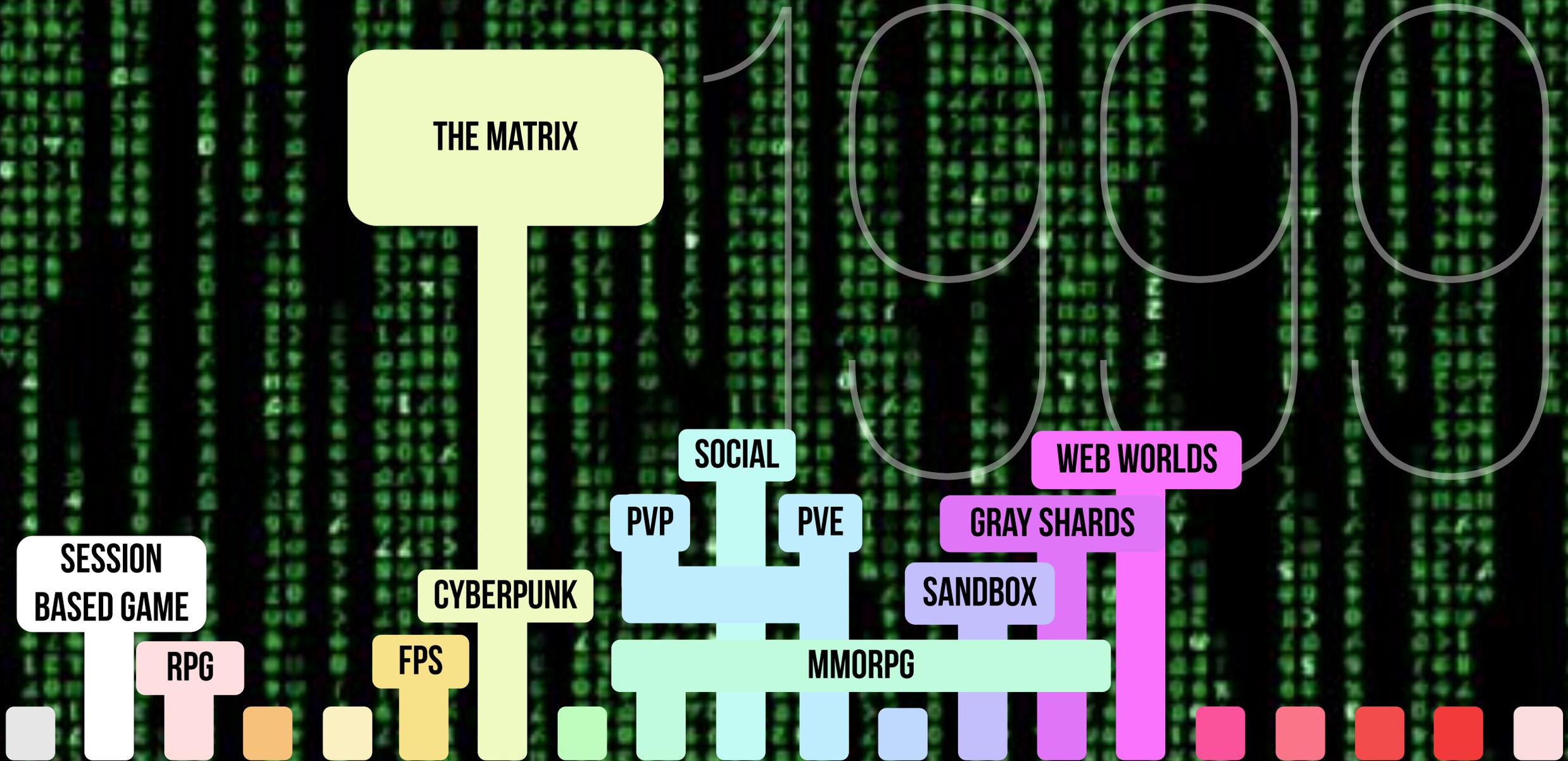
SESSION
BASED GAME

RPG

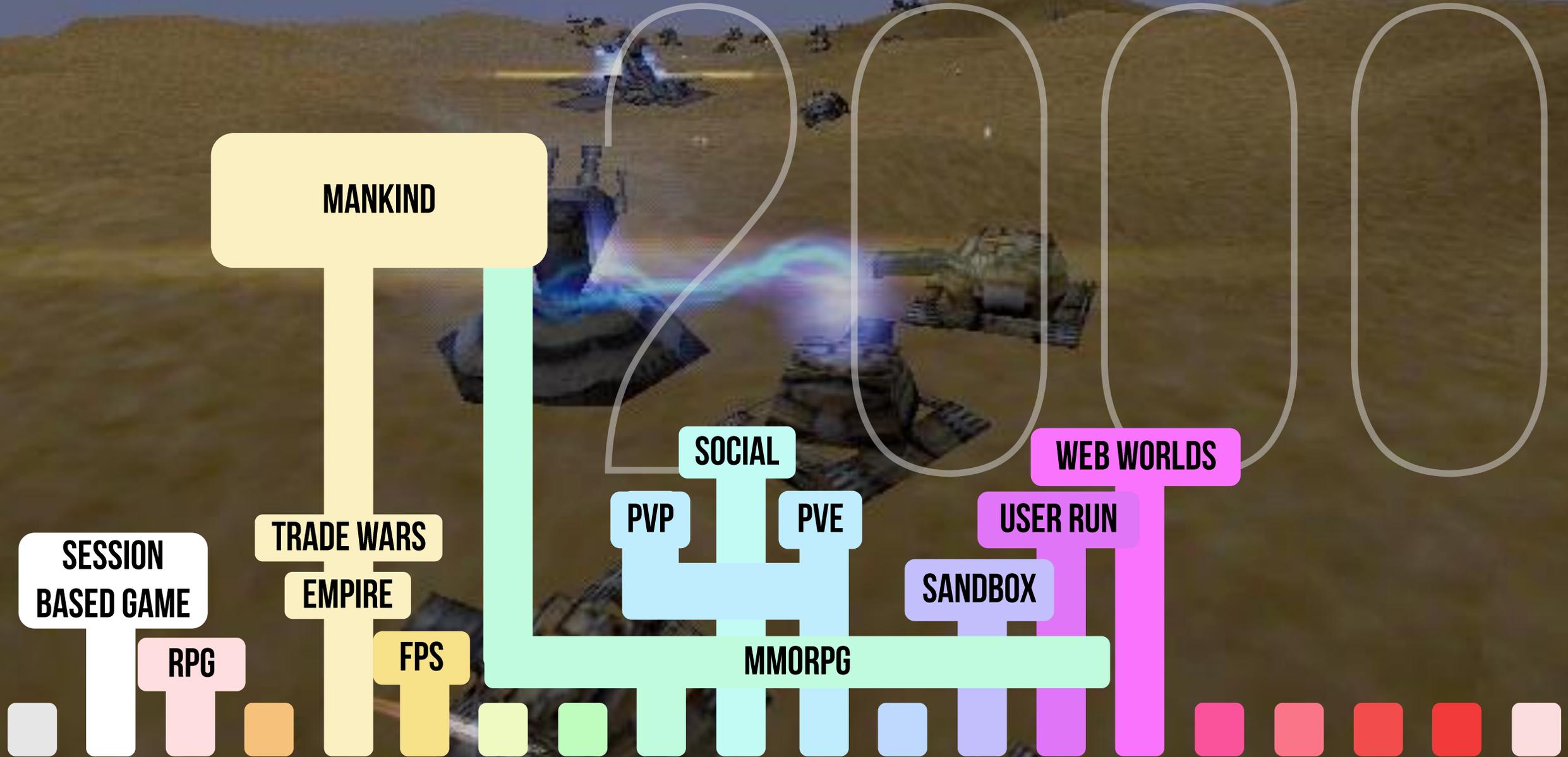
FPS



PEOPLE START TO WORRY



MMORTS



ONLINE CITY BUILDER

STARPEACE

MANKIND

TRADE WARS

EMPIRE

SESSION
BASED GAME

RPG

FPS

SOCIAL

PVP

PVE

MMORPG

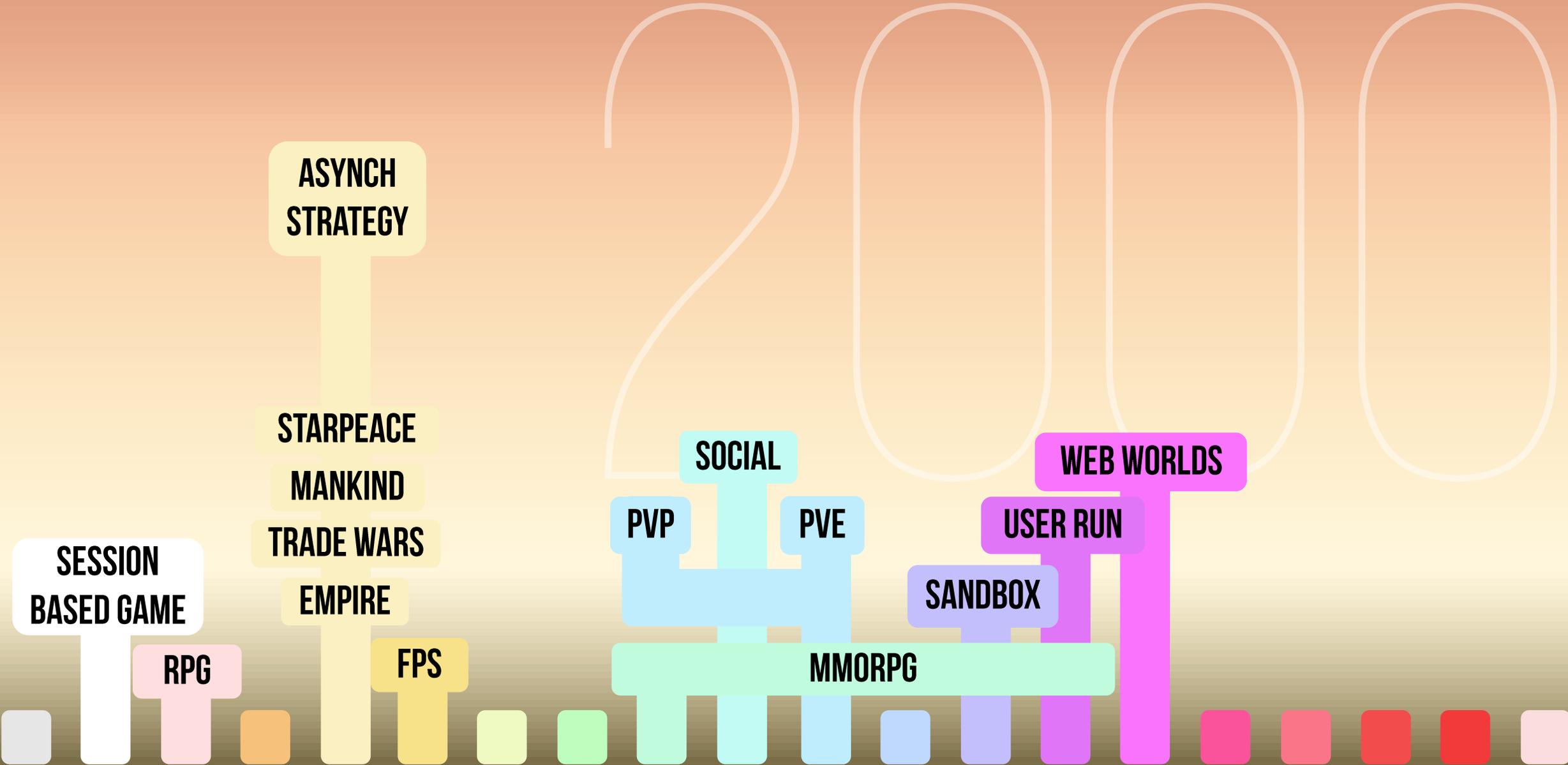
WEB WORLDS

USER RUN

SANDBOX

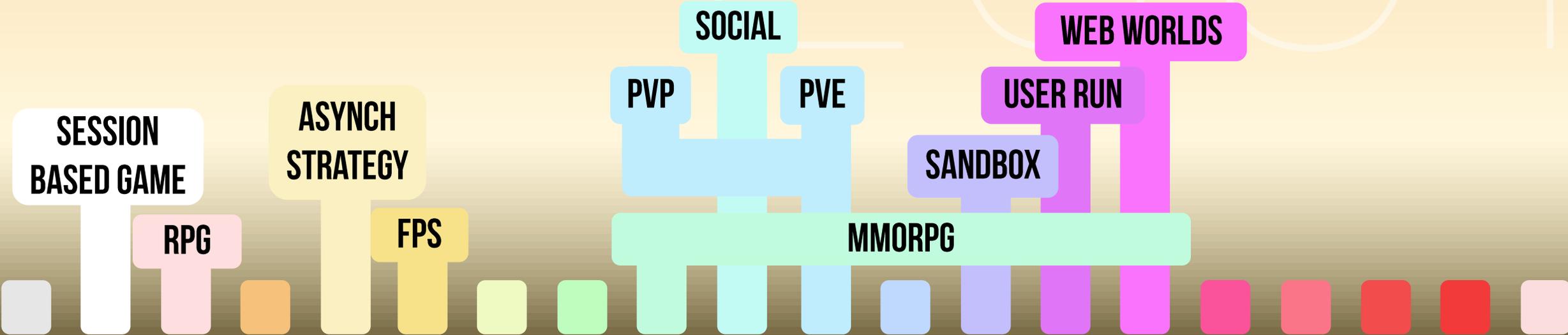


PHP STRATEGY GAMES



PHP STRATEGY GAMES

2011



ALTERNATE REALITY GAMES

MAJESTIC

I LOVE BEES

TRANSMEDIA

FAN FICTION

SECONDARY WORLDS

SESSION
BASED GAME

RPG

ASYNCH
STRATEGY

FPS

PVP

SOCIAL

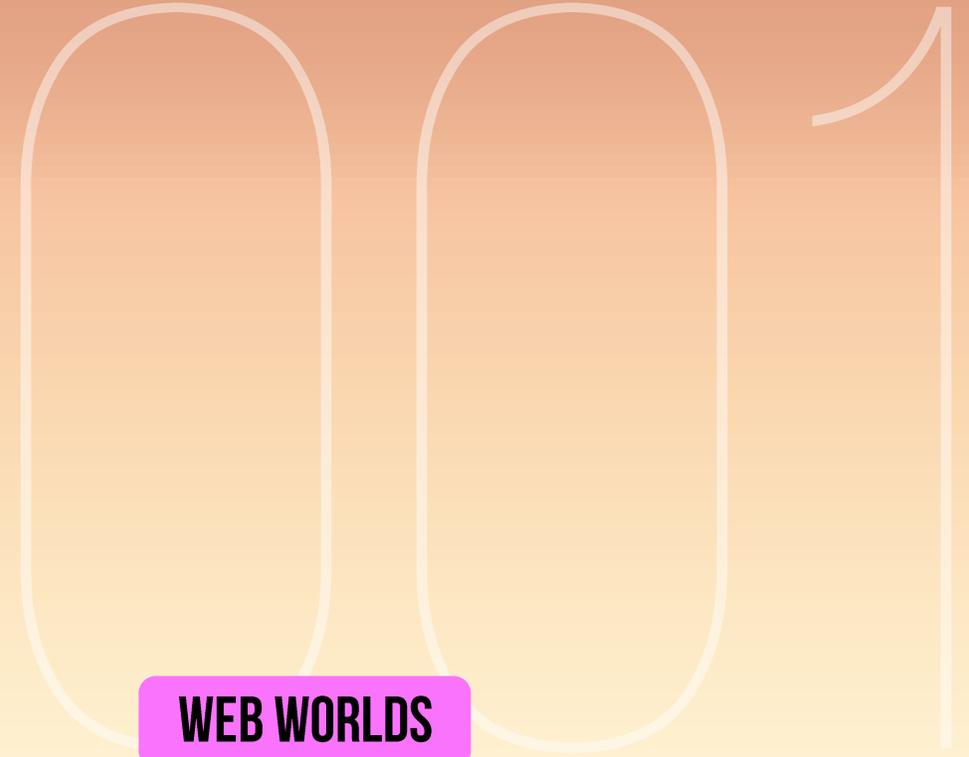
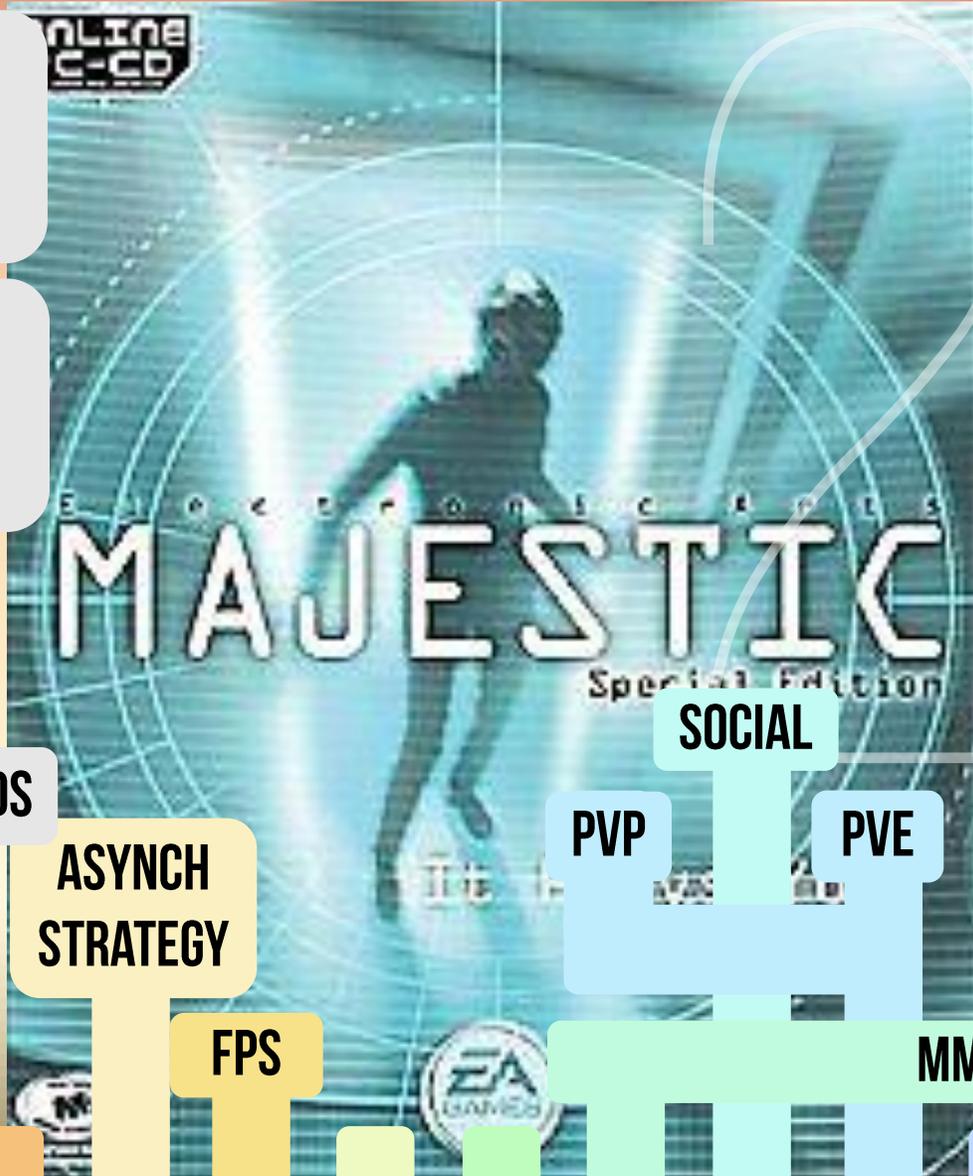
PVE

MMORPG

SANDBOX

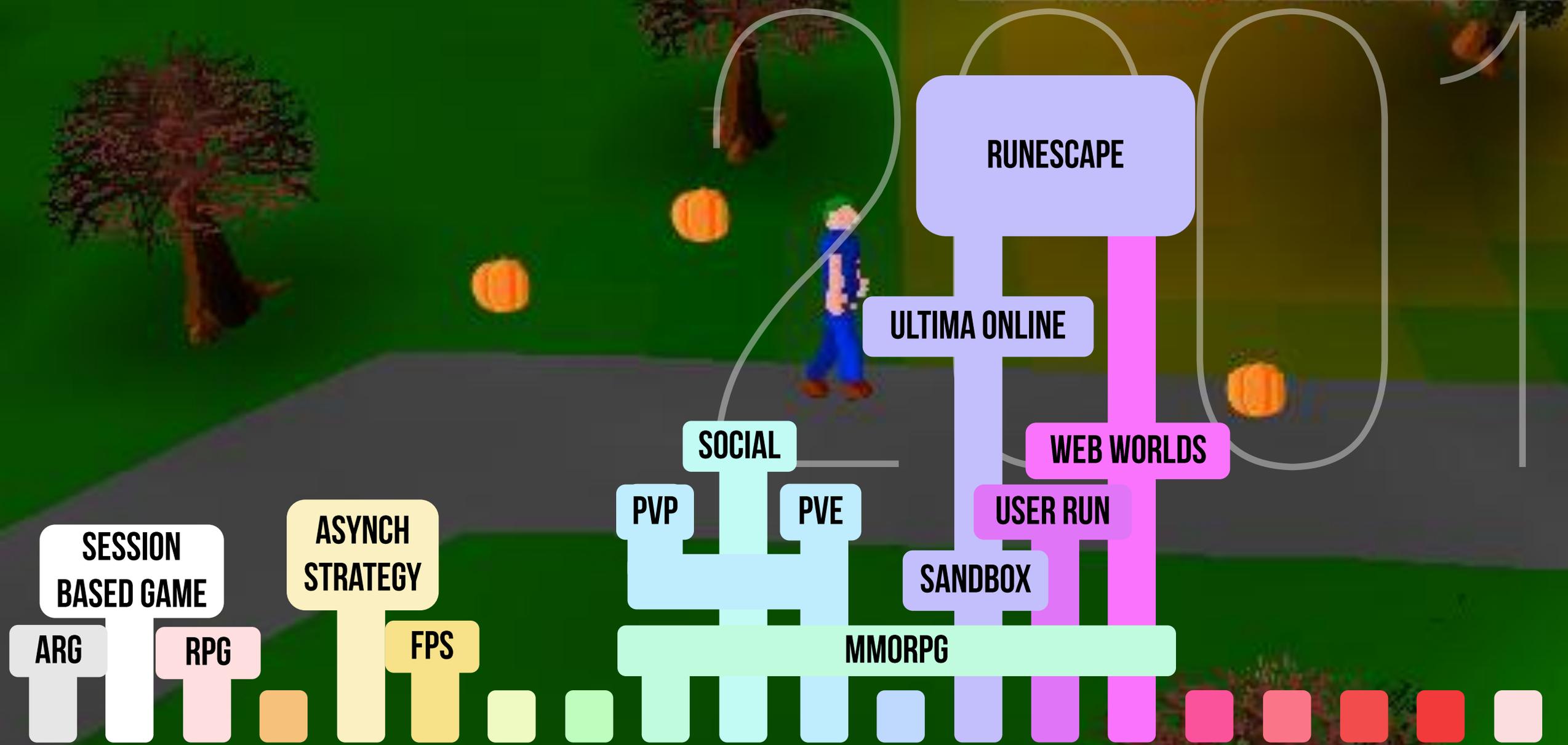
USER RUN

WEB WORLDS

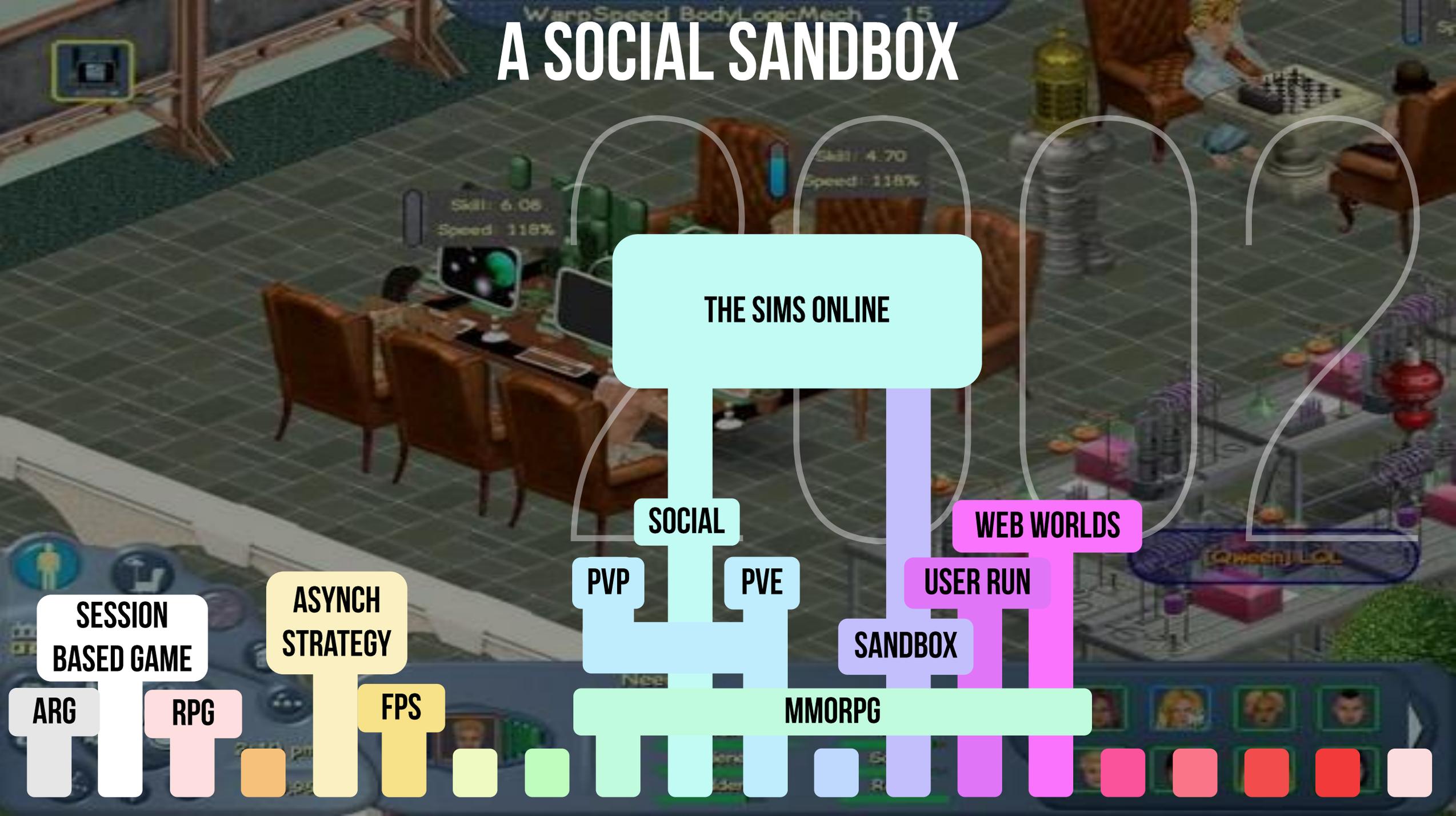


Pumpkin: Take / 2 more options

SANDBOXES GO TO THE WEB



A SOCIAL SANDBOX



THE SIMS ONLINE

SOCIAL

WEB WORLDS

PVP

PVE

USER RUN

SANDBOX

MMORPG

SESSION BASED GAME

ASYNCH STRATEGY

FPS

ARG

RPG



USER-RUN ONLINE RPG

NEVERWINTER NIGHTS

DIABLO

SESSION
BASED GAME

ARG

RPG

ASYNCH
STRATEGY

FPS

SOCIAL

PVP

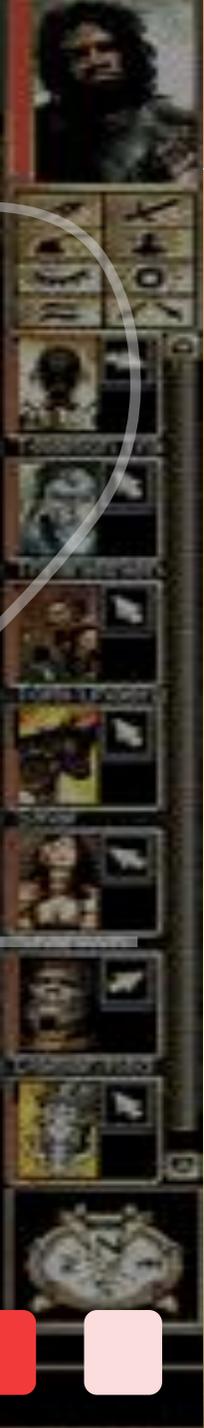
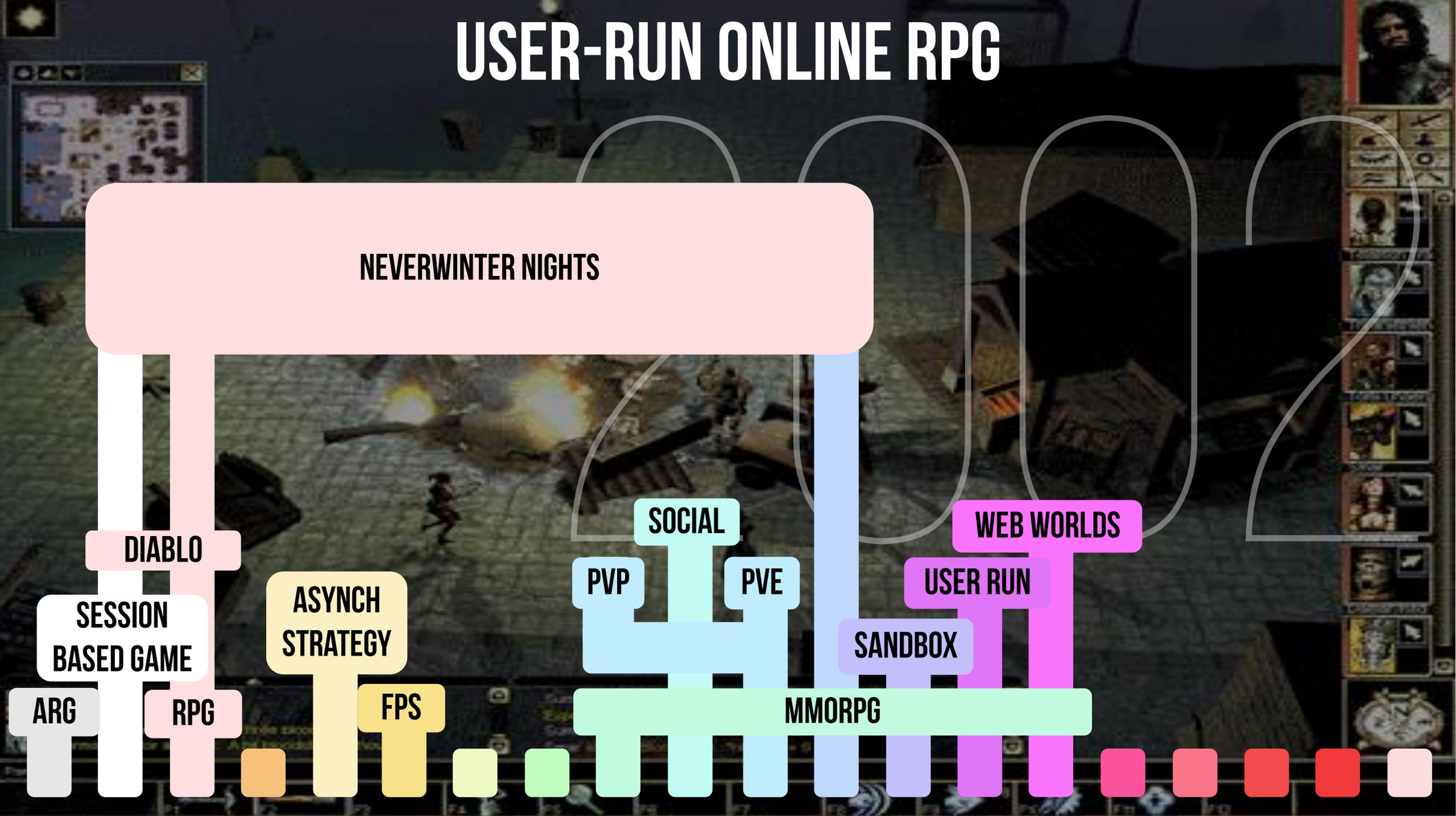
PVE

WEB WORLDS

USER RUN

SANDBOX

MMORPG



MOBA

DEFENSE OF THE ANCIENTS

MMORTS

SESSION
BASED GAME

ASYNCH
STRATEGY

SOCIAL

WEB WORLDS

PVP

PVE

USER RUN

SANDBOX

ARG

RPG

FPS

PVP

SOCIAL

PVE

MMORPG

SANDBOX

USER RUN

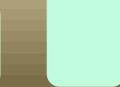
WEB WORLDS



FPS



PVP



SOCIAL



PVE



MMORPG



SANDBOX



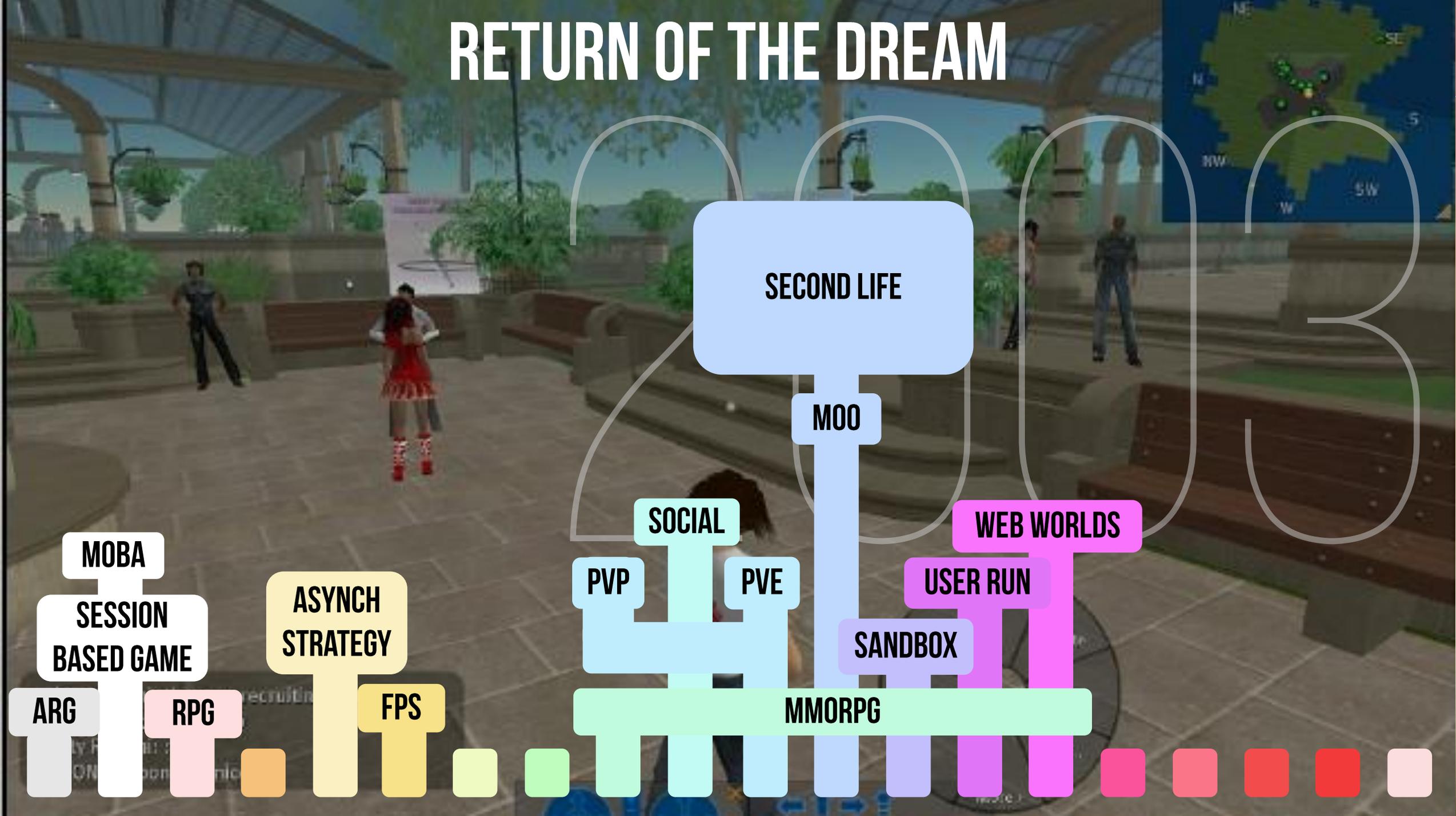
USER RUN



WEB WORLDS



RETURN OF THE DREAM



SECOND LIFE

MOO

SOCIAL

WEB WORLDS

PVP

PVE

USER RUN

SANDBOX

ASYNCH
STRATEGY

MOBA

SESSION
BASED GAME

ARG

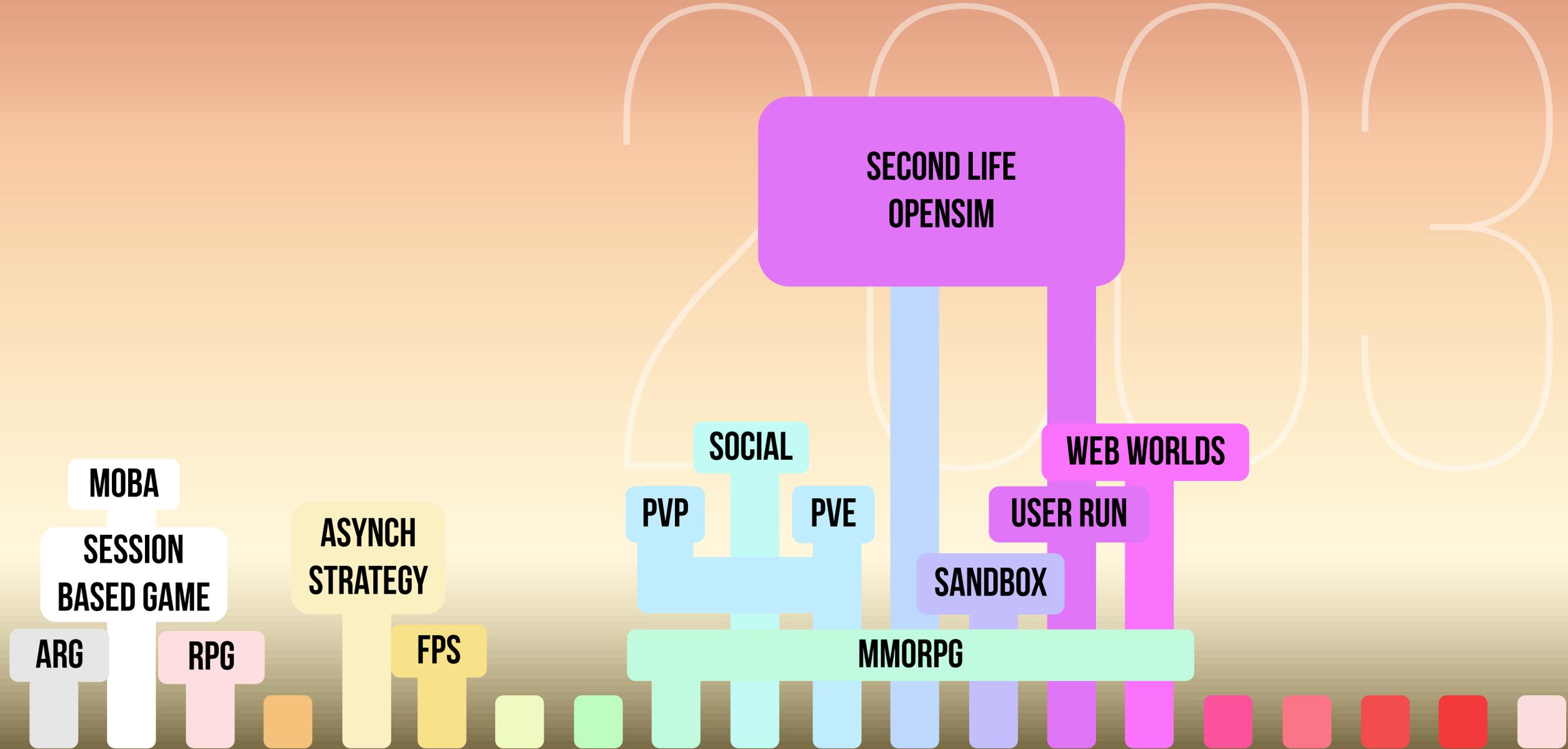
RPG

FPS

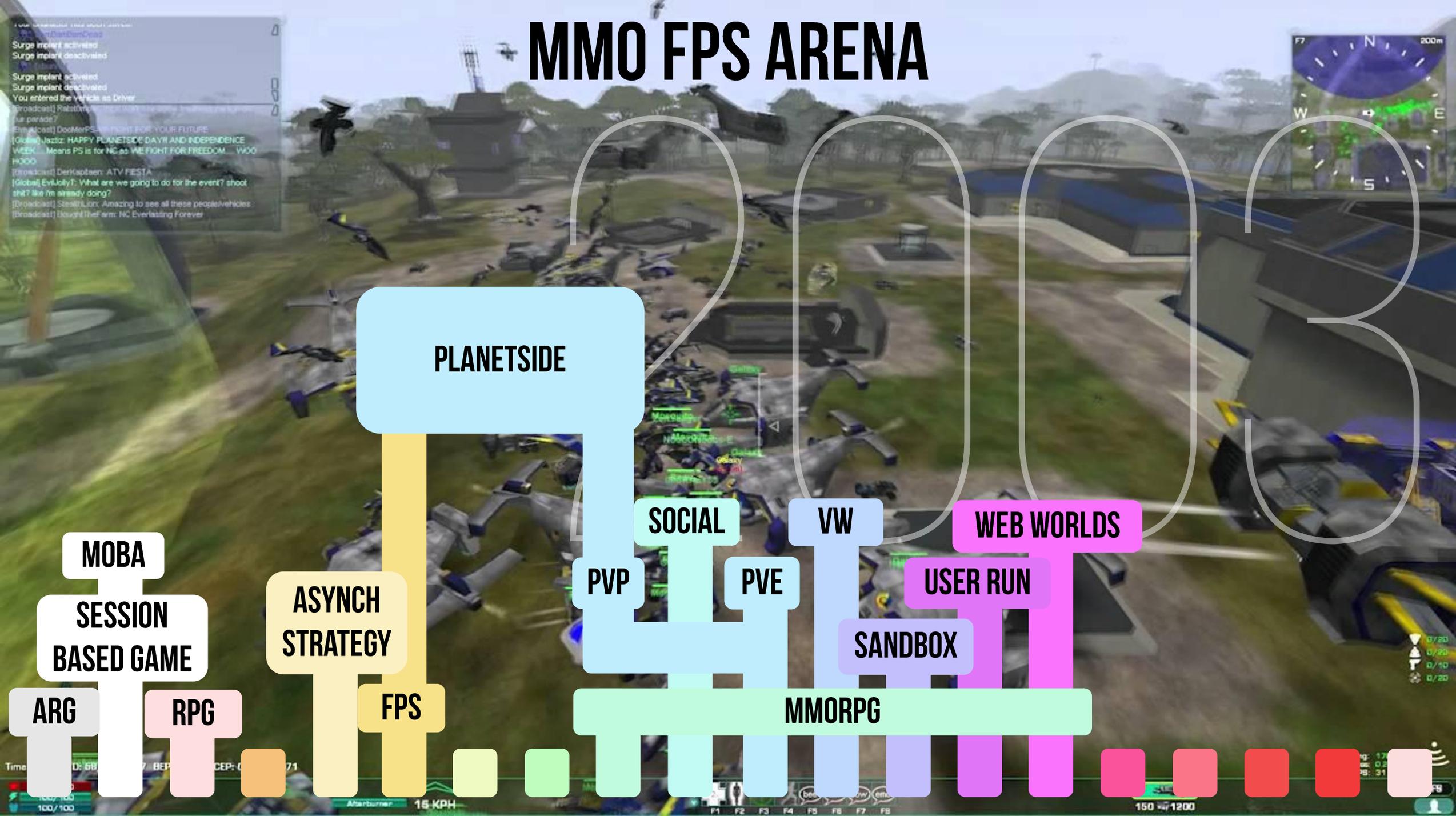
MMORPG



OPENSIM



MMO FPS ARENA



PLANETSIDE

SOCIAL

VW

WEB WORLDS

MOBA

SESSION
BASED GAME

ASYNCH
STRATEGY

PVP

PVE

USER RUN

SANDBOX

ARG

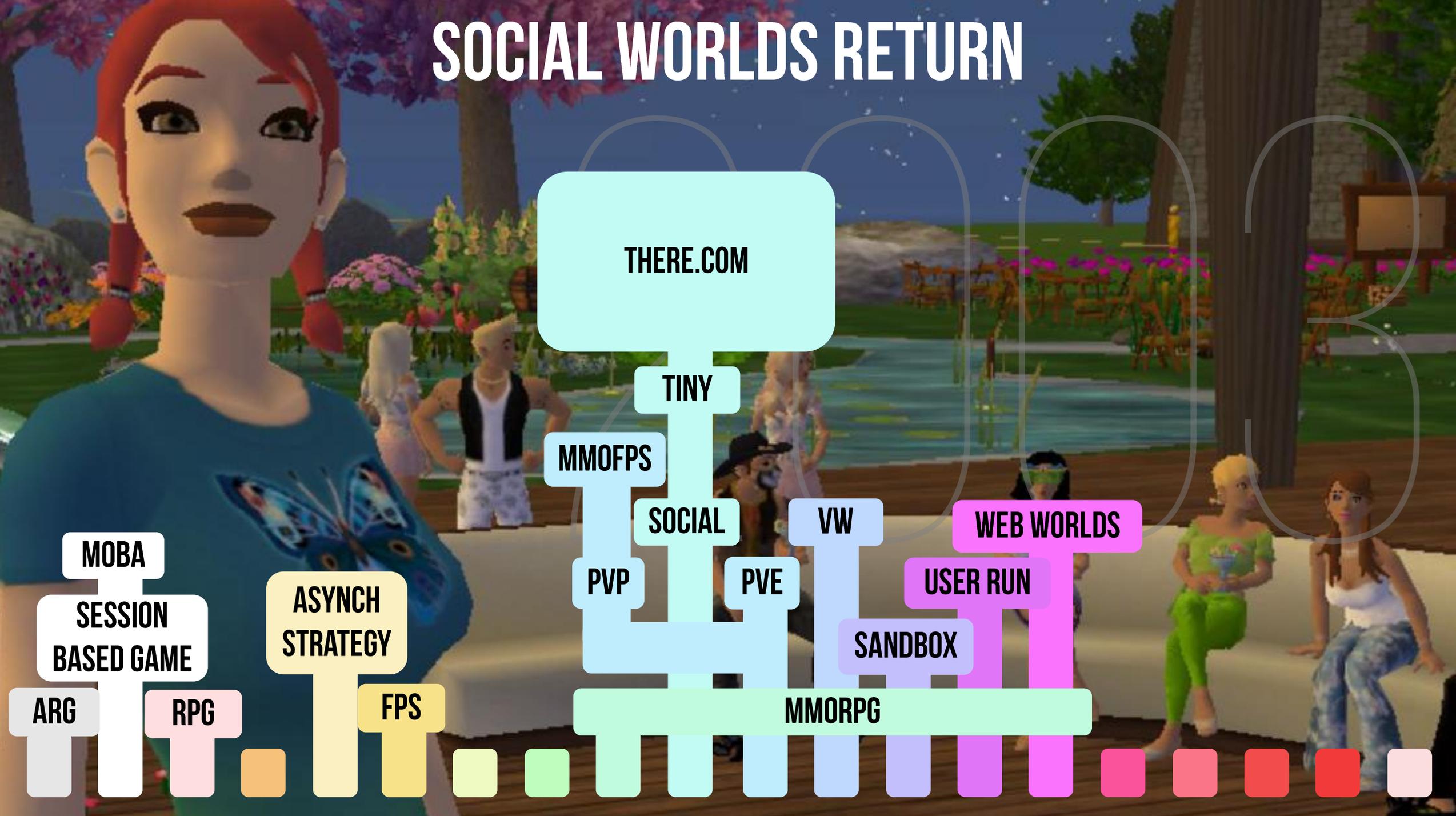
RPG

FPS

MMORPG

Time: 0:58 | D: 68 | 7 | BEP | CEP: 0 | 71 | 100/100 | 100/100 | Altarburner | 15 KPH | F1 F2 F3 F4 F5 F6 F7 F8 | 150/1200 | 0/20 | 0/20 | 0/10 | 0/20 | 17 | 0.2 | 31 | FB

SOCIAL WORLDS RETURN



THERE.COM

TINY

MMOFPS

SOCIAL

VW

WEB WORLDS

MOBA

ASYNCH
STRATEGY

PVP

PVE

USER RUN

SESSION
BASED GAME

SANDBOX

ARG

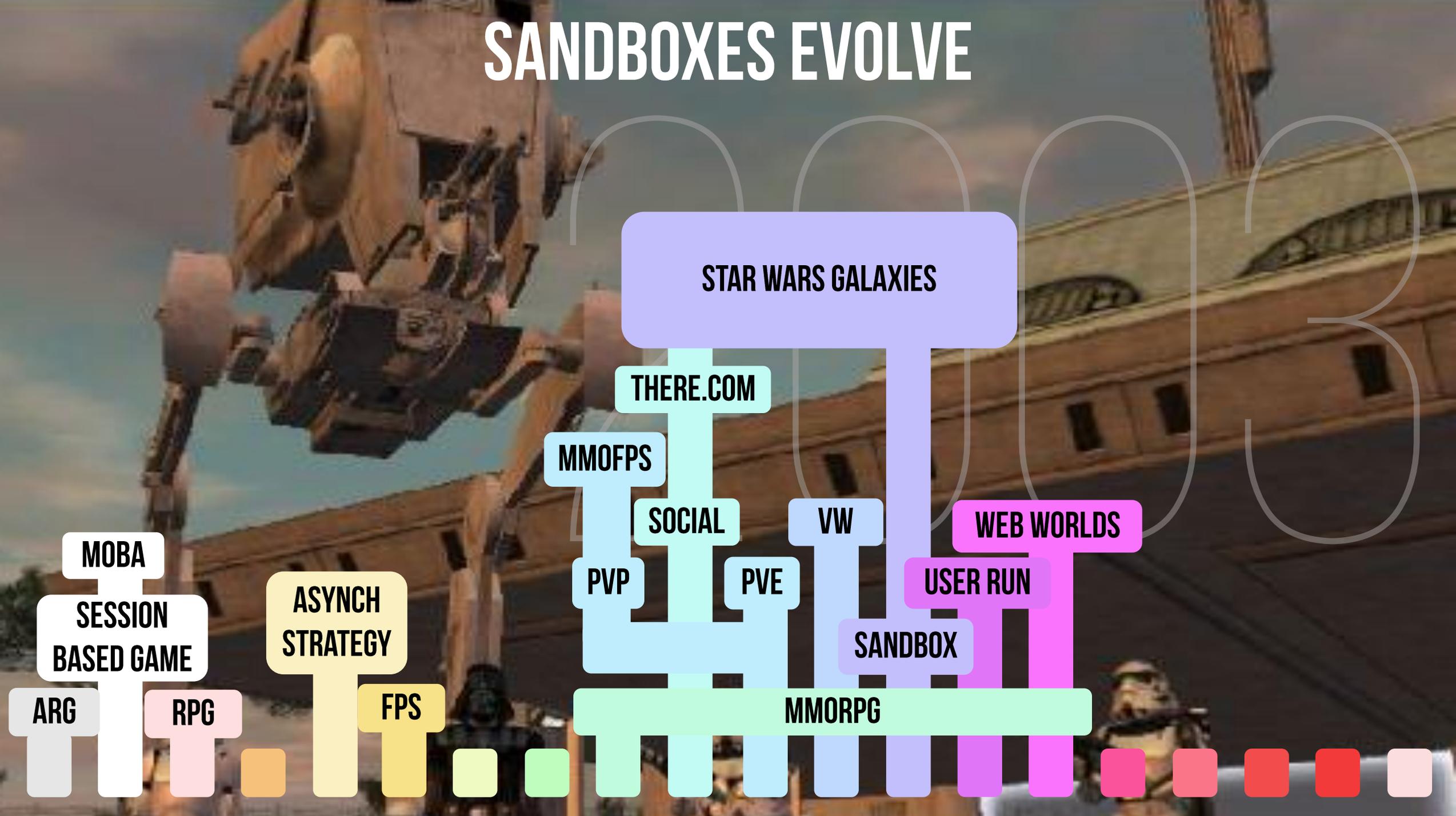
RPG

FPS

MMORPG



SANDBOXES EVOLVE



STAR WARS GALAXIES

THERE.COM

MMOFPS

SOCIAL

VW

WEB WORLDS

PVP

PVE

USER RUN

SANDBOX

MOBA

SESSION
BASED GAME

ASYNCH
STRATEGY

FPS

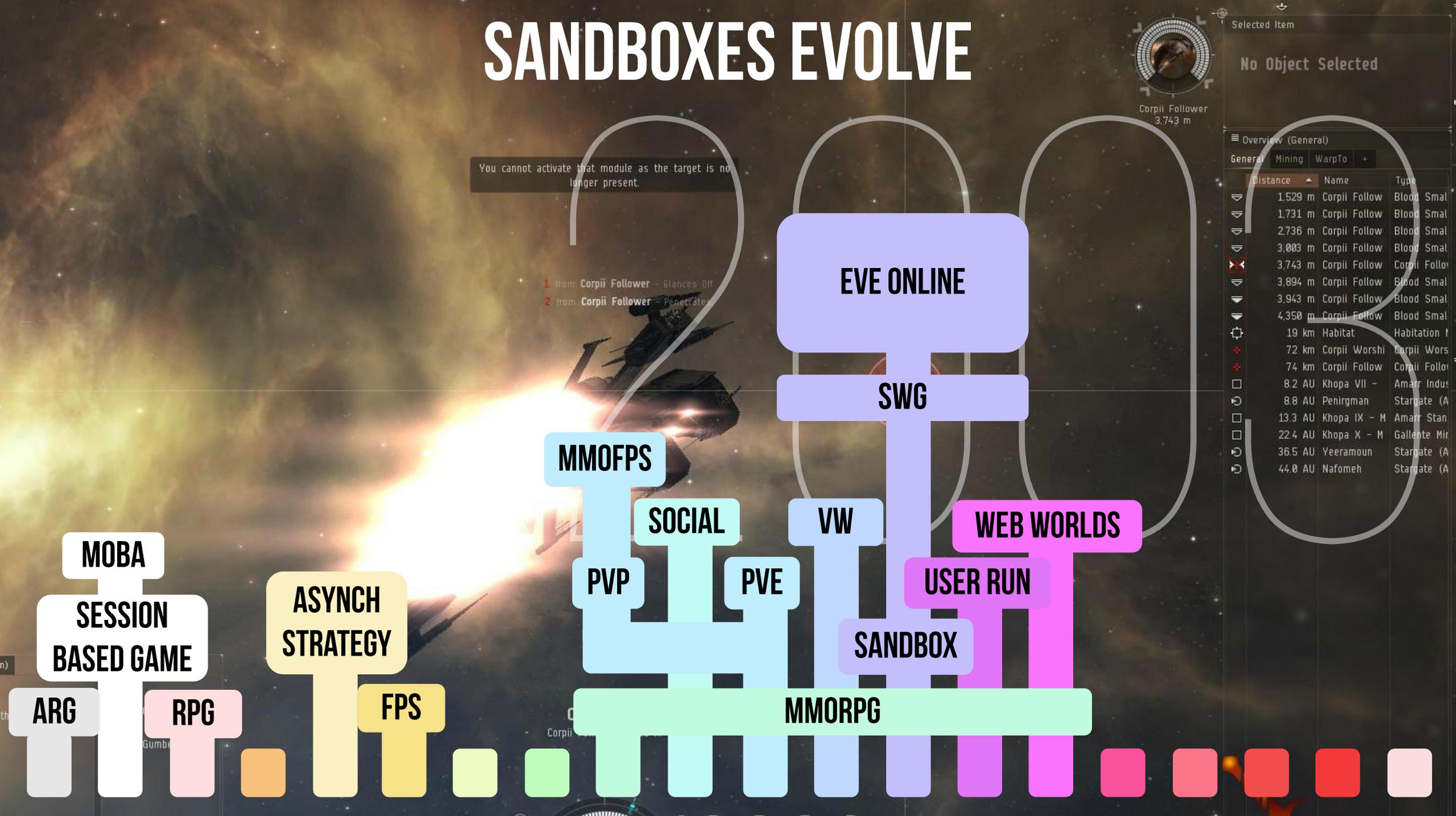
ARG

RPG

MMORPG



SANDBOXES EVOLVE



You cannot activate that module as the target is no longer present.

- 1 from Corpii Follower - Glances Off
- 2 from Corpii Follower - Penetrates



Corpii Follower
3.743 m

Selected Item

No Object Selected

Overview (General)

General Mining WarpTo +

| Distance | Name | Type |
|----------|---------------|----------------|
| 1.529 m | Corpii Follow | Blood Smal |
| 1.731 m | Corpii Follow | Blood Smal |
| 2.736 m | Corpii Follow | Blood Smal |
| 3.003 m | Corpii Follow | Blood Smal |
| 3.743 m | Corpii Follow | Corpii Follo |
| 3.894 m | Corpii Follow | Blood Smal |
| 3.943 m | Corpii Follow | Blood Smal |
| 4.350 m | Corpii Follow | Blood Smal |
| 19 km | Habitat | Habitatation I |
| 72 km | Corpii Worshi | Corpii Wors |
| 74 km | Corpii Follow | Corpii Follo |
| 8.2 AU | Khopa VII - | Amarr Indus |
| 8.8 AU | Penirgman | Stargate (A |
| 13.3 AU | Khopa IX - M | Amarr Stan |
| 22.4 AU | Khopa X - M | Gallente Mir |
| 36.5 AU | Yeeramoun | Stargate (A |
| 44.0 AU | Nafomeh | Stargate (A |

EVE ONLINE

SWG

MMOFPS

SOCIAL

VW

WEB WORLDS

PVP

PVE

USER RUN

SANDBOX

MOBA

SESSION
BASED GAME

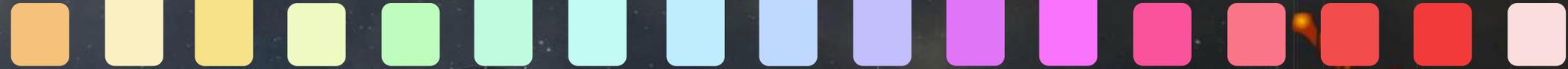
ASYNCH
STRATEGY

FPS

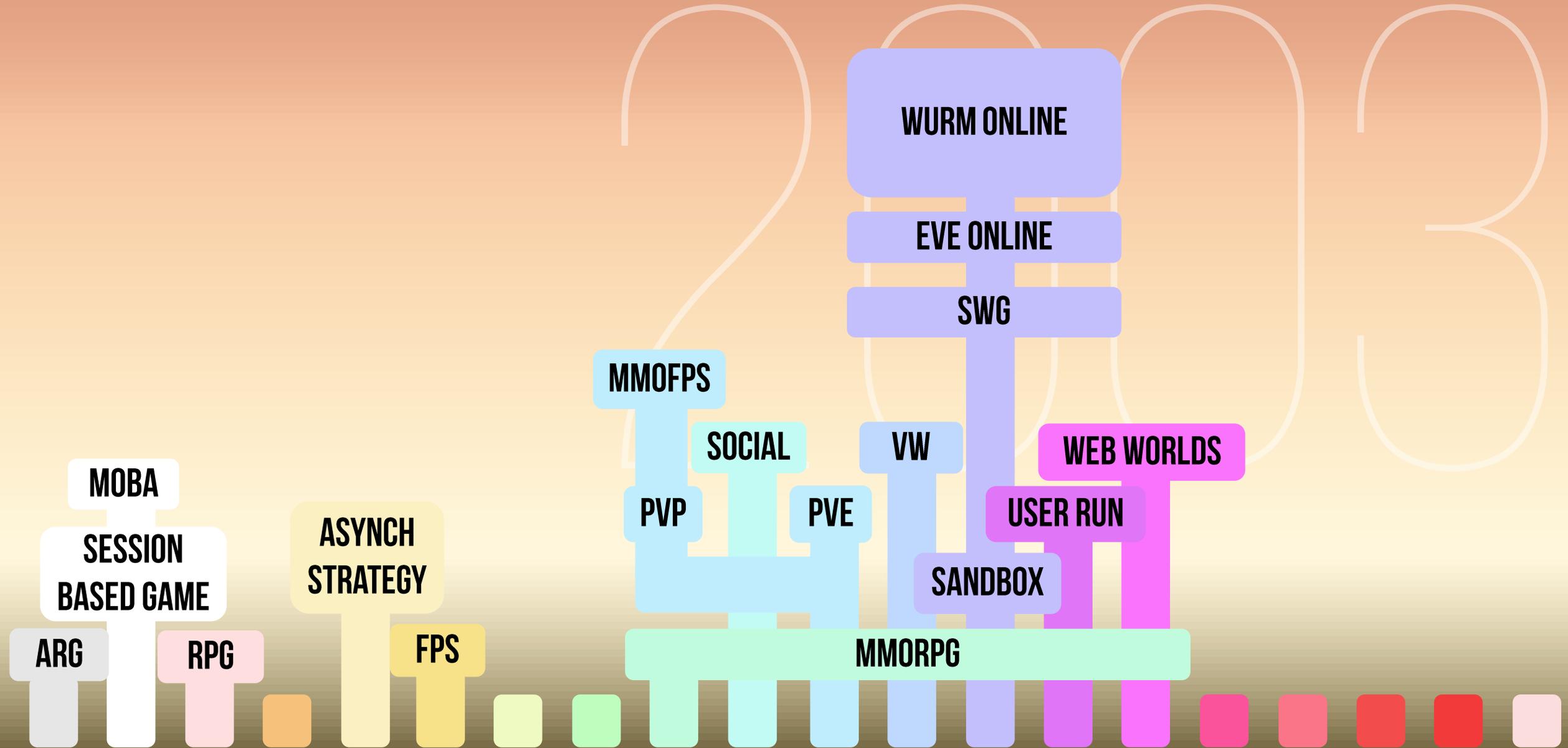
ARG

RPG

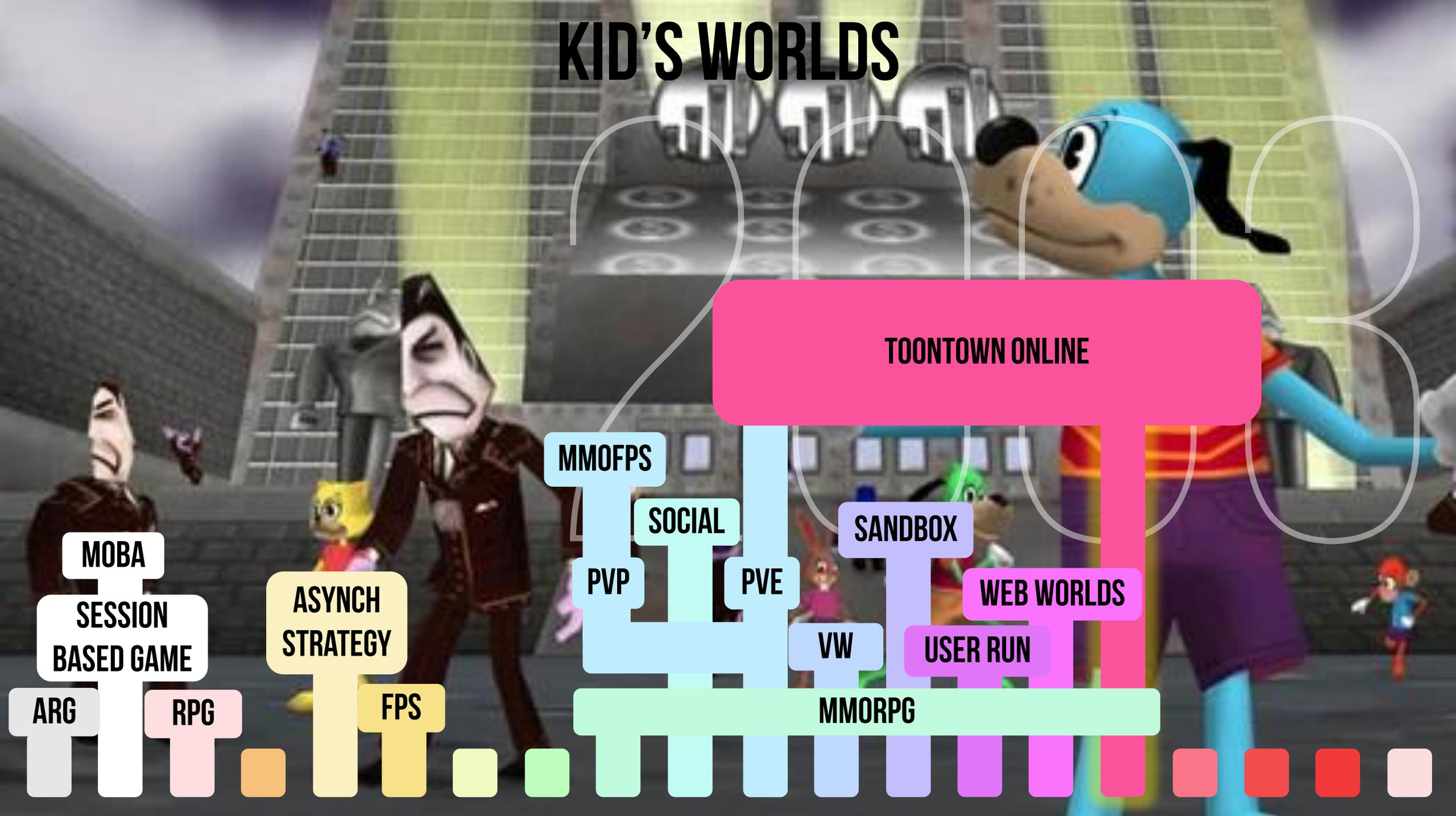
MMORPG



SANDBOXES EVOLVE



KID'S WORLDS



TOONTOWN ONLINE

MMOFPS

SOCIAL

SANDBOX

WEB WORLDS

MOBA

**SESSION
BASED GAME**

**ASYNCH
STRATEGY**

PVP

PVE

VW

USER RUN

ARG

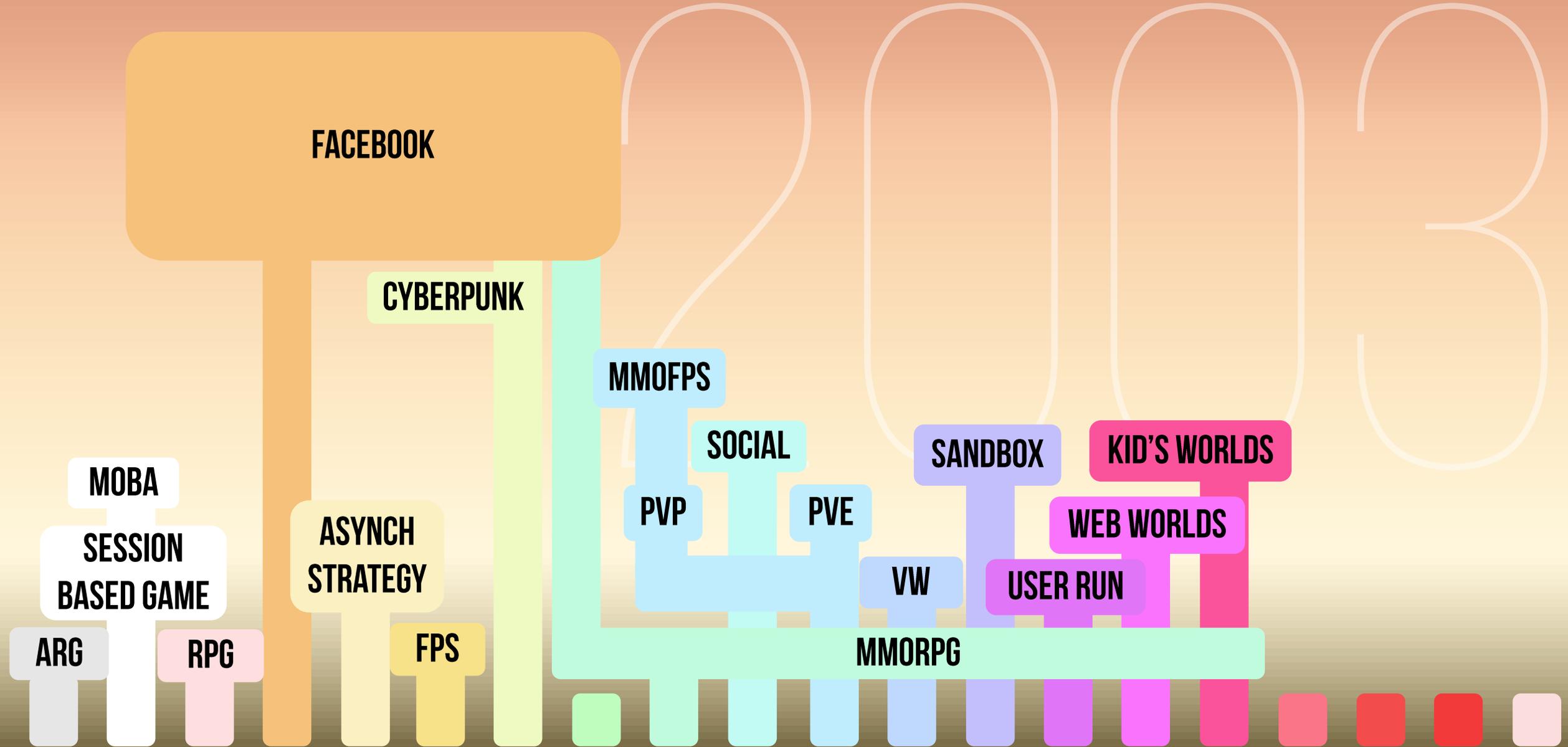
RPG

FPS

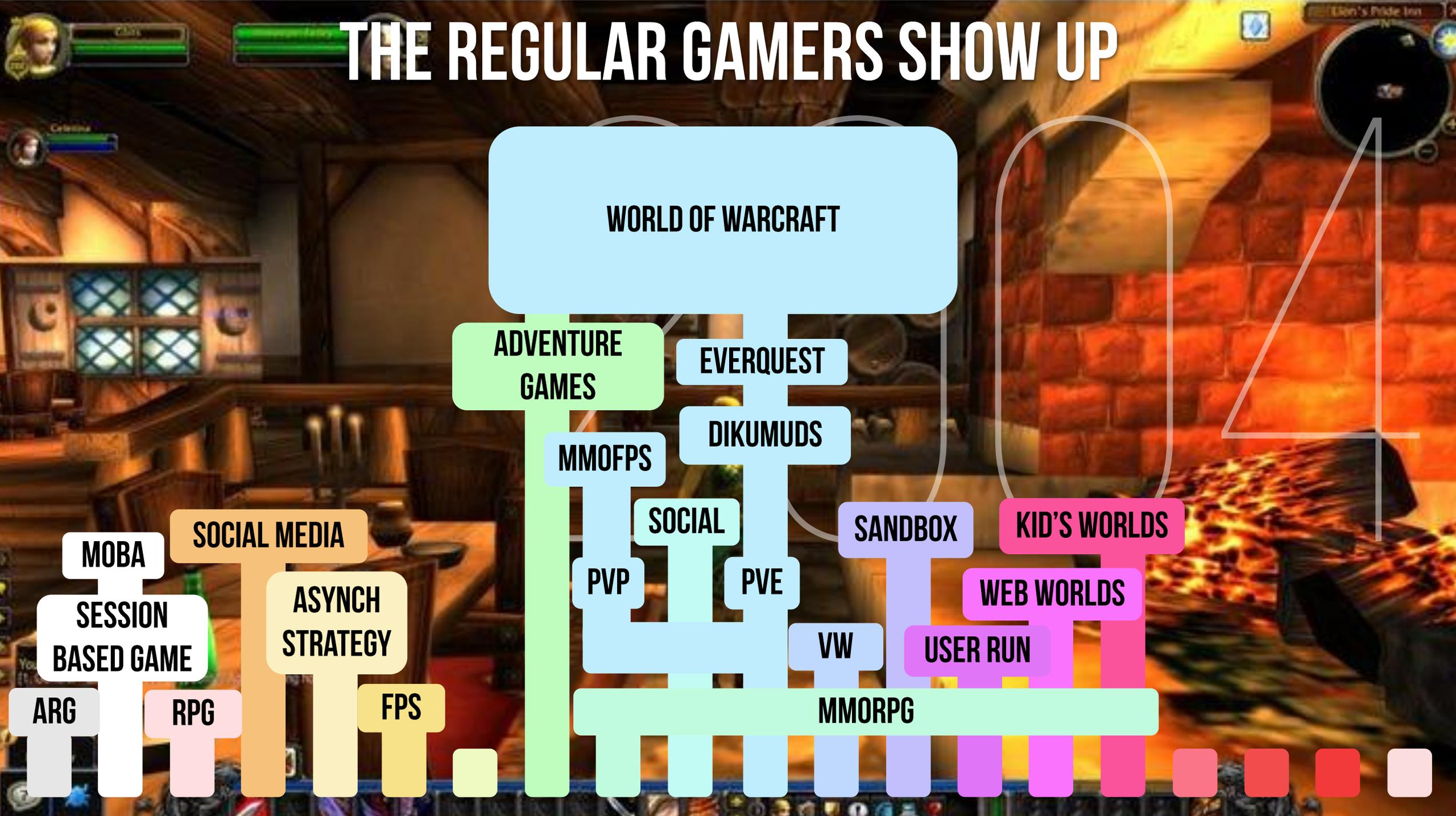
MMORPG



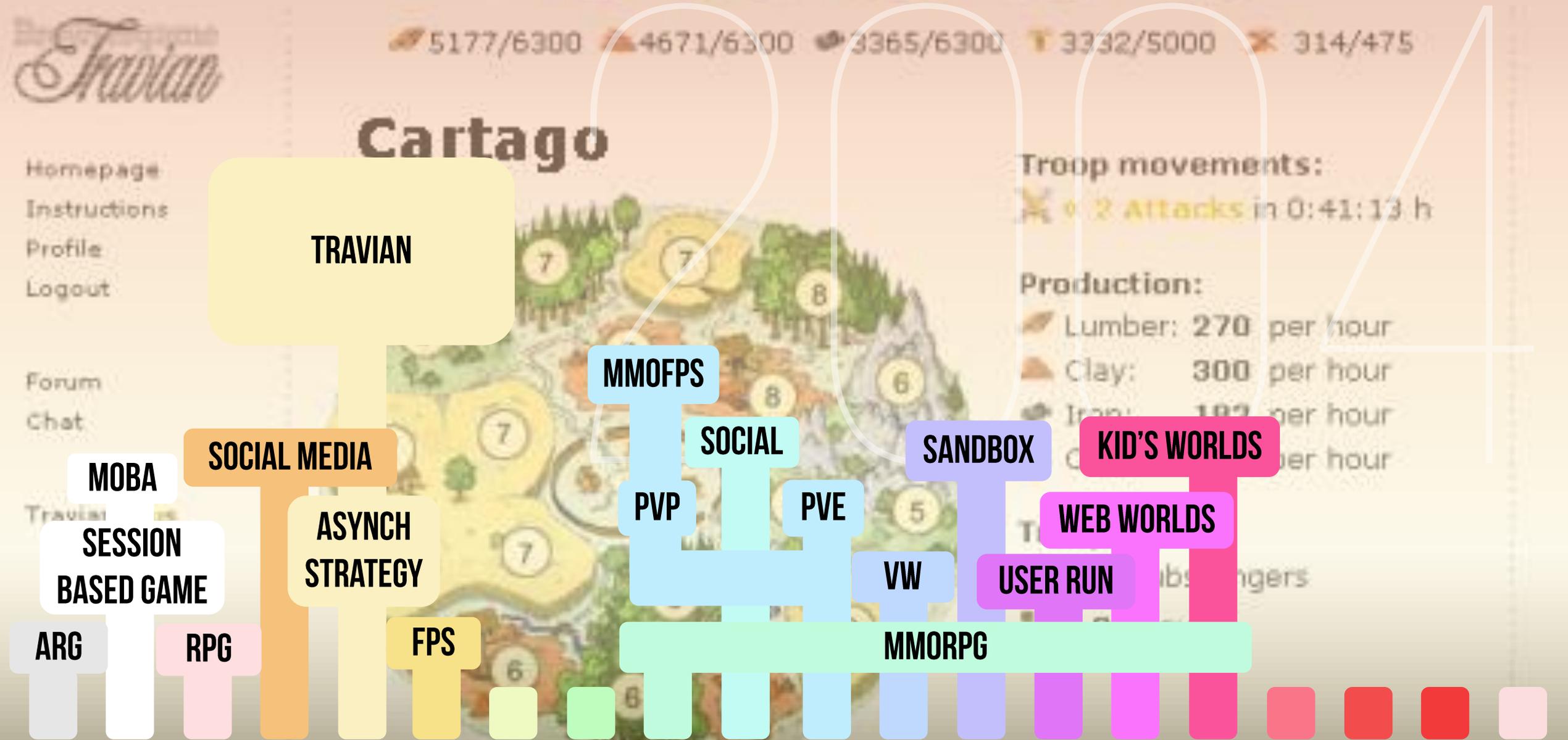
MMOS GO "FLAT"



THE REGULAR GAMERS SHOW UP



WEB-BASED PHP STRATEGY GROWS UP



SESSION GAMES "GO MMO"

Xtremiander

KART RIDER

MOBA

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

SESSION
BASED GAME

ASYNCH
STRATEGY

PVP

PVE

WEB WORLDS

ARG

RPG

FPS

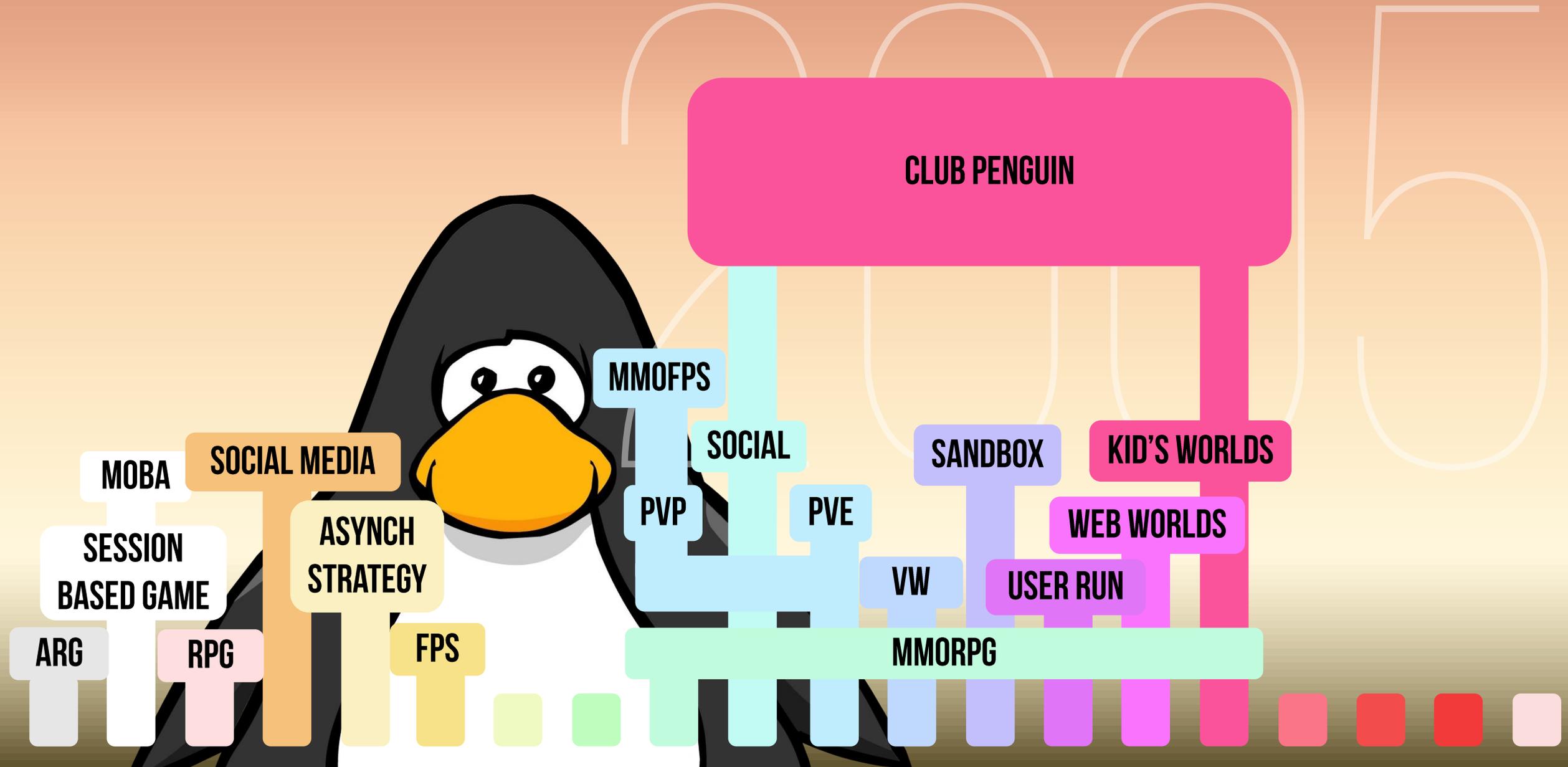
VW

USER RUN

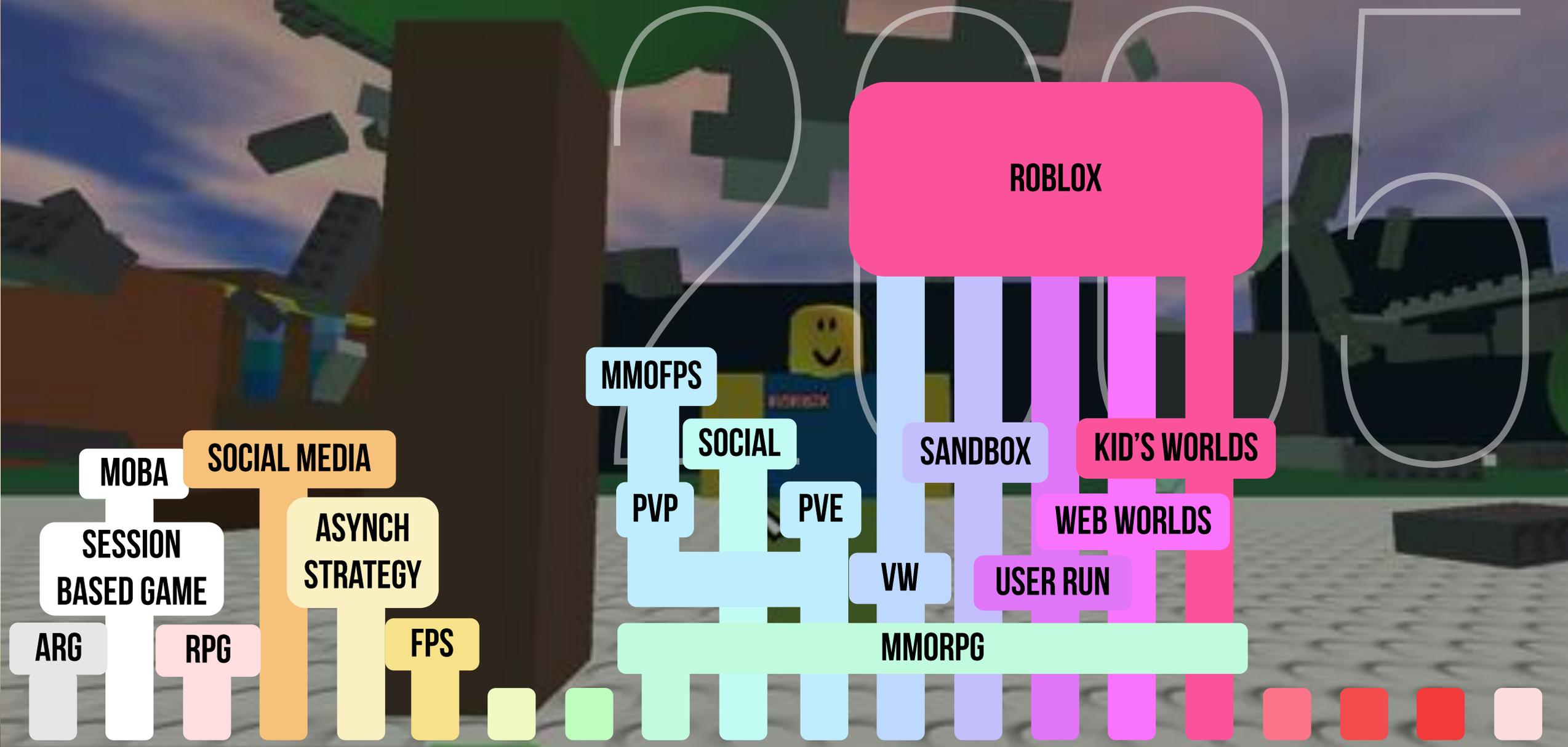
MMORPG



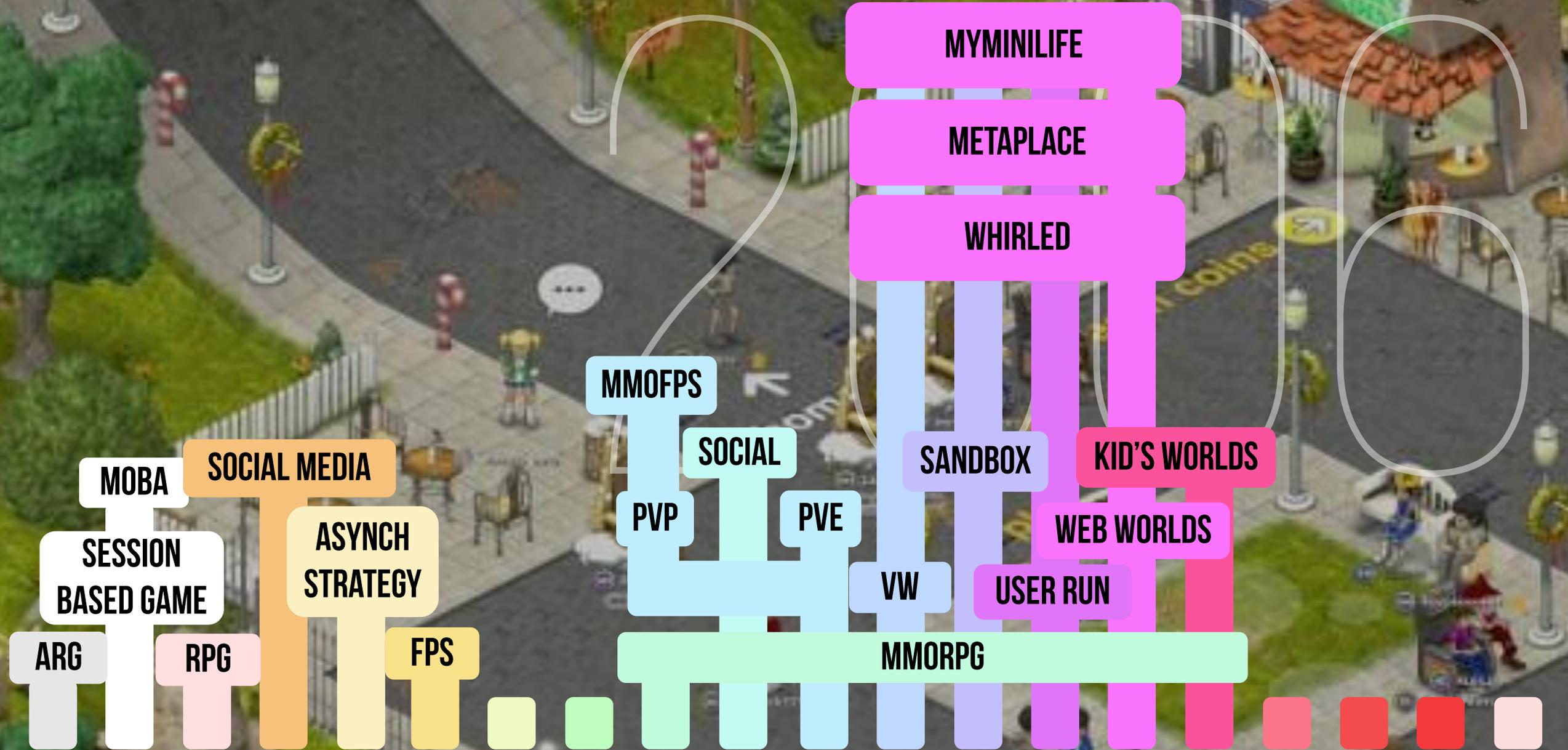
THE KID WORLD BOOM



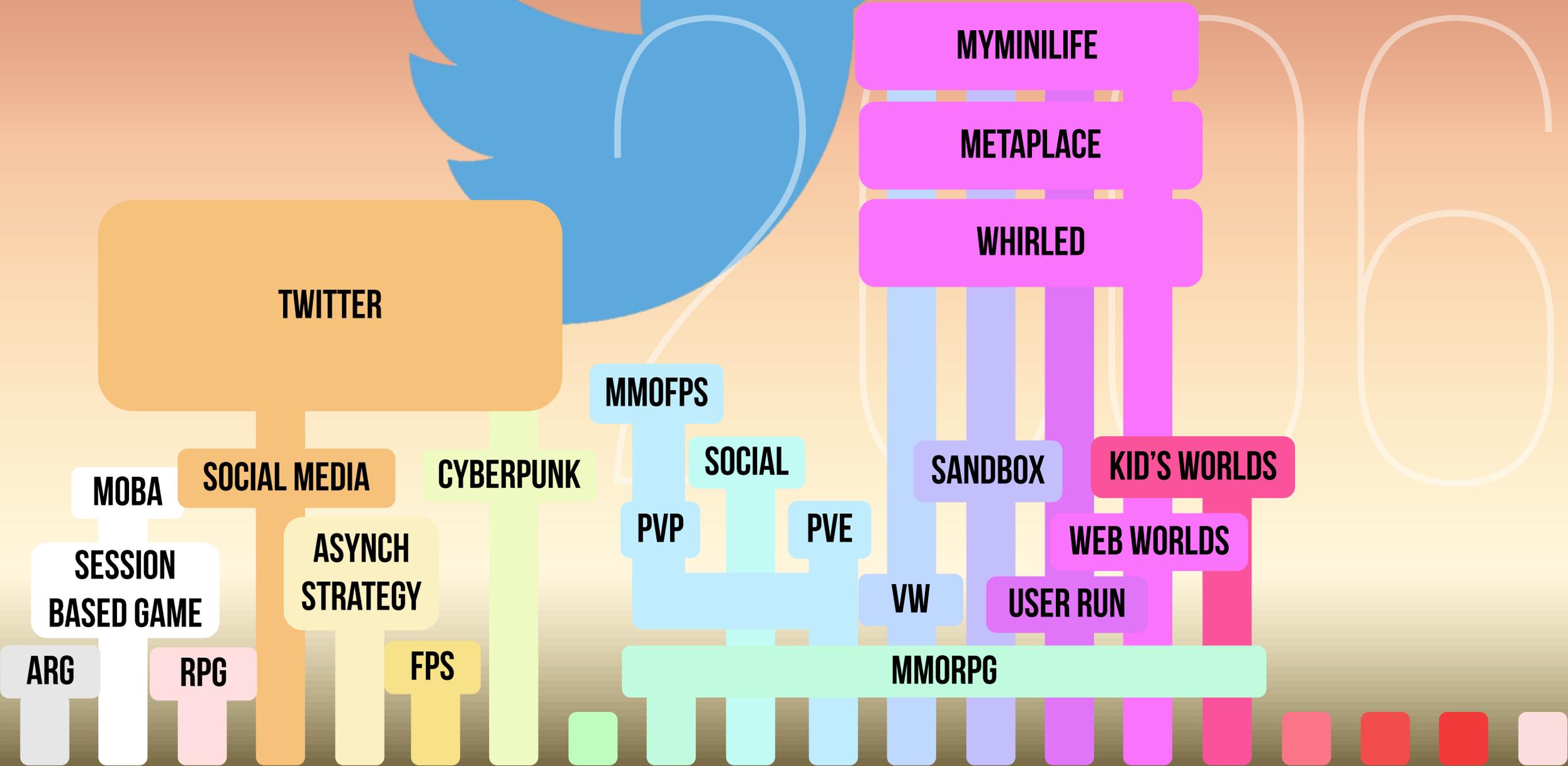
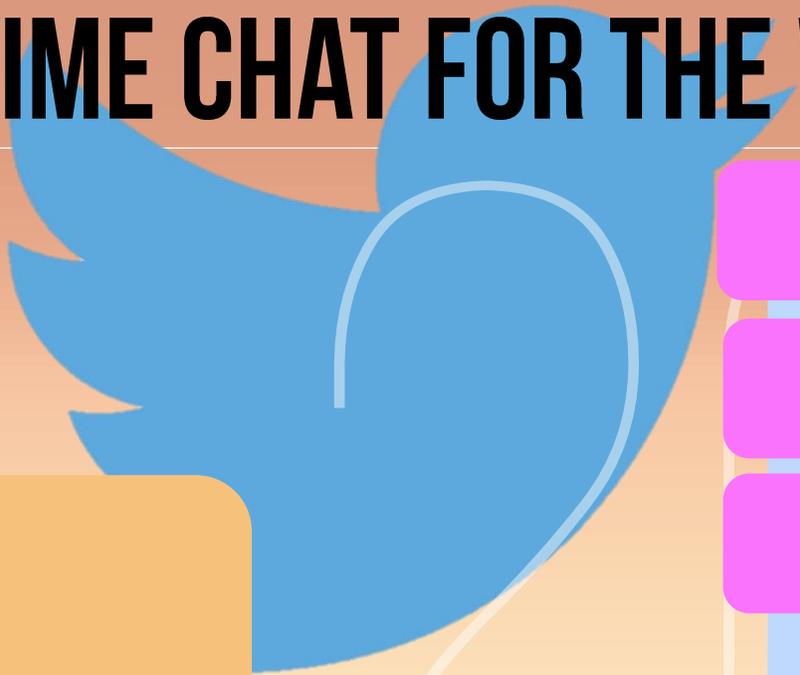
THE KID WORLD BOOM



THE VIRTUAL WORLD BOOM



REAL-TIME CHAT FOR THE WHOLE INTERNET



LOOTER-SHOOTERS ARE BORN

HELLGATE: LONDON

MOBA

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

SESSION
BASED GAME

ASYNCH
STRATEGY

PVP

PVE

WEB WORLDS

ARG

RPG

FPS

VW

USER RUN

MMORPG



MOBA GOES BIG

LEAGUE OF LEGENDS

MOBA

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

SESSION
BASED GAME

ASYNCH
STRATEGY

PVP

PVE

VW

WEB WORLDS

ARG

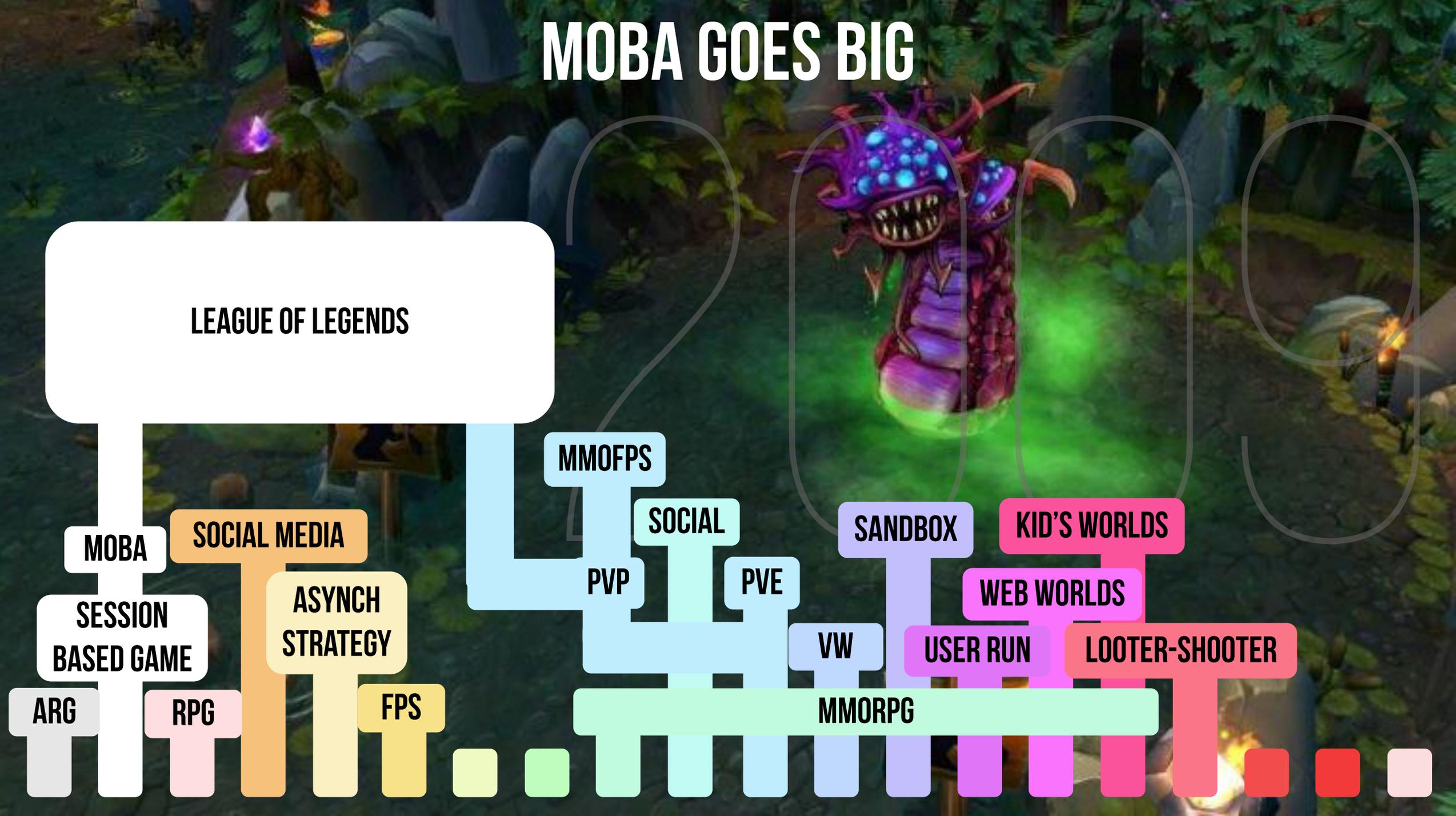
RPG

FPS

MMORPG

USER RUN

LOOTER-SHOOTER



SOCIAL MEDIA PUSHES ASYNCH

KINGDOMS OF CAMELOT

SOCIAL MEDIA

MOBA

SESSION
BASED GAME

ARG

RPG

ASYNCH
STRATEGY

FPS

MMOFPS

SOCIAL

PVP

PVE

SANDBOX

KID'S WORLDS

WEB WORLDS

USER RUN

LOOTER-SHOOTER

MMORPG

VW

SOCIAL MEDIA PUSHES ASYNCH

FARMVILLE

KINGDOMS OF CAMELOT

MYMINILIFE

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

MOBA

ASYNCH STRATEGY

PVP

PVE

WEB WORLDS

SESSION BASED GAME

VW

USER RUN

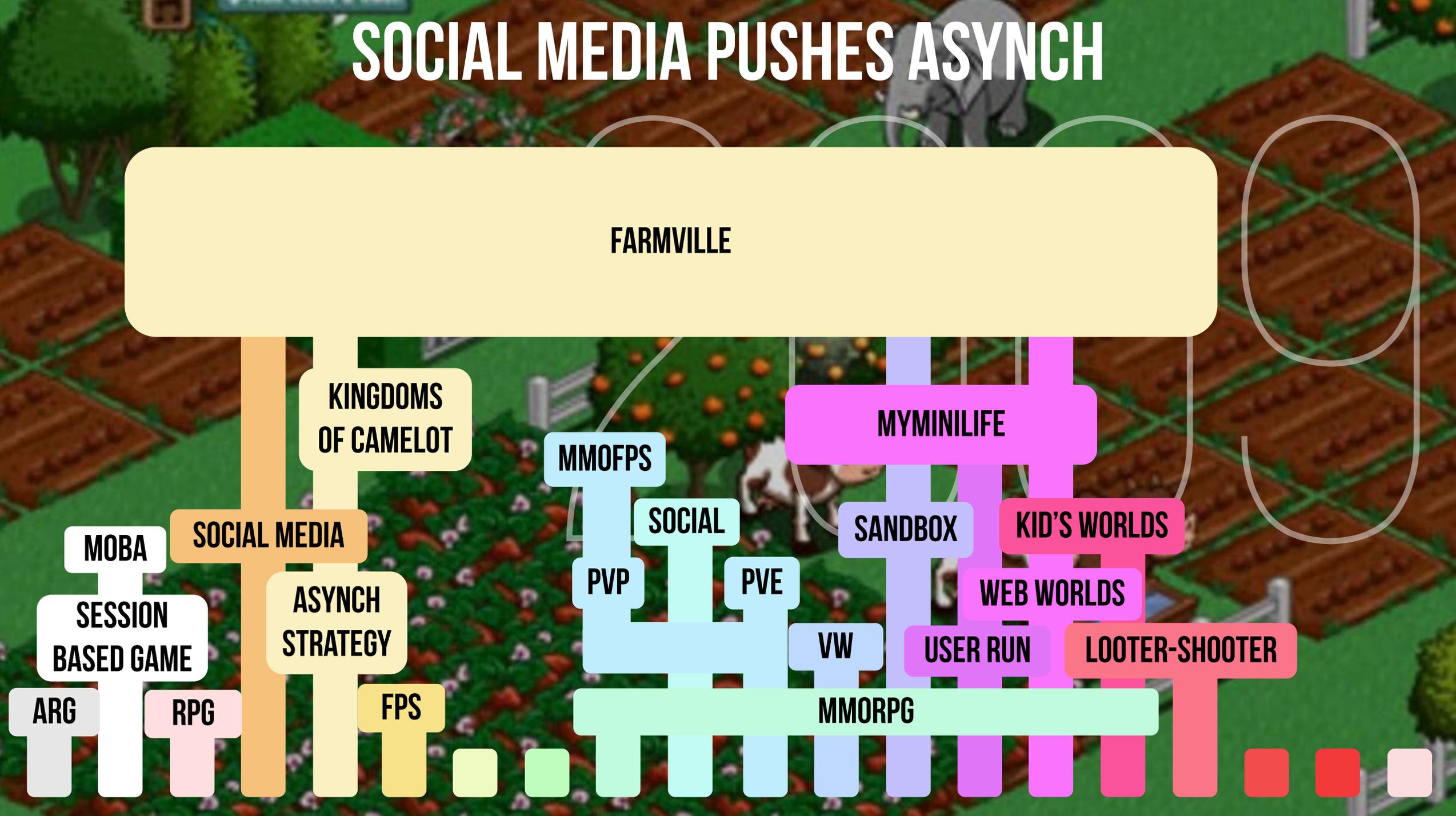
LOOTER-SHOOTER

ARG

RPG

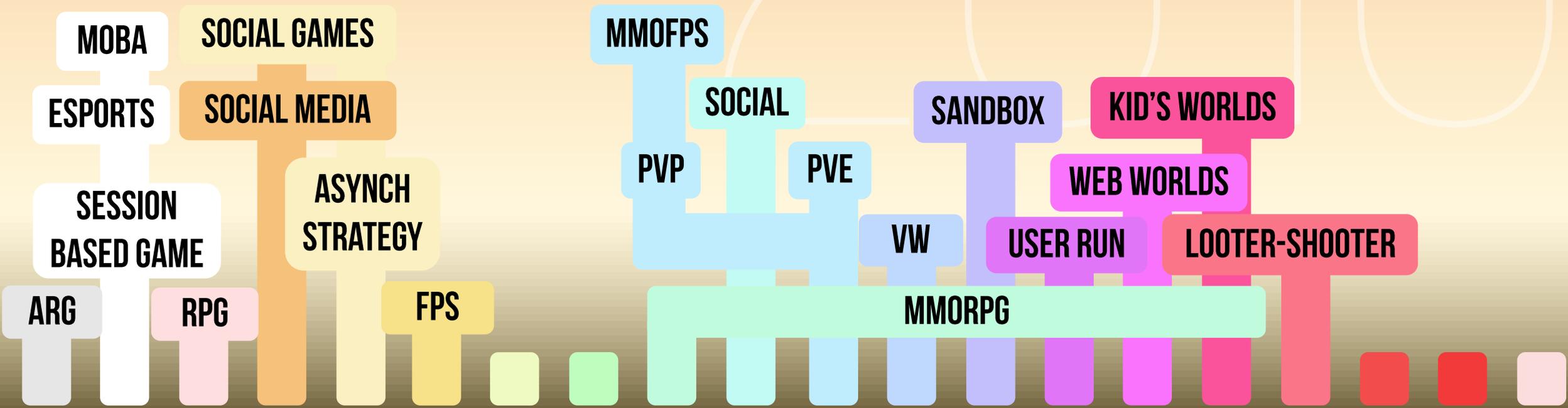
FPS

MMORPG



SOCIAL MEDIA PUSHES ASYNCH

2010



STREAMING

TWITCH

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

SESSION
BASED GAME

ASYNCH
STRATEGY

ARG

RPG

FPS

MMOFPS

SOCIAL

PVP

PVE

VW

SANDBOX

KID'S WORLDS

WEB WORLDS

USER RUN

LOOTER-SHOOTER

MMORPG

2011

SURVIVAL GAMES

MINECRAFT

STREAMING

SOCIAL GAMES

SOCIAL MEDIA

ASYNCH
STRATEGY

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

MOBA

ESPORTS

SESSION
BASED GAME

ARG

RPG

FPS

PVP

PVE

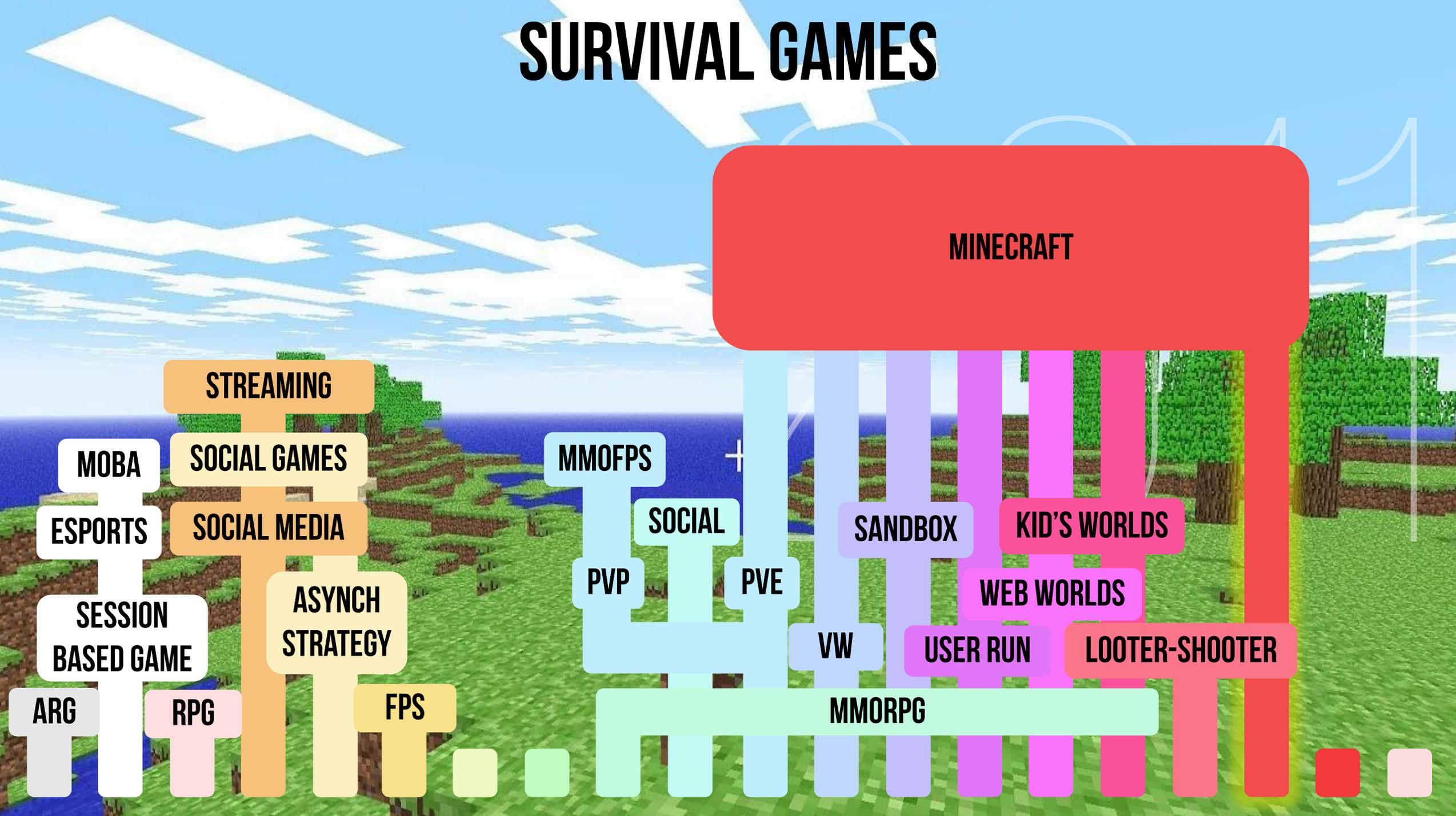
VW

WEB WORLDS

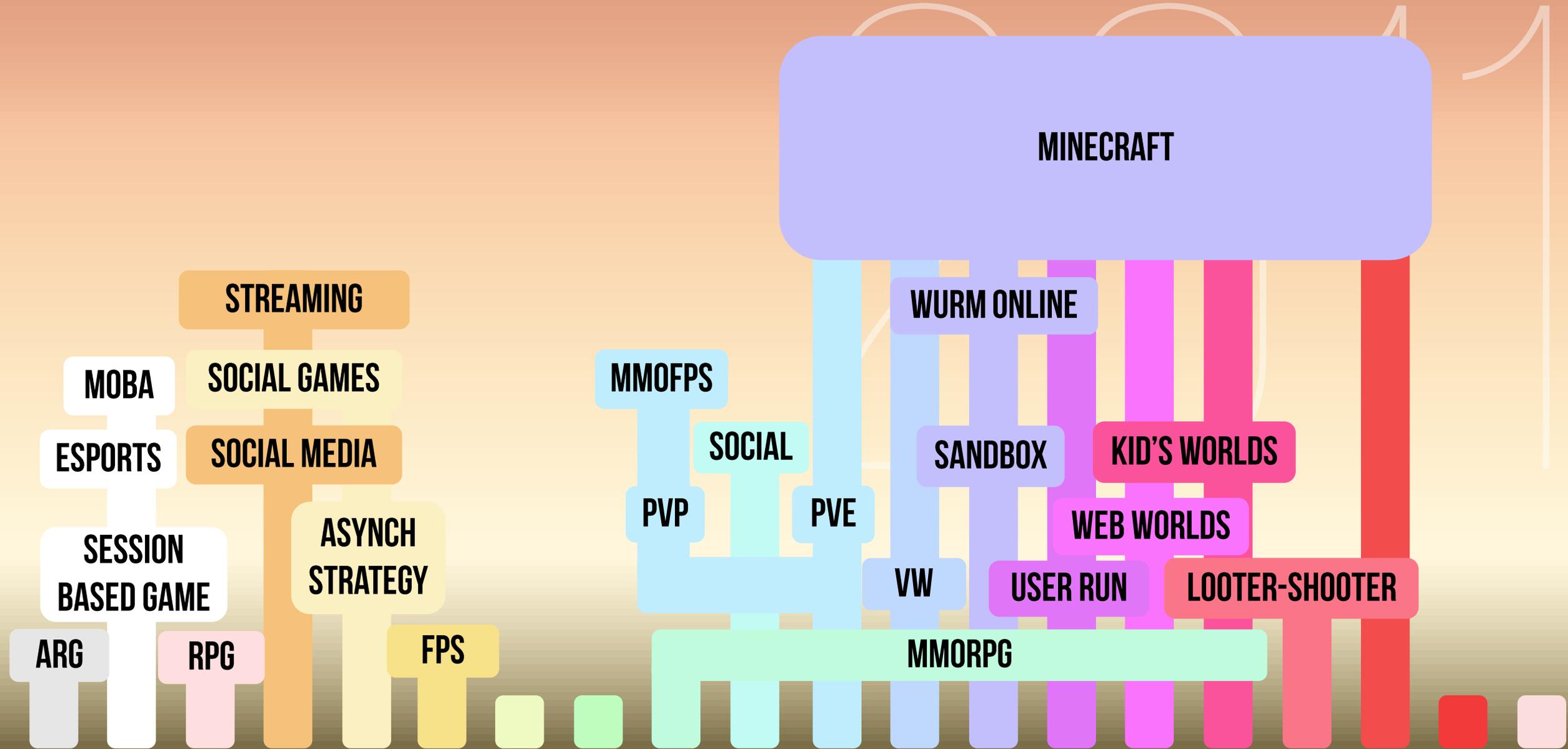
USER RUN

LOOTER-SHOOTER

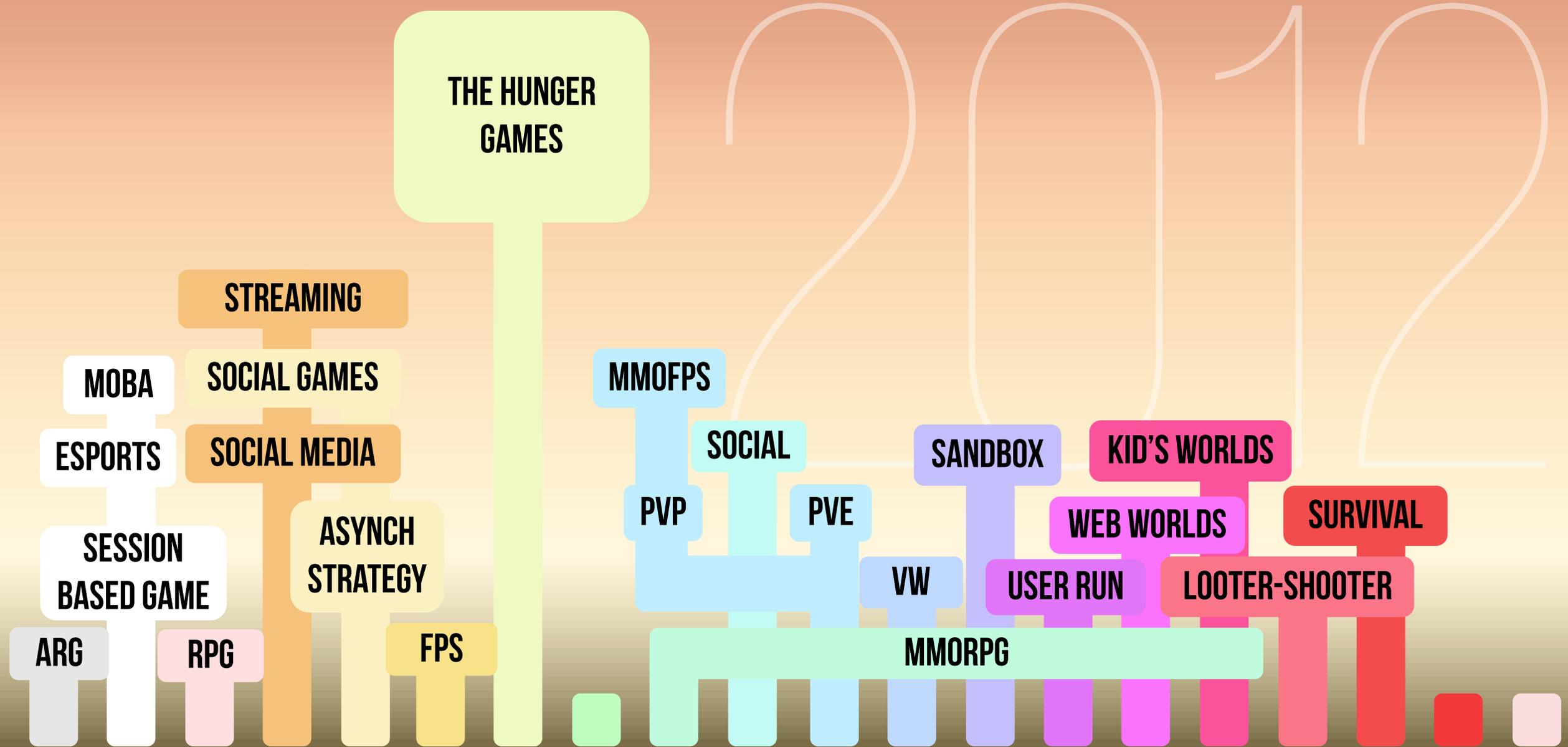
MMORPG



MINECRAFT



A POPULAR MOVIE



STRATEGY GOES MOBILE

CLASH OF CLANS

KINGDOMS OF CAMELOT

STREAMING

MOBA

SOCIAL GAMES

MMOFPS

ESPORTS

SOCIAL MEDIA

SOCIAL

SANDBOX

KID'S WORLDS

SESSION
BASED GAME

ASYNCH
STRATEGY

PVP

PVE

VW

WEB WORLDS

SURVIVAL

ARG

RPG

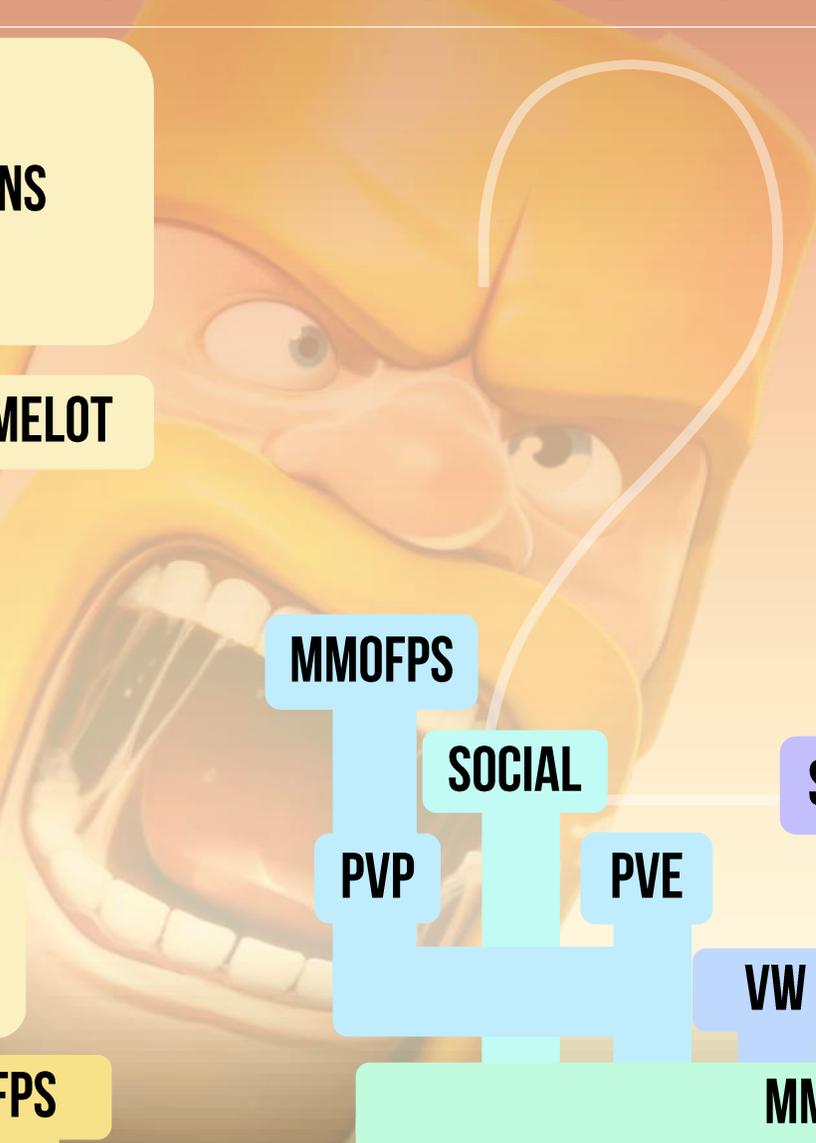
FPS

USER RUN

LOOTER-SHOOTER

MMORPG

12



SURVIVAL BREAKS OUT

DAYZ

STREAMING

SOCIAL GAMES

SOCIAL MEDIA

ASYNCH
STRATEGY

FPS

MMOFPS

SOCIAL

PVP

PVE

SANDBOX

KID'S WORLDS

WEB WORLDS

SURVIVAL

USER RUN

LOOTER-SHOOTER

MMORPG

VW

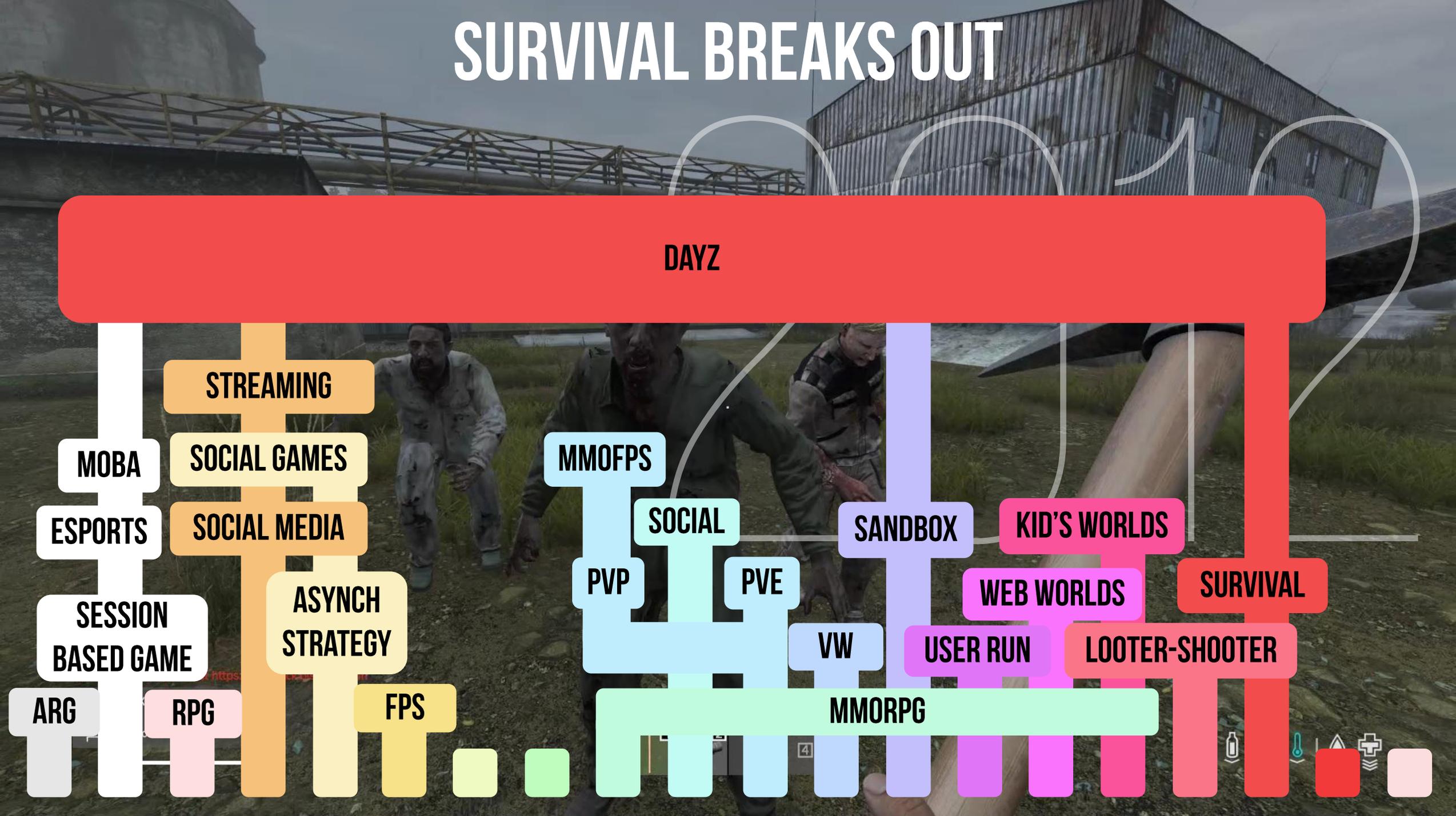
MOBA

ESPORTS

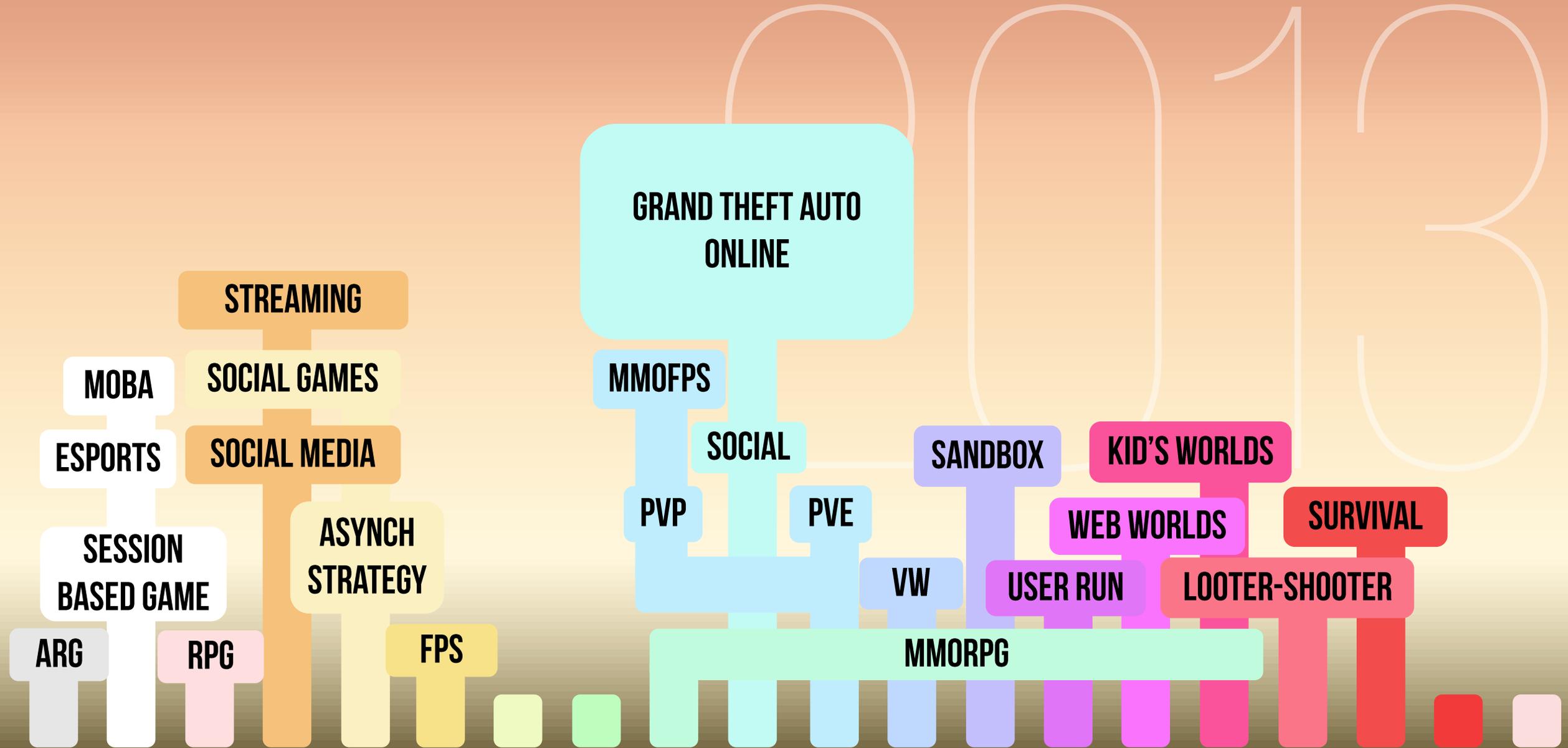
SESSION
BASED GAME

ARG

RPG

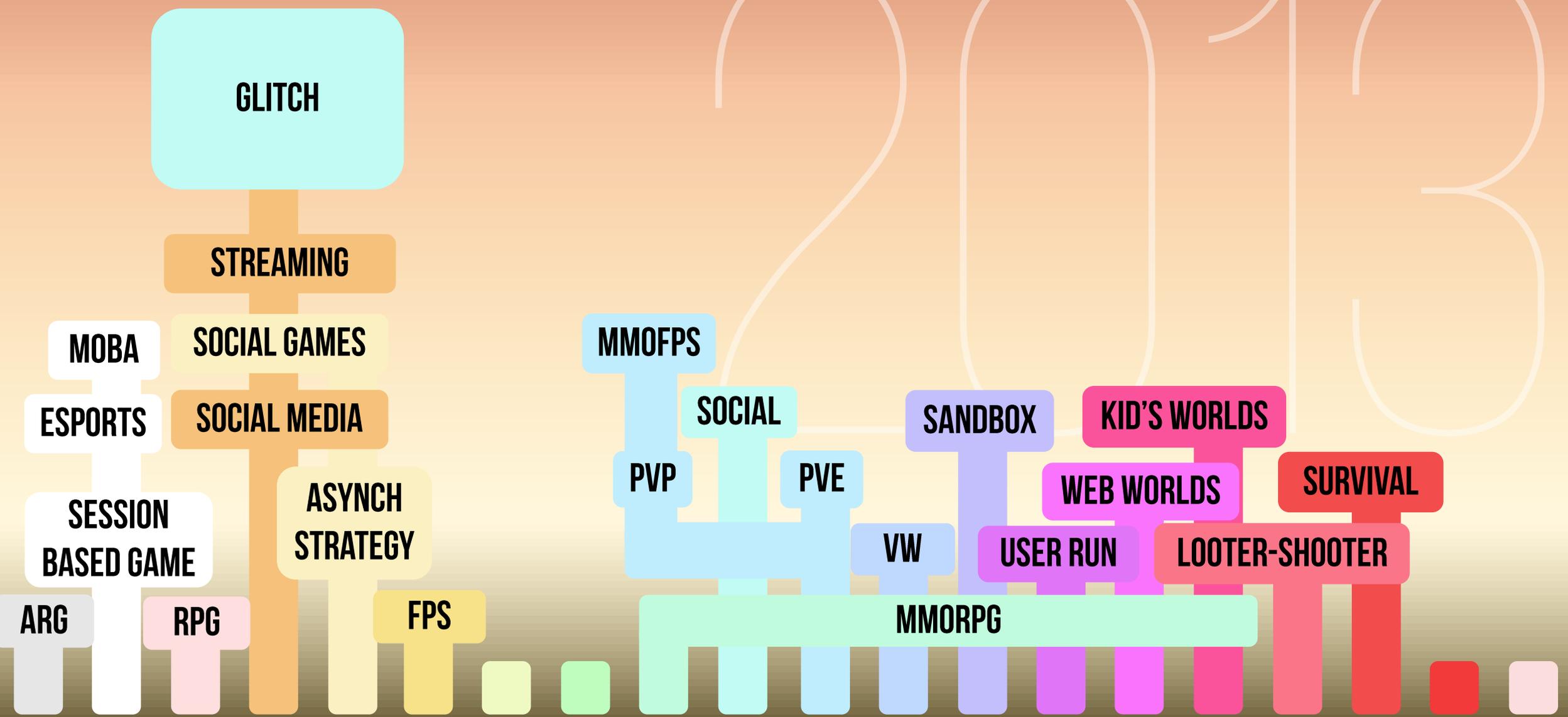


ROLEPLAY IN UNEXPECTED PLACES



GLITCH SWITCHES TRACKS

2013



GLITCH BECOMES SLACK

2013

SLACK

STREAMING

SOCIAL GAMES

SOCIAL MEDIA

ASYNCH
STRATEGY

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

VW

WEB WORLDS

SURVIVAL

MOBA

ESPORTS

SESSION
BASED GAME

ARG

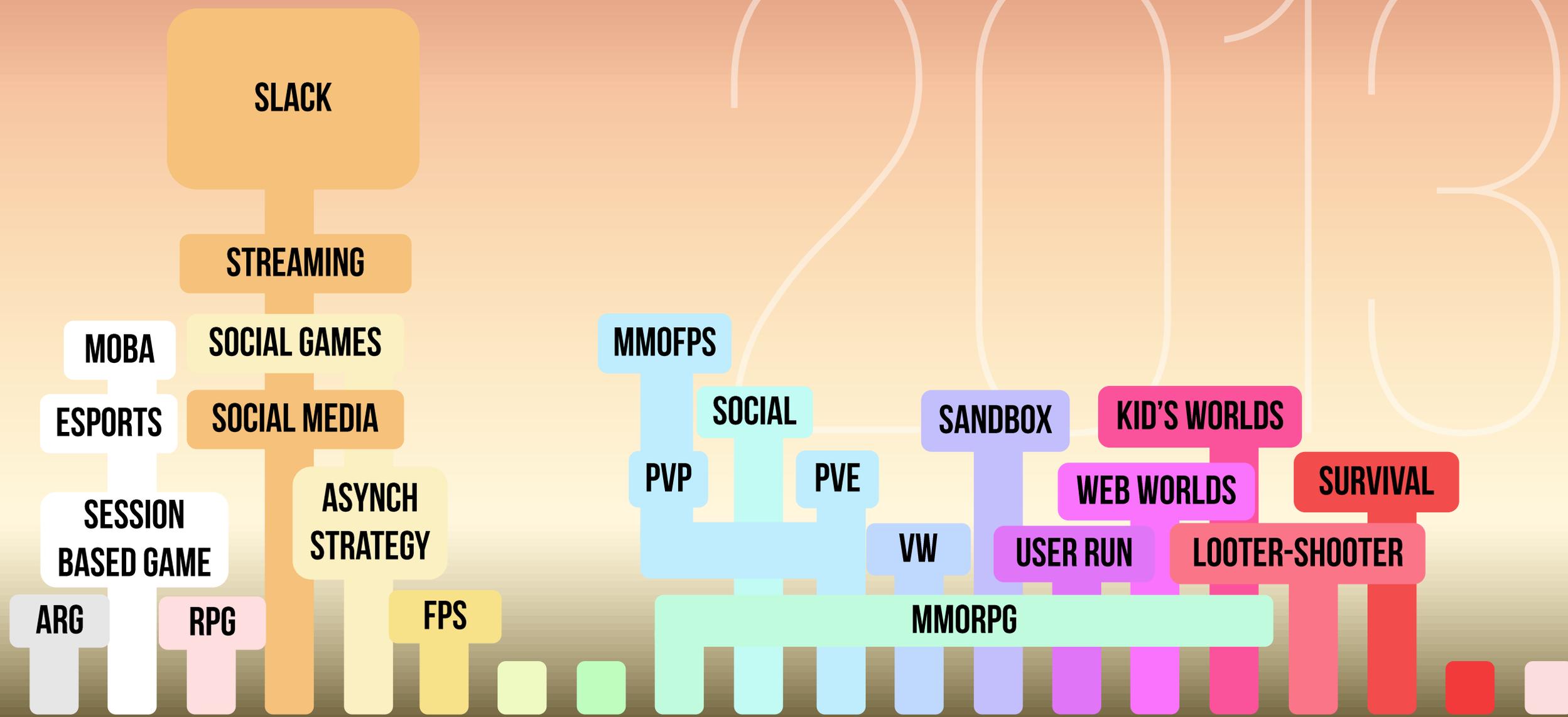
RPG

FPS

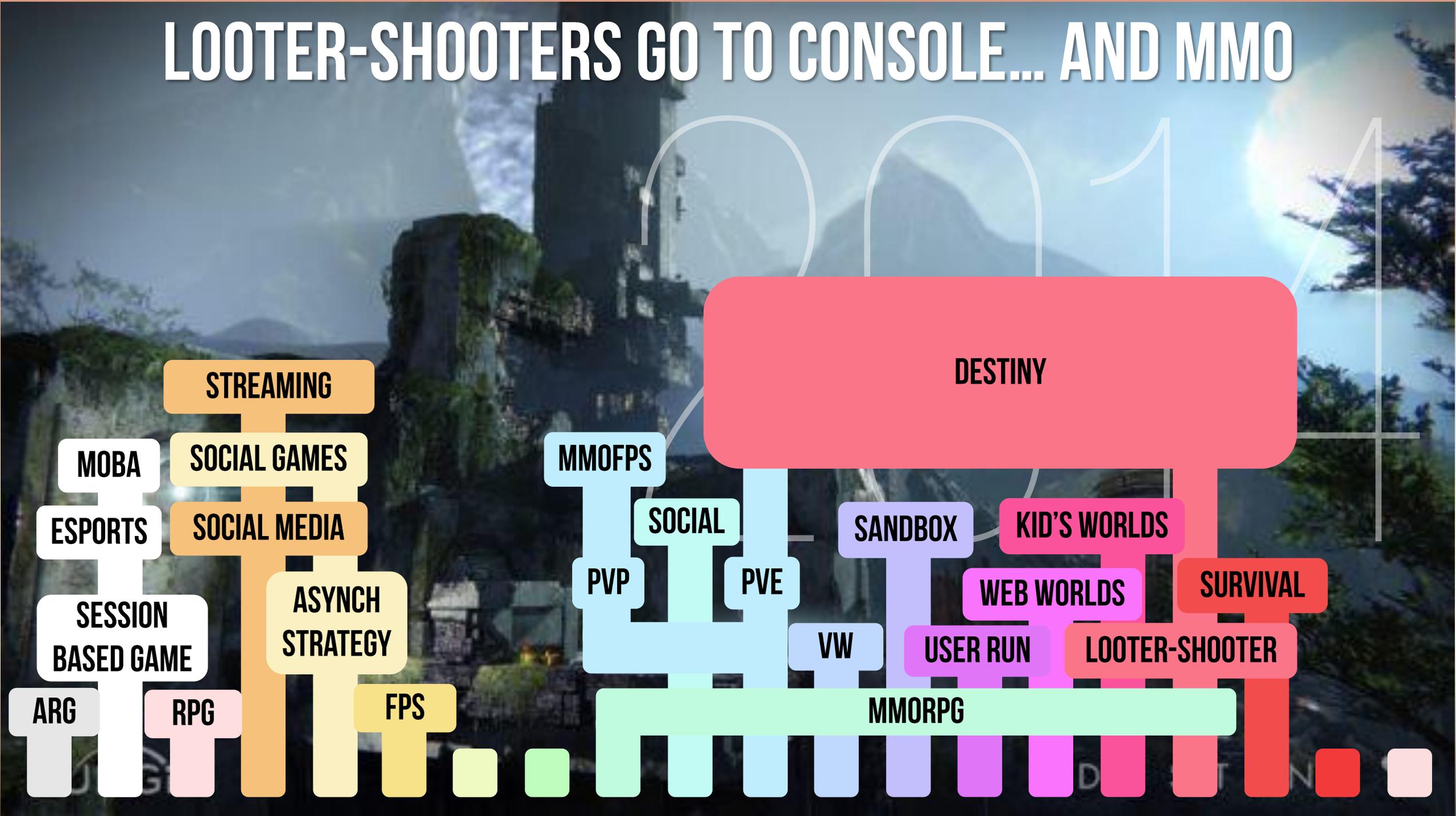
USER RUN

LOOTER-SHOOTER

MMORPG



LOOTER-SHOOTERS GO TO CONSOLE... AND MMO



DESTINY

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SURVIVAL

SESSION
BASED GAME

ASYNCH
STRATEGY

VW

USER RUN

LOOTER-SHOOTER

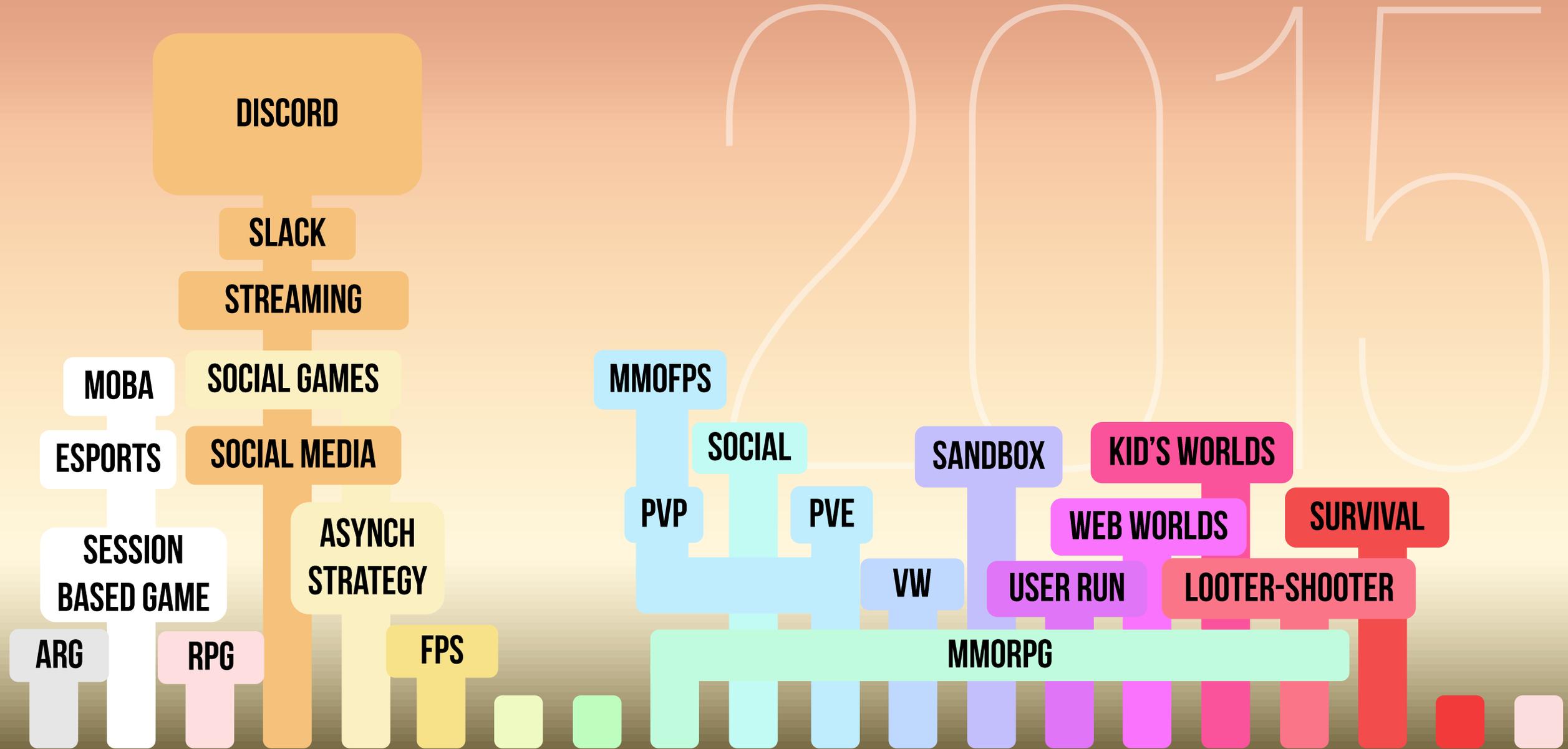
ARG

RPG

FPS

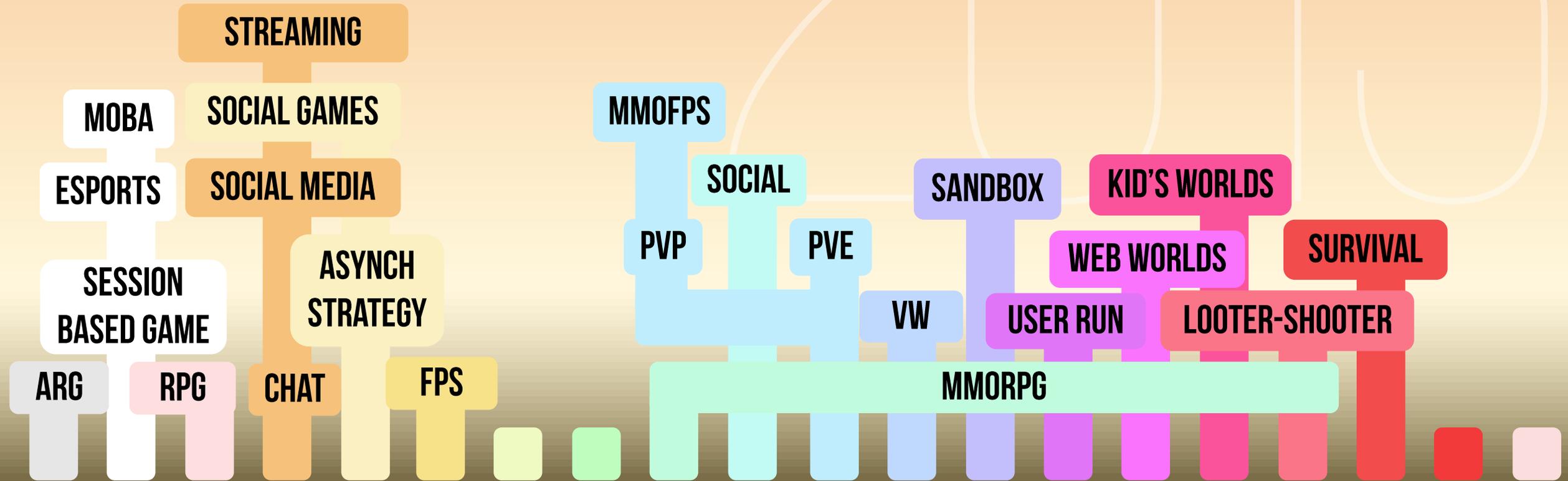
MMORPG

AND THEN WE REINVENT IRC ONCE MORE



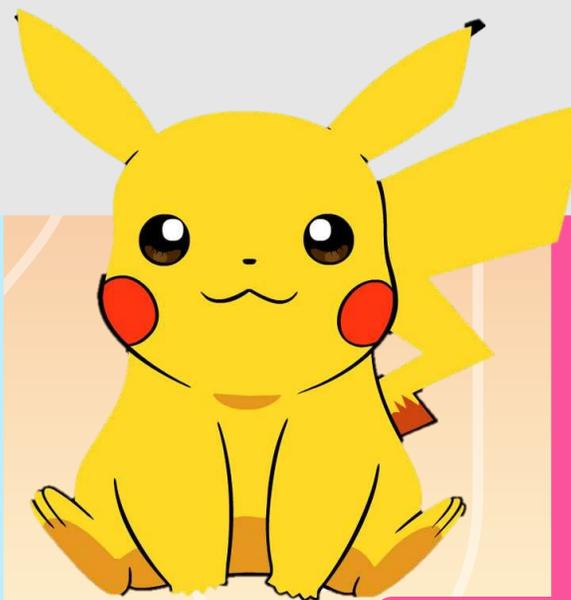
WE NOW HAVE TOO MANY WAYS TO CHAT

2015



MASSIVELY MULTIPLAYER AUGMENTED REALITY

POKEMON GO



STREAMING

CYBERPUNK

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

SESSION
BASED GAME

ASYNCH
STRATEGY

PVP

PVE

WEB WORLDS

SURVIVAL

ARG

RPG

CHAT

FPS

VW

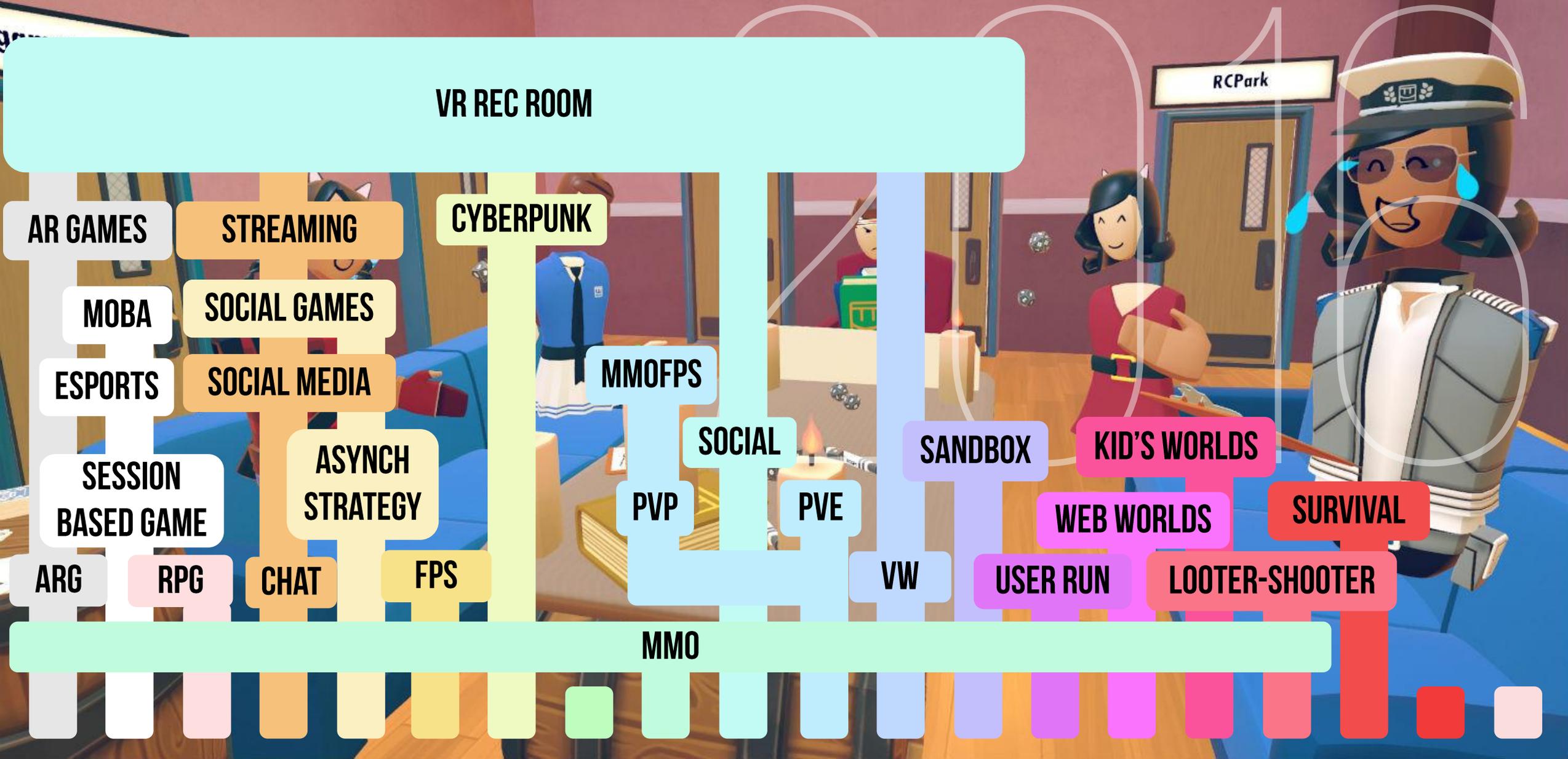
USER RUN

LOOTER-SHOOTER

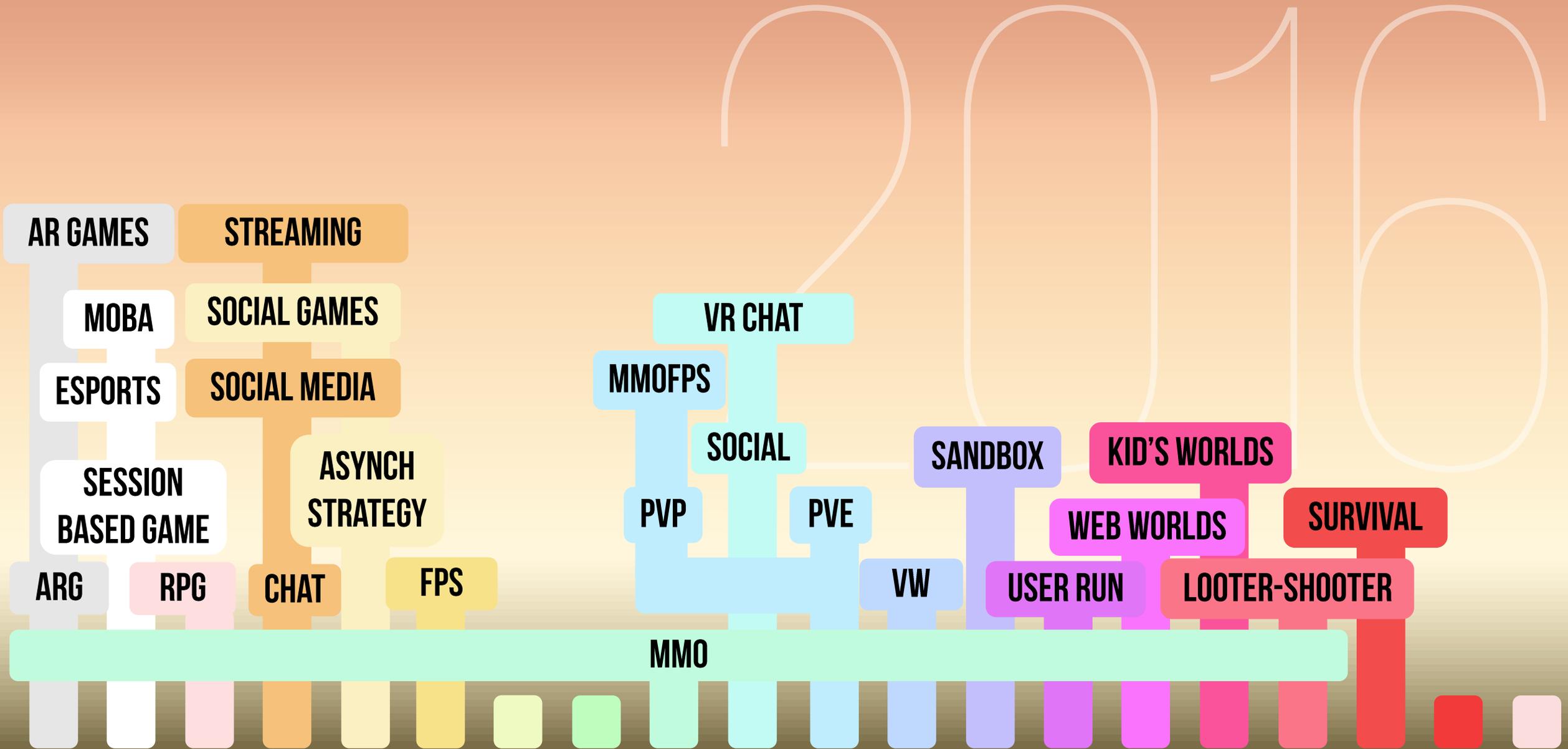
MMO



MASSIVELY MULTIPLAYER VIRTUAL REALITY

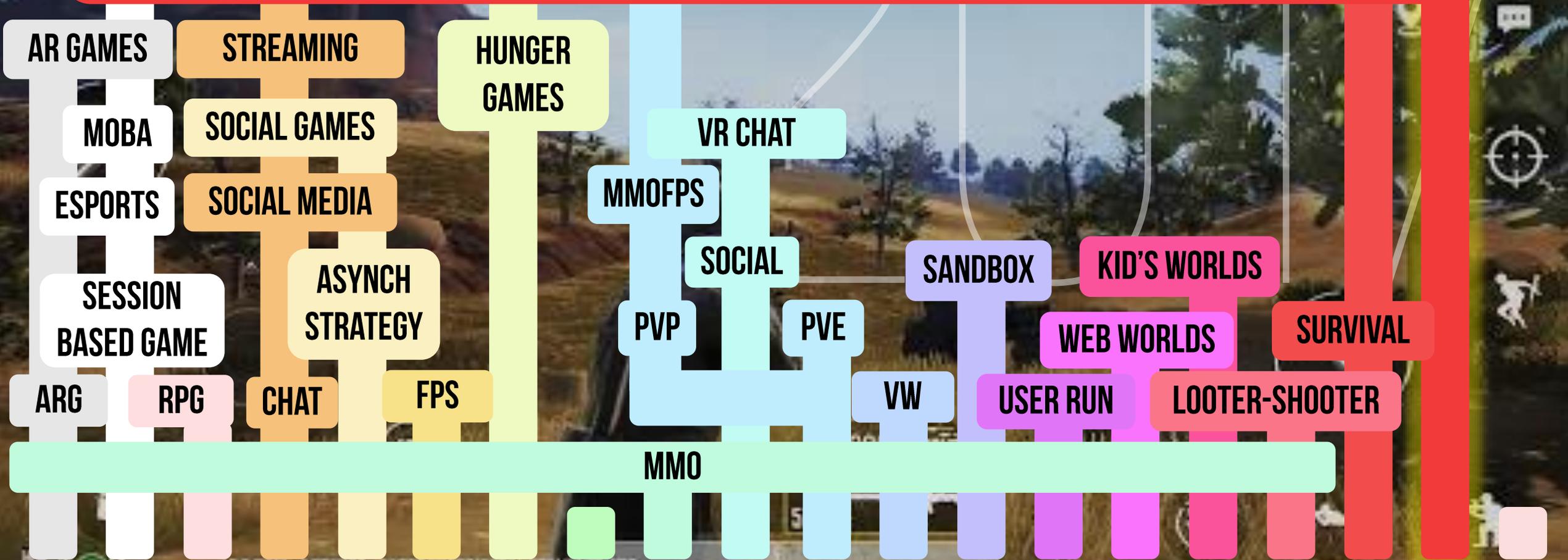


MASSIVELY MULTIPLAYER VIRTUAL REALITY

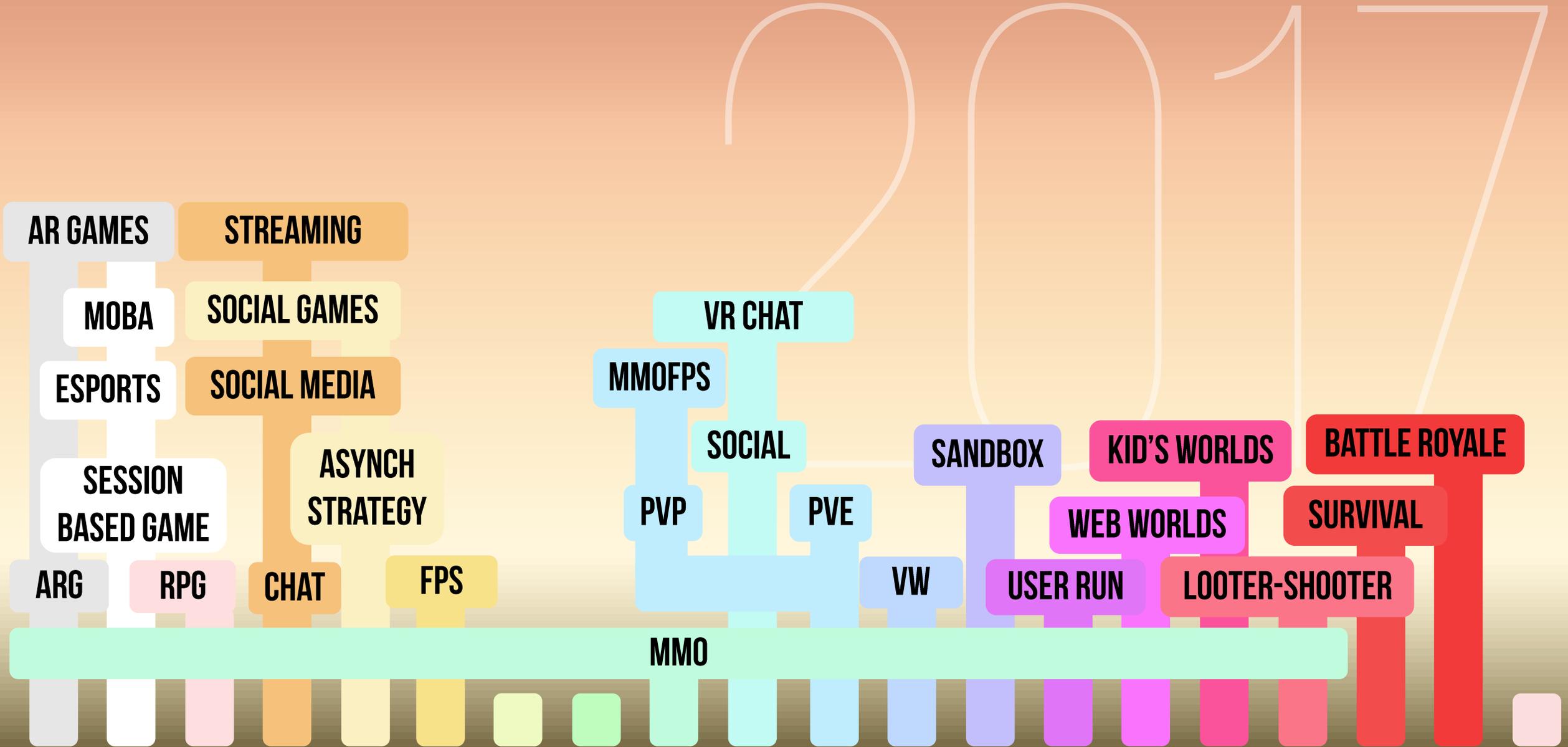


BATTLE ROYALE

PLAYERUNKNOWN'S BATTLEGROUNDS



BATTLE ROYALE



...WITH AMBITIONS

FORTNITE

AR GAMES

STREAMING

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

SESSION
BASED GAME

ASYNCH
STRATEGY

ARG

RPG

CHAT

FPS

VR CHAT

MMOFPS

SOCIAL

PVP

PVE

MMO

VW

METAVEVERSE

CREATIVE
MODE

SANDBOX

WEB WORLDS

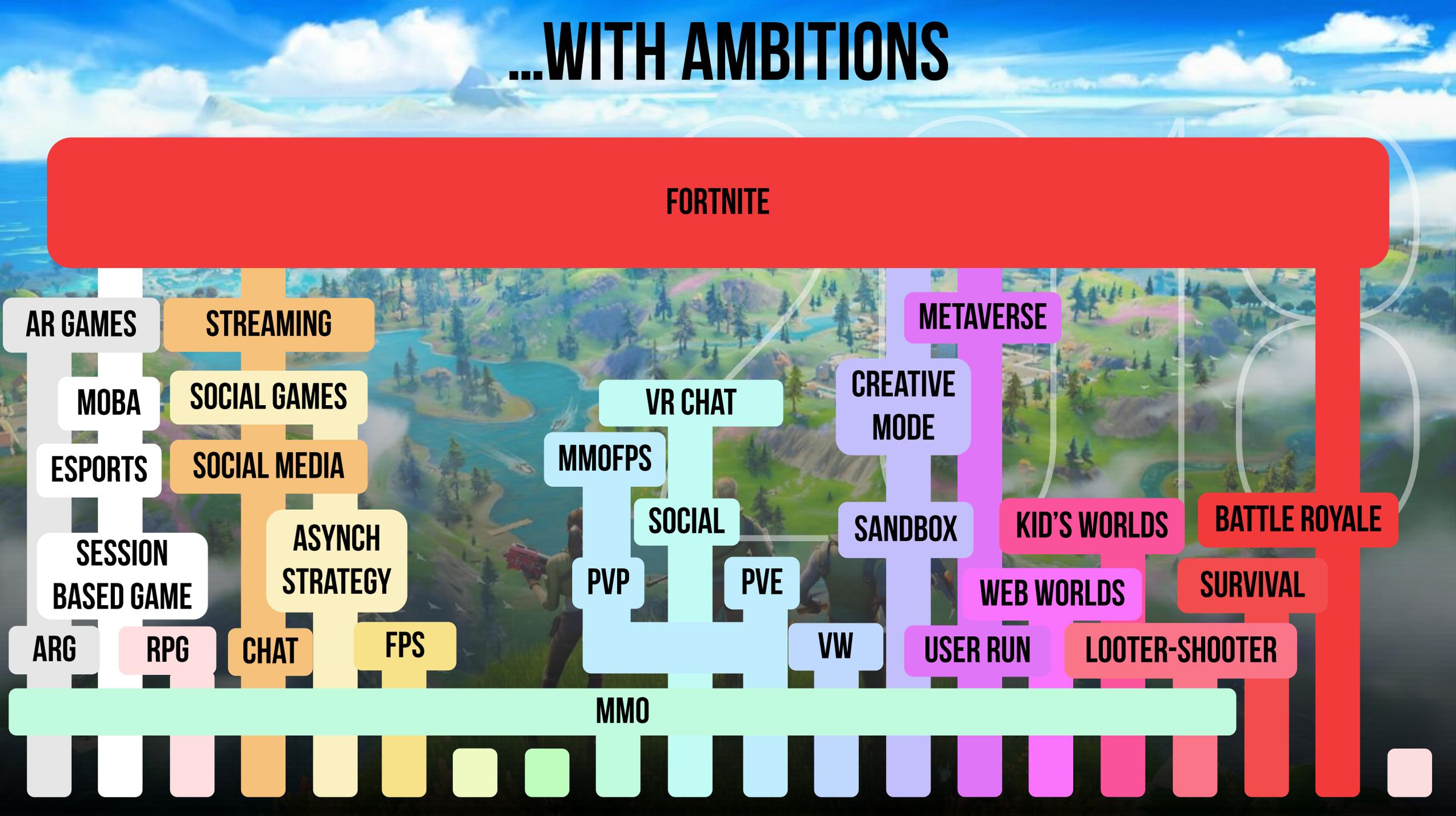
USER RUN

KID'S WORLDS

LOOTER-SHOOTER

BATTLE ROYALE

SURVIVAL



...WITH AMBITIONS

FORTNITE

ROBLOX

MINECRAFT

AR GAMES

STREAMING

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

SESSION
BASED GAME

ASYNCH
STRATEGY

ARG

RPG

CHAT

FPS

MMOFPS

VR CHAT

SOCIAL

PVP

PVE

MMO

VW

SANDBOX

CREATIVE
MODE

METAVEVERSE

WEB WORLDS

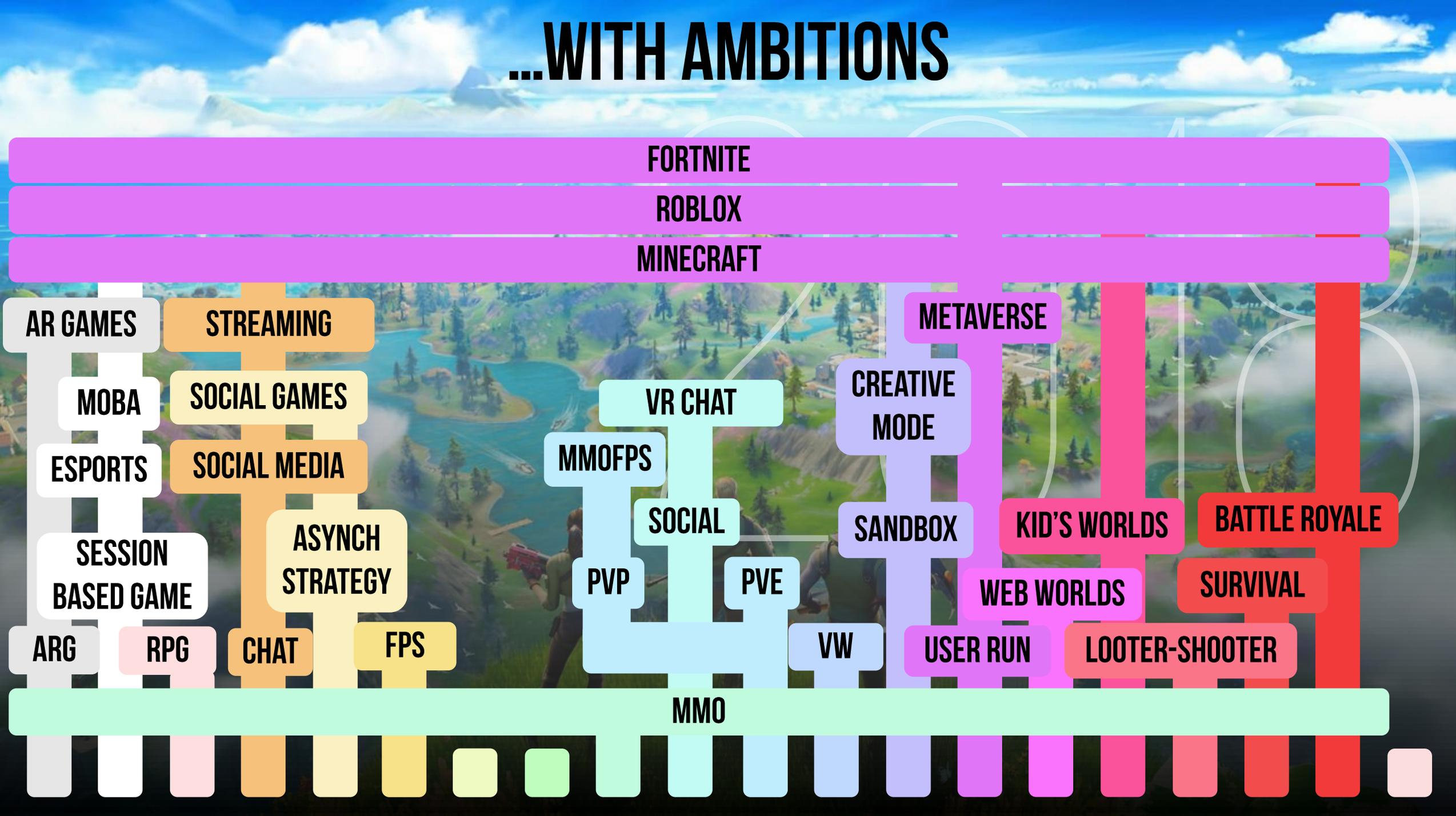
USER RUN

KID'S WORLDS

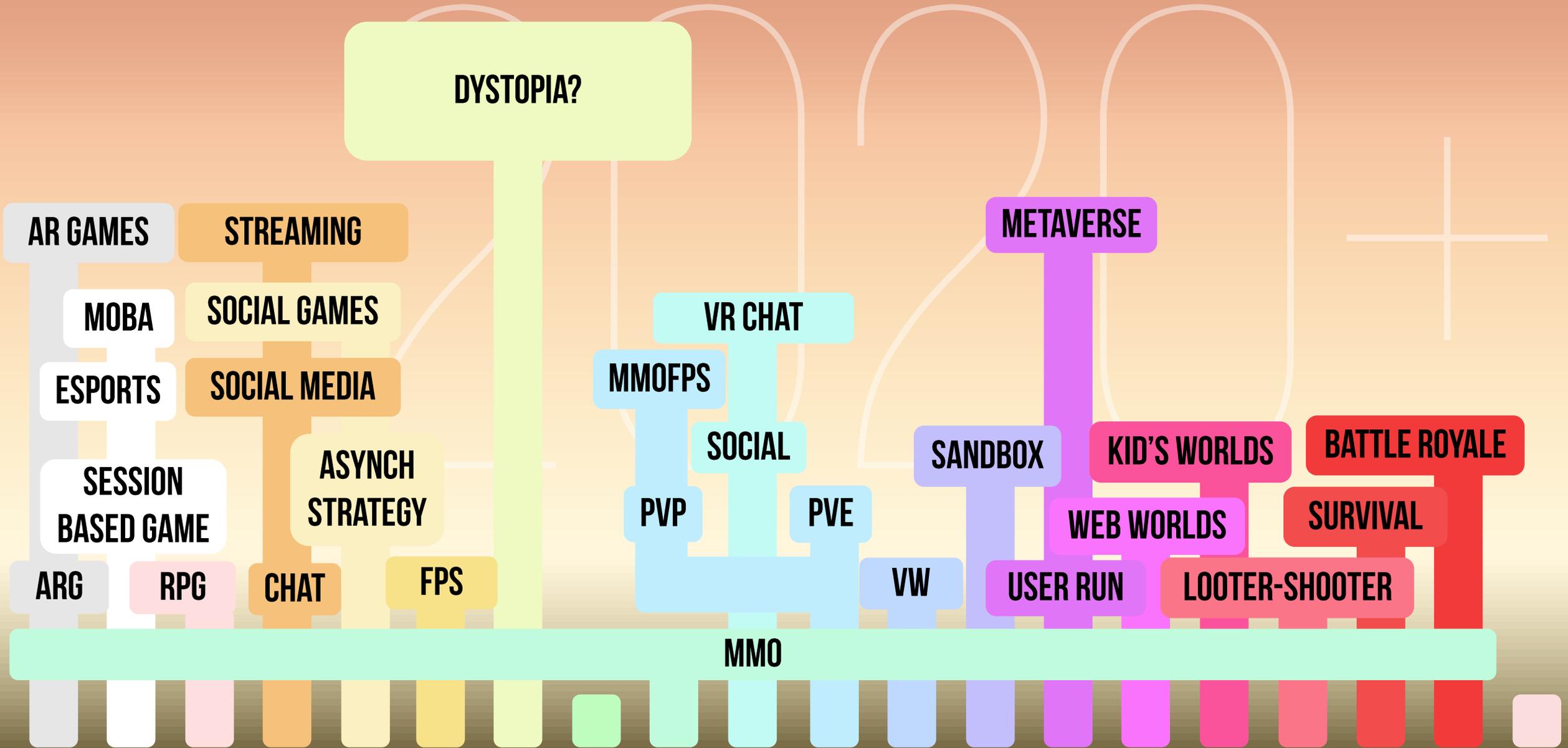
SURVIVAL

LOOTER-SHOOTER

BATTLE ROYALE

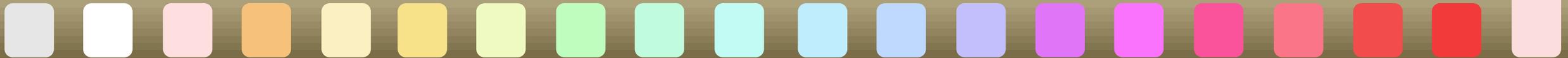


SO NOW WHAT?



SOME TAKEAWAYS

- A LOT OF “HOT GENRES” ARE ACTUALLY QUITE OLD!
 - BIG HITS TEND TO DRAW ON MULTIPLE PREVIOUS GENRES.
- SOME THINGS NEVER CHANGE.
 - NOTHING HAS REALLY CHANGED IN CHAT SYSTEMS OTHER THAN VIDEO.
- MMOS *ARE* SWALLOWING EVERYTHING.
 - AND IT’S HARD TO TURN THE GAAS CORNER.
 - IT’S THE **COMMUNITY** THAT MATTERS.
- METAVERSE AND SANDBOX DREAMS ARE VERY MUCH ALIVE.
 - BUT PURE SOCIAL TENDS TO “GO FLAT.”



MISCONCEPTIONS

“SANDBOXES ARE INACCESSIBLE.”

- ROBLOX, MINECRAFT?
- FARMING? FASHION? CRAFTING? DECORATING HOUSES?

“THOSE AREN'T REAL GAMES.”

- IT WAS SAID OF NEOPETS, RUNESCAPE, FARMVILLE, MINECRAFT, ROBLOX...
- INTERESTINGLY, THESE ARE ALL MASS MARKET SANDBOXES.

“MMOS ARE DEAD.”

- AS A MARKETING TERM, MAYBE.
- BUT HISTORY SUGGESTS THEY'RE JUST GETTING STARTED.

