THE EVOLUTION OF ONLINE WORLDS

RAPH KOSTER

WHY DO WE MAKE OTHER WORLDS?

THEY'RE CALLED "SECONDARY WORLDS" AND THERE'S A LONG HISTORY OF WRITERS INVENTING THEM DURING THEIR CHILDHOODS.

THE BASIC IDEA IS AN ALTERNATE FICTIONAL WORLD THAT IS INTERNALLY CONSISTENT.

BUT OF COURSE, THE MOST FAMOUS ONE...

J. R. R. TOLKIEN

THE HOBBIT

...WAS INVENTED BY A PROFESSOR WHO HAD THE BACKGROUND TO CREATE LANGUAGES, HISTORY, AND MYTHOLOGY. HE SET A HIGH BAR (AND INVENTED THE TERM).

EVER SINCE, IT HAS BEEN OUR MODEL FOR A SECONDARY WORLD.

1937

FAN FICTION

1967

SPOCKANALIA

FAN FICTION STARTED WHEN ORGANIZED SF/FANTASY FANDOM DID IN THE 1920S.

IT WASN'T WIDESPREAD UNTIL STAR TREK FANS CREATED THE FIRST FAN FICTION ZINE, CALLED *SPOCKANALIA*, IN PART TO SHARE KIRK/SPOCK "SLASH" FICTION.

FAN FICTION INVITES PEOPLE TO **PLAY** IN THE SECONDARY WORLD.

THE HOBBIT

WITHOUT FAN FICTION, WE WOULDN'T HAVE ONLINE WORLDS.

SESSION-BASED MULTIPLAYER

99.9% OF GAMES BEFORE COMPUTERS WERE MULTIPLAYER. SINGLE-PLAYER TABLETOP GAMES WERE RARE.

MORE IMPORTANTLY, THE GAMES **ENDED.**

WHEN THE PLAY SESSION RESULTED IN VICTORY, THE GAME WAS OVER.

THERE WERE NO ONGOING WORLDS.

SPOCKANALIA

THE HOBBIT

SPACEWAR

COMPUTERS NATURALLY ENABLED SINGLE-PLAYER GAMES TO DO NEW THINGS.

2-PLAYER
SPACEWAR

BUT EARLY GAMES COULDN'T AFFORD CPU FOR AI.

RICK BLOMME CREATED THE FIRST NETWORKED TWO PLAYER VIDEOGAME.

SPOCKANALIA

THE HOBBIT

THE ROLEPLAYING GAME

1970

BLACKMOOR

2-PLAYER SPACEWAR

SPOCKANALIA

THE HOBBIT

DAVE ARNESON'S *BLACKMOOR* CAMPAIGN KICKED OFF RPGS.

TABLETOP GAMES HAD BEEN ONE SESSION. NOW THERE WERE **CAMPAIGNS**.

NOW PLAYERS COULD **LIVE** IN THE SECONDARY WORLD.

ESPORTS ARE BORN

1972

IN OCTOBER OF 1972, A SPACEWAR TOURNAMENT IS THE FIRST ESPORT EVER.

WHAT DEFINES AN ESPORT?
PEOPLE WATCHING, MOSTLY.
FORMAL STRUCTURE AROUND IT.

ESPORTS

BLACKMOOR

CHAT

PLATO WAS THE NETWORKED SYSTEM WHERE A LOT OF THIS HAPPENED.

TALK-O-MATIC

BESIDES ONLINE GAMES, PLATO ALSO PIONEERED CHAT.

RECOGNIZABLE EARLY VERSIONS OF INSTANT MESSAGING, FORUMS, AND MULTIUSER CHAT ROOMS WERE ALL POPULAR.

THE ROLEPLAYING GAME

1974

DUNGEONS & DRAGONS

D&D POPULARIZED AND SET THE TEMPLATE FOR THE RPG.

DESPITE MANY OTHER POSSIBLE GAME SYSTEMS, WE STILL USE CLASSES AND LEVELS MOST OF THE TIME.

BUT WE USE LEVELS IN VERY DIFFERENT WAYS FROM D&D.

TALK-O-MATIC

BLACKMOOR

ONLINE STRATEGY

REAL-TIME NETWORKING WAS A CHALLENGE.

EMPIRE WAS "REAL TIME" BUT
KEYSTROKE LAG COULD TAKE 10 SECONDS.

EMPIRE

BECAUSE OF THIS, TURN-BASED PLAY WAS A NATURAL FIT, AND
AN EVOLUTION FROM EARLIER "PLAY BY MAIL" STRATEGY GAMES.

DUNGEONS &
DRAGONS

TALK-O-MATIC

ONLINE FPS

1974

MAZEWAR

DUNGEONS & DRAGONS

EMPIRE

TALK-O-MATIC

THE SESSION BASED ONLINE GAME GAINED
A FIRST PERSON PERSPECTIVE ON PLATO, TOO.

EARLY 1ST PERSON RENDERING WAS CRUDE, OF COURSE.
AND SLOW.

SCIENCE FICTION

JOHN BRUNNER'S NOVEL WAS THE FIRST FICTIONAL GLIMPSE OF "CYBERSPACE," FEATURING IDENTITY HACKING.

SHOCKWAVE RIDER

SCIENCE FICTION READERS HAD HAPPILY DIVED INTO SECONDARY WORLDS FOR DECADES, BUT NOW WRITERS BEGAN TO EXPLORE WHAT IT WOULD MEAN IF THE REAL WORLD WERE "VIRTUALIZED."

MAZEWAR

DUNGEONS & DRAGONS

ADVENTURE GAMES

AFTER PLAYING D&D,
WILL CROWTHER CREATED A VIRTUAL REPLICA OF A CAVE HE HAD SPELUNKED,
AND ADDED NASTY DWARVES AND A DRAGON.

AND A MAZE OF TWISTY PASSAGES, ALL ALIKE.

COLOSSAL CAVE ADVENTURE

DUNGEONS & DRAGONS

SHOCKWAVE RIDER

STAR WARS

THE THIRD MAJOR MASS MARKET SECONDARY WORLD WENT TRANSMEDIA.

COMICS CHARACTERS HAD MOVED BETWEEN PAGE AND SCREEN BEFORE, AND STAR TREK AND MANY OTHER FRANCHISES HAD SPAWNED TOY LINES, LUNCHBOXES, AND MUCH MORE.

BUT NEVER UNTIL NOW HAD WE SEEN HOW ALL-ENCOMPASSING A FICTIONAL WORLD COULD BE.
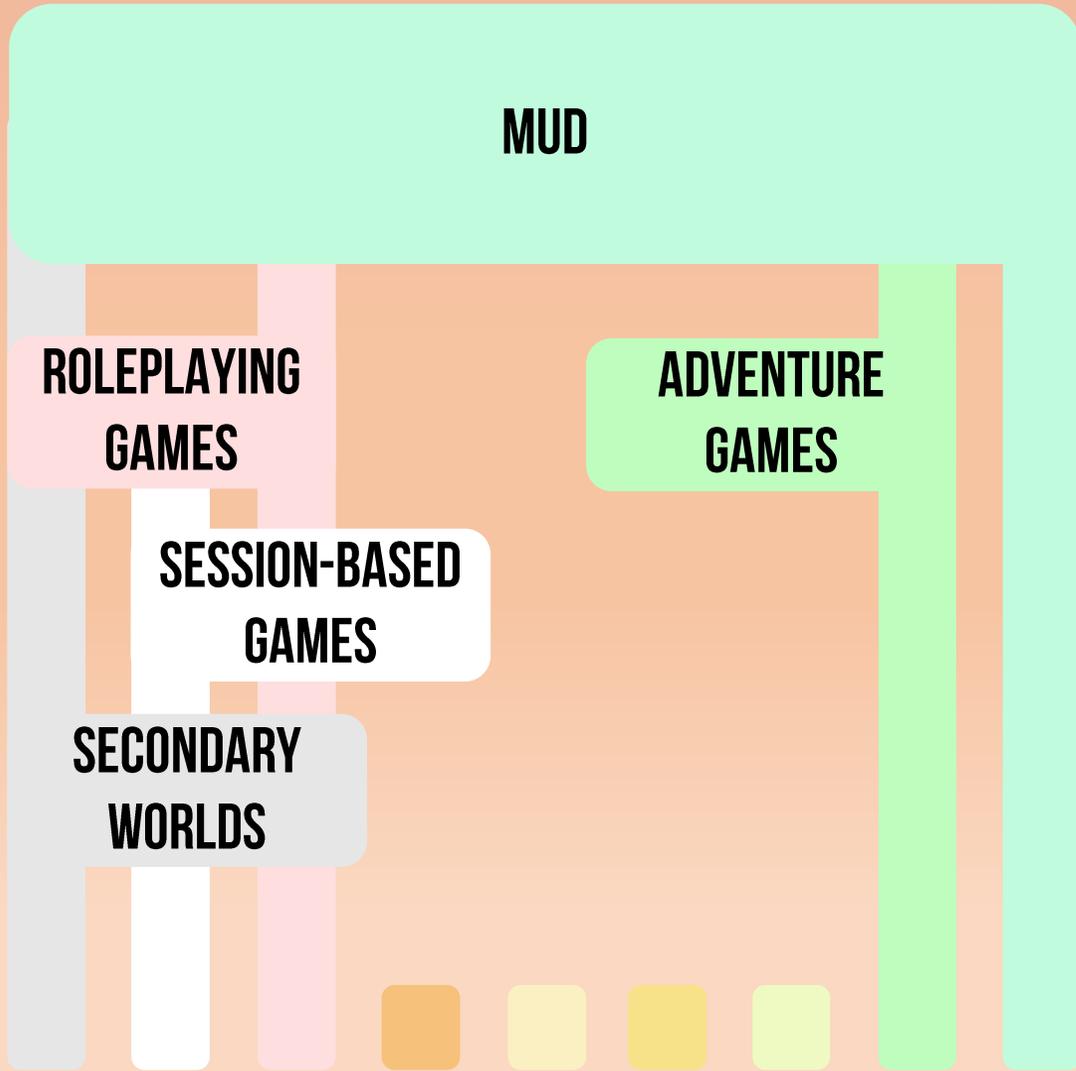
STAR WARS

COLOSSAL CAVE ADVENTURE

STAR TREK

MIDDLE EARTH

VIRTUAL WORLDS

A COUPLE OF STUDENTS AT THE UNIVERSITY OF ESSEX MADE A MULTIPLAYER ADVENTURE GAME.

THEY LIKED "DUNGEN" BETTER THAN "ADVENT" SO THEY CALLED IT "MULTI USER DUNGEN."

IT MARRIED SECONDARY WORLDS AND COMPUTER PERSISTENCE TO THE RPG.

MUD

ROLEPLAYING GAMES

ADVENTURE GAMES

SESSION-BASED GAMES

SECONDARY WORLDS

VIRTUAL WORLDS

WITH THAT, THE ONLINE VIRTUAL WORLD WAS BORN.

STILL WITH US FROM THOSE DAYS:

CHARACTERS. GODS. SPELLS. INVENTORIES. QUESTS.

VIRTUAL WORLDS

BUT INTERNET CONNECTIVITY WAS STILL RARE.

1980

PLAY OF MUDS WAS MOSTLY CONFINED TO THE BRITISH ISLES FOR A WHILE.

AMID RAIN-SOAKED ATARI ADS...

1982

BLADE RUNNER

MEANWHILE, AS ATARI SOLD GAMES,
APPLE SOLD COMPUTERS,
CORPORATIONS GOT BIG,
AND WE QUESTIONED THE NATURE OF HUMANITY,

A NEW ETHOS

...A NEW TANGENT FORM OF SCIENCE FICTION BEGAN TO QUESTION IT ALL.

1983

CYBERPUNK

FIRST THE STORY "BURNING CHROME," THEN THE NOVEL *NEUROMANCER,* BOTH BY WILLIAM GIBSON, REINVENTED SF'S RELATIONSHIP TO TECHNOLOGY.

MORE WERE SOON TO FOLLOW.

THE REAL FBI WAS NOT FAR BEHIND, RAIDING A BOARDGAME COMPANY IN AUSTIN WHILE HUNTING FOR HACKERS AND PHONE PHREAKS.

NEUROMANCER

BLADE RUNNER

1984

DOOR GAMES

HACKERS WERE MOSTLY ON BBSES AT THE TIME, AND SO WERE MANY KEY GAMES.

TRADE WARS WAS A MULTIPLAYER "DOOR GAME" OF SPACE TRADING AND ECONOMIC STRATEGY.

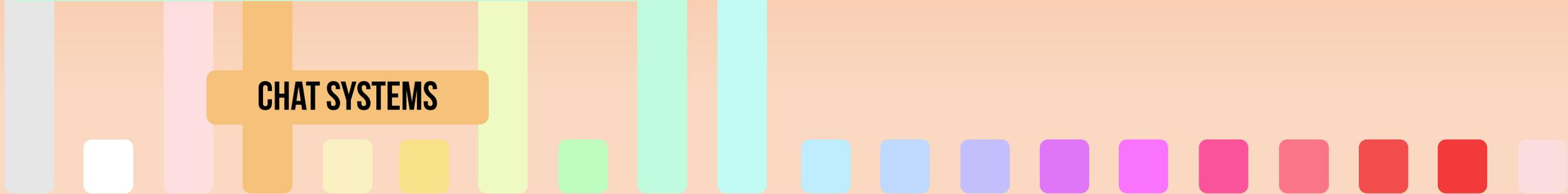TRADE WARS

EMPIRE

NEUROMANCER

SOCIAL WORLDS

LUCASFILM DECIDED TO TRY RUNNING A GRAPHICAL VIRTUAL WORLD ON A COMMODORE 64.

HABITAT MARKS THE FIRST MAJOR DIVERGENCE FROM FANTASY ADVENTURING IN VIRTUAL WORLDS. IT IS ALSO THE FIRST TRUE GRAPHICAL WORLD.

HABITAT

VIRTUAL WORLDS

CHAT SYSTEMS

FIRST PERSON

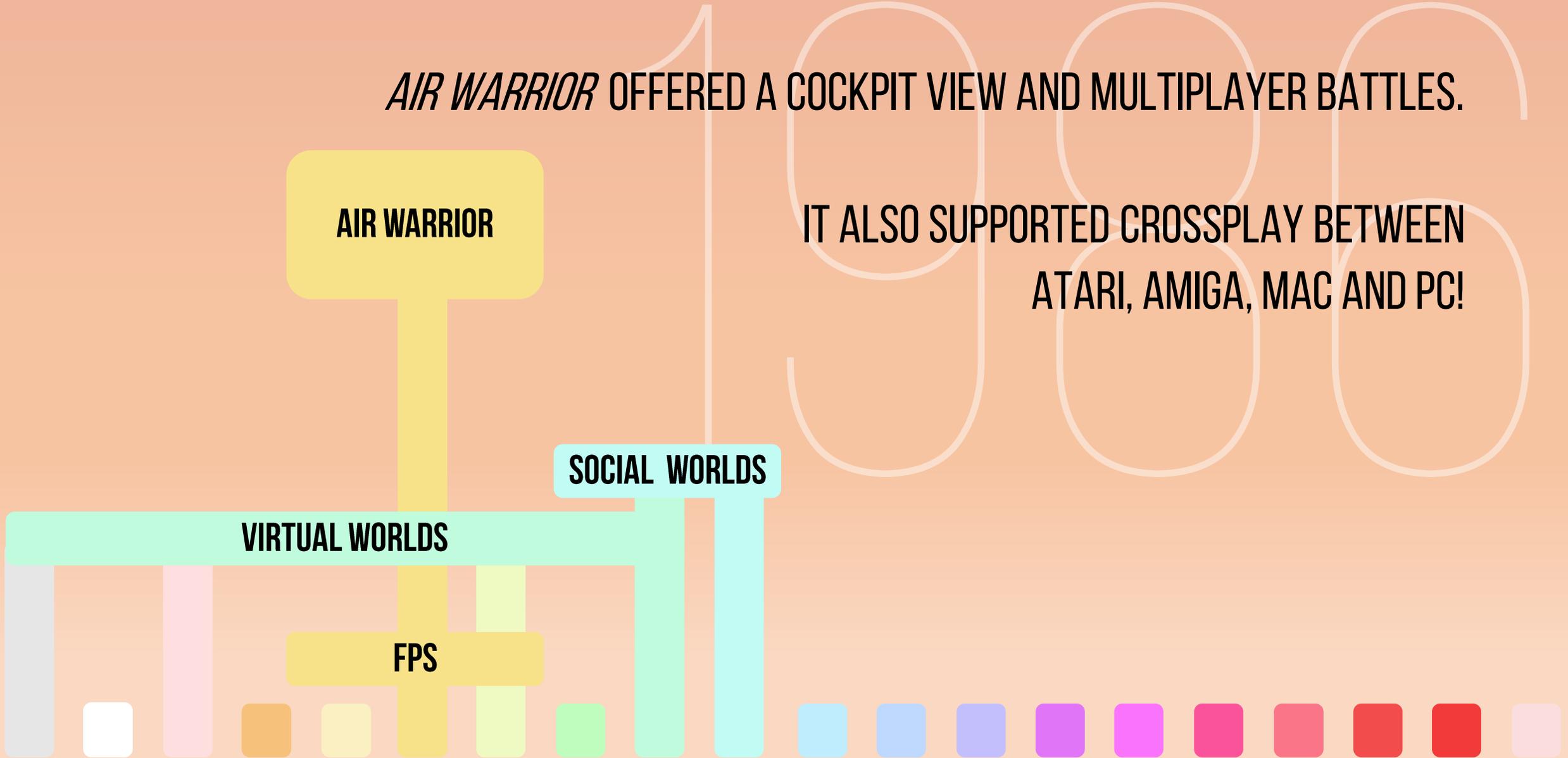*AIR WARRIOR* OFFERED A COCKPIT VIEW AND MULTIPLAYER BATTLES.

IT ALSO SUPPORTED CROSSPLAY BETWEEN ATARI, AMIGA, MAC AND PC!

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

ONLINE GAMES IN THESE DAYS WERE RUN ON THE CLOSED ONLINE GAMING SERVICES.

THE INTERNET WAS NOT YET VERY "INTER" –

AND VERY MUCH NOT MASS MARKET.

CHAT

EVEN THOUGH MOST PEOPLE USED ONLINE SERVICES FOR CHAT, THE INTERNET MARCHED ON.

IRC SET THE TEMPLATE THAT IS STILL FOLLOWED TODAY, AND ALONG WITH **USENET**, HELPED BREAK THE CLOSED SERVICES BY OFFERING OPEN ALTERNATIVES ON THE NET.
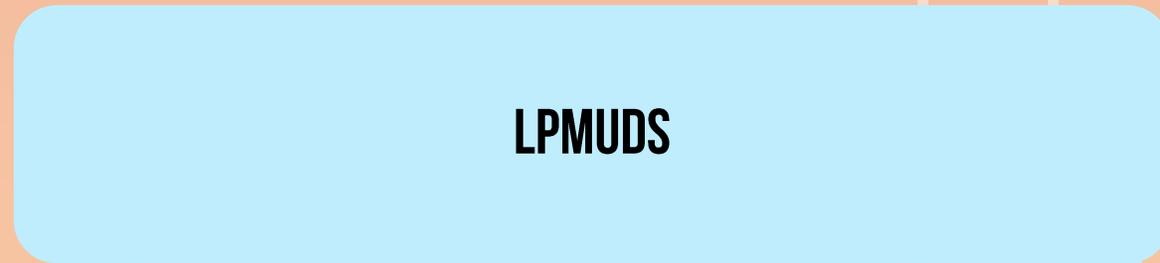
INTERNET RELAY CHAT

ONLINE SERVICES

MUDS

MUD SPECIATION

MEANWHILE, MUDS BEGAN TO DEVELOP INTO DISTINCT CODEBASES WITH STRONG DIFFERENCES IN HOW THEY SAW VIRTUAL WORLDS.

LP MUDS WERE ONE OF THE FIRST, CHANGING THE BASIC ARCHITECTURE TO ENABLE GREATER VARIETY, BUT STILL FAVORING COMBAT WORLDS.

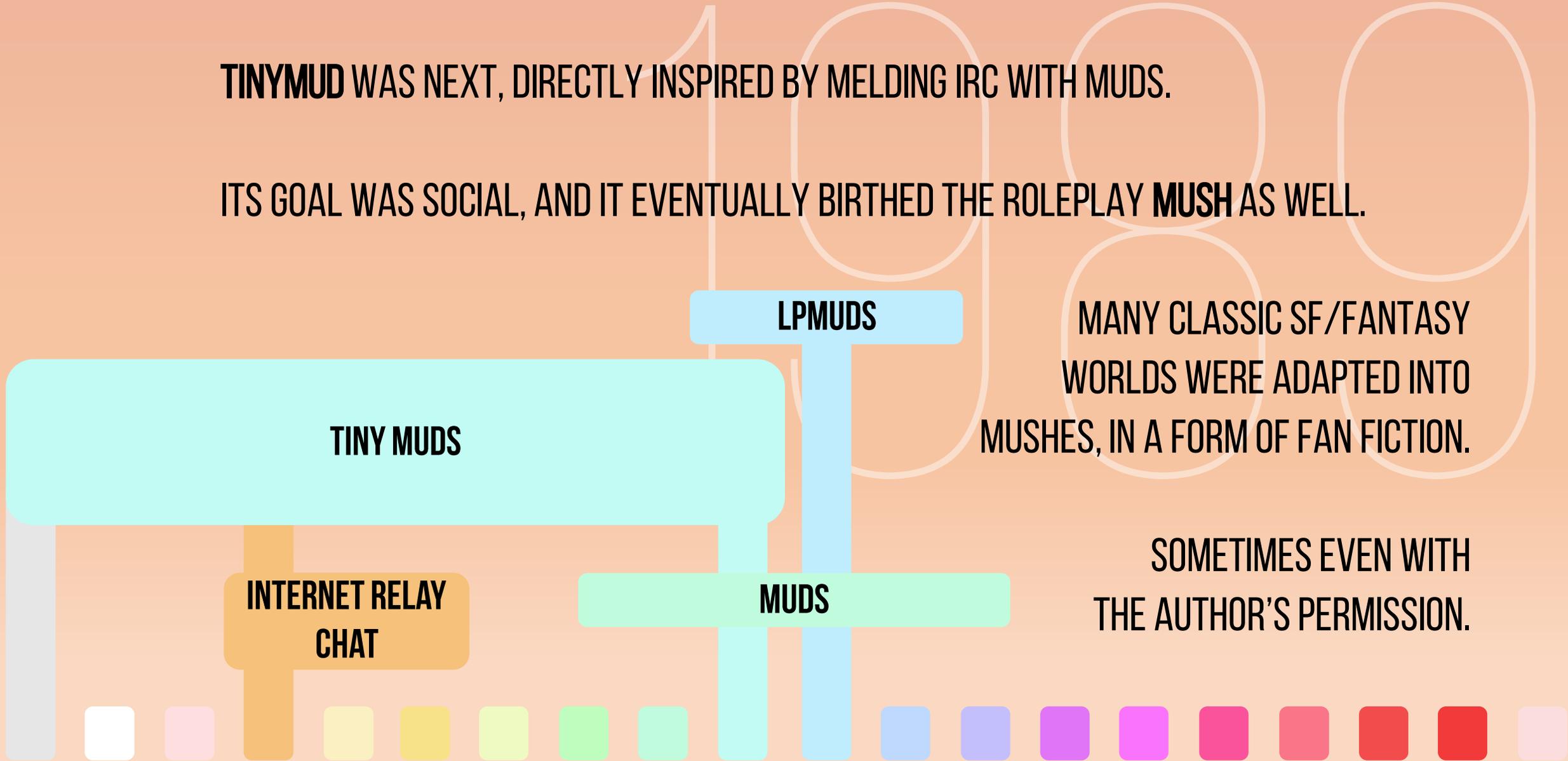LPMUDS

RPG

INTERNET RELAY CHAT

MUDS

SOCIAL WORLDS

TINYMUD WAS NEXT, DIRECTLY INSPIRED BY MELDING IRC WITH MUDS.

ITS GOAL WAS SOCIAL, AND IT EVENTUALLY BIRTHED THE ROLEPLAY **MUSH** AS WELL.

MANY CLASSIC SF/FANTASY WORLDS WERE ADAPTED INTO MUSHES, IN A FORM OF FAN FICTION.

SOMETIMES EVEN WITH THE AUTHOR'S PERMISSION.

LPMUDS

TINY MUDS

INTERNET RELAY CHAT

MUDS

DIKUMUD

THE MOST SUCCESSFUL, OVER TIME, WAS THE SIMPLEST: A TEMPLATE-BASED HACK 'N' SLASH GAME WITH CLASSES, RACES, TANKS, NUKERS, HEALERS, AND LEVELS.

DIKU MUDS

DUNGEONS & DRAGONS
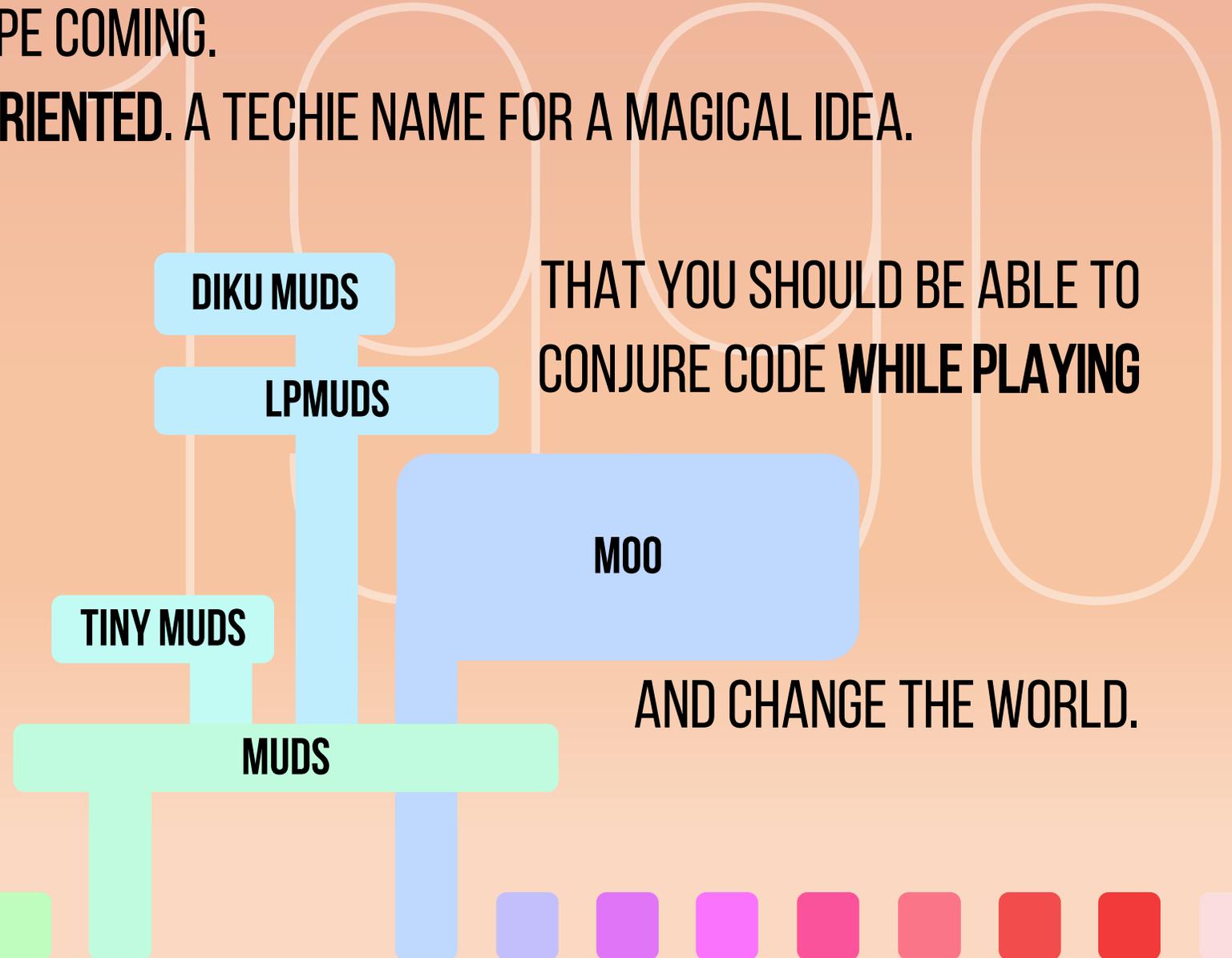
LPMUDS
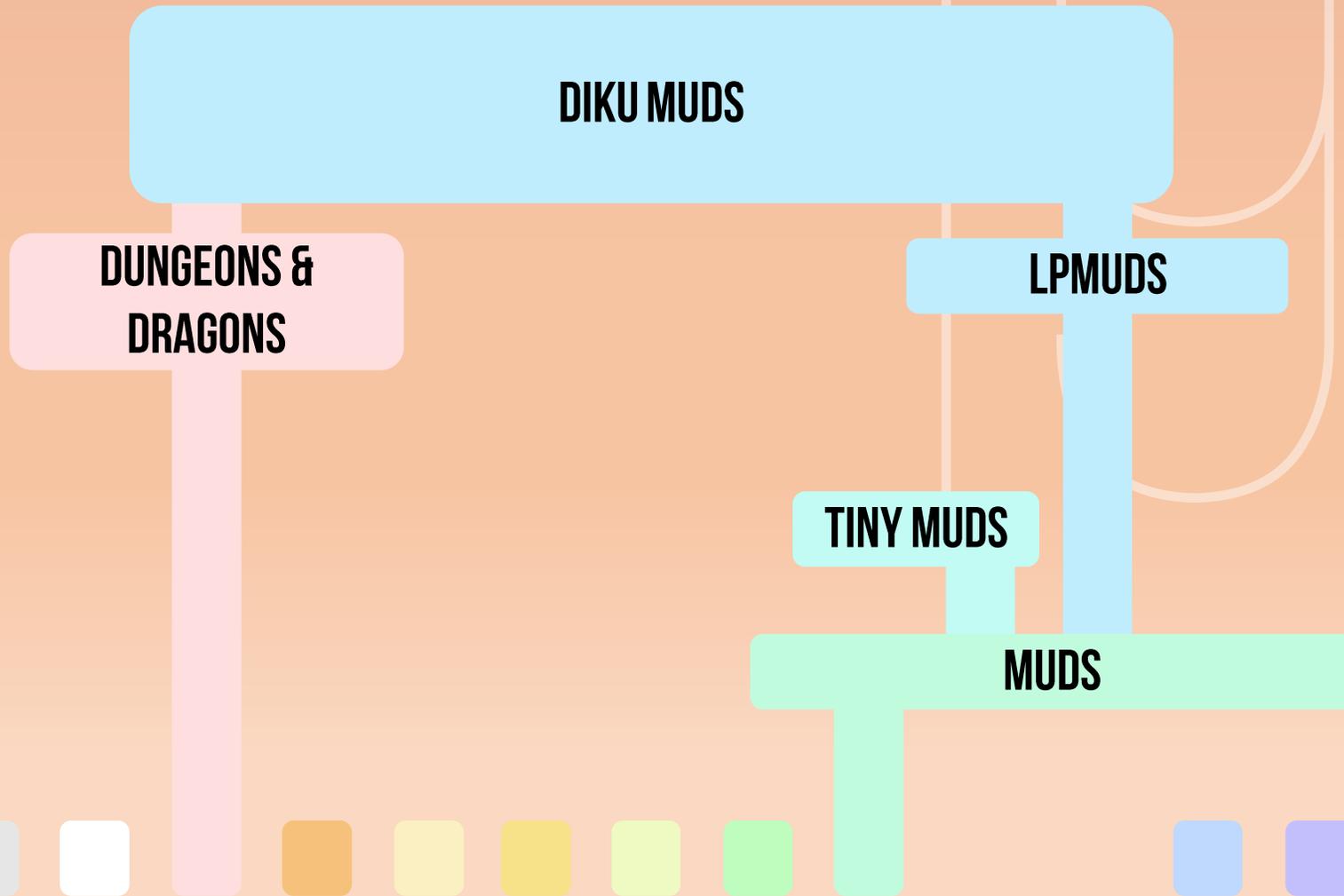
IT MADE IT REALLY EASY TO JUST THROW UP A NEW MUD, SO EVERYONE DID.

TINY MUDS

MUDS

YOU'VE PLAYED THIS GAME, EVEN IF YOU DIDN'T KNOW IT.

CREATIVITY WORLD: THE MOO

THERE WAS ONE MORE TYPE COMING.

MUD, OBJECT ORIENTED. A TECHIE NAME FOR A MAGICAL IDEA.

DIKU MUDS

LPMUDS

THAT YOU SHOULD BE ABLE TO CONJURE CODE **WHILE PLAYING**

MOO

TINY MUDS

AND CHANGE THE WORLD.

MUDS

THREE TYPES

THESE THREE TYPES ARE WITH US STILL TODAY.

COMBAT

SOCIAL

CREATIVE

MUDS
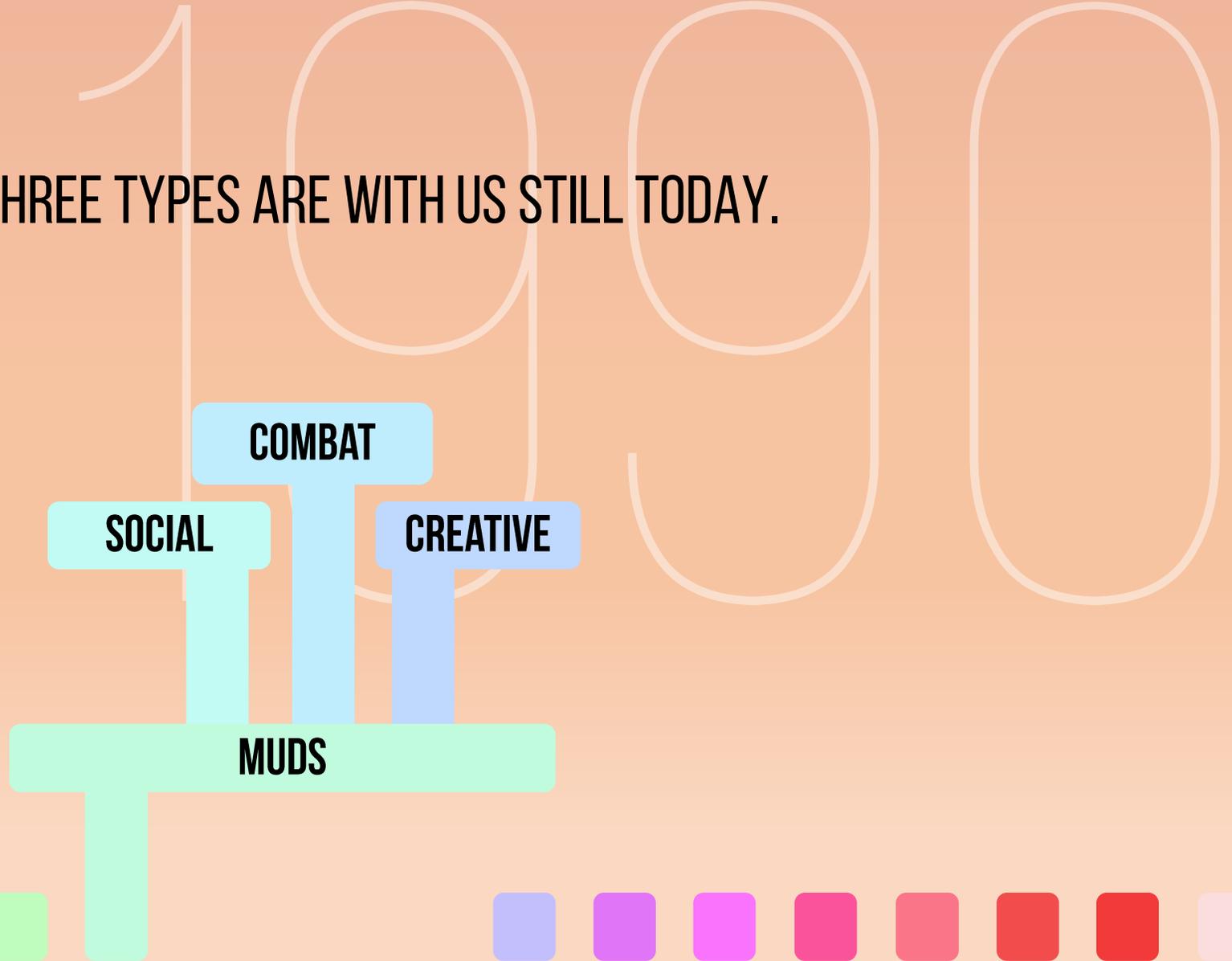
LAMBDAMOO

IT WAS A HEADY TIME, AND LAMBDAMOO EMBRACED ALL THE IDEALS OF HACKER REVOLUTIONARIES.

LAMBDAMOO

THE FIRST VIRTUAL DEMOCRACY.
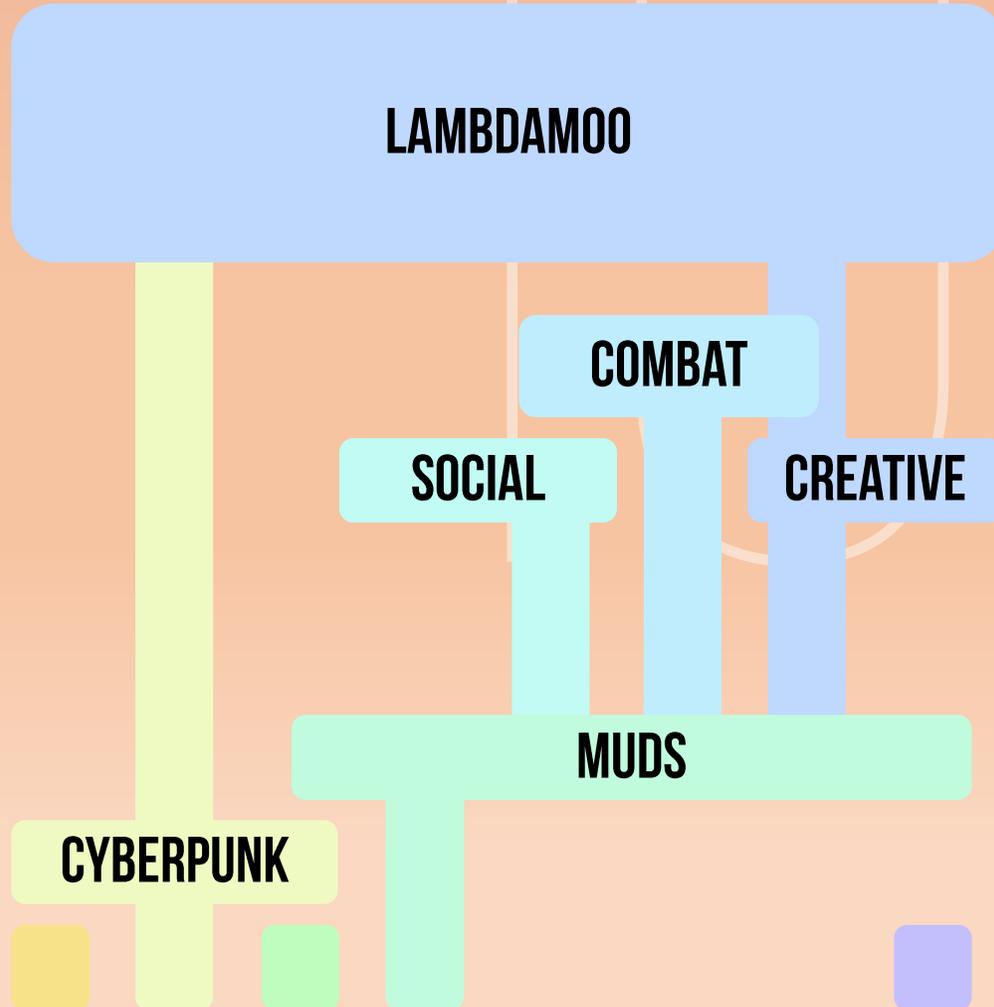
COMBAT

THE FIRST FAILURE TOO.

SOCIAL

CREATIVE

THE VIRTUAL RAPE THAT MADE THE NEWS.
THE FIRST DOXXING.

MUDS

CYBERPUNK

ARMAGEDDON

OTHER NOTABLE WORLDS INCLUDED COMBAT GAMES THAT MANDATED ROLEPLAY...

YOU HAD TO SUBMIT AN **APPLICATION** TO PLAY AND BE DEEMED WORTHY.

ARMAGEDDON

COMBAT

SOCIAL

CREATIVE

RPG

MUDS
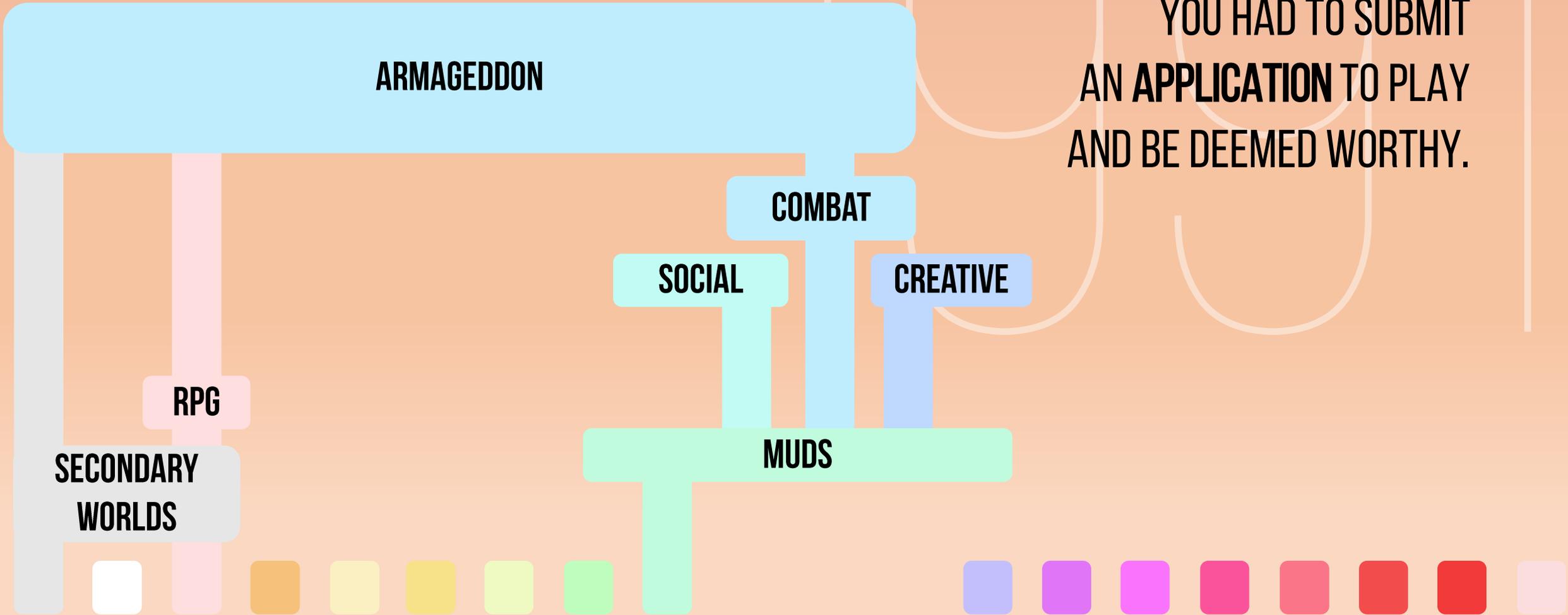
SECONDARY WORLDS

SANDBOXES

BUT THE MOST LASTING INFLUENCE CAME FROM A GAME THAT WAS NEVER THAT POPULAR.

IT WAS **SIMULATIONIST.**

IT ATTEMPTED A TRUE SECONDARY WORLD.

THE FIRST **SANDBOX.**

DARTMUD

COMBAT

SOCIAL

CREATIVE

RPG

MUDS

SECONDARY WORLDS

PK MUDS: PERSISTENT ARENAS

GENOCIDE

THE TENSION BETWEEN SPORT AND ROLEPLAY WAS VERY PRESENT.

PK MUDS WERE...

SANDBOX

COMBAT

SOCIAL

CREATIVE

MUDS

...A COMPROMISE.

SESSION-BASED GAMES
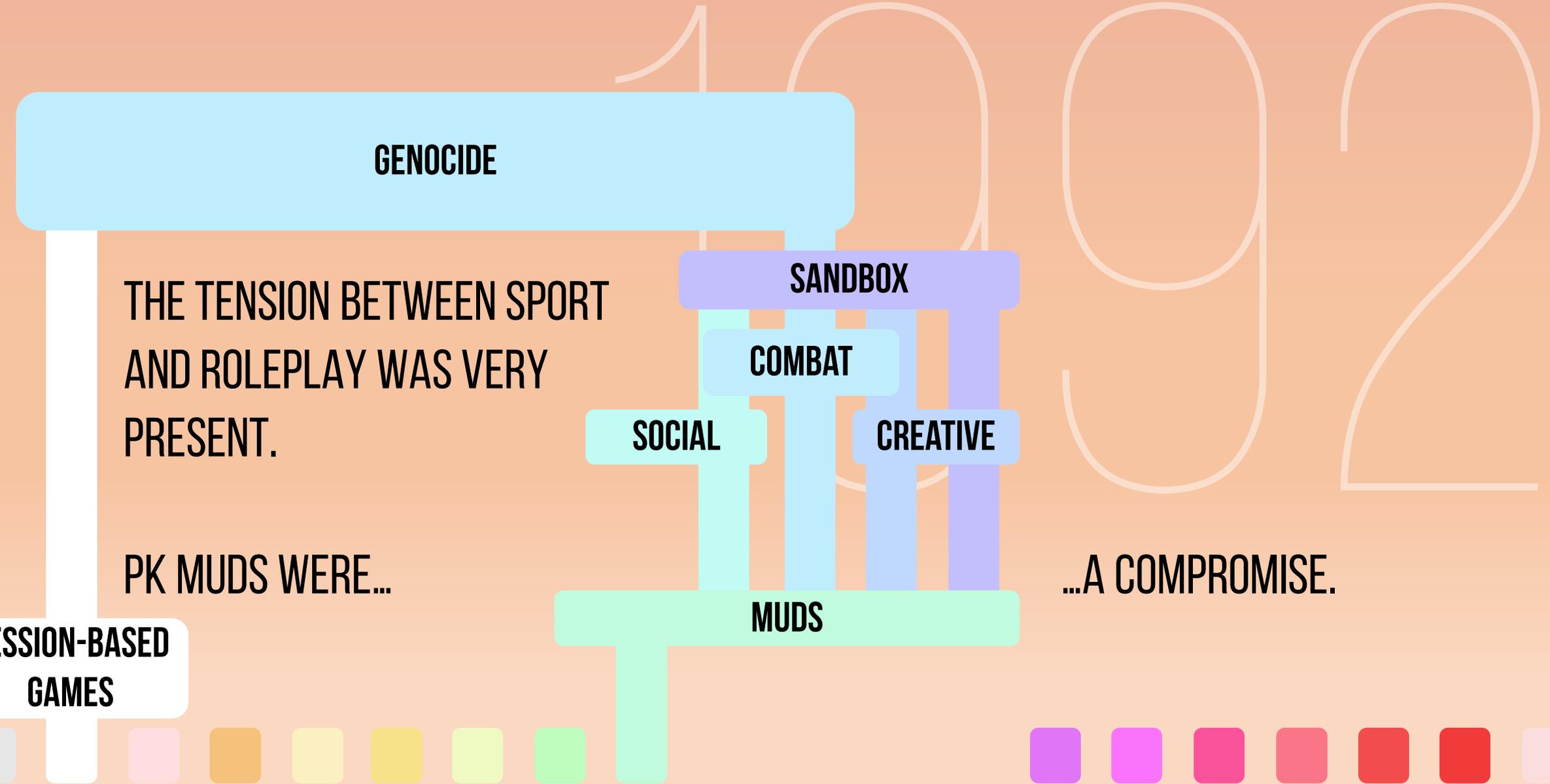
A SWORD MADE OF CODE...

NEAL STEPHENSON'S *SNOW CRASH* POPULARIZED THE WORD "AVATAR"

SNOW CRASH

SANDBOX

COMBAT

SOCIAL

CREATIVE

MUDS

CYBERPUNK
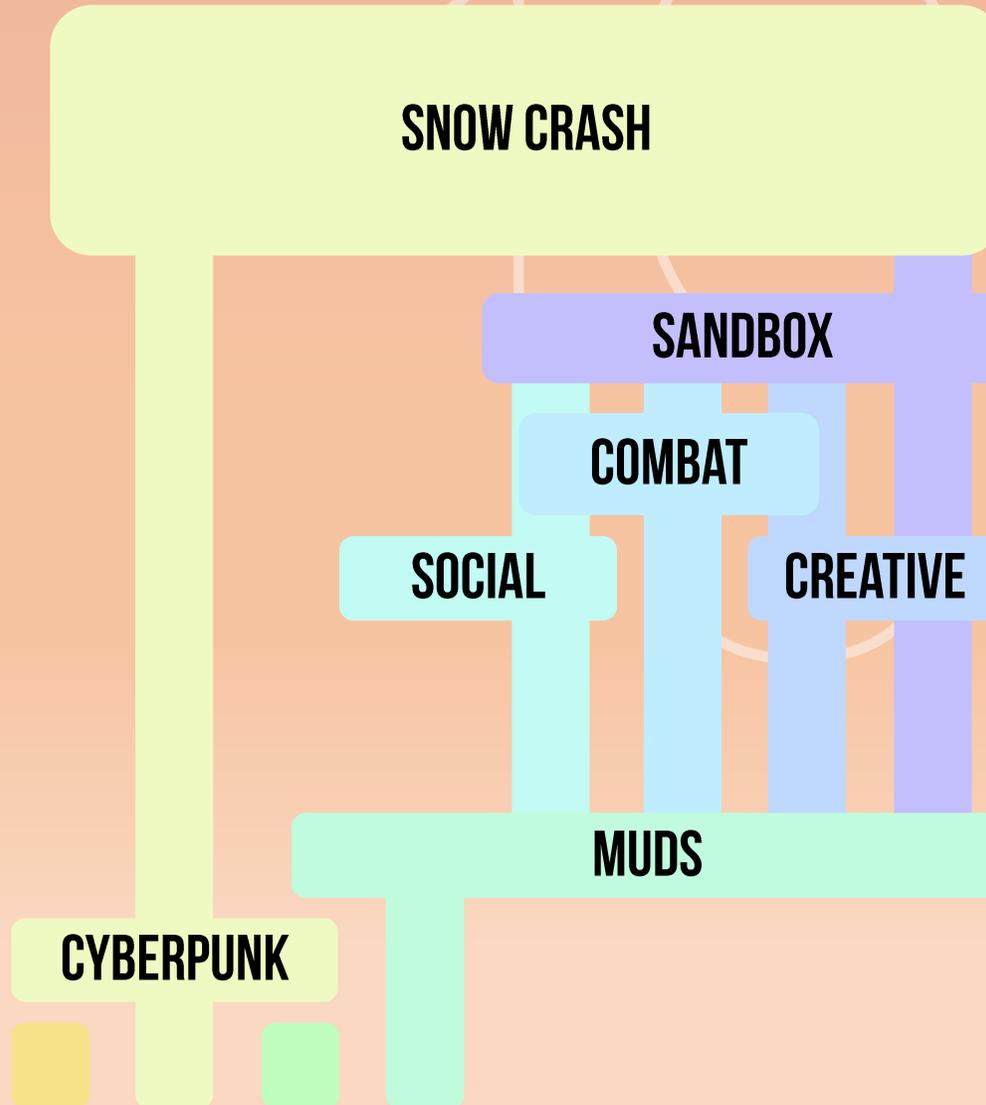
WHICH HAD BEEN IN USE SINCE 1985.

SUDDENLY, EVERYONE WAS TALKING ABOUT VIRTUAL WORLDS.

ABOUT A **"METAVERSE."**

THE FIRST METAVERSE

THAT SAME YEAR, LP MUDS WERE NETWORKED TOGETHER TO MAKE THE FIRST "WORLDS NETWORK."

EARLIER THAN YOU THOUGHT, PERHAPS?

INTERMUD NETWORKS

LPMUDS

SANDBOX

COMBAT

SOCIAL

CREATIVE

CYBERPUNK
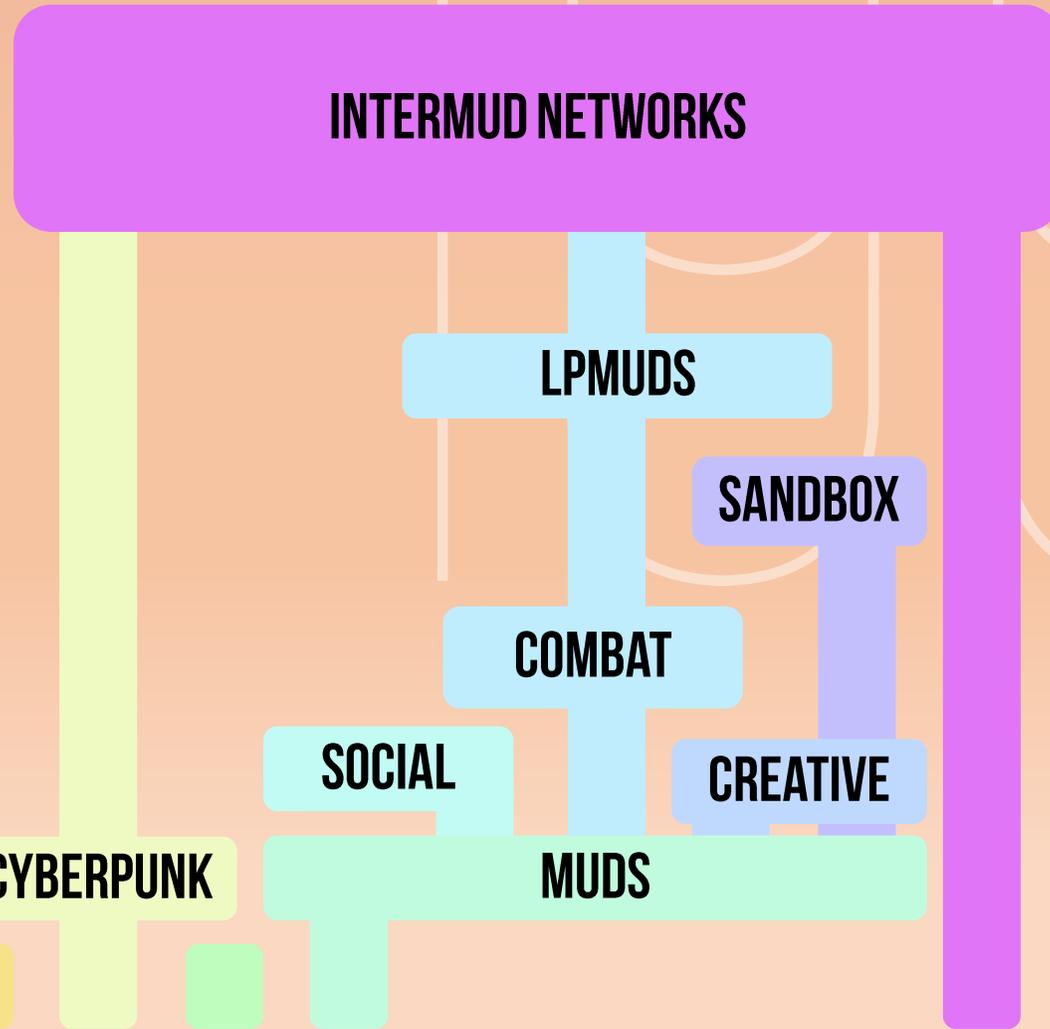
MUDS

ONLINE SERVICES START TO FADE

ONLINE SERVICES

BY 1993, A NEW PROTOCOL ("**HTTP://**")
WAS LOOKING TO SUPPLANT GOOD OLD
TELNET:// AND **FTP://**

THE OLD ONLINE SERVICES WERE FINALLY UNDER THREAT FROM
THE INTERNET.

SANDBOX

COMBAT

SOCIAL

CREATIVE

MUDS

THE WEB

AND IT CAME TRUE WITH THE MOSAIC BROWSER.

NOW THE NET HAD **PICTURES**.

MOSAIC

SANDBOX

COMBAT

SOCIAL

CREATIVE

ONLINE SERVICES

MUDS
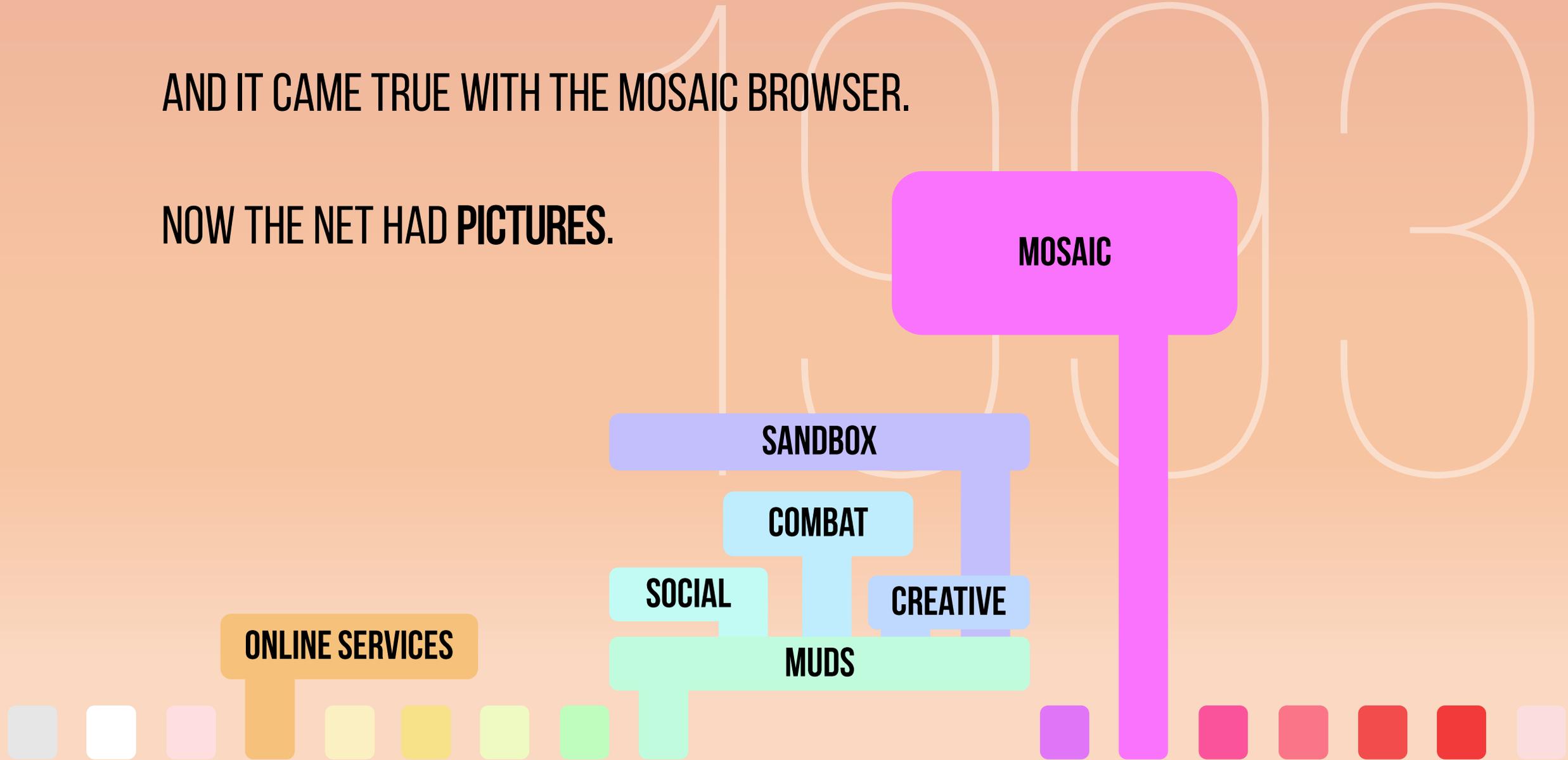
THE WEB

THE WEB

THE WEB ATE EVERYTHING.

SANDBOX

COMBAT

SOCIAL

CREATIVE

MUDS
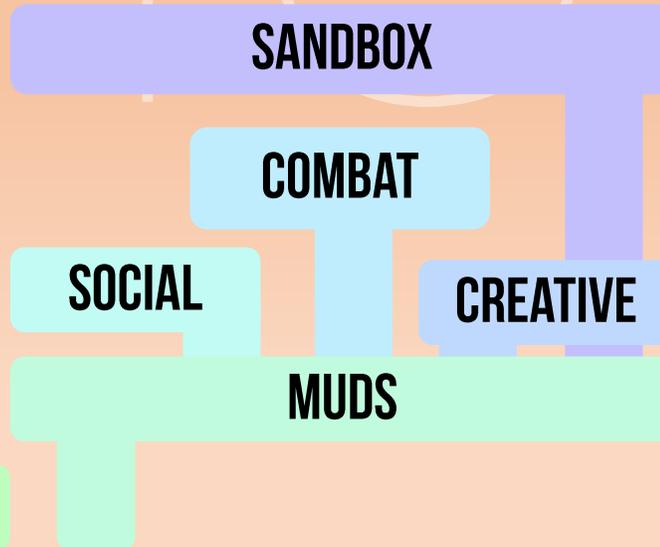
THE PROTO-MMORPG

DOZENS OF PROJECTS LAUNCHED TRYING TO MAKE GRAPHICAL VERSIONS OF MUD.

MERIDIAN 59,
THE FIRST WORLD IN A BOX.

OTHERS BECAME
THE BASIS OF HUGE
COMMERCIAL EMPIRES,
SUCH AS KOREA'S
KINGDOM OF THE WINDS.

GRAPHICAL MUDS
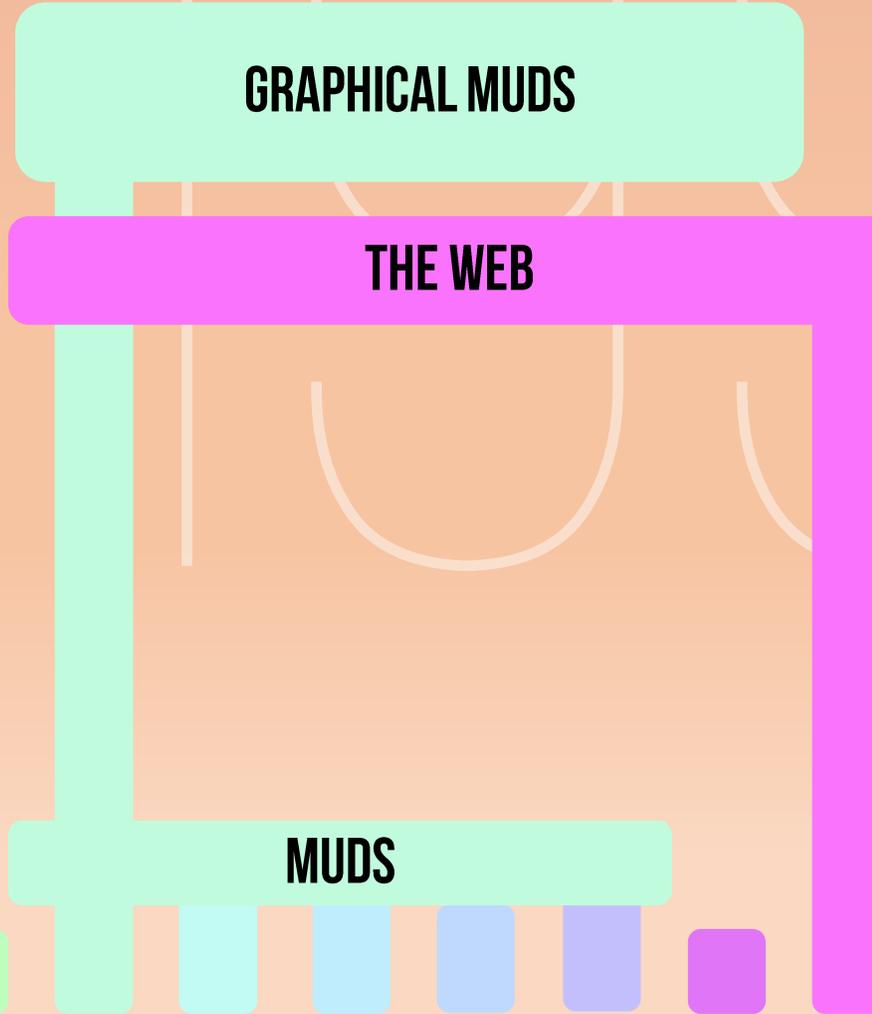
THE WEB

MUDS

ONLINE FPS

TRUE 3D GRAPHICS WERE A BIT OF A REVELATION.

AN ONLINE SPORT CULTURE
RAPIDLY DEVELOPED AROUND
QUAKE.

QUAKE

SESSION
BASED GAME

FPS

GRAPHICAL MUDS

THE WEB

MUDS

ONLINE RPGS

ROLEPLAYING GAMES HAD BEEN SORT OF WRITTEN OFF COMMERCIALLY. BUT BLIZZARD NORTH'S GRAPHICAL TAKE ON THE CLASSIC ROGUELIKE WAS A HUGE HIT.

IT, ALONG WITH *QUAKE*, DROVE THE GROWTH OF THE "LOBBY" ONLINE GAME:

SMALL GAME SESSIONS, MASSIVELY MULTIPLAYER LOBBIES.

DIABLO

RPG

SESSION BASED GAME

FPS

GRAPHICAL MUDS

THE WEB

MUDS
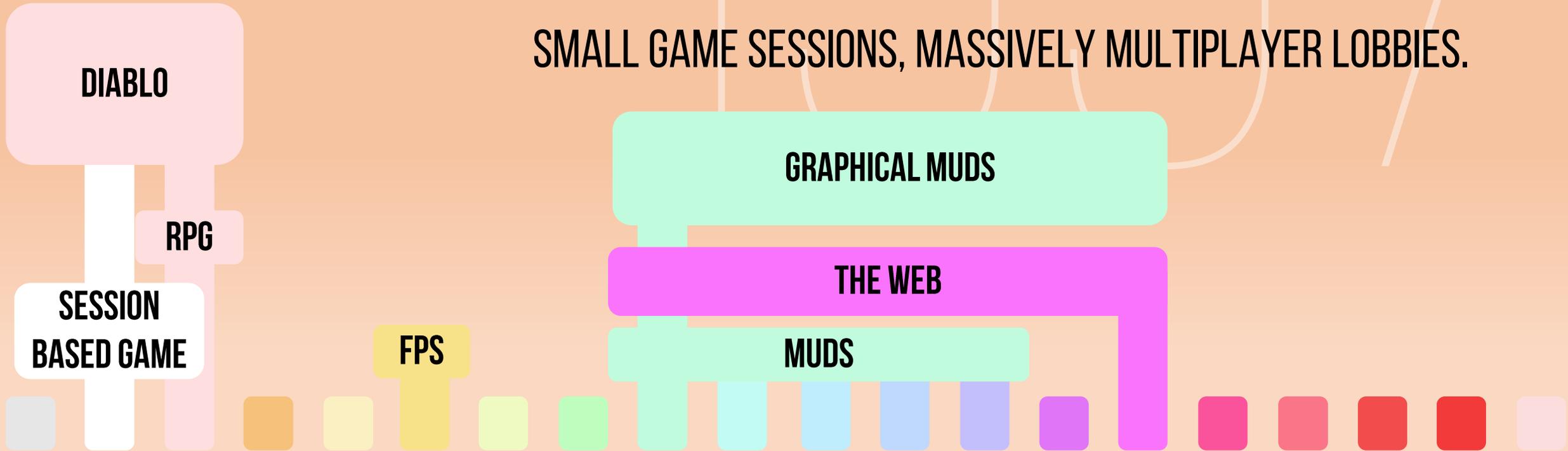
THE MMORPG

ULTIMA ONLINE

THERE WERE OTHERS.
BUT *UO* WAS THE
BIGGEST,
IT HAD THE MOST
BUDGET, AND IT HAD A BIG BRAND.

IT WAS ALSO BY FAR THE CRAZIEST.

MASSIVELY MULTIPLAYER ONLINE ROLE
PLAYING GAMES

RPG

SECONDARY
WORLDS

FPS

THE WEB

AN ARROGANT TEAM

ULTIMA ONLINE

THE TEAM KNEW WHAT THEY WERE MAKING:

NOT A GAME.
A NEW WORLD.

A NEW INTERNET, IN THEIR MIND.

RPG

MASSIVELY MULTIPLAYER ONLINE ROLE PLAYING GAMES

CYBERPUNK

SECONDARY WORLDS

FPS

THE WEB

THE MMORPG

ULTIMA ONLINE

DIKUMUDS

IT HAD THE COMBAT OF A DIKU.

MASSIVELY MULTIPLAYER ONLINE ROLE PLAYING GAMES

RPG

SECONDARY WORLDS

CYBERPUNK

THE WEB

THE MMORPG

ULTIMA ONLINE

DIKUMUDS

IT LEVERAGED THE SOCIAL IDEAS OF THE MUSHES.

TINYTIM

RPG

MASSIVELY MULTIPLAYER ONLINE ROLE PLAYING GAMES

SECONDARY WORLDS

FPS

THE WEB
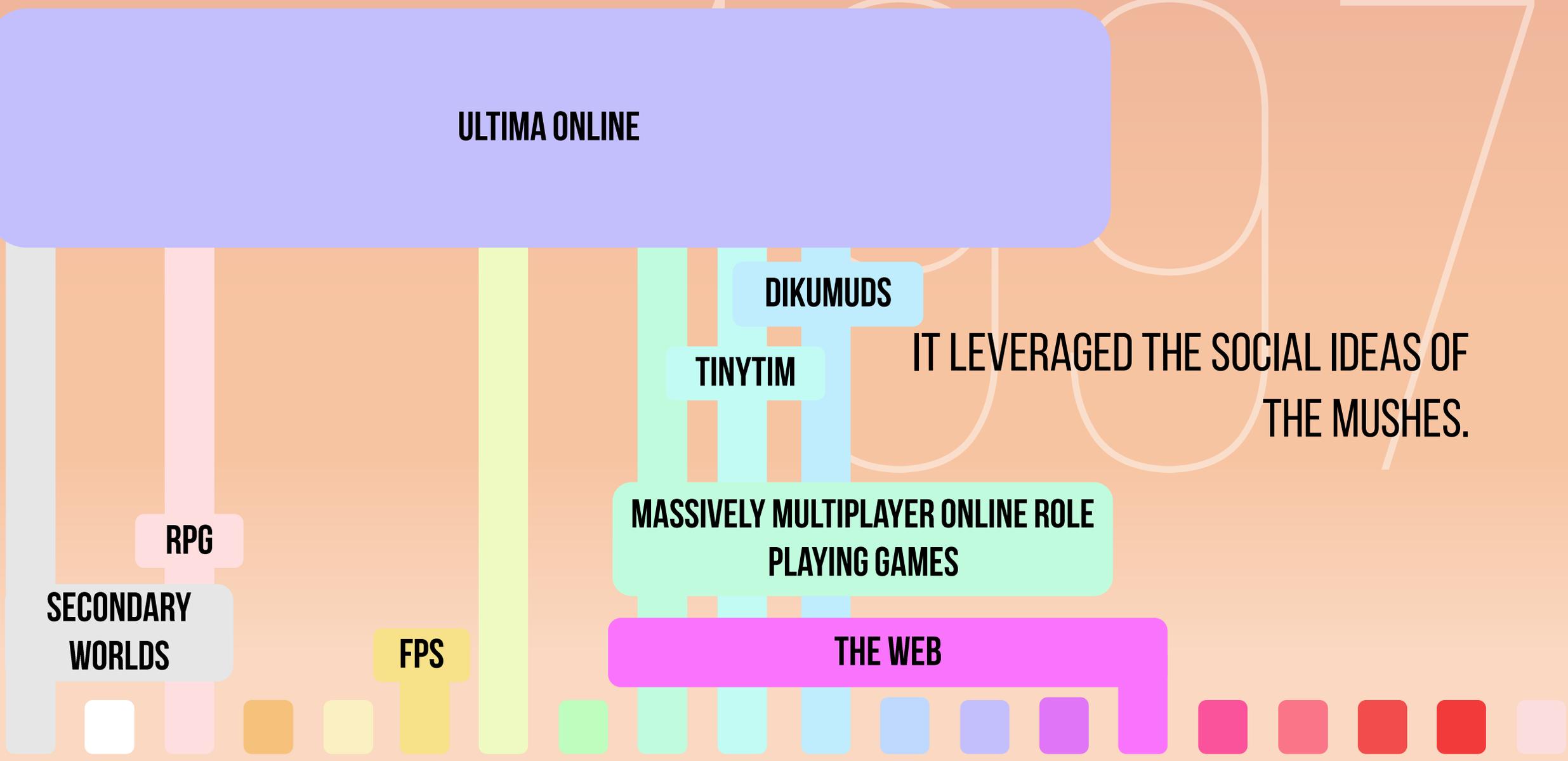
THE MMORPG

ULTIMA ONLINE

IT WAS A SIMULATED WORLD, WHERE GRASS ACTUALLY GREW.

DIKUMUDS

DARTMUD

TINYTIM

PERNMUSH

LAMBDAMOO

AND IT OPENED UP POLITICS AND ALL THE HEADY DEBATES THAT *LAMBDAMOO* DID BEFORE IT.

MASSIVELY MULTIPLAYER ONLINE ROLE PLAYING GAMES

RPG

SECONDARY WORLDS

CYBERPUNK

FPS

THE WEB

USERS TAKE CONTROL

ULTIMA ONLINE'S MOST LASTING LEGACY, THOUGH, MAY BE THAT IT WAS HACKED. A LOT.

USERS SOON RAN THEIR OWN WORLDS, AND *UO* WAS ACCIDENTALLY THE MOST POPULAR METAVERSE PLATFORM ON EARTH.

UO GRAY SHARDS

ULTIMA ONLINE

DIKUMUDS

DARTMUD

TINYTIM

PERNMUSH

LAMBDAMOO

MASSIVELY MULTIPLAYER ONLINE ROLE PLAYING GAMES

RPG

SECONDARY WORLDS

CYBERPUNK

FPS

THE WEB
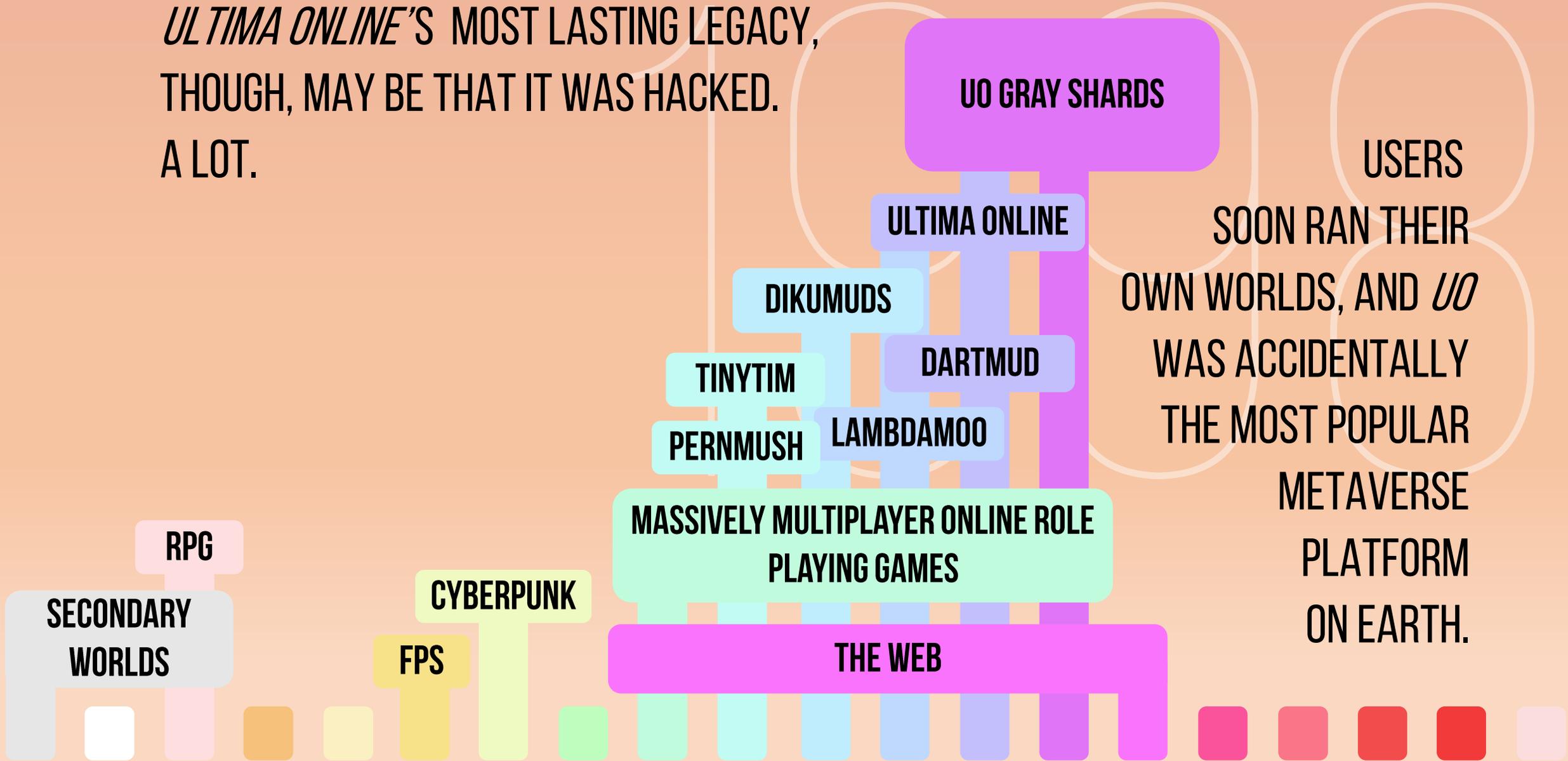
ASIA BOOMS

IN PARALLEL, GAMES IN ASIA KEPT DEVELOPING. UO SHARDS WERE POPULAR THERE.

EVENTUALLY, WHAT
EMERGED WAS A GAME
WHERE GUILDS WARRED,
SETTING THE PVP MMO IN MOTION.

LINEAGE

GRAY SHARDS

ULTIMA ONLINE

SESSION
BASED GAME

MASSIVELY MULTIPLAYER ONLINE ROLE
PLAYING GAMES

RPG

FPS
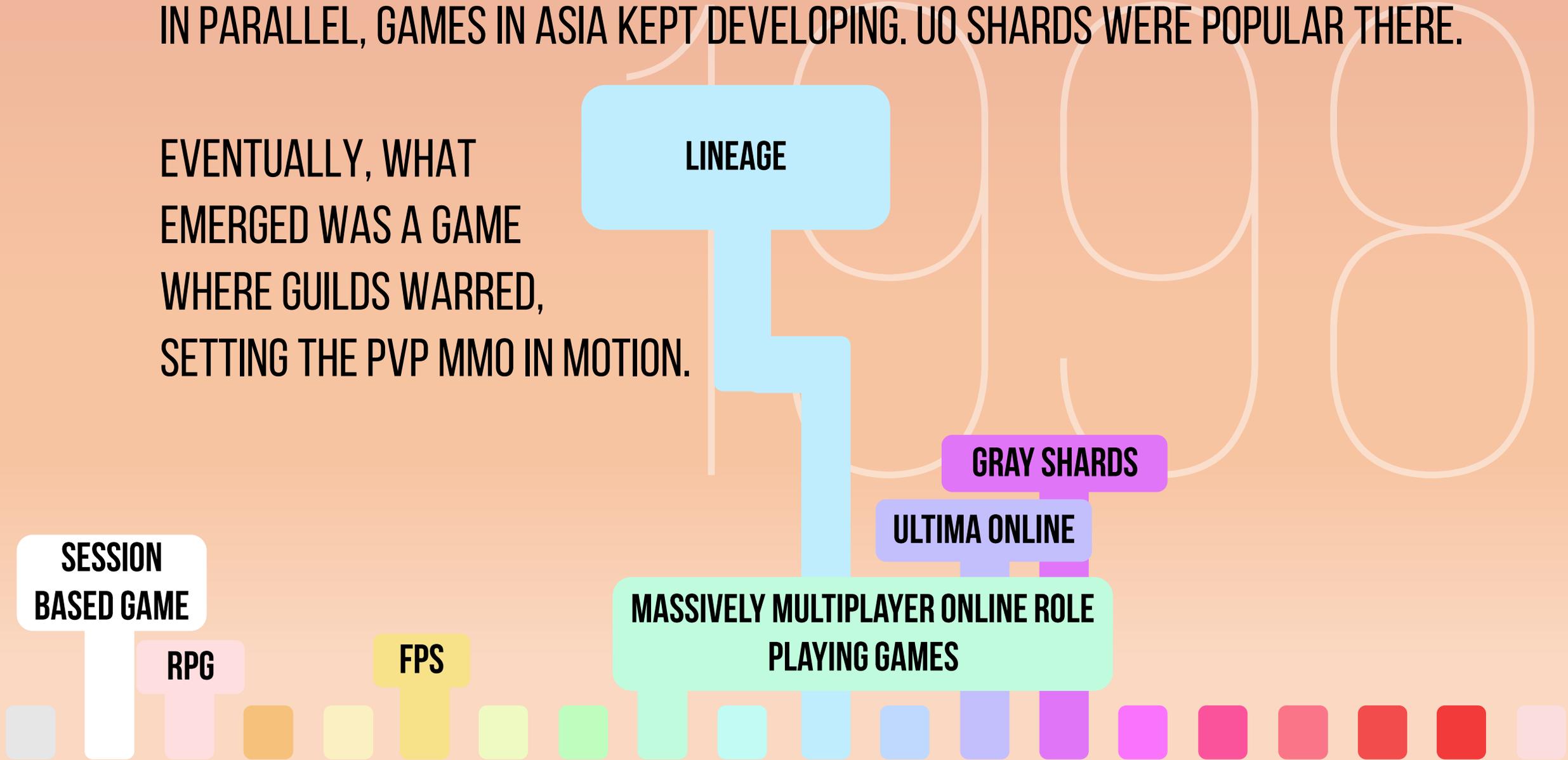
DIKU SETS THE TEMPLATE

THE FIRST WESTERN MMO WITH QUAKE-STYLE 3D ACCELERATED GRAPHICS, *EVERQUEST* WAS OTHERWISE VERY MUCH A DIKU IN ITS PLAYSTYLE.

EVERQUEST

JUST AS WITH TEXT DIKUS, THIS MEANT IT BECAME HUGELY POPULAR.

DIKUMUDS

LINEAGE

GRAY SHARDS

ULTIMA ONLINE

SESSION BASED GAME

MASSIVELY MULTIPLAYER ONLINE ROLE PLAYING GAMES

RPG

FPS
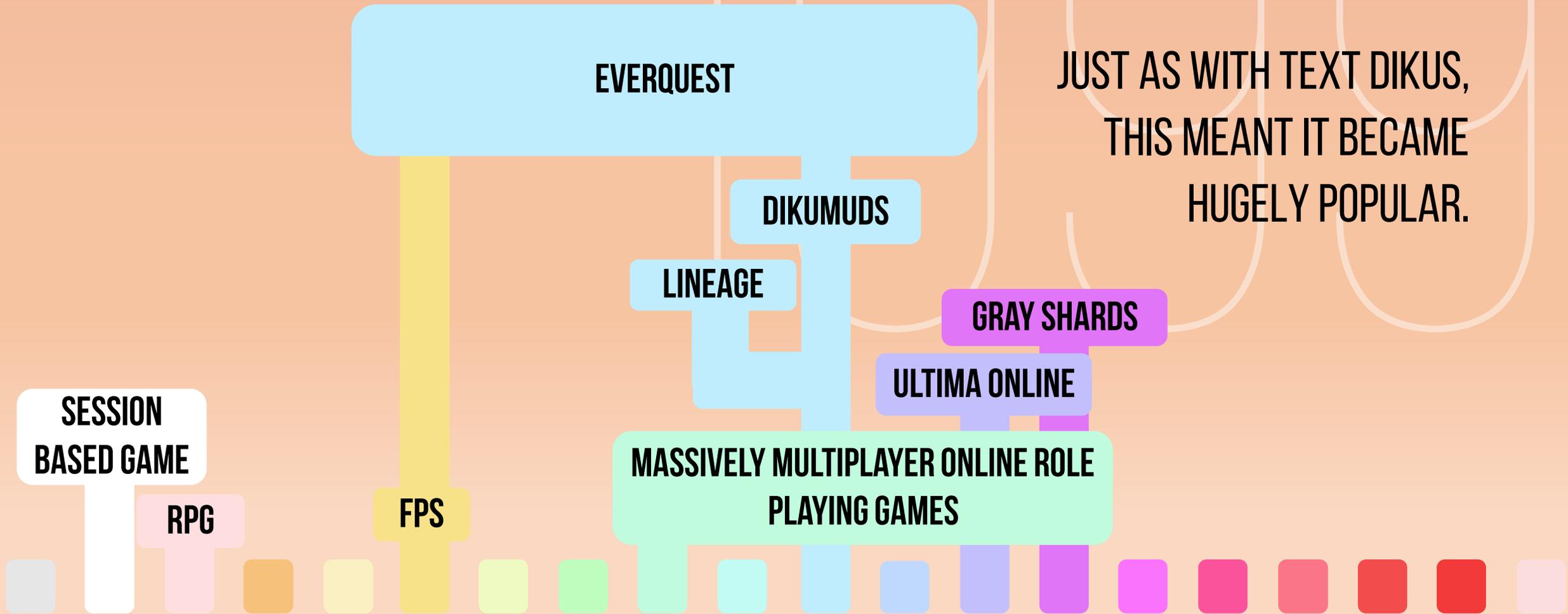
WORLDS ON THE WEB

DEPLOYING WITHOUT A HEAVY CLIENT, WORLDS ON THE WEB REACHED ENORMOUS AUDIENCES TARGETING SOCIAL PLAYERS.

NEOPETS WAS THE MOST POPULAR, AND WAS ALSO PARTLY INSPIRED BY SANDBOX PLAY.

NEOPETS

SOCIAL

PVP   PVE   GRAY SHARDS

SANDBOX

SESSION BASED GAME

RPG   FPS   MMORPG

PEOPLE START TO WORRY

THE MATRIX

BY 1999, ONLINE WORLD DEVELOPERS WERE BEING ASKED BY SERIOUS JOURNALISTS, "DO YOU THINK WE WILL PLUG IN AND NEVER WAKE UP?"

SOCIAL

WEB WORLDS

PVP

PVE

GRAY SHARDS

SESSION BASED GAME

SANDBOX

CYBERPUNK

RPG

FPS
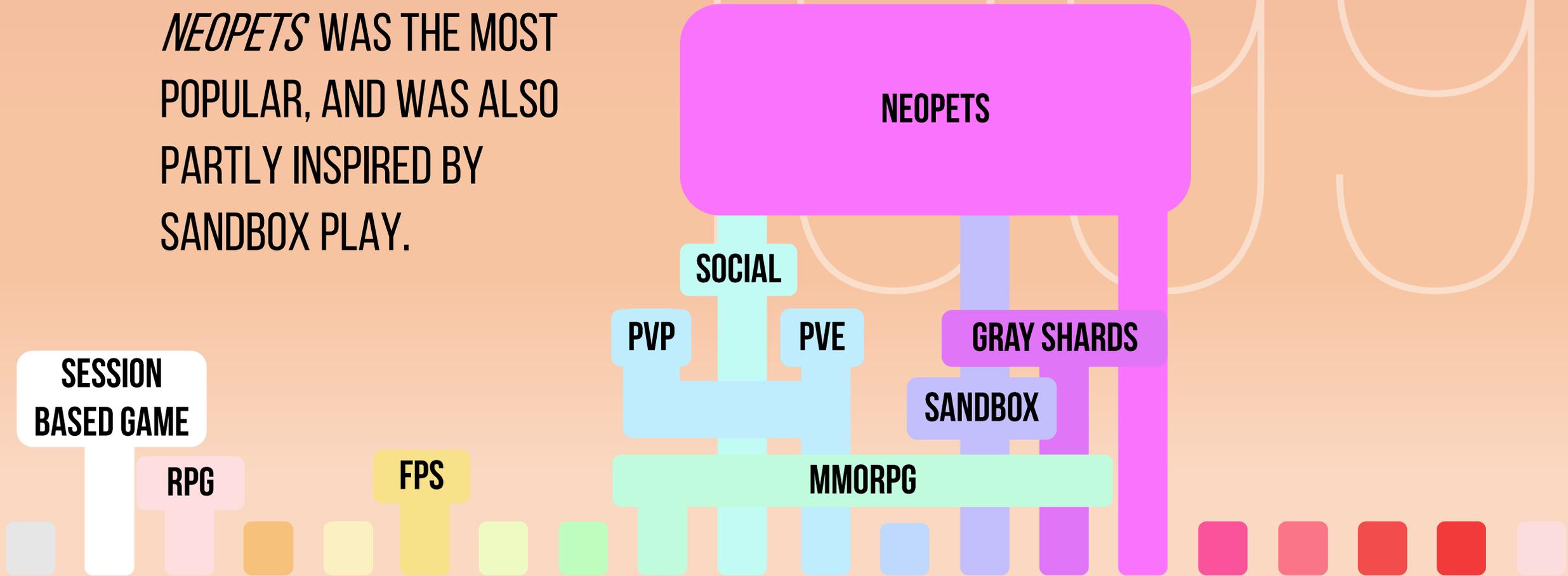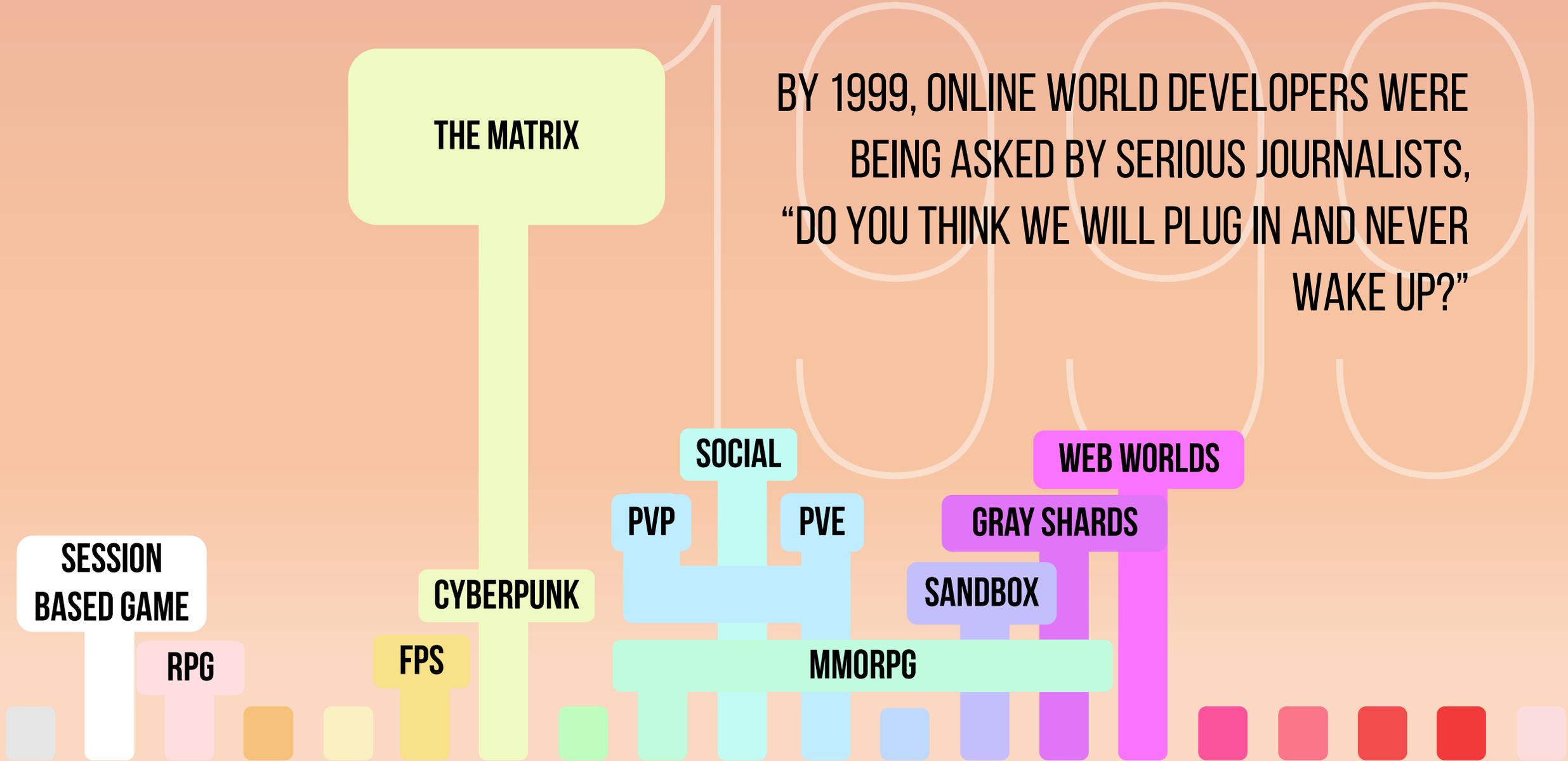
MMORPG

MMORTS

IN THE WAKE OF *ULTIMA ONLINE, EVERQUEST*, AND *ASHERON'S CALL*, EVERYONE STARTED MAKING MASSIVELY MULTIPLAYER GAMES.

THEY DID NOT CONFINE THEMSELVES TO RPG'S.

MANKIND

SOCIAL

WEB WORLDS

PVP

PVE

USER RUN

TRADE WARS

SESSION BASED GAME

SANDBOX

EMPIRE

RPG

FPS
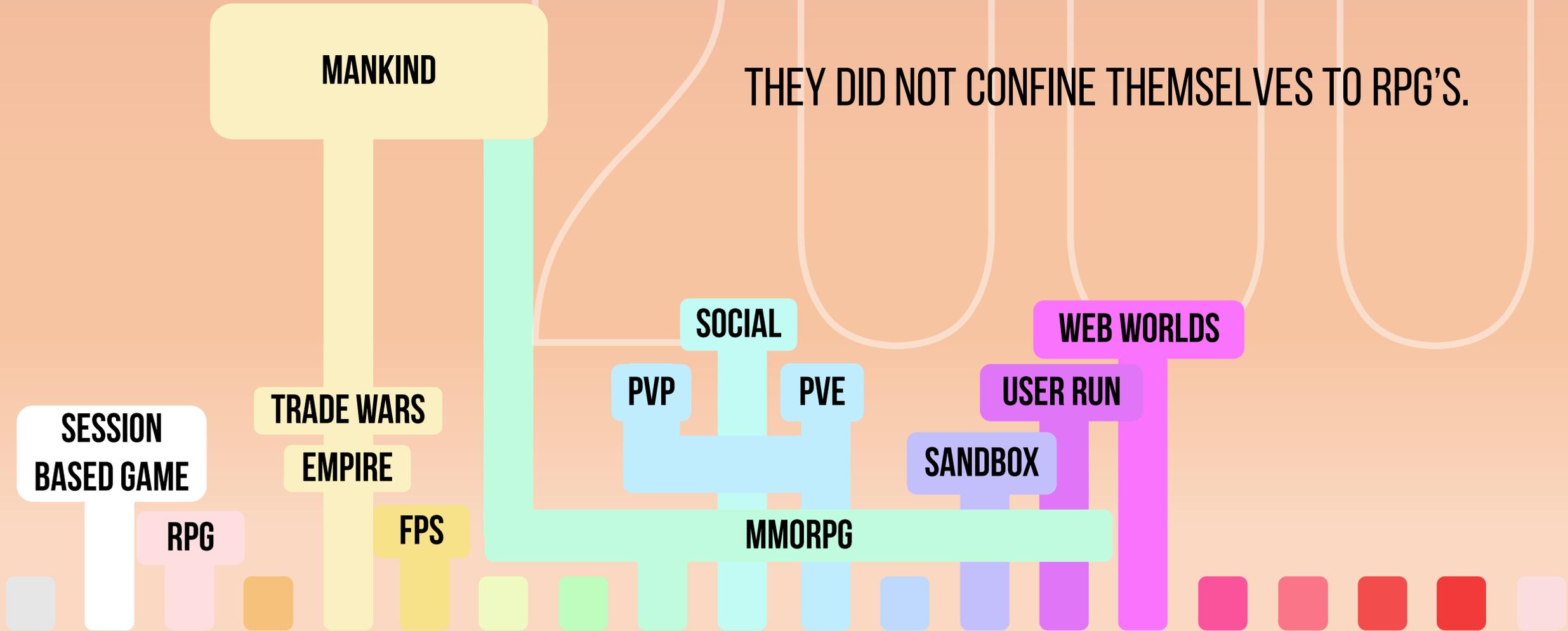
MMORPG

ONLINE CITY BUILDER

MANY OF THESE GENRES DIDN'T STICK, BUT
ONE IN PARTICULAR WORKED WELL FOR WEB-BASED
DEPLOYMENT.

STARPEACE

SOCIAL

WEB WORLDS

MANKIND

PVP
PVE

USER RUN

TRADE WARS

SESSION
BASED GAME

EMPIRE

SANDBOX

RPG

FPS

MMORPG

PHP STRATEGY GAMES

DOZENS OF THESE STRATEGY GAMES SPROUTED ACROSS THE WEB.

ASYNCH STRATEGY
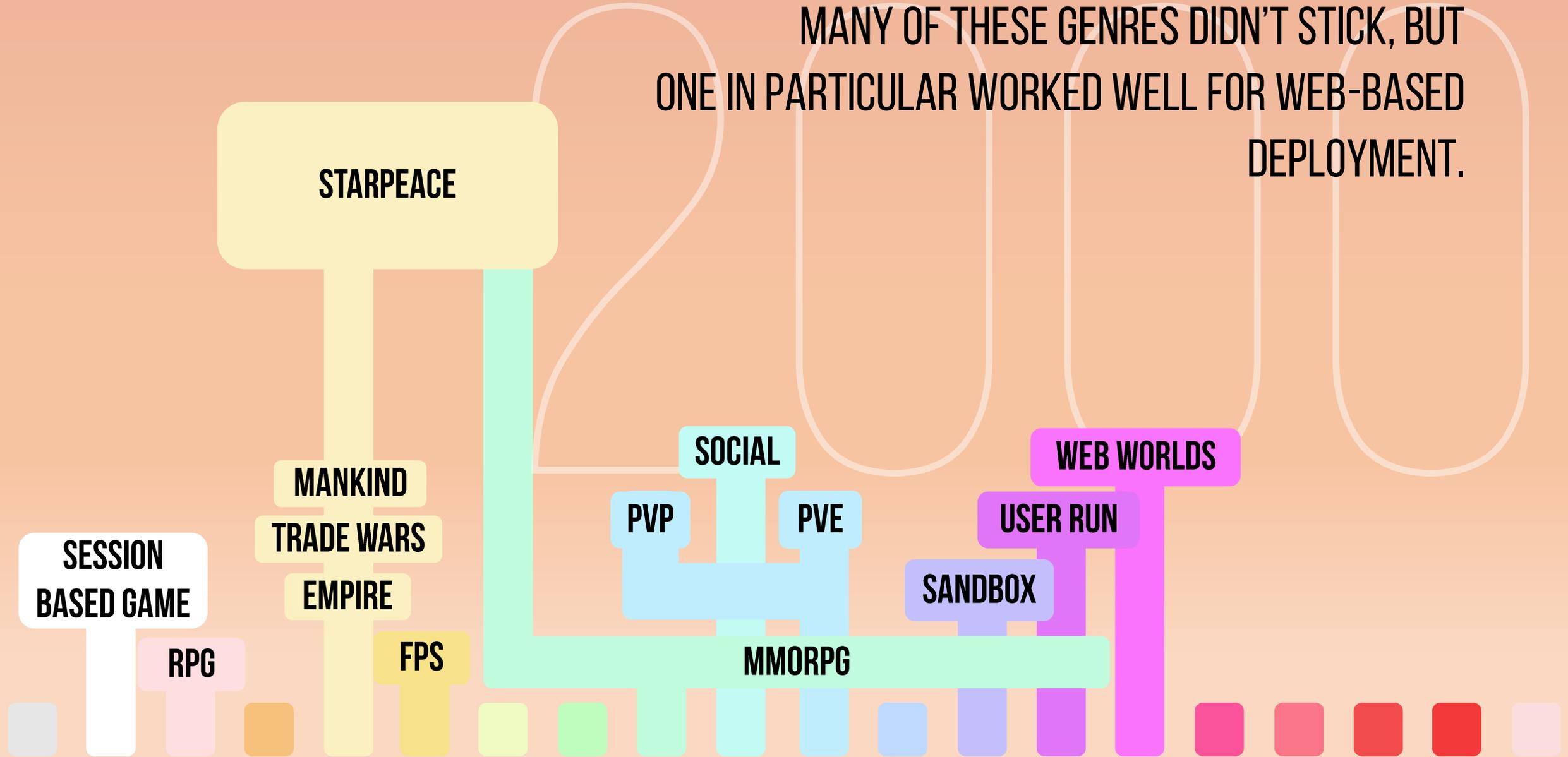
STARPEACE

MANKIND

TRADE WARS

EMPIRE

SESSION BASED GAME

RPG

FPS

SOCIAL

PVP

PVE

WEB WORLDS

USER RUN

SANDBOX

MMORPG
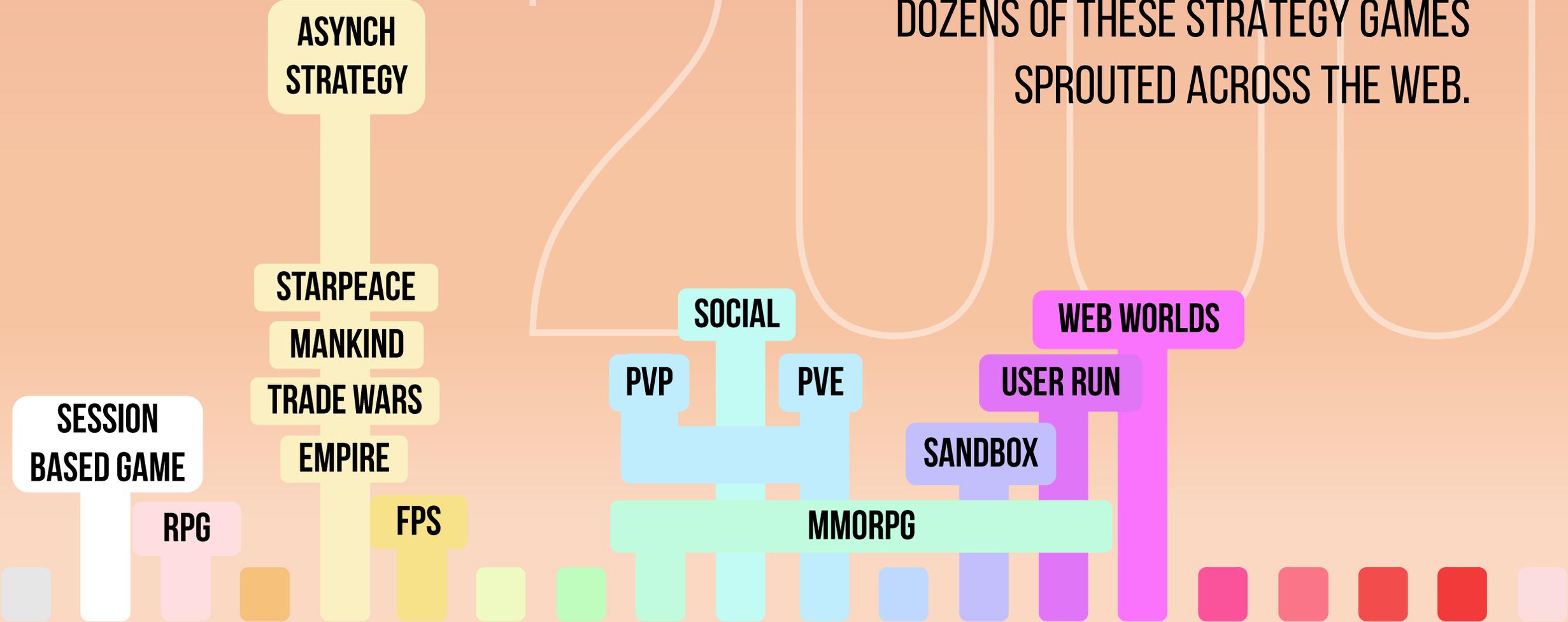
PHP STRATEGY GAMES

2001

THOUGH POPULAR,
THEY DID NOT YET GARNER MASS MARKET AUDIENCES.
THAT WOULD HAVE TO WAIT FOR A NEW PLATFORM.

SOCIAL

WEB WORLDS

PVP   PVE

USER RUN

SESSION
BASED GAME

ASYNCH
STRATEGY

SANDBOX

RPG   FPS   MMORPG
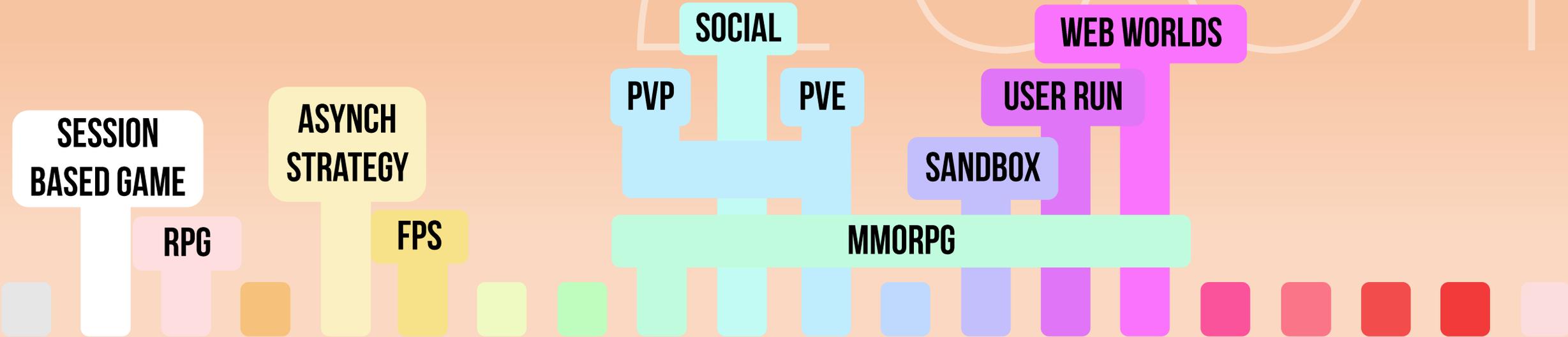
ALTERNATE REALITY GAMES

A NEW FORM OF SECONDARY WORLD STARTED TO PUSH THE FANTASY INTO THE REAL WORLD.

IT WAS LIKE PLAYING AN MMO WITH NO COMPUTER.

MAJESTIC

I LOVE BEES

TRANSMEDIA

FAN FICTION

SECONDARY WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

RPG

FPS

SOCIAL

PVP

PVE

WEB WORLDS

USER RUN

SANDBOX

MMORPG
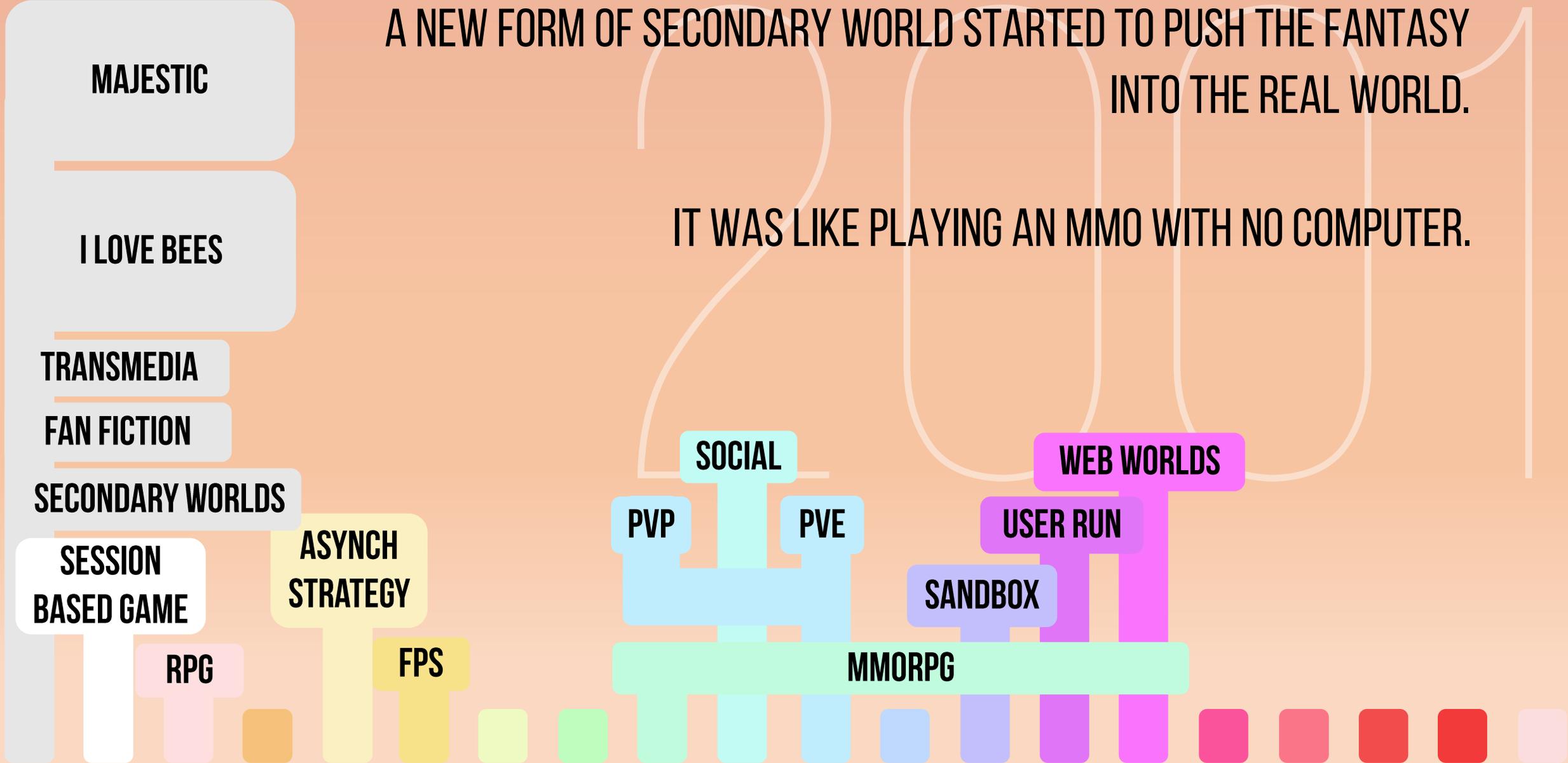
SANDBOXES GO TO THE WEB

A DIRECT ATTEMPT TO CREATE A SANDBOX USING WEB TECHNOLOGIES, *RUNESCAPE* REACHED ENORMOUS AUDIENCES, EVEN AS PEOPLE QUESTIONED WHETHER SANDBOXES COULD BE SUCCESSFUL.

RUNESCAPE

ULTIMA ONLINE

WEB WORLDS

SOCIAL

PVP

PVE

USER RUN

SESSION BASED GAME

ASYNCH STRATEGY

SANDBOX

ARG

RPG

FPS

MMORPG
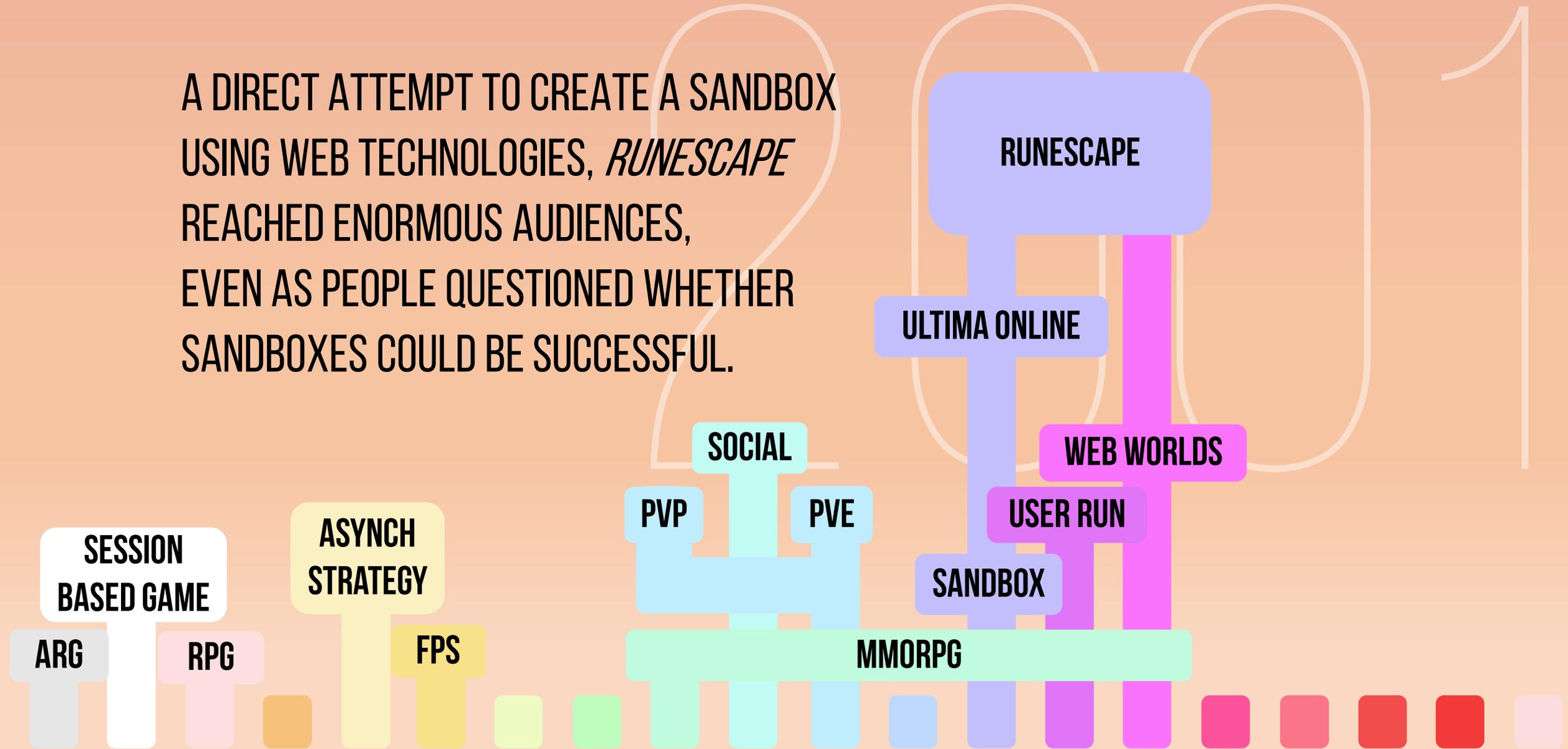
A SOCIAL SANDBOX

INDEED, HIGH-PROFILE DISAPPOINTMENTS SEEMED TO CONFIRM THAT THE DIKU MODEL WAS THE STRAIGHTFORWARD PATH TO REVENUE. *SIMS ONLINE* HAD THE COVER OF *TIME*.

IT JUST DIDN'T HAVE THE USERS TO COVER ITS BUDGET.
AND IT WAS OFTEN **ANTI**-SOCIAL.

THE SIMS ONLINE

SOCIAL

WEB WORLDS

PVP   PVE   USER RUN

ASYNCH STRATEGY

SESSION BASED GAME   SANDBOX
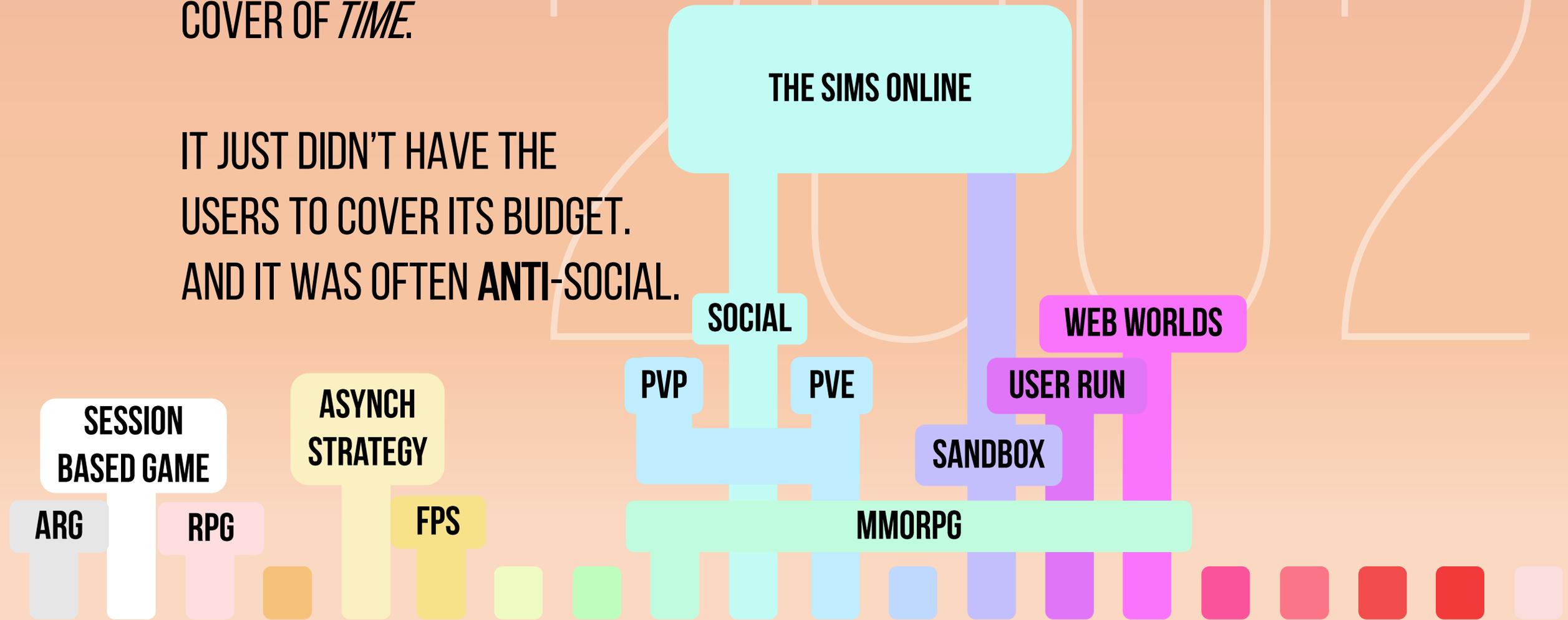
ARG   RPG   FPS   MMORPG

USER-RUN ONLINE RPG

THERE WAS A BACKLASH AGAINST HUGE ANONYMOUS CROWDS.

NWN LET YOU RUN *D&D* WITH JUST YOUR FRIENDS.

NEVERWINTER NIGHTS

DIABLO

SESSION BASED GAME

ASYNCH STRATEGY

ARG

RPG

FPS

SOCIAL

PVP

PVE

WEB WORLDS

USER RUN

SANDBOX

MMORPG

MOBA

A POPULAR USER-CREATED MOD FOLLOWED IN THE TRADITION OF EARLIER MODS LIKE *COUNTERSTRIKE* IN BECOMING A MAJOR NEW SPORT.

DEFENSE OF THE ANCIENTS

MMORTS

SESSION BASED GAME

ASYNCH STRATEGY

SOCIAL

WEB WORLDS

PVP

PVE

USER RUN

SANDBOX

ARG

RPG

FPS

MMORPG
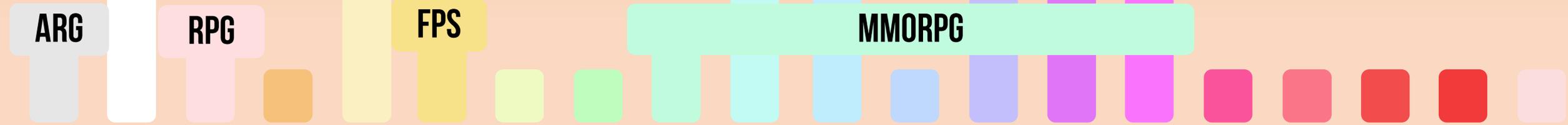
RETURN OF THE DREAM

FINALLY, A NEW MOO-STYLE WORLD WAS CREATED, AND DREW MUCH ATTENTION.

IT HAD EXPLICIT INTENT TO BE A METAVERSE.

IT WAS ALSO, UH, EXPLICIT.

IT FASCINATED THE MEDIA.

SECOND LIFE

MOO

SOCIAL

WEB WORLDS

MOBA

PVP

PVE

USER RUN

SESSION BASED GAME

ASYNCH STRATEGY

SANDBOX

ARG

RPG

FPS

MMORPG
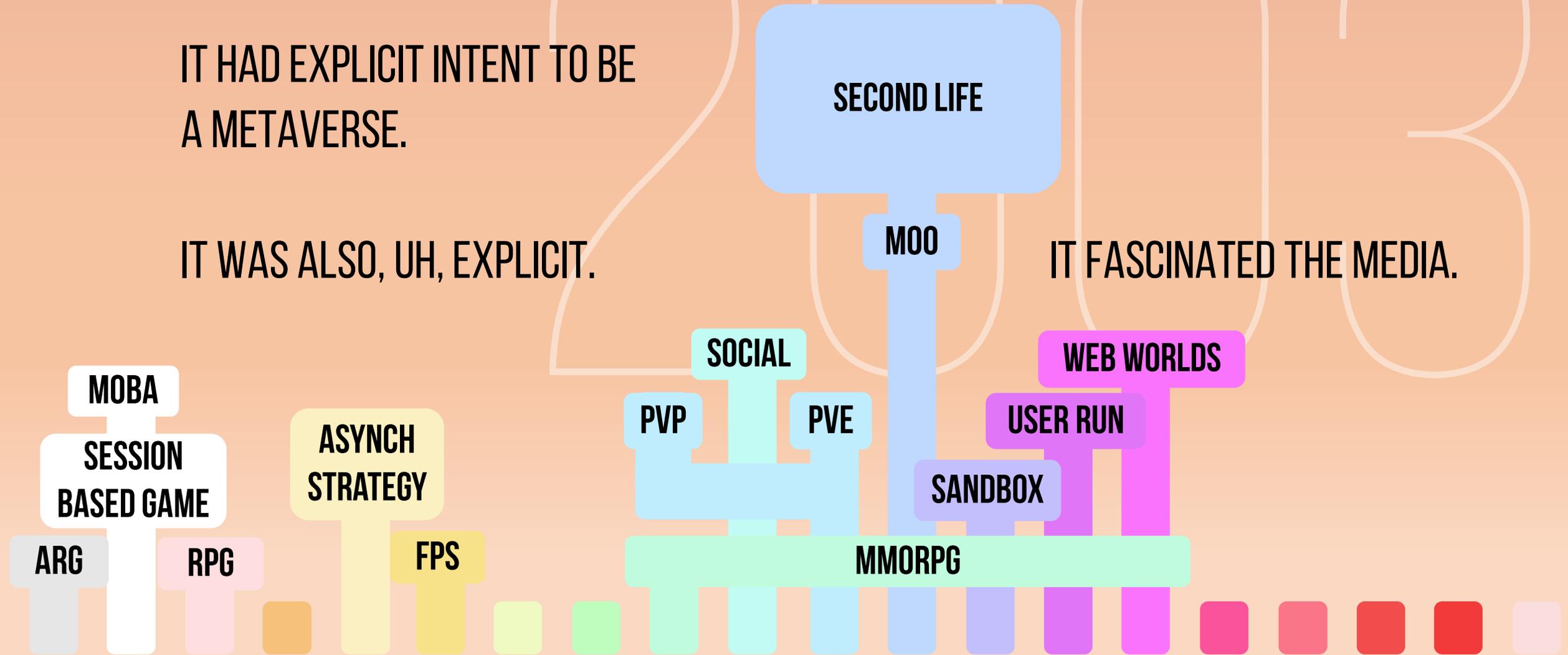
OPENSIM

ITS METAVERSE ASPIRATIONS CAME MORE TRUE IN THE HANDS OF USERS.

RUNNING OPEN SOURCE VERSIONS OF THE *SECOND LIFE* SERVER, A DISTRIBUTED NETWORK SPRANG UP.

AS OF YET, THOUGH, NO STANDARD EXISTS CONNECTING ALL WORLDS.

SECOND LIFE OPENSIM

SOCIAL

WEB WORLDS

MOBA

PVP

PVE

USER RUN

SESSION BASED GAME

ASYNCH STRATEGY

SANDBOX

ARG

RPG

FPS

MMORPG

MMO FPS ARENA

GETTING A THOUSAND PEOPLE TO SHOOT EACH OTHER IN THE FACE
WAS A MAJOR TECHNICAL CHALLENGE.

PERSISTENT WORLDS AND VICTORY CONDITIONS
DON'T PLAY WELL TOGETHER EITHER.

PLANETSIDE

SOCIAL

VW

WEB WORLDS

MOBA

PVP

PVE

USER RUN

SESSION
BASED GAME

ASYNCH
STRATEGY

SANDBOX

ARG

RPG

FPS

MMORPG

SOCIAL WORLDS RETURN

THERE.COM

MEANWHILE SOCIAL WORLDS STRUGGLED IN THE FACE OF THE EASY APPEAL OF SHOOTING (OR STABBING) PEOPLE IN THE FACE.

TINY

MMOFPS

SOCIAL

VW

WEB WORLDS

MOBA

PVP

PVE

USER RUN

SESSION BASED GAME

ASYNCH STRATEGY

SANDBOX

ARG

RPG

FPS

MMORPG
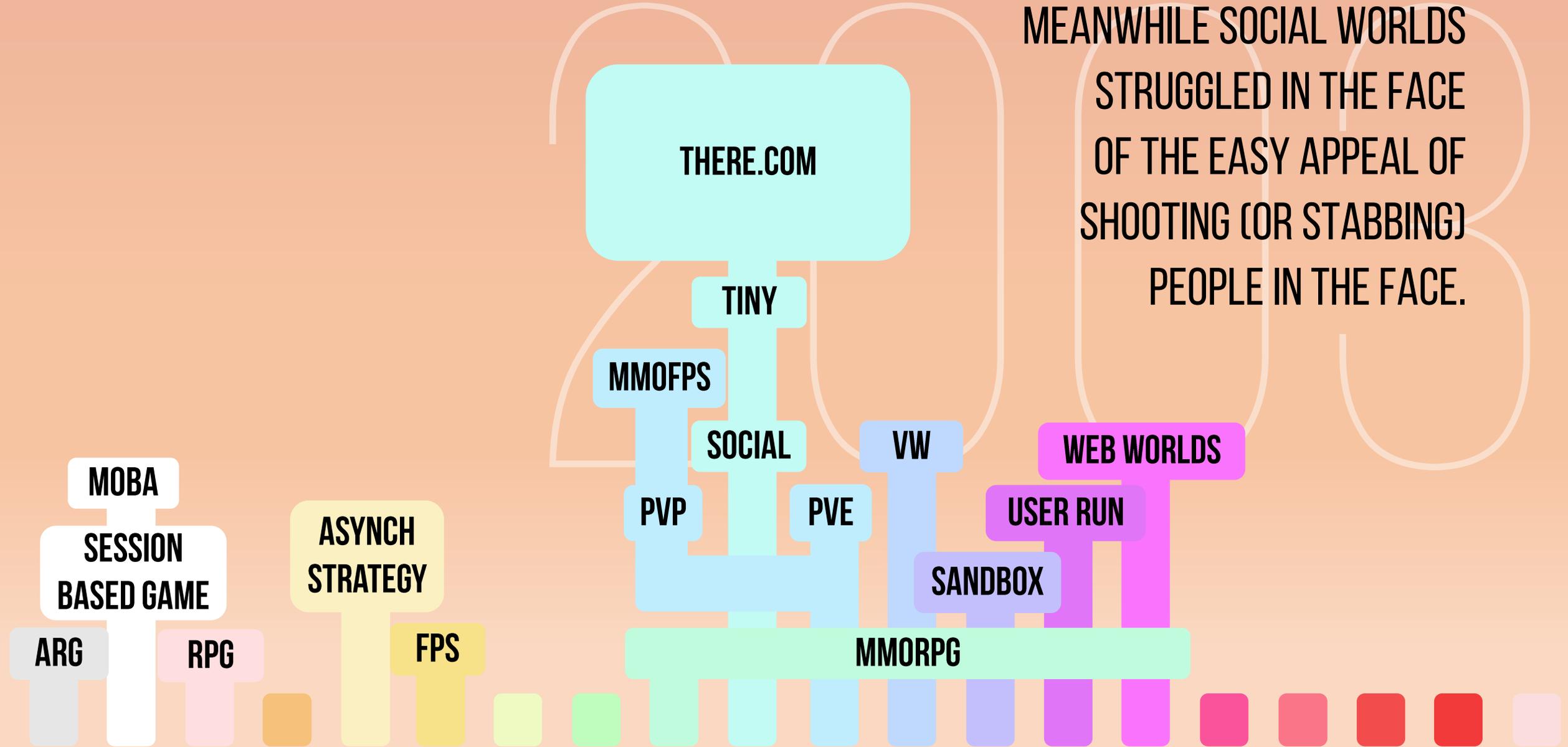
SANDBOXES EVOLVE

THIS DIDN'T STOP DEVELOPERS FROM NICKING ALL THE BEST SOCIAL DESIGN BITS.

WHETHER THAT FIT THE *STAR WARS* LICENSE OR NOT.

STAR WARS GALAXIES

THERE.COM

MMOFPS

SOCIAL

VW

WEB WORLDS

MOBA

PVP

PVE

USER RUN

SESSION BASED GAME

ASYNCH STRATEGY

SANDBOX

ARG

RPG

FPS

MMORPG

SANDBOXES EVOLVE

2003
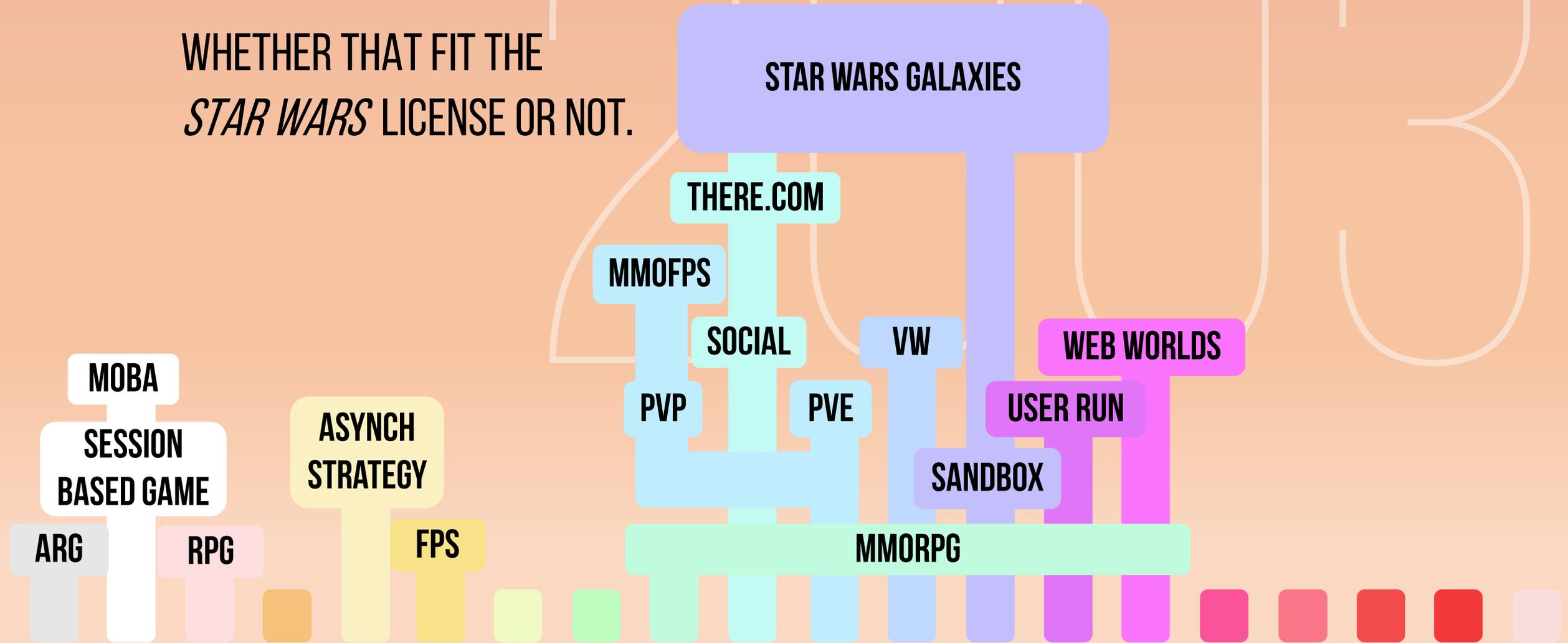
ALAS, NO ONE KNEW THAT THIS PERIOD
WAS THE HIGH WATER MARK FOR
SANDBOX PLAY FOR QUITE A WHILE.

EVE ONLINE

SWG

MMOFPS

SOCIAL

VW

WEB WORLDS

MOBA

PVP

PVE

USER RUN

SESSION
BASED GAME

ASYNCH
STRATEGY

SANDBOX

ARG

RPG

FPS

MMORPG
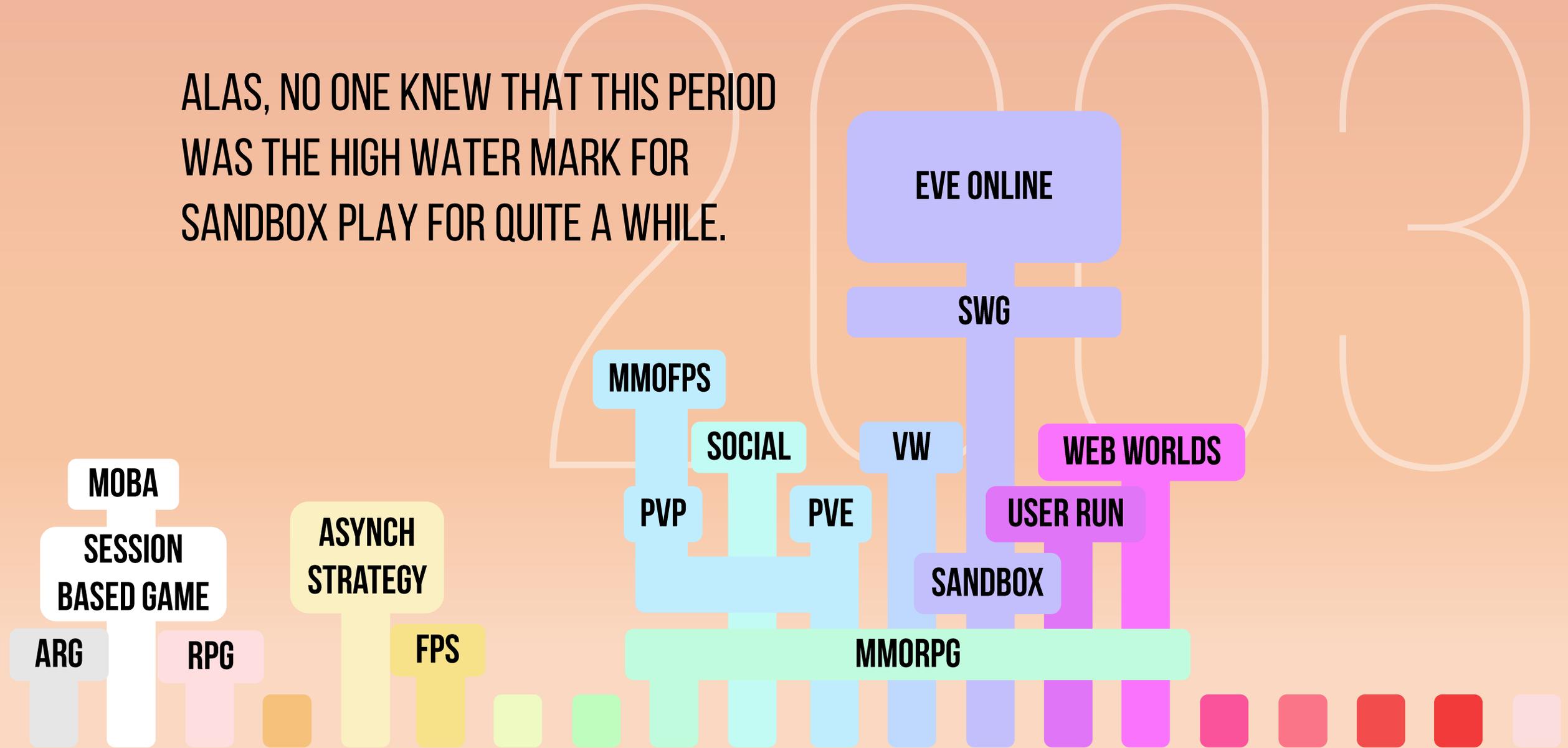
SANDBOXES EVOLVE

THEY WERE DEEMED INACCESSIBLE.
"TOO HARDCORE."

KEY FEATURES: FASHION, FARMING,
CRAFTING, AND ITEM TRADING.

WURM ONLINE

EVE ONLINE

SWG

MMOFPS

SOCIAL

VW

WEB WORLDS

MOBA

PVP

PVE

USER RUN

SESSION
BASED GAME

ASYNCH
STRATEGY

SANDBOX

ARG

RPG

FPS

MMORPG
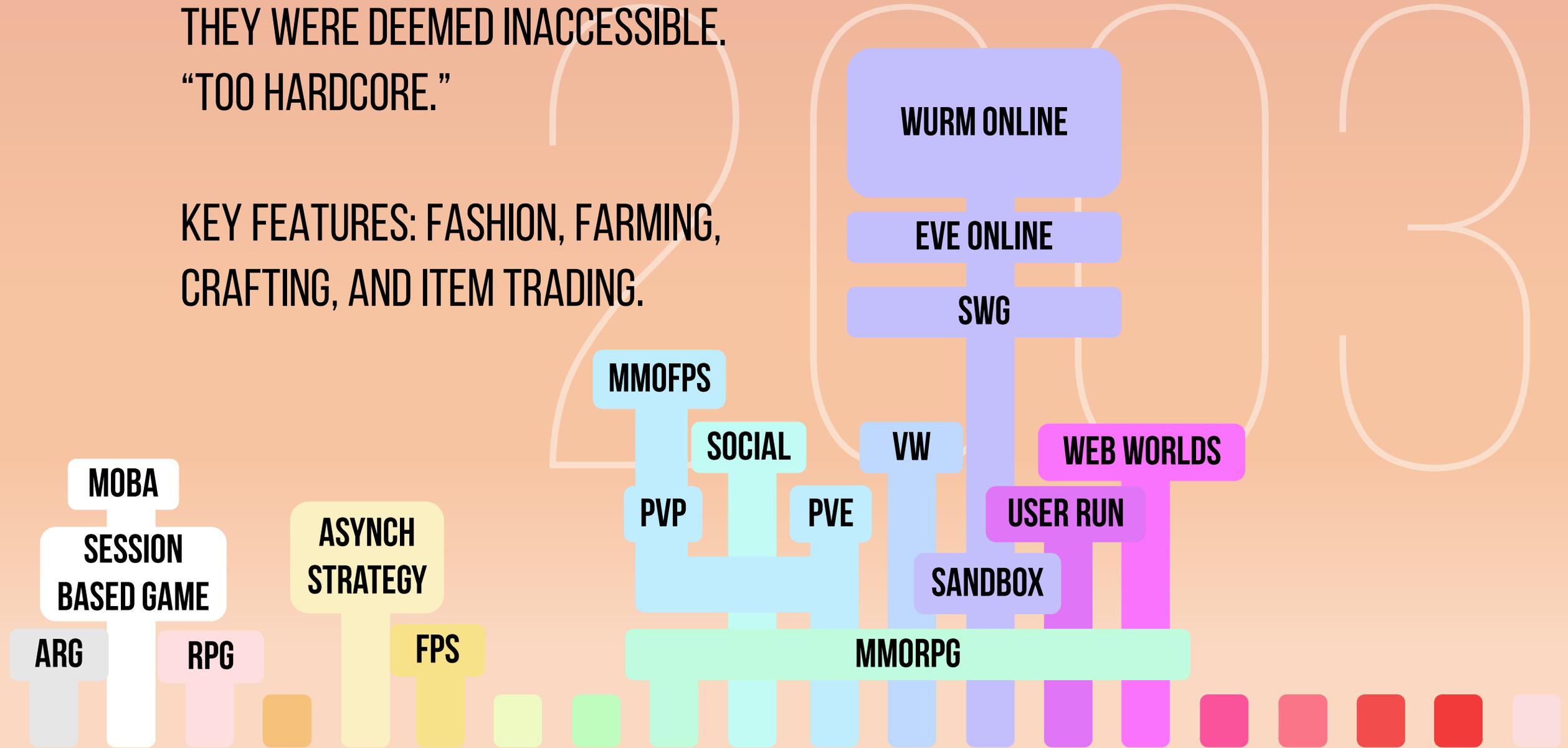
KID'S WORLDS

EVEN EARLY KIDS' WORLDS WERE BASICALLY COMBAT GAMES, WITH SOME MINIGAMES ADDED.

IN THIS ONE YOU KILLED "COGS."
AKA CORPORATE SUITS.

TOONTOWN ONLINE

MMOFPS

SOCIAL

SANDBOX

PVP

PVE

WEB WORLDS

MOBA

SESSION BASED GAME

ASYNCH STRATEGY

VW

USER RUN

ARG

RPG

FPS

MMORPG
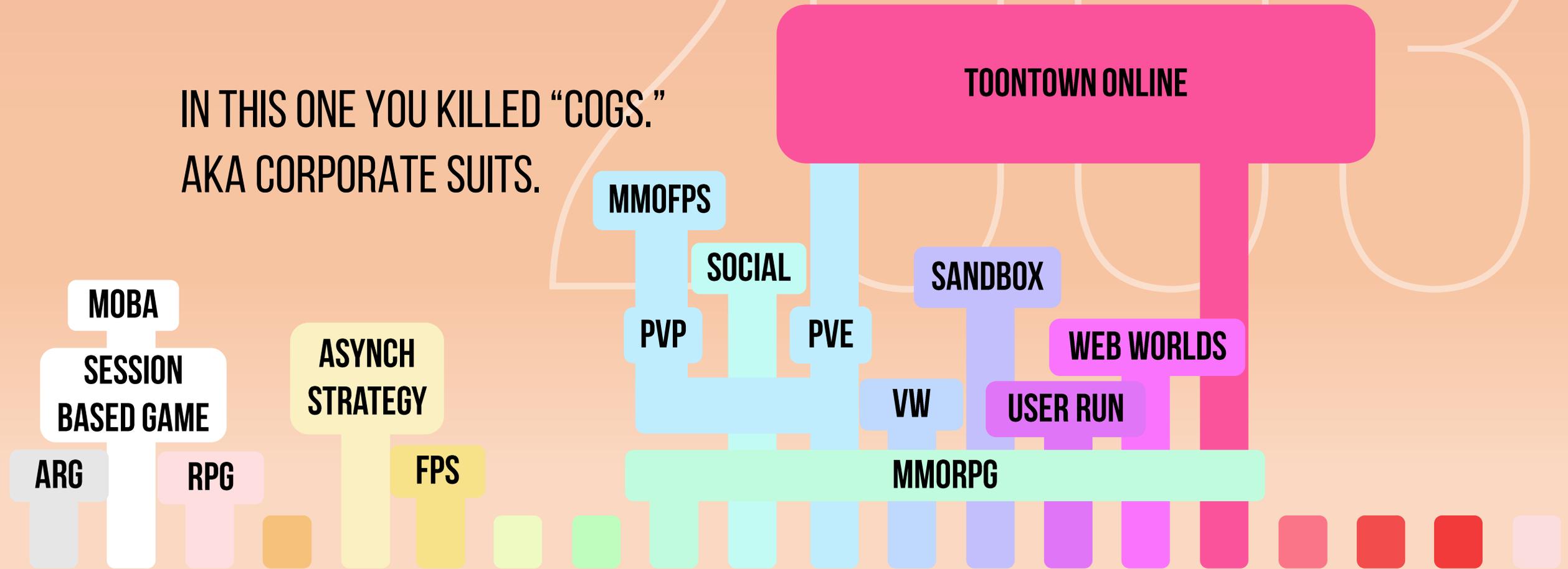
MMOS GO "FLAT"

THE BIGGEST CHALLENGE TO VIRTUAL WORLDS CAME FROM NEW USES OF THE WEB.

WEB IMPLEMENTATIONS OF CHAT, FORUMS, FRIENDS LISTS, PERSONA PAGES, AND GUILDS LED TO WHAT WE NOW CALL SOCIAL MEDIA.

NOW WE ARE ALL AVATARS.

FACEBOOK

CYBERPUNK

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

MOBA

PVP

PVE

WEB WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

VW

USER RUN

ARG

RPG

FPS

MMORPG

THE REGULAR GAMERS SHOW UP

THE ANSWER TO THE MASS MARKET MMO TURNED OUT TO BE "USE A MAJOR LICENSE & SPEND 4X THE NORM."

WORLD OF WARCRAFT

ADVENTURE GAMES

EVERQUEST

DIKUMUDS

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

"MAKE THE GAME QUEST-LED, LIKE AN ADVENTURE GAME. MAKE IT MORE OF A GAME, AND LESS OF A WORLD."

SOCIAL MEDIA

MOBA

SESSION BASED GAME

ASYNCH STRATEGY

PVP

PVE

WEB WORLDS

VW

USER RUN

ARG

RPG

FPS

MMORPG
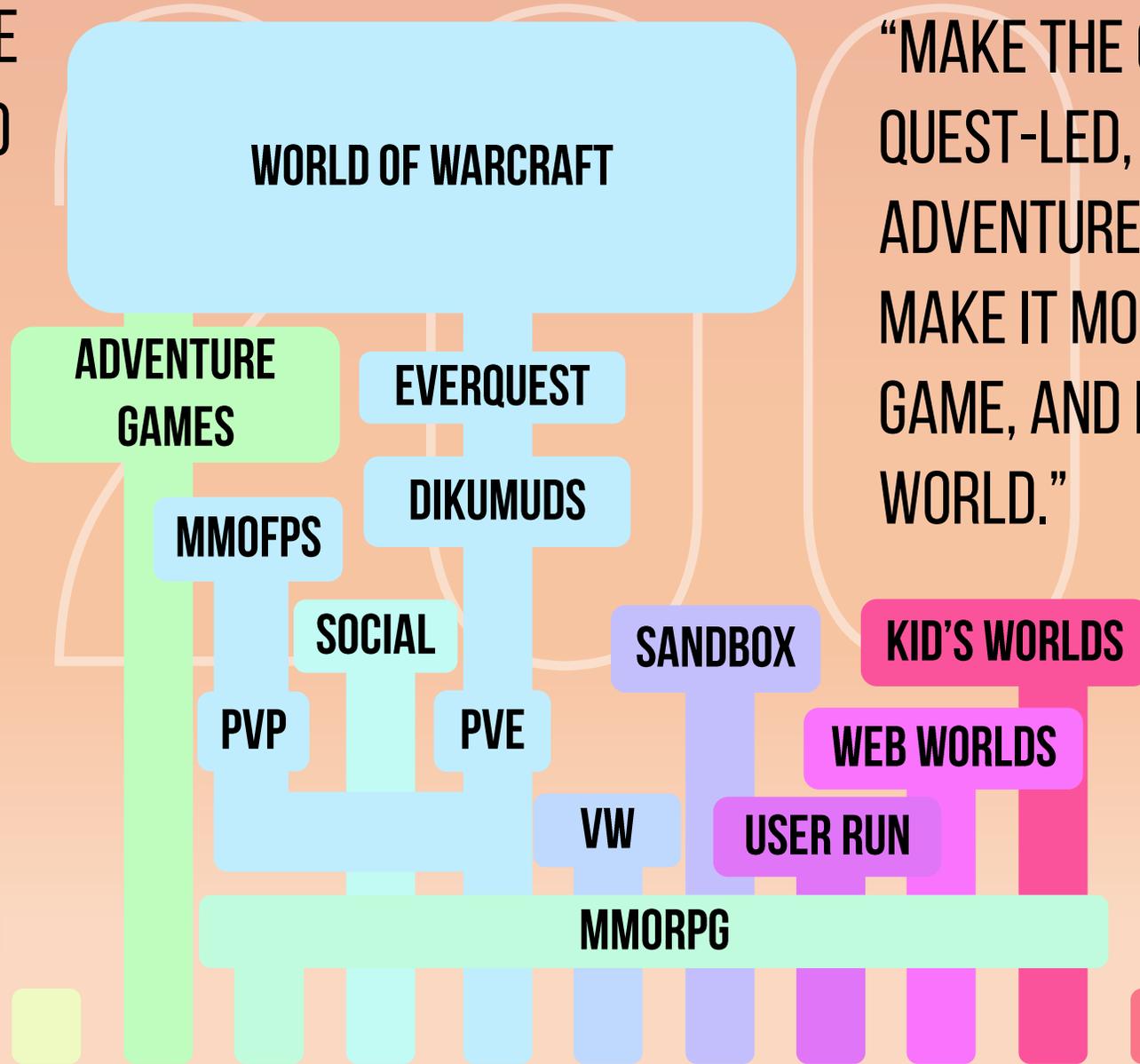
WEB-BASED PHP STRATEGY GROWS UP

PRETTY GRAPHICS FINALLY OPENED UP A LARGER AUDIENCE FOR WEB-BASED STRATEGY GAMES.

THEY STILL HADN'T BECOME MASS MARKET, THOUGH.

TRAVIAN

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

SOCIAL MEDIA

MOBA

PVP

PVE

WEB WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

VW

USER RUN

ARG

RPG

FPS

MMORPG
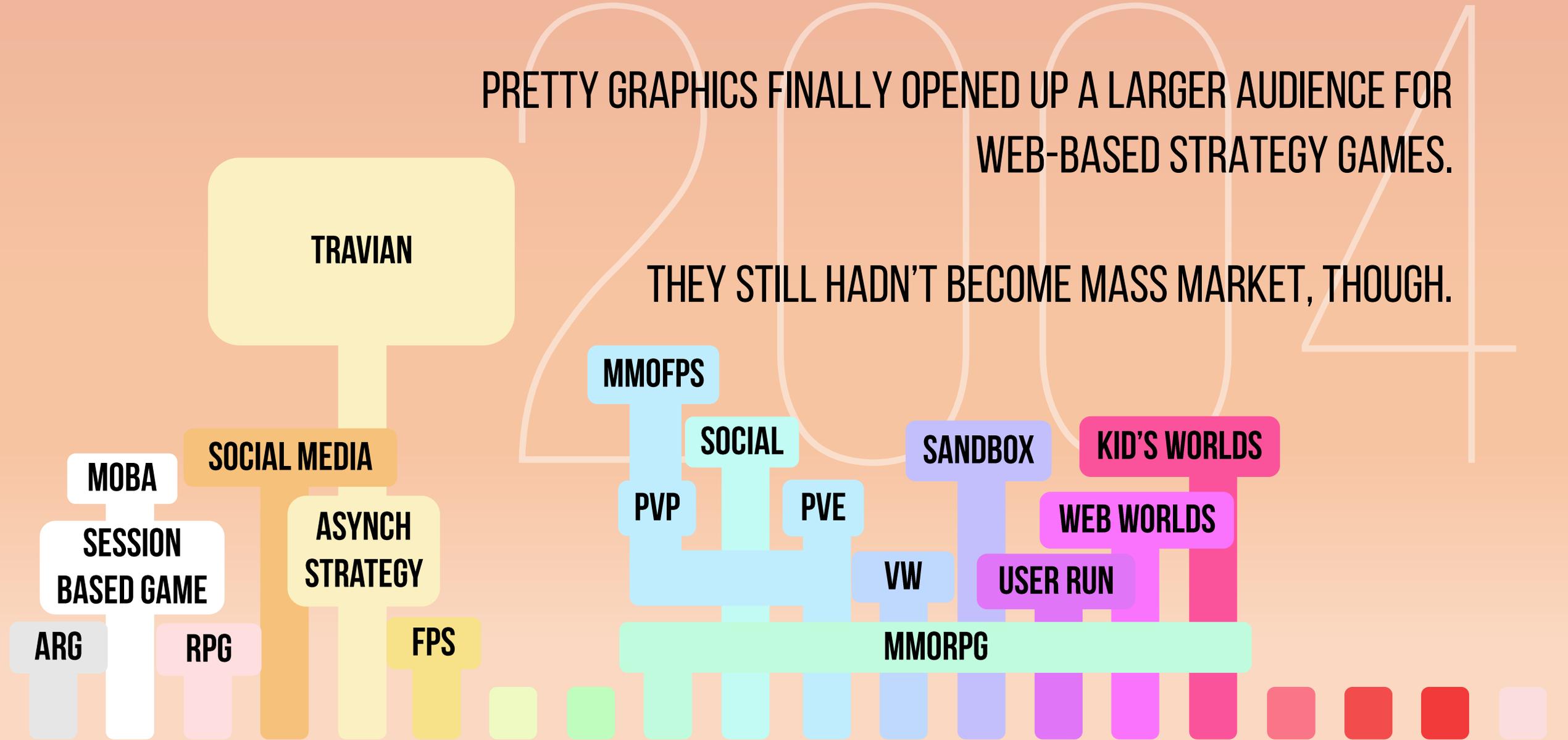
SESSION GAMES "GO MMO"

THE LACK OF CONSOLES IN SOUTH KOREA MEANT THAT CLONES OF CLASSIC CONSOLE TITLES BECAME LOBBY MMO GAMES INSTEAD.

KART RIDER

MOBA

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

PVP

PVE

WEB WORLDS

VW

USER RUN

ARG

RPG

FPS

MMORPG

THE KID WORLD BOOM

FOR A WHILE, YOU COULDN'T
TURN AROUND WITHOUT
SEEING ANOTHER KIDS' WORLD.

CLUB PENGUIN

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

MOBA

SOCIAL MEDIA

PVP

PVE

WEB WORLDS

SESSION
BASED GAME

ASYNCH
STRATEGY

VW

USER RUN

ARG

RPG

FPS

MMORPG

THE KID WORLD BOOM

THE ONE THAT IS STILL AROUND
(AND MORE POPULAR THAN EVER)
WAS ACTUALLY PART OF A DIFFERENT
BOOM: THE VIRTUAL WORLD CRAZE.

ROBLOX

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

MOBA

SOCIAL MEDIA

PVP

PVE

WEB WORLDS

SESSION
BASED GAME

ASYNCH
STRATEGY

VW

USER RUN

ARG

RPG

FPS

MMORPG

THE VIRTUAL WORLD BOOM

NUMEROUS METAVERSE PROJECTS ORIENTED AROUND USER CREATIVITY COMPETED WITH *ROBLOX*.

THEY WERE MOSTLY KILLED BY THE '08 CRASH...

MYMINILIFE

METAPLACE

WHIRLED

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

VW

USER RUN

MOBA

SOCIAL MEDIA

SESSION BASED GAME

ASYNCH STRATEGY

ARG

RPG

FPS

MMORPG
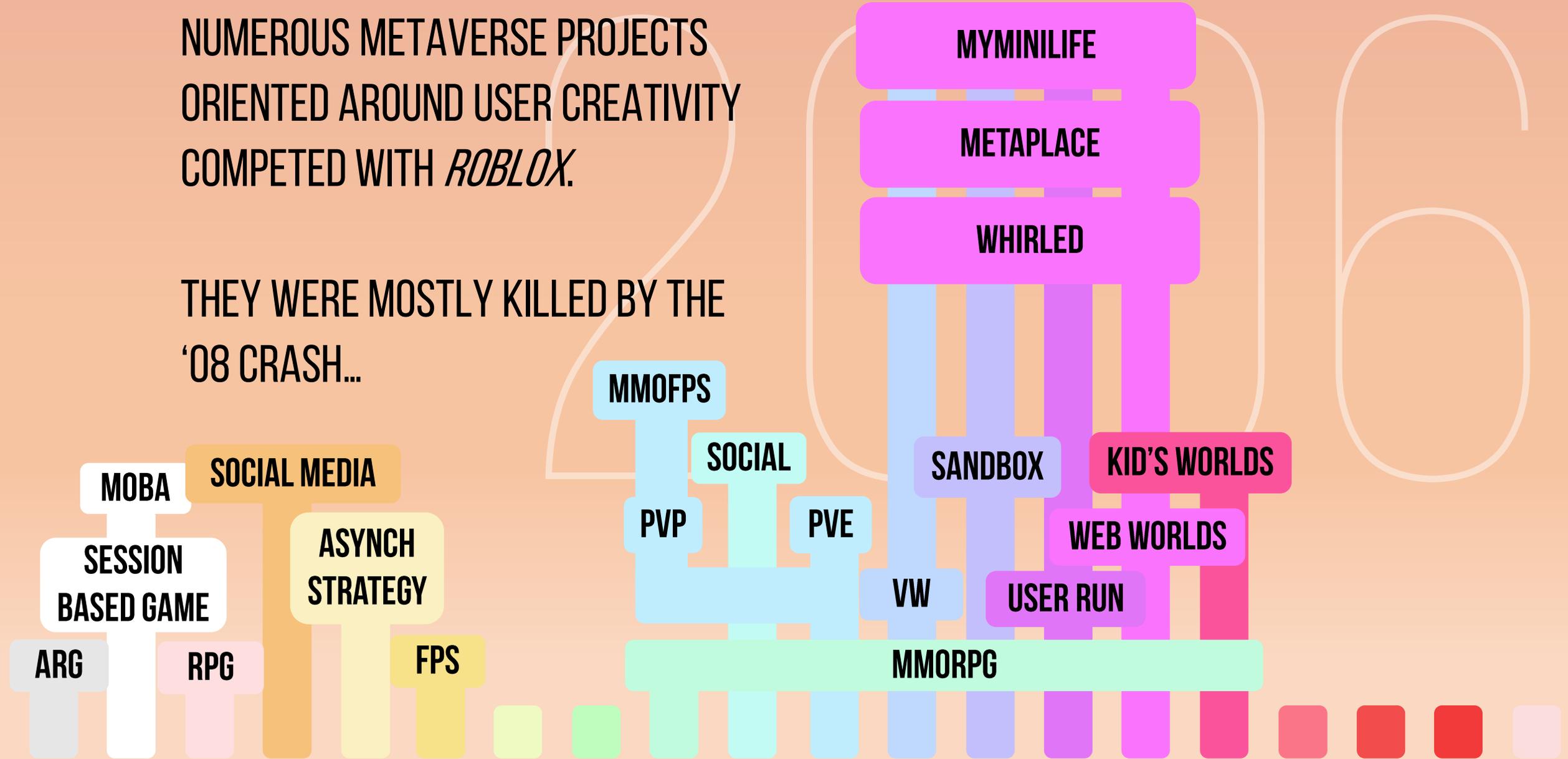
REAL-TIME CHAT FOR THE WHOLE INTERNET

...AND BY THE INCREASING "FLATNESS"
OF THE INTERNET.

TWEETS WERE
LIKE GUILD
CHAT FOR
THE INTERNET.

MYMINILIFE

METAPLACE

WHIRLED

TWITTER

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

MOBA

SOCIAL MEDIA

CYBERPUNK

PVP

PVE

WEB WORLDS

SESSION
BASED GAME

ASYNCH
STRATEGY

VW

USER RUN

ARG

RPG

FPS

MMORPG
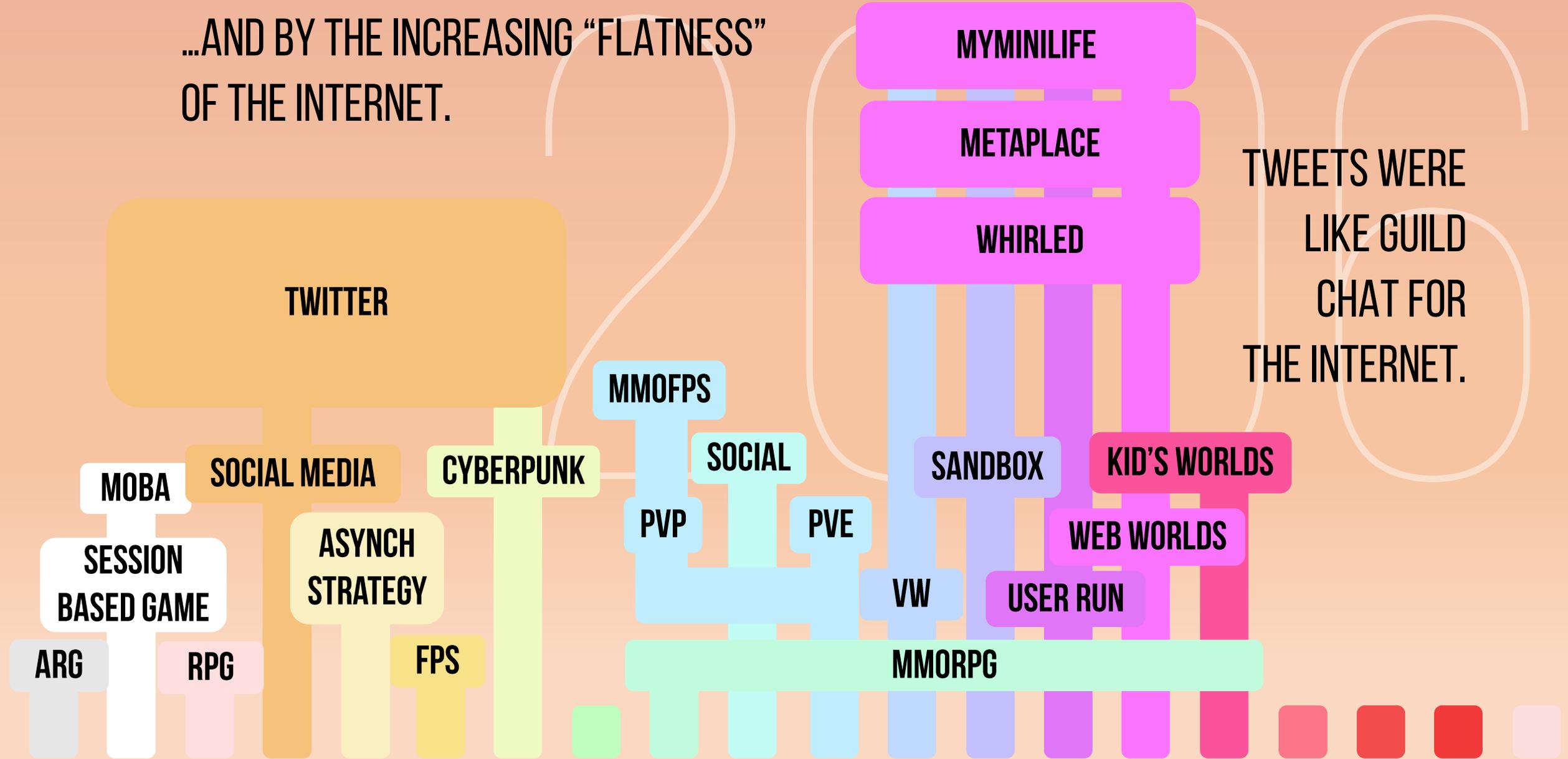
LOOTER-SHOOTERS ARE BORN

THE LOBBY MODEL WAS FINALLY MARRIED TO THE COMBAT MMO.
IT TOOK A WHILE TO CATCH ON; AS USUAL, THE FIRST TITLE DIDN'T SUCCEED.

HELLGATE: LONDON

MOBA

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SESSION
BASED GAME

ASYNCH
STRATEGY

VW

USER RUN

ARG

RPG

FPS

MMORPG
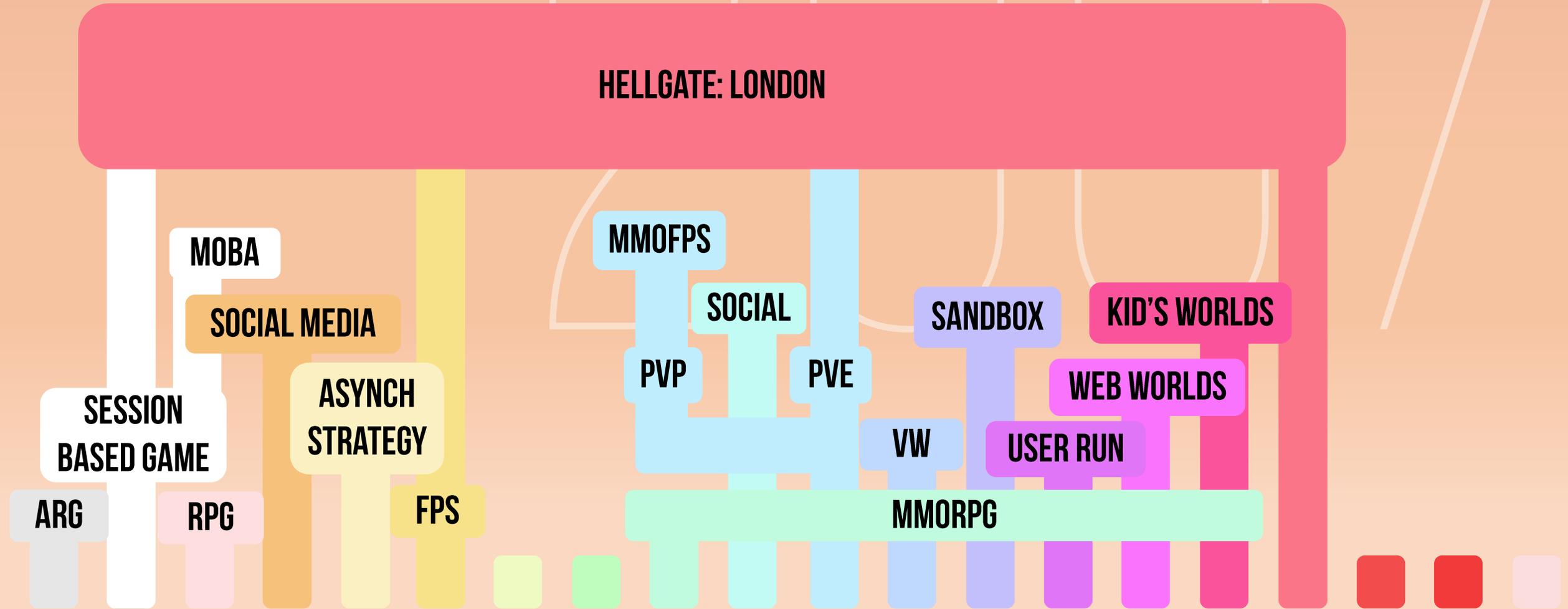
MMOS CONTINUE TO PICK UP NEW MECHANICS

MEANWHILE, MMOS EVOLVED AWAY FROM MMO TROPES, SEEKING TO GET OUT FROM UNDER *WORLD OF WARCRAFT*.

WIZARD 101

MOBA

MMOFPS

SOCIAL

SOCIAL MEDIA

SANDBOX

KID'S WORLDS

ASYNCH STRATEGY

PVP

PVE

WEB WORLDS

SESSION BASED GAME

VW

USER RUN

LOOTER-SHOOTER

ARG

RPG

FPS

MMORPG

MOBA GOES BIG

A SLICKER VERSION OF *DOTA* WITH A MUCH MORE MMO-LIKE PRESENTATION BECAME A BIG WINNER.

2009

LEAGUE OF LEGENDS

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

MOBA

SOCIAL MEDIA

PVP

PVE

WEB WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

VW

USER RUN

LOOTER-SHOOTER

ARG

RPG

FPS

MMORPG

SOCIAL MEDIA PUSHES ASYNCH

KINGDOMS OF CAMELOT

AND THE NATURAL HOME FOR ASYNCHRONOUS STRATEGY GAMES WAS FINALLY FOUND ON FACEBOOK.

SOCIAL MEDIA

MOBA

SESSION BASED GAME

ASYNCH STRATEGY

MMOFPS

SOCIAL

PVP

PVE

SANDBOX

KID'S WORLDS

WEB WORLDS

VW

USER RUN

LOOTER-SHOOTER

ARG

RPG

FPS

MMORPG

SOCIAL MEDIA PUSHES ASYNCH

FARMVILLE

KINGDOMS OF CAMELOT

MMOFPS

MYMINILIFE

EX-SANDBOX DEVS DROVE A LOT OF IT.

MOBA

SOCIAL MEDIA

SOCIAL

SANDBOX

KID'S WORLDS

SESSION BASED GAME

PVP

PVE

WEB WORLDS

ASYNCH STRATEGY

VW

USER RUN

LOOTER-SHOOTER

ARG

RPG

FPS

MMORPG

SOCIAL MEDIA PUSHES ASYNCH

AT THE START OF THE DECADE, *WORLD OF WARCRAFT* STILL DOMINATED.

BUT MOBILE GAMES WERE ON THE RISE.

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

VW

USER RUN

LOOTER-SHOOTER

ARG

RPG

FPS

MMORPG

STREAMING

2011
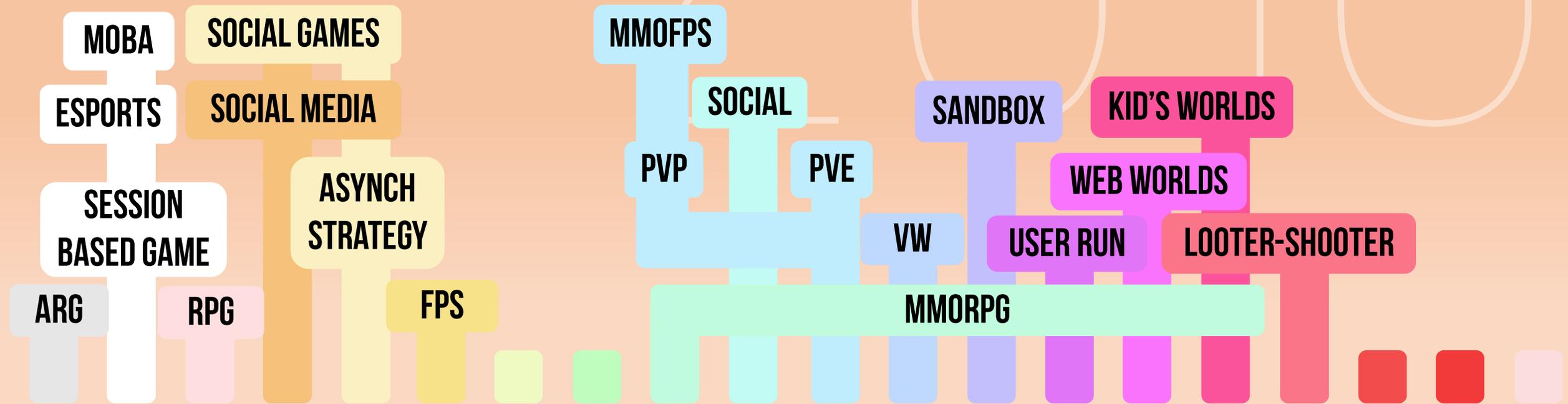
THE FIRST REAL INNOVATION IN CHAT IN DECADES CAME ALONG.

PLAYERS PROMPTLY STARTED MAKING MORE MONEY THAN DEVELOPERS.

TWITCH

MOBA

SOCIAL GAMES

MMOFPS

ESPORTS

SOCIAL MEDIA

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

VW

USER RUN

LOOTER-SHOOTER

ARG

RPG

FPS

MMORPG

SURVIVAL GAMES

THE MOST IMPORTANT MMO OF THE LAST DECADE DOESN'T GET CALLED AN MMO. IT CREATED SURVIVAL GAMES… BUT….

MINECRAFT

STREAMING

MMOFPS

MOBA

SOCIAL GAMES

SOCIAL

SANDBOX

KID'S WORLDS

ESPORTS

SOCIAL MEDIA

PVP

PVE

WEB WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

VW

USER RUN

LOOTER-SHOOTER

ARG

RPG

FPS

MMORPG

MINECRAFT

...IT'S ALSO THE CLOSEST THING TO USER-RUN MUDS SINCE UO GRAY SHARDS. TWO GENERATIONS OF VW ADMINS HAVE GROWN UP WITH IT.

MINECRAFT

MUDS

STREAMING

SOCIAL GAMES

MMOFPS

MOBA

ESPORTS

SOCIAL MEDIA

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

VW

USER RUN

LOOTER-SHOOTER

ARG

RPG

FPS

MMORPG
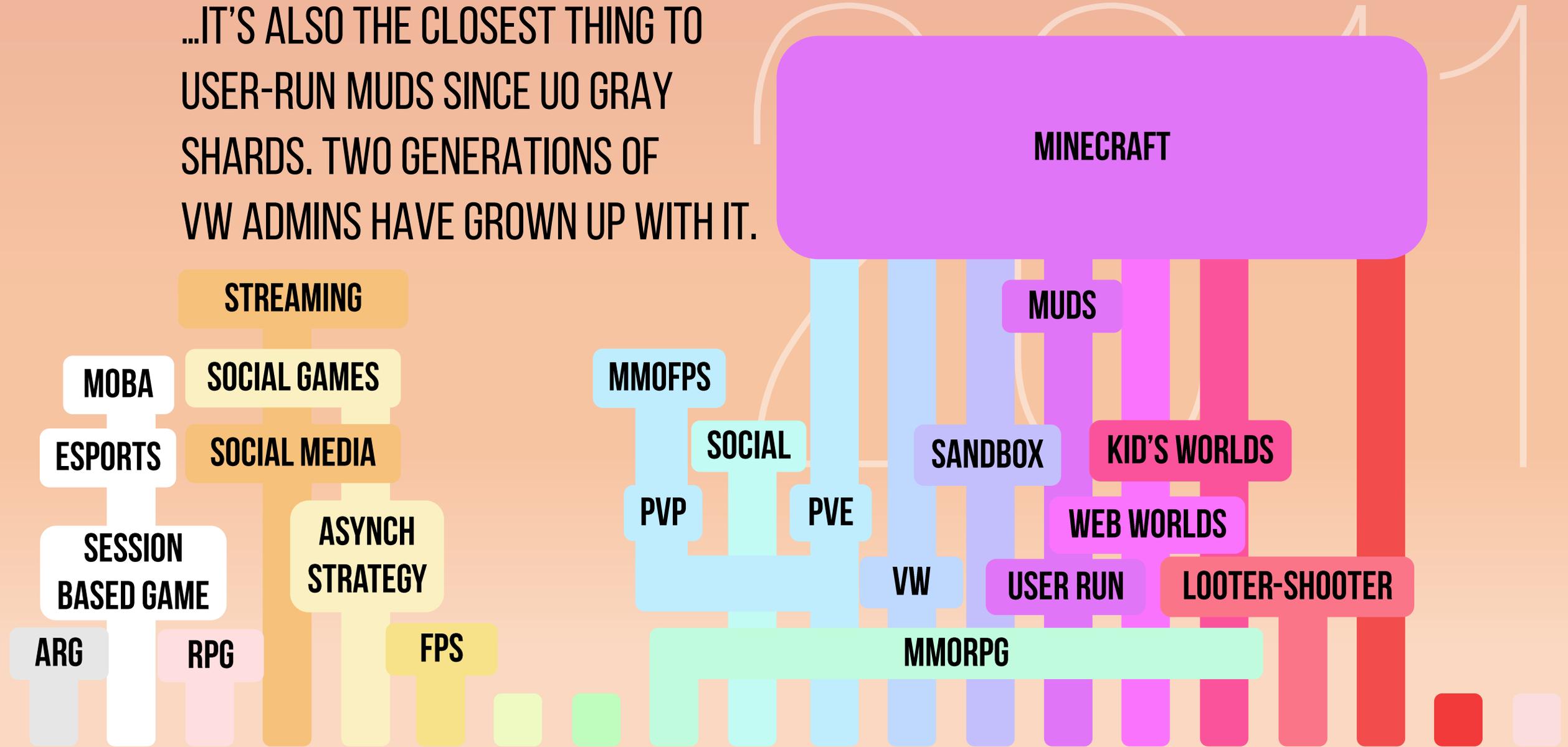
MINECRAFT

ITS HERITAGE IS EXPLICITLY FROM SANDBOX GAMES, AND ITS CRAFTING IS RIGHT OUT OF *ULTIMA ONLINE* AND *DARTMUD* BEFORE IT.

MINECRAFT

WURM ONLINE

STREAMING

SOCIAL GAMES

MOBA

ESPORTS

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

PVP

PVE

WEB WORLDS

VW

USER RUN

LOOTER-SHOOTER

ARG

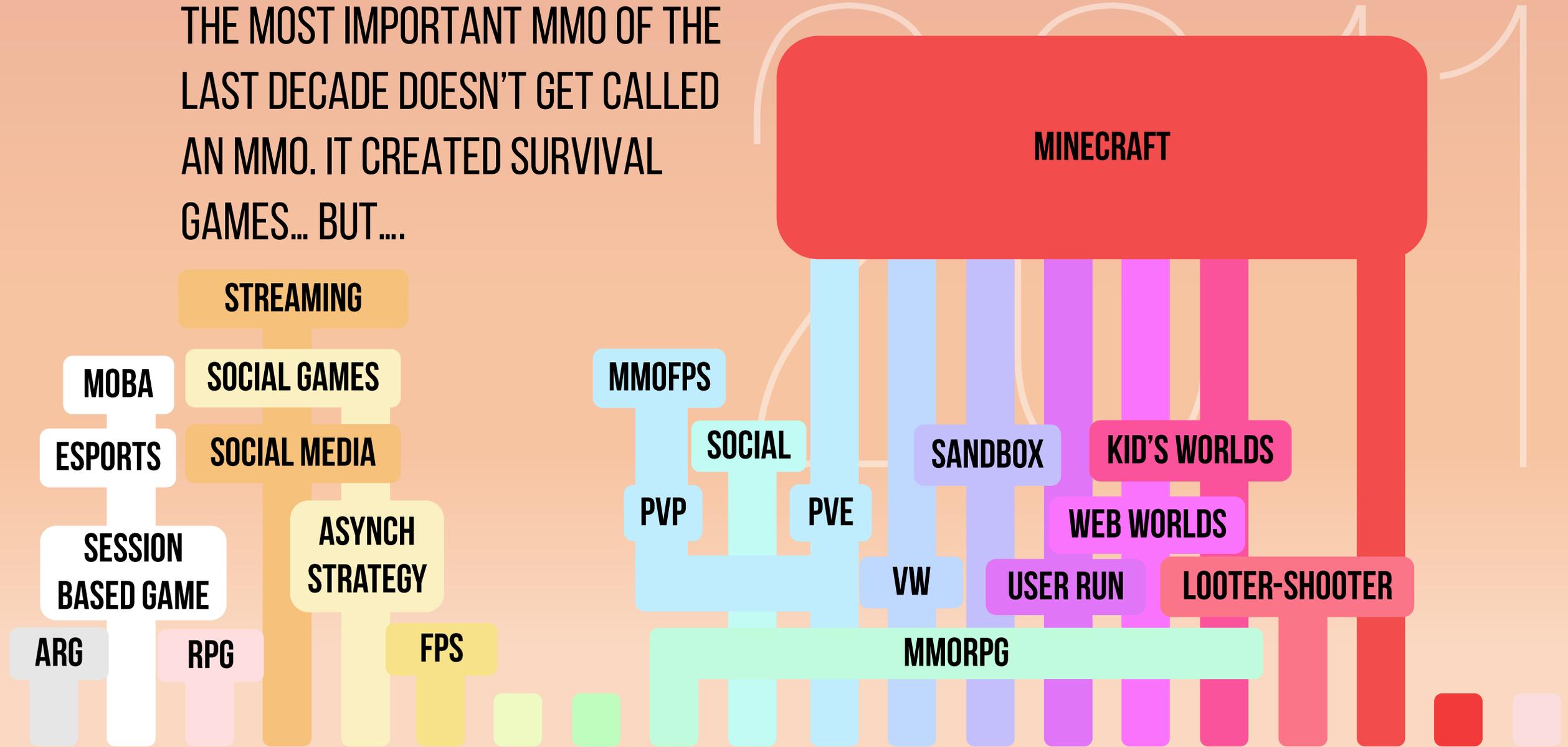RPG

FPS

MMORPG
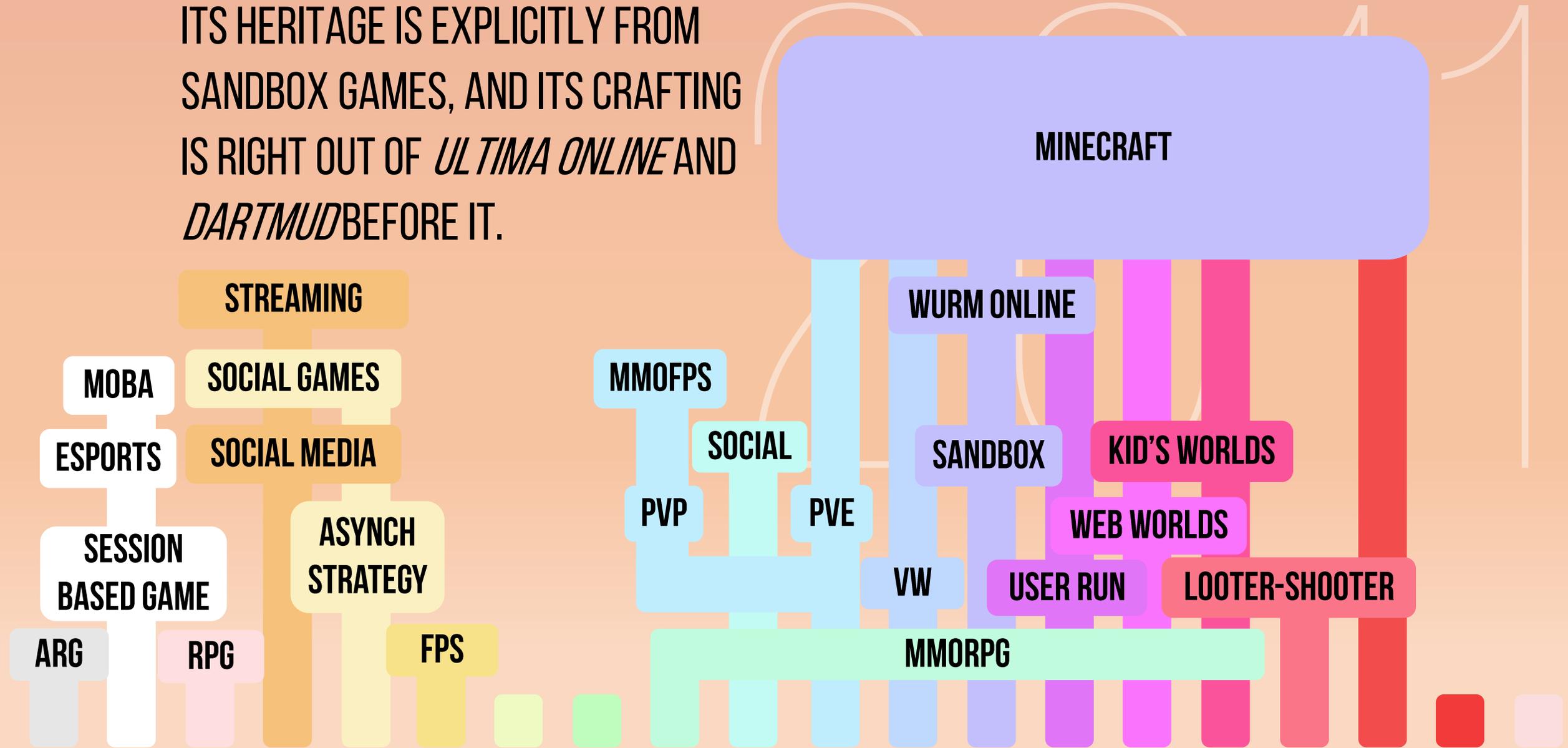
STRATEGY GOES MOBILE

CLASH OF CLANS

KINGDOMS OF CAMELOT

STREAMING

SOCIAL GAMES

MOBA

ESPORTS

SOCIAL MEDIA

SESSION BASED GAME

ASYNCH STRATEGY

ARG

RPG

FPS

THE PERHAPS FINAL HOME FOR ASYNCH STRATEGY GAMES TURNED OUT TO BE THE HIGHLY INTERRUPTIBLE MOBILE PLATFORM.

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SURVIVAL

VW

USER RUN

LOOTER-SHOOTER

MMORPG

A POPULAR MOVIE

2012

THE HUNGER GAMES

GRIM.
TOUCHED A NERVE.

STREAMING

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

MMOFPS

SOCIAL

KID'S WORLDS

SANDBOX

SESSION
BASED GAME

ASYNCH
STRATEGY

PVP

PVE

WEB WORLDS

SURVIVAL

VW

USER RUN

LOOTER-SHOOTER

ARG

RPG

FPS

MMORPG

SURVIVAL BREAKS OUT

MORE HUNGER GAMES, LESS BLOCKS, MORE SURVIVAL. ER, LESS SURVIVAL.

DAYZ

STREAMING

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

PVP

PVE

SURVIVAL

WEB WORLDS

VW

USER RUN

LOOTER-SHOOTER

ARG

RPG

FPS

MMORPG

ROLEPLAY IN UNEXPECTED PLACES

MEANWHILE, IT TURNED OUT THAT TODAY'S KIDS *REALLY LIKE TO ROLEPLAY.*
SO THEY'LL PLAY COPS AND TEACHERS AND BUS DRIVERS ALL DAY LONG IN GTA.

GRAND THEFT AUTO ONLINE

(ROLEPLAY IS STILL CONSIDERED NICHE BY BIZ PEOPLE, HOWEVER)

STREAMING

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

SESSION BASED GAME

ASYNCH STRATEGY

ARG

RPG

FPS

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SURVIVAL

VW

USER RUN

LOOTER-SHOOTER

MMORPG
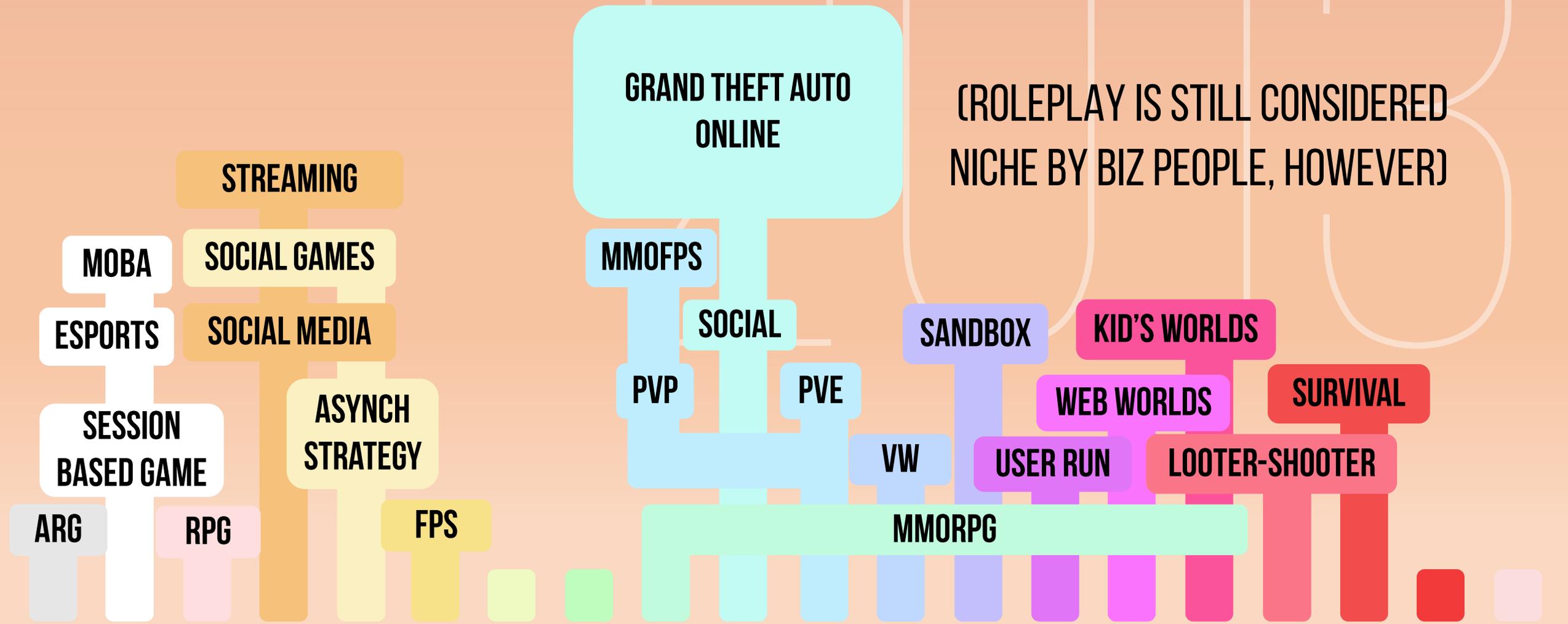
BACK IN 2011

FIRST TIME STEWART TRIED TO MAKE AN MMO, HE MADE **FLICKR** BY ACCIDENT. TRYING AGAIN, HE MADE A CHARMING ONE CALLED *GLITCH* IN 2011.
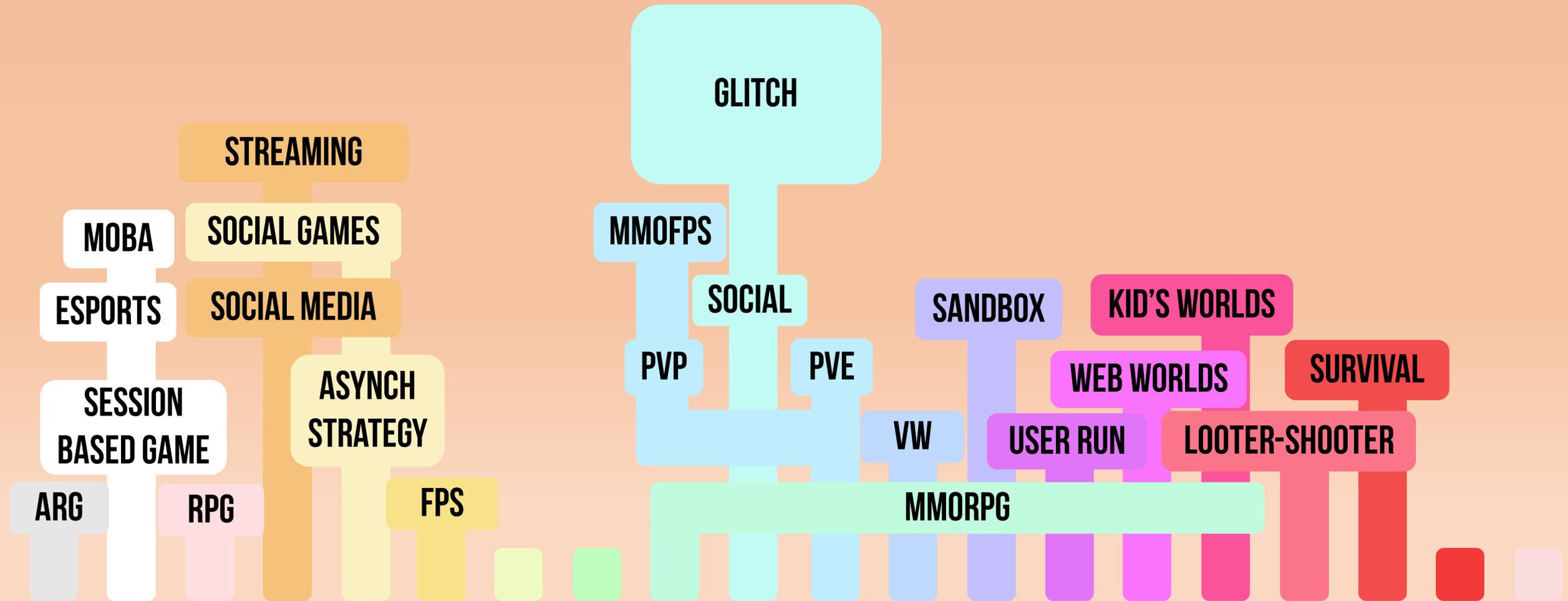
GLITCH

STREAMING

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

SESSION BASED GAME

ASYNCH STRATEGY

PVP

PVE

WEB WORLDS

SURVIVAL

VW

USER RUN

LOOTER-SHOOTER

ARG

RPG

FPS

MMORPG

GLITCH BECOMES SLACK

...AND WE ENDED UP WITH YET ANOTHER VERSION OF IRC.

BUT FOR BUSINESS!

2013

SLACK

STREAMING

SOCIAL GAMES

MOBA

ESPORTS

SOCIAL MEDIA

SESSION BASED GAME

ASYNCH STRATEGY

ARG

RPG

FPS

MMOFPS

SOCIAL

PVP

PVE

SANDBOX

KID'S WORLDS

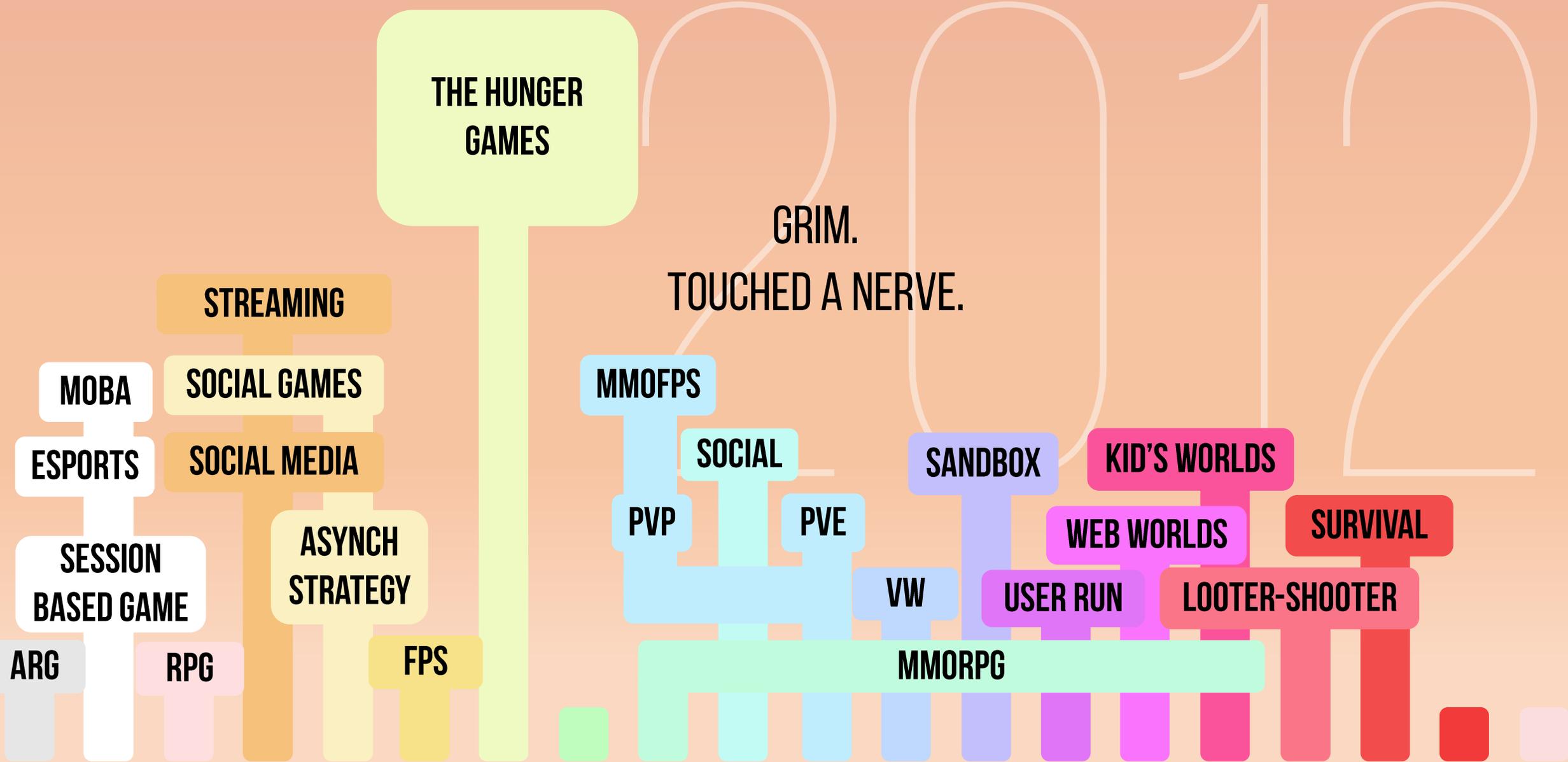WEB WORLDS

SURVIVAL

VW

USER RUN

LOOTER-SHOOTER

MMORPG

LOOTER-SHOOTERS GO TO CONSOLE... AND MMO

QUIETLY, GAMES-AS-A-SERVICE IS CONQUERING ALL.
IT'S REALLY ANOTHER NAME FOR "MMO-LIKE."

DESTINY

STREAMING

SOCIAL GAMES

MOBA

SOCIAL MEDIA

ESPORTS

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
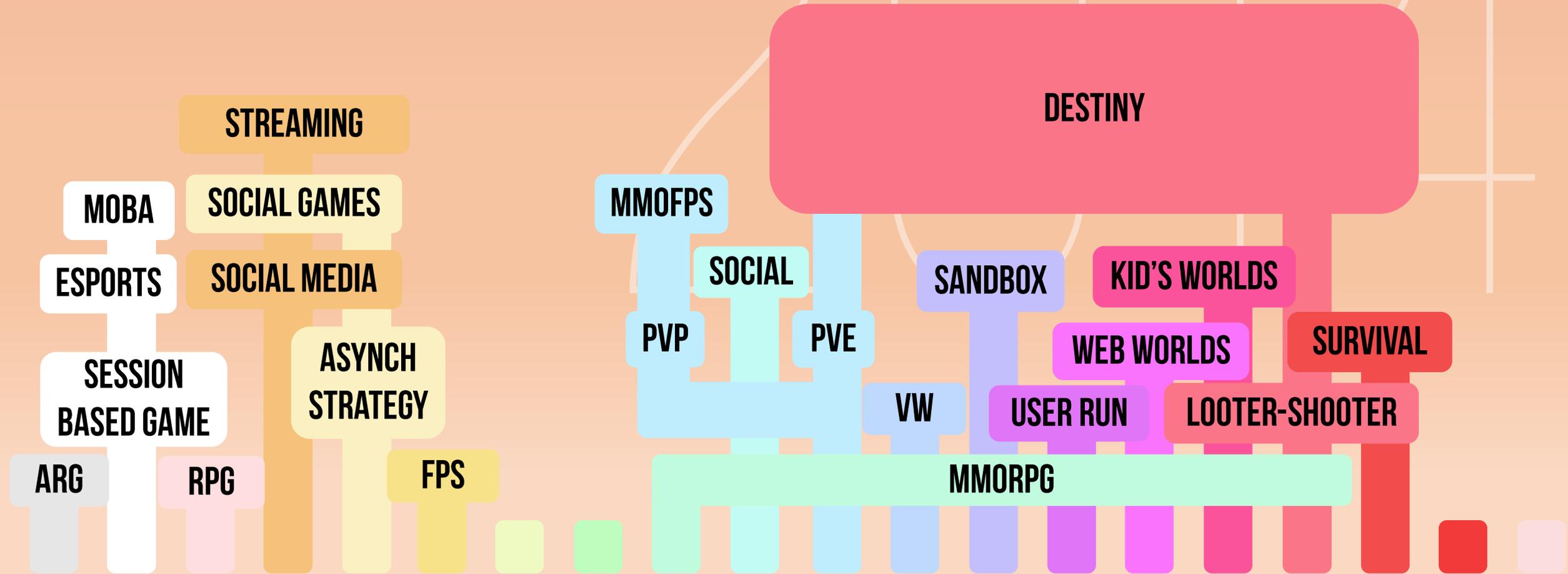
AND THEN WE REINVENT IRC ONCE MORE

2015

DISCORD

"IT'S IRC! BUT FOR GAMERS!"

SLACK

STREAMING

SOCIAL GAMES

MOBA

ESPORTS

SOCIAL MEDIA

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

WE NOW HAVE TOO MANY WAYS TO CHAT

2015

STREAMING

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

MMOFPS

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SURVIVAL

SESSION BASED GAME

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LOOTER-SHOOTER

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FPS

MMORPG
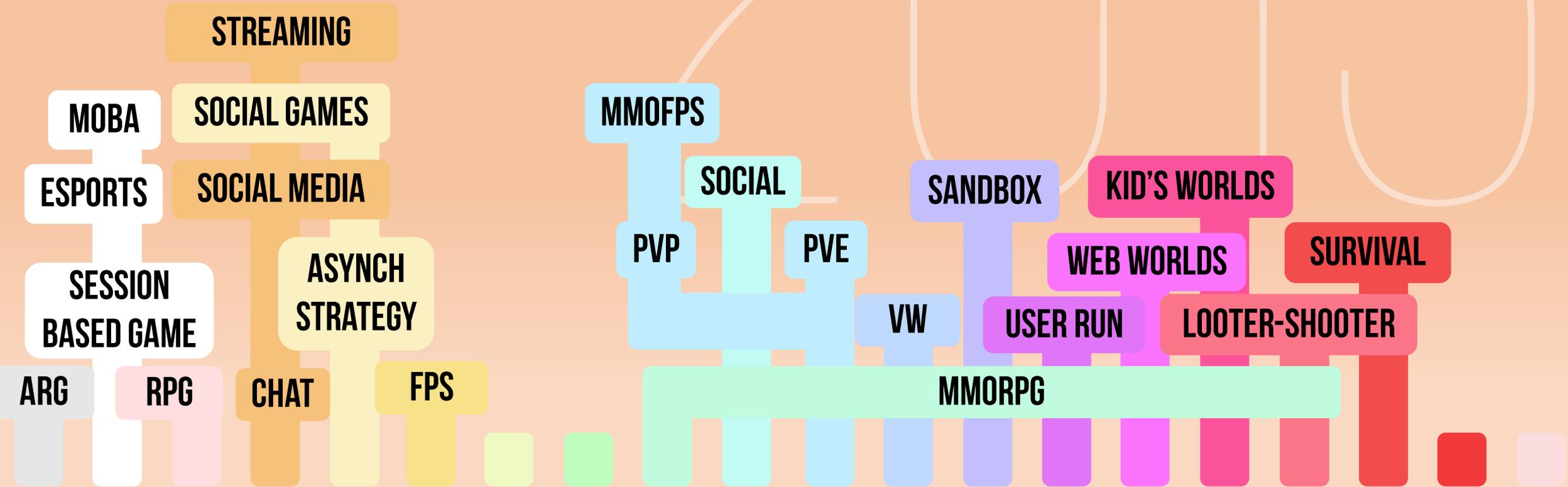
GAMES AS A SERVICE

AT THIS POINT, GAAS IS SWALLOWING ALL GENRES AND DRIVING THE REVENUE OF THE TOP TEN ON ALL PLATFORMS.

STREAMING

COD: INFINITE WARFARE

THE WORLD IS GOING MMO.

THE DIVISION

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

MMOFPS

SESSION BASED GAME

ASYNCH STRATEGY

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SURVIVAL

VW

ARG

RPG

CHAT

FPS

USER RUN

LOOTER-SHOOTER

MMO
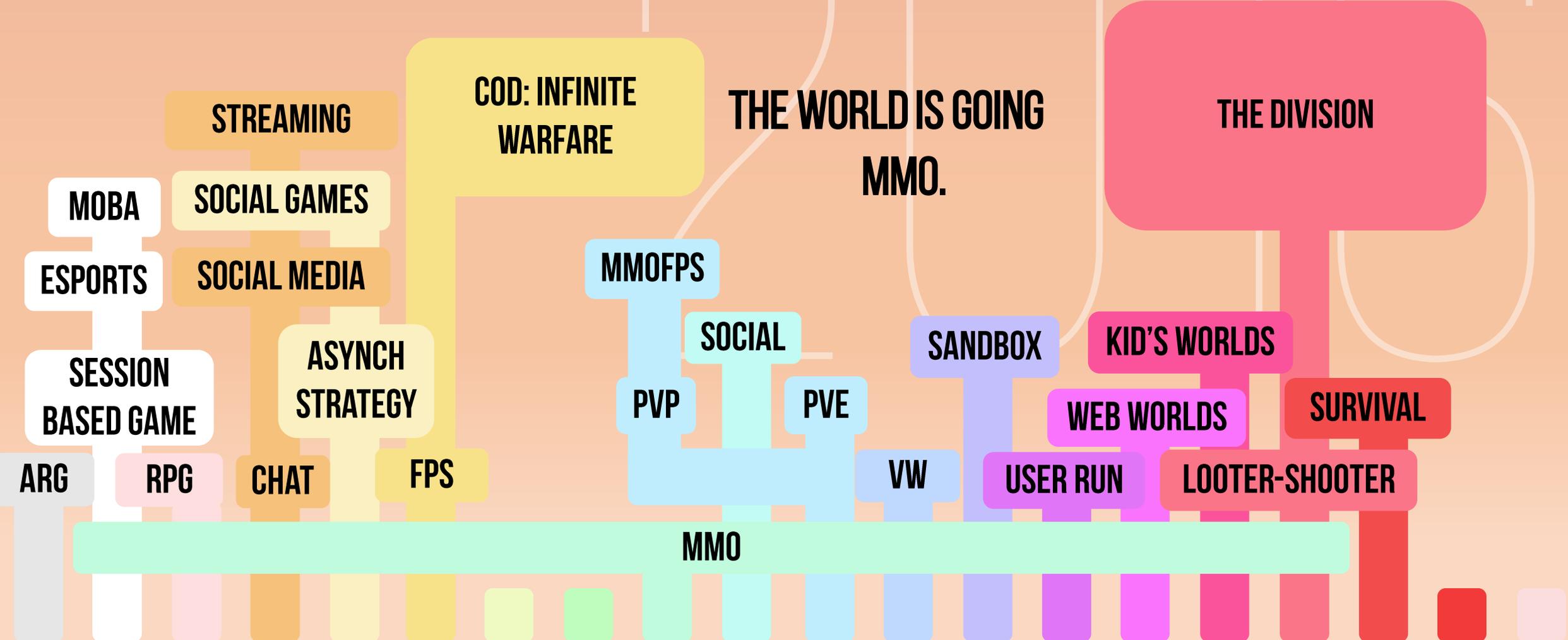
MASSIVELY MULTIPLAYER AUGMENTED REALITY
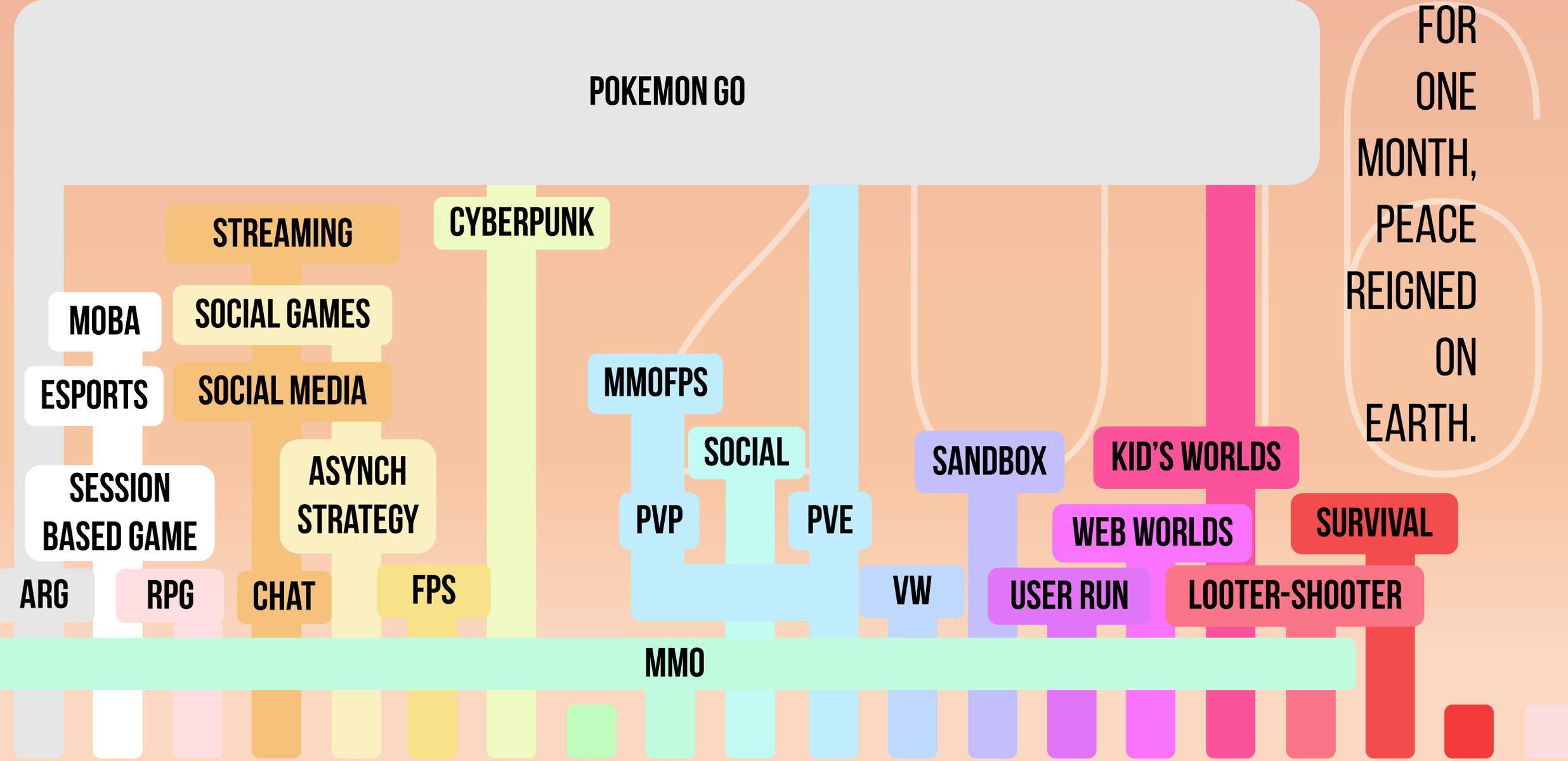
POKEMON GO

FOR ONE MONTH, PEACE REIGNED ON EARTH.

STREAMING

CYBERPUNK

SOCIAL GAMES

MOBA

ESPORTS

SOCIAL MEDIA

MMOFPS

SANDBOX

KID'S WORLDS

SOCIAL

SESSION BASED GAME

ASYNCH STRATEGY

PVP

PVE

WEB WORLDS

SURVIVAL

ARG

RPG

CHAT

FPS

VW

USER RUN

LOOTER-SHOOTER

MMO

MASSIVELY MULTIPLAYER VIRTUAL REALITY

VR HEADSETS START TO

GAIN POPULARITY...

AMONG INVESTORS, ANYWAY.

VR REC ROOM

AR GAMES

STREAMING

CYBERPUNK

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

MMOFPS

SESSION BASED GAME

ASYNCH STRATEGY

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SURVIVAL

ARG

RPG

CHAT

FPS

VW

USER RUN

LOOTER-SHOOTER

MMO

MASSIVELY MULTIPLAYER VIRTUAL REALITY

SOCIAL WORLDS ARE ONE OF THE FEW THINGS THAT DRIVE USAGE OF VR HEADSETS.

AR GAMES

STREAMING

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

VR CHAT

MMOFPS

SESSION BASED GAME

ASYNCH STRATEGY

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SURVIVAL

ARG

RPG

CHAT

FPS

VW

USER RUN

LOOTER-SHOOTER

MMO

BATTLE ROYALE

PLAYERUNKNOWN'S BATTLEGROUNDS

HUNGER GAMES + SURVIVAL.

AR GAMES

STREAMING

HUNGER GAMES

MOBA

SOCIAL GAMES

VR CHAT

ESPORTS

SOCIAL MEDIA

MMOFPS

SESSION BASED GAME

ASYNCH STRATEGY

SOCIAL

SANDBOX

KID'S WORLDS

PVP

PVE

WEB WORLDS

SURVIVAL

ARG

RPG

CHAT

FPS

VW

USER RUN

LOOTER-SHOOTER

MMO

BATTLE ROYALE

2017

OUR LAST GENRE.

AR GAMES

STREAMING

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

VR CHAT

MMOFPS

SANDBOX

KID'S WORLDS

BATTLE ROYALE

SESSION BASED GAME

ASYNCH STRATEGY

SOCIAL

WEB WORLDS

SURVIVAL

PVP

PVE

ARG

RPG

CHAT

FPS

VW

USER RUN

LOOTER-SHOOTER

MMO

...WITH AMBITIONS

FORTNITE

AR GAMES

STREAMING

METAVERSE DREAMS WON'T DIE.

METAVERSE

MOBA

SOCIAL GAMES

VR CHAT

CREATIVE MODE

ESPORTS

SOCIAL MEDIA

MMOFPS

SANDBOX

KID'S WORLDS

BATTLE ROYALE

SESSION BASED GAME

ASYNCH STRATEGY

SOCIAL

WEB WORLDS

SURVIVAL

PVP

PVE

ARG

RPG

CHAT

FPS

VW

USER RUN

LOOTER-SHOOTER

MMO

SO NOW WHAT?

THAT MMO BAR AT THE BOTTOM
HAS GOTTEN AWFUL WIDE.

DYSTOPIA?

AR GAMES

STREAMING

MOBA

SOCIAL GAMES

ESPORTS

SOCIAL MEDIA

METAVERSE

VR CHAT

MMOFPS

SESSION
BASED GAME

ASYNCH
STRATEGY

SOCIAL

SANDBOX

KID'S WORLDS

BATTLE ROYALE

PVP

PVE

WEB WORLDS

SURVIVAL

ARG

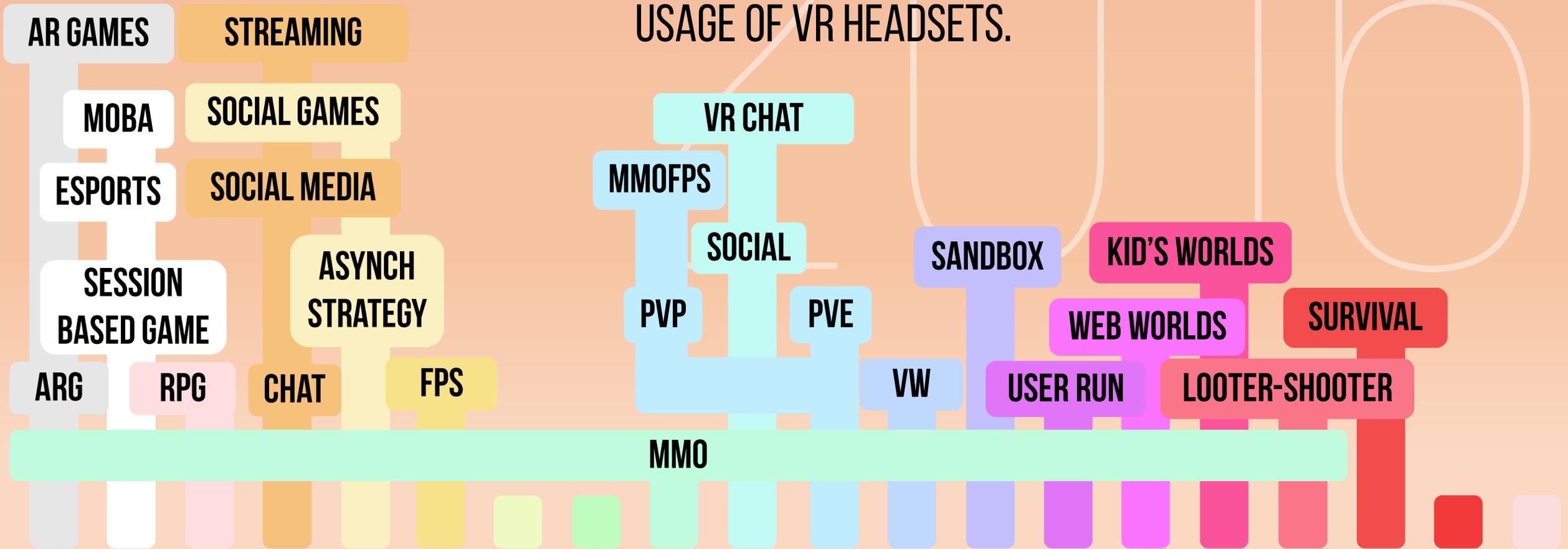RPG

CHAT

FPS

VW

USER RUN

LOOTER-SHOOTER

MMO
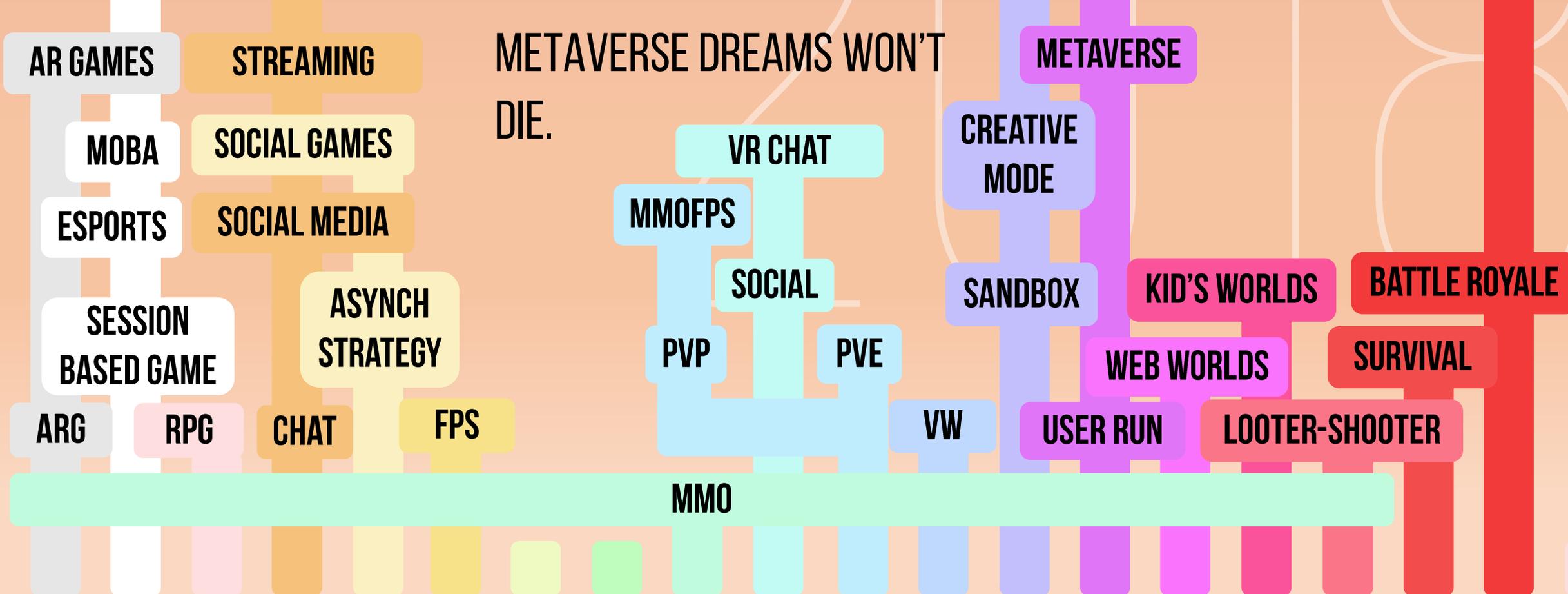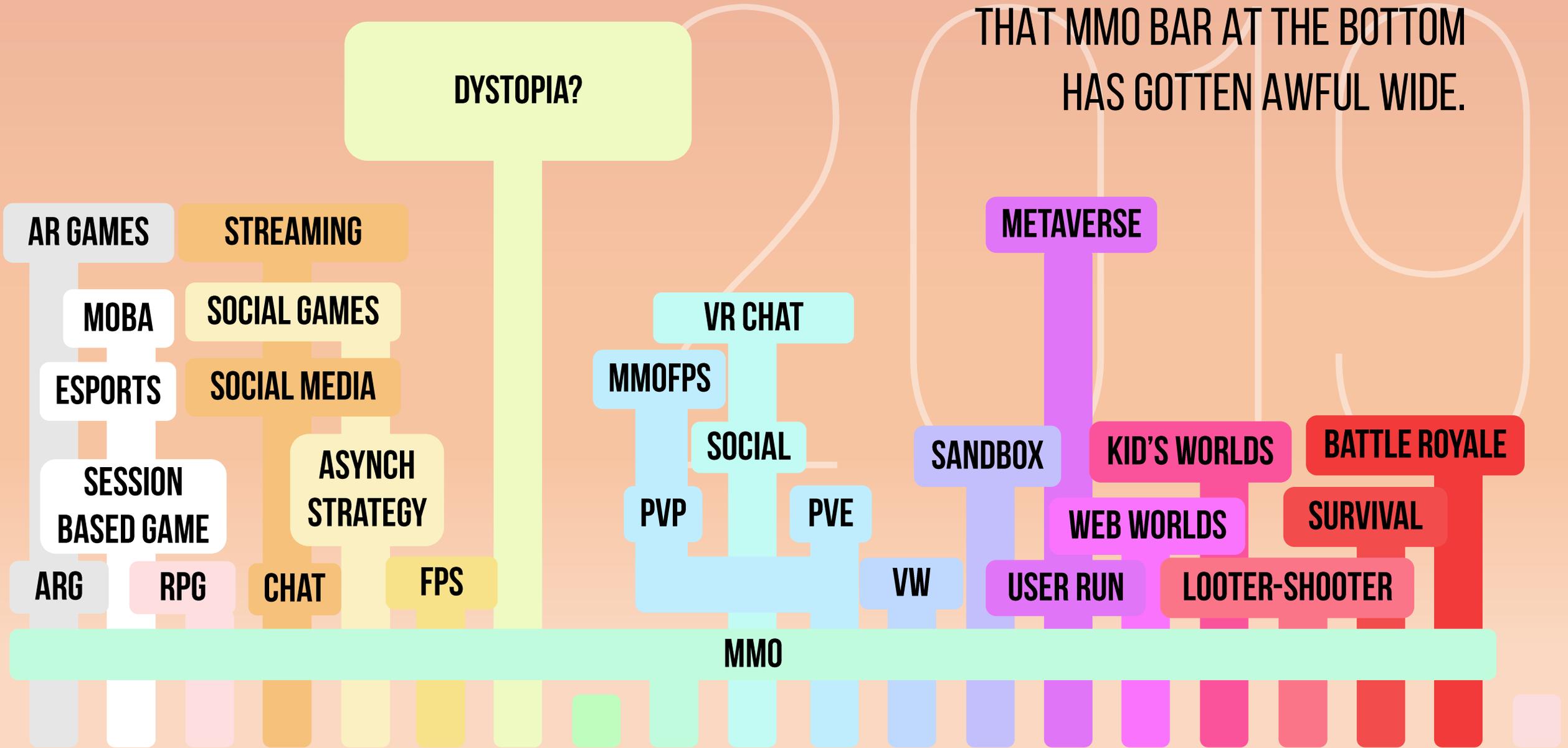
SOME TAKEAWAYS

- 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.

LEARN FROM HISTORY

HTTP://WWW.RAPHKOSTER.COM

MIDDLE EARTH
FAN FICTION
SPACEWAR
BLACKMOOR
ESPORTS
TALK-O-MATIC
D & D
EMPIRE
MAZE WAR
SHOCKWAVE RIDER
ADVENTURE
TRANSMEDIA
MUD
CYBERPUNK
HABITAT
TRADE WARS
DIKU
AIR WARRIOR
ONLINE SERVICES
LP MUD
TINYMUD
MOO
IRC
SECONDARY WORLD
MULTIPLAYER
STRATEGY
SNOW CRASH
DARTMUD
INTERMUD NETWORK
RPG
MOSAIC
ULTIMA ONLINE
GRAPHICAL MUDS
QUAKE
DIABLO
SOCIAL WORLDS
GRAY SHARDS
MMORPGS
CHAT
FPS
LINEAGE
NEOPETS
THE MATRIX
EVERQUEST
MMORTS
RUNESCAPE
METAVERSES
WEB WORLDS
SIMS ONLINE
ARGS
NEVERWINTER
SECOND LIFE
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TOONTOWN
LOOTER SHOOTERS
KART RIDER
TRAVIAN
CLUB PENGUIN
SURVIVAL GAMES
ROBLOX
TWITTER
WORLD OF WARCRAFT
LEAGUE OF LEGENDS
KINGDOMS OF CAMELOT
VW BOOM
HELLGATE
FARMVILLE
COMBAT WORLDS
CREATIVITY WORLDS
SANDBOXES
WIZARDS 101
STREAMING
HUNGER GAMES
MINECRAFT
BATTLE ROYALE
CLASH OF CLANS
KIDS' WORLDS
DAYZ
GTA ONLINE
SLACK
DESTINY
DISCORD
DIVISION
POKEMON GO
VR REC ROOM
PUBG
FORTNITE