

Putting the World in World Wide Web

(A Tale in Seven Parts)

Raph Koster

President, Metaplace

Once Upon A Time...

1. The story of music
2. The story of the science fiction fans
3. The story of the commercial
4. The story of the toaster
5. The story of the august body
6. The story in Kenya
7. The story of this conference

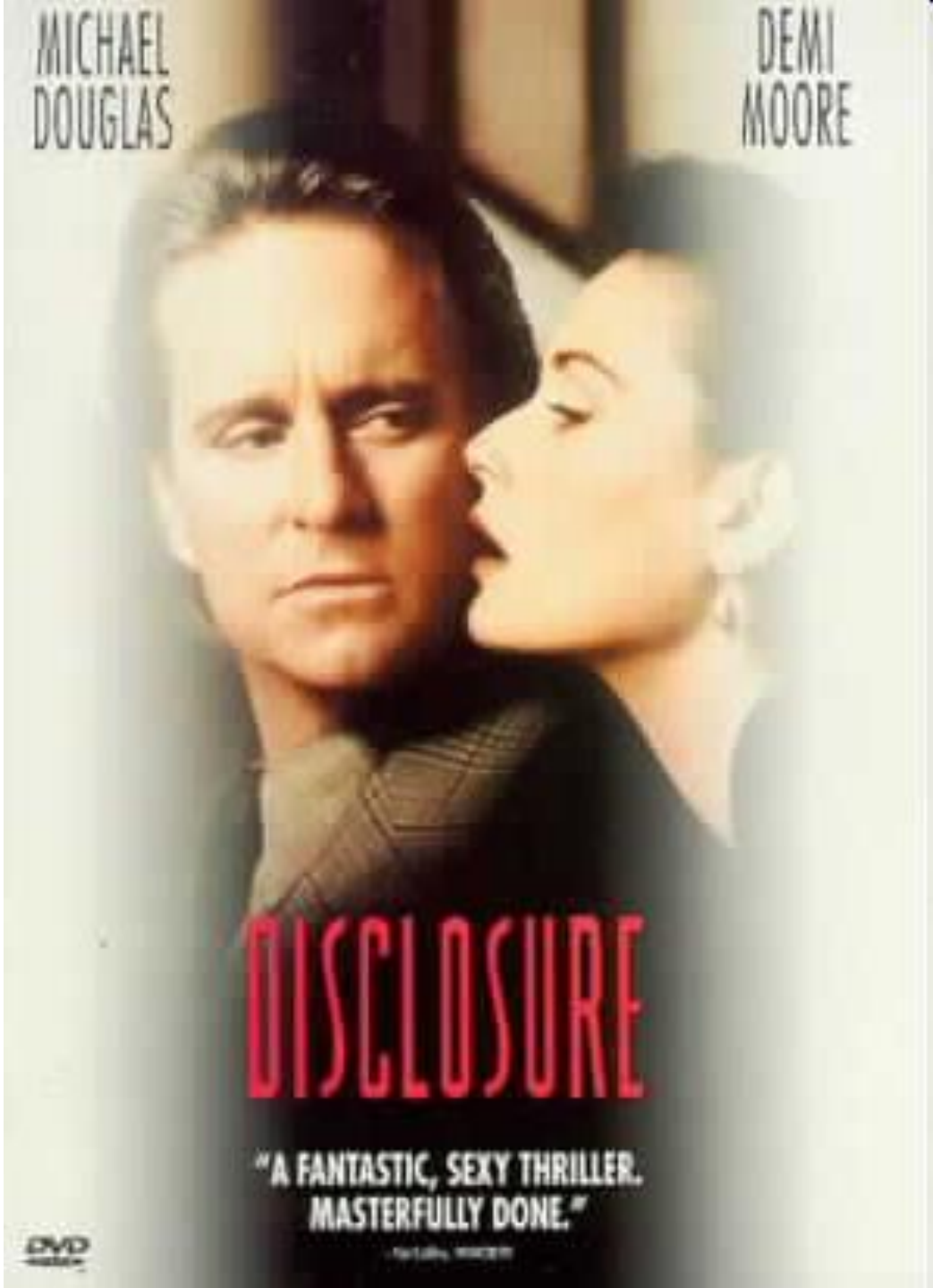
The Story of Music



The Story of the Science Fiction Fans

MICHAEL
DOUGLAS

DEMI
MOORE



DISCLOSURE

"A FANTASTIC, SEXY THRILLER.
MASTERFULLY DONE."

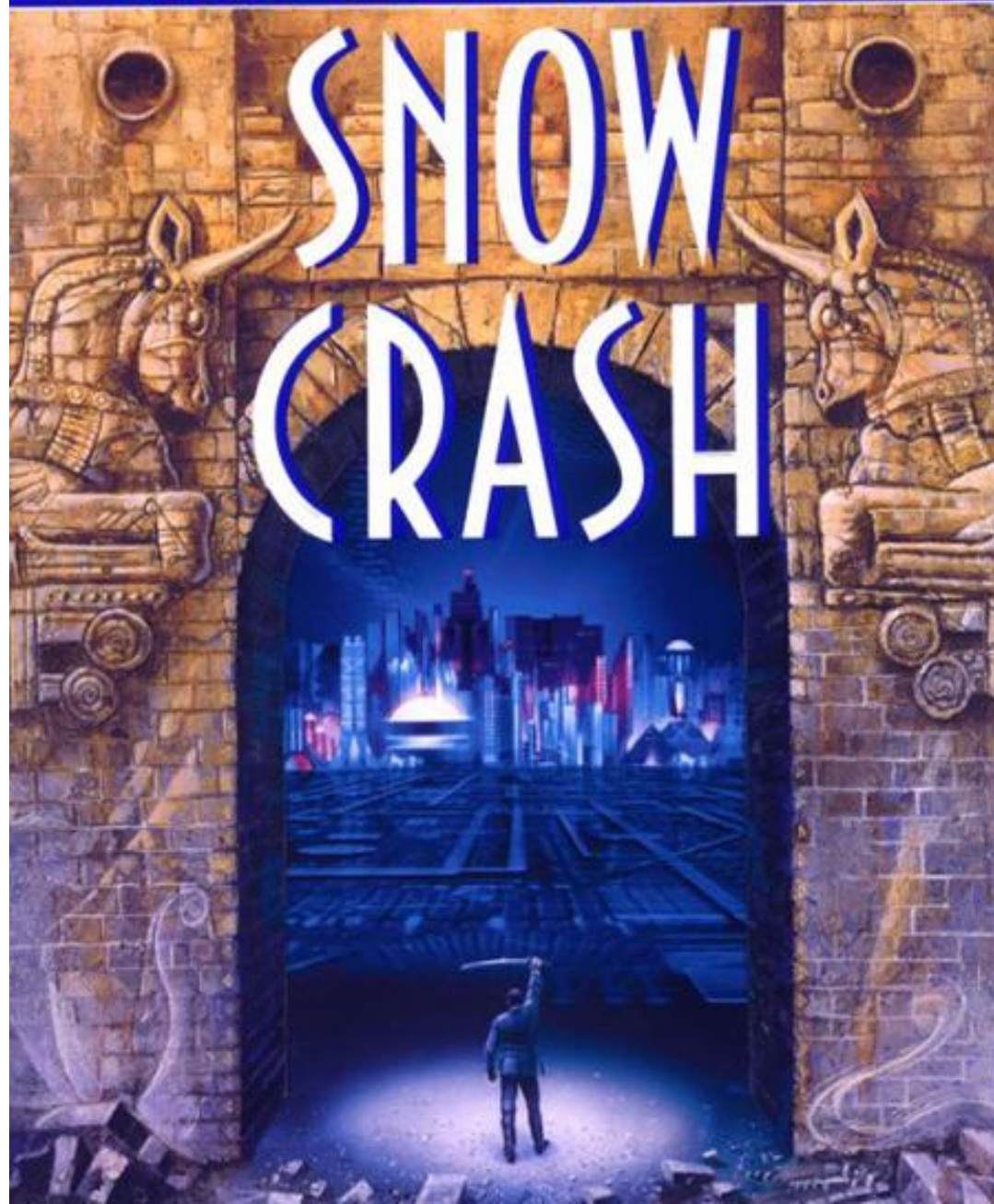
DVD
VIDEO

© 1994 MCA HOME ENTERTAINMENT



NEAL STEPHENSON

SNOW CRASH







The Story of the Commercial



i'm lovin' it

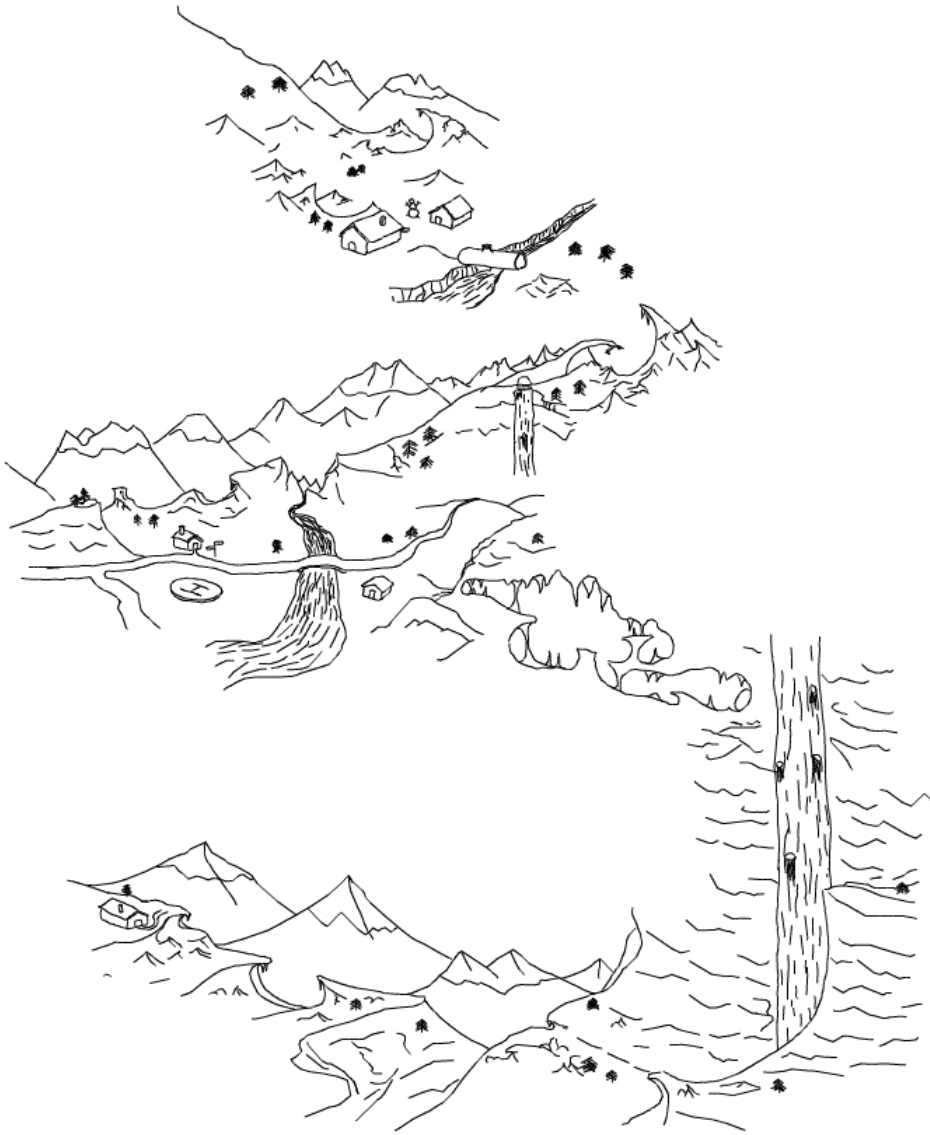


HALO 3

The game has changed

- The hot platform is the Net
 - Meaning, any device!
- The hot audience is the non-gamer
- The hot feature is other players
- The hot technology is connectivity
- The hot game is a mini-game
 - Meaning, one with little nesting

Line Rider



✓	<i>The system is the game</i>
✓	<i>Any button will do</i>
✓	<i>Take your time</i>
✓	<i>Be done fast</i>
✓	<i>Side by side</i>
✗	<i>Save your profile</i>
✓	<i>Classless</i>
✓	<i>Draw it however</i>
✓	<i>Change it however</i>

Advertising

ver

My Happy
Meal



Parents
Retreat

Create

CALLING ALL KIDS!
JOIN OUR FREE
**VIRTUAL
WORLD!**



PLAY NOW!

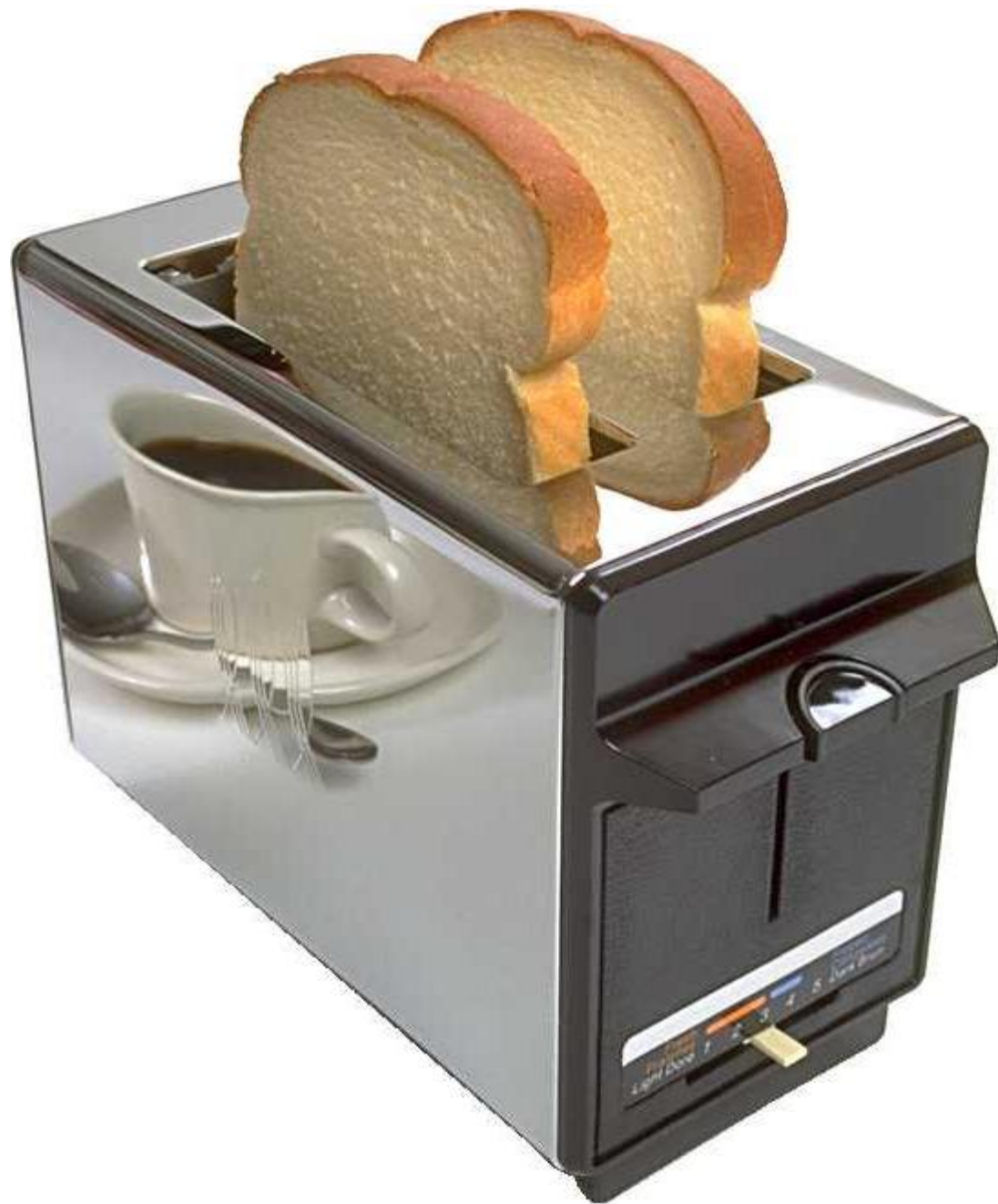
THE



EXPERIENCE



The Story of the Toaster

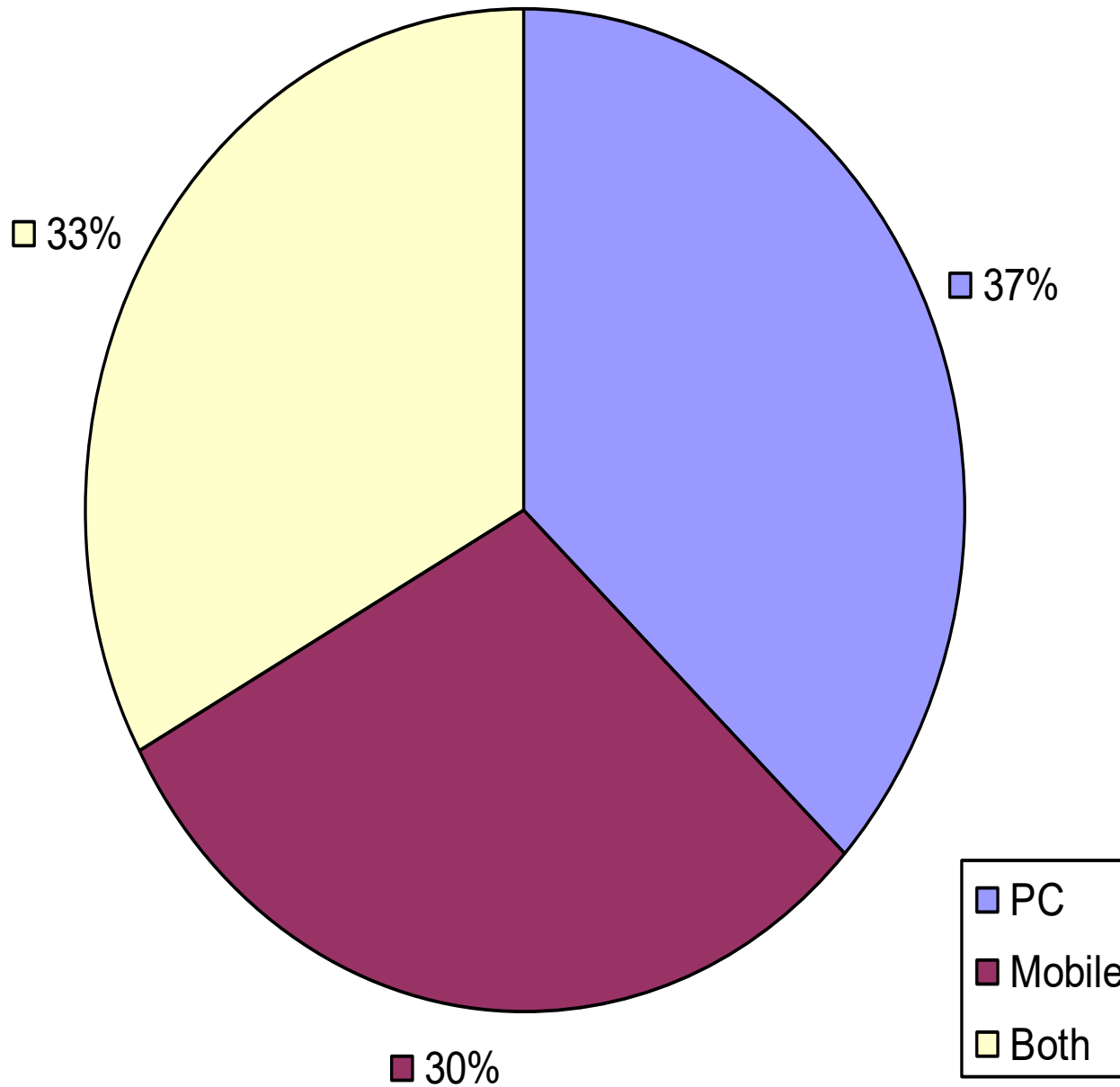


“Most of the new audience is not going to be willing to cope with the intricacies of telnet or, even worse, setting up a mud client.

No doubt the number of mudders will increase as the number of Internetters does, but the big explosion in mudding will probably not happen until access can be made as simple as operating a toaster--preferably with a graphical interface.”

- 13 years ago

How people access the Net



TAKARA
TOMY

お金を貯めて
武器を買え!

HP 153 03420g



ちょ きん ばこ
ロールプレイングゲーム 貯金箱

ちょ きん どん せつ
貯金伝説

BANKQUEST

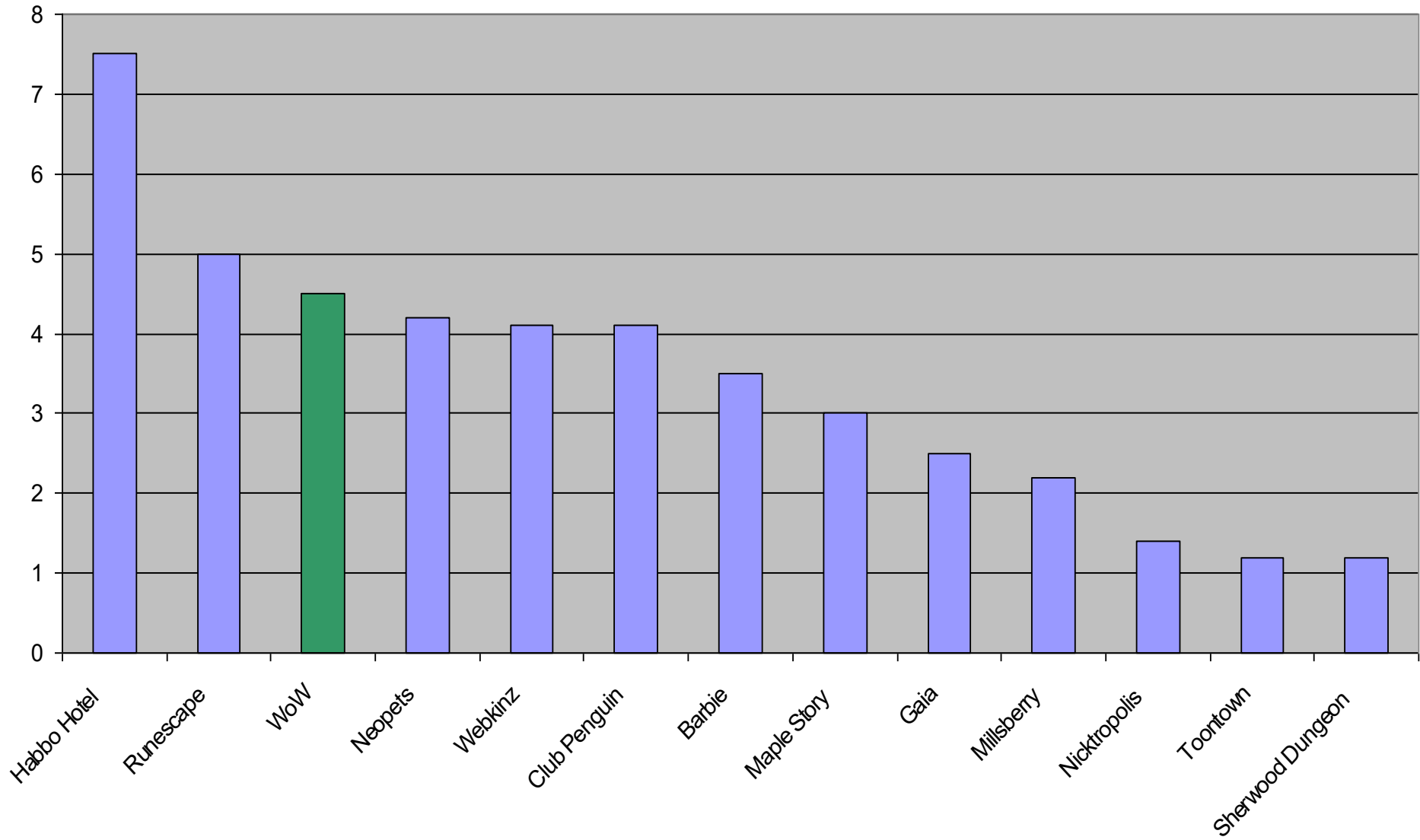
バンククエスト

たいしょうねんれい さいい いじょう
対象年齢6才以上

※写真やイラストは商品とは多少異なる場合がありますのでご了承下さい。

単3形アルカリ乾電池3本使用(別売)
REQUIRES 3 LR6("AA" SIZE)
BATTERIES (NOT INCLUDED)

Estimated active users per month, EU and NA territories







INSTITUTUL NAȚIONAL DE STATISTICĂ
ROMÂNIA

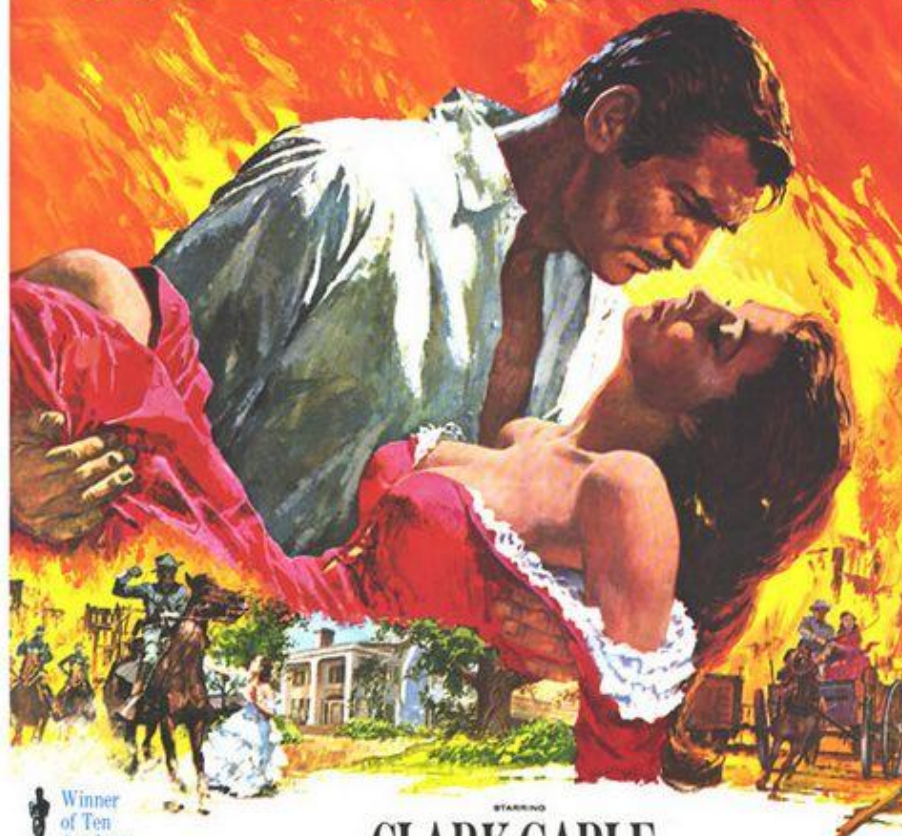
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Awards

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LESLIE HOWARD OLIVIA de HAVILLAND

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A NEW YORK TIMES BESTSELLER

A provocative literary parody that explodes the mythology perpetrated by a Southern classic

THE WIND DONE GONE



*The
Unauthorized
Parody*

ALICE RANDALL

"Candid, intimate, sexy, subversive." — *Elle*

"The Wind Done Gone raves under its own power." — *Los Angeles Times*

RHETT
BUTLER'S
PEOPLE

A NOVEL

DONALD McCAIG

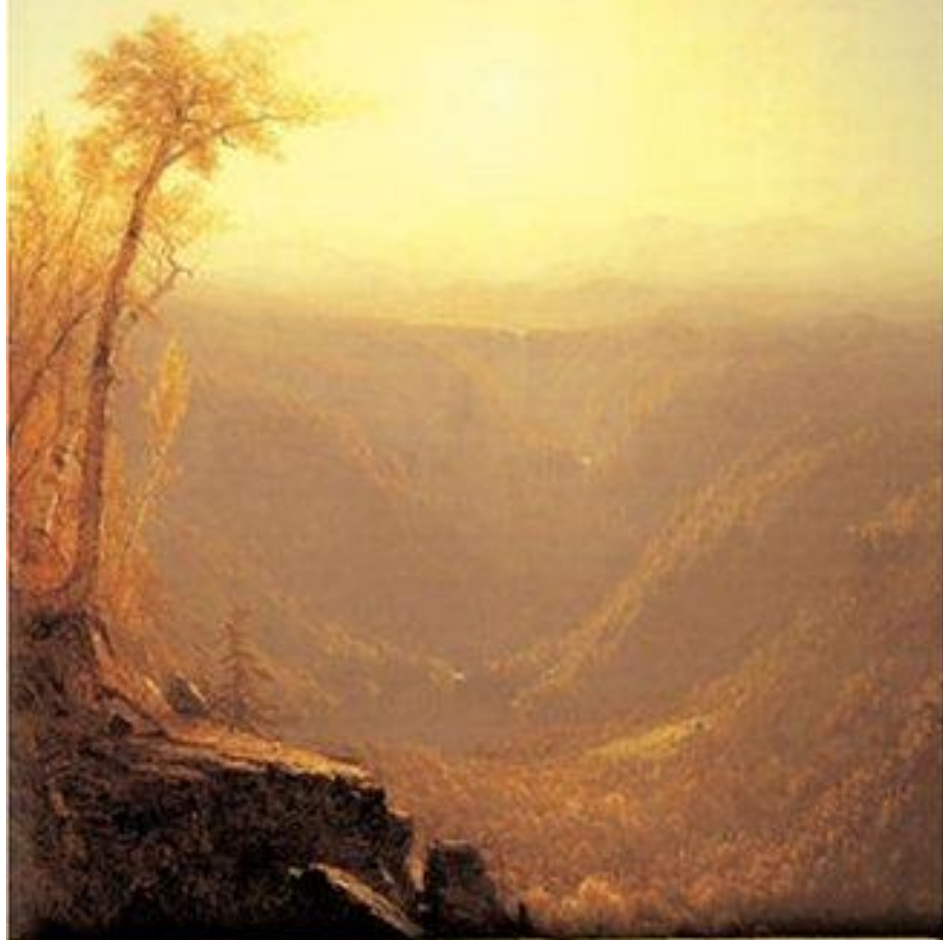
LITTLE WOMEN

LOUISA MAY ALCOTT



Geraldine Brooks

AUTHOR OF YEAR OF WONDERS



March

A NOVEL

WICKED



The Life and Times of
the Wicked Witch of the West

"Amazing novel."
—John Updike, in *The New Yorker*

GREGORY MAGUIRE

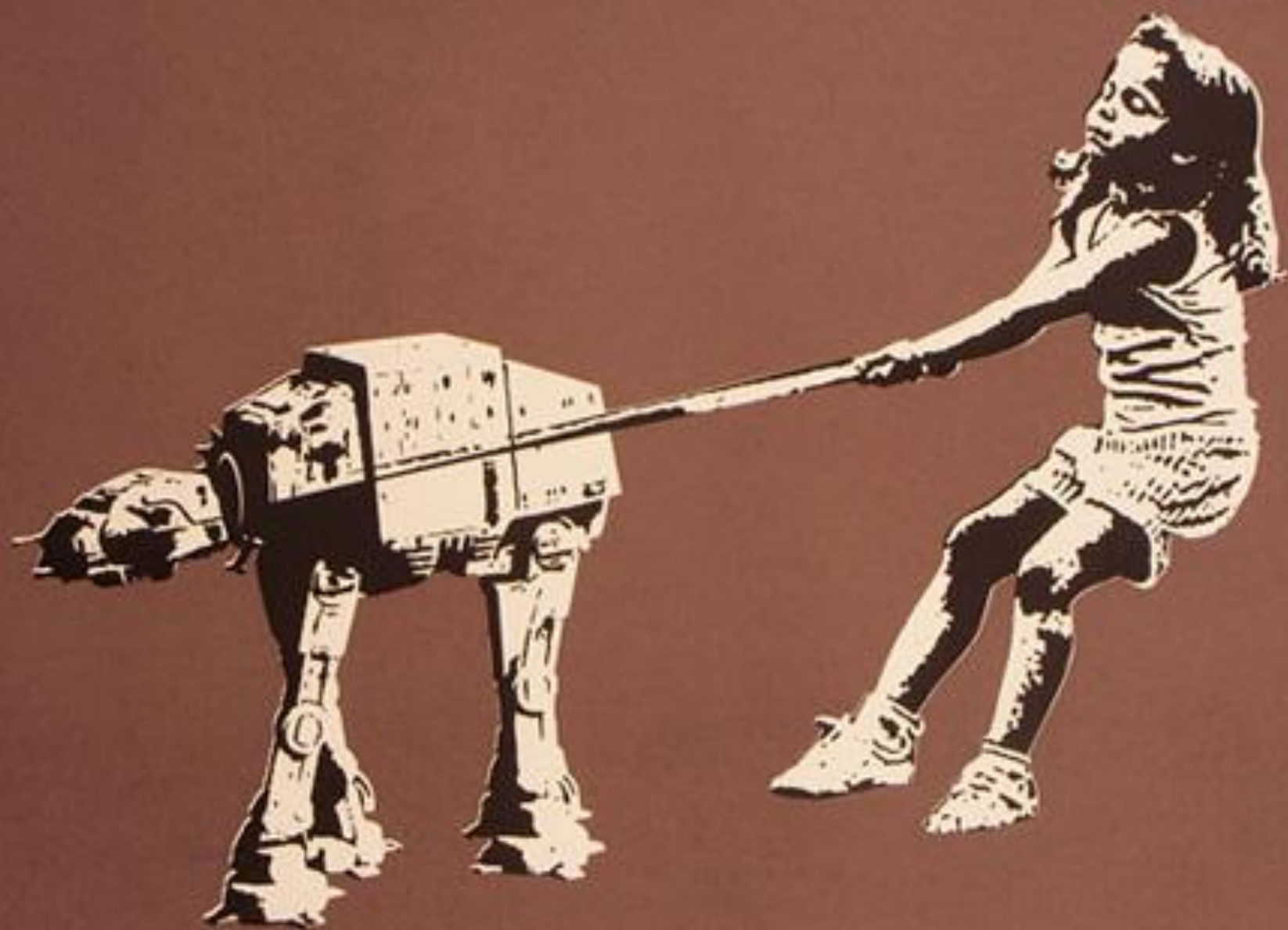
SO MUCH HAPPENED BEFORE DOROTHY DROPPED IN.



A NEW MUSICAL
WICKED
THE UNTOLD STORY OF THE WITCHES OF OZ

STAR
WARS





STAR ROBOT CHICKEN WARS





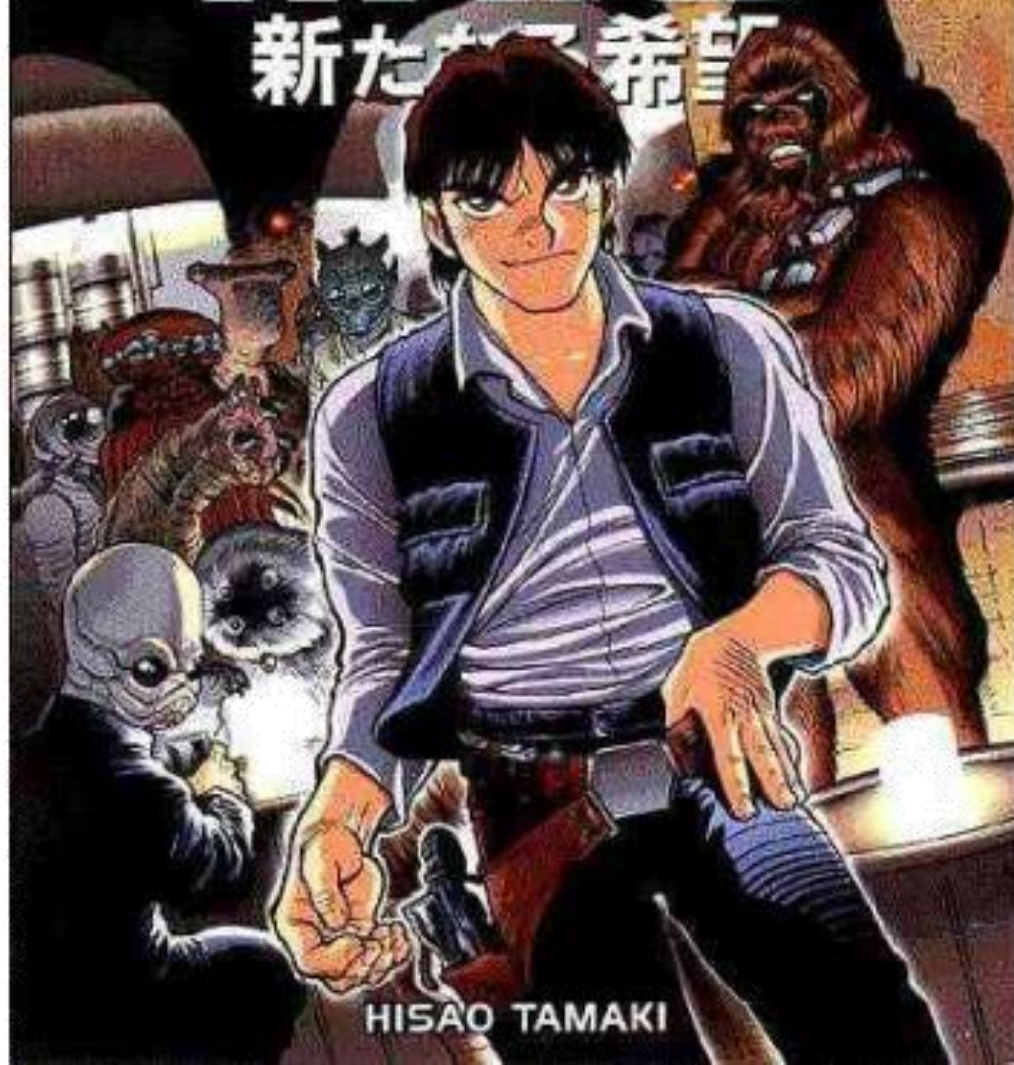


2

STAR WARS

MANGA

新たなる希望



HISAO TAMAKI



The Story of the August Body



AP / The Office of U.S. Rep. Edward Markey

Yesterday, in unwitting observance of April Fools' Day, the telecommunications subcommittee held a hearing on "online virtual worlds" and the use of cartoon-like characters called avatars.

-Washington Post

“Virtual reality is
air guitar writ
large.”

“...and ultimately meaningless.”

Robert J. Sawyer

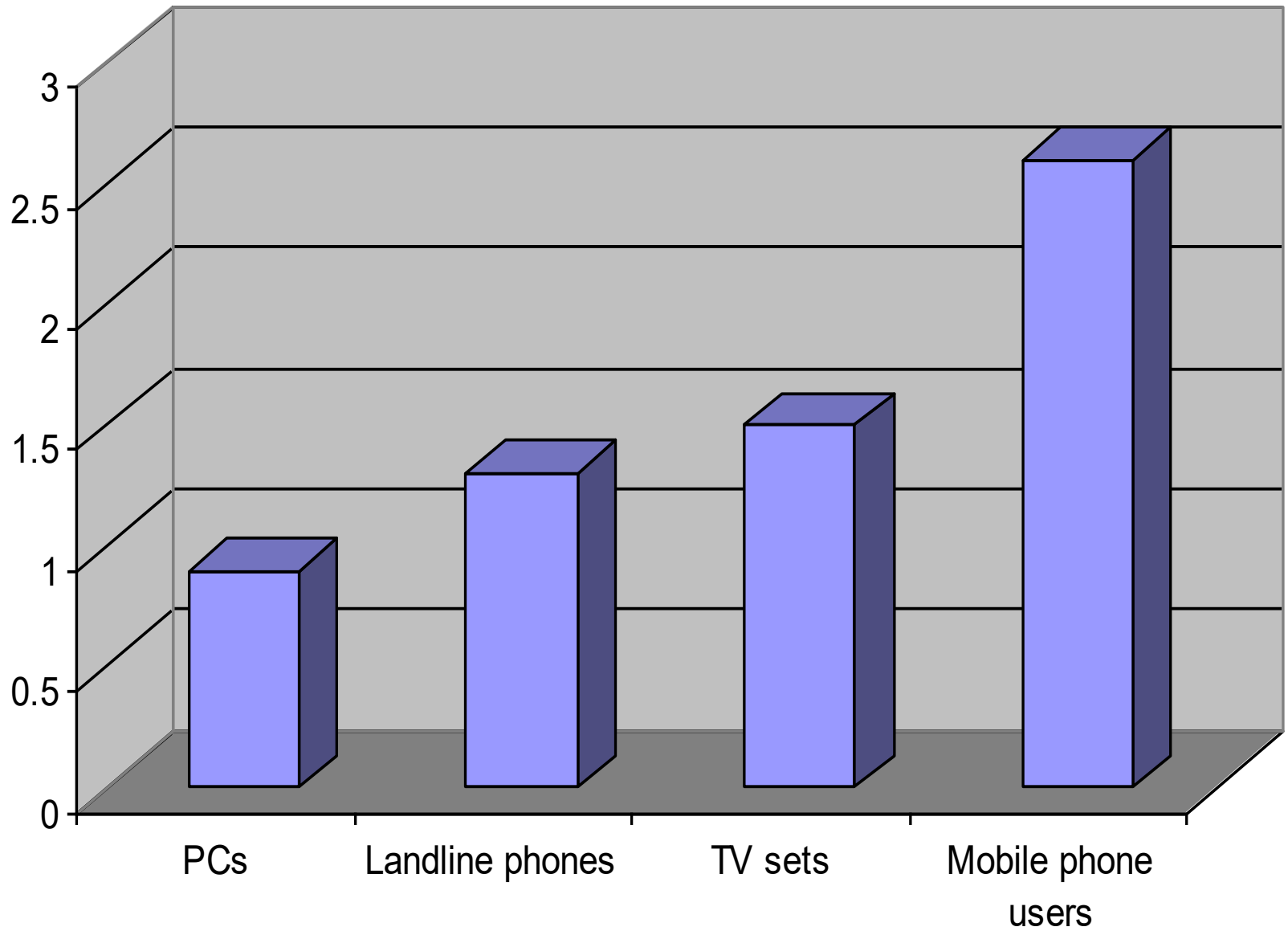
(he never played Rock Band)

The Story in Kenya





(in billions)





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↘
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Mobile TV

MOBILE CHARGING
SCRATCH CARDS
AVAILABLE
HERE ↓





The Story of this Conference



POWER UP. LOG IN. GAME ON.

Prepay the fun with an online gaming card.





Xbox live is a virtual world with a
very simple avatar

(And Bioshock is a single-player instanced
dungeon.)



- The file formats will be open. Anyone can write their own player on any device, for free.
- Their player is free too, to integrate wherever.
- The protocols are open too.



Web 3d is a bad name

because it isn't going to be about visuals.

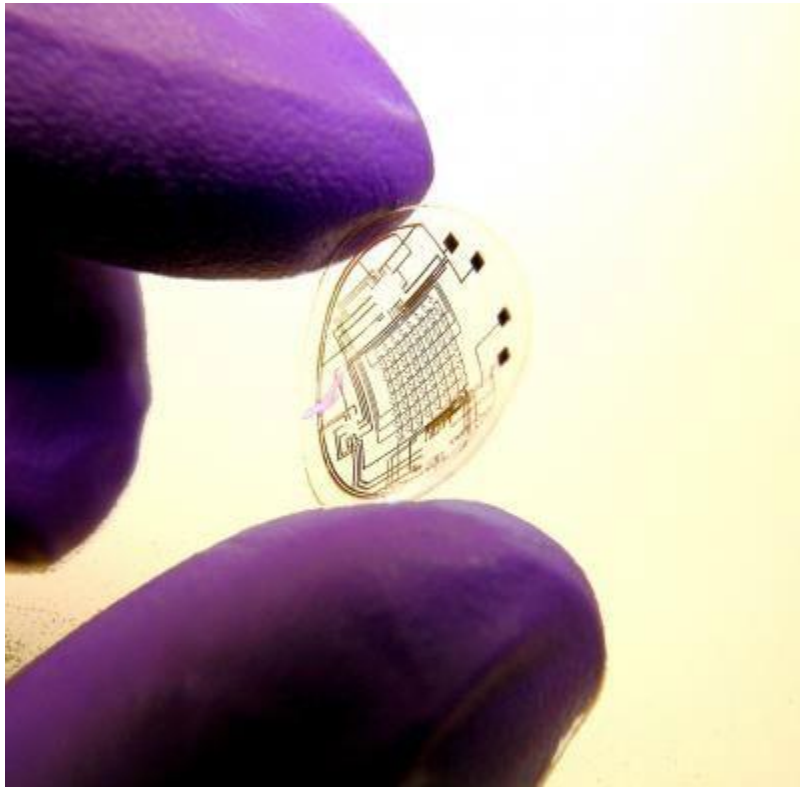
What is the virtual environment that runs
on your toaster?

Sandbox

is a bad name

because it assumes people are invited in
and the toys stay inside the play area.

But the sand is going to be splattered on
the walls.



The consumers that are the future of our genre are everyday, ordinary people. Most of us in this technology-mad industry frankly have no contact with them. The technology we need to develop isn't the technology of more polygons or better 3d sound or more accurate simulations. It's the technology of people. Of giving them what they don't know they need.

- Online Games 99; 9 years ago.



November