

It Isn't Just a Video Game: Second Life for Events

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"Two geeks, two countries, no waiting."

Second Life is

*A popular virtual world developed by Linden Lab

*Free to join, although there are real monetary transactions in-world

*Requires

o client download and install

o fairly beefy computer

o high-speed connection

SL is NOT a game

- o No points, no levels, no winners or losers.

SL is a community where residents

- o Buy real estate
- o Build houses and other buildings
- o Create objects and sell them
- o Attend social and business events
- o Sample 24-hour spending: \$47,998 USD (196,925 LindeX)

SL and other virtual worlds are still in their infancy.

- o The first version of SL was released in 2003
- o The first version of Mosaic was released in 1993
- o Remember the web in 1997? That's where virtual worlds are now, at best.

SL is NOT a replacement for RL meetings

- o Rather it's an alternative way for people located in different times and places to meet.

Is it hype?

- o Registered users:

*100,000 in late 2005

*1 million in October

*2 million by the end of December

*3 million in January

*will hit 4 million by the end of this month

- o Concurrent users: 31,000 on Wednesday afternoon
 - Very small dropout rate once a user is "in world" for about two weeks

- o However, only ~10% -- make it that long.
- o January stats from Linden Lab indicate that only about 10% of residents have spent 40 hours in world
- o Many companies building presence in SL but not doing anything with them

* American Apparel & Telus created in-world recreations of stores for the PR hit

*Major League Baseball re-created Yankee Stadium, but it's always empty!

Challenges for Users

- o Usability not the greatest. Not overly intuitive.
- o Visiting Second Life locations.

*Finding empty Sims.

*Not knowing where to go.

- o Powerful computer and high speed needed

Challenges for companies & organizations

*Building costs high

*Building a full island probably costs between \$20,000 - \$100,000.

*How do you maintain it? How do you staff it?

*If you don't buy an island, you can't control who your neighbors are.

*No easy way to calculate ROI. More of a branding play.

*Understanding the community. Learning how to interact with the community and to continue to engage its residents.

*Can Linden Lab handle the growth?

Best way to get involved

- o Have someone show you the ropes
- o Attend an event
- o Read Second Life blogs

Meetups: Coffee with crayon

CaseCamp SL

Uncle Seth show

PodCamp SL

Questions?