



Virtual Worlds Management presents

Virtual Worlds News

business news, strategy, insight and analysis

February 03, 2009

RocketOn Heads to Public Beta with Six Partners

RocketOn announced the public beta today of its parallel world. RocketOn lets users layer avatars and aspects of environments on top of the rest of the Web through a small plugin download or a lightweight Web-only version. For partner websites, six of whom are launching today, RocketOn offers the ability to create a community with avatars and live chat directly on the site instead of looking elsewhere.



Announced today were partnerships with Comedy.com, Hypster, Online Flash Games, HotSpot, faceDub, and Boosh Magazine. All together, RocketOn expects the sites to bring the service to 2 million new users.

"What caught our attention about RocketOn is the potential for a new type of real-time social interaction on our site," Cahit Onur, CEO of Online Flash Games, said in a statement. "We felt this would help build customer loyalty and extend our brand into the virtual world space. We're happy to be working with RocketOn and are open minded about new projects and ideas."

According to stats [provided by RocketOn to GigaOm](#), the world has 114,000 active monthly unique users, 71% of whom are under 18 and 67% are female. Interestingly, the company says that almost as many unique users come from India as the U.S., which may be related to PayByCash's recent expansion in India. In an [interview with our sister site Virtual Goods News](#) last week, the company noted that 1/3 of its users are in the United States.

RocketOn brought in [\\$5 million in Series B](#) financing from the D. E. Shaw Group a year ago, for a total of close to \$5.8 million in funding. At its current burn rate, [RocketOn told VentureBeat](#) that it has cash ready for two more years.

In the mean time, the company has already discussed business plans [with Virtual Goods News](#), including a wide array of partnerships, sponsorships, and virtual goods sales. It also plans to grow rapidly with third-party support.

"We wanted the look and feel of Flash, and we also liked the development tools. We thought it would open our system to a much larger pool of developers as we go. Our goal is to get third-party developers producing games, avatars, and all sorts of things in RocketOn, and placing them on their own sites or sites of brands they're working with," said CEO Steve Hoffman.