

## 2008 Metaverse Tour Video:

### The Social Virtual World's A Stage

By Gary Hayes of Personalize Media - August 5, 2008

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Gary Hazlitt and Gazlitt (aka as me!) take a 'break' in over fifty worlds comprising the current metaverse, here is the holiday video...

I am doing a commercial report and curriculum development on the evolving range of social virtual worlds and have recently ventured into fifty of them to review and sample the culture,

creative, business and educational potential. On my travels I got out my virtual camera and decided to capture a bunch of small vignettes which quickly turned into a body of audio visual delights - so decided to create a nice seven minute video for posterity.

I thought I would share the video publically as it demonstrates how ubiquitous, popular and streamlined many of these spaces are becoming across the intraweb / 'cloud'. With over 300 million frequenting or registering for the non-game based worlds and millions of new investment in 2nd and 3rd generation services there seems to be no stopping them...Enjoy

[Video link](#)

A few immediate things that struck me on my travels:

- That there are quite a few worlds now getting their balance on the shoulders of Second Life and really getting to grips with the social networking aspects vs the 3D'ness
- There IS a balance between a social space and an 'agreed' advertorial world - "you give me valid experience, I accept a level of advertising"
- A few new entrants realise that using a fully fledged, 3D game engine as the client for what is in the end a glamorous 3D facebook and requiring a

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- high spec'd PC is not the best way. Second generation services like vSide have followed a good middle ground
- [As I reported a few days](#) ago the 'layered-over-the-2d-web' version of these worlds such as RocketOn show great usability and promise
  - Some worlds are demonstrating the precursor to photo realism and smooth motion while others have as much 'immersion' by providing intimacy with your friends in more cutesy environments
  - Many of these worlds operate without the hype we have seen with Second Life and have slowly been building up large communities. Beware any world that tries to launch on hype, as most of these worlds are still in adolescence and not ready for mainstream
  - The Metaverse is a world of connected worlds, how/when/if they are connected will be a real challenge from a technical and standardisation perspective. Especially as a few are starting to concentrate on themes, music, sport and probably in the end very defined niches - fly fishing social world anyone?
  - It is important for those who are supposedly representing or blogging about 'the metaverse' to get in there and try these services - beyond registering and wandering around for only 10 minutes (I could name several who haven't a clue!) but...
  - There are not enough hours in the day to attempt to truly engage with each world but it is amazing how adept you become at spotting flaws and innovation when you put the effort in
  - lots more to follow from the official report in a future post...

[KZero](#) are turning out to be the best resource on the planet, tracking Social Virtual Worlds and their latent potential. They gave me permission to publish/post this great chart with a great stab at putting many of the worlds in the video across content sectors.

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#### Virtual worlds by sector

