



# Modeling an online game economy

HIIT Virtual economy seminar  
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# In this presentation

1. You'll get details about Habbo economy
2. You'll hear about the visual modeling done at Sulake
3. Find out our next steps

# HABBO®



## IRC-Galleria



## MINI FRIDAY

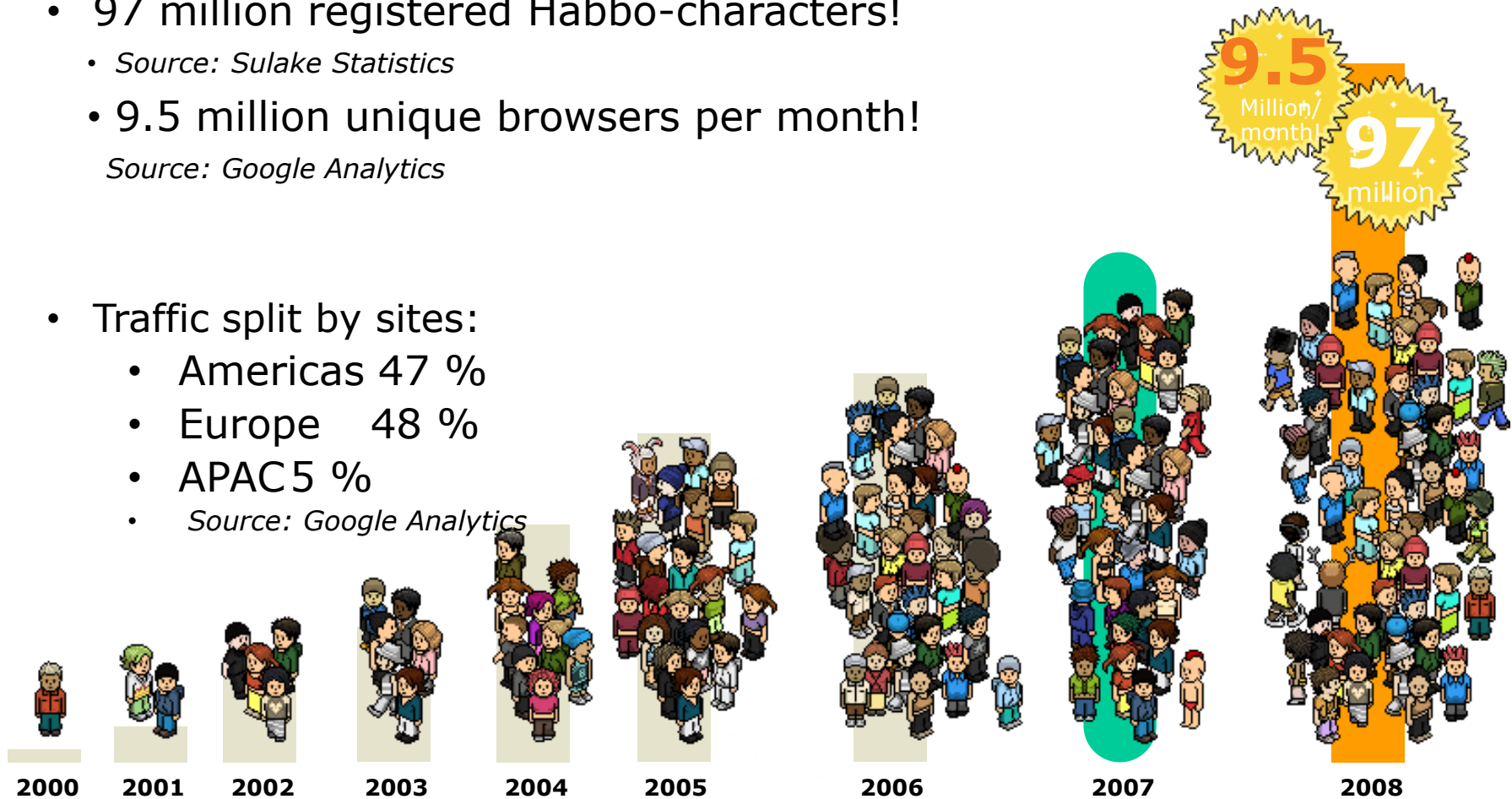


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# Habbo Community Growth

- 97 million registered Habbo-characters!
  - *Source: Sulake Statistics*
- 9.5 million unique browsers per month!
  - *Source: Google Analytics*
- Traffic split by sites:
  - Americas 47 %
  - Europe 48 %
  - APAC 5 %
  - *Source: Google Analytics*



# History

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# Mobiles Disco - October 1999

## DISCO

>> TEE OMA HAHMOSI.  
>> Anna sukupuoli, nimi, salasana ja säädä ulkonäkö.

B-Boy:

Fly-Girl:

Mobilin nimi:  (lyhyt, ei valejä, thanx)

Salasana:

Salasana double check:

Pää:

Paita:

Byxät:



Tequila: oota käyn tsekkaa se kuvan

hangaround: yks disco mix kiitos

Maarit: disco mix tulossa.



NuoriM: TAHDOTKOO SINÄ MINUAAAAA

apparatus: janina rokkkaa!!



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Henri82: Juokse !!

Ozzy: Joo joo

0:27  
-2 2



● ● ● ● ●  
TEE LUMIPALLO

Huuda:



# HABBO HOTEL

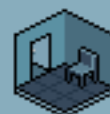
FIVE STAR LUXURY



## Hotel Navigator



### Public spaces



### Guest rooms

#### Public Rooms

- Welcome Lounge [Go](#)
- NBC Olympics Virtual Athletes Lounge [Go](#)
- DORITOS New Look Pool Deck [Go](#)
- Animal Crossing: Wild World Hang [Go](#)
- RewardTV Lounge [Go](#)
- The VerbNow.com Club [Go](#)
- Picnic Garden [Go](#)
- + Battle Ball Arena [Open](#)**
- Main Lobby [Go](#)
- Superlove Angelz Theaterdome [Go](#)
- Rooftop Rumble [Go](#)
- Space Cafe [Go](#)
- Teen People Terrace [Go](#)



#### Public rooms.

These are Hotel's public rooms. What are you waiting for? Meet other Habbos! Color Code: Red=FULL no entry; Yellow=BUSY space available; Green=COME IN!

repesorsa

[Update my Habbo ID >>](#)



1 New message(s)  
0 Friend Request(s)



[How to get?](#)



[Join!](#)



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# Habbo is a place where users can...

## Choose and personalize a character

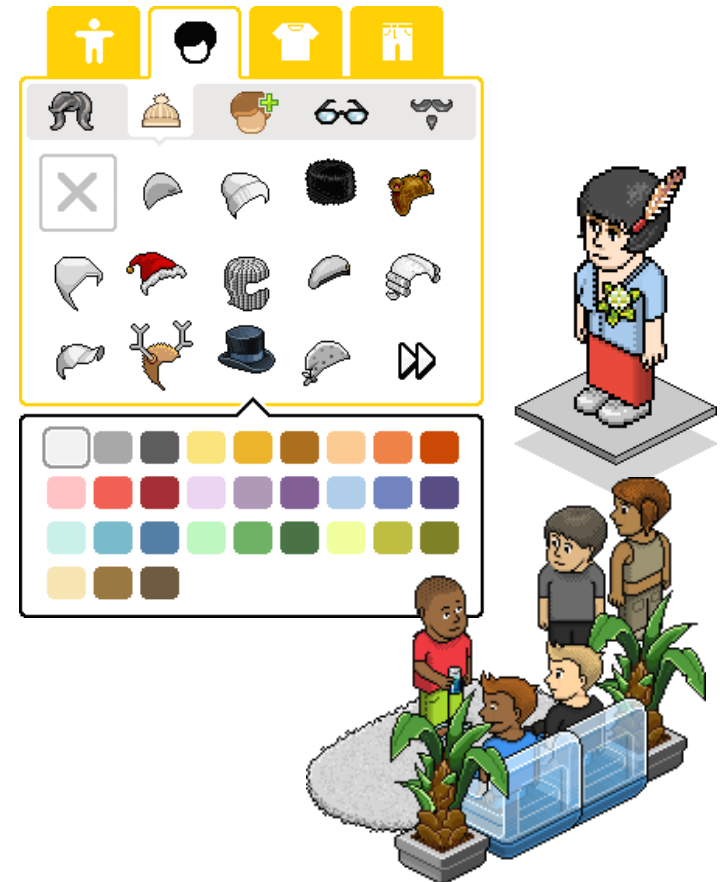
- Appearance
- Name
- Clothes
- Skin
- Hair

## Browse the virtual world

- Visit different public rooms
- Go to other *Habbos'* guest rooms
- Customize their own *Habbo* homepages

## Walk around and chat

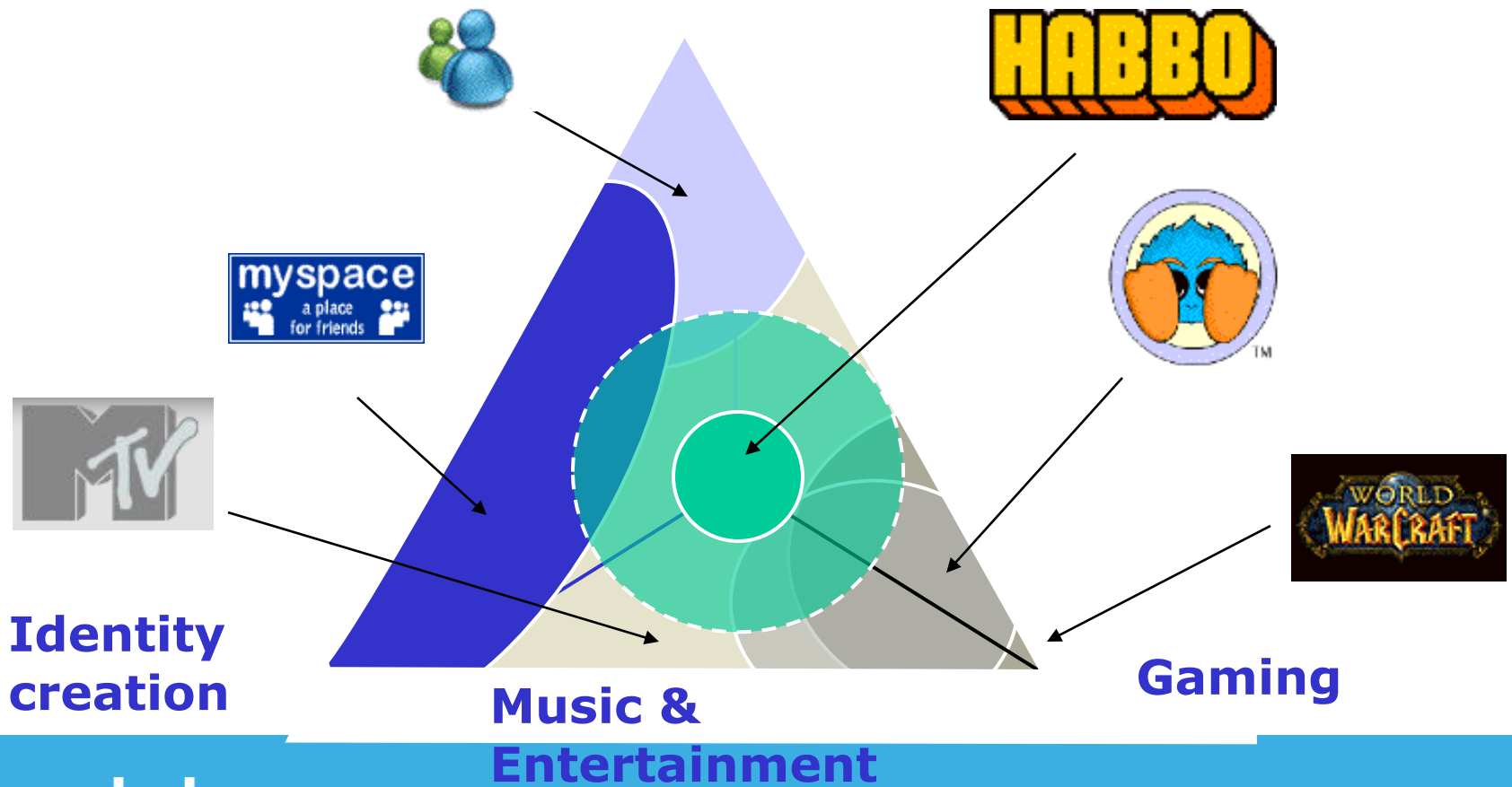
- Use *Group Chat* and *Habbo Console* for communicating with other *Habbos*





# Habbo Market Position

## Communication








**Identity  
creation**

**Music &  
Entertainment**

**Gaming**

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-  Social Networking
-  Virtual World
-  Gaming
-  Entertainment
-  Communication



under 12 years

13-16 years

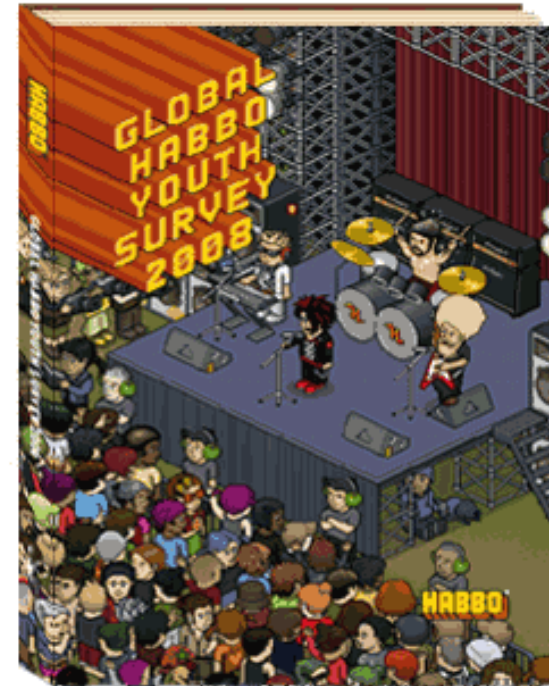
over 16 years

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# Global Habbo Youth Survey 2008

- Unique dive into teens' lives in 31 countries
- Age 12-18 years
- Girls 44% - Boys 56%
- 58 500 Responses



Sample pages and orders:  
<http://webstore.sulake.com>

# Habbo User Segments

## REBELS

52% Boys, all age groups

Carefree, risk taking attitudes

Value fun, enjoyment and experiences in life

Open towards change and new ideas

Interested in extreme sports and street culture

**In Habbo we like to organise and participate in private room games and activities**



## CREATIVES

59% Girls, many 11-16 yr olds

Open-minded, curious and active

Value artistic self-fulfilment

Tolerant attitudes, strong social conscience

Wide range of cultural and intellectual interests

**In Habbo we come to meet our real life friends**



## LONERS

46% Boys, largest in over 17 yr olds

Passive & insecure

Value security

Quite open-minded attitudes towards some topics, e.g. sexual minorities

Focused areas of interest, for ex. comics & gaming

**In Habbo we come to meet our online friends**

## ACHIEVERS

56% Boys, many 13-16 yr olds

Self confident & ambitious

Value material welfare and success

Intolerant attitudes, negative towards environmental issues

Interested in sports, computers, fashion and partying

**In Habbo we are heavy traders and collectors**



## TRADITIONALS

49% Girls, largest in under 12 yr olds

Responsible & honest

Value personal safety and ordinary life

Conservative attitudes, but positive towards environmental protection

Interested in nature, sports and pets

**In Habbo we are keen in helping new Habbos**



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# About game economy models

- There have been conscious experiments with the economies in the past
  - MOO's/MUD's
  - Ultima Online
  - WoW (Honor,BoP's)



# The need for modeling economies

- It was decided at Sulake to not to try and describe Habbo economy with set of mathematical equations
- Some factors were noted to be unpredictable
  - Ripple effects may occur
- Model has to be general enough for discussions
  - Main goal for Sulake

# The need for modeling economies

- Sulake's interest in tweaking Habbo
  - Virtual asset sales model is crucial part of Habbo experience
    - Sulake has monopoly (we still want to keep things interesting!)
    - Bartering as the way to trade
  - Habbo features
    - TOS limitations regarding RMT
    - 1 in-game currency
  - We don't want to nerf the economy
    - Users appreciate stability of possessions
    - Users know that we listen to their demands

# The need for modeling economies

- Future projects of Sulake
  - Sulake wants to provide potential new users appealing virtual environments
  - Economy that supports user collaboration is a must
  - Interest lies in business models containing virtual economy as a main driver

# Habbo

- Reasons for us to examine Habbo
  - All data available for Sulake, including usability studies of Habbo
  - Business Intelligence tools available
    - Visits, retention, purchases; viewable over sites, countries, etc
  - Results are obviously useful for Sulake
    - Business model of Habbo is based in virtual asset sales
  - Discussions between eg. Development and marketing become easier

# Habbo - evolving economy

- Changes in the economy of Habbo
  - Habbo coins were introduced 2006
  - Recycler was introduced 2007
  - Data says that Habbo sales fluctuate due to campaigns, new features and seasons
  - What's next?

# Habbo - currencies and quasi-currencies

- Habbo is now a single currency game
  - In early stages Habbo had no currency
  - Habbo credits were used only for item purchases
  - Habbo coins are quasi-currency
  - We are thinking of other solutions too!
- Economic transactions within Habbo
  - Quasi-currency
  - Barter
  - Credit transactions only between the world and the players



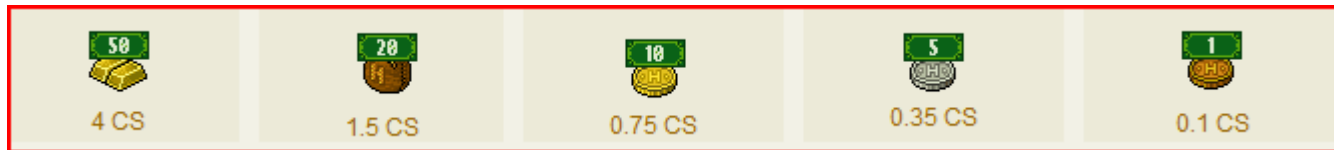
# Habbo - assets

- In Habbo, a user can own
  - Habbo credits
  - Virtual items
    - Habbo coins
    - Virtual items that represent a currency



# Habbo - Currencies and quasi-currencies


































- Habbo coins: quasi-currency of currency-looking virtual items
  - A more believable alternative to bartering with Club sofas
  - Hard core users tend to still use old currency (CS) in discussions



[[www.habbox.com](http://www.habbox.com)]

# Habbo - Currencies and quasi-currencies

- Quasi-currency of popular items
  - T stands Throne. CS stands for club sofa. RD stands for rubber duck
  - Items are durable

 x 28 70 CS	 3.5 CS	 1.5 CS	 1 CS = 75 RD	 1 CS = 75 RD	 0.6 CS = 45 RD
 57 CS	 3 CS	 1.2 CS	 1 CS = 75 RD	 0.9 CS = 68 RD	 0.5 CS = 38 RD
 x 28 42 CS	 3 CS	 1.2 CS	 1 CS = 75 RD	 0.9 CS = 68 RD	 0.5 CS = 38 RD
 42 CS	 2.5 CS	 1.2 CS	 1 CS = 75 RD	 0.9 CS = 68 RD	 0.5 CS = 38 RD
 x 28 28 CS	 2 CS	 1 CS = 75 RD	 1 CS = 75 RD	 0.8 CS = 60 RD	 0.5 CS = 38 RD
 x 28 28 CS	 2 CS	 1 CS = 75 RD	 1 CS = 75 RD	 0.8 CS = 60 RD	 0.5 CS = 38 RD
 11 CS	 2 CS	 1 CS = 75 RD	 1 CS = 75 RD	 0.8 CS = 60 RD	 0.5 CS = 38 RD
 9 CS	 2 CS	 1 CS = 75 RD	 1 CS = 75 RD	 0.8 CS = 60 RD	 0.5 CS = 38 RD
 8.5 CS	 2 CS	 1 CS = 75 RD	 1 CS = 75 RD	 0.8 CS = 60 RD	 0.5 CS = 38 RD

[[www.habbo.com](http://www.habbo.com)]

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# Habbo – the two ways we saw the economy

## 1. Transaction based visual model

- Actors
- Assets
- Trade

## 2. Faucet and drain visual model

- Inputs
- Outputs

# Habbo – transaction based model

## 1. Actors

- Users
- “machines” relating to economy: money, goods, rooms
- Partners
- (no taxation)

## 2. Assets

- Representation of what the actor might possess

## 3. Trade

- Bartering
- Weights

# Habbo – transaction based model

## 1. Actors

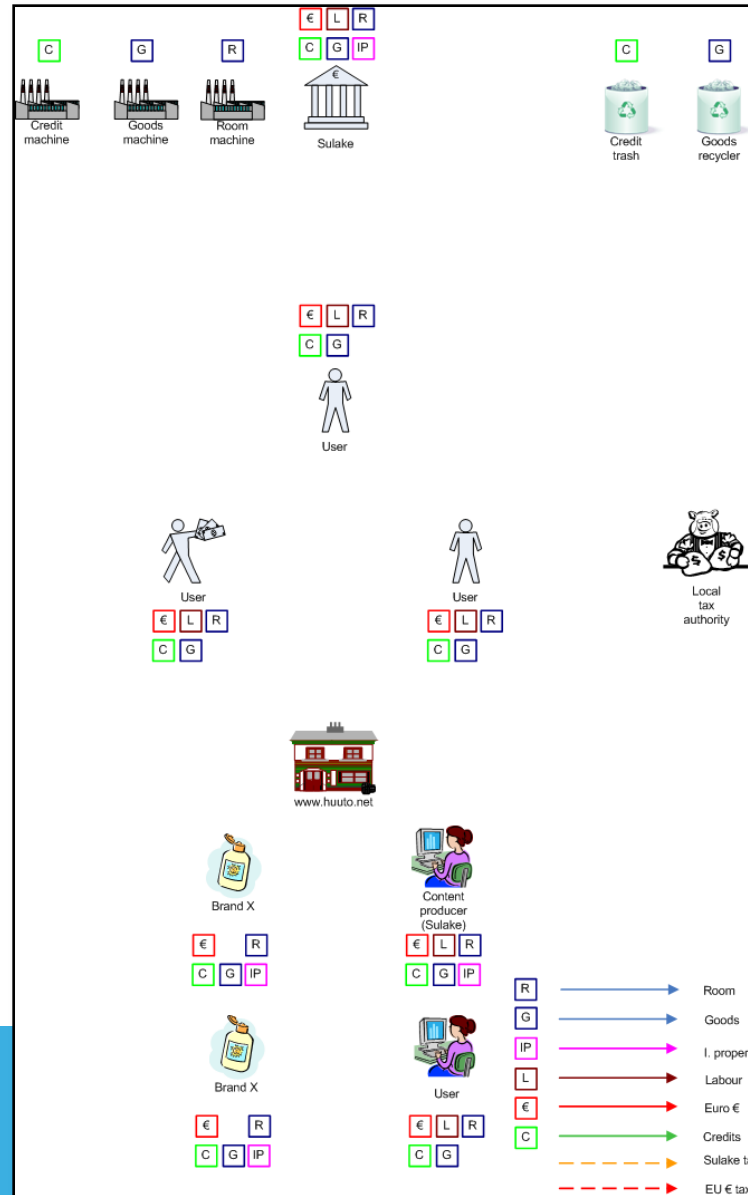


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# Habbo – transaction based model

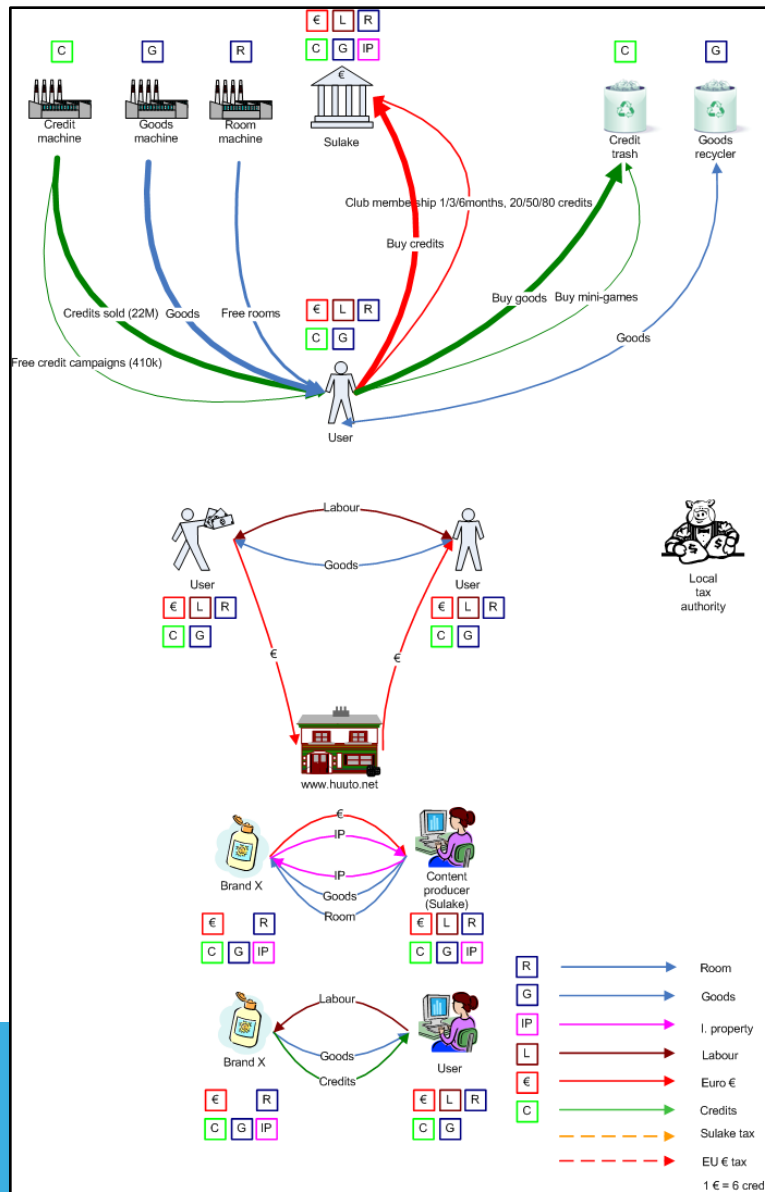
## 2. Assets



# Habbo – transaction based model

## 3. Trade

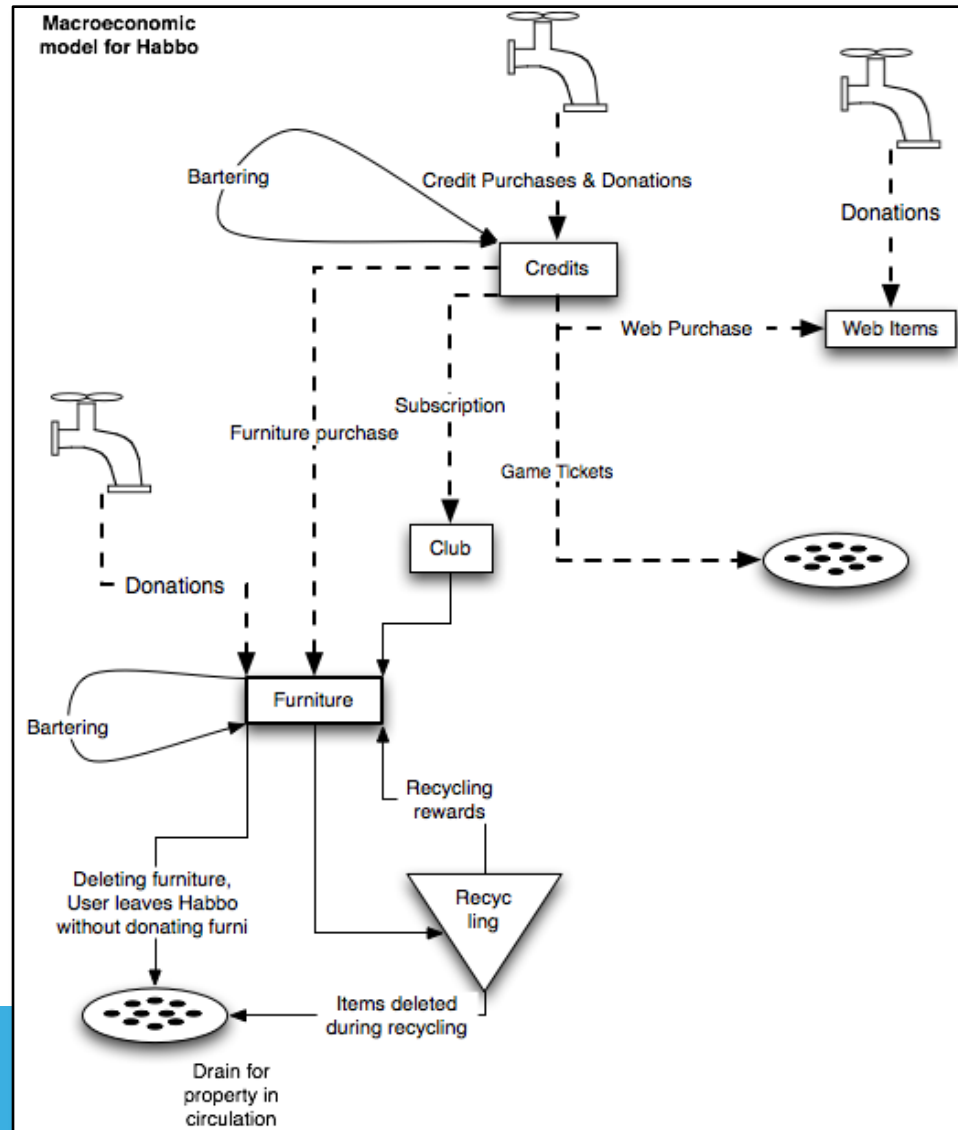
- Method
- Weights



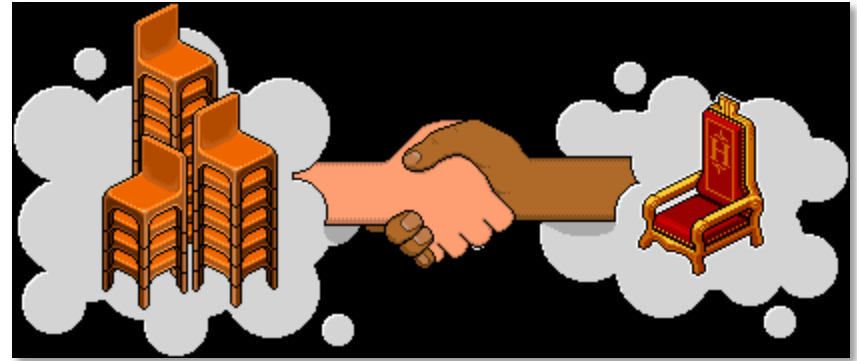
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# Habbo – faucets and drains of the economy



## Lessons learned



1. Transaction model was useful in discussions with people with various skillsets
2. Faucet and drain model was useful for planning economy changes



# Research question for next steps

1. What game economy parameters can be changed to make game (Habbo) more appealing to users?
  - How to minimize negative user experience during change?

## 2. Visualizing other MMO's

