

Our Background

Our largest community membership site:

- Grew to **1.3 million members**
- Was receiving **1.5 billion hits a year** before we sold it
- Was in the **top 2500 sites in the world** in terms of traffic
- Was featured on **TV shows and magazines** around the world for many years
- Attracted partnerships with **USA Networks Sci-fi Channel, Sony Interactive, Intel, Hallmark Entertainment, SETI, Centropolis Entertainment** (producers of “Independence Day”, “Godzilla” and “The Patriot” movies), **Warner Brothers, Star Trek** and others
- Was sold for a **mid 7 figure sum**



CYBERTOWN

WELCOME TO **CYBERTOWN**

1212 Citizens Online

The Year is 2097

CIVILIZATION FOR THE VIRTUAL AGE

3D CHAT VIRTUAL



- OVERVIEW
- NEWCOMERS
- CITY NEWS
- CALENDAR

VISIT PLAZAS CLUBS HELP

See the new features introduced so far this year in Cybertown!

More Coming too!

[click here](#)

MY HOUSE

LOGIN/JOIN
Entering though this link will transport you into the Cybertown Plaza.



On-line community of people from 155 countries interacting in a 3D Virtual Reality off-world town set about 100 years in the future.

CYBERTOWN

MN

Click Here! **Cybertown Reunion (Get Together)**
October 5 - 7, 2010



CYBERTOWN
City Time: 11:45 AM
Citizens Online



Bitmanagement
Software GmbH

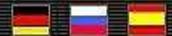
Hawk's Domain
2D WORLD 3D WORLD

CONTROL PANEL

- DIRECTORY
- HOW DO I?
- MY INFO
- MY HOUSE
- HELP/INFO
- ACTIVITIES
- QUICK START
- FEEDBACK
- CITY TOUR

MAP

JUMP GATE



INFORMATION
INBOX
MESSAGES
LINKS

Public | blaxun interactive

Hawk, welcome to Hawk's Domain. Please note that visitors can only watch the chat!

62/216 People | 16 | 31

Nickname	Interests
Hawk	
spiggy	

CYBERTOWN

MN



IN CYBERTOWN YOU GET FREE 3D HOMES WITH CHAT, VIRTUAL JOBS/MONEY, YOUR OWN CLUBS, FRIENDS AND MUCH MUCH MORE!



CYBERTOWN

City Time 11:48 AM

Citizens Online

Sunset Beach

2D WORLD 3D WORLD



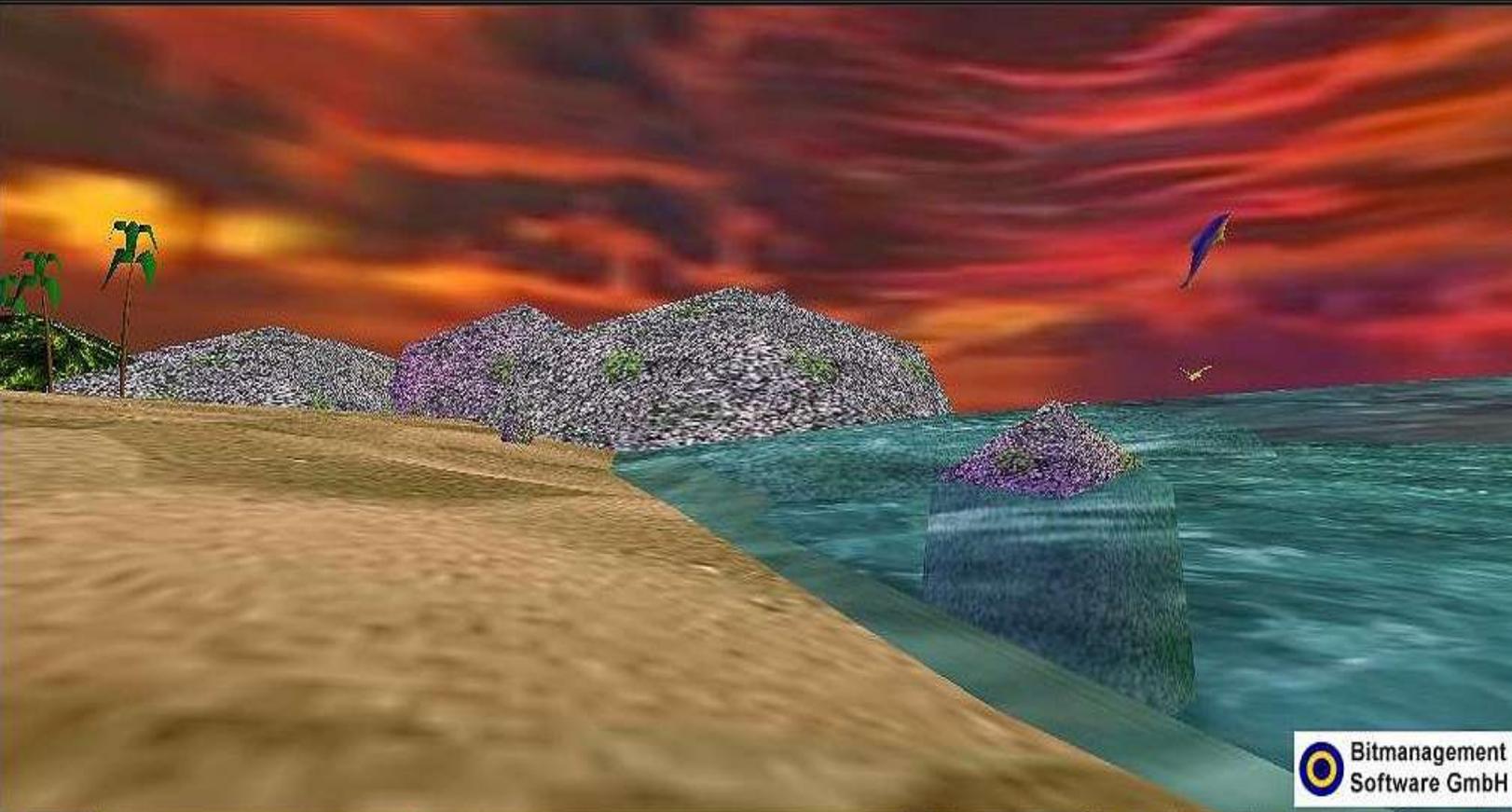
JUMP GATE



INFORMATION

DONATE CITYCASH

INBOX



Bitmanagement Software GmbH

Public

blaxxun interactive

62/216 People 18

Hawk, welcome to Sunset Beach. Please note that visitors can only watch the chat!

Nickname	Interests
Hawk	

Membership Factors

- **Best ways to keep members:**

Offer ever more valuable content/features each week/month

Pre-schedule/drip-feed content

Be there and interact, answer questions, help people

Survey, survey, survey

Over-deliver

Bigger rewards for interacting/helping

Discounts on products

Autoresponders with valuable info and pointing to new site content

Have *community* features – forums, chat, Q & A, blogs, PMs, events, contests, games



Online Communities



THE POWER OF COMMUNITY

Community – the “Killer App”

- In our experience, apart from content, **Community** is the best way to keep people coming back to your site.



- An active community is the key to building a long-life site (13 years vs 3-4 months) – people stay for the friendships

- In 16 years of community running and growing, the following are what I've found to be the most important community factors:

Community – the “Killer App”

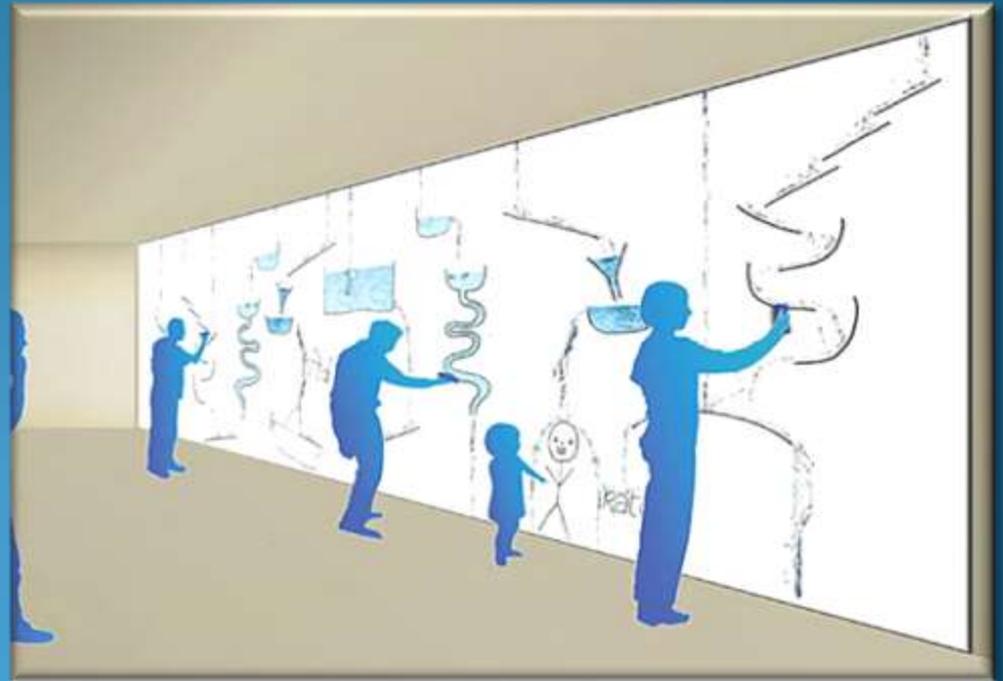


o) **BE** there and interact.

Community – the “Killer App”

1) It has to give its members interesting, interactive and collaborative things to DO.

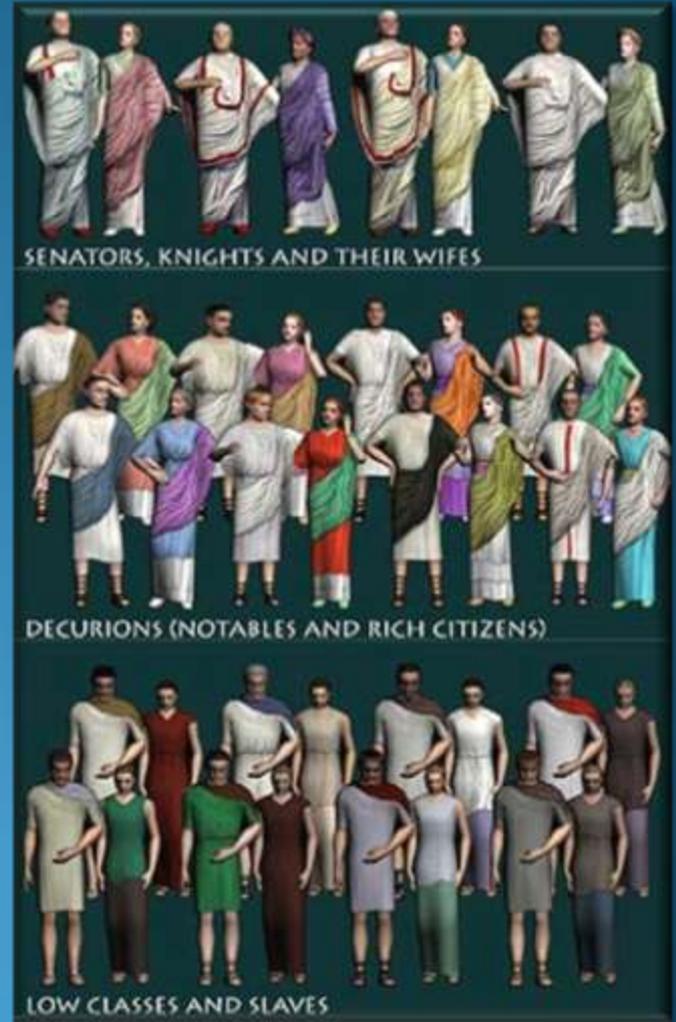
*Contests, games, events
polls, meetings, anything
interactive, enable them
to create things and areas*



Community – the “Killer App”

2) It must provide ways for its members to express their identity and individuality.

Roles, ranks, blogs, hierarchy (Mayor, Council, Security, Moderators, Advisors, Tech Support)



Community – the “Killer App”

3) It must give ways for people to feel they are achieving something worthwhile and building status within the community.

Roles, ranks, blogs, hierarchy (Mayor, Council, Security, Moderators, Advisors, Tech Support)



Community – the “Killer App”

4) It must provide ways for the members to communicate among themselves and to the community owners. There should be both public and private communication channels available.

Chat, message boards/forums,
PM's, groups, email groups, contact
forms



Community – the “Killer App”

5) The community owners must focus relentlessly on the needs of the community. These should be discovered via interaction.

Surveys & Polls



Community – the “Killer App”

6) It must stay fresh and constantly be updated so that there's always something new to see and do or participate in.

based on surveys & polls



Community – the “Killer App”

7) The members ideally should be allowed to create their own content and events and personalize their own areas in the community.

Profiles, home pages, photos, videos, blogs, events, contests, games



Community – the “Killer App”

8) There should be incentives and rewards available - real prizes - bigger rewards for interacting/helping - signing in, inviting others, doing stuff.



Community – the “Killer App”

9) The members should be involved in the community growing and feel that they have a say.

Community meetings (Council)



Community – the “Killer App”

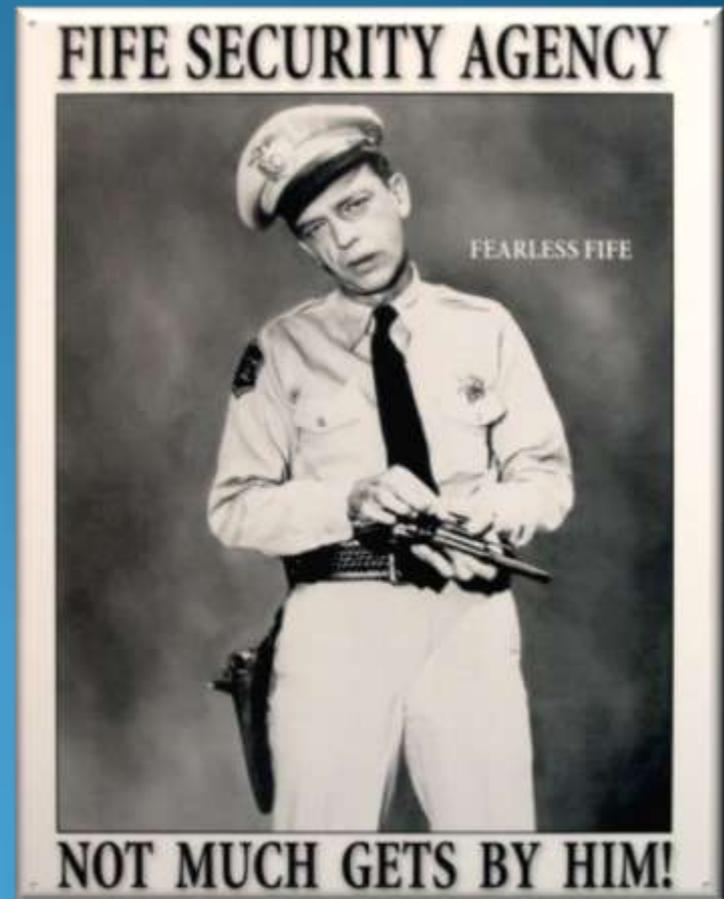
10) It should have clearly laid out Guidelines and Rules with both rewards and enforceable consequences.



Community – the “Killer App”

11) It must have an effective security system that can monitor transgressions and deal with them, as well as a recourse system to prevent injustices, and there must be a facility for conflict resolution.

Security, Citizens Equity Review Board, Tribunals



Community – the “Killer App”

12) Its evolving rituals should be observed and supported.

*Awards ceremonies,
Birthday parties
Memorial services*



Community – the “Killer App”

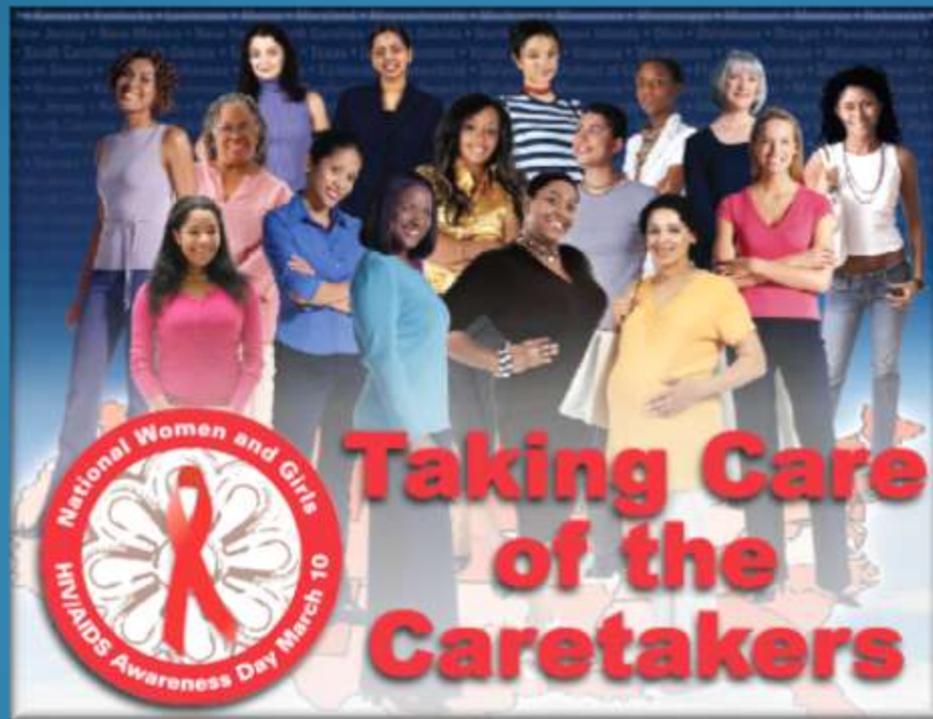
13) It must give a sense of belonging to, and loyalty to something.

*Colonies, Hoods,
Groups*



Community – the “Killer App”

14) Those contributing the most should be rewarded the most and we should always nurture our “Caretakers” and “Motivators”.



Community – the “Killer App”

15) If the community has a paid subscription model it is vital that it also has a free lesser-featured tier to build the traffic and eyeballs. Ideal is also a middle free tier that builds your list.



Community – the “Killer App”

16) It must be built on trust. The community owners must never betray that trust.



Community – the “Killer App”

17) If it's going to grow big, build in hacker and attack safeguards (we have had fairly extensive dealings with both the FBI and the Secret Service as well as the police forces of various countries).



Community – the “Killer App”

18) It should have at least one central gathering place as well as sub-gathering spaces.



Activity Stream, chat rooms



Community – the “Killer App”

19) It must welcome newcomers and make it easy for them to join and make their experience so compelling that they don't want to leave - their own section/place - guides.



Community – the “Killer App”

20) It should be easy to navigate and find information - How Do I?, Support HelpDesk.

