

UK-OECD workshop on Innovation and Policy for Virtual Worlds

Policy Panel

Patrice Chazerand – 11 March 2009



Business models *(by order of prevalence)*

- Game purchase, paid subscription
- Game purchase, free subscription
- Free game, paid subscription
- Free game, free subscription

Governance of virtual worlds

- The theory : from freewheeling to inspired game design, from the rule of EULAs to guidelines borrowed from the real world
- The practice: a couple of anecdotes

Self-regulation vs co-regulation vs fully-fledged statute

- Industry knows how to make and sell games. Governing virtual communities is a steep challenge.
- Governments, public institutions are adept at addressing real-world communities' issues; virtual communities are unknown to them.
- A case for public-private partnership?

Smart regulation in the making

- Makers of hard law won't let VWs elude their control lest they'd fail in their public policy remit
- Designers of VWs are not ready to let real world law intrude upon their creation
- Real world –assisted governance of VWs worth trying

How to combine hard and soft into smart ?

- Country-specific forums (Civil Society-Gvt-Industry Networked Communities) set out to have all stakeholders address critical issues in a structured dialogue (examples).
- Overlap in national recommendations worth taking up to regional/international level
- Global norms worked bottom-up stand better chances to be practical.

