How Real-World Trading Affects Video Games

RuneScape - A Case Study
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Game Example

https://www.youtube.com/watch?v=UKZAA_9mQGg
RuneScape

RuneScape is a fantasy based MMORPG run and operated by JAGEX Ltd, originally released by Andrew and Paul Gower in 2001. The game features both a free-to-play and pay-to-play versions of the game and is one of the most popular MMORPGs on the market.
Real-World Trading (RWT)

“The real-world sale or purchase of items, gp or services with the intention of supplying or advancing a Jagex in-game character other than by the means which are incorporated into the game.”

Examples:

• Purchasing a RuneScape account, gold, or items for RuneScape on 3rd party websites
• Paying someone to increase your account's experience
• Paying someone to complete quests and activities on your behalf
RWT – Against the Rules

• JAGEX does not want a player’s real-life wealth to allow them to more easily succeed in-game.

• Conducting RWT promotes other rule-breaking activities such as botting, account theft, and the selling of stolen accounts and items.
RWT History


“Real World Trading Rule Added” – 09 September, 2003

“Rule 12 Reminder” – 24 February, 2006


Botting History

“Cheating Scum Banned” – 12 December, 2002

“More Cheating Scum Banned” – 02 January, 2004

“Over 15000 RuneScape Accounts Banned For Cheating” – 19 January, 2006


RWT Fuels Botting – Gold Farming


“Macro-Detection Systems Update” – 11 June, 2009

“Bot Busting and Bonuses For All” – 21 October, 2011


“Anti-Gold-Farming Measures” – 22 November, 2011

“Jagex vs. Ibot & Anti-Bot Update” - 27 January, 2012

Ways To RWT

• Direct Trading
• “Covert” Trading
  • Player Drops
  • Duel Arena Staking
  • Party Room Drop Parties
  • Shops
In-Game Trading

Trading was an original feature of the game.
In-Game Trading

“Trade and Drop Changes” - 10 December, 2007
The Wilderness

“Wilderness System Online” - August 13, 2001
Bounty Hunter

“Wilderness Changes, Bounty Hunter, and Clan Wars!” - 10 December, 2007
Duel Arena & Staking

“RS2 - Dueling and Extras” - 25 March, 2004
Staking Limits

“Duel Arena Tournaments and Changes”
- 20 November, 2007

• The “value” of wealth a player can gain by staking is limited to 3,000 gp every 15 minutes.

• Gp values of items correlate to Grand Exchange values.
RuneScape Shops

Shops were an original feature of the game and provided basic resources to players.
Shops with Different Stocks

“Shop Improvement” – 02 October, 2007

Right-click on an item in the shop or your inventory to see the available options. Compare the prices between the Main and Player Stock to find the best deals!
Party Room

27 February, 2002
Advertised Drop Parties

“Party Room Changes” - 30 November, 2007

Cracker drop at the Falador party room in 1 minutes!
Cracker drop at the Falador party room in 1 minutes!
Cracker drop at the Falador party room in 1 minutes!
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Cracker drop at the Falador party room in 1 minutes!
The Grand Exchange

Players Vote to Bring Back Wilderness & Free Trade

“The Wilderness and Free Trade Will Return!”
– 17 January, 2011

• 1.2 Million Votes

• 91% Voted to bring the Wilderness and Free Trade back
Players Vote to Bring Back “Old School Runescape”


• Players vote to bring back the August 2007 version of RuneScape
• This was the version that many players favored, a few months before the drastic changes JAGEX made at the end of 2007.
Mark Gerherd, CEO – RuneFest 2011

https://youtu.be/VZHalHeWer8?t=235
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RuneScape News Archive

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- http://services.runescape.com/m=news/runescape-vs-real-world-trading?jptg=ia&jptv=news_archive
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- http://services.runescape.com/m=news/the-wilderness-and-free-trade-will-return?jptg=ia&jptv=news_archive
- http://services.runescape.com/m=news/old-school-runescape-early-access-now-open?jptg=ia&jptv=news_archive
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http://runescape.wikia.com/wiki/27_February

YouTube Videos:
• https://www.youtube.com/watch?v=UKZAA_9mQGg
• https://youtu.be/VZHAIHeWer8?t=235

Images:
• Background img - http://www.runescape.com/img/rsp777/bg2.jpg
• RS Logo img - http://upload.wikimedia.org/wikipedia/fi/archive/c/cc/20120714105144!Runescape_Logo.png
• Original Trade img - http://tinypic.com/view.php?pic=2mmbq86s&scale=74#.VSvaLUKshI
• Updated Trade img - http://img1.wikia.nocookie.net/__cb20111113004620/runescape/images/c/cb/Unbalanced_trade.png
• Wilderness img - http://i.ytimg.com/vi/kAnm5_H6PYc/maxresdefault.jpg
• Bounty Hunger img - http://i.imgur.com/g93aV3p.png
• Party Room Game img - http://i.ytimg.com/vi/rpB8boOLW3Y/maxresdefault.jpg
• Grand Exchange UI img - http://imgur.com/SYUDIWe.png