

Magazines

THE TRUTH, AND NOTHING BUT

# The POST

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Wednesday, October 31, 2007

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International  
National  
Lahore  
Islamabad  
Sports  
Leisure

**Business**

Market  
Corporate

**ShowBiz**

Fashion & Film

**Comments**

Editorials/Op-Ed  
Today's Cartoon



By Iqbal Choudhry

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## Weblo.com parallel universe based on real world: Razaqat

Sehrish Wasif

ISLAMABAD: The cities of Islamabad, Lahore and Karachi are latest being sold for real money as members race to accumulate cities at Weblo.com. The new virtual mayors purchase these cities at Weblo.com and earn real money from virtual property sales and internet advertising within their virtual cities, The Post learnt on Tuesday.

Talking to the scribe, CEO and co-founder of Weblo.com Razaqat Mirza said Weblo.com is a parallel universe, which is the only virtual world based on the real world. Members own and manage websites that are virtual replicas of real cities, states, properties, domains and celebrities. Members earn real money via hits, internet advertisements and by selling or auctioning assets for a profit and they can enhance their online portfolios by claiming popular social networking profiles, blogs, emails and videos in the Weblo's calculate your internet worth section.

"It's like a monopoly on steroids. Every property, city and state from the real world is for sale at Weblo.com. This is social networking with commerce, where members finally get paid for their popularity," he said.

Before Weblo.com only website founders and shareholders profited. Weblo.com is the only parallel universe based on real properties, cities and states, he said.

Weblo has sparked a virtual real estate boom around the world with over 10,000 cities selling for real money", says Razaqat Mirza.

The members flip virtual properties for profit just like in the real world. The virtual mayor of Seattle sold his city for \$ 2,000 after buying it for \$ 40. Las Vegas was resold for \$ 2,300, a \$ 1,930



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John Keats  
(British poet)

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profit for the previous owner. The virtual Empire State Building originally purchased for one dollar was re-sold for \$ 250.

Members attract traffic to their Weblo sites with compelling content including photo galleries, forums, polls and videos and they profit from hits and advertising revenue generated from their sites.

City and State owners earn a percentage of all transactions within their territories.

"Using a proprietary formula based on several online advertising networks, Weblo calculates the value of your videos, social networking profiles, blogs and e-mail addresses, based on your 'fans', how many friends you have, social networks you belong to and other values. Then Weblo helps you cash in. After finding out how much your content is worth to internet advertisers, Weblo gives you easy access to advertisements and you start making money.

"This revolutionary approach to help everyday internet users receive their rightful share of internet profits is the latest offering from Weblo.com, which for the past year has been allowing members to profit by buying and selling virtual copies of real world cities, states, properties and domains", he added.

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ISLAMABAD: A woman participant shoots at Gun Club event during the National Shooting 2007. - Online Photo