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North America Purchases England (in Weblo)



Weblo, which has embraced the label of "Monopoly on Steroids", features domains based on real-life assets whose owners earn income by attracting traffic to their sites. It's [just announced](#) the sale of what it says is the first real country to be sold virtually -- It's England, bought by four so-called "Kings" from North America, who netted the property with a bid of \$60,001, outbidding thousands

of other Weblo users in a month-long action.

According to Weblo's announcement, the 4 Kings will earn money each time an English city or property is purchased, in addition to all of the ad revenue in virtual England. They also can re-sell the country at a profit, like the virtual mayor of Seattle who reportedly sold his city for \$2000 after buying it from Weblo for only \$40, or the virtual Empire State Building, bought for a dollar and sold for \$250.

Weblo says Atlanta, Tokyo, Vancouver and many other cities have also resold for profits, with over 9200 cities sold worldwide. Until now, the state of California boasted the highest sale price in Weblo history, going for \$53,000. The virtual mayor of Seattle sold his city for \$2000 after buying it for \$40 from Weblo.

"The popularity and success of the England auction has opened the door to the possibility of future auctions for other countries. With 776 international states and provinces already sold our members are now asking us to auction off countries," said Weblo.com Founder and CEO Rocky Mirza.

Posted by leigha on August 9, 2007 8:30 AM | [Permalink](#)

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WHY?

The staff at [Game Developer Research](#) will be launching multiple reports on the state and future of online worlds over the next few months.

WorldsInMotion.biz will report on virtual worlds as we compile information on this increasingly important market.

Please [check out our main website](#) for information on current reports, which include the 'Game Developer Salary Report, 2004-2007' and the '2007 Game Developer Census'.

ONLINE WORLD ATLAS?

Worlds In Motion is also starting construction on the Game Developer Research-driven [Online World Atlas](#).

It will grow to become a comprehensive guide to the multitude of online worlds, including descriptions, screenshots, and analysis for each major virtual environment. [Check it out](#) today.

WHO?

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