

Mojang Bans Manufacturers From Constructing Minecraft Promo Maps And Mods

Mojang's putting its blocky foot down when it comes to manufacturers and Minecraft. In an open letter to the community on its site, Owen Hill, the company's director of artistic communications, laid out new pointers particularly directed at firms, advert agencies and every other non-gamer entities trying to capitalize on Minecraft's massive consumer neighborhood.

For an thought of just how vast that base is, consider that, in 2014, creator Markus "Notch" Persson revealed that the Computer model had over a hundred million registered users. It is understandable that a pool of users that massive would show a tempting lure for brands that need to market their wholly unrelated wares to the group. But no extra -- according to the brand new building promotion guidelines, it's no longer permissible to build servers or maps to "promote unrelated merchandise in playable form." So what does that translate to? Nicely, you may say goodbye to awkward promotions like the large, working cellphone CaptainSparklez made on behalf of Verizon, or Disney commissioning a map of Tomorrowland to promote its movie of the same title. All that stated, if you're a mega fan and also you do these sorts of things on your own time and dime, effectively, that is simply high-quality by Mojang.