

Mojang Bans Manufacturers From Building Minecraft Promo Maps And Mods

Mojang's placing its blocky foot down in terms of brands and Minecraft. In an open letter to the group on its site, Owen Hill, the company's director of artistic communications, laid out new pointers specifically directed at firms, advert businesses and any other non-gamer entities seeking to capitalize on Minecraft's large consumer community.

For an thought of just how huge that base is, consider that, in 2014, creator Markus "Notch" Persson revealed that the Pc version had over a hundred million registered customers. It's understandable that a pool of customers that giant would show a tempting lure for brands that need to market their wholly unrelated wares to the group. But no extra -- in accordance with the brand new building promotion pointers, it is now not permissible to build servers or maps to "promote unrelated merchandise in playable type." 30TT.COM what does that translate to? Properly, you'll be able to 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 identical name. All that said, if you're a mega fan and you do these types of issues by yourself time and dime, nicely, that's simply wonderful by Mojang.