

# Mojang Bans Manufacturers From Building 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 neighborhood on its site, Owen Hill, the corporate's director of creative communications, laid out new guidelines particularly directed at companies, ad businesses and another non-gamer entities seeking to capitalize on Minecraft's large user neighborhood.

For an idea of just how huge that base is, consider that, in 2014, creator Markus "Notch" Persson revealed that the Computer version had over 100 million registered customers. It's comprehensible that a pool of users that giant would show a tempting lure for manufacturers that want to market their wholly unrelated wares to the group. However no extra -- in keeping with the new building promotion pointers, it's now not permissible to build servers or maps to "promote unrelated merchandise in playable form." So what does that translate to? Well, you possibly can say goodbye to awkward promotions like the large, working cellphone CaptainSparklez made on behalf of Verizon, or Disney commissioning a map of Tomorrowland to advertise its film of the identical identify. All that mentioned, if you're a mega fan and also you do these types of things by yourself time and dime, effectively, that's simply wonderful by Mojang. [83hh.com](http://83hh.com)