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Back to the Internet

## [Are the Sims Going Back Online?](#)

*Electronic Arts says so*

Some of the Sims players around the world were blissfully living in their single player, faux-multiplayer environment as the online version of Sims, the [Sims Online](#), back then called EA Land, died right before the eyes of the gaming community. But Electronic Arts thinks that the multiplayer component of the Sims will be resurrected, because of the importance that modern players place on social interaction in games. Nancy Smith, who is the head of the Sims Division at EA, declared that EA "would continue to invest in more and more robust community features," as it is also "constantly exploring new kinds of content and experiences." In theory, the digital dollhouse concept that Will Wright created and which sold more than 100 million games since launch is very much suited for a massive multiplayer experience. Even if Sims Online failed to attract a significant following and was shut down, Electronic Arts wants the next Sims game to be accompanied by a multiplayer experience. Nancy Smith did not elaborate on the specifics of such a multiplayer component, but it seems that the Sims might go the route of micro-transactions, rather than rely on a fixed monthly subscription. A recently announced IKEA package for the current iteration of the game, which allows people to get a limited number of IKEA furniture pieces for 14.99 dollars, might be a sign of things to come. Ms. Smith has stated that "micro-transactions will be important," but the normal subscription based model is also being looked at. It is also not clear whether the multiplayer component will be integrated in the upcoming [Sims 3](#), or whether a new separate game would offer the online social elements that Electronic Arts is talking about. And, if the Sims Online debacle is anything to go by, then the developers must create something special to attract people that play Sims online.