





0.1 Community analysis

Nostalrius as a legacy server gathered a broad community, with 220,000 active accounts on March 2016 (monthly statistics), the month before the shutdown announcement. These players came from around the world and had different motivations for playing Vanilla WoW.

After the shutdown announcement, Nostalrius focused on uniting an even larger community: the current and former players wanting to experience the original World of Warcraft again. Through an internet survey, 50,000 answers have been collected and analyzed.

This section is dedicated to the analysis of the data collected from the Nostalrius server and our survey results.

0.1.1 A note on the survey data processing

The raw data collected from our survey has been processed to eliminate incoherent responses such as:

- Respondents who say they have played a certain expansion on retail but also that they have never played on a retail server.
- respondents who say they have played a certain expansion on a private server but also state they have never played on a private server.
- Respondents who say they have played the game longer than is physically possible.

After this filtering, 30,000 responses remain from the original 50,000. The results below are based on the remaining 30,000 responses.



Which WoW expansion did you play on official Blizzard servers?

- Vanilla (Classic)
- The Burning Crusade
- Wrath of the Lich King
- Cataclysm
- Mists of Pandaria
- Warlords of Draenor

FIGURE 1. Which WoW expansion did you play on official Blizzard servers.

0.1.2 Nostalrius: a worldwide community

Based on the IP localization, here is a list of countries with Nostalrius players. This community was spread worldwide. Note: Many players from China would connect to the server through a VPN based in another country to bypass the Great Firewall.



FIGURE 2. Players geolocalization per countries.

The daily population graph can give a better insight on the nationality of Nostalrius players. Even though the daily population peak matches the asian prime time, the gaming



realm would always have at least 6,000 online players at any give time, switching between a majority of Asian, European and US players around the clock.

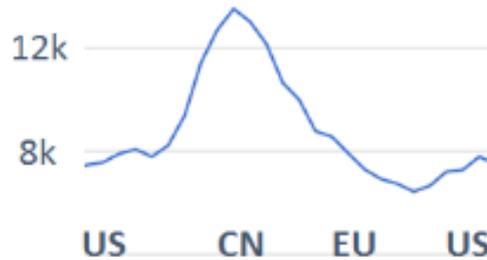


FIGURE 3. Daily population on Nostalrius.

0.1.3 Survey general demographic analysis

The first interesting thing to notice is the age distribution. A large part of the respondents did not play Vanilla WoW on retail 10 years ago. This is confirmed by the expansion players played on retail WoW.

A second point is that 99% of the respondents did actually play on Blizzard official servers at some point in the past. This is not something surprising: more than 100 million official WoW accounts have been created since 2004 and every player potentially interested already had time to try the game, especially the players requesting a previous version of the game.

Most of the players are veterans of the game, and actually played for more than 8 years on Blizzard official realms.

Ages distribution

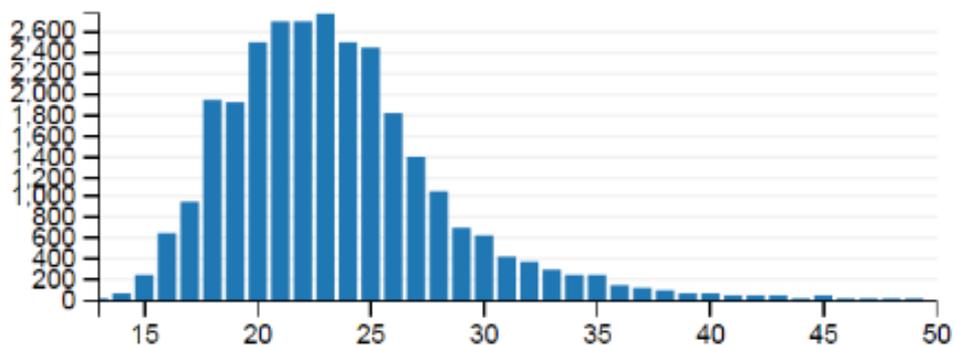


FIGURE 4. Ages distribution.



For how long on official (years)

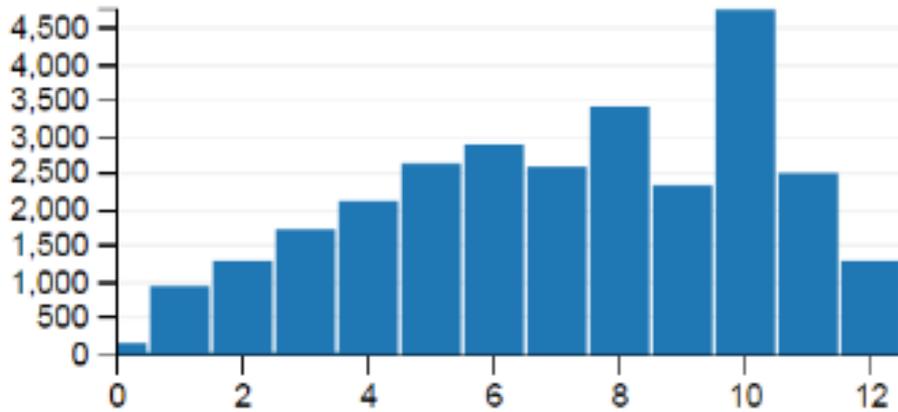


FIGURE 5. For how long did you play on retail.

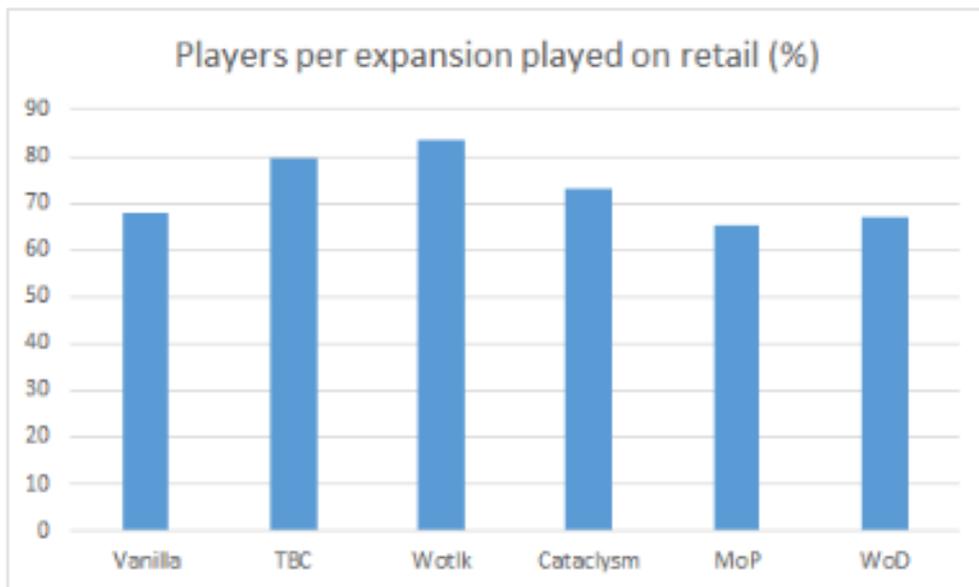


FIGURE 6. Players per expansion played on retail (%).

0.1.4 No longer official WoW subscribers

Most of the respondents are no longer playing on official World of Warcraft realms. Through the questions asked, it is possible to gain a better understanding of this phenomenon. Several non-exclusive explanations were proposed. Without surprise, most of them left because of changes brought to the game, and the lack of time or money represents a minority of players.



The following data has been collected on all the respondents who played on retail, but are no longer playing (27,819 responses).



FIGURE 7. Currently playing on retail.

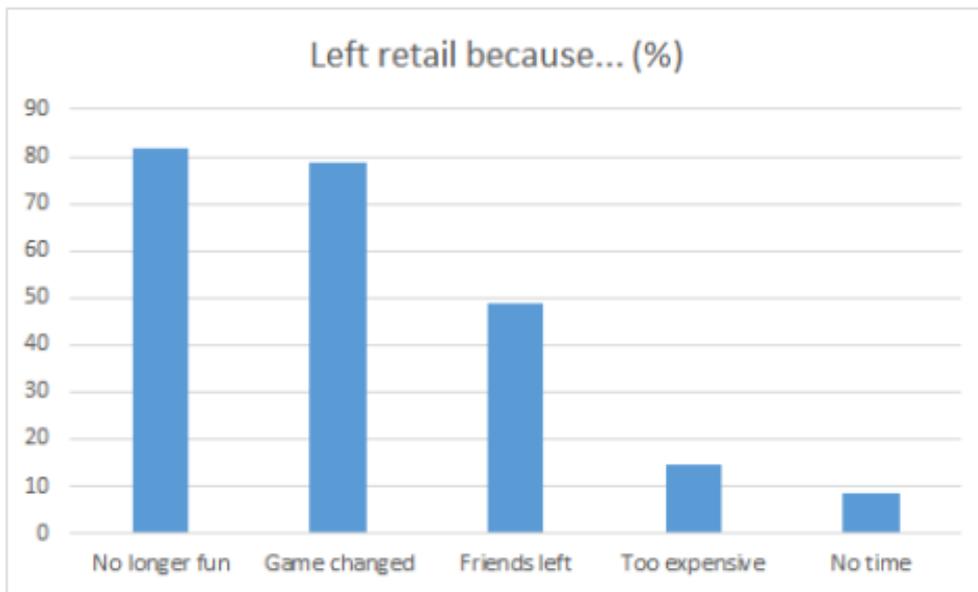


FIGURE 8. Left retail because.

0.1.5 What is a legacy realm?

Legacy is a broad term, that could potentially also apply to Warlord of Draenor realms once Legion is released as well. Through the community survey, players were asked to rate several WoW expansions to find which were the most attractive expansions, and where the highest demand for legacy realms is.



0 is the lowest rating, while 10 is the highest.

The results are unambiguous. The most attractive expansions are the ones before Cataclysm, that brought a lot of irremediable changes to original areas and content.

This is confirmed by the expansions played on private servers. Note however that as the survey has been mostly answered by people willing to play legacy WoW, and is as such biased towards the first expansions. This data is based on the 27,498 responders who already played on a private server. Note that at least 30% of the respondents played on Nostalrius, which is a bias towards playing vanilla on legacy servers.

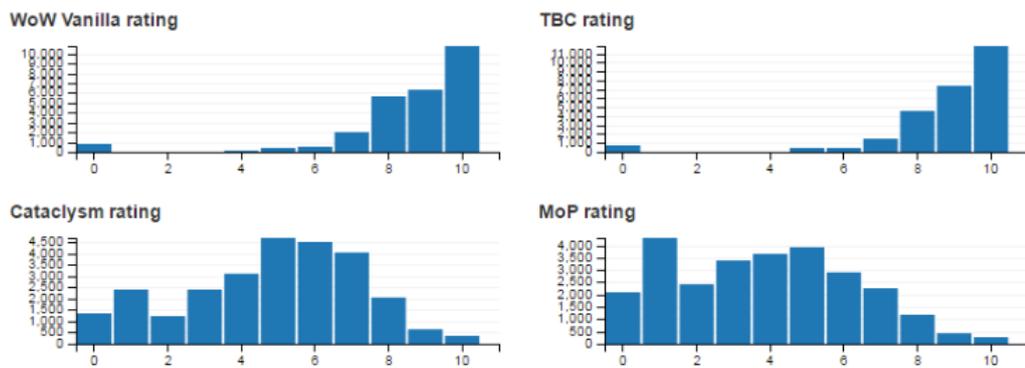


FIGURE 9. Rate WoW expansion (1/2).

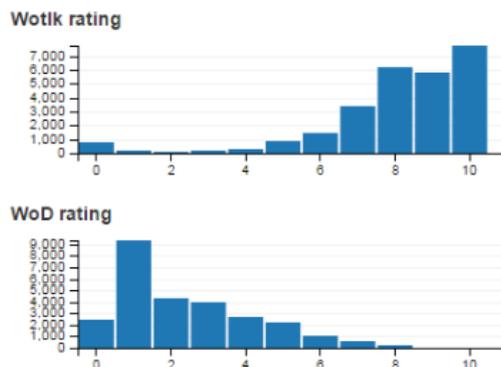


FIGURE 10. Rate WoW expansion (2/2).

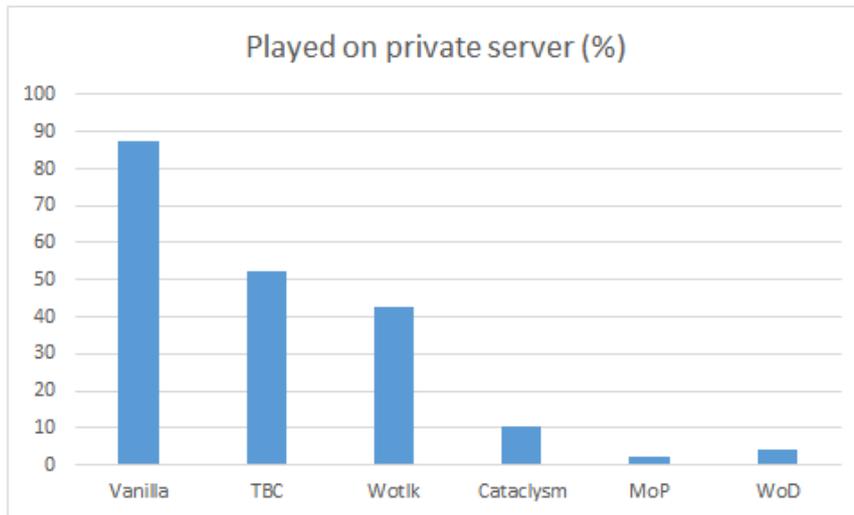


FIGURE 11. Played on private server.

0.1.6 Legacy realms longevity

A legitimate question raised when speaking about legacy realms is the longevity. Setting up a different game version requires huge investments that would not be worth it if players are not truly engaged in this different game/content.

Data from the survey shows that players are actually willing to play on legacy realms for more than a year in 70% of the cases. Answering a question of a survey is not something engaging, and these numbers could effectively change in the case of a real legacy server Release.

However, this trend is confirmed by the analysis of Nostalrius accounts created during the year it ran. An analysis of active accounts shows that after 7 months, 30% of the created accounts are still active, which is huge for an entirely free to play server.

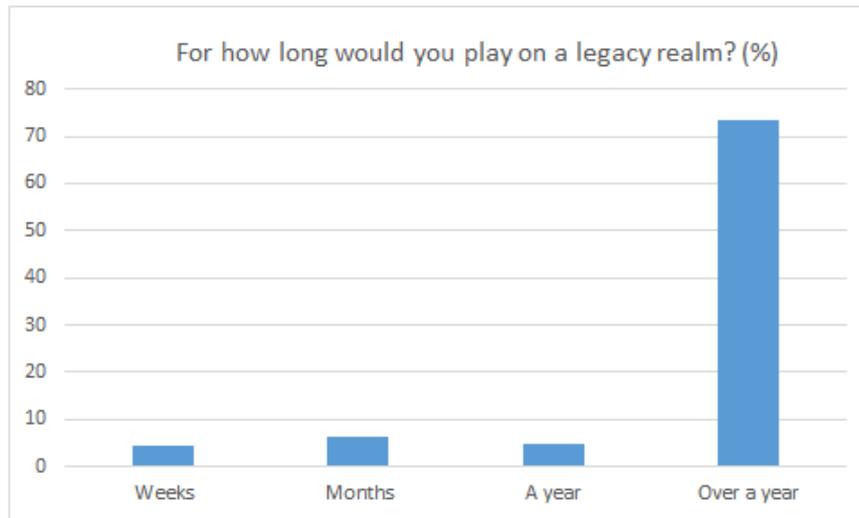


FIGURE 12. For how long would you play on Blizzard legacy realms ?

Accounts created in March-April 2015

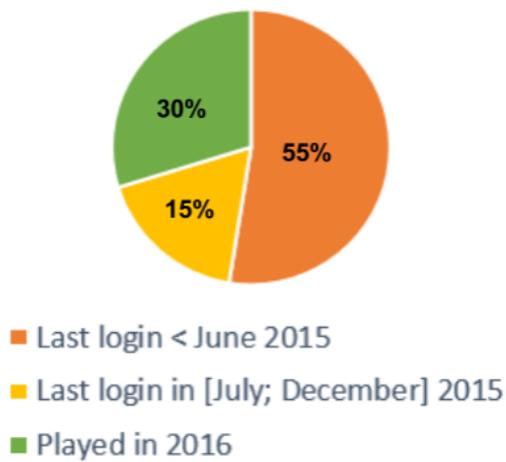


FIGURE 13. Account created in March-April 2015.