



## **Metaverse Business launches Event Analysis Tool for Virtual Worlds: Analyze popularity and presence of your business meeting, training courses or simply any event at your place.**

SECOND LIFE™, 10 OCTOBER 2008 – Metaverse Business (<http://www.metaverse-business.com>), a leading virtual world analytics company announces today the addition of an event analysis tool to its virtual world analytics product offering.

A lot of companies and organizations use virtual worlds for their business meetings and courses. Until now, there were no tools available to analyze the performance of those events. Metaverse Business has developed a software tool to analyze event popularity and presence in Second Life™.

The event analysis tool is an addition to our visitor counter product suite that measures visitor presence at any place in Second Life. The tool allows event organizers to define their meetings, courses, parties, etc. Once the event is over, visitors are automatically counted by our visitor counters, all type of event statistics are available such as the number of avatars present at the event, the time spent at the meeting, the overall profile of the participants and the cost of the event per participant. Events that belong logically together such as courses of a particular topic can be analyzed for trends.

The event analysis tool is available for sale in-world at [Metaverse Business Shop \(SLURL\)](#). More information is available at our website (<http://www.metaverse-business.com/products.php>) or in-world ([Metaverse Business Shop \(SLURL\)](#)).

### **About Metaverse Business.**

Metaverse Business sells virtual world analytics products in Second Life™ since 2006. Visitor counters are available to measure the number of visitors at your place. Advanced machine learning algorithms are used to analyze the visitor profile that allow owners of a place in Second Life to plan future actions based on a detailed profile of their visitors. Subscribers have access to several types of reports such as returning visitors, heat maps (most popular location at your place) and visitor profiles.

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