

runescape

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We've had lot of feedback on two recent RuneScape updates in particular: Squeal of Fortune and Solomon's General Store. I'd like to _____Verb you on how we plan to help fund the future development of the game you all know and love; how we're making sure that we do not undermine what makes it the adventure game that millions of us, worldwide, enjoy on a _____Adjective basis; and what we're doing to improve on what we've launched so far.

Since RuneScape has been around for over 11 years, we naturally take extreme care when introducing significant _____Noun - Plural to its gameplay. This caution is a result of both the direct involvement that many of us at Jagex have had with the game throughout its history, and player feedback _____Verb - Present ends in ING the concerns often associated with such change.

In the case of the Squeal and Solomon's Store, this has been no different. We have thought out and carefully quantified the impact of these updates on the overall game, and have been looking _____Adverb at feedback from all of our community. One specific difference that does exist with these updates, however, is that micro-payments are often associated with their potential to _____Verb - Base Form the integrity of games so that companies can profit in the short-term. As a result, many players have questioned whether RuneScape is heading down this tragic route.

I want to say, categorically, that we will not go down this _____Noun. In reality - and quite in contrast to this speculation - the introduction of micro-payments to RuneScape has a significant role in ensuring that we can continue to support, develop and grow the game for many more years to come.

We

place immense value in our - and your - game's integrity, feedback from our community, and continually improving the game experience for all, and we have a _____ Adjective track record of making decisions in this area that we know may be sub-optimal, commercially speaking, but represent our values. For example, we know that directly selling gold, XP or even _____ Noun - Plural would generate between 10 to _____ Number times more revenue than Squeal or Solomon's Store generates combined. However, we simply won't do it, because we don't believe it's the right thing for the long-term _____ Noun - Plural of the game.

Equally, many of you will know our past initiatives against botting and gold farming cost us millions of players, and certainly tens of millions of dollars. I believe we are one of the few games studios in the world that prizes the integrity of the game and health of our _____ Noun over commercial returns, but that's also why we are the only game that has had multiple record-breaking awards for both longevity and global reach. Over the past 18 months, we have _____ Verb - Past Tense the majority of our revenue back into the game to guarantee its future over the decade to come. We have literally doubled the size of the RuneScape team, and we are making _____ Adjective investments in technology and improved support.

This week, you should notice a significant reduction in gold farmer spam. Over the course of the next few weeks, we will not only be launching our most comprehensive and _____ Adjective anti-bot update but players will also see a significant upgrade to their accounts' security to protect against phishing and hijacking. This is called Jagex Account Guardian, and we're introducing it within the next two weeks.

Our passion and dedication to the game and community has never changed; nor will it. Our determination to make RuneScape the world's #1 free browser game has not changed either, as some have claimed. The

team and I have the heavy responsibility of ensuring the future of this _____ Adjective _____ and unique game. We really appreciate the support and trust you have put in us over the last 5 years. Please know that - although some of our decisions are not necessarily popular - they are _____ Number _____ % driven by the aim of building the strongest possible future for RuneScape. The management team defining the strategy and roadmap today are the exact same _____ Adjective _____ gamers that have been at the _____ Location _____ for over half the product's existence, and we only want what is best for RuneScape in the long term.