

## **Organization and Economics of Entertainment Services Networks Exchanging Virtual Goods**

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**Abstract.** In this paper we present how we organize in practice the exchange of virtual goods between services. We or our partners have some independent services on individual domains. We can exchange both points, user data and virtual goods. We have also developed quite a sophisticated credit system, which is used in our game zone. We relate our approach with points in the rapidly developing LETS (Local Exchange Trade System) and loyalty points in other companies, especially airlines.

**Key words:** e-commerce, Internet services, loyalty point, virtual goods