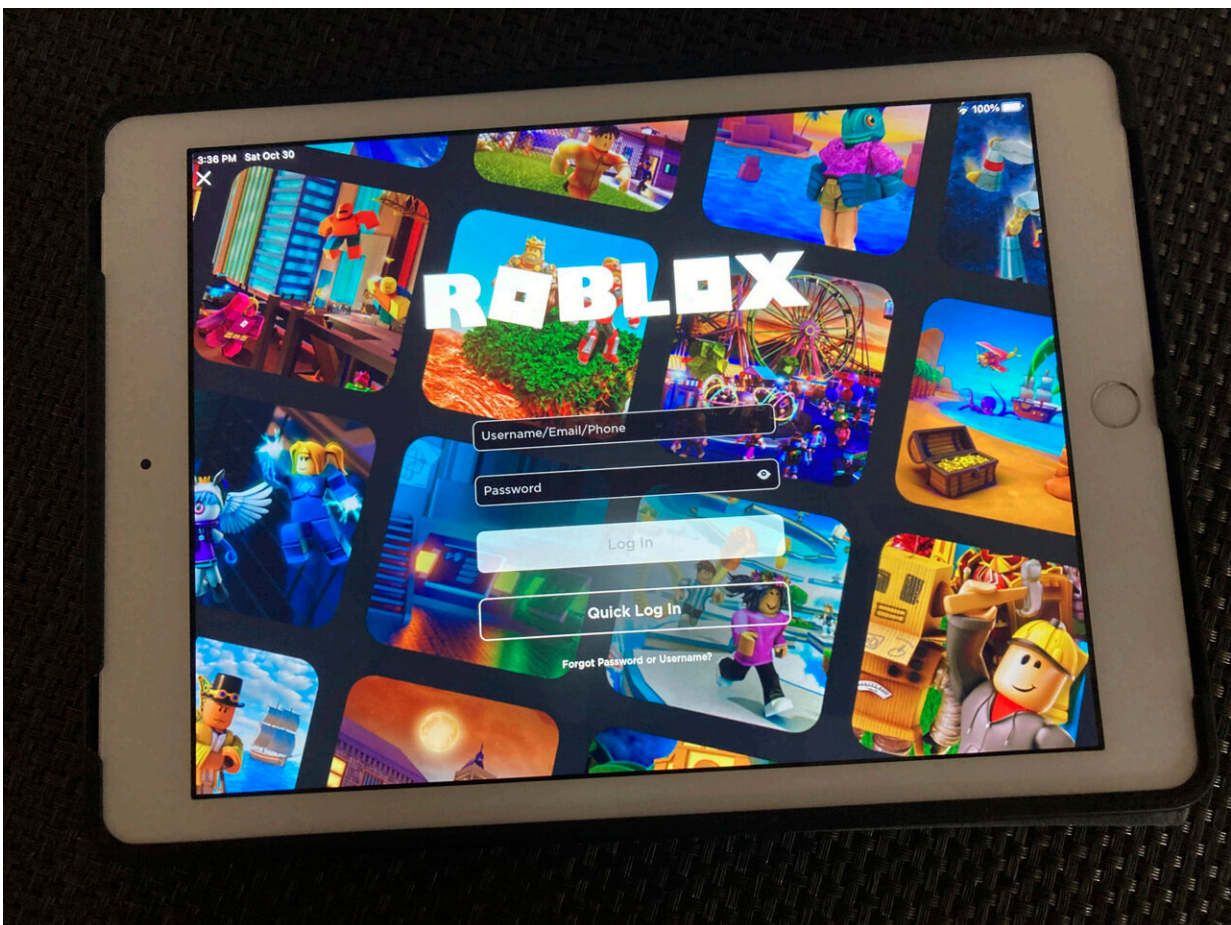


Olympic marketing deal hopes to meet young fans where they are—on Roblox

July 22 2024, by Eddie Pells



The gaming platform Roblox is displayed on a tablet, Oct. 30, 2021, in New York. Credit: AP Photo/Leon Keith, File

The Olympic world's ever-expanding quest to draw in young fans is meeting them where they are—on Roblox.

The U.S. Olympic team and NBC are collaborating with the kid- and teen-friendly gaming platform to produce a new "Obby"—that's Roblox for [obstacle course](#)—and other features that include ways to interact with U.S. athletes while also checking out highlights from the Paris Games and making visits to a virtual Team U.S. House called "The Vibe House."

This new Roblox feature debuting Monday includes animated versions of 20 U.S. Olympians, including a surfer, a skateboarder and two break dancers—all of whom represent [sports](#) that have been added recently to the Olympic program in hopes of driving young fans to the games.

"My sister-in-law said my nieces are going to be more excited about me being in Roblox than me being in the Olympics," said one of the breakers, 35-year-old Sunny Choi.

Roblox says more than half of its 77.7 million daily active users are between 11 and 26.

Choi and breaker Victor Montalvo will be featured in "Emotes"—animated versions of themselves that will feature some of their favorite dance moves. Four of their Emotes will be available for free, with the other available for purchase, and some of the proceeds going directly to the athletes.



Sunny Choi, also known as B-Girl Sunny, from the United States, competes in the B-girl Red Bull BC One World Final at Hammerstein Ballroom, Nov. 12, 2022, in New York. Credit: AP Photo/Andres Kudacki, File



Victor Montalvo, also known as B-Boy Victor, of the United States, competes in the B-boy Red Bull BC One World Final at Hammerstein Ballroom, Nov. 12, 2022, in New York. Credit: AP Photo/Andres Kudacki, File

The company says these are the first "official" Emotes created in Roblox based on real athletes and their actual moves.

"I did it because I just thought it was adorable and I'll take any opportunity to share breaking with the wider community," Choi said. "It's so great for kids. The messaging in the game, for me, is very much about 'be you and do what makes you happy.' So hopefully, that resonates."

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