**MEDIA INFORMATION**

**Bonn, April 20, 2022**

**Telekom Electronic Beats to launch its “Beatland” virtual world on Roblox**

* **Telekom Electronic Beats’ metaverse experience with club, cinema, and record store launches on Roblox today**
* **DJ Boris Brejcha to play sets in the club as avatar from April 22-24**
* **Animation art provided by talents incl. Jack Sachs, Haein Kim, and** Aleksandra Bokova
* **Deutsche Telekom first telco to join Roblox**

Telekom Electronic Beats (TEB) is once again entering the metaverse and will launch the virtual club experience “Beatland” on the online gaming platform Roblox today. Deutsche Telekom is the first telecommunications company to have created a metaverse experience on Roblox. To celebrate the launch, DJ and producer Boris Brejcha will play a number of sets at the virtual club from April 22-24. In addition to the club, users can also purchase digital items at the record store and watch short, animated films from selected artists at the cinema.

**Live events in the metaverse**

Boris Brejcha, a DJ who has frequently played live set across Europe, the U.S., and South America, will be behind the decks in the “Beatland” club in avatar form every hour from Friday to Sunday: “Clubbing nowadays ultimately merges real and meta. We all strive for emerging technologies and innovations in nightlife culture. I am really excited to interact with the community and play my set as an avatar in metaverse - ‘Beatland’ by Telekom Electronic Beats”, explains Brejcha*.*

The “Beatland” world has been developed by The Gang from Sweden, one of the world’s leading Roblox creator studios, in collaboration with Art Direction and Design Studio Yukiko from Berlin, and animation artist Jack Sachs. “Beatland” is aimed at users aged 12 and over and offers a safe space for them to experience music culture. Safety is ensured through the cooperation with [FSM](https://www.fsm.de/en/parental-control)(German Association for Voluntary Self-Regulation of Digital Media Service Providers). As a result, the metaverse experience brings young people from across the globe together to experience music culture in a completely new way.

**Interaction and gamification**

“Robloxians” can get actively involved in role-playing games in “Beatland”. They can, as avatars, take on various virtual nightlife-jobs in the “Beatland” world such as record store manager, promoter, or club bouncer. Users can buy different outfits for the avatars and various digital items (“verch”) in the record store and in the Telekom Shop with earned Beat Coins or “Robux” – the Roblox currency. The proceeds, raised through the sale of in-game verch, are then used to expand, and enhance the overall “Beatland” experience. Visitors to the cinema can watch short films from Haein Kim and Aleksandra Bokova, raising awareness of socially relevant topics.

“With TEB, we have been at the interface between culture and technology for more than 20 years now. And I’m very proud that we’ve managed to keep pace with the dynamism of creative industries while also retaining the initial character of the program. One of the most exciting innovations at the moment is definitely the metaverse and the rediscovered trend towards avatars and the virtual music experience to complement our real-world program. And we are playfully implementing this on Roblox,” explains Wolfgang Kampbartold, VP International Market Communications at Deutsche Telekom. “With a wonderful creative team, we have managed to create a unique virtual space that we also want to use for further club events in the future. I’m very excited to see how the audience will fill our virtual club with life and I’m looking forward to this new experience.”

**Deutsche Telekom**

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**About Telekom Electronic Beats**

Since 2000, the European-wide Telekom Electronic Beats music project has been echoing the ongoing evolutions of music, design, art, fashion, and new technologies. Virtually no other brand initiative has had such lasting, influential involvement in music culture. The project focuses on Web3 experiences, streamings, audiovisual content, as well as live events in Deutsche Telekom’s markets Germany, Poland, Romania, Croatia, and Hungary.

**About Roblox**

**Roblox wants to playfully bring the world together and gives everybody the chance to allow their imagination and creativity to run free. Have fun with friends and discover millions of immersive 3D experiences created by a global community. Roblox is supported by a global community of millions of developers who create their own immersive multiplayer experiences each month using Roblox Studio, our intuitive desktop design tool.**