



MEET THE METAVERSE!

A Reality Check for Insights.

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MEET THE
METaverse!
A Reality Check for Insights.

Session 1

09:45

Session 1: Meet the Metaverse

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A Reality Check for Insights.



09:45

ASC Welcome and Introduction



By **Monica Kaur**, ASC Committee | VP Business Development, M3 Global Research
| **Matt Gibbs**, ASC Committee | Founder, Bayes Price



10:00

The Metaverse: An Overview

By **Carl Hayden Smith**, Principal Research Fellow, Ravensbourne University London.



10:30

Metaverse, Web 3.0 & what it means for research.

By **Dr Nick Baker**, Global Chief Research Officer, Savanta

11:00

Drinks (Refreshments & Networking)





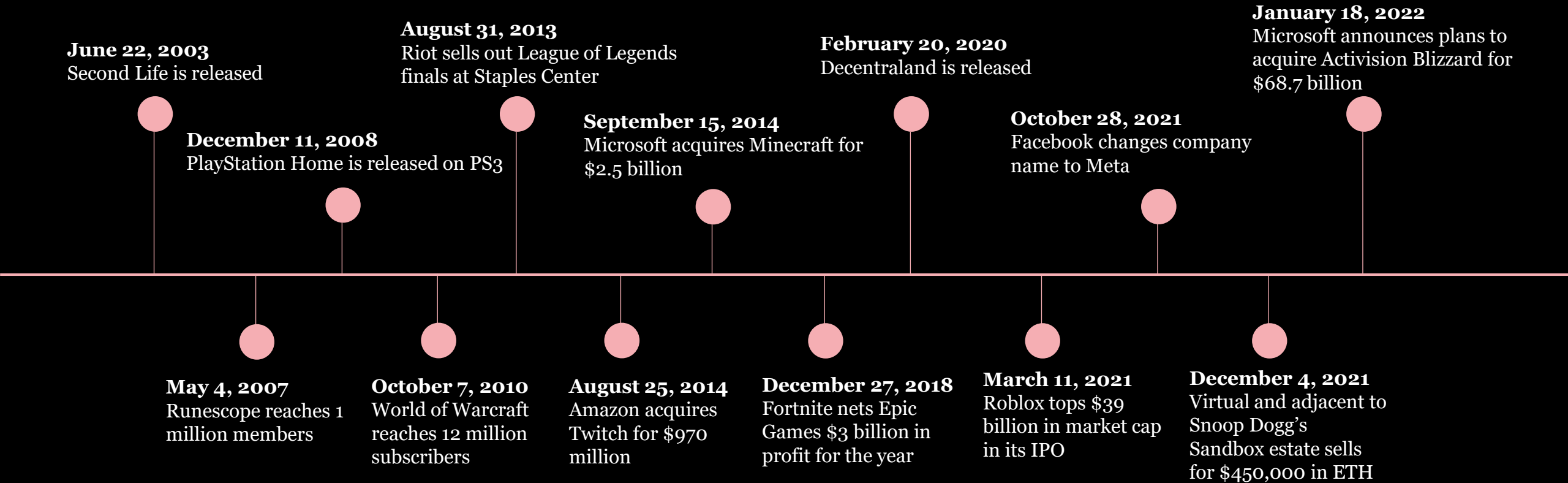
Savanta:

The Metaverse

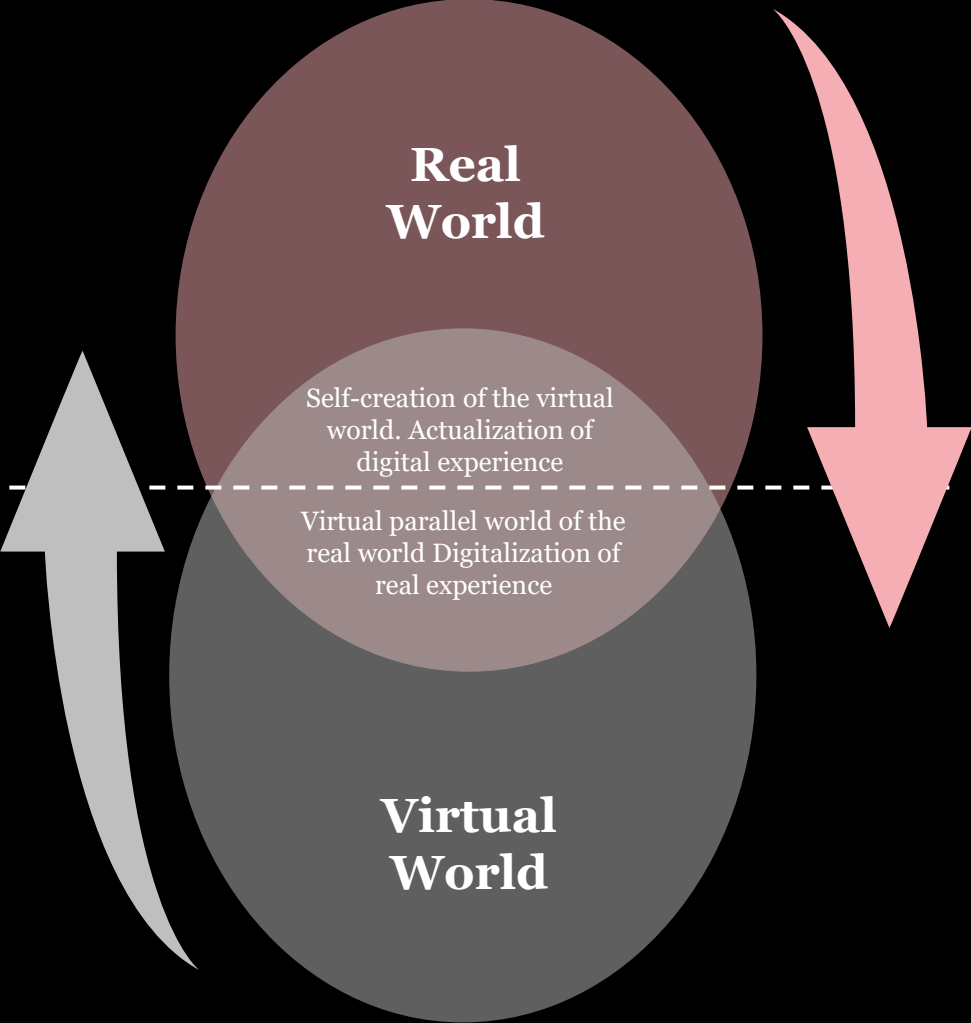
Web 3.0 and what it means for research.

November 2022

This is evolution, but it's a revolution: how the metaverse evolved



Increased Convergence of the Real & Virtual Worlds

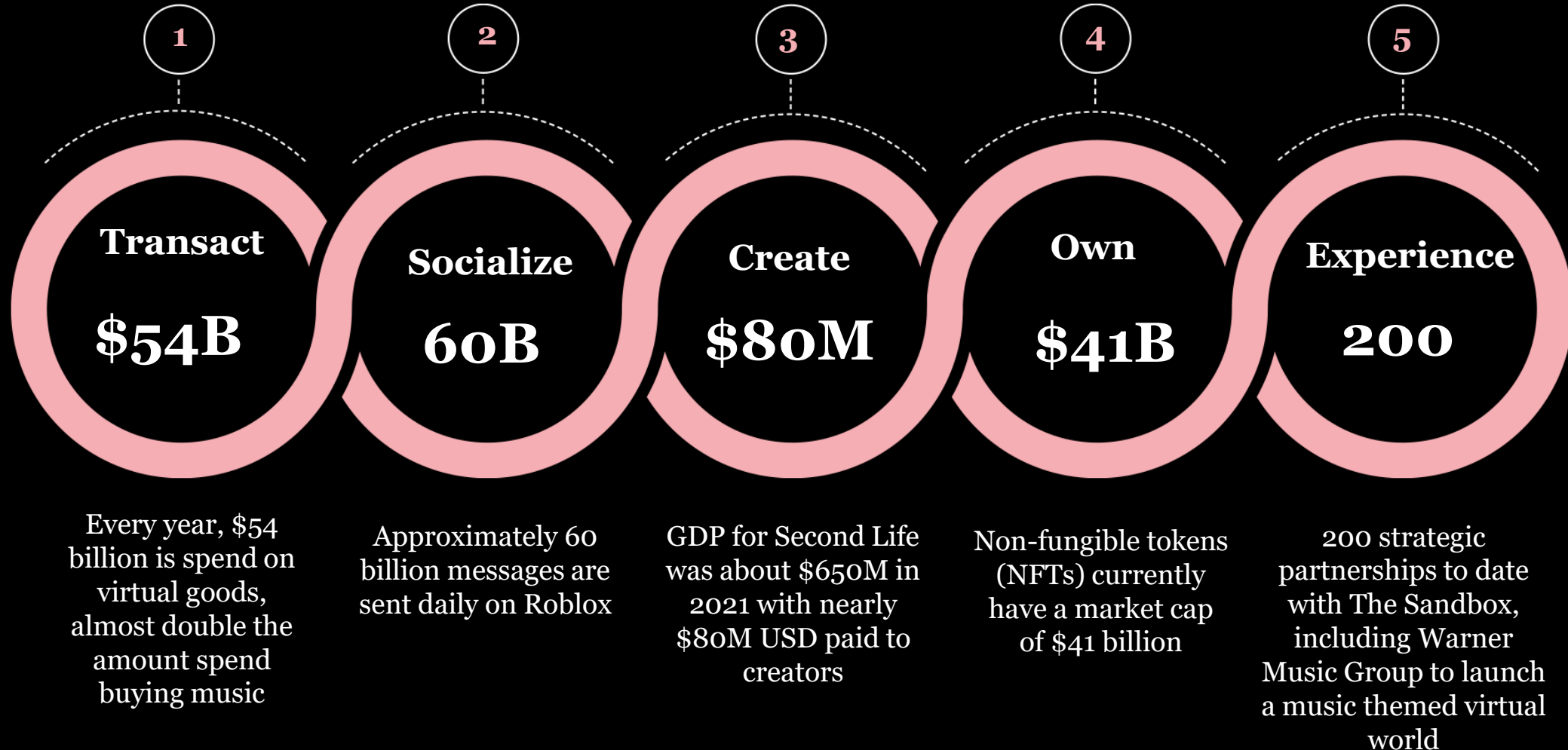


The background features a dark, moody scene with glowing fiber optic cables. The cables are illuminated with vibrant blue and green light, creating a sense of dynamic energy and connectivity. A large, dark, semi-transparent circle is positioned on the right side of the frame, partially obscuring the fiber optic cables. The overall aesthetic is high-tech and futuristic.

Savanta:

Why are people getting
excited?

The elements of a new digital age are converging at scale:



Real life examples of what people are spending



Average price of a parcel of virtual land

\$6,000
June 2021



\$12,000
December 2021

Driven by brands purchasing land to
create presence

- In June 2021, one land package in Decentraland was sold for \$913,000, with the developer turning it into an entire shopping district
- Somebody paid \$450,000 to be a digital next door neighbour of Snoop Dogg
- In November 2021, somebody also paid \$650,000 (149 ETH) for a mega yacht in The Sandbox.

Savanta:

How big is the opportunity?

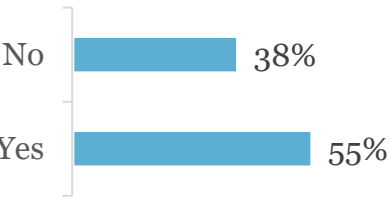
A consumer perspective



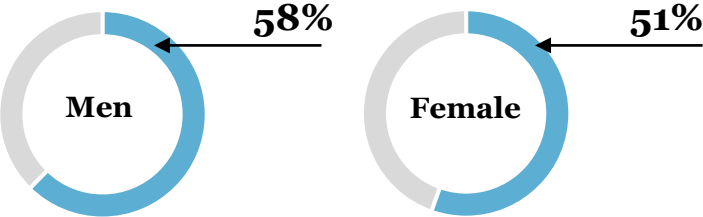
Awareness of Metaverse is high with 1 in 2 adults having heard of it but it doesn't necessarily translate into understanding of what it actually is

Have you heard of the Metaverse before today?

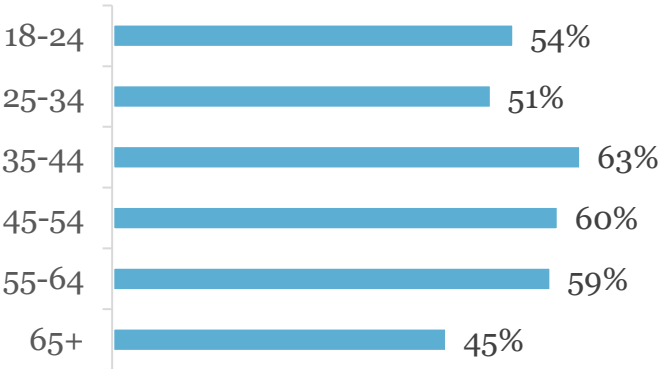
Total Awareness



Gender

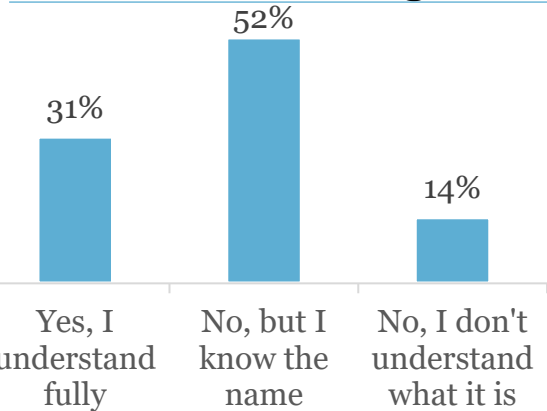


Age

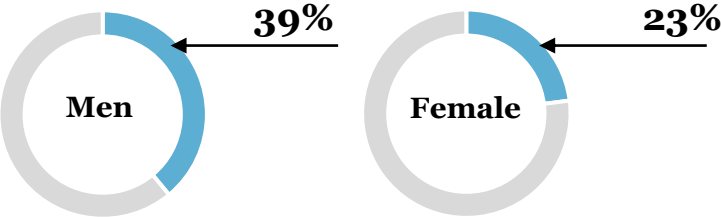


Do you know what the Metaverse is?

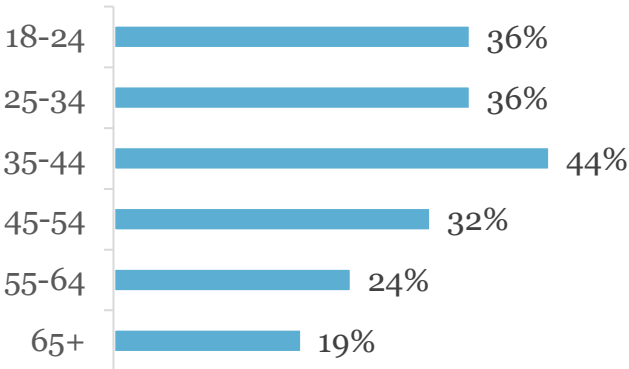
Total Understanding



Gender



Age

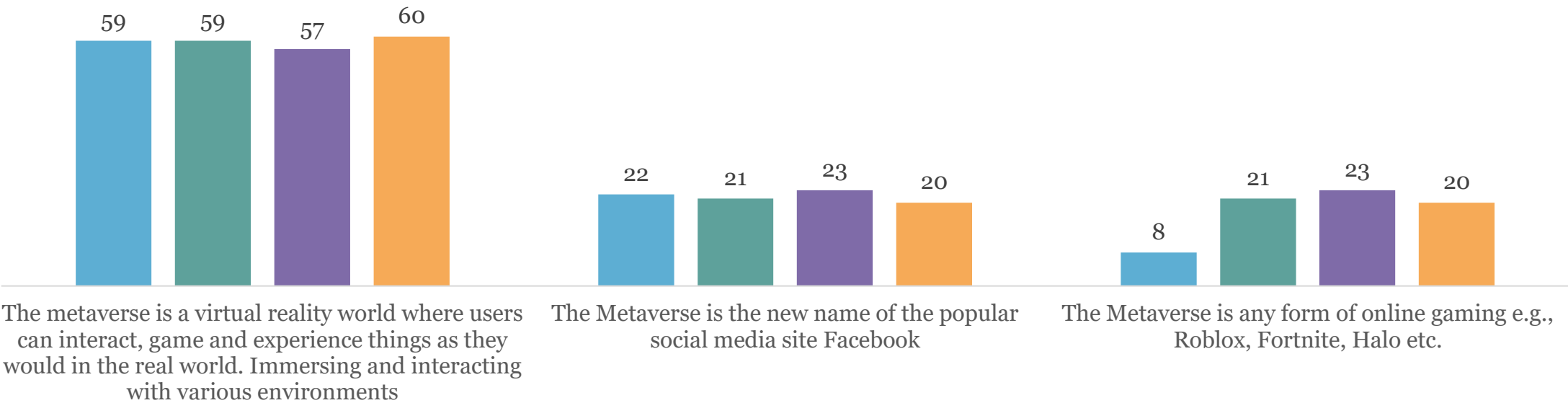


Q. Have you heard of the Metaverse before today? Q. Do you know what the Metaverse is?

1 in 2 aware of The Metaverse are able to correctly attribute it's meaning but there is some confusion around Meta and social media

■ Total Sample ■ 18-24's ■ 35-54's ■ 55+

Understanding of The Metaverse (among those who are aware of it):



Q. Which, if any, of the below statements do you think best represents your understanding of the Metaverse?

Savanta:

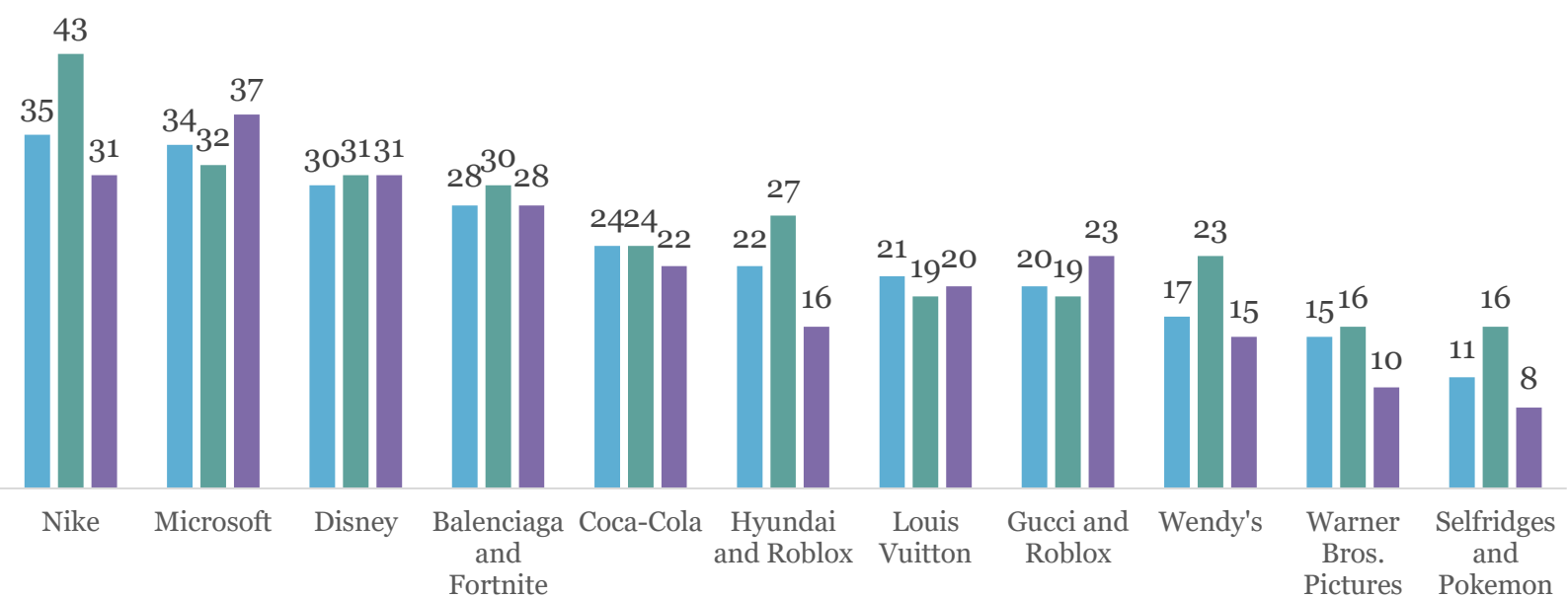
What are the opportunities for
brands?



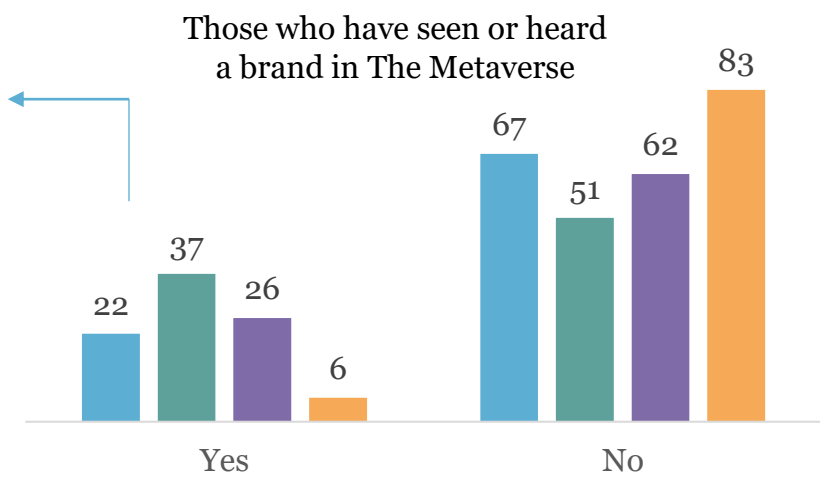
Recall of brand collaborations are highest amongst 18-24's indicating a key audience for collaborations – with Nike, Microsoft and Disney having the highest brand recall

■ Total Sample ■ 18-24's ■ 35-54's ■ 55+

Seen/heard about Brands: (%)



* Sample size too small to show 55+



Q. Have you seen or heard of any brands collaborating/being in The Metaverse? Q. Which brands did you see or hear?

Some examples of what brands have done so far

Engaging young people



“To build innovative relationships with young people, we will strengthen our virtual customer experience content for familiarizing them with Hyundai Motor’s new vehicles and future mobility solutions on Hyundai Mobility Adventure, one of our next-generation CX platforms. We plan to continue to use the metaverse platform for communication of Hyundai Motor’s new vehicles and future mobility solutions.”

Virtual Store



Nearly 7 Million people worldwide have visited Nike’s store in the Metaverse

Premium brands



A partnership that brought the brands clothing and signature into the fortnite game

Brands need to embrace the Metaverse in an authentic way

“All brands should be looking to understand what role they play within the Metaverse”

45%
agree

“Brands that don’t embrace the Metaverse will be left behind”

41%
agree

“Brands need to ensure that anything they do in the Metaverse is authentic and natural”

62%
agree

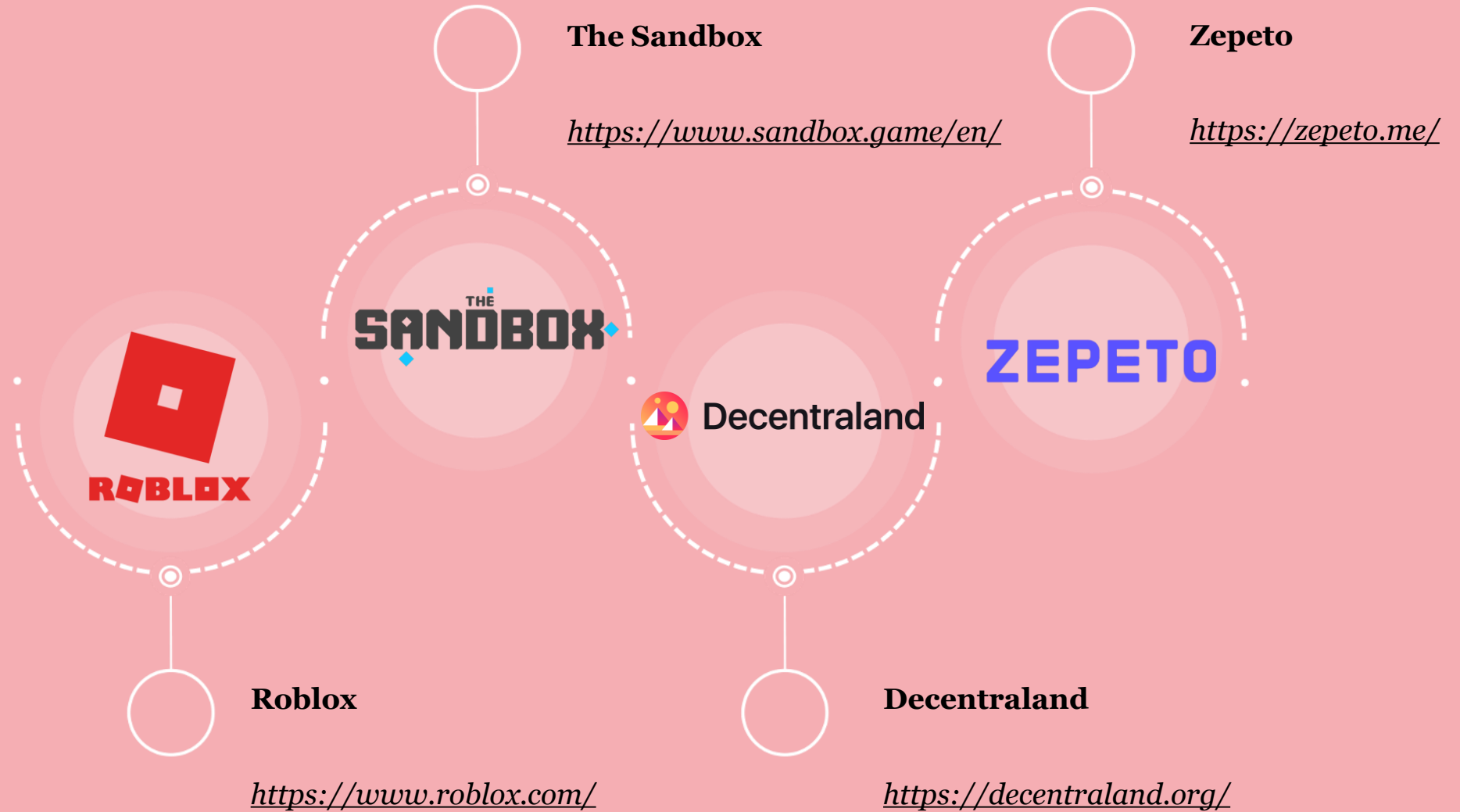
Savanta:

What should we be doing?



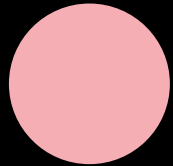
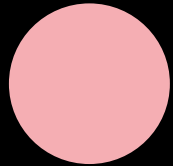
Get to know...

and understand the current significant metaverses; familiarise yourself with the current platforms and what different brands are doing within them



Some questions to be thinking about as you consider...

- 01 How would **your client's business model and/or organisation** be impacted if there was more time spent interacting, transacting and socializing in virtual worlds?
- 02 What value could your clients create for the **community**? Would you be a participant, a or a service provider?
- 03 What are the **authentic** experiences and services that **your clients** could offer in a virtual ecosystem?
- 04 Is there an opportunity to create new marketing channels through experiences, digital goods, sponsorships and branded real estate presence **for your clients**?
- 05 Do you have the in-house talent to help you navigate the metaverse **for your clients**?
- 06 How important is it to **your clients' businesses** to target a younger generation audience and tech-forward sub-communities?



Thank you for listening...

Sources & Further Reading

Framing the Future of Web 3.0 – Goldman Sachs, December 2021

<https://www.goldmansachs.com/insights/pages/gs-research/framing-the-future-of-web-3.0-metaverse-edition/report.pdf>

Opportunities in the metaverse – JP Morgan, January 2022

How businesses can explore the metaverse and navigate the hype vs. reality

<https://www.jpmorgan.com/content/dam/jpm/treasury-services/documents/opportunities-in-the-metaverse.pdf>

Metaverse report – Future is here – Deloitte, March 2022

<https://www2.deloitte.com/cn/en/pages/technology-media-and-telecommunications/articles/metaverse-whitepaper.html>

Epic Games believes the Internet is broken. This is their blueprint to fix it. – The Washington Post

<https://www.washingtonpost.com/video-games/2021/09/28/epic-fortnite-metaverse-facebook/>