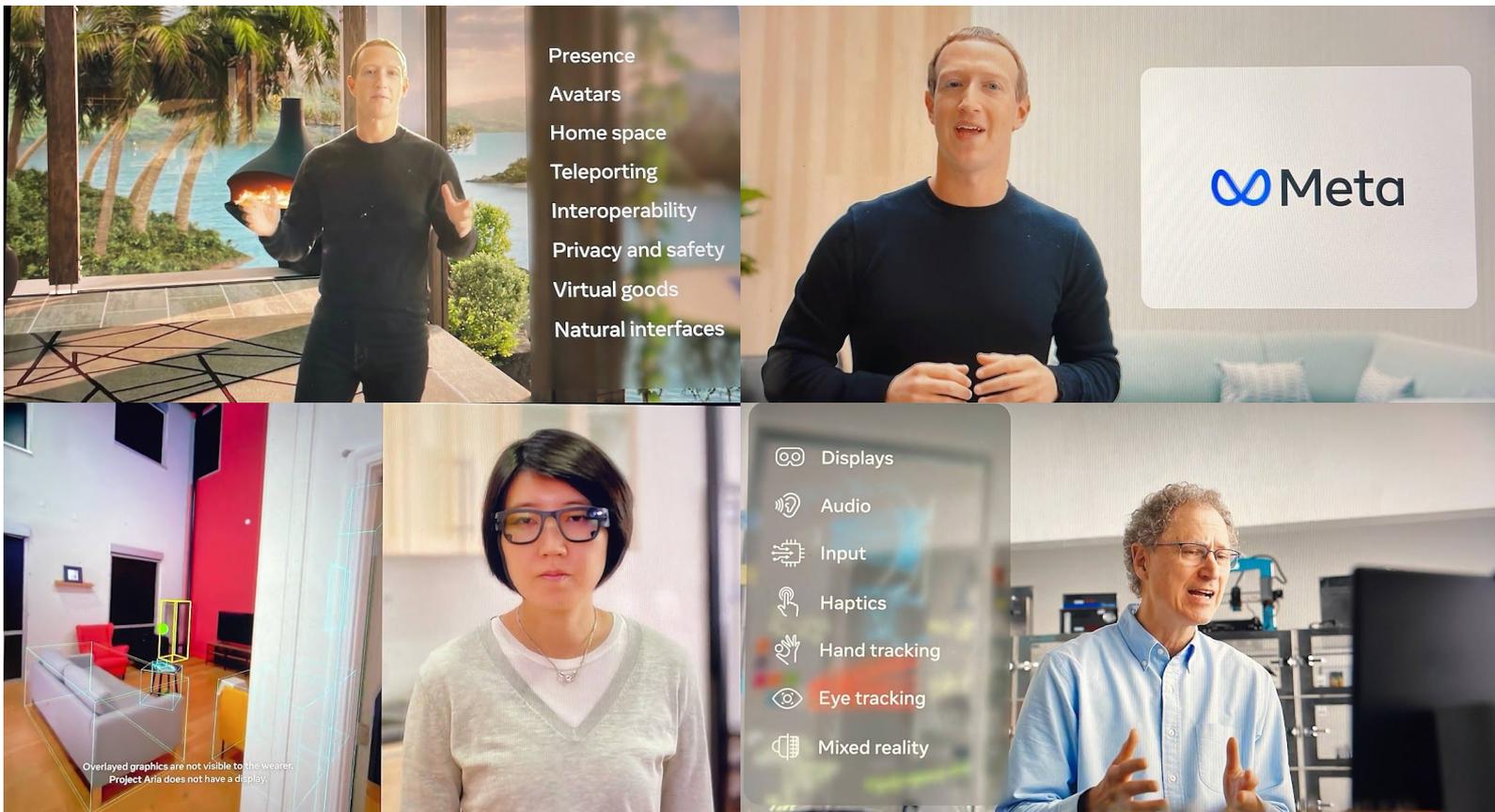


03

LET'S TALK METAVERSE



October 28, 2021: the (re-)birth of the Metaverse



What is the Metaverse?

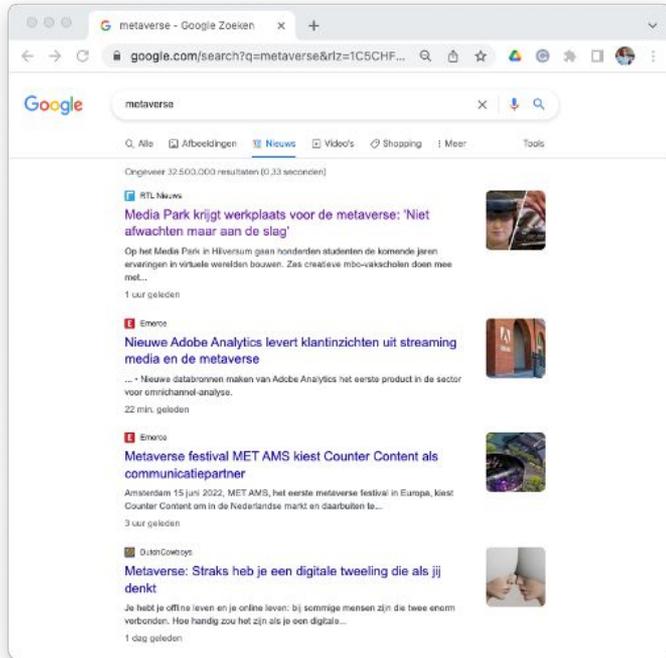
Jury is not out on the definition - **this is how we see the Metaverse**

The Metaverse

- has both **Augmented and Virtual Reality** as interface (cross platform)
- **Collaborative**: meeting, work together, socialising
- **Immersive**: a 360 degree experience around you
- **Interactive**: click on buttons and objects
- **Connected**: online (and offline)
- **Is NOT exclusively Meta (Facebook)**

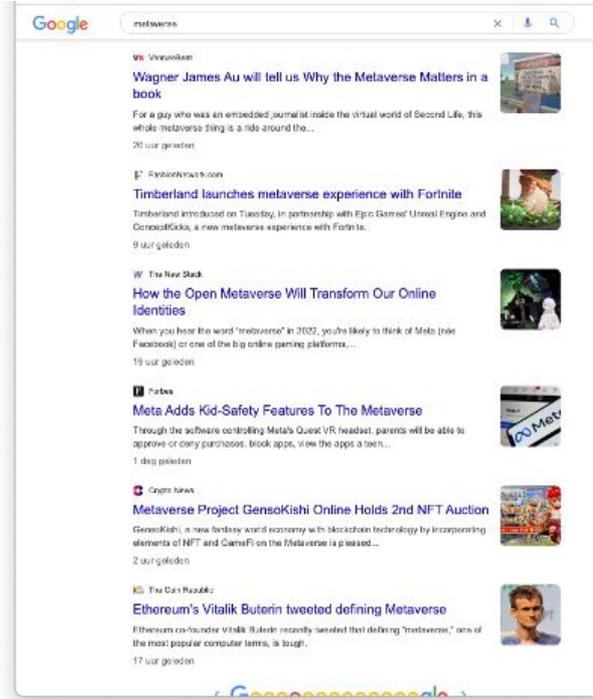
Metaverse is HOT

“Love me or hate me, either way you’re thinking about me.”



A screenshot of a Google search for 'metaverse' in Dutch. The search results show several news articles:

- RTL Nieuws**: Media Park krijgt werkplaats voor de metaverse: 'Niet afwachten maar aan de slag'. Op het Media Park in Hilversum gaan honderden studenten de komende jaren ervaringen in virtuele werelden bouwen. Zes creatieve mbo-voaksholen doen mee met... 1 uur geleden
- Emoto**: Nieuwe Adobe Analytics levert klantinzichten uit streaming media en de metaverse. ... Nieuwe databronnen maken van Adobe Analytics het eerste product in de sector voor omnichannel-analyse. 22 min. geleden
- Emoto**: Metaverse festival MET AMS kiest Counter Content als communicatiepartner. Amsterdam 15 juni 2022, MET AMS, het eerste metaverse festival in Europa, kiest Counter Content om in de Nederlandse markt en daarbuiten te... 3 uur geleden
- QuantConnect**: Metaverse: Straks heb je een digitale tweeling die als jij denkt. Je hebt je offline leven en je online leven: bij sommige mensen zijn die twee enorm verbonden. Hoe handig zou het zijn als je een digitale... 1 dag geleden



A screenshot of a Google search for 'metaverse' in English. The search results show several news articles:

- Vivantix**: Wagner James Au will tell us Why the Metaverse Matters in a book. For a guy who was an embedded journalist inside the virtual world of Second Life, this whole metaverse thing is a ride around the... 20 uur geleden
- EsportsMarket.com**: Timberland launches metaverse experience with Fortnite. Timberland introduced on Tuesday, in partnership with Epic Games' Unreal Engine and GensokGoku, a new metaverse experience with Fortnite. 9 uur geleden
- The New Stack**: How the Open Metaverse Will Transform Our Online Identities. When you hear the word "metaverse" in 2022, you're likely to think of Meta (aka Facebook) or one of the big online gaming platforms,... 19 uur geleden
- Paras**: Meta Adds Kid-Safety Features To The Metaverse. Through the software controlling Meta's Quest VR headset, parents will be able to approve or deny purchases, block apps, view the apps a teen... 1 dag geleden
- Crypto News**: Metaverse Project Gensokishi Online Holds 2nd NFT Auction. Gensokishi, a new fantasy world economy with blockchain technology by incorporating elements of NFT and GameFi on the Metaverse is passed... 2 uur geleden
- The Daily Republic**: Ethereum's Vitalik Buterin tweeted defining Metaverse. Ethereum co-founder Vitalik Buterin recently tweeted that defining "metaverses," one of the most popular computer terms, is tough. 17 uur geleden

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CMO TODAY

Metaverse Spending to Total \$5 Trillion in 2030, McKinsey Predicts

Seventy-nine percent of survey respondents said they have already made a purchase in the metaverse

Five types of daily activities: gaming, socializing, fitness, commerce and remote learning.

E-commerce in the metaverse will comprise some **\$2 trillion to \$2.6 trillion** of the total, while virtual advertising endeavors will make up another **\$144 billion to \$206 billion**

Ninety-five percent of executives in McKinsey's study said they believe the metaverse will have a **positive impact** on their respective industries in five to 10 years, and 25% said they expect it to drive **15% of their organization's total margin growth** in five years.

Seventy-nine percent of respondents said they have already made a purchase in the metaverse as it exists today, with **47%** of those people saying they had made in-game purchases, **37%** reporting buying virtual cosmetic items and **33%** saying they purchased real-world items that were offered through virtual platforms.



Chipotle Chief Marketing Officer Chris Brandt said the potential benefits of exploring the metaverse outweigh the risks.

McKinsey released its new estimates for the metaverse in a study on the subject that also included the results of a survey of 3,104 consumers in 11 countries and a poll of C-level executives at 448 companies in 15 industries and 10 countries.

<https://www.wsj.com/articles/metaverse-spending-to-total-5-trillion-in-2030-mckinsey-predicts-11655254794>

Problem:

Not everyone can enter the Metaverse in VR

- Virtual Metaverse is small global market: 20 million VR headsets sold
- Not everyone has access to a headset or can afford one
- Headsets are not very comfortable for long and frequent use
- VR can only be used in a safe place (not in transit nor in public)

Metaverse in VR is a small market with limited moments of use

AR Glasses: *WHEN?!*



Apple Shows Headset to Board in Sign of Progress on Project

[bloomberg.com](https://www.bloomberg.com) • Leestijd: 1 min.

2022?

2023?



Mark Zuckerberg Just Showed How Meta's Next Mixed Reality VR Headset Will Work

www.cnet.com • Leestijd: 2 min.

2023?



Qualcomm Ushers In The Wireless Metaverse With A New AR Smart Viewer

[forbes.com](https://www.forbes.com) • Leestijd: 6 min.

!!

Solution:

Enter the Real World Metaverse with Fectar

- The Metaverse is VR, desktop **and AR**
- Enter the Metaverse with your smartphone
- Any time, any place, any device
- More than 2.4 billion devices today
- Interactive, immersive and collaborative
- First Time onboarding is just 2 minutes
- Impact in Mobile Only Markets is very high

“For the next 5 years the smartphone will be most used device for accessing the Metaverse.”