A MARKETER'S GUIDE TO

The Metaverse

NBCUniversal

WHAT IS THE
Metaverse?

Seen as the fourth wave of computers, following mainframe computing, personal computing and mobile computing, the metaverse is the convergence of two main ideas:
"virtual reality and a digital second life"

IN OTHER WORDS:

A digital reality that combines aspects of social media, online gaming, extended reality and cryptocurrencies to allow users to interact virtually

Four Main Categories That Bring This World to Life

Extended Reality

Comprised of virtual, augmented, and mixed reality, extended reality and allows people to access the metaverse using headsets, eyepieces, and mobile apps that distort your surroundings

Worlds

Settings where consumers can game, communicate, make purchases, attend events, and more. These are virtual world with their own residents, experiences and norms

Economies

Payment, ownership, exchange and management of virtual assets that take pace in the metaverse, whether that be in the form of coins or with virtual products that allow you to establish absolute ownership
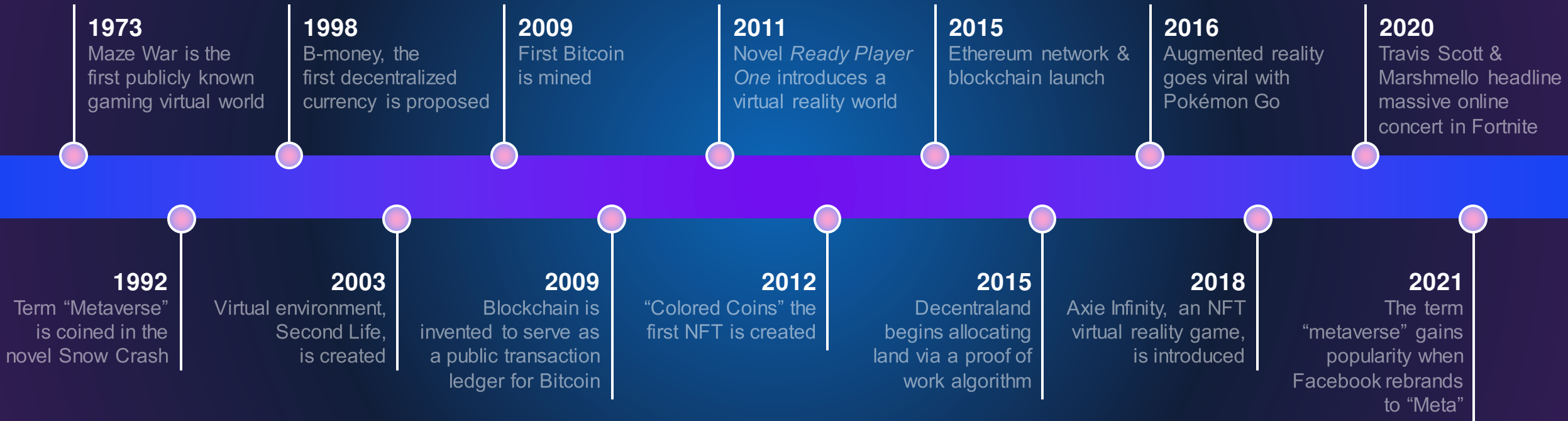
Spaces

Beyond these defined categories, there are countless other examples of the metaverse in the form of virtual spaces, where the workforce, fitness fans, concert goers and beyond can access their respective worlds

Current / Future State

4

Current & Future State of the Metaverse

1973
Maze War is the first publicly known gaming virtual world

1998
B-money, the first decentralized currency is proposed

2009
First Bitcoin is mined

2011
Novel *Ready Player One* introduces a virtual reality world

2015
Ethereum network & blockchain launch

2016
Augmented reality goes viral with Pokémon Go

2020
Travis Scott & Marshmello headline massive online concert in Fortnite

1992
Term "Metaverse" is coined in the novel Snow Crash

2003
Virtual environment, Second Life, is created

2009
Blockchain is invented to serve as a public transaction ledger for Bitcoin

2012
"Colored Coins" the first NFT is created

2015
Decentraland begins allocating land via a proof of work algorithm

2018
Axie Infinity, an NFT virtual reality game, is introduced

2021
The term "metaverse" gains popularity when Facebook rebrands to "Meta"

From NFTs to decentralized identity, technology supporting the metaverse will follow an inevitable **hype cycle** before reaching a
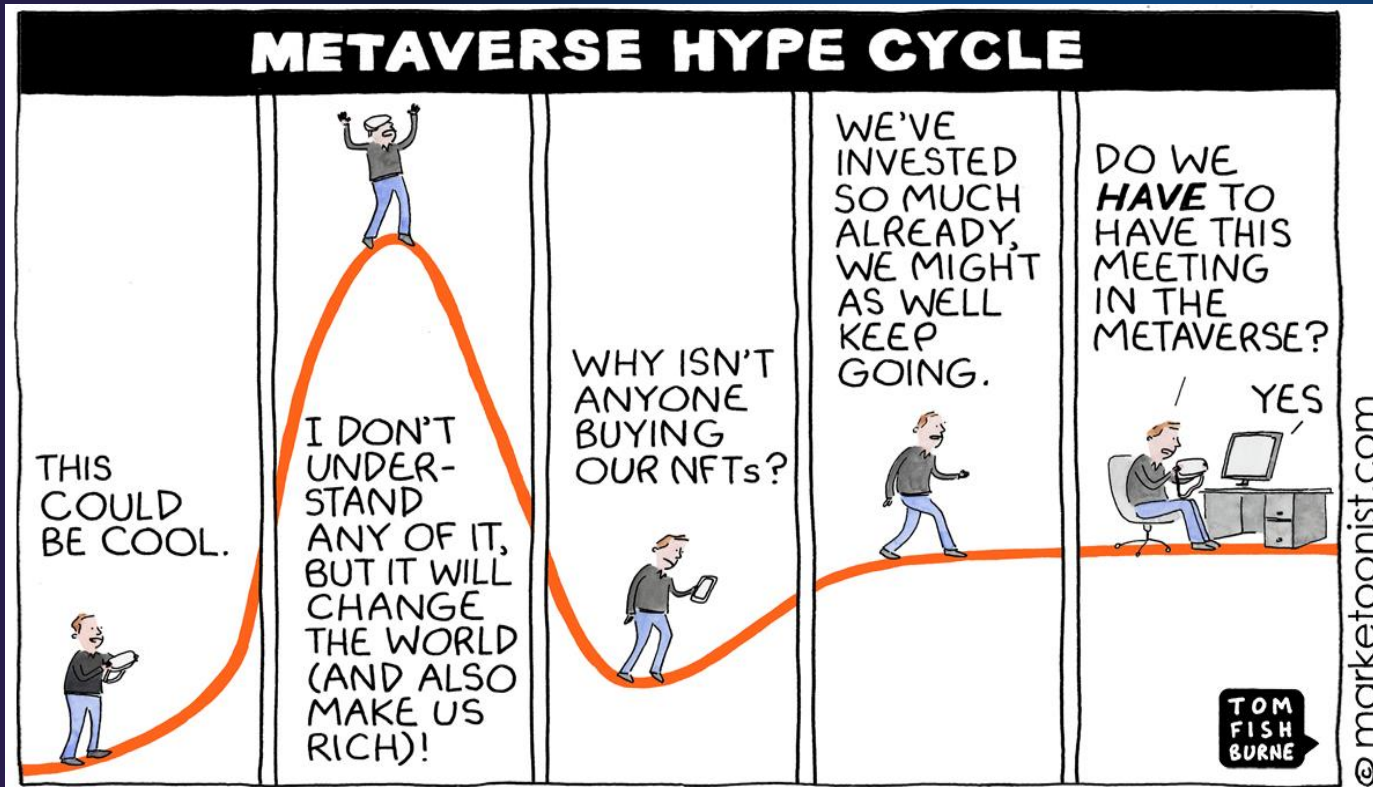
"Plateau of Productivity"

However, Progress in the Metaverse Faces a Number of Barriers

Time
"In the next 5 to 10 years, a lot of [the metaverse] is going be mainstream."
- Mark Zuckerberg

Privacy & Security
55% of adults have major concerns about how their personal data could be tracked and misused in the metaverse

Infrastructure & Sustainability
The metaverse is reliant on many ancillary capabilities – from interoperability to 5G infrastructure to cryptocurrency – to fully activate, all of which require significant power, making sustainability and environmental impact major factors

User Experience & Reach
The metaverse will only be successful if it can effectively add value to consumers lives – not just providing tech for the sake of tech

The metaverse is here, and it's not only transforming how we see the world but how we participate in it – **from the factory floor to the meeting room.**

- Satya Nadella, CEO of Microsoft

Future of Entertainment

Blurring lines between gaming & TV

"...every aspect of entertainment — from moviemaking to concert-going — will be transformed by new technologies, whether it's AR or VR, deepfakes or dingle-dangles (we made that last one up). The result will be "the most dramatic shift ever in the way that stories are made, told, and consumed," says *Avengers: Endgame* filmmaker Joe Russo."

- E W , H O L L Y W O O D 2 0 3 2
The Far-Out Future of Entertainment

Future of Commerce

A hyper-personalized shopping experience

"In short, the metaverse will remove many of the physical constraints we see on commerce today and make entirely new businesses possible."
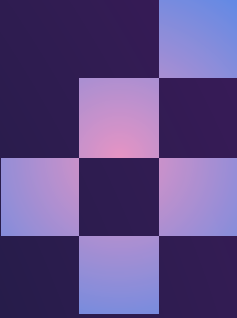
- VISHAL SHAH, VP OF METAVERSE, META

Implications & Opportunities for Brands

There are Many Different Impacts Marketers May Want to Create Within the Metaverse…

New Revenue Streams	Showcasing Innovation (by getting involved early)	Learnings (test & learn playground)	Engagement with Customers	Ownable Assets for Customers	Exclusive Assets to Events

Create New IP	Create Buzz & Viral Moments	Brand Awareness & Consideration	Community Building	Positive Social Impact (i.e. CSR)

Brands are Already Showing Up in the Metaverse in a Lot of Different Ways

Extended Reality

Ex: VR / AR

Brands are using AR / VR to help consumers get a better sense of what products will look like on them or in their actual environment

Worlds

Ex: Gaming

Brands are creating virtual gaming experiences on platforms such as Roblox that often rewards consumers for their gaming skills

Economies

Ex: NFTs

Many brands have created NFTs that consumers can purchase for exclusive rights

Spaces

Brands are creating virtual environments/spaces where consumers can interact & engage (in places like Decentraland and Sandbox)

What Challenges & Opportunities do Marketers Face as They Navigate this New World?

CHALLENGE

Environmental impact from bitcoin mining, data storage, cloud gaming & other energy intensive digital behaviors.

Complicated and sometimes confusing **consumer experiences.**

Harassment, bullying, hate speech, and other misbehavior impacting **consumer safety.**

Mental health from overuse of technology & unrealistic, overly-idealized or stylized identity standards.

Consumer **fatigue / skepticism / burnout.**

OPPORTUNITY

Leverage virtual spaces to cut back on travel. Reduce the environmental impact from physical spaces.

Educate consumers and simplify experiences to drive early adoption.

Create experiences that promote DE&I. Tap into premium content from publishers that consumers trust.

Create opportunities to celebrate individuality.

Create purposeful, unique experiences only possible in the Metaverse.

The Metaverse of the Future Can Play a Key Role in Driving **Positive Societal Impact**

Elevating Identity & Self-Expression

"…Imagine the ability to try on different "skins" and how that might **help you hold onto more confidence** in the metaverse. **The goal is that it will translate back into their real life**."

- **Nichole Kelly,** VP of growth, Windward Consulting

Fund-Raising & Donations

Ukraine launches an NFT 'museum of war' to help fund the fight against Russia

Mykhailo Fedorov @FedorovMykhailo
🏳 Ukraine government official

While Russia uses tanks to destroy Ukraine, we rely on revolutionary blockchain tech. @Meta_History_UA NFT-Museum is launched. The place to keep the memory of war. And the place to celebrate the Ukrainian identity and freedom. Check here: metahistory.gallery/warline

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Empowering Access to the Digital World

Helping Africa Go Digital: A Metaverse Startup is Working with an NGO to Expand Digital Infrastructure in Africa
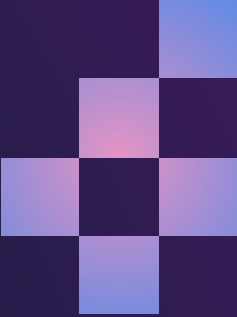
Minimizing Environment Impact

How a new generation of NFTs plans to cut its carbon footprint

Future of Marketing

What will the Future of Metaverse Marketing (Potentially) Look Like?

$1 Trillion

potential metaverse annual revenue opportunities across advertising, digital events, e-commerce and hardware

Advertising executives predict metaverse advertising will unfold via:

1. Evolution of current ad experiences

The growth of in-game advertising may inform how 3D ad formats live in the metaverse, such as interactive, animated billboards and signage
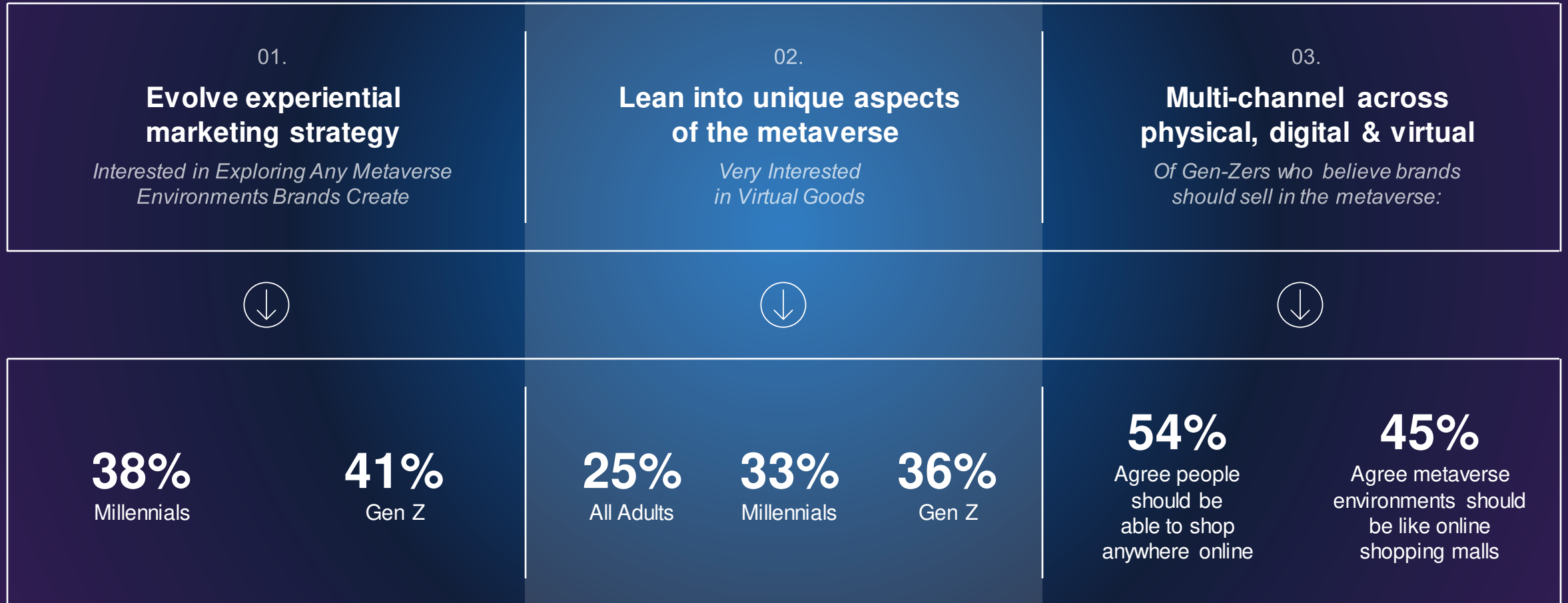
2. New immersive experiences & worlds

Nike's NIKELAND virtual environment inspires its 6.7M visitors to stay active and wear Nike products to eventually drive virtual sales

Non-disruptive, targeted, and authentic

There are Important Considerations for Building Your Strategy

01.	02.	03.
Evolve experiential marketing strategy	**Lean into unique aspects of the metaverse**	**Multi-channel across physical, digital & virtual**
Interested in Exploring Any Metaverse Environments Brands Create	*Very Interested in Virtual Goods*	*Of Gen-Zers who believe brands should sell in the metaverse:*

↓ ↓ ↓

38%
Millennials

41%
Gen Z

25%
All Adults

33%
Millennials

36%
Gen Z

54%
Agree people should be able to shop anywhere online

45%
Agree metaverse environments should be like online shopping malls

There are Important Considerations for Building Your Strategy

04.

**Test &
learn early**

05.

**Be creative with
measuring success**

06.

Prepare for ambiguity & risk

Top Consumer Metaverse Concerns

↓ ↓ ↓

*"We are going to optimize our strategy
in the metaverse... It's a new frontier to
shake things up and take risks and push
in new ways we haven't seen before."*
- **Jessie Lieberman,**
Chipotle VP, Digital & Off-Premise

89%

of CMOs strongly agree/agree that the ability
to measure a marketing channel's impact affects
the likelihood they will use that channel

55%
Misuse of
personal data

44%
Cyber-bullying
/online abuse

39%
Personal
safety

THE VOICE OF NBCU

"

We're seeing the full impact of consumer convergence. And even as behavior changes, whether you're talking mobile, social, or Metaverse—you still need great content and IP for consumers to care.

- Linda Yaccarino,
Chairman of Global Advertising & Partnerships at NBCU

The Metaverse signals the dawn of a new advertising era, providing marketers with an exciting playground to reach audiences through innovative and highly engaging marketing activations.

- Itamar Benedy,
Co-founder & CEO of Anzu

The Metaverse has the potential to transform how consumers, brands and content creators interact and communicate, creating new experiences that bridge the gap between the virtual and physical worlds in ways we're only beginning to understand and develop.

- Michael Scogin,
VP, Strategic Partnerships at NBCU

Relevant NBCU Resources

Existing Materials

Upcoming Materials

Impact of Metaverse on Specific Categories	Universes Deep Dive	Web 3.0 & Blockchain