



A MARKETER'S GUIDE TO

# The Metaverse

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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**



THE METAVERSE CONSISTS OF

# Four Main Categories That Bring This World to Life



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## 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



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## Worlds

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



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## Economies

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



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## Spaces

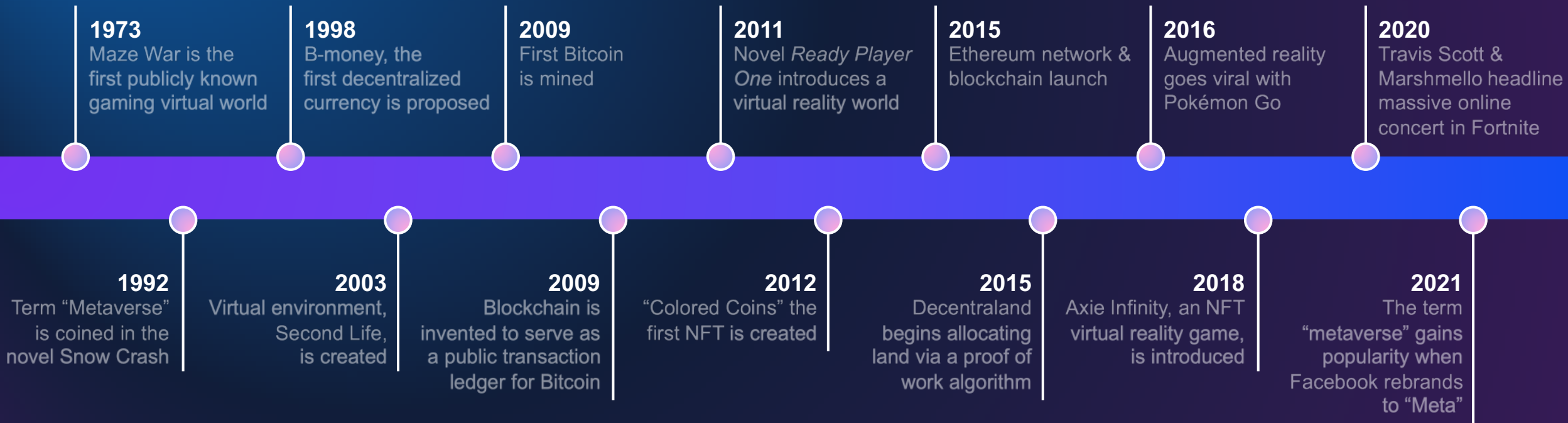
Beyond these defined categories, there are countless other examples of the metaverse in the form of virtual spaces, where the workforce, fitness fans, concert goers and beyond can access their respective worlds



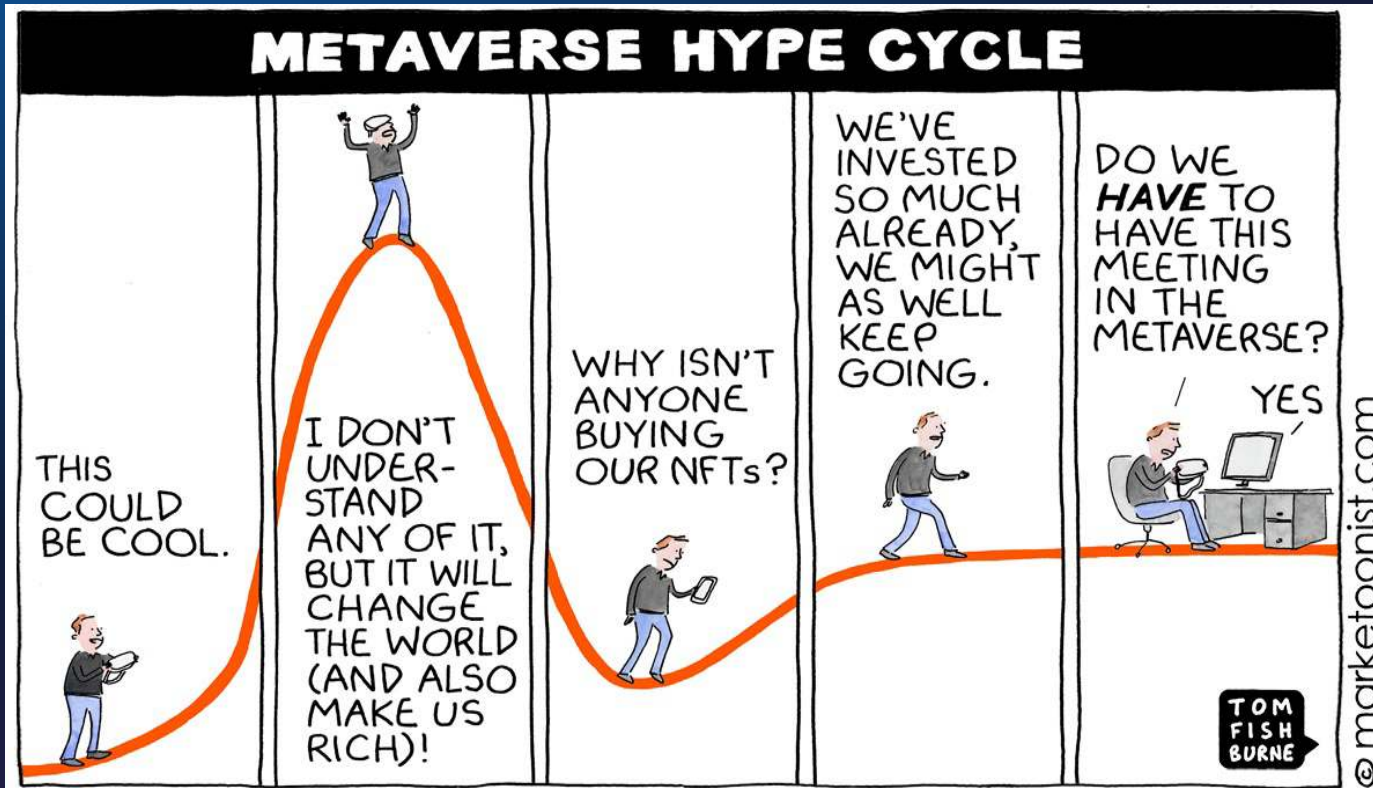
# Current / Future State



# Current & Future State of the Metaverse



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 to 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

BUT THE FUTURE IS PROMISING

”  
“

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





00:02:45



Leave

# Future of Work

## *Revolutionizing Remote Work*

“Within the next two or three years, I predict most virtual meetings will move from 2D camera image grids to the metaverse, a 3D space with digital avatars.”

- BILL GATES



# 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.”

- EW, HOLLYWOOD 2032  
*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.”

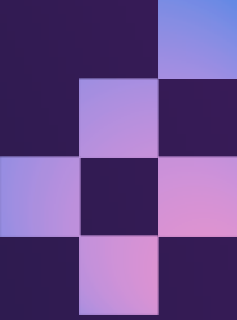
- VISHAL SHAH, VP OF METaverse, META



# 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 reward 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



## 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

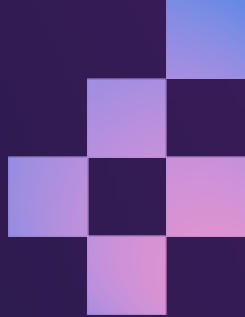
How a new generation of NFTs plans to cut its carbon footprint







# 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



AS BRANDS LEAN INTO THE METAVERSE,  
**There are Important Considerations for Building Your Strategy**

<p>01.</p> <p><b>Evolve experiential marketing strategy</b></p> <p><i>Interested in Exploring Any Metaverse Environments Brands Create</i></p>	<p>02.</p> <p><b>Lean into unique aspects of the metaverse</b></p> <p><i>Very Interested in Virtual Goods</i></p>	<p>03.</p> <p><b>Multi-channel across physical, digital &amp; virtual</b></p> <p><i>Of Gen-Zers who believe brands should sell in the metaverse:</i></p>
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<p><b>38%</b> Millennials</p> <p><b>41%</b> Gen Z</p>	<p><b>25%</b> All Adults</p> <p><b>33%</b> Millennials</p> <p><b>36%</b> Gen Z</p>	<p><b>54%</b> Agree people should be able to shop anywhere online</p> <p><b>45%</b> Agree metaverse environments should be like online shopping malls</p>
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AS BRANDS LEAN INTO THE METAVERSE,  
**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.

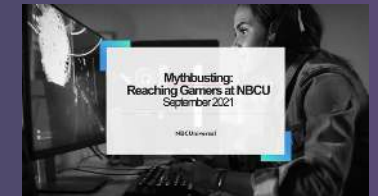
**- Itamar Benedy,**  
Co-founder & CEO of Anzu

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