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
**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 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 worlds with their own residents, experiences and norms.

**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.

**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

1973
Maze War is the first publicly known gaming virtual world

1992
Term “Metaverse” is coined in the novel Snow Crash

1998
B-money, the first decentralized currency is proposed

1999
Virtual environment, Second Life, is created

2003
Blockchain is invented to serve as a public transaction ledger for Bitcoin

2009
First Bitcoin is mined

2009
“Colored Coins” the first NFT is created

2011
Novel Ready Player One introduces a virtual reality world

2015
Ethereum network & blockchain launch

2015
Decentraland begins allocating land via a proof of work algorithm

2016
Augmented reality goes viral with Pokémon Go

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

2020
The term “metaverse” gains popularity when Facebook rebrands to “Meta”

2021
Travis Scott & Marshmello headline massive online concert in Fortnite
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
“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 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?

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<thead>
<tr>
<th>Challenge</th>
<th>Opportunity</th>
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<tbody>
<tr>
<td>Environmental impact from bitcoin mining, data storage, cloud gaming &amp; other energy intensive digital behaviors.</td>
<td>Leverage virtual spaces to cut back on travel. Reduce the environmental impact from physical spaces.</td>
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<td>Complicated and sometimes confusing consumer experiences.</td>
<td>Educate consumers and simplify experiences to drive early adoption.</td>
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<td>Harassment, bullying, hate speech, and other misbehavior impacting consumer safety.</td>
<td>Create experiences that promote DE&amp;I. Tap into premium content from publishers that consumers trust.</td>
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<td>Mental health from overuse of technology &amp; unrealistic, overly-idealized or stylized identity standards.</td>
<td>Create opportunities to celebrate individuality.</td>
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<td>Consumer fatigue / skepticism / burnout.</td>
<td>Create purposeful, unique experiences only possible in the Metaverse.</td>
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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

Empowering Access to the Digital World

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

Fund-Raising & Donations

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

Minimizing Environment Impact

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

Sources: Fortune, News File Corp, Entrepreneur.com
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

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<th>Advertising executives predict metaverse advertising will unfold via:</th>
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<td><strong>1. Evolution of current ad experiences</strong></td>
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<td>The growth of in-game advertising may inform how 3D ad formats live in the metaverse, such as interactive, animated billboards and signage</td>
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<td><strong>2. New immersive experiences &amp; worlds</strong></td>
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<td>Nike's NIKELAND virtual environment inspires its 6.7M visitors to stay active and wear Nike products to eventually drive virtual sales</td>
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Non-disruptive, targeted, and authentic

Source: CNBC, Insider
AS BRANDS LEAN INTO THE METAVERSE,
There are Important Considerations for Building Your Strategy

01. Evolve experiential marketing strategy
   Interested in Exploring Any Metaverse Environments Brands Create

02. Lean into unique aspects of the metaverse
   Very Interested in Virtual Goods

03. Multi-channel across physical, digital & virtual
   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

Source: Obsess, Dentsu, The Drum, The CMO Club, Morning Consult
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

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

“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

Source: Obsess, Dentsu, The Drum, The CMO Club, Morning Consult.
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.

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.

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.

- Linda Yaccarino, Chairman of Global Advertising & Partnerships at NBCU
- Itamar Benedy, Co-founder & CEO of Anzu
- 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