



inmobi

THE METAVERSE

A New Epic



By now, we've all been able to wrap our minds around the Metaverse. Well — sort of. If the Metaverse sounds like the stuff of science fiction, that's because it is. By several accounts, the ambiguous term first appeared in the 1992 science-fiction novel "Snow Crash." In the novel, author Neal Stephenson writes about a world in which people interact with online virtual worlds as digital avatars.

Perhaps it is this pre-Roblox, pre-NFT context that offers the best starting point in our understanding of the Metaverse of today. So, what are the rules of the Metaverse? The anatomy? Who are some early key players? How do brands and advertising fit in all this? And lastly, where does this leave mobile? Let's find out.

Let's Find Out

Global Interest in the Metaverse Over The Last 12 Months

In a single year, global interest in the Metaverse, according to Google search interest, peaked around mid-October of 2021, with high interest seen in Turkey, China, St. Vincent and the Grenadines, and Singapore when accounting for low search volume regions. Fun fact: In early January St. Vincent and the Grenadines' Minister of Culture announced intentions of hosting the first Carnival in the Metaverse. And Singapore just created the first 3D sized-to-scale virtual twin of an entire nation in the Metaverse.

Interestingly enough, a look back further shows noticeable buzz about the Metaverse in 2006 and 2007 — likely due to the first inaugural Metaverse Roadmap Summit.

Searches for Web 3.0 show a similar trajectory in terms of Google search interest, with countries such as China, South Korea, Turkey, Nigeria and Singapore showing higher levels of online interest.



Top Players



Rules of the Metaverse

#1 There is only one Metaverse.

#2 The Metaverse is for everyone.

#3 Nobody controls the Metaverse.

#4 The Metaverse is open.

#5 The Metaverse is
hardware-independent.

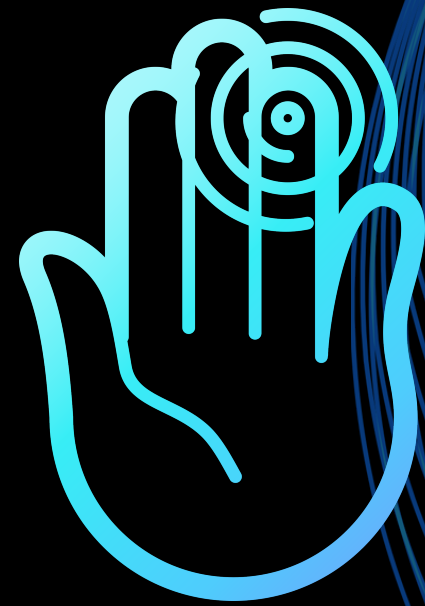
#6 The Metaverse is a network.

#7 The Metaverse is the internet.



Breaking Down the Metaverse

The Metaverse has multiple components. Let's break some of them down:



User experience – Experiences in the Metaverse can be based in collaboration, education, wellness, entertainment and social. This is what individuals and companies are focused on right now.



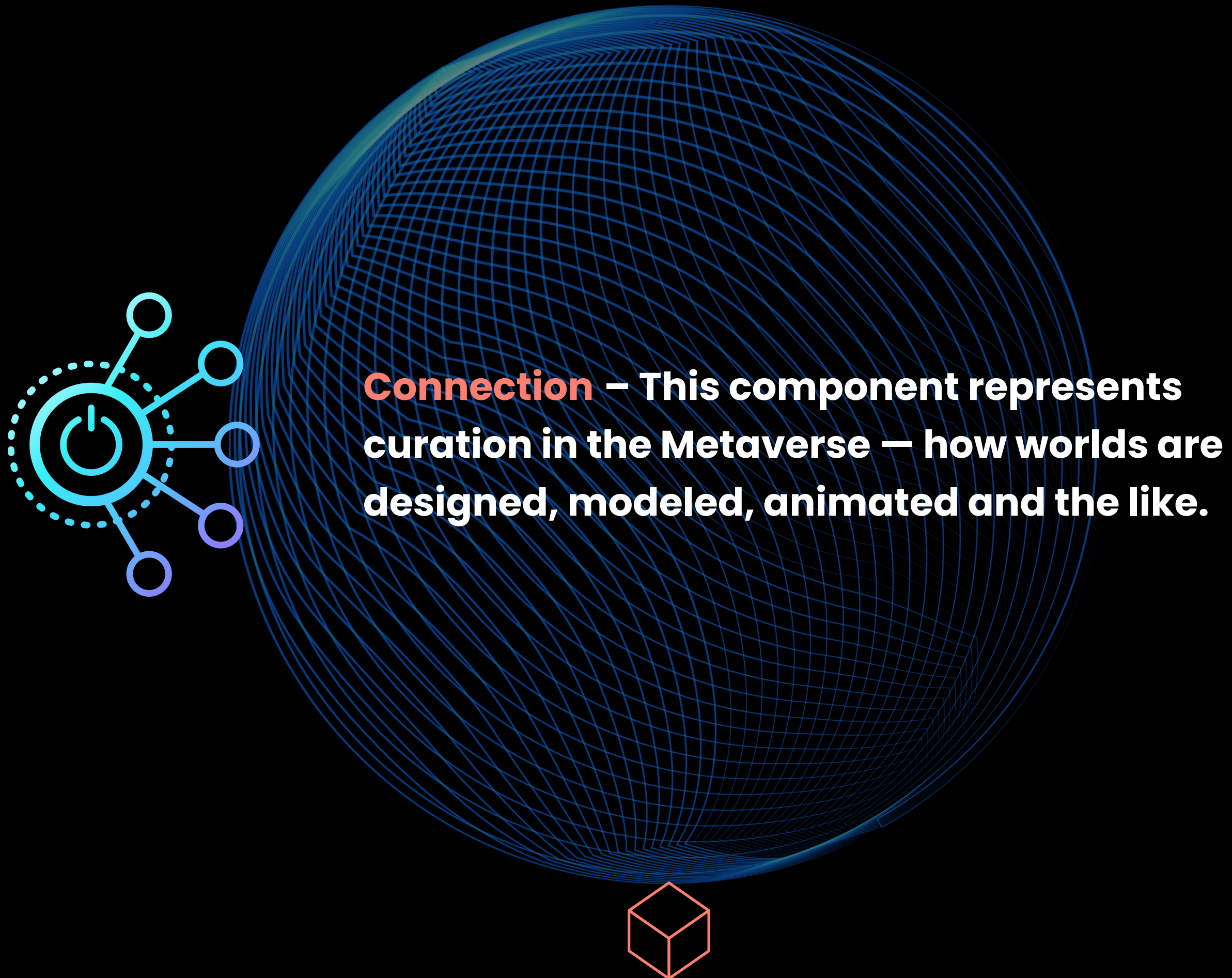
Breaking Down the Metaverse



Commerce – This is how goods, services and experiences engage in tractional exchanges. NFTs and cryptocurrency are the general form of currency in the Metaverse.



Breaking Down the Metaverse



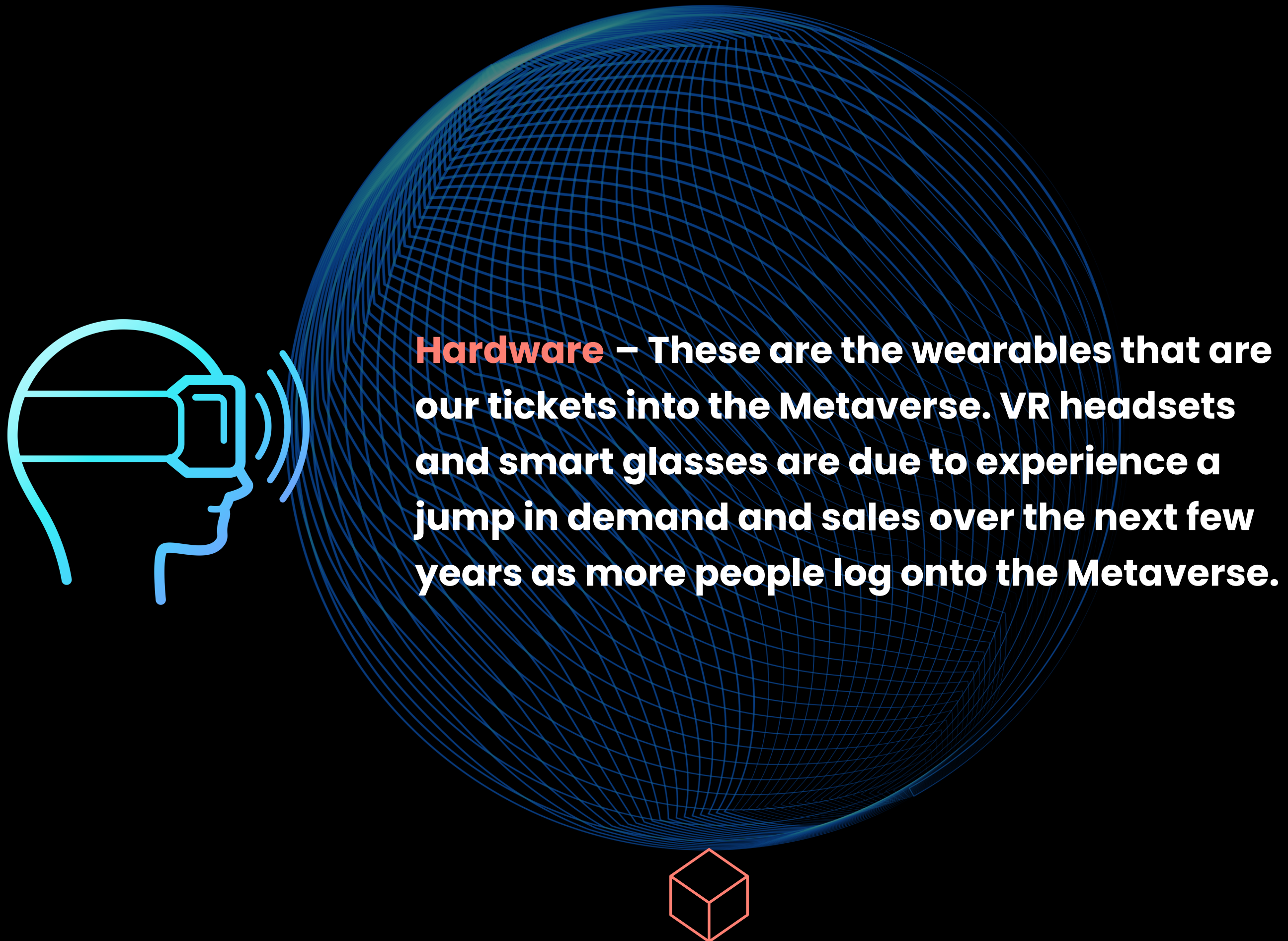
Breaking Down the Metaverse



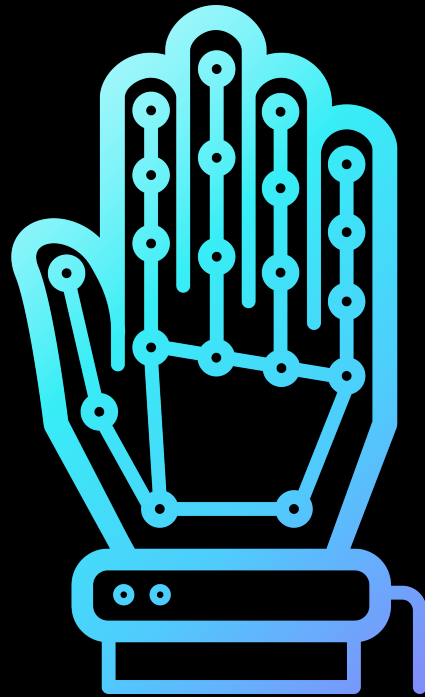
Creator Economy – The Metaverse uses digital representations of people, places and things in order to create virtual environments. Connection is aided through the existence of avatars, AI agents, moderators, etc.



Breaking Down the Metaverse



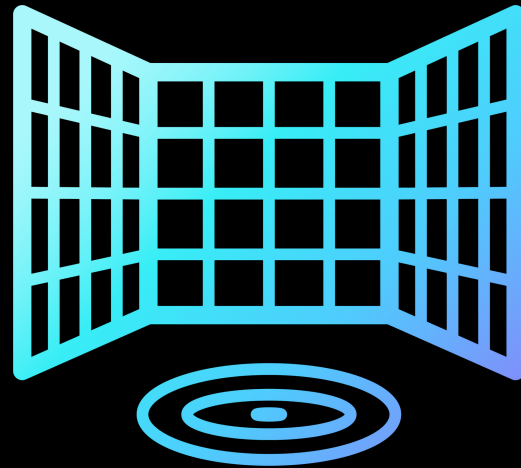
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Infrastructure – This refers to the true underlying fabric holding the Metaverse together. This is the tech and network technology keeping everyone plugged in. 5G and 6G networks, blockchains, GPS, cloud computing and more are all key on this side of the internet.



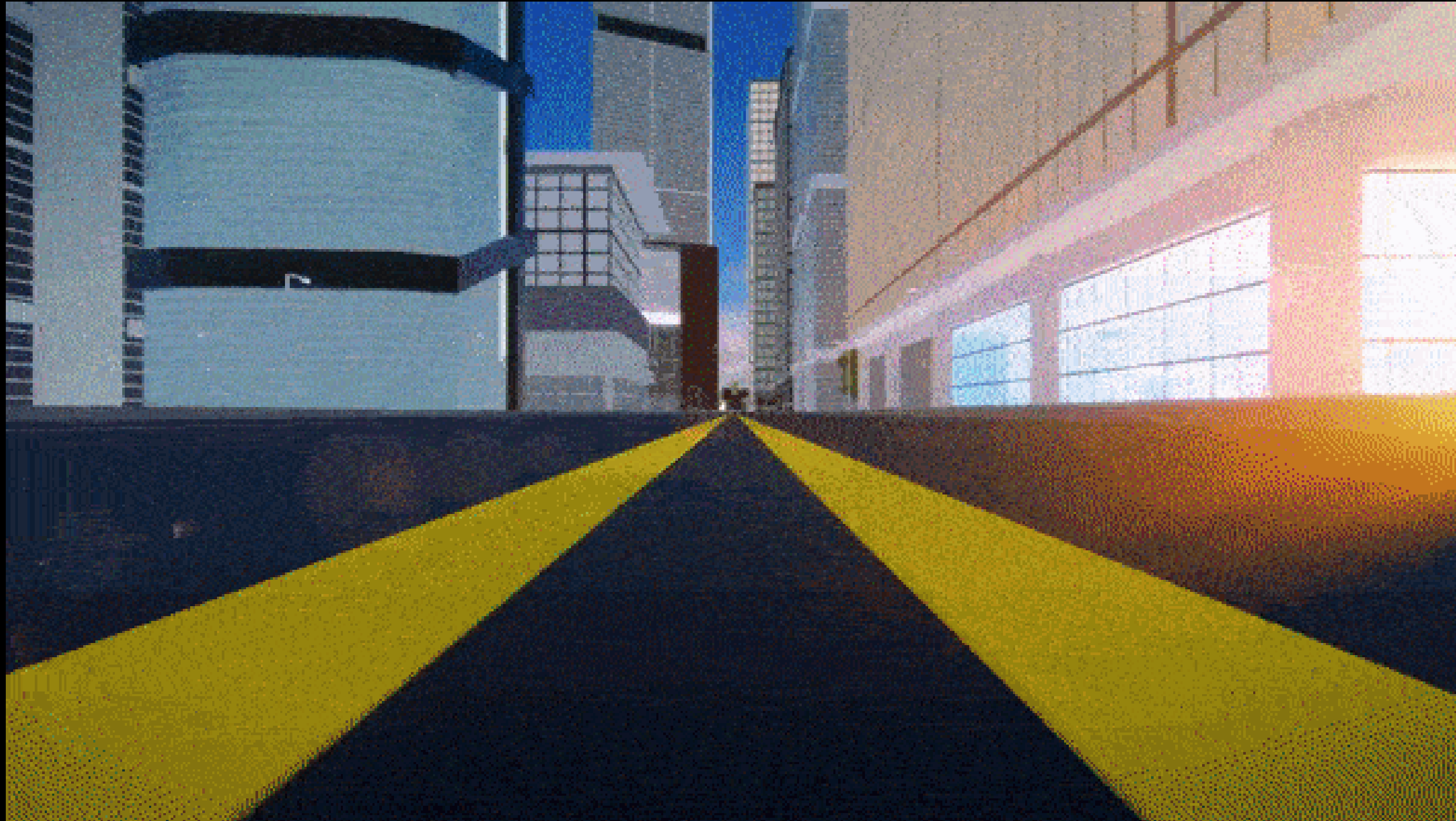
Breaking Down the Metaverse



Ethos – Though no one controls the Metaverse, this space does come with growing sets of ethical codes, governances, economies, politics and standards.



Roblox



Things You Can Do

Virtual Store Shopping

The ability to go into a 3D virtual recreation of a brick-and-mortar store and 'try on' the clothing.

You can also buy “Verch”— Virtual Merchandise that matches its real-life counterpart. Ability to make purchases for both the real and virtual goods.

Order on Demand

Visit different places in the virtual world to receive real life goods delivered directly to you within minutes. (Visit virtual bar – Order for Alcohol delivery, food delivery, etc).

Attend a Concert

Attend a show by your favorite artist from the comfort of your own home.

Things You Can Do

Buy Real Estate

With Non-Fungible Tokens, Metaversers can make countless of commerce decisions, including buying virtual real estate. You can build and customize your own worlds or simply rent out space for virtual commercial.

Go To Class

Learn virtually anything from anywhere in any form. Imagine what the metaverse can mean for a hybrid approach to classroom learning. Take kids directly into history books and have them learn in the middle of the Mausoleum. Or how about a virtual cooking class? Learning a new language but want to boost your conversational skills with more face-to-face interactions? The Metaverse offers the perfect opportunity to do so.

Hang with Friends

Tired of Zoom calls and FaceTimes? Meet up with a friend in VR for a change of scenery.

The possibilities are endless!

Some Popular Brand Experiences



Buy a burrito bowl from
Chipotle on Roblox!

The retailer and Metaverse heavyweight had a fun deal last Halloween where Roblox users who show up to a virtual Chipotle restaurant in costume inspired by the chain and menu favorites for a chance to win free burritos and unlock exclusive virtual deals.



Test drive
with Hyundai.

"Hyundai Mobility Adventure," for instance, aims to get kids familiar with driving by letting them virtually test drive cars.

Enjoy a concert hosted by

Tencent

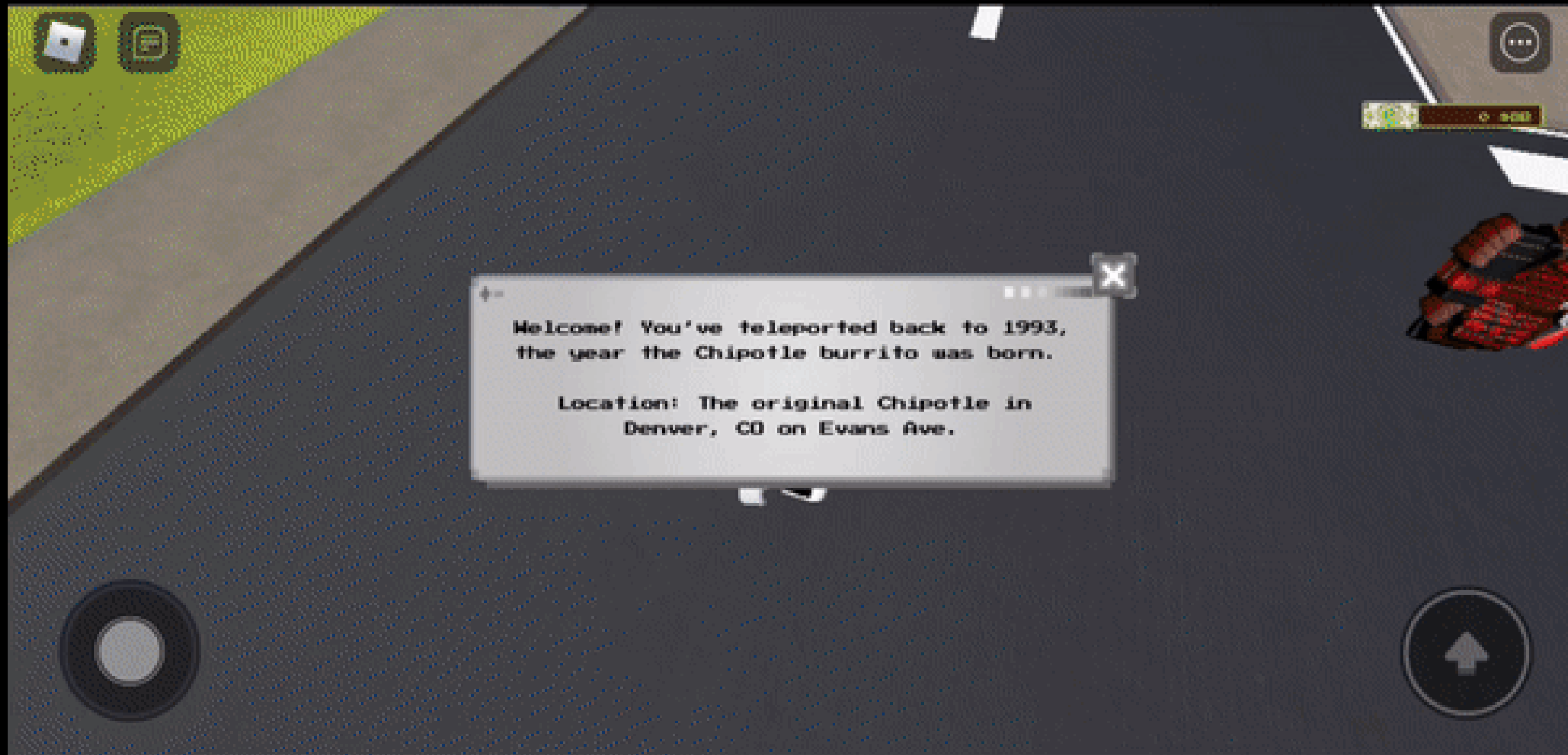


and more

Popular music artists like Ariana Grande, the Weeknd, Justin Bieber and David Guetta are just some of the few musicians who have taken the virtual stage in the Metaverse.



Roblox/Chipotle Experience



Roblox Concert



Where Does That Leave Mobile?

VR gear is set to reach \$10 billion in sales by the end of this year and many estimate the number of VR hardware used globally will reach 34 million by 2024.

As of now, if you're on mobile, you're likely getting a limited experience of what you can do in VR.

But that seems to be changing.

\$10 Bn

Netmarble, South Korea's largest mobile game developer, plans to release Metaverse-based games under their newly formed development unit, Metaverse Entertainment. Whether or not they will be developing experiences reaching from mobile devices is still unclear.

Roblox and IMVU are already reachable in the Metaverse via mobile, but those two experiences have had a leg up in the Metaverse race.

The Metaverse is clearly pushing the definition of "mobile" in a boundless direction, which could be a little bit intimidating for brands, publishers and developers alike as they figure out how to leverage this new type of platform.

One thing's for certain, advertising is probably going to be the best way to capitalize on the Metaverse.

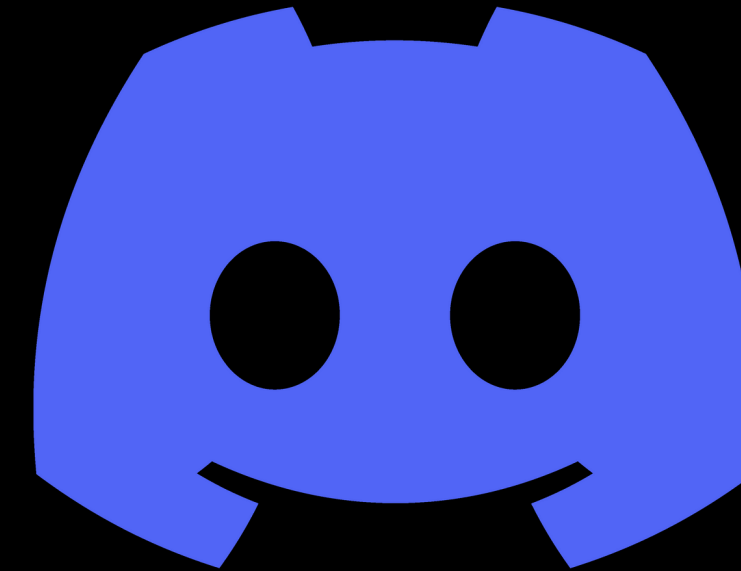


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