

A Beginner's Guide to the METaverse

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News from the Metaverse! AR/VR Magazine is an industry-leading publication & podcast offering the latest news, trends, resources, and analysis of the Augmented Reality, Mixed Reality & Virtual Reality Industry.

<https://arvrmagazine.com/>



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About This Report

The Metaverse! What is it and how will it impact entertainment, business and culture in the future?

We have all heard the hype over the years about augmented reality, virtual reality, mixed reality, blockchain and the Metaverse but what does it all mean exactly and how will it effect us?

This report is aimed at business owners & C-level decision makers who need a basic overview of the Metaverse and how it will impact their business, both now and into the future.

Written by our team of expert analysts, consultants and strategists, this guide was created to provide an up to date, general overview of key Metaverse-related industry trends, terms and

technology which we feel are critical to helping our readers to better understand and navigate the new, confusing and constantly changing immersive technology landscape.

Our information is based on both research and real world, agency-level engagement, insights and feedback with clients across many industries via our innovative corporate communications consultancy work at [KEMWEB GmbH](#).

We are also excited to have partnered with [AR/VR Magazine](#) and [The RobotSpaceship Podcast Network](#) in order to provide additional, niche-specific information about the immersive technology industry.

We hope you enjoy this guide and that it helps you to gain some valuable insights about the metaverse!

Contact Us!

If you have any questions about the Metaverse or would like to book a workshop, don't hesitate to [contact us](#).

We would also like to encourage you to connect with us on all the relevant social channels and most importantly, share your feedback.

What is the Metaverse?

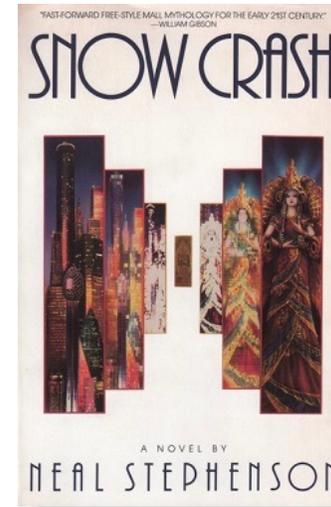
What is the Metaverse?

“In futurism and science fiction, the metaverse is a hypothetical iteration of the Internet as a single, universal and immersive virtual world that is facilitated by the hybrid use of 2D, virtual reality, augmented reality and mixed reality devices and headsets. In colloquial use, a metaverse is a network of simulated 3D virtual worlds focused on social connection.

Metaverse development is often linked to advancing AR, VR & XR technology due to increasing demands for immersion.

Recent interest in metaverse development is influenced by blockchain, cryptocurrency and Web 3, a concept for a decentralized iteration of the internet.”

Source: [Wikipedia](https://en.wikipedia.org/wiki/Metaverse)



The term Metaverse (Meta - Universe) is a phrase that was originally coined in the 1992 science fiction book "[Snow Crash](#)" by [Neal Stephenson](#) to describe a VR based internet.



A popular opinion is that the metaverse resembles something more like OASIS in the book / movie "[Ready Player One](#)" by Ernest Cline.

How Do I Access the Metaverse?

So, how can you access the Metaverse? Good question. Unfortunately, unlike the internet, which is a seamless experience that can be accessed via multiple devices, the metaverse is still in the early stages of development.

This means that it is still comprised of a series of siloed experiences that are, typically, device dependent, much like games and gaming consoles.

While standards are being developed, there are still no platforms that allow for seamless navigating from one experience to another, or to transport your data, avatars or virtual belongings and digital currency from one virtual world to another.

In other words, some might argue that there is no “Metaverse” yet. Others would say that the Metaverse is whatever virtual world you choose to inhabit.

The ultimate goal of the majority of Metaverse-related developers, of course, is to create a decentralized virtual web, utilizing Web3 and blockchain, so at some point this seems to be an eventuality.

As you will read later in this report, quite a few companies are working on the concept of a decentralized metaverse.

Meta, for example, is currently investing billions of dollars, [hiring thousands of European workers](#) and has stated that this will be a ten year process.

Additionally, many hardware manufacturers such as Meta, HTC, Microsoft, Sony, Magic Leap, Google, etc. are continually releasing new headsets on a regular basis, with new features to allow for more immersive experiences.

Facebook 2016 Tech Roadmap

In 2016, facebook (now Meta) CEO Mark Zuckerberg announced the company's 10 year road map in one graphic at the company's F8 developers conference.

The graphic featured short term social media platform goals, with a longer term focus of building out their VR, AR, AI and connectivity technologies.



Source: facebook F8 Keynote 2016

Facebook 2016 Tech Roadmap

During the same F8 Developer's Conference, facebook clarified their ultimate future XR goal of a hybrid mix of AR and VR technologies merged into one experience, in a device as simple as a normal pair of glasses.

Due to the complexity and bulkiness of existing AR & VR headsets, a normal pair of glasses would need to be the target device for reaching a mass adoption level for the technology similar to the "iPhone Moment."



Source: facebook F8 Keynote 2016

Meta / Metaverse Keynote

At Connect 2021, Mark Zuckerberg announced the company's umbrella name would be changed to Meta, where he shared a keynote video describing their plans for building its version of the Metaverse.

Meta's plans include hiring 10,000 new jobs over the next 10 years [primarily in the EU](#).



Source: Meta Keynote 2021 - <https://www.youtube.com/watch?v=YJQ6z1EsLbg>

Current Virtual Worlds

The Sandbox

The Sandbox is a virtual world where players can build, own, and monetize their gaming experiences in the blockchain via its own Ethereum-based digital currency tokens called Sand.

Users can create NFT based game assets and purchase virtual real estate via the marketplace.

The platform has gained quite a bit of celebrity and brand endorsement in 2021 including Snoop Dogg, adidas and Deadmau5.

The game is currently only available on PC and mobile, so it is not accessible in VR yet.



Source: Sandbox <https://www.sandbox.game/en/>

Current Virtual Worlds

Decentraland

Much like the Sandbox, [Decentraland](https://decentraland.org/) is a virtual world where players can build, own, and monetize their gaming experiences in the blockchain via its own Ethereum-based digital currency tokens called MANA.

Users can create NFT based game assets and purchase virtual real estate via the marketplace.

Decentraland is also currently only available on PC and mobile, so it is not accessible in VR yet.



Source: <https://decentraland.org/>

Current Virtual Worlds

Roblox

[Roblox](https://www.roblox.com/) is an online game platform and game creation system developed by Roblox Corporation that allows users to program games and play games created by other users

Roblox is primarily a PC and mobile game, however there is some form of VR access on a selection of devices.



Source: <https://www.roblox.com/>

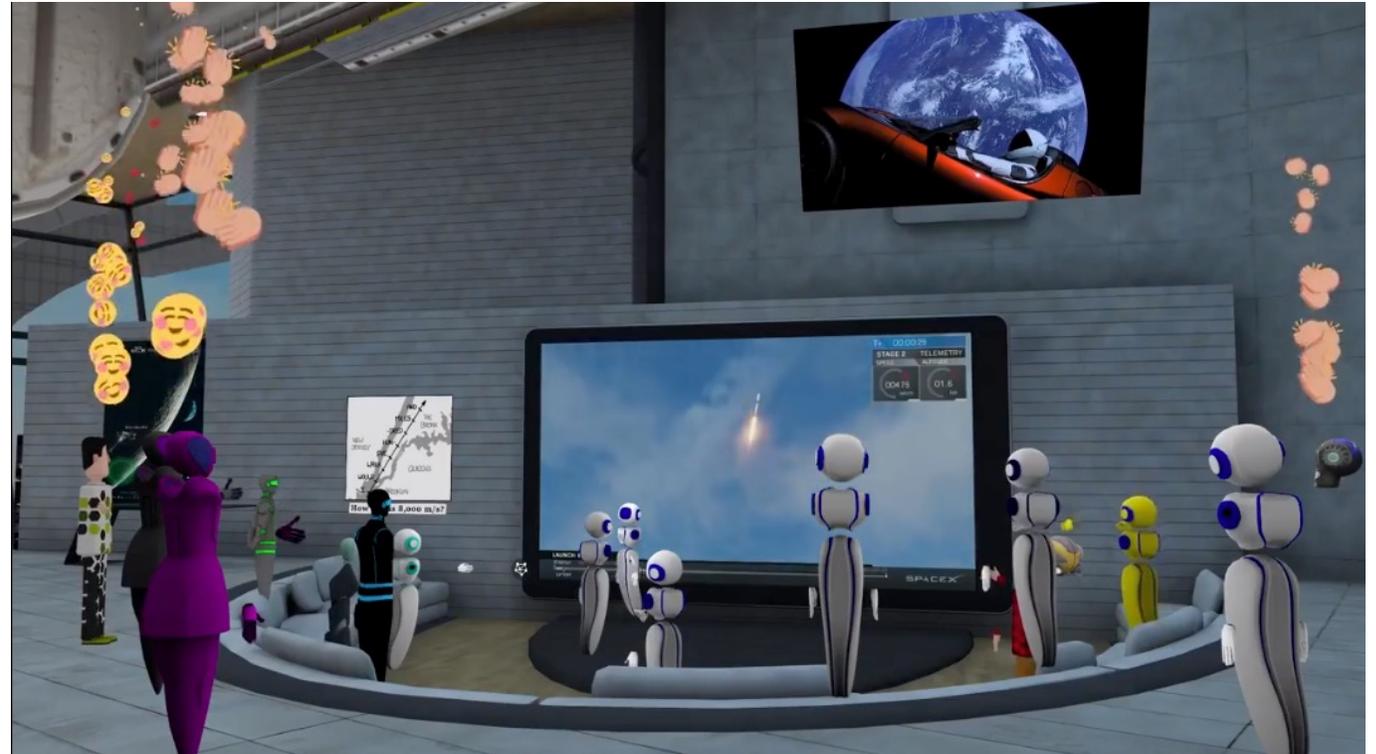
Current Virtual Worlds

Altspace VR

[AltspaceVR](https://altr.com/) is the leading platform for live, virtual events, empowering artists, brands, and businesses to easily design meaningful experiences that foster community and connection.

Altspace VR was purchased in 2017 by Microsoft and is available on multiple VR headsets including Meta Quest 2

<https://altr.com/>



Current Virtual Worlds

Meta – Horizon Worlds

[Meta's Horizon Worlds](#) is a social VR application that allows users to explore and interact in virtual worlds.

It features navigable VR spaces, ready-to-use VR building components like Code Blocks, Gizmos, sounds, VR Physics and animation effects to help content creators to create new immersive realities.

Horizon worlds is available exclusively for Meta Headset users and was launched in the USA and Canada in December 2021.



Source: <https://www.oculus.com/horizon-worlds/>

Current Virtual Worlds

HTC VIVERSE

[VIVERSE](#) is HTC VIVE's metaverse ecosystem that “connects people from all walks of life to an open and accessible virtual world.”

Announced in March 2022, VIVEVRSE claims to be based around open standards like WebXR to ensure interoperability and the ability to surf the web in XR using VIVE Browser, the first XR browser to support Web3 login, WebXR and WebAssembly, and it's compatible with many XR devices.

There is no release date yet for VIVERSE



Source: <https://www.youtube.com/watch?v=4FISqGq5XEg>

Current Virtual Worlds

Second Life

[Second Life](#) by [Linden Lab](#) is a vast 3D virtual world that was launched in 2003.

Although the platform has somewhat faded in popularity, it still continues to be a frequently used virtual world where users can roam freely, interact, define their personal avatars, purchase land, create assets and engage in a virtual economy.

In many ways Second Life set the foundation for what many consider to be the Metaverse and as of 2021, still has 750,000 monthly users.

Second Life is PC and Mac, with no current VR support.



Current Virtual Worlds



FORTNITE

Although it is not a VR game, many consider games like Epic Game's [Fortnite](#) to be early examples of the Metaverse.

In addition to game play, live events and concerts featuring the likes of Marshmello, Travis Scott and Arianna Grande, it includes additional elements such as a “chill” hangout space and a creative mode where users can build Roblox-style games.

There is still no connected world outside of Fortnite's Battle Royale map, and there is still no unifying VR experience of games where users can navigate between different gaming experiences owned by Epic Games.



<https://store.epicgames.com/>

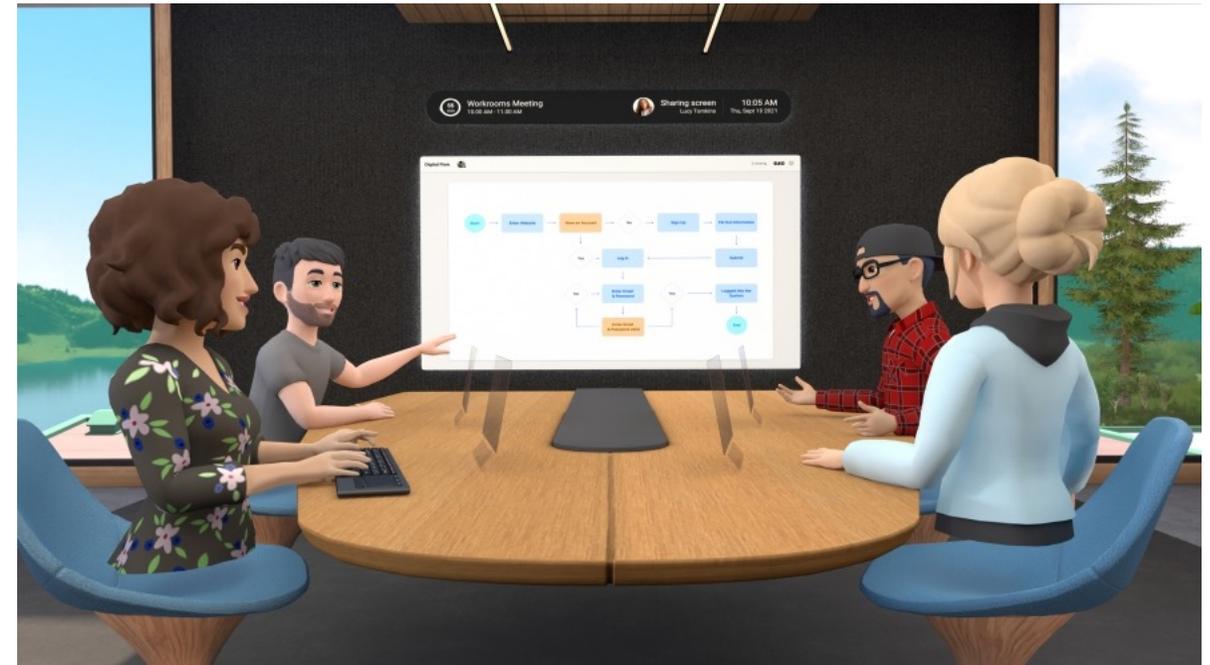
Current Virtual Worlds

Meta – Horizon Workrooms

Horizon Workrooms (beta,) launched in 2021, is “the VR space for teams to connect, collaborate and develop ideas, together. It allows you to meet teammates across the table, even if you’re across the world.”

The virtual conference rooms allow for different room environments that you can personalize with custom logos and posters. It also has a solo mode where you can work alone in your own environment.

It is currently only accessible via Quest 2 Headsets.



Source: <https://www.oculus.com/workrooms/>

Current Virtual Worlds

Microsoft Mesh

Microsoft Mesh is a collaboration and communications platform developed by Microsoft. Engadget described it as "the company's ambitious new attempt at unifying holographic virtual collaboration across multiple devices, be they VR headsets, AR, laptops or smartphones."

Microsoft recently launched Mesh for Teams which combines the mixed-reality capabilities of Microsoft Mesh, and allows people in different physical locations to join collaborative and shared holographic experiences, with the productivity tools of Microsoft Teams, where people can join virtual meetings, send chats, collaborate on shared documents and more.

<https://www.microsoft.com/en-us/mesh>



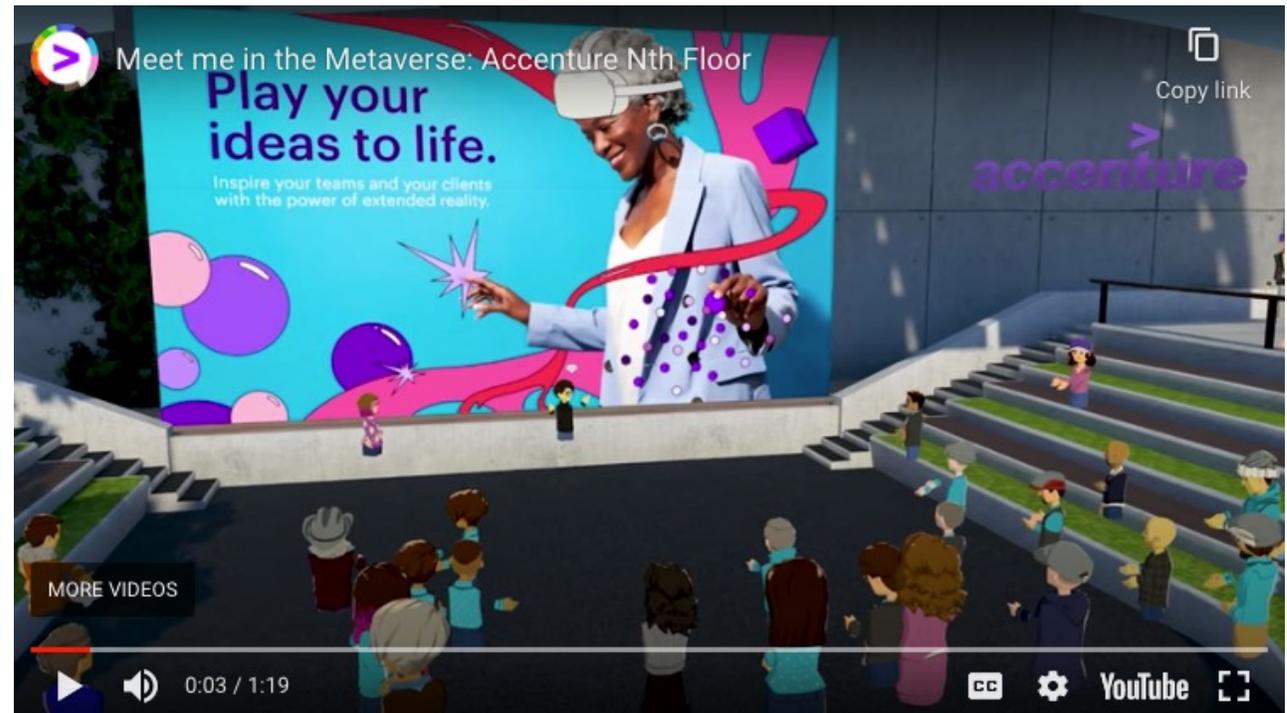
Current Virtual Worlds

Accenture Nth Floor

The digital consultancy, Accenture, launched an enterprise metaverse, called Nth Floor, which is a virtual campus for people to gather and participate in community events. Soon after the pandemic hit, Accenture began building on these capabilities for onboarding new employees and then extended them to serve learning and collaboration needs within the organization.

This year, 150,000 new hires are working from the metaverse on their first day at Accenture.

In addition, Accenture has created digital twins of many of its physical offices, from Bangalore in India to Madrid in Spain and San Francisco in the United States to provide familiar environments for its people to meet, collaborate and network.



<https://www.accenture.com/us-en/about/going-beyond-extended-reality>

What Are NFT's

NFT stands for [Non Fungable Token](#). It is a piece of digital content connected to the [block chain](#).

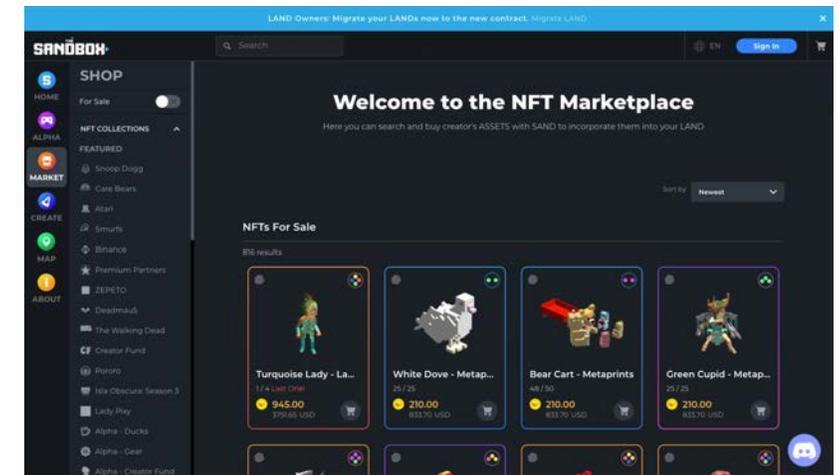
“Non-fungible” means that it is unique and can not be replaced by something else.

For example, a bitcoin is fungible - trade one bitcoin for another, and you'll have exactly the same thing. A one-of-a-kind trading card for example, however, is non-fungible. If you trade it for a different card, you will have something completely different.

An NFT is not a copyright. It is merely a proof of ownership that is separate from a copyright.

One main goal of the metaverse is to create a universe where all digital content, (avatars, assets, real estate, etc) are created as NFT's in order to allow for an open, distributed economy and to secure ownership of all digital content.

Example: [The Marketplace](#) in [The Sandbox](#) offers the ability to create and sell digital assets as NFT's in exchange for it's digital currency called Sand.



Branded Virtual Assets

Major brands are positioning to get a head start in the NFT / Metaverse space.

In December 2021, Nike purchased [RTFKT](#), a company that specializes in creating NFT-based virtual fashion, avatars and environments.

Any company that could potentially benefit from selling digital assets in the Metaverse is taking interest and will be jumping on board.



Fashion



Avatars



Environments



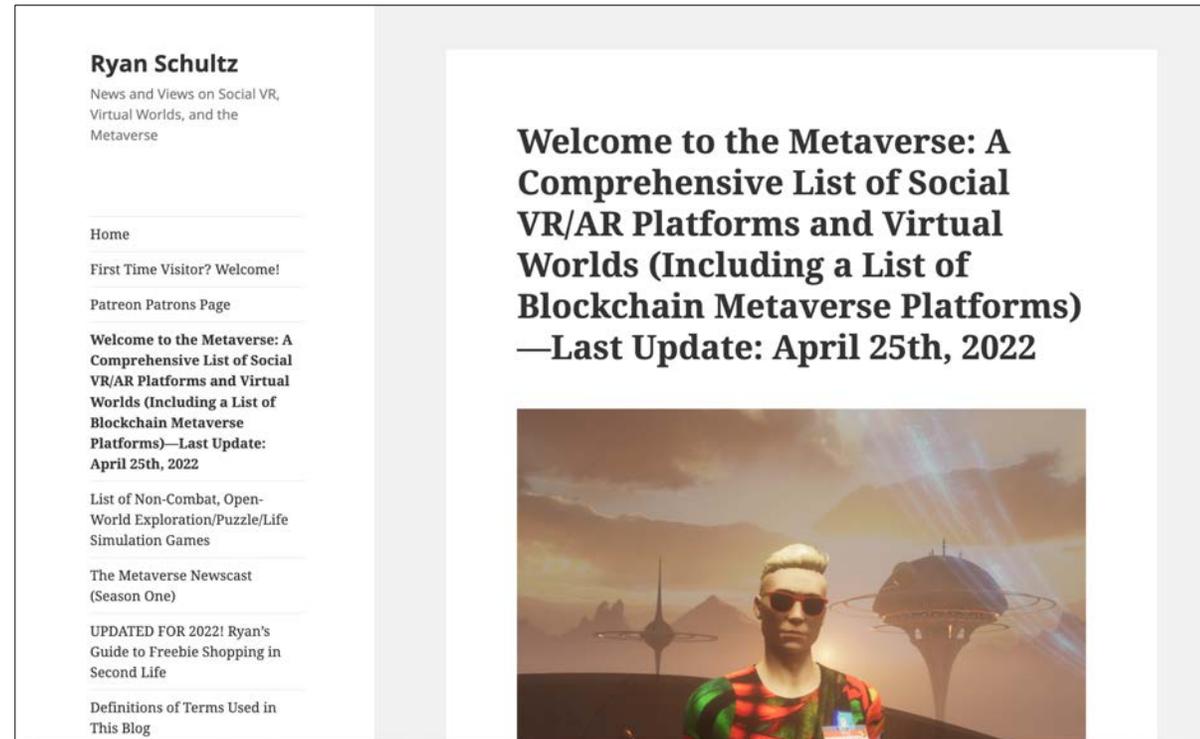
Source:

<https://twitter.com/RTFKTstudios/status/1470502799498792963>

More Virtual Worlds

For a comprehensive list of VR Worlds, be sure to check out [this list](#) that is curated by Ryan Schultz.

It includes Metaverse, Non Metaverse and NFT based platforms.



Source: <https://ryanschultz.com/list-of-social-vr-virtual-worlds/>



The Basics: AR, VR, XR & 360° Video



What is AR, VR & XR?

What Is AR?

Augmented reality (AR) is an interactive experience where 2D & 3D computer generated objects and information are superimposed over the user's view of the real world.

This is typically experienced using a camera lens on a smart phone or an AR headset.

Examples: Pokemon Go, Microsoft HoloLens, Magic Leap, Snapchat Filters

What Is VR?

Virtual Reality (VR) is an interactive 2D or 3D computer generated experience where the user is emersed in a simulated environment.

This is typically experienced using a VR headset with a built in screen (smartphone or native device) which includes

Examples: Google Cardboard, Oculus Rift, Gear VR, HTC VIVE

What Is XR?

Mixed Reality (XR) is a hybrid mix of real and virtual worlds (Augmented Reality and Virtual Reality) to produce new environments and visualizations, where physical and digital objects co-exist and interact in real time.

This is typically experienced using one device that merges both AR and VR.

Example: Meta Quest, Project Cambria



Virtual Reality



Google Cardboard

Google Cardboard is a discontinued virtual reality platform introduced in 2014 by Google.

Named for its fold-out cardboard viewer into which a smartphone is inserted, the platform was intended as a low-cost system to encourage interest and development in VR applications.

Google cardboard was an extremely popular platform, with over 15 million Cardboard viewers being shipped by 2019 and over 160 million Cardboard-enabled app downloads had been made.

Source: Google Cardboard - <https://arvr.google.com/cardboard/>



Mobile VR

Following the success of Google Cardboard, we saw the evolution of more plastic mobile VR headsets such as the Samsung Gear VR in cooperation with Oculus as well as Google Daydream.

They still incorporated a smartphone, but often included hand controllers as well as additional technology in the headsets that help to speed up performance.

Many inexpensive plastic mobile headsets still flood the market without adding any new value or performance benefits. They tend to be marketed as “new and innovative” technology, which often confuses consumers as to the innovative benefits of the newer, faster devices, which will be explained later in the report.



VR Sickness

Virtual reality sickness can occur when exposure to a virtual environment causes symptoms that are similar to motion sickness.

Sometimes this occurs as a reaction to the VR environment itself. Other times it occurs as a result of using a smartphone with poor performance, where the tracking speed and refresh rate of the device is slower than the movement of the user's head.

Unfortunately many users of Google Cardboard and other mobile VR headsets experienced VR sickness, which painted a bad first impression for first time VR users and this apprehension added to some of the slower adoption rates for higher quality VR devices.



PC VR Devices

At the same time that mobile VR was evolving, we saw the release of faster PC-based VR headsets such as the Oculus Rift, the HTC VIVE and Playstation VR.

They require a high end gaming PC and feature remote motion tracking sensors and more advanced touch controllers.

The experience of these devices where/are much higher quality but come with a higher price point as well as require a high end gaming PC with a fast graphics card.



Oculus Rift



HTC Vive



Playstation VR

Untethered VR/XR Devices

The current iteration of VR devices are what are referred to as untethered VR/XR devices.

They feature performance speeds nearly as fast as the PC VR devices but do not require being attached with a cable to a gaming PC.

They also feature built in cameras and motion tracking which provides greater mobility and the ability for the user to switch between VR and AR modes, as the cameras feature a passthrough mode.

The most popular device is currently the Meta Quest 2, followed by the VIVE Focus 3.



VIVE Focus 3

Meta Quest 2

2021 XR Headset Sales

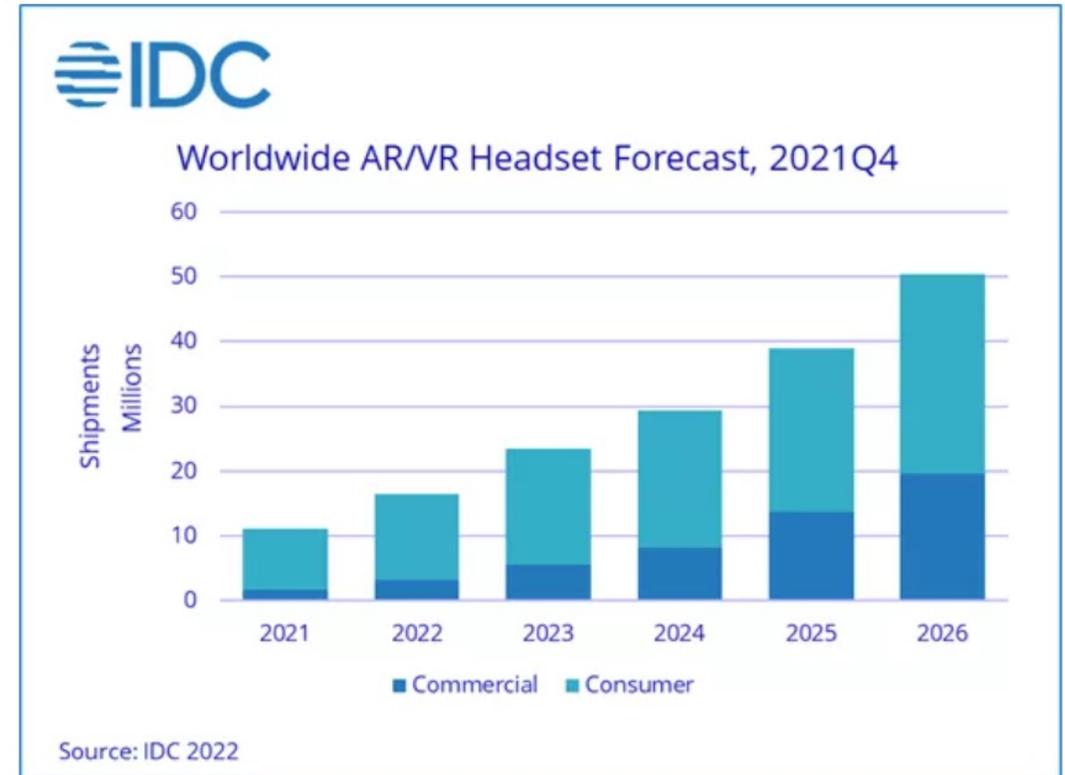
The worldwide market for augmented reality and virtual reality (AR/VR) headsets grew 92.1% year over year in 2021 due in a large part, to the Meta Quest 2.

According to the [International Data Corporation](https://www.idc.com) (IDC), 12.5 Million XR headsets sold in 2021, with Quest 2 headsets accounting for 80% with half of that volume being sold during the holiday season.

Future projected sales show a 60 / 40 split with 60% going to Consumers & 40% going to businesses. This seems to indicate a considerable increase in B2B focus for XR headsets moving forward.

As a comparison, there were 1.4 Billion smartphones sold in 2021, so there is still a long way to go before we will see indicators of XR devices overtaking mobile.

Source: <https://www.androidcentral.com/quest-2-2021-most-sold>



Source: <https://www.idc.com/getdoc.jsp?containerId=prUS48969722>

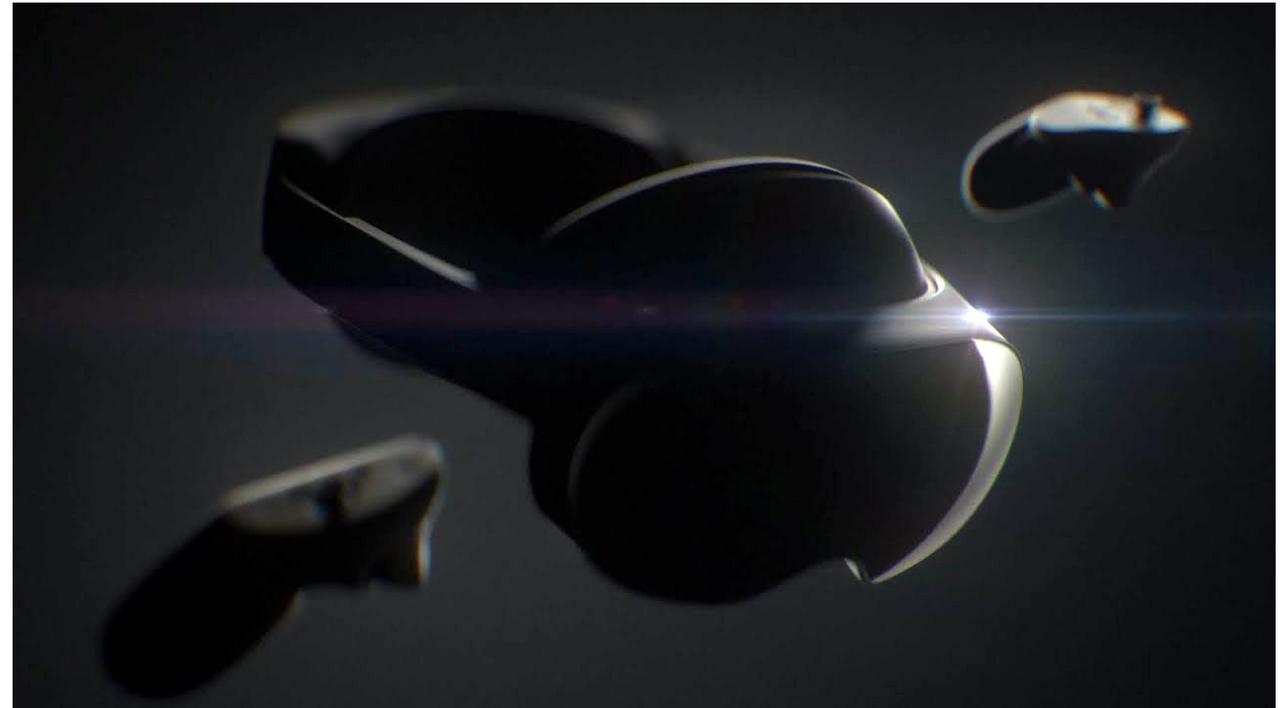
Meta Quest Pro & Project Cambria

Meta's upcoming VR/XR headset is code named Project Cambria (or possibly Quest Pro) which is expected to release in late 2022 with possibly three more headsets coming in 2023.

The new headset will be priced higher than the Quest 2 (\$350 to \$550) and will feature more advanced sensors.

Some possible features include:

- Facial tracking for avatar appearance and expressions
- Foveated rendering for better eye tracking.
- High-res [color passthrough](#) for AR/XR applications
- Possible 144Hz refresh rate



Apple's Mixed Reality Headset

After years of rumors, Apple is expected to be releasing a mixed reality headset sometime around 2023. The price point is expected to be high, around \$2000, and some reports claim that it will have the [“same level of computing power as their M1 Chip.”](#)

An article in Bloomberg on May 19, 2022 stated: “Apple Inc. executives [previewed its upcoming mixed-reality headset to the company’s board last week](#), indicating that development of the device has reached an advanced stage, according to people with knowledge of the matter.”

Based on the somewhat stale evolution and slow adoption of AR & VR devices in recent years, many in the industry consider Apple’s headset release to be a significant benchmark for determining the future progress of immersive technology. If there is to be an “iPhone moment” for immersive technology, we hope this is it.





Augmented Reality

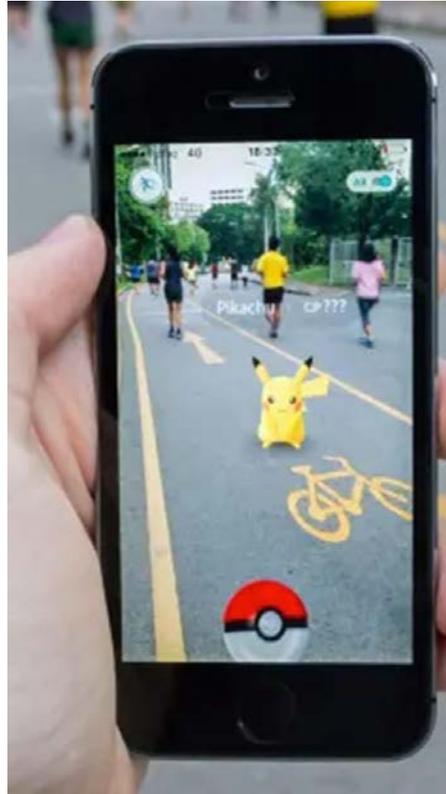


Mobile Augmented Reality

Mobile augmented reality (AR) is probably the most popular category of immersive technology and is used for a wide variety of gaming, marketing, entertainment and utility applications.

It is commonly featured in games such as [Pokemon Go](#), Camera filters such as Snapchat, Instagram or [TikTok](#), or as utility mobile applications like the iOS Measure app, for example.

Most inexpensive smart phones now have some level of AR support built in.



Commercial AR Devices

Commercial Augmented Reality (CAR) headsets such as Magic Leap, Microsoft HoloLens and Nreal are being used primarily for B2B, enterprise, industrial, medical and military applications.

These devices can be helpful for use cases such as simulations, training, data visualization, navigating terrain or identifying complex components.

Some AR devices require a PC connection, such as the HoloLens, while others are more mobile, such as the Nreal Light.

MS HoloLens 2



Magic Leap 2



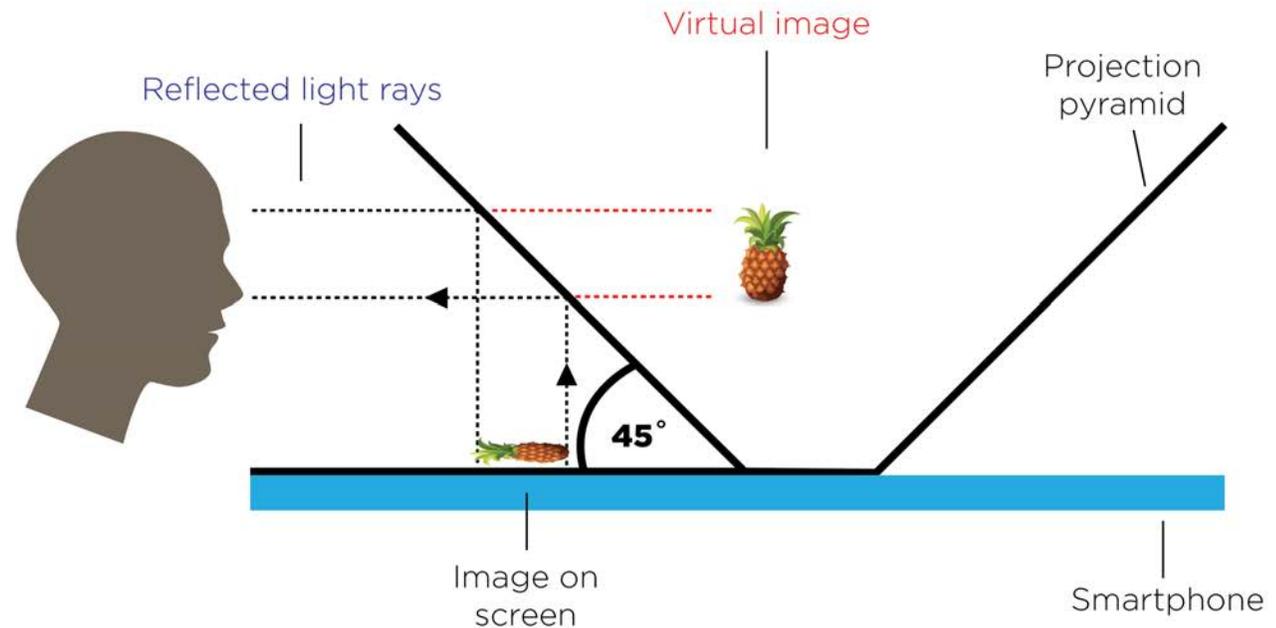
Nreal Light

How do AR Headsets Work?

Augmented reality headsets work on an age old principle called [Pepper's Ghost](#).

An image is reflected off of a prism (or in the case of an AR headset a lens called a combiner) and as the viewer looks through the lens, the image is perceived as floating in space in the real world.

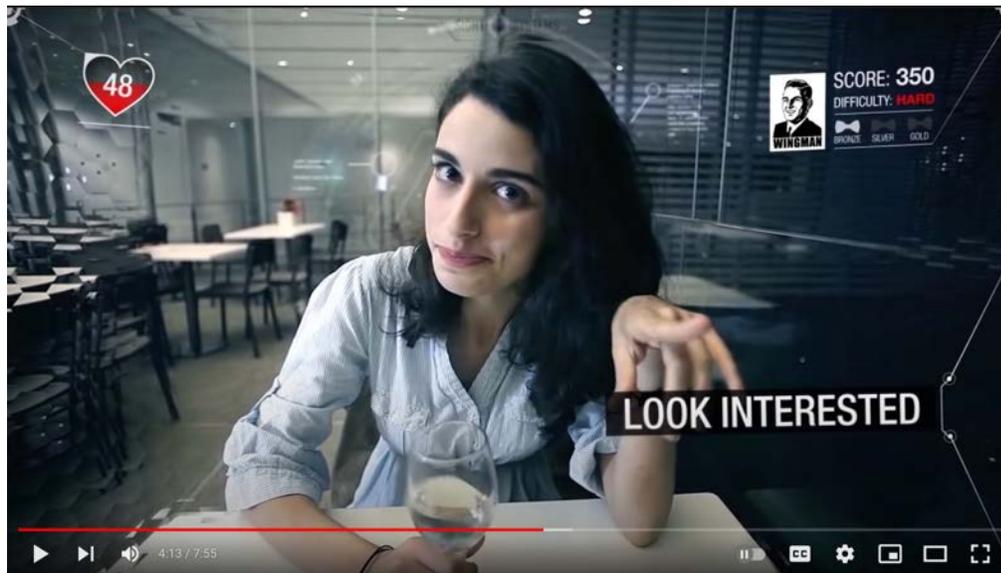
Positional tracking via a camera analyses the real world and attaches the reflected image to a fixed point in the field of view.



Source: Science World Canada:
<https://www.scienceworld.ca/resource/peppers-ghost-hologram-illusion/>

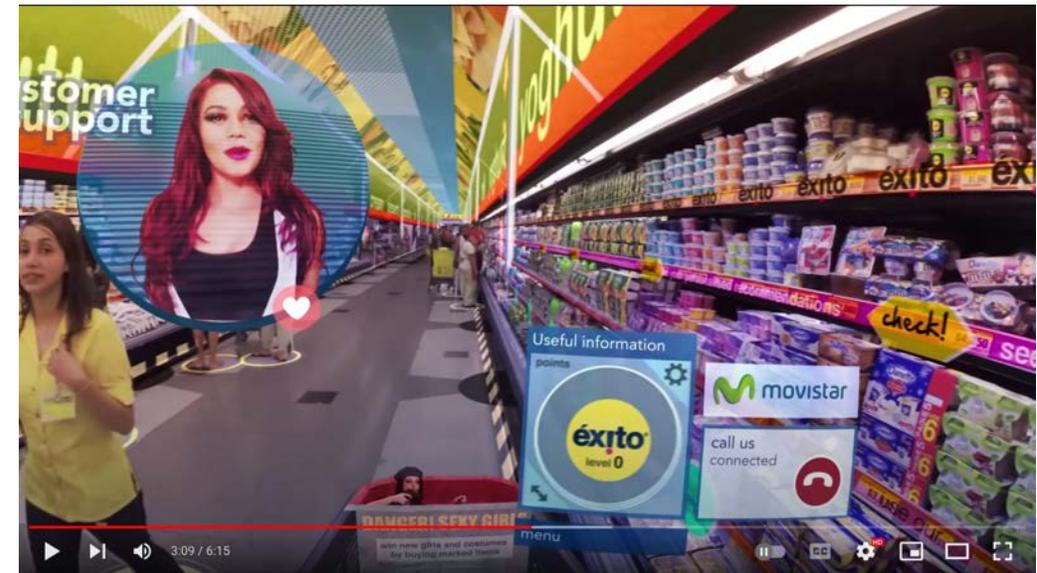
Mixed Reality Examples

The following videos are two excellent, albeit dystopian, examples of how augmented reality & mixed reality could play a part in how we interact with the digital and real worlds.



Sight

<https://www.youtube.com/watch?v=fSU0ITCMTZw&t=125s>



Hyper-Reality

<https://www.youtube.com/watch?v=YJg02ivYzSs>



360° Degree Video



How Does 360° Video Work?

360° degree videos or spherical videos, are video recordings where a view in every direction is recorded at the same time, shot using an omnidirectional camera or a collection of cameras.

During playback on a normal flat display, the viewer has control of the viewing direction like a panorama. It can also be played on a display or projectors arranged in a sphere or some part of a sphere.

Viewers can watch and interact with the video via a standard video player, (YouTube for example) or can view them while in VR for a more immersive experience.

Example:

A 360° video of an episode of [Kemweb's](#) “Das Digitale Sofa Podcast” with Dr. Oliver Kemmann.



Source: <https://www.youtube.com/watch?v=leanyG1U4ro>

360° Degree Cameras

Over the course of 2 years, the size and complexity of 360° cameras drastically reduced. What used to be a very complex process of shooting and editing can now be done by simply syncing a smart phone.



**GoPro - 6 Camera Rig
2016**



**Samsung Gear 360
2017**



**Insta 360 Air
2017**



**Insta 360 Pro 8k
2017**

Development



XR Development

Development in AR, VR and XR is typically done using a game engine. Some of the most popular engines include [Unity](#) and [Unreal Engine](#).

Development is also being done using [WebXR](#) and [Babylon.js](#) which is primarily targeted towards browser based experiences.



Summary



Summary

As stated in the beginning of this report, the Metaverse is still at a very early stage.

This means that despite many devices and platforms, the Metaverse has yet to fully realize and is still a very siloed and fragmented experience. There is no one, unified, mixed reality “metaverse” platform, application or large scale open standard that seamlessly allows you to jump in and out of an AR / VR internet or acts as a consistent data layer over the real world.

As development and investment continues by key players such as Meta, Apple, Sony, Microsoft, etc, we can expect an increase in the quality of hardware as well as an eventual merging of some of the experiences.

There is still no clear picture yet as to who will lead in the development of an open set of standards for a mixed reality internet, similar in scale and utility to the current 2D internet that we all share and experience. WebXR seems to be the closest API along. With Babylon.js.

In terms of timing, it is difficult to determine when or if this will fully realize. Meta, for example, has stated that they have a 10 year plan for hiring and development, so we are using this as a benchmark time frame to see where things evolve. Additionally, based on what Apple releases in the next year or two, this may also provide more indicators.

In addition, while headset sales are increasing every year and new devices are developed, there are still a limited amount of headsets being sold in comparison to the ratio of how many people own a mobile phone, for example. For these reasons, many businesses are still hesitant to fully commit considerable resources to develop a sizable mixed reality / metaverse strategy

This is not to say that you can't have a completely entertaining and enriching experience with mobile AR or devices such as [the Quest 2](#), or [HTC VIVE](#) for example! At a price point comparable to a game console, we

feel that it is worth the investment in an XR headset to experiment and research.

By all means, feel confident to at least purchase one for home use or for business research and explore all the things that virtual reality and mixed reality have to offer.

When writing this report we tried to focus on high level devices and platforms instead of going into great detail about individual games and applications. There are simply too many to cover and we could honestly write entire reports based on specific use cases.

Based on all the applications we have experienced and reviewed, we can say that games are of course, very popular. Any game where there is the potential for an enhanced first person experience such as first person shooters (FPS), flying, driving, running, climbing and jumping etc. as well as a wide variety of training, education and therapeutic applications are being used for VR.

Summary

On the AR side, mobile AR (camera filters and lenses) are still the most widely used and easily accessible. AR headsets are less common and are primarily used for research, R&D and specific use cases where data needs to be overlaid on the real world. The medical and defense industries are experimenting quite heavily in this area.

In regards to virtual economy, any company who creates physical products or services that can transfer into a 3D virtual world to be sold as an NFT are making larger and more immediate investments.

Several industries: Fashion (Nike, Vans, Adidas) automotive (Lamborghini) and fast food (McDonalds, Coca Cola, Pepsi) are investing heavily in virtual assets and avatars.

Real estate brokers are finding potential opportunities in virtual land sales, and the bank and finance industry are, of course, watching very closely how NFT's, crypto currency and

virtual currency are evolving on several platforms, such as Sandbox.

Overall, what does the Metaverse mean to you and the future of your business? Should you get involved and where should you begin?

That is a difficult question to answer without taking into consideration the possible use cases for your particular business or industry.

The primary advice we can offer is to stay informed, experiment and research. Consider establishing a small R&D department, even if it is just one person, dedicated to researching and testing some of the new devices and staying up to speed on current platforms and technology.

Ultimately, the Metaverse is a new and evolving concept and while the value of making sizeable investments is unclear, the more knowledgeable your business is, the better decisions you can make in the future as it fully realizes.

SCHEDULE A WORKSHOP!

If you need assistance in determining what your Metaverse strategy is for your company or business, feel free to contact us and we would be happy to set up a workshop, offer regular trend reports, or provide a demo of current technology.

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Resources



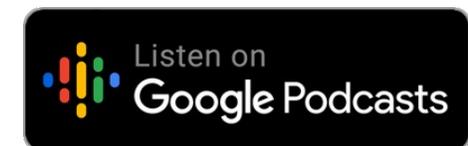
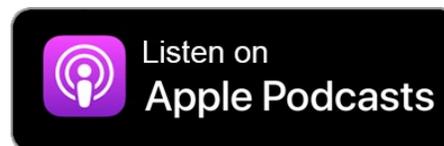
AR/VR Magazine Podcast



News from the Metaverse! The **AR/VR Magazine Podcast**, is your source for all the latest news, trends, resources, and analysis of the Augmented Reality & Virtual Reality Industry.

Join your host Sean Earley, Executive Editor of AR/VR Magazine, as he interviews industry leaders and talks about all things immersive tech.

www.arvrmagazine.com/podcast



RobotSpaceship Podcast Network

RobotSpaceship is an industry-leading, European podcast network with a focus on technology, culture, innovation and living the digital lifestyle.

We cover topics related to digital transformation, disruption, innovation, business, marketing and social media, as it intersects across all industries and cultures.

<https://www.robotspacehip.com>



K | KEMWEB

KEMWEB GMBH & CO. KG is an innovative corporate communications consultancy.

We offer a full suite of strategic consulting, design, development, PR, video production, podcasting, broadcasting and publishing services.

We help our clients to grow their digital businesses and to be competitive in today's mass media tornado.



Our Clients



Our Services



**Corporate
Communications
& PR**



**Workshops /
Strategy /
Consulting**



**Podcasting /
Broadcasting
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**Web-
Development,
Platforms, CMS,
mobile Apps**



**Content / Video
Production &
Design**



**Online
Marketing,
Paid Media**



**Live-Streaming:
Social Media,
Online-Events,
Webinars**



**Hybrid
Events**

Contact

Thanks for your interest! If you have any further questions or would like to discuss a project, workshop or a trend report on the topic of the Metaverse, please contact us via the details below!

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