The Rise of the Metaverse
Key Trends & Tips to Help you Navigate the web3 Landscape

TAKING A LOOK BACK

$10+B dollars spent by Meta on developing the metaverse since 2021.

$1B funding raised by Epic Games to support its metaverse plans.

VENTURE CAPITALISTS HAVE INVESTED

$10.4B billion in funding as of November of 2021.

FUTURE PROSPECTS

The global market for the metaverse is projected to reach 758.6 billion by 2026, with other estimates suggesting it might be worth $800B by 2024.
Gartner predicts that by 2026, 25% of people will spend 1 hour in the metaverse.

**Platforms Supporting the Metaverse**

<table>
<thead>
<tr>
<th>Platform</th>
<th>MAUs</th>
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</thead>
<tbody>
<tr>
<td>Roblox</td>
<td>210MAUs</td>
</tr>
<tr>
<td>Minecraft</td>
<td>160MAUs</td>
</tr>
<tr>
<td>Fortnite</td>
<td>80MAUs</td>
</tr>
<tr>
<td>Zepeto</td>
<td>4MAUs</td>
</tr>
<tr>
<td>VR Chat</td>
<td>1MAUs</td>
</tr>
<tr>
<td>Second Life</td>
<td>1MAUs</td>
</tr>
<tr>
<td>Decentraland</td>
<td>1MAUs</td>
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500M active users on the top metaverse platforms

1B active users across all metaverse platforms

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*Top platforms across browser & VR worlds.*
WHO’S ALREADY IN THE METAVERSE?

1. **NIKE**
   - **7M** Visitors Across the World

2. **Shopify**
   - **43.2M** Daily Users
   - Merchants can mint & sell branded NFTs on the platform

3. **Carrefour**
   - Purchased land in The Sandbox

4. **Coca-Cola + Tafi**
   - First NFT Collectible Loot Box Sold for **575K**

5. **Gucci Garden Experience**
   - Gucci digital apparel sold during an exclusive event on Roblox

6. **Louis: The Game**
   - A Virtual World Unlocking the Story of Louis Vuitton through In-game NFTs

7. **Keep Fortnite Fresh**
   - Wendy’s Impromptu 9-Hour Event
   - Encouraging Players to Destroy Burger Freezers In-game

**VERIVERSE.**

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TOP NAMES AND BRANDS ARE FILING METAVERSE TRADEMARKS

<table>
<thead>
<tr>
<th>American Express</th>
<th>L’Oreal</th>
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<tbody>
<tr>
<td>Arby’s</td>
<td>McDonald’s</td>
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<tr>
<td>Blockbuster (Dish Network)</td>
<td>Monster Energy</td>
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<tr>
<td>Brooklyn Nets</td>
<td>New Balance</td>
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<tr>
<td>Chuck E. Cheese</td>
<td>Panera Bread</td>
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<tr>
<td>CVS</td>
<td>Puma</td>
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<tr>
<td>Heidi Klum Company</td>
<td>Skechers</td>
</tr>
<tr>
<td>Hugo Boss</td>
<td>Sports Illustrated</td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td>Under Armour + Stephen Curry</td>
</tr>
<tr>
<td>LawnCare</td>
<td>Victoria Secret</td>
</tr>
<tr>
<td>Lebron James</td>
<td>Walmart</td>
</tr>
</tbody>
</table>

THE CHALLENGES FACING THE METAVERSE

Content creators, owners, and brands will have to overcome the following hurdles to find the right opportunities and increase their chances of success:

- Producing Metaverse-ready Content
- NFT Capability & Expertise
- Data Management & Protection
- Navigating the Decentralized Space
- IP Protection
- Creating Unique experiences

ENTERPRISE AI FOR THE METAVERSE

veriverse.com
HOW WILL YOU ENTER THE METAVERSE?

Noninteroperable Ecosystem of Metaverse environments

ARE YOU PREPARED TO ENTER THE METAVERSE?

☑️ ✔️ Content Is Metaverse-ready

☑️ ✔️ Teams Have Core Metaverse Competencies Including NFT Expertise

☑️ ✔️ Technology Stack Can Support Metaverse Content Types

☑️ ✔️ Data Practice Has Minimized If Not Removed Manual Elements

☑️ ✔️ Started Adopting AI In Key Areas Within The Organization

☑️ ✔️ Access to a Partner Ecosystem to Close Competency Gaps

☑️ ✔️ Identified Entry Points that will Garner the Most Value for the Brand

☑️ ✔️ Understand How to Position and Protect the Brand in the Metaverse

☑️ ✔️ Can Capitalize on Organic Metaverse Opportunities Quickly

☑️ ✔️ Built A Clear and Executable Metaverse Strategy

☑️ ✔️ Established A Dedicated Team Focused on the Metaverse

☑️ ✔️ Have Identified Metrics for Success in the Metaverse
INTRODUCING VERIVERSE  Your Partner for Everything Metaverse

OUR OFFERINGS

VERITONE VOICE & AVATAR
Metaverse Synthetic Content Creation & Management Tools

VERITONE NFT
NFT Minting & Trading

VERITONE VERIFY
Asset & IP Protection Expertise

VERITONE METAVERSE MIGRATION SERVICES
Metaverse Consulting Services

Have Questions? We Have Answers. Contact us: veriverse.com

SOURCES

https://earlymetrics.com/metaverse-infographic-key-trends/
https://www.practicalecommerce.com/12-examples-of-brands-in-the-metaverse

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