

Chairperson Introduction



THE MARTECH
SUMMIT

LIN DUAN

Head of Events

The MarTech Summit Team

Attending Companies

slido



What are you looking forward to this summer?

slido



Are you from B2B or B2C?

Lightning Talk | Is the Metaverse 'The Next Internet'?



TIM BOND

Associate Director, Media
Development
Ipsos

Lightning Talk | Is the Metaverse 'The Next Internet'?

Is the Metaverse 'The Next Internet'?



Lightning Talk | Is the Metaverse 'The Next Internet'?

Understanding consumers is critical to the future of digital immersive experiences



Lightning Talk | Is the Metaverse 'The Next Internet'?

**TECHNOLOGY
AND SOCIETY
IN 2022**

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The UK online population increased by 2.7 million over the pandemic.

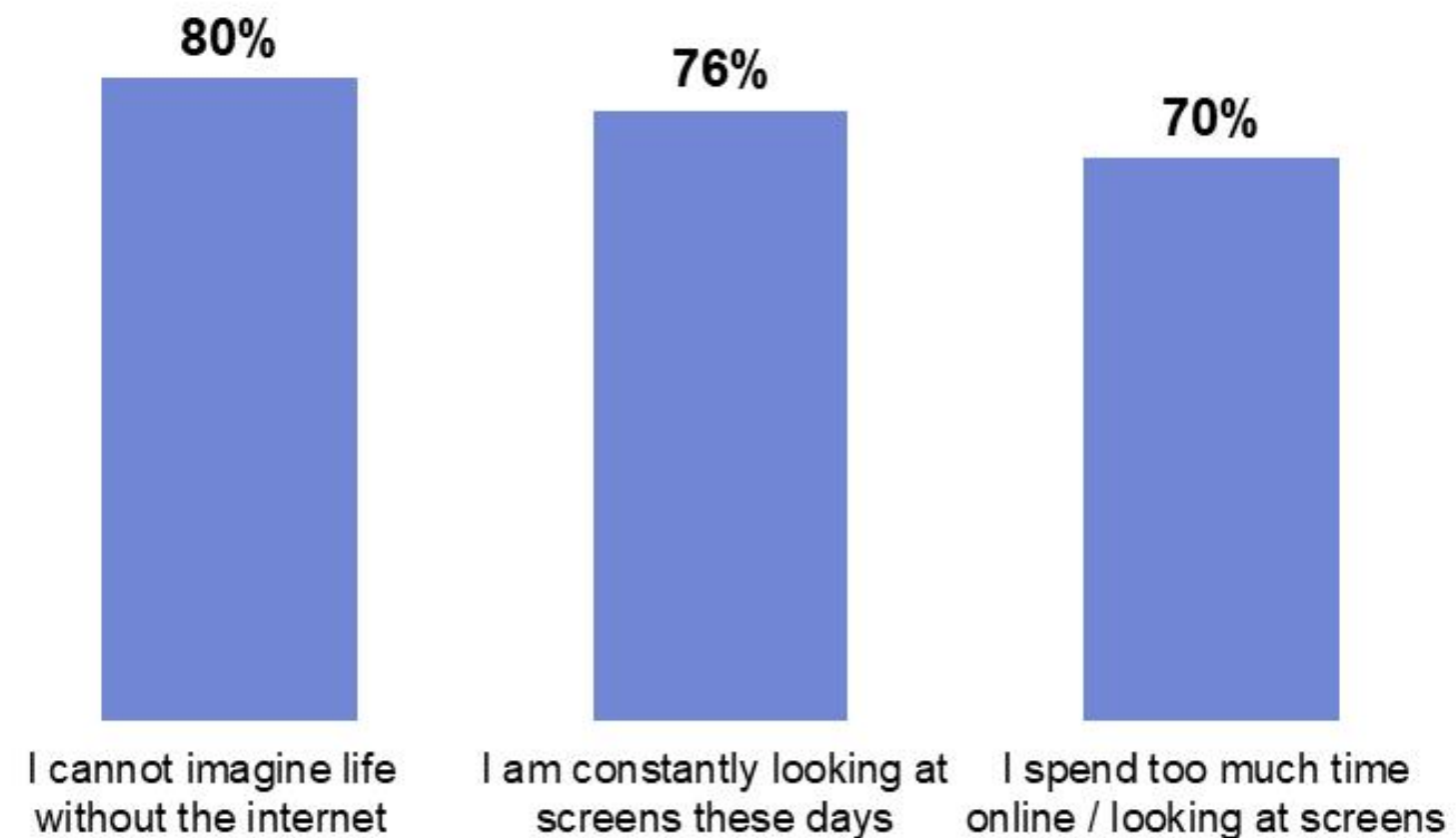
One million new users were over 75.



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% "Agree"

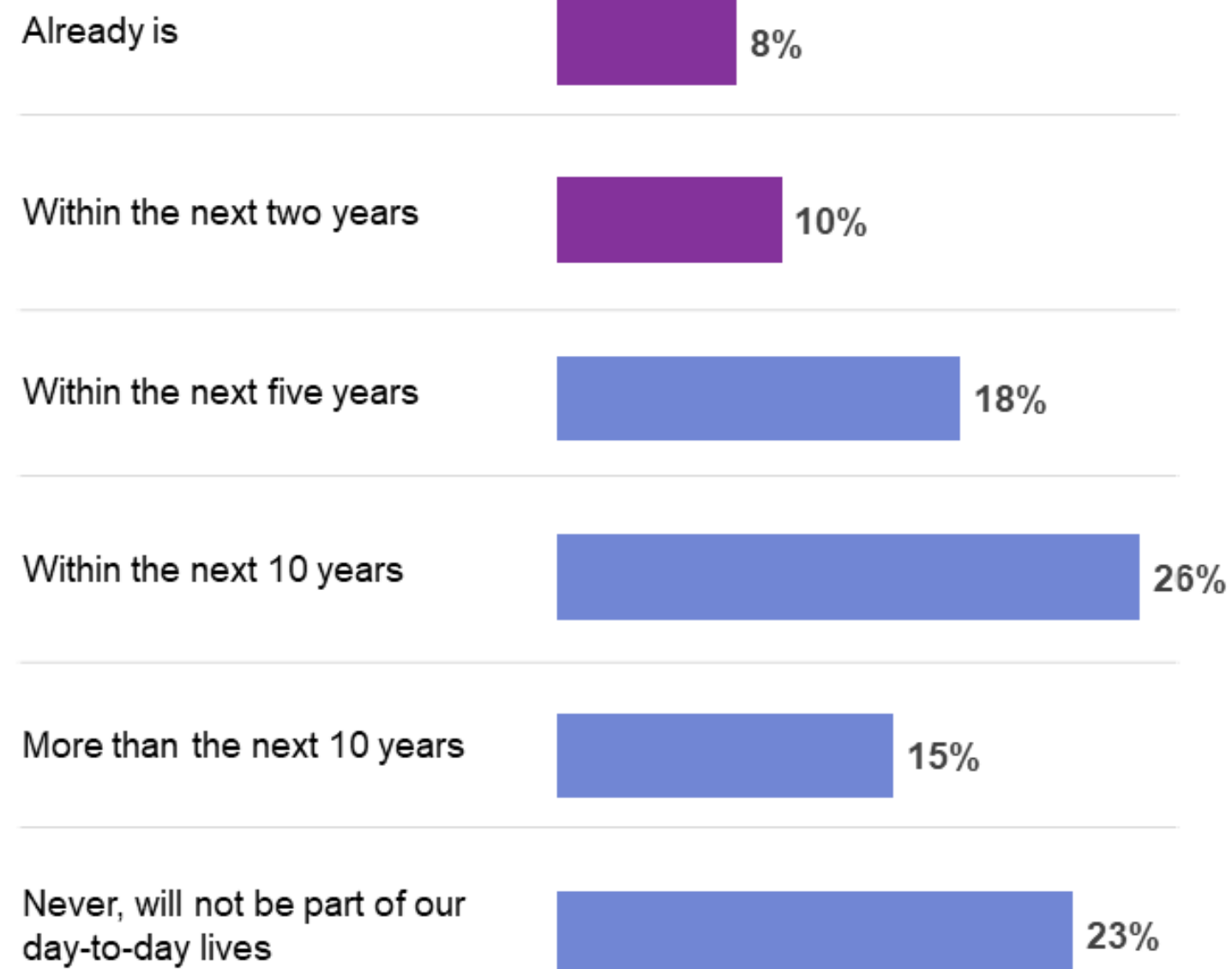


To what extent do you agree or disagree with the following statements?
Base: 1,019 Online British adults 16-75, 28th October - 2nd November 2022

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1 in 5

Britons (18%) expect to see the metaverse as part of our day-to-day lives within the next two years



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**DEFINING THE
METAVERSE**



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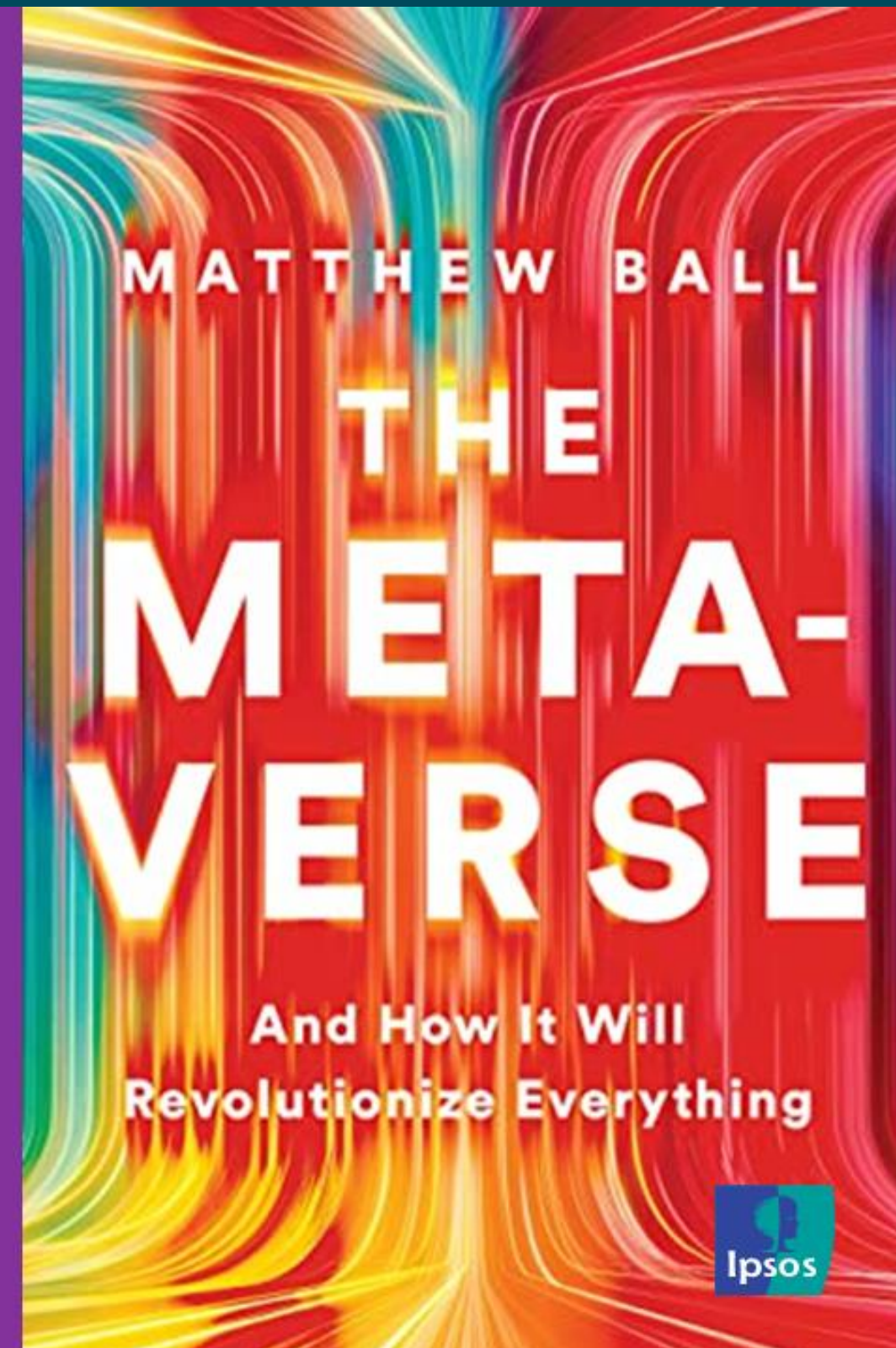
**Immersive
Experiences
have the
potential to
change the way
we see and
interact with the
world and each
other**



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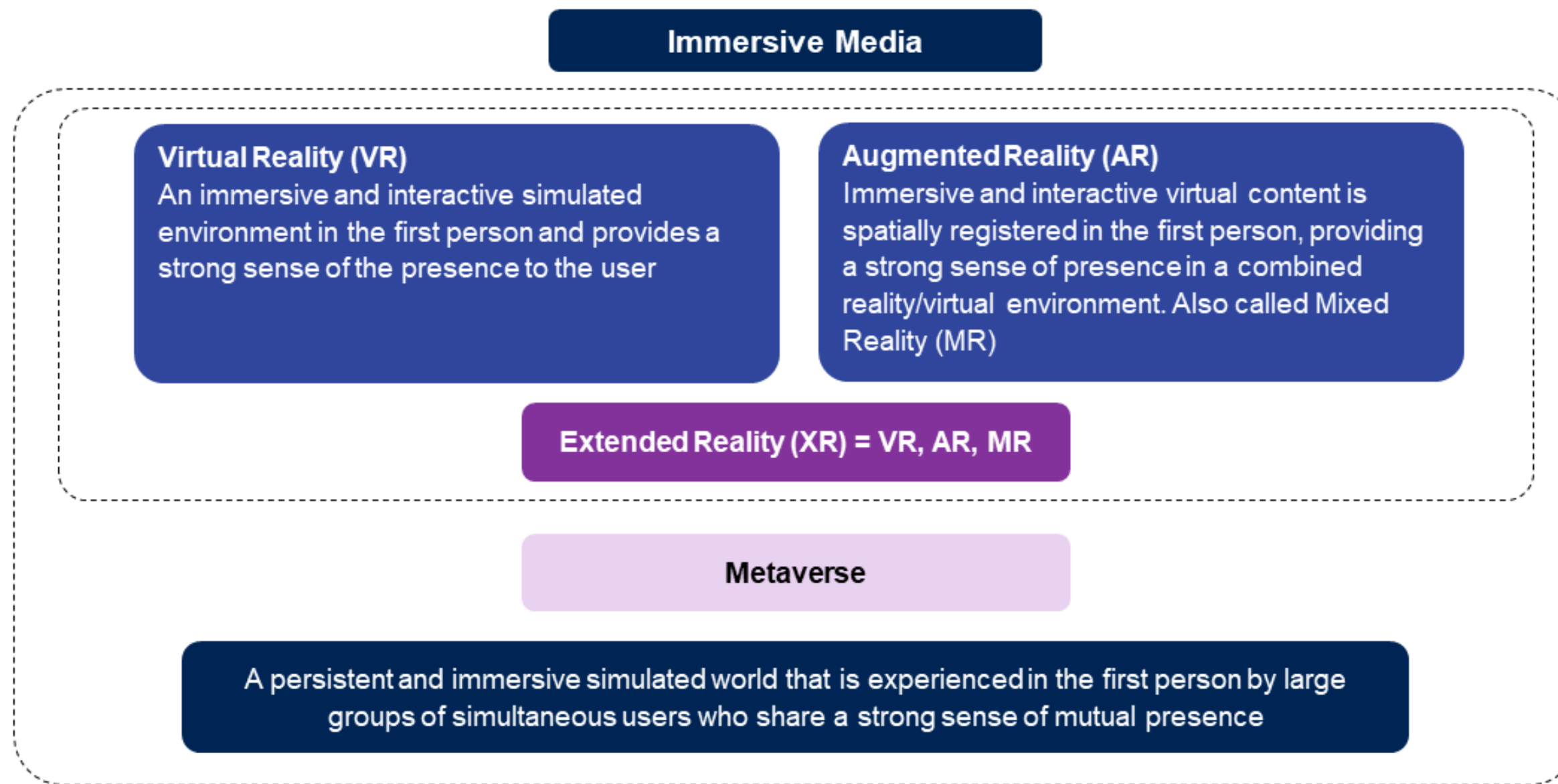
“The Metaverse is a massively scaled and interoperable network of real-time rendered 3D virtual worlds and environments which can be experienced synchronously and persistently by an effectively unlimited number of users with an individual sense of presence, and with continuity of data, such as identity, history, entitlements, objects, communications, and payments.”

- Matthew Ball

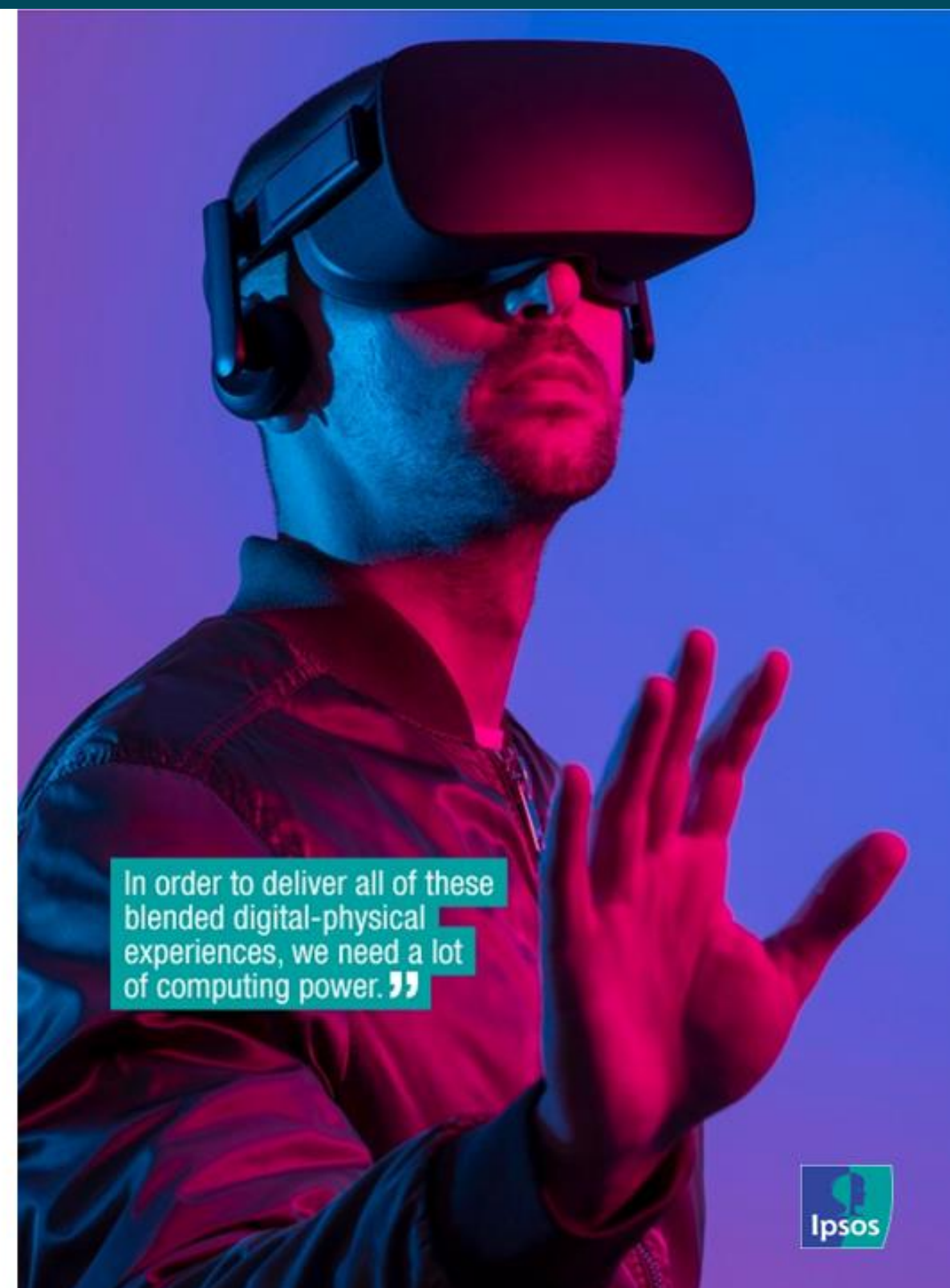


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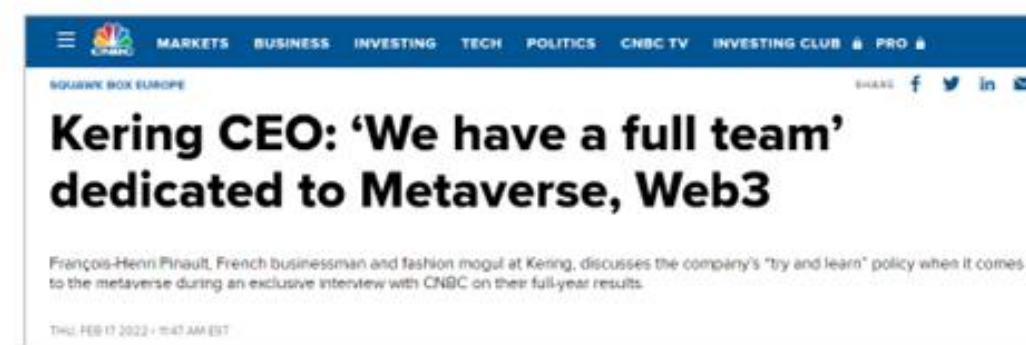
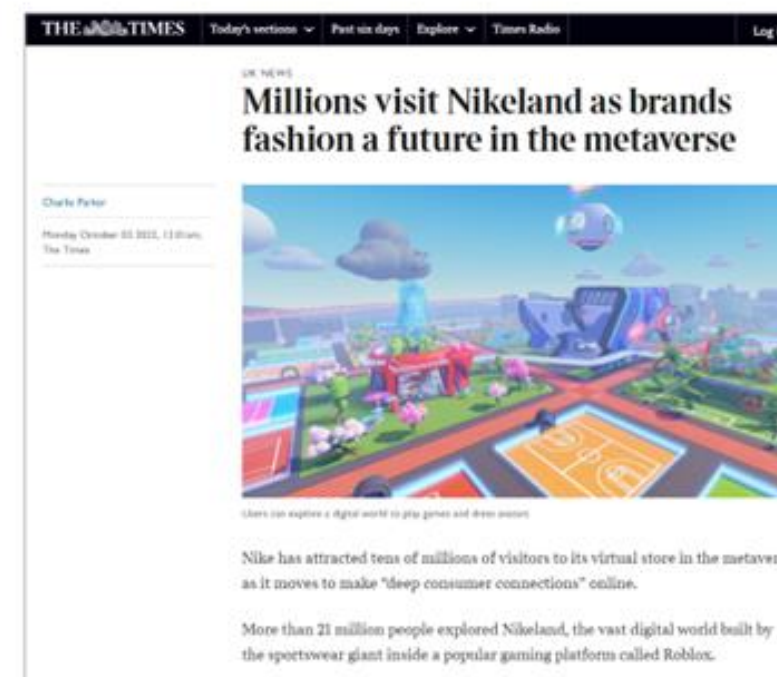
What we mean when we're talking about immersive experiences



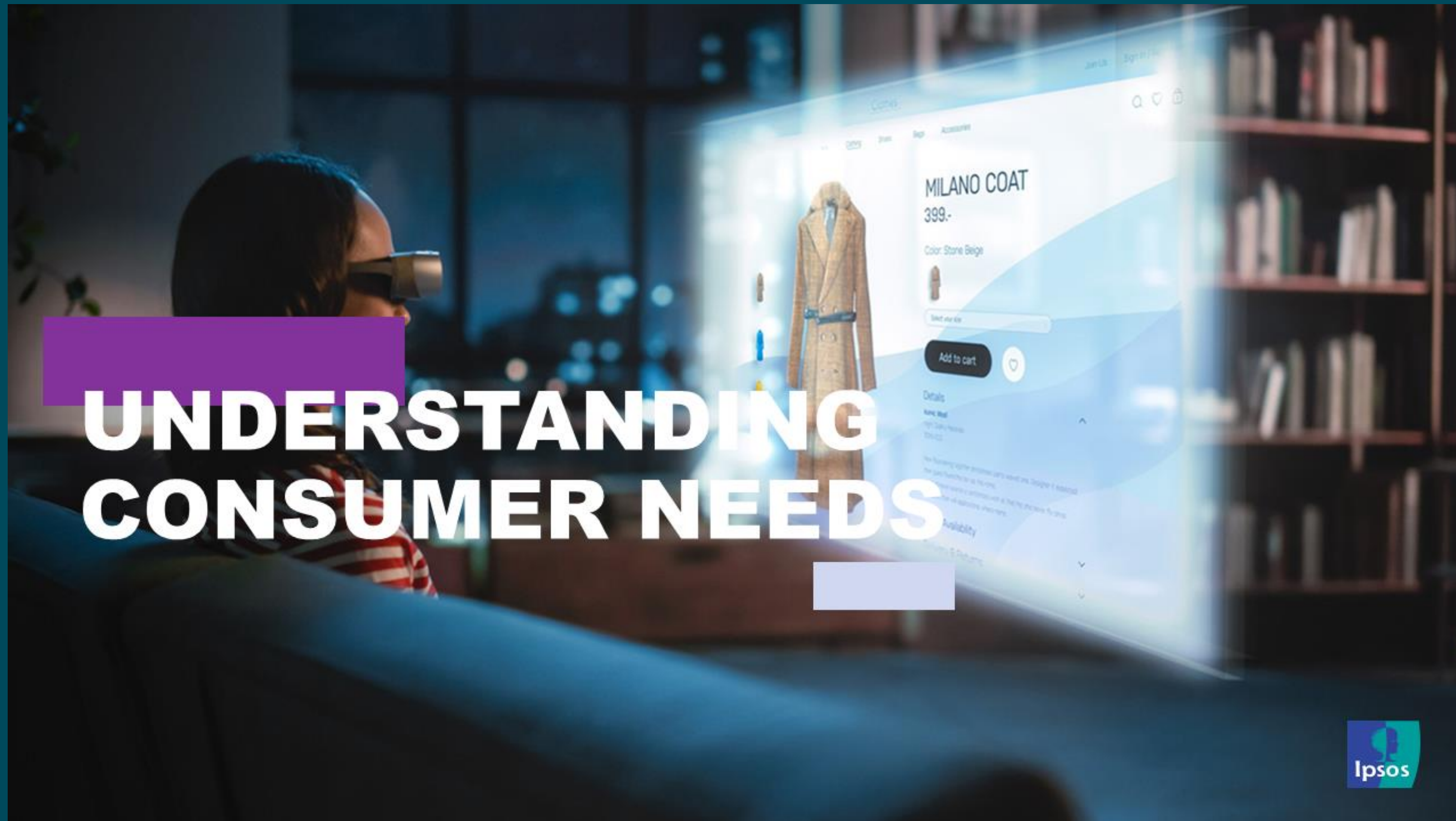
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**UNDERSTANDING
CONSUMER NEEDS**

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**Immersive
3E Tracker**

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Immersive 3E Tracker

Measuring Engagement, Enthusiasm and Evolution
Toward An Immersive Internet

Online Study,
nationally
representative

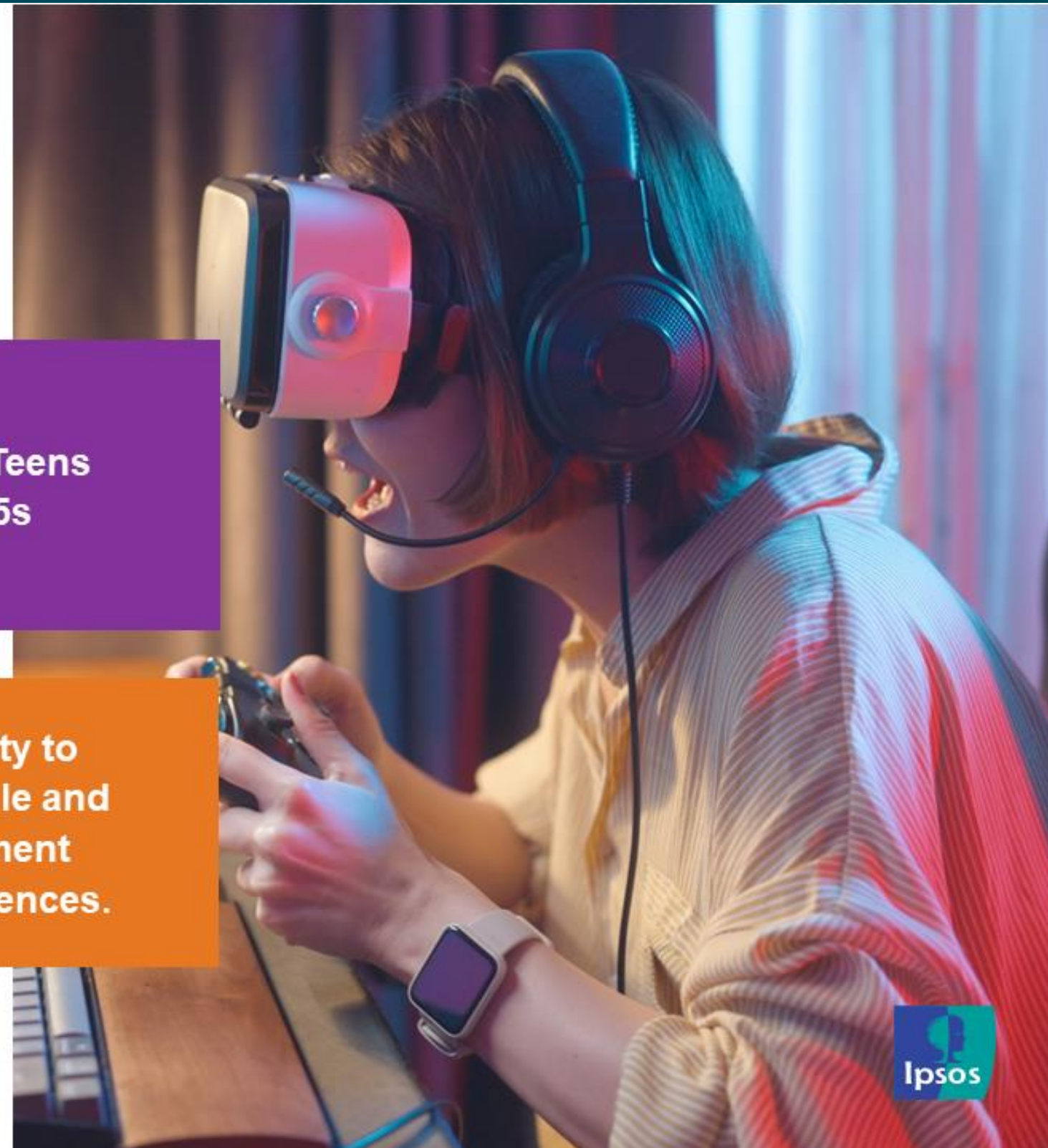
GB Adults
16-75s

GB Teens
13-15s

Tracker:
July and
October 2022

Tracking
behaviours
and attitudes,
barriers and
opportunities.

Ability to
profile and
segment
audiences.



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**Awareness of the
Metaverse is low**

**...but
engagement in
Immersive is
often higher**

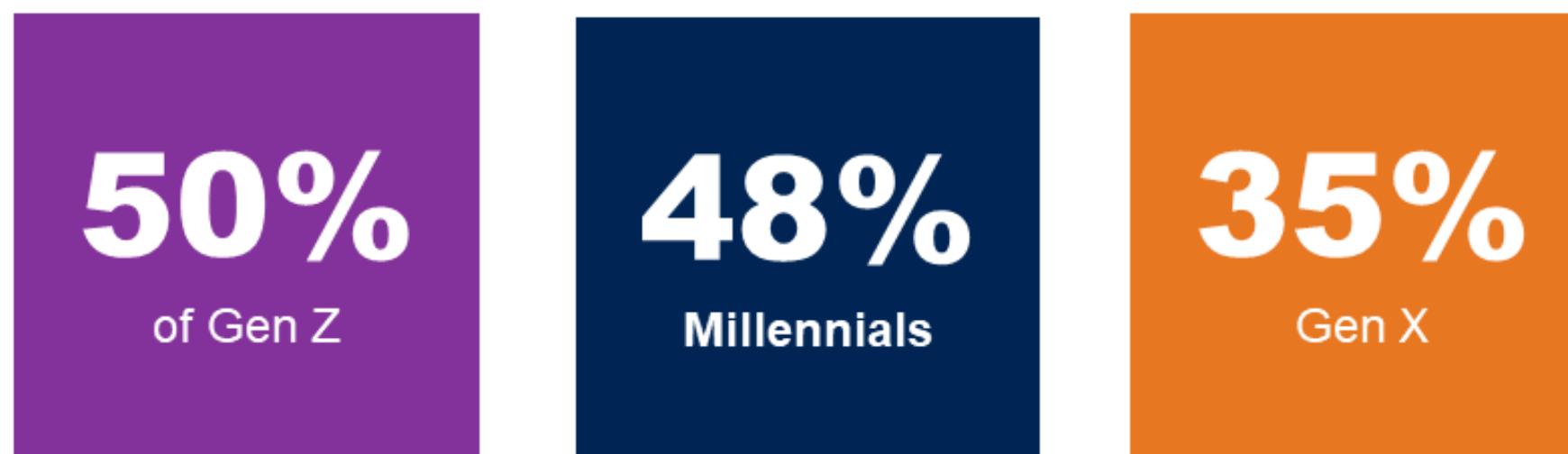


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**Younger ages
are driving
awareness**

**...but it's not
just for them**

% **Aware** (know a lot + know a little about Metaverse)

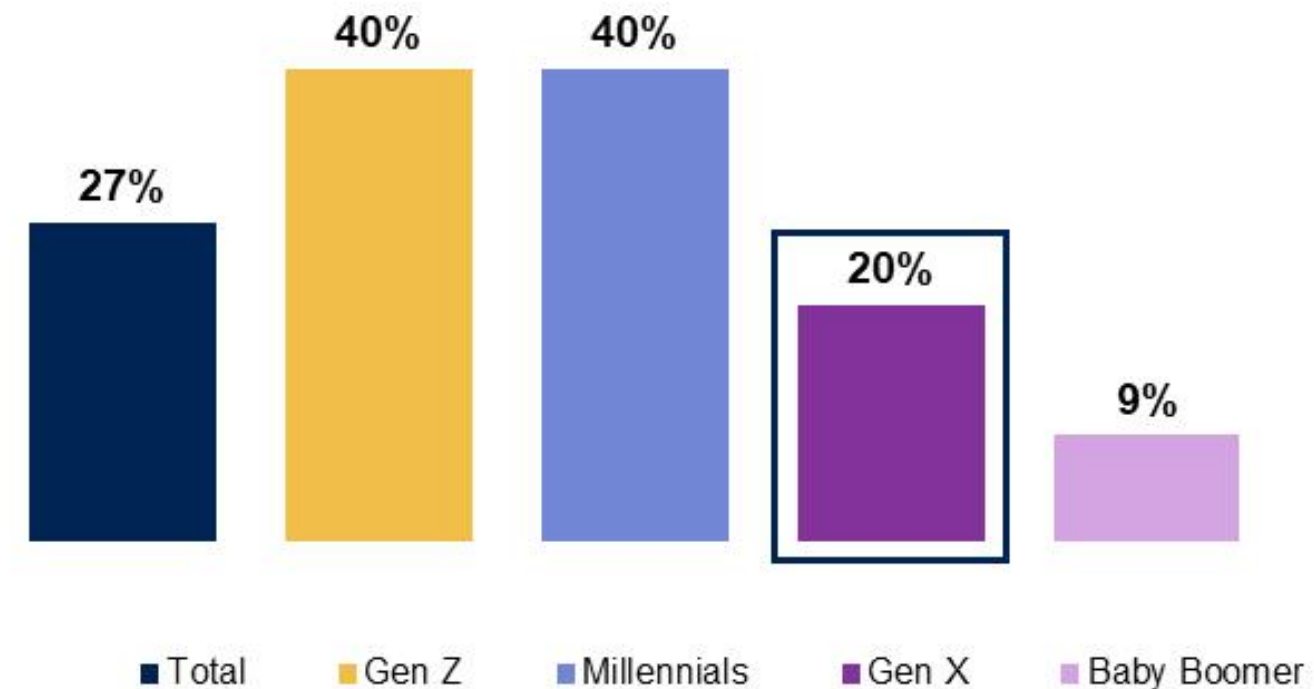


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But while Gen Z are early adopters, it's not just for them

% "Metaverse" Is For Me - 13-75s

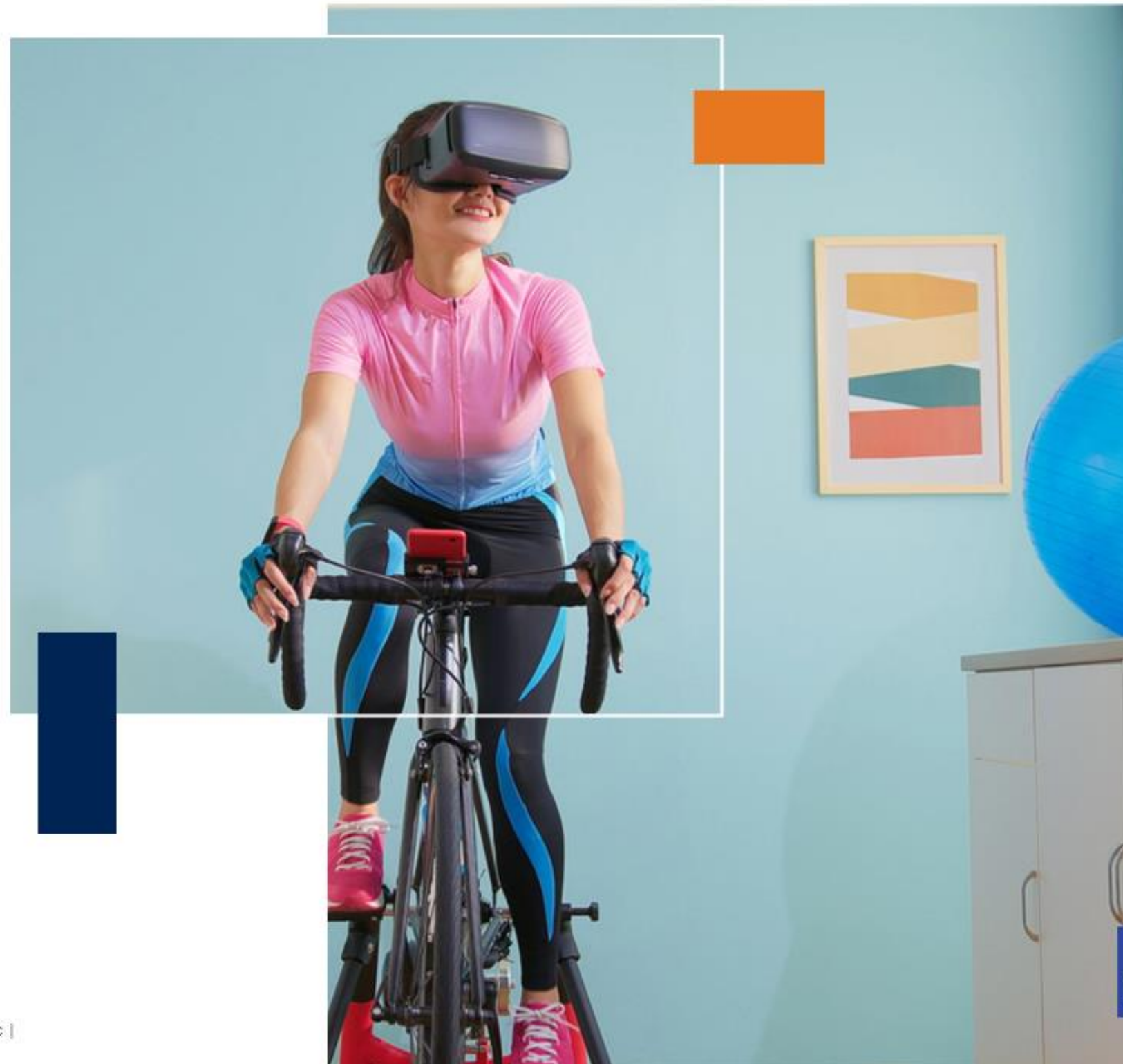


WAVE 2 (October): Metaverse is for people like me

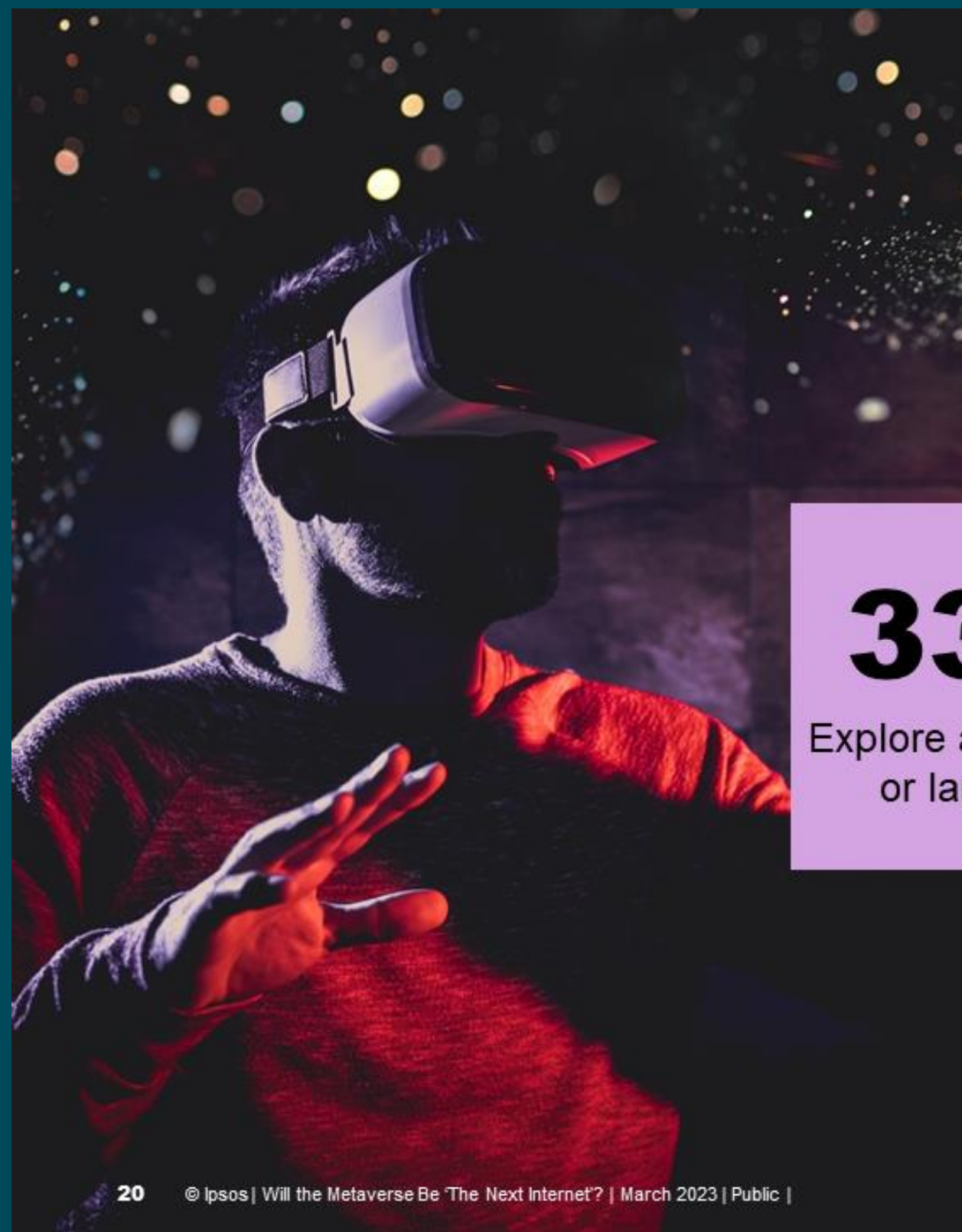


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**There is
consumer
interest in a
wide range of
activities...**



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“I have not done this, but I would be interested in doing it” – 13-75s

33%

Explore another city or landmark

31%

Watch a concert, movie, or show

31%

Attend a course to learn a new skill

WAVE 2 (OCTOBER)

Which of the following, if any, have you done in an immersive virtual experience or metaverse?

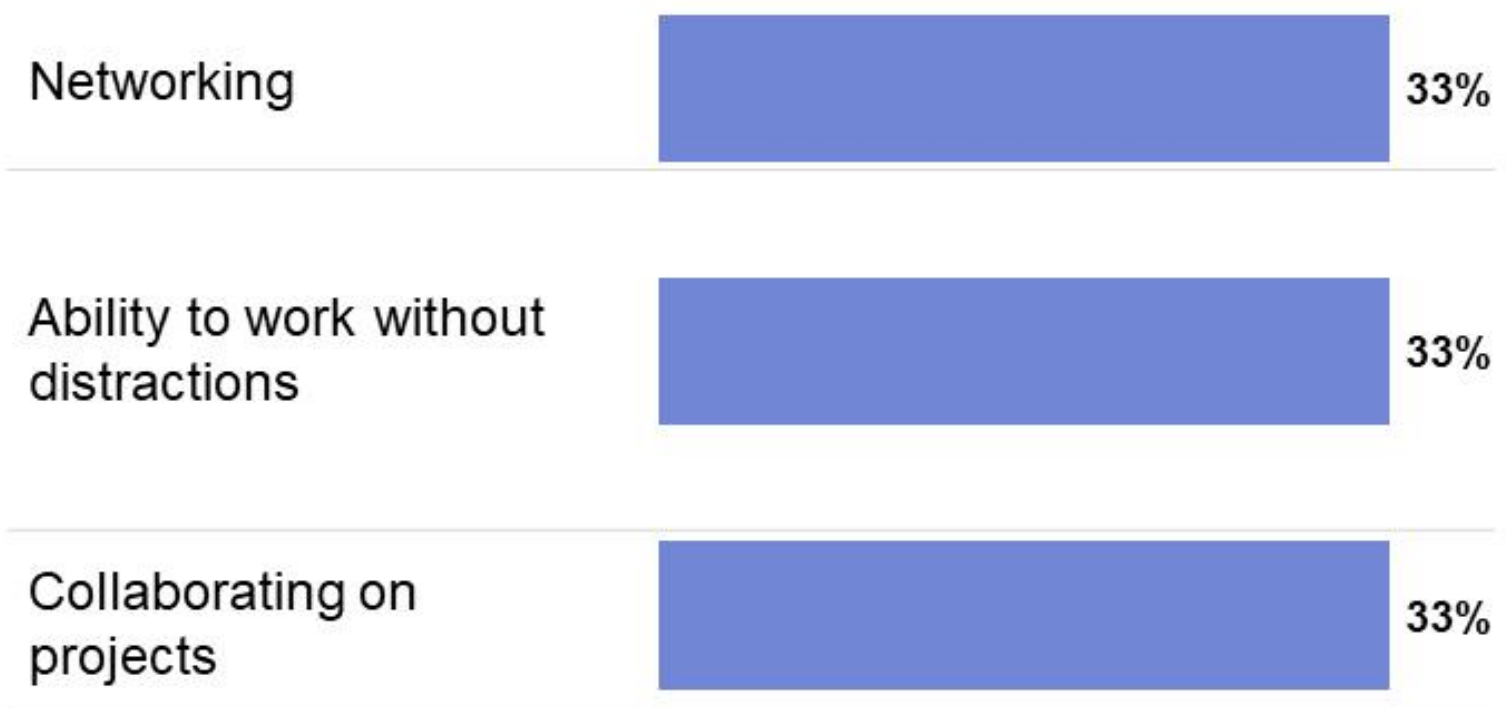


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Immersive virtual experience would be better for...

13-75s



WAVE 2 (OCTOBER): And now, thinking about how people work, do you think each of the following will be better or worse in a metaverse or immersive experience than in person or online as we work today?



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Retail is a key opportunity area...

13-75s



Have **purchased something** (for use in physical/virtual world)



Are interested in buying something (for use in physical/virtual world)



Believe that Immersive will make **Shopping** better

WAVE 2 (OCTOBER): Thinking about the opportunity for these immersive experiences, do you think a metaverse will make the following better or worse than the way we do things online today? / Which of the following activities, if any, have you done in an immersive virtual experience or metaverse?



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Interested in purchasing...

Top 2 have/interested in purchasing

13-75s who are interested



Bottom 2 have/interested in purchasing...

13-75s who are interested



WAVE 2 (OCTOBER): You mentioned you purchased/would be interested in purchasing an item in a metaverse or immersive virtual experience. What item(s) did/would you purchase?

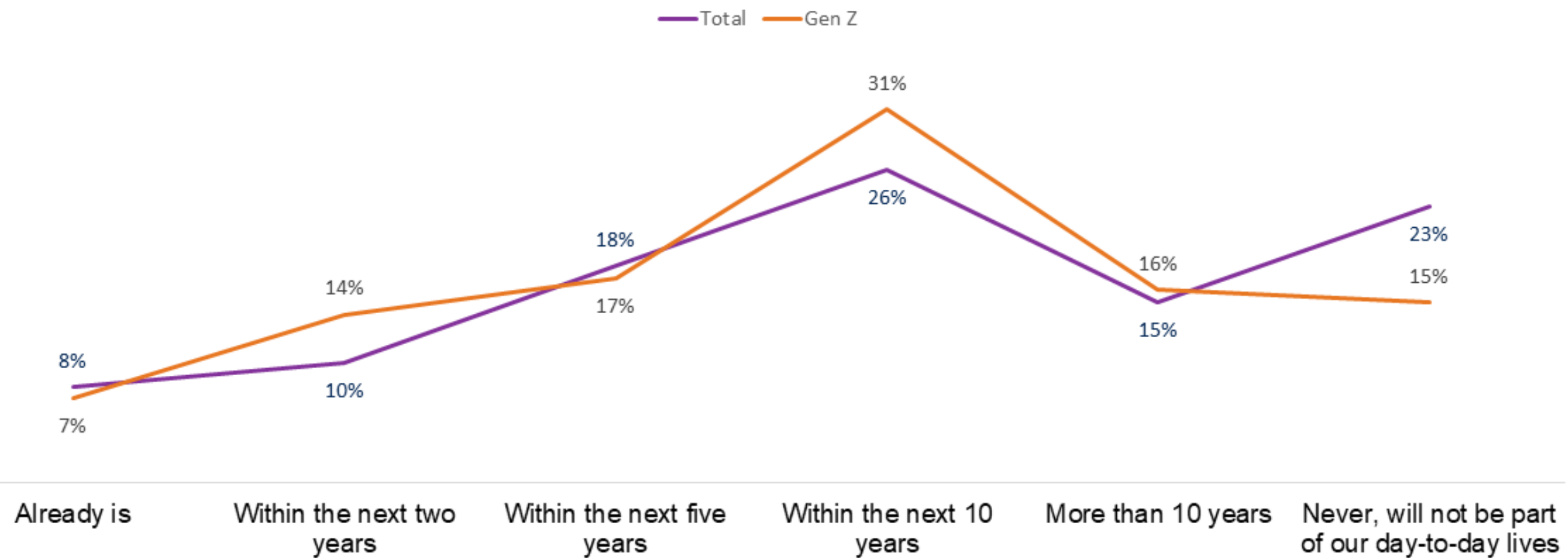
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**WHAT
NEXT?**



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One in three believe the Metaverse will be with us within the next 5 years.



WAVE 2 (OCTOBER): When, if at all, do you think the metaverse will be a part of our day-to-day lives?

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**We need to be
thinking of
Metaverses,
plural**



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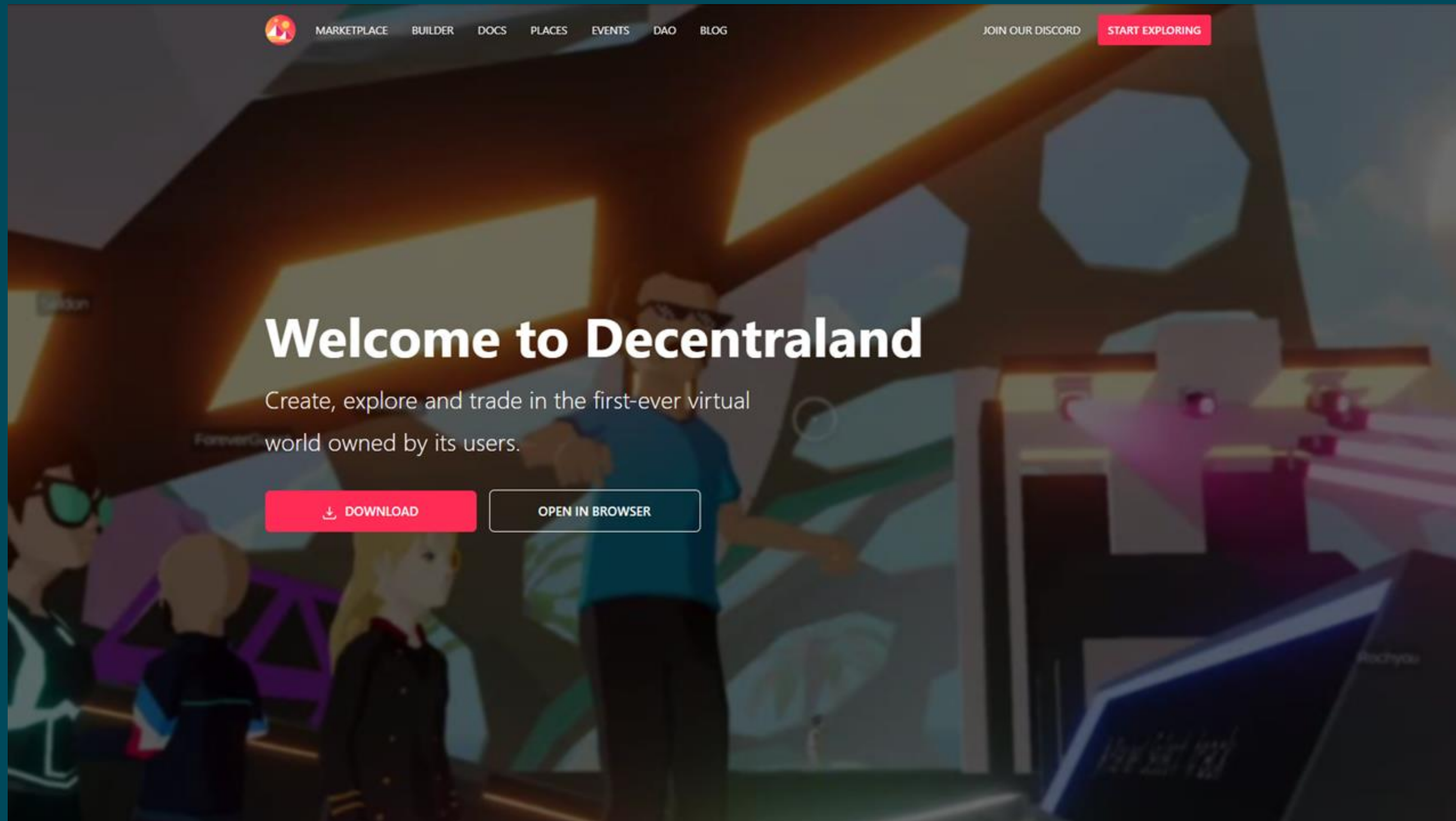
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IN SUMMARY