

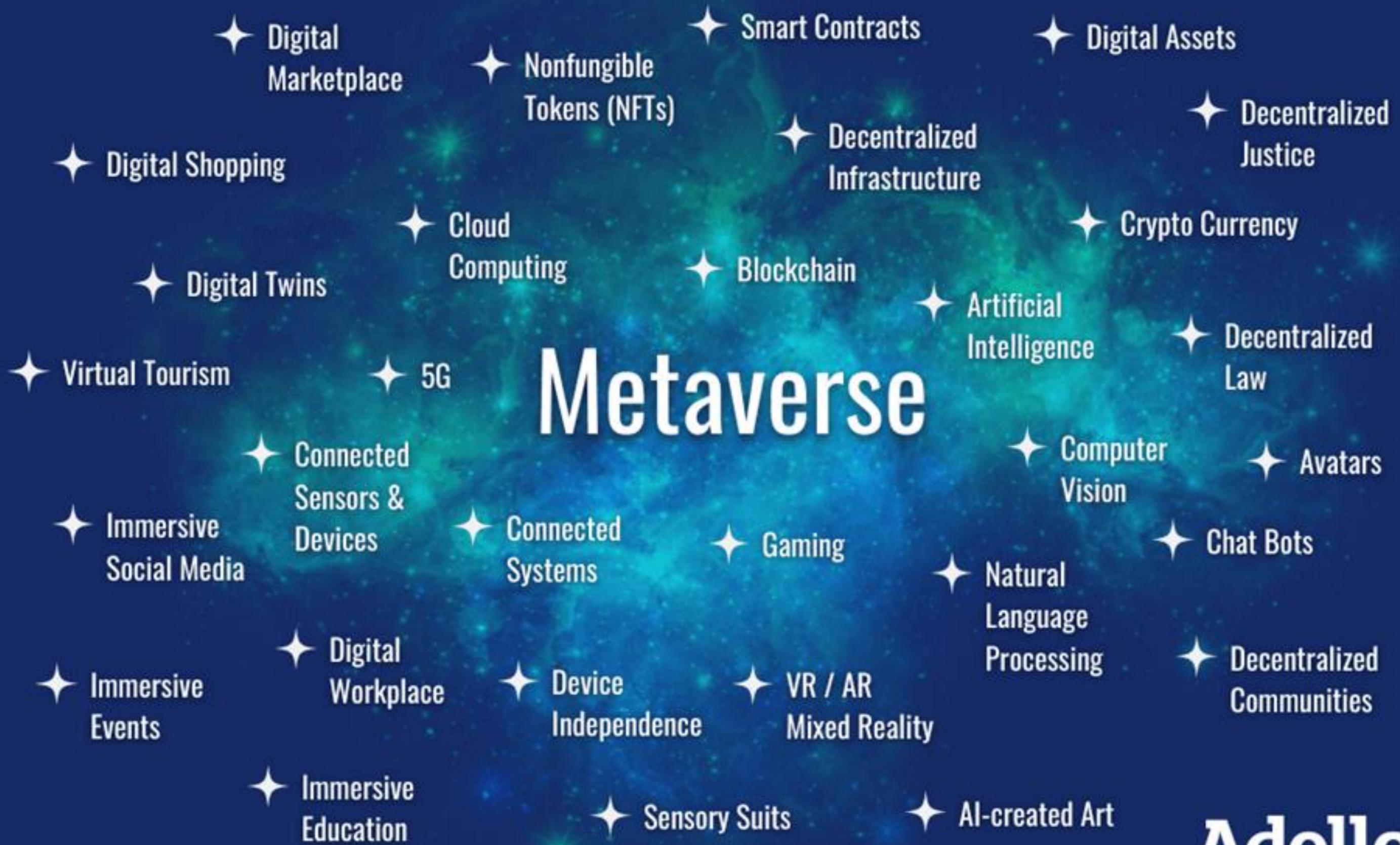
METAVERSE

HYPE ODER ZUKUNFT?



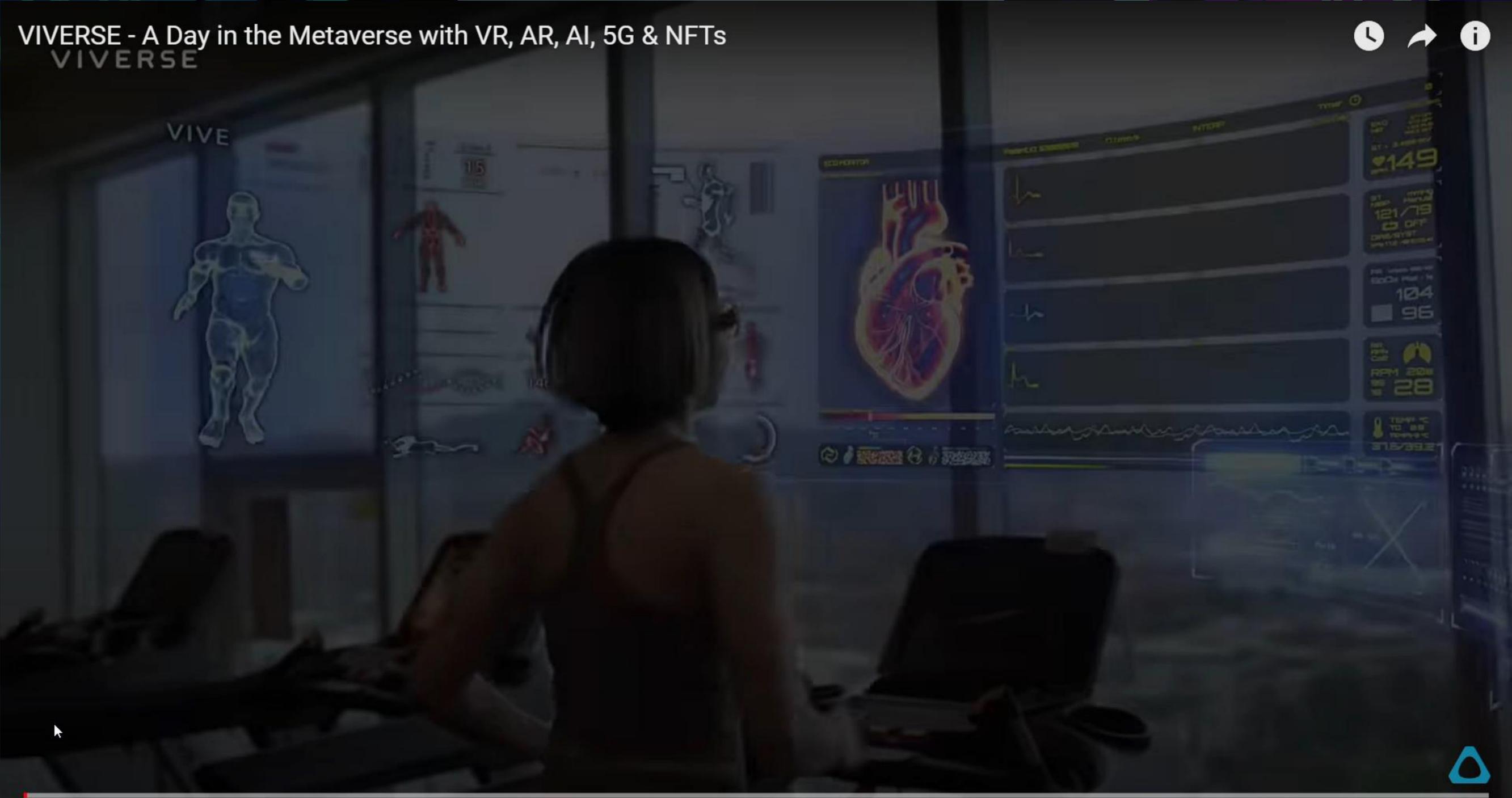
**“DAS METAVERSE IST WENIGER
GREIFBAR, ALS WIR WÜNSCHEN.**

ABER NÄHER, ALS WIR GLAUBEN.”



VIVERSE - A Day in the Metaverse with VR, AR, AI, 5G & NFTs

VIVERSE

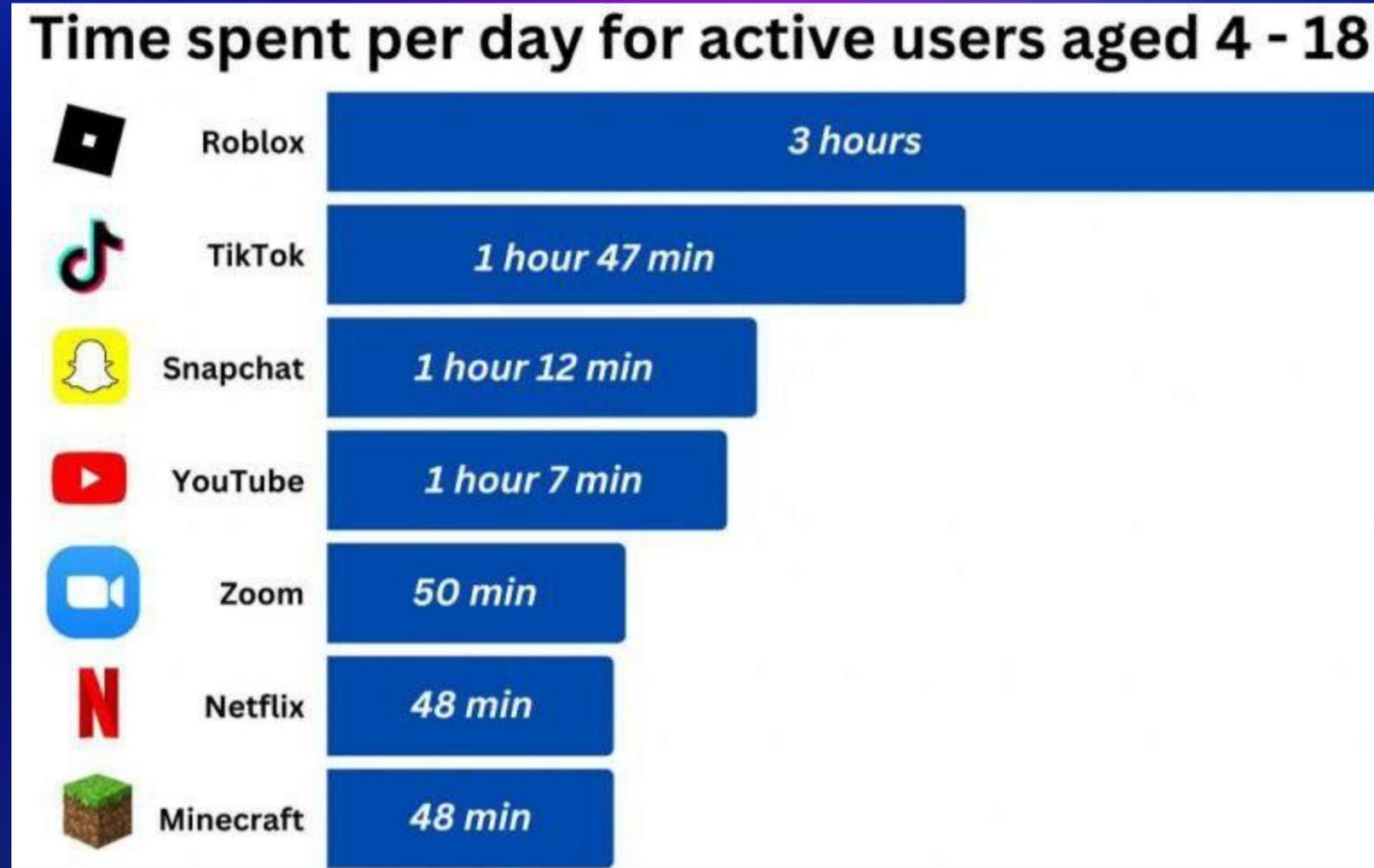


0:00 / 3:00



KONSUMENTEN? HIER:

- 80M Wallets
 - 400M reguläre "Metaverse Gamer"
 - 3Mia regelmäßige Online-Gamer
- = schnelleres Wachstum als das Internet in den 90ern,
<13-jährige verbringen mehr Zeit auf Roblox als Tiktok/Youtube



WACHSTUM?



39.4%

N. America Market CAGR,
2022 - 2030

Source:
www.grandviewresearch.com

"With its potential to generate up to \$5 trillion in value by 2030, the metaverse is too big for companies to ignore."
(McKinsey)

AI: "MODEL-T MOMENT?"

- Smarter Analytics: Big Data. Real Solutions. Big Impact. IBM Event, 6. Juni 2013, Adello: "Irgendwann werden wir alle AI täglich nutzen können."
 - 2022 Conversational AI:
 - 12'000 Data Scientists
 - 9 Milliarden Menschen
- = Augmented Humans

what are the top e-learning companies in the world. create a table and list them descending by country, name, size, revenues.

Here are the top 10 e-learning companies in the world, listed by country, name, size (number of employees), and revenues:

Country	Name	Size	Revenues
USA	Coursera	1,000+	\$300M+
USA	Udemy	1,000+	\$200M+
USA	edX	200+	\$90M+
USA	LinkedIn Learning	1,000+	\$70M+
USA	Khan Academy	200+	\$60M+
USA	Pluralsight	1,000+	\$190M+
China	VIPKid	50,000+	\$1B+
China	iTutorGroup	10,000+	\$500M+
China	17ZuoYe	1,000+	\$100M+
South Korea	Kakao Corp	10,000+	\$3B+

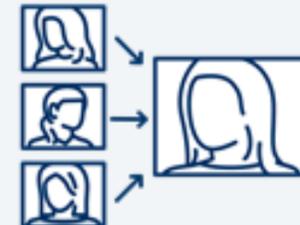
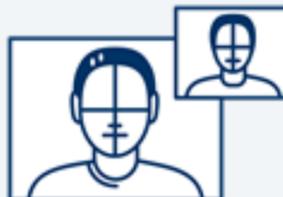
Note: These estimates are based on publicly available information and may not be completely accurate.

Regenerate response



SYNTHETIC MEDIA: KOMPLEMENTÄR

Synthetic media applications for brands and retailers

					
Categories	Images	Videos	Audio	Text	Other
Applications	Face-swapping Pose iteration Model images Image enhancement	Facial reenactment Content localization Lip syncing Background editing	Human-like voices Voice skins Text-to-speech Custom sounds Custom music	Copywriting Business intelligence Product descriptions Blog posts	Avatars Digital humans Virtual environments Virtual try-ons 3D body-scanning Holograms

Note: This is a non-exhaustive list of synthetic media applications relevant to brands and retailers.

CBINSIGHTS

AVATARE: NEUE LIEBE?



PERSONALISIERUNG: MAINSTREAM

BALENCIAGA

GUCCI

FORTNITE



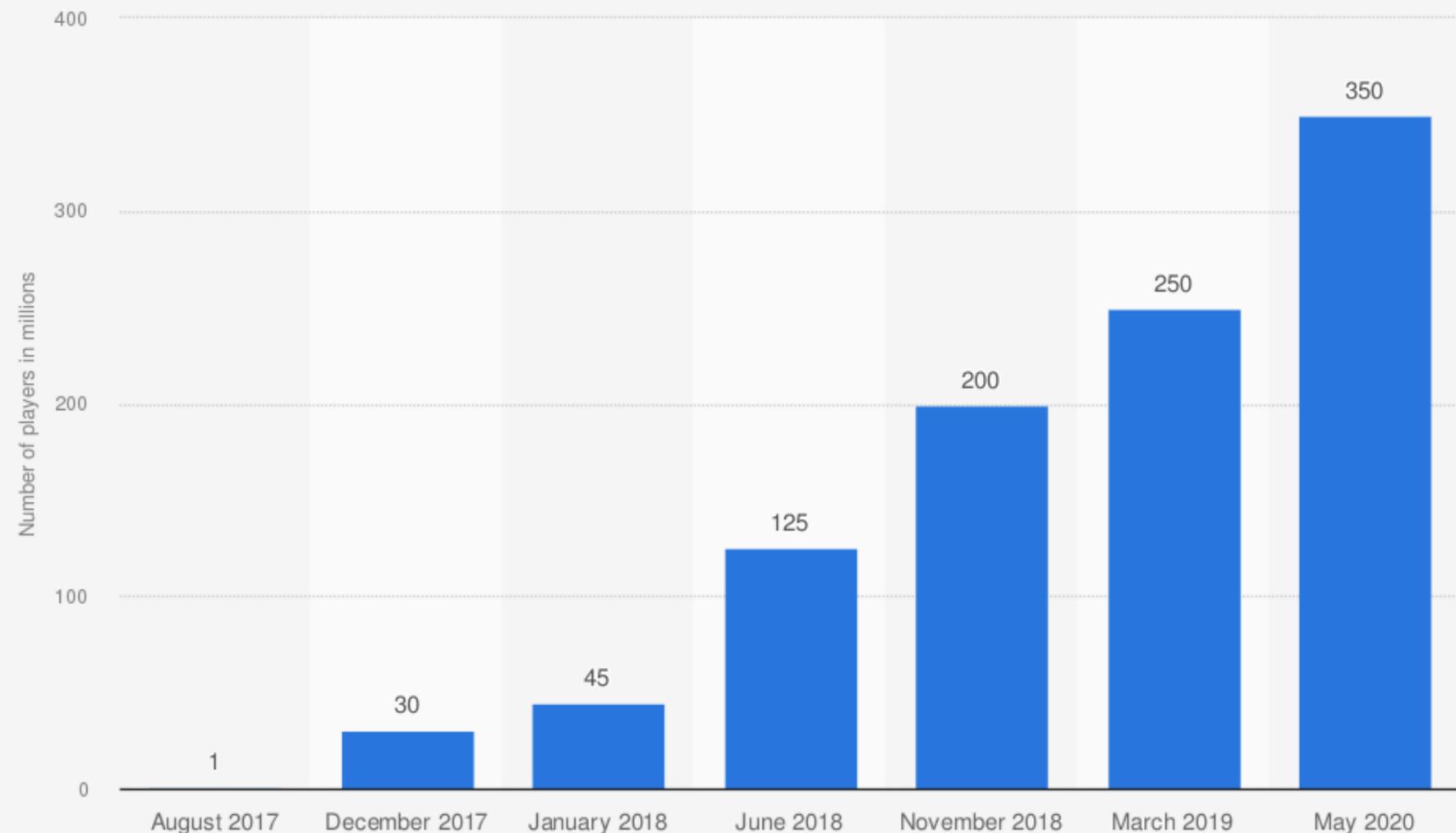
Ray-Ban



WIESO IST GAMING WICHTIG?

- Fortnite, Roblox
- 71% in der Schweiz
- 400M Metaverse:
 - Avatare
 - Vernetzt
 - Verdienen NFT:
 - Geben aus= im Ökosystem

Registered users of Fortnite worldwide from August 2017 to May 2020 (in millions)



Sources
Epic Games; VGChartz
© Statista 2023

Additional Information:
Worldwide; Epic Games; August 2017 to May 2020

NFT: DYNAMISCHE ZUKUNFT

- PFP NFT
- OFO NFT (ARTWORK)
- Sammel-NFT
- Fotos
- Musik
- Gamified (P2E)
- Tickets
- Mitgliedschaften
- ... dNFT



VR: VIELLEICHT (AUCH NICHT)



RECHT:



- Kein rechtsfreier Raum
- Recht des jeweiligen Standorts (anwendbares Recht)
- KYC
- DSGVO etc.
- Rechte des Plattformbetreibers
- Rechte der DAO

= unter Umständen komplex

"HYPE" DER NÄCHSTEN 5 JAHRE?

ROBLOX Microsoft
unity > **\$120MIA** EPIC GAMES
Google **2022** ∞ Meta
NVIDIA YUGALABS
NIANTIC Dapper Labs
[vc]cafe

KAMPF UM DAS NEUE INTERNET

*YOUR WORLD HERE!
COMING SOON*

ZENTRAL VS DEZENTRAL

SCHÖNE, NEUE WELT?

- Neue Konsumenten
 - Neue Anwendungen
 - Neue Brands
 - Gamification
 - Mehrere "Personas"
 - Automatisierte Handlungen
 - Digitale Transaktionen
 - Digitale Wallets
 - Neue Begehrlichkeiten
- = neues Wertesystem
= neue Opportunitäten



IBERDROLA

What activities could we carry out in the metaverse?

PLAY
Take video games to the next level, offering **infinite universes** and fully immersive experiences.

ENJOY
Virtually enter a **concert, or other form of entertainment**, and experience it in an immersive way.

WORK
Create our own **virtual workspaces**, in fact Facebook is already driving such a project.

BUY
Interact with brands and get hold of **virtual but also real objects** in the stores of the metaverse.

WATCH
The metaverse will have, let's say, a life of its own, so we will be an **active part of its day-to-day life** and evolution.

SOCIALISE
Personalised avatars will create **group experiences that facilitate** social interaction.



DECENTRALAND ***METAVVERSE*** FASHION WEEK 2023

- Diese Woche: <https://mvfw.org/>
- Letztes Jahr: >108'000 Besucher, >7'000 digitale Güter verkauft
- 4 Tage, 60 Brands, inkl. Dolce & Gabbana, Diesel, Nike,...

DANKE FÜR DIE AUFMERKSAMKEIT!

Please connect:

mark@lab51.io

mark.forster@iab-Switzerland.ch



Mark E. Forster

CEO LAB51, Chairman IAB Switzerland "Metaverse"