

# What Does The Future Hold?

A LOOK INTO ADOPTION, ENGAGEMENT  
& POSSIBILITIES

---

SEPTEMBER 2022

**NBCUniversal**

# The Use Of Digital Technologies Has Evolved Over The Last 30 Years

Opening the door to decentralization and consumer ownership

## Web1:

**The Information Economy: Read**  
Browser Access / Desktop-First

## Web2:

**The Platform Economy: Read & Write**  
Social Networks / Mobile-First /  
Cloud Computing

## Web3:

**The Ownership Economy: Read, Write & Own**  
Decentralized Platforms / User-First /  
Edge Computing

1990s-2000s

2000s-2020s

2020s-Onward

1992  
“Metaverse”  
is coined

1998  
Decentralization  
begins

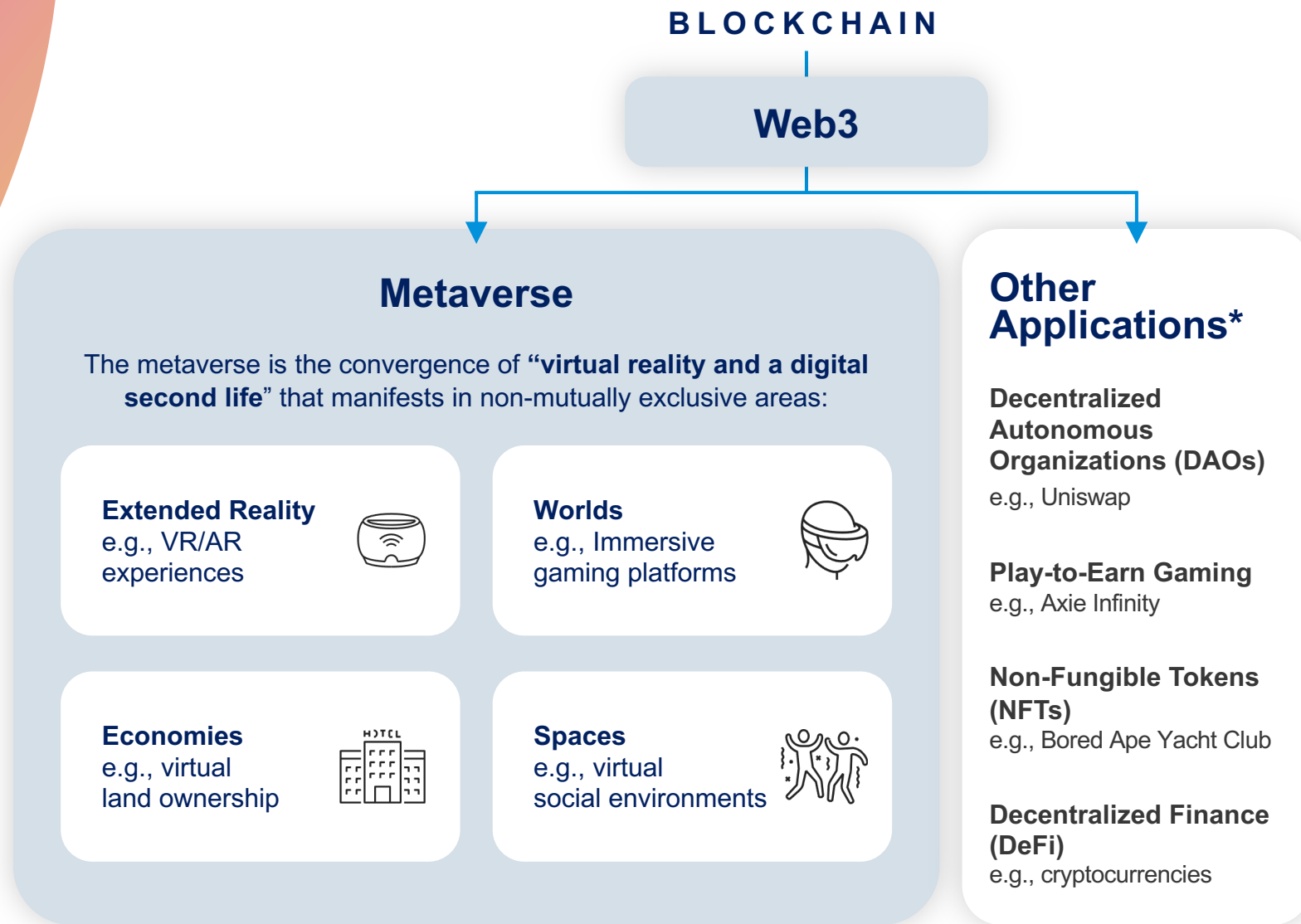
2009  
Blockchain  
is invented

2021  
“Metaverse”  
gains popularity



FOR MARKETERS  
AND CONSUMERS,

# The Metaverse Has Emerged As The Gateway Into Web3, Given Its “Consumer-Friendly” Appeal



\*Non-exhaustive examples of web3 applications

# AS WEB3 AND THE METAVERSE PUSH MAINSTREAM, Consumers & Marketers Are Facing Key Challenges.



## Hype vs. Mainstream Reality

68% of Americans were uninterested in Meta's vision of the Metaverse,<sup>1</sup> and >30% of the global population does not have internet access<sup>2</sup>



## Lack of Education

Of the 85% of consumers who never bought virtual goods or NFTs, 44% have indicated they do not know what they are<sup>3</sup>



## Cost of Entry for Hardware

The average minimum cost of a current VR headset is \$500 per person, while some devices go up to \$1500+ and there is dedicated hardware



## Unknown Data Privacy

55% of U.S. adults said the tracking and misuse of their personal data is a major concern<sup>4</sup>

## THESE CHALLENGES ARE MANIFESTING THEMSELVES AS...



### Hype vs. Mainstream Reality



### Lack of Education



### Cost of Entry for Hardware



### Unknown Data Privacy

## Barriers to Adoption

*Limited consumer awareness and understanding of what it is can **slow** adoption momentum*

*Varying levels of consumer understanding can **require significant** investment in user research*

*Purchasing a device needs to be **priority**, as does habitual use*

*Slow-to-keep-pace data privacy laws may lead to consumers taking **pause** before engaging or not engaging at all*

## Obstacles to Engagement

Difficulty enticing interest in maintaining continuous involvement

***73% point to experience** as an important factor in purchasing decisions, behind price & product quality<sup>1</sup>*

Frustration with the user experience not meeting today's expectations

***65% of customers** said they have changed to a different brand because of a poor experience<sup>2</sup>*

Without a unique use case, the question arises: Why engage regularly?

***Prices have risen 8.6%** in the past year, driving up costs for a range of essential goods and services<sup>3</sup>*

Missed opportunities by consumers and marketers

***Just 20 minutes** of VR use can generate some 2M unique data elements<sup>4</sup>*



As purveyors of innovation and culture,  
to help brands think about adoption and engagement, we pose

## Key Questions To Answer As Brands Go Virtual

### Brand Sensory Experience

*People won't just hear or see your brand, they will experience it. What is your brand's sensory profile and how will it come to life digitally?*

CLICK HEADLINES TO EXPLORE

### Fully Virtual Events

*What will brand activations and events look like? An exploration of how those events may come to life and how consumers can engage with them.*

### Influencer Meet-Up

*How will influencers reconcile (or distinguish) their IRL identity and virtual avatar?  
How will brands and consumers respond?*

CONSUMER & MARKETERS WILL ALWAYS WANT TO BE ON THE CUSP OF WHAT IS NEXT

## Recommendations For Today, Addressing Tomorrow's Landscape



### Don't Get Ahead of Consumers

---

**Don't get caught up with innovation for the sake of innovation.** Be mindful of people's acceptance and adoption thresholds and don't make them feel uncomfortable. Test and learn with a variety of consumers.

*QUESTIONS FOR THE FUTURE:*  
**What is your long-term objective or desired outcome? What are your KPIs?**



### Remain Nimble and Take Calculated Risks

---

**Collaborate with old and new partners,** with successes creating the foundational activation layer and new partners/successes creating the next. Continue to 'optimize,' with new learnings fueling the strategy and partners.

*QUESTIONS FOR THE FUTURE:*  
**How are you measuring success of your partners against objectives?**



### Build Partnerships

---

**Forge reciprocal partnerships** (e.g., marketing, technology) with organizations and individuals that share similar values, stances, and long-term goals to continue to establish your position in the space.

*QUESTIONS FOR THE FUTURE:*  
**How do you want your audience, your competitors & the market to perceive your brand?**



# Adopting Technologies is at The Heart of How We Tell Stories



1992

## Consumer Generated Content

Universal's Jurassic Park is the first film to feature both CGI and Animatronic figures in live action

2012

## Social Innovation

Comcast, NBCU, and Zeebox partner to bring viewers the latest on TV shows, allowing them to discover new shows "in the moment" and join live conversations

2018

## Virtual Reality

NBCU partners with Google to create 10 VR episodes of popular shows like SNL

2022

## Gaming

NBCU and tech startup Anzu partner to bring in-game ads to advertisers

## Metaverse

The Tonight Show and Samsung partner to bring fans a custom, interactive playable Fortnite experience "Tonight at the Rock – Powered by Samsung," showcasing Samsung products in new, creative ways

# What Can Interactions In The Digital & Virtual World Look Like For Different Industries?

---

NOW & 10 YEARS FROM NOW

# A FEW EXAMPLES OF What Activations In The Metaverse Could Look Like In The Future...

	→ NOW	→ NEAR	→ NEXT
<b>Auto</b>	Branded transportation, allowing users to drive the virtual vehicle of their dreams.	Fully virtual test driving and vehicle purchasing.	With self-driving connected cars (or even flying), what might an immersive ad experience look like while sitting back in your car with your feet up?
<b>CPG</b>	Buying products through VR shopping.	Take a seat next to a celebrity in the makeup room and get some pro tips on how to rock the same look.	CPG products are no longer on shelves; they are all available through virtual shopping.
<b>Finance</b>	Immersive financial education opportunities & experiences to help build literacy and close wealth gap.	Embedded banking & payments solutions within all metaverse channels enable consumers to buy any products they see with one click or voice command.	Retail branches within the digital world that feel no different than the physical world.
<b>Luxury</b>	Shopping for virtual goods to wear/use.	All influencers and brand ambassadors will be virtual avatars.	Designers can build their runways “on the moon” or “underwater.” Attendees can buy items in real time.



# A FEW EXAMPLES OF What Activations In The Metaverse Could Look Like In The Future...

	NOW	NEAR	NEXT
<b>Restaurant</b>	Bridging virtual & physical experiences via reward programs and promotions.	Third party delivery services operating concession stands in virtual spaces.	A group of avatars orders food in a metaverse restaurant – which seamlessly delivers the food to consumers in the real world.
<b>Retail</b>	Branded clothing and accessories; Metaverse retail locations for Avatars to try on and buy their favorite brands.	Metaverse malls to shop virtually where consumers can browse all items via VR.	Visit metaverse retail locations to test products virtually that can then be ordered and shipped directly to you in the real world.
<b>Tech</b>	Teasing tech products in the Metaverse (e.g., new phone models), allowing users to test them and communicate with others.	Promoting metaverse safety -- e.g., home security brands that help players secure their metaverse properties with technology.	Space exploration companies could debut their first ever commercial flights into space using VR.
<b>Travel</b>	Booking companies will allow for consumers to see their trip itinerary through VR.	Tourism boards lean into tours on their islands helping consumers pick multiple sightseeing experiences.	Subindustries begin to have travel experiences solely in VR, from getting into a car to sipping at cocktail at your favorite hotel.

# Thank You.

---

FOR MORE INFORMATION, PLEASE REACH OUT TO:

**Megan Ryan**

Megan.Ryan1@nbcuni.com

**WITH CONTRIBUTIONS BY:**

Sean Wright, Logan Knisley, Rosie Nisanyan, Meghan Valeriani, Chereese Butler

**NBCUniversal**



# Brand Sensory Experience

01.

It's Friday night and Sarah is in the mood for a movie. She starts up her web3 device, a moment of black with shots of light and then a "click."

A few selections later and she is on her way to the "**local**" movie theater that is modeled off the one she went to as a kid.



Hype vs.  
Mainstream  
Reality



Lack of  
Education





# Brand Sensory Experience

02.

As she enters the theater lobby though, **banner ads** fly across the top of the theater promoting snacks. She catches a faint **whiff of movie butter** and **hears popcorn popping**.



Cost  
of Entry



Hype vs.  
Mainstream  
Reality





# Brand Sensory Experience



03.

She hears a chime and looks down at her watch.

It's a note from **Orville Redenbacher**, reminding her that any movie is better with popcorn and offers a **free coupon** for movie-style popcorn with 10-minute shipping.



Cost  
of Entry



Hype vs.  
Mainstream  
Reality





# Brand Sensory Experience



04.

She dismisses the notification and starts a movie. A gentle whir, the clicking of film passing through a projector -- **sounds** pipe into her headset. The **butter popcorn** **smell** gently gets piped into her room once more.



Unknown  
Data Privacy



# Fully Virtual Events

01.

Tonight's the night! Amber is going to an Imagine Dragons concert in the Metaverse. She purchased an **NFT** three months ago as her ticket to this concert.

She goes to her virtual closet to find the perfect outfit for her avatar – an **IVY PARK** tracksuit and **Yeezy Boost 350s**.



Cost  
of Entry



Hype vs.  
Mainstream  
Reality





# Fully Virtual Events

02.

While “flying” to the Chase-sponsored arena, she takes in the sites of the metaverse, including **personalized billboards**.



Cost of Entry



Hype vs.  
Mainstream  
Reality





# Fully Virtual Events

03.

After entering her unique code, she goes inside and meets up with her friends at the **virtual merchandise booth**, where she buys a concert t-shirt.

Her friends are also excited for the concert, with one of them even dressed as an actual dragon.



Unknown  
Data Privacy



# Fully Virtual Events

04.

They don't have "seats" because in the metaverse, everyone gets a front-row view.

The avatars of the band appear on stage and begin to perform – Amber can hear everyone singing along to the music. She takes a photo with her friends and **posts it on Instagram #selfie**



Cost  
of Entry



Unknown  
Data Privacy





# Influencer Meet-Up

01.

After months of watching her favorite **lifestyle influencer** (Lisa), Chrissie finally has a chance to meet Lisa in-person during a meet-up event.

Chrissie is beyond excited because she views Lisa as a close friend. Although the two never met, she already has an idea of how their interaction will feel.



Hype vs.  
Mainstream  
Reality





# Influencer Meet-Up

02.

Chrissie found Lisa's channel on YouTube, while looking for hair tutorials. Chrissie was drawn to Lisa's bubbly personality, pride for her culture, and passion for beauty.

Although Lisa is a public figure with a large following, Chrissie **trusts Lisa's opinions**. In fact, when Lisa asked her viewers to join the metaverse, despite reservations, Chrissie followed.



Hype vs.  
Mainstream  
Reality



Lack of  
Education



Cost  
of Entry



# Influencer Meet-Up

03.

As Chrissie prepares for the meet-up, she rocks a **showstopping makeup look** and rehearses what to say to Lisa.

She arrives at the venue and spots Lisa across the room. Chrissie is nervous but walks over. As soon as she introduces herself, she could tell that **the person she knew online was completely different than the person in front of her.**



Hype vs.  
Mainstream  
Reality





# Influencer Meet-Up

04.

Instead of the bubbly and bold woman she grew to love, Lisa is quiet and socially awkward. Lisa's **digital personality was very different from her actual personality.**

Although disappointed by the "real" Lisa, Chrissie is intrigued by the fact that influencers can have a **completely different identity in the virtual world.** Chrissie realized the metaverse offers a space for **creativity and inclusivity**, and she is excited to continue exploring this virtual world.



Hype vs.  
Mainstream  
Reality



Lack of  
Education