

Shaping the Future of Media, Entertainment and Sport

Defining and Building the Metaverse

Our Mission

Defining and Building the Metaverse aims to outline the parameters of an economically viable, inclusive and safe metaverse, focusing on two core areas: governance, and economic and social value creation.

This community will work together with the following objectives in mind:

- Surface technology and policy harmonization
- Understand economic impact and use cases
- Co-design needed frameworks for responsible deployment

The intention is to foster peer to peer learning at an immediate, cross-sector level, and have a diversity of voices influencing the development of general frameworks and best practices. Ultimately, the goal is for engaged organizations to adopt, adhere to and implement the principles developed by the community.



Initiative Framework

This framework aims to guide the initiative's focus to provide intelligence on the enablement of an economically viable metaverse via harmonized regulation and technological innovation, with ethics at its core.



Two Tracks of the Initiative



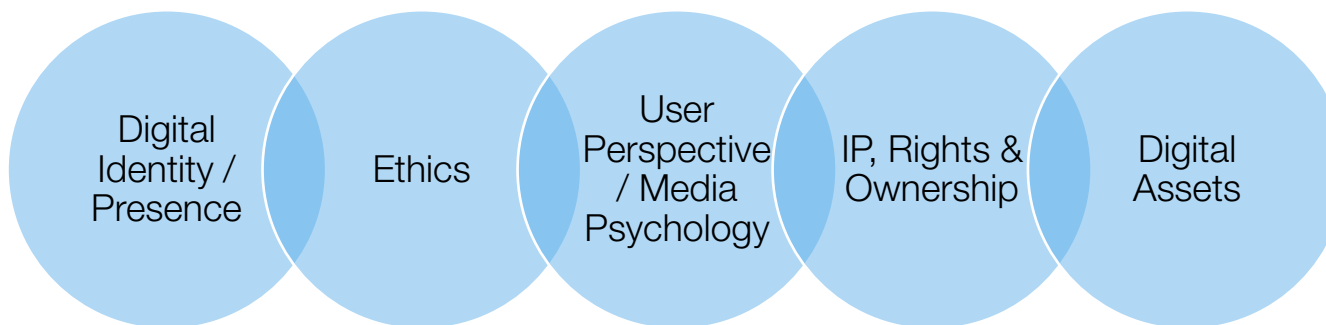
Governance

- Recommend policy frameworks for global and responsible technology deployments
- Promote equity, inclusion, diversity and accessibility
- Ensure economic opportunity and interoperability while preserving privacy, security and safety



Value Creation

- Map new value chains and business models across industries
- Identify potential future states of work, education and civic life
- Analyse the impact and risks of developing the metaverse to society & culture



Workstream Goals



Governance

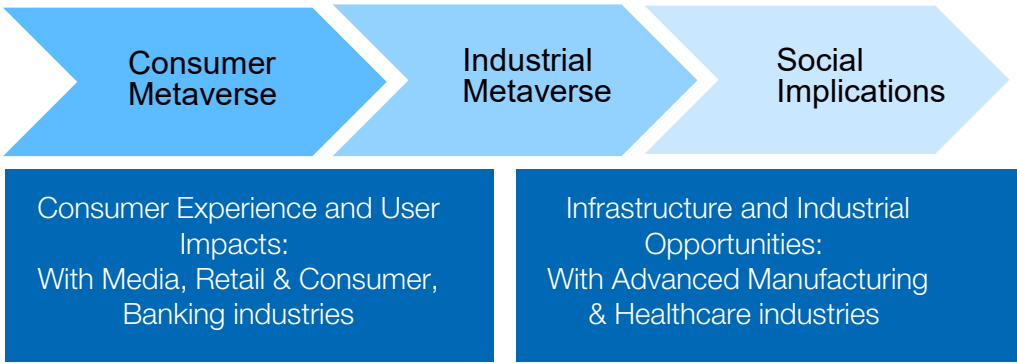
- Outputs: The pillar will publish three briefs on the following areas of focus, with a final white paper detailing a perspective and framework approach for the metaverse in 2024.
- Participant Profiles: typically VP/SVP level in government affairs, public policy or product.

Interoperability
Privacy
Safety
Security
Identity



Value Creation

- Outputs: The pillar will take the form of an ongoing dialogue series, accompanied by regular publications.
- Participant Profiles: typically VP/SVP level in strategy, business development, monetization and/or new technology



Timeline

Value Creation

Value Creation

Consumer Metaverse



Exploration of the key components, foundational technologies, roles and paths to economic value creation and growth in the consumer metaverse.

Value Creation

The industrial metaverse

Exploration of early-stage use cases, foundational technologies and future potential related to the industrial metaverse.

Value Creation

Social implications of the metaverse

What is the ethical impact of new technology? Understanding the social implications to access, connectivity, equity, inclusion and sustainability.

Value Creation

Social impacts of the metaverse

Exploring frontier technologies in healthcare, education and cities. What effect might the metaverse have on societal infrastructure as it relates to the future of work, jobs and urban transformation?

2023

2024

Governance

Governance

Interoperability



Exploration of frictionless economies, development and experiences as they relate to technical, usage, and jurisdictional interoperability in the metaverse.

Governance

Trust & wellbeing

How can stakeholders foster trust in the metaverse? Understanding the role of privacy, security and safety in creating a metaverse that fosters physical, mental and emotional well-being.

Governance

Identity & Security

Exploration of target states, capability gaps, potential risks, solutions and opportunities of technical and functional identity.

Governance

Governance white paper

Analysis of the material shared across the exploratory series on interoperability, privacy, security, safety and identity bolstered by a supporting governance white paper, which can be used by metaverse stakeholders to create a human-first metaverse.

Steering Committee Members



Julie Goldin
Chief Product and
Marketing Officer,
LEGO Group



Mansoor Hanif
Head of
Interconnectivity,
NEOM



Tony Parisi
Chief Product Officer,
Lamina1



Judson Althoff
Chief Commercial
Officer, Microsoft



Phil Chen
Chief Decentralized
Officer, HTC-VIA



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Cabinet Affairs for
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Magic Leap



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Technology
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Citizenship,
Walmart



Dr. Inhyok Cha
Group Chief
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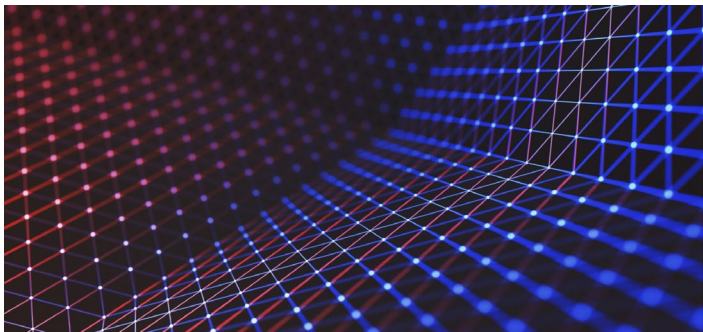


Yat Siu
Co-founder and
Chairman,
Animoca Brands

Select Partners



Upcoming Meetings

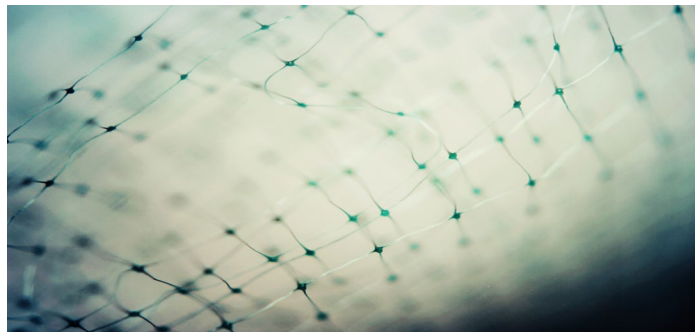


March 23, 2023

Governance Steering Committee Meeting

16:00-17:30 CET

Virtual



March 28, 2023

Value Creation Working Group Meeting

16:00-17:30 CET

Virtual



April 6, 2023

Governance Working Group Meeting

16:00-17:30 CET

Virtual

Recent Publications



Interoperability in the Metaverse

[The governance briefing paper](#) focuses on interoperability, which is founded on the ability for users to participate across environments and technologies, for data to circulate freely and securely and for systems to exchange information seamlessly. For the metaverse to operate seamlessly, it will require interoperability for users to move, create, transact and participate across different platforms and localities.

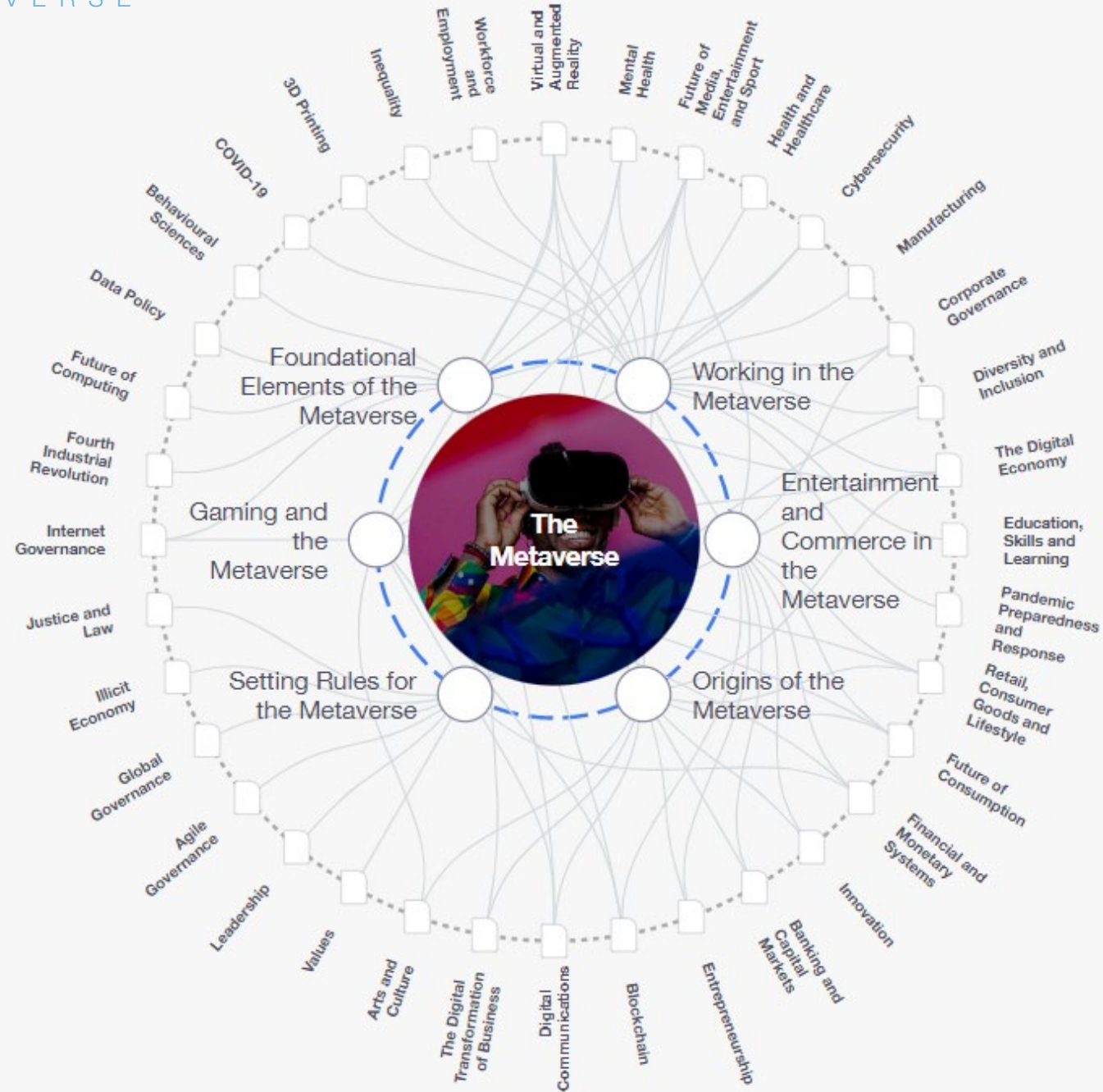


Demystifying the Consumer Metaverse

[The value creation report](#) is on consumer applications, exploring key components, foundation technologies, roles and paths to economic value and growth. Due to their experimentation, incubation and creation of new behaviours and business models, the work of consumer organizations can serve to inspire and illuminate changes that other industries may experience.

Transformation Map

The Forum's [Metaverse Transformation Map](#), part of Strategic Intelligence, is an interactive data visualization tool that helps you identify and analyze the impact of the metaverse on your business and broader society.



Contacts



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Community Lead

WORLD
ECONOMIC
FORUM

A blue circular arc, resembling a stylized 'C' or a partial globe, is positioned behind the text. It starts to the left of the word 'WORLD', curves around the middle of the text, and ends to the right of the word 'FORUM'.

Definitions: Metaverse

A **metaverse** is a network of 3D virtual worlds focused on social connection. In futurism and science fiction, it is often described as a hypothetical iteration of the Internet as a single, universal virtual world that is facilitated by the use of virtual and augmented reality headsets.



LightSchool Curriculum

LightSchool, a product of **Whose Metaverse?**, is a community space—a physical and digital learning platform for students to learn, connect, collaborate, co-create, and share. The platform can be accessed through our network of immersive tech garages as well as through any internet-connected device.

LightSchool is creating a pipeline of students who will be better equipped for college and job opportunities. Students earn certificates of completion for each course and form lasting relationships with fellow students and faculty. And the broader community of friends and families are invited to student showcases, screenings, and exhibitions.

This document contains the curriculum on LightSchool and the faculty that develops and teaches the courses. Each course contains multiple learning modules, often building on each other. Courses range from aspirational to technical and include opportunities for students to create and share what they make with the LightSchool community, and beyond.

LightSchool

Why Use Virtual Reality



In many situations, it is **not feasible** to train in the real world...



In others, **VR training can shorten the training cycle**, getting employees out in the field and **producing results more quickly**

Advantages of VR Training



True-to-life
experiences
enable
realistic
interactions



Use
anywhere
and as often
as needed



Leads
to discussion
for further
learning

CASE STUDY: WORKPLACE INCLUSION

Development Dimensions International (DDI), a global leadership consulting firm, wanted to create a piece that made the user feel excluded in a workplace setting, creating a visceral response and driving home the need to create more inclusive workplace environments.

We created a voice-activated VR piece where the user is systematically ignored, contradicted, and written off, all in a subtle and relatable way. Working with award-winning director Gabo Arora, we made a piece that has evoked a powerful response in users.

One man said the piece was, “not a conversation, but an emotional experience”; he later reported that he now calls on equal numbers of men and women in every meeting that he leads.



CASE STUDY 1: CHILD WELFARE

Accenture's Health and Public Service division wanted to use VR to accelerate training for social workers to get them experienced in the field more quickly.

The result is a 20-minute long voice activated VR experience that allowed users to ask questions and get answers based on the questions they chose. At the end, the user had to decide based on the information they had whether it was safe to leave the child in the home.

The piece resulted in a 31% decrease in caseworker turnover in the state of Indiana and a 75% decrease in training costs in the state of Georgia.



Case Study: KLM

KLM developed a virtual reality training for pilots who fly short-haul for its subsidiary company Cityhopper.

The training consists of three parts and starts in a virtual cockpit, where the pilot can become familiar with the aircraft and the controls. The second part is a 360° instructional video in which the pilot is behind the controls. Finally, there is a virtual walk-around, composed of 360° photos, where the pilot can walk through and around the aircraft.



Case Study: KLM

As a result, training is more accessible thanks to virtual reality simulations, as pilots can use the training outside of the classroom or simulator. The VR training ensures more effective use of time and saves costs by keeping aircrafts clear from training. The pilots benefit from the training, which is why KLM wants to have it certified by EASA. According to the airline, VR training will replace some of the standard training, such as classroom instructions and “textbook learning”.*

*https://www.vrowl.io/learning_inspiration/klm-pilot-vr-training/



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Company

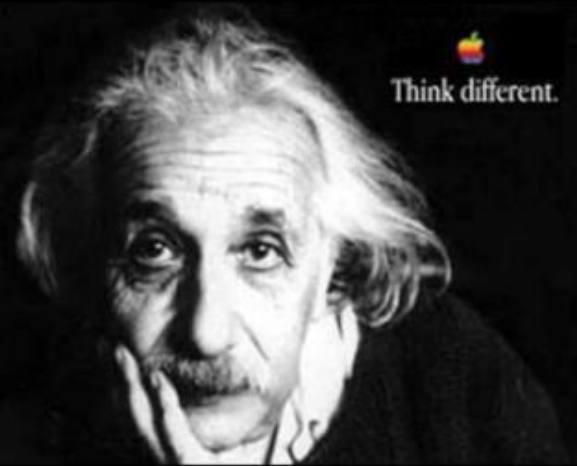




TBWA

FASTCOMPANY

WORLD'S
MOST
INNOVATIVE
COMPANIES



CONSUMERS
WILL
ALWAYS PAY
ATTENTION
TO OUR
TV ADS.



80s

CONSUMERS
WILL VISIT
OUR BRAND
IF WE JUST
MAKE IT A
DOTCOM.



90s

CONSUMERS
WANT TO
BE OUR
FRIENDS
AND LIKE
US ON
FACEBOOK.



00s

CONSUMERS
WANT US
TO FOLLOW
THEM WITH
THEIR
PERSONAL
DATA.



10s

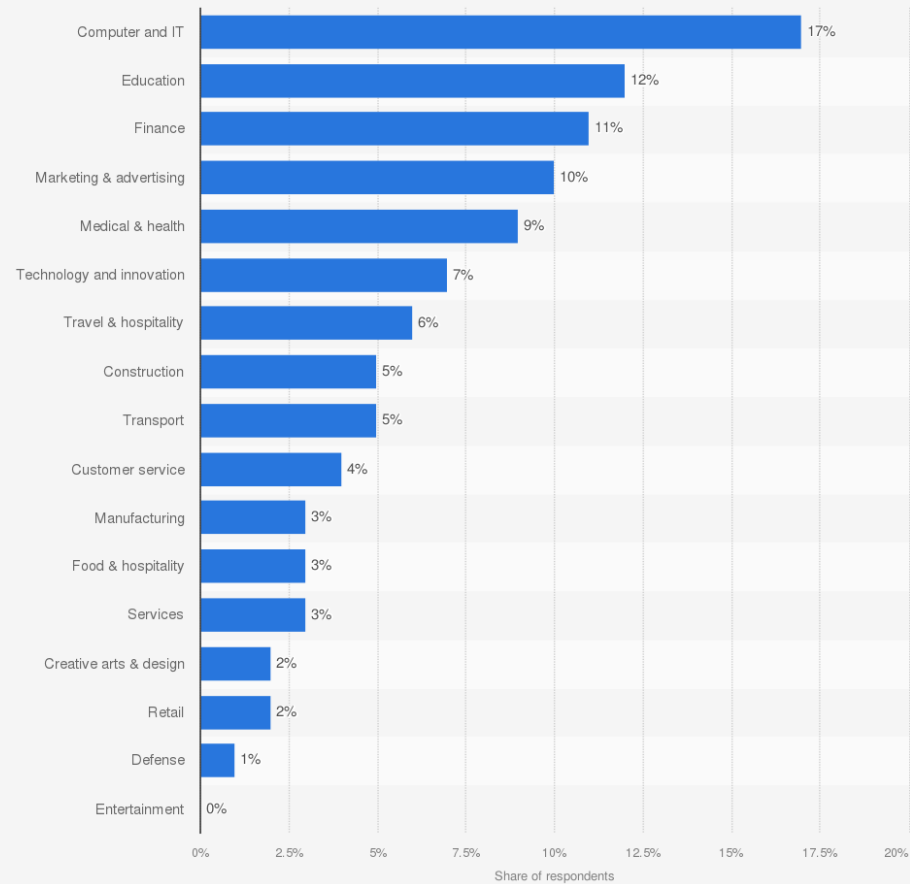
CONSUMERS
WANT TO
HANG OUT
WITH OUR
BRAND
IN THE
METAVERSE.



20s

TOM
FISH
BURNÉ

Leading business sectors worldwide that have already invested in the metaverse as of March 2022



Source

Sortlist
© Statista 2022

Additional Information:

Worldwide; February 24 to March 1, 2022; 200 respondents; companies that have already invested in the metaverse; wide