

# METaverse

**‘The Metaverse’** usually refers to a virtual world in which people can come into contact with each other online. It is a network of virtual 3D spaces in which users can perform all kinds of activities via an avatar, a digital doppelganger.







Which companies are active in the Metaverse?





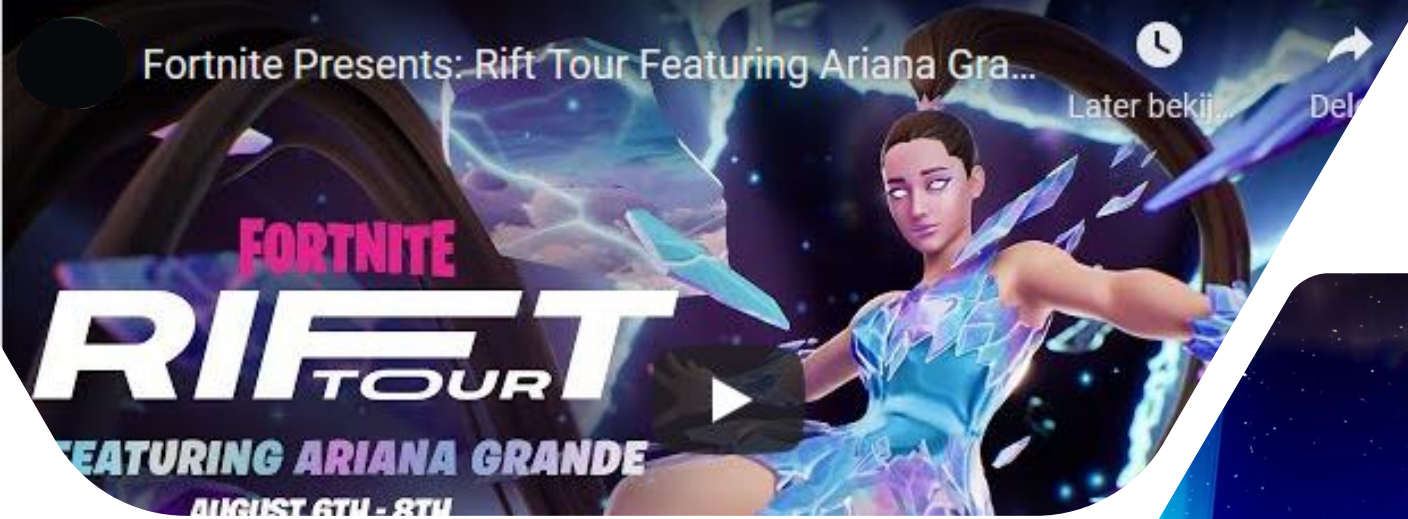
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The banks are also exploring the Metaverse: JP Morgan opens a lounge in Decentraland.





Ariana Grande  
gives a music  
concert in the  
Metaverse of the  
video game  
Fortnite!

27,7 million viewers  
> 20 million USD revenues

# Advertising and Marketing

In the context of advertising and marketing, the metaverse can be defined as an enduring, 3D and virtual space where users can spend their time and be targeted with branded content and sales promotion tactics. The closest analogy these days would be social media, where users log in, interact with their friends, family, and peer network — and in the course of these interactions, they come across brands, ads, sponsored content, and calls for conversion. Over time, social media has evolved with direct-to-customer stores where you can pay for products online and have them shipped to your address. Likewise, the metaverse may have 3D "stores" where you can not only watch ads, but also try out products and make purchasing decisions.





The graphic features a blue background with white line art of a network and yellow stars. Two stylized figures, one in a white shirt and blue pants, the other in a white shirt and red pants, stand on a large tablet displaying a pie chart. They are interacting with a large lightbulb whose filament is a network diagram. The text 'EUROPOL' is on the left, and 'INNOVATION LAB' is at the bottom left.

**EUROPOL**

**INNOVATION LAB**

Thank you  
for  
listening 😊



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