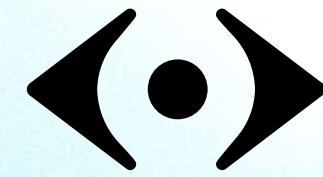


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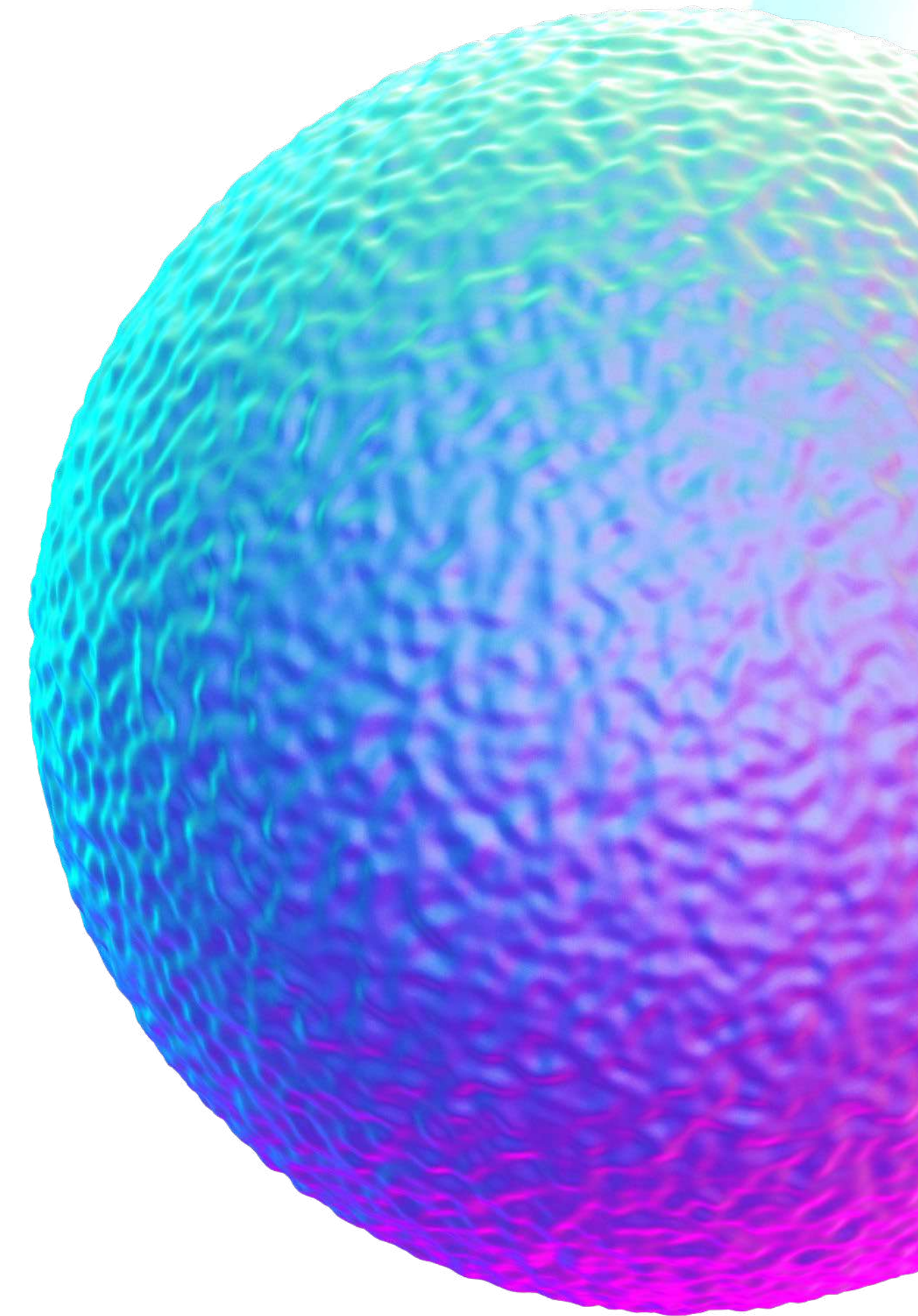
SENTINEL  
REPORT



HOW THE

# METaverse

is transcending **digital limits** and **reinventing**  
**our place in the physical world**





# Dive into the metaverse

You'd be hard-pressed to find a buzzier concept than the metaverse in the technology world. It seems to be everywhere, sometimes sparking more questions than answers.

Let's look at it from the surface. We understand the **metaverse** as new spaces where companies can extend their presence, offering, products, and creativity, maximizing engagement with their clients and employees and reinventing their business.

While significant opportunities currently exist, most people are not participating in the metaverse as an emerging technology. Those who do mainly participate in the gaming and entertainment industries, strengthening the common misconception that the metaverse is only relevant to those sectors.

**26%**



**of survey respondents have participated in a metaverse experience.\***

**76%**



**of respondents that have had experiences in the metaverse have done so in gaming or entertainment.\***

\*2022 Metaverse Survey





**But the metaverse concept is much more profound, representing a foundational piece of the next technological revolution.** Along with crypto and quantum computing, the metaverse promises to offer new experiences for communities, economies, and human interaction as we have never seen before.

The metaverse impacts organizations and industries from healthcare to retail and manufacturing to finance. We are currently looking at the metaverse similarly to the internet in the 90s, knowing it will be significant but unsure when the average consumer will feel its impact. **Our metaverse survey revealed interesting findings and reinforced that this space is a big new world of possibilities.**

# In this **Sentinel Report,** we will:

- 01** Dive into a metaverse history lesson,
- 02** Explore the metaverse trends that are changing the future,
- 03** Discuss the ripple effects of a cross-functional metaverse, and
- 04** Get inspired by the immersive experiences already happening today.





# A METAVERSE HISTORY LESSON

The **concept of the metaverse** is not new. We've seen it portrayed in popular books and movies for years. However, it's gaining popularity as more industries and companies realize the potential of digitalization and virtual spaces to engage with users.

Matthew Ball, the author of Metaverse Primer, **says**:

"...we should not expect a single, all-illuminating definition of 'Metaverse.' Especially not at a time in which the Metaverse has only just begun to emerge. Technologically driven transformation is too organic and unpredictable of a process... The Metaverse, like the internet...is a network of interconnected experiences and applications, devices and products, tools and infrastructure."

**Peter Warman**, CEO and Co-Founder of Newzoo describes the metaverse as "A destination where people can enjoy being a fan, a player, and a creator often simultaneously, maximizing engagement and therefore business potential."

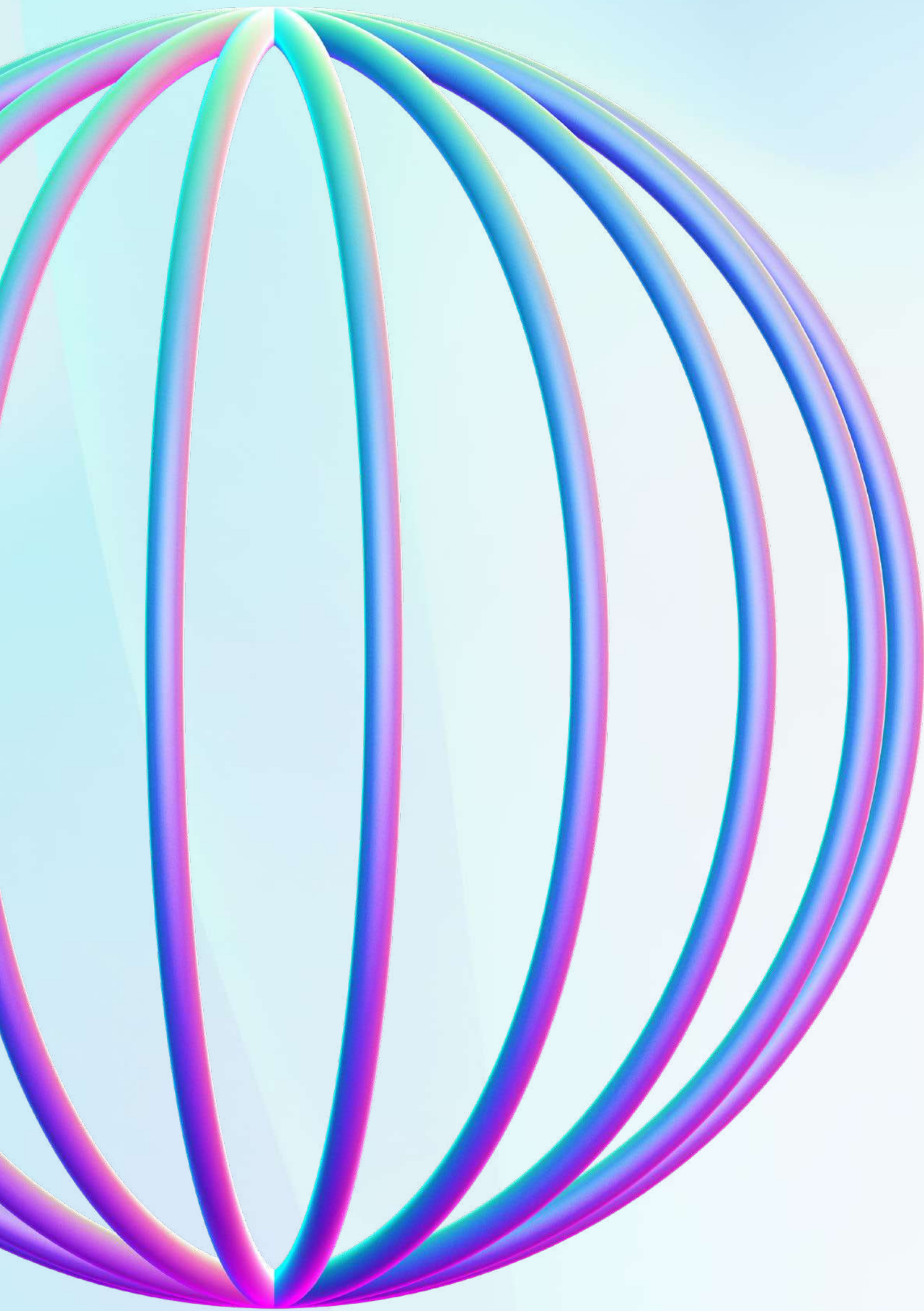
In a nutshell, Ball summarizes that "it's a shared 3D experience or an embodied, virtual version of the internet. We will constantly be **within it** rather than have **access to it.**"



**"I would say that the metaverse itself is like a reinvention of the internet. The internet is already a reinvention; it's how technology changed businesses, and now it is being reinvented. The next generation of that internet is what we call the metaverse."**

Martín Migoya, Globant CEO & Co-founder.





# THE EARLY METAVERSE

Since the beginning, the pursuit of bigger and better immersive experiences has been at the core of the metaverse story, strongly connected to the evolution of storytelling. What started with painting and printmaking as the main channels to represent real-life or create alternative worlds is now permeating our daily lives through digitalization.

Photography, video, and other digital tools have increasingly enriched immersive experiences, now found in avatars and entire cities that inhabit the metaverse.

Immersive experiences have adopted different shapes throughout time; it's only now taking its most significant technological leap, leading us into the future of storytelling and innovation.



# The birth of an augmented universe

## Snow Crash-1992

Neal Stephenson was the first to coin the word metaverse in his novel *Snow Crash*, describing a virtual shared space where humans navigate in the form of avatars.

## World of Warcraft-2004

A massive multiplayer online role-playing game (MMORPG) where players use avatars to explore an open game world, interact in player versus player (PvP) combat, and access digital goods and clothing worth real money.

## Club Penguin-2005

A multiplayer online game (MMO) in a virtual open world with several activity options accessed by players with penguin avatars through paid memberships. The membership granted access to in-game currency to purchase virtual clothing, furniture, and pets.

## Ready Player One-2011 and Ready Player Two-2020

Ernest Cline showed an updated version of the metaverse in his novel *Ready Player One*. The main character evades a dystopian world by entering the OASIS, a virtual universe.

## Grand Theft Auto Online-2013

A game with its own currency where players compete to earn and spend on virtual properties and cars. Players continually invest in their avatars for years and keep growing their possessions.

## Rec Room-2016

A virtual reality online video game replicating a hub room called the "Rec Center." Doors lead to various games and user-generated rooms, and players who created them can list them publicly and have other players enter them. Played with a VR headset, it uses an entire 3D motion capture system to pick up and handle objects.

## VRChat-2017

An online virtual platform lets users interact with user-created 3D avatars and worlds using virtual reality headsets like the Oculus Rift. It can also be used in "desktop mode" without a VR headset. In November 2020, a subscription tier, "VRChat Plus," was announced.

## Axie Infinity-2018

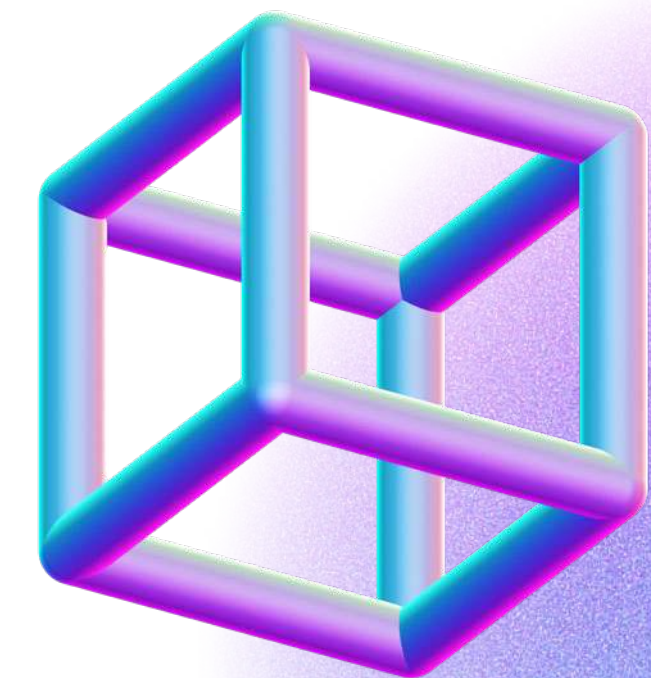
A virtual reality game that runs on Ethereum. It consists of trading and training mythical beings.

## Meta Platforms-2021

In 2014, Facebook acquired Oculus, both virtual reality hardware and platform. In 2021, it rebranded its parent company to Meta, pledging to spend \$10bn USD for the metaverse and employing 10,000 people to build it.

## Microsoft- 2021

They presented the platform Mesh, created for virtual collaboration on multiple devices.





# Gaming a whole new world



In 2021, there were around 3.24 billion gamers worldwide, 40% of the world's population (**7.9 billion**), representing nearly **80% of the digital game revenue**. Fortnite and Roblox are games that continue to gain popularity by pushing the boundaries of the metaverse. Hosting in-game concerts of artists such as **Ariana Grande** and **DJ Marshmello**, the gaming industry is taking entertainment to a new level, with audiences of **27 million gamers** at events.

Fortnite started as a survival game and has become a scenario where brands and media can engage deeper with users. With **15 million players** logged in simultaneously, Epic Games makes Fortnite a place to build a virtual community. When they introduced **Party Worlds** last year, a virtual place for users to socialize, they claimed the new experience "should have a high focus on self-expression through emotes, sprays, outfit changes, or other mechanics."



Roblox is making its way into the metaverse too. After seeing the potential of the game's early versions, Chief producer Manuel Bronstein says they were inspired to create "**a platform for shared experiences**" and usher in a new category (human co-experience) that did not exist at the time." Its success, due to the fact players can create their games, attracts streamers, content creators, and game developers worldwide. In Roblox's first version, DynaBlocks (2004), users created an avatar to play mini-games with others and earn Roblox Points, Roblox's first currency. Today it's known as the Robux.

The concept of digital currencies in gaming has been present for some time. The Robux, the Linden dollar, and Gold from World of Warcraft are some of the earliest examples. In the second quarter of 2021, virtual currency purchases in Roblox increased **161% to \$652.3 million**. Buying garments, music, and works of art in the digital world are becoming increasingly popular, leading to a greater need for digital property authentication.

The authentication of digital assets began with Colored Coins by creating tokens on top of the blockchain, inspiring what we now know as NFTs (Non-Fungible Tokens). NFTs are unique due to their non-fungibility: a value based on their distinctiveness. Although immutable, they can be sold and transferred. Cryptocurrencies and NFTs enable gamers to enrich their virtual world through events, virtual lands, avatar skins, and garments.

**In 2020, gamers worldwide spent \$54 billion on in-game content, and the market value of in-game purchases is expected to surpass \$74.4 billion in 2025.**



# Changing the rules of our **digital and physical worlds**

Even though it's still taking shape, the metaverse is already presenting new possibilities we hadn't considered. It's for sure that businesses, e-commerce, brands, and organizations will soon live, thrive, and grow inside the metaverse.

It's predicted that the metaverse market size will reach **\$800 billion by 2024**, and as a result, the metaverse will create 10,000 jobs over five years. Businesses will search for innovative ways to be part of this new digital ecosystem, assuring their presence by forming creative alliances and increasing their market and brand reach beyond our expectations. They will start developing cross-industry strategies never seen before, and some are already happening.





The metaverse trends that are

# changing the future

## Why make an effort to exist in the metaverse?

The market growth of the metaverse is just one indicator of where the future of the internet is inevitably taking us.

**Martin Migoya, Globant CEO & Co-founder, describes the metaverse as “a space to maximize customer and employee engagement that will open the doors for the reinvention of how existing brands connect with their consumers and the opportunity for a new breed of fully digital ones to grow their business.”**





Consumers, organizations, and employees will be already experiencing the metaverse in just a few years. In fact, “Gartner expects that by 2026, 25% of people will spend at least one hour a day in the Metaverse for work, shopping, education, social media, and/or entertainment.”

**The metaverse will tear down barriers digitally, reinventing our physical world through two main paths:**

1. A new paradigm shift in the relationships, experiences, and processes between companies and employees, platforms and users, brands and consumers, organizations and clients.

**“The metaverse is the next evolution of our social interactions. Many brands have already been exploring the space and creating innovative experiences. Still, we understand that companies need a holistic view of their existence within the metaverse to succeed, with a goal of creating complementary experiences to other connections they have with their customers.”**

Matías Rodríguez, VP of Technology of Globant’s Metaverse Studio.

2. As our digital identity takes the main stage, there will be a re-creation and co-invention of our physical world. A new digital culture, economy, e-commerce, and community will be born.

“...**avatars** emerge as digital identity, an extension of ourselves in the virtual space. These avatars will become a conduit for seamlessly connecting real and virtual worlds. They are an ‘augmentation, [they] will eventually become an integral part of our everyday lives and define who we are.”

These two paths are woven through the different metaverse trends already emerging.







# Gaming your integration strategy

Investing in gaming will become a huge focal point for many organizations. Distribution, engagement, and “the **testing and learning** in the gaming space today will be important in figuring out how to integrate into the metaverses of the future.”

Kevin Janzen, Globant’s Managing Director of Gaming, Media, and Metaverse, explained that

***“the game space has been an accelerator of technology because it’s a fun way for companies to engage with the tech and profit quickly. 3D graphics, augmented reality, and virtual reality started as gaming technologies and quickly became much more than that. The same is happening with the metaverse.”***

As brands and businesses create new immersive experiences, it will be important to create them with a Human-Centered Design (HCD) approach. Organizations will need to invest in research so they can identify not only why these experiences add value, but also how they can be improved in the future.

There will be a substantial effort to incorporate content with in-game experiences, emphasizing interactivity and VR immersion. For example, Netflix will adapt the popular game Assassin’s Creed into a series and create content through a team-up with game publisher Ubisoft.

Spotify recently **announced** Spotify Island, the first music-streaming brand to be part of Roblox. It will be an opportunity for users to create sounds together, artists to connect with fans, hang out, and have access to exclusive virtual merch.

Even school and leisure activities will have gaming elements. For example, Roblox aims to launch **educational video games** in classrooms.







According to Forrester Research,  
(Designing The Metaverse, May 2022),

**“It’s also important because conducting discovery research lets you gauge whether XR is the right medium in the first place and, if it is, which flavor of XR (AR, MR, or VR) is the best fit, as Matias Rodriguez, VP of Technology at Globant, told us.”**





# A unified experience between metaverses - is it possible?

Similar to the real world, users seek the same freedom of movement in the metaverse, where interoperability and interconnectedness play a key role. "...**interoperability is crucial** to connect multiple metaverse projects so that users can enjoy a unified experience while participating in numerous socio-cultural activities, just as it happens in the real world.

In most instances, companies view interoperability as it pertains to the metaverse as being able to take assets from one world into another. While there will be some of this in the future, we need to adjust our expectations given the economics of this technology. Companies should balance consumer expectations and consider interoperability standards when creating assets for the metaverse.

Some organizations are actively working towards interoperability. Decentraland, a 3D virtual world browser-based platform where users buy virtual plots of land as NFTs via the MANA cryptocurrency, is adding four other decentralized metaverse platforms. Avatars will be able to move within each platform, access activities (auctions and concerts), interact with different audiences, and use their assets in marketplaces. The components of the metaverse that can be interoperable are avatars, services and features, APIs, storage, assets, and gaming collectibles.



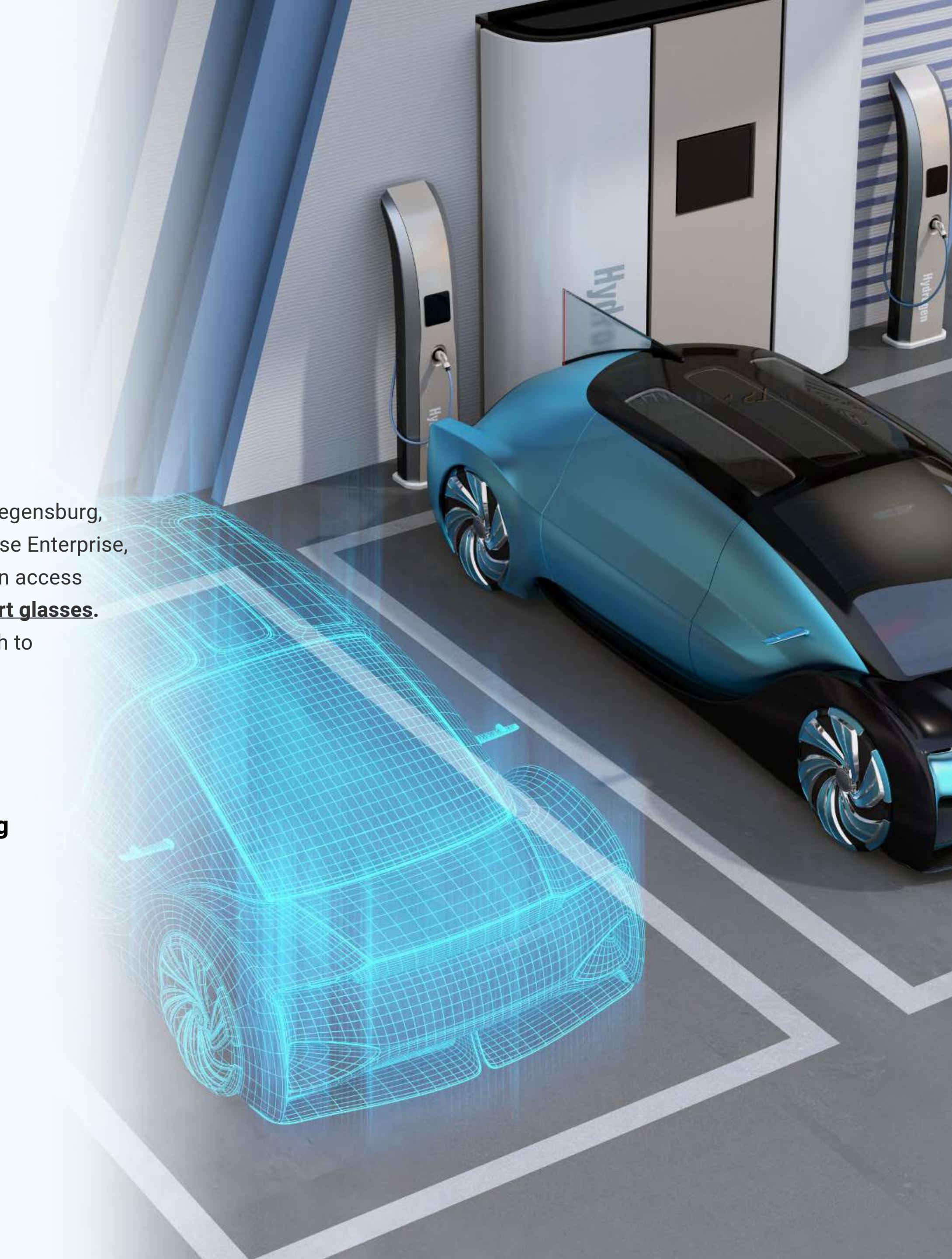
# Digital twins represent **advantages for both businesses and consumers.**

Digital twins are the digital representation of synchronized entities from the real world, “such as **assets, systems, things, and even persons**, that could be represented by data provided by sensors, control systems, state machine status, user interaction, CAD (2D/3D), schematics, specifications, location, pictures, applications’ workflows, and persisted data, among others.” Alterations in the physical one are mirrored in the digital twin, making “These intrinsic properties ... one of the fundamental **building blocks of the metaverse.**”

Digital twins represent massive possibilities and advantages for industries and businesses and how we interact with them. For example, internal organs are being replicated and studied in the medical sector, with the automotive and aircraft industries also leveraging them. In 2020, **the digital-twin market generated more than \$3 billion** in sales. For clothing businesses, having a digital twin may allow customers to try clothes before purchase, having an avatar matching their exact dimensions and measurements.

BMW has a digital twin of one of their factories in Regensburg, Germany. The physical plant, developed by Omniverse Enterprise, has a virtual 3-D identical replica that customers can access through a handheld tablet, VR headset, or even **smart glasses**. They plan to build another plant in Hungary and wish to implement digital twins at all their facilities soon.

**The impact of digital twins will include cutting down operational costs, reducing the waste of physical resources, and increasing safety and convenience.**





# Virtual economies will continue to take shape.

Blockchain technology, a fundamental building block for the metaverse, enhances security and lowers risk when buying or selling digital assets like NFTs. **NFTs** allow customers to digitally own art, music, and real estate within the metaverse. **Trading volume** rose by 704% between Q2 2021 and Q3 2021, drawing attention to the rapid increase in these transactions.

**“NFTs could be used in the metaverse as a deed to virtual property,”** granting exclusive VIP access to visit a place, virtual or real-life event, release branded merchandise, or give unique benefits to followers. It could even help sell real estate in the metaverse through smart contract features.

The use of coins in a metaverse realm will also rise, introducing approximately **100 coin projects this year**, including AXS, MANA, and SAND. AXS is one of the first cryptocurrencies used in the metaverse. Sandbox, for example, is an Ethereum gaming platform based on blockchain that uses the SAND coin. It’s also one of the organizations with the highest NFT sales on OpenSea. They recently announced their newest partnership with Snoop Dogg to make a virtual mansion in the Sandbox metaverse.

The mix of NFTs and the metaverse is a match made in heaven, as blockchain gaming will play an important role. **“With the integration of games and blockchain,** gamers could soon socialize and transact with each other without intermediaries. As a result, gamers would have more control when it comes to the gaming experience.”

**Web 3.0 will include a blockchain-based layer where users collectively manage and control their data, social networks, search engines, and marketplaces. Data ownership returns to the users as a decentralized way to store and share information, opening the door to a new digital decentralized finance realm.**





# A new working reality as the virtual and physical worlds merge.

Technology is reinventing everything, and the way we work is not an exception. We have blurred the lines between physical and virtual work with digital nomads, remote-first companies, and hybrid models.

Extraordinary talent requires extraordinary experiences. What does “extraordinary” mean when it comes to people’s experiences? It’s no longer about pushing things at them. It’s now about making a digital ecosystem that gives them the means to engage fully. Technologies like the metaverse can lift experiences out of the ordinary.

Virtual reality can provide new benefits. It has proven to be well received as a learning platform, as seen by **94%** of Intel’s trainees who asked for more VR-based courses. It can also positively impact job performance.

It even enabled Airbus to reduce the duration of maintenance processes by **25%**. Additionally, VR could help overcome Zoom fatigue. Many companies are choosing metaverses as a virtual space for their internal events and even exploring game platforms (or similar) to encourage employee engagement and company culture.

## **Organizations can already enjoy some of the following uses:**

- Meetings can be highly collaborative and gamified.
- Recruiting can be done within the metaverse, so the new hire can join the company from any place globally and feel a thrilling experience.
- The metaverse can accelerate onboarding and learning. People have a virtual place identical to the physical location where they will work and start practicing and interacting.





## 69% of survey respondents believe the metaverse is playing a crucial role in remote work.\*

\*2022 Metaverse Survey

The metaverse will also impact the realm of work and the new experiences it could offer. For example, Nvidia's Omniverse Enterprise, Meta's Horizon Workrooms, and Microsoft's Mesh are designed to empower work in a virtual world by facilitating working remotely through mixed reality applications represented as a 3D avatar.

At Globant, we work to help our clients monetize and optimize their presence in the metaverse while developing initiatives that align with the future of work for our employees in our **Virtual Campus**. Users can experience Globant's culture, products, and history through a personal avatar and even meet co-workers. They can generate synthetic environments to run simulations, do role-playing, interact with an audience through quizzes, and host events, sales summits, and parties. We are excited to continue to see this digital space transform in the coming months.







# The metaverse will reinvent industries

Cathy Hackl, CEO at Futures Intelligence Group, described the metaverse as “**a convergence of physical and digital. It is about shared experiences and persistent content.**” This convergence shows up in various industries, providing opportunities for retail, financial services, EdTech, healthcare, and travel.





According to Forrester Research, (The State Of The Metaverse, March 2022), **“Consumers will choose to shop, bank, work, play, learn, and exercise in the immersive world just as they choose to in the physical one — only with their choice of infinite appearances, friends, and locations — with a whole new set of interactions and experiences we’ve yet to conceive.”**

The metaverse generates a creative economy that allows for collaboration regardless of location, connecting people who may otherwise be unable to interact and increasing access to goods and services.

For example, the **banking industry** can sometimes feel cold and faceless, as more transactions that once required an in-person interaction occur online. Banks can use the metaverse to enhance the customer experience, developing new ways to engage with them such as virtual branches with digital assistants embedded in them.

The **healthcare industry** uses immersive metaverse experiences to decrease pain levels in specific procedures. It’s also providing a safer, comfortable environment for patients with mental health issues, so they may share personal details with a professional, opening a door for those who otherwise may not seek help.

Everything inside the metaverse relates to your digital identity. Who you are, your actions, how you dress, and the people you spend time with offer behavioral data organizations can use to

create customized experiences in the digital and physical world. This information attracts brands from various industries to develop meaningful experiences for the users, granting them the behavioral patterns from the virtual world that extend into the physical one.

Companies, brands, and celebrities are exploring the metaverse to reinvent their relationship with clients and employees, bringing new life to offerings and products. While the average consumer is not making purchases based on the metaverse yet, that will soon change.

**“Advertising and marketing will focus on creating ads based on the consumer’s history and those of the people they interact with inside the metaverse, a practice that will lead consumers to discover new things due to shared experiences.”**

Ritesh Menon, VP of Technology, Globant.

**32%**

**of the respondents have brands they use providing experiences or products in the metaverse.\***

\*2022 Metaverse Survey

**58%**

**of marketers** plan to integrate the metaverse “extremely to very” well into their 2022 marketing strategies. 55% of marketers believe the metaverse will positively impact marketing.”\*







# Future **risks** & **challenges**

New experiences and enhanced digital identities increase the need for a heightened emphasis on cybersecurity. The kind of interactions we will see in this virtual world are unique - we are not prepared for them and cannot test them yet. And the risk is higher as well. You can personify another individual in the metaverse instead of just stealing their data.

**74% of respondents think the metaverse will present important risks and challenges.\***

\*2022 Metaverse Survey

We are also accustomed to interacting with a page. We can leave a comment to an individual, but we are constantly interacting within a platform. We will interact with platforms and people within the

metaverse, so the security barrier should be much higher than it is right now.

***“When the current virtual world transforms into the metaverse, we will have to adapt to new types of attacks,”*** explains Sebastian Arriada, CloudOps & Cybersecurity Studio Partner at Globant. We currently test against systems, but not against people. We will need to develop new mechanisms to identify new types of vulnerabilities and test against them.

Privacy is a significant concern, but there are also ethical issues around accessibility to the metaverse and its anonymity. These should be societal issues that we should work together to overcome. Ultimately, technology should work to make the world a better place. The metaverse presents us with the potential to co-exist between real-life experiences and virtual ones in a safe and fulfilling way for all users.

**Only 29% of survey respondents currently believe the metaverse is a safe place to interact with others.\***

\*2022 Metaverse Survey



How today's immersive experiences

# shape the metaverse

Art expressions are continually evolving and finding new ways to come to life.  
The metaverse will be an extension of this evolution.

From **fashion to social media to sports, companies are building their business and engaging** with customers in the metaverse in exciting ways:

**24%**

**of respondents have increased  
their interest in a brand because of  
a metaverse experience.\***

\*2022 Metaverse Survey



# Shaping the **future of music**

**The Musicverse** is Pixelynx's bet on transforming the music industry. With the objective to "blur the lines between music, blockchain and gaming," Richie Hawtin and Joel Zimmerman's venture developed an augmented reality music game. **Globant was part of their strategic partnership**, which combined our expertise in emerging technologies with Pixelynx's world-class team of music pioneers and developers.

Pixelynx's new immersive world will allow players to socialize, attend concerts, and win one-of-a-kind NFTs created by their favorite artists. Meanwhile, musicians will have the chance to launch their interactive environments and monetize them through social music experiences, an ecosystem that will change the relationship between artists and fans.

Transforming the music experience is a collective task. To support the next generation of artists and startups, Pixelynx launched Lynxlabs, a program that offers funding and advice from top gaming studios.





# Digital couture

The fashion industry was one of the first to step into the metaverse space. Veronica Futaoka, Product Director at Globant, explains that

**“There are industries that are more aligned to creating new worlds with digital commerce in the metaverse because of what they do. Fashion is one of those industries.” The future of fashion may be happening in games where you least expect it.**

During **Converge 2021**, Cathy Hackl said: “I wholeheartedly believe that the world’s next Coco Chanel is probably a nine or 10-year-old girl designing skins in Roblox.”

The famous luxury fashion house **Balenciaga** partnered with Epic Games to release its collection of **virtual outfits**. These made a high-fashion brand more accessible to younger generations. To build a spirit of community and self-expression, the company created a unique hub in Fortnite called Strange Times, where gamers will find virtual Balenciaga stores. The virtual collection includes Fit Back Blings and Speed Sneakers that Fortnite gamers can purchase to create their unique style.

The hub invites gamers to meet with other fashion lovers, exchange outfits, and see the unique styles featured on the virtual city’s

billboards. In addition, Fortnite x Balenciaga released a physical collection of outfits available for purchase on their online store.

When **Louis Vuitton** commemorated its 200th anniversary, the brand released **Louis The Game**, combining the complexity of old-fashioned games with the novelties of the most recent metaverse platforms.

The game’s main character, Vivienne, is a friendly avatar that players can customize with Louis Vuitton fashion wear. The players’ mission is to explore different virtual worlds to find 200 birthday candles and collect unique items while reviving Louis Vuitton’s heritage. The artist Beeple also participated in this virtual experience, creating 30 NFTs scattered around the game for players to win.

**Zara** joined forces with the South Korean collective Ader Error to be one of the fashion names displayed in the metaverse. Together, they created the **AZ Collection** to connect with new audiences and generations. From A to Z aims to be a source of creativity, individuality, and culture.



# Chipotle's successful launch in the metaverse

For more than 20 years, Chipotle has offered free burritos during Halloween to customers showing up at its locations wearing a costume. The pandemic impacted this tradition, so Chipotle offered a free burrito to the first 30,000 gamers who visited their virtual restaurant on Roblox to engage with customers differently.

Players would first visit Roblox's virtual restaurant: a location with all the physical features of the in-person restaurant, from the traditional chairs to art hanging on the walls. Players could then go to Chipotle's Boorito Maze to win unique in-game items.

While the offer was not without its kinks, curiosity among video game players and Chipotle fans spread, so much so that there were people still playing even though the Halloween season had ended.

Tressie Lieberman, vice-president of digital and off-premise at Chipotle, **says** we are "going to optimize our strategy in the metaverse in general and think about how we're going to continue to show up in Roblox. The metaverse, in particular, provides many opportunities. It's a new frontier to shake things up and take risks and push in new ways we haven't seen before."



**No one has the metaverse wholly figured out. Part of the journey to discover how to use it best to transform businesses is to pilot the unprecedented.**



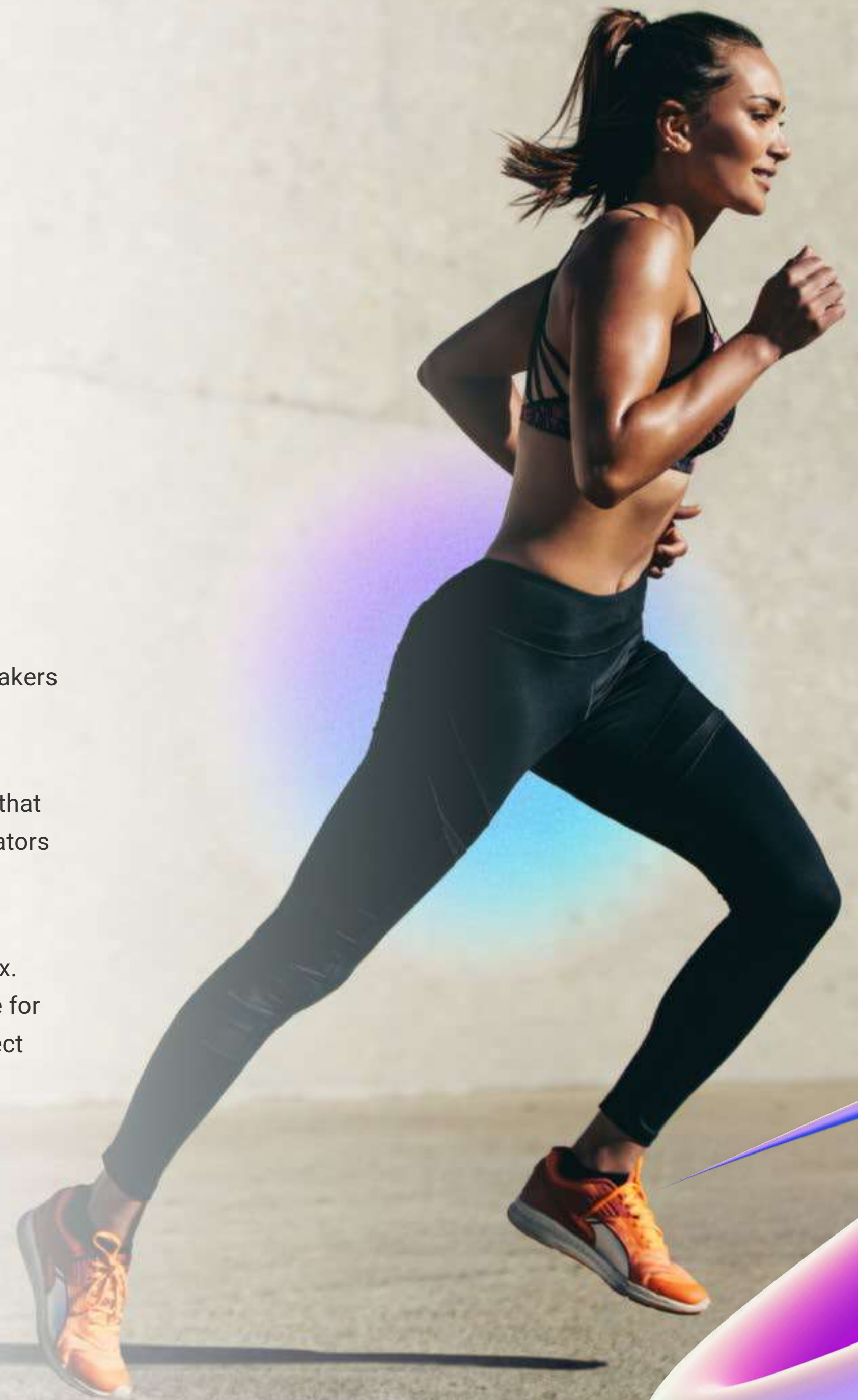
# Nike and RTFKT



Nike recently acquired RTFKT, a brand that explores the interaction between the physical and digital spaces and the potential of NFTs to bring creativity and e-commerce together. Born in the “crypto culture,” RTFKT creates metaverse sneakers and collectibles that people can use and wear in different online spaces.

President and CEO of NIKE, Inc. **John Donahoe** claimed that it is “...another step that accelerates Nike’s digital transformation and allows us to serve athletes and creators at the intersection of sport, creativity, gaming, and culture.”

The company also created **NIKELAND**, a virtual space in the popular game Roblox. Intending to turn “sport and game into a lifestyle,” NIKELAND is a virtual universe for creativity. Players can create their mini-games and explore the showroom to select Nike’s collection.





# Disney explores a new way to tell stories.



Photo by [www.sirchandler.com.ar](http://www.sirchandler.com.ar)

Disney is looking to augment the experience of its theme parks and explore new interactive entertainment experiences. Bob Chapek, CEO at Walt Disney Company, said this new chapter is the **“perfect place to pursue our strategic pillars of storytelling excellence, innovation, and audience focus.”**

Although we envision the metaverse as a virtual space that people can access through the internet, the company aims to build its own by merging the physical and virtual worlds. Disney’s **“virtual-world simulator”** would track visitors through their mobile phones and project personalized 3D images on some of the park’s objects and buildings, allowing visitors to interact with their most beloved Disney characters.

Without the need for a headset, this experience would remove the limitations of wearing a VR device and provide an augmented reality experience to several visitors while tailoring the vantage point of individual users.



# Final Thoughts

The word reinvention will be linked to the metaverse for most industries. The metaverse is expected to transform the tech sector, as many companies will be creating the architectures, hardware, and software that will power the metaverse version of Web 3.0.

The metaverse will offer industries, brands, and creators unimaginable possibilities for new business and new ways to express themselves and engage with others.

**“We want to help our clients rethink the consumer experience and reinvent their business models for the future,”** states Matías Rodríguez, VP of Technology of Globant’s Metaverse Studio.

**Organizations that choose to reinvent themselves by exploring metaverse opportunities will, without a doubt, secure their place in today’s increasingly competitive market. The metaverse presents a big new world of possibilities. Be brave and explore it.**





# There is so much **more you can do with these insights!**

We are a team of professional researchers, designers, and subject-matter experts that put knowledge into action.

We create strategy reports and envision scenarios that help businesses reinvent themselves.

Contact us at [sentinel@globant.com](mailto:sentinel@globant.com) and take the next step into a more insightful strategy.

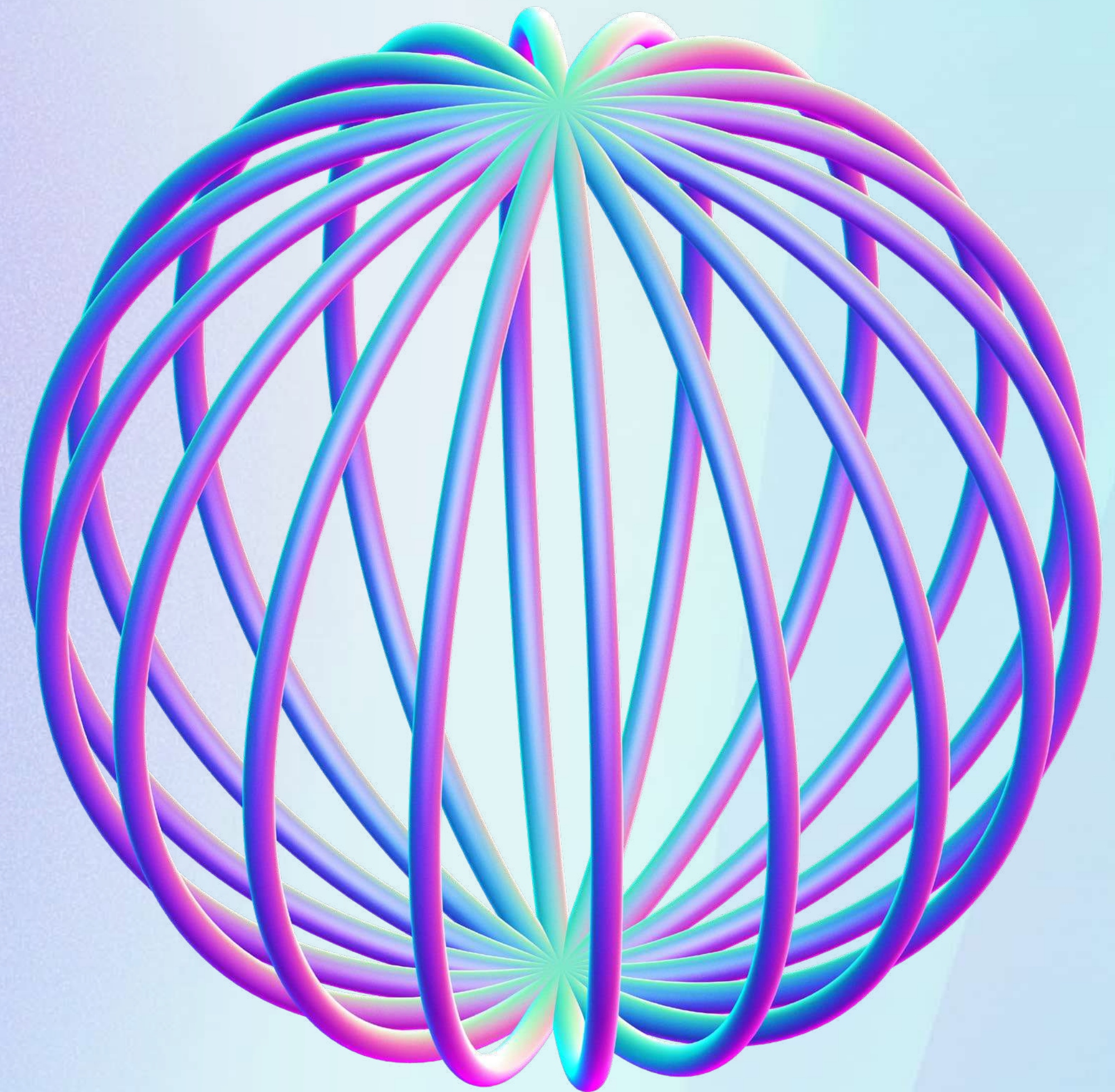


# The team **that brought these insights together**

We'd like to thank the following Globers for sharing their insights and expertise:

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We'd also like to thank all of **Globant's designers and developers** who were integral to creating this Sentinel Report.





# About Globant:

We are a digitally native company that helps organizations reinvent themselves and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We have more than **23,500** employees and we are present in **18 countries** working for companies like Google, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

For more information, visit [www.globant.com](https://www.globant.com)

Discover more about [Globant Metaverse Services](#)





# DISCLAIMER

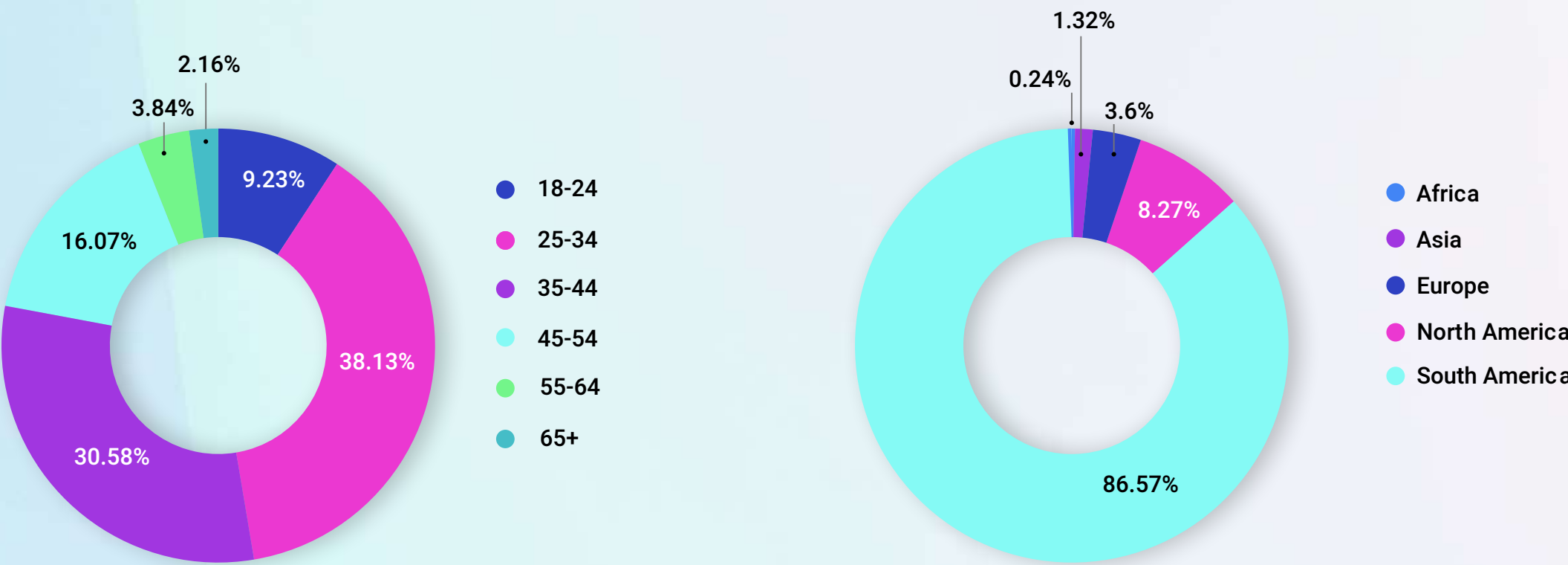
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## SURVEY METHODOLOGY AND DEMOGRAPHICS

\*The 2022 Metaverse Survey was produced by Globant. The online survey represents 834 members from our database of technology professionals from around the globe. The survey was completed between April 18-25, 2022.

\*Note: Graphics are rounded to the nearest percentage and may not add up to exactly 100%



## CITATIONS

\*Gartner®, "What is a Metaverse?" January 28, 2022. [Link: <https://www.gartner.com/en/articles/what-is-a-metaverse>]

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