SUTHERLAND®

A METAVERSE OF OPPORTUNITIES:
WITH TRUST AT THE HEART

Is your business ready to lead with trust and safety?

As metaverse pioneers find new ways to engage customers, bad actors will find new ways to commit fraud. Building a foundation of trust and safety is key.

VIRTUAL OPPORTUNITY, REAL WORLD VALUE

The metaverse will connect the world in ways never seen before. It presents a myriad of business opportunities, especially for early adopters.

The global metaverse marketplace is poised to reach **1.5 trillion in 2030** — and it already is disrupting every sector of the economy.[1]

$4,115

A digital Gucci bag sold for **$4,115,** exceeding the price tag for the physical accessory.

$450,000

An NFT collector paid **$450,000** to become Snoop Dogg's virtual neighbour.

$20M

Fortnite paid entertainers **$20M** for a single concert.

79%

of metaverse users have made a purchase.[2]

95%

of business leaders expect an impact within 10 years.

1 https://www.pwc.com/gx/en/industries/technology/publications/economic-impact-of-vr-ar.html
2 https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/value-creation-in-the-metaverse

EARLY INVESTORS HELPING TO SHAPE THE METAVERSE

Meta

In 2021, Facebook bet big on the metaverse when it changed its name to Meta. Since then, it has invested heavily in the development of VR hardware and software for the metaverse, to the tune of **$13.7B in 2022.**[3]

SONY

KIRKBI

EPIC Games has gathered **$2B** in investments for building the metaverse and supporting continued growth.[4] Their investors include big hitters such as Sony and Kirkbi, Lego's Parent company.

Google

Google set-up a **$39.5M** PE fund for projects with a focus on AR.[5] The aim is to launch some of their most successful products, such as Google Maps and YouTube, in the metaverse.

3 https://techcrunch.com/2023/02/03/metas-reality-labs-lost-13-7-billion-on-vr-and-arlastyear/
4 https://www.epicgames.com/site/en-US/news/sony-and-kirkbi-invest-in-epic-games-to-build-the-future-of-digital-entertainment
5 https://www.parcl.co/blog/top-10-companies-investing-in-the-metaverse

ADOPTION IS GROWING...

With every new platform, more people are being introduced to the metaverse, and the number of daily users keeps on increasing.

2012	**2017**	**2021**	**2022**
1k	**18k**	**200k**	**67.3k**
The Sandbox	*Decentraland*	*Meta Platforms*	*Roblox*[6]

...and so is the amount of data collected about users

The metaverse will collect, store and rely on more personal data than ever before — and such data collection is involuntary and continuous.

20 minutes in a VR simulation	=	**2 million** recordings of body language[7]

6 https://www.demandsage.com/how-many-people-play-roblox/
7 https://www.devex.com/news/sponsored/opinion-the-challenges-of-protecting-data-and-rights-in-the-metaverse-103026

MORE DATA, MORE POTENTIAL DATA MISUSE

Data leaks

Personal and sensitive data at risk in the metaverse includes real-world information about user habits, personas, voices, surroundings and physiological characterics.

This spells danger.

The risks of underestimating these dangers range from identity theft to financial fraud, and even discrimination and reputational damage to the victims of a data breach.

Social Engineering Attacks

In a social engineering attack, cybercriminals pretend to be from a trusted organization, and use psychological manipulation to trick them into giving away sensitive information.

In metaverses, social engineering attacks will become easier and more powerful, and, thus, more frequent.

PIONEERS MUST ADDRESS RISK TO BECOME LEADERS

In a virtual world that is open to data misuse, the real winners will be businesses that work hard to protect their users, resulting in more engagement and commercial opportunity.

Safety by design: 3 steps to earning customer trust in the metaverse

Managing customer data
Transparent standards backed up by next-level compliance systems and processes.

Maintaining identity security
From multi-factor authentication to hardware support, innovative solutions are needed to tackle identity verification.

Enhancing content moderation
A combination of AI and human content moderation will be required to fight abuse or misinformation.

WHAT COMES NEXT?

Metaverse spaces offer an unprecedented level of opportunity and risk. Navigating these spaces successfully will require:

Rigorous investigation and research.

A willingness to invest in and engage with virtual spaces to establish expertise.

An ironclad commitment to embedding trust and safety into the foundations of the metaverses we take part in.

Sutherland is your trusted partner to ensure safe metaverse operations. Want to learn more?

Let's talk.

We make digital
human™

sutherlandglobal.com
sales@sutherlandglobal.com
1.585.498.2042

Sutherland is an experience-led digital transformation company. Our mission is to deliver exceptionally designed and engineered experiences for customers and employees. For over 35 years, we have cared for our client's customers, delivering measurable results and accelerating growth. Our proprietary, AI-based products and platforms are built using robust IP and automation. We are a team of global professionals, operationally effective, culturally meshed, and committed to our clients and to one another. We call it One Sutherland.

SUTHERLAND®