

KPI6

What opportunities lie within the Metaverse

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KPI6 Suite

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Exploring the Metaverse

On October 28th 2021, Facebook announced the launch and rebranding to Meta instead of Facebook.

The rebranding is said to have no impact on the existing Facebook products or service, it is intended to facilitate the expansion of the brand as a whole.

The Metaverse is the flagship launch under the new identity of Meta. The Metaverse is essentially a virtual or augmented reality experience where users are interaction with a computer generated environment.

The essential components to understand in order to analyse the current state of the Metaverse, is the role of NFTs in the Metaverse, the recent stock price crash, and the potential ban of Europe for Facebook.

3 PRIMARY AUDIENCES

NFTs



Stock Price



Facebook shutting down
in Europe



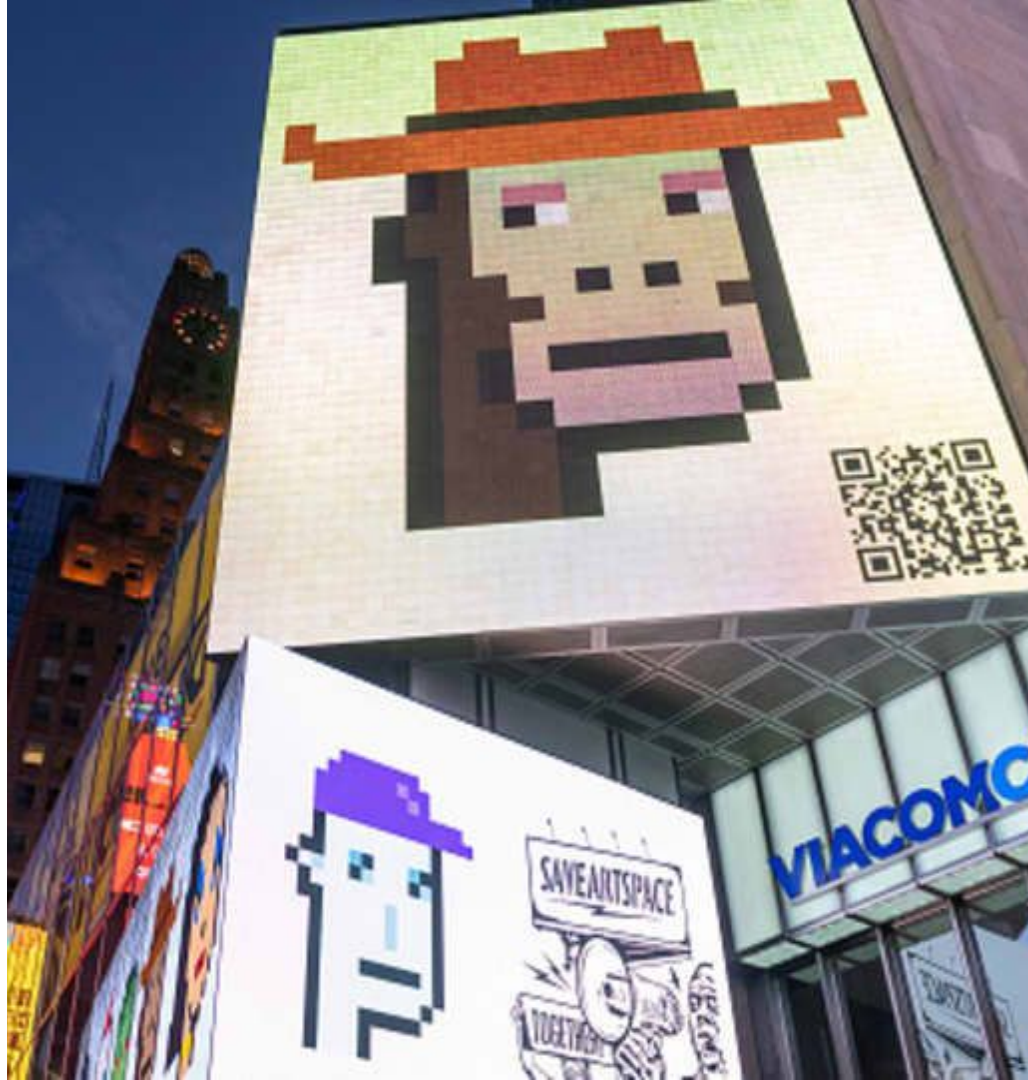


NFTs in the Metaverse

An NFT (non-fungible token) is a critical component of the Metaverse. The Metaverse is built around digital art, digital designs, and digital content.

These aspects will be primarily developed through the platform of NFTs.

Understanding how people are reacting to NFTs within the Metaverse is a key component for comprehending audience opinions towards the entire Metaverse.





DEMOGRAPHICS: NFTs in the Metaverse

On the right we can see a demographic breakdown of those reaction or responding to NFTs within the Metaverse.

There is an almost even gender split, with slightly higher levels of females. Overall it seems that there is a very positive response to NFTs within the Metaverse. The primary age range is by far 25-34 years old.

These results are at face value surprising, we would not typically associate NFTs with a primary age range of 25-34. However, the reason for this spike within this age range is due to an episode of the Ellen DeGeneres show where she creates an NFT and then sells it for 33K for charity. This show has a primary demographic within this age range.

Top Gender

Female

53%

Top Sentiment

Positive

93%

Top Age

*25-34
years old*

45.5%

Top Entity

Ellen DeGeneres



EMOTIONAL ANALYSIS:

NFTs in the Metaverse

We have previously found a very positive sentiment within this audience, and this is further supported when digging deeper into the range of emotions as seen on the right.

We can see extremely high levels of admiration, and significantly lower levels of disapproval.

The most likely reason for these levels of disapproval is that some people feel they are missing out of the NFT craze or do not approve/understand it and do not support NFTs becoming more mainstream.

ANALYSIS OF EMOTIONS

The aggregation of the emotions expressed by online users, extracted, and analyzed through AI

Top 3 Emotions

Admiration: **63%**

Disapproval: **23.5%**

Joy: **6.6%**



PROFESSION & EMPLOYMENT STATUS:

NFTs in the Metaverse

When initially glancing at the top three professions we see within this audience we can immediately see that NFTs are for everyone, for people from a wide spread of backgrounds and professions.

There is also a consistent trend of the most popular employment statuses being employed full-time and a student.

Top 3 Professions

Investor

16.7

Vet

8.3%

Promoter

8.3%

Top 3 Employment Statuses

Full-time

44.23%

Student

14.76%

Unemployed

13.05%



EDUCATION: NFTs in the Metaverse

Here we will be exploring the different educational levels within our audience. We can see a consistent spread of the top three educational levels.

These most popular educational levels total 84% of the total audience, and all involve a form of education.

Therefore, we can see that this audience is primarily educated or currently pursuing and education of some form.

This makes a lot of sense as NFTs are very complicated to understand and purchase.

Education levels of the NFTs in the Metaverse AUDIENCE

Audience educational level analysis

Top 3 educational levels

A blue icon of a school building with a flag on top.	Schooling until age 18	31.47%
A blue icon of a graduation cap.	University Degree	29.81%
A blue icon of a person sitting at a desk with a computer monitor.	Trade / Technical school	22.64%



DEMOGRAPHICS:

Metaverse Stock Price

In early February, the stock price of Meta dropped by 27% overnight. Since then it has continued to drop by another 14%.

On the right we can see the demographic analysis of the audience primarily interacting with the Meta stock price on social media.

We can see a mostly positive sentiment, and an audience of primarily males in the age range of 25-34.

Top Gender

Male

68%

Top Sentiment

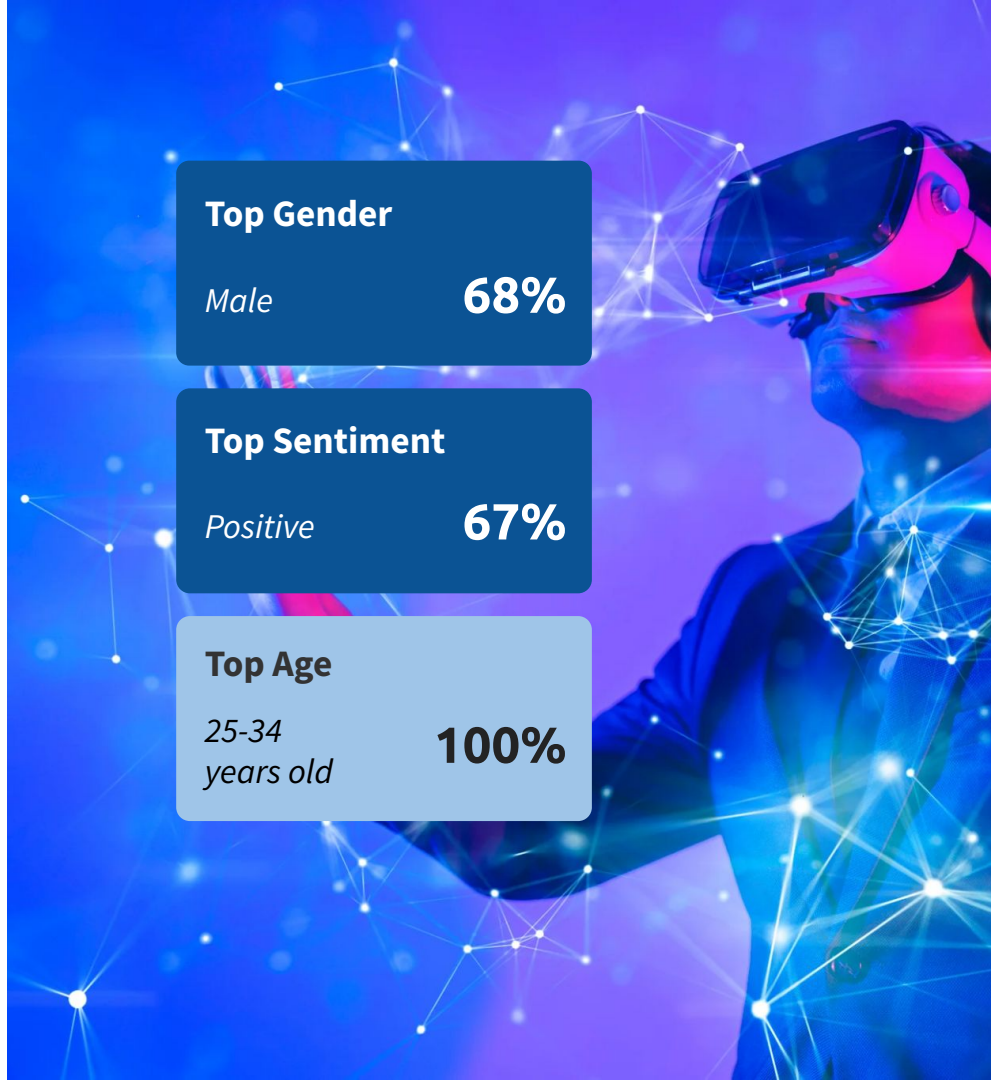
Positive

67%

Top Age

*25-34
years old*

100%





EMOTIONAL ANALYSIS:

Metaverse Stock Price

We can see the top emotional response of disapproval, and close following of admiration, and a smaller level of smirking.

The high levels of disapproval are clearly due to many people losing money overnight, and their frustration towards the people's response that led to the stock price crash.

The levels of admiration and smirking that we see are most likely due to many seeing this as an opportunity to purchase more stake in Meta.

ANALYSIS OF EMOTIONS

The aggregation of the emotions expressed by online users, extracted, and analyzed through AI

Top 3 Emotions

Disapproval: 57.5%

Admiration: 25.6%

Smirk: 5.2%



EMPLOYMENT STATUS:

Metaverse Stock Price

On the right we can see that the top three above average employment statuses are student, part-time worker, and unemployed.

These results are very interesting and are not the typical expected distribution. We can see a distinct trend that this audience is not employed full-time, instead this audience had extremely above average levels of students and part-time workers.

This is because there is a current trend to invest in stocks earlier and while in school. This is in part due to stock trading becoming more and more accessible and easy for people to take advantage of, through apps such as Acorn and RobinHood.

Top 3 Above average employment statuses

Student

19.2%

Part-time worker

16.48%

Unemployed

13.85%



EDUCATION: Metaverse Stock Price




On the right we can see the top three educational levels of our audience, these being very similar to our previously viewed audience.

This trend seems to be because the Metaverse is still in its infancy, and those diving deeper into its implications, or use cases are typically those who are more educated and wanting to keep up with the latest news and trends within technological development.

Education levels of the NFTs in the Metaverse AUDIENCE

Audience educational level analysis

Top 3 educational levels

 University Degree	30.25%
 Schooling until 18	28.45%
 Trade / Technical school	23.22%



Facebook Shutdown

In order for Facebook to continue providing its service in Europe a new transatlantic data transfer framework will need to be accepted.

If this does not occur, Facebook will shutdown in Europe.





DEMOGRAPHICS:

Facebook Shutdown

It is important to understand the demographics of those who are affected by this shutdown and are speaking out.

We can see a primarily male audience in the age range of 25-34. Unsurprisingly the primary sentiment towards this news was negative. It is slightly surprising to not see higher levels of negative response. However, some people are shifting their views from being upset to no longer wanted Facebook in the first place.

As they see this decision as profit focused and not prioritizing the users. It would not be impossible for Facebook to remain open despite the current privacy legislation in Europe, it would simply be far less profitable.

Top Gender

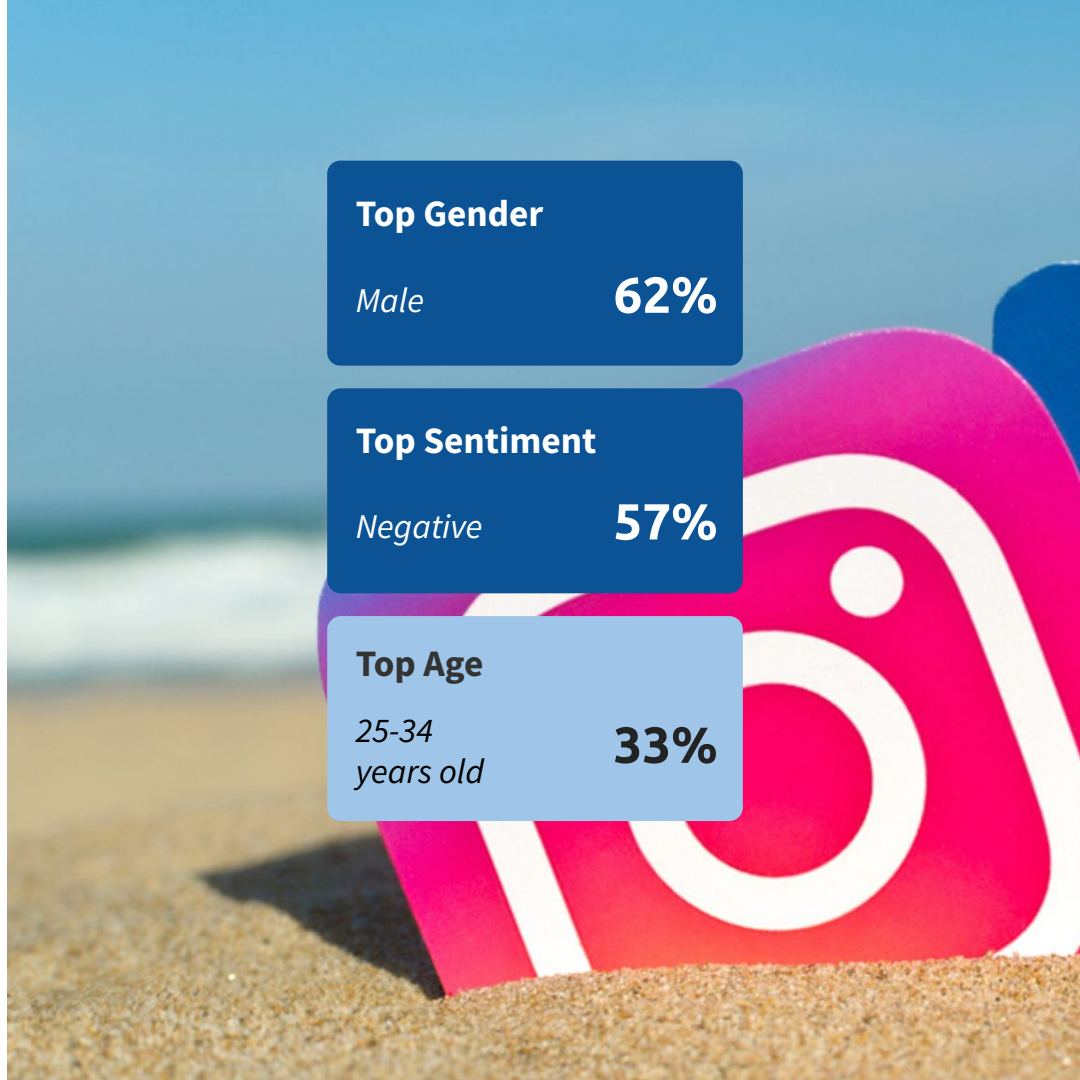
Male **62%**

Top Sentiment

Negative **57%**

Top Age

*25-34
years old* **33%**





EMOTIONAL ANALYSIS:

Facebook Shutdown

It is not surprising to see the top two emotional reactions being disapproval and anger. It is clear that many users are very upset about potentially losing Facebook.

Currently around 82% of Europe use Facebook.

We can also see that many people are expressing their admiration for others who are standing up for this change and speaking out to voice their opinion, and for the EU not giving in and changing their privacy legislations simply due to the threats of a large corporation.

ANALYSIS OF EMOTIONS

The aggregation of the emotions expressed by online users, extracted, and analyzed through AI

Top 3 Emotions

Disapproval: 60.9%

Anger: 17.7%

Admiration: 9.7%

Key Takeaways

KEY PRAGMATIC INSIGHTS THAT CAN BE LEVERAGED FOR PRODUCT DEVELOPMENT AND SALES

1

One of the crucial insights from this research is that the use and focus of the Metaverse will surround artistic expression, content creation, lifestyle, and business/work.

- a.** Artistic expression - the Metaverse is intended to be one of the primary display functions and interaction methods for NFTs, promoting and supporting the artists that create NFTs. This will be critical asset and path to market for artists to sell, advertise, or promote their work. Whether their work is currently an NFT or not, it can become an NFT and monetized within the Metaverse.
- b.** Content creation - content creators will have a new outlet for their craft, the Metaverse will give rise to new mediums of content creation. It is critical to understand the audiences within the Metaverse to more accurately target and keep up with the newest trends within content creation.
- c.** Lifestyle - the augmented reality component of the Metaverse is an ideal opportunity for companies within this space to expand their offerings to better tailor towards use within the Metaverse. There will also most likely be a significant increase in sales once the Metaverse is launched.
- d.** Business/work - the Metaverse has a strong use case value proposition for businesses and those in school or working from home. Therefore, it is essential to target and adapt these practices and associated products to support and better lend themselves to the Metaverse.

2

It is also very important to highlight the consistently high positive reactions towards the Metaverse and its associated components.

- a.** The positive response and reaction of the public further amplifies the impact of the previously mentioned takeaways. As the Metaverse will most likely have a positive public reception and will be used and supported by a large user base.
- b.** Therefore, it is instrumental to understand and analyse the Metaverse for the next product or service to develop or promote.
- c.** It is important to acknowledge that the Metaverse has not fully launched, and could potentially not come to fruition, however, this initial positive response and enthusiasm speaks to the Metaverses potential success and impact.



**Learn more about
what the
Metaverse means
for you**

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