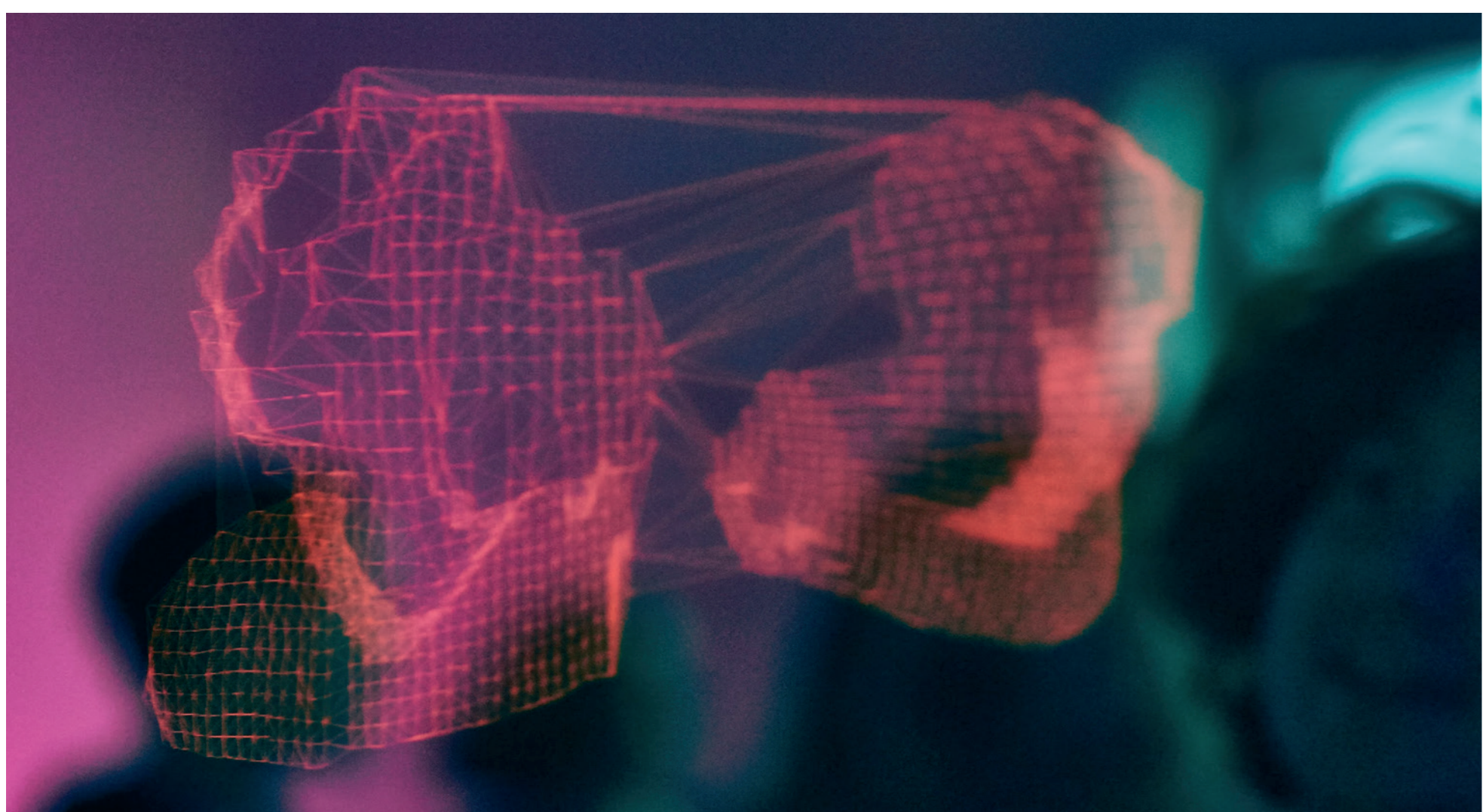


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DIVE INTO THE METAVERSE

From Roku to Roblox, it seems like everyone is talking about the Metaverse these days. So, what is the Metaverse and why is it so important to understand?

“Coined in *Snow Crash*, Neal Stephenson’s 1992 sci-fi novel, the term refers to a convergence of physical, augmented, and virtual reality in a shared online space.” – The Verge July 22, 2021

Major media and social networking companies see the Metaverse as the internet of the future. But it is so much more than the internet as we experience it now. The Metaverse is a blending of the digital and the physical into one intertwined experience.

According to venture capitalist Matthew Ball, the Metaverse will have seven core attributes.

1. It will be “always on”.
2. It will exist in real time, just as real life does.
3. Everyone can participate at the same time with their unique individual identity.
4. It will be a fully functioning economy.
5. It will span both the digital and physical worlds.
6. It will be completely interconnected.
7. Content will be created by a wide range of contributors.

One of the earliest adopters of the Metaverse in the kid’s space was Roblox. It is one of the closest things we currently have to a true Metaverse. A place where all the content is user generated and kids can move from world to world retaining their unique identity while playing games, socializing with friends, or even earning money from their own creations.

“This new category had elements of social and 3D immersion from gaming and media, and we more and more are thinking of these tenets of a metaverse – persistence, identity, avatar, the shared cloud fabric, universal accessibility, fast jumping from place to place, and an amazing variety of experiences.” – Roblox CEO Dave Baszucki

“The metaverse isn’t only about gaming. The top digital destinations for tweens and teens—Minecraft, Fortnite (Creative), Roblox, Animal Crossing—are less focused on competition, and more on social connection, discovery, collaboration and mastery. Instead of games, many brands are creating experiences that embody their values: beautiful environments for hanging out, art or music exhibitions, and even ASMR immersions.” (Kidscreen)

“The metaverse will be different: Its creative evolution will be a collaborative give-and-take between brands and fans. An increasing number of kids’ favorite brands are digital-first, and Dubit Trends data indicates that young people spend almost as much time playing games as watching videos, and that they increasingly discover new brands and content through these games. They expect the digital world to be seamless and to evolve in response to how they use it. If you want to connect with young people in the metaverse, you need to learn to co-create.” (Kidscreen)

For the next generation of kids this may quickly become the way they experience the world, with no separation from their digital life and “their real life”.

So, what is an example of the Metaverse bridging the gap between the digital and real world?

Imagine back-to-school shopping for a virtual outfit for your child that their avatar can wear in Fortnite and Roblox, but it can also be the outfit they are seen wearing in their school photo. A photo that is paid for via digital currency and instantly delivered to the wifi enabled photo frames of relatives around the world.