

② IMPROBABLE METAVERSE POLL

An impending digital war of worlds?



Method

Improbable polled **2,800 gamers and game developers** across the UK and US to explore what the future of the metaverse looks like. Four groups were separately questioned, divided as follows:

- 1,000 US gamers,
- 1,000 UK gamers,
- 400 US developers,
- 400 UK developers.

The research was carried out by One Poll on November 18 to 29 2021. Respondents completed the survey online.

This document lays out the comprehensive poll results for **gamers.**

RESULTS FOR

US Gamers



1. To the best of your knowledge, which of the following statements describes the 'metaverse'?



A combination of multiple elements of technology, including virtual reality, augmented reality and video where users 'live' within a virtual world

70

Persistent, shared, 3D virtual spaces in a virtual universe

42

The next version of a global internet

32

The blending of physical and virtual worlds

30

An infinitely scaling virtual space with its own economy and identity system

28

In % of respondents, more than one response allowed

2. What would you personally like to use the metaverse for?

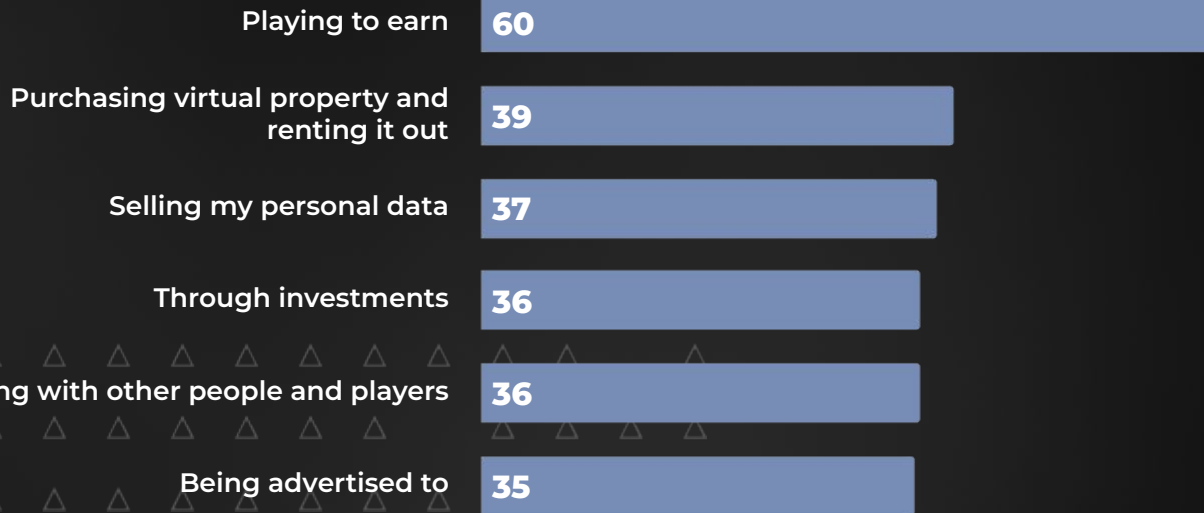
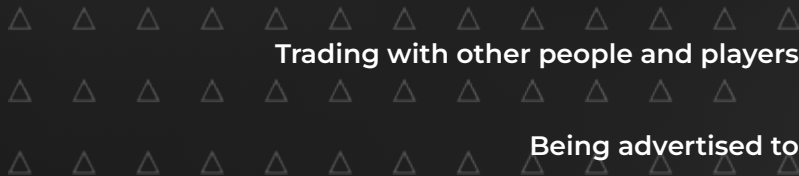


In % of respondents, more than one response allowed

3. How are you considering/would you consider earning money from the metaverse?

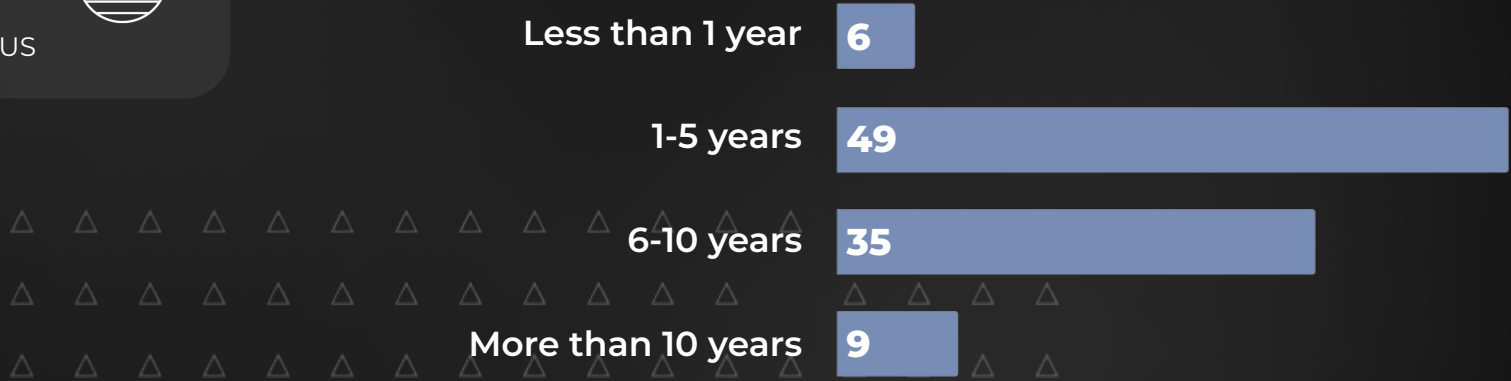


GAMERS US



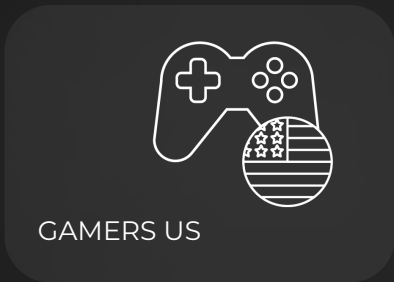
In % of respondents, more than one response allowed

4. How far away do you think we are from being able to spend time in the metaverse?



In % of respondents, only one response allowed

5. How do you think the metaverse will differ from what we already have in terms of video games and other immersive entertainment?



The metaverse will enable us to share all digital experiences globally while creating a sense of 'physical reality/space' for all participants

54

The metaverse will enable us to take previously exclusively virtual experiences into the real world and add an augmented reality layer to it

49

It will add a whole new layer to existing digital experiences, changing the way we interact with them completely

30

The metaverse won't revolutionize existing gameplay principles but it will enrich existing games with new forms of interaction

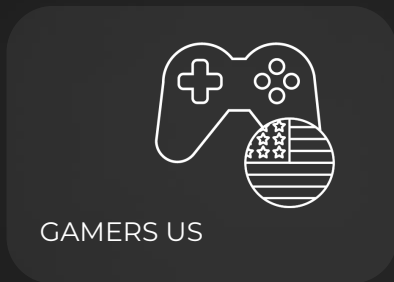
23

I think the metaverse won't have any consequences for the existing games market but will rather create a new, separate one

22

In % of respondents, more than one response allowed

6. When thinking about the future of the metaverse, which of the following would you prefer?



A metaverse created, owned and populated by users

12

Individually owned metaverses, created and owned by different companies (e.g. Facebook, Microsoft)

41

One global metaverse like the internet, which is open-source and available for all to access

47

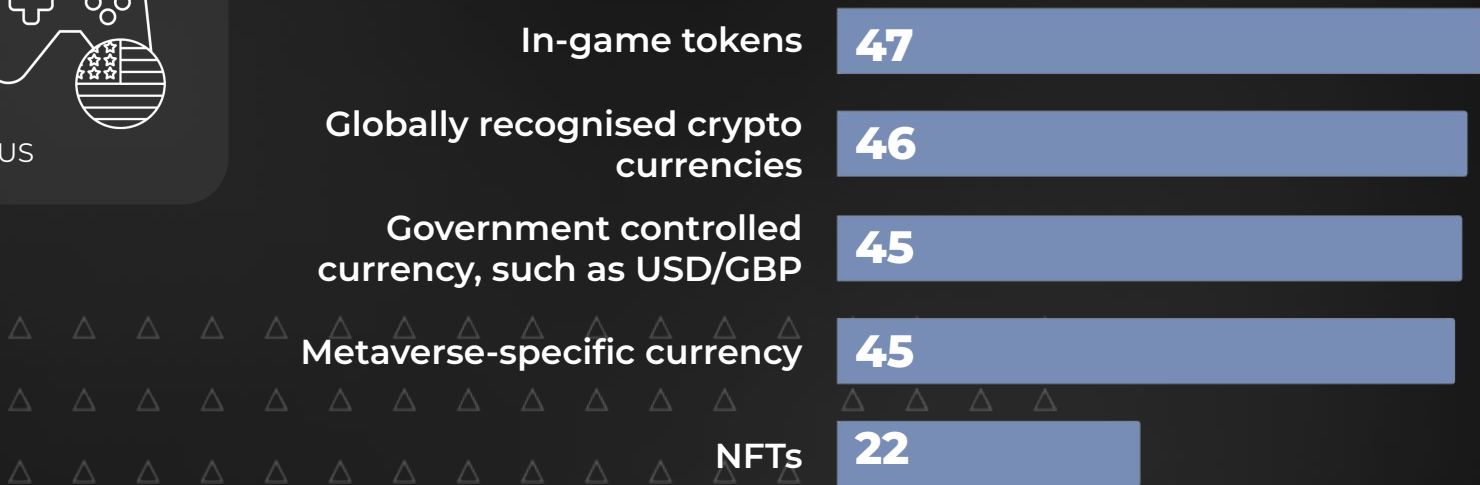
In % of respondents, only one response allowed

7. Which industry do you envisage leading the way with creating the metaverse?



In % of respondents, only one response allowed

9. Which payment and value exchange methodologies would/do you prefer to be using in the metaverse?



In % of respondents, more than one response allowed

10. When thinking about the metaverse, how important or unimportant are the following? (% “very important”)



GAMERS US

Persistence across different worlds within the metaverse (persistence = the world continues to develop even when some of the players/people are not present)

42

Cross-progression across different worlds/brands/experiences (i.e. XP, reputation or status)

31

Virtual goods being able to be taken across different games/areas/brands/IPs

31

Universal payment system across different worlds/owned by different brands

29

Different brands being able to exist within the same virtual space

28

In % of respondents ticking “very important” for each of the listed items, more than one response allowed

RESULTS FOR

UK Gamers



1. To the best of your knowledge, which of the following statements describes the 'metaverse'?



A combination of multiple elements of technology, including virtual reality, augmented reality and video where users 'live' within a virtual world

57

Persistent, shared, 3D virtual spaces in a virtual universe

42

The next version of a global internet

37

The blending of physical and virtual worlds

30

An infinitely scaling virtual space with its own economy and identity system

30

In % of respondents, more than one response allowed

2. What would you personally like to use the metaverse for?



In % of respondents, more than one response allowed

3. How are you considering/would you consider earning money from the metaverse?



In % of respondents, more than one response allowed

4. How far away do you think we are from being able to spend time in the metaverse?



In % of respondents, only one response allowed

5. How do you think the metaverse will differ from what we already have in terms of video games and other immersive entertainment?



The metaverse will enable us to share all digital experiences globally while creating a sense of 'physical reality/space' for all participants



The metaverse will enable us to take previously exclusively virtual experiences into the real world and add an augmented reality layer to it



It will add a whole new layer to existing digital experiences, changing the way we interact with them completely



△ △ △ △ △ The metaverse won't revolutionize existing gameplay principles but it will enrich existing games with new forms of interaction



△ △ △ △ △ △ △ △ △ △ △ I think the metaverse won't have any consequences for the existing games market but will rather create a new, separate one



In % of respondents, more than one response allowed

6. When thinking about the future of the metaverse, which of the following would you prefer?



A metaverse created, owned and populated by users

14

Individually owned metaverses, created and owned by different companies (e.g. Facebook, Microsoft)

32

One global metaverse like the internet, which is open-source and available for all to access

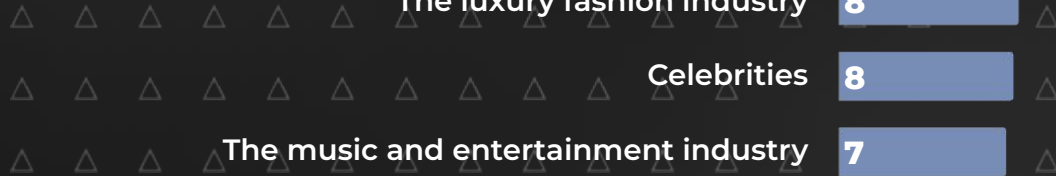
52

In % of respondents, only one response allowed

7. Which industry do you envisage leading the way with creating the metaverse?



GAMERS UK



The gaming industry	29
The technology industry	18
The AR (augmented reality) and VR (virtual reality) industry	15
The social media industry	15
The luxury fashion industry	8
Celebrities	8
The music and entertainment industry	7

In % of respondents, only one response allowed

8. What is/would be most important for you when deciding to interact with the metaverse?



GAMERS UK

Available technology to allow access across a number of different devices

26

Privacy, including the option for anonymity and personal data protection

20

Interoperability to ensure different user interfaces work together

19

Accessibility for anyone with an internet or mobile data connection

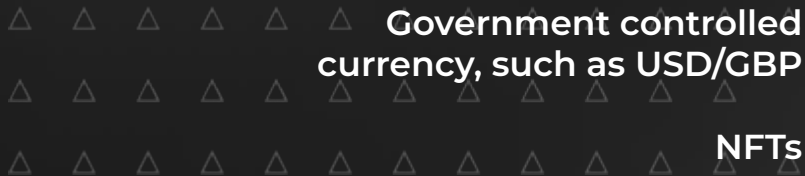
17

A regulated market, with rules and regulations governing what can and cannot be done, developed, made, used etc

17

In % of respondents, only one response allowed

9. Which payment and value exchange methodologies would/do you prefer to be using in the metaverse?



In-game tokens

46

Globally recognised crypto currencies

46

Metaverse-specific currency

37

Government controlled currency, such as USD/GBP

37

NFTs

31

In % of respondents, more than one response allowed

10. When thinking about the metaverse, how important or unimportant are the following? (% “very important”)



GAMERS UK

Persistence across different worlds within the metaverse (persistence = the world continues to develop even when some of the players/people are not present)

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In % of respondents ticking “very important” for each of the listed items, more than one response allowed

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