

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 gamers,
- 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 **game developers**.

RESULTS FOR

US Developers



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



DEVELOPERS US

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

54

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

42

The blending of physical and virtual worlds

38

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

32

The next version of a global internet

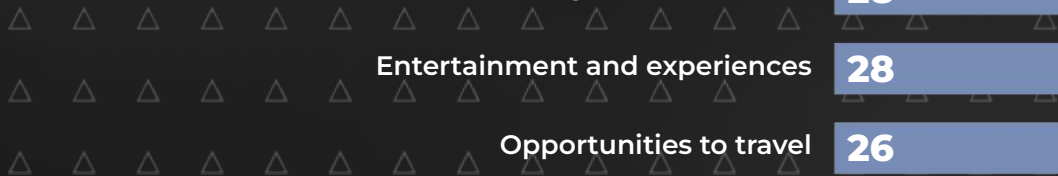
32

In % of respondents, more than one response allowed

2. Which features do/would you expect to find in the metaverse?

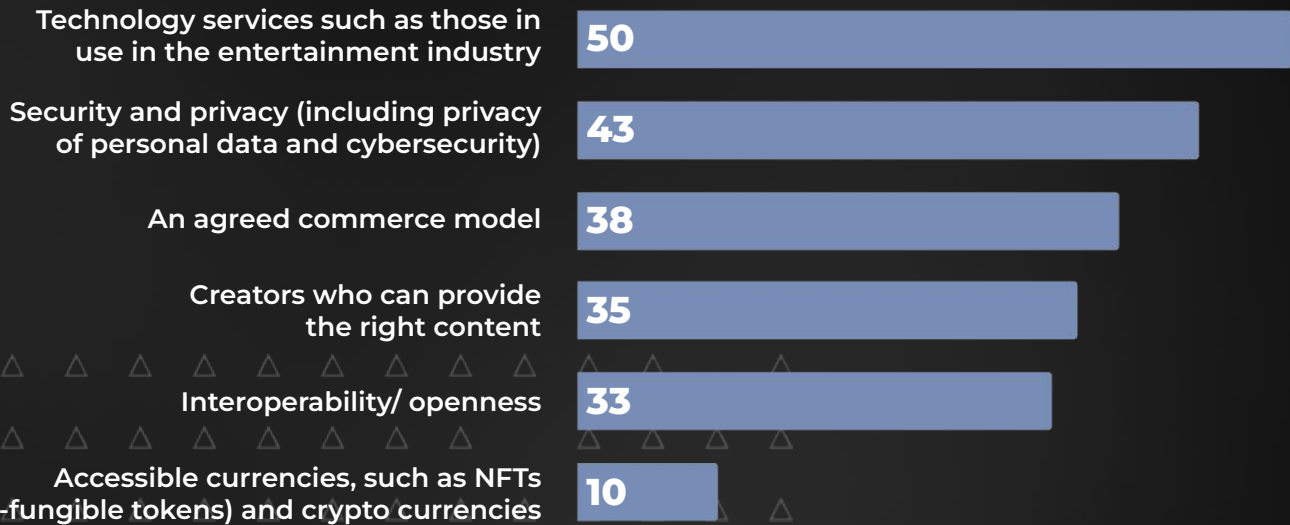
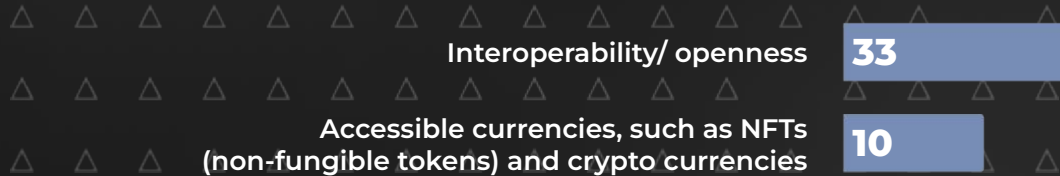


DEVELOPERS US



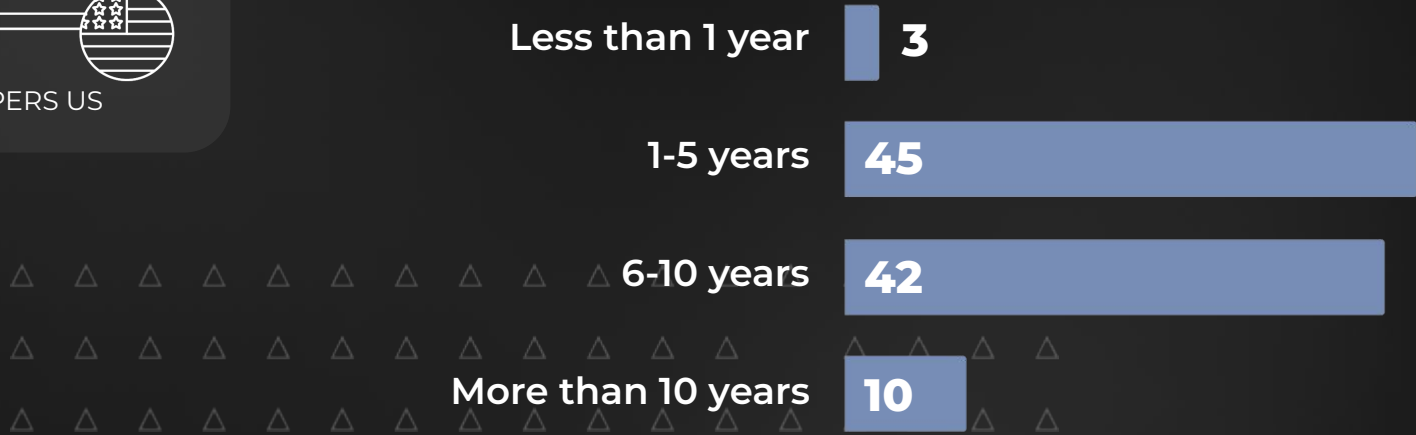
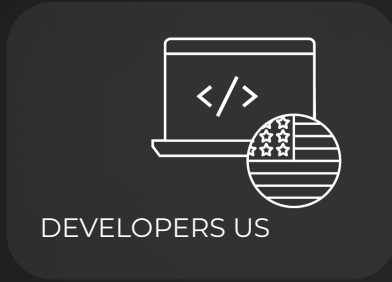
In % of respondents, more than one response allowed

3. What do/would you view as the most important components for creating a viable 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. Are you looking to develop content for massive multiplayer game experiences or other virtual worlds?



DEVELOPERS US

Yes, I am already working on something like this

56

Yes, I would like to do so in the future but I am not currently working on anything

39

No, I don't intend to work on content for massive multiplayer game experiences or other virtual worlds

6

In % of respondents, only one response allowed

6. If you are looking to develop content for virtual worlds, do you face any barriers to creating this content?



DEVELOPERS US

Yes, I have technological challenges that I need to overcome

63

Yes, I don't have the funding to fully develop my ideas

38

Yes, I am struggling to find the right expertise

29

I don't face any barriers

1

In % of respondents, more than one response allowed

7. When thinking about the future of what you imagine the metaverse to be, which of the following would you prefer?



DEVELOPERS US

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

42

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

33

A metaverse created, owned and populated by users

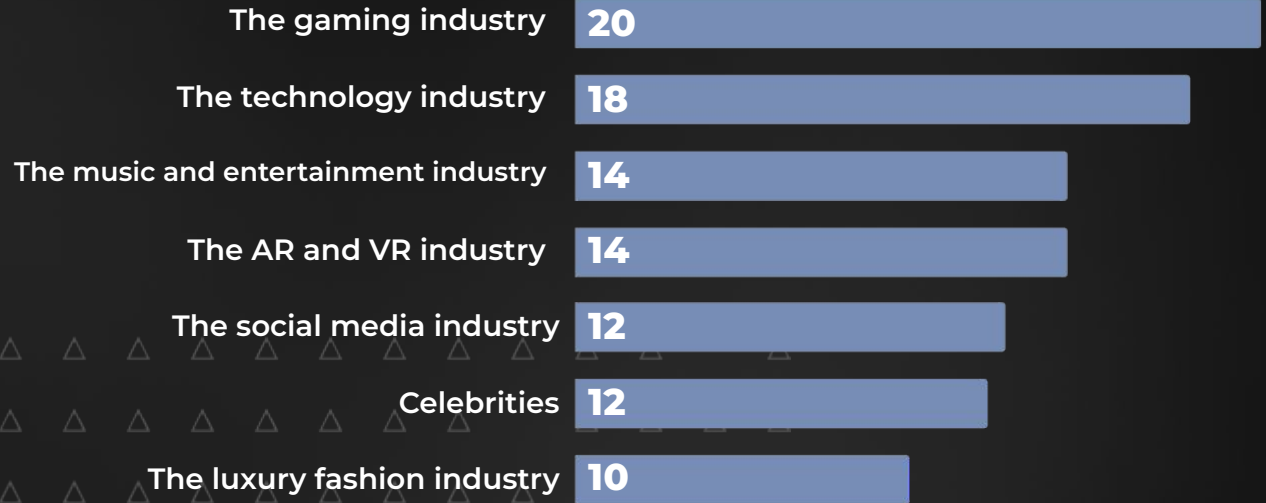
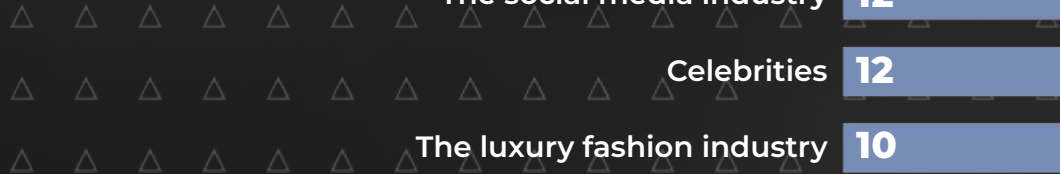
22

In % of respondents, only one response allowed

8. Which industry do/would you envisage leading the way with creating the metaverse?



DEVELOPERS US

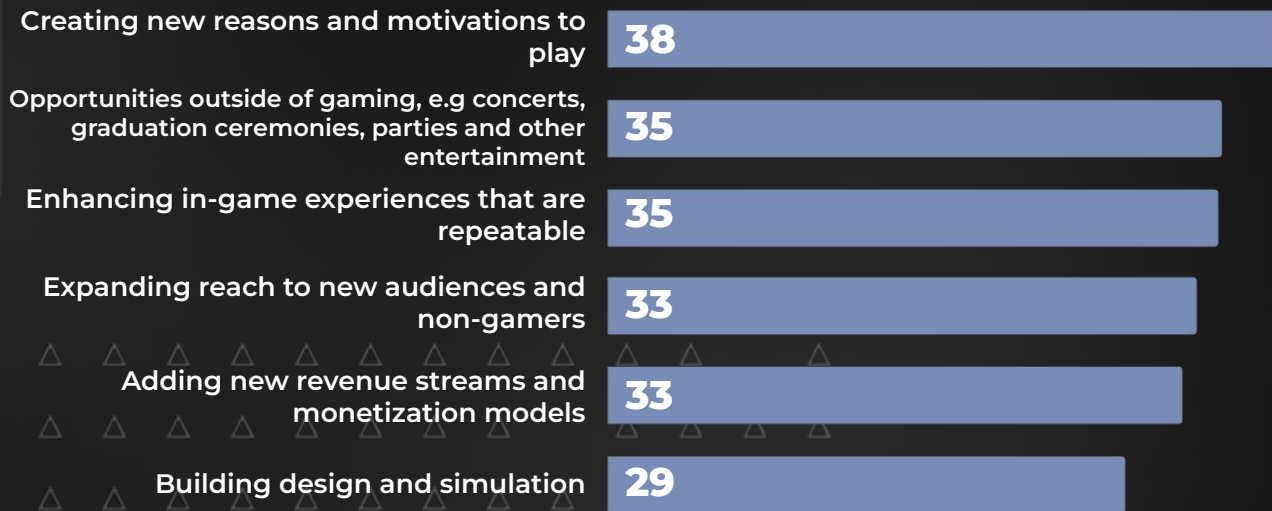


In % of respondents, only one response allowed

9. Which elements of gaming do/would you see as providing the biggest opportunity for developers and studios looking at developing content for the metaverse?

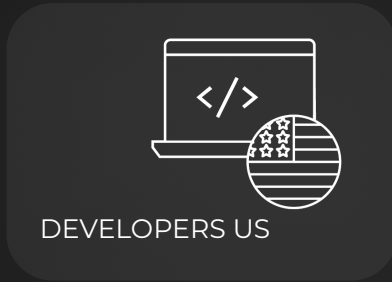


DEVELOPERS US



In % of respondents, more than one response allowed

10. What do you see as the single biggest barrier to creating the metaverse?



Privacy and ethics

17

Cybersecurity

17

Available technology

14

Interoperability and standards

14

Lack of consumer awareness and understanding

13

Accessibility and scale

13

Regulation and policy

11

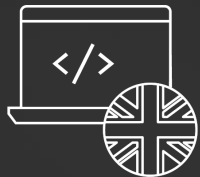
In % of respondents, only one response allowed

RESULTS FOR

UK Developers



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



DEVELOPERS UK

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

61

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

42

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

40

The next version of a global internet

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The blending of physical and virtual worlds

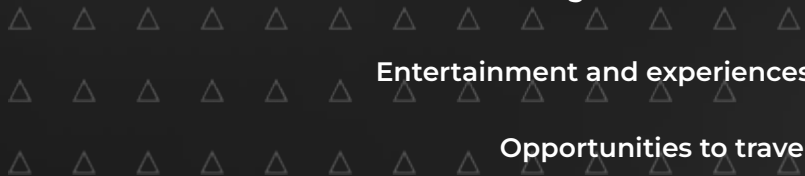
36

In % of respondents, more than one response allowed

2. Which features do/would you expect to find in the metaverse?



DEVELOPERS UK



In % of respondents, more than one response allowed

3. What do/would you view as the most important components for creating a viable metaverse?



DEVELOPERS UK

Technology services such as those in use in the entertainment industry

49

Security and privacy (including privacy of personal data and cybersecurity)

44

An agreed commerce model

43

Creators who can provide the right content

40

Interoperability/ openness

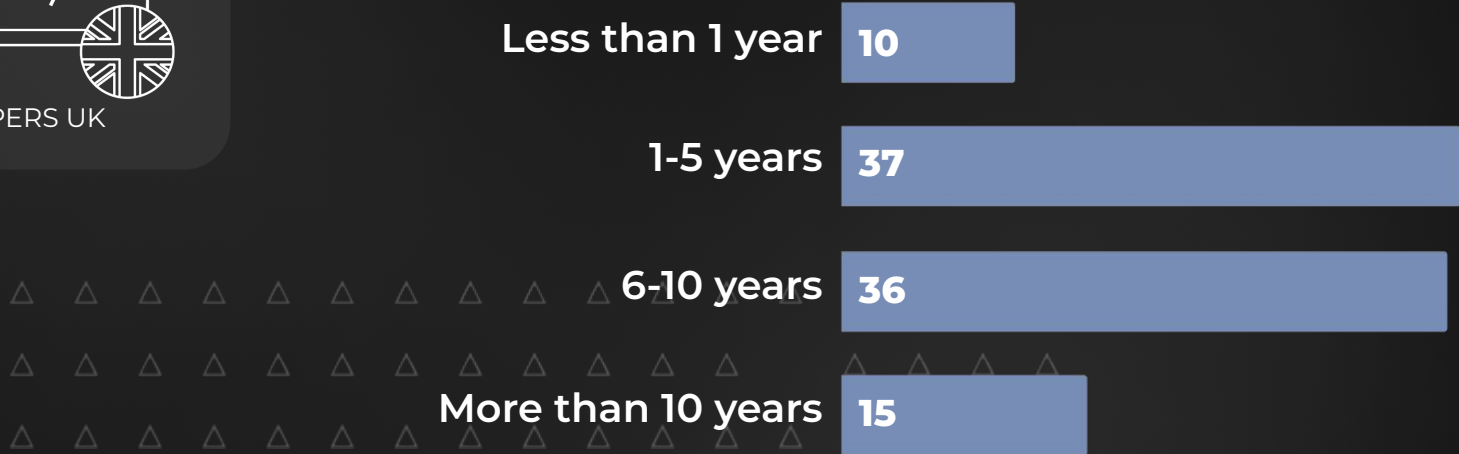
30

Accessible currencies, such as NFTs (non-fungible tokens) and crypto currencies

15

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?

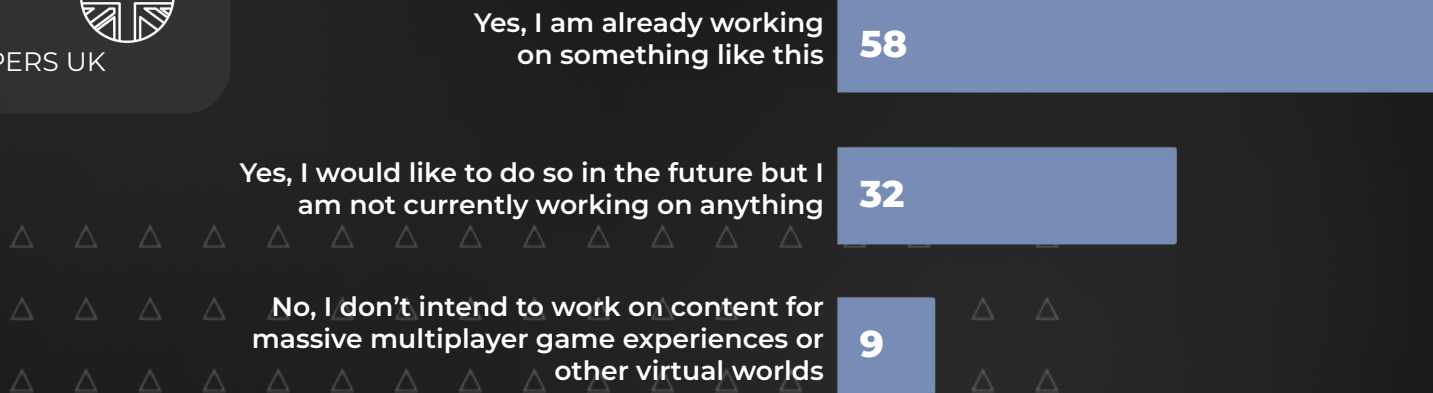


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5. Are you looking to develop content for massive multiplayer game experiences or other virtual worlds?



DEVELOPERS UK



In % of respondents, only one response allowed

6. If you are looking to develop content for virtual worlds, do you face any barriers to creating this content?



DEVELOPERS UK

Yes, I have technological challenges that I need to overcome

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Yes, I don't have the funding to fully develop my ideas

42

Yes, I am struggling to find the right expertise

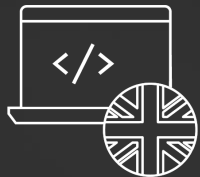
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I don't face any barriers

0

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7. When thinking about the future of what you imagine the metaverse to be, which of the following would you prefer?



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

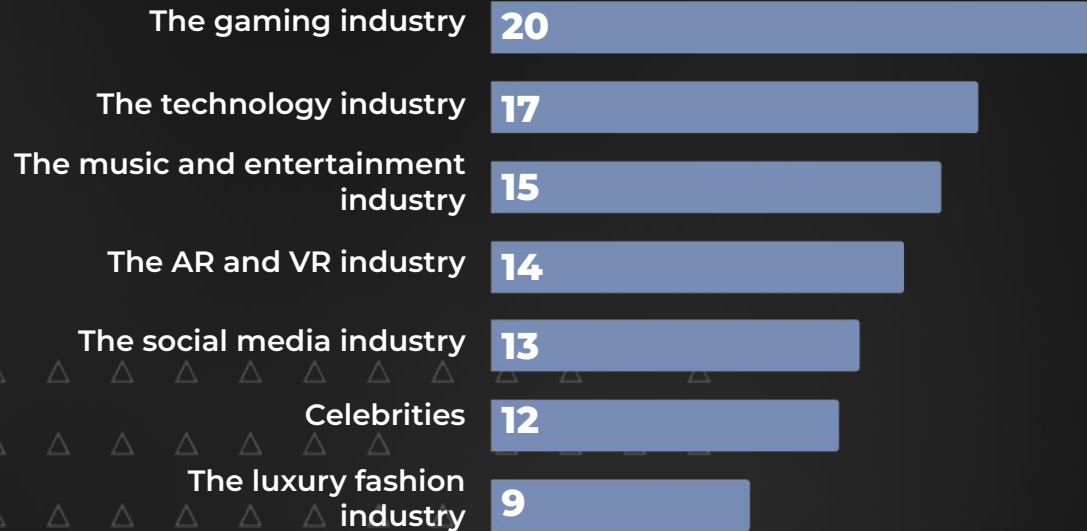
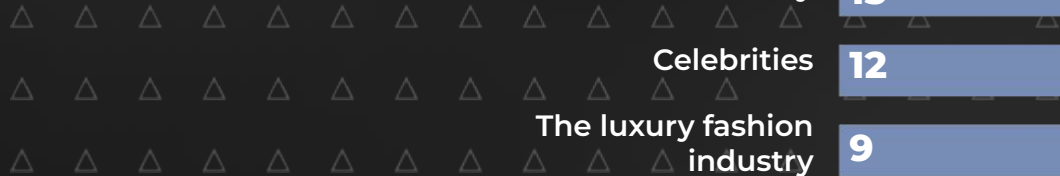
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A metaverse created, owned and populated by users

20

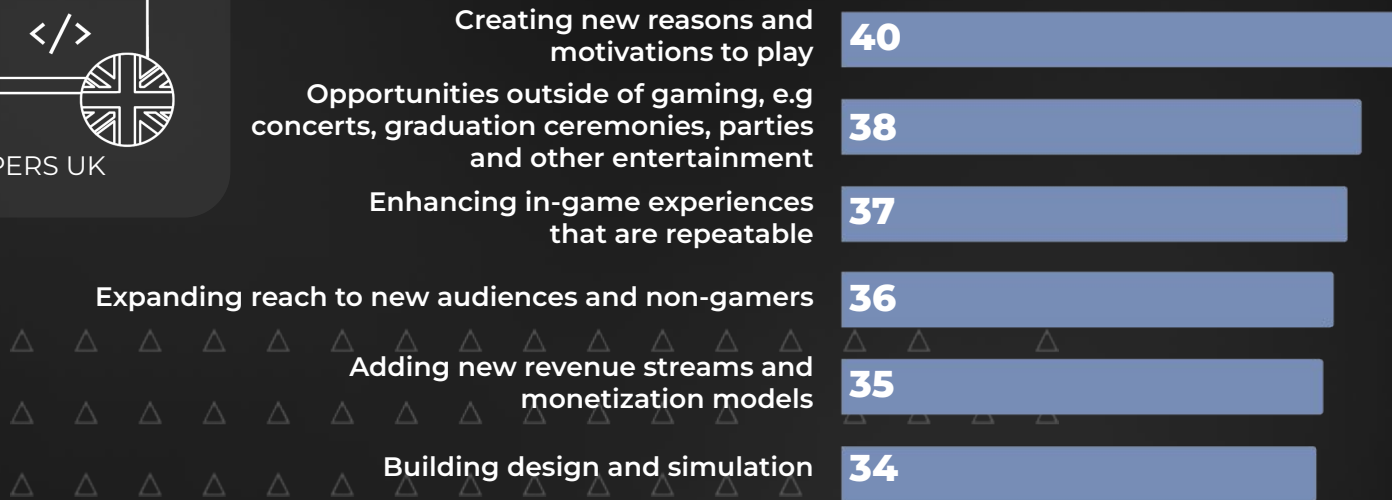
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In % of respondents, more than one response allowed

10. What do you see as the single biggest barrier to creating the metaverse?



In % of respondents, only one response allowed