

Tuesday september 12, 2022

W E ■  
A R E  
C O M

**Metaverse, Crypto, NFT...**  
**What brand initiatives ?**



# THE CLUB WE ARE COM

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The team of COM professionals passionate about their job 🚀

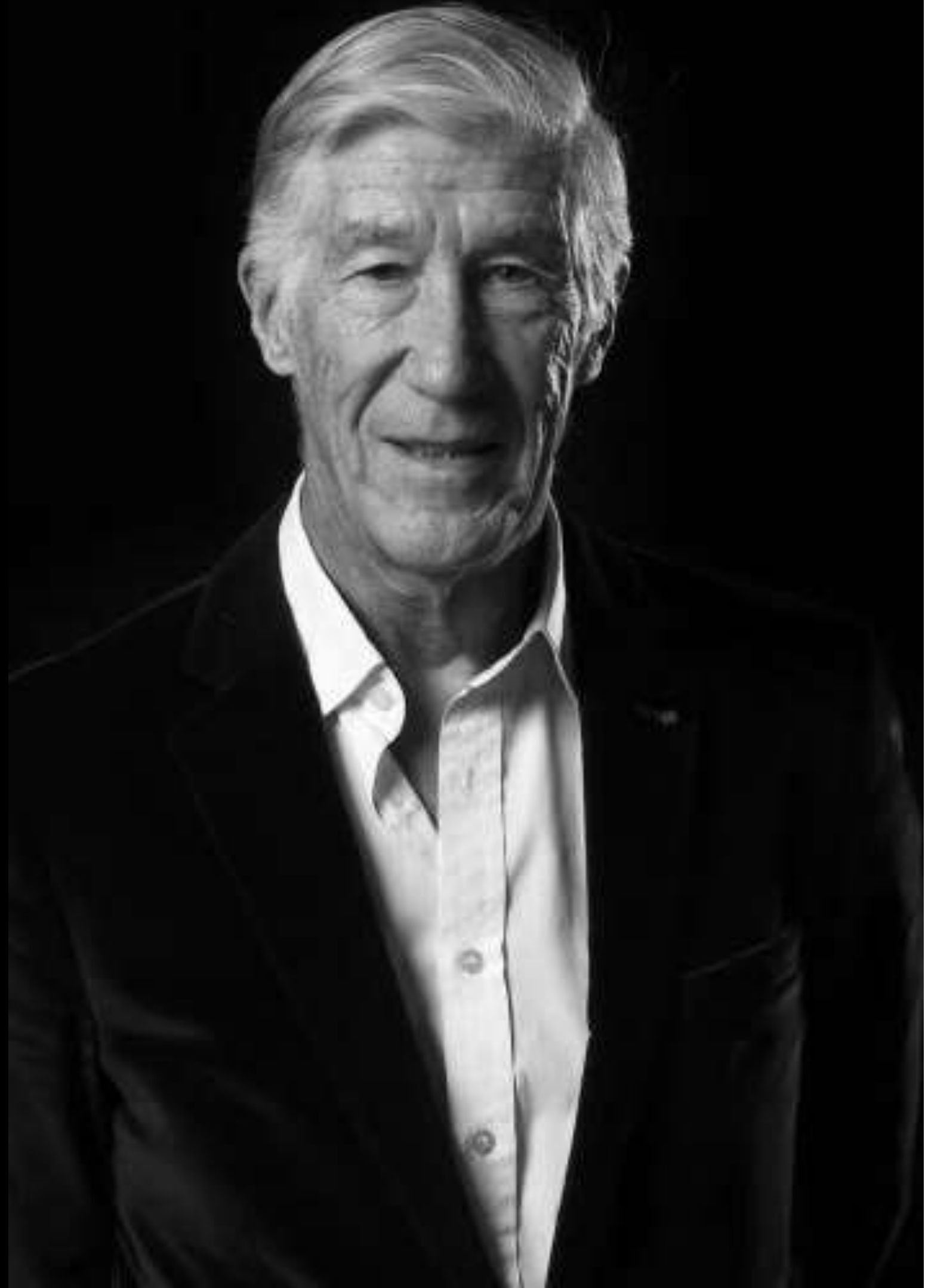
**Our goal:** Improve our skills and promote the added value to our profession in our organizations (companies, public authorities, associations, etc.)

MEETINGS BETWEEN  
EXPERTS



EXPERTS  
CONTENTS





“

*Technology does not create social ties, but technology can provide conditions that mean that by reclaiming it, we create social ties.*

”

**Joël de Rosnay, french scientific**

THE ESSENTIAL

CONCEPTS

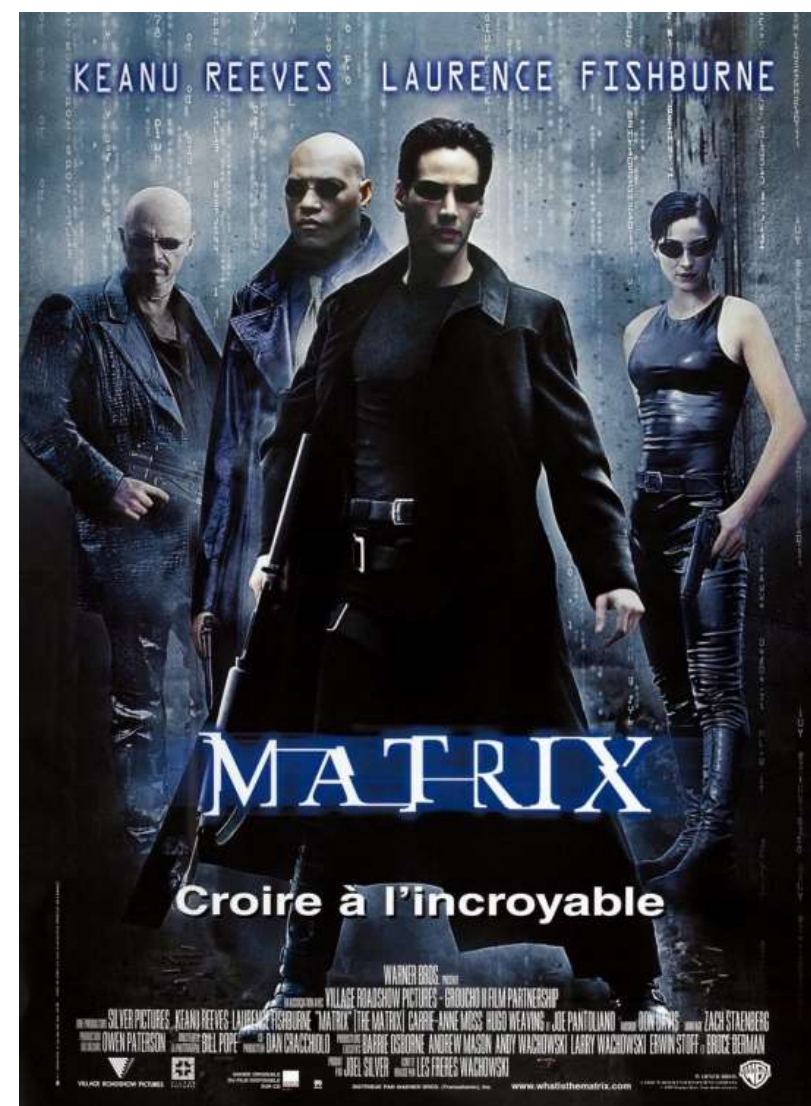
# The metaverses

A concept inspired by **science fiction**



# The metaverses

A concept democratized by the **world of cinema**



# The metaverses

A concept first explored with **Second life**



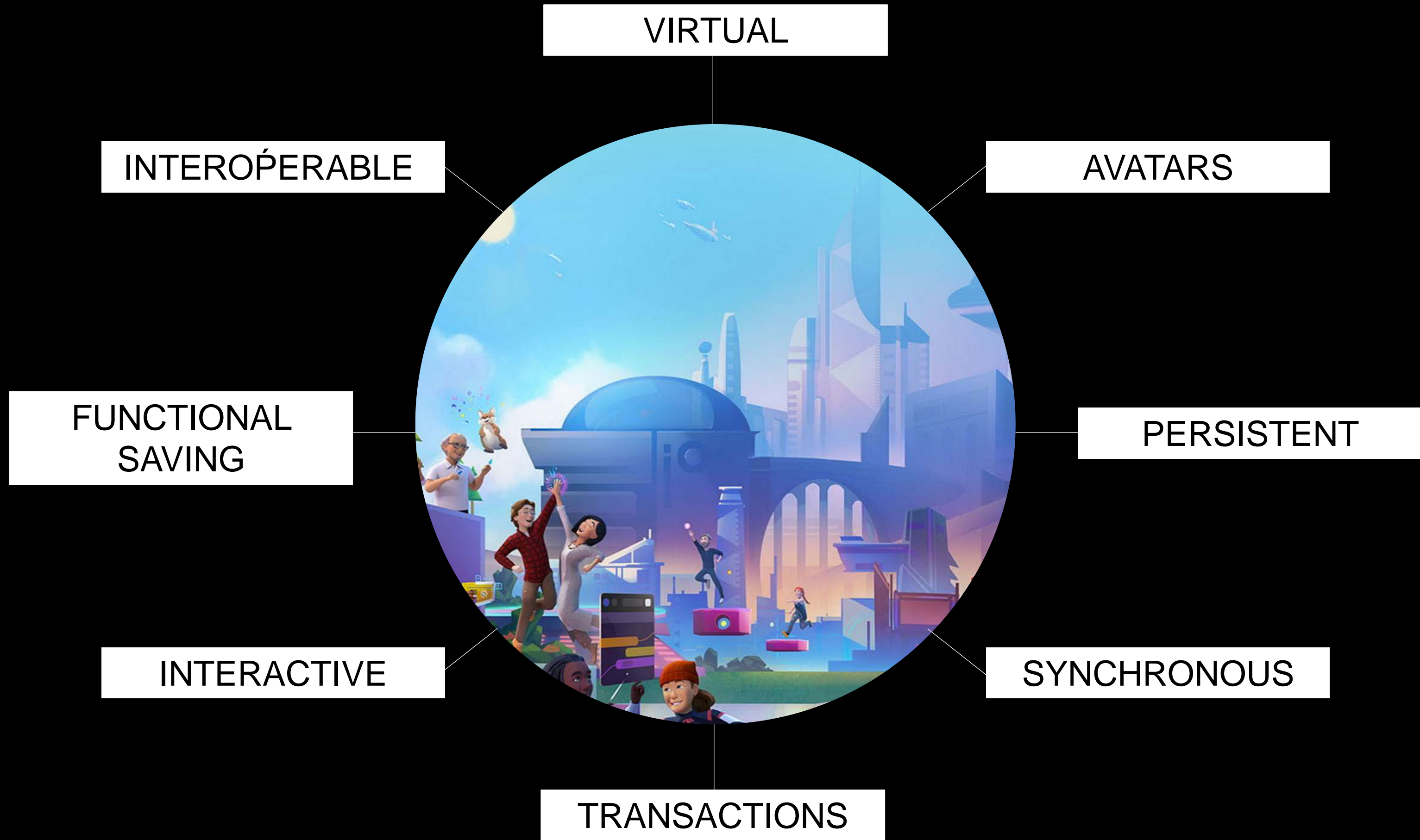
# The metaverses

**A metaverse is a fully immersive 3D environment where individuals could interact with each other and with digital objects as if they were real.**

**In short, the metaverse does not yet exist!**



# The metaverses



## The metaverses



*« The Metaverse has the ability to connect humans in an innovative way »*

Tim Sweeney, CEO of Epic Games



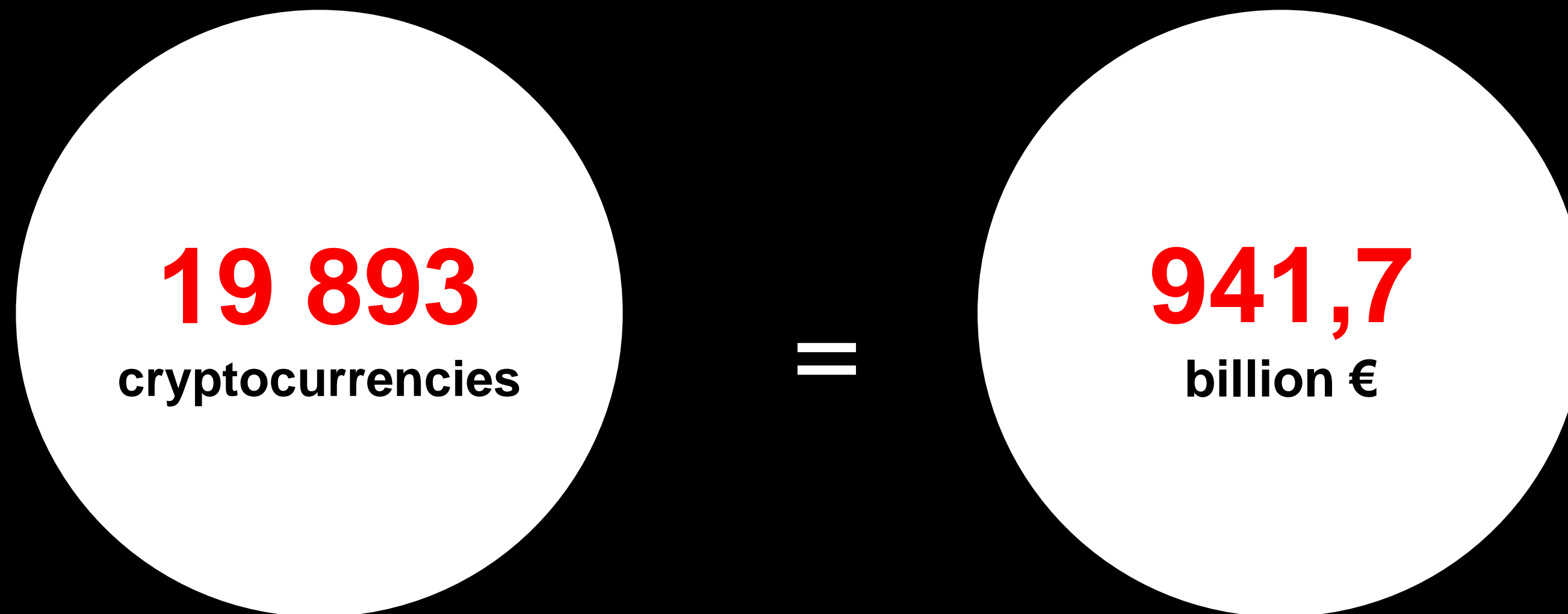
# The cryptocurrencies

A cryptocurrency is a peer-to-peer digital currency without the need for a central bank usable by means of a decentralized computer network.

It relies on the blockchain for data security: a register that lists all the actions of the network

# The cryptocurrencies

As of June 16, 2022, according to CoinMarketCap, there are





# The NFT

Les Non-Fungible Token (NFT) sont des jetons non fongibles. Des certificats de propriétés d'objets numériques (photos, dessins, vidéos...) inscrits dans une blockchain et achetables contre de la cryptomonnaie.

La valeur d'un jeton est déterminée par l'offre et de la demande, sans régulation de marché, et liée à la valeur symbolique associée à l'objet représenté, ainsi qu'au cours de la cryptomonnaie utilisée.

# The NFT

## LE FIGARO

« Sans la liberté de blâmer, il n'est point d'éloge flatteur. » Beaumarchais

### Les NFT, un marché à 40 milliards de dollars

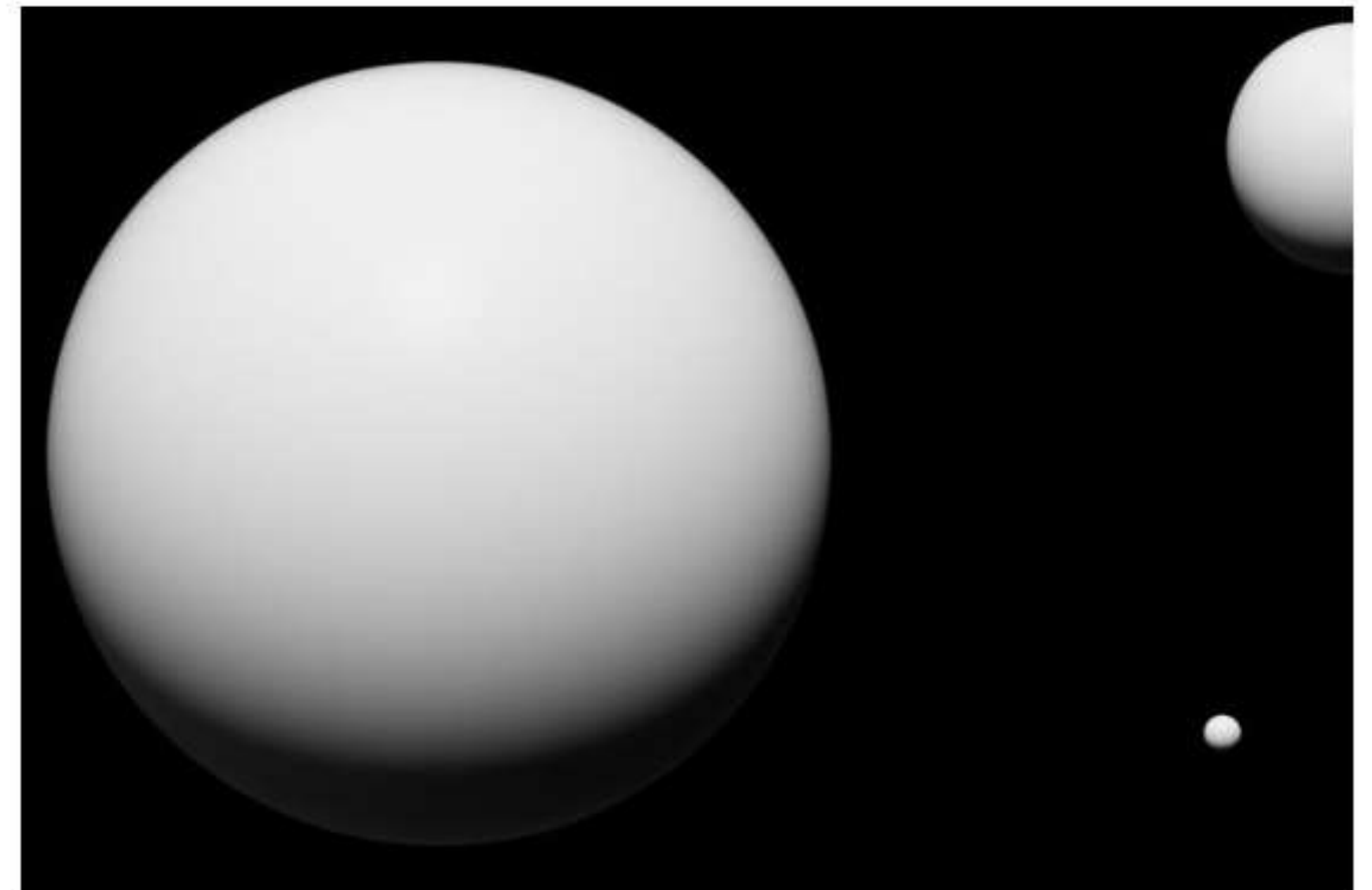
Par Chloé Woitier

Publié le 03/01/2022 à 20:25, mis à jour le 03/01/2022 à 20:25



Des visiteurs découvrent des œuvres converties en NFT et mises aux enchères en ligne chez Sotheby's, lors de la Foire de l'art numérique à Hongkong, en septembre dernier. TYRONE SIU/REUTERS

### #1 The Merge, 91,8 millions de dollars



Vendue le 4 décembre 2021 pour presque 92 millions de dollars, The Merge ("La Fusion" en Français) de l'artiste anonyme Pak est devenue l'œuvre NFT la plus chère jamais vendue, faisant au passage de son auteur l'artiste vivant ayant vendu l'œuvre la plus chère de l'Histoire !

# TECHNOLOGIES

## OF THE WEB 3

# The technologies

**BLOCKCHAIN  
ET CRYPTOCURRENCIES**

**3D  
RECONSTRUCTION**

**ARTIFICIAL  
INTELLIGENCE**

**INTERNET OF THINGS  
(IoT)**

**AUGMENTED RÉALITY  
AND VIRTUEL REALITY**



# The devices



**COMPUTEUR**



**SMARTPHONE**



**5G NETWORK**



**SMART  
GLASSES**



**VR HEADSET  
AND SENSORS**

THE ACTORS

OF THE FUTURE

# THE ACTORS

Experience	Discovery	Creator Economy	Spatial Computing	Decentralization	Human Interface	Infrastructure
						



# THE ACTORS

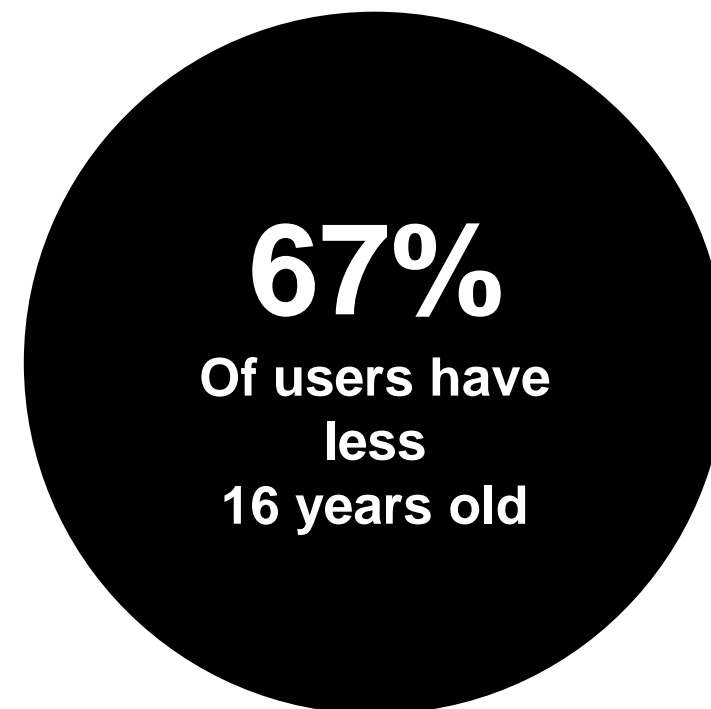
**ROBLOX**



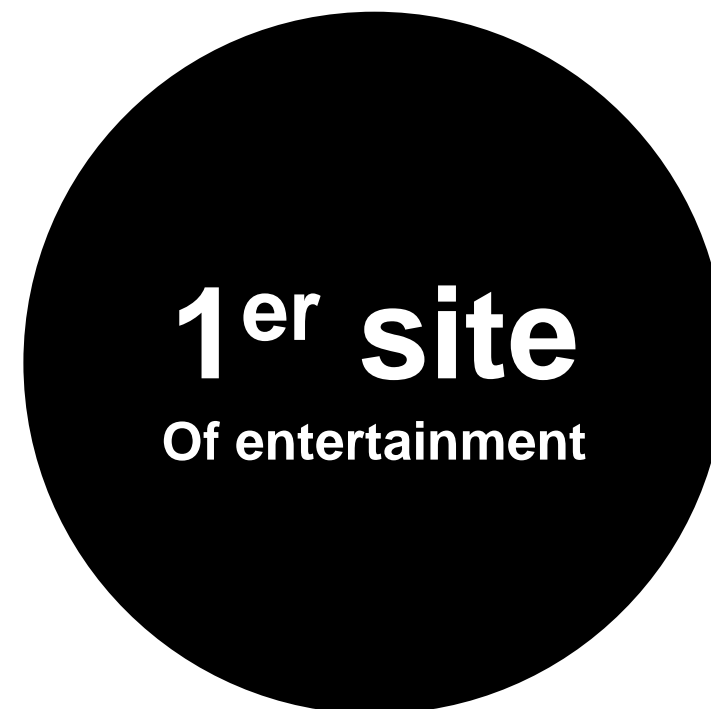
# ROBLOX



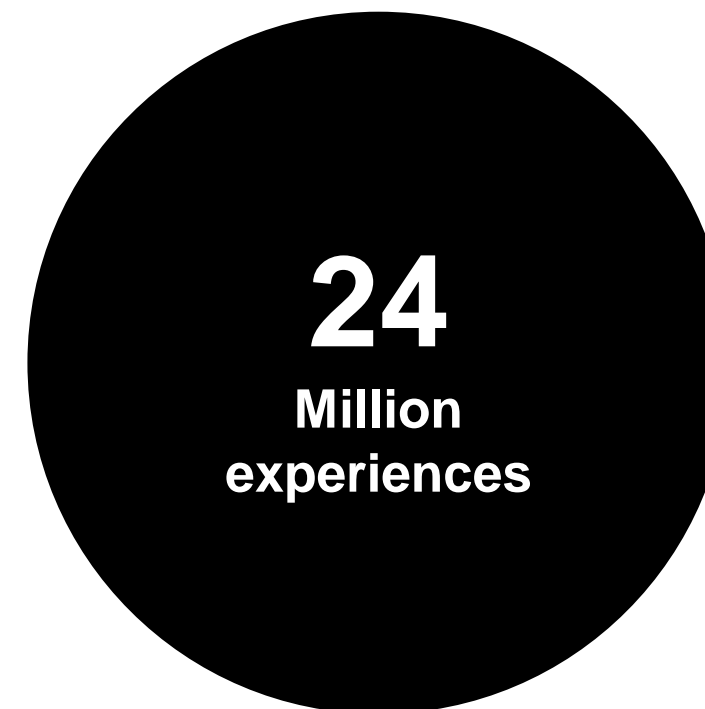
# ROBLOX



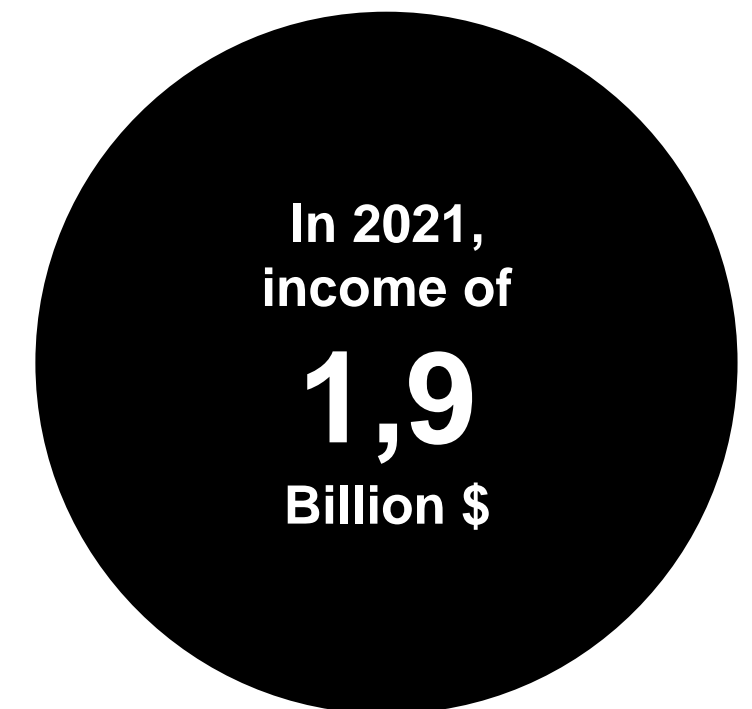
and 25% of them  
are under 9 years old



With 320 million users



The objective being to build a  
game



i.e. an income doubled  
between 2020 and 2021

# ROBLOX



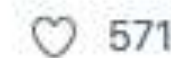
ParisHilton   
@ParisHilton · [Suivre](#)



Join me for the biggest New Year's Eve party 🎉 ever in the [#Metaverse!](#) ✨👩🏻💻🎧 We'll be dropping the ball as I DJ and give you a very special countdown - plus some surprises- in [#ParisWorld](#) on [@Roblox](#). 🎊 The countdown starts at 11p ET & PT! Play now at [paris.mv](#)



10:28 PM · 30 déc. 2021



571



Répondre



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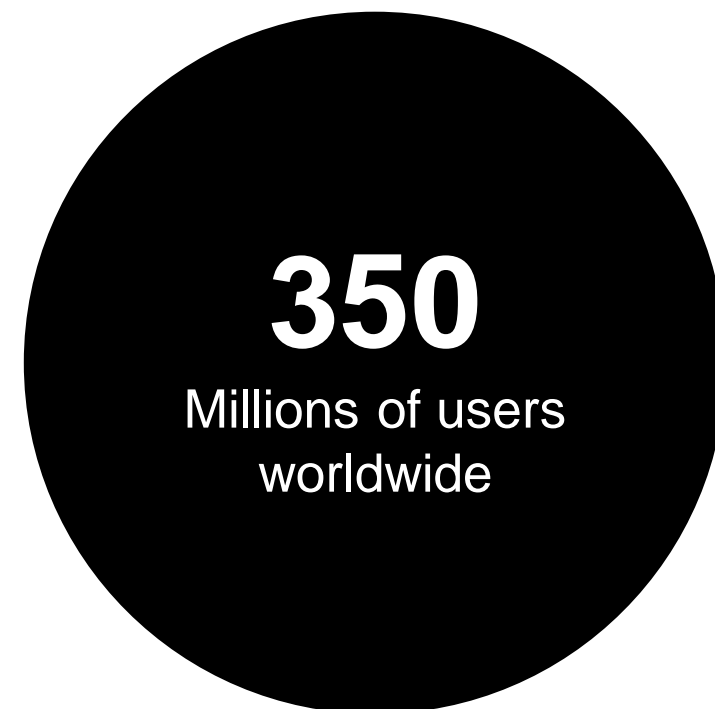


# FORTNITE

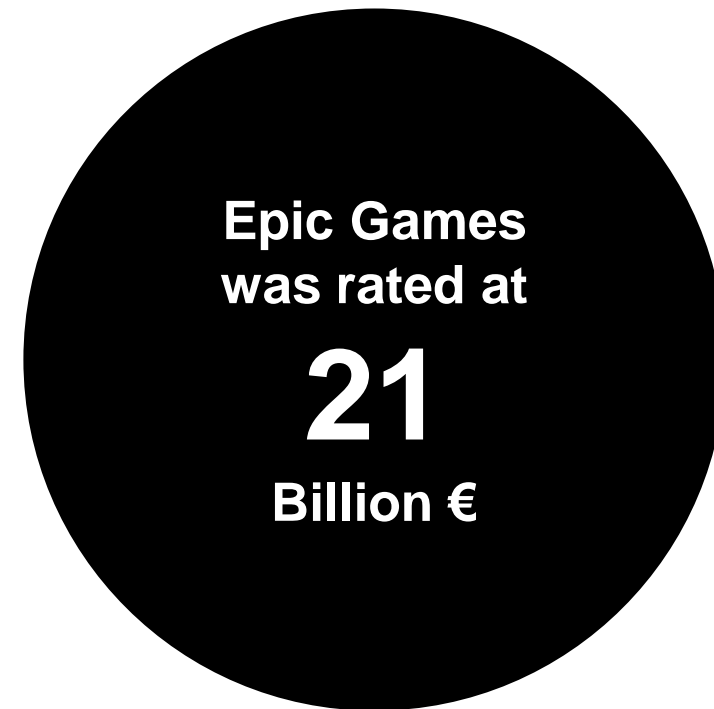


All other trademarks are property of their respective owners

# FORTNITE



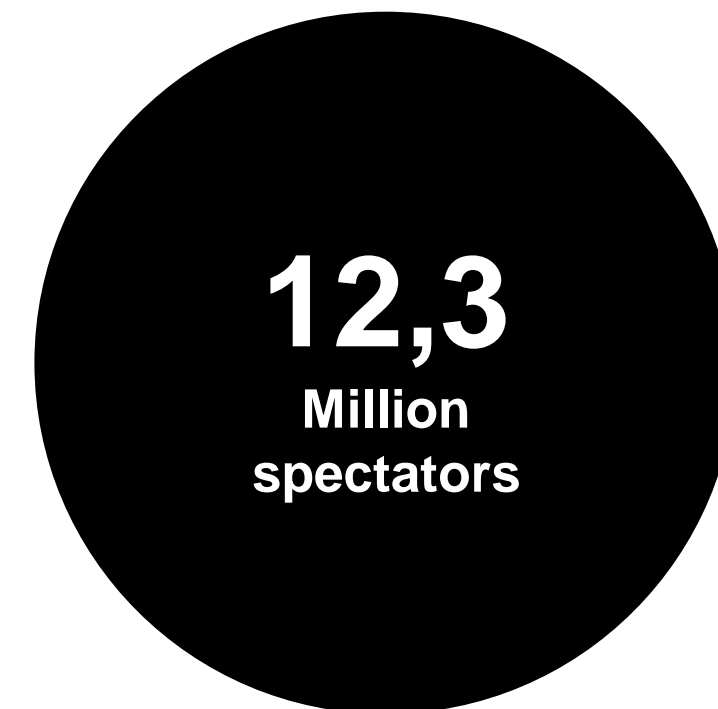
and 270 million monthly  
connections



In april2022



In 2019



Live for Travis Scott's  
1st concert

**CONCERT**

**FORTNITE**

# **RIFT** *TOUR*

**AVEC ARIANA GRANDE**

**DU 7 AU 9 AOÛT**

horizen  
**Worlds**





« Five years from now, I think people will stop thinking of us as a social media group and will see us more as a metaverse company. »

Mark Zuckerberg  
In July 2021

# horizon Worlds



# horizon Worlds

∞ Meta



WE  
ARE  
COM



# horizon Worlds

**300K**  
Users in the  
world

According to Meta figures  
from February 2022

**10K**  
Created worlds

According to Meta figures  
from February 2022

**449€**

This is the price of the  
Meta Quest 2 VR  
headset

**678**  
Billion \$

This is the turnover that  
Meta could reach by 2030

According to the firm  
Grand View Research (GVR).

### Confirm in-world purchase



#### Secret Temple Key

**\$4.99**

This item will unlock new and exciting adventures in Secret Temple.

This item can only be used in this world. Item is subject to changes by creator even after purchase. By clicking "Buy" you agree to User In-World Purchase Terms >

Cancel

Buy

# horizon Workrooms

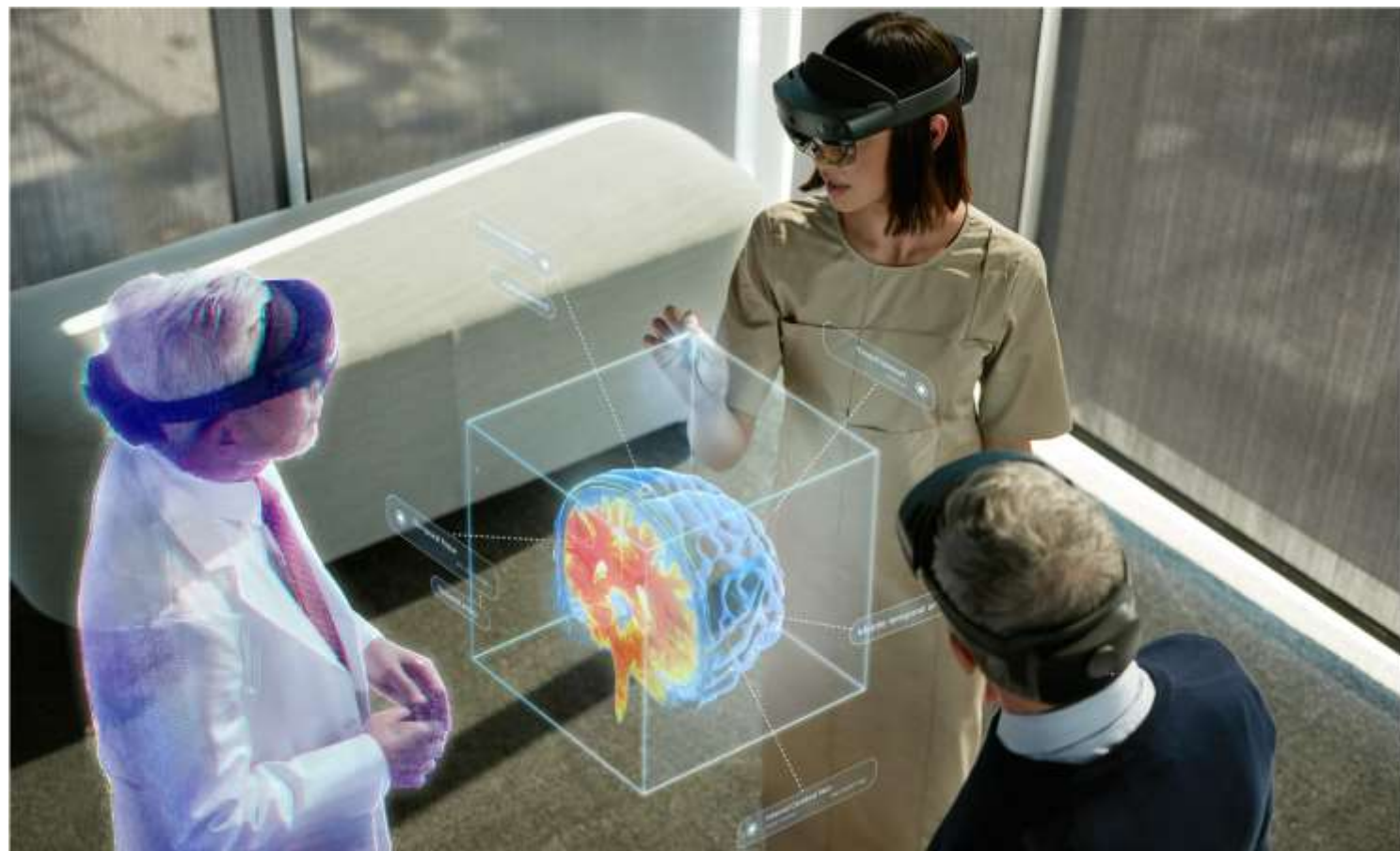
FACEBOOK



Horizon Workrooms VR experience requires Oculus Quest 2 and use of computer while in VR requires Oculus Remote Desktop app. Select keyboard models supported. Additional hardware (sold separately), account registration, terms and fees may apply. Visit <https://support.oculus.com/workrooms> for further hardware and software compatibility details.

# Microsoft Mesh





# KEY FIGURES

IN FRANCE

# 58%

have never been there

# 40%

have heard of it before

Of the 20% who know exactly what is a metaverse

70% are men  
55% are between 16 and 34 years old

The metaverse fascinates (34%), leaves indifferent (34%), exceeds (32%), worries (31%)

Among the 42% who went to the metaverse

# 51%

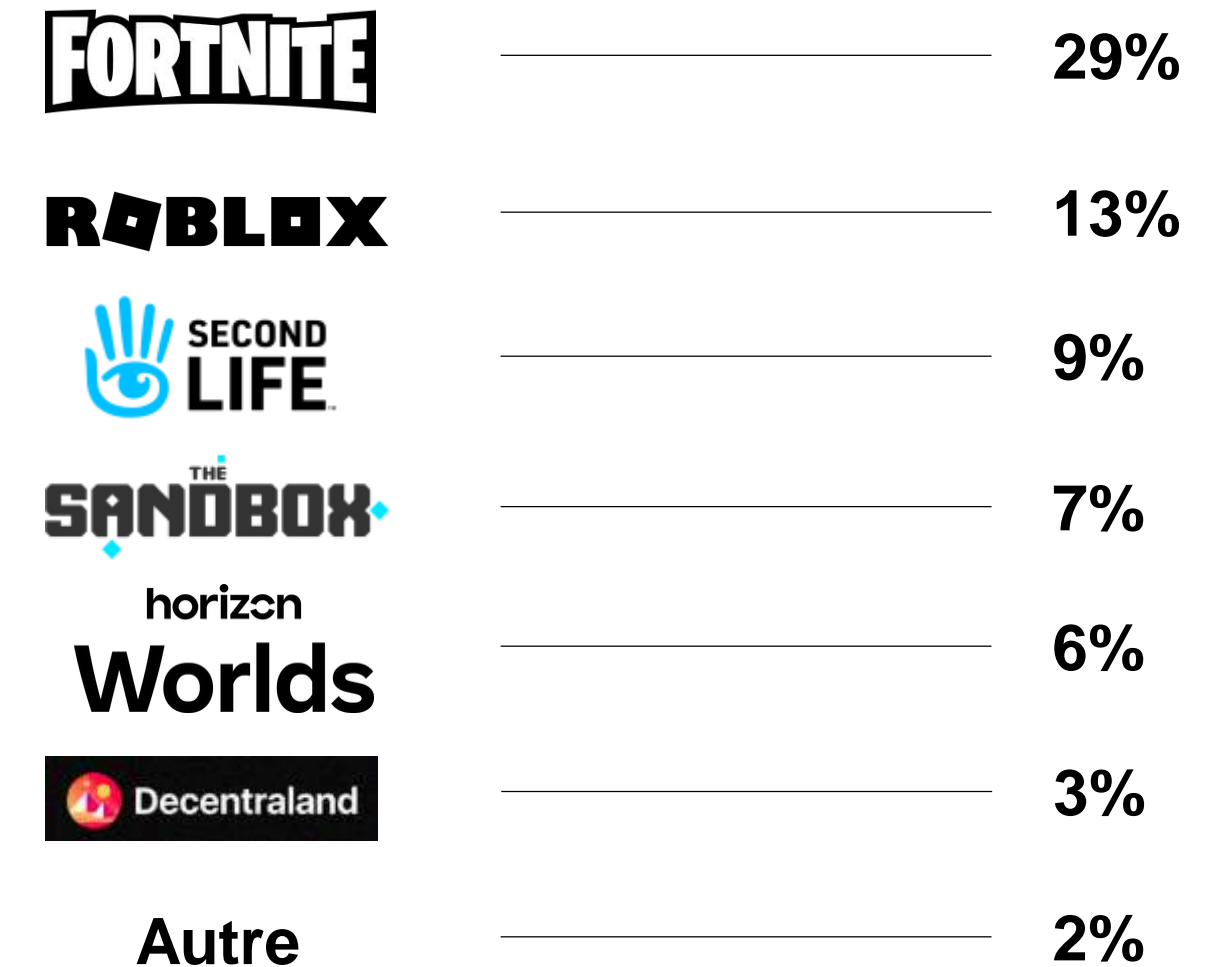
played

# 27%

interacted with friends

# 21%

interacted With strangers



- 1 **Escape to a place different from their daily life**
- 2 **Find loved ones : friends and family**
- 3 **Live adventures in virtual worlds**
- 4 **Live another life**
- 5 **Attend concerts, events or exhibitions**

THE BRAND

INITIATIVES



# LOUIS VUITTON



BURBERRY

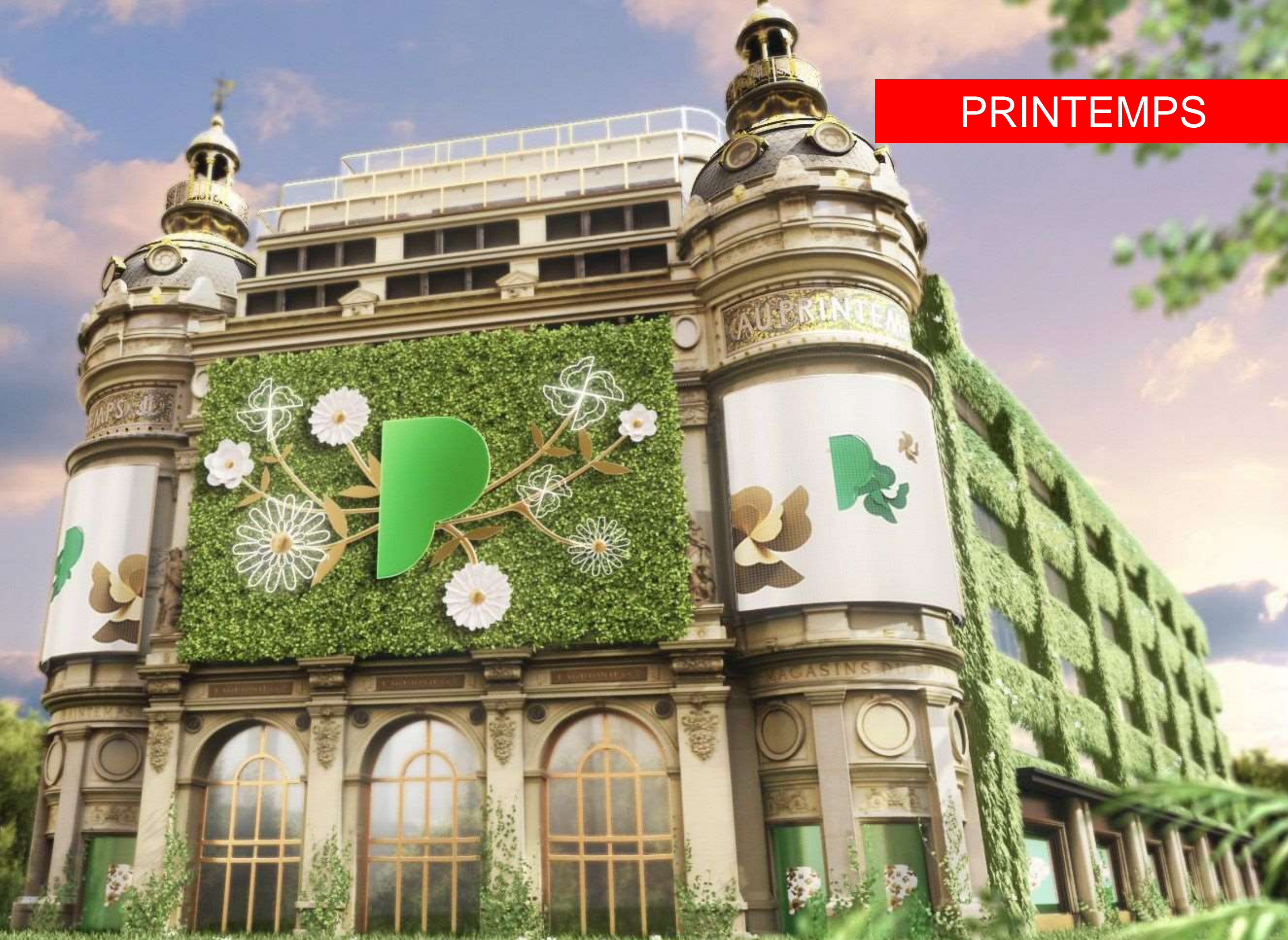




DECATHLON



PRINTEMPS





COMMENT ÇA MARCHE ?

1

Achetez l'un des  
30 produits du Virtual Store

2

Tentez de gagner votre  
premier NFT

3

Recevez votre  
premier NFT

4

Et si vous gagniez  
l'œuvre originale ?



**Et si vous vous lanciez  
dans les NFT avec Monoprix ?**  
*Découvrez une collection exclusive  
en édition limitée.*

Monoprix se projette dans les 90 prochaines années en misant toujours plus sur la créativité !  
L'expérience "du beau et du bon" investit les mondes de demain : découvrez en série limitée les œuvres exclusives du pâtissier Yazid Ichemrahen et du designer Vincent Darré (90 numéros de chacune des œuvres, et pas un de plus !).

**Les NFT Monoprix, qu'est-ce que c'est ?**

À la croisée des mondes, le projet NFT Monoprix met en scène deux créateurs amis de l'enseigne, Yazid Ichemrahen, pâtissier et Vincent Darré, décorateur et designer, qui ont imaginé pour vous des œuvres originales et exclusives pour passer du monde réel au Web 3.0.

**COMMENT ÇA MARCHE ?**



**Vanille 2.0**

Yazid Ichemrahen

**0.09ETH**

90 exemplaires

[JE DÉCOUVRE](#)



**Nature Morte**

Vincent Darré

**0.09ETH**

18 exemplaires

[JE DÉCOUVRE](#)



**Les Mélodies**

Vincent Darré

**0.09ETH**

18 exemplaires

[JE DÉCOUVRE](#)



MONOPRIX



MONOPRIX

JULY 8 | JULY 21

BEAUGRENELLE CHAMPS ELYSÉES MONTPARNASSE

CARREFOUR



**Alexandre Bompard**  [@bompard](#) · [Suivre](#)

Faire passer un entretien d'embauche face à la mer à Paris : je faisais aujourd'hui mes premiers pas dans le Metavers, sous les traits d'un drôle d'avatar, avec de jeunes candidats data analysts ou data scientists...

Carrefour innove, apprend, surprend !



6:51 PM · 18 mai 2022

6 k Répondre Copier le lien

[Lire 1,6 k réponses](#)

**Artheriom** [@Artheriom](#) · [Suivre](#)

Wow mais ça a l'air absolument génial. Acheter un casque à 300 balles pour passer un entretien d'embauche avec 50 personnes dans une salle VRChat moddée à l'arrache par un stagiaire "chef communication junior", le tout pour être payé un SMIC.

Bravo Carrefour, c'est le futur. 🤖

**Alexandre Bompard**  [@bompard](#)

Faire passer un entretien d'embauche face à la mer à Paris : je faisais aujourd'hui mes premiers pas dans le Metavers, sous les traits d'un drôle d'avatar, avec de jeunes candidats data analysts ou data scientists...

Carrefour innove, apprend, surprend !



12:52 AM · 19 mai 2022

283 Répondre Copier le lien



YVES ROCHER



Minecraft #PLANTFORLIFE

**AXA France rentre dans le metavers, parce qu'être pionnier, c'est explorer dès aujourd'hui le monde de demain.**



AXA



MONEY

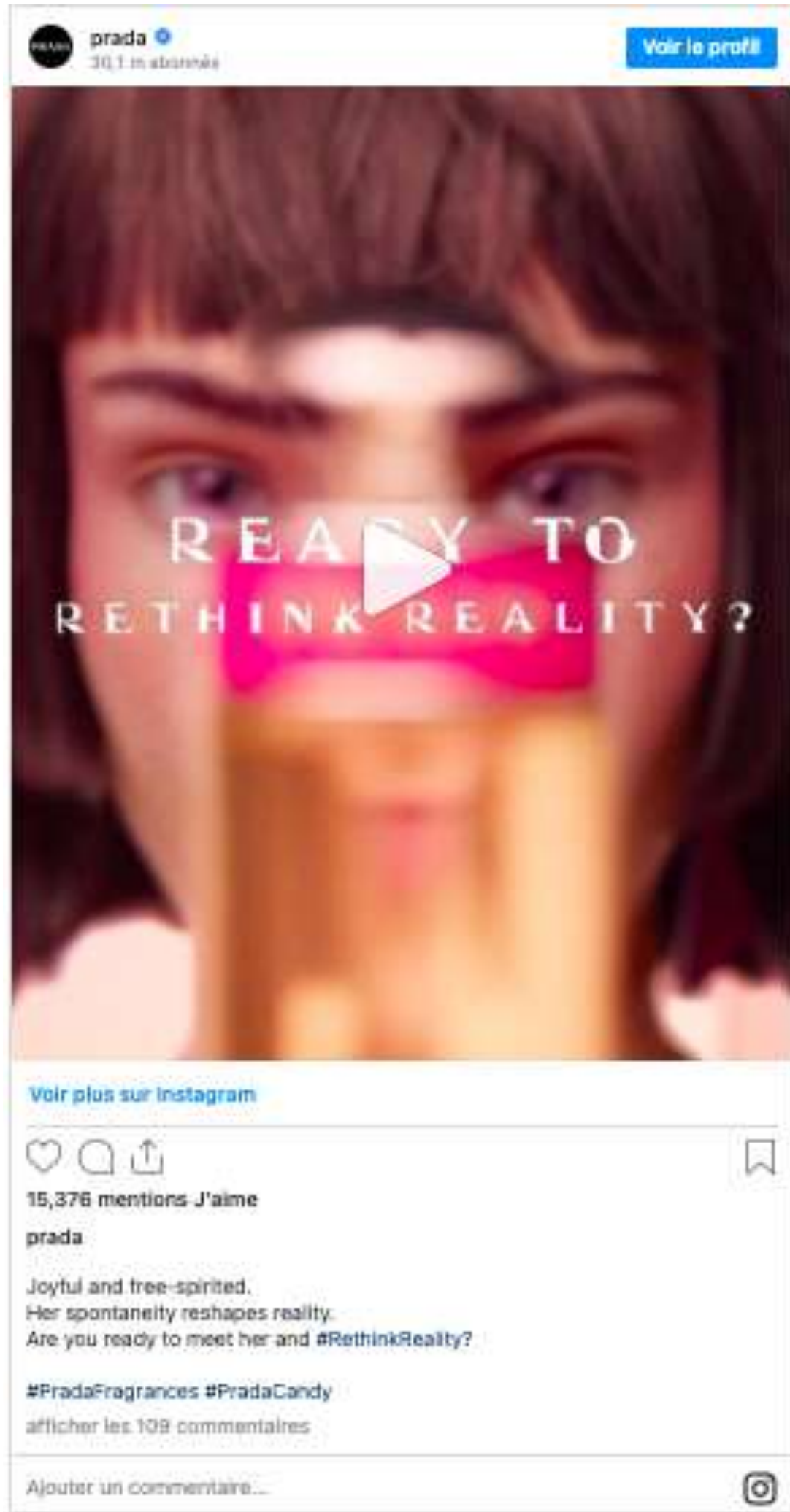
# JP Morgan becomes the first bank to open in the metaverse where you can shop with crypto and NFTs



JP Morgan said it plans to "play a major role in the metaverse" - Copyright Michel Euler/Copyright 2021 The Associated Press. All rights reserved.



prada 30,1 in abonnés [Voir le profil](#)



READY TO  
RETHINK REALITY?

[Voir plus sur Instagram](#)

15,376 mentions J'aime  
prada

Joyful and free-spirited.  
Her spontaneity reshapes reality.  
Are you ready to meet her and #RethinkReality?

#PradaFragrances #PradaCandy  
[afficher les 109 commentaires](#)

Ajouter un commentaire...



# BALENCIAGA

BALENCIAGA









NIKE

# NIKELAND

on  
ROBLOX



GUCCI

# ARCHETYPES

GUCCI  
*Garden*

ON

**ROBLOX**



**INITIATIVES**

**IN A SUMMARY**

## NFT

They offer their buyer-holders a unique experience: brands can generate a new source of revenue, but buyers also reap many benefits such as the possibility of integrating it into online games and unlocking exclusive experiences.

## Game platforms and virtual worlds

A large number of brands are getting into digital merchandising and exploring the possibilities whether it's online retail spaces or the launch of other digital assets.

## Virtual shops

They allow players to browse, buy and don brand products through their personal avatars, bringing a brand's products to life in the digital world.

THE FUN FACTS

OF THE TEAM

# The fun facts



**\$450K** to be Snoop  
Dogg's neighbor in  
The Sandbox



👁️ Won't u be my neighbor.

**MARU 丸食上 | Andie** @Andie2682

Congratulations P-Ape  
Bought it: 70,903.8222 (\$458,038)

[opensea.io/assets/0x495f9...](https://opensea.io/assets/0x495f9...)

4:05 PM · 3 déc. 2021

👍 528    💬 Répondre    🔗 Copier le lien

[Lire 109 réponses](#)



# The fun facts



This CryptoPunk #7523  
from Larva Labs was sold  
for **\$11.8M**

## Description

Owner: Sillytuna

Larva Labs

Est. 2005

*CryptoPunk 7523*

2017

ERC-20

24 by 24 pixels

Minted on June 23, 2017, ed. 1/1

One of 9 Alien punks

Accessories: Earring (2459 punks have this); Knitted Cap (419 punks have this);

Medical Mask (175 punks have this).

Smart Contract Address: `0xb47e3cd837dDF8e4c57F05d70Ab865de6e193BBB`

# The fun facts



**Gagnant : Blackpink the Virtual – PUBG**

BTS – Minecraft

Charli XCX – Roblox

Justin Bieber – An Interactive Virtual Experience – Wave Rift Tour Featuring Ariana Grande – Fortnite

Twenty One Pilots Concert Experience – Roblox

The MTV Video Music Awards have created a specific category: “**Best Performance in the Metaverse**”

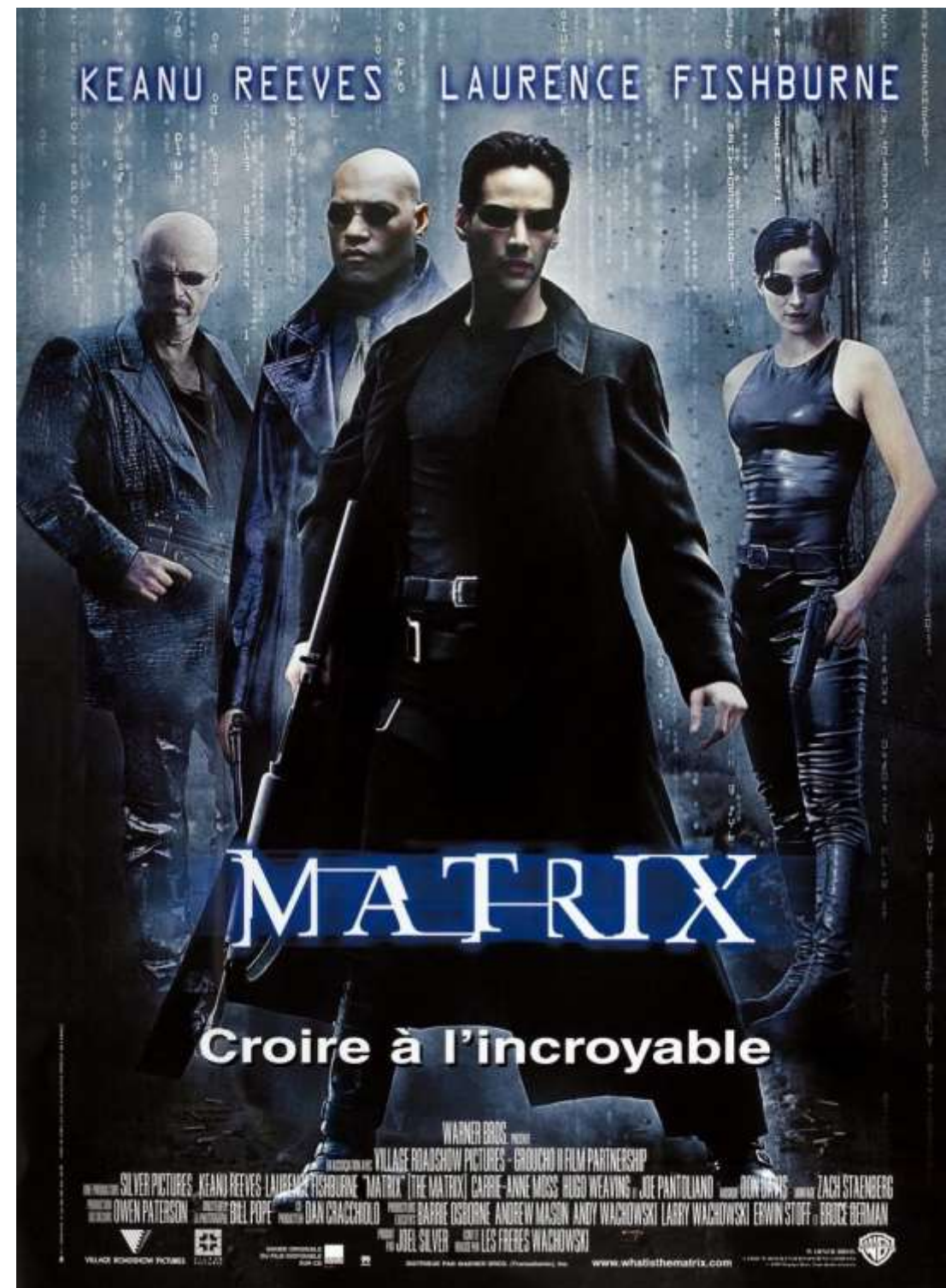
## The fun facts



Minecraft content on YouTube, generated by content creators, represents 1 trillion views... that's **a thousand billion views**

# THE RECOMMENDATIONS OF THE TEAM

# Our favorites



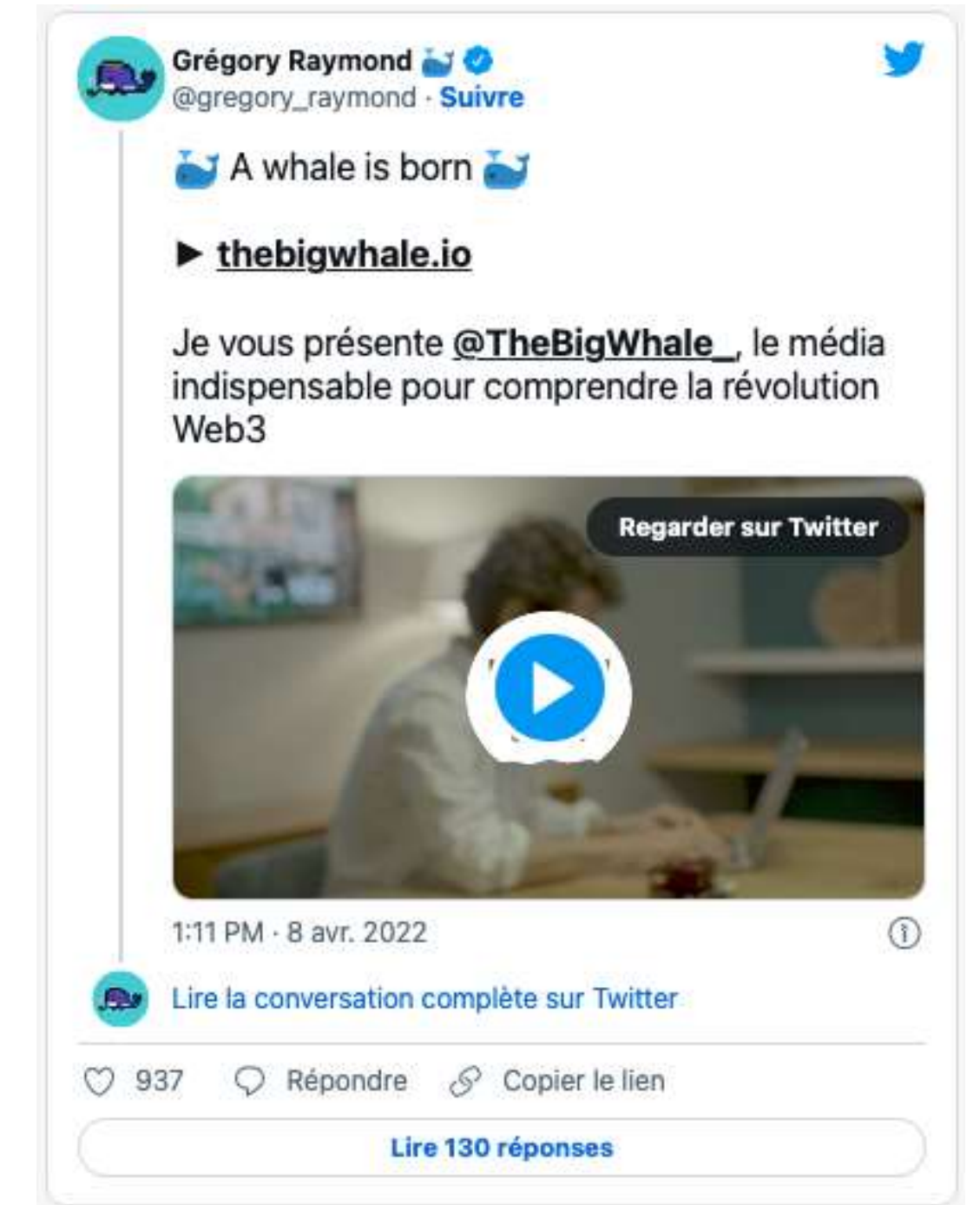
# NFT and cryptocurrency influencers to follow



@TeufeurSoff



@PowerHasheur



@gregory\_raymond

Thanks