Games Are the Gateway to the Metaverse

Social experiences in game spaces are laying the foundation for other online activities, such as concerts, sporting events, work, and school.

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Video games

Mobile and tablets are the top gaming devices for teen and young adult players, and first-person shooter and other battle games are the most popular games.
56% of teen gamers like pay-to-win features in games, slightly more than the 49% of young adults who support pay-to-win.
Teens spend about 20% more time in augmented reality (AR) and virtual reality (VR) games, compared with young adults. Just over half of teen players expect to spend more time in AR/VR games in the coming year.
User-generated content

Teens and young adults spend about the same amount of time in games that feature user-generated content, and roughly 50% expect to spend more time with these games in the coming year.
Movies and TV

Teen players spend 40% more time on videogames than any other form of media (gamers and nongamers combined).
Social Media

Teens spend 32% more time playing games **socially** with friends, family, and strangers, compared with young adults.
44% of teen players expect their e-sports consumption to increase over the next year, compared with one-third of young adult players.
The metaverse and web3 will allow labels and publishers to find new and immersive ways to engage fans through more direct interaction with artists and digital ownership of new types of assets.
Work

Many employers have already shifted to hybrid work models, enabling employees to work both in the office and from home. The metaverse could enable remote workers without losing the benefits of in-person collaboration and office culture.
Connected live experience

The metaverse will build on and strengthen engagement with nonvirtual hobbies (e.g., create a place to socialize with other enthusiasts or learn new skills).
School

Most students already have experience with virtual learning environments, and the metaverse will likely refine, improve, and expand education applications.