Setting the stage: why are standards important for the metaverse

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Chief of Study Groups, ITU

Metaverse: A disruptive area of innovation

United Nations, Governments, Industries, Academia - widely discussed everywhere**: 2023**

Siemens & NVIDIA industrial metaverse; Dubai strategy; EU's plan on metaverse**: 2022**

Seoul metaverse plan; Barbados metaverse embassy**: 2021**

NVIDIA Omniverse: **2020**

INDUSTRIES & GOVERNMENTS

SCIENCE FICTION, GAMING & SOCIAL MEDIA

2021: Facebook to Meta

2018: Film Ready player one

2015: Decentraland

2014: Oculus VR hardware

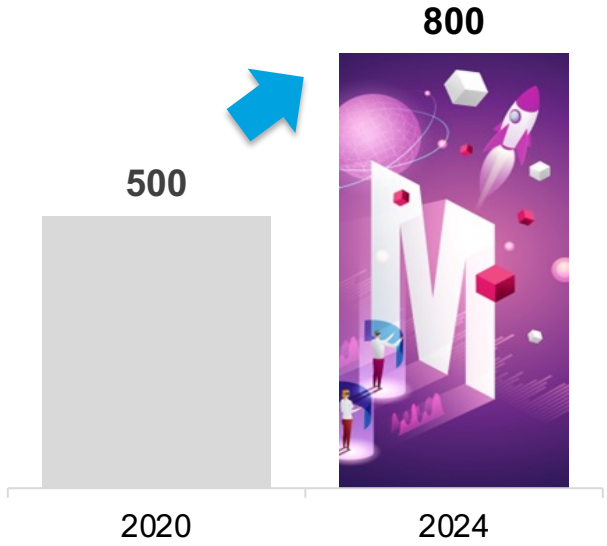
2003: Second life Online virtual world

1992: First appears in the science fiction novel Snow Crash

WORLD ECONOMIC FORUM
Wonder what the metaverse actually is?
Footage: Meta Ques

Not just a game, but a GAME CHANGER

25% of people will spend >1hr/day in a metaverse in 2026



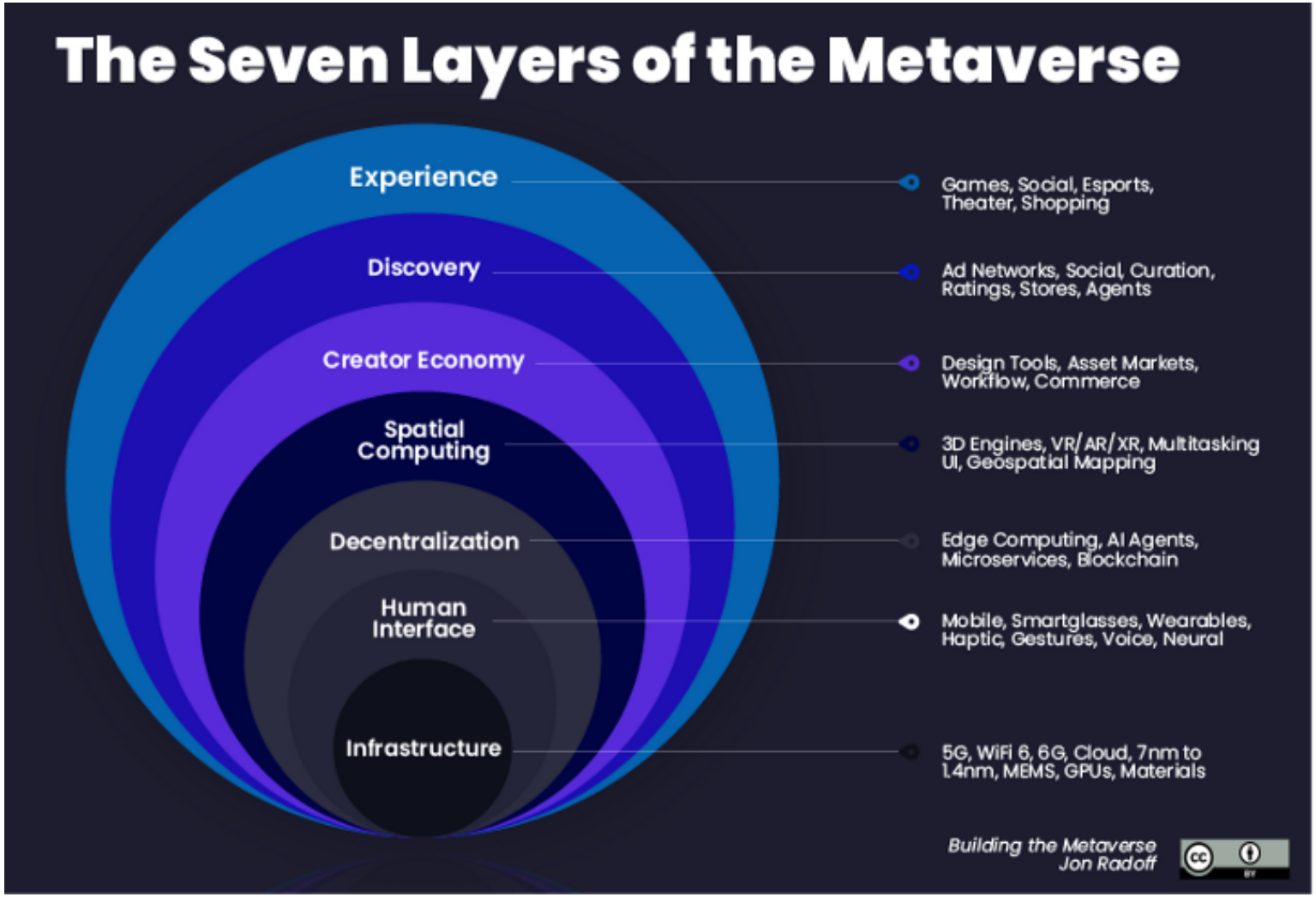
USD 800 billion

global metaverse revenue opportunity in 2024

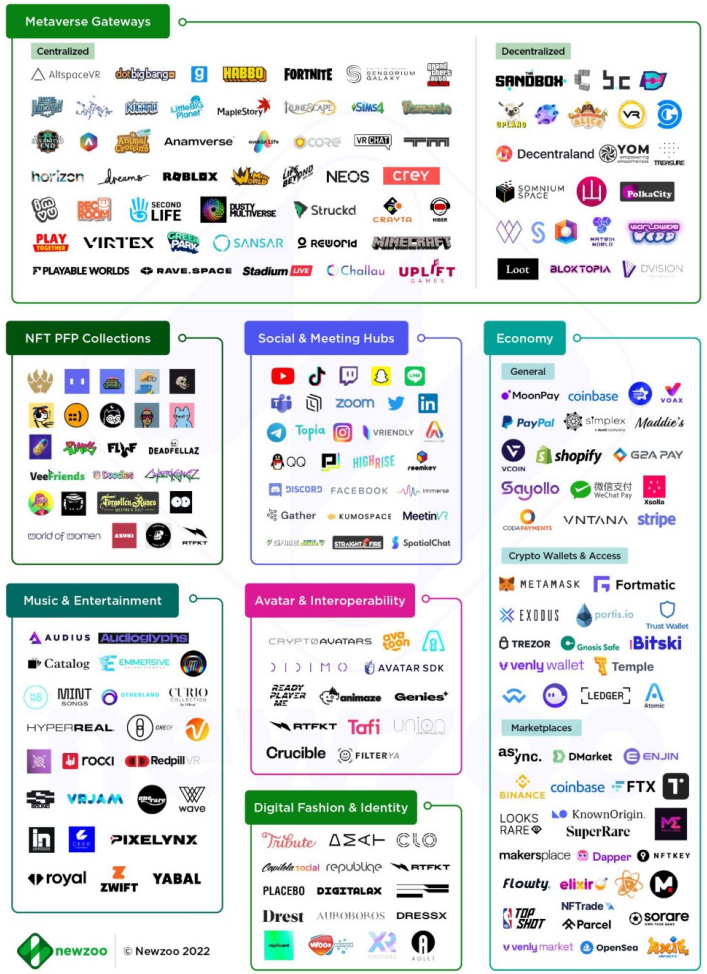
Sources: Bloomberg, Gartner

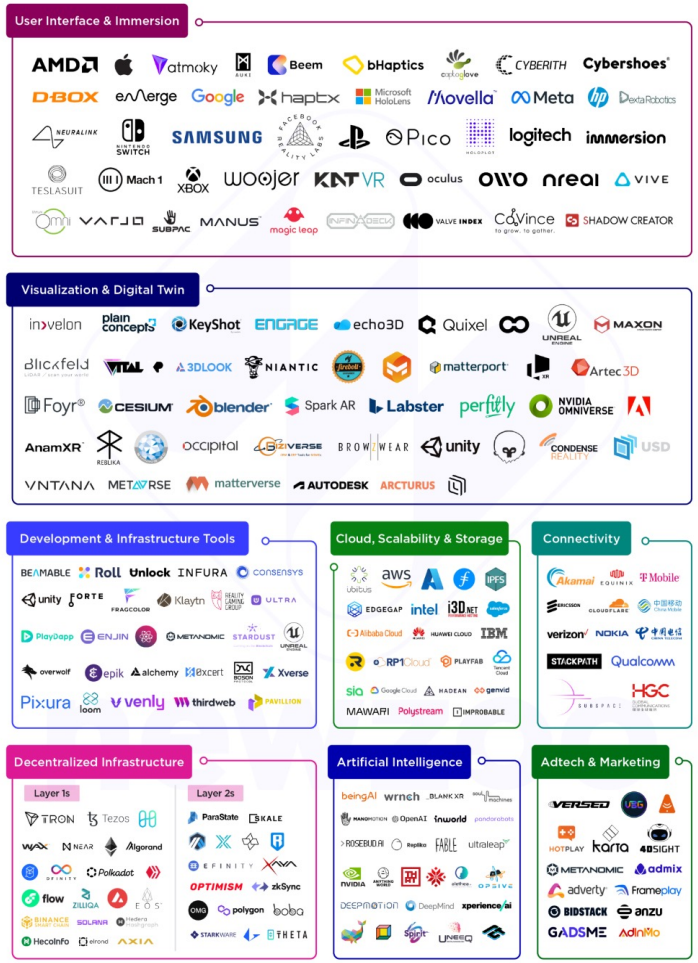
Underlying metaverse technologies

The metaverse is not dependent on one single technology, but rather various technologies that support its layers

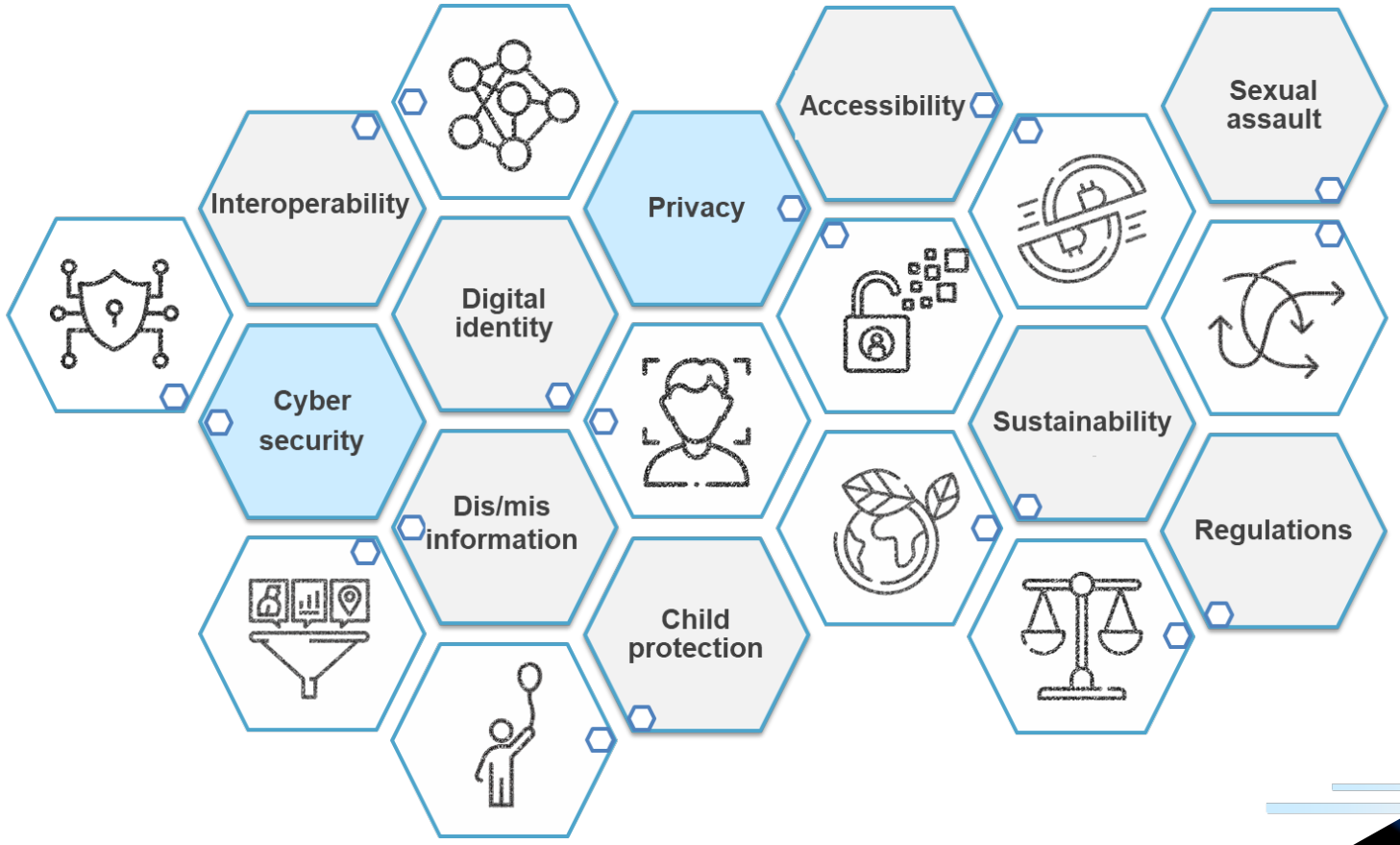


The metaverse: a growing ecosystem





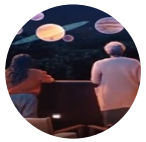
Challenges in the metaverse



Consumer metaverse

| Digitalized lifestyle for people

- **Art & Culture:** The Sandbox provides creators with ownership of their creations as NFTs
- **Work:** Bring your teams together in Meta Horizon Workrooms


Learn

Connect

Work

Shop

Game

Industrial metaverse

| Digital transformation for industries

- **Manufacturing**: Mercedes-Benz's Next Gen factories in NVIDIA omniverse

Metaverse in cities

| Smart sustainable cities

- **Dubai** Metaverse Strategy

Key sectors:
- Tourism
- Education
- Government services
- Retail and real estate

Ecosystem | Applications

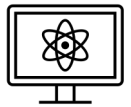
Regulations | Standards

WORLD ECONOMIC FORUM
MAGISTRADA
Colombia just held a court hearing in the metaverse
Footage: Vicky Quiñones, YouTube

Opportunities of the metaverse for the SDGs

Cities and countries are maximizing opportunities offered by the metaverse to accelerate the achievement of SDGs

Tourism

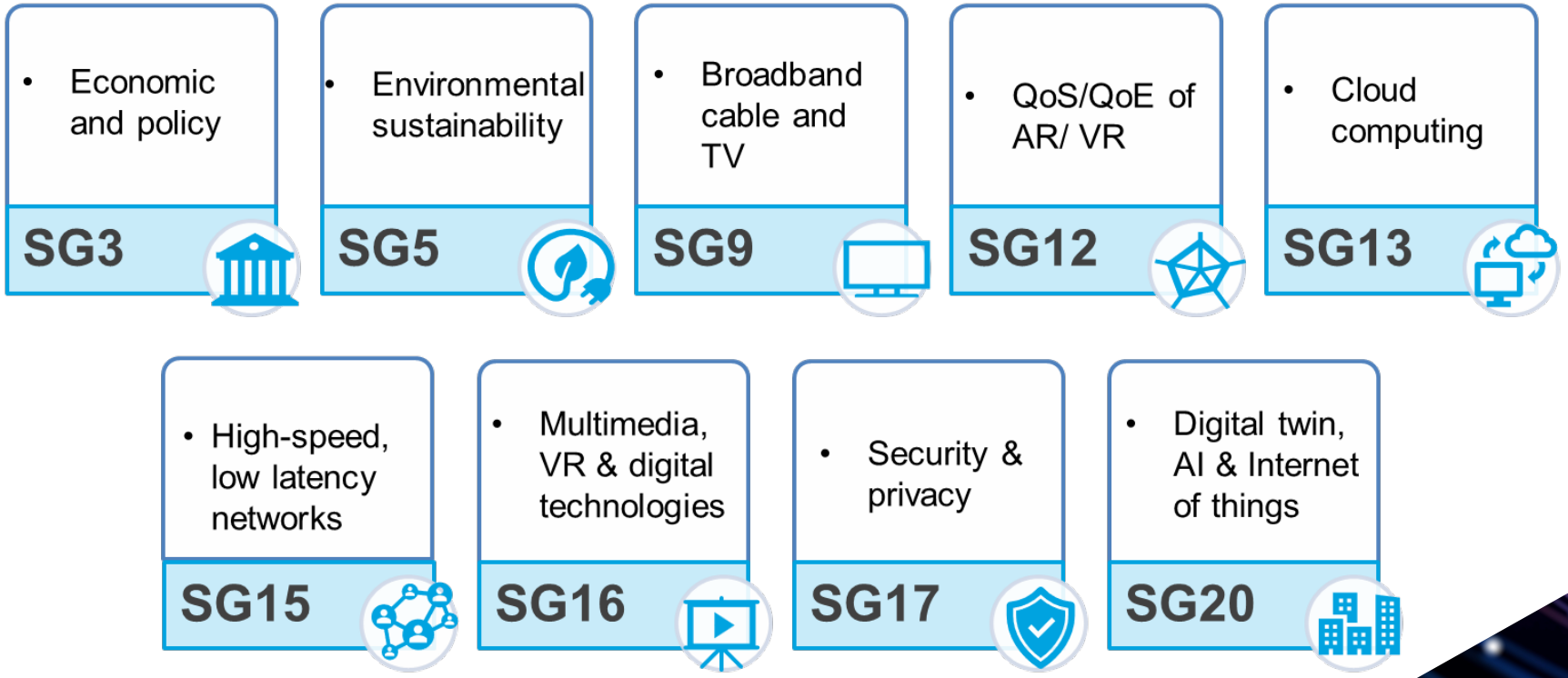


Education

Government services

Retail and real estate

How international standards support the metaverse



New ITU-T Focus Group on metaverse (FG-MV)

A unique collaboration platform

- Build **a community of experts and practitioners**
- Stimulate **international, cross-sector collaboration**
- Identify stakeholders and liaise with **other organisations**
- Facilitate **dialogues** and **sharing findings**
- Develop a series of **Technical Reports** and **Technical Specifications.**
- TSAG created the Focus Group in **December 2022**

1st Meeting of ITU Focus Group on metaverse

- 8-9 March 2023, Riyadh, Kingdom of Saudi Arabia
- Hosted by NCA

Let us join forces to shape an open metaverse

Industry Partners

Governments and Cities

SDOs and Fora

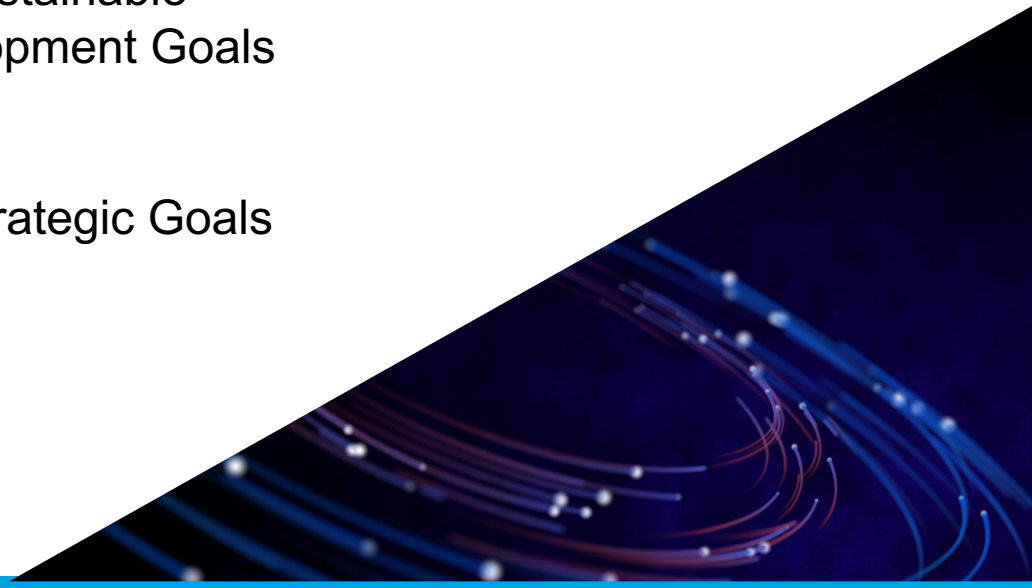
Academia and Research Partners

UNITED NATIONS

UN Partners

UN Sustainable Development Goals

ITU Strategic Goals



Thank you!

Questions? Interested in learning more?
Let us know!

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