A Glimpse into the Sports Metaverse

May 2022

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Defining the Sports and Entertainment Metaverse

WHAT IS THE METAVERSE AND WHY WILL IT MATTER?

How will sports fans experience initial glimpses of the metaverse?
The value of spending on experiences
Challenges to winning over legacy sports fans
Will gaming and esports pave the way for the sports industry?
Combat sports capitalising on the metaverse
How real is the need for legacy sports to embrace the opportunity?

Summary:

CASE STUDIES THAT OUTLINE THE FUTURE OF SPORTS AND ENTERTAINMENT

From “things to sell” to “places to be”
VR concerts signal a wider shift into the metaverse
Crypto.com arena: one of many partnerships created to grow familiarity and acceptance
Dapper Labs signs virtual trading card deals with NBA and others
NFL leverages IP in Fortnite/Roblox
Sony develops virtual twin of Manchester City’s Etihad Stadium
Disney: a vision of the metaverse integrated within physical theme parks
Utah Jazz: combining NFT drop with virtual locker room experience
Nurmagomedov vs Holloway: the first pro fight in the metaverse?

Summary

KEY CONSIDERATIONS LOOKING FORWARD

What to expect from the sports metaverse looking forward

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