



**hochschule macromedia**  
university of applied sciences

# Understanding the Metaverse

## Metaverse Fundamentals

Media and Communication  
Summer 2022 Semester Master

# Outline

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**01**

**Key Terms & Definitions**

**02**

**Metaverse Ecosystem**

**03**

**Devices & Hardware**

**04**

**Opportunities & Risks**

**05**

**Approaching the Metaverse**

# 1. Key Terms and Definitions

## Understanding the concept behind the Metaverse

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- **Term:** „Metaverse“ a combination of the Prefix ‘meta’ and ‘universe’
- hypothetical synthetic environment
- linked to the physical world
- Interoperable → virtual identities, avatars, and inventories

**Concept:** Metaverse → virtual world

- people enter the digital world through virtual identity
- virtual space allows interaction
- get in touch with other users
- shop and meet friends.

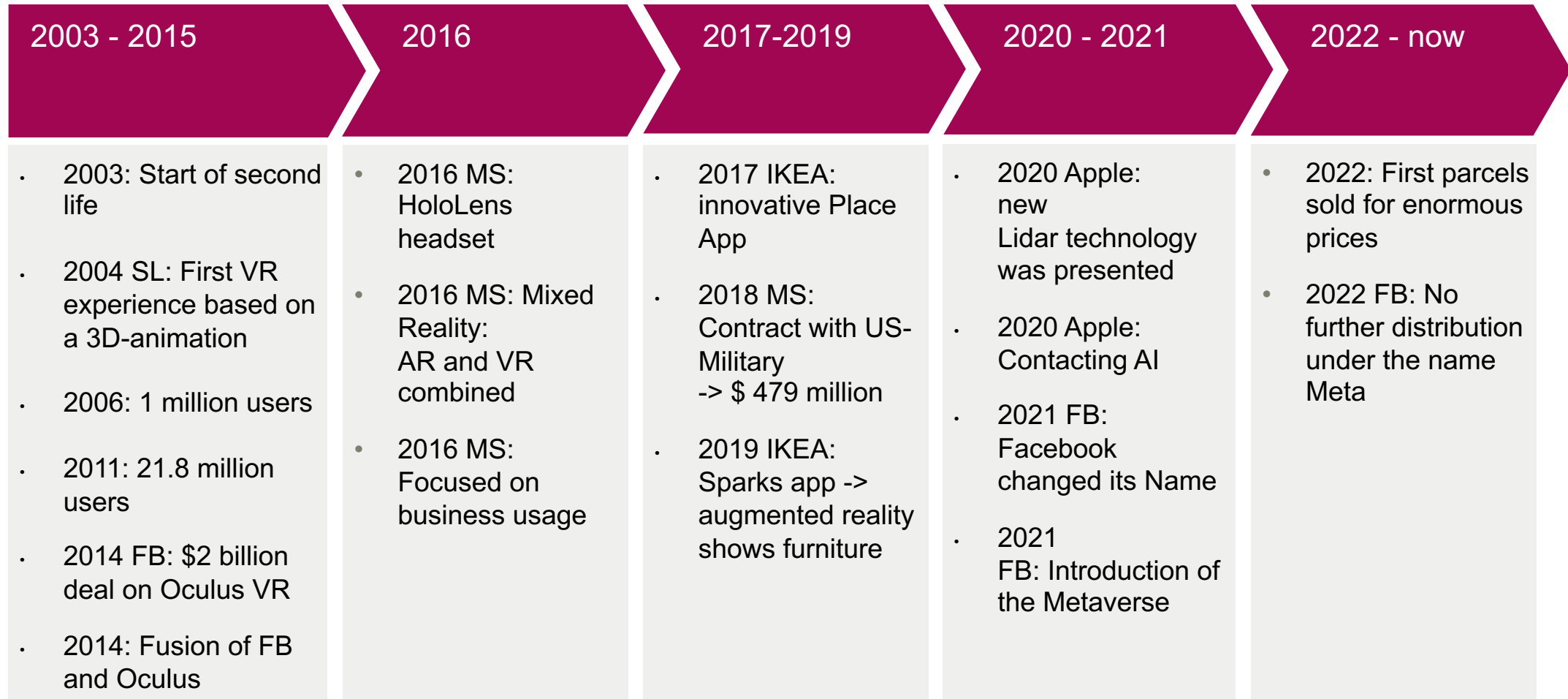
**Activities:**

- Digital economy -> create, buy, sell goods
- Buy and use NFTs within the metaverse
- Social Interaction (work / daily life / erotic experiences)
- Experience virtual reality events (concerts / soccer games)

Surces: (Kim, 2021)

# 1. Key Terms and Definitions

Experiencing the changes and development of the Metaverse



Sources: (Wunderman Thompson, 2022)

# 1. Key Terms and Definitions

Beneficial interactions when using the metaverse

## Possibilities of Blockchain technology

- Enlarging the chain with interactions
  - block reinforces the verification of the previous block
  - Extended Reality (XR): combines real and virtual environments and human-machine interactions
  - Mixed reality: blends physical and digital worlds
    - > natural and intuitive 3D interaction between people, computers and the environment



## Advantages of NFTs

- Allows replication of physical items (*scarcity, uniqueness, and proof of ownership*)
- Enables the possibility of reselling digital owned products
- Enables digital contracts to be concluded without fear of loss and manipulation
- Interact within the Metaverse by using NFTs and Crypto currencies

Sources: (Ethereum., 2022); (Collins, 2022), (Daytrading, 2022)

# 1. Key Terms and Definitions

Experience the Metaverse like your real life



Socialize and make new friends

Buy / Sell in-game assets

Support your favourite team virtually

Play VR games

Create scenes, games, and other VR experiences

Virtual meetings

Purchase and monetize real estate

Invest in digital artwork through NFTs

Get a job in the metaverse  
(e.g. job interviews, job offers)

Sources: XR Today (2022)

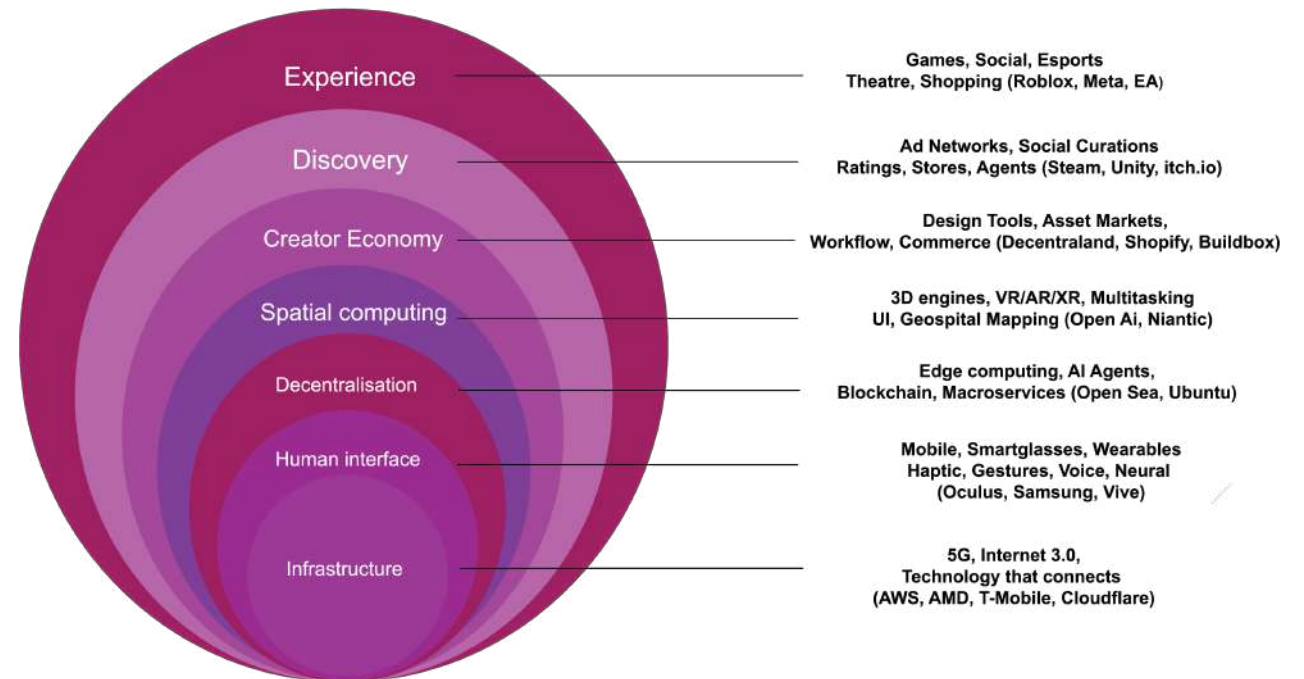
## 2. Metaverse Ecosystem

The Metaverse consists of seven layers

### The Metaverse Ecosystem

- The metaverse is complex and constituted of several components (primarily online). Each of its components has a certain role and contributes to the work of each other
- The collaboration of the digital assets and several physical components allows users to experience to interact, communicate, play, create, and more inside the meta-world.
- In the era of Web 2.0, design was user-centered. In the coming Web. 3.0 design will be reoriented to the environment around the user, who will immerse itself in this virtual world.

The seven layers of the Metaverse



# 3. Devices & Hardware

Most essential devices are VR headsets and the haptic suit

## VR Headsets

- Replace surroundings with a virtual world, generally created in software
- Stimulate environment settings, allowing users to access alternate reality (the metaverse)
- Can be connected to external devices to boost the virtual experience
- Oculus Quest 2 is one of the notable VR headsets for Metaverse which works like a wearable computer
- Target applicability: access virtual objects and improve the interaction

Price: 477 Euros



Video: <https://www.youtube.com/watch?v=pVFcsedWsKE>

Quelle: Amazon.de, youtube, oculus.com

## Haptic Suit

- Was introduced in early 2020 in the Consumer Electronics Show
- It is a full-body clothing set having different functions
- It uses electro-muscle stimulation, meaning that your body will excellently adjust to different conditions while immersed in the virtual world
- It stimulates the muscles to respond to whatever is occurring in the virtual world (e.g. impact of a bullet)
- Target applicability: real feeling of senses in the virtual world

Price: 18300 Euros for Tesla Suit  
800 Euros onwards available



Video: <https://www.youtube.com/watch?v=FtnerqzWwPU>



# 3. Devices & Hardware

Available devices are AR glasses and cyber shoes

## AR Glasses

- Have front-facing cameras that work hand in hand with recognition software
- Use hand gestures to control the different available images
- They are slim and lightweight, boosting the experience even further
- Have different functionalities, such as microphone, message alert, etc.
- Target applicability: allow people to immerse themselves in different adventures

Price: 275 Euros



Video: [https://www.youtube.com/watch?v=Wjw1Lh\\_O\\_gY](https://www.youtube.com/watch?v=Wjw1Lh_O_gY)

Quelle: Amazon.de, youtube, oculus.com

## Cyber Shoes

- These 'shoes' translate natural motion to in-game movement
- They have an underneath roller that allows forward and backward movement. A person only needs to slip on the shoes and begin walking
- To use it, place the straps over your shoes before taking a rotatable seat  
Cyber shoes is an intelligent gadget hence highly intuitive, allowing you to perform several movements
- Target applicability: to help VR users achieve freedom of movement and interaction

Price: 350 Euros



Video: <https://www.youtube.com/watch?v=RYOwKemlan4>

# 3. Devices & Hardware

## Availability and future devices

### Virtuix Omni One

- An omnidirectional treadmill that allows users to walk and run in 360 degrees
- It is light and can be easily stored and is optimized for home use
- A user needs to stand and place a rotating arm around the waist for positioning
- Target applicability: suitable for real games, allowing you to walk, jump or run with soft shoes

Price: 1800 Euros



Video: <https://www.youtube.com/watch?v=gEJCf-PyzOY>

Quelle: Amazon.de, youtube, oculus.com

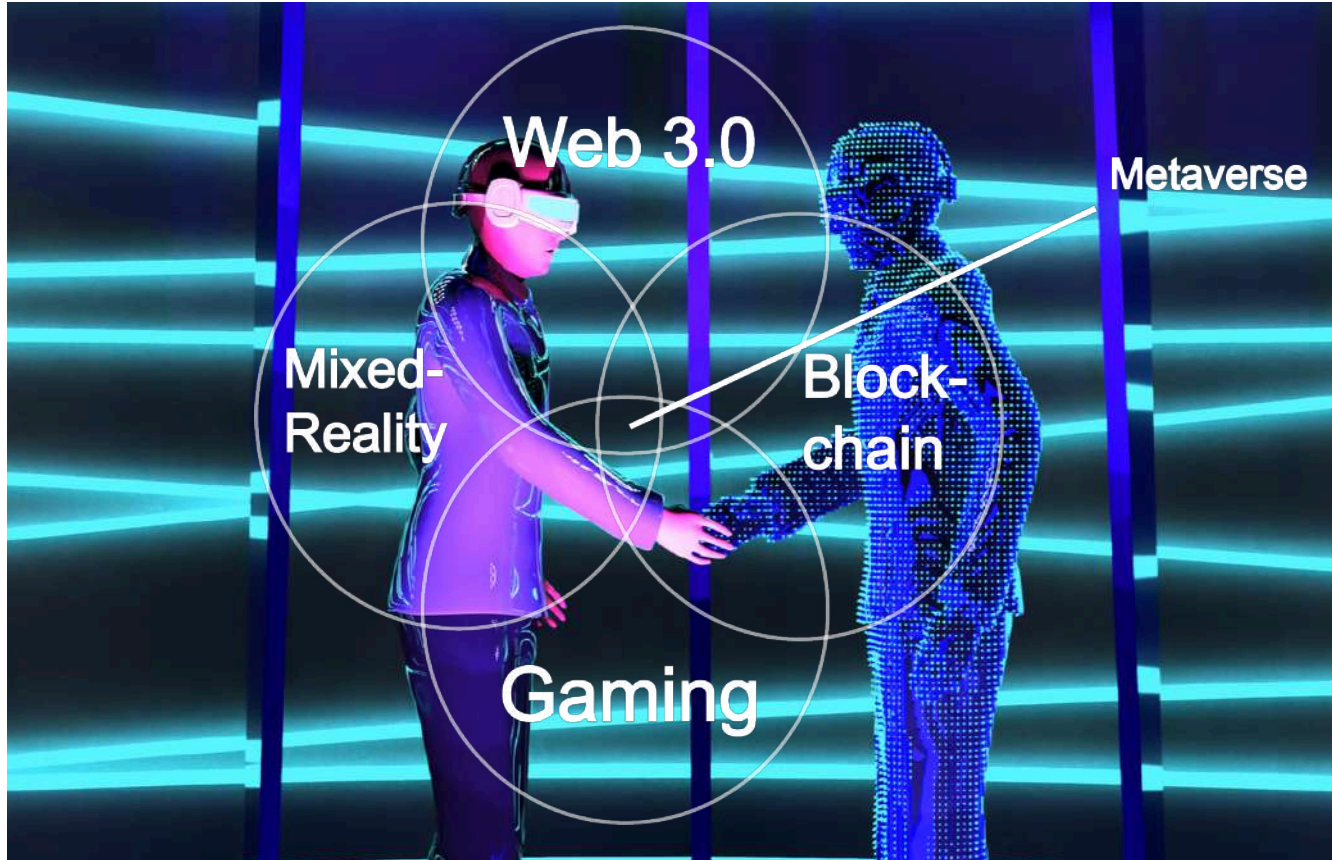
### Upcoming Devices

- Normal AR Glasses
- Contact lenses
- Ultra reality monitor display
- Neural interface sensors



# 4. Opportunities & Risks

## Understanding the prospects



- The metaverse is constantly evolving, creating new opportunities for a vast amount of businesses. It can create a large impact **specifically** in the entertainment and commerce sectors.
- The digital world is part of the future and companies in all shapes and sizes are entering the metaverse into their fitting layer becoming a vital part of the digital future.
- Economics of the metaverse or metanomic creates opportunities in almost every market area.
- There are opportunities for entirely new forms of businesses and possibilities for current businesses. It allows companies to further innovate and integrate current products and services.
- The metaverse is an innovative collective virtual space. Innovations, such as creating physical interaction in a virtual world or building a virtual self image (generating accurate and realistic clothing), can blossom.

# 4. Opportunities & Risks

## Possibilities in the ecosystem

### Digital asset Investments

Digital environments will be recognized as legitimate workplace. People will be able to invest, lease, and own digital assets.

### Gaming Expansion

Enabling game and content creators to more easily commercialize their creations. Industrializing game platform providers.

### Unlimited New Content

Technologies for creating content and companies in virtual environments are improving and limitless creativity in terms of content.

## Metaverse Opportunities

### Metanomics

“Economics of the metaverse—or metanomics—there are opportunities in almost every market area.” – JP Morgan

### Socially Endless

The forms of interaction we have today will vastly expand due to shared virtual environments in the metaverse.

### Immersive Experiences

Huge opportunities for branding and immersive experiences due to the mass audiences and sectors available.

Opportunities in the Metaverse report by JP Morgan

# 4. Opportunities & Risks

## Potential concerns when entering the Metaverse

### Data Protection Concerns

- Problems with Identity Security  
-deepfakes
- Data Breaches

### Concerns of Mental Health

- Idealization of the perfect” world
  - Keeping a positive context and community withing the Metaverse
- Is more virtual activity promoting healthy habits or inhibiting them?
- Will the next generation be alright?

### Additction to Simulated Reality

- A study from HTC Vive stated VR gaming addiction tendency is 44% bigger than the one related to PC gaming

### Negative Ideology

- Creation of more disinformation - more immersive layer of broadcasting information
- Economic and social status – Can everyone afford hardware?
- Concern of general digital safety

# 5. Approaching the Metaverse

Five actions for companies to enter the Metaverse

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**1. Awareness:** Don't miss out! Always stay tuned, get insights, follow new rumours about it.

**2. Learning:** Start learning about Metaverse, and how to place a product or service on it.

**3. Execution:** In order to make sure, start small, try and expertise, then develop further.

**4. Communicate & Collaborate:**

Start social campaigns, let people know you are on meta, call people of same interest.

**5. Analysis:** Analyse the results, gather the experience feedbacks, then repeat and expand.

Source: Pasetsky (2022)



# 5. Approaching the Metaverse

There is already a lot happening in Metaverse, like festivals, NFTs, and co working spaces.

## Virtual Festivals & concerts:

- Decentraland Festival
- Virtual concerts on Fortnite



Decentraland Festival



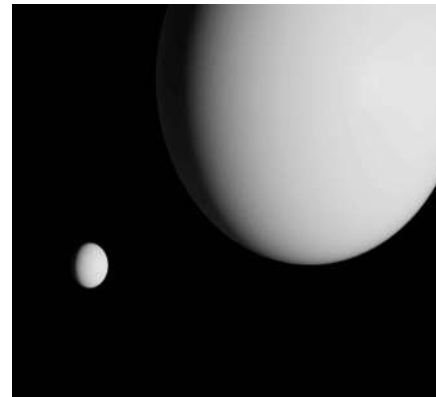
Ariana Grande Artwork for Rift Tour



Marshmello in Fortnite

## NFTs:

- Pak's 'The Merge': \$91.8m
- Everydays: the First 5000 Days: \$69.3m
- Clock: \$52.7m



Pak's "The Merge"



Everydays: „the First 5000 Days“

## Co Working Spaces:

- Next Meet
- Virtual office in Metaverse from Accenture



Accenture's "Nth Floor"

Sources: Cash (2021); Cooney (2021); Jumpstart (n.d.); Vu (2019)

# 5. Approaching the Metaverse

Starting a business in the Metaverse



NextMeet: Coworking space in Metaverse



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# Deluxe Music in the Metaverse

A New Era of Entertainment

Munich, 2022, May 6

Lina Essebier, Katharina Fischer, Mirismoil Usmonov, Anastasia Ederer

Prof Dr. Dr. Kolo Castulus  
Prof Dr. Dirk Kleine

Master Brand Management  
2nd Semester

# Our Team

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*Lina Essebier*

Master Media and  
Communication  
Management



*Katharina Fischer*

Master Brand Management



*Mirismoil Usmonov*

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*Anastasia Ederer*

Master Media and  
Communication  
Management

# Outline

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**01**

**1. Overview of the Music Industry and TV Industry**

**02**

**2. Existing Adaptions of Metaverse in the Music Industry**

**03**

**3. Benchmark to Music TV Channels in Metaverse**

**04**

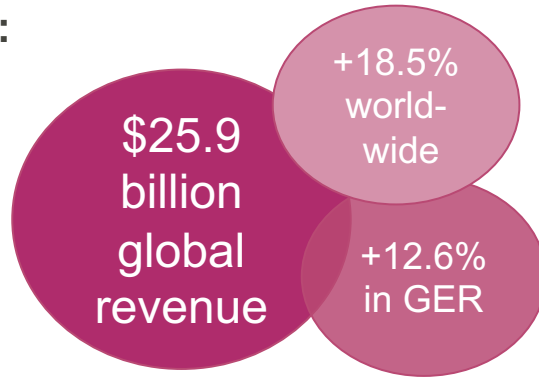
**4. Key learnings & Our Vision for Deluxe Music**

# Overview of the Music and TV Industry

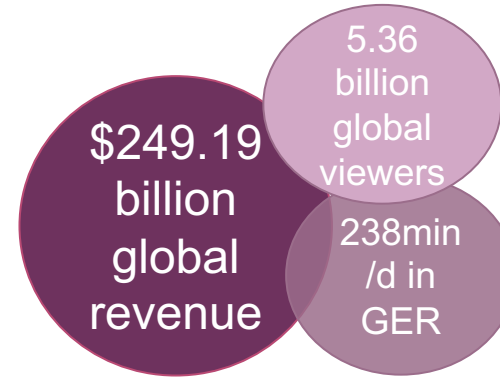
Even if the music and TV industry are growing, they are facing big challenges

## Key numbers:

### Music Industry



### TV Industry



## Big Players:

- 1 Universal Music Group
- 2 Sony Music Entertainment
- 3 Warner Music Group

- 1 CBS
- 2 NBC
- 3 ABC

## Challenges:

- 1 A vast majority of artists make no money
  - 2 Live shows
  - 3 Artists have to be the Jack of all trades
- 1 Lower ad revenues & budgets
  - 2 Competition from OTT
  - 3 Shorter attention spans

Source: IPFI (2021), The Business Research Company (2022)

# Numbers of the Music Industry in Metaverse

Early figures show a high potential and a sense of urgency in the music industry for the Metaverse

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78  
Million

Fortnite users attended  
the show from Ariana  
Grande in October 2021

\$20  
Million

earned Travis Scott with  
a Fortnite performance  
in 2020

More  
than \$1  
Million

earned Zara Larsson  
with selling in-game  
items like hats,  
backpacks and  
sunglasses which  
started at just \$1

45%

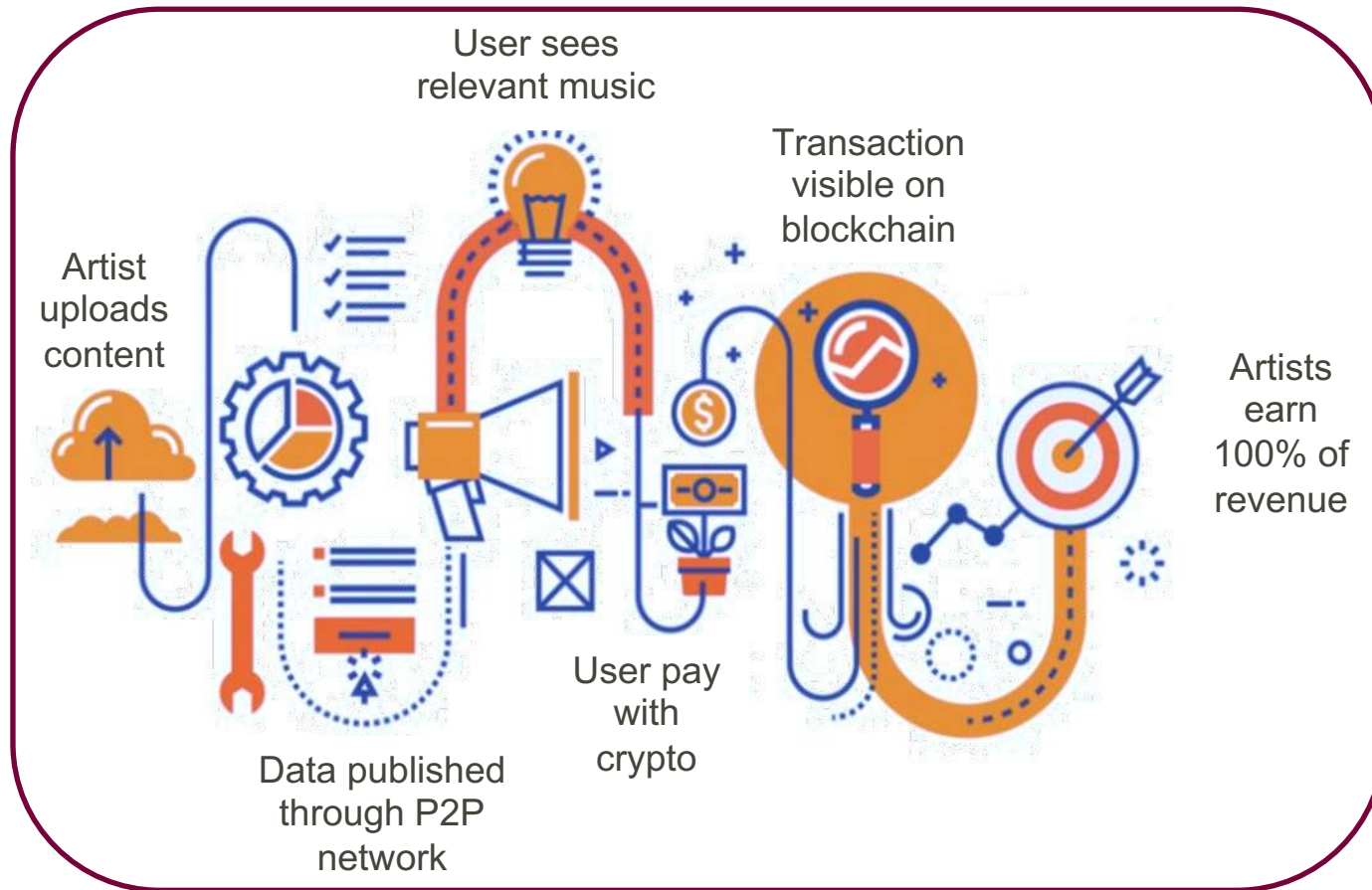
of adults would listen to  
a concert in Metaverse

Source: Savage (2021), Teale (2022), Magazine by Cointelegraph (2021)



# Blockchain in the Music Industry

The blockchain technology has the potential to change the music industry



- Artists can sell their music directly to the consumer  
→ No requirement to go through purchasing platforms and financial brokers
- Music can be published on the ledger with a unique ID and time stamp in a way that is effectively unalterable  
→ Ensures that the correct people will get paid for the use of the content
- Users can select the record of their choice and immediately reward the stakeholders with cryptocurrency upon playing it

Source: Web (2018), Dickson (2016)

# Metaverse in the Music and TV Industry

There are already festivals, NFTs, sales, and TV shows happening in the music and TV industry

## Current adaption in the Metaverse:

**Virtual Festivals**

**Gaming**

**NFT**

**Sales**

**TV Shows**

## Quotes about the Metaverse & Music industry:

*“Artists can perform in an infinite venue that they dream up and perform for millions of fans in a single night, instead of having to fly around the world for 18 months on a physical tour.”*

**Jon Vlassopoulos, global head of music of video game developer Roblox**

*“They’re a unique, creative and novel way for them to express themselves and their music and engage with their fans in a hyper-immersive, social setting.”*

**Jon Vlassopoulos, global head of music of video game developer Roblox**

*“We’re just scratching the surface and we know it. This is the future of entertainment in general.”*

**Phil Rampulla, head of brand at Epic Games**

Source: LeDonne (2021)

# Existing Adaptions of Metaverse in the Music Industry

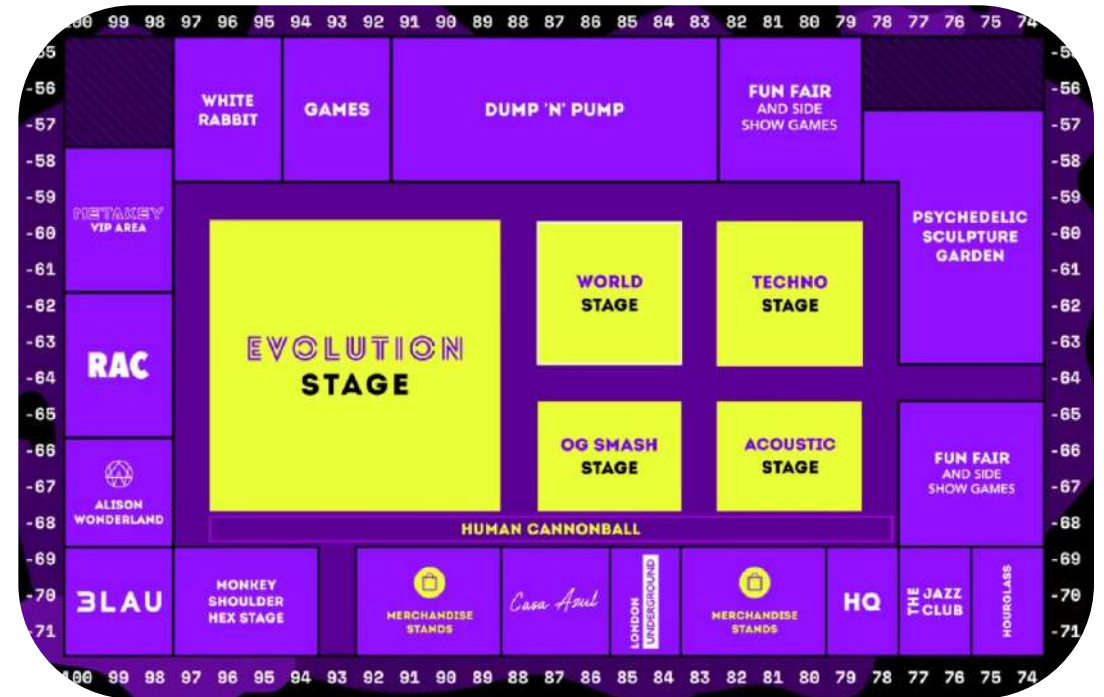
Virtual festivals in the Metaverse are already taking place

## Virtual Festivals:

- Decentraland
- Porter Robinson's Secret Sky Festival
- Ristband is creating a Metaverse for virtual concerts
- Entrance is free
- Users can buy merch and wearables



Decentraland, 2021



Stage Concept Decentraland

Source: T3N (2021), Ryan Schultz (2021)

# Existing Adaptions of Metaverse in the Music Industry

Virtual concerts in Fortnite show a high demand



## Virtual Concerts in Fortnite:

- Fortnite has evolved as a virtual destination for users to hang out with each other and attend virtual concerts
- Artists such as Marshmello, Ariana Grande, and Travis Scott have performed in Fortnite concerts
- More than **27 million** viewers
- Free entrance
- Users can buy items in the shop which belong to the concert up to 42€

Source: Marshmello (2019)



# Existing Adaptions of Metaverse in the Music Industry

Big artists like Snoop Dogg sell NFTs very successful



## Supercuzz! NFTs from Snoop Dogg:

- Animated comic covers showing Snoop Dogg as a superhero
- Sold on MakersPlace (17/3/22)
- Four limited edition animated artworks (25 editions each at \$1,500 USD per edition)
- A series of five open edition graphic still artworks (\$275 USD per edition)



Source: Buckler (2022), Makersplace.de (2021)

# Existing Adaptions of Metaverse in the Music Industry

Artists like the Weeknd and Calvin Harris sell music and merch in the Metaverse

## Music & audiovisual Art

The Weeknd's "Acephalous" The Source/Artifacts series



Open Edition

Artifact 001

\$333.00 Each

1749 Editions Minted

Sold Out



Open Edition

Artifact 002

\$777.00 Each

423 Editions Minted

Sold Out



Open Edition

Artifact 003

\$1,111.00 Each

461 Editions Minted

Sold Out

## Digital Merch Sales

Calvin Harris and Emil Nava: TECHNOFISH



Calvin Harris x Emil...  
Mycelium Margin #10/50

Price  
0.33

15



Calvin Harris x Emil...  
TECHNOFISH 4 #46/50

Price  
0.388

5

Source: Nifty Gateway (n.d.), OpenSea (n.d.)

# Existing Adaptions of Metaverse in the Music Industry

German rapper Cro sells token shares of his oil painting “Michelle”

## Art

- Cro “Michelle”
- 55.555€ in total, sold in token shares



Oil painting Michelle on easel: Timeless Investments

Source. Draht (2022)



# Benchmark to the Music TV Channels in Metaverse

TV show „Alter Ego Talent Show“ with performing Avatars launched on FOX



## Alter Ego Talent Show:

- Virtual talent show for singers
- Participants don't perform on stage, but rather behind a curtain whilst donning motion-capturing suits that control their own highly fantastical, augmented-reality avatars
- A video-game design program render the avatars in real time
- **2.85 Million** viewers at the premiere
- Premiere was in September 2021

Source: Hissong (2021)



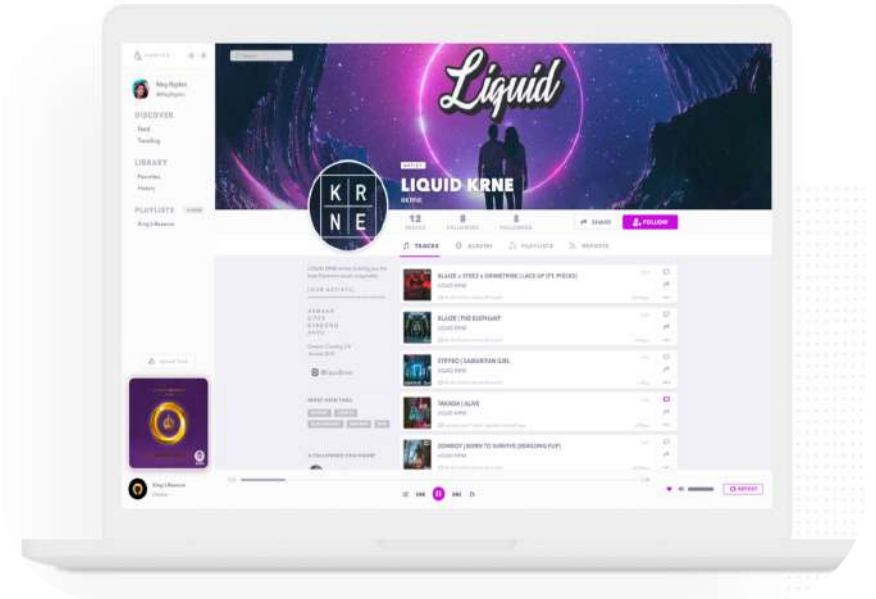
# Benchmark to the Music TV Channels in Metaverse

A Spotify competitor launched the first radio tower in Metaverse



## Radio tower in DeFi Land:

- Streaming service Audius launched a radio tower in Metaverse
- Audius is a competitor of Spotify
- Audius is the supplier of the ingame music via a set of genre-focused radio stations drawn from Audius' catalogue of music



Source: Audius (n.d.), Dredge (2022)

# Benchmark to the Music TV Channels in Metaverse

There are already TV shows in Metaverse planned for the future

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## Metaverse's Got Genius:

- Avatars compete with each other to win prizes and interact with their fans in real time
- Collaboration with Viewpark and Soundpark
- Will be presented to the audience in the beginning of 2023
- Fans will be able to participate in virtual concerts, trainings, festivals, and musicals or purchase virtual plots from the event area

## The Voice in Metaverse:

- The show will take place in the social mobile game Avakin Life and TikTok, in a Metaverse addition that will be called "The Voice of Avakin"
- Fans will have the opportunity to explore the Green Room and Casting Room
- Anyone has the chance of performing on the show's iconic stage by recording and uploading their singing videos from the metaverse app to TikTok

Source: Pearce (2022) Sutcliffe (2021)

# Key Learnings

The metaverse in the music and TV industry shows great potential for Deluxe Music

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01

The music and TV industry are two of the biggest industries in Germany

02

There is already a lot happening in the music industry in Metaverse like Festivals and virtual concerts

03

A lot is planned in the Metaverse in the TV and music sector  
Deluxe Music can pioneer

04

Now is the right time for Deluxe Music to start planning projects in Metaverse

# Our Vision for Deluxe Music

Making use of existing Deluxe Music shows and channels but also expanding to new directions

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- Deluxe Music radio channel in Metaverse
- Existing shows (DJ Night) go live in metaverse, on stages
- Deluxe Music Events
- DLXM Sessions in Metaverse

## Meta Famous Factory:

- Deluxe Meta Studio can be one of the pioneers that create meta famous singers

## Become Meta Licensee:

- Deluxe Music as a licensee in the meta world and air all the popular music (similar to Vevo on YouTube)
- Hold licences to sell album covers and posters in metaverse



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# Deluxe Music in the Metaverse

A New Era of Entertainment

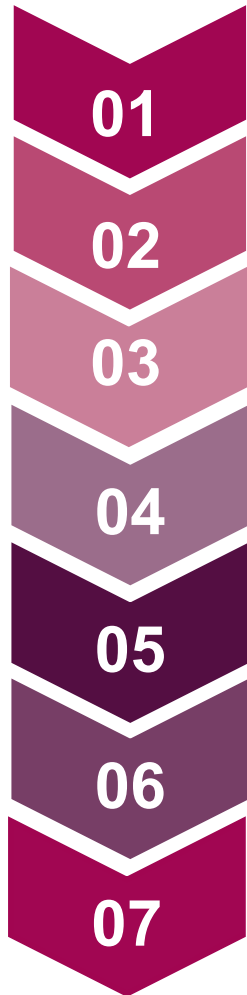
Munich, 2022, June 21

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Prof Dr. Dr. Kolo Castulus  
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Master Brand Management  
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# Outline



**Roadmap Deluxe Music for Metaverse**

**Launch of Deluxe Music NFTs**

**Promotion of Deluxe Music NFTs**

**Product - NFTs for Deluxe Music**

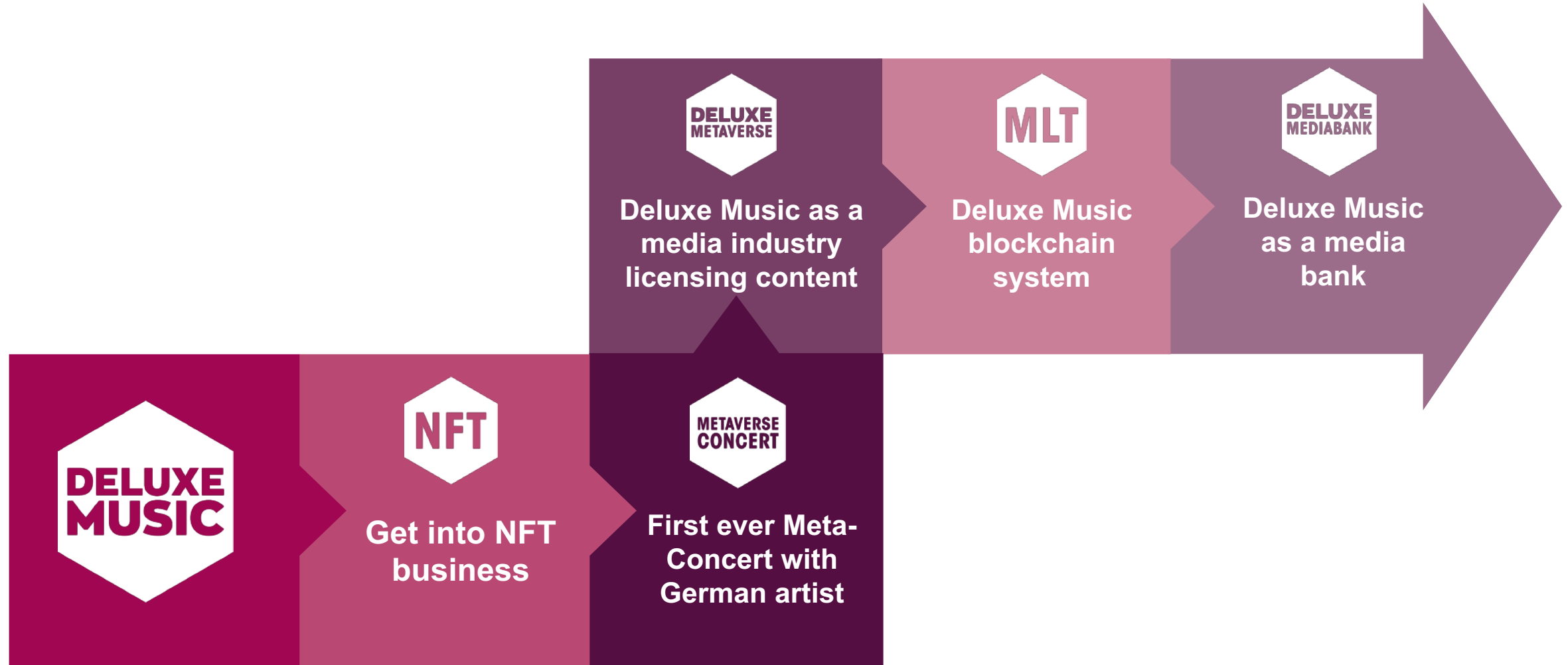
**Price of Deluxe Music NFTs**

**Metaverse Concert**

**Summary**

# Deluxe's Metaverse Approach

The vision for Deluxe Music's investments in Metaverse is to become a media bank



Source: MILC: die digitale Revolution für die Medienbranche (2022)

# Launch of NFTs

Launching a NFT is easy following the six steps

## Make your own art

# 01

**You can make everything to a NFT:**

- Analogue artworks
- Music videos
- Trading cards

*Tip: make a collection*

- Important: Art must be able to be digitised

## Set up of a digital Wallet

# 02

**What to look out for:**

- strong security
- easy user interface
- multichain support
- cross-device use

**Examples:**

- Coinbase Wallet
- Metamask
- Math Wallet

## Storing Artworks and Metadata

# 03

**Generated artworks and metadata should be stored on-chain**

- Want to store off-chain: use IPFS

*Tip: Do not store in centralized storage*

**Examples:**

- Pinata
- NFT.Storage

## Creating a smart contract

# 04

**There are NFT projects that publish contract**

Choose contract you like and reuse it

- **later:** change cost value on, e.g., Remix or Etherscan / PolygonScan

Source: Mochizuki (2022), Stelzner (2022)



# Launch of NFTs

Launching a NFT is easy following the six steps

## Find the right market place

05

**Market places where everyone can sell NFTS without a Pre-check:**

- Rarible.com
- OpenSea

Be aware of the fees

- *Tip: Use the gas fees as a guide for the costs*  
= Ethereum blockchain transaction fees

## Make it and sell it

06

**Make your NFT on the platform you chose & sell it**

**Average profits breakdown from a sold NFT would be:**

75% to the artist  
15% to the secondary marketplace  
10% royalties of any resale

## Useful Links

- HashLips Art Engine ([https://github.com/HashLips/hashlips\\_art\\_engine](https://github.com/HashLips/hashlips_art_engine))
- Tool to check NFT: <https://nft-uniqueness-checker.vercel.app/>
- HashLips smart contract ([https://github.com/HashLips/hashlips\\_nft\\_contract](https://github.com/HashLips/hashlips_nft_contract))

Source: Mochizuki (2022), Stelzner (2022)

# Place

Launch on OpenSea and link it on your website and social media

DLXM

By DeluxeMusic

100 Deluxe Music generated, exclusive NFTs.  
See more...

100

items

34

owners

0.04

floor price

57

total volume

Items

Activity

Search by name or attribute

Price low to high

Make collection offer

Status

Buy Now

On Auction

Buy with Card

Price

Quantity

Currency

PROPERTIES

CLOCK

100 items

DLXM Shirt 1

Price 0.04

Last 0.12

DLXM Shirt 2

Price 0.04

Last 0.1

DLXM Shirt 3

Price 0.05

Last 0.1199

Mascot 1

Price 0.05

Last 0.083

Mascot 2

Price 0.05

Last 0.119

Mascot 3

Price 0.05

Last 0.145

Mascot 4

Price 0.05

Last 0.115

Source: 0X1b9 (n.d)

m

hochschule macromedia

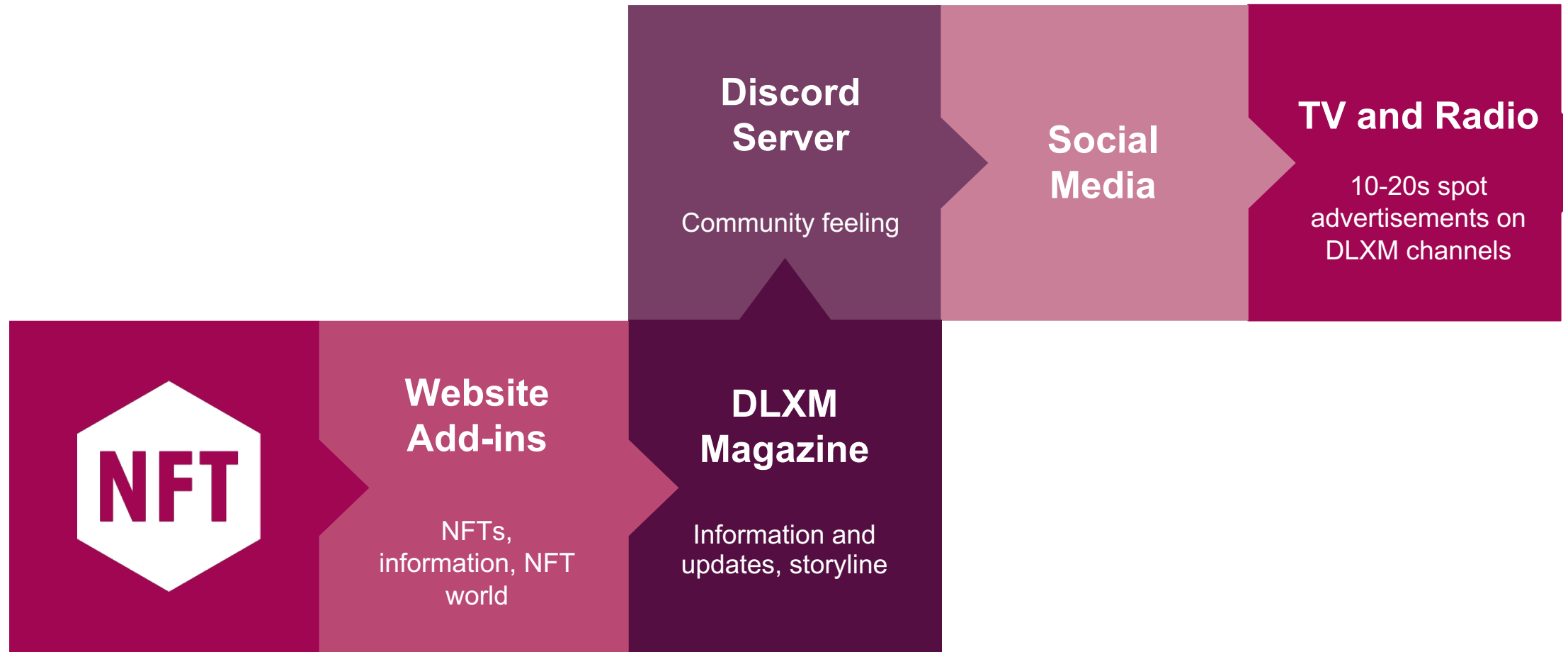
university of applied sciences

Deluxe Music in the Metaverse42

# Promotion

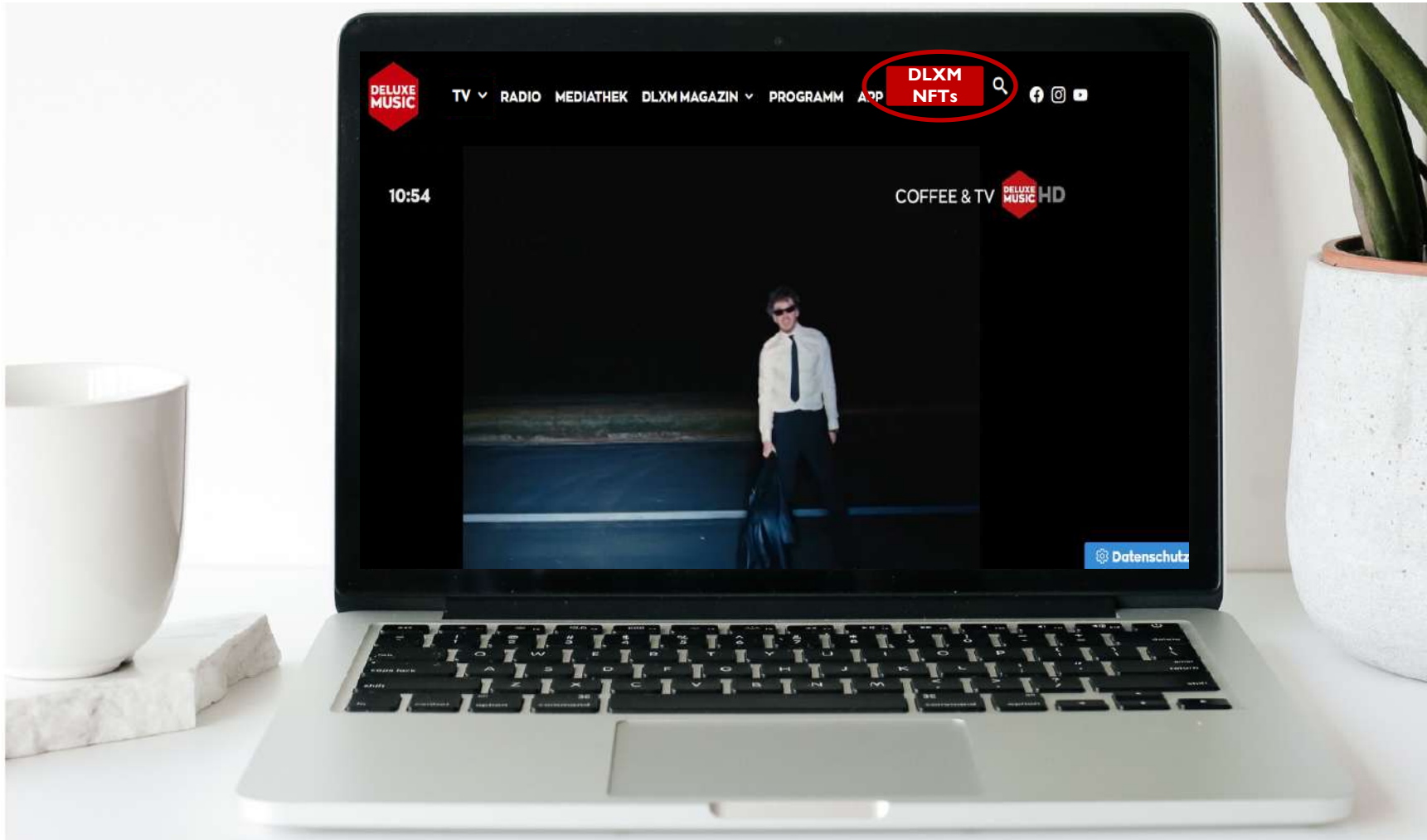
Promote and educate on your website, Discord, social Media, and TV

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# Promotion

Implement a direkt link to the NFTs in the navigation bar at the Deluxe Music website



# Promotion

Explain the NFTs on the website additional to the promotion

The image shows a website layout for 'DLXM NFTs'. At the top is a black navigation bar with the 'DELUXE MUSIC' logo on the left and links for TV, RADIO, MEDIATHEK, DLXM MAGAZIN, PROGRAMM, APP, and DLXM NFTs on the right. Social media icons for Facebook, Instagram, and YouTube are also present. The main content area has a white background with the title 'DLXM NFTs' in large black letters. Below the title is a paragraph in German: 'Bei unseren DELUXE MUSIC NFTs ist für jeden etwas dabei! Ob short animations, coole Mascots mit euren Lieblingen, chilliger Merchandise oder auch für traditionelle Ticketsammler. Hier kommt jeder auf seine Kosten!'. Below this paragraph are four white boxes with red hexagonal logos. The first box is titled 'What are NFTs?' and has a callout box pointing to it that says 'Explain your vision, benefits, and show the long-term roadmap' and 'Educate your community about the NFT world, how to mint'. The second box is titled 'OUR VISION'. The third box is titled 'Take a look at exclusive DLXM NFTs'. The fourth box is titled 'Q&A' and has a callout box pointing to it that says 'Frequently asked questions, Usage rights as a holder, contact information'. At the bottom right of the layout is a blue button with a gear icon and the text 'Datenschutz'.

**DELUXE MUSIC** TV ▾ RADIO MEDIATHEK DLXM MAGAZIN ▾ PROGRAMM APP **DLXM NFTs** 🔍 f i y

## DLXM NFTs

Bei unseren DELUXE MUSIC NFTs ist für jeden etwas dabei! Ob short animations, coole Mascots mit euren Lieblingen, chilliger Merchandise oder auch für traditionelle Ticketsammler. Hier kommt jeder auf seine Kosten!

**What are NFTs?**

**OUR VISION**

**Take a look at exclusive DLXM NFTs**

**Q&A**

**Datenschutz**

Explain your vision, benefits, and show the long-term roadmap

Educate your community about the NFT world, how to mint

Frequently asked questions, Usage rights as a holder, contact information

# Promotion

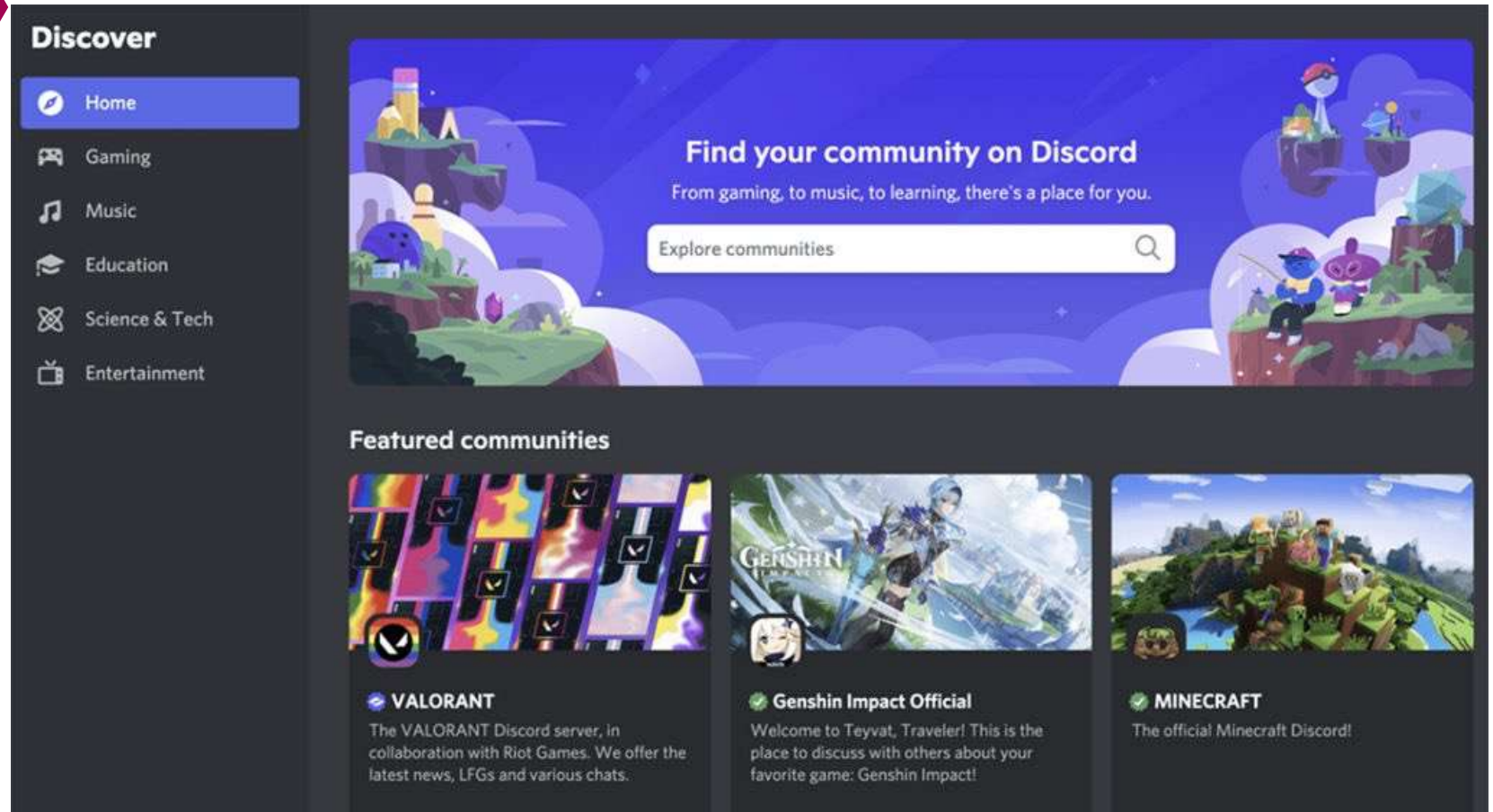
Rise awareness on your social media accounts

## Discord Server

- Free voice, video, and text chat app

People want to be part of your NFT community

**Talk and hang out with communities and friends**



Source: Librarian (2020)



# Promotion

Rise awareness on your social media accounts

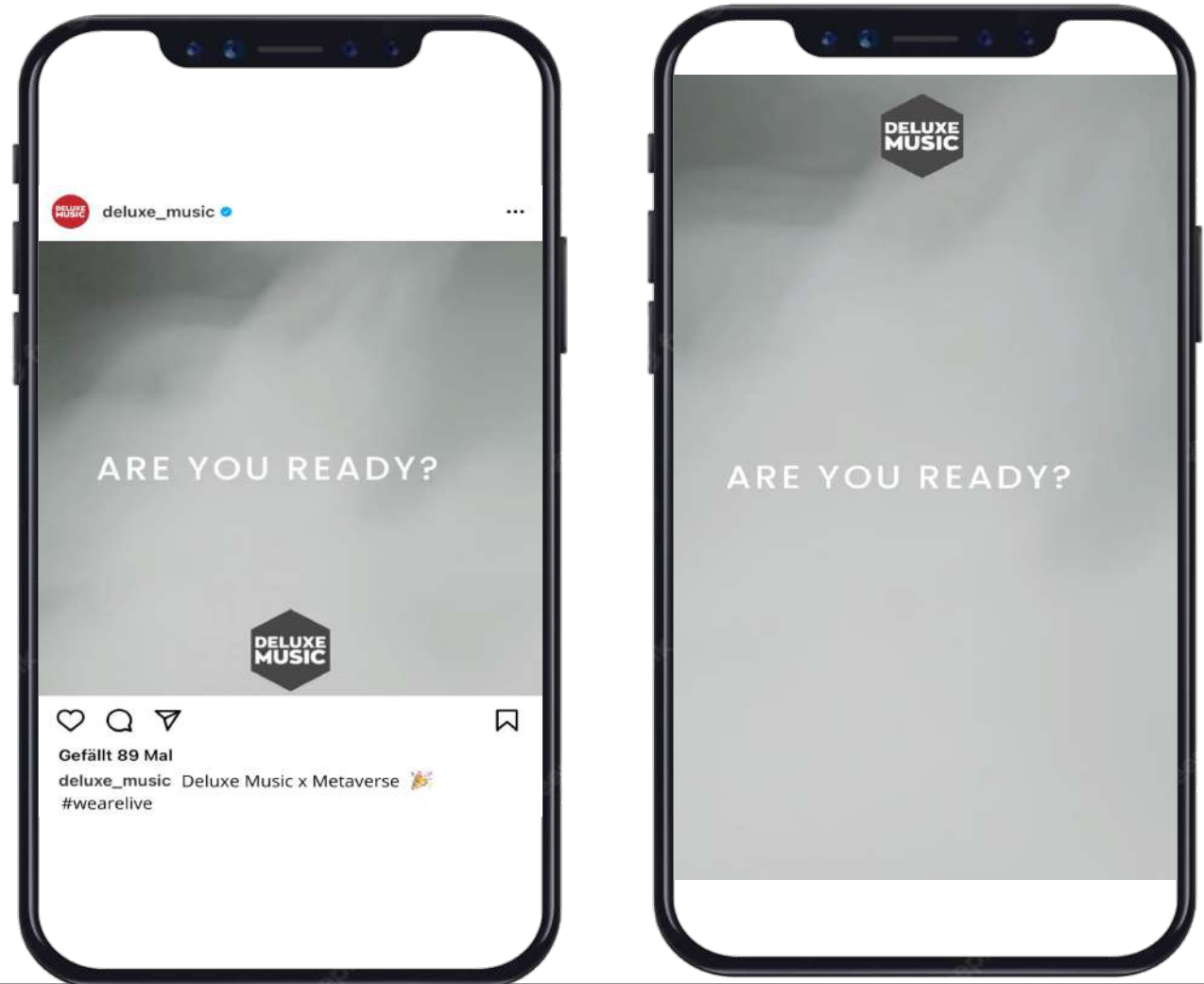
## Social Media

### Stages of posts:

1. Announcement post
2. Count down posts
  - ! Do not publish all information about your project too early
  - ! Information should be released little by little
3. Launch post
  - Videos where the artists you collaborate with talk about that the NFTs are a must-have

### Include a Reward System:

Do sweepstakes, giveaways, invite contests, private events, early access, exclusive merchandise



# Promotion

Use a TV spot to promote on your own channels

## DLXM TV Spot

10-30s spot to tease the audience with your NFTs on your own TV channel



# Product

Animated NFTs for Deluxe Music and its own formats



# Product

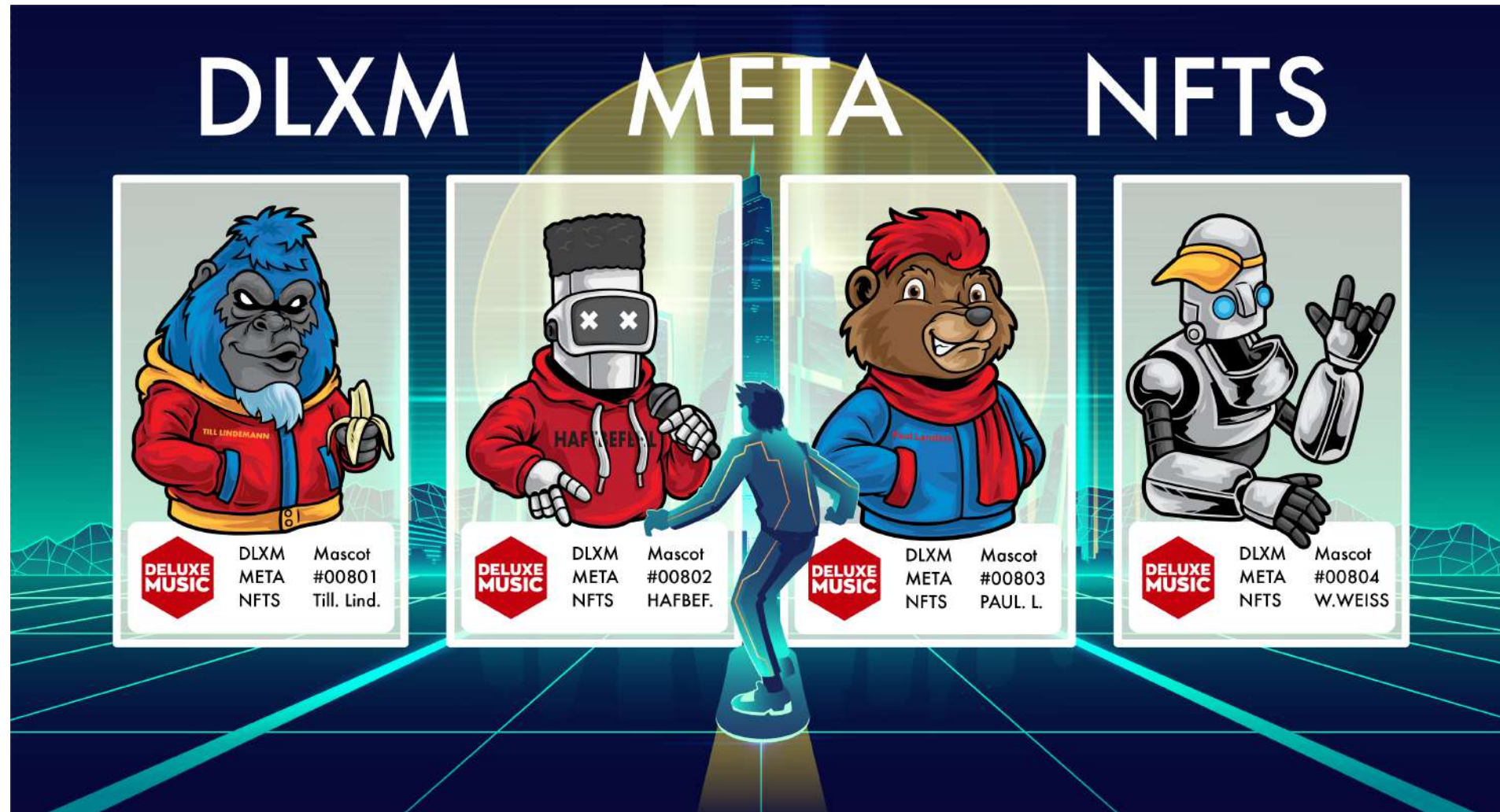
Merchandise for Deluxe Music and its own formats





# Product

NFT Mascots in collaboration with Kontor Records



# Product

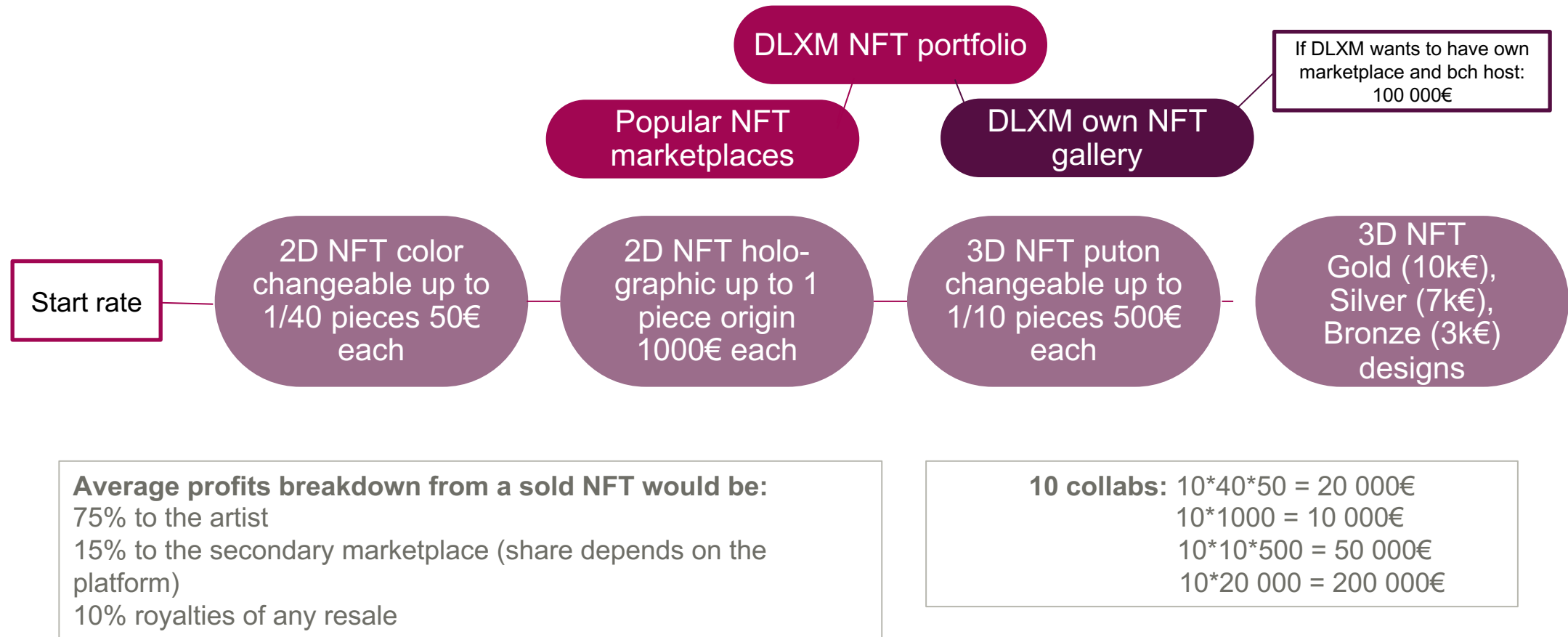
NFT Collaboration with Ticketmaster + Metaverse Concert





# Price

With selling NFTs Deluxe Music can make with 10 collaborations 20k€ to 200k€



Source: NONFUNGIBLE.COM (2022)

# Metaverse Concert

In 5 steps Deluxe Music can organize their own Metaverse concert

## 01

→ Establish a Goal

Promote ahead of time and decide upon formalities:

- Hosted live or pre-recorded?
- What functionality does Deluxe Music need in a virtual venue?
- Audience familiar with the platform?
- What tools can be used to further engage with the audience at the venue?

## 02

→ Select a Venue

Decide on what venue in Metaverse Deluxe would like to host its concert at:

- **The Virbela Speakeasy**
- Auditorium
- EXPO Hall

## 03

→ Prepare Attendees for Success

Attendees may be unfamiliar with software used to host the concert

→ Tutorial video on how to navigate the venue

## 04

→ Make Time for Connection

Make sure that attendees are engaged and are participating in social interactions.

Ensure this by functions and spaces provided at any *Virbela* venue:

- Web boards: interactive polls or live Q&A sessions using tools like Slido.
- Private Volumes: turn on Private Volumes to allow attendees to speak privately

## 05

→ Have Fun

Include extras at the venue for attendees to participate in:

- Dance party to compliment the live music
- Set up a gaming arcade where attendees can compete against each other during breaks

Source: A 5 Step Guide to Hosting Events in the Metaverse (2022)

# The Virbela Speakeasy

Virbela Speakeasy is an easy solution as a venue where Deluxe Music can host their Metaverse concert



The concert venue: An impressive stage and realistic ambience



Choose a special venue: Take your concert outdoors



High engagement: Throw dance parties to the live Music Performance



Extra fun for attendees: The arcade set up



Interact with others individually: Make use of private volumes for personal conversations



Everything is possible: Make the concert unique through ample virtual features offered by Virbela

Source: Virbela Speakeasy (2022)

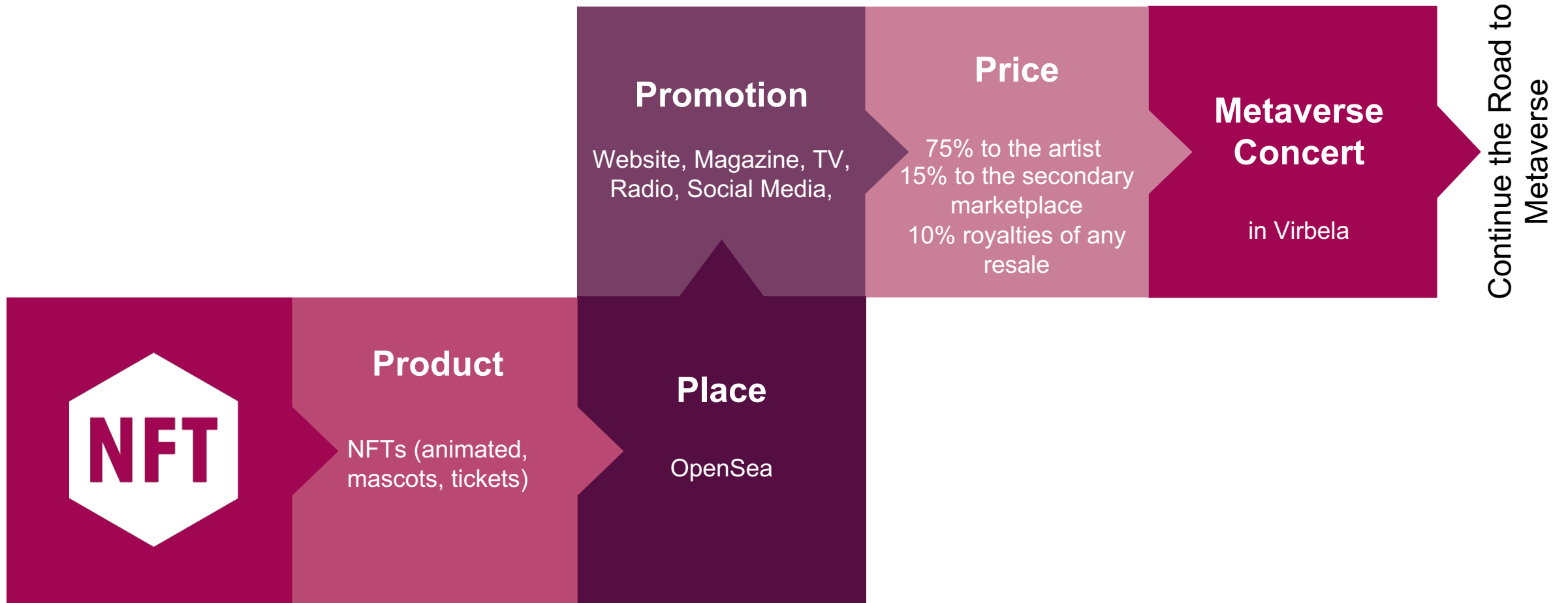
# Virbela Subscription Options

Our recommendation is to buy the Plus package for a first try

Basic	Plus	Premium	ADD-ONS
<b>10€/Month</b> <ul style="list-style-type: none"><li>• Up to 200 user capacity</li><li>• Choose from 3 Room Packs</li><li>• 3D World Customization Tools</li><li>• Video Training</li><li>• Software Documentation</li><li>• Add Video &amp; Websites</li><li>• Share Desktop &amp; Webcam</li></ul>	<b>15€/Month</b> <ul style="list-style-type: none"><li>• 10 - 2,400 user capacity</li><li>• Includes all Standard Rooms</li><li>• Everything in BASIC, and:</li><li>• Live Training</li><li>• Unlimited Standard Scenes</li><li>• 5 Booths / Stands (Configurable)</li><li>• Automated Tours Available</li><li>• Obstacle Course</li><li>• Live Music Rooftop</li><li>• Account Manager Access</li></ul>	<b>35€/Month</b> <ul style="list-style-type: none"><li>• Fully Bespoke Experiences</li><li>• Includes all Premium Rooms &amp; Activities</li><li>• Everything in PLUS, and:</li><li>• Custom Scenes &amp; 3D Experiences</li><li>• Unlimited Activity Templates</li><li>• SSO Integration (optional)</li><li>• Compliance Services</li><li>• LMS Integration</li><li>• Production Support from Certified Virtway Partners</li></ul>	<ul style="list-style-type: none"><li>• Dedicated Live Training</li><li>• Capacity Increases for Larger Events</li><li>• Trained Facilitators for Premium Activities</li><li>• Live DJs for VIP Events</li><li>• Livestream Production</li><li>• Avatar Clothing &amp; Accessory Customization</li><li>• Premium Scene Customizations</li><li>• 3D Element Integrations</li><li>• Full White Labeling Available</li><li>• Hologram Support</li></ul>

Source: Pricing (2022)

# Summary





**macromedia university**  
of applied sciences

Thank you for listening.





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