



Get unlimited access

Open in app



MetaCat

Sep 16 · 16 min read · Listen

...

Save



# Metaverse Monthly Report 2022–08

Author: [MetaCat](#)



The monthly metaverse report for August 2022 contains the following two parts:

- Metaverse Data Analysis Report
- The Big Metaverse Event

## Quick Review

### 1. Data report content:

- The monthly metaverse data analysis report includes eight metaverse platforms: The Sandbox, Decentraland, Voxels, Somnium Space, NFT Worlds, Worldwide Webb, Otherside, and Netvrk.



[Get unlimited access](#)[Open in app](#)

## 2. August report summary:

- Total sales in the metaverse continued to be low in August, down 22% compared to July, with the biggest impact on that decline coming from NFT Worlds, which suffered a ban on Minecraft in July, causing its landholders to sell off, pushed up July's trading volume, which shrank sharply by August.
- Worldwide Webb and Voxels were up 39% and 45% In August compared to July, but both were still unable to reverse the downward trend in sales in the metaverse segment due to their relatively small total transaction amounts.
- Otherside's total land sales in June, July and August are continuing to decline, with July down 24% from June and August down 16% from July, and August down \$2.6 million.
- With the opening of The Sandbox Alpha Season 3, Decentraland, Voxels, and Somnium Space are also launching a number of events to revitalize their stock of subscribers.

## Part 1: Metaverse Data Analysis Report

### 1. Sales

Overall August sales in the metaverse section (the head eight metaverse programs) were down \$4.75 million, or 22%, from July.

**Otherside** After the completion of the primary market offering in May of this year, the total land sales in June, July and August are continuing to decline, with a 16% decline in August compared to July and a \$2.6 million decline, which has a more significant impact on the overall.

**NFT Worlds** sales plunged 78% in August compared to July, as pessimism in the market following the massive sell-off by landholders caused by the Minecraft ban on NFT Worlds in July led to a drop in the volume of NFT Worlds virtual land sales in August.

Voxels announced the destruction of some of its owned mega-lots to “activate” its





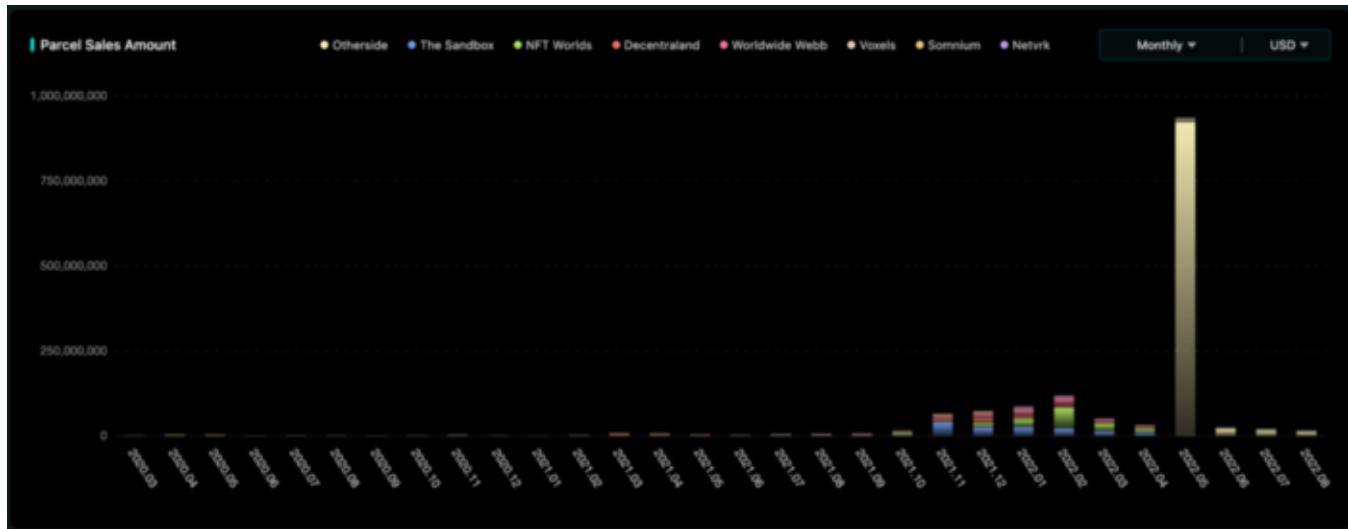
Get unlimited access

Open in app

Parcel Sales Amount					
World/sales (USD)	2022.08	2022.07	% of Change	% of Total sales in 2022.08	
Otherside	\$13,456,339	\$16,068,876	-16.26%	80.95%	
The Sandbox	\$1,491,586	\$1,688,211	-11.65%	8.97%	
NFT Worlds	\$539,107	\$2,443,928	-77.94%	3.24%	
Decentraland	\$401,942	\$545,342	-26.30%	2.42%	
Worldwide Webb	\$394,354	\$283,326	39.19%	2.37%	
Voxels	\$175,039	\$120,686	45.04%	1.05%	
Somnium Space	\$71,942	\$102,789	-30.01%	0.43%	
Netvrk	\$93,083	\$125,012	-25.54%	0.56%	
Total Sales	\$16,623,392	\$21,378,170	-22.24%	100.00%	

Top Metaverse Platform Sales (USD) : 2022.08 vs 2022.07

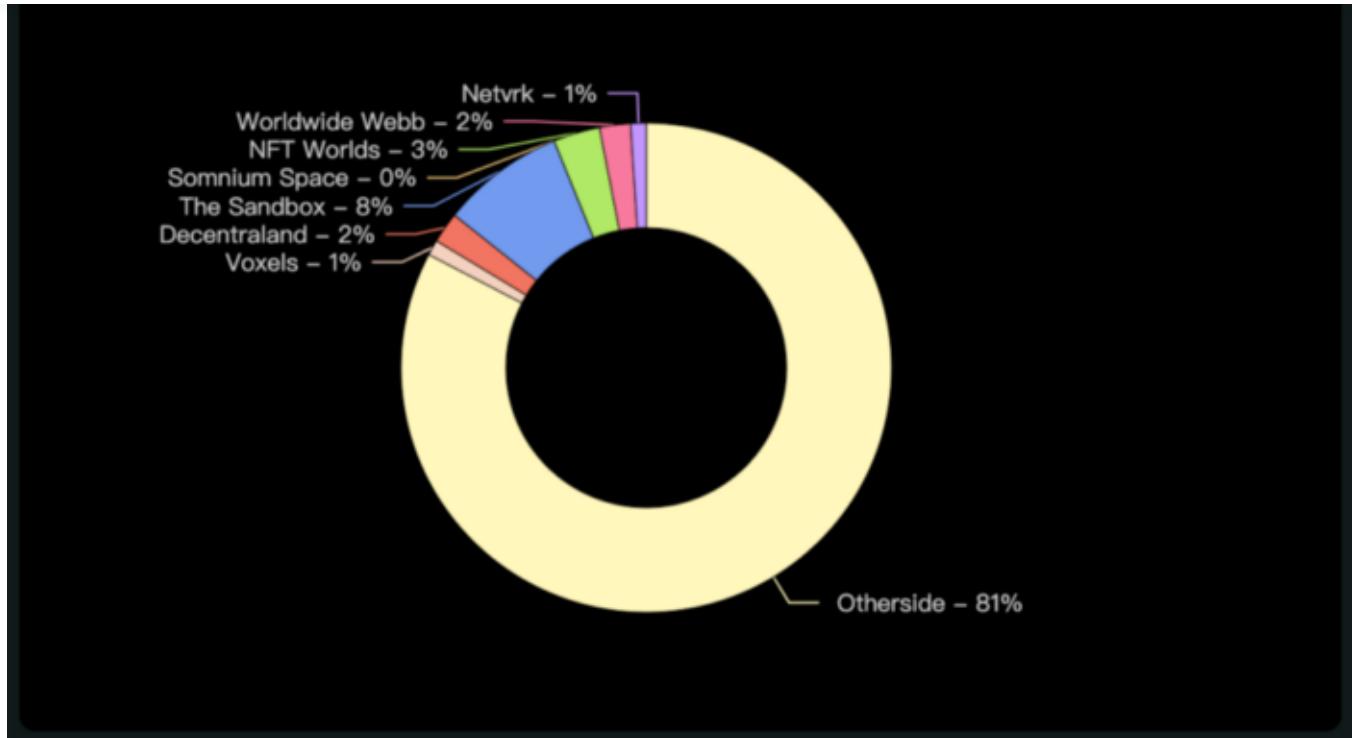
The monthly sales histogram shows that the overall sales of the metaverse section continued to decline in June, July and August 2022, and that Otherside (yellow) accounts for a larger share of sales, with few other items visible in color.



Monthly sales (USD) histogram for the top metaverse platform

Further from the following pie chart of the total virtual land sales percentage of each metaverse platform for the last 30 days clearly shows that Otherside has the largest share of sales at 81%, still maintaining the head star aura with a high 81% of sales; followed by The Sandbox and NFT Worlds with 8% and 3% respectively; other platforms have a very small share from sales. The other platforms account for very



[Get unlimited access](#)[Open in app](#)

Top Metaverse Platform Last 30 Days Sales (USD) Pie Chart

## 2. Average sales price

More notable in terms of average virtual land sales prices were the biggest declines in Netvrk and NFT Worlds, with declines of 41% and 34% respectively.

Otherside's virtual land prices fell 23% in August compared to July as its product completion was too low, and despite the aura of its star project and capital boost, it still couldn't stop the market from expecting lower property prices.

While The Sandbox continues its active marketing strategy of announcing new brand partnerships, its average virtual land price still dropped 17% in August compared to July, which may have something to do with the fact that its product delivery schedule has been unable to deliver on the plans in its Roadmap.

**Decentraland virtual average land prices have been more stable, down 3% in July compared to June and 5.6% in August compared to July.**

WorldWide Webb restores market confidence, because its announced strategic partnership, with its average virtual land price up 36% in August compared to July, but of course we can't ignore the fact that its average virtual land price still hasn't

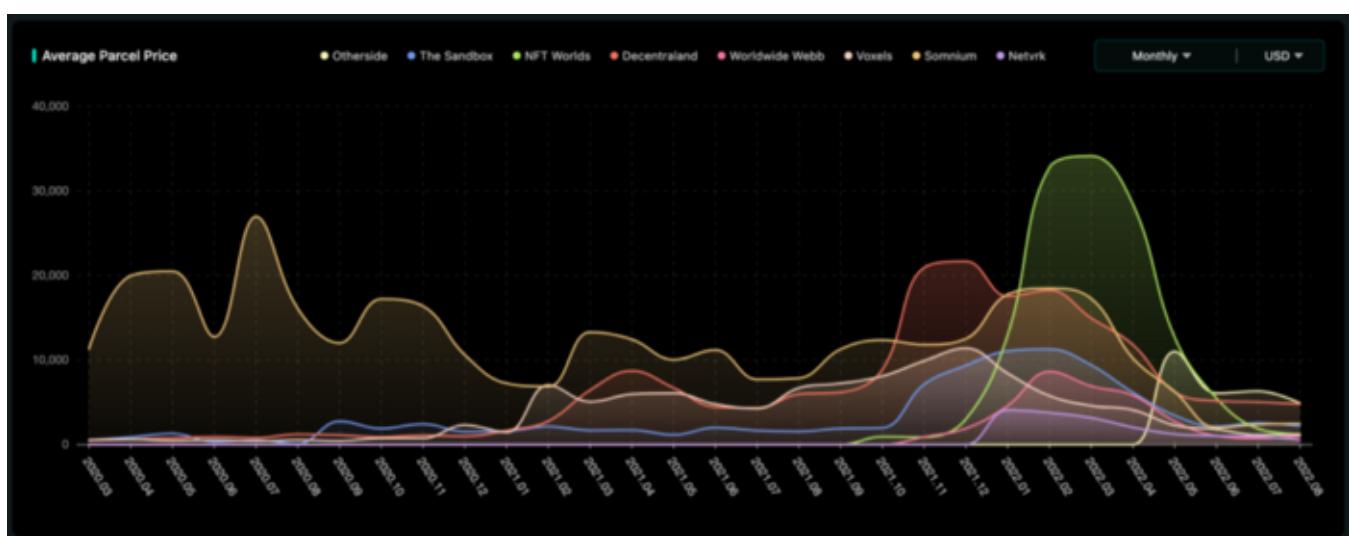



[Get unlimited access](#)
[Open in app](#)

World/sales (USD)	2022.08	2022.07	% of Change
Otherside	4,887 USD	6,313 USD	-22.59%
The Sandbox	2,130 USD	2,569 USD	-17.09%
NFT Worlds	1,245 USD	1,879 USD	-33.74%
Decentraland	4,749 USD	5,035 USD	-5.68%
Worldwide Webb	988 USD	726 USD	36.09%
Voxels	1,182 USD	1,138 USD	3.87%
Somnium Space	2,480 USD	2,390 USD	3.77%
Netvrk	550 USD	932 USD	-40.99%

Top Universe Platform Average Sales Price (USD): 2022.08 vs 2022.07

The graph of monthly average price fluctuations on the metaverse platform shows that Netvrk, NFT Worlds, and Otherside had the sharpest average virtual land price changes in August.



[Get unlimited access](#)[Open in app](#)

while the rest of the metaverse projects' average virtual land prices are falling, with Decentraland's average virtual land price falling by even 65%.

World/sales (ETH)	2022.08	2022.07	% of Change
Otherside	3.46 ETH	5.18 ETH	-33.20%
The Sandbox	1.46 ETH	2.07 ETH	-29.47%
NFT Worlds	0.88 ETH	1.45 ETH	-39.31%
Decentraland	1.32 ETH	3.77 ETH	-64.99%
Worldwide Webb	0.7 ETH	0.62 ETH	12.90%
Voxels	0.7 ETH	0.86 ETH	-18.60%
Somnium Space	1.76 ETH	1.99 ETH	-11.56%
Netvrk	0.39 ETH	0.77 ETH	-49.35%

Top Metaverse Platform Average Sales Price (ETH) : 2022.08 vs 2022.07

### 3. Number of sales

The trend in the number of virtual land sales and total virtual land sales **is largely negatively correlated**, indicating that buyers are bullish on the long-term value of virtual land in the metaverse and are buying at low prices.

NFT Worlds is the exception to the rule, and as mentioned earlier, the market has been quite pessimistic about the alignment project.

Voxels' official marketing "activation" behavior, as well as the finish and ease of use

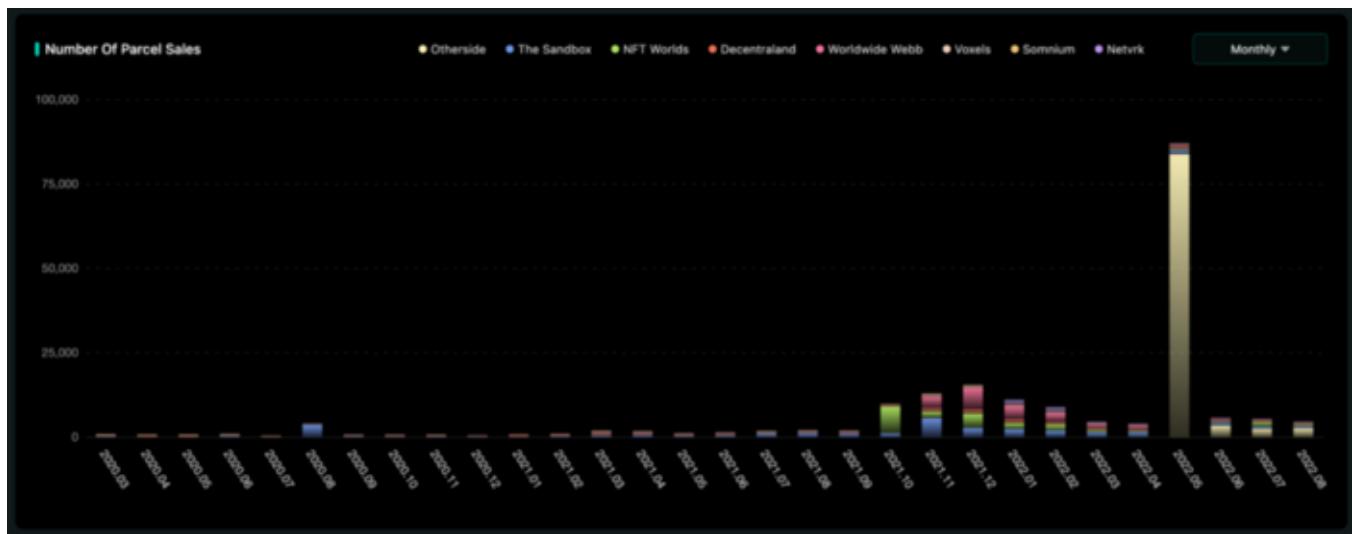


[Get unlimited access](#)[Open in app](#)

### Number Of Parcel Sales

World/sales	2022.08	2022.07	% of Change
Otherside	2,753	2,545	8.17%
The Sandbox	700	657	6.54%
NFT Worlds	433	1,300	-66.69%
Decentraland	177	266	-33.46%
Worldwide Webb	399	390	2.31%
Voxels	148	106	39.62%
Somnium Space	29	43	-32.56%
Netvrk	169	134	26.12%

Number of virtual land sales in the head metaverse platform: 2022.08 vs. 2022.07



Virtual land in the top metaverse platform: monthly sales volume fluctuations graph





Get unlimited access

Open in app

decrease of 1.8%, mainly because some of the official Voxels and community attracted some loyal players and traffic is basically the same as last month.



Voxels Monthly Traffic Fluctuation Chart



Voxels August Traffic Heat Map

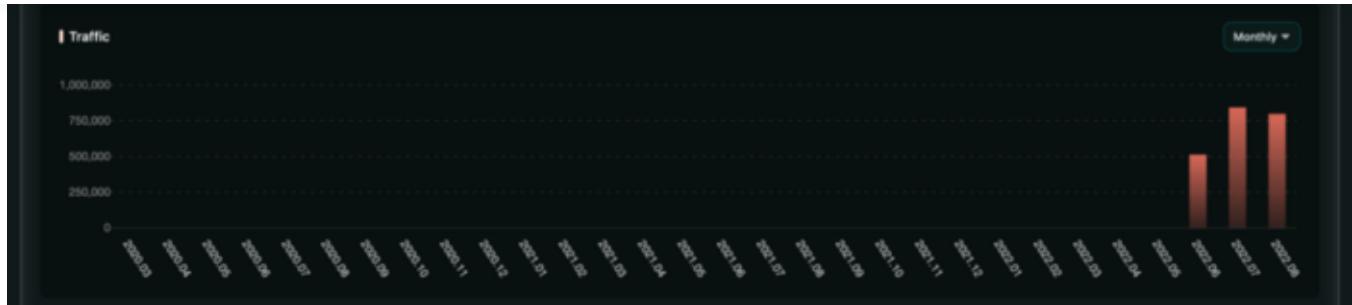
Decentraland's August traffic was 821,000, compared to 843,000 in July, with traffic basically the same as last month, which had a lot to do with the Metaverse Art Week hosted by Decentraland.



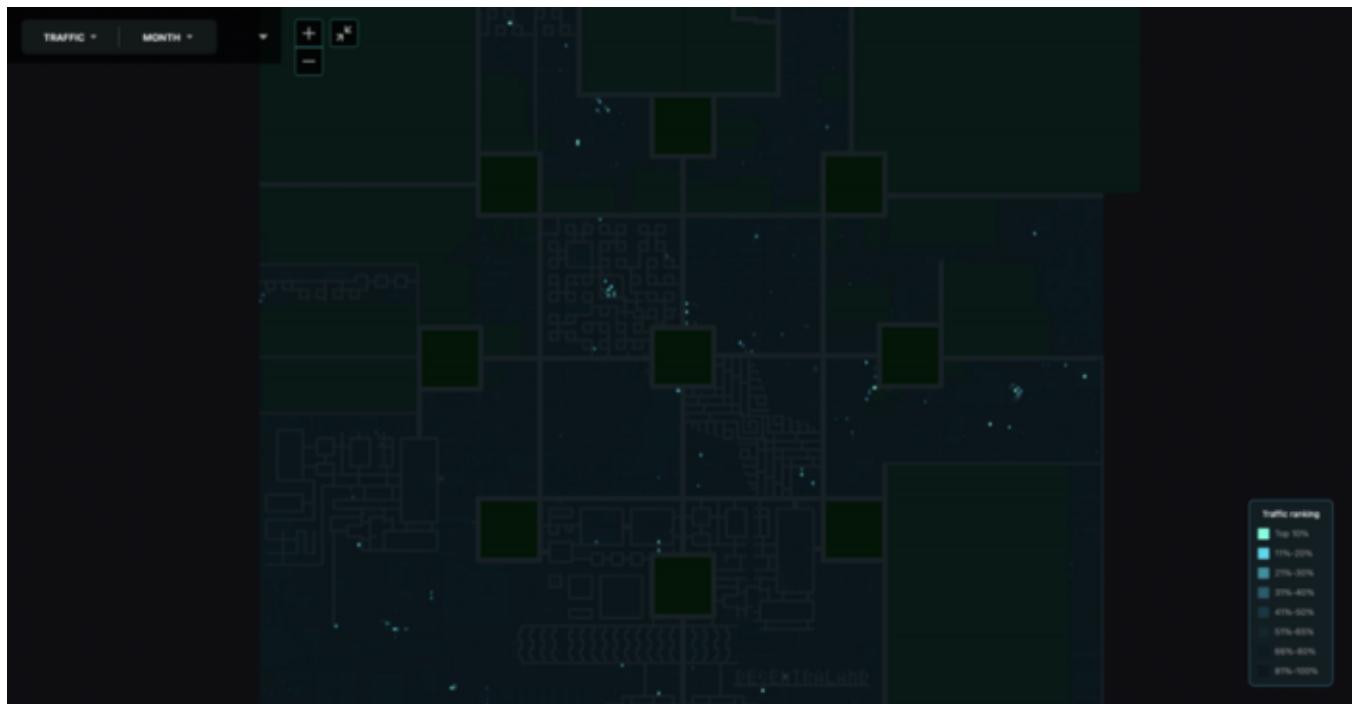


Get unlimited access

Open in app



Decentraland Monthly Flow Fluctuation Chart



Decentraland August Traffic Heat Map

Note: The absolute value of Decentraland's traffic is currently higher than that of Voxels, but the traffic sources are all from official ports, and because the statistical method of different platforms may not be consistent, the results of the horizontal comparison may not be representative, so it is only for reference at this time.

## 5. MRE index

The Metaverse Real Estate Index (MRE) is an index used to measure the price of virtual real estate in the metaverse by combining multiple dimensions of sales, sales volume, and sales unit prices for the eight top metaverse platforms.

From the MREI indicator and ETII volatility trend analysis, we can see that the MREI



[Get unlimited access](#)[Open in app](#)

MRE vs ETH

## Part2: The Big Metaverse Event

### 1. Voxels

- ① Voxels Announces Destruction of Officially Owned Mega-parcels to “Fix” the Virtual Land Exchange

On August 20, Voxels officially announced the destruction of its own mega-parcels and the conversion of some unused parcels to “public land” in order to stimulate its virtual land market.



[Get unlimited access](#)[Open in app](#)**Voxels**

@cryptovoxels

...

My plan to "fix" the parcels marketplace.

1. Burn giant parcels we own
2. Burn or convert unwanted parcels to commons
3. Increase volume
4. Try to not undermine the floor
5. Create demand from spaces builders
6. Increase parcel utility

[翻译推文](#)

上午6:32 · 2022年8月20日 · Twitter Web App

## ② Voxels completed an airdrop of Folk tokens to about 12,000 active community members

On August 9, Voxels officials announced the completion of a Folk token airdrop targeting the wallet addresses of 12,000 active community members. Based on a May 19 snapshot, it aimed at Voxels plot holders and Voxels community contributors (community contributors are users who need to meet at least one of three criteria: dressed up as Avatar, plot collaborators, and have posted womp), and the event was covered by NFT Plazas.





Get unlimited access

Open in app



NFT Plazas NFT News  
@NFTPlazas

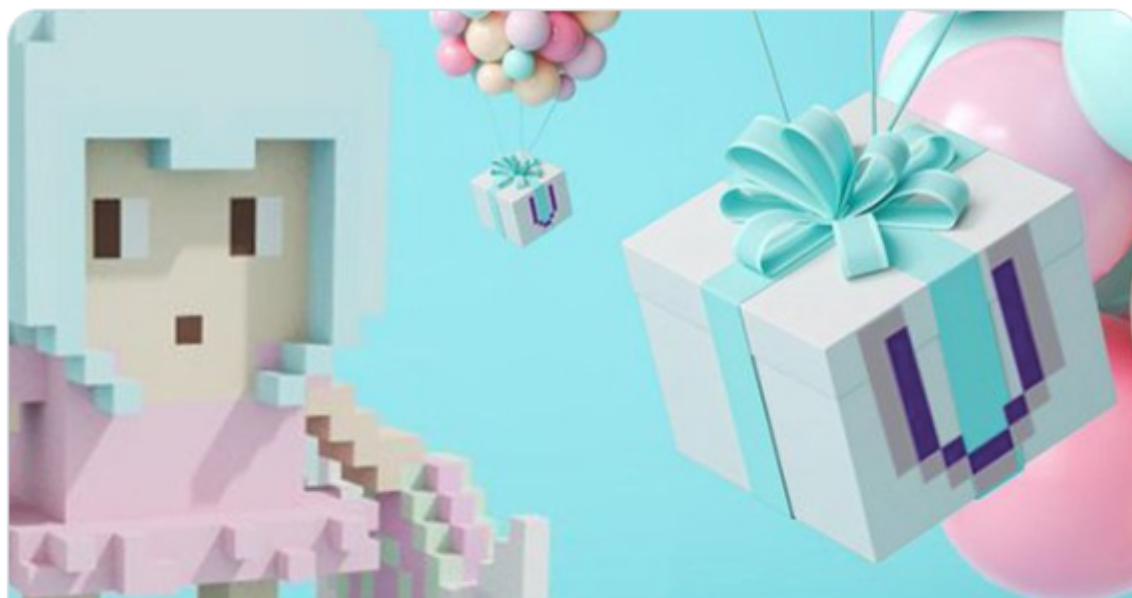
...

Airdrop Alert – Voxels Sends Forth its Almighty \$FOLK Token.

Read More > [bit.ly/airdrop-alert-...](https://bit.ly/airdrop-alert-...)

@cryptovoxels @yofolkops #nftplazas #nftnews #nfts  
#nftcrypto #cryptovoxels #crypto #nfttoken  
#nftairdrop

翻译推文



nftplazas.com

Airdrop Alert - Voxels Sends Forth its Almighty \$FOLK Token

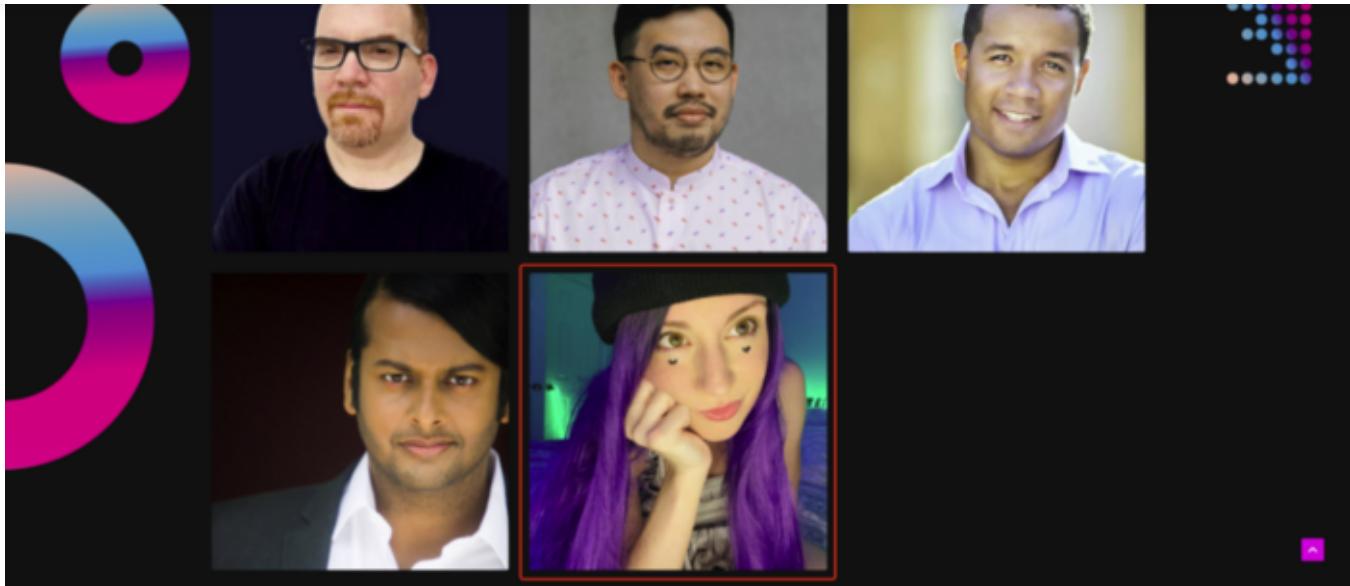
NFT News: Airdrop Alert! Voxels has finally completed its \$FOLK airdrop, a new currency to help facilitate tipping on its Yo Folk application

上午4:02 · 2022年8月10日 · Publer.io

### ③ Voxels attended the major technical conference Queretaverso

From August 3–5, @bitpixi represented Voxels at Queretaverso, a large 3-day technology conference in Mexico, and discussed blockchain, the possibilities in Voxels, and interesting ways to make money in the OG metaverse.



[Get unlimited access](#)[Open in app](#)

## 2. Decentraland

- ① Decentraland organizes a metaverse art week with the theme “The World is Made of Code”

From August 24–28, Decentraland hosted a five-day Metaverse Art Week, which involved 37 Decentraland venues, as well as renowned project parties such as OpenSea, Rarible, Known Origin, Sotheby’s, Estee Lauder, and more. The event aims to further align the contemporary art world with the emerging Web3 world by showcasing the latest technological innovations in digital art and design development.





Get unlimited access

Open in app

On August 9 Decentraland co-founder Esteban was interviewed by tech blogger Miss Wow and spoke on, “Where is the future of the metaverse?”, “Is it possible to implement a metaverse in real life?”, “How to avoid the hidden traps of the metaverse” and “How will the metaverse reshape our future?” and more.

**Miss Wow Tech**

@MissWow66

...

How will metaverse reshape our future? Welcome Esteban Ordano, the Co-Founder of DCL to join my metaverse event in person with Avatars! Don't miss the chance to ask him face to face! BTW Happy Birthday [@eordano](https://events.decentraland.org/event/?id=9a84...) [@decentraland](https://events.decentraland.org/event/?id=9a84...) [@decentralandcn](https://events.decentraland.org/event/?id=9a84...)

翻译推文

[events.decentraland.org](https://events.decentraland.org)

Seeing the future of Metaverse | Decentraland Events

What's the future of Metaverse? Is there any possible to realize the Metaverse in real life? How to avoid hidden traps in Metaverse? . . . All these questions will b...



[Get unlimited access](#)[Open in app](#)

Best-selling tequila brand Jose Cuervo has set up a virtual distillery at Decentraland, becoming the first tequila distillery to combine online and offline, and they're holding a party at their virtual distillery from August 31 to September 5, where participating players have the chance to win prizes like the very amazing Wearable and the imaginative NFT.



Aug  
30

## You're Invited to the Cuervo Metadistillery

Public, Organized by [VegasCityDCL](#)

- i In Decentraland, There Are No Strangers. The same goes when you're hanging with Cuervo—whether online or IRL. As the first-ever tequila metadistillery, we've built a world where socializing can truly thrive. Our interactive distillery experience is designed with exploration and friendship in mind. And tequila, of course. We don't just want you to make friends in Decentraland. We want you to get rewarded for doing so. So join us, bring friends, and get the chance to win exclusive Cuervo swag. We're talking out-of-this-land wearables, imaginative NFTs, and so much more. So come hang, play games, meet friends, win stuff, and enjoy (virtual) tequila. Cheers—we'll see you there!



[Get unlimited access](#)[Open in app](#)

## In Decentraland, There Are No Strangers. You're Invited to the Cuervo Metadistillery.

Jump in ↗

[events.decentraland.org/event/?id=ee39...](https://events.decentraland.org/event/?id=ee39...)

翻译推文



下午10:47 · 2022年7月24日 · Twitter Web App

### ④ CBS builds first TV show promotional experience in Decentraland

On July 31, CBS partnered with Polygon, a Web3 scaling platform serving millions of people, CreativeDepartment, a Web3 marketing agency, and TerraZero Technologies, Inc. a renowned Metaverse company, to launch Ghosts Metaverse virtual experience arena, where fans celebrate the success of the show's first season by having an immersive experience in the famous Woodstone mansion and completing tasks by solving puzzles to earn limited edition NFTs.




[Get unlimited access](#)
[Open in app](#)


**CBS** SHOWS LIVE TV SCHEDULE TV PROVIDER  SIGN IN TRY PARAMOUNT+

Ghosts About

**Ghosts**

**Experience Ghosts In The Metaverse**

Woodstone Mansion is stuck in the Metaverse, but you can help get it back!

Posted on Jul 20, 2022 | 09:00pm

▲ A A

Woodstone Mansion is stuck in the Metaverse, but you can help get it back! Visit [Ghosts](#) now in Decentraland to explore the metaverse recreation of the iconic Woodstone Mansion and your favorite *Ghosts* characters.

## ⑤ Netflix to partner with Decentraland to create a metaverse experience for action film ‘Grey Shadowman’

On August 6, streaming giant Netflix’s Latin America division partnered with Decentraland in which it recreates scenes from the action film The Gray Man and explores new ways brands can interact with fans to connect virtually. Decentraland recreates the film’s maze scene in which users must prove their knowledge of the



[Get unlimited access](#)[Open in app](#)

## ⑥ Taco Bell to partner with Decentraland to create a metaverse wedding experience

On August 29, fast food chain Taco Bell launched a partnership with Decentraland to offer a metaverse wedding experience to newlyweds in the United States. Engaged couples can reportedly enter a contest between August 25 and September 6 to win the brand's first legal Decentraland metaverse wedding comb and receive an NFT at the end of the contest.





Get unlimited access

Open in app

Your dreams, our reality. We're looking for one lucky couple to say "I do". Enter our [#TacoBellMetaverseWeddingContest](#) now at [ta.co/contest](#).



## 7 Meta Media Announces Move to Decentraland, Will Create Meta Art Base

[Metaverse Art Base](#)



[Get unlimited access](#)[Open in app](#)

metaverse virtual digital platform, located in the Voltaire Art District neighborhood and adjacent to Sothebys Metaverse, the world-renowned Sotheby's metaverse virtual auction space. We're going to create a Meta here. "We will create a Meta Art Base here. We will create a Meta Art Base here," said Shao Zhong, Founder and Chairman of the Board and CEO of Meta Media Hypermedia Holdings. This marks the Meta Media Art Base created by Meta Media Hypermedia Holdings Group, which will be the **first metaverse media company in China to set up on the metaverse virtual international platform.**



[Get unlimited access](#)[Open in app](#)

BLOOMBERG BUSINESSWEEK



## 中国首个布局国际元宇宙虚拟平台的媒体集团登场

2022.08.29



Decentraland是由以太坊区块链提供支持的虚拟现实平台  
今年以来，Meta Media超媒体控股集团布局元宇宙生态圈动作频频

全文共2691字，读完约需9分钟

Meta Media超媒体控股集团近日宣布在全球最著名的元宇宙虚拟数字平台Decentraland购置了11块地块，该地位于Voltaire Art District街区，并与全球著名苏富比拍卖行的元宇宙虚拟拍卖空间Sothebys Metaverse为邻。“我们将在这里打造一个Meta Art Base元宇宙艺术基地。”Meta Media超媒体控股集团创始人暨董事会主席、CEO邵忠表示。

意义非凡。这标志着Meta Media超媒体控股集团所打造的元宇宙艺术基地，将成为中国首个在元宇宙虚拟国际平台上布局的元宇宙媒体企业。

### ⑧ The world's first ATM in the Metaverse is coming to Decentraland

August 3 — The world's first ATM in the Metaverse is coming to Decentraland. the Transak ATM is the world's first fiat-to-cryptocurrency portal, through which users can purchase MANA directly into their wallets.



[Get unlimited access](#)[Open in app](#)

## World's First Metaverse **ATM** is Now Live!

The Transak ATM is the world's first, fiat-to-crypto on-ramp designed to work in **@Decentraland** with which users can buy **\$MANA** directly into their wallets!

Try Today👉 [transak.com/metaverse-atm](https://transak.com/metaverse-atm)

#Metaverse #MetaverseATM

[翻译推文](#)

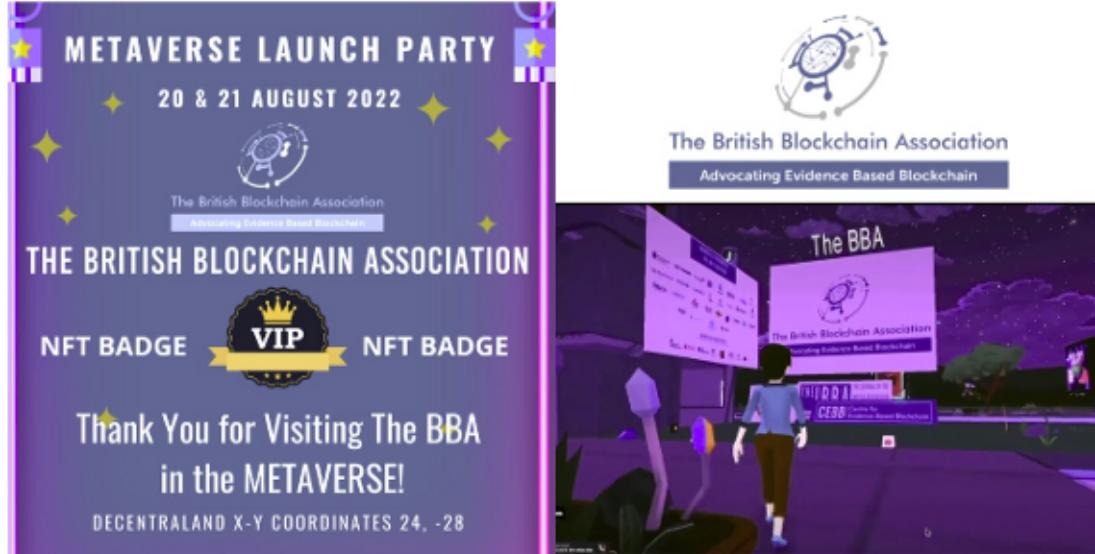


上午12:51 · 2022年8月3日 · Twitter Web App



### ⑨ The British Blockchain Association was Launched at Decentraland



[Get unlimited access](#)[Open in app](#)Aug  
20

## The British Blockchain Association Metaverse Launch

Public, Organized by [BBA](#)

- ① Official launch event of the BBA (British Blockchain Association) Metaverse Headquarters.

Saturday, Aug 20 from 05:00pm to 04:00am (UTC+8)

[The BBA](#)

24,-28

### 3. The Sandbox

#### ① The Sandbox Marketplace Released Isla Obscura Season 5 NFT Collection

On August 3rd, issue #5 of the Obscura series, “The Tiger Moon Facing”, was released on The Sandbox Marketplace.



[Get unlimited access](#)[Open in app](#)

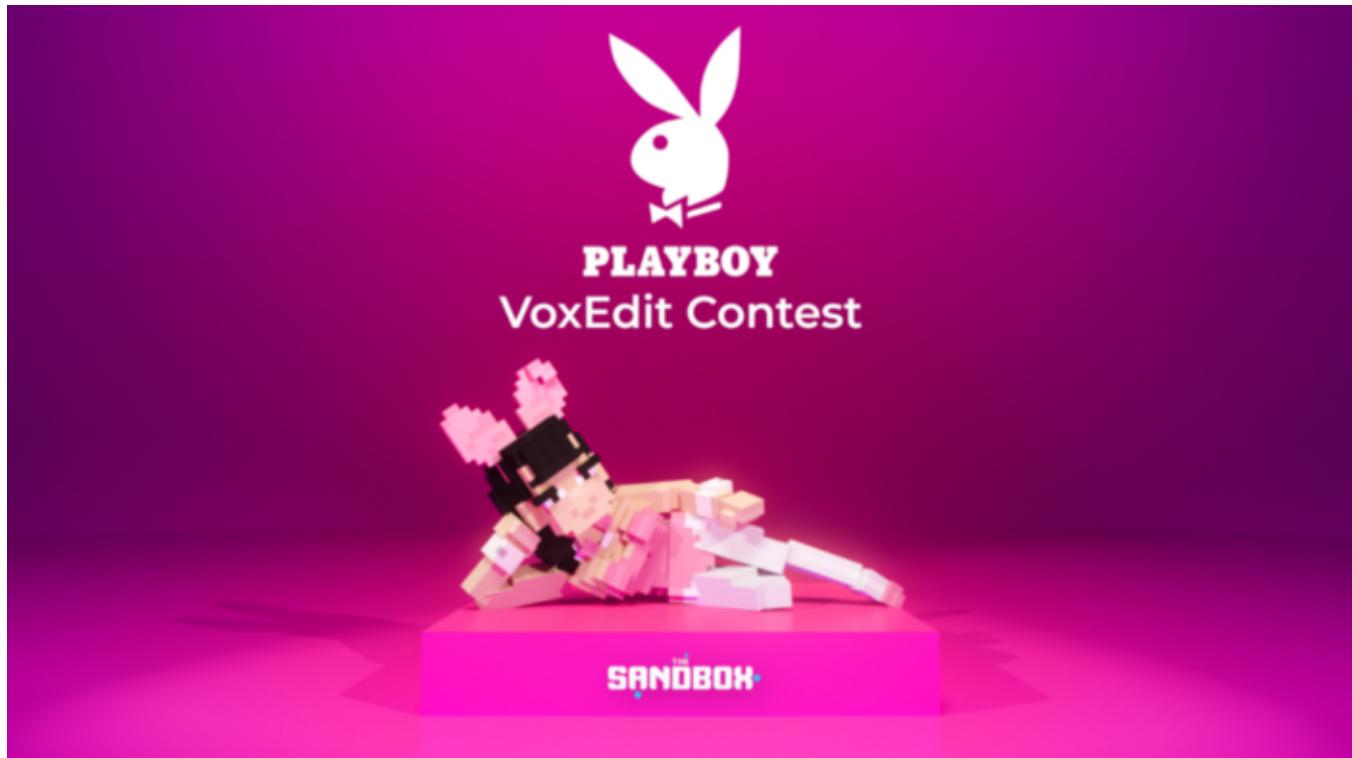
## ② The Sandbox Marketplace presents Dreaming Cars Series NFT

On August 2nd, AC Cars, the UK's oldest independent car company, and Beltoise, France's first electric racing car, launched the Dreaming Cars series NFT at The Sandbox Marketplace. The car NFT from Beltoise is the Beltoise BT01, France's first all-electric racing car, designed for racing and driving lessons, and available in the legendary French flag colours!



[Get unlimited access](#)[Open in app](#)

On August 5, The Sandbox launched the VoxEdit contest, which aims to turn the vision of Playboy into a piece of art. Contestants were asked to create a piece inspired by the Playboy universe, while making sure it was accessible to young and old alike. The organizers are offering a prize of 15,000 SAND for the contest.



#### ④ The Sandbox Alpha Season 3 launched on August 24

Sandbox Alpha Season 3 launched on August 24, with over 90 scenarios to experience and 13 head PFP project Avatars integrated. The organizers have prepared 1.5 million Sand token rewards for this event, and to ensure fairness, all users participating in this event are required to pass KYC verification, in addition to this event has an offline event venue in Hong Kong.



[Get unlimited access](#)[Open in app](#)



Get unlimited access

Open in app

Thanks @geniefriends\_io, @PANGUKENAL, and @TheSandboxGame for hosting this #AlphaSeason3 pop up event.

The takeaway alpha is that: Alpha Season 3 comes out in 3 DAYS on August 24th!

Who's ready to watch me complain about excessive parkour on my live-streams? 🎯

翻译推文



下午4:58 · 2022年8月21日 · Twitter for iPhone

## ⑤ Hong Kong Games Studio INDEX GAME Received \$1.7 Million Injection from The Sandbox

On August 22nd, Hong Kong game studio INDEX GAME reached an investment agreement with The Sandbox on the occasion of its first anniversary! The Sandbox invested \$1.7 million to support INDEX GAME's efforts to expand its metaverse, NFT, GameFi and Web3, build more P2E content, and further explore the mutual The Sandbox invests \$1.7 million to support INDEX GAME's efforts to expand the metaverse, NFT, GameFi and Web3, build more P2E content and further explore the



[Get unlimited access](#)[Open in app](#)

## ⑥ The Sandbox: official Instagram account may had been compromised, users urged to take precautions

On August 4, The Sandbox posted on social media that its official Instagram account may have been compromised. The Sandbox reminds users not to click on any links on The Sandbox Instagram page or communicate with anyone on the Instagram page claiming to be from The Sandbox. The Sandbox's security team is investigating this.

## ⑦ Hilton Hotel Group heir Paris Hilton will create virtual Malibu Mansion at The Sandbox

On August 10, The Sandbox announced a partnership with 11:11 Media, a company owned by Hilton Hotels Group heir Paris Hilton, to create the Malibu Mansion, a virtual mansion in its metaverse. Her community will be invited to events such as a rooftop party at the virtual Malibu Mansion. Players will also be invited to Halloween events.



[Get unlimited access](#)[Open in app](#)

## ⑧ The Sandbox will unlock approximately 370 million SANDs on August 13, representing approximately 12% of total supply

On August 11, according to Token Unlocks data, The Sandbox's SAND Token will unlock 372715715 at 16:00 BST on August 13, representing 12.424% of the total supply (3 billion pieces). Of these, 83,785,715 will be unlocked from Corporate Reserves, 50,400,000 from Advisors, 71,250,000 from Teams, 40,200,000 from Foundations, 24,000,000 from Strategic Sales and 103,080,000 from Seed Round Sales.

## ⑨ Cool Cats Unveiled New Incarnation Ahead Of The Sandbox Alpha Season 3 Launch

In a post on social media on August 24, Cool Cats officials said that Cool Cats has launched a new avatar ahead of the launch of The Sandbox Alpha Season 3, which users can check out by logging into their wallets. Also according to The Sandbox, Alpha Season 3 will officially open today, and they are currently doing the final touches to finalize the NFT and prepare user avatars, which are expected to go live soon.



[Get unlimited access](#)[Open in app](#)

#### 4. Worldwide Webb

##### ① Worldwide Webb Announced Strategic Partnership with GameStop

On August 11, Worldwide Webb announced a strategic partnership with GameStop, a key step toward building a truly interoperable metaverse for all players.





@Worldwide\_Webb

Get unlimited access

Open in app

Thrilled to announce our partnership with  
@GameStopNFT 🎮 This is a crucial step towards  
building a truly interoperable metaverse for all players.

Be on the look out, more exciting things are on the  
horizon! 🌎

翻译推文



Pranksy & 另外1个人

上午4:30 · 2022年8月11日 · Twitter for iPhone

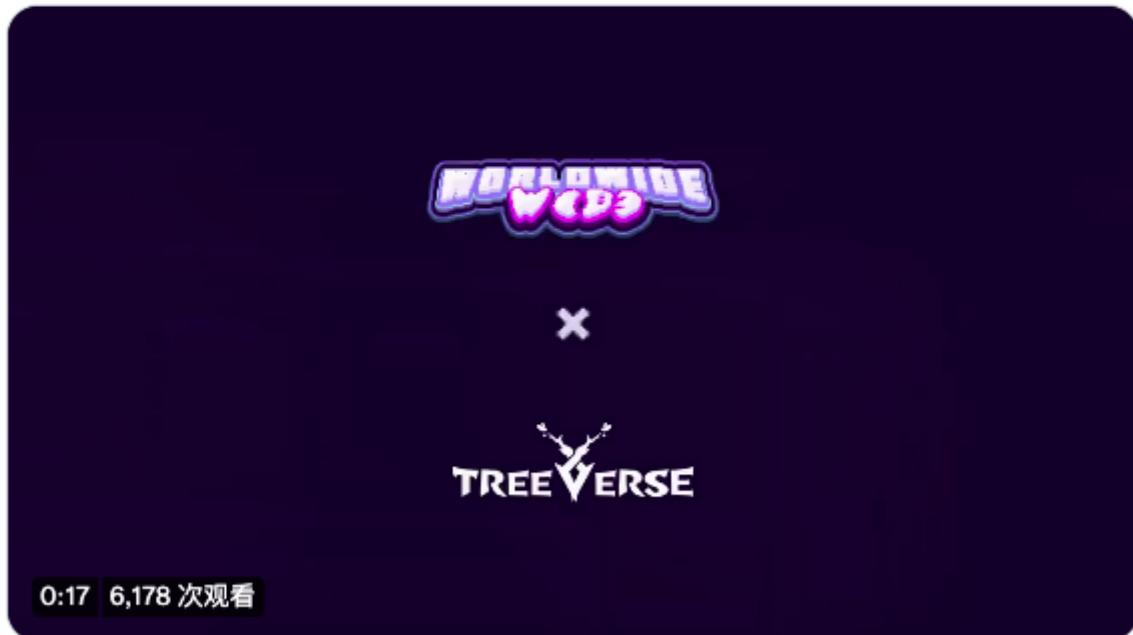
## ② Treeverse joined Worldwide Webb

On August 7, Timeless Characters was added to Worldwide Webb in pixel form. holders of Timeless Characters NFT are able to use their characters as avatars in Worldwide Webb.



[Get unlimited access](#)[Open in app](#)

Timeless Characters by [@TheTreeverse](#) & [@Loopifyyy](#) are now available as avatars in-game. 🌳🌐

[翻译推文](#)

上午2:00 · 2022年8月7日 · Twitter for iPhone

## 5. Somnium Space

① Somnium Space announced the launch of its biggest event of the year: mixed reality fashion week

On August 11, Somnium Space announced the launch of Somnium Space's first Mixed Reality Fashion Week, which will feature both physical and digital fashion shows in Prague and in Somnium Space. The fashion week will expand the way fashion is presented to the public by connecting people from all over the world in both physical and digital locations.





Get unlimited access

Open in app

**SOMNIUM SPACE FASHION SHOW 2022**

► PHYSICAL & VR

Wednesday, September 7th, 2022 | @ Prague VR Play Park (Václavské nám. 22, 110 00 Nové Město) | @ Somnium Space City Center - VR OMG Fashion WORLD | VR PLAY PARK

## ② Artur Sychov, founder of Somnium Space, announced the launch of Authencity, a blockchain-based and censorship-free social media platform

On August 19, Somnium Space founder Artur Sychov announced the launch of Authencity, a blockchain-based and uncensored social media platform, followed by a launch event on August 21 at the headquarters inside Somnium Space.

“Authencity is a new social media paradigm that leverages web3 technology to build a censorship free environment while maintaining the ability to profit directly with your followers from your time and content” — Artur Sychov, Founder of Authencity

## 6. Otherside

### ① Eminem and Snoop Dogg to perform acclaimed single ‘From the D to the LBC’ on Otherside

On August 26, Snoop Dogg and Eminem will bring their acclaimed single “From the D to the LBC” to Yuga Labs’ metaverse platform Otherside at this year’s MTV Music Video Awards on Sunday, according to official MTV social media, which revealed that the music video for “From the D to the LBC” Released two months ago, it contains 2D animation of Bored Ape NFT, but no metaverse footage. Data shows that Otherside metaverse virtual land Otherdeed has sold nearly \$1.5 million in the last





Get unlimited access

Open in app



- ② Eminem and Snoop Dogg as BAYC performed their famous single at Otherside for the MTV Video Music Awards

On August 29, Eminem and Snoop Dogg performed their famous single “From the D to the LBC” for the MTV Video Music Awards on the metaverse platform Otherside.





Get unlimited access

Open in app



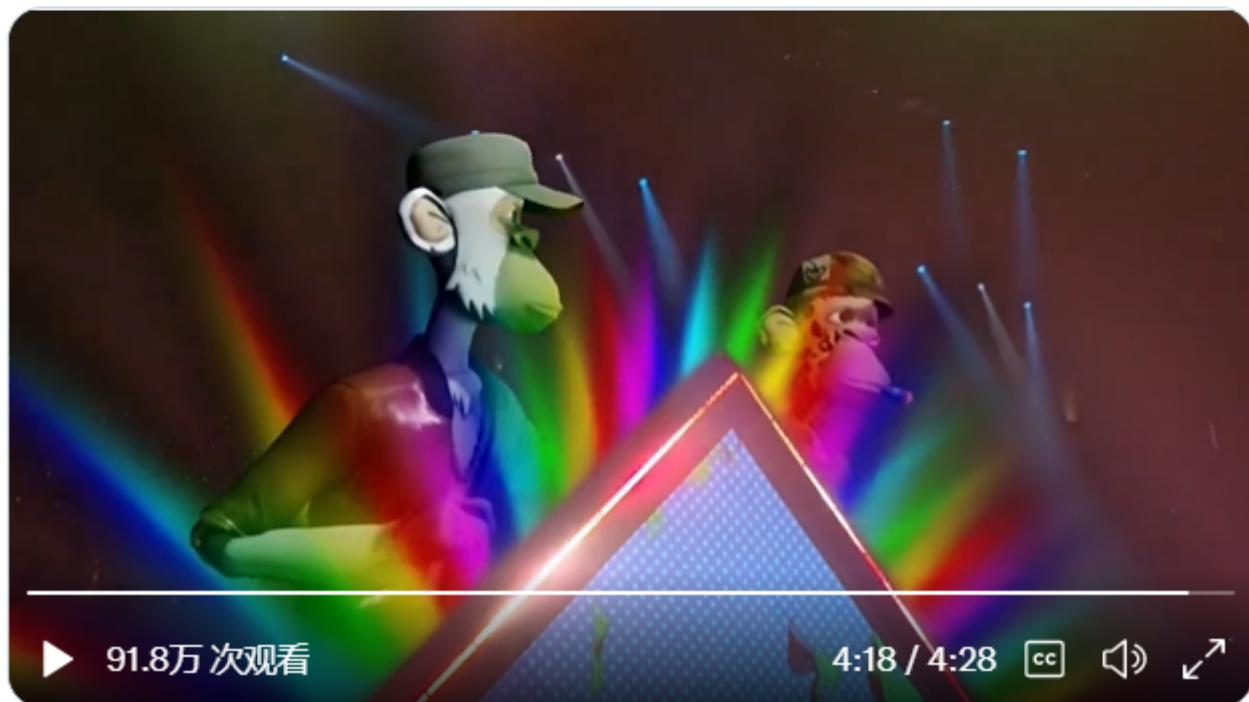
Video Music Awards   
@vmas

...

Detroit → Long Beach → The #VMAs Stage

Absolutely legendary performance of "From the D 2 The LBC" from [@eminem](#) and [@snoopdogg!](#)!

[翻译推文](#)



## 7. Other

### ① Meta launched Metaverse Horizon Worlds in France and Spain

On August 19, Meta launched Metaverse Horizon Worlds in France and Spain, releasing a bland screenshot that drew ridicule from the Web3 world, especially considering that the project cost \$10 billion. The company says its app already has more than 300,000 monthly active users.



[Get unlimited access](#)[Open in app](#)

L'avatar de Mark Zuckerberg dans Horizon Worlds, le métavers de Meta; maison-mère de Facebook. (Crédits : DR)

C'est fait : après plus de six mois d'anticipations, Meta, la [maison-mère du groupe Facebook](#), a lancé son métavers, baptisé Horizon Worlds, en France et en Espagne mardi 16 août. L'annonce a été effectuée par le patron lui-même, Mark Zuckerberg, [dans un post sur Facebook](#). *"J'ai hâte de voir les gens explorer et construire des mondes immersifs, et d'apporter cela à plus de pays bientôt"*, a écrit le fondateur de l'empire des réseaux sociaux, qui a réalisé [un virage stratégique vers le métavers](#) en octobre 2021.

## ② Hermes passed new Web3 trademark application to launch NFT and metaverse program

On August 31, U.S. patent attorney Mike Kondoudis tweeted that Hermès filed cryptocurrency, digital collectibles, and metaverse-related trademark applications with the U.S. Patent and Trademark Office (USPTO) on August 26, claiming plans to expand into digital collectibles + virtual currency, cryptocurrency + digital collectibles trading, virtual goods marketplaces, virtual clothing/shoes/fashion shows, and more. This follows the April news that luxury giant Hermes plans to test the waters of the metaverse and sees it as a great communication tool.



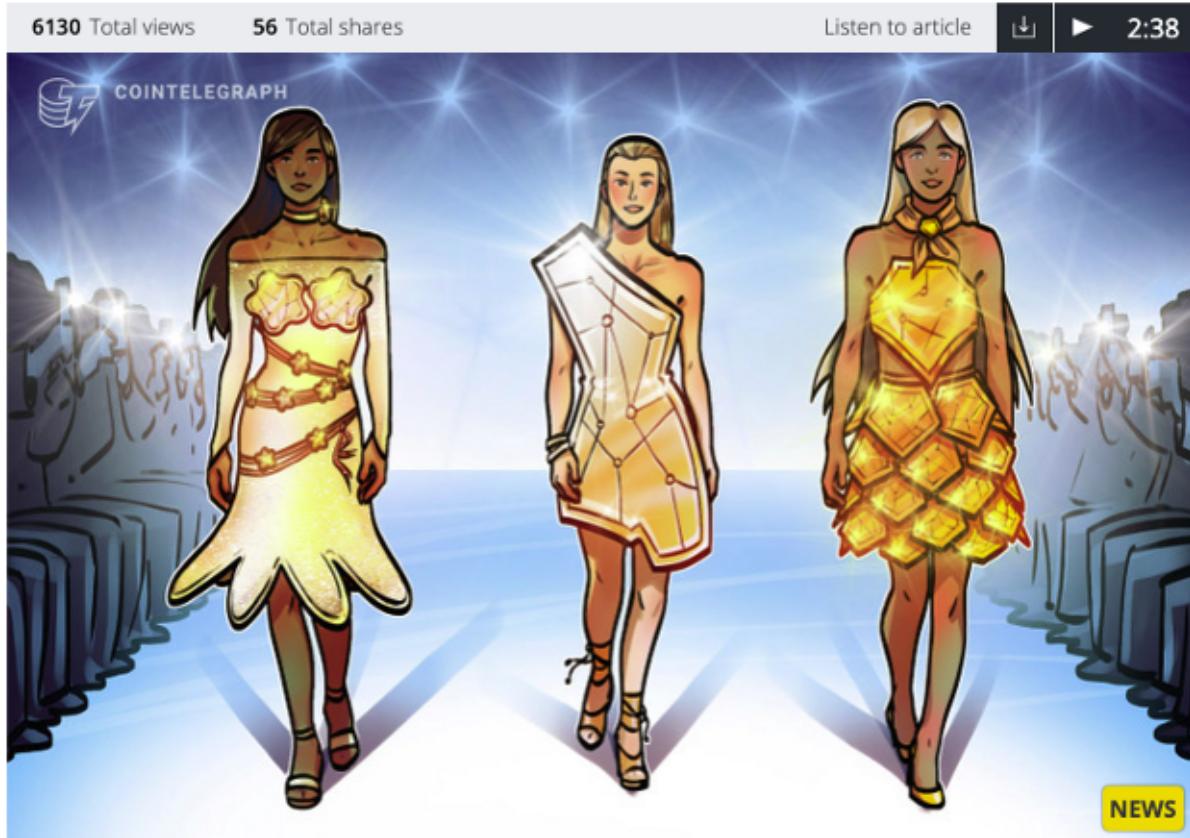


Get unlimited access

Open in app

## Snows, crypto and NFTs

The trademark application comes months after filing a lawsuit against NFT project MetaBirkins for allegedly using its Birkin brand to sell digital collectibles.



Luxury brand Hermès is laying the groundwork for its entrance to Web3 after filing a trademark application covering nonfungible tokens (NFTs), cryptocurrencies and the Metaverse.



According to an Aug. 26 filing to the United States Patent and Trademark Office (USPTO), the trademark covers downloadable software to view, store and manage virtual goods, digital collectibles, cryptocurrencies and NFTs “for use in online worlds.”



### ③ The Beijing Urban Vice Center Metaverse Action Plan was released

On August 24, Beijing Tongzhou District and Beijing Municipal Science and Technology Commission, Zhongguancun Management Committee, Beijing Municipal Bureau of Economic and Information Technology jointly issued the Action Plan for the Innovative Development of the Yuan Universe in Beijing's Urban Vice Center (2022–2024) (hereinafter referred to as “Action Plan”).





Get unlimited access

Open in app

and realities, and creating a digital content creation ecosystem; exploring the full life-cycle management of digital asset rights and interests, tracking the cutting-edge dynamics of NFT (non-homogeneous pass-through) technology, and vigorously developing digital asset trading services; accelerate the development and industrialization of technologies such as security chips, zero-trust networks and trusted computing, and continuously strengthen blockchain technology research and application to create a security guarantee system for digital trust.

**北京市通州区人民政府**  
Tongzhou District People's Government of Beijing Municipality

站内查询 ▾ 搜索框 个人中心 无障碍 长者专区

要闻动态 政务公开 政务服务 政民互动 城市副中心 开放通州

当前位置：首页>[政务公开](#)>[政策文件](#)>北京市通州区人民政府 北京市科学技术委员会、中关村科技园区管理委员会 北京市经济和信息化局关于印发《北京城市副中心元宇宙创新发展行动计划（2022-2024年）》的通知

[主题分类] 通知	[发文机构] 区政府
[实施日期] 2022-08-23	[成文日期] 2022-08-22
[发文字号] 通政发〔2022〕13号	[废止日期]
[发布日期] 2022-08-23	[有效性] 有效
[标题] 北京市通州区人民政府、北京市科学技术委员会、中关村科技园区管理委员会、北京市经济和信息化局关于印发《北京城市副中心元宇宙创新发展行动计划（2022-2024年）》的通知	

**北京市通州区人民政府 北京市科学技术委员会、中关村科技园区管理委员会 北京市经济和信息化局关于印发《北京城市副中心元宇宙创新发展行动计划（2022-2024年）》的通知**

字号： 大 中 小 分享：

(通政发〔2022〕13号)

各街道办事处，各乡、镇人民政府，区政府各委、办、局，各区属机构：

现将《北京城市副中心元宇宙创新发展行动计划（2022-2024年）》印发给你们，请认真遵照执行。

北京市科学技术委员会、  
北京市通州区人民政府 中关村科技园区管理委员会

## Contact Us

Website: <https://www.metacat.world/>

Discord: <https://discord.gg/yRt6be237P>



[Get unlimited access](#)[Open in app](#)

WeChat: @metacat234



MetaCat integrates metaverse data analysis, content navigation, and creator community, and is committed to providing the public with the most complete metaverse data analysis service and the best content navigation service. MetaCat is one of Co-founders of WearableDao, which dedicated to exploring new business forms of digital goods in the metaverse and more possibilities of creator economy in the context of Web3.

#### ABOUT US

[METACAT Twitter](#)[METACAT Medium](#)[METACAT Discord](#)

[Get unlimited access](#)[Open in app](#)[www.metacat.world](http://www.metacat.world)