

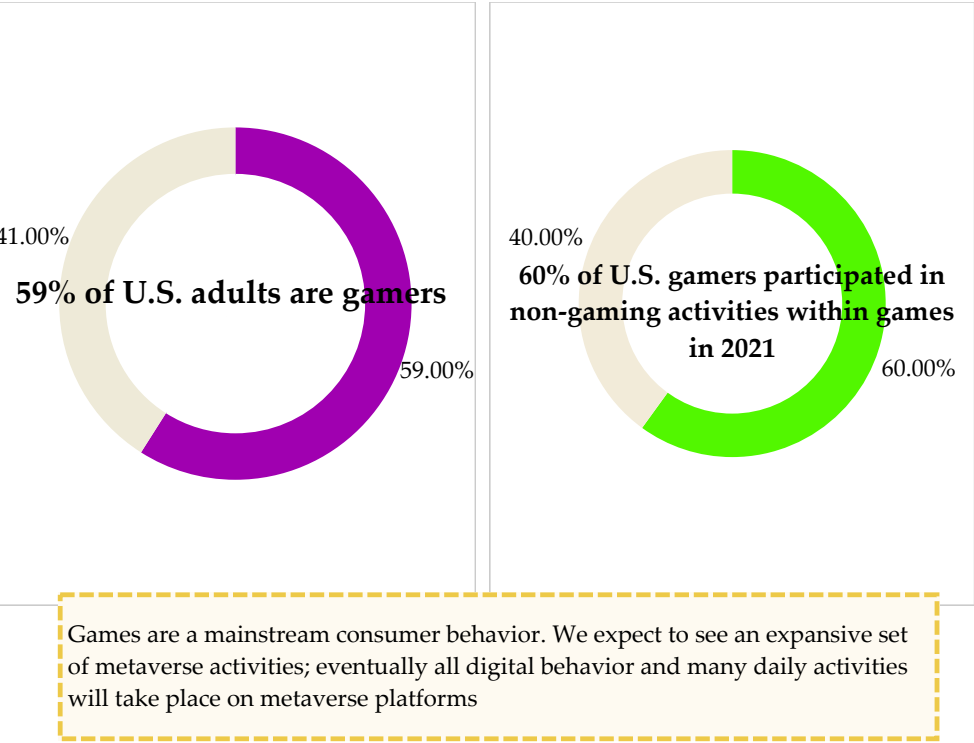
Metaverse Activities

Source of data: Activate analysis, Activate 2019 Consumer Technology & Media Research Study (n = 4,006), Activate 2021 Consumer Technology & Media Research Study (n = 4,018). World Indicators, World Bank.

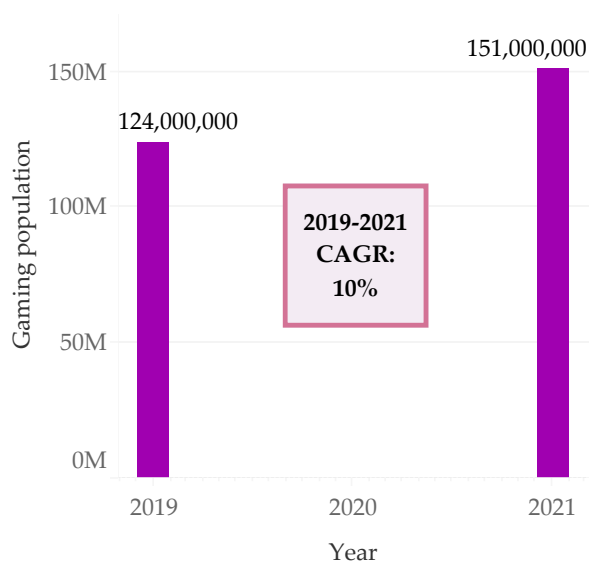
LOGICS:

- Discover how games are the starting point and most viable path towards the metaverse
- See the current metaverse activity distributions and which ones we can adopt in our design
- Examine our target market of metaverse in the short run

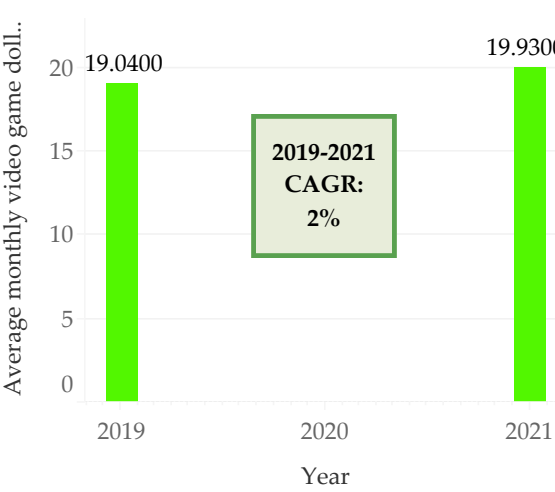
Metaverse is not a game, but games are the starting point and most viable path towards the metaverse



Gaming Population, US, 2019 VS. 2021



Average Monthly Video Game Dollar Spend Per Gamer, US, 2019 VS. 2021, USD Per Month

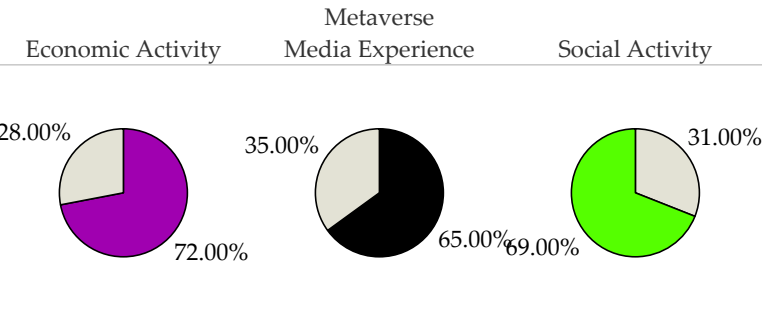


Gamer population increases quickly, but per gamer video gaming spending shows little growth. We aim to increase per gamer video gaming spending.

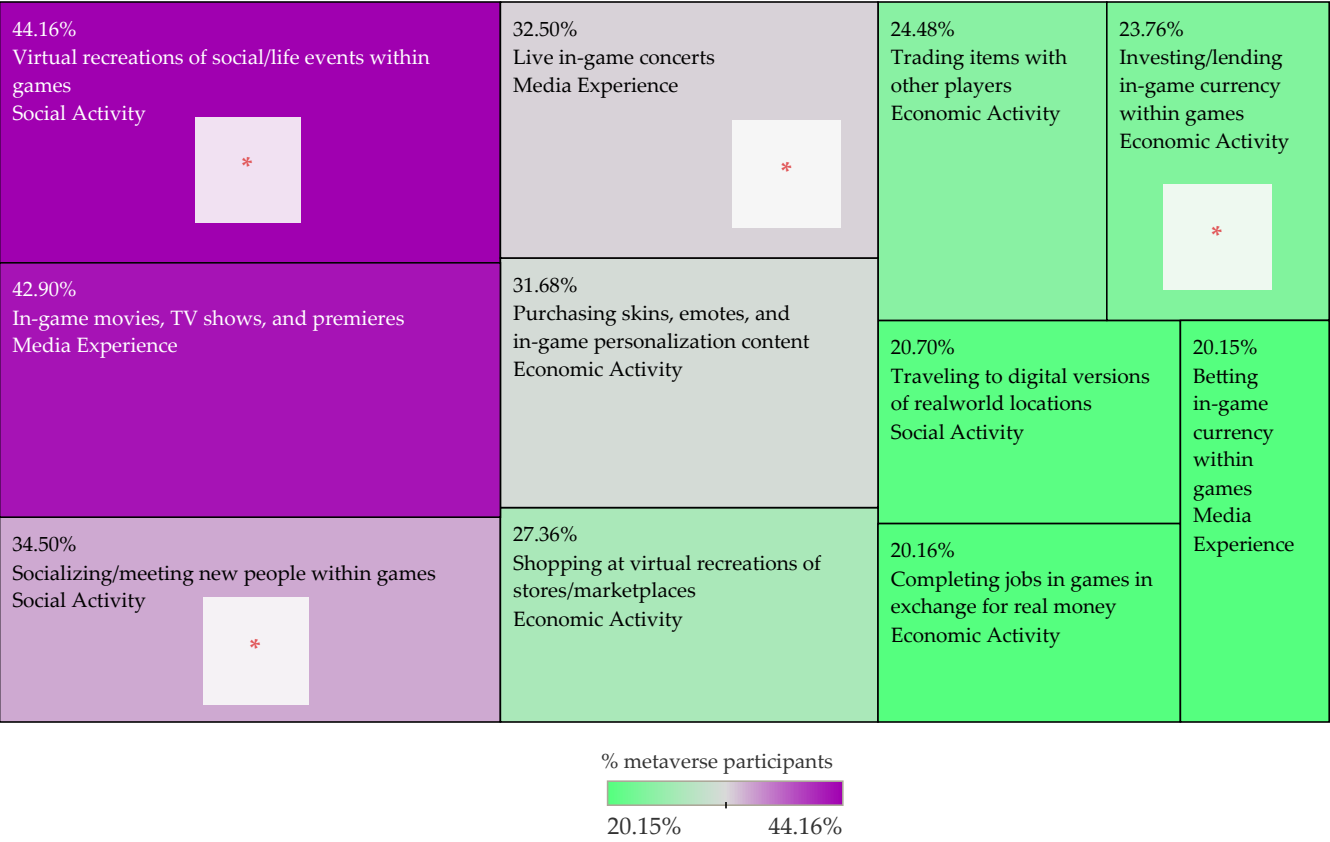
Main Metaverse Activities (Social experiences, communications, and functionality will increasingly take place in metaverse platforms)

Insights: Allow games to have different metaverse activities available and incorporate gaming elements into other Microsoft services in the metaverse, using Activision Blizzard's gaming platforms and its interactive entertainment content design capabilities.

Participation in Metaverse Activities within Video Games, U.S., 2021, % Metaverse Participants, 3 Big Genres



Participation in Metaverse Activities within Video Games, U.S., 2021, % Metaverse Participants, Detailed Genres



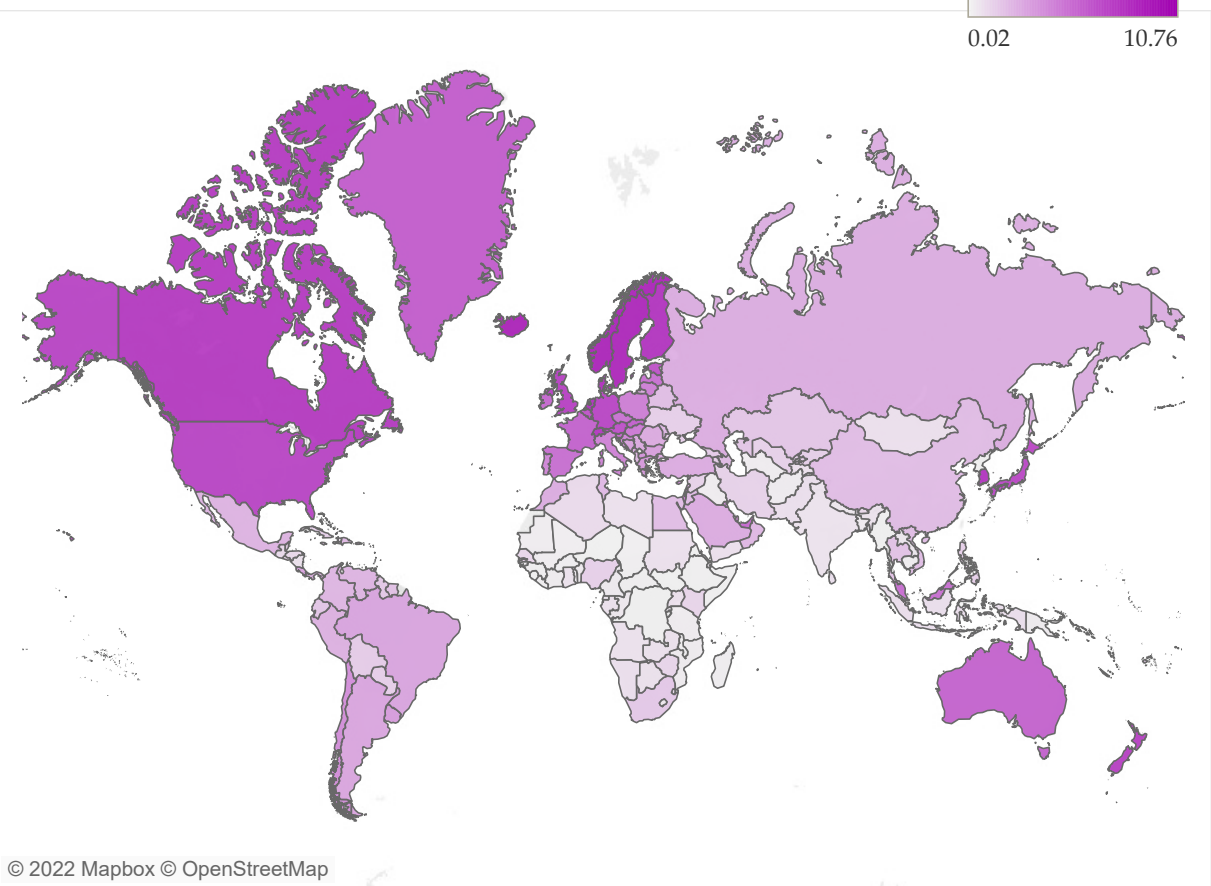
METaverse ENTERPRISE APPLICATIONS



Metaverse: Target Market in the Short-run

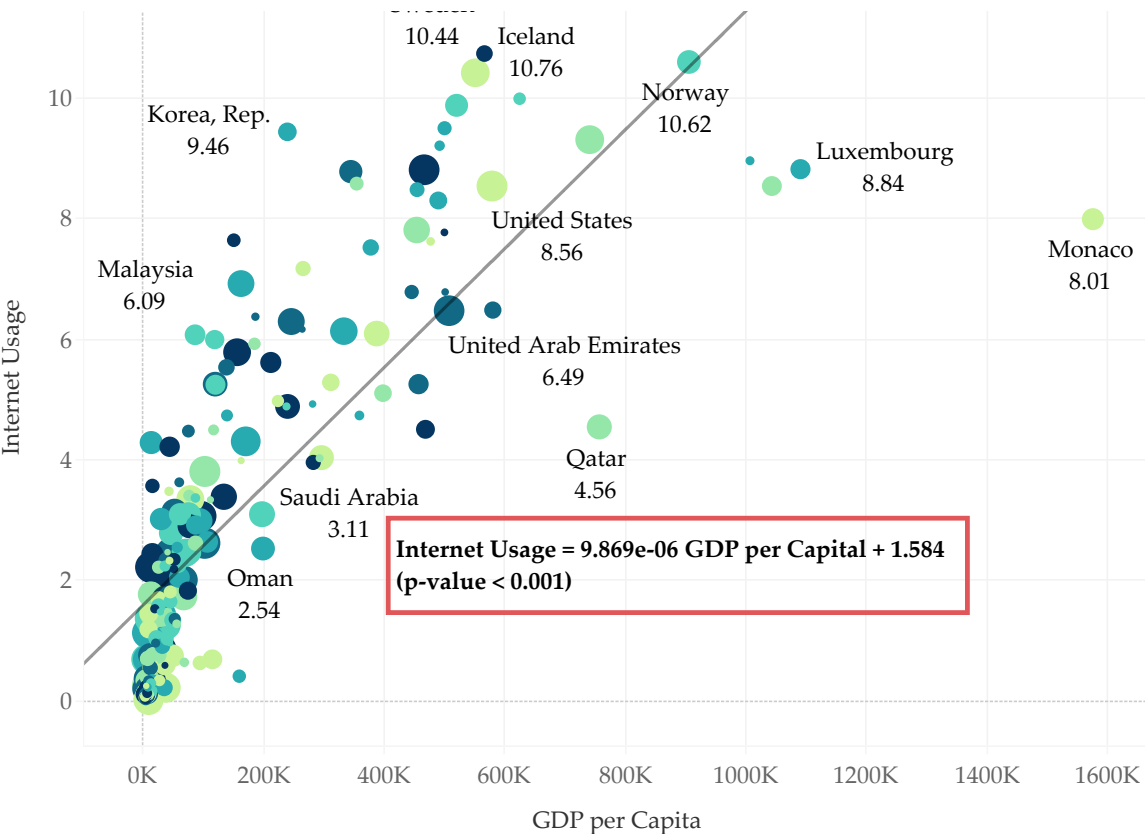
Insights: We may follow Activision Blizzard's regional revenue data to first target the Americas and then EMEA and Asia Pacific regions for our metaverse design, for which we can reach audience with higher internet usage and GDP per capita, likely drives our revenue with minimized input.

Worldwide Internet Usage (%), in 2021



World Internet Usage distribution matches Activision Blizzard's revenue distribution by region.

Internet Usage (%) Compared to GDP per Capita (\$), in 2021, per Country



The higher the country's GDP per capita, the higher the Internet Usage.