

Ready, set... metaverse!



New research shows CSPs and enterprises* should start preparing now

*Including, but not limited to, sectors such as Financial Services, Software, Healthcare, Manufacturing



CSPs



Enterprise

Enthusiasm for the metaverse is intensifying



only...



Organizations must prepare now

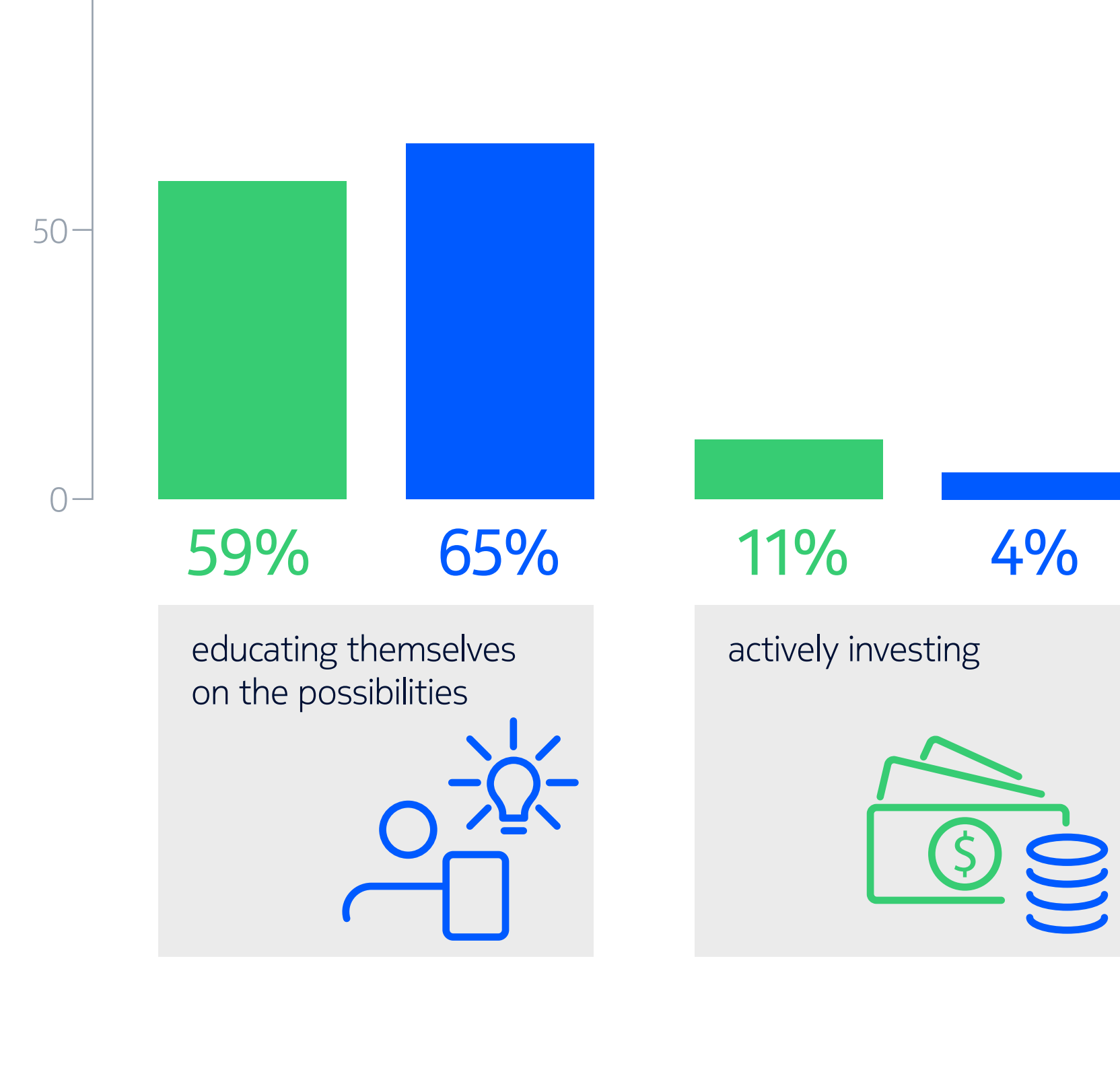


70% of CSPs see the metaverse as an opportunity

Top views on the metaverse over the next 5 years

- | | |
|--|---|
| #1 Consumer oriented | #1 A gamer's paradise |
| #2 A great place to meet new people and have new experiences | #2 Consumer oriented |
| #3 A marketing channel | #3 A marketing channel |
| #4 A gamer's paradise | #4 A security nightmare |
| #5 A blend of the physical and digital worlds | #5 A blend of the physical and digital worlds |

Organizations are still getting up to speed



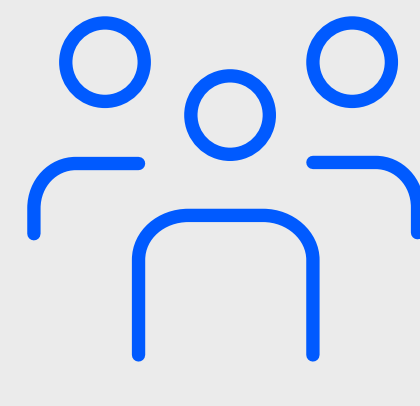
50/50
Enterprises are split on whether the industrial metaverse will be a 'real game changer'

Top 5 enterprise use cases

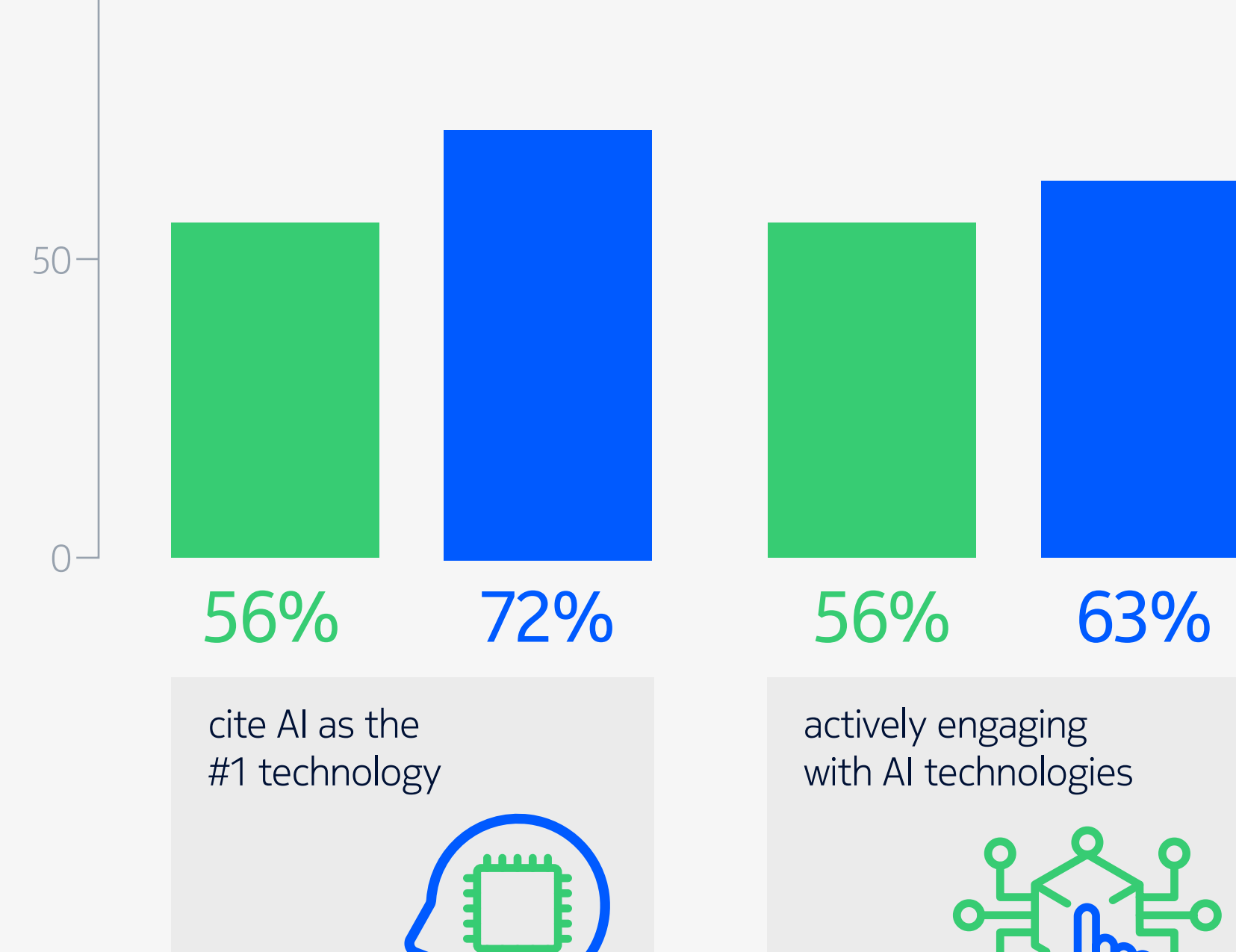
- #1 Training
- #2 Meetings and events
- #3 Marketing
- #4 Industrial use cases
- #5 Leisure

58%

of enterprises are mainly interested in new business opportunities with new customers



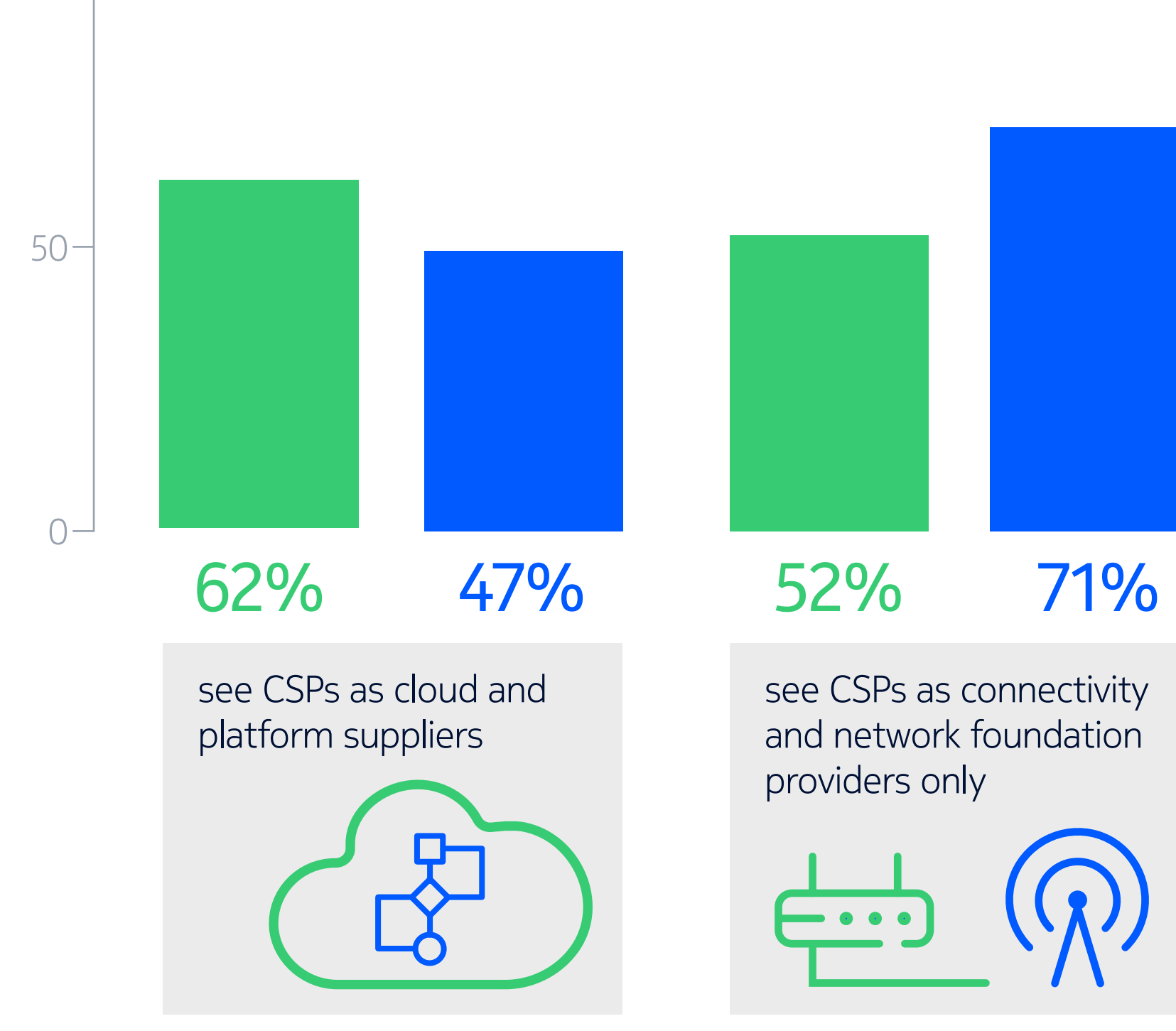
The #1 metaverse technology is AI



Other top technologies

- | | |
|---------------------------|---------------------------|
| #2 Augmented reality (AR) | #2 Blockchain |
| #3 Virtual reality (VR) | #3 Virtual reality (VR) |
| #4 Automation | #4 Augmented reality (AR) |
| #5 Blockchain | #5 Automation |

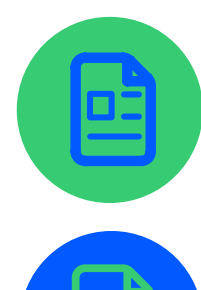
The role of CSPs is unclear



5 ways to start preparing now

1. **Follow the tech trends:** Devices, applications and platforms are key areas to watch
2. **Give thought to CX:** A great user experience will be the key to widespread metaverse adoption
3. **Ready your network:** 5G Advanced and 6G will make future metaverse experiences possible
4. **Test out some use cases:** Training, collaboration, meetings and events are great places to start
5. **Prep your strategy:** Think about new business models and partnerships to bring metaverse experiences to market

For all the detailed survey results, download now.



[CSP leaders weigh in on the metaverse](#)



[The metaverse and its impact on enterprises](#)

Survey commissioned by Nokia and conducted from May - June 2022 by Gartner Peer Insights.
Sample: 200 enterprise executives (IT, engineering and operations) and 100 CSP executives.