

SG Meta Gen

Yahoo Metaverse

Generation



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01

**What does metaverse
mean to the SG
consumers?**

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The metaverse has entered the mainstream conscious

73%

of SG consumers are aware of the metaverse



Yahoo APAC Metaverse Survey
Q: Have you ever heard of the metaverse?

% of who are aware of the metaverse | by market

APAC 73%



71%



87%



65%



80%



59%

Digital natives will lead the way in the Metaverse

68%

of **SG Millennials & Gen Z** are
looking forward to the metaverse



Yahoo APAC Metaverse Survey
Q:How much are you looking forward to the metaverse?

% of Millennials & Gen Z
who are looking forward to
the metaverse | by market

APAC 66%



64%



75%



62%

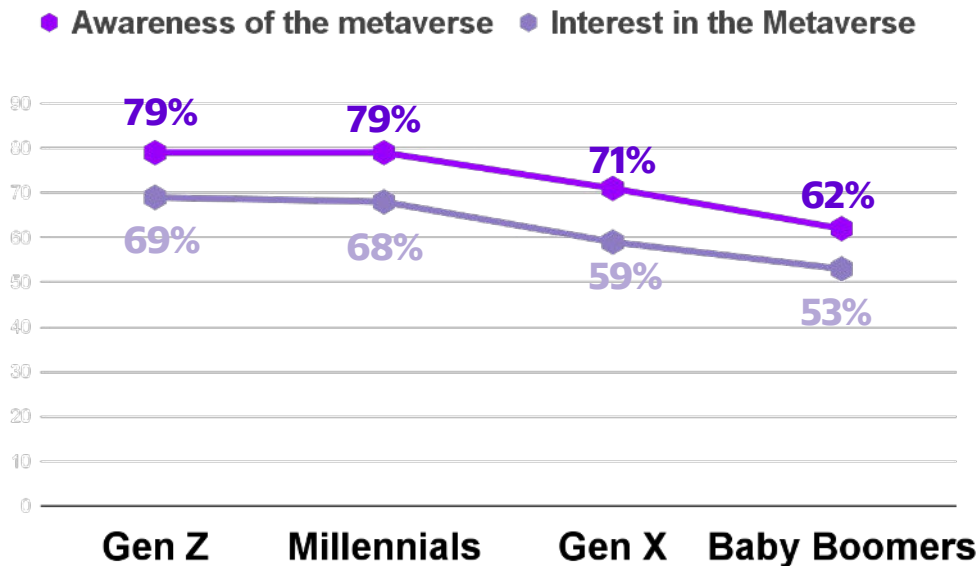


69%



59%

Millennials and Gen Z show significantly higher interest in the metaverse



Yahoo APAC Metaverse Survey

Q: Have you ever heard of the metaverse?

Q: How much are you looking forward to the metaverse?

Awareness of the metaverse
SG Total

73%

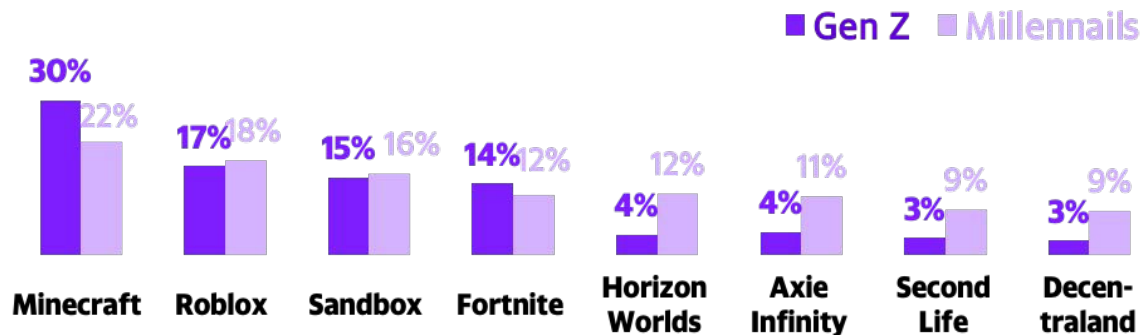
Interest in the metaverse
SG Total

62%

They expect to experience more beyond the realm of gaming

The trendiest of gaming titles

% of who have played these games in the last month



Yahoo APAC Metaverse Survey

Q: Which of the following online spaces have you visited in the past month?

SG
Gen Z

53%



SG
Millennials

54%



have played immersive open-world video games in the last month

Metaverse in the eyes of Gen Z



Social Connection

Easier to make new friends



Breaking the Rules

Giving me the chance to be rich



Creation Freedom

Let anyone to be creator

What matters to Gen Z in the metaverse?

Virtual Communities

Building social circles different from the real world

Entertainment

Providing a more immersive gaming experience

Exploration

A parallel world to explore or do whatever you want

Yahoo APAC Metaverse Survey

Q: What parts of the metaverse are you most looking forward to? (Top 3 index in Gen Z)

Q: What do you think metaverse can...? (Top 3 index in Gen Z)

Metaverse in the eyes of Millennials



Breaking the Rules

Giving me the chance to be rich



Enhancing Experience

Offer better experience



Interpersonal Relationship

Diversifying & enriching human connections

What matters to Millennials in the metaverse?

Digital Avatar

Owning your virtual avatar

Entertainment

Providing a more immersive gaming experience

Transactions

Dealing with transactions and economic activities in the virtual world

Yahoo APAC Metaverse Survey

Q: What parts of the metaverse are you most looking forward to? (Top 3 index in Millennials)

Q: What do you think metaverse can...? (Top 3 index in Millennials)

02

Their digital twins in the metaverse - virtual avatars

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Gen Z's Expectations of Digital Avatars

Authentic

Close to/ highly similar to my actual appearance

Creation

Designing and creating clothing and accessories that they want

Special Ability

Processing super power

Millennials' Expectations of Digital Avatars

Branded Goods

Wearing/ using branded apparel or accessories in the real world

Unconstrained Style

Having imaginative figures and appearances

Nuances

Freely creating detailed makeup and hairstyles

03

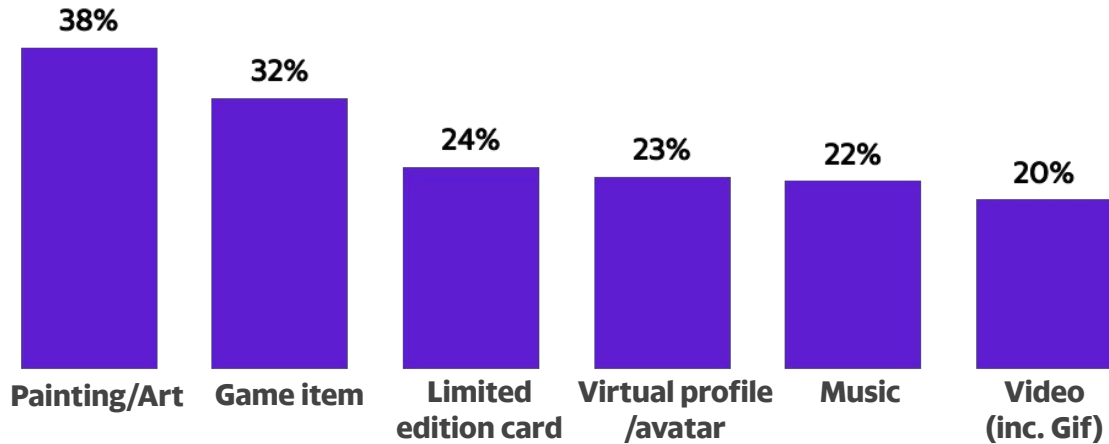
Their assets in the digital world - virtual collectibles & NFTs

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Nearly 40% of Millennials & Gen Z in SG have embraced virtual collectables

The trendiest of NFT categories

% of who have browsed or purchased these NFTs before



Yahoo APAC Metaverse Survey

Q: Have you ever experienced NFTs? Which kinds of NFTs have you ever browsed/purchased?

37%

of SG Millennials & Gen Z have **browsed** NFTs

12% have ever purchased

APAC 31% | 9%



30% | 5%



48% | 14%



26% | 9%



32% | 8%



16% | 9%

Browsed | Purchased

They see NFTs as a gateway to demonstrate their identity

Types of NFT SG Millennials & Gen Z interested in

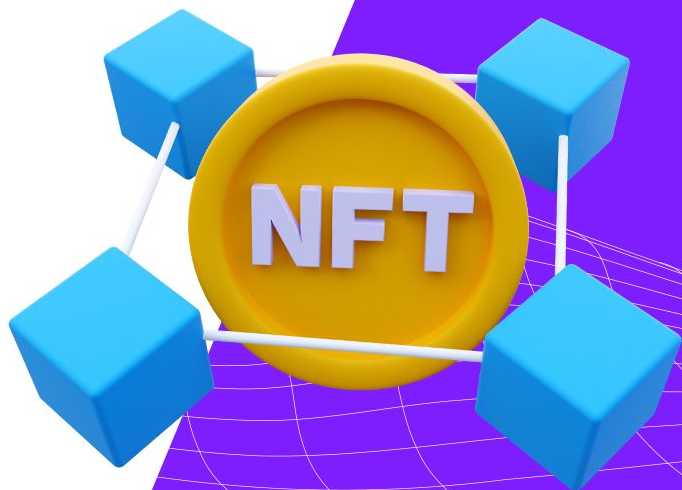
Display or show off status

Exclusive rights or membership credentials

Well-known IP

Popular on social media

Collaborate with famous brands



04

Brands and the metaverse

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If a brand applies the metaverse in its advertising or marketing events ...



**Would like to
know more about it**



**Have a more
positive image**



**Pay more
attention to it**



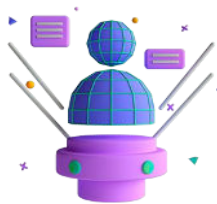
Yahoo APAC Metaverse Survey

Q: If a brand applied the metaverse in its advertising, marketing events, products or services, would you..?

However, high costs might prevent Gen Z from participating in the metaverse

Top barriers to Gen Z participation in the metaverse

1



Concerns over personal data

2



Too expensive

3



Not having the technology needed

And, more work ought to be done to ensure the safety and data security of metaverse

In the metaverse, what worries you the most?

Privacy & Safety

62% 


Harder to protect privacy and personal information

Fraud

61% 

Inability to distinguish truth from falsehood

Morality

60% 

Absence of moral and legal norms



Yahoo APAC Metaverse Survey
Q: In the metaverse, would you worry about...?

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