

So You Want to Try the Metaverse

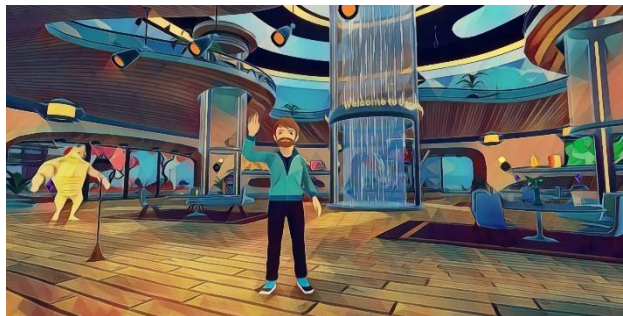
Fortnite – fortnite.com

While Fortnite is largely an online gaming platform, it has been adding more metaverse features over time, like live concerts (Travis Scott even had one) and a Creative mode in which players can build their own virtual worlds and interact with each other through their in-game avatars during events.



VR Hardware Not Required

Decentraland – decentraland.org



Decentraland is a 3D virtual world browser-based platform. Users may buy virtual plots of land in the platform as NFTs via the MANA cryptocurrency, which uses the Ethereum blockchain. It was opened to the public in February 2020, and is overseen by the nonprofit Decentraland Foundation.

Roblox – roblox.com

Roblox is a game platform and game creation system. Players can design their own games and also play games created by others. The title has an in-game monetary system that players use to make purchases within individual games (and make real money).



Which metaverse(s)?

	Roblox	Fortnite	The Sandbox	Decentraland
Demographics	Over 3.9B accounts; 52M daily active users; 67% under age 16, only 14% over age 25	Over 390M accounts; 25M daily active users; 84% between ages 18 - 34	Over 4.1M accounts; 39K daily active users; 65% between ages 18 - 34	Over 2M accounts; 8K - 10K daily active users; 59% between ages 18 - 34
Platform Owner	Roblox Corporation	Epic Games, Inc.	TSB Gaming LTD	Decentraland Foundation
Governing Law and Forum; Arbitration	Laws of California. State and federal courts of San Mateo County, CA. Binding Arbitration in San Mateo County, CA or where user resides.	Laws and courts of North Carolina. State and federal courts of Wake County, NC. Binding Arbitration in Wake County, NC or where user resides.	Laws and courts of Hong Kong	No governing law or forum provided. Binding Arbitration in Panama City, Panama
Brand Participation	Can create branded Experiences. Can create branded digital items.	Can create branded Experiences. Enter into licensing agreements with Platform.	Buy/develop land. Can create branded digital items.	Buy/develop land or rent a venue. Can create branded digital items.
Ownership Rights	Creator retains all copyright they may hold in the UGC.	User owns any rights they have in UGC made on the Platform. Users cannot sell Content to other users.	Creator retains copyright to Assets and Games that they make. Purchaser will own the underlying NFT that the purchased Asset is connected to.	Land: Owner has all title and ownership rights. Platform owns the Lands' smart contract. NFTs: Creator and subsequent purchaser own all title to the NFT (excluding underlying Content). Content: Creator owns all title, and can set its own terms and licenses.
Ability to Sell to Other Users	Yes can sell Virtual Items and Experiences. Creator receives 30%, Distributor receives 40%, and Platform receives 30%	No. Only the Platform may sell digital items. There might be revenue share agreements between Platform and the IP Licensors.	Yes can sell Assets, Land and Games. Platform charges a 5% transaction fee.	Yes can sell Land and digital items. Platform charges a 2.5% transaction fee.