

The Inclusive Metaverse Index

Research programme overview

Economist Impact, sponsored by Meta, conducted an independent research program to help countries unlock the value of the metaverse.

- The metaverse is an emerging paradigm.
- The potential social and economic benefits of the metaverse are sizable.
- Market, organizational and consumer-related barriers need to be addressed.
- New research question following much progress made across six editions of Economist Impact's Inclusive Internet Index (3i).

Research questions

What are the enabling factors that countries should prioritise to build a metaverse ecosystem where social and economic benefits are realised and associated risks are mitigated?

And how can countries across different contexts work towards this goal?

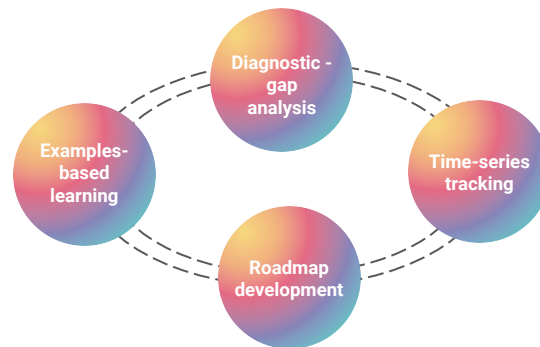
Definition: How should we define the metaverse? What makes the metaverse distinct from the web?

Applicability: What makes countries best prepared to build and take advantage of the metaverse?

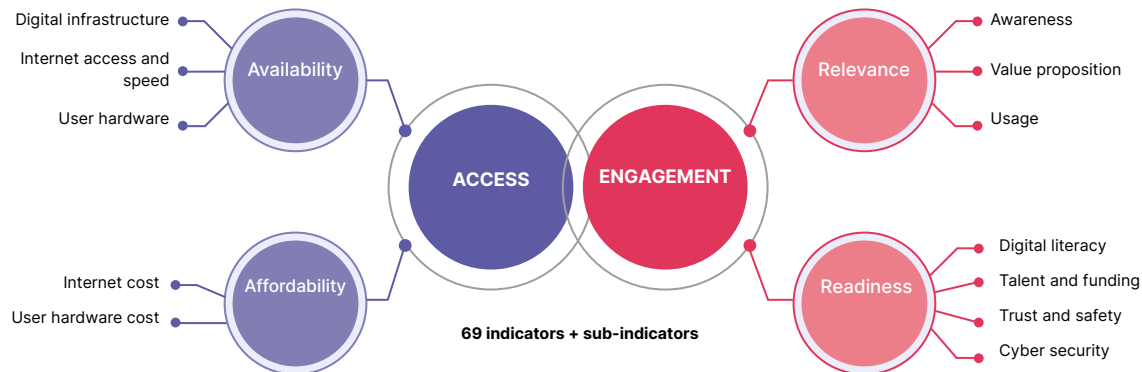
Acceleration: What is needed for successful scaling and widespread adoption?

Progress: To what extent is progress being made across enabling factors of metaverse development?

Theory of change: why an Index



The conceptual framework



Key global findings

- 1 **High-income economies performed better** on the index, and on all categories **except relevance**.
- 2 **Cost** is a major **barrier to** greater **use** of immersive technologies.
- 3 **Availability** was the **highest scoring category** suggesting a baseline level of infrastructure in most countries.
- 4 **Relevance** was **lowest scoring category**: high awareness of and optimism toward the Metaverse, but use remains limited.
- 5 **Frequent users** are engaging in a **range of activities** beyond gaming and entertainment.
- 6 **US** has significant comparative **advantage** on **AI talent and funding** ecosystem.
- 7 Focus needed on how to ensure **online trust and safety** with immersive technologies.

Scan the QR code to read the white paper and background paper or go to economistimpact.com/inclusive-metaverse-index/



Scores and rankings

OVERALL		
1	United States	78.6
2	UAE	76.5
3	United Kingdom	76.1
4	Canada	74.1
5	Germany	71.8
6	Spain	71.2
7	South Korea	69.8
8	China	68.0
9	Poland	67.5
10	France	67.1
11	Brazil	64.1
12	Japan	64.0
13	Turkey	61.4
14	South Africa	58.8
15	India	57.4
16	Mexico	56.4
17	Indonesia	55.7
18	Nigeria	51.7
19	Argentina	51.5
20	Egypt	50.6
21	Côte d'Ivoire	29.8

AI talent and funding ecosystem (score out of 100)

