



# Brand Metaverse Experimentation

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A TimeWarner Company

## Escapism into a **mixed reality** experience



Woo Welcome. Thank you for being here.  
Now, just to get a gauge, how many of you  
recognized some of the movies I just showed?

Now, the reason I'm sharing these movies is  
because there's an overarching theme across  
them that ties in well with our metaverse  
discussion today

In Ready Player One, It's our human desire to  
escape our reality into a virtual one where we  
feel more significant and a sense of belonging.

# THE MATRIX



## Existential nihilism in a simulated reality built by AI

In The Matrix, it's our ever-longing question of existence and in Neo's case, existential nihilism challenged by a simulated reality built by AI

# Creation of a meta-reality blurring dreams into unbroken self-awareness

With inception, it's about our desire to conjure our dreams into reality by merging it with our subconscious unbroken self-awareness





Of course, Harry Potter is our childhood desire for magical powers enhanced in another dimension.

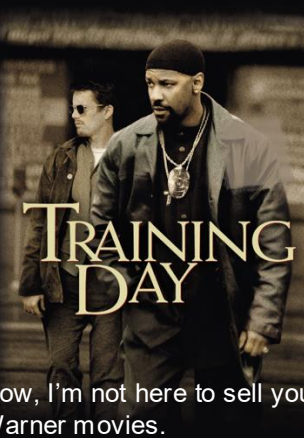
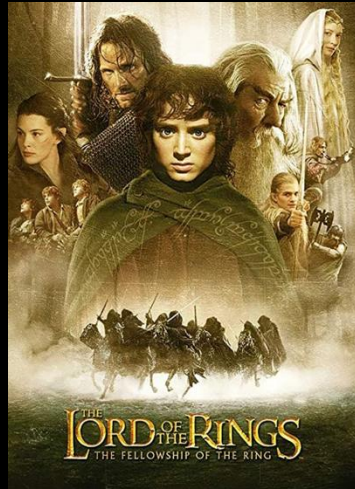
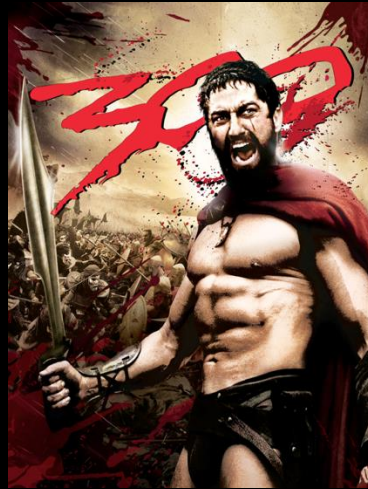
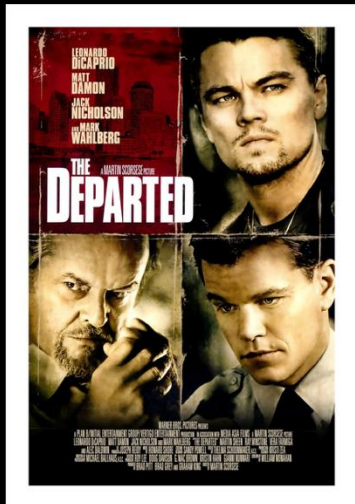
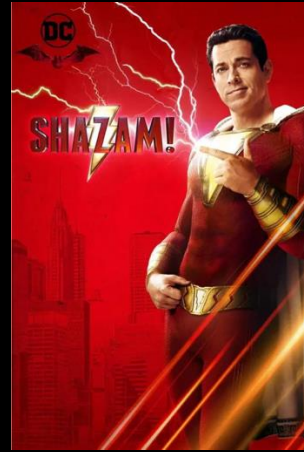
**Superpowers and magic in another world dimension**



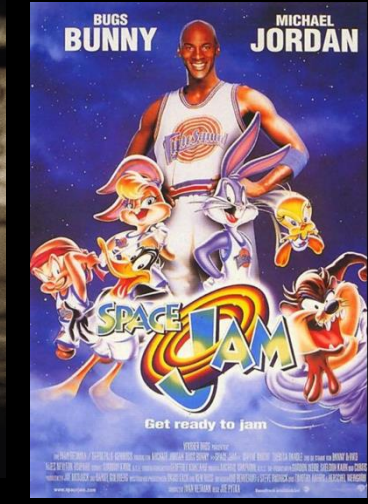
Superheroes from

the multiverse

Lastly, Justice League, The superheroes from a multiverse we look to to save humanity.



Now, I'm not here to sell you Warner movies.





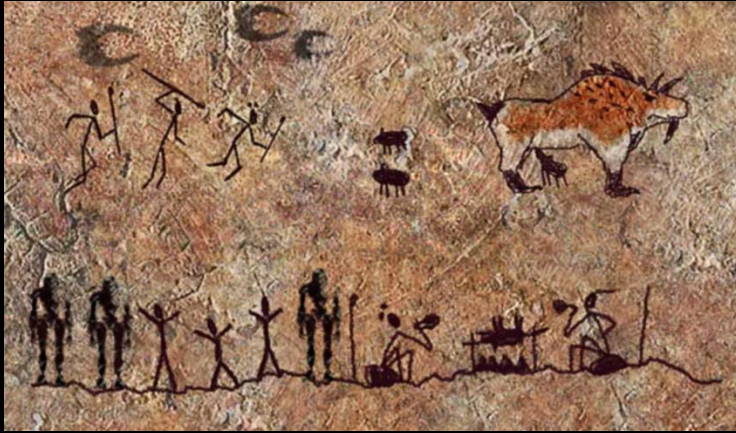
## It's life imitating film



Rather, I'm here to highlight that our need to have an alternate reality, an alternate universe, an alternate experience, is showcased in our art and cultural expression. Thus the saying, "life imitates film, or is it film imitating life of the future.

or is it film imitating life  
...of the **future**....

Storytelling



# The art of storytelling

Storytelling is a fundamental part of being human. It allows us to share information that creates an **emotional connection**.

It also helps us understand each other and make the information and **experience more memorable**.



Catwoman



Storm



Psylocke

## My Story

My superheroes I imagined I metamorphosed into

Who were your characters or superheroes?



Spider-woman

# Global Brands Ecosystem

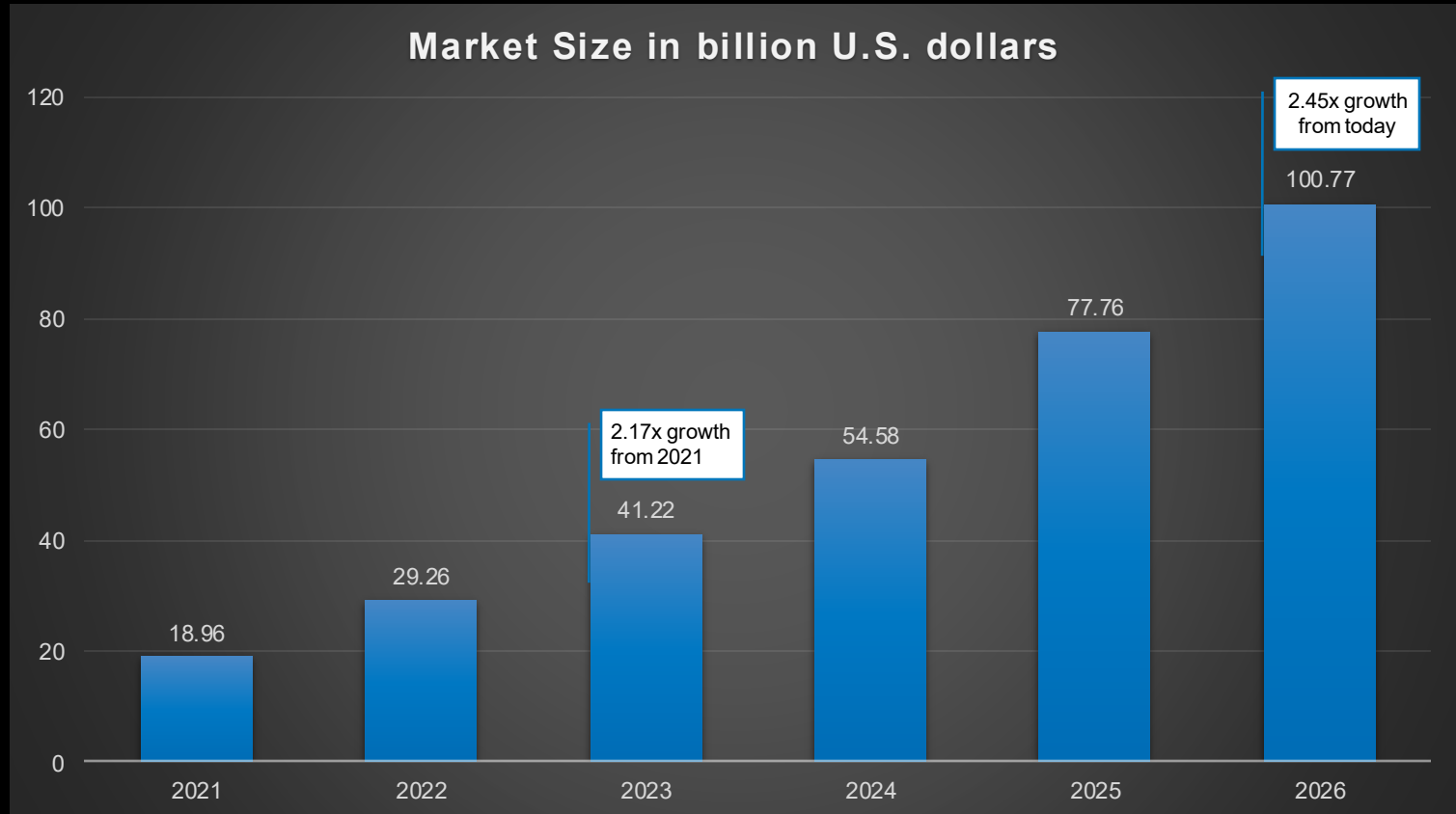
# Global Brands 3x3 Business Pillars

## DC Comics and Harry Potter Franchises



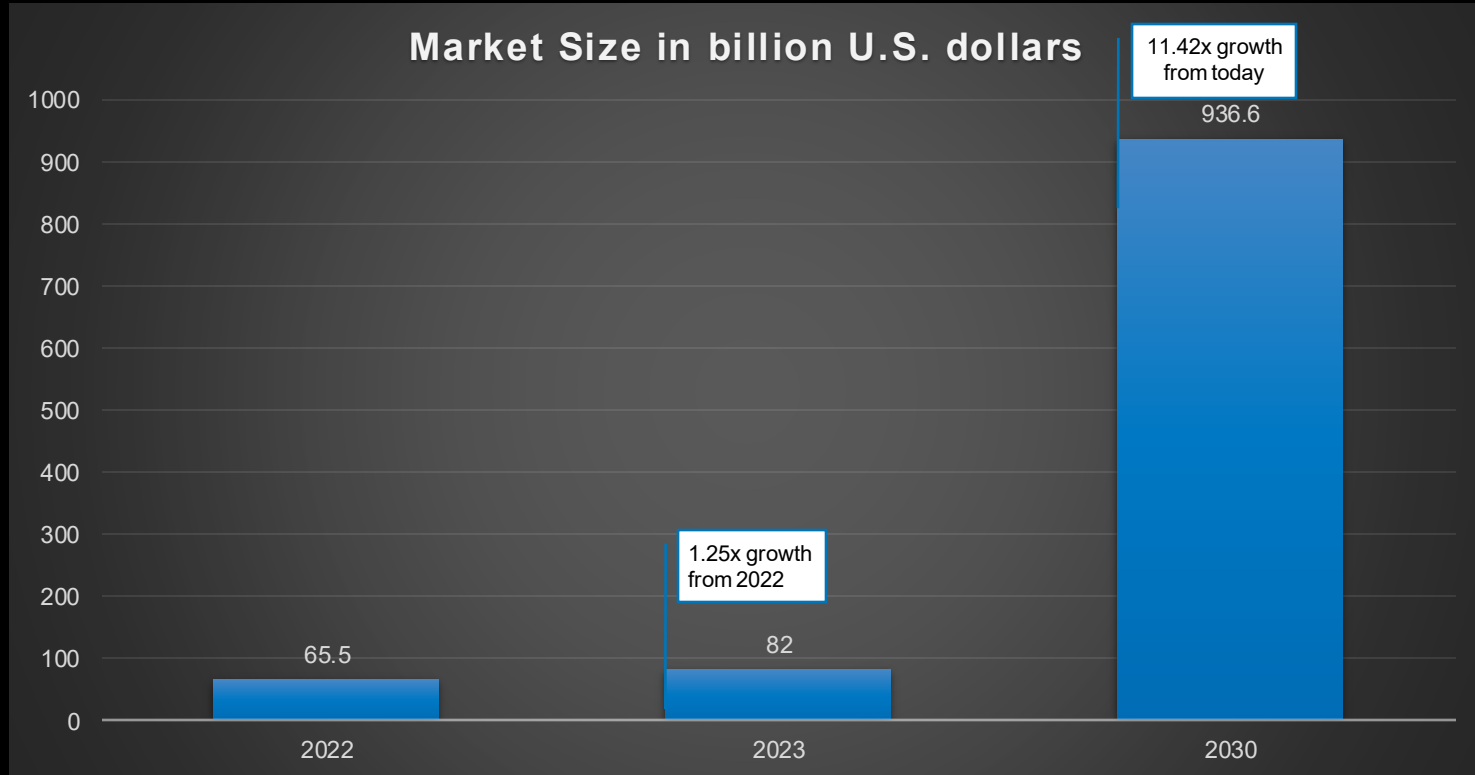
Building towards a Metaverse

# Extended Reality (XR) Market Size Worldwide from 2021-2026





# Metaverse Market Revenue Worldwide from 2022-2030



# Global Brands - Product Strategy Plan

Building towards a Metaverse: Reusable strategy per Franchise

- NFT ecosystem
- Roadmap product plan
- Digital assets as NFT collectibles
- Identity with NFT DID's

- Connect Digital Space to Real Space
- Use of digital NFTs to interact with real-world spaces and assets
- Provide a mixed-reality experience

## 1<sup>st</sup> PHASE

- Analyse business structure and fan reach
- What web3 feature can first penetrate barriers to entry?
- Which model can support current and future structures?

## 2<sup>ND</sup> PHASE

- NFT marketplace
- Web3 experiences
- Features compatible in both web2/web3
- Identity NFT DID's with generative AI
- Digital space to metaverse experience

## 3<sup>RD</sup> PHASE

## GOAL

# Fan Reach Strategy

Building towards a Metaverse

Virtual Reality

DIGITAL SPACE

Extended Reality

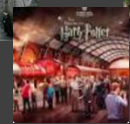
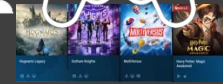
Mixed Reality

REAL WORLD SPACE

Access to movies/series,  
books, comics, games,  
social community

Access to merchandise  
and collectibles

Theatres, Conventions,  
E-sports Arenas,  
Tours, Theme Parks,  
Brick-and-mortar shops



# What's the **Key**?

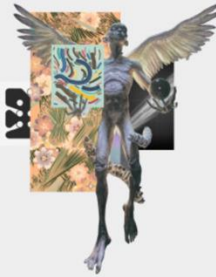
Building towards a Metaverse

## An NFT Ecosystem



### The Metaverse: Digital Identities and Spaces

NFTs are redefining digital ownership, identities, and spaces, tokenizing digital land in virtual reality, along with the 3D avatars that will represent their owners.



### Art and Digital Collectibles

From profile picture collections to generative art and collaborative music pieces, NFTs are enabling digital art to flourish.

Whether it's music or sports collectibles, there's more than just visual art NFTs.



### Gaming

The NFT gaming space is rife with innovation, as player ownership of in-game assets and purchases and play-to-earn models are being implemented and explored by various projects.

# NFT Experimentation Fan Identity and Digital Collectibles

Building towards a Metaverse

# DC FanDome 2021

## Beginnings of NFT collections and hints of Generative AI

Building towards a Metaverse

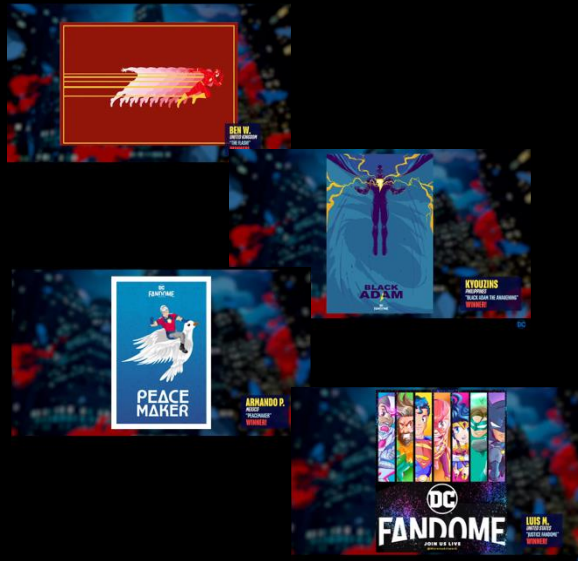
### NFT Floppy Disk collectibles

*First WB NFT collectible built on blockchain/sidechain network Palm io*



### UGC – Create your own Fan Art

*First UGC contest with paid exposure  
Partnership with Talenthouse Design*



### Build your Avatar

*Build your own superhero avatar, a beta for Origin Story*



# Post-DC FanDome

## NFT collections and path towards Generative AI

Building towards a Metaverse

### Batman Cowl Advance Access

*First signs of an NFT ecosystem built for a Brand: Owners of DC FanDome NFTs received advance access to the Bat Cowl pre-sale.*



*An NFT drop of 200,000 unique 3D-rendered Bat Cowl NFTs*



*Holders of NFTs from the Bat Cowl Collection gain access to a two-year journey with new features and upgrades every 52 days, leveraging a uniquely web3 experience, while the NFT disc doubled as storage devices that get system updates from the Batcomputer.*

### UGC Art into Assets

*User-generated content placement on comics and merch*



*Places importance in fan engagement and fan value*

### Origin Story Launch

*Launch of Fan Hero Origin through a 'scenario situation' quiz*



*Origin Story is DC's way of creating a Fan's DC Hero family and identity, building a connection and sense of belonging.*

# DC Universe Today

## An NFT Ecosystem and development of Generative AI

Building towards a Metaverse

### NFT Collectibles Web3

**Integrated Storytelling:** Bat Cowl holders participate and vote in the Bat Cowl's storytelling narrative showcased in DC Comics issues.

**Exclusive Art and Behind-the-Scenes Access:** exclusive access to future NFT drops, artwork and BTS content.

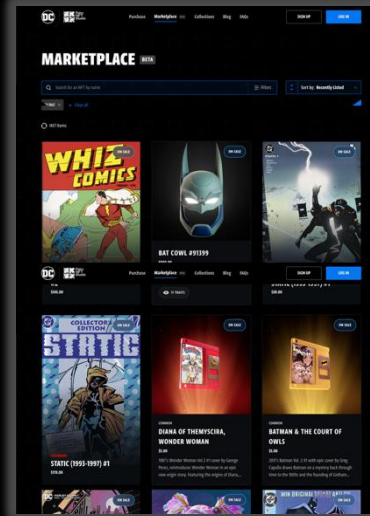


**Snapchat Lens:** Bat Cowl NFT is AR and metaverse ready and usable cross-platform in both a web3 and web2 environment.

**Primary Mint Bonus:** First-minted Bat Cowl purchasers receive an additional NFT that designates them in charge of a Gotham neighborhood.

### NFT Marketplace

**Premium DC NFT Collectibles:** a marketplace exclusive to premium DC NFT collectibles



A place where fans can securely and confidently buy, trade and sell DC NFTs.

### Fan Identity Development

**Origin Story + Build your own avatar:** Enhanced identity feature through a fan's conceptualized avatar



Paired with 'Origin Story' to immerse a fan's metamorphosis into their Superhero.



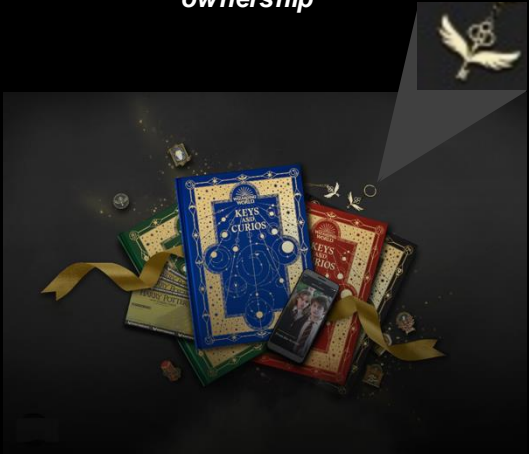
# Wizards World Early Stages

## Beginnings of NFT collections and NFT DIDs

Building towards a Metaverse

### Premium Gold Membership

Exclusive access and physical asset ownership

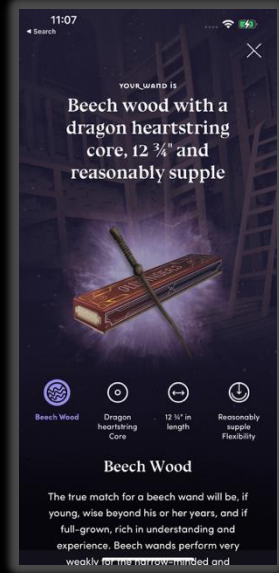


Premium members receive a gift of physical Harry Potter iconic collectibles such as an exclusive gold member pin, an interactive book called 'Keys and Curios', and a golden key.

This new tier of fandom will unlock exclusive access to eBooks, new series content, priority ticketing, and collectible pins.

### Digital Wand

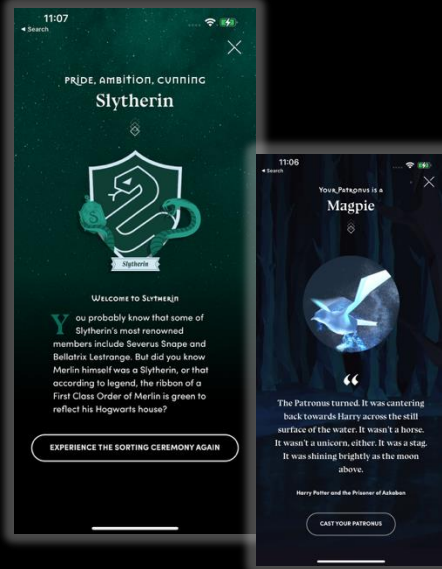
Beginnings of digital asset ownership



A digital wand can be assigned during the 'Sorting Hat' Ceremony

### Sorting Hat Ceremony

Digital Identity creation through the 'Sorting Hat' Ceremony used by the School of Hogwarts to determine one's House



A Patronus and a wand can also be assigned

# Wizards World Today

## Signs towards of NFT collections and NFT DIDs

Building towards a Metaverse

### Enchanted Keys

A **Digital Golden Key** that unlocks a VR keyhole to access an AR view of the actual world along with superimposed magical images.



First VR/AR Harry Potter experience

### Magic Caster AR/VR

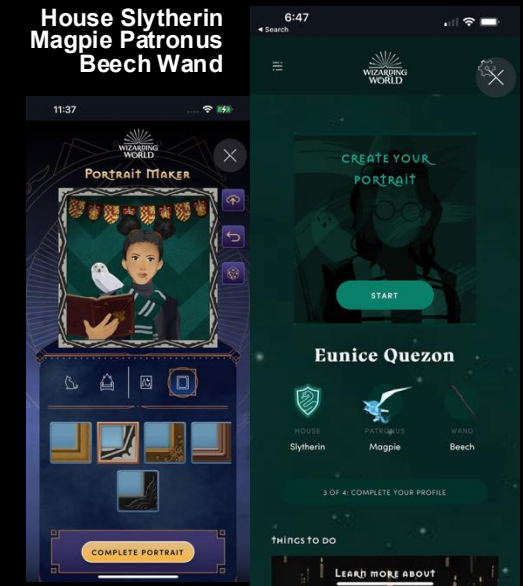
A **Physical Wand** with VR and AR capabilities



Can cast magic spells, duel with friends, and control smart devices

### Build your Avatar

Along with the Sorting Hat Ceremony, a build your avatar feature is available as part of your profile builder.



# Future Metaverse Concept

# Future Metaverse Concept

How can it change the entertainment business model?

- Exclusive access by NFT ownership
- Movie/Series easter egg clue tie-in to level up in games or rewards in e-comm/store purchases
- Interactive participation in content or games outcome
- Purchase or rent virtual land
- Real space exclusive access using NFTs
- Rent/lease real world spaces (studios/tours, parks) using NFTs
- AR NFTs app content overlay onto real space.
- License/Lease app experience to third party usage

## ID & Profile

- Avatar-embedded NFT ID
- Physical asset with built-in NFT ID
- Access level defined by NFT

## Content & Games

- NFT-embedded collectibles and merch
- Exclusive access by NFT ownership
- Gamified purchases
- Rewards/points accrual from movies/series or games
- Personalized items and offerings based on NFT
- Virtual marketplace for buying, selling and trading NFT collectibles
- Rent or lease virtual retail space

## e-Comm & Marketplace

## Real Space



# Fan Reach Strategy

In a Metaverse

Theatres, Conventions,  
E-sports Arenas,  
Tours, Theme Parks,  
Brick-and-mortar shops

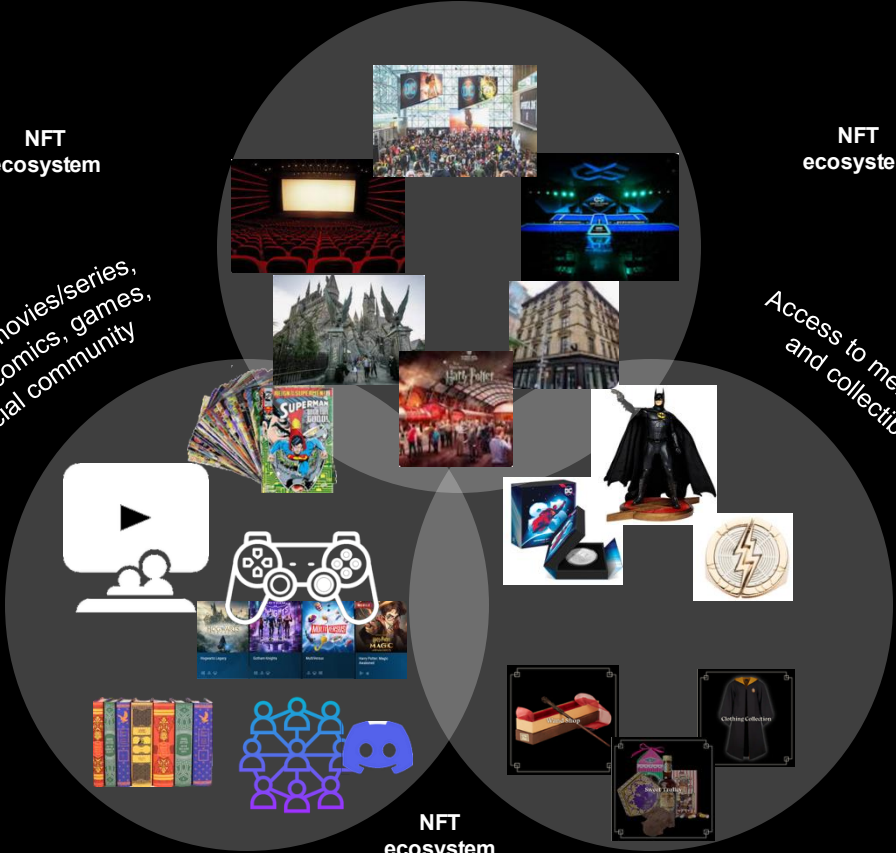


NFT ecosystem

Access to movies/series,  
books, comics, games,  
social community

NFT ecosystem

Access to merchandise  
and collectibles



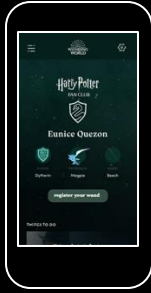
NFT ecosystem

# Wizarding World Metaverse

## Future Metaverse Concept

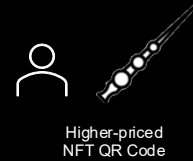
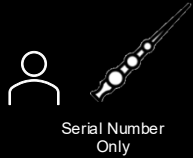
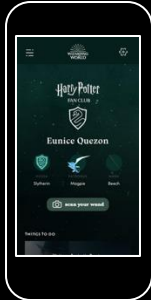
### USER REG

Register Wand to unlock an AR/VR experience on WWD



### USER REG

Upsell physical wand and enhance the registration AR/VR experience immediately



### HP SHOP

Sell Digital Wands with NFT that can also be paired with Elder Wand



Lease retail space in Diagon Alley and provide a VR marketplace to buy, sell and trade NFTs

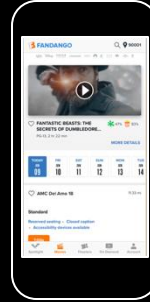
### LOG IN

Recognize our fan using the wand



### THEATRE

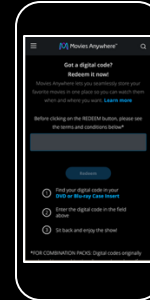
Enter your movie ticket and gain access to AR/VR experience on WWD with Elder Wand



NFT holders vote on the next movie/series to what should happen to your house

### HOME ENT

Enter your Home Ent digital movie code and gain access to AR/VR experience on WWD with Elder Wand



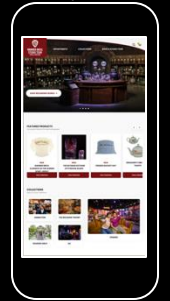
### ADVENTURE PARKS

Scan Elder Wand at the Harry Potter Universal for some specific fan experience



### STUDIO TOURS

Scan Elder Wand at the Harry Potter portion of the studio tour and along with WWD, use to enhance specific fan experience



# DC Universe Metaverse

## Future Metaverse Concept

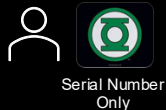
### USER REG

Register Lantern Ring to unlock an AR/VR experience on DC



### USER REG

Upsell physical lantern ring and enhance the registration AR/VR experience immediately



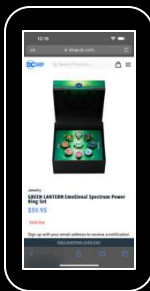
### LOG IN

Recognize our fan using the lantern ring



### DC SHOP

Sell Digital Lantern rings with NFT that can also be paired with physical lantern ring



Lease retail space in Krypton Sector and provide a VR marketplace to buy, sell and trade NFTs

### THEATRE

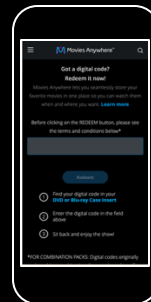
Enter your movie ticket and gain access to AR/VR experience on DC Universe with Lantern Ring



NFT holders vote on the next movie/series to what should happen to Lantern Corp

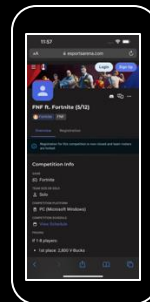
### HOME ENT

Enter your Home Ent digital movie code and gain access to AR/VR experience on DC Universe with Lantern Ring



### ESPORTS

Registration and exclusive access to DC Esports using Lantern Ring NFT



### COMIC-CON

Scan DC NFTs at Comic-Con to register and to get exclusive access for NFT ownership



Wins on Metaverse



# Metaverse Wins

- Consolidated IP across internal business entities and Interoperability
- Reduced IP infringement
- P2P trade and sale of NFT collectibles
- Usage-based billing models and micro-payments
- P2P trade and sale of UGC
- Identity authentication across multi-channels and even cross-brand if desired
- Streamlined rewards and loyalty programs with transfer use case model
- Increased brand transparency and trust

Existing challenges

# Current Challenges

- Energy consumption
- Expensive to scale
- Complex to adopt
- Security from hacks and scams
- Privacy Policies especially for child audience
- Coding loopholes
- Lack of standardization

Exciting Opportunities

# Exciting Opportunities

- New and decentralized business models
- Once established, quick verification and instant access
- New revenue streams
- Reduction of third-party handoff
- Numerous and novel user experience