

The Key Metaverse Players to Date: The dark horse Apple, Disney's IP fortune, and more

Audio

On today's episode, we discuss which brands are emerging as key players in the metaverse race, how Apple could make its mark, why Disney's intellectual property (IP) makes it a

heavyweight in this space, how Nike is positioning itself, and more. We then talk about what to expect from cashierless technology in 2022 and how a new breed of remote workers has changed shopping. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Andrew Lipsman.

Select Gaming/Social Platforms Used by US Children and Teens, by Age, Nov 2020

% of respondents in each group

	9-12	13-17	Total
YouTube	78%	81%	80%
Instagram	40%	59%	50%
Snapchat	40%	52%	47%
TikTok	41%	49%	45%
Facebook	45%	28%	36%
Google Hangouts/Meets	36%	30%	33%
Messenger	38%	27%	32%
Twitter	30%	27%	28%
WhatsApp	39%	16%	26%
Minecraft	23%	17%	20%
Fortnite	22%	13%	17%
Roblox	22%	13%	17%
Pinterest	13%	17%	16%
Twitch	14%	14%	14%
Tumblr	18%	9%	13%
Reddit	8%	12%	10%

Note: used at least once per day; select responses shown

Source: Thorn, "Responding to Online Threats: Minors' Perspectives on Disclosing, Reporting, and Blocking," May 12, 2021

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