

Meta looks to open the doors on a metaverse marketplace

Article

The news: Meta is looking to charge digital creators fees of up to **47.5%** to sell virtual items in its **Horizon Worlds** metaverse, [per](#) Insider.

Here's how it works: Meta announced in a blog post Monday that it has started testing virtual sales in its **Horizon Worlds** platform.

- Select Horizon Worlds' creators can sell a range of “in-world” items including **exclusive VIP access, customized virtual worlds**, and in-game products like **clothing and accessories for avatars**. The trial will be open to creators in the US and Canada.
- **Meta plans to take a 25% cut of the 70%** that’s left after the platform fee, leaving creators with just over half of an item’s sale price.
- US-based Horizon participants will be able to earn money from a **\$10 million creator fund** that Meta set up to reward the most creative metaverse builder, **Meaghan Fitzgerald**, product marketing manager for Horizon, [told](#) The Verge.
- Meta’s move toward monetization is similar to in-app purchases from other platforms like **Roblox**, which lets creators sell items they craft for the game.

What’s next? While “in-world purchases” for Horizon are still in trial, **the move indicates a wider plan to monetize the metaverse.**

- There’s no indication that developers or creators will find the fees and commissions acceptable.
- Meta plans to transcend VR by rolling out to more platforms like [mobile](#), which would have additional fees from app stores that developers will have to shoulder.
- The metaverse economy presents a potential **\$8 trillion to \$13 trillion opportunity** by 2030, [per](#) Citi.

Regulation is around the corner: Government regulators are in [hot pursuit](#) of mobile app store owners **Google** and **Apple** for how much they take in fees from developers, as well as for forcing them to use platform payment methods.

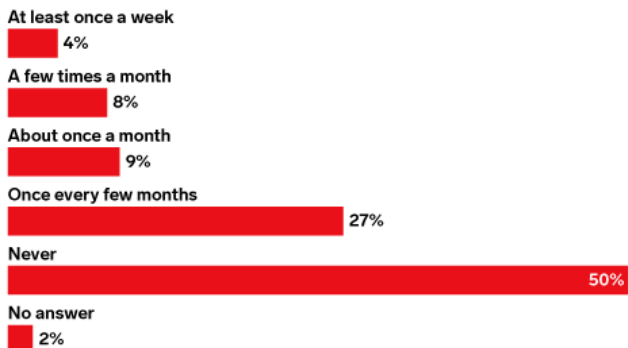
- In context, the [Open App Markets Act](#), which targets how companies operate app stores with more than **50 million users**, aims to ban app stores from forcing developers to use the stores’ payment systems.
- The battle with established mobile app stores is brewing on a global level, with [Japan](#), [South Korea](#), and [the EU](#) cracking down on monopolistic app store controls.

The opportunity: Meta has a rare opportunity to define the metaverse economy and establish new profit centers for developers and creators.

- A heavy-handed approach to platform fees and high commissions could alienate creators and draw tougher antitrust regulation.
- Competing platforms can set their own prices accordingly and make their immersive metaverse and VR ecosystems more equitable, pulling creators and consumers away from Horizon Worlds.

How Often Do US Gamers Spend Money on In-Game Purchases or Microtransactions?

% of respondents, Feb 2022



Note: n=1,042 ages 18+; includes games played via phone, desktop/laptop, gaming console, or other device; excludes respondents who had no answer/didn't respond (2%)
Source: SurveyMonkey as cited in company blog, Feb 8, 2022

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