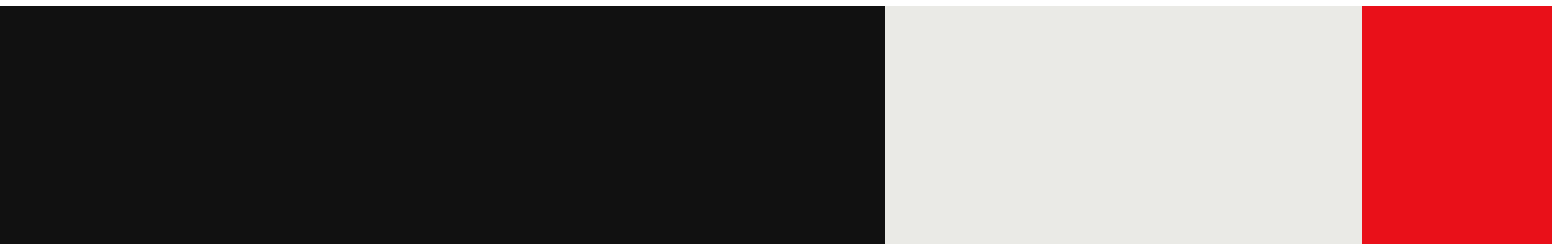


Welcome to the metaverse, did James Bond save movie theaters, and alternative content

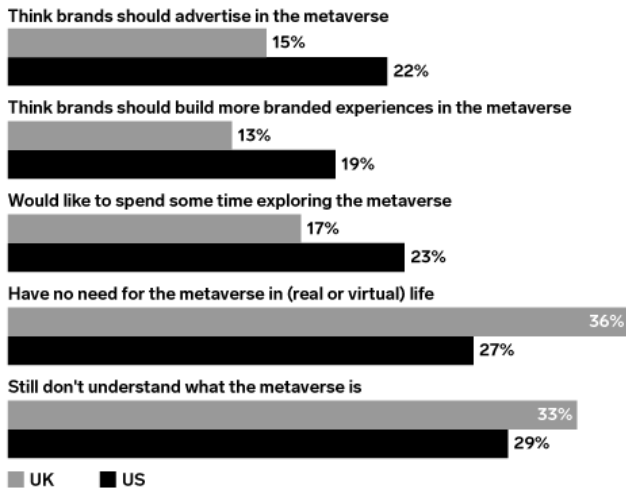
Audio



On today's episode, we discuss the current state of the so-called "metaverse," what the future of mixed reality could look like, and how marketers are getting involved. We then talk about what the new James Bond film's opening weekend tells us about the state of the movie theater industry and what kinds of alternative content theaters might feature to stay relevant. Tune in to the discussion with eMarketer Briefing director at Insider Intelligence Jeremy Goldman.

Attitudes Toward the Digital Metaverse Among UK & US Internet Users, Aug 2021

% of respondents



Note: ages 18+; respondents were given a description of the metaverse, a persistent digital world that users experience via avatar, navigating from one virtual world to another like websites

Source: Forrester Research as cited in company blog, Sep 21, 2021

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