

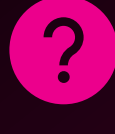
What do consumers want from the metaverse?



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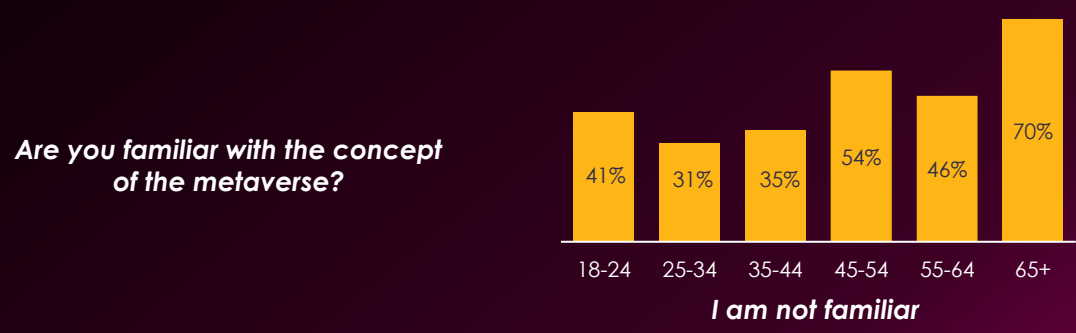
Amdocs' **What Consumers Really Want from the Metaverse Report** found that when it comes to the **metaverse**, consumers are interested, but concerns around poor connectivity, hardware costs and general understanding are issues that must be addressed.

1 Consumers are split on what exactly the metaverse is



Even with ongoing buzz, **45%** of consumers are not familiar with the concept of the metaverse.

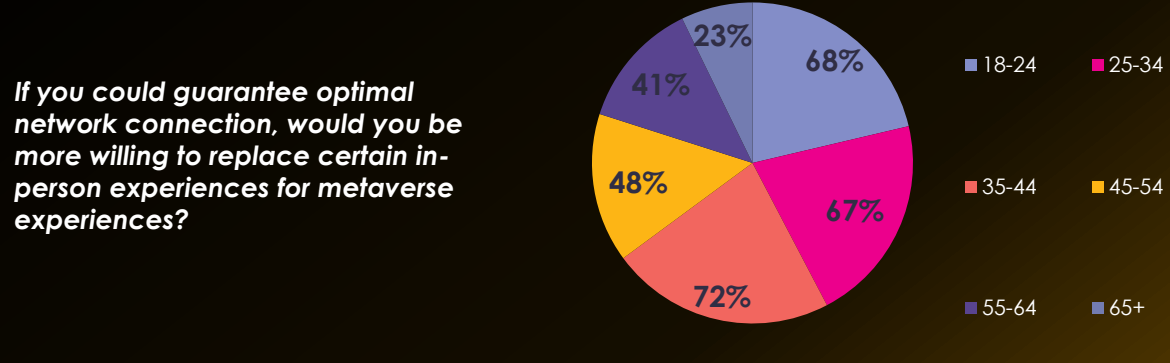
While it's unsurprising that older generations may not be familiar with the metaverse, a **stark 41% of Generation Z are also not clear about it**. Millennials have the best grasp with **69%** understanding it.



2 Consumers are willing to replace in-person experiences with the metaverse...with this condition



More than half (**55%**) of consumers would be willing to replace in-person experience with virtual ones in the metaverse if **they could guarantee an optimal internet connection**.



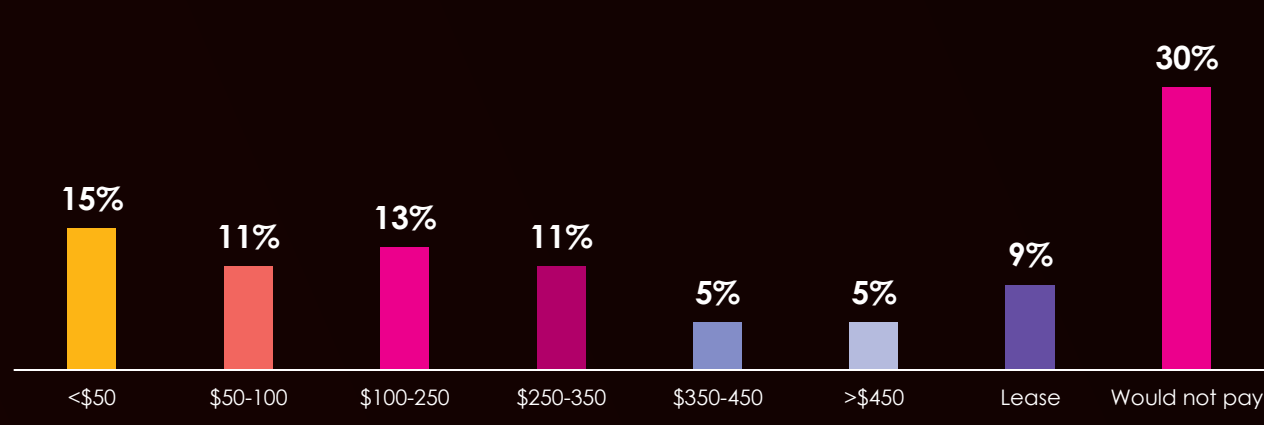
3 Cost-of-entry is a critical barrier that must be addressed



About a quarter (**26%**) of consumers do not want to spend more than \$100 on metaverse hardware. **11%** would pay what most headsets currently cost (\$250-\$350).

Around **10%** would lease hardware from their service provider to ensure a smaller cost-of-entry.

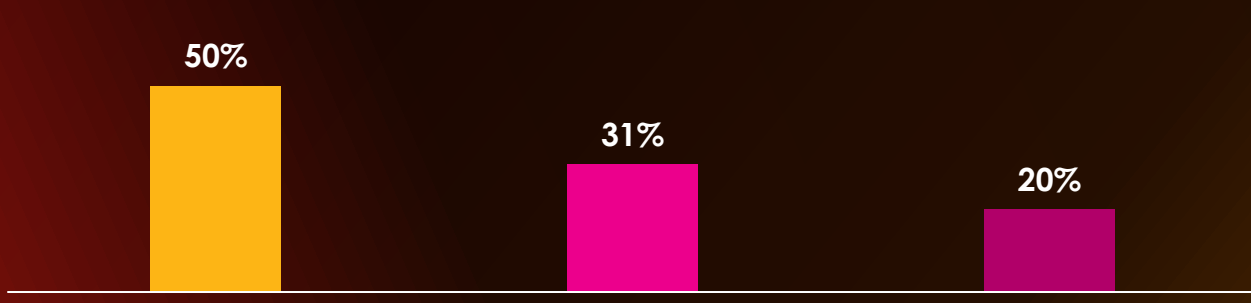
How much would you be willing to spend on hardware for the metaverse?



4 Half of consumers think the metaverse will make the digital divide worse



With concerns around both hardware costs and reliable internet, **49% of consumers worry the metaverse could further separate the "haves" from "have nots"** or make the digital divide worse, making network readiness and cost-of-entry critical barriers to overcome.



With concerns around internet connectivity and the digital divide growing, how do you think the metaverse could affect this?