

# METaverse AS A COMPONENT OF THE INNOVATION STRATEGY OF CREATIVE INDUSTRY COMPANIES

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Metaverse is rapidly gaining popularity both among technicians and representatives of creative professions. At the same time, many marketing managers struggle to grasp the scale of this new universe [1]. There is still no single definition of this concept. Business owners who want their companies to be innovative and creative should already use the potential of the metauniverse and integrate it into their business processes. Accordingly, for this, it is necessary to revise the strategies. This especially applies to creative industries that have been actively developing in Ukraine recently. The undisputed leader in creative industries is the IT sector, which increases its export potential every year [2].

There are four main areas that show up in the metaverse (beyond entertainment): meta-life, meta-space, meta-business, and meta-society [1,3]. Let us describe these areas and give examples, Figure 1.

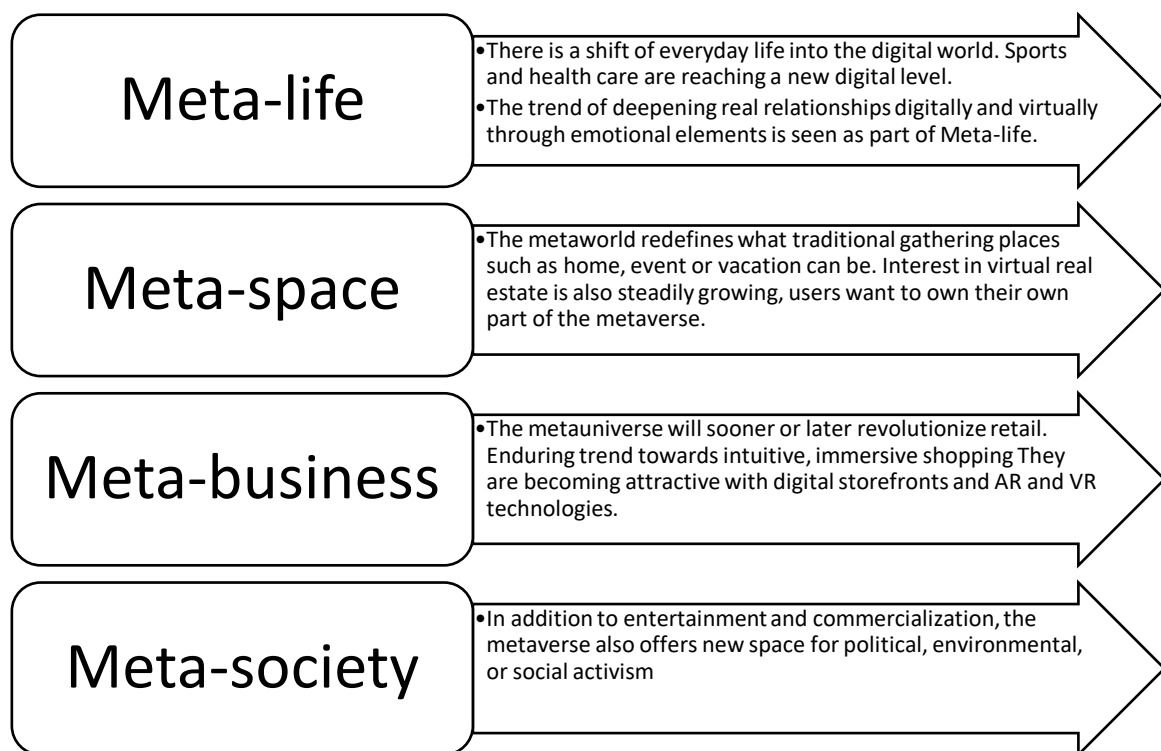


Figure 1. The main areas of the metaverse

Matthew Bell notes that “a metauniverse is a large-scale and interactive network of real-time 3D virtual worlds that can be synchronously and permanently accessible to an unlimited number of users with an individual awareness of presence and

continuity of data such as identity, history, rights, objects, communications, and payments” [1,3].

When implementing an innovative strategy in companies of the creative industry, it is essential to obtain the following:

1. It allows people from different locations to work together in a virtual environment. It is possible to use Microsoft Mesh and Facebook Horizon Workrooms tools.

2. Companies can use the metaverse as a creative catalyst to turn passive consumers into creative agents who create a shared experience in the metaverse or develop it further with their friends.

3. Virtual real estate is considered as a real investment object.

4. There are opportunities for professional training in virtual reality, which helps new employees learn how to perform complex tasks.

5. To prepare for the use of metauniverses, it is necessary to start creating 3D models and immersive content now to keep up with others.

6. There is an unsolved problem of legal protection of avatars with artificial intelligence in the metaverse.

Companies that will use the opportunities of the metauniverse in time will have obvious advantages over others, in particular, the commitment of a young audience. The younger generation can become brand ambassadors in the meta universe. New channels for the promotion of the company's products, methods of communication and staff training are being opened. It is worth noting that with the right creative concept, almost all goods and services can be sold in the metauniverse, the main thing is to understand how they interact with it.

#### **Literature:**

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