Projections for the

Metaverse Spatial Immersive

Environments.

Ian Dowson William Garrity Associates Ltd London

FS Club 3rd September 2024

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lan Dowson Bio

Corporate Career

Glaxo **Trainee Accountant** Rediffusion

Graduate Trainee Accountant

Internal Audit

Ladbrokes **Internal Auditor**

Racing Division

Financial Accountant

Chief Accountant

UK, Belgium, Ladbroke Index

Imperial Retail Shops

FD 800 Small Shops CTNs Off Licences

B Elliot Plc Corporate Development, M&A, Alliances, Market Entry, Channel Development, Troubleshooting. 12 Manufacturing/ Tech companies UK and Columbus Ohio USA

FCCA MBA

Non Corporate Career

2008-2012 Digital London

2012 Fintech Research

2016 GovTech Research

2020 W3

2022 Al-Generative Al

2023 Scottish Govtech Cluster

Research, Mentor, Consult, Present Conferences

Papers

2011 35,000 words "How Deep Knowledge is Regenerating London" – Forensic analysis of London Startup Ecosystem – Presented AIM University of Manchester Business School.

2012 Paper: "Networking Deep Knowledge in London's Digital Media Start-up Communities : the Dynamics of Entrepreneurial Eco-system and Human Capital as a Global Social Network" with Dr Fumi Kitagawa

2016 Govtech – "GovTech: An Emerging Sector Revolutionising Public Services" with Tarek Ahmed

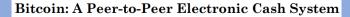
2023 – Computational Academia The Age of Computational Academia The Disruptive Impact of Generative AI & Large Language Models

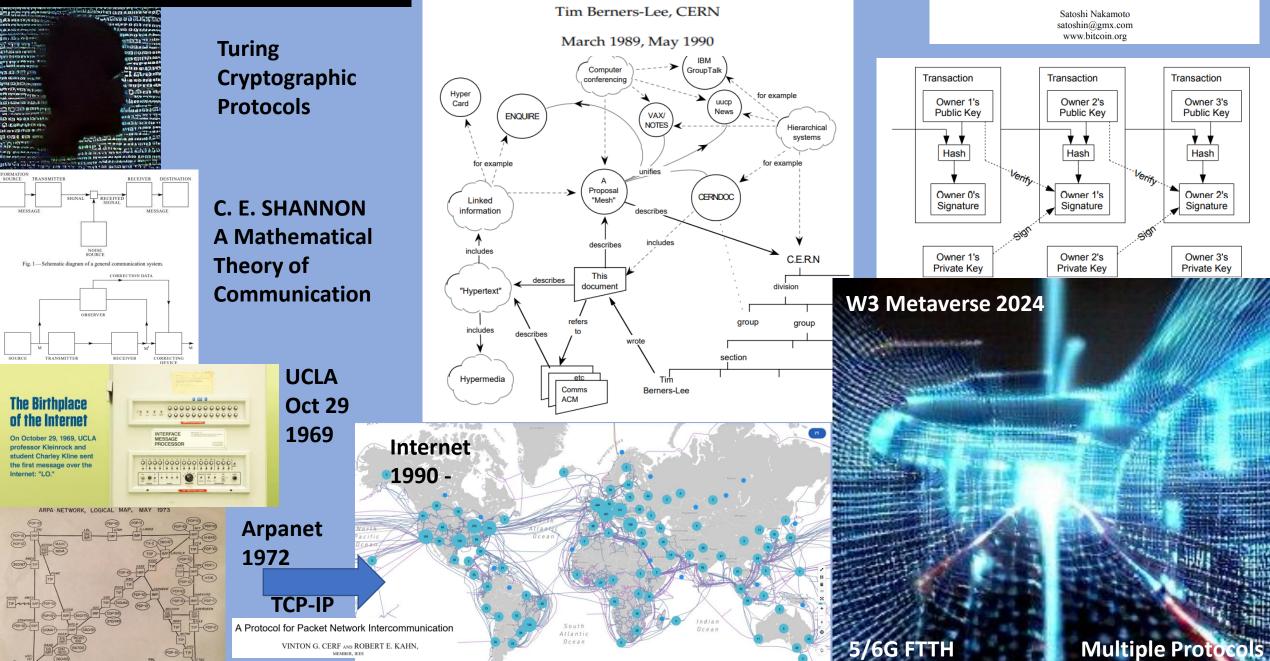
ICDowson@aol.com Ian Dowson | LinkedIn Website 07815 732637

Prediction 1 Everything is changing

Information as a protocol

Information Management: A Proposal





Http://

Protocol Interoperability Key

Web 1 & 2

> Single entwined strand with TCP-IP

2-way Embedded content is a THING

Multiplex Verse

Full Light Frequency Spectrums

Protocol

Interoperability

Technical University of Denmark (DTU) and Chalmers University of Technology in Gothenburg, Sweden

1 petabit per

Second (Pbit/s) using only a single laser and a single optical chip READY PLAYER ME

Working With Faraway to Enable Industry-First, Two-Way Interoperability

Written by **Daniel Marcinkowski** 20 April 2023 • 5 min read

Enabling Two-Way Interoperability with Mini Royale: Nations (readyplayer.me)

The Vortex of Content Demand

Can the Green Screen Keep up with Content Demand?



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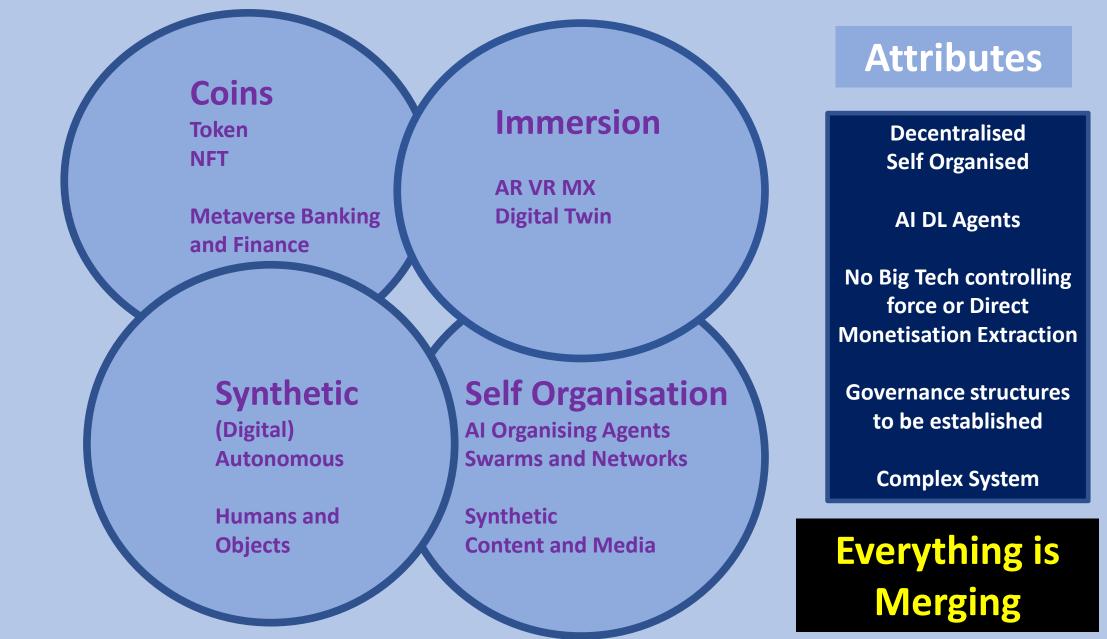
Metaverse

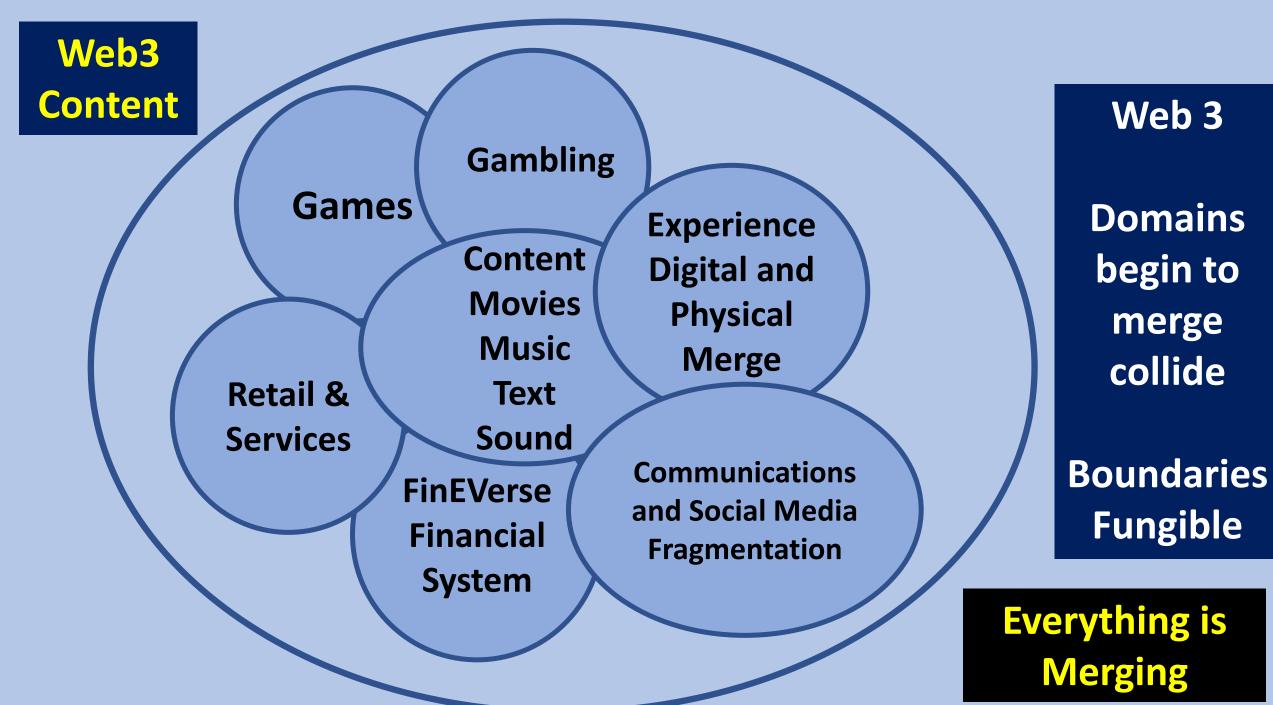
Structure Components Elements

Prediction 2

Everything is merging

Metaverse Components





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Netfix Movie and Games Merging



audience to March 2023 9





Game – Naughty Dog Part 1 – June 2013 Part 2 – June 2020 Sales units both



Immersion is a Thing

al copyright law. All rights reserved. All trade marks, copyrights are recognised as the property of the o

Nightclubs are **Really Merging**

HECTOR

...

AT KUBICLE

ebolal months

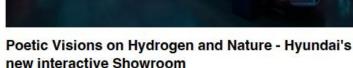
Immersion Segmenting

flora&faunavisions STUDIO FOR DESIGN

flora&faunavisions (florafaunavisions.de)

New Kinds of Immersive Interaction

London Hockney Van Gogh **Frameless BBC Earth Gunpowder Plot Squid Game Dali – Cybernetics' ABBA Peaky Blinders** War of the Worlds



Hyundai Car Mapping at Milan Design Week Moving Images, Installations







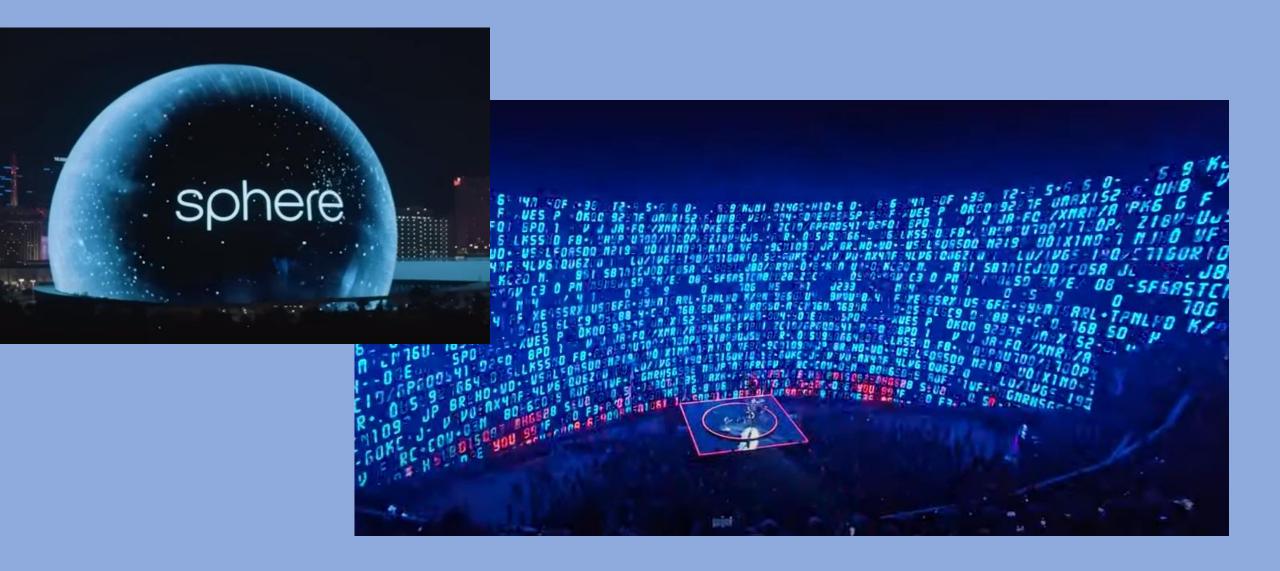
Leonardo da Vinci, today. Shows, Spaces, Moving Images, Identity, Installations

Genius - a creative journey through the eyes of





Music as Immersion - Las Vegas Sphere



Opera as immersion - Wagner's Ring Cycle Opera Australia Brisbane Dec 2023

©Opera Australia

Leigh Sachwitz

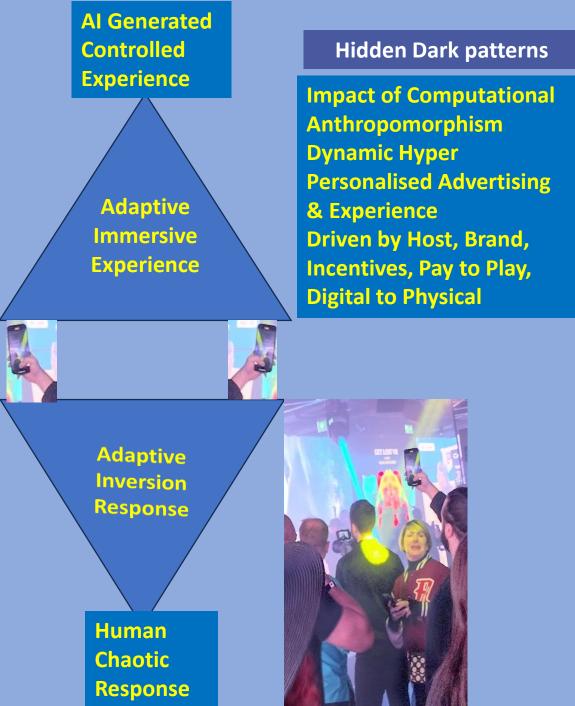
flora&faunavisions (florafaunavisions.de)



Human behaviour in an Immersive Environment



Merged - Blurred Attention control Stickiness Segmentation Channel Control Related monetisation Interaction has to be bought Doorway to Networks Text, Video, Sound, Brand, NFT's, Merch SocMedia/SocFi, Music



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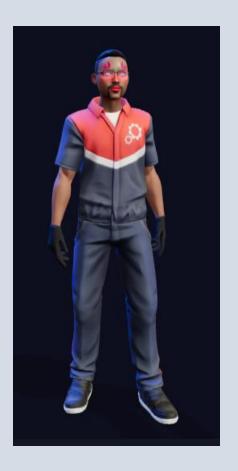
Prediction 3 Everything Becomes Synthetic:

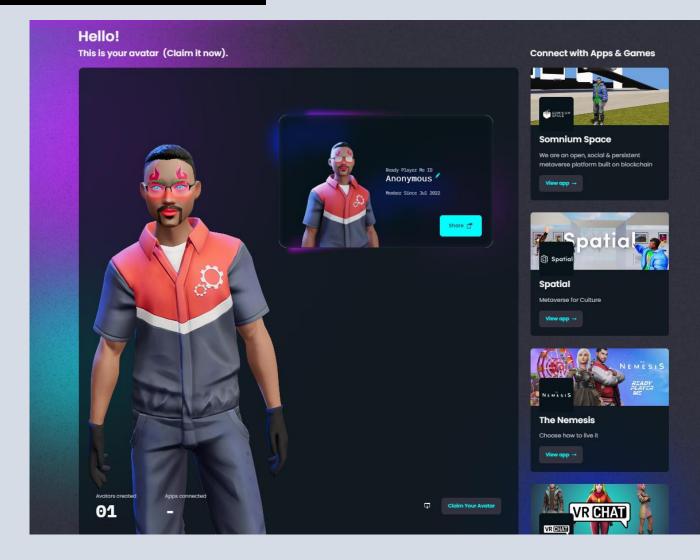
Humans Media Companies Networks

Synthetic Humans A new

Lifeform Social Connector Economy

Do you need an Avatar or a Twin





Avatars at Work

₩ 11x

The Home of Al Digital Workers

Hire virtual AI employees for every part of your company





Customer Success Specialist



James Junior Recruiter



<u>11x - Home</u>

Avatars used for serious Medical Research

The Alan Turing Institute

How can virtual patients transform the clinical trials process?

Turing research is helping to develop guidelines for trustworthy virtual trials

Turing Research and Innovation Cluster in Digital Twins

Testing medical devices in a virtual setting might mean bringing together multiple models. As well as models of patients, virtual trials could incorporate models of the devices they're designed to test, models that convert predictions made about patients into clinical outcomes relevant to the trial, and even models that simulate the behaviour of clinicians.

https://www.turing.ac.uk/blog/how-can-virtual-patients-transform-clinical-trialsprocess?utm_source=Twitter&utm_medium=Text_link&utm_campaign=Turing-Blog_How-can-virtual-patients-transform-theclinical-trials-process

Professor Steven Niederer

Chair in Biomedical Engineering at Imperial College London; Co-director for Health, Turing Research and Innovation Cluster in Digital Twins (TRIC-DT)

Synthetic Media

AI DL ML Diffusion LLM Neural Net Generated

Text Images Video Film Music Metaverses Prediction 4 Synthetic Media (AI Generated) A Foundation Technology

Disintermediation of World's Media industry is underway

Synthetic Media

Synthetic Media and Content

Fungible Media and Content

Al generated Text Ai Generated Music	YES YES
Text to Image	YES
Text to Video	YES
Film to Colour 8K	YES
Text to Movie	YES YES
Text to Metaverse	TES
Text to Action:	
AI DL monitoring of single Agent and	YES
Clusters of Agents – Google Deep	
Mind, Swarming of Agents	
Human becomes Independent	Emer
[Human Driven] or AI Assisted	ging
Synthetic Agent in Metaverse	

Content generated in real time from your emotional and sentiment state

- Behaviouralist Nudge
- Neuroscience Brain
- Precise Emotional State
- Bias
- ADM Automated Algorithmic Decision Making
- Data History
- Feedback system fed into AI DL RL ML model to predict behaviour and then make interventions.
- Who controls Avatar or Advertisers and Big Tech



Fraud is now an AI Fake

TECH · DEEPFAKES

A deepfake 'CFO' tricked the British design firm behind the Sydney Opera House in \$25 million scam

Earlier this year, an employee at the company's Hong Kong office was roped into a video call with deepfakes of Arup's CFO and other staff members, *CNN Business* reported. After putting aside his initial suspicions, the employee later transferred \$25.6 million (200 million Hong Kong dollars) to the fraudsters over 15 transactions.

A deepfake 'CFO' tricked British design firm Arup in \$25 million fraud | Fortune Europe

STORA Open Al

Prompt: A stylish woman walks down a Tokyo street filled with warm glowing neon and animated city signage. She wears a black leather jacket, a long red dress, and black boots, and carries a black purse. She wears sunglasses and red lipstick. She walks confidently and casually. The street is damp and reflective, creating a mirror effect of the colorful lights. Many pedestrians walk about.

Sora (openai.com)



An example of Fungible Media

Text to 1 min Video

Other systems <u>Flux</u> <u>https://flux1.ai/</u>

Luma Labs Dream machine <u>https://lumalabs.ai</u> /dream-machine



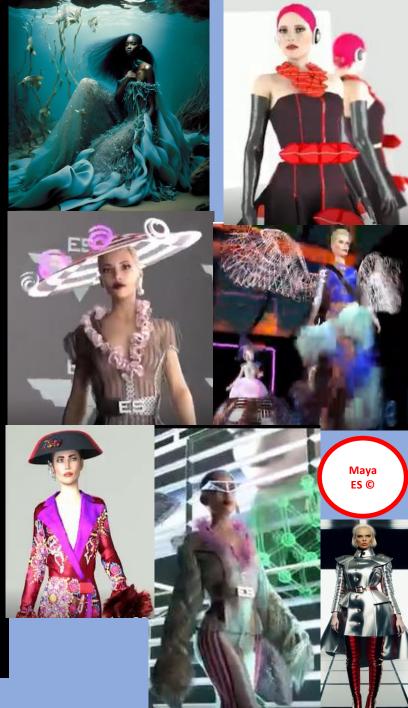
Prediction 5

W3 Digital Fashion and Luxury retailing to fire up a Cultural Explosion of Creativity

Like the 1960's in London

Digital Luxury and Fashion Design Humans are leading this

brease whitten pennission, images and backgrounds are completely fictious and bear no resemblance





Art Hotel

Designers

Mila

Adriana

Leah

ADIDAS:PRADA

INTRODUCING ADIDAS FOR PRADA RE-SOURCE

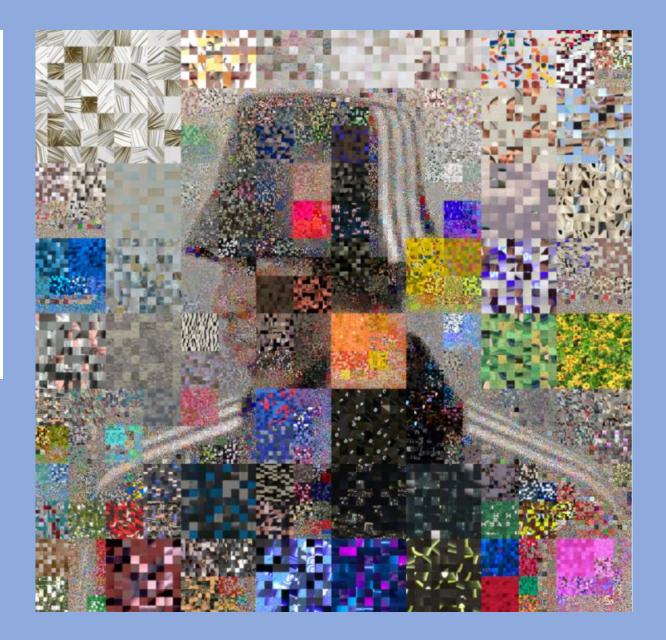
adidas and Prada reward holders of adidas Originals Into the Metaverse NFTs and bridge the gap for a new community of creators to join the innovative world of web3.

Introducing adidas for Prada re-source: a first-of-its-kind NFT project featuring creator-owned art, in collaboration with digital artist Zach Lieberman.

As an interactive, dynamic platform, the project enables the community to contribute to a large scale artwork through play and discover the transformative benefits of web3, co-creation, digital ownership and NFTs.

The project facilitates the education of new communities from art, fashion, and beyond – while rewarding participants for their creation with a share of the final artwork auction sale.

https://www.adidas.com/prada-nft/canvas



Roblox attractor of Brands

77.7M users, 2.4 hrs daily. Only on Roblox.^{186m hrs}

 visits to branded experiences*
 New experience visits per user per month**
 total avatar updates*** Call Vers visit roblox Marketplace daily***
 14 M
 Data as of Q1 2024
 Data as of Q4 2023

** Roblox, 2023 Digital Expression, Fashion & Beauty Trends, data

collected from January through September 2023





NFL

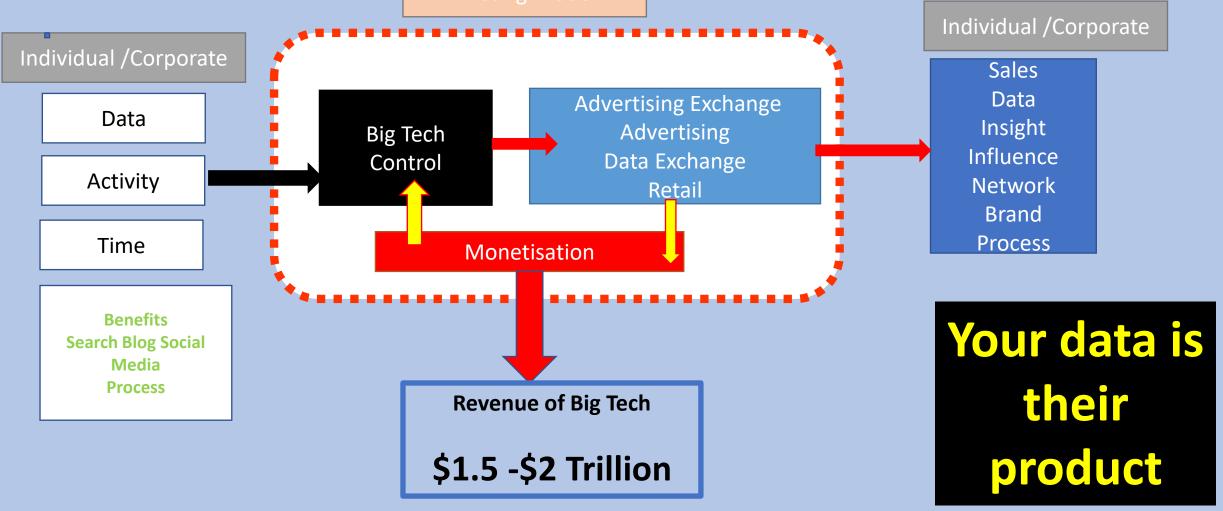


Prediction 6 Could Big Tech be heading towards **MySpace**

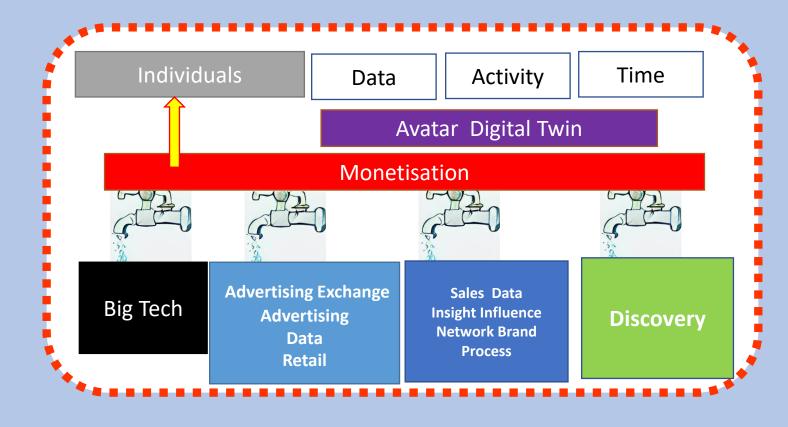
Monetisation Can it flip from existing Big Tech Model?

Monetisation Existing Big Tech Model

Existing Model



Monetisation – Value Creation in the Metaverse



Will you own your own data and they Pay for it

<u>Pixie</u>



Top SocialFi Coins by Market Cap | CoinGecko

Prediction 7

NFT's will start to become ubiquitous and begin to eat Points, Rewards, Incentives Industries and Fan Engagement

Music disintermediation merging into NFT's

Sound.xyz backed by AZ16a Crypto <u>a16z crypto</u> Viral Sounds This Week



Optimism Collective V Buterin 731,992 mints



Felly **Always Changing** 3.078 mints



...



ΤK Danger 1.000 mints

Lost In Love

1,000 mints

ΤK



Ely CHECKS (OPEPEN ANTHEM) 1.493 mints . Ends in 1d



TK Galaxy 1,000 mints



TK The War Starts Now 1.000 mints



...

...





ΤK Army of Love 1,000 mints



ΤK II Villages 1.000 mints

Villages • TK (sound.xyz)



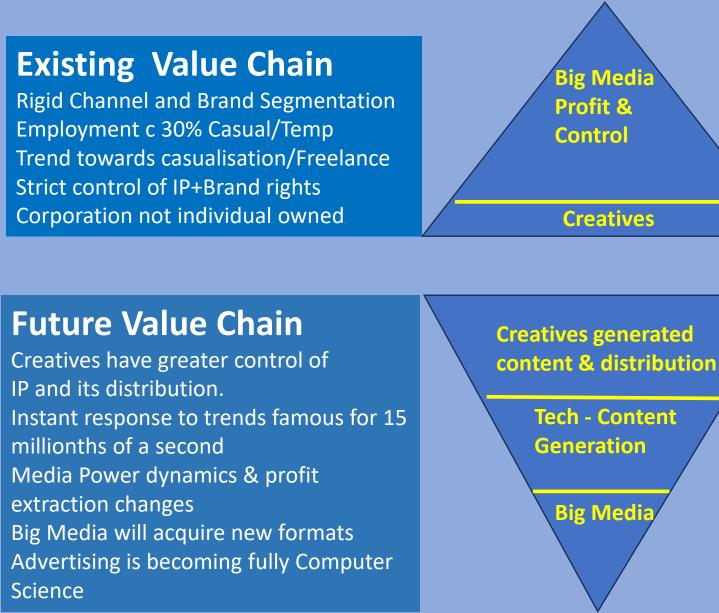
Prediction 8 W3 THINKS SERIOUSLY ABOUT

- Regulation
- Governance
- Compliance
- Audit
- Prudence
- Counterparty Risk
- Backup
- Resilience
- Disaster Recovery
- Protection of Depositors
- Vauits sks, copyrights are recognised as the property of the owne

Banks do all of this It took them 600 yrs to figure it out **SVB** did Not Follow **Prudent Banking** rules

Prediction 9 - Creative Workforces A Structural Change Painful Many more new jobs appear **Creatives could get more power** Al Music Videos and 30 sec Adverts first **Upskilling in Software, Data &** integration skills required **AI Generated content will become** separate defined media category

Projection Impact on Workforce

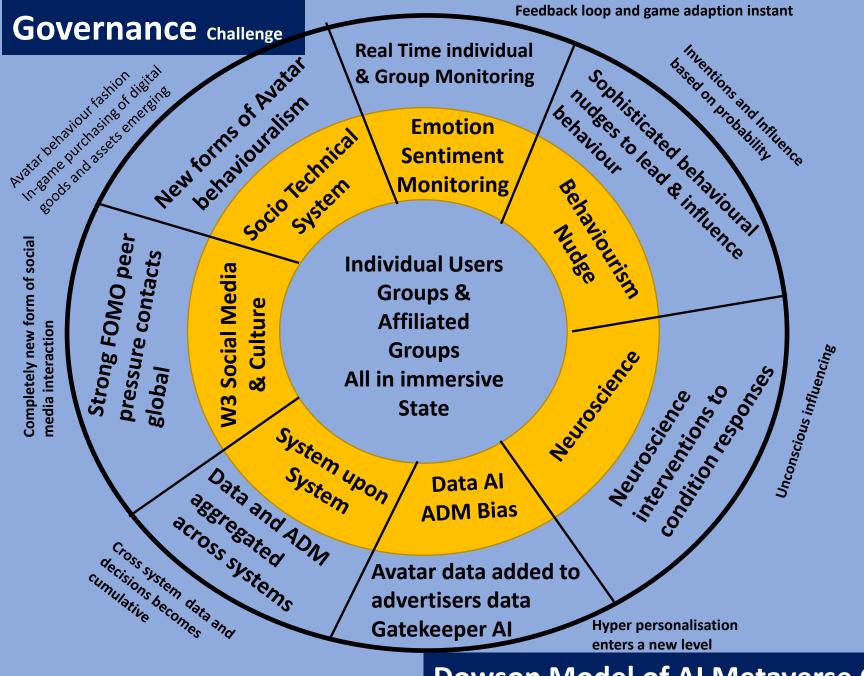


New Jobs Created

Conversion of legacy media libraries & Brands **Prompt Engineer** Gen AI integration into CGI and construction of tech stack. Big Data integration into Media Advertising Immersive Experience design and implementation, theatres, live action. Live Action role Play Location based AR/VR advertising games **Experimental Immersive Art** Transmedia Experience Scare and themed attractions Fashion Phygital - Digital to Physical value & experience chain already established. **AI** Generated Supply Chains Advertising Music Video Movies

Prediction 10

Metaverse Spatial Immersive Environments create a unique series of governance challenges



Television Act 1954

Sections 3, 4, 5 and 6

3. General provisions as to programmes and publications of Authority

(i) It shall be the duty of the Authority to satisfy themselves that, so far as possible, the programmes broadcast by the Authority comply with the following requirements, that is to say -

(a) that nothing is included in the programmes which offends against good taste or decency or is likely to encourage or incite to crime or to lead to disorder or to be offensive to public feeling or which contains any offensive representation of or reference to a living person;

(b) that the programmes maintain a proper balance in their subject-matter and a high general standard of quality;

(c) that any news given in the programmes (in whatever form) is presented with due accuracy and impartiality;

(d) that proper proportions of the recorded and other matter included in the programmes are of British origin and of British performance;

(e) that the programmes broadcast from any station or stations contain a suitable proportion of matter calculated to appeal specially to the tastes and outlook of persons served by the station or stations;

(f) that due impartiality is preserved on the part of the persons providing the programmes as respects matters of political or industrial controversy or relating to current public policy; and

(g) subject as hereinafter provided in this subsection, that no matter designed to serve the interests of any political party is included in the programmes:

Television Act 1954 - ITV 1963 | Transdiffusion presentation

Dowson Model of AI Metaverse Governance Challenges part 1

A New Model to Replace Advertising ?

Dowson Model of AI Metaverse Governance Challenges part 2

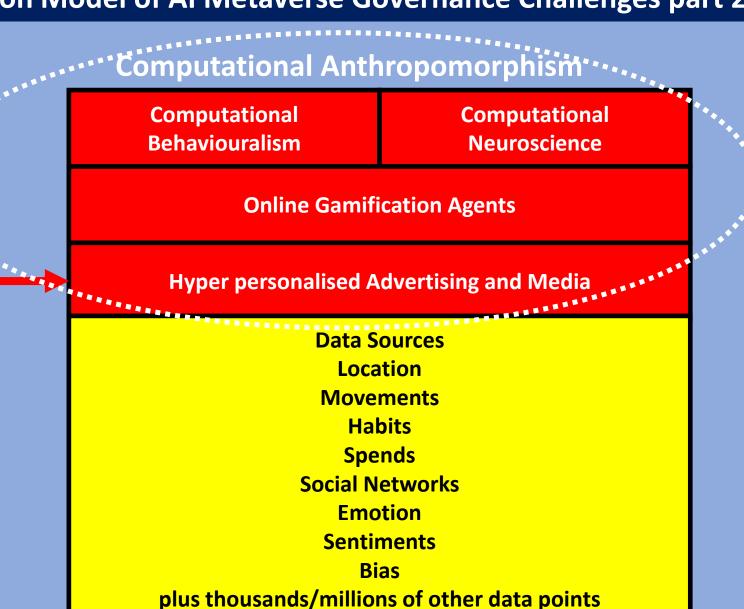
Fungible Media

Generated on the Fly based upon Emotion and Sentiment

Synthetic Media Precisely Targeted at Consumers Industries, Market Segmentation, Groups, Networks

Google to deploy generative AI to create sophisticated ad campaigns FT 20.04.2023

Big tech groups are racing to incorporate the groundbreaking new technology into their products



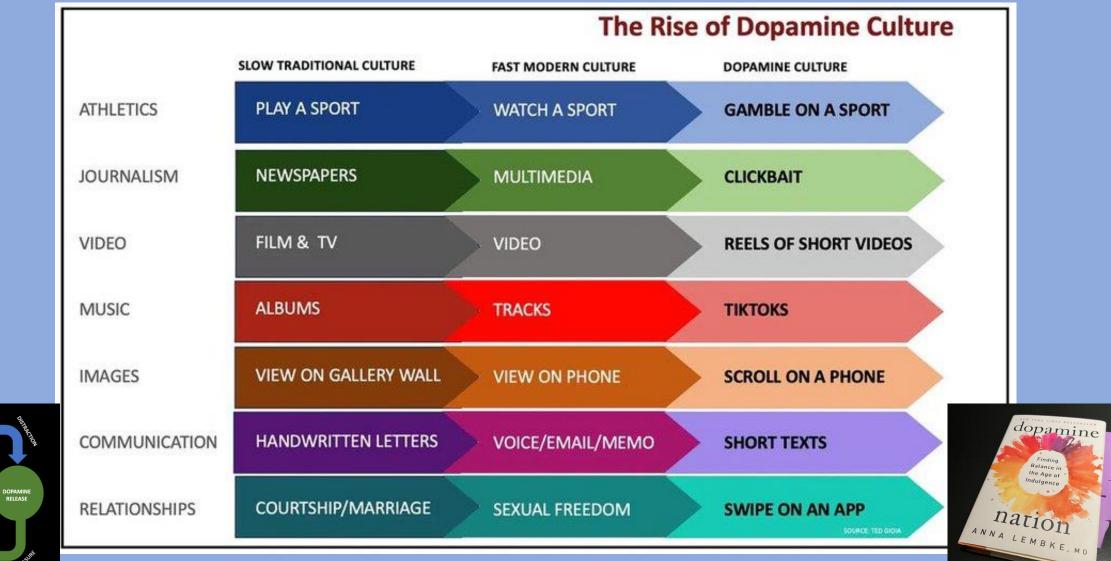
Instant Gratification driven by Dopamine

STIMULUS

THE

DOPAMINE LOOP

HABIT FORMATION



The Honest Broker | Ted Gioia | Substack (honest-broker.com)

Projection 11 Brain Computer Interfaces are in an Emergent Phase

High-resolution image reconstruction with latent diffusion models from human brain activity

> Yu Takagi^{1,2*} Shinji Nishimoto^{1,2} ¹Graduate School of Frontier Biosciences, Osaka University, Japan ²CiNet, NICT, Japan

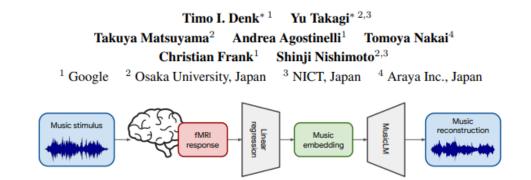
{takagi.yuu.fbs,nishimoto.shinji.fbs}@osaka-u.ac.jp



Figure 1. Presented images (red box, top row) and images reconstructed from fMRI signals (gray box, bottom row) for one subject (subj01).

High-resolution image reconstruction with latent diffusion models from human brain activity (biorxiv.org)

BRAIN2MUSIC: RECONSTRUCTING MUSIC FROM HUMAN BRAIN ACTIVITY



[2307.11078] Brain2Music: Reconstructing Music from Human Brain Activity (arxiv.org)



new technologies that monitor the brain

Warning comes as new report is launched.

ICO tech futures: neurotechnology | ICO

Takeaways

- Fundamental Shift Al-Gen Al, Spatial Immersive Metaverses will be applied to all forms of content
- Demand for content can only be met by automation
- Media boundaries are fragmenting and weakening Big Media's distribution control
- The Metaverse is about Immersion and Inversion experiences through human networks
- Avatars become your AI Agent?
- Will digital Fashion, Art, NFTs and brands in Roblox a door opener to mass adoption?
- New Models could challenge Big Tech business models
- Creative workforce major change, there are many opportunities, UK well placed
- Large Cyber security Risk Deep Fake Frauds will rise, manipulation, conditioning risk.
- Computational Anthropomorphism a new form of "Dark Pattern"
- Brain Computer Interfaces Completely new form of risk