Web 3.0 – Waiting is not an option.
Key Takeaways.

Web 3.0 radically turns previous internet use on its head: On the one hand through revolutionary forms of interaction, on the other hand with the reinterpretation of ownership and trade in the digital space. The younger generations Z and Alpha, who bring a completely new understanding to the consumption of interactive media, declare the fusion of real and virtual worlds to be a matter of course. The technological changes that make Web 3.0 possible need to be understood.

New generations with new needs and behaviors.

GenZ spends 25% of their free time with games – that's more than with any other type of entertainment, such as social media and streaming. The digital identity has an increased meaning for the younger generations.

Dive into core concepts of Web3, but do not overreact.

At this point in time it's important to become familiar with the core concepts of Web3 and to find ways to experiment. Any conclusions out of them – whether they are successful or not – will take you ahead of the game.

Gaming platforms offer countless opportunities to reach new customers.

The gaming platforms are one of the key drivers behind Web3. Roblox, Fortnite etc. are in the forefront for new digital experiences and leave the traditional "Metaverses" such as decentraland and sandbox significantly behind them in terms of monthly active users.

Web3 is not just another buzz word for Metaverse.

Web3 comes with three major shifts: New experiences, new identities as well as new economies based on blockchain, crypto and NFT's.

Web3 requires new content formats.

New devices as well as the rise of the spatial internet will demand new content formats. In case you plan to invest in new content now, think outside the box to get your content ready for future, potential use cases.

Speakers

Jan Gutkuhn, Director Web3 and partner – DEPT®
Estefan Justo, Head of Digital Platforms & Products – Switzerland Tourism
Stefan Künzle, Head of Digital Management – Switzerland Tourism

Links

Trailer Ready Player One
Nike's First Roblox Game: Nikeland
Fortnite x Ariana Grande
Art of London – Augmented Art Gallery