

IAB Interact

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**DIRECTOR OF BUSINESS MARKETING EUROPE,
THE MIDDLE EAST AND AFRICA
META**

May 2022



1867



2007





Oxford University
Graduation 2000

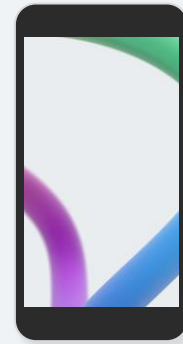




Desktop



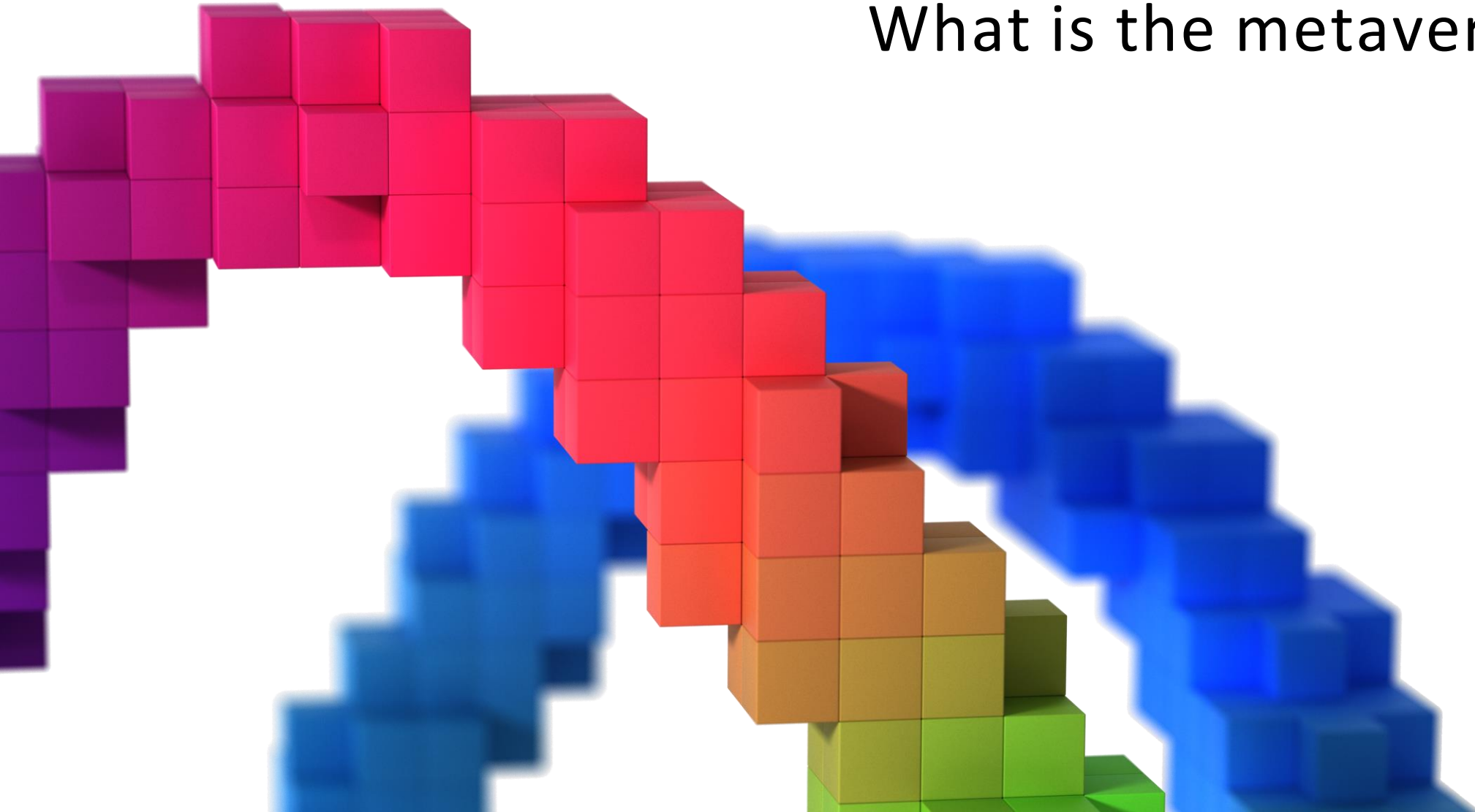
Laptop



Mobile



What is the metaverse?





FACEBOOK



An aerial photograph of a densely populated city, likely Madrid, Spain, showing a vast expanse of buildings with terracotta roofs. In the background, the Guggenheim Museum Bilbao is visible on the left, and the Torre de Madrid is on the right. The sky is overcast. A large white text overlay is centered in the image.

2,000
jobs

Job

Fun

Education

Wellbeing





Education



• EARTH
TERRESTRIAL PLANET

• Mars
TERRESTRIAL PLANET

• SATURN
GAS GIANT

• NEPTUNE
GAS GIANT

• Venus
TERRESTRIAL PLANET

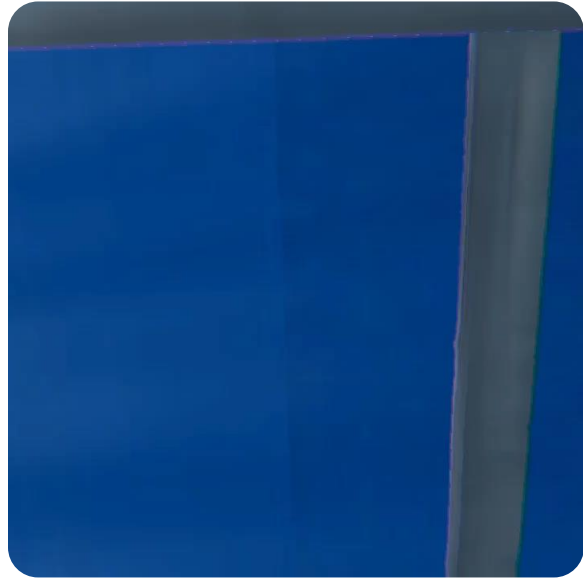


LISTEN







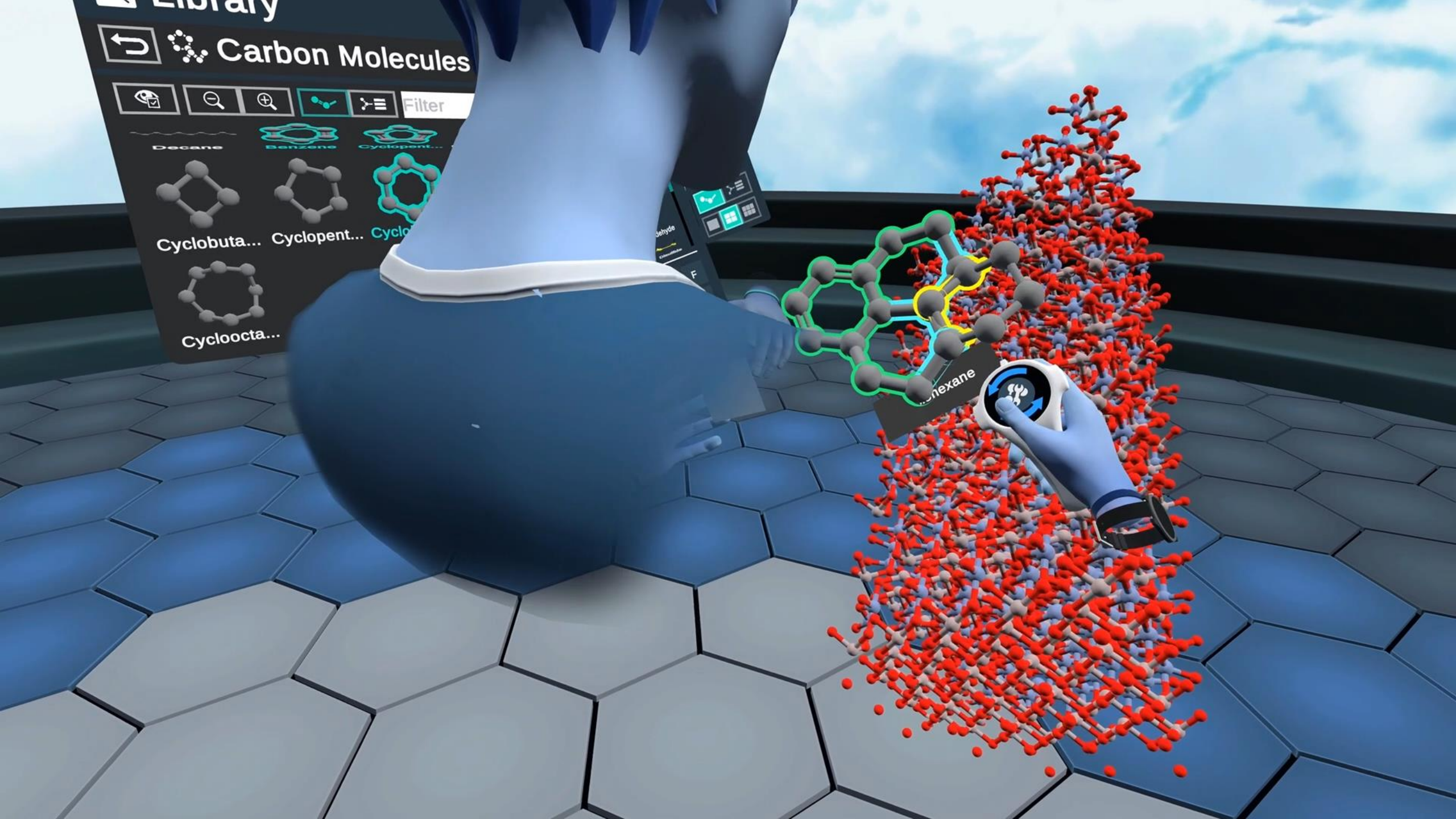


Jobs



In the next decade, the metaverse will reach 1 billion people



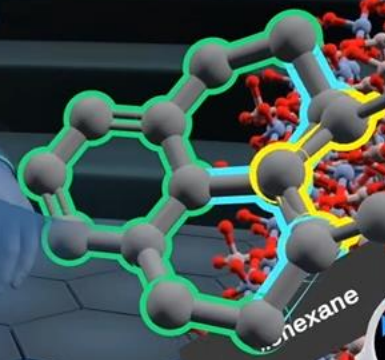


Library

Carbon Molecules

Navigation icons: Home, Search, Filter, and a list icon.

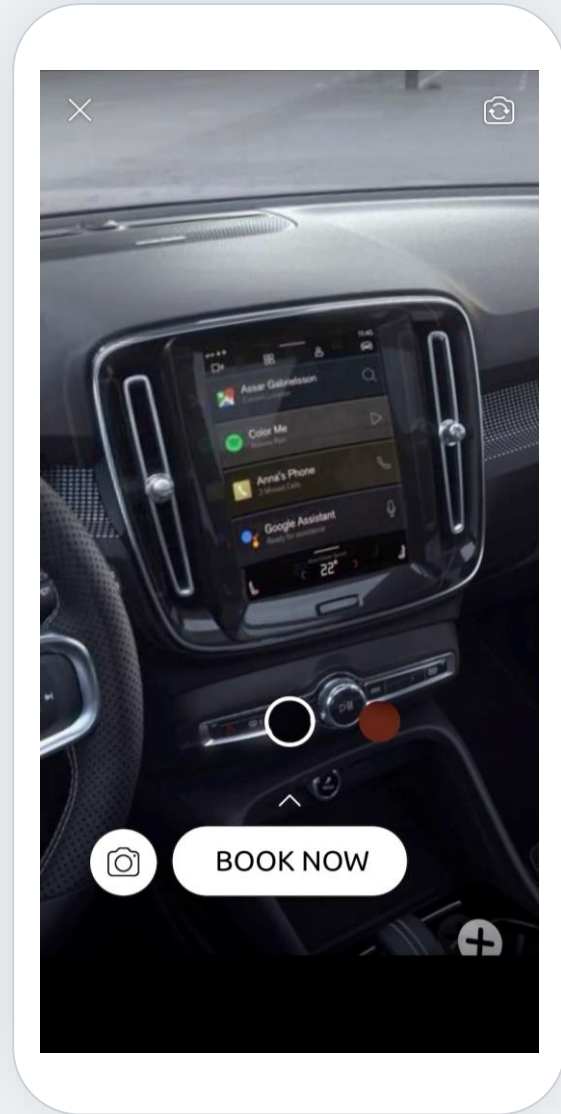
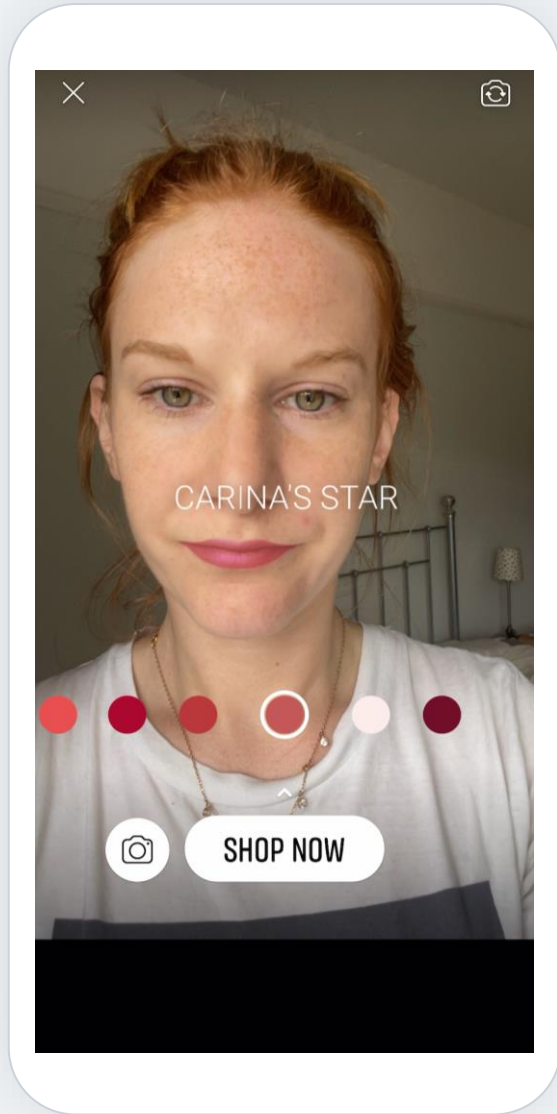
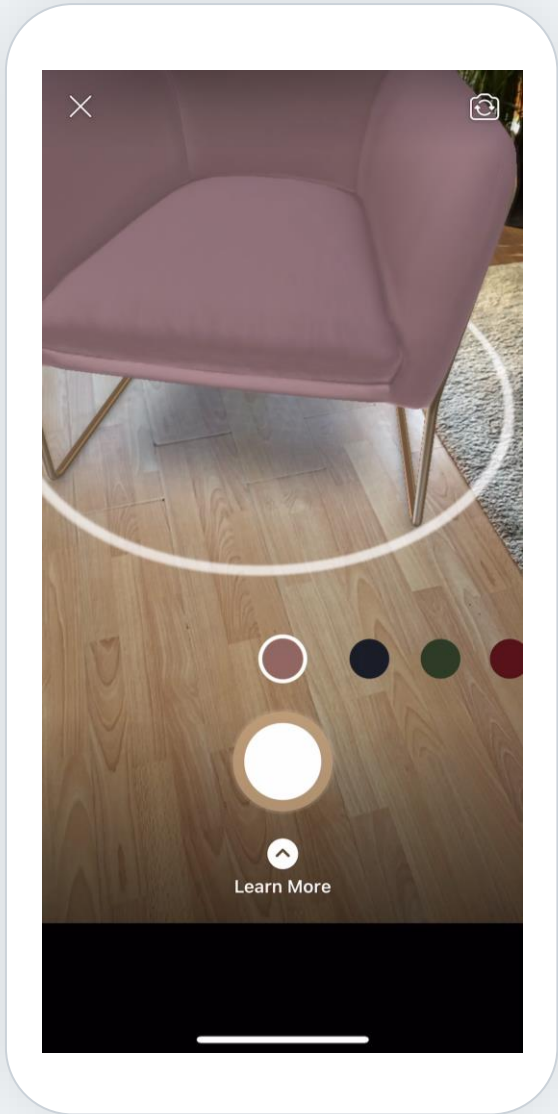
- Decane
- Benzene
- Cyclopent...
- Cyclobuta...
- Cyclopent...
- Cyclo...
- Cycloocta...



Control pad with a circular menu and a central icon.



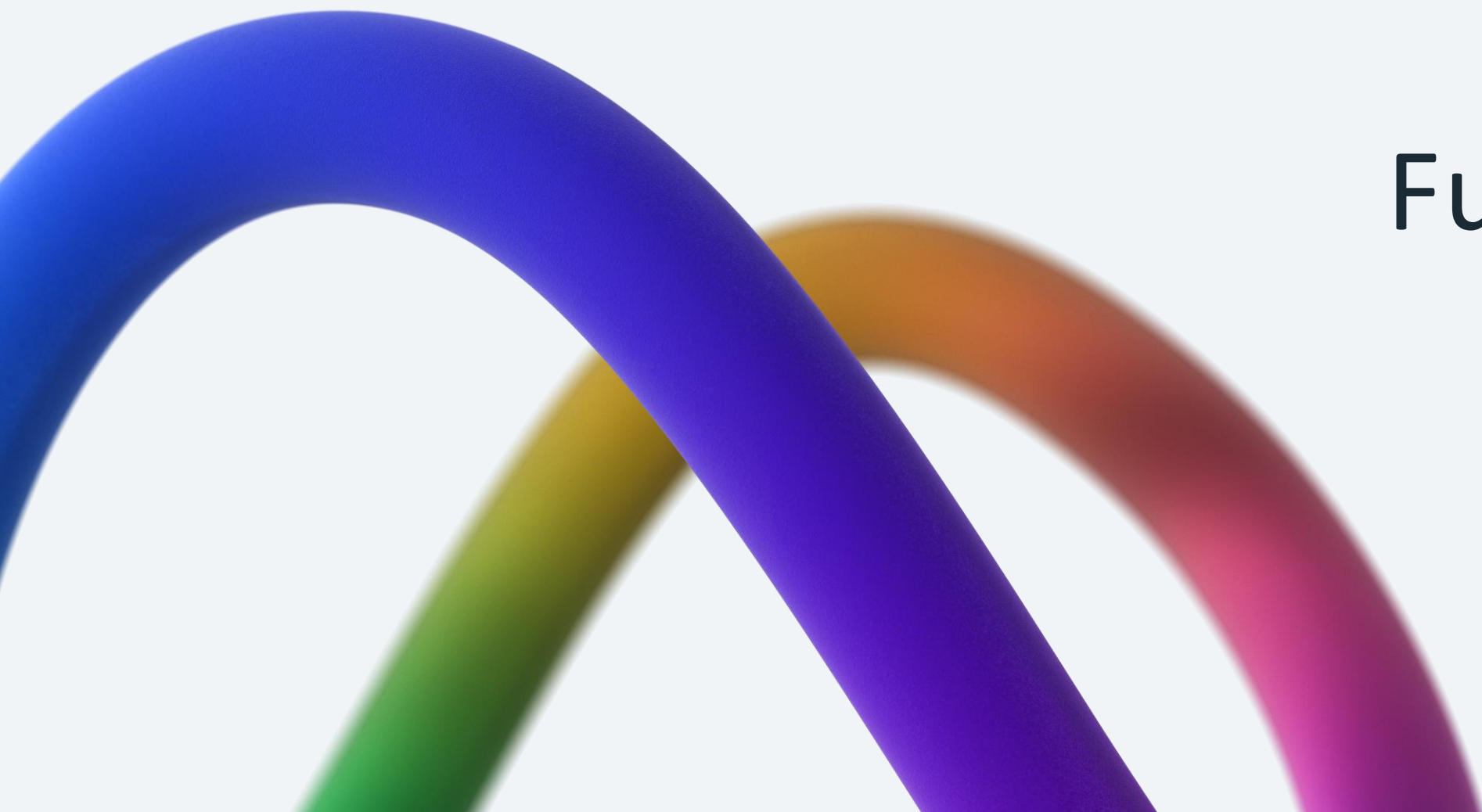






PULL&BEAR





Fun







New technology
can cultivate
creativity

\$150M

investment over three years to support skilling
the next generation of creators



Safety & privacy



Privacy, safety and security need to be built in from the start







