

# WELCOME TO THE METAVERSE: WHAT YOUR BRAND NEEDS TO KNOW



**JOSH NEUMAN**  
CO-FOUNDER & CO-CEO

# MELON

**WHAT IS THE METAVERSE,  
ANYWAYS?**

NO BLOCKCHAIN



NO VR

VR



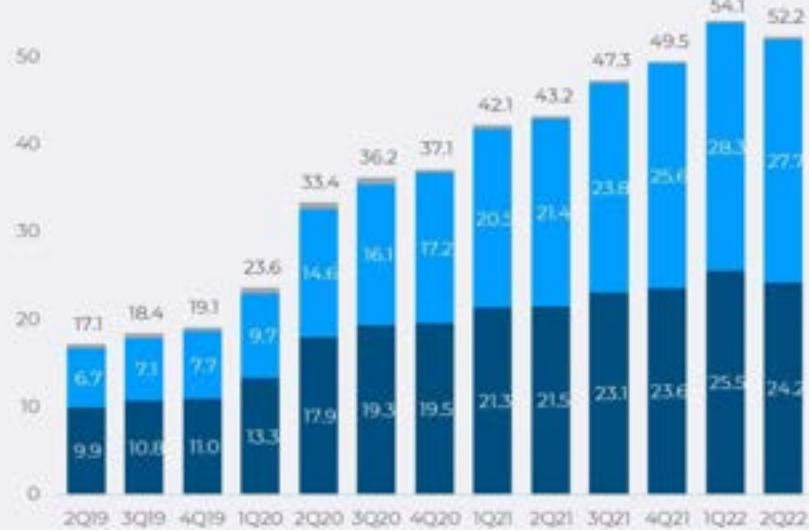
BLOCKCHAIN

# ROBLOX DAILY ACTIVE USERS (DAUs) BY AGE GROUP

Reported Q2 2022

## By Age Group

■ U13 ■ O13 ■ Unknown



	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22
<b>U13</b>	60%	52%	43%	47%	80%	79%	78%	60%	20%	20%	21%	20%	13%
<b>O13</b>	46%	37%	38%	53%	117%	126%	124%	111%	46%	48%	49%	38%	30%
<b>Total</b>	52%	44%	40%	49%	95%	97%	94%	79%	29%	31%	33%	28%	21%

YoY

# TOP PLATFORMS + PEAK METRICS

Reported as of September 30, 2022

**ROBLOX**

52.2M

DAUs

**MINECRAFT**

17.3M DAUs

**FORTNITE**

2.9M - 4M CONCURRENTS



Decentraland

56.6K MAUs

**THE  
SANDBOX**

39K DAUs



# Home

Search

MELON\_RocketBear



## Friends



Add Friends



Bobdamian3008 (3.7)



spookyscary



FashionNFL



Spookcity7op



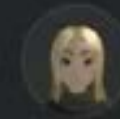
MELON\_Gib



STARNARSTE



MELON\_JustEth



MELON\_Heather



MELON\_MikeTh



MELON\_TIMBER



## Continue



Chipotle Burrito Builder



CurioCity



FIFA World



[UPDATE 9] NFL Tycoon



NFL Shop



QA



Mini Games



Tower of Hell

## Friend Activity



2019 Booga Booga (REBORN)



Royalloween



[UPDATE] Bloxx Fruits



Lumber Tycoon 2



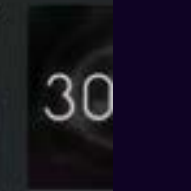
Adopt Me!



Build A Boat For Treasure



Brookhaven RP



3008 (2.7)



## Recommended For You



# EVENTS

## BEST FOR MAJOR BRAND OR MUSIC MOMENTS

- Short term
- Content Premiere or Unveiling
- Concerts
- Sport Events

## BENEFITS

- Ability to build-in themed mini games and quests
- High volume of visits during launch week
- Effective driver/tentpole for engagement towards marketing/PR campaigns





# PERSISTENT EXPERIENCE

## BEST FOR LONG TERM, ALWAYS-ON ENGAGEMENT

- Features robust game experience with core game loop and side loops
- Potential for increased user retention over extended timelines

## BENEFITS

- Highest community engagement potential
- Highest revenue potential
- Global leaderboard status opportunities
- Can include EVENTS as a driver



# MONETIZATION

Four primary ways to monetize a Roblox experience:

1. IN GAME CURRENCY
2. GAME PASSES
3. VIRTUAL GOODS
4. VIP PREMIUM PAYOUTS





# MARKETING

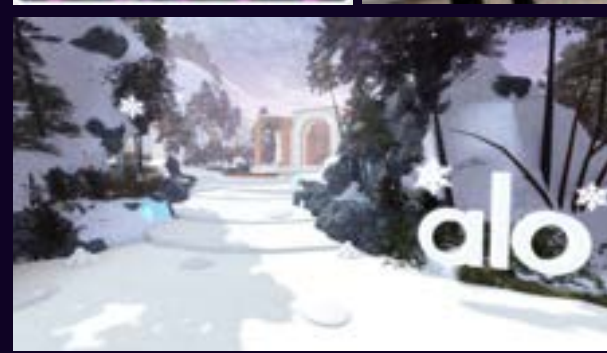
Effective marketing strategy is integral to the overall success of a Roblox experience.

## MULTI-PLATFORM TACTICS

- Sponsored Portals
- UGC Influencers & Social Content
- On-Platform Advertising
- Off platform influencer marketing

## IN-GAME TACTICS

- Leaderboard
- Redemption Codes
- Game-For-Good Initiative





# Appendix

Decentraland:

[https://twitter.com/decentraland/status/1578454101817724928?s=46&t=vcJlPWIbzD9wRif57j\\_\\_w](https://twitter.com/decentraland/status/1578454101817724928?s=46&t=vcJlPWIbzD9wRif57j__w)

Sandbox:

<https://ambcrypto.com/heres-what-decentraland-sandbox-had-to-say-about-low-active-users-claim/>

<https://twitter.com/TheSandboxGame/status/1579528320441815040>

Fortnite:

<https://www.dexerto.com/fortnite/how-many-people-play-fortnite-player-count-1666278/>

Roblox:

<https://www.pocketgamer.com/roblox/user-chart/>

Minecraft:

<https://activeplayer.io/minecraft/>

Roblox Q2 2022 Report: [https://s27.q4cdn.com/984876518/files/doc\\_financials/2022/q2/Q2'22-Supplemental-Materials-FINAL.pdf](https://s27.q4cdn.com/984876518/files/doc_financials/2022/q2/Q2'22-Supplemental-Materials-FINAL.pdf)

Web2 vs Web 3:

<https://builtin.com/blockchain/metaverse-web2.0-vs-web3>

<https://www.spiceworks.com/tech/tech-general/articles/web-2-vs-web-3/>

Metaverse Map: <https://vincos.it/map-metaverse/>

THANK YOU



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