



Euromonitor  
International

# A Glimpse into the Sports Metaverse

May 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## WHAT IS THE METAVERSE AND WHY WILL IT MATTER?

Defining the Sports and Entertainment Metaverse

## WHAT IS THE METAVERSE AND WHY WILL IT MATTER?

How will sports fans experience initial glimpses of the metaverse?

The value of spending on experiences

Challenges to winning over legacy sports fans

Will gaming and esports pave the way for the sports industry?

Combat sports capitalising on the metaverse

How real is the need for legacy sports to embrace the opportunity?

Summary:

## CASE STUDIES THAT OUTLINE THE FUTURE OF SPORTS AND ENTERTAINMENT

From “things to sell” to “places to be”

VR concerts signal a wider shift into the metaverse

Crypto.com arena: one of many partnerships created to grow familiarity and acceptance

Dapper Labs signs virtual trading card deals with NBA and others

NFL leverages IP in Fortnite/Roblox

Sony develops virtual twin of Manchester City's Etihad Stadium

Disney: a vision of the metaverse integrated within physical theme parks

Utah Jazz: combining NFT drop with virtual locker room experience

Nurmagomedov vs Holloway: the first pro fight in the metaverse?

Summary

## KEY CONSIDERATIONS LOOKING FORWARD

What to expect from the sports metaverse looking forward

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/a-glimpse-into-the-sports-metaverse/report](https://www.euromonitor.com/a-glimpse-into-the-sports-metaverse/report).