

About The Committee Metaverse:

The Committee Metaverse of the German Federal Association of the Digital Economy (BVDW) is a forum of experts focussed on inspiration and facilitating an interdisciplinary exchange and proactive debate on this development.

The Committee is headed up by Mark Wächter (Chairman), Stefanie Scognamiglio (Deputy Chairwoman), Dominik Wöber (Deputy Chairman) and Nico Wohlgemuth (Deputy Chairman). Click [here](#) to view the press photos of the Committee's leadership team.

The Committee is currently divided into three Labs:

- Metaverse Lab: Technology - Infrastructure, Devices, Software
- Metaverse Lab: Economy - Business Models and Ecosystems
- Metaverse Lab: Society - General Framework, Ethics and Sustainability

The heads of these Labs and their deputies are listed [here](#).

Mission Statement:

Today, the smartphone is the personal access to the networked world. The "walkable" and "embodied internet" is becoming the logical successor to the mobile internet. In this so-called metaverse, nothing and no one is offline: Mobile is becoming the metaverse. Companies need to understand the technologies and the rules of the game of the metaverse in order to participate in and benefit from its development.

Metaverse Definition

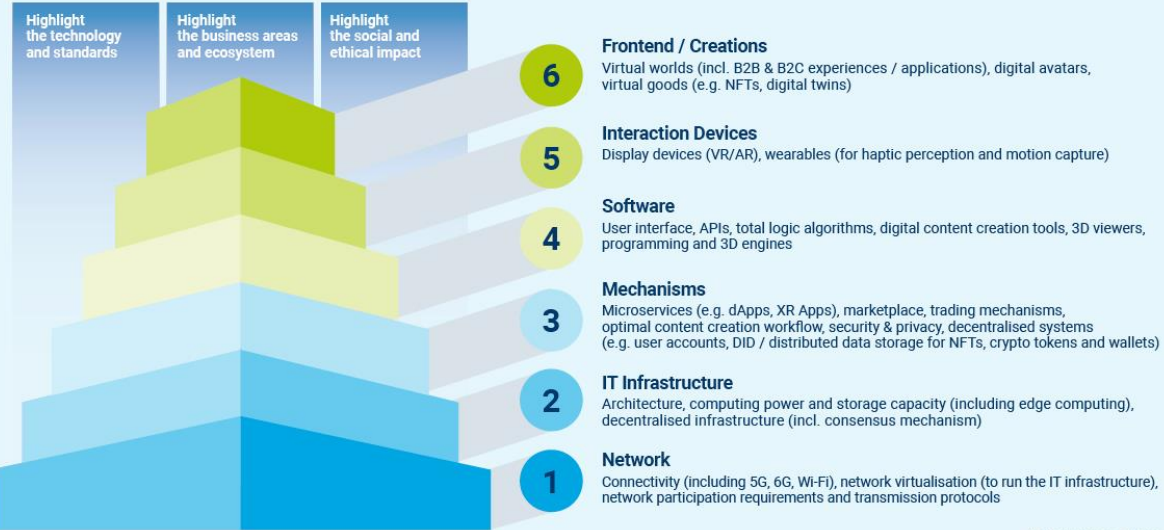
The ultimate vision of the Metaverse is a decentralised, interoperable, persistent and immersive digital ecosystem with unlimited user capacity. It will co-exist both in an augmented as well as a truly virtual version as an expansion to the physical world. The fully developed Metaverse will converge with real life and fundamentally change our society and the way we connect, work, live and interact with brands.

The Six Layers of the Metaverse

In the eyes of our Metaverse Committee, the Metaverse is composed of six different layers. Everything is based on the Network component. This is the heart of the whole system, without which the Metaverse could not survive. This incorporates, among other things, the connectivity to be able to offer low latency and high bandwidths. The second level, the IT Infrastructure, represents the brain, so to speak, where all the connections converge and experiences are stored - allowing everything to perform correctly. This includes, for example, the architecture, the computing power and the storage capacity. The third level, Mechanisms, constitutes the soul of the Metaverse, i.e. not only processes, security and privacy but also the required apps. The creative content and trading mechanisms, including the storage of NFT and token data, also belong to this level. The Software component, as it were, provides the Metaverse with the capacity needed to function properly. The Interaction Devices level is understood to be the gateway to the Metaverse. This includes the hardware components needed by the user to enter the Metaverse and interact within it. Alongside VR/AR glasses for audio-visual perception, this also includes all the wearables designed to provide haptic sensory and other experiences. The uppermost and final level consists of the virtual worlds themselves – creating a world of adventure containing all the events from the B2B and B2C areas as well as the avatars and virtual goods.

The Metaverse Components

BVDW



Voices from the Committee

"The Metaverse has the potential to succeed the mobile Internet in the long term. For the foreseeable future, the smartphone represents an important bridging technology for using the Metaverse. The methods of accessing and using the Metaverse will be extremely diverse." [Mark Wächter (MWC.mobi), Chairman of the Metaverse Committee at BVDW].

"In order to play a driving role in the Metaverse, Germany needs to provide the required infrastructure and a corresponding network. We are going to bring the different industries together to establish common standards for our market." [Andreas Günter (Ströer Digital Media), Head of the Metaverse Committee's Technology - Infrastructure, Devices, Software Lab at BVDW].

"We are all living in a world on the brink of the most incredible technological revolution in the history of mankind. The next mega topic is just around the corner and ready to change life as we know it. The Metaverse will open up tremendous opportunities for billions of people - and new categories of applications and industries will emerge in the twinkling of an eye!" [Elmar Arunov (T-Labs), Head of the Metaverse Committee's Economy - Business Models and Ecosystems Lab at BVDW].

"Similar to the way in which the Metaverse is currently changing marketing strategies and the digital economy, it will also influence social and personal interaction in the medium term. It is our duty to ensure acceptance on the one hand and, on the other, to learn about people's needs and to give consideration to these needs in an open dialogue." [Carsten Rossi (Kammann Rossi), Head of the Metaverse Committee's Society - General Framework, Ethics and Sustainability Lab at BVDW].

Committee Events:

DMEXCO (21/22 September 2022 in Cologne)

Committee Meeting on 27 October 2022 in Berlin

Metaverse Summit (planned for November 2022)

Downloads

[Committee Webpage](#)

[Current Labs within the Committee](#)

[Image of the Metaverse Components \(Download\)](#)

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[Press Release Kick-Off Event: New BVDW Committee Focusses on the "Metaverse"](#)

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About the BVDW

The German Association for the Digital Economy (BVDW) is the central body for the representation of the interests of companies that operate digital business models and whose value creation is based on the implementation of digital technologies. As the driving force, guide and accelerator of digital business models, the BVDW represents the interests of the digital economy towards politics and society and campaigns for the creation of market transparency and framework conditions that encourage innovation. With figures, data and facts, its network of experts provides orientation for a central area of the future. Besides DMEXCO and the German Digital Award, the BVDW organizes a multitude of professional events. With members from many different industries, the BVDW is the voice of the digital economy.