



# Assessment of METAVERSE IN VIETNAM

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**nipa**

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# CONTENTS

<b>Chapter</b>	<b>I</b>	<b>Research overview</b>
1.	Research overview	Page 3
<b>Chapter</b>	<b>II</b>	<b>Overview about Metaverse</b>
1.	What is Metaverse?	Page 6
2.	Global market	Page 9
<b>Chapter</b>	<b>III</b>	<b>Vietnam situation</b>
1.	Socio-economic background	Page 15
2.	From suppliers' viewpoint	Page 16
3.	Consumer reception	Page 22
4.	Premise for Metaverse	Page 26
<b>Chapter</b>	<b>IV</b>	<b>Active participants</b>
1.	Vietnamese Metaverse	Page 28
2.	Korean participation	Page 31
<b>Chapter</b>	<b>V</b>	<b>Research summary</b>
1.	Summary	Page 33

## 01 Research overview

### Research objectives

- In a couple of recent months of 2021, the term “**Metaverse**” has been rising and becoming phenomenal, especially since Facebook Mark Zuckerberg declared to change the company name to Meta and start building it toward that idealism. Catching up with the trend, a number of other industrial giants such as Microsoft, Nike etc. also announce plans to enter this fresh new but with immense ambition
- Metaverse uprising is even resonated with the tidal wave of blockchain and cryptocurrencies that are boiling all over the world. It is blockchain technology that can actualize the economic society element in Metaverse. Yet it is still too soon to conclude about the successful combination between technologies and dreams
- Nevertheless, Metaverse is on the hot plate. Vietnam, with a population of many youngsters and high penetration of tech adoption, is also a good place for developing Metaverse projects. Therefore, it is worth taking a deeper look into the potential of Metaverse in Vietnam
- The research aims to answer these main questions:
  - ❑ *What are Metaverse?*
  - ❑ *Overall landscape in Vietnam (e.g. Market volume, Policies, Major suppliers, Popular platforms and applications etc.)*
  - ❑ *Remarkable movements of Metaverse development in Vietnam*
  - ❑ *Assessment of Metaverse growth potential in Vietnam*
  - ❑ *Major key stakeholders participation and forecast in Vietnam (e.g. Korea, US, other countries etc.)*



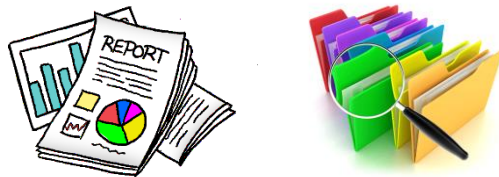


## 01 Research overview

### Methodologies

- The research collects and combines data through 3 main methods to deliver the overall picture of Cloud services situation in Vietnam
- Time of research: October – November 2021

#### Desk Research



Available reports, directories, articles etc.

#### Supplier Survey



##### Design & Sample

- Total N = 60
- Location: Hanoi / HCMC
- Target: Providers of IT software / digital solution / online platform / online services (E-commerce, entertainment, SNS, music etc.)

#### Consumer Survey



##### Design & Sample

- Total N = 450
- Location: Hanoi / HCMC / Others
- Target: 16 years old plus, split by 16-25 / 26-35 / 35 yo plus
- Monthly household income: split by less / more than 15M VND

# CONTENTS

## Chapter

I

## Research overview

1. Research overview

Page 3

## Chapter

II

## Overview about Metaverse

1. What is Metaverse?
2. Global market

Page 6

Page 9

## Chapter

III

## Vietnam situation

1. Socio-economic background
2. From suppliers' viewpoint
3. Consumer reception
4. Premise for Metaverse

Page 15

Page 16

Page 22

Page 26

## Chapter

IV

## Active participants

1. Vietnamese Metaverse
2. Korean participation

Page 28

Page 31

## Chapter

V

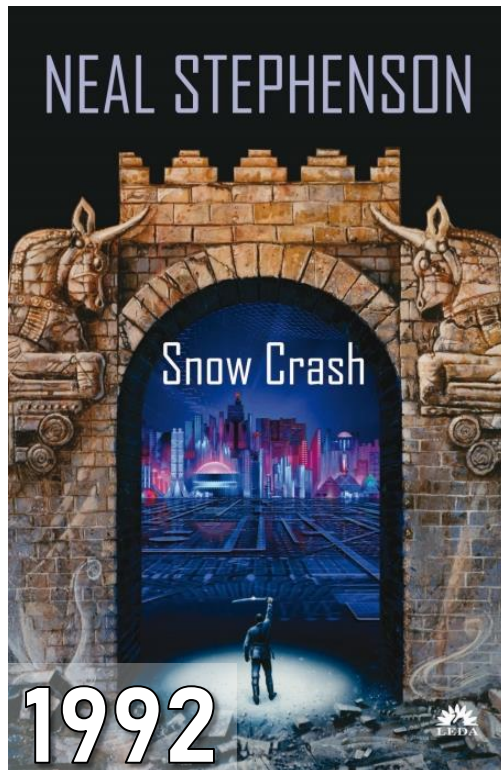
## Research summary

1. Summary

Page 33

## 01 What is Metaverse? From sci-fi to reality

- Metaverse is defined as a virtual space created by the Internet with the enhancement of virtual reality devices in order to bring the most realistic experience to users
- Firstly coined in the novel “Snow Crash” (1992) as a 3D space like cyberpunk where human can interact with each other and PC software. Since then the term Metaverse has been the inspiration to many games and movies titles e.g Matrix Trilogy, Avatar, Ready Player One etc.
- Until recently, with the rocketing advancement of technologies (Internet, VR, AR etc.) and especially with the invention of Blockchain, Metaverse has become more feasible than ever, a vision of creating a parallel world in which indefinite real-time interactions among users can be materialized as well as carry real economic value. In other words, Metaverse can play as a replacement of our real world

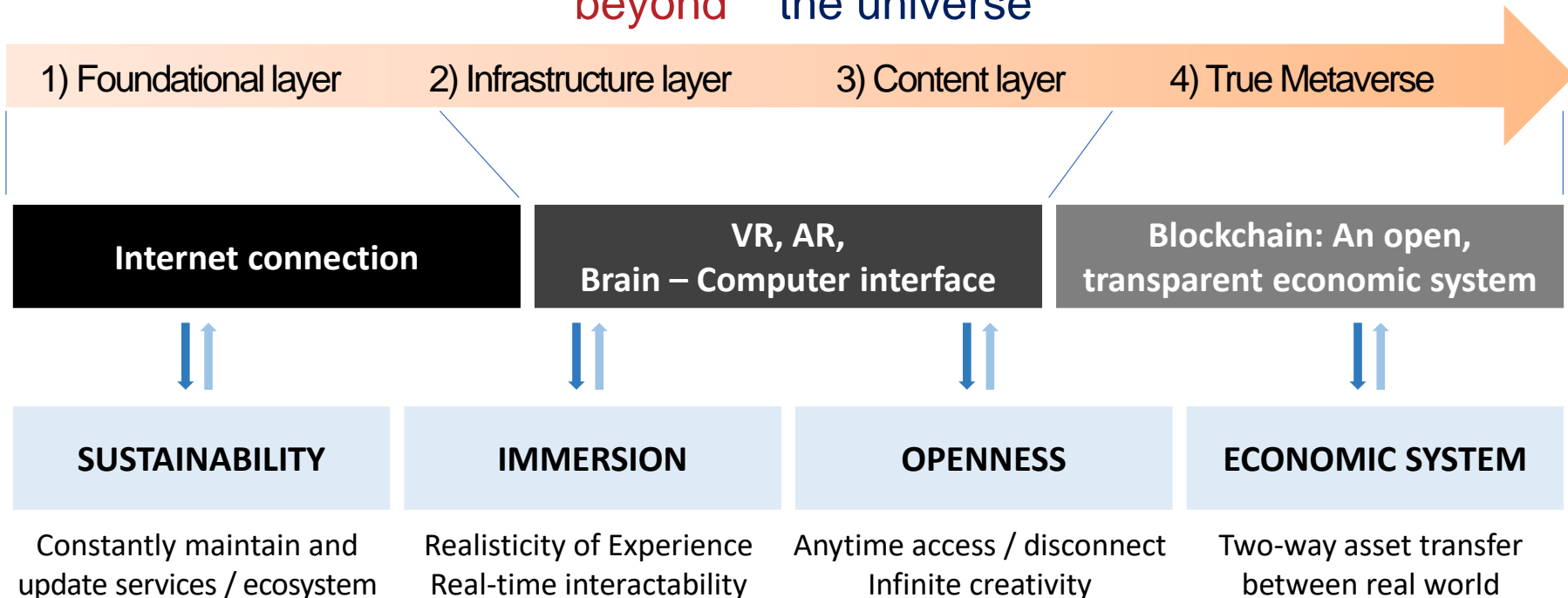


## 01 What is Metaverse? Infinity capabilities

- Hypothetically, a true Metaverse is constructed based on the Internet combined with VR / AR technologies and blockchain to create a world with Sustainability; Immersion, Openness and an Economic system
- However, at present, only foundational layer is secured thanks to the continuous upgrade of broadband Internet / 4G / 5G. Meanwhile, other technologies such as VR / AR / blockchain have been utilized to build new projects, but yet to bring full effects so as to reach to the final destination. It is quite apparent to point out some main current shortages:
  - Applications of VR / AR is still light and not yet able to provide the most realistic interaction experience
  - The world in the sandbox is still limited for the scalability and creativity
  - Blockchain has not yet been recognized legally and still doubted by major community, which is a boundary for a mass expansion

# < META VERSE >

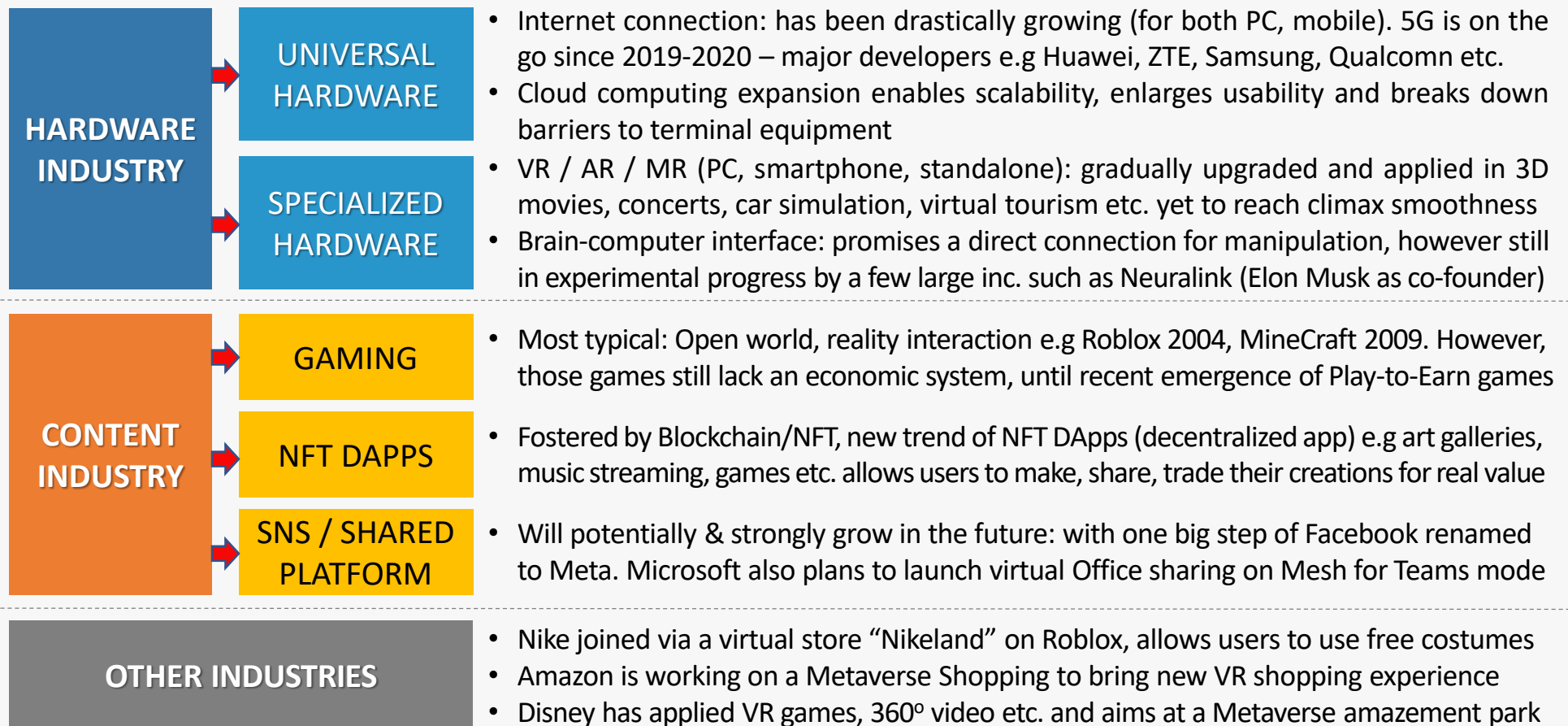
beyond the universe



## 01 What is Metaverse? Industrial components

- As said, Metaverse is involved with a number of core industries namely Hardware, Content and now is stretching out to many other sectors. While Hardware & Gaming industries are long-developed, the utilization for Metaverse is just as same beginner as new emerging fields like Non-fungible tokens (NFT), Meta Facebook or other entertainment / consumer sections

### METaverse ECO-SYSTEM

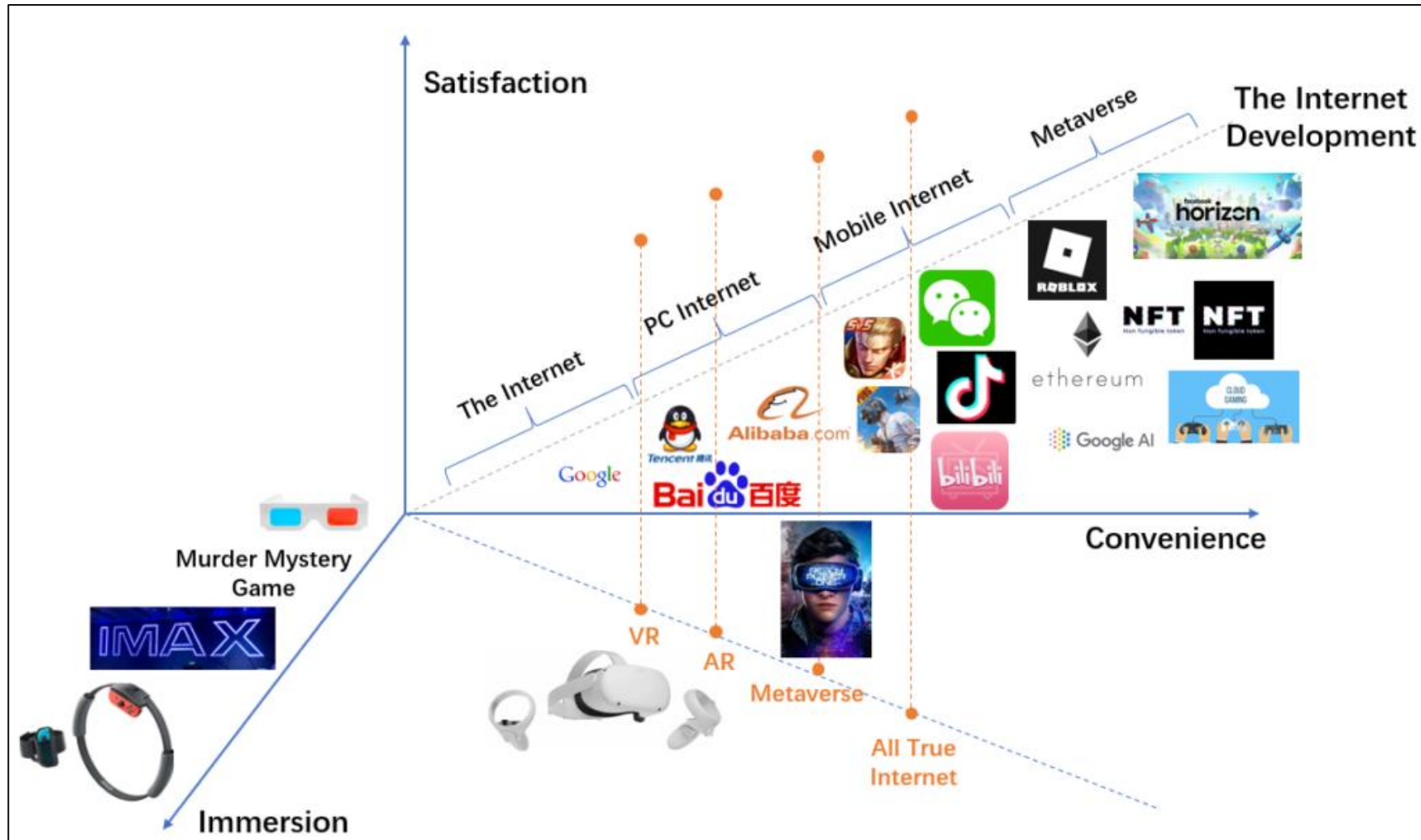




## 02 Global market

### Hardware development

- Already taking a long journey, the hardware industry is still on the go to improve and bring the most realistic experience to users

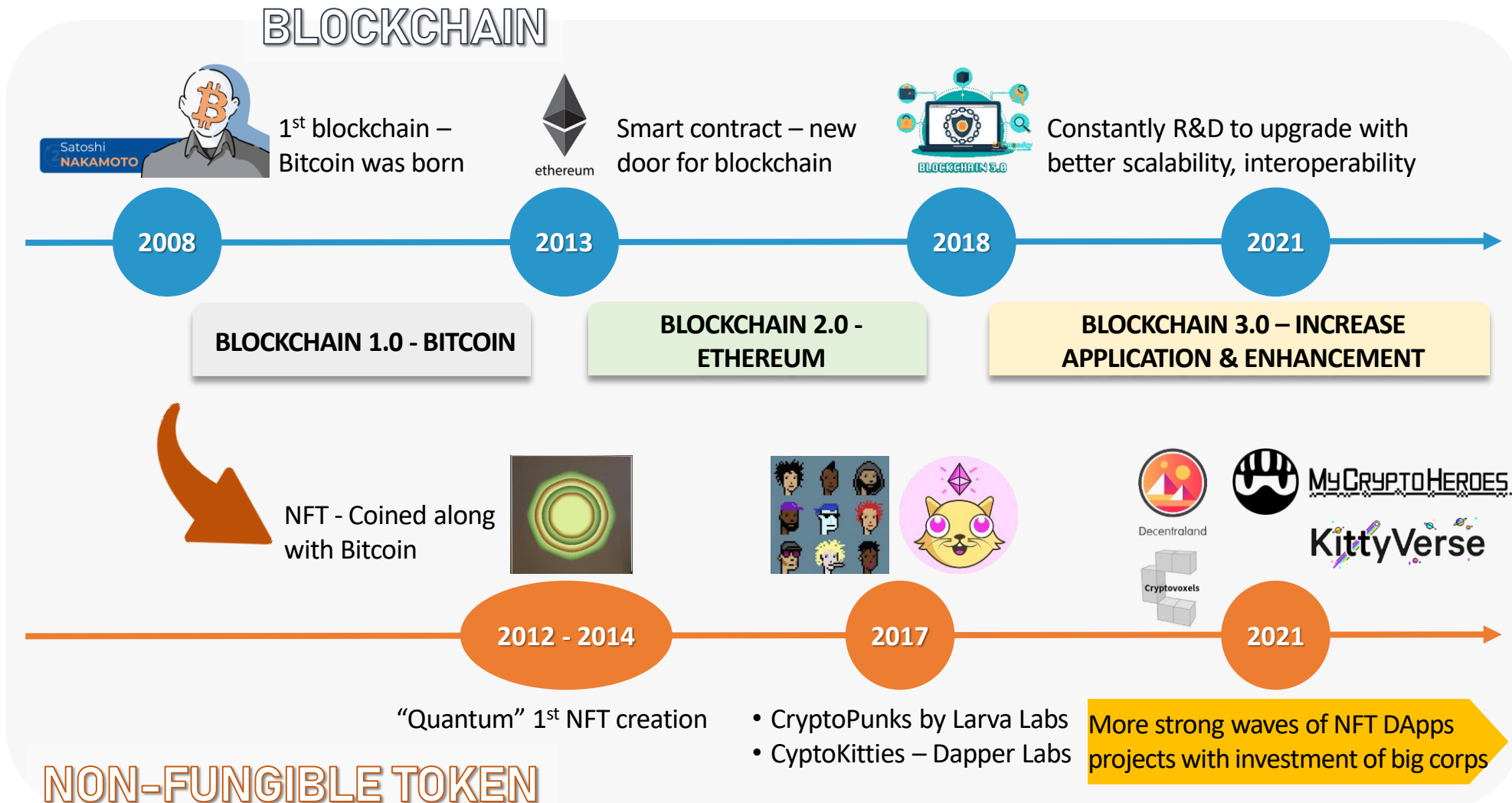


Source: Desk research

## 02 Global market

### Blockchain / NFT appearance

- In less than a decade, blockchain, cryptocurrency and Non-Fungible tokens (NFT) have arisen drastically, created a whole new direction of business as well as changed the face of many pre-existing fields. Other related terms also boom e.g decentralized, collectibles etc.



## 02 Global market

### Gaming / NFT DApps

- Pet games, card games, sports games, RPG, art galleries collections etc. are the earliest and most proactive to adapt NFT, now witnessing the expansion to other fields such as real estate, domain names, event tickets, public services etc.

Project name	Launch year	Origin	Description / Remarkable milestones
<b>CryptoPunks</b> (Larva Labs)	2017	US	<ul style="list-style-type: none"> <li>Provide 10,000 different distinguished characters avatar – 3,840 female and 6,039 male characters. The record breaker is 4,200 ETH (equal to \$7.58 mil) for a character sold in March 2021</li> </ul>
<b>CryptoKitties</b> (Dapper Labs)	2017	Canada	<ul style="list-style-type: none"> <li>Buy and create new breeds of digital cats – each carries distinct DNA traits and can be traded for tokens and exchanged for real money</li> </ul>
<b>MLB Champions</b> (MLB/Lucid Sight)	2018	US	<ul style="list-style-type: none"> <li>MLB cooperated with Lucid Sight to launch the game MLB Crypto (renamed to MLB Champions) – every match is tied to a live MLB game in real time</li> </ul>
<b>F1® Delta Time</b> (F1/Amonica Brand)	2019	International	<ul style="list-style-type: none"> <li>A racing car game, where players can build / trade sports cars colors, components, accessories</li> <li>A 1-1-1 car provided on OpenSea was bid and sold at \$100,000 USD</li> </ul>
<b>MyCryptoHeroes</b> (Double Jump)	2018	Japan	<ul style="list-style-type: none"> <li>An RPG game built on Ethereum blockchain. In 2020, MyCryptoHeroes launched their governance token MCH coin</li> </ul>
<b>Decentraland</b>	2018	Argentina	<ul style="list-style-type: none"> <li>Firstly originated in 2015 in 2D then evolved to 3D in 2018, Decentraland took big leaps since ICO worth \$25 mil USD. Now some virtual real estates in Decentraland even hit \$2.4 mil USD</li> </ul>
<b>God Unchained</b> (Immutable)	2018	Australia	<ul style="list-style-type: none"> <li>NFT card game – Even just during the beta version it attracted 450,000 registers</li> <li>Right away after the public launch on marketplace in 11/2021, transaction volume hit \$1.3 mil USD</li> </ul>
<b>Crypto Stamp</b> (Swiss Post)	2021	Switzerland	<ul style="list-style-type: none"> <li>A Swiss Crypto stamp project – a crypto stamp consists of 2 parts: the physical stamp sold at CHF 8.9 (equal to \$9.5 USD) and a digital crypto stamp stored in a blockchain</li> </ul>

## 02 Global market

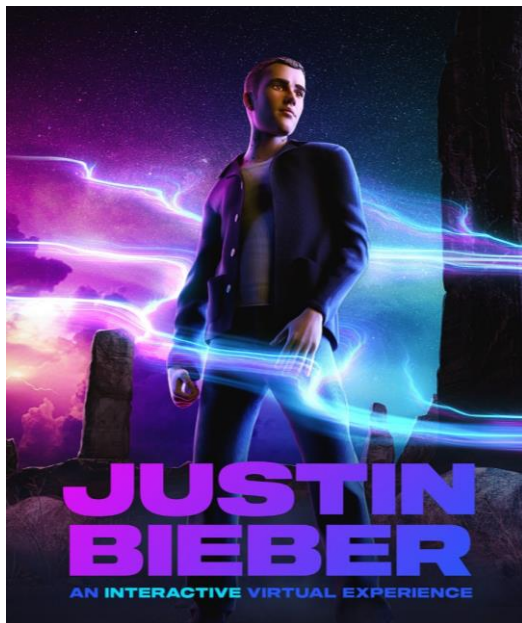
### SNS / Shared-platforms

- Metaverse is emerging tremendously and providing a futuristic vision for many industries that may change the faces of lives and businesses, how people communicate and interact with each other

#### “ Facebook 29/10/2021 CEO Mark Zuckerberg

announced about changing company name to **Meta** to emphasize ambition of building a new Internet space – Metaverse is future of social network and commerce

#### “ 18/11/2021 Justin Bieber held a live, interactive virtual concert, in which their fans actually appeared in the concert via Zoom



### Other sectors with prospects for Metaverse:

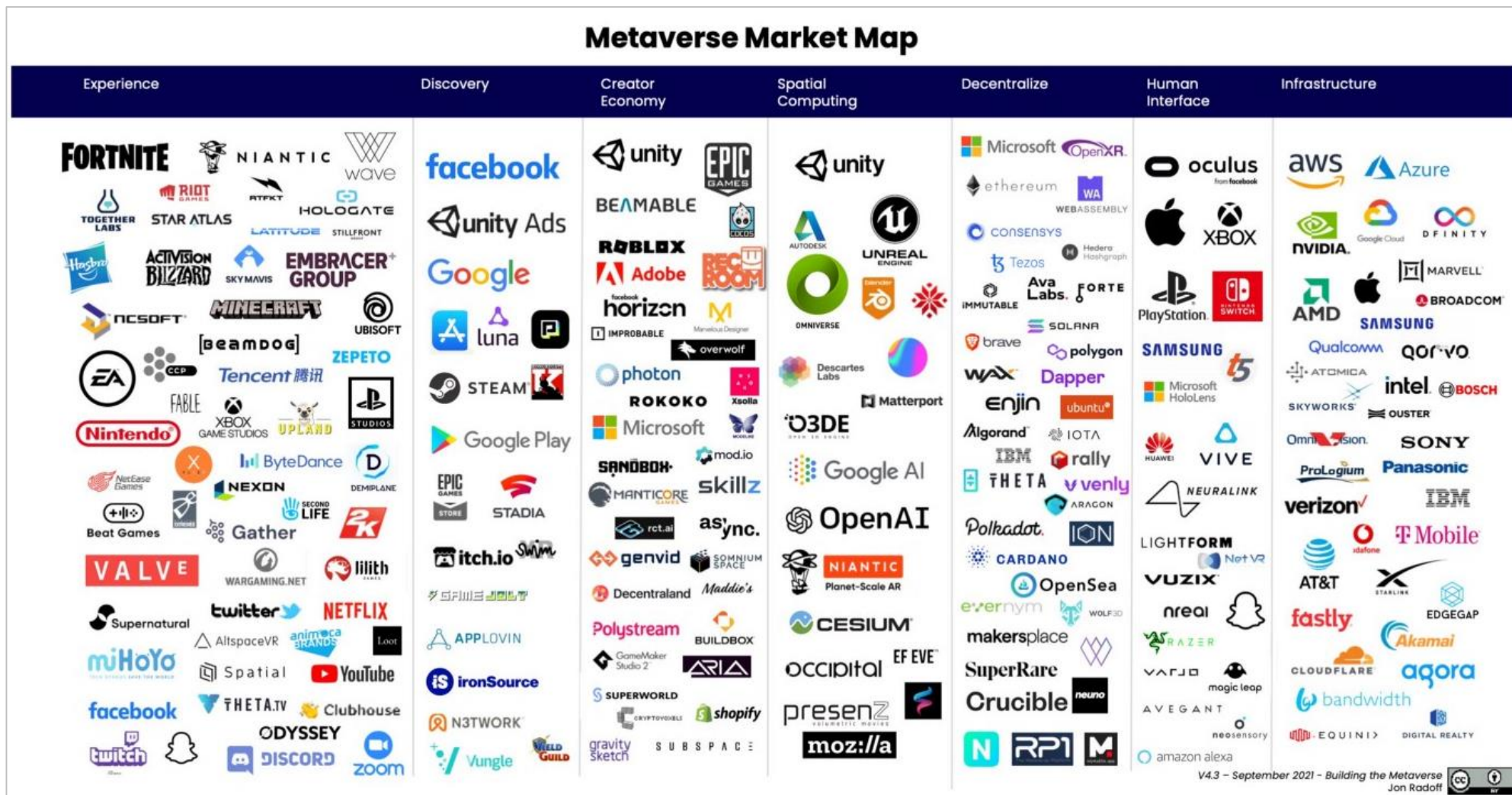
- Social experiences (socialization, gathering etc.)
- Immersive commerce, shopping
- Collaboration, shared workspace
- Real estate tour & trade
- Travel
- Architecture, Engineering and Design
- Automotive
- Learning & Education
- Fitness
- Livestreaming / Music / Esports



## 02 Global market

## Overall landscape

- In one way or another, it can see the participation in Metaverse journey from both giant tech / industrial leaders and new joiners. Apparently, the gate is open and opportunities are shared among all players, especially for some sectors (blockchain, NFT projects etc.) are totally fresh and can utilize tremendous from community, crowdfunding etc.



# CONTENTS

## Chapter I

### Research overview

1. Research overview Page 3

## Chapter II

### Overview about Metaverse

1. What is Metaverse? Page 6
2. Global market Page 9

## Chapter III

### Vietnam situation

1. Socio-economic background Page 15
2. From suppliers' viewpoint Page 16
3. Consumer reception Page 22
4. Premise for Metaverse Page 26

## Chapter IV

### Active participants

1. Vietnamese Metaverse Page 28
2. Korean participation Page 31

## Chapter V

### Research summary

1. Summary Page 33

## 01 Socio-economic background A young dynamic country

- Vietnam has favorable conditions for potential nurturing of Metaverse, especially a large base of young population which is highly exposed to and much welcome new technologies. Digital solutions and gaming industries are also blooming in Vietnam however hardware and high-tech industries are still moderate and competing against domination from foreign companies

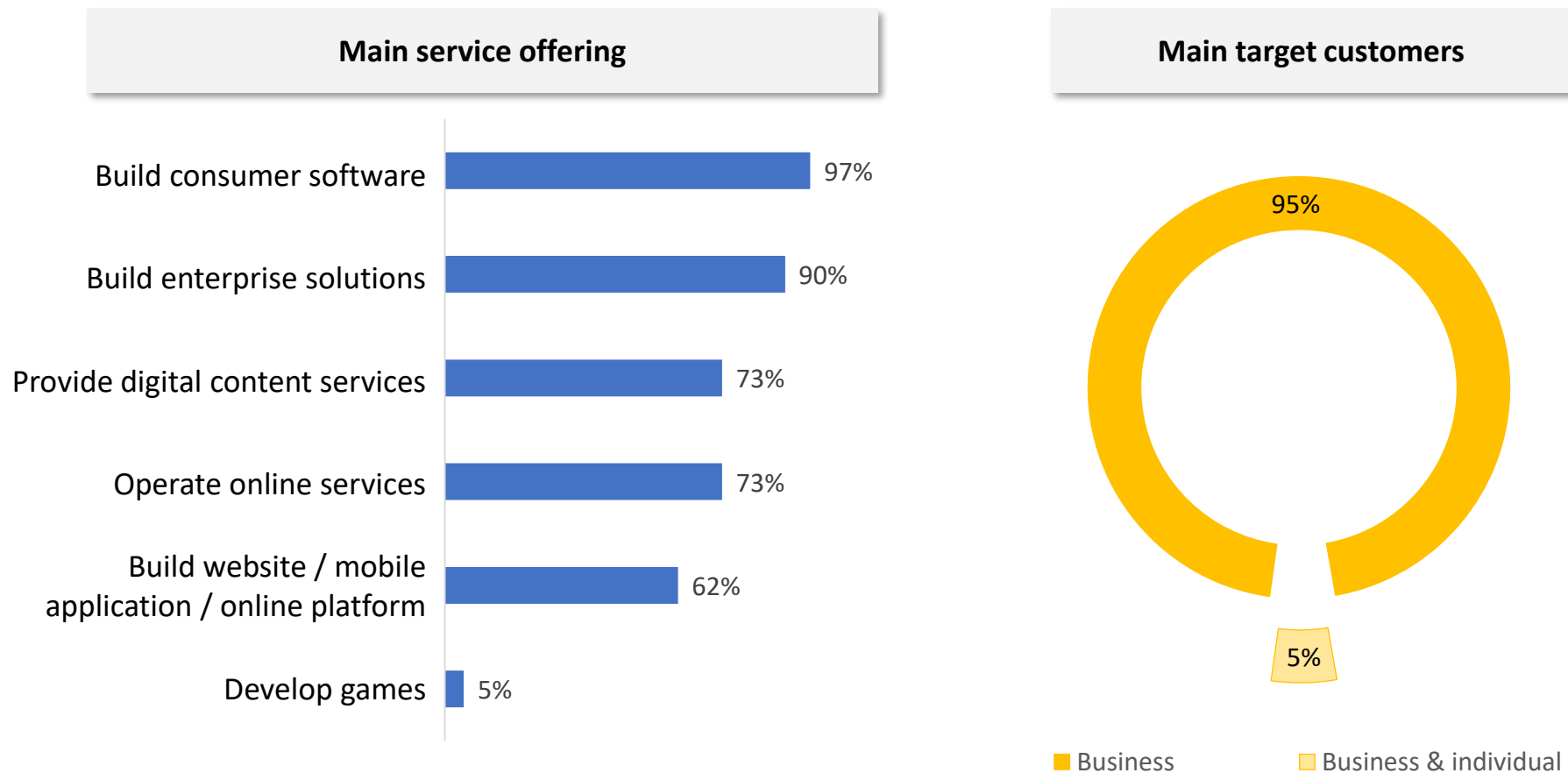


Noticeably, blockchain has not yet been regulated in Vietnam, which surely create a fence for skeptical and a barrier for new business models

## 02 From suppliers' viewpoint

### Main concentration

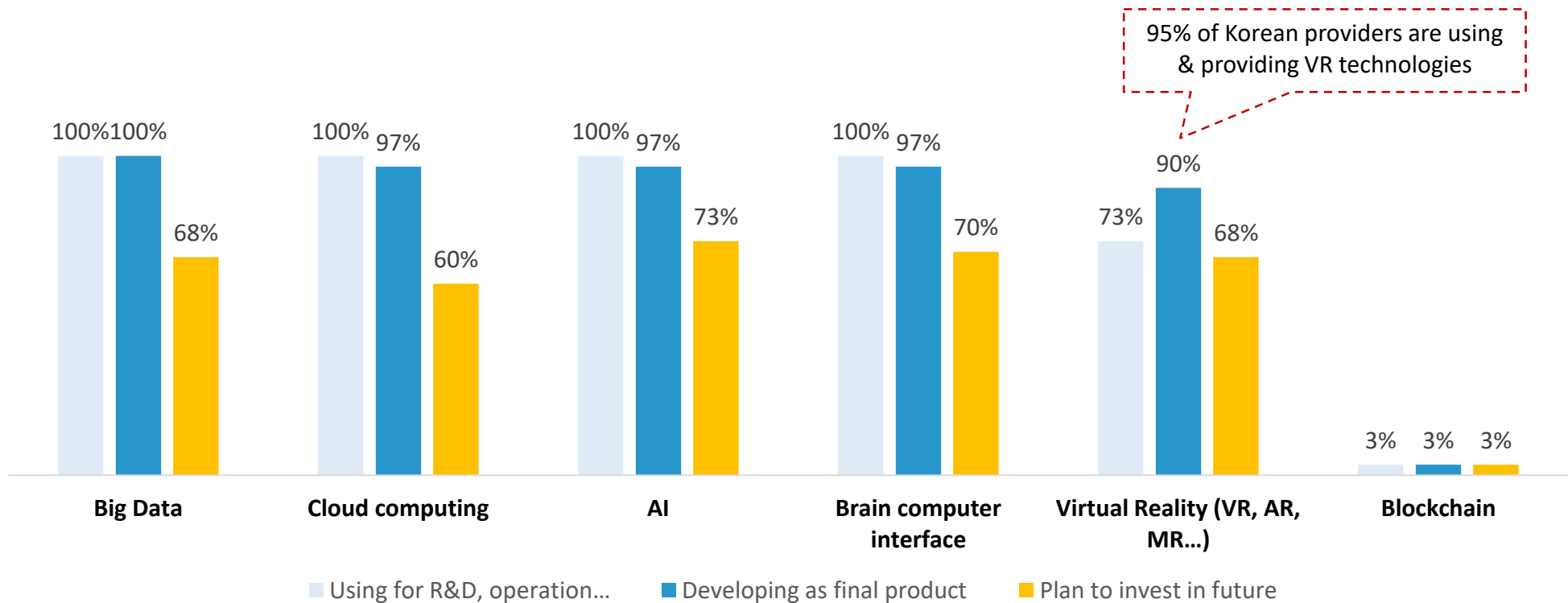
- Despite saying gaming industry is booming in Vietnam, it is factual that games developers just account for a minority of IT – tech industry. Suppliers often set their eyes on building IT software / digital solutions / online services, most of them target B2B. Only 5% of surveyed providers are developing games for direct consumers





## 02 From suppliers' viewpoint New tech adoption

- Among IT / digital / online service providers, 4.0 technologies such as Big Data, Cloud computing, AI, Virtual Reality etc. are becoming inevitable. On the other hand, Blockchain is barely in their mind yet
- Korean companies are proactive in VR / AR, with almost all of surveyees saying they are either utilizing or producing products with Virtual Reality content

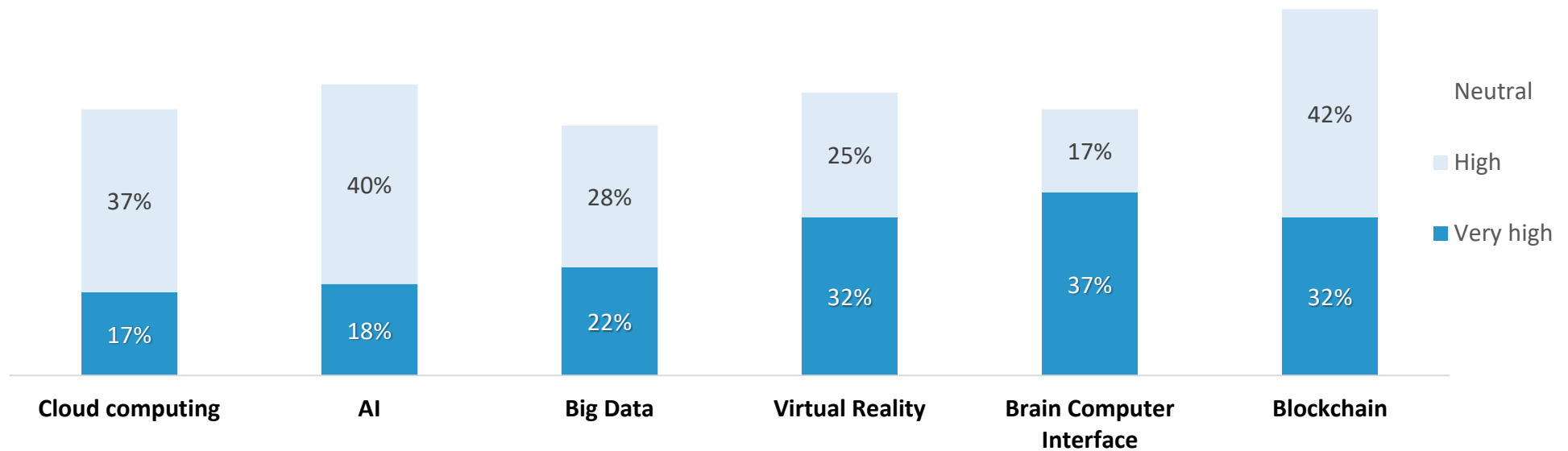


**1.5 bil VND** – average annual expenses on above technologies = **18%** of total cost

## 02 From suppliers' viewpoint Future vision

- Averagely, about half of IT / digital service / online suppliers believe in a bright future for the growth of Cloud computing, AI, Big Data, VR / AR, Brain Computer Interface. Regarding the fact that Industry 4.0 is taking place everywhere, it can explain why they are positive about that
- On the other hand, it is astonishing to see a high percentage of companies (74%) highly evaluate the potential of Blockchain. Apparently, though they haven't thought of it as an immediate technology / tool to be exploited in their business, it is still new and with promising power to create impacts on the economy

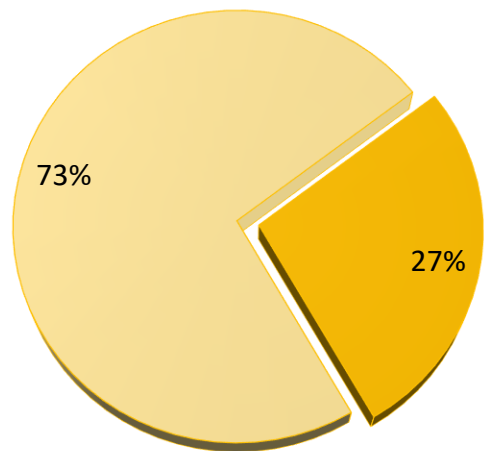
Forecast of future growth potential of each new technology



## 02 From suppliers' viewpoint Metaverse perception

- 100% of IT / online service suppliers know about Metaverse concept, though 3/4 do not know it very well. Nonetheless, as Metaverse is just a newly rising term, none of the companies have known about a Vietnamese Metaverse project, which is in fact quite few
- However, 45% of the surveyed companies share a positive forecast about Metaverse potential of growth in Vietnam in next 3 years, while the rest 55% remain neutralized

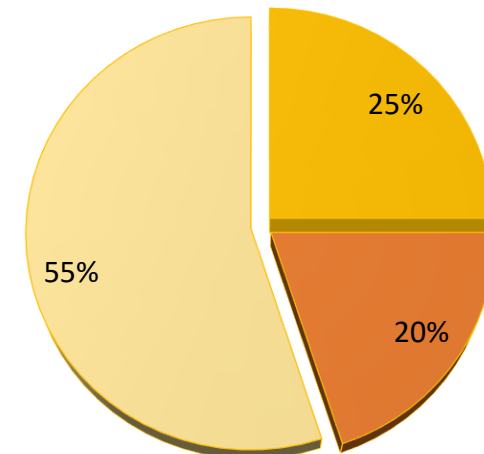
Awareness of Metaverse



Know but not well Know quite well

However, none have heard about a Metaverse project in Vietnam

Potential of Metaverse



Neutral High Very high

## 02 From suppliers' viewpoint

Polarized mind-set (1)

*“Why Metaverse may not have high potential to grow in Vietnam?”*

### Obstacles in R&D, deployment

- Need a long time and huge investment for R&D
- Current macro environment, legal framework is still unready , e.g Blockchain or crypto currencies are not yet regulated

**More worries about  
societal impacts**

### Negative impacts on human being

- What human have to offset when joining Metaverse?
- People may forget about real life / The youth may swallow in and get addicted / wasting a lot of time, money in vain / other unwanted consequences

### More socio-economic problems

- Risks for cyber security / companies may manipulate for money laundering / breach of financial justice, monitoring and / or intellectual property right / risks of monopoly empire
- Difficult for government to regulate, supervise, control
- Lead to situations in which weaker countries have to rely more on stronger, advanced ones
- Deepen the gap between the rich and the poor – Revenue will flow into the pocket of the founders



## 02 From suppliers' viewpoint

Polarized mind-set (2)

***“Why Metaverse may have high potential to grow in Vietnam?”***

**Welcome by more  
personal benefits**

### **Provide more better experience**

- Huge storage ability – can be scaled up and connect / disconnect anytime at once
- Realistic experience – can interact with other users – like in real world
- Open a space of unlimited creativity power

### **Enhance controllability of users**

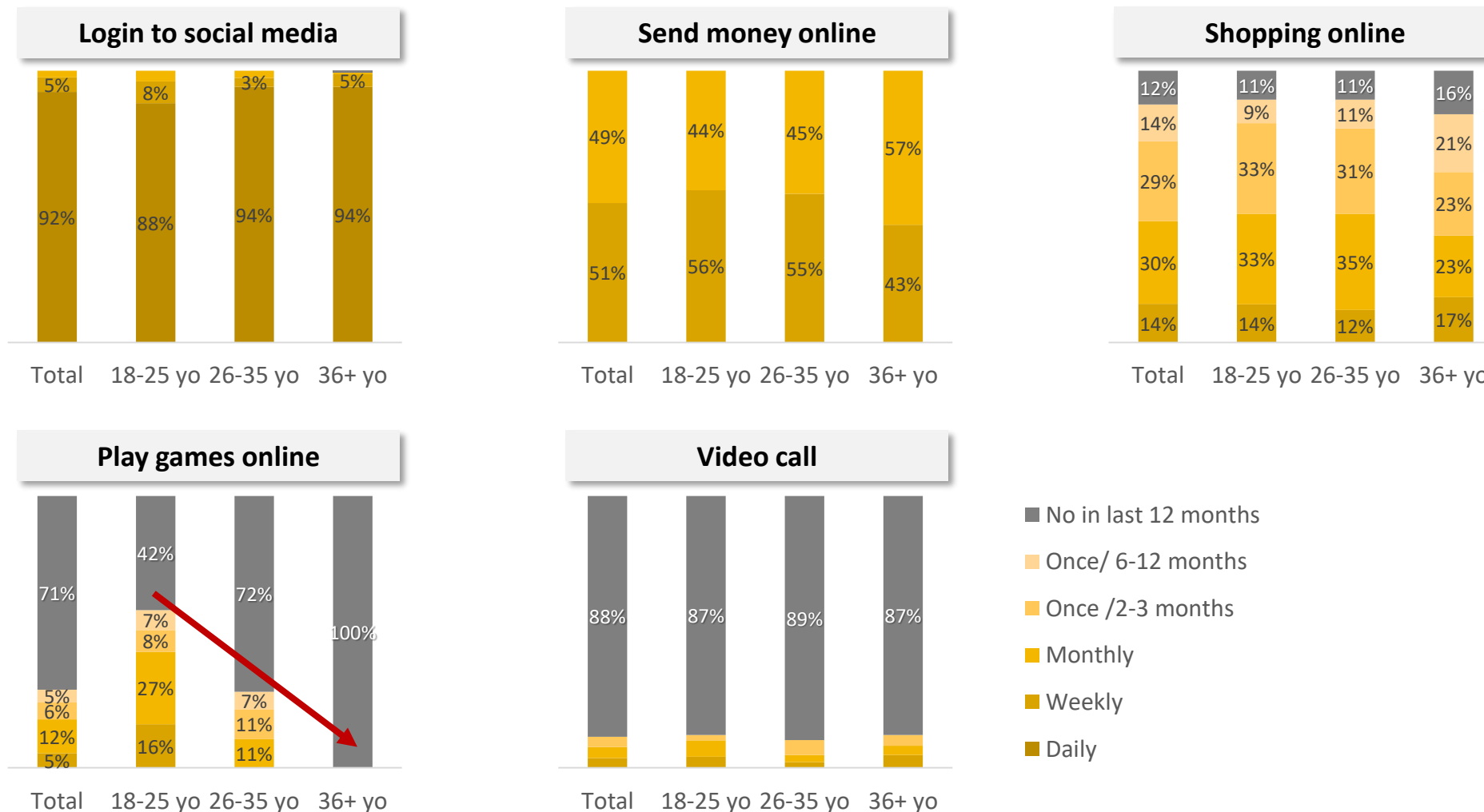
- Ensure personal data / privacy – decentralization brings security, transparency and accessibility of data
- Can really own and control digital assets / easy to switch and exchange assets between real and virtual world
- Can utilize virtual resources to create own products and trade / accumulate real wealth
- Provide more investment options

### **Push other sectors and the whole eco-system**

- Infrastructure will have to be reinforced and upgraded to meet with the requirements of Metaverse
- Other services also need to be upgraded constantly to maintain the stream uninterrupted
- Speedy processing, lower cost

## 03 Consumer reception Online penetration

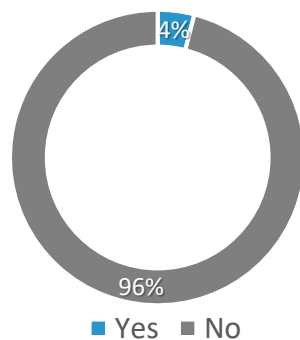
- Social network / online commerce have become phenomenal today, especially during the pandemic, however video call is not that popular (in fact people prefer texting or voice calls which are faster and less network errors, only do video calls when needed)
- Online games are only popular among youngsters (from 18-25 years old with 42% monthly players)



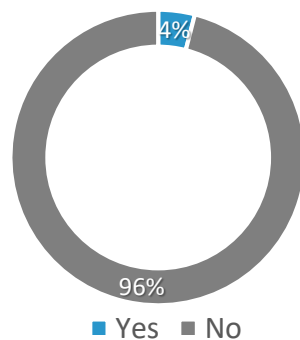
### 03 Consumer reception Exposure to new stuffs

- Interestingly, Blockchain is known by all of respondents (though not too well). In the contrary, consumers seem not yet to care much about Virtual Reality technologies and new types of games. Possibly, the rise of mobile phone and online mobile games is so overwhelming that lead to the less sphere of influence of sandbox / NFT games at the moment → The era of sandbox games (e.g Fortnite, Pokemon Go etc.) might have passed long ago, while NFT / P2E games are still too new to adopt
- Similarly, Metaverse is still a new term with very few people acknowledge

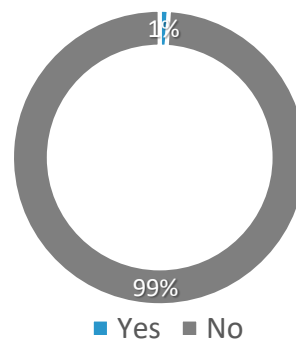
VR / AR awareness



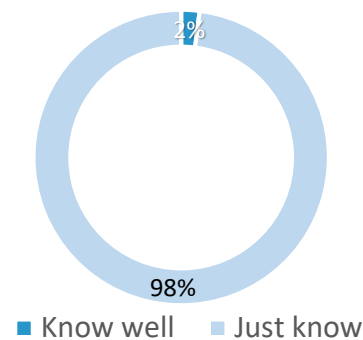
Sandbox game aware



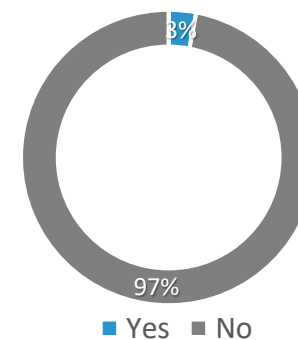
NFT/ Play-to-Earn game



Blockchain



Metaverse



Surprisingly, 1-2 people mention about some game titles: Easy Coin, Play Spot, Money Dog

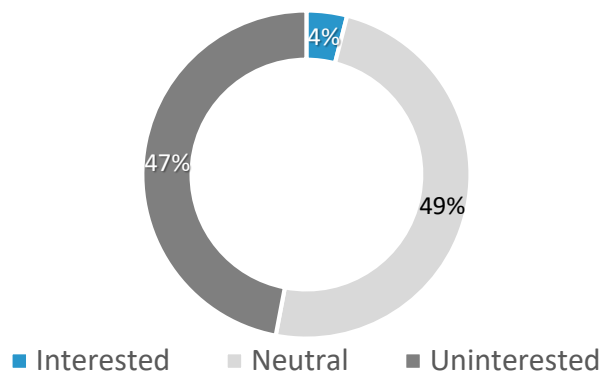
Very few people recall of Fortnite, MineCraft  
No doubtful, most of them have not tried any sandbox games

Even among those who know about VR/AR, very few have experienced a VR / RA service or device. Most of them don't bother owing a VR tool just a couple have VR headset, Smart Glasses or 3D glasses

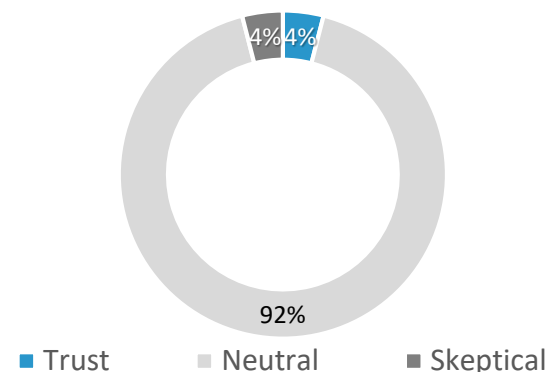
## 03 Consumer reception Towards blockchain

- Overall, consumers don't stand against blockchain, but their reception is not too hot either. It is understandable since Blockchain is still quite a strange term to them and does not really coin a needs among consumers (almost half of them say without any interest in Blockchain – but over 90% do not claim of strong resistance to future involvement)

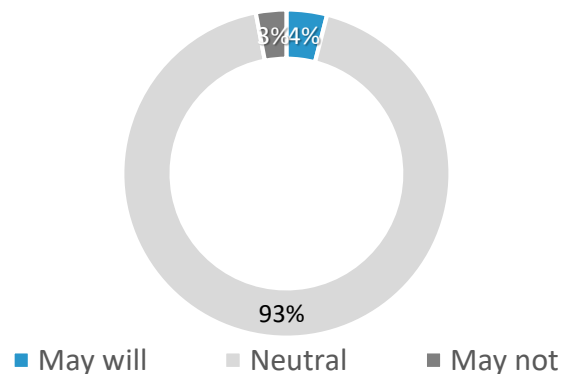
Interest level



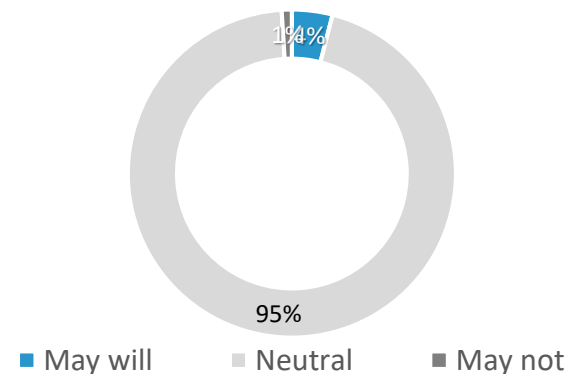
Trust level



Intent to join Blockchain in future



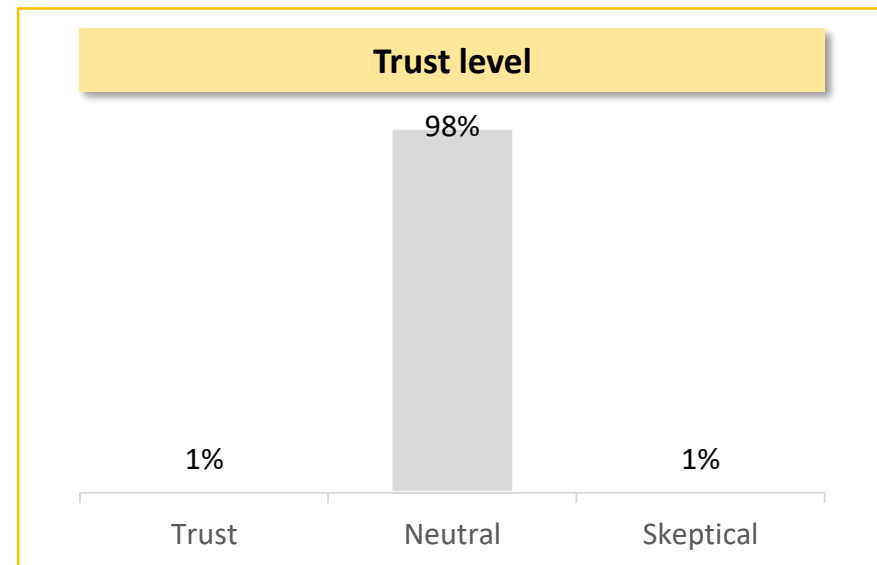
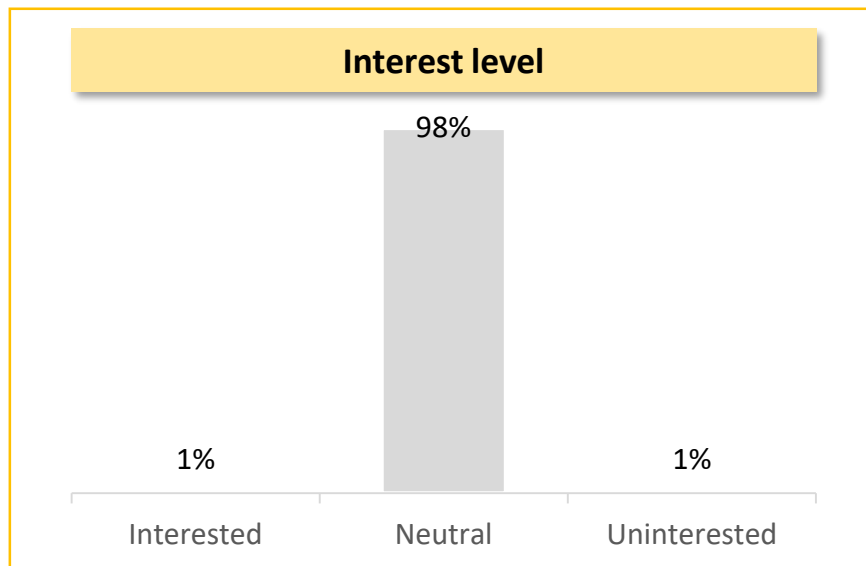
Predict about Blockchain become regulated





## 03 Consumer reception Towards Metaverse

- Similar to Blockchain, Metaverse is a new and unfamiliar to almost all of consumers. That is why they remain nonchalant without strong reaction. Only next movements of companies / stakeholders and over time may reveal how consumers get along with the new idea of a virtual space that becomes “reality”



## 04 Premise for Metaverse

### Quick wrap up

- In one way or another, it can see the participation in Metaverse journey from both giant tech / industrial leaders and new joiners. Apparently, the gate is open and opportunities are shared among all players, especially for some sectors (blockchain, NFT projects etc.) are totally fresh and can utilize tremendous from community, crowdfunding etc.

Element	Pros	Cons
<b>Infrastructure / Internet connection</b>	<ul style="list-style-type: none"> <li>Widely accessible across the country</li> <li>Improved speed – 5G on the way to go</li> </ul>	<ul style="list-style-type: none"> <li>Unstable connection / frequent cable errors that interrupt users</li> </ul>
<b>New tech (Cloud, AI, VR, AR etc.)</b>	<ul style="list-style-type: none"> <li>More implementation from suppliers to build Industry 4.0 – enhance UX / UI</li> </ul>	<ul style="list-style-type: none"> <li>Actual utilization is still low / not very much attention from end users</li> </ul>
<b>Blockchain</b>	<ul style="list-style-type: none"> <li>No hard impression from community, still have chance to grow in the future</li> </ul>	<ul style="list-style-type: none"> <li>Too new in Vietnam / still ambiguous / not regulated by government law</li> </ul>
<b>Gaming / NFT DApp project</b>	<ul style="list-style-type: none"> <li>Gaming industry is booming</li> <li>Some new NFT projects start on the roll</li> </ul>	<ul style="list-style-type: none"> <li>Big focus is still on traditional games (online / mobile) while NFT is still a new verge</li> </ul>
<b>Metaverse</b>	<ul style="list-style-type: none"> <li>Strong impact since recent events (Facebook Meta etc.), some others are following</li> </ul>	<ul style="list-style-type: none"> <li>Too new in Vietnam, not many people can imagine how it would turn out eventually</li> </ul>
<b>Macro environment</b>	<ul style="list-style-type: none"> <li>As the country is targeting Industry 4.0 and digitalization, new tech is encouraged to be adopted in all businesses and processes</li> </ul>	<ul style="list-style-type: none"> <li>Lack of proficient laws and regulations for new tech, especially blockchain that may lead to huge barriers for developers</li> </ul>

# CONTENTS

## Chapter I

### Research overview

- |                      |        |
|----------------------|--------|
| 1. Research overview | Page 3 |
|----------------------|--------|

## Chapter II

### Overview about Metaverse

- |                       |        |
|-----------------------|--------|
| 1. What is Metaverse? | Page 6 |
| 2. Global market      | Page 9 |

## Chapter III

### Vietnam situation

- |                              |         |
|------------------------------|---------|
| 1. Socio-economic background | Page 15 |
| 2. From suppliers' viewpoint | Page 16 |
| 3. Consumer reception        | Page 22 |
| 4. Premise for Metaverse     | Page 26 |

## Chapter IV

### Active participants

- |                         |         |
|-------------------------|---------|
| 1. Vietnamese Metaverse | Page 28 |
| 2. Korean participation | Page 31 |

## Chapter V






### Research summary

- |            |         |
|------------|---------|
| 1. Summary | Page 33 |
|------------|---------|

## 01 Vietnamese Metaverse








### Pioneering projects (1)

- Obviously, Metaverse is still a brand-new trend in Vietnam (and in all other corners of the world). Therefore, we are just seeing a few first players to take early steps and propose their dreams to the community
- Metaverse / NFT projects are surely new but an opening for Vietnamese start-ups to access with global investors and capital, as it requires more intellectual assets more than tangible powers. If they can demonstrate their potential, they may get ahead. Therefore, recently numerous ideas are coming this path, especially those brought up by young founders

Project name	Launch year	Description / Remarkable milestones
	2018	<ul style="list-style-type: none"> <li>• Virtual pet – The most so-far successful Vietnam NFT game – May/2021 called for \$7.5 mil of investment from Mark Cuban, Alexis Ohanian – November 2021 market capitalization of \$8 bil USD</li> </ul>
	2021	<ul style="list-style-type: none"> <li>• Meta Spatial – develop various cyber spaces and allow users to create their own character, they can play games, watch movies, concert etc. – also successfully called for investment from Amonica Brands and LD Capital</li> </ul>
	2021	<ul style="list-style-type: none"> <li>• Virtual pet game launched in marketplace since Q3 / 2021 and would introduce new in-game token for Play-To-Earn features in Q4/2021</li> </ul>
	2021	<ul style="list-style-type: none"> <li>• Play-to-Earn RPG heroes games – plan to officially launch by the end of 2021. By May 2021 users can pre-order NFT heroes on marketplaces</li> </ul>
	2021	<ul style="list-style-type: none"> <li>• MOBA games – Sipherian Surge the NFT collection of 10,000 first characters was open for sales on 31 August</li> <li>• On 27 Oct 2021, Sipher called \$6.8 mil USD from Arrington Capital, Hashed and Konvoy Ventures</li> </ul>

# 01 Vietnamese Metaverse

## Pioneering projects (2)

Project name	Launch year	Description / Remarkable milestones
	2021	<ul style="list-style-type: none"> <li>Announced in May 2021 FAM Central is a joint-venture project for movie theaters, artists and musical projects</li> <li>One of the founders is Director Charlie Nguyen, producer of many famous films</li> </ul>
	2021	<ul style="list-style-type: none"> <li>Real-time PvP game with a couple of similarities to Axie Infinity – have completed the private sales and IDO in Q3/2021 and will launch full PvP mode in Q4/2021</li> </ul>
	2021	<ul style="list-style-type: none"> <li>Combined MOBA and Battle Royale game. Thetan Arena has the same roadmap as some other P2E NFT games, whereas it is launched in the marketplace in Q3/2021 and further features are updated from Q4 until Q1/2023</li> </ul>
	2021	<ul style="list-style-type: none"> <li>Match 3 Puzzle and RPG game. The IDO was done in September 2021 and the release was planned in November. In October 2021, HeroVerse was funded with \$1.7 mil from DaoMaker, IceTea Labs, AU21 Capital etc.</li> </ul>
	2021	<ul style="list-style-type: none"> <li>RPG games – plan to launch beta version in December 2021 and mobile version on January 2022</li> <li>Recently Elpis Global has called \$2.15 mil USD from Hashed, HyperChain Capital and other investors</li> </ul>
	2021	<ul style="list-style-type: none"> <li>Just founded with the idea in 6 months ago, VerseHub envisions of an ultimate Metaverse for NFT games, support incubation for individuals and businesses – right away received \$1 mil US fund from GameFi</li> </ul>
	2022	<ul style="list-style-type: none"> <li>An NFT sandbox games under development – Roadmap: launch landing in Quarter 4 / 2021, and launch into market in Q1/2022 – next to bring on AR / VR console / Play Stations VR in 2022-2023</li> </ul>



## 01 Vietnamese Metaverse

### Early adoptions

- Not only games developers and publishers, other stakeholders are following the movements of Metaverse trends. Some of them have shown their interest to the public, however it is still too soon to say if players from other industries will take further steps to deep dive into actual Metaverse construction

### “ Bytesoft Vietnam 23/09/2021

7<sup>th</sup> year old ceremony via their own Viberla where guests were invited to a 3D space to attend the event

The virtual ceremony included a firework performance on the beach, other team building activities

It attracted 2,000 online attendants – who will log in and choose a character with different outfit



### “ Saigon FIRE Tech Meetup 26/11/2021

Organized by Dat Xanh Group and speakers from various reputed fin-tech institutions e.g RMIT Fintech-Crypto Hub, Kardiachai, iHouzz etc.

With main topic “How the Metaverse is changing our real world” this is the first large scale event about blockchain and Metaverse taking place in Vietnam, drawing the attention and participation of over 10,000 people from remote

## 01 Korean participation Partnership & Investment

- Korea is one of the countries that have taken strong actions towards building and applying Metaverse, such as project Metaverse Seoul worth \$3.3 mil USD planned for 5 years (2022-2026) or the new Global campaign called “Come Play with Korea, K-VIBE FESTA” via Metaverse raised by Korean Tourism Organization
- In Vietnam, although Korean parties have not shown any particular movements of opening a Metaverse project here, but a number of activities to promote virtual reality application have been called for and started to deploy between the 2 countries

### Vietnam and Korea join hand to promote the utilization of virtual reality technologies



#### 10/2019 – Business meetings between Vietnamese and Korean gaming companies in Hanoi

- Korean representative assess Vietnam has huge potential to develop VR games, but lack of high quality technologies and devices. Actual R&D for virtual reality applications in Vietnam is still trivial, with very few players existent
- 3 Korean VR start-ups signed memorandum of understanding (MoU) during the meetings



#### 14/10/2021 – Meeting between Vietnamese Ministry of Culture, Sports and Tourism and Mr. Park No Wan, Korean Ambassador in Vietnam

- Talk about incoming year 2022 with many activities to celebrate 30 years of establishing diplomatic relationship between Vietnam – Korea, with many exhibitions using VR technology



#### 29/11/2021 – Vietnam & Korea sign MoU to develop VR content industry and Esports

- The MoU is signed between Vietnam Digital Communications Association and Korean VRCIA, with the aim to push the growth of VR content industry and Esports in Vietnam
- The MoU will establish the collaboration between the two associations and their members

# CONTENTS

<b>Chapter</b>	<b>I</b>	<b>Research overview</b>
1.	Research overview	Page 3
<b>Chapter</b>	<b>II</b>	<b>Overview about Metaverse</b>
1.	What is Metaverse?	Page 6
2.	Global market	Page 9
<b>Chapter</b>	<b>III</b>	<b>Vietnam situation</b>
1.	Socio-economic background	Page 15
2.	From suppliers' viewpoint	Page 16
3.	Consumer reception	Page 22
4.	Premise for Metaverse	Page 26
<b>Chapter</b>	<b>IV</b>	<b>Active participants</b>
1.	Vietnamese Metaverse	Page 28
2.	Korean participation	Page 31
<b>Chapter</b>	<b>V</b>	<b>Research summary</b>
1.	Summary	Page 33

## 01 Executive summary

### Key take-aways

#### METaverse – A NEW GLOBAL WAVE

- Previously only existent in novels, books, sci-fi movies, now Metaverse is becoming extremely hot and a horizon for future economy, industries and business – a whole new world would be created
- With the appearance of Blockchain and Non-fungible tokens, it has brought in the solutions for the economic system in Metaverse. Many business sectors are racing to enact new strategies of building Metaverse, with the leading position shared among NFT projects (P2E games, DApps, Blockchain projects etc.)
- Even after the announcement to join Metaverse by a couple of giants e.g Facebook, Microsoft, it is still far from the final destination. Both hardware and content industries need a lot of work to do before reaching a point of Metaverse

#### VIETNAM SITUATION

- In recent months, Vietnam is also boiled by global news and movements around Metaverse. Several projects have already started and introduced to the community, most of which come from NFT games start-ups. This is obviously a great chance for them to access with international investors and call for funding
- Some companies / organizations also produce activities to promote about Metaverse, setting a bright vision for it
- Other than that, there is not yet a sign of aggressive plans among the large community. From supplier side, IT / online service companies are surely adapting high-tech (e.g Cloud computing, AI, Big Data, VR / AR etc.) in their operation and production, however, not for a purpose of building an entire cyber space like Metaverse. In fact, Blockchain / Metaverse are still unfamiliar to most of them, and in the short term companies will not have a near plan for these new elements
- From user side, it is critical to emphasize that core components of Metaverse (e.g virtual reality experience, Blockchain for economy system etc.) are lacking the popularity among Vietnamese consumers. It is all about low awareness, low trial and usage. On the other hand, a positive sign is that the consumers do not say “No” strictly to those new applications. With a young, dynamic population, there is still a chance for Metaverse to grow and penetrate in the market. However, now is too early to jump to any conclusion



# THANK YOU!

