



Web 3.0 – Zuwarten ist keine Option.

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Schweizer
Ferientag | 23 | Journée
Suisse
des
Vacances

Joining x Forces

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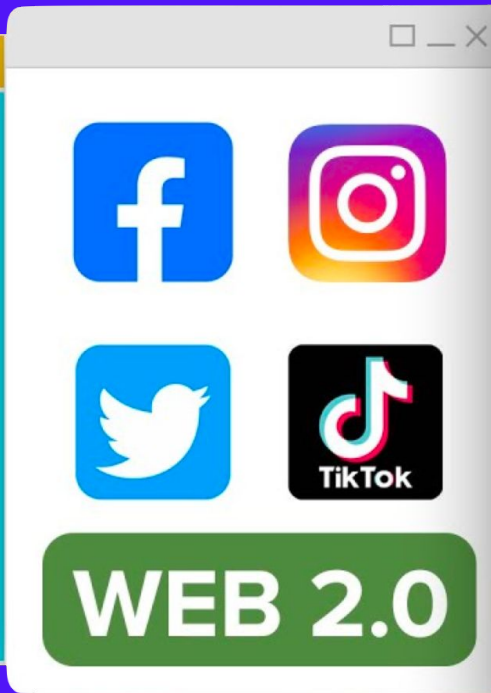
Hi Switzerland Vacation Day,
let's join forces in Web3!

What is web3?

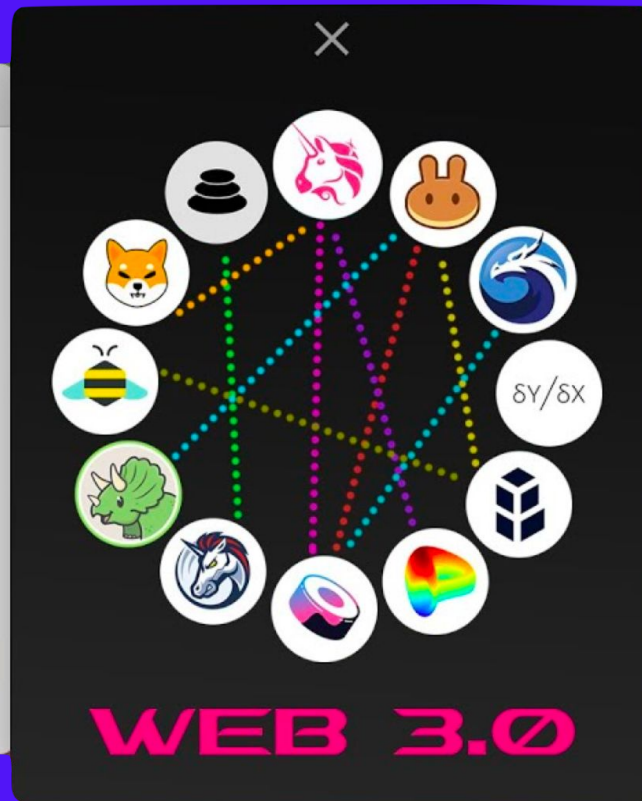




1990 - 2004



2004 - 2020

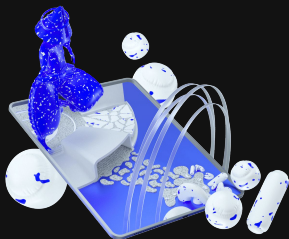


The next era of the internet

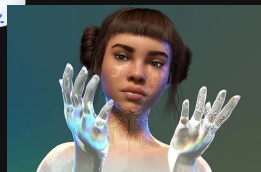
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Web 3.0



New Experiences
Metaverse, Gaming,
Virtual Experiences,
Extended Reality



New Identities
Avatar Economy, Digital
Fashion & Goods



New Economies
NFTs, Blockchain
& Crypto



**Artificial
Intelligence:**
Disrupting pretty
much everything...

User interfaces:

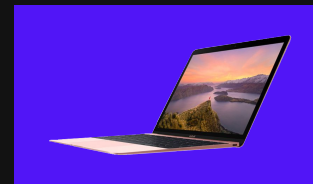
— hardware to access the metaverse.



Now



Smartphones



Laptops

In the future




Mixed Reality
Headsets



Virtual Reality
Headsets



?

A group of people is walking away from the camera down a narrow, cobblestone street in a city. They are wearing futuristic, brightly colored suits (pink and blue) and large, clear, spherical domes on their heads. Some are carrying backpacks. The street is lined with multi-story buildings, and the sky is overcast.

Why should you start a
web3 journey?

Learn from the past to build a smarter future!

90s 

“We don't need a website, people learn about us through TV and print.”

00s 

“We don't need e-commerce, people buy in-store.”

10s 

“We don't need a mobile website or app, people buy everything on desktop.”

20s 

“We don't need a web3 strategy, our existing ecosystem is complex enough.”

There are new players
in the game...





GenZ & GenAlpha

New generations with new
needs & behaviours.



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Z

GenZ & Alpha
New generations with new
needs & behaviours.

GenZ spends 25% of their free time with games – that's more than with any other type of entertainment*.

*Newzoo's Generations Report: How different generations engage with games

**GWI: 4 insights on Gen Alpha: how their online behaviors are changing

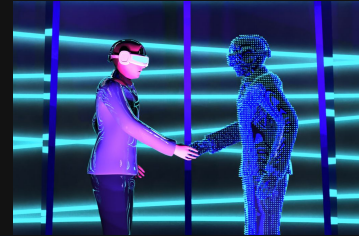
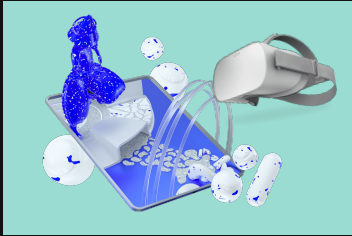
***<https://www.wsj.com/articles/robux-kids-virtual-currency-metaverse-cryptocurrency-11669929636>



a

More than half of 8-11 year olds and one third of 12-15 year olds regularly play Roblox.**

In the US, virtual (in-game) currencies have become many families' preferred way to pay allowance.***



Emerging
Technologies

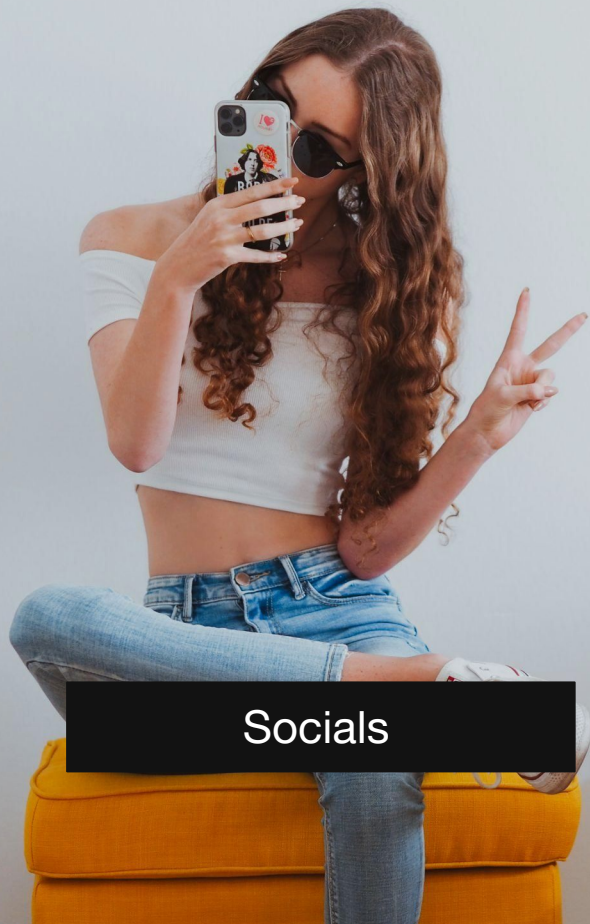
+

New Generation
of Consumers

=

Paradigm
Shifts

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Socials

Paradigm Shift #1


Channels




Games & Metaverses

User statistics


Decentralized

 Decentraland 300k monthly users, 800k+ registered users, NFT-land ownership model

 30k active monthly users, 2.2m registered users, NFT-land ownership model

Centralized

 60M+ daily/200M monthly users, $\frac{2}{3}$ of them are under 18, 50/50 male/female

 30M+ daily users/90M+ monthly users, over 60% of players 18-24, 72% of players male



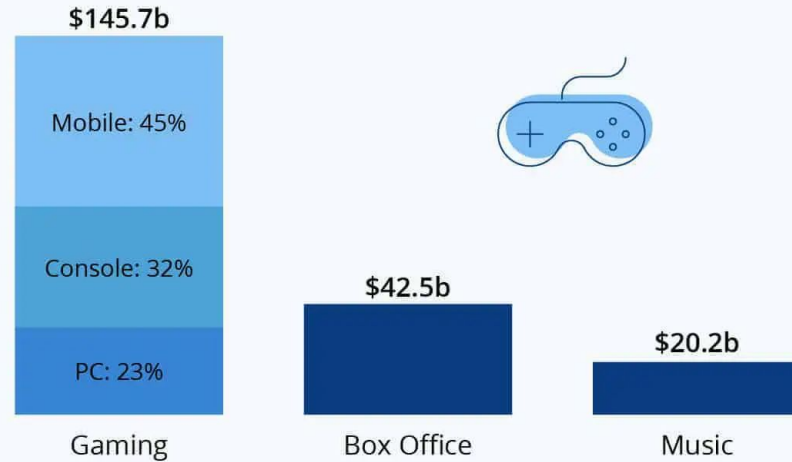
NIKELAND

ROBLOX



Gaming: The Most Lucrative Entertainment Industry By Far

Global revenue of selected entertainment industry sectors in 2019

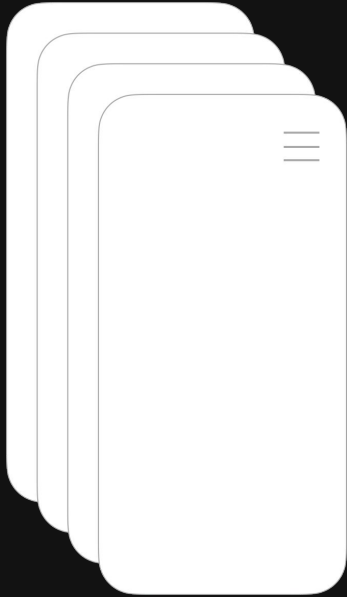


Sources: Newzoo, Comscore, IFPI



Paradigm Shift #2

Site Architecture



Flat



Immersive

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H&M virtual showroom

Together with beyond - H&M's innovation lab - we've created an immersive virtual showroom.

The goal was to make a first step into the Web 3.0 space, to enable press and influencers to experience the H&M world regardless of location and time. The Showroom will display new collections as 3D garments and is a place to hangout, speak to the community and experience the innovations by H&M firsthand.

Platform: Journee

[→ Go to the video](#)



Paradigm Shift #3
Reality

Real Life



Extended Reality

AR in the streets by The National Gallery

In 2021, The National Gallery in London looked to take the collections of the National Gallery, National Portrait Gallery, Royal Academy of Arts beyond their walls of the museum with an Augmented reality experience which members of the public could access through their phones. Users used an app to activate the artworks which were marked with QR codes on busy streets in central London.

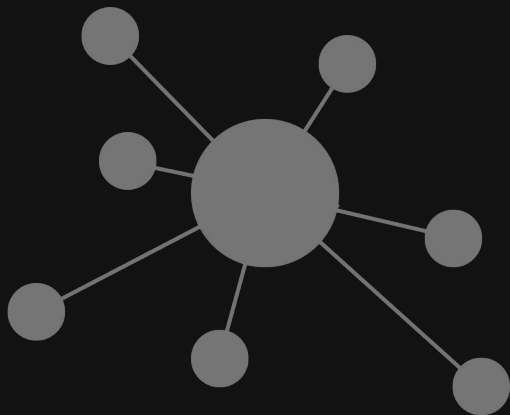


VR Experience ITB Berlin 2023

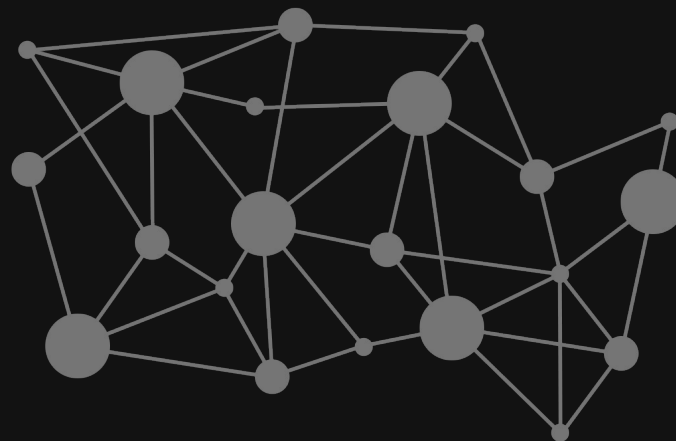
Switzerland Tourism and RHB joined forces to create an immersive virtual reality experience to promote the Grand Train Tour at ITB Berlin 2023. The goal was to make the product more accessible and tangible for trade partners and potential tourists. The VR experience enabled visitors to experience the tour in a more realistic and immersive way, allowing them to explore the different sights and attractions along the way.

Paradigm Shift #4

Ecosystem



Centralized Data



Decentralized Data

The Ecosystem Shift



Data Ownership

Company

User

Data Storage & Governance

Centralized (On companies' server, governed by company)

Decentralized (*In your wallet, on the blockchain, governed by you*)

Data & Content Monetization

Profit from personal data, activity & content belongs to centralized authorities.

Profit from personal data, activity & content belongs to user.

Security

Centralized platforms have a high risk of being hacked & manipulated.

Decentralized apps and services are unlikely to be hacked & manipulated.

Users have a high possibility of being included in major data breach.

High personal risk of being hacked and being a victim of fraud.

Payments & Transactions

Government-issued currencies (€, \$, ...)

Cryptocurrencies (Ether, Matic, ...)



Token-Gated Tickets

Avenged Sevenfold: NFT owners
get exclusive access to ticket sales
at ticketmaster

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 **Binance**

 **Brave Rewards**

31.5 BAT 10.28 USD

Estimated earnings so far this month

12.2 BAT 3.04 USD

Tips and contributions this month

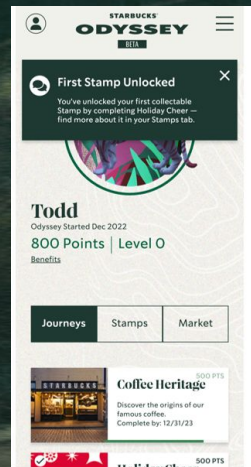
Browse to earn

Brave Browser: Users earn token if they accept to see ads.



Token Gating

Front of House: Giving NFT owners exclusive access to restaurants.




Reward Programs

Starbucks: Users earn token based on interactions — they can trade the tokens.

The use of NFTs in the Grand Tour App

In 2022, Switzerland Tourism introduced a concierge app for the Grand Tour of Switzerland. One highlight was the addition of a feature called "Collectibles", which allowed users to digitally collect virtual objects along the tour. This feature was based on NFT ("Non-Fungible Token") technology, which refers to "unique, indivisible, and verifiable" virtual objects on a blockchain. This was Switzerland Tourism's first step into the Metaverse, offering guests a new experience and a foundation for further applications that combine the real and virtual world, providing extra incentive to explore the Grand Tour.



Q&A

Come and join us in the
future of web3!



Web3 Workshops – Let's join forces!



Our offering.

We kindly invite our touristic partners to join us for a Web3 deep dive and design thinking workshop to explore joint opportunities.



Let's connect via LinkedIn



Stefan Künzle
Chief Digital Officer



Estefan Justo Blanco
Head of Digital Platforms & Products



Jan Gutkuhn
Director Web3 @ DEPT® | Co-Founder Meta Festival





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