

December 11, 2023

Dentsu Group Conducts Its “Awareness of the Metaverse Survey 2023” in Japan

Dentsu Group Inc. announced today that XRX STUDIO, the co-creative organization jointly formed by the Company’s in-house organization Dentsu Innovation Initiative and its five group companies in Japan*¹, with the aim of promoting projects related to XR*² technology, carried out its “Awareness of the Metaverse Survey 2023” in Japan (hereinafter “this survey”) from September 25 through September 27, 2023. The respondents were 2,000 people across Japan spanning an age range from 15 through 59.

This survey has been conducted every year since 2021 in order to understand the current state of “recognition/understanding” and “interest/concern” regarding the metaverse in Japan, and to consider future penetration measures and utilization methods. This time, we newly investigated the relationship between “VTuber supporters”, who have a high affinity with the metaverse, and the metaverse platform usage trend. The main findings from this survey are as follows.

Main findings

1. The recognition rate of the word “metaverse” has increased more than fourfold, reaching over 80% (82.1%) from 2021 (18.6%).
2. The experience rate of using metaverse platforms*³ is 18.0%. This rate of Generation Z is approximately 40% (39.9%). Moreover, the average daily usage time on metaverse platforms is 68.8 minutes.
3. The ratio of people enjoying metaverse platforms on their own is 39.6%. In addition, among Generation Z users, the rate of “friends connected in real life” (42.8%) is almost twice as much as “friends connected online” (21.7%).
4. The ratio of Generation Z users who have a VTuber they like/support is 32.9%. Regarding Generation Z, the difference in the rate of experience using metaverse platforms between those who have a VTuber they like/support and those who do not is more than double.

*1 Dentsu Inc., Dentsu Digital Inc., Dentsu Live Inc., Dentsu Promotion Plus Inc., and Information Services International-Dentsu, Ltd. (ISID)

*2 Technologies such as virtual reality (VR) and augmented reality (AR)

*3 In this survey, we heard about 15 major metaverse platforms, both overseas and within Japan, in genres such as game-type and interaction-type.

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