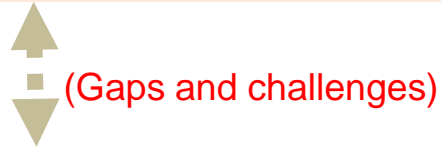


Image of the Overall Roadmap (Research Project on Constructing Web-3.0-Era Creator Economies)

2

To Be (The ideal)

- ✓ In order to demonstrate Japan's strengths in the metaverse field, **we should aim to construct and expand an internationally competitive metaverse economic zone centered around creators who will create content and spaces.**
- ✓ **Japan's strength lies in content IPs. Japan should develop and present international standards that enable Japan to easily export its products by creating content that is acceptable overseas.**
- ✓ Industry associations and other stakeholders should band together. We will be able to lower the barriers to entry for businesses in the metaverse by establishing uniform guidelines within the industry and through recommendations for government policy measures.



1

As Is (The reality)

- ✓ **The key is whether we can leverage Japan's strength—which lies in our creativity (such as our content and space creating skills)—to attract people, things, and money to the metaverse and create an economic zone.**
- ✓ Creators (who make content) and IP holders (who share it) feel there are currently **many gray areas**, including how to use the metaverse, so it seems that **entry is restricted.**
- ✓ The upsurge of metaverse-related organizations and groups is becoming a barrier because businesses have no foothold when they enter the field.

3

Actions

(1) Develop necessary environments

- To put the metaverse to use, we must focus on content—an especially important element—**and review legal issues and other barriers to entry for businesses and creators.**

(4) Unify the industry

- METI will work with industry associations as an observer and help unify the industry.

(2) Government backing

- The government should **send a message that it is actively encouraging content creation in the metaverse.**

Constructing Creator Economies

(3) Create a forum for dialog

- **A study group will be established with the aim of constructing creator economies** and providing a forum for discussing entertainment in the metaverse field and the ideal approaches creators should take in the Web-3.0-Era.