

**Meeting between [REDACTED] Cabinet of EVP Vestager) and Global Counsel**  
**08 December 2022**

Participant [REDACTED] (Cabinet of EVP Vestager [REDACTED] Global Counsel)

Global Counsel requested the meeting to discuss its upcoming report on the public opinion related to the metaverse. Global Counsel highlighted that the report was not sponsored. Data was collected mainly in the UK, France and the United States.

Key findings include that while the concept is well recognised, only very few people have in-depth knowledge. In particular, the word metaverse is strongly associated to the company Meta. Linked concepts, such as virtual reality have higher level of familiarity and favourability. As regards use cases, education and retail are more favourable than videogames and socializing. European citizens have a preference for regulation instead of self-regulation in the sector, in particular to protect children, personal data and ensure online safety. Regulators reported also need to ensure interoperability and tackling market power. Tech companies assume that key EU legal instruments such as the DSA, DMA and the GDPR will apply, but are interested in the how.

Global Counsel explained that the Commission-initiative on the metaverse announced in the State of the European Union speech alerted US policy-makers and industry players, who are particularly interested if the EU will look into issues related to inter-operability. Some smaller players are concerned that legislation on the technology would affect them negatively.

[REDACTED] welcomed the report and highlighted the importance of communicating the relevance and advantages of virtual and immersive technologies to the public, but also to regulators.

(Report prepared by [REDACTED].)