

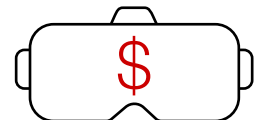
Exploring the metaverse

META

[PCMag](#) defines the metaverse as “a persistent, open virtual- or augmented-reality platform.” In the metaverse, people do what they’d normally do in real life, but they do it virtually and appear as avatars. To feel truly immersed, you’ll need a VR headset and motion tracking ([although you still can’t have legs](#)). While Facebook changed its name to Meta, many companies are building metaverses.

Lines between the real world and virtual worlds will become less distinct as 5G catapults the metaverse out of your living room and into the world via AR. (A now-primitive example is 2016’s [Pokemon Go](#).) More recently, for 2022’s NBA All-Star Game, [AT&T’s Playmaker at NBA Crossover](#) gave fans a 3D body scan to customize their avatars and place themselves in All-Star themed AR playgrounds. Even if you weren’t in Cleveland, you could use a mobile device to project LeBron into your neighborhood.

From a local news perspective, the metaverse may become a place where you hold newsroom staff meetings, conduct newsgathering, attend conferences, and engage with the local community. It could also become a beat unto its own, as more entities like retail and banks conduct business there.



Monetizing the metaverse

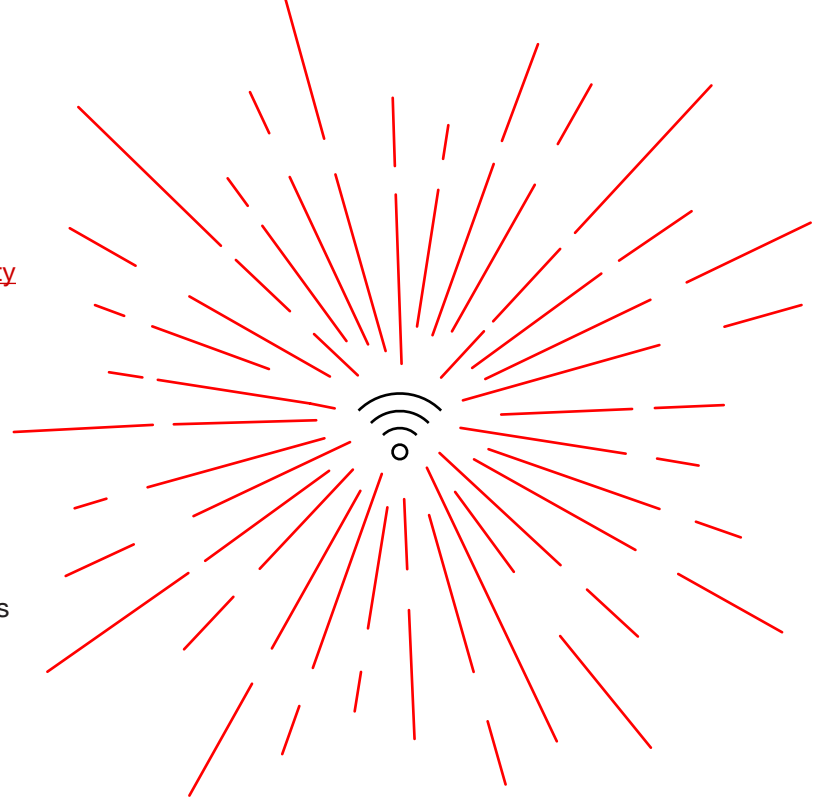
**\$1
Trillion**

market opportunity in yearly revenues, given that its virtual ~~GOOD~~ every sector in some way in the coming years.” ([JP Morgan](#))

6G. Too soon?

Even though 5G hasn't reached mass penetration, there's plenty of chatter about 6G. [According to New York University \(NYU\) professor Theodore Rappaport](#), the definition of 6G will take shape over the coming years with the help of international standards bodies made up of hundreds of companies around the world. But, he says, "work at NYU shows that by 2035, 6G will usher in the ability to send wireless signals at the rate of human computation."

These faster rates could give 6G phones the capabilities to remote-control robots, take the place of prescription glasses in the form of goggles, and allow smart glasses to project information related to, say, a building you see. The impact to reporting could be breathtaking.



Key takeaways for local news providers

While the hype may have preceded the rollout, 5G will be transformative for local audiences and those who serve them.

1

As a news provider, you'll be able to engage and grow your audience with innovative storytelling and new video services (some with subscription potential). You'll connect with them via immersive experiences to drive brand loyalty.

2

On the production side, you'll find new efficiencies and ways of doing things – giving your team the chance to grow along with the technology.

3

Finally, you can **tap into rising ad dollars** by ensuring that you have strong video inventory, a terrific mobile/web user experience, and the right mind-shift to partner with advertisers in search of 5G-enabled solutions.

CNN NewsSource understands what it takes to win in the digital space. We work closely with our network of 1,000+ local news partners to offer valuable insights relevant to the news business while providing powerful, trusted news content.

