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The Metaverse: What we can Expect



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WHAT IS THE METAVERSE?

Tangent International have helped drive technology forward for over forty years, providing the very best talent to small, medium and large organizations in over 170 countries. We were there providing the best skills for the advent of the web and web browsing, the millennium bug, 2G, 3G, 4G, 5G, the development of social media, modern smartphones and electric cars. Now we are heavily involved supporting organisations as they embark on the next great technological advancement: the Metaverse.

The metaverse, at its core, is an embodied internet: a social sphere where people will be able to meet with the help of personalised avatars that make them feel more present than a plain video call.

It's synchronous, which makes it feel more like real life than today's feed-based social media. Instead of catching up on what others have been up to, you'll meet with them in real time.

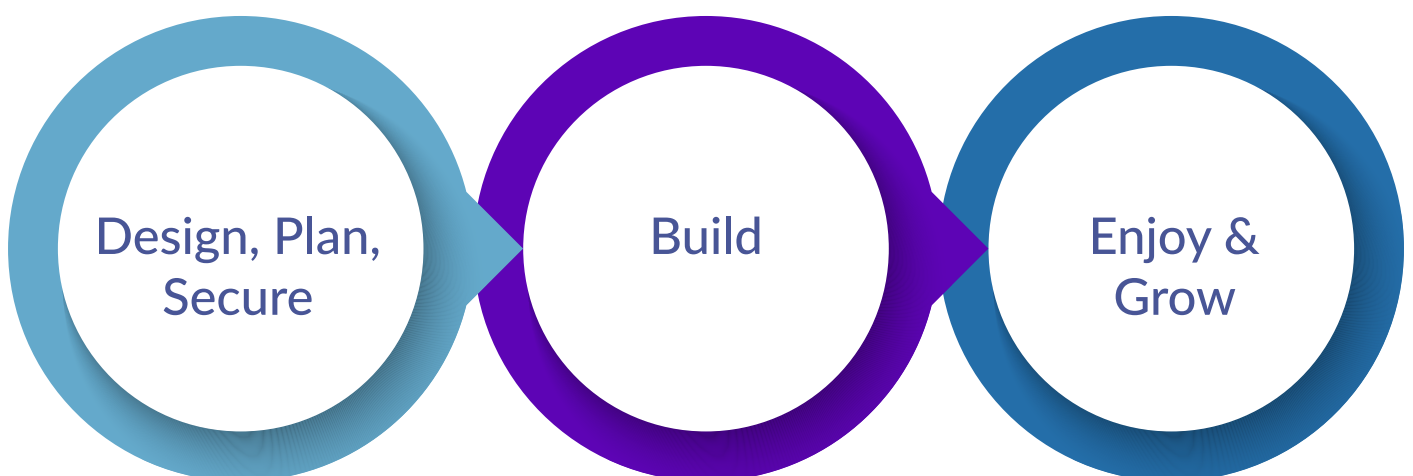
It will also be persistent, just like the world around us. When you revisit a metaverse space, you won't have to start over from scratch. And just like real life, it's going to encompass all kinds of things that you may want to do with other people: go to concerts and other events, play games, hang out, date and, yes, work and shop.

So how will the metaverse take shape?

At Tangent, we sit in a privileged position, working with some of the organisations striving to make the metaverse a reality (excuse the pun)!

This exposure has helped clarify our objective view of how the metaverse will develop – and most importantly of all – what that means for our technology and communication sector.

We envisage three stages of creation:



In this paper we explore each phase illustrating what skills may be needed.





DESIGN & PLAN


The Metaverse will require countless new technologies, protocols, companies, innovations and discoveries to work. It won't directly come into existence; there will be no clean "before Metaverse" and "after Metaverse". Instead it will gradually develop over time as different products, services and capabilities integrate and merge together. The way this could be thought of is via the stories of creation - first one must create the underlying universe (concurrency infrastructure) then define it's laws of physics and rules (standard / protocols) then fill it with life (content) that's worthwhile, evolves and iterates against selection pressures. In other words, the creator doesn't create and design the world as though it were a miniature model, but enables one to grow across a, mostly, blank tableau.

So what does this all mean for recruitment and jobs, today and in the future?

Today we see more activity in Data Science, Developers and Technical Advisors in a variety of industries ranging from MDM to Telecommunications than ever before. The nature of the decentralised platform means that there will be opportunities for private businesses and it's not set in stone that Meta (from Facebook) will develop and own the Metaverse. Other companies such as Microsoft, Amazon, Apple, Epic Games, NVIDIA, Tencent etc. could all play a vital part in the ever-evolving platform. There's nothing to say that one single company will hold the keys to the castle, and as such, there is a myriad of start-ups trying to build early proto-metaverse styled experiences.



There's nothing to say that one single company will hold the keys to the Metacastle...



10k Meta (Facebook) to create 10,000 Tech jobs in the EU over the next 5 years





To think of building the infrastructure we should first consider the ability to host such large scale content sharing/activities. How can users worldwide (physically and digitally) experience events simultaneously? How can users on different platforms showcase assets with friends using a different provider?

The Metaverse cannot simply be “declared”, in order for adoption an organic growth is required. As town squares emerge around existing infrastructure and “hot spots” so did Facebook become the global leading social media company – not because they branded themselves a social media company, but by way of evolution from social campus ‘Hot-or-not’, then Digital yearbook, then photo-sharing and messaging service and so on...

The roadmap for the construction of the metaverse is a foggy one, and open to interpretation, however there are a couple of obstacles to overcome:

Concurrency infrastructure – we’ve seen Epic Games host an astonishing 11m people to experience the 2019 Marshmello concert, however this was done on more than 100,000 instances, all slightly out of sync, and capped at 100 players per instance.

Standards & Protocols (S&P) – with an expanding portfolio of file formats – will USD be the “HTML of 3D – the Metaverse will require an even broader, more complex and resilient set of S&P’s. While the internet today is built on open standards, much is closed and proprietary. Companies are resistant to cross-integrating their systems or sharing data. Such moves may raise the overall “digital economy” but also weaken their hyper-valuable network and make it easier for a user to move their digital life elsewhere.

Proto-metaverse – Since Epic Games hosted the 2019 Marshmello concert, we’ve also seen a Star Wars clip exclusively released as part of a wider in-game audience interactive event in Fortnite (December 2019) along with many other events/same modes.

Companies like Nokia, Ericsson, Samsung etc. are already developing 6G as its predicted the next network generation will truly harness AI/ML to connect the physical world to our human world via digital twin models already being used in 5G but on a much larger, more advanced scale. Web 3.0 could be the outcome where a more personalised browsing experience, better search and richer app experiences are a result.

It could be anticipated that organisations will hire “Metaverse Ecosystem Developers” who are able to influence partners and governments for investments in key infrastructures enabling such digitalisation on huge scale to be possible. They will help setup and recruit community members into operationally focused working groups for areas such as governance, product, and engineering.





As the economy in the metaverse continues to gather pace (via the form of NFT's and other assets and the concept of gamification) then attention will shift to storylines. How will people explore the Metaverse? What will they engage with? Who will they share experiences with?

Could it be that we see demand for 'Metaverse Storytellers' whose tasks would be to design quests for users to explore the Metaverse, training scenarios, marketing opportunities etc? Metaverse 'World Builder's' could be employed to imagine worlds and environments. Forward thinkers who are able to dream up elaborate ecosystems to engage audiences – considering some technology or product solutions may not even exist yet!

Everything to be considered here is a rich tapestry of continually evolving technologies that leap from day-to-day, with sways in opinion and thought on which strategy should be deployed or where the chips should be placed. We think it's fair to say that we're in for some exciting times ahead in the world of tech and we're grateful to work with some amazing organisations pioneering technologies that will take us one step closer to the Metaverse.

What is clear is that future demand for talent will be focused on skillsets that either do not exist today or need to be evolved in line with future demand. Whilst we see a huge demand for skillsets that have the ability to design, plan and secure, the future skills needed are not yet being chased, but as a prospective candidate that does not mean you shouldn't be thinking about it today. Historical roles like Auto Cad designers could suddenly become an in-demand skill during the Build phase, utilising similar techniques and vision to build the digital universe. Also, today's fashion and theatre designers could be the digital designer of the future, focused on helping us enjoy this new world.

The opportunities are endless: the trick is to start thinking about it today.


At Tangent we're already developing our Metaverse specialist teams to help our candidates and clients prepare for the this exciting future.



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**Number of
Fornite viewers
Travis received**





If you'd like to find out more about how the Metaverse is shaping companies, experiences and careers, contact our metaverse team on: meta@tanint.com

In January we will be publishing some of the future job specifications the Metaverse will bring in conjunction with our customers.

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