



# HARNESSING THE CREATOR ECONOMY

## VIDEO TRANSCRIPT

0:01-0:04 Over 165 million people

0:04 -0:06 grew the global creator economy over the past 2.5 years

0:06-0:22 Influencers, developers, Journalists, artists, Chefs, Key opinion leaders

0:22- 0:23 The metaverse will unleash a new canvas

0:23- 0:25 The metaverse will unleash a new toolkit

0:25- 0:26 The metaverse will unleash a new currency

0:26-0:27 For the people powered creator economy

0:28 New ways to express yourself

0:31 50+% of consumers look forward to creating and monetizing content in the metaverse

0:36-0:40 New ways to make a living

0:37 60+ of consumers see the metaverse as a business opportunity

0:45 New ways to collaborate.

0:49-53 78% of brands and creators want platforms to be more involved in their projects

0:55-1:10 The creator economy will thrive in the metaverse

1:10-1:14 Accenture logo close

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