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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