



# HOW TO BUILD A RESPONSIBLE METAVERSE—STARTING NOW

## VIDEO TRANSCRIPT

0:02  
there's no debate that the metaverse is  
0:04  
already here  
0:06  
but is the metaverse safe for users at  
0:09  
Accenture we have the answers our recent  
0:13  
research shows that across geographies  
0:15  
and generations more than 70 percent of  
0:18  
our consumer respondents agreed that  
0:20  
privacy Safety and Security are the most  
0:23  
important factors for trusted and  
0:25  
satisfying experiences in the metaverse  
0:29  
that's why we believe businesses  
0:30  
operating in the metaverse must earn and  
0:33  
maintain Trust  
0:36  
building in privacy Safety and Security  
0:39  
from the start  
0:41  
in fact 96 of consumer respondents say  
0:45  
they prioritize trust when using the  
0:47  
metaverse  
0:48

companies need to ensure a responsible  
0:51  
metaverse one that provides a safe  
0:53  
secure and engaging experience for all  
0:56  
users and also adds Innovation and value  
0:59  
for businesses as well learn how to  
1:02  
reimagine your own customers experiences  
1:04  
in a trusted and responsible metaverse  
1:08  
we provide you a roadmap here  
1:11  
[Music]

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