

CNN News Highlights – Exploring Virtual Worlds

1) estimated	2) generating	3) hypothetical	4) immersive
5) property	6) shot up	7) virtual world	8) you name it

Ten-second trivia time:

What's the name given to the _____ existing on the internet?

Second life, MySpace, Metaverse, or 6G?

Put your 3D headsets on, the correct answer is Metaverse.

In 2022, approximately 66 percent of Americans own their own home, and we're talking about apartments, condos, houses, townhouses, houseboats, _____. But there's another type of _____ on the market, digital property. Sales _____ in 2021, _____ more than half a billion dollars. Global businesses like Samsung and Adidas have already invested in virtual land and by 2030, it's _____ that the Metaverse could generate between \$4 trillion and \$5 trillion.

But what's the point of having a living room you can't sit in or a kitchen where you can't cook? For now, the Metaverse is just an idea.

1) brands	2) CEO	3) land boom	4) platforms	5) plots
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Here's Anna Stewart with more.

This is Decentraland, it's just one of the hundreds of metaverse _____ in existence.

After Facebook changed their name to Meta in 2021, digital worlds like this experienced a _____. One property here even sold for \$2.4 million.

Meeting me at the platform's trade center is Sam Huber, the _____ of LandVault.

Sam, thank you so much for joining us. So this is where I can buy myself some real estate.

This is the e-world's marketplace.

His company buys, builds and rents out property to _____ in the metaverse. They say they own hundreds of real estate _____ and more than a dozen worlds. Some of that land Sam says he's rented out for \$60,000 a month.

1) access	2) capture a disproportionate advantage	3) engage	4) investing	5) nascent stages
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Do brands really know, though, what the value is yet in the metaverse? It's in the _____ really. Are they wasting their money _____ in a space that maybe they don't fully understand yet?

No, definitely not. I mean, you know, history has proven that being early, testing and learning is definitely a way to _____.

Global businesses like Samsung and Adidas to name a couple say they've already invested in virtual land. Building experiences to _____ with the estimated two billion people who will _____ the metaverse daily by 2026.

1) citizens	2) heeding	3) irrelevant	4) native	5) risk
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You need to start speaking the language of those people who have been basically born with the internet. They don't really watch TV. Instead, they play games. So, they are metaverse, you know, _____. They are the _____ of the metaverse. And brands to date need to start understanding that. Otherwise, they are at a big _____ of becoming _____.

There are companies around the world _____ Sam's advice. Like Ali Sajwani's company DAMAC.

This is our latest sales center: 63rd floor of Econ City.

1) digital version	2) headquartered	3) in essence	4) opportunity
5) penthouse	6) physical properties	7) property developer	8) sense of community

_____ in Dubai, they say that they're the largest private _____ in the Middle East.

For Ali, the metaverse is an _____ to help boost sales of his _____ around the world. When a customer buys an apartment or a home from DAMAC, they'll receive the _____ of it as well.

You can chat with your neighbors, you can meet with them online. We'll have some online games, so we're creating a _____, _____.

Physical or virtual, that community comes at a price.

The _____ is over \$30 million U.S. dollars.

\$30 million U.S. dollars, can I just have the virtual version?

Just because you know me.

Translation

十秒問答時間：

網路上的沉浸式虛擬世界的名稱是什麼？

第二人生，MySpace，元界，還是 6G？

戴上你的 3D 頭戴顯示裝置，正確答案是元界。

到 2022 年，大約 66% 的美國人擁有自己的房屋，我們談論的是包括公寓、房屋、聯排別墅、船屋，等等。但是市場上還有另一種類型的財產，虛擬世界房地產。銷售額在 2021 年猛增，產生了超過 10 億美元的收入。三星和阿迪達斯等全球企業已經在虛擬土地上進行了投資，預計到 2030 年，元界將產生 4 萬億至 5 萬億美元的收入。

但是，擁有一個你不能坐在裡面的客廳或一個你不能做飯的廚房又有什麼意義呢？目前，元宇宙只是一個想法。

這是安娜斯圖爾特更多。

這就是 Decentraland，它只是現有的數百個 Metaverse 平台之一。

在 Facebook 於 2021 年更名為 Meta 後，像這樣的虛擬世界經歷了土地熱潮。這裡的一處房產甚至以 240 萬美元的價格售出。

在平台的貿易中心與我會面的是 LandVault 的首席執行官 Sam Huber。

山姆，非常感謝你加入我們。所以這是我可以給自己買一些房地產的地方。

這是虛擬世界的市場。

他的公司購買、建造和出租物業給虛擬世界中的品牌。他們說他們擁有數百個房地產土地和十幾個世界。薩姆說他以每月 60,000 美元的價格出租其中的一些土地。

但是，品牌公司真的知道元宇宙中的價值是什麼嗎？它確實處於初期階段。他們是否在浪費金錢投資於一個他們可能還不完全了解的領域？

不，絕對不是。我的意思是，你知道，歷史證明，儘早、測試和學習絕對是獲得不成比例優勢的一種方式。

三星和阿迪達斯等全球企業表示他們已經投資了虛擬土地。建立體驗以預估到 2026 年每天訪問元宇宙的 20 億人互動。

你需要開始說那些基本上是網路年代出生的人的語言。他們真的不看電視。相反，他們玩遊戲。所以，他們就是宇宙元，你知道的，原生的。他們是元宇宙的公民。迄今為止，品牌需要開始理解這一點。否則，它們將面臨變成無舉足輕重的巨大風險。

世界各地的公司都在聽山姆的建議。就像 Ali Sajwani 的公司 DAMAC。

這是我們最新的銷售中心：Econ City 63 樓。

他們總部位於杜拜，自稱是中東最大的私人房地產開發商。

對 Ali 來說，元宇宙是一個機會，可以幫助他在全球範圍內促進其實體房產銷售。當客戶從 DAMAC 購買公寓或房屋時，他們也會收到它的虛擬世界版本。

您可以與鄰居聊天，也可以在線上與他們見面。我們會有一些線上遊戲，所以我們本質上是在創造一種社區意識。無論是實體的還是虛擬的，這個社區都是價格不菲。

頂層公寓價值超過 3000 萬美元。

3000 萬美元，我可以只擁有虛擬版嗎？

只因為你認識我。

安娜·斯圖爾特，CNN，杜拜。



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Answers

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