

TEAM TBM

A GATEWAY TO THE METAVERSE

Presented by Tyler Mortimer-Wise & Ben McCormick

Hosted by Ellie Hale

EASTBOURNE
**DIGI
FEST.**



WHO ARE WE



Ellie Hale

[linkedin.com/in/elliehale](https://www.linkedin.com/in/elliehale)



Tyler Mortimer-Wise

[linkedin.com/in/tylermwise/](https://www.linkedin.com/in/tylermwise/)



Ben McCormick

[linkedin.com/in/benmccormick06/](https://www.linkedin.com/in/benmccormick06/)

WHO ARE WE – ELLIE HALE



WHO ARE WE – TYLER MORTIMER-WISE



Me and David Tennant



Me and David Baszucki (Roblox CEO)

WHO ARE WE – BEN MCCORMICK



WHAT IS THE METAVERSE?

Any 3D space that you can interact with is a metaverse. Core examples of this include VR (Virtual Reality) spaces, multiplayer games and even virtual workspaces.

A well-known metaverse example is a film called **Ready Player One**. This story demonstrates how many people come together in one central place and can interact with various different elements.

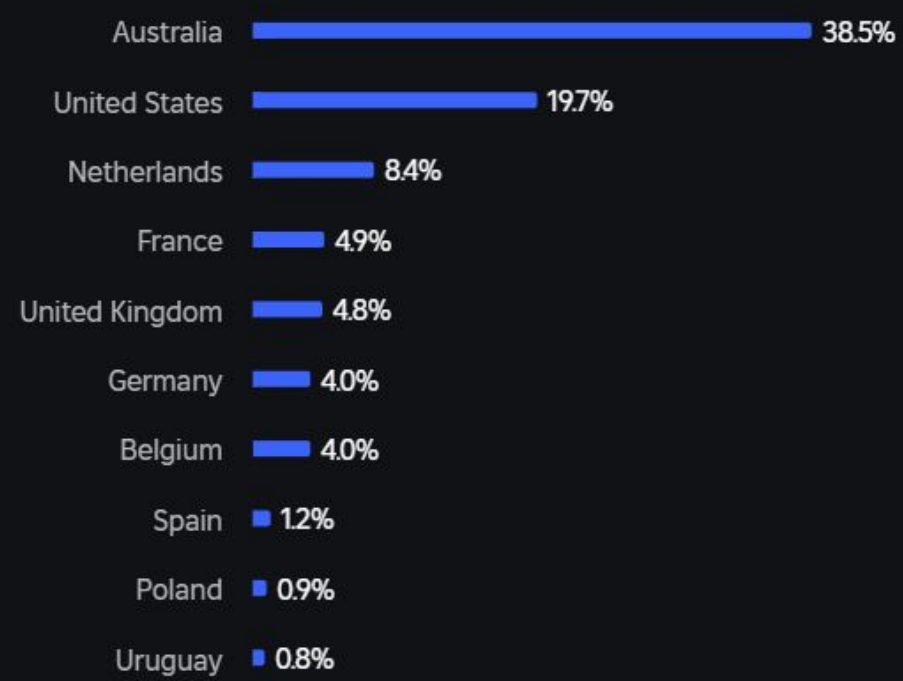
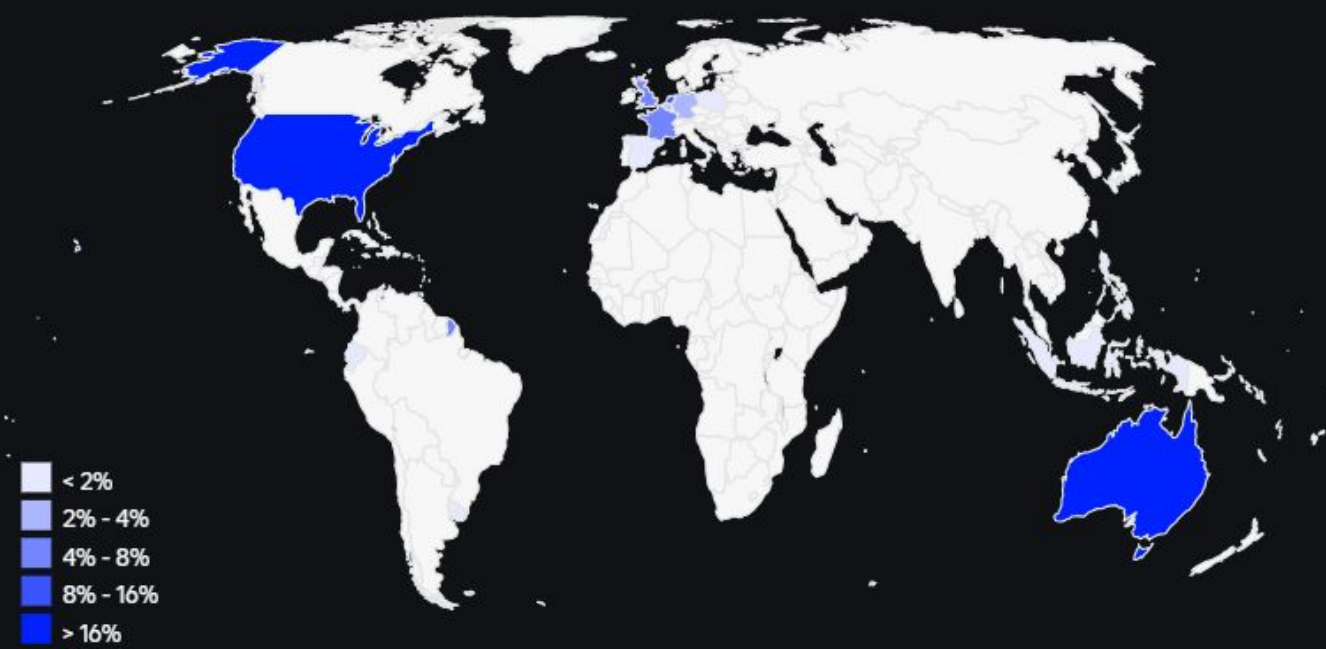


FOCUSING ON TEAMTBM'S ROBLOX JOURNEY

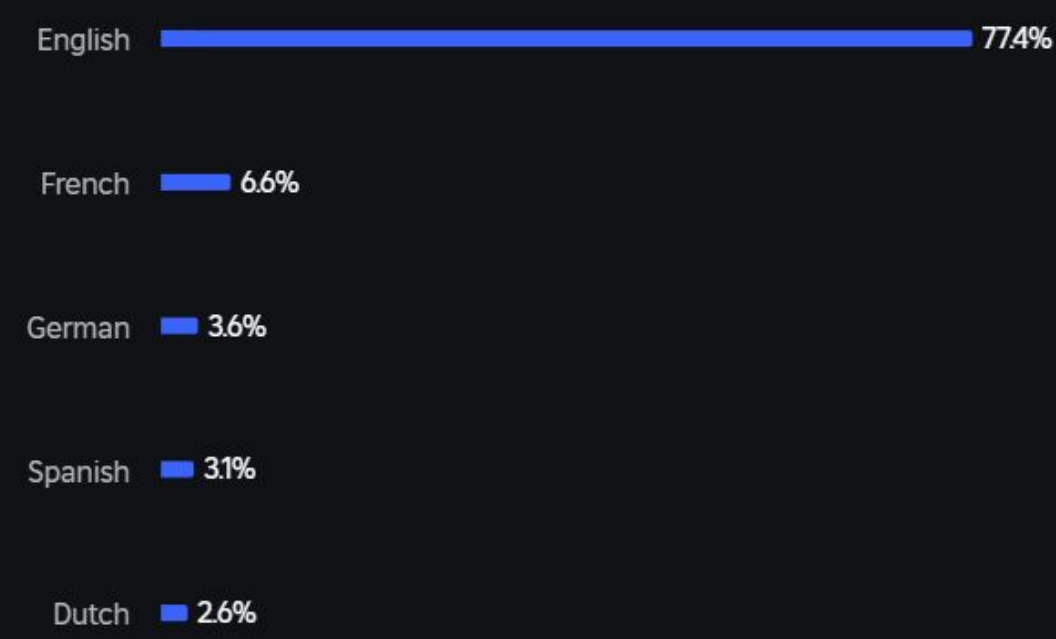


OUR GAME ANALYTICS

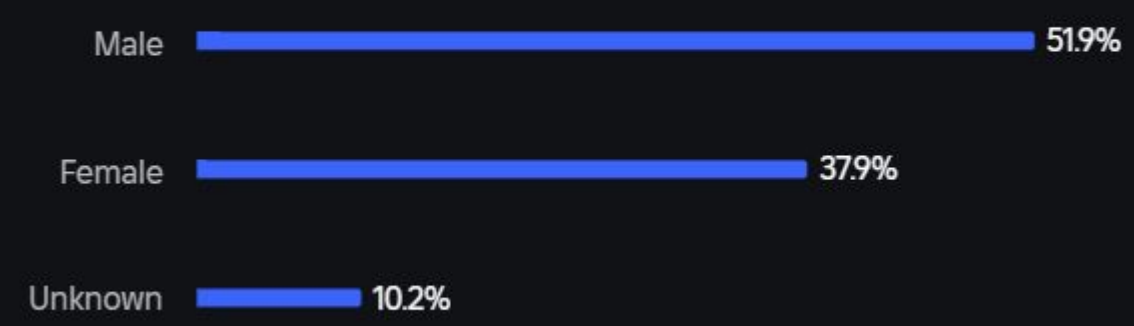
Country



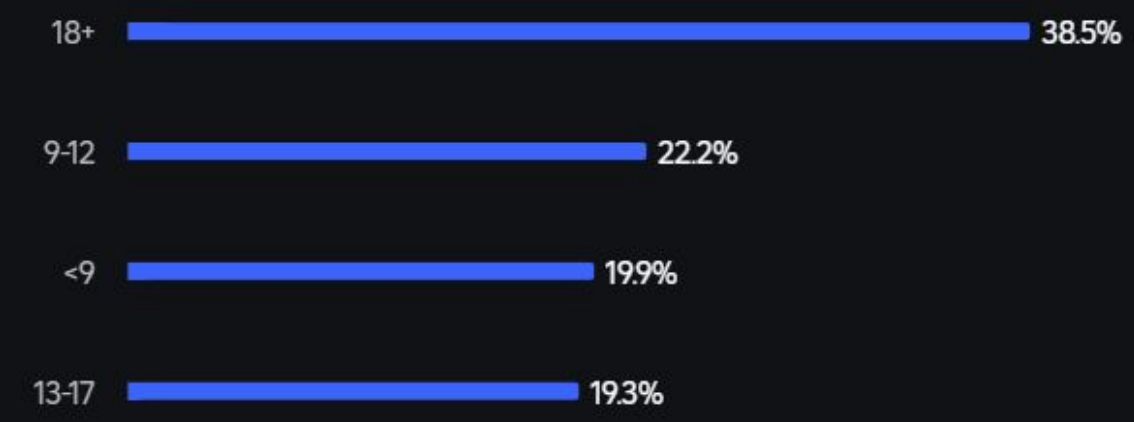
Experience Language

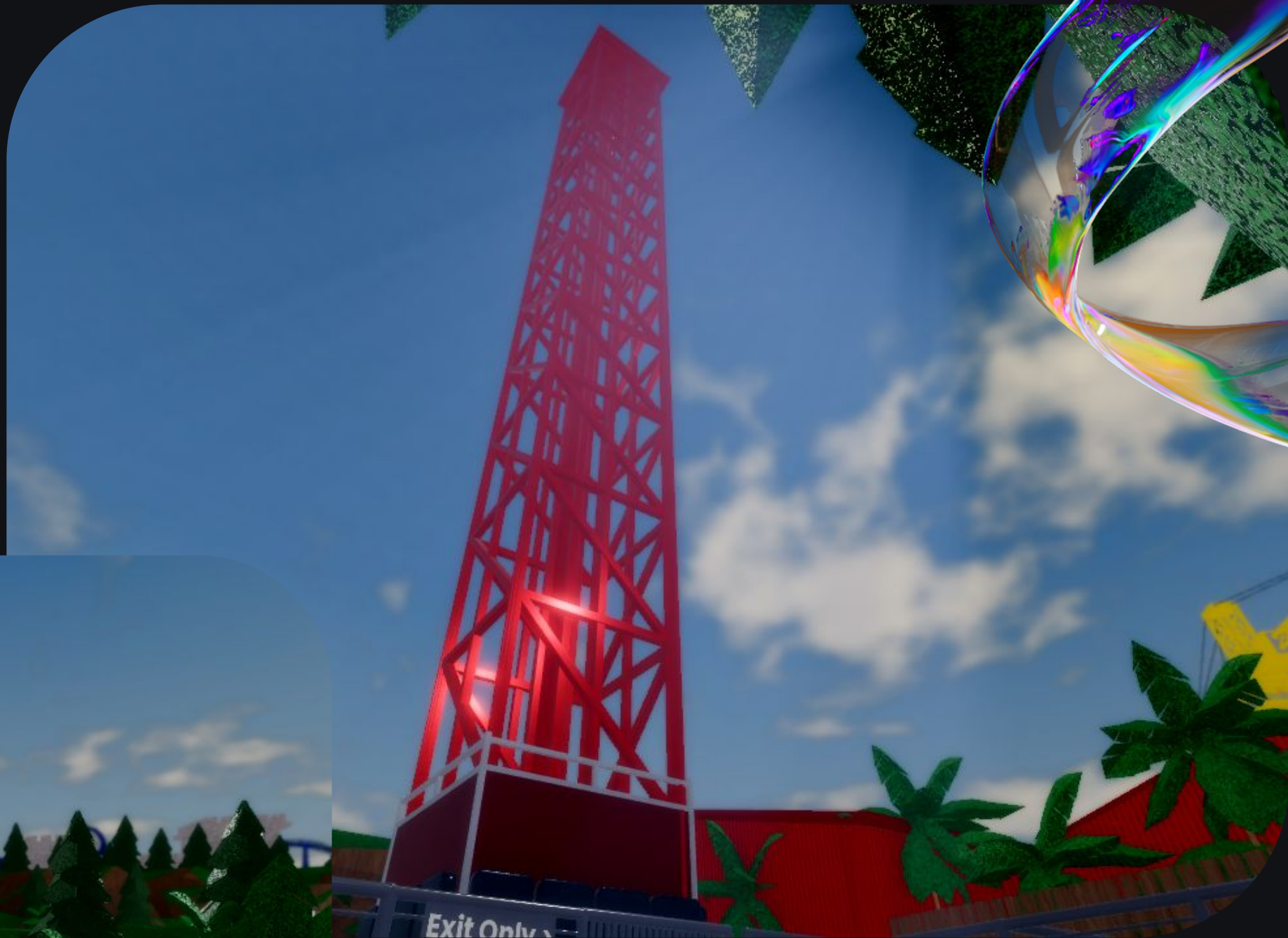


Gender



Age Range



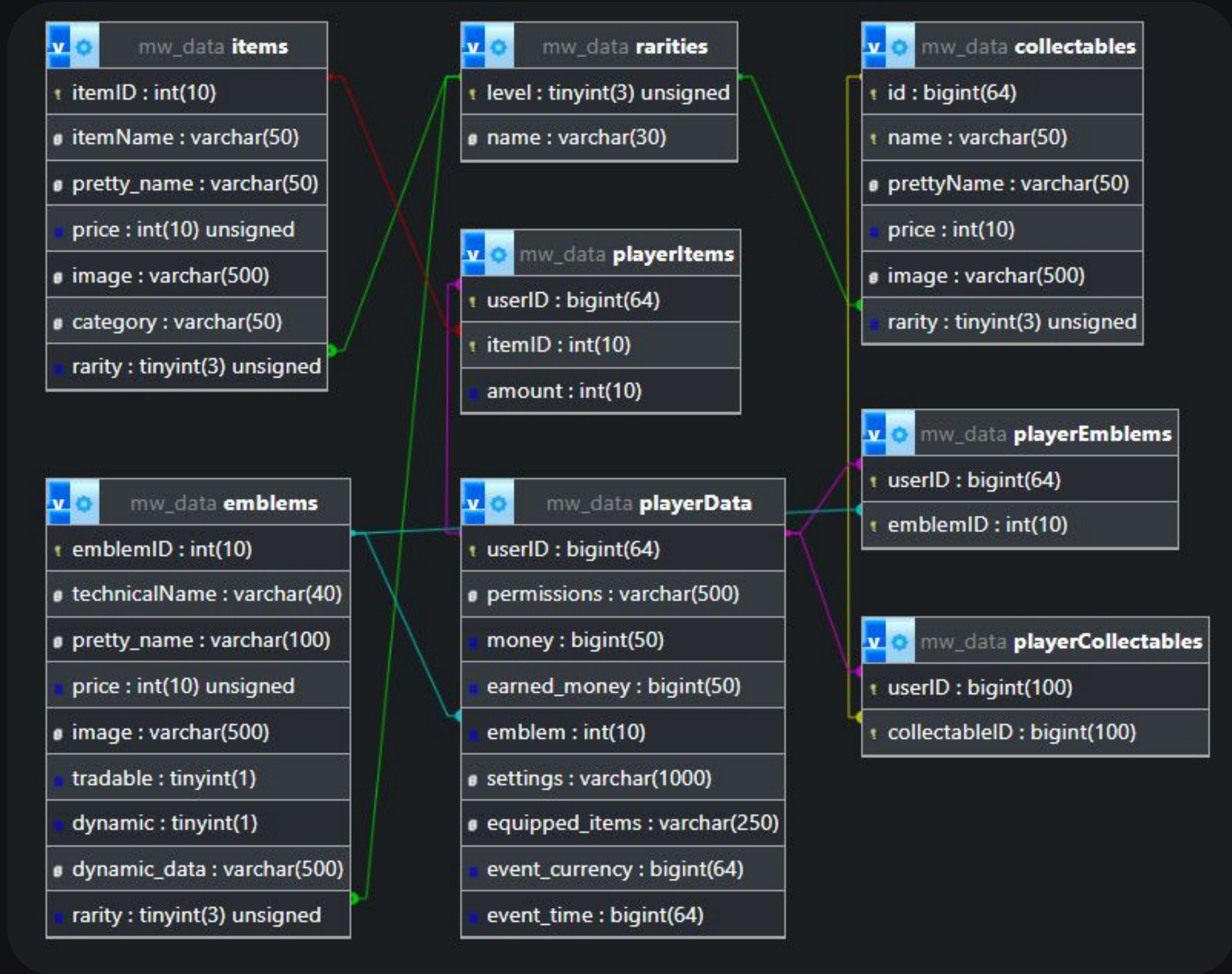




OUR BIGGEST CHALLENGE YET...

Our complex data system allows us to share users' data across all of our games or even outside the Roblox platform if needed.

Roblox's inbuilt technologies (known as DataStores) do not allow for data to be shared across games, making it hard to create a metaverse within the platform itself.



FOCUSING ON BRANDS IN THE ROBLOX METAVERSE



AAA GAME DEFINITION

“A AAA game is a high-budget, high-profile video game developed and published by large, well-known companies, characterized by massive financial investment, extensive resources, and large teams of specialists” – Wikipedia



CASE STUDY – ADIDAS VIRTUAL STORE

Use Adidas as an example: they advertise their shoes, but users are able to try them on in-game and take part in virtual activities such as sports to demonstrate how they look.

You can also buy exclusive items that have limited stocks for your virtual avatar – many of which are more expensive than physical items.



“IKEA is opening a new store on Roblox... and you could be paid to work there!”

“IKEA has unveiled a first look at ‘The Co-Worker Game’, a virtual universe coming to Roblox”

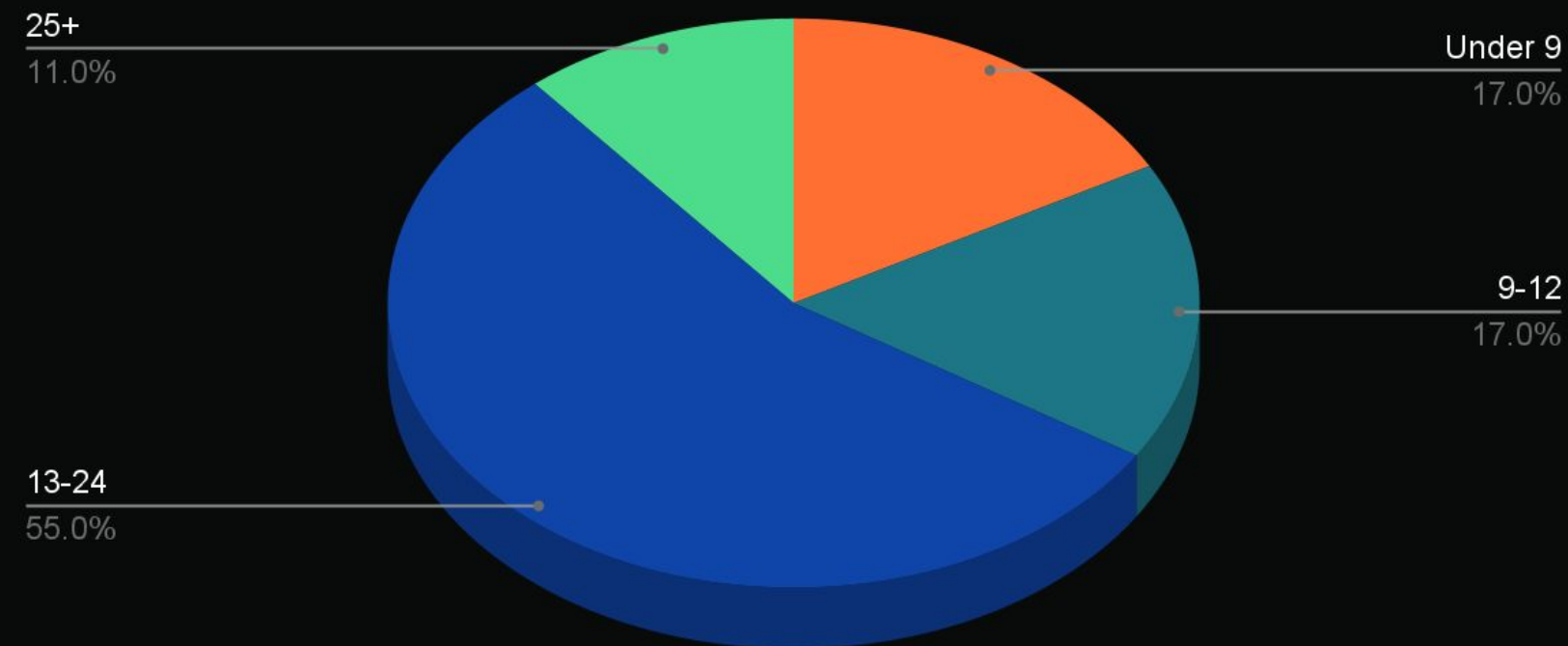
“The immersive experience gives players the opportunity to experience IKEA's unique approach to careers, where non-linear career journeys are the norm and lateral moves across departments are commonplace.”



WHAT DEMOGRAPHICS ARE ON THE PLATFORM?

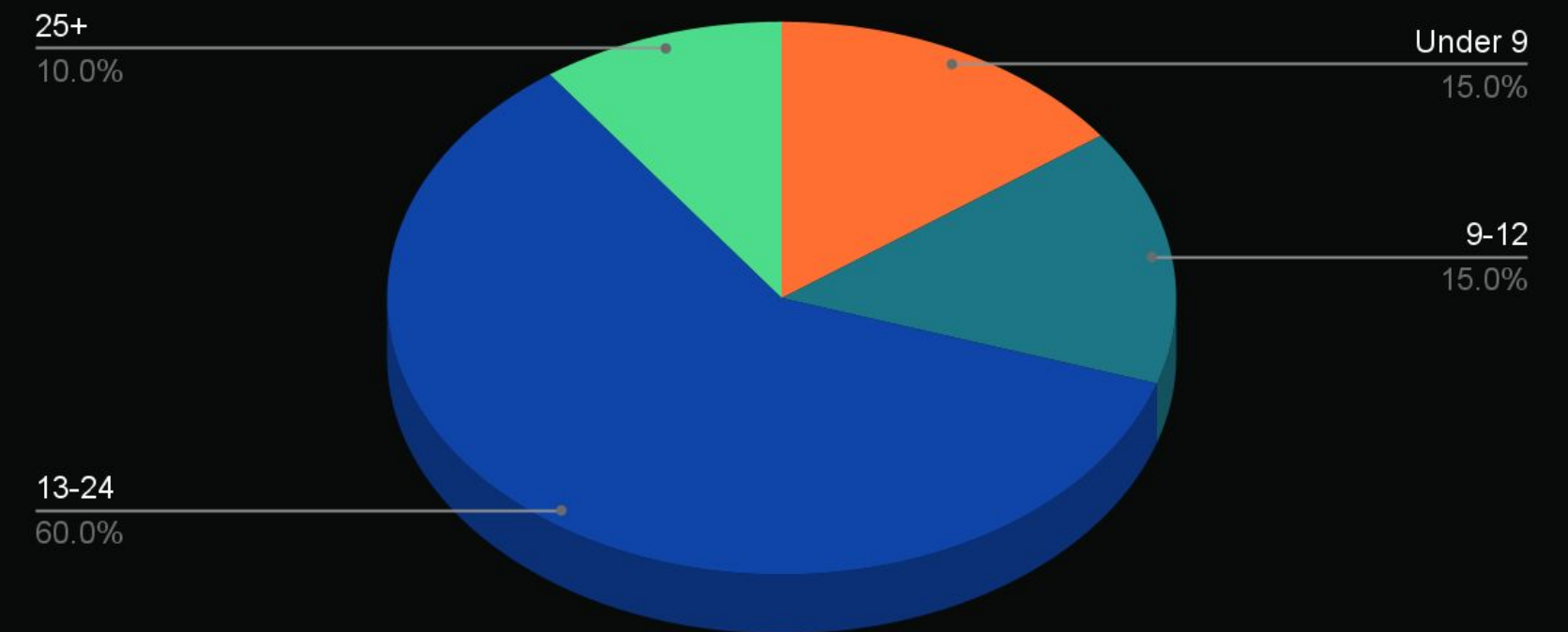
The largest age range on the platform has been heavily lead by users aged 13–24. Some analytics suggest that this is due to the younger audience (who likely joined Roblox when it was new) are now growing up with it.

Age Proportions 2024



ESTIMATED BASED ON PUBLIC DATA

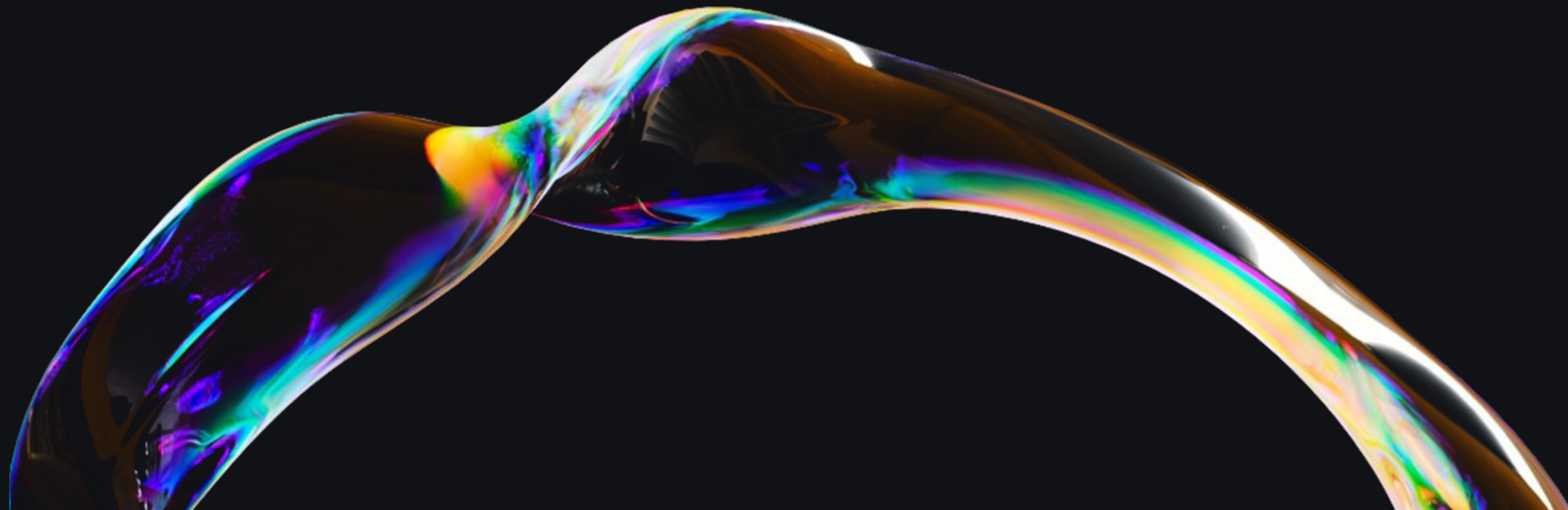
Age Proportions 2025



ESTIMATED BASED ON PUBLIC DATA

Just because the percentage of some age groups have decreased, it doesn't mean the actual number has. Millions of people join the platform every year, massively increasing the proportions in some areas.

BROADER METAVERSE & FUTURE-FOCUSED (WITH A ROBLOX LENS)

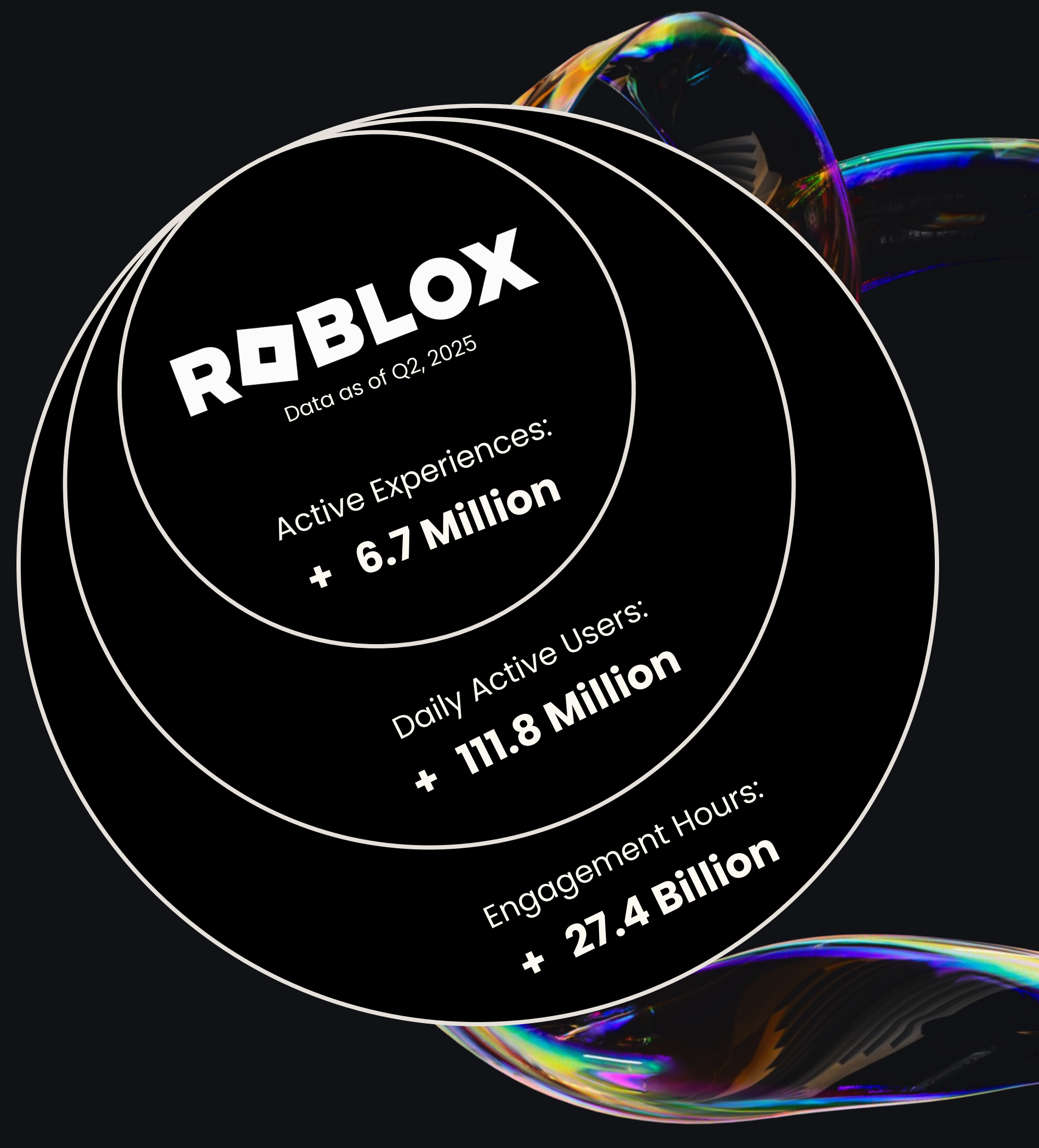


THE SIZE OF THE ROBLOX MARKET

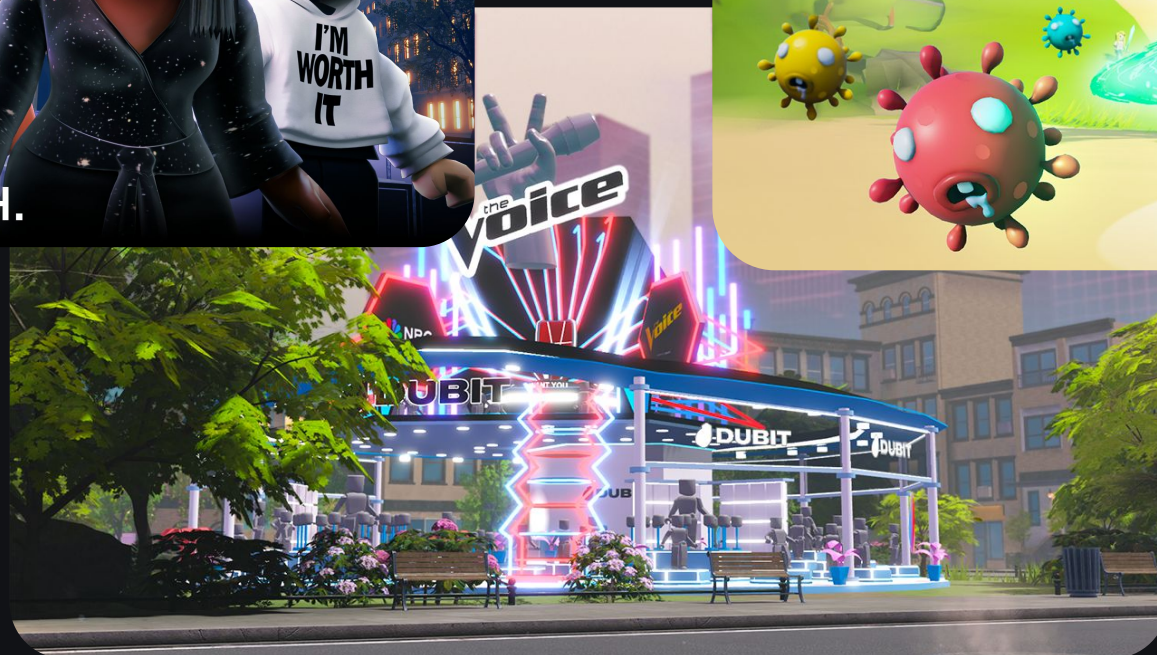
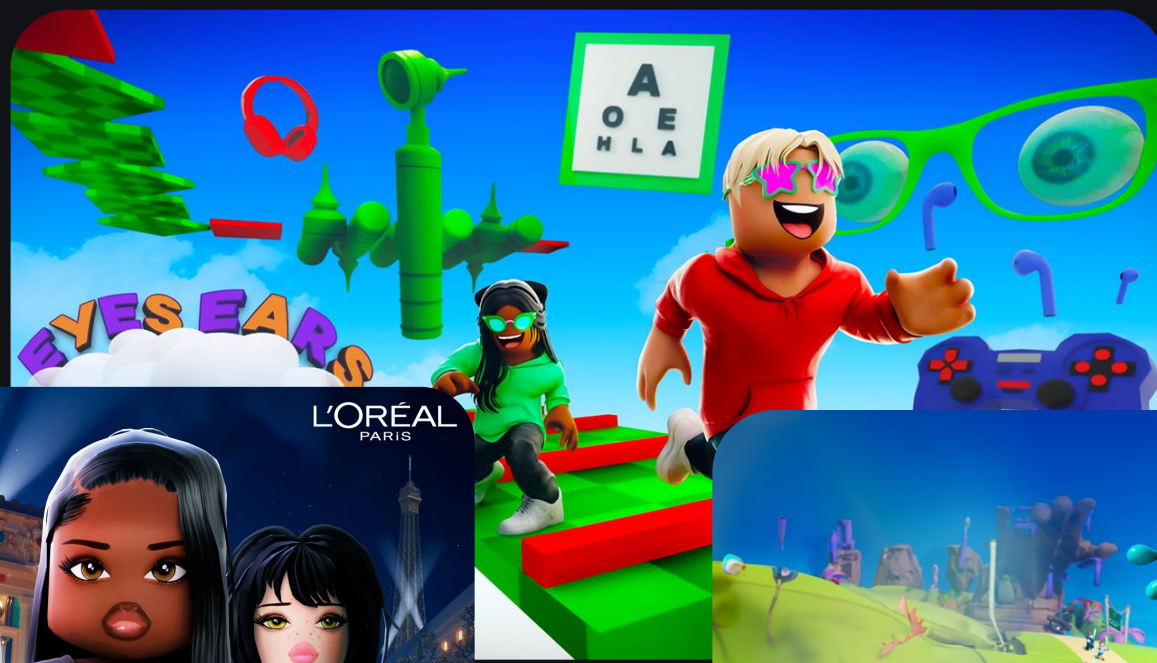
“People everywhere can join Roblox and the millions of people creating, building, and connecting on the platform.”

– Roblox, 2025

The active audience on the platform has been growing at a substantial rate each year – it’s the perfect time to start looking to invest and bring your business to a whole new level.



INDUSTRIES WELL-SUITED IN THE ROBLOX METAVERSE



INDUSTRIES WELL-SUITED IN THE ROBLOX METAVERSE

Grow a Garden: The surprise Roblox gaming hit



Graham Fraser
11 Feb 2022 21:00

ALL YOU NEED TO KNOW ABOUT ROBLOX AND McLAREN

Drive the MCL36 and visit McLaren HQ in a brand-new, limited-time, immersive experience

So, you've seen the announcement of our brand-new experience on Roblox, and you want to get involved. Let's get you racing, chasing, and cruising the streets in the MCL36 before both F1 drivers Lando Norris and Daniel Ricciardo.

February 7, 2025 In the media

BBC launches virtual adventure set in Boarders in the Roblox metaverse

Share icons: link, LinkedIn, X, Facebook



Roblox: BBC Wonder Chase famous faces enter the gaming world

7 April 2024 · 4 Comments



Dog is one of the many faces you'll probably recognise in newly launched BBC Wonder Chase on Roblox

Roblox meets 'Bake Off' with new competitive baking game

This week's Star Baker is... you?

By Shannon Connellan on October 1, 2025 Social media share icons

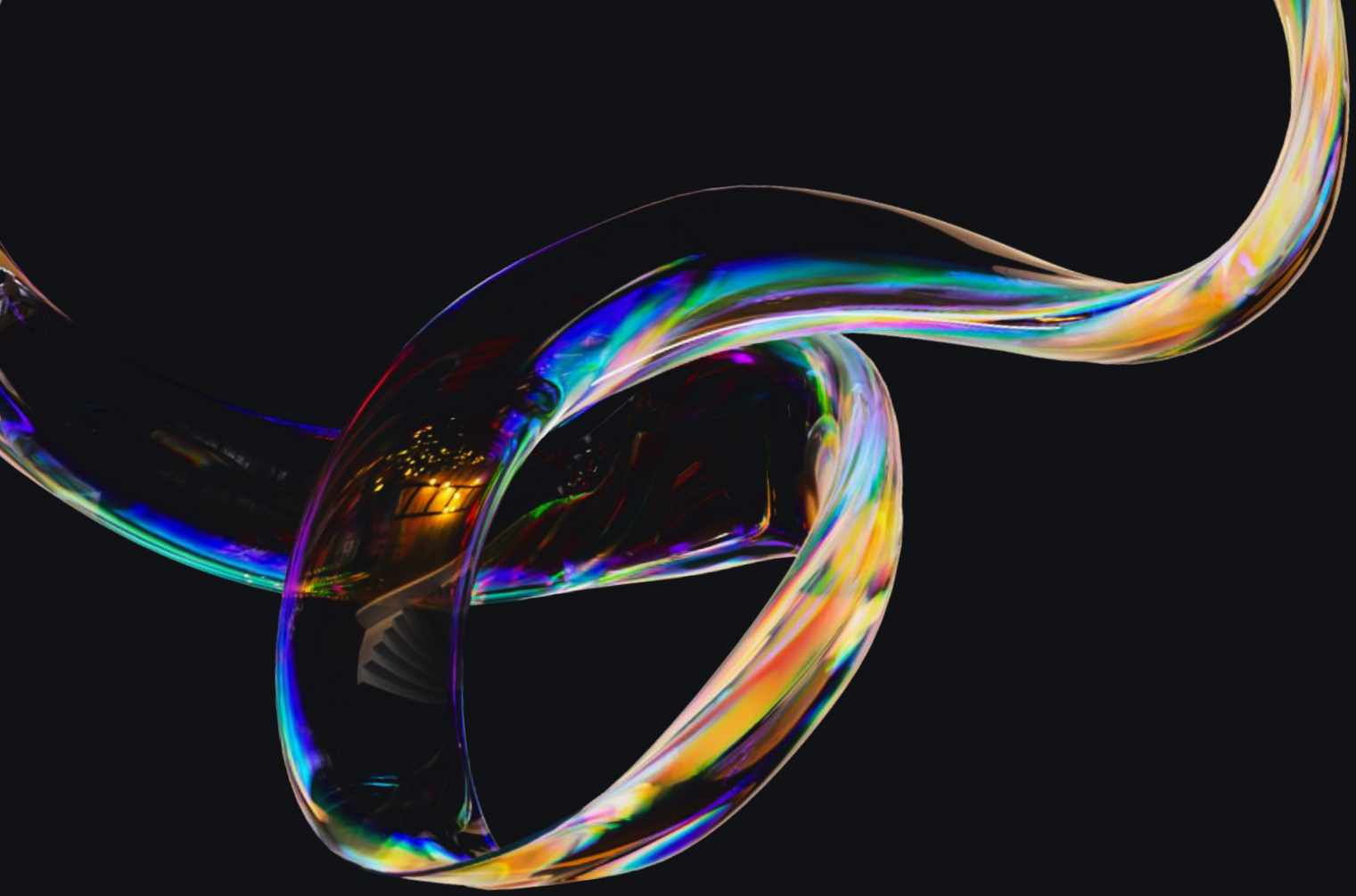


Roblox, Hasbro Climb on Deal for Toys Based on Gaming Platform



Roblox Jailbreak Source: Roblox

By Nick Turner



Because of Roblox's unique and simple gameplay patterns, and the fact that graphics matter far less than social loops, it is hard for AAA's to wrap their heads around the platform.

But with 112M DAU and 380M+ MAU, the audience is simply too big to ignore. These are the young gamers AAA's need in order to grow and thrive.

**AAA IS
SLEEPING ON
ROBLOX. WHY?**

TEAM TBM

THANK YOU

teamtbm.org

