Sebastien Borget on The Sandbox and the future of content creation & entertainment
The Sandbox 元宇宙的願景及未來的內容創作及娛樂體驗

Mr. Sebastien Borget
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The Sandbox 營運總監及聯合創辦人

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The Metaverse is being discussed as a revolutionary concept and the future of the Internet. Mr. Sebastien Borget – Co-founder and COO of The Sandbox – describes it as a myriad of virtual worlds that users can access using an avatar to represent each individual. In the Metaverse, people can explore multiple experiences and activities that are more enjoyable, more social and more engaging than previous generations of entertainment.

The Sandbox vision of the Metaverse

The Sandbox vision consists of multiple virtual worlds or metaverses, not just a single one. The Open Metaverse focuses on empowering the community and fostering creativity, while giving full ownership to those who contribute to building it. It is also an ecosystem that is enriched by inter-operability with other Web3 projects.

Unlike the virtual worlds that have existed for the last 25 years, blockchain technology now enables users to transfer their own identity, digital assets and crypto currency from one Open Metaverse like The Sandbox to another, rather than being locked inside a single world.

The promise of the Open Metaverse is to offer a more social and immersive set of experiences including games, virtual concerts, shows, art expos, museums, parties, where culture is globally connected and mixed between brands, IPs, celebrities, and new communities.

元宇宙正被各界形容為革命性的概念和網絡的未來。The Sandbox 營運總監及聯合創辦人 Sebastien Borget 表示，元宇宙是無數虛擬世界的結合，用戶可以使用虛擬替身在元宇宙中活動，並隨心探索不同地方和項目。與現實世界的活動相比，虛擬化的活動無疑更具娛樂性、互動性和吸引力，為人們帶來煥然一新的網絡娛樂體驗。

The Sandbox 的元宇宙願景

The Sandbox 的發展願景是由多個虛擬世界或元宇宙構成的整合，不僅僅代表單一的世界結構。開放的元宇宙空間促進虛擬社區的發展，培養用戶的創造能力，同時將產權賦予那些為元宇宙發展作出貢獻的族群。元宇宙同時亦是完善的生態系統，透過與其他網絡 3.0 應用合作，為用戶帶來更立體的使用體驗。

與已發展了 25 年的虛擬世界不同，區塊鏈技術現在可以讓用戶將自己的身份、數字資產和加密貨幣在開放的元宇宙空間（如 The Sandbox）間轉移，而不是侷限在單一空間中。

開放的元宇宙空間將提供更具互動性和沉浸式的虛擬體驗，包括遊戲、虛擬音樂會、表演、藝術博覽會、博物館、派對等，這些活動鼓勵多元文化融合，包括品牌、知識產權、名人甚至是社區層面的聯動。

The Sandbox team envisions that within the next 10 years, the Metaverse will have profoundly transformed how people think about their work, social life, leisure, and earning capability through the new economic opportunities and jobs that are created.

Sebastien believes that through this rapidly developing new form of entertainment – with all its variety of experience and many different brands – users can each find something compelling to enjoy. With a rapidly growing number of users joining the ecosystem – in The Sandbox there are already more than 4 million – famous brands as well as smaller businesses can capitalise on this momentum to identify favourable marketing opportunities.

The Sandbox 團隊預計在未來十年內，元宇宙將大力打破社會對工作、社交活動、休閒生活的發展框架，並藉著創造新的經濟活動及就業機會提高人們的收入。

娛樂形式正快速轉變，Mr. Borget 相信透過截然不同的體驗形式和新創品牌，用戶可以在市場上找到更豐富的娛樂選擇。加入元宇宙的用戶數量正迅速並持續地增長著，單是 The Sandbox 中已有超過 400 萬名用戶，知名品牌甚至是小型企業都希望利用這一趨勢找到行銷方向和機遇。

How companies can prepare for the Metaverse

With the technology to develop the Metaverse already in place, the next step is to make it more accessible and relevant to users so that friction points are eliminated. One of the most important points is to educate people about the benefits of true digital ownership and to inspire them to get into Web3.

Sebastien explains the significance of interoperability - the ability to have a true virtual identity that you can take with you across worlds and platforms – which is one of the features that can only be built in the Metaverse. He thinks this is a key to success for companies to consider when creating their own virtual world.

Also important are DAOs (Decentralised Autonomous Organisations) which are structures that provide a type of governance that is unique to Web3. Using a DAO, metaverse governance can be devolved to its users through a voting process.

企業可如何迎接元宇宙的到來？

元宇宙的技術漸趨成熟，然而發展的下一步便是為用戶釋除疑慮，讓元宇宙更為大眾所接受。教育人們數字擁有權的真正好處，並藉此激勵他們參與網絡 3.0 的進程將是推廣元宇宙的重要一環。

Mr. Borget 解釋元宇宙世界中的互通性為何別具意義。元宇宙的重要功能之一，正是賦予用戶的虛擬身分，讓所有人都能帶著它穿梭於各元宇宙世界間。他強調這是企業在創建專屬虛擬世界時需要考慮的關鍵因素。

無大台自治組織（DAO, Decentralised Autonomous Organisations）亦為網絡 3.0 特有的運作方式提供結構上的詮釋。在 DAO 的管制模式下，元宇宙的管理可透過投票機制，下放管治權力至各用戶手上。

Third, true digital asset ownership is essential: namely the ability to create, buy, and sell assets as NFTs across ecosystems through the blockchain. This is another unique feature of Web3.

The last key for any business looking to get into the Metaverse and Web3 is to embrace NFT culture. Each metaverse project should be inter-operable and part of a truly decentralized ecosystem where the community has true ownership of their assets. All players in the Metaverse can enjoy increasing value when Web3 projects succeed together.

第三，數字資產的所有權在元宇宙中是必不可少的，亦是網絡 3.0 的賣點之一，指的是用戶能透過區塊鏈技術在元宇宙生態中創建、購買和出售資產的能力。

任何希望進入元宇宙和網絡 3.0 世界的企業均需要理解及接受 NFT 文化。NFT 文化使用戶能在不同的元宇宙世界交替操作，並容許各網絡社區對其創建的資產有實在的擁有權，為去中心化的網絡生態建立紮實的基礎。倘我們能秉持網絡 3.0 世界的理念，參與者自然也能從元宇宙世界中各取所需。

Rising to the challenge

As more and more companies take their first step into this new business arena, they need to fully understand the value of a decentralized ecosystem and ensure that their metaverse project is interoperable. Sebastien's advice is to embrace the vision of Web3 and the importance of empowering user-generated content and the community to create a truly inclusive ecosystem: don't focus on short-term gains but instead pursue a vision for long term development.

Security may be the final consideration for a new metaverse project - but it is essential to get it right. Although blockchain technology enables an extra layer of security, its decentralised nature means that the user holds ultimate responsibility for his or her private key. There are some risks developed during the Web2 period that must be carefully considered which include phishing attacks, fake websites and online impersonation. It is essential to educate new users about the importance of securing their digital wallet and online identity in Web3, just as they needed to protect login credentials in Web2.

迎難而上

越來越多的企業已邁出進入元宇宙領域的第一步，然而要在市場上如魚得水，企業便需要充分理解去中心化的價值所在，並確保元宇宙間的互通性。Mr. Borget 建議企業需要堅守網絡 3.0 的核心價值，展現對用戶生成內容和社區的重視，創造真正具包容性的網絡環境。企業不可只關注短期的收益，而是需要追求長久且永續的發展。

網絡安全是元宇宙發展路上的重要考慮，其重要性不容動搖。雖然區塊鏈技術已為網絡資訊帶來額外保障，但其去中心化的特質意味著用戶需要對其持有的私鑰項目負上最終責任。網絡釣魚攻擊、虛假網站和身分冒充都是一些在網絡 2.0 時期產生的風險，毫無疑問，我們需要為這些難題給出解決的方案。用戶在網絡 2.0 時代學會了保障個人的網站登入資訊，踏入網絡 3.0 時代，我們也必須教育用戶該如何保護個人數字錢包和在線身分。

Future of the Metaverse

Sebastien believes that the Metaverse is more than just a short term trend. Multiple market studies and industry reports from McKinsey, NewZoo, Goldman Sachs, and JP Morgan all point to its long term viability.

According to the aforementioned McKinsey study, by 2030 the Metaverse could generate US$ 4-5 trillion across consumer and enterprise markets.

The overall trend among analysts is that the Metaverse is expected to create a new model for content creation and entertainment, disrupt sectors across every industry, create millions of jobs, and enable new forms of social interaction among users, businesses, brands and their fans.

Web3 and the Metaverse enable each of us to become an explorer, using the power of human imagination to invent parallel universes where we can choose the experiences that we want in life.

元宇宙的未來

Mr. Borget 認為元宇宙並不只是眾多短期熱潮之一，McKinsey、NewZoo、Goldman Sachs 及 JP Morgan 的市場調查已證明了元宇宙具備長期發展的穩健潛力。

由 McKinsey 的報告中亦指出，元宇宙可在 2030 年或以前為消費者及企業市場帶來高達四至五萬億美元的規模。

整體趨勢分析認為元宇宙有望為娛樂及內容創作行業帶來全新模式，顛覆各個業務領域，創造數以百萬計的就業機會，並在用戶、企業、品牌和其支持者之間實現嶄新的互動模式。

網絡 3.0 和元宇宙使每個人都能成為探索家，運用想像的力量發掘平衡宇宙的潛力，隨心追求夢寐以求的生活體驗。