

THE METAVERSE PROMISES BIG OPPORTUNITIES AND EVEN BIGGER CYBER RISK

BY 2030, THE EXPECTED VALUE OF THE METAVERSE WILL BE **\$5 TRILLION**.¹

Despite concerns about **cybersecurity in the metaverse** and an **uncertain macroeconomic climate**, businesses in Australia, the U.K. and the U.S. are venturing ahead with participation.

28%

of respondents say their organizations have been developing metaverse initiatives in the past 6 months

58%

of respondents say their organizations plan to do business in the metaverse within 12 months



Organizations see promising opportunities in the metaverse to:



44%

Enhance customer engagement



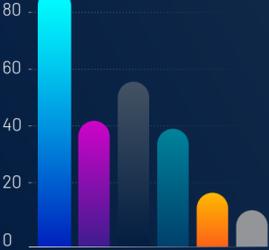
41%

Improve learning and training



41%

Collaborate and work better



86%

of respondents would be comfortable sharing **personally identifiable information** of users across different services in the metaverse.

Yet, only **48%** of respondents feel very confident in their ability to curb **new** and **old threats** in the metaverse such as:

1



Invisible-avatar eavesdropping

2



Cloning of voice and facial features and hijacking video recordings using Avatars

3



Conventional phishing, malware and ransomware attacks

4



Compromised machine identities and API transactions

To get ahead of these threats, **93%** of respondents agree that organizations need a solid **cybersecurity framework** before offering services in the metaverse.



93%

of respondents believe that **identifying vulnerabilities** before **code** reaches runtime will be important."

Organizations planning to **launch projects** in the **metaverse** should strengthen the **cybersecurity posture** of their underlying infrastructure today. Those who simply chase opportunities could experience a false start.

MEASURE TWICE, CUT ONCE.

Opinion Matters conducted an online survey on behalf of Tenable from 25 October - 8 November 2022 with 1,500 professionals representing roles in cybersecurity, DevOps and IT engineering. Respondents came from organizations with 26 or more employees in Australia, the United Kingdom and the United States. The margin of error is +/- 4.38% with 95% confidence.

¹ McKinsey & Company "Value Creation in the Metaverse" - June 14, 2022