

From influencers to a digitized productive society: Looking into the future digital economy through metaverses

Tanwa Arpornthip

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Blockchain technical advisor, SCB10X

Researcher, BLOCK research team, Prince of Songkla University

Self introduction



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Researcher, BLOCK research team, Prince of Songkla University

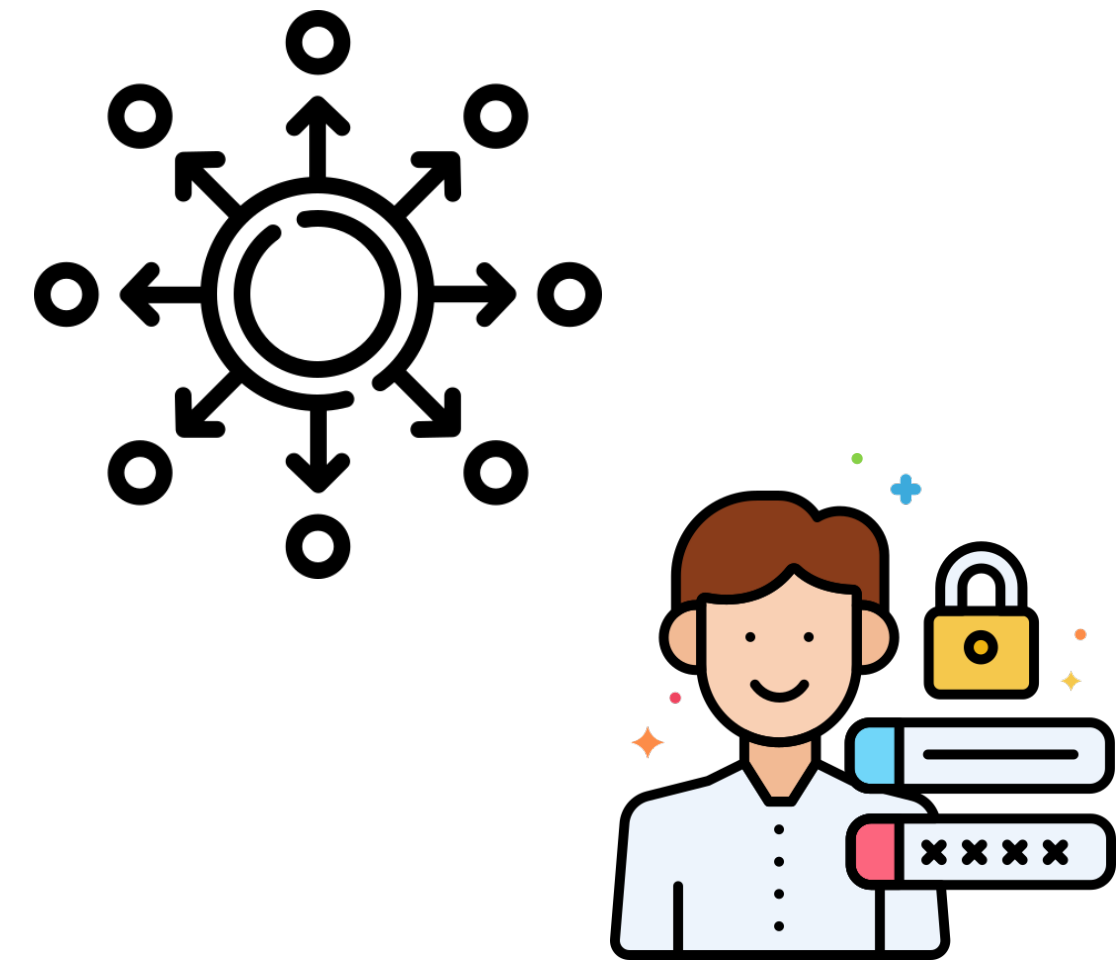
Outline



Introduction to metaverse



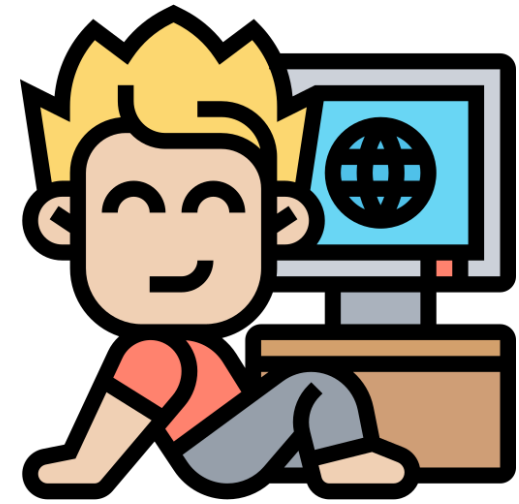
Discussion



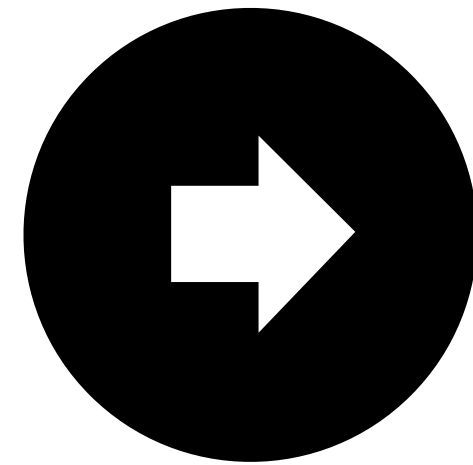
Decentralization

Privacy

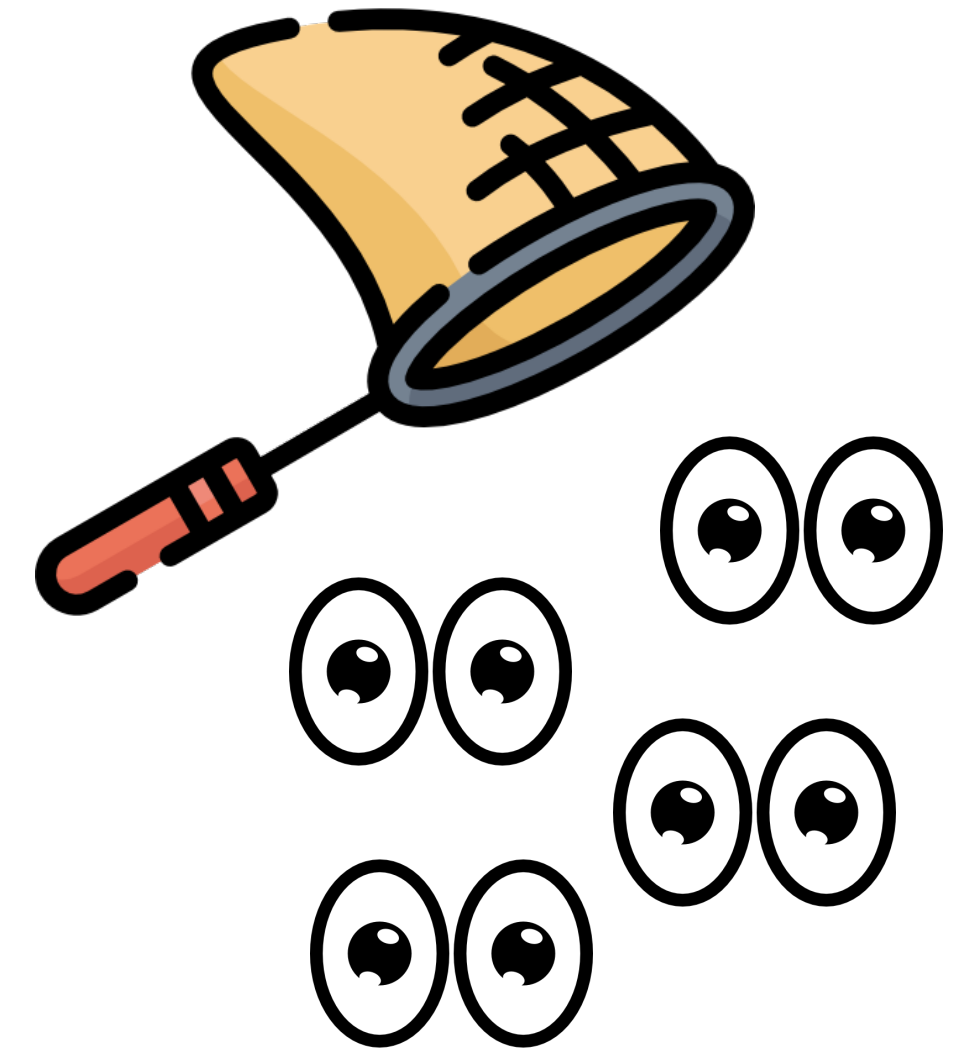
Changing nature of online interaction



Passive consumer



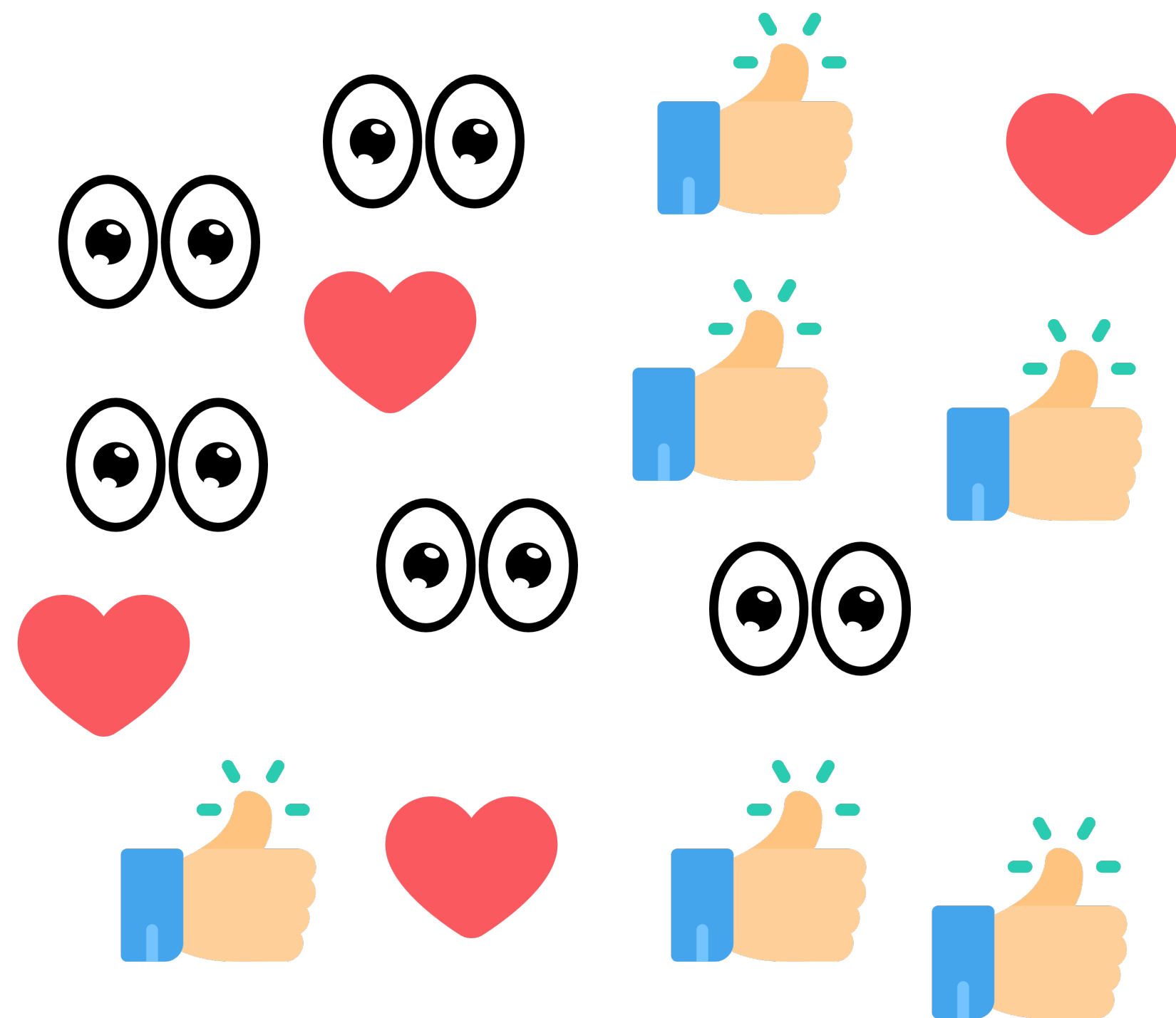
Creator



Capture difficulty

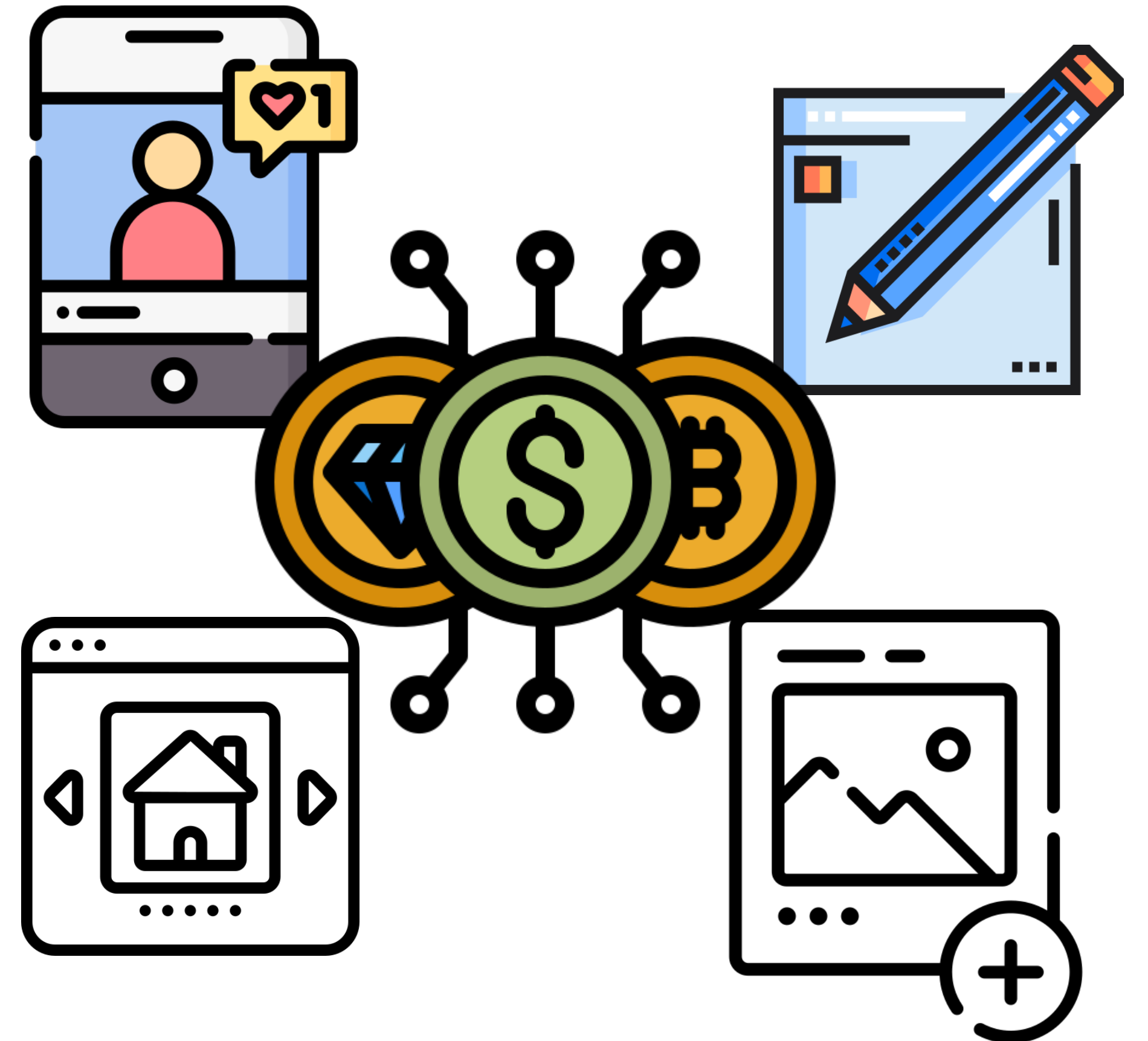
Easy mode

Eyeballs and attention



Hard mode

Assets / Monetary value



Unnatural interface: Digital assets + Traditional laws

VPN provider bans BitTorrent after getting sued by film studios

By [Ax Sharma](#)

March 12, 2022 11:01 AM 7



Fortnite cheater forced to pay up after Epic lawsuit

Full sum to go to charity.



News by [Victoria Kennedy](#) | News reporter

Published on 10 May 2022

Handling BitTorrent File Sharing Lawsuit Threats 101

By [Phil Nicolosi, J.D.](#)

You may be involved in a bitTorrent or file sharing lawsuit as a “John Doe” defendant. Have you recently received a letter from either your Internet Service Provider (ISP) or an attorney claiming to represent the copyright holder of certain files you allegedly have illegally downloaded/distributed over the Internet?





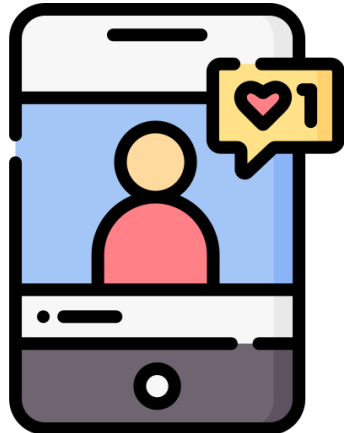



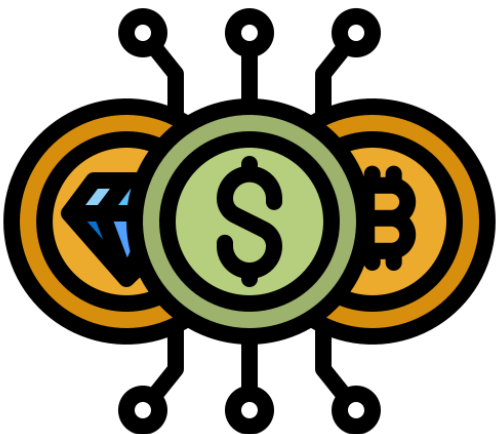



Such a letter from your Internet service provider says that they have been compelled to reveal your personal account information in connection with a subpoena. The letter will refer to an IP address associated with your account that has allegedly been used to download or “share” files over the Internet, usually adult content videos, through BitTorrent or other peer-to-peer sharing networks.

Slow/delayed response

Costly process

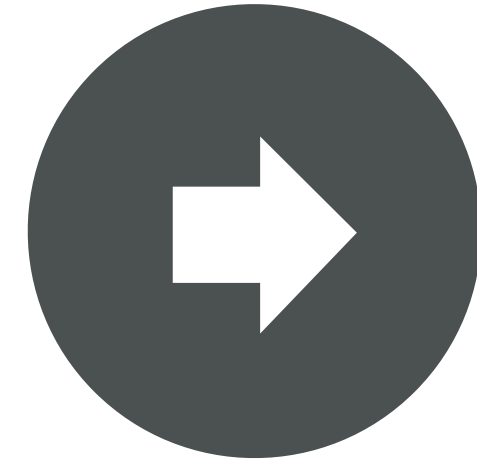
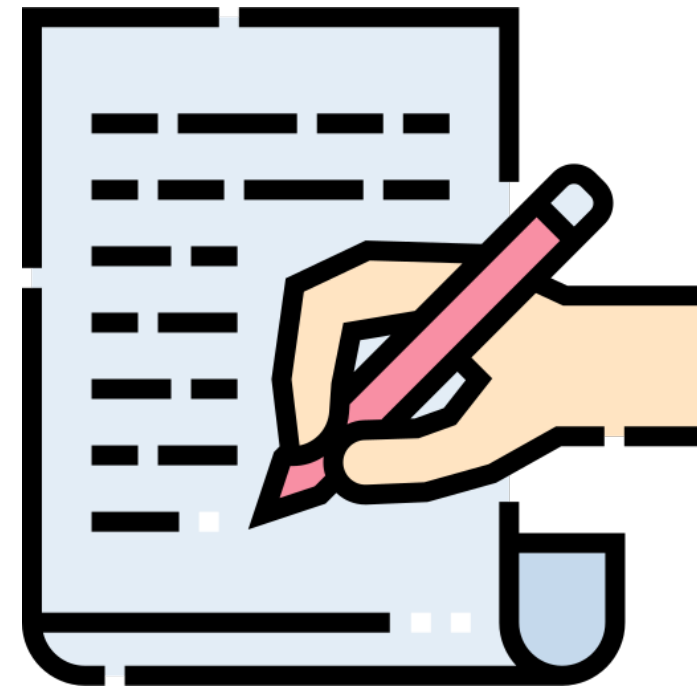
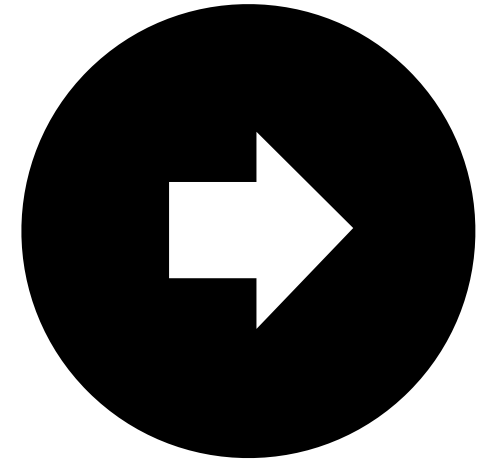
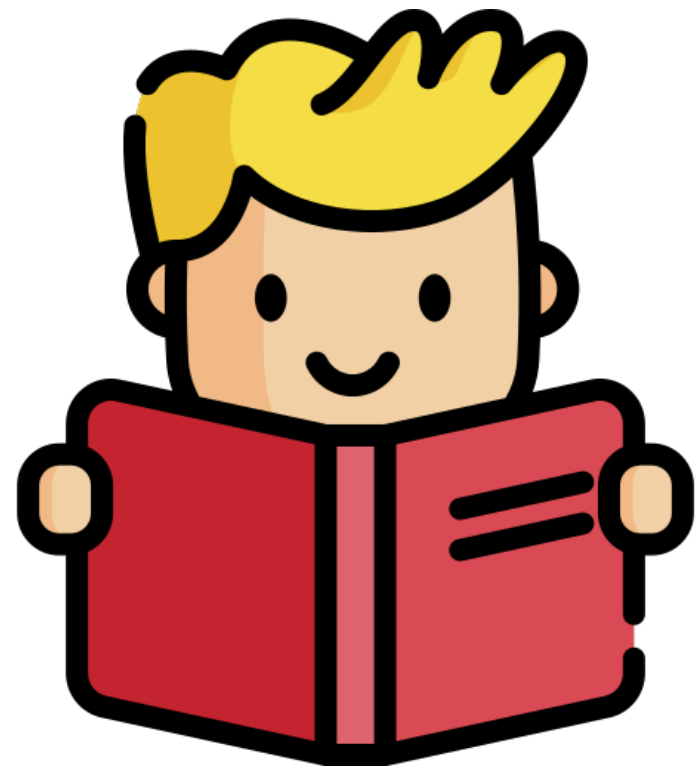
Lopsided authority

Comparing asset features

		Scarcity	Verifiability	Productivity (demand)
Real Estate				
Non-blockchain Digital assets				
Digital assets (w/ blockchain)				

A larger portion of people's life shifts online, the digitized economy will command a larger portion of economic productivity.

Web 3



Web 1

Read

Web 2

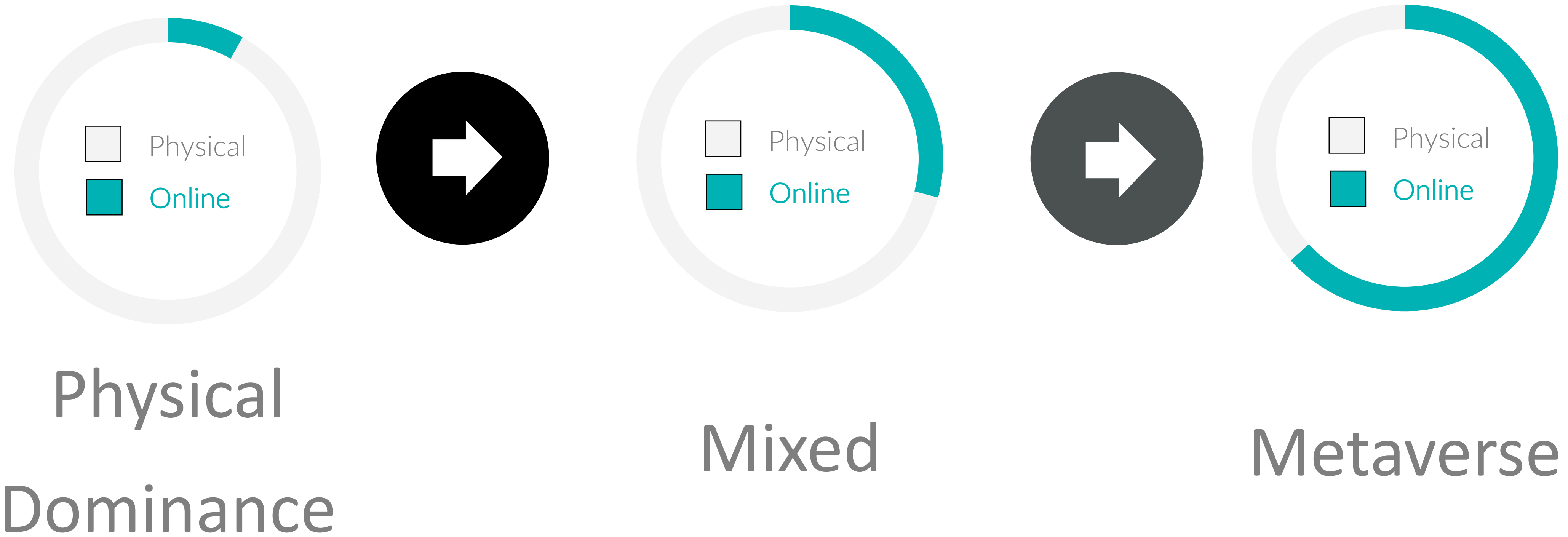
Write

Web 3

Own

Users own the content they create and can monetize / utilize it freely. Digital copyright

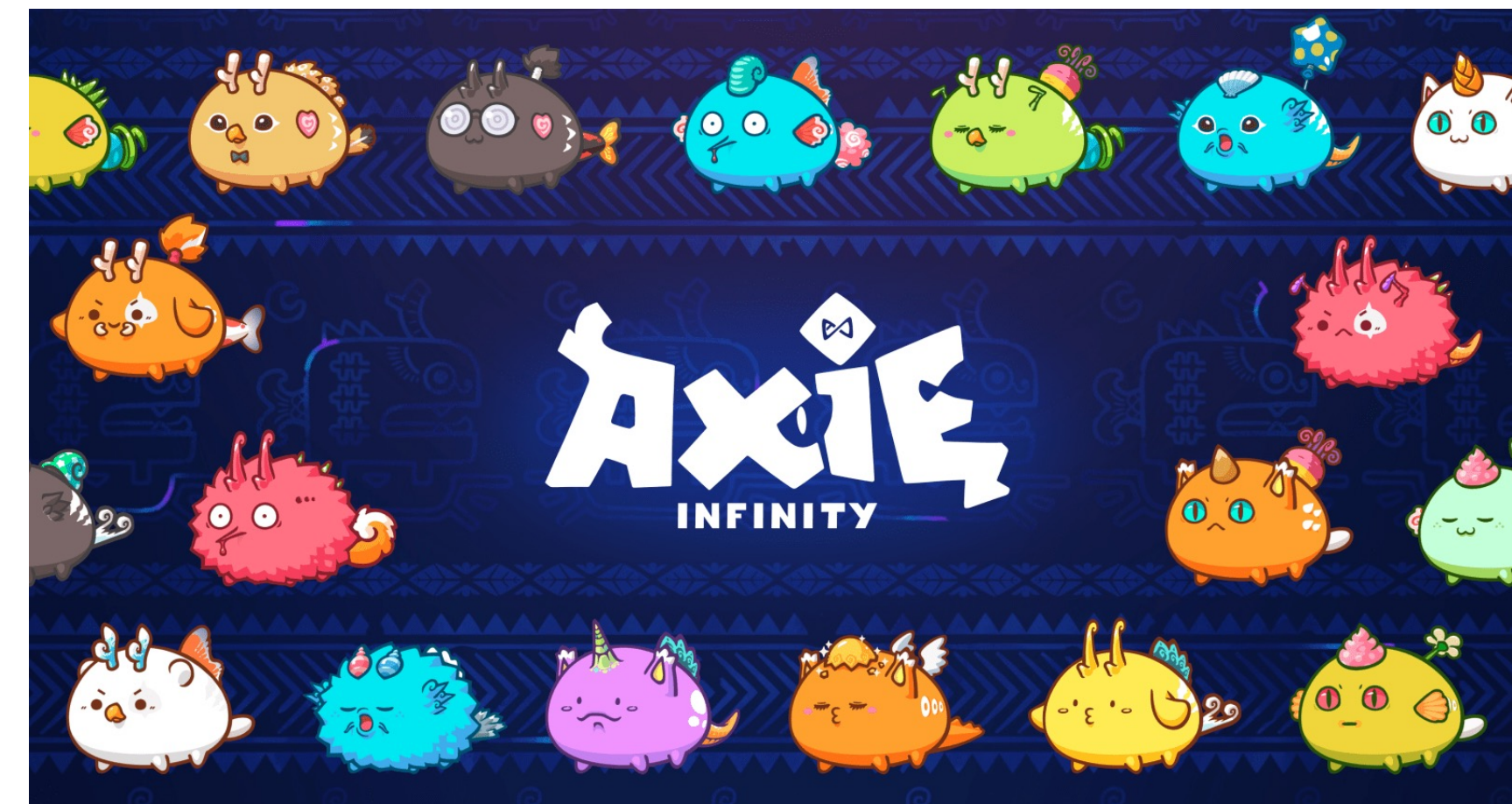
Metaverse



”The metaverse is the moment in time where our digital life is worth more to us than our physical life.”

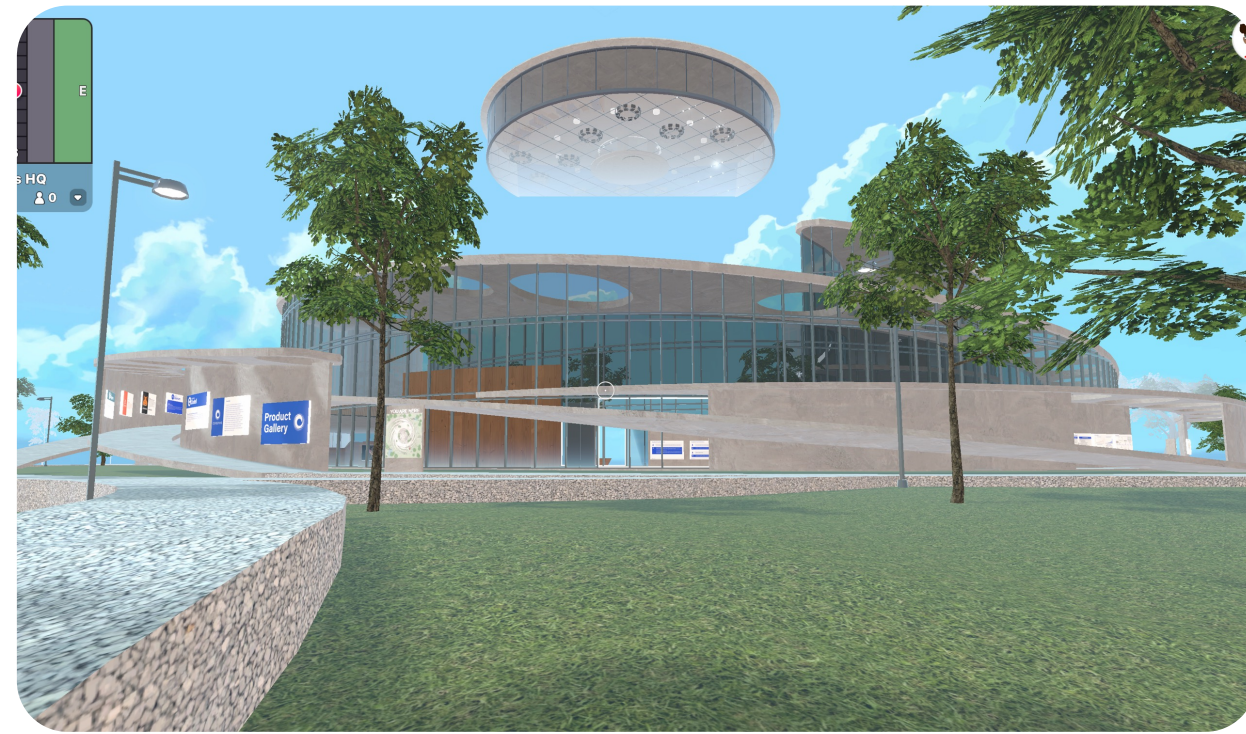
Shaan Puri
Chairman, The Milk Road

Metaverse has emerged with the development of Web3.0, having new virtual economy



Besides games, what can we expect to see in Metaverse?

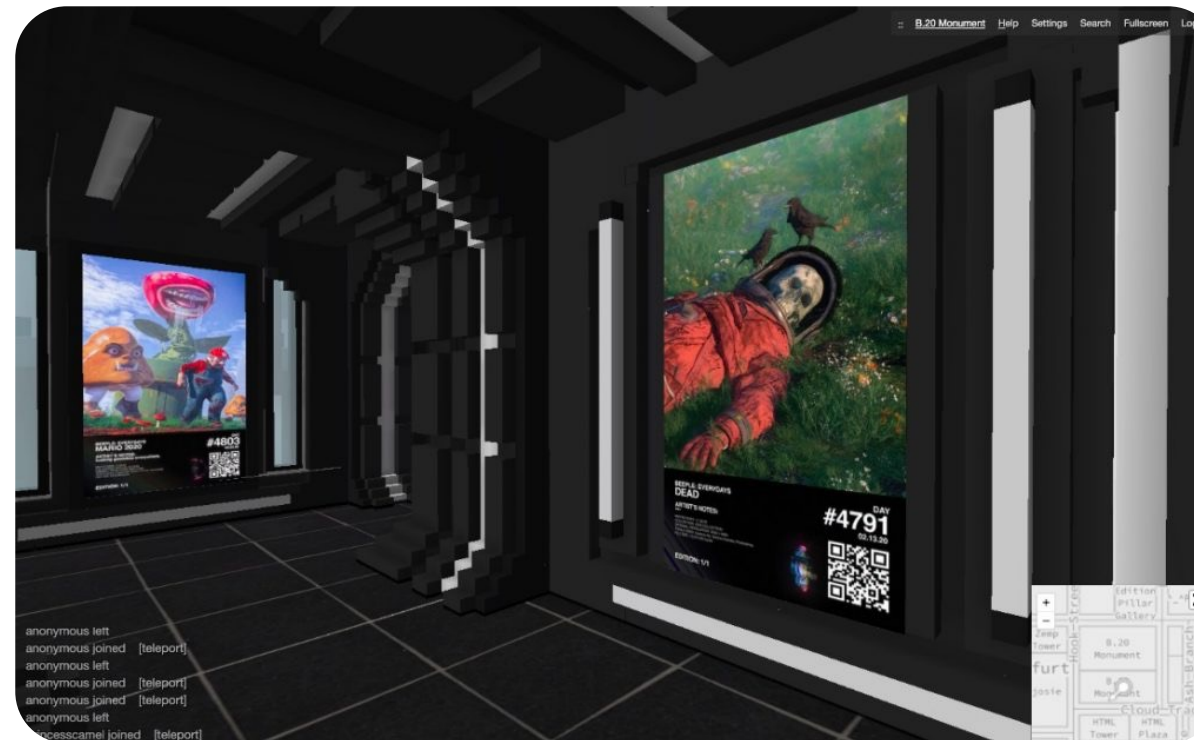
Headquarters



Consensys's new HQ

- *Launched in Apr 2021*
- Gather and share real-world and virtual-world ideas
- Meet for virtual drinks, host talks, NFT exhibits, team and client meetings

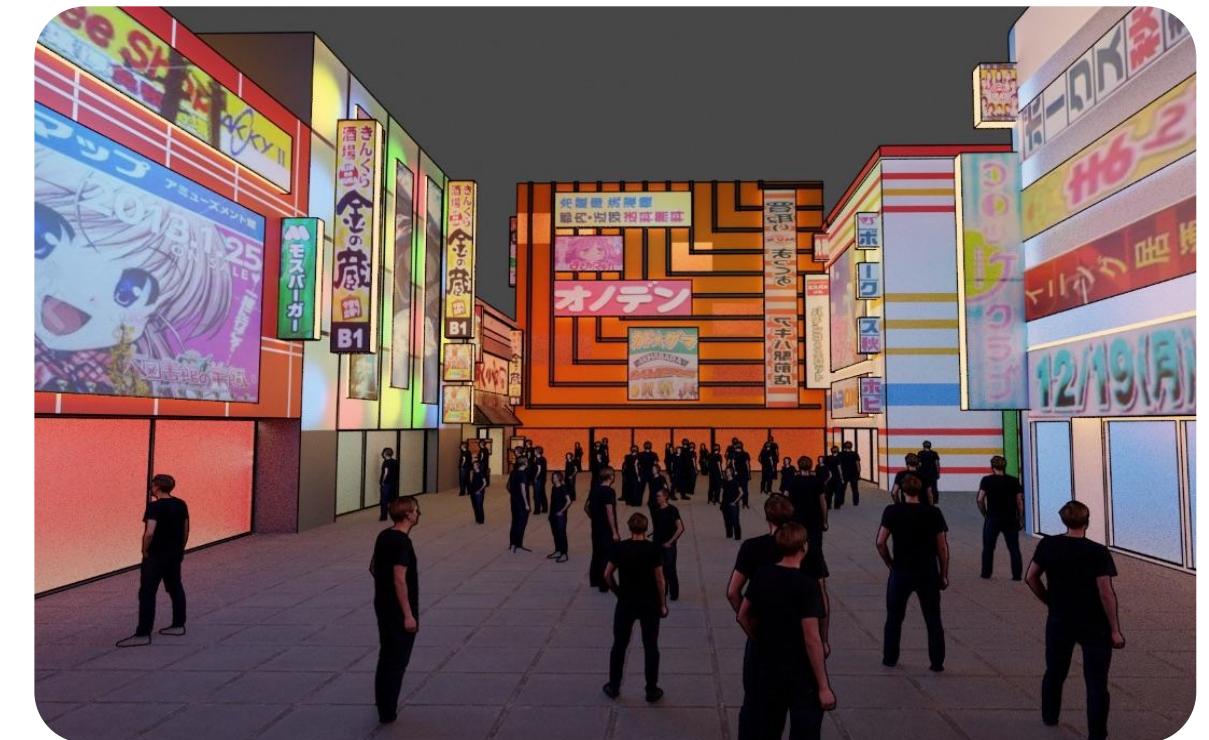
Museum



B.20 Museum

- *Launched in Jan 2021*
- Metapurse, an investment fund, purchase NFTs named “Everydays: The First 5,000 Days”
- Designed by Voxel Architects

Shopping District



Metajuku

- *Launched June 2021*
- Inspired by Harajuku
- Stores are leased and operated by third-party digital wearables brands.

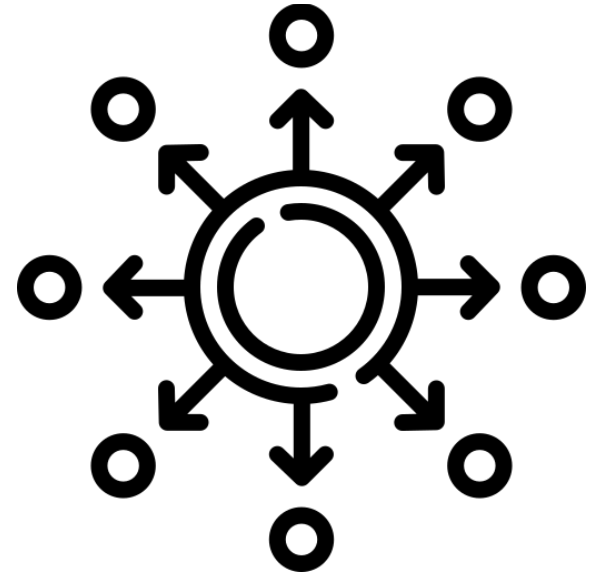


FUTURE

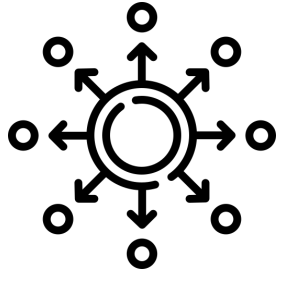
EXPLORE THE EXHIBITION HALL OF FUTURE TOGETHER

- Explore two cases:
Decentralization + Privacy
- Discussion of concept and contrast
different solutions
- Type out Pros/Cons in chat
- Or, reflect together at the end of each
discussion case

Decentralization

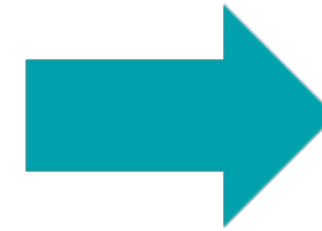


Privacy



Ledger Decentralization

Centralized



Decentralized



Just like tradition finance, a ledger is an account or record used to store bookkeeping entries created when user generates a transaction.

For transparency, the ledger is public and everyone one the blockchain will get a copy of the transaction

Centralized



Cheap
Familiar
It works!



Attack risk
Centralized
Censorship
Corruption

Decentralized

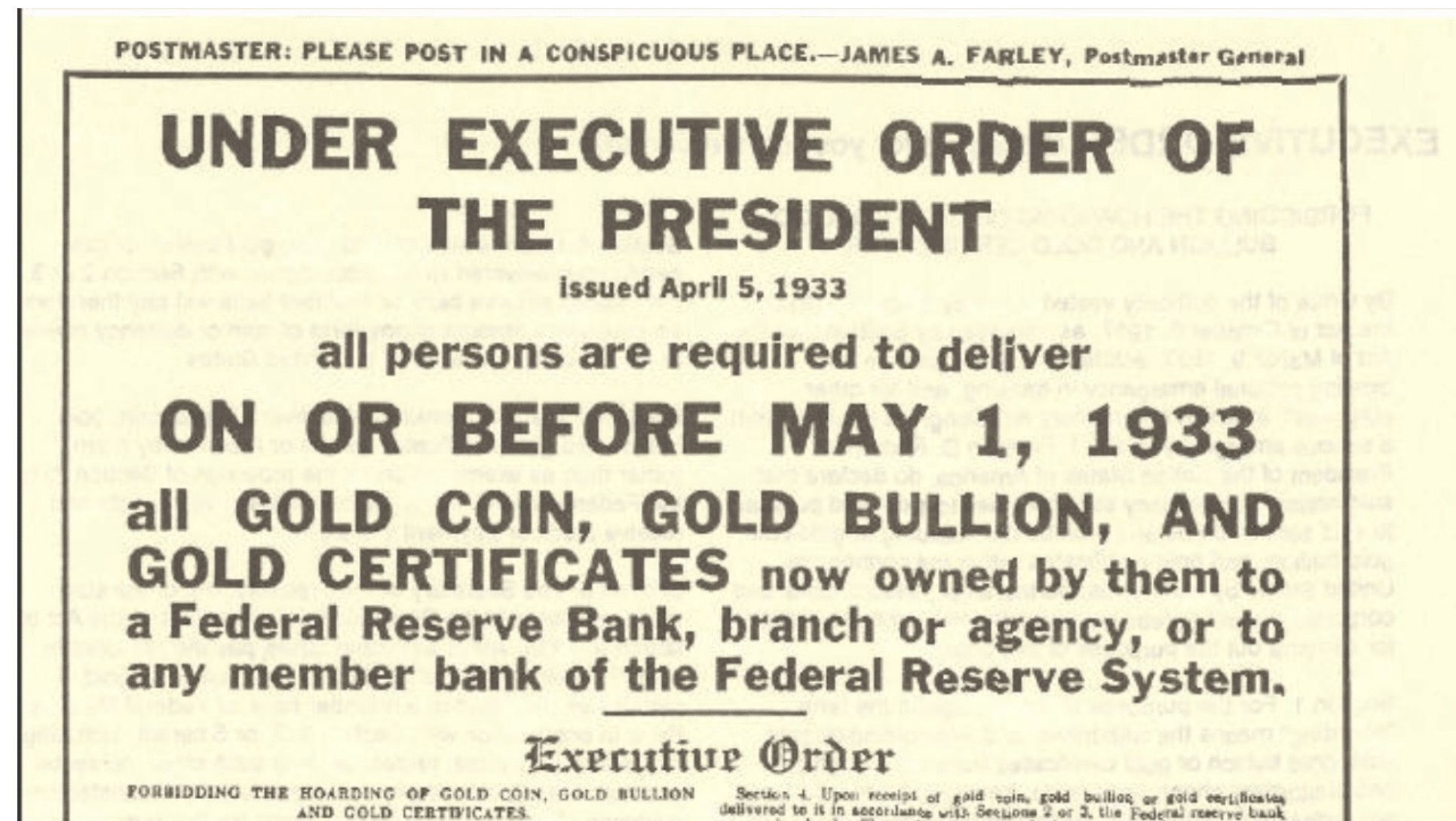


Resilient to attacks
Decentralized
Censorship resistant
Less corruption

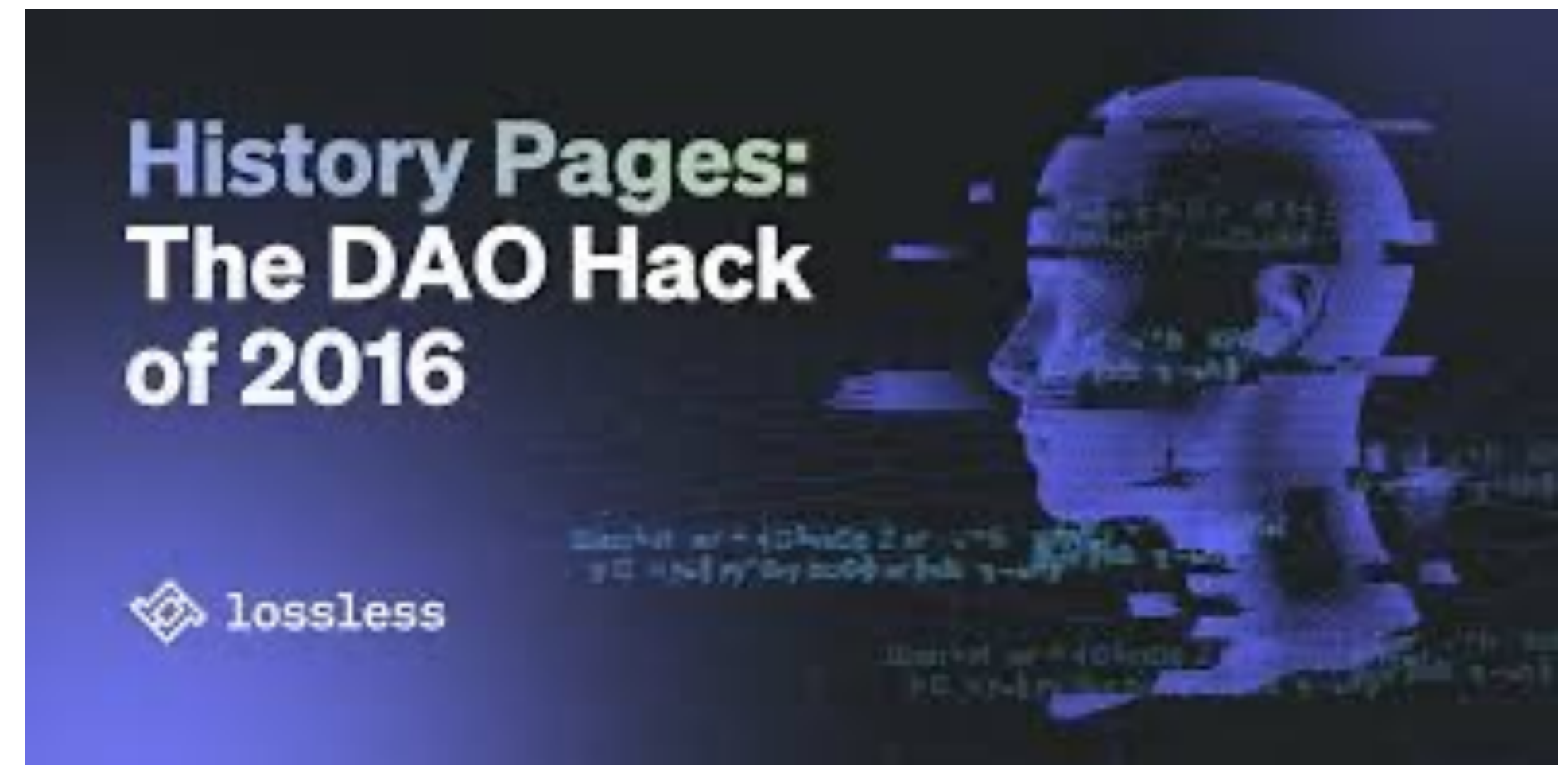
Less proven tech
Unfamiliar
Digital only

Example cases

Executive order 6102: Gold ban



The DAO's hack on Ethereum 2016



Challenges

- "Ownership" of stolen assets?
- Two societies using two different ledgers. If disagree, which to use?
- Fewer control for governments? People have more power? Less safety net?

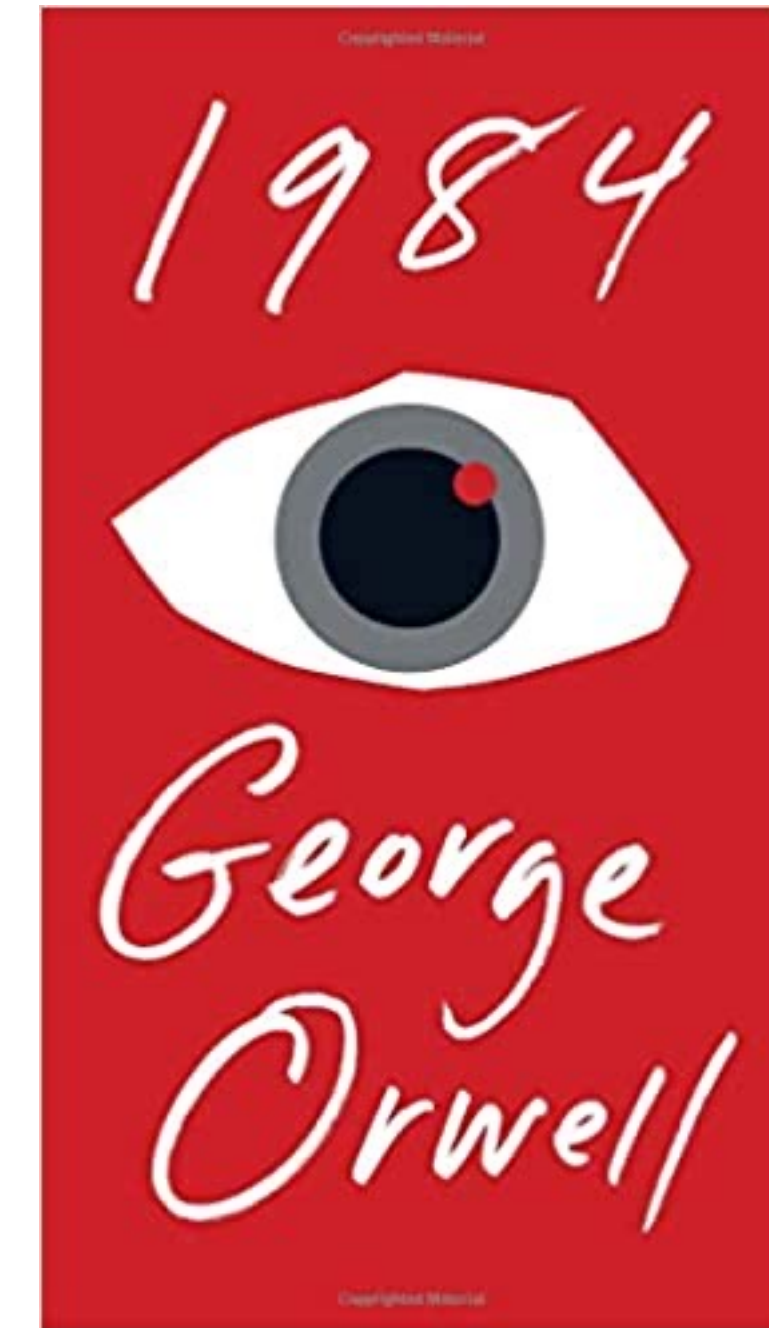




Transaction privacy spectrum



**Fully anonymous
(Crypto anarchy)**

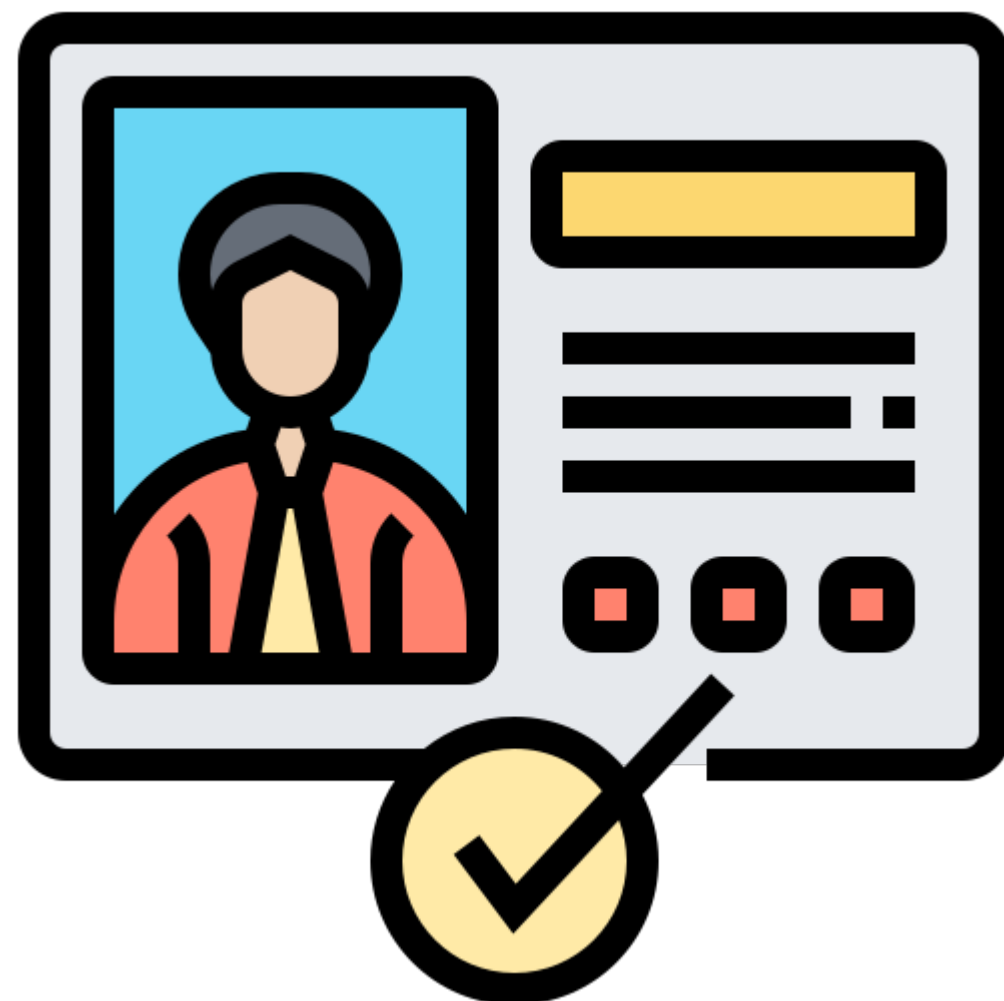


**Surveillance state
(Orwell's "1984")**

Anonymous vs identified



Increase innovation
Basic human rights
Free-market conforming



Anti-corruption
Tax tracking
Create social trust

Fully anonymous

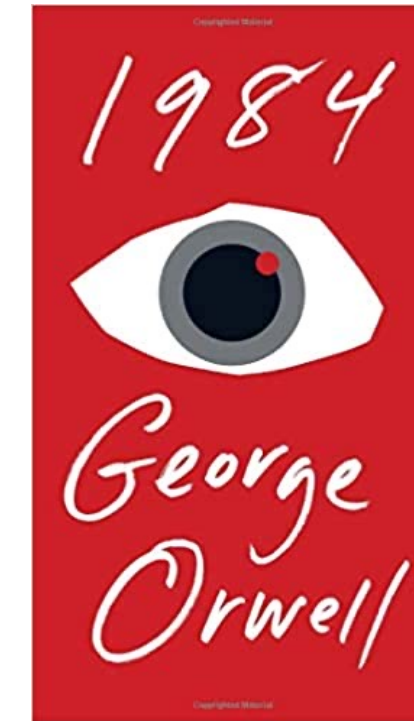


Increase innovation
Basic human rights



Money laundering risks
Shadow economy
Tragedy of the commons

Surveillance



No illicit money
Prone to corruption
Everything is tracked

Stifle innovations
Violating human rights

Example cases



Hackers behind Colonial Pipeline attack reportedly received \$90 million in bitcoin before shutting down

DarkSide, the hacker group behind the Colonial ransomware attack, received \$90 million in bitcoin ransom payments, according to blockchain...

18 May 2021



CREEPING AUTHORITARIANISM

Frozen: How Canada's Banks Betrayed their Customers During the *Emergencies Act*

Peter Shawn Taylor May 4, 2022

Challenges

- How much anonymity should we allow?
- The inefficacy of the current money laundering effort as reported by the UN (success rate at 0.2%)



Thank you!