

WEB 3.0  

 Intelligence 

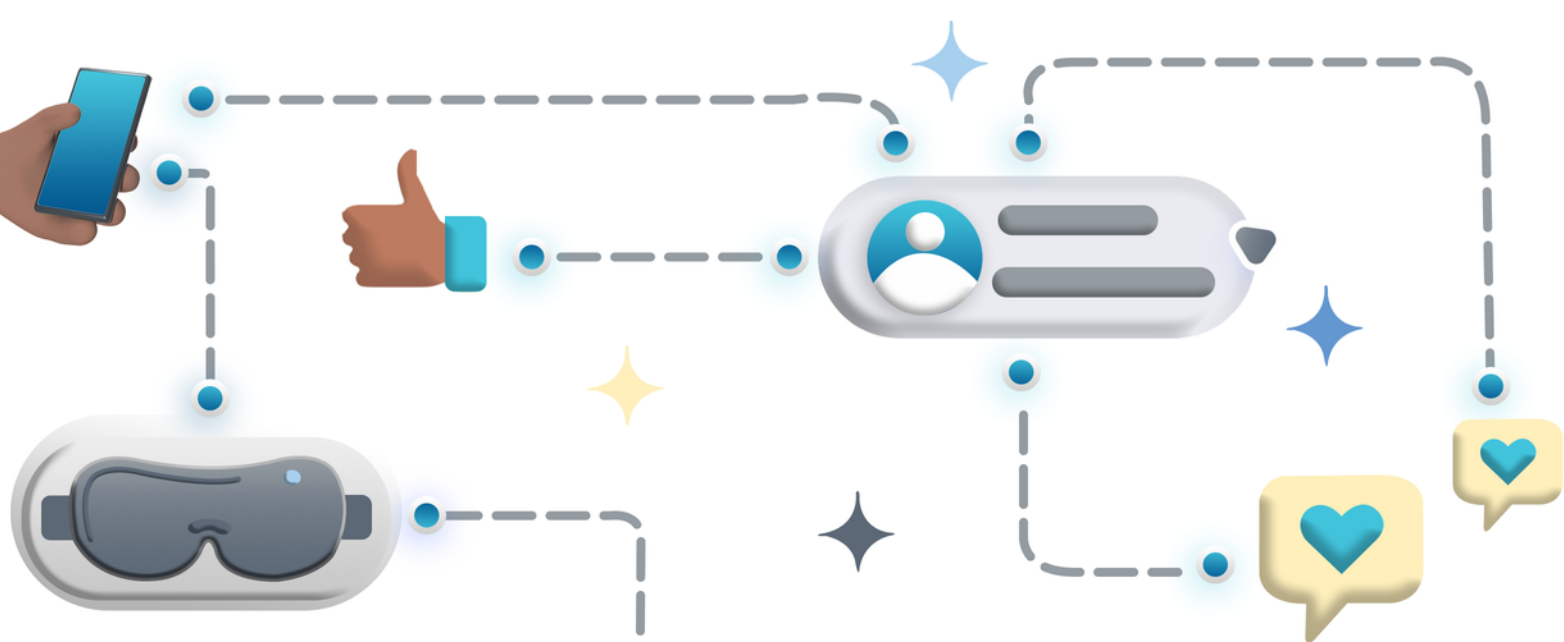
& 

Influencer 

Report 2022 



The New Economy of Creation, Consumption,
and Collaboration in the Web 3.0 World.



FOREWORD

In the new Web 3.0 environment, how exactly will the decentralized internet impact the interactions between content creators, brands, and enablers (agencies)? Discussions about Web 3.0 typically focus on enhanced user privacy, transparency, and data ownership but it is also revolutionizing the entire creator economy. With India being home to more than 50 million content creators spread across global apps, how will creators and brands refresh their playbooks to continue to influence consumers in the internet of tomorrow — The metaverse?

The pioneer of the World Wide Web said that Web 3.0 is all about user autonomy and decentralization. In other words, Web 2.0 as we know it today can be imagined to be stored in a few centralized locations, but Web 3.0 is being built on the backbone of blockchain and cryptocurrency technology. Web 3.0 is pushing the internet forward where the end user or consumer will be truly in control. What does this bring for content creators and brands?

Under the Web 3.0 euphoria, there is a big opportunity to seek education and clarity for all stakeholders. FleishmanHillard India's 'Web 3.0 Influencer & Intelligence Report 2022' lays out the Web 3.0 conversational landscape for brand adoption, identifies trends, and investigates the awareness, perception, and inclination of creators and influencers about Web 3.0, to gauge its impact for brands and businesses.

As all elements of Web 3.0 are already upon content creators — bloggers, publishers, influencers, and independent creators — our study also touches upon the adoption of non-fungible tokens (NFTs), cryptocurrencies, tokens, and the metaverse. This report explores content creation, community building and engagement experiences, content collaborations, and much more, anchoring our predictions for influencer marketing and content creation in the Web 3.0 world.



PART A

The 'Web 3.0 Influencer & Intelligence Report 2022' is developed by FleishmanHillard India, with FleishmanHillard's TRUE Global Intelligence for detailed conversation analysis of the Web 3.0 landscape in India. The landscape overview includes traditional and social media conversation analysis using a social listening tool called Talkwalker. The tool allows us to identify what topics are driving conversation, and who the top voices are in this space. Content was analyzed between April 1, 2021-April 31 2022, within India, including conversations in both Hindi and English.



Welcome to the *newverse* !

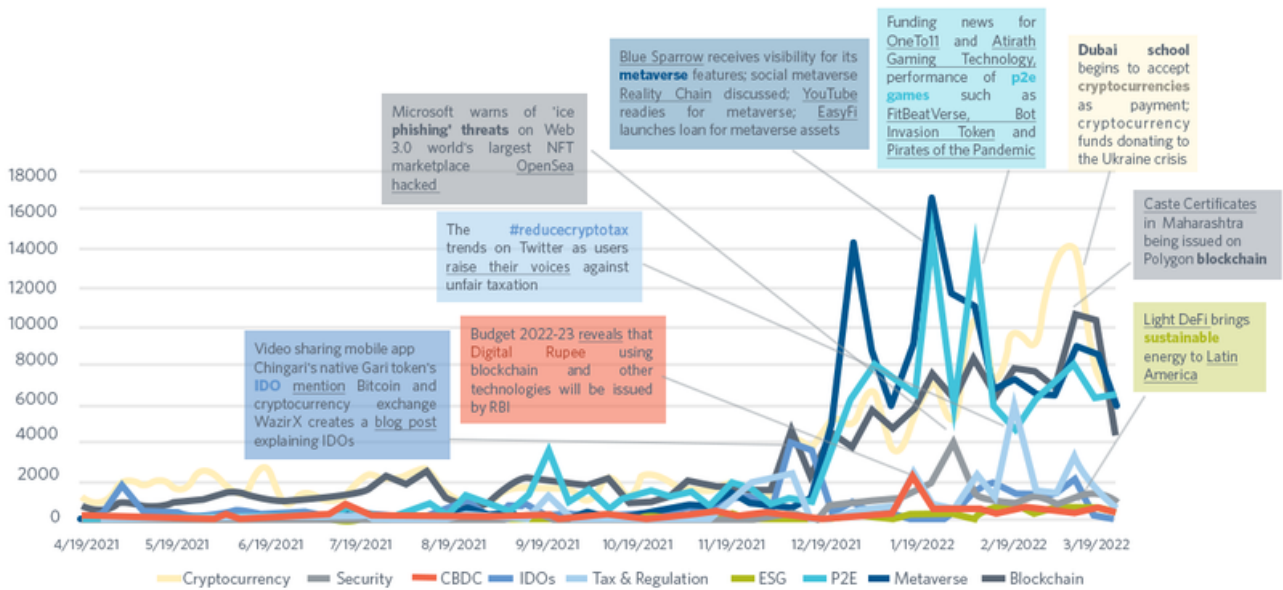
India today has the largest globally connected digital population. This means India has the scale to propel any new paradigm to mainstream adoption. While Web 3.0 essentially implies a radical overhaul of legacy digital architecture, India is already seeing a Web 3.0 ecosystem forming silently with active participation from infrastructure providers, platform creators and policymakers who aim to set global standards. And upon analyzing some of the key conversations in the space, here's what we found.

KEY FINDINGS



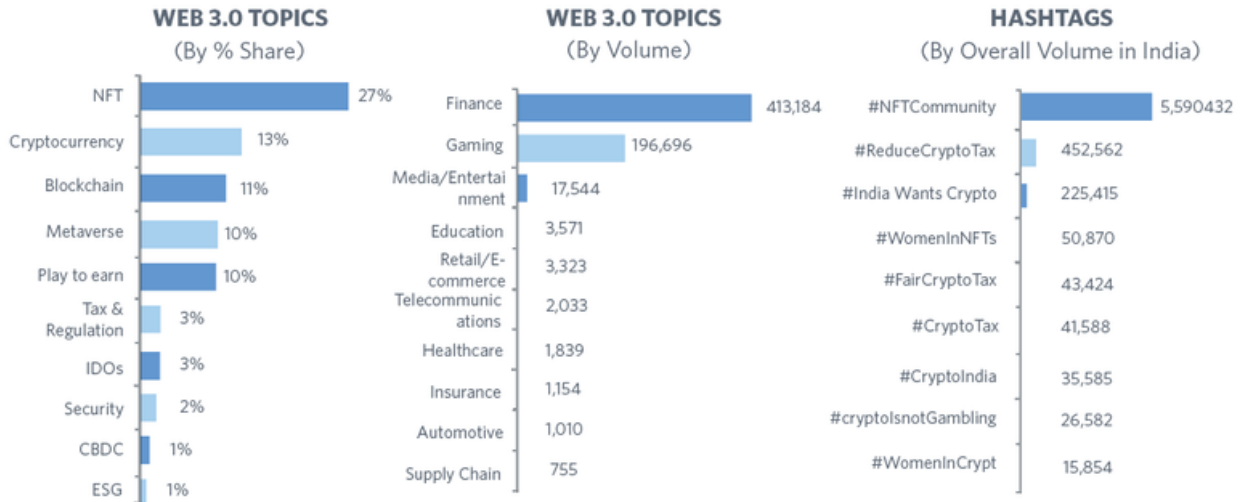
CRYPTO LITERACY AND WEB 3.0 AWARENESS CAN UNLOCK LARGER POTENTIAL FOR INDIA

The Web 3.0 ecosystem in the country has seen active participation from infrastructure providers, platform creators. Overcoming barriers around understanding of the crypto landscape and accessibility for everyone will encourage greater participation from consumers. 5G will soon be a reality for India, connecting the country like never before and allowing the Web 3.0 landscape to grow. The play-to-earn ecosystem has familiarized many of the country's youth with Web 3.0. Brands across sectors, notably automotive, telecommunications, healthcare, fintech and IT are making investments within the metaverse.



WEB 3.0 CONVERSATION TOPICS OVER TIME.

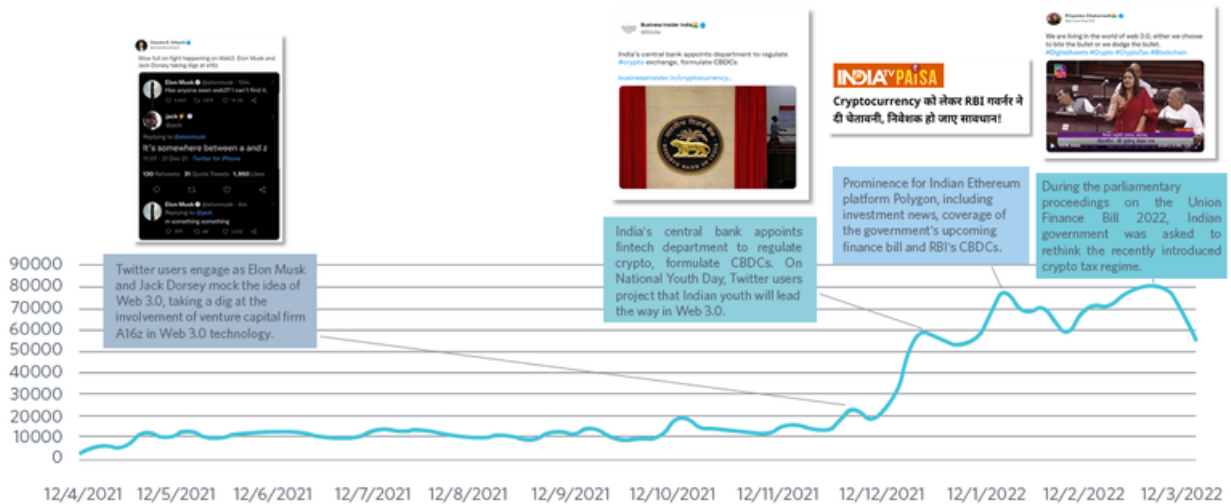
Source: Basis content analysis of conversations in both Hindi and English during the time period of April 1, 2021 - April 31, 2022 within India, conducted by FleishmanHillard's TRUE Global Intelligence using Talkwalker



WEB 3.0 LANDSCAPE: TOPICS, SECTORS AND HASHTAGS.

BRANDS MUST MONITOR POLICY AND REGULATORY CHANGES IN THE LANDSCAPE

An enabling regulatory ecosystem was observed as the single most deterrent to encouraging Web 3.0 startups, thereby leading India to miss the opportunity. The decision to tax income from the transfer of virtual assets at 30% effectively greenlighted crypto trades but made them prohibitively expensive. With the introduction of a new crypto tax regime in India, it is highly anticipated that new regulations/clarifications with respect to crypto transactions would be soon introduced by the government.



CONVERSATIONS IN INDIA WERE UPLIFTED AS THE GOVERNMENT BEGAN CLARIFYING ITS STANCE ON CRYPTOCURRENCIES. THE UNION BUDGET 2022 IMPOSED TAXATION ON VIRTUAL DIGITAL ASSETS AND PROPOSED A 'DIGITAL RUPEE' USING BLOCKCHAIN AND OTHER TECHNOLOGIES.

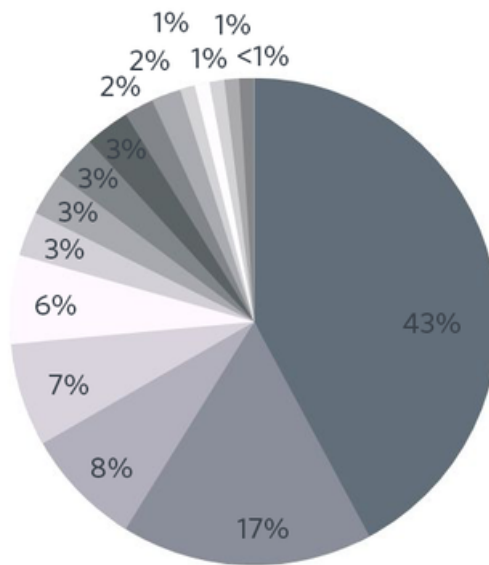


THE EVOLVING LANDSCAPE REQUIRES CLOSE ATTENTION TO SHIFTING CONVERSATIONS, EMERGENT TRENDS, NUANCE AND NEW RISKS



The NFT marketplace will see exponential growth in India in the entertainment, arts, and sports industry. Did you know Bollywood star Amitabh Bachchan's NFT fetched nearly \$1 million at the country's first such auction? This is not only an example of how the space is becoming increasingly more exciting in India, but it also showcases how proceeds from NFT sales can be a huge revenue-churner for the government. Also, the nation has a longstanding love for collecting cricket mementos and many strides have been made in the fantasy cricket and play-to-earn cricket games space. So, cricket NFTs may soon become a household word. NFTs can further help the nation resolve issues surrounding ownership and raise funds via NFT sales.

TOP NFT PLATFORMS
(By overall share of voice in India)



- WazirX NFT ■ Rario ■ Kalamint ■ BollyCoin
- Colexion ■ Vibranium ■ VistaVerse ■ BuyUCoin
- FanCraze ■ GuardianLink ■ BeyondLife.Club ■ JupiterMeta
- Diginoor ■ HeftyVerse ■ Fantico ■ Nftically



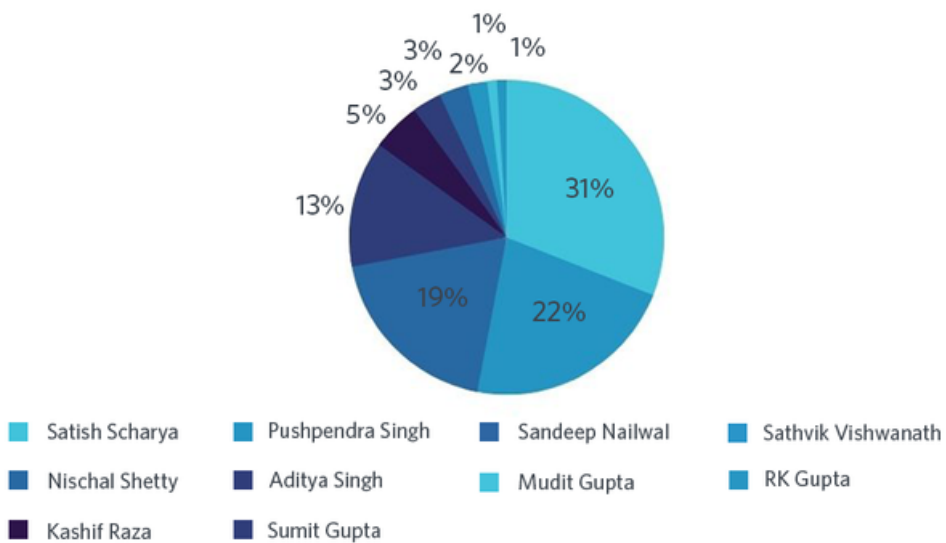


WITH WEB 3.0 BRANDS MUST STRIVE TO CREATE A COMMUNITY THAT IS BY THE MEMBERS AND FOR THE MEMBERS



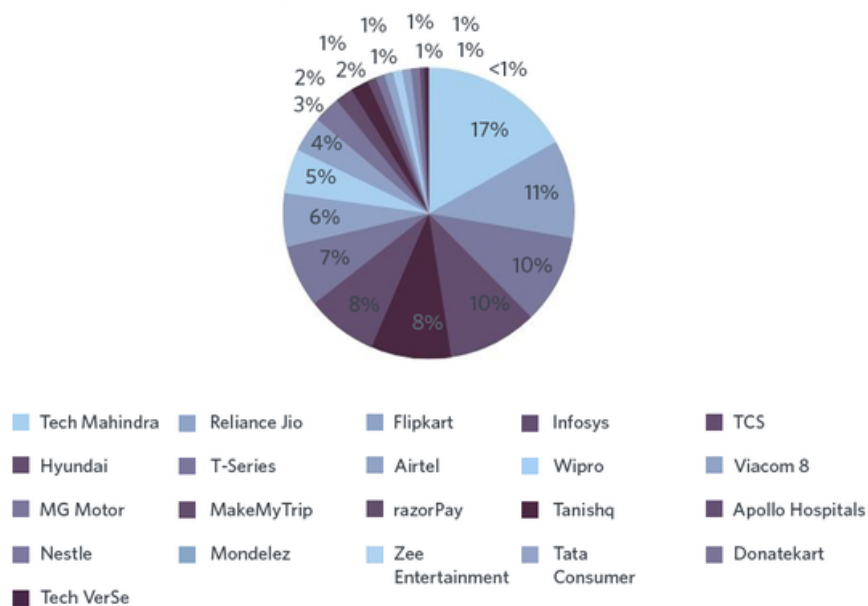
Web 3.0 promise brands a good space for community engagement and monetization. This is especially true for sports, e-sports brands as well as play-to-earn games. There was a big emphasis on crypto communities functioning within ecosystems with identifiable cultural and behavioral traits. The blueprint of a sustainable community is one that is fair, equitable and helps others. Metaverse offers a good amount of scope in terms of the innovation at the brand level and how to engage with consumers.

TOP THOUGHT LEADERS
(By overall share of voice in India)



TOP WEB 3.0 VOICES IN INDIA

TOP BRANDS
(By share of voice in Web 3.0 topics)



TOP BRANDS IN WEB 3.0 SPACE IN INDIA





PART B

The 'Web 3.0 Influencer & Intelligence Report 2022' is developed by FleishmanHillard India, in partnership with Eleve Media, where we conducted primary research with over 500 influencers and content creators across India, identifying the early shifts in influencer marketing as social media communication moves to Web 3.0, identifying emerging trends impacting the creator economy.



Creators in the *newverse* !

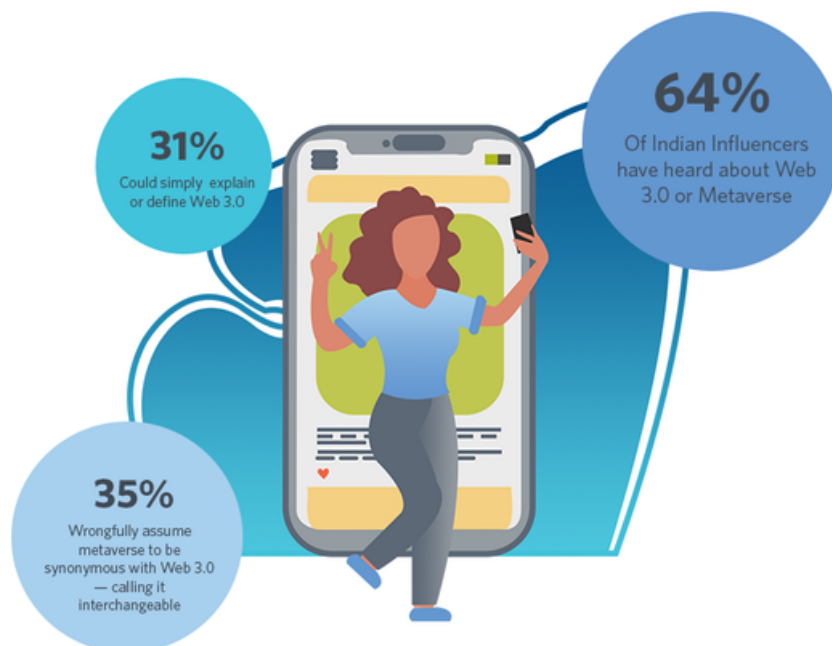
With the Web 3.0 Influencer & Intelligence Report 2022, FleishmanHillard India discovered key insights that are likely to shape the future of creator, brand, and agency relationships, going forward. Here's a glimpse into what we can foresee.

KEY FINDINGS



POPULARITY OF 'WEB 3.0' REVEALS A DIRE NEED FOR BETTER UNDERSTANDING

While Web 3.0 is mainly about users owning and creating the new internet, the metaverse centers on how users will enter and experience the 'internet of the future'. These two buzzwords, while having become extremely popular, are puzzling for many.



To the creator of an online community, the metaverse sounds both confusing and exciting. Once creators and influencers wrap their heads around the potential unlocked by the metaverse, they will witness that it's simply a much richer way to bring communities together in meaningful and productive ways.

While 58% of influencers/creators surveyed said they have heard about blockchain, crypto assets were voted as the least beneficial offering of Web 3.0 — with only 31% of influencers ranking it above other offerings such as - smart contracts, the ability to develop more engaging content and play-to-earn gaming. Expectedly, the majority of influencers/creators also voted their current understanding of tokens to be the least — with 18% ranking it as the lowest.



MOST INFLUENCERS WILL CREATE FOR 'COMMUNITY' (WEB 3.0) OVER 'ALGORITHMS' (WEB 2.0) IN THE METAVERSE



Web 3.0 is expected to have fewer or no intermediaries. Creators and influencers are directly connected to their audience, who also becomes an integral part of their thriving communities in the metaverse. At the same time, creators that now monetize their content with ads will be able to do so through their content in many new ways: via non-fungible tokens (NFTs) for sharing exclusive content. Quite aptly, "the ability to hold and develop more engaging content" was voted as the second-most beneficial offering of 'Web 3.0' for creators and influencers, with 38% of influencers ranking it first on the list, above other factors.



3 in 5 Influencers will or may switch to Web 3.0 for engagement and revenue



Influencers that provide true value to their user base will be the queens in this space. In the first phase, we will see the gaming industry adopt 'Web 3.0', followed by entertainment, and finally retail.

Nikita Ahuja,
@nikitaahuja__
Singer and Songwriter



INFLUENCERS ARE ON THE LOOKOUT FOR NEXT-GEN TOOLS TO STRENGTHEN THE CREATOR ECONOMY

Not only do smart contracts eliminate intermediaries, thus allowing content creators full control over their earnings, but they also make transactions refreshingly transparent and immutable. This enables all parties to track the flow of monetization and value.



46% Voted Smart Contracts as the top most beneficial offering of Web 3.0



With new content creation and communication models, it is imperative that communication agencies, creators, influencers and brands collaborate and embrace the new 'Web 3.0' reality.

Dev Negi,
@devnegilive
Musician





The best part is that the first-time artists and creators, without fears of plagiarism, can retain long-term royalties on their creative work in the Web 3.0 world.



CREATORS AND NFTS PAVED THE WAY FOR METAVERSE TO BECOME AN ACCELERATED REALITY



In the Web 3.0 world, one of the most successful methods of monetizing content is using NFTs. These “jpegs” are traded and valued based on their rarity and social prestige. And owning these NFTs is analogous to belonging to a social club, class, or cult with the authenticity of the ownership viewable by all thanks to the blockchain technology’s immutability of words.

64%
Influencers said they have heard about NFTs

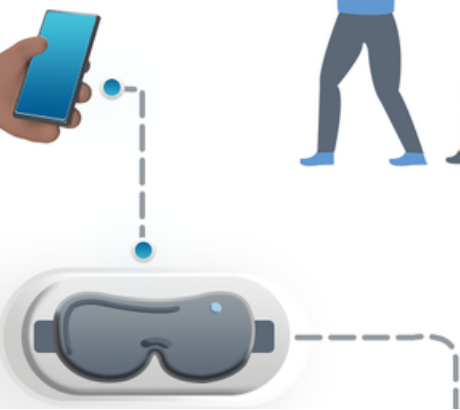
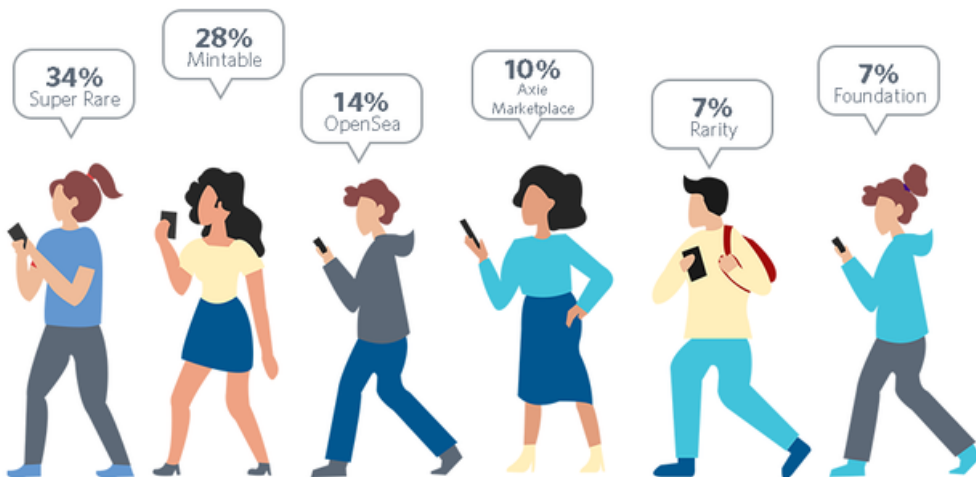
63%
Influencers plan to create and/or trade-in NFTs.

“
Being from a Tech genre that focuses on various aspects of new technology, I can't wait to dwell on metaverse. And with new tech incoming, it is imperative that brands will embrace the new Virtual Reality ecosystem.
”

Vivek Gupta,
@fastoye
Tech Influencer

Indian creators and influencers who are now looking beyond collaborations and paid partnerships are taking giant steps to explore opportunities that come with creating their own NFTs. Thanks to blockchains and tokenization, they are putting a price tag on bits and pieces of their content and immortalizing it in the process.

MOST HEARD OF NFT PLATFORMS BY INFLUENCERS





The creators of these NFTs are often pseudonymous and sometimes established artists. Prior to the popularity of NFTs, visual artists faced significant difficulties monetizing their work. Besides, why would anyone pay for content they can enjoy for free? As it turns out, the missing link was proof of ownership, the immutability of online records, and patronage, which Web3.0 offers.



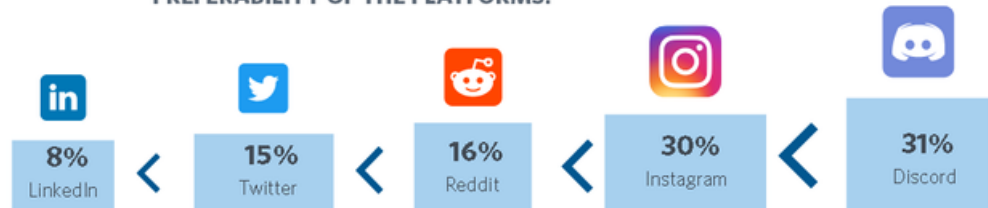
CREATORS VOTE FOR DISCORD, VIRTUAL INFLUENCERS, AND SOCIAL INTERACTIONS AS KEY WEB 3.0 TOOLS

Hundreds of applications have emerged, attracting the attention of thousands of digital creators across the world.

FAMILIARITY OF THE PLATFORMS:

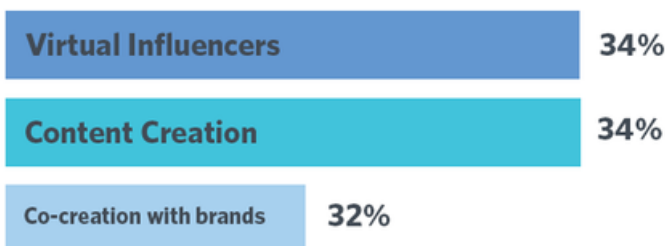


PREFERABILITY OF THE PLATFORMS:



What this means is that influencers are gunning for Web 2.0 social platforms to catch up or get replaced by Web 3.0 functionality.

KEY TRENDS TO WATCH OUT FOR IN WEB 3.0



In the next 3-5 years, we will experience a rise of user base in WEB 3.0 social platforms. So far, we haven't seen any significant platform to gain success as yet. But we are certain there will be a platform. The upgrade of Instagram into 'Web 3.0' is a good start; however in our view, a platform that provides a gamified experience that integrates social media functionality along with NFTs and other 'Web 3.0' tech will be game-changers in the industry.

Ornellus Saldanha,
@ornellyes
NFT Artist

Most of these Indian influencers/creators also voted for social interactions as the next big feature used by consumers in the metaverse (33%), followed by gaming (32%), learning and education (21%), and shopping (13%).

In other words, influencers and creators focus on building audiences by finding their content tilt and meeting the audience's desires, and with Web 3.0 they are foreseeing a better community, allowing creators to cultivate super fans.





IN SUMMARY

1 Brands to watch out and nurture the rise of the creator middle-class through Web 3.0.

2 Agencies will be instrumental in developing influencer and brand rating systems — measuring creators based on trust scores, the strength of their communities, and their engagements.

3 Brands and agencies will work to create cross-platform influencer campaigns, i.e., across Web 2.0 and Web 3.0.

4 NFTs will increasingly be a creative content asset for brands to best engage through creators.

5 Web 3.0 will create new content genres and bring about a new-age category of influencers and creators. The next version of the internet will once again change what it means to be popular and, therefore, redefine influence.



Influencers will have a significant role to play in the Web 3.0 universe. Web 3.0 is community-driven and will be lead by influencers. Users overall look toward experts for opinions. With the entry of Web 3.0, fans or followers of influencers can start becoming co-owners or investors in projects that have influencers at the forefront. However, gimmicky brand collaborations that get influencers onboard only to get more users won't do very well compared to actual projects that have been started by influencers. These will be the true winners in the Web 3.0 world. Through Web 3.0, influencers will be able to crowdfund their dream projects. This opens up many different avenues of growth for influencers.

Manish Kumar,
@manishkumar
CEO of Digi Osmosis & Angel Investor of Web 3.0 Startups.



About FLEISHMANHILLARD

FleishmanHillard specializes in public relations, reputation management, public affairs, brand marketing, digital strategy, social engagement, and content strategy. FleishmanHillard was named 2019 PRWeek U.S. Outstanding Large Agency; 2019 Holmes Report North America Large Agency of the Year; ICCO Network of the Year—Americas 2017–2020; PProvoked Media Greater China Consultancy of the Year 2020; PRWeek UK Best Places to Work 2020; Human Rights Campaign Best Places to Work for LGBTQ Equality 2018–2020; and NAFE's "Top Companies for Executive Women" 2010–2020. The firm's award-winning work is widely heralded, including at the Cannes International Festival of Creativity. FleishmanHillard is part of Omnicom Public Relations Group and has 80 offices in more than 30 countries, plus affiliates in 50 countries.

About OmnicomPublicRelationsGroup

Omnicom Public Relations Group is a global collective of three of the top global public relations agencies worldwide and specialist agencies in areas including public affairs, marketing to women, global health strategy and corporate social responsibility. It encompasses more than 6,300 public relations professionals in more than 370 offices worldwide who provide their expertise to companies, government agencies, NGOs and nonprofits across a wide range of industries. Omnicom Public Relations Group delivers for clients through a relentless focus on talent, continuous pursuit of innovation and a culture steeped in collaboration. Omnicom Public Relations Group is part of the DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC) that includes more than 200 companies in a wide range of marketing disciplines including advertising, public relations, healthcare, customer relationship management, events, promotional marketing, branding and research.

About eleve

Eleve Media is one of India's largest brand advocacy companies operating in the digital space for the past eight years. Headquartered in Gurgaon, with regional offices in Mumbai and Bangalore, Eleve's powerful solutions and services enable brands and agencies to leverage the power of word of mouth through influencers on social media platforms and streamline their influencer marketing initiatives.