**PR Pros Plan To Delve Into Metaverse In 2023**

The percentage of PR professionals running metaverse projects will quadruple to 45% this year, and will focus on the creation of digital environments, followed by events and live broadcasts, per a D S Simon Media survey. "While multimillion-dollar video-game and movie-quality experiences are part of the metaverse for brands, the majority of metaverse events for communicators will be focused on creating connections and engagement at a much lower price point," said D S Simon Media CEO Doug Simon.

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[*https://www.prweek.com/article/1814844/2023-year-pr-will-really-dive-metaverse-research*](https://www.prweek.com/article/1814844/2023-year-pr-will-really-dive-metaverse-research)

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[*https://www.bing.com/images/search?view=detailV2&ccid=%2fQeyvP7T&id=B5A790BEA1CC61212515FA5231D33C0FC653AACB&thid=OIP.\_QeyvP7TbgyoBJ11RxRkFAHaEc&mediaurl=https%3a%2f%2ftechunwrapped.com%2fwp-content%2fuploads%2f2022%2f02%2f1645053903\_Metaverse-or-Virtual-Reality-Is-it-the-same-What-is.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.fd07b2bcfed36e0ca8049d7547146414%3frik%3dy6pTxg880zFS%252bg%26pid%3dImgRaw%26r%3d0&exph=600&expw=1000&q=metaverse&simid=608020623596669721&FORM=IRPRST&ck=91F899E8AA0108E87F6CA57317982081&selectedIndex=98&ajaxhist=0&ajaxserp=0*](https://www.bing.com/images/search?view=detailV2&ccid=%2fQeyvP7T&id=B5A790BEA1CC61212515FA5231D33C0FC653AACB&thid=OIP._QeyvP7TbgyoBJ11RxRkFAHaEc&mediaurl=https%3a%2f%2ftechunwrapped.com%2fwp-content%2fuploads%2f2022%2f02%2f1645053903_Metaverse-or-Virtual-Reality-Is-it-the-same-What-is.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.fd07b2bcfed36e0ca8049d7547146414%3frik%3dy6pTxg880zFS%252bg%26pid%3dImgRaw%26r%3d0&exph=600&expw=1000&q=metaverse&simid=608020623596669721&FORM=IRPRST&ck=91F899E8AA0108E87F6CA57317982081&selectedIndex=98&ajaxhist=0&ajaxserp=0)