

# WPP Metaverse and More Academy Podcast

## Season 1, Episode 0

### Trailer

*Welcome to WPP's Metaverse and More Academy Podcast!*

*In this trailer Sara Robertson (Global VP, Disruption at Xaxis) chats with Andy Hood (VP Emerging Technologies at WPP) about the goals and expectations for the podcast series. Their casual and fun discussion provides an outline of the series and an introduction of some new terminology such as #Meatverse.*

*Thank you for listening! We hope you enjoy this episode.*

*Please "Share" with others and "Follow" us to stay abreast of each new episode*

*and continue the conversation at our [Twitter Communities Page](#)*

*Click [here](#) for more information about [WPP](#), the Creative Transformation Agency.*

*[#StayClassyMetaverse](#)*

---

00:00:04

*Stephan Pretorius:* Good day everyone. My name is Stephan Pretorius, the Chief Technology Officer for WPP, and it is my pleasure today to welcome you to WPP's Metaverse and More Academy Podcast, where we will be discussing a wide range of metaverse and Web3 related topics with experts from the WPP network and special guests from the industry at large. As we cover both established concepts and track new developments in this space, we hope this series is informational and inspirational. Thank you for coming on the journey with us. Please sit back and enjoy another exciting discussion about the Metaverse and More.

00:00:40

*Sara Robertson:* Hello and welcome to episode zero of our brand-new podcast, Metaverse and More. I'm your host, Sara Robertson, and I'm excited to guide you through this journey of understanding more about this new space. I am here with today's guest Andy Hood, who is VP of Emerging Technologies at WPP, and we're going to dive into what this metaverse craze is all about. Hello, Andy.

00:01:08

*Andy Hood:* Hey Sara, how are you doing?!

00:01:09

*Sara Robertson:* I'm good. How are you doing?

00:01:11

*Andy Hood:* I am very well. This is kind of a crazy space that's been launched on us in the last 18 months or so.

00:01:17

*Sara Robertson:* It's been explosive ever since the Zuck made the Meta announcement. It's the only thing our clients want to talk about.

# WPP Metaverse and More Academy Podcast

## Season 1, Episode 0

### Trailer

00:01:26

*Andy Hood:* Exactly, and that can be quite a confusing explosion of stuff. So what are we looking to do with this podcast series?

00:01:36

*Sara Robertson:* Well, there is so much interest from so many different people. You know clients and creatives and agencies, different people within the group. They all wanted to know what the metaverse is, where it's going. Why is it important? And we were hoping to have some experts join who I could interrogate about their expertise, to try to share some more information about this with people.

00:02:01

*Andy Hood:* Well, that sounds pretty good, but I know that, although you're going to have a lot of experts from around the network who know a lot of stuff about a lot of stuff, you know a lot of stuff about a lot of stuff. Tell me a little bit about your background in this space.

00:02:15

*Sara Robertson:* Sure, I mean, I wouldn't call myself an expert because I think this whole space is so emerging that there are very few experts like nobody really knows everything yet; we're still figuring it out. But maybe about two years ago there was something called DeFi Summer. I don't know if anybody heard of that. But DeFi Summer was an explosion of decentralized finance and all anybody could talk about was smart contracts and crypto currencies. And I have a background in engineering. I've been a coder my whole life, so I was like I'm going to learn how to code a smart contract, and that was like the tip of an iceberg. You know, first I learned about smart contracts and then it was blockchains and then it was NFT's, and then from NFT's, it was metaverse's and play to earn and just, oh my god, you go down the rabbit hole and there's so much more to learn. So I'm about two years into this journey now.

00:03:15

*Andy Hood:* But that's great because it's it is such a wild and radical space, but you're actually in it. You've been minting NFT's, writing smart contracts, you're out there talking to people about how to do it and then actually making it happen, and that's really important to be active and involved.

00:03:32

*Sara Robertson:* Yeah, well, I'm a player first, I mean love VR. I crush it at Beat Saber and I'm a coder second right. So I love the technology and these paradigm shifts and where they're going. So I think, from this perspective of being a player and a creator, it's a, it's a really interesting place to have these types of conversations.

# WPP Metaverse and More Academy Podcast

## Season 1, Episode 0

### Trailer

00:03:57

*Andy Hood:* And there are, as you said, lots of people around the WPP network; skillsets and capabilities are wildly diverse and there's expertise in all the different areas of that. metaverse conversation. Sounds like your set to have some pretty interesting conversation.

00:04:13

*Sara Robertson:* Yeah, well, you're my first one, so hopefully we could make this conversation interesting.

00:04:18

*Andy Hood:* Well, we shall see, so you know. For everybody out there who's listening, you can tell that this series is going to be brought to you with a lot of people who are experts in their field but also hosted by someone who is very knowledgeable and active in the space.

00:04:33

*Sara Robertson:* Yeah, so obviously we're hoping to tackle the big metaverse topic, which is Immersive Worlds, and a bit about the VR that everyone is so excited about. But also we want to go through blockchain 101 and NFT's 101 and help people understand how the rest of these Web3 components really fit into this metaverse push that we're seeing. It's not just Ready Player One, it's a whole host of technologies and changes and experiences. So we have guests scheduled that know things about AR which you know pretty new in my AR understanding. So I'm excited about that one. You're our guest for immersive worlds. I can't wait to dig into that, yeah, and a handful of other interesting topics that circle around what the metaverse means.

00:05:29

*Andy Hood:* That's interesting, isn't it? Because, although they all seem like very disconnected, self-contained areas, the kind of the metaverse conversation does mean that they all intersect at some points. If you're looking at virtual world commerce, in some of those virtual worlds that involves NFT's, it involves blockchain. It brings all of these things together and means that some understanding of each of them is a requisite for being able to communicate with them and ideate and strategize around them right.

00:06:04

*Sara Robertson:* Yeah, and you know, the classical vision of what a metaverse could be is a-type of digital copy of the real universe. So all the things that we do in our "meatverse", you know, we shop, we acquire, we own things, we have friends, we have communities; finding correlates for those types of activities in the metaverse is going to require some foundational changes such as NFT's allow you to own things, blockchains allow you to transact. So yeah, the metaverse isn't just

# WPP Metaverse and More Academy Podcast

## Season 1, Episode 0

### Trailer

what you see with your eyes, it's all the things that you can do when you're in there.

00:06:43

*Andy Hood:* Absolutely, and "meatverse" is absolutely my new favourite phrase.

00:06:49

*Sara Robertson:* I've only ever used it on twitter. That was my first time saying it out loud and it was a little bit uncomfortable.

00:06:54

*Andy Hood:* Perfect, perfect, amplify the "meatverse". So where are people going to be able to get hold of this?

00:07:02

*Sara Robertson:* So we are going to be releasing on Spotify first and foremost, and then I don't know. We'll see from there what other distribution channels are available to us.

00:07:12

*Andy Hood:* So share, subscribe, like, rate, review, follow.

00:07:18

*Sara Robertson:* Smash that Like button.

00:07:18

*Andy Hood:* Every one of them right. Exactly! Exactly that! Cool!

00:07:22

*Sara Robertson:* Thank you for joining us on Metaverse and More today and remember, stay classy metaverse!

00:07:27

*Stephan Pretorius:* Thank you for listening to the WPP Metaverse and More Academy podcast. Don't forget to subscribe, so you don't miss out on future episodes. If you'd like to learn more about WPP, the Creative Transformation Company, find us at [wpp.com](http://wpp.com) or send us a note to [newbusiness@wpp.com](mailto:newbusiness@wpp.com). That's it for today. We look forward to seeing you in the metaverse.